

A full-page background image with a red tint. It shows a worker from behind, wearing a hard hat with a 'BRS' logo and a safety vest with 'BARNHART' printed on the back. The worker is in an industrial control room, looking at a panel with various gauges and controls. The overall scene is industrial and professional.

BARNHART

Brand Guidelines

UPDATED 02.23.2026

Beyond the Box

The following pages cover Barnhart brand guidelines on the proper use of our logo, colors and iconic rectangular box. The guidelines may seem exacting, but branding is an integral part of the visual presence and reputation of Barnhart.

But let's look beyond that box. The truth is, you are the brand. Every member of the Barnhart family is too. Branding is not just how the logo looks on the side of the truck. It's how you conduct yourself once you get out of it.

Branding is in every interaction, from how you answer the phone to the way you perform the work and the quality of your communication with colleagues, subcontractors and clients.

As you go about your day, own the Barnhart brand. Without you, we wouldn't be where we are today — a proud industry leader with a 50+ year history and a recognizable brand that represents standards just as exacting as the ones in this book.





BARNHART BRAND

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Primary Logo

The Barnhart logo consists of the name “Barnhart” in a **rectangular solid field**. The logo consists of specially created and spaced letter forms which may not be modified in any way. Use the approved artwork file rather than attempting to re-create the logo.



To download the official logo files, please scan the QR code or visit barnhartcrane.com/graphics-standards-logo-usage/



Secondary Logo | With Tag Line

“Minds Over Matter” tag line should be in black and in the fonts Franklin Gothic Demi or Arial Black.

- Use in conjunction with the logo on marketing materials such as brochures and ads.
- It is not necessary to use the tag line on proposals, correspondence, business cards or equipment logo applications.



Size Requirement for Documents

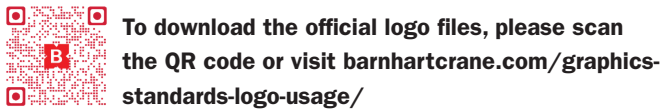
- When inserted into a document the preferred logo size is 2.0” wide. The logo should not be printed less than 1.5” wide.
- When reducing the logo with the tag line, the tag line should not appear so small as to be illegible.
- When reducing and enlarging the logo the proportions should remain the same.





Reproducing the Barnhart Logo

The Barnhart logo consists of the name “Barnhart” in a **rectangular solid field**. The logo consists of specially created and spaced letter forms which may not be modified in any way. Use the approved artwork file rather than attempting to re-create the logo. Artwork is available with and without the tag line.



As a last resort, the grid can be used to replicate the logo for larger and unique applications. See larger grid on page 17.

Clear Space Requirements For Print

Please ensure that a clear space of 4 X is maintained around the logo, where X is 1/2 the height of the letters or height of the box in grid above. More than this clear space is always acceptable.

Note:

For clear space requirements for decals and large painted logos please see the Large Logo Application Section starting on page 13.

Formats

.jpeg or .jpg

Usually lower resolution. Use for electronic applications or for placing in Word documents.

.png

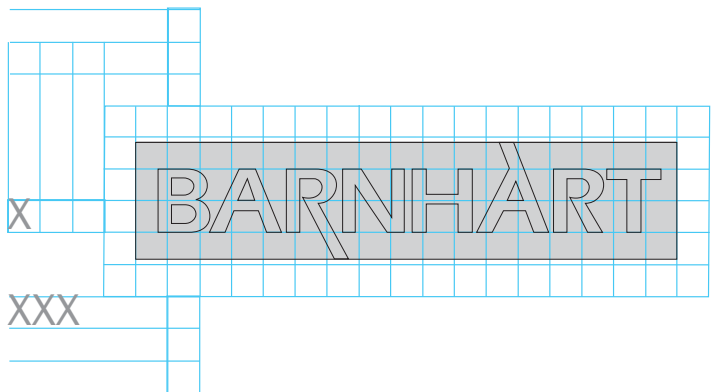
Usually lower resolution. Use for electronic applications or for placing in Word documents.

.tiff or .eps

Higher resolution. Use in printed marketing materials.

.eps or .ai

Scalable vector format for use in signage and banners. This should also be used for vendors producing decals for equipment.



Colors

The Logo and the tag line may be used only in approved colors:

- Barnhart Red Based on Application
- Black or reversed in white on a reasonably dark, solid or screened background or photo.

