

VALUE PROPOSITION

relyonnutec.com

RelyOn Nutec
360° Safety



WE BUILD ON OUR HERITAGE WITH A NEW OUTLOOK

RelyOn Nutec is made up of the combined experience and expertise of over 1,200 employees in more than 20 countries, who all help drive safety every single day. Over decades we have proven our expertise in the safety training sector and built a solid, trustworthy reputation, recognized all over the world.

To extend this reputation we must go further. As we come together as one united organization, our vision is to move beyond supplying safety services to delivering and sustaining an inherent safety mindset and culture for all our customers.

WE SHOULD ALWAYS AIM TO GO BEYOND THE INDUSTRY NORM

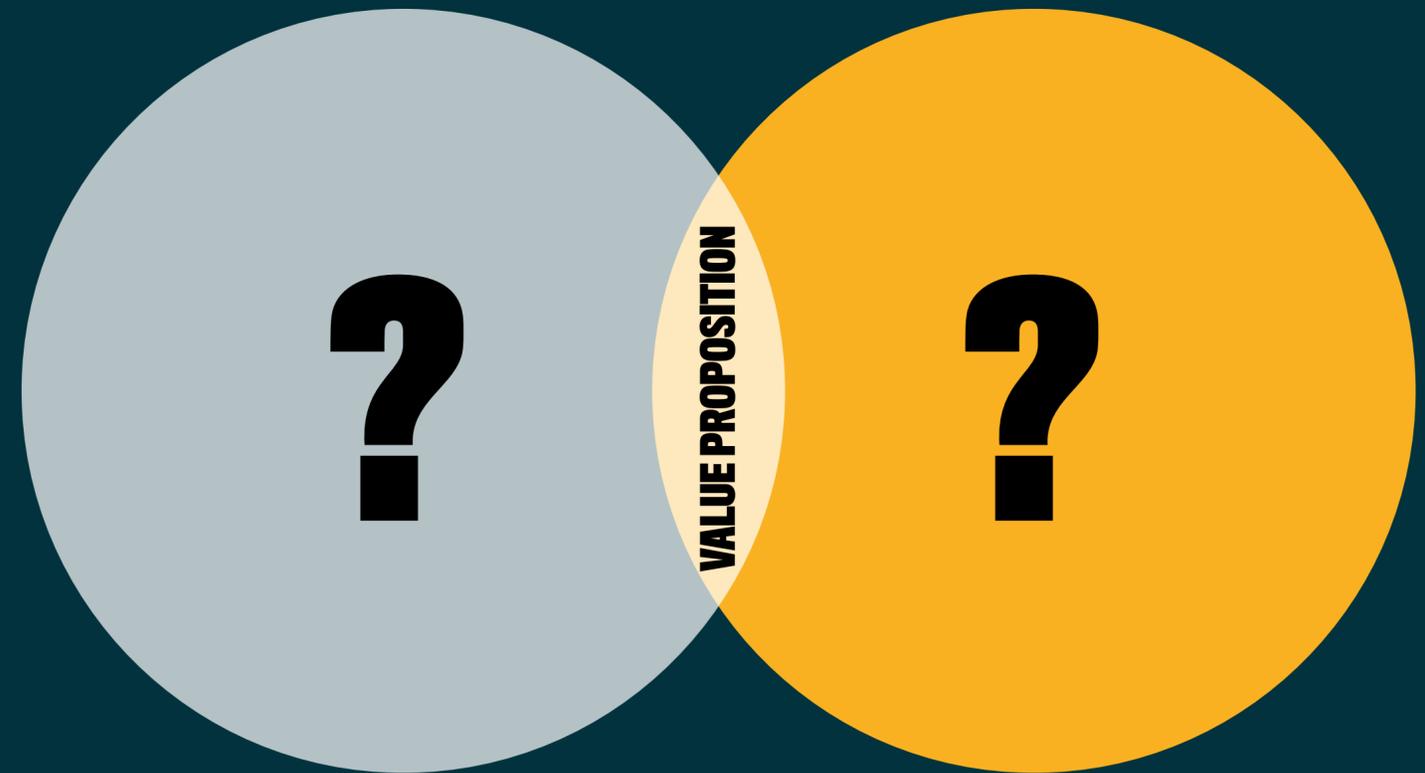
WE MUST CHALLENGE THE INDUSTRY AND LEAD FROM THE OUTSET

As a global leader in safety we have set ourselves apart from the competition. From our exemplary training facilities to our global footprint and local knowledge – we are contributing towards the industry standard in safety. It is essential that we are proactive when it comes to our customers' safety needs, lead our sector and develop new opportunities that grow our business.

**LEADERS
NEVER STOP
PUSHING
THINKING
INNOVATING**

CREATING OUR VALUE PROPOSITION

Our value proposition enables all employees and stakeholders to understand the inherent value that RelyOn Nutec offers to the market. It is the foundation on which we build our business and communication concept.

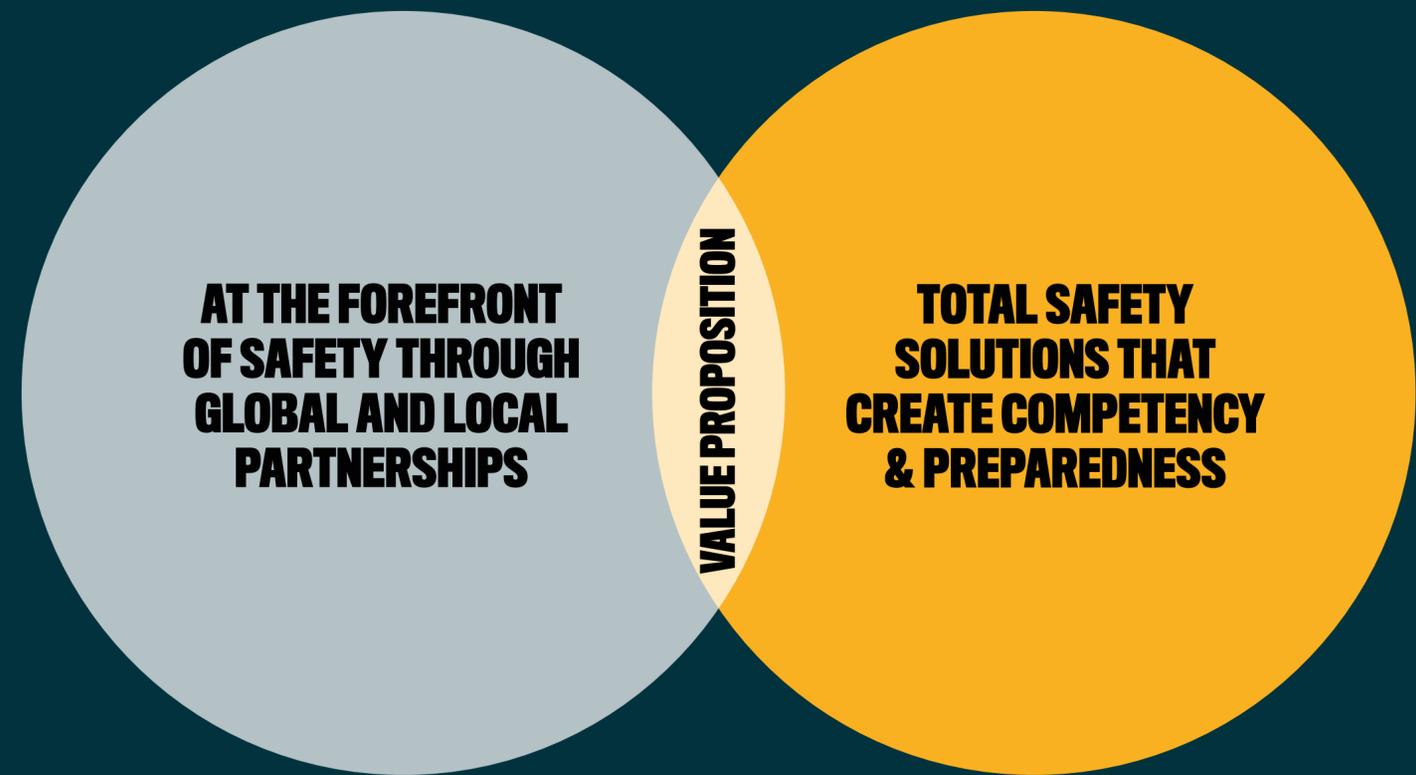


WE GO BEYOND OPERATIONAL REGULATIONS: THROUGH STRONG PARTNERSHIPS WITH GLOBAL AND LOCAL GOVERNING BODIES

With 33 training facilities all over the world, no other competitor has the same global presence as RelyOn Nutec. Our worldwide footprint means we have strong relationships with global and local governing bodies. This ensures we are at the forefront of regulatory changes in the safety industry.

WE OFFER UNRIVALLED PEACE OF MIND: THROUGH SUPPORTING OUR CUSTOMERS WITH COMPETENCY AND PREPAREDNESS

We provide the complete cycle of professional safety services at every level of our customers' organizations. From safety training to crisis management, training management services and e-learning – we deliver complete and comprehensive peace of mind to our customers.



