



Brand Identity

GUIDELINES & STANDARDS

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BRAND STRATEGY



BRAND IMPRESSION

You are the Precision Environments, Inc. brand ambassadors.

First impressions are lasting, as is every subsequent brand experience. We want every impression that our brand makes to be positive and meaningful. Every contact with our brand is an opportunity for us to demonstrate our commitment to the success of our customers. As brand ambassadors, every one of us can directly enhance the power and meaning of our brand by the impression we make.

The purpose of this plan is two-fold: to provide strategic as well as tactical guidance in developing brand communications and to inspire creativity.

WHY ARE BRANDS IMPORTANT?

Our brand is a business asset that can be used to build deep, lasting, and loyal relationships with all key stakeholders. It also has the power to align organizational structure, operations and, culture with the Precision Environments' brand's mission, vision, values, and image.

Our brand is shorthand for what we stand for in the market, and for that reason, customers will make the decision to do business with us, in part, on the strength of our brand. It's why our customers choose to do business with us and why our people choose to work here.

Our brand is present in everything that we do. Below are some examples how our brand is brought to life through materials, behaviors, experiences, and what matters most, the value we bring to our customers.

- Brochures/Collateral
- Products/Services
- Web Sites
- Recruiting
- Proposals/Contracts
- Culture/Employee Behavior
- Animation
- Sales Materials
- Advertising
- Trade Show Booth Signage
- Thought Leadership
- News Releases
- Video News Releases
- Fax Cover Sheet

BRAND CONSISTENCY

Brands are communicated through many channels. Each and every point of contact we have affects our brand image directly – **Brands must be consistently communicated at every intersection with the customer.**

The strength of a brand is only as strong as its ambassadors, be it employees or marketing communications that speak to customers. The more focused a brand is, the more focused the company looks. A strong brand experience reflects our best and attracts the best.

VISION & VALUES

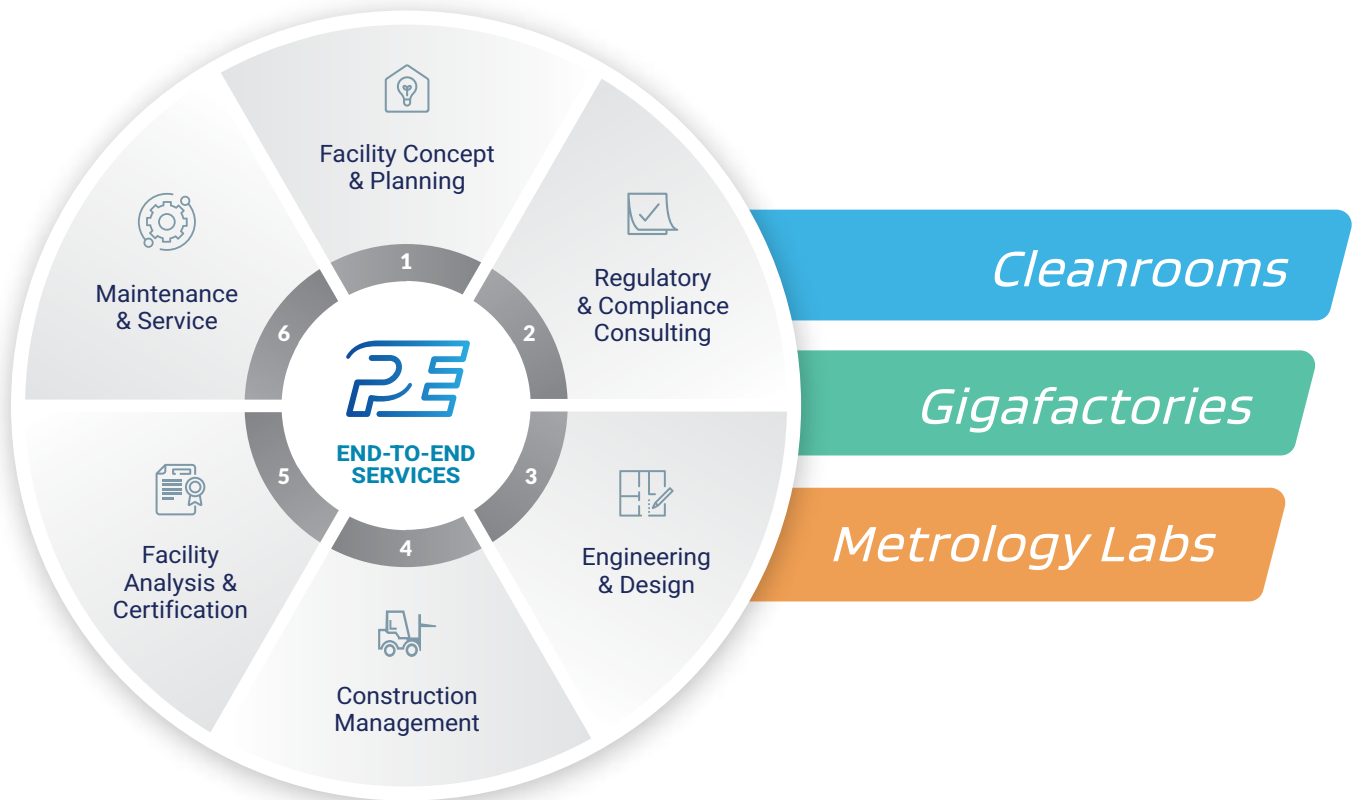
At Precision Environments, we measure our success by our client's success. We will provide solutions-based design/build services based on each client's distinct project vision. Our goal is continuous growth as a trusted partner through integrity, quality, and customer satisfaction.

