

BRAND GUIDELINES

J	1			1		1				
l.	1								C	ONTENTS
Į.	1								01	MESSAGING
Į.										06 Brand Promise 07 Brand Position 08 Key Messages
Į.	1									09 Brand Attributes 10 Boilerplate Language
l.	1								02	VISUAL ELEMENTS
l.		1		1		1	1			16 Color Palette 20 Typography
J.		1				1	1			22 Photography 34 Graphics 36 Iconography
J.	1									38 Patterns
I									03	BRAND USAGE 42 Stationery
		1				1	1			46 Email Signature 48 Cut Sheet 50 Proposal
l	1		1	1						52 PowerPoint

IT ALL STARTS HERE.

Take a look at this guide and get to know our new brand territory. SGH is a storied firm with a limitless future. Our brand identity reflects our depth of expertise and our commitment to clients and the industry at large.

We are all ambassadors of our brand, and share the goal of delivering a consistent image in all interactions with our clients, colleagues, competitors, potential employees, and throughout our profession. Today, with more than 600 employees in office locations throughout the United States, we remain committed to our founding values, striving to be outstanding in everything we do. Our brand reflects this and sets the foundation for our future.

WE ARE SGH.



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OUR BRAND PROMISE

PERFORMANCE BEYOND EXPECTATION

Our Brand Position

Envision a world resilient to all forces. We engineer the important and treasured structures of a community for today's needs and future realities.

BECAUSE BOLD VISIONS REQUIRE BOLD THINKING.

Our brand position defines our unique value proposition and how we differentiate ourselves from the competition.

Our brand promise is the value or experience we strive to deliver to our clients with every interaction.

KEY MESSAGES

Solving complexity is our standard.

Whether making a seemingly impossible design a reality or solving a performance problem that has proven elusive, SGH brings clarity to complexity. Our teams deliver customized and reliable solutions for our client partners—advancing the meaning of what's possible.

Guiding superior performance through unparalleled experience.

You have to test the limits to know the limits. We constantly question the "why" to better understand how structures and materials behave. Our collective knowledge provides us with a unique lens to investigate and explain failures, help codify standards today, and innovate the future.

Helping engineer what's next.

The only way to advance is to question and explore. Every member of the SGH team is both a learner and an educator, committed to advancing our industry. Together we are creating a community that never settles for what is, but always seeks what could be.

Our key messages are the main points of information we want people to hear and remember about SGH.

BRAND ATTRIBUTES

Bold

Distinctive

Modern

| Innovative

Approachable

Leader

| Inquisitive

Reliable

Diverse in our knowledge

Forward-thinking

Experts

Our brand attributes define the personality of our firm.

BOILERPLATE LANGUAGE

Simpson Gumpertz & Heger (SGH) is a national engineering firm committed to delivering holistic advice for our clients' most complex challenges. We leverage our collective and diverse experience, technical expertise, and industry knowledge of structures and building enclosures, advanced analysis, code consulting, and applied science & research to deliver unrivaled, comprehensive solutions that drive superior performance. With more than 600 employees in eight office locations throughout the United States, SGH's industry-leading teams constantly seek to advance the meaning of what's possible.

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Our boilerplate language is a distilled synopsis of our company used uniformly across a variety of mediums to reinforce our brand.

LOGO

Research revealed that our clients and the industry know us by "SGH," so we created a logo to emphasize that. While Simpson Gumpertz & Heger is still the name of our company, it is no longer required as part of our logo. Use the full name typographically once in a communication. otherwise feel free to use the shortened version of "SGH."

Our logo uses bold type to signify SGH's bold thinking. The curved openings in the letters reference a force, moving through the solid, resilient structure of the letters. The connection of the letters to each other indicates unity, and bringing together multiple disciplines to create solutions. The strong cross bar in the H speaks to continually raising the bar for building performance and the industry, while the upward tilt of the notch creates forward movement with an eye toward the future. The gold diamond represents our gold standard-going above and beyond the bar we set.

The logo has one form, with different color versions that can be used on either light or dark backgrounds, plus one-color versions when the production method is more limited. The full color version is the preferred mark.

ڬ Download logos at sgh.com/brand For technical questions, please contact marketing.

