

a guide to  
exponential possibilities.

exp BRAND STANDARDS



exp.



----- get to know us.

- 1 Introduction
- 2 Brand Overview
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building a brand is a  
collaborative project.

**IT TAKES A VILLAGE TO BUILD A BRAND.**

# let us be your guide.

This brand guide has been created to inform the **exp** team on the basics for using the **exp** corporate identity. Basically, it's a rule book that details the way our various documents, marketing collateral and logos should look.

Dull, you say? No way.

We've made it simple, enlightening and as useful as possible. Maintaining consistent design and messaging brings a level of professionalism and credibility to our stakeholders, and it increases the value of the **exp** brand. Plus, it just looks better.



# it's pure brandemonium!

Ours is just one of millions of names, icons, logos and mascots out there in the world. Few stand out in all that advertising noise that takes up space in a potential client's head.

Only those brands with the courage to be different, to be daring, to move and morph, collide and evolve, and get noticed.

We want a brand that builds an emotional connection with clients who rely on us for our expertise, quality, and services.

the **exp** brand is friendly, fun, intelligent, curious, innovative, flexible.

**The exp brand can only survive if we all live it!**

Brand champions are really storytellers who spread the word about **exp** and what we stand for to clients, friends, business partners. Hopefully this guide will also help you understand our mission, vision, and values — that it's all about smart people who are engaged, interested and who want to give our clients the best experience possible in every single way — through our knowledge, services, niche practices, global reach, approachability and commitment to building relationships.

Help us encourage proper use of the brand. Creation of new marketing materials should always be approved by the marketing department, so loop us in early.

*If you have questions about anything in this book, just ask us.*

jump  
on the  
brandwagon.





**exp** understands,  
innovates, partners,  
and delivers.



# on a mission.

**Our mission, vision and values set the foundation for the brand.** What's **exp's** purpose? What do we do out there in the world? That's where the mission comes in.

Which is great when someone asks you in the elevator what your company does. But where are we headed? What will the future be like? And that, my friends, takes vision.

**exp's** vision is a blueprint for growth. It articulates the direction for our future, so that we can all share and support in making the vision a reality.

With a mission to Understand, Innovate, Partner and Deliver, we provide professional, technical and strategic advisory services to the world's built and natural environments we offer a challenging and rewarding work environment to employees, and value to clients.



**exp** will be a  
leading global provider  
of professional, technical,  
and strategic advisory  
services.

# with a vision.

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Our vision is to create vibrant, sustainable communities. With a commitment to our employees, we will leverage our experience and expertise, create trusting and enduring relationships, ensure effective operations and financial strength, and act in a socially responsible manner.

Our Values articulate our standards and expectations — what's a good fit and what's not? It helps in recruitment efforts, and in seeking best in class clients — because the closer the fit, the more successful the relationship will be.

**Our Values:** Respect for People. Strong, Rewarding Relationships. Integrity. Innovative, Creative Spirit. Quality. Excellent Client Service. Community and Environmental Stewardship. Work/Life Balance.





