



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

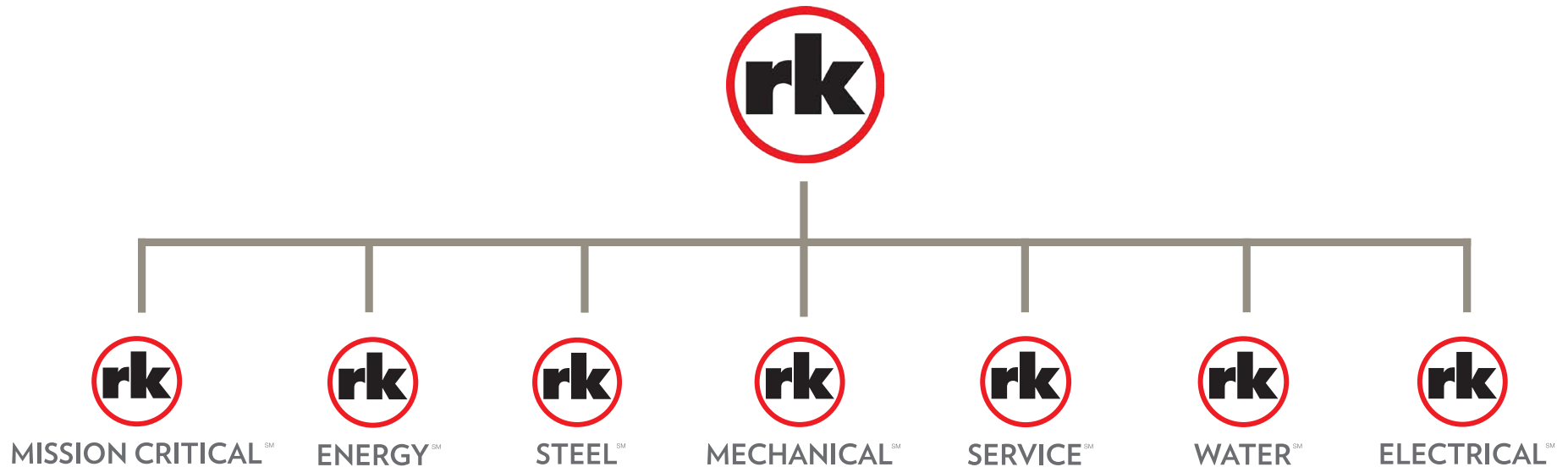
- **RK Mechanical:** Specialty mechanical contractor for fabricating and installing HVAC, plumbing and piping.
- **RK Steel:** Premier shop for the fabrication and installation of structural steel and miscellaneous metals.
- **RK Energy:** Custom solutions and prefabricated facilities for oil and gas 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 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.



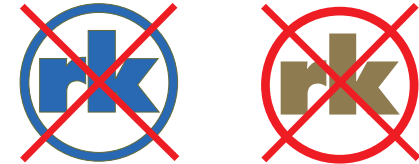
REVERSE WHITE: ONE COLOR

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.

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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.



MECHANICALSM

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

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.

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horizontal



vertical



MINIMUM SIZE

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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

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REVERSE WHITE: ONE COLOR

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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.



SERVICESM

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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horizontal



vertical



MINIMUM SIZE

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3/8 inch



SERVICE™

3/8 inch



FOUR ACCEPTABLE COLOR VARIATIONS

STANDARD: THREE COLORS

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RED AND BLACK: TWO COLORS

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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.



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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horizontal



vertical



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3/8 inch



3/8 inch



FOUR ACCEPTABLE COLOR VARIATIONS

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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.



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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horizontal

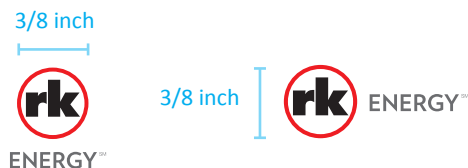


vertical



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FOUR ACCEPTABLE COLOR VARIATIONS

STANDARD: THREE COLORS

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RED AND BLACK: TWO COLORS

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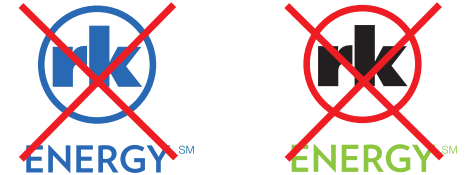
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RK WATER BRAND MESSAGES

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.



WATERSM

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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MINIMUM SIZE

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3/8 inch



WATER™

3/8 inch



WATER™

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

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For use on medium to dark colored backgrounds.



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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.



ELECTRICALSM

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 torquing
- Infrared thermography/metering
- LED lighting installations and retrofits
- Variable Frequency Drives and controls
- Power factor correction
- Planned Maintenance Agreements
- Energy Audit and Savings Program

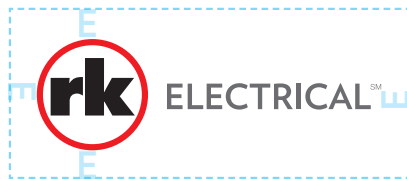
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HORIZONTAL AND VERTICAL VERSIONS

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horizontal

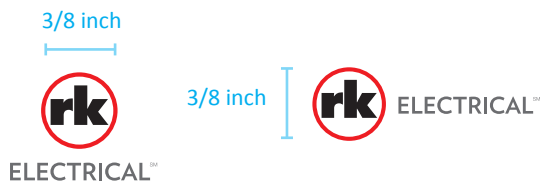


vertical



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 CRITICALSM

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

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.

