

UPDATED
DECEMBER 2023

PCI DESIGN AND BRAND STANDARDS

CLARITY, CONSISTENCY AND BRAND INTEGRITY FOR THE
PRECAST/PRESTRESSED CONCRETE INSTITUTE

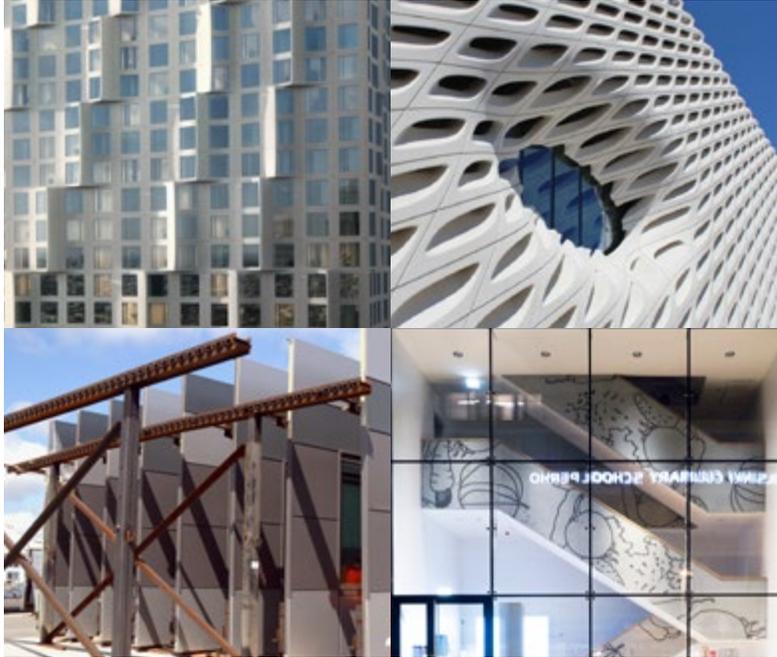


 [PCI.ORG](https://www.pci.org)



INTRODUCTION

**PROMOTING PCI
PROPERLY.**



A BRAND IS A PROMISE.

**A PROMISE MADE BETWEEN A COMPANY,
ORGANIZATION, OR ENTITY AND ITS CUSTOMERS,
USERS, THE PUBLIC IN GENERAL.**

It defines an entity and should be present in all of its interactions. Branding is the practice of establishing and managing your Brand. This is essential, since everything you do will either enforce or detract from your Brand.

This third edition of the PCI Brand Standards was developed to help you understand and communicate the PCI brand identity consistently, and in a way that distinguishes our organization from the competition.

Master files for many of the graphic elements shown in this guide can be downloaded and printed from the intranet.



ABOUT PCI

FOUNDED IN 1954,
The Precast/Prestressed Concrete Institute (PCI) is the technical institute and trade association for the precast, prestressed concrete structures industry. As a technical institute, PCI develops, maintains, and disseminates the Body of Knowledge for the design, fabrication, and erection of precast concrete structures and systems by:

- **Conducting research** and development projects in concert with universities and research laboratories nationwide
- **Publishing** a broad array of technical resources including, design manuals, state-of-the-art reports, periodicals, and more
- **Certifying companies** and individuals involved in the manufacture and erection of precast/prestressed concrete products
- **Educating** precast personnel and industry stakeholders on the proper specification, design, fabrication, erection, and use of precast/prestressed concrete
- **Representing** the industry in code advocacy activities

PCI also serves as the industry trade association, advancing members' interests by:

- **Promoting** the use of structural and architectural precast concrete for a variety of applications in partnership with 11 regional affiliates across the United States
- **Publishing** safety manuals and materials
- **Providing education** and training materials
- **Representing** the industry through regulatory and legislative advocacy
- **Offering meetings** and networking opportunities, awards programs, and much more

PCI MEMBERS INCLUDE

precast concrete manufacturers, companies that provide products and services to the industry, precast concrete erectors, and individual members, such as architects, consultants, contractors, developers, educators, engineers, and students.

TO PCI MEMBERS:

The Precast/Prestressed Concrete Institute creates opportunities for growth through developing, maintaining, and disseminating the principal Body of Knowledge, and certifying the capability to manufacture and install precast, prestressed concrete.

TO DESIGNERS, SPECIFIERS, AND USERS:

The Precast/Prestressed Concrete Institute supports the specifier to advance innovation in the design of building, bridge, and infrastructure projects through developing, maintaining, and disseminating the principal Body of Knowledge, and certifying the capability to manufacture and install precast, prestressed concrete.

PCI BRAND PROMISE



BODY OF KNOWLEDGE

The Body of Knowledge refers to the collective knowledge of an industry that is relied upon to design and build with a specific material or system. It is from this knowledge that building codes, design guides, education programs, certification, and everything else relied upon is derived.

Several key elements are integrated and required to develop and maintain a Body of Knowledge. These are often referred to as the 12 essential elements and include: Industry Standing, Clearly Stated Purpose, Broad Professional and Stakeholder Involvement, Governance and Consensus, Research, Validation, Dissemination, Certification (Personnel and Manufacturing), Independent Auditing, Feedback, and Perpetual Commitment.

You can learn more about the 12 essential elements in the PCI/AISC white paper at pci.org.

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San Jose State University Student Union
Photo Credit: James Steinkamp



PCI

Precast/Prestressed
Concrete Institute

TONE OF VOICE COMBINES WITH LOOK AND FEEL
TO ESTABLISH WHAT A BRAND STANDS FOR

01

WHAT IS TONE OF VOICE?



Florida International University (FIU)
Photo Credit: Robin Hill

PRECAST CONCRETE IS THE ORIGINAL VALUE-ADDED MATERIAL.

PCI is more than a commodity. We add value by taking some of the stress, coordination, and risk off your shoulders and putting it on our own.

WHY IS IT IMPORTANT TO HAVE A CONSISTENT TONE OF VOICE?

Along with Look and Feel, Tone of Voice is what helps give a brand its distinctive personality and sets it apart from everyone else. Using a consistent Tone of Voice across all communications helps emphasize PCI's core identity, increasing brand recognition and familiarity.

PCI TONE OF VOICE IS:

Confident, straightforward, smart, and commanding. It reflects experience and innovation in equal measure. It delivers assurance and comfort from a place of deep expertise.

PCI TONE OF VOICE ISN'T:

Clinical and dry. (Straightforward doesn't have to be boring.) It isn't intimidating or unrelatable. It isn't overly wordy or complicated.

TENETS OF OUR MESSAGING

These principles should be used as a guide for drafting all messaging. Distinctive, yet simple enough for everyone to follow, they convey the idea that PCI's core purpose is to provide value to its members and lead the precast concrete and prestressed concrete industry.

ALWAYS BE CONFIDENT:

We know this industry better than anyone, so let it show

ALWAYS BE PROFESSIONAL:

We represent the precast, prestressed industry, and we must uphold a professional tone at all times

ALWAYS BE PERSONAL:

Professionals can still be personal.
Use words like We, Us, and You to convey this

ALWAYS BE SIMPLE AND CLEAR:

Don't write many words when a few will do

ALWAYS BE PROGRESSIVE:

Stay open to new ideas and trends to show that we are on top of the industry's changes and new technology

PCI BRAND CHARACTERISTICS

Attributes are the brand truths, the reasons to believe in PCI. Values are what we stand for. Personality is what we are like. The PCI Personality directly colors your Tone of Voice, as discussed on the previous spread.

Attributes

■ KNOWLEDGEABLE & INSIGHTFUL

We maintain and advance the precast, prestressed concrete industry's Body of Knowledge by tapping into our decades of experience and through continued research, education, and certification.

■ INNOVATIVE

Precast, prestressed concrete is ever-evolving as an ingredient in forward-looking projects. Our membership continues to explore new solutions to empower tomorrow's construction.

■ STRONG & SAFE

PCI promotes the use of precast, prestressed concrete as the strongest, safest way to build. This truth aligns with who we are as a company: the solid, reliable choice with members' best interests at heart.

Values

■ COLLABORATION

Dedicated to the broader use of precast, prestressed concrete systems, we work with industry stakeholders and partner branches to provide value to members.

■ INTEGRITY

Clarity, honesty, and a commitment to supporting the precast, prestressed industry requires diligence and a service mentality.

■ PROGRESS

We are always looking forward and seeking new ways to innovate in the precast, prestressed concrete field. We're enthusiastic about the future of the industry, and it shows in our passion and commitment.

Personality

■ RELATABLE

We are on equal footing with members. We respect their knowledge and are eager to contribute further to it through discussion and collaboration. We are smart, but not arrogant or out-of-touch.

■ SUPPORTIVE

Everything we do works toward the end goal of making lives easier for members and the industry as a whole. We should be seen as a partner, a solution, a source of safety and reliability.

■ FORWARD-THINKING

This industry is ever-evolving, and we're right at the cutting-edge with it. We may have deep experience and knowledge, but we're not crusty. We're trend-recognizers and trend-setters, with the future of the industry always on our minds.

