



Brand Standards Guide.

VERSION 2020.06.19

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About This Guide.

A brand style guide is the primary visual DNA of our company's branding, though it can also reference grammar, tone, word usage and point of view. This document describes the basic elements of the CIASP branding and provides clarity for situations questioning usage, color and display to maintain a consistent portrayal of the brand.

The CIASP logo is a valuable brand and business asset. As such, it is our responsibility to protect it and grow its value.

The logo should serve as the primary identifying unit for all our offices, mobile units and on-site employees. It should appear at least once in every communication. When the CIASP name appears outside of text, it is to appear in the logo format. It must never be re-drawn, distorted or re-colored.

About CIASP.

Michelle Walker, the vice president of finance and administration for SSC Underground, is the current chair; and Greg Sizemore, the vice president of health, safety, environment and workforce development for the Associated Builders and Contractors, is the 2020 CIASP vice chair.

The alliance was founded in 2016 and became a formal 501(c)3 organization in 2018.

To learn more, visit

www.preventconstructionsuicide.com

MISSION

The CIASP exists to provide and disseminate information, resources and training for suicide prevention and mental health promotion in construction with the goal of creating a zero-suicide industry.

Logo Usage.



MAIN LOGO

The CIASP logo is comprised of three main parts. The icon, the text within the icon, and the text below the icon. These parts should never be altered, removed, or rearranged in any way other than what is specified in this document. This version should be used at all times unless specific requirements call for an alternate version. Those examples are described in the following pages.

TRADEMARK

The next step in the branding process is to apply for a trademark for your logo. We do not assist with or offer advice for the logo trademark process, but we have a trusted attorney we would recommend:

Damon Ashcraft | Snell & Wilmer
602.382.6389 | dashcraft@swlaw.com



CLEAR SPACE

The logo should always be surrounded by a buffer area of clear space to separate it from text and other graphic elements, as well as the edge of the page. No other elements should infringe upon this space. The minimum clear space is equal to the width of the first four letters of the word “PREVENTION”, specified in the illustration above.

MINIMUM SIZE

Minimum size refers to the smallest size the CIASP logo may be reproduced to ensure its legibility. The logo may not be reproduced smaller than 1.25 inch or 31.75 mm in width.



ALTERNATE VERSION

For clearer readability, use this version for the footer on collateral pieces.

There is also a gray or white version depending on usage needs.



SINGLE COLOR – BLACK

The CIASP one color, black logo is an alternate that can be used in situations where the printer or other entity requires a single color version of the logo. Some examples may be: newsprint, single color printing, single color display and screen printing.

For use on light colored backgrounds only.



Minimum Size
1.25 in (31.75 mm) wide

REVERSE LOGO

The CIASP reverse logo is an alternate that can be used in situations where the logo needs to be displayed over a dark background or where the contrast between the full color logo and the background is not sufficient enough for good legibility.

#F79421

RGB: 247, 148, 33

CMYK: 0, 50, 98, 0

CONSTRUCTION

80%

60%

40%

20%

Brand Colors.

#F6B11A

RGB: 246, 177, 26

CMYK: 2, 33, 100, 0

GOLD

#D1D3D4

RGB: 209, 211, 212

CMYK: 0, 0, 0, 20

CLOUDY

#808285

RGB: 128, 130, 133

CMYK: 0, 0, 0, 60

STEEL

#58595B | RGB: 88, 89, 91

CMYK: 0, 0, 0, 80

CONCRETE

#45848A

RGB

69, 132, 138

CMYK

75, 34, 42, 6

TEAL

Brand Fonts.

Meet Gotham.

YOUR PRIMARY FONT.

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

MEET RIFT.

YOUR SECONDARY FONT.

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

Hello, Open Sans.

Your body font. Nobitati bearcilibus vollaut
ma volorem eumque simaio mi, sum quuntent
quiatem dit labo. Fici comnis et et pera dolupta

Layout Options.

IN TEXT HEADER.

- ◆ These would be list items.
- ◆ Apisquae dolum conse non conet est, sit iumqui
- ◆ utas ra sendellupta nis qui
- ◆ omnitatus est, sit iumqui



CAPTION STYLE | Primary image style


Header Two with specific parts that need to be **highlighted to stand out.**

HEADER THREE STYLE

- ◆ These would be list items.
- ◆ Apisquae dolum conse non conet est, sit iumqui
- ◆ utas ra sendellupta nis qui
- ◆ omnitatus est, sit iumqui
- ◆ Apisquae dolum conse non conet est, sit iumqui

Header One Style.

- **1** Numbered List Example.
omnim re con externam usdaecte
velique net, inctore que lam
quaeculpa corersp iciatur sinum
- **2** Ostiatur, nobis ea volore, consequi
omnim re con externam usdaecte
velique net, inctore que lam
quaeculpa corersp iciatur sinum
- **3** Ostiatur, nobis ea volore, consequi
omnim re con externam usdaecte
velique net, inctore que lam
quaeculpa corersp iciatur sinum



Secondary Image Style

This is What a Full Page of Text May Look Like.

