BUDGET

MAINTENANCE

CORPORATE STANDARDS
2014

CORPORATE GRAPHIC STANDARDS

This document has been developed specifically for Budget Maintenance, Inc. as a guide to ensure consistency in future marketing and branding ventures. Undoubtedly, there will be exceptions to the rules developed within this piece, however the utmost care should be taken to always remain within the guidelines of these approved corporate standards.

THIS DOCUMENT COVERS:

PRIMARY CORPORATE LOGO
     CORPORATE COLOR THEME
     2 COLOR AND SINGLE COLOR USAGE
     SIZING AND REPRODUCTION

DIVISIONAL LOGOS
     COLOR THEMES
     2 COLOR AND SINGLE COLOR USAGE
     SIZING AND REPRODUCTION

LOGO USAGE RULES

TYPOGRAPHY & FONTS
     APPROVED CORPORATE FONTS
   SUITABLE ALTERNATIVE FONTS

PRIMARY CORPORATE LOGO:

Whenever possible, the primary Budget Maintenance, Inc. logo should be used and reproduced in its specified PMS or Process colors. When color limitations exist it is acceptable to utilize dual or single color applications noted later in this document.

CORPORATE COLOR THEME:

Following the established corporate color theme across all Budget Maintenance, Inc. marketing materials is paramount in maintaining brand consistency. Whenever possible, and when full color usage exists, the PMS or process color builds should be used.
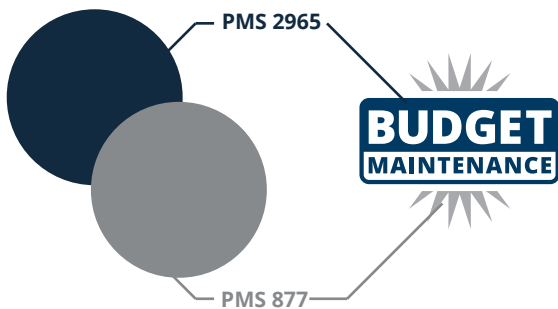
PMS 2965

PMS 877

|			
SPOT COATED:	PMS 2965C		PMS 877C
UNCOATED:	PMS 2965U		PMS 877U
BUILD CMYK:	94 / 71 / 41 / 0		50 / 39 / 38 / 5
RGB:	7 / 16 / 25		52 / 54 / 55
WEB HEX:	#002b45		#84888b

LOGO USAGE:

When color limitations exist it is acceptable to reproduce the logo in the following approved single color applications.
NOTE: Care must be used to be sure maximum contrast between background and logo is maintained.

SINGLE COLOR USAGE:

