CMT

Our brand,
our commitment.

Crawford, Murphy & Tilly Brand Guide

Introduction

CMT's brand is more than a collection of logos, colors, fonts, and verbiage managed by the Marketing & Communications Team.

The brand encompasses every interaction people have with the firm and includes actions and touchpoints such as:

- Our responsiveness to client challenges, pain points, and needs.
- Prospective team members' experience navigating our application and interview process.
- Clients' experience with our billing documents and procedures.
- Community members' interactions with us, as well as the presentations and exhibits we share, at public meetings.
- Word-of-mouth referrals from current to prospective CMT clients.
- Phone calls, meetings, and email exchanges with clients over the course of a project.
- Colleague-to-colleague conversations during internal meetings.
- Hospitality events with long-term clients.
- Office visitors' experience with us and our office environments.
- Conference attendees' interactions with CMT's onsite team members, presenters/speakers, booth, marketing collateral and giveaways, and sponsorship advertisements.
- Client and community interactions with completed infrastructure projects.
- Our engagement in industry groups, community events, and charitable causes.
- Emails we exchange with subconsultants during proposal preparation.
- Our new employee onboarding experience.

The CMT brand is shaped by the perception of the firm, which each and every team member helps to construct.

It wins us work, helps us attract and retain talent, and acts as a shared point of pride for our team. Over the decades, the firm has built its reputation through a collective commitment to delivering consistent, quality experiences to all who encounter CMT.

How to Use This Guide

This guide serves as a resource to support effective stewardship of CMT's brand. It is a tool we can use to help inform our decision-making, as representatives of the brand.

The guide also contains go-to messaging about who we are and what we do. This messaging articulates how CMT operates, details the services we provide, and illustrates what sets us apart from the competition. In tandem, this guide details the visual manifestation of our brand through associated design elements like CMT's logo, color palette, and typography. Our consistent deployment and application of our messaging and visuals – across in-person interactions, written and verbal communication, physical materials, digital experiences, and more – will reinforce and strengthen the brand we're all working together to preserve and progress.

We all have the influence and responsibility to be stewards of the CMT brand.

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Our Brand Story

CMT's History

It was 1945.

In LaHavre, France, the U.S. set up camps after the war was won, ready to return troops home. What a setting for two friends to find each other. Leonard Crawford and Patrick Murphy had first met eight years prior as engineering students at the University of North Dakota. Now, they were in their early 30s and planning for the next phase of their lives.

When they got back home, their country would be a different place – an ideal environment to put Crawford and Murphy's ideas in motion. And with beaming optimism and a strong technical pedigree, it was agreed that they would start a new business together to provide their engineering expertise to a growing nation.

That new venture would take them not only far from France but far from their home in North Dakota. Their destination was the Midwest, specifically the capital city of Springfield, Illinois, to reconnect with their eventual third partner, Ray Tilly. Tilly was a fellow University of North Dakota alumnus who, back in 1937, had hired Crawford for his previous firm, Wood, Walraven & Tilly.

But by the war's end, Tilly's firm was no longer, and he was serving as the Sangamon County Superintendent of Highways. Tilly had reputable engineering credentials, established connections in Springfield, and was over a decade older. He was the perfect partner for these promising engineers.

Ultimately, Tilly was "all in" on the prospect of partnering with and mentoring these two young entrepreneurs to start the new venture they would call "Crawford, Murphy & Tilly." Perhaps this was a chance to invest himself in something that would thrive better than his first company. Decades later, we can say that he chose wisely.

Leonard Crawford

Pat Murphy

Ray Tilly
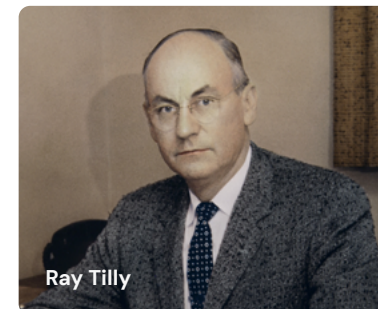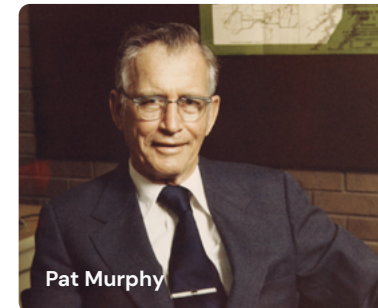
CMT's History

Together, they grew the company with a shared commitment to serving their people and their clients well.

This pledge lives on today through CMT's mission statement, the shared beliefs of our team, and our collective actions in service to our clients and one another.

Described by firm leaders who followed in their footsteps as "honest as the day is long" and "the kind of people you would want to spend a career with," the firm's founders were visionaries whose influence has stood the test of time.

Together, they built our foundation: unified dedication to client service, quality work product, and care for each other. These shared commitments have seen the CMT team through decades of change: successive generations of leadership, exponential technological advancements, and unprecedented firm growth. While the last original founder, Len Crawford, retired in 1984, the legacy and example of our founders still looms large in the character and culture of CMT.
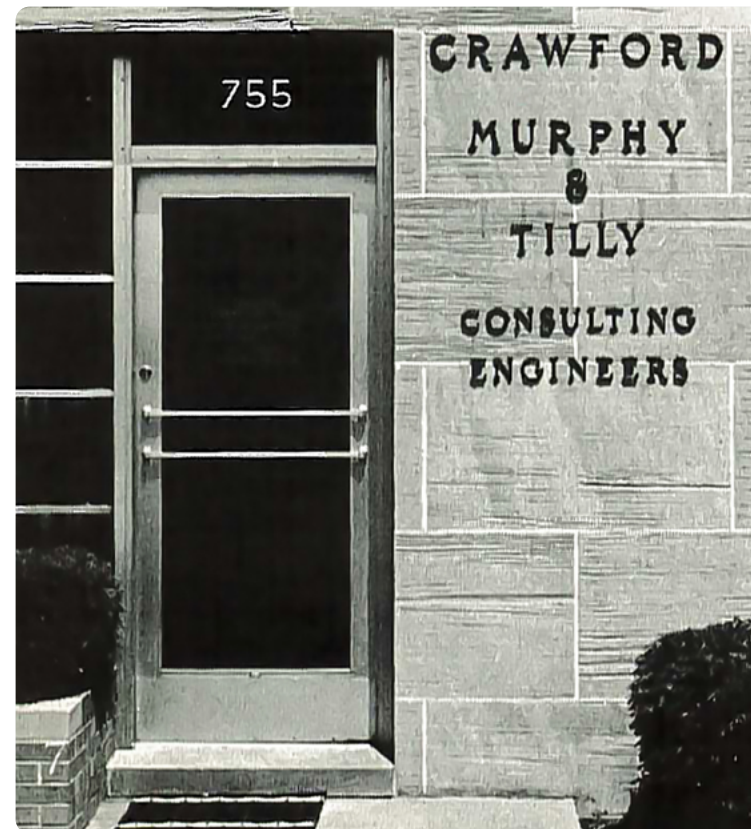
Our Core Tenets

Our Purpose

Why We Exist

> **Elevating infrastructure together to improve communities and enrich lives.**

Our Mission

What We Do And Who We Serve

CMT's mission is to provide superior infrastructure solutions, responsive to our clients' needs and expectations, while fostering growth and development for our employees.

