



**CENTURI**  
CONSTRUCTION GROUP

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**BRAND GUIDELINES**

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Canyon Pipeline, a Centuri company, based in Murray, UT, provides a wide-range of energy construction services throughout the state.



# LEADING THE WAY FOR THE NEXT 100 YEARS.

At Centuri, we take pride in our service to our customers and our communities. We realize the work we do matters to those we serve. By providing safe gas distribution and infrastructure construction services we're able to help strengthen communities and improve the lives of those around us. It's a calling we take very seriously and we will always step-up to meet the challenges put before us in a safe, reliable, timely and cost effective manner.

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## OUR MISSION:

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Centuri Construction Group Inc. is a platform for meeting the growing demands of North American utilities (and energy markets) and the communities they serve by providing key services, critical resources and a sound investment to our subsidiaries. Our growing aggregate of well-established brands includes NPL, Brigadier Pipeline, NPL Canada, Canyon Pipeline and National Powerline. Together we think ahead, creating sustainable, safe, efficient and enduring energy systems for North American markets.

Driven by the expertise and accountability of our team of over 6,000, we're laying the groundwork for the next 100 years.

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## OUR VISION:

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For the next 100 years, Centuri Construction Group will support and advance the mission of our subsidiary brands, the careers of our employees and the economic and energy demands of the communities we serve.

# THE CENTURI FAMILY

Based in Phoenix, AZ, Centuri Construction Group is a platform for meeting the growing needs of North American energy construction demands. Through sound investment, key support services and critical resources, Centuri accelerates the performance of its subsidiaries while enhancing the communities they serve.

Centuri companies span over 25 locations across the United States and Canada and employ a workforce in excess of 6,000 team members.

Vistus and Lynxus are holding companies for the U.S. and Canada, respectively. Both names suggest a focused vision of the future. Their logomarks are derived from the hexagon shape of the Centuri logo and represent forward thinking.



Based in Glendale, AZ, Centuri's NPL Construction Co. is the recognized leader in energy distribution construction, employs over 4,000 and has more than 20 office locations throughout the country.

Many of Centuri's subsidiary companies utilize the triangle shape derived from the Centuri logomark, symbolizing both safety and quality—two vital aspects of our sustainability framework.

Centuri Companies are always thinking ahead. Planning for the future. And ensuring that what we leave behind, endures.





Glendale, AZ-based, National Powerline, a Centuri company, provides electrical services and electrical infrastructure construction for distribution, transmission and renewables.

NPL Canada, a Centuri company, acquired in 2014 and based in Vaughan, ON, is a gas utility construction company offering a complete range of construction and maintenance services throughout Canada.



# CENTURI

CONSTRUCTION GROUP



Based in Troy, PA, Centuri's Brigadier Pipelines is a leader in the gas industry, offering midstream, distribution, and pipeline services throughout the Northeastern U.S.



# OUR PRINCIPLES SET THE TONE.

With our sustainability framework as a foundation, we have built a special culture at Centuri—all of which is supported by our Code of Conduct, which calls us to honesty and integrity in our dealings. Each employee is a “caretaker” of our culture, as we are committed and intensely focused on cultivating the strong reputation that our subsidiary companies have earned over the years.

## **SAFETY**

As a parent company, we will ensure all subsidiaries abide by our strict safety protocols for the benefit of their employees, customers and the communities they serve.

As the parent corporation we make final decisions but each subsidiary has a voice that will be heard, honored and respected by leadership.

## **RESPECT**

Our stakeholders look to us to make sound investments and wise financial decisions.

## **FISCAL RESPONSIBILITY**

We will provide best-in-class services to all our subsidiary brands across the board.

## **SERVICE EXCELLENCE**

## **EFFICIENCY**

Coordinating services for our subsidiary brands ensures operational and financial efficiency and a uniform way of doing business.

# OUR BRAND PERSONALITY

Centuri Construction Group copy tone should always reflect our core values. Speak confidently, but never be boastful. Offer pragmatic, knowledgeable, safe and long-term solutions—not quick fixes or pipe-dreams. Be truthful. Treat people with respect and care. And remember, we are members of the communities we serve.

## OUR BRAND PERSONALITY

**KNOWLEDGEABLE.**

**HARD WORKING.**

**RESPONSIBLE.**

**HONEST.**

## OUR TONE OF VOICE

Speak from experience

Pragmatic, yet solutions-driven

Safety-focused

Community-oriented

## CENTURI IS...

Careful

Specialized

Quality focused

Dedicated

Responsible

Confident

## CENTURI IS NOT...

Boastful

Difficult

Careless

Unaware

Indifferent







# SUSTAINABILITY FRAMEWORK

At Centuri, we believe in thinking ahead; in looking forward 100 years; in being committed to systems that endure over time—in short, sustainability. We define sustainability as six critical facets of our business:

## CENTURI SUSTAINABILITY FRAMEWORK

### **SAFETY** | ACCOUNTABILITY

We stand behind our work. For close to 50 years, the companies of Centuri have minimized risk by meeting commitments, surpassing quality standards, and contributing to the safe delivery of energy to millions of homes across North America.

### **QUALITY** | CUSTOMERS

Our customers rely on Centuri to apply our knowledge and expertise—ensuring that projects are completed on time, meet stringent standards, and benefit the communities they serve.

