



BWC Terminals LLC

Consistent Branding

To maintain a consistent brand identity and enhance industry recognition in North America, we have developed a comprehensive set of BWC LLC logo and brand standards.



BWC Terminals LLC

Consistent Branding

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BWC Terminals LLC

Consistent Branding

BWC Terminals Logo and Brand Standards

To maintain a consistent brand identity and enhance marketplace recognition nationwide, we have developed a comprehensive set of BWC Terminals LLC logo and brand standards. When you using BWC Terminals LLC logos, you must adhere to these guidelines.

It is not permitted to print or reproduce the BWC Terminals logo in any other format than what is outlined in this document. Do not attempt to create or duplicate the logo. Use only the digitule art originals referenced in this document.

Please contact the BWC Communications Department at 832-699-4575 or info@BWCterminals.com if you have any additional questions about using the BWC logo.

What is a brand?



A brand is a set of perceptions and images that represent a company, product or service. While many people refer to a brand as a logo, tag line or audio jingle, a brand is actually much larger. A brand is the essence or promise of what will be delivered or experienced.

The foundation of our brand is our promise and commitment to our customers and handling every drop of their product with Health, Safety, Security and the Environment in mind with every movement.

Consistent and strategic branding leads to strong visual recognition by our industry and customers.



Company Logo Specifics



The corporate logo to the right is approved for use in all corporate communications including but not limited to: products, product faceplates, corporate website, technical and promotional literature, presentations, tutorials and promotional items.

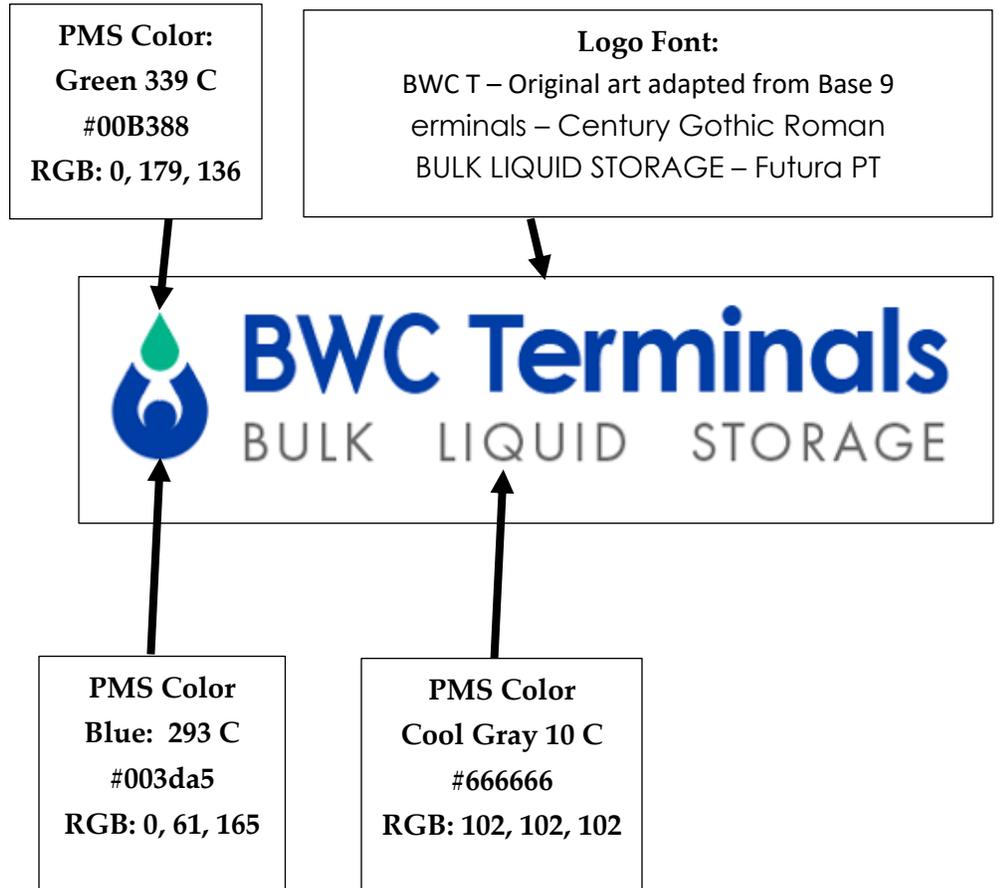
The electronic file(s) for the logo are located on the company intranet under Company Branding.

