



Brand Guide 2018

In a world with so many media options, it is imperative to create a consistent brand that is easily recognizable and identifiable to our customers, our employees and the public.

Adhering to design standards not only speaks to our target audiences but it's also the glue that unites our team - the roots of Synagro.

This document is designed to provide you with the information you'll need to ensure that the Synagro brand remains strong, consistent and differentiated.

It includes guidelines for the use of the logo, typography and color, which should be applied to all communications produced on behalf of the Synagro brand.

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ARTISTIC AND IMAGINATIVE



SCIENTIFIC AND ANALYTICAL

PERSONABLE AND FRIENDLY



CORPORATE AND PROFESSIONAL

SPONTANEOUS AND INFORMAL



CAREFUL THINKING AND PLANNING

MODERN AND HI-TECH



CLASSIC AND TRADITIONAL

CUTTING EDGE



ESTABLISHED

FUN



SERIOUS

ACCESSIBLE TO ALL



UPSCALE

Synagro was founded in 1986 and is headquartered in Baltimore, Maryland. We are the leading U.S. provider of biosolids and residuals management solutions, offering capabilities across the entire spectrum of wastewater environmental services. We treat biosolids – the organic byproduct of the wastewater treatment process – into environmentally friendly byproducts which are primarily used as fertilizers on farm crops. We serve more than 600 municipal and industrial customers across 37 states and the District of Columbia in the U.S.

Our leading systems and facilities help customers of all sizes save money and meet environmental regulation requirements through the beneficial reuse of the biosolids.

We are the U.S. market leader for biosolids management, with a national footprint more than five times larger than our closest competitor. Our core infrastructure business with an asset-based business model delivering an essential service to society through long term contracts.

Our operations include:

- Facilities: Incineration, drying and composting of biosolids.
- Services: Dewatering, transportation and beneficial reuse, residual program management, maintenance and centrifuge repair, clean-outs, facility maintenance, and emergency work.

MISSION

To be the most trusted provider of resource recovery solutions

VALUES:

- Informal
- Transparent
- Servant Leader
- Radically Serving Customers
- Continually Improving
- Seeking to Understand
- Business-Minded

LOGO



FULL COLOR



YOUR PARTNER FOR A CLEANER, GREENER WORLD

FULL COLOR WITH TAGLINE



GREYSCALE



BLACK



WHITE

DROP ELEMENT



The Synagro corporate identity will be placed horizontal on all materials. It is simple in design making it easy to recognize and clear to read.

DETAILS

The capitalization the logotype gives an official authoritative value while softer hues and a sans serif font offers a juxtaposition for a casual and approachable company.

Alright Sans was designed by Okay Type. Alright Sans is a contemporary sans-serif. It is a clean and readable font that works well in various sizes and across mediums. It offers shorter than normal capitals and a tall x-height.

Alright Sans was designed by Jackson Cavanaugh. Alright Sans is a contemporary sans serif font. It is a clean and readable font that works well in various sizes and across mediums. It offers shorter than normal capitals and a tall x-height.

BEST PRACTICES FOR USING THE SYNAGRO IDENTITY

The Synagro logo must be used as designed and proportioned and should not be modified under any circumstance other than to scale the image while maintaining its aspect ratio.

- Position the identity a minimum distance of 0.5” inch from edges.
- The logo should never be rendered smaller than 0.25” inch high.
- The logo should appear as a single unit, never combined with other logos.
- Synagro will always accompany the drop element “O” but the drop element can be used as a standalone element.
- The logo should appear on all company materials including stationary, proposals, presentations, signage, brochures, etc.



SYNAGRO 0.25” Inch high



On the keyboard, hold the SHIFT button to adjust the logo’s size while dragging a corner anchor. This will ensure the appropriate logo proportions.

HOW TO NOT USE THE SYNAGRO LOGO

Do NOT stretch the logo



Do NOT colorize the logo



Do NOT use the logotype without the drop element.



Do NOT add effects to the logo such as shading, drop shadow, emboss/deboss, glows, etc.



HOW TO USE THE SYNAGRO TAGLINE

Our tagline should not appear as a standalone item and should always appear in its entirety “Your Partner for a Cleaner, Greener World.”



