

BRAND MANUAL

THE EXPERTISE TO
DELIVER RESULTS.
THE PROCESS
TO MAKE THEM
EXTRAORDINARY.

2023



ONE **VERBAL**

- POSITIONING
- FRAMEWORK
- AUDIENCES
- WHO IS SKENDER
- WHY SKENDER
- SAMPLE LANGUAGE

TWO **VISUAL**
THEMES

- LOGO
- COLOR
- TYPOGRAPHY
- THE GRID
- ICONOGRAPHY
- PHOTOGRAPHY

THREE **IN USE**

- CORPORATE
- FIELD

POSITIONING

THE PREMIER CONSTRUCTION
EXPERIENCE, GUIDED BY
EFFICIENCY, ANCHORED BY
VALUE, DRIVEN BY RESULTS.

FRAMEWORK

CLIENT-CENTRIC

With a thoughtful approach refined over six decades, Skender partners with its clients to fully understand your needs and intentions. Our teams create the premier building experience by uniting around common goals—generating energy and engagement.

By pulling together, we accomplish big things.

PROCESS-DRIVEN

Skender is a process-driven contractor. Our value-optimized approach to building combines Lean best practices with tailored offerings, allowing us to deliver a refreshingly worry-free construction experience.

A proven path to increased quality and improved ROI, Skender’s processes are more efficient, sustainable and reliable.

HIGH-PERFORMING

Skender’s construction is unrivaled because we set the bar for client value higher. We bring infectious energy, built-in efficiencies, innovative ideas and products, a proven process, and positive attitudes to every project. Plus, our blended approach to safety, production and quality optimizes timelines, reduces costs and enhances long-term building performance.

VERSATILE

Skender is a dynamic building contractor with expansive knowledge in all construction types, at any scale. We deliver turnkey project solutions across all major industry sectors with maximum efficiency.

We know that building is about more than plans and schematics. It’s about realizing a vision. And at Skender, that means approaching every engagement as a passion project. We want you to feel inspired throughout the construction journey and thrilled by the results. So we always match our focus on Lean process with an energetic spirit.



TRUE PARTNER

Shoulder to shoulder, we stand with each other in the face of any obstacle because when one succeeds, we all succeed.

Forging true partnerships built on a foundation of respect, clear communication and open-mindedness cultivates an environment that encourages individuality, creative thinking and the sharing of ideas.

It's smart. It's Lean. It's just another way we're delivering the premier construction experience.

REFRESHING

We believe in accountability and humbly share our experiences and mistakes—continually improving, learning and growing together.

Everyone, no matter their role, is treated with respect. Skender values the ideas and opinions of each employee and gives those voices an opportunity to be heard through numerous means, such as Lean Coffee. We've implemented many innovative solutions from employees that have propelled Skender forward.

There's no voice too small to be heard.

PROACTIVE

Being proactive means caring about what you do and going above and beyond. We're hungry for ways to improve the company, our work and invest in ourselves.

We take ownership of the building journey and ensure that no stone goes unturned when it comes to our shared success. After all, it's smarter to measure twice and cut once.

At Skender, we have the foresight to begin with the end in mind, which helps us anticipate issues and achieve the best results.

AUDIENCES

DEVELOPERS (CUSTOMERS)

Developers make money by building assets that they will either own themselves or sell to others. This means that every dollar of additional cost directly reduces their profit and every day a project is delayed is a day of lost revenue. That being said, quality is still very important, primarily with respect to how it will enable the developer to lease or sell the asset. When engaging developers, we should emphasize our expertise in preconstruction and project planning. This expertise provides the developer with a degree of up-front certainty with respect to cost and schedule, and enables us to complete projects with the allotted cost and schedule more consistently than any of our competitors.

Skender's developer clients have said Skender performs well under extremely challenging and stressful conditions, and that we are more thorough, asking more questions than other GCs. (Empathy & Process)

OWNERS/END-USERS/OWNER'S REPS (CUSTOMERS)

End-users (for example a corporation that wants to build a new headquarters or a hospital that wants to build a new MOB) generally identify individuals within their organization to manage real estate and/or construction-related activities either directly or through an owner's representative. These individuals are incentivized to create a workspace or facility that is viewed as meeting the needs of the organization at a specific time and for an allocated budget. As such, quality is very important. This is one of the major factors through which the broader organization will judge the value of the asset. Schedule is also important because in many cases end-users construct assets in order to achieve time-sensitive business objectives. While cost control is always important, it may be viewed as slightly less critical for end-users than it is for developers simply because, unlike developers, end-users often hold assets for longer periods of time and the profitability of their businesses does not rely solely on the value of the assets themselves. For this reason, quality and schedule are key priorities for end-user clients and we should try to emphasize the experience and operational expertise that allows us to deliver top quality projects within the agreed-upon schedule.

Skender end-user customers praise our communication,

organization and creative solutions. They appreciate our attention to detail, network of quality subcontractors, responsiveness, reliability, professionalism, budget sensitivity, efficiency, availability, sophistication, dedication and high energy, as well as our understanding of the clients' business and attention to their specific needs—such as infection control and life safety systems of working in an operating hospital. (Empathy, Quality, Value, Versatility, Efficiency)

ARCHITECTS (INFLUENCERS)

Architects are typically and ideally incentivized to align with the objectives of whichever client type they are serving. Architects rely on the aesthetic and functional outcomes of their past projects to market themselves to new clients. Thus, they are highly focused on overall project quality. That being said, architects must also adhere to cost and schedule parameters in order to maximize value to their clients. They value a knowledgeable partner, collaboration, and communication. In approaching architects, we typically emphasize the expertise and experience that enables us to consistently deliver high-quality projects within the architect's respective sector. But partnering, teamwork and communication should not be overlooked either. As fellow service providers, architects are also continually in pursuit of prospective clients in a similar manner to that of Skender.