Our Vision

Our Purpose, Fully Realized

At CMT, we believe that true progress happens when we come together with a shared purpose and unwavering commitment. Through the CMT Experience – a long-term partnership grounded in technical excellence, transparency, and trust – we've transcended traditional barriers to deliver infrastructure solutions that are both efficient and profoundly impactful. With every challenge, we've gone beyond technical solutions by fostering collaboration, innovation, and integrity to create meaningful, sustainable change.

By embracing diverse perspectives and championing continuous growth, we've empowered our people to lead with purpose, leverage advanced technologies, and exceed the unique needs of each community. Through mentorship, continuous learning, and knowledge-sharing, CMT has built a team of leaders and innovators who strengthen our people and the communities we serve. We've created a future where our expertise not only drives resilient infrastructure but also leaves a legacy of positive transformation. Together, we remain committed to excellence, inspiring each other to new heights and building a world that thrives for generations to come.

Our Core Tenets

Our Values

Core Principles That Guide Our Behavior and Culture

Integrity   We believe integrity is our foundation, guiding us to be honest, ethical, accountable, and a model for others through our actions.

Excellence   We believe in striving for unmatched quality and innovation.

Relationships   We believe in building caring and lasting connections with our clients, communities, and people.

Teamwork   We believe in uniting our talents through collaboration, valuing every voice and contribution.

Fairness   We believe in treating everyone with respect, ensuring equity and transparency.

Opportunity   We believe in fostering growth and development for our team and partners.

Sustainability   We believe in creating responsible solutions that benefit future generations.

Our Brand Promise & Tagline

Elevating infrastructure, *together.*

- It's what we do and how we do it.

- It's our commitment to raising the standard of infrastructure through quality, innovation, and impact.

- It highlights not only the value we bring to our clients and communities but also the collaborative spirit that defines and differentiates CMT.

- It's versatile and speaks to multiple audiences – clients, communities, our people, and the future of CMT .

Our Brand Promise & Tagline

safety

communities

opportunities

Elevating infrastructure, *together.*   ▶   This is a versatile tagline that may be selectively applied with second-tier, interchangeable elements, allowing CMT to market our brand in highly targeted scenarios.

aviation

your career

quality of life

Brand Voice

Functional Trust & Relational Trust

Our brand voice blends functional trust — built through technical expertise, experience, and professionalism — with relational trust, conveyed through an empathetic, people-first approach.

Every message should balance these elements to convey our dependability, as both infrastructure professionals and trusted partners to our clients and colleagues.

Examples:

Elevating infrastructure, together.

FUNCTIONAL   **RELATIONAL**

Infrastructure professionals. Trusted partners.

FUNCTIONAL   **RELATIONAL**

Quality civil infrastructure solutions developed through shared dedication to relationships, integrity, and excellence.

FUNCTIONAL   **RELATIONAL**

Visual Identity

Primary Logo

The CMT primary logo is made up of the graphic mark, logotype, and services modifier, which together form the entire logo mark. Primary logos should be applied in the one-color format, using either CMT Blue or white.

GRAPHIC MARK   LOGOTYPE

CMT

Infrastructure Professionals

SERVICES MODIFIER

Logo Options

The CMT logo can be displayed in three versions, and in four different colorways. In order to preserve the integrity and legibility of the logo, please maintain sufficient color contrast.

	ONE-COLOR BLUE	TRI-COLOR	ONE-COLOR GRAY	ONE-COLOR WHITE
NO MODIFIER	CMT	CMT	CMT	CMT
SERVICE MODIFIER	CMT Infrastructure Professionals	CMT Infrastructure Professionals	CMT Infrastructure Professionals	CMT Infrastructure Professionals
NAME MODIFIER	CMT Crawford, Murphy & Tilly	CMT Crawford, Murphy & Tilly	CMT Crawford, Murphy & Tilly	CMT Crawford, Murphy & Tilly
APPLICATION	LIGHT BACKGROUNDS	WHITE BACKGROUNDS	LIGHT BACKGROUNDS	DARK BACKGROUNDS

Logo Modifiers

The CMT logo can be used with one of two modifiers. Both options are available in the four colorways defined on the previous page.

Service Modifier

As previously noted, the service modifier option will serve as the primary CMT logo. This modifier efficiently communicates our core business as a provider of infrastructure solutions. Application of this option is encouraged by default for external communications and marketing collateral.

Name Modifier

The name modifier defines the acronym in our logotype for the viewer. This modifier should be used in scenarios and markets where it is likely the CMT brand does not have high name recognition or may be confused for another brand. It is recommended that this option be used sparingly, instead favoring the service modifier.

No Modifier

The no-modifier option does not define CMT's services or detail our name for the viewer. Use of this modifier is encouraged only when our audience is familiar with CMT or when our services are apparent by nature of the media on which it is applied.

Logo Naming Conventions

Use the file-naming system to help you determine the proper logo for your intended application.

1.	2.	3.	4.

CMT_CMYK_Service_1C Blue.eps

According to the guide to the right, this file name represents the CMT primary logo, which would be the correct choice for print applications.

CMT
Infrastructure Professionals

1. COLOR PROFILE

cmyk	CMYK for process printing
rgb	RGB for digital and web display

2. MODIFIER (IF APPLICABLE)

name	Crawford, Murphy & Tilly
service	Infrastructure Professionals

3. COLORWAY

1C	One-color logo & color name
3C	Tri-color logo

4. FILE FORMAT

.eps	High-quality vector file
.jpg	Image file with white background
.png	Graphic file with transparent background

Clear Space & Minimum Size

Clear Space

The clear space requirement is designed to maintain the integrity of the logo. This ensures visibility and legibility. The diagram to the left shows appropriate clear space around the logo.

1 INCH

1 INCH

1 INCH

Minimum Size

Displayed below is the minimum preferred size for the logo. The size requirement is intended to protect the integrity and visibility of the logo. To avoid legibility problems, do not reduce logo below the recommended minimum size of 1 inch, demonstrated to the left.

Logo Violations

In order to preserve the integrity and legibility of the logo, please do not alter the logo mark in any way.

MODIFIER VIOLATIONS

Do not separate the logo graphic or logotype from one another or use them independent of one another.

Do not apply drop shadows or other graphic effects.

Do not rearrange any elements of the logo.

Do not stretch or distort the logo in any way.

Do not change the approved logotype font.

Do not use unapproved logo colorways.

Infrastructure Professionals

Do not alter alignment or position of the modifier.

