VISUAL IDENTITY SYSTEM STYLE GUIDE

CTS

LETTER FROM THE CEO

Welcome to the CTS Cement Manufacturing Corp. Visual Identity System (VIS) manual.

This guide ensures consistent communication of our unique value proposition across all materials and media. As North America's sole producer of belitic calcium sulfoaluminate (BCSA) cement, an alternative to portland cement, we aim to help professionals and homeowners build more durable projects more quickly through our market-leading products and services.

Consistent, cohesive branding is crucial for achieving our goals. Brand awareness, defined as the feelings and perceptions associated with a company's brand, is formed through repetitive and consistent impressions. Our distinctive imagery assures customers and distribution partners worldwide that our three brands come from the same company while distinguishing them from competitors.

This manual provides guidelines for visually presenting our three brands: Rapid Set® Cement, Komponent®, and CTS. While these brands have different logos, they share common visual characteristics that quickly identify them as part of CTS Cement Manufacturing Corp. These shared features include typeface and color palette, along with other distinctive design components. Over time, our visual identity will become synonymous with our high-tech yet high-touch culture.

This guide includes examples of correct and incorrect application of our design standards, the rationale behind these standards, and guidelines for various marketing and communication materials. Every CTS employee plays a crucial role in correctly implementing this visual identity system. Your support helps strengthen our brand through professional sales, marketing, and communication materials.

If you have any questions after reviewing these guidelines, please contact Janet Ong Zimmerman, CTS Vice President of Marketing, at jong@ctscement.com. Thank you for your commitment to our brand.

Thank you,

Ken Vallens
Chief Executive Officer

THE IMPORTANCE OF BRAND STEWARDSHIP

Effective branding requires everyone to act as a brand steward. This includes employees, agency partners, and consultants across all functions: marketing, sales, training, human resources, and facilities management. Every communication touchpoint, both internal and external, should maintain a consistent tone and voice. This extends beyond marketing materials to include executive speeches, employee benefits information, training resources, signage, packaging, and routine customer communications. All of these elements contribute to building our brand.

BECOMING A BRAND AMBASSADOR

Brand ambassadors play a crucial role in teaching employees how to describe our company, its offerings, and what sets us apart from the competition. You can become a brand ambassador by:

- Following the guidelines in this Visual Identity System (VIS)
- Reaching out to others when branding questions arise
- Understanding that brand management is a collective effort

At CTS, we don't have a "branding police." Instead, we encourage all employees to understand the power of branding through collective efforts. We ask that you do your best to adhere to our brand guidelines to maintain consistency across all our communications.

Thank you for your commitment to being a steward of the CTS brand.

BRANDING POLICE CITATION
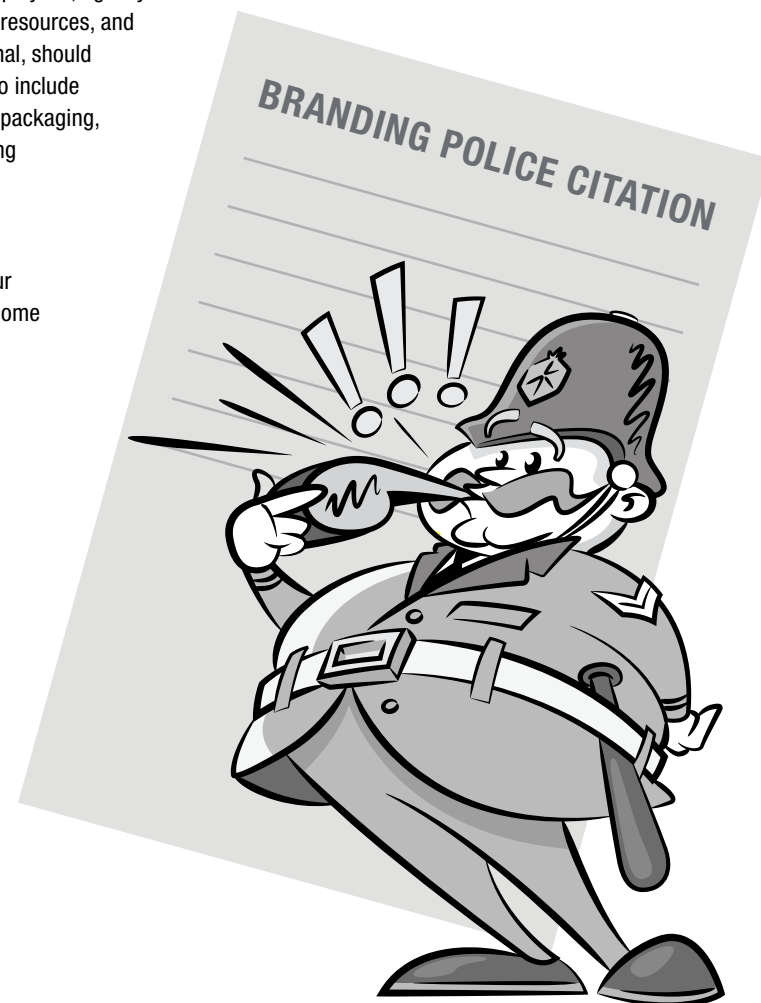
BRAND ESSENCE & MISSION

Our mission at CTS Cement Manufacturing Corp. is to provide the most innovative, highest-quality construction products and solutions worldwide, with complete commitment to value, service, and customer connectivity.

We are driven by core values that define our approach to business. Innovation is at the heart of what we do, developing products that consistently impress our customers and users, always striving to under-promise and over-deliver. Quality is paramount; our products are consistent, reliable, and perform as advertised. We offer value through high-performance, durable, and environmentally responsible products that save time and money. Our commitment to service means we go above and beyond to ensure job completion, staying on-site from start to finish, even in challenging situations. Customer connectivity is crucial to us; we support success throughout the entire sales process, from specifiers to distributors, contractors, and end-users.

As the leader in advanced cement technology sales and service, CTS Cement Manufacturing Corp. has an extensive history of providing innovative solutions to the construction industry. We are the primary U.S. manufacturer of belitic calcium sulfoaluminate (BCSA) cement, offering rapid-hardening cement products and Type K shrinkage-compensating concrete products. Our products, renowned for their performance, quality, and durability, have been used in notable projects worldwide, including the Hoover Dam Bypass, Pentagon, Lincoln Tunnel, and San Francisco-Oakland Bay Bridge. We support various communities to ensure a safe, sustainable, and durable built environment. Our flagship brands, Rapid Set® and Komponent®, serve new concrete construction, restoration, and repair needs.

Our approach to customer support is comprehensive. We provide extensive assistance through our Engineering and Technical Teams, offering materials testing, mix design assistance, specification support, and installation recommendations. Our content strategy focuses on delivering in-depth, easily accessible resources that demonstrate our expertise and build trust. We aim to become the leading resource for homeowners and construction professionals seeking expert knowledge and innovative solutions. We believe in providing broad-based content through cooperative agreements, integrating various media channels for organic customer access, and developing resources that double as effective sales tools. Through these efforts, we strive to establish ourselves as trusted knowledge experts in our field, creating a one-stop-shop for those seeking to connect with and learn from industry leaders and innovators.

OUR THREE MASTER BRANDS

CTS Cement Manufacturing Corp. offers three distinct brands, each representing different cement technologies:

1. **Rapid Set – Calcium sulfoaluminate (CSA) cement**
2. **Komponent – CSA combined with portland cements**
3. **CTS – Portland-only cements (with no CSA)**

These brands are strategically designed to address various market needs and applications.

RAPID SET® is our flagship brand, featuring products made with Rapid Set® Cement, a calcium sulfoaluminate (CSA) cement. This unique CSA cement stands out as it doesn't require blending or additives to achieve superior performance. Rapid Set products are known for their versatility, low shrinkage, rapid strength gain (achieving structural strength in one hour), and long-lasting results. These characteristics translate to significant time and cost savings through reduced installation times, labor, and maintenance costs. In the United States, Rapid Set serves both Business-to-Consumer (B2C) and Business-to-Business (B2B) markets. B2C products are available to small contractors and homeowners through The Home Depot and paint store supply chains. B2B products are sold nationwide to municipalities, department of transportation (DOT) contractors, and other public works teams via White Cap. Internationally, Rapid Set is distributed B2B through partners like Korodur in Germany, STM, Ken-ETSU, and Alverez Trading.

KOMPONENT® is our brand of additives designed to be blended with portland cement, creating ASTM C845 - Type K cement. This specialized cement is used in shrinkage-compensating concrete, low-shrinkage concrete, and non-shrink grout. Komponent® allows project designers to significantly reduce or eliminate control joints and mitigate curling and cracking caused by drying shrinkage. These benefits result in 30% to 40% greater abrasion resistance and extended life expectancy for installations. By addressing common issues related to concrete deterioration, repair, and structural failure, Komponent® reduces overall life-cycle costs through minimized repairs and maintenance. It is a B2B brand, sold directly to municipalities, departments of transportation (DOTs), and other public works teams, as well as through White Cap and other supply yards.

