valmont

Global Brand Guidelines

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Welcome

In the dynamic landscape of our company's journey to create vital infrastructure and advance agricultural productivity, everyone plays a pivotal role in shaping the Valmont® narrative and fostering a meaningful connection with our stakeholders. Our brand guidelines serve as the compass guiding us toward a unified and compelling brand identity.

In this shared commitment to consistency, we build trust and loyalty. Our brand becomes a symbol of reliability and innovation, leaving a mark on the hearts and minds of those we engage with in relevant ways. When we collectively embrace our brand guidelines, we strengthen our brand equity, creating a lasting impression that goes beyond transactions and transforms into meaningful relationships.

As we navigate what's ahead, let's continue to be authors of a brand story grounded in the heritage of our company that reflects our values, resonates with authenticity, and leaves an enduring legacy.

The Valmont Corporate Strategic Marketing Team

valmont ᚡ

OVERVIEW

The Valmont brand is one of our most valuable assets. When used consistently, it builds recognition among internal and external audiences for who we are, what we do, and how we do it. Brand consistency also provides valuable protection to our identity, trademarks and the solutions we provide to the world through our products and services.

Although this document provides guidance on the use of the brand's many elements, it's how they're implemented that's most important — and that's up to you.

The purpose here is to simplify and unify the Valmont brand so that you can most effectively share our story with the world.

APPROVAL PROCESS

We're here to help

When you need assistance with the review of marketing materials or usage approvals, we're here to help. Materials should be submitted to the Valmont Corporate Strategic Marketing Team at least five business days prior to your submission deadline to allow sufficient time for the review process. Please submit files at **brand@valmont.com**. If you have questions or need additional clarification, you can reach us at the same link.

We look forward to working with you in strengthening the Valmont brand.

If you have any questions, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.

BRAND BELIEFS

BRAND BELIEFS

Core Values

The heart and soul of Valmont, our segments and the markets we serve can be seen in our core values: passion, integrity, continuous improvement and delivering results. In order to become the world's most respected and preferred brand in our industries, we need to deliver on these values consistently across the business and do so in an authentic way.

These core values serve as the foundation from which all our communications and interactions flow. They create the expectation of what it means to work with our company and to experience our brand promise of improving everyday life.

PASSION	**INTEGRITY**	**CONTINUOUS IMPROVEMENT**	**DELIVER RESULTS**
We have a passion for our products, services and customers.	We operate with absolute integrity.	We strive for continuous improvement, removing waste everywhere with a true sense of urgency.	We consistently deliver results.

BRAND BELIEFS

Brand Purpose and Essence

A critical component of the Valmont brand is its purpose, or tagline, *Conserving Resources. Improving Life.*® It clearly conveys our reason for being.

BRAND PURPOSE:

Conserving Resources. Improving Life.®

BRAND ESSENCE:

Improving Life

BRAND BELIEFS

Brand Essentials

If a company the size of Valmont can be boiled down to a couple of sentences, here they are. Keep them in mind as you create any materials representing the company.

VALMONT MISSION STATEMENT:

We improve life by creating vital infrastructure and advancing agricultural productivity with a commitment to conserving resources.

ELEVATOR SPEECH:

Valmont has an enduring commitment to conserving resources and improving life. We create vital infrastructure and advance agricultural productivity to meet the increasing demands of an ever-changing world.

BRAND BELIEFS

Brand Overview

There is approved language to describe who we are and the segments in which we work.

CORPORATE, SHORT DESCRIPTION

For nearly 80 years, Valmont® has been a global leader in creating vital infrastructure and advancing agricultural productivity. Today, we remain committed to doing more with less while driving innovation through technology.

CORPORATE, LONG DESCRIPTION

For nearly 80 years, Valmont® has been a global leader in creating vital infrastructure and advancing agricultural productivity. Today, we remain committed to doing more with less while driving innovation through technology.

By engineering solutions that strengthen power grids against the effects of climate change and deliver the energy needed to meet the demands of tomorrow.

By creating telecom solutions that connect people and communities to close the digital divide.

By manufacturing solutions that make transportation safer and more efficient with lighting and monitoring, and cleaner and more sustainable with charging facilities.

By increasing food productivity with precision irrigation and remote monitoring solutions that help farmers around the globe use fewer resources to feed an ever-growing population.

INFRASTRUCTURE

Valmont® Infrastructure is improving everyday life by hardening the electrical grid to enable the delivery of reliable energy, providing access to renewable energy sources in support of climate resilience and helping make communities everywhere safer and more connected in meeting the increasing demands of an ever-changing world.

AGRICULTURE

From precision irrigation to remote crop health monitoring to fulfilling the promise of tomorrow's technology, Valmont® is advancing agricultural productivity to help feed the world.

SUSTAINABILITY

Valmont® innovates, engineers and manufactures sustainable solutions to the world's biggest challenges for our business, our customers and everyone on the planet.

BRAND BELIEFS

Valmont Name

Our name and how we use it is important, and must be used consistently across all communication channels. These guidelines ensure that happens.

Official Name

Our official name is Valmont® Industries, Inc., which should be used in all legal documentation, public relations announcements and releases. The name should be spelled out on the first mention. In keeping with standard legal practice, after that, the brand name can be shortened to Valmont. It should never be shortened to Valmont Industries. The more ways in which we communicate our name, the more we put our copyright at risk; using these best practices ensures the protection of our name.

Registration in Copy

Use a ® for the first mention within any marketing asset. The ® is not required in headlines and subheads.

LEGAL EXAMPLE

I hereby irrevocably consent the use and reproduction, by Valmont® Industries, Inc. ("Valmont") or by any person authorized by it, the appearance, written identity, intellectual property, picture, video, or any combination thereof.

GENERAL COMMUNICATIONS EXAMPLE

Through nearly 80 years of innovation and expertise, Valmont® stands positioned to make life better by creating a more sustainable, connected and prosperous world for all.

BRAND BELIEFS

Valmont Tagline

When using the registered tagline in text, it must be typeset in title case and italicized, as shown in the example at the right. The tagline must be trademarked with a superscript ®.

It is also acceptable to use the same phrase in body copy or in headlines when not acting as a tagline. In those cases, no registered trademark, italics or initial caps are needed.

EXAMPLE OF THE TAGLINE WITHIN TEXT

At Valmont,® our enduring commitment to creating vital infrastructure and advancing agricultural productivity uniquely positions our company to meet the increasing demands of an ever-changing world. It has always been in our DNA to do what's right by preserving natural resources and creating a better world for all. And just like in the past, we remain focused on *Conserving Resources. Improving Life.*®

title case and italicized with ®

EXAMPLE OF THE PHRASE WITHIN TEXT

At Valmont,® we've been conserving resources and improving life for nearly 80 years. You can expect that commitment to continue well into the future.

BRAND VOICE

BRAND VOICE

Brand Archetype

There are 12 master archetypes — universal characters found in literature, movies and stories. They embody pervasive meanings and basic human experiences, and can evoke unconscious responses in a reader. Valmont currently has two acceptable archetypes; one or the other should always be reflected in all communications.

THE CREATOR

CORE DESIRE:
To create something of enduring value

GOAL:
To give form to a vision

IMPLICATION:
Valmont doesn't have products. We have solutions. Solutions that have been created through purpose, expertise and innovation.

THE HERO

CORE DESIRE:
To prove one's worth through courageous and difficult action

GOAL:
To exert mastery in a way that improves the world

IMPLICATION:
Valmont is working every day to take on the biggest, most important challenges in the world.

BRAND VOICE

Brand Characteristics

The Valmont brand must be reflected within all areas of the business. In addition to being authentic, distinctive and clear in who we are and what we stand for, it must represent an enduring commitment to conserving resources and improving life.

The Valmont brand's reflection involves two distinct traits, Brand Characteristics and Brand Voice:

BRAND CHARACTERISTICS | HOW SHOULD THE BRAND APPEAR?

Ambitious and hardworking	A proven history of honest and reliable partnerships	Determined to make a better future	Counted on with unwavering confidence to get the job done	Able and strong in the face of challenge	Skilled and resourceful problem-solvers
↑	↑	↑	↑	↑	↑
DRIVEN	**TRUSTWORTHY**	**PURPOSEFUL**	**GO-TO**	**RESILIENT**	**CURIOUS**
↓	↓	↓	↓	↓	↓
We use success stories, case studies and data to prove our work ethic.	We are trusted partners who don't exaggerate claims or over-promise what we can do.	We identify problems and offer smart, effective solutions and new, better ways to work.	We focus on how our solutions through our products and services reliably help customers and get the job done.	We acknowledge our long history and best-in-class offerings, but we remain focused on our customers' current and future needs.	We are genuinely interested in our partners and solving their problems.

BRAND VOICE | HOW SHOULD THE BRAND SOUND?

BRAND VOICE

Brand Tone

The Valmont tone is expressed through words (our brand voice) and images, colors, type and graphics (our brand look). Both should always convey a sense of expertise and experience, passion and purpose, solutions and success. Collectively, our brand tone should make our customers feel like we're here to solve their most difficult challenges … because we are.

VALMONT IS		VALMONT IS NOT
SUPPORTIVE		SALESY
PASSIONATE		PASSIVE
AUTHORITATIVE		ARROGANT
TRUSTWORTHY		EXAGGERATED
PROFESSIONAL		CORPORATE
HUMAN		COLD
OPTIMISTIC		UNREALISTIC
FORWARD THINKING		STUCK IN THE PAST
ACTIVE		REACTIVE
AUTHENTIC		CLICHÉD

If you have any questions, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.
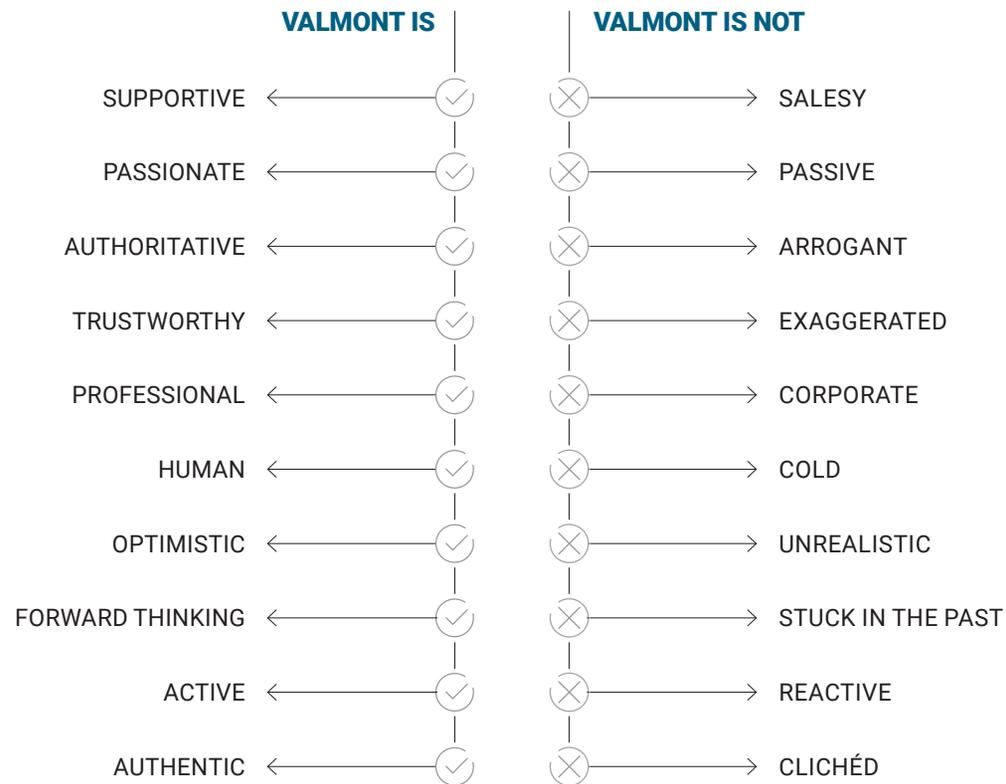
BRAND VOICE

Voice Guidelines

BASIC GUIDELINES	
NO FLUFF	The Valmont voice avoids exaggeration and uses facts and data to support any claim.
GET TO THE POINT	Avoid long introductions and preambles that tell the reader what they already know.
BENEFITS BEFORE FEATURES	Specific aspects of a product or service must sometimes be detailed, but never before communicating the greater benefit to the customer or the world.
PROBLEM / SOLUTION	Most of our products and services are designed to address very specific needs. Therefore, it is often required to summarize the problem before presenting the solution.
SPEAK HUMAN	Valmont speaks to many kinds of audiences, but at the end of the day, they're all people. So, our tone is conversational without ever being overly casual. Contractions are okay, but avoid idioms and clichés.
YOU, NOT US	Whenever possible, use "you" or "your" more than "us" and "our."
AVOID TECHNICAL JARGON	While we often need to talk about complicated products and solutions to very sophisticated, unique audiences, Valmont speaks in clear, easy-to-understand language.
ACTIVE, NOT PASSIVE	Avoid the passive voice, such as "many options are available." Instead, use active language that has energy and immediacy, such as, "we have the right option for you."
ASK FOR ACTION	Be clear about what you want your audience to do after reading.

BRAND VOICE

Do's & Don'ts

Here are a few examples of how the preceding guidelines might impact copywriting:

EXPLANATION	DO'S	DON'TS
NO FLUFF	Steel distribution poles are stronger and longer lasting than wood. They're also lighter, offer more design flexibility, and aren't as vulnerable to rot, pests or fire.	In addition to increased strengths, steel distribution poles aren't as vulnerable to rot, insects, birds or fire, and offer more distinct benefits.
ACTIVE, NOT PASSIVE	There are countless variables when creating signage poles. Best to go with a partner that has decades of experience engineering and manufacturing everything from traffic signs to utility poles.	Through its decades of experience engineering and manufacturing traffic sign structures, outdoor lighting poles, high-mast poles and utility poles, Valmont understands the countless variables involved in creating signage poles that are installed near high-traffic roadways.
GET TO THE POINT	Track and predict productivity, failure rates and labor effectiveness with smart farm technology.	Maintain and monitor your farming equipment with smart farm technology, in which production, failure rates and labor effectiveness can be tracked and predicted.

If you have any questions, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.

BRAND VOICE

Style Guidelines

Adhering to certain rules of grammar and mechanics helps keep our writing clear and consistent. This section lays out Valmont-specific rules, which apply to all our content unless otherwise noted. For rules not covered in this guide, please refer to the AP Stylebook.

ABBREVIATIONS

If there are abbreviations or acronyms that aren't widely recognized, spell out on the first mention with the abbreviation or acronym in parentheses. For each additional mention, use the abbreviation or acronym, unless you think message clarity will be compromised.

ACRONYMS

Acronyms for product names shouldn't be used in external writing.

AMPERSAND

We use 'and' instead of '&' in headlines and body copy. We use '&' in job titles, including in email signatures.

CONTRACTIONS

We're conversational when we write, so contractions are encouraged. For example, use "it's" rather than the more formal "it is."

CAPITALIZATION

Product names should be capitalized (e.g., "Rapid Response™ V-Series"), but product types should not (e.g., "steel poles").

Use title case in individual job titles when referencing a specific role (e.g., Avner Applbaum, President & Chief Executive Officer).

CATEGORIES

Valmont serves two primary segments — agriculture and infrastructure — multiple go-to-market brands and seven diverse product lines: Utility, Lighting and Transportation, Telecom, Solar, Coatings, Irrigation and Agronomy Technology. If using the Valmont name, "Valmont" should be included with the product name on first mention (e.g., Valmont® SimpleCell™ Small Cell Solutions), but may be removed on second reference and going forward (e.g., SimpleCell). If using a sub-brand logo, like Valley, the same rule applies, but with the Valley name (e.g., Valley® X-Tec® center drive).

COMMAS

Valmont does not use the serial comma (also known as the Oxford comma) when listing three or more terms. So, there should not be a comma before the "and" in a list of items (e.g., "design, engineering and installation").

If you have any questions, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.

BRAND VOICE

Style Guidelines (cont.)

EXCLAMATION POINTS

Only use exclamation points when referring to something truly shocking, and even then, never more than one at a time.

HYPHENS AND DASHES

Use hyphens to combine compound terms (e.g., check-in).

Only hyphenate energy efficient when modifying a noun (e.g., "energy-efficient design").

Use em dashes (the longer dash) with spaces before and after when separating a thought (e.g., "The vision of a better future doesn't just happen — it is made to happen.")

Use hyphens when referencing multiple aspects of a product. In a list, however, dashes are not needed after the first two nouns. For example: "Think of it as a simplified 'one-stop-shop' for science, efficiency and engineering-based water management."

NAMES AND TITLES

The first time you mention a person in writing, refer to them by their first and last names. On all other mentions, refer to them by their first name. Individual titles, segment names, markets we serve, product lines or teams should be title case, but not the word "team," "segment," "markets we serve," "product line" or "teams."

NUMBERS

Spell out a number when it starts a sentence. Spell out numbers up to ten, and use numerals for numbers 11 and above.

When listing dimensions, feet are preferred to inches wherever possible. When space allows, feet and inches should be written out (6 feet wide by 5 feet high rather than 6'W x 5'H).

PERIODS

Unless serving a stylistic purpose, periods should not be used in headlines. Use periods in a bulleted list when the bulleted copy is a complete sentence, but not when it's a phrase. In written form, use only one space after a period.

REGISTERED COPYRIGHT AND TRADEMARKS

For registered trademarks, use the symbol "®" upon the first mention of the trademark on a webpage or piece of marketing material. For unregistered trademarks, use the "TM" symbol upon the first mention of a trademark.

Regarding copyrightable works, materials created by Valmont and its employees are the property of Valmont and should be protected with a copyright ("©") symbol. The material should include the year and copyright owner (Valmont Industries, Inc.). All copyright notifications appear on the last page of a document, in either the lower-left or lower-right corner, or in a website footer. The copyright notice should appear as follows:

© (Current Year) Valmont Industries, Inc.

TRADEMARKS AND COPYRIGHTS

TRADEMARKS AND COPYRIGHTS

Proper Usage

Trademarks are important assets to the company. They distinguish our products and services from those of our competitors, and signify to the public the high quality of those products and services.

For them to have value, they must be used precisely and consistently.

These guidelines provide guidance on proper (and improper) use of our trademarks. To maintain and protect these assets, here you'll learn to:

- Use company trademarks properly

- Monitor the marketplace for infringements and misuses of company trademarks

- Take appropriate action in case of misuse or infringement

- Implement appropriate quality controls when permitting others to use company trademarks

- Maintain records demonstrating the use, strength and recognition of company trademarks

Work with your specific marketing business partner regarding all trademark and copyright applications and renewals.

VISUAL IDENTITY

VISUAL IDENTITY

Valmont Logo

The Valmont logo is a key asset of the Valmont brand. To ensure its effectiveness and preserve logo integrity, it is important to avoid misusing or modifying the logo artwork.

The Valmont logo includes the trademark "V" carefully and precisely paired with the stylized "Valmont" logotype and registered ®.

Always use the most recent, high-quality versions of the Valmont logos — vector EPS for print, PNG or JPEG for digital.

▶ Vector artwork has been created and is the preferred method to display the Valmont logo. Download the approved artwork from **valmont.com/brand**.

LOGO

valmont V

LOGOTYPE   TRADEMARK "V"
                         WITH ®

If you have any questions, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.
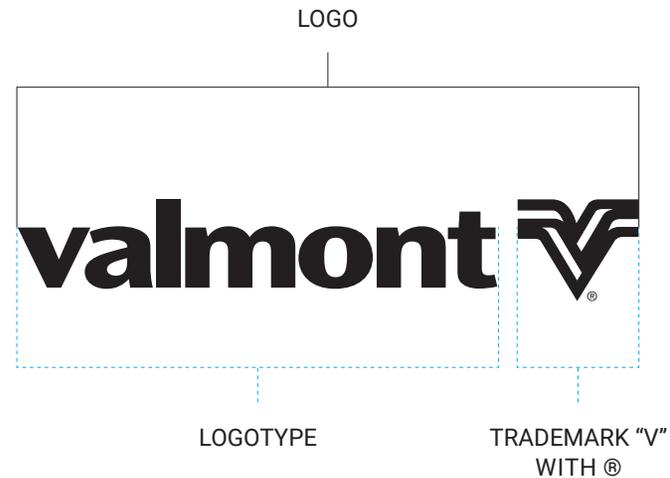
VISUAL IDENTITY

Valmont Logo, Color Variations

The Valmont logo is approved for use in two color variations: black and Valmont Blue. Black is the preferred use for most applications. The Valmont Blue logo is the secondary choice when color is needed to add interest to simple, one- or two-color marketing pieces.

White Reverse

The white-reverse logo version is approved for use on dark, uncomplicated backgrounds.

▶ Vector artwork has been created and is the preferred method to display the Valmont logo. Download the approved artwork from **valmont.com/brand**.

BLACK (PREFERRED)

valmont V

VALMONT BLUE (SECONDARY)

valmont V

WHITE REVERSE

If you have any questions, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.

VISUAL IDENTITY

Valmont Logo, Clear Space

To maximize the recognition and impact of our identity in all applications, surround the Valmont logo with sufficient clear space — free of type, graphics and other elements that might cause visual clutter.

A clear space of "L" (where L = the height of "l" in "valmont") should be maintained around the perimeter of the logo. This means no other design elements or text should be positioned within this clear space. The logo should also not be positioned any closer than 2L to the trim edge of the document.

L = the height of the "l" in "valmont"
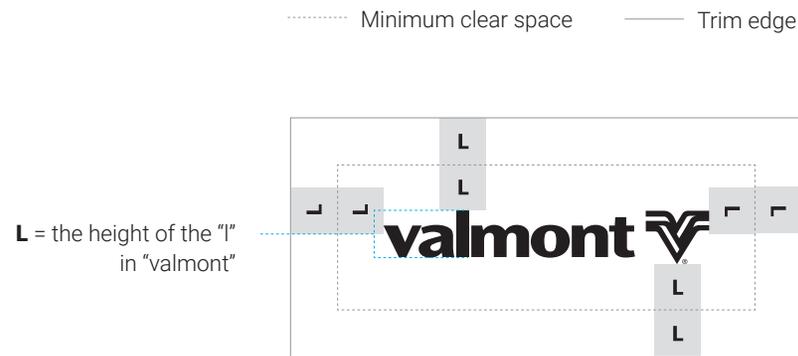
VISUAL IDENTITY

Valmont Logo, Sizing

Print Usage

To ensure legibility on print materials, the Valmont logo should never be reproduced smaller than the minimum size shown here.

