

SEBASTIAN

BRAND GUIDELINES
STANDARDS AND TEMPLATES



**REQUEST A DOCUMENT
TO BE FORMATTED**

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Brand Guidelines, Standards and Templates

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Dear colleagues,

At Sebastian, our reputation as a “get-it-done” company is built on a legacy of innovation, excellence, and relentless drive to deliver exceptional results. This reputation is more than just words - it is supported by an impressive track-record.

As we move forward into an exciting new chapter for our company, we are introducing a valuable resource that will not only enhance our work but also solidify our identity. While this initiative may not carry the thrill of our special projects division or the cutting-edge innovation of our virtual construction endeavors, its significance cannot be overstated. It is a tool designed to ensure that Sebastian’s objectives – both internal and external – are communicated with clarity, consistency, and impact.

In our commitment to reinforcing the Sebastian brand, we have developed a set of branding and document standards that build on the foundation that has been laid. These guidelines encompass every visual and written communication element, from internal documents to signboards. Collectively, these represent a unified identity that reflects Sebastian’s commitment to intentionality, excellence, and craftsmanship.

Following our rebrand in 2022, this resource represents the next step in aligning our brand with our vision. It was inspired by the excellent work done by Lendon Lewis and Jason David Smith and is meant to be supplemental to our Sebastian Book. It is a comprehensive reference for all Sebastian employees – a definitive guide to our policies on communication, branding, and the standards of quality that define us.

To succeed in this endeavor, we need the commitment of everyone at Sebastian. Leadership must set the example, our field experts must embrace these guidelines, and every team member must diligently uphold these standards to ensure that our brand identity reflects our tradition of excellence.

I am confident in our collective ability to embrace this initiative and excited to see how each of you will contribute to shaping Sebastian’s future. Together, we will present a unified, professional, and inspiring brand image that reinforces our position as the leaders in our field.

Thank you for your enthusiasm and support as we implement Sebastian’s fresh look and feel into the future.

Sincerely,

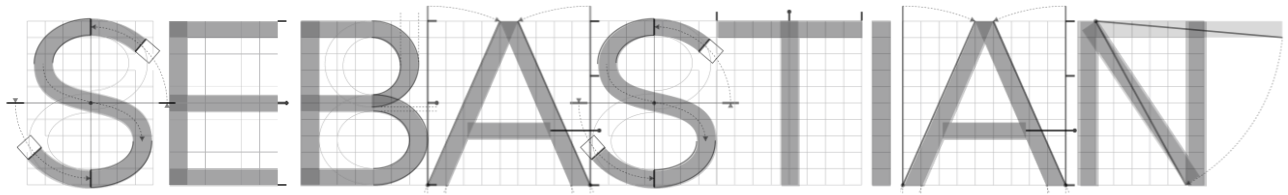
Jonathan Carrera
Marketing Manager

A top-down view of a cobblestone path. The stones are dark grey and rectangular, arranged in a staggered pattern. The ground between the stones is a mix of dark soil and small pebbles. The word "BRANDING" is overlaid in the center in a bold, white, sans-serif font.

BRANDING

THE WORDMARK

Sebastian has become synonymous with excellence within the residential construction market of Texas. This word alone is the moniker that people know and use to refer to the company. Therefore, this very depiction of the word - shown on the opposite page - shall be the Sebastian wordmark, used unanimously to represent the organization.



WORDMARK CONSTRUCTION

The Sebastian wordmark is a custom piece of type. The typeface, Gotham, served as the derivation for the design, and bespoke characters were developed to optimize the posture and balance of the overall word. Each character was designed on a grid that served as the basis of proportion for each of the word's seven characters.

Creative Direction & Graphic Design
by Jason David Smith.

IDENTITY COMPONENTS

The Sebastian brand identity is conceived as a flexible system of specific components meant to be combined in a variety of ways. Deferring its right to be - in any way - flashy, the identity reaches toward absolute clarity within any given context.

WORDMARK (OR LOGOTYPE)

SEBASTIAN

HERITAGE MARKER

SINCE 1948

MARKET LOCATION

IN TEXAS



TAGLINE

CONSTRUCTING MEANINGFUL ARCHITECTURES

SMALL EMBLEMS

S



WEB DOMAIN

SEBASTIANCG.COM

75TH ANNIVERSARY MARK

75
YEARS

WORDMARK VARIANTS

In a few specific cases – the Sebastian wordmark shown above might be presented with subtext to denote either specific arms of the company or future brand extensions. See the opposite page for examples.

SEBASTIAN
CLIENT SERVICES

SEBASTIAN
CONSTRUCTION GROUP

SEBASTIAN
FOUNDATION

BRAND COLORS

In the spirit of an art exhibition space, the Sebastian brand imbues sophisticated simplicity and looks to serve as a backdrop for the colorful imagery of the company's completed projects.

To that end, Sebastian's primary brand colors are black and white with the occasional introduction of grays.

MONOCHROMATIC SCHEME

The homes constructed by Sebastian are elegant and sophisticated. The monochromatic color scheme communicates this elevated look and feel.

COLOR IMAGES . COMPLETED PROJECTS

The Sebastian brand image is one that seeks to be understated and in the back ground, allowing our final product to speak for itself. This is accomplished by allowing full color photography to be deployed only for finished photography.

BLACK AND WHITE IMAGES . CONSTRUCTION PROCESS

The Sebastian brand images makes use of the Monochromatic Scheme to capture construction images. Rich black and white images composed with great intent.



ANNIVERSARY MARK

In the spirit of an art exhibition space, the Sebastian brand imbues sophisticated simplicity and looks to serve as a backdrop for the colorful imagery of the company's completed projects.



SEBASTIAN

75
 YEARS

SEBASTIAN

75
 YEARS

 SINCE 1948

75
 YEARS

 SINCE 1948

75TH ANNIVERSARY MARK

In 2023, Sebastian celebrated its 75th anniversary and commemorated this accomplishment in a big way.

This anniversary mark is inspired by the Gotham font yet worked slightly to reflect a more balanced look.

This 75th emblem designed by Jason David Smith will go on to influence the Sebastian monospace tabular figures later designed by Jonathan Carrera.

TYPOGRAPHY

Gotham is the official typeface of Sebastian for its humble and utilitarian nature. Remaining free of superfluous expression, this family of fonts beautifully serves its primary purpose with pure necessity and geometry.

GOTHAM HISTORY

Gotham was originally commissioned by GQ magazine and released in the year 2000. Although it's relatively new compared to some other typefaces, Gotham has a rich history and a design intent that is absolutely pertinent to the Sebastian brand.

Gotham was designed by Tobias Frere Jones and is now distributed at typography.com by Hoefler & Co. Both the designer and the distributor have remarked on the design of the typeface in ways that make it most suitable for Sebastian. For example, here's a notable quote to that end:

"From the lettering that inspired it, Gotham inherited an honest tone that's assertive but never imposing, friendly but never folksy, confident but never aloof." - Hoefler & Co.

GOTHAM WEIGHTS

The numerous font weights of GOTHAM make it versatile for generating hierarchy and clearly conveying information.

ULTRA

GOTHAM

BLACK

GOTHAM

BOLD

GOTHAM

MEDIUM

GOTHAM

BOOK

GOTHAM

LIGHT

GOTHAM

X LIGHT

GOTHAM

THIN

GOTHAM

MONTSERRAT

This font is often used as a cross over for Gotham. While the geometry and available weights of the two fonts are remarkably similar, Montserrat has more variation in the height of the horizontals and more abstract forms in some of its characters: i.e. – the letter “G.”

FONTS SHOWN ABOVE

Heading : Montserrat Bold . 20 pt

Body Copy Montserrat Light . 8 pt

ARIAL NOVA or ARIAL

The REGULAR styles of these fonts are only to be used in cases where neither Gotham nor Montserrat are available. Arial Nova – like its predecessor, Arial – is available as a default on all Microsoft applications. Arial Nova is an updated and more sophisticated adaptation of the original and offers more weights. Note that the NARROW and CONDENSED styles are not acceptable.

FONTS SHOWN ABOVE

Heading : Arial Bold . 19 pt

Body Copy : Arial Light . 9 pt

ARIAL NARROW

This font shall only show up in specific circumstances within the Sebastian brand. Specifically, Arial Narrow will be used for certain name plates where a more condensed style is required due to spatial limitations.

FONTS SHOWN ABOVE

Heading : Arial Narrow Bold . 19 pt

Body Copy : Arial Narrow Light . 10 pt

ALTERNATIVE FONTS

Only in special cases when Gotham is not available, the fonts to the left are to be used as acceptable and approved alternatives. These fonts are more standard in distribution and often come preloaded on most systems, programs, and applications. They are to be selected as substitutes for Gotham in order from top to bottom.

- MONTSERRAT
- ARIAL NOVA or ARIAL
- ARIAL NARROW

THE SEBASTIAN FONTS

The Sebastian fonts were specifically designed, developed, tested, and launched to address the needs of the preconstruction and finance teams, combining aesthetic sophistication with functional versatility. This custom font family bridges the gap between versatility and cohesive visual design.

DESIGN BACKGROUND

While the Gotham font family has served as the official company font, its numerical characters lack the monospace (tabular) feature necessary for financial analysis. Monospaced

numerical characters allow figures to align consistently, enabling effortless comparisons across line items without distractions caused by inconsistent character widths.

Efforts to replace Gotham with other monospaced fonts often resulted in visual incoherence when alphabetical and numerical characters appeared together, such as in address blocks or signature sections. This lack of harmony called for the creation of a custom solution. Inspired by Jason David Smith's 75th-anniversary emblem, Jonathan Carrera expanded the concept to develop a full set of monospaced numerical characters

and additional font weights. The resulting Sebastian font Family delivers a perfect balance between aesthetic consistency and functional tabulation.

CONSTRUCTION

The Sebastian Numerical fonts are constructed on a 7 x 10 grid, with a lateral scale of 0.77 relative to the vertical axis. All characters share a common width, ensuring alignment and ease of use when conducting financial reviews.

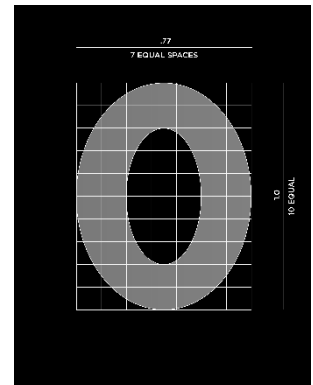
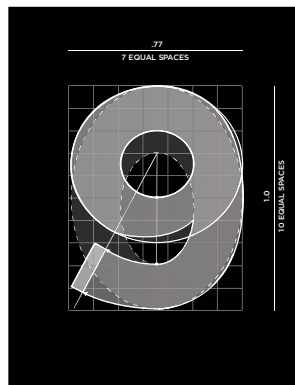
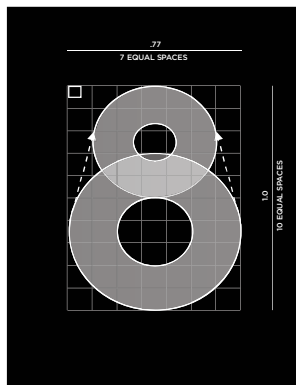
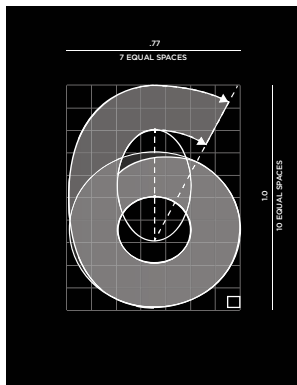
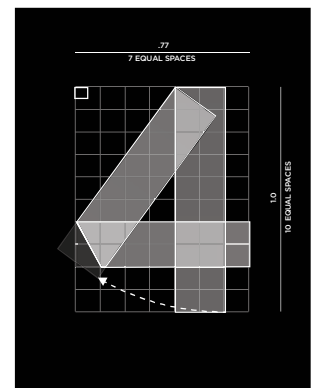
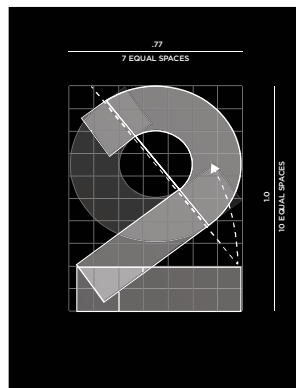
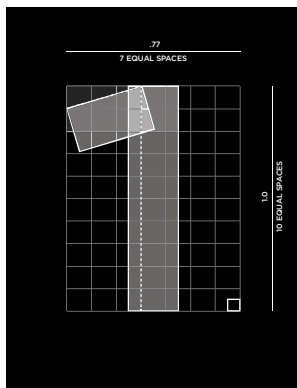
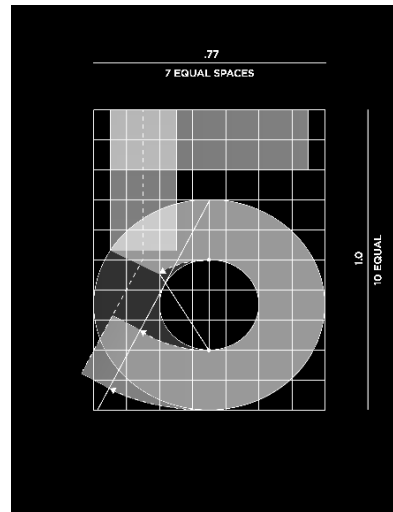
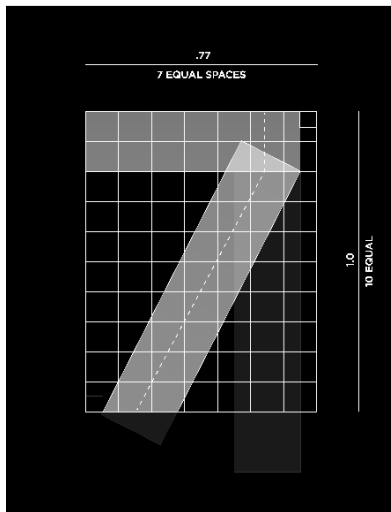
PROPER USAGE

Sebastian fonts should be used exclusively in contexts where monospaced numerical characters are essential, such as:

- FINANCIAL REPORTS
- ESTIMATING PRESENTATIONS

For all other contexts, including general text, headers, and non-financial documents, the Gotham font family remains the official company font.

By adhering to these guidelines, you can ensure aesthetic and functional integrity across all Sebastian documents.



BOLD

0123456789

MEDIUM

0123456789

BOOK

0123456789

LIGHT

0123456789

EXTRA LIGHT

0123456789

FONT WEIGHTS

The Sebastian font family offers five distinct font weights, providing versatility and flexibility in creating a clear visual hierarchy. Each weight is meticulously designed to correspond with its Gotham font family counterpart.

- SEBASTIAN BOLD
- SEBASTIAN MEDIUM
- SEBASTIAN BOOK
- SEBASTIAN LIGHT
- SEBASTIAN EXTRA LIGHT

These weights empower users to organize content effectively while maintaining polished and cohesive brand identity.

TABULAR FIGURES

For scenarios where numerical characters must be stacked, such as charts, tables, itemized lists, the proprietary Sebastian font family features tabular numerical characters.

| | |
|-------------------|-------------------|
| 518,796.45 | 518,796.45 |
| 235,485.94 | 235,485.94 |
| 129,638.87 | 129,638.87 |
| 107,004.16 | 107,004.16 |
| 990,925.42 | 990,925.42 |



STATIONARY

CALLING CARD

Deliberately crafted and carrying only minimal information, the Sebastian Calling Card draws on nostalgia and is designed as a tactile extension of the Sebastian brand. The blind emboss / deboss logotype extends the length of the card in order that the Sebastian brand is immediately felt by the card's recipient.

The cards are made of two separate pieces of uncoated cardstock that are printed, laminated, then embossed.

The front of the card is 130# (19 PT) epic black paper with an eggshell finish.

The back of the card is 130# (13.8 PT) solar white paper with a super smooth finish.

BLIND EMOSSED LOGO TYPE
(WHITE OUTLINE NOT SHOWN ON CARD)

FRONT



WHITE INK ON BLACK PAPER

BLIND DEBOSSED LOGOTYPE
(BLACK OUTLINE NOT SHOWN ON CARD)

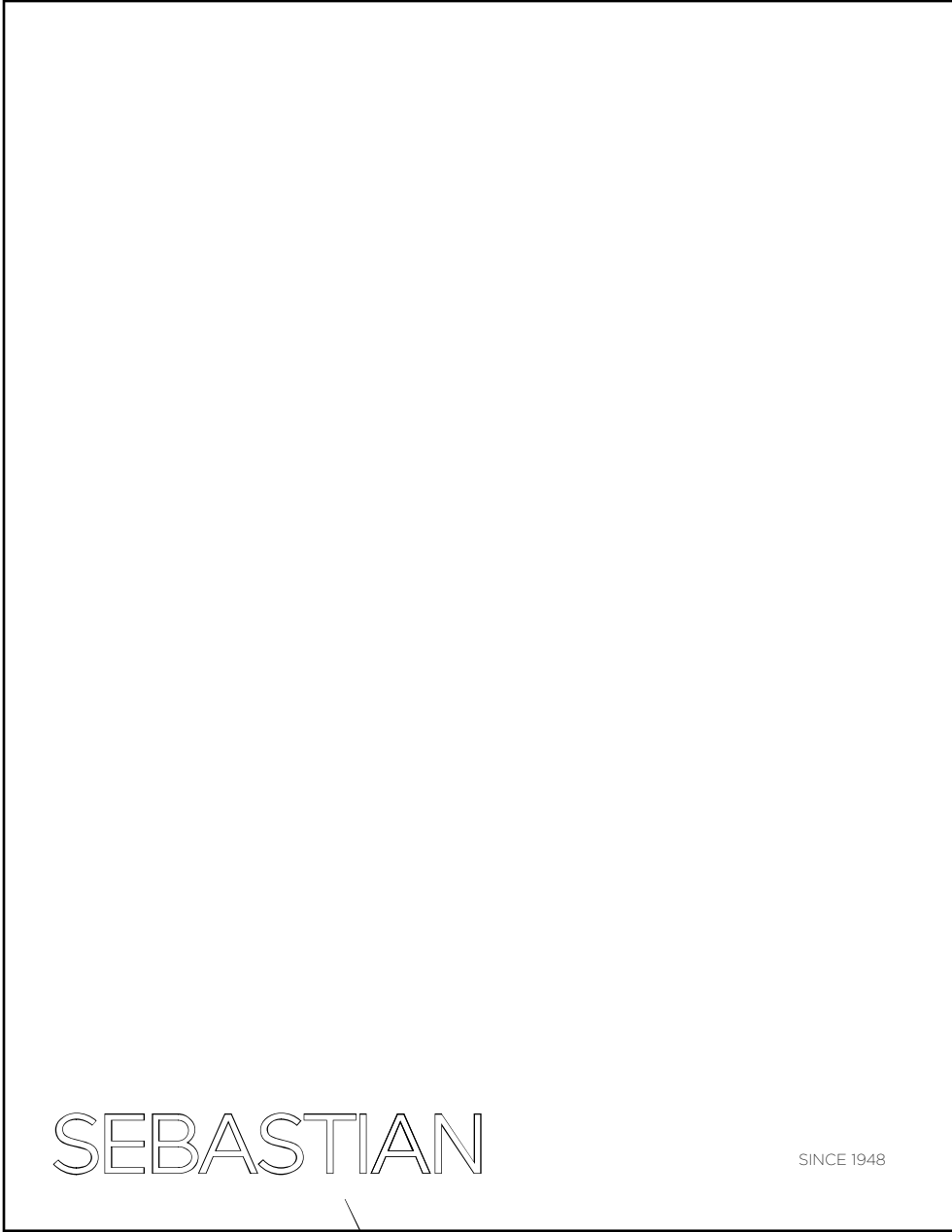
BACK



BLACKEST INK POSSIBLE FOR ALL TYPE ON BACK

LETTERHEAD FOR PRINT

To be used as an analog piece of stationery, this document expresses the personal touch associated with Sebastian. Only embossed with the logotype and printed with the heritage market, the Sebastian Letterhead is left 'open' for varying types of content - from a handwritten note to a formally typed letter.



SEBASTIAN

SINCE 1948

BLIND MEBOSSED LOGOTYPE ———
(BLACK OUTLINE NOT SHOWN ON LETTERHEAD)

ENVELOPE FOR PRINT

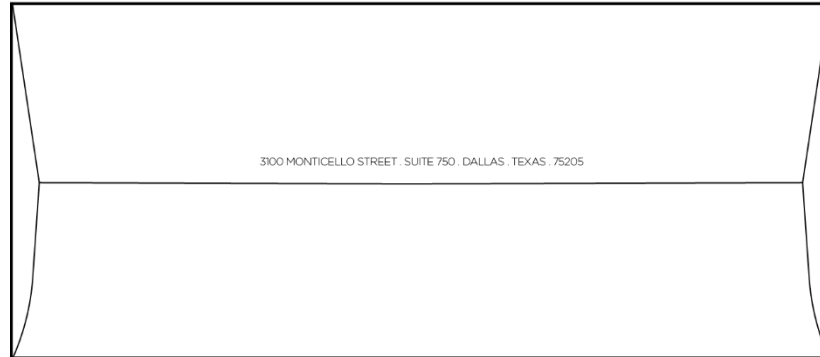
As an analog piece of stationery, this bright white, heavy weight envelope is meant to express the durability and organization associated with the Sebastian brand. Calculated yet simple graphic hits of the logotype and heritage marker allow this envelope to convey the dignified, soft-spoken, and discerning nature of Sebastian.

BLIND EMBOSSED LOGOTYPE
(BLACK OUTLINE NOT SHOWN
ON LETTERHEAD)

AESTHETICALLY-PLEASING LIMITED
EDITION POSTAGE STAMP



FRONT



BACK

ENVELOPES

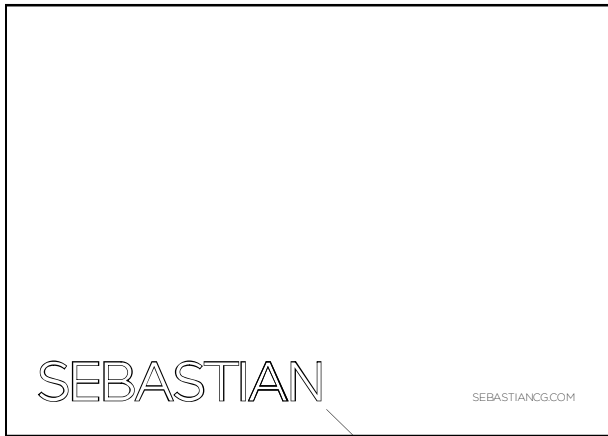
As an analog piece of stationery, this bright white, heavy weight envelope is meant to express the durability and organization associated with the Sebastian brand. Calculated yet simple graphic hints of the logotype and website allow this envelope to convey the dignified, soft-spoken, and discerning nature of Sebastian.