### **EMPLOYEES** | TEAMWORK

The knowledge and expertise of our employees is the most valuable asset in ensuring project success. Our commitment to safety is matched only by our commitment to our diverse team members—their careers, their families and their futures.

### **COMMUNITY** | RESPONSIBILITY

As part of the fabric of the community, we promote supplier diversity, hire locally, and believe in charity — fostering productive and enduring results.

### **ECONOMY** | EFFICIENCY

We contribute to a sustained local economy through job creation, growing local businesses, and contributing to the tax base. Centuri is committed to the communities our companies serve.

### **ENVIRONMENT** | STEWARDSHIP

A restrained impact is central to a resilient environment. Centuri is committed to avoiding unnecessary degradation of air, land, and water systems in the communities where we work. We challenge ourselves, and those that work alongside us, to reduce our carbon footprint.

**SAFETY** IS WHAT WE STAND FOR. **QUALITY** IS WHAT WE LEAVE BEHIND. **EMPLOYEES** ARE OUR LIFEBLOOD. **COMMUNITY** IS WHO WE SERVE. **ECONOMY** IS A LONG-TERM INVESTMENT. **ENVIRONMENT** IS OUR HOME.

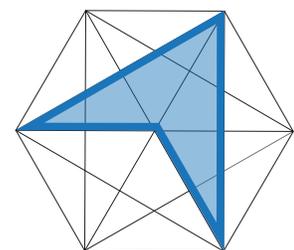
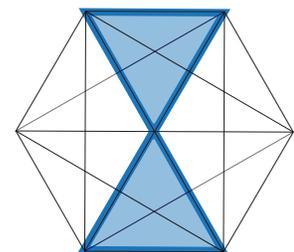
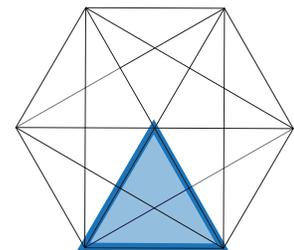
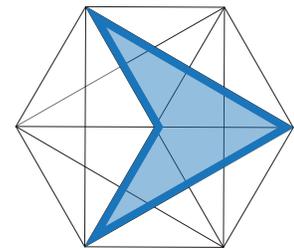
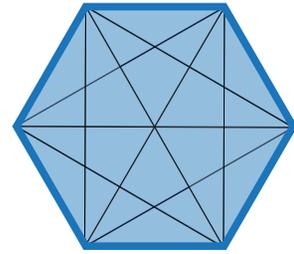
# OUR NEW LOGO

The Centuri logo is the primary symbol of our company. The boldly colored logo not only strengthens recognition for Centuri, but also reinforces Centuri's forward-thinking vision and our long-established reputation for leadership, expertise and innovation.

With the goal of creating a flexible, modular and structured logo system for Centuri companies in mind, the recurring theme of deconstructed hexagon shapes were utilized. As you can see, the logos for Centuri, Vistus, Lynxus and NPL logos are all derived from the hexagon shape of Centuri's logo.

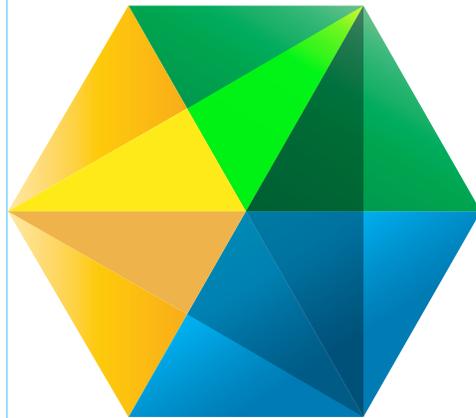
This document was developed to help us work together to build consistent, branded communications that collectively enhance Centuri's reputation in the communities that we serve. Using these guidelines will enable us to create materials that speak to specific audiences while maintaining one, unified voice.

To maintain consistent use and ensure the integrity of the logo, Centuri's Business Development office will provide logo files directly to approved suppliers.



Designed by Tempe-based Parker Madison, the Centuri logo is the result of a deep analysis of our past, our present and our forward-thinking 100-year vision – creating safe, efficient and sustainable energy systems for North American markets.

LOGOMARK



***CENTURI***  
***CONSTRUCTION GROUP***

WORDMARK

# LOGO GUIDELINES

As the primary identifier of Centuri Construction Group, the Centuri logo has been developed to represent our company in all of our communications, and thus, the following guidelines have been established to maintain the consistent application of our logo.

Although the Centuri logo consists of two elements, the Centuri Construction Group wordmark and the Centuri logomark, they should never be separated.

The logo should never be recreated or altered, which could cause inconsistencies that dilute the impact of the brand's power.

In the preferred version, the logo appears in a 4-color version (process): black or white and gradated shades of green, blue and yellow.

In alternate versions, dependent upon the printing process or application, the lettering in the Centuri logo is either black or reversed out to white and the hexagon is made up of one or three solid colors.

To maintain consistent use and ensure the integrity of the logo, Centuri's Business Development office will provide logo files directly to approved suppliers.

