



A valmont  COMPANY

Brand Guidelines

Overview

Established in 2004, Valmont Site Pro 1 has solidified its position as the leading manufacturer and distributor of wireless site components, renowned for its commitment to product design innovation and unparalleled customer service.

Over the years, the Valmont Site Pro 1 brand has become synonymous with customer-centric values, embodying a steadfast dedication to prioritizing the needs and satisfaction of its customers. As forward thinkers, innovators, and experts in our field, customers turn to us not only for premium products but also as a trusted source of knowledge and guidance in the industry.

This document aims to not only visually articulate the components of our brand but also elucidate the enduring reputation and perception of Valmont Site Pro 1 within the minds of our customers.

Logo

The Valmont Site Pro 1 logo encapsulates our rich history, customer-centric culture, and core values. It is an iconic symbol that resonates across mediums, consistently reflecting our brand identity and principles.

The logo features "Site Pro 1" prominently displayed in a bold, sans-serif typeface, complemented by "A Valmont Company" positioned below it. It is imperative to utilize only the approved logo and methods of use to maintain consistency and prevent any misrepresentation. Any alterations or effects that distort the logo's appearance are prohibited, as even minor variations can diminish brand impact and integrity.

Preferred Use



Acceptable Variations



Color Palette

The Valmont Site Pro 1 color palette plays a vital role in defining our corporate identity, setting us apart from competitors in the industry. Consistency in using the approved color palette across all materials is essential for reinforcing our brand presence and ensuring our message resonates effectively to our customers in the marketplace.



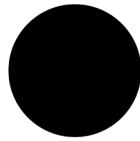
SP1 Green
HEX: #00583D
CMYK: 98, 0, 72, 61
RGB: 0,88,61



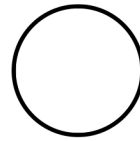
Accent Green
HEX: #006659
CMYK: 90, 38, 66, 25
RGB: 0, 102, 89



Accent Yellow
HEX: #EAB308
CMYK: 9, 30, 100, 0
RGB: 234, 179, 8



Black
HEX: #000000
CMYK: 75, 68, 67, 90
RGB: 0, 0, 0



White
HEX: #FFFFFF
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255

Typography

At Valmont Site Pro 1, we exclusively utilize the Roboto typeface. With its modern and versatile design, Roboto encapsulates the essence of Valmont Site Pro 1 – bold, sleek, professional, and forward-thinking. The consistent use of Roboto across all communication materials reinforces our brand identity and ensures a cohesive visual experience for our audience.

Guidelines

The following guidelines outline the consistent use of the Roboto typeface, including font weights, styles, spacing, and other considerations, to maintain consistency and readability across all communications.

Weights

- Thin & Regular: Used for body text and general content.
- Medium: Suitable for subheadings and emphasis.
- Semi-Bold & Bold: Use for headings and important call-to-action elements.

Styles

- Normal: For standard text.
- Italic: Can be used for emphasis or to denote quotes and citations.

Spacing

- Maintain consistent spacing between lines and paragraphs for readability.
- Use appropriate margins and padding to ensure text does not feel cramped.

Other Considerations

- Maintain adequate line height (leading) for readability.
- Avoid excessive use of uppercase text.
- Ensure contrast between text and background for legibility.

Questions

These guidelines were developed to ensure consistency in the usage of the Valmont Site Pro 1 brand. For any further inquiries or clarifications, please reach out to SP1Marketing@Valmont.com.