

BRAND GUIDELINES



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01 Company Introduction

01.1 Mission/Values/Tone

01.2 Key Messaging

CCS FOR EVERYTHING

We are a company that seamlessly executes projects from **financing to fixtures**. Our tagline embodies the most important thing about CCS – we complete projects in-house from start to finish, reducing costs and improving the client experience. **“For Everything”** represents what makes CCS valuable to our clients – we handle everything.

Our specialties include commercial projects, structural residential renovations, dental offices, and medical offices.

OUR MISSION

CCS is committed to delivering exceptional services to clients through our completely in-house process. Our team of industry experts is dedicated to finding innovative, effective solutions for clients across industries.

CCS aims to bring our high calibre of service to clients beyond Southern Ontario and to be known as the best single-source construction company in Canada. The guidelines within this document must be followed to support a highly professional and cohesive brand image.

VOICE

Everything produced to represent the CCS brand – including video, graphics, social media posts, and print assets - must embody CCS's voice.

Our brand voice can be described as:

- Professional, with a playful undertone.
- Highly capable and knowledgeable, yet approachable.
- Personable and down-to-earth.

It is essential to consider what audience a piece of content is being made for and what industry terms they would reasonably understand.

For example, social media posts should never use highly specific engineering terms because this audience has varied industry knowledge. However, for marketing materials specifically targeting dental professionals, industry-specific terms about equipment would be appropriate and convey expertise.

A NOTE ON GRAMMAR

In both written and spoken media, using "CCS" possessively must be avoided whenever possible - it is awkward and difficult to say. This must be done to preserve clarity.

Instead of this:

""CCS's talented team of in house experts...."

Phrase it like this:

"The talented team of in-house experts at CCS..."

02

Logo Usage

02.1 CCS (Primary Logo)

02.2 CCS with Icons (Secondary Logo)

02.3 Divisions

02.4 Exclusion Zone

02.5 With Other Logos

02.6 Use Prohibited

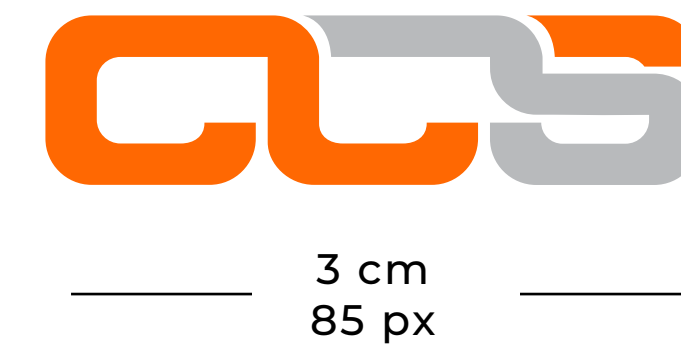
LOGO USAGE - CCS - Primary Logo

Primary Logo

This is the primary logo for CCS. This logo must be given preference across use cases to cultivate a consistent brand image. Allowances include space limitations and the need for design simplicity.

This logo must not be altered in any way.

It must always be sourced from the original files. **The logo must be at least 85 pixels wide for digital uses and 3cm wide for print applications.**



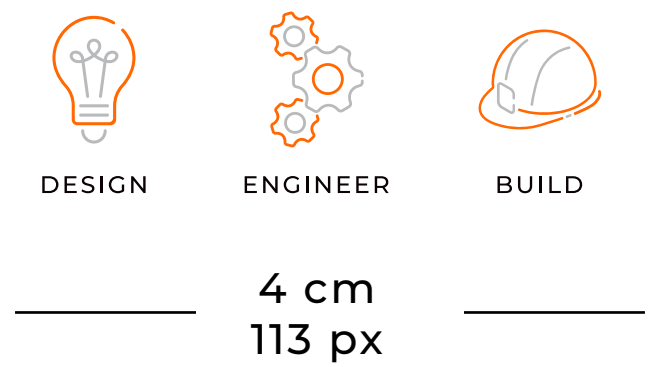
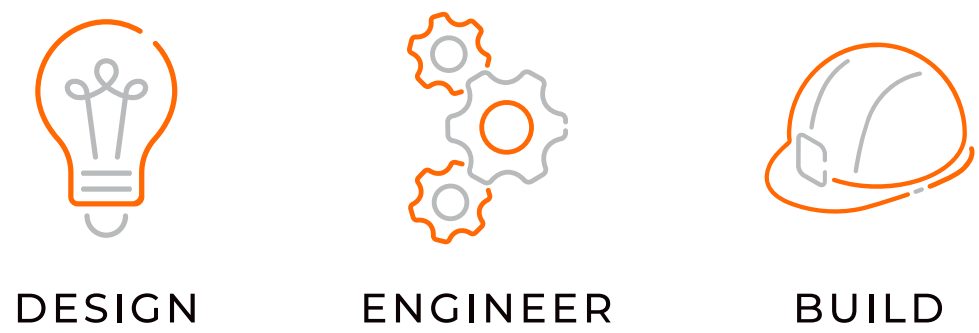
LOGO USAGE - CCS with Icons - Secondary Logo