## PREFERRED PRINT LOGO (4-Color CMYK/PROCESS)



**POSITIVE**

centuri\_logo\_cmyk\_pos.ai / .png



**REVERSED**

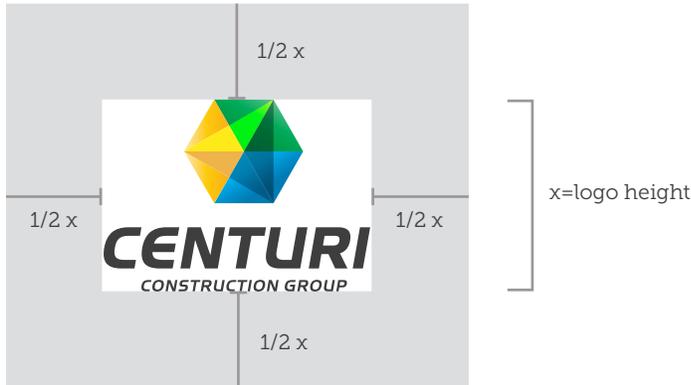
centuri\_logo\_cmyk\_rev.ai / .png

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## CLEAR SPACE

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Maintain a uniform area around the logo (at least one-half of the logo's height) to prevent other elements crowding the logo. X represents the logo height.



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## MINIMUM SIZES

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To maintain full legibility, the logo should never appear smaller than .25" tall in print and 18 pixels tall for digital. There is no maximum size limit, but use discretion when sizing the logo. In most situations, it should never be the most dominant element on the page, unless it is the only element on the page.



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## PRINCIPAL COLORS

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The Centuri logo uses gradient shades of four process colors (CMYK) to create the brandmark (hexagon), with 90% black text used for the "Centuri Construction Group" wordmark. The hexagon colors are based upon gradient shades of the four colors shown below.



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## PRIMARY USE

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Ideally, the logo should be reproduced using CMYK (process) versions of the logo depending upon application. In the preferred version, the logo appears in full-color, with gradient triangles inside the Centuri hexagon and Centuri Black (90% Black) for the "Centuri Construction Group" wordmark.

However, the logo can also be reproduced in Centuri Black or reversed out to white from a dark background.

Digital versions of the logo should always be reproduced using the full-color RGB logo, or reversed out to white. The 1-color logo and outlined logo in both positive and reversed versions may also be used in certain digital applications.

Although the Centuri logo consists of two elements, the wordmark and Centuri brandmark (hexagon) should never be separated.

The logo should never be recreated or altered, which could cause inconsistencies that dilute the impact of the brand's power.

## ALTERNATE PRINT LOGOS (4-Color)



### 4-Color (solid):

CMYK

For applications for when the gradient is not able to be reproduced clearly, i.e. silkscreen, attire or signage applications.

centuri\_logo\_No-Gradient\_pos.ai  
centuri\_logo\_No-Gradient\_rev.ai

## ALTERNATE PRINT LOGOS (1-Color)



### 1-Color (with gradient):

Black

For applications where only 1-color printing is available.

centuri\_logo\_1c\_pos.ai / .png  
centuri\_logo\_1c\_rev.ai / .png



### 1-Color (solid/grayscale):

Black

For applications where only 1-color printing is available and the gradient is not able to be reproduced clearly.

centuri\_logo\_1c\_No-Gradient\_pos.ai / .png  
centuri\_logo\_1c\_No-Gradient\_rev.ai / .png



### 1-Color (outlined):

Black

For applications where only 1-color printing is available or for when the gradient is not able to be reproduced clearly, i.e. silkscreen, attire or small advertising specialty items.

centuri\_logo\_1c\_outline\_pos.ai / .png  
centuri\_logo\_1c\_outline\_rev.ai / .png

## PREFERRED DIGITAL LOGO (SCREEN / RGB)



### Screen / Digital: RGB

For all digital applications: screen, video web, e-mail, etc.

centuri\_logo\_rgb\_pos.ai / .png  
centuri\_logo\_rgb\_rev.ai / .png

## ALTERNATE DIGITAL LOGO (SCREEN / RGB)



### 1-color RGB (with gradient): Black/RGB

For specific digital applications or approved designs.

centuri\_logo\_rgb\_1c\_pos.ai / .png  
centuri\_logo\_rgb\_1c\_rev.ai / .png

## ALTERNATE HORIZONTAL LOGO (PRINT/ CMYK)



### 4-color (with gradient): CMYK

For applications where the standard/ stacked (vertical) logo does not fit (i.e. pens and other small advertising specialty items).

centuri\_logo\_horizontal\_cmyk\_pos.ai  
centuri\_logo\_horizontal\_cmyk\_rev.ai

# PROPER LOGO USAGE

We have built a great deal of flexibility into the Centuri Construction Group logo so that it can be used for a variety of purposes and applications. Please follow these examples as a guide in proper usage and always keep in mind the clear space that surrounds the logo.

When using the logo in ads, photographs, or similar applications, it is preferable that the logo be placed in the upper, right-hand, upper left-hand, lower, right-hand or lower left-hand corner of the ad.

However, there are variations that are acceptable. The Business Development office will approve these applications.



**DO** use the entire logo.



**DO** use the positive Centuri logo on a light background.



**DO** use the 2-color positive logo on light colored t-shirts, embroidered golf shirts and other apparel items.



**DO** place the positive Centuri logo on light colored backgrounds that provide good contrast and legibility to ensure that it is clearly recognizable.



**DO** use the reversed Centuri logo on one of the approved dark accent colors, including black.



**DO** use the 2-color reversed logo on dark colored (black is preferred) t-shirts, embroidered golf shirts and other apparel items.