3/8 inch



3/8 inch



MISSION CRITICAL™

MISSION CRITICAL™

FOUR ACCEPTABLE COLOR VARIATIONS

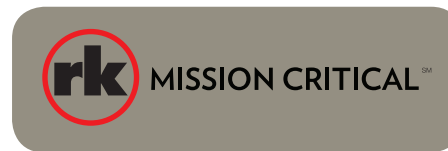
STANDARD: THREE COLORS

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

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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 outside of RK.

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

FOR DESIGNERS

Headline Font: Lato Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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

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.

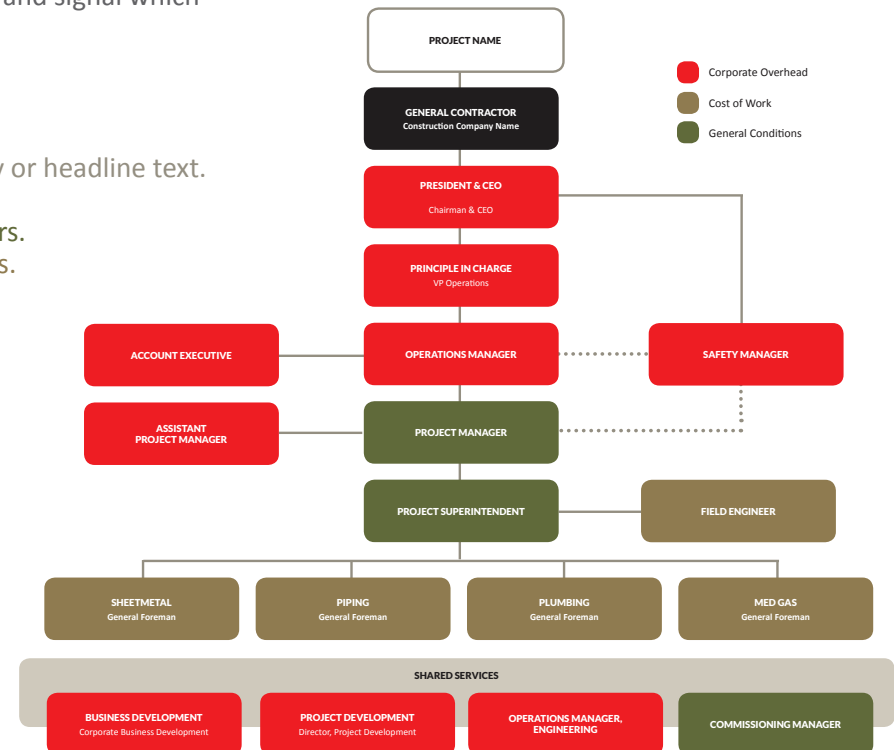
RK Earth: An accent color to be used by Marketing or professional printers or designers.

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.

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.



PAGE LAYOUT ELEMENTS

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

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

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.

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.

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



RK Mechanical, Inc.
8221 East 96th Avenue
Henderson, CO 80640



Heather Gallien
Director of Marketing
+ Communications

3800 Xanthia Street
Denver, CO 80238

Main: 303.355.9696
Direct: 303.785.6993
Mobile: 303.901.0400

rkmi.com

hgallien@rkmi.com



MECHANICAL SERVICE STEEL ENERGY WATER ELECTRICAL



RK
3800 Xanthia Street
Denver, CO 80238
rkmi.com
Main: 303.355.9696
Service: 303.576.9696

CORPORATE COLLATERAL EXAMPLES

EIGHT PAGE BROCHURE



RK
A powerhouse of integrated mechanical, manufacturing and service solutions.

MECHANICAL SERVICE STEEL ENERGY WATER ELECTRICAL MISSION CRITICAL

BUSINESS UNITS



RK MECHANICAL The Partners in Project Development

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 subcontracting 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: One Bid/quote and One sharing among all partners
- Proactive, design assist and design-build expertise
- Preconstruction advanced estimating for expedited project funding
- BIM Certified Advanced Trainers, precision design mechanical construction
- Fabrication: 125,000 square feet for sheet metal, plumbing, piping and more
- Operations: Expert installation, gas and OSHA-approved safety and quality systems
- Energy Enhancements: Over 30,000 Certified professionals



RK SERVICE Personal attention. Powerful resources.

Building owners, property managers and facilities managers rely on RK Service to ensure that facilities run smoothly. Teams are tailored and resources are customizable. 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 believes the personal attention of a local company and the power of 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 ensure 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 done the first time. If it's a Planned Maintenance Agreement, we'll reduce operating costs and improve building performance. We can stay by your side for anything a facility needs.

