Coalition for Construction Safety

Graphics Style Guide

Introduction

This style guide will help CCS present its brand in a consistent way in all of its marketing and communications efforts. This resource will help guide you in choosing the best logo, font, and visual representation for CCS.

Do use this style guide to help when you're writing anything (and everything) intended for members, event attendees, or for the public. We appreciate your cooperation in using these guidelines.

Organization-wide consistency in writing style builds the credibility of our work, demonstrates our commitment to high-quality communications and greatly enhances our audiences' understanding of CCS. This is not a rulebook and cannot predict all the ways in which you will need to use the logo, choose a picture, or create a marketing piece.

To help us with consistency, CCS's association manager will work with you for exceptions and to help you understand the overall branding guidelines. Please don't hesitate to contact us with any questions or if you need the logo in different file formats. The association manager will need to approve all material that uses the CCS logo.

Mission

CCS, founded as the Metro Indianapolis Coalition for Construction Safety (MICCS), is dedicated to the elimination of construction and facilities maintenance jobsite injuries and illnesses with the ultimate objective of returning construction and maintenance workers home to their families, friends, and communities free from harm.

Core Values

CCS values are put into action by:

- Ensuring that all stakeholders are fully represented by the organization without regard to size, status as signatory to a collective bargaining agreement, or industry sector.

- Being the leader for construction and facilities maintenance safety.

- Promoting a work environment that is free from substance abuse.

- Providing learning and educational opportunities related to construction and facilities maintenance safety.

- Establishing the criteria for safety programs to be utilized by the stakeholders to improve their own safety programs.

- Establishing minimum levels for safety performance via a contractor certification program.

- Recognizing those stakeholders that standout among their peers with respect to their safety performance and innovation.

- Providing outreach and support to families affected by a life-changing workplace injury.

Primary Logo Standards

Approximately .25" boundary

Minimum .75"

CCS
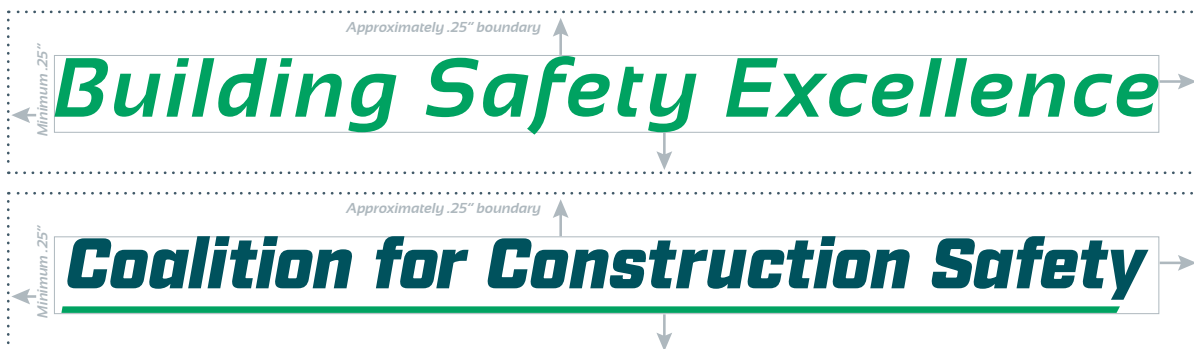Coalition for Construction Safety ™

The CCS brand conveys safety, excellence, innovation, and integrity. The logo's wordmark has movement to convey excellence and innovation. The conceptual hard hat image conveys safety and innovation. In addition, specific shades of green and blue were chosen because readers tend to interpret these colors as conveying integrity and trust.

All materials should include the primary logo with the specified colors within each digital file. The tagline will be used at key times, but not always in conjunction with the logo. All additional visual elements will reinforce these four key themes: safety, excellence, innovation, and integrity. Additional visual elements include photos, infographics, and the combination of text and any graphics.

CCS's personality, as conveyed through written, web, video, and all communications reflects these four elements, but additionally conveys straightforwardness in regards to safety. Our language will be matter-of-fact, forward thinking, and substantiated by supportive data.

There should always be a buffer zone surrounding the CCS logo, with neither type nor graphics appearing in the zone. The buffer zone is the area immediately around the logo within the dotted boundary, extending above, below, to the left and to the right. For printed pieces the CCS logo placement shall be at least .5" from the edge or top of the page, and be reproduced no smaller than .75" minimum height.

Tagline and Wordmark Standards

Approximately .25" boundary

Minimum .25"

Building Safety Excellence

Approximately .25" boundary

Minimum .25"

Coalition for Construction Safety

CCS has two workmarks. The first is the organization's name "Coalition for Construction Safety" which may be used alongside the logo as specified on page 3. It may also be used creatively as a standalone wordmark to enhance the overall look and feel of the piece.

CCS's only tagline is "Building Safety Excellence". It is to be used on the cover page of a document in addition to the CCS logo in almost all circumstances. The tagline should not be placed directly under the logo. However, it can be placed creatively to best fit in with the overall look and feel of the piece.

