



**KODIAK**  

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**BUILDING PARTNERS**

# **BRAND GUIDE**

**UPDATED MAY 2024**





# WELCOME

This document contains guidelines to ensure visual consistency and integrity for the **Kodiak Building Partners** brand across all mediums.

This guide outlines our brand position, usage of our logo, appropriate typography, and brand colors. It also offers examples of various brand communications to demonstrate what our brand should look like in action.

Please help reinforce and protect our brand image by following these guidelines and not introducing any unapproved elements.

Any marketing materials not produced by the Kodiak Marketing Department will need approval prior to distribution. The Kodiak Marketing Department will respond to requests and help ensure the brand guidelines are being followed.





# OUR BRAND

## *Mission*

Kodiak enables independent building material companies to thrive locally by providing resources that help leaders grow their businesses while empowering employees and customers to build their American dreams.

## *Vision*

Creating a culture that empowers local leaders to succeed in the communities they serve.

## *Values*

- Entrepreneurial
- Driven
- Local
- Family-Oriented
- Empowering
- Collaborative





# WHO WE ARE

Our unique characteristics provide insight on Kodiak's collective personality.

## Unique Traits

### PEOPLE CENTERED

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We are a team at Kodiak. We believe and value our people, investing in each other, and working well together through teamwork.

### LOCALLY FOCUSED

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At Kodiak, we respect and understand local, and we believe decision making should remain at the local level. It is our responsibility to be stewards of and to protect the integrity of each local brand in addition to the Kodiak brand.

### INTEGRITY DRIVEN

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From the way we treat each other to the way we interact with our customers, we win with integrity. We are focused on growth, and strive to get better everyday.

## Brand Character

### EMPOWER

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Employees and operating units are provided with the tools to make decisions that best meet the needs of their customers.

### EFFECTIVE COMMUNICATION

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At Kodiak, everyone should feel comfortable exchanging ideas. Clear and intentional communication is encouraged and is the foundation for effective teamwork.

### PROTECT

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At Kodiak, we care about the wellbeing of our employees and customers. We strive to uphold ethical practices, create safe work environments, and look out for each other.



# PRIMARY LOGO



**KODIAK**  

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**BUILDING PARTNERS**

## *Logo Symbolism*

Our logo is a Kodiak bear, indicating strength, authority, and stability. A Kodiak bear is one of the largest known species of bears and is often attributed to strength.

This logo is to be the default logo used on Kodiak Building Partners marketing communications and business operations.

Examples of appropriate use:

- Letterhead, Business Card, Presentations
- Social Media, Website, Digital Applications
- Trucks, Exterior Location Signage, Window Treatments/Vinyl Applications



# PRIMARY LOGO: ALL VERSIONS

The version of the primary logo used in each application should be carefully considered and selected to be most appropriate for the design and space the logo will appear in. The intended audience of the logo's application on a medium or material should also be considered as criteria for selection. All versions are equally acceptable for use.



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# SECONDARY LOGO: FOUNDATION

The version of the Kodiak Building Partners Foundation logo used in each application should be carefully considered and selected to be most appropriate for the design and space the logo will appear in. The intended audience of the logo's application on a medium or material should also be considered as criteria for selection. All versions are equally acceptable for use.



**KODIAK**  
**FOUNDATION**  
*Building a Solid Foundation to Give*



**KODIAK**  
**FOUNDATION**

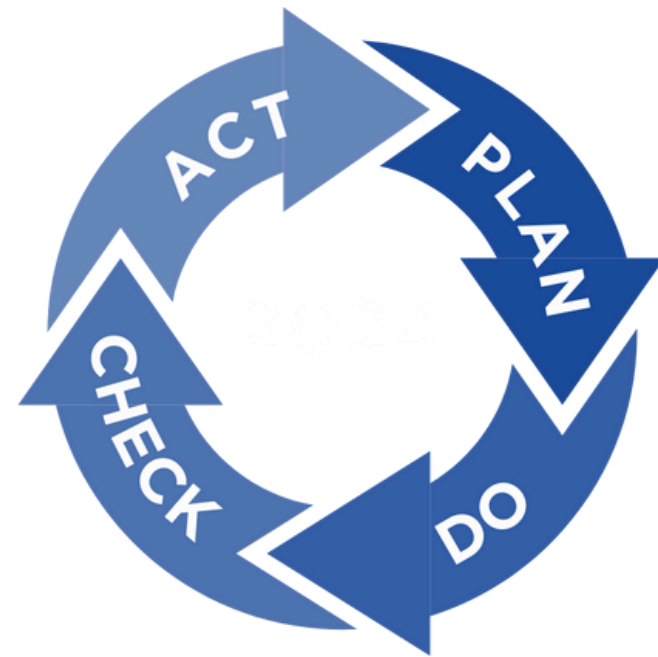


**KODIAK**  
**FOUNDATION**



# PROGRAM BADGES

At Kodiak Building Partners, unity and cohesion have always been integral to our identity. These badges must always be accompanied by the Kodiak Building Partners logo on all materials and swag. This ensures consistent brand representation and reinforces the connection between individual achievements and our collective identity.