What We Offer

- HVAC/Chiller/Boiler
- Plumbing
- Steam cleaning
- Electrical
- Facilities maintenance staffing, full-time and part-time
- Planned Maintenance Agreements
- Energy Audit and Savings Programs
- Risk Service One (Commercial white glove service)
- RK Service One (Commercial white glove service)



RK WATER Discover Better Ways to Utilize Our Most Precious Resource

Building owners, property managers and facilities managers rely on RK Water for all spectrum water treatment services. We serve all stream systems, open canalways and closed loop systems. We also perform cooling tower maintenance, freeze system installations, water equipment maintenance and water analysis.

RK Water is the exclusive manufacturer and primary dealer of the Star Bullet™ Water Treatment System, a revolutionary regenerative cooling water treatment system that helps to reduce the use of chemical additives, improve water savings, lower the risk of Legionella and non-water utility related, like service all types of facilities, including high-rise office, multi-family, medical, government, technology, event centers, and gas sites and more. Our team can manage a facility's entire water system to ensure that customers are using water efficiently—and other, more sustainable

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 water and corrosion
- Chemical
- Water conservation programs to utilize the State-approved Standard 138
- Water conservation programs to utilize the State-approved water usage reduction
- Cooling tower cleaning and repair
- Filtration system installations
- Water equipment installation, repair and maintenance
- Full water analysis for microbiological and chemical testing as well as copper and iron



RK ELECTRICAL Highly trained. Top-quality work.

Building owners, property managers and facilities managers trust the highly skilled technicians of RK Electrical to perform all types of electrical work, including large installations for new construction projects as well as wiring, repairs, preventive testing and changing, 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 journey electricians, so we can safely handle large or complex jobs. The 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'll be done correctly and safely, ensuring code compliance and project efficiency.

What We Offer

- Commercial contractor for installations on large construction projects
- Installation, upgrades, wiring and repairs within existing systems
- 24/7 On-call trained electricians
- Cleaning and decontamination
- In-field emergency troubleshooting
- LED lighting installation and retrofit
- Medical frequency clean and control
- Power factor correction
- Planned Maintenance Agreements
- Energy Audit and Savings Program

Dear Colleague,

Over 50 years ago, RK started from humble beginnings as RK Mechanical, a specialty mechanical subcontractor hired by general contractors to fabricate and install HVAC, plumbing and piping on major construction projects. It's pleased to have contributed to the construction of many successful high-profile projects around the world.

When faced the rigors as CEO, my vision was to forge new paths by expanding RK's size capabilities into some diversified lines of business serving every industry. With the help of our team, that vision is becoming reality.



Today, our integrated mechanical, fabrication and service skills are the power behind seven distinct business units: Mechanical, Service, Water, Electrical, Steel, Energy and Mission Critical.

RK's diversification is not only the key to our success—it's the key to our customers' success. Construction, industrial and commercial customers rely on us to fulfill every project requirement. This reduces the number of subcontractors—and headaches. Our business units work together toward a unified goal: Get the project done at the highest quality, on time and on budget.


Our dedicated team of over 1,500 employees boasts a wide array of trade skills and can fulfill every project or service request. Our staff's knowledge, financial stability, world-class fabrication facilities and strict quality controls all serve in one position. We'll save every customer as a trusted partner that can handle any type of mechanical, fabrication or service request, no matter how small and simple or large and complex.

We hope you enjoy learning more about RK.

Sincerely,


Rick L. Stinner
Chairman | CEO Executive Officer



POWERPOINT TEMPLATE COVER

WEBSITE HOME PAGE

ONE SHEET OVERVIEW



TITLE OF THIS PRESENTATION

This is where the subtitle can be typed in and be formatted

RK
A powerhouse of integrated mechanical, manufacturing, and service solutions.

MECHANICAL SERVICE STEEL ENERGY WATER ELECTRICAL MISSION CRITICAL



INTERNATIONAL PRESENCE

Our work supports the infrastructure of globally located high-quality facilities for our clients. Extensive office in Denver, Colorado. Check here for more services.

RK BUSINESS UNITS

MECHANICAL SERVICE STEEL ENERGY WATER ELECTRICAL

THE POWER OF RK

With over 1,500 employees and 16 integrated business units (Mechanical, Service, Steel, Energy, Water and Electrical), RK is the region's largest employer. We're known for mechanical, plumbing, fabrication services, steel fabrication, water treatment and prefabricated building construction.

NEWS

A CONSTRUCTION INDUSTRY BUSINESS SUCCESS PREVIEW IN THE SPURLOCK

September 3, 2015 - The Center of Science Innovation is partnering with RK, and the National Action Alliance for Public Innovation.

NEW VENDOR DIRECTOR OF RK MISSION CRITICAL UNITS WITH LEADING EDGE DESIGN ABOUT BSL3 CENTER OPENING

September 2015 - Ron Vanden, Director of RK Mission Critical, was interviewed by Todd Decker of Leading Edge Construction.

NEW VENDOR DIRECTOR OF RK MISSION CRITICAL UNITS WITH LEADING EDGE DESIGN ABOUT BSL3 CENTER OPENING

August 11, 2015 - RK's Quality Manager, Lindsay Kutz has been appointed to the Board of Directors for the Voluntary Productivity Programs Participants' Association.

