



GLOBAL FACILITIES BRAND GUIDELINES

Implementing
the Valmont® Brand
Across Facilities

WELCOME

When you hear the word “brand,” you may think of a logo, a tagline, or a color palette. Those are all certainly parts of a brand, but a brand is much more. A brand is how a person feels about a company—what values they believe a company holds, the quality of a company’s products and services, and how that company acts while doing business.

At Valmont®, our brand emanates from our core values: passion, integrity, continuous improvement and delivering results. They are the high standards we set for ourselves, and they tell the world what to expect from us—One Valmont. Our facilities are where our brand, and the values it stands for, come to life.

Visiting a Valmont facility is often a prospect or partner’s first true look into the company. It’s like visiting a friend’s home for the first time. When someone visits a Valmont facility, it should reinforce everything they already know about Valmont through our products, marketing materials and personal relationships.

We cannot forget that one of our most important customers is potential employees. Clean, bright, modern-looking facilities send a clear message about our company, our culture and our brand. As potential employees enter our facilities, they’re asking themselves: Can I see myself working here? It is imperative that our facilities create an immediate first impression that makes them answer, yes.

These guidelines provide direction on how to strengthen and maintain the brand in your facility. Detailed guidance on the overall brand can be downloaded at valmont.com/brand.

If you’re responsible for the design, construction or maintenance of a Valmont facility, these standards were created for you. This guide is simple, straightforward, easy-to-use and absolute. The standards apply to everyone and every facility.

Thank you in advance for following these guidelines. If you have any questions or need more input, please contact the Valmont Global Marketing Team at brand@valmont.com.



Matt T. Ondrejko
Vice President, Global Marketing

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01

**ASSISTANCE &
APPROVALS**

VALMONT® FACILITIES BRAND GUIDELINES

We're Here to Help

We know that branding a facility or a campus includes making a lot of decisions. This guide cannot address everything, so the Valmont® Global Marketing Team is here to assist in any way we can. This includes answering basic questions, to providing branded materials and creating designs.

These Facilities Brand Guidelines are a big step toward brand consistency. There may be unique applications that warrant an exception to one or more of the guidelines. If there are questions or a need for additional clarification, contact the Valmont Global Marketing Team at brand@valmont.com.

02

**SAFETY
MESSAGE**

VALMONT® FACILITIES BRAND GUIDELINES

A Message on Safety

Safety is paramount at Valmont®. Please be certain that:

- Visitors and employees understand safety procedures and the importance of compliance when they're in a Valmont facility.
- Visitors and employees are properly dressed and personal protective equipment (PPE) is readily available (see page 30) and in good working order.
- Signage, floor markings and other visual indicators are posted where they can be clearly seen and understood (see page 21) by all.
- All Valmont facilities are clean and free of the general hazards that may be encountered during the normal course of business (see page 31).

Consult the corporate or site specific safety documentation for details on how to optimize safety in your facility.

And, if there's ever a time where it feels like a recommendation in this guide might inhibit safety in any way, please contact the Valmont Global Marketing Team at brand@valmont.com with any concerns.

03

WHEN TO BRAND FACILITIES

VALMONT® FACILITIES BRAND GUIDELINES

Facility Branding Protocols

Visiting a Valmont® facility is often a customer, prospect or partner's first true look at the company. Our facilities are where our brand, and the values it stands for, come to life through the high standards we set for ourselves. Our facilities branding tells the world what to expect from us—One Valmont.

Existing Facilities:

Every Valmont facility is unique. Some may be a small building, others a large campus. Some may have been freshly repainted while others are past due. Regardless of the facility, continuous upkeep and maintenance are essential to maintain Valmont brand standards. It's difficult to pinpoint an exact deadline for facilities branding. Depending on the circumstances, budget, facility, size, etc., branding should be completed as quickly as possible. With careful planning and budgeting, existing facilities need to be brand compliant by July 2021.

Acquisition:

If you've been recently acquired by Valmont, you can do a few small, but high-impact things right at the start. This will reinforce the change and help employees and customers with the transition. For those recently acquired within the last year, your facility will have 12 months from the date of acquisition to be branded as Valmont. Some larger initiatives, like repainting a building, can wait until the need arises. A plan should be developed and then implemented.