Official Barnhart Logo colors are as follows:

Web/Digital Applications:

Hex Value: #cc0033

Print Applications:

Red: PMS 186C (coated)

PMS 1795U (uncoated)

Black

Process Formulas:

Red: Coated DS75-1C | CMYK: C-0, M-100, Y-100, K-20

Red: Uncoated DS74-1C | CMYK: C-0, M-100, Y-100, K-10

Black: K-100

Red RGB Formula:

R: 228, G: 24, B: 55

Paint Applications:

Red: GM9260 Victory Red or 87D PCC Urethane Suffix D

Black: 87A PCC Urethane Suffix A

Vinyl Applications:

3M Scotchcal Film colors

Opaque: Cardinal Red

Translucent (Backlit): Cardinal Red

Reflective: Ruby Red

Reversed Logo Applications

When used in reverse, only white on black or on a color field is acceptable. Some special exceptions may be allowed for promotional and specialty items.

However, special exceptions must be approved by calling 251-706-0884. Please contact Sales and Marketing before producing any swag with any logo colors outside of the standard Barnhart red and black.



2 color and process applications



1 color application



Brand Fonts

ITC Franklin Gothic is the font to be used by graphic designers and sign specialists and should be used in all official documents like letterhead, business cards, and signage. The typeface families to be used in conjunction with the logo.

ITC Franklin Gothic BT Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Headlines:
ITC Franklin
Gothic BT Demi
10/13

ITC Franklin Gothic BT Demi
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

-----> **Clear Space Requirements for Print**

The Barnhart logo must clearly stand out wherever it appears. One way to ensure this is by maintaining clear space around the logo. Clear space is an area that is kept free of any other text, graphic elements or other visual distractions.

ITC Franklin Gothic BT Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

↑
Body Copy:
ITC Franklin
Gothic BT Book
10/13

Alternate Font is Arial

Arial is to be used on all internal documents such as word documents and powerpoint.

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

A typeface family includes regular, bold and italic versions of the typeface. These typefaces are compatible with both Mac and Windows systems.

The consistent use of these typeface families helps establish an image for Barnhart. The use of novelty and script fonts is discouraged in most cases.

Misuse Examples

The logo consists of specially created and spaced letter forms which may not be modified in any way. The example to the right is the correct logo for reference. The examples below are examples of incorrect logo usage.

NEVER use the type of the logo without the box. The box is an integral part of the logo and should always be used.

DO NOT adjust the rectangular part of the logo. The letter shapes should extend to the edge of the box, not stop within the box.

DO NOT screen back or change the color of the Barnhart logo. The logo should always be at 100% of the Barnhart red or 100% black. Apparel application is the exception to this. See page 12.

DO NOT crop into the logo. The entire rectangular box is part of the logo and should always be used.

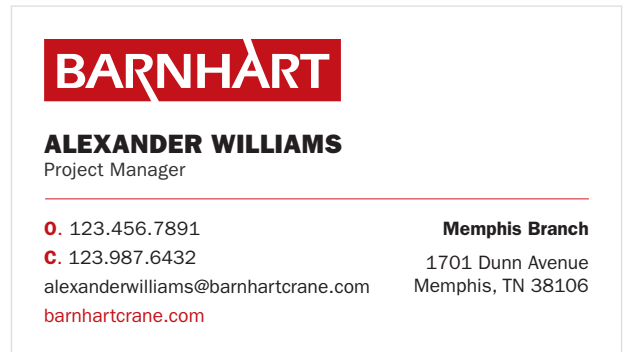
DO NOT stretch or distort the logo. Horizontal and vertical scaling should always be scaled proportionately or at the same time.



Logo Application

Business Card

- The business card template complements the letterhead design and reinforces brand consistency.
- Like the letterhead, the Barnhart logo is positioned prominently at the top left as the primary anchor.
- Name and title are flush left beneath the logo, establishing clear typographic hierarchy.
- Contact details are flush left, while the branch name and address are flush right, creating balance with the left-aligned contact info.
- It is required that units obtain professionally printed business cards through www.gwins.cc and not attempt to recreate the business card.
- Thermography is not permissible on business cards.
- Business Card Stock: Bright White Smooth Cover, 80# white
- Customization allowed for each card.
- Two-sided and other limited variations are available through Gwin's printing. Contact Gwin's at gwins.cc.