CTS is our brand of portland-based products, catering to professional supply yard construction grout needs and general Do-It-Yourself (DIY) concrete projects. While the product range is currently limited, it is expanding to meet growing market demands.

Each of these brands leverages CTS Cement Manufacturing Corp.'s expertise in cement technology to provide innovative solutions across various construction and DIY applications.

DESIGN PRINCIPLES

UNDERSTANDING THE ESSENCE OF BRANDING

A brand is far more than just a visual representation; it's the embodiment of a company's essence, values, and promise to its customers. It goes beyond the surface-level elements of logos, colors, fonts, or image styles, encompassing the entire way a company communicates its value proposition and cultural identity to the world. Branding is a strategic and multifaceted effort aimed at carving out a unique position in the market and fostering deep, emotional connections with customers. It's about creating a distinctive personality for the business that resonates with its target audience, influencing how people perceive, feel about, and ultimately connect with the company. When executed effectively, strong branding can provide a significant competitive edge, setting a business apart in crowded marketplaces and building lasting customer loyalty.

CULTIVATING BRAND AWARENESS

Brand awareness, which refers to the depth and breadth of feelings and perceptions associated with a company's brand, doesn't develop overnight. It's a gradual process that unfolds through consistent and repeated impressions over time. While visual elements such as logos, color schemes, and typography play a crucial role in building these impressions, they are just one part of a larger, more comprehensive strategy to communicate the brand's core values and cultural ethos.

OUR PHOTOGRAPHIC APPROACH

Our approach to photography at CTS Cement Manufacturing Corp. is carefully crafted to portray our company as familiar, authentic, and down-to-earth. We believe in presenting ourselves as we truly are, without artificial embellishment or pretense. Our key photographic principles are designed to reinforce this authentic image: we favor natural tones and colors, purposefully avoiding oversaturation to maintain a realistic look. We have a strong preference for natural sunlight in our imagery, but when artificial lighting is necessary, we ensure it appears natural and bright, mimicking the warmth and clarity of daylight. We strictly avoid any form of distortion or special effects in our photographs, as these can detract from the authenticity we strive to convey.

SHOWCASING PRODUCTS AND PEOPLE

Our images are focused and clear, showing depth and dimension without resorting to excessive blurring or other artificial techniques. When showcasing our products, we insist on clean, new items presented in settings that are directly relevant to their use, helping our audience envision how our products fit into their own projects. We place great importance on diverse representation in our imagery, featuring people from a wide range of races, ages, and genders to reflect the diversity of our customers and the communities we serve. These individuals are always portrayed naturally, with facial expressions that reflect genuine positive emotions, reinforcing our commitment to authenticity. Our photographic style favors simple, candid shots that capture real moments rather than overly staged or artificial scenes.

OUR UNIQUE VISUAL DESIGN APPROACH

In our visual design approach, we face a unique challenge: presenting a clean, sophisticated image in an industry traditionally perceived as "dirty" or rough. We strive to elevate the perception of construction and cement manufacturing through our visual identity, evoking the sophistication and innovation associated with high-tech brands like Apple or Tesla, rather than the cluttered, utilitarian aesthetic often found in the building materials sector. We achieve this through a steadfast commitment to simplicity and cleanliness in our designs, carefully observing fundamental design principles of flow, placement, and typography to create visually appealing and easily digestible materials. The effective use of white space is a key element in our design strategy, allowing our content to breathe and enhancing overall readability and visual impact.

BALANCING VISUAL ELEMENTS

Our approach to balancing visual elements is rooted in the pursuit of harmony, where all components of a design agree both aesthetically and thematically. To achieve this delicate balance, we often employ the Golden Ratio, a mathematically based formula that has been used by artists and architects for centuries to create visually pleasing compositions. This "divine proportion" serves as a guiding principle in our design process, helping us create layouts with maximum visual impact and inherent beauty. We apply the Golden Ratio across various aspects of our visual communication, using it to inform decisions about partitioning space within layouts, crafting logos, creating illustrations, and even cropping photographs.

CREATING A COHESIVE VISUAL IDENTITY

By consistently adhering to these carefully considered design principles, we create a cohesive and impactful visual identity that not only sets us apart in the construction industry but also effectively communicates our brand values of innovation, quality, and professionalism. This distinctive visual language helps us bridge the gap between the practical, often gritty reality of construction work and the sophisticated, high-performance nature of our products and solutions.

WHY CONSISTENCY MATTERS IN BRANDING AND DESIGN

BALANCING INNOVATION AND RULES

At CTS Cement Manufacturing Corp., our culture is rooted in innovation. This innovative spirit often comes with a rebellious streak, challenging the status quo and thinking outside the box. However, to effectively break the rules, one must first understand them. Familiarizing ourselves with design principles (their origins, intentions, and effects) allows us to make informed decisions about when and how to deviate from them.

While there are indeed rules for good design, exceptional design doesn't always adhere strictly to these guidelines. Our Visual Identity System (VIS) serves as a style guideline, providing a framework that ensures consistency in communicating our unique value proposition and protecting our brand integrity.

THE FINANCIAL IMPACT OF STRONG BRANDING

Consistent, strong branding has a significant impact on a company's bottom line. Here's how:

1. **Increased Sales:** A well-maintained brand identity creates positive customer experiences, fostering personal connections that drive sales growth

2. **Enhanced Customer Loyalty:** When our brand effectively conveys our values, it builds emotional connections with like-minded customers, leading to long-term relationships and increased loyalty.

3. **Competitive Advantage:** A strong brand gives us an edge in the market. Customers are more likely to try new products bearing our logo or choose our offerings from a list of options.

4. **Employee Engagement:** Studies show that companies with strong brands have more engaged employees, contributing to profit growth up to three times faster than competitors.

5. **Revenue Growth:** Recent research indicates that the top 10 brands with the best customer connections experienced 31% greater revenue growth over three years compared to the 10 lowest-ranked brands.

THE POWER OF CONSISTENCY

Adhering to our Visual Identity System is crucial for several reasons:

1. It ensures clear and consistent communication of our unique value proposition across all platforms and materials.

2. It protects and reinforces the integrity of our brand.

3. It allows us to leverage not only our own marketing resources but also those of resellers and supply yards.

4. It enables us to command premium prices and expand our distribution channels.

By maintaining consistency in our branding efforts, we create a cohesive and recognizable identity that resonates with our customers, stands out in the market, and drives business growth.

THE RAPID SET® LOGO

Design Rationale

Modern and future-proof, updating our public persona and revitalizing the design with new techniques. A distinctive mark that brands Rapid Set® as a forward-thinking, professional product.

Construction

The oval's 3D gradient projects a strong, bold personality. Typography complements and enhances the design using a typeface called Avant Guard Bold, a clean and friendly font that reinforces the brand's identity as a quality solution for both professionals and homeowners (DIYers).

THREE LOGOS TO CHOOSE FROM

1. Full-Color

Use: preferred whenever possible.
Application: printed collateral and digital
media. (If a small logo is needed, consider
using two-color logo if/when pixilation
becomes an issue.)

2. Two-Color

Use: when printing gradients can't be
easily achieved at a high quality.

Application: packaging, screenprinted or
embroidered apparel, various promotional
merchandise.

3. One-Color

Use: May be printed in black or white when
grayscale printing or reverse imaging is
the only option.

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LOGO PLACEMENT

The Rapid Set® logo must appear in a prominent location at least once on all print, packaged, and digital media.

Multipage Print Publication
Front cover in a prominent location.

Signage or Advertisements
Full-color logo should be placed in a prominent location on the front.

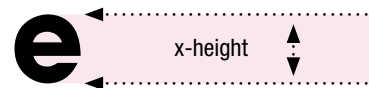**Website**
In the header of each page created. NO VISUAL FOR THIS?

EXCLUSION ZONE

Don't attempt to recreate the logo for any reason. Each element of the logo has been sculpted especially for Rapid Set®, and extreme care must be taken to ensure consistency. Please obtain authorized digital files from CTS Cement Manufacturing's corporate office.

Do not reproduce the logo by scanning a previously printed version. The scanned artwork will degrade image quality and may alter the scale of the various elements.

The minimum exclusion zone margin for the logo is based on the height of its lower-case letters. A clear space equal to the height of the lower-case letters must be maintained. On all sides, the exclusion zone should be measured from the farthest edge of the logo. No element, other than our tagline, may encroach on this space.

A tagline and contact information should appear to the left or right of the logo when needed. Positioning the tagline or contact information above and below the logo is not preferred.

x-height

This section explains how to properly employ color with the Rapid Set® logo. Don't print the logo in any two-color combination other than Pantone 193 Red and Black or the one-color version in any color other than White or Black. Doing so could cause confusion about the brand's official colors, hindering our branding efforts. Because the logo is the brand's primary mark, it should be printed in the two-color version whenever possible. If this isn't possible, the logo should be printed in the one-color version in White or Black. The one-color version is ideal for embroidery and imprints on promotional merchandise.

