BRAND BOOK

Messaging, Logo Usage and Basic Graphic Standards

MECHANICAL

SERVICE

STEEL

ENERGY

WATER

ELECTRICAL

MISSION CRITICAL

RK CORPORATE BRAND MESSAGES

SLOGAN

What is the ultimate value we deliver to customers?

RK: A POWERHOUSE OF INTEGRATED MECHANICAL, FABRICATION AND SERVICE SOLUTIONS

ELEVATOR SPEECH

What does RK do?
Who do we do it for, and how does it help them?

RK gives construction, industrial and commercial clients a powerful single source for mechanical contracting, custom manufacturing, steel fabrication, prefabricated construction, facilities maintenance services, electrical work and water treatment solutions.

VALUE PROPOSITION

Why should a customer hire RK
rather than any of our competitors?

No matter which RK business unit you're doing business with, your project or service request is backed by the powerful resources of all RK units. Your business gains access to a variety of trade skills, cross-functional advice and broad fabrication capabilities. As the region's largest and most capable supplier of mechanical, fabrication and facilities services solutions, you can rely on us to perform multiple aspects of complex projects. You benefit from working with fewer subcontractors while increasing the efficiency and value of any project or work order, no matter how large or small.

COMPANY OVERVIEW

About RK, what we do, why a customer should hire us
and bullets outlining our core products and/or services.

About RK

RK is the region's largest and most capable supplier of mechanical, fabrication and facilities services solutions for construction, industrial and commercial clients. Customers can rely on us to perform multiple aspects of complex projects. They benefit from working with fewer subcontractors while increasing the efficiency and value of any project, no matter how large or small. We're a reliable single source for mechanical contracting, custom manufacturing, steel fabrication, prefabricated construction, facilities maintenance services, electrical expertise and water treatment solutions.

RK's seven business units are supported by over 1,000 skilled employees. With two locations in Denver and Henderson, Colorado that span 24 acres, we offer more than 155,000 square feet of leading-edge fabrication facilities. We've been ranked among the Denver Business Journal's Top 10 Places to Work and Top 10 Healthiest Places to Work. RK is a family-owned, Colorado-based firm that is also known for giving back to our community through the RK Foundation. For over half a century, clients have relied on RK's experience, impeccable safety and commitment to quality.

Business Units

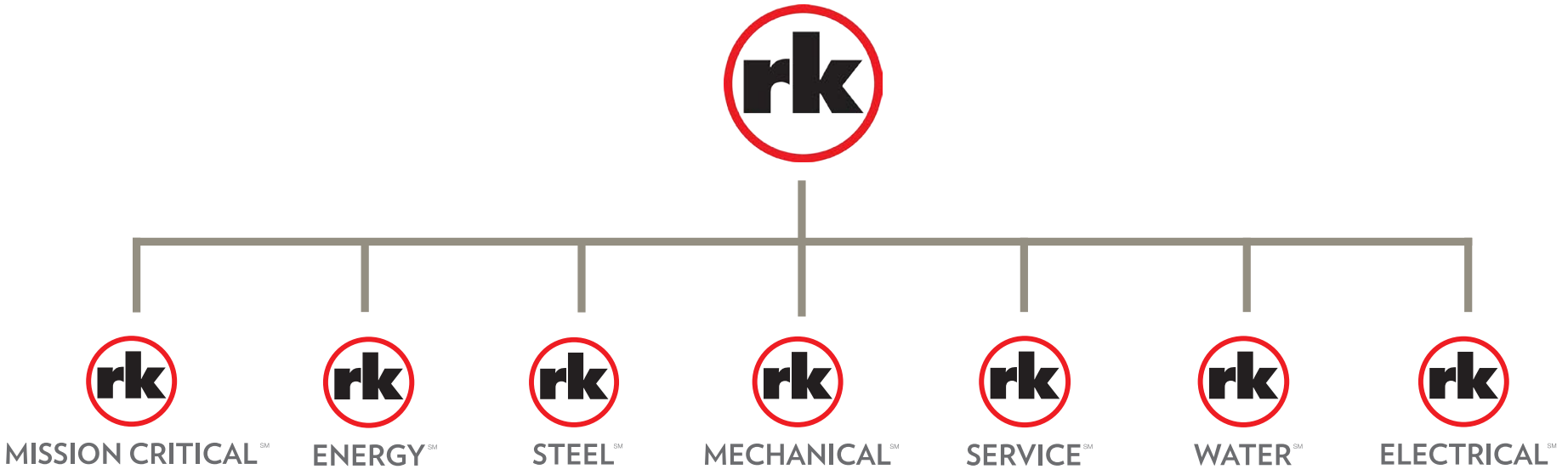
- **RK Mechanical**: Specialty mechanical contractor for fabricating and installing HVAC, plumbing and piping.
- **RK Steel**: Premier shop for the fabrication and installation of structural steel and miscellaneous metals.
- **RK Energy**: Custom solutions and prefabricated facilities for oil and gas and other energy sector industries.
- **RK Service**: Projects, facilities services, Planned Maintenance Agreements and emergency calls.
- **RK Electrical**: Projects, installations, repairs, energy efficiency retrofits, VFDs and more.
- **RK Water**: Water treatment solutions, water system installation and repairs, water lab analysis.
- **RK Mission Critical**: Off-site construction and on-site assembly of custom data center facilities.

RK BRAND UMBRELLA

rk mechanical IS NOW rk

RK is the corporate umbrella brand over seven business units that operate under these trade names, referred to precisely as:

1. **RK Mechanical**: Specialty mechanical contractor for fabricating and installing HVAC, plumbing and piping.
2. **RK Steel**: Premier shop for the fabrication and installation of structural steel and miscellaneous metals.
3. **RK Energy**: Custom solutions and prefabricated facilities for oil and gas and other energy sector industries.
4. **RK Service**: Projects, facilities services, Planned Maintenance Agreements and emergency calls.
5. **RK Electrical**: Electrical projects, installations, repairs, energy efficiency retrofits and emergency calls.
6. **RK Water**: Water treatment solutions, water system installation and repairs, water lab analysis.
7. **RK Mission Critical**: Off-site construction and on-site assembly of custom data center facilities.



LOGO USAGE GUIDELINES

MINIMUM CLEARANCE

Allow for clear space around the entire logo, approximately as much white space as shown by the blue outline around each logo below.

Do not alter the logo in any way: do not allow the logo to touch other text or design elements. Do not add any words or design elements to it.

MINIMUM SIZE

The minimum size for the logo is when the RK circle reaches 3/8 (.375) inches in diameter. Keep the logo at or above this size.

THREE ACCEPTABLE COLOR VARIATIONS

STANDARD: TWO COLORS
For use on white or light colored backgrounds.
Use this version whenever possible as this is the primary logo.

BLACK ONLY: ONE COLOR
The entire mark is in black.
For use on white to medium colored backgrounds.
Use black for less important or internal documents to conserve color ink.

REVERSE WHITE: ONE COLOR
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For use on medium to dark colored backgrounds.

DO NOT ALTER THE COLORS

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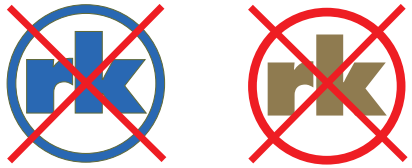

WHEN TO USE FILE FORMATS: PNG, JPG AND EPS OR AI

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EPS AND AI: These are graphic design program formats that cannot be opened in most office applications. These are for use by Marketing, and are also for sending files to professional printers.