Skender's architect clients have raved about our processes and tools for preconstruction and project management. They value our accurate budgets and ability to anticipate costs to deliver a realistic budget. (Quality & Value)

BROKERS (INFLUENCERS)

Brokers connect buyers and sellers of real estate properties, like assets or leases. And at times, they are involved in recommending service providers like Skender to their clients. Given the nature of their role, brokers are seen as being relatively transactional in nature and are thus typically interested in providing clients with timely, cost-effective solutions. While schedule and cost are often looked upon as being critical to a successfully brokered deal, quality remains very important to brokers who hope to receive repeat business. When engaging brokers, we should try to emphasize our ability to move

quickly to deliver timely projects while working within the relevant client's budget. We are effectively reinforcing the ways in which we can use our expertise to make the broker look good in the eyes of their client. In addition, brokers get early visibility of potential real estate transactions and are thus an excellent source of intel on upcoming pursuits.

Skender's broker relationships are a great source of market intelligence on upcoming pursuits. They appreciate our communication, responsiveness and value creation as those are traits that help them look good in the eyes of their clients. (Value, Versatility & Empathy)

SUBCONTRACTORS (INFLUENCERS)

Subcontractors want to work with a general contractor that is fair and runs a smooth project. Excellent project management and job performance leads to greater productivity and thus higher profits for our subcontractors.

Skender's subcontractors, or trade partners, glow about their experience working with us, praising our fair treatment, exceptional project execution and ability to consistently perform at a high level. (Quality & Value)

EMPLOYEES

At Skender, we want our team to think big and speak freely. That's why we value every individual's. contributions, encouraging cross-team collaboration and ongoing idea sharing. We know that our outstanding construction is a direct result of the talent we hire and the environment we foster. It's dynamic, open and honest—empowering people to grow and providing them the freedom to excel. In addition to our projects and client relationships, we also build successful careers.

Skender's employees want to take care of their clients and they share a collective drive to be the best – specifically, the best at providing a unique, meaningful experience for clients and project teams. Skender has earned nearly 30 best-place-to-work awards by investing in people, providing opportunities and caring.



WHO IS SKENDER?

IF OUR COMPANY WAS A PERSON, HOW WOULD YOU DESCRIBE THEM?

Efficient
True Partner
Proactive
Affordable
Smart
Client-centric
Reliable
Refreshing
Versatile
High-performing
Innovative

THE SKENDER ADVANTAGE

PEOPLE/CULTURE

Our people power our process. Built on relationships and effective communication, we carefully hire and develop the industry's top talent. More than two dozen Best-Place-to-Work awards don't lie.

THE JOURNEY

Our customers repeatedly rave about the way we work and the overall construction experience: refreshing, proactive, collaborative, high-performing, transparent. A worry-free experience guided by efficiency, anchored by value, driven by results.

CLIENT-CENTRIC SOLUTIONS

We pride ourselves on partnering, anticipating your needs and fully understanding your goals. This allows us to respond with speed and agility and deliver extraordinary results.

VALUE-OPTIMIZED PROCESS

We pioneered the Lean construction movement and have infused our processes with its principles, enhancing

efficiencies, eliminating waste and optimizing value. We don't just do Lean. We are Lean.

ATTENTION TO QUALITY, SAFETY

We believe Skender's construction is absolutely unrivaled and set the bar for client value higher than any of our competitors. Our proven approach blends safety, production and quality. The result: Improved timelines, lower costs and enhanced long-term building performance.

DYNAMIC, TURNKEY CAPABILITIES

Skender brings an impressive depth and breadth of knowledge in all types of construction, at any scale. This allows us to deliver turnkey project solutions across all major industry sectors with both ease and maximum efficiency.

TECH-INFUSED PRODUCTIVITY, COLLABORATION

Quality is more than a result, it's also a process. Enabled by our data-driven technologies and construction software, we collaborate better and deliver greater efficiencies. Local or remote, the experience is the same.

tone of voice

Approachable, friendly, business casual
Credible, smart, sophisticated, experts
Humble, respectful, collaborative
Driven, energetic, engaging
Authentic, helpful, insightful
Empathetic, understanding, caring

SAMPLE LANGUAGE

How would this message translate into headlines for social media and marketing collateral?

- + Skender doesn't just do Lean. We are Lean.
- + The expertise to deliver results. The process to make them extraordinary.
- + Building lasting relationships. Bringing visions to life.
- + Construction is an exciting journey. Start yours with Skender today.
- + Collaboration builds relationships and drives progress.
- + The premier building experience. Maximum value.

- + The premier building collaboration, guided by efficiency.
- + Uncommonly excellent client service.
- + The Skender way is dynamic. What can we build together?
- + Efficiency is simple. Simple is sophisticated.
- + Building what's next. Together.
- + A groundbreaking, value-optimized process that achieves maximum results.
- + Built with steel and concrete, not shortcuts.
- + Quality begins with listening.
- + Quality is more than a result. It's a process.
- + We deliver efficiency. We build quality.
- + A reputation as solid as our buildings.
- + Listen better. Plan better. Build better.
- + Built with resilience and reliability.
- + Roll up our sleeves and lead by example.
- + Built on collaboration, driven by results.
- + Build without limits.
- + Our people power our process.
- + An inspiring collaboration builds unforgettable results.
- + Great partnerships = great spaces!



ONE **VERBAL**

- POSITIONING
- FRAMEWORK
- AUDIENCES
- WHO IS SKENDER
- WHY SKENDER
- SAMPLE LANGUAGE

TWO **VISUAL**
THEMES

- LOGO
- COLOR
- TYPOGRAPHY
- THE GRID
- ICONOGRAPHY
- PHOTOGRAPHY

THREE **IN USE**

- CORPORATE
- FIELD



SKENDER LOGO

LOGO OVERVIEW

The Skender logo is the core element of the branding system. The logo consists of two parts: a stylized S icon and the name Skender typeset as a wordmark to the right of the icon. The preferred logo, as shown below, should be used in as many applications as possible.



S ICON

WORDMARK

ALTERNATE

In certain situations, a stacked version of the Skender logo can be implemented. The stacked version should only appear in one color, as shown at right. Approved color versions of the mark are Skender Red, White, and Black.



STACKED VERSION ONE

STACKED VERSION TWO

S ICON

The S icon may be separated from the logo and used as a standalone graphic device throughout branded collateral.