Only the one-color logos have a transparent background behind the words "Rapid Set." In all other instances, the white background behind the words "Rapid Set" should not be removed.

INCORRECT USES OF THE RAPID SET® LOGO

The next two pages provide eight examples of how not to use the Rapid Set® logo. We take extreme care of our logo with the intention of projecting a consistent identity. Do not manipulate or distort the logo in any way. For example, do NOT:

1. Compress the logo

2. Stretch the logo

3. Take any logo element out of context. The words "Rapid Set®" should never appear outside the logo oval in Avant Guard Regular or Avant Guard Bold. See the *Rapid Set Typefaces* section on page XX for more detail.

4. Remove or make transparent the white background behind the words "Rapid Set". Only the one-color logo has a transparent background. See page 14.

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5. Redesign or manipulate any element

6. Change or add verbiage

7. Create a composite logo by adding
   supporting graphic elements and/or text.
   If text must be added near the logo, place
   it to the left or right of the logo.
   Do not place text below the logo.

8. Use the logo found on marketing materials
   before 2016.

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INCORRECT USES OF COLOR
& THE LOGO

Here are three examples of incorrect uses of color within the Rapid Set® logo:

1. Modifying Gradients

Don't attempt to recreate or modify any of the 3D gradient effects.

2. Recoloring the Artwork

Don't recolor any elements or add supporting graphic elements. Some corporations (such as Coca-Cola) change their logo's color for holidays or special events (such as Breast Cancer Awareness day or Ecology Awareness). Rapid Set's brand isn't established enough to allow for recoloring.

3. Color Matching

Don't print the one-color version in anything other than White or Black.

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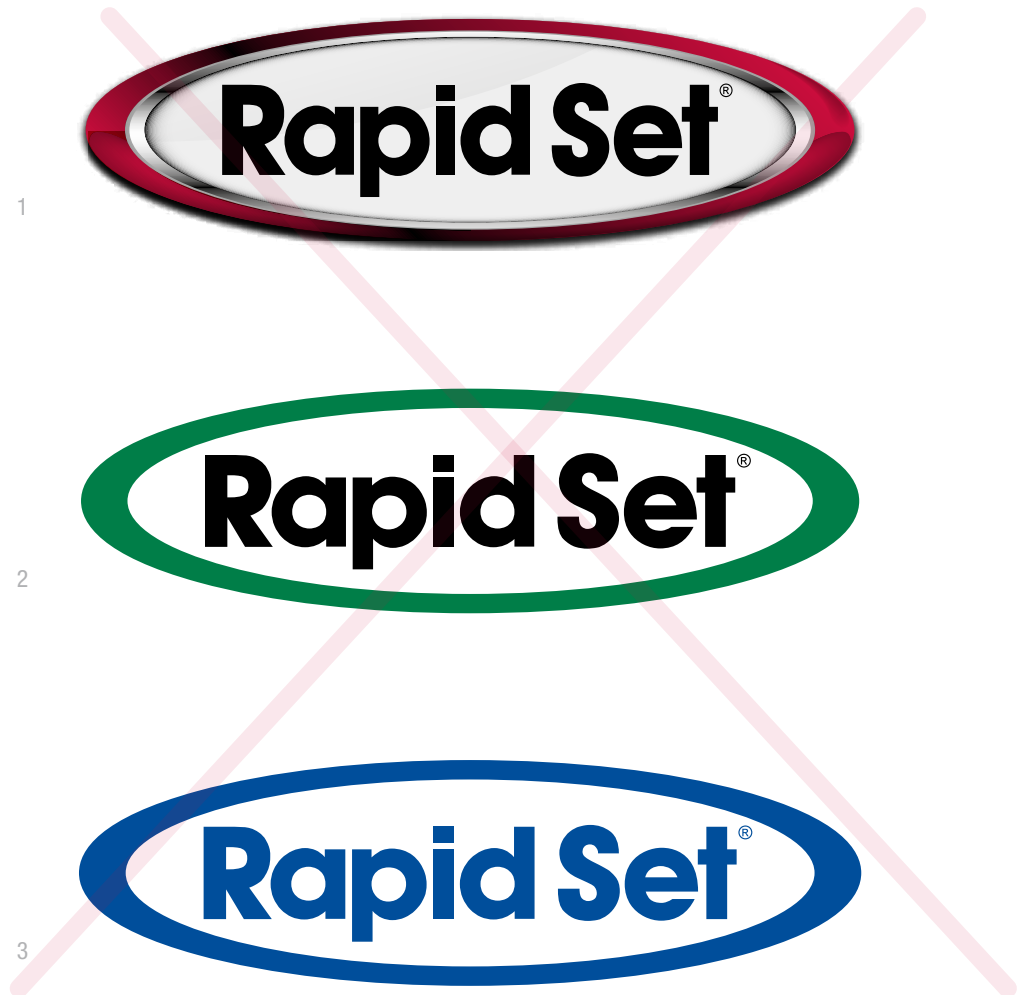
Rationale
Komponent® is a modern, innovative, and professional product. The logo's singular "K" and angular elements create a boldly distinctive mark.

Construction
Logo elements are constructed using 3D gradient effects to project a strong, bold personality. The typographic element complements and enhances the logo using a typeface called Helvetica Neu Lt Std Bold. This typeface is strong and clean to reinforce the brand's identity as a quality product.

Logo Tagline
Komponent has an alternate tagline logo that can be used to help in brand awareness efforts (2). Taglines are not interchangeable and the language should not be altered. Instead, consider using a separate text title of a logo with a tagline.

K Element
Komponent's K element can be used when the logo (1) is on the front or back surface of where the logo is displayed. The color rules that apply to the logo also apply to the K element (3).

1

2

Shrinkage-Compensating Concrete & Grout Solutions

3

GUIDELINES FOR USING THE KOMPONENT® LOGO

Use the full-color logo (1) whenever possible. When printing methods don't allow for high-quality gradients, defer to the two-color logo (2). If unable to use two colors, the one-color logo (3) may be printed in either Black or White.

1. Full-Color Logo
Ideal for all applications, and the main logo used for all printed collateral and digital media. Note: If a small logo is needed, consider using the two-color logo when pixilation becomes an issue.

2. Two-Color Logo
Ideal when printing high-quality gradients can't be easily achieved, such as on packaging and screenprinted or embroidered apparel and various promotional merchandise.

3. One-Color Logo
Not preferable, but may be printed in Black or White when grayscale printing or reverse imaging are the only options.

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HOW TO PLACE THE
KOMPONENT® LOGO

The logo should appear in a prominent location at least once on all print, packages, and digital media. Here are guidelines for placement:

On a multipage print publication
Front cover in a prominent location. DOES IT MATTER IF IT'S ONE- OR TWO-COLOR? I ASK B/C YOU SPECIFICALLY MENTION FULL-COLOR BELOW

On signage or advertisements
The full-color logo should be placed in a prominent location on the front.

On a website
In the header of each page created.

EXCLUSION ZONE

Don't attempt to recreate the logo for any reason. Each element of the logo has been sculpted especially for Komponent®, and extreme care must be taken to ensure consistency. Please obtain authorized digital files from CTS Cement Manufacturing's corporate office.

Do not reproduce the logo by scanning a previously printed version. The scanned artwork will degrade image quality and may alter the scale of the various elements.

The minimum exclusion zone margin for the logo is based on the height of its lower-case letters. A clear space equal to the height of the lower-case letters must be maintained. On all sides, the exclusion zone should be measured from the farthest edge of the logo. No element, other than our tagline, may encroach on this space.

A tagline and contact information should appear to the left or right of the logo when needed. Positioning the tagline or contact information above and below the logo is not preferred.

x-height

KOMPONENT

Do not print the logo in any two-color combination other than Pantone 193 Red and Gray or the one-color version in any color other than White or Black. Doing so could cause confusion about the brand's official colors, hindering our branding efforts. Because the logo is the primary mark of the Komponent brand, it should be printed in the two-color version whenever possible. If that's not possible, print the logo in the one-color version in White or Black. If the image behind the logo makes the top of the K less visible (as seen in the blue background examples below) or if the background image is red, use the one-color white logo.

The one-color version is also ideal for embroidery and imprints on promotional merchandise.
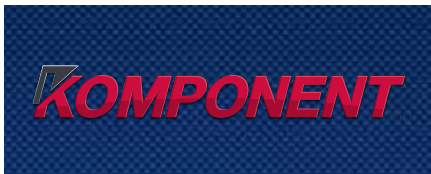
INCORRECT USES OF THE LOGO

The next two pages provide six examples of how not to use the Komponent® logo. We take extreme care of our logo with the intention of projecting a consistent identity. Do not manipulate or distort the logo in any way. For example, do NOT:

1. Compress the logo

2. Stretch the logo

3. Manipulate an element of the logo

4. Create a composite logo by adding supporting graphic elements and/or text. If text must be added near the logo, place to the left or right of the logo. Do not place text below the logo.