ONLY INCLUDE THE "SM" SERVICE MARK ON BUSINESS UNIT LOGOS

The corporate logo does ***not*** require the service mark to be included.

RK MECHANICAL BRAND MESSAGES

SLOGAN
What is the ultimate value we deliver to customers?

MECHANICAL ADVISORS YOU CAN TRUST

ELEVATOR SPEECH
What does RK Mechanical do?
Who do we do it for, and how does it help them?

I work for RK Mechanical, the region's largest specialty mechanical contractor. We help general contractors and building owners complete any type of construction project by fabricating and installing the mechanical systems, including HVAC, sheet metal, plumbing and piping.

VALUE PROPOSITION
Why should a customer hire RK Mechanical rather than any of our competitors?

No matter how large or small the project, we recommend mechanical solutions at every step that can improve the project's constructability, increase efficiency and reduce risk. We do more than just install systems—we use our broad engineering, fabrication and job site expertise to improve design plans, streamline installation and ensure a strong project finish.

rk MECHANICAL℠

UNIT OVERVIEW
About the unit, what we do, why a customer should hire us and bullets outlining our core products and/or services.

About RK Mechanical

RK Mechanical is the Rocky Mountain Region's largest and best equipped full-service specialty mechanical contractor. We help general contractors and owners complete any type of construction project by fabricating and installing the mechanical systems, including HVAC sheet metal, plumbing and piping.

At every step—from preconstruction through operations and project close-out—we recommend mechanical solutions that can improve the project's constructability, increase efficiency and reduce risk. Our team uses advanced estimating software, industry-leading BIM skills and expert scheduling and budgeting to ensure every project starts—and finishes—strong. We work on all types of facilities, including high-rise office, multi-family, medical, government, technology, event centers and more.

What We Offer

- One team approach: Open dialogue and idea sharing among all partners.
- Plan-spec, design-assist and design-build expertise.
- Preconstruction: Advanced estimating for expedited project costing.
- BIM: Certified Autodesk Trainers; precision design to streamline fabrication and installation.
- Fabrication capabilities: 155,000 square feet for sheet metal, plumbing, piping and more.
- Operations: Expert scheduling plus ISO and OSHA-accredited safety and quality systems.
- Energy enhancement experience: Over 30 LEED-Certified professionals.

RK MECHANICAL LOGO USAGE GUIDELINES

HORIZONTAL AND VERTICAL VERSIONS

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horizontal

vertical

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FOUR ACCEPTABLE COLOR VARIATIONS

STANDARD: THREE COLORS
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ALWAYS INCLUDE THE "SM" SERVICE MARK ON ALL BUSINESS UNIT LOGOS

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RK SERVICE BRAND MESSAGES

SLOGAN

What is the ultimate value we deliver to customers?

PERSONAL ATTENTION. POWERFUL RESOURCES.

ELEVATOR SPEECH

What does RK Service do?
Who do we do it for, and how does it help them?

I work for RK Service. We help Colorado building owners, property managers and facilities managers keep their facilities running smoothly. We're available 24-7 and we offer HVAC, plumbing, drain cleaning, refrigeration, electrical, excavation, water treatment and more.

VALUE PROPOSITION

Why should a customer hire RK Service rather than any of our competitors?

Our customers get the personal attention of a local company with the powerful resources of a big company. RK's other business units offer mechanical and fabrication skills that allow us to create custom solutions for complex challenges. We truly are a single source for everything that optimizes building performance.

rk SERVICE℠

UNIT OVERVIEW

About the unit, what we do, why a customer should hire us and bullets outlining our core products and/or services.

About RK Service

Building owners, property managers and facilities managers rely on RK Service to ensure that facilities run smoothly, tenants are satisfied and occupants are comfortable. We have over 50 service technicians and our on-call service is available 24-7 to keep any type of commercial or industrial property up and running.

RK Service delivers the personal attention of a local company and the powerful resources of a big company. RK's other business units offer mechanical and fabrication skills that allow us to create custom solutions for complex challenges. We service all types of facilities, including high-rise office, multi-family, medical, government, technology, event centers and more. If it's a one-time call, we'll get it right the first time. If it's a Planned Maintenance Agreement, we'll reduce operating costs and optimize building performance. We truly are a single source for anything a facility needs.

What We Offer

- HVAC
- Refrigeration
- Plumbing
- Drain cleaning
- Electrical
- Excavation
- Facilities maintenance staffing, full-time and part-time
- Planned Maintenance Agreements
- Energy Audit and Savings Program
- Concierge Service

RK SERVICE LOGO USAGE GUIDELINES

HORIZONTAL AND VERTICAL VERSIONS

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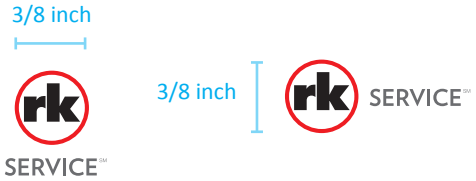

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RK STEEL BRAND MESSAGES

SLOGAN

What is the ultimate value we deliver to customers?

THE STRENGTH BEHIND EVERY PROJECT.

ELEVATOR SPEECH

What does RK Steel do?
Who do we do it for, and how does it help them?

I work for RK Steel, the region's premier shop for steel fabrication and installation. We help general contractors, building owners and commercial customers to plan, fabricate and install all types of steel, including structural steel for construction, miscellaneous building components like stairs and rails, and custom steel parts and products for any industry.

VALUE PROPOSITION

Why should a customer hire RK Steel rather than any of our competitors?

Our in-house, end-to-end management of the design, fabrication, detailing and installation streamlines projects. We give customers the peace of mind that comes from relying on a single subcontractor backed by the power of RK. Customers benefit from accurate pricing, reduced project risk, lower on-site costs and a quality product from start to finish.

rk STEEL℠

UNIT OVERVIEW

About the unit, what we do, why a customer should hire us and bullets outlining our core products and/or services.

About RK Steel

RK Steel is the region's premier shop for steel fabrication and installation. We help general contractors, building owners and commercial customers to plan, fabricate and install all types of steel, including structural steel for construction, miscellaneous building components like stairs and rails, and custom steel parts and products for any industry.

We devote a full team to every project, and manage every project from start to finish, including design, fabrication, detailing and installation. Customers gain peace of mind by relying on a single subcontractor backed by the power of RK. By managing the entire steel supply chain, we give customers more accurate pricing, reduced project risk, lower on-site costs and top-quality work. We provide structural steel and miscellaneous metal components for all types of construction projects and facilities. Additionally, we fabricate highly complex and customized parts and products for a variety of industries and uses.

What We Offer

- Complete steel supply chain management from design to install that maximizes project efficiency
- Fabrication capabilities: 90,000 square feet for structural, miscellaneous, piping and more
- Structural steel preconstruction planning, BIM, fabrication and erection for small to large construction projects
- Miscellaneous metals fabrication and installation for all types of building components
- Turnkey metals packages for steel, stainless steel and aluminum
- Highly custom metal components designed for industry-specific manufacturing or product needs

RK STEEL LOGO USAGE GUIDELINES

HORIZONTAL AND VERTICAL VERSIONS

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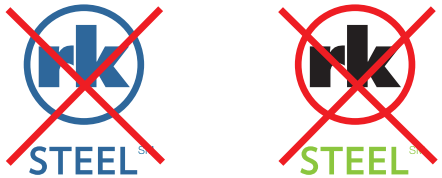

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RK ENERGY BRAND MESSAGES

SLOGAN

What is the ultimate value we deliver to customers?

