



RIGGS DISTLER & COMPANY, INC. BRAND GUIDELINES

Effective: 4.15.2020

1. CORE VALUES: *IN-PROCESS OF REDEFINING*

2. CORE MESSAGING:

a. **SLOGAN:** *Under One Hat, One Contract-One Responsibility*

b. ELEVATOR PITCH

- We are the turnkey union construction solution in the North East/Mid Atlantic Region of the United States since 1909.
- Riggs Distler self-performs Heavy Civil, Mechanical, Electrical, Project Management and Utility Services from generation to the meter.
- Our clients can expect a safely executed project to be completed on time and on budget by the best union craftsmen in the business.
- We put safety at the forefront of our business model and strive to make the industry safer for our workers, clients and the communities we serve.
- We believe under one hat, one contract and one responsibility.

3. LOGO:





Logo Variations: P:\Public Area\Marketing\Riggs Distler Logo\RDC Logo Variations_2020

All formats (pdf, png & ai) can be found above.

CONSULT MARKETING DIRECTOR PRIOR TO USING ON ANY PRINTED MATERIAL.

(email bkennedy@riggdistler.com)



RIGGS DISTLER



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Monochrome:



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One Color:



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Embroidery:



Light on Dark:

Below is a sample of what is in the file



Brand Colors:

Primary colors are: 186C (Red) Reflexive Blue & Black (or white on dark colors)

Apparel: White, Dark Grey/Dark Heather Grey, Navy & Black

Fonts: P:\Public Area\Marketing\Corporate Fonts

Primary font (used in logo and for signage): Friz Quadrata

Secondary fonts: Avenir (Brochures) Calibri (Internal Communications)



List of Approved Vendors:

4Imprint (accessories)

A&S Screenprinting & Embroidery (field & admin apparel)

Alpha Graphics (field including FR, & admin apparel, accessories, stickers, signs, booklets)

Aramark (field & admin apparel)

Artcraft (field & admin apparel & accessories)

Big Mountain (large format prints/office décor)

CustomInk (field & admin apparel & accessories)

Chambers Group (marketing materials)

Minute Man Press (presentations, booklets)

Mpix (large format prints/office décor)

Signazon (field signs)

Sticker Mule (stickers)

Tyndale (field, including FR, & admin apparel)

Vistaprint (banners & accessories)

Zazzle (accessories)