Stacked tagline - Stacked tagline must be placed below the Synagro logo and left justified. The width of the tagline must span the width of the logo.



TAGLINE ATTRIBUTES:

FONT:

Gill Sans Regular

CAPITALIZATION:

All words are capitalized

COLORS:

YOUR PARTNER FOR A CLEANER, - Synagro Grey
(including comma)

GREENER WORLD - Synagro Green



As we continue to grow as an organization and create additional opportunities that may need specific identity the request for your own identifier will arise.

Your department should use their new Synagro identifier as their official logo. To request your logo please contact marketing.

SYNAGRO FONTS

Gill Sans Regular is the font used for headings and titles.

AaBbCcDdEeFfGgHhIijjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

The quick brown fox jumps over the lazy dog

Light

The quick brown fox jumps over the lazy dog

Regular

The quick brown fox jumps over the laz-

Bold

The quick brown fox jumps over t-

Extra Bold

The quick brown fox jumps o-

Ultra Bold

The quick brown fox jumps over the lazy dog

Italic

The quick brown fox jumps over the lazy dog

Condensed

The quick brown fox jumps over the lazy dog

Bold Extra Condensed

Gill Sans® is based on classic Roman proportions, which give the sans-serif font a less mechanical feel than its geometric contemporaries.

The Gill Sans typeface family was first introduced in 1928. Gill Sans is a twentieth century sans-serif that has a simplicity of form which does not reject traditional forms and proportions, and gives the Gill Sans humanist feel. The Gill Sans lighter-weight fonts are highly readable in text and suitable for magazine and book work, whereas the heavier weights are best used for display in advertising, packaging and labels.

SYNAGRO FONTS

GILL SANS Regular is the font used for headings and titles.

Heading h1- 30pt

Use for title pages in proposals and formal reports

Heading h2- 24pt

Use for title pages in proposals and formal reports

Heading h3- 18pt

Use for title pages in proposals and formal reports

Heading h4- 14pt

Use for title pages in proposals and formal reports

HEADING H5- 12PT

Standard heading size – used to highlight sections within a document. Should be capitalized and in bold.

HEADING H6- 11PT

Standard heading size – used to highlight sections within a document. Should be capitalized and in bold.

SYNAGRO FONTS

Garamond Regular is the serif font used for body copy. The Garamond font should NOT be used as a header. The minimum point size is 11.

AaBcCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

ABCDEFabcdef12345

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ABCDEFabcdef12345

Garamond is a family of old-style serif typefaces derived from the work of Claude Garamond in the 16th century. Most Garamond fonts have become renowned for their excellent readability, elegance, and character. You have read novels, poems or pamphlets typeset in Garamond before without noticing, as it is selected by numerous publishers, authors and individuals for the printing of their works.

TITLE OF A DOCUMENT

← Gill Sans, all caps, size 12

Um enis inveles eos rem nonesciunt quid quas id quas pe reperum quaecum solor minvendi te quiatat inciusciis doluptaeprem vellorem alit porectus.

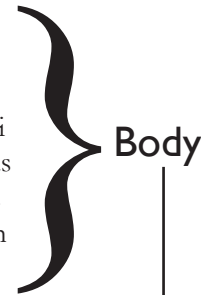
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↑ Garamond, size 11



GILL SANS & GARAMOND

These fonts come installed by default on most operating systems, which makes this duo a good choice for those with even the most basic software. Gill Sans is one of those fonts that will couple up nicely with just about any other, so it is extremely versatile.

Body copy is defined as the main information on a page, usually found in paragraph form. Because of the amount of text and the detailed nature of information conveyed, a highly readable typeface is preferable.

Hyphenation and Justification

Hyphenation at the end of a line is to be avoided in body copy and headline copy whenever possible. If hyphenation cannot be avoided, do not have hyphens appear on consecutive lines of copy.

Left justify (left-align) body copy whenever possible. Left aligned copy is the easiest for our eyes to follow and will therefore make copy easier to read.

Centering text is not good practice when working with large amounts of copy, and should be reserved for small bits of information, such as date, time and location on an event poster. Body copy should not be centered or justified.

