

Safe Zone

The ampersand in the primary and secondary logo is used as the unit of measurement for spacing and clearance as shown at the right. When using the ampersand only, the top bar of the shape is used as the unit of measurement. The protected zone should be free of photos, illustrations, text or other distracting elements except for the registered trademark symbol.

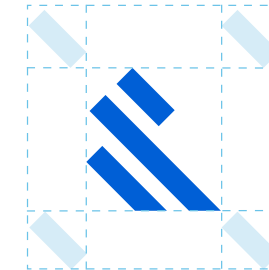
PRIMARY (STACKED) LOGO



SECONDARY (ONE-LINE) LOGO



AMPERSAND



0.875" smallest width allowed

Global Practice & Location Identification



The circle badge may be used for Global Practice & Location identification on Branded Merchandise. For requests outside of Global Practices and Locations, approval must be obtained from the Marketing team.

- For legibility and design quality, only 5-20 characters may be used in the customized portion of the badge.
- No acronyms may be used in the badge.
- For locations, only City and State may be used. The city and state used must be reserved for PNL office locations. States should be abbreviated.



Alternatively, this lockup may be used to identify global practices within Burns & McDonnell on branded merchandise. No other language or acronyms may be used in this instance.



This approach may be used only in conjunction with our full Burns & McDonnell logo on a separate imprint area. If separate imprint areas are not an option, either the first or second option must be used.

Partnerships & Projects

- Our logo must be listed first and have equal or greater prominence than partner logo. You must have legal approval to use the partner logo.
- Only the stacked and one-line logos may be used in a logo lockup. The ampersand should not be used in conjunction with a project or partner logo.
- Alternatively, separate imprint areas for partner logos and project names may be used. The Burns & McDonnell logo should be in the most prominent and visible position on the item.
- If including a project name, the accompanying text should be set in Aeonik font below the logo lockup.



Additional Rules

- For primarily external audiences, the primary or secondary Burns & McDonnell logo must be present on the item. This can be used on its own or in conjunction with the ampersand.
- Custom artwork and logo creation for projects, partnerships, communities and groups must be approved by Marketing before order approval.
- Use of Employee Resource Group (ERG) imprint is reserved to the approved artwork. Adjustments to this artwork must be approved by Leon Harden.