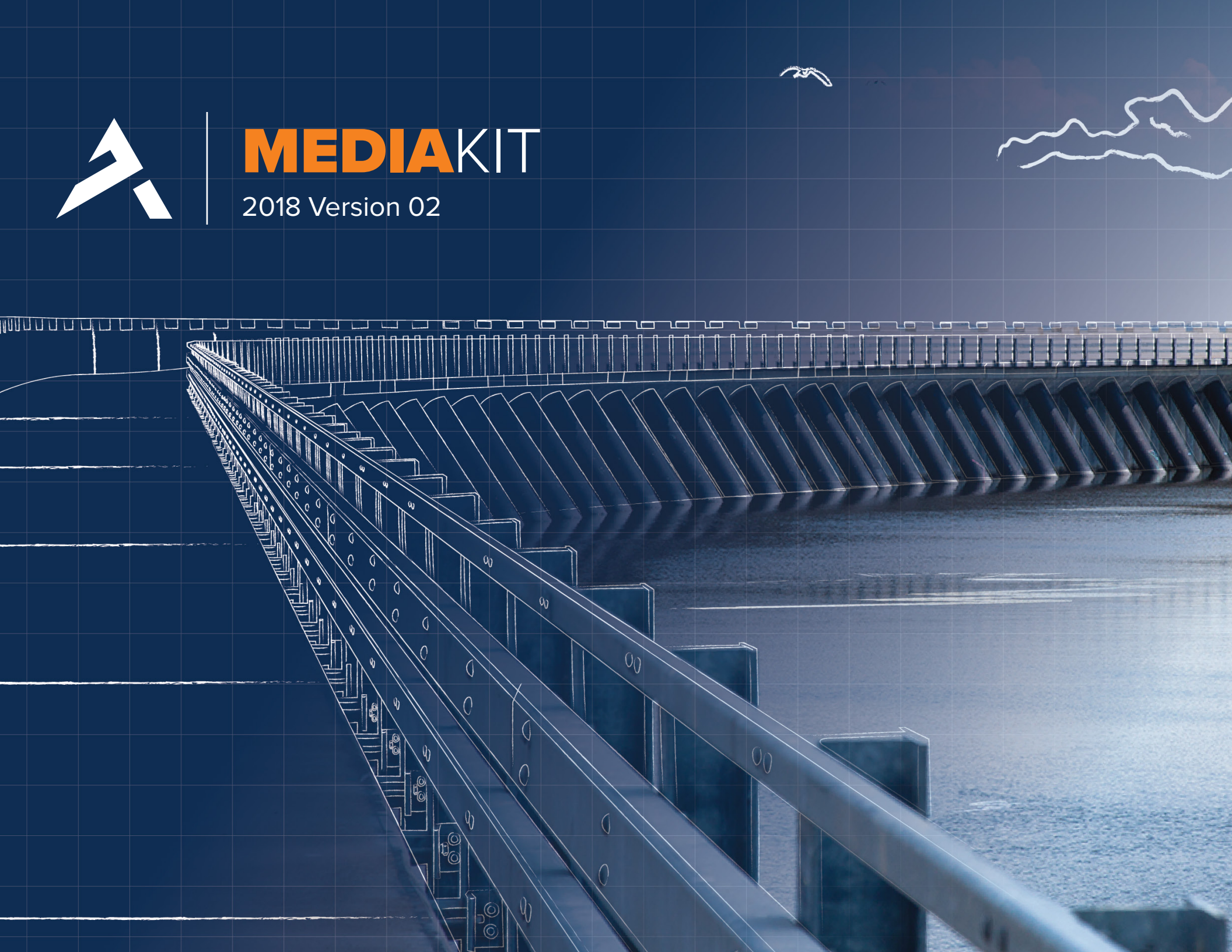




MEDIAKIT

2018 Version 02



LOGO





Our logo, with its strong modern design and bold APTIM Orange and Blue, symbolizes who we are, what we do, and how we do it. The following pages provide detailed direction regarding the appropriate use of the logo.

LOGOS

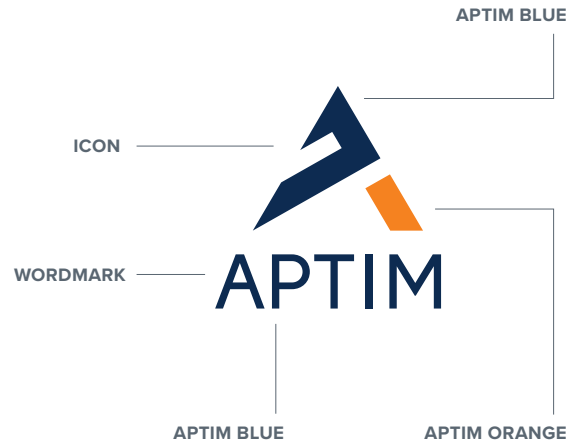
The APTIM logo is available in two forms: stacked logo (primary) and inline logo (alternative). These two forms are fixed and never appear differently than the forms shown here.