Here are three examples of incorrect uses of color within the Komponent® logo:

1. Modifying Gradients
Do not attempt to recreate or modify any of the 3D gradient effects.

2. Recoloring the Artwork
Do not recolor any elements or add supporting graphic elements.

3. Color Matching
Do not print the one-color version in anything other than White or Black.

Corporations such as Coca-Cola change their logo's color for holidays or special events (such as Breast Cancer Awareness day or Ecology Awareness). Komponent has not received enough brand awareness in the public to allow for recoloring.

1 KOMPONENT™

2 KOMPONENT™

3 KOMPONENT™

THE CTS LOGO

Rationale

Building signage has played an important role in the development of our company logo. The origins of the CTS logo are little known and may have been created to match the existing corporate office business park building signage dimensions and one-color specifications. All company signs in the shared building complex were one color and square. When we moved to a new building in 2018, the logo was tweaked to comply with city ordinances and rules for modifying the building's existing front/monument sign. The overall dimensions couldn't be altered to meet city requirements and thus keep costs down.

The old logo use to say "CTS Cement." The words "Cement Manufacturing Corporation" were used to fill the existing city regulatory space of the monument sign, making the duplicate "cement" verbiage in the black box obsolete and repetitive.

Construction

The square element is constructed using a 3D gradient to match the Rapid Set® and Komponent® logos.The Avant Guard Bold typeface matches the Rapid Set brand and has been slightly alerted to match past signage.

CTS: What do the letters mean?

The acronym for Chem Tech Services is believed to be the origin of CTS, but CTS isn't registered as an acronym or abbreviation for Chem Tech Services. One could speculate that CMC would be a more suitable acronym for Cement Manufacturing Corporation. Some have suggested that CTS should be given a new meaning, such as making it an abbreviation of "Cement Technology Services," but that would technically change the company name. So, CTS remains as just "CTS" with no abbreviation. It is a historical reference to an Ed Rice-owned company called Chem Tech Services.

GUIDELINES FOR USING THE
CTS LOGO

Use the full-color logo (1) whenever possible. When printing methods don't allow for high-quality production of gradients, use the two-color logo (2). If unable to use two colors, the one-color logo (3) may be printed in Black or White.

1. Full-Color (with gradient) Logo
The logo with a full gray-color gradient is ideal for all applications, and the main logo used for all printed collateral and digital media. If a small logo is needed, consider using the one-color logo when the 3D elements are too small to be viable.

2. One-Color Logo
Not ideal for most applications, but may be printed in Black or White when grayscale printing or reverse imaging is the only option.

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GUIDELINES FOR PLACING THE CTS LOGO

Below are guidelines for three uses of the CTS logo. The logo must appear in a prominent location at least once on all print, packaged, and digital media:
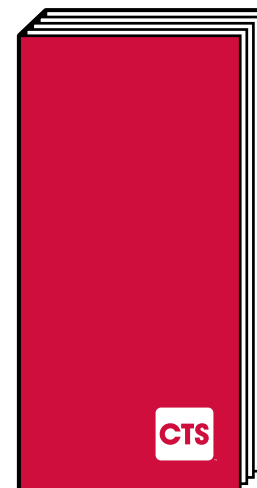
On a multipage print publication
Place on the front cover in a prominent location

On signage or advertisements
The full-color logo should be placed in a prominent location on the front.

On a website
In the header of each page created.

Don't attempt to recreate the logo for any reason. Each element of the logo has been sculpted especially for Rapid Set®, and extreme care must be taken to ensure consistency. Please obtain authorized digital files from CTS Cement Manufacturing's corporate office.

Do not reproduce the logo by scanning a previously printed version. The scanned artwork will degrade image quality and may alter the scale of the various elements.

The minimum exclusion zone margin for the CTS logo is based on the height of the letters in the logo. A clear space equal to the height of the letters in the logo must be maintained. On all sides, measure the exclusion zone from the farthest edge of the logo. No element, other than our tagline, may encroach on this space.

A tagline and contact information should appear to the left or right of the logo when needed. Positioning the tagline or contact information above and below the logo is not preferred.

x-height
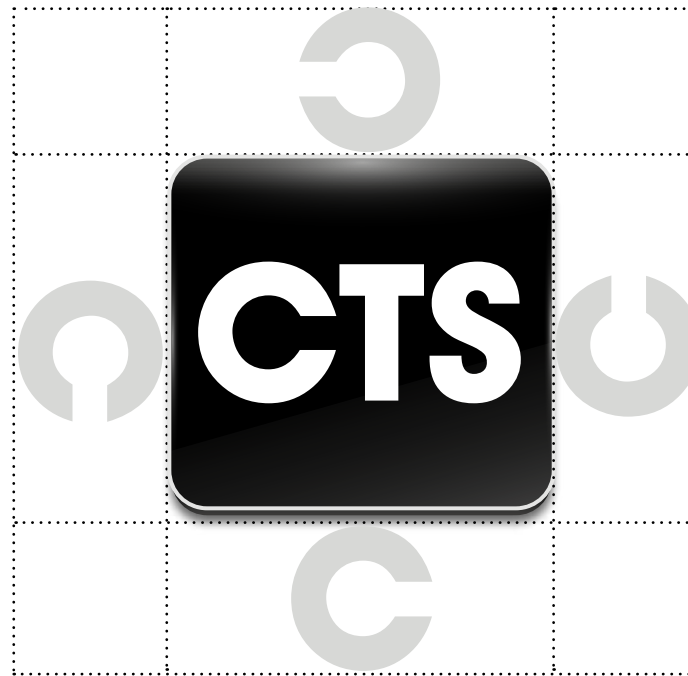
COLOR & THE CTS LOGO

Don't print the logo in any color combination other than the full-color gradient or the one-color version in any color other than White or Black. Doing so could cause confusion about the brand's official colors, hindering our branding efforts. Because the logo is the primary mark of the CTS brand, print in the full-color gradient version whenever possible. If that's not possible, use the one-color version in White or Black.

Only the one-color logos have a transparent background behind the letters "CTS." In all other instances, the white background behind the words "CTS" should not be removed. The one-color version is ideal for embroidery and imprints on promotional merchandise.

The next two pages provide seven examples of how not to use the CTS logo. We take extreme care of our logo with the intention of projecting a consistent identity. For example, do NOT:

1. Compress the logo

2. Stretch the logo

3. Take any logo elements out of context. The words "CTS" should never appear outside of the logo square in Avant Guard Regular or Avant Guard Bold.

4. Do not remove or make transparent the white background behind the letters "CTS." Only the one-color logo has a transparent background.

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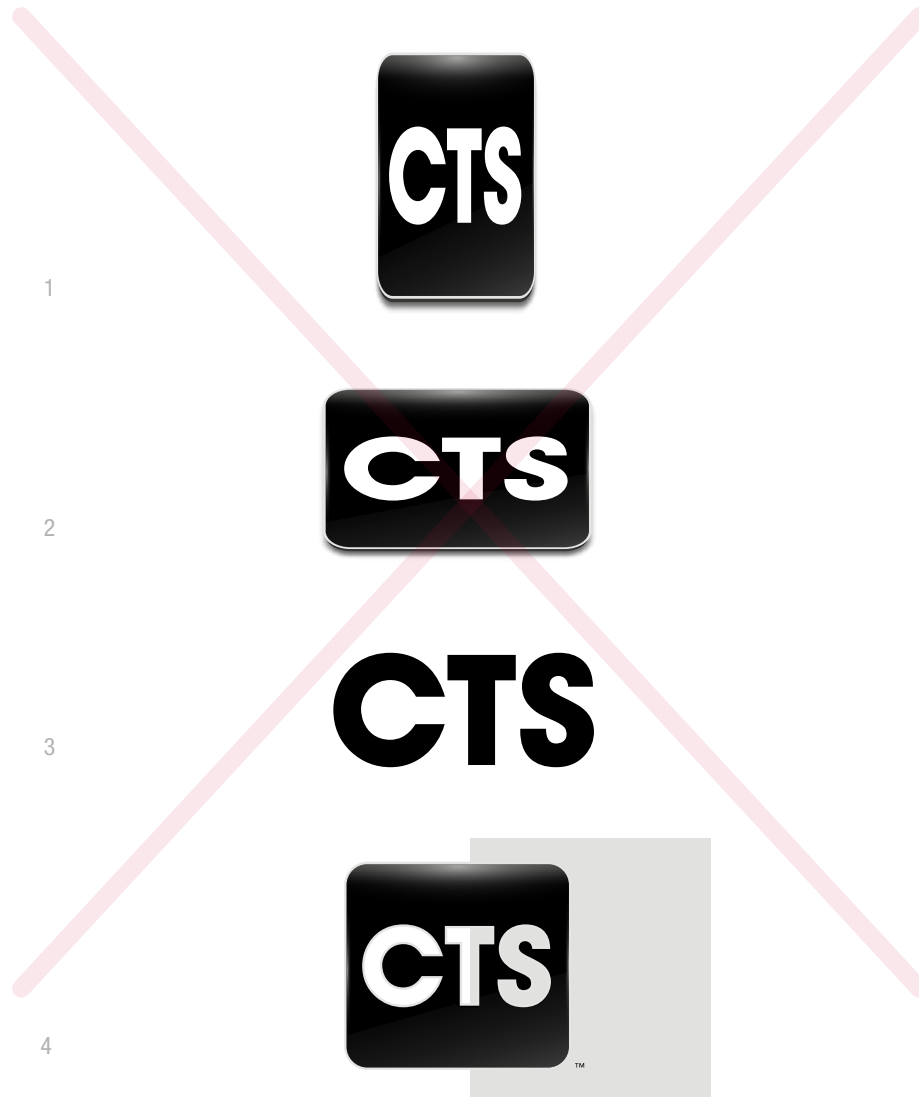
INCORRECT USES OF THE LOGO

