

The logo consists of the word "BARNHART" in a bold, red, sans-serif font. The letters are contained within a white rectangular box. A red diagonal line cuts through the box from the top right to the bottom left, passing behind the text.

# Brand Guidelines

### **Beyond the Box**

The following pages cover Barnhart brand guidelines on the proper use of our logo, colors and iconic rectangular box. The guidelines may seem exacting, but branding is an integral part of the visual presence and reputation of Barnhart.

But let's look beyond that box. The truth is, you are the brand. Every member of the Barnhart family is too. Branding is not just how the logo looks on the side of the truck. It's how you conduct yourself once you get out of it.

Branding is in every interaction, from how you answer the phone to the way you perform the work and the quality of your communication with colleagues, subcontractors and clients.

As you go about your day, own the Barnhart brand. Without you, we wouldn't be where we are today – a proud industry leader with a 40-year history and a recognizable brand that represents standards just as exacting as the ones in this book.



**Barnhart Brand**

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**Logo**

The Barnhart logo consists of the name “Barnhart” in a rectangular solid field. The logo consists of specially created and spaced letter forms which may not be modified in any way. Use the approved artwork file rather than attempting to re-create the logo. Artwork is available with and without the tag line.

**Approved artwork can be found in the Sales Tool Box and externally by request. Contact Sales & Marketing at 251-706-0884.**

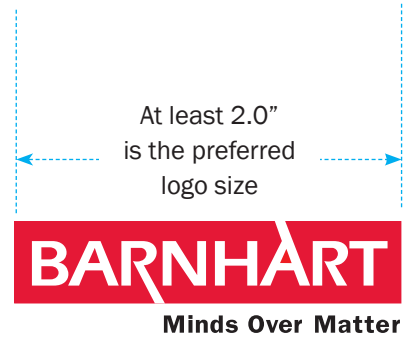
**Tag Line**

“Minds Over Matter” tag line should be in black and in the fonts Franklin Gothic Demi or Arial Black.

- Use in conjunction with the logo on marketing materials such as brochures and ads.
- It is not necessary to use the tag line on proposals, correspondence, business cards or equipment logo applications.

**Size Requirement**

- When inserted into a document the preferred logo size is 2.0” wide. The logo should not be printed less than 1.5” wide.
- When reducing the logo with the tag line, the tag line should not appear so small as to be illegible.
- When reducing and enlarging the logo the proportions should remain the same.





### Reproducing the Barnhart Logo

The Barnhart logo consists of the name “Barnhart” in a rectangular solid field. The logo consists of specially created and spaced letter forms which may not be modified in any way. Use the approved artwork file rather than attempting to re-create the logo. Artwork is available with and without the tag line.

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As a last resort, the grid can be used to replicate the logo for larger and unique applications. See larger grid on page 17.

### Clear Space Requirements For Print

Please ensure that a clear space of 4 X is maintained around the logo, where X is 1/2 the height of the letters or height of the box in grid above. More than this clear space is always acceptable.

#### Note:

*For clear space requirements for decals and large painted logos please see the Large Logo Application Section starting on page 13.*

### Formats

#### .jpeg or .jpg

Usually lower resolution. Use for electronic applications or for placing in Word documents.

#### .png

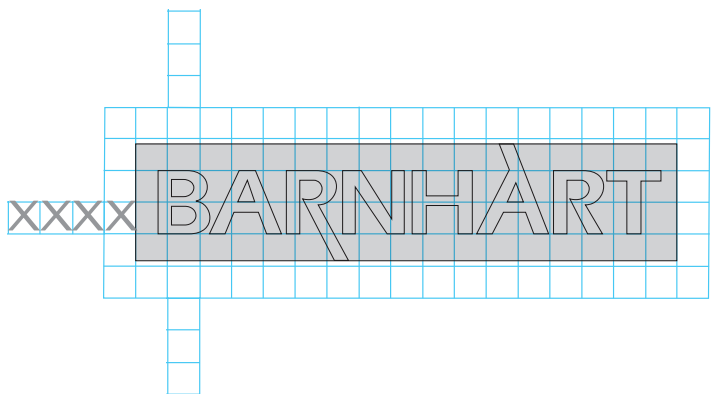
Usually lower resolution. Use for electronic applications or for placing in Word documents.