FEATURED VIDEO

Full service
Fabrication
Installation

**Structural Steel
Miscellaneous Metals**

RK
A powerhouse of integrated mechanical, manufacturing and service solutions.

Leading edge fabrication and manufacturing services. Under the leadership of RK Steel, our steel fabricators are the largest in the Rocky Mountain Region. We provide integrated preconstruction planning, leading the mechanical, plumbing and project management to ensure smooth installation. We fabricate and install sheet metal, plumbing and piping on 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 done the first time. If it's a Planned Maintenance Agreement, we'll reduce operating costs and improve building performance. We can stay by your side for anything a facility needs.

TWO LOCATIONS, 23 ACRES AND 155,000 SQUARE FEET OF FABRICATION FACILITIES.

DENVER

Our Mechanical operations of our system are, 100,000 square foot Service, Electrical, Mechanical facilities which we use for our operations office and design department. 15,000 square feet of fabrication space.

- 10,000 sq. ft. for sheet metal fabrication
- 10,000 sq. ft. for plumbing fabrication

HENDERSON

Our assembly, 100,000 square foot facility in Henderson, Colorado is a clean, climate controlled and operated 24 hours a day. The Henderson facility offers 100,000 sq. ft. of fabrication space.

- 10,000 sq. ft. for structural and machine fabrication
- 10,000 sq. ft. for piping fabrication
- 10,000 sq. ft. for sheet metal fabrication

LEADERS IN QUALITY AND SAFETY

RK is nationally recognized for quality and safety, we're an ISO 9001 certified organization and we're committed to the highest standards of quality and safety. Our commitment to quality and safety is reflected in our ISO 9001 certification, which makes RK the only U.S. firm in the construction industry to achieve both ISO 9001.

We've also been ranked among the Denver Business Journal's Top 100 Contractors in Colorado for 10 years. We're a highly ranked contractor based on our dedication to quality and safety. Our commitment to quality and safety is reflected in our ISO 9001 certification, which makes RK the only U.S. firm in the construction industry to achieve both ISO 9001.



RK BUSINESS UNITS

RK MECHANICAL

We 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.

RK SERVICE

Building owners, property managers and facilities managers rely on RK Service to ensure that facilities run smoothly. Teams are tailored and resources are customizable. 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 STEEL

We Steel is a premier shop for the full-service fabricator and manufacturer of structural steel and miscellaneous metals. Our steel-to-steel service is a key to our success because it's only here to work with one partner - instead of multiple subcontractors - to fabricate structural steel for your project. Our price point, quality, service and efficiency, higher quality product.

RK ENERGY

RK Energy operations in water utilization and water treatment services. We provide preconstruction planning, design, engineering, electrical distribution, and water and related services. We ensure the facilities are safe, efficient and that water is captured and used in a responsible manner. We have over 50 service technicians and we can stay by your side for anything a facility needs.

