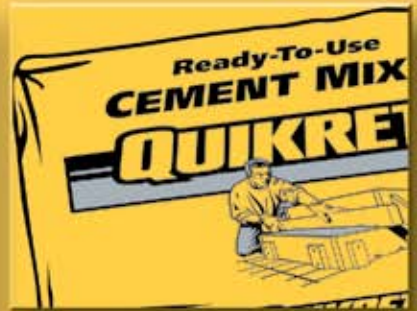


BRAND GUIDE



2008

PRIMARY BRAND MARKS

The two variations of the Primary Brand Mark (pictured below) reflect the product packaging and the 68+ year history of The QUIKRETE® Companies, and are intended for a wide variety of applications.

These two pictured logos are perfect in stand alone applications as they perpetuate the QUIKRETE® brand while incorporating the industry identification and category of The QUIKRETE® Companies

Note: The removal of the “Cement & Concrete Products” tag line is prohibited in stand alone applications.

For any questions regarding proper usage please contact Sarah Winchester at ATLQ, swinchester@quirkete.com

“QUIRKETE® Cement & Concrete Products” logo

- Embroidery applications
- Promotional items
- Presentation materials
- Signage
- Etc.



“QUIKRETE® Bars with Bag” logo

- Signage
- Vehicle Graphics
- Etc.









PRIMARY BRAND USES

The QUIKRETE® brand mark presents the visual foundation of the company associated with the packaging and products.

These logo designs represent the brand and all products. The designs may not be altered, distorted or have its colors changed in any way except for the below color variations.

JPG and EPS line art files are available for these variations.

Please contact Sarah Winchester-ATLQ

		
		
<p>Three color Yellow Gray Black * see p. 4 for PMS color match-</p>	<p>One color (with black screen for gray) Black 35% Black</p>	<p>One color Black</p>

IMPROPER VARIATIONS

Never Invert Colors



Never Use Keylines



Never Change Bar Proportions



Never Change Colors To Represent Other Products

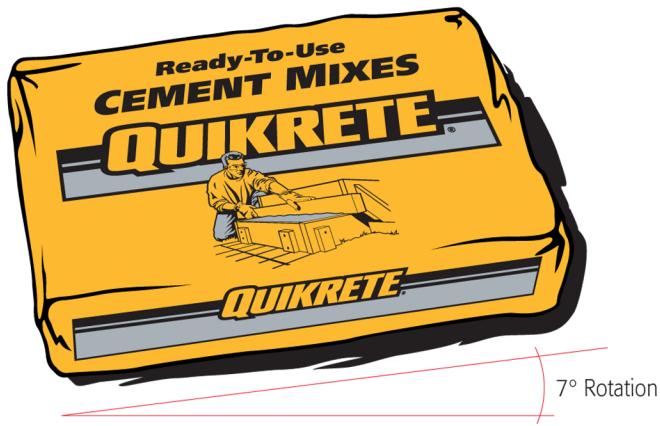


Never Reposition Bag Illustration



Never Apply Brand to Shapes





Cement Mixes When representing the entire line of QUIKRETE® products



Concrete Mix When representing QUIKRETE® concrete products

SECONDARY IMAGE MARK

QUIKRETE® and its yellow and black bag have been a hardware store staple for decades. The restage process identified the strength of this bag icon and took an evolutionary approach to its updating. The QUIKRETE® Bag Illustration is a Secondary Image Mark intended to support our brand message. These images help visualize the QUIKRETE® story. The bag and its

presentation must be considered as important as our QUIKRETE® brand. By maintaining the vintage illustrative style and rotation of the bag, historical equities are maintained while the updated graphics support the changes in the core business graphic presentation. These images are presented as they should be used, rotated to the appropriate 7 degree angle and

colored in **PMS 122U** yellow, black and **PMS 429U** gray. The **Concrete Mix** version is intended to represent only the concrete products, while the **Cement Mixes** bag can be used to represent the entire line of QUIKRETE® products. Any questions concerning the use of the QUIKRETE® Bag Illustrations must be directed to corporate headquarters.

Never Rotate Image



Never Change Colors To Represent Other Products



Never Add Shapes



Never Distort Image



Never Stack Bags



Never Reposition Bag with Brand





PRODUCT BRANDING

Several of our QUIKRETE® products have, through history, gained their own equities - colors and names that have become industry standards which this restage has acknowledged. Both the original product names and how they are endorsed by the QUIKRETE® name have been maintained. Each of these brand marks are built from the QUIKRETE® Primary Brand Mark architecture

yet are intended to stand alone as individuals. *These brands are not intended to represent the entire line of QUIKRETE® products.* These are product specific marks and they are to be used *only* when representing their individual product. These product brands are primarily used in merchandising, advertising and promotional materials. Because several products fall

under the heading of Commercial Grade, this mark can be printed using either the corporate gray (PMS 429U), or the gray may be replaced by the specific product color coding corresponding with the Color Matrix found in this book. Please direct any questions concerning the use of the QUIKRETE® Product Branding to corporate headquarters.



CORPORATE MARK

The QUIKRETE® Corporate Mark is the flagship mark for the corporation. This configuration is intended **for use only by the Corporate Office** and not for mer-

chandising, packaging, literature or signage outside the corporate offices. This logo is not intended to represent the QUIKRETE® line of products.

Any questions concerning the use of the QUIKRETE® Corporate Mark must be directed to corporate headquarters.

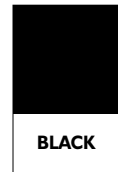


COLOR MATRIX

The Color Matrix is intended to be a quick reference guide of color usage. This matrix identifies Pantone Matching System (PMS) color numbers only. Any questions concerning the use of the QUIKRETE® Color Matrix must be directed to corporate headquarters.

Do to the large “distance” between coated (C) and uncoated (U) PMS 122, It is necessary to specify PMS 1235C as the coated equivalent. **All plastics and applications that require a coated ink should target PMS 1235C.**

Corporate Colors



All plastics and applications that require a coated ink should target PMS 1235C.

(These samples are not accurate for color matching)

Note: When printing a four color process print PMS 122 U and 1235 C must be printed as a fifth color spot match. Do not break these colors down to a CMYK process match.

The colors represented in this booklet are NOT accurate for color matching.