## *Approved Badges*

Within our branding framework, only badges associated with our **Leadership Accelerator, Emerging Leaders, and LEI programs** are sanctioned. These badges symbolize the successful completion of rigorous learning and development initiatives through the Kodiak Learning & Development Program, reflecting the dedication and commitment of those selected by leadership to participate.

### **\*Exceptions:**

- Themed "Event Graphics" for the Executive Leadership Summit might be created and approved by Marketing and must always include the Kodiak Building Partners logo for consistent branding.



# LOGO MISUSE

Our logo has been carefully crafted to be the ideal visual embodiment of our brand.

Please respect the integrity of our brand and only use our logo as outlined in this document.

1. Do not place logo on dark/complicated backgrounds
2. Do not change the proportions of the logo
3. Do not change the typeface
4. Do not change the logo color
5. Do not add any drop shadows, gradients, or effects
6. Do not rearrange, change, or add logo elements
7. Do not disproportionately scale or distort the logo
8. Do not add additional text to the logo
9. Do not add your department name under the logo
10. Do not use department or program-specific logos





# COLOR PALETTE

Primary Colors work well for accent elements within the design, such as titles, buttons, and illustrations. They should be used in moderation. Incorporating primary brand colors helps reinforce the brand across all mediums, creating consistency.

Secondary brand colors contribute to the brand by creating alternatives for design. The secondary colors should be used to support the rest of the design.

Please do not introduce new colors into the color palette.

## Primary

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### Air Force Blue

RGB: 0 | 55 | 144

Hex: #003790

PMS: 661 C



### Dark Blue

RGB: 1 | 32 | 96

Hex: #012060

PMS: 2758 C

## Secondary

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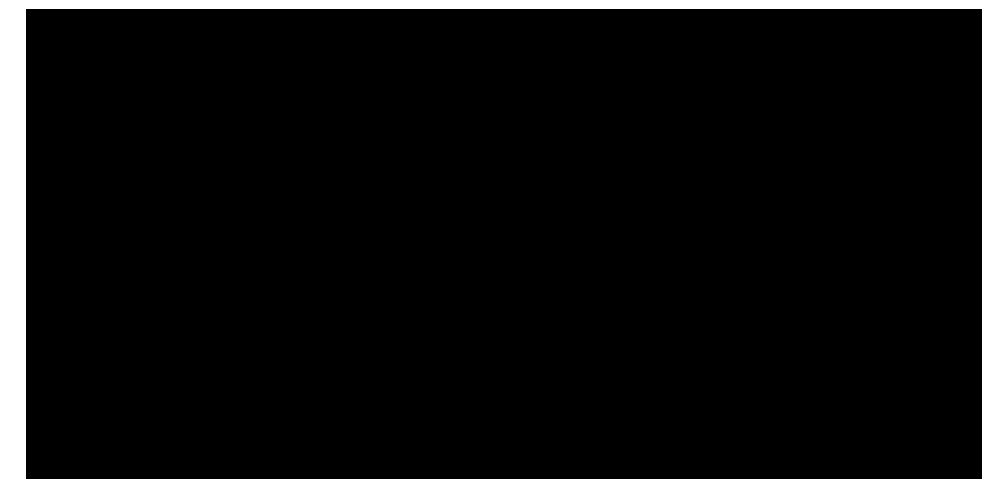


### UT Orange

RGB: 191 | 87 | 0

Hex: #bf5700

PMS: 718 C



### Eerie Black

RGB: 18 | 26 | 35

Hex: #121a23

PMS: 532 C



# USING TINTS & SHADES

Using these tint and shade colors based on the primary color is a great way to get the most out of your color palette. Tints can be used for complimentary colors for gradients, borders, backgrounds, shadows, or other elements.

Contrast is important, especially to draw attention to a design. Comparing the darkest tint with the lightest tint creates strong contrast. This contrast works well for header titles and other important information.

Using the darker shades are great for more subtle designs or patterns.