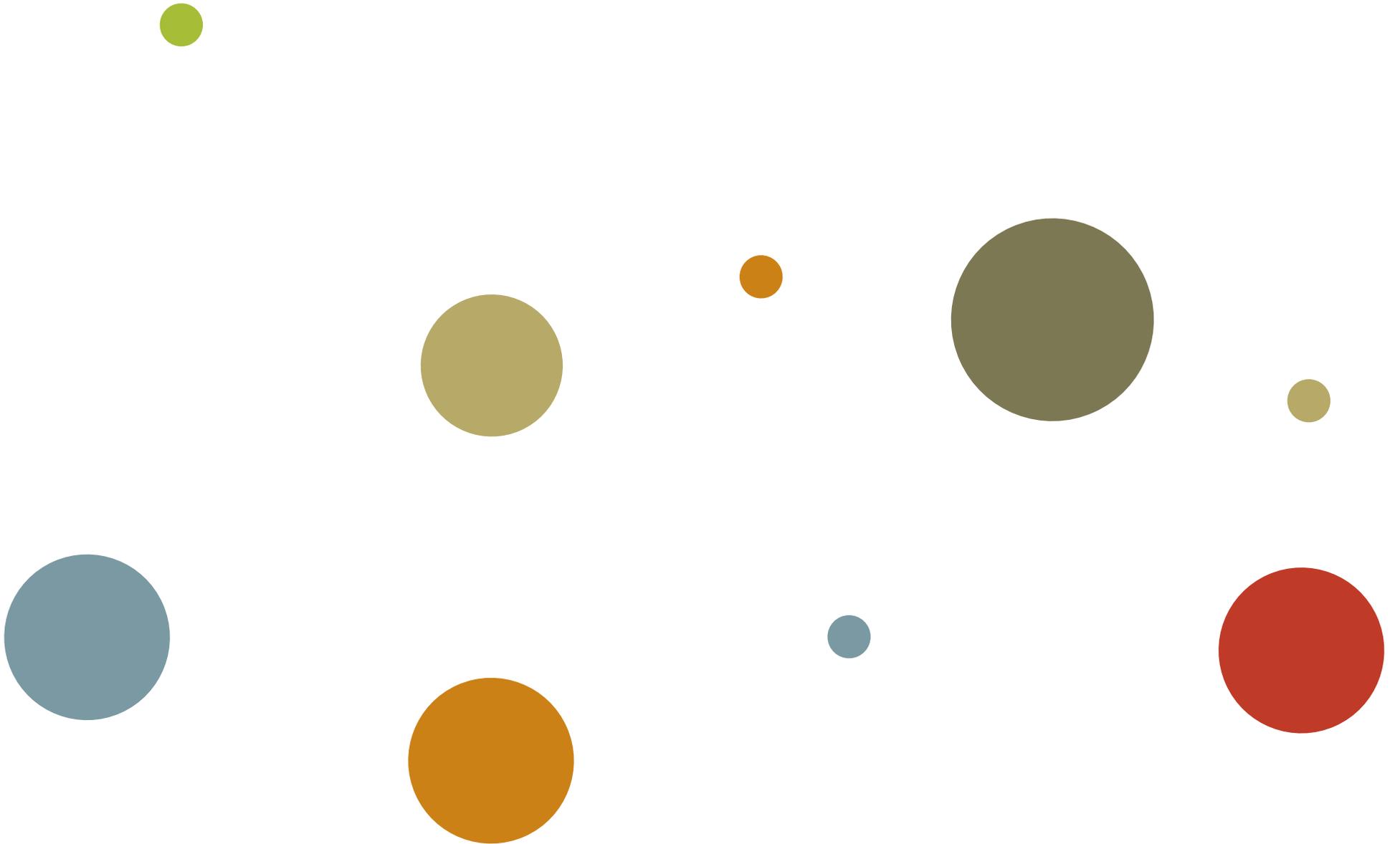
# making a **name** for ourselves.

**exp — What is it? What's it mean?** It's about our expertise, for sure. But it's also about the experience. About being *exponents*-[advocates, champions, representatives, advisors]; *experts*-[specialist, professional, experienced, knowledgeable]. It's about being *expeditious*-[quick, fast, prompt, efficient];

*expressive*-[eloquent, meaningful, vivid];  
*expansive*-[comprehensive]; *expedient*- [useful, advantageous, practical, prudent, fitting].

**exp** stands for the breadth of experience we have to understand, innovate, partner and deliver.

exp



# 12 connecting the dots.

**The inspiration for the brand, including the logo, was drawn from a kaleidoscope.** This concept represents our changing industry and lets clients know we're constantly innovating, improving, imagining, learning, motivating, and moving in new and exciting directions. It reflects the way we change and adapt to meet our clients' needs, our flexibility and helps visually connect the relational aspects of the way we do business; how we approach clients and each other to form long-lasting relationships.

**About that red dot.** It means a lot. Especially in kaleidoscopic terms — that dot is the core, the heart of our company. As you turn a kaleidoscope, the dot changes, it moves into place with other pieces, other dots. It's a metaphor for how we see ourselves as a

company. That we're collaborating and forming new teams for projects big and small. It's positioned in the center of the graphic icon for a reason, and it's used as a punctuation mark at the end of the name for the same reason — it graphically represents the idea that we're there at the beginning of a project through to the end; that we offer services from start to finish and everything in between.



# let's talk!

## Message & Tone.

Don't over-complicate. Be conversational. Always look for the simplest way to say what you want. We believe that a message is better read when it's simple to understand.

Talk the language of your client. They'll appreciate your honesty and simplicity. Don't be afraid to use plain and simple phrases.

