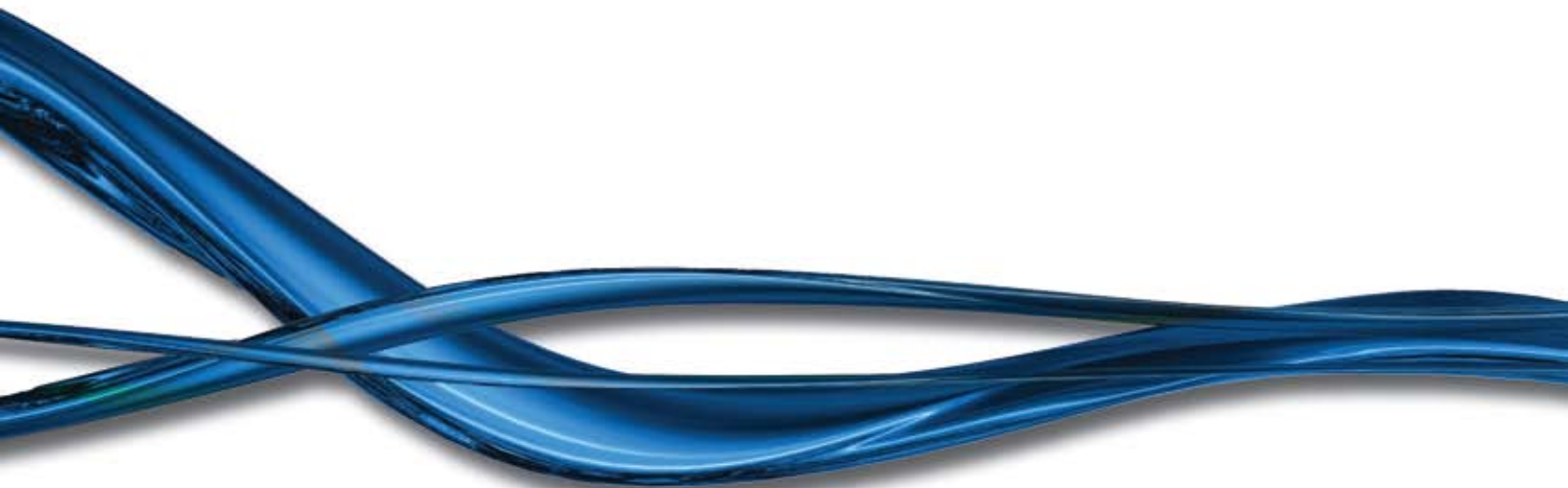




Corporate Identity Standards

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Introduction

An organization's corporate identity is the most important element of its image. Because of its potential for credibility and influence, and the impression it has on its public, a corporate identity could be considered the foundation of all marketing and communications efforts. An effective identity – one that is easily recognized and visually appealing – is quite powerful.

Above all, an organization's corporate identity should demonstrate its commitment to quality, its staff, its public and most importantly, to its own goals. It must make a memorable impression, one that clearly communicates the company's basic mission and philosophy and reflects its significance. A single, consistent message, therefore, is key.

Purpose of this Manual

The primary purpose of this Corporate Identity Standards Manual is to provide guidelines and specifications for the use and presentation of the EMS logo. It includes examples of how and how not to use the corporate logo in a variety of materials and situations. It is very important that these standards are applied when the identity is incorporated into all communications to create familiarity and maintain consistency and continuity.



The Corporate Hallmark

The logo or Corporate Hallmark incorporates a number of design elements and type. Unlike more traditional logos the EMS Hallmark has two identifying characteristics (the logo-symbol and the logo-symbol) that may be used separately.

To ensure that the Corporate Hallmark is displayed and implemented effectively, presentation standards are essential. When the hallmark is treated consistently it becomes the visual corner stone that supports the message and identity of EMS across the entire organization in all services and functions.

Requirement for Space Around the Hallmark.

In order for the hallmark to aptly represent EMS, it must be displayed in a prominent, uninterrupted manner. This means the signature must never be cluttered by other elements such as text, photographs, illustrations or background textures. Space, therefore must always exist around the signature. The minimum of such space can be defined as “X” as shown below in proportion to the size of the hallmark used.



The Regional Hallmarks

The Regional Hallmarks were designed based on the Corporate Hallmark and include a descriptive name identifying the Region. Each Hallmark has been carefully typeset and letter spaced and should never be altered in any way.

The Regional Hallmarks convey the various countries EMS operates in. The Regional Hallmarks can be used in Local Advertising, Country Micro-Web-sites, Country Specific Letterhead and Stationery.

For a comprehensive list of media applications, please refer to pages @@ of this Manual.



The Hallmark System

Below is an overview of the Hallmark system. It organizes the signatures based on color, positive and reverse environments. There are 3 approved versions. The images below are used as illustrative examples. The guidelines apply to both the Corporate and Regional Hallmarks.



Using the Corporate and Regional Hallmarks in Media

There are two primary types of communications: Corporate & Regional.

The Corporate Hallmark should be used when communications represents the brand at large; represents the company or corporate voice of the EMS organization; or represents two or more Regions.

The Regional Hallmark should be used when a communication represents the services offered that are specific to or delivered by a single Unit.