New Facility Construction/Addition/Remodeling:

Branding should be an integral part of any new design, and the brand should permeate the new, expanded or remodeled facility as it's being constructed. That includes everything from the paint colors and signage to all interior spaces. This guide should provide the direction you and your designers need. If you have specific questions, please contact the Valmont Global Marketing Team at brand@valmont.com.

Joint Venture:

If your facility is part of a joint venture with Valmont, then branding decisions will be made on a case-by-case basis. Please contact the Valmont Global Marketing Team at brand@valmont.com to discuss.

Vacating a Facility:

If a Valmont facility is sold or permanently closed, any/all Valmont brand identification (i.e., signage and logos) must be removed prior to vacating or shutting down the facility.

04

**HOW TO BRAND
FACILITIES**

VALMONT® FACILITIES BRAND GUIDELINES

Using the Valmont® Logo

On the following pages, you'll receive direction on the clear use of the Valmont logo, typefaces, etc. While these are meant to provide clear direction in the branding of your facility, they are not comprehensive. A comprehensive set of brand guidelines can be downloaded at valmont.com/brand and used in conjunction with this guide. In addition, you can always contact the Valmont Global Marketing Team at brand@valmont.com if you have any questions or need clarification.

Preferred Use

Horizontal logo



Acceptable Variations

(for use on dark backgrounds)



Unacceptable Usage

The logo cannot be modified in any way or under any circumstances. If you have any questions, contact brand@valmont.com.

Exception for Embroidery

If you are embroidering or using the Valmont logo on promotional materials (i.e., hats, shirts, backpacks, pens), signage, vehicle identification, flags or uniforms, we encourage you to use the logo without the registration mark ®. In this case, contact the Valmont Global 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 (see page 12).

Using the Valmont® Logo

Unacceptable Usage

While not an exhaustive list, the examples shown here demonstrate logo misuses that undermine all efforts to build a consistent and unifying brand identity. The logo cannot be redrawn, re-typeset or modified in any way, under any circumstances.



Do not ignore the minimum clearance zone (see page 12).



MONTREAL, CANADA

Do not add a business, product or location name to the logo.



Company ABC, Inc.

Do not put any other identities under the logo, unless it is approved by the Valmont Global Marketing Team.



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



Do not alter the approved colors in any way.



Do not skew or stretch the logo.



Do not use the logo elements separately or integrate with a different typeface or wording.



Do not place the logo on a distracting background.



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

Important Notice:

If the logo is misused, it will be the responsibility of the party who created the materials to immediately rectify at his/her cost. In the event of unauthorized use, Valmont will assert its right to claim legal action.

Logo Spacing & Positioning

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.

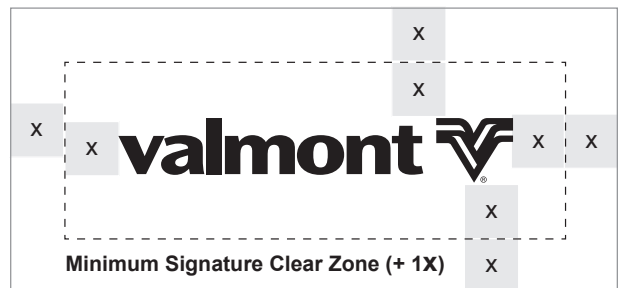
When the Valmont logo is used, a clear spacing of “x” (**where x = the height of “l” in “valmont”**) should be maintained around the perimeter of the logo. This means no other design elements or text should be positioned within this clear zone.

The logo also should not be positioned any closer than 2x to the outer margins or trim edge of the document.

There will be instances when space is at a premium and preferred clear zone must be reduced. In these cases, contact the Valmont Global Marketing Team at brand@valmont.com.



x = the height of “l” in “valmont”



Signature Clear Zone from document trim (+ 2X)

Valmont® “V” Usage

The Valmont “V” is associated with Valmont Industries, Inc. Therefore, only the corporate office is permitted to use the “V” as a separate or supportive design element. If a need arises to utilize the Valmont “V”, it must comply with the standards set forth by the corporate office with approval from the Valmont Global Marketing Team at brand@valmont.com.

There are distinct rules when using the “V” independently from the logotype. You may 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 to the “V.”
- Do not make patterns, a continuous line or other designs with the “V.”
- The “V” can only be reproduced in black or white. If you wish to use another color you have to get approval from the Valmont Global Marketing Team.



Paint Colors for Valmont® Facilities

The visual signature of the Valmont brand within our facilities plays a big role in elevating the brand. Using the correct Valmont colors in the appropriate way is just as important as using the Valmont logo correctly.

