



BRAND GUIDELINES

McAbee
BUILD BETTER. BE BETTER.

McAbee is a business founded on safety, quality and productivity. These three principles are the foundation on which our name, image, likeness and reputation are built. It is who we are, and it is up to us to uphold that identity with integrity, enthusiasm and pride. These three principles are also how we engage in commerce, develop new business opportunities and foster genuine relationships with customers and the public.

The best way to ensure a strong, reputable brand is with a uniform marketing approach. These brand guidelines exist to maintain uniformity among our internal and external communications, marketing, advertising and any other practice of our business in which our brand is visible.

These guidelines allow us to implement our brand identity across multiple platforms, programs, medium or uses while ensuring consistency and enhancing our brand.

Any use of our logo or name outside of what is included in these brand guidelines is strictly prohibited. We ask that you please adhere to these guidelines so we can ensure maximum effectiveness of our uniform marketing approach.

Our Values

Since 1962, McAbee has operated with three core values as the foundation for every aspect of business. Those values provided the framework for our brand identity.

Safety - our priority in every phase of work, wherever we are, whatever we are doing.

Quality - the standard by which we measure our work and the expectation of services provided.

Productivity - the manner by which we work to offer the safest environment, increase efficiency and provide the highest quality services and cost savings to our employees and customers.

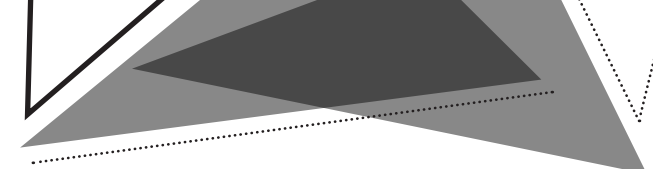
Our Brand

Our brand is who we are, how we are perceived, the message we convey, the story we tell, the work we provide and the reputation we uphold.

It is our hope that *our employees* will take pride in the McAbee brand and all that it stands for. How we represent McAbee outside of the workplace reflects our brand. We represent McAbee with pride, integrity, enthusiasm and respect.

It is our hope that *the public* will take pride in the McAbee brand and all that it stands for. We expect members of the public to maintain these brand guidelines to ensure consistency and uphold brand strategy and identity.

WHY BRANDING MATTERS



Branding establishes an identity and foundation for all aspects of a company’s, or a brand’s, business. It creates clear connection between any administrative, legal, financial or management materials that are used internally or externally. It creates clear connection between promotional materials and the destination for viewers, such as a webpage or other marketing collateral. It promotes opportunity to control the narrative, guide public perception, and foster a healthy reputation. Utilizing a uniform marketing approach with brand guidelines allows us to maintain consistency for maximum efficiency and optimal execution.

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**It establishes credibility
through consistency.**

LOGOS

The logos below are referred to as the Nameplate Logo and include the tagline, “Build Better. Be Better.” In some cases, the tagline can be removed depending on the medium. Please see approved variations on the following page.

The primary “Nameplate Logo”
Black with Red Tagline



The primary “Nameplate Logo”
White with Red Tagline*



The alternate “Nameplate Logo”
Black with Black Tagline



The alternate “Nameplate Logo”
White with White Tagline*



*These logos do not have a background. The background has been added for visibility in the brand guidelines. Any use of the logos with backgrounds is prohibited.

APPROVED LOGO VARIATIONS

The logos below are approved variations of the Nameplate Logo. The tagline has been removed. The use of this logo variation is permissible, but the medium on which it is used must be approved by McAbee.

The primary “Nameplate Logo”
Black with no tagline



The primary “Nameplate Logo”
White with no tagline*



*These logos do not have a background. The background has been added for visibility in the brand guidelines. Any use of the logos with backgrounds is prohibited.

INCORRECT USES

The logo is not to be manipulated in any way – color, aspect ratio, etc. Any use of an unapproved variation or manipulation is strictly prohibited.

McAbee
BUILD BETTER. BE BETTER.

McAbee
BUILD BETTER. BE BETTER.

McAbee
BUILDBETTER. BE BETTER.

McAbee
BUILD BETTER. BE BETTER.