RK WATER

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RK ELECTRICAL


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

rk.com

Denver Headquarters
2025 Aurora St.
Denver, CO 80202
303.555.9016

Henderson Location
2025 E. 150th Ave., Ste. B
Henderson, CO 80149
303.555.9016

RK Service
Front Range: 877.234.9686
Val and Eagle County: 970.476.9886



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

POWERPOINT TEMPLATE COVER

BROCHURES

FLYERS AND PRODUCT SHEETS

FRONT

BACK

ADVERTISEMENTS

DIRECT MAIL

EMAIL HEADERS


EXHIBIT BANNERS

RK MECHANICAL COLLATERAL EXAMPLES

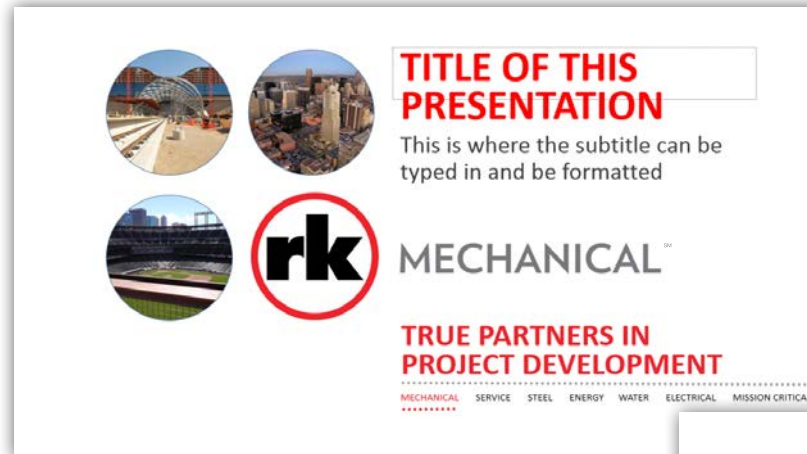
EMAIL SIGNATURE

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

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

POWERPOINT TEMPLATE COVER



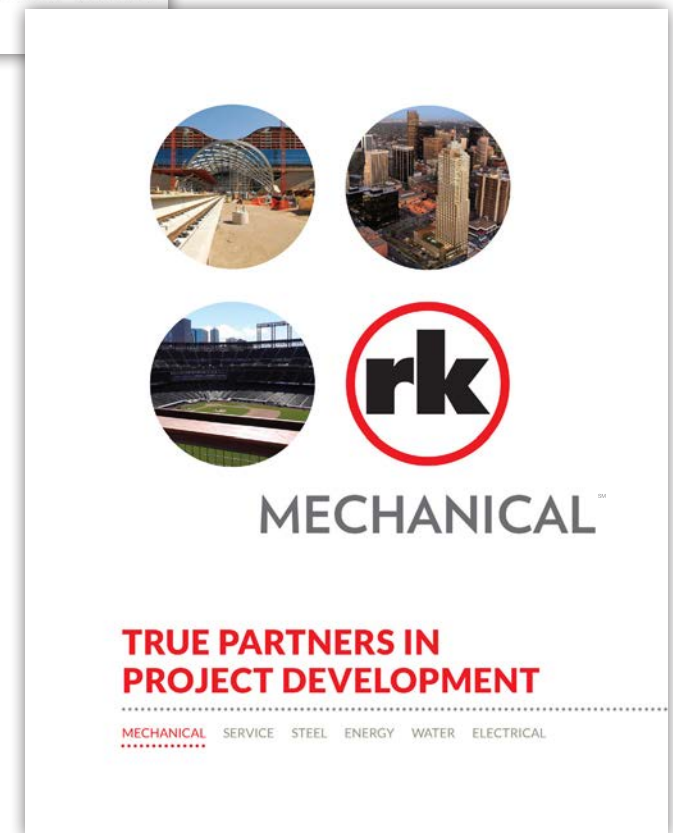
BUSINESS CARD



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

TITLE OF THIS PRESENTATION

This is where the subtitle can be typed in and be formatted

SERVICE™

**PERSONAL ATTENTION
POWERFUL RESOURCES**

Facilities services backed by the power of RK

MECHANICAL SERVICE STEEL ENERGY WATER ELECTRICAL MISSION CRITICAL

BROCHURE COVER

SERVICE™

**PERSONAL ATTENTION
POWERFUL RESOURCES**

Facilities services backed by the power of RK.

MECHANICAL SERVICE STEEL ENERGY WATER ELECTRICAL

BUSINESS CARD

rk Name
 Title

3800 Xanthia Street
 Denver, CO 80238
 rkmi.com

Main: 303.355.9696
 Direct: 303.785.6993
 Mobile: 303.901.0400
 Name@rkmi.com

rk

MECHANICAL SERVICE STEEL ENERGY WATER ELECTRICAL

SOCIAL MEDIA BANNER

**PERSONAL ATTENTION.
POWERFUL RESOURCES.**

**Facilities Services
and Maintenance**


SERVICE™

RK STEEL COLLATERAL EXAMPLES

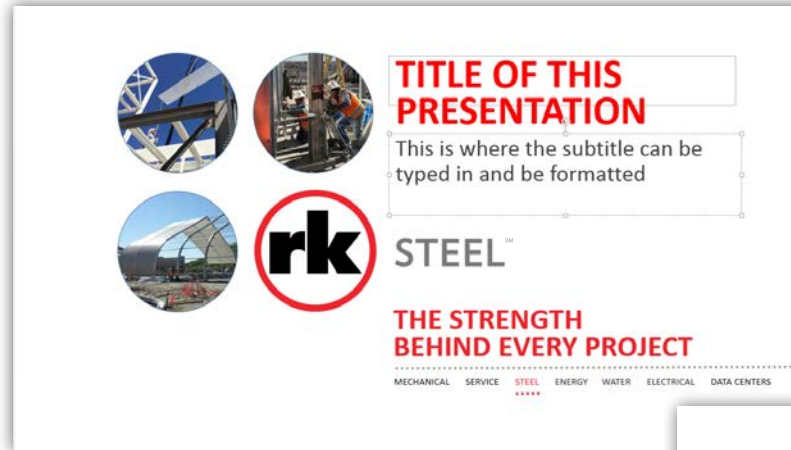
EMAIL SIGNATURE

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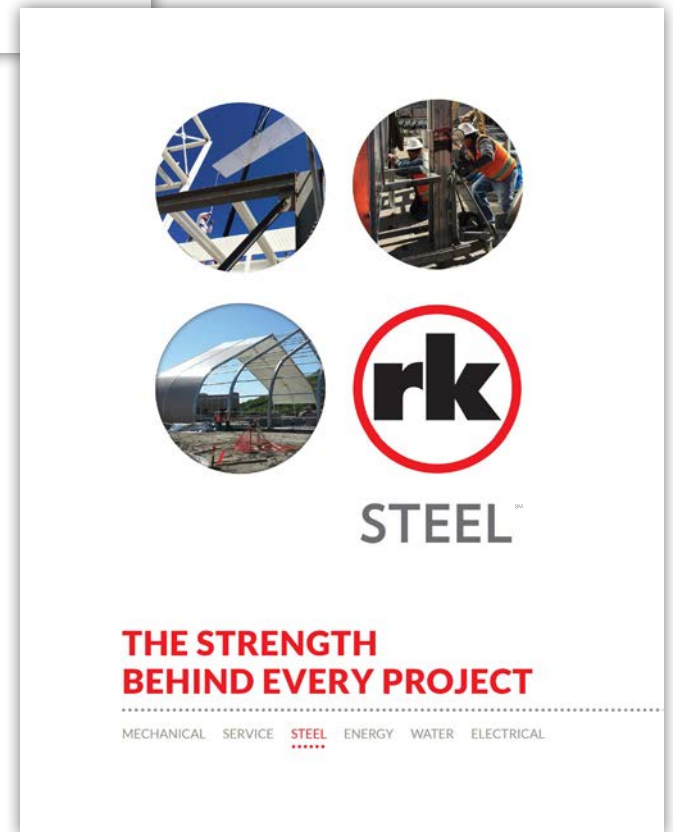
Firstname Lastname
Title
 720.737.8022 mobile | 303.785.6859 direct
 email@rkmi.com