SOLUTIONS FOR OPTIMIZED PRODUCTION.

ELEVATOR SPEECH

What does RK Energy do?
Who do we do it for, and how does it help them?

I work for RK Energy. We develop custom fabricated solutions and provide field support services for industries including oil and gas, mining, coal, renewables, electrical distribution, data storage and others.

VALUE PROPOSITION

Why should a customer hire RK Energy rather than any of our competitors?

We're the only custom fabricator that offers mechanical contracting, electrical, steel fabrication and field services from a single source. Because we manage small to large-scale projects from end-to-end, customers get the relief of dealing with fewer subcontractors—and hassles. We fabricate off-site and quickly assemble on-site to accelerate customers' schedules.

rk ENERGY℠

UNIT OVERVIEW

About the unit, what we do, why a customer should hire us and bullets outlining our core products and/or services.

About RK Energy

RK Energy develops custom fabricated solutions and provides field support services for industries including oil and gas, mining, coal, renewables, electrical distribution, data storage and others. We're innovators in custom, prefabricated site facilities and equipment that are constructed off-site and quickly assembled on-site, which saves money compared to traditional on-site construction and accelerates project schedules.

We're the only custom fabricator with the resources to offer CAD design, project management, mechanical contracting, electrical, steel fabrication and field services from a single source. Because we manage small to large-scale projects from end-to-end, customers get the relief of dealing with fewer subcontractors—and hassles. Customers also benefit from the efficiencies of our high-volume buying power, centralized labor control and in-depth knowledge of every aspect of the project, which speeds up time to market or production.

What We Offer

- Complete project management including mechanical systems, electrical, facilities construction and service.
- Fabrication capabilities: 90,000 square feet for fabricating site facilities and equipment components.
- Field services and equipment maintenance.
- Oil and gas specific
  - Plant design and fabrication
  - Natural gas liquid recovery
  - Modular buildings: LACT, oil quality, salt water disposal, electrical
  - Prefabricated process skids
  - Industrial gas systems

RK ENERGY LOGO USAGE GUIDELINES

HORIZONTAL AND VERTICAL VERSIONS

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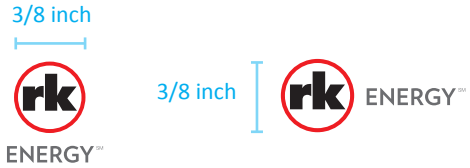

FOUR ACCEPTABLE COLOR VARIATIONS

STANDARD: THREE COLORS
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DO NOT ALTER THE COLORS

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RK WATER BRAND MESSAGES

SLOGAN

What is the ultimate value we deliver to customers?

DISCOVER BETTER WAYS TO UTILIZE OUR MOST PRECIOUS RESOURCE.

ELEVATOR SPEECH

What does RK Water do?
Who do we do it for, and how does it help them?

I work at RK Water and we help building owners, property managers and facilities engineers by providing full-spectrum water treatment services for all open condenser, steam and closed-loop systems. We also perform cooling tower maintenance, filtration system installations, water equipment maintenance and water analysis.

VALUE PROPOSITION

Why should a customer hire RK Water rather than any of our competitors?

Beyond our traditional chemical-based water treatment methods, we offer more sustainable solutions like the Silver Bullet™ Water Treatment System. Silver Bullet™ helps to reduce the use of chemical additives, improve water safety, lower the risk of *legionella* and earn water utility rebates. We can manage a facility's entire water program.

rk WATER℠

UNIT OVERVIEW

About the unit, what we do, why a customer should hire us and bullets outlining our core products and/or services.

About RK Water

Building owners, property managers and facilities engineers rely on RK Water for full-spectrum water treatment services. We service all steam boilers, open condenser and closed-loop systems. We also perform cooling tower maintenance, filtration system installations, water equipment maintenance and laboratory water analysis.

RK Water is the exclusive manufacturer and primary dealer of the Silver Bullet™ Water Treatment System, a revolutionary evaporative cooling water treatment system that helps to reduce the use of chemical additives, improve water safety, lower the risk of *legionella* and earn water utility rebates. We service all types of facilities, including high-rise office, multi-family, medical, government, technology, data centers, oil and gas sites and more. Our team can manage a facility's entire water system to ensure that customers are using water efficiently—and often, more sustainably.

What We Offer

- Water treatment for all open condenser, steam boiler and closed loop systems.
- Silver Bullet™ Water Treatment, an alternative condenser system that conserves water, provides microbiological control and also helps to prevent scale and corrosion.
- *Legionella* risk management to aid compliance with ASHRAE Standard 188.
- Water conservation programs to abide by state-mandated water usage reductions.
- Cooling tower cleaning and repair.
- Filtration system installations.
- Water equipment installations, repair and maintenance.
- Water utility audits to help earn rebates.
- Laboratory water analysis for microbiological elements such as *legionella,* copper and iron.

RK WATER LOGO USAGE GUIDELINES

HORIZONTAL AND VERTICAL VERSIONS

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horizontal

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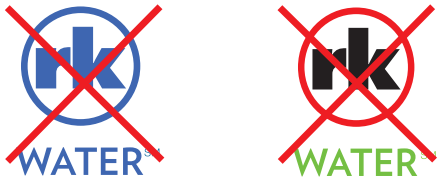

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RK ELECTRICAL BRAND MESSAGES

SLOGAN
What is the ultimate value we deliver to customers?

HIGHLY TRAINED.
TOP QUALITY WORK.

ELEVATOR SPEECH
What does RK Electrical do?
Who do we do it for, and how does it help them?

I work for RK Electrical, and we help building owners, property managers and facilities managers by performing all types of electrical work, including large installations for new construction projects as well as wiring, repairs, system testing and cleaning, energy efficiency upgrades and more.

VALUE PROPOSITION
Why should a customer hire RK Electrical rather than any of our competitors?

By partnering with RK Mechanical and RK Service, we're a full-service MEP contractor that can reduce the headaches of dealing with multiple subcontractors. We're available 24-7 for emergencies, and our well-trained team includes several journeyman electricians, so we can safely handle large or complicated jobs.

rk ELECTRICAL℠

UNIT OVERVIEW
About the unit, what we do, why a customer should hire us and bullets outlining our core products and/or services.

About RK Electrical

Building owners, property managers and facilities managers trust the highly skilled electricians of RK Electrical to perform all types of electrical work, including large installations for new construction projects as well as wiring, repairs, system testing and cleaning, energy efficiency upgrades and more.

By partnering with RK Mechanical and RK Service, we're a full-service MEP contractor that can reduce the headaches of dealing with multiple subcontractors. We're available 24-7 for emergencies, and our well-trained team includes several journeyman electricians, so we can safely handle large or complicated jobs. We service all types of facilities, including high-rise office, multi-family, medical, government, technology, event centers and more. If it's a one-time call, we'll get it right the first time. If it's a Planned Maintenance Agreement, we'll reduce operating costs. No matter what type of job, it will be done correctly and safely, ensuring code compliance and greater efficiency.