#### .tiff or .eps

Higher resolution. Use in printed marketing materials.

#### .eps or .ai

Scalable vector format for use in signage and banners. This should also be used for vendors producing decals for equipment.



**Colors**

The Logo and the tag line may be used only in approved colors:

- 100% PMS 186 red (or equivalent color...see below)
- black or reversed in white on a reasonably dark, solid or screened background or photo.

Official Barnhart Logo colors are as follows:

Print Applications:

Red-PMS 186C (coated)

PMS 1795U (uncoated)

Black

Process Formulas:

Red-Coated DS75-1C CMYK: C-0, M-100, Y-100, K-20

Red-Uncoated DS74-1C CMYK: C-0, M-100, Y-100, K-10

Black - K-100

Red RGB Formula:

R: 228, G: 24, B: 55

Web/Digital Applications:

Hex Value: #cc0033

Paint Applications:

Red: GM9260 Victory Red or 87D PCC Urethane Suffix D

Black: 87A PCC Urethane Suffix A

Vinyl Applications:

3M Scotchcal Film colors

Opaque: Cardinal Red

Translucent (Backlit): Cardinal Red

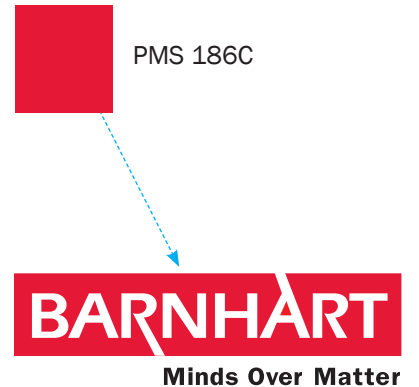
Reflective: Ruby Red

**Reversed Logo Applications**

When used in reverse, only white on black or on a color field is acceptable.

Some special exceptions may be allowed for promotional and specialty items.

751-706-0884.



2 color and process applications



1 color application



**Brand Fonts**

Barnhart recommends the use of the following typeface families to be used in conjunction with the logo. ITC Franklin Gothic is the preferred font.

ITC Franklin Gothic BT Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**ITC Franklin Gothic BT Demi**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

*ITC Franklin Gothic BT Book Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

**Alternate Font is Arial**  
Arial Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Arial Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

*Arial Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

A typeface family includes regular, bold and italic versions of the typeface. These typefaces are compatible with both Mac and Windows systems.

The consistent use of these typeface families helps establish an image for Barnhart. The use of novelty and script fonts is discouraged in most cases.

**Headlines:**  
**ITC Franklin Gothic BT Demi**  
**10/13** ----->

**Clear Space Requirements For Print**

The Barnhart logo must clearly stand out wherever it appears. One way to ensure this is by maintaining clear space around the logo. Clear space is an area that is kept free of any other text, graphic elements or other visual distractions.

↑  
Body Copy:  
ITC Franklin Gothic BT Book  
10/13



### Misuse Examples

The logo consists of specially created and spaced letter forms which may not be modified in any way. The example to the right is the correct logo for reference. The examples below are examples of incorrect logo usage.



DO NOT stretch or distort the logo. Horizontal and vertical scaling should always be scaled proportionately or at the same time.



DO NOT screen back or change the color of the Barnhart logo. The logo should always be at 100% of the Barnhart red or 100% black. Apparel application is the exception to this. See page 12.



DO NOT crop into the logo. The entire rectangular box is part of the logo and should always be used.



DO NOT use the type of the logo without the box. The box is an integral part of the logo and should always be used.