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

POWERPOINT TEMPLATE COVER



BROCHURE COVER



BUSINESS CARD



SOCIAL MEDIA BANNER



RK ENERGY COLLATERAL EXAMPLES

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Firstname Lastname
Title

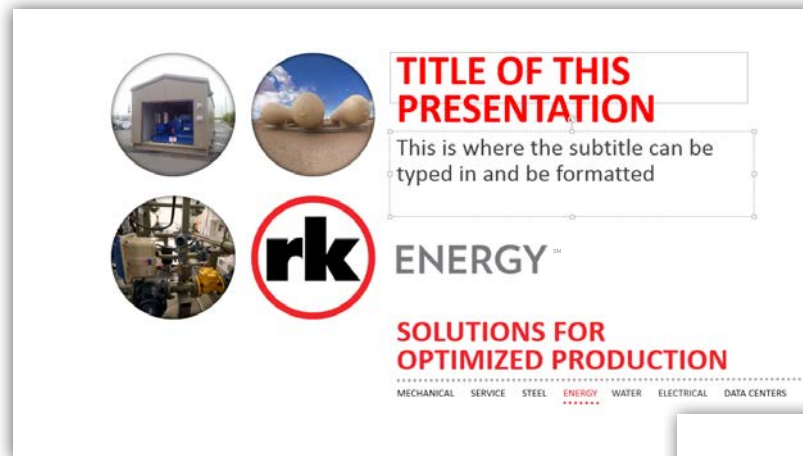
720.737.8022 mobile | 303.785.6859 direct
email@rkmi.com



RK Energy

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

POWERPOINT TEMPLATE COVER



BROCHURE COVER



BUSINESS CARD



SOCIAL MEDIA BANNER




RK WATER COLLATERAL EXAMPLES


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

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

POWERPOINT TEMPLATE COVER



TITLE OF THIS PRESENTATION

This is where the subtitle can be typed in and be formatted

rk WATER™

DISCOVER BETTER WAYS TO UTILIZE OUR MOST PRECIOUS RESOURCE

MECHANICAL SERVICE STEEL ENERGY WATER ELECTRICAL

BROCHURE COVER



rk WATER™

DISCOVER BETTER WAYS TO UTILIZE OUR MOST PRECIOUS RESOURCE

Water treatment solutions and sustainable alternatives.

MECHANICAL SERVICE STEEL ENERGY WATER ELECTRICAL

BUSINESS CARD



rk Name
 Title

3800 Xanthia Street
 Denver, CO 80238
 rkmi.com

Main: 303.355.9696
 Direct: 303.785.6993
 Mobile: 303.901.0400

rk WATER™

MECHANICAL SERVICE STEEL ENERGY WATER ELECTRICAL

SOCIAL MEDIA BANNER

BETTER WAYS TO UTILIZE OUR MOST PRECIOUS RESOURCE.

Water Treatment, Installations
 Cleaning and Repairs




rk WATER™

RK ELECTRICAL COLLATERAL EXAMPLES.....

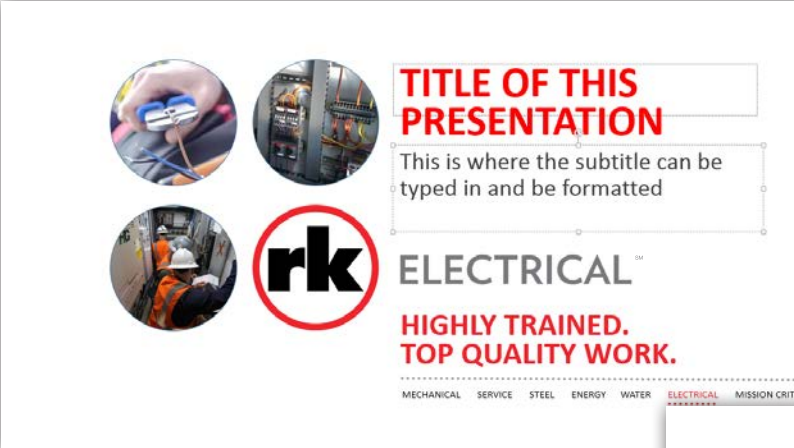
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Firstname Lastname
Title
 720.737.8022 mobile | 303.785.6859 direct
 email@rkmi.com