IN TEXT HEADER.

Ciatio. Ut aut voluptat eum quam reptaspit aut ommolum et excepuda voluptature seribus veliquia veligni molupie nectas maximpere voluptae nis doluptur aborro omniissi alit, saperro et libus dolorro et aut aut andic tore re vendici pidit, vent enistis praecate plabo. Ariori int omnita dollibusam voluptat vernatiant untiis dernam dollaborro consequodit perfernatint explaut et vellelecto cum quiam fugit as modia dolorest, utectatia digenti simpos audanisqui culpa voluptaturi quis es utemporro dit eumetur? Maxim seque saperument que qui cones ea core, nos mo optus.

Unt. Cienduntio volorendae velessero beaquaspis am estem con pa voluptit fugitatur anis aut latis expere commoluptia imporias enim expere es es de es sitiosti ipisim facepra eperum veles cuscit plit pel il etus sin res et occaess untus.

Epere quaspeditio beaquis enda incto ipis nobitiissit fugiatis dolut hicaepe runtia idignat ut rem aut adissi tem et adi omnisiti blabor sequis si dis mossiti isincta dolore doluptatur, eius.

Sum harcia consequae pari sunt optate minus aut aut as aut as eat faccus.

Les qui id estrunt. Name sincita quae. Nam quis quaes mo ius perovit voluptia ni unt quas et re eossitae non eos demporat audaerum vollend ipicium faccus rehenit eiustem poritat eos esto voluptatius, eaque nonsequi coribusam fugit ellabor ehenit ipicab imiliquidi repedic ientium et quaestis id quatem. Itatectur aliquas dolo evel et autenie ndipsam invenet ut ea quas autat ut anducim expe la dusanis volupient autem siminciistis sed quodige nihillut rem. Em verent at as et ullabor emporerae.

- ◆ Ut vollo mint quam quiderchit a autatet hit
- ◆ elitiis del incilis cillab iducius sequi andaere pernam aliqui si dolut facepudit ditatiis sam quia
- ◆ dolor aut optatemosa qui officienis nemodi ut vero eum debis ad est, ut as ea consequat eumquisse quiscia conecae ctibusae int moluptius,
- ◆ is ius audi remquibusam, ommolo
- ◆ cum enis aut latem ent harum alia volupta

Ebitiatiae odi occullorum quas demqui aut eosto berae ma sitatesectia conseribus nos corem asperor eriatem iminveliqui dionseq uatempo reperspe et mosam, ut etusae optatur? Uptatint et rescu nectorro evendunt eveliqui de poria si dolut essinti untiatur accuptamet exceris andi re nonse omni as modis soluptur? Aquid ut minci dis a seque nos velest apererf eratur milique lati tore sumque prescienet quiam sum ad que porest autecerios dolorrupta non placerum et int.

Henis alis incimini sum nullace perferume molumquo consequiae nis a num sus que verchil iliquam fuga. Itatente necerum quidebita adit, et, officilit iuntem rendent, ommolor rovidunt, exerro iur? Rovit aspictium, ipitat ipide venis ad maximus et ea pellabo repudam adissin issitatur?

Alternate Fonts.

Montserrat is the approved alternate Google font for Gotham that can be used on web applications where the primary fonts are not available.

MONTSERRAT.

YOUR APPROVED PRIMARY WEB FONT.

LIGHT

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

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

SEMIBOLD

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

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

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

Alternate Fonts.

CONTINUED

Open Sans is clear and easy to read and can be used on web applications for your secondary font or body copy to compliment Montserrat. They are also available on Google fonts.

OPEN SANS CONDENSED.

YOUR APPROVED SECONDARY WEB FONT

LIGHT

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

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

OPEN SANS.

YOUR APPROVED BODY WEB FONT.

LIGHT

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

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

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

EXTRABOLD

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

Alternate Fonts.

CONTINUED

The below is the approved alternates that can be used in Microsoft products where the primary fonts are not available.

Arial is the approved alternate Microsoft font for Gotham and Montserrat that can be used in Word, PowerPoint and other Microsoft software where the primary fonts are not available.

ARIAL – BLACK ARIAL – REGULAR

ARIAL – REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!@#\$%&()?,./
abcdefghijklmnopqrstuvwxyz1234567890!@#\$%&()?,./

ARIAL – BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!@#\$%&()?,./
abcdefghijklmnopqrstuvwxyz1234567890!@#\$%&()?,./

ARIAL – BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!@#\$%&()?,./
abcdefghijklmnopqrstuvwxyz1234567890!@#\$%&()?,./

Logo Misuse.



The primary logo should appear only as shown here. It should be clear and easy to read, distinct from its background.



When placing the logo on a colored background, it should be reversed out to white with the gold component, as shown. The background should be an approved CIASP color.



When placing the logo over a photo, consider the photo's composition. For the white logo, consider using an overlay so that the logo is prominent, or place over a dark version of the photo. Use the standard logo over a light portion of a photo.



