



## Iconography Guidelines

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### ICONOGRAPHY

The use of icons can help distinguish the Valmont® brand while also increasing the ease and clarity of communications to customers, suppliers, and others around the globe. Valmont has its own library of icons designed specifically to illustrate the uniqueness of the brand. They are created to represent the unique products and services we offer. These guidelines will help designers understand the vision and technical aspects of creating iconography for the Valmont brand.

Please make sure to use only Valmont icons. DO NOT USE icons from the internet or other sources. They are not part of our brand, and you may be violating copyright laws.

Visit [valmont.com/brand](http://valmont.com/brand) to see the large variety of icons available. If you have questions about icon usage or have a request for developing new icons, please contact the Valmont Corporate Strategic Marketing Team at [brand@valmont.com](mailto:brand@valmont.com).

## ICONOGRAPHY

### Creating Valmont Brand Icons

The icons that represent Valmont should be clear, concise and easy to understand. Overall, icons should be created with minimalism in mind – simple, clean shapes drawn in a way that allows for clarity of the idea, continuity and flexibility for reproduction. Some unique qualities of our icons include: an abstract approach to how the people are drawn, as well as keeping the angles in the icons consistent in degree of measurement to that of the “V” in the Valmont logo.

**Key characteristics include:**

- Professional
- Modern
- Unique
- Simple
- Symmetrical
- Geometric



# ICONOGRAPHY

## Grid System

Valmont icons are designed on a pixel-based grid of 64 x 64 pixels (px) and can be scaled to different sizes. All icons should be created with the grid shown on the right and using these specifications:

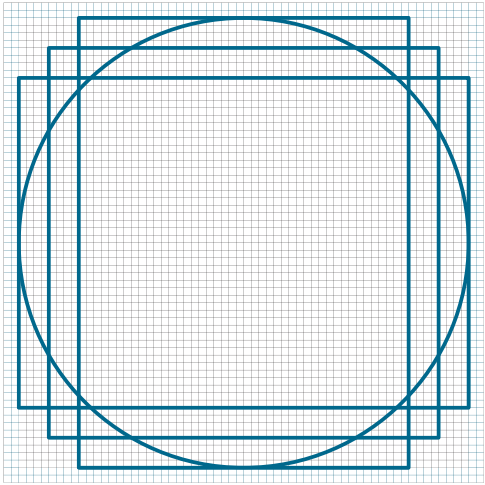
**Grid specifications:**

- The total canvas space should be 64 x 64 px
- The trim area needs to be 2 px
- The actual icon within the grid should be 60 x 60 px
- The icon should never exceed the trim area
- The size of the key shape within the grid will vary based on the type of shape to maintain balance:

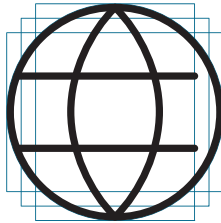
**Square key-shape:** 52 x 52 px

**Circle key-shape:** 60 x 60 px

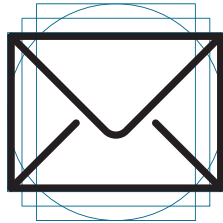
**Rectangle key-shape:** 60 x 44 px (landscape) or 44 x 60 px (portrait)



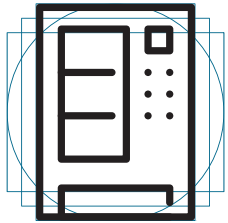
Square



Circle



Rectangle (landscape)



Rectangle (portrait)

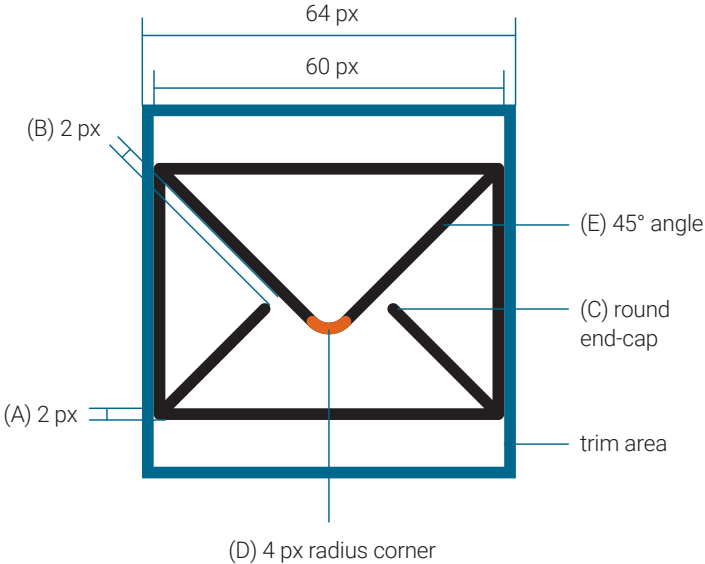
**Helpful Tip:** Use the grids as a guideline and not as a set structure. The most important component to keep in mind is optical balance. Follow what looks optically right versus strict metric values.