OUR VALUE PROPOSITION:

**YOUR GLOBAL PARTNER
IN SAFETY SOLUTIONS
THAT PUTS PEOPLE FIRST**

OUR VALUE PROPOSITION:

WE HAVE THE LEADING
GLOBAL FOOTPRINT WITHIN
THE SAFETY SECTOR

WE ARE A **PARTNER** TO OUR
CUSTOMERS - MUCH MORE THAN
A SERVICE SUPPLIER

**YOUR GLOBAL PARTNER
IN SAFETY SOLUTIONS
THAT PUTS PEOPLE FIRST**

WE DELIVER MORE THAN
TRAINING, WE DELIVER
HOLISTIC **SAFETY SOLUTIONS**

THE SAFETY OF OUR
CUSTOMERS AND EMPLOYEES
IS OUR NO. 1 PRIORITY

**OUR VALUE PROPOSITION
MEETS THE PAINS OF OUR
CUSTOMERS**



WE ADDRESS OUR CUSTOMERS' GREATEST SAFETY PAINS

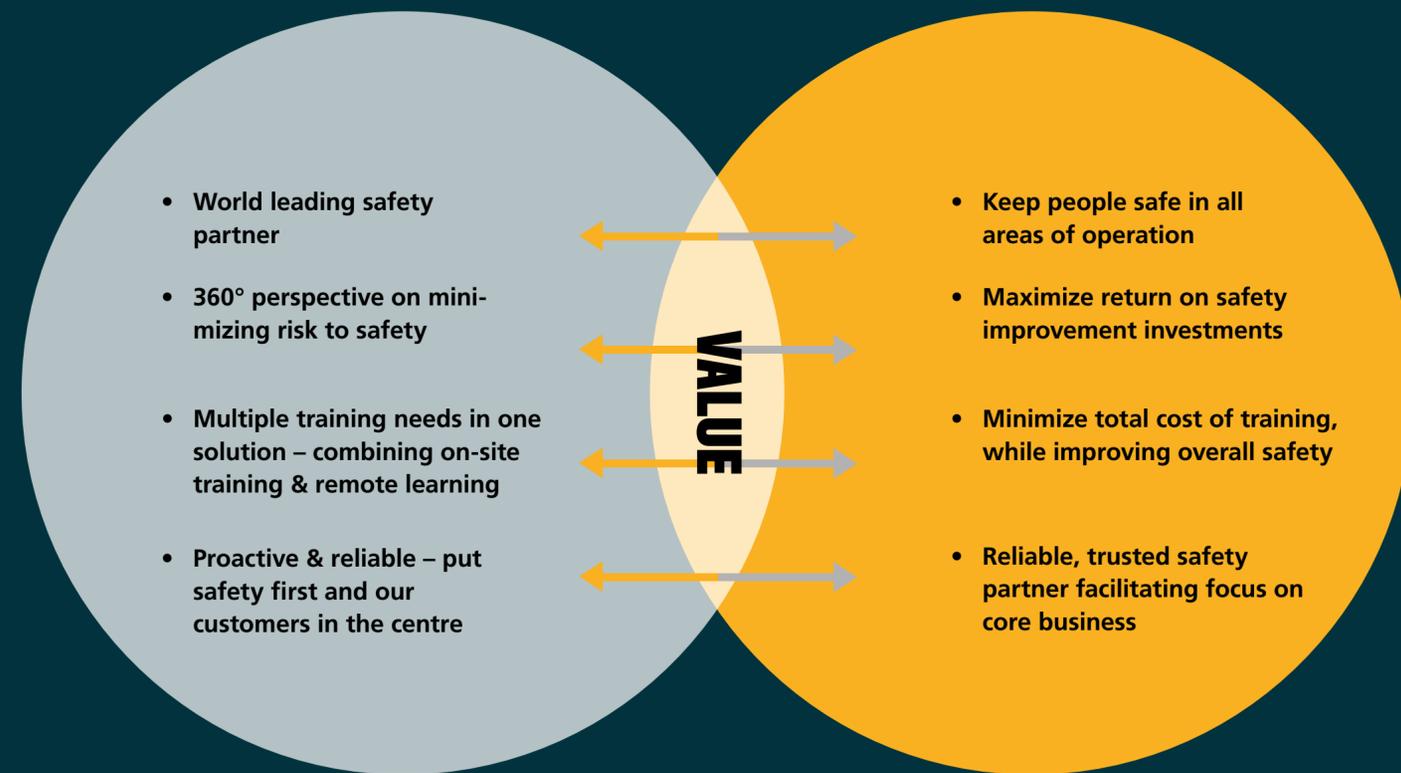
- **Keep people safe in all areas of operation:**
We deliver industry leading safety training & services globally
- **Maximize outcome of safety improvement investments:**
We take a 360° perspective on how to minimize risk to safety
- **Improve safety while minimizing total costs of training:**
We offer blended learning, and a "one-stop shop" for all safety needs
- **The reliable safety partner, so customers can focus on their core business:** We are proactive and reliable, put safety first and our customers in the centre

RELYON NUTEC VALUE PROPOSITION

- World leading safety partner
- 360° perspective on minimizing risk to safety
- Multiple training needs in one solution – combining on-site training & remote learning
- Proactive & reliable – put safety first and our customers in the centre

CUSTOMERS' PAINS

- Keep people safe in all areas of operation
- Maximize return on safety improvement investments
- Minimize total cost of training, while improving overall safety
- Reliable, trusted safety partner facilitating focus on core business



THE 360° SAFETY CYCLE

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RelyOn Nutec
360° Safety

THE 360° SAFETY CYCLE

RISK TO SAFETY COMES FROM ALL DIRECTIONS

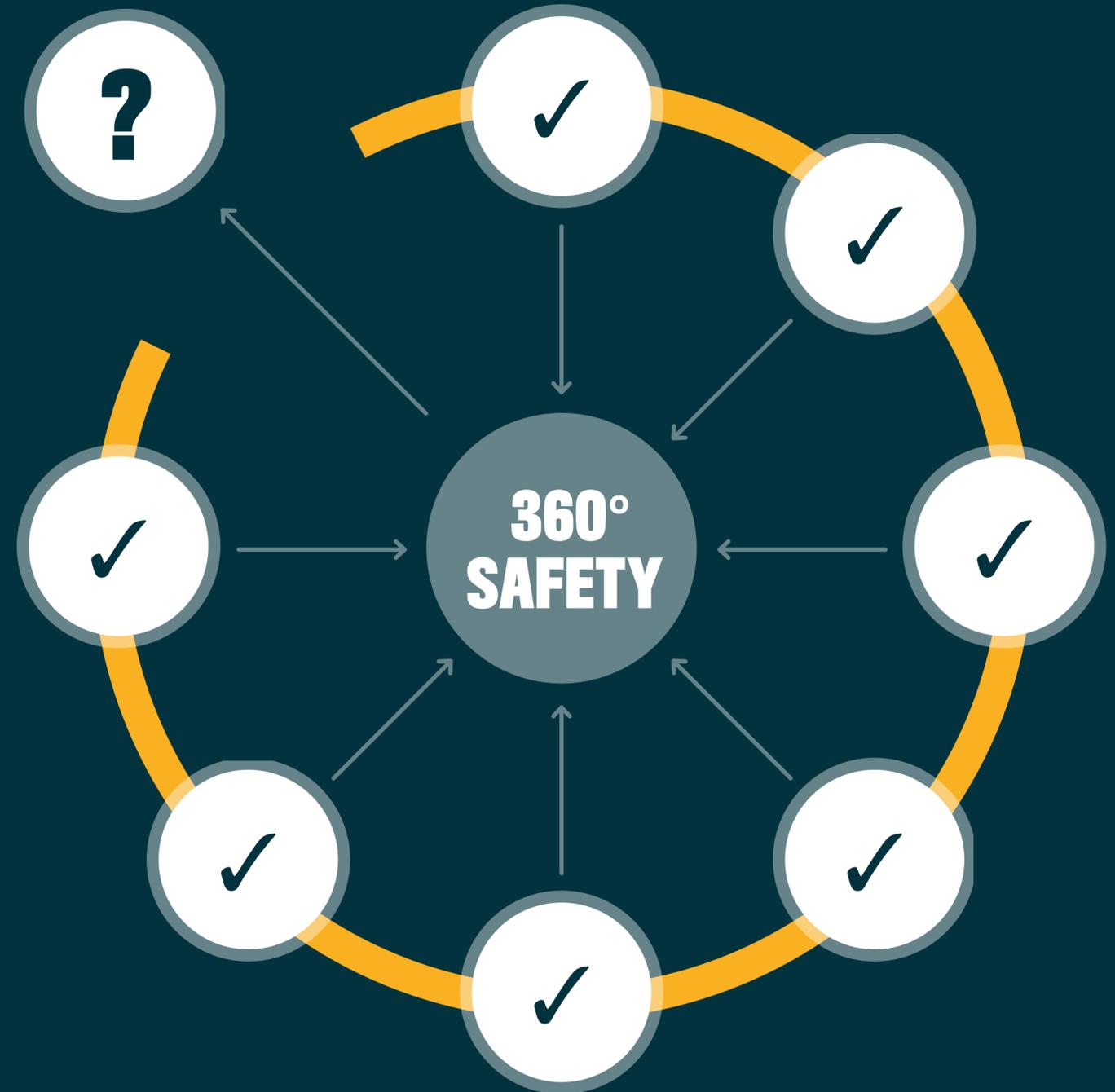
WE SEE SAFETY FROM A COMPLETE 360° PERSPECTIVE

The 360° safety cycle opposite enables us to uncover all elements of risk to our customers' safety. By taking the 360° perspective we help them consider risks they may not even be aware of, especially those beyond regulatory compliance.