Envelope

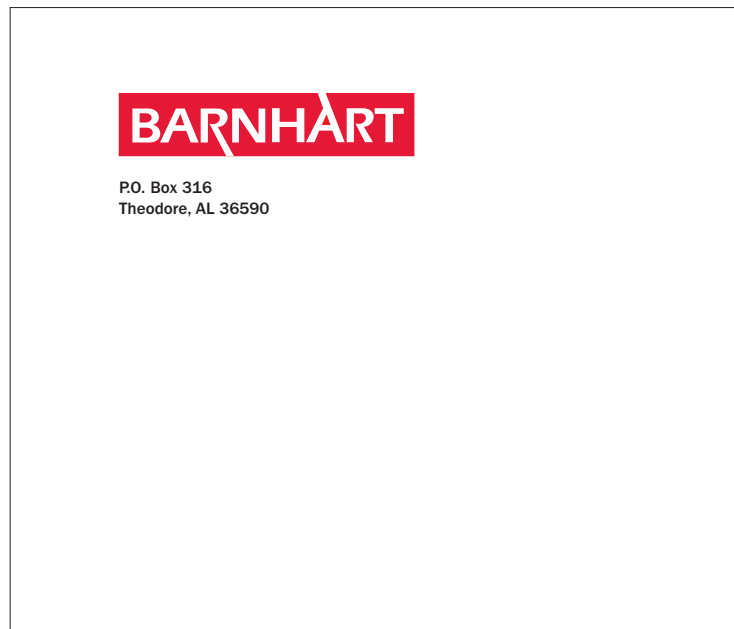
The #10 envelope template complements the letterhead design.

Envelope Stock:
White

Printing

All printed materials should be purchased through our primary printing source, Gwin's Printing.

www.gwins.cc



Apparel

- When possible the red, white or black logo should be used on apparel. The logo may be stitched or printed.
- The exception is to print or stitch the logo in a shade slightly darker or lighter than the fabric of the apparel.
- The logo must be used in its entirety and must be inside the logo box. Please refer to the Examples of Logo Misuse on page 7. Contact Sales & Marketing at 251-706-0884 with any questions.



Specialty Items

- The red and white logo is the most used and therefore the most recognized version of the logo to go on promotional items. When possible use the red logo on a white specialty item.
- The logo must be used in its entirety. Please refer to the Examples of Logo Misuse on page 7. Contact Sales & Marketing at 251-706-0884 with any questions.



Logo Application | Equipment

Overview

Decals are available for up to 70" wide. Decals are available in standard sizes that will fit most of our equipment and vehicles.

Examples of Decal Applications

Decal Only:

- 24" Wide X 12" Slide Track Beams
- Bridge Jumpers
- Strand Jacks
- Barge ramps

Decal and Unit #:

- Tractor Cabs
- Prime Mover Tractor Cabs
- Goldhofer Trailers
- Tractor Trailers
- Forklifts
- Pickup Trucks
- Gantry Leg/Jack systems
- Multi Purpose Pumps



Do Not Put Phone Numbers on Cranes and Equipment

- Recall on web addresses and business names have significantly higher than phone numbers.
- Google has made phone numbers on signs and equipment obsolete.
- Local phone numbers can be seen as negative as soon as you travel outside of your area code.

On white and light-colored vehicles or equipment the preferred decal is the red decal with white letters. On red, black or dark-colored backgrounds the preferred decal is the white decal with red letters. The tag line is not required on equipment or vehicles. On vehicles decals for DOT information are required. See page 16 for more details.



Use white decals for red, black or dark backgrounds.



Use red decals for white or light-colored backgrounds.

Examples of Decal Applications

Beam Application

- Logo decal without the tag line shall be placed on the web of the beam centered along the length and height of the beam.
- List other beam information flush on the left end (weight, unit, capacity, etc.)

See next page for information about clear space around the logo.



Gantry Leg/Jack Systems

- A white decal logo without the tag line should be placed on the flat side of the gantry leg or strand jacks.
- Attempt to center the decal on the equipment and insure that the placement is uniform for all common units.



Cylinders and Oddly Shaped Items

- Where possible, the logo should be centered and placed approximately 24" front the top of the container.
- If the logo decal can't be centered, the decal should be aligned to the right side.
- Place the decal where it is the most prominent.

Use your judgement when applied to a differently shaped container.





Clear Space for Decal Application

- Clear space of 1 X should be maintained around the logo, where X is 1/2 the height of the letters or height of the box in the grid above.
- More than this clear space is always acceptable.



Information about ordering decals and approved artwork can be found on in the Sales Toolbox and externally by request. Contact Sales & Marketing at 251-706-0884.