Secondary Logo

When space allows, this logo should be used to quickly communicate CCS Engineering & Construction's process and values.

The labels beneath the icons must be included when this logo is used. If space doesn't allow for the labels, the primary or secondary logo must be used.

This logo must not be altered in any way. It must always be sourced from the original files.



LOGO USAGE - CCS Divisions

CCS has logos for their internal divisions, which can be used on both internal and external assets.

The vertical versions of the Division Logos must only appear digitally, and they must never appear alongside other division logos.

The horizontal versions of the Division Logos can be used in both print and digital applications. The horizontal versions may appear beside each other.

The Division Logos must be at least 85 pixels wide for digital uses and 3cm for print applications.



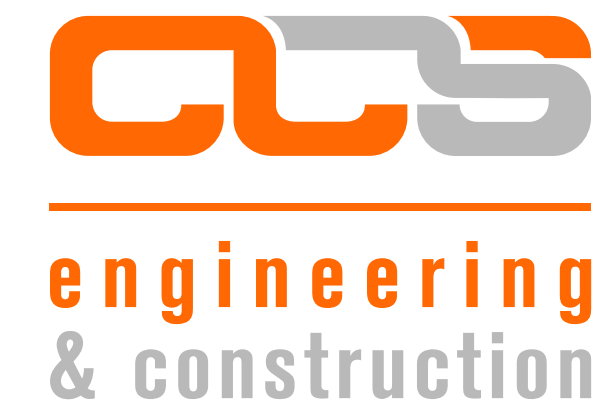
LOGO USAGE - CCS Divisions - Vertical Stack

Secondary Logo

When space allows, this logo should be used to quickly communicate CCS Engineering & Construction's process and values.

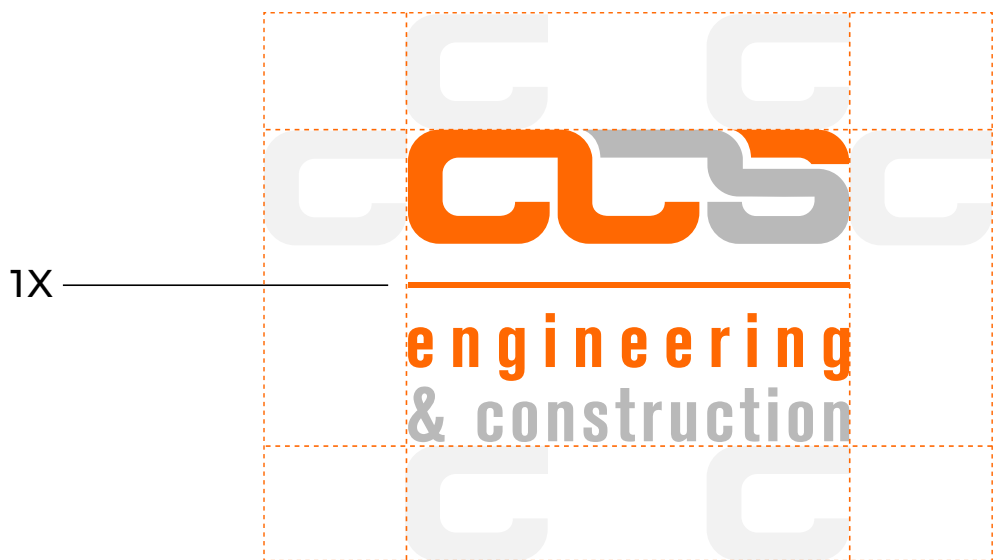
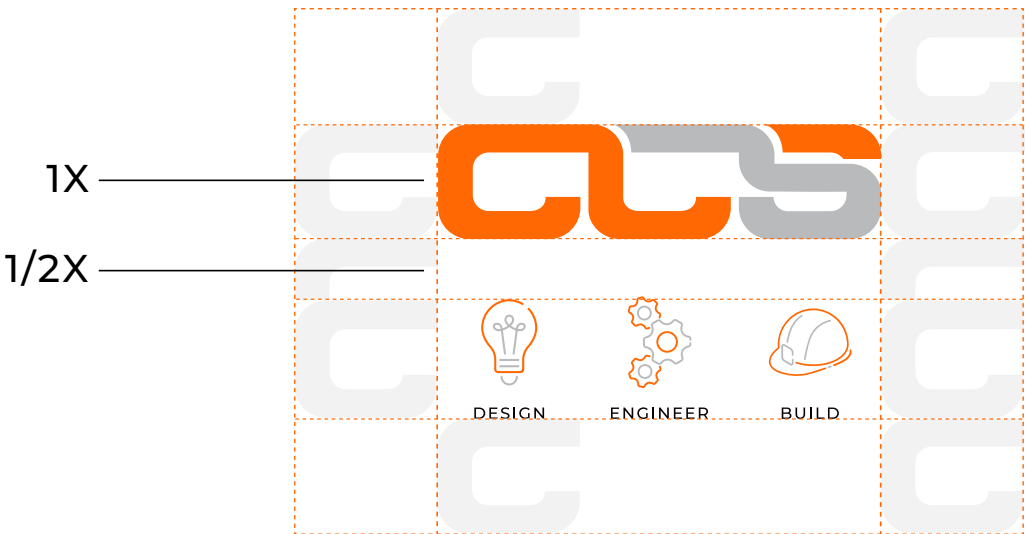
The labels beneath the icons must be included when this logo is used. If space doesn't allow for the labels, the primary or secondary logo must be used.