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

POWERPOINT TEMPLATE COVER



TITLE OF THIS PRESENTATION

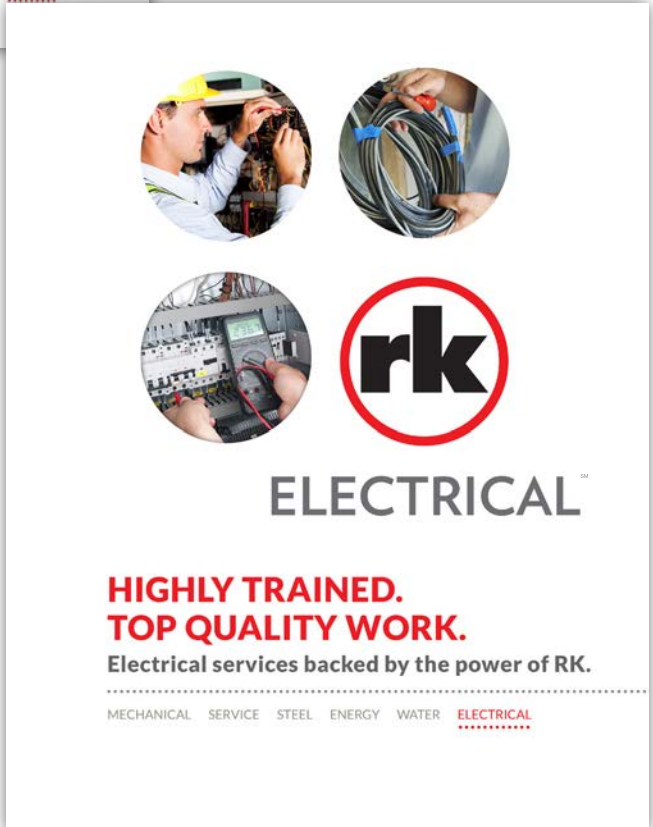
This is where the subtitle can be typed in and be formatted

rk ELECTRICAL™

HIGHLY TRAINED. TOP QUALITY WORK.

MECHANICAL SERVICE STEEL ENERGY WATER ELECTRICAL MISSION CRITICAL

BROCHURE COVER



rk ELECTRICAL™

HIGHLY TRAINED. TOP QUALITY WORK.

Electrical services backed by the power of RK.

MECHANICAL SERVICE STEEL ENERGY WATER ELECTRICAL

BUSINESS CARD



rk

Heather Gallien
 Director of Marketing + Communications

3800 Xanthia Street
 Denver, CO 80238
 rkmi.com

Main: 303.355.9696
 Direct: 303.785.6993
 Mobile: 303.901.0400
 hgallien@rkmi.com

MECHANICAL SERVICE STEEL ENERGY WATER ELECTRICAL

SOCIAL MEDIA BANNER



HIGHLY TRAINED. TOP QUALITY WORK.

Electrical Installations, Retrofits and Repairs


rk ELECTRICAL™

RK MISSION CRITICAL COLLATERAL EXAMPLES.....


EMAIL SIGNATURE

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

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

POWERPOINT TEMPLATE COVER



TITLE OF THIS PRESENTATION

This is where the subtitle can be typed in and be formatted

MISSION CRITICAL™
DATA REQUIREMENTS CHANGE QUICKLY. NOW YOUR FACILITIES CAN TOO.

MECHANICAL SERVICE STEEL ENERGY WATER ELECTRICAL MISSION CRITICAL

BROCHURE COVER



MISSION CRITICAL™

DATA REQUIREMENTS CHANGE QUICKLY. NOW YOUR FACILITIES CAN TOO.

MECHANICAL SERVICE STEEL ENERGY WATER ELECTRICAL MISSION CRITICAL

BUSINESS CARD



rk Name
 Title

3800 Xanthia Street
 Denver, CO 80238
 rkmi.com

Main: 303.355.9696
 Direct: 303.785.6993
 Mobile: 303.901.0400

MECHANICAL SERVICE STEEL ENERGY WATER ELECTRICAL

SOCIAL MEDIA BANNER

DATA REQUIREMENTS CHANGE QUICKLY. NOW YOUR FACILITIES CAN TOO.
 Rapidly Deployed and Easily Configured



MISSION CRITICAL™

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

rk **DINNER AND INFO SESSION**

MECHANICAL SERVICE STEEL ENERGY WATER ELECTRICAL MISSION CRITICAL

The Mechanical Contractors Association (MCA) invites ALL Purdue-BCM majors (freshman to graduating seniors) to an RK informational session and dinner. Come learn why RK was voted by top publications as one of the best places to work, one of the healthiest workplaces and one of the state's top family-owned companies.

WHEN
Tuesday,
Sept 15, 2015
6:30 p.m.

WHERE
Room
B033

FREE
No cost for
Purdue-BCM
majors

RSVP to Gwen Cagle gcagle@rkmi.com | 720.390.0555
by Sunday, September 13th, 2015.

WEBSITE UPDATES

INTERNATIONAL PRESENCE
Our work supports the infrastructure of growing economies throughout the world. Our primary office is in Denver, Colorado. Click here for more updates.