What We Offer

- Commercial contracting for installations on small to large construction projects
- Installations, upgrades, wiring and repairs within existing systems
- Arc Flash hazard analysis
- Cleaning and torqueing
- Infrared thermography/metering
- LED lighting installations and retrofits
- Variable Frequency Drives and controls
- Power factor correction
- Planned Maintenance Agreements
- Energy Audit and Savings Program

RK ELECTRICAL LOGO USAGE GUIDELINES

HORIZONTAL AND VERTICAL VERSIONS

You may use either the horizontal or vertical version of the logo, whichever looks best in your document. Allow for clear space around the entire logo, approximately as much white space as shown by the blue outline around each logo below.

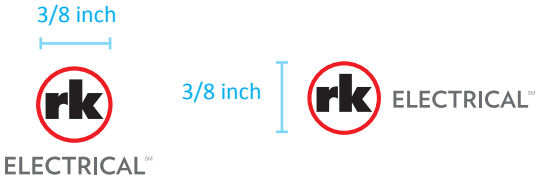
Do not alter the logo in any way: do not allow the logo to touch other text or design elements. Do not add any words or design elements to it.

horizontal

vertical

MINIMUM SIZE

The minimum size for the logo is when the RK circle reaches 3/8 (.375) inches in diameter. Keep the logo at or above this size.



FOUR ACCEPTABLE COLOR VARIATIONS

STANDARD: THREE COLORS
The business unit name is dark gray.
For use on white or light colored backgrounds.
Use this version whenever possible as this is the primary logo.

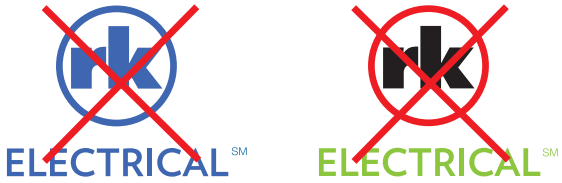
RED AND BLACK: TWO COLORS
The business unit name is black.
For use on light to medium colored backgrounds.
The black text ensures that the unit name is clearly visible.

BLACK ONLY: ONE COLOR
The entire mark is in black.
For use on white to medium colored backgrounds.
Use black for less important or internal documents to conserve color ink.

REVERSE WHITE: ONE COLOR
The entire mark is in white.
For use on medium to dark colored backgrounds.

DO NOT ALTER THE COLORS

The logo colors are never to be altered in any way, even if using colors in our palette.



WHEN TO USE FILE FORMATS: PNG, JPG AND EPS OR AI

PNG: This format is best for general office use in Word, PowerPoint, Excel, web and email. PNGs have a transparent background, so the background of your document will show through.

JPG: This format is OK for general office use in Word, PowerPoint, Excel, web and email. JPGs have a white square background, so it's best to use them in documents that also have a white background because we don't want the logo to appear with a white box around it.

EPS AND AI: These are graphic design program formats that cannot be opened in most office applications. These are for use by Marketing, and are also for sending files to professional printers.

ALWAYS INCLUDE THE "SM" SERVICE MARK ON ALL BUSINESS UNIT LOGOS

As part of legally protecting our businesses unit names, the "SM" service mark must be included on all business unit logos.

RK MISSION CRITICAL BRAND MESSAGES

SLOGAN

What is the ultimate value we deliver to customers?

DATA REQUIREMENTS CHANGE QUICKLY. NOW YOUR FACILITIES CAN TOO.

ELEVATOR SPEECH

What does RK Mission Critical do?
Who do we do it for, and how does it help them?

I work for RK Mission Critical. We construct custom data center facility modules off-site in our fabrication facility and then quickly assemble them at the customer's site. We serve businesses whose core function is their data center, as well as data-intensive industries—like healthcare, finance and research—that recognize the value in operating their own data facilities.

VALUE PROPOSITION

Why should a customer hire RK Mission Critical rather than any of our competitors?

Our on-demand building block method gives customers the quality and customization of traditional construction, along with the flexibility to rapidly expand or decrease their data facilities to match changing data requirements. Customers only pay for the amount of space they need at the time, maximizing efficiency and lowering the cost of total ownership.

MISSION CRITICAL℠

UNIT OVERVIEW

About the unit, what we do, why a customer should hire us and bullets outlining our core products and/or services.

About RK Mission Critical

RK Mission Critical constructs high-quality data center facility modules off-site in our fabrication facility and then quickly assembles them at the customer's site. The modules are fully self-contained, weather tight and only require utilities and network connections. We serve businesses whose core function is their data center, as well as data-intensive industries—like healthcare, finance and research—that recognize the value in operating their own data facilities.

Our on-demand building block method gives customers the quality and customization that they get with traditional on-site construction. Additionally, they gain the scalability to rapidly expand or decrease their data facilities to match changing data requirements. The portable modules can easily be transported and reconfigured at one, or across multiple, customer sites. Customers benefit by only paying for the amount of space they need, which maximizes efficiency, yields depreciation tax advantages and lowers the cost of total ownership.

What We Offer

- Prefabricated data center facilities constructed off-site and quickly deployed on-site.
- Capital preservation and lower total cost of ownership because customers can deploy data center facilities at the same pace as changing technology requirements.
- Accelerated depreciation for tax benefits.
- Data center facility modules that are fully self-contained, weather tight and only require utilities and network connections.
- Rapid deployment at the customer site.
- Scalability to add or remove modules like building blocks, keeping compute space, power and cooling capacity continually matched to current IT demands; you only pay for the facilities you need now.
- The quality and security of traditional construction, but with the mobility to transport and reconfigure data center modules as needed at one, or across multiple, customer sites.
- Technology and vendor agnostic; you can choose any IT platforms or equipment vendors.

RK MISSION CRITICAL LOGO USAGE GUIDELINES

HORIZONTAL AND VERTICAL VERSIONS

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ALWAYS INCLUDE THE "SM" SERVICE MARK ON ALL BUSINESS UNIT LOGOS

As part of legally protecting our businesses unit names, the "SM" service mark must be included on all business unit logos.

TYPE AND FONT STANDARDS

FOR GENERAL OFFICE USE

Standard Office/Microsoft Office Font: Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789=~!@#$%^&*()+[]\{}|:;’”<>?,./

acceptable variants:

Calibri Italic, **Calibri Bold**, ***Calibri Bold Italic***

CALIBRI should be used on **ALL** MS office docs so that text formatting will remain consistent when files are viewed ouside of RK.

Body text: Calibri 11 pt, black
Email signature text: 9 pt, black

FOR DESIGNERS

Headline Font: Lato Black

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 =~!@#$%^&*()+[]\{}|:;’”<>?,./

acceptable variants:

Lato Black Italic, Lato Regular (Business Unit Bar only)

Lato Black is a contemporary bold font and should be used for all headlines (recommended headline size: 24pt). If the font is installed on your computer, use it. If not, substitute with Calibri Bold for headlines only.

Logo Font: Verlag Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789=~!@#$%^&*()+[]\{}|:;’”<>?,./

acceptable variants: none

Verlag Bold is strictly a design font and is not used in any company communications text. It is only used for business unit and program names on logos and on vehicle graphics.

MECHANICAL SERVICE STEEL ENERGY WATER ELECTRICAL MISSION CRITICAL

(Lato Regular on Business Unit Bar only)

COLOR PALETTE

PRIMARY COLOR PALETTE

COLOR	C	M	Y	K	R	G	B	WEB	PANTONE
RK Red (headlines)	0	100	100	0	237	28	36	ED1C24	485
Dark Gray (subheads)	70	67	64	74	34	31	32	221F20	Neutral Black C
Warm Gray	0	4	15	50	148	142	130	948E82	Warm Gray 7
Text Gray	0	0	0	75	99	100	102	636466	Cool Gray 10
RK Green	27	9	68	59	97	106	58	616A3A	5753
RK Earth	7	21	56	46	144	123	80	907B50	871

CALL-OUT GUIDELINES

A “call-out” is a way of highlighting key information, statistics or quotes. For call-outs in RK materials, please use white reverse text inside a circle filled with RK Green.