Please note: A Regional Hallmark may use the Corporate Hallmark as an alternative. When the Corporate Hallmark is used in lieu of a region the full name of the region should be used in the copy of the communication. This helps to expand the value of the EMS Brand and clarify the overall message. Refer to the chart below for a listing of appropriate applications with various Media.

Media Item	Corporate Hallmark	Regional Hallmark
Letterhead	Yes	Yes
Business Cards	Yes	Yes
Administrative Forms	Yes	Yes
Building/Office Signs	Yes	Yes
Company Newsletter	Yes	No
Apparel/Promotional Items	Yes	No
Print Advertising	Yes	Yes
Direct Mail	Yes	Yes
Trade Shows	Yes	No
www.emsglobal.net	Yes	No
www.emsglobal.ca	No	Yes
www.emsglobal.com.mx	No	Yes
Sponsorships	Yes	Yes
Corporate Brochures	Yes	No
Region Specific Brochures	No	Yes

Color Palette

A palette of primary colors has been developed which comprises the 'one-voice' color scheme. Consistent use of these colors will contribute to the cohesive and harmonious look of the EMS brand identity across all relevant media.

Color Use

Color fields are used to highlight headlines, frame the visuals and increase the stopping power of a communication piece. When choosing a color select those that complement the key visuals for the greatest impact. For added emphasis, colors from the palette can also be applied to type in a solid, or tint.

Tinted color fields can be used to highlight areas of a piece that contain special information.



Typography

Typography plays an important role in communicating an overall tone and quality. Careful use of typography enforces our personality and ensures clarity and harmony in all EMS communications. We have selected Trade Gothic for headlines, and Agenda for body text, which helps inject energy and enthusiasm into the entire EMS communications, as the primary corporate typefaces.

Trade Gothic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Agenda (Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Avoiding Common Errors

The hallmark is one of EMS's most valuable corporate assets and the equity in the identity must not be depreciated in any way. Adhering to these guidelines will ensure proper reproduction and application. The examples below illustrate some of the most common application errors.



Do not alter the proportions between the logo symbol and the logo type.



Do not stretch, condense, or distort the hallmark in any way.



Do not add a highlight or other decorative devices to the hallmark.



Do not replace the EMS logo type with another typeface. The logo type has been carefully drawn and letterspaced.

Questions?

If you have questions about using the hallmark, please direct these to:

EMS Corporate Communications
2000 Bering, Suite 600
Houston, TX 77057

Tel: 713 595 7613

E-mail: Hallmark@msglobal.net

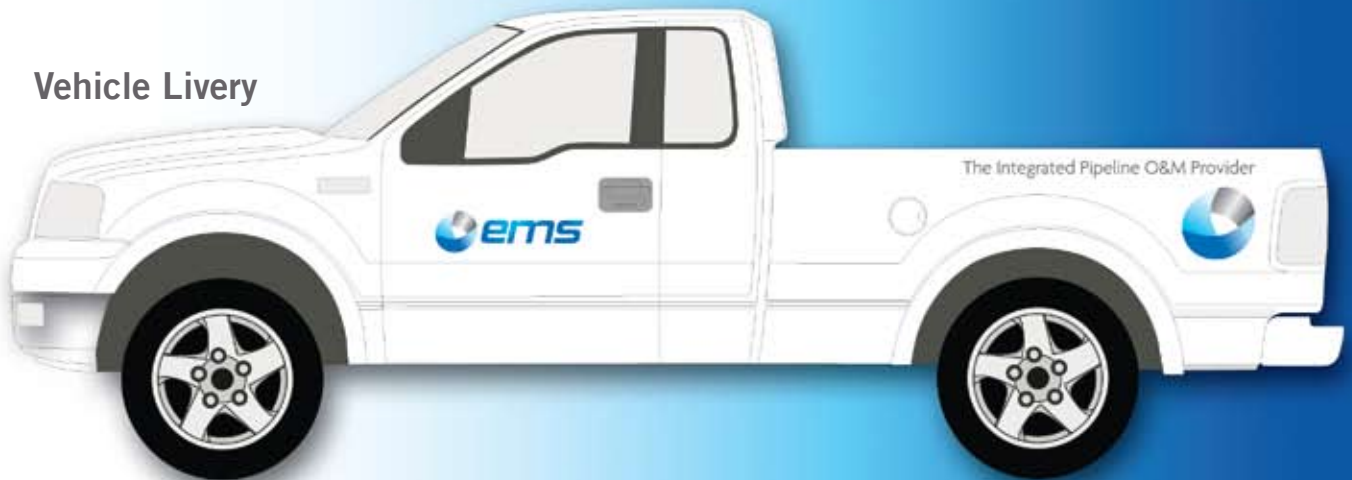




Exterior Sign



Apparel



Vehicle Livery



The EMS Hallmark

The hallmark is stylized from three interlocking 'Arms'. The formation of the interlocking Arms represent the integration of the EMS services. The strong visual feature of the logo symbol and logo type represent our professionalism of providing a full range of superior integrated services across the energy industry.

The Integrated O&M Provider

A decorative graphic at the bottom of the page, consisting of several overlapping, wavy, blue ribbons that create a sense of motion and depth.