HOW TO USE TONE OF VOICE IN COMMUNICATIONS

Headlines should be succinct, commanding, and inspirational. Use as few words as possible to convey a clear message.

Secondary copy should describe in more depth what the headline proclaims. Whenever possible, try to use the Tone of Voice and Personality traits mentioned previously.

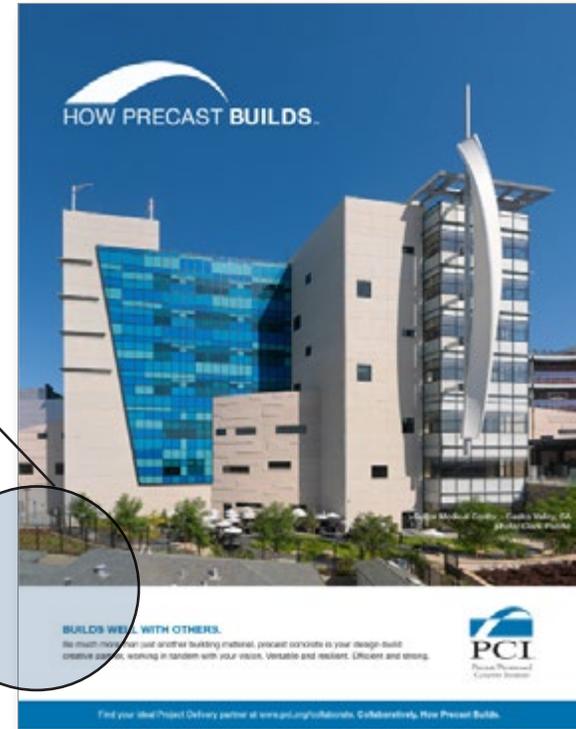
Make sure every communication includes a direct call to action so that members can engage further with PCI. These calls to action can include visiting [PCI.org](https://www.pci.org), an approved microsite, or connecting on social media.

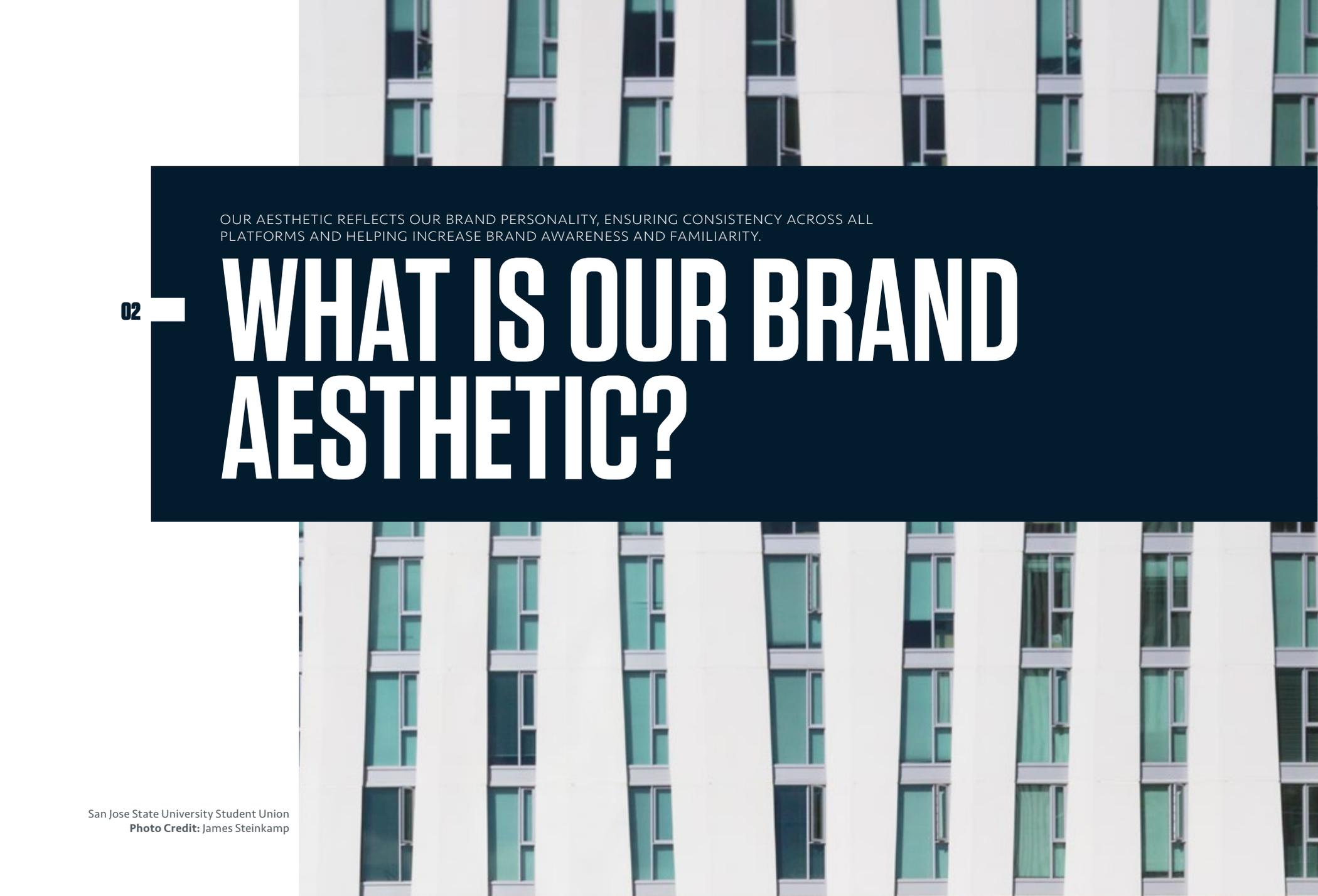


BUILDS WELL WITH OTHERS.

So much more than just another building material, precast concrete is your design-build creative partner, working in tandem with your vision. Versatile and resilient. Efficient and strong.

DESIGN WITHOUT LIMITS.

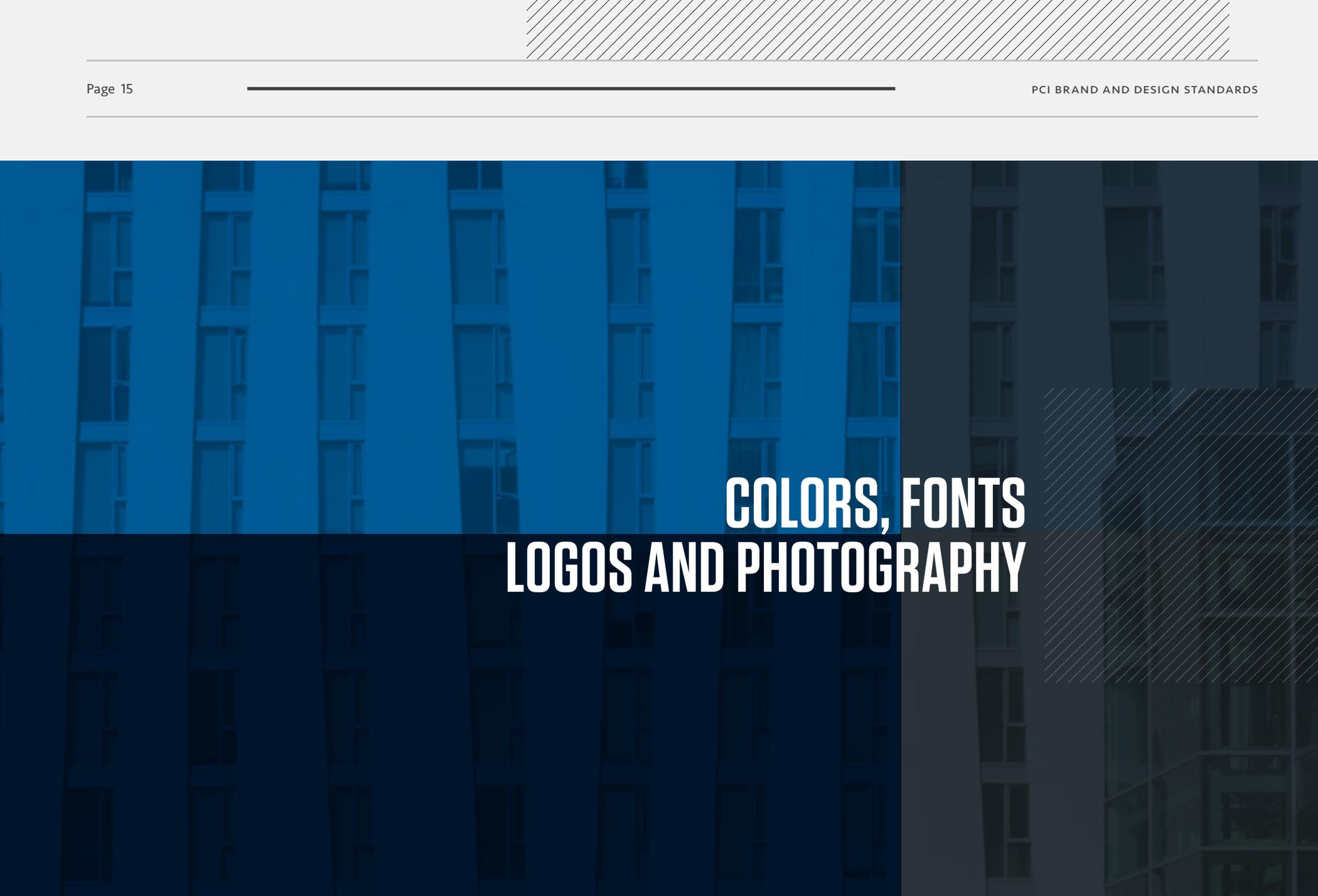




OUR AESTHETIC REFLECTS OUR BRAND PERSONALITY, ENSURING CONSISTENCY ACROSS ALL PLATFORMS AND HELPING INCREASE BRAND AWARENESS AND FAMILIARITY.

