

A large construction site under a blue sky with white clouds. A tall orange tower crane is the central focus. In the foreground, there are large, angled metal beams and a concrete structure covered in black plastic sheeting with rebar protruding. A blue truck is visible in the background.

Corporate Identity

Powerful brand

Antea Group

Understanding today.
Improving tomorrow.

www.anteagroup.com

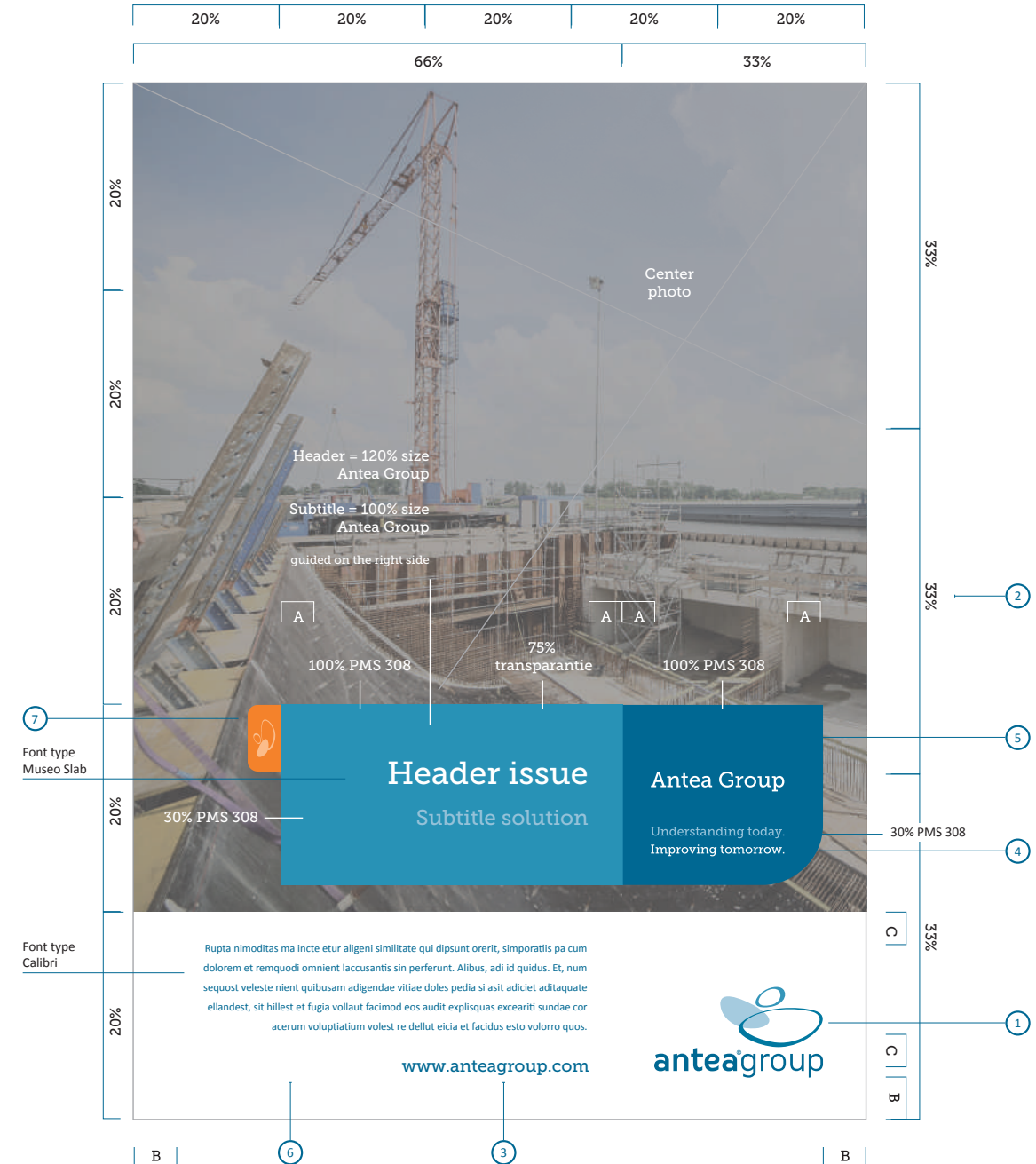
A brand can be represented in many forms — a name, a logo, a magazine, or a brochure, for instance. But a brand can also be represented through actions — a certain way of doing things and a certain way of communicating.

