



LOGO. ICONS. COLOR. //

# BRAND GUIDELINES

Version 1.5 (Condensed)- May 2026

# 01.

## Our Tagline

### Brand Message

Our tagline encapsulates the essence of our brand, reflecting our mission, behaviors, and values in a memorable phrase.

Use the tagline consistently across marketing applications to reinforce our brand identity and message.

#### **Legal Notice**

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BRAND GUIDELINES

**BRAND ESSENCE**

**Driven for  
Solutions.  
Powered by  
Passion.**

# 02.

## Primary, Secondary, & Tertiary Logos

**Primary Logo:** Should be prioritized and used in most cases as the main brand identity.

**Secondary/Tertiary Logo:** Used when the primary logo does not fit due to size or design constraints.

**Logos are available in:** Green, Gray, Black, and White to ensure visibility and brand consistency across different media and backgrounds.

BRAND GUIDELINES

CORPORATE LOGOS

Primary



Secondary



Tertiary



# 02.

## Clear Space

### How to use

It is important to maintain a minimum clear space around the logo in all uses; this ensures readability and brand consistency.

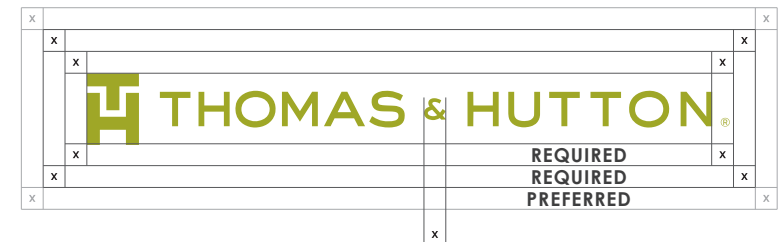
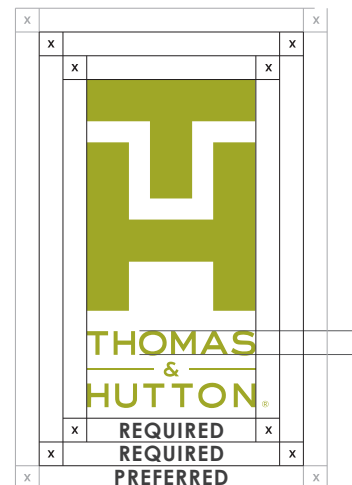
Use the height of the ampersand [&] to determine the clear space that is required around the logo.

Two units of clear space is required at anytime while three units of clear space are preferred.

BRAND GUIDELINES  
CORPORATE LOGOS



X-Height



CLEAR SPACE APPLIES TO ALL  
LOGO VARIATIONS

# 02.

## Usage

### Do



Use the primary logo whenever possible. Light color backgrounds are preferred.



Use the logo in black or white for overlay images. Decrease opacity down to no less than 80%.



Use the logo with the corporate gray or black background on a busy pattern. The logo can be changed to white if preferred.



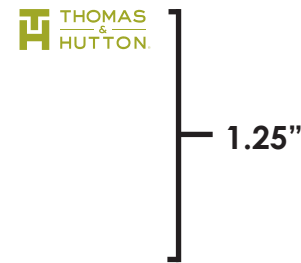
Use a background that contrasts well with the logo color.

BRAND GUIDELINES  
CORPORATE LOGOS

### Don't



Do not add a pattern or change the color of the logo to anything other than the corporate green, gray, white or black.



Do not horizontally reduce the size of the logo to less than an inch. The vertical logo should be 1.25 inches tall or larger; below this size the logo is not legible.



Do not tilt the logo to any degree.



Do not squeeze or stretch the logo; always scale it proportionally.



Do not overprint something on top of the logo.

# 03.

## Primary & Secondary Colors

### Brand Color Evolution

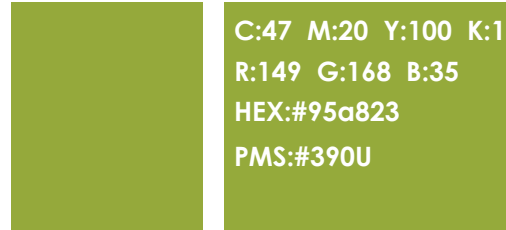
Our primary brand color, known as T&H Green, has evolved significantly over the years. Originally, our brand featured a dark hunter green, reflecting a more traditional and serious tone. As our brand has grown, we've brightened the green to create a more approachable and energetic image. This vibrant shade not only modernizes our brand but also helps us connect with a younger generation of clients and employees.