CLEARSPACE



LOGO VARIATIONS







BLACK



MINIMUM SIZE



0.375"

LOGO IMPROPER USAGE

Every element of the logo's design is intentional. Do not change its proportions, styling, spacing, or color in any way. Do not outline



Do not alter colors



Do not add any graphic elements



Do not skew or stretch



Do not rotate



SGH BRAND GUIDELINES | 15

COLOR PALETTE

Primary Colors

Color is an important aspect of SGH's brand identity. Using color appropriately is one of the easiest ways to make sure our materials are cohesive. Our primary colors are charcoal and gold. There is also a gradient version of the gold to be used more sparingly.

Secondary Colors

The primary colors are intentionally limited, but not everything can be accomplished with charcoal and gold. The "secondary" palette contains six additional colors that complement the primary palette and help with overall visual hierarchy.

A special SGH gradient has also been created from a blend of brand colors. Please refer to page 38 for additional details.

Depending on production needs, different versions of the colors may be appropriate. For digital projects, use RGB and HEX codes. For printing, use the Pantone (PMS) or CMYK colors. Discuss with the printer whether or not to use an uncoated or coated version of the color.

Charcoal PMS 447 C CMYK 70 57 63 65 PMS BLACK 3 U CMYK 59 41 51 60

> RGB 55 58 54 HEX 373A36

Gold PMS 7555 C CMYK 2 28 97 12

PMS 110 U СМҮК 1 21 100 10

RGB 210 159 28 HEX D29F1C

Gold Gradient PMS 7551 C / CMYK 0 36 100 26 RGB 179 126 0 / HEXB37E00

PMS 7555 C / CMYK 2 28 97 12 RGB 210 159 28 / HEX D29F1C Blue PMS 4160 C CMYK 97 31 11 59

PMS 3025 U CMYK 100 40 13 42

RGB 0 72 96

HEX 004860

Green PMS 3298 C CMYK 100 0 67 40

PMS 335 U CMYK 100 0 61 28

RGB 0 106 82 HEX 006A52

Tan

PMS 7527 C

CMYK 12 10 14 0

CMYK 36 0 15 0 PMS 7464 U CMYK 29 0 12 0

RGB 160 209 202

HEX A0D1CA

Light Green PMS 7464 C

RGB 95 155 198 HEX 5F9BC6

PMS 2170 C CMYK 69 28 0 0

Light Blue PMS 2170 C CMYK 62 22 1 1

PMS WARM GRAY 1 U CMYK 9 10 11 0

RGB 214 210 196 HEX D6D2C4

Orange PMS 7579 C CMYK 0 75 93 0

PMS 7579 U CMYK 0 68 93 0

RGB 220 88 42 HEX DC582A

W'EB ACCESSIBILITY COLOR PALETTE

Just as our built environments must meet certain codes and standards, SGH's digital materials must meet standards for readability based on the Web Content Accessibility Guidelines (WCAG) 2.0 Level AA Contrast Minimum. Please utilize these guidelines for the website, and any materials that will be published for viewing on screens.

AA guidelines dictate that there be a contrast ratio of 7:1 for normal size text (16px) and 4.5:1 for large text (18px bold or 24px). Our guidelines only use color combinations that work at the normal size text level. However, we have added a darkened version of the orange to allow it to be used as text on a white background.

The digital accessible palette accommodates different use applications:

- Black (000000) type on a colored background
- White (FFFFFF) type on a colored background
- Colored type on white and colored backgrounds

Please refer to what is shown as accessible examples on this page.

Charcoal RGB 55 58 54 HEX 373A36

Gold text can be used on a charcoal background.

White text can be used on a charcoal background.

Use charcoal as a text color over a white background

Blue RGB 0 72 96 нех 004860

Use white text on a blue background.

Use blue as a text color over a white background.

Green RGB 0 106 82 HEX 006A52

Use white text on a green background.

Use green as a text color over a white background.

Tan* RGB 214 210 196 HEX D6D2C4

Use black text on a tan background.

*Do not use tan as a text color over a white background

Light Blue* RGB 95 155 198 HEX 5F9BC6

Use black text on a light blue background.

