



**Branding
Policy
and
Graphic
Style
Guide**

May 2018

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WHO WE ARE



OUR BRAND PROMISE

Cookie-cutter solutions to business problems don't work anymore. At BGIS, we're strategic thinkers that help you see change as an opportunity. We stop at nothing less than producing real results for your business, because we only succeed when your business does. We think differently, we act differently and we're prepared to tackle any challenge you can throw at us. We're changing the way you look at your real-estate management partner.

OUR VALUES



Unwavering Integrity



Memorable Customer Experience



Passion for Innovation



Team Member Engagement



Living Sustainability



BRAND VISION

A world where we enable our customers to see change as an opportunity.

BRAND PURPOSE

BGIS believes that the world of business is facing unprecedented change and that the concept of “business as usual” is dead. To be successful in this ever-changing world, real estate management companies need to be agile, flexible and show a willingness to do things differently. As true partners and change agents, we are committed to pursuing a better way of doing things for our industry and for our clients. And, we will always do whatever it takes to make sure we deliver real results against the goals that actually drive our clients’ business forward. Because, in the end, we’re not just responsible for serving our customers - but their customers, too.

PERSONALITY

entrepreneurial, challenger, committed, caring, spirited, agile

Strategic Thinking

True partnership means thinking less like a reactionary vendor and more like an advisor who can provide added value because they understand their clients' unique needs and goals. We have to be knowledgeable about our clients' industries, their specific business challenges and learn to see the world through their eyes.

Entrepreneurial Mindset

We don't operate in cookie cutter solutions like the big guys do. That's why we have to be creative problem-solvers, fresh thinkers and do whatever it takes to meet our client's needs. From mobile technicians to project and account managers, our teams operate with an entrepreneurial spirit because we all understand that taking care of our clients' business is our business.

Agile Responsiveness

No matter how large we get, we will always act in a nimble way that puts our clients' needs first. When faced with a problem - no matter how big or small - we will remove barriers to ensure that everyone in our organization can act quickly and effectively. Because we're go-getters who won't stop until our clients' problems are solved.

Acting Responsibly

We firmly believe that each action we take impacts the world around us. That's why we do business according to principles that respect the planet and environment we inhabit. We seek to reduce our carbon footprint and expect employees to act as a steward for our planet. We encourage ideas for better ways of doing things because we know that our actions do make a difference.

OUR COMMITMENT

We Think Differently

We challenge the status quo in our industry.

AND

We Act Differently

We partner with our clients with an approach that is fresh and unexpected in the real estate management space: agile + responsive, entrepreneurial attitude, informed risk-taking.

=

We Deliver Better Outcomes

Our clients benefit from custom solutions, tailored not only to their individual needs, but also to the needs of their customers.

INTRODUCTION

1.1 Overview

The BGIS brand is one of our most valuable assets. Global brand identity is the visual and verbal expression of our brand through all communication mediums. It enables us to build and maintain BGIS's brand through consistent expression of our positioning and strategy.

These graphic standards have been created to provide global guidelines about how to represent the BGIS brand, including its wholly-owned subsidiaries, appropriately in all communications both internally and externally. There will be regional differences concerning specific items (E.g. One-off marketing materials), however we ask all Team Members to adhere to the global standards laid out in this document and to contact Marketing Communications for guidance.

Adhering to these standards will allow us to present a compelling and unified presence for Team Members of BGIS across all the markets in which we operate. Please use these standards and the approved digital logo artwork when reproducing the BGIS identity, including its wholly-owned subsidiaries.

1.2 BGIS Name Usage

In order to maintain consistency, BGIS must always be referred to simply as "BGIS" in all English, French and bilingual communications to key stakeholders both internally and externally.

Please note: There is no translation or spelled-out version for "BGIS". BGIS should be treated as a proper noun. When using the possessive form of BGIS, please add an 'S' after the apostrophe. For example, BGIS's.

Please adhere to the following guidelines when referring to specific BGIS entities. This includes:

- BGIS Workplace Solutions Inc.
- BGIS O&M Solutions Inc.
- BGIS Energy and Facility Solutions
- Critical Solutions Group, A Division of BGIS
- McKinstry FMS, a Division of BGIS

1.3 BGIS Legal Names

BGIS legal names are as follows:

- English: BGIS Global Integrated Solutions Canada LP
- French: BGIS Solutions Globales Intégrées Canada S.E.C.

1.4 BGIS Logo Usage

BGIS's logos maintain open typeface for BGIS's name. Throughout these standards, the appropriate use of the BGIS logo is represented across a range of applications and media. When designing materials, please use these representative applications to help determine the appropriate size and placement of the logo.

Please note: Workspace Solutions Inc., O&M Solutions Inc., Energy and Facility Solutions, Critical Solutions Group, and McKinstry FMS each have their own branded logo for use in certain circumstances.

Please contact your Marketing and Communications department with questions or to obtain the appropriate logo artwork.

1.5 Print Material and Presentations

With the multitude of print materials and presentations produced by various groups in our organization, teams must work with the Marketing and Communications department to develop templates outside of the ones shown in this document. Many of BGIS's branded materials are outlined within this document and can be found in the Communications Toolbox folder hosted under the Team Sites page on the internal portal.

1.6 Internet / Intranet Sites

The greatest importance for branding purposes is to convey both a unified image and consistent messaging at the corporate level on the respective Internet and Intranet websites. New websites must be coordinated, reviewed and approved by the Marketing Communications department.

1.7 Approval and Guidance

Given the size and scope of the organization, the Branding Policy and Graphic Standards may not address all circumstances/situations. If you plan to work with external design consultants to develop any templates outside of the ones provided by Marketing Communications, or if you are planning to develop any materials that involve branding, Marketing Communications must be involved at the start of the process. You must obtain formal approval from Marketing Communications for any branding-related projects developed by a third party.