The colors provided are meant to maintain a Valmont-branded look and feel, while providing enough options that applications don't become too monochromatic. That said, accent colors are meant for limited use. They should never be used on more than one wall (or 25%) of any given room, and only one accent color should be used in any defined space.

Reproducing the Color Palette

Most distributors can easily mix paint when provided with a Pantone® color or a specific Pantone color's RGB, CMYK or HEX values (see below). It's important to also provide them with an accurate sample for color matching. We understand that you might not be able to get an exact color match, but work with your distributor to get the colors as close as possible. If you're still not satisfied, we might be able to help. Email any questions or concerns to brand@valmont.com.

Valmont Facilities Exterior Paint Colors



BASE COLOR:

Pantone 7527

CMYK: 12/10/14/0
RGB: 214/210/196
WEB: #D6D2C4

TRIM COLOR:

Pantone 411

CMYK: 51/55/52/39
RGB: 94/81/77
WEB: #5E514D

Valmont Facilities Interior Paint Colors



BASE COLOR:

White

ACCENT COLOR:

Pantone 634

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

ACCENT COLOR:

COOL GREY 6

CMYK: 33/24/20/2
RGB: 91/103/112
WEB: #5B6770

TRIM COLOR:

White

TRIM COLOR:

Black

NOTE: It's not mandatory to paint wood trim. Any wood trim with a natural finish fits within the brand guidelines.

Valmont® Facilities Color Palette

Below are examples of facility exteriors that use different Valmont color combinations. These are examples to help guide you in the exterior branding of your facility. If you have questions about an exterior design, email the Valmont Global Marketing Team at brand@valmont.com.

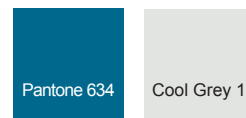
CURRENT COLOR SCHEME



ALT COLOR SCHEME: Option 1



ALT COLOR SCHEME: Option 2



Valmont® Primary Typeface

When using the Valmont typeface, it should be large enough to be legible, but not so large that it overpowers its environment. Never embellish the typeface with drop shadows or other design elements, and don't mix different sizes of type in the same word or phrase.

Font Usage

Roboto is our primary font, but these two weights are to be used for signage.

ROBOTO REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
(.,;:?!#\$\$%&@*) 0123456789

ROBOTO BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
(.,;:?!#\$\$%&@*) 0123456789

Valmont Alternative Typeface

If Roboto is unavailable, you may use Arial Regular, Arial Bold or Arial Black. This should never be an issue with custom signage. However, some vendors may have a limited library of typeface choices in certain applications. Arial is almost always available and should be chosen over all other options, but should only be used if Roboto is not available.

ARIAL REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
(.,;:?!#\$\$%&@*) 0123456789

ARIAL BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
(.,;:?!#\$\$%&@*) 0123456789

ARIAL BLACK

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz
(.,;:?!#\$\$%&@*) 0123456789

Co-Branding

Our facilities are, first and foremost, Valmont® facilities. That's why facility branding should reflect the Valmont brand exclusively. However, there are instances, such as service windows or a joint venture, where co-branding might make sense. If you feel you have a business case for co-branding in a facility, please contact the Valmont Global Marketing Team at brand@valmont.com to discuss.

05

EXTERIOR
BRANDING

VALMONT® FACILITIES BRAND GUIDELINES

Valmont® Outdoor Signage



In this section we'll discuss how the brand will impact the exterior of the facility—paint colors, signage, flags, etc. More than any other part of branding, exterior branding is a balancing act between branding and cost. Your facility branding process can begin with small, high-impact items such as replacing a logo in a customer reception area, adding a new logo to the employee entrance door, or simply purchasing and flying Valmont flags at the front of your facility. In time, larger initiatives will need to be addressed—like painting a facility—and these brand standards can help provide guidance when the time is right.

Secondary signage should use as few words as possible to provide the necessary information while adhering to the Valmont Facilities Brand Guidelines for color and typeface.

Branding the exterior of a facility, or an entire campus can be a challenge. Each facility is unique. Please don't hesitate to contact the Valmont Global Marketing Team at brand@valmont.com for questions, design recommendations, and/or project approvals.

