

Skanska Promotional Items Artwork Guidelines

Skanska logo usage and placement

- The Skanska Logo is always deemed the primary logo, unless there is a joint venture or partnership included and/or the apparel/promotional manufacturer's print location limits the ability to do so.
- White space and clean balance in the use of the logo should always be considered.

Examples of correct usage and placement of Skanska logo on apparel



Examples of correct usage and placement of Skanska logo on promotional items



Skanska logo used with additional approved graphics

- If an additional graphic is requested for use with the promotional item (i.e. Safety Week Graphic, Skanska Women’s Network Graphic, etc.), this must be approved by communications. If approved, the secondary graphic must always appear with the Skanska logo. The secondary graphic should not compete or overshadow Skanska’s logo. When using a secondary graphic, the size of text should also be visible where possible.
- Refrain from using acronyms on promotional items. Acronyms do not provide clarity and are not recognizable for branding purposes. An exception can be made for joint venture names or long project names (i.e. SGL – Skanska Granite Lane).
- White space and clean balance in the use of logos and graphics should always be considered.

Examples of correct usage of Skanska logo with additional approved graphics on apparel



Examples of correct usage of Skanska logo with additional approved graphics on promotional items



Approved brand colors

- Vendors provide a range of colors for promotional items. To uphold a cohesive look and feel that aligns with Skanska’s brand, items should be in shades of blue, white, black, or gray. Exceptions are permitted for safety standards, Carhartt branded neutral colors, and sustainability purposes. All other deviations require approval from a [USA Communications team member](#).
- Primary colors (Skanska Blue and Skanska Gray) must be used first on all promotional materials. Secondary colors (Skanska Active Green, Skanska Black, Skanska White, and approved Skanska Grays) may be used only in conjunction with primary colors. Tertiary colors are not permitted on promotional materials and are only to be used in limited cases such as graphs, illustrations, applications like PlanIt, or select corporate reports (proposals, sustainability or inclusion reports, etc.). Reference the [Brand Hub](#) for more information on color usage.

Examples of correct usage of approved brand colors for apparel



Examples of correct usage of approved brand colors for promotional items

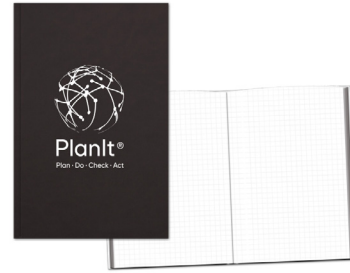


Examples of incorrectly branded promotional items



Why is it incorrect?

- No Skanska logo present
- Acronym used in secondary graphic



Why is it incorrect?

- No Skanska logo present



Why is it incorrect?

- No Skanska logo present
- Tertiary color used instead of a primary color



Why is it incorrect?

- Skanska logo placed incorrectly



Why is it incorrect?

- The placement of the secondary graphic overshadows the Skanska logo
- The size of the secondary graphic is too large and doesn't allow for ideal white space and clean balance



Why is it incorrect?

- Use of a secondary brand color as the primary color instead of in conjunction with a primary color

New identity logos or graphics

- New logos, secondary logos, or identity graphics – including any artwork intended to function as a visual identifier for national events, programs, or observances – cannot be created without Skanska Group approval. For example, event artwork may be created for use within materials; however, it may not be used or presented as a branded logo or standalone identifying graphic. Skanska Group limits new identifying designs, especially time-bound graphics, to prevent dilution of global brand identity. Requests must demonstrate clear business need and cross-BU relevance. (Example: HQ-approved Veterans graphic for global use.)
- Nationally focused graphics, logos, or identity materials must be created or approved by the [USA Communications team](#).

Additional guidelines

- Approved merchandise can only be created and ordered through [HDS](#) (Skanska's Company Store). For any questions, please contact Mary Jaber at mjaber@hdsbrands.com.
- Reference the [Skanska Brand Hub](#) to access the most recent versions of guidelines and resources.

Note: Skanska retains the right to modify these guidelines at its discretion. This includes the possibility of prohibiting the use of additional/secondary graphics on promotional items in the future to meet global Brand guidelines.