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BRAND MANUAL

Click on the menu links to the left to learn about CB&I's brand identity and how to follow brand guidelines, policies, and processes.

A World of **Solutions**



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Why do we need a brand manual?

- To increase CB&I's name recognition in the marketplace through effective use of the logo, design and appearance—enhancing marketing and sales efforts
- To avoid distortions and deviations from the true design and character of CB&I that cause brand confusion, detract from brand recognition and “cheapen” the brand image
- To encourage respect for what the brand stands for and the effort it takes to uphold the trust and confidence our clients have in CB&I
- To educate third-party vendors on how to use our logo and design elements properly
- To ensure we follow legal guidelines for the proper use of certain names and logos that are federally registered with the United States Patent and Trademark Office and with similar offices in countries around the world

A great brand doesn't just “happen”—brand excellence requires respect, care and protection of our brand by all CB&I employees.



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Who manages the brand?

- The Global Marketing department is responsible for developing and enforcing the CB&I brand identity (correct usage of logos and maintaining a consistent appearance and messaging throughout the Company)
- CB&I's policy requires that development of all marketing materials, which include but are not limited to brochures, fliers, signage, stationery, advertising, displays, and promotional campaigns, will be managed by the Global Marketing department
- All materials that are created outside of the approved process are in violation of corporate branding standards and may compromise the Company's legal rights to trademarks and trademark registrations

The Global Marketing Team is here to help you with any branding needs and questions.



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The CB&I Logo



4-color (CMYK)



Outline Black & White



Outline 1-color



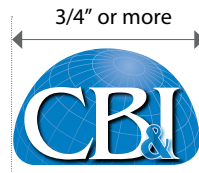
RGB



Solid Black & White



Solid 1-color

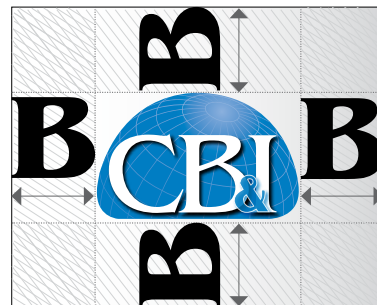


Minimum Size

The logo should appear at least 3/4" in width. Smaller sizes may result in compromised reproduction.

Open Surrounding Area

The logo should be surrounded by open space to keep it free of distracting elements. The dashed area (width of the "B" in the logo) shows the minimum amount of space that should surround the logo.



Logo Color

Pantone 285 C



CMYK: 89-43-0-0
RGB: 0.125.195

Logo Font

Benguiat BK BT

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Logo Type & Uses



4-color (CMYK)

- Marketing materials
- Stationery
- Signage
- Promotional materials



RGB

- Electronic
- Websites



Outline B&W

- Embroidery
- Engraving
- Monument signage
- Promotional materials



Solid B&W

- Forms
- Documents
- 1-color materials



Outline Blue

- Embroidery
- Promotional materials



Solid Blue

- Color forms
- Color documents
- 1-color materials

Have a logo request? Please refer to the CMS logo request form and email it to marketing@CBI.com. For presentation use please visit [iShare > Corporate Planning > Global Communications and Marketing > Branding & Brand Management](#).



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A World of Solutions

Acceptable Color/Logo Combinations

On Dark



On White or Light



On Blue



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Logo Dos and Don'ts



Go For It:

- Download approved logos from Marketing & Communications intranet page and use as provided and according to guidelines below

Check List:

- Does logo appear exactly as provided (not stretched, skewed)?
- Does logo have at least the minimum required open surrounding area?



Never:

- Create a modified copy of our logo or encourage any third-party vendor to attempt to recreate our logo
- Stretch or skew a logo—always scale proportionately
- Separate our logo to use a portion as a graphic
- Change the color of provided logo (standard, black & white, and 1-color versions are available)
- Break apart or otherwise modify the logo
- Outline the logo
- Use a transparent logo
- Type a company name next to the logo



Ask For Help:

- If you have a vendor requesting our logo
- If you have questions regarding color combinations
- To create any new marketing materials, such as an advertisement brochure, flyer, etc.
- To review any new marketing materials being prepared for to external audiences



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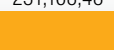
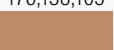
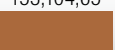
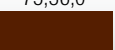
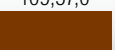