Valmont® Outdoor Signage

The first impression of any Valmont-branded facility is often delivered by its external signage. It is also the primary way all Valmont facilities are consistently connected, regardless of how many miles exist between them. Because of that, standardization is essential. The primary color for exterior signage is blue (Pantone® 634). The secondary colors are grey (Pantone Cool Grey 6) and white.

As you consider outdoor signage, please remember:

- All signage using the Valmont logo must include the registration mark ®, after the logo.
- All local regulations, restrictions and codes regarding outdoor signage must be followed.
- It is expected that all Valmont facilities will have signage unless business reasons or local codes suggest against it.
- Companies acquired by Valmont have 12 months from date of acquisition to erect and place new Valmont signage. This signage should be reviewed and approved by the Valmont Global Marketing Team.

Primary/Roadway Signage:

Roadway signage is often limited by city or county ordinance, which narrows your options. If possible, roadway signage should be elevated and illuminated, so the Valmont logo is visible from a distance. In the instance when a ground-based monument is the only option, it should be constructed to the maximum height and width allowed for by your budget while still being clearly visible.

If you're considering an elevated or monument sign and need some assistance or design ideas, contact the Valmont Global Marketing Team at brand@valmont.com.

Facade Signage:

Because facilities vary—especially existing facilities that require signage retrofitting—the best solution is usually determined by specific architectural context and site line visibility, as well as city or county ordinance. Any facade signage should be mocked up or illustrated and submitted for approval before beginning any work.

Secondary/Wayfinding and Directional Signage:

This includes any signage that isn't at a facility entrance or affixed to the building itself—directional signage, informational signage, and signage that identifies particular buildings within a complex. Secondary signage should use as few words as possible to provide the necessary information while adhering to the Valmont Facilities Brand Guidelines for color and typeface.

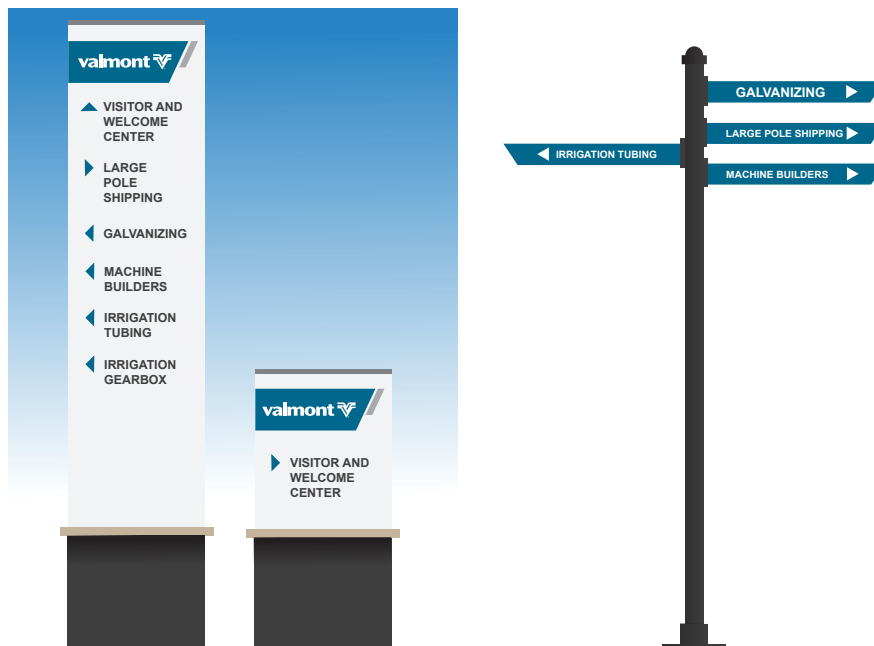
Wayfinding Signage

One of the best ways to welcome visitors to our facilities and ensure their safety is clear wayfinding signage to guide them. Wayfinding signage can guide drivers to the main entrance of the building, show them where to park, help them locate sidewalks/crosswalks, etc.

As you develop wayfinding signage, please keep in mind:

- Signage must adhere to brand standards (using brand color palette, Pantone® 634 and Pantone Cool Grey 6, and typeface Roboto or Arial).
- Signage should be simple and clear.
- Consider symbols/icons instead of words.
- Ensure signage is big enough to be noticed when driving a car, but not so big it represents a safety hazard.
- Please keep local traffic regulations and customs in mind.