Artwork for all logos with correct size and alignment are supplied as Portable Network Graphics (PNG), Encapsulated PostScript files (EPS), in full color, black and white. Contact your Marketing and Communications department to obtain artwork.

Minimum required resolution for print is 300 DPI and 72 DPI for web and PowerPoint presentations.

Questions and approval for exceptions to the Branding Policy or Graphic Standards should be directed to **marketingcommunications@bgis.com**.

LOGO

2.1 Overview

File Formats

An .EPS or .AI file is generally a vector file which allows the logo to be enlarged without ruining the quality.

File formats such as .JPG or .TIF files use pixels. When you enlarge an image that uses pixels, it creates a blurry image that is often referred to as pixelated.

When to use an .EPS or .AI file?

Most professional printing projects.

When to use .JPG or .TIF files?

When importing into Microsoft programs.

When to use .PNG files?

PNG files are ideal when placing a transparent PNG image over another image. For example, placing the white BGIS logo on top of a picture as a watermark.

The BGIS logo is the most visible element of our identity – a universal signature across all BGIS touchpoints. Because it is our most recognizable brand asset, it is vital that it is always applied consistently wherever it appears. It's our guarantee of quality that unites all of our materials, and is to be used accordingly.

These graphic standards have been created to provide guidelines about how to represent the BGIS brand, including its wholly-owned subsidiaries, appropriately in all communications both internally and externally.

Adhering to these standards will allow us to present a compelling and unified presence for Team Members of BGIS across all the markets in which we operate. Please use these standards and the approved digital logo artwork when reproducing the BGIS identity, including its wholly-owned subsidiaries.

2.2 Logos

In order to maintain consistency, BGIS must always be referred to simply as “BGIS” in all English, French and bilingual communications to key stakeholders both internally and externally. As such, the corporate logo is bilingual and does not require additional art work for French.

Below are examples of the different BGIS entities and their respective logos, including the logo we use to brand our fleet of technicians (BGIS Technical Services Division).

Out of the examples below, the following logos have French versions that can be obtained from Marketing Communications: BGIS Workplace Solutions Inc., BGIS O&M Solutions, and BGIS Energy & Facility Solutions.



2.3 Reversed and Black

Reversed: The marquee and the logotype are mainly for digital use. The logotype will be used in the website header.

Black: The marquee and the logotype are mainly for digital use. The logotype will be used in the website header.

Reversed



Black



2.4 Clear Space

Clear Space is often referred to as white or negative space. It is that portion of a page left unmarked: the space between graphics, margins, gutters, columns, lines of type or figures and objects.

Cap height is the distance from the baseline to the top of the uppercase letters in a font type.

The **baseline** is the invisible horizontal line on which the characters in a font rest.

To maintain a consistent presentation for all BGIS logos, keep equal white space around it. Crowding the logo detracts from its legibility and impact.

Maintaining white space is important as it ensures maximum impact of our key brand elements in communications.

The minimum amount of white space is equal to the cap height of the logo.



2.5 Minimum Size

The minimum size of the logo for print is 1.5” wide and 108 pixels wide for screen. The minimum size is determined by the width of the logo. The logo may be enlarged proportionally as necessary and must appear in its entirety. Use discretion over logo size to maintain consistency with specific promotional material.

Adhering to the minimum size is important as any lesser size will compromise the presentation integrity.



2.6 Improper Logo Usage

We encourage you to become familiar with the new logo and its proper use. Below are some examples of improper use of the logo. This is not a complete list.

Logos

To ensure accurate proportions, please check to make sure you preserve “aspect ratio” when scaling the logo.

The aspect ratio of a logo describes the proportional relationship between its width and its height.

In Canada, please be sure to use both the English and French logos on all content being distributed nationally. If you have any questions, please contact your Marketing and Communications department.



Do not stretch the logo.



Do not squash the logo.



Do not change the colour of the logo.



Do not remove parts of the logo.



Do not change the colour of a logo part.



Do not change the size of logo parts.



Do not add effects to the logo.



Do not alter any part of the logo.



Do not place colour logo on a different colour other than white. Please refer to the previous page (2.3) for reverse and black logo usage.

If placing the logo on a light or dark background, use the approved colour variations (white/black) further explained in this document.



Do not add additional logos to or around the logo.

2.7 Tagline Usage

Our tagline is an expression of our brand – a short, memorable phrase that is the essence of who we are, what we do, and how we do it.

In a world cluttered with messages, our tagline is a torch for everyone to carry at BGIS and around the world.



The tagline should only be used in the following specified circumstances:

- Fleet/Truck branding
- Email signature
- In corporate videos
- Event materials
- As a hashtag on social media, **#EnablingInnovation** or **#FavoriserL'Innovation**

If you are unsure if your project should use the tagline, please contact marketingcommunications@bgis.com.

2.8 Tagline Rationale

Enabling Innovation is something we do at BGIS each and every day. In a world where change is a constant and disruption is the new normal, organizations must innovate or face extinction.

BGIS continuously drives innovation within our own organization so that we are always bringing value to our clients. By identifying opportunities for our clients we enable reduced operating costs, enhance their brand, image and mitigate risks.

Our working partnership approach with our clients allows us to truly understand our clients' businesses and actively look for opportunities that will enable innovation for their business. Our agility demands that we must continue to build new products and services, enhance our service levels whilst streamlining and driving efficiency within our own operations.

We truly 'Enable Innovation' in the Corporate Real Estate Industry by providing customized Facility Management Services, Project Delivery Services, Professional Services, Real Estate Management Services and Workplace Solutions.

'Enabling Innovation' is a rallying cry for our company built on innovation, caring and high performance. This is The BGIS Way.

2.9 Tagline Logo

The tagline logo is a combination of the BGIS logo and our tagline.

This is the primary expression of our tagline and should be used where approved to amplify the BGIS brand. Choosing this logo version helps communicate who we are, what we do, and how we do it.

Please do not use the tagline by itself.