Digital Usage

The Valmont logo should never be reproduced smaller than 80 pixels wide for digital use.

Small-Space Usage

If space is at a premium, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com** for approval to use the Valmont logo smaller than the minimum sizes indicated on this page.

PRINT

1.125"
minimum logo width

DIGITAL

80 pixels
minimum logo width

VISUAL IDENTITY

Valmont Logo, Acceptable Usage

Positioning

Although flexible, the preferred position of the Valmont logo is in the upper- or lower-right corner of the document. It should be sized to be legible, but never so large that it overtakes the space or distracts from the messaging.

Graphic Use

If minimal elements and messaging are present, the logo may be sized at a larger scale to add interest to the design.

With Photography

The white logo may be placed on an image, if visual contrast can be maintained and there is enough negative space so that it doesn't interfere with other objects.

For uses that fall outside of these guidelines, email the Valmont Corporate Strategic Marketing Team at **brand@valmont.com** for approval.

PREFERRED USE EXAMPLES
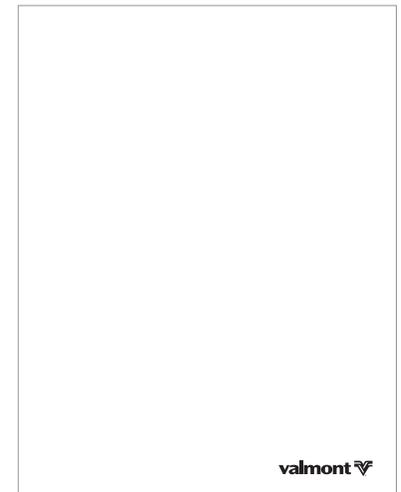
GRAPHIC USE EXAMPLE

PHOTOGRAPHY USE EXAMPLE

VISUAL IDENTITY

Valmont Logo, Unacceptable Usage

While not an exhaustive list, the examples shown here demonstrate Valmont logo misuses that undermine the building of a consistent brand identity. The logo and company name cannot be redrawn, re-typeset or modified in any way, under any circumstances.

Do not alter the approved colors.

Do not apply different colors to the logo elements.

Do not use tints or shades.

Do not rearrange the logo elements.

Do not alter the proportions or positioning of the logo elements.

Do not use the Valmont logotype without the trademark "V."

Do not skew or stretch the logo.

Do not re-create the logo using another typeface (unless in text).

Do not add effects, such as outlines, drop shadows or glows.

Do not scan the logo or use the logo with poor resolution.

Do not use any part of the logo to create a new logo.

Do not place other identities under the logo unless previously approved.

Check out these new products from

Do not use the logo in a statement or sentence; instead, spell out the company name, "Valmont."

VISUAL IDENTITY

Valmont Logo,
Unacceptable Usage (cont.)

Always ensure the Valmont logo is positioned on a background offering sufficient contrast to maintain visual clarity.

Do not place the logo on a busy or distracting background.

Do not place the logo in a box over an image.
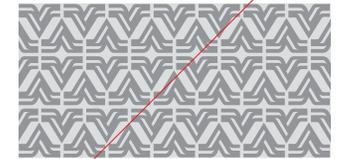
Do not use the Valmont trademark "V" as part of a pattern or graphic.

Do not place the black logo on a dark background.

Do not place any color variation of the logo over a busy image.

VISUAL IDENTITY

Valmont Logo, Vertical Version

The Valmont brand is defined by its horizontal logo. Consistent use of the horizontal logo helps develop awareness of Valmont by not having multiple marks that confuse the brand.

In special cases, the stacked, vertical version of the logo may be used. Email the Valmont Corporate Strategic Marketing Team at **brand@valmont.com** for approval.

If you have any questions, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.

VISUAL IDENTITY

Valmont "V"

The Valmont "V" represents Valmont Industries, Inc. Therefore, only the corporate office can use only the "V" as a separate or supportive design element. If a need to use the Valmont "V" arises, it must comply with the standards set forth by the Valmont Corporate Strategic Marketing Team, and prior approval is needed.

There are distinct rules when using the "V" independently from the logotype.

DO NOT:

- Use a "V" that doesn't include the registration mark

- Alter the "V" in any way

- Rotate the "V"

- Add dimension using 3D embellishments or drop shadows

- Introduce patterns or additional design elements

- Make patterns, a continuous line or other designs with the "V"

- And finally, the "V" should only be reproduced in black or white. If you wish to use another color, you must get approval from the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.

VISUAL IDENTITY

Logo Lockup

When used outside of body copy, headlines or subheads, the tagline must be visually connected to the logo as described in the following pages. Because the logo lockup is a graphic element, the tagline does not need to be italicized.

▶ Vector artwork has been created and is the preferred method to display the logo lockup. Download the approved artwork from **valmont.com/brand**.

LOGO LOCKUP

CONSERVING RESOURCES. IMPROVING LIFE.® **valmont**

TAGLINE
FONT: Futura Bold
Do not alter the approved font, size, tracking or kerning
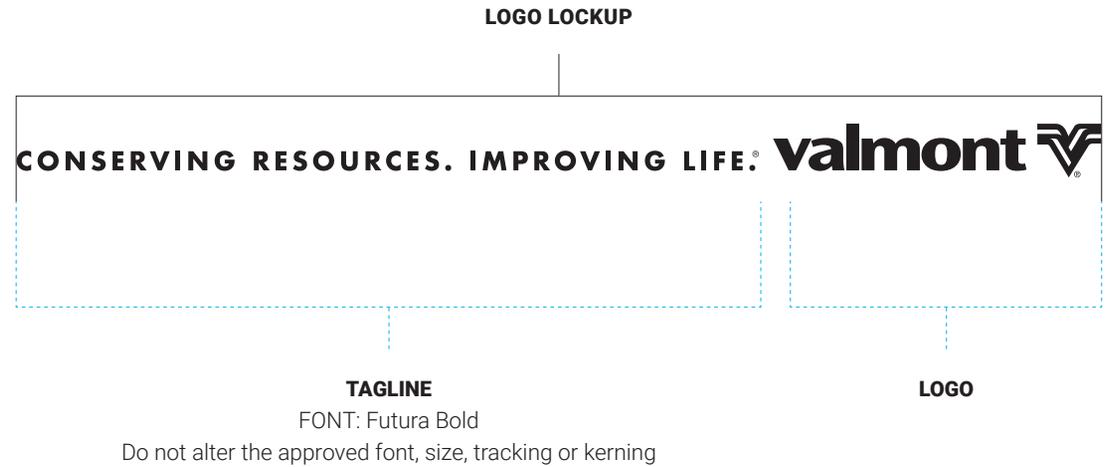
LOGO

VISUAL IDENTITY

Logo Lockup, Color Variations

The Logo Lockup is approved for use in the color variations shown here. Do not alter the color formulas, tint or screen-back the approved logo and tagline lockup.

▶ Vector artwork has been created and is the preferred method to display the Logo Lockup. Download the approved artwork from **valmont.com/brand**.

100% BLACK

CONSERVING RESOURCES. IMPROVING LIFE. **Valmont**

WHITE REVERSE

CONSERVING RESOURCES. IMPROVING LIFE. **Valmont**

VISUAL IDENTITY

Logo Lockup, Clear Space

To maximize the recognition and impact of our identity in all applications, surround the logo lockup with sufficient clear space — free of type, graphics and other elements that might cause visual clutter.

A clear space of "L" (where L = the height of "l" in "valmont") should be maintained around the perimeter of the logo lockup when used on a solid background. The logo lockup should also not be positioned any closer than 2L to the trim edge of the document. This means no other design elements or text should be positioned within this clear space.

L = the height of the "l" in "valmont"

L
L

CONSERVING RESOURCES. IMPROVING LIFE.® **valmont** ▼

L
L

------- Minimum clear space   ———— Trim edge

VISUAL IDENTITY

Logo Lockup, Versions and Sizing

To ensure legibility, three versions of the logo lockup have been created. Never reproduce the lockup smaller than the minimum sizes shown here. The tagline and logo should be scaled proportionately.

Small-Space Version and Special Usage

When space is at a premium, the small-space version allows the tagline to still be legible. Never reproduce this version larger or smaller than the maximum and minimum sizes shown here.

There also may be special instances in which the logo lockup may be separated to enhance the design of a marketing piece. You must get approval for this use from the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.

HORIZONTAL VERSION

1.125"
minimum logo width

CONSERVING RESOURCES. IMPROVING LIFE.® **valmont** ⩔

VERTICAL VERSION

1.125"
minimum logo width

⩔ **Valmont**

CONSERVING RESOURCES.
IMPROVING LIFE.®

SMALL-SPACE VERSION

1.625"
maximum logo width

Valmont ⩔

CONSERVING RESOURCES.
IMPROVING LIFE.®

1.125"
minimum logo width

valmont ⩔

CONSERVING RESOURCES.
IMPROVING LIFE.®

If you have any questions, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.

VISUAL IDENTITY

The Bar

The bar is a graphic element intended for brand materials. It can be used as a graphic element or when the logo needs to overlay cluttered backgrounds. It can be used with the Valmont logo by itself or with the horizontal version of the logo lockup. The bar is approved for use in Valmont Blue with a white logo or white logo lockup. Do not alter the color formulas, tint or screen-back any versions of the approved bar.

▶ Vector artwork has been created and is the preferred method to display the bar. Download the approved artwork from **valmont.com/brand**.

GRAPHIC ELEMENT

SUSTAINABILITY REPORT | 2024   valmont

LOGO VERSION

valmont

FACT SHEET

LOGO LOCKUP VERSION

CONSERVING RESOURCES. IMPROVING LIFE.™ valmont

Text in the Bar

Text as callouts may be used within the graphic version or logo versions of the bar only (never within the logo lockup version). Text should be minimal in size so it doesn't compete with or impede the logo. You must get approval for this use from the Valmont Corporate Strategic Marketing Team at **brand@valmont**.

Minimum Size

To ensure legibility when using the logo and logo lockup versions of the bar, never reproduce smaller than the minimum sizes shown here and should be scaled proportionately.

valmont

1.125"
minimum logo width

CONSERVING RESOURCES. IMPROVING LIFE.™ valmont

1.125"
minimum logo width

If you have any questions, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.

VISUAL IDENTITY

The Bar, Clear Space

To maximize the recognition and impact of our identity in all applications, surround the bar with sufficient external and internal clear space — free of type, graphics and other elements that might cause visual clutter. The external and internal clear space also applies to the logo and logo lockup versions.

Proportions and Slant

Do not alter the proportions of the bar. The slant of the bar must match the angle of the Valmont trademark "V", face right and point in an upward direction.

EXTERNAL CLEAR SPACE

A clear space of "x" (where x = half the height of the bar) should be maintained around the perimeter of the bar. The bar should also not be positioned any closer than 2v to the trim edge of the document. This means no other design elements or text should be positioned within this clear space.

The bar must always face right and bleed off the left trim edge of any print or digital document. The bar can extend to the left as much as needed to fit the layout. (Bleed the bar a minimum of .125" on print applications.)

---------- Minimum clear space ———— Trim edge

x = half the height of the bar

Bleed bar (min .125" for print)
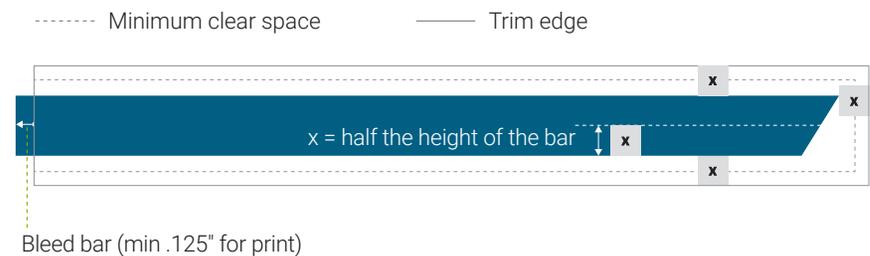
INTERNAL CLEAR SPACE (LOGO AND LOGO LOCKUP VERSIONS)

A clear space of "v" (where v = the height of "v" in "valmont") around the top and bottom of the logo and logo lockup and a clear space of "v" to the right of the logo and logo lockup should be maintained within the bar. Do not distort the right slant, change the "v" height spacing on the top, bottom or right sides of the bar.

2v = Minimum distance from trim edge

v = the height of the "v" in "valmont"

The slant of the bar must match the angle of the Valmont trademark "V," face right and point in an upward direction.

If you have any questions, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.

VISUAL IDENTITY

The Bar, Acceptable Usage

While not an exhaustive list, the examples shown here demonstrate acceptable uses of the bar.

GRAPHIC ELEMENT

LOGO VERSION

LOCKUP VERSION

If you have any questions, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.
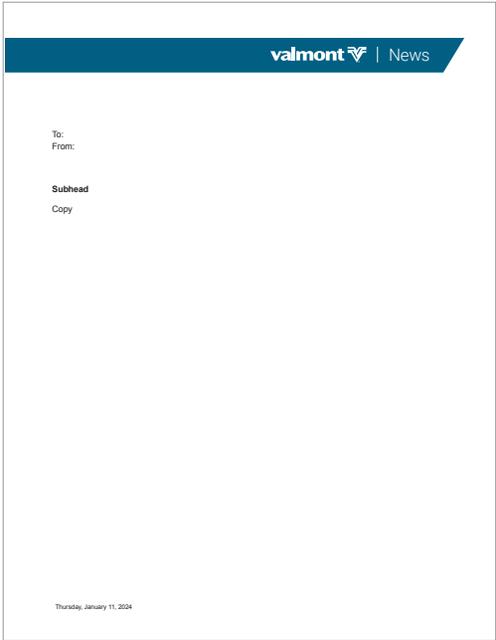
VISUAL IDENTITY

The Bar, Unacceptable Usage

Do not, under any circumstances, use the bar as in the following examples.
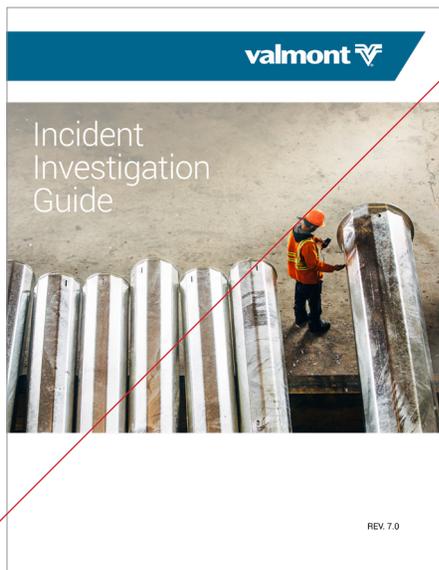
The bar should clearly communicate the brand, but never be sized so large that it dominates the space or makes the brand appear boastful.

Never separate or alter the proportions of the logo lockup bar.

Do not change the orientation of the logo bar. It should always face right and point upward.

Never bleed the logo bar off the top or bottom of the document trim edge.

Do not float the logo bar. Always bleed off the right or left trim edges.

If you have any questions, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.

VISUAL IDENTITY

Segment Lockup for Infrastructure

When developing marketing materials for Valmont® Infrastructure, use the segment lockup as created. This includes all work done at the segment level, such as PowerPoint presentations and tradeshow displays. Guidelines are outlined on the next few pages to help avoid misuse of the segment lockup.

The segment lockup includes the Valmont logo with a registered ®.

▶ Vector artwork has been created and is the preferred method to display the segment lockup. Download the approved artwork from **valmont.com/brand**.

SEGMENT LOCKUP

valmont ✔ | INFRASTRUCTURE

LOGO

RULE
Height of the trademark "V"

SEGMENT NAME
FONT: Roboto Regular
Do not alter the approved font, tracking or kerning
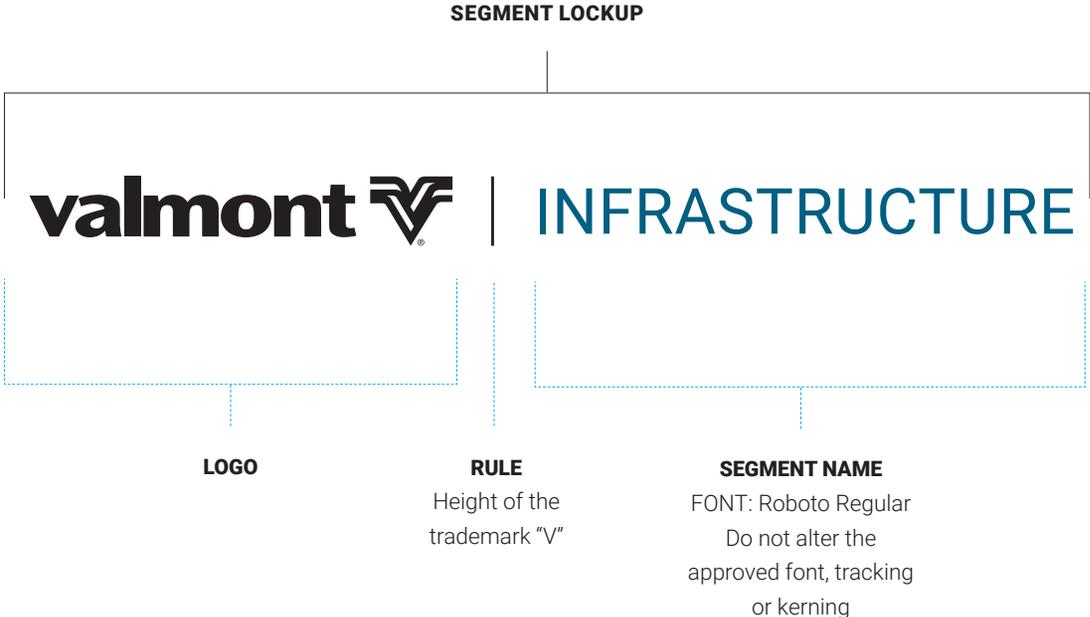
VISUAL IDENTITY

Segment Lockup for Infrastructure, Color Variations

The segment lockup is approved for use in the color variations shown on the right. Black and Valmont Blue are the preferred uses for most applications. When colors are limited, black is the secondary choice. Please refer to page 51 for approved color breakdowns.

White Reverse

The white-reverse version is approved for use on dark, uncomplicated backgrounds.

▶ Vector artwork has been created and is the preferred method to display the segment lockup. Download the approved artwork from **valmont.com/brand**.

**BLACK +
VALMONT BLUE**

valmont | INFRASTRUCTURE

BLACK   VALMONT BLUE

BLACK

valmont | INFRASTRUCTURE

WHITE REVERSE

valmont | INFRASTRUCTURE

valmont | INFRASTRUCTURE

VISUAL IDENTITY

Segment Lockup, Clear Space

As with the corporate logo, surround the segment lockup with sufficient clear space — free of type, graphics and other elements that might cause visual clutter.

A clear space of "L" (where L = the height of "I" in "valmont") should be maintained around the perimeter of the segment lockup. This means no other design elements or text should be positioned within this clear space. The segment lockup should also not be positioned any closer than 2L to the trim edge of the document.

L = the height of the "I" in "valmont"

valmont ✕ | INFRASTRUCTURE

- - - - - - Minimum clear space ———— Trim edge
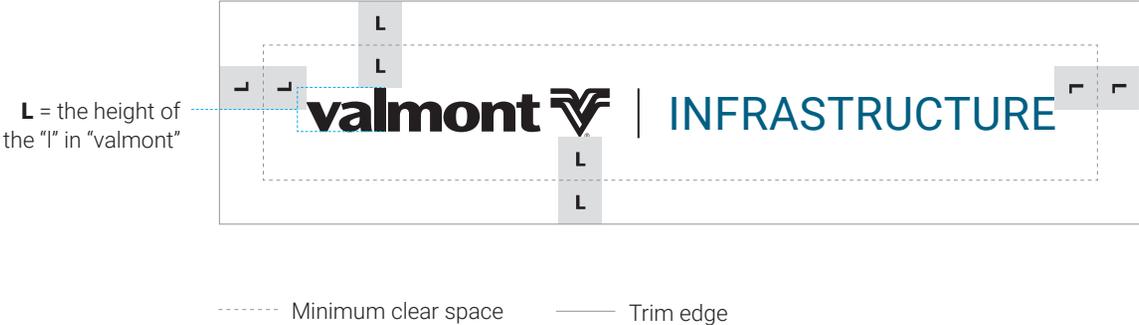
VISUAL IDENTITY

Segment Lockup, Sizing

Print Usage

To ensure legibility on print materials, the segment lockup should never be reproduced smaller than the minimum sizes shown here. The minimum sizes are based on the logo measurement. The logo, rule and name should be scaled together proportionately.

Digital Usage

The segment lockup should never be reproduced smaller than 80 pixels wide (based on the logo measurement) for digital use.

Small-Space Usage

If space is at a premium, contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com** for approval to use the segment lockup smaller than the minimum sizes indicated here.

PRINT

valmont | INFRASTRUCTURE

1.125"
minimum logo width

DIGITAL

valmont | INFRASTRUCTURE

80 pixels
minimum logo width

VISUAL IDENTITY

Go-to-Market Brand Logos for Infrastructure

Valmont Infrastructure's go-to-market brands each have their own logo to build their identity from. These logos reflect back to the Valmont logo, which maintains consistency and helps build trust and awareness of the company, markets and products. Guidelines are outlined on the next few pages to help avoid misuse of the go-to-market brand logos.

If you have a request to create a new go-to-market brand logo, contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.