WE ARE ONLY AS STRONG THE WEAKEST LINK IN THE SAFETY CYCLE

Without RelyOn Nutec's 360° perspective true safety is never guaranteed. We must get a 360° perspective on our customers' organizational and personal safety in order to close the gap and ensure safety from every angle.



WE COVER **ALL RISKS TO THE SAFETY OF OUR BUSINESS CUSTOMERS...**

We walk our business customers through every element of risk to their safety using the 360° safety cycle. We then apply the appropriate services as shown on the following pages to create a unique 360° safety solution customized to their needs.

...AND OUR INDIVIDUAL CUSTOMERS

We also take a 360° perspective on risks to the safety of our individual customers, who may be private payers or freelancers. Our services on the following pages cover all their safety needs and create a personalized safety solution covering them from every angle.

360° SAFETY SOLUTIONS FOR **BUSINESSES**

CENTRE-SPECIFIC SERVICES

Our training centres around the world can help with specialized services in specific industries to develop your customized 360° safety solution.

COMPETENCE MANAGEMENT

Whatever the nature of your business, our consultancy team can help assess, verify and improve safety critical competency from all angles and on every level.

CRISIS MANAGEMENT

Our consultancy and training services provide world class strategic, tactical and operational support to ensure your business is prepared to respond in the event of a major emergency.

SAFETY CONSULTING

As your global safety partner, we help you address your business's unique safety needs, and provide customized 360° safety solutions, ensuring competence beyond compliance.



RISK ASSESSMENT

We help articulate your business's total safety needs, across operational, strategic and tactical levels, ensuring you are covered from all angles.

TRAINING DELIVERY

From scenario-based training to e-learning and from onboard training to real life simulations you can choose the training method and course that is right for you and your business.

TRAINING MANAGEMENT

Our training management service is a fully integrated outsourcing option that provides a comprehensive range of safety training delivery and compliance solutions.

EMERGENCY RESPONSE

In the event of a major emergency, our experts can help provide tactical and strategic support onsite to help ensure safety and minimize risk.

360° SAFETY SOLUTIONS FOR INDIVIDUALS

RECRUITMENT & EMPLOYER ADVICE

We advise on how to start a career in high-risk industries, and help those looking to transition into new sectors by looking at their certifications across industries.

RETRAINING OPPORTUNITIES

Stay on top of your certifications and refresh your competencies to stay qualified with our certified retraining opportunities.

CAREER DEVELOPMENT SUPPORT

Discuss professional career development with our industry experts, and discover training opportunities to help you take the next step in advancing your career.



TRAINING DELIVERY

Build competence and gain a 360° safety mindset, with our training courses certified to global industry and regulatory standards.

REGULATORY INSIGHTS

Get help navigating shifting industry regulations, and make sure you are on top of upcoming certification changes for any job.

**WE ARE
360° SAFETY**

RelyOn Nutec
360° Safety

HERITAGE

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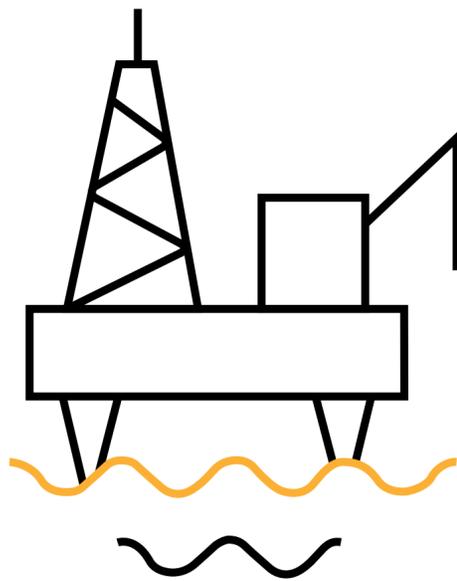
RelyOn Nutec
360° Safety

PUTTING PEOPLE FIRST SINCE 1968

Since 1968 we have built our legacy as a leading provider of safety solutions for high-risk jobsites in the oil and gas, maritime, renewables and industrial sectors. Our core staff have years of hands-on experience in high-risk careers, and our body of trusted associates are always on call when our customers –both organizations and individuals– require a more specialized solution. Every day, all our efforts are aimed at prioritizing the value of human life.

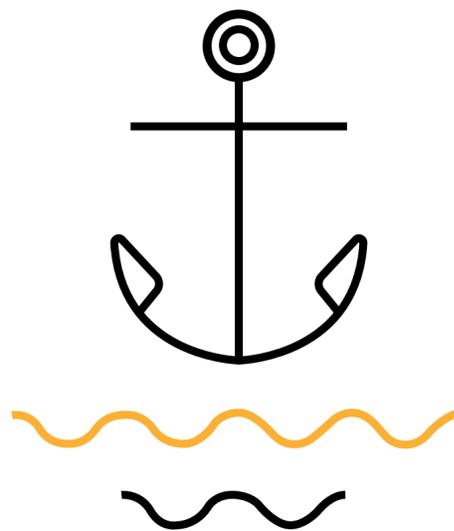


WE LEAD ON SAFETY IN OIL AND GAS, MARITIME, RENEWABLES AND INDUSTRIAL SECTORS



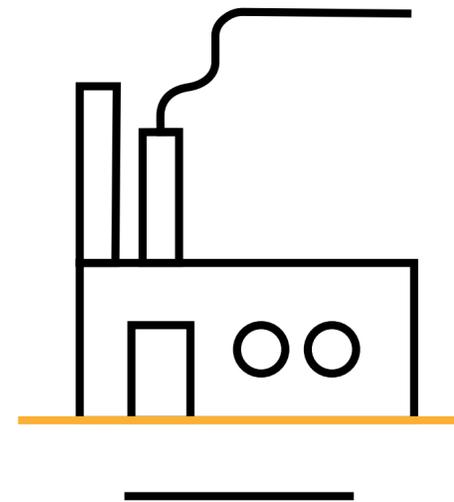
OIL AND GAS

In the oil and gas sector we offer everything from basic safety courses to high-level crisis management and contingency plans for entire organisations. The ideal combination of global consistency and local flexibility.



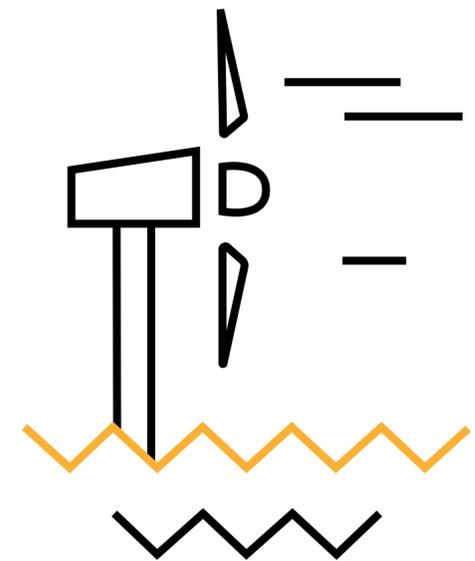
MARITIME

We have trained personnel from the maritime industry for over 30 years. Including the management of passenger safety in the cruise sector.



INDUSTRIAL

In industrial sectors we offer a wide range of training and competency solutions for construction, engineering, manufacturing, aerospace and aviation, food and drink, and defence.



RENEWABLES

We offer practical and realistic safety training designed specifically for the renewables sector. Dedicated facilities including wind turbine training towers and boat transfer simulators.

CUSTOMIZED 360° SAFETY SOLUTIONS IN ALL HIGH-RISK INDUSTRIES

We go beyond the simple delivery of safety training for our customers by being a pro-active partner – by their side across the entire safety cycle. We help minimize risk and ensure smooth operations in all high-risk industries by giving the overview of every component part of our customers' safety including:

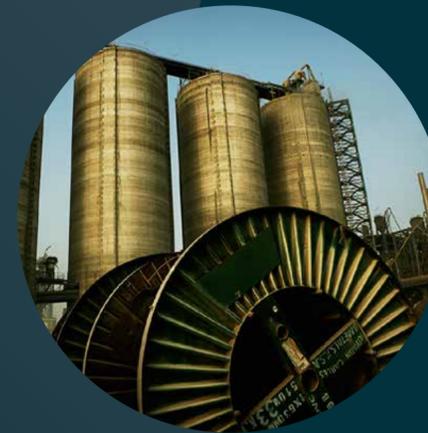
- Scenario-based training, classroom training, e-learning, and blended learning in safe, controlled training environments
- State-of-the-art simulators and equipment for all industries
- Training in fire-fighting, health and safety, hazardous substances, emergency response, lifting operations, confined space and working at height, and survival training
- Accreditation by all major global and local accreditation and regulatory bodies
- Customized courses to meet specific needs and on-site training



OIL AND GAS



MARITIME



INDUSTRIAL



RENEWABLES

OUR HERITAGE IS DEFINED BY THE SUM OF OUR EXPERIENCE & EXPERTISE

Our history has witnessed the merging of industry leading expertise into one global partner in safety solutions that puts people first.