Below is a sample of Valmont®-branded wayfinding signage. It follows the same color scheme as all exterior signage, using the blue (Pantone 634) as the primary color and grey (Pantone 431) and white as secondary colors. Templates of the sign shown below are available for download from valmont.com/brand. We're happy to answer any signage questions. Please contact the Valmont Global Marketing Team at brand@valmont.com.



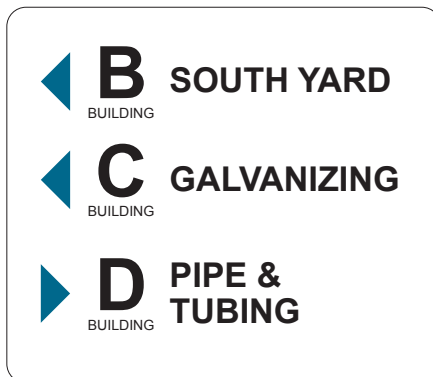
Wayfinding Signage



BUILDING SIGNS



DIRECTIONAL SIGNS



Pantone® 634



Pantone Cool Grey 6

Typeface shown: Arial Bold, Arial Regular and Arial Black

If you need help designing wayfinding signage for your facility, please contact the Valmont® Global Marketing Team at brand@valmont.com.

Exception for Signage

If you are applying the Valmont logo on signage, we encourage you to use the logo without the registration mark ®. In this case, contact the Valmont Global 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.

Flag Display Policy & Ordering

Showing national and company pride is consistent with our core values and something that many of our facilities around the world do through the display of flags. In an effort to provide guidance and consistency across our facilities, please adhere to this flag policy.

Number of Flags:

Each Valmont® facility will have flags flying near the front of the facility as follows:

- Non-U.S. facilities will fly three flags, each on their own pole, flying in this order: 1. The national flag of the home nation. 2. The United States flag. 3. The Valmont corporate flag.
- U.S. facilities will fly two flags, each on their own pole, flying in this order: 1. The United States flag. 2. The Valmont corporate flag/logo. If a U.S. facility has three flag poles, a state flag may be added, following this order: 1. The United States flag. 2. The flag from the state where the facility is located. 3. The Valmont corporate flag/logo.
- Facilities with more flag poles than noted above will fly Valmont flags on those poles. Exceptions can be made when a facility has foreign visitors. In those cases, the flag of the visitor's country can be flown on the extra pole as a sign of welcome and respect.

Position of Flags:

The general rule for positioning flags is to start with the highest ranking flag on the right-most pole. Then, move left in order of flag importance. To determine which pole is on the right, stand with your back to your facility while facing your flag poles. The one on your right is the right-most pole. To double check this, make sure that the same pole is also the left-most pole for visitors approaching the facility.

- For non-U.S. facilities, the order of these flags should comply with local customs. If local customs are unclear, fly the national flag of the home nation in the position of prominence (right to left as noted above), followed by the U.S. flag, followed by the Valmont flag. No one nation's flag should fly higher than any other during peacetime.
- All U.S. facilities will fly the U.S. flag in the right-most position (right to left as noted above) with a state or Valmont corporate flag to its left.
- The exception to the rule above is if you have one flag pole that is taller—usually centered between two others. In that case, the flag of prominence will fly on the tallest pole. The second most prominent flag will fly to its right (use guide above to determine which is the right pole) and the third most prominent to its left.

Sizing and Condition of Flags:

- All national flags displayed should be the same size.
- The Valmont corporate flag will be the same size or smaller than the national flags. It cannot be larger.



Sizing and Condition of Flags (continued):

- All flags must be clean and free from any rips, tears, fading, stains or other signs of disrepair.
- New flags must be ordered immediately (see below) once signs of wear are noticed.
- Flags that can no longer be flown must be disposed of in keeping with the customs of the country that flag represents.

Displaying Flags:

- All flags should be raised after sunrise and lowered before sunset unless each flag is illuminated.
- Company flags flown at Valmont® facilities will only contain the Valmont logo. This is true regardless of the facility name, its primary manufacturing focus or location.

Ordering Flags:

In order to maintain the same look and quality of flags, please purchase Valmont company and country flags directly from our preferred flag supplier:

Contact: Scott Kesick

scott@allflagsetc.com

P: +1 800.798.4520

All Flags, Etc.