Communications with a common point of departure strengthen each other. A strong brand holds a great deal of power, not only in terms of how it is perceived by the world at large, but also as a differentiating factor in a competitive environment. A strong brand connects customers, prospects and influencers and builds long-lasting relationships. Antea Group's corporate identity has seven main elements, which should be applied consistently and correctly to help improve Antea Group's brand recognition.

1. Logo
2. Master
3. URL
4. Tagline
5. Rounded blue area
6. White space
7. Country tag

Antea Group: the Greek giant

The name Antea Group is derived from that of the mythological Greek giant Antaeus. This 30m tall giant was the son of Mother Earth goddess Gaia and Poseidon, god of the Sea. According to myth, Antaeus was invincible, as he continually renewed his strength by returning to Earth and rubbing his body with sand. The addition of 'Group' to the name references the international strength of the group.



LOGO AND COLOR VALUES- PAGE 6

The logo is made up of the spot color PMS 308 and is positioned on the right-hand side.

MASTER- PAGE 8

The master provides anchor points within the type page.

Corporate identity elements can be positioned in both 1/5 and 1/3 sections of the master.

COUNTRY TAG- PAGE 16

Each country in which Antea Group operates independently has its own tag color.

TYPOGRAPHY- PAGE 20

The corporate identity font is Museo Slab 500.

TAGLINE- PAGE 11

The tagline forms a part of the rounded blue area as standard. If the rounded blue area is not used, the tagline can also be used on its own.

ROUNDED BLUE AREA- PAGE 12

This element contains the name Antea Group and the tagline, both of which have a fixed position within the area.

The color of the area is 100% PMS 308.

WHITE SPACE- PAGE 14

White space is a key feature of our corporate identity, and should ideally cover 1/5 or 1/3 of the page

ELEMENTS- PAGE 18

All elements should be in proportion to each other.