2.10 Appropriate Use for Tagline

The phrase 'Enabling Innovation' can be used as a headline to introduce an initiative, program, or effort that embodies the spirit of the BGIS tagline. The tagline should only be used in running text when paired with the words "branding campaign" or "tagline" and should be set apart with quotation marks: The 'Enabling Innovation' branding campaign was launched in 2012.

The words Enable Innovation or Enabled Innovation are a great way to reference the tagline and may be used as display copy or in running text: Last year, GM Jane Doe enabled innovation by introducing GoSpaces to her client.

The BGIS Tagline is approved for use in the following ways:

1. As part of email signatures (*See page 22 for more information*)
2. On the fleet (*See page 25 for more information*)
3. As a hashtag for relevant social media posts (#EnablingInnovation)
4. At the end of company videos (called bumpers) with or without the BGIS logo.
5. If you wish to incorporate the tagline into brochures and collateral, please contact the Marketing and Communications department for direction.

2.11 Other Taglines

'Enabling Innovation' is the only tagline approved for use by BGIS Team Members. Individual departments may not alter or add to the BGIS tagline or create unique taglines or slogans for themselves.

TYPOGRAPHY

3.1 Overview

Fonts are often divided into serif and sans serif.

Serif fonts are distinguishable by the extra stroke at the ends of the character, known as a serif. These strokes are drawn at right angle or obliquely across the arm, stem, or tail of a letter.

Sans Serif fonts do not have serifs.

Typography and consistent use of typefaces is a key element in creating a cohesive look across all communications.

Typography plays an important role in our brand equity. Exhibited below are the only fonts that may be used for corporate communications, which are from the Helvetica Neue and Arial families.

Helvetica Neue is a sans serif font that is ideal for captions, headings and signage. It consists of a variety of weights designed to provide distinction in the text and emphasis across all our communications.

Arial is a sans serif font that is highly legible and should be used for longer texts, such as reports, proposals and publications.

Primary Typeface

Helvetica Neue

ABCDEFGHIJ

KLMNOPQR

STUVWXZ

0123456789

HELVETICA NEUE THIN
HELVETICA NEUE LIGHT
HELVETICA NEUE REGULAR
HELVETICA NEUE BOLD

Secondary Typeface

Arial

ABCDEFGHIJ

KLMNOPQR

STUVWXZ

0123456789

ARIAL ITALIC
ARIAL REGULAR
ARIAL BOLD
ARIAL BLACK

3.2 Usage

Weight

Although the primary Helvetica Neue typeface consists of several weights, the thin, light and bold weights are preferred.

Style

Manipulating the typeface is prohibited. Using effects such as stretching, condensing, outlining or the addition of a drop-shadow must never be used.

Alignment

BGIS typography is primarily aligned left. This provides the eye with a constant initial character.

Colour

In order to achieve the desired aesthetic of BGIS identity, type should be set in BGIS Dark Grey. Black is allowed for body copy where legibility is a concern, especially in instances where print materials may interfere with legibility (i.e. newsprint). Headlines and short paragraphs can be set in colour.

Typography and consistent use of typefaces is a key element in creating a cohesive look across all communications.

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Helvetica Neue is a sans serif font that is ideal for captions, headings and signage. It consists of a variety of weights designed to provide distinction in the text and emphasis across all our communications.

Arial is a sans serif font that is highly legible and should be used for longer texts, such as reports, proposals and publications.

Please note one exception: The BGIS corporate website (www.bgis.com) uses the **Lato** font family, which is specifically used for web.

Example Usage

Lorem ipsum
dolor siempo
adit eate par

Arum quaeperumquo quiae nu sim qui nulpari

Fero et qui dolorem ut evernam fuga. Itatisquia ils num re, unto officta assitaquibus aut omnihiliquid quiam erest, cum, quos sit dent fugia verum quid et dolores ut voluptatus sumquo cupta vel inciendam, ipicimus magnate doluptur sedistiae eos voloria disit ipsam, sitia nam quis eos dis et qui ut proris rerum autam culland uciant repedip suntio. Tecus nonest unt Ehenem enihicium quis volor rerum veles siminto resecus delest hariois porrovidebit unt eruptatio.

Voluptur mos dolores repeles dem. Ecatemporem eum face sitionsed que am, conem unt porem incim quas eatis quar ils que ducitiunt odi aut quid.

Headline

Pient quibus pore voluptatia preptiorit ped quodipsandae repudam, quate quid quo totatur, quatus nihit siempos dere.

Ebit, eliquas pratem ex estiatum et odis volectatem voluptiae dolut molorem ium rem alitaret anistios parum quos eumquodit, optatiis millabo reptatur? Utemqui debit volore ne occullat et ullatet quis desciate peligeni ut parchit, ut min et faceperum aut et illaccate net.

Headline

Aperovid mintio. Ut et alistis totati necte nihilique est, occabori ulle ectu stinis et quunt, corem unt eos exero moditi tecus nonest recateporersp ictatio nsequeprat.

Simporendit et, si quo con culles aceaquid quid ex eicaerescit eost doles aut que repe sitati que custentotaes vellit, quibusam, enderem sitas re, consequi atur reur sit explab incatatem qui

COLOUR

4.1 Primary Colour Palette

Colour Definitions

Pantone is a brand of ink generally used in logos to ensure that the colour remains the same from one printing press to the next.

What does the letter after the number in the Pantone swatch represent?

The letter references the finish of paper the Pantone colour will be printed on. "C" represents coated or gloss paper, "U" represents uncoated, and "M" represents matte.

CMYK is the abbreviation for cyan, magenta, yellow and black which are the colours used in a four colour printing process. RGB is the abbreviation for red, green and blue. Generally used for web graphics or when a file is only needed to be viewed on screen.

RGB (red, green, and blue) refers to a system for representing the colours to be used on a computer display. Red, green, and blue can be combined in various proportions to obtain any colour in the visible spectrum.