14225 Dayton Circle, Suite 11

Omaha, NE 68137 USA

There are two sizes of Valmont and country flags available. Please pick the size that best suits your flag pole and ensures it is not larger than the other flags you are flying:

- 46" Flag - 4' X 6'
- 58" Flag - 5' X 8'

And, be sure to check international shipping rates. In some cases, it might make sense to order extra or multiple flags in the same order to manage shipping costs.

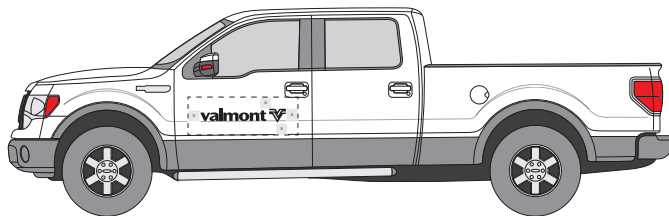
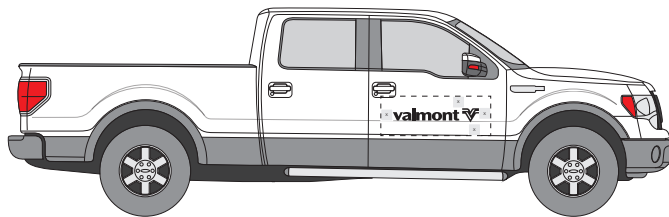
Exception for Flags

If you are applying the Valmont logo on flags, we encourage you to use the logo without the registration mark ®. In this case, contact the Valmont Global 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.

Vehicle Identification

Vehicles used for sales and service are a valuable tool for communicating the Valmont® brand. Vehicles that bear the Valmont logo should be properly maintained and cared for (showing no significant body damage) and cleaned regularly.

Download approved logos for printing at a local printer from valmont.com/brand. If you have any questions, please contact the Valmont Global Marketing Team at brand@valmont.com.



Pickup and Truck Logo Usage

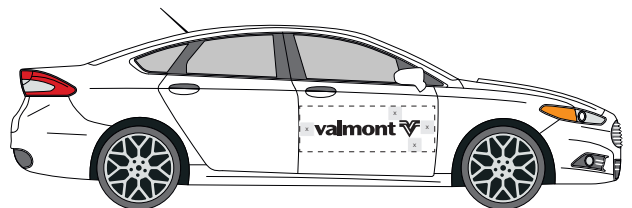
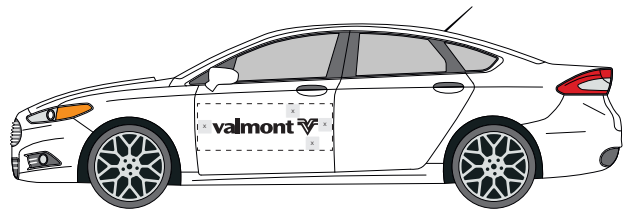
Vehicle logo branding will vary depending on vehicle type and size. Logo usage should comply with logo spacing and positioning for brand consistency.

- A Valmont logo should be placed on the front driver and passenger door.
- Maintain a clear space of 1x around the Valmont logo.
- The logo should be featured in black or white only.

Passenger Car Logo Usage

Vehicle logo branding will vary depending on vehicle type and size. Logo usage should comply with logo spacing and positioning for brand consistency.

- A Valmont logo should be placed on the front driver and passenger door.
- Maintain a clear space of 1x around the Valmont logo.
- The logo should be featured in black or white only.



