



# **BRAND** GUIDELINES



# CONTENTS

## 01 MESSAGING

- 06 | Brand Promise
- 07 | Brand Position
- 08 | Key Messages
- 09 | Brand Attributes
- 10 | Boilerplate Language

## 02 VISUAL ELEMENTS

- 12 | Logo
- 16 | Color Palette
- 20 | Typography
- 22 | Photography
- 34 | Graphics
- 36 | Iconography
- 38 | Patterns

## 03 BRAND USAGE

- 42 | Stationery
- 46 | Email Signature
- 48 | Cut Sheet
- 50 | Proposal
- 52 | PowerPoint

# IT ALL STARTS HERE.

Take a look at this guide and get to know our new brand territory. SGH is a storied firm with a limitless future. Our brand identity reflects our depth of expertise and our commitment to clients and the industry at large.

We are all ambassadors of our brand, and share the goal of delivering a consistent image in all interactions with our clients, colleagues, competitors, potential employees, and throughout our profession. Today, with more than 600 employees in office locations throughout the United States, we remain committed to our founding values, striving to be outstanding in everything we do. Our brand reflects this and sets the foundation for our future.

**WE ARE SGH.**



01

# MESSAGING

Brand Promise

Brand Position

Key Messages

Brand Attributes

Boilerplate Language

#### OUR BRAND PROMISE

# PERFORMANCE BEYOND EXPECTATION

---

Our **brand promise** is the value or experience we strive to deliver to our clients with every interaction.

#### Our Brand Position

Envision a world resilient to all forces.

We engineer the important and treasured structures of a community for today's needs and future realities.

**BECAUSE BOLD VISIONS REQUIRE BOLD THINKING.**

---

Our **brand position** defines our unique value proposition and how we differentiate ourselves from the competition.

## KEY MESSAGES

### Solving complexity is our standard.

Whether making a seemingly impossible design a reality or solving a performance problem that has proven elusive, SGH brings clarity to complexity. Our teams deliver customized and reliable solutions for our client partners—advancing the meaning of what’s possible.

### Guiding superior performance through unparalleled experience.

You have to test the limits to know the limits. We constantly question the “why” to better understand how structures and materials behave. Our collective knowledge provides us with a unique lens to investigate and explain failures, help codify standards today, and innovate the future.

### Helping engineer what’s next.

The only way to advance is to question and explore. Every member of the SGH team is both a learner and an educator, committed to advancing our industry. Together we are creating a community that never settles for what is, but always seeks what could be.

---

Our **key messages** are the main points of information we want people to hear and remember about SGH.

## BRAND ATTRIBUTES

- | Bold
- | Distinctive
- | Modern
- | Innovative
- | Approachable
- | Leader
- | Inquisitive
- | Reliable
- | Diverse in our knowledge
- | Forward-thinking
- | Experts

---

Our **brand attributes** define the personality of our firm.

## BOILERPLATE LANGUAGE

**Simpson Gumpertz & Heger (SGH)** is a national engineering firm committed to delivering holistic advice for our clients' most complex challenges. We leverage our collective and diverse experience, technical expertise, and industry knowledge of structures and building enclosures, advanced analysis, code consulting, and applied science & research to deliver unrivaled, comprehensive solutions that drive superior performance. With more than 600 employees in eight office locations throughout the United States, SGH's industry-leading teams constantly seek to advance the meaning of what's possible.

---

Our **boilerplate language** is a distilled synopsis of our company used uniformly across a variety of mediums to reinforce our brand.

# 02 VISUAL ELEMENTS

Logo

Color Palette

Typography

Photography

Graphics

Iconography

Patterns

## LOGO

Research revealed that our clients and the industry know us by “SGH,” so we created a logo to emphasize that. While Simpson Gumpertz & Heger is still the name of our company, it is no longer required as part of our logo. Use the full name typographically once in a communication, otherwise feel free to use the shortened version of “SGH.”

Our logo uses bold type to signify SGH’s bold thinking. The curved openings in the letters reference a force, moving through the solid, resilient structure of the letters. The connection of the letters to each other indicates unity, and bringing together multiple disciplines to create solutions. The strong cross bar in the H speaks to continually raising the bar for building performance and the industry, while the upward tilt of the notch creates forward movement with an eye toward the future. The gold diamond represents our gold standard—going above and beyond the bar we set.

The logo has one form, with different color versions that can be used on either light or dark backgrounds, plus one-color versions when the production method is more limited. The full color version is the preferred mark.

Download logos at  
[sgh.com/brand](https://sgh.com/brand)

For technical questions,  
please contact marketing.

### CLEARSPACE



### LOGO VARIATIONS



FULL COLOR



BLACK



WHITE

REVERSE

### MINIMUM SIZE



0.375"



## LOGO IMPROPER USAGE

Every element of the logo's design is intentional. Do not change its proportions, styling, spacing, or color in any way.

Do not outline



Do not alter colors



Do not add any graphic elements



Do not skew or stretch



Do not rotate



# COLOR PALETTE

## Primary Colors

Color is an important aspect of SGH's brand identity. Using color appropriately is one of the easiest ways to make sure our materials are cohesive. Our primary colors are charcoal and gold. There is also a gradient version of the gold to be used more sparingly.

## Secondary Colors

The primary colors are intentionally limited, but not everything can be accomplished with charcoal and gold. The “secondary” palette contains six additional colors that complement the primary palette and help with overall visual hierarchy.

A special SGH gradient has also been created from a blend of brand colors. *Please refer to page 38 for additional details.*

Depending on production needs, different versions of the colors may be appropriate. For digital projects, use RGB and HEX codes. For printing, use the Pantone (PMS) or CMYK colors. Discuss with the printer whether or not to use an uncoated or coated version of the color.

