

BRAND EXPECTATIONS

An Architectural Look and Feel

elegant – attractive, graphic

modern – a strong balanced image

clean – easy to read

Flexible

minimal 'sacred' space

flexible rules that allow for multiple layouts based on need to present information

ease of use by multiple software applications

Easy Absorption

white space

large imagery

bold color attracts attention to important elements

concise verbiage presents information in a manner that eases reader comprehension

Create a Strong and Recognizable Brand

a distinct image

bold color statements drive home the IDC Architects brand

all materials have the same look and feel and can be easily recognized as the IDC Architects brand

Influence the Progression of I&AT Materials

the strong brand created for IDC Architects elevates the I&AT branded marketing and BDS materials

BRANDING

Branding Applies To Brochures



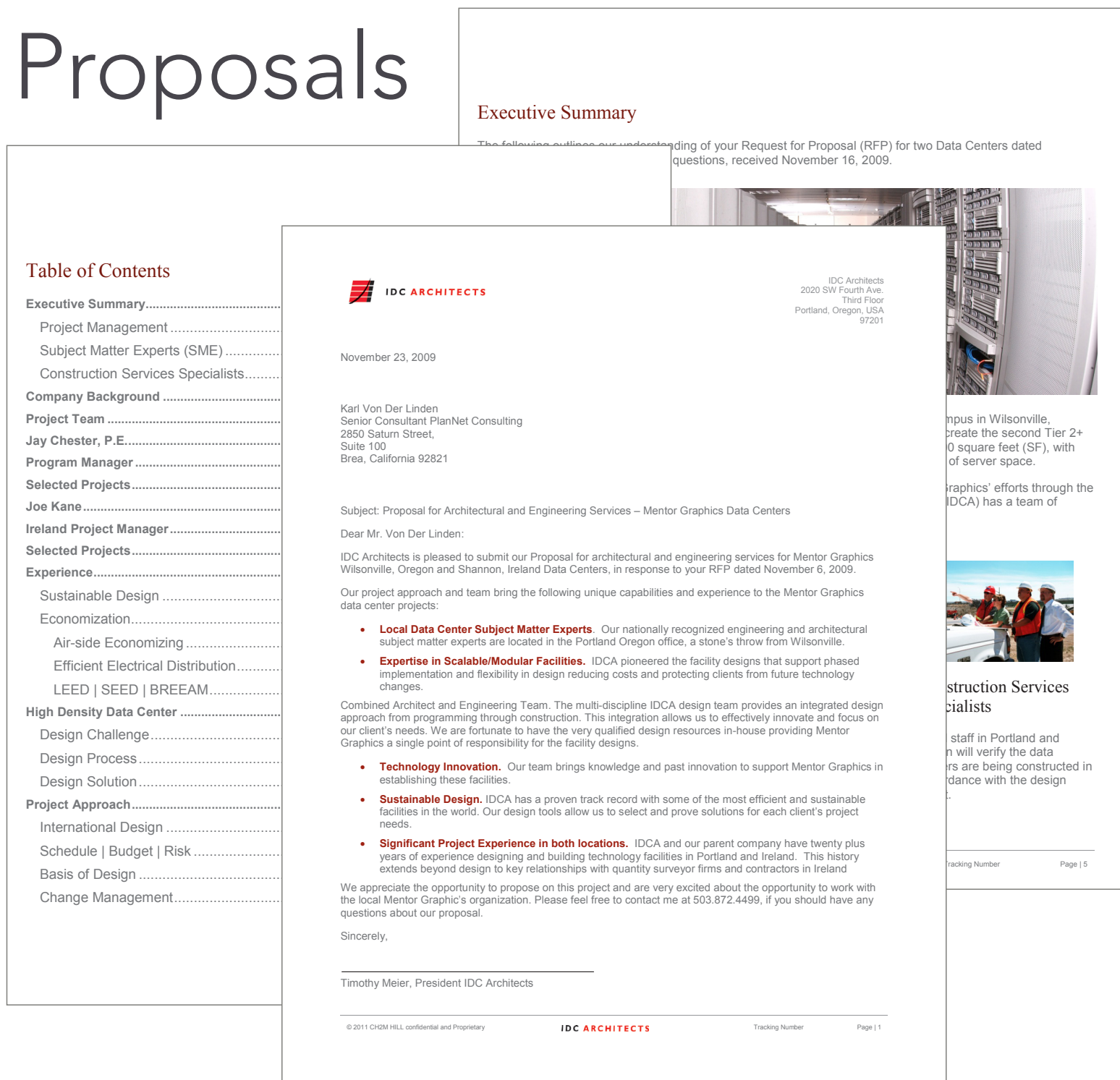
Profiles



Presentations



Proposals



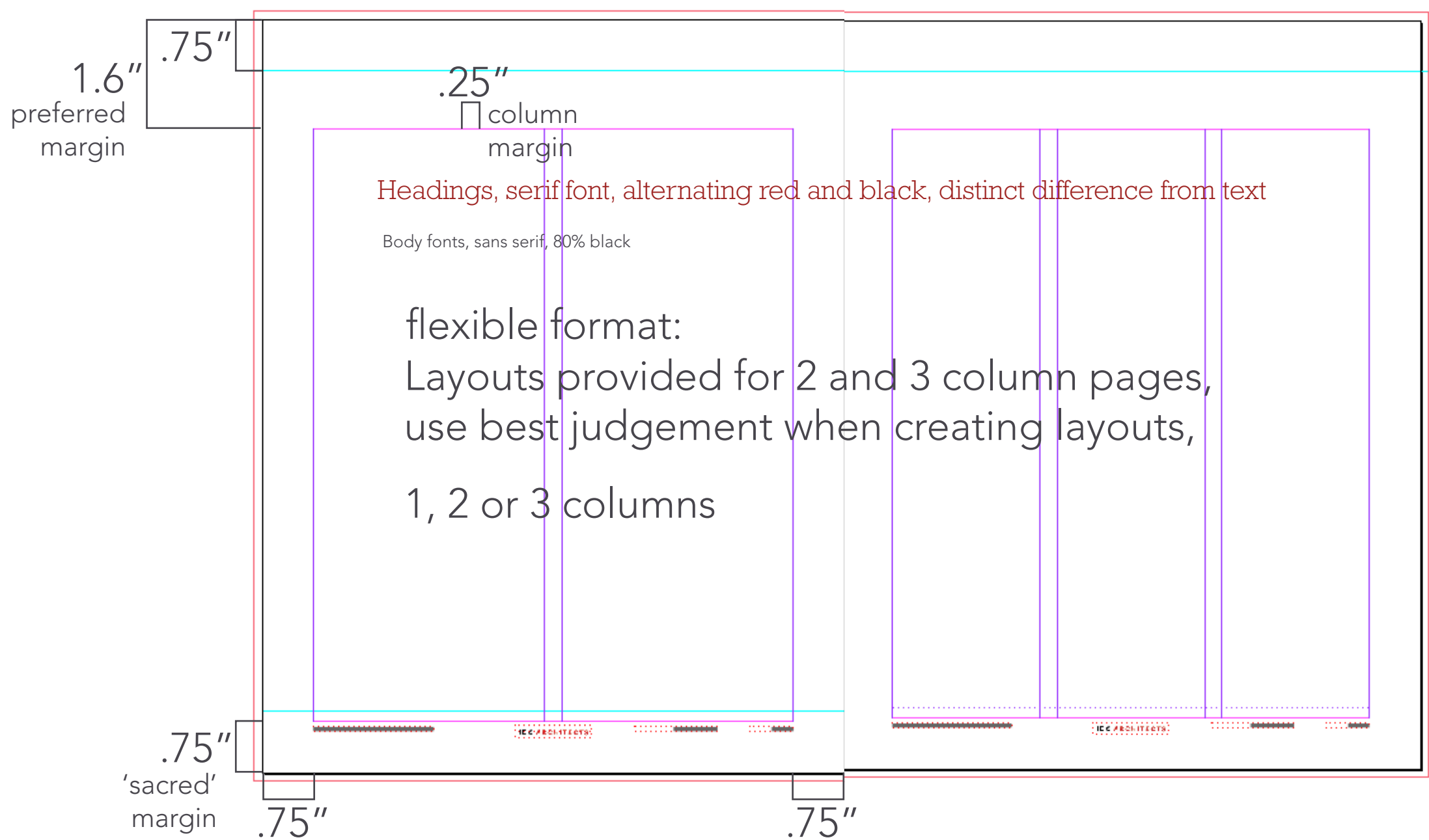
Client Deliverables



Brand Standards Include Page Layout and Format



Margins, Columns, Fonts



Color(s)