WEB or "#" is the abbreviation for Hexadecimal and used for web graphics.

Colour is a key identifier for the BGIS brand. This section exhibits the approved primary and secondary colour palette. These colours represent the signature colours of BGIS and should be used accordingly.

Our corporate colour is BGIS Blue (Pantone 541), Medium Blue (Pantone 292) and BGIS Gray (Cool Grey 11).

The BGIS logo may only appear in the combined blue (BGIS Blue and Medium Blue), black, white, grey and BGIS Blue.

PRIMARY PALETTE

<p>Pantone: 541C Web: #00467F CMYK: 100 57 0 38 RGB#: 0 70 127</p> <p>PRIMARY</p>	<p>Pantone: 646C Web: #7699C1 CMYK: 62 29 10 4 RGB#: 118 153 193</p> <p>PRIMARY</p>	<p>Pantone: 425C Web: #6E7277 CMYK: 0 0 0 77 RGB#: 95 96 98</p> <p>PRIMARY</p>
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4.2 Full and Secondary Colour Palette

Usage

Always use the secondary colours sparingly so as not to dilute the primary brand colour.

Avoid using the secondary colours in combination with one another.

The colours are best used in combination with appropriate photography that matches the tone of each colour.

Colours that balance and complement the BGIS Blues should be used. This page displays the full colour palette.

The secondary palette uses vibrant jewel tones that are complimentary to the strong BGIS blue presence. The combination of the primary and secondary palette brings a fresh and vibrant element to the brand.

Please contact the Marketing Communications department if you would like to use colours outside of the colour palette.

<p>Pantone: 541C Web: #00467F CMYK: 100 57 0 38 RGB#: 0 70 127</p> <p>PRIMARY</p>	<p>Pantone: 646C Web: #7699C1 CMYK: 62 29 10 4 RGB#: 118 153 193</p> <p>PRIMARY</p>	<p>Pantone: 425C Web: #6E7277 CMYK: 0 0 0 77 RGB#: 95 96 98</p> <p>PRIMARY</p>
<p>Pantone: Cool Grey 2 Web: #D0D0CE CMYK: 5 3 5 11 RGB#: 208 208 206</p> <p>Secondary</p>	<p>Pantone: 291C Web: #86C1EA CMYK: 40 10 0 0 RGB#: 145 197 234</p> <p>Secondary</p>	<p>Pantone: 320C Web: #009CA6 CMYK: 96 0 31 2 RGB#: 0 156 166</p> <p>SECONDARY</p>
<p>Pantone: 241C Web: #AF1685 CMYK: 30 100 2 2 RGB#: 175 22 133</p> <p>SECONDARY</p>	<p>Pantone: 376C Web: #84BD00 CMYK: 50 0 100 0 RGB#: 132 189 0</p> <p>SECONDARY</p>	<p>Pantone: 1235C Web: #FFB81C CMYK: 0 31 98 0 RGB#: 255 184 28</p> <p>SECONDARY</p>

STATIONARY

5.1 Overview

The standards in this section provide correct layouts for North American stationery applications. All stationary can be found in the Communications Toolbox on the internal portal or by contacting Marketing and Communications for direction.

BGIS 4175 14th Avenue
Markham, Ontario L3R 0J2
T: #####

[Pick the date]

Dear [Type the recipient name],

Content...

Yours truly,

Firstname Lastname
Job Title, Department
Email: firstname.lastname@bgis.com

BGIS
Full name here
Personal title
T: 123.456.7890 C: 123.456.7890
E: firstname.lastname@bgis.com
4175 14th Avenue, Suite 300
Markham, ON L3R 0J2
T: 905.943.4100
A Black&Veatch Company

bgis.com
FSC
100% Recycled Paper
100% Recycled Ink

BGIS Address line 1
Address line 2

BGIS
www.bgis.com

4175 14th Avenue
Markham, Ontario
L3R 0J2
905.943.4100
www.bgis.com

5.2 Business Cards

Different Cards?

Please note that different business departments have specifically designed cards with their company logo.

Marketing and Communications has created a process with a printing vendor to help streamline the ordering of business cards.

Please contact Marketing and Communications to learn more or visit the Business Card folder on the Communications Toolbox team site portal.

This example shows the correct layout of the corporate North American business card. It indicates size and position specifications for the logo, corporate components and contact/personalized details.

Important: Artwork pertaining to different business units exists for the following: BGIS WSI, BGIS O&M, BGIS McKinstry FMS, BGIS Brokerage and Arcturus Realty. Please contact Marketing Communications for more details.

In order to manage business cards and maintain consistency, BGIS has setup an online business card ordering tool with an outside printing company. Please identify your department's Print Coordinator, who can assist you in ordering business cards.

If your department does not have a Print Coordinator, please send their name and email address to Marketing Communications to help coordinate and instruct.

The Print Coordinator will require updating contact information for each Team Member requiring business cards, and ensuring names, titles and addresses are correct before placing orders.

Corporate English Business Card



Corporate French Business Card




Corporate Bilingual Business Card



5.3 Branded Templates

The following are examples of approved BGIS branded templates such as letterhead, pocket folders and envelopes. All templates can be found in the Communications Toolbox folder on the internal portal or by contacting Marketing Communications.

BGIS  4175 14th Avenue
Markham, Ontario L3R 0J2
T: #####


[Pick the date]


Dear [Type the recipient name],

Content...