The icon can be used in three ways:

- A.** In conjunction with the gradient or solid color
- B.** As a photographic overlay
- C.** As a cropped element to add a unique twist to layouts



A

B

B



LOGO COLOR

Using the Skender logo consistently will help build brand strength. In as many instances as possible, the Skender logo should appear in Skender Red.

Alternate color versions [at right] can be used when necessary. In all applications of the Skender logo, it is crucial that the logo maintains enough contrast with any given background to be easily readable.

Specifications are provided within this guide for reproduction of CMYK process color, spot colors, hexadecimal values, and RGB values.

PREFERRED COLOR USE



ALTERNATE COLOR USE



FLAT LOGO

Only in specific reproduction situations [e.g., embroidered clothing, etched glass] where preferred color uses are unavailable, the Skender flat logo may be used in either solid (100%) Skender Red, solid White, or solid Black.



CLEAR SPACE

Clear space should always be carefully maintained around the Skender logo, as it prevents other elements from interfering with or distracting from the mark itself.

The minimum amount of clear space is always equal to the height of the logo.

Always keep clear space at the top, bottom, right, and left of the logo. Proper use of clear space around the logo helps to protect its integrity.



SIZING

Proper sizing is also essential in protecting the integrity of the logo.

Minimum size guidelines have been established to ensure that the logo remains legible in all applications.

When using the logo at small sizes, please be sure to consider the fidelity of the production method so that the logo maintains its readability.

Although maximum size guidelines have not been specified, it's important to note that a proper balance should always be struck between the logo and the surface on which it sits.





COLOR

Color is an integral part of the Skender brand. It adds depth to a composition while affording flexibility and points of dynamic interest. The primary colors include Skender Red and Black, and the secondary palette includes Brick, Boulder, and Concrete.

PALETTE

Consistent use of the approved Skender color palette is crucial to maintain brand integrity. At right are color values and specifications for Skender’s primary and secondary color palette. Please follow these to ensure that your use of color is consistent across all branded collateral.

PRIMARY COLOR SYSTEM

SKENDER RED



CMYK 0 / 100 / 90 / 0 RGB 255 / 25 / 45
PANTONE PMS 032 HTML #FF192

BLACK



CMYK 0 / 0 / 0 / 0 RGB 0 / 0 / 0
PANTONE PMS BLACK HTML #000000

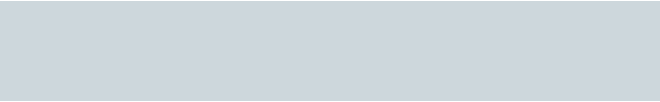
SECONDARY COLOR SYSTEM

BOULDER



CMYK 10 / 0 / 0 / 55 RGB 125 / 145 / 155
PANTONE PMS 430 HTML #7D919B

CONCRETE



CMYK 2 / 0 / 0 / 18 RGB 205 / 215 / 220
PANTONE PMS 427 HTML #CDD7DC

BRICK



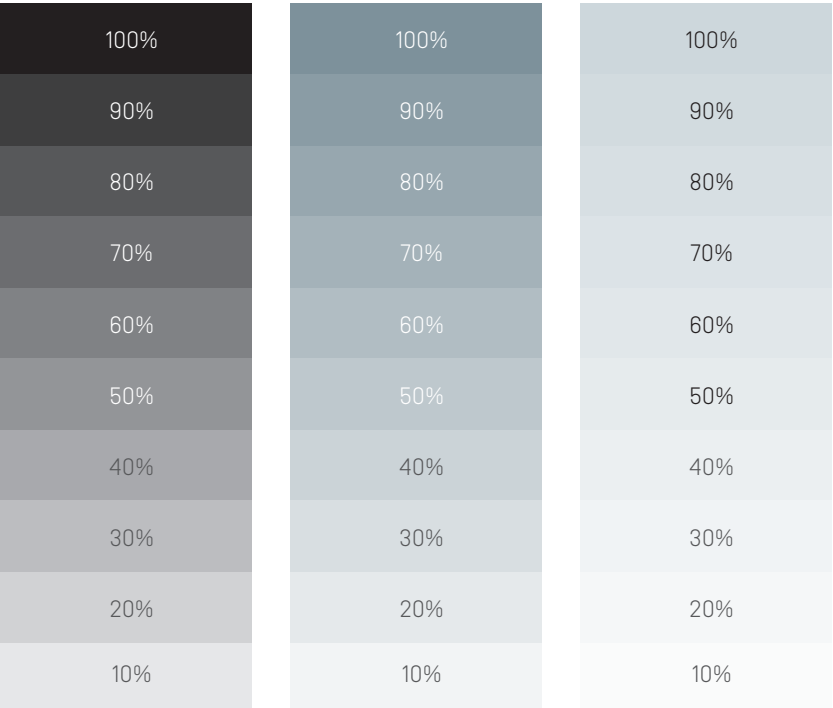
CMYK 0 / 100 / 90 / 40 RGB 160 / 20 / 40
PANTONE PMS 1807 HTML #A01428



TINTS

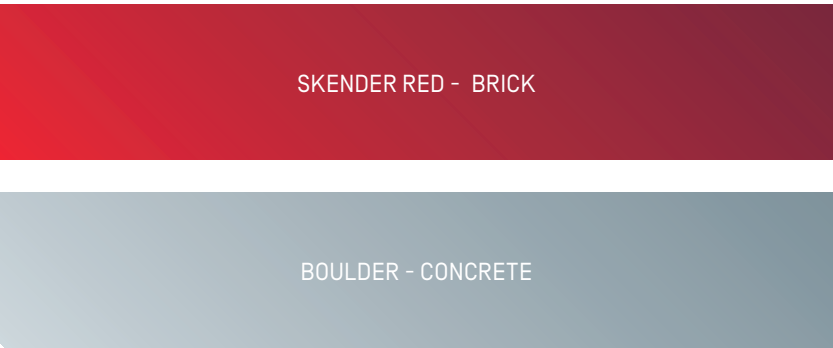
Tints create lighter versions of a color by adding white, which in turn allows us to expand upon the original Skender palette. Tints should be used judiciously in situations that require a more subtle color change or need additional colors than those already provided in the Skender Palette.

