



**BOB MOORE
CONSTRUCTION**

BRAND GUIDELINES

BRAND POSITIONING STATEMENT:

For clients who demand quality, stability, and consistency, Bob Moore Construction is the design-build contractor who they trust to build their vision, as we have for more than 75 years.

This document is designed to guide your understanding the usage standards for Bob Moore Construction's identity across virtually all applications. These brand guidelines supports our overall branding strategy and will ultimately help enhance the value of our brand.

Maintaining the equity in our brand and overall image involves a significant investment of resources. To help us all realize the best of our investment, we ask that you follow the guidelines outlined here. By doing your part to help ensure consistency, you will maximize the effectiveness of our brand identity and overall enhance the value of our brand.

For questions and approvals,
Aaron Mason
Marketing Manager
amason@generalcontractor.com
817.640.1200

Primary Logo

Application: All, except embroidery

The text element of the primary logo should be placed centered to the M.

The height of the stacked text element should be equal to one half the height of the M.

The width of the stacked text element should be 1.5x the width of the M.



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Alternate Logos

Application: All, except embroidery

Alternate logos may be used in three forms;

- URL & Phone Number
- Cities of Operation
 - Dallas, Fort Worth, Houston, Austin, San Antonio, & Oklahoma City
- URL, Phone, & Cities

The URL or Phone Number should never be used individually and should always accompany each other.

When using the URL, "generalcontractor" should be shaded BMC red.

A



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B



**BOB MOORE
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Dallas • Fort Worth • Houston • San Antonio • Austin • Oklahoma City

C



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Promo Logos

Application: embroidery & promo items

P1 - For embroidery on caps and hats only.

P2 - For embroidery or printing on any promo items. (for list of items, see *Promo Items* section)

P3 - Alternate for P2. For embroidery or printing on any promo items.

For embroidery use only, solid or alternate colors may be used as seen below for logos P1, P2, & P3. Please see *color* section for specific approved colors data.

P1



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P2



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P3



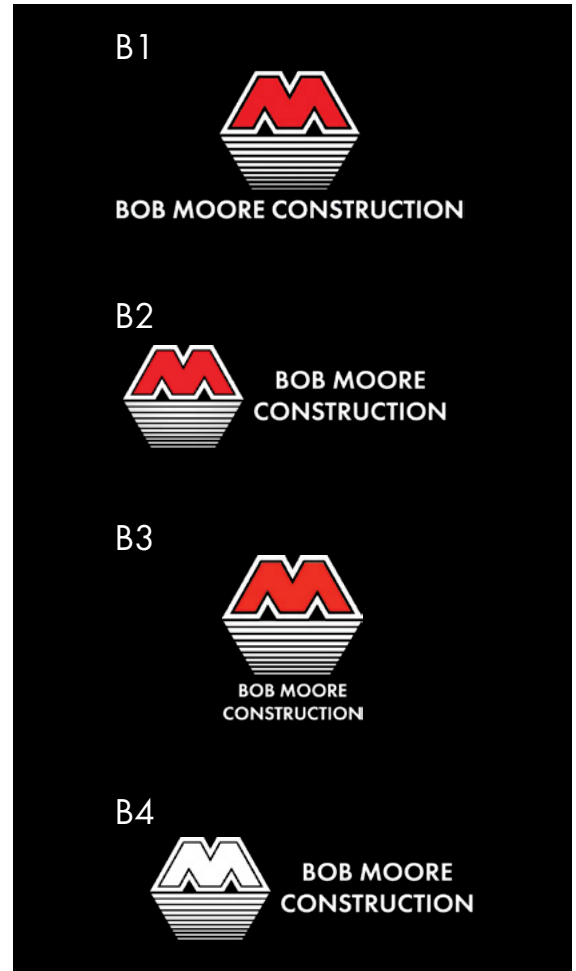
**BOB MOORE
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ALTERNATE COLORED LOGOS

Application: anytime the background color necessitates it.

Anytime the logo will be used on a dark background, alternate colored logos may be used for any approved logo.

There may also be occasions, such as when sponsoring an event, where a solid color logo may need to be used. Any approved logo may be used in solid black or solid white, as exemplified in B4 and B5.