PRIMARY IDC ARCHITECTS PALETTE										SECONDARY IDC ARCHITECTS PALETTE									
RGB 28-102-13	RGB 128-128-128	RGB 203-37-44	RGB 158-36-31	RGB 201-143-32	RGB 168-189-58	RGB 105-140-83	RGB 138-191-226	RGB 26-86-146	RGB 117-78-140	RGB 158-36-31	RGB 201-143-32	RGB 168-189-58	RGB 105-140-83	RGB 138-191-226	RGB 26-86-146	RGB 117-78-140	RGB 158-36-31	RGB 201-143-32	RGB 168-189-58
CMYK 65-72-62-82	CMYK 50-53-50-100	CMYK 14-96-95-24	CMYK 25-67-50-21	CMYK 2-32-100-10	CMYK 59-33-85-25	CMYK 62-28-80-20	CMYK 44-32-2-0	CMYK 92-72-16-2	CMYK 64-81-51-2	CMYK 65-151-209	CMYK 100-80-32-18	CMYK 73-87-31-12	CMYK 21-65-110	CMYK 89-58-105	CMYK 255-238-141	CMYK 0-19-100-0	CMYK 14-96-95-24	CMYK 25-67-50-21	CMYK 2-32-100-10
EXPANDED IDC ARCHITECTS PALETTE (LIGHTER)										EXPANDED IDC ARCHITECTS PALETTE (DARKER)									
RGB 222-232-232	RGB 245-209-210	RGB 245-209-210	RGB 245-209-210	RGB 245-209-210	RGB 245-209-210	RGB 245-209-210	RGB 245-209-210	RGB 245-209-210	RGB 245-209-210	RGB 118-27-20	RGB 191-110-41	RGB 126-141-56	RGB 79-107-64	RGB 65-151-209	RGB 21-65-110	RGB 89-58-105	RGB 255-238-141	RGB 0-19-100-0	RGB 14-96-95-24
CMYK 8-6-5-0	CMYK 2-20-10-0	CMYK 2-20-10-0	CMYK 2-20-10-0	CMYK 2-20-10-0	CMYK 2-20-10-0	CMYK 2-20-10-0	CMYK 2-20-10-0	CMYK 2-20-10-0	CMYK 2-20-10-0	CMYK 118-27-20	CMYK 21-65-110	CMYK 126-141-56	CMYK 79-107-64	CMYK 65-151-209	CMYK 21-65-110	CMYK 89-58-105	CMYK 255-238-141	CMYK 0-19-100-0	CMYK 14-96-95-24
RGB 196-196-196	RGB 237-164-136	RGB 237-164-136	RGB 237-164-136	RGB 237-164-136	RGB 237-164-136	RGB 237-164-136	RGB 237-164-136	RGB 237-164-136	RGB 237-164-136	RGB 118-27-20	RGB 191-110-41	RGB 126-141-56	RGB 79-107-64	RGB 65-151-209	RGB 21-65-110	RGB 89-58-105	RGB 255-238-141	RGB 0-19-100-0	RGB 14-96-95-24
CMYK 22-19-19-0	CMYK 4-42-23-0	CMYK 4-42-23-0	CMYK 4-42-23-0	CMYK 4-42-23-0	CMYK 4-42-23-0	CMYK 4-42-23-0	CMYK 4-42-23-0	CMYK 4-42-23-0	CMYK 4-42-23-0	CMYK 118-27-20	CMYK 21-65-110	CMYK 126-141-56	CMYK 79-107-64	CMYK 65-151-209	CMYK 21-65-110	CMYK 89-58-105	CMYK 255-238-141	CMYK 0-19-100-0	CMYK 14-96-95-24