**Infrastructure Professionals
Crawford, Murphy & Tilly**

Do not combine or stack multiple modifiers.

Color Palette

Primary

CMT's primary colors consist of blues and grays. These are central to the CMT visual identity and should not be substituted for secondary colors. Five core colors for the CMT brand are as follows:

The following grays serve to complement CMT's core blue swatches. These are best suited for structural design elements.

CMT Blue	Bright Blue	Light Blue	Cool Gray	Dark Blue

80%	60%	40%	20%	10%	5%

Secondary

CMT's secondary colors are intended to bring added depth and interest. These should be used sparingly and are best suited for infographics, exhibits, and illustrations.

Green	Yellow	Crimson	Orange

It is essential that theses colors are applied accurately and consistently across all company collateral. Please use the color codes detailed on the following page to achieve a consistent palette across all communications.

Color Palette Color Codes

	HEX	CMYK	RGB
CMT Blue	#065796	96-42-0-41	6-87-150
Bright Blue	#009bde	100-30-0-13	0-155-222
Light Blue	#5fc5e9	56-2-3-0	95-197-233
Cool Gray	#4a6070	34-14-0-56	74-96-112
Dark Blue	#283c61	59-38-0-62	40-60-97

	HEX	CMYK	RGB
80% Gray	#6e808d	22-9-0-45	110-128-141
60% Gray	#92a0a9	14-5-0-34	146-160-169
40% Gray	#b7c0c6	8-3-0-22	183-192-198
20% Gray	#dbdfe2	3-1-0-11	219-223-226
10% Gray	#edeff1	2-1-0-5	237-239-241
5% Gray	#f6f7f8	1-0-0-3	246-247-248

Green	#46b053	60-0-53-31	70-176-83
Yellow	#ffb316	0-30-91-0	255-179-22

Crimson	#700046	0-100-37-56	112-0-70
Orange	#f26537	0-58-77-8	242-101-55

Typography

CMT's recommended typefaces are DM Sans and IvyPresto. DM Sans is a variable-weight typeface that functions well for headlines and body text. IvyPresto is a complementary serif typeface that can be used for accent type and alternate headings.

As a font that will work for all Microsoft applications (e.g. PowerPoint), Arial can substitute for DM Sans and Garamond can substitute for IvyPresto. For technical documents and general correspondence, Times New Roman and Arial are acceptable.

Download fonts here

Headlines & Body Text

DM Sans

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Accent Type & Alternate Headings

IvyPresto

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Typography

Right–Sizing Your Fonts

In typesetting, it is common practice to use the golden ratio to to create aesthetically pleasing and balanced typography. This is done by selecting a base font size for body text, multiplying this base size by 1.618, and rounding to the nearest whole number.

DM Sans – **9pt**   x   **1.618**   =   DM Sans – **14pt**

Body Text   Small Heading

Continue multiplying by 1.618 to create a hierarchy of font sizes for different headings and subheadings.

38pt Large Heading

x 1.618

24pt Medium Heading

x 1.618

14pt Small Heading

x 1.618

9pt Body

Photography

Use of photography in CMT collateral should reinforce our brand voice, blending visuals that inspire both functional and relational trust. In support of our empathetic, people-first approach, it is recommended that CMT employees are featured alongside built assets and real-world infrastructure whenever possible.
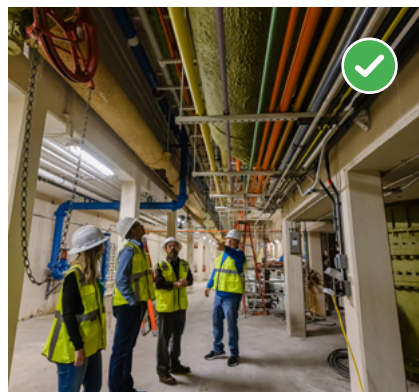
Avoid use of dramatic lighting, filter effects, black and white images, and gradient or solid-color overlays.

A guide on optimal photo resolution for print and digital application is available by selecting the button below.

Image Resolution Guide

FUNCTIONAL

**RELATIONAL**

Photography Subject Matter

Our People

CMT employee is preferably current and interacting with another employee, a client, or their surroundings. Stock photography is prohibited.


Our Projects

Ensure completed project is prominently featured. Avoid depiction of in-progress projects or existing conditions, unless necessary for a project approach. Stock photography is prohibited.
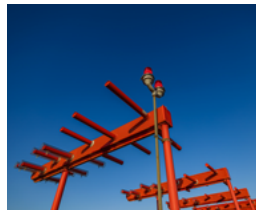
Our Services

The image displayed generically represents a CMT service. Use of service imagery must accompany textual explanation. Stock photography is permitted.
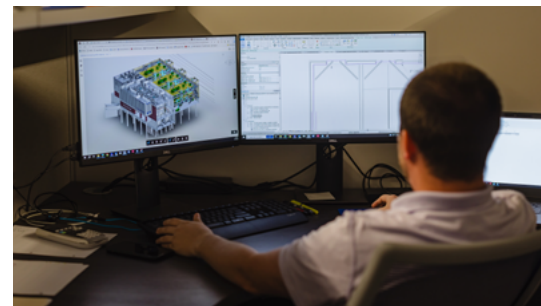
Brand Messaging

About CMT

About Us/Boilerplate

Crawford, Murphy & Tilly is a civil infrastructure professional services firm working with clients and their communities to shape the future, together. The firm's mission is to provide superior infrastructure solutions, responsive to clients' needs and expectations, while fostering growth and development for employees. For more information on how CMT is driving positive change through civil infrastructure, please visit cmtengr. com and connect with the firm (@cmtengrs) on LinkedIn, Facebook, Instagram, and X.

Who We Are

Crawford, Murphy & Tilly is a civil infrastructure professional services firm working with clients and their communities to shape the future, together.

What We Do

Our dedicated team of engineers, planners, scientists, and consultants work together with clients and their communities to plan, advance, deliver, and manage civil infrastructure.

Who We Serve

Our clients are tasked with planning, developing, building, and maintaining civil infrastructure and are primarily public sector.

Our Internal Business Units

CMT is organized into four operational business units, outlined as follows:

Aviation

Surface Transportation

Water Resources

Buildings & Sites

Refer to CMT's business units only when describing how the organization is structured, whether in internal communications, pursuits, or recruitment materials or conversations. Capitalize business unit names, as shown above.

CMT's business unit names are not fully representative of the markets CMT serves or the services the firm provides. Thus, when describing CMT's markets and service offerings to current and prospective clients as well as employees, please use the markets and services messaging outlined in this manual.