We are deeply rooted in safety.

When Esbjerg Fire Academy became a part of the Falck Group, our journey towards becoming the leading global safety partner truly began.

Since 1997, we have continued to merge new areas of expertise into our company, always improving on our ability to deliver total global safety solutions with a 360° degree perspective.

1960 1970 1980 1990 2000 2010 2020

1997: ESBJERG FIRE ACADEMY

becomes part of Falck, adding safety service expertise

1999: RISC (ROTTERDAM)

added, broadening international scope

2004: NUTEC GROUP

joins with international safety & emergency expertise

2004: MSTs

broadens safety coverage to multiple Asian countries

2006: PRIME ATLANTIC

partnership in Nigeria broadens scope to Africa

2008: ALFORD GROUP (US)

joins to broaden global reach and expertise in oil & gas

2013: SURVIVAL SYSTEM

Canada strengthens expertise in Arctic technical expertise training

2016: ABERDEEN DRILLING SCHOOL

extends technical training expertise in oil & gas



○ Year founded

○ Year part of RelyOn Nutec

WE ARE THE GLOBAL SAFETY PARTNER TRUSTED WORLDWIDE




5
continents


20
countries

+30
training centers

+250K
People trained annually

 **33 TRAINING SITES ACROSS 20 COUNTRIES ON 5 CONTINENTS**

- Azerbaijan
- Belgium
- Brazil
- Canada
- Denmark
- Germany
- Malaysia
- Mexico
- The Netherlands
- Nigeria
- Norway
- Oman
- Qatar
- Saudi Arabia
- Singapore
- Thailand
- Trinidad & Tobago
- United Kingdom
- United Arab Emirates
- United States

PRESENT IN 20 COUNTRIES AND COUNTING

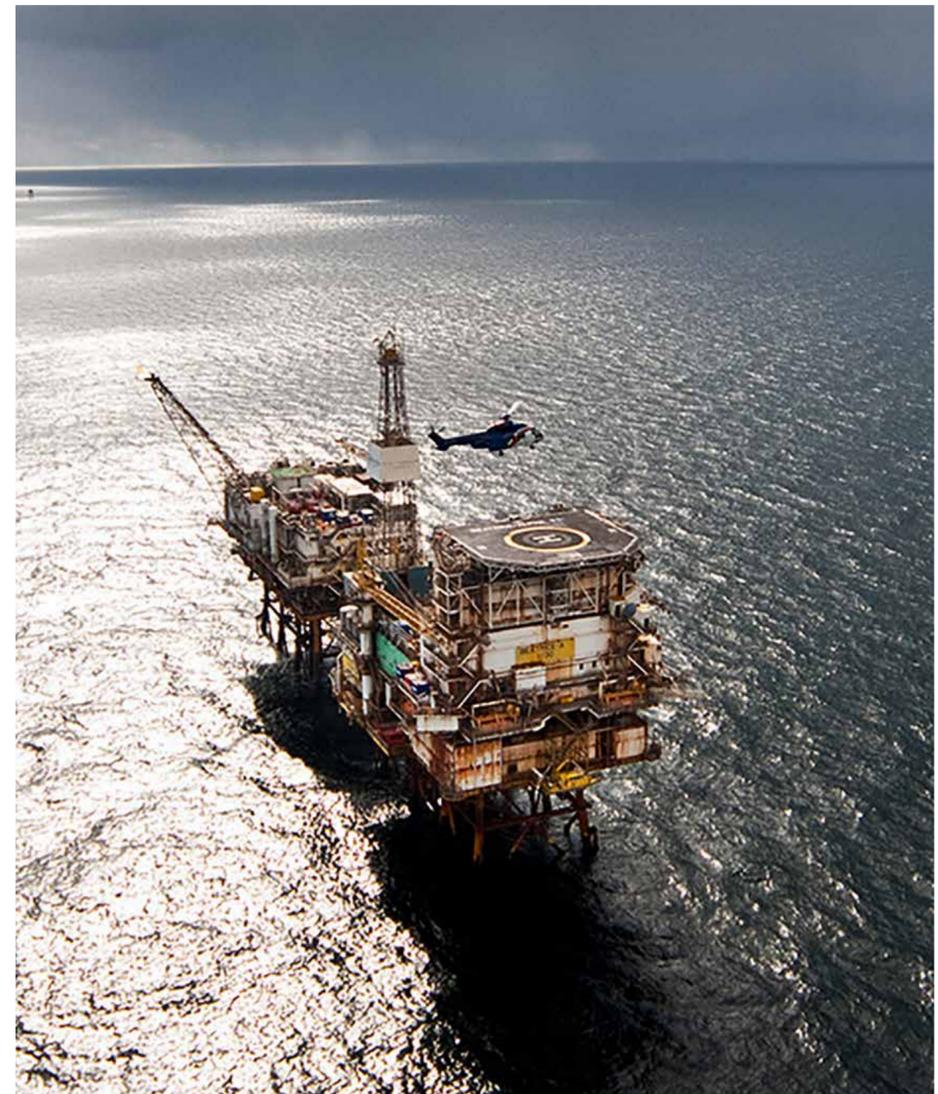
Our global footprint gives an unrivalled breadth of experience for our international customers and is complemented by our local knowledge in specific countries.

ONE GLOBAL BRAND

RelyOn Nutec's heritage is rooted in eight different companies, each with a range of experience and expertise that has created a leading global safety brand.

WE LIVE UP TO EVERY INDUSTRY STANDARD

Not only do we certify the safety of our customers to the established industry and regulatory standards, we also work with the accreditation organizations to ensure we can articulate clearly to our customers the exact safety standards they require. In this way we help our customers meet ever-changing industry regulations.



LOOKING AHEAD WE STRIVE FOR **SAFETY** **BEYOND COMPLIANCE**

When it comes to compliance within high-risk industries safety training and certification is key. But for us, it has to go further – that’s why we pride ourselves on creating a safety culture through all the safety solutions we provide. We certify to international standards, but we also ensure your people have the skills and know-how to handle crisis situations efficiently, effectively and confidently.



THE VISION, MISSION & VALUES

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RelyOn Nutec
360° Safety

OUR VISION

Our vision for RelyOn Nutec describes what we are aiming for and working towards as a company. It is a strong visionary statement which motivates everyone from top management to our grass-roots workers.

OUR VISION:

TO BE THE NO. 1 GLOBAL SAFETY PARTNER PROVIDING COMPLETE AND LASTING SAFETY COMPETENCIES THAT GO BEYOND COMPLIANCE

We strive to extend our global reach and be the preferred safety partner throughout the world. We constantly push to set new standards of safety that account for all risks within the 360° safety cycle and ensure we deliver lasting safety competencies for our customers that go beyond compliance.





OUR MISSION

Our mission is how we carry out the vision. It is a practical statement of how we will execute the vision and offers a framework for delivering on our customers' needs.



OUR MISSION:

TO IMPROVE SAFETY FOR PEOPLE, BUSINESSES & SOCIETY THROUGH THE RELYON NUTEC 360° SAFETY CYCLE

As the safety partner of our business and individual customers, we give them the full overview of their safety by using the 360° safety cycle. This highlights every risk to their safety and enables us to establish and deliver comprehensive, customized safety solutions for them.

In taking the 360° perspective for our customers in oil and gas, maritime, industry, renewables and other sectors vital to the worldwide community, we improve safety for society as a whole.

3 SIMPLE STEPS TO ACTIVATE OUR MISSION EXTERNALLY

As RelyOn Nutec employees we must put our mission into practice. It is a priority for us all to be both customer-oriented and sales-oriented. The following three steps are a simple way of building our mission into our everyday work:

01

PUT THE CUSTOMER FIRST

We are first and foremost providing a safety solution for our customers – they are always the priority.

02

UNDERSTAND THE CUSTOMER'S NEEDS

What are the needs of our customers and what is their situation? Our safety solutions include articulating customer needs they themselves may not even be aware of.

03

DELIVER CUSTOMIZED SOLUTIONS

Is the solution entirely tailored to the customer's needs? How can I ensure the solution is future-proof and living up to the ethos of 360° safety?

01

GO SHARE

Can I share my knowledge, experience and expertise globally, and how can I do this? Through shared data? Meetings? Global servers or knowledge sharing platforms?

02

GO DIGITAL

How can I give my customers a digital solution?
How can I share my learnings digitally?

03

GO BEYOND

Have I gone the extra mile? Have I taken steps to ensure that my client has a service that goes beyond compliance and certification, towards building a 360° safety culture?