RGB 170-170-169	RGB 28-119-123	RGB 28-119-123	RGB 28-119-123	RGB 28-119-123	RGB 28-119-123	RGB 28-119-123	RGB 28-119-123	RGB 28-119-123	RGB 28-119-123	RGB 118-27-20	RGB 191-110-41	RGB 126-141-56	RGB 79-107-64	RGB 65-151-209	RGB 21-65-110	RGB 89-58-105	RGB 255-238-141	RGB 0-19-100-0	RGB 14-96-95-24
CMYK 33-28-29-0	CMYK 7-66-41-0	CMYK 7-66-41-0	CMYK 7-66-41-0	CMYK 7-66-41-0	CMYK 7-66-41-0	CMYK 7-66-41-0	CMYK 7-66-41-0	CMYK 7-66-41-0	CMYK 7-66-41-0	CMYK 118-27-20	CMYK 21-65-110	CMYK 126-141-56	CMYK 79-107-64	CMYK 65-151-209	CMYK 21-65-110	CMYK 89-58-105	CMYK 255-238-141	CMYK 0-19-100-0	CMYK 14-96-95-24
EXPANDED IDC ARCHITECTS PALETTE (DARKER)										EXPANDED IDC ARCHITECTS PALETTE (DARKER)									
RGB 76-76-76	RGB 152-30-34	RGB 152-30-34	RGB 152-30-34	RGB 152-30-34	RGB 152-30-34	RGB 152-30-34	RGB 152-30-34	RGB 152-30-34	RGB 152-30-34	RGB 118-27-20	RGB 191-110-41	RGB 126-141-56	RGB 79-107-64	RGB 65-151-209	RGB 21-65-110	RGB 89-58-105	RGB 255-238-141	RGB 0-19-100-0	RGB 14-96-95-24
CMYK 66-58-57-37	CMYK 26-99-95-24	CMYK 26-99-95-24	CMYK 26-99-95-24	CMYK 26-99-95-24	CMYK 26-99-95-24	CMYK 26-99-95-24	CMYK 26-99-95-24	CMYK 26-99-95-24	CMYK 26-99-95-24	CMYK 118-27-20	CMYK 21-65-110	CMYK 126-141-56	CMYK 79-107-64	CMYK 65-151-209	CMYK 21-65-110	CMYK 89-58-105	CMYK 255-238-141	CMYK 0-19-100-0	CMYK 14-96-95-24
RGB 38-38-38	RGB 102-19-23	RGB 102-19-23	RGB 102-19-23	RGB 102-19-23	RGB 102-19-23	RGB 102-19-23	RGB 102-19-23	RGB 102-19-23	RGB 102-19-23	RGB 118-27-20	RGB 191-110-41	RGB 126-141-56	RGB 79-107-64	RGB 65-151-209	RGB 21-65-110	RGB 89-58-105	RGB 255-238-141	RGB 0-19-100-0	RGB 14-96-95-24
CMYK 65-72-62-82	CMYK 34-96-87-51	CMYK 34-96-87-51	CMYK 34-96-87-51	CMYK 34-96-87-51	CMYK 34-96-87-51	CMYK 34-96-87-51	CMYK 34-96-87-51	CMYK 34-96-87-51	CMYK 34-96-87-51	CMYK 118-27-20	CMYK 21-65-110	CMYK 126-141-56	CMYK 79-107-64	CMYK 65-151-209	CMYK 21-65-110	CMYK 89-58-105	CMYK 255-238-141	CMYK 0-19-100-0	CMYK 14-96-95-24