Exception for Vehicle Identification

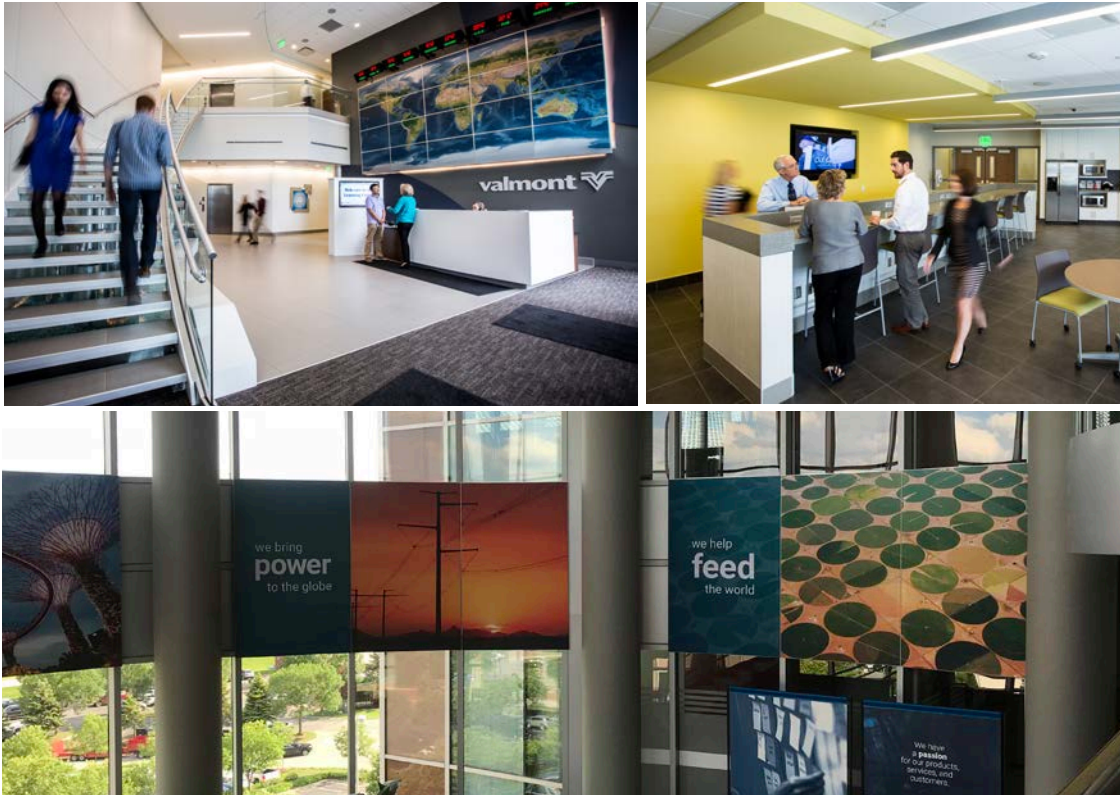
If you are applying the Valmont logo on vehicles, we encourage you to use the logo without the registration mark ®. In this case, contact the Valmont Global Marketing Team at brand@valmont.com to request a logo without the registration mark. Modifying a logo file, or asking a vendor to do so, is not permitted.

06

INTERIOR
BRANDING

VALMONT® FACILITIES BRAND GUIDELINES

Valmont® Interior Spaces



Our customers, potential customers and investors need to trust that we pay attention to the smallest details when it comes to engineering and manufacturing our products. One of the easiest ways to earn that trust is to pay attention to the detail in everything we do. That includes designing and maintaining interior spaces to appear as professional as possible.

Generally, Valmont interior spaces should reflect our brand as an industry leader. Clean. Contemporary. Simple. Functional. Base designs should be accented with color (see page 15) and the use of branded materials (see page 30). This also means:

- All public spaces should be inviting and free of clutter.
- All public spaces should be well lit and ventilated.
- Lobby and reception areas should display the Valmont logo prominently.
- Hallways should display branded images and wayfinding signage (as needed).
- Meeting rooms should be reset after each meeting, and all meeting tools (e.g., phones, projectors, dry erase boards) should be clean and in good working order.
- Common areas should have matching furniture and an accent wall to energize the space (optional).

Each facility will need to determine the best way to apply interior branding based on the requirements of the location. The Valmont Global Marketing Team is available to work with you to provide ideas and guidance based on your unique situation. Please email brand@valmont.com to discuss.

Displaying Core Values

The Valmont® brand is an extension of our core values. It is important that our core values are integrated into the branding of our facilities. Artwork to print our core values posters is available. The posters should be framed and displayed in areas of prominence to show customers and other visitors what we value as an organization. They should also be on display where employees can be reminded of the values they represent.

The artwork of our core values posters is available for download at valmont.com/brand. Your local printer should be able to make high-quality prints for display. The Valmont Global Marketing Team can also provide ideas on ways to display the core values posters. Please email brand@valmont.com to discuss.



