



LOGO USAGE, BRANDING AND PROMOTION GUIDE FOR AGC GEORGIA MEMBER FIRMS

Associated General Contractors of Georgia, Inc.
A Chapter of AGC of America

To AGC Georgia Members:

This Guide is prepared to help you and your company understand the important role you play in promoting the Associated General Contractors of Georgia, Inc. (AGC Georgia) name and serving as a good steward of the AGC brand. Why this matters, how your company will benefit from contributing to this process, and steps to take in spreading the word about our organization and membership are also addressed.

Our overall goal is to deliver a strong and consistent message about who we are and what it means to be a member. Just as you do for your company, we want buyers of your construction services and products to understand what differentiates our organization, and your affiliation with us, from others in the commercial construction industry.

As you know, there is no asset more valuable than a company or organization's image and reputation. A well-defined and consistent identity is crucial to achieving the highest possible awareness and trusted relationship a company or organization has with its employees, customers or members as well as other stakeholders, such as government officials and the general public. To protect our reputation, AGC Georgia invests time and resources in assuring a strong market position.

It is essential each member firm and other entities representing AGC Georgia in the marketplace adhere to our branding guidelines and the enclosed logo standards and specifications. From approved logo colors to font types, all elements work together to make a compelling statement about our organization and membership.

Since AGC Georgia members are also members of The Associated General Contractors of America, Inc. (AGC of America), an explanation of how you can use AGC of America logos is also provided. You are encouraged to use logos from both AGC Georgia and AGC of America to promote your loyalty to the entire AGC organization.

Thank you for promoting your firm's affiliation with AGC Georgia and AGC of America. Please contact either of us for questions or assistance.



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Primer on Branding

- “Brand” has to do with what a company or organization is known for or what sticks in a person’s mind that is associated with a service, product or organization.
- Branding is about creating an identity—something that sets one company or organization apart from another and tells buyers of services and products what they can expect.
- Branding includes actions and communications that create and reinforce a brand.
- Branding refers to elements that make up a particular brand, i.e. logo, colors, special packaging, unique attributes, or an approach to doing business or rendering a service you have a reputation for and excel in.

Goals for Member Firms

1. To integrate AGC’s brand and brand promise with your company’s own customized branding and marketing efforts to help your firm stand out in the marketplace.
2. To play a more active role in building the AGC name and brand by finding new ways to consistently and properly use AGC logos in your company’s business development and promotional efforts as well as in marketing collaterals.
3. To enhance the name recognition and brand awareness of AGC where our member firms have offices, pursue work and deliver construction services or products.
4. To excel in delivering on AGC Georgia’s core principles of “skill, integrity and responsibility” by pursuing and implementing best construction industry practices.

The AGC Brand



The Promise Behind the Brand

The Associated General Contractors of America, Inc. (AGC of America) has earned a reputation as the most influential trade association representing the best interests and collective voice of over 30,000 member firms across the U.S. comprising the commercial construction industry.

As one of 93 Chapters affiliated with AGC nationwide, AGC Georgia represents firms that are considered the top general contractors, specialty contractors, suppliers and service providers. The AGC brand promise is buyers of your firm’s construction services and products can count on working with industry leaders and quality people who exemplify “skill, integrity and responsibility” and produce successful, quality projects for exceptionally satisfied clients.

AGC Georgia Logos

General Contractor Members



Firms holding specialty contractor or supplier/service provider membership in AGC Georgia are not authorized to use this logo.

Specialty Contractor Members



Firms holding general contractor or supplier/service provider membership in AGC Georgia are not authorized to use this logo.

Supplier/Service Provider Members



Firms holding general contractor or specialty contractor membership in AGC Georgia are not authorized to use this logo.