▶ Vector artwork has been created and is the preferred method to display the go-to-market brand logos. Download the approved artwork from **valmont.com/brand**.

valmont ▼ UTILITY

LOGO

GO-TO-MARKET BRAND NAME
FONT: Futura Book
Do not alter the approved font, tracking or kerning

valmont ▼ STRUCTURES

valmont ▼ SOLAR

valmont ▼ TELECOM

valmont ▼ COATINGS

VISUAL IDENTITY

Go-to-Market Brand Logos for Infrastructure, Color Variations

The go-to-market brand logos are approved for in black, and it is the preferred use for most applications. The white-reverse versions are approved for use on dark, uncomplicated backgrounds.

▶ Vector artwork has been created and is the preferred method to display the go-to-market brand logos. Download the approved artwork from **valmont.com/brand**.

BLACK (PREFERRED)

WHITE REVERSE

If you have any questions, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.

VISUAL IDENTITY

Go-to-Market Brand Logos for Infrastructure, Clear Space

As with the corporate logo, surround the go-to-market brand logos with sufficient clear space — free of type, graphics and other elements that might cause visual clutter.

A clear space of "L" (where L = the height of "l" in "valmont") should be maintained around the perimeter of the go-to-market brand logos. This means no other design elements or text should be positioned within this clear space. The go-to-market brand logos should also not be positioned any closer than 2L to the trim edge of the document.
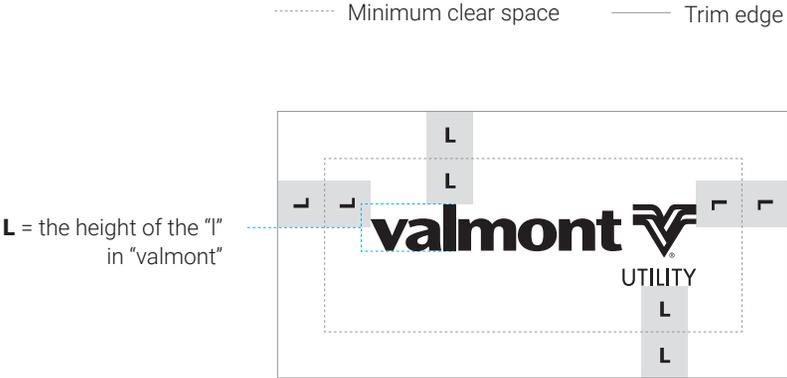
············ Minimum clear space ——— Trim edge

L = the height of the "l" in "valmont"

Valmont Utility is used as an example, but these rules apply to all go-to-market brand logos.

VISUAL IDENTITY

Go-to-Market Brand Logos for Infrastructure, Sizing

Print Usage

To ensure legibility, the go-to-market brand logos should never be reproduced smaller than the minimum sizes shown here. The minimum sizes are based on the logo measurement. The logo and go-to-market brand name should be scaled together proportionately.

Digital Usage

The go-to-market brand logos should never be reproduced smaller than 80 pixels wide (based on the logo measurement) for digital use.

Small-Space Usage

If space is at a premium, contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com** for approval to use the go-to-market brand logos smaller than the minimum sizes indicated here.

PRINT

valmont
UTILITY

1.125"
minimum logo width

DIGITAL

valmont
UTILITY

80 pixels
minimum logo width

Valmont Utility is used as an example, but these rules apply to all go-to-market brand logos.

VISUAL IDENTITY

Color Palette

It's been proven that color affects perceptions and behaviors. In fact, according to one study, color can increase brand awareness and recognition by 80%. Further, colors are linked to distinct associations that impact human mood and decision-making.

Blue, for example, brings up feelings of stability, strength, wisdom and trust. Black tends to engender feelings of power, confidence and sophistication. And white evokes authenticity and integrity.

These three colors complement one another and comprise the Valmont primary color palette, to be used for both corporate and Valmont Infrastructure branding.

Stability
Wisdom
Trust

Strong
Confident
Sophisticated

Authenticity
Integrity
Contemporary
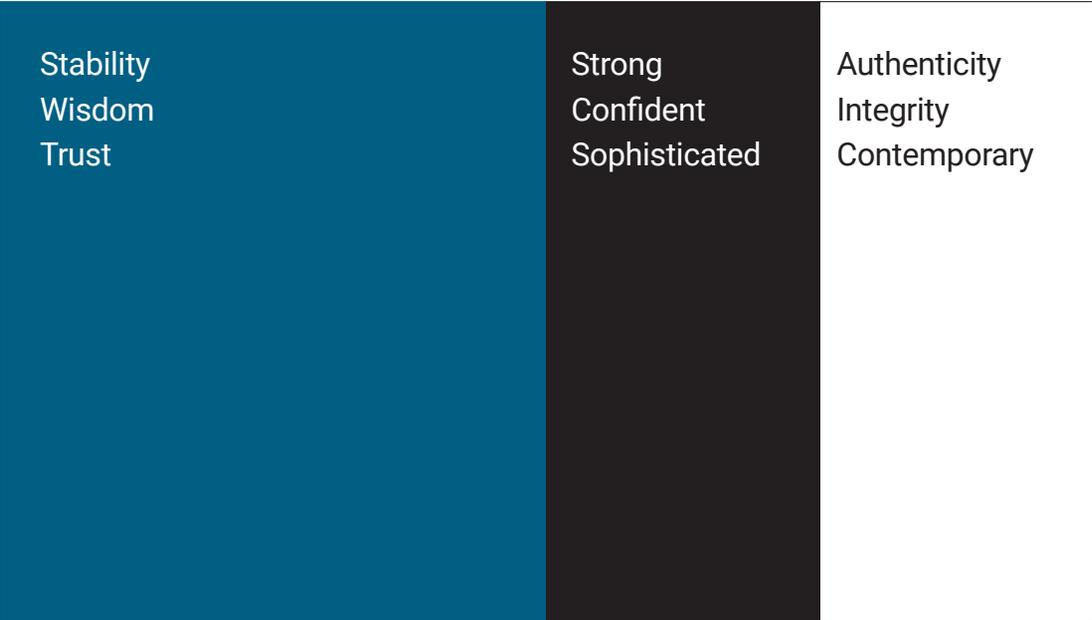
VISUAL IDENTITY

Color Palette (cont.)

The Valmont colors are an important part of our corporate image, differentiating us from other brands. Consistent use of the approved primary and secondary colors will maximize the impact and recognition of our communication materials in the marketplace, thereby building brand equity.

Black as Tints

To enhance flexibility, black also works well in tints. These tints can be used as accents or when 100% black is too strong.

Reproducing the Color Palette

When creating any print, online/digital or display materials, always use the color formulas shown on this page to guarantee consistent reproduction.

PRIMARY

VALMONT BLUE (PANTONE 634)

CMYK	100/6/1/48
RBG	0/95/131
WEB	#005F83

SECONDARY

BLACK

CMYK	0/0/0/100
RBG	0/0/0
WEB	#000000

WHITE

CMYK	0/0/0/00
RBG	255/255/255
WEB	#FFFFFF

TINTS OF BLACK

VISUAL IDENTITY

Color Palette, Color Combinations

Shown here are examples of color combinations using the primary and secondary colors. Discretion is advised when choosing the number of colors to be used on a marketing piece. Valmont Blue must always be represented on marketing materials.

If you have any questions, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.
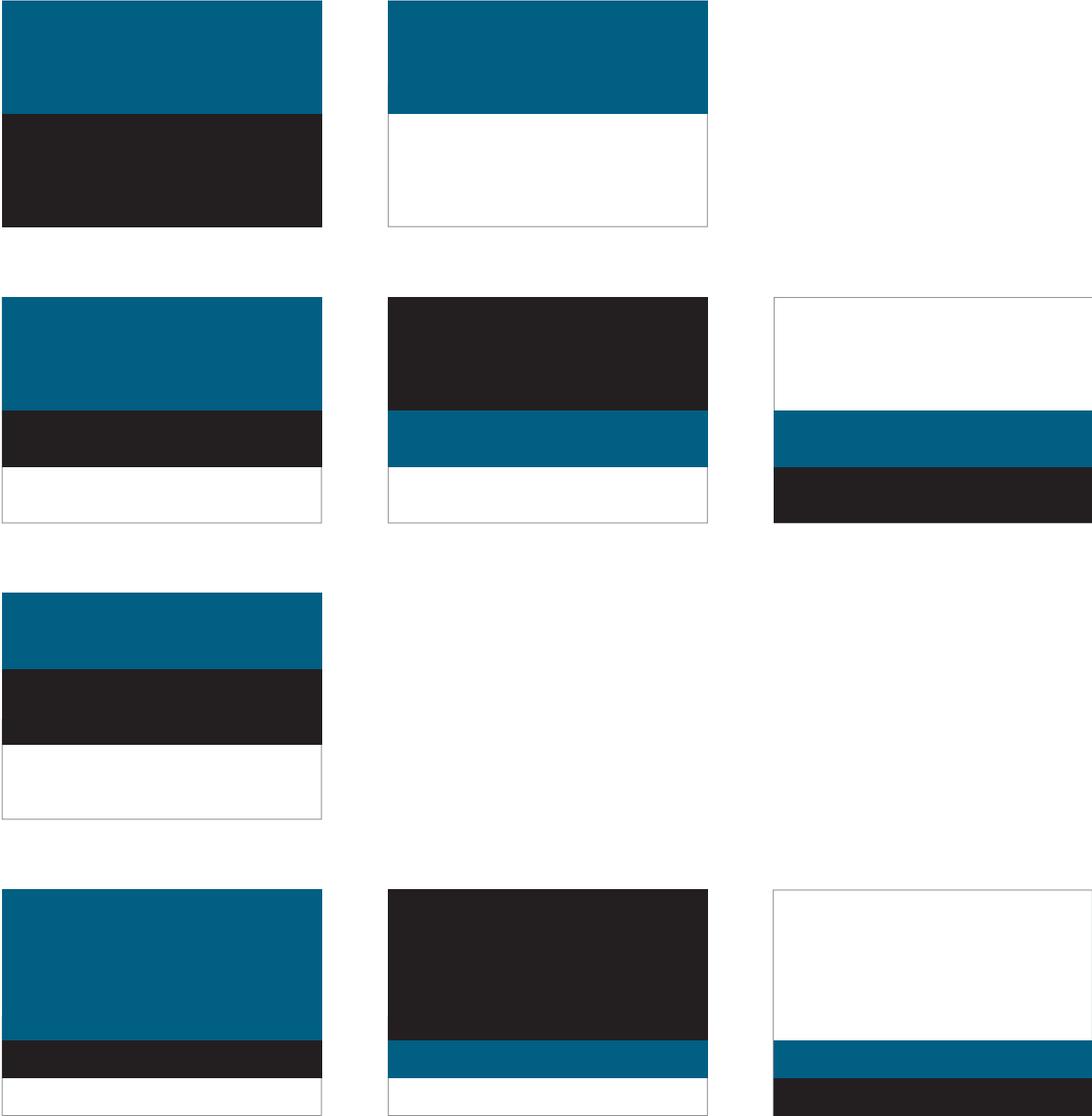
VISUAL IDENTITY

Color Palette, Adding Tertiary Colors

An extended palette has been created for specific use to help visualize information such as graphs, charts and tables. These colors should be used sparingly, and should not dominate the primary or secondary colors.

Reproducing the Color Palette

When creating any print, online/digital or display materials, always use the color formulas shown on this page to guarantee consistent reproduction.

TERTIARY

PANTONE 7710	PANTONE 6196	PANTONE 2012	PANTONE 7626
CMYK 77/2/21/1	**CMYK** 36/0/100/13	**CMYK** 0/43/100/0	**CMYK** 0/90/92/8
RBG 56/182/198	**RBG** 142/168/1	**RBG** 253/163/6	**RBG** 200/58/30
WEB #38B6C6	**WEB** #8EA801	**WEB** #FDA306	**WEB** #C83A1E

VISUAL IDENTITY

Color Palette,
Adding Tertiary Colors (cont.)

Tertiary colors should only appear sparingly, using the least number possible to relay information or data clearly. Only use tertiary colors for background and fill color, never on text.

These examples show how to add tertiary colors to the primary and secondary colors in charts and graphs. As in all cases, make sure the tertiary colors complement the primary and secondary colors, rather than dominate them.

These additional tertiary colors may be needed for use in specific preapproved instances, such as safety materials and financial statements.

PRIMARY + SECONDARY + TERTIARY EXAMPLES

If you have any questions, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.
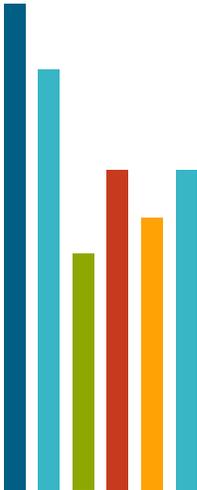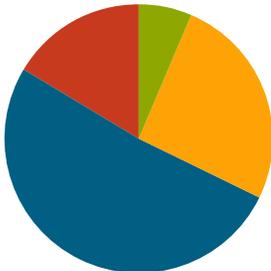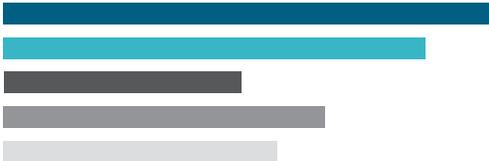
VISUAL IDENTITY

Typography, Primary Font

The Roboto font family is the primary typeface for the Valmont brand. It is a clean, easy-to-read font and should be used when designing all marketing materials.

Italics may be used when appropriate or necessary, but adding drop shadows, highlights and dimension to type in headlines and body copy is not allowed. Simple, clean, readable type is the goal.

ROBOTO LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
123456789

ROBOTO REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
123456789

ROBOTO MEDIUM

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
123456789

ROBOTO BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
123456789

ROBOTO BLACK

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
123456789

VISUAL IDENTITY

Typography, Primary Font Usage

Roboto comes in a variety of styles and weights allowing for flexibility. Roboto Light is the preferred weight, so please exercise restraint when using different styles and weights of the font to preserve the integrity and consistency of the Valmont brand.

Sizing, Tracking and Leading

The minimum size on headlines, subheads and body copy is 8 point to ensure readability. Legal copy may be reduced to no smaller than 5 point. Tracking of -10 point is recommended on all text — never apply tracking greater than 0 point on the Valmont primary font. When space allows, leading and space between paragraphs should be airy for a modern, clean look.

Kerning

One of the inherent characteristics of Roboto Medium, Bold and Black when typesetting subheads and headlines is inconsistent letter spacing (kerning). Take care to appropriately kern text so letters are tight but not touching, and words appear as one unit.

CONTENT	Roboto Light	Legal (5pt-7pt) / Sentence case
		Captions (6pt-9pt) / All caps or sentence case
		Body copy (8pt-12pt) / Sentence case
SUBHEADS	Roboto Light ROBOTO LIGHT **Roboto Bold ROBOTO BOLD** **Roboto Black ROBOTO BLACK**	Equivalent to or up to two points larger than the copy it precedes / All caps or sentence case / Title case may be used for titles, names and product names
HEADLINES	Roboto Light ROBOTO LIGHT **Roboto Bold ROBOTO BOLD** **Roboto Black ROBOTO BLACK**	Freedom is given, within reason, on sizing of headlines to enhance and elevate the marketing piece. Do not create headlines so large that they become unwieldy or clutter the design / Sentence case is preferred, but all caps may be used when deemed appropriate for the design / Title case may be used for titles, names and product names

KERNING EXAMPLE

KERNING ROBOTO

BEFORE

Arrows indicate letter spacing issues that need kerning adjustments

KERNING ROBOTO

AFTER

Proper letter spacing after kerning has been adjusted

If you have any questions, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.

VISUAL IDENTITY

Typography, Secondary Font

Roboto Mono Light and Roboto Mono Regular have been chosen to complement the Valmont primary font, Roboto, and are used as an accent to add visual variety or to call out special information. Never use Roboto Mono Light or Roboto Mono Regular for headlines or body copy.

Sizing, Tracking and Leading

To ensure readability, never typeset Roboto Mono Light or Roboto Mono Regular smaller than 8 point. Since these two typefaces are secondary to the primary font, Roboto, never let them dominate the headline or paragraph text.

Tracking of 0 point is recommended, but loose tracking that does not exceed 120 point is allowed.

An example is shown on the right using Roboto Mono Regular as an accent in combination with headline and body copy typeset in the Valmont primary font, Roboto Light.

ROBOTO MONO LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
123456789

ROBOTO MONO REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
123456789

EXAMPLE   CALLOUT

Headline placed here.

Inus acitate turest, sit modi occabor iberum repudiciis is et officime pra velest magnist aut optamus repudig endam, et prat volla di ut quam, volendent. Epta dolendite vento dolupiet ipsam as aut pellant, acea coreperum qui rem seruptat explandio te debitas imaximo quatest ellibus magnihic tem faccatur, volenih illuptati sam nis alit repererfero con eaturiberunt.

Roboto Mono Regular
9pt / 0pt tracking

Roboto Light
20pt / -10pt tracking

Roboto Light
9pt / 18pt leading / -10pt tracking

VISUAL IDENTITY

Typography, Dark Backgrounds

Special attention must be given when typesetting body copy in Roboto (Light, Regular and Medium) and Roboto Mono (Regular only) on dark backgrounds. Please use the sizing and weights shown to allow for maximum legibility.

ROBOTO (PRIMARY)

ROBOTO LIGHT	**ROBOTO REGULAR**	**ROBOTO MEDIUM**
Body copy (10pt-12pt)	Legal (5pt-7pt) Body copy (8pt-9.5pt)	Captions CAPTIONS (6pt-9pt)

ROBOTO MONO (SECONDARY)

ROBOTO MONO REGULAR

Accent Text ACCENT TEXT
(9pt or greater)

VISUAL IDENTITY

Alternative Font and Hierarchy

Arial is widely available and has been chosen as the approved alternative typeface. Arial should be used for communications produced in Microsoft, such as email signatures and PowerPoint presentations. Never use Roboto in these applications.

Italics

Italics may be used when appropriate or necessary. Adding drop shadows, highlights and dimension to type in headlines and body copy is not allowed. Simple, clean, readable type is the goal.

Sizing, Tracking and Leading

The minimum size in headlines, subheads and body copy is 8 point to ensure readability. Legal copy and captions may be reduced to sizes shown here. Tracking of -10 point is recommended on all copy.

Font Hierarchy

A preferred font hierarchy has been established to preserve the integrity and consistency of Valmont marketing materials.

ARIAL REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
123456789

ARIAL BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
123456789

FONT HIERARCHY

ARIAL REGULAR

This is legal copy (5pt-7pt)

This is a caption (6pt-8pt)

THIS IS A CAPTION (6pt-8pt)

This is body copy (8pt-12pt)

ARIAL BOLD

This is a subhead

THIS IS A SUBHEAD

Equivalent to or up to two points larger than the copy it precedes / All caps or sentence case

ARIAL BOLD

This is a headline

THIS IS A HEADLINE

Freedom is given, within reason, on sizing of headlines to enhance and elevate the marketing piece. Do not create headlines so large that they become unwieldy or clutter the design / Sentence case is preferred, but all caps may be used when deemed appropriate for the design / Title case may be used for titles, names and product names

VISUAL IDENTITY

Icon Library

The use of icons can help distinguish the Valmont brand, while also increasing the ease and clarity of communications to customers, sales agents, suppliers and others around the globe. Valmont has our own library of icons, created to represent the unique products and services we offer in a visually branded way.

These icons were created with minimalism in mind to be clear, concise and easy to understand. The simple, clean shapes bring clarity to the idea, and continuity and flexibility to reproduction.

Because of this, please be sure to use only Valmont icons. DO NOT use clip art icons from the Internet or other sources. They are not part of our brand, and you may be violating copyright laws.

If you have questions about usage or have a request for developing new icons, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.

Icons for PowerPoint

The "PowerPoint Tutorial and Examples" on **valmont.com/brand** features a limited library of brand icons. You can access the full library at the link below.

▸ Visit **valmont.com/brand**, under "Photos Icons Videos", to access the icon artwork and full iconography guidelines.

VISUAL IDENTITY

Technical Drawings

Professionally drawn, technical product illustrations can be used when showcasing our engineering and manufacturing processes.

Illustrations using software have the ability to use 3D renderings from CAD or other technical programs to be converted into photorealistic illustrations. If you have a need for professionally drawn, technical product illustrations, please contact the Valmont Corporate Strategic Marketing Team for assistance at **brand@valmont.com**.

VISUAL IDENTITY

Photography, Lifestyle and People

Photography is a widely used and influential Valmont brand asset. Whether pulling from the photo library, commissioning a photo shoot, or finding stock imagery, high-quality images are critical to maintaining a strong global brand. Therefore, all photography used should be professional quality to reflect our leadership status as a world-class brand.

Employees

When using images of employees from the Valmont photo library, choose photos where faces are hidden by headwear, (such as a welding mask), or where the person is out of focus, has their face turned away from the camera, or is so far in the distance they are unrecognizable.

Purchased stock images or hired talent may be used without concern for facial recognition. When choosing images for manufacturing, make sure proper safety measures are represented in the photo.

▶ Visit **valmont.com/brand**, under "Photos Icons Videos," to access low resolution photos. If high resolution photos are needed, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.

VISUAL IDENTITY

Photography, Products

Most Valmont products will need to be pictured on location. (See page 65.) When doing so, depict the product as the hero with dramatic angles and lighting whenever possible. Wide, landscape images that show the product in context lend a sense of grandeur and confidence.

If you have any questions, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.

VISUAL IDENTITY

Photography, Products (cont.)

When details of Valmont Infrastructure products need to be communicated, make sure the respective feature is clearly the subject of the image and has no distractions or flaws.

If you have a special request for photography or video footage, please contact your specific marketing business partner.

INCORRECT

CORRECT

Avoid the use of photographs and video footage that show discoloration. For maintenance or upgrade promotions, sightly used or damaged structures are allowed.

INCORRECT

CORRECT

Avoid using low resolution or poor quality images. Never pull photos from the internet for use.

VISUAL IDENTITY

Photography – Location Shooting

When shooting on location, it's important to look for ways to represent Valmont as an industry leader. Some basic guidelines:

- Find clean, uncluttered locations, but make sure they're not sterile and cold.

- Employees may be used as models if they are not recognizable. If they are recognizable, then you must hire a model. Please work with the Valmont Corporate Strategic Marketing Team for guidance.