*Do not use light blue as a text color over a white background

Light Green* RGB 160 209 202 HEX AOD1CA

Use black text on a light green background.

*Do not use light green as a text color over a white background

Orange* RGB 220 88 42 HEX DC582A

Use black text on an orange background.

* To use orange as a text color over a white background, change the hex value to: C54C20.

Gold* RGB 210 159 28 HEX D29F1C

Use black text on a gold background.

*Do not use gold as a text color over a white background

TYPOGRAPHY

Typefaces

As brand ambassadors, use consistent typefaces for any materials sent out on behalf of SGH. Specific fonts create a distinctive appearance across all mediums, allowing for messaging hierarchy, and enhancing brand recognition.

Standard SGH Word templates are available, already embedded with brand-compliant fonts. Follow these guidelines for new and custom documents.

Fonts

Conneqt

Used as the basis of our logo, Conneqt comes in solid and open versions. The characters shown on the right are the approved variations and can be accessed in most software programs under the menu item Glyphs or Alternates. This fonts' primary use is for headlines or statements that warrant emphasis. Glyphs should be used sparingly, primarily as the first character in a headline or first letter of a key word.

Nunito Sans

Sans serif font for larger introductory text and subheads.

Pragati Narrow

Sans serif condensed font for headlines and sidebar subheads.

IBM Plex Serif Serif font for body copy.

CONNEQT

Bold, Black (primary weight used)

ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789&!?

Nunito Sans

Bold, Bold Italic, Extrabold, Extrabold Italic, Black, Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789&!?

Pragati Narrow

Bold only

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789&!?

IBM Plex Serif

Regular, Regular Italic, Bold, Bold Italic *For maximum legibility of body copy use a minimum size of 8.5 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789&!?



Photography provides the opportunity to highlight the culture at SGH—our people, the work we do, and the materials that we investigate. As we continue to build our inventory of images, please consider these guidelines.

People

Office and In the Field Candids

We capture our team as they engineer what's next, both in our office environments and in the field. Interesting angles, reflections on glass, and unique environments all tell the story of the complexity of our work. Highlighting individuals working in the lab as well as detail shots of the lab environment is how we emphasize our constant learning and testing.

people continued on next page









Leadership Portraits

These direct eye to camera images use shallow depth of field to create a blurred background so that the focus is on the individual. Demeanor and attire is professional, yet approachable.

Soft box lighting on the left side of the individual with a fill card on the right. F2 with longer portrait lens.

Leadership Candids

While the leadership portraits are useful for proposals and the overview page on the website, candid portraits are a way to feature the personality of our team and the work they are passionate about. Environmental settings appropriate to the individual are selected with interesting angles, reflections and lighting, if possible. These in-the-moment images are captured without direct eye to camera and more relaxed attire.

people continued on next page







Culture/Social Postings

As brand ambassadors, every member of the team has the opportunity to document and capture the work that we do. We encourage all associates to photograph and submit key milestones or your involvement in the community. Always ask yourself, "Does this represent SGH in the best possible way?"

Please submit photos to marketing.













Projects

Process Photography

Since much of the work we do lies below the surface, it's important to capture the project along the way. Interesting detail shots can create art out of the science of what we do.

Finished Exteriors/Interiors

Finished images allow us to share the role that we played in the project and complete the story that the work-in-progress shots show. These qualify as good hero images.

Detailed Shots

The detail shots balance out the other types of photos we use and highlight the extreme detail of our work.

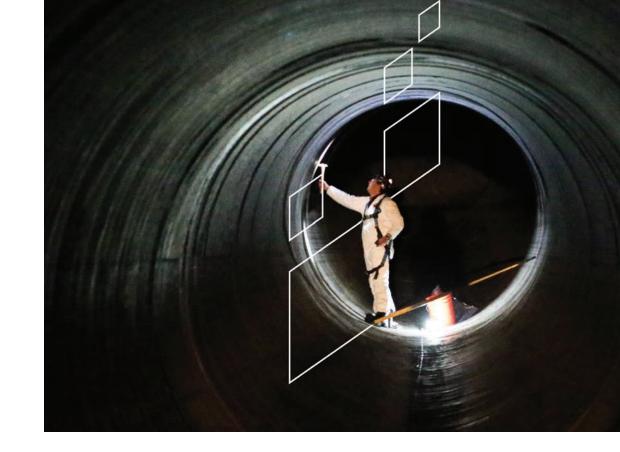






Hero Images

Professional photography that incorporates the diamond graphic highlights the quality of our work and team. These are used as the main image across all mediums.