PRIMARY PALETTE

Color is an important part of our identity. Using our Synagro color palette throughout visual and printed materials reinforces our visual consistency which is essential to a strong brand identity. The color palette reflects natural and organic tones, literally referencing our concern to protect the environment with sustainable solutions.

Our primary colors are Synagro Green and Synagro Gray, so it is best to start with those colors when you are choosing your palette.



Pantone 7496
 C 61 R 106
 M 33 G 127
 Y 100 B 16
 K 14
 HEX #6A7F10



Pantone 431
 C 66 R 94
 M 50 G 106
 Y 45 B 113
 K 16
 HEX #5E6A71

Colors are specified in a variety of ways, depending on the intended use. Use the definitions below to help you navigate the various color-system vernaculars so you can choose the correct color formulas for your materials.

PMS

An acronym for Pantone Matching System, this color system is also often referred to as “spot” colors. This color system is for print jobs when an exact color match of green or gray is necessary.

CMYK

CMYK (or “process”) refers to the four ink colors that are used to create every other color of the rainbow. Those colors are cyan (C), magenta (M), yellow (Y) and black (K). This is the color system used for full-color printed pieces, and both solid colors and photographs should be converted to CMYK for printing.

RGB

RGB (red, green, blue) refers to colors used on screen only (web, phone, video, etc.). Photos and solid colors should be in RGB when intended for on-screen viewing.

HEX

Hex refers to the hexadecimal number assigned to solid colors for use on the web. Hex formulas appear as #xxxxxx.

PALETTE: MONOCHROMATIC COLORS



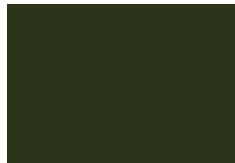
C 35 R 177
M 7 G 199
Y 84 B 85
K 0
HEX #B1C755



C 51 R 140
M 21 G 162
Y 100 B 46
K 3
HEX #8CA22E



C 67 R 72
M 44 G 89
Y 100 B 0
K 36
HEX #485900



C 69 R 42
M 54 G 52
Y 91 B 0
K 64
HEX #2A3400



C 39 R 161
M 29 G 166
Y 28 B 170
K 0
HEX #A1A6AA



C 55 R 123
M 41 G 133
Y 39 B 138
K 5
HEX #7B8489



C 74 R 68
M 58 G 82
Y 50 B 91
K 30
HEX #43515A



C 79 R 45
M 65 G 56
Y 55 B 64
K 50
HEX #2C373F

Primarily used for corporate and executive marketing materials and presentations such as internal presentation, white paper, formal letters and memorandums.

Limit the number of secondary colors to no more than three per layout or design. Remember to pair them with Synagro Green. On the following page are some color-combination suggestion.

NOTE: Colors will appear differently on each computer monitor, and will vary from monitor to printed piece. To ensure print material color consistency, be sure to use the CMYK color formulas. For web and presentation color consistency, use the RGB or HEX formulas.

PALETTE: SINGLE SECONDARY COLORS

Use secondary colors sparingly to accent your design. *Any color that is not a primary color is considered secondary.* Choose only one, two or three support colors as to not overwhelm or create visual confusion.

Think about your subject matter when deciding on secondary colors, and choose colors that link your content subject matter to the appearance of the piece.



