

SKANSKA

Apparel & Gift Branding Guidelines

October 2022



Apparel

- All base apparel should conform to the primary Skanska color palette of blue, black, gray, or white. The use of action colors, secondary colors, and tertiary colors should not be used at this time.
- The recommended logo pairings are shown for each color combination.
- We understand there will be variations in colors such as blue and gray, please keep as close as possible to the Skanska palette.



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Promotional Items and Gifts

- All base promotional items should conform to the primary Skanska color palette of blue, black, gray, or white.
- The use of action colors, secondary colors, and tertiary colors should not be used at this time.
- The recommended logo pairings are shown for each color combination.
- We understand there will be variations in colors such as blue and gray, please keep as close as possible to the Skanska palette.



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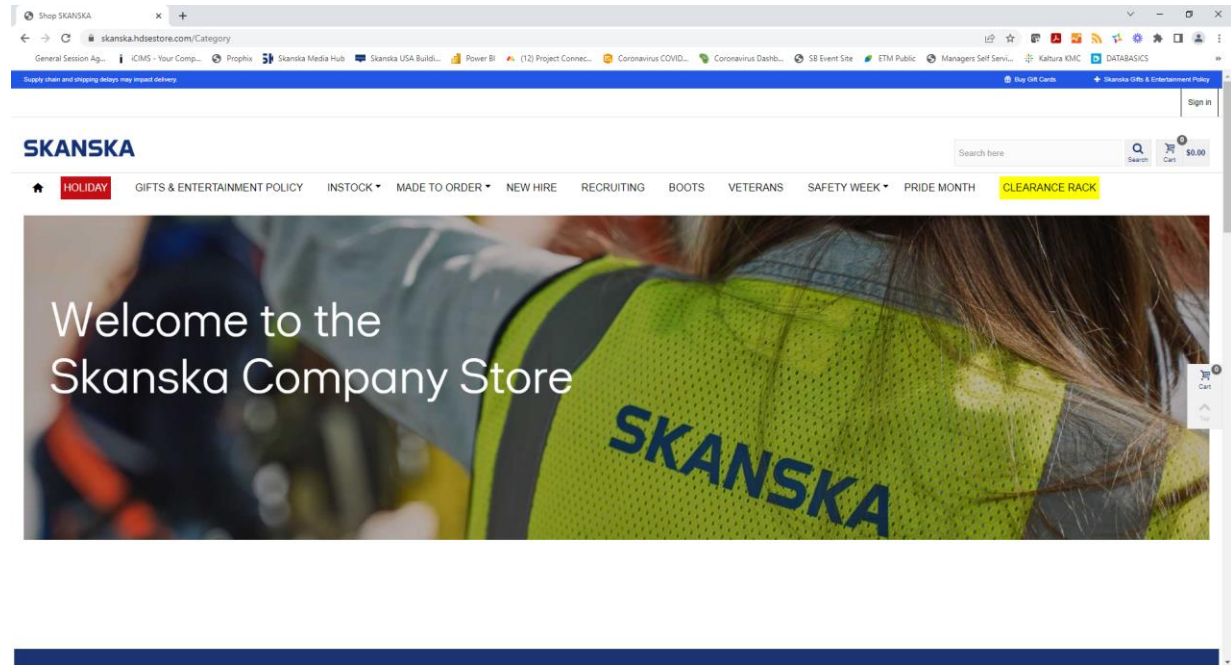
Exceptions

- We know there are some promotional items with base colors that are outside of the palette, its accepted that those base colors are ok for use. Please use the Skanska logo in either blue or white that best fits the application.



Company Store vs Local Vendor

- HDS is our primary vendor and should be used for all of Skanska's promotional needs. If for some reason you are unable to procure an item from them and need to use a local vendor, please ensure they are aware of the guidelines outlined above and follow the Apparel and Promotional guidelines.



[Click the image above to visit the Skanska Company Store](#)