THE ROSENDIN FOUNDATION

Impact.
Empower.
Inspire.

BRAND GUIDELINES

Background

The Rosendin Foundation was formed in 2020 as a 501 (c)(3) charitable corporation to act as the charitable arm of Rosendin Holdings for which all charitable giving would be centralized or guided through. This includes Rosendin Electric, Inc. (Rosendin) and Modular Power Solutions (MPS). Although the corporation is based in San Jose, California, the Foundation provides funding to non-profit organizations across the United States.

The Rosendin Foundation serves as a catalyst to encourage and expand the philanthropic endeavors of Rosendin Holdings and its affiliates' employees.

Table of Contents

Name

The Rosendin Foundation is the company's legal name and is how the company is referred to during day-to-day business and marketing activities.

Terms of Use

The Rosendin Foundation Brand Guidelines is a living document and subject to change. Please visit www.therosendinfoundation.org (external) to view and download the most current copy of the brand guidelines and logo files.

Our Focus Area is Health

Our focus on health is broken into three categories, Nutritional, Emotional, and Occupational.

Nutritional

Our local communities need additional assistance to overcome the food insecurity crisis, which is where The Rosendin Foundation can provide some support.

Emotional

The Rosendin Foundation understands that instilling a sense of connectedness helps people, especially in the construction industry, achieve positive emotional health.

Occupational

We seek to ensure that the construction industry continues to work toward improved health with a commitment to injury prevention & employee education while prioritizing safety.

Grants

All financial grants are made to community-focused non-profit organizations located in the states where Rosendin and MPS currently conducts business. Grants are awarded in support of the foundation's current focus areas that align with the mission.

Core Values

We are thankful for our volunteers, the non-profit organizations who support the communities where we work and live, and our donors who allow us to make an impact in these communities. **We Are Thankful.**

We give to organizations in our communities that are helping to improve lives where we work and live. We create avenues for all to show respect and care through philanthropy. **We Care.**

We collaborate, inspire, and contribute to our communities. **We Share.**

We listen to potential beneficiaries, donors, and employees to understand their stories and build meaningful relationships. **We Listen.**

We strive to be better and empower others to be their best. We take pride in our community impact. It is our legacy. **We Excel.**

We seek new and creative ways to serve our communities, advance change and stay connected. **We Innovate.**

Mission

Our mission is to positively impact communities, build and empower people, and inspire innovation.

Our Logo

The Rosendin Foundation's logo has text that mirrors Rosendin's logo. The use of leaves symbolizes the importance of growing community. Three leaves symbolize nutritional, emotional, and occupational health.

The Rosendin Foundation logo must be considered an inviolable piece of artwork. No alterations should ever be made. This includes any manipulation of the style, proportions, or spacing of the letter forms or design. Always use authorized artwork. Only approved reproductions should be used.
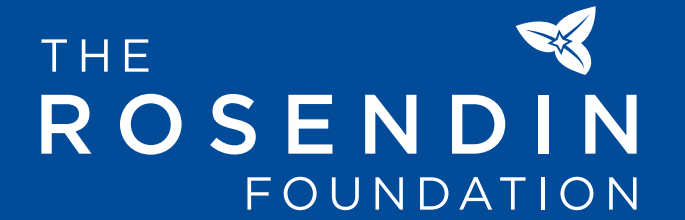
Color Combinations

The logo can be displayed in full color when on white backgrounds. On a color background or when printing in black and white, the 1-color all white or all black versions should be used.

Special Use

When approved, a special use variation can be used for special situations such as embroidery.

Full Color

White on Blue

White on Teal

White on Green

Special Use

One Color

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Tagline

The tagline can be used in a vertical or horizontal orientation. In both orientations, the first letter of each word should be capitalized, and each word should be followed by a period.

Vertical - The tagline should extend the full length of the logo. Only one space should separate each word and be spaced evenly.

Horizontal - The tagline should be the same height as the logo. Each word should be on its own line, and the leading between each line should be equal.

Clear Space

The clear space around all sides of The Rosendin Foundation logo must be, at minimum, equal to the height of the 'O' letter graphic from Rosendin, as shown. No unapproved text or graphics should fall within this area.

THE
ROSENDIN
FOUNDATION

Tagline Clear Space

The clear space between the logo and tagline must be adhered to in every instance. The standard one 'O' space should always surround the lockup.

**Vertical** - Two 'O' spaces should separate the logo and tagline.

Horizontal - One and one-half 'O' spaces should separate the logo and tagline.

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Incorrect Usage

1. Do not alter color. The logo can be used in color (blue, gray, and green), all black, or all white. No other color options are available.

2. Do not use retired or outdated logos, graphics, or taglines.

3. Do not invade clearspace or crop. Please see clear space section for details.

4. Do not alter layout or create alternate logo versions. The Rosendin Foundation logo should not be incorporated with any other Company's logo(s) or used in conjunction with other graphics or text.