# ICONOGRAPHY

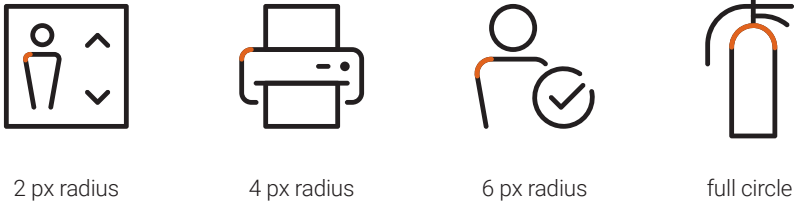
## Technical Rules

In order for all of the icons to maintain a sense of uniformity, specific rules have been set for aspects that will occur during icon design. The main goal of crafting icons for Valmont is to keep the icons simple, by focusing on symmetry and making it approachable by using rounded corners and end-caps – using these rules will help achieve this goal:

- Icons are line drawings only, not filled-in shapes
- Start with three basic shapes to create icons: rectangles, squares and circles
- Icons should be drawn profile when ever possible avoiding complicated three dimensional perspectives
- Use a centered stroke weight of 2 px (A)
- Keep a minimum 2 px gap between lines (B)
- Use rounded end caps (C)
- Represent a corner radius of even number increments as they increase based on size (For example: 2,4,6,8) (D)
- Align elements optically
- Maintain straight lines, use right angles with curved outer corners
- When using diagonal lines make sure they fall in 15° increments (E)
- Maintain continuous strokes as much as possible keeping icons simple and maintain the minimum 2 px gap where breaks are needed



Represent a corner radius of even number increments as they increase based on size (For example: 2,4,6,8). As an exception, when using full circle in your icons, the radius does not have to be an even number.



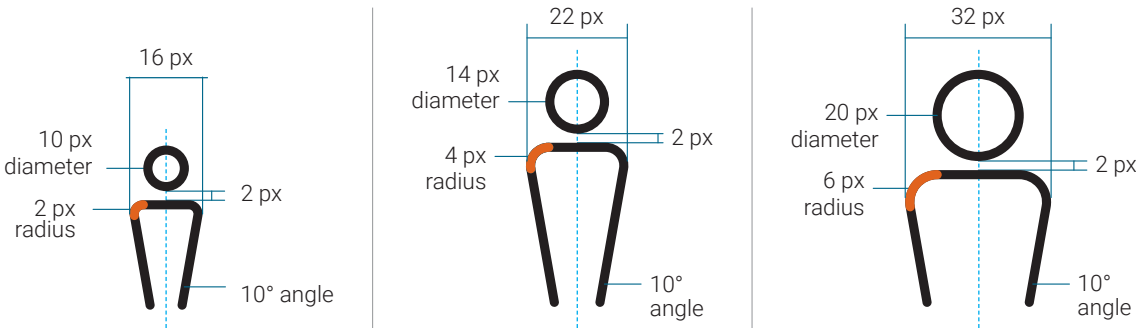
# ICONOGRAPHY

## Technical Rules, Human Forms & Vehicles

To maintain our unique brand look, icons like human forms and vehicles are created in a abstract manner.

Only use human forms to represent human subject matter, such as people meeting. Never use human forms to represent a concept or an idea, such as a muscle to represent "strength".

Follow the directions below when creating human forms.



**CORRECT:**

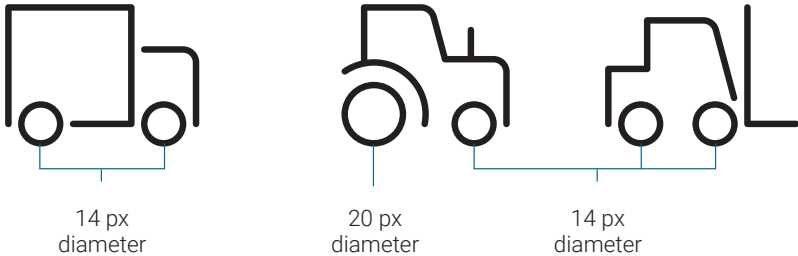
Human forms should represent human subject matter, such as people meeting.



**INCORRECT:**

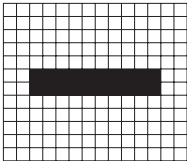
Do not use human forms to represent a concept or an idea, such as a muscle to represent strength.

When creating vehicles use a circle with a 14 px or 20 px diameter for the wheels

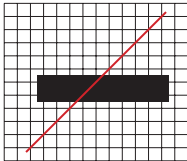


# ICONOGRAPHY

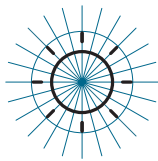
## Technical Rules, Do's & Don'ts



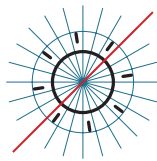
**DO:**  
Align icon elements to the pixel grid.