Yours truly,

Firstname Lastname
Job Title, Department
Email: firstname.lastname@bgis.com

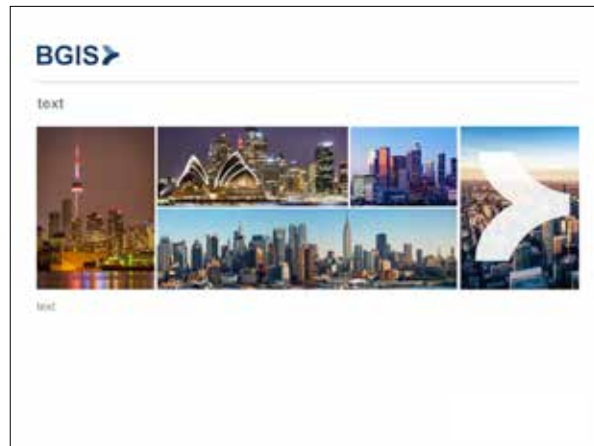
BGIS  Address line 1
Address line 2



5.4 Powerpoint Templates

The following examples are of the approved BGIS Powerpoint Templates. They can be found in the Communications Toolbox folder on the internal portal or by contacting Marketing Communications.

Simple White



Simple Blue



Multipurpose



5.5 Email Signatures

Email Addresses
Email addresses are to be written as firstname.lastname@bgis.com.

Do not capitalize any letters when writing out email addresses or websites.

The email signature is a simple and frequent way to reinforce our brand with everyday communications.

Arial is the default font for the email signature. A template for the signature is located in the Communications Toolbox folder on the internal portal or by contacting Marketing Communications.



5.6 Mobile Email Signature

Email applications on smartphones have limited capability when it comes to signatures. To help keep consistency, we suggest manually inputting the simple template below into your signature.



5.7 Additional Images In Signature Block

Even though we do not recommend placing additional images in your signature block below the BGIS logo, we understand the need to promote programs, meetings, events, etc. to your colleagues. If you require help, please contact the Marketing and Communications department who will ensure your signature remains professional and on brand.

Please adhere to the following suggestions when placing an image in your signature:

- Refrain from using more than one image.
- Be sure to place ample space between the BGIS logo and your image.
- Resize the image so it's reasonably the same size as the BGIS logo. Smaller is preferable.

UNIFORMS, FLEET AND PROMOTIONAL MATERIALS

6.1 Overview

Uniforms, fleet and promotional materials should always emphasize the company logo and be kept clean of distracting elements that take away from the brand. Strict guidelines have been put in place to ensure consistency across the brand.



6.2 Uniforms

Bump Caps

Safety bump cap inserts are available for insertion into a BGIS hat. Please contact Marketing and Communications for information on how to obtain one.

Fire Retardant Uniforms

Fire retardant uniforms that are dark blue should always have the white BGIS logo for visibility. No exceptions.

This example shows the suggested logo placement on uniforms: a BGIS provided light blue long-sleeved shirt, BGIS hat, black pants and steel-toed footwear.

Please note: BGIS requires technicians to wear long-sleeved shirts to avoid/minimize a variety of injuries or health effects. Shirts should be made of lightweight cotton to reduce heat load.

All Team Members who are required to wear uniforms must go through the appropriate channels to acquire apparel. Please ask your Team Lead for further instructions. Questions can also be directed to your Marketing and Communications department.

On all shirts, the logo must be printed on the left chest measuring to 0.7 inches high regardless of which logo is used (Ex. WSI, McKinstry FMS).

On all hats, the logo must be printed front and centre measuring to 0.5 inches high.

Shirts



Shirts



Hats



6.3 Vehicles

Company vehicles need to display the BGIS Technical Services logo with URL on three sides. The logo must be placed on the driver's door, the passenger's door and on the rear of the vehicle at minimum (Fig. 1 and 3). Vans that do not have side rear windows can have the logo placed on both sides where the window would be (Fig. 2).

Below are examples of how the logo and company website is placed. For artwork files, please contact your Marketing and Communications department.

Fig. 1 - Logo on driver's side

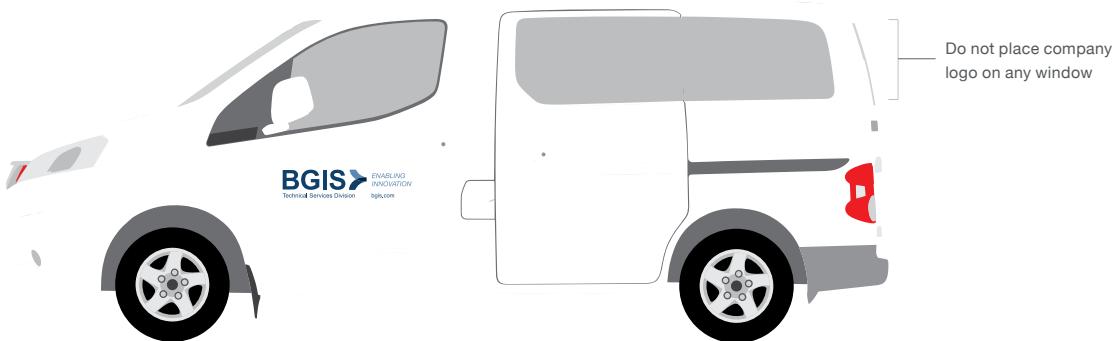


Fig. 2 - Logo on van without side rear windows

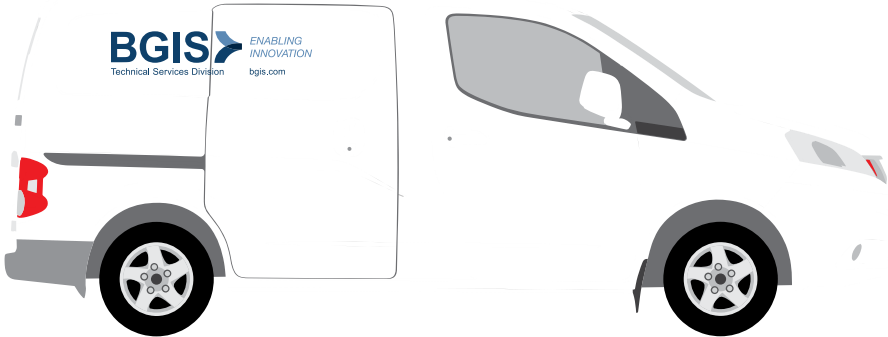
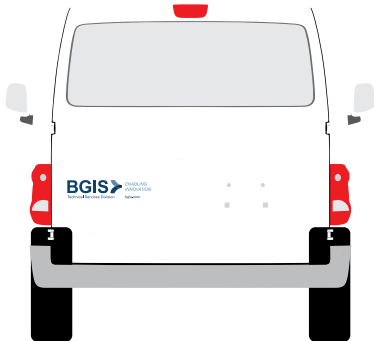


Fig. 3 - Logo on back of van



6.4 Swag and Accessories

Online eStore
An online eStore is currently in development, which will streamline how swag is ordered.