To protect the prominence and integrity of the stacked logo, minimum clear space is maintained around the perimeter of the logo. Above and below the logo, the minimum clear space is at least the height of the “M”. Left and right of the logo, the minimum clear space is at least the width of the “M”.

STACKED LOGO [PRIMARY LOGO]

The stacked logo is the primary logo representing our brand and should be used in most situations. The stacked logo is used in situations where vertical space is not limited.

STACKED LOGO



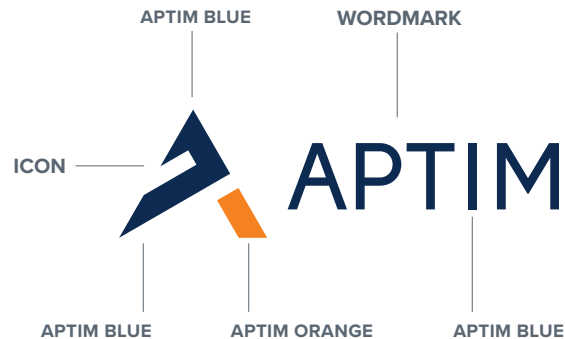
MINIMUM CLEAR SPACE



INLINE LOGO [ALTERNATIVE LOGO]

The inline logo is an alternative logo representing our brand. The inline logo is used in situations where vertical space is limited and there is more horizontal space than vertical space.

INLINE LOGO



MINIMUM CLEAR SPACE



LOGO VARIATIONS

The stacked color logo and inline color logo are the preferred first choice logos as they are the most visible and recognizable representations of the APTIM brand.

Other design variations may be used depending on the color of the background being used.

The icon logos are available for designers to identify the brand in limited spacing situations and any design treatments.

The logo variations and icons shown on this page are approved assets, which are available in various files formats and color space splits. Logos can be downloaded from [APTNet](#).



STACKED COLOR LOGO

Used for multi-color printing on light backgrounds.



STACKED LOGO REVERSE

Used on dark backgrounds and non-busy photographs.



STACKED GRAYSCALE LOGO

Black / APTIM Dark Gray / APTIM Cool Gray
Used for black and white or monochromatic color printing on light backgrounds.

MINIMUM DISPLAY SIZE = 0.5 x 0.5 inches



INLINE COLOR LOGO

Used for multi-color printing on light backgrounds.



INLINE LOGO REVERSE

Used on dark backgrounds and non-busy photographs.



INLINE GRAYSCALE LOGO

Black / APTIM Dark Gray / APTIM Cool Gray
Used for black and white or monochromatic color printing on light backgrounds.

MINIMUM DISPLAY SIZE = 1 x 0.2917 inches



COLOR ICON

Used only in design treatments and footer situations where space is limited to use the entire logo. Used on light backgrounds.



REVERSE ICON

Used only in design treatments and footer situations where space is too limited to use the entire logo. Used on dark backgrounds and non-busy photographs.



GRAYSCALE ICONS

Black / APTIM Dark Gray / APTIM Cool Gray
Used only in design treatments and footer situations where space is too limited to use the entire logo. Used on light backgrounds.

MISUSES

The primary, secondary, and icon logos and their variations, are fixed and never altered or deconstructed. The logos on this page are examples of some but not all of the potential misuses of the logo.

Maintaining the integrity of the primary and secondary logos, their variations, and protects brand identity.

STACKED LOGO



STRETCH OR SKEW LOGO



ROTATE LOGO



PLACE LOGO ON BUSY BACKGROUND OR BUSY PHOTOGRAPH



CHANGE ANY PART OF THE LOGO OR WORDMARK



CHANGE ANY COLOR IN THE LOGO EXCEPT FOR DESCRIBED USE

INLINE LOGO



STRETCH OR SKEW LOGO



ROTATE LOGO



PLACE LOGO ON BUSY BACKGROUND OR BUSY PHOTOGRAPH



CHANGE ANY PART OF THE LOGO OR WORDMARK



CHANGE ANY COLOR IN THE LOGO EXCEPT FOR DESCRIBED USE

LOGO ICON



STRETCH OR SKEW LOGO



ROTATE LOGO



PLACE LOGO ON BUSY BACKGROUND OR BUSY PHOTOGRAPH



CHANGE ANY COLOR IN THE ICON EXCEPT FOR DESCRIBED USE

TAGLINE

The APTIM tagline is a memorable phrase or “audible logo” which highlights our mission and sums up the value of the products and services we provide to our customers. There are two forms of the tagline: the primary is “Expect the Extraordinary.” and the secondary is “APTIM. Expect the Extraordinary.” The primary tagline is preferred, and generally used when the APTIM name or logo are prominently displayed in a layout or design. The secondary tagline may be used when the APTIM name or logo are absent in a design or layout.