This call-out features an interesting quote or a fact about this project.

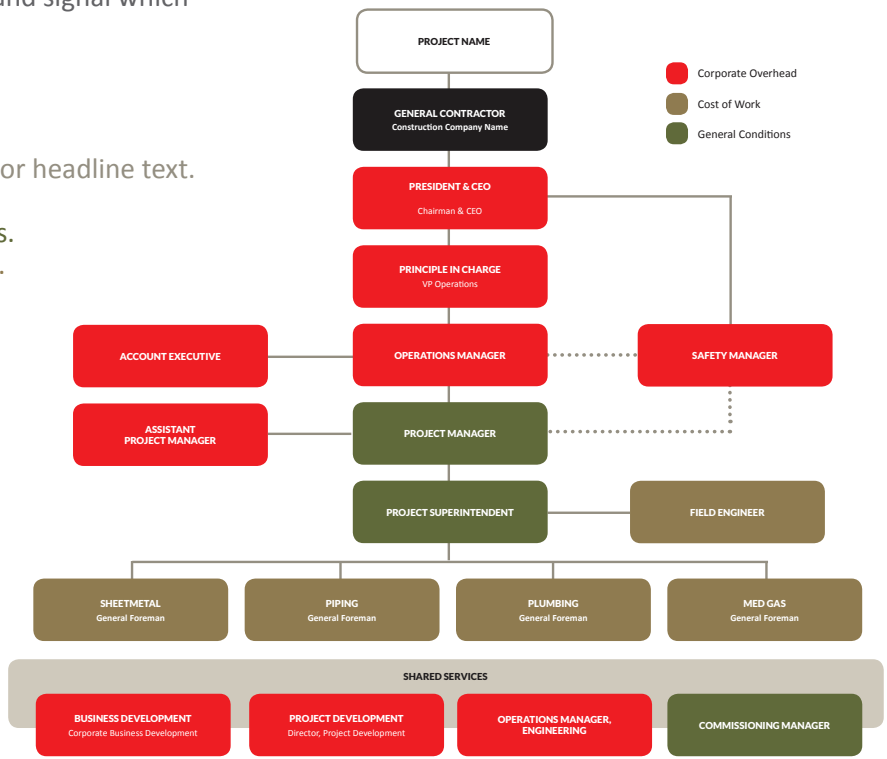
COLOR HIERARCHY

Designers use colors, fonts and other design elements to help readers navigate content quickly and efficiently. RK will use its color palette to guide readers through print or digital layouts and signal which items are important as they scan the page. Here is how to use our color hierarchy:

Red: Top headlines and as an accent color to draw attention to important information.
Dark Gray: Secondary headlines and sub-headlines.
Warm Gray: Business Unit Bar and table cell backgrounds. Not recommended for body or headline text.
Text Gray: All body text and bold secondary sub-headlines.
RK Green: An accent color to be used by Marketing or professional printers or designers.
RK Earth: An accent color to be used by Marketing or professional printers or designers.

COLOR HIERARCHY EXAMPLE

This organizational chart demonstrates how the use of a consistent color palette reinforces our brand consistency and also makes complex information easier to understand.



PAGE LAYOUT ELEMENTS

PRIMARY HEADLINES - FONT: LATO BLACK 21-36 PT COLOR: RK RED | FORMAT: ALL CAPS

The RK aesthetic is clean, contemporary and professional. Print and digital materials should generally be designed with a white background and with adequate white space on each page, as demonstrated by this page.

Secondary Headlines - Font: Lato Black 14-18 pt Color: Dark Gray | Format: Upper/Lowercase

Body text Calibri Regular 11/12 Text Gray, broken up into two or more columns for large paragraph blocks. Always left-align text, ragged right, never hyphenate. This text is for example only. This text is for example only. This text is for example only. This text is for example only. This text is for example only. This text is for example only. This text is for example only.

TABLES

TABLE HEAD LATO BLACK CAPS 9 PT	REVERSED	WHITE DIVIDERS
Tables use alternating fills:		
Warm Gray at 10% opacity		
White		

BODY HEADLINES - FONT: LATO BLACK 10 PT COLOR: RK RED | FORMAT: ALL CAPS

This text is for example only. This text is for example only. This text is for example only.

Body Subheads - Font: Calibri Bold 11 pt Color: Dark Gray | Format: Upper/Lowercase

This text is for example only. This text is for example only. This text is for example only.

MULTIPLE COLUMNS WITH IMAGES

DOTTED LINES

Use the dotted line element to separate columns or other elements on the page. Dotted line standards:

- 3 pt
- Warm Gray at 60% opacity
- Ends of lines should align with tops or bottoms of images or beginnings and endings of lines of text or images.

Place images in circle containers. Multiple images are either spaced evenly in straight lines or grouped in square or rectangular grids. The RK logo circle may replace a corner image in a group.

Light colored images require the circle container to have a 25% - 50% opacity black inner glow applied to help define the shape and give it the same presence as darker images.

In addition to circular images, a large rectangular image may be used if it bleeds off the edge, and runs the length of either the side or bottom of the page.

CORPORATE COLLATERAL EXAMPLES

We use the RK corporate logo on these materials to maintain consistency:

- Business cards
- Letterhead
- Email signature

EMAIL SIGNATURE

The text for the email signature can be created in Outlook under File/Options/ Mail/Signatures in 9pt Calibri black, using bold for the name and title and regular for the phone number and email address. The accompanying business unit signature image file goes directly beneath the text and can be found on the Loop under Libraries\ Marketing Tools\Categories: Email Signature Graphics.

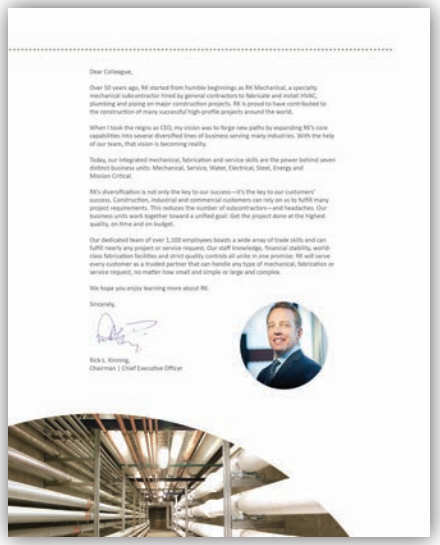
Firstname Lastname
Title
720.737.8022 mobile | 303.785.6859 direct
email@rkmi.com