The CMT Infrastructure Experience

PLAN – ADVANCE – DELIVER – MANAGE

We're with you from *vision to stewardship.*

No matter your stage in the process, CMT can guide you through any and every phase of infrastructure development, from planning and advancement strategies to project delivery and its continued optimization.
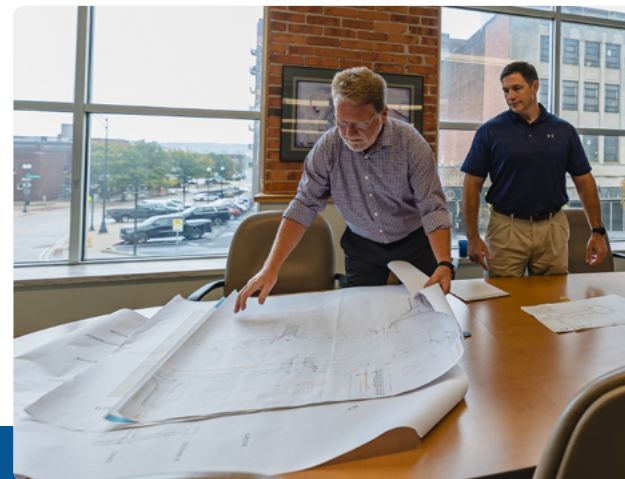
Planning

We help you envision and prioritize your future, laying a solid foundation for success.

Advancement Strategies

We drive progress through services that strategically transition your vision to implementation.

Project Delivery

We leverage our legacy of design and construction services to bring your vision to life.

Asset Management

We help your infrastructure remain efficient and sustainable over time.

Who We Serve Our Markets

Airports & Airport Authorities

Supporting Aviation Success, One Project and Relationship at a Time

Airports face growing demands to facilitate commerce, ensure safety, and operate efficiently. CMT brings to that mission an uncommon level of investment in our airport clients' success by delivering innovative solutions tailored to those challenges. By forming lasting partnerships with our airport clients, we support hundreds of airports nationwide, from general aviation to international gateway hubs, with enduring relationships built on trust and results.

Whether collaborating with the FAA, state agencies, or local stakeholders, CMT aviation staff work passionately with our civilian airport partners to advance their infrastructure goals and aspirations.

CMT is also a trusted provider of engineering services for military airfields, offering specialized solutions across the nation and internationally.

Client Types:

- Airports
- Airport Authorities
- Military Aviation Facilities

Aviation Services:

- Air Service Development
- Aviation Planning
- Data and Technology
- Engineering & Architectural
- Environmental
- Land Acquisition
- Program and Project Management
- Revenue Enhancement
- Strategic Funding

Enduring Partnerships

Our long-term relationships with over 100 airports reflect our commitment to client success and lasting collaboration.

Comprehensive Expertise

From commercial hubs to military airfields, we deliver innovative solutions tailored to meet diverse aviation needs.

Safety & Efficiency

We prioritize safety and operational efficiency, ensuring infrastructure that supports seamless and secure air travel.

Who We Serve Our Markets

Transportation Agencies

Connecting People, Places, and Possibilities

Transportation is the backbone of safer, cleaner, and more connected communities. At CMT, we partner with Departments of Transportation (DOTs) and other federal, state, local, and private agencies to deliver infrastructure that enhances mobility, drives economic growth, and supports social equity.

With a proven process from development through design and construction, we deliver projects ranging from urban highways and major bridges to local streetscapes. Prioritizing safety, efficiency, and community input, we meet client needs while achieving environmental and economic goals.

CMT's long history with transportation agencies includes delivering on aggressive schedules, leveraging advanced technologies, optimizing cost-efficiency, and creating transformative community change through innovative infrastructure solutions.

Improving Communities

We create transportation solutions that enhance mobility, safety, and community well-being.

Decades of Experience

With a proven track record, we deliver innovative designs for projects of all sizes and complexities.

Sustainable Solutions

Our resilient solutions prioritize efficiency while minimizing environmental impact.

Client Types:

- Federal Transportation Agencies (FHWA, etc.)
- State Departments of Transportation (DOTs)
- County Departments of Transportation (DOTs)
- Local Governments & Transportation Agencies
- Regional Transportation Agencies
- Metropolitan Planning Organizations (MPOs)
- Public Transportation Agencies & Transit Authorities
- Rail and Freight Agencies
- Transit Operators

Transportation Services:

- Alternative Delivery & Value Solutions
- Community Planning
- Data and Technology
- Engineering & Architectural
- Environmental
- Land Acquisition
- Owner's Representation
- Program and Project Management
- Strategic Funding
- Transportation Planning
- Strategic Funding

Who We Serve Our Markets

Municipalities & Governments

Partnering to Strengthen Communities Through Expert Infrastructure

At CMT, we understand the challenges municipalities and government agencies face in creating infrastructure that works for everyone. Blending world-class expertise with a deep understanding of local conditions, our team works with yours to tailor solutions to the specific needs of your community. Through our process of Planning, Advancement Strategies, Engineering, and Asset Management, we deliver sustainable, innovative, and cost-effective solutions that provide long-term value.

We collaborate closely with clients, stakeholders, and community members at every phase to design a final result that meets everyone's needs. Our goal is to optimize public funds while creating infrastructure that enhances the lives of the people it serves.

Community-Centered Solutions

We design infrastructure that reflects the unique needs and values of each community we serve.

Collaborative Project Delivery

CMT works closely with stakeholders to ensure seamless, efficient projects from start to finish.

Maximizing Public Resources

Our cost-effective designs optimize public funds while delivering long-term benefits for residents and end-users.

Client Types:

- Cities
- Towns
- Counties
- Federal Agencies

Municipal & Government Services:

- Alternative Delivery & Value Solutions
- Community Planning
- Data and Technology
- Engineering & Architectural
- Environmental
- Land Acquisition
- Owner's Representation
- Program and Project Management
- Strategic Funding
- Rail Planning
- Transportation Planning
- Water Management Planning

Who We Serve Our Markets

Water Management

Supporting Communities Through Integrated, Future-Ready Water Solutions

At CMT, we take a comprehensive lifecycle approach to managing water resources, considering the impacts of climate, technology, and societal trends across the entire water cycle. Our process of Planning, Advancement Strategies, Engineering, and Asset Management supports our delivery of innovative, sustainable solutions for both immediate needs and long-term challenges. By evaluating risks, meeting regulatory requirements, promoting nature-positive infrastructure, and optimizing investments through cost-effective solutions, we help clients develop strategies for a water-secure future while managing vital resources more efficiently.

Our goal is to empower communities and industries with resilient, forward-thinking water management strategies that safeguard this essential resource for the future.

Comprehensive Management

CMT offers integrated solutions across the entire water cycle, from treatment and conservation to wastewater and stormwater management.

Sustainable Strategies

We create innovative, nature-positive infrastructure that ensures long-term water security and meets evolving regulatory needs.

Collaborative Approach

Our team works closely with communities, governments, and industries to tailor solutions that address water challenges and enhance resilience.