A tint can be implemented using Black, Boulder or Concrete. Please note that Skender Red cannot be used to create tints.



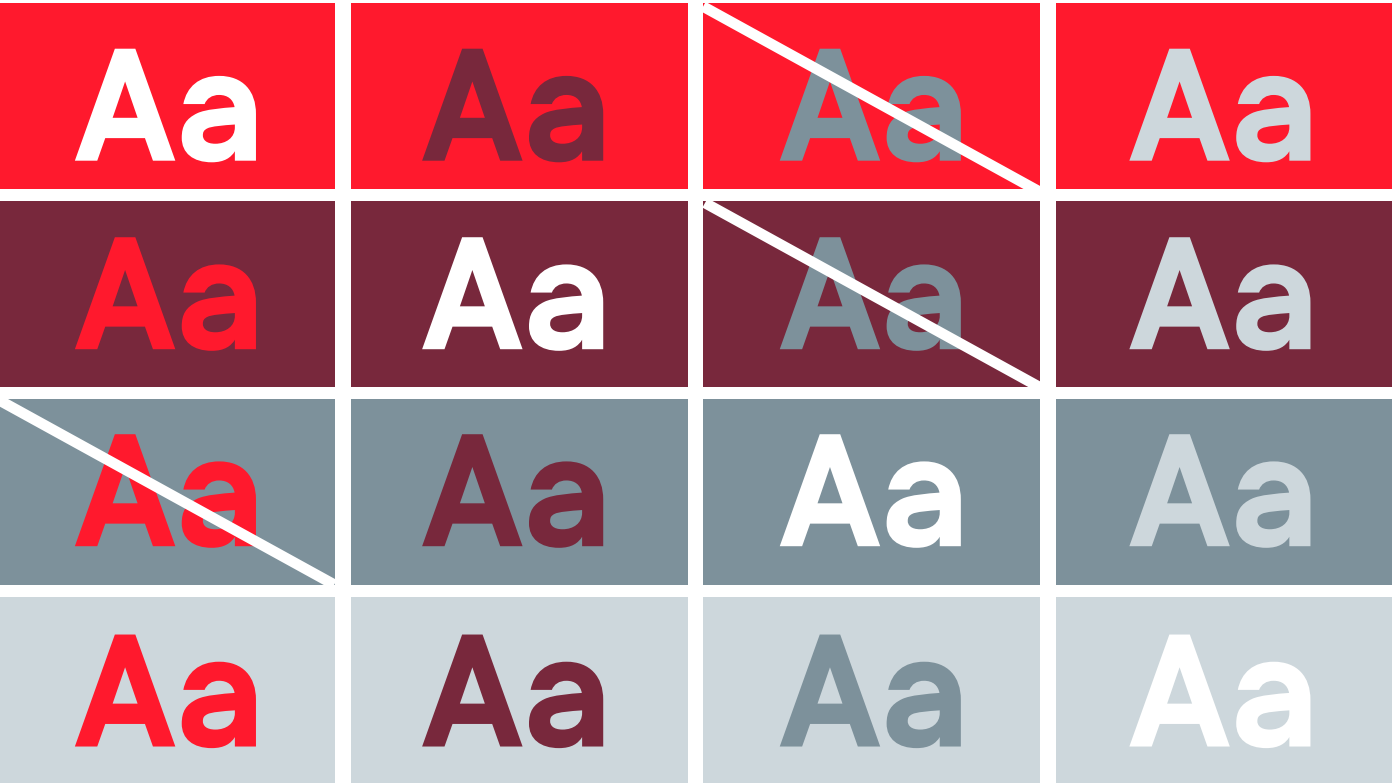
GRADIENTS

There is two approved Skender gradients. These gradients can be used throughout brand collateral to create dynamic compositions. The Skender gradient always goes from either Skender Red to Brick, or from Concrete to Boulder, and it should always be set at a 45° angle.



PAIRING

The diverse Skender palette allows for a variety of dynamic color pairings. Below are recommendations for color pairings, as well as pairs that are not approved for use. Please note, the color pairings not approved for use include Skender Red on Boulder, Boulder on Skender Red, Brick on Boulder, and Boulder on Brick.



BALANCE

Consistent balance of color is essential to maintaining the Skender brand. The chart below depicts the approximate proportions at which the brand colors should appear across brand materials. Examples of this color balance across our corporate materials can be viewed in the In Use section.





TYPOGRAPHY

Typography is the backbone of the Skender Brand and remains a crucial part of brand recognition. Simplon Norm is the selected typeface for Skender, because of its clean, constructed appearance resulting from a modernist take on Swiss design.

PRIMARY TYPEFACE

Simplon

Simplon Norm is a static grotesque Swiss typeface. It is Skender's primary typeface and should be implemented throughout all branded collateral. The Simplon Norm family is a robust one, with numerous weights, styles, and characters. This makes it suitable for a variety of uses and applications across all of the necessary marketing channels.

AaBb

AaBbCcDd EeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz

0123456789

{ \$ # & ! + ; % @ * }



PRIMARY TYPEFACE WEIGHTS

Simplon Norm is a static grotesque Swiss typeface. It is Skender’s primary typeface and should be implemented throughout all branded collateral. The Simplon Norm family is a robust one, with numerous weights, styles, and characters. This makes it suitable for a variety of uses and applications across all of the necessary marketing channels.

LITE	AaBbCcDdEeFfGgHhIiJjK LlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789 (&?!/,:;-_*)
REGULAR	AaBbCcDdEeFfGgHhIiJjK LlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789 (&?!/,:;-_*)
MEDIUM	AaBbCcDdEeFfGgHhIiJjLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789 (&?!/,:;-_*)
BOLD	AaBbCcDdEeFfGgHhIiJjK LlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789 (&?!/,:;-_*)

SETTINGS

Keeping a consistent typographic setting throughout all branding materials is crucial for readability and consistency.

Headlines may be set in Simplon Norm Bold, subheadings in Simplon Norm Light, intro copy in Simplon Norm Regular, body copy in Simplon Norm Medium, and both Caption and Sidebar copy in Simplon Norm Medium.

