THE BASICS

Our Name

Rosendin Electric, Inc. is the company’s legal name and Rosendin is how the company is referred to during day-to-day business and marketing activities.

Rosendin Logo

The Rosendin logo must be considered an inviolable piece of artwork. No alterations should ever be made. This includes any manipulation of the style, proportions, or spacing of the letter forms or design. Always use authorized artwork. Only approved reproductions should be used.

Please see the “Logo System” section of the Brand Guidelines for specific information about the Rosendin logo and use requirements.

Terms of Use

The Rosendin Brand Guidelines is a living document and subject to change. Please visit www.rosendin.com (external) or the Intranet site (internal) to view and download the most current copy of the brand guidelines and logo files.

Questions, Concerns, or Additional Information Needed?

Please contact Rosendin Marketing at marketing@rosendin.com with any questions, concerns, or artwork needs.
ABOUT US

Employee Ownership

Rosendin is proud to be employee-owned. Employees have a sense of accountability and pride in the successes we have experienced. This type of family atmosphere starts at the top. Our employee-owners see their personal value in the company and understand their responsibility. We have a stake in the future of the company and take a long-term view of our customer’s welfare. At Rosendin, we are motivated and empowered to provide the best value and service, as we are focused on keeping customers for life.

Brand Narrative

Standard/Complete Company Description (141 words/773 Characters w/o spaces)

Rosendin, headquartered in San Jose, is employee-owned and one of the largest electrical contractors in the United States, employing over 7,000 people, with revenues over $2 billion. Established in 1919, Rosendin remains proud of our more than 100 years of building quality electrical and communications installations and value for our clients but, most importantly, for building people within our community and our company. Our customers lead some of the most complex construction projects in history, and they rely on us for our knowledge, our ability to scale, and our dedication to quality. Most importantly, they turn to us for partnership — because they deserve a team as committed, connected, and engaged as they are. At Rosendin, we foster a culture of shared ownership as the largest employee-owned company in our industry. Because your success is our success. For more information, visit www.rosendin.com

Reduced/<100 Words Company Description (91 Words/524 Characters w/o spaces)

Rosendin, headquartered in San Jose, is employee-owned and one of the largest electrical contractors in the United States, employing over 7,000 people, with revenues over $2 billion. Established in 1919, Rosendin remains proud of our more than 100 years of building quality electrical and communications installations and value for our clients but, most importantly, for building people within our community and our company. At Rosendin, we foster a culture of shared ownership as the largest employee-owned company in our industry. Because your success is our success. For more information, visit www.rosendin.com

The Standard/Complete text should be used unless words counts are limited. For brand narrative/company description requests with other word count requirements, please contact marketing@rosendin.com and a custom description will be provided.
The Foundation

Mission Statement

A Mission Statement is meant to describe why a company is in business; why it exists. It is for this reason that we feel that “Building Quality – Building Value – Building People” is best suited as our new Mission Statement. It truly reflects what we are and what we do.

Vision/Purpose

A company’s Vision/Purpose provides direction for the future; it identifies what a company needs to be like to be successful in the future. “Lead. Inspire. Build.” is Rosendin’s Vision/Purpose.

Core Values

Core Values are principles meant to provide guidance for behavior and actions. They represent a company’s culture. We believe the following truly reflects our core values:

We Care: We are an organization built on integrity. We create an environment that empowers people to work safely, to be at their best and to respect one another.

We Listen: Our success is based on hearing and understanding the objectives of our customers. We build relationships.

We Share: We collaborate, we inspire, and we challenge one another.

We Innovate: People will remember us for the solutions we provide. Entrepreneurial ideas are encouraged and promoted. We are continuously raising industry standards.

We Excel: The quality of our work will represent us for years to come. We take pride in what we build. It is our legacy.
02
LOGO SYSTEM
LOGO SYSTEM

The Rosendin logo must be considered an inviolable piece of artwork. No alterations should ever be made. This includes any manipulation of the style, proportions, or spacing of the letter forms or design. Always use authorized artwork. Only approved reproductions should be used.
LOGO LAYOUT & COLOR OPTIONS

Two logo layouts are available, horizontal/standard and vertical/stacked. The Rosendin logo should be displayed in the horizontal/standard layout unless otherwise specified, or as needed to fill available space.

The logo can be used in color (blue and gray, as provided), all black, or all white. No other color options are available and no changes can be made.
LOGO SIZE & CLEARSPACE

MINIMUM SIZE

To ensure that the Rosendin logo is legible, the suggested minimum size for print or imprint is 1.5 inches (width). For digital application, a minimum size of 150 pixels (width) is recommended. There is no maximum size.

LOGO CLEARSPACE

The clearspace around all sides of the Rosendin logo must be, at minimum, equal to the height of the ‘O’ letter graphic x2 (as shown above). No unapproved text or graphics should fall within this area.
INCORRECT LOGO USE & EXAMPLES

1. **Do not alter color.** The logo can be used in color (blue and gray, as provided), all black, or all white. No other color options are available and no changes can be made.

2. **Do not use retired or outdated logos, graphics, or taglines.** Examples include 25th Employee Ownership Anniversary logo, 100th Anniversary logo & graphics, Rosendin logo grouped with divisional/group names, Ahead of the Current™ tagline, 100% Employee Owned text, etc.

3. **Do not invade clearspace or crop.** Please see Logo Construction & Clearspace section for details.

4. **Do not alter layout or create alternate logo versions.** The Rosendin logo should not be incorporated with any other Company’s logo(s) or used in conjunction with other graphics or text.