For internal communications that may need the use of a recognizable employee, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com** for approval.

- People representing employees should wear Valmont logo apparel whenever possible. Attire must be Valmont-branded for those working in a production facility.

- Everybody pictured needs to wear proper clothing and safety gear for the job they are doing. Make sure wardrobe is appropriate and looks natural to the situation. Administrative jobs should reflect the office clothing policy and be simple and not distracting.

- When shooting in a facility, people must be shown following all safety guidelines. Hard hats, welding helmets, ear plugs, gloves, face shields, steel-toed boots and all other required safety equipment must be visible on an employee in photography. The Valmont Safety Team must be consulted and will advise all photography shoots within production facilities on what safety regulations are required before shooting. The Valmont Safety Team can be contacted at **brand@valmont.com**.

- Featured products should be shot at a heroic angle, clear of background distractions and clutter. Use dynamic perspectives and angles to show scale and grandeur.

- The equipment we use to make our products should look modern, clean and appear in an uncluttered environment.

- Branded vehicles need to be clean and free of any dents or damage. Any visual branding on the vehicle needs to be the most up-to-date version of the Valmont logo.

- We are a global company. Therefore, it's important when shooting to find elements that communicate a global presence whenever possible. Simple things like signage in native languages, cultural traditions or unique landmarks help to subtly communicate the geographic diversity.

VISUAL IDENTITY

Photography – Studio Shooting

In most cases, Valmont products are too large to shoot in a studio, but there are times where studio photography can be used to showcase technology and highlight features. For consistent results, please follow these guidelines:

- Usually, a product is shot to be outlined (appear on a simple white background with a subtle drop shadow). In these cases, it's important that the product looks heroic and sophisticated.

- Make sure edges are defined and the product is well lit.

PORTRAIT PHOTOGRAPHY

Studio photography is often used for employee portraits. Consistency is important for how we treat these shoots, since images often appear together:

- If shooting people against a backdrop, make sure the backdrop is simple and clean, preferably white or light gray. Do not use dark or busy textures that distract from the subject.

- Make sure subjects appear professional and confident. Below is a simple dress code to help guide wardrobe choices.

CLOTHING

Women: Avoid bright colors or patterns in jackets, blouses and scarves. Jewelry should be simple and tasteful.

Men: Collared shirts are a must. If wearing a tie, avoid bright colors and patterns. Suits or sport coats should not have patterns like pinstripes or herringbone. Please avoid tie-tacks and lapel pins.

Branded Attire
Valmont-specific apparel is acceptable when appropriate, if the Valmont or branded partner logos are current. Branded partners include Valmont segments, markets we serve, go-to-market brands and sub-brands (Valley®, Tehomet, Site Pro 1, etc.), as well as companies with that we work who have given us permission to use their logo in marketing materials. Attire with unapproved logos cannot be worn.

VISUAL IDENTITY

Photography, Release Form

Any person used in Valmont photography and/or video must sign a release form. These forms protect Valmont from litigation and unnecessary legal action.

If taking photos of people, make sure to print out the standard photo release form available on **valmont.com/brand**. Afterward, please send signed documentation to **brand@valmont.com**.

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valmont | Release Permission

I hereby irrevocably consent the use and reproduction, by Valmont® Industries, Inc. ("Valmont") or by any person authorized by it, the appearance, written identity, intellectual property, picture, video, or any combination thereof

(Print full name of person)

for the purposes of advertising, broadcasting, or effecting any other commercial or noncommercial object. I release Valmont and any person authorized by it, from all liability for any such use and assign to it and its assigns and successors all property therein inclusive of copyright, reproduction, and all other claims and agree to indemnify it and its assigns for all liability for any such use.

Dated:

Business:

Name:

Address:

Email:

Signature:

Signed in the presence of:
(Print witness name)

Witness signature:

BRAND CONSISTENCY

BRAND CONSISTENCY

A strong brand has immeasurable yet tangible value. One way to build such a brand is through consistency — consistency in the use of colors, typography, images, graphics and language. The goal is for each and every expression of the Valmont brand to consistently reinforce our reputation of leadership within our respective markets.

Here, and on the next few pages, are Valmont brand and infrastructure examples with our brand guidelines in action. Notice how each piece fits within the Valmont family. That's branding consistency.

If you have any questions, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.
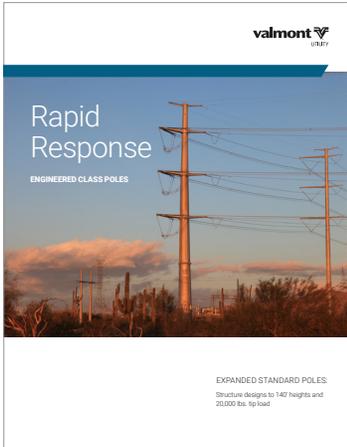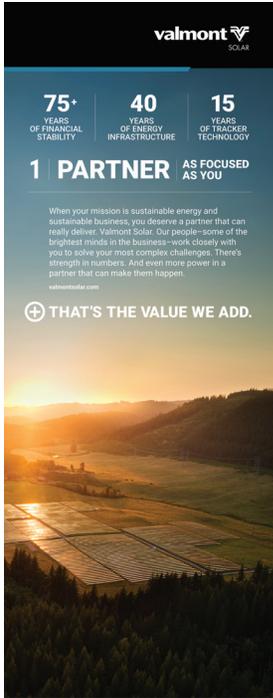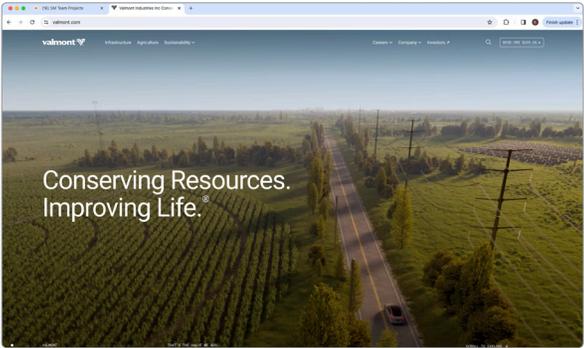
BRAND CONSISTENCY

Brand Print Ads
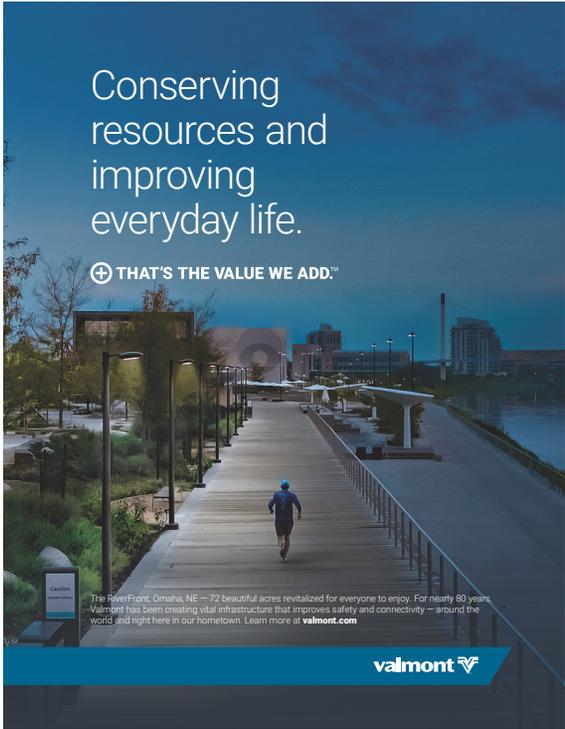
BRAND CONSISTENCY

Brand Posters

A series of brand posters that represent different Valmont products are available for use and are and easy way to help brand your facility. Posters can be ordered online at **valmont.myprintdesk.net**. If you have any questions or other needs, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.

If you have any questions, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.
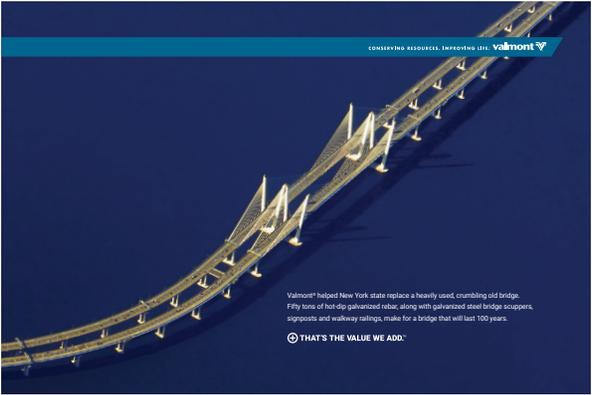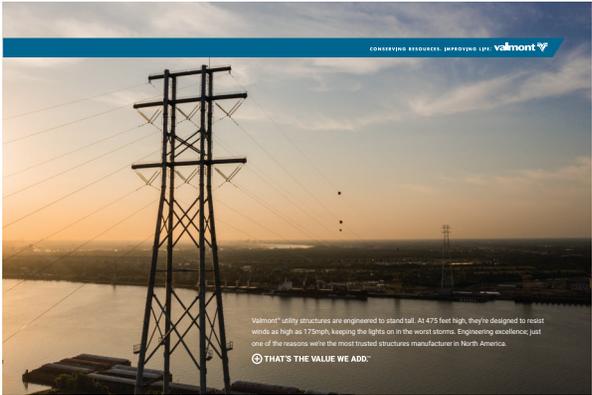
BRAND CONSISTENCY

Brand Display Banners
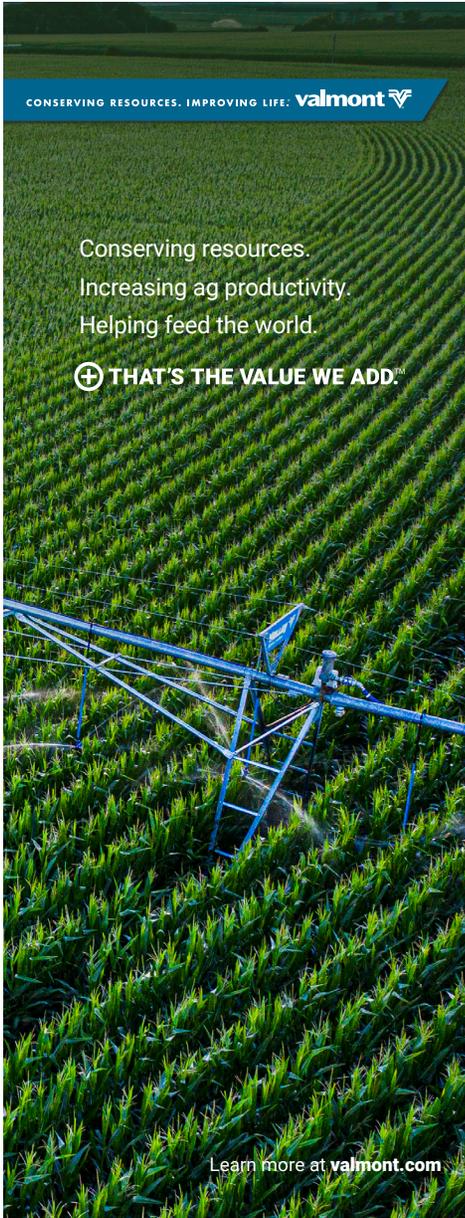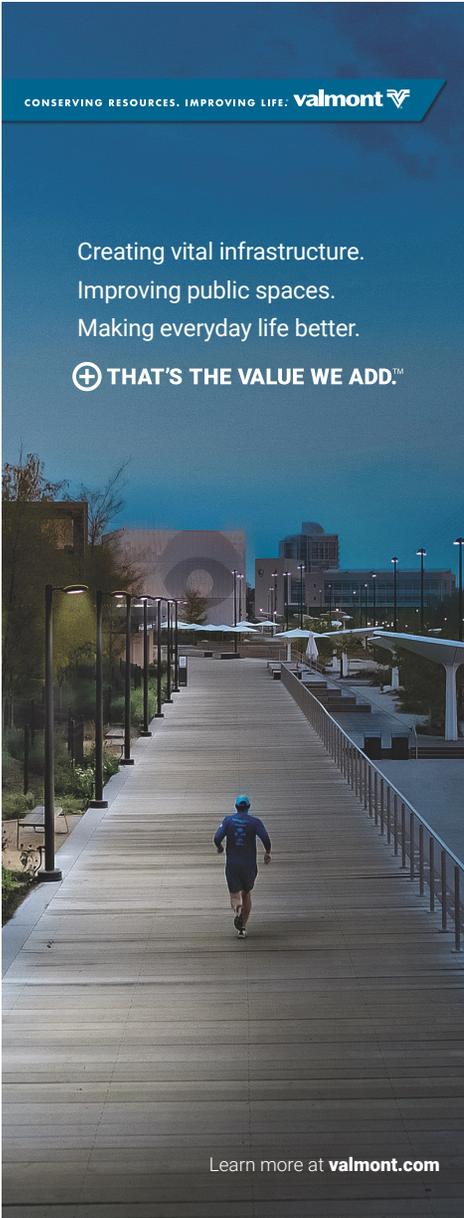
BRAND CONSISTENCY

Corporate Reports

BRAND CONSISTENCY

Corporate Website

If you have any questions, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.
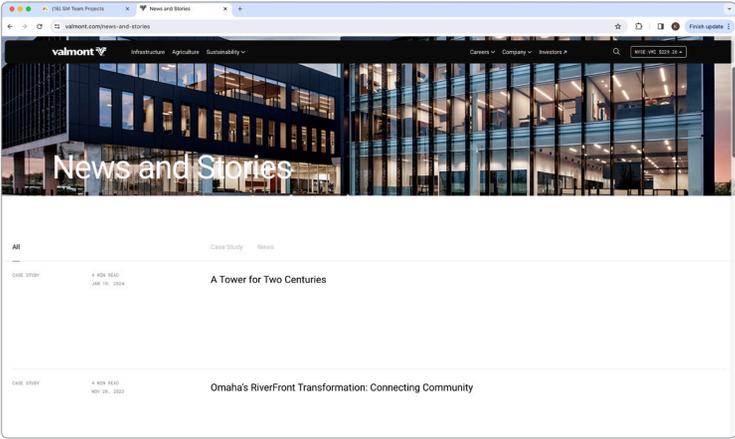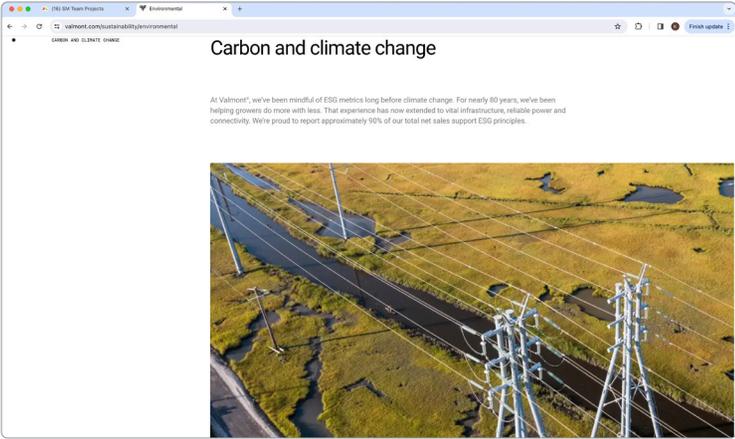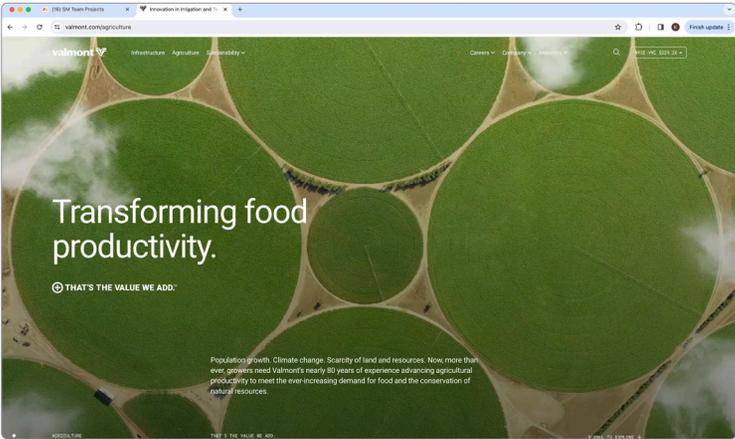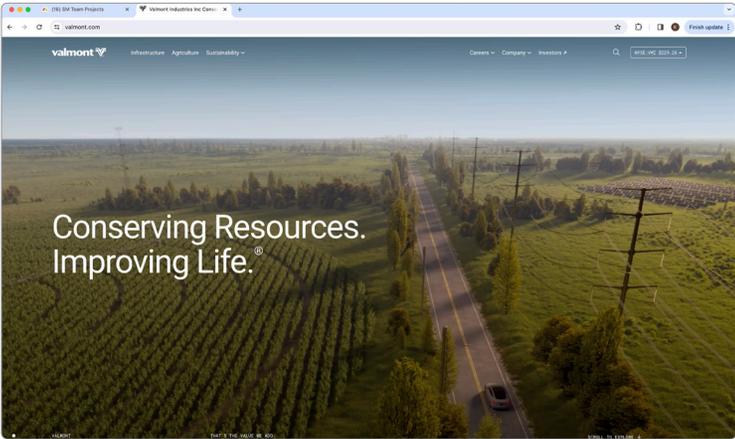
BRAND CONSISTENCY

Infrastructure Product Literature
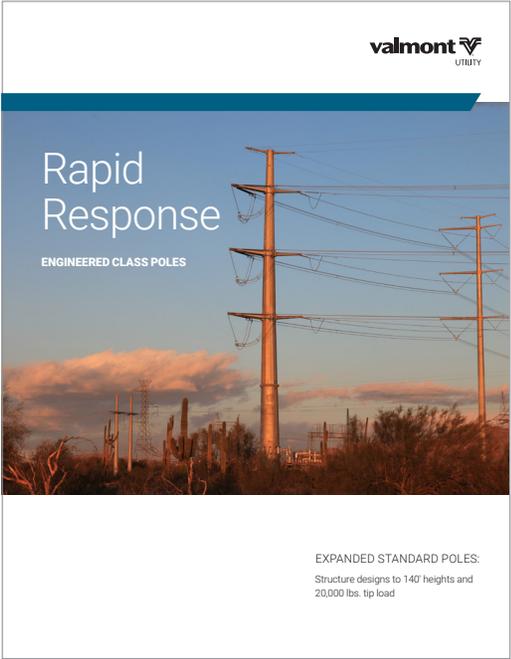
Catalog Cover Example

Data Sheet Example

White Paper Example

If you have any questions, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.

BRAND CONSISTENCY

Infrastructure Display Banners
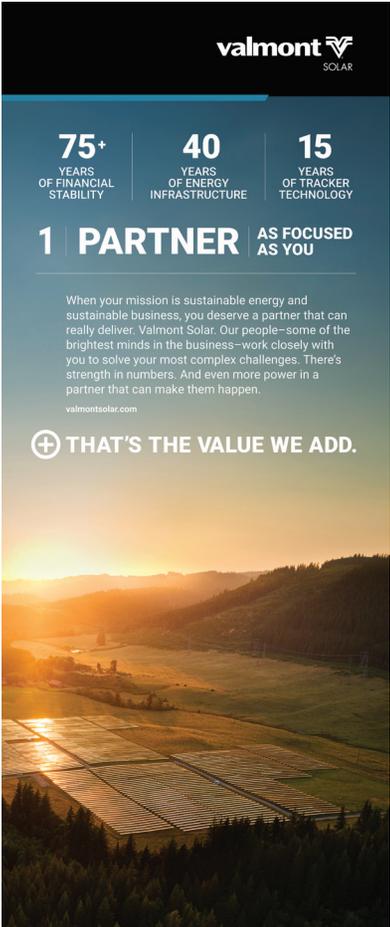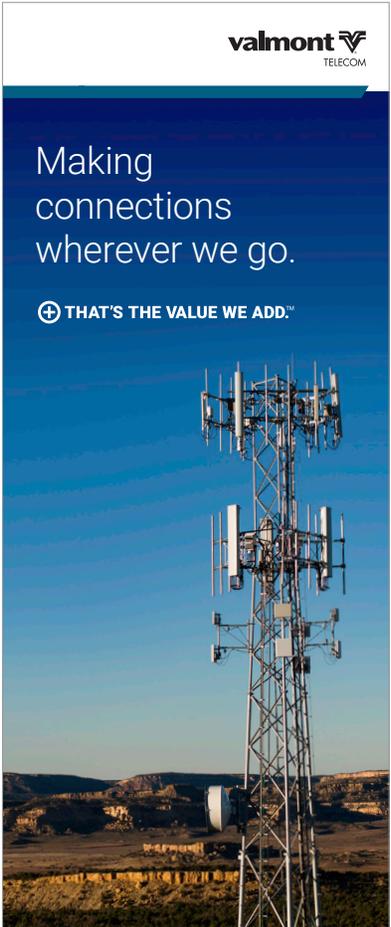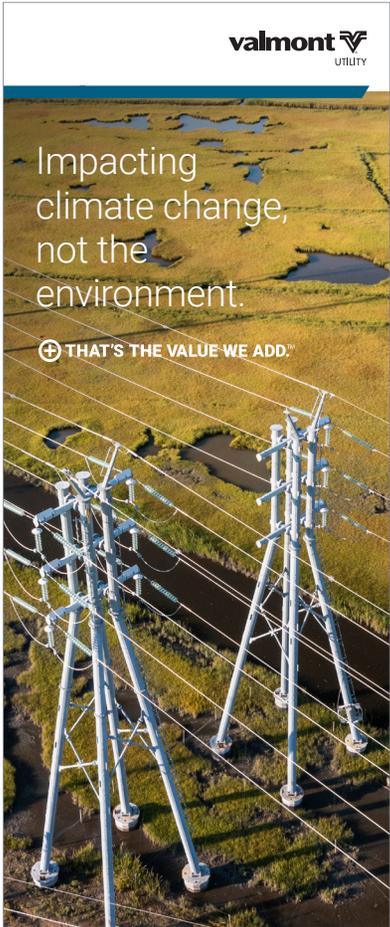
BRAND CONSISTENCY

Infrastructure Tradeshow Booth

A tradeshow booth can be tailored to support the infrastructure segment and various go-to-market brands when exhibiting at a multi-industry event.