RK BUSINESS UNITS

- MECHANICAL
- SERVICE
- STEEL
- ENERGY
- WATER
- ELECTRICAL

THE POWER OF RK
With over 1,000 employees and six integrated business units (Mechanical, Service, Steel, Energy, Water and Electrical), RK is the region's largest single source for mechanical contracting facilities services, steel fabrication, water treatment and industrial facilities construction.

NEWS

A CONSTRUCTION INDUSTRY BUDGET SURVEY PREDICTS A BRIGHT FUTURE
September 3, 2015 - The Census Bureau's Construction Industry Survey predicts a bright future for the construction industry.

NEWS

NEW VISION DIRECTOR OF THE MISSION CRITICAL TAKES WITH LEADERSHIP DESIGN ABOUT DATA CENTER OFFICES
September 2, 2015 - Ron Vikman, Director of RK Mission Critical, was interviewed by Todd Buckner of Leading Edge Design on...

NEWS

RK'S QUALITY MANAGER APPOINTED TO SPFA
August 11, 2015 - RK's Quality Manager, Lonnie Kato, has been appointed to the Board of Directors for the National Production Program Participants Association.

FEATURED VIDEO

rk STEEL
Full service
Structural Steel
Miscellaneous Metals

BROCHURES

YOUR SINGLE SOURCE FOR ALL FACILITIES SERVICE NEEDS.

RK's comprehensive facilities services include HVAC, refrigeration, plumbing, drain cleaning, electrical, excavation, water treatment and facilities staffing services. We ensure that your building runs efficiently, tenants are satisfied and occupants are comfortable. We have over 50 service technicians and our on-call services available 24/7 to keep your properties up and running. Plus, we draw on the resources of RK's other business units (Water, Electrical, Mechanical, Steel and Energy) as well as over 100,000 square feet of fabrication space to deliver custom solutions for any facility.

OUR SERVICES

All services can be requested on-demand, or can be covered under a Planned Maintenance Agreement that's specific to your facility. RK Service is fully licensed and insured. Our service technicians are experienced professionals, and we have someone on call 24 hours a day for emergencies.

HVAC AND REFRIGERATION

We service, repair and replace heating and cooling systems for commercial, industrial, hospitality, retail, restaurant and residential multi-unit properties. Ask about a Planned Maintenance Agreement to optimize building efficiency and reduce heating and cooling costs.

- Service, repair and maintenance
- Low-temp refrigeration
- Belts and modifications
- Seasonal start-up and shut-downs
- Gas-leakage repairs
- Planned Maintenance Agreements

PLUMBING

We service, repair and replace plumbing system components, the perform pipe leak, locate, repair systems, install fixture upgrades, perform plumbing system assessments, provide due diligence reporting, ensure code compliance and more.

- Service, repair and replacement
- Fixture and equipment service
- Pipe leak location and repair
- Plumbing system assessment
- Backflow certification

ELECTRICAL

We offer electrical installation, repair and testing for all types and uses of facilities. Services include equipment upgrades, temporary and emergency power, lighting, wiring, testing and analysis.

- Service, repair and replacement
- Temporary and emergency power
- AEC/ISO based analysis
- Cleaning and striping
- Variable frequency drives and controls
- Infrared thermography
- LED lighting and control
- Power factor correction

EXCAVATION

We're fully insured and offer a wide range of excavation services, including repair and replacement of water main sewer mains and fire mains. Additionally, we perform all manual line locates to trace underground lines and locate underground problems.

- Sewer, water, fire and storm line repair and replacement
- Water, sewer and gas sagging
- Line locates

FACILITY STAFFING

We employ full-time or part-time on-site staffing solutions to efficiently manage your day-to-day building maintenance. We service all types of facilities, including commercial, industrial, hospitality and multi-family properties. Services include equipment monitoring, preventive maintenance and emergency repairs.

- Complete MEP facilities management
- On-site system monitoring and emergency response
- Single or multiple locations and regional facilities services
- Wide breadth of staff skills and services

ENERGY AUDIT AND SAVINGS PROGRAM

We analyze your utility expenditures and conduct a thorough on-site assessment of your facilities. Our Energy Audit and Savings Program can significantly decrease operating and equipment costs while increasing facility value.

- Project assessment including energy and facility audits
- Recommendations regarding equipment and utility improvements
- Evaluation of cost saving to validate our service plan
- DR-Reduce check financing options available
- Performance agreements/guarantee savings

ADVANTAGES OF A PLANNED MAINTENANCE AGREEMENT

We work with you to tailor a scope of work that fits your service needs and your budget. We'll recommend the most efficient Planned Maintenance Agreement to keep your building running smoothly and conserve your operating budget. A Planned Maintenance Agreement:

- Often resolves serious problems before emergencies arise
- Reduces staffing needs and unnecessary equipment replacement costs
- Reduces long-term service costs
- Increases equipment life expectancy
- Delivers consistent occupant comfort and reduces tenant complaints
- Contributes to tenant satisfaction and retention rates

"Our Planned Maintenance Agreement with RK Service has reduced our energy costs. Best of all, we have fewer emergencies and we handle every get beyond complaints anymore."
- Commercial Customer



BRAND BOOK

Messaging, Logo Usage and Basic Graphic Standards

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