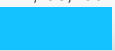



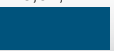
A World of **Solutions**

Colors

Basic Color Palette (Flysheets, Brochures, Pocket Folders, Advertisements, Trade Show Graphics, Presentations)

Pantone 285C  CMYK 89.43.0.0 RGB 0.125.195	Pantone 540C  CMYK 100.64.0.60 RGB 0.58.102	Pantone Black  CMYK 0.0.0.100 RGB 0.0.0	60% Black  CMYK 0.0.0.60 RGB 125.124.124	40% Black  CMYK 0.0.0.40 RGB 169.168.168	Pantone 158C  CMYK 0.69.100.0 RGB 243.116.33
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Suggested Color Palette (Proposals, Reports, PowerPoint, Web Sites)

0,48,98,0 224,149,50 	0,58,100,0 220,133,46 	0,78,100,0 212,95,43 	0,88,100,0 208,72,42 	0,98,100,0 204,42,41 	0,100,73,14 178,26,60 	31,83,0,34 113,55,112 	0,100,73,34 144,16,47 	31,100,73,34 111,27,51 
0,38,100,0 231,168,48 	13,41,56,15 176,138,105 	19,58,80,21 153,104,65 	0,68,100,80 75,36,0 	0,68,100,60 109,57,0 	0,68,100,40 142,76,26 	0,68,100,20 177,96,37 	0,69,100,0 215,113,44 	0,55,80,0 222,138,76 
100,28,90,12 49,121,80 	73,42,100,0 106,128,72 	61,22,100,0 132,159,74 	60,41,0,7 111,129,183 	60,41,0,7 111,193,255 	100,29,0,11 0,124,185 	100,9,0,11 0,145,204 	100,9,30,11 18,143,162 	100,68,30,12 43,84,122 

Tagline Colors

A World of **Solutions**

Black 60% / CMYK 0.0.0.60 / RGB 102.102.102

A World of **Solutions**

Pantone 158C / CMYK 0.69.100.0 / RGB 243.116.33



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Typefaces

Standard Sans-Serif Fonts:

Myriad Pro Bold, used for headings

Myriad Pro Regular, used for small amounts of body copy

Myriad Pro Light, used for large amounts of body copy

System Replacement Font: Arial Regular, **Arial Bold**

Standard Presentation Fonts:

Calibri, Arial, and Myriad Pro

Standard Serif Fonts:

Adobe Caslon Pro, used for flysheets, newsletters, proposals, and reports

System Replacement Font: Times New Roman Regular

Logo Fonts:

Benguiat is the typeface used in the CB&I logo, but never attempt to create your own logo. Please contact the Global Marketing department for guidance on any logo you are seeking



Benguiat BK BT

Logo Fonts:

A World of **Solutions**

Myriad Pro, used for "A World of" **Myriad Pro Bold**, used for "**Solutions**"



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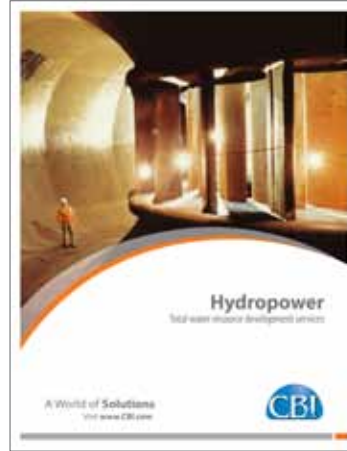
CB&I Logo Merchandise