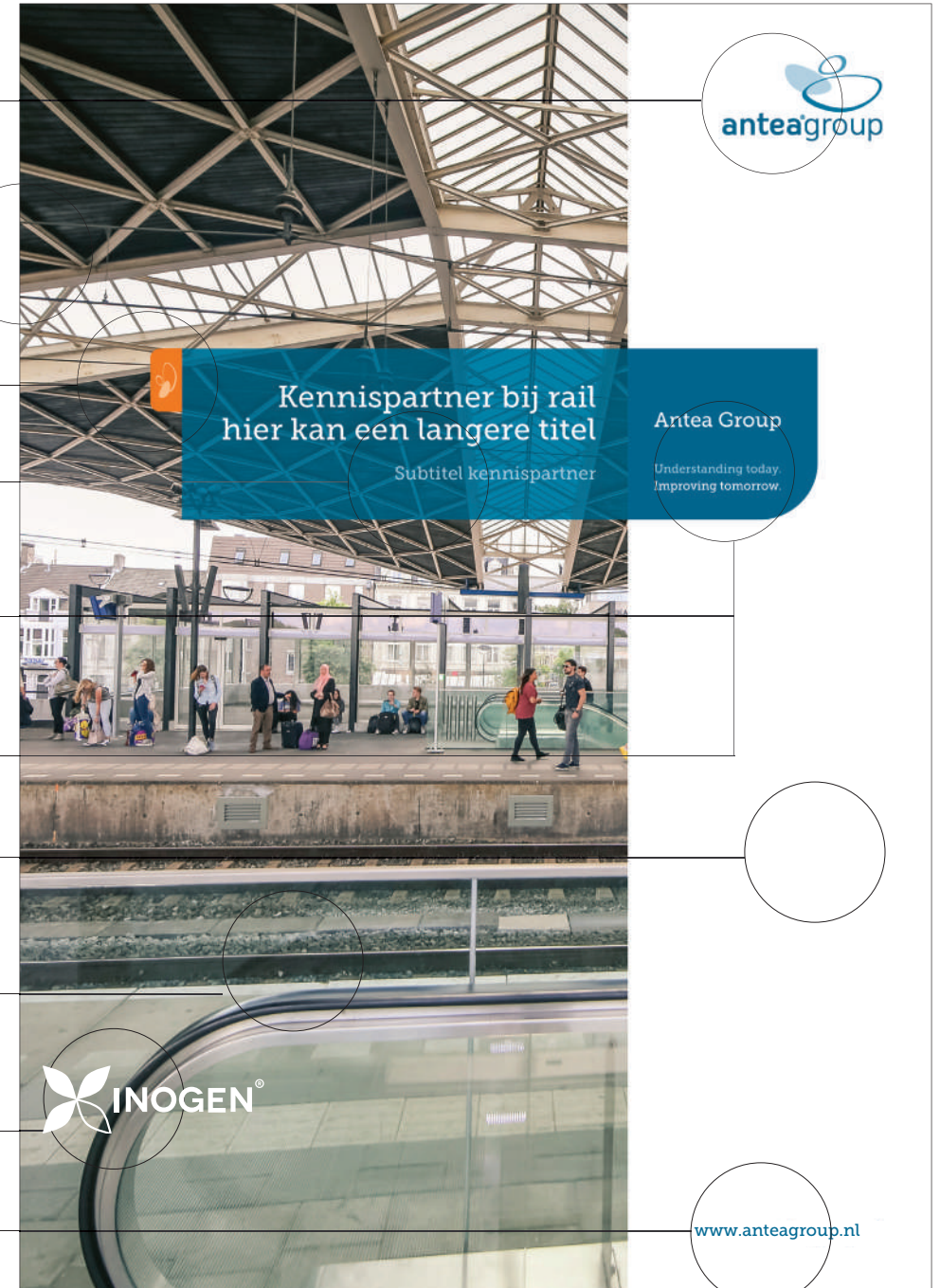
This proportional relationship should only be altered if absolutely necessary.

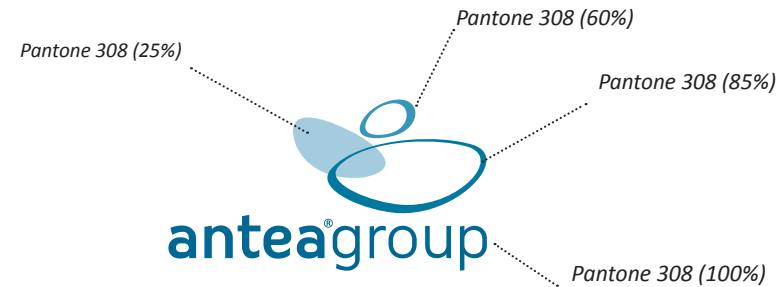
INTERNATIONAL- PAGE 21

Antea Group is part of Inogen. The Inogen logo must appear together with the Antea Group logo on materials that are developed for our environmental services.

URL- PAGE 10

The link to Antea Group's website is usually included on the front of communications.





Clear and consistent use of corporate identity colors enables us to ensure coherence across our communications. The color palette comprises a primary (spot) color (PMS 308) and a secondary (spot) color. The secondary spot color is different for each country.

Spot color: Pantone 308
CMYK: 100, 5, 0, 47
RGB: 0, 99, 142
RAL: 5001
WEB: #00638E



white variant



blue variant



black variant

1. LOGO AND COLOR VALUES

Antea Group has one official logo. As an organization, we set great store by the uniform use of this logo, and it may not be copied, altered or used with a non-standard font. The logo has two components:

1. *The name Antea Group*
2. *The platforms (three shapes)*

The three platforms in the logo represent the customer, the project challenge and the sustainable result. These components have a fixed size and position and may not be used separately from each other. If being used as part of a smaller or larger format, the logo must also be made smaller or larger accordingly. The blue color used in the logo symbolizes water and air, water being an essential component of all life forms and air representing space in which to grow.