In addition to not redesigning the logo, don't change the text or other elements by:

5. **Manipulating an element of the logo**

6. **Creating a composite logo by adding supporting graphic elements and/or text. If text must be added near the logo, place it to the left or right of the logo. Don't place text below the logo.**

7. **Use the logo found on marketing materials before 2015.**

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INCORRECT USES OF COLOR
& THE LOGO

In order to maintain a consistent brand image, here are three examples of incorrect uses of color within the CTS logo:

1. Modifying Gradients
Don't attempt to recreate or modify any of the existing 3D gradient effects.

2. Recoloring the Artwork
Don't recolor any elements or add supporting graphic elements.

Some corporations, such as Coca-Cola, change their logo's color for specific holidays or special events (such as Breast Cancer Awareness day or Ecology Awareness). CTS hasn't received enough brand awareness to allow for recoloring. Do not print the one-color version in anything other than White or Black.

1

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THE MULTIPLE-LOGO TABOO
AND BRAND DILUTION

THE HISTORICAL CONTEXT OF BRANDING

Branding has ancient roots, dating back to the Egyptians, but it also has a significant history in the United States. American cattle ranchers used custom branding irons to distinguish their cattle from those of other ranchers. This practice highlights a fundamental principle: multiple brands on the same cow would have created confusion about ownership. In the modern business world, logos serve a similar purpose. They help customers differentiate one product or company from another in the marketplace. Generally, companies use a single logo to represent their brand identity. However, there are instances where a company might use variations of their logo to represent different divisions, products, or services. It's important to note that our company's name is CTS Cement Manufacturing Corporation. We are neither Rapid Set nor Komponent, though these are brands within our portfolio.

THE "HOUSE OF BRANDS" STRATEGY

We employ a "House of Brands" strategy, similar to that used by Proctor & Gamble. This approach involves managing a portfolio of distinct brands under one parent company. Each brand has its own unique identity, target market, and marketing strategy. This allows us to cater to different market segments and consumer needs effectively.

THE RISK OF BRAND DILUTION

While the "House of Brands" strategy can be effective, it's crucial to manage it carefully to avoid brand dilution. Brand dilution occurs when a company weakens its brand by spreading its resources too thin in an attempt to support multiple brands. This can happen when multiple logos are used indiscriminately within the same document or website, potentially confusing the reader or visitor. To mitigate the risk of brand dilution, we, like many companies, don't use multiple logos simultaneously in our communications. Instead, we've created separate logos with distinct usage guidelines for each of our master brands. This approach allows us to maintain the strength and clarity of each brand while still benefiting from the diversity of our product portfolio.

BALANCING STRATEGY AND BRAND INTEGRITY

Discussing our "House of Brands" strategy is relevant to understanding our approach to multiple logos and brand dilution. It explains why we have multiple brands but also underscores the importance of using them judiciously. By maintaining clear boundaries between our brands, we can leverage the benefits of a diverse product portfolio while avoiding the pitfalls of brand dilution. This strategic approach allows us to target different market segments effectively while ensuring that each of our brands maintains its unique identity and strength in the marketplace.
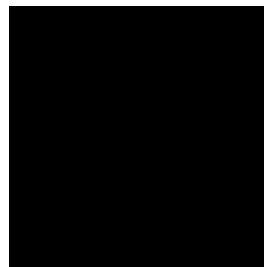
LOGO COLORS

The official Rapid Set® logo colors are Red and Black. One or both colors should be used frequently on all print collateral and digital media. These colors are an important tool for building brand awareness, and the official Pantone designation must never be altered in any way.

It is important that when the colors are used, they are rendered accurately. This can pose a significant challenge because vendors working in various media use different means for reproducing colors; for example, on a T-shirt, car decal, or banner. The ultimate reference point for the Rapid Set logo color is the Pantone color system developed for offset printing. The official designation for the Rapid Set logo colors are Pantone 193 and Black.

Pantone 193 Red

Black

Pantone Cool Gray 11

A note about color builds:
When working with four-color-process, designers won't be able to reproduce the logo colors precisely. These color mixes provide the closest approximation of the logo colors in most contexts:

Red
Pantone 193
CMYK: 2, 99, 62, 11
RGB: 191, 13, 62
Hex: #bf0d3e

Black
Pantone Black
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
Hex: #000000

Gray*
CMYK: 44, 34,22, 77
RGB: 59, 60, 67
Hex: #3b3c43

Rich Black*
CMYK: 75, 68, 67, 90
*Used when in full-color CMYK printing scenarios

BRAND COLORS

Similary, each product under our three master brands has its own logo color. The following product colors must be used on all materials in all media. No other color may be used.

PRODUCT NAME		PMS	CMYK	RGB	HEX
DOT Concrete Mix **Eisenwall** **FPP Concrete Mix** **NewCrete** **Stucco Mix** **TiltWallFixx** **UltraFlow** **WunderFixx** **Fiber**		115	0, 6, 87, 0	253, 218, 36	#fdda24
Low-P FA1		396	10, 0, 95, 0	242, 229, 0	#f2e500
DOT Repair Mortar		7550	0, 34, 98, 12	226, 163, 0	#e2a300
DOT Repair Mix **Floor Patch**		151	0, 60, 100, 0	239, 125, 0	#ef7d00
Concrete Leveler & **Primer** **Corrosion Inhibitor** **Non-Sag Textured** **Sealant and Adhesive** **Skim Floor**		165	0, 70, 100, 0	236, 102, 8	#ec6608
TRU SP		2324	32, 32, 52, 1	177, 162, 131	#b1a283
Mortar Mix		483	21, 80, 81, 69	101, 48, 36	#653024
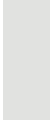
BRAND COLORS

PRODUCT NAME	PMS	CMYK	RGB	HEX
Acrylic Primer DOT Cement FAST Komponent Mining Cement A PolyShot Self-Leveling Sealant Skim Coat Skim Floor Stucco Patch TRU Self-Leveling Type K TXP Fast TXP SuperFast	193	2, 99, 62, 11	191, 13, 62	#bf0d3e
Low-P Liquid Low-P	7641	0, 95, 27, 44	153, 23, 71	#991747
Rapid Set Cement	254	48, 96, 0, 0	152, 29, 151	#981d97
All Tile Mortar Concrete Resurfacer BOND	260	66, 100, 8, 27	97, 26, 100	#611a64
CTS Construction Grout VO Repair Mix	274	100, 100, 7, 38	37, 27, 91	#251b5b

BRAND COLORS

PRODUCT NAME		PMS	CMYK	RGB	HEX
LevelFlor **WaterStop**		2915	60, 9, 0, 0	98, 181, 229	#62b5e5
OnePass **Mining Cement B**		3135	100, 0, 20, 0	0, 142, 170	#008eaa
Cavity Fill **FLOW Control** **Waterproofing Mortar** **WP Mortar HP**		3005	100, 31, 0, 0	0, 119, 200	#0077c8
Flexible Construction Adhesive and Sealant **Fast Anchoring and Repair Adhesive**		7706	100, 51, 29, 7	0, 104, 142	#00688e
Cement All		293	100, 69, 0, 4	0, 61, 165	#003da5
Flexible Construction Adhesive and Sealant **Fast Anchoring and Repair Adhesive**		286	100, 83, 13, 4	0, 51, 159	#00339f

BRAND COLORS

PRODUCT NAME		PMS	CMYK	RGB	HEX
Non-Sag Sealant and Adhesive **Non-Sag Textured Sealant and Adhesive** **Ultra-Fast Anchoring Adhesive**		289	99, 84, 45, 51	10, 34, 64	#0a2240
WunderFixx		5517	20, 4, 13, 10	177, 192, 188	#b1c0bc
Non-Sag Sealant and Adhesive **Ultra-Fast Anchoring Adhesive**		368	60, 1, 100, 0	115, 188, 37	#73bc25
SET Control		354	81, 0, 92, 0	0, 177, 64	#00b140
Concrete Mix		3415	97, 10, 86, 18	0, 119, 73	#007749
TiltWallFix		5477	76, 48, 58, 29	62, 92, 89	#3e5c59
CTS 24/6 **Concrete Mix** **LIGHT**		Black 10% Screen	0, 0, 0, 10	237, 237, 237	#ededed
GXP Geneal Epoxy Primer **TRU PC** **TXP SuperFast**		Cool Gray 2	5, 3, 5, 11	225, 226, 224	#e1e2e0

BRAND COLORS

PRODUCT NAME		PMS	CMYK	RGB	HEX
Flexible Construction Adhesive and Sealant					
Fast Anchoring and Repair Adhesive					
Non-Sag Sealant and Adhesive		Silver Metallic	47, 38, 38, 2	140, 144, 145	#8c9091
Non-Sag Textured Sealant and Adhesive					
Self-Leveling Sealant					
Ultra-Fast Anchoring Adhesive					
Asphalt Resurfacer		Cool Gray 9	30, 22, 17, 57	106, 109, 113	#6a6d71
Mortar Mix Plus		Cool Gray 11	44, 34, 22, 77	59, 60, 67	#3b3c43
Asphalt Repair Mix DARK Eisenwall Set Control		Black	0, 0, 0, 100	0, 0, 0	#000000

Avant Guard

The two font styles — Regular and Bold — of the Avant Guard typeface are to be used only for the CTS and Rapid Set logos. Do not use Avant Guard in any font as a heading, tagline, or body text in print collateral, packaging, or digital media.