Corresponding examples and a high-level recommendation for point size and leading are featured on the right. For example, a designer can set a Skender headline at 40 pt type on 38.5 pt leading.

Headline Example:
Simplon Norm Bold
27pt type / 29 pt

Subhead Example:
Simplon Norm Light
27pt type / 29pt

SUBSTITUTIONS

The majority of brand applications use the primary brand typeface Simplon Norm. However, materials created for electronic distribution (e.g., emails, PowerPoint decks, Word templates, etc.) are often shared with individuals who may not have the primary brand font installed on their computers. In these cases, Arial should be used, as it is a universal font found on all devices. of the necessary marketing channels.

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz (.,:;?!@\$&*)
0123456789

REGULAR	AaBbCcDdEeFfGgHhIiJjK LlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789 (&?!/,:;-_*)
BOLD	AaBbCcDdEeFfGgHhIiJjK LlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789 (&?!/,:;-_*)
BLACK	AaBbCcDdEeFfGgHhIiJjK LlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789 (&?!/,:;-_*)

GRAPHICS

Graphic elements are an integral part of the Skender brand, as they provide structure, consistency, and added points of interest to all collateral.

THE GRID

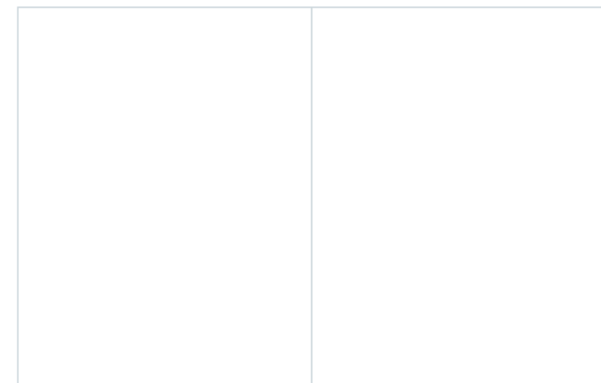
The grid is a crucial element that helps maintain the cohesive style and character of the Skender brand as it lives across various publications, advertisements, and executions of other branded materials.

Instructions for designing the grid are as follows:

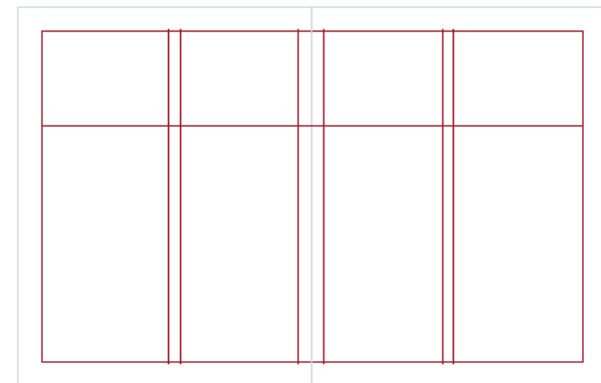
A | Starting with the overall size of the final layout, a designer should begin by analyzing the content that will need to be placed into the grid.

B | grid will then be applied to the layout— it will ultimately determine all of the margins and columns.

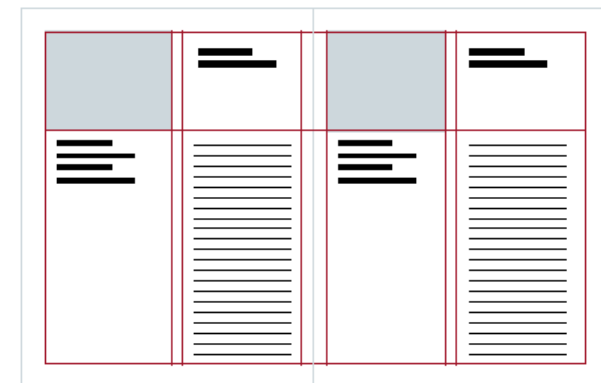
C-D | Various elements of content and imagery can now



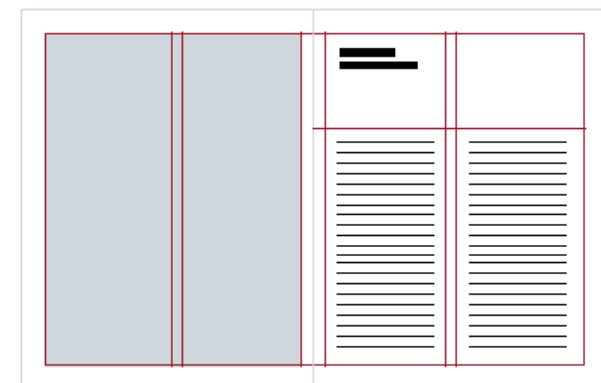
A.



B.



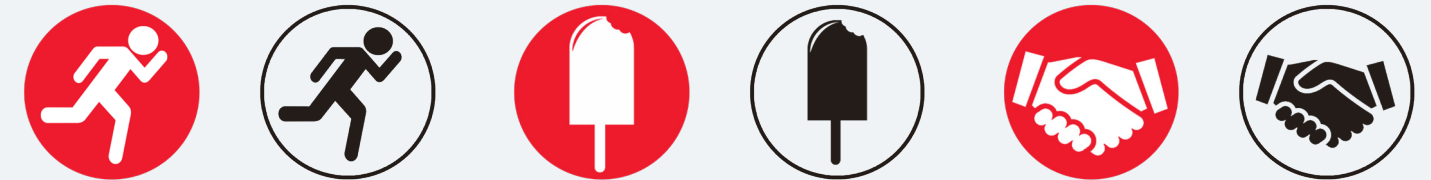
C.



D.