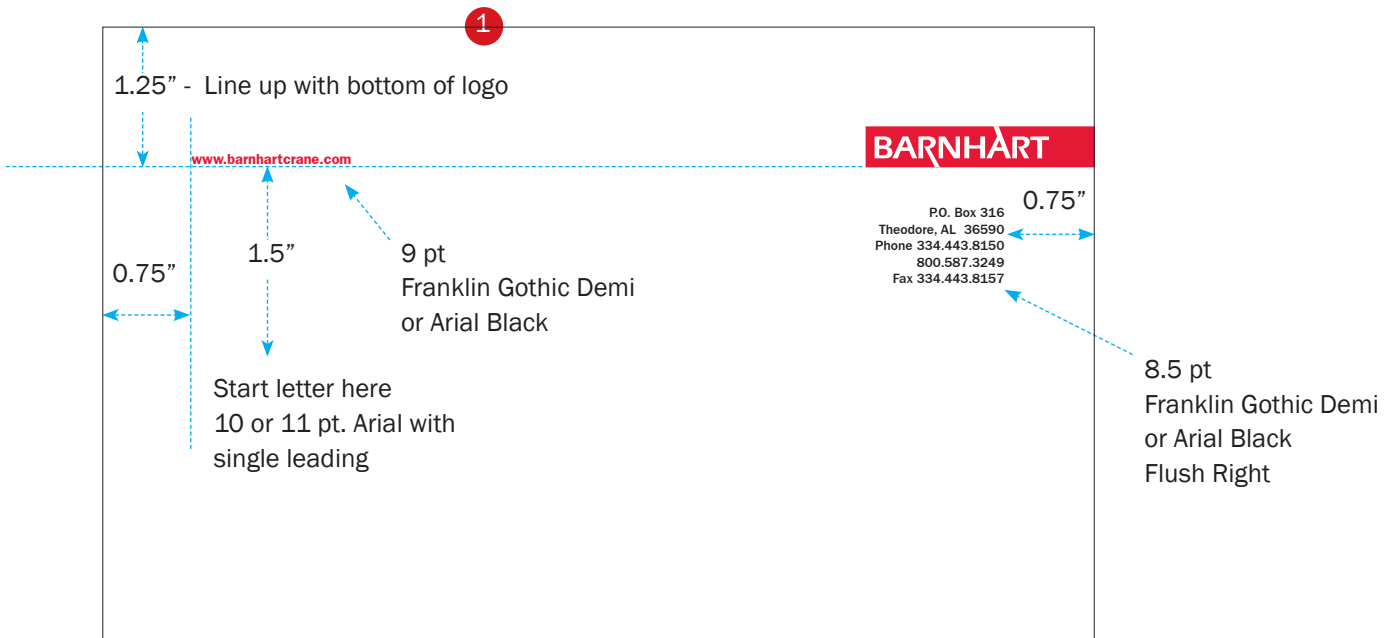
DO NOT adjust the rectangular part of the logo. The letter shapes should extend to the edge of the box, not stop within the box.





### Letterhead Design

- The official printed letterhead incorporates the Barnhart logo bleeding off the top right of the page.
- Web address is flush left in red.
- The address and contact information is flush right under the logo in black.
- Arial typeface recommended for use in the body of a letter in 10 or 11 pt over single spaced leading
- The date and business address are flushed left 1.5" under the web address. See figure 1 for measurements.