## Our Tagline.

**exp** uses innovative strategies that pave the way for clients' exponential (i.e. steady increase) growth, not to mention our own.

We're about providing **exponential possibilities** to our clients and our employees. So we made it our tagline. And also, we just like the word exponent. It means: advocate, champion, representative, advisor.

Other taglines may be used from time-to-time to complement our marketing needs, but please leave the creation of those for the marketing experts.



exp LOGO



# logo use.

Full Color



One Color



Reverse



exp LOGO

## do's &amp; don'ts.

**Clear Space**

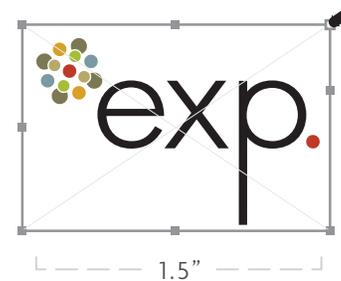
To protect the integrity of the Signature and stage it correctly, a minimum amount of clear space must be established.

The amount of clear space, indicated with the X, is proportionate to the width of half of the X in the Logotype.

**Minimum Size**

To ensure legibility, the minimum size for the Signature is 1.5" wide.

Artwork must be requested for use on a Signature scaled to less than 1.5 inches wide.

**Scale Ratio**

To ensure the brand consistency, the *scale ratio must be uniform.*

## exp LOGO

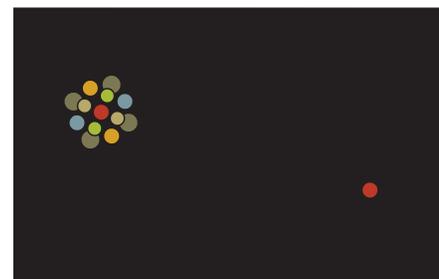
do's

don'ts

**Signature Backgrounds**

Special care is needed when applying the Signature over backgrounds or images. The Signature must always appear clearly and legibly on its background.

The background should be fairly uniform in tone and not obscure any portion of the Signature. The Signature should appear on a white background whenever possible. Always observe clear space specifications



our tagline.

exponential possibilities ●

**The Tagline.**

exp's tagline doesn't need to be used in conjunction with the exp corporate logo. Exponential possibilities can be referenced in copy, when appropriate. If the tagline is being used as a graphic element, the typography guidelines should be followed.

Other secondary phrases are used as campaign themes within certain marketing materials. HR Recruitment materials, for instance, may use the phrase **experience matters** ●.

exponential possibilities ●

┌-----2.0"-----┐

**Minimum Size**

To ensure legibility, the minimum size for the tagline is 2.0" wide.

Artwork must be required for use on a tagline scaled to less than 2.0" wide.

The background features a complex arrangement of overlapping geometric shapes in a rich gold color against a white background. These shapes include large, sweeping curves and sharp, angular forms that create a dynamic, modern aesthetic. The gold color is a warm, slightly muted shade, reminiscent of mustard or cognac.

exp TYPOGRAPHY

# our primary design font.

**Agenda.**

The Agenda type family is our primary design font. Agenda is a nice, friendly, simple font, great for headlines and text. Use Agenda wherever possible.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&\*()\_+



# our secondary design font.

## **Neutra Display.**

Neutra Display type is our secondary design font. Neutra is an open, fun, simple font. Use Neutra for headlines, call outs and to punctuate your message.

\* As a guide, the Neutra font should appear at 36 pt. size or greater in all lower case when using as a headline and 24 pt. size or greater for call outs. Discretion should be used by our designers.

A a

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%-&\*()\_+

# business document font.

**Arial.**

The Arial type family is our business document font. To ensure cross platform operability, Arial is the chosen font to represent our **exp** brand. Use Arial for email, online, and all business documents, including PowerPoint presentations.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&\*()\_+

# be bold, write it right!

**Here's the lowdown on how to write our name:**

- Keep it lowercase and bold, like this... **exp**
- Try not to begin a sentence with our name, but if you must, here's how to treat it... **Exp**







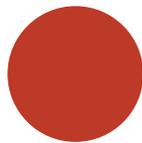
exp PALETTE

exp PALETTE

# our core brand colors

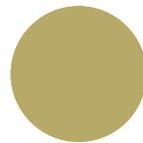
People react to many things in life (and business) on a subliminal level. Color is one of them. It's used to communicate all kinds of ideas and feelings. It connects you to others. There's a true scientific approach to it, but all people know is that it makes them

feel a certain way. And we've chosen a color palette that speaks to people. This palette says, hey, we're progressive. We're thought-provoking. We're also approachable, smart, friendly, energetic and innovative.