DO NOT

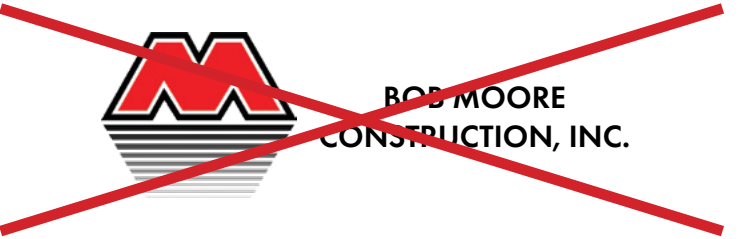
Do not have "Bob Moore Construction" on one line beside the logo



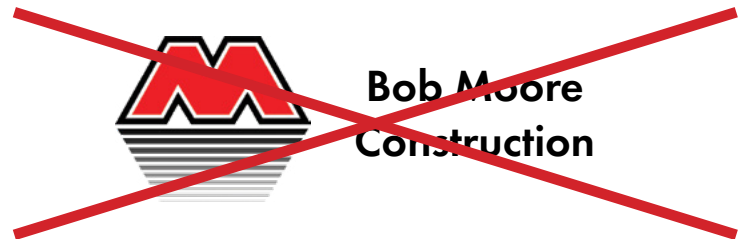
Do not include ", Inc." on the M logo



Do not have "Bob Moore Construction" to the left or above M logo



Do not have "Bob Moore Construction" in sentence case when next to the M logo.



COLORS

This is the color palette for Bob Moore Construction. BMC Red is the primary brand color.

The secondary colors should be used as accents to the primary color.

The supporting colors should be used as minor accents to support the primary and secondary colors.

Primary Color



BMC RED
RGB: 236/32/39
CMYK: 0/86/83/7
HEX: #EC2027
PMS Red 032 C

Secondary Colors

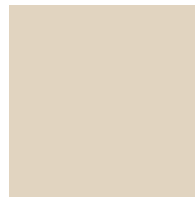


CORPORATE GREY
RGB: 192/192/192
CMYK: 0/0/0/25
HEX: #C0C0C0
PMS 420 C



RICH BLACK
RGB: 0/0/0
CMYK: 0/0/0/0
HEX: #000000
PMS Rich Black

Supporting Colors



INDUSTRIAL TAN
RGB: 225/212/192
CMYK: 0/5/13/12
HEX: #E1D4C0
PMS 7527 C



MULTIFAMILY BLUE
RGB: 37/64/143
CMYK: 100/90/10/0
HEX: #25408F
PMS 2728 C



DEEP GREY
RGB: 64/64/64
CMYK: 0/0/0/75
HEX: #404040
PMS 447 C

TYPOGRAPHY

Futura PT typeface comes in a variety of weights and can be used in a variety of sizes and in all caps or lower case as needed.

When Futura PT is not available, Arial or Avenir may be used. Arial is used for all company email signatures.

Anytime “Bob Moore Construction” is placed next to the M Logo, Futura PT Demi is the typeface to be used.

CORPORATE TYPEFACE

Futura PT Book
Futura PT Medium
Futura PT Demi
Futura PT Heavy
Futura PT Bold

SUBSTITUTE TYPEFACES

Arial Regular
Arial Bold

Avenir Book
Avenir Roman
Avenir Medium
Avenir Black
Avenir Heavy

STATIONARY

This is the corporate email signature. The background of emails should be white and should not include any graphics, watermarks, or colors without prior approval.

To order letterhead, please reach out to Debbie Moore.

Debbie Moore
dmoore@generalcontractor.com
817.640.1200

EMAIL SIGNATURE

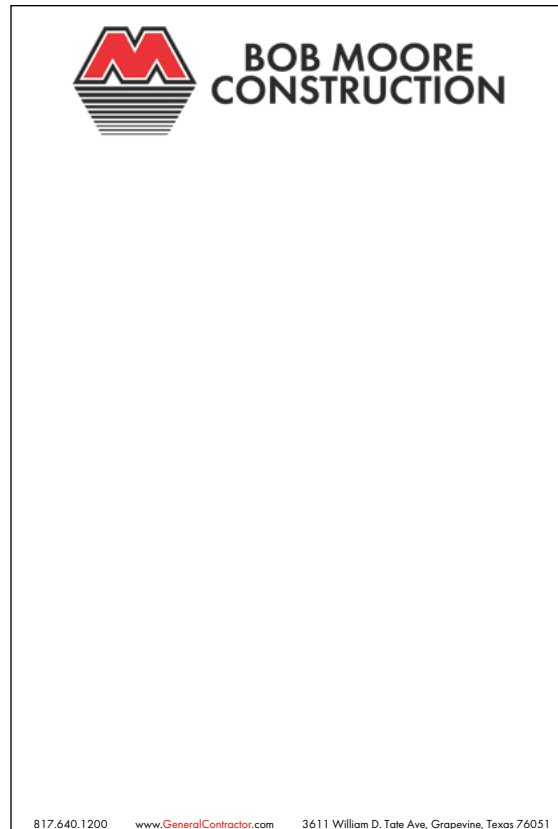
First Name (required)
Title (required)

BOB MOORE CONSTRUCTION (required)
3611 William D. Tate Ave | Grapevine, TX 76051 (required)
tel: (817) 640-1200 | mobile (817) 111-2222 (tel: required | mobile: optional)

www.GeneralContractor.com (required)

[website](#) | [twitter](#) | [facebook](#) | [linkedin](#) | [instagram](#) (all required)

LETTERHEAD



PROMOTIONAL ITEMS

Bob Moore Construction is proud to offer our employees and select partners promotional items. We offer Fishing Shirts, Polos, Jackets, Briefcases, Backpacks, Hats, and Tumblers.