It features a 1/2" margin on top, bottom, left and right side. And should include an aesthetically pleasing limited edition postage stamp within these margins.

Gotham Light with 12 pt font is the standard font type and font size to be used for recipient information.

FORMAL CARD

To be used as an analog piece of stationery, this document expresses the personal touch associated with Sebastian. Only embossed with the logotype and printed with the heritage marker, the Sebastian Formal Card is left 'open' for varying types of content - from hand-written notes to formal invitations.



BLIND EMBOSSED LOGOTYPE ———
(BLACK OUTLINE NOT SHOWN ON FORMAL CARD)

FORMAL CARD ENVELOPE

As an analog piece of stationery, this bright white, heavy weight envelope is meant to express the durability and organization associated with the Sebastian brand. Calculated yet simple graphic hits of the logotype and heritage marker allow this envelope to convey the dignified, soft-spoken, and discerning nature of Sebastian.

LOGO TYPE
(PRINTED IN BLACK INK)



HERITAGE MARKER
(PRINTED IN BLACK INK)

FRONT

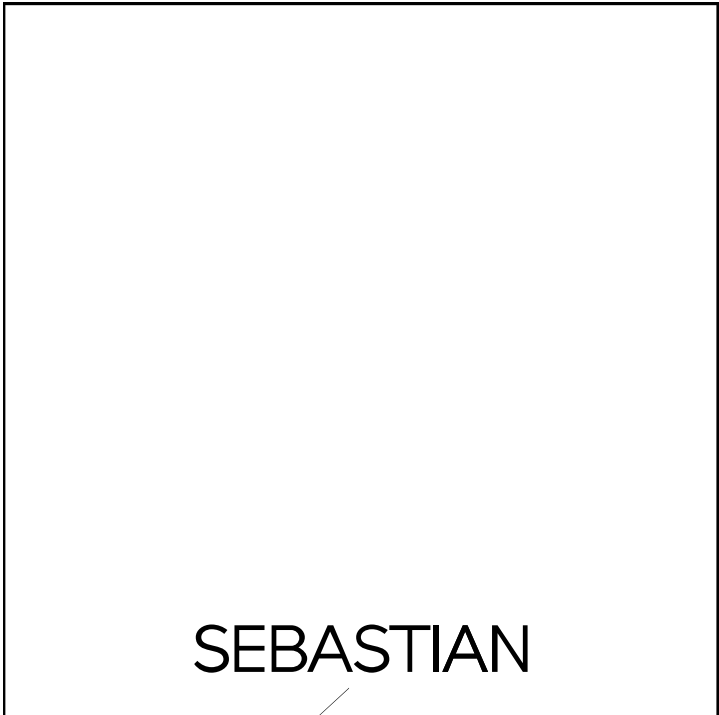


ADDRESS
(PRINTED IN BLACK INK)

BACK

NOTE CARD PAD

This crisp, white pad of heavy weight note cards is meant to sit on the desk of each team member and encourage hand-written notes of responsibility and kindness, perpetuating the personal and relational culture associated with the Sebastian brand.



LOGOTYPE
(PRINTED IN BLACK INK)

LETTERHEAD FOR DIGITAL

This document is to be used in digital formats and is meant to carry information that is more formal in nature than an email or text message. A Microsoft Word file format will be made available to all Sebastian team members, and the layout shown here is to be precisely maintained.

SEBASTIAN

May 30, 2024

Mr. FirstName LastName
Company Title
456 Country Road 789 Ste. 123
City, TX 76543

Re: Subject

Mr. LastName,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat, Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat, Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

In hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te.

Sincerely,

Aaron Hoffman
Senior Project Manager
Sebastian Construction Group, LLC

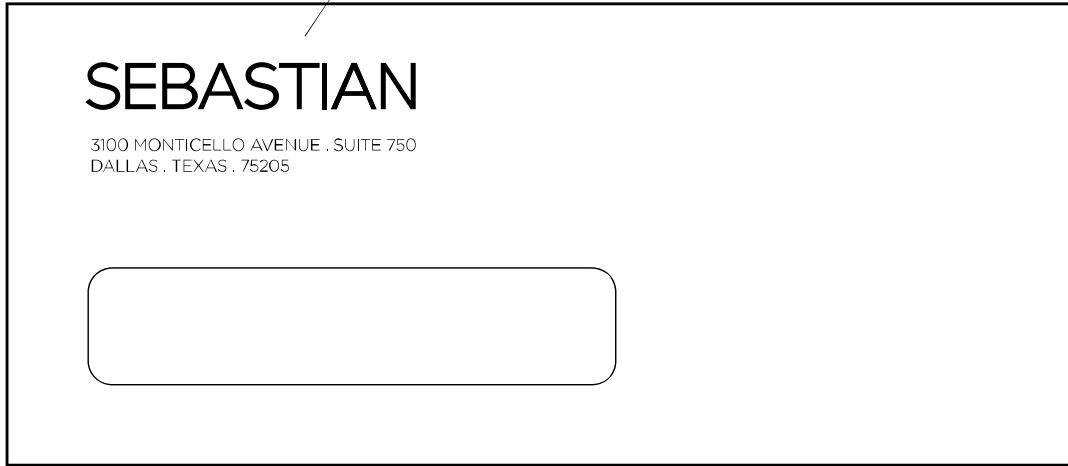
SEBASTIANCG.COM

SINCE 1948

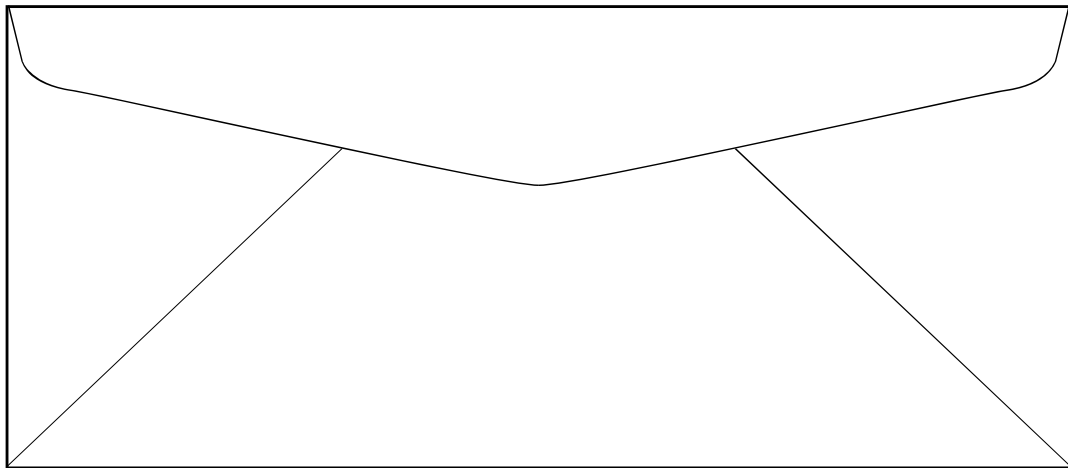
FINANCE ENVELOPE

Meant for everyday use, this envelope is branded in a concise, utilitarian manner and will carry the financial notes required for Sebastian's.

LOGOTYPE
(PRINTED IN BLACK INK)



FRONT



BACK

GRID PAD

The grid pad serves as a deliberate tool cemented in accuracy and is meant for conveying construction concepts on the field or for general note taking, the grid is composed of an 8" x 8" grid with 1/8" subdivisions, allowing the precision needed for every Sebastian project.

SEBASTIAN

A large grid of graph paper, consisting of 20 columns and 30 rows of small squares. The grid is intended for drawing or writing.

SEBASTIANCG.COM

_____ DATE

_____ SUBJECT



DOCUMENT STANDARDS

LEGAL DOCUMENTS . CONTRACTS

A legal document is any that binds Sebastian in a partnership with an exterior entity. These can consist of prime contracts, subcontracts, general conditions agreements, AIA G702/G703, billing documents, non-disclosure agreements, preconstruction engagement agreements, etc. These will most likely be delivered and signed electronically, Nevertheless, these documents consist of a cover page as to help conceal sensitive information in the event these are printed.

SEBASTIAN LEGAL BINDING DOCUMENTS

Sebastian's legal binding documents are standardized on government-sized paper measuring 8 ½" x 11". These documents embody the company's commitment to integrity, transparency, and confidentiality. They establish clear expectations among all parties while safeguarding the identities of Sebastian's esteemed clients. To uphold discretion, cover pages are utilized to identify document types without disclosing sensitive details, such as client names or addresses.

DOCUMENT HEADER

The cover page is intentionally devoid of a header to maintain a minimalist design. This space is left blank to prioritize discretion.

WORDMARK PLACEMENT

The official Sebastian wordmark is centrally positioned on the cover page, precisely 4" from the top edge of the document. To preserve its visual integrity, it adheres to the following standards:

- WORDMARK WIDTH: 5 ½"
- ASPECT RATIO: UNDISTORTED
- ALIGNMENT: CENTER
- LATERAL MARGINS: 1 ½"

MARGINS

Standard margins of 1" are applied on all sides (top, bottom, left, and right). The Sebastian wordmark is positioned in the header, while additional document information and page numbers are placed in the footer.

DOCUMENT TITLE

The document title is placed 1" below the Sebastian wordmark. The document title consists of the following standards:

- STYLE: TITLE
- FONT: GOTHAM LIGHT
- FONT SIZE: 15 PT
- KERNING: -1 PT
- STYLE: UPPER CASE
- ALIGN: CENTER

DOCUMENT SUBTITLE

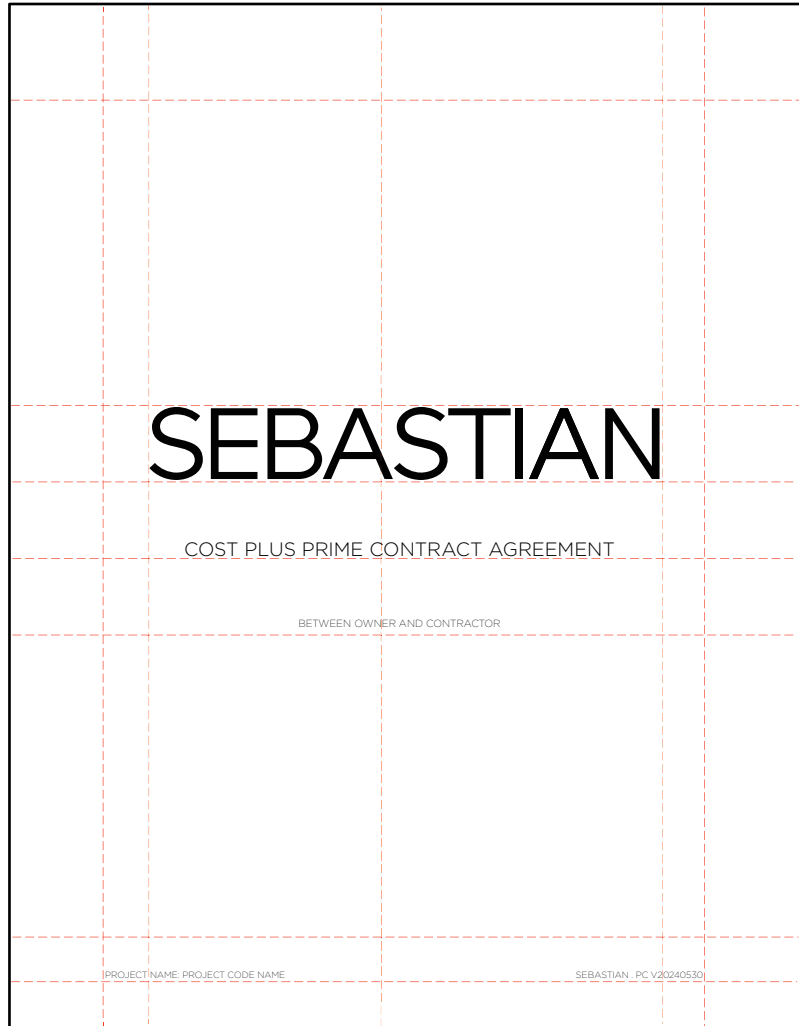
The document subtitle is positioned 1" below the document title. The document subtitle consists of the following standards:

- STYLE: SUBTITLE
- FONT: GOTHAM EXTRA LIGHT
- FONT SIZE: 8 PT
- CASE: UPPERCASE
- ALIGN: CENTER

FOOTER

The footer serves to inconspicuously reference the project while omitting any sensitive information. It is formulated through the use of tables and is positioned ½" from the bottom-edge of the document.

- STYLE: PAGE NUMBERS
- FONT: GOTHAM EXTRA LIGHT
- FONT SIZE: 7 PT



IDENTIFYING INFORMATION

To assist in project identification, any relevant and appropriate identifying information should be included in the left-hand side of the footer. This may consist of a project code name or other non-sensitive identifiers, ensuring clarity while maintaining client confidentiality.

DOCUMENT VERSION NUMBER

A version number is essential for tracking revisions and maintaining document accuracy. This number allows users to quickly identify the most recent iteration of a document. Given the unique nature of each project, this practice facilitates consistency when building upon preformulated templates.

TABLE OF CONTENT

The Table of Contents (TOC) serves as a navigational aid, allowing readers to locate sections efficiently. The layout emphasizes simplicity and elegance, incorporating Gotham Light and Gotham Bold fonts for visual clarity and enhanced readability. For further details, refer to the section titled "Additional Table of Contents."

TOC HEADER

The header of the Table of Contents consists of the following standards:

- STYLE: TOC HEADER
- FONT: GOTHAM BOLD
- FONT SIZE: 26 PT
- CASE: UPPERCASE
- KERNING: -0.8 PT
- ALIGN: LEFT

ARTICLE HEADINGS

The article headings consist of the following standards:

- STYLE: HEADING 1
- FONT: GOTHAM BOLD
- FONT SIZE: 10 PT
- KERNING: -0.5 PT
- CASE: UPPERCASE
- ALIGN: LEFT
- PAR. SPACING BEFORE: 18 PT

ARTICLE SUBHEADINGS

The article subheadings consist of the following standards:

- STYLE: HEADING 2
- FONT: GOTHAM BOLD
- FONT SIZE: 10 PT
- CASE: EVERY WORD CAP
- ALIGN: LEFT

WORDMARK

The Sebastian wordmark is positioned in the top-right corner of the document with the following standards:

- WORDMARK WIDTH: 1"
- ASPECT RATIO: UNDISTORTED
- MARGINS: ½" FROM THE TOP-RIGHT EDGE

BODY

The body of the document consist of the following standards:

- STYLE: NORMAL
- FONT: GOTHAM LIGHT
- FONT SIZE: 9 PT
- CASE: SENTENCE CASE
- ALIGN: LEFT
- LINE SPACING: SINGLE
- PAR. SPACING AFTER: 8 PT
- FORMAT: NO HYPHENATION

PAGE NUMBERS

Page numbers are placed on the bottom-right of the document, and consist of the following standards:

- STYLE: PAGE NUMBERS
- FONT: GOTHAM EXTRA LIGHT
- FONT-SIZE: 7 PT
- CASE: UPPER
- SYNTAX: PAGE ## OF ##
- ALIGN: RIGHT

SEBASTIAN

TABLE OF ARTICLES

| | | |
|------------|--|----|
| ARTICLE 1 | OWNER | 4 |
| ARTICLE 2 | CONTRACTOR | 4 |
| ARTICLE 3 | THE CONTRACT DOCUMENTS | 6 |
| ARTICLE 4 | ████████████████████ | 7 |
| ARTICLE 5 | ████████████████████ | 7 |
| ARTICLE 6 | ██ | 7 |
| ARTICLE 7 | ████████████████ | 9 |
| ARTICLE 8 | ████████████████ | 10 |
| ARTICLE 9 | ████████████████ | 10 |
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| ARTICLE 12 | ████████████████ | 13 |
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| ARTICLE 19 | ████████████████ | 18 |
| ARTICLE 20 | ████████████████ | 20 |
| ARTICLE 21 | ████████████████ | 22 |
| ARTICLE 22 | ████████████████ | 23 |
| ARTICLE 23 | ████████████████ | 24 |
| ARTICLE 24 | ████████████████ | 25 |
| ARTICLE 25 | SIGNATURES | 25 |

PROJECT NAME | PROJECT CODE NAME SEBASTIAN_PC_020405B1
PAGE 2 OF 25

SEBASTIAN

ARTICLE 1 - OWNER

1.1 General

1.1.1 The Owner is the person or entity identified as such in this Agreement and is referred to throughout the Contract Documents as if singular in number. The Owner shall designate in writing a representative who shall have express authority to bind the Owner with respect to all matters requiring the Owner's approval or authorization (reference Article 23). Except as otherwise provided in this Agreement, the Architect does not have such authority. The term "Owner" means the Owner or the Owner's authorized representative.

1.2 Information and Services Required of the Owner

1.2.1 The Owner shall secure and pay for necessary approvals, easements, assessments and charges required for construction, use or occupancy of permanent structures or for permanent changes in existing facilities.

1.2.2 The Owner shall retain an architect lawfully licensed to practice architecture, or an entity lawfully practicing architecture, in the jurisdiction where the Project is located. That person or entity is identified as the Architect in the Agreement and is referred to throughout the Contract Documents as if singular in number.

1.2.3 If the employment of the Architect terminates, the Owner shall employ a successor to whom the Contractor has no reasonable objection and whose status under the Contract Documents shall be that of the Architect.

1.2.4 The Owner shall furnish at its sole cost surveys describing physical characteristics, legal limitations and utility locations for the site of the Project, and a legal description of the site. The Contractor shall be entitled to rely on the accuracy of information furnished by the Owner but shall exercise proper precautions relating to the safe performance of the Work.

1.2.5 The Owner shall furnish information or services required of the Owner by the Contract Documents with reasonable promptness. The Owner shall also furnish any other information or services under the Owner's control and relevant to the Contractor's performance of the Work with reasonable promptness after receiving the Contractor's written request for such information or services.

1.2.6 Unless otherwise provided in the Contract Documents, the Contractor will be furnished, free of charge, such copies of Drawings and Specifications as are reasonably necessary for execution of the Work.

ARTICLE 2 - CONTRACTOR

2.1 General

2.1.1 The Contractor is the person or entity identified as such in this Agreement and is referred to throughout the Contract Documents as if singular in number. The Contractor shall be lawfully licensed, if required in the jurisdiction where the Project is located. The Contractor shall designate in writing a representative who shall have express authority to bind the Contractor with respect to all matters under this Contract (reference Article 23). The term "Contractor" means the Contractor or the Contractor's authorized representative.

2.1.2 The Contractor shall perform the Work in accordance with the Contract Documents.

2.2 Review and Development of Contract Documents and Field Conditions by Contractor

2.2.1 It is not the Contractor's responsibility and the Contractor is not required to ascertain that the Contract Documents are in accordance with applicable laws, statutes, ordinances, building codes, and rules and regulations. However, if the Contractor observes that portions of the Contract Documents are at variance therewith, the Contractor shall promptly notify the Architect and Owner in writing, and necessary changes shall be accomplished by appropriate and equitable adjustment to the Contract Time and/or Contract Sum.

2.2.2 The Contractor shall not be required to provide professional services which constitute the practice of architecture or engineering. The Contractor shall not be required to provide professional services in violation of applicable law. If professional design services or certifications by a design professional

PROJECT NAME | PROJECT CODE NAME SEBASTIAN_PC_020405B1
PAGE 1 OF 25

REPORTS

Financials, and other SAS platform generated documents fall under this category. These reports depend highly on Microsoft Excel spreadsheets. These feature a Sebastian document heading that take a minimalistic approach by emphasizing the document title. Additionally, grids and tables containing dollar figure are designed with simplicity in mind. A proprietary monospace font was designed, developed, tested, and launched to be utilized in these reports, ensuring seamless analysis.

SEBASTIAN REPORTS

Sebastian reports are designed to present data points for analysis. When creating reports, it is critical to consider both the delivery format and the intended audience. Key questions include: Will the report be delivered electronically as a stand-alone document via email? Will it be part of a larger marketing package, such as a request for proposal (RFP) or preliminary estimate, to be printed and delivered to the recipient? Will it be a combination of both formats?

These considerations will determine whether the Sebastian wordmark should be embedded and if page numbers are necessary. Most reports are developed using Microsoft Excel, leveraging formulas for efficient and accurate data presentation. The following sections outline the specifications for creating Sebastian reports.

MARGINS

All reports adhere to standard margins of 1" on the top, bottom, left and right sides.