**DON'T:**  
Place icon elements on a coordinate that is not "on pixel".



**DO:**  
Use 15° increments whenever possible.



**DON'T:**  
Use random angles when creating diagonal lines.



**DO:**  
Use the same stroke weight.



**DON'T:**  
Use varied stroke weights.



**DO:**  
Use a 1.5 px stroke where complex details are unavoidable.



**DON'T:**  
Use 2 px strokes on complex icons, making them feel visually heavier than the rest of the set.



**DO:**  
Keep a minimum 2 px gap.



**DON'T:**  
Have gaps between lines are less than 2 px.



**DO:**  
Avoid over-crowding design elements.



**DON'T:**  
Place elements too close to each other.



**DO:**  
Create icons with a minimalistic approach.



**DON'T:**  
Create icons with a lot of details.



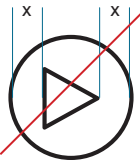
**DO:**  
Create flat, straight-on icons.



**DON'T:**  
Create dimensional icons.



**DO:**  
Align elements so they make sense optically.



**DON'T:**  
Arrange elements so they appear imbalanced.



# ICONOGRAPHY

## Technical Rules, Using the Icons

Once icons have been tailored to the specifications, it is important to know how the designs should be used. Existing icons should never be redrawn, stretched or modified in any way, under any circumstances.

### ALIGNMENT

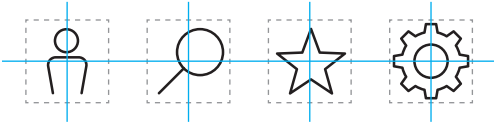


**DO:**

Vertically center align icons when they appear next to text.

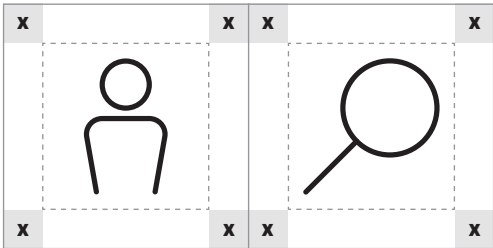
**DON'T:**

Base align icons next to text.

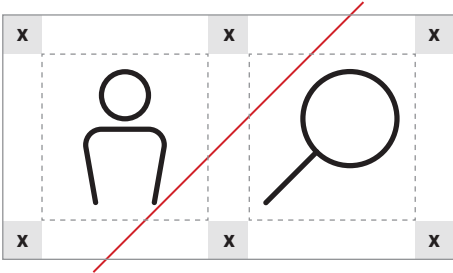


Vertically center align when icons appear next to other icons.

### CLEAR SPACE



Use a clear space around each icon where **x** = 1/4 the size of the icon.



**DON'T:**

Overlap the icon clear space.

### SIZING



16 px  
minimum width

Never reproduce icons smaller than the minimum size shown here.

# ICONOGRAPHY

## Color

Reproduce icons in Valmont Blue (PMS 634), black or white. White icons at 100% opacity should be used on solid Valmont Blue or black backgrounds.

### Icons as a Background Element

Icons may be used as tone-on-tone graphic element on a solid white, Valmont Blue or black background. Valmont Blue backgrounds should use a tint of a Valmont Blue icon or a black icon multiplied with the opacity reduced; black backgrounds should use a white icon with the opacity reduced; white backgrounds should use a Valmont Blue or black or icon with the opacity reduced.

Be sure to keep the icons light enough to be subtle, but dark enough to be visible, like the examples are shown at the right. Scale icons proportionately so the stroke weight is maintained.

### Alternative Colors

With prior approval from the Valmont Corporate Strategic Marketing Team, icons may be used in the Valmont tertiary colors found in the Valmont Global Brand Guidelines. For approval, please email the team at .

VALMONT BLUE PANTONE 634	BLACK	WHITE
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<b>CMYK</b> 100/6/1/48	<b>CMYK</b> 0/0/0/100	<b>CMYK</b> 0/0/0/00
<b>RGB</b> 0/95/131	<b>RGB</b> 0/0/0	<b>RGB</b> 255/255/255
<b>WEB</b> #005F83	<b>WEB</b> #000000	<b>WEB</b> #FFFFFF



Valmont Blue (Pantone 634)      Black      100% white on Valmont Blue      100% white on black

### BACKGROUND ELEMENT EXAMPLES



84% Valmont Blue icon on a solid Valmont Blue background      Black icon multiplied at 20% opacity on solid a black background      White icon at 20% opacity on a solid black background



30% Valmont Blue icon on a solid white background      15% black icon on a solid white background

# ICONOGRAPHY

## Color, Unacceptable Usage



Do not use colors outside of the approved color palette (see previous page).



Do not use multiple colors on the icons.



Do not add pattern into the icons.



Do not add shading into the icons.



Do not place icons over complicated backgrounds.



Do not rotate the icons.



Do not stretch or distort the icons.



Do not flip the icons vertically or horizontally.

# ICONOGRAPHY

## Examples

If you have a request for a new icon or are designing icons for the Valmont brand, please contact the Valmont Corporate Strategic Marketing Team at [brand@valmont.com](mailto:brand@valmont.com) for assistance or approval. Also, please submit finished icon artwork as vector .EPS files to [brand@valmont.com](mailto:brand@valmont.com).