3800 Xanthia St.
Denver, CO 80238
Main: 303.355.9696
rkmi.com

LETTERHEAD & BUSINESS CARD

CORPORATE COLLATERAL EXAMPLES

EIGHT PAGE BROCHURE



POWERPOINT TEMPLATE COVER

WEBSITE HOME PAGE

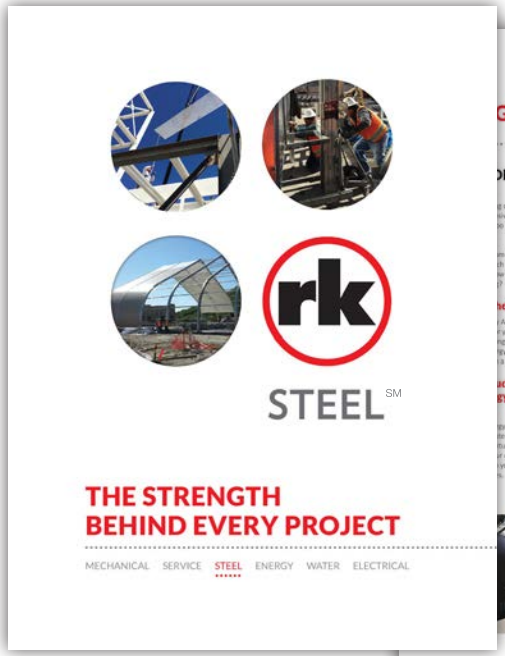
ONE SHEET OVERVIEW

BUSINESS UNIT COLLATERAL EXAMPLES

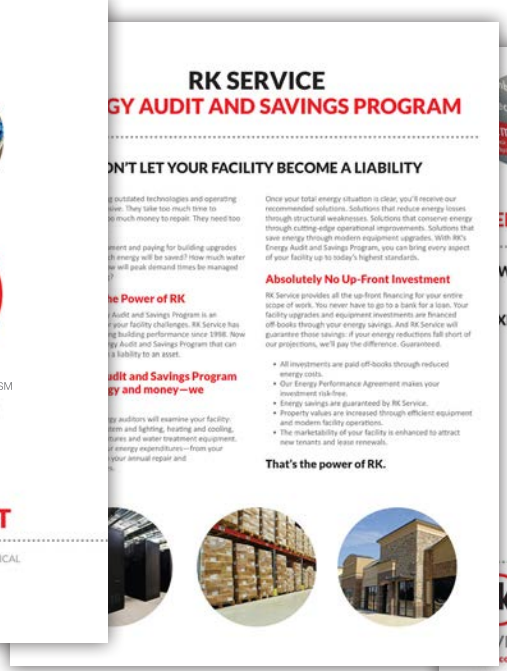
We use the RK business unit logos on materials that specifically promote the unit:

- Brochures, flyers and data sheets
- PowerPoint presentations
- Advertisements
- Exhibit banners
- Direct mail and email

BROCHURES



FLYERS AND PRODUCT SHEETS



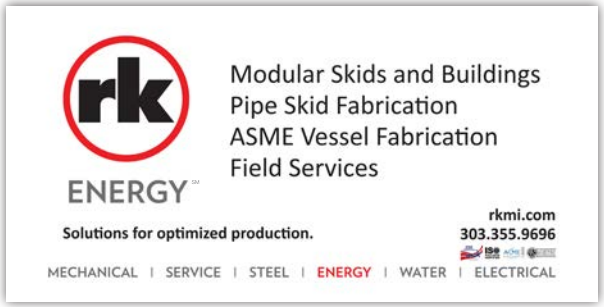
FRONT

BACK

POWERPOINT TEMPLATE COVER

ADVERTISEMENTS

EXHIBIT BANNERS



DIRECT MAIL

EMAIL HEADERS

RK MECHANICAL COLLATERAL EXAMPLES

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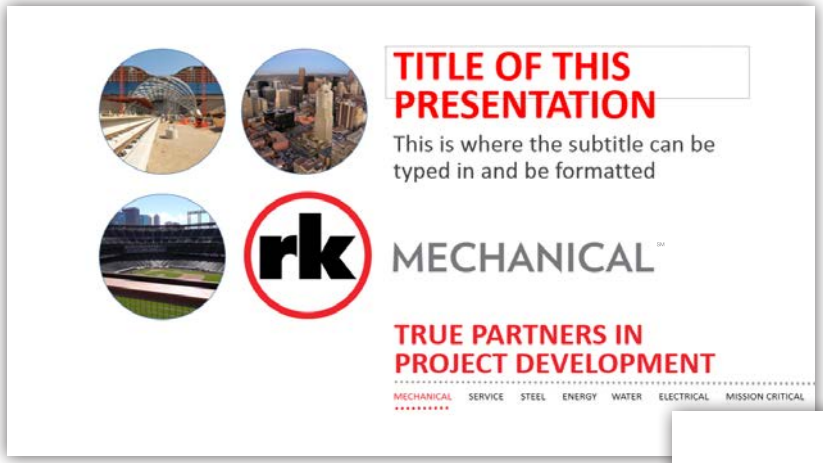
Firstname Lastname
Title
720.737.8022 mobile | 303.785.6859 direct
email@rkmi.com

RK Mechanical
3800 Xanthia St., Denver, CO 80238
Main: 303.355.9696
rkmi.com

POWERPOINT TEMPLATE COVER



BUSINESS CARD

SOCIAL MEDIA BANNER

BROCHURE COVER

RK SERVICE COLLATERAL EXAMPLES

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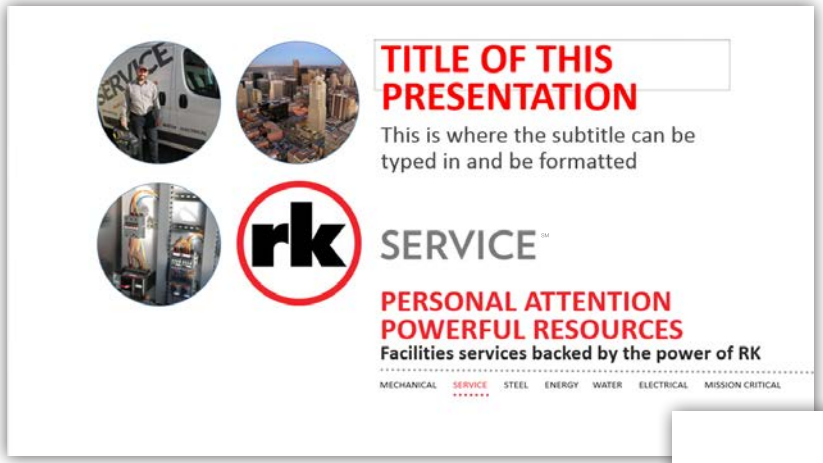
Firstname Lastname
Title
720.737.8022 mobile | 303.785.6859 direct
email@rkmi.com

RK Service
3800 Xanthia St., Denver, CO 80238
Front Range: 877.576.9696 | Vail and Eagle County: 970.476.9696
rkmi.com