DOT Vehicle Logo Application

- Tractors, Crane Cabs, etc., should display the Barnhart logo without tagline on the front door panels.
- Color choices include red or white depending on the color of the truck.
- Cabs should display the Barnhart logo and DOT information on the front door panels. Logo should be placed in the top central location of the door.

White or Light Grey Vehicle: Red logo
Red /Dark Red Vehicle: White logo
Black Vehicle: Red or White logo

Letters should be at least 3"



If possible, line up the logo with DOT information.

Barnhart Crane and Rigging Co
US DOT 536

Arial is preferred font.



For more details on the DOT requirements see the "DOT Simplified Manual." Use the QR code to order from Gwin's Printing.

Identification Numbers and Stickers

- DOT number must be displayed. Numbers must be visible and legible at 50ft. Barnhart requires that the letters be at least 3" tall. Arial is the preferred font. See figure 3.
- IFTA sticker must be visible and goes on BOTH sides of the vehicle.
- Annual inspection form is in the cab. Sticker comes with laminate to protect the information. Use a fade resistant marker.



Mud Flap Identification

- Red and white logo should be centered and placed toward the bottom of the mud flap.



Non-DOT Vehicle Logo Application

- Pick-up trucks should display the Barnhart logo with tagline on the driver's door panel.
- DOT information is not necessary for regular truck application.
- Color choices include red or white depending on the color of the truck.

White Vehicle: Red logo

Red /Dark Red Vehicle: White logo

Black or Dark Grey Vehicle: Red or White logo

Door Magnet

- Door panel magnets can be used for temporary vehicle branding. White magnets are preferred with the logo in red as large as possible.

Web Address Application

- Web address should be in black and placed where appropriate on the back tailgate.
- Black lettering in Arial is preferred for readability.
- It is not necessary to include the www in the web address.

Do Not Put Phone Numbers on Vehicles

- Recall on web addresses and business names have significantly higher than phone numbers.
- Google and Bing have made Yellow Pages, and phone numbers on signs and equipment, obsolete.
- Local phone numbers can be seen as negative as soon as you travel outside of your area code.



Overview

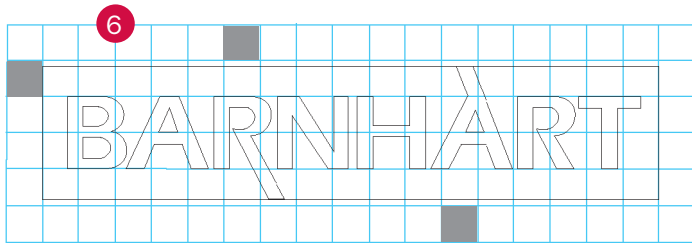
For large-scale applications or uneven surfaces, the Barnhart logo should be painted using a grid-based method to ensure accuracy and consistency.

Grid Use

- Always use the grid to scale the logo for large applications. This is the most effective way to maintain correct proportions.
- A grid-based logo template is available for use by your team or painting contractor (see below)
- Do not attempt to paint the logo freehand. Doing so can lead to misrepresentation of the logo and compromise brand integrity.

Using the Grid and Spacing

- When scaling the logo, use the grid to make it as large as possible while leaving at least one full square of space above and below the logo (see Figure 6). This ensures the logo has appropriate breathing room.
- Maintain the original proportions of the logo. Do not stretch, compress, or alter the spacing between letters. The grid ensures accurate, proportional scaling.



[Click Here to Download Grid](#)



Crane Upper & Lower

- The logo should be painted in the center of the most visible flat area where possible.
- Using the grid allows you to size the logo to fit best in the area you have available.
- Painting also allows you to paint the logo on surfaces that are not flat. Please use the same clear space rules as in the decal section.



Crane Boom (Hydraulic Type)

The Barnhart logo can be placed on each section of the hydraulic crane. Size decal down proportionally for smaller sections of the crane boom.

Girder Beams

Logo shall be placed on the web of the beam centered along the length and height of the beam. Other beam information should be listed flush on the left end (weight, unit, capacity, etc.) Please use the same clear space rules as in the decal section.



Storage Containers

Place the logo centered on the conex container if possible. If surface texture or space do not allow, the logo can be placed vertically as seen in the image below. Just remember to follow the clear space requirements.



Signage

Site Signage

- All Barnhart signage should use a consistent format with the application of the Barnhart logo.
- This strengthens the identity of the company and provides a professional face to the public.
- The sign can crop tighter up to the edge of the logo or have a white border to offset the logo.
- If a descriptor phrase or website is used, it should be centered vertically beneath the logo at a distance no less than 1/2 of the height of the logo. See Figure 7.
- It is not necessary to include the www in the web address.