**Charcoal**  
**PMS 447 C**  
**CMYK 70 57 63 65**

**PMS BLACK 3 U**  
**CMYK 59 41 51 60**

**RGB 55 58 54**  
**HEX 373A36**

**Gold**  
**PMS 7555 C**  
**CMYK 2 28 97 12**

**PMS 110 U**  
**CMYK 1 21 100 10**

**RGB 210 159 28**  
**HEX D29F1C**

**Gold Gradient**  
**PMS 7551 C / CMYK 0 36 100 26**  
**RGB 179 126 0 / HEXB37E00**  
**PMS 7555 C / CMYK 2 28 97 12**  
**RGB 210 159 28 / HEX D29F1C**

**Blue**  
**PMS 4160 C**  
**CMYK 97 31 11 59**

**PMS 3025 U**  
**CMYK 100 40 13 42**

**RGB 0 72 96**  
**HEX 004860**

**Green**  
**PMS 3298 C**  
**CMYK 100 0 67 40**

**PMS 335 U**  
**CMYK 100 0 61 28**

**RGB 0 106 82**  
**HEX 006A52**

**Tan**  
**PMS 7527 C**  
**CMYK 12 10 14 0**

**PMS WARM GRAY 1 U**  
**CMYK 9 10 11 0**

**RGB 214 210 196**  
**HEX D6D2C4**

**Light Blue**  
**PMS 2170 C**  
**CMYK 62 22 1 1**

**PMS 2170 C**  
**CMYK 69 28 0 0**

**RGB 95 155 198**  
**HEX 5F9BC6**

**Light Green**  
**PMS 7464 C**  
**CMYK 36 0 15 0**

**PMS 7464 U**  
**CMYK 29 0 12 0**

**RGB 160 209 202**  
**HEX A0D1CA**

**Orange**  
**PMS 7579 C**  
**CMYK 0 75 93 0**

**PMS 7579 U**  
**CMYK 0 68 93 0**

**RGB 220 88 42**  
**HEX DC582A**

# WEB ACCESSIBILITY COLOR PALETTE

Just as our built environments must meet certain codes and standards, SGH's digital materials must meet standards for readability based on the Web Content Accessibility Guidelines (WCAG) 2.0 Level AA Contrast Minimum. Please utilize these guidelines for the website, and any materials that will be published for viewing on screens.

AA guidelines dictate that there be a contrast ratio of 7:1 for normal size text (16px) and 4.5:1 for large text (18px bold or 24px). Our guidelines only use color combinations that work at the normal size text level. However, we have added a darkened version of the orange to allow it to be used as text on a white background.

The digital accessible palette accommodates different use applications:

- | Black (000000) type on a colored background
- | White (FFFFFF) type on a colored background
- | Colored type on white and colored backgrounds

Please refer to what is shown as accessible examples on this page.

## Charcoal

**RGB 55 58 54**  
**HEX 373A36**

Gold text can be used on a charcoal background.

White text can be used on a charcoal background.

Use charcoal as a text color over a white background

## Gold\*

**RGB 210 159 28**  
**HEX D29F1C**

Use black text on a gold background.

\*Do not use gold as a text color over a white background

## Blue

**RGB 0 72 96**  
**HEX 004860**

Use white text on a blue background.

Use blue as a text color over a white background.

## Green

**RGB 0 106 82**  
**HEX 006A52**

Use white text on a green background.

Use green as a text color over a white background.

## Tan\*

**RGB 214 210 196**  
**HEX D6D2C4**

Use black text on a tan background.

\*Do not use tan as a text color over a white background

## Light Blue\*

**RGB 95 155 198**  
**HEX 5F9BC6**

Use black text on a light blue background.

\*Do not use light blue as a text color over a white background

## Light Green\*

**RGB 160 209 202**  
**HEX A0D1CA**

Use black text on a light green background.

\*Do not use light green as a text color over a white background

## Orange\*

**RGB 220 88 42**  
**HEX DC582A**

Use black text on an orange background.

\* To use orange as a text color over a white background, change the hex value to: C54C20.

# TYPOGRAPHY

## Typefaces

As brand ambassadors, use consistent typefaces for any materials sent out on behalf of SGH. Specific fonts create a distinctive appearance across all mediums, allowing for messaging hierarchy, and enhancing brand recognition.

*Standard SGH Word templates are available, already embedded with brand-compliant fonts. Follow these guidelines for new and custom documents.*

## Fonts

### Conneqt

Used as the basis of our logo, Conneqt comes in solid and open versions. The characters shown on the right are the approved variations and can be accessed in most software programs under the menu item Glyphs or Alternates. This fonts' primary use is for headlines or statements that warrant emphasis. Glyphs should be used sparingly, primarily as the first character in a headline or first letter of a key word.

### Nunito Sans

Sans serif font for larger introductory text and subheads.

### Pragati Narrow

Sans serif condensed font for headlines and sidebar subheads.

### IBM Plex Serif

Serif font for body copy.

## CONNEQT

Bold, Black (primary weight used)

## Nunito Sans

Bold, Bold Italic, Extrabold, Extrabold Italic, Black, Black Italic

## Pragati Narrow

Bold only

## IBM Plex Serif

Regular, Regular Italic, Bold, Bold Italic

*\*For maximum legibility of body copy use a minimum size of 8.5 pt*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789&!?**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&!?

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&!?

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&!?



Download fonts at  
**[sgh.com/brand](https://sgh.com/brand)**

For technical questions, please  
contact marketing.



# PHOTOGRAPHY

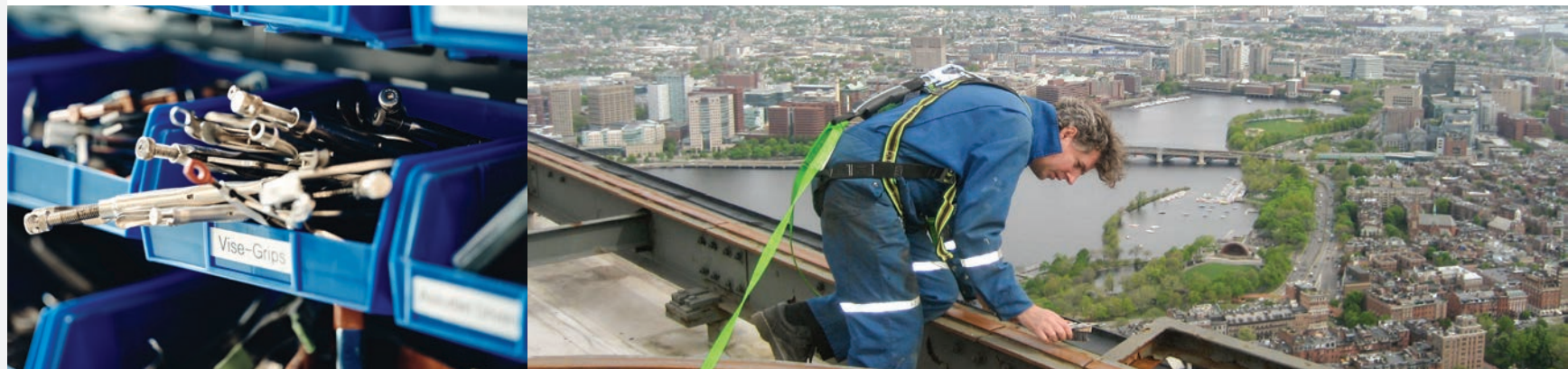
Photography provides the opportunity to highlight the culture at SGH—our people, the work we do, and the materials that we investigate. As we continue to build our inventory of images, please consider these guidelines.