Logo Font:

- Base 9
- Century Gothic Roman
- Futura PT

Logo PMS Colors

- Blue 293 C
- Green 339 C
- Cool Gray 10 C





**Company
Logo**

**Approved
Variations**



The corporate logo to the right is approved for use in all corporate communications including but not limited to: products, product faceplates, corporate website, technical and promotional literature, presentations, tutorials and promotional items.

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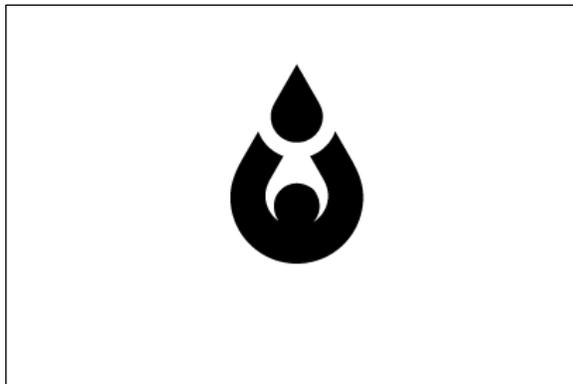
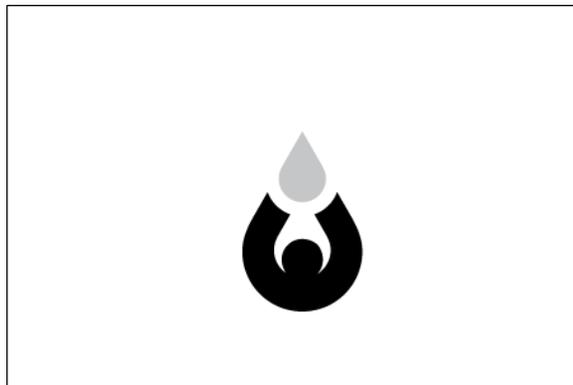
**Company
Logo**

**Approved
Mark**



The corporate logo to the right is approved for use in all corporate communications including but not limited to: products, product faceplates, corporate website, technical and promotional literature, presentations, tutorials and promotional items.

