



BRAND AND IDENTITY GUIDE V 1.0

**BUILT ON INGENUITY.**



# the casey brand

Our vision for Casey Industrial is to become a preferred provider within the process-related industries that we choose to serve. We aim to do this through defining our position within those industries as the most innovative contractor that understands the specific issues of process-manufacturing.

Innovation or Ingenuity is not a randomly chosen trait. It is a quality that has always been deeply ingrained in our culture and way of doing business. Our former and current clients have recognized this as a strength, and it is reflected in many of the decisions we've made as a company throughout our history.

Our goal is to consistently convey the message of ingenuity through marketing, correspondence and in personal interactions. In addition, our way of doing business should reinforce this message—finding ingenious ways to solve problems or make our client's life a bit easier.

The Casey Brand is much more than a tagline and marketing materials. The brand is made through every experience that our clients, suppliers and business partners has with anyone that represents Casey Industrial in their mind—each of us *are* the Casey brand.



**PRIMARY ATTRIBUTES**

SECONDARY ATTRIBUTES

# brand attributes

The Casey brand attributes are a collection of characteristics or qualities that make us who we are. They are traits that are designed to give us a clearer idea of who we are and who we want to be. They tell us how we are different from our competition and remind us the kind of people we want to be.

# positioning statement

## **WE KNOW PROCESS MANUFACTURING.**

Whether its our experience with wood products, power or many other process-related industries, we are the contractor that understands the unique needs of industrial construction.

## **WE ARE VERSATILE.**

As a merit shop that self performs, we are able to adapt to our customers' needs. We are able to go to remote or challenging locations and excel through our ability to creatively overcome challenges.

## **WE ARE SMART.**

Through shared resources and some of the industry's brightest, most experienced minds we provide solutions that are both intelligent and efficient—consistently finding new ways to work smarter.

**WE ARE BUILT ON INGENUITY AND WILL ALWAYS DELIVER INNOVATIVE SOLUTIONS TO OUR CLIENTS THROUGH OUR EXPERIENCE, VERSATILITY AND INTELLIGENCE.**

# brand voice

The Casey brand voice is **HONEST, SIMPLE, DIRECT, KNOWLEDGEABLE AND HAS A MATTER-OF-FACT TONE** to it. Our marketing materials, project proposals, presentations and even interpersonal communication should convey this voice.





# the casey brand identity

The Casey brand identity is designed to give Casey Industrial a consistent visual presence that contrasts the competition and aids in establishing Casey's brand positioning and personality. The Casey identity is designed to communicate simply and directly. The identity is clean and honest with an unassuming tone that makes its point without added flash or ornamentation.

The following pages present the core elements of the Casey identity and includes some examples of how the identity might be applied.

Questions regarding usage of Casey identity elements should be directed to either Casey's Vice President, Business Development or Corporate Purchasing Manager.

logotype

casey  
INDUSTRIAL

The Casey logotype is based on the Avenir typeface with slight modifications. It's use of lowercase letters represents our unassuming, accessible and people-centered attributes. The uppercase treatment of "industrial" keeps the logotype from becoming too playful, youthful or energetic—it gives the overall logotype stability and strength.

# symbol



The Casey symbol combines the “C” and “I” from Casey Industrial to create a simple, fairly abstract symbol. The symbol’s simplicity and precision reflect our simple approach of hard work, honesty, reliability and economy. The symbol doesn’t waste unnecessary elaboration or complexity to communicate.

# signature

The Casey signature includes the symbol and logotype. The signature does not include the Casey tagline. For use of the tag line refer to the tagline style guide. The spacing of the symbol and logotype should never be altered, as slight modifications have been made to 1-color versions to increase legibility. The signature should always be seen in 2-color, solid orange, solid gray, black or reversed out of one of those colors in white. Only colors specified below or black should be used with the Casey logo (including colors behind a reversed-out logo).