## People

### Office and In the Field Candids

We capture our team as they engineer what's next, both in our office environments and in the field. Interesting angles, reflections on glass, and unique environments all tell the story of the complexity of our work. Highlighting individuals working in the lab as well as detail shots of the lab environment is how we emphasize our constant learning and testing.

*people continued on next page*





# PHOTOGRAPHY

## Leadership Portraits

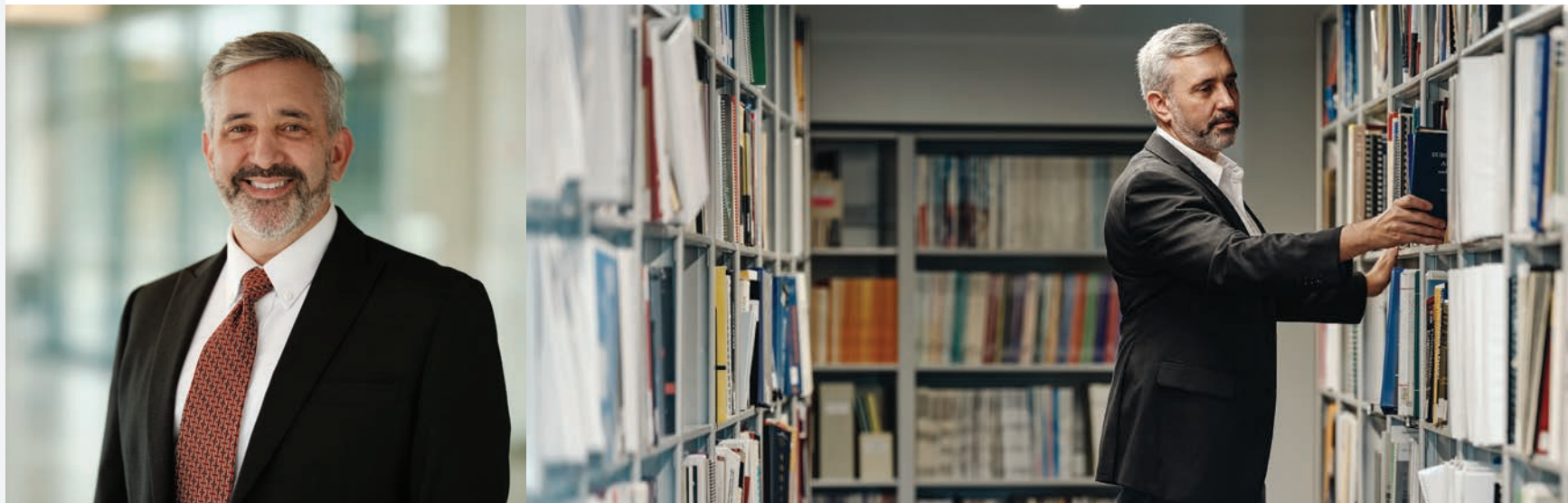
These direct eye to camera images use shallow depth of field to create a blurred background so that the focus is on the individual. Demeanor and attire is professional, yet approachable.

*Soft box lighting on the left side of the individual with a fill card on the right. F2 with longer portrait lens.*

## Leadership Candid

While the leadership portraits are useful for proposals and the overview page on the website, candid portraits are a way to feature the personality of our team and the work they are passionate about. Environmental settings appropriate to the individual are selected with interesting angles, reflections and lighting, if possible. These in-the-moment images are captured without direct eye to camera and more relaxed attire.

*people continued on next page*



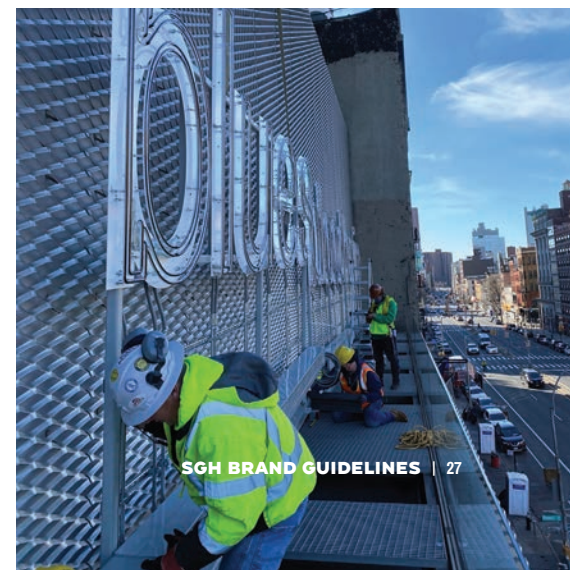


# PHOTOGRAPHY

## Culture/Social Postings

As brand ambassadors, every member of the team has the opportunity to document and capture the work that we do. We encourage all associates to photograph and submit key milestones or your involvement in the community. Always ask yourself, “Does this represent SGH in the best possible way?”

Please submit photos to marketing.