HEADER

The header includes the document title, residential address, and document date, all left-aligned. Detailed specifications for each component are as follows:

DOCUMENT TITLE

- FONT: GOTHAM BOLD
- FONT-SIZE: 26 PT
- KERNING: -1 PT
- CASE: UPPERCASE
- LEFT-ALIGNED TO THE MARGIN

DOCUMENT SUBTITLE

- FONT: GOTHAM LIGHT
- FONT-SIZE: 15 PT
- KERNING: -1 PT
- CASE: UPPERCASE
- LEFT-ALIGNED TO THE MARGIN

DOCUMENT DATE

The document date is crucial for referencing and analyzing reports over time. It consists of the following standards:

- FONT: GOTHAM EXTRA LIGHT
- FONT-SIZE: 8 PT
- CASE: UPPERCASE
- LEFT-ALIGNED TO THE MARGIN
- SYNTAX: YYYY . MM . DD

MICROSOFT EXCEL

When developing software, developers often face a trade-off between robustness and user-friendliness. Microsoft Excel, designed with the businesses professional in mind, exemplifies a robust program with extensive capabilities that allow for a high degree of customization. However, leveraging these capabilities effectively requires a certain level of proficiency from the user. To fully adhere to the standards outlined in this manual, users are encouraged to ensure their skill set aligns with the requirements for working within Excel. For additional guidance or assistance, readers are invited to contact the marketing team, who are available to provide the necessary support to achieve compliance with these standards

PRELIMINARY ESTIMATE SUMMARY

4567 ADDRESS RESIDENCE
MONTH 17, 2024

The following costs are for construction of the remodel located at 4567 Address in City, ST. This estimate is based on Sebastian Historical Costs applied using quantities from architectural plans provided by Architectural Firm dated MM/DD/YY. No structural plans, geotechnical report, MEP plans, lighting design, landscape plans or interior design plans/specifications were available at the time of this estimate.

| DIVISION | DESCRIPTION | LOW RANGE | HIGH RANGE |
|---|-------------------------------|----------------------|----------------------|
| 02 | SITE CONSTRUCTION | \$ 549,988 | \$ 704,744 |
| 03 | CONCRETE | \$ 67,373 | \$ 67,373 |
| 04 | MASONRY | \$ 744,487 | \$ 941,681 |
| 05 | METALS | \$ 232,511 | \$ 510,603 |
| 06 | WOOD & PLASTIC | \$ 2,755,238 | \$ 3,735,165 |
| 07 | THERMAL & MOISTURE PROTECTION | \$ 434,657 | \$ 488,043 |
| 08 | DOORS & WINDOWS | \$ 1,442,023 | \$ 1,728,653 |
| 09 | FINISHES | \$ 2,423,848 | \$ 3,295,939 |
| 10 | SPECIALTIES | \$ 35,765 | \$ 35,765 |
| 11 | EQUIPMENT | \$ 135,891 | \$ 169,864 |
| 12 | FURNISHINGS | \$ 49,866 | \$ 142,474 |
| 13 | SPECIAL CONSTRUCTION | \$ 400,000 | \$ 590,000 |
| 14 | CONVEYING SYSTEMS | \$ 60,000 | \$ 60,000 |
| 15 | MECHANICAL | \$ 779,975 | \$ 983,293 |
| 16 | ELECTRICAL | \$ 966,297 | \$ 1,135,840 |
| SUBTOTAL: ESTIMATED CONSTRUCTION COSTS | | \$ 11,077,917 | \$ 14,589,436 |

CONTINGENCIES

| | | | | |
|----|--|----|--|----|
| % | | \$ | | \$ |
| % | | \$ | | \$ |
| 15 | | \$ | | \$ |

SUBTOTAL : ESTIMATED COSTS + GENERAL CONDITIONS

GENERAL CONDITIONS

TOTAL: Estimated Cost + Fees + Contingencies + General Conditions

BUILDING ONLY (EXCLUDING LANDSCAPING & POOL)

| | | | | |
|---------------------------------|----|--------|----|--------|
| Effective Square Footage: | \$ | 11,570 | \$ | 11,570 |
| Cost per Effective Square Foot: | \$ | 1,196 | \$ | 1,583 |

PAGE 1 OF 1

WORDMARK

The Sebastian wordmark is typically excluded from preliminary estimates, as these reports are often part of a larger compilation that collectively represent the Sebastian brand.

If the report is delivered as a stand-alone piece, the Sebastian wordmark should be incorporated appropriately.

PAGE LAY OUT

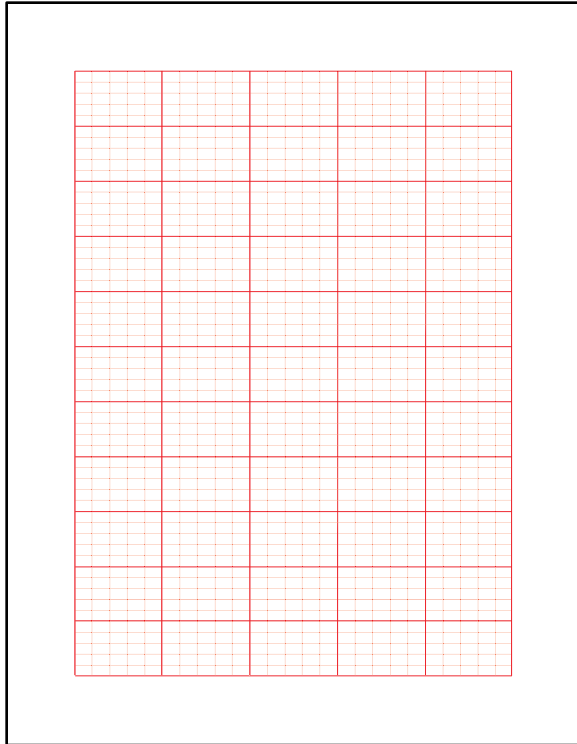
To maintain consistency in printed documents, verify the following settings under the Page Layout tab in Excel's "Scale to Fit" module:

- WIDTH & HEIGHT: AUTOMATIC
- SCALE: 100% (NO SCALING)

FOOTER

The footer is omitted from preliminary estimates because these reports are usually compiled in a larger document utilizing Bluebeam. It is then that page numbers are included. If the report is a stand-alone piece, a footer with page numbers should be included. It consists of the following standards:

- FONT: GOTHAM EXTRA LIGHT
- FONT-SIZE: 7 PT
- CASE: UPPER CASE
- ALIGNMENT: RIGHT
- SYNTAX: PAGE ## OF ##
- POSITION: ½" FROM THE BOTTOM RIGHT CORNER



PRELIMINARY ESTIMATE SUMMARY
 4567 ADDRESS RESIDENCE
 4/26/2014, 2:04 PM

The following costs are for construction of the remodel located at 4567 Address in City, ST. This estimate is based on design and construction documents using our prices. Design and program packages are provided by architectural firm (pages 4/14/15/16/17/18 structure plans, geotechnical report, MEP plans, lighting design, landscape plans or interior design plans). Specifications were available at the time of this estimate.

| DIVISION | DESCRIPTION | LOW RANGE | HIGH RANGE |
|---|----------------------------------|----------------------|----------------------|
| 02 | SITE CONSTRUCTION | \$ 549,988 | \$ 704,744 |
| 03 | CONCRETE | \$ 67,573 | \$ 67,573 |
| 04 | MASONRY | \$ 744,487 | \$ 941,681 |
| 05 | METALS | \$ 2,322,511 | \$ 5,706,603 |
| 06 | WOOD & PLASTIC | \$ 2,755,239 | \$ 3,735,165 |
| 07 | THERMAL & MOISTURE PROTECTION | \$ 4,344,657 | \$ 4,988,043 |
| 08 | DOORS & WINDOWS | \$ 1,442,023 | \$ 1,728,653 |
| 09 | FINISHES | \$ 2,423,848 | \$ 3,295,939 |
| 10 | SPECIALTIES | \$ 35,765 | \$ 35,765 |
| 11 | EQUIPMENT | \$ 135,891 | \$ 169,864 |
| 12 | FURNISHINGS | \$ 49,866 | \$ 142,474 |
| 13 | SPECIAL CONSTRUCTION | \$ 400,000 | \$ 590,000 |
| 14 | CONVEYING SYSTEMS | \$ 60,000 | \$ 60,000 |
| 15 | MECHANICAL | \$ 779,975 | \$ 983,293 |
| 16 | ELECTRICAL | \$ 966,297 | \$ 1,135,840 |
| SUBTOTAL: ESTIMATED CONSTRUCTION COSTS | | \$ 11,077,917 | \$ 14,569,436 |
| CONTINGENCIES | | | |
| | % Design Contingency | \$ 443,117 | \$ 583,577 |
| | % General Contractor Contingency | \$ 443,117 | \$ 583,577 |
| CONTRACTOR'S FEE | | | |
| | 15% Contractor's Fee | \$ 1,794,623 | \$ 2,385,489 |
| SUBTOTAL: ESTIMATED COSTS + GENERAL CONDITIONS | | \$ 13,756,773 | \$ 16,120,079 |
| GENERAL CONDITIONS | | | |
| | | \$ 1,031,117 | \$ 1,508,507 |
| TOTAL: Estimated Cost + Fee + Contingencies + General Conditions | | \$ 14,789,890 | \$ 18,628,586 |
| BUILDING ONLY (EXCLUDING LANDSCAPING & POOL) | | | |
| | Effective Square Footage | \$ 11,670 | \$ 11,670 |
| | Cost per Effective Square Foot | \$ 1,196 | \$ 1,503 |

PAGE 1 OF 1

THE GRID

The design and layout of all portrait-form documents are guided by a 55 x 25 grid, ensuring uniformity and precision across all reports. This is derived from a printable area of 6 ½" x 9", framed by a 1" margin on all sides. The printable area is divided evenly both vertically and horizontally, with the following specifications:

- ROW HEIGHT: 0.16" (12 PT)
- COLUMN WIDTH: 0.26"

This structure allows for consistent alignment and spacing while maintaining a clean, uncluttered appearance.

COLUMNS

The printable area is divided into 5 major vertical sections, each consisting of 5 columns.

Column act as invisible guides within the document but do not include printed vertical lines, preserving the document's minimal aesthetic.

- TOTAL MAJOR SECTIONS: 5
- COLUMNS PER SECTION: 5
- COLUMN WIDTH : 0.26"
- GUIDELINES: INVISIBLE

ROWS

The printable area is divided into 11 major horizontal sections, each consisting of 5 rows. The document header occupies the first major section at the top of the form. Each row is lightly delineated to provide structure while maintaining a discreet, non-intrusive appearance.

5 ROWS IN EACH SECTION

- TOTAL MAJOR SECTIONS: 11
- ROWS PER SECTION: 2
- ROW HEIGHT: 0.16" (12 PT)
- ROW LINE WEIGHT: ¼ PT
- ROW LINE TYPE: DOTTED
- EMPHASIS LINES: 1 PT, SOLID

Emphasis lines are used for section breaks or to highlight specific content.

ACCENT LINES

To draw attention to specific line items, accent lines are utilized with a 1 pt solid line weight. These lines provide clear visual emphasis without disrupting the overall layout.

- LINE TYPE: SOLID
- LINE WEIGHT: 1 PT

FORMATS

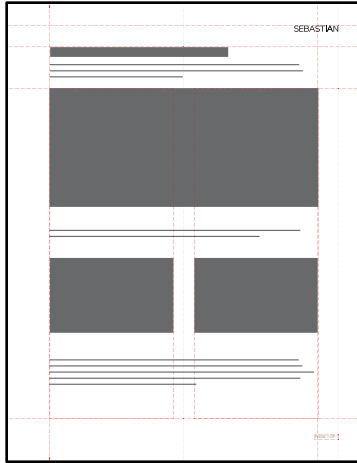
The typeface and font sizes are designed to enhance readability and establish a clear hierarchy. The form body features smaller fonts compared to other Sebastian documents to optimize row-to-row clarity, while headers and lists use bold, impactful typography for distinction.

BODY FONTS

- FONT: SEBASTIAN LIGHT & BOLD
- FONT SIZE: 8 PT
- CASE: UPPER CASE & SENTENCE CASE

TABLE HEADERS . NUMBERED LISTS

- FONT: SEBASTIAN BLACK
- FONT SIZE: 7 PT
- CASE: UPPER CASE
- FIRST COLUMNS: LEFT ALIGN
- ALL OTHER COLUMNS: RIGHT ALIGN
- LINE SPACE: SINGLE



GRID FORMATS FOR REPORTS AND PROPOSALS

The examples shown in this page are models for content pages that may be utilized in reports and proposals.

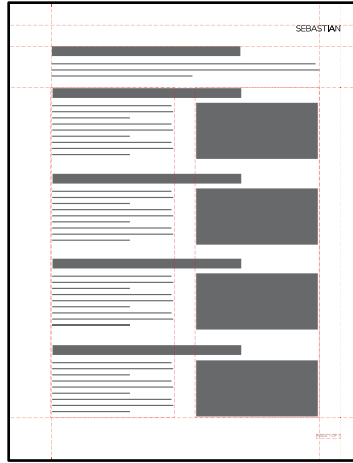
There are other grid specs depending on the type of document. Whether these may be manuals, publications and the like, different grids are applied to different document types to help quickly distinguish these one from the other.

As mentioned previously, content pages found in reports and proposals are characterized mostly by a one or two-column grid.

This grid could be arranged in the following configurations:

- FULL PAGE WIDTH
- 1/2 - 1/2 PAGE SPLIT
- 1/3 - 2/3 PAGE SPLIT
- 2/3 - 1/3 PAGE SPLIT

It should be noted that the editor has the freedom to arrange elements in the fashion they deemed most appropriate within the bounds of these grids.



FULL PAGE WIDTH FORMAT

- COLUMN WIDTH: 6 ½"
- COLUMN SPACING: NONE
- PAGE MARGINS: 1"

1/2 - 1/2 COLUMN SPLIT

- COLUMN WIDTH: 3"
- COLUMN SPACING: ½"
- PAGE MARGINS: 1"

1/3 - 2/3 COLUMN SPLIT

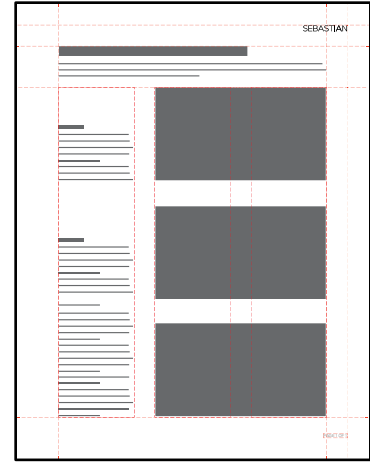
- LEFT COLUMN WIDTH: 1.83"
- RIGHT COLUMN WIDTH: 4.16"
- COLUMN SPACING: ½"
- PAGE MARGINS: 1"

2/3 - 1/3 COLUMN SPLIT

- LEFT COLUMN WIDTH: 4.16"
- RIGHT COLUMN WIDTH: 1.83"
- COLUMN SPACING: ½"
- PAGE MARGINS: 1"

WORDMARK

Given these pages will most likely be compiled into a Sebastian presentation, the official Sebastian wordmark is positioned in upper right-hand corner of the header spanning 1" and positioned ½" from the top and right edge of the page.



PAGE HEADINGS

- STYLE: HEADING 1
- FONT: GOTHAM BOLD
- FONT-SIZE: 14 PT
- CASE: UPPERCASE
- ALIGN: LEFT

SUBHEADINGS

- STYLE: 2-COLUMN HEADINGS
- FONT: GOTHAM BOLD
- FONT-SIZE: 9 PT
- CASE: UPPERCASE
- ALIGN: LEFT

BODY

- STYLE: 2-COLUMN BODY
- FONT: GOTHAM LIGHT
- FONT-SIZE: 9 PT
- CASE: SENTENCE CASE
- ALIGN: LEFT

FOOTER

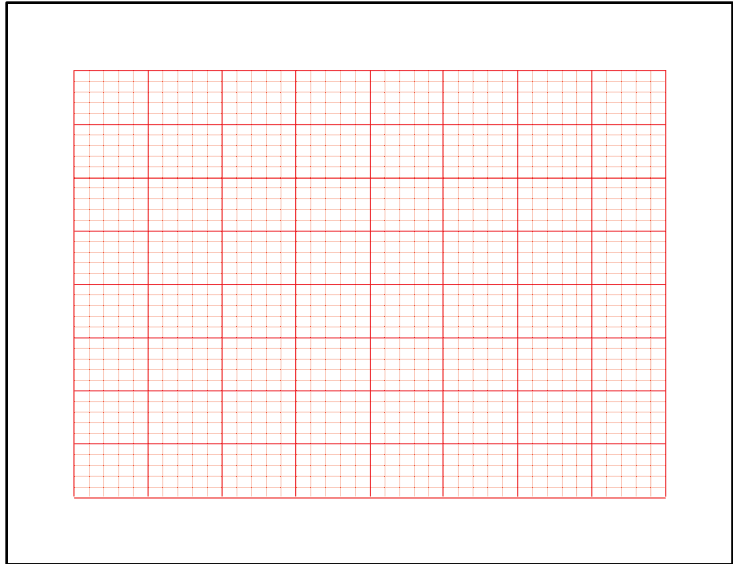
Footer consists of page numbers positioned on the right-hand side and are aligned right ½" from the border of the page on the right and bottom side. The page numbers consist of the following standards:

- STYLE: PAGE NUMBER
- FONT: GOTHAM EXTRA LIGHT
- FONT-SIZE: 7 PT
- CASE: UPPER CASE
- ALIGNMENT: RIGHT
- SYNTAX: PAGE ## OF ##
- POSITION: ½" FROM THE BOTTOM RIGHT CORNER

THE IDEAL LANDSCAPE GRID

This grid accommodates 40 rows per page. It provides balance between clarity and functionality.

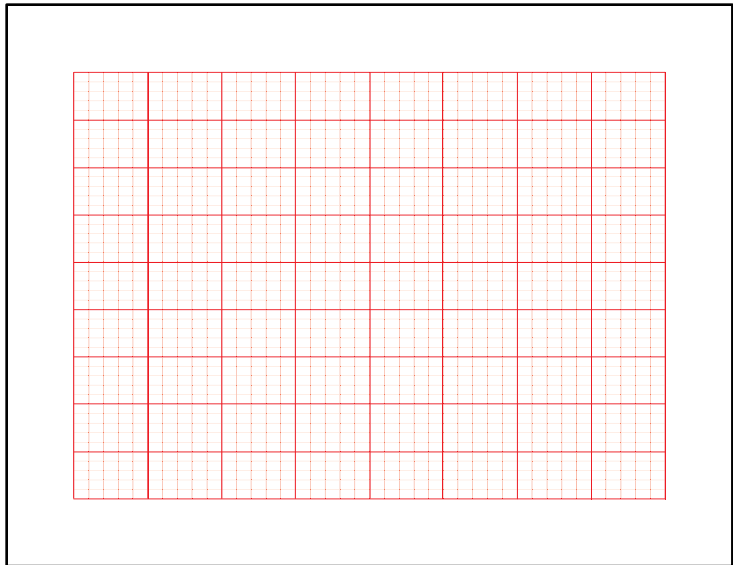
- 40 ROWS x 40 COLUMNS
- 0.225" COLUMN WIDTH
- 0.1625" ROW HEIGHT (OR MULTIPLES THEREOF)



THE COMPRESSED GRID

This grid pushes the boundaries of row density, allowing for 45 rows to fit in one page. This is intended for cases where increased row density is critical

- 45 ROWS x 40 COLUMNS
- 0.225" COLUMN WIDTH
- 0.1444" ROW HEIGHT (OR MULTIPLES THEREOF)

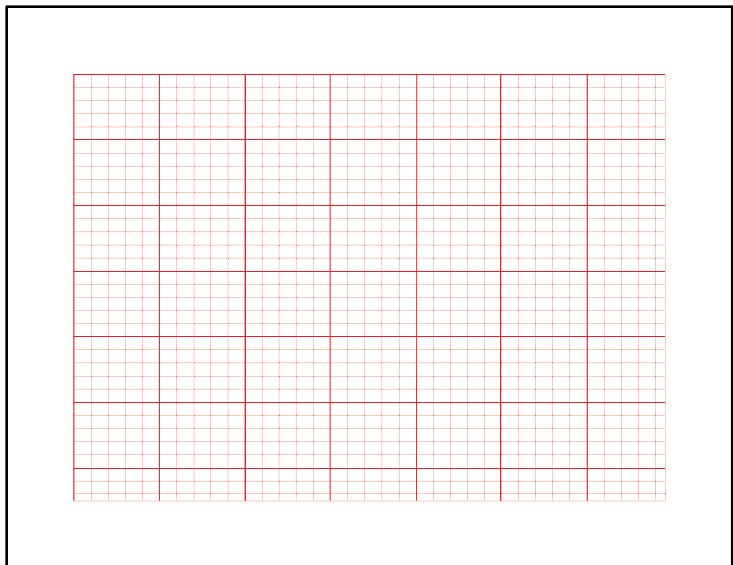


THE PORTRAIT FORM GRID IN LANDSCAPE

WARNING . Attempting to use the portrait form grid dimensions (referenced in the Forms Section) in a landscape-oriented document results in a truncated and incomplete grid. This approach disrupts the fluidity and consistency of reports, particularly when printed, and is strongly discouraged.

- 32.5 ROWS x 34.5 COLUMNS
- 0.26" COLUMN WIDTH
- 0.20" ROW HEIGHT

Using these dimensions in a landscape format can lead to irregularities and inconsistencies in report presentation. For optimal results, employ the ideal or compressed grid dimensions as specified above.



CLIENT DELIVERABLES . PROPOSALS

Often client presentations like RFP responses or proposals for construction management are an amalgamation of multiple marketing pieces. These presentations tend to include stand-alone sheets that have been compiled into sections. These may change in the future as we think creatively about how to best present our services to potential clients and prospects. For now, these are typically formulated using Microsoft Word, Excel, and Blue Beam. This section will illustrate how uniformity and consistency can unify multiple content pages into one.

PRESENTATIONS

Client presentations allow us to convey our history, culture, and philosophy. These tools are used to reinforce our place in the mind of the reader. Ensuring aesthetic cohesiveness though out these marketing pieces is crucial as it will continue to associate our brand with excellence, intentionality, and craftsmanship.



FINAL FORM FACTOR

The Sebastian brand seeks to be understated, subtle, simple and elegant. Consequently, these presentations are printed on standard government size: 8 1/2" x 11" currently assembled in-house and are bound with a plastic comb. A black front cover with the Sebastian wordmark debossed and a black back cover with the 75th emblem printed in white ink are utilized to encase the presentation.

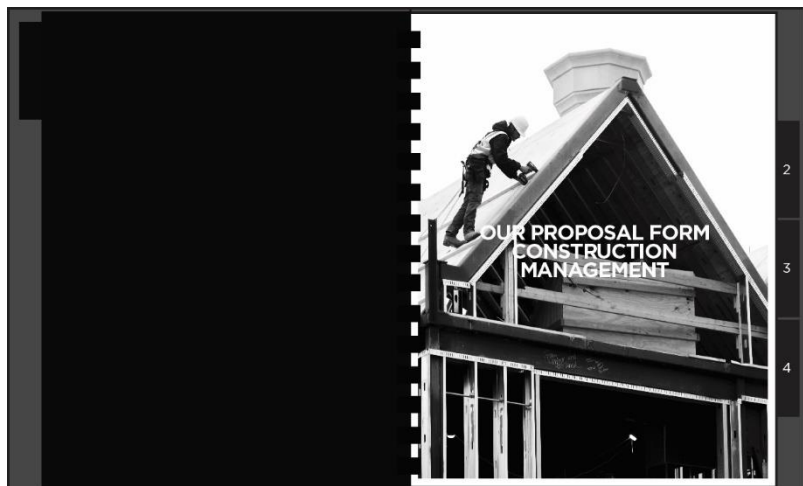
Four black section dividers with tabs are made available, limiting the number of sections per presentation. This is by design as to force the drafter to concisely organize these presentations for maximum clarity and flow.