02

WHAT IS OUR BRAND AESTHETIC?

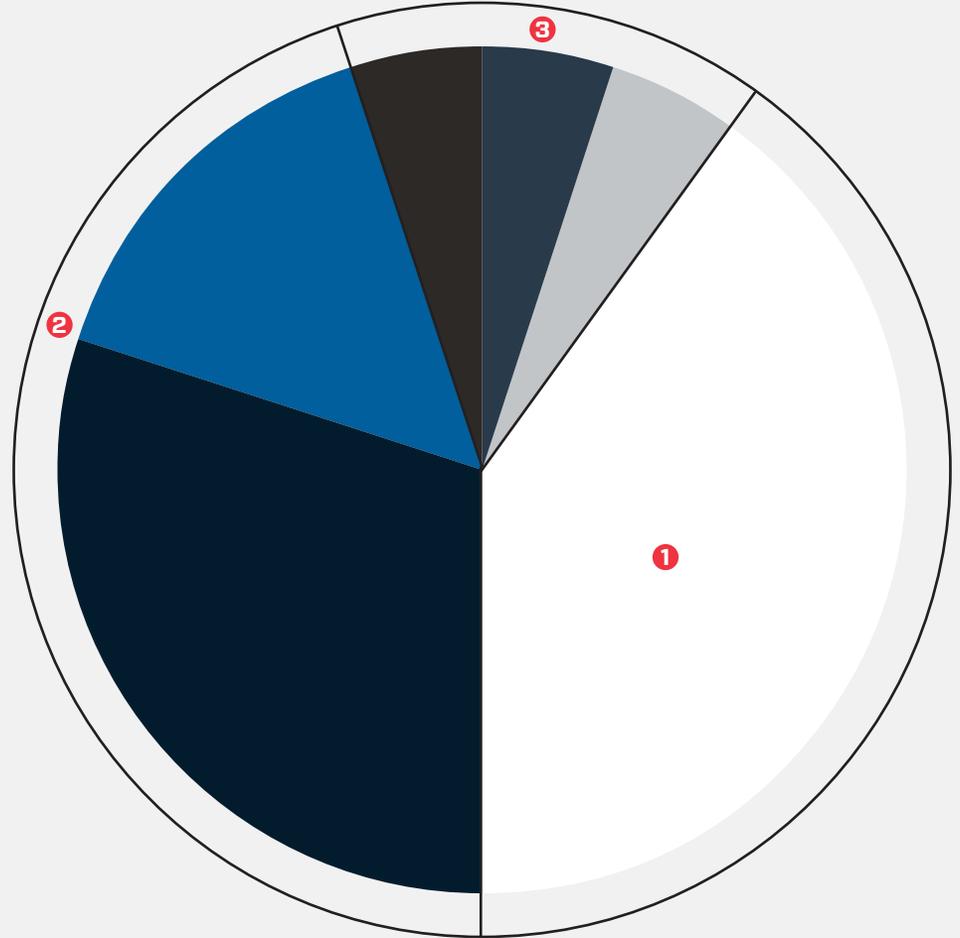


COLORS, FONTS LOGOS AND PHOTOGRAPHY

CORE COLORS

COLOR PRIORITY CHART

- 1 NEGATIVE SPACE**
Retain as much negative as possible
- 2 PMS 3015 AND PMS 296**
are the primary colors with 296 taking precedence over 3015.
- 3 THE 3 SECONDARY COLORS** should be used only in conjunction with the primary colors. These colors work well as text colors.





PRIMARY

Pantone 3015

CMYK: C:100 M:30 Y:0 K:20

RGB: R:0 G:115 B:174

HEX: #0073AE

Pantone 296

CMYK: C:89 M:36 Y:0 K:83

RGB: R:5 G:28 B:44

HEX: #051C2C



CMYK: C:1 M:0 Y:0 K:26

RGB: R:187 G:188 B:188

HEX: #BBBCBC



CMYK: C:85 M:69 Y:49 K:43

RGB: R:41 G:58 B:74

HEX: #253746



CMYK: C:0 M:9 Y:16 K:82

RGB: R:45 G:41 B:38

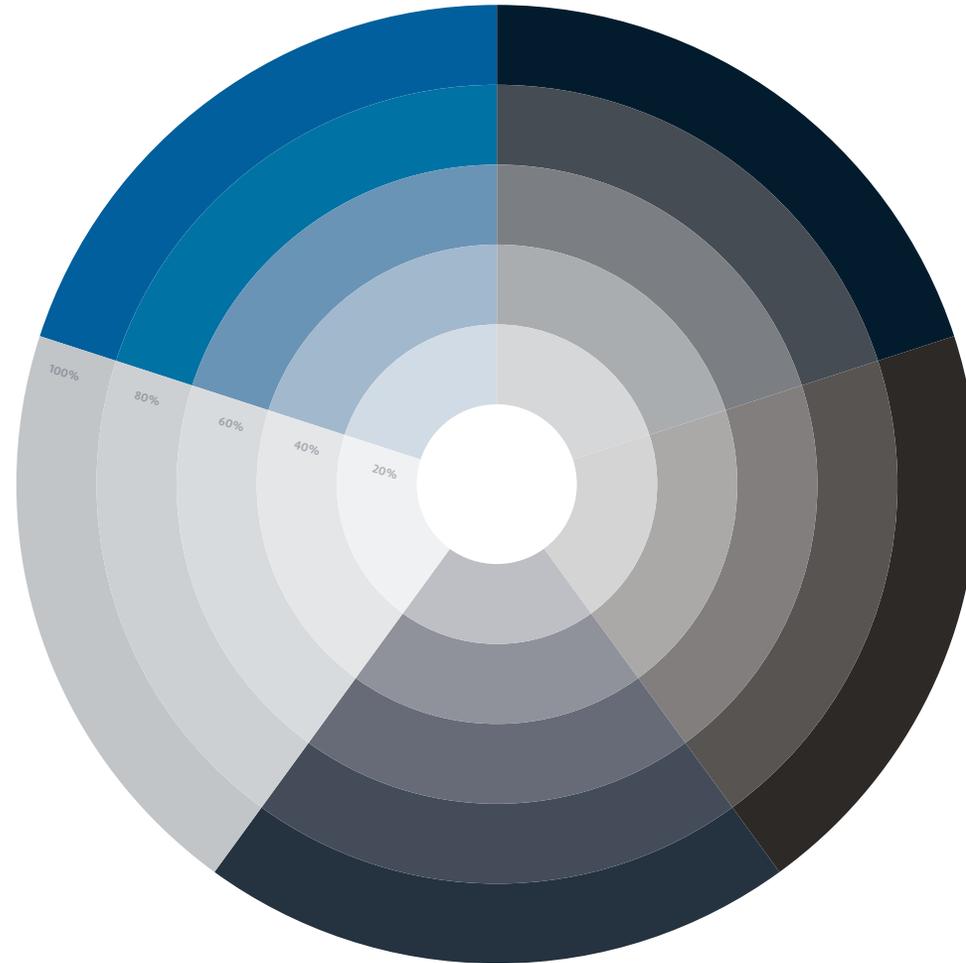
HEX: #2D2926

SECONDARY

Use only in conjunction with our primary colors. These colors are also approved for copy color.

CORE COLOR TINT WHEEL

The core colors should be used at 100% but can be toned if needed. The tint wheel provides a visual guide to what the core colors will look as lighter shades.





Pantone Red 32
CMYK: C:0 M:86 Y:63 K:0
RGB: R:239 G:51 B:64
HEX: E6484F



Pantone 404
CMYK: C:20 M:25 Y:30 K:39
RGB: R:123 G:122 B:117
HEX: #776E64



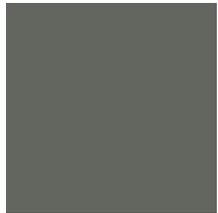
Pantone 7503
CMYK: C:0 M:18 Y:49 K:29
RGB: R:180 G:148 B:92
HEX: #A89968



Pantone 425
CMYK: C:0 M:6 Y:11 K:65
RGB: R:89 G:84 B:79
HEX: #59544F



Pantone 625
CMYK: C:66 M:21 Y:49 K:22
RGB: R:80 G:127 B:112
HEX: #507F70



Pantone 417
CMYK: C:1 M:0 Y:25 K:65
RGB: R:101 G:102 B:93
HEX: 65665C



Pantone 2376
CMYK: C:10 M:16 Y:0 K:62
RGB: R:87 G:81 B:97
HEX: #575161



Pantone 723
CMYK: C:0 M:46 Y:75 K:31
RGB: R:177 G:96 B:45
HEX: #B1602D



Pantone 5523
CMYK: C:8 M:0 Y:1 K:21
RGB: R:184 G:201 B:198
HEX: TKT



Pantone 4001
CMYK: C:4 M:6 Y:40 K:0
RGB: R:233 G:219 B:156
HEX: #E9DB9C

ACCENT COLORS

These colors have been selected to accent the five core colors. They should never be used as a primary color. If you would like to use one of these colors as a prominent color, please contact the PCI marketing department for approval.