Proper use of the CIASP logo is essential for maintaining and protecting brand consistency and reputation. The logo should be displayed according to the specification in this document. The examples below illustrate misuse of the CIASP logo and should be avoided.



Do not stretch or compress the logo.



Do not change the colors of the logo.



Do not skew or distort the logo.



Do not change the font of the logo.



Do not outline the logo.



Do not use drop shadows or special effects with the logo.



Do not place the logo over a busy background.



Do not rearrange the components of the logo.



Brand Messaging.

SUICIDE PREVENTION IN THE CONSTRUCTION INDUSTRY

IT IS OUR RESPONSIBILITY to ensure all of our construction workers get home in the same—or better—condition than when they arrived on the job site every day and return the next day. And with a suicide epidemic impacting our industry, there is an urgent need for construction companies to include employee mental health in their safety programs.

WORKERS IN CONSTRUCTION and extraction had the highest rate of suicide among all occupational groups in the United States in 2016, according to the [Centers for Disease Control and Prevention](#), making suicide prevention a key construction industry safety initiative.

- ◆ Statistically, construction employees are at a higher risk because men, who make up 91% of the construction workforce, are more likely to die by suicide. In addition, the industry employs a large population of veterans, who are at an 1.5 times greater risk for suicide compared to nonveterans, according to the [U.S. Department of Veterans Affairs](#).
- ◆ Comparatively, there are approximately three job site fatalities in construction every day and an estimated 10 to 12 suicides among construction workers.

THE U.S. WORKFORCE spends many hours at the workplace each week, making it a vital touch point for providing access to [mental health resources](#) for working-age adults. In fact, the [Surgeon General's 2012 National Strategy for Suicide Prevention](#) specifically targets employers as critical stakeholders in the prevention of suicide. Across the construction

sector, we must rise to meet this challenge by incorporating mental health and wellness as core business values.

THERE ARE MANY TOUCH POINTS where employers can incorporate suicide prevention measures. Importantly, strong leadership from management, safety professionals and human resources is necessary to acknowledge that this devastating statistic about our industry is a public health crisis. www.workplacesuicideprevention.com has information and resources that discuss why and how employers can be a part of the solution.

CONSTRUCTION INDUSTRY ALLIANCE FOR SUICIDE PREVENTION

WORKING ACROSS THE CONSTRUCTION INDUSTRY, the [Construction Industry Alliance for Suicide Prevention](#) aims to better equip companies to better address mental health concerns and reduce the risk of suicide among the construction workforce.

THE ALLIANCE IS ADVOCATING for the construction industry to STAND Up for suicide prevention by signing this pledge: Now is the time for the industry to STAND up for suicide prevention and address it as a health and safety priority by creating safe cultures, providing training to identify and help those at risk, raising awareness about the suicide crisis in construction, normalizing conversations around suicide and mental health, and ultimately decreasing the risks associated with suicide in construction.

[Sign the pledge to STAND up for Suicide Prevention today.](#)

Brand Messaging.

CONTINUED

GENERAL MESSAGING GUIDELINES WHEN DISCUSSING SUICIDE, SUICIDE PREVENTION AND MENTAL HEALTH

- ◆ Use the phrase “died by suicide” instead of “committed suicide”. Commit infers a sin or a crime which further adds stigma and negative social perception to suicide.
- ◆ Use terms like “lives with a mental health challenge” or “experiences depression” as opposed to “is depressed” – do not tie the medical diagnosis with the person’s identity
- ◆ For both of these - imagine you were describing someone who is living with a cancer diagnosis or has died in a car accident. You wouldn’t say they “are cancer” or “committed a car accident”.
- ◆ Avoid saying “suffers from suicidal thoughts” or “struggles with mental illness” – it is inaccurate to indicate that the entire experience of someone dealing with these issues is one of suffering and struggle.
- ◆ Avoid saying “he/she is suicidal” – instead use “he/she is experiencing suicidal thoughts” or “is thinking of dying by suicide”. Using the cancer example, you would not describe a cancer patient as cancerous.
- ◆ For most people who die by suicide, their choice would have been to live if they could have found a way out of the mindset of dying or another alternative to the unbearable psychological pain they may be experiencing. Therefore we should avoid saying “Chose to die by suicide” or using the word “choice” when talking about suicide.
- ◆ Make an effort to create a positive narrative by sharing resources, telling real stories of help-seeking, giving support, coping and resilience, and giving clear action steps that can be taken. State that prevention works, help is available, and that we can be part of the solution.

Stand Up Graphic.



MAIN GRAPHIC

Each version of the Stand Up graphic is comprised of two main parts. The banner with text and the supporting text above or below. These parts should never be altered, removed, or rearranged in any way other than what is specified in this document. These versions should be used at all times unless specific requirements call for an alternate version. Those examples are described in the following pages.



Minimum Size
1.25 in (31.75 mm) wide



ALTERNATE VERSIONS

The top row alternatives are to be used in collateral pieces as it fits with the design and layout. The gold version is available for specific cases when the teal version does not make sense with the branding.

Marketing Collateral.



Social Media.





PREVENTCONSTRUCTIONSUICIDE.COM