5. Do not blur or pixelate. Logo should always be clear and legible.

6. Do not use grayscale versions, tint, or change the opacity. Use logo as provided in color, black, or white.

7. Avoid use on like-colored or busy backgrounds. The white logo is recommended for use on very dark backgrounds and the black logo on lighter backgrounds. The color logo can be used in either situation, as long as the logo is clearly visible and colors are not altered in any way. Logo should be easy to read and identify.

8. Do not add text, taglines, or other elements to create a personalized logo or signature. The Rosendin Foundation logo has a clear space that must be maintained. No text (including divisional/group names), lines, or graphics can be added.

9. Do not attempt to recreate the logo. Only official artwork files may be used.

10. Do not bend, twist, or rotate the logo. Use logo as provided.

11. Do not apply drop shadows, gradients, or other effects. The logo has been designed to stand alone without enhancements of any kind.

12. Logo proportions must be maintained - do not stretch or skew.

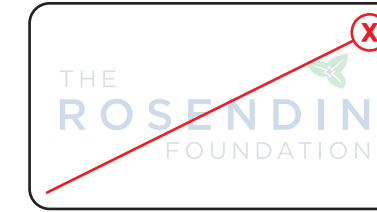## Logo Viloations
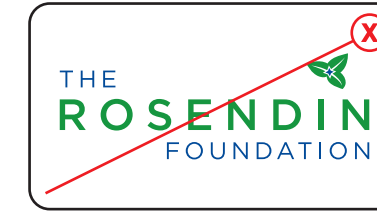
1. Do not alter color
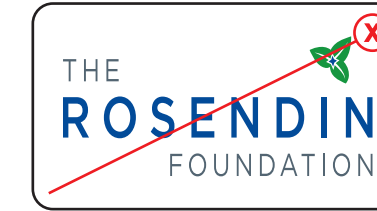
2. Logo proportions must be maintained - do not scale, stretch, or skew
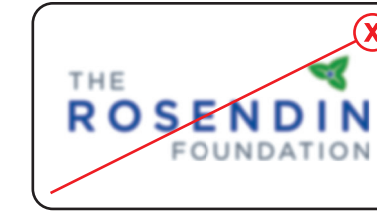
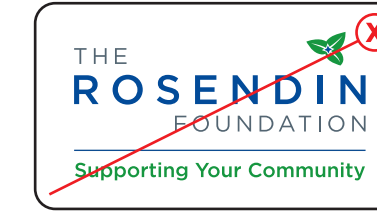

3. Do not invade clearspace or crop

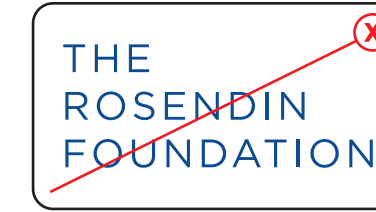4. Do not alter layout or create alternate logo versions

6. Do not use tint, or change the opacity

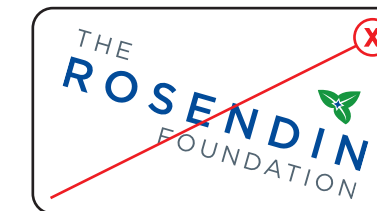5. Do not blur or pixelate

8. Do not add text, taglines, or other elements to create a personalized logo or signature
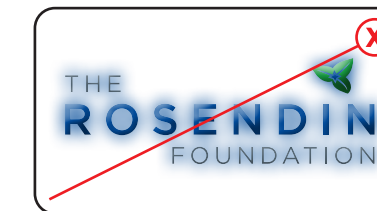

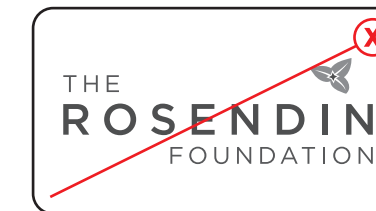9. Do not attempt to recreate the logo using typefaces

7. Avoid use on like-colored or busy backgrounds

10. Do not bend, twist, or rotate the logo

11. Do not apply drop shadows, gradients, or other effects

9. Do not use in grayscale

WE CARE | WE SHARE | WE LISTEN | WE EXCEL | W
INOVATE | WE ARE THANKFUL | WE CARE | WE SHA
LISTEN | WE EXCEL | WE INOVATE | WE ARE THANK
CARE | WE LISTEN | WE EXCEL | WE
| WE ARE THANKFUL | WE CARE | WE SHARE | WE
WE EXCEL | WE INOVATE | WE ARE THANKFUL | WE
WE SHARE | WE LISTEN | WE EXCEL | WE INOVATE
THANKFUL | WE CARE | WE SHARE | WE LISTEN | W
| WE INOVATE | WE ARE THANKFUL | WE CARE | W
| WE LISTEN | WE EXCEL | WE INOVATE | WE ARE T
| WE CARE | WE SHARE | WE LISTEN | WE EXCEL | V
INOVATE | WE ARE THANKFUL | WE CARE | WE SHA
LISTEN | WE EXCEL | WE INOVATE | WE ARE THANK
CARE | WE SHARE | WE LISTEN | WE EXCEL | WE IN
| WE ARE THANKFUL | WE CARE | WE SHARE | WE
WE EXCEL | WE INOVATE | WE ARE THANKFUL | WE

TYPOGRAPHY

Primary Brand Font

When possible use the primary brand font on all materials. If the primary brand font Gotham is not suitable for space, the secondary font a may be used. In digital applications where the Gotham font cannot be implimented, the fallback font Arial should be used.