**DO** use the reversed logo on a dark, uncomplicated background area. The 1-color reversed logo may also be used.



**DO** use the 1-color logo for 1 color applications on light backgrounds.

# INCORRECT LOGO USAGE

Ensure that the Centuri logo is clearly recognizable and not altered in any way. Consider the logo version and the background it is placed on to provide the best legibility. The examples show various uses to avoid.



**DO NOT** change the logo's color.



**DO NOT** change the logo's proportion.



**DO NOT** add drop shadows, embossing or other effects to the logo.



**DO NOT** rotate the logo to any other angle than 0 degrees horizontal or 90 degrees vertical.



**DO NOT** place the logo on a complicated background or a background that reduces its legibility.



**DO NOT** remove the Centuri logomark (symbol) from the logo.



**DO NOT** outline the logo.



**DO NOT** add other shapes, graphics or unapproved descriptions to the logo.

# CO-MARKETING

Occasionally, the Centuri logo will be required to coexist with the logo(s) of one or more entities belonging to our partners.

An example would be event sponsorship, site signage or advertising. Though it's difficult to anticipate all potential scenarios in which this will happen, most situations will require the Centuri logo to be comparable in size, color, spacing and frequency with other co-marketing partners appearing in the same communications piece.

There may also be occasions where the Centuri logo is dominant or subordinate to other logo marks.

Included below are recommended guidelines. If you have any questions or are uncertain of your logo application, please contact The Business Development office at [MarketingMailbox@NextCenturi.com](mailto:MarketingMailbox@NextCenturi.com) for approval.

## EQUAL RELATIONSHIP HORIZONTAL (Full Color)

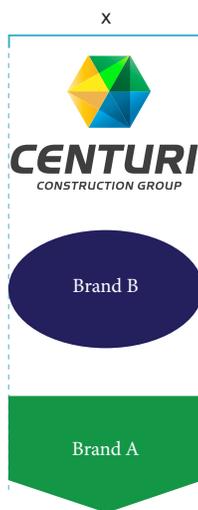


## EQUAL RELATIONSHIP HORIZONTAL (1-color)



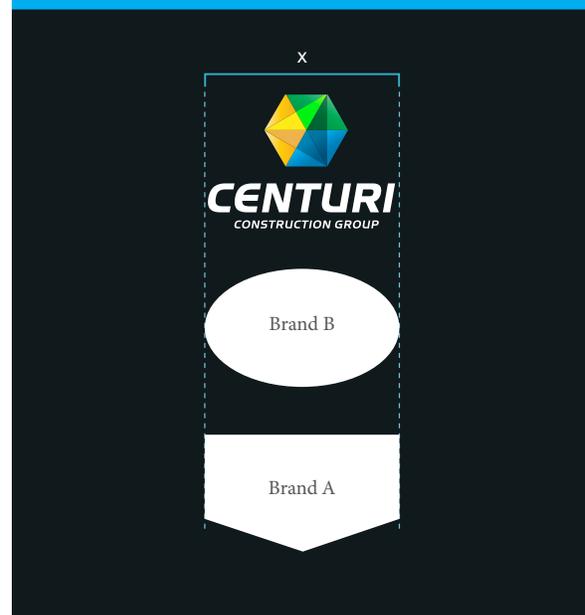
## EQUAL HEIGHT

## EQUAL RELATIONSHIP VERTICAL (Full Color)



## EQUAL WIDTH

## EQUAL RELATIONSHIP VERTICAL (Reverse)



## EQUAL WIDTH

**DOMINANT RELATIONSHIP HORIZONTAL (Full Color)**



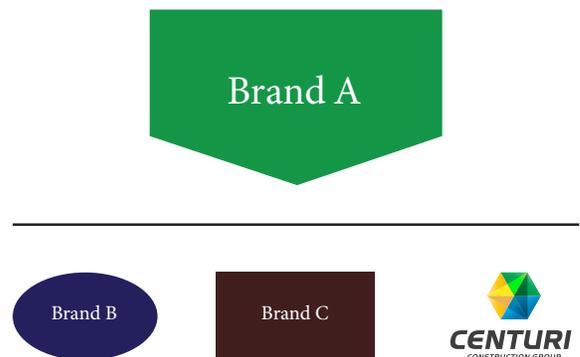
**SUBORDINATE RELATIONSHIP HORIZONTAL (Full Color)**



**DOMINANT RELATIONSHIP VERTICAL (Reverse)**



**SUBORDINATE RELATIONSHIP VERTICAL (Full Color)**



# A CENTURI COMPANY

Together, we are stronger. That is why it is important to identify our subsidiary companies as being "A Centuri company" in certain logo applications.

At Centuri, we take great pride in recognizing the strengths we have in each of our subsidiary companies and likewise, the cumulative strength we have together. It is important for each of our member companies to be identified as being "A Centuri company."

While not applicable in all situations, when it is important for our subsidiary companies to be identified as a Centuri Construction Group company, we have

created a standard logo lock-up identifying each of our companies as a member of our family.

"A Centuri Company" text should not be separated from the following logo lockups and should always be reproduced in 77% black, PMS 425, PMS 877 (for specific applications, i.e. labels) or reversed out to white.

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A **CENTURI** COMPANY







# CENTURI COLORS

The principal color palette is made up of four colors:

- Centuri Blue (Process Cyan C)
- Centuri Yellow (PMS 116 C)
- Centuri Green (PMS 355 C)
- Centuri Grey (90% Black).

