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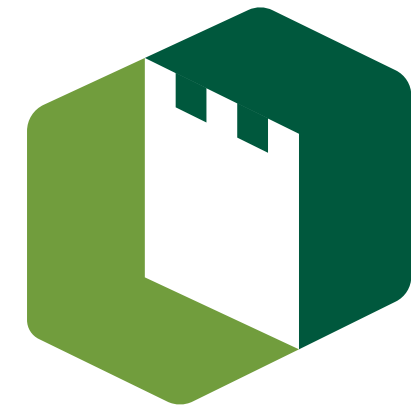
Contact

Identity

Primary Logo: Horizontal

Our logo should be treated as one of the most critical elements of our identity system. It is comprised of three core elements: the Castlemark, the Oldcastle Wordmark and the CRH endorsement. All components of the logo must always be present and should not be removed.

The full logo should always be used to represent our brand. In specific applications, the Castlemark can be used on it's own as a design element or when space is restricted.



CASTLEMARK

OLDCASTLE WORDMARK

Oldcastle[®]APG
A CRH COMPANY

CRH ENDORSEMENT



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Logo Color

There are four different logo color options approved for use. Make sure to choose the most appropriate logo color for the application:

- 1 **2 Color Logo** uses Oldcastle Green and Midtone Green.

This is the preferred logo color option.

- 2 **2 Color Logo Reverse** uses White and Midtone Green.

Use this logo when proper contrast is needed over an approved color field or image.

- 3 **1 Color Logo Black**

Use this logo when printing specifications are limited to black and white or proper contrast is needed.

- 4 **1 Color Logo Reverse**

Use this logo when proper contrast is needed over an approved color field or image.

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Logo Wordmark

The primary or stacked versions of the logo are *preferred*. The wordmark is only to be used in special circumstances, for example if the castlemark is used as a primary graphic element, or when it's not feasible to include the castlemark due to size limitations.

For these use case scenarios:

- 1 **2 Color Logo** uses Oldcastle Green and Midtone Green.
This is the preferred logo color option.
- 2 **2 Color Logo Reverse** uses White and Midtone Green.
Use this logo when proper contrast is needed over an approved color field or image.
- 3 **1 Color Logo Black**
Use this logo when printing specifications are limited to black and white or proper contrast is needed.
- 4 **1 Color Logo Reverse**
Use this logo when proper contrast is needed over an approved color field or image.

Oldcastle APG in text should include a space between Oldcastle and APG. You must include the registration mark in the first instance of the written mark and may exclude thereafter as appropriate.

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Secondary Logo: Stacked

The stacked version of our logo should only be used in applications where a vertical format is necessary to fit the allotted space.

- 1 **2 Color Logo** uses Oldcastle Green and Midtone Green.

This is the preferred logo color option.

- 2 **2 Color Logo Reverse** uses White and Midtone Green.

Use this logo when proper contrast is needed over an approved color field or image.

- 3 **1 Color Logo Black**

Use this logo when printing specifications are limited to black and white or proper contrast is needed.

- 4 **1 Color Logo Reverse**

Use this logo when proper contrast is needed over an approved color field or image.

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Clearspace

Designated clearspace preserves the readability, visibility and integrity of our identity system. The defined parameters ensure no other elements interfere with the logo. The same clearspace rules apply to both the primary logo and the stacked logo.

Minimum Size

The recommended minimum size for all logo formats is measured to the width of the full mark.

Trademark

The registered trademark should always appear with the logo mark. In copy, a superscript registered trademark should be applied at first reference of the corporate name and should appear after Oldcastle (Oldcastle[®] APG).

When first reference of Oldcastle APG happens to be in a headline, the registered trademark can be applied at the first instance within body copy, instead of in the headline.





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Incorrect Usage

Our logo is our most important asset. All formats of our identity should be displayed as designed, without alteration, modification or distortion of any kind.



Don't rotate it



Don't alter the colors



Don't reconfigure elements



Don't stretch it



Don't apply visual effects



Don't outline it



Don't add gradients



Don't fill in the castle



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Company/Regional Designation

To create consistency in usage, a logo lock-up is available for each company/region. A thin rule and designated clearspace is utilized between the corporate logo and company/region to maintain visual hierarchy. Modifying proportions, positioning or type weight is prohibited.

- 1 **Primary Regional Lockup** uses Oldcastle Green and Midtone Green. Alt is white.

This is the preferred logo color option.

- 2 **Stacked Regional Lockup** uses Oldcastle Green and Midtone Green. Alt is white.

The stacked version should only be used in applications where a vertical format is necessary to fit the allotted space.

