



Guidelines for representing CH2M HILL Plateau Remediation Company





The blue globe represents our global commitment and world-class services.

The green shadow represents the support of our professionals, providing quality, delivery and value.

Our name is unique. It is derived from our founders' names* and is set with bold, distinctive typography.

**Founders' Names*

CH2M HILL was founded in January 1946, in Corvallis, Oregon, as CH2M — a name derived from the initials of the company's four founders: Fred Merryfield, Holly Cornell, James Howland and T. Burke Hayes.

Some 25 years later, the company merged with Clair A. Hill and Associates to become CH2M Hill.

The CH2M HILL Corporate Identity

The CH2M HILL corporate identity (logo) represents the values and image of the company rather than a literal object.

The logo mirrors our firm's culture in a number of ways:

- The "shadow" or green square, represents the firm's continuing stable platform of delivering quality services and technology.
- The "globe" represents the elevation of that platform to include a global focus on bringing the best service and technology to our clients around the world.



The logo represents the impossible made possible — a blue globe casting an unexpected square green shadow. Our corporate logo is our flag, our signature, our face. It gains value for us with each consistent application. Repetitive use has a cumulative effect, advancing both name recognition and position in our markets. Consistent presentation strengthens our logo's power; repetition triggers recognition and remembrance.

Our corporate identity can be represented two ways:

1. Our symbol and signature



The relationship between the individual elements is fixed. The symbol (globe and shadow) and signature (gray type) are a single unit. They can be resized together (as a group), but the relative proportions and letter style are not to be altered. Other elements should be kept at a distance that is at least equal to the diameter of the globe. Do not combine our corporate identity with other elements, or borrow parts to use in other designs.

2. Our signature



Our corporate identity may sometimes consist of just the signature. The globe and shadow symbol, however, must never be used alone.



PMS 2935

Pantone Process

100% cyan

46% magenta

RGB

R = 0

G = 0

B = 70.6



PMS 3285

Pantone Process

100% cyan

50% yellow

7% black

RGB

R = 3.9

G = 44.3

B = 37.6



PMS 424

Pantone Process

61% black

RGB

R = 35

G = 35

B = 35

CHPRC Color Specifications

Color is important. A logo's color is as strong an identifier as its shape. Whenever and wherever possible, our logo should be presented in color. It is permissible, however, to reproduce it in black and white.

Use Pantone Matching System (PMS) colors for both solid inks and process (cmyk) equivalents. RGB systems (more than a dozen) should also represent the PMS colors as closely as possible.

Room to Breathe

A clear space surrounding the CH2M HILL corporate identity logo ensures maximum visibility and impact. Avoid crowding the logo with other graphic elements, such as typography and imagery, especially other logos. As illustrated below, the diameter of the globe (x) is the unit of measurement to determine the minimum clear space required around the logo.



Backgrounds

The corporate identity (globe, shadow and logotype) should only be used against a white or black background, preferably white. If there is an imperative to impose it on a colored background, use the logotype signature only.



Examples of violations to logo integrity:

Skew or distort:



Change logotype color:



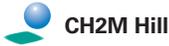
Add treatment, such as shadows, bevels or glows:



Reverse the logo:



Replace or move parts:



Use portions of the logo:



Resize part of the logo:



Examples of violations to name integrity:

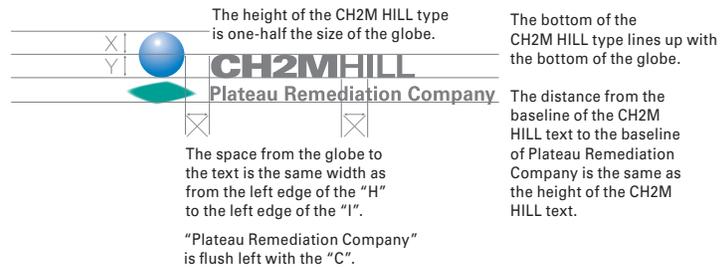
... As a global leader in full-service engineering, CH2M Hill possesses both the culture...

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Logo Integrity

The proportionate size and relationship of the logotype to the globe and shadow should never be changed. Click [here] to download digital files. Please adhere to the following guidelines:

- *Do not* recreate logo artwork.
- *Do not* distort the logo. To resize the logo, hold down the Shift key in your software application.
- *Do not* use parts of the logo in other graphics or exhibits. The logo should be maintained as a single complete element.
- *Do not* change the colors in the logo.
- *Do not* add elements to the logo, particularly when addressing joint venture logos.



Name Integrity

The corporate identity name — CH2M HILL — is two words, all uppercase. The words should never be separated across two lines or by more than the equivalent of a single character space.

Logo Placement

The logo should be placed on every CH2M HILL document and product and appear only once on a page.

- On bound and double-sided documents — the logo should appear once on the front cover and once on the back cover
- On all marketing and sales materials — the logo should be positioned at the center top
- On all internal documents (such as company forms, stationery, etc.) — the logo should be positioned in the upper lefthand corner