Complementing T&H Green, we use T&H Gray as an alternative primary color. This dark gray accentuates and provides contrast to T&H Green, portraying a sense of stability, a strong foundation, reliability, trust, and seasoned expertise.

### BRAND GUIDELINES CORPORATE COLORS

### Primary Colors

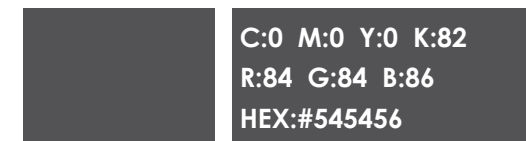
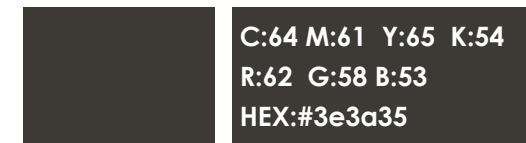
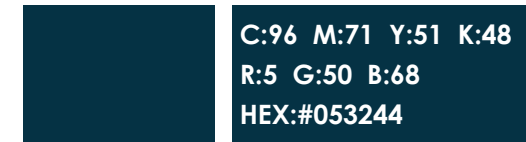
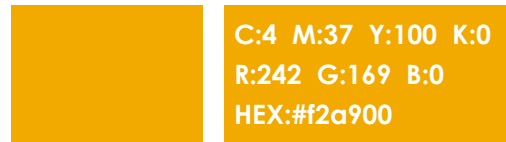
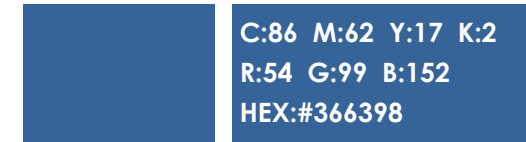
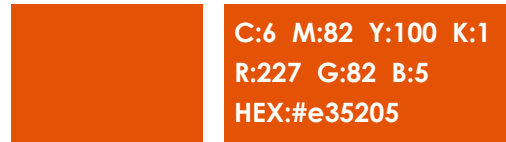
#### T&H Green



#### T&H Gray



### Secondary Colors





# 04.

## Primary Font

### Century Gothic

#### **(Front Office / Standard Correspondence)**

Century Gothic is our most recognizable font and should be used consistently across all communications to ensure readability and professionalism.

**Example Uses:** Letters, invoices, memos

Point Size: no smaller than 9

\*For technical documents, use a point size between 9pt and 11pt.

\*Point size does not apply to CAD drawings.

BRAND GUIDELINES  
CORPORATE FONTS

Century Gothic | regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
12345678910!&,.(?."'  
abcdefghijklmnopqrstuvwxyz

Century Gothic | italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
12345678910!&,.(?."'  
abcdefghijklmnopqrstuvwxyz

Century Gothic | bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
12345678910!&,.(?."'  
abcdefghijklmnopqrstuvwxyz

Century Gothic | bold italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
12345678910!&,.(?."'  
abcdefghijklmnopqrstuvwxyz