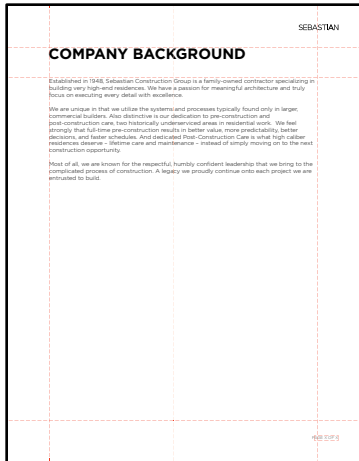
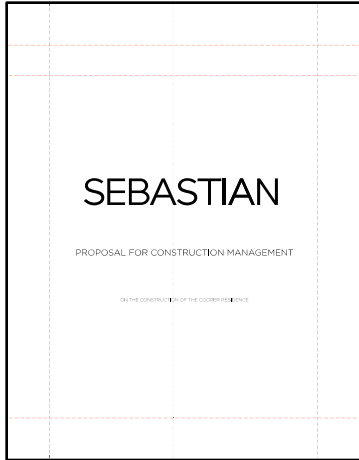
Please reach out to our marketing department for any questions regarding where to find these supplies or if you need further assistance assembling a presentation for your next meeting.

PRINT SETTINGS AND STANDARDS

Please follow the following guidelines when printing these presentations:

- PAPER WEIGHT: 28 LBS.
- PRINT ON ONE SIDE
- SECTION DIVIDERS WITH PHOTOS: BLACK AND WHITE





MARGINS

A 1" margin on top, bottom, left-side and right-side are standard for this piece.

COVER PAGE

The header consists of the Sebastian wordmark, document title and subtitle. These are equally spaced from one another and centered aligned vertically and horizontally and are described in further detail below.

WORDMARK

The wordmark is positioned in the center of the cover page and its width spans 4 1/2". Regarding the presentation body, the wordmark is placed in the upper right-hand corner of the header spanning 1" and positioned 1/2" from the top and right edge of the page.

DOCUMENT TITLE

The document title consists of the following standards:

- STYLE: TITLE
- FONT: GOTHAM LIGHT
- FONT-SIZE: 15 PT
- KERNING: -0.8 PT
- CASE: UPPER CASE
- ALIGN: CENTER

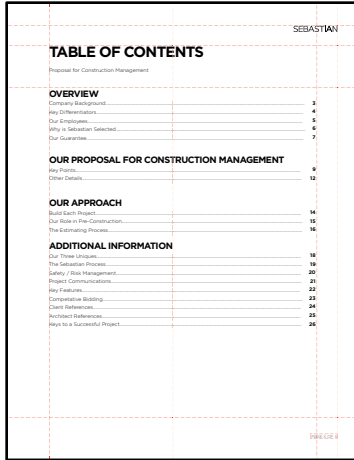


TABLE OF CONTENT

For more in-depth instructions please reference the Legal / Documents and Agreements section of this manual.

PRESENTATION BODY . PAGES

The presentation body consists of a content page with a title. Sometimes these content pages feature subheadings or subsection. Please follow these guidelines:

SECTION TITLE PAGE

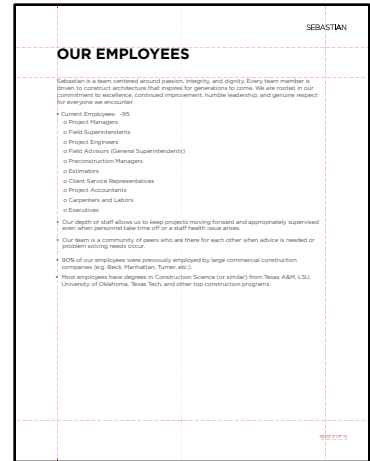
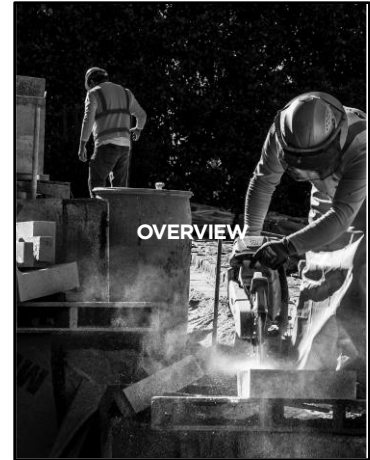
These consist of a black and white image and the following standards:

- STYLE: HEADING 1
- FONT: GOTHAM BOLD
- FONT-SIZE: 36 PT
- KERNING: -1 PT
- CASE: UPPER CASE
- ALIGN: CENTER

PAGE HEADINGS

Page headings consist of the following standards::

- STYLE: HEADING 2
- FONT: GOTHAM BOLD
- FONT-SIZE: 26 PT
- KERNING: -1 PT
- CASE: UPPER CASE
- ALIGN: LEFT TO THE MARGIN



CONTENT PAGE BODY

The body of the presentation should be assigned a Normal Style from the Styles gallery and consist of the following standards:

- STYLE: NORMAL
- FONT: GOTHAM LIGHT
- FONT-SIZE: 9 PT
- CASE: SENTENCE CASE
- ALIGN: LEFT TO THE MARGIN
- LINE SPACING: SINGLE
- PAR. SPACING AFTER: 8 PT
- FORMAT: NO HYPHENATION

FOOTER

The footer consists of page numbers positioned on the right-hand side and are aligned right. Alignment should be 1/2" from the bottom right corner of the page. The page numbers consist of the following standards:

- STYLE: PAGE NUMBER
- FONT: GOTHAM EXTRA LIGHT
- FONT-SIZE: 7 PT
- CASE: UPPER CASE
- ALIGNMENT: RIGHT
- SYNTAX: PAGE ## OF ##
- POSITION: 1/2" FROM THE BOTTOM RIGHT CORNER

LETTERS

Physical and virtual letters are submitted utilizing the official Sebastian letterhead. This template features the official wordmark on the upper-right hand corner, the website address on the bottom left-hand corner along with its founding year on the bottom right-hand corner. Cover letters accompanying proposals & reports, and official & legal correspondence with clients, designers and trade partners should follow these guidelines.

**HEADQUARTERS
LETTERHEAD AND ENVELOPES**

Sebastian headquarters letterheads and envelopes are standard government size: 8 1/2" x 11" letterheads and 4 1/16 " x 9 15/32" envelope.

MARGINS

A 1" margin on top, bottom, left-side and right-side is the standard for this letter.

WORDMARK

The official Sebastian wordmark is positioned on the right-hand side of the document within a 1" margin. Ensuring the wordmark's aspect-ratio stay undistorted, its width spans 3 1/2" or half the width of the printable area.

BODY

A letter should begin with a date followed by the recipient's mailing information. A reason for the letter should be clearly stated in a subject line before addressing the recipient.

Gotham Extra Light with a font size of 9 pt are the official font and font size to be used in this letterhead

- STYLE: NORMAL
- FONT: GOTHAM EXTRA LIGHT
- FONT-SIZE: 9 PT
- CASE: SENTENCE CASE
- ALIGN: LEFT
- LINE SPACING: SINGLE
- PAR. SPACING AFTER: 1 1/2 PT
- NO HYPHENATION

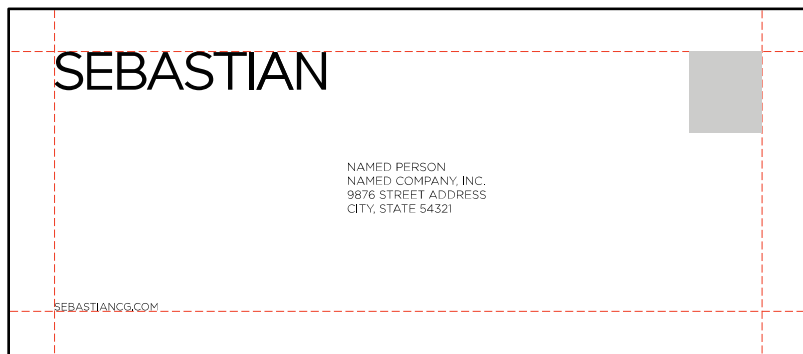
FOOTER

The Footer is formulated with a 1 x 2 table with row height of 0.12" and consists of the Sebastian web address "SEBASTIANCG.COM" in the 1st cell with the following standards:

- STYLE: PAGE NUMBER
- FONT: GOTHAM EXTRA LIGHT
- FONT-SIZE: 7 PT.
- CASE: UPPER CASE
- ALIGN: RIGHT
- SYNTAX: PAGE ## OF ##
- POSITION: 1/2" FROM THE BOTTOM RIGHT CORNER

Additionally, it includes year of founding "SINCE 1948" in the 2nd cell with the following standards:

- FONT: GOTHAM EXTRA LIGHT
- FONT-SIZE: 7 PT
- CASE: UPPERCASE
- ALIGN: RIGHT-TO THE MARGIN



ENVELOPES

As an analog piece of stationery, this bright white, heavy weight envelope is meant to express the durability and organization associated with the Sebastian brand. Calculated yet simple graphic hints of the logotype and website allow this envelope to convey the dignified, soft-spoken, and discerning nature of Sebastian.

It features a 1/2" margin on top, bottom, left and right side. And should include an aesthetically pleasing limited edition postage stamp within these margins.

Gotham Light with 12 pt font is the standard font type and font size to be used for recipient information.

FORMS . CHECKLISTS

Consisting of quarterly conversation forms, trade partner pre-qualification forms, people analyzer form, safety checklists, trade partner check-ins, equipment inspection forms and the like.

SEBASTIAN FORMS

Forms serve to collect, store and display data points. When creating Sebastian forms, one should consider their intended use. This use will dictate whether the user will be populating the form analogously or digitally. Regardless, these forms are mostly created in Microsoft Word on standard government size of 8 1/2" x 11". These reports employ the heavy use of tables, and the grid specifications laid out in this section to arrange fields appropriately.

MARGINS

A 1" margin on top, bottom, left-side and right-side are standard for this piece.

HEADER

The header consists of the Sebastian wordmark, document title and revision number. These elements are left aligned and described in further detail below.

WORDMARK

The official Sebastian wordmark is positioned on the left-hand side of the document within the 1" margin. Ensuring the wordmark's aspect-ratio stay undistorted, its width is to span 3" from the left border of the printable area.

DOCUMENT TITLE

The document tile consists of the following standards:

- STYLE: TITLE
- FONT: GOTHAM LIGHT
- FONT-SIZE: 15 PT
- KERNING: -1 PT
- CASE: UPPERCASE
- ALIGN: LEFT TO THE MARGIN

REVISION IDENTIFICATION

The revision ID helps confirm the date and accuracy of the document by providing a date of revision.

This revision identification consists of the following standards:

- STYLE: SUBTITLE
- FONT: GOTHAM EXTRA LIGHT
- FONT-SIZE: 8 PT
- CASE: UPPERCASE
- ALIGN: LEFT TO THE MARGIN
- SYNTAX: YYYY . MM . DD

SEBASTIAN

EQUIPMENT INSPECTION FORM

REVISED : 2024 . 05 . 23

| | |
|--|---|
| PROJECT NAME (Nombre del Proyecto): | DATE (Fecha): |
| PROJECT NUMBER (Numero de Proyecto): | HOURLY METER / START (Horas/Inicio): |
| | HOURLY METER / END (Horas/Final): |
| SUPERVISOR : | |
| OPERATORS NAME (Nombre del Operador): | |
| EQUIPMENT MAKE (Fabricante): | |
| EQUIPMENT MODEL (Modelo): | |

| INSPECTION ITEMS | OK (Bueno) | BAD (Mal) | N/A | REMARKS (Observaciones) |
|---|---------------|--------------|-----|----------------------------|
| 1 TRACKS (TENSION) TIRES (Traques - Tension y Limpieza, Lientas) | | | | |
| 2 FORKS, BUCKET, AUGERS, HAMMER (Picos, Cubeta, Brocas, Martillo) | | | | |
| 3 BODY DAMAGE (Daño de Carrocera) | | | | |
| 4 GUARDRAIL SYSTEM (Sistema de Barandilla) | | | | |
| 5 HOSES, CHAINS, BELTS (Mangueras, Cadenas, Bandas) | | | | |
| 6 LEAKS: OIL, FUEL, HYDRAULIC (Fugas: Aceite, Combustible, Hidraulico) | | | | |
| 7 GRAB BARS, STEPS (Barras de Agarre, Escalones) | | | | |
| 8 FIRE EXTINGUISHER (Extintor de Incendios) | | | | |
| 9 STEERING SYSTEM (Sistema de Dirección) | | | | |
| 10 BRAKES (Frenos) | | | | |
| 11 OPERATING CONTROLS (Controles Operativos) | | | | |
| 12 HORN (Claxon) | | | | |
| 13 LIGHTS AND STROBE LIGHTS (Luces y Torretas Strobo) | | | | |
| 14 BACKUP ALARMS (Alarmas de Reversa) | | | | |
| 15 WINDOWS (Ventanas) | | | | |
| 16 FRONT & REAR MIRROR (Espejos Delanteros y Traseros) | | | | |
| 17 SEATBELTS (Cinturón de Seguridad) | | | | |
| 18 OPERATOR MANUAL (Manual de Operador) | | | | |

| WORKPLACE INSPECTION (Inspección de Trabajo) | OK (Bueno) | BAD (Mal) | N/A | REMARKS (Observaciones) |
|---|---------------|--------------|-----|----------------------------|
| 1 DROP-OFFS OR HOLES (Descensos, Bajadas o Agujeros) | | | | |
| 2 SLOPES, DUMPS, DEBRIS (Pendientes, Topes, Escombros) | | | | |
| 3 OVERHEAD OBSTRUCTIONS (Obstrucciones Aéreas) | | | | |
| 4 GROUND OBSTRUCTIONS (Obstrucciones en el Suelo) | | | | |
| 5 WEATHER CONDITIONS (Condiciones Climáticas) | | | | |

| | |
|----------------------------|------------------------------|
| SIGNATURE OPERATOR: | SIGNATURE SUPERVISOR: |
| _____ | _____ |

IT IS MANDATORY TO ALWAYS INSPECT YOUR PIECE OF EQUIPMENT BEFORE EVERY USE
ES MANDATORIO INSPECCIONAR SU MAQUINARIA SIEMPRE ANTES DE CADA USO

PAGE 1 OF 1

BODY

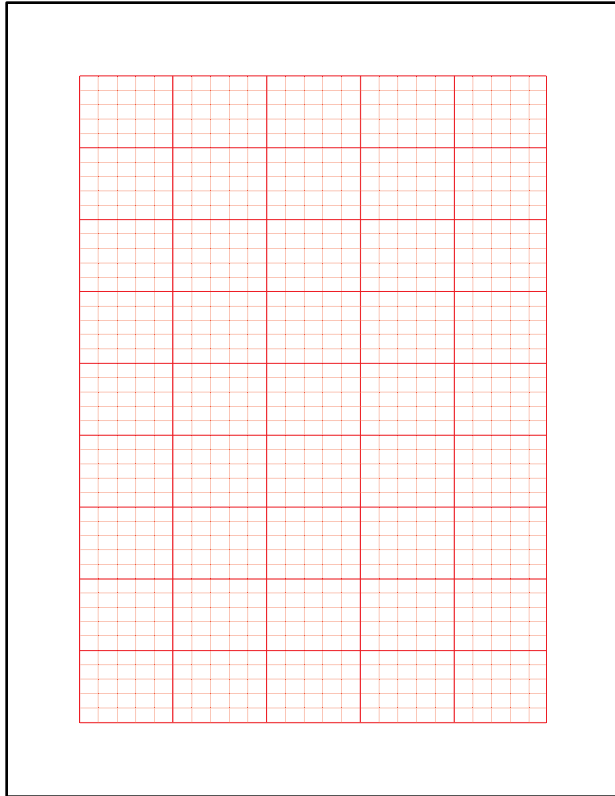
The body is built off a grid that spans the printable area of the page. This grid's row height allows for a font size of 8 pt. Gotham Black is used to label section headers, and Gotham Light is used to format subsections, input fields and other content.

For the Equipment Inspection Form example above, the Spanish interpretations consist of Gotham Light with a font size of 5 pt.

FOOTER

The footer consists of page numbers positioned on the right-hand side and are right aligned 1/2" from the border of the page on the right and bottom side. The page numbers consist of the following standards:

- STYLE: PAGE NUMBER
- FONT: GOTHAM EXTRA LIGHT
- FONT-SIZE: 7 PT
- CASE: UPPER CASE
- ALIGNMENT: RIGHT
- SYNTAX: PAGE ## OF ##
- POSITION: 1/2" FROM THE BOTTOM RIGHT CORNER



SEBASTIAN
EQUIPMENT INSPECTION FORM
REVISED | 2024 - 05 - 23

PROJECT NAME (Nombre del Proyecto): _____ **DATE** (Fecha): _____

PROJECT NUMBER (Número de Proyecto): _____ **HOUR METER / START** (Hora/Inicio): _____

HOUR METER / END (Hora/Final): _____

SUPERVISOR : _____

OPERATORS NAME (Nombre del Operador): _____

EQUIPMENT MAKE (Fabricante): _____

EQUIPMENT MODEL (Modelo): _____

| INSPECTION ITEMS | OK | BAD | N/A | REMARKS |
|---|--------------------------|--------------------------|--------------------------|---------|
| 1 TRACKS (TENSION) TIRES (Tracción - Tensión y Lintados, Lintado) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| 2 FORKS, BUCKET, AUGERS, HAMMER (Picos, Cubetas, Brocas, Martillo) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| 3 BODY DAMAGE (Daño de Carrocería) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| 4 GUARDRAIL SYSTEM (Sistema de Barandil) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| 5 HOSES, CHAINS, BELTS (Mangueras, Cadernas, Banderas) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| 6 LEAKS OIL, FUEL, HYDRAULIC (Fugas Aceite, Combustible, Hidráulico) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| 7 GRAB BARS, STEPS (Barra de Agarre, Escaleras) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| 8 FIRE EXTINGUISHER (Extintor de Incendios) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| 9 STEERING SYSTEM (Sistema de Dirección) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| 10 BRAKES (Frenos) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| 11 OPERATING CONTRDLS (Controles Operativos) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| 12 HORN (Claxon) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| 13 LIGHTS AND STROBE LIGHTS (Luces y Tormentas Strobo) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| 14 BACKLUP ALARMS (Alarmas de Inversa) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| 15 WINDOWS (Ventanas) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| 16 FRONT & REAR MIRROR (Espejos Delantero y Trasero) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| 17 SEATBELTS (Cinturón de Seguridad) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| 18 OPERATOR MANUAL (Manual de Operador) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |

WORKPLACE INSPECTION (Inspección de Trabajo)

| | OK | BAD | N/A | REMARKS |
|--|--------------------------|--------------------------|--------------------------|---------|
| 1 DROP-OFFS OR HOLES (Desarrietas, Baches o Agujeros) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| 2 SLOPES, DUMPS, DEBRIS (Pendientes, Torres, Escombros) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| 3 OVERHEAD OBSTRUCTIONS (Obstáculos Aéreo) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| 4 GROUND OBSTRUCTIONS (Obstáculos en el Suelo) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| 5 WEATHER CONDITIONS (Condiciones Climáticas) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |

SIGNATURE OPERATOR: _____ **SIGNATURE SUPERVISOR :** _____

IT IS MANDATORY TO ALWAYS INSPECT YOUR PIECE OF EQUIPMENT BEFORE EVERY USE
ES MANDATORIO INSPECCIONAR SU MAQUINARIA SIEMPRE ANTES DE CADA USO

PECO

THE GRID

Unlike reports, all form layouts are derived from a much more spacious 45 x 25 grid as seen above. With a 1" margin around the entire document resulting in a printable area of 6.5" x 10", one is able to split this printable area vertically 45 times evenly and horizontally 25 times evenly. Each row has a height of 0.20" and each column has a width of 0.26".

COLUMNS

The printable area can be divided into 5 major sections, each consisting of 5 columns each.

Each column has a width of 0.26" and are used as guides. No vertical lines are printed on the page as to keep the overall document clutter free.

- TOTAL MAJOR SECTIONS: 5
- COLUMNS PER SECTION: 5
- COLUMN WIDTH: 0.26"
- GUIDELINES: INVISIBLE

ROWS

The printable area can be divided into 9 major sections, each consisting of 5 rows each. Notice how the header of the fits within the first major section at the top of the form.

Each row has a height of 0.20" and is scribed with a ¼ pt dotted line. This light assignment allows the rows to display discreetly as to not become a distraction. A 1 pt weighted solid line is appropriate to help separate sections within the form or bring emphasis to a section.

- TOTAL MAJOR SECTIONS: 9
- ROWS PER SECTION: 5
- ROW HEIGHT: 0.20"
- LINE TYPE: DOTTED
- LINE WEIGHT: ¼ PT

ACCENT LINES

In order to bring attention to a specific line item, emphasis is added by utilizing accent lines.

- LINE TYPE: SOLID
- LINE WEIGHT: 1 PT

FONTS

Throughout the form body, the font size is set to 8 pt and middle aligned or centered vertically within each row.

Unlike the official 9 pt font in other documents, this smaller font size allows for enough margin to increase clarity from row to row.

Additionally, Gotham Black with a font size set to 7 pt is used for section headers, table headers and numbered lists, unlike Gotham Bold used in other document types. This results in a more perceivable hierarchy.

BODY FONTS

- FONT: SEBASTIAN LIGHT
- FONT SIZE: 8 PT
- CASE: SENTENCE CASE

TABLE HEADERS . NUMBERED LISTS

- FONT: SEBASTIAN BLACK
- FONT SIZE: 7 PT
- CASE: UPPERCASE
- FIRST COLUMNS: LEFT-ALIGN
- ALL OTHER COLUMNS: RIGHT-ALIGN

INVOICES

Issued electronically or by mail, these legally binding documents must include specific elements to meet accounting standards - such as an invoice number, accurate and complete legally recognized entities, payment terms, and an itemized list of services rendered. Invoices must be issued exclusively by authorized personnel only.

SEBASTIAN INVOICE

Invoices are issued to clients as a formal request for payment after services have been rendered. They must include an itemized list of products or services provided, quantities, agreed-upon prices, and the total amount due. Invoices serve both as a record of the transaction and as a legally binding document - especially once payment is received.

Typically created in Microsoft Excel with embedded formulas, invoices are used to facilitate payment collection. This template is intended solely for use by authorized individuals and must follow proper accounting procedures.

Please check with our accounting team to properly issue an invoice.

MARGINS

A 1" margin on top, bottom, left-side and right-side are standard for this piece.

HEADER

The header consists of the Sebastian wordmark, document title and invoice information. These elements are described in further detail below.

WORDMARK

The official Sebastian wordmark is positioned on the left-hand side of the document within the 1" margin. Ensuring the wordmark's aspect-ratio stay undistorted, its width is to span 3" from the left border of the printable area.