Materials

There is a library of materials photos to be used as textures to visually support project stories or be used as background images.

- Brick
- Gold
- Metal
- Slate
- Stone
- Wood
- Concrete
- Marble
- Shingles
- Water
- Steel



SGH BRAND GUIDELINES | 33

A library of our photography is located within **OpenAsset**. Please contact marketing if you need access.

GRAPHICS

Pill

The "pill" is an element used to help with information hierarchy. It is a yellow rounded rectangle with black text set inside using the font Nunito Sans Black in all caps.

Pike

The pike is an element that is used as SGH's custom orange bullet style. To create this element, press "shift" + "\" on your keyboard.

Angle

The angle is used as a custom corner for images and color blocks. It is 35° and should be the same as the top and bottom angle of the diamond in the logo.

Diamonds

As a graphic element, the diamonds are a shape directly derived from the logo, and used in hero images. The diamonds should be used as a framing element around the subject or focus of an image wherever possible. The preferred method is using Photoshop, however this look can be mimicked in InDesign.

Download diamonds at sgh.com/brand

OUR BRAND PROMISE

PERFORMANCE BEYOND EXPECTATION

- Example of the "pill."



Distinctive

- Simple

Example of the "pike."



Example of the "diamonds."

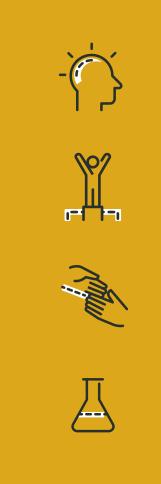


SGH BRAND GUIDELINES | 35

iCONOGRAPHY

SGH's unique icon set provides symbolism, and can be built upon to visually represent concepts or topics. There is an intentional openness in the stroke line in the icons that reflects the openness of the logo. The use of brand colors as a highlight provides visual interest. Where opportunities exist, we have chosen to incorporate the curved arc element of the logo into the colored accent.

Download icons at sgh.com/brand







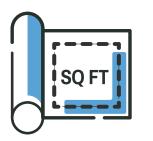




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PATTERNS

A unique set of patterns enhances the visual identity of the brand. The patterns are inspired by the diamond element in the logo, and are offered in a variety of brand colors. Use them as backgrounds or in sidebars sparingly.

Download patterns and green gradient at sgh.com/brand





SGH BRAND GUIDELINES | 39

Green Gradient

This gradient is comprised of four colors. It is available for download.

COLOR 1 | CMYK 91 61 49 34 COLOR 2 | CMYK 78 71 62 85 COLOR 3 | CMYK 36 2 23 0 COLOR 4 | CMYK 6 7 18 0

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STATIONERY

Business Card

The SGH business card is a physical representation of our brand and a tangible way to connect with people. From the soft touch finish to the spot gloss varnish, these are a physical manifestation of our attention to detail and intentionality with material selection.

To place an order, please contact your administrative assistant.





Elizabeth V. Rodenkirch, AIA, LEED AP BD+C Senior Consulting Architect D: 312.754.7503 C: 217.898.1596 E: evrodenkirch@sgh.com

Simpson Gumpertz & Heger 135 S. LaSalle Street, Suite 3800 Chicago, IL 60603 o: 312.754.7500

STATIONERY

Letterhead, Envelope & Mailing Label

While we continually move toward a more digital world, we recognize that printed material continues to be necessary. The SGH letterhead, envelope, and mailing label reflect our brand and the quality we stand for. Each office location will have its own materials.

To place an order, please contact your administrative assistant.