Client Types:
- Wastewater Treatment Plants
- Water Treatment Plants
- Water Utilities
- Sanitary/Sewer Districts
- Private Utility Companies

Water Management Services:
- Alternative Delivery & Value Solutions
- Community Planning
- Data and Technology
- Engineering & Architectural
- Environmental
- Owner's Representation
- Program and Project Management
- Strategic Funding
- Water Management Planning

Who We Serve Our Markets

Private & Institutional

Building a Foundation for Your Success

CMT collaborates with private enterprises and institutional clients to plan and design infrastructure that aligns with their unique goals and aspirations. We deliver innovative, tailored solutions for commercial developments, educational campuses, healthcare facilities, and industrial projects. With a deep understanding of local contexts and industry demands, we balance functionality, sustainability, and long-term value to meet the needs of diverse stakeholders.

Together, we transform ideas into impactful projects that support growth, efficiency, and community engagement. At every step, CMT is committed to building lasting partnerships that foster success today and into the future.

Client Types:

- Healthcare Systems
- Education Institutions
- Rail Companies
- Energy Companies
- Private Utility Companies
- Private Developers
- Sports/Recreation Entities
- Retailers

Private & Institutional Services:

- Data and Technology
- Engineering & Architectural
- Environmental
- Planning
- Program and Project Management
- Funding & Advancement

Tailored Solutions

Customizing designs to meet unique goals and project requirements.

Comprehensive Expertise

Offering multidisciplinary knowledge to tackle challenges from every angle.

Long-Term Value

Creating infrastructure that stands the test of time and drives enduring success.

What We Do Expertise & Services

Planning

- Aviation Planning
- Transportation Planning
- Community Planning
- Water Management Planning
- Rail Planning

Environmental

- Air Quality
- NEPA Documentation
- Natural Resources Management
- Noise
- Regulatory Assessment & Compliance
- Due Diligence/Hazardous Material Studies
- Public/Socioeconomic Effects Analysis

Funding & Advancement

- Air Service Development
- Strategic Funding & Government Affairs
- Revenue Enhancement
- Land Acquisition
- Communications & Public Involvement

Engineering & Architectural

- Civil & Site
- Transportation
- Aviation
- Water
- Buildings & Architectural
- Structural
- Mechanical
- Electrical
- Rail

Data & Technology

- Asset Management
- Risk Management
- GIS/Geospatial
- Application Development
- Canopy/ESRI/CityWorks

Program & Project Management

- Owner's Representation
- Program Management
- Alternative Delivery & Value Solutions

Writing Style Guidelines

CMT uses Associated Press (AP) Stylebook guidelines, with exceptions indicated within this document. For free access to an overview of the AP Stylebook guidelines, please visit the Purdue University Online Writing Lab (OWL) website. For questions of spelling, please refer to the Merriam-Webster Online Dictionary.

CMT CORPORATE IDENTITY

Crawford, Murphy & Tilly and CMT

Use the firm's full name – "Crawford, Murphy & Tilly" – on first reference, with the firm's initialism – "CMT" – indicated immediately thereafter in parentheses. Use the initialism on subsequent reference.

Correct:

- *Crawford, Murphy & Tilly (CMT) was established in 1946. CMT's mission is to provide superior infrastructure solutions, responsive to clients' needs and expectations, while fostering growth and development for our employees.*

Incorrect:

- *CMT was established in 1946. Crawford, Murphy, & Tilly's mission is to provide superior infrastructure solutions, responsive to clients' needs and expectations, while fostering growth and development for our employees.*

- *Crawford, Murphy, & Tilly*

- *CM&T*

In the context of official legal documents, use "Crawford, Murphy & Tilly, Inc."

CMT Board of Directors

Capitalize "CMT Board of Directors." Do not capitalize when shortening to "the board."

Correct:

- *The CMT Board of Directors oversees firm strategy. The board meets quarterly.*

Incorrect:

- *The CMT board of directors oversees firm strategy. The Board meets quarterly.*

CMT Management Committee

Capitalize "CMT Management Committee." Do not capitalize when shortening to "the committee."

Correct:

- *The CMT Management Committee oversees the day-to-day operations of the firm. The committee meets monthly.*

Incorrect:

- *The CMT management committee oversees the day-to-day operations of the firm. The Committee meets monthly.*

CMT Business Units

Capitalize the names of CMT's business units, which are as follows:
- Aviation
- Surface Transportation
- Water Resources
- Buildings & Sites

CMT Company Meeting

Use the phrase "CMT Company Meeting" – formatted as a proper noun – when referencing this recurring all-team meeting. Do not capitalize when shortening to "the meeting."

Correct:

- *This week's CMT Company Meeting begins at 2 p.m. ET/1 p.m. CT/noon MT. Following the meeting, supplemental materials will be distributed to all employees.*

Incorrect:

- *This week's CMT company meeting begins at 2 p.m. ET/1 p.m. CT/noon MT. Following the Meeting, supplemental materials will be distributed to all employees.*

CMT Team

Use the phrase "The CMT Team" – formatted as a proper noun – when referring to a team composed of CMT and other consultants. Do not capitalize when shortening to "the team."

Correct:

- *The CMT Team is intentionally composed of multidisciplinary professionals in order to meet the highly specialized needs of the project. The team's discipline leads have a combined 123 years of experience.*

Incorrect:

- *The CMT team is intentionally composed of multidisciplinary professionals in order to meet the highly specialized needs of the project. The Team's discipline leads have a combined 123 years of experience.*

Pronouns Referring to CMT

When referring to CMT as a company, use first-person plural pronouns ("we," "us," "our," and "ours"). Treat "CMT" as a collective noun and use singular verbs and singular pronouns.

Correct:

- *Our mission is to provide superior infrastructure solutions, responsive to clients' needs and expectations, while fostering growth and development for our employees.*
- *CMT is proud to congratulate this year's recipients of our Above & Beyond Award.*

Incorrect:

- *CMT are proud to congratulate this year's recipients of their Above & Beyond Award.*

CMT WRITING STYLE

Active Voice

Using active voice tends to make sentences clearer and more succinct. When creating marketing and communications assets, use active voice, described below.

When a sentence is in active voice, the subject performs the action expressed by the verb; in contrast, when a sentence is in passive voice, the subject is the recipient of the action. See below for examples.

- *Active Voice*: CMT engineers designed the bridge.
- *Passive Voice*: The bridge was designed by CMT engineers.

Exceptions

Using passive voice is acceptable in technical papers and presentations. Furthermore, in some cases, CMT may strategically use passive voice to direct the reader's attention –– either emphasizing CMT or showing deference to a client, teaming partners, or other stakeholders.

See below for examples:

- The award–winning Kane County Division of Transportation project was designed by CMT.
    - Keeps focus on client and the client's project but acknowledges CMT's involvement.
- CMT was named Consultant of the Year by the Kane County Division of Transportation.
    - Emphasizes CMT as the awardee while still specifying the awarding body.