The words "CTS" and "Rapid Set®" should never appear outside the logo in Avant Guard Regular or Avant Guarde Bold. Use Helvetica Neue LT Std (see next page) instead.

Avant Guard Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abdefghijklmnopqrstuvwyz
0123456789

Avant Guard Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abdefghijklmnopqrstuvwyz
0123456789**

APPROVED TYPEFACES

Helvetica Neue LT Std

This typeface provides the clean feel of sans-serif (no extensions at the end of each stroke in a letter) typography that's easy to read on both screen and paper and compliments the CTS, Rapid Set, and Komponent logos. It is designated for all CTS brands and must be used in all print and digital media.

More than 20 fonts provide extensive design flexibility with a wide range of weights and style options, including italics, small caps, and support for foreign glyphs. Each has foreign language glyphs.

Any requests to use additional typefaces must get senior design approval before publication. Helvetica Neue LT Std 47 Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abdefghijklmnopqrstuvwyz
0123456789

Helvetica Neue LT Std 47 Light Condensed Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abdefghijklmnopqrstuvwyz
0123456789

Helvetica Neue LT Std 57 Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abdefghijklmnopqrstuvwyz
0123456789

Helvetica Neue LT Std 57 Condensed Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abdefghijklmnopqrstuvwyz
0123456789

APPROVED TYPEFACES

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abdefghijklmnopqrstuvwyz
0123456789

Helvetica Neue LT Std 67 Medium Condensed Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abdefghijklmnopqrstuvwyz
0123456789

Helvetica Neue LT Std 77 Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abdefghijklmnopqrstuvwyz
0123456789

Helvetica Neue LT Std 77 Bold Condensed Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abdefghijklmnopqrstuvwyz
0123456789

APPROVED TYPEFACES

Helvetica Neue LT Std 87 Heavy Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ abdefghijklmnopqrstuvwyz 0123456789

Helvetica Neue LT Std 87 Heavy Condensed Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ abdefghijklmnopqrstuvwyz 0123456789

Helvetica Neue LT Std 97 Black Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ abdefghijklmnopqrstuvwyz 0123456789

Helvetica Neue LT Std 97 Black Condensed Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ abdefghijklmnopqrstuvwyz 0123456789

Helvetica Neue LT Std 107 Extra Black Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ abdefghijklmnopqrstuvwyz 0123456789

Helvetica Neue LT Std 107 Extra Black Condensed Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ abdefghijklmnopqrstuvwyz 0123456789

Helvetica Neue LT Std 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abdefghijklmnopqrstuvwyz 0123456789

Helvetica Neue LT Std 45 Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abdefghijklmnopqrstuvwyz 0123456789

Helvetica Neue LT Std 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abdefghijklmnopqrstuvwyz
0123456789

Helvetica Neue LT Std 56 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abdefghijklmnopqrstuvwyz
0123456789

Helvetica Neue LT Std 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abdefghijklmnopqrstuvwyz
0123456789

Helvetica Neue LT Std 66 Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abdefghijklmnopqrstuvwyz
0123456789

Helvetica Neue LT Std 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abdefghijklmnopqrstuvwyz
0123456789

Helvetica Neue LT Std 76 Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abdefghijklmnopqrstuvwyz
0123456789

Helvetica Neue LT Std 85 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abdefghijklmnopqrstuvwyz
0123456789

Helvetica Neue LT Std 86 Heavy Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abdefghijklmnopqrstuvwyz
0123456789

APPROVED TYPEFACES

Helvetica Neue LT Std 95 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abdefghijklmnopqrstuvwyz
0123456789

Helvetica Neue LT Std 96 Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abdefghijklmnopqrstuvwyz
0123456789

Helvetica Neue LT Std 43 Light Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abdefghijklmnopqrstuvwyz
0123456789

Helvetica Neue LT Std 43 Light Extended Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abdefghijklmnopqrstuvwyz
0123456789

Helvetica Neue LT Std 53 Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abdefghijklmnopqrstuvwyz
0123456789

Helvetica Neue LT Std 53 Extended Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abdefghijklmnopqrstuvwyz
0123456789

Helvetica Neue LT Std 63 Medium Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abdefghijklmnopqrstuvwyz
0123456789

Helvetica Neue LT Std 63 Medium Extended Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abdefghijklmnopqrstuvwyz
0123456789

Helvetica Neue LT Std 73 Bold Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abdefghijklmnopqrstuvwyz
0123456789

APPROVED TYPEFACES

Helvetica Neue LT Std 73 Bold Extended Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abdefghijklmnopqrstuvwyz
0123456789

Helvetica Neue LT Std 833 Heavy Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abdefghijklmnopqrstuvwyz
0123456789

Helvetica Neue LT Std 833 Heavy Extended Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abdefghijklmnopqrstuvwyz
0123456789

Helvetica Neue LT Std 93 Black Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abdefghijklmnopqrstuvwyz
0123456789

Helvetica Neue LT Std 93 Black Extended Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abdefghijklmnopqrstuvwyz
0123456789

In keeping with branding best practices (see logo taboos on page 31), in which companies use only one logo/design mark to represent their identity, the following business card is used for all three master brands.

Our company's name, CTS Cement Manufacturing Corporation, appears on the front of the business card. The Rapid Set® and Komponent® brands are prominently represented on the back.

Each master brand has its own letterhead and envelope, but shares the same business card. The next three pages provide examples.
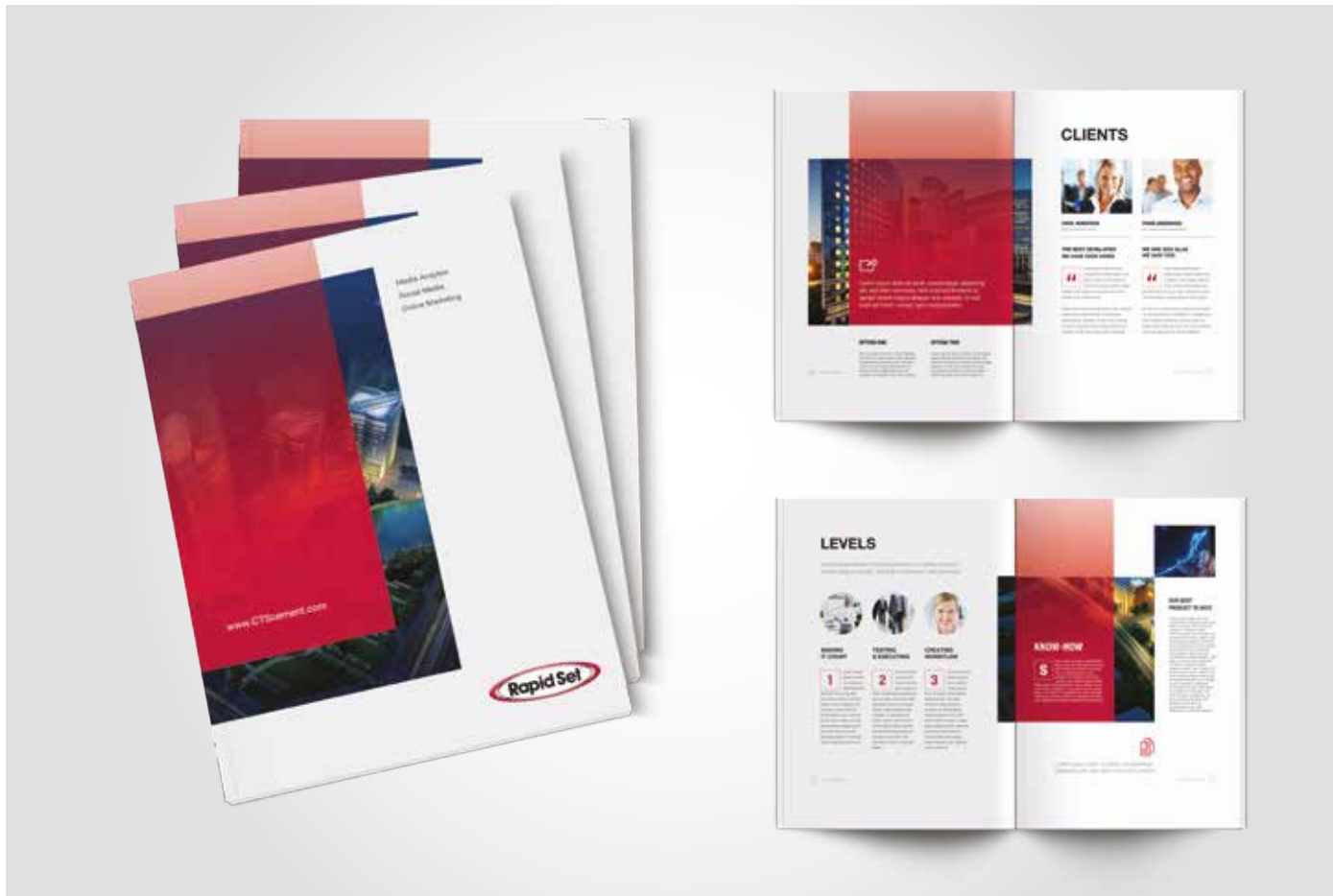
RAPID SET® STATIONERY