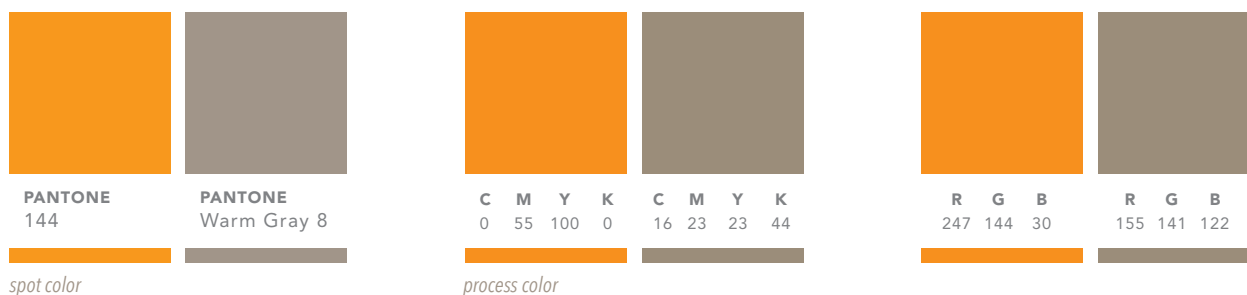
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## TWO-COLOR SIGNATURE



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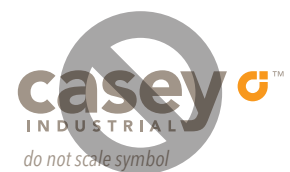
## APPROVED COLOR PALETTE FOR USE IN SIGNATURE



ONE COLOR SIGNATURE VERSIONS



EXAMPLES OF WRONG LOGO USAGE

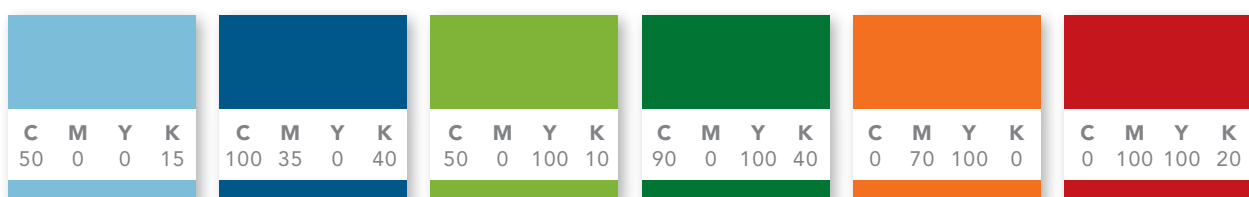
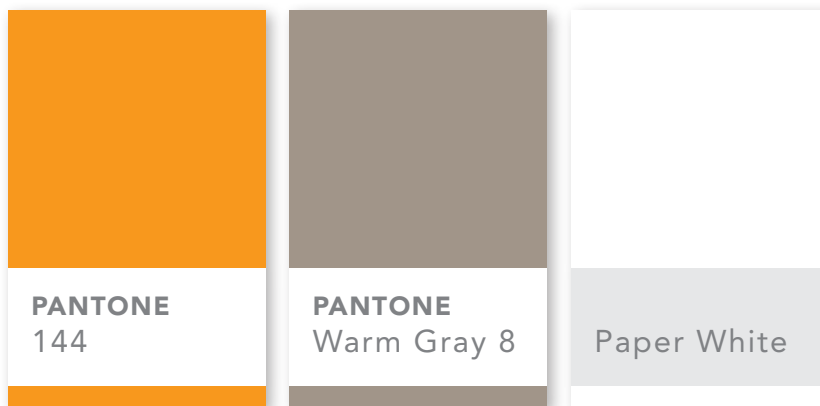


# color

The Casey colors are primarily orange and gray, with ample amount of white space. White space allows for a sense of simplicity and contrast that is essential to the Casey identity. Orange should be used to initially establish the brand and used for emphasis throughout Casey materials. Secondary colors should be used minimally to clarify information or make distinction between complex elements such as in navigation, charts or graphs.

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## PRIMARY AND SECONDARY COLOR PALETTE



*secondary colors not to exceed more than 2% of page*

# typeface

The Casey typeface is Avenir. The original design by Adrian Frutiger should be used in most situations with the updated “Avenir Next” condensed version being used for informative situations such as captions, charts or graphics. Alternative versions of Avenir should not be used.