Logo



white, text only, for use on fields of color

IDC ARCHITECTS



two color, text only to be used for small viewing size on white background only

two color, with icon, to be used on letterhead, forms and business cards

the inverted version of the two color logo should be used on black backgrounds

BRAND GOALS

el·e·gant [el-i-guhnt] **e**

- 1. tastefully fine or luxurious in dress, style, design, etc.
- 2. gracefully refined and dignified, as in tastes, habits, or literary style
- 3. appropriate to refined taste
- 4. excellent; fine; superior

mod·ern [mod-ern] **m**

characteristic of present and recent time; contemporary; not antiquated or obsolete

clean [kleen] **c**

- 1. free from foreign or extraneous matter
- 2. free from pollution; unadulterated; pure
- 3. characterized by a fresh, wholesome quality

Bold Blocks of Color

e1
m
c1, 3

Large Imagery

e1, 2, 3, 4
m
c1, 2

e2, 3
c1, 2, 3

White Space

Large Imagery

White Space



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IDC ARCHITECTS

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About IDC Architects

As a multidisciplinary firm, IDC Architects provides a unified team of:

- Planners
- Architects
- Engineers
- Technologists
- Specialists



IDC Architects is committed to continuing improvement with a focus on responsive client service, design excellence in deliverables, and high integrity in our employees

IDC Architects (IDCA) is a global leader in the planning, design, and construction of science and technology projects. IDCA is a part of the CH2M HILL family of companies, which has 200 offices worldwide and more than 25,000 employees, offering globally integrated resources, financial strength, and technical expertise. Our planners and architects work in a spirit of partnership with clients, helping to interpret and develop their visions as well as implement them into a physical form. We pride ourselves on helping clients achieve their development goals through innovative and flexible designs.

As a multidisciplinary firm, IDC Architects provides clients with a unified team of planners, architects, engineers, technologists, and other specialists. A single point of contact simplifies the process of planning to implementation as it requires less coordination. Our experience spans planning for the biotechnology, electronics and advanced technology, pharmaceutical, chemical and nanotechnology industries.