Branded Materials

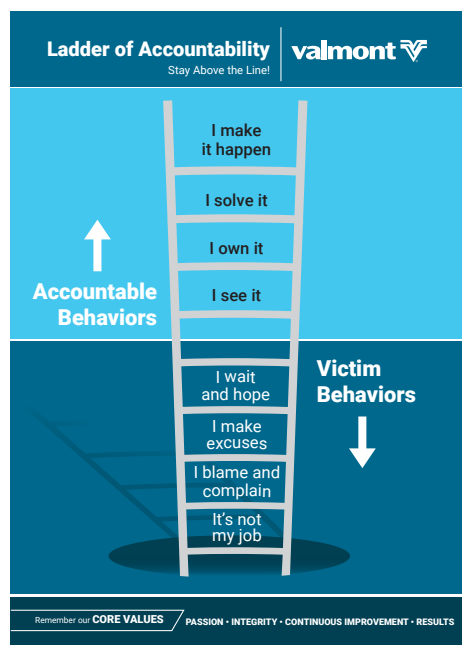
One of the best ways to brand Valmont® facilities is with Valmont branding itself. There's no better way to be reminded of our legacy, our values and our mission than with our own brand. We have a wide variety of materials to choose from. And, most materials are available for download at valmont.com/brand.



Branded materials for use in facilities:

- Videos for monitors in lobbies or other public spaces
- Core values posters for hallways or breakrooms
- Corporate brochures for your lobby or public sitting areas
- Banners for production facilities
- Screen savers for public computers
- Product photography that can be made into prints for wall hangings
- HR, recruiting posters, pull-up banners
- Valmont digital “Welcome” messaging
- Motivational posters such as “Ladder of Accountability”

Additional branded items can be found at our Valmont brand store: valmont.com/shop, or by clicking on the Company Store link at the bottom of the Valmont website. If you don't see what you're looking for, contact the Valmont Global Marketing Team at brand@valmont.com.



Uniforms & Apparel

Just as the facility is an extension of the brand, so is a work uniform. Like the safety discussion in this guide (see page 6), uniforms should reflect the brand and keep employees comfortable. However, the number one job of a uniform is safety.

That's why we've minimized our recommendations for uniform branding to these three points:

- All uniforms should display the Valmont® logo.
- Like our branding, the primary color should be blue when appropriate.
- Safety vests should display the Valmont logo where appropriate.

Please work directly with your preferred provider of uniforms and personal protective equipment (PPE). If you have questions, please contact the Valmont Global Marketing Team at brand@valmont.com.

Exception for Uniforms & Apparel

If you are embroidering the Valmont logo on uniforms and apparel, we encourage you to use the logo without the registration mark ®. In this case, contact the Valmont Global 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.

Maintaining & Updating Spaces

It can't be stressed enough: keep all public areas clean and safe. This is everyone's responsibility, not just a task to assign to individual people. For Valmont® employees, it provides the foundational discipline to pay attention to the details in all of our work. For any visitors, it provides the first impression we need to develop or maintain their trust.

Appearances are important, it requires decision-making on when to update and improve those areas. If you look at a space and ask the question "Is it time to update this space?" the answer is probably yes. This applies to any space, including the exterior of your facility. For instance, the moment you notice a flag is beginning to tatter from the elements, order a new flag.

The same principle applies to your interiors. Holes in any walls should be fixed immediately. Broken furniture should be repaired or replaced. Missing tiles should also be replaced. Areas showing wear should be repainted. Again, as a general rule of thumb: if you have to ask whether you should do something about an imperfection, the answer is usually yes.

07

CONCLUSION

VALMONT® FACILITIES BRAND GUIDELINES

Minimum Branding Requirements for Every Facility

While locations differ, these five requirements can and should be in place at every Valmont® facility regardless of size, budget, location, number of employees, etc. (see page 9 for timing).

1. Valmont exterior monument or pole signage should in place and clearly visible (see pages 20-23).
2. Any/all logos in the facility/on campus should be Valmont unless there is an approved co-branding exception (see page 18). In addition, any Valmont logos that are not in compliance with the logo usage guidelines (see pages 11-13) should be updated.
3. Visitor reception areas should have a Valmont logo and be painted in Valmont brand colors (see page 28).
4. Wayfinding signage should be in place to promote safety and help visitors find their way (see pages 22-23).
5. Flags should be flown in accordance with Valmont flag policy (see pages 24-25).

While it's not covered specifically in this guide, any/all business cards, letterhead and envelopes used by employees in the facility should reflect the Valmont brand. Visit valmont.com/brand for details and the most up-to-date guidelines.

If you're having difficulty meeting these requirements, contact the Valmont Global Marketing Team at brand@valmont.com.

GLOBAL FACILITIES GUIDELINES



NOTE: This is the binder spine art if applicable for production.