Gotham

Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
Light Italic	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
Book	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
Book Italic	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
Medium Itallic	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
Bold Itallic	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Gotham Narrow

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Arial

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Secondary Brand Font

In certain situations where space is limited, a more condensed typeface may be needed. In these instances, Gotham Narrow can be used. Gotham Narrow is designed to save space and can be helpful for captions, footnotes, or dense body copy.

Fallback Fonts

When possible, use the primary and secondary brand fonts on all materials. In digital applications where the Gotham or Gotham Narrow fonts cannot be implemented, fallback fonts Ariel and Calibri should be used respectively. Approved weights include:

Ariel: Regular, Regular Italic, Bold, Bold Italic

Calibri: Light, Light ItalicRegular, Italic, Bold, Bold Italic

Stylistic Fonts

Occassionally, stylistic fonts may be needed for personalized communications such as thank you cards. In these instances, the font Relation is the approved font. Relation is available in four different weights.

Relation

Light

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*

Light
Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*

Book

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*

Book
Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*

Primary Colors

Our primary brand colors are the same colors as Rosendin. We were born from Rosendin and our primary colors link our identities together to strengthen that connection.

Secondary Colors

Our secondary colors were chosen to represent what The Rosendin Foundation stands for. TRF Green relates to our passion to grow our communities. TRF Teal communicates our empathy for others.

Color				Mood	20%	40%	60%	80%	100%

Rosendin Blue

Pantone 293C	C 100%	R 0	Impact
Hex #003DA5	M 76%	G 61	Legacy
	Y 0%	B 165	Expertise
	K 9%		

Rosendin Gray

Pantone 431C	C 45%	R 91	Empower
Hex #5B6770	M 25%	G 103	Professional
	Y 16%	B 112	Transparent
	K 50%		

TRF Green

Pantone 2258C	C 82%	R 0	Inspire
Hex #008624	M 0%	G 134	Innovation
	Y 100%	B 36	Growth
	K 18%		

TRF Teal

Pantone 2237C	C 81%	R 0	Compassion
Hex #088793	M 13%	G 135	Empathy
	Y 31%	B 147	Sincerity
	K 16%		

Tints & Shades

Tints

Tints should be selected in 20/40/60/80/100 increments. This allows for a diversified use of our colors and unifies branded materials.

Using tints of our brand colors for spot color printing is more economical, allowing for more money to go to building our communities.

Shades

When shades of our colors are needed using blend modes with spot colors is the best way to reduce the need for extra colors when printing with spot colors.

Photo & Video Focus

People are the focus of the Foundation and the focus of our photographic subject matter.

The heart of The Rosendin Foundation is people. Volunteers who put in the work, non-profit personnel building up their communitees, community members in need, and donors who feel for them and support our efforts should always be front and center.

People 70%
Action | Accomplishment | Enjoyment | Pride

People should always be the focus, but that should not limit creativity. Photo curation and selection of different compositions can drastically change the creative for a project.

Location 20%
Event Space | Location | Aerial | Symbolic

People want to know where we are and what we are doing there. Photography of event spaces, Service Day locations, and our partners' facilities visually inform others of our work.

Support 10%
Sponsor | Donation | Company

Our sponsors are our lifeblood and we want to recognize them when we can. Additionally, photos that show our efforts create transparency for the sponsors that support us.

Enjoyment

Pride

Accomplishment

Enjoyment

Pride

Action

Aerial

Event Space

Donation

Sponsor

Photographic Style

We want to show people as they are. Our photographic style is genuine. We can communicate this style through a mix of posed and candid photography. Most of our photos should be true-color. However, color overlays for marketing materials can be used in limited amounts to produce interesting layouts to enhance the brand.

Candid

Photos of people while in their natural state

Posed

Photos of people conscious of taking a photo

True Color

Photos can be edited to create accurate color and reduce harsh lighting.

Filters & Overlays

Color overlays that comply with brand colors and style are permitted upon approval and should be kept to a minimum.

Color overlays should be applied with a Hard Light filter on a black & white photo with adjusted opacity to create evenness of color.

Posed - Overlay

Candid - True Color

Posed - True Color

Candid - Overlay

Posed - Overlay

Candid - True Color

Posed - True Color

Candid - Overlay

Posed - Overlay

Candid - True Color

Photo Cutouts

The use of cutouts is encouraged for marketing materials. This provides a way to keep a high amount of white space for text.

When using cutouts, a white circle at 20% opacity should be used behind the cutout in a way that defines the subject and gives a layered effect.

Cutouts allow us to visually show our people and efforts while providing white space for text.

A circle behind the subject should always be used to make the cutout pop. Always follow styling directions in the description.

If a cutout subject does not have a clean edge, crop its edge with a circle or the color field so that it looks natural.

Questions

Please contact Rosendin Marketing at marketing@rosendin.com with any questions, concerns, or artwork needs.