Promotional materials should emphasize the company logo. This page shows how the logo can be used for print, embroidery or engraving on accessories.

Suggested colours are white with the blue logo, or navy blue with the white logo. Please refrain from purchasing materials made using colours with insufficient contrast when paired with the logo.

Hats must be blue similar in tone to the BGIS logo, either dark or light blue. Alternatively, hats can be either all white (with colour BGIS logo) or black (with white BGIS logo). The logo can be centered on the front of the hat or off to the left side and must be 0.5 inches in height.

T-shirts, golf shirts, etc. should have the logo placed on the left side (above the pocket, if present). The logo must be 0.7 inches in height.

Please contact Marketing and Communications for design and ordering assistance.



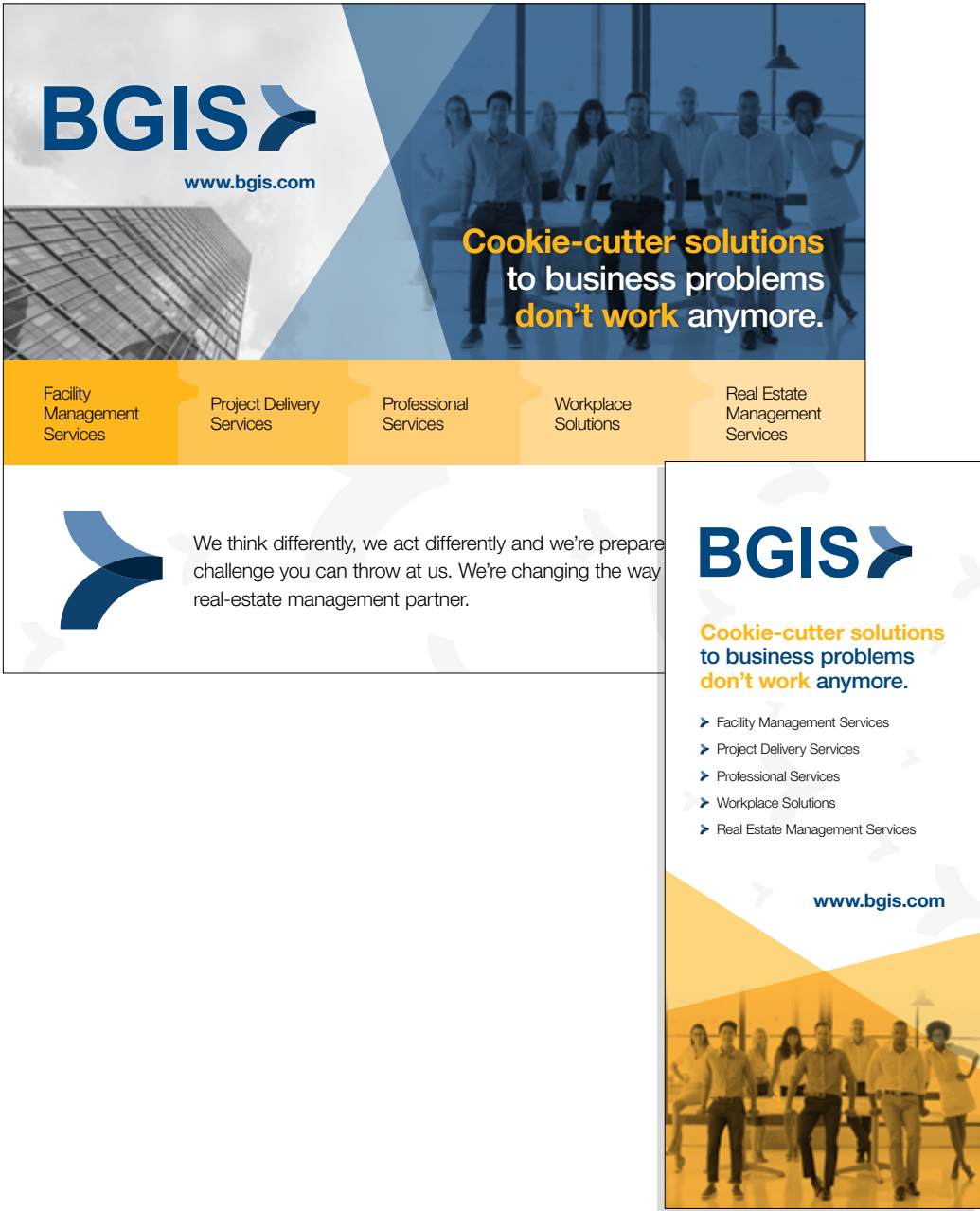
6.5 Large Branded Materials (North America)

These examples show the suggested design for large marketing materials in North America.

On large branded materials, the largest visual element should be the BGIS logo accompanied by our URL (www.bgis.com). Both the logo and URL should be placed at eye level and never near the bottom/floor of the design.

To obtain or develop banners or large marketing materials, please contact your Marketing Communications department.