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Department/Division Designation

Horizontal & Vertical

Divisions and departments within Oldcastle APG may use a lockup that includes the Castlemark paired with the name of the department or division in the Denton font (bold weight).

1 Department Example

2 Division Example

Department and division lockups use Oldcastle Green and Midtone Green. Alt is white.

Primary lockup is the preferred logo color option. Stacked lockup should only be used in applications where a vertical format is necessary to fit the allotted space.

1 DEPARTMENT

PRIMARY



0.5x 0.5x

Operational
Performance
Systems

STACKED

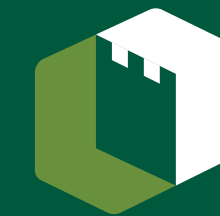


0.5x
0.5x

Operational
Performance
Systems



Operational
Performance
Systems



Operational
Performance
Systems

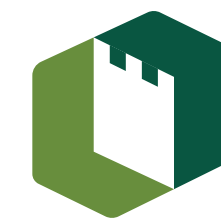
2 DIVISION

PRIMARY



Lawn &
Garden

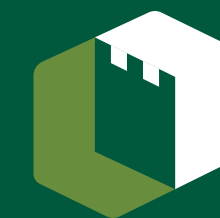
STACKED



Lawn &
Garden



Lawn &
Garden



Lawn &
Garden



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Live Well Outside Type Treatment Stacked

The stacked version of the LWO lockup is the preferred version. Although the LWO lockup may be used in conjunction with other colors from the brand palette, this page illustrates the preferred color usage.

① **1 Color** uses Oldcastle Green

This is the preferred logo color option.

② **1 Color Reverse** uses White

Use this option when proper contrast is needed over a color field or image.

③ **2 Color Box Reverse** uses White and Bright Green

Use this option when proper contrast is needed over a color field or image.

④ **1 Color Box Reverse** uses White and Oldcastle Green

Use this logo when proper contrast is needed over an approved color field or image.

①

Live
Well
Outside

②

Live
Well
Outside

③

Live
Well
Outside

④

Live
Well
Outside



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Live Well Outside Type Treatment

Horizontal

The horizontal version of the LWO lockup may be used when the primary lockup is not appropriate for the allotted space.

① **1 Color** uses Oldcastle Green

② **1 Color Reverse** uses White

Use this option when proper contrast is needed over a color field or image.

③ **2 Color Box Reverse** uses White and Bright Green

Use this option when proper contrast is needed over a color field or image.

④ **1 Color Box Reverse** uses White and Oldcastle Green

Use this logo when proper contrast is needed over an approved color field or image.

①

Live Well Outside

②

Live Well Outside

③

Live Well Outside

④

Live Well Outside



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Live Well Outside

Type Treatment

LWO Castlemark Lockup

When not incorporated with Oldcastle APG messaging, provide context for the LWO tagline but using this lockup, or by placing the Castlemark in a prominent place within close proximity as illustrated on page 29.

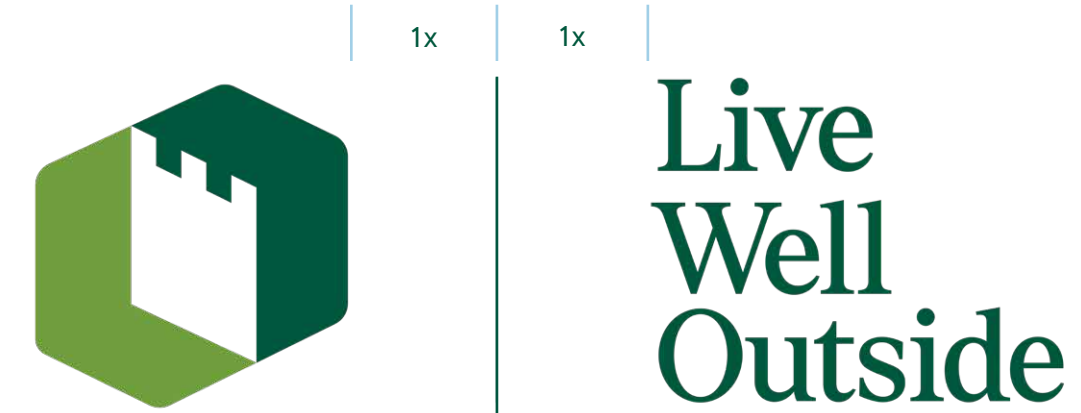
1 **1 Color** uses Oldcastle Green

This is the preferred logo color option.

2 **1 Color Reverse** uses White

Use this option when proper contrast is needed over a color field or image.

1



2