We provide solutions-based design and construction of controlled environments to support our client's growth initiatives and market-share goals. Our clients' success is our success!

In today's high-tech environment, organizations need reliable business partners to expand operations and achieve critical goals such as tight schedules, limited budgets, and supply chain bottlenecks. Precision Environments has the expertise and commitment to meet these challenges head on -- we are a specialty contractor who truly understands our clients' needs and designs solutions specifically for each project. At Precision Environments, we help our clients achieve their goals by:

- Minimizing risk by maximizing our extensive network of suppliers and subcontractors, and our 33+ years of controlled environment expertise.
- Providing flexible solutions. Each project is custom designed, engineered and constructed for our clients' needs.
- Approaching projects from the owner's point of view. We add value every step of the process by asking the challenging technical questions that differentiate us from our competitors.
- Committing to long-term partnerships. We are proud that 80% of our work is for repeat clients.
- Supporting our clients' facilities during its lifecycle with our in-house service teams.
- Pledging to design/build each project to our clients' industry's specifications and meeting all regulatory requirements.

OUR OFFERING



As a nationally recognized leader in controlled environment innovation, Precision Environments is a one-stop source for world-class design-build controlled environments. Precision Environments will lead you through the entire project – from concept to certification and maintenance – by providing customized end-to end turnkey project services.

- Facility Concept & Planning
- Regulatory & Compliance Consulting
- Engineering & Design
- Construction Management
- Facility Analysis & Certification
- Maintenance & Service

TARGET AUDIENCES

Efficient and effective communications require that we understand each of our individual audiences. To ensure that our communications are relevant, we need to adapt what we say and how we say it for the intended audience. Using appropriate media, language and imagery ensures that we are heard and believed by the following target audiences:

- Facility Owners and Managers - Manufacturing or Production Process Owners
- General Contractors, Construction Managers, and Design/Builders
- Architects and Engineers

Facility owners will be the primary financial decision makers in the adoption of our products and services. Hence, they will need to understand the value proposition of our talent, track record, process, technology, and our commitment to safety.

Commercial developers, architects, and engineers are our secondary customer, trusting us to design and construct controlled environments that exceed expectations and accomplish the highest levels of specification. Our proven track record keeps us in good company, positioning us as a top tier design/build contractor for our nation's most critical production environments.