Air Force Blue  
HEX: #003790



#003790 #003282 #002c73 #002765 #002156 #001c48 #00163a #00102b #000b1d #000000



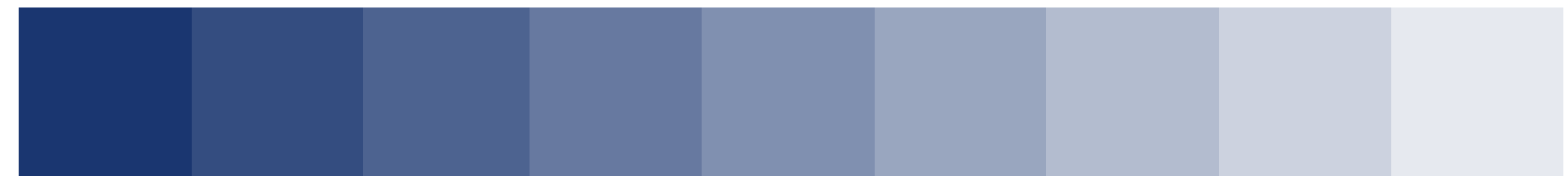
#1a4b9b #335fa6 #4d73b1 #6687bc #809bc8 #99afd3 #b3c3de #ccd7e9 #e6ebf4 #ffffff



Dark Blue  
HEX: #012060



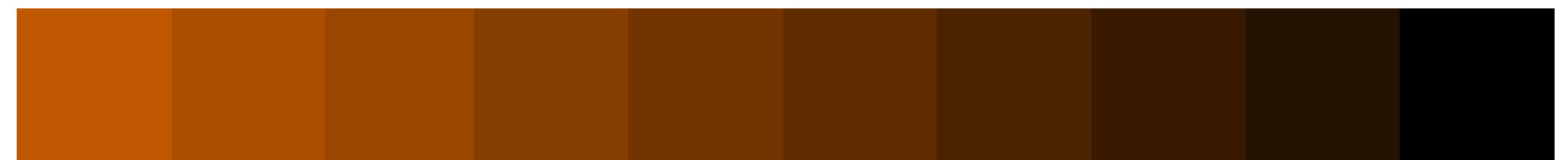
#012060 #011d56 #011a4d #011643 #01133a #011030 #000a1d #000613 #00030a #000000



#1a3670 #344d80 #4d6390 #6779a0 #8090b0 #99a6bf #b3bccf #ccd2df #e6e9ef #ffffff



UT Orange  
HEX: #bf5700



#0099e5 #0088cc #0076b2 #006699 #00557f #004466 #00334c #002233 #001119 #000000



#19b2ff #32bbff #4cc3ff #66ccff #7fd4ff #99ddff #b2e5ff #cceeef #e5f6ff #ffffff



# TYPOGRAPHY

Primarily use Gotham Bold, Argent, and Argent Thin.

Our primary typeface for brand communications is the Gotham Bold. Any weight of Gotham Bold may be used as an accent.

For letters, invitations, and other copy heavy materials, Argent or Argent Thin typeface will be used for ease of readability.

The Feeling Passionate font is to be sparingly used exclusively as an accent in headings on design-heavy applications.

**GOTHAM BOLD (30 PT.)**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890!**

**@#\$%^&\*()?**

Argent (18 pt.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!

@#\$%^&\*()?

Argent Thin (12 pt.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!

@#\$%^&\*()?

*Feeling Passionate (40 pt.)*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*XYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890!*



# COPY HIERARCHY

These are the sizes to be used when distinguishing hierarchy within any Kodiak Building Partners materials. Adjustments to this hierarchy may be made as it fits best in the intended application.

It is important to organize typography according to importance with use of scale and weight. This allows the viewer to understand material of utmost importance first. It also aids with ease legibility, creating a more enjoyable reading experience.

## HEADING 1

Font: Gotham Bold Uppercase  
Size: 48

## Heading 2

Font: Gotham Bold Lowercase  
Size: 36

## Heading 3

Font: Montserrat Bold  
Size: 24

## Subheading

Font: Montserrat Bold  
Size: 18

## Body

Font: Argent Light  
Size: 16

## Small Copy/Captions

Font: Argent Thin  
Size: 12





# VISUAL REPRESENTATION

## *Guidelines*

Avoid the use of caricatures or exaggerated features, including bear-related imagery, in our brand materials. We strive to maintain a professional and polished image that aligns with our brand values.

## *Examples*

### **Acceptable:**

- Realistic depictions of bears in natural settings (e.g., bear photography)
- Subtle incorporation of bear motifs in design elements (e.g., minimalist bear silhouette)

### **Unacceptable:**

- Cartoonish or exaggerated portrayals of bears
- Anthropomorphic representations of bears (e.g., bears in human clothing or engaging in human-like activities)
- Caricatures or illustrations that diminish the dignity and seriousness of the Kodiak logo





# THANK YOU FOR PROTECTING OUR BRAND!

If you have any questions please email:  
[brianna.beetstra@kodiakbp.com](mailto:brianna.beetstra@kodiakbp.com)



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