The secondary, accent color palette consists of a complementary set of bold colors and tones that reflect the earth, sky, minerals, water and mountains of the communities we serve.

The accent palette also includes four "Safety" colors: Safety Yellow, Safety Green, Safety Red and Safety Orange. These four colors are to be primarily used for safety-related applications, but can also be used as accent colors in your designs.

For 4-color process printing, please refer to the CMYK values shown here. For on-screen and web applications (PowerPoint, video, broadcast, web sites, intranets, extranets), refer to the RGB and HEX values specified (sRGB). For spot color printing please use the specified PMS match colors.

Variations in color may occur, but try to match the Centuri color palette as closely as possible. For 4-color printing, use the CMYK values as a beginning reference. Print vendors may have their own values and formulas for matching PANTONE colors in 4-color process, but the goal should always be to match the PANTONE standard of the Centuri color palette. Color variations may also occur on-screen as a result of different screen calibrations and/or software application being used.

## CENTURI PRINCIPAL COLOR PALETTE



## CENTURI ACCENT COLOR PALETTE

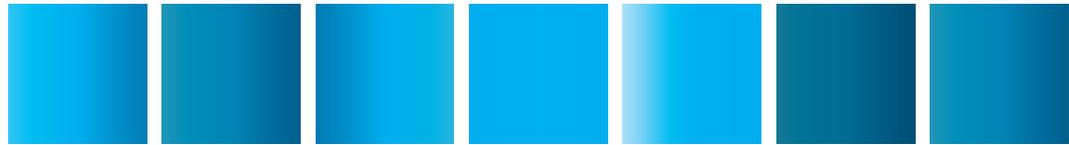


# CENTURI FRACTAL PATTERN

The Centuri fractal pattern can be used to add a bold and consistent accent to your designs.



The pattern should be used in a subtle, random, manner and can be a mix of shaded and filled patterns, with differing sizes and shades of triangles.



**BLUE CENTURI FRACTAL PATTERNS & GRADIENT SWATCHES**

centuri\_logo\_cmyk\_rev.ai

It is preferred that the pattern be reproduced in shades of Centuri Blue (a palette of gradient swatches in both blue and gray are available).



**GRAYSCALE CENTURI FRACTAL PATTERNS & GRADIENT SWATCHES**

centuri\_logo\_cmyk\_rev.ai

It may also be screened, multiplied or overlaid over images for subtle effect.

The Centuri fractal pattern should always be reproduced in a flat design and no drop shadows, embossing or other similar effects should be applied to it. Only scale the pattern proportionally and do not distort the shape of the triangles or the patterns.

Examples of suggested pattern applications are shown on the following page.





## LAYING THE GROUNDWORK FOR THE NEXT 100 YEARS

Centuri Construction Group, Inc. is a platform for meeting the growing demands of the North American energy services market.

Through sound investment, key support services and social investments, we accelerate the performance of our subsidiaries while enhancing the construction they serve.

Our growing pipeline of key industrial assets includes: O&G, O&G Canada, Natural Gas Processing, Pipelines, Industrial Facilities, EPC, Contract Services, and Oil & Natural Gas Construction. Together we build Ahead – creating value, efficient and sustainable energy systems for North American markets.

Driven by the expertise and accountability of more than 6,000 employees in our core assets, we're laying the groundwork for the next 100 years.

**SUSTAINABILITY FRAMEWORK**

As a sustainability-integrated infrastructure construction company, we are committed to the core principles for the success of our organization: our customers, our people and the communities in which we work.

**Safety** - What we stand for  
**Quality** - What we know best  
**Integrity** - Our Ethical Edge  
**Commitment** - Who we serve  
**Accountability** - Living with investment  
**Resilience** - Our Home

**OUR MARKETS**

With over 60 years, Centuri comprises core commercial and industrial customers, and leads the lines of business energy resources across North America.

Centuri companies have deep expertise in the areas of:

- Oil Distribution
- Oil Refineries
- Oil and Gas Gathering Systems
- Energy Distribution
- Natural Gas Processing
- Industrial Construction and Fabrication

**STRATEGY IN NUMBER**

Centuri companies have the expertise and resources to build and manage large-scale and complex projects worldwide in all the world's major oil and gas basins. Collectively, we can deploy one of the largest capabilities and resources base anywhere – leveraging our built-in resources of scale to deliver results consistently to meet the needs of the leading energy systems.

To discover more, visit [www.Centuri.com](http://www.Centuri.com)

**THINK AHEAD!**





# TYPOGRAPHY

To help provide a consistent, unified look in Centuri's use of typography for print or web, Aktiv Grotesk and Museo Slab fonts should be used in all business communications when possible.

Aktiv Grotesk is to primarily be used with headlines. The recommended weights of Aktiv Grotesk for headlines (in order of preference) are: Black, XBold, Bold or Medium. Headlines can be mixed in weights for emphasis when appropriate.

Aktiv Grotesk Semibold, Medium, Regular or Aktiv Grotesk Light should primarily be used for call-outs,

captions or sub-headlines. Italics can be used in all weights for emphasis if needed.

Museo Slab 300 is to primarily be used for body text. Museo Slab 700 is recommended for use in sub-headlines, call-outs and for emphasis. Italics can be used for emphasis when appropriate. Please do not use small caps at any time.

\* Recommended MS Office alternative fonts should only be used in Office applications when Aktiv Grotesk and Museo Slab fonts are not available.