These colors should only be used as a small percentage on any layout.

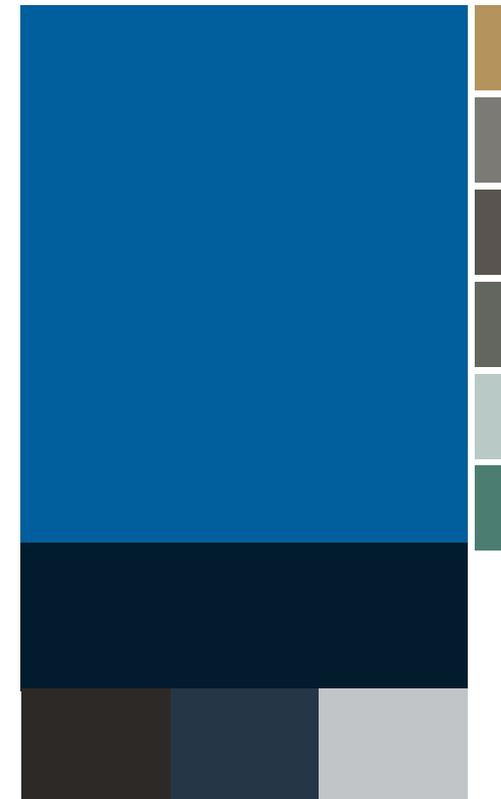
ACCENT COLOR PALETTES

While each of the secondary colors can be used with both of our primary colors, it's recommended that specific accent colors be used depending on which of the primary colors is dominant on a layout.

Pantone Red 32 should only be used where extreme attention is needed. It should never be used as a dominant color of any layout.



Palette with 296 as the dominant color



Palette with 3015 as the dominant color



HAPPENINGS. JOIN US TO LEARN MORE ABOUT PRECAST CONCRETE

UPCOMING DISCUSSIONS

- WHAT IS CONCRETE?**
 CONCRETE IS A COMPOSITE MATERIAL THAT CONSISTS ESSENTIALLY OF A BINDING MEDIUM WITHIN WHICH ARE EMBEDDED PARTICLES OR FRAGMENTS OF AGGREGATE. CONCRETE CONSTITUTES: CEMENT, WATER, AGGREGATES, ADMIXTURES, AIR.
- PRECAST PROJECTS**
 FIU USES PRECAST CONCRETE TO BUILD A RESILIENT AND BEAUTIFUL CAMPUS. FLORIDA INTERNATIONAL UNIVERSITY (FIU) IS MIAMI'S FIRST AND ONLY PUBLIC RESEARCH UNIVERSITY, OFFERING BACHELOR'S, MASTER'S, AND DOCTORAL DEGREES. FIU EMPHASIZES RESEARCH AS A MAJOR COMPONENT IN ITS MISSION TO BE WORLDS AHEAD.

LOG ON TO PCI.COM FOR MORE INFORMATION

For illustration purposes only.



UPCOMING DISCUSSIONS

SATURDAY, AUGUST 25

section

- WHAT IS CONCRETE?**
 CONCRETE IS A COMPOSITE MATERIAL that consists essentially of a binding medium within which are embedded particles or fragments of aggregate. Concrete constitutes: Cement, water, Aggregates, Admixtures, Air.
- PRECAST PROJECTS**
 FIU USES PRECAST CONCRETE TO BUILD A RESILIENT AND BEAUTIFUL CAMPUS. Florida International University (FIU) is Miami's first and only public research university, offering bachelor's, master's, and doctoral degrees. FIU emphasizes research as a major component in its mission to be worlds ahead.

SIGN UP TODAY FOR !
ONE OF OUR DISCUSSIONS !

FOR MORE INFORMATION VISIT PCI.COM

For illustration purposes only.

ACCENT COLORS IN USE

This exercise shows examples of color hierarchy specifically as it pertains to accent colors. ***These are not layout examples.***

The box below illustrates the proper use of Pantone Red 32. It should be used in small doses to grab attention, but not as a principal color.



NOTIFICATION SAMPLE

The is an example of the proper way to use Pantone Red 32. Use this color only in extreme cases to draw immediate attention.

TYPEFACE FAMILIES

PREFERRED TYPEFACE FAMILIES

The use of consistent typography across a wide range of visual communications presents a unified image of our association. The typeface families we employ feature a variety of weights to help you create typographic hierarchies in print materials.

NOTE FOR ONLINE, HTML, INTERNAL DOCUMENTS, AND POWERPOINT PRESENTATIONS, YOU SHOULD SUBSTITUTE TIMES NEW ROMAN AND ARIAL FOR THE PREFERRED FAMILIES.

TIMES

Use Times for body copy or headings.

Times Extra Bold
Seravek Bold Italic

Times Bold
Times Bold Italic

Times Semibold
Seravek Semibold Italic

Times Roman
Times Roman Italic

CENTAUR

Use Centaur for headings and titles (this is the typeface used in the PCI logo).

Centaur MT w Bold
Centaur MT St Bold Italic

Centaur MT Std Regular
Centaur MT Std Regular Italic

Helvetica Extra Compressed

Helvetica Ultra Compressed

Helvetica Compressed

Helvetica Light Condensed
Helvetica Light Condensed Oblique

Helvetica Condensed
Helvetica Condensed Oblique

Helvetica Bold Condensed
Helvetica Bold Condensed Oblique

Helvetica Black Condensed
Helvetica Black Condensed Oblique

HELVETICA

Use Helvetica for body copy or headings. Helvetica also works well when you want legibility in really small type.

Helvetica Light
Helvetica Light Oblique

Helvetica Roman
Helvetica Roman Oblique

Helvetica Bold
Helvetica Bold Oblique

Helvetica Black
Helvetica Black Oblique

ALTERNATE TYPEFACE FAMILIES

We communicate daily through a vast array of internally generated documents. With this in mind, it is acceptable to use the following alternate typeface families, which are readily available on most PC operating systems.

ARIAL (in lieu of Helvetica)

Arial Regular
Arial Italic

Arial Bold
Arial Bold Italic

Arial Narrow
Arial Narrow Italic

Arial Narrow Bold
Arial Narrow Bold

TIMES NEW ROMAN (in lieu of Times or Centaur)

Times New Roman Regular
Times New Roman Regular Italic

HELVETICA NEUE (in lieu of Helvetica)

Helvetica Neue Regular
Helvetica Neue Italic

Helvetica Neue Medium Italic
Helvetica Neue Medium Italic

Helvetica Neue Bold Italic
Helvetica Neue Bold Italic

TUNGSTEN

Tungsten is a versatile sans serif font. Use it predominantly for headlines and titles.

Tungsten Bold
Tungsten Semibold
Tungsten Medium
Tungsten Book
Tungsten Light

SERAVEK

Seravek works well as either a headline/title font as well as for body copy.

Seravek Bold
Seravek Bold Italic
Seravek Medium
Seravek Medium Italic
Seravek Regular
Seravek Regular Italic
Seravek Light
Seravek Extra Light Italic

**EXPANDED
USE TYPEFACES**

These three families have been added for usage in cases when a more contemporary or elegant message is necessary.

BICKHAM SCRIPT PRO

Bickham is recommended for use on invitations. It is available for other suitable applications as well, but is to be used with discretion and restraint. It should never be used for blocks of body copy.

Bickham Script Pro
Dolum ipid el etumque cusulorem
ut quia idemquaectus ipsaped.

OUR LOGOS



THE STORY BEHIND THE LOGO

Unveiled in October 2005, the PCI logo serves as the cornerstone of our visual identity. It identifies our brand in a simple, memorable form. It conveys meaning through its shape, color, style, and typography. The logo reflects the qualities and goals of PCI:

**SUPPORTING THE GROWTH OF THE PRECAST/PRESTRESSED CONCRETE INDUSTRY
FOSTERING THE SUCCESS OF OUR MEMBERS AND THE INDUSTRY AS A WHOLE
SERVING AS THE NEXUS OF THE MANY FACETS OF THE INDUSTRY**

WHAT THE LOGO REPRESENTS

The logo's appearance is meant to convey meaningful ideas, both literal and figurative, about our brand. The logo consists of the "break the mold" graphic positioned over the letters PCI. The following visual features of the logo tell our audience who we are and what we do:

IN A LITERAL SENSE, THE BOX AND ARCH SHAPES represent the precast concrete and, prestressed industry's interests in both building and bridge construction. The arch rises out of the box, indicating the solid structural integrity of precast concrete. Yet this design also has a figurative meaning: It communicates the ability of precast concrete to extend the possibilities of design and inspire creativity. It also refers to the continuity of PCI as an organization spanning the past, present, and future of the industry.