BRAND CONSISTENCY

Infrastructure Go-to-Market Brand Tradeshow Booth

Tradeshow booths can be customized for industry-unique shows to support just one go-to-market brand, such as the Valmont® Structures example shown here.

BRAND CONSISTENCY

PowerPoint

Valmont PowerPoint templates establish a standardized way to communicate. Using these templates provides the strongest professional representation of the Valmont brand.

The key elements within the PowerPoint template — logo size and placement, font, accent colors, headers and footers — cannot be altered. All images used in PowerPoint must adhere to the photography standards on pages 62-67.

Font Size

The recommended font size for slide content to be legible is 24 point, but can be adjusted to fit the amount of information presented on each slide.

▶ Visit **valmont.com/brand** to download the PowerPoint templates.

valmont ▼

Presentation Title

Subtitle

© 2024 Valmont® Industries, Inc.
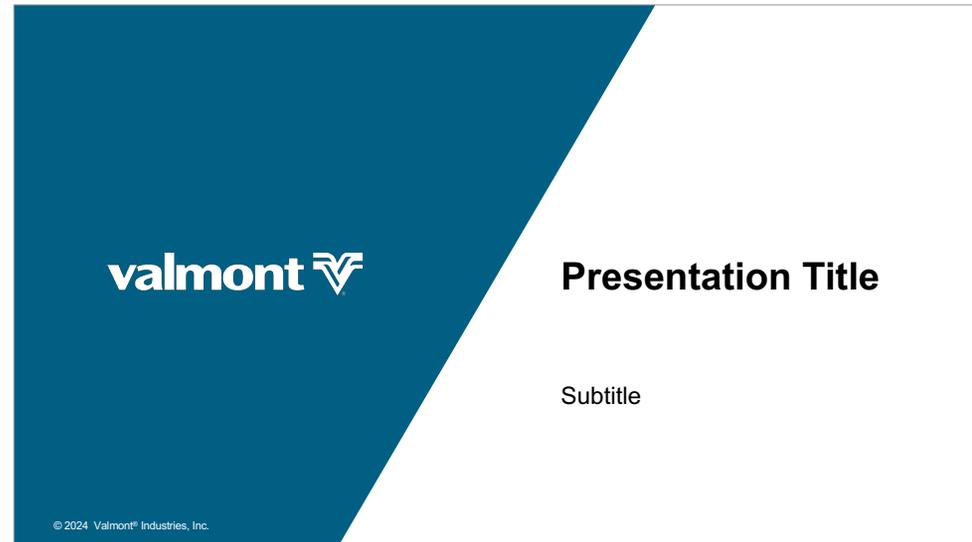
BRAND CONSISTENCY

PowerPoint Templates, Corporate

If you have any questions, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.

BRAND CONSISTENCY

PowerPoint Templates, Infrastructure

SEGMENT

BRAND CONSISTENCY

PowerPoint Templates, Infrastructure

GO-TO-MARKET BRANDS
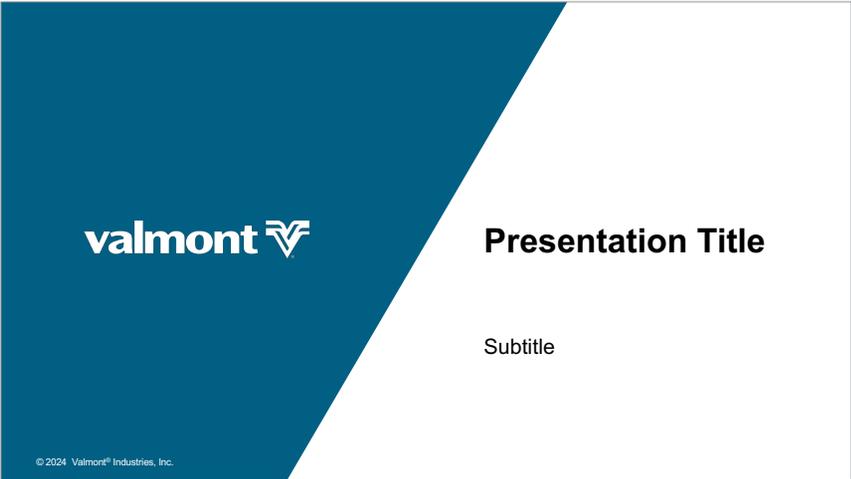
BRAND CONSISTENCY

PowerPoint Templates, Agriculture

VALLEY
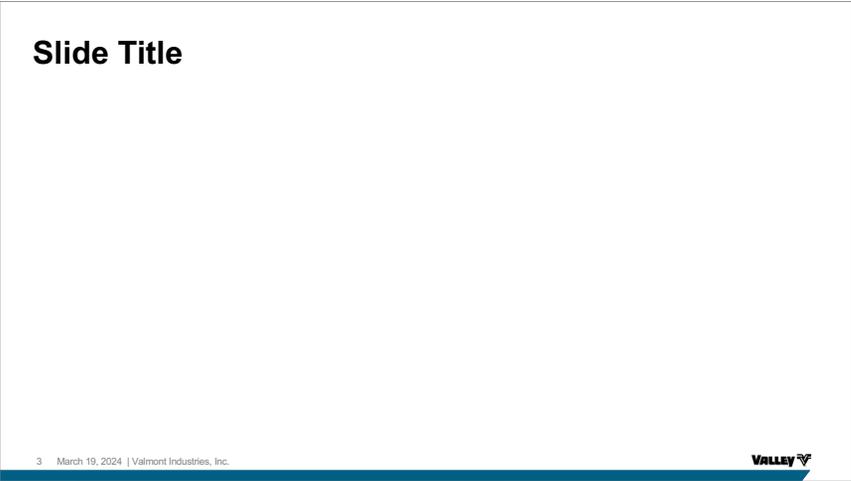
BRAND CONSISTENCY

Zoom Backgrounds

Zoom backgrounds are clean and professional, with no distractions in the backgrounds. Choose light options when dressed in dark clothes and dark options when dressed in light clothes.

▸ Visit **valmont.com/brand** to download the Zoom backgrounds.

CORPORATE AND INFRASTRUCTURE SEGMENT TEMPLATES

INFRASTRUCTURE GO-TO-MARKET BRAND TEMPLATES

White and dark gray backgrounds are also available for all go-to-market brands. (Valmont Solar example is shown.)

VALLEY TEMPLATES

Valley blue and dark gray backgrounds are also available.

If you have any questions, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.

BRAND CONSISTENCY

Teleconference Profile Image

Profile images appear to other meeting participants when video mode is turned off. Even in remote conferencing, employees still represent Valmont, so images need to be professional, simple and aligned with brand standards. Using one's name rather than an image is also acceptable. Inappropriate images may be reported to the Valmont Corporate Strategic Marketing Team and you will be asked to remove them.
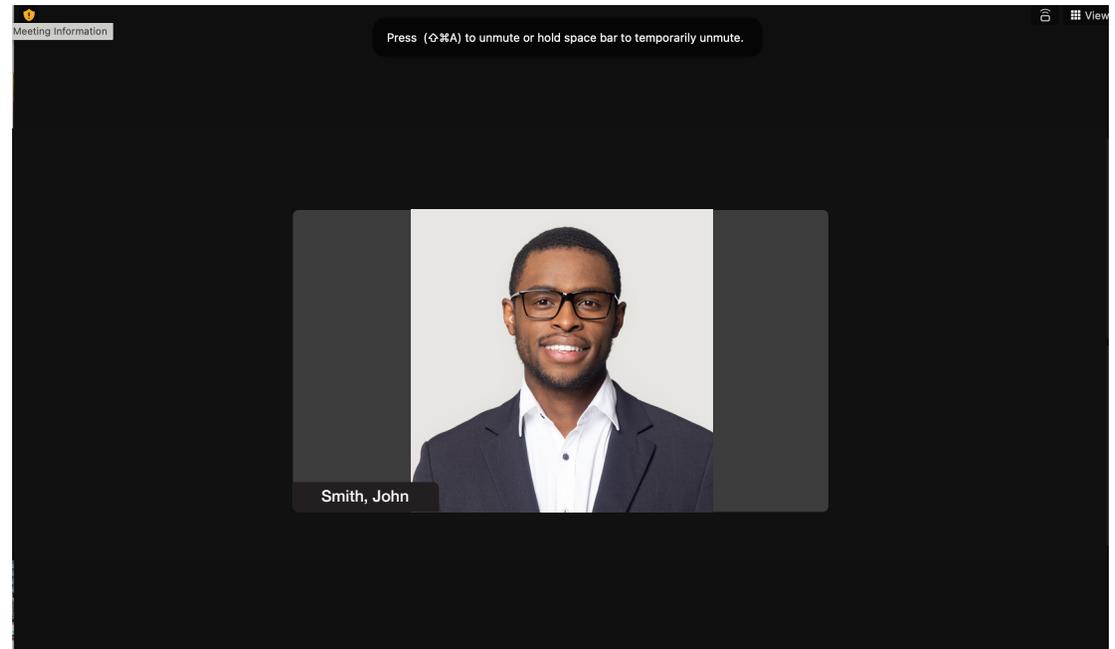
BRAND CONSISTENCY

Social Media, Posts

All social media posts representing Valmont must be consistent with brand guidelines to maintain consistency across all feeds, as shown in the examples below. Valmont corporate channels are owned by the Valmont Corporate Strategic Marketing Team. If you If you would like to request a social media post, please contact **brand@valmont.com**.

LINKEDIN BANNER

FACEBOOK BANNER

SOCIAL POSTS

If you have any questions, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.
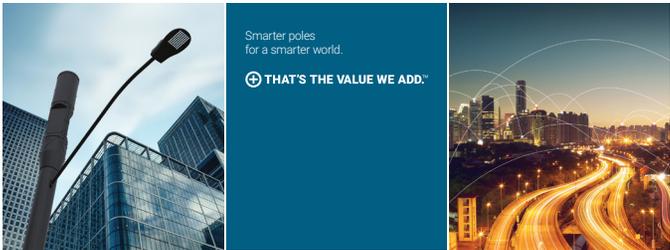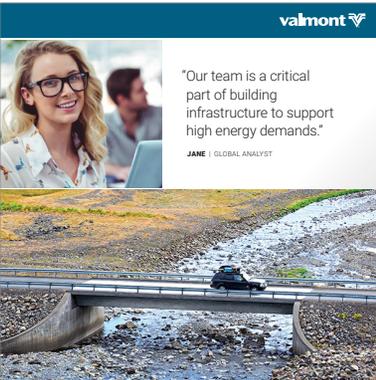
BRAND CONSISTENCY

Social Media, Personal Channels

Social media provides an excellent opportunity to showcase a company's capabilities and establish relationships with multiple stakeholders including customers, potential new hires, employees, community, etc. Valmont utilizes Facebook, LinkedIn and Instagram to connect with our stakeholders and share the positive impact we are making on people's everyday lives. However, our biggest brand ambassadors are our employees. That's why we created these banners as an easy way for our employees to associate their LinkedIn account with Valmont. A variety of corporate, infrastructure and agriculture LinkedIn profile backgrounds are available to use on **valmont.com/brand** to help you get started.

We also launched the Valmont Brand Ambassador Program to give our employees the opportunity to share the Valmont story from their perspective as we expand our reach in new ways! This formal program gives guidance on best practices and provides a unique opportunity to promote your personal brand and Valmont's at the same time. By regularly posting on social media, ambassadors can keep themselves and their company top of mind. If you are interested in joining the program, please reach out to **brand@valmont.com**.

▶ Visit **valmont.com/brand,** under "Guidelines," to access the "LinkedIn Guidebook for Employees", "Employee Social Guidelines" and "LinkedIn Profile Backgrounds."

LINKEDIN PROFILE BACKGROUNDS
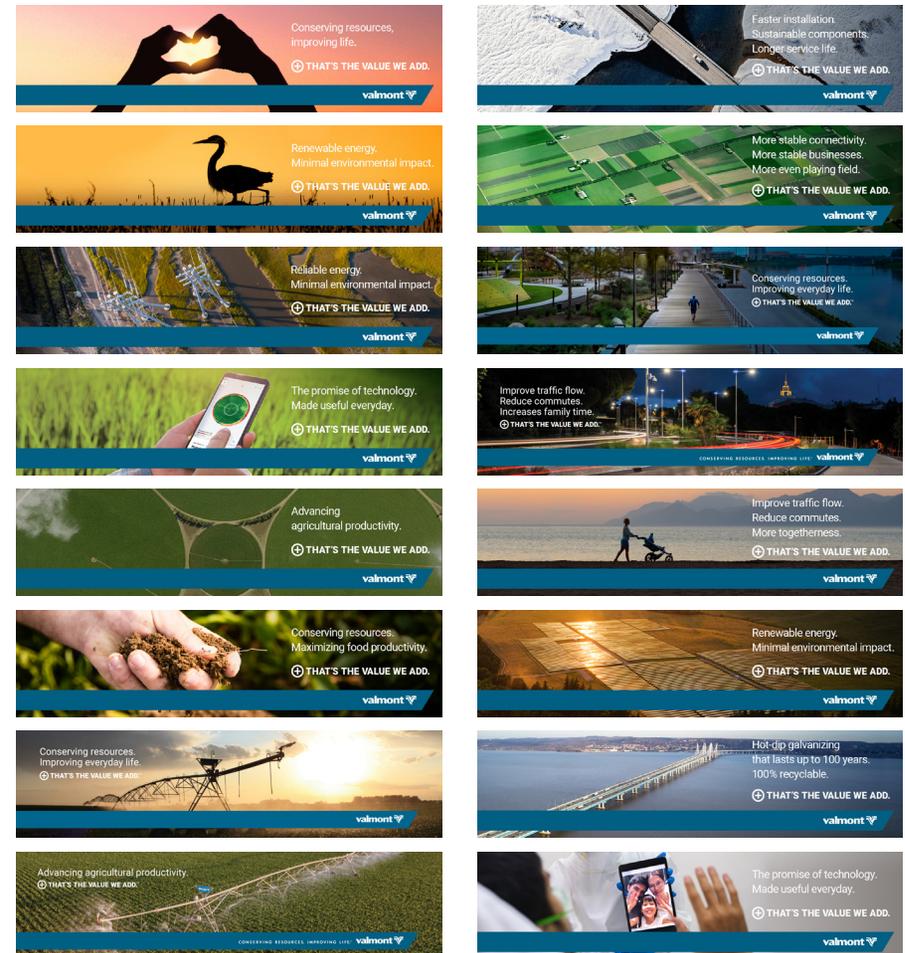
STATIONERY

STATIONERY

Corporate Stationery

Our stationery is often a client's first and longest-lasting impression of our corporate identity. The stationery is set up for printing and should not be altered. The next few pages outline the specifications for printing.

If you have any questions, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.

STATIONERY

Corporate Business Cards, Specifications

Please follow these specifications when creating final artwork for print. Business card templates should not be altered.

The order of contact information must follow the example: address (including country), office phone number and/or mobile number (optional), then email address. Name and title and should appear on the left side with the web address below.

Color and Paper Stock

The recommended paper stock is Classic Crest Solar White Eggshell, 100# cover. All stationery must be printed on FSC-certified paper.

Print offset using 100% black (1/1) ink on the front and back of the business card.

FRONT

1.6"

.8676 in"

Valmont

CONSERVING RESOURCES. IMPROVING LIFE.

2.665"

Trim size (front & back):
3.5" x 2.5"

.2"
right margin

.195"
bottom margin

BACK

.2087"

Address Line 1
Address Line 2
City, ST 00000 Country

P   +1 000.000.0000 x0000
M   +1 000.000.0000
E   first.last@valmont.com

1.365"

Abbreviations:
Roboto Bold
7.5pt / 10pt leading

FIRST LASTNAME
Job Title

valmont.com

.63"

.1875"
left and
bottom margin

Address Block:
Roboto Light
U/lc (email all lowercase)
7.5pt / 10pt leading
.09pt space before phone number

Name:
Roboto Black
All Caps
7.5pt / 10pt leading

Title:
Roboto Light
Title case
7.5pt / 10pt leading

URL:
Roboto Light
Title case
7pt / 10pt leading
.09pt space before web address

STATIONERY

Corporate Letterhead, Specifications

Please follow these specifications when creating final artwork for print. The letterhead should not be altered.

Color and Paper Stock

The recommended paper stock is Classic Crest Solar White Eggshell, 28# text. All stationery must be printed on FSC-certified paper.

Print offset using 100% black ink.

.625"

CONSERVING RESOURCES. IMPROVING LIFE. **valmont**

4.5"

Use the approved Logo Lockup

Trim size: 8.5" x 11"

.5"

Address Line 1 | Address Line 2 | City, ST 00000 Country | Phone +1 000.000.0000 x0000 | valmont.com

.535"

Address Line:
Roboto Light
U/lc (email all lowercase)
7.5pt
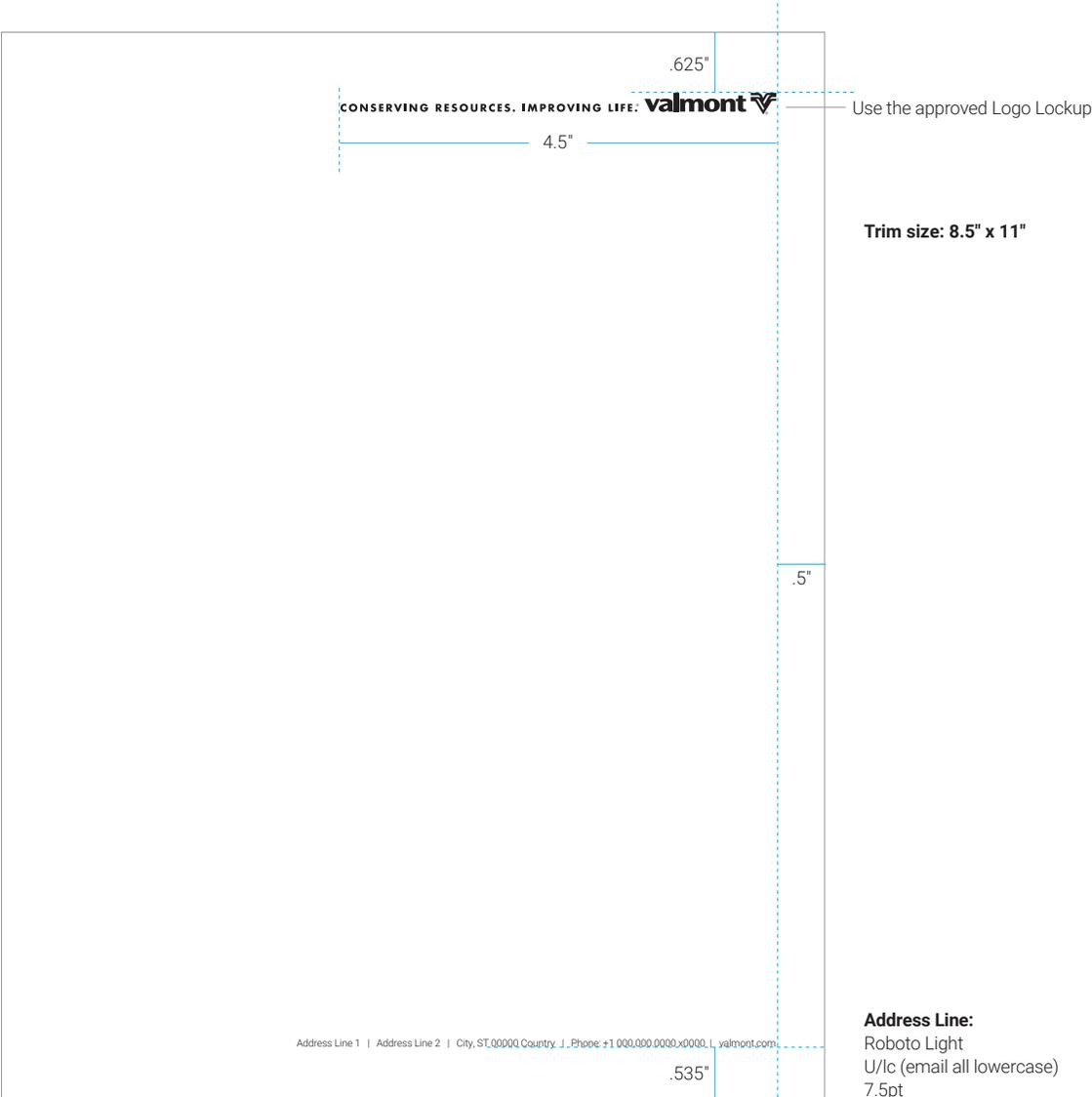
STATIONERY

Corporate Envelopes, Specifications

Please follow these specifications when creating final artwork for print. The envelope should not be altered.

Color and Paper Stock

The recommended paper stock is Classic Crest Solar White Eggshell — weights are listed next to the envelope sizes on the right. All stationery must be printed on FSC-certified paper.

Print offset using 100% black ink.

1.8"

.4375"

valmont

.3"

Address Line 1
Address Line 2
City, ST 00000 Country

.5"

Address Block:
Roboto Light
U/lc (email all lowercase)
8.5pt / 14pt leading / -10pt tracking

Envelope Sizes (artwork available):	Classic Crest Solar White Eggshell Weights:
#10 Commercial – 4 1/8" x 9 1/2"	100# text
#9 Commercial – 3 7/8" x 8 7/8"	N/A
#11 Commercial – 4 1/2" x 10 3/8"	N/A
Catalog – 9" x 12"	80# text
Catalog – 9.5" x 12.5"	N/A

NOTE: #9 Commercial, #11 Commercial and 9.5" x 12.5" Catalog are not available in Classic Crest Solar White Eggshell. Please ask your printer to use a comparable bright-white sheet.

STATIONERY

Infrastructure Business Cards

Here is how the Valmont corporate business card design is to be adapted for the infrastructure segment, markets we serve, and go-to-market brand use. These adaptions include adding the segment or go-to-market title and up to multiple URLs to the back. For detailed specifications, please reference page 90.