Both wordmarks may be used in several different color options from the palette. Particularly, the workmarks need to be placed on pieces in a prominent position when the material is for audiences who are more unfamiliar with our work. There should always be a buffer zone surrounding either wordmark, with neither type nor graphics appearing in the zone. The buffer zone is the area immediately around the workmark within the dotted boundary, extending above, below, to the left and to the right. For printed pieces, the workmark placement shall be at least .5" from the edge or top of the page and be reproduced no smaller than .25" minimum height.

CCS Primary Logos
CCS has three primary logos from which to choose. The logo was designed specifically to convey the same feeling regardless of how it is printed or displayed. It is recognizable regardless of where it is displayed. The version of the logo without the wordmark is intended to be used predominantly for embroidery.

The first choice should be to use the primary logo.

CCS PRIMARY LOGO

CCS PRIMARY LOGO2

CCS Color Logo

CCS has many acceptable formats and colors in the logo library. Digital files of all primary logos and wordmarks are available in color, black & white and reverse in various formats (.jpg, .tif, and .eps). Additional logos and event logos are available in color in .jpg, .tif and .eps formats.

Please refer to page 3 of this guide regarding buffer zones and printing specifications related to this logo.

CCS Certification Program Logos

These three special logos are provided to companies who have achieved specific levels within the CCS Certification Program. The status brings credibility for your company and tells your stakeholders that you are serious about safety. We are pleased to be your partners with this aspect of your business. Depending on your certification status, you'll receive one of these three logos available in color and PMS 7546 gray.

CCS CERTPARTcolor Logo·····················

I.D.O.L. CERTIFIED PARTNER

I.D.O.L. CERTIFIED PARTNER

CCS SAFCERTcolor Logo·····················

SAFETY CERTIFIED

SAFETY CERTIFIED

CCS SAFQUALcolor Logo·····················

SAFETY QUALIFIED

SAFETY QUALIFIED

CCS has many acceptable formats and colors in the logo library. Digital files of all primary logos and wordmarks are available in color, black & white and reverse in various formats (.jpg, .tif, and .eps). Additional logos and event logos are available in color in .jpg, .tif and .eps formats.

Please refer to page 3 of this guide regarding buffer zones and printing specifications related to this logo.

Standards for CCS Tagline
The tagline digital files are included with specified colors within each digital file, usings colors designated within the CCS color pallette.

Building Safety Excellence 347·················· *Building Safety Excellence*

Building Safety Excellence 3165················ *Building Safety Excellence*

Building Safety Excellence 7544················ *Building Safety Excellence*

Building Safety Excellence Black················ *Building Safety Excellence*

Building Safety Excellence Reverse··········· *Building Safety Excellence*

Standards for CCS Wordmark
The various wordmark digital files are included with specified colors within each digital file, usings colors designated within the CCS color pallette.

CCS WORDMARK 347·················· *Coalition for Construction Safety*

CCS WORDMARK 3165················ *Coalition for Construction Safety*

CCS WORDMARK REVERSE·········· *Coalition for Construction Safety*
Coalition for Construction Safety

CCS WORDMARK REVERSE347········ *Coalition for Construction Safety*

CCS WORDMARK REVERSE3165······ *Coalition for Construction Safety*

CCS has many acceptable formats and colors in the logo library. Digital files of all primary logos and wordmarks are available in color, black & white and reverse in various formats (.jpg, .tif, and .eps). Additional logos and event logos are available in color in .jpg, .tif and .eps formats.

Please refer to page 3 of this guide regarding buffer zones and printing specifications related to this logo.

Additional Logos and Event Logos
As part of its brand, CCS has additional logos that are used to identify its programs and events. These may be used as standalone to enhance the overall look and feel of the piece.

The Safesite logo is to be used in conjunction with the CCS Safesite website. This is the online portal which houses worker data for drug testing and training.

The Excellence in Safety Award and Crystal Eagle Society logos are to be used to recognize the companies that have received the Excellence in Safety Award, which is the highest honor CCS bestows upon a company. The award is presented each year to the company that demonstrates outstanding safety performance through the execution of written safety programs and documented safety records.

The event logos are to be used as part of promotional pieces and signage for events.

CCS has many acceptable formats and colors in the logo library. Digital files of all primary logos and wordmarks are available in color, black & white and reverse in various formats (.jpg, .tif, and .eps). Additional logos and event logos are available in color in .jpg, .tif and .eps formats.

Please refer to page 3 of this guide regarding buffer zones and printing specifications related to this logo.

CCS Color Standards

Standardizing a strong color palette will enhance the impact of the CCS's brand. Used consistently over time, colors become associated with organizations. Consistent use of the CCS's color palette will make our organization more recognizable and uniform. It provides a strong visual link across a wide range of applications. The primary colors representing CCS in the Pantone Matching System are PMS 3165C and PMS 347C. For general design purposes, secondary pallette options are PMS 7546, PMS 7545, PMS 7544, PMS 7543, PMS 7542, PMS Yellow C, and PMS 021 Orange, which can be used as accent colors, or as foci colors for CCS pieces.

Process ink and RGB values are indicated below, as well as corresponding embroidery thread colors.