# PHOTOGRAPHY

## Projects

### Process Photography

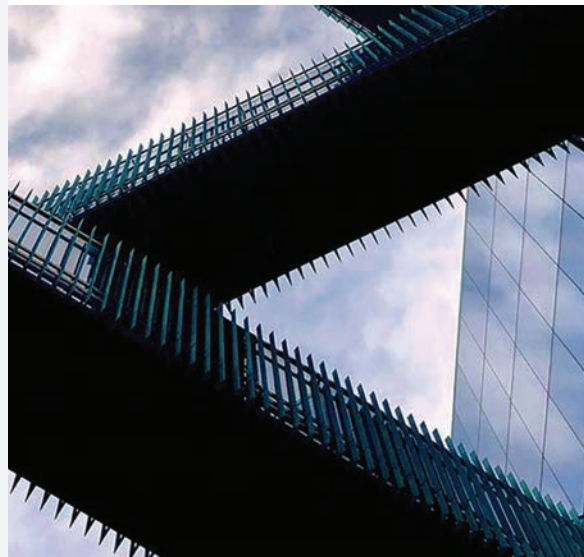
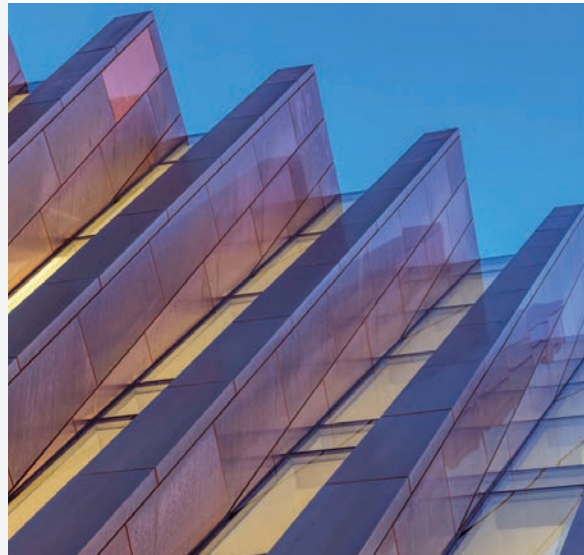
Since much of the work we do lies below the surface, it's important to capture the project along the way. Interesting detail shots can create art out of the science of what we do.

### Finished Exteriors/Interiors

Finished images allow us to share the role that we played in the project and complete the story that the work-in-progress shots show. These qualify as good hero images.

### Detailed Shots

The detail shots balance out the other types of photos we use and highlight the extreme detail of our work.

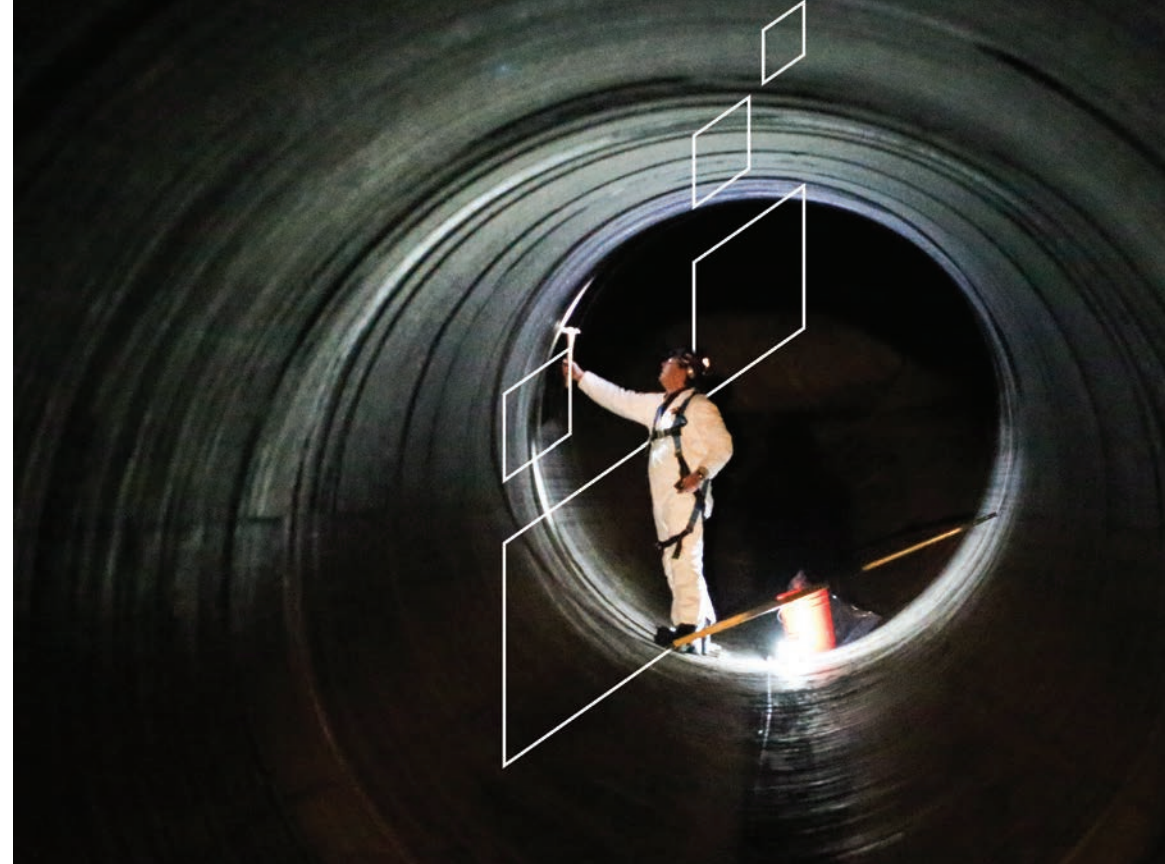




# PHOTOGRAPHY

## Hero Images

Professional photography that incorporates the diamond graphic highlights the quality of our work and team. These are used as the main image across all mediums.



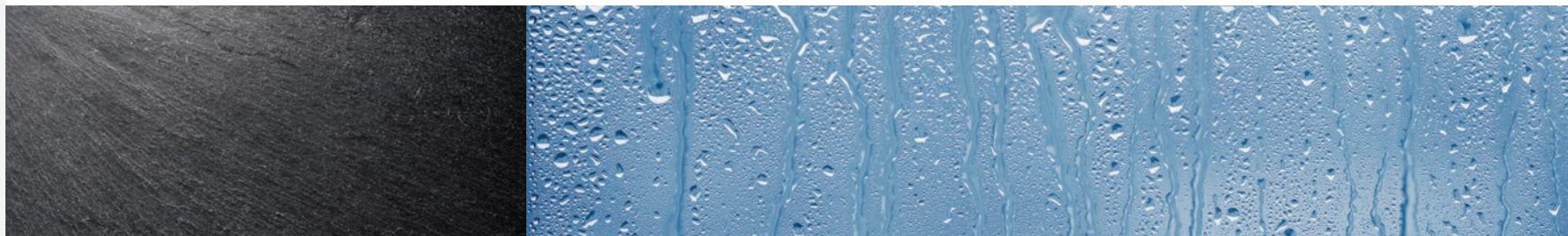
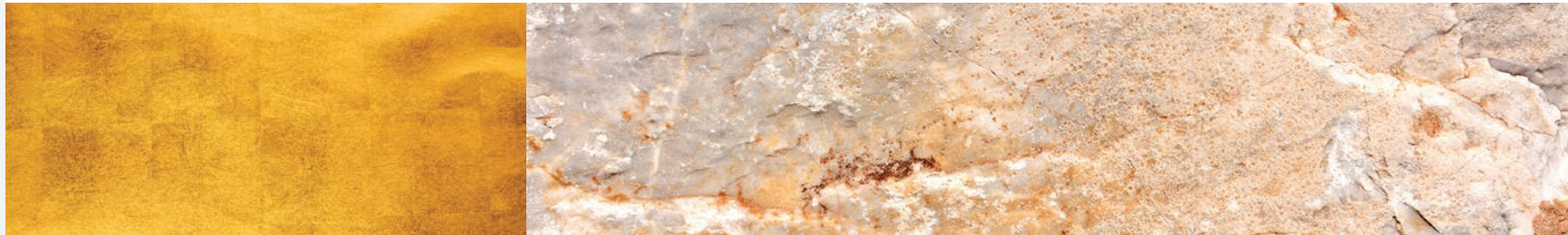