3 SIMPLE STEPS TO ACTIVATE OUR MISSION INTERNALLY

Activating our mission also means constantly improving upon our internal processes. The following three steps should be adopted as an internal mantra to help us create global synergies between our divisions.

OUR VALUES

Our values are the principles of how we act as a brand. They are our DNA and should inform our communication both internally and externally. The following values establish the personality and tone of the RelyOn Nutec brand; lending from our heritage and combined with the dynamic, comprehensive perspective that 360° safety delivers.



VALUE

RELIABILITY

We are the **reliable** safety partner you can **trust**. We make sure that we deliver on our promises. You can rely on our safety solutions to be comprehensive and personalized to your specific circumstances. We are above all a **competent** solutions partner and take our business seriously – beyond just compliance.



VALUE

LEADERSHIP

We are a global leader in safety services because we set some of the **highest standards** of safety in the industry. This means we take **responsibility** for delivering service that goes beyond compliance and engenders a **safety culture** within our customers – both individuals and organizations.



VALUE

PARTNERSHIP

As your proactive safety partner, we are never just a supplier of safety training. We take **responsibility** for understanding and delivering all the safety needs of your entire organization and highlighting previously unconsidered issues.



VALUE

INNOVATION

We aspire to take the lead on innovation in the safety sector. This includes developing new **digital tools and platforms** for your safety solutions. We spend time and resources thinking about how we can innovate our processes and offering to optimize our customers' safety.

COMMUNICATION

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RelyOn Nutec
360° Safety

INTRODUCING THE COMMUNICATION

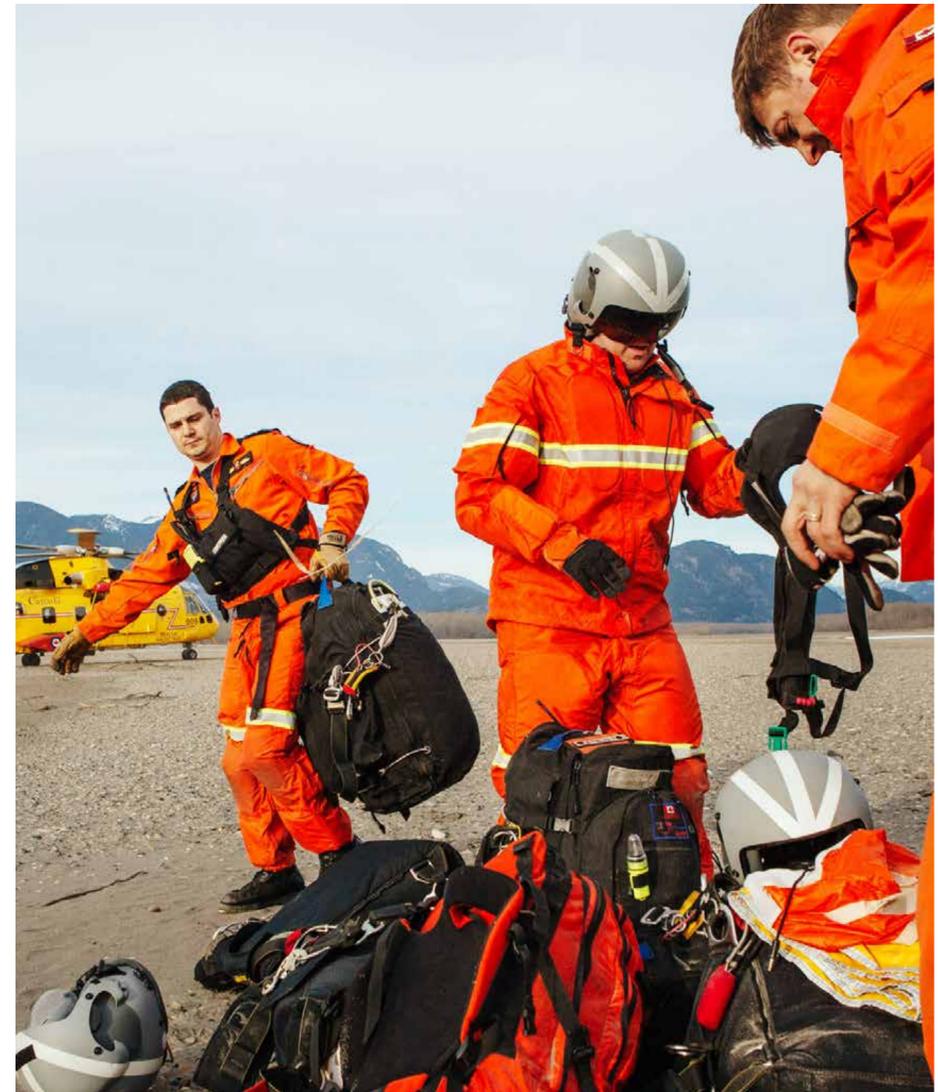
Our communication consists of both the written and visual style we utilize in all our marketing elements. The following section outlines the rules, which all writers and designers must align with so that our communication presents a strong, consistent brand for RelyOn Nutec worldwide.

**OUR COMMUNICATION
CONSIDERS EVERY RISK
TO SAFETY FROM **THE 360°
SAFETY CYCLE****



THE COMMUNICATION IDEA: FROM COMPLIANCE TO SAFETY CULTURE WITH 360° SAFETY, WE HAVE IT COVERED

The foundation for all our communication is that we act as a global safety partner for our customers, and take their safety beyond compliance. Within both our written and visual style we demonstrate our industry-leading expertise and the dynamic safety culture that we create throughout their businesses by considering every element of risk presented by the 360° safety cycle.



TONE OF VOICE:

SOLIDARITY
THOUGHT-PROVOKING
CONFIDENT
STRAIGHTFORWARD

SOLIDARITY

We want safety to go beyond compliance and be a shared culture in the businesses of our customers. Therefore, we write with a sense of solidarity and togetherness. As the global safety partner of our customers we work to involve them and uncover the full extent of their safety needs.

THOUGHT-PROVOKING

We question the level of safety our customers have and set up the value of 360° safety that delivers total safety solutions from every angle. A thought-provoking tonality invites readers to consider the importance of safety and why considering all angles of safety is necessary.

CONFIDENT

We are the global leader in safety solutions. It is through our years of experience and industry-leading expertise that we help our customers by providing 360° safety solutions that cover them from every angle. We continue to strive for excellence and earn the right to be confident in our tonality. While being confident we are never arrogant. We know our strengths but we remain humble.

STRAIGHTFORWARD

We are straightforward, clear and get straight to the point. By using simple, plain language we demonstrate confidence without being arrogant. We want to simplify detailed and complex safety issues and make them easy for our customers to understand.

VISUAL STYLE:

UNIQUE & DISTINCT

To claim our position in the market as the global leader in safety solutions, we adopt a unique visual style in our communication that is unlike any other player on the market. The following spreads show the elements which are always included in our images.

PEOPLE TOGETHER

Safety comes down to the entire team and how we act together. The more we have a shared safety culture the safer we are. That's why in our unique image style, we always show a minimum of two people, never just the individual.

UNIQUE PHOTOGRAPHY

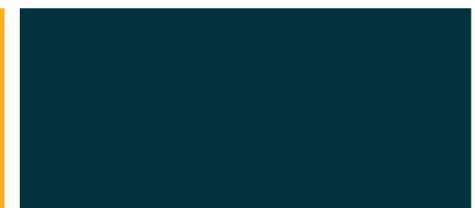
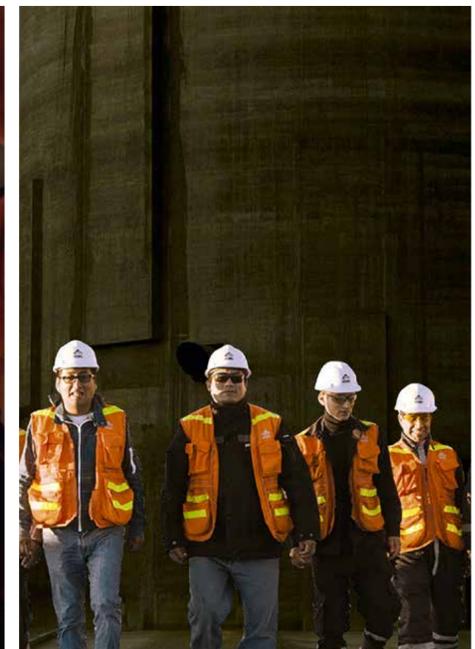
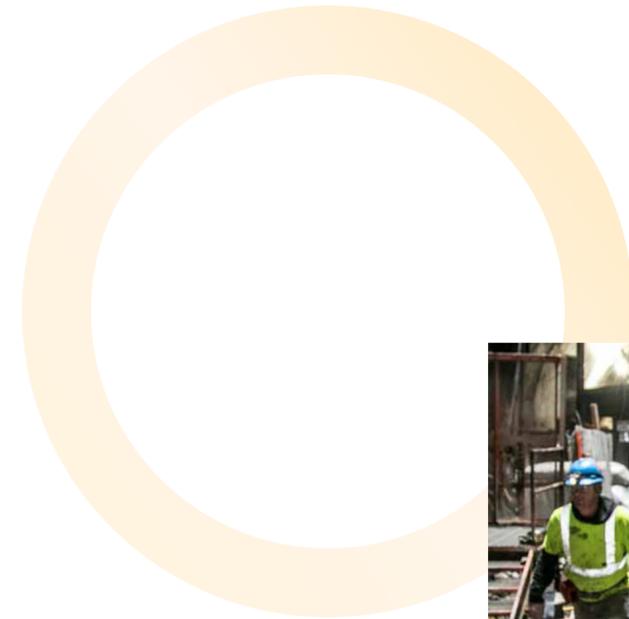
Our unique photography shows: self-assured images of competent workers, images with high contrast to give depth and expression, art-directed images with attention to detail in both setting and casting, and thought-provoking images to demonstrate the seriousness of our sector.