FRONT, ALL VERSIONS

valmont ▼V®

CONSERVING RESOURCES. IMPROVING LIFE.

BACK, SEGMENT

Address Line 1
Address Line 2
City ST 0000-0000
Country

P   +1 000.000.0000
M   +1 000.000.0000
E   john.smith@valmont.com

FIRST LAST | INFRASTRUCTURE
Group President, Infrastructure

valmont.com/infrastructure
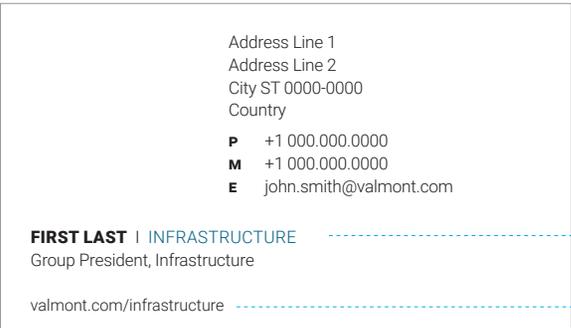
Segment Name:
Roboto Light
Valmont Blue
All Caps
9pt / -10pt tracking

Segment URL

BACK, MARKETS WE SERVE

Address Line 1
Address Line 2
City ST 0000-0000
Country

P   +1 000.000.0000
M   +1 000.000.0000
E   john.smith@valmont.com

JOHN SMITH | INFRASTRUCTURE
President, Solar & Telecom

valmont.com/infrastructure | valmontsolar.com | valmonttelecom.com
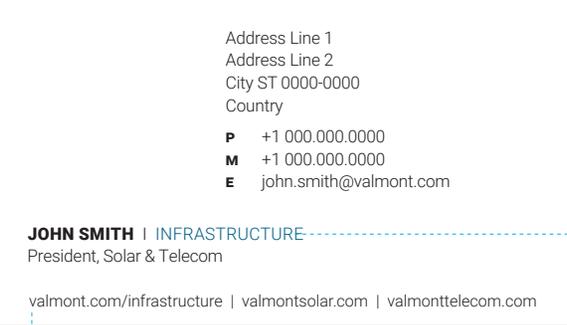
Market Name:
Roboto Light
Valmont Blue
All Caps
9pt / -10pt tracking

Market URL:
You may use multiple URLs if representing more than one market. Separate each URL using the vertical line key with a space on either side of it.

BACK, GO-TO-MARKET BRAND

Address Line 1
Address Line 2
City ST 0000-0000
Country

P   +1 000.000.0000
M   +1 000.000.0000
E   jane.smith@valmont.com

JANE SMITH | SOLAR
Global Marketing Manager

valmontsolar.com
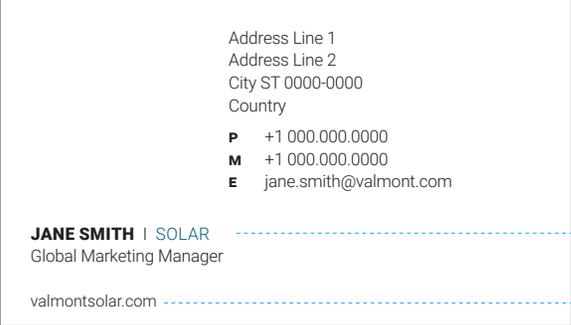
Go-to-Market Brand Name:
Roboto Light
Valmont Blue
All Caps
9pt / -10pt tracking

Go-to-Market Brand URL

If you have any questions, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.

STATIONERY

Infrastructure Letterhead and Envelope

Infrastructure segment, markets we serve will use the corporate letterhead and envelope as shown on the left. Infrastructure go-to-market brands will each use their own branded letterhead and use the corporate envelopes. For detailed specifications, please reference pages 91-92.

SEGMENT & MARKETS WE SERVE

CONSERVING RESOURCES. IMPROVING LIFE: valmont ▼

valmont ▼
Address Line 1
Address Line 2
City, ST 00000 Country

...ss Line 1 | Address Line 2 | City, ST 00000 Country | Phone: +1 000.000.0000 x0000 | valmont.com

GO-TO-MARKET BRANDS

Use your approved go-to-market brand logo in black (Valmont Telecom shown for example).

.55"
valmont ▼
TELECOM
1.917" — .5"

valmont ▼
Address Line 1
Address Line 2
City, ST 00000 Country

... | Address Line 2 | City, ST 00000 Country | Phone: +1 000.000.0000 x0000 | valmonttelecom.com

If you have any questions, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.

STATIONERY

Valley Business Cards

Although Valley® Irrigation has its own unique brand guidelines, stationery business card adaptations for the Valley brand are shown below, adding Valley branding. For detailed specifications, please reference page 90.

FRONT, VALLEY

1.4438"

.776"

Valley Branding:
Valley A Valmont Company Logo
Valley Blue + Black

BACK, VALLEY

Address Line 1
Address Line 2
City, ST 00000 Country

P   +1 000.000.0000 x0000
M   +1 000.000.0000
E   first.last@valmont.com

FIRST LASTNAME
Job Title

valleyirrigation.com   **Valley Irrigation URL**

If you have any questions, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.

STATIONERY

Valley Letterhead and Envelope

Shown below is how the envelope and letterhead designs are to be adapted for the Valley brand. For detailed specifications, please reference pages 91-92.

1.7425"

.55"

Valley Branding:
Valley A Valmont
Company Logo

Black

1.466"

Valley Branding:
Valley A Valmont Company Logo
Black

.4375"

Address Line 1
Address Line 2
City, ST 00000 Country

Address Line 1 | Address Line 2 | City, ST 00000 Country | Phone: +1 000.000.0000 x0000 | valleyirrigation.com

**Valley
Irrigation URL**

If you have any questions, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.

STATIONERY

How to Order

To order business cards, letterhead or envelopes, visit **valmont.com/brand**, click on the Stationery tab, and follow the instructions.

Please note: The instructions are different, depending on whether your order is shipped inside or outside the United States. Those outside the U.S. can use template files on **valmont.com/brand** for use by a printer in your area. The templates have organized fields for you to plug in your information to create print-ready proofs.
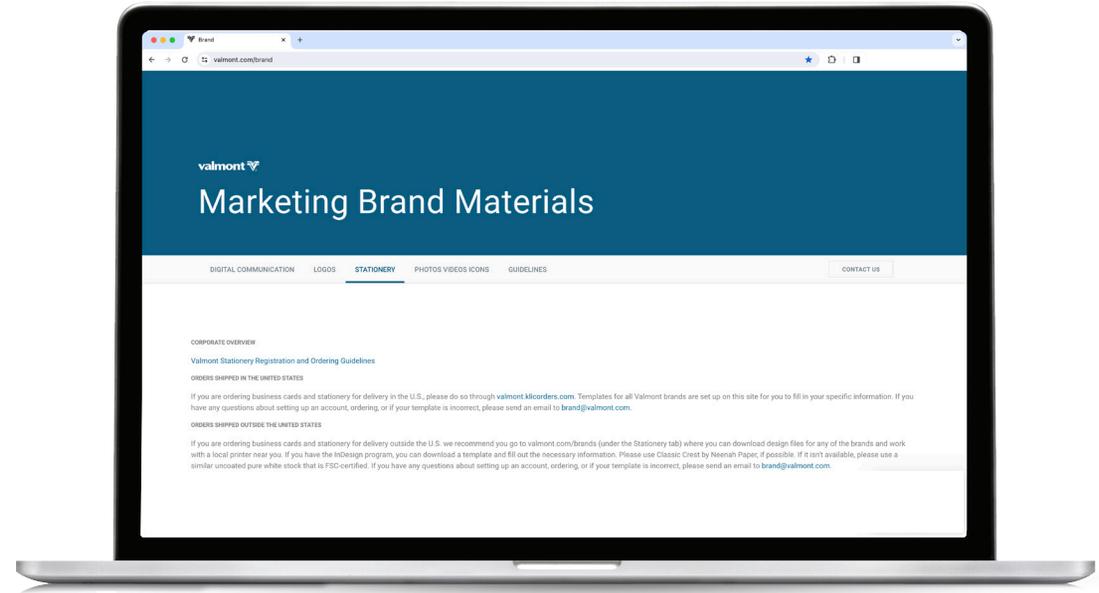
If you have any questions, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.

STATIONERY

Email Signatures

The email signature has replaced the business card as our primary form of identity and association with Valmont. Therefore, it's important that we use a consistent format across all email signatures. Outlined below are various ways you can input your information.

Templates to Copy/Paste

Copy and paste the appropriate template into your signature block, then replace your specific information. (Infrastructure and Agriculture email signatures can be found on the next two pages.)

CORPORATE

First/Last Name | Job Title
Valmont Industries, Inc. | Address 1 | Address 2 (optional) | City, ST 00000 Country
Phone +1 000.000.0000 | Mobile +1 000.000.0000 (optional) | Fax (optional)
first.last@valmont.com
valmont.com (use your Country URL here)

Copy/Paste in Outlook

When copying and pasting into Outlook (PC or Mac), you may have to adjust the formatting, using the following guidelines.

CONTENT	FONT	COLOR
Your Name/Company Name	Arial Bold, 10pt	Black
All other text	Arial Regular, 10pt	Black
Email and URLs	Arial Bold, 10pt	RGB 0/95/131

Use the vertical line key with a space on either side to separate address, phone and URL information.

Mobile Device

If your mobile device does not allow you to build this signature or changes the format when pasting, the following is an acceptable substitute using 10 point Arial Regular.

First/Last Name
Job Title
Company Name
Phone (Optional) | Mobile (Optional)
(Must include at least one phone number.)

Unacceptable Usage

Please do not add logos, quotes or social media information to your signature. Along with slowing down load time, this violates the integrity of the brand.

Follow our new LinkedIn Page

First/Last Name
Job Title
Company Name
Phone (Optional) | Mobile (Optional)

Safety: Knowing what can hurt you, learning the things that keep them from hurting you and doing those things.

valmont

STATIONERY

Email Signature Templates,
Infrastructure

TEMPLATES TO COPY/PASTE:

INFRASTRUCTURE, SEGMENT

First/Last Name | Job Title, Segment
Valmont Industries, Inc. | Address 1 | Address 2 (optional) | City, ST 00000 Country
Phone +1 000.000.0000 | Mobile +1 000.000.0000 (optional) | Fax (optional)
first.last@valmont.com
valmont.com/infrastructure (Use your Country URL here.)

INFRASTRUCTURE, MARKETS WE SERVE

First/Last Name | Job Title, Market Name
Valmont Industries, Inc. | Address 1 | Address 2 (optional) | City, ST 00000 Country
Phone +1 000.000.0000 | Mobile +1 000.000.0000 (optional) | Fax (optional)
first.last@valmont.com
valmont.com/infrastructure | **go-to-market url 1** | **go-to-market url 2** (Use your Country URL here.)

INFRASTRUCTURE, GO-TO-MARKET BRAND

First/Last Name | Job Title
Go-to-Market Brand | Address 1 | Address 2 (optional) | City, ST 00000 Country
Phone +1 000.000.0000 | Mobile +1 000.000.0000 (optional) | Fax (optional)
first.last@valmont.com
go-to-market url (Use your Country URL here.)

STATIONERY

Email Signature Templates,
Agriculture

TEMPLATES TO COPY/PASTE:

AGRICULTURE, SEGMENT − VALMONT URL

First/Last Name | Job Title
Valmont Industries, Inc. | Address 1 | Address 2 (optional) | City, ST 00000 Country
Phone +1 000.000.0000 | Mobile +1 000.000.0000 (optional) | Fax (optional)
first.last@valmont.com
valmont.com/agriculture (Use your Country URL here.)

AGRICULTURE, SEGMENT − VALMONT AND VALLEY URLs

First/Last Name | Job Title
Valmont Industries, Inc. | Address 1 | Address 2 (optional) | City, ST 00000 Country
Phone +1 000.000.0000 | Mobile +1 000.000.0000 (optional) | Fax (optional)
first.last@valmont.com
valmont.com/agriculture | **valleyirrigation.com** (Use your Country URL here.)

VALLEY IRRIGATION

First/Last Name | Job Title
Valley – A Valmont Company | Address 1 | Address 2 (optional) | City, ST 00000 Country
Phone +1 000.000.0000 | Mobile +1 000.000.0000 (optional) | Fax (optional)
first.last@valmont.com
valleyirrigation.com (Use your Country URL here.)

If you have any questions, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.

APPAREL AND PROMOTIONAL MATERIALS

APPAREL AND PROMOTIONAL MATERIALS

Apparel

Correct usage of the logo on apparel is essential for maintaining the brand. As individuals who create clothing and premium gifts for the brand, you are uniquely positioned to ensure its consistency and effectiveness on all distributed items.

Apparel in solid colors using the Valmont primary and secondary color palette (see page 50-51) are preferred, but alternative colors and prints may be used with approval from the Valmont Corporate Strategic Marketing Team. Contact the team at **brand@valmont.com**.

Infrastructure Go-to-Market Brand Apparel

When representing a go-to-market brand at trade shows or industry events, we encourage employees to wear apparel that features the go-to-market logo. When not facing a customer, we encourage all employees to wear the Valmont logo.

VALMONT BRAND EXAMPLES

It is acceptable to use the Valmont "V" on apparel, as long as the horizontal Valmont or go-to-market brand logo is also printed or embroidered on the item (such as the sleeve on a T-shirt).

VALMONT INFRASTRUCTURE GO-TO-MARKET BRAND EXAMPLES

If you have any questions, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.

APPAREL AND PROMOTIONAL MATERIALS

Embroidery

The logo can be embroidered in tone-on-tone colors to represent the Valmont primary and secondary color palette (see page 51). Otherwise, the logo should be embroidered in black or white. When ordering embroidered apparel for a tradeshow or event, you can use either the Valmont logo or your go-to-market brand logo (such as Valmont Utility).

Exception for Embroidery

When embroidering the Valmont logo on apparel and promotional materials, it's recommended to do so without the registration mark (®), because it is too small for the machines to stitch. Contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com** to request a logo without the registration mark. Modifying a logo file, or asking a vendor to do so, is not permitted.

TONE-ON-TONE EXAMPLE

APPAREL AND PROMOTIONAL MATERIALS

Promotional Materials

Promotional materials may vary in size from key fobs and travel cups to trophies and awards — and beyond. With so many options, giving specific guidelines is difficult but the color of promotional materials should use the Valmont primary and secondary color palette (see page 51). Silver with an etched or a black-printed logo is preferred when ordering metal materials. You can use either the Valmont logo, Valmont "V" or your go-to-market brand logo (such as Valmont Utility).

If have something unique in mind, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com** or contact one of our preferred vendors (see next page), who will help to customize your order.

APPAREL AND PROMOTIONAL MATERIALS

Ordering Information

In the U.S., there are two options available for ordering apparel and promotional items:

• **Valmont Brand Online Store**

  Order online at **valmontbrandstore.geigershops.com**

• **Custom Orders**

  Geiger is Valmont's preferred vendor for custom orders. Mylo is also an approved vendor, but should be used as a secondary option. Kindly contact them directly to discuss and customize your orders. Prior to proceeding, please confirm with your segment leadership to determine their preferred vendor.

> **Geiger**
> Jennifer Ott
> Senior Strategic Account Manager
> +1 207.755.2712
> jott@geiger.com

> **Mylo**
> Cola Henderson
> Owner
> +1 402.990.4529
> cola@merchyoulove.com

For those outside the U.S., please contact your regional marketing team or the Valmont Corporate Strategic Marketing Team at **brand@valmont.com** for assistance.

CAMPAIGNS

That's The Value We Add.™
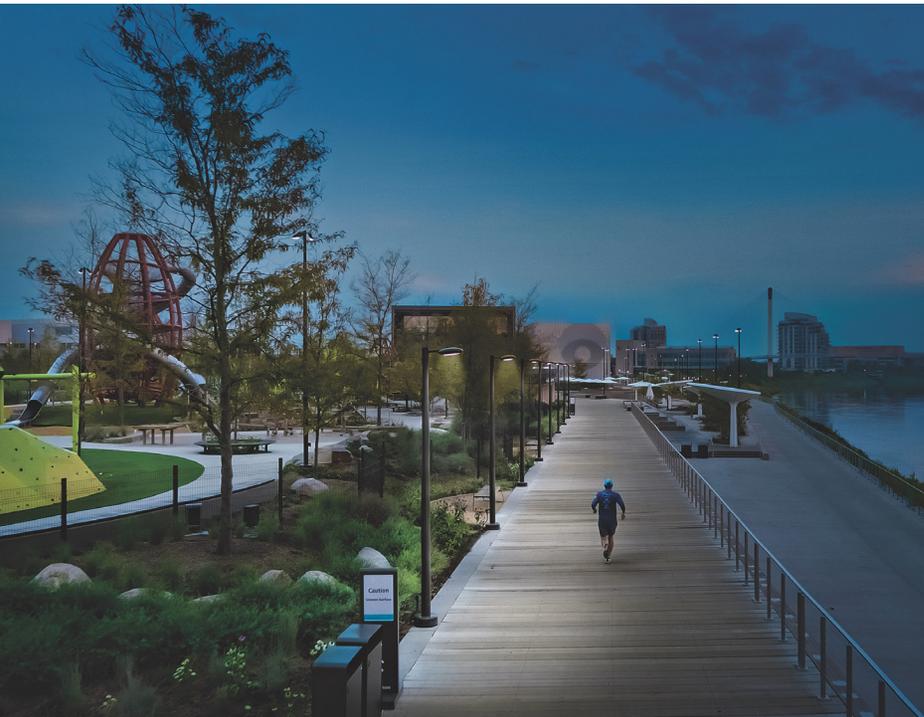
THAT'S THE VALUE WE ADD.™

Campaign Rationale

Valmont is making a positive impact in all sorts of industries and in all sorts of ways. Yet, while we have a strong reputation among our customers, we're virtually invisible to the outside world. For instance, people may drive by our center pivots but not think about how we're helping feed the world using less water. Or people may see a transmission tower holding up electrical lines but not think about how we're helping to keep the power on over long distances and during critical times.

But that's what Valmont does.

As the world advances and technology becomes increasingly interwoven into everyday life, Valmont will be there advancing agricultural productivity and creating vital infrastructure solutions to meet the increasing demands of an ever-changing world.

That's the value we add.

THAT'S THE VALUE WE ADD.

Theme and Theme Graphic

Conserving Resources. Improving Life.® is our tagline. For its use, please follow the guidelines on page 13. "That's The Value We Add™" is our current campaign theme. The theme should never compete with the tagline or be placed near it. The theme is trademarked upon first use. The theme should always be preceded by benefits of our products, services or partnerships — never use the theme by itself.

Theme Graphic

The theme can also appear in graphic form under the guidelines detailed on the next few pages. Always use the approved theme graphic artwork — never alter the proportions or fonts.

▶ Vector artwork has been created and is the preferred method to display the theme graphic. Download the approved artwork from **valmont.com/brand**.

THEME GRAPHIC

⊕ **THAT'S THE VALUE WE ADD.**™

THAT'S THE VALUE WE ADD.

Theme Graphic, Examples

The "That's The Value We Add" theme must pay off the main offering in the communication. In other words, it punctuates the thought. The theme can be used in body copy, as a subhead or headline, but it must always be preceded by benefits of our products, services or partnerships.

The theme, whether presented as a graphic or subhead, should accentuate but never dominate the headline in size, as illustrated in these examples.
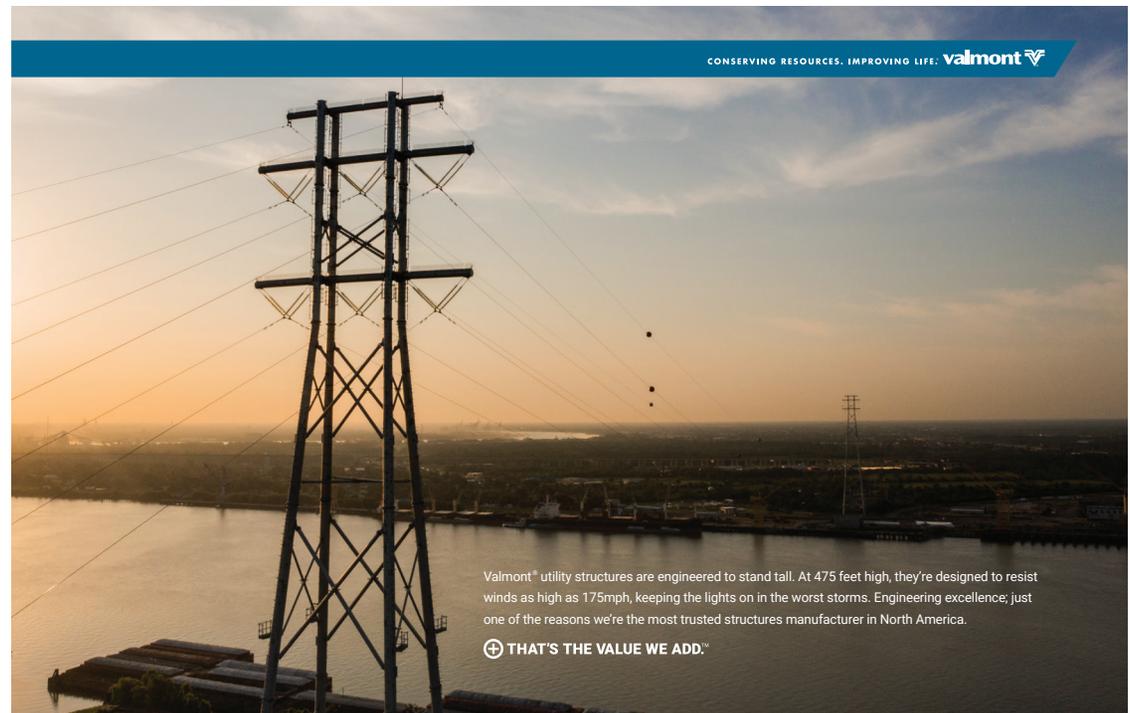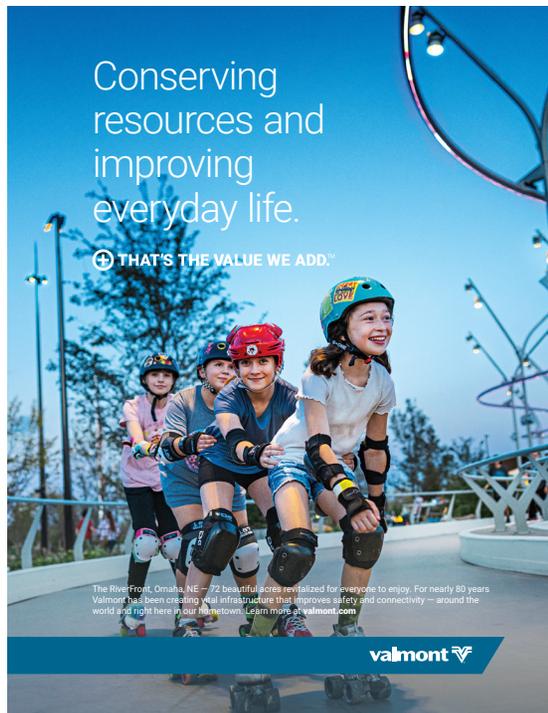
THAT'S THE VALUE WE ADD.