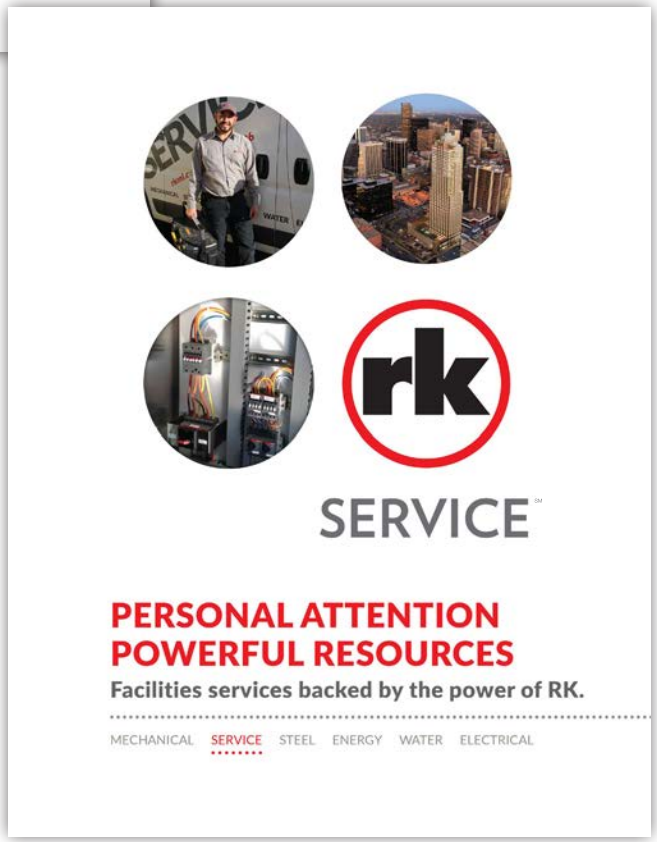
POWERPOINT TEMPLATE COVER



BUSINESS CARD

SOCIAL MEDIA BANNER

BROCHURE COVER



RK STEEL COLLATERAL EXAMPLES

EMAIL SIGNATURE

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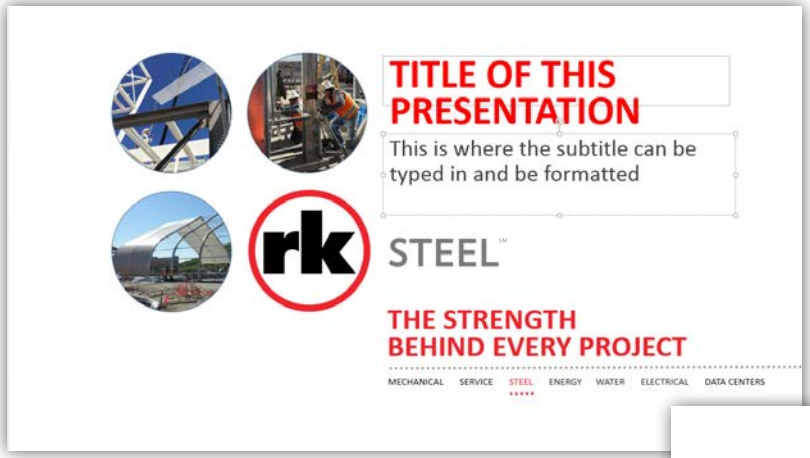
email@rkmi.com

RK Steel
8221 East 96th Ave., Ste. B, Henderson, CO 80640
Main: 303.355.9696
rkmi.com

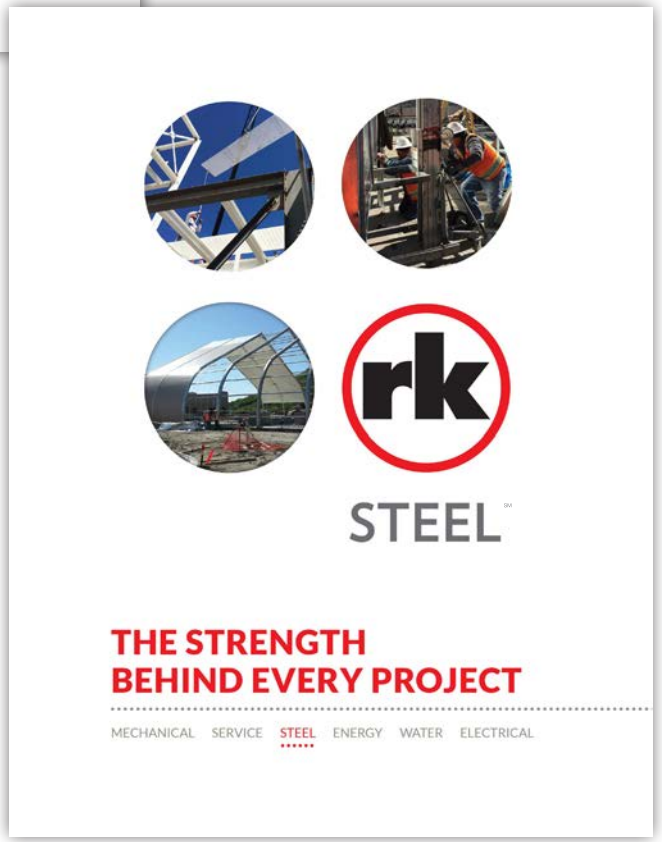
POWERPOINT TEMPLATE COVER



BUSINESS CARD

SOCIAL MEDIA BANNER

BROCHURE COVER



RK ENERGY COLLATERAL EXAMPLES

EMAIL SIGNATURE

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rkmi.com

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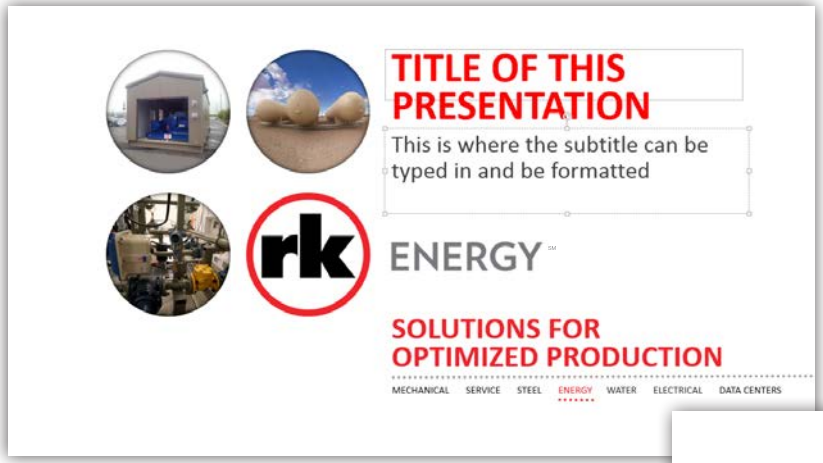

BUSINESS CARD

SOCIAL MEDIA BANNER

BROCHURE COVER

RK WATER COLLATERAL EXAMPLES

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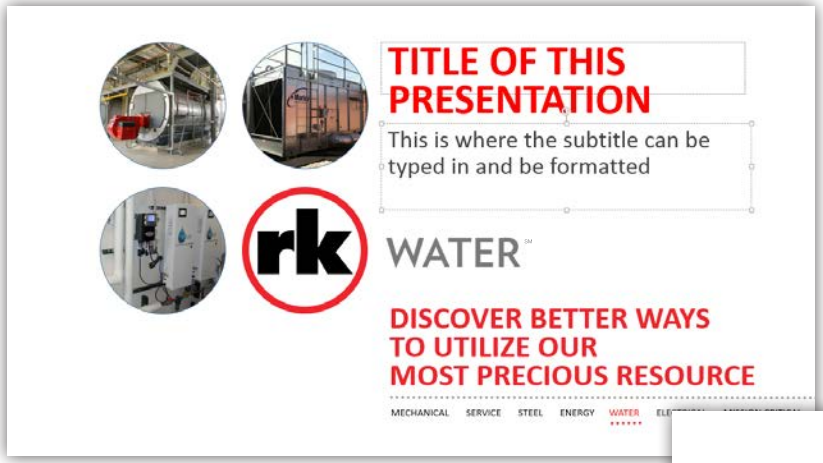
POWERPOINT TEMPLATE COVER