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Exercise and a second s

#10 Envelope



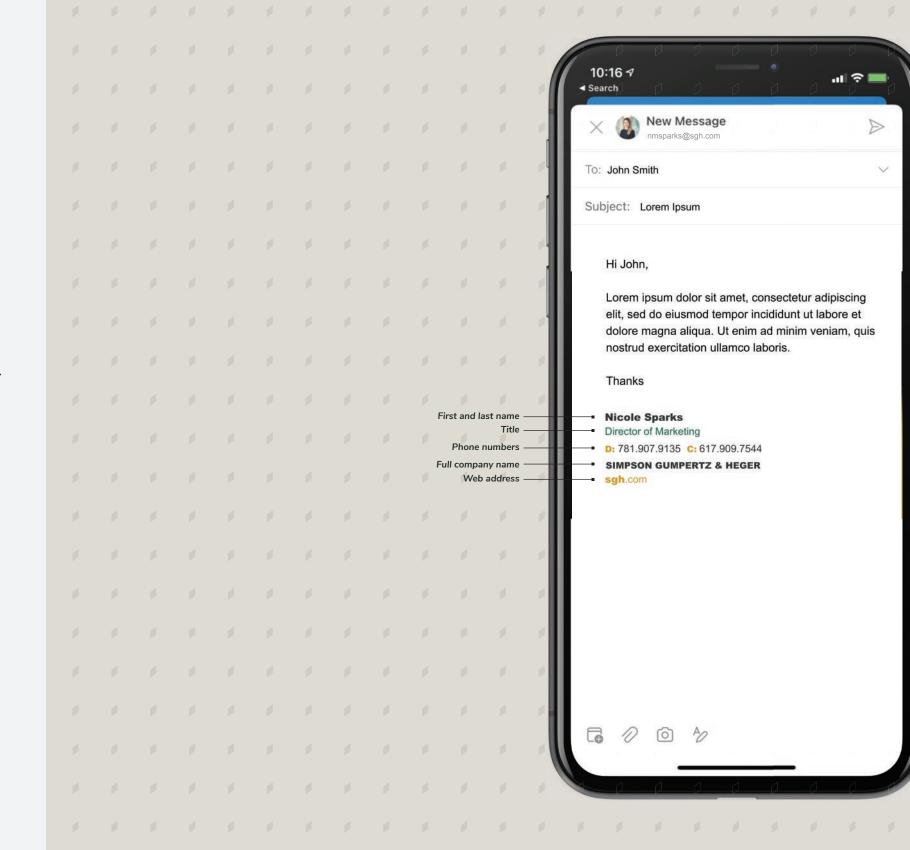
Mailing Label

EMAIL SIGNATURE

The SGH brand has a unique signature for any email correspondence. Please do not add to, edit, or modify this signature. Please note this is the only place where Arial, a basic web-safe font is used.

A web-safe font is one that is installed on almost every Windows and Mac device by default, which means it will look seamless on the recipient's end regardless of device types and/or email platforms.

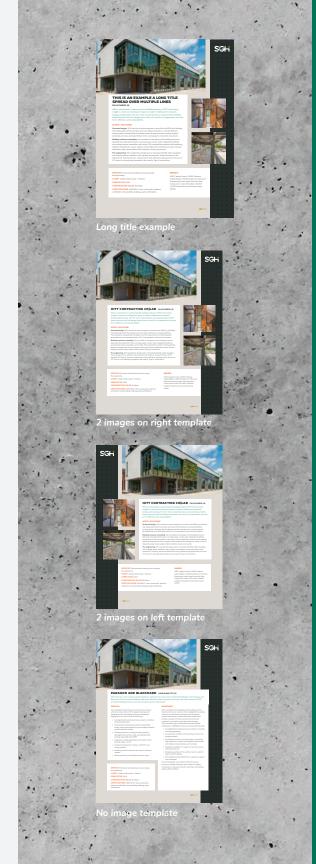
IT will deploy this in your email application.



CUT SHEET

The cut sheets use compelling images, concise language, and a clear hierarchy to emphasize the value that we bring to a project.

Please contact marketing to create a cut sheet for one of your projects.





HITT CONTRACTING COLAB FALLS CHURCH, VA

With a commitment to advancing the building industry, HITT Contracting sought to create an exciting new space to inspire collaborative research, testing, and learning. The two-story ColLab features an exposed mass timber frame structure that the design team chose not only for its appearance, but also for its efficiency and sustainability.

