PRECISION
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PRECISION
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ASSET GUIDE 1.2
JUNE, 2018

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PURPOSE OF THIS GUIDE

When people see the Precision brand, they see 100% commitment. To maintain that commitment we must bring the same level of quality to the brand itself. By keeping the integrity of logos, fonts, colors, and other elements, Precision will be unmistakable.

This guide was created to empower you as you download the assets and apply them into your day to day work-flow.

Please note that the Precision Pipeline division is used in most of the examples depicted throughout this guide. The usage rules apply to all divisions.

As with every company that stands the test of time, things change and the brand evolves. Precision is no different and this asset guide will morph and adapt as needed. Always keep up to date with the most current version of this guide.

WHERE DO I DOWNLOAD ASSETS & THIS GUIDE?

PRECISIONPIPELINELLC.COM/ASSETS

REQUEST THE PASSWORD FROM YOUR SUPERVISOR

WHEN SHOULD I USE THIS GUIDE?

Any time you're implementing the Precision brand, this guide needs to be consulted.

WHO DO I CONTACT IF I HAVE QUESTIONS?

Send an email to:
info@draftdesignhouse.com

LOGO
USAGE

APPROVED LOGO USAGE

PRIMARY LOGO VERSION
FULL COLOR (BLACK MASTHEAD)

This is the primary version of the logo that applies to EVERY DIVISION. Its what's called the full color version and is used for application on a white background. You'll see this on Precision's white trucks, hard hats, letterhead etc... You'll be using this version the majority of the time.

PRECISION PIPELINE

PRIMARY LOGO VERSION
FULL COLOR (WHITE MASTHEAD)

This is the primary version of the logo that applies to EVERY DIVISION. Its what's called the full color version and is used for application on a black background. You'll see this on Precision's equipment and other collateral pieces.

PRECISION PIPELINE

APPROVED ICON USAGE

*THE GOOD AND BAD NEWS OF
USING THE ICON*

This icon is approved for limited use at this
time by trained design professionals only.

As the brand becomes more identifiable in the
industry, the icon assets may be available for
download and company-wide use.

APPROVED LOGO USAGE

LOGO NEGATIVE SPACE REQUIREMENTS

When using the logo in context, there must be negative space around the logo that's equal to the height of the Masthead. This is known as "Breathing room" so the logo doesn't feel cramped and is clearly legible.

Negative Space

Masthead Height

LOGO MINIMUM SCALE REQUIREMENTS

All division logos must never be displayed smaller than 1" wide. This diagram depicts what all the division logos look like at an actual scale of 1" wide.

1" min. width

APPROVED LOGO USAGE

SECONDARY LOGO VERSION (ONE COLOR)

This version of the division logos is only to be used when color printing is not an option.

Additionally there are circumstances when this is applied to equipment where the logo needs to be painted or displayed as more of an identifier. Examples being underground pumps.

NON-APPROVED LOGO USAGE

These examples depict the logos in non-approved manners or environments. Usage of the logo in this manner represent the company and it's brand poorly, and will result in costly time and resources to remedy.

Do not squish, stretch, or change the proportions of logo's ratio

Never rotate the logo even a slight bit

Do not use the white masthead version of the logo on light backgrounds and inversely do not use the black masthead version on dark backgrounds

Do not directly overlay the logo over photos

Never change colors of the logo

Please refrain from using drop shadows on the logo

SUPPORTING LOGOS

All these logos must be used in conjunction with the primary Precision division logos, but will add a focus with their usage. The same rules on the previous page apply to these logos.

100% COMMITTED

100% COMMITTED LOGO

This logo is to be used in conjunction with Precision division logos, with an emphasis on safety.

THE NEXT GENERATION PIPELINE CONTRACTOR

NEXT GENERATION LOGO

This wordmark logo is to be used in conjunction with Precision division logos, with an emphasis on the future (sales, technology, etc).