THE PCI LETTERING POSITIONED BELOW THE BOX AND ARCH emphasizes the organization's role in supporting our members and fostering the growth of the industry.

THE PRONOUNCED SERIFS OF THE FONT used for the letters PCI summon mental images of recognizable shapes and structures from the array of precast concrete products. At the same time, they convey the stability and strength of PCI as an institution.

BECAUSE OUR LOGO SERVES SUCH AN IMPORTANT PURPOSE IN IDENTIFYING OUR BRAND, ITS USAGE AND APPLICATION SHOULD STRICTLY FOLLOW THE RULES IDENTIFIED IN THE PCI BRAND STANDARDS.

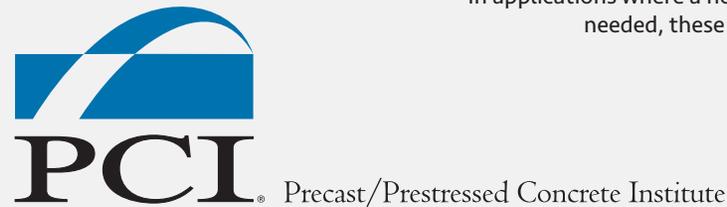
THE PREFERRED PCI LOGO

The preferred, two-color positive logo should always be the first option when selecting a logo variation for printing, web and signage applications. Where applicable, however, the white or single-color logos may be used.



ALTERNATE LOGO USAGE

In applications where a horizontal version of our logo is needed, these logos are approved for usage.



LOGO COLOR

The color logo is always preferred over the black or white version. No variations of color are allowed. **The black logo should only be used in one color applications.**



Pantone 3015 C
CMYK: C:100 M:30 Y:0 K:20
RGB: R:0 G:115 B:174
HEX: TK

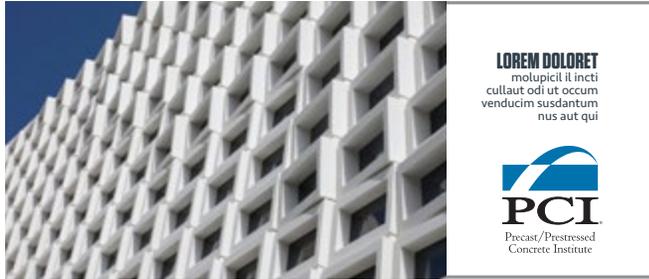
Pantone Black 6
CMYK: C: M:0 Y:0 K:100
RGB: R:0 G:0 B:0
HEX: #000000



Page White
CMYK: C: M:0 Y:0 K:100
RGB: R:255 G:255 B:255
HEX: #FFFFFF



Pantone Black 6
CMYK: C: M:0 Y:0 K:100
RGB: R:0 G:0 B:0
HEX: #000000



CONTRAST

Always use the two-color logo when possible. The preferred use is the color logo against a white background. When placing the logo against a dark color field or over a photo, the page-white logo may be used to provide adequate contrast.



Top: This illustrates the preferred use of the PCI logo – 2-color against a white background

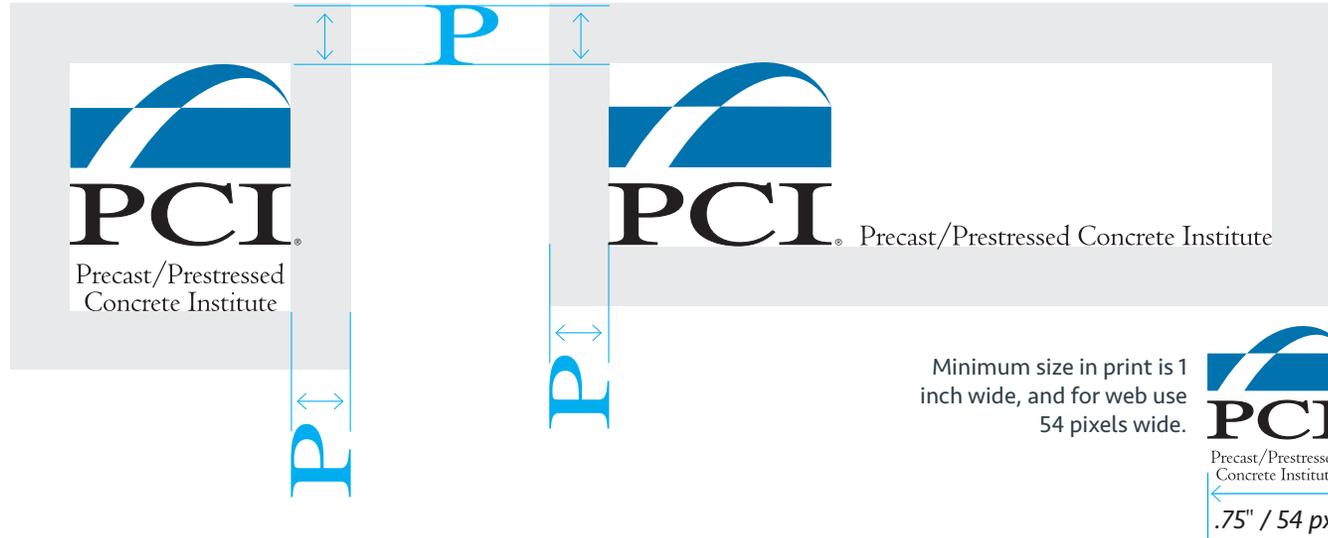
Center: The low contrast and dark color in the corner of this image permits the white logo to be used without a screened box.



Bottom: In this instance, neither the color or white logo would have had appropriate contrast so a transparent box has been utilized.



When placing the color logo over a tinted color or over a photo, be certain the contrast resembles this example MINIMALLY. When in doubt, use either the white logo or a screened box as illustrated above. (25% black shown here).



SPACING AND SIZE

The logo must have an adequate clear zone or space surrounding the logo. The clear zone is calculated using a square unit of measure based on the height of the P in the logo. The size of the square, and thus the size of the clear zone, increases or decreases in proportion to the logo's size.

PCI
Precast/Prestressed
Concrete Institute

8770 W. Bryn Mawr Ave.
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Phone: 312-786-0300
Fax: 312-621-1114
www.pci.org

PCI Precast/Prestressed Concrete Institute

8770 W. Bryn Mawr Ave. | Suite 1150 | Chicago, IL 60631
Phone: 312-786-0300 | Fax: 312-621-1114 | www.pci.org

LOGO SIGNOFF

When using the PCI logo in connection with contact information at the end of a document, there are special rules that apply. Generally, national advertising for PCI should feature the logo only, with a separate call to action directing the audience to the website and/or phone number for more information. For most materials, a more complete set of information may be required, and the two examples below present acceptable methods for including such information. When including contact information, always remember to maintain an adequate clear zone.



70TH ANNIVERSARY LOGO

The Precast/Prestressed Concrete Institute (PCI) is celebrating 70 years of success in 2024. In celebration of this historic year, a unique PCI logo lockup has been created for use in our anniversary related communications in 2024. The logo consists of the PCI logo with a 70 year anniversary extension.

We've designed this temporary logo for limited use, aligning with our visual identity and ensuring a consistent way to recognize this significant milestone when sharing stories or promoting events coinciding with our anniversary.

Use the logo as normal, adhering to spacing, color and size requirements of our established PCI logos.

Please adhere to the same guidelines on page 35 regarding incorrect logo usage.

Do not use the anniversary logo extension without the PCI logo.



This logo variant has received approval and can be utilized within the same specified parameters.



PUBLICATION MASTHEADS

This shows the correct usage for the mastheads of our publications.



CERTIFICATION LOGOS

PCI-Certified Plants, erectors, and personnel may use and are encouraged to use the appropriate PCI logos to show their relationship with PCI. Using these logos communicates your status as being PCI-Certified and associates attributes of the PCI brand, such as technical excellence, quality, and integrity, with yourself or your company. PCI-Certified organizations and individuals are encouraged to use the appropriate logos below on their websites, business cards, stationery, proposals and bid documents, marketing materials, etc.

NOTE: PCI-Certified organizations and individuals may NOT use the PCI logo by itself, as they are not PCI, but rather affiliated with PCI. They may also NOT use the "PCI certification" logo, as that is only used by PCI to represent the program. Certified individuals and certified organizations may NOT place or use any of the "PCI Certification" logos on Products and Laboratory test, calibration, or inspection reports.

FOR PCI-CERTIFIED PERSONNEL:



FOR PCI-CERTIFIED ORGANIZATIONS:



TERMS OF PCI CERTIFICATION LOGO USAGE

Please refer to page 44 for complete Terms of PCI Certification Logo Usage.

PCI MEMBER LOGOS

PCI members may use and are encouraged to use the appropriate PCI logo to show their relationship with PCI. By doing so the associated attributes of the PCI Brand, such as technical excellence, quality, and integrity, are also associated with members themselves. PCI members are encouraged to use the appropriate logos below on their websites, business cards, stationery, proposals and bid documents, marketing, etc. Below are approved logos that PCI members may use.