CTS STATIONERY

Use branding elements sparingly if space is limited. Start with the font, color, and logo. Then, add elements while observing white space usage and visual flow rules.
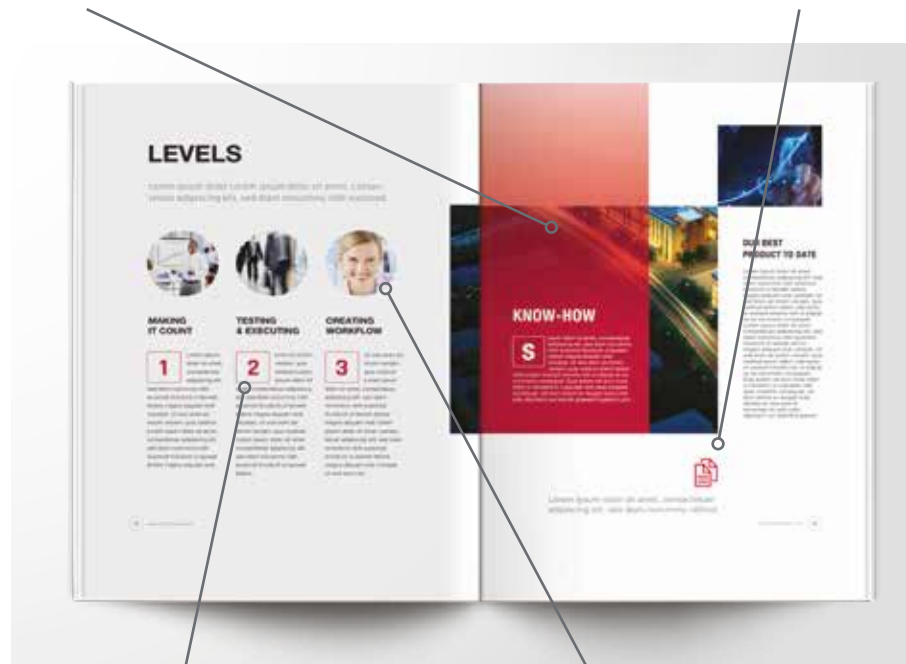
RAPID SET® BRANDING ELEMENTS

The distinctive elements for Rapid Set are:

1. GRADIENT ELEMENT: The gradient rectangle or a square element transitions from a semi-transparency to a solid using a combination of overlapping Gradient Feathers set to Normal and Multiply blending modes. This element can be positioned on the page, resized, or overlapped to create an aesthetic while observing the Golden Ratio use of space. The gradient is traditionally red but may be changed to white, grey, black, or yellow to complement a product color or convey a luxury-brand style. The top layer is built using Pantone 193C with a Gradient Feather effect at 100% opacity with location at 30% to 20% opacity with location at 100%, set to 90% Normal blending mode. The bottom layer is built using a Gradient Feather effect at 100% opacity with location at 0% to 30% opacity with location at 100%, set to 100% Multiply blending mode.

2. ICON WORKS ELEMENT: Icon-Works font icons may be used to call out interesting facts or content.

3. BOXED CALL-OUTS ELEMENT: Numeric steps or icons may be placed in a box to create accents.

4. IMAGE CIRCLE ELEMENT: Images placed in circles draw attention to sequential or categorical content.

Gradient Element

Icon Works Call-Out Element

Boxed Call-Out Element

Image Circles Element

KOMPONENT® BRANDING ELEMENTS

The distinctive elements for Komponent are:

1. **SHEER ELEMENT:** Rectangles sheared at 25% in a red gradient (Pantone 193C to a slightly darker hue at #860e25), Cool Gray 2C, or Pantone 293C are used with overlapping blending modes set to Normal and Multiply. Images may also be placed in this element for visual appeal.

2. **ICON WORKS ELEMENT:** Icon-Works font icons may be used to call-out interesting facts or content.

3. **ICON CIRCLE ELEMENT:** Icons placed in circles draw attention to sequential or categorical content.

Sheer Element

Icon Works Call-Out Element

Boxed Call-Out Element

CTS BRANDING ELEMENTS

The distinctive elements for Komponent are:

1. **SHEER ELEMENT:** Rectangles sheared in both horizontal and vertical transformations in Pantone 193C, Cool Gray 2C, Cool Gray 11C or Black are used. Images may also be placed in this element for visual appeal.

2. **ICON WORKS ELEMENT:** Icon-Works font icons may be used to call-out interesting facts or content.

3. **ICON CIRCLE ELEMENT:** Icons placed in circles draw attention to sequential or categorical content.

Sheer Element

Icon Works Call-Out Element

Boxed Call-Out Element

GRAMMER GUIDELINES

The following guidelines for text should be observed to eleviate common mistakes and to unify messaging.

RULES FOR WEIGHTS

50-lb.	Omit the period – Looks to busy in small print.
50-lb	Use when it is before a noun. (ie. "50-lb bag")
50 lb	Use when it is before an "of" or when it not before a noun. (ie front cover on bag "50 lb" just all by itself)
50 lbs	Use when it is before an "of" and a plural is needed in the sentence (ie."50-lb (22.7-kg) bag of Rapid Set® TRU® SELF-LEVELING with 25 lbs (11.3 kg) of clean"
50-lbs	Use when a plural is needed in sentence before a noun.
50 pound	Omit the "pounds". Should always be abbreviated to lb
50 pounds	Omit the "pounds". Should always be abbreviated to lbs

RULES FOR HYPHENS

One-hour traffic	Use a hyphen if the proceeding words are used to describe the word that follows
Re-repair	Use a hyphen if the word can be misread or misunderstood
Self-healing	All "self-" words
Meta-analysis	Use when the last letter of first word and first letter of second word start with the same vowel
5- and 10-minute test results	When two or more words or numbers have a common base
bond breakers	There is no hyphen between these words
shot blasting	There is no hyphen between these words
retemper	There is no hyphen between these words
freeze thaw	freeze-thaw (add a hyphen)

GRAMMER GUIDELINES

RULES FOR MEASUREMENT

MPa	Mega pascals (include on all literature and packaging)
psi	Pounds per square inch (omit comma in the number)
m^2	Meters squared
cm	Centimeters (include on all literature and packaging)
cm^3	Cubic centimeters
ft^2	Square feet
1 ft	Feet mark
1"	Inch mark is a Glyph, not a quote "
ft^3	Cubic feet
yd^3	Cubic yard
m^3	Cubic meter
N/mm^2	Newton for the UK
°C	Celsius (include on all literature and packaging)

RULES FOR REGISTRATION MARK & TRADEMARK

® and ™	Use Registration mark and trademark once per page, at the top (first mention) and in the header. If the header doesn't have the registration/trademark word(s), please these marks in the words that show up first.

RULES FOR COMMAS

Fast, strong and durable	Don't use before "and" in a string of single words
Paddle mixer, heavy duty drill, and an appropriate mixer and pump	Use when list is complex or a bit lengthy so the last two items don't seem like they're together
Concrete should be free of hydrostatic pressure, and vapor emission rates should comply with the finished flooring manufacturer's requirements.	Use to connect two independent clauses

RULES FOR EN DASH & EM DASH

En dash (width of "n", a little longer than a hyphen)	Used to periods of time in place of "to" Used in place of a hyphen when combining open compounds (i.e. California-Oregon border)
Em dash (width of "m")	Use sparingly in formal writing. In informal writing, use Em dashes in place of commas, sem-icolons, colons and parenthesis for added emphasis, an interruption, or an abrupt change of thought (i.e. Rapid Set cement is fast—3000 psi in one hour)

Note: Most authorities recommend no spaces before or after the en or em dashes.