The logo should be positioned on the right-hand side of communications wherever possible, preferably in the top right-hand corner. A second option is in the bottom right-hand corner or centered within a solid background, such as on a flag. A fully black or white logo should only be used if it is difficult to see the logo on top of a photo or on a colored background. When reproduced in a single color, a fully blue logo may also be used.



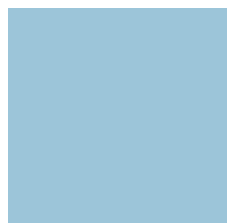
Our primary colors form the core of our brand identity. These colors are used generally in our branding, ensuring a consistent and recognizable presence across all mediums.

The secondary colors complement the primary palette, adding depth and flexibility to our branding. They are used to highlight, accentuate, and diversify our visual communications.

Primary colors



Spot color: Pantone 308
CMYK: 100, 5, 0, 47
RGB: 0, 88, 142
RAL: 5001
WEB: #00587C

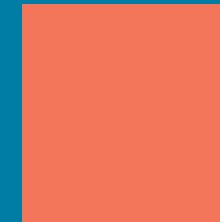


Spot color: Pantone 543C
CMYK: 38, 11, 9, 0
RGB: 170, 203, 223
RAL: 220 80 25
WEB: #AACBDF

Secondary colors



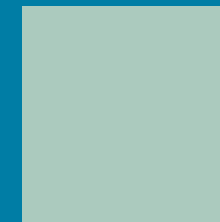
Spot color: Bright Red C
CMYK: 0, 91, 89, 0
RGB: 237, 45, 31
RAL: 3028
WEB: #FA360A



Spot color: Pantone 7416C
CMYK: 0, 67, 64, 0
RGB: 251, 114, 83
RAL: 3022
WEB: #FB7253



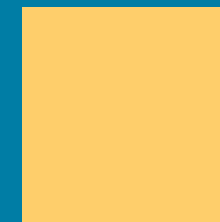
Spot color: Pantone 556
CMYK: 60, 20, 51, 4
RGB: 111, 160, 136
RAL: 150 70 50
WEB: #6E9F87



Spot color: Pantone 559C
CMYK: 33, 9, 27, 0
RGB: 183, 207, 195
RAL: 150 80 30
WEB: #B7CFC3



Spot color: Pantone 1235
CMYK: 0, 33, 88, 0
RGB: 255, 183, 27
RAL: 1003
WEB: #FFB200