BAD EXAMPLES DO NOT CREATE SIGNAGE LIKE THIS



Never use a service such as “Crane and Rigging” as a tagline. Signage should only use Barnhart primary logo or use the secondary logo with “Minds over Matter” tagline.



Never Never use unofficial logos or items made for special events, hard hat decals, or t-shirts in signage.



Incorrect use of logo (see logo page 4)

GOOD EXAMPLES



Banners Overview

To maintain consistency and protect brand integrity, all Barnhart signage—including temporary banners—must follow these formatting guidelines for the application of the Barnhart logo.

Logo Placement & Cropping

- The banner background must match the red field behind the logo exactly.
- The banner should be cropped precisely to the edge of the logo.
- **Do not crop into the logo** in any way.
- **Do not add extra red space** beyond the edges of the logo.
- This ensures the logo retains its intended visual impact and maintains consistent spacing across all applications.
- Alternatively, a white border may be used to frame the logo if desired, but it must be even on all sides and clearly separate the logo from the surrounding environment.

Descriptor Text (e.g., Website or Tagline)

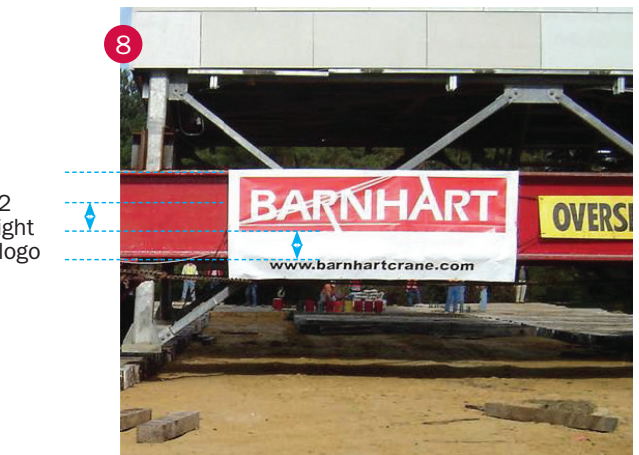
- If a website or descriptive phrase is included, it must be:
 - Centered horizontally below the logo
 - Positioned at a vertical distance of at least 1/2 the height of the logo (see Figure 8)
- Avoid cluttering the banner by adding additional taglines or elements that are not approved brand assets.
- It is not necessary to include the www in the web address.

General Notes

- Always use an official logo file; do not redraw, stretch, or alter it.
- All banners, regardless of size or material, must use these standards to ensure brand consistency across job sites and marketing materials.



Example of incorrect usage. **Do not crop into the logo** in any way.



Digital Guidelines

Colors

The Logo and the tag line may be used only in approved colors:

- Barnhart Red Based on Application
- Black or reversed in white on a reasonably dark, solid or screened background or photo.

Official Barnhart Logo colors are as follows:

Web/Digital Applications:

Hex Value: #cc0033

Red RGB Formula:

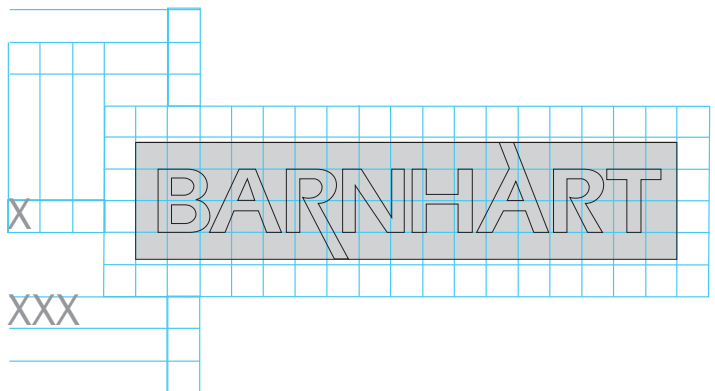
R: 228, G: 24, B: 55



#cc0033

Clear Space Requirements For Digital Usage

Please ensure that a clear space of 4 X is maintained around the logo, where X is 1/2 the height of the letters or height of the box in grid above. More than this clear space is always acceptable.



Size Requirement

- When inserted into a document the preferred logo size is 144 wide.
- When reducing the logo with the tag line, the tag line should not appear so small as to be illegible.
- When reducing and enlarging the logo the proportions should remain the same.



Formats

.jpeg or .jpg

Usually lower resolution. Use for electronic applications or for placing in Word documents.