**Business Card**

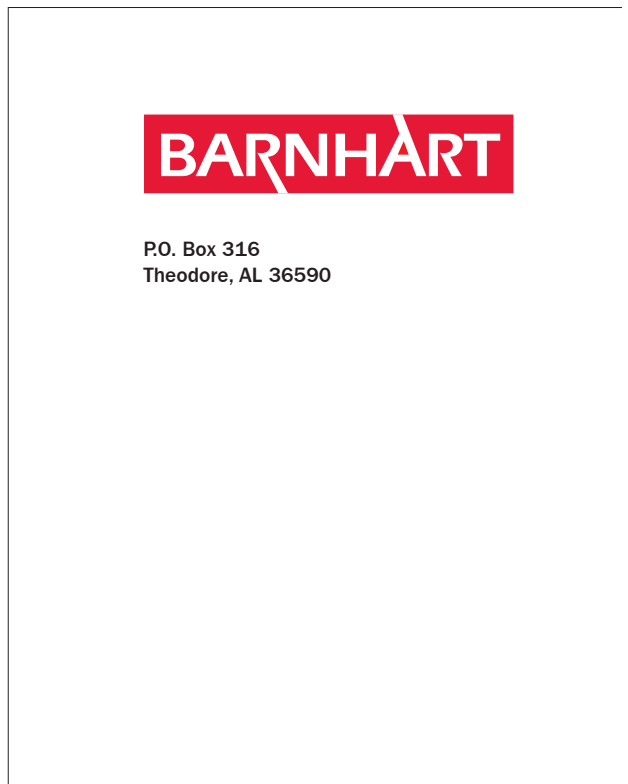
- The business card template complements the letterhead design.
- Like the letterhead, contact information is flush right under the logo.
- Name and title are flush left with more contact information flush left below.
- It is required that units obtain professionally printed business cards through [www.gwins.cc](http://www.gwins.cc) and not attempt to recreate the business card.
- Thermography is not permissible on business cards.
- Business Card Stock: Bright White Smooth Cover, 80# white



**Envelope**

The #10 envelope template complements the letterhead design.

Envelope Stock: White



**Electronic Letterhead**

All Barnhart correspondence sent electronically should use a consistent format with the application of the Barnhart logo. This strengthens the identity of the company and provides a professional face to the public.

The official electronic letterhead incorporates the Barnhart logo, the web address in red and the address/contact information flush right under the logo in black. The web address is positioned like the printed letterhead application.

The main difference between the printed and electronic formats is that the logo is positioned .75" from the top and the right side of the page. It does not bleed like in the printed application.



**Email Signature Application**

Email application should follow the format below:

**Name**

- Title (optional)
- logo flush left
- 251.000.0000
- Web: www.barnhartcrane.com
- Twitter: @barnhartcrane (optional)

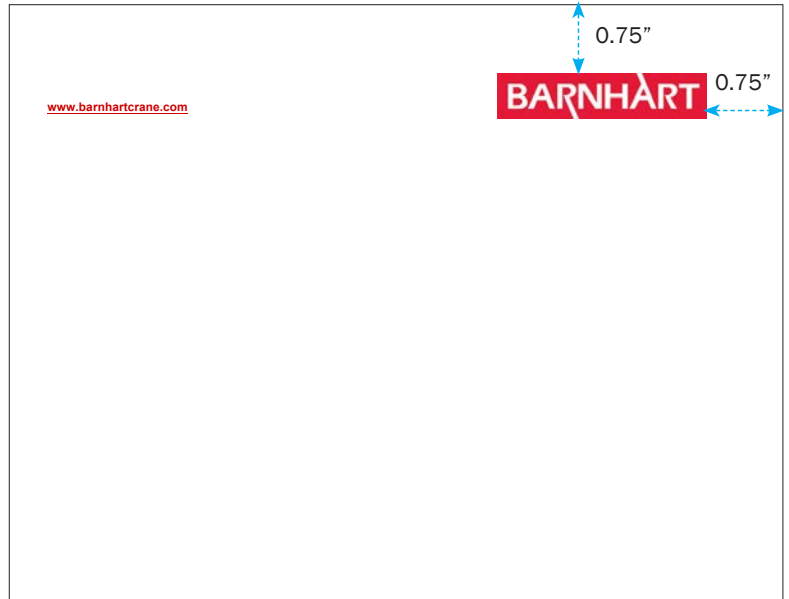
See figure 2.



**Documents and Forms**

Proposal covers and other forms of internal documentation follow the same logo position rules. The logo is positioned in the upper right hand section of the page.

The 2.0" logo is located .75" from the top and .75" from the right of the page.

