

Gold Shovel Standard Emblem Usage Guidelines



Gold Shovel Emblem Guidelines and Requirements

After a contractor has undergone the vetting process and has received permission to display the Gold Shovel emblem, there are some standard guidelines for using the mark to preserve its meaning and integrity. The emblem is valuable to the participants who have undergone this rigorous evaluation process only if it is used appropriately and professionally.

Use of the Gold Shovel emblem will be permitted in qualifying contractors' marketing efforts, identity and signage, subject to each contractor's compliance with the usage guidelines outlined on page 7.



The Gold Shovel Standard Emblem may only be used with permission of Gold Shovel Standard.

Signature Color: The Gold Shovel Standard Emblem files are provided in CMYK color (cyan, magenta, yellow, and black) for 4-color print reproduction/general use.

For one-color use/printing, the logos are provided in PMS 130 and Black.

Do not use the emblem in any other color than specified unless prior permission is obtained from Gold Shovel Standard.

Gold Shovel Standard Emblem:



4-color (CMYK)



1-color Black



1-color PMS 130C

Emblem Variations:

Gold Shovel Standard Emblem +
Gold Shovel Standard Certified Emblem

Gold Shovel Standard Certified Emblem:



4-color (CMYK)



1-color Black



1-color PMS 130C

Please Note:

This emblem may NOT be "locked up" with other company logos.

There should be clear separation between the emblem and any other logo. Preferred placement is upper right of layouts. Please send to legal@goldshovelstandard.com for approval.

Minimum Reproduction Size:

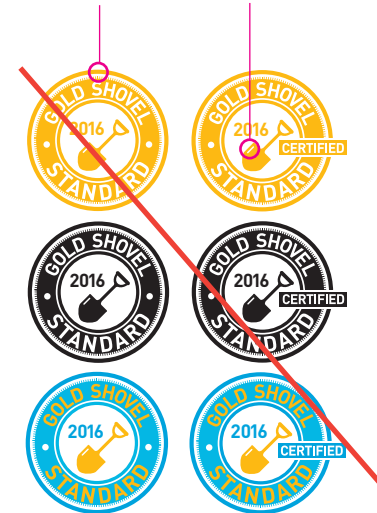
For best reproduction results, the Gold Shovel Standard Emblem files **should not be scaled smaller than 1-inch in diameter.**

Suggested Minimum Size:



Smaller than Minimum Size:

Although the text in the emblem will be readable, some of the decorative emblem elements will lose distinction (the teeth and shovel highlight).



Do not change or modify the approved emblem artwork.

Improper usage:

- A. Do not alter the scale relationship between any of the emblem elements. It is fixed.
- B. Do not stretch or skew the emblem.
- C. Never change the emblem colors.
- D. Do not rotate the emblem.

Improper emblem examples:

A.



**GOLD SHOVEL
STANDARD**



C.



D.



E.



File nomenclature:

To distinguish between file versions, please see naming for each version (at right).

File formats:

Use **.eps** files for printing: provided in CMYK, PMS and black.

Use **.jpg** files for digital and general internal file purposes.

Gold Shovel Standard Emblem Names:



goldshovel.CMYK.eps
goldshovel.CMYK.jpg



goldshovel.BK.eps
goldshovel.BK.jpg



goldshovel.PMS.eps
goldshovel.orange.jpg

Gold Shovel Standard Certified Emblem Names:



goldshovel.Cert.CMYK.eps
goldshovel.Cert.CMYK.jpg



goldshovel.Cert.BK.eps
goldshovel.Cert.BK.jpg



goldshovel.Cert.PMS.eps
goldshovel.Cert.orange.jpg

Contractor Marketing Materials

Materials must be branded as those of the developer. The contractor's name and logo should be displayed at the top of each page or marketing item, and be more prominent (larger and higher on the page) than the Gold Shovel emblem. (see example below)



Gold Shovel will distribute the emblem on an annual basis following the recertification process for each contractor.

If you have a question about whether use is appropriate, please contact XXXXXXXX at legal@goldshovelstandard.com.

Appropriate use of the Gold Shovel emblem:

- Business cards
- Company letterhead (not individual letterhead)
- Brochures and/or fact sheets
- Direct mail (but not personal mail from individuals)
- Email templates
- Temporary signage (as for jobsites and events)
- Removable helmet stickers
- Contractor websites

Inappropriate use:

Clothing, decals applied to vehicles, contracts, identification badges, promotional giveaway items.

Accompanying text:

Contractors may use the text below on websites, brochures, etc. if they would like to include a brief explanation of the emblem's meaning. For digital communications, they may also link to goldshovelstandard.com.

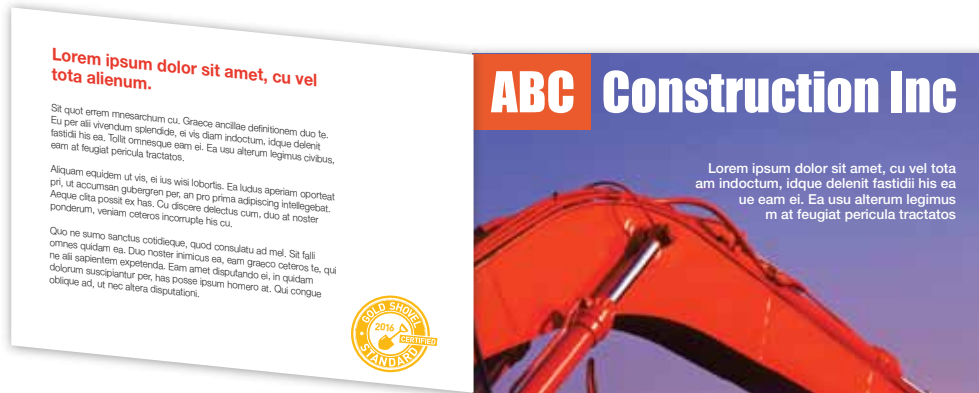
The Gold Shovel Standard is a first-of-its kind excavation safety program designed to reduce dig-ins and protect the underground gas and electric system. With safety as its highest priority, the Gold Shovel Standard Certification process was developed to ensure that hired contractors are vetted annually and adhere to the safest excavation standards. For more information, visit goldshovelstandard.com.

IMPORTANT:

Upon expiration or termination of the contractor's Gold Shovel certification, all rights to use the emblem are also terminated to preserve the integrity of the mark. Materials utilizing the emblem should be destroyed and a written notification confirming this has been done should be sent to legal@goldshovelstandard.com.

Contractor Marketing Materials Examples

Shown are examples of how the Gold Shovel emblem may be applied to contractor collateral



Mailer



Jobsite Signage



Website



Business Card