# PHOTOGRAPHY

## Materials

There is a library of materials photos to be used as textures to visually support project stories or be used as background images.

- | Brick
- | Gold
- | Metal
- | Slate
- | Stone
- | Wood
- | Concrete
- | Marble
- | Shingles
- | Water
- | Steel



↓ A library of our photography is located within **OpenAsset**. Please contact marketing if you need access.



# GRAPHICS

## Pill

The “pill” is an element used to help with information hierarchy. It is a yellow rounded rectangle with black text set inside using the font Nunito Sans Black in all caps.

## Pike

The pike is an element that is used as SGH’s custom orange bullet style. To create this element, press “shift” + “\” on your keyboard.

## Angle

The angle is used as a custom corner for images and color blocks. It is 35° and should be the same as the top and bottom angle of the diamond in the logo.

## Diamonds

As a graphic element, the diamonds are a shape directly derived from the logo, and used in hero images. The diamonds should be used as a framing element around the subject or focus of an image wherever possible. The preferred method is using Photoshop, however this look can be mimicked in InDesign.

↓ Download diamonds at  
[sgh.com/brand](https://sgh.com/brand)

### OUR BRAND PROMISE

## PERFORMANCE BEYOND EXPECTATION

Example of the “pill.”

### | Bold

### | Distinctive

### | Simple

Example of the “pike.”



Example of the “angle.”

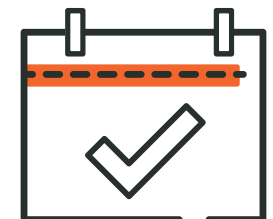
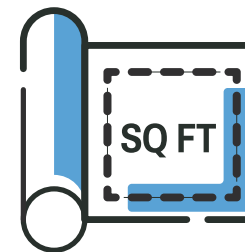
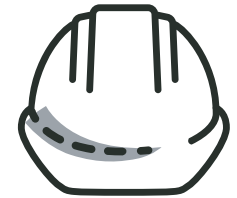


Example of the “diamonds.”

## ICONOGRAPHY

SGH's unique icon set provides symbolism, and can be built upon to visually represent concepts or topics. There is an intentional openness in the stroke line in the icons that reflects the openness of the logo. The use of brand colors as a highlight provides visual interest. Where opportunities exist, we have chosen to incorporate the curved arc element of the logo into the colored accent.