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White Space

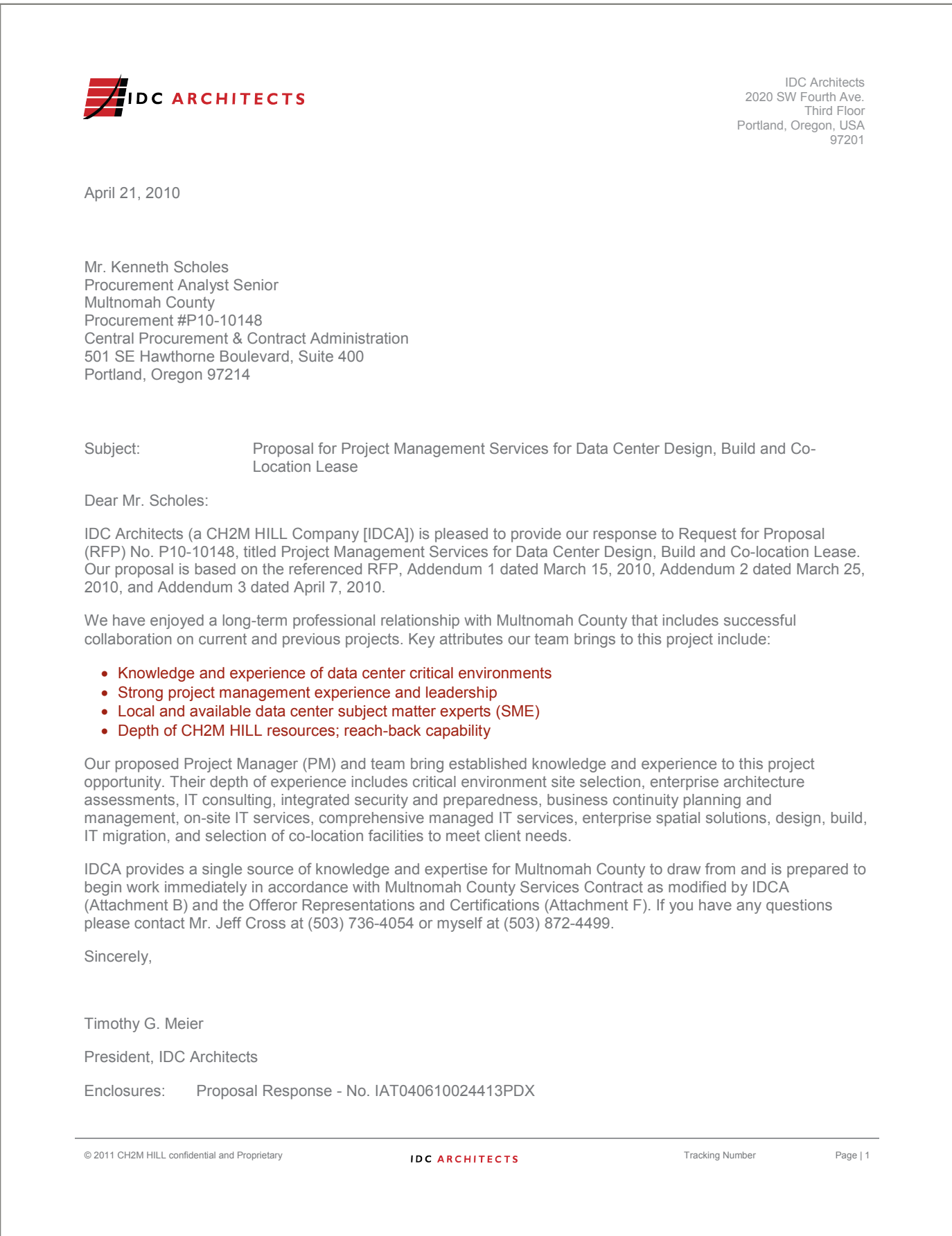
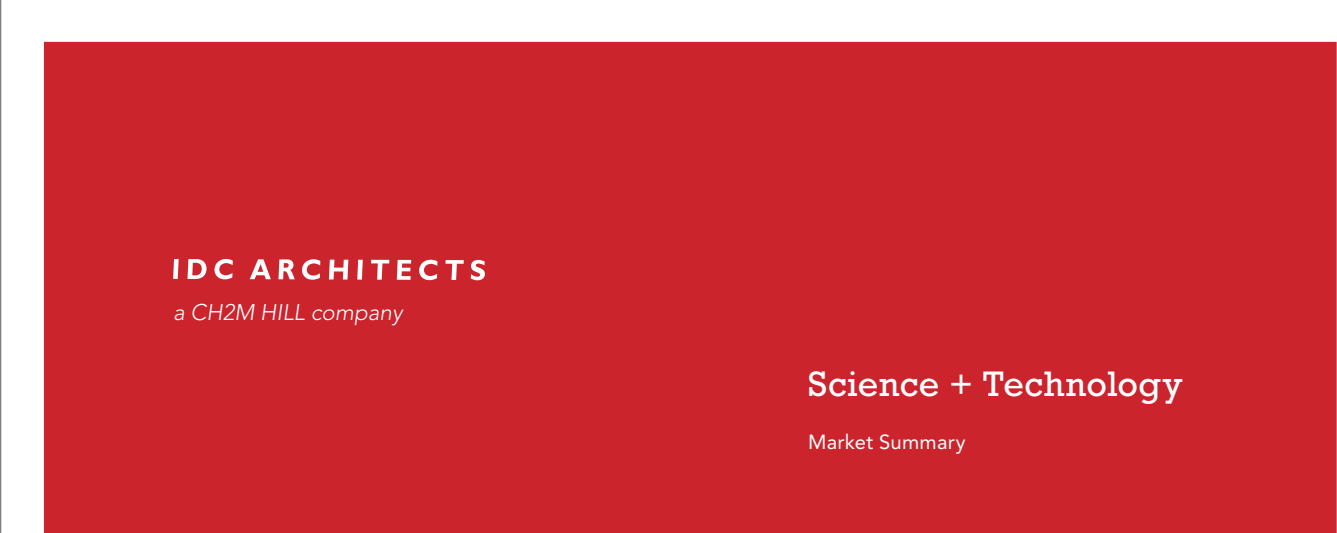
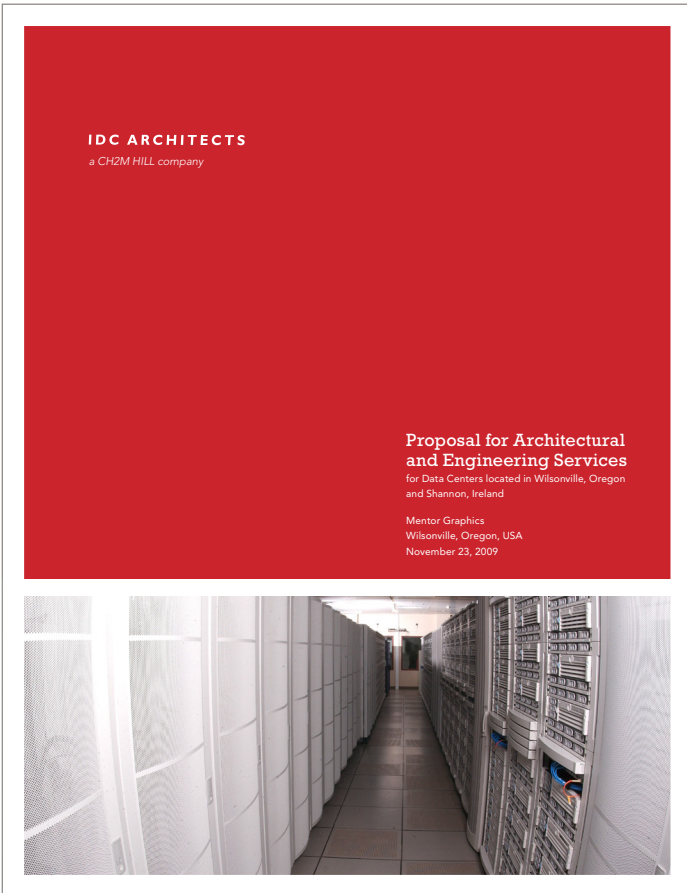
White Space

Concise Verbage

e2, 3
m
c1, 2

A STRONG BRAND

A Strong Brand



WHAT'S NEXT?

IDC ARCHITECTS

a CH2M HILL company

IDC ARCHITECTS



IDC ARCHITECTS

Re-branding Approved

- BDS begins updating all templates to reflect re-brand
- BDS requests feedback from Market Sector Leads on their respective market focus
- BDS assembles current collateral materials for market sector; assigned sales or market leads to review and prioritize for re-branding
 - this includes identifying new project slicks needed
- BDS reviews output, asks questions, and begins to assemble the overall plan for I&AT collateral materials
- BDS works to the plan with the participation of market leads, sales leads, and project managers
- BDS provides status updates to market leads