Headers

When writing headers, use title case, described as follows. Capitalize the first and last words, regardless of the length of the word or the part of speech. Capitalize all nouns, verbs, adjectives, adverbs, and pronouns, regardless of the length of the word. Capitalize prepositions of four or more letters (like "Over," "From," and "With"). Capitalize conjunctions of four or more letters (like "Unless" and "Than"), as well as "If" and "How" and "Why."

Unless they are the first or last word of a header, do not capitalize articles ("a," "an," and "the") or prepositions of three or fewer letters (such as "of," "in," and "for"). Do not capitalize most conjunctions of three or fewer letters (like "as," "and," "or," and "but").

Correct:

- *CMT Elects Board of Directors and Officers for 2024*
- *5 Questions With CMT's Lexie Plocher*
- *5 Things You Should Know About Interning at CMT*

Incorrect:

- *CMT Elects Board Of Directors And Officers For 2024*
- *5 Questions with CMT's Lexie Plocher*
- *5 Things you Should Know about Interning at CMT*

In addition, aim to write action- and impact-oriented headlines to engage your reader and drive interest.

Examples:

- Moving Your Infrastructure Agenda Forward
- Achieving Value Through Innovative Project-Delivery Models
- Centering Economic and Environmental Sustainability Through Solids Management Upgrades

Refer to the header word bank below for inspiration:

Accelerating	Employing	Managing
Adapting	Engineering	Maximizing
Advancing	Enhancing	Modeling
Advising	Envisioning	Optimizing
Analyzing	Establishing	Organizing
Bolstering	Evaluating	Pinpointing
Collaborating	Examining	Planning
Conducting	Exceeding	Providing
Conserving	Expanding	Reducing
Consulting	Expediting	Refining
Contributing	Facilitating	Rehabilitating
Converting	Formulating	Restoring
Coordinating	Fortifying	Revitalizing
Delivering	Furthering	Solving
Deploying	Generating	Standardizing
Designing	Identifying	Streamlining
Determining	Improving	Strengthening
Developing	Increasing	Surpassing
Devising	Inspecting	Sustaining
Diagnosing	Integrating	Systematizing
Elevating	Maintaining	Validating

CLIENTS

Note: This section outlines usage guidelines – capitalization, abbreviations, etc. – for client entities. In some instances, however, the client may have stated preferred usage that differs from what is outlined below. In that case, it is advised to bypass the recommendations below and adopt the client's preferred usage when referring to the client

Agencies

On first mention, spell out the full, official name of the agency, with the acronym or initialism indicated immediately thereafter in parentheses. On subsequent mentions, use the acronym or initialism.

> *Correct:*

- *The Sangamon County Water Reclamation District (SCWRD) was organized under the Illinois Sanitary District Act of 1917. SCWRD's main office can be reached at* info@scwrd.org*.*

> *Incorrect:*

- *SCWRD was organized under the Illinois Sanitary District Act of 1917. The Sangamon County Water district's main office can be reached at* info@scwrd.org*.*

Airports

When using the name of an airport, spell out the full and official name on first mention and indicate the location code – as assigned by the Federal Aviation Administration (FAA) – in parentheses directly after the full name. On first mention, capitalize all the words in the name and include "Airport." Then, use the FAA location code on each reference thereafter.

- *The team is developing a proposal for submission to the Abraham Lincoln Capital Airport (SPI). SPI is a long-term client of the firm.*

Airport location codes can be found through the Airport Codes listing on the [United States Department of Transportation (USDOT) website](#).

Airport Authorities

For airport authorities, spell out the full and official name in the first instance, indicating the acronym in parenthesis directly after the full name. In the second and following mentions, use only the acronym.

- *The Boca Raton Airport Authority (BRAA) has jurisdiction over operations, maintenance, and improvements at the Boca Raton Airport (BCT). Each member of the BRAA Board of Directors serves a term of two years.*

Municipalities and State Governments

On first mention, use the full name of the municipal government entity in alignment with the entity's standards, followed by a comma and the two-letter abbreviation for the state (e.g., "City of Aurora, IL"). When referring to the enterprise in later mentions, capitalize "City," "Town," "Village," or other official terms used to reference the municipal entity. Do not capitalize "city," "village," "town," or other references when using the term to refer to the locale, as opposed to the enterprise. Follow this practice when referencing state governments, as well.

Correct:

- *The Town of Normal, IL, is seeking a consultant to provide transportation planning services. The Town is accepting proposals until Oct. 31. Once selected, the project consultant will lead a series of public meetings open to town residents, local business owners, neighborhood groups, charitable organizations, community leaders, and Town department and agency representatives.*
- *The State of Indiana is investing more than $90 million to connect more Hoosiers to hiking, biking, and riding trails across the state.*
- *The State of Indiana manages 24 state parks. State park passes can be purchased online and are valid for entry to all State-managed parks and lakes. Annual passes are $81 for state residents and $121 for non-residents.*

Incorrect:

- *The town of Normal, IL, is seeking a consultant to provide transportation planning services. The Town is accepting proposals until Oct. 31. Once selected, the project consultant will lead a series of public meetings open to Town residents, local business owners, neighborhood groups, charitable organizations, community leaders, and Town department and agency representatives.*
- *The state of Indiana is investing more than $90 million to connect more Hoosiers to hiking, biking, and riding trails across the State.*
- *The state of Indiana manages 24 state parks. State park passes can be purchased online and are valid for entry to all State-managed parks and lakes. Annual passes are $81 for State residents and $121 for non-residents.*

MECHANICS

Abbreviations, Acronyms, and Initialisms

On the first mention of a term, spell it out in full, with the acronym or initialism indicated immediately thereafter in parentheses. On subsequent mentions, use the acronym or initialism.

Correct:

- *The Airport Terminal Program (ATP) is a competitive grant program that provides funding for airport terminal development projects. ATP grants are awarded on a competitive basis to upgrade, modernize, and rebuild the nation's airport terminals and airport-owned Airport Traffic Control Towers (ATCTs).*

Incorrect:

- *The ATP is a competitive grant program that provides funding for airport terminal development projects. Airport Terminal Program (ATP) grants are awarded on a competitive basis to upgrade, modernize, and rebuild the nation's airport terminals and airport-owned Airport Traffic Control Towers (ATCTs).*

Numerals

Spell out cardinal numbers (one, two, and so on) and ordinal numbers (first, second, and so on) below 10, but use numerals for numbers 10 and above. Do not use superscript characters for ordinal numbers.

Correct:

- *The strategic plan is in its second year of implementation.*
- *In 2021, CMT celebrated its 75th year in business.*
- *The office has three parking spaces reserved for visitors.*

Incorrect:

- *The strategic plan is in its 2nd year of implementation.*
- *The strategic plan is in its 2nd year of implementation.*
- *In 2021, CMT celebrated its seventy-fifth year in business.*
- *The office has 3 parking spaces reserved for visitors.*

Numerals in Categories

If a passage contains two or more numbers that refer to the same category of information and one is 10 or higher, use numerals for all numbers referring to that category. When numbers are treated consistently, readers can recognize the relationship between them more easily.