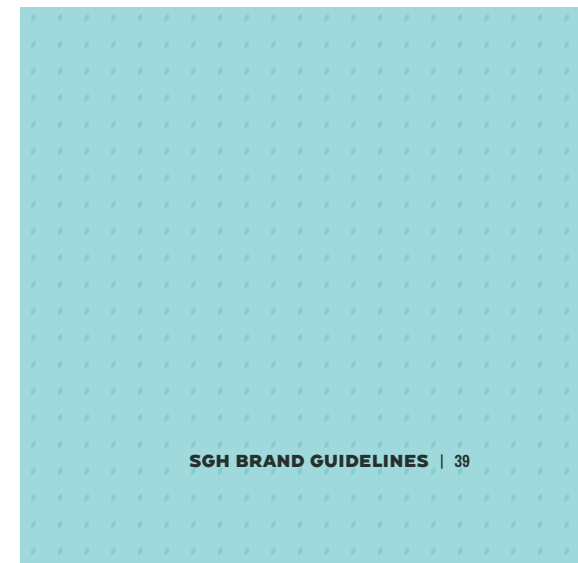
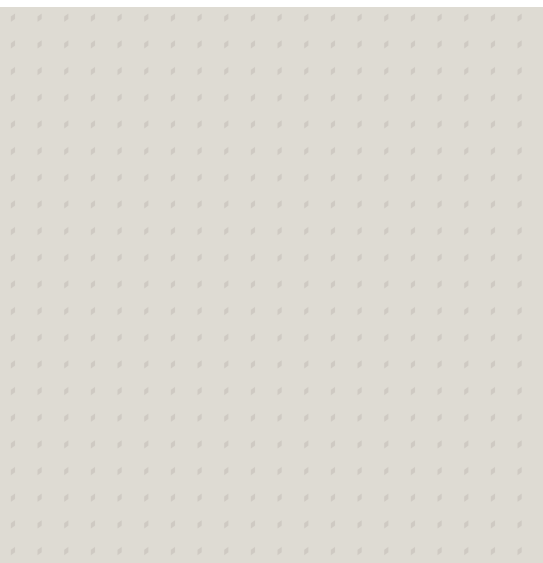
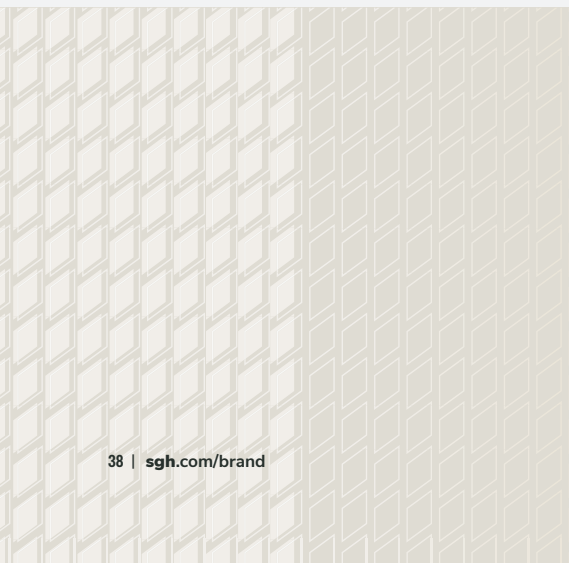
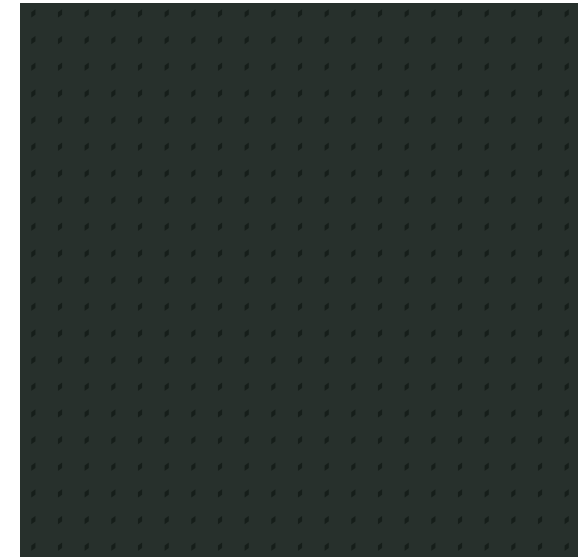
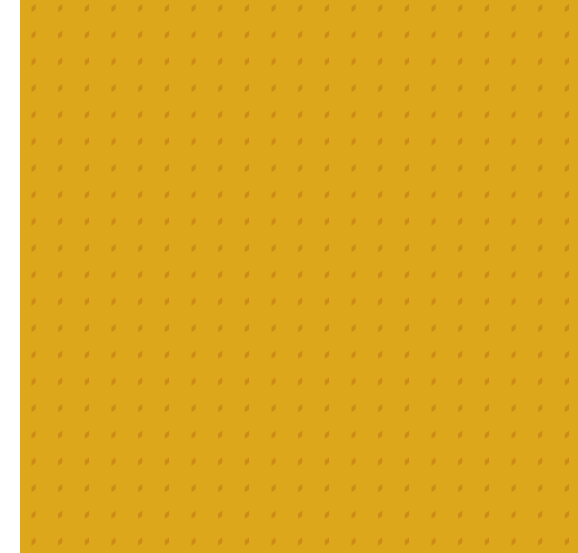
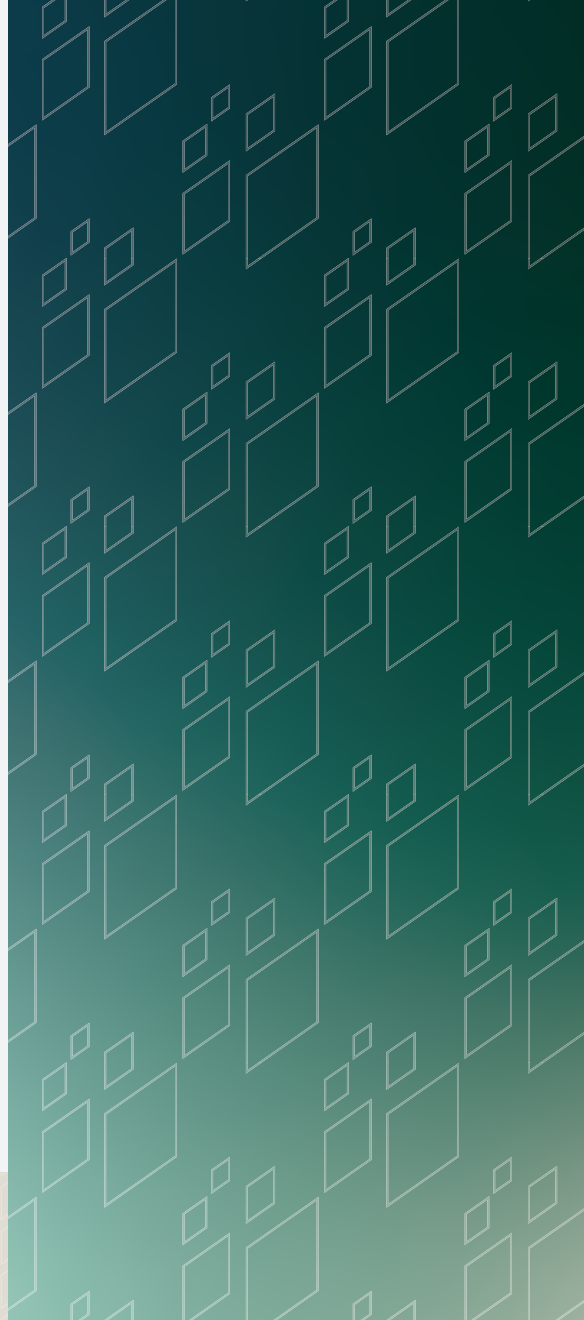
 Download icons at  
[sgh.com/brand](https://sgh.com/brand)



# PATTERNS

A unique set of patterns enhances the visual identity of the brand. The patterns are inspired by the diamond element in the logo, and are offered in a variety of brand colors. Use them as backgrounds or in sidebars sparingly.

Download patterns and green gradient at [sgh.com/brand](https://sgh.com/brand)



## Green Gradient

This gradient is comprised of four colors. It is available for download.

**COLOR 1 | CMYK 91 61 49 34**  
**COLOR 2 | CMYK 78 71 62 85**  
**COLOR 3 | CMYK 36 2 23 0**  
**COLOR 4 | CMYK 6 7 18 0**

# 03 BRAND USAGE

Stationery

Email Signature

Cut Sheet

Proposal

PowerPoint

# STATIONERY

## Business Card

The SGH business card is a physical representation of our brand and a tangible way to connect with people. From the soft touch finish to the spot gloss varnish, these are a physical manifestation of our attention to detail and intentionality with material selection.

To place an order, please contact your administrative assistant.



# STATIONERY

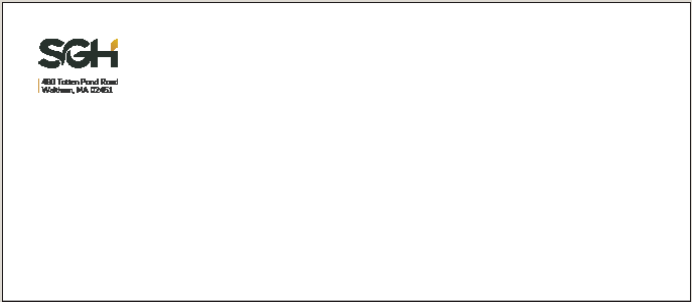
## Letterhead, Envelope & Mailing Label

While we continually move toward a more digital world, we recognize that printed material continues to be necessary. The SGH letterhead, envelope, and mailing label reflect our brand and the quality we stand for. Each office location will have its own materials.