DOCUMENT TITLE

The document title consists of the following standards:

- STYLE: TITLE
- FONT: GOTHAM LIGHT
- FONT-SIZE: 15 PT
- KERNING: -1 PT
- CASE: UPPERCASE
- ALIGN: LEFT TO THE MARGIN

INVOICE DETAILS

Invoice number, issue date, project code & name, and payment terms are found in the upper right-hand corner of this document. These elements consist of the following standards:

- FONT: GOTHAM LIGHT
- FONT-SIZE: 8 PT
- CASE: CAPITALIZE EACH WORD
- ALIGN: RIGHT TO THE MARGIN

SEBASTIAN INVOICE

Invoice No. Fat1957
05.07.2025
01-422
Net 30 Term

CLIENT

COMPANY NAME
CONTACT FULL NAME
STREET ADDRESS 1
STREET ADDRESS 2
CITY - TX 76543
Phone Number
e-mail

PAYMENT INFORMATION

SEBASTIAN CONSTRUCTION GROUP, LLC
3100 MONTICELLO AVE.
SUITE 750
DALLAS - TX 75205
214.528.4130
info@sebastiancg@gmail.com

INVOICE DETAILS

| DESCRIPTION | COST CODE | QTY | UNIT PRICE | TOTAL |
|--|-----------|-----|---------------|----------------|
| 1 Sufficient Details of Service Rendered | 01-001 | 1 | \$ 350,000.00 | : 350,000.00 |
| 2 Sufficient Details of Service Rendered | 02-002 | 3 | \$ 500,000.00 | : 1,500,000.00 |
| 3 Sufficient Details of Service Rendered | 03-003 | 5 | \$ 100,000.00 | : 500,000.00 |
| 4 Sufficient Details of Service Rendered | 04-004 | 7 | \$ 95,000.00 | : 665,000.00 |
| 5 Sufficient Details of Service Rendered | 05-005 | 9 | \$ 60,000.00 | : 1,440,000.00 |

SUBTOTAL \$ 4,455,000.00

TAX \$ 367,092.00

THANK YOU For Your Business

TOTAL \$ 4,822,092.00

ADDITIONAL INFO HERE ON PAYMENT METHODS
DISCLAIMER OR CLARIFYING DETAILS HERE DEPENDING ON THE TYPE OF INVOICE

PAGE 1 OF 1

VENDOR AND PAYMENT INFO

Section titles consist of the following standards:

- FONT: GOTHAM LIGHT
- FONT-SIZE: 10 PT
- KERNING: -1 PT
- CASE: CAPITALIZE EACH WORD

Legally recognized entities must always display in all capital letters and such are the following standards.

- FONT: GOTHAM LIGHT
- FONT-SIZE: 8 PT
- CASE: UPPER CASE
- ALIGN: LEFT
- ALIGN: MIDDLE OF THE CELL

INVOICE DETAILS

This itemized portion of the invoice follows our forms and checklists standards with a grid that spans the printable area of the page. This grid's row height allows for a font size of 8 pt. Gotham Black is used to label section headers, and Gotham Light is used to format table content. Gotham Bold is reserved for total figures.

FOOTER

The footer consists additional information as a disclaimer in the lower, left-hand side and page numbers positioned on the right-hand side. Page numbers are right aligned ½" from the border of the page on the right and bottom side and consist of the following standards:

- STYLE: PAGE NUMBER
- FONT: GOTHAM EXTRA LIGHT
- FONT-SIZE: 7 PT
- CASE: UPPER CASE
- ALIGNMENT: RIGHT
- SYNTAX: PAGE ## OF ##

CONSTRUCTION STANDARDS

Sebastian construction standards establish a benchmark for what makes our houses different. The collective decades of experience & lessons learned have been distilled into a resource for, maintaining consistent quality across all our projects. Sebastian Title blocks have been thoughtfully designed to reflect our commitment to excellence and simplicity in every detail. For more information or guidance regarding these standards, please contact our Standards Team.

LOGOTYPE
(PRINTED IN BLACK INK)

SEBASTIAN
CONSTRUCTION STANDARDS

SHEET TITLE

STANDARDS SECTION HEADING

REVISED MM.DD.YY

AO.0

SHEET NUMBER

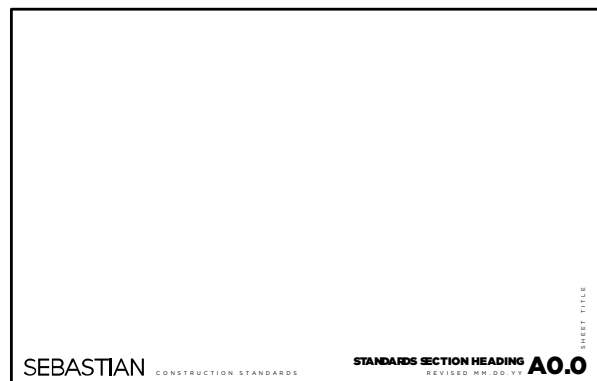
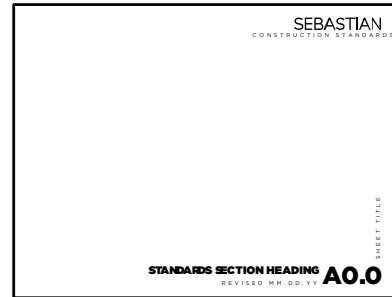
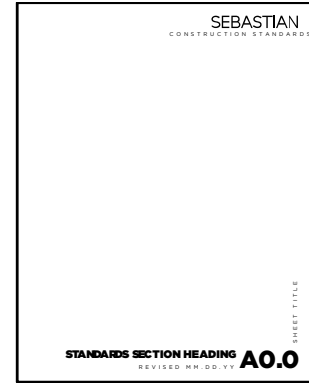
STANDARDS

Sebastian's proprietary standards have been carefully developed as a crucial resource for pursuing excellent quality in every home we craft.

Equipping our teams means making this resource as accessible as possible in the form of an 11" x 17" drawing set..

DIMENSIONS

- PORTRAIT . 8.5" x 11"
- LANDSCAPE . 11" x 8.5"
- PORTRAIT . 11" x 17"
- LANDSCAPE . 17" x 11"



For details on architectural drawings, detail drawings, detail standards, and implementation best practices, please contact our inhouse architect, D.C. Broadstone or Bryan Johnson from our Standards Team.

COORDINATION DRAWINGS

Coordination drawings are developed by Sebastian teams to help bridge the information gap. These drawings play a critical role in planning, communicating, and executing construction efforts across all teams. Viewed daily by both internal and external partners, they often serve as a first introduction to the Sebastian brand on the jobsite. Sebastian title blocks have been designed to embody our commitment to excellence and simplicity in every detail. For more information or guidance regarding these standards, please contact our Standards Team.

LOGOTYPE
(PRINTED IN BLACK INK)

SEBASTIAN
COORDINATION DRAWING

PROJECT NAME

SHEET TITLE
REVISED MM.DD.YY

A0.0

SHEET NUMBER

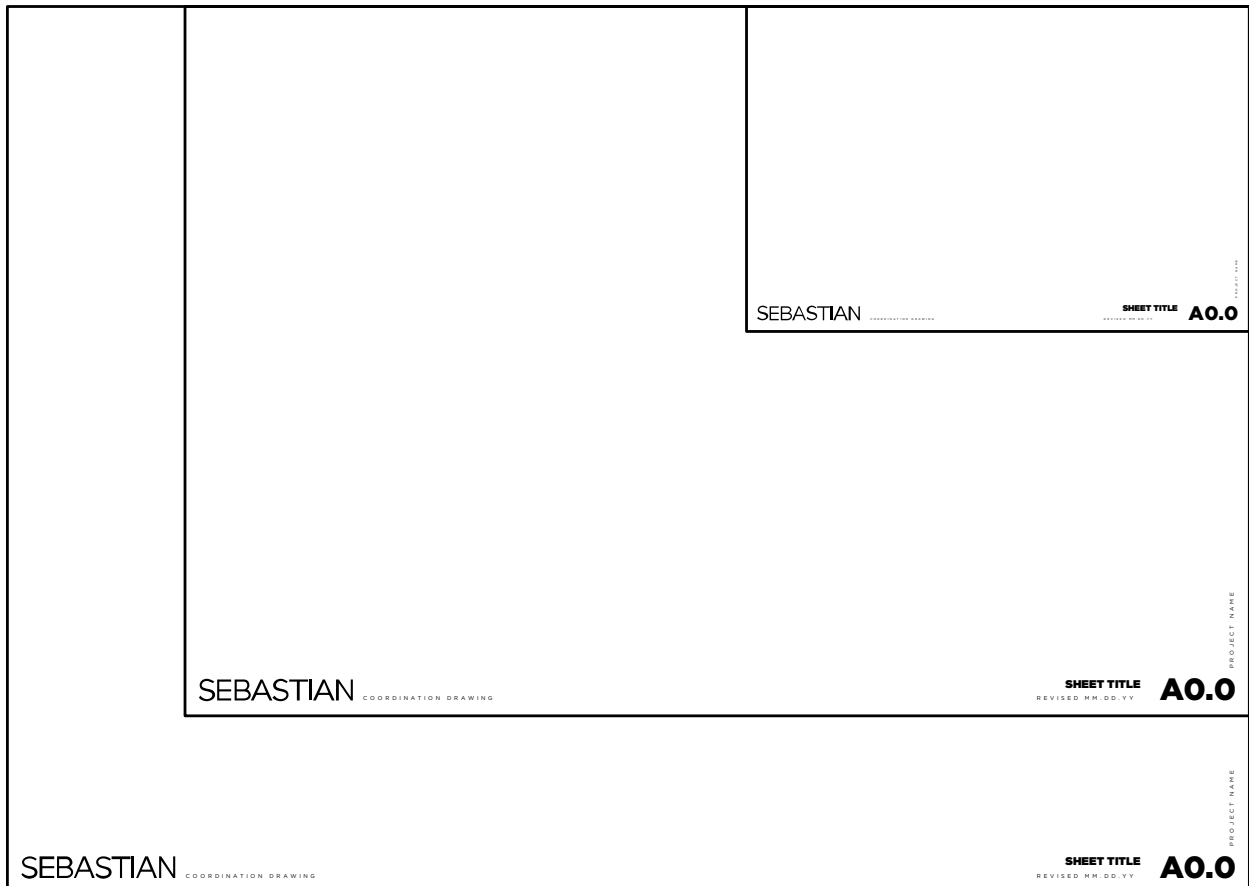
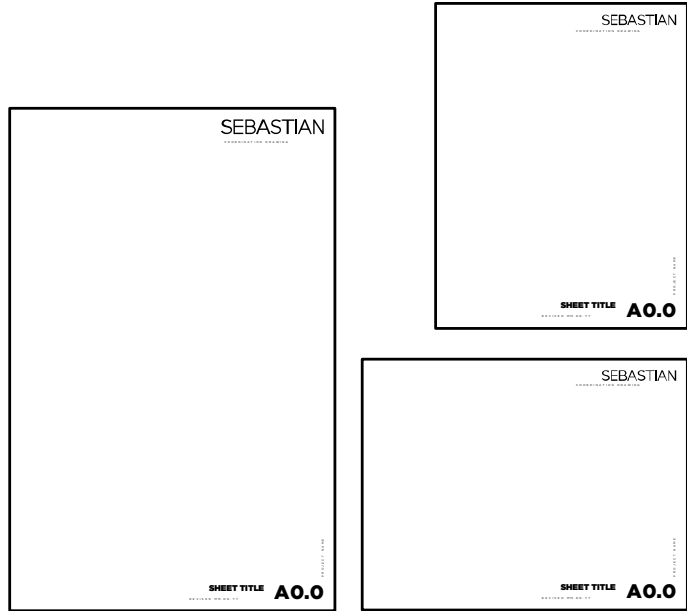
COORDINATION DRAWINGS

Every drawing produced and distributed by Sebastian incorporates our title blocks - an essential element of our brand identity and commitment to clarity and consistency.

DIMENSIONS

- PORTRAIT . 8.5" x 11"
- LANDSCAPE . 11" x 8.5"
- PORTRAIT . 11" x 17"
- LANDSCAPE . 17" x 11"
- LANDSCAPE . 22" x 15"
- LANDSCAPE . 42" x 30"

For further information on architectural drawings, detail drawings, detail standards, and implementation best practices, please contact our inhouse architect, D.C. Broadstone or Bryan Johnson from our standards team.



MEMORANDA

Reserved for internal notifications and updates regarding company procedures, and official company policies, these memo style documents typically are formulated in Microsoft Word and are assigned a revision date to ensure one is referencing the most updated version.

SEBASTIAN MEMORANDA

Sebastian memoranda are printed on standard government size: 8 ½" x 11" paper. These include but are not limited to company policy, updates, and general company information.

MARGINS

A 1" margin on top, bottom, left-side and right-side are standard for this piece.

DOCUMENT HEADER

This document header is comprised of the Sebastian wordmark, document title and revision identification number. This helps the viewer quickly identify the originating context of the document.

WORDMARK

The official Sebastian wordmark is positioned on the left-hand side of the document within the 1" margin. Ensuring the wordmark's aspect-ratio stays undistorted, its width is to span 3" from the left border of the printable area.

DOCUMENT TITLE

The document title consists of the following standards:

- STYLE: TITLE
- FONT: GOTHAM LIGHT
- FONT-SIZE: 15 PT
- KERNING: -1 PT
- CASE: UPPERCASE
- ALIGN: LEFT TO THE MARGIN

REVISION IDENTIFICATION

The revision ID helps confirm the date and accuracy of the document by providing a date of revision.

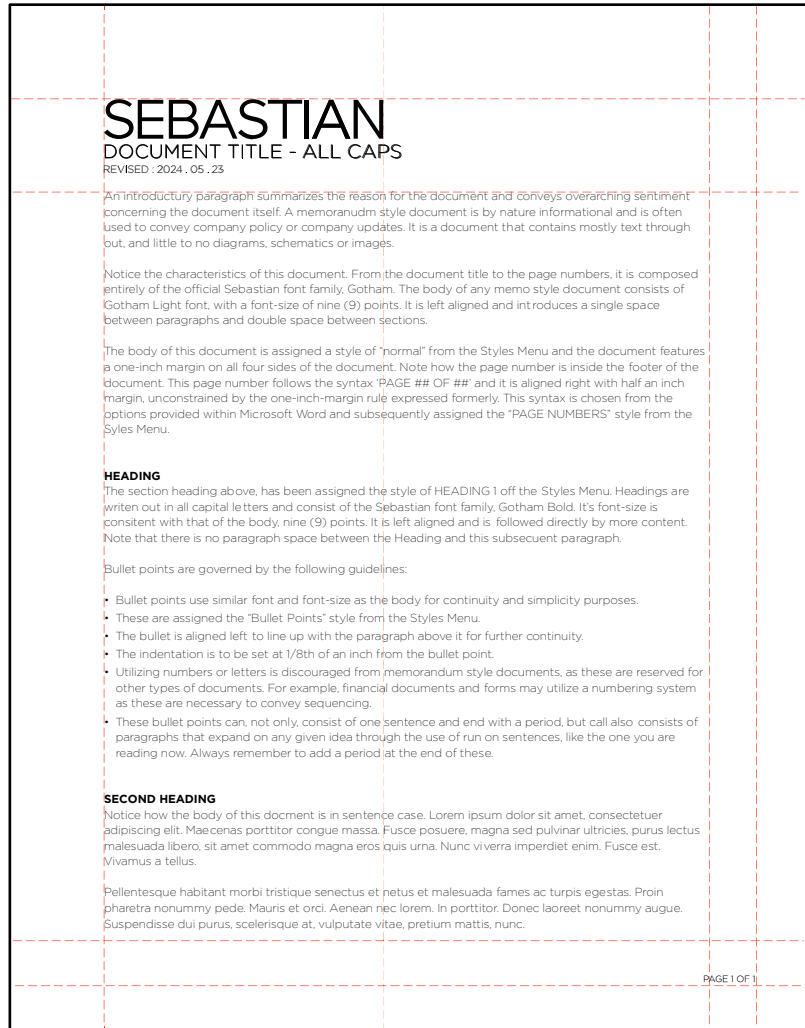
This revision identification consists of the following standards:

- STYLE: SUBTITLE
- FONT: GOTHAM EXTRA LIGHT
- FONT-SIZE: 8 PT
- CASE: UPPERCASE
- ALIGN: LEFT TO THE MARGIN
- SYNTAX: YYYY . MM . DD

HEADINGS

Headings help distinguish sections. The document heading consists of the following standards:

- STYLE: HEADING 1
- FONT: GOTHAM BOLD
- FONT-SIZE: 9 PT
- KERNING: -1 PT
- CASE: UPPERCASE
- ALIGN: LEFT-TO THE MARGIN
- PAR. SPACING BEFORE: NONE
- PAR. SPACING AFTER: 24 PT



BODY

- STYLE: NORMAL
- FONT: GOTHAM LIGHT
- FONT SIZE: 9 PT
- CASE: SENTENCE CASE
- ALIGN: LEFT-TO THE MARGIN
- LINE SPACING: SINGLE
- PARAGRAPH SPACING: 12 PT
- FORMAT: NO HYPHENATION

FOOTER

Footer consists of page numbers positioned on the right-hand side and are aligned right ½" from the border of the page on the right and bottom side. The page numbers consist of the following standards:

- STYLE: PAGE NUMBER
- FONT: GOTHAM EXTRA LIGHT
- FONT-SIZE: 7 PT
- CASE: UPPER CASE
- ALIGN: RIGHT
- SYNTAX: PAGE ## OF ##
- POSITION: ½" FROM THE BOTTOM RIGHT CORNER

BULLET POINTS

Within Microsoft Office Word, select the home tab. Navigate to the Paragraph Module and select the Multilevel List dropdown. Select "Define New Multilevel List" and ensure bullets are "Bullet, Solid Circles" for all levels under Number Style for this level.

Select the first bullet under bullet position.

- ALIGNED AT: 0"
- TEXT INDENT AT: 0.1"
- SELECT "SET FOR ALL LEVELS"
- BULLET/NUMBER POSITION FOR FIRST LEVEL: 0"
- TEXT POSITION FOR 1ST LEVEL: 0.1"
- ADDITIONAL INDENTS FOR EACH LEVEL: 0.1"

PROCESS . HOW-TO DOCUMENTATION

Process documentation provides detailed, step-by-step instructions on how to complete a specific process or task. It's a type of technical documentation that clarifies workflows, ensuring consistency and efficiency in carrying out tasks. Reserved for internal use, these documents typically are formulated in Microsoft Word. Examples of process documentation are Standard Operating Procedures (SOPs), Workflow Diagrams, Checklists, Tutorials, and Process Maps.

PROCESS DOCUMENTATION

Sebastian how-to documentation is useful for training and onboarding initiatives. These help improve efficiency by providing clear guidance to accomplish a task. These are typically shared electronically yet are formulated to be printed on standard government size: 8 1/2" x 11" paper.

COLUMN SPLIT RATIOS

The author has the flexibility to arrange elements as needed for maximum clarity. However, a 2/3 : 1/3 split ratio should be standard in all Sebastian Process Documentation.

MARGINS

A 1" margin on top, bottom, left-side and right-side are standard for this piece.

DOCUMENT HEADER

This document header is comprised of the Sebastian wordmark, document title and revision identification number. This helps the viewer quickly identify the originating context of the document.

WORDMARK

The official Sebastian wordmark is positioned on the left-hand side of the document within the 1" margin. Ensuring the wordmark's aspect-ratio stays undistorted, its width is to span 3" from the left border of the printable area.

DOCUMENT TITLE

The document title consists of the following standards:

- STYLE: TITLE
- FONT: GOTHAM BLACK
- FONT-SIZE: 36 PT
- KERNING: -1 PT
- CASE: UPPERCASE
- ALIGN: LEFT TO THE MARGIN

REVISION IDENTIFICATION

The revision ID helps confirm the date and accuracy of the document by providing a date of revision.

This revision identification consists of the following standards:

- STYLE: SUBTITLE
- FONT: GOTHAM EXTRA LIGHT
- FONT-SIZE: 8 PT
- CASE: UPPERCASE
- ALIGN: LEFT TO THE MARGIN
- SYNTAX: YYYY . MM . DD

SEBASTIAN

HOW-TO DOCUMENT TITLE

REVISED : 2025 . 01 . 01

HEADING ONE . PROCESS NUMBER ONE

Launch the Outlook App on your desktop.

1 STEP ONE TITLE
Click on in the Home tab and select from the drop-down menu.

2 STEP TWO TITLE
In the meeting window, enter the email addresses of the attendees in the "To" field.

3 STEP THREE TITLE
Choose the date and time for the meeting using the date and time fields.

4 STEP FOUR TITLE
Enter a descriptive subject for the meeting in the "Title" field.

5 STEP FIVE TITLE
In the "Location" section enter the name of the Conference Room you would like to Book and select it from the dropdown.

6 STEP SIX TITLE
Including the added room location Click on the "Scheduling Assistant" tab at the top of your meeting invite. This will show you the availability of the attendees you have added, and it will also show the availability of the room, if the attendee is busy they will show as a solid blue, if they are tentative to another meeting it will show light blue with diagonal blue lines, and the room shows the name of the person who has previously booked the room.

7 STEP SEVEN TITLE
Click to send the meeting the selected room. If the room is available, you will receive an "Accepted" response from the room, if the room is not available you will receive a "Declined" response.

PAGE 1 OF 1

HEADINGS

Headings help distinguish sections. The document heading consists of the following standards:

- STYLE: HEADING 1
- FONT: GOTHAM BOLD
- FONT-SIZE: 10 PT
- KERNING: -1 PT
- CASE: UPPERCASE
- ALIGN: LEFT-TO THE MARGIN
- PAR. SPACING BEFORE: NONE
- PAR. SPACING AFTER: 24 PT

STEP HEADINGS

- STYLE: 3-COLUMN HEADING
- FONT: GOTHAM BLACK
- FONT SIZE: 9 PT
- CASE: UPPER CASE
- ALIGN: LEFT TO COLUMN
- PAR SPACING BEFORE: 6 PT

BODY

- STYLE: 3-COLUMN BODY
- FONT: GOTHAM LIGHT
- FONT SIZE: 9 PT
- CASE: SENTENCE CASE
- ALIGN: LEFT-TO THE COLUMN
- LINE SPACING: SINGLE
- PARAGRAPH SPACING: 6 PT
- FORMAT: NO HYPHENATION

FOOTER

Footer consists of page numbers positioned on the right-hand side and are aligned right 1/2" from the border of the page on the right and bottom side.

- STYLE: PAGE NUMBER
- FONT: GOTHAM EXTRA LIGHT
- FONT-SIZE: 7 PT
- CASE: UPPER CASE
- ALIGN: RIGHT
- SYNTAX: PAGE ## OF ##
- POSITION: 1/2" FROM THE BOTTOM RIGHT CORNER

SCHEDULING MEETINGS

REVISED: 2025. 01. 01

SETTING UP A MEETING WITH A LOCATION

Launch the Outlook App on your desktop.