Marketing Material Examples



6.6 Large Branded Materials (APAC)

Input on text

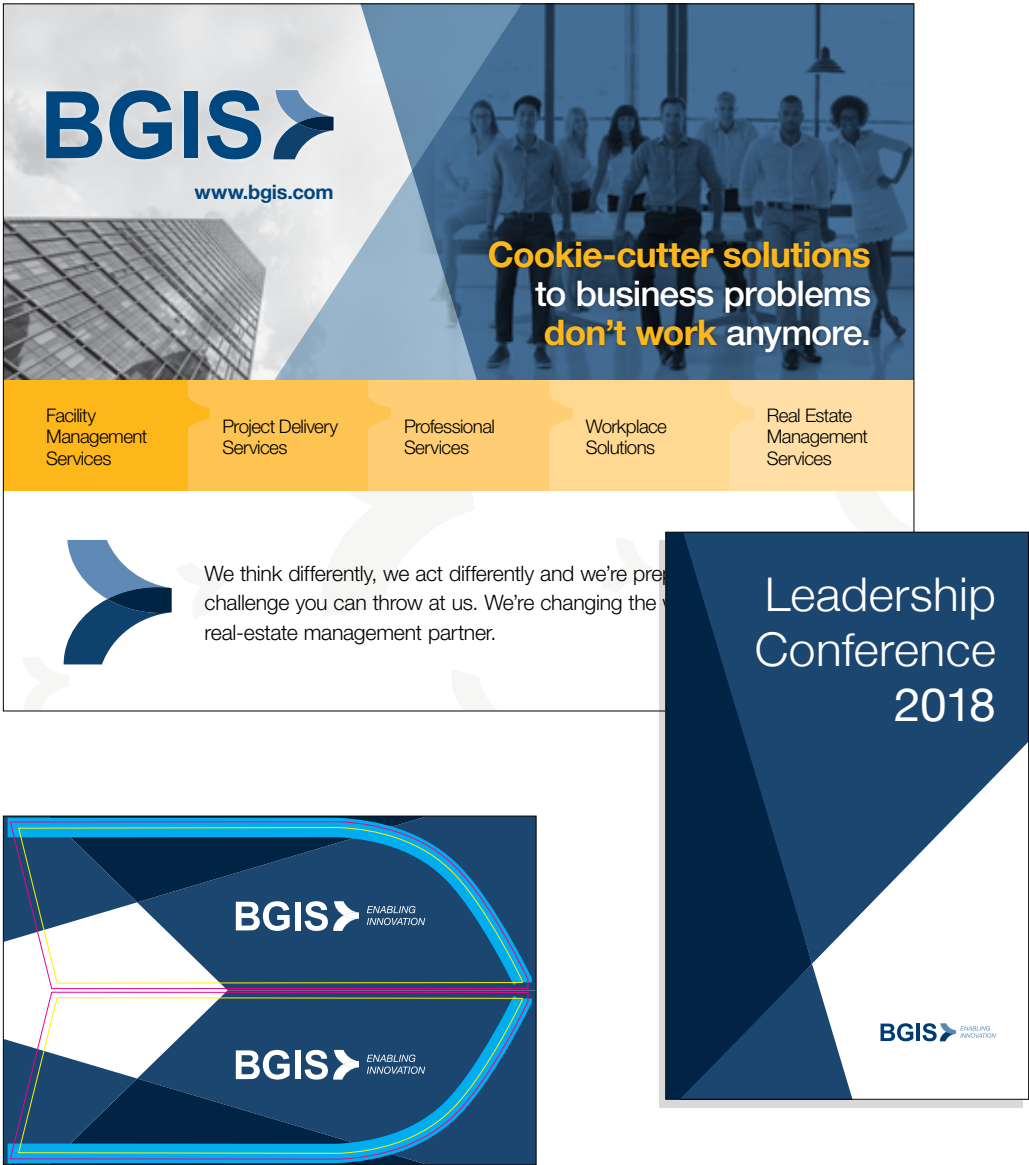
These examples show the suggested design for large marketing materials.

On large branded materials, the largest visual element should be the BGIS logo accompanied by our URL (www.bgis.com). Both the logo and URL should be placed at eye level and never near the bottom/floor of the design.

To obtain or develop banners or large marketing materials, please contact your Marketing Communications department.

Marketing Material Examples

What materials are shown?



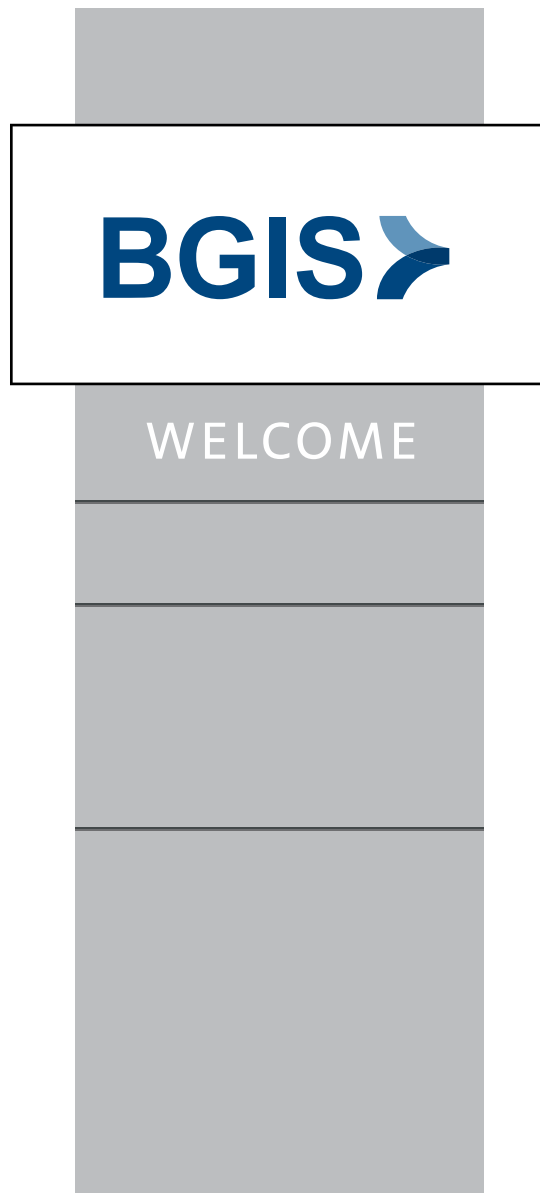
6.7 Outdoor Signage

The company logo must be displayed in the centre of the available signage area with sufficient white space around it.