## HEADLINES | AKTIV GROTESK

### AKTIV GROTESK BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()\_+|**

### AKTIV GROTESK BLACK ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()\_+|***

### AKTIV GROTESK BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()\_+|**

### AKTIV GROTESK BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()\_+|***

### AKTIV GROTESK MEDIUM

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()\_+|**

### AKTIV GROTESK MEDIUM ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()\_+|***

## BODY TEXT | MUSEO SLAB

### MUSEO SLAB 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()\_+|

### MUSEO SLAB 300 ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()\_+|*

### MUSEO SLAB 700

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()\_+|**

### MUSEO SLAB 700 ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()\_+|***

## MS OFFICE ALTERNATIVES\*

### ARIAL BLACK (HEADLINES)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()\_+|**

### ARIAL BOLD (SUBHEADS)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()\_+|**

### ROCKWELL (BODY TEXT)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()\_+|

### ARIAL REGULAR (BODY TEXT)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()\_+|

The simplest standard of legal font use is that no one is allowed to use a font on their computer unless they specifically have a license for that font. The Aktiv Grotesk font family can be purchased at myfonts.com or fonts.com. Museo Slab Bold and Museo Slab Bold italic are available for free from typetogether.com. Individual styles are also available for purchase. Museo Slab Regular, Museo Slab Italic and the Aktiv Grotesk family are also included for desktop and web use with an Adobe Creative Cloud or Typekit.com subscription.

## TYPOGRAPHY EXAMPLE

Below is an example of correctly applying recommended typography standards. The standards are not absolute, but are recommended as a guideline to ensure that the look and feel for Centuri is consistent in design style across all applications.

**HEADLINES**  
**AKTIV GROTESK**  
**BLACK**  
**(UPPERCASE)**  
**52pt type / 48pt leading**  
**100-110% horizontal scale**

Subheads  
Aktiv Grotesk Medium  
(Sentence case)  
12pt type / 15pt leading

Body Copy  
Museo Slab 300  
(Sentence case)  
9pt type / 12pt leading

Call-out / Quotation  
Aktiv Grotesk Light  
(Sentence case)  
16pt type / 16pt leading

# A NEW CENTURY OF LEADERSHIP

Centuri Construction Group is built to meet the needs of the growing North American energy construction market.

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“We accelerate the performance of our subsidiary brands through sound investment.”

— Firstname Lastname, Title

# PHOTOGRAPHY

Use photography that shows Centuri team members *actively engaged* in their work, demonstrating: their skills, quality of their work, safety, planning, teamwork and citizenship in the field and in the office. Images should be cropped to focus on the individual or team members at work.

Closeups of hands, gloves, hardhats, wheels, bolts, rigs, cables, notepads, patterns, pens, etc., can also be used as secondary photos to show the details of our team members safely working and the tools that they use.

## PHOTO STYLE SHOULD BE:

|              |             |
|--------------|-------------|
| CLASSIC      | RESPONSIBLE |
| ASPIRATIONAL | POSITIVE    |
| PROFESSIONAL | RESPECTFUL  |

## PHOTOS SHOULD DEMONSTRATE:

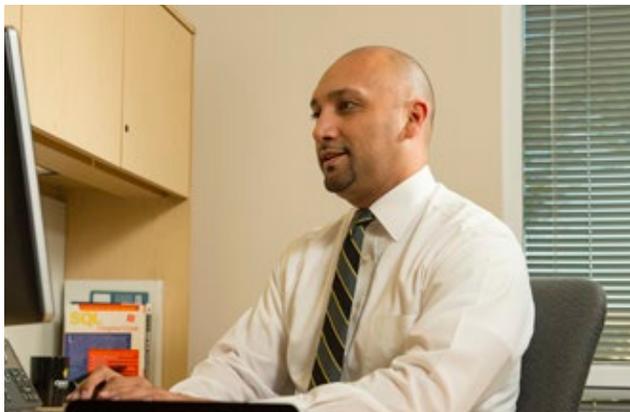
|           |           |
|-----------|-----------|
| EXPERTISE | QUALITY   |
| SAFETY    | TEAMWORK  |
| PLANNING  | COMMUNITY |



Photo style should be: aspirational, positive, professional and responsible.



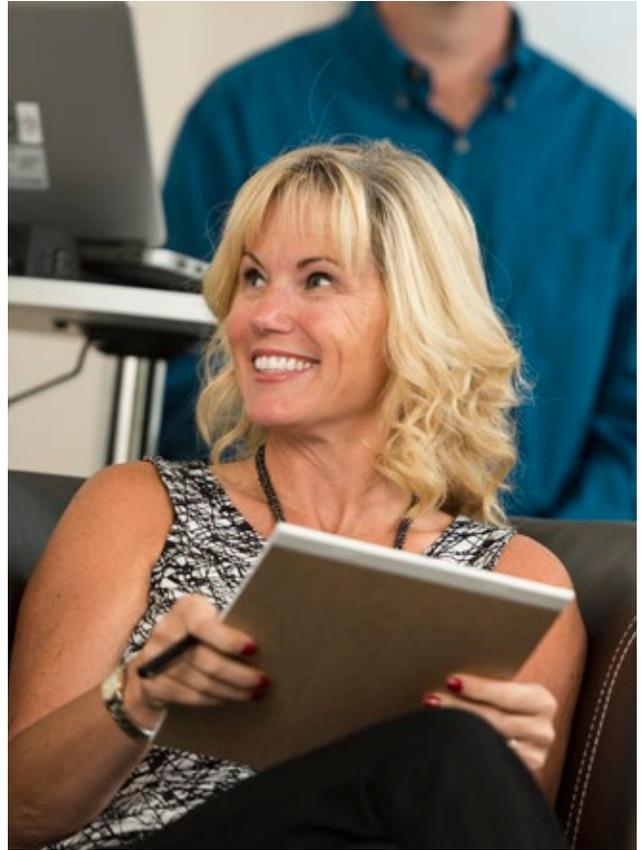
Photos should demonstrate expertise and planning.