1 CREATE A NEW MEETING

Click on **Button Name** in the Home tab and select **Button** from the drop-down menu.

2 ADD ATTENDEES

In the meeting window, enter the email addresses of the attendees in the "To" field.

3 SET DATE AND TIME

Choose the date and time for the meeting using the date and time fields.

4 ADD A TITLE

Enter a descriptive subject for the meeting in the "Title" field.

5 ADD A ROOM RESOURCE

In the "Location" section enter the name of the Conference Room you would like to Book and select it from the dropdown.

| | |
|------|--|
| Send | From: jcarera@sebastianc.com |
| | Title: Marketing Level 10 |
| | Required: Whitney Pastore Walnut Conference Room |
| | Optional: |
| | Recurrence: Occurs every Tuesday effective 4/22/2025 until 8/26/2025 from 2:00 PM to 3:00 PM |
| | Location: Microsoft Teams Meeting: Walnut Conference Room |

- E-mail Message
- Chat
- Storyline Post
- Appointment
- Meeting
- Group
- Contact
- Task

6 VERIFY

Including the added room location Click on the "Scheduling Assistant" tab at the top of your meeting invite. This will show you the availability of the attendees you have added, and it will also show the availability of the room, if the attendee is busy they will show as a solid blue, if they are tentative to another meeting it will show light blue with diagonal blue lines, and the room shows the name of the person who has previously booked the room.

7 SEND INVITATION

Click **Send** to send the meeting the selected room. If the room is available, you will receive an "Accepted" response from the room, if the room is not available you will receive a "Declined" response.

Thu 4/18/2023 12:28 PM

Walnut Conference Room

Accepted All: Marketing Level 10

When: Occurs every Tuesday effective 4/22/2025 until 8/26/2025 from 2:00 PM to 3:00 PM (UTC-06:00 Central Time US & Canada)

Location: Microsoft Teams Meeting: Walnut Conference Room

Walnut Conference Room has accepted this meeting.

Your request was accepted.

Your request was accepted through Tuesday, August 26, 2025.

SCREENSHOT DIAGRAMS

Microsoft offers a variety of themes for the user to choose from. The one used to capture the processes seen here is called the "Desert" theme.

It is desired to maintain diagrams as light as possible as to not create harsh contrast between text and diagram.

PROPER MEETING ROOM ETIQUETTE

1 CHECK ROOM AVAILABILITY
Prior to scheduling a meeting, check the availability of the desired meeting room as has been outlined above. Ensure it is not already booked for another event. You will also check the floor at each conference room to ensure the room is not booked.

2 CONSIDER ROOM CAPACITY
Be mindful of the size of the meeting room in relation to the number of participants. Choose a room that comfortably accommodates the requested attendees.

3 SPECIFY MEETING ROOM LOCATION

Clearly specify the location of the meeting room in the invitation.

4 INCLUDE SETUP TIME

Factor in additional time when scheduling the meeting when and if an office. This ensures the room is prepared, and all necessary equipment is ready for use.

5 NOTIFY ATTENDEES OF CHANGES

If any changes are made to the meeting room or location, promptly notify all attendees to avoid confusion.

6 END MEETINGS ON TIME

Respect the scheduled end time of the meeting to allow for a smooth transition for the next group using the meeting room.

7 DO NOT OVERSTAY MEETINGS

When a meeting is in progress, do not enter the meeting room unless you are scheduled to attend or you absolutely must. Doing this can disrupt meetings and cause meetings to overrun.

8 ROOM CLEANUP

Leave the meeting room in good condition. This includes cleaning up any materials used and ensuring the room is ready for the next group.

9 BE MINDFUL OF NOISE LEVELS

Be mindful of noise levels when meeting or leaving meeting rooms to avoid disturbing other groups.

10 END WHEN SCHEDULED

Even when the meeting is scheduled to end, others may have scheduled the room for you, which is the responsibility of your meeting to ensure the room is not booked for another meeting. You may get a message if you are still in the meeting room when someone else has a scheduled meeting.

MANUALS

How-to documentation such as this very document, safety manuals and employee handbooks have been formatted to be distributed digitally and physically. These consist of instructional content with a large portion of them relying heavily on diagrams and schematics.

SEBASTIAN MANUALS

Notice the format of this very document. It includes a title page, table of contents, spreads with captivating photography as section dividers, section introductions and content pages with schematics are displayed in a unique format.

COVER PAGES AND TOC

Cover should have a full bleed, black-and-white detail shot with minimal features as to keep composition simple. White Sebastian wordmark is to be placed in the middle with the word "MANUAL" in Gotham Black along with a descriptive subtitle.

SPREADS

Images tell a wonderful story, and the marketing team has made assets available for your use and will update these assets periodically with new and fresh images.

Manual drafters are encouraged to use fresh and previously unused photography to keep readers engaged in what sometimes could be dull subject matters.

SECTION INTRODUCTIONS

These section introductions consist of the section title in the following standards:

- STYLE: HEADING 1
- FONT: GOTHAM BOLD
- FONT-SIZE: 12 PT
- KERNING: 0.8 PT or -50
- CASE: UPPERCASE
- ALIGN: CENTER
- LINE SPACING: 1 ½ PT
- PARAGRAPH. SPACING: NONE

And followed by a descriptive paragraph with the following standards:

- STYLE: NORMAL
- FONT: GOTHAM LIGHT
- FONT-SIZE: 9 PT
- CASE: SENTENCE CASE
- ALIGN: CENTER
- LINE SPACING: 1 ½ PT

SUBHEADING

- STYLE: 3-COLUMN HEADINGS
- FONT: GOTHAM LIGHT
- FONT-SIZE: 7 PT
- CASE: UPPERCASE
- ALIGN: LEFT

BODY

- STYLE: 3-COLUMN BODY
- FONT: GOTHAM LIGHT
- FONT-SIZE: 7 PT
- CASE: SENTENCE CASE
- ALIGN: LEFT

3-COLUMN FORMAT

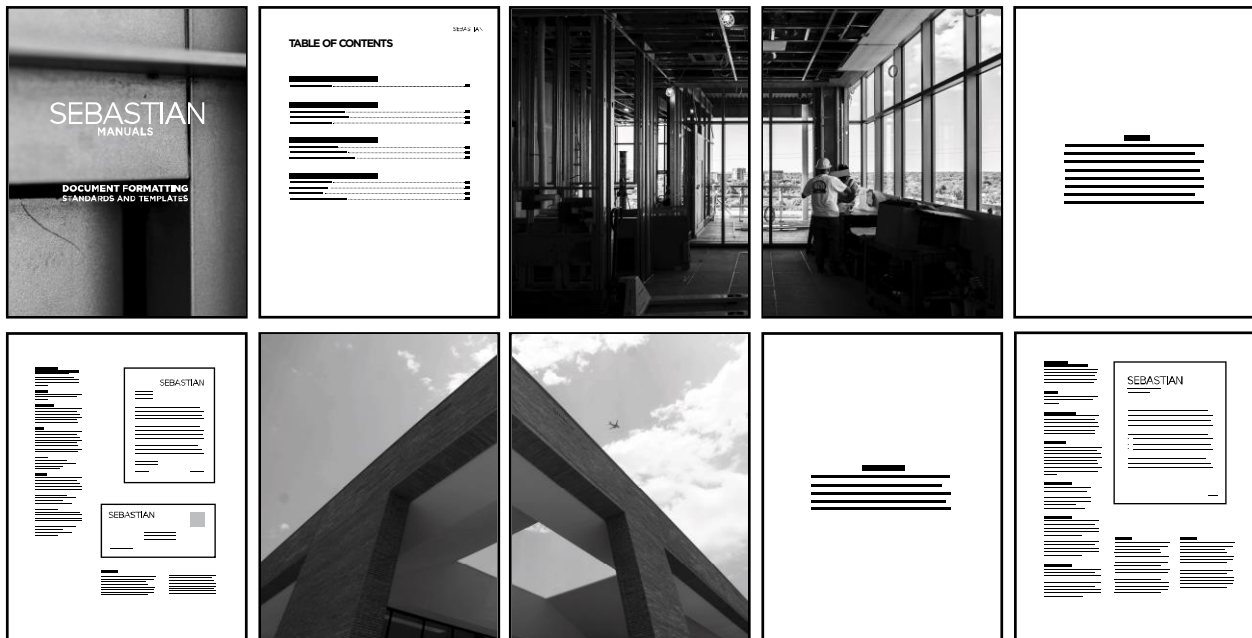
More on this topic in the following pages. Here are some quick specifications and standards:

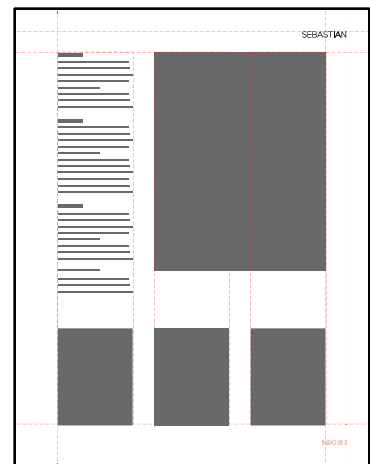
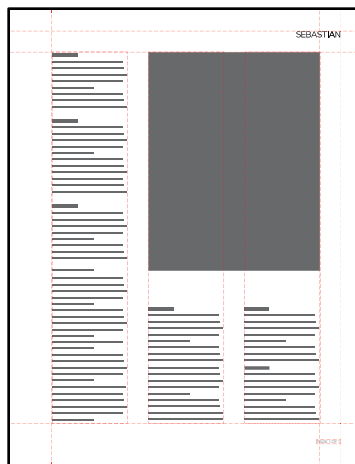
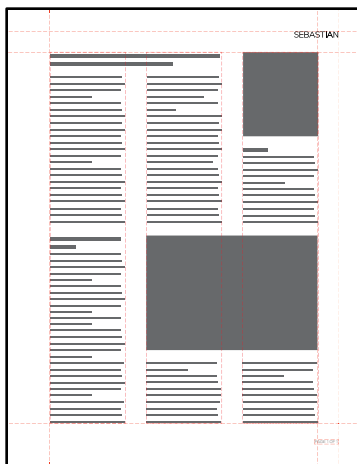
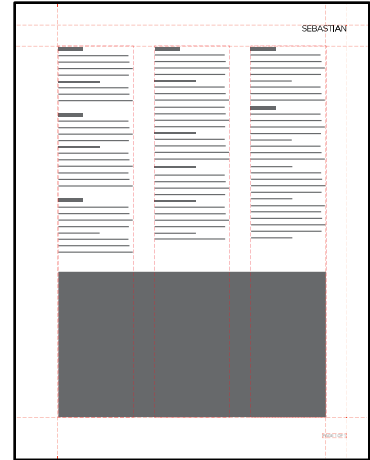
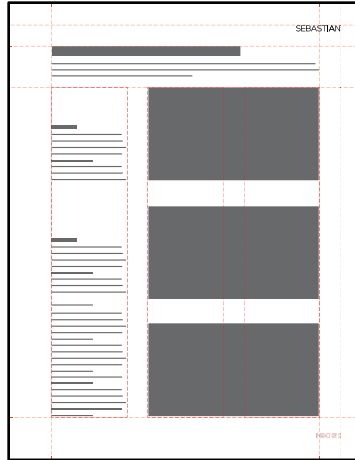
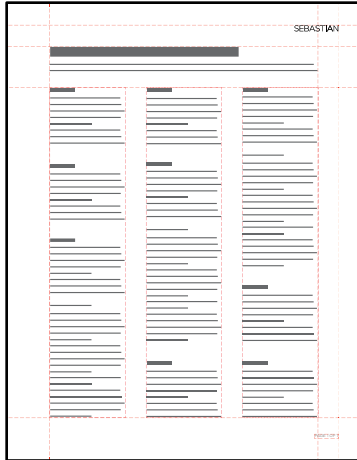
- COLUMN WIDTH: 1.83"
- COLUMN SPACING: ½"
- PAGE MARGINS: 1"

6-COLUMN FORMAT

When utilizing a 11" x 17" spread, one must incorporate a margin of 2" after the third column.

- COLUMN WIDTH: 1.83"
- COLUMN 1,2,4 & 5 SPACING: ½"
- COLUMN 3 SPACING: 2"
- PAGE MARGINS: 1"





GRID FORMATS FOR MANUALS

The examples shown in this page are models for content pages that may be utilized in manuals.

There are other grid specs depending on the type of document. Whether these may be proposals, reports, publications and the like, different grids are applied to different document types to help quickly distinguish one from the other.

As mentioned previously, content pages found in manuals are constructed from a three-column grid.

3-COLUMN FORMAT

- COLUMN WIDTH: 1.83"
- COLUMN SPACING: ½"
- PAGE MARGINS: 1"

PAGE HEADINGS

- STYLE: HEADING 1
- FONT: GOTHAM BOLD
- FONT-SIZE: 12 PT
- CASE: UPPERCASE
- ALIGN: LEFT

SUBHEADINGS

- STYLE: 3-COLUMN HEADINGS
- FONT: GOTHAM LIGHT
- FONT-SIZE: 7 PT
- CASE: UPPERCASE
- ALIGN: LEFT
- PAR. SPACING BEFORE: 12 PT

BODY

- STYLE: 3-COLUMN BODY
- FONT: GOTHAM LIGHT
- FONT-SIZE: 7 PT
- CASE: SENTENCE CASE
- ALIGN: LEFT
- PAR. SPACING AFTER: 6 PT

WORDMARK

Given these pages will most likely be ensembled in a Sebastian presentation, the official Sebastian wordmark is positioned in upper right-hand corner of the header spanning 1" and positioned ½" from the top and right edge of the page.

FOOTER

Footer consists of page numbers positioned on the right-hand side and are aligned right ½" from the border of the page on the right and bottom side. The page numbers consist of the following standards:

- STYLE: PAGE NUMBER
- FONT: GOTHAM EXTRA LIGHT
- FONT-SIZE: 7 PT
- CASE: UPPER CASE
- ALIGN: RIGHT
- SYNTAX: PAGE ## OF ##
- POSITION: ½" FROM THE BOTTOM RIGHT CORNER

IMAGE QUALITY

Only images with the highest fidelity are to be used in Sebastian manuals. As these manuals will be printed, a minimum resolution of 300 pixels per square inch is required.

When incorporating diagrams and schematics, .emf, (Enhanced Meta File) file types work best when working in Microsoft Word.

When designing these schematics, one must always keep the final dimensions for the application in mind to ensure highest print quality.

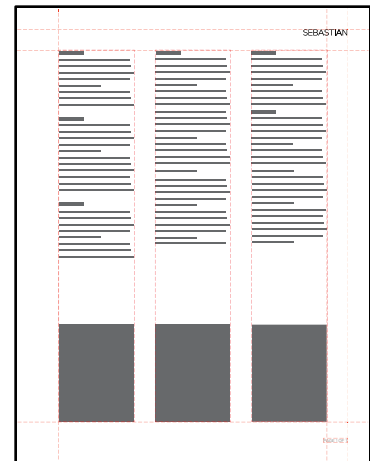
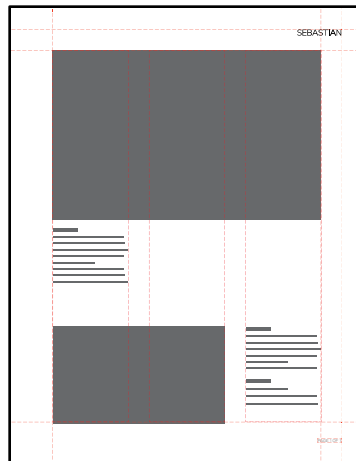
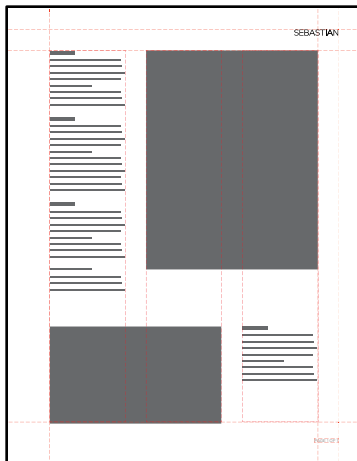
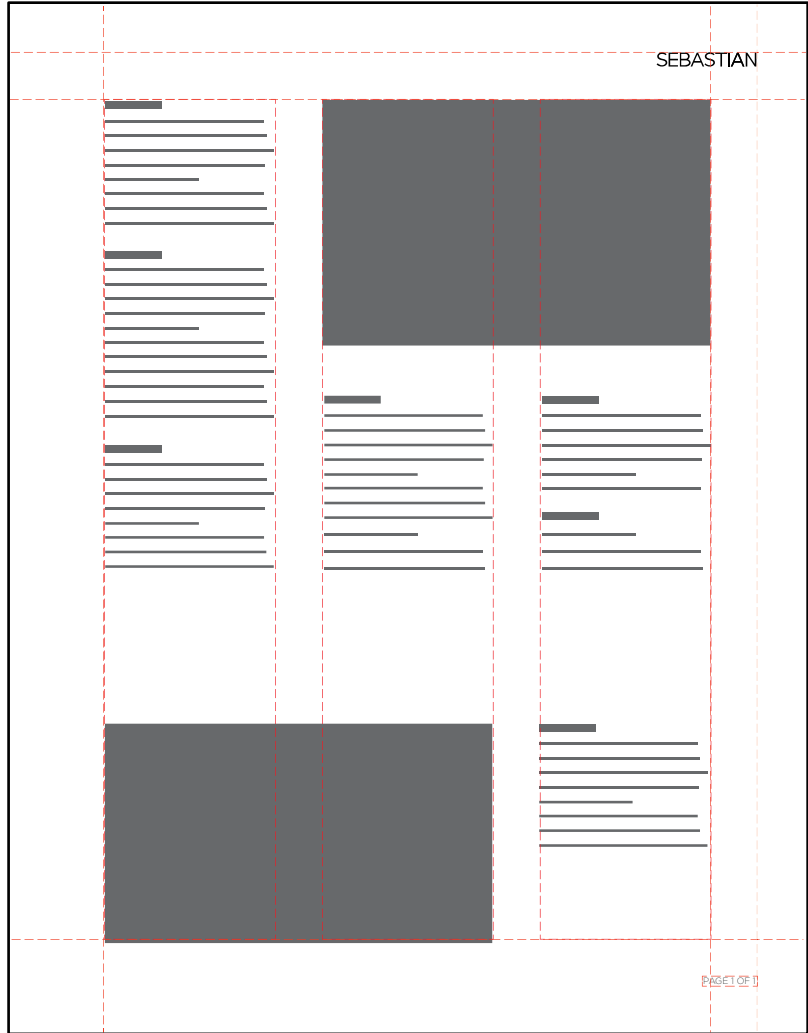
These .emf file types are vector files that allow printers to print in the most efficient manner.

IMAGE PLACEMENT

These diagrams should convey the overarching mindset when designing these manuals.

The editor is given freedom to work within the three-column grid, ensuring that images are bounded by, either the one-column, two-column, or three-column gridlines.

Descriptions should be placed around, directly adjacent or below the image.



PRESENTATION DECKS

PowerPoint presentations are to be used for virtual and in-person meetings and trainings. This template has been formatted to fit on most commonly used monitors. The template file attached to these standards is equipped with master slides and guidelines to help keep content uniformly displayed.



Template deck file available upon request. Please engage the marketing team.

MASTER DECK

Cohesiveness and consistency breed confidence and trust. In order to unify our message and brand image in the eye of audience, a master deck with master slides has been created.

Sebastian team members responsible to prepare project updates via PowerPoint presentations are encouraged to adhere to these guidelines.

SLIDE MASTERS

There are three major Slide Masters; the Intro . Transitions Masters, Media Master, and Text Masters. The rest are derived from the Text Masters as delineated below.

- INTRO . TRANSITIONS
- MEDIA SLIDE
- TEXT SLIDE
 - CHART SLIDE
 - TABLE SLIDE
 - PHOTO SLIDE
 - MULTIPLE PHOTO SLIDE

When adding a new slide, choose between these pre-formatted slide masters.

INTRO . TRANSITIONS SLIDE

Use this as an intro, outro and transition slides.

Utilize a black and white construction art image as backgrounds to these slides. Please contact marketing department to assist with access to these assets.

MEDIA MASTER SLIDE

Mostly used to hold Video assets such as 15-minute countdowns and hype-videos. Please contact the marketing team for access to these video assets.

TEXT MASTER SLIDE

This slide features the iconic wood grain background. This image will continue to serve as the basis for every Sebastian Powerpoint presentation.

Various slides with approved formatting are available for selection.



CHART MASTER SLIDE

Utilizing the text master slide as reference, these chart master slides are meant to display line graphs, pie charts or bar graphs. Data is editable within Powerpoint.

TABLE MASTER SLIDE

Eventhough a master slide is available, a pre-formated table has been created and is available for selection within the deck slides.

PHOTO MASTER SLIDES

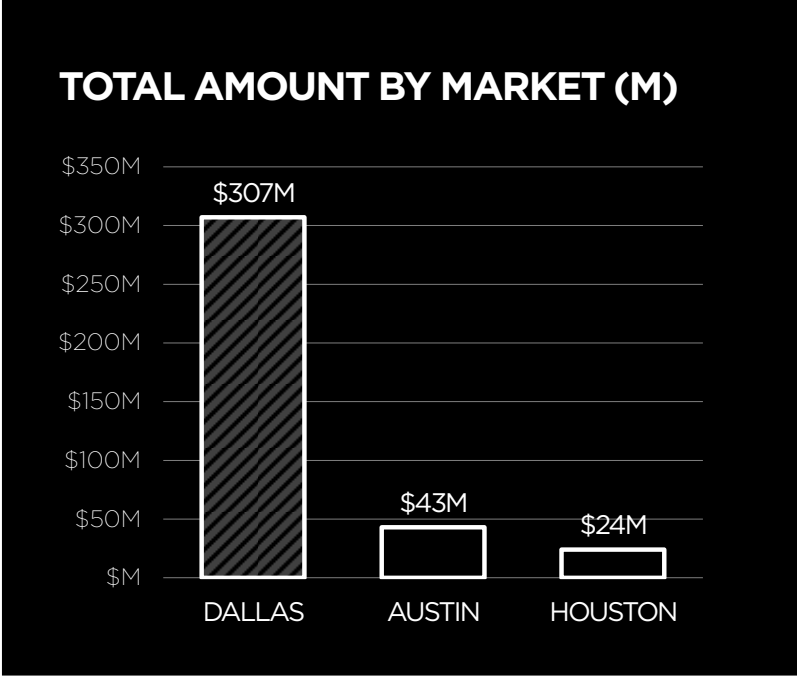
Two options have been assembled: a single photo slide and a multi-photo slide.