ICONOGRAPHY

SKENDER VALUE ICONS

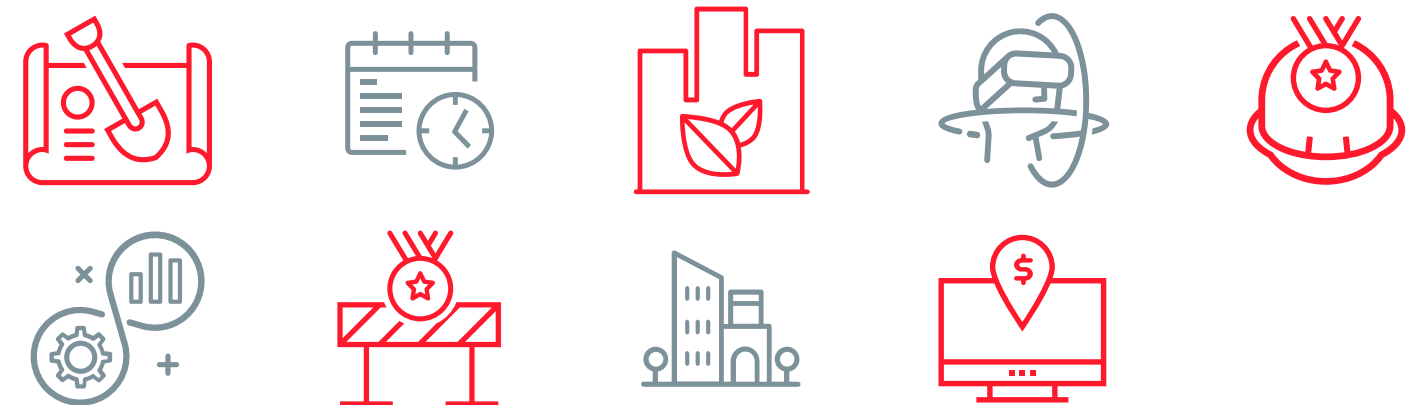


PROACTIVE

REFRESHING

TRUE PARTNER

SKENDER CAPABILITIES



SKENDER SAFETY ICONS



SOCIAL MEDIA ICONS



PHOTOGRAPHY

The imagery used by Skender should convey both the professional work Skender is known for, as well as the people creating the work.

The portfolio-driven imagery should be clean, crisp, and bright. This helps focus the attention on the high-end quality of the physical work.

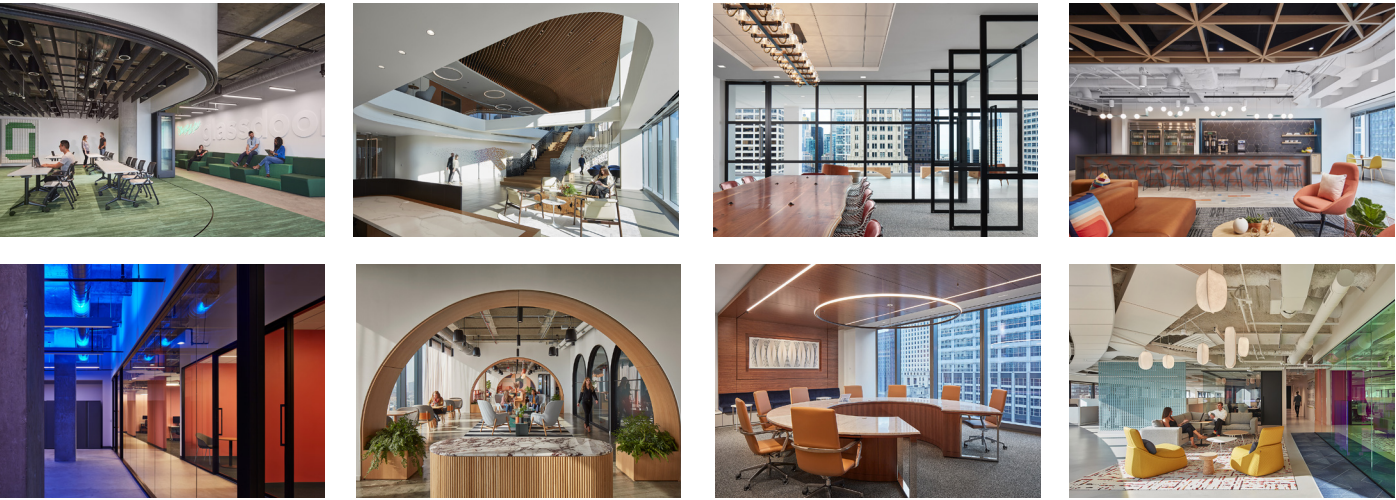
The imagery of Skender’s employees should capture the authentic spirit of the individual being photographed. Please note: when using more than one employee photo in a document, the size of each face should be equal. This helps ensure visual consistency.



EMPLOYEE PHOTOGRAPHY



INTERIOR PORTFOLIO PHOTOGRAPHY



EXTERIOR PORTFOLIO PHOTOGRAPHY





ONE VERBAL

- POSITIONING
- FRAMEWORK
- AUDIENCES
- WHO IS SKENDER
- WHY SKENDER
- SAMPLE LANGUAGE

TWO VISUAL THEMES

- LOGO
- COLOR
- TYPOGRAPHY
- THE GRID
- ICONOGRAPHY
- PHOTOGRAPHY

THREE IN USE

- CORPORATE
- FIELD



CORPORATE COLLATERAL

Skender’s corporate communications should always encompass the innovation and professionalism that Skender is known for. All collateral should take cues from the Visual section—adhering to the brand color palette, correct use of typography, graphic elements, and effectively consistent layouts.



LETTERHEAD

There is one version of the Skender letterhead, as shown to the right.

When using the letterhead, it is crucial to work within the preset margins, type size, font, and color, as they have been purposefully selected to provide a clean and uniform look. Consistent use of the stationery will allow for successful brand recognition.

Elk Grove Graphics is the preferred printer of Skender’s letterhead.

STATIONERY

BUSINESS CARDS

There is one version of the Skender business card, as shown on the left. guidlesines are as fololows:

- S Icon in Skender Red placedon the Skender Gradient
- Title should always be set in italics
- Copy set in Simplon Norm Medium 7.5 pt type / 14 pt leading
- Consistent placement of the full logo

Elk Grove Graphics is the preferred printer of Skender’s business cards.

