

HELMSBRISCOE



Corporate Identity

HelmsBriscoe Graphics Standards

Corporate Identity

We are very excited to share our new color palette for HelmsBriscoe presentations, marketing and collateral materials. The HelmsBriscoe logo and brand are key elements of our corporate identity; they are graphic representations of who we are as a company and are a great advantage of being a part of HelmsBriscoe. Keeping our entire branding and color palette consistent is a win for everyone and will only help to enhance our brand and presence in the marketplace.

As the largest site selection company and true pioneers in the industry we have, since 1992, benefited collectively from building one united brand. To aid in that effort we have created this Graphic Standards and Corporate Identity Manual which provides specific information about our logo, graphic standards and style including colors, typefaces and logo uses.

Please do your best to work within these standards and policy so we can all enjoy and benefit from a consistent brand and common identity.

Please share this information with printers, sign makers, clothing vendors and anyone else that is reproducing the HelmsBriscoe logo.

All of the information contained in the Graphic Standards and Corporate Identity Manual can be found on the Company intranet in the Communications section. If you have any questions or desire additional information please contact HelmsBriscoe's Manager of Communications, Lisa Sagstad.

Thank you,



Greg Malark

Chief Operating Officer
HelmsBriscoe



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Logo Standards

In order to maintain a consistent image in every application, it is very important to pay attention to the color and spacing of the logo. The artwork for all logos are available on the HelmsBriscoe intranet:

<http://company.helmsbriscoe.com/HBCommunications.com.aspx>

Logos print PMS 404 Grey, PMS 200 Red. Please see color matching instructions on page 6 of the guide.

Standard Logo



HB Logo



Cursive Logo



Standard Logo with Tag Line



Easy. Smart. Trusted. Tag Line

Easy. Smart. Trusted.

HB Cares Logo



Fonts Standards

Typography is the style and appearance of letters on printed materials. Ensuring brand integrity includes using fonts that greatly add to the cohesive look of the brand, visually binding everything into a consistent quality look.

Avenir for brochures

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri for email

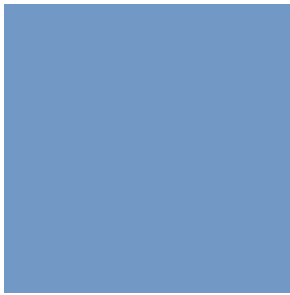
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Century Gothic for PowerPoint

Titles 36 point and body is 28 point
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Pantone Color Matching Palette

Color is the most instantaneous method of conveying messages and meaning. It attracts the customer's eye and works in harmony with the brand position and creative strategy to create a unique identity. Colors can also express the intention and purpose of the Company's services. Consistent use of color from our logo color palette will help build greater visibility and recognition.



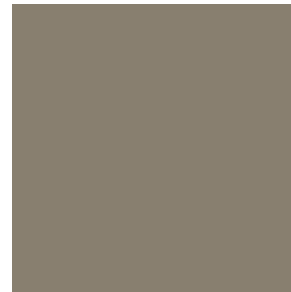
PMS 652 PC Blue
Coated
62 C 28 M 2 Y 3 K
112 R 144 G 183 B
HTML 7090B7
Uncoated
54 C 24 M 0 Y 4 K
125 R 149 G 183 B
HTML 7D95B7



PMS 200 PC Red
Coated
3 C 100 M 66 Y 12 K
183 R 18 G 52 B
HTML B71234
Uncoated
3 C 88 M 62 Y 10 K
185 R 78 G 94 B
HTML B94E5E



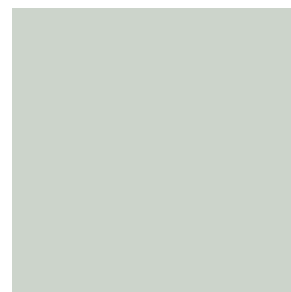
PMS 7490 PC Green
Coated
54 C 7 M 79 Y 21 K
106 R 150 G 59 B
HTML 6A963B
Uncoated
53 C 6 M 82 Y 11 K
122 R 157 G 106 B
HTML 7A9D6A



PMS 404 PC Grey
Coated
18 C 23 M 27 Y 55 K
119 R 111 G 101 B
HTML 776F65
Uncoated
45 C 38 M 44 Y 4 K
133 R 127 G 121 B
HTML 857F79



PMS 462 PC Brown
Coated
28 C 48 M 71 Y 72 K
88 R 69 G 40 B
HTML 584528
Uncoated
30 C 39 M 86 Y 42 K
117 R 105 G 84 B
HTML 756954



PMS 5655 PC Lt Green
Coated
17 C 4 M 16 Y 12 K
187 R 198 G 185 B
HTML BBC6B9
Uncoated
24 C 8 M 22 Y 1 K
180 R 192 G 180 B
HTML B4C0B4



PMS 466 PC Tan
Coated
5 C 17 M 42 Y 14 K
199 R 179 G 127 B
HTML C7B37F
Uncoated
5 C 18 M 47 Y 15 K
189 R 166 G 125 B
HTML BDA67D

The selected colors are taken from the Pantone® Matching System (PMS) "Color Bridge/Coated (C)" and "Color Bridge/Uncoated (U)." They are the industry standards for color matching and printing. Do not use this guide for proofing colors. Always match colors using the appropriate Pantone® swatch book.

Photography

HelmsBriscoe has a selection of professional photographs to assist you in preparing marketing materials. Below are some examples of the type and style of photography that should be used to promote our Company and services. Photos are available for download at: <http://company.helmsbriscoe.com/HBCommunications.com.aspx>



HelmsBriscoe Global Headquarters



HelmsBriscoe Finance & Accounting Annex



HelmsBriscoe Corporate Brochure Photos

Additional Information

Logos – All logos are available in the Communications section of the HelmsBriscoe Intranet. Questions can be directed to the Manager of Communications.

Photographs - All photographs are available in the Communications section of the HelmsBriscoe Intranet. Questions can be directed to the Manager of Communications.

Ordering Stationery – To request HelmsBriscoe letterhead and envelopes please contact your RVP or Local Leadership.

Electronic Letterhead – E-letterhead templates are available in the Communications section of the HelmsBriscoe Intranet. Questions can be directed to the Manager of Communications.

Ordering Business Cards: Orders can be placed with Ironwood at <http://www.cgxsolutions.com/helmsbriscoe/index.asp>

For additional assistance contact Christine Williams at cwilliams@helmsbriscoe.com or 480.718.1130.

Ordering Brochures, Inserts and Pocket Folders – To request HelmsBriscoe tri-fold brochures, brochure inserts or presentation pocket folders please contact your RVP or Local Leadership.



The HelmsBriscoe Communications team is here to help you.
Please contact us at 480-718-1111 if you have any questions
or are in need of additional information.

Greg Malark, Chief Operating Officer
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Lisa Sagstad, Manager of Communications
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Alyssa Marty, Communications Coordinator and Assistant to the COO
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Mission Statement

HelmsBriscoe's mission is to be the most highly respected, trusted and sought after meeting resource firm worldwide. We are committed to exceeding the expectations of our Clients and Travel Partners by providing excellent value and exceptional customer service.