A form template for a Barnhart proposal cover. The layout is as follows:

- Top-left corner: [www.barnhartcrane.com](http://www.barnhartcrane.com) in red.
- Top-right corner: BARNHART logo in red.
- Center: **Project Title**
- Center: **Barnhart Proposal**
- Center: **Prepared for:**
- Center: **Customer Name or Logo**
- Center: A grey box containing the text: "Click on Picture Tools in Toolbar and 'Change Picture' to add logo from file."
- Center: RFP 123456
- Center: January 00, 2000
- Center: A large grey box containing the text: "Click on Picture Tools in Toolbar and 'Change Picture' to add photo." Below this, in smaller text: "(For photo, use Customer Plant Photo, Relevant Barnhart Equipment / Operations, or Barnhart Concept Drawing)".
- Bottom-left corner: Opportunity ID: 17-000000


### Presentations and PPT

- Use the approved PPT template rather than recreating your own template.
- The PPT template includes a cover and end slide along with content slides that can be used for text and images.
- Arial or Calibri typeface recommended for use in the presentation.
- **Approved PPT template can be found in the Sales Tool Box and externally by request. Contact Sales & Marketing at 251-706-0884.**



### Job Scope

- Plan, Engineer, and Execute a safe lift of:
  - new Oxidation Reactor(925k),
  - 4 Condensers(152k), and
  - 1 Knockout Drum (68k)



Presentation Section Title **BARNHART**



### END RESULTS

- Met Customer’s Schedule
- On Time Deliveries of 75 Heavy Hauls.
- Barnhart stop shop for Planning, Engineering, and Executing a Safe lift every time.

Presentation Section Title **BARNHART**

### Apparel

- When possible the red, white or black logo should be used on apparel. The logo may be stitched or printed.
- The exception is to print or stitch the logo in a shade slightly darker or lighter than the fabric of the apparel.
- The logo must be used in its entirety. Please refer to the *Examples of Logo Misuse* on page 7. **Contact Sales & Marketing at 251-706-0884 with any questions.**



### Specialty Items

- The red and white logo is the most used and therefore the most recognized version of the logo to go on promotional items. When possible use the red logo on a white specialty item.
- The logo must be used in its entirety. Please refer to the *Examples of Logo Misuse* on page 7. **Contact Sales & Marketing at 251-706-0884 with any questions.**



**Overview**

Decals are available for up to 70” wide. Decals are available in standard sizes that will fit most of our equipment and vehicles.

**Examples of Decal Applications**

Decal Only:

- 24” Wide X 12” Slide Track Beams
- Bridge Jumpers
- Strand Jacks
- Barge ramps

Decal and Unit #:

- Tractor Cabs
- Prime Mover Tractor Cabs
- Goldhofer Trailers
- Tractor Trailers
- Forklifts
- Pickup Trucks
- Gantry Leg/Jack systems
- Multi Purpose Pumps

**Do Not Put Phone Numbers on Cranes and Equipment**

- Recall on web addresses and business names have significantly higher than phone numbers.
- Google and Bing have made Yellow Pages, and phone numbers on signs and equipment, obsolete.
- Local phone numbers can be seen as negative as soon as you travel outside of your area code.



On white and light-colored vehicles or equipment the preferred decal is the red decal with white letters. On red, black or dark-colored backgrounds the preferred decal is the white decal with red letters. The tag line is not required on equipment or vehicles. On vehicles decals for DOT information are required. See page 16 for more details.



Use white decals for red, black or dark backgrounds.



Use red decals for white or light-colored backgrounds.

## Examples of Decal Applications

### Beam Application

- Logo decal without the tag line shall be placed on the web of the beam centered along the length and height of the beam.
- The decal size shall be selected from the standard decal sizes.
- List other beam information flush on the left end (weight, unit, capacity, etc.)

See next page for information about clear space around the logo.

### Gantry Leg/Jack Systems

- A white decal logo without the tag line should be placed on the flat side of the gantry leg or strand jacks.
- Attempt to center the decal on the equipment and insure that the placement is uniform for all common units.