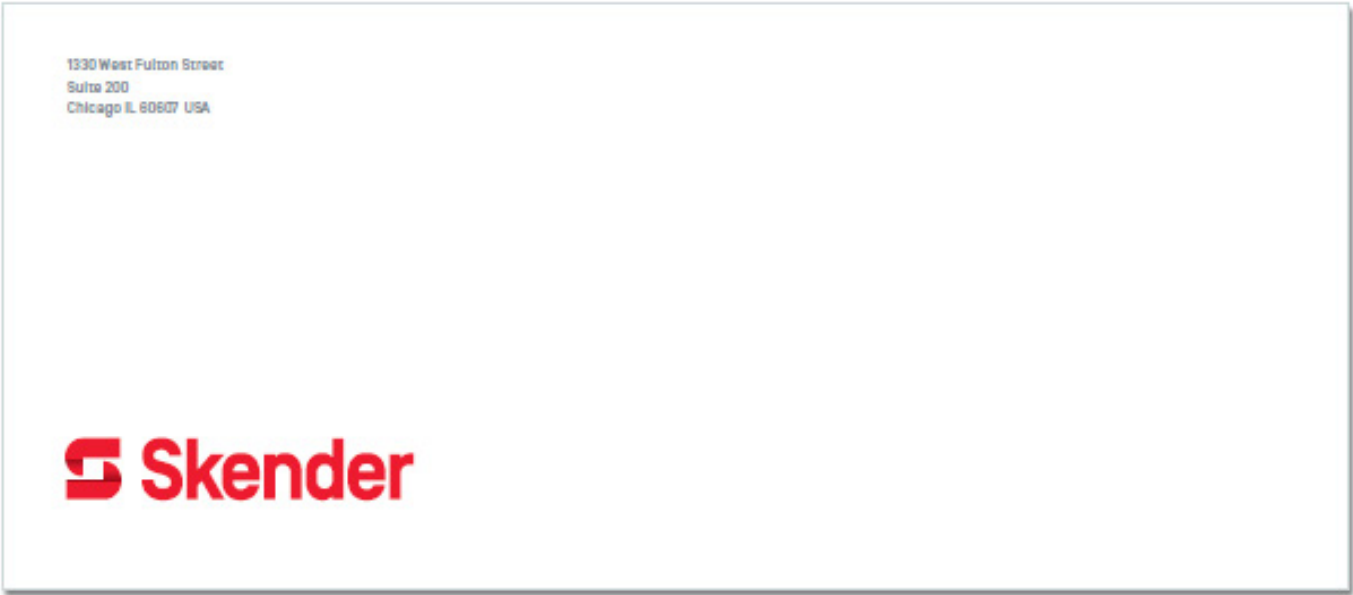




ENVELOPE

There is one approved version of the Skender envelope, as shown below. The envelope design has been set to comply with a #10 envelope.

Elk Grove Graphics is the preferred printer of Skender’s letterhead.



EMAIL SIGNATURE

The preferred Skender email signature is shown at right. This version does not contain the Skender logo, as not all email applications and platforms will support the use of an image.

The font used for the email signature should always be Arial, as it is universally available on all email applications and electronic devices.

Todd Andrlik
Vice President, Marketing
Skender

+1 312 218 6733 mobile
1330 West Fulton Street
Suite 200 Chicago IL 60607 L

skender.com

LinkedIn Twitter Facebook

ADVERTISING

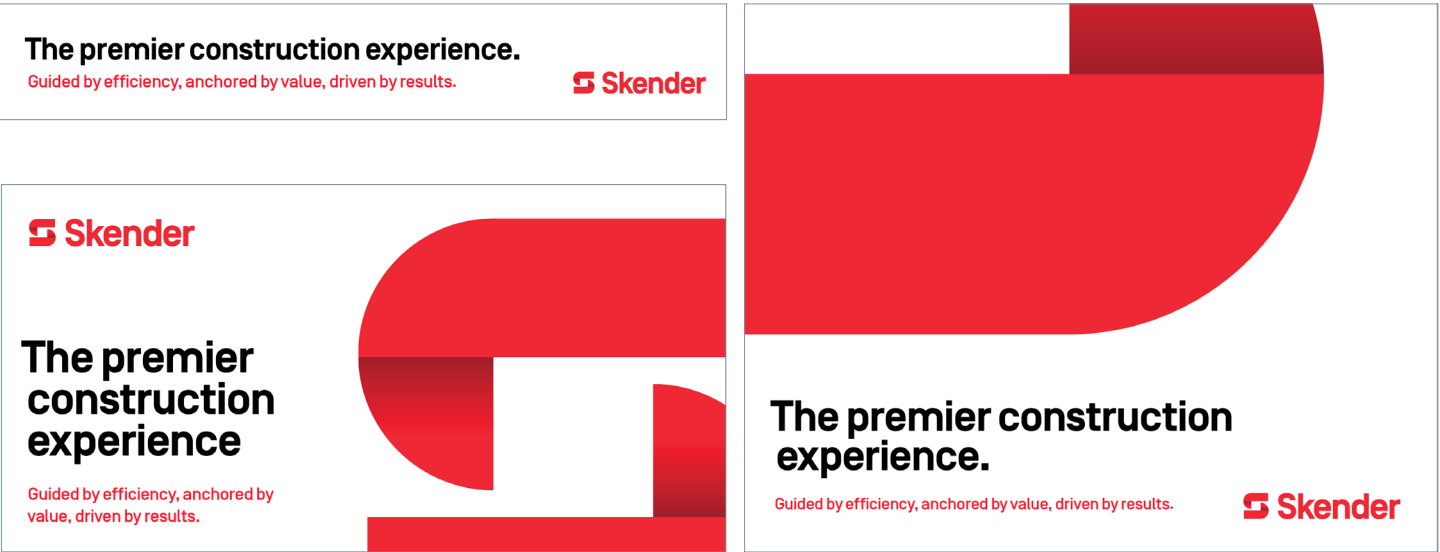
Skender’s advertisement layouts are a direct extension of the brand’s look and feel. Over time, and depending on the purpose of the ad, the layouts and content will evolve and adjust to fit the specific criteria. However, it is always important that they continue to be consistent and uphold the visual identity of Skender.

