



SENECA COMPANIES, INC.

BRAND & STYLE GUIDELINES

HELPING TO DELIVER “THE COMPLETE SOLUTION.”



SENECA COMPANIES’ visual identity is a valuable tool and must be consistently applied to ensure that Seneca communication materials speak with a unified voice.

By using the rules and principles in this guide, you’ll be helping the Seneca Companies brand evolve and grow with the changing consumer landscape. With it, we can continue to deliver “The Complete Solution” to our customer base.



CONTACT

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PRIMARY LOGO



The Complete Solution

SECONDARY LOGO



PRIMARY COLOR PALETTE

Used in Seneca's key marketing materials including trade show marketing, flyers and advertisements.



SENECA MAROON

C: 0, M: 95, Y: 40, K: 49
R: 142, G: 12, B: 58
#8E0C3A
PMS: 216 C



CHARCOAL

C: 73, M: 58, Y: 61, K: 47
R: 55, G: 65, B: 64
#374140
PMS: 426 C



NEON GREEN

C: 24, M: 0, Y: 100, K: 0
R: 205, G: 220, B: 41
#cddc29
PMS: 381 C



CREAM

C: 13, M: 8, Y: 23, K: 0
R: 222, G: 221, B: 198
#dddc6
PMS: 7534 C



LIGHT GREY

C: 11, M: 9, Y: 9, K: 7
R: 209, G: 208, B: 208
#d1d0d0
PMS: 427 C

SECONDARY COLOR PALETTE

Used to compliment Seneca's logo in alternative marketing pieces such as the website, newsletters and internal marketing materials.



WINE

C: 50, M: 100, Y: 65, K: 70
R: 62, G: 0, B: 24
#3e0018



ORANGE

C: 7, M: 46, Y: 100, K: 0
R: 233, G: 151, B: 35
#e99723
PMS: 151 C



SKY BLUE

C: 39, M: 0, Y: 6, K: 0
R: 148, G: 216, B: 234
#94D8EA
PMS: 304 C



NAVY

C: 95, M: 73, Y: 50, K: 49
R: 12, G: 48, B: 67
#072341
PMS: 303 C



GREY

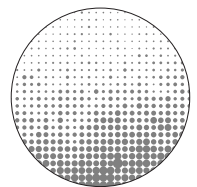
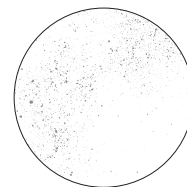
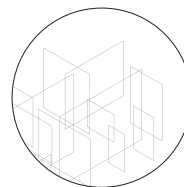
C: 36, M: 29, Y: 31, K: 24
R: 134, G: 136, B: 135
#868887
PMS: 417 C

TAGLINES

The Complete Solution.

Providing full service solutions
with real value as our priority.

TEXTURES & PATTERNS



PRIMARY TYPEFACE

Helvetica & Helvetica Neue

Font Families

These fonts are recommended for headlines, subheads and body copy across all marketing materials. The marketing department uses many versions of this typeface including regular, bold, italics, condensed and ultra condensed varieties.

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

SECONDARY TYPEFACES

Sanchez

Font Family

This font family is recommended for subheads and limited body copy across all materials created by the marketing department.

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Arial

Font Family

This font is recommended for headlines, subheads and body copy for web use, including Eloqua emails and the website, as well as presentations and documents. All employees have access to this font.

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

TERMINOLOGY

DIVISIONS

There are many divisions that make up Seneca Companies. The following is a list of the divisions and how they should be treated in copy.

- Fuel Systems
- General Contracting
- Environmental Services
- Waste Solutions Services
- Energy Solutions
- Automotive & Commercial Equipment

WEBSITES

senecaco.com; store.senecaco.com

SENECA'S STYLE GUIDELINES

Written copy should follow standard sentence capitalization. The following guidelines and examples are based on the Associated Press Stylebook and are not a complete list of rules, but were specifically chosen because of their frequent appearance in corporate communication pieces.

BULLETED LISTS

Capitalize the first word following the dash or bullet. Use periods, not semicolons, at the end of each section, whether it is a full sentence or a phrase.

Example:
Jones gave the following reasons:

- He never ordered the package.
- If he did, it didn't come.
- If it did, he sent it back.

CITIES AND STATES

The names of the 50 U.S. states should be spelled out when used in the body of a story, whether standing alone or in conjunction with a city, town, village or military base.