Theme Graphic, Color Variations

The theme graphic is approved for use in the color variations at right. The white-reverse version is approved for use on dark or uncomplicated backgrounds. Please reference page 51 for the approved color breakdowns.

▶ Vector artwork has been created and is the preferred method to display the theme graphic. Download the approved artwork from **valmont.com/brand**.

BLACK

⊕ **THAT'S THE VALUE WE ADD.**™

WHITE REVERSE

⊕ **THAT'S THE VALUE WE ADD.**™

⊕ **THAT'S THE VALUE WE ADD.**™

THAT'S THE VALUE WE ADD.

Theme Graphic, Clear Space and Sizing

Clear Space

To maximize the recognition and impact of our identity in all applications, surround the theme graphic with sufficient clear space — free of type, graphics and other elements that might cause visual clutter.

Minimum Sizing

To ensure legibility, the theme graphic should never be reproduced smaller than the minimum sizes shown here.

Special Sizing

The sizing ratio of theme graphic to headline may be adjusted when space is at a premium. Approval to do so, however, is required from the Valmont Corporate Strategic Marketing Team, available at **brand@valmont.com**.

The height of the plus sign in the theme graphic should be used to determine the minimum clear space around the perimeter of the theme graphic. This means no other design elements or text should be positioned within this clear space.

⊕ = the height of the plus sign in the theme graphic

------ Minimum clear space ——— Trim edge

PRINT

⊕ THAT'S THE VALUE WE ADD.™

1.85"
minimum logo width

DIGITAL

⊕ THAT'S THE VALUE WE ADD.™

133 px
minimum logo width

THAT'S THE VALUE WE ADD.

Circle Plus Graphic

When used outside of body copy, the campaign theme is always locked up with the circle plus graphic. The circle plus graphic can be used independently as a background element or to enhance the design. Below are examples of acceptable use of the circle plus graphic.

CIRCLE PLUS GRAPHIC

White circle graphics with transparency adjusted to overlay the image.
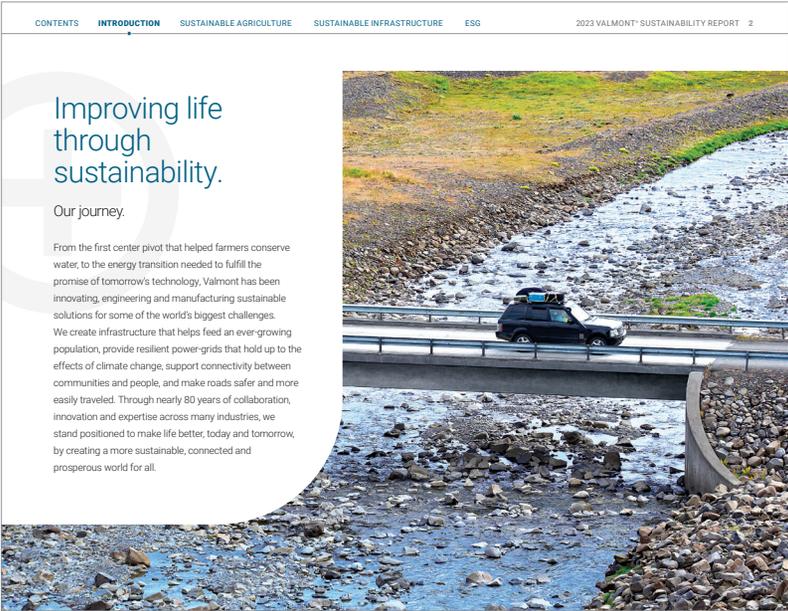
Black circle graphic screened back as a background element.

THAT'S THE VALUE WE ADD.

Headlines

Headlines can be lofty, as in branding efforts, or specific as in segment advertising. But the theme line should always be proceeded by benefits to the target audience.

BRAND EXAMPLE

PRODUCT EXAMPLE

If you have any questions, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.

THAT'S THE VALUE WE ADD.

Headlines, Brand

For 2024, all brand advertising will use the headline, "Conserving resources and improving everyday life." To avoid repetition of messaging, use the logo bar instead of the logo lockup bar, and do not use the tagline in the copy.

If you have any questions, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.
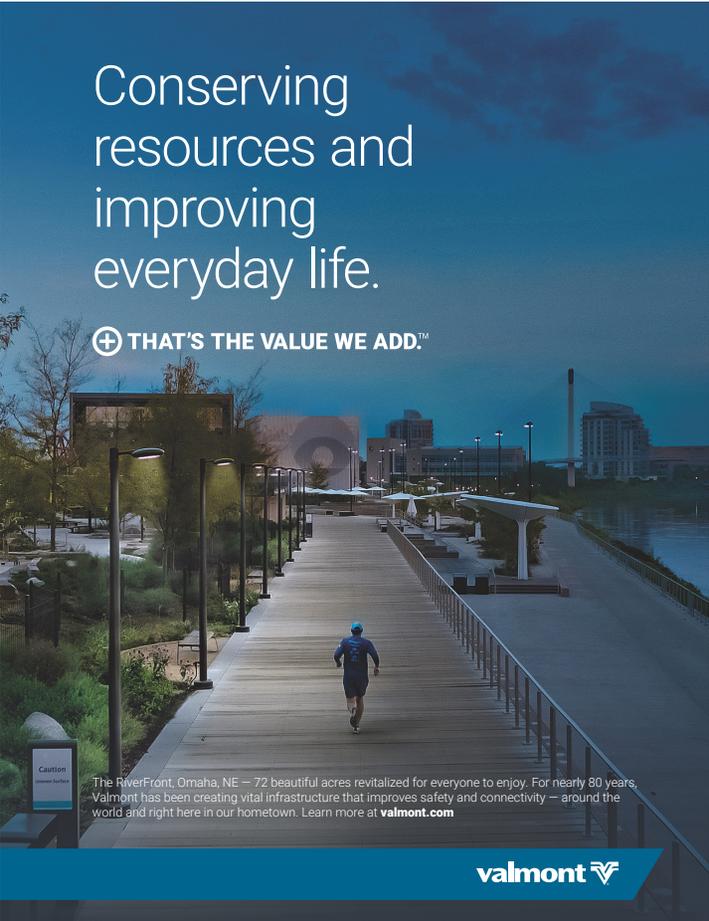
THAT'S THE VALUE WE ADD.

Headlines, Brand

Product or segment marketing headlines can be more specific, but the line must communicate a benefit that leads into the campaign theme, "That's The Value We Add."

Product features should be expressed in terms of customer benefits. Specific language is stronger than generalities; e.g., "lasts up to 100 years" versus "longer lasting".

Faster installation.
Longer service life.
THAT'S THE VALUE WE ADD.™

Remote control irrigation
with real-time data.
THAT'S THE VALUE WE ADD.™

More efficient transmission
from source to end user.
THAT'S THE VALUE WE ADD.™

Employee Recruitment
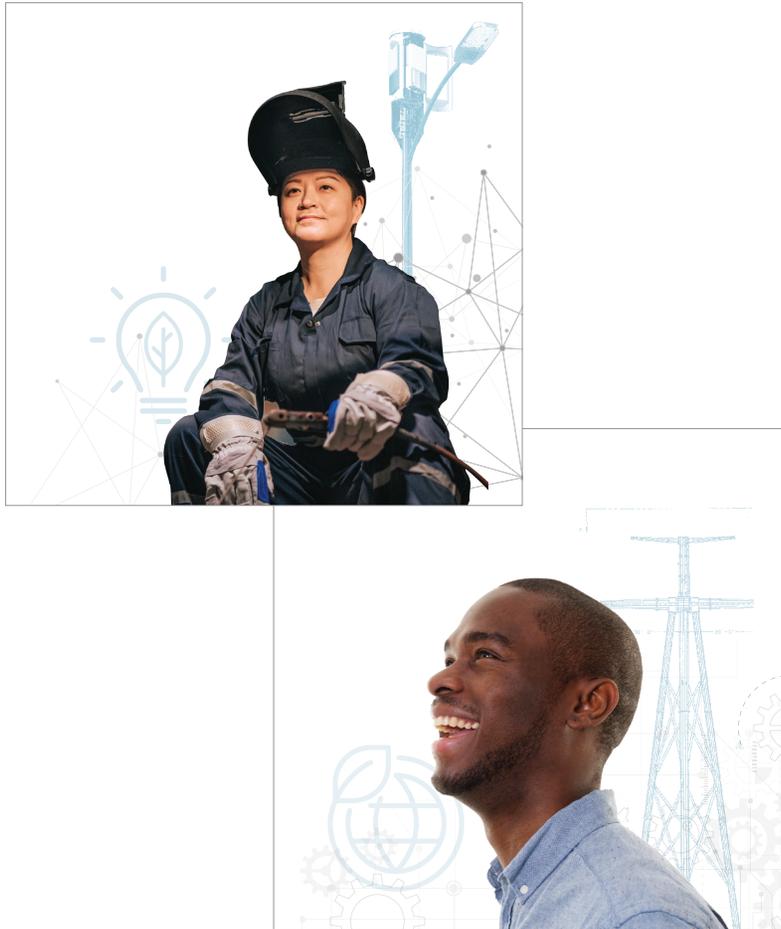
EMPLOYEE RECRUITMENT

Campaign Rationale

Employees and prospects know Valmont is a market leader in all sorts of industries in all sorts of ways, but many don't realize the positive impact we make on the world. They may know we make equipment to water crops, but have no idea that pivot is also equipped with advanced technology, making farming more efficient — saving natural resources for future generations. Or that a welder in one of our plants may spend days working on a transmission pole, and never realize that it will be used to harden the grid and increase climate resiliency.

But that's what Valmont does.

We work behind the scenes, creating solutions to some of the world's greatest challenges, all in the name of conserving resources and improving life.

EMPLOYEE RECRUITMENT

Voice

Our recruitment campaign targets specific audiences and should speak in an authentic voice — we should speak their language. Understanding that audience and what their drivers are will resonate more than generic recruitment language.

SKILLS, MEET MONEY. MONEY, SKILLS.

You have the skills — we'll help you hone them and learn new ones. Get better pay and benefits — apply now, and help us make the world a better place for you, your family and (as a bonus) mankind.

⊕ THAT'S THE VALUE WE'LL ADD. TOGETHER.

APPLY NOW: valmont.com/careers

valmont

CRAZY GOOD BENEFITS CRAZY FAST.

Not just better pay — better pay plus full benefits within 30 days. That's what you deserve, and that's what you'll get. Health insurance, paid time off, 401(k) and more. Why? Because we want you to work for us. Bring us your skills. We'll bring better pay and great benefits.

⊕ THAT'S THE VALUE WE'LL ADD. TOGETHER.

APPLY NOW: valmont.com/careers

valmont

HELLO MODERN WORKFORCE. IS THAT YOU?

We're hiring skill sets from engineering to digital design to data science — offering opportunities to modernize vital infrastructure and increase agricultural productivity, sustainably and reliably. All with generous benefits and global opportunities. Join us. Help move the world forward.

⊕ THAT'S THE VALUE WE'LL ADD. TOGETHER.

APPLY NOW: valmont.com/careers

valmont

GO TO WORK. HELP SAVE THE PLANET. GO HOME PROUD.

Today, the world is changing — and we need people like you, as we engineer, design, and assemble modern solutions that help make life better. Sustainably. Better benefits, better salaries, for a better calling. Join us.

⊕ THAT'S THE VALUE WE'LL ADD. TOGETHER.

APPLY NOW: valmont.com/careers

valmont

EMPLOYEE RECRUITMENT

Messaging

Messaging built from the "That's The Value We Add." theme has been adapted in three unique ways, and can be used to help deliver the campaign's voice.

"The value we add."

By providing opportunities to help improve the world and offering a safe, friendly culture to grow careers, Valmont improves life at work. Offering better salaries and benefits to help sustain and protect families, Valmont improves life at home. And by being active, involved corporate citizens, Valmont improves life in the communities we serve.

"The value you add."

By bringing new thinking and skills to solve big challenges, you're helping to engineer, manufacture and innovate a better world. Valmont encourages and enables you to learn new skills and develop your knowledge as you make those contributions and grow in your career.

"The value we'll add. Together."

Valmont offers the opportunity to use your skills to both provide for your family and make the world a better place. Neither of us can do it alone; only by working together can we make a difference, for the planet and for ourselves.

EMPLOYEE RECRUITMENT

Messaging, Graphics

Messaging graphic artwork has been created for use in marketing materials. Please follow the same guidelines as the theme graphic outlined on pages 112-113.

▶ Vector artwork has been created and is the preferred method to display the messaging graphics. Download the approved artwork from the **Employee Brand Tool Kit**.

⊕ **THAT'S THE VALUE WE ADD.™**

⊕ **THAT'S THE VALUE YOU ADD.**

⊕ **THAT'S THE VALUE WE'LL ADD. TOGETHER.**

EMPLOYEE RECRUITMENT

Headlines

Recruiting for positions in a highly competitive market can be challenging, so it's important that our efforts clearly communicate the benefits of what makes Valmont an attractive place to work. Whether that's money, health benefits, pride or the feeling of being part of something larger than oneself.

Headlines should be short to quickly capture attention. When you are recruiting for a specific job, the title can appear in the body copy or in a unique URL, but never in the headline. Below are examples that target production and administrative audiences.

PRODUCTION EXAMPLES

WAGES

You know what you're worth. So do we.

Skills, meet money. Money, skills.

Make what you're worth.

SKILLS

Skills needed. (Mad skills preferred.)

Serious pay for serious skills.

Skills, meet money. Money, skills.

ADMINISTRATIVE EXAMPLES

BENEFITS

Crazy good benefits. Crazy Fast.

You'll have a 401(k). We're not 401(k)idding.

Better pay. Better benefits. Better future.

**MODERN WORKFORCE**

Go to work. Save the planet. Go home proud.

Hello modern workforce. Is that you?

Join the modern workforce.

If you have any questions, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.

EMPLOYEE RECRUITMENT

Color Palette

The primary corporate color palette is used for recruitment as well, with the addition of black and blue gradients. As in corporate brand use, these colors are linked to distinct associations that impact human mood and decision-making. Blue brings up feelings of stability, strength, wisdom and trust. Black tends to engender feelings of power, confidence and sophistication. And white evokes authenticity and integrity, and is contemporary.

Please reference page 51 for the approved color breakdowns.
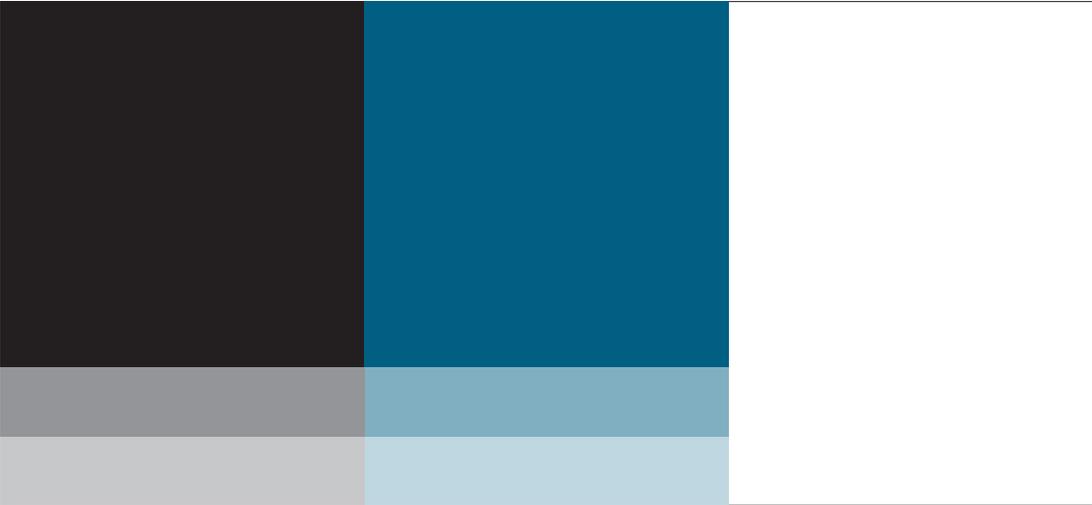
EMPLOYEE RECRUITMENT

Design Formats

The employee recruitment campaign has two formats. One is designed to be a quick read and uses bold graphics and provocative headlines. This format works well for social media, yard signs, recruitment-fair signage — places where we need to grab attention.

The other format is designed to be more emotional and audience-centric. It includes images of the job-seeker we are trying to attract using headlines and body copy that speak to their specific mindset. This format is used to go into more detail and give a feeling of what working at Valmont would be like.

Each version can be used by itself or they can be combined to strengthen the messaging.

YARD SIGN USING QUICK READ FORMAT
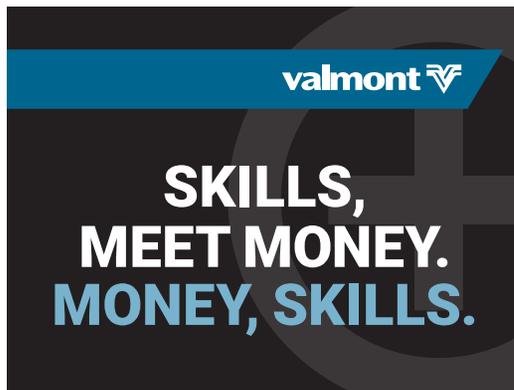
PRINT AD USING AUDIENCE-CENTRIC FORMAT
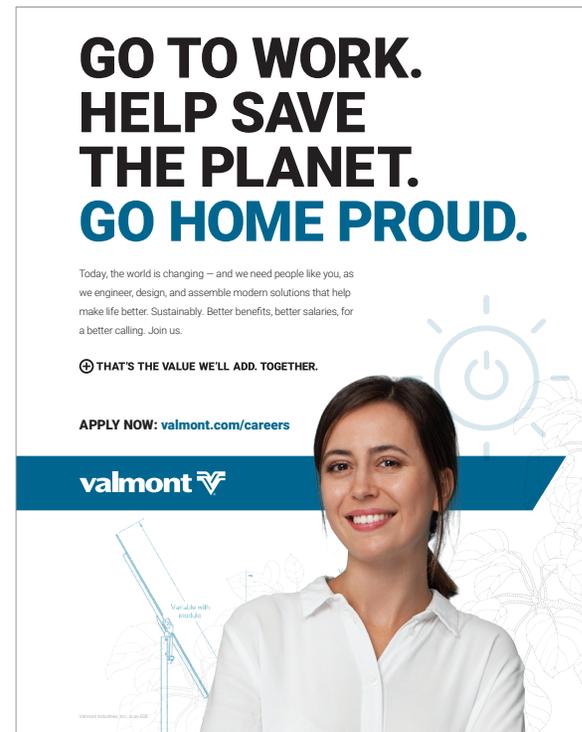
EMPLOYEE RECRUITMENT

Design Formats, Quick Read

The quick read format is composed of three elements layered on top of a solid-black background: the logo bar, the circle plus graphic and text. Size headlines large; and a 40% tint of Valmont Blue should be used to punctuate a key word or words. Never alternate the color of words or use the Valmont Blue on more than one line of text. Use the guide on the right for correct font and color usage.

SOCIAL MEDIA USING QUICK READ FORMAT

valmont

WANT TO CHANGE THE WORLD: VALUE YOU ADD

HIRING INTERNS
▸ **APPLY NOW**

Logo bar

Circle plus graphic:
White version set to 18% opacity

Text:
Roboto Black
White + 40% Valmont Blue for words of emphasis
All caps / -10pt tracking

100% black background

EMPLOYEE RECRUITMENT

Design Formats, Audience-Centric

The layout of the audience-centric format should ensure the job-seeker can identify with the communication. Use intriguing headlines that play into the audience-centric strategy by relating to what is driving their job search. Messaging graphics should always be used on audience-centric format materials as a punctuation to the messaging. Choose one message that best fits the voice of the marketing piece.

Visually, the campaign is clean and modern and features an image of a person the audience can identify with, and includes a collage in the background that tells the story of that person's career path.

The order of the content should be headline, then subhead (when applicable), then body copy, then messaging graphic, and then call to action. The logo bar can be positioned at the top or bottom of the page, or near the collage.