INSTRUCTIONS

Follow these steps to add new slides based on Master Slides to your presentation.

- 1 Click : HOME tab
- 2 Click : NEW SLIDE dropdown
- 3 Select : MASTER SLIDE TYPE
- 4 Click : ICON in the middle of the new slide created
- 5 Click : TEMPLATES
- 6 Select : SEBASTIAN Template
- 7 Click : OK
- 8 Edit Data inside Powerpoint

Alternatively, one can build upon the pre-constructed chart/graph slides within the powerpoint.



DATA LABELS

- FONT: GOTHAM BOOK
- FONT-SIZE: 13.5 PT
- CASE: UPPER CASE
- FONT COLOR: HEX: #000000
- KERNING: -1 PT
- POSITION: OUTSIDE END

DATA SERIES . DATA POINTS

- FILL: PATTERN FILL
- PATTERN: DIAGONAL STRIPES, WIDE UPWARD
- FOREGROUND: #404040
- BACKGROUND: #FFFFFF
- BODER: SOLID LINE
- BORDER COLOR: #000000
- BORDER: WIDTH: 2 PT

GRAPH TITLE

The graph title consists of the following standards:

- FONT: GOTHAM BOLD
- FONT-SIZE: 22 PT
- FONT COLOR: HEX: #FFFFFF
- KERNING: -1 PT
- CASE: UPPER CASE
- ALIGN: LEFT TO THE MARGIN

MAJOR HORIZONTAL GRAPH LINES

Horizontal gridlines allow the reader to easily identify data point values. These consists of the following standards:

- LINE TYPE: SOLID
- LINE-WIDTH: 0.75 PT
- LINE COLOR: HEX: #FFFFFF
- LINE TRANSPARENCY: 77%

Y-AXIS

The y-axis consists of the following standards:

- FONT: GOTHAM LIGHT
- FONT-SIZE: 12 PT
- FONT COLOR: HEX: #FFFFFF
- NO VERTICAL AXIS TITLE

X-AXIS

The x-axis labels consists of the following standards:

- FONT: GOTHAM BOOK
- FONT-SIZE: 14 PT
- CASE: UPPER CASE
- FONT COLOR: HEX: #000000
- NO HORIZONTAL AXIS TITLE

FORMATING NOTES

When formating graphs for additional distribution other than digital Powerpoint presentations such as paper reports or physical client presentations, please see section entitled Graphs and Diagrams for further guidance.

GRAPHS AND DIAGRAMS

Financial and analytical reporting may employ the use of graphs and diagrams. This section provides guidance on the overarching design guidelines to help the user make proper decisions when displaying data graphically.

GRAPHS AND DIAGRAMS

Graphs, and diagrams communicate complex data and allow the reader to interpret data efficiently. These elements are essential for financial reports, analytical tools, and marketing documents, such as the 2025 Marketing Budget and Strategy Proposal.

Designed with simplicity and clarity in mind, the following guidelines ensure consistency and brand alignment when incorporating these visual elements

MARGINS

Maintain a 1" margin on all sides (top, bottom, left and right.)

DESCRIPTIONS

Descriptions accompanying graphical elements should adhere to font weights, sizes, and paragraph specifications outlined in the relevant section of this manual. Note that the requirements may differ depending on whether the document is a report, manual, proposal, or presentation.

DOCUMENT SETUP

When graphical elements are present, the layout should typically split the page into two distinct columns for optimal readability:

- Left Column: reserved for brief descriptions of the data or visual content.
- Right Column: dedicated to displaying graphs, diagrams, or other visual elements

COLUMN SPLIT RATIOS

The author has the flexibility to arrange elements as needed for clarity and emphasis.

- 1/3 : 2/3 Split . Ideal for more detailed graphical elements.
- 1/2 : 1/2 Split . Balanced approach for equal focus on text and visuals
- 2/3 : 1/3 Split . Best suited for documents requiring longer textual explanations.

ALTERNATE LAYOUTS

When appropriate, a single-column arrangement can be used to highlight key graphical elements prominently, Examples include:

- A full-width graphic placed below a descriptive paragraph.
- Stacked graphical elements with consistent spacing to maintain visual balance.
- Alternate layouts that prioritize readability while maintaining brand consistency.

SEBASTIAN

DIGITAL MEDIA PERFORMANCE METRICS

SOCIAL MEDIA

The graph to the right shows an organic, steady and slow upward trend of social media growth. The sudden increase from May to June could be attributed to data set including all social media followers from Twitter (X), Facebook, LinkedIn, and Instagram.

WEBSITE

The adjacent graphs show we experienced a substantial decrease in Website Hits/Visits while simultaneously experiencing an increase in Average Engagement Time Per Session.

This means the site is receiving better, higher quality clicks and visitors. This could be attributed to Alphabet, Inc. (or Google) cracking down on illegal click farms during August and early September of 2024. Additionally, and finally, there were a number of Search Engine Optimizations (SEO) issues that we fixed in the second half of October that could have contributed to the dramatic increase in Average Engagement Time Per Session in the later months of 2024.

AVERAGE ENGAGEMENT TIME PER SESSION

PAGE 1 OF 1

SEBASTIAN

ALLOCATION

Ensuring that an equitable percentage of the budget is spent on actionable items such as partnerships, events and initiatives is as important as allocating expenditures towards the tools that will allow you to accomplish these goals.

Below is a summary of the proposed budget as broken down by "Tools of the Trade" vs. "Task Action Events". A healthy mix each of the budget is allocated towards equipment and tools, while ensuring 50% of the budget is allocated towards actionable items and marketing tools to achieve our goals.

ALLOCATION OF RESOURCES

TASK ACTION EVENT

\$350,000.00 50%

TOOLS OF THE TRADE

\$350,000.00 50%

Ensuring that efforts are equally spread throughout a funnel, for example, the External Participant Funnel composed of Trade Partners, Architects and Civil Contractors is part of a successful strategy.

EXTERNAL PARTICIPANT FUNNEL ALLOCATION

NURTURE

\$100,750.00 30%

ATTRACT

\$100,750.00 30%

EDUCATE

\$148,500.00 40%

PAGE 1 OF 1

SEBASTIAN

ALLOCATION

Ensuring that an equitable percentage of the budget is spent on actionable items such as partnerships, events and initiatives is as important as allocating expenditures towards the tools that will allow you to accomplish these goals.

The digital ad spend comprises the allocated budget. It is broken down by "Tools of the Trade" vs. "Task Action Events". A healthy mix each of the budget is allocated towards equipment and tools, while ensuring 50% of the budget is allocated towards actionable items and marketing tools to achieve our goals.

TOOLS OF THE TRADE VS TASK ACTION EVENT

TOOLS OF THE TRADE

\$300,000.00 50%

TASK ACTION EVENT

\$300,000.00 50%

A successful marketing strategy consists of evenly allocating resources to the various stages within a sales funnel.

These stages fall in the following manner: allocating the client to our services, educating them on our processes and nurturing them through our client service.

EXTERNAL PARTICIPANT FUNNEL ALLOCATION

ATTRACT

\$100,000.00 33%

EDUCATE

\$100,000.00 33%

NURTURE

\$100,000.00 34%

PAGE 1 OF 1

LINE GRAPHS

These are created using Microsoft Excel. Notice the monochrome theme and simplicity of these graphs. Major horizontal grid lines should display faintly as a solid line as to allow predominance of the data points and trend line.

GRAPH TITLE

The graph title consists of the following standards:

- FONT: GOTHAM BOLD
- FONT-SIZE: 14 PT
- KERNING: -1 PT
- CASE: UPPER CASE
- ALIGN: LEFT

Y-AXIS TITLE (DEPENDENT VERTICAL AXIS)

The y-axis title consists of the following standards:

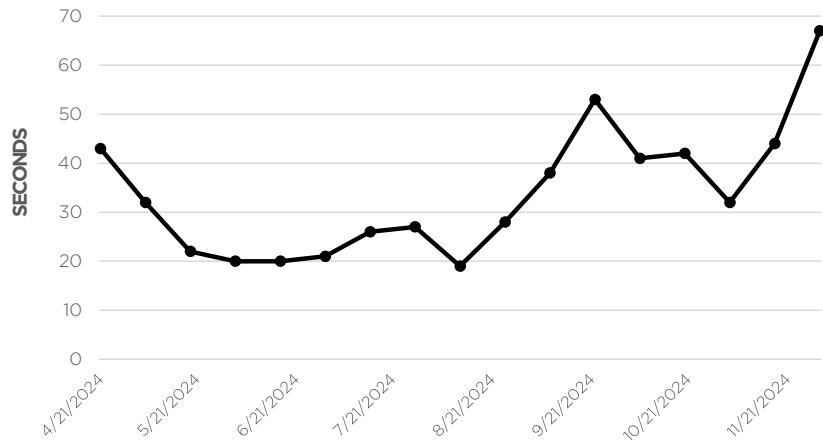
- FONT: GOTHAM BOLD
- FONT-SIZE: 10 PT
- FONT COLOR: HEX: #595959
- KERNING: -1 PT
- CASE: UPPER CASE
- ALIGN: VERTICALLY CENTER-TO THE AXIS

MAJOR HORIZONTAL GRAPH LINES

Horizontal gridlines allow the reader to easily identify data point values. These consists of the following standards:

- LINE TYPE: SOLID
- LINE-WIDTH: 0.75 PT
- LINE COLOR: HEX: #D9D9D9

AVERAGE ENGAGEMENT TIME PER SESSION



Y-AXIS

The y-axis consists of the following standards:

- FONT: GOTHAM LIGHT
- FONT-SIZE: 9 PT
- FONT COLOR: HEX: #595959

X-AXIS

The x-axis labels consists of the following standards:

- FONT: GOTHAM LIGHT
- FONT-SIZE: 8 PT
- FONT COLOR: HEX: #595959
- NO HORIZONTAL AXIS TITLE

TREND LINE

In order to bring focus to the data and trend line we emphasize it with the following standards:

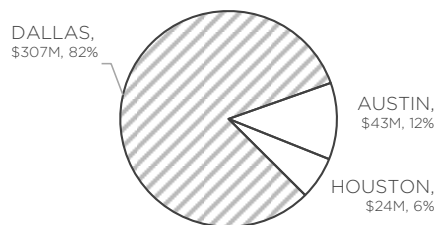
- LINE TYPE: SOLID
- LINE-WIDTH: 2.25 PT
- LINE COLOR: HEX: #000000

DATA MARKERS . DATA POINTS

- MARKER TYPE: BUILT-IN
- MARKER-SIZE: 5
- COLOR FILL: HEX: #000000
- BORDER: SOLID LINE
- BORDER COLOR: #000000
- BORDER: WIDTH: 0.75 PT

TOTAL AMOUNT

BY MARKET



PIE CHARTS

Notice the monochrome nature of these. One is encouraged to maintain a minimalistic approach as simplicity continues to inform and influence the way we display analytical data.

PIE CHART TITLE

- FONT: GOTHAM BOLD
- FOT-SIZE: 14 PT
- CASE: UPPER CASE
- ALIGN: LEFT TO THE MARGIN

PIE-CHART SUBTITLE

- FONT: GOTHAM LIGHT
- FONT-SIZE: 10 PT
- CASE: UPPER CASE
- ALIGN: LEFT TO THE MARGIN

DATA LABELS

- POSITION: CENTER, BEST FIT
- FONT: GOTHAM LIGHT
- LABEL FONT-SIZE: 9 PT
- DATA FONT-SIZE: 7 PT
- FONT COLOR: HEX: #000000
- CASE: UPPER CASE
- ALIGN: LEFT, RIGHT
- ADD CATEGORY NAME
- ADD VALUE AT 7PT
- ADD PERCENTAGE AT 7PT
- ADD SHOW LEADER LINES

DATA SERIES FORMAT

- FILL: PATTERN FILL
- PATTERN: DIAGONAL STRIPES, WIDE UPWARD
- FOREGROUND: #BABABA
- BACKGROUND: #FFFFFF
- BODER: SOLID LINE
- BORDER COLOR: #000000
- BORDER: WIDTH: 1 PT

BAR GRAPHS

These are created using Microsoft Excel. Depending on the final medium, that being physical paper or digital presentation, will determine the formatting.

Notice the monochrome theme and simplicity of these bar graphs. Major horizontal graph lines should display solid lines faintly as to allow predominance of the data.

When highlighting a specific data series or data point a pattern fill is utilized.

GRAPH TITLE

The graph title consists of the following standards:

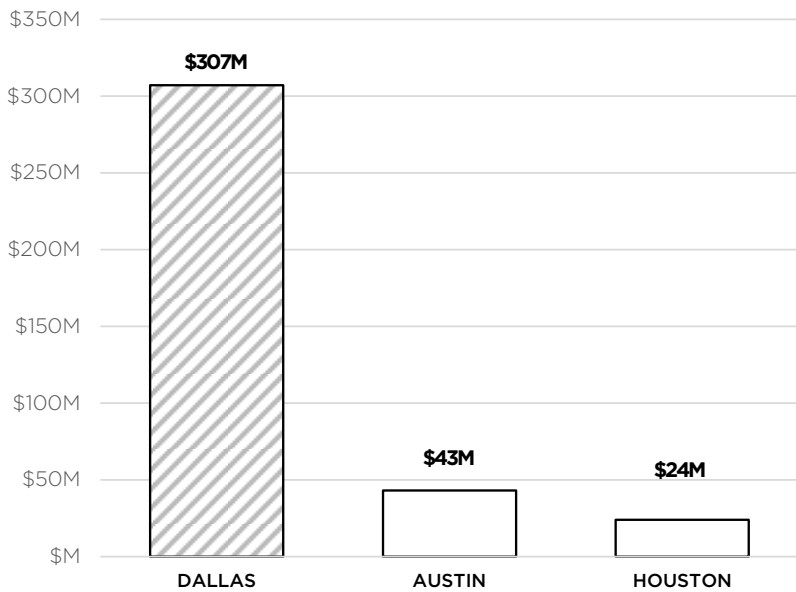
- FONT: GOTHAM BOLD
- FONT-SIZE: 14 PT
- KERNING: -1 PT
- CASE: UPPER CASEP
- ALIGN: LEFT

MAJOR HORIZONTAL GRAPH LINES

Horizontal gridlines allow the reader to easily identify data point values. These consists of the following standards:

- LINE TYPE: SOLID
- LINE-WIDTH: 0.75 PT
- LINE COLOR: HEX: #D9D9D9

TOTAL AMOUNT BY MARKET (M)



Y-AXIS

The y-axis consists of the following standards:

- FONT: GOTHAM LIGHT
- FONT-SIZE: 9 PT
- FONT COLOR: HEX: #595959
- NO VERTICAL AXIS TITLE

X-AXIS

The x-axis labels consists of the following standards:

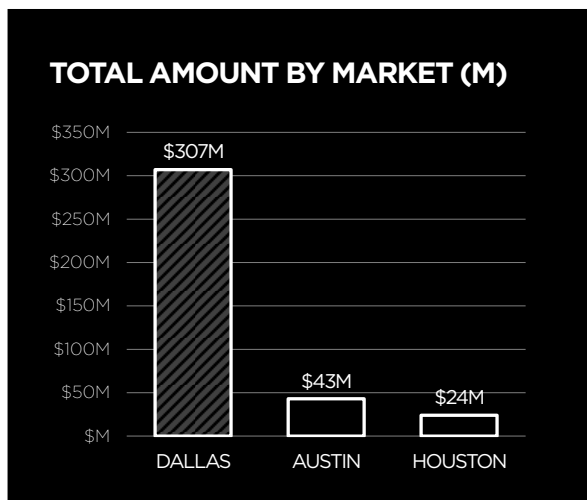
- FONT: GOTHAM MEDIUM
- FONT-SIZE: 8 PT
- CASE: UPPER CASE
- FONT COLOR: HEX: #000000
- NO HORIZONTAL AXIS TITLE

DATA LABELS

- FONT: GOTHAM BOLD
- FONT-SIZE: 9 PT
- CASE: UPPER CASE
- FONT COLOR: HEX: #000000
- KERNING: -1 PT
- POSITION: OUTSIDE END

DATA SERIES . DATA POINTS

- FILL: PATTERN FILL
- PATTERN: DIAGONAL STRIPES, WIDE UPWARD
- FOREGROUND: #BABABA
- BACKGROUND: #FFFFFF
- BORDER: SOLID LINE
- BORDER COLOR: #000000
- BORDER: WIDTH: 1 PT



POWERPOINT VERSIONS

When presenting these on an official Sebastian presentation deck, the graph must be inverted and proportions reformatted as to display properly when enlarged and with a dark background.

Please reference the Presentation Decks section of this document and the template file entitled "SEBASTIAN . Charts&Graphs . TEMPLATE. .xlsx" for further guidance.

TABLE OF CONTENTS

This section is meant to help bring guidance on the numerous ways to display tables of contents. As deliverable types vary, so will their table of contents. For example, legal documents may employ a table of articles, (see section on Legal Documents . Contracts), Client Deliverables and Proposals may employ a table of contents with major section headers and some report presentations may want to employ multiple levels of hierarchy for sections and subsections.

ADDITIONAL TABLE OF CONTENTS

There are additional formats a Table of Contents might take. Here are two examples in which sections in a hierarchical context might be employed.

With simplicity informing the ultimate layout, notice how sections are grouped and given a section title. Items and subitems contain the same font weight with the only differentiation being the indentation.

These titles would ultimately correspond to section dividers if the presentation were to be delivered in a physical format (reference the section entitled "Presentations").

The drafter is limited to four sections given the max number of tabs currently available.

TABLE OF CONTENTS HEADER

The TOC Header consists of the following standards:

- STYLE: TOC HEADER
- FONT: GOTHAM BOLD
- FONT-SIZE: 26 PT
- KERNING: -0.8 PT or -50
- CASE: UPPERCASE
- ALIGN: LEFT

SECTION HEADERS

Sections are limited to four, aligning with the number of pre-formatted dividers for physical presentations. Section Headers consist of the following standards:

- STYLE: HEADING 1
- FONT: GOTHAM BOLD
- FONT-SIZE: 16 PT
- KERNING: 0.8 PT or -50
- CASE: UPPERCASE
- ALIGN: LEFT
- PAR. SPACING BEFORE: 24 PT
- PAR. SPACING AFTER: 6 PT
- LINE SPACING: SINGLE

| | |
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- STYLE: HEADING 2
- FONT: GOTHAM LIGHT
- FONT-SIZE: 9 PT
- CASE: CAPITALIZE EACH WORD
- ALIGN: LEFT
- LINE SPACING: 1 ½ PT

PAGE NUMBERS

Page numbers are emboldened as to increase visual interest. One must manually set these parameters after the document is finalized and the table of content is updated.

- FONT: GOTHAM BOLD
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THE GRID

A 45 x 25 grid is employed to ensure consistent alignment and spacing throughout the TOC design.

HIERARCHICAL CONTENT

Hierarchy within the TOC is established solely through indentation, maintaining simplicity and clarity in design. Sub-content is visually differentiated by its indented position relative to main content.

CREATING THE TOC USING MICROSOFT WORD

The TOC is created using Microsoft Word to streamline drafting processes. Employees can utilize:

- STYLES: Pre-formatted by the marketing team for consistency
- HEADINGS: Assigned under the "Home" tab for section hierarchy
- NAVIGATION PANEL: Found under the "View" tab for quick section organization

EMPLOYEE TRAINING

For additional training on using these tools, employees may contact the marketing team to schedule a private session.

MARKETING COLLATERAL

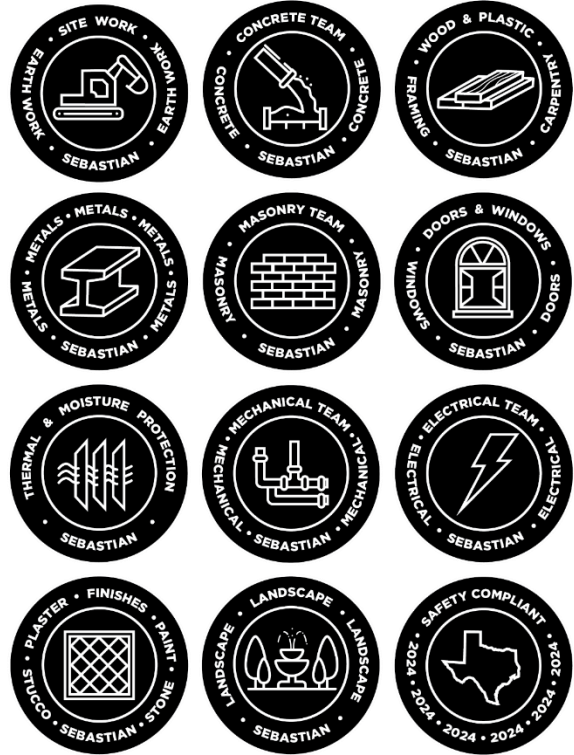


BADGES . PATCHES . DECALS

Hardhat stickers, badges and patches, official employee nametags etc. marketing collateral of this nature may take on different forms and varying aspect ratios. Please contact the Sebastian marketing team to assist.

HARD HAT STICKERS

In the world of construction, workers find these stickers as badges of honor. Meant to be 2" x 2" in size, workers showcase their previous experience by the projects they have been involved. A perfect way to increase brand recognition within the industry.