ORANGE & DARK BLUE COLOURS

We take ownership of the colour orange; a positive, hopeful and striking colour associated with safety, and potentially hazardous situations. We also use dark blue to complement the orange colour and maintain a serious and reliable visual expression. Both colours are interchangeable within all visual communication.

LOGO SYMBOL AS A GRAPHIC ELEMENT

Our logo symbol is a circle, to clearly and definitively reflect our communication concept – 360° safety. We activate the circle as a watermark within images to give a strong visual indicator that partnering with us means your safety is covered from every angle.



**WE COMMUNICATE
OUR BRAND AND THE
360° SAFETY MESSAGE
ON TWO LEVELS**

1

CORPORATE

Here the purpose is to build our brand as the leading global safety partner and represent it across all industries within the context of 360° safety.

2

INDUSTRY

Here we want to build our brand as the leading global safety partner within specific high-risk industries. In addition, we want to give specific, tactical messages within the context of 360° safety.

01

CORPORATE COMMUNICATION

**OUR CORPORATE
COMMUNICATION IS ABOUT
REPRESENTING THE BRAND
ACROSS ALL INDUSTRIES AT
THE SAME TIME WITH THE
SAME STRONG MESSAGE**

**ONE INDUSTRY
NEUTRAL
CORPORATE
MESSAGE**

**OUR CORPORATE
COMMUNICATION SETS
US APART FROM OUR
COMPETITORS
WITH A TRULY UNIVERSAL
MESSAGE THAT ONLY WE CAN
CLAIM GLOBALLY:**

**WE ARE A GLOBAL LEADER IN
SAFETY ADVOCATING A
360° SAFETY CULTURE IN EVERY
MARKET FOR ALL CUSTOMERS
AND STAKEHOLDERS**



CORPORATE COMMUNICATION HIERARCHY:

- 1. 360° SAFETY CULTURE BEYOND COMPLIANCE**
- 2. YOUR GLOBAL PARTNER IN SAFETY SOLUTIONS**
- 3. EXPERTISE IN ALL HIGH-RISK INDUSTRIES**
- 4. GLOBAL REACH LOCAL UNDERSTANDING**
- 5. OUR COMPETENCIES, EXPERTISE;
TRAINING DELIVERY, TRAINING MANAGEMENT,
CONSULTANCY, CRISIS MANAGEMENT,
COMPETENCY MANAGEMENT**

DOGMAS

THE FOLLOWING DOGMAS MUST BE APPLIED TO OUR CORPORATE COMMUNICATION AT ALL TIMES:

- We communicate that we take safety from compliance to a total 360° safety culture
- We always show groups of people together
- We cast a range of ethnicities, cultures and sexes in our images to show we are global and diverse
- We talk about comprehensive/total 360° safety solutions
- We communicate we are the global safety partner
- Our image style shows competent, confident workers that reflect peace of mind
- We always include our graphic circle watermark and orange/dark blue box as directed when body copy is included

A photograph of three men in a factory or industrial setting. They are wearing light-colored t-shirts and dark work pants. The man on the left is smiling and looking towards the other two. The man in the middle is looking towards the man on the right. The man on the right is holding a bucket. The background shows industrial equipment and a large circular graphic overlay. The text is overlaid on the right side of the image.

**WHAT'S YOUR
SAFETY CULTURE?
WE ARE
360° SAFETY**

**WE TAKE YOU BEYOND COMPLIANCE
TO A COMPLETE 360° SAFETY CULTURE**

RelyOn Nutec
360° Safety

Explore our 360 safety solutions at: relyonnutec/safetysolutions.com

www.relyonnutec.com



**WE ARE
360° SAFETY**

WE TAKE YOU BEYOND COMPLIANCE TO
A COMPLETE 360° SAFETY CULTURE

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360° Safety

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**TOGETHER WE'RE
READY WITH 360°
SAFETY SOLUTIONS**

WE TAKE YOU BEYOND COMPLIANCE
TO A COMPLETE 360° SAFETY CULTURE

RelyOn Nutec
360° Safety

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**WITH 360° SAFETY
WE'VE GOT YOU
COVERED FROM
EVERY ANGLE**

WE TAKE YOU BEYOND COMPLIANCE TO A COMPLETE 360° SAFETY CULTURE

As your global safety partner, we deliver 360° safety solutions to help you move beyond compliance to an all-encompassing safety culture. Our expertise is second to none. In high-risk industries worldwide, we deliver training, training management and specialist consultancy in crisis and competence management to help your people prepare for any situation. With 360° safety solutions, we make you safer.

RelyOn Nutec
360° Safety

Explore our 360 safety solutions at: relyonnutec/safetysolutions.com

NB: If body copy is necessary for communication use layouts with orange or dark blue body copy boxes

CORPORATE ADS

HEADLINES:

YOUR GLOBAL PARTNER IN 360° SAFETY

We take you beyond compliance to a complete 360° safety culture

WE STAND TOGETHER SAFER

We are your global partner in 360° safety solutions in all high-risk industries

TOGETHER WE'RE READY WITH 360° SAFETY SOLUTIONS

We take you beyond compliance to a complete 360° safety culture

WITH 360° SAFETY WE'VE GOT YOU COVERED FROM EVERY ANGLE

We take you beyond compliance to a complete 360° safety culture

HEADLINE, SUB HEADER AND BODY COPY:

TOGETHER WE'RE READY WITH 360° SAFETY SOLUTIONS

We take you beyond compliance to a complete 360° safety culture

As your global safety partner, we deliver 360° safety solutions to help you move beyond compliance to an all-encompassing safety culture. Our expertise is second to none. In high-risk industries worldwide, we deliver training, training management and specialist consultancy in crisis and competence management to help your people prepare for any situation. With 360° safety solutions, we make you safer.

INDUSTRY COMMUNICATION

**AS WELL AS THE UNIFIED
CORPORATE COMMUNICATION
WE ALSO SPEAK DIRECTLY
TO THE SPECIFIC INDUSTRIES
WE WORK IN AND THEIR
SAFETY NEEDS**

**INDUSTRY
SPECIFIC
MESSAGES**

OUR INDUSTRY COMMUNICATION WORKS ON TWO LEVELS

UPPER LEVEL

At upper level we take the position of a leading global safety partner in specific high-risk industries within the context of 360° safety. This is where we build our brand in each specific industry.

TACTICAL LEVEL

At tactical level, we communicate to the specific needs of independent workers and private payers within high-risk industries. This is also where we can communicate concrete offers to our business customers.

INDUSTRY COMMUNICATION HIERARCHY:

UPPER LEVEL

1. 360° SAFETY CULTURE BEYOND COMPLIANCE
2. YOUR GLOBAL PARTNER IN SAFETY SOLUTIONS
3. EXPERTISE IN SPECIFIC HIGH-RISK INDUSTRIES
4. GLOBAL REACH LOCAL UNDERSTANDING
5. OUR COMPETENCIES, EXPERTISE; TRAINING DELIVERY, TRAINING MANAGEMENT, CONSULTANCY, CRISIS MANAGEMENT, COMPETENCY MANAGEMENT

TACTICAL LEVEL

1. WORLD LEADING SAFETY TRAINING PROVIDER
2. INDUSTRY EXPERTISE & EXPERIENCE
3. THE TACTICAL OFFER (SPECIFIC COURSES, REGULATIONS, ETC.)
4. GLOBAL REACH LOCAL UNDERSTANDING
5. CAREER DEVELOPMENT

DOGMAS

THE FOLLOWING DOGMAS MUST BE APPLIED TO OUR INDUSTRY COMMUNICATION AT ALL TIMES:

- We communicate that we take your safety from compliance to a total 360° safety culture
- We present specific industries, including; oil and gas, renewables, industrial & maritime
- We always show groups of people together
- We are the global safety partner in comprehensive/total 360° safety solutions
- Our image style shows competent people in critical situations
- We cast ethnicities and cultures as appropriate to our markets. As far as possible we show we are global through our cast
- We always include our graphic circle watermark and orange/dark blue box when body copy is included

INDUSTRY - OIL AND GAS

HEADLINE, SUB HEADER, BODY COPY:

BE READY WHEN THE TIME COMES

TAKE YOUR OIL AND GAS SAFETY TRAINING BEYOND COMPLIANCE TO A COMPLETE 360° SAFETY CULTURE

As your global safety partner, we deliver 360° safety solutions to help you move beyond compliance to an all-encompassing safety culture. Our expertise is second to none. Present in all the world's major oil and gas hubs, we deliver training, training management and specialist consultancy in crisis and competence management to help your people prepare for any situation. Get proven and trusted global experience from a single access point. With 360° safety solutions, we make you safer.