SOUND OFF
BEFORE YOU MOVE

SOUND OFF LOGO

This logo represents the Sound Off safety campaign. Please note It utilzes an industry standard safety red color vs. the Precision Fabrication red color.

TAKE 5

TAKE 5 LOGO

This logo represents the Take 5 safety campaign. Please note It utilzes an industry standard safety yellow color vs. the Precision Pipeline yellow color.

FONT USAGE

FONT USAGE

RB №3.1 is the official font for Precision Companies and all it's divisions. A licensing and compatibility agreement is in the works for company usage.

Please use the substitute fonts which are available on most desktop computers until further notice.

HEADER FONTS

RB NO3.1 BLACK ITALIC, ALL CAPS

SUBSTITUTE FONT

ARIAL BLACK ITALIC, ALL CAPS

1) SUBHEADER FONTS

RB NO3.1 BOOK ITALIC

SUBSTITUTE FONT

ARIAL ITALIC

2) SUBHEADER FONTS

RB NO3.1 BOLD ITALIC

SUBSTITUTE FONT

ARIAL BOLD ITALIC

BODY COPY

RB NO3.1 BOOK

SUBSTITUTE FONT

ARIAL REGULAR

DIVISION COLORS

PRECISION PIPELINE

PANTONE: 124C
PANTONE: 7406U
RGB: 234 170 0
HEX: EAAA00
CMYK: 0 30 100 0

PANTONE: BLACK 6C
PANTONE: BLACK 6U
RGB: 16 24 32
HEX: 101820
CMYK: 60 40 40 100

PRECISION DEWATERING

PANTONE: 7690C
PANTONE: 3005U
RGB: 0 118 168
HEX: 0076A8
CMYK: 95 41 10 0

PANTONE: BLACK 6C
PANTONE: BLACK 6U
RGB: 16 24 32
HEX: 101820
CMYK: 60 40 40 100

PRECISION COMPANIES

PRECISION
WEST

PANTONE: 717C
PANTONE: 152U
RGB: 212 93 0
HEX: D45D00
CMYK: 0 68 100 0

PANTONE: BLACK 6C
PANTONE: BLACK 6U
RGB: 16 24 32
HEX: 101820
CMYK: 60 40 40 100

PRECISION
ENGINEERING SOLUTIONS

PANTONE: COOL GRAY 9C
PANTONE: COOL GRAY 9U
RGB: 117 120 123
HEX: 75787B
CYMK: 30 22 17 57

PANTONE: BLACK 6C
PANTONE: BLACK 6U
RGB: 16 24 32
HEX: 101820
CMYK: 60 40 40 100

PD PRECISION COMPANIES

PD PRECISION INFRASTRUCTURE

PANTONE: 370C
PANTONE: 376U
RGB: 101 141 27
HEX: 658D1B
CMYK: 62 1 100 25

PANTONE: BLACK 6C
PANTONE: BLACK 6U
RGB: 16 24 32
HEX: 101820
CMYK: 60 40 40 100

PRECISION COMPANIES

PRECISION
FABRICATION SERVICES

PANTONE: 200C
PANTONE: 1797U
RGB: 186 12 47
HEX: BA0C2F
CMYK: 3 100 70 12

PANTONE: BLACK 6C
PANTONE: BLACK 6U
RGB: 16 24 32
HEX: 101820
CMYK: 60 40 40 100

PD **PRECISION**
TRANSPORT

PANTONE: 2237C
PANTONE: 2230U
RGB: 5 134 142
HEX: 05868E
CMYK: 86 16 44 21

PANTONE: BLACK 6C
PANTONE: BLACK 6C
RGB: 16 24 32
HEX: 101820
CMYK: 60 40 40 100

PRECISION
COMPANIES

PRETEC
DIRECTIONAL DRILLING

PANTONE: 124C
PANTONE: 7406U
RGB: 234 170 0
HEX: EAAA00
CMYK: 0 30 100 0

PANTONE: BLACK 6C
PANTONE: BLACK 6U
RGB: 16 24 32
HEX: 101820
CMYK: 60 40 40 100