Place one comma between the city and the state name, and another comma after the state name, unless ending a sentence or indicating a dateline: He was traveling from Nashville, Tennessee, to Austin, Texas, en route to his home in Albuquerque, New Mexico. She said Cook County, Illinois, was Mayor Daley's stronghold.

COMMAS

Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series: The flag is red, white and blue. He would nominate Tom, Dick or Harry.

Put a comma before the concluding conjunction in a series, however, if an integral element of the series requires a conjunction: I had orange juice, toast, and ham and eggs for breakfast.

Use a comma also before the concluding conjunction in a complex series of phrases: The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether they have the proper mental attitude.

Use a comma to introduce a complete one-sentence quotation within a paragraph: Wallace said, "She spent six months in Argentina and came back speaking English with a Spanish accent."

Do not use a comma at the start of an indirect or partial quotation: He said the victory put him "firmly on the road to a first-ballot nomination."

Use a comma instead of a period at the end of a quote that is followed by attribution: "Write clearly and concisely," she said.

Do not use a comma, however, if the quoted statement ends with a question mark or exclamation point: "Why should I?" he asked.

Comma use is not limited to the above examples. However, the chosen examples relate to the instances where commas are most commonly used in corporate communication pieces.

FEDERAL AGENCIES

Use a capital letter for the architectural style and for corporate or governmental bodies that use the word as part of their formal names: the Federal Trade Commission.

Lowercase when used as an adjective to distinguish something from state, county, city, town or private entities: federal assistance, federal court, the federal government, a federal judge.

These same rules can be applied to state agencies.

HEADLINES

Design may dictate how headlines and subheads display, but preferably both headlines and subheads should follow AP style guidelines for headlines, with only the first word and proper nouns or names capitalized.

JOB TITLES, DIVISIONS AND DEPARTMENTS

In general, confine capitalization to formal titles used directly before an individual's name.

Lowercase and spell out titles when they are not used with an individual's name: The president issued a statement. The pope gave his blessing.

Lowercase and spell out titles in constructions that set them off from a name by commas: The vice president, Mike Pence, was elected in 2016. Pope Francis, the current pope, was born in Argentina.

Capitalize formal titles when they are used immediately before one or more names: Pope Francis, President Donald Trump, Vice Presidents John Jones and William Smith.

Other titles serve primarily as occupational descriptions: astronaut John Glenn, movie star John Wayne, peanut farmer Jimmy Carter.

A formal title that an individual formerly held, is about to hold or holds temporarily is capitalized if used before the person's name. But do not capitalize the qualifying word: former President George W. Bush, deposed King Constantine, Attorney General-designate Griffin B. Bell, acting Mayor Peter Barry.

Separate a long title from a name by a construction that requires a comma: Charles Robinson, the undersecretary for economic affairs, spoke. Or: The undersecretary for economic affairs, Charles Robinson, spoke.

If a title applies only to one person in an organization, insert the word the in a construction that uses commas: John Jones, the deputy vice president, spoke.

Capitalize the full names of organizations and institutions: the American Medical Association; First Presbyterian Church; General Motors Co.; Harvard University, Harvard University Medical School; the Procrastinators Club; the Society of Professional Journalists.

Capitalize the names of major subdivisions: the Pontiac Motor Division of General Motors.

Use lowercase for internal elements of an organization when they have names that are widely used generic terms: the board of directors of General Motors, the board of trustees of Columbia University, the history department of Harvard University, the sports department of the Daily Citizen-Leader.

MONTHS AND DATES

Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out when using alone, or with a year alone.

When a phrase lists only a month and a year, do not separate the year with commas. When a phrase refers to a month, day and year, set off the year with commas. January 2016 was a cold month. Jan. 2 was the coldest day of the month. His birthday is May 8. Feb. 14, 2013, was the target date. She testified that it was Friday, Dec. 3, when the accident occurred.

When writing dates, always use numeral figures, without st, nd, rd or th. Jan. 25, 2017

NUMERALS

In general, spell out one through nine: The Yankees finished second. He had nine months to go.

Use figures for 10 or above and whenever preceding a unit of measure or referring to ages of people, animals, events or things. Also in all tabular matter, and in statistical and sequential forms.

In general, do not use a figure to start a sentence, even if it is below 10. Spell it out. Years are the lone exception to this rule. 2013 was a very good year.

ADDRESSES: 210 Main St. Spell out numbered streets nine and under: 5 Sixth Ave.; 3012 50th St.; No. 10 Downing St.