To place an order, please contact your administrative assistant.



Letterhead



#10 Envelope



Mailing Label



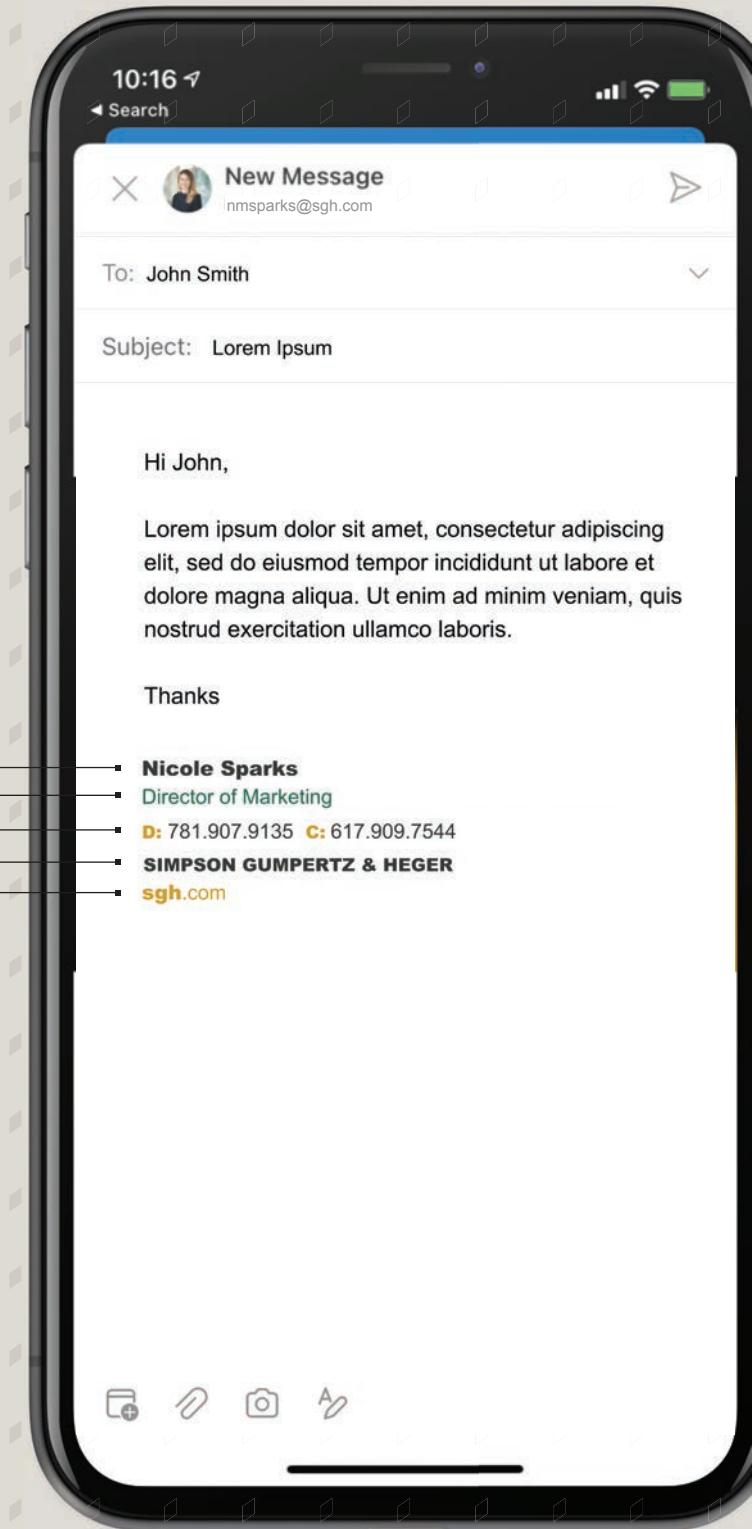
# EMAIL SIGNATURE

The SGH brand has a unique signature for any email correspondence. Please do not add to, edit, or modify this signature. Please note this is the only place where Arial, a basic web-safe font is used.

A web-safe font is one that is installed on almost every Windows and Mac device by default, which means it will look seamless on the recipient's end regardless of device types and/or email platforms.

IT will deploy this in your email application.

First and last name — **Nicole Sparks**  
Title — **Director of Marketing**  
Phone numbers — **D: 781.907.9135 C: 617.909.7544**  
Full company name — **SIMPSON GUMPERTZ & HEGER**  
Web address — **sg.h.com**



# CUT SHEET

The cut sheets use compelling images, concise language, and a clear hierarchy to emphasize the value that we bring to a project.

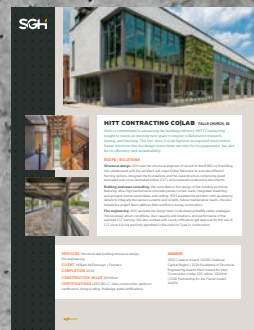
Please contact marketing to create a cut sheet for one of your projects.