NOTE: PCI members may NOT use the PCI logo by itself, as they are NOT PCI, but rather affiliated with PCI. Logos may be used in blue, black, or reversed white.



SPECIAL PURPOSE LOGOS

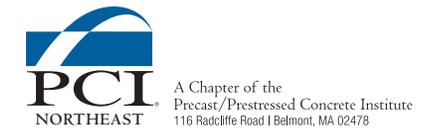
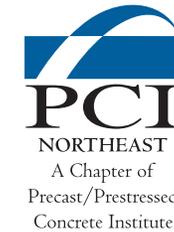
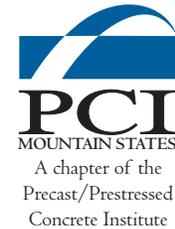
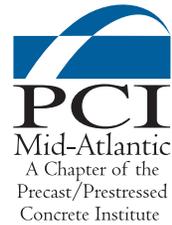
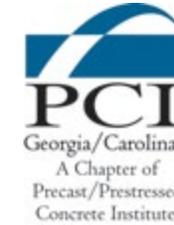
These are the special purpose logos that have been approved for unique usage.



PCI AFFILIATE LOGOS

PCI Regional organizations should use the appropriate PCI logo to show their relationship with PCI. Doing so communicates your status as being a PCI Regional organization and associates attributes of the PCI Brand, such as technical excellence, quality, and integrity, with your organization. Use of the appropriate logos are further defined in specific chapter agreements.

NOTE: PCI regional organizations may NOT use the PCI logo by itself, as they are NOT PCI, but rather affiliated with PCI.





Do not warp or skew our logo.



Do not change the color of the logo.



Do not recreate or change the logo type.



Do not rotate our logo.



Do not add drop shadows or glows to our logo.



Do not add outlines to our logo.



Do not apply metallic or 3-dimensional effects, such as bevel or emboss to our logo.



Do not disproportionately scale our logo.



Do not add elements to our logo.

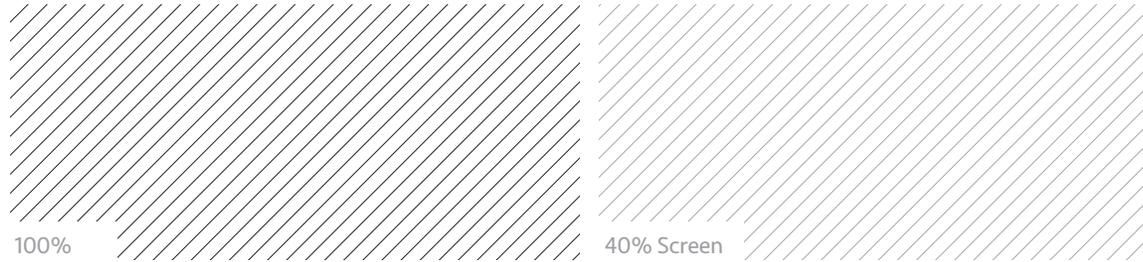


Do not rearrange, separate, or remove elements of the logo.

INCORRECT LOGO USAGE

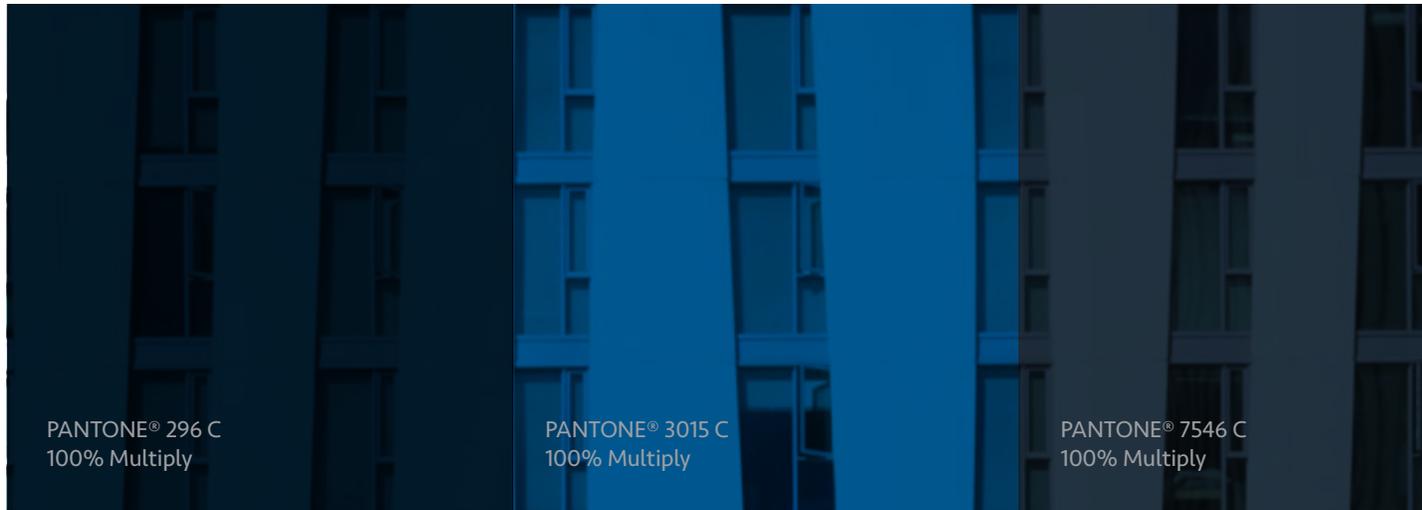
Any modification of our logos confuses their meaning, diminishes their impact, and is not allowed. Precise logo artwork has been created to accommodate any usage need. Never redraw, translate or otherwise alter our logo in any way. The following list of incorrect usages must be avoided to maintain the integrity of the PCI brand.

GRAPHIC ELEMENTS



DIAGONAL PATTERN

Use this pattern to establish hierarchy, direct the eye, connect disparate elements, and call out key information.



COLOR OVERLAY

Color overlays are a convenient way to activate our brand messaging with our brand colors, photography and artwork affected by a brand color overlay become a vibrant bed for copy to rest on or reverse out of.



HOW PRECAST BUILDS LOGO

HOW PRECAST BUILDS® is the cornerstone of PCI's current marketing campaign. It answers the questions of our key external audiences of architects, engineers, builders, owners, and contractors. It assuages their concerns and addresses their needs. Whether they are asking for strength, creativity, speed, or any of the many benefits delivered by resiliency, efficiency, and versatility, it is what they get with precast concrete. It is HOW PRECAST BUILDS.

The campaign graphic nods directly to the arch in the PCI logo, and adheres to the same size proportions. The type should never be altered, changed or repositioned. Examples of uses in print and digital advertising, as well as in presentations, are included in this guide. Helvetica Neue is the font for HOW PRECAST BUILDS and can be used in body copy for advertisements supporting this campaign.

HOW PRECAST BUILDS is a registered trademark of PCI. The logo should always be used with the ® as shown in this Guide.

In copy, the phrase HOW PRECAST BUILDS should be in all capital letters with a superscripted ® upon first mention. After first mention, the ® may be omitted. The phrase and logo as a registered trademark should not be altered or changed, changed or repositioned. Examples of uses in print and digital advertising, as well as in presentations are included in this guide. Helvetica Neue is the font for HOW PRECAST BUILDS and can be used in body copy for advertisements supporting this campaign.

PRECAST PROTECTS LIFE™

PRECAST PROTECTS LIFE™

PRECAST PROTECTS LIFE LOGO

Precast Protects Life™ serves as a significant initiative aimed at highlighting and advocating for the durability and sustainability of precast concrete. It achieves this by showcasing projects that have successfully withstood severe storms, natural disasters, and other destructive events.

This logo should be used to add emphasis to the life saving properties of precast concrete in materials such as presentations or editorial content.

PHOTOGRAPHY

PHOTO STANDARDS

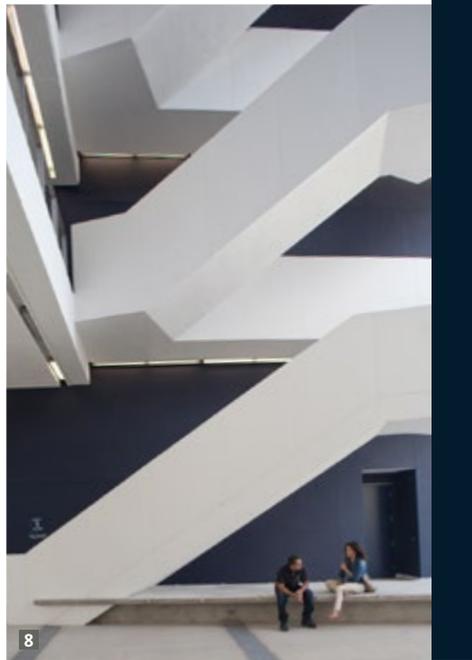
The images you choose for the materials you create should reflect the quality of precast concrete as a material and inspire your audience to consider precast concrete solutions. Images should also mirror the message that you are trying to convey and the audience that you are “speaking” to. In order to choose images that best reflect the merits of precast, ask yourself the following questions:

- Does the image portray excellence in design and construction?
- Is the image’s composition simple and uncluttered?
- Does the image help tell the story of PCI and the precast, prestressed concrete industry?