DARK BACKGROUND — LIGHT BACKGROUND

ON BLACK	ON PMS2965	ON PMS877	ON WHITE
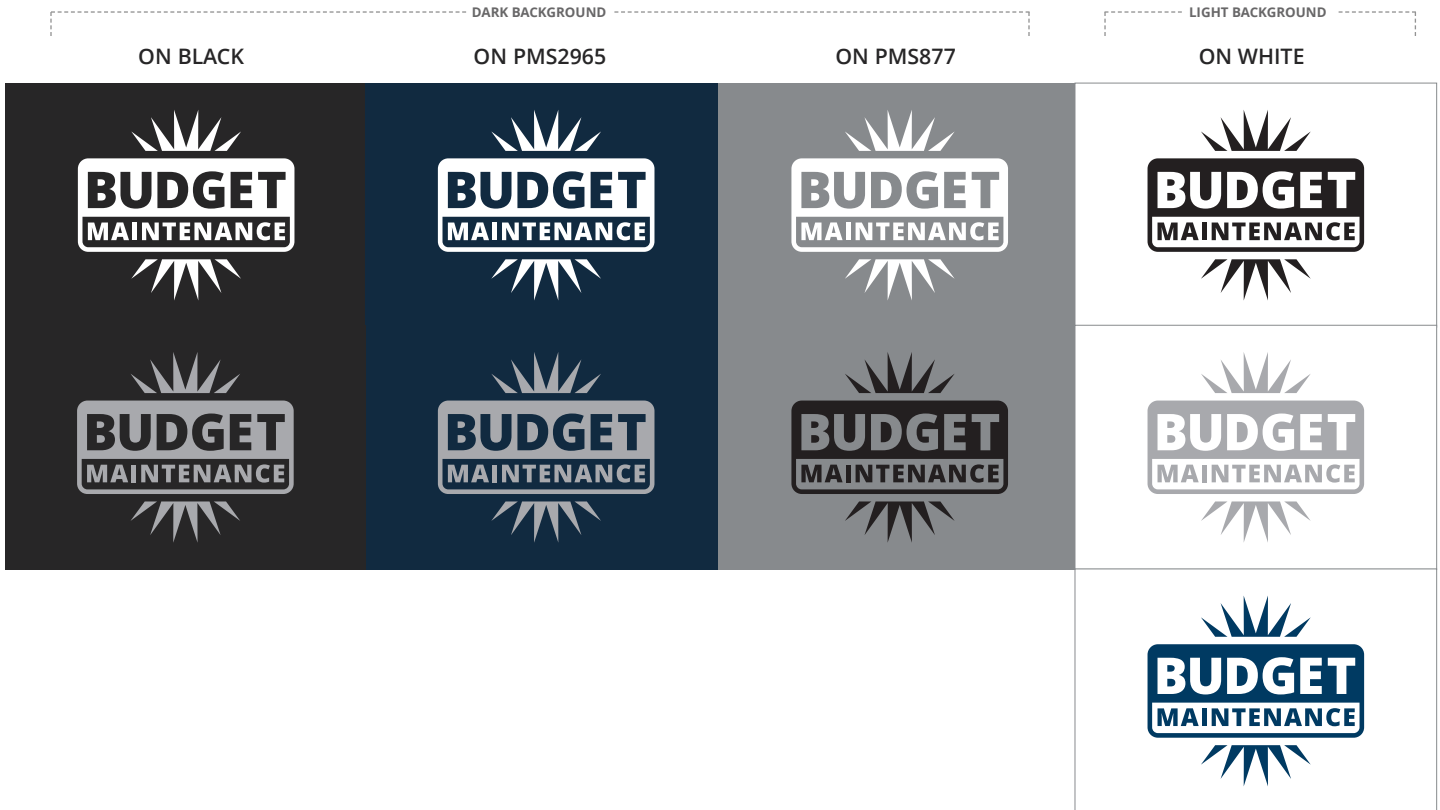
SIZE AND REPRODUCTION:

LOGO REDUCTION:
To maintain legibility and readability, Budget Maintenance, Inc. corporate logo should NEVER be reproduced smaller than .75" W x .65" H.

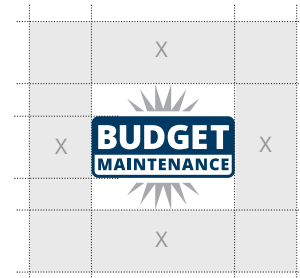Specific applications (i.e. embroidery) will require the logo to be larger to maintain clarity.

SPACING:
Surrounding elements (photography, text, etc...) must stay outside of the minimum spacing area noted at right, which is equal to the height of the blue box of the logo.

MAX REDUCTION:

.75"

.65"

SPACING:

X

X

X

X
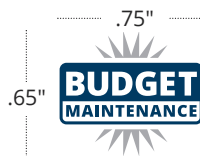
DIVISIONAL LOGOS & COLOR THEMES:

Each Budget Maintenance, Inc. division features a proprietary color to reinforce and differentiate the branding of the familial service offerings. Designed to work in tandem with the corporate color theme, the divisional color palette should be strictly adhered to for divisional branding and marketing elements.

PMS280

BUDGET MAINTENANCE **BUILDING** SERVICES INC.

SPOT
COATED: PMS 280C
UNCOATED: PMS 280U

BUILD
CMYK: 100 / 78 / 5 / 18
RGB: 0 / 17 / 45
WEB HEX: #002877

PMS285

BUDGET MAINTENANCE **CONCRETE** SERVICES INC.

SPOT
COATED: PMS 285C
UNCOATED: PMS 285U

BUILD
CMYK: 90 / 48 / 0 / 0
RGB: 17 / 44 / 80
WEB HEX: #0072cf

PMS2728

BUDGET MAINTENANCE **CONSTRUCTION** SERVICES INC.

SPOT
COATED: PMS 2728C
UNCOATED: PMS 2728U

BUILD
CMYK: 96 / 66 / 0 / 0
RGB: 16 / 31 / 72
WEB HEX: #004ebc

PMS2925

BUDGET MAINTENANCE **INDUSTRIAL** SERVICES INC.
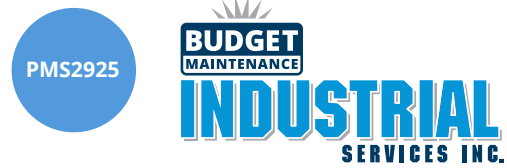
SPOT
COATED: PMS 2925C
UNCOATED: PMS 2925U

BUILD
CMYK: 76 / 27 / 0 / 0
RGB: 32 / 60 / 86
WEB HEX: #0096db

PMS301

PMS187

BM+ES PROPERTY RESPONSE, RECOVERY & REPAIR

SPOT
COATED: PMS 301C PMS 187C
UNCOATED: PMS 301U PMS 200U

BUILD
CMYK: 100 / 46 / 5 / 18   5 / 100 / 71 / 22
RGB: 0 / 32 / 57   57 / 13 / 20
WEB HEX: #005195   #ac1a2f

DIVISIONAL LOGO USAGE:

When color limitations exist it is acceptable to reproduce the logo in the following approved single color applications.
NOTE: Care must be used to be sure maximum contrast between background and logo is maintained.