Correct:

- *The infrastructure project's first public meeting drew 68 attendees, but there were only 8 people in attendance at the public hearing the following year.*

Incorrect:

- *The infrastructure project's first public meeting drew 68 attendees, but there were only eight people in attendance at the public hearing the following year.*

Percentages

When expressing percentages, always use numerals and the percentage sign. Do not spell out "percent."

Correct:

- *CMT received 381 Employee Opinion Survey submissions, resulting in an 85% response rate.*

Incorrect:

- *CMT received 381 Employee Opinion Survey submissions, resulting in an 85 percent response rate.*

Large Numbers

Express large numbers in numerals followed by million, billion, and so forth. If expressing a number greater than 999 in numerals, use a comma.

Correct:

- *2 million*
- *1,000*

Incorrect:

- *2,000,000*
- *1000*

Time

Always use "a.m." and "p.m." for indicating time, and include associated time zone acronyms – in order from Eastern to Central to Mountain to Pacific – whenever relevant. Use "noon" when referring to 12 p.m. and "midnight" when referring to 12 a.m.

Correct:

- *This week's CMT Company Meeting begins at 2 p.m. ET/1 p.m. CT/noon MT.*

Incorrect:

- *This week's CMT Company Meeting begins at 2 pm ET/1 pm CT/12 pm MT.*

CAPITALIZATION

Agency/Client/Company Names

Follow an organization's own conventions for capitalization and punctuation. Visit the entity's official website to confirm correct usage.

- *FedEx*
- *MoDOT*
- *Engineering News–Record*

Headers

Use title case, described as follows. Capitalize the first and last words, regardless of the length of the word or the part of speech. Capitalize all nouns, verbs, adjectives, adverbs, and pronouns, regardless of the length of the word. Capitalize prepositions of four or more letters (like "Over," "From," and "With"). Capitalize conjunctions of four or more letters (like "Unless" and "Than"), as well as "If" and "How" and "Why."

Unless they are the first or last word of a header, do not capitalize articles ("a," "an," and "the") or prepositions of three or fewer letters (such as "of," "in," and "for"). Do not capitalize most conjunctions of three or fewer letters (like "as," "and," "or," and "but").

Correct:

- *CMT Elects Board of Directors and Officers for 2052*
- *5 Questions With CMT's Jane Smith*
- *5 Things You Should Know About Interning at CMT*

Incorrect:

- *CMT Elects Board Of Directors And Officers For 2052*

- *5 Questions **w**ith CMT's Jane Smith*
- *5 Things **y**ou Should Know **a**bout Interning at CMT*

Professional Titles Within Text

Generally, capitalize formal titles when they appear before a person's name, but lowercase titles if they are informal, appear without a person's name, follow a person's name, or are set off before a name by commas.

Correct:

- *John Glover Roberts, Jr., serves as chief justice of the Supreme Court of the United States (SCOTUS). Chief Justice Roberts was born Jan. 27, 1955.*
- *The chief justice of the United States is the chief judge of the Supreme Court of the United States (SCOTUS) and is the highest-ranking officer of the U.S. federal judiciary.*
- *CMT Chief Structural Engineer John Smith has 28 years of professional experience. As the firm's chief structural engineer, he is responsible for the overall strategy and direction of structural engineering practices within the firm.*
- *Since 1956, John Smith has served as CMT's chief structural engineer.*
- *CMT's chief structural engineer, John Smith, is based in our Jacksonville, FL, office.*

Incorrect:

- *John Glover Roberts, Jr., serves as **Chief Justice** of the Supreme Court of the United States (SCOTUS). Chief Justice Roberts was born Jan. 27, 1955.*
- *The **Chief Justice** of the United States is the chief judge of the Supreme Court of the United States (SCOTUS) and is the highest-ranking officer of the U.S. federal judiciary.*
- *CMT **chief structural engineer** John Smith has 28 years of professional experience. As the firm's chief structural engineer, he is responsible for the overall strategy and direction of structural engineering practices within the firm.*
- *Since 1956, John Smith has served as CMT's **Chief Structural Engineer**.*
- *CMT's **Chief Structural Engineer**, John Smith, is based in our Jacksonville, FL, office.*

PUNCTUATION

Comma

For clarity, use the Oxford comma. The Oxford comma – also known as the serial comma – is the comma that appears before the conjunction in a list of three or more items. This guideline is an exception to AP Stylebook guidelines.

Correct:

- *Crawford, Murphy & Tilly (CMT) holds company-wide meetings throughout the year to provide progress updates on strategic initiatives, share insights across disciplines and geographies, and recognize professional excellence and outstanding contributions.*
- *The project focuses on developing an all-ages and all-abilities network for walking, biking, and taking public transportation.*

Incorrect:

- *Crawford, Murphy & Tilly (CMT) holds company-wide meetings throughout the year to provide progress updates on strategic initiatives, share insights across disciplines and* **geographies and** *recognize professional excellence and outstanding contributions.*
- *The project focuses on developing an all-ages and all-abilities network for walking,* **biking and** *taking public transportation.*

Use a comma plus a conjunction ("and," "but," "for," "nor," "yet," "or," "so") to connect two independent clauses.

Correct:

- *The CMT Recognition Committee selected award finalists from a pool of employee-nominated colleagues and projects, and CMT CEO and President Bill Bailey, PE, SE, announced the winners.*

Incorrect:

- *The CMT Recognition Committee selected award finalists from a pool of employee-nominated colleagues and* **projects and** *CMT CEO and President Bill Bailey, PE, SE, announced the winners.*

Use a comma to set off a parenthetical clause (i.e., a part of the sentence that could be removed without changing the essential meaning of the sentence).

Correct:

- *The fact that we have clients who have been with us since our founding in 1946, along with the many others who have partnered with us for decades, lives as a testimony to our commitment to quality.*

Incorrect:

- *The fact that we have clients who have been with us since our founding in* **1946 along** *with the many others who have partnered with us for* **decades lives** *as a testimony to our commitment to quality.*

Use a comma to set off introductory clauses.

- **Following the meeting, supplemental materials will be distributed to all employees.**

Direct Quotes

When including a direct quote in text, you can mention the speaker either before or after the quote. However, it is important for clarity's sake to introduce the speaker before or *immediately* after the first sentence of the direct quotation to help the reader identify the speaker.