INK COLOR	CMYK VALUES		RGB VALUES		THREAD
PANTONE 347 C PANTONE 347 U	C M Y K	100 0 86 3	R G B	0 161 96	Madeira 1079
PANTONE 3165 C PANTONE 3165 U	C M Y K	100 0 28 65	R G B	0 83 94	Madeira 1293
PANTONE 7546 C PANTONE 7546 U	C M Y K	33 4 89 72	R G B	65 89 104	Madeira 1944
PANTONE 7545 C PANTONE 7545 U	C M Y K	23 2 28 65	R G B	92 111 123	Madeira 1041
PANTONE 7544 C PANTONE 7544 U	C M Y K	10 1 0 40	R G B	149 160 169	Madeira 1840
PANTONE 7543 C PANTONE 7543 U	C M Y K	7 0 0 30	R G B	173 185 192	Madeira 1212
PANTONE 7542 C PANTONE 7542 U	C M Y K	10 0 3 16	R G B	195 209 211	Madeira 1003
PANTONE YELLOW C PANTONE YELLOW U	C M Y K	0 0 100 0	R G B	255 238 0	Madeira 1223
PANTONE 021 C PANTONE 021 U	C M Y K	0 53 100 0	R G B	247 143 30	Madeira 1278

CCS Typeface Standards

When used carefully and consistently, typography can be a powerful tool that can help us to create a constant and credible brand style. Century Schoolbook has been chosen for most Office/word processing documents (Pages, Word, Excel, Publisher, PowerPoint) because it is classic, simple and readable.

For all materials when we engage a designer, CCS uses Industry or Sansation typefaces.
No other typefaces, no matter how similar they appear, may be used.

Century Schoolbook Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Century Schoolbook Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Century Schoolbook Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Century Schoolbook Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Industry Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Industry Thin Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Industry Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Industry Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Industry Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Industry Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Industry Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Industry Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sansation Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sansation Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sansation Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sansation Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Industry Demi
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Industry Demi Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Industry Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Industry Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Industry Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Industry Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Industry Ultra
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Industry Ultra Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CCS Logo
　　Adobe Illustrator Files
　　　　CCS PRIMARY LOGO.eps
　　　　CCS PRIMARY LOGO2.eps
　　　　CCS Color Logo.eps

　　Adobe Photoshop Files
　　　　CCS PRIMARY LOGO.jpg
　　　　CCS PRIMARY LOGO.tif
　　　　CCS PRIMARY LOGO2.jpg
　　　　CCS PRIMARY LOGO2.tif
　　　　CCS Color Logo.tif
　　　　CCS Color Logo.jpg

Building Safety Excellence Tagline
　　Adobe Illustrator Files
　　　　Building Safety Excellence 347.eps
　　　　Building Safety Excellence 3165.eps
　　　　Building Safety Excellence 7544.eps
　　　　Building Safety Excellence Black.eps
　　　　Building Safety Excellence Reverse.eps

　　Adobe Photoshop Files
　　　　Building Safety Excellence 347.tif
　　　　Building Safety Excellence 347.jpg
　　　　Building Safety Excellence 3165.tif
　　　　Building Safety Excellence 3165.jpg
　　　　Building Safety Excellence 7544.tif
　　　　Building Safety Excellence 7544.jpg
　　　　Building Safety Excellence Black.tif
　　　　Building Safety Excellence Black.jpg

CCS Wordmark
　　Adobe Illustrator Files
　　　　CCS WORDMARK 347.eps
　　　　CCS WORDMARK 3165.eps
　　　　CCS WORDMARK Reverse.eps
　　　　CCS WORDMARK Reverse 3165.eps
　　　　CCS WORDMARK Reverse 347.eps

　　Adobe Photoshop Files
　　　　CCS WORDMARK 347.jpg
　　　　CCS WORDMARK 347.tif
　　　　CCS WORDMARK 3165.jpg
　　　　CCS WORDMARK 3165.tif
　　　　CCS WORDMARK Reverse.jpg
　　　　CCS WORDMARK Reverse.tif
　　　　CCS WORDMARK Reverse 3165.jpg
　　　　CCS WORDMARK Reverse 3165.tif
　　　　CCS WORDMARK Reverse 347.jpg
　　　　CCS WORDMARK Reverse 347.tif

CCS Certification Logos

    Adobe Illustrator Files

        CCS CERTPART Logo.eps
        CCS SAFCERT Logo.eps
        CCS SAFQUAL Logo.eps
        CCS Reverse CERTPART Logo.eps
        CCS Reverse SAFCERT Logo.eps
        CCS Reverse SAFQUAL Logo.eps

    Adobe Photoshop Files

        CCS CERTPART Logo.tif
        CCS CERTPART Logo.jpg
        CCS SAFCERT Logo.tif
        CCS SAFCERT Logo.jpg
        CCS SAFQUAL Logo.tif
        CCS SAFQUAL Logo.jpg
        CCS Reverse CERTPART Logo.tif
        CCS Reverse CERTPART Logo.jpg
        CCS Reverse SAFCERT Logo.tif
        CCS Reverse SAFCERT Logo.jpg
        CCS Reverse SAFQUAL Logo.tif
        CCS Reverse SAFQUAL Logo.jpg