B2B



**THIS IS A DRILL
NEXT TIME IT'S
FOR REAL**

WITH OVER 30 YEARS' EXPERIENCE IN OIL AND GAS, WE TAKE YOUR SAFETY FROM COMPLIANCE TO TOTAL 360° SAFETY CULTURE

RelyOn Nutec
360° Safety
www.relyonnutec.com

Explore our 360 safety solutions at: relyonnutec.com/safety

B2B



**IS YOUR SAFETY
COVERED FROM
EVERY ANGLE?**

GET A TOTAL SAFETY ASSESSMENT OF YOUR BUSINESS FROM THE OIL AND GAS SAFETY EXPERTS

RelyOn Nutec
360° Safety
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Explore our 360 safety solutions at: relyonnutec.com/safety

B2B

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RelyOn Nutec
360° Safety

Explore our 360° safety solutions at: relyonnutec.com/safety/solutions
www.relyonnutec.com

NB: If body copy is necessary for communication use layouts with orange or dark blue body copy boxes

B2B

GET THE 360° SAFETY PERSPECTIVE FROM THE OIL AND GAS EXPERTS

FROM ENSURING COMPETENCE TO CRISIS MANAGEMENT, WE'VE GOT YOUR SAFETY COVERED

SPEAK TO OUR EXPERTS TODAY
+44 84 44 14 21 42

RelyOn Nutec
360° Safety

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www.relyonnutec.com

B2B

WE'VE GOT YOUR SAFETY COVERED

PARTNER WITH THE OIL AND GAS SAFETY EXPERTS AND TAKE YOUR SAFETY FROM COMPLIANCE TO A TOTAL 360° SAFETY CULTURE

RelyOn Nutec
360° Safety

Explore our 360° safety solutions at: relyonnutec.com/safety/solutions
www.relyonnutec.com

B2C

BE READY FOR ANY SCENARIO WITH WORLD LEADING SAFETY TRAINING

GO BEYOND COMPLIANCE WITH THE OIL AND GAS EXPERTS

BOOK YOUR COURSE TODAY
RELYONNUTEC.COM/OILANDGAS/TRAINING

RelyOn Nutec
360° Safety

Explore our 360° safety solutions at: relyonnutec.com/safety/solutions
www.relyonnutec.com

INDUSTRY - MARITIME

HEADLINE, SUB HEADER, BODY COPY:

DOES YOUR SAFETY GO BEYOND COMPLIANCE?

WITH SAFETY SOLUTIONS FROM THE MARITIME EXPERTS, WE TAKE YOUR SAFETY BEYOND COMPLIANCE TO A 360° SAFETY CULTURE

As your global safety partner, we deliver 360° safety solutions to help you move beyond compliance to an all-encompassing safety culture. With over 35 years' experience, our expertise lets us meet the safety demands of companies operating in national and international waters. We offer training, training management, crisis consultancy and competence management services to help your people prepare for any situation. Get proven and trusted global experience from a single access point. With 360° safety solutions, we make you safer.

B2B



DOES YOUR SAFETY GO BEYOND COMPLIANCE?
WITH SAFETY SOLUTIONS FROM THE MARITIME EXPERTS, WE TAKE YOUR SAFETY BEYOND COMPLIANCE TO A 360° SAFETY CULTURE

RelyOn Nutec
360° Safety
www.relyonnutec.com

Explore our 360 safety solutions at: relyonnutec.com/safety/solutions

B2B



BE READY WHEN THE TIME COMES
FROM SURVIVAL AT SEA TO CRISIS MANAGEMENT WE TAKE YOUR SAFETY BEYOND COMPLIANCE TO A TOTAL 360° SAFETY CULTURE

RelyOn Nutec
360° Safety
www.relyonnutec.com

Explore our 360 safety solutions at: relyonnutec.com/safety/solutions

B2B

DOES YOUR SAFETY GO BEYOND COMPLIANCE?
 WITH SAFETY SOLUTIONS FROM THE MARITIME EXPERTS, WE TAKE YOUR SAFETY BEYOND COMPLIANCE TO A 360° SAFETY CULTURE

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RelyOn Nutec
 360° Safety

Explore our 360 safety solutions at: relyonnutec.com

NB: If body copy is necessary for communication use layouts with orange or dark blue body copy boxes

B2B

GET GLOBAL COVERAGE WITH THE WORLD'S LEADING MARITIME SAFETY PARTNER
 MANAGE YOUR FLEET'S TRAINING AROUND THE WORLD WITH 360° SAFETY SOLUTIONS

FIND OUT MORE
RELYONNUTEC.COM/MARITIME/TRAINING

RelyOn Nutec
 360° Safety

Explore our 360 safety solutions at: relyonnutec.com

B2C

GET THE RIGHT TRAINING BEFORE YOU SHIP OFF
 JOIN OUR REGULAR SEA SURVIVAL COURSES CLOSE TO YOU AND GET THE CERTIFICATION YOU NEED

FIND YOUR LOCAL TRAINING CENTRE AND BOOK YOUR COURSE
RELYONNUTEC.COM/MARITIME/TRAINING

RelyOn Nutec
 360° Safety

Explore our 360 safety solutions at: relyonnutec.com

INDUSTRY - INDUSTRIAL

HEADLINE, SUB HEADER, BODY COPY:

BE READY WHEN THE TIME COMES

PARTNER WITH THE SAFETY EXPERT IN A RANGE OF INDUSTRIES FROM CONSTRUCTION TO ENGINEERING, MANUFACTURING AND AVIATION

As your global safety partner, we deliver 360° safety solutions to help you move beyond compliance to an all-encompassing safety culture. Our over 35 years' expertise in industrial safety is channelled into specific safety solutions tailored to your needs, adhering to national and international regulations. We offer safety, emergency training and consultancy on strategic, tactical and operational levels to help your people prepare for any situation. With 360° safety solutions, we make you safer.

B2B



BE READY WHEN THE TIME COMES
PARTNER WITH THE 360° SAFETY EXPERTS IN A RANGE OF INDUSTRIES FROM CONSTRUCTION TO ENGINEERING, MANUFACTURING AND AVIATION

As your global safety partner, we deliver 360° safety solutions to help you move beyond compliance to an all-encompassing safety culture. Our 35+ years' expertise in industrial safety is channelled into specific safety solutions tailored to your needs, adhering to national and international standards. We offer safety, emergency training and consultancy on strategic, tactical and operational levels to help your people prepare for any situation. With 360° safety solutions, we make you safer.

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B2B

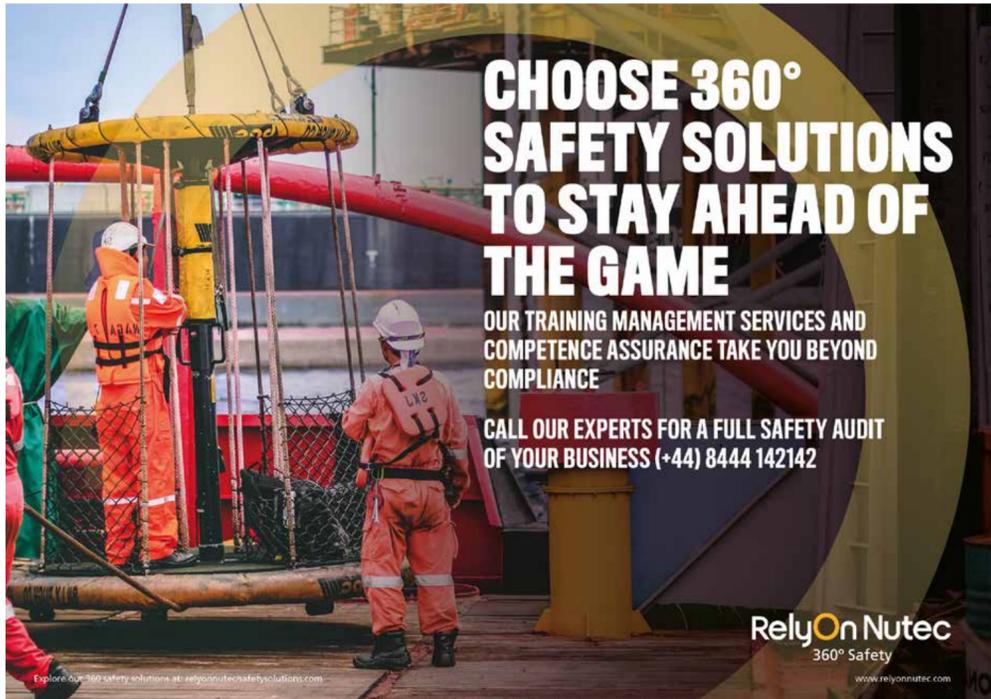


PREPARED FOR EVERY SCENARIO?
FROM CONSTRUCTION TO ENGINEERING, MANUFACTURING AND AVIATION WE TAKE YOUR SAFETY BEYOND COMPLIANCE TO A 360° SAFETY CULTURE