.png

Usually lower resolution. Use for electronic applications or for placing in Word documents.

Simple Email signatures are recommended. If you add in icons, images, etc, these items can become problematic when sending e-mails to recipients who may not use the same platform. Keep your e-mail signature clean and with the most important contact information- phone and web address.

Email Signature Application

Email application should follow the format below:

Name

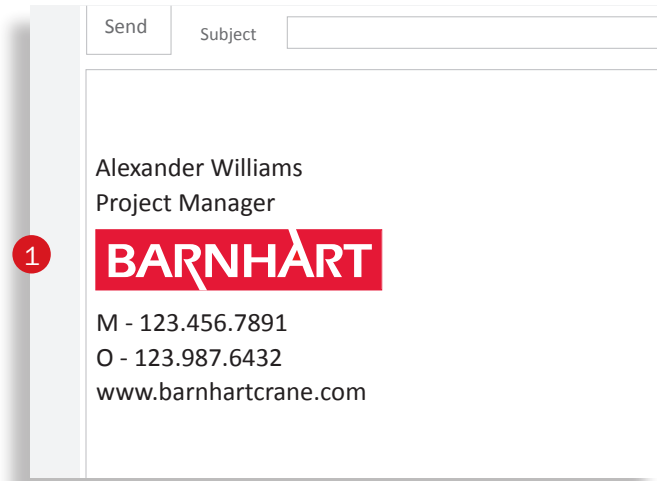
Title (optional)

logo flush left

251.000.0000

Web: www.barnhartcrane.com

See figure 1.



Favicon Overview

The Barnhart favicon is a simplified brand mark featuring the red “X” shape. It is primarily intended for digital applications and is a key identifier of our online presence. It is **NOT** to be used as an alternative to the Barnhart logo.

Approved Uses

- As a traditional website favicon displayed in browser tabs, bookmarks, and mobile shortcuts.
- As a standalone graphic element in digital media (e.g., social media graphics, digital ads, presentations, and videos).
- May be scaled proportionally for clarity in various screen resolutions.

Restrictions

- **Digital Only:** The favicon must never be used in any print materials, signage, or physical applications.
- Do not alter the design.
- No stretching, skewing, recoloring, or adding effects.
- Do not substitute the favicon for the full Barnhart logo in any instance where the complete logo is required.

Best Practices

- Use the favicon to reinforce the Barnhart brand subtly in digital layouts, not as the primary brand mark.
- Ensure the red color matches the official Barnhart red in digital color specifications.



Example of the favicon used as a graphic element.

Overview

Barnhart supports employees and partners who share their work and experiences on social media. Your pride in what you do is a reflection of our culture and commitment to excellence. These guidelines are meant to help you share content that reflects Barnhart's brand values while avoiding risks to safety, reputation, or regulatory compliance.

General Principles

- **Be Respectful and Professional:** Use appropriate, positive language. Refrain from posting content that could be seen as offensive, discriminatory, or inflammatory.
- **Stay True to Our Values:** Posts should reflect Barnhart's commitment to safety, integrity, teamwork, innovation, and customer service.
- **Use Good Judgment:** If you wouldn't say it in a meeting, on a job site, or to a customer, it probably doesn't belong in a post.

What to Avoid

- Posting confidential or proprietary information (e.g., client details, project specs).
- Do **NOT** post customer logo, company name or locations without permission.
- Making claims about performance, project outcomes, or equipment capabilities.
- Using language or humor that could be misinterpreted or damage trust.
- Sharing internal disputes, frustrations, or unapproved images of coworkers.

Visual Branding Guidelines

- **Do not alter the logo.**
 - Never stretch, distort, recolor, or rearrange logo elements.
 - Always use approved logo files.
- **Respect photo composition.**
 - Logos and branded elements (shirts, equipment, signage) should appear clearly and correctly.

Safety Representation

- **Always wear proper PPE in photos/videos.**
 - Posts featuring job sites or equipment must reflect OSHA-compliant safety practices.
 - Avoid content that could give the impression of unsafe behavior or protocol violations—even if staged or off-duty.

Tips for Great Posts

- Showcase teamwork, problem-solving, and innovation.
- Share before, during, and after shots of jobs or equipment setups (with permission).
- Highlight personal milestones, achievements, or team shout-outs.
- Use approved hashtags and tag Barnhart's official accounts when appropriate.

If You're Not Sure—Ask.

When in doubt, reach out to the marketing or communications team for guidance. We're here to support you in sharing your Barnhart story the right way.