Correct:

- *"With strengths that lie at the intersection of deep infrastructure expertise, demonstrated project and people leadership, and exceptional business knowledge, Adam is well-positioned to serve CMT as president," CEO Bill Bailey said. "But perhaps above all, Adam is a life-long learner who can build great teams, communicate goals and expectations to those teams, and provide appropriate autonomy and accountability to encourage individual personal growth and successful outcomes."*
- *In the words of CMT CEO Bill Bailey, "As design professionals, everything we do affects people. And, if we do our jobs well, it makes their lives better."*

Incorrect:

- *"With strengths that lie at the intersection of deep infrastructure expertise, demonstrated project and people leadership, and exceptional business knowledge, Adam is well-positioned to serve CMT as president. But perhaps above all, Adam is a life-long learner who can build great teams, communicate goals and expectations to those teams, and provide appropriate autonomy and accountability to encourage individual personal growth and successful outcomes,"* **CEO Bill Bailey said***.*
- *"As design professionals, everything we do affects people. And, if we do our jobs well, it makes their lives better,"* **says CMT CEO Bill Bailey***.*

If a single quote spans more than a paragraph, don't use quotation marks at the end of the first paragraph, but do add them to the second paragraph. This clarifies for readers that the speaker is continuing without interruption.

Correct:

- *"It is a great honor to follow in the footsteps of Bill Bailey, Dan Meckes, and so many other distinguished CMT leaders," said CMT President Adam Burns. "They've set the bar high, ensuring that CMT continues to deliver quality infrastructure, foster a culture of care within our teams and communities, and challenge ourselves to innovate and improve as professionals and leaders.*

  "Moving forward, I'm particularly excited about expanding our abilities to internally collaborate through CMT's markets, geographies, and Communities of Practice. Given the wealth of talent and camaraderie across our firm, I cannot wait to see how much we can accomplish together."

Incorrect:

- *"It is a great honor to follow in the footsteps of Bill Bailey, Dan Meckes, and so many other distinguished CMT leaders," said CMT President Adam Burns. "They've set the bar high, ensuring that CMT continues to deliver quality infrastructure, foster a culture of care within our teams and communities, and challenge ourselves to innovate and improve as professionals and leaders."*

  "Moving forward, I'm particularly excited about expanding our abilities to internally collaborate through CMT's markets, geographies, and Communities of Practice. Given the wealth of talent and camaraderie across our firm, I cannot wait to see how much we can accomplish together."

En Dash

Use an en dash to set apart entire phrases from the main body of a sentence. Separate the en dashes from the words that precede and follow with a space.

Correct:

- *Across its nearly 100-year history, the Purdue University chapter of Chi Epsilon has remained dedicated to ensuring that the four pillars of the honor society — Scholarship, Character, Practicality, and Sociability — are upheld.*

Incorrect:

- *Across its nearly 100-year history, the Purdue University chapter of Chi Epsilon has remained dedicated to ensuring that the four pillars of the honor society*—*Scholarship, Character, Practicality, and Sociability*—*are upheld.*

Hyphen

Compound Adjectives

Use a hyphen for compound adjectives. There should be no spaces around hyphens.

Correct:
- *Members of CMT's Communities of Practice are building thriving cross-functional networks, sharing knowledge and expertise, and creating paths for individual and firm-wide growth and innovation.*

Incorrect:
- *Members of CMT's Communities of Practice are building thriving **crossfunctional** networks, sharing knowledge and expertise, and creating paths for individual and **firmwide** growth and innovation.*
- *Members of CMT's Communities of Practice are building thriving **cross functional** networks, sharing knowledge and expertise, and creating paths for individual and **firm wide** growth and innovation.*

Measurements

Use figures and spell out words used to indicate depth, height, length, and width, such as "inches," "feet," and "yards." Always use figures before the measurement. Hyphenate in the adjectival form preceding a noun.

Correct:

- *The team was tasked with designing a 4,200–foot–6–inch runway extension.*
- *The runway was extended by 4,200 feet, 6 inches.*
- *Extend the runway to 4,200 feet.*
- *The room is 9 feet by 12 feet.*
- *The couch was placed in the northwest corner of the 9–by–12–foot room.*
- *The building has 7,000 square feet of floor space.*
- *The team is relocating to a 7,000–square–foot building.*

Incorrect:

- *The team was tasked with designing a 4,200-**ft**-6-**in** runway extension.*
- *The runway was extended by 4,200 **ft**, 6 **in**.*
- *Extend the runway to 4,200–**ft**.*
- *The room is 9 **ft.** by 12 **ft**.*
- *The couch was placed in the northwest corner of the 9–by–12–**ft.** room.*
- *The building has 7,000–square–**ft** of floor space.*
- *The team is relocating to a **7,000 square ft** building.*

Names and Credentials

Licenses, Certifications, and Credentials

Do not use periods in licenses, certifications, or other credentials. When used after a name, set the credentials off with commas.

Correct:

- *Cassie Reiter, PE, ENV SP*
- *The CMT Recognition Committee selected award finalists from a pool of employee-nominated colleagues and projects, and CMT CEO and President Bill Bailey, PE, SE, announced the winners.*

Incorrect:

- *Cassie Reiter, P.E., ENV. S.P.*
- *The CMT Recognition Committee selected award finalists from a pool of employee-nominated colleagues and projects, and CMT CEO and President Bill Bailey, PE, SE announced the winners.*

Refer to this Knowledge Deck card for a listing of common professional certifications.

Education

Format academic degrees as follows:

- associate degree
- bachelor's degree
- master's degree
- doctoral degree
- doctorate
- BS
- MS
- MA
- MBA
- Ph.D.

Names with Jr., Sr., and Numerals

Use periods for "Jr." and "Sr." and set off by commas. No commas for numerals (e.g., II, III, IV).

Correct:

- *William L. Bailey, Jr., PE, SE*

Incorrect:

- *William L. Bailey Junior, PE, SE*

Telephone Numbers

Periods should be used to separate digits any time telephone numbers are listed in proposals, press releases, web pages, advertising, etc. Do not use hyphens or parenthesis when listing phone numbers.

SPELLING AND USAGE (ALPHABETICAL ORDER)

Design–build

Hyphen (not slash).

Forcemain

One word.

Geolocation

One word. Refers to the geographic location or the process of determining that location.

Right–of–Way / ROW (noun, compound adjective)

Use for both noun and compound adjective forms. Capitalize as above, with hyphens. Spell out on the first use and then use the abbreviation for further uses. No periods in the abbreviation.

Correct: Right–of–Way acquisition

Rights–of–Way / ROWs (plural noun; plural compound adjective)

To use term in plural form, add "s" to "Right" – not to "Way." Capitalize as above, with hyphens.

Correct: Rights–of–Way acquisition
Incorrect: Right-of-Ways acquisition

Runway Designators

Use the slash to separate the directional numbers of a runway name

Correct: Runway 12R/3OL

Staff Names on Resumes

Unless specifically requested by the individual, refer to the person with their commonly used name. This creates a more conversational tone and feels more personal. Reference that person within the copy using their first name.

Correct name on resume: Jim Davis, PE
Incorrect name on resume: James H. Davis, PE

Correct reference in resume copy: Jim is a seasoned project manager.
Incorrect reference in resume copy: Mr. Davis is a seasoned project manager.

Stormwater

One word.

Subconsultants

One word, no hyphen.

Wastewater

One word.

Water Main

Two words.