This logo must not be altered in any way. It must always be sourced from the original files.



LOGO USAGE - Exclusion Zone

The exclusion zone for all versions of the CCS logo is the width of the "C" in the logo. There must not be any graphic elements, text, or other assets in this zone.



LOGO USAGE - With Other Logos

When presented next to other logos, the horizontal stack of the primary brand logo must be used.

If space does not allow for the horizontal stack, the vertical stack may be used instead. The logo must be at least as tall as the accompanying logos. Safe space and minimum sizing must be observed.



LOGO USAGE - Use Prohibited

The logo must be represented accurately and must not be altered in any way. You **MUST NOT:**

- Change the logo's orientation or rotation.
- Distort the logo in any way.
- Change the logo's colours.
- Display the logo with colour combinations not previously specified.
- Change the original solid colour with an outline.
- Remove any part of the logo.
- Reflect the logo.
- Add special effects to the logo.
- Change letter spacing.
- Add any kind of gradient.
- Display other elements within the logo's designated clear space.
- Crop the logo in any way.



Change the logo's orientation or rotation.



Don't distort the logo in any way.



Change the logo's colours.



Display the logo with colour combinations not previously specified.



Don't change the original solid colour with an outline.



Don't remove any part of the logo.



Don't reflect the logo.



Add special effects to the logo.



Don't change letter spacing.



Don't add any kind of gradient.



Display other elements within the logo's designated clear space.



Crop the logo in any way.

03 Icon Guide

03.1 Proper Usage

03.2 Minimum Size

ICON GUIDE


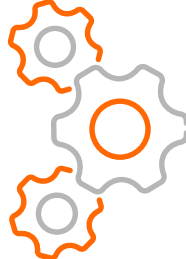





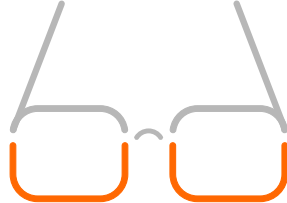
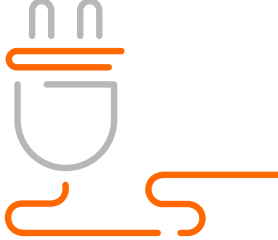
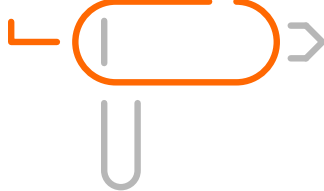
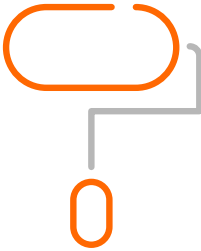

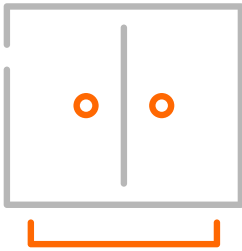
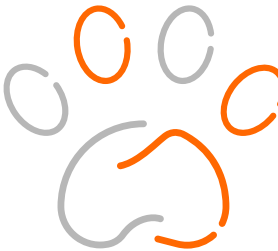
CCS icons must always be used on a background that highly contrasts with their grey and orange colours.