For internal use, the typeface Arial may be substituted for use in letters, presentations, etc.

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## PRIMARY AND SECONDARY TYPEFACE

### Avenir Font Family

*Designed by Adrian Frutiger, 1988*

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
AVENIR 35 LIGHT

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
AVENIR 35 LIGHT OBLIQUE

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
AVENIR 55 ROMAN

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
AVENIR 55 OBLIQUE

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
AVENIR 65 MEDIUM

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
AVENIR 65 MEDIUM OBLIQUE

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
AVENIR 85 HEAVY

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
AVENIR 95 BLACK

### Avenir Next Font Family

*Designed by Adrian Frutiger and Akira Kobayashi, 2003*

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
AVENIR NEXT CONDENSED

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
AVENIR NEXT CONDENSED ITALIC

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
AVENIR NEXT DEMI CONDENSED

# typography

The Casey identity incorporates a clear typographic hierarchy, conveys the Casey message simply and straightforwardly. The typography utilizes Avenir and Avenir Next Condensed, but will substitute Arial for all internal applications such as letters, invoices, presentations, etc..



**INDUSTRIAL PROCESSES DIVISION**

subhead  
10 pt Avenir Black  
All caps  
Letter-spacing (120)

# Putting experience to work

headline  
36 pt Avenir Heavy  
40pt leading  
Initial caps

Casey Industrial began its work with Forest products nearly 60 years ago. Since then we've established the ability to bring our ingenuity, project management and construction experience to many related industries. Our Industrial Processes Division is designed to put our experience to work in emerging new industries that face the same challenges we've seen in both the forest product and power/environmental settings.

intro copy  
14 pt Avenir Light  
22pt leading

Casey Industrial began its work with Forest products nearly 60 years ago. Since then we've established the ability to bring our ingenuity, project management and construction experience to many related industries. Our Industrial Processes Division is designed to put our experience to work in emerging new industries that face the same challenges we've seen in both the forest product and power/environmental settings.

body copy  
10 pt Avenir Book  
14pt leading

**CASEY TODAY**

Today, our Industrial Processes division works with clients from a variety of manufacturing and fabrication industries.

caption head  
8 pt Avenir Black  
10pt leading  
All caps  
Letter-spacing (120)

caption body  
10 pt Avenir Next Condensed  
14 pt leading

# tag line

The Casey tag line should always be used separate from the Casey logo signature. The tag line should always line up with the "I" in Industrial. The minimum distance should be at least two heights of the Casey symbol from the bottom of the Casey logo. In full color settings the tag line should be Casey orange and extend from the "I" in Industrial to the right edge of the "y" in the Casey logotype. In 1-color settings the tag line should extend from the "I" in Industrial to the right edge of the Casey symbol.

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TAG LINE

**BUILT ON INGENUITY.**

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FULL COLOR AND ONE-COLOR PROPORTIONS AND PLACEMENT



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ALTERNATE VERSION\*

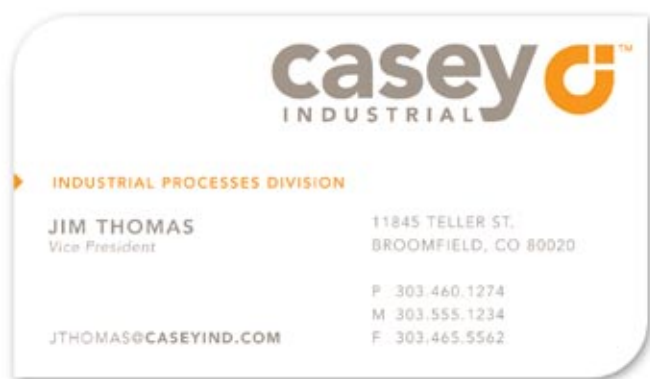
**BUILT ON INGENUITY** 

*\* this version should be used only in limited applications such as back of t-shirts or other specialized situations where the Casey logo signature is also present, but not visible (eg. front of the t-shirt).*

# examples



hard hats



business card front



business card back



vehicle graphics



sell sheet







**BUILT ON INGENUITY.**