In general, the taglines use a 14pt Proxima Nova, extrabold font with 20pt tracking, title case capitalization, and end with periods. Other font sizes may be used, if appropriate, but the font to tracking proportion is maintained. The primary APTIM tagline is APTIM Orange, Blue, Dark Gray, or White. The preferred colors for the secondary tagline are APTIM Blue for “APTIM.” and APTIM Orange for “Expect the Extraordinary.” However, if a layout or design uses only one color, APTIM Orange, Blue, Dark Gray, or White may be used.

Tagline variations are shown below. The tagline and variations of the tagline can be downloaded from [APTNet](#).

PRIMARY

Expect the Extraordinary.

PRIMARY ALTERNATE

Expect the Extraordinary.

APTIM. Expect the Extraordinary.

SECONDARY

PRIMARY REVERSE
USING WHITE ON
APTIM DARK GRAY

Expect the Extraordinary.

APTIM. Expect the Extraordinary.

SECONDARY REVERSE
USING WHITE ON
APTIM DARK GRAY

PRIMARY REVERSE
USING APTIM ORANGE
ON APTIM BLUE

Expect the Extraordinary.

APTIM. Expect the Extraordinary.

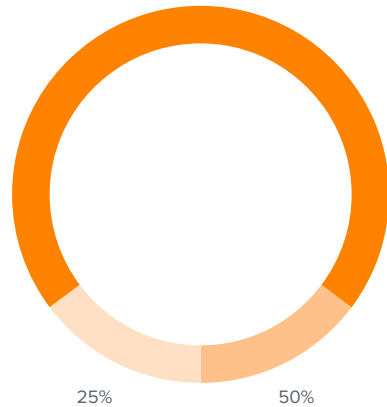
SECONDARY REVERSE
USING APTIM ORANGE
ON APTIM BLUE

COLORS



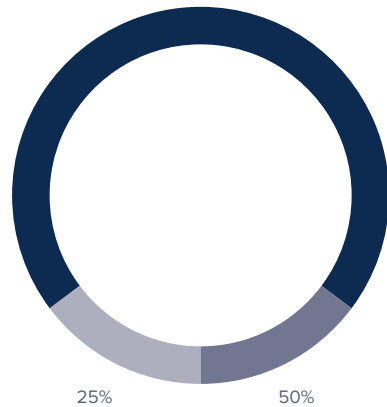
PRIMARY AND SECONDARY COLORS

PRIMARY COLORS



APTIM ORANGE

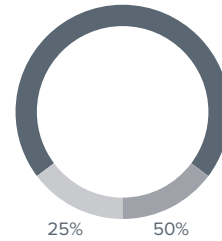
PMS: 151 C
CMYK: 0, 60, 100, 0
HEX: #FF8200
RGB: 255, 130, 0



APTIM BLUE

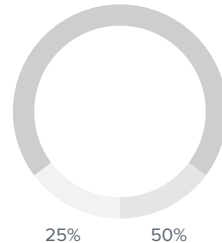
PMS: 295 C
CMYK: 100, 84, 36, 39
HEX: #002856
RGB: 0, 40, 86

SECONDARY COLORS



APTIM DARK GRAY

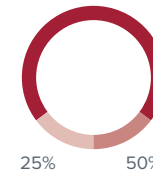
PMS: 431 C
CMYK: 67, 52, 44, 17
HEX: #5B6670
RGB: 91, 102, 112



APTIM COOL GRAY

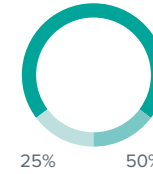
PMS: Cool Gray 2 C
CMYK: 18, 14, 15, 0
HEX: #D0CFCD
RGB: 208, 207, 205