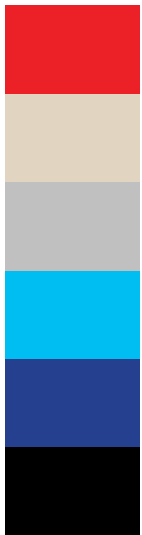
To order promotional items, please reach out to Aaron Mason.

Quantity limits apply.

Aaron Mason
amason@generalcontractor.com
817.640.1200



APPROVED BASE COLORS



Red

Tan

Silver

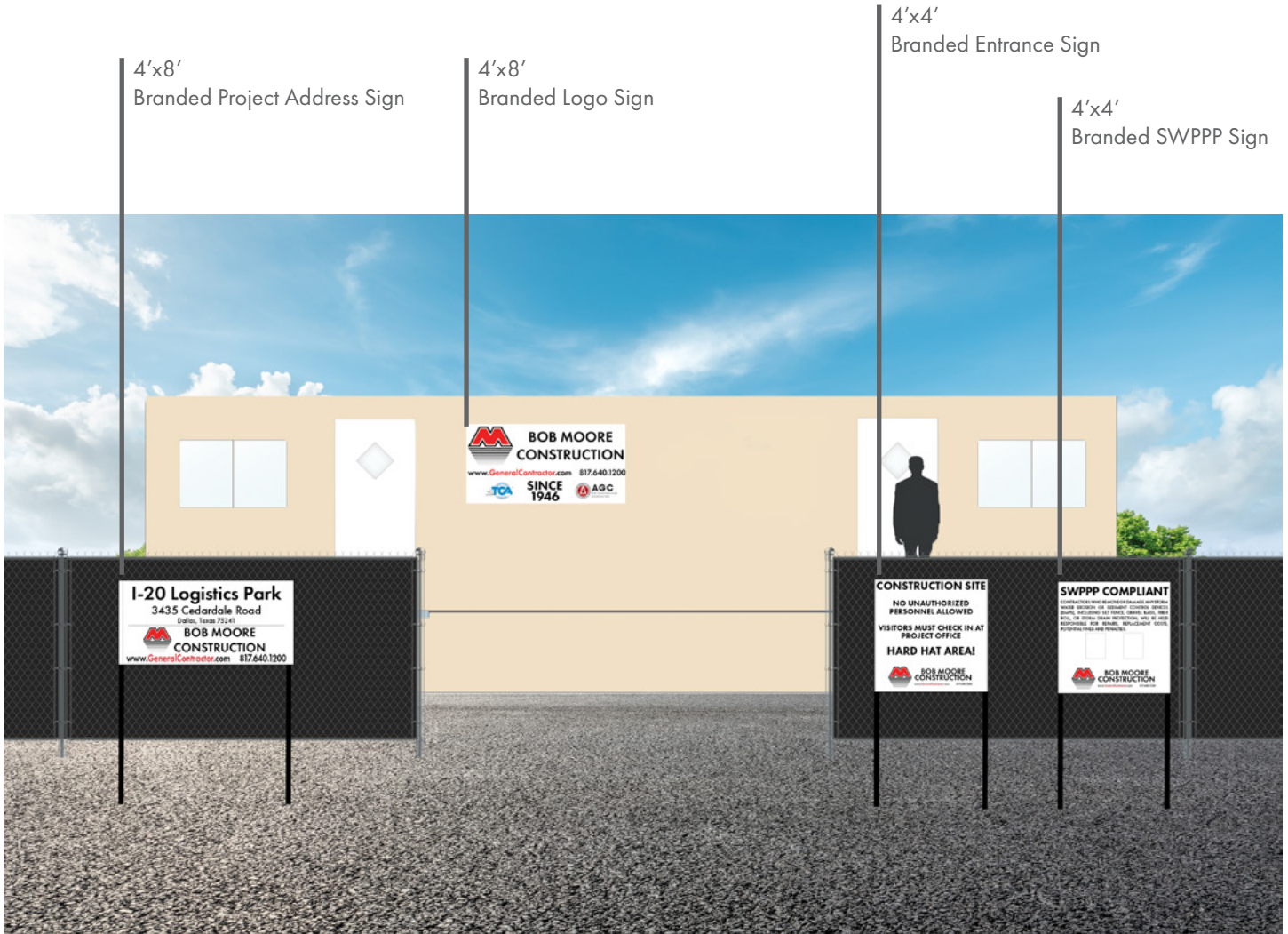
Sky Blue

Navy

Black



JOBSITE OVERVIEW



All jobsite signage will be planned and coordinated by the marketing department, project management, and field supervision. Any custom signs needed for a project that are not listed in this guide should be designed, ordered, and approved by or in coordination with the marketing department.

To order promotional items, please reach out to Aaron Mason or Tucker O'Neal.

Aaron Mason
amason@generalcontractor.com
817.640.1200

Tucker O'Neal
toneal@generalcontractor.com
817.640.1200

Branded Project Address Sign

Size: 4' x 8'

Quantity: 2 signs per site entrance

Location: 1 sign at each entrance



Branded Entrance Sign

Size: 4' x 4'

Quantity: 1 sign per site entrance
1 additional on trailer, *optional*

Location: 1 sign at each entrance



Branded SWPPP Sign

Size: 4' x 4'

Quantity: 1

Location: 1 sign at an entrance