TYPEFACE

The typeface we use is from Adobe Fonts. Employees can activate this font with the help of I.T. or Marketing.*

Trade Gothic Next LT Pro - Heavy
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trade Gothic Next LT Pro - Heavy Italic
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trade Gothic Next LT Pro - Bold
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trade Gothic Next LT Pro - Bold Italic
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trade Gothic Next LT Pro - Italic
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trade Gothic Next LT Pro - Regular
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trade Gothic Next LT Pro - Light
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trade Gothic Next LT Pro - Light Italic
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trade Gothic Next LT Pro - Heavy Condensed
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trade Gothic Next LT Pro - Heavy Condensed Italic
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trade Gothic Next LT Pro - Bold Condensed
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trade Gothic Next LT Pro - Bold Condensed Italic
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trade Gothic Next LT Pro - Condensed
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trade Gothic Next LT Pro - Condensed Italic
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trade Gothic Next LT Pro - Heavy Compressed
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trade Gothic Next LT Pro - Bold Compressed
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trade Gothic Next LT Pro - Compressed
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

*These fonts do *not* have to be used with internal communications, administrative or business development materials. Should you not have access to these fonts, a similar sans-serif font is permissible *with prior approval*. Different fonts must be approved prior to every external use.

COLOR

The official McAbee red is PMS (Pantone) 7621 C.

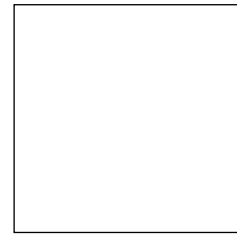
The use of other colors in or on the logo is strictly prohibited. It is expected that the use of the approved red be used where possible. Any other color used must be approved prior to any distribution.



Pantone 7621 C
#AB2328
CMYK: 0, 100, 87, 22
RGB: 171, 35, 40



Black
#000000
CMYK: 75, 68, 67, 90
RGB: 0, 0, 0



White
#ffffff
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255

NAME

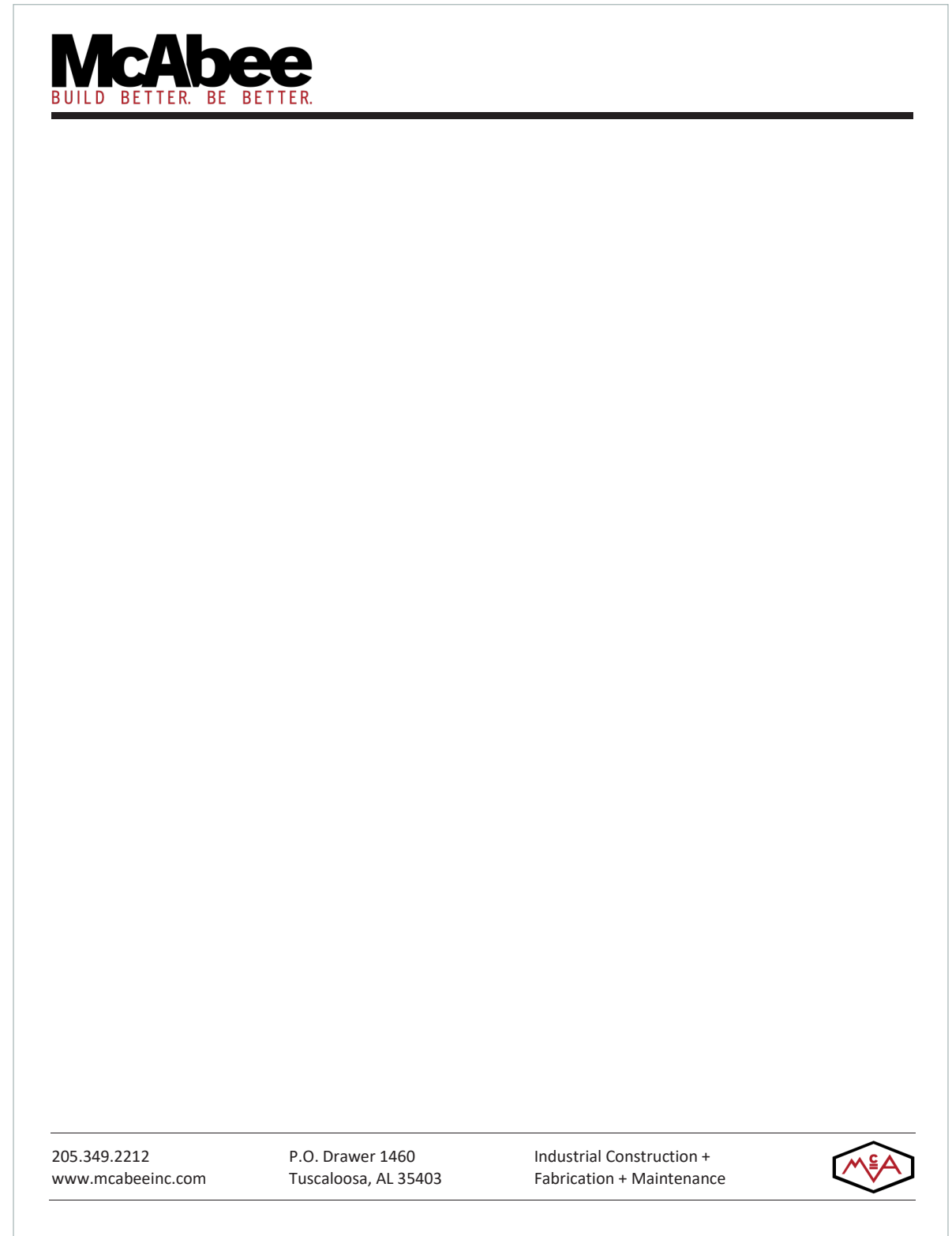
Any public reference to our name must be written or spoken as “McAbee.”