Long title example



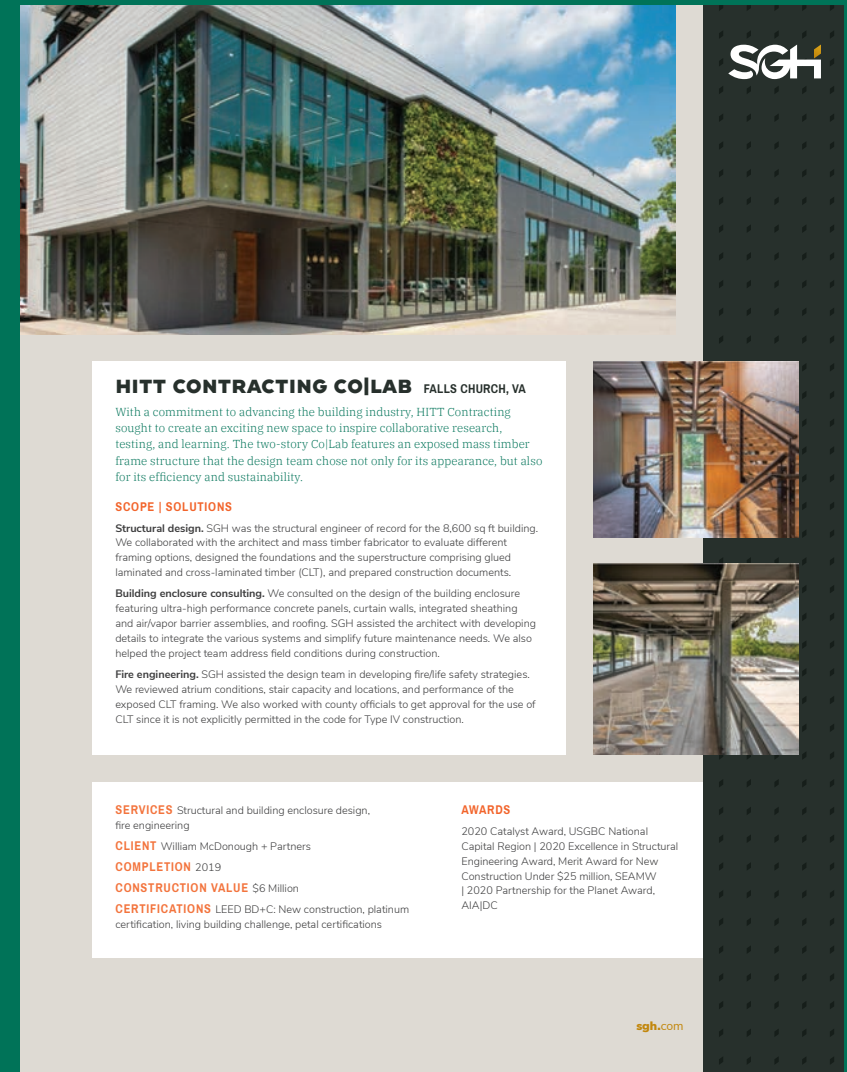
2 images on right template



2 images on left template



No image template



3 image template





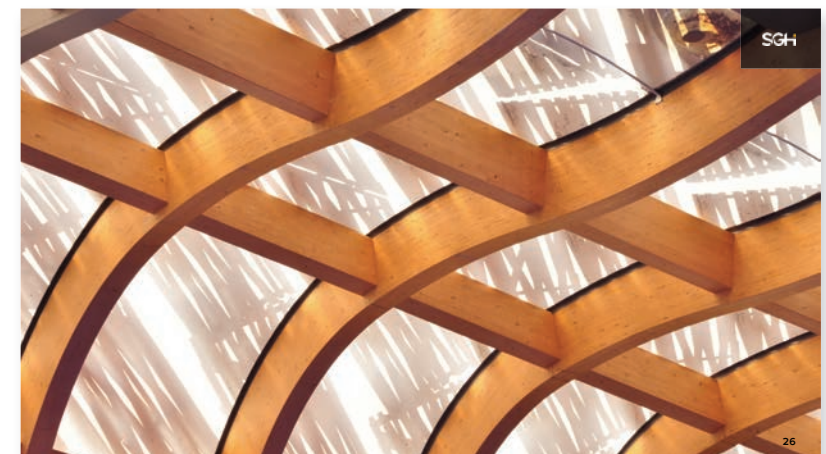
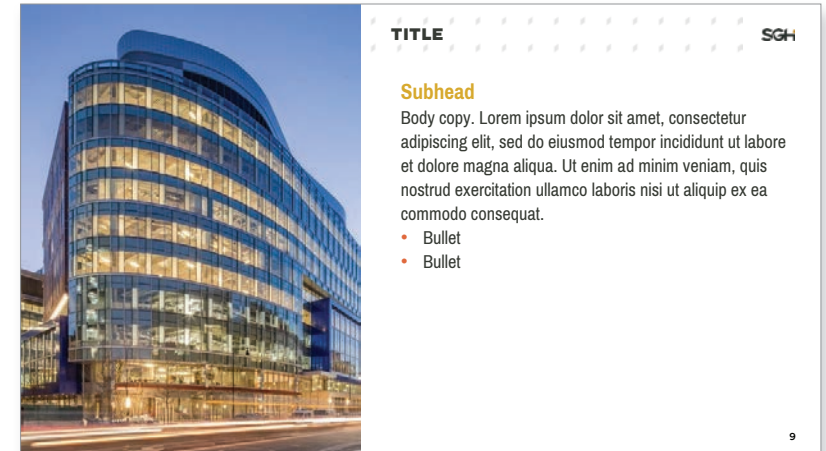
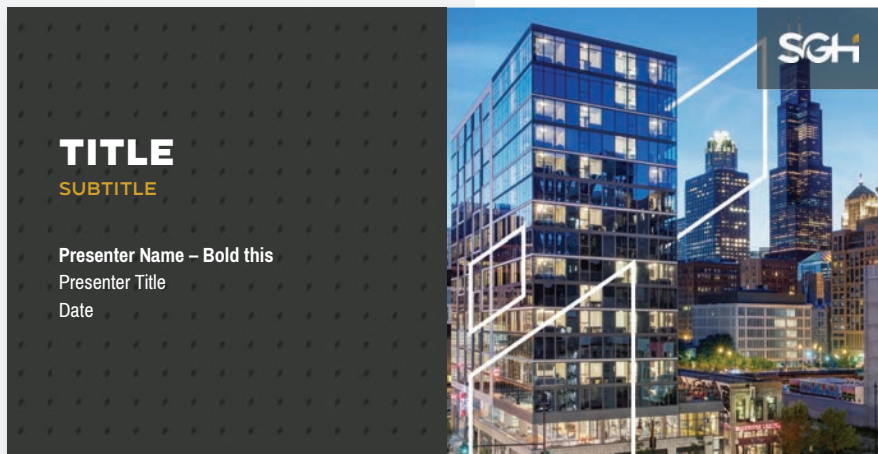
# POWERPOINT TEMPLATE

The SGH PowerPoint template allows for flexibility of content while maintaining brand standards. The brand typefaces are embedded into the template.

*Please use this guide as a visual reference to be sure fonts are rendering properly.*

📄 Download the PowerPoint template at [sgh.com/brand](https://sgh.com/brand)

You will find the new templates in the “shared” section of PowerPoint.



DOWNLOADABLE RESOURCES

Please visit [sgh.com/brand](https://sgh.com/brand)  
to download any assets in  
this guide book.