Photos should be cropped to focus on team members actively engaged in their work.



Photos should demonstrate teamwork.



# STATIONERY

Stationery reflects upon individuals as well as on the company. It is particularly critical that stationery project the desired Centuri brand image.

The approved layouts for various stationery items are shown in this section.

Specifications include: paper stock, color, typography and positioning of typographic elements.

Microsoft Word letterhead templates are available and have been customized for your local office use.

Please contact Centuri's Business Development office at: [MarketingMailbox@NextCenturi.com](mailto:MarketingMailbox@NextCenturi.com) for more information.

## BUSINESS CARDS



  
**CENTURI**  
CONSTRUCTION GROUP

**Jim Kane**  
President & CEO  
[jkane@NextCenturi.com](mailto:jkane@NextCenturi.com)

[www.NextCenturi.com](http://www.NextCenturi.com)

2355 West Utopia Road  
Phoenix, AZ 85027  
**Main:** 623.582.1235  
**Fax:** 623.582.6853

**Direct:** 623.879.4622 | 94622  
**Mobile:** 602.677.7581

### TYPOGRAPHY (Size / Leading)

**Name:** Geogrotesque Medium 8pt / 12pt, -25 tracking

**Title:** Geogrotesque Light 7pt / 9.8pt, -25 tracking

**E-mail:** Geogrotesque Light, 7pt / 9.8pt, -25 tracking

**Address/Main/Fax:** Geogrotesque Light, 7pt / 11.5pt, -25 tracking

**Direct/Mobile:** Geogrotesque Light, 7pt / 9.8pt, -25 tracking

Set all text u&l, flush left, ragged right, -25 tracking.

State addresses should always be listed with their two-letter abbreviations, i.e. AZ.



**THINK AHEAD »**

Safety | Quality | Employees | Community | Economy | Environment

### SIZE

3.5"W x 2"H

### COLORS

CMKY (Process)

### PAPER

Strathmore Premium, ultimate white color, smooth texture, 110# DTC

### PRINTING OPTIONS

4/4: CMYK (Process)

## LETTERHEAD

### DOCUMENT RECOMMENDED MARGINS:

Top: 2.75"

Bottom: 2"

Left: 1.33"

Right: 1.25"

### RECOMMENDED TYPOGRAPHY:

Museo Slab  
Regular, 10pt

Rockwell, 10pt  
(installed with MS  
Office)

### COLOR

Black



2355 West Utopia Road  
Phoenix, AZ 85027  
Office: 623.582.1235  
Fax: 623.582.6853  
www.NextCenturi.com

CENTURI CONSTRUCTION GROUP, INC.



### SIZE

8.5"W x 11"H

### PAPER

Strathmore Premium, ultimate  
white color, smooth texture,  
70# text

### COLORS

CMYK (Process)

### PRINTING OPTIONS

Preferred:  
4/0: CMYK (Process)

Cost effective:  
1/0: Black

### TYPOGRAPHY (Size / Leading)

Address: Geogrotesque Light,  
10pt / 15pt,  
-25 tracking

Set all text u&l, flush right, ragged left,  
-25 tracking. State addresses should  
always be listed with their two-letter  
abbreviations, i.e. AZ.

## #10 ENVELOPE

### SIZE

9.5"W x 4.125"H  
Regular Flap

### COLORS

CMYK

### PAPER

Strathmore  
Premium, ultimate  
white color, smooth  
texture, 24# writing

### PRINTING

#### OPTIONS

Preferred:  
CMYK

Cost effective:  
1/0 Black

### TYPOGRAPHY (Size / Leading)

#### Address:

Aktiv Grotesk Light,  
9pt / 11pt

Set all text u&l, flush left,  
ragged right, -25 tracking.  
State addresses should always  
be listed with their two-letter  
abbreviations.



### DOCUMENT RECOMMENDED MARGINS:

Top: 2"

Left: 4.25"

### RECOMMENDED TYPOGRAPHY

Museo Slab Regular,  
10pt / 15pt leading

Rockwell,  
10pt / 15pt leading

### COLOR

Black

## E-MAIL SIGNATURES

All Centuri personnel should have a consistent email signature. A signature template has been designed for easy import into your email application.

Simply open the standard html or Outlook-specific html email signature template, select all, copy and paste the signature into your email application's signatures editor.

Once in the editor, feel free to make edits to your personal information. Please keep in mind that you will also need to edit the hyperlinks for your e-mail address and any phone numbers that you change.

Below is an example of how your email signature will look. Do not adjust spacing, color, font size or

links once you have placed the file into your email application.