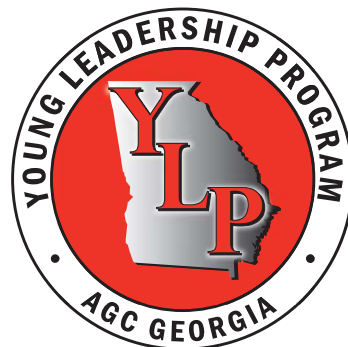
Taglines including "Specialty Contractor," and "Supplier/Service Provider" must remain intact with the

The following logos and other designs with similar characteristics are no longer used by AGC Georgia. Member firms are asked to replace these with the current approved logo.



AGC Georgia Young Leadership Program Logo

Regardless of your firm's type, those in good standing who have employees participating in AGC Georgia's Young Leadership Program (YLP) may use this logo in your marketing materials, on the company website, in proposals, etc. Any YLP logo featuring the words "Georgia Branch" on the bottom of the outer circle should be replaced with this new design which reflects the association's correct name.



Benefits of Increasing Your Use of AGC Georgia's Logo

- Signals to the marketplace and other member firms your affiliation with the leading commercial construction trade association in the U. S. and Georgia which only serves to enhance the stature of your firm compared to others in the industry who are non-members.
- Provides added confidence to buyers of your services and products they are working with a company who has distinguished itself as an industry leader.
- Allows you to differentiate your company and stand out from non-AGC members who are competing for the same project, the same supplier or material contract, etc.
- Provides a tangible demonstration of your company's pride in being a member in good standing with our highly-respected trade association.
- Gives your company more clout and influence, in essence a "stamp of approval" in the buyer's mind about the level of quality in your services and products.
- Enhances a buyer's perception your company has greater access to other top commercial contractors, subcontractors, vendors and suppliers who you will bring to their project.
- Demonstrates a higher level of professionalism and best practices embraced by your company compared to non-AGC members.
- Reinforces to company employees you are one of the top construction firms who supports the industry and has joined with other leading firms to access best practices in education, workforce development, safety, industry innovation, legislative advocacy, etc. that will benefit the clients you serve.
- Makes it easier for members wanting to work with other members to find and support each other.

Where to Use the AGC Georgia Logo

- Company website
- Jobsite project signage
- Jobsite trailers
- Company vehicles
- Marketing collaterals—brochures
- Qualification/Proposal responses
- Company tradeshow booth
- Company correspondence—letterhead, forms, invoices
- Email signature
- Press releases and news announcements
- Presentation/interview handout materials
- Company business cards (front or back)
- Recruitment flyers and job postings

AGC Georgia Corporate Logo



The AGC Georgia corporate logo with the "Your Construction Industry Partner" tagline is for AGC Georgia staff use only. General contractors, specialty contractors, suppliers and service companies who are member firms, and outside organizations, companies or vendors working in partnership with AGC Georgia, are not authorized to use the corporate logo shown above.

Logo Formats and File Types

AGC Georgia logos are available in black-white, two-color, CMYK, grayscale, and white formats. The following file types are available: eps, jpg, ait, gif, pdf, png and ai.

Use of Color for AGC Georgia Logos

The AGC Georgia logo can only be used in the spot and 4-color palettes. The inside of letter “G” in AGC is purposefully left blank to show the natural background of what it is placed on and never filled with white color unless placed on a solid white background. Those using the AGC Georgia logo are not authorized to use any other colors or change the proportion of individual elements of our logo outside of the options specified in this Guide or delivered to you in one of the approved file types.

Spot color: Pantone 1795 (C) (Red); Pantone Black; Pantone Black 50% (Gray)

4-color: Pantone 1795: Cyan 9%; Magenta 98%; Yellow 93%; Black 1%

Pantone Black: Cyan 0%; Magenta 0%; Yellow 0%; Black 100%

Pantone Black 50% (Gray): Cyan 0%; Magenta 0%; Yellow 0%; Black 50%

Space Requirements Around the Logo

Every version of AGC Georgia’s logo needs to be placed in such a way that it is surrounded by sufficient white space or clearance precluding any type of graphic intrusion diminishing the visual integrity and impact of the logo.