All internal parties are to use “McAbee” unless otherwise authorized. Examples of authorized use of our legal name, “McAbee Construction, Inc.,” include administrative, legal, financial (HR, payroll, accounts payable/receivable, etc.), or management materials. That is, human resources, accounting, purchasing and management may use our legal name where the legal business name is required.

All external parties are to use “McAbee.”

OFFICIAL LETTERHEAD

The manipulation of the official McAbee letterhead is strictly prohibited. For the official McAbee letterhead template, please reach out to Marketing.



OFFICIAL POWERPOINT TEMPLATES

Below are the screen shots of the official McAbee PowerPoint templates. Employees have three variations to choose from. Please contact Marketing to use these templates. Templates may be saved to an employee's individual computer for quick access. The manipulation of these PowerPoint templates is strictly prohibited.

McAbee PowerPoint Template 1 - Background

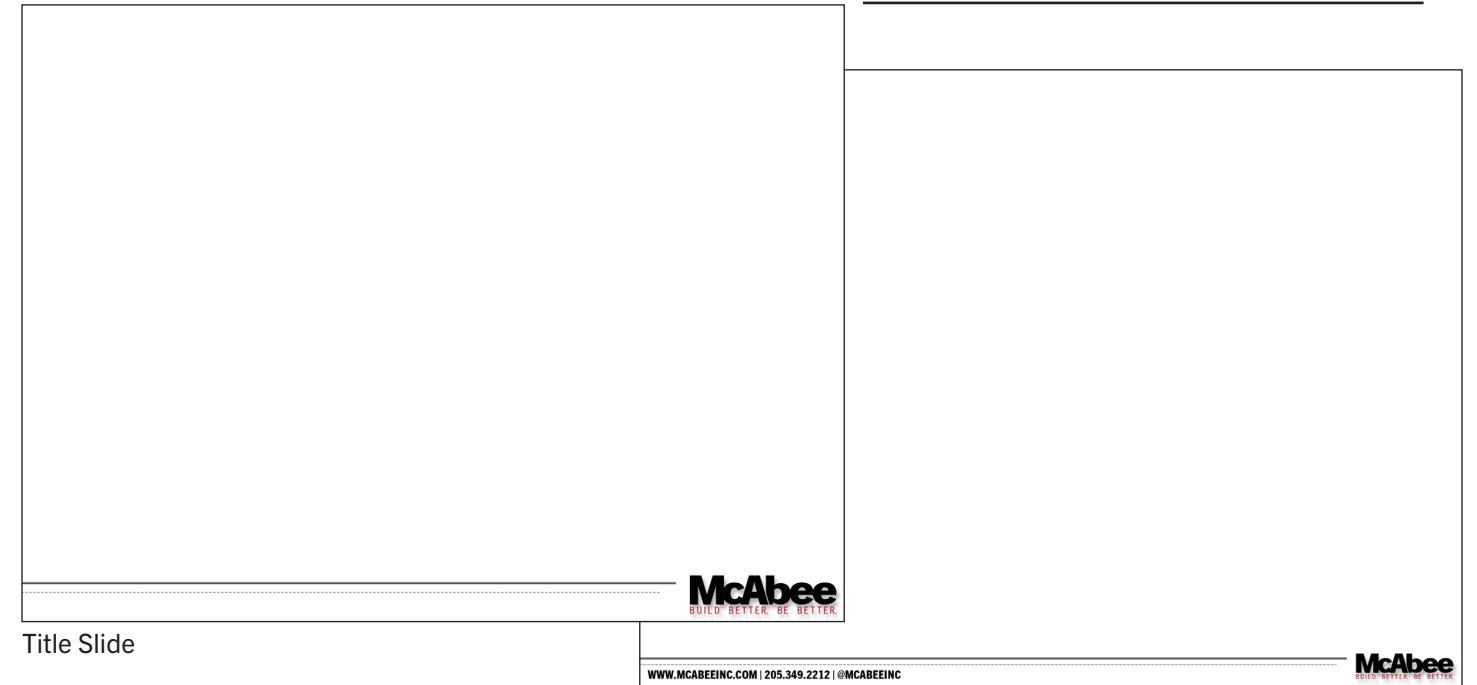


Title Slide

Body Slide