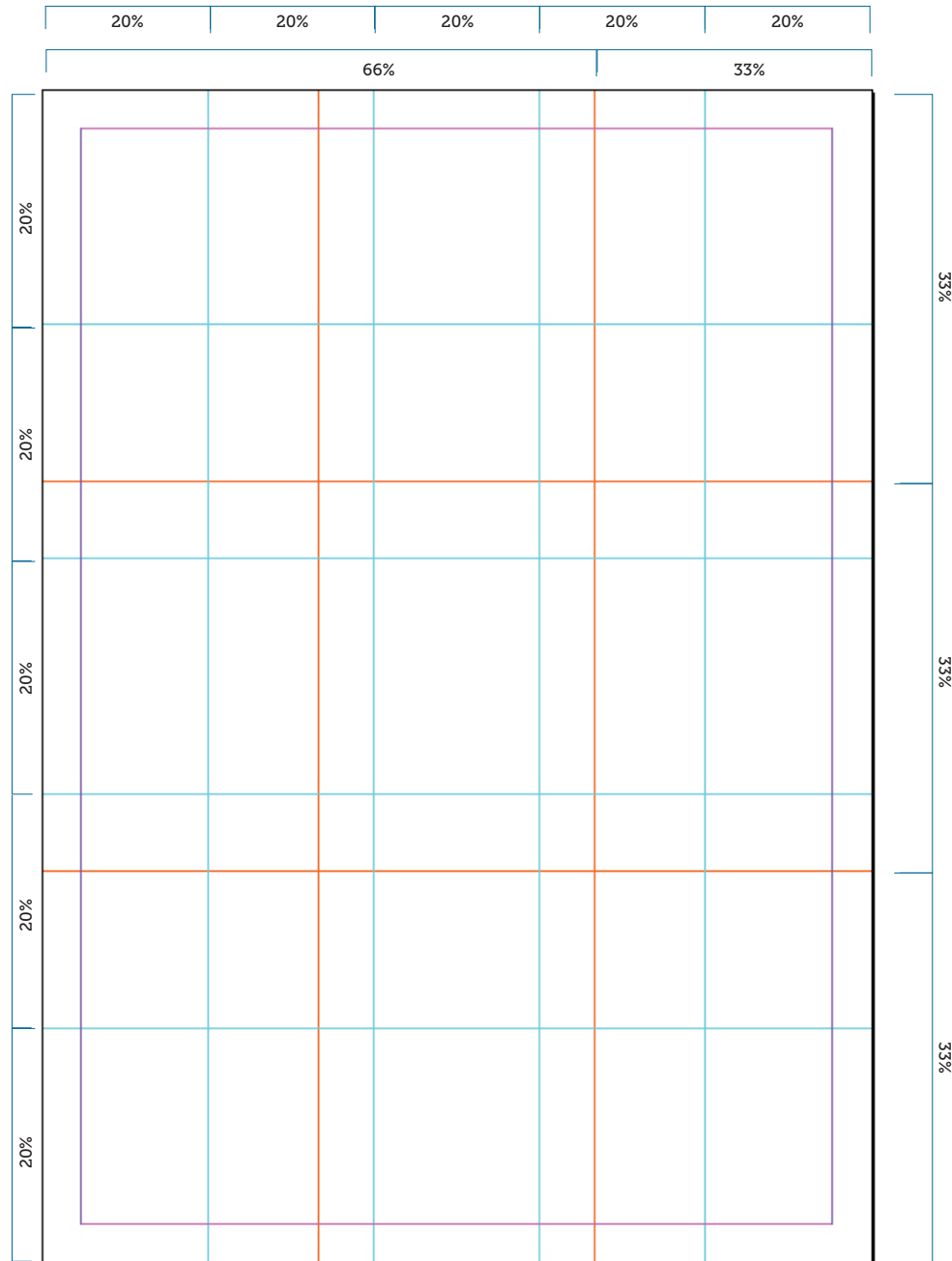
Spot color: Pantone 134C
CMYK: 0, 20, 67, 0
RGB: 255, 209, 102
RAL: 085 80 60
WEB: #FFD166



Spot color: Pantone cool gray 9
CMYK: 53, 42, 39, 23
RGB: 118, 119, 122
RAL: 220 50 10
WEB: #75767A



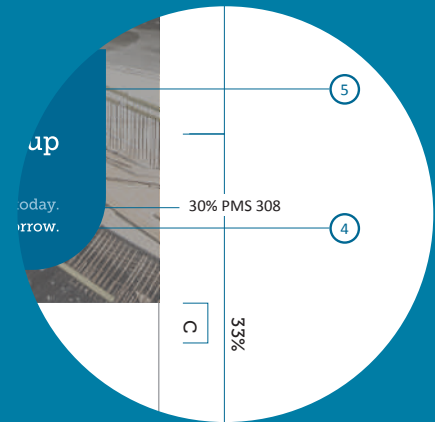
Spot color: Pantone 427C
CMYK: 26, 17, 17, 1
RGB: 199, 203, 206
RAL: 7035
WEB: #C7CBCE



2. MASTER

When formatting communications in line with the corporate identity, elements are positioned using a grid that is subdivided both horizontally and vertically into $\frac{1}{5}$ and $\frac{1}{3}$ of the overall layout. The master allows for the creation of different layouts.