Font Style

The font style for AGC Georgia logos is unique artwork and you are not authorized to re-create or type the logo using other fonts. Always use an original image file for any AGC Georgia logo.

Improper Use of AGC Georgia Logo

Out of proportion



Improper fill of “G”



Wrong placement of logo elements



Not approved colors



Insufficient color contrast



Wrong alignment



Wrong tint and color of element



Background too busy



AGC of America Logos

AGC Georgia members are automatically AGC of America members so it is very appropriate and encouraged for Chapter members to use an AGC of America logo in conjunction with an approved AGC Georgia logo to demonstrate your company's affiliation with both organizations.

To obtain digital files of AGC Georgia and AGC of America logos, please email your request to Alyson Abercrombie at abercrombie@agcga.org. Please allow a 24 hour turnaround time.

Note: Logo styles shown in color throughout this guide are not meant to be printed in black and white. If you plan to use an AGC Georgia or AGC of America logo in a black and white print medium, please request a file designed specifically for this purpose.

General contractor members are authorized to use one or both of these logos to represent your membership in AGC of America.

Service Provider/Supplier members are authorized to use this logo to represent your membership in AGC of America.

AGC of America
THE ASSOCIATED GENERAL CONTRACTORS OF AMERICA
Quality People. Quality Projects.



OR



Specialty contractor members are authorized to use this logo to represent your membership in AGC of America.

This logo is **no longer** provided to members by AGC of America. Members are asked to discontinue its use.



Where to Get AGC Georgia and AGC of America Logos

New members receive complimentary AGC Georgia logo stickers in member packets to place in the entry way of your corporate office. All member firms may request additional logo stickers to display on your fleets, jobsite signs, etc. by calling the AGC Georgia office at 678.298.4100. Hardhat stickers are also available.

Opportunities to Build the AGC Georgia Brand in Your Marketing and Promotional Efforts

- 1. Include in news announcements, on your website and in proposal materials that your company is a member of AGC Georgia and AGC of America.**

Official name of national organization

- The Associated General Contractors Association of America, Inc.

Shorter and accepted versions

- AGC of America
- AGC

Official name of Georgia organization

- Associated General Contractors of Georgia, Inc.

Shorter and accepted version

- AGC Georgia

- 2. Use the following suggested boiler plate language in press releases or new announcements to describe AGC Georgia and AGC of America after mentioning your firm is a member.**

AGC Georgia is a professional trade association and statewide chapter affiliated with The Associated General Contractors of America, Inc. (AGC of America). Member firms perform a majority of the public and private commercial construction work in Georgia and include the top general contractors, residential/light commercial builders, construction managers, design-builders, municipal-utility contractors, heavy and highway contractors, specialty contractors, service providers, and suppliers. AGC Georgia is one of 93 Chapters representing over 30,000 member firms nationwide. AGC of America is the largest and most respected construction trade association in the U.S., and works to improve the quality of construction and protect the public interest. To learn more, visit www.agcga.org and www.agc.org.

- 3. Find ways to communicate in person and in writing what AGC Georgia, AGC of America and member firms are known for—key messages include the following:**
 - a. Members include leading contractors, specialty contractors and service/supplier providers
 - b. For members, AGC Georgia is your construction industry partner
 - c. AGC member firms have earned a reputation for “quality people and quality projects”
 - d. AGC and our collective membership is the respected voice of the commercial construction industry
 - e. “Skill, Integrity and Responsibility” is the credo representing what AGC members adhere to and what buyers of construction services and products expect when they do business with an AGC member

To conclude, AGC Georgia is committed to maintaining a strong and vital brand reflecting the strength and industry leadership of its member firms. The association by itself can only do so much. Member firms can actively help build the brand, AGC name recognition and stature of the organization by finding new and multiple ways to use the AGC logos and convey the important messages our association and membership represent. Your consistent and effective use of the AGC Georgia logo as well as the AGC of America logo whenever possible will go a long way in enhancing our collective identity and your firm’s stature with the buyers of your services and products.