The following images exemplify the kind of work that will demonstrate the value of precast, prestressed concrete to your audience. These photographs and drawings show how collaboration with PCI-certified precast concrete producers can add value to the work of architects and engineers.



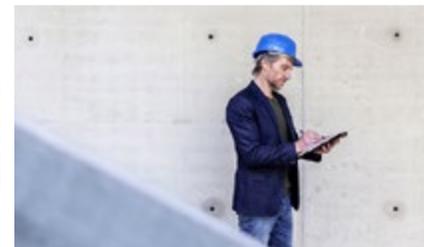
1. 1200 Intrepid. Photo Credit: Rasmus Hjortshoj 2. The Broad Museum. Photo Credit: Willis Construction 3. San Jose State University Student Union Photo Credit: James Steinkamp 4. Florida International University (FIU) Science Classroom Complex/Academic Health Center. Photo Credit: Miami In Focus 5. Ralph L. Carr Judicial Center. Photo Credit: Steve Maylone 6. Marc Basnight Bridge Photo Credit: ©HDR, Inc. 7. Florida International University (FIU). Photo Credit: Robin Hill 8. Florida International University (FIU). Photo Credit: Robin Hill

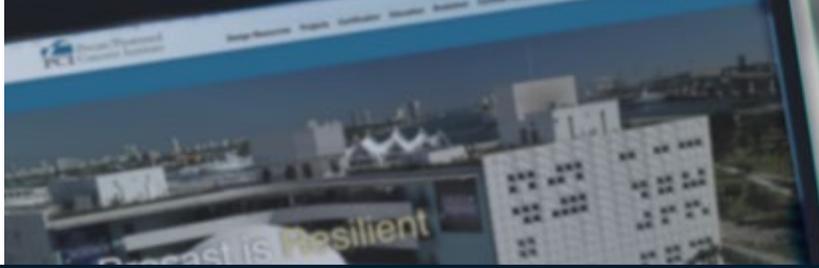


STOCK ART PHOTOS

Special attention should be given to selecting images with bold composition and a shallow depth of field. Consider images that depict professionals working together, images that emphasize the work and design, as well as images that reflect the unique nature of precast concrete.

All images should be of the highest quality and relevant to the message being delivered. Images should never appear posed or frivolous.

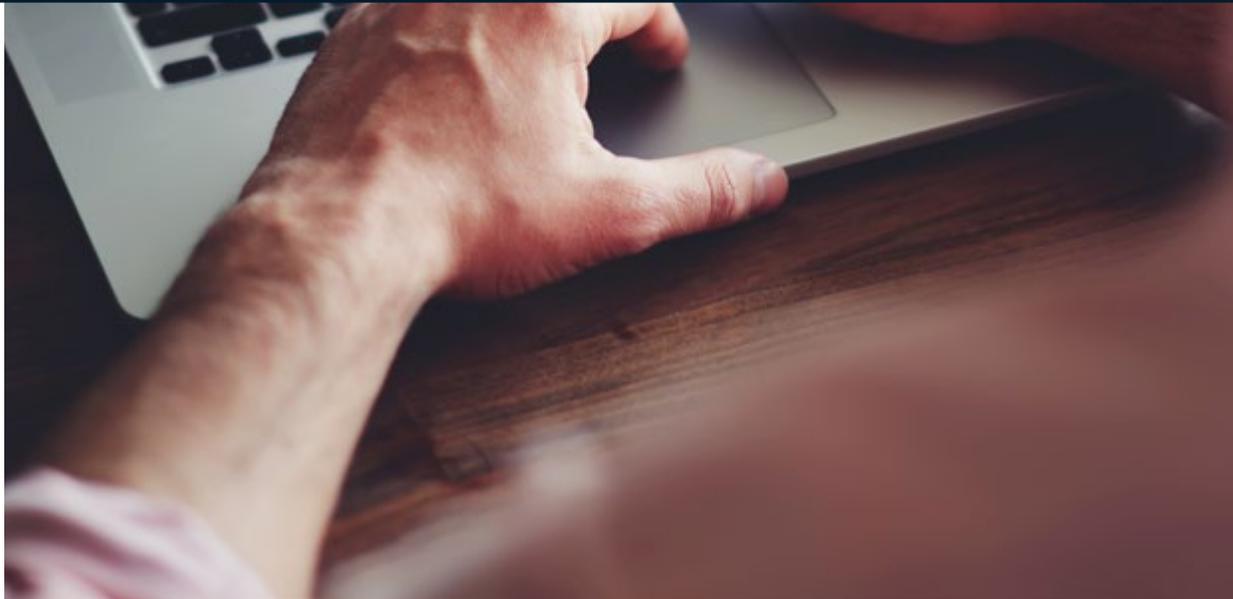




CONSISTENT CREATIVE IS THE KEY TO STRONG BRAND COMMUNICATION.
ON-BRAND DESIGN SUPPORTS A COHERENT BRAND MESSAGE.

03

HOW SHOULD MATERIALS LOOK?



HOW PRECAST BUILDS.

BUILDS WELL WITH OTHERS.
So much more than just another building material, precast concrete is your design-build creative partner, working in tandem with your vision. Versatile and resilient. Efficient and strong.

Find your ideal Project Delivery partner at www.pci.org/colldocasts. Collaboratively. How Precast Builds.

PRINT, DIGITAL, COMMUNICATIONS, TRADESHOW

All airlines to us
 Travel Business Women
 Person Sunlight Women
 Departure Area Arrivals
 Color Indoors Lifestyle
 Only Beautiful Precast
 Length Glass - Modern
 Women Passenger Only
 Waiting Flying Vacation
 Arrival Boarding Female
 Lifestyles Made of Text
 People Beauty Business
 Material Impatient Patient
 Passenger One Woman
 Versatile Back A Shot
 Females Only Women
 Transport Sunset Adult
 Business Finance and

PRINT ADVERTISING

In support of the HOW PRECAST BUILDS campaign, PCI has developed a series of advertising templates that may be adapted for use by the PCI regions. The examples below offer a variety of ways to highlight a project to tailor messaging to a particular region or audience. The use of call out text or photo insets offers flexibility for messaging while adhering to the overall look of the campaign.



HOW PRECAST BUILDS.

BUILDS WELL WITH OTHERS.
So much more than just another building material, precast concrete is your design build creative partner, working in tandem with your vision. Versatile and resilient. Efficient and strong.

Call-out detail view here. Talk about features and or benefits of precast concrete. Keep it short and simple.

Call-out detail view here. Talk about features and or benefits of precast concrete. Keep it short and simple.

Call-out detail view here. Talk about features and or benefits of precast concrete. Keep it short and simple.

PCI
Precast/Prestressed
Concrete Institute

Sutter Medical Center, County Valley, CA
Photo: Clark Pacific

Find your ideal Project Delivery partner at www.pci.org/infolink. Collaboratively. How Precast Builds.

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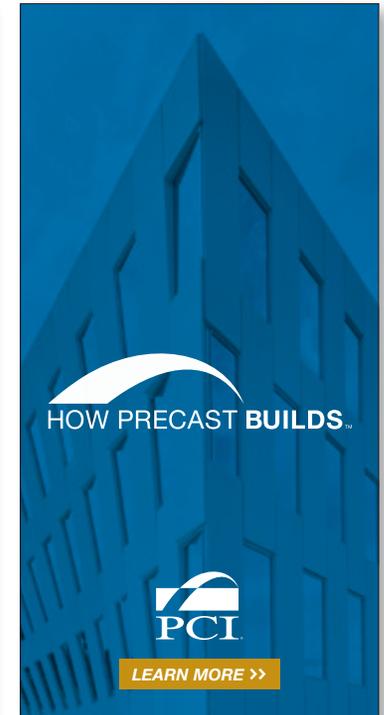
PCI
Precast/Prestressed
Concrete Institute

Sutter Medical Center, County Valley, CA
Photo: Clark Pacific

Find your ideal Project Delivery partner at www.pci.org/infolink. Collaboratively. How Precast Builds.

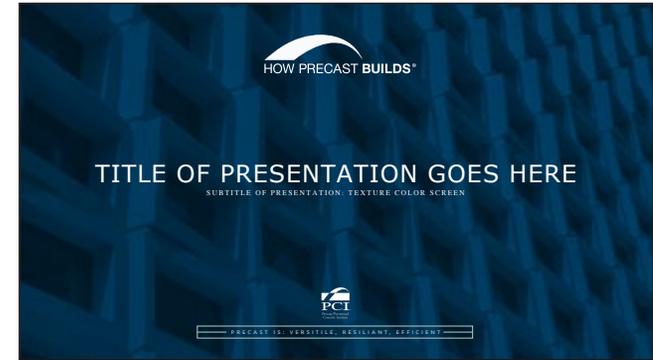
DIGITAL ADVERTISING

In support of the HOW PRECAST BUILDS campaign, PCI has developed a series of online advertisements. The digital environment is challenging because the real estate is small and tends to be cluttered. Digital imagery and messaging must be simple and consistent in order to build recognition of the campaign and tie it to the PCI brand.