TOOLS & STANDARDS



A BRANDMARK INSPIRED BY THE INDUSTRIES WE SERVE



CORE IDENTITY



The brand core identity is best applied in the preferred horizontal lock-up as seen above, but there are always limitations to every identity. We have created three simple alternatives to be used in these limited space situations. Graphic files for these alternatives can [be found here](#).

It is paramount that the Precision Environments brand identity be clearly legible whenever it is used. Please consult your printer for specific printing size tolerances and capabilities to be sure the identity will always be legible.

LOGO VARIATIONS

Preferred Usage



Embroidery / Signage / Supplemental Branding



Extreme Vertical Formats



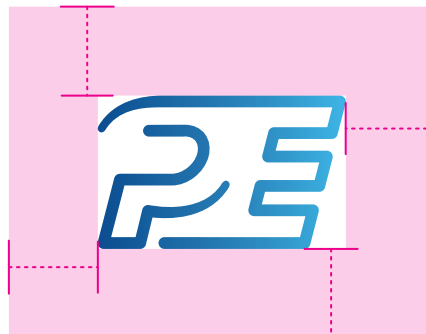
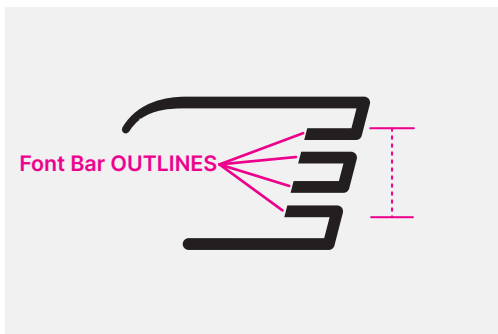
Limited Width



CLEAR SPACE

The clear space around the identity is key to properly communicating the brand. To create a "clear space" around the core identity, use the height of the second, third, fourth, and fifth bar outline of the "E" in the logo mark, at the same scale of the identity, as a guide. Ensuring proper distance from other elements in a final design is key to providing the appropriate real estate for our brand to shine.

The minimum distance requirement is determined by the total height of the second, third, fourth, and fifth bar outline on the letter E. This height should be utilized when determining the distance for which any other typographic element or object sits along side of the logomark or the entire logo with logotype.



ONE-COLOR APPLICATIONS

When necessary, the Precision Environments brand core identity may be used as a one color mark. It is important that we resort to this only when required by printing limitations, etc. In this instance, the identity should be applied in PMS 298 C or PMS 293 C and use screens when possible to create the logomark gradation. Though not preferred, the identity can be placed in reverse on a field of color or an image. In reverse application, it is important that the identity is dominant and clearly legible. As a rule, reverse the identity when the background color is half or more of the value of the identity (i.e., 50% grey to black).

Solid One Color Application: PMS 298 C



One Color Application with screen: PMS 293 C



Reversed One Color Application: for use on dark backgrounds (including black)



Grayscale Application: for use when only black ink is available



COLOR PALETTE



IDENTITY COLORS



PANTONE 2757 C

Hex: #1d295b

C:100 R: 0
M:92 G:31
Y:31 B:96
K:31



PANTONE 293 C

Hex: #0e4c90

C:100 R: 0
M:80 G:61
Y:12 B:166
K:3



PANTONE 298 C

Hex: #3db3e3

C:65 R: 60
M:10 G:180
Y:1 B:229
K:0

The Pantone Matching System (**PMS**) allows designers to color-match specific colors regardless of the process used to produce it. This allows companies to assign an exact colour to their brand, safe in the knowledge that it will match perfectly across every application in which it is used.

Hex colors are an integral part of HTML and are used in web design.

CMYK refers to the four ink plates used in commercial color printing: cyan, magenta, yellow, and key (black).