Rock the  
Dot Red

spot coated  
1805c  
spot uncoated  
1805u  
printed CMYK  
5 97 90 11  
digital cmyk  
0 90 83 23  
rgb  
204 38 43  
hex#  
aa272f



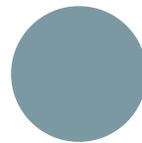
KaleidoTaupe  
– Light

spot coated  
4525c  
spot uncoated  
4515 u  
printed CMYK  
30 27 70 0  
digital cmyk  
19 13 51 3  
rgb  
203 197 140  
hex#  
b2a066



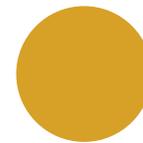
Green from  
the Get Go

spot coated  
583c  
spot uncoated  
583u  
printed CMYK  
37 10 100 0  
digital cmyk  
30 5 100 0  
rgb  
191 205 49  
hex#  
a8b400



Deja  
Blue

spot coated  
5425c  
spot uncoated  
5425u  
printed CMYK  
56 30 31 0  
digital cmyk  
47 22 22 0  
rgb  
139 173 185  
hex#  
7d9aaa



Orange  
Crush

spot coated  
7413c  
spot uncoated  
7413u  
printed cmyk  
18 54 100 0  
digital cmyk  
0 35 90 9  
rgb  
230 161 47  
hex#  
d47b2u2



KaleidoTaupe  
– Dark

spot coated  
7497c  
spot uncoated  
7497u  
printed cmyk  
54 47 77 20  
digital cmyk  
44 37 64 0  
rgb  
156 149 113  
hex#  
665a33

*\*Important: Colors are presented as a result of mathematical calculations. Conversions may appear inaccurate based on different substrates, screens, printers, projectors, lighting etc.*



exp PHOTOGRAPHY

# imagery

## **photography**

Imagery is a large component of our brand. Photos should be of high quality, in content and in resolution. To bring our projects to life, be sure to use images which easily convey our work.

# overview.

*Our brand features three ways to use photography:*

- *As a human element.*

Using people and projects together puts a face on the work we do.

- *As a graphic element.*

Photographs inserted into the core elements of the logo design, can be fun and visually interesting. To add a little something to the design, consider using a photo inside our brand's iconic element.



- *As a linear element.*

As a complement to our circular design direction, using photography in a linear way will add depth and dimension.

# usage

## People Photography:

Images of people should be realistic, and not have a staged feel to them. The clichéd boardroom shot is NOT what we're after; instead use friendly, casual, approachable shots. Natural lighting is preferred. If you choose to relate people images to projects, please ensure that the images have relevance to each other.



## Stock Photography:

Creating a look and feel that is reflective of our brand requires the use of stock photography that isn't "staged." Go for shots that use natural lighting, and realistic situations.

# usage

## **Project Photography:**

Representing the scope of our work, project shots really bring home every aspect of what we do.

Look for interesting shots that are dynamic and representative of our services. They'll be used in a wide variety of collateral, so make sure they are of good quality, too. Avoid images that are grainy, abstract or where the perspective is skewed.



*\*Model Releases are required for all People photography (except purchased stock). When using photography supplied by a professional photographer (not including purchased stock), a Photographers Release is MANDATORY, and MUST be in place prior to any use. A copy of all release forms should be filed with Corporate Marketing.*



# whew! you made it!

**If you've made it this far, consider yourself one of our brand ambassadors.**

You know that our logo should never be squashed, or pink, or stretched within an inch of its life!

You also know that Agenda, Neutra Display, and Arial are our fonts, and the red dot demonstrates that our brand begins and ends with you. Exciting stuff, right?

And while you might be tempted to run out and create some new documents, the good news is that the Marketing department has created

templates for almost any document you can think of. Letters, labels, qualification packages, PowerPoint templates, we've got 'em all. And here's the best part — it's free for the taking. Just look for them in the new branding channel of the intranet.

We also encourage you to utilize us if you need something designed. No one is more familiar with the standards than our marketing team. But please don't call us last minute ... we can move mountains ... but make miracles, not so much.

exp•com