PRINT AD USING AUDIENCE-CENTRIC FORMAT
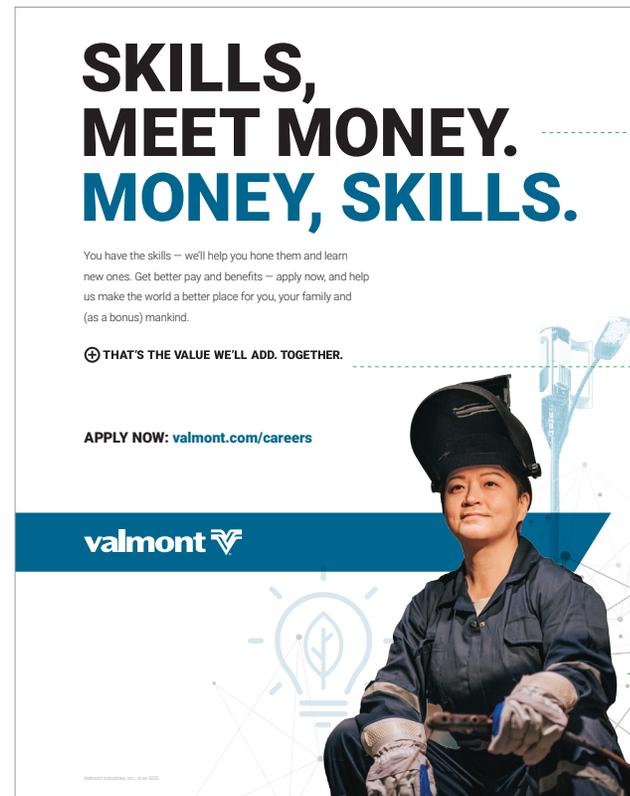
Headline:
Roboto Black
Black + 100% Valmont Blue
for words of emphasis
All caps / -10pt tracking

The messaging graphic should punctuate the body copy and never be sized to overtake the headline.

Collages (see next page for details) are built to sit in the lower-right corner and bleed off the trim edges.

EMPLOYEE RECRUITMENT

Design Formats, Combined

TRADESHOW BOOTH COMBINING QUICK READ AND AUDIENCE-CENTRIC FORMATS

HELLO MODERN WORKFORCE. IS THAT YOU?

⊕ THAT'S THE VALUE WE'LL ADD. TOGETHER.

valmont V

CONSERVING RESOURCES.
IMPROVING LIFE.®

If you have any questions, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.
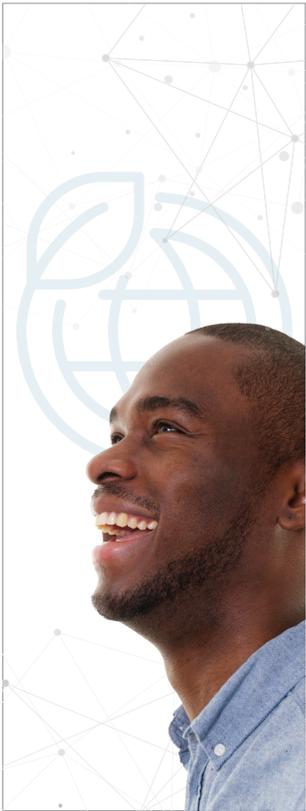
EMPLOYEE RECRUITMENT

Collage Graphics

Fro the audience-centric format, collage graphics have been created to help the job-seeker identify with careers Valmont offers. The collages are created for both production and administrative opportunities. If you need a collage customized for a specific marketing purpose, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.
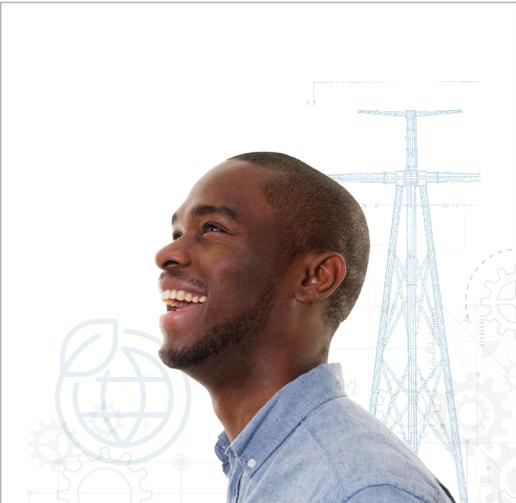
EMPLOYEE RECRUITMENT

## Tool Kit and Online Portal

Tool Kit

An employment brand tool kit has been created for building your recruitment marketing campaigns. The tool kit contains print and digital media, such as publication ads, billboards and social media templates.
You can download these assets from the **Employee Brand Tool Kit**.

Online Portal

Renze Display has an online ordering portal where you can purchase tradeshow materials with customizable messaging. The portal can be accessed at **renze.company.site**.

If you need assistance or have a request for materials not included in the tool kit or online portal, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.
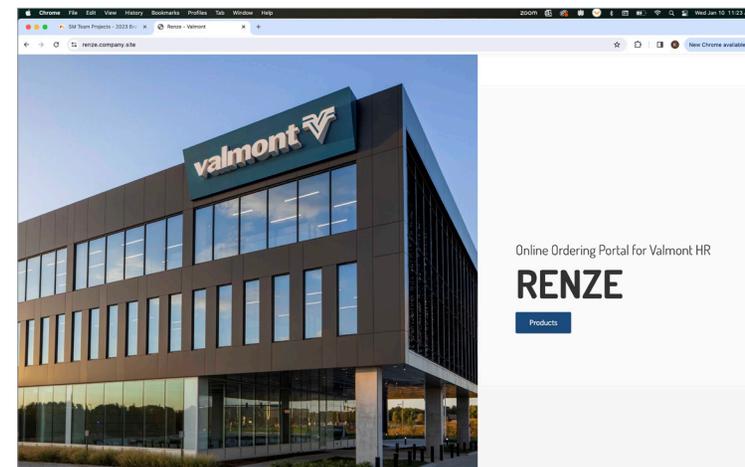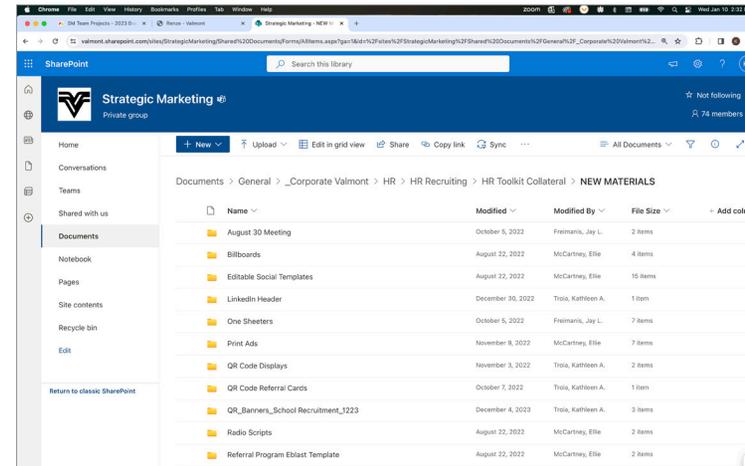
VALMONT COMMUNICATIONS
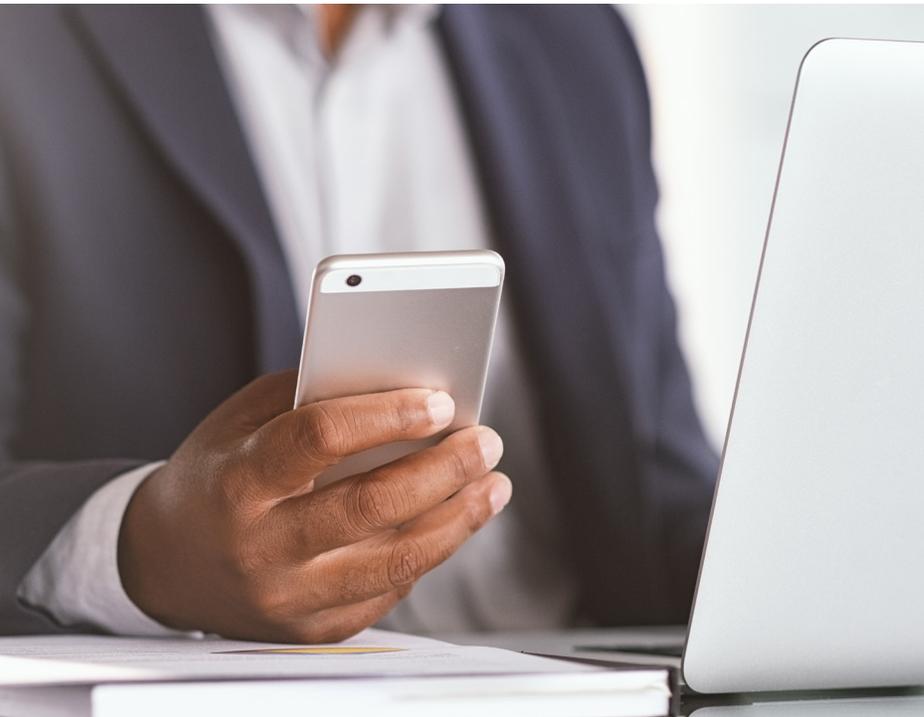
VALMONT COMMUNICATIONS

In our ongoing efforts to streamline our communication processes and ensure consistency across all channels, we are implementing a structured approach for the review and distribution of internal and external communications.

This process aims to uphold Valmont's brand integrity, maintain alignment with company messaging, and ensure compliance with organizational policies. By centralizing the review process, we can enhance the quality, accuracy and timeliness of our communications, while fostering a cohesive and unified brand voice and identity across Valmont. Your cooperation in adhering to this process is greatly appreciated as we work together to strengthen our communication efforts and effectively engage with our stakeholders. Please reach out to **corporatecommunication@valmont.com** for questions related to communications.

VALMONT COMMUNICATIONS

Internal Communications

Company-Wide Communications

Our company-wide communications ensure that important information reaches employees efficiently and effectively. We use our internal channels like Valmont News, Valmont Online (VO), leadership emails, MS Teams, etc. to announce the following types of information:

- Major announcements that impact all employees or a large group of employees, such as all-company meetings, changes in company leadership, company-wide training/development opportunities, organizational announcements, major policy updates, HR announcements, benefits or significant milestones achieved by the company

- Strategic initiatives and long-term goals applicable to all employees to ensure alignment and transparency across the organization

- Updates, guidance and reassurance to all employees during a crisis

- Recognizing and celebrating achievements that are relevant to all employees, such as company milestones, team successes or company-wide awards

Segment and Team Communications

Segments and teams also have channels to communicate their unique priorities or activities. Examples of communications appropriate for these smaller-group channels include:

- Department organizational announcements, regional updates or team additions/departures

- Project updates, milestones and deadlines within specific departments or teams to keep team members informed and aligned

- Localized training and development opportunities

- Changes in processes, procedures or tools that are specific to certain departments or teams

Review and Approvals Process

Notice of planned communications, timing and drafts should be shared with the following teams for line of sight and approval. Please provide at least two weeks' notice when possible.

COMPANY-WIDE COMMUNICATIONS
Marketing: VP of Marketing & Brand
Business leadership, based on topic
HR leadership, based on topic
Executive leadership as needed

SEGMENT / TEAM COMMUNICATIONS
Product / Department Leaders / SMEs
Business leaders as needed
Segment / Team HRBPs

VALMONT COMMUNICATIONS

Internal Communications, Channels Overview

Below is a high-level summary of available internal communications channels, appropriate usage and approvals. When planning communications, ensure timing and reviews are requested two weeks prior to the intended distribution date. For in-depth details on channels, including templates and admin contacts, view the **internal communications standard operating procedures (SOP)**. Please note that this is not an exhaustive list, and additional channels may vary within specific segments and teams.

CHANNEL	PURPOSE	APPROVALS	CRITERIA
Email			
Valmont News (email) *Limited to no more than two distributions per day.	Company-wide updates, press releases and organizational announcements (VP level+) to all employees or large groups within the organization.	All **Valmont News** must be approved by your management (segment leader or HRBP) before requesting inclusion in Valmont News via **valmont.news@valmont.com**.	There are multiple existing distribution lists. If there is a need for a custom list, please reference the Internal Communications SOP for details.
Leader / Manager / HRBP emails	Company-wide or segment news, events, team updates and organizational announcements (cascades or below director level).	Communications from the senior leadership team should be reviewed by VP of Marketing & Brand (Jennifer Kros-Dorfmeyer) and the HRBP or other SMEs, as appropriate. For other leadership communications, depending on content, the appropriate segment/product/department leader, SME and/or HRBP should review specific email communications as needed.	
Instant Messaging / Chat			
Zoom	News for specific locations only — currently available for Omaha and Valley sites.	See Internal Communications SOP for guidance.	
Microsoft Teams	Communications to targeted audiences and teams, allowing for document sharing and organization.	See Internal Communications SOP for guidance.	
Intranet			
Valmont Online Homepage	Leader Q&As, company-wide news and current events (e.g., benefit enrollment), zoo registration). Content should align to Valmont's mission and strategies and be relevant to at least 60% of the workforce.	If interested in posting content to the VO homepage, please reach out to **corporatecommunication@valmont.com** to submit a request. Content should be reviewed by relevant leader/SME and approved by VP of Marketing & Brand. All other requests outside of content on the homepage should be submitted via a helpdesk request.	
Physical / In-Person			
Digital Signage via Zoom boards (TV screens in common areas)	Best for short calls to action, new employees, awards, events, highlights, recognition, reminders, etc.	If interested in posting content, please reach out to **brand@valmont.com** for boards designated for Corporate/Brand messaging across Valmont locations. Content should be reviewed by relevant leader/SME and approved by VP of Marketing & Brand.	

If you have any questions, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.

VALMONT COMMUNICATIONS

Internal Communications, Additional Resources and Templates

- Internal communications standard operating procedures (SOPs) (in-depth guidance)

- Valmont News template

- Valmont Memo template

- Organizational announcements examples

- Organizational announcements template
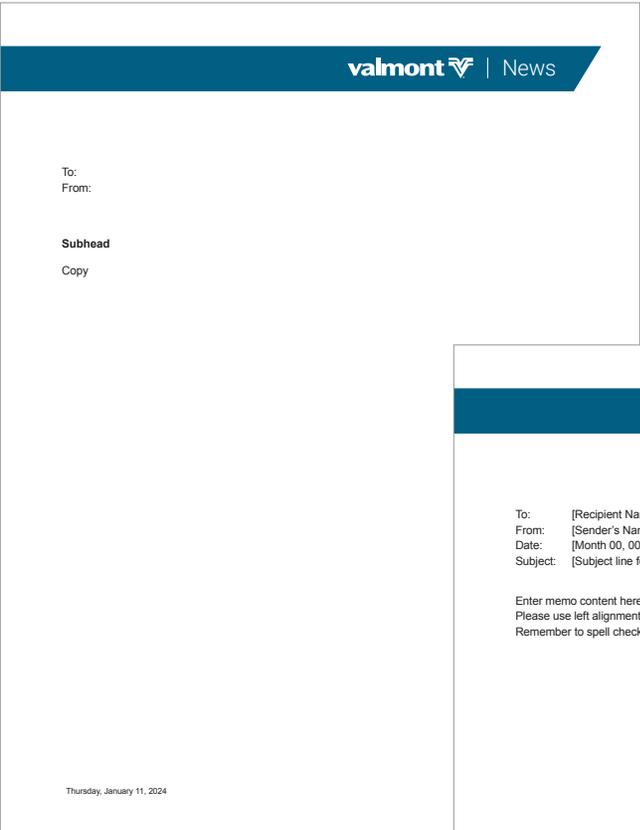
valmont ⅴ | News

To:
From:

Subhead

Copy

Thursday, January 11, 2024

TEMPLATE EXAMPLE – VALMONT NEWS

valmont ⅴ | Memo

To: [Recipient Name]
From: [Sender's Name]
Date: [Month 00, 0000]
Subject: [Subject line for message]

Enter memo content here using Arial 11.
Please use left alignment for all memos and single spacing throughout.
Remember to spell check memo drafts before distribution.

TEMPLATE EXAMPLE – VALMONT MEMO

If you have any questions, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.
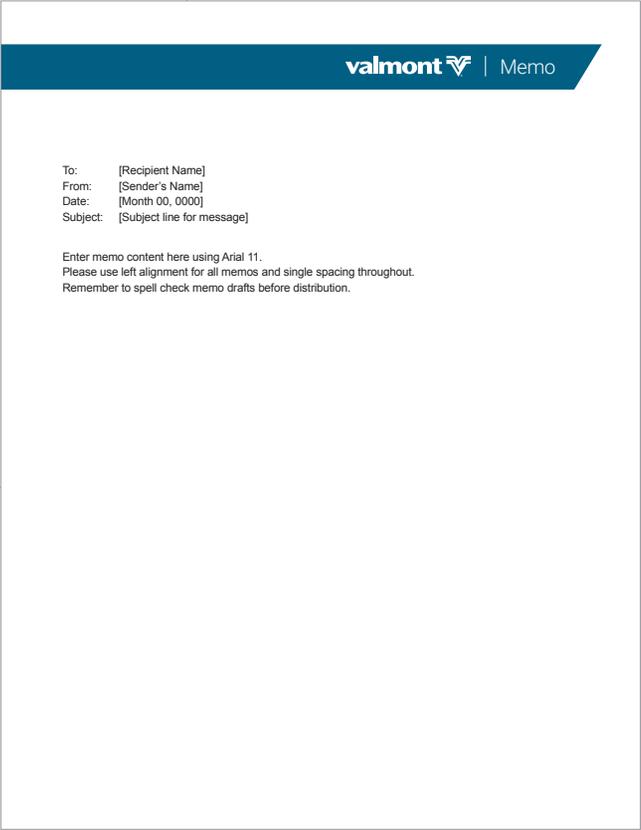
VALMONT COMMUNICATIONS

External Communications, Press Releases and Other External News

PRESS RELEASES

Valmont uses press releases to formally announce significant news or updates to the media, investors and the public at large. Types of news announced via a press release include:

- Major company announcements such as changes to the portfolio (acquisitions or divestitures), significant new partnerships, new facilities, meaningful accolades, substantial project awards or key executive leadership team updates.

- Earnings announcements and results, dividend releases and other financial updates

MEDIA PITCHES

Valmont often pitches stories to the media. Pitches are best for stories specifically tailored to a specific journalist, outlet or region, increasing the chances of coverage.

MEDIA ALERTS

We use media alerts for urgent, time-sensitive news or event announcements that require immediate media attention.

OTHER EXTERNAL NEWS

Some news does not require a formal press release and can be announced through other channels, like our company news page on valmont.com, social media channels or local news outlets. Examples of news not needed to be shared via press release include minor changes with no significant impact on stakeholders, memorandums of understanding (MOUs), less significant partnerships, local events and awards.

THIRD-PARTY TESTIMONIALS

As a company that works with several partners, vendors and so on; it is in our best interest not to show favoritism to any of those groups by providing testimonials to those services from Valmont. We need to portray a neutral stance as it relates to those we work with, since in most cases, those are paid contracts. Third-party testimonials are often used by these groups to sell more of their services and don't provide a direct benefit to Valmont. Ask yourself, "How is Valmont benefiting by participating in this testimonial?"

DISTRIBUTING EXTERNAL NEWS

- **Business Wire** (please use this **form** when requesting *Business Wire* releases)

  Valmont's *Business Wire* account should be used for major press releases when we aim to reach a wide audience of journalists, media outlets, investors and other stakeholders. *Business Wire* offers broad distribution channels, and ensures that your press release reaches key media contacts and financial markets effectively. This is particularly useful for major announcements, financial results and other news that requires broad dissemination and visibility.

- **Other methods of distribution**

  Some smaller-scale press releases, news, announcements and other media alerts do not require the broad reach of *Business Wire*. Consider using other methods of distribution, such as direct outreach to specific journalists or media outlets, our social media channels, Valmont's "News & Stories" page, or our other owned channels for more targeted or smaller-scale announcements.

VALMONT COMMUNICATIONS

External Communications, Additional Resources and Templates

The **Business Wire Brief** was intended to gather all necessary information in one place in preparation for an external communication to be released. This brief was created in "Monday.com", so only employees who have access to "Monday.com" will be able to submit the brief.

If you have questions regarding an external communication, please contact your specific marketing business partner.

VALMONT COMMUNICATIONS

External Communications, Channels Overview

CHANNEL	PURPOSE	APPROVALS	TARGET AUDIENCE
valmont.com			
News and stories featuring case studies and other information in support of Valmont	Best for sharing out timely case studies and content in support of Valmont's defined business strategies, and aligns with our purpose as a company in conserving resources and improving life.	All requests should be submitted to **brand@valmont.com** after being approved by the marketing lead of your area of business.	Investors, Employees, Industry experts, Community
Social Media			
LinkedIn	Establish Valmont as a thought leader and recruiting talent through differentiation and education.	All requests should be submitted to **brand@valmont.com** after approved by the marketing lead of your area of business.	Community, Prospective Admin Talent, Employees
Facebook	Establish the core brand personality through ESG, recruitment initiatives, ads and case studies.	All requests should be submitted to **brand@valmont.com** after approved by the marketing lead of your area of business.	Employees, Prospective Production Talent, Community
Instagram	Provide a place for interactions with those in the community and a place for informal/behind-the-scenes content.	All requests should be submitted to **brand@valmont.com** after approved by the marketing lead of your area of business.	Community, Customers, Employees

Review and Approvals Process

Notice of planned press releases, timing and drafts should be shared with the following teams for line of sight and approval. Please provide at least two weeks' notice when possible.

MAJOR COMPANY NEWS PRESS RELEASES	SEGMENT NEWS / GO-TO-MARKET NEWS / LOCAL ANNOUNCEMENTS
Marketing: VP of Marketing & Brand, Jennifer Kros-Dorfmeyer	Product / Department Leaders / SMEs
Investor Relations: Investor Relations and Financial Communications Analyst, Jorden Hansen	Business Leadership – Either Group President, Agriculture & Chief Strategy Officer or Group President, Infrastructure
Applicable Product / Department Leaders / SMEs	Executive Leadership – as needed
Business Leadership – Either Group President, Agriculture & Chief Strategy Officer or Group President, Infrastructure	Marketing and Investor Relations for awareness
Executive Leadership – as needed	

If you have any questions, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.

FACILITIES

FACILITIES

Visiting a Valmont facility is often a customer, prospect, agent, supplier or potential employee's first look into the company. When someone visits a Valmont facility, it should reinforce everything they already know about Valmont through our products, marketing materials and personal relationships. Clean, bright, modern-looking facilities send a clear message about our company, our culture and our brand. It is imperative that our facilities create an immediately positive first impression.

Guidelines have been created to provide direction on how to strengthen and maintain the brand in your facility.

▸ Visit **valmont.com/brand** to access the full Facility Brand Guidelines.

If you have any questions, please contact the Valmont Corporate Strategic Marketing Team at **brand@valmont.com**.