### Cylinders and Oddly Shaped Items

- Where possible, the logo should be centered and placed approximately 24" front the top of the container.
- If the logo decal can't be centered, the decal should be aligned to the right side.
- Place the decal where it is the most prominent.

Use your judgement when applied to a differently shaped container.







**Clear Space for Decal Application**

- Clear space of 1 X should be maintained around the logo, where X is 1/2 the height of the letters or height of the box in the grid above.
- More than this clear space is always acceptable.



Information about ordering decals and approved artwork can be found on in the Sales Toolbox and externally by request. Contact Sales & Marketing at 251-706-0884.

### DOT Vehicle Logo Application

- Tractors, Crane Cabs, etc., should display the Barnhart logo without tagline on the front door panels.
- Color choices include red or white depending on the color of the truck.
- Cabs should display the Barnhart logo and DOT information on the front door panels. Logo should be placed in the top central location of the door.

White or Light Grey Vehicle - Red logo

Red /Dark Red Vehicle - White logo

Black Vehicle - Red or White logo

### Identification Numbers and Stickers

- DOT number must be displayed. Numbers must be visible and legible at 50ft. Barnhart requires that the letters be at least 2" tall. Arial is the preferred font. See figure 3.
- IFTA sticker must be visible and goes on BOTH sides of the vehicle.
- Annual inspection form is in the cab. Sticker comes with laminate to protect the information. Use a fade resistant marker.

### Mud Flap Identification

- Red and white logo should be centered and placed toward the bottom of the mud flap.



Letters should be at least 2" tall

If possible, line up the logo with DOT information.

3

**Barnhart Crane and Rigging Co**  
**US DOT 536**

Arial is preferred font.



### Non-DOT Vehicle Logo Application

- Pick-up trucks should display the Barnhart logo with tagline on the driver's door panel.
- DOT information is not necessary for regular truck application.
- Color choices include red or white depending on the color of the truck.

White Vehicle - Red logo

Red /Dark Red Vehicle - White logo

Black or Dark Grey Vehicle - Red or White logo

### Door Magnet

- Door panel magnets can be used for temporary vehicle branding. White magnets are preferred with the logo in red as large as possible.

### Web Address Application

- Web address should be in black and placed where appropriate on the back tailgate.
- Black lettering in Arial is preferred for readability.
- It is not necessary to include the www in the web address.

### Do Not Put Phone Numbers on Vehicles

- Recall on web addresses and business names have significantly higher than phone numbers.
- Google and Bing have made Yellow Pages, and phone numbers on signs and equipment, obsolete.
- Local phone numbers can be seen as negative as soon as you travel outside of your area code.



### Painted Logo Overview

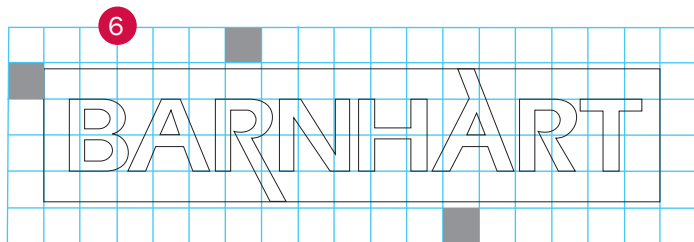
For larger equipment and uneven surfaces the logo can be painted using the grid process below.