The master provides anchor points within the type page. Corporate identity elements can be positioned in both $\frac{1}{5}$ and $\frac{1}{3}$ sections of the master. Images as well as white space are included based on the master. The master is the basis for the layout of the type page. It should be used for reference whenever possible and should be thought of as a guideline rather than a hard-and-fast rule.



3. URL

The link to Antea Group’s website is usually included on the front of communications, but the back is also an option for multi-page documents. Each country has to use their own extension; for international purposes, the .com extension can be used.



4. TAGLINE

A tagline briefly explains what the Antea Group brand stands for. It is part of element (5) as standard, but if this element is not used, the tagline can also be used on its own.

The tagline ‘Understanding today. Improving tomorrow.’ is directly related to the heading and subheading in the blue text area joined to the rounded blue area (5).

The heading briefly describes the topic and/or the issue (Understanding), while the solution is provided in the subheading (Improving).

The blue text area is not a compulsory element of our corporate identity but can optionally be joined to the rounded blue area (5) if a title and subtitle are used. If a title and subtitle are not required, this element can be omitted.



PROPORTIONS

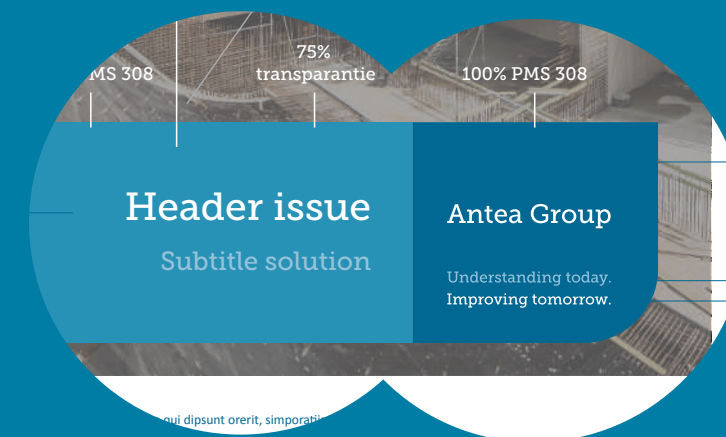
Below the proportions are shown in magnitude of the image elements (label and blue rounded surface) in relation to the Antea Group and Inogen logo. More information about the use of the Inogen logo can be found on page 21.



5. ROUNDED BLUE AREA

This element contains the name Antea Group and the tagline, both of which have a fixed position. The color of the area is 100% PMS 308. A text area can also be joined to this area. The color of the text area is 100% PMS 308 with a transparency of 75%.

The rounded blue area is intended to create a strong link between the name 'Antea Group' and the tagline 'Understanding today. Improving tomorrow'. In a portrait design, the width of the blue area is the same as the white space minus the margin on the right-hand side. The size of the logo and the URL are adapted to match this.

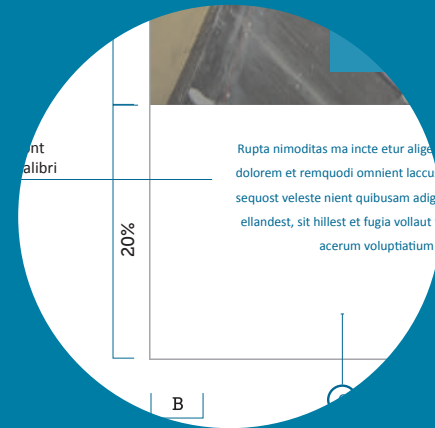




6. WHITE SPACE

White space is a key feature of our corporate identity, and should ideally cover 1/5 or 1/3 of the page so that the logo stands out as much as possible. No elements other than the Inogen logo, fixed corporate identity elements and text should be placed in the white space.

The whitespace can be positioned horizontally (at the top/bottom) or vertically (on the right-hand side) on the condition that the white space matches the master as far as possible.