The icons must always appear with their title below or beside them.

Whenever possible, use the full colour version of the brand icons. Monochrome versions may be used to increase contrast between the background and icons.

All icons must be at least 28 pixels wide for digital use and at least 1 cm wide for print applications.

Safe space must be observed, and icons must be evenly spaced apart when used alongside other icons.

 DESIGN	 ENGINEER	 BUILD	 RESIDENTIAL	 COMMERCIAL
 MEDICAL	 DENTAL	 OPTOMETRY	 ELECTRICAL	 CAULKING
 PAINTING	 PLUMBING	 CABINETRY	 VETERINARY	

04 Colour Guide

Orange

PANTONE: Orange 021 C
CMYK: 0/73/100/0
RGB: 255/104/2
HEX: FF6802

Light Grey

PANTONE: Cool gray 6 C
CMYK: 0/0/0/32
RGB: 184/186/188
HEX: B8BABC

Black

PANTONE: Black C
CMYK: 0/0/0/100
RGB: 0/0/0
HEX: 000000

White

CMYK: 0/0/0/0
RGB: 255/255/255
HEX: FFFFFFFF

05 Typography

05.1 Montserrat

TYPOGRAPHY

Montserrat is the primary font of CCS.
It can be used in both print and digital applications.

Aa

Thin
Light
Regular
Medium
Bold
Extrabold
Black

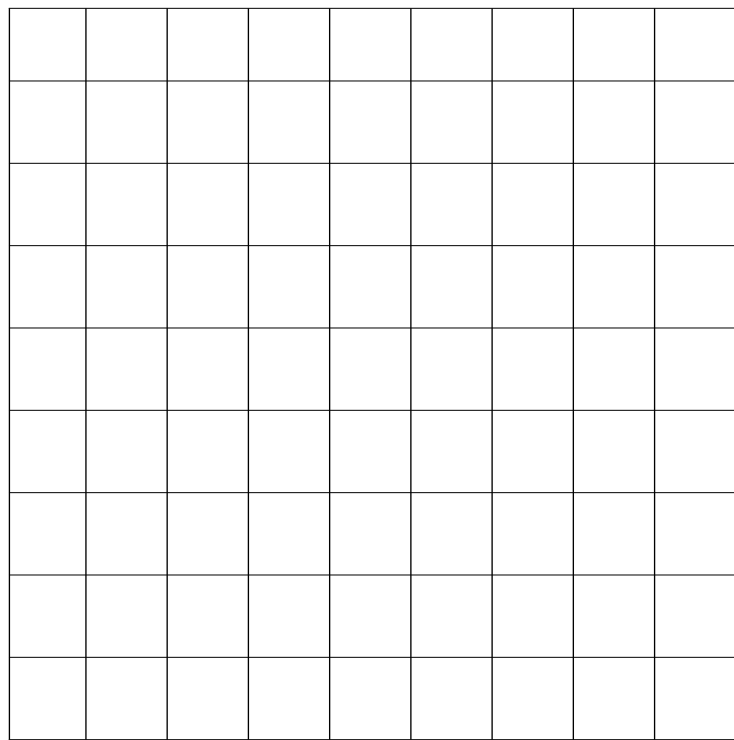
Montserrat

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890 !@#\$%&*

06 Design Elements

DESIGN ELEMENTS

These graphic elements can be used to complement both digital and print designs. They can be used as background patterns but must not interfere with overall legibility and design quality.



07 Print Assets

07.1 Business Cards

07.2 Letterhead

07.3 Envelope

07.4 Trailer

07.5 Tradeshow

07.6 Promotional Materials

PRINT ASSETS

Print assets must align with all logo, font, icon, and colour guidelines.

These assets must maintain high contrast, legibility, and clean design.

Professional images must be used in print materials.

Print assets must embody the brand's message, voice, and value proposition.



PRINT ASSETS



CCS Brand Guidelines



PRINT ASSETS



08 Digital Assets

08.1 Website

08.2 Sales Presentation

DIGITAL ASSETS

Digital assets must align with all logo, font, icon, and colour guidelines.

These assets must maintain high contrast, legibility, and clean design.

Digital assets must embody the brand's message, voice, and value proposition.

There must be no alterations made to the brand's templates for email, website, social media, and presentations.