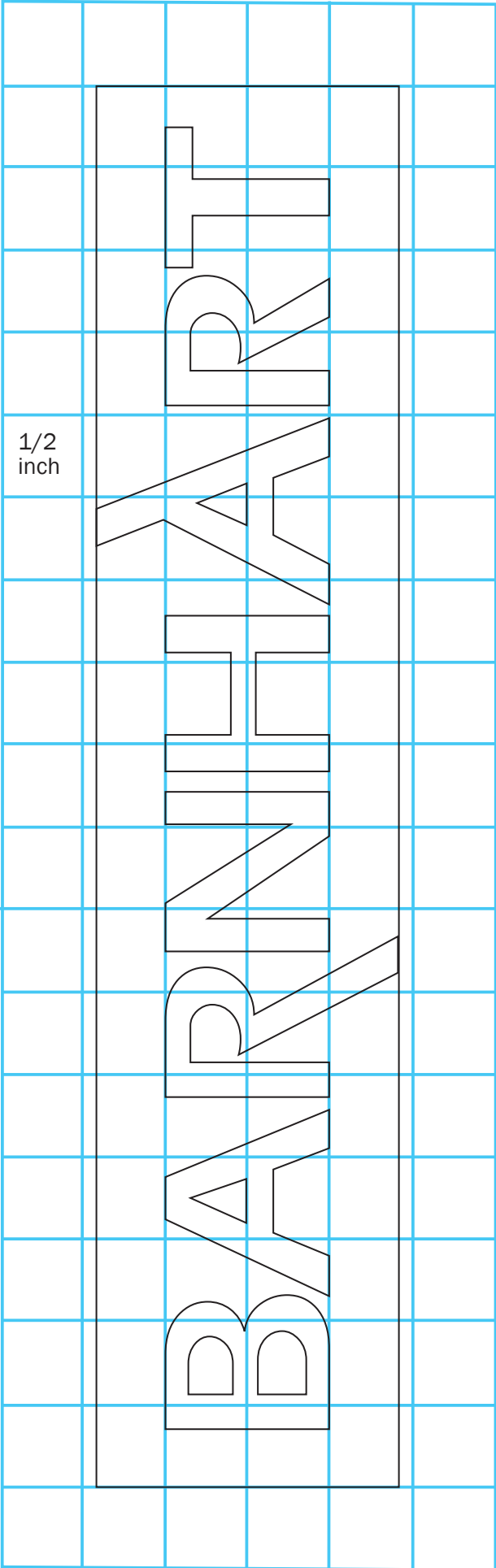
#### Grid

- The most effective way to scale the logo up to fit large applications is to use a grid.
- The logo template is available for you or your painting contractor's use (see next page).
- Failure to use the grid or "freehand" painting of the logo will not result in a true representation of the logo and will weaken the brand identity.

#### Using the Grid and Spacing

- Using the grid, scale the logo as large as possible, but allow for the space of one "square" above and below the logo. See figure 6. This ensures that there is space around the logo.
- Do not stretch or distort the template in anyway. For example, do not increase the space between the letters to make the logo wider. Using the grid as a guide will allow everything to be scaled up proportionately.





**Crane Upper & Lower**

- The logo should be painted in the center of the most visible flat area where possible.
- Use the grid allows you to size the logo to fit best in the area you have available.
- Painting also allows you to paint the logo on surfaces that are not flat. Please use the same clear space rules as in the decal section.



**Crane Boom (Hydraulic Type)**

The Barnhart logo can be placed on each section of the hydraulic crane. Size decal down proportionally for smaller sections of the crane boom.

**Girder Beams**

Logo shall be placed on the web of the beam centered along the length and height of the beam. Other beam information should be listed flush on the left end (weight, unit, capacity, etc.) Please use the same clear space rules as in the decal section.



**Storage Containers**

Place the logo centered on the conex container if possible. If surface texture or space do not allow, the logo can be placed vertically as seen in the image below. Just remember to follow the clear space requirements.



### Site Signage

- All Barnhart signage should use a consistent format with the application of the Barnhart logo.
- This strengthens the identity of the company and provides a professional face to the public.
- The sign can crop tighter up to the edge of the logo or have a white border to offset the logo.
- If a descriptor phrase or website is used, it should be centered vertically beneath the logo at a distance no less than 1/2 of the height of the logo. See Figure 7.
- It is not necessary to include the www in the web address.



1/2  
height  
of logo



### Banners

- All Barnhart signage including temporary banners should use a consistent format with the application of the Barnhart logo.
- The sign can crop tighter up to the edge of the logo or have a white border to offset the logo.
- If a descriptor phrase or website is used, it should be centered vertically beneath the logo at a distance no less than 1/2 of the height of the logo. See Figure 8.
- It is not necessary to include the www in the web address.