C 44 R 106
M 4 G 127
Y 98 B 16
K 40
HEX #6A7F10



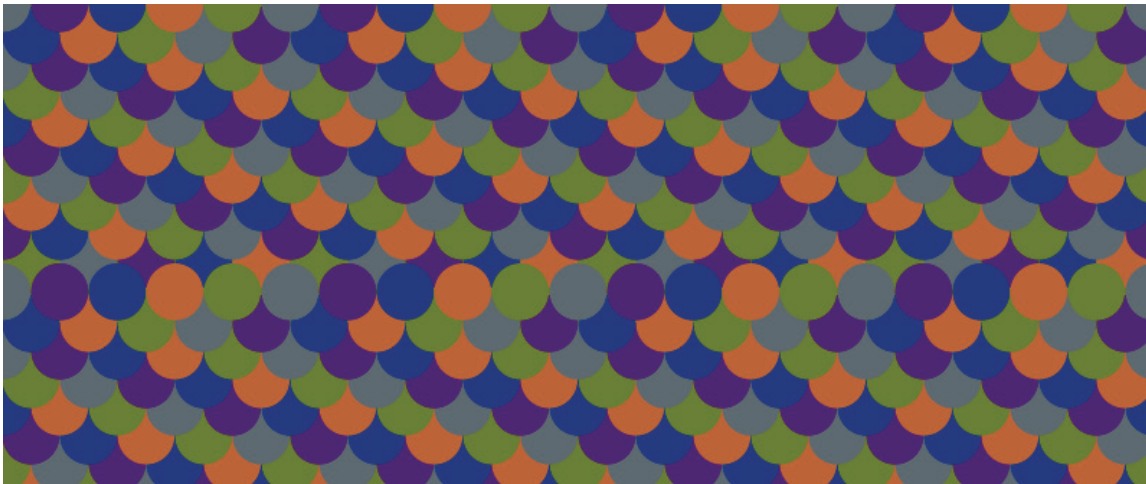
C 79 R 78
M 31 G 9
Y 100 B 119
K 19
HEX #4E0977



C 100 R 0
M 91 G 48
Y 17 B 135
K 6
HEX #003087



C 20 R 189
M 69 G 100
Y 87 B 57
K 7
HEX #BD6439



Secondary colors can also be used in presentations and infographics, but consider your target audience and the tone of your message. Secondary colors are best used for brochures, flyers and e-news.

PALETTE: COMPOUND COLOR SCHEME



C 49 R 139
M 27 G 153
Y 84 B 80
K 5
HEX #8B9950



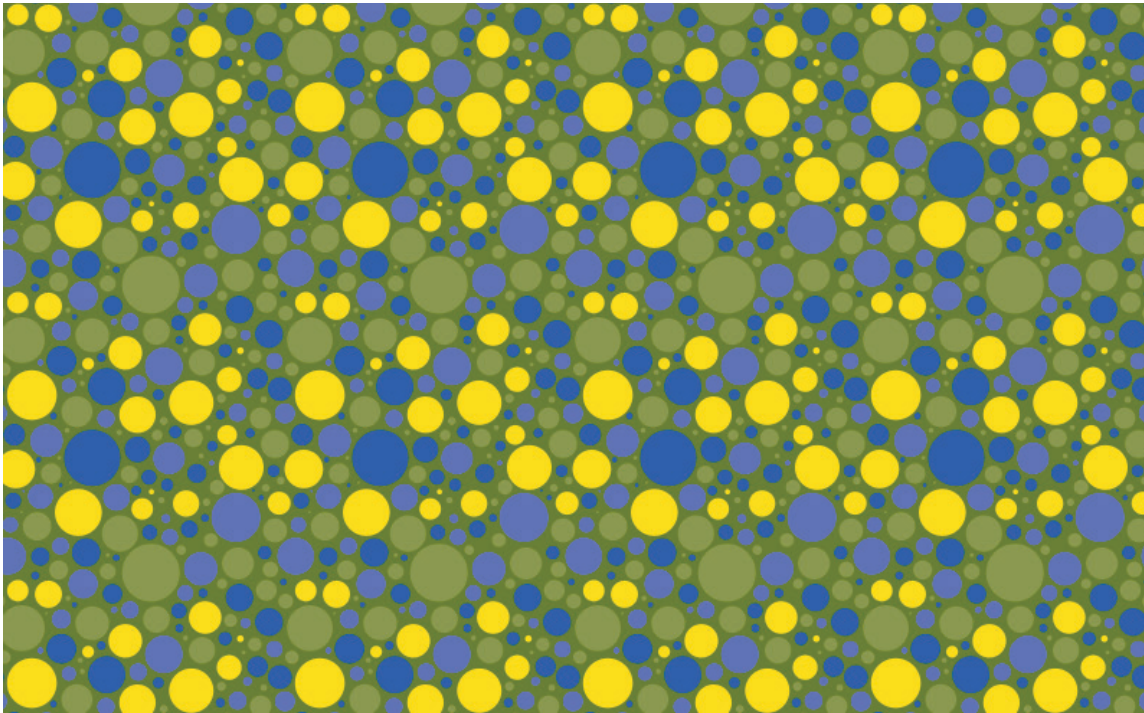
C 2 R 255
M 9 G 222
Y 95 B 32
K 0
HEX #FFDE20