Use the abbreviations Ave., Blvd. and St. only with a numbered address: 1600 Pennsylvania Ave. Spell them out and capitalize without a number: Pennsylvania Avenue.

DECIMALS, PERCENTAGES AND FRACTIONS WITH NUMBERS LARGER THAN 1: 7.2 magnitude quake, 3 1/2 laps, 3.7 percent interest, 4 percentage points.

Decimalization should not exceed two places in most text material. For amounts less than 1, precede the decimal with a zero: The cost of living rose 0.03 percent.

Spell out fractions less than 1, using hyphens between the words: two-thirds, four-fifths.

In quotations, use figures for fractions: "He was 2 1/2 laps behind with four to go."

Use figures with million, billion or trillion in all except casual uses: I'd like to make a billion dollars. But: The nation has 1 million citizens. I need \$7 billion. The government ran a deficit of more than \$1 trillion.

Do not go beyond two decimal places. 7.51 million people, \$256 billion, 7,542,500 people, \$2,565,750,000.

Decimals are preferred where practical: 1.5 million. Not: 1 1/2 million.

Do not mix millions and billions in the same figure: 2.6 billion. Not: 2 billion 600 million.

Do not drop the word million or billion in the first figure of a range: He is worth from \$2 million to \$4 million. Not: \$2 to \$4 million, unless you really mean \$2.

Note that a hyphen is not used to join the figures and the word million or billion, even in this type of phrase: The president submitted a \$300 billion budget.

In headlines, abbreviate only millions, billions: \$5M lawsuit, \$17.4B trade deficit.

Thousands should be written out in figures. 500,000. Not: 5K or five hundred thousand.

DIMENSIONS, TO INDICATE DEPTH, HEIGHT, LENGTH AND WIDTH: He is 5 feet 6 inches tall, the 5-foot-6 man ("inch" is understood), the 5-foot man, the basketball team signed a 7-footer. The car is 17 feet long, 6 feet wide and 5 feet high. The rug is 9 feet by 12 feet, the 9-by-12 rug. A 9-inch snowfall.

TIMES: Use figures for time of day except for noon and midnight: 1 p.m., 10:30 a.m., 5 o'clock, 8 hours, 30 minutes, 20 seconds, a winning time of 2:17:3 (2 hours, 17 minutes, 3 seconds).

Spell out numbers less than 10 standing alone and in modifiers: I'll be there in five minutes. He scored with two seconds left. An eight-hour day. The two-minute warning.

PERCENTAGES

One word. It takes a singular verb when standing alone or when a singular word follows an of construction: The teacher said 60 percent was a failing grade. He said 50 percent of the membership was there.

It takes a plural verb when a plural word follows an of construction: He said 50 percent of the members were there.

Use figures for percent and percentages: 1 percent, 2.5 percent (use decimals, not fractions), 10 percent, 4 percentage points. For a range: 12 to 15 percent, or between 12 and 15 percent.

For amounts less than 1 percent, precede the decimal with a zero: The cost of living rose 0.6 percent.

TELEPHONE NUMBERS

Use figures. The form: 212-621-1500. For international numbers use 011 (from the United States), the country code, the city code and the telephone number: 011-44-20-7535-1515. Use hyphens, not periods in copy. However, design may dictate how telephone numbers display.

The form for toll-free numbers: 800-111-1000.

If extension numbers are needed, use a comma to separate the main number from the extension: 212-621-1500, ext. 2.

TIMES

Use figures except for noon and midnight. Use a colon to separate hours from minutes: 11 a.m., 1 p.m., 3:30 p.m., 9-11 a.m., 9 a.m. to 5 p.m.

Avoid such redundancies as: 10 a.m. this morning, 10 p.m. tonight or 10 p.m. Monday night.

The construction 4 o'clock is acceptable, but time listings with a.m. or p.m. are preferred.

COMMONLY USED TERMS

Below are the correct spellings, punctuation and capitalization for tricky terms commonly used in Seneca's communication pieces, according to AP Style guidelines.

aboveground
buildup
byproduct
cleanup
cost-effective
downtime
heavy-duty
high-quality
hydroblasting
hydro excavation
long-standing
Midwestern
nondestructive
nonhazardous
nonmechanical
off-site
on-site
shutdown
single-source
stand-alone
startup
"The Complete Solution"
top-notch
year-end
year-round