It is best practice to keep a margin equal to the cap height, at a minimum.

If you have any questions or concerns regarding signage, please contact your Marketing Communications department.

Pylon Sign Example



6.8 Indoor Signage (Lobby, Reception, Wayfinding)

The company logo must be displayed in the lobby or reception area in our main buildings so visitors know they're in the right place. In addition, branded wayfinding signs will help visitors navigate the building as efficiently as possible.

All main indoor signs are to be brushed aluminum for consistency across all our locations.

If you have any questions or concerns regarding signage, please contact your Marketing Communications department.

Brushed Aluminum Sign Examples



60" wide x 15" tall - Wall Only



24" wide x 7.5" tall - Wall or Door

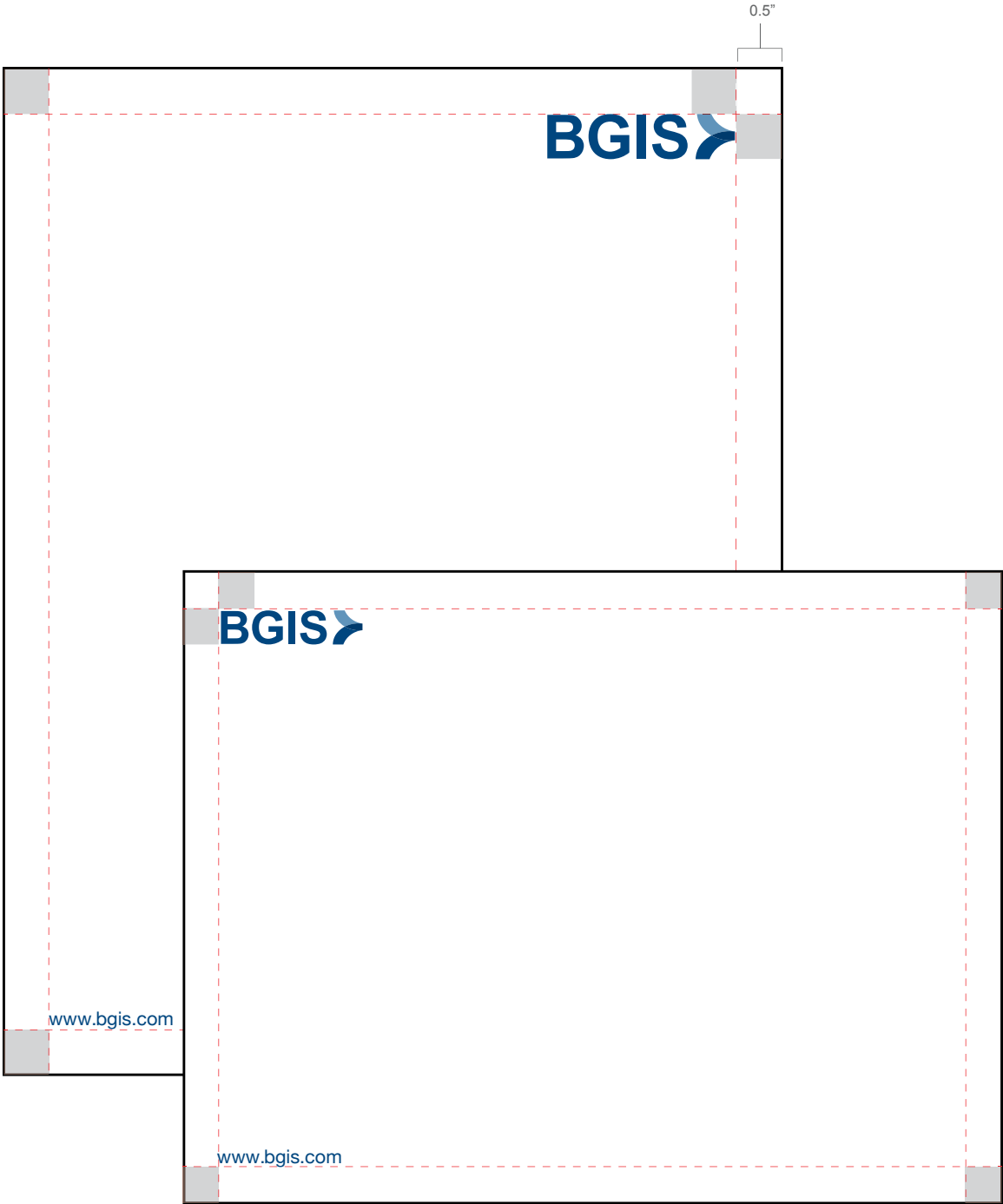


28" wide x 7.5" tall - Wall or Door

6.9 Print Advertisements

This example shows the suggested logo placement for print advertisements. The logo should be placed with a 0.5" margin in the top left or top right corner. The logo should be sized proportionally to content and context of the advertisement. The website should be placed in the bottom left corner.

Please contact your Marketing and Communications department for support developing all advertisements.



6.10 Online Advertisements

This example shows the suggested logo placement for online advertisements. The logo should be placed with a margin equal to the cap height of the logo in the top left or top right corner. The logo should be sized proportionally to content and context of the advertisement. The website should be placed in the bottom left corner.

Web advertisements that are smaller in size should not contain heavy copy, should contain strong visuals, and emphasize our company logo.

Please contact your Marketing and Communications department for support developing all advertisements.





These guidelines will help ensure that every expression of our brand reaches the high standards expected of BGIS.

To ensure we stay true to our brand, all designs must be submitted to marketingcommunications@bgis.com for approval before use.

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