C 67 R 96
M 55 G 123
Y 0 B 255
K 0
HEX #607BFF



C 87 R 5
M 67 G 92
Y 0 B 204
K 0
HEX #055CCC



The compound color scheme is based on providing a range of complementary colors – two colors are chosen from opposite ends of the color spectrum. By doing so, the designer is allowed more freedom in their design, while also benefiting from the visual appeal of complementary colors.

SYNAGRO COLORS – PRINT & ELECTRONIC MEDIA

PALETTE: COMPLIMENTARY SECONDARY COLORS



C 61 R 106
M 33 G 127
Y 100 B 16
K 15
HEX #6A7F10



C 79 R 57
M 31 G 117
Y 100 B 15
K 19
HEX #39750F



C 88 R 0
M 34 G 115
Y 62 B 103
K 17
HEX #007367



C 39 R 162
M 29 G 167
Y 28 B 170
K 0
HEX #A2A7AA



C 47 R 122
M 51 G 104
Y 65 B 85
K 22
HEX #7A6855



C 32 R 133
M 76 G 67
Y 100 B 30
K 31
HEX #85431E



C 16 R 218
M 32 G 170
Y 100 B 0
K 0
HEX #DAAA00



C 13 R 207
M 87 G 69
Y 100 B 32
K 3
HEX #CF4520



C 32 R 120
M 100 G 15
Y 73 B 43
K 40
HEX #780F2B



C 66 R 90
M 100 G 11
Y 33 B 83
K 31
HEX #5A0B53



C 83 R 80
M 100 G 7
Y 17 B 120
K 11
HEX #500778



C 100 R 0
M 91 G 48
Y 17 B 135
K 6
HEX #003087

The following colors should be used for electronic media including PowerPoint, email blasts and digital newsletters. Choose the RGB or Hex formulas for any digital media you are producing.

Colors must be paired with Synagro Green. The following page will show examples on how to appropriately pair colors.

SYNAGRO COLORS – PRINT & ELECTRONIC MEDIA

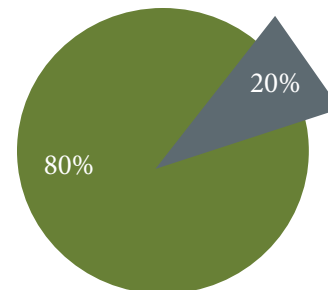


Sample Presentation



Sample Email Blast

Synagro Green and Gray are our main colors and the colors that should be used most of the time. For a pleasing visual color balance, we like designs to use the proportion of 80 percent green to 20 percent gray. This rule also applies when using secondary colors with Synagro green.



SYNAGRO

Ms. Big Shot
1234 Hot Shot Ave.
Big Town, US 12345


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Sincerely,

Ms. Big Shot
Big Title

435 Williams Court, Suite 100
800.825.5698

Baltimore, MD 21220
www.synagro.com

FIRST M. LAST
TITLE
fmlast@synagro.com
T: xxxxxxxxxx
M: xxxxxxxxxx
F: xxxxxxxxxx

435 Williams Court, Suite 100
Baltimore, MD 21220

SYNAGRO

synagro.com

SYNAGRO
YOUR PARTNER FOR A CLEANER, GREENER WORLD

SYNAGRO

435 Williams Court, Suite 100
Baltimore, MD 21220

Ms. Client Name
1234 Street Road
Customerville, US 12345

The following profile picture icons may be displayed on social media accounts, including but not limited to:

Facebook (fb) 180 x 180 pixels

Twitter (tw) 400 x 400 pixels

Instagram (ig) 180 x 180 pixels

Flickr (fl) 300 x 300 pixels

LinkedIn (li) 200 x 200 pixels

YouTube (yt) 800 x 800 pixels