SCOPE | SOLUTIONS

Structural design. SGH was the structural engineer of record for the 8,600 sq ft building. We collaborated with the architect and mass timber fabricator to evaluate different framing options, designed the foundations and the superstructure comprising glued laminated and ross-laminated timber (CLT), and prepared construction documents.

Building enclosure consulting. We consulted on the design of the building enclosure featuring ultra-high performance concrete panels, curtain walls, integrated sheathing and air/vapor barrier assemblies, and roofing. SGH assisted the architect with developing details to integrate the various systems and simplify future maintenance needs. We also heiped the project team address field conditions during construction.

Fire engineering. SGH assisted the design team in developing fire/life safety strategies. We reviewed atrium conditions, stair capacity and locations, and performance of the exposed CLT framing. We also worked with county officials to get approval for the use of CLT since it is not explicitly permitted in the code for Type IV construction.





sah.c

SERVICES Structural and building enclosure design, fire engineering CLIENT Villiam McDonough + Partners COMPLETION 2019 CONSTRUCTION VALUE \$6 Million CERTIFICATIONS LEED BD+C: New construction, platinum certification, inking building challenge, petal certifications

AWARDS

2020 Catalyst Award, USGBC National Capital Region J 2020 Excellence in Structural Engineering Award, Merit Award for New Construction Under S25 million, SEAMW J 2020 Partnership for the Planet Award, AIAJDC

3 image template

PROPOSAL

The proposal system is designed with flexibility to accommodate varied types of tailored content while creating a clear hierarchy of information and brand consistency.

Contact marketing for assistance with creating a proposal.





PREPARED BY Simpson Gumpertz & Heger Peter M. Babaian, S.E. Principal 135 South LaSale Street Suite 3800 Chicago, Illinois 60603 or 312:78.4.7507 Mc 617.413.1746 E urombabaisnillioth.com

Cover sample

Construction and field testing	Project closeout
 A simple constructive QAQC program bits measurements of the program bits of the program bits	 I show have "hardle" hardle go who was not possible of the source hardle possible o
Chereve three field tests for each building. We assume that these tests will take place within the number of site visits required by the RFP per building. Propare an illustrated site visit report document our observations during testing.	systems. Develop an on-going building maintenance plan. Perform a 30-month post-occupancy review for building enclosure performance.
Martinization warning treating. RFI, CCD, buildettins, and change orders I Meetice RF3, CCD, buildettin, and SRI related to the enclosure/wareproceeding system and previde consulting to the design teams are moded to develop these documents. Provide written responses to any issues arising from them.	Provide a final report regarding the building end- systems throwing all rendomize related insure clos- and including summaries of the process and exter The appendix to the report will include all substa- tests product created during the project, including design review reports, bloatnessy testing reports, visit reports, dold testing reports, etc.
 Provide commentary regarding change order proposals indexed to the building exclosure system. 	SUMMARY We appreciate the segmentatory to prevent our qualification disproputed to perform this corporate dwark for you are that period. We have summarized our a sumptions, challenging, and exceptions for the weld, in Section Of this EPP response.





UNIVERSITY OF ARIZONA, PHOENIX BIOMEDICAL CAMPUS, HEALTH SCIENCE EDUCATION BUILDING PROBE, 32





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2.2 Written report

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2.5 Project global m

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ALEXANDRIA CENTER AT KENDALL SQUARE CAMERDOS, NA Alexandria at Kendal Signam Isa 1,700,000 oppare Ser unhan, mixed und devingement that includes commercial behavior With a model at most and each of the same there there are the structure of the shares of the same structure.



Sample spreads

POWERPOINT TEMPLATE

The SGH PowerPoint template allows for flexibility of content while maintaining brand standards. The brand typefaces are embedded into the template.

Please use this guide as a visual reference to be sure fonts are rendering properly.

Download the PowerPoint template at sgh.com/brand

You will find the new templates in the "shared" section of PowerPoint.



TITLE SGH

Subhead

Body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

- Bullet
- Bullet

SGH

13

"This is a pull quote. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo lorem ipsum dolorem consequat."

John Smith, Job Title





Sample slides

DOWNLOADABLE RESOURCES

Please visit **sgh.com/brand** to download any assets in this guide book.