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Marketing Material Examples



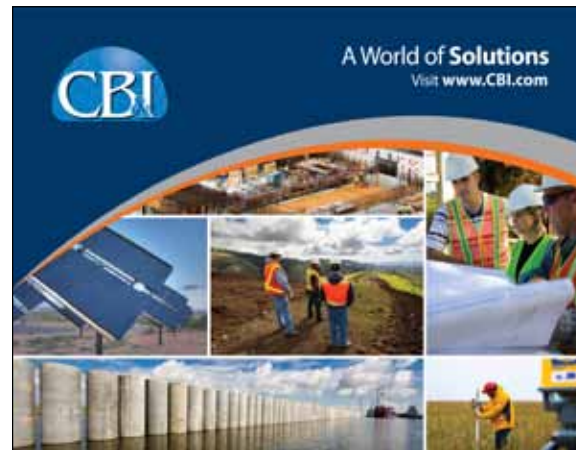
Brochure



Flysheet



PowerPoint



Trade Show Booth



Banner Stands



Advertisement

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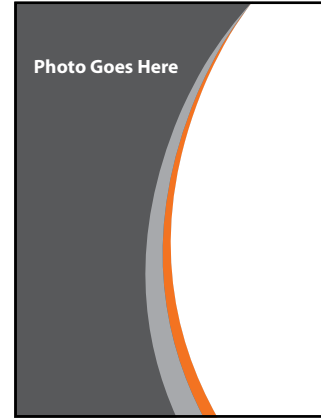
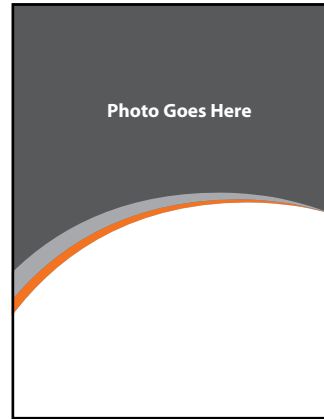
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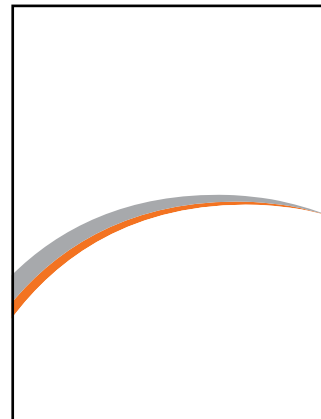
Orange and gray arches element



Footer / Orange and gray arrow element



White and Blue background options:



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Global Marketing would like to remind all employees that CB&I company policy requires all logo merchandise and specialty items to be ordered through our special purpose website: www.cbimerchandise.com. The website features a wide variety of items that are appropriate for personal use, for special events such as employee celebrations and safety milestone recognition, and for trade show giveaways and other client relations activities. Orders placed on this website should be charged to a specific company charge code (overhead code or project number) and as a last resort using a company credit card. If items are for personal purchase a personal credit card is required.

There are a number of advantages to using the site, including:

- Volume discounts
- Vendors are pre-qualified, so we can be assured that logos are reproduced properly
- Turnaround time on stocked items is minimal
- Turnaround time on custom orders is reduced since artwork is ready and on-hand

The website has a large number of items in stock, and custom orders can be accommodated.

Our goal is to provide a convenient method for employees to obtain high-quality, competitively-priced logo merchandise that is produced in accordance with our brand guidelines.

For assistance contact Cindy Dumas, Senior Director - Client Relations, Events and Tradeshow, in The Woodlands office by phone at +1 832 513 1832 or by email at cdumas@cbi.com.



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A World of Solutions

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For any questions or concerns please visit [iShare > Corporate Planning > Global Communications and Marketing > Branding & Brand Management](#).
Need further assistance? Please email marketing@CBI.com

iShare Global Communications and Marketing

Operating Groups Corporate Employee Center Our Brand CMS Contact

Communications and Marketing

- Overview
- Branding
- Marketing Material
- Advertising
- Media Relations
- Employee Communications
- Strategic Messaging and Market Research
- Resources
- CBI's Marketing Resource Center
- Site Contents

Branding & Brand Management
Services include managing the use of our logo and company name; maintaining our visual identity through the consistent use of design elements, color palette and templates; and providing resources and templates for employee use.

Media Relations
Services include writing and distributing press releases; planning and managing executive interviews; responding to media inquiries; and monitoring major media mentions.

Employee Communications
Services include developing and distributing company-wide and targeted iShare and email communications and providing strategic communications campaigns for company initiatives and events.

Marketing Material
Services include creating and managing CBI's marketing collateral consistent with brand standards and maintaining CBI's Marketing Resource Center.

Advertising
Services include developing and managing advertising for the company, including comprehensive messaging, design and production services, as well as placement with appropriate media outlets.

Strategic Messaging & Market Research
Services include developing strategic messaging and campaigns; performing market research; writing executive speeches and reviewing papers and presentations.