POWERPOINT TEMPLATE

A standardized PowerPoint template enables us to project a consistent and professional corporate identity in our presentations. The template shown here should be used for all presentations, inside and outside the association. The file is available for use by all PCI employees.

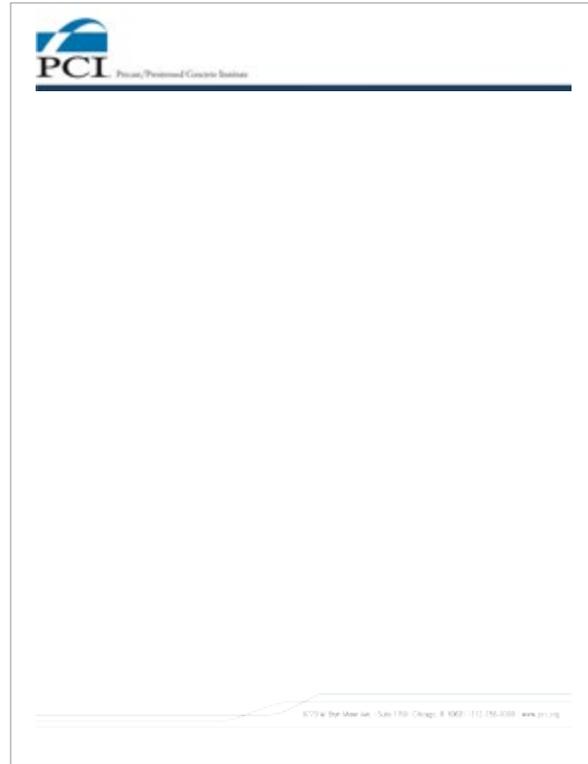


STATIONERY

The professional and visually consistent design of our stationery conveys our corporate identity to the people with whom we communicate. As such, it is important to maintain a style that serves this purpose across a range of materials, including business cards, letters, forms, and envelopes. Below are the basic elements of PCI stationery.



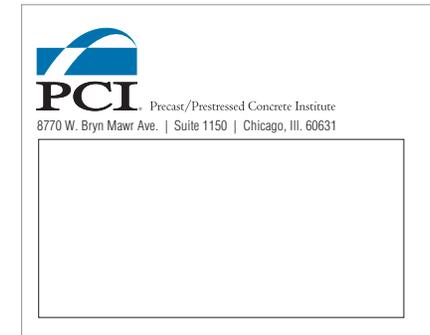
Envelope



Letterhead



Business Card (Front)

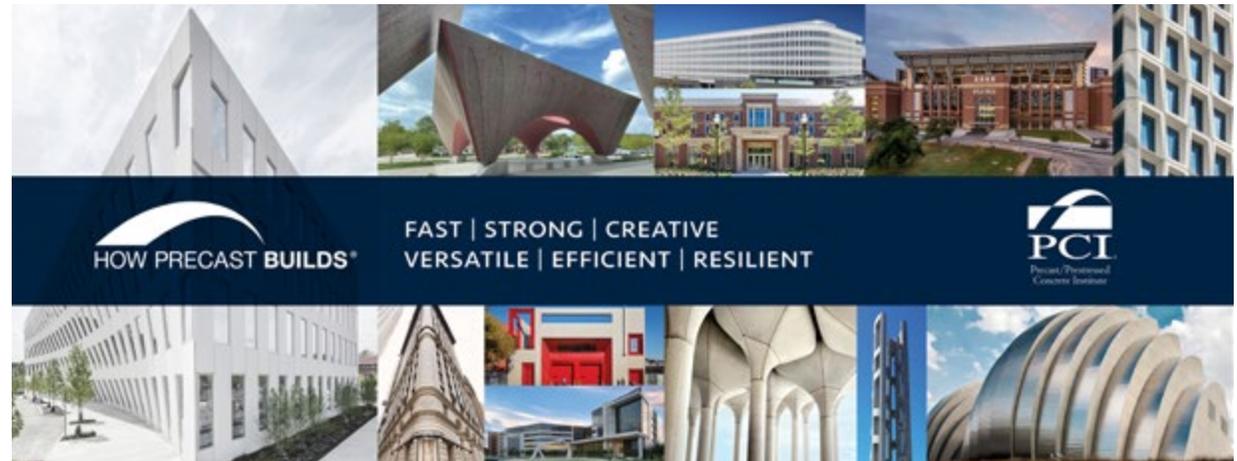


Mailing Label

TRADESHOW GRAPHICS

Tradeshows present an excellent opportunity for us to display our brand to a wide audience through the use of large-format graphics. When designing such graphics for a tradeshow, keep in mind the following basic guidelines:

- The logo should be displayed clearly and prominently.
- Graphics should communicate our corporate identity in a simple, straightforward way.
- Typography should be kept to a minimum.
- Typography and graphics should pique interest and serve as a conversation starter.



TERMS OF PCI CERTIFICATION LOGO USAGE

1. A precast, prestressed concrete manufacturing plant which has successfully completed the PCI Plant Certification Program process is authorized to use the PCI Certified Plant logo on documents/other materials such as:
 - stationery
 - advertising material
 - publications
 - presentations
 - headed paper
 - business cards,
 - web sites
 - invoices
 - transport documents
 - posters
 - signs of the: organization, company vehicles
2. The PCI Certified Plant is authorized to use the PCI Certified Plant logo in accordance with the conditions given below (except for any changes to be agreed in advance with PCI in writing). The PCI Certified Plant logo is to be used together with the mark and/or business name of the certified plant.
 - Any use not expressly covered by these terms or a contract with PCI is to be previously authorized in writing by PCI.
 - An organization may not, under any circumstances, transfer the right to use the PCI Certified Plant logo to third parties.
 - The PCI Certified Plant logo must not, in any way, be confused with a product certification mark.
 - In the case of company management system certification, neither the PCI logo nor the accreditation body's mark (IAS) are ever to be affixed separately or together on the products manufactured or supplied by the holders of the certificate and on their packaging or wrapping (primary).
 - Test reports and/or calibration certificates issued by laboratories, whose company quality management system has been certified by PCI under accreditation, must never contain either the accreditation mark of the accreditation body (IAS) together with that of PCI or even simply the PCI logo.
 - The PCI Certified Plant logo may not be used on items such as calculations, shop drawings, bid proposal documents, or in any other manner which may create the impression that PCI is in any way connected to or endorses any element of the organization's business operations.

3. Prior to printing advertisements or announcements which refer to the PCI Certification Program and/or the plant's certified status as a means of promoting the use of the plant's product, the plant shall obtain written approval from PCI. (This requirement does not preclude the use of the PCI Certification logo on stationery or forms.)
 - Proposed copy shall be submitted to PCI's Director of Certification Programs for approval and will be reviewed within fifteen (15) working days of receipt.
4. Any PCI Certified Plant that fails to comply with PCI's Logo Usage Policy shall be removed from the program if such failure is not corrected while the plant is suspended. A plant that is removed from the program, per these terms shall not be able to reapply for PCI Plant Certification for at least (2) two years.

SANCTIONS

1. Any breaches of these Rules by certified organizations will be sanctioned by PCI through the adoption of the following measures, in increasing order of severity:
 - a. Written warning with a request to take the necessary steps and corrective action;
 - b. if the above steps and corrective action is not taken or is inadequately taken or the error continues to be made: the certificate of the certified organization will be suspended for a period of time commensurate with the severity of non-compliance;
 - c. if noncompliance persists and/or breaches continue beyond the end of the suspension period, the certificate will be revoked.
2. For each breach of the rules contained in this document related to use of the logo, in the PCI Plant Certification contracts, in PCI Brand and Design Standards relevant to individual services provided or in any other applicable regulations, PCI has the right to be compensated for any damage suffered due to the improper use of the logo(s) by organization in addition to injunctive relief to prevent continued unauthorized use of PCI's mark(s).
3. PCI reserves the right to verify that the logos are used in compliance with these Rules, any other PCI contract, or by any other documentation regarding proper trademark usage provided to the organization by PCI by asking the organization to provide PCI with documentation such as catalogs, packaging, headed letter paper, etc. Upon any refusal to comply with PCI's requests, PCI will have the right to terminate the PCI Plant Certification contract and to report any misuse of its logos on its web site.

College Crevin
Photo Credit: AltusGroup

If you require any clarification or additional information regarding our brand standards, please contact:

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Precast/Prestressed Concrete Institute
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Chicago, IL, 60631 USA
(312) 360-3201 (Direct)
bking@pci.org



11 Hoyt Street
Photo Credit: Binyan Studios



HOW PRECAST BUILDS®



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8770 W. Bryn Mawr Ave. | Suite 1150 | Chicago, IL 60631
Phone: 312-786-0300 | Fax: 312-621-1114 | www.pci.org

Background Image – The Broad Museum. Photo Credit: Willis Construction