# ICRF BRAND STANDARDS

The Indiana Construction Roundtable Foundation addresses workforce shortages by providing entry-level construction training, assisting K-12 schools with classroom materials, and promoting careers in construction.

## OUR MISSION

The Mission of Indiana Construction Roundtable Foundation is to inform, encourage and empower individuals to pursue a career in the construction industry, leading to a more sustainable workforce.

## OUR VISION

Every Hoosier will have the knowledge and ability to access and develop a career in the construction industry and related fields.

## OUR VALUES

**Safety:** An educated and equipped workforce is a safer workforce.

**Quality**: A well-trained workforce leads to a higher quality of construction and a more sustainable workforce.

**Education:** All Hoosiers are aware of the opportunities that exist in the construction industry.

**Impact:** A commitment to making a difference for all who participate in our programs.

**Innovation:** Embracing technological innovation within the construction industry leads to improved quality and increased productivity.

**Indiana Construction Roundtable Foundation**
86510 Telecom Dr, Ste 200
Indianapolis, IN 46268

www.indianaconstructionfoundation.org

## PRIMARY COLORS

**ICRF Blue**
**Hex Code:** #14105e
**RGB:** R:20 G:16 B:94
**YMCK:** C:79 M:83 Y:0 K:63

**ICRF Yellow**
**Hex Code:** #fed609
**RGB:** R:254 G:214 B:9
**YMCK:** C:0M:16 Y:96 K:0

## SECONDARY COLORS

**Mid-Blue**

| Hex Code: | RGB: | YMCK: |
|---|---|---|
| #25498f | R:37 G:73 B:143 | C:74 M:49 Y:0 K:44 |

**Light Blue**

| Hex Code: | RGB: | YMCK: |
|---|---|---|
| #00afef | R:0 G:175 B:239 | C:100 M:27 Y:0 K:6 |

**Background Gray**

| Hex Code: | RGB: | YMCK: |
|---|---|---|
| # ececec | R:236 G:236 B:236 | C:0 M:0 Y:0 K:7 |

## AFFILIATE PROGRAMS COLORS

**Build Your Future Indiana:** K-12 students to learn about the construction field and start a path to the construction field.

**BYF Red**

| Hex Code: | RGB: | YMCK: |
|---|---|---|
| #e51b24 | R:90 G:11 B:14 | C:0 M:88 Y:84 K:10 |

**Indiana Career Apprenticeship Pathways:** designed to offer real career pathways that bridge classroom learning and in-demand jobs

**INCAP/ Cobalt Blue**

| Hex Code: | RGB: | YMCK: |
|---|---|---|
| #0047bb | R:0 G:71 B:187 | C:100 M:62 Y:0 K:27 |

**BY Training Programs:** 18+ job seekers looking for training and pathways to construction jobs.

**BY Blue/ ICRF Blue**

| Hex Code: | RGB: | YMCK: |
|---|---|---|
| #14105e | R:20 G:16 B:94 | C:79 M:83 Y:0 K:63 |

**America's Construction Talent Network:** National expanstion of construction workforce development.

**ACTN Blue/ ICRF Blue**

| Hex Code: | RGB: | YMCK: |
|---|---|---|
| #14105e | R:20 G:16 B:94 | C:79 M:83 Y:0 K:63 |

**ACTN Yellow/ ICRF Yellow**

| Hex Code: | RGB: | YMCK: |
|---|---|---|
| #fed609 | R:254 G:214 B:9 | C:0 M:16 Y:96 K:0 |

# TYPOGRAPHY

**HEADLINE**

**AcuminPro Condensed Black**

**abcdefghijklmnopqrstuvwxyz**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

***Variation: Open Sans Condensed***

BODY

Myriad Pro Condensed Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

# LOGOS

## ICRF LOGOS

## BY PROGRAM LOGOS *Available in reversed (white)

BY TRAINING PROGRAMS
Hosted by Indiana Construction Roundtable Foundation

BY PLUS

BY ROADS

BY BOOTCAMP

## BY SPECIFIC GUIDELINES

Do not pair the BY logos with ICRF Yellow in the regular or reverse format.

Do not pair the BY logos with BYF Red in the regular or reverse format.

## BYF PROGRAM LOGOS

BUILD YOUR FUTURE INDIANA

BUILD YOUR FUTURE INDIANA

BUILD YOUR FUTURE

## ACTN PROGRAM LOGOS

ACTN
AMERICA'S CONSTRUCTION TALENT NETWORK

ACTN
AMERICA'S CONSTRUCTION TALENT NETWORK

## INCAP PROGRAM LOGOS

INCAP
INDIANA CAREER APPRENTICESHIP PATHWAY

INCAP

When co-branding, use logos like so

INCAP
INDIANA CAREER APPRENTICESHIP PATHWAY