BUSINESS CARD

SOCIAL MEDIA BANNER

BROCHURE COVER

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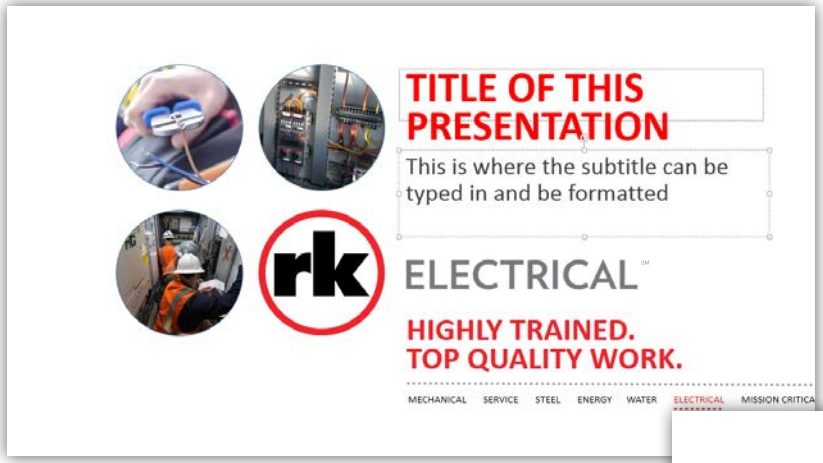

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SOCIAL MEDIA BANNER

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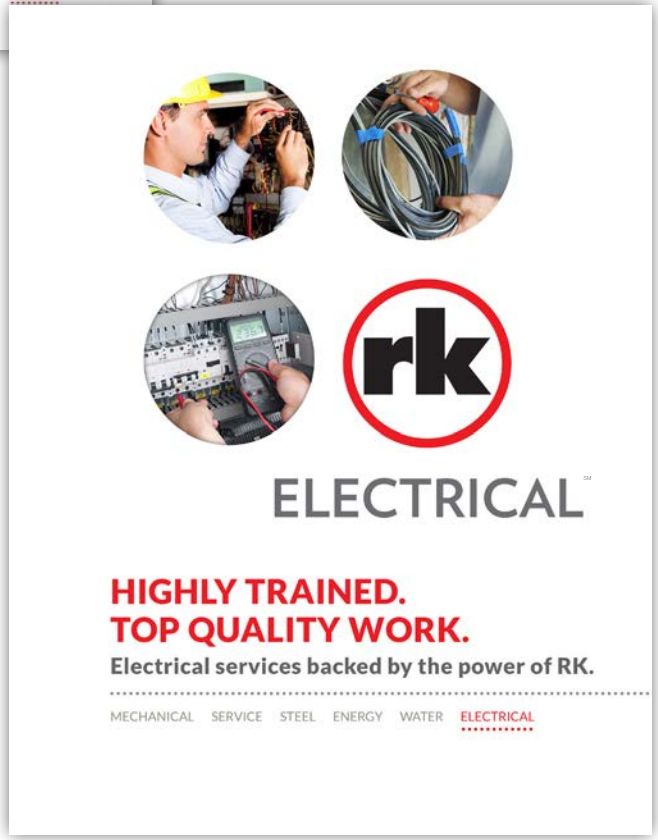

RK MISSION CRITICAL COLLATERAL EXAMPLES

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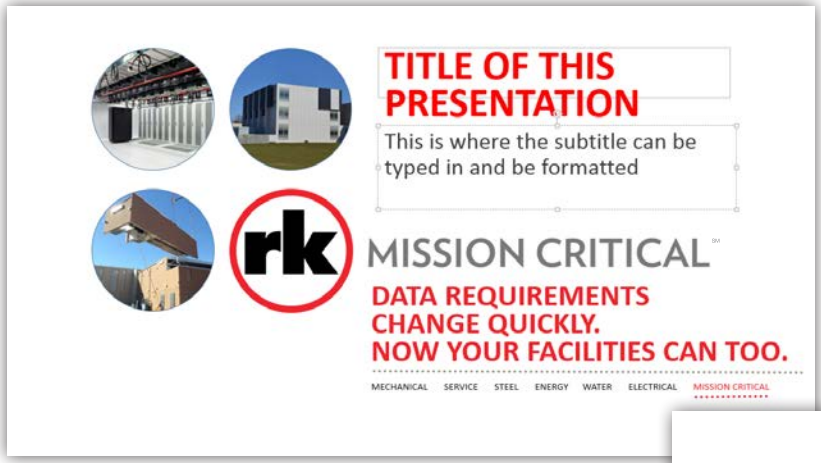
email@rkmi.com

RK Mission Critical
3800 Xanthia St., Denver, CO 80238
Main: 303.355.9696
rkmi.com

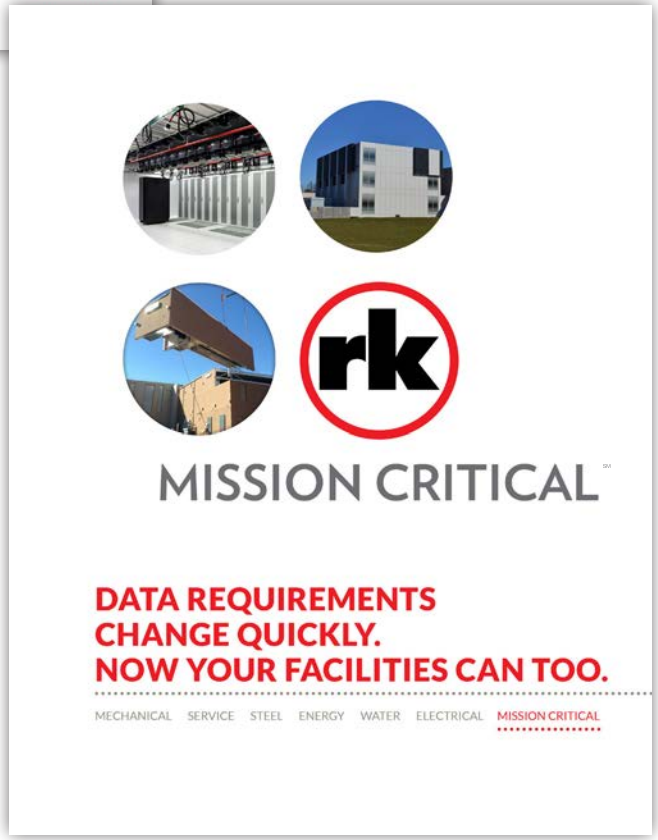
POWERPOINT TEMPLATE COVER



BUSINESS CARD

SOCIAL MEDIA BANNER

BROCHURE COVER



WHEN TO CONTACT MARKETING

Please contact Marketing and Communications for most materials

To maintain the professionalism and consistency of the RK brand, please request help from Marketing and Communications to create these items for you by submitting the Marketing Request Form on the Loop:

- Brochures / Flyers
- Product / Service Data Sheets
- Direct Mail Pieces
- Email Campaigns
- Conference Banners
- Trade Show Materials
- PowerPoint Templates
- Press Releases
- White Papers
- Print Ads / Directory Listings
- TV / Radio Ads
- Job Site Banners
- Shop Banners
- Web Pages or Updates
- Professional Proposals
- Professional Photos / Videos

The primary ways that employees should use this RK Brand Book are:

- Learning and using the brand messages in all written and verbal communications.
- Creating sales communications: following the logo, color and type guidelines for PowerPoint presentations, sales packets, informal proposals, etc.

RECRUITMENT FLYER

WEBSITE UPDATES

BROCHURES

BRAND BOOK

Messaging, Logo Usage and Basic Graphic Standards

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