

# BRAND MANUAL VERSION 1.0



## Logo

The Quanta logo is the most significant feature of the Quanta Services identity and should be used on all aspects of branded communication to provide both legal trademark and guarantee of quality. Due to the complexity of our primary logo, we have a simplified logo (flat logo alternate) that is available for use when necessary. This logo should be used sparingly and only when circumstances require less detail such as embroidery or engraving.

### 3D PRIMARY LOGO



### FLAT LOGO ALTERNATE



### MISUSES



## Primary Palette

HEX #cd0a1b CMYK 13, 100, 100, 4 RGB 205, 10, 27 Pantone 1795 C	HEX #221ff CMYK 70, 67, 65, 74 RGB 34, 31, 31 Pantone Neutral Black C	HEX #f0941c CMYK 3, 49, 100, 0 RGB 240, 148, 28 Pantone 7564 C

## Secondary Palette

HEX #ff353c CMYK 0, 91, 76, 0 RGB 255, 53, 60 Pantone 1788 C	HEX #dad9d7 CMYK 13, 10, 12, 0 RGB 218, 217, 215 Pantone Cool Gray 1 C	HEX #f5c773 CMYK 3, 22, 64, 0 RGB 245, 199, 115 Pantone 1345 C
HEX #a3171c CMYK 24, 100, 100, 19 RGB 126, 23, 28 Pantone 7621 C	HEX #838383 CMYK 51, 42, 42, 6 RGB 131, 131, 131 Pantone Cool Gray 8 C	HEX #bb7300 CMYK 23, 58, 100, 7 RGB 187, 115, 0 Pantone 139 C

## Typography

We have selected Proxima Nova, which helps inject energy and stability into the entire Quanta communications, as the primary typeface.

When Proxima Nova is not available for use, default to the type family Helvetica as an alternative. When Helvetica is not available, use Arial.

### PROXIMA NOVA FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789!@#\$%&

### MEDIUM / ITALIC

Aa Bb Cc  
*Aa Bb Cc*

### BOLD / ITALIC

**Aa Bb Cc**  
***Aa Bb Cc***

### EXTRABOLD / ITALIC

**Aa Bb Cc**  
***Aa Bb Cc***

## Type Structure

**A: SUB-HEADING**  
 Proxima Nova Extrabold  
 All Caps  
 200 Tracking

**B: HEADING 1**  
 Proxima Nova Extrabold  
 All Caps

**C: INTRO BLURB**  
 Proxima Nova Bold  
 Sentence Case

**D: BODY**  
 Proxima Nova Regular

**E: HEADING 2**  
 Proxima Nova Bold  
 Title Case

**F: HEADING 3**  
 Proxima Nova Extrabold  
 All Caps  
 200 Tracking

### A OPERATIONAL STRATEGY

**A UNIQUE STRUCTURE**

Quanta's unique structure has allowed for our customers to rely on Operating Units they know and trust, but has given them the strength of being backed by a Fortune 500 company.

Our Operating Units are often family run businesses that have decades of experience. When they join our family, they have access to resources and tools to perform larger and more complicated projects in a safe manner.

### E Regional Structure

Quanta is the largest specialty contractor in North America and in order to assist customers with communication and ease of access, the leadership team has created a regional structure.

### F GROWTH

In order to stay the solution to energy infrastructure problems, Quanta researches and seizes opportunities to break into emerging markets.