5. **Do not blur or pixelate.** Logo should always be clear and legible.

6. **Do not use grayscale versions, tint, or change the opacity.** Use logo as provided in color, black, or white.

7. **Avoid use on like-colored or busy backgrounds.** The white logo is recommended for use on very dark backgrounds and the black logo on lighter backgrounds. The color logo can be used in either situation, as long as the logo is clearly visible and colors are not altered in any way. Logo should be easy to read and identify.

8. **Do not add text, taglines, or other elements to create a personalized logo or signature.** The Rosendin logo has a clearspace that must be maintained. No text (including divisional/group names), lines, or graphics can be added.

9. **Do not attempt to recreate the logo using typefaces.** Only official artwork files may be used.

10. **Do not bend, twist, or rotate the logo.** Use logo as provided and do not display at other angles.

11. **Do not apply drop shadows, gradients, or other effects.** The logo has been designed to stand alone without enhancements of any kind.

12. **Logo proportions must be maintained - do not stretch or skew.** If the logo is needed in a specific size or format, please contact marketing@rosendin.com for assistance.
Examples of incorrect logo use are illustrated below

1. Do not alter color
2. Do not use retired or outdated logos, graphics, or taglines
3. Do not invade clearspace or crop
4. Do not alter layout or create alternate logo versions
5. Do not blur or pixelate
6. Do not use grayscale versions, tint, or change the opacity
7. Avoid use on like-colored or busy backgrounds
8. Do not add text, taglines, or other elements to create a personalized logo or signature
9. Do not attempt to recreate the logo using typefaces
10. Do not bend, twist, or rotate the logo
11. Do not apply drop shadows, gradients, or other effects
12. Logo proportions must be maintained - do not scale, stretch, or skew
LOGO USE & SECONDARY TEXT

All logo and secondary text use must align with current brand guidelines. Approved text can be included on promotional/branded items when the following guidelines are observed.

1. Placement in a secondary location is required and an approved text graphic must be used. Please see examples of correct placement on the following page. and contact marketing@rosendin.com for artwork creation.

2. Text cannot be used in direct conjunction with the Rosendin logo and may not be combined with or positioned directly above, below, or beside the logo. Logo clearspace and minimum size guidelines must be observed.

Please contact marketing@rosendin.com for text approval, artwork files, and additional details.
Examples of correct secondary text placement is noted in gold boxes below.

Front
Back

Cover
Inside

Front
Back

Front
Back

Front
Back

Back
EMAIL & MOBILE SIGNATURES

1. **Do not use colored stationary, photos, or graphics as a background in digital communications.** Use a plain white background with black or grey text to assist with legibility across all devices and platforms.

2. **Company signature blocks should include only the IT supplied logo and text layout with an alternate option of using plain text (no logo) for.** Please see examples of approved layouts below.

3. **Limit the length of your signature and what is included.** Do not add clipart, inspirational sayings, award listings, or other graphics or images unless they have been reviewed and approved by Marketing.

**DESKTOP DEVICE EXAMPLE**

![Desktop Signature Example]

**MOBILE DEVICE EXAMPLE**

![Mobile Signature Example]
03
COLOR
PRIMARY COLOR INFORMATION

COLOR DETAILS

BLUE COLOR CODES

- PANTONE: 293 C
- CMYK: 100% 69% 0% 4%
- RGB: 0 61 165
- HEX/HTML: #003DA5

GRAY COLOR CODES

- PANTONE: 431 C
- CMYK: 45% 25% 16% 59%
- RGB: 91 103 112
- HEX/HTML: #5B6770
SECONDARY COLOR INFORMATION

COLOR DETAILS

GOLD COLOR CODES

- **PANTONE**: 137 C
- **CMYK**: 0% 41% 100% 0%
- **RGB**: 255 163 0
- **HEX/HTML**: #FFA300
TRANSPARENCY INFORMATION

PRIMARY AND SECONDARY COLOR TRANSPARENCY

**PRIMARY COLOR**
- **BLUE**
  - PANTONE 293 C
- **GRAY**
  - PANTONE 431 C

**SECONDARY COLOR**
- **GOLD**
  - PANTONE 137 C

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ROSENDIN BRAND GUIDELINES

03 COLOR
ACCENT COLOR INFORMATION

COLOR DETAILS

- **Accent Color 1**: CMYK 4% 27% 58% 0%, RGB 242 189 122, HEX/HTML #F2BD7A

- **Accent Color 2**: CMYK 0% 71% 97% 0%, RGB 243 110 36, HEX/HTML #F36E24

- **Accent Color 3**: CMYK 20% 14% 31% 0%, RGB 205 203 179, HEX/HTML #CDCBB3

- **Accent Color 4**: CMYK 71% 13% 0% 0%, RGB 16 173 228, HEX/HTML #10ADE4
04

TYPOGRAPHY
PRIMARY FONT

Gotham

<table>
<thead>
<tr>
<th>Regular</th>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>abcdefghijklmnopqrstuvwxyz</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
</tbody>
</table>

0123456789
PRIMARY FONT

Segue UI

| Regular       | A B C D E F G H I J K L M N O P Q R S T U V W X Y Z | a b c d e f g h i j k l m n o p q r s t u v w x y z |
|              |                                               |
| Bold         | A B C D E F G H I J K L M N O P Q R S T U V W X Y Z | a b c d e f g h i j k l m n o p q r s t u v w x y z |

0 1 2 3 4 5 6 7 8 9
PRIMARY FONT

The font Calibri can be used for Word documents, PowerPoint presentations, and other digital correspondence.

Calibri

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789