# 06.

## Site Signage

### Scale

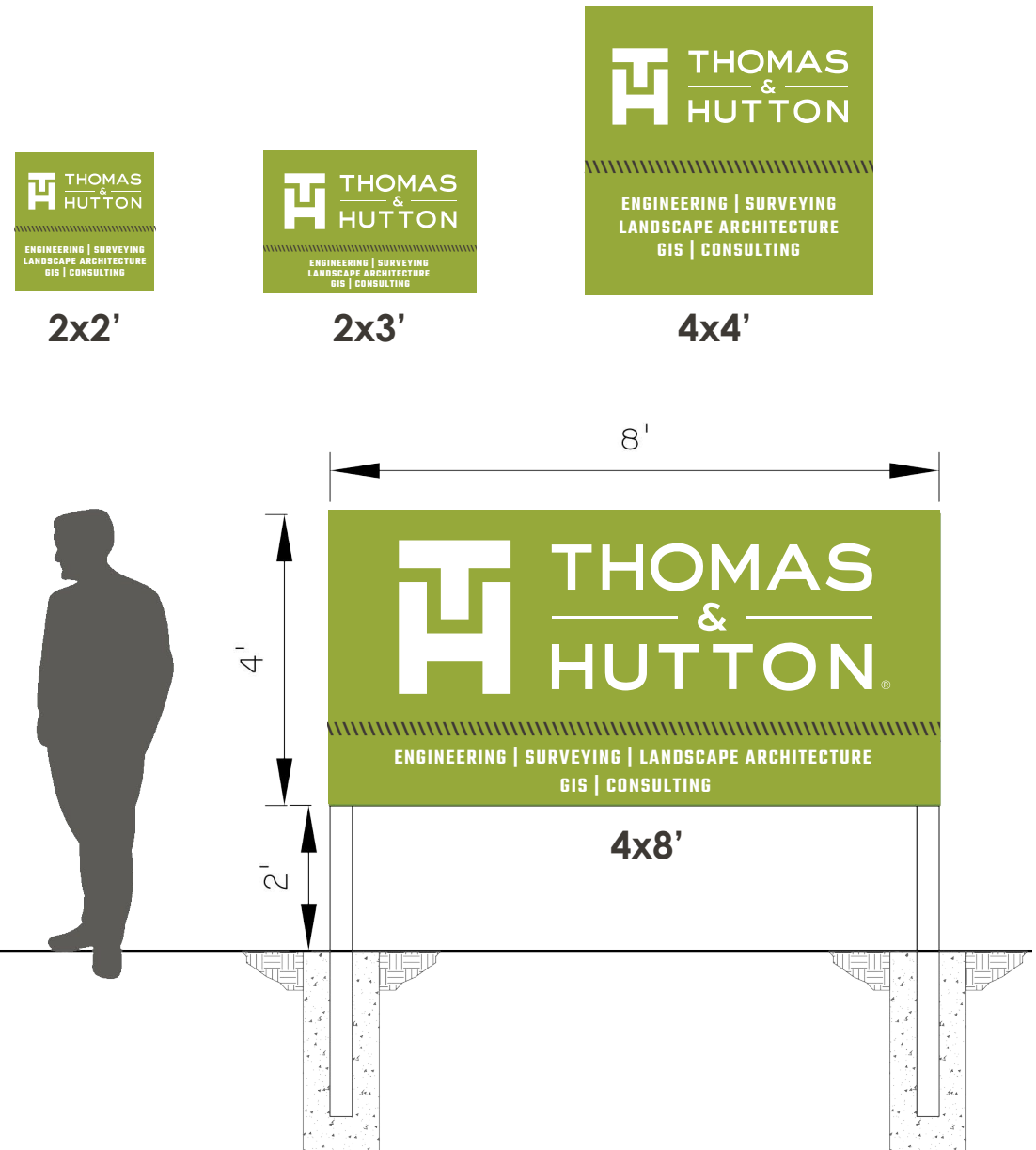
Site signage plays a crucial role in establishing our brand's presence at physical locations.

Ensure all signs use our brand colors, logo, and typography consistently. The design should be clear, professional, and easily readable from a distance.

Refer to the provided templates for specific sizes to ensure a cohesive and effective representation of our brand at all locations.

*\*Contact field representative for installation.*

BRAND GUIDELINES  
**COLLATERAL**





# 06.

## Site Signage

### Color & Material Options

Refer to the provided templates for specific color combinations to ensure a cohesive and effective representation of our brand at all locations.

Color choice is dependent on the contrast between the primary sign color and the colors of the site behind where the sign is placed, (i.e., green sign in front of a cleared site, white in front of a wooded site.)

#### **Materials:**

- Dibond (aluminum composite material)
- MDO sign board (medium density overlay plywood)
- Mesh banner (for use on site fencing)

\*Contact field representative for installation.

BRAND GUIDELINES  
COLLATERAL

#### Green



*Hardback sign - good example*



*Hardback sign - poor example*



#### White



*Mesh banner - good example*



*Mesh banner - poor example*



**WE ARE**  
**STORYTELLERS**  
**INNOVATORS**  
**ARTISTS**  
**VISIONARIES**  
**EXPLORERS**  
**PROBLEM SOLVERS.**