ACCENT COLORS



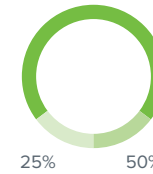
EXCELLENCE

PMS: 201 C
CMYK: 24, 99, 78, 18
HEX: #992040
RGB: 163, 32, 54



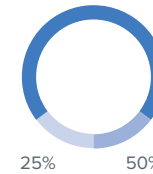
GOVERNMENT

PMS: 3272 C
CMYK: 100, 4, 50, 0
HEX: #00A19B
RGB: 0, 161, 155



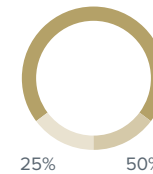
DIVERSIFIED

PMS: 368 C
CMYK: 59, 2, 100, 0
HEX: #76BC21
RGB: 118, 188, 33



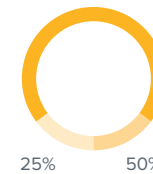
POWER

PMS: 660 C
CMYK: 76, 47, 0, 0
HEX: #3D7CC9
RGB: 61, 124, 201



INDUSTRIAL

PMS: 4515 C
CMYK: 31, 31, 69, 2
HEX: #B4A269
RGB: 180, 162, 105



OILGASCHEM

PMS: 1235 C
CMYK: 0, 32, 95, 0
HEX: #FFB71B
RGB: 255, 183, 27

COLORS

APTIM Orange and Blue, which are strikingly different, represent the diversity of our employees and the broad range of their capabilities. The coordination of APTIM Orange and Blue in white space, used throughout our branding, represents the way we collaborate to deliver extraordinary results to our customers.

USE OF PRIMARY COLORS

In any given design or layout, one or both of the primary colors, APTIM Orange and Blue are used. Sufficient white space is used to give a design or layout a clean and modern appearance.



USE OF SECONDARY COLORS

APTIM Dark Gray is used for body copy text, unless a document is grayscale or requires a specified color. APTIM Cool Gray may be used in moderation as a light accent.



USE OF ACCENT COLORS

Brand standard accent colors are used as differentiators in supporting graphics and to define and differentiate the Strategic Business Units (SBUs).



PHOTOGRAPHY

IMAGES

The APTIM photographic style combines technique and vision to create customized images that personalize our brand. Image quality and choice are key elements that determine whether an image conveys its intended message and inspires the desired action.

QUALITY

Print images are always high resolution, i.e., created using 300 DPI at 100% of the actual size of the intended use. Web images are created using a minimum of 72 DPI at 100% of actual size. Screen grabs and images saved from websites are generally too small to use because they cannot be scaled up without losing resolution.

IMAGE CHOICE

Brand images are dynamic, well composed, light filled images that focus on solutions, not problems. Images show APTIM personnel and their capabilities, which are projected in a positive, upbeat, and inspiring light.

Whenever appropriate, APTIM personnel are present in images, occupying approximately 35% of visual space in order to personalize and add a level of authenticity which inspires trust. Images show APTIM personnel practicing The Collaborative Way®, and relating, protecting, respecting, adapting, and excelling these actions that reflect our core values.

Note: All images must comply with APTIM Health, Safety, and Environmental standards, and be royalty-free and properly credited.



HIGHLIGHT THE COLLABORATIVE WAY



DEDICATE SPACE TO PEOPLE



FOCUS ON CAPABILITIES AND SOLUTIONS



SHOW COMPLIANCE WITH HEALTH, SAFETY, AND ENVIRONMENTAL STANDARDS

HEADSHOTS

Directions for creating headshots are specific and detailed to ensure that these images create an impression of APTIM personnel that reinforces and enhances the brand.

PICTURE PERSPECTIVE

Camera is at eye level with the subject. The shoulders and head are framed so that the distances from the shoulders and head to frame are approximately equal to subject's shoulder width.

CLOTHING

Dress is professional attire as appropriate. No hats, bandannas, or sunglasses are allowed. Avoid cream, beige, pastels, peach, yellow, and patterned fabric.

LIGHTING

Light well using light with warm tones or natural light. Eliminate shadows caused by overhead lighting or intense harsh lighting.

BACKGROUND

Use white or off-white background. No objects, patterns, or textures are allowed.

DISTANCE FROM SUBJECT TO BACKGROUND

Position subject a minimal distance from the background to hide any shadow the subject may cast.

DISTANCE FROM CAMERA TO SUBJECT

Camera is positioned at least 2 feet away from subject to prevent fish-eye effect.



HEADSHOT WITH WHITE OR OFF-WHITE BACKGROUND

POSE AND EXPRESSION

Subject's torso is at an angle, head is slightly tilted, expression is confident but warm, and welcoming with a genuine smile.

MARKETING GENERATED PHOTOGRAPHS

Professional photographs are available upon request by sending email to marcom@aptim.com.

EMPLOYEE GENERATED PHOTOGRAPHS

Headshots taken by employees should follow the above instructions if they are to be used in APTIM documents. All headshots are reviewed and approved by MARCOM.



Expect the Extraordinary.