GRAMMER GUIDELINES

ADDITIONAL RULES

ASTM C191	No dash in between ASTM and first set of numbers)
Rapid Set®	Use "Rapid Set" before product name in first mention only and in headers
Product name	Use all CAPS for product name that is showcased, and title case for all other products (except for SET Control and FLOW Control) Do not bold SET Control and FLOW Control on packaging and datasheets.
www.CTScement.com	Always use this URL rather than www.rapidset.com . Captialize CTS to make the url more readable. Do not underline. The www may be omitted

COPY STYLE GUIDE AND GLOSSARY

For style, use The Associated Press (AP) Stylebook and Briefing on Media Law (2017) with the following deviations. For spelling, use ACI Concrete Terminology-21 (click **here** to download free PDF). For spelling and guidance not included in either resource, use Webster's New World College Dictionary (5th edition).

Accelerated portland cement concrete. Also referred to as "4X4 concrete," it's Type III (high early strength) and Type IIIA (air-entrained high early strength) portland cement. BCSA/Rapid Set® Cement competitor

Acronyms: spell term/phrase out on first reference followed immediately with acronym in parenthesis. Subsequent references: acronym only.

Alkali-silica reaction (ASR)

Alkali-carbonate reaction (ACR)

Unless otherwise noted, all standards, specifications, etc., are most recent versions:

ACI PRC-223-21 "Guide for the Use of Shrinkage-Compensating Concrete." Applies to Type K shrinkage-compensating cement

ASTM C845 "Standard Specification for Expansive Hydraulic Cement." Applies to Type K shrinkage-compensating cement

ASTM C878 "Standard Test Method for Restrained Expansion of Shrinkage-Compensating Concrete." Used to quantify most-effective dosage of Komponent® in a Type K shrinkage-compensating cement mix

ACI 242 Alternative Cements: committee developing proposed classes of CSA cements, which includes Rapid Set®

ACI 305.1-14 (reapproved 2020) "Specification for Hot Weather Concreting"

ACI 305R-10 "Guide to Hot Weather Concreting"

ACI 306R-16 "Standard Specification for Cold Weather Concreting"

ACI 306R-16 "Guide to Cold Weather Concreting"

ACI 365.1R-00 "Service Life Prediction"

ASTM C39 "Standard Test Method for Compressive Strength of Cylindrical Concrete Specimens"

ASTM C150-07 "Standard Specifications for Portland Cement" (8 types)

COPY STYLE GUIDE AND GLOSSARY

ASTM C157 "Standard Test Method for Length Change of Hardened Cement Mortar and Concrete"

ASTM C685M-17 "Standard Specification For Concrete Made By Volumetric Batching and Continuous Mixing"

ASTM C1074-17 "Standard Practice for Estimating Concrete Strength by the Maturity Method"

ASTM C1581 "Standard Test Method for Determining Age at Cracking and Induced Tensile Stress Characteristics of Mortar and Concrete under Restrained Shrinkage"

ASTM C1600/C1600M-08 "Standard Specification for Rapid Hardening Hydraulic Cement"

Alite: form of tricalcium silicate (C3A) that's the principal phase in portland-cement

clinker (per ACI). One constituent that makes portland cement susceptible to sulfates.

Anti: hyphenate unless word has specific meaning; i.e., antibiotic, antifreeze, etc.

Belitic calcium sulfoaluminate (BCSA). CTS is largest North American manufacturer, which it markets as Rapid Set® Cement (50% BCSA). Belite imparts long-term strength gain, which is why Rapid Set is a single-component cement that doesn't require accelerators, binders or other additives. Doesn't contain tricalcium aluminate (C3A), the mineral that makes portland cement susceptible to sulfate attack and alkali-silica reaction (ASR). All CTS products except CTS Construction Grout, CTS 24/6 Concrete Mix and TiltWallFixx are RS-based.

Bond breaker (no hyphen)

Branding, Existing Products. On first reference, insert Rapid Set® before product name, add ® or ™ to product name based on how it appears on CTS website, and link product to URL provided in Products_WebsiteURL spreadsheet; i.e., Rapid Set® WunderFixx®, Rapid Set® Mortar Mix Plus. Second reference: WunderFixx, Mortar Mix Plus

Branding, New Products. SJJ: insert language from JO Grammar Rules re UC

Buy America Act. Section 165 of Surface Transportation Assistance Act of 1982. Applies to state and local governments for road, railway and rapid transit. Requirements differ b/c Federal Transit Administration (FTA), Federal Highway Administration (FHWA), and Federal Aviation Administration (FAA) have different statutes and regulations. Passed in 1933. Applies to federal government, not third parties such as private contractors given procurement funding via government endowments. Less expensive and easier to comply with than Buy America.

Calcium aluminate cement (CAC). Also called high-alumina cement (HAC). Used primarily for refractory repair. Sold by Kerneos Inc., subsidiary of Imerys, under brand name Ciment Fondu®. Unlike BCSA, loses strength over time.

Calcium sulfoaluminate (CSA) cement. BCSA is type of CSA. Use BCSA when referring to Rapid Set® products.

Cast in place. Not poured in place (per ACI)

Comma: Unlike AP, use serial comma; i.e., Most are warriors: archers, infantry, cavalry, and charioteers.

CTS Cement Manufacturing Corp. (not Corporation)

Debonding

Delaminate

Dicalcium silicate (C2S): belite compound

Freeze-thaw

Headlines: do NOT use ®, TM, or & in headlines

Hippo: not hippo; the Hippo cement mixer is made by a company called Portamix

Komponent® shrinkage-compensating concrete (KSCC) (does SFG want acronym to be standard?)

lb (not "pound")

COPY STYLE GUIDE AND GLOSSARY

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lbs (not "pounds")

Modulus of elasticity (MOE)

Multipurpose. Per AP, no hyphen unless next word begins with "i." Same rule applies to other common prefixes: co, de, dis, fore, mini, non, pre, sub, super, up

Ordinary portland cement (OPC)

Poly-alpha-methylstyrene (PAMS): recommended curing compound for Rapid Set® and Komponent®. Rarely used for Komponent b/c it's white and sticky. Water is preferred curing compound for both.

portland cement. "portland" is always lower case. Here are the types.

psi, psf. Always acceptable on first reference. Don't use commas for psi and psf measurements from 1000 through 9999; use commas for psi and psf 10,000 and higher. They were 3000 and 12,000 psi, each containing 1200 cubic yards of concrete. [SJJ: where did this rule come from?]

Rapid-hardening cement concrete (RHCC) (industry or CTS term?) = high early strength [SJJ: where did you see this? A webinar?]

Rapid-setting: Adjective. A cement mix that sets fast, but not necessarily hard (market confuses this term with "rapid-hardening")

Rapid Set® Cement

Rapid Set® Low-P™ Cement: P = permeability. Competes with latex-modified (Type V) impermeable portland cement but is better b/c the latex is already in the mix and doesn't have to be added.

Rapid-strength cement / rapid-strength concrete (RSC). There's no official definition. CTS often uses Caltrans definition: 400 psi flexural strength in 4 hours. Caltrans has placed 2,000 lane-miles of Rapid Set® Cement since 1995

Self- Always hyphenate

Self-consolidating concrete (SCC). Concrete that flows around reinforcement and consolidate within formwork under its own weight without vibration (per ACI)

Self-curing technology (SCT): a combination of three to four additives that varies depending on CTS product

shotcrete, shotcreting (per ACI)

Shrinkage-compensating cement. Expansive cement: when mixed with water produces a paste that after setting increases in volume to a greater degree than portland-cement paste (per ACI). Three types: K (CTS is sole North American manufacturer), M, and S. Always spell out b/c SCC = self-consolidating concrete to the industry.

Shrinkage-compensating concrete

Shrinkage-reducing admixtures (SRA)

State abbreviations SJJ: use AP or USPS style?

Subcontractor

Subgrade

Superflat, superflatness

Superplasticizer: also called water reducer, additive that lowers how much water a mix requires without compromising workability and delays set time.

System-K™ shrinkage-compensating concrete (per SFG Jan. 25, 2022)

Temperatures. SJJ: write out or use symbol? Test Rapid Set at 73° F +/- 3°

Tricalcium aluminate (C_3A). Mineral (component) that makes portland cement susceptible to sulfate attack. Even Type V portland cement, which is considered sulfate-resistant, contains some C_3A

COPY STYLE GUIDE AND GLOSSARY

Type K (no ® or ™) cement: CTS is largest (and only? See my Grant notes) global manufacturer. Designed for use with reinforcement

Type K shrinkage-compensating concrete (per SFG Jan. 25, 2022)

Type K shrinkage-compensating grout (per SFG Jan. 25, 2022)

water-to-cement ratio (w/c)

Weights. Always use figures rather than spell out one through nine. Always abbreviate. No period in all content (packaging, social media, project profiles, etc.); i.e., lbs instead of pounds, oz instead of ounces. Always provide imperial weight followed by metric weight in parenthesis; i.e., 25 lbs (11.3 kg)

CTS