*\*If you are using Outlook, should any of the copy or links appear with underline text when you paste your signature, please change the underline style to "none" in the Font menu. There should not be any underlined text in your signature.*



**Lisa Inglis**  
Marketing Coordinator  
[linglis@nextcenturi.com](mailto:linglis@nextcenturi.com)

**Direct** 623.879.4222 (94222)  
**Mobile** 602.677.7581  
**Office** 623.582.1235  
**Fax** 623.582.6853

**THINK AHEAD >**

2355 West Utopia Road | Phoenix AZ 85027 | [www.nextcenturi.com](http://www.nextcenturi.com)

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**Name: Arial (bold), #000000**

11pt type / 16.5pt leading

*Title: Arial (italic), #54585A*

11pt type / 16.5pt leading

E-mail address:

Arial (regular), #000000

11pt type / 16.5pt leading

Phone & Address:

Arial Regular, #54585A

9pt type / 16pt leading

Disclaimer: Arial, #54585A

8pt type / 9pt leading

# OTHER APPLICATIONS

## SIGNAGE



## GIFTS & SPECIALTY ITEMS



**DO** use the CMYK logo (reversed on dark backgrounds, positive on light backgrounds) for Centuri key chains and similar items.



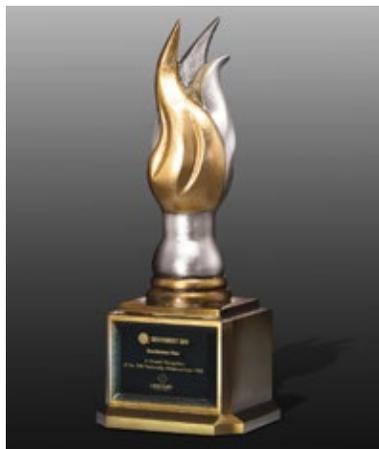
**DO** identify the Centuri web site in specific applications.



**DO** use the full-color (CMYK) logo and appropriate imagery for Centuri mousepads.



**DO** use the 1-color reversed outlined logo for lunch bags and similar items where only one color can be used.



**DO** use the 1-color outlined Centuri logo for trophies and award plaques where only one color can be used.



**DO** use the CMYK negative logo for dark-colored mugs and the CMYK positive logo for light-colored mugs.

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## ATTIRE

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**DO** place the reversed logo on the left-hand pocket side of dark solid patterned t-shirts.



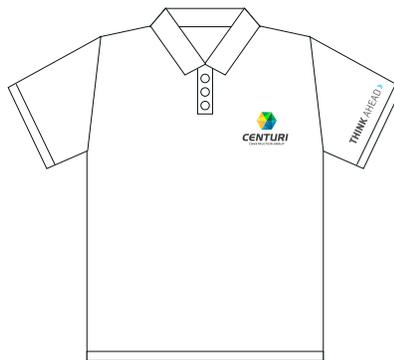
**DO** place the logo in the pocket area on light solid shirt patterns and use the specific embroidered logo design we have created when possible.



**AVOID** placing the logo on busy shirt patterns. If you are unsure or have any questions about your application, please contact [MarketingMailbox@NextCenturi.com](mailto:MarketingMailbox@NextCenturi.com)



**DO** place the "Think Ahead" slogan or other approved messages on the back of shirts..



**DO** personalize shirts with approved company slogans, events, etc. on the sleeve of the shirt as shown.



**DO NOT** personalize your shirts with unapproved slogans on the front of the shirt nor combined with the Centuri logo.

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## ATTIRE

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**DO** use the reversed Centuri logo for the front of dark-colored hats. The "Think Ahead" theme can also be placed on the back of the hat as shown (Flexfit style).



**DO** use the positive Centuri logo for the front of light-colored hats. "Think Ahead" can also be placed on the back of the hat as shown (adjustable style).



**DO NOT** place anything other than the Centuri logo on the front of the hat; **DO NOT** place the logo on the back of the hat.



**DO** place the full-color logo on the front/center of safety helmets.



**DO** place the full-color logo on the left-side pocket area and back side of safety vests.



**DO** place the 1-color logo on the left-side pocket area and back side of safety vests.

# BRANDING RESOURCES

The Centuri Brand Guidelines manual has been created to provide an overview of the elements that make up the Centuri brand identity system and presents guidelines for working with them. Through descriptions and examples, it demonstrates how these elements combine to communicate a consistent identity that represents our company.

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## ARTWORK / LOGO USAGE

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All artwork produced to promote Centuri or any of our business units must be approved by Centuri's Business Development office.

This step is necessary to ensure that our brand standards are being applied correctly and consistently within our guidelines.

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## QUESTIONS?

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If you have any questions about these standards or need clarification and direction for special usages, contact Centuri's Business Development office at:

MarketingMailbox@NextCenturi.com

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## STEPS FOR APPROVAL :

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- 1 Compose an email to:  
MarketingMailbox@NextCenturi.com
- 2 Email subject line should read:  
  
"Centuri Marketing Request"
- 3 Body of email must include the following:
  - Description of item needed
  - Date needed
  - Name and contact information of person managing or producing the project
  - Please attach any supporting documents

Our Business Development office will respond to your request as quickly as possible during regular business hours.



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## PHOTO GALLERY

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The Business Development office manages a large gallery of approved photos—featuring a wide variety of job sites and services—for use in marketing collateral.

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## HELP

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Answers for general branding questions and special requests should be directed to:

MarketingMailbox@  
NextCenturi.com

**THINK AHEAD »**