CORE OFFERING - PRODUCT LINE COLORS

Cleanrooms

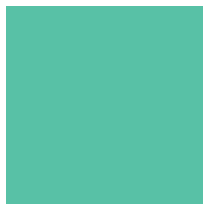


PANTONE 298 C

Hex: #3eb4e4

C:65 R: 60
M:10 G:180
Y:1 B:229
K:0

Gigafactories



PANTONE 3385 C

Hex: #58c1a6

C:63 R: 59
M:0 G:212
Y:45 B:174
K:0

Metrology Labs



PANTONE 157 C

Hex: #ef9f53

C:4 R: 240
M:43 G:159
Y:76 B:84
K:0

The **RGB** color model is one in which the primary colors of red, green and blue are added together in various ways to reproduce a broad array of colors. RGB is used in digital display.

TYPOGRAPHY

DISPLAY FONT: HEEBO

Bold 700

CONTROLLED ENVIRONMENTS

BODY FONT: LATO

Regular 400

As a nationally recognized leader in controlled environment innovation, Precision E

CORE PRODUCT OFFERING DISPLAY FONT: RUBIK ITALIC

Regular 400 Italic

Metrology Laboratories

CORE PRODUCT OFFERING

Icon System



Cleanrooms

Gigafactories

Metrology Laboratories

Core Product Offering / Logomark Lockup



Cleanrooms

Gigafactories

Metrology Laboratories

Web Icon on Colored Background



PHOTOGRAPHY



Imagery is an integral part of our visual language. We use a combination of environments, people, objects, and science to support our messages and represent our offerings in a credible, meaningful way.



Our brand is supported by clean, realistic photography. Our imagery is simple, without clutter or distracting visual elements. The lighting style is natural and does not appear to be manipulated.

Key Attributes:

- Honest and believable
- Depicting strict safety protocol and industry specifications
- High quality: professionally shot, well cropped and/or properly retouched

Print Standards:

- High resolution 300 dpi (large format applications may require lesser resolution)
- Color overlays can be applied, but must conform to color palette

WEBSITE



EDITORIAL GUIDELINES

Editorial guidelines are used to ensure that all content Precision Environments, Inc. produces is consistent in voice, tone, grammatical usage, format, etc. This editorial guide is a starting point for creating consistent and high-quality technical content.

For topics not covered in these guidelines, Precision Environments will follow the Associated Press (AP) Stylebook, 55th Edition.

SPELLING AND GRAMMAR

- Use American English spelling and grammar conventions.
- Use the serial comma (e.g., "red, white, and blue").
- Use uppercase for headlines.
- Always use proper nouns capitalized.
- Use numerals for numbers greater than nine, except at the beginning of a sentence.
- Use technical terminology appropriately and accurately.
- Use proper jargon where applicable.

WORD USAGE

- Acronyms are commonly used in our industry. When using an acronym, spell out the word or phase in its entirety, followed by the acronym in parenthesis. Use the acronym thereafter [e.g., Associated Press (AP); Code of Federal Regulations (CFR)]
- To view our Glossary of Common Words and Phrases [click here](#)

FORMATTING AND TYPOGRAPHY

- For body text, use Lato font (regular), size 11 in sentence case.
- For headlines and subheads, use Heebo font (bold) in uppercase.
- Use 1.15 line spacing for body text.
- Use 1-inch margins on all sides.
- Use italics for book titles, foreign words, and emphasis.

EDITORIAL GUIDELINES

WRITING STYLE

- Use clear, concise language.
- Use active voice whenever possible.
- Write for a technical audience.
- Avoid slang and jargon.
- Use short paragraphs (2-3 sentences).
- Use headings and subheadings to break up text.
- Use bullet points for lists.

BRANDING AND TERMINOLOGY

- Use "Precision Environments, Inc." in the first instance. Use Precision Environments thereafter.
- Use "cleanrooms" instead of "clean rooms"
- Use "metrology labs" instead of "metrology laboratories" for consistency.

CITATIONS AND REFERENCES

- Use The Institute of Electrical and Electronics Engineers (IEEE) style for in-text citations and references.
- Use square brackets for in-text citations.
- List references in the order they appear in the text.
- Include Digital Objective Identifiers (DOIs) or Uniform Resource Locators (URLs) for online sources. A DOI is a unique set of letters and numbers which gives a persistent link to a resource on the internet. A URL is an address where the resource can be found on the internet.