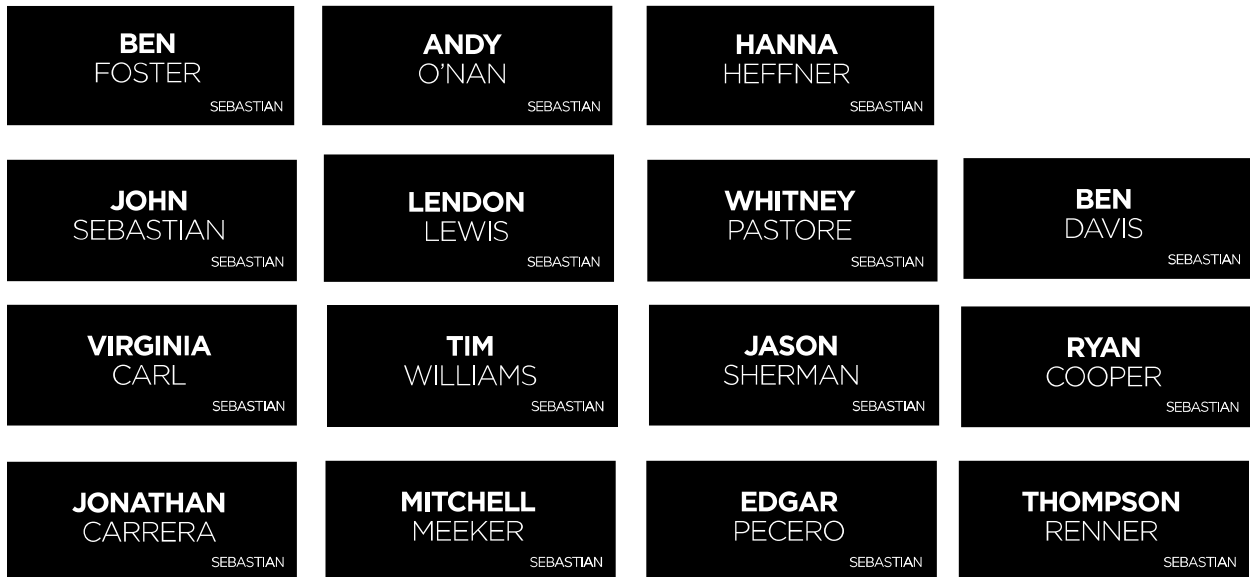


CORE VALUES

- We're passionate about precision and craftsmanship
- We lead with humility and confidence
- We're respectful to all participants
- We take ownership of the process and results
- We're driven to be the best

CORE VALUE STICKERS

Sebastian recognized top performers and celebrates those qualities that make a jobsite a great work environment.



OFFICIAL EMPLOYEE NAMETAGS

Sebastian encourages the use of nametags at major corporate events to foster a familial environment.

The official finish of these nametags is a brushed silver and black finish on an aluminum base tag of 1.25" x 3" format with a magnetic pin. Please engage the marketing team to design and order these.

- FIRST NAME: GOTHAM BOLD
- LAST NAME: GOTHAM LIGHT
- SEBASTIAN WORDMARK IN LOWER RIGHT-HAND CORNER

PUBLICATIONS

Sebastian is always looking to increase its brand awareness through relevant channels to our identified target market, and we hold that running advertisement campaigns in choice magazines is a viable method for doing just that.

LOGOTYPE
(PRINTED IN WHITE INK)

SEBASTIAN

SEBASTIANCG.COM

FULL BLEED IMAGE
(RESOLUTION OF 300 PPI MINIMUM, PRINTED IN COLOR)

WEB DOMAIN

A black and white photograph showing a large stack of metal beams or pipes. The beams are stacked vertically, creating a strong sense of depth and repetition. The word "SIGNAGE" is overlaid in the center of the image in a bold, white, sans-serif font. The background is slightly blurred, emphasizing the texture and structure of the metal stack.

SIGNAGE

CORPORATE & OFFICE SIGNAGE

Corporate Office Signage such as window decals and official visitor information pamphlets should convey our brand image with clarity and simplicity, doing away with unnecessary clutter and showcasing only valuable and clear communication.

CORPORATE OFFICE SIGNAGE

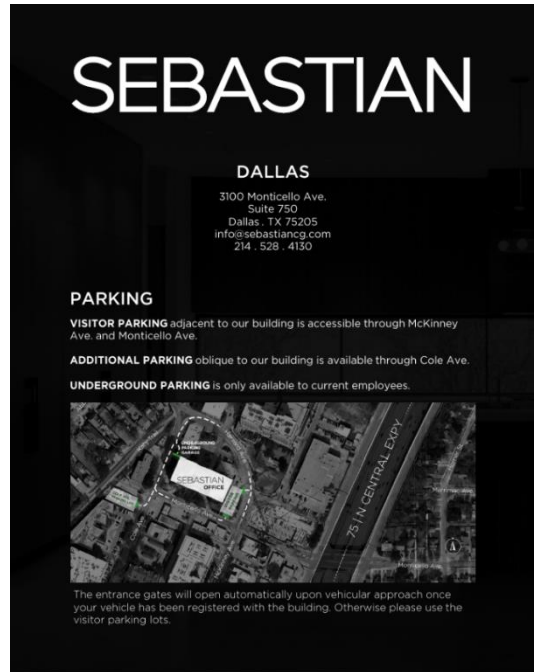
Visitor information pamphlets are typically distributed via email and are designed to optimally display on smart mobile phones.

They convey the most amount of information in the cleanest, most concise way.

CORPORATE OFFICE CLOSURE SIGNAGE

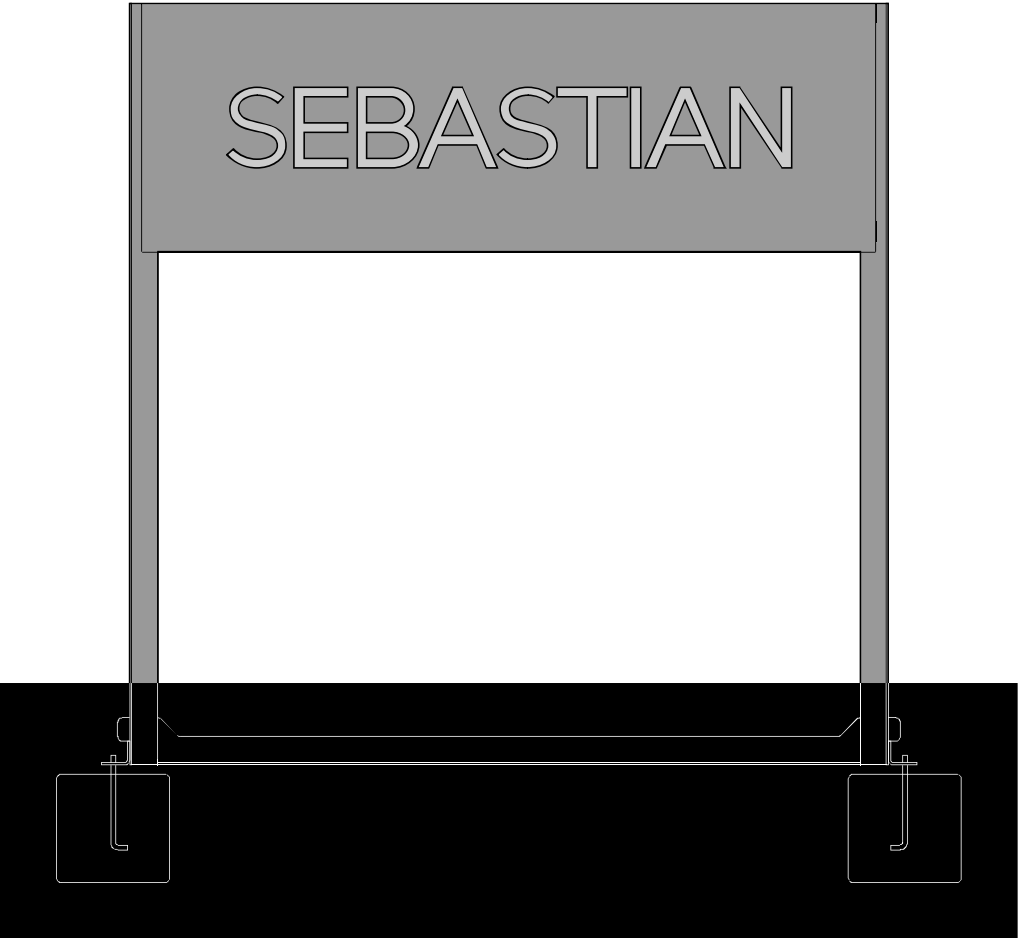
Office closure signage designed to be attached on the inside of a clear glass entry.

For additional help designing and ordering office signage please contact our marketing team.



PROJECT SIGNAGE

This steel sign is fabricated, assembled, and installed as a tag for Sebastian job sites. Appropriate in craft, scale, and durability, this project marker acts as a substantive yet subtle statement of the passion and conviction that's carried out on the surrounding premises.



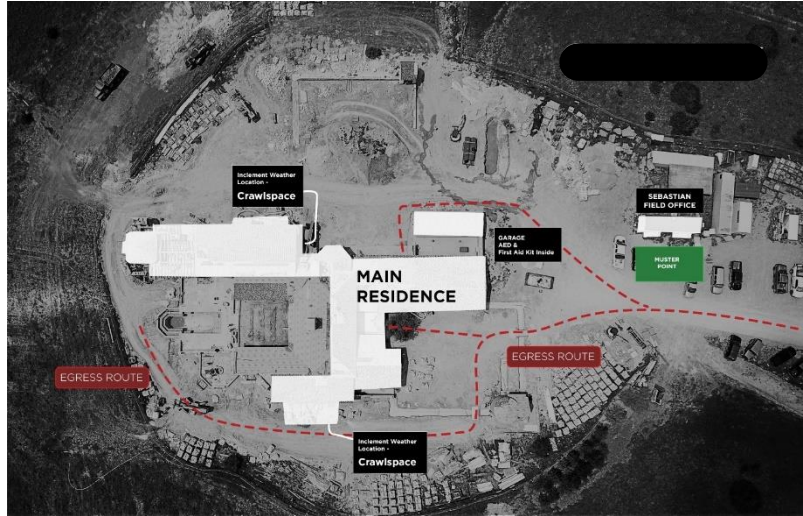
SAFETY SIGNAGE

We cannot do our job as a company without safety always being a priority. Very intentional signs will be clearly posted at each entrance to every one of our job sites, and each of those signs will display the four safety emblems shown on the opposite page.

FIELD OFFICE SIGNAGE

Safety signage is a crucial aspect of Sebastian’s day-to-day operations. Emergency action plans, EAPs have been formulated to include an overhead shot of the jobsite with egress routes and muster points in case of an emergency.

One can expect to see these on the walls along with other safety signage.



SEBASTIAN EMERGENCY ACTION PLAN
REVISED 2024-05-15

All employees will be made aware of all emergencies. All employees will, if possible, depending on emergency conditions will secure their work area. Turning off or unplugging all tools and equipment and moving to designated locations.

| SEVERE WEATHER | FIRE | MEDICAL EMERGENCY |
|---|--|---|
| 1 Give directions to meet at designated shelter area. | 1 Evacuate Building | 1 Call 911 |
| 2 Stay away from windows/openings. | 2 Call 911 | 2 State who, what, where, and how the situation occurred. |
| 3 Remain sheltered until all clear has been issued. | 3 Use a fire extinguisher if possible | 3 Be specific about where the accident occurred. |
| 4 Have trade supervisors account for all personnel. | 4 Remain low if encountering smoke. | 4 Designate an on-site representative to show where EMS is to enter the job site and escort them to the accident. |
| | 5 Meet at Muster Point Main Residence or Muster Point Cabana. | 5 Shut down all work and clear the area of unnecessary personnel. |
| | 6 Do not use elevator. | 6 Ensure the accident scene is safe before entering. |
| | 7 No more than two individuals shall remain on site to fight the fire, if the fire cannot be contained easily all employees are to evacuate the area immediately and report to the muster point. | 7 Only trained personnel shall treat injuries. |
| | 8 Have trade supervisors account for all personnel. | 8 Secure AED located in SCG field office as needed and follow instructions located on AED. |
| | | 9 Secure Trauma or First Aid Kit as needed. |

| EMERGENCY CONTACT LIST | | |
|--------------------------|--------------|------------------|
| SUPERINTENDENT | LUIS MEJIA | 123 - 123 - 1233 |
| ASSISTANT SUPERINTENDENT | LANE MYERS | 456 - 456 - 4566 |
| ASSISTANT SUPERINTENDENT | LUIS VEGA | 789 - 789 - 7899 |
| PROJECT MANAGER | JOSH TOBOLKA | 123 - 456 - 7899 |
| PROJECT ENGINEER | JARED BOWEN | 147 - 258 - 3698 |
| SEBASTIAN CG MAIN OFFICE | | 214 - 528 - 4130 |

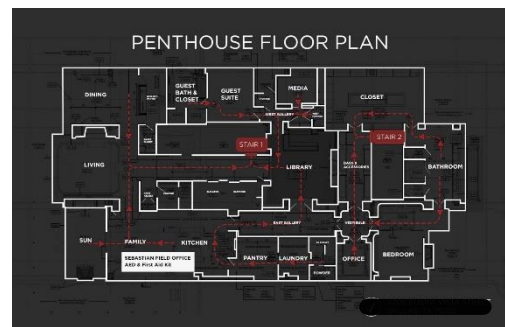
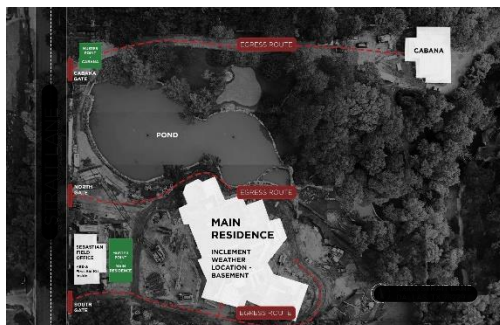
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ADDITIONAL SIGNAGE

All EAPs have been formatted to express crucial information in a clear and concise fashion.

As Sebastian delves more into Penthouse finish outs, one can expect to see EAP’s superimposed onto the Project’s floor plan

Additional signage will be designed to meet Sebastian branding standards.

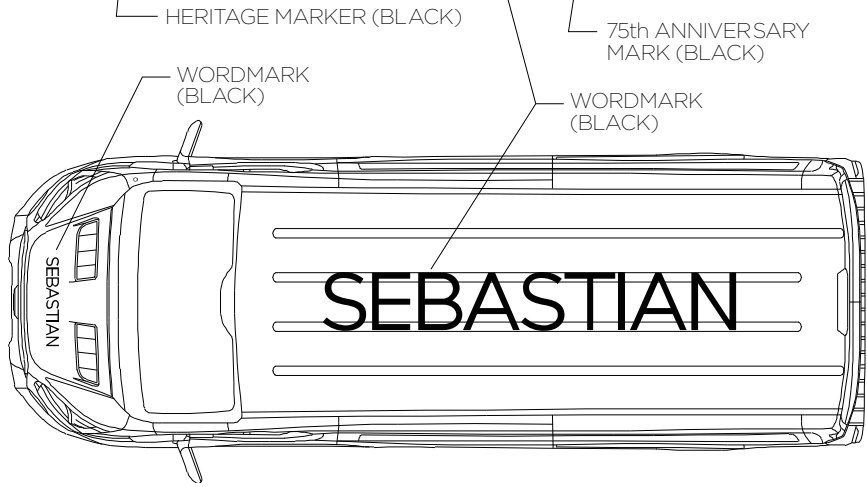
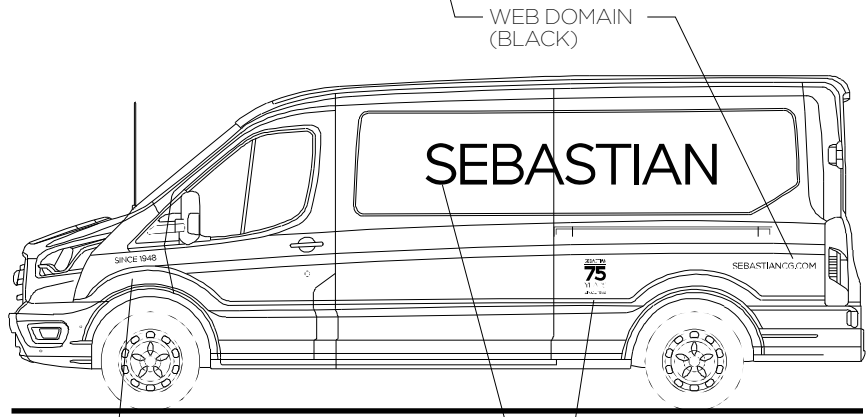
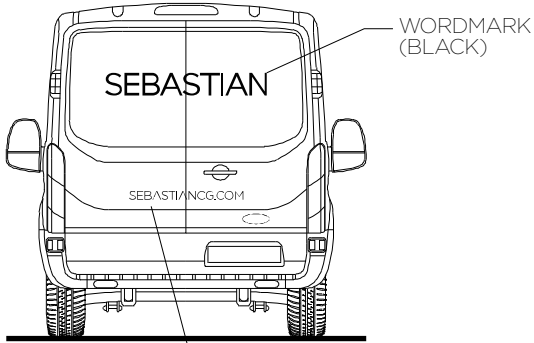




VEHICLES

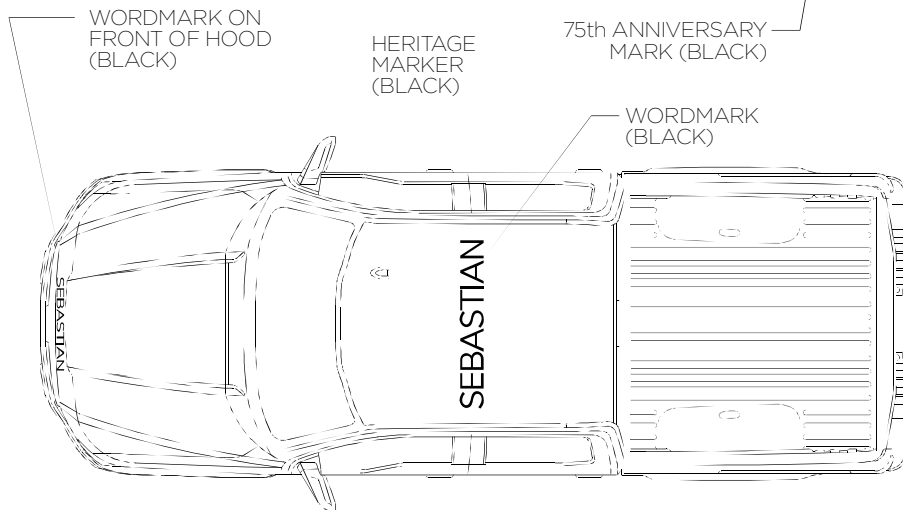
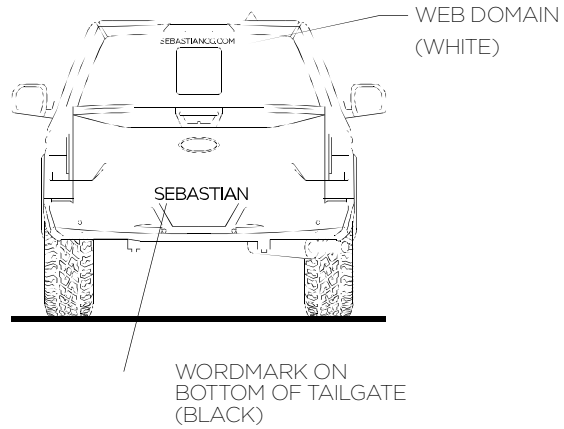
CARRIER VAN

FORD, T-350, LWB, LOW TRANSIT



PICKUP TRUCK

FORD, F-150, XLT, SUPER CREW





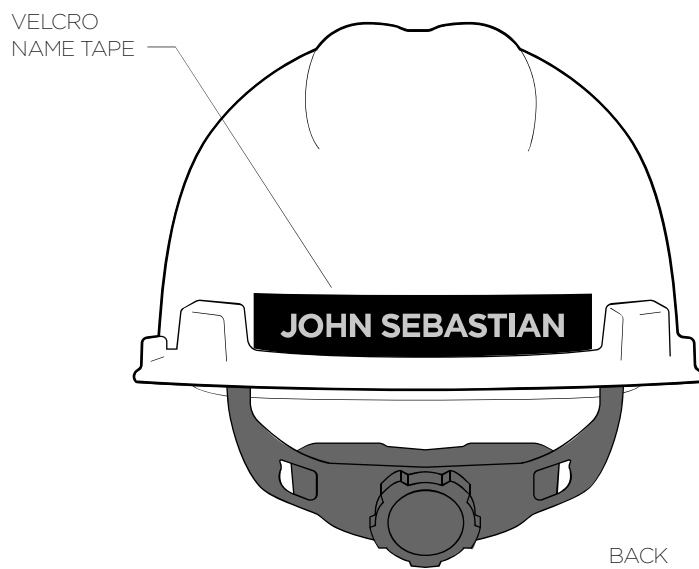
APPAREL

HARD HAT

PRODUCT : MSA, V-GUARD, FAS-TRAC SUSPENSION

SIZES : ADJUSTABLE W/ DIAL IN BLACK

COLOR : WHITE W/ BLACK LINER



SAFETY VEST

PRODUCT : KISHIGO, B500, SURVEYOR'S VEST

SIZE : XXS - XXL

COLOR : BLACK W/ HI-VIS YELLOW AND REFLECTIVE STRIPING



FRONT



BACK

SHIRT

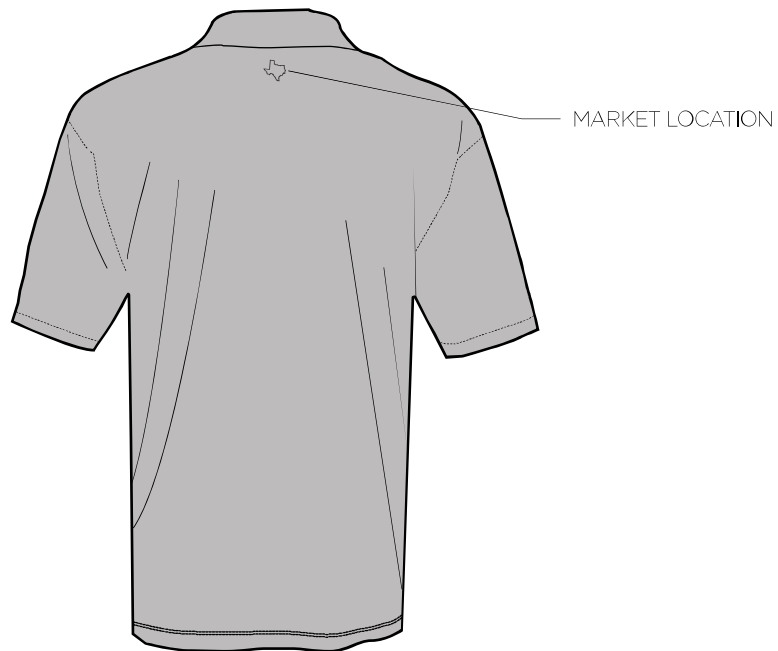
PRODUCT : ON PAR GOLF POLO PREMIUM TAILORED FIT

SIZE : XXS - XXL

COLOR : BLACK



FRONT



BACK

JACKET

PRODUCT : WEATHERPROOF - SOFT SHELL JACKET

SIZE : XXS - XXL

COLOR : BLACK



FRONT



BACK

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Published by
SEBASTIAN CONSTRUCTION GROUP, LLC
Lendon Lewis

Designed and Produced by
Sebastian Marketing Department
Lendon Lewis
Jonathan Carrera