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Company Business Cards

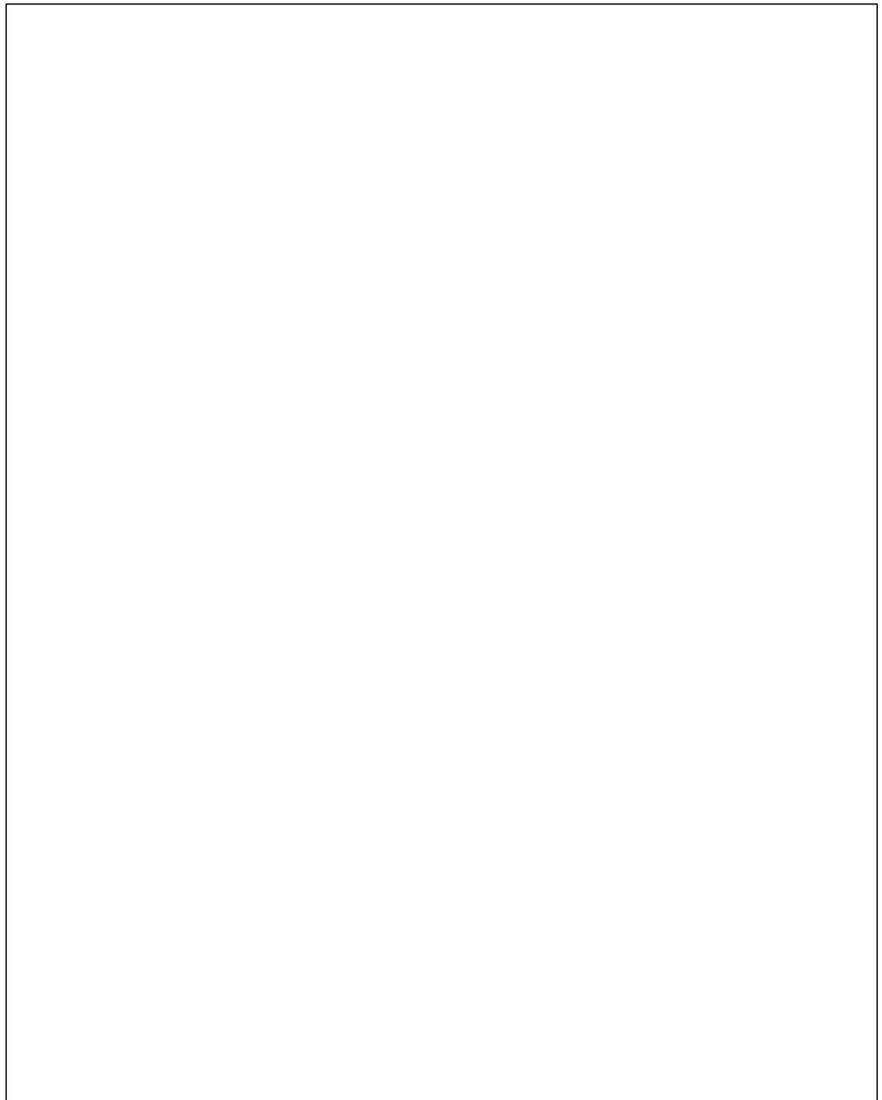


All company business cards:

- Must follow the same format
- Must be ordered through the corporate office
- Title must match the HR title

Ordering business cards:

- Use the "Business Card Request Form" located on the Company intranet – BWC Branding.
- Obtain Management Approval and Signature
- Submit the completed form with approval to the Executive Assistant to the President and CEO.
- Business cards will be ordered through one vendor and shipped directly to the requestor.





Company Letterhead



The logo should be located in the upper left corner of the page.

The location address should be listed at the bottom of the page to include the main location address and phone number.

The letterhead template is located on the Company intranet – BWC Branding.



Company Envelopes



The logo should be located in the upper left corner of the page with the company address. On the right side is a faded logo mark.

Envelopes can be ordered by submitting a request to the Executive Assistant to the President and CEO.

9 x 12 Envelope

No. 10 Envelope – No Window

No. 10 Envelope – With Window



Company Agenda Template



The Company agenda template can be located on the Company intranet – BWC Branding.



Internal Announcements



All internal announcements must be reviewed and approved by the Marketing Department and/or the President and CEO prior to distribution.

All announcements will be communicated through the Marketing Department, Executive Assistant to the President and CEO or directly from the President and CEO



Company Email Signature



Email signatures
should consist of:

- Name
- Job Title
- Company Name
- Location Address
- Office phone number
- Mobile phone number (if applicable)
- Fax number (if applicable)
- Email Address
- Website
- Company Logo

Font: Century Gothic

Font size: 11 pt

Full Name

Job Title

BWC Terminals LLC

Location street address

Location state, city and zipcode

O Office phone number | M Mobile number if applicable

Email address | www.BWCTerminals.com



BWC Terminals
BULK LIQUID STORAGE



Company Presentation Template



The Company agenda template can be located on the Company intranet – BWC Branding.

All presentations should be done in Standard 4:3 size.