OFFICIAL POWERPOINT TEMPLATES

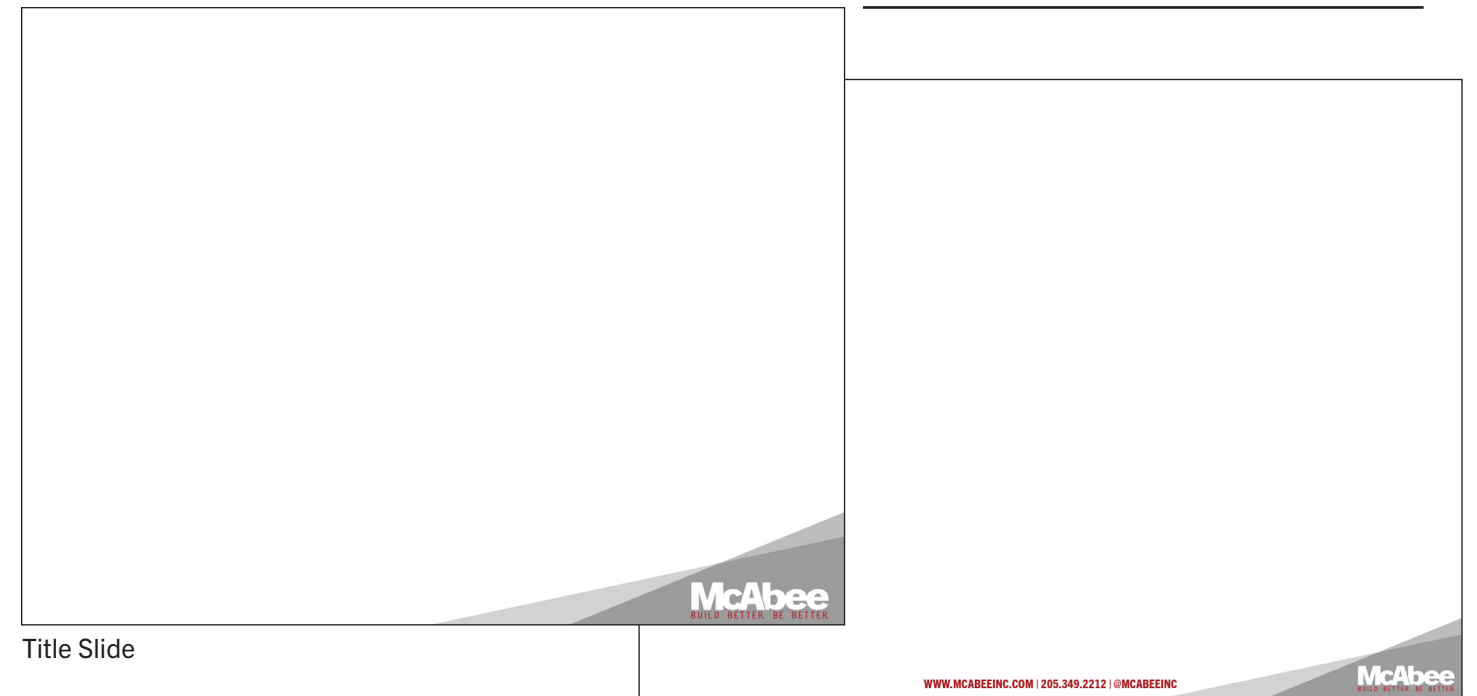
McAbee PowerPoint Template 2 - Simple



Title Slide

Body Slide

McAbee PowerPoint Template 3 - Modern



Title Slide

Body Slide

CONTACT

If you have any questions regarding McAbee, its name, image, or brand, please do not hesitate to contact us. We hope that these brand guidelines offer direction to the proper use of our brand, but we understand that unique circumstances arise and we are happy to help answer any questions.

For Marketing, Communications (Press Inquiries), Branding:

Doug Killough, Marketing Manager
dkillough@mcabeeinc.com

For more information on McAbee, visit www.mcabeeinc.com. You can also follow us on Facebook (@mcabeeinc), Instagram (@mcabeeinc), LinkedIn and YouTube.



PHONE / 205.349.2212

MAILING ADDRESS / P.O. Drawer 1460, Tuscaloosa, AL 35403

PHYSICAL ADDRESS / 5724 21st St., Tuscaloosa, AL 35401

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THANK YOU

McAbee
BUILD BETTER. BE BETTER.

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