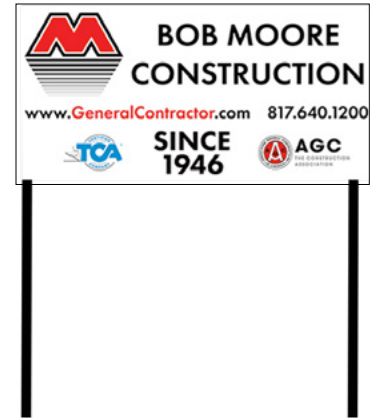


Branded Logo Sign

Size: 4' x 4'

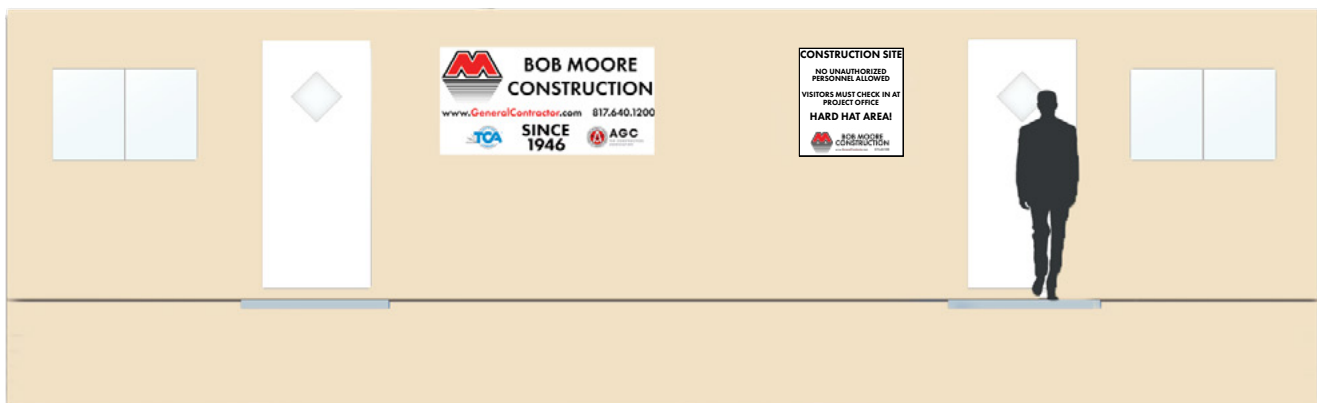
Quantity: 4

Location: 1 sign on the trailer (minimum)
3 signs (minimum) spread out
on visible side side of the road



JOBSITE TRAILER

- Every trailer is required to have at least one (1) 4' x 8' Branded Logo Sign on a visible location on the trailer
- An *optional* additional sign is the 4' x 4' Entrance Sign
- Trailers are required to have skirting unless otherwise specified by company leadership



SAFETY

All Bob Moore Construction Safety Items are to be branded with the company logo and contact information.

Safety Jacket: Promo Logo P2 on embroidered on Left Chest

Safety Vest & Shirt: Alternate Logo A on back.

To order safety items, please reach out to Aaron Mason.

Aaron Mason
amason@generalcontractor.com
817.640.1200



Front



**BOB MOORE
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Back



Since 1946
www.GeneralContractor.com 817.640.1200

Questions?

Aaron Mason
Marketing Manager
amason@generalcontractor.com

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