PRINT & DIGITAL

Maintaining consistency in all digital advertisement applications will help to encourage brand recognition.

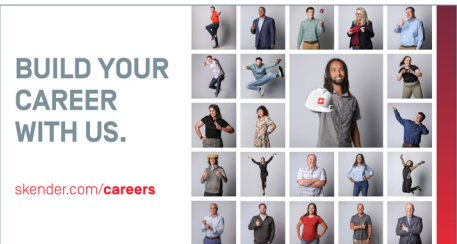
While messaging and imagery may evolve to fit the parameters of the advertising campaign, it is crucial that the logo, CTA link, and brand typography are present in all of Skender’s collateral.

- The Skender logo should always appear in full totality
- A 1 px border in black should appear on all ads with white space
- CTA links to the website are featured in Skender Red
- When cropping the S Icon, there should be a 3:1 ratio of the top:bottom



SOCIAL MEDIA EXAMPLES

RECRUITING



CULTURE



PROJECT





FIELD COLLATERAL

Skender's field communications should always encompass the innovation and professionalism that Skender is known for. All collateral should take cues from the visual section—adhering to the brand color palette, correct use of typography, graphic elements, and effectively consistent layouts.

JOBSITE BRANDING

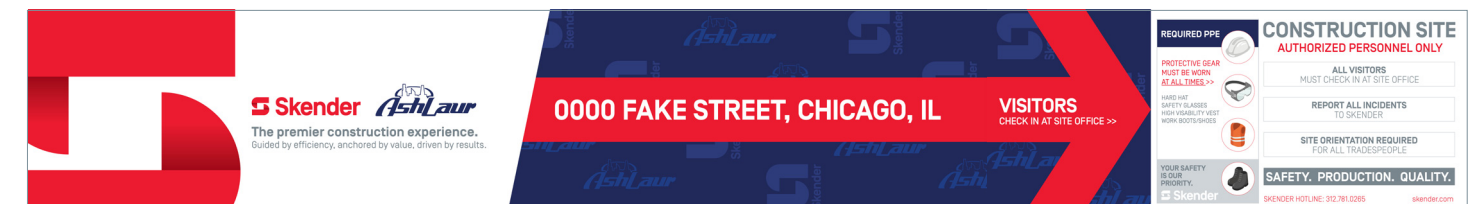
Skender's jobsite signage is a direct extension of the brand's look and feel. Depending on the size and scale of the project the layouts and content will evolve and adjust to fit the specific criteria.

Our Jobsites are fitted with a variety of signage, no matter the project type the signage needs to be visible, clean and clear to the viewer. Below are samples of the Skender signage that is currently in use on our jobsites.

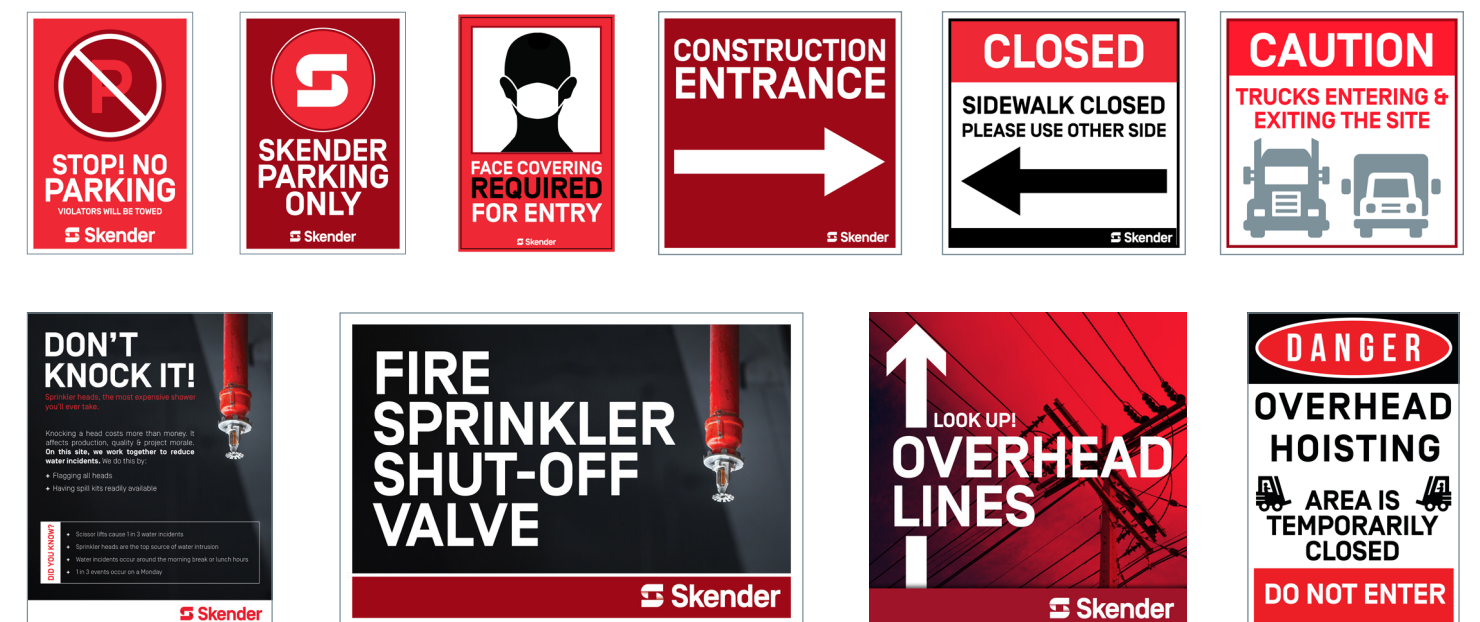
GROUND UP FENCE WRAPS



CO BRANDED FENCE WRAPS



BRANDED DIRECTIONAL & CAUTIONARY SIGNAGE



BRAND MANUAL

THE EXPERTISE TO
DELIVER RESULTS.
THE PROCESS
TO MAKE THEM
EXTRAORDINARY.

skender.com/brand

 **Skender**