For assets used in professional settings, there must be strict use of professional photos.



DIGITAL ASSETS



09 Social Media

09.1 Instagram

SOCIAL MEDIA

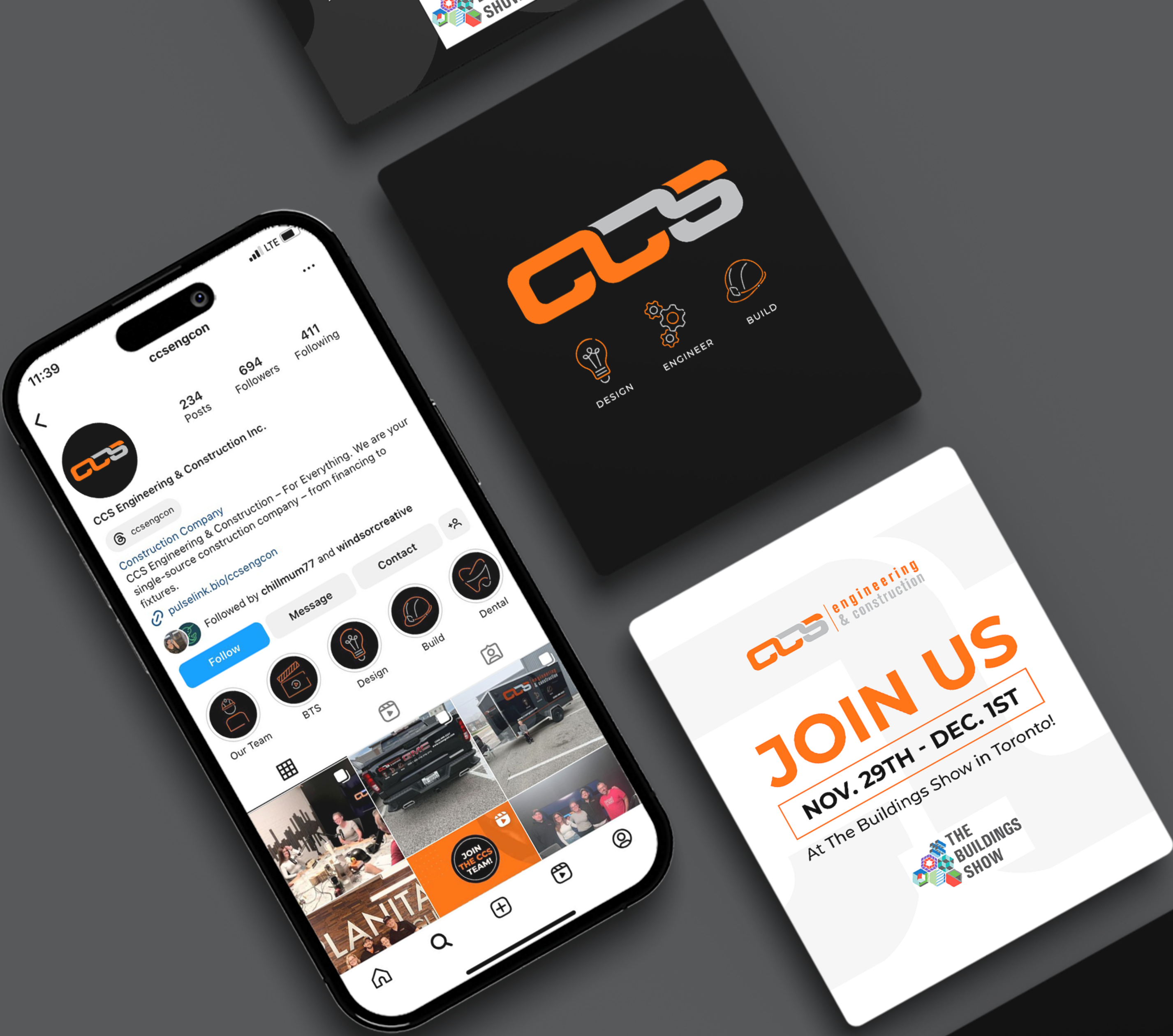
CCS may use photos and videos taken on mobile phones on the company’s social media channels. However, **they must:**

Be relatively level.

Not be obviously poor quality.

Not portray anything dangerous or unprofessional.

The brand's voice and message must be adhered to on all platforms, which includes the fun-loving, sometimes goofy office culture. At the same time, it is essential to maintain a professional and knowledgeable tone.





Last Update: May 2024