Netherlands

PMS 158
CMYK 100-5-0-47
RGB 0-99-145

PMS 158 (50%)
CMYK 0-60-94-0
RGB 214-121-32

France

PMS 301
CMYK 100-53-6-28
RGB 0-75-132

PMS 301 (50%)

Belgium

PMS 186
CMYK 2-100-85-6
RGB 200-16-46

PMS 170
CMYK 0-48-50-0
RGB 255-134-116

Brazil

RGB 255-223-0

White
RGB 255-255-255

USA

PMS 15-0343
RGB 136-176-75

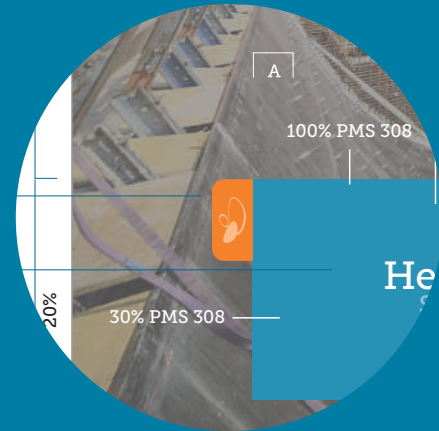
PMS 15-0343

Spain

CMYK 76-71-11-1

7. COUNTRY TAG

Each country in which Antea Group operates independently has its own tag color. The country tag is often used in combination with the rounded blue area and it has a fixed size in relation to the blue area. This element of our corporate identity represents the roots and/or the country.



ELEMENTS

All elements should be in proportion to each other. This proportional relationship should only be altered if absolutely necessary.

- The logo (1) should always be in proportion to the blue area (5). It should be aligned with the 'A' in Antea Group on the left, and with the edge of element (5) on the right.
- The height of the country tag (7) spans from the top of the blue area (5) to the top of the 'A' in Antea Group.
- The URL [www.anteagroup.\[domain\]](http://www.anteagroup.[domain]) (3) and the logo (1) should have an equal width.
- The transparent blue text area should contain a heading and a subheading. The size of the text area is determined by the length of the text. It should be at least as wide as element (5) and can use up to a maximum of the full width including the country tag. The text is centered vertically.



TYPOGRAPHY AND TEXT AREAS

Our corporate identity uses the MuseoSlab 500 and Calibri fonts. Museo Slab 500 is used in headings and text boxes in both regular and italic font styles, while Calibri is used for plain text in regular, bold, italic and bold italic font styles.

MuseoSlab 500 regular

MuseoSlab 500 italic

Calibri regular

Calibri bold

Calibri italic

Calibri bold italic

When integrating our corporate identity in the communications tools, text can be placed in colored text areas. Such colored text areas, if used, will have a tint of either 80% or 20% of the corporate identity color (PMS 308).

Text areas

Example of a text area in a communications tool in which white text is used in a text area with a tint of 80% of the corporate identity color.

Text areas

Example of a text area in a communications tool in which 100% blue text is used in a text area with a tint of 20% of the corporate identity color.

INTERNATIONAL

Our corporate identity is applied internationally as described in this document, with each country having a different colored tag. No tags are used for international/group-level Antea Group communications, such as the international annual report.

Inogen

The Inogen Environmental Alliance is an international organization of environmental consultancies that provide multinational organizations with consistent, high-quality and cost-effective environmental, health and safety solutions. Antea Group is part of Inogen. The Inogen logo must appear together with the Antea Group logo on materials that are developed for our environmental services. If used, the Inogen logo must be at least 75% of the size of the Antea Group logo. The Inogen logo must be positioned diagonally in relation to the Antea Group logo.

Consult the 'Inogen Brand Manual' when using the Inogen logo. You can consult this via the Media Filer or request it from Liliana Cruz, liliana.cruz@anteagroup.com



MORE INFORMATION

For more information about our corporate identity, communications policy and the development of our communications tools, please contact the Dutch Marketing and Communications department.