SINGLE COLOR USAGE:

DARK BACKGROUND			LIGHT BACKGROUND
ON BLACK	ON DIVISIONAL PMS	ON PMS877	ON WHITE

SIZE AND REPRODUCTION:

LOGO REDUCTION:
To maintain legibility and readability, Budget Maintenance, Inc. divisional logos should NEVER be reproduced smaller than 1" H. The corporate logo must not be reduced past .75" W.

Specific applications (i.e. embroidery) will require the logo to be larger to maintain clarity.
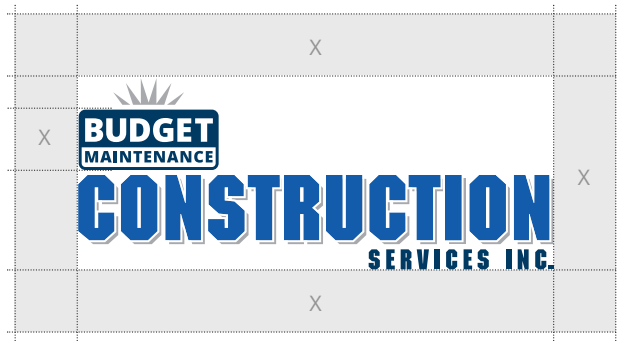
MAX REDUCTION:
(APPLIES TO ALL DIVISIONS)

.75"

1"

SPACING:
Surrounding elements (photography, text, etc...) must stay outside of the minimum spacing area noted at right, which is equal to the height of the blue box of the corporate logo.

SPACING:
(APPLIES TO ALL DIVISIONS)

X

X

X

X

USAGE RULES:

To maintain the integrity of the Budget Maintenance, Inc. corporate and divisional identities it is imperative that the logos and their elements NOT be modified and the proper usage be applied.

DO NOT change the colors of the logo from the approved corporate color theme.

DO NOT modify the composition of the logo elements.

DO NOT use a dark single color version of the logo on a dark background.

DO NOT distort, skew or add graphic effects to the logo.

DO NOT reproduce the full color logo on a color background that does not allow proper contrast. In this instance, the single color usage should be applied.

DO NOT modify or reset logo fonts.

DO NOT scale logos past max reduction size.

BUDGET MAINTENANC (logo)

To maintain a consistent feel across all marketing elements the corporate font guidelines should be strictly adhered to.

Open Sans

Light, *Light Italic*, Regular, *Regular Italic*, **Bold**, ***Bold Italic***, **Extra Bold**, ***Extra Bold Italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz& 1234567890$1⁄8 1⁄4 3⁄8 1⁄2 5⁄8 3⁄4 7⁄8 @#%*~().,-:;!?/"

MACHINE

ABCDEFGHIJKLMNOPQRSTUVWXYZ &1234567890$1⁄8 1⁄4 3⁄8 1⁄2 5⁄8 3⁄4 7⁄8 @#%*~().,-:;!?/"

PT Serif

Regular, *Regular Italic*, **Bold,** ***Bold Italic***,

ABCDEFGHIJKLMNOPQRSTU VWXYZabcdefghijklmnopqrstuv wxyz&1234567890$1⁄8 1⁄4 3⁄8 1⁄2 5⁄8 3⁄4 7⁄8 @#%*~().,-:;!?/"

BUDGET MAINTENANCE

Your Building's Best Friend.™

With over 20 years of experience in commercial cleaning, property restoration, specialty construction and emergency services, Budget Maintenance is a complete contract maintenance company that has grown from a traditional janitorial service to a sophisticated, high-energy supplier of first class services.

Learn more at BudgetMaintenance.com!

In instances where the corporate fonts are not available or limitations exist, the following PC standard font can be substituted.

Verdana- Substitute Sans Serif / Headline Font
Regular, *Regular Italic*, **Bold**, **Bold Italic**

Georgia- Substitute Serif / Font
Regular, *Regular Italic*, **Bold**, **Bold Italic**