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B2B



**CHOOSE 360°
SAFETY SOLUTIONS
TO STAY AHEAD OF
THE GAME**

OUR TRAINING MANAGEMENT SERVICES AND
COMPETENCE ASSURANCE TAKE YOU BEYOND
COMPLIANCE

CALL OUR EXPERTS FOR A FULL SAFETY AUDIT
OF YOUR BUSINESS (+44) 8444 142142

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Explore our 360° safety solutions at: relyonnutec.safety.solutions.com

B2C



**GET THE BEST
SAFETY TRAINING
FOR ANY JOBSITE
GLOBALLY**

WE OFFER COMPLETE INDUSTRIAL SAFETY
CERTIFICATION FOR ANY CONSTRUCTION JOB

BOOK YOUR COURSE TODAY
RELYONNUTEC.COM/CONSTRUCTION/TRAINING

RelyOn Nutec
360° Safety
www.relyonnutec.com

Explore our 360° safety solutions at: relyonnutec.safety.solutions.com

INDUSTRY ADS - RENEWABLES

HEADLINE, SUB HEADER, BODY COPY:

GO BEYOND THE STANDARD

AS YOUR GLOBAL SAFETY PARTNER, WE DRIVE COMPETENCY AT EVERY STAGE OF DEVELOPMENT WITHIN RENEWABLES THROUGH COMPREHENSIVE 360° SAFETY SOLUTIONS

As your global safety partner, we deliver 360° safety solutions to help you move beyond compliance to an all-encompassing safety culture. Our expertise is second to none. In the renewable energy sector worldwide, we provide knowledge and skills to respond effectively to any emergency. From training and training management, specialist crisis consultancy and competence management, we work closely with industry leaders to create realistic and critical safety solutions. With 360° safety solutions, we make you safer.

B2B



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AS YOUR GLOBAL SAFETY PARTNER, WE DRIVE COMPETENCY AT EVERY STAGE OF DEVELOPMENT WITHIN RENEWABLES THROUGH COMPREHENSIVE 360° SAFETY SOLUTIONS

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Explore our 360° safety solutions at: relyonnutec.com/safety/solutions

NB: If body copy is necessary for communication use layouts with orange or dark blue body copy boxes

B2B



GET ON TOP OF YOUR SAFETY
WE DRIVE COMPETENCY AT EVERY STAGE OF DEVELOPMENT WITHIN RENEWABLES TO CREATE A COMPREHENSIVE 360° SAFETY CULTURE IN YOUR ORGANIZATION

RelyOn Nutec
360° Safety
www.relyonnutec.com

Explore our 360° safety solutions at: relyonnutec.com/safety/solutions

B2B

WE'VE GOT YOUR SAFETY COVERED FROM EVERY ANGLE

GET THE FULL OVERVIEW OF YOUR STAFF'S SAFETY COMPETENCES WITH OUR USER-FRIENDLY TRAINING MANAGEMENT SERVICES

LEARN MORE
RELYONNUTEC.COM/RENEWABLES/TMS

RelyOn Nutec
360° Safety
www.relyonnutec.com

Explore our 360 safety solutions at relyonnutec/safety/solutions.com

B2C

TRAIN TO A HIGHER STANDARD

FROM WORKING AT HEIGHT TO CONFINED SPACE TRAINING WITH OUR TRAINING EXPERTISE WE'VE GOT YOU COVERED FROM EVERY ANGLE

BOOK YOUR COURSE
RELYONNUTEC.COM/RENEWABLES/TRAINING

RelyOn Nutec
360° Safety
www.relyonnutec.com

Explore our 360 safety solutions at relyonnutec/safety/solutions.com

TWO WAYS TO COMMUNICATE ONE UNITED BRAND

The following overview shows the two ways we communicate the same brand at both corporate and industry level.

Synergies can be seen between both types of communication and it is clear that they originate in the same brand DNA.

CORPORATE:



- Solidarity headline
- Sub header
- Body copy
- Logo and tagline
- Solidarity image

- Unique photography style
- 360° safety orange watermark
- Dark Blue or Orange body copy box
- Fine print
- Website address

INDUSTRY:



- Thought-provoking headline
- Sub header
- Body copy
- Logo and tagline
- Dramatic image

- Unique photography style
- 360° safety orange watermark
- Dark Blue or Orange body copy box
- Fine print
- Website address

BOTH ORANGE & DARK BLUE COLOURS CAN BE IMPLEMENTED

Both our primary colours – orange and dark blue – may be used for the body copy box at both corporate and industry level as shown opposite.

CORPORATE:

WITH 360° SAFETY WE'VE GOT YOU COVERED FROM EVERY ANGLE

WE TAKE YOU BEYOND COMPLIANCE TO A COMPLETE 360° SAFETY CULTURE
 As your global safety partner, we deliver 360° safety solutions to help you move beyond compliance to an all-encompassing safety culture. Our expertise is second to none. In high-risk industries worldwide, we deliver training, training management and specialist consultancy in crisis and competence management to help your people prepare for any situation. With 360° safety solutions, we make you safer.

RelyOn Nutec
360° Safety

Explore our 360 safety solutions at: relyonnutec.safetysolutions.com www.relyonnutec.com

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INDUSTRY:

BE READY WHEN THE TIME COMES

TAKE YOUR OIL AND GAS SAFETY TRAINING BEYOND COMPLIANCE TO A COMPLETE 360° SAFETY CULTURE

WE TAKE YOU BEYOND COMPLIANCE TO A COMPLETE 360° SAFETY CULTURE
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BE READY WHEN THE TIME COMES

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WORDS AND TERMS

360° SAFETY

360° safety is our business and communication concept, we must therefore take every opportunity to activate it within our communication. Use it to describe all aspects of RelyOn Nutec. E.g. "...demand no less than a 360° safety culture", "We deliver 360° safety solutions", "A 360° safety attitude goes beyond compliance".

TOTAL, ENCOMPASSING, COMPLETE, WHOLE, WIDE-RANGING, EMBRACING

All these worlds complement and consolidate our communication concept 360° safety. Activate them where possible in communication without going over the top.

SAFETY PARTNER

We go beyond merely being a safety supplier to being the safety partner. As safety partner we are an intrinsic part of our customers' organizations and present throughout the entire lifecycle of their projects. We articulate and execute on all their safety needs, meaning we take ownership of this title and activate it in our communication.

TRUST

Trust is essential to our business. Our customers must trust in our ability to be the safety partner that gives them the full 360° safety perspective. We not only activate this word in our communication but give people a reason to believe. E.g. "Trust the global leader in safety solutions, present in more markets than any other safety solutions provider".

EXPERTISE

Since 1968 we have built our legacy as a leading provider of safety solutions for high-risk jobsites in the oil and gas, maritime, renewables, and industrial sectors, we must therefore activate our expertise in our communication by talking about the diversity of skills and experience of our team, and our exemplary projects.

SAFETY SOLUTIONS

We activate the words "safety solutions" because our concept of "360° safety" is defined by delivering more than a product or a service. We rather deliver holistic safety solutions that ensure peace of mind and are customized to every customer's needs.

PHRASES

“FROM COMPLIANCE TO SAFETY CULTURE”

This is an important phrase for RelyOn Nutec. It is a bold statement that demonstrates how we set standards for our industry. Our customers must comply with many international and local standards, but for us, safety is much more; it's about creating a safety culture within our customers' organizations and a safety mindset in the individuals we train.

“GLOBAL REACH, LOCAL UNDERSTANDING”

We are the leading global player in safety solutions. Our global partners and potential global partners need to know about this competency and the local understanding of markets we have due to our worldwide footprint.

“WITH 360° SAFETY WE HELP YOU SEE THE SAFETY OF YOUR BUSINESS FROM EVERY ANGLE”

Using a phrase like this, we position ourselves as the safety partner with the ability to articulate all our customers' safety needs through auditing every element of safety within their business.

“WE OFFER COMPLETE SAFETY CERTIFICATION WHEREVER YOU WORK”

When speaking to individual workers and delegates, this phrase conveys that we will make sure their competence is compliant with the regulations and standards required wherever in the world they are working.

“YOUR SAFETY IS AS STRONG AS THE WEAKEST LINK, SO GET THE TOTAL 360° SAFETY PERSPECTIVE”

The safety of your organization is dependent on many factors. If even one of these is left unconsidered then your organizational safety is at risk. This phrase effectively points out why the total 360° perspective has such value for our B2B customers.

“OUR SAFETY SOLUTIONS PUT PEOPLE FIRST”

At the end of the day, safety is about people and ensuring they are prepared and protected. We put our communication into the context of prioritizing people and preparing them for every scenario.

DESIGN GUIDE

relyonnutec.com

RelyOn Nutec
360° Safety

THE RELYON NUTEC LOGO

THE CIRCLE OF SAFETY

Our logo is the immediate visual signifier of our brand. It is therefore essential that it is synonymous with RelyOn Nutec and instantly recognizable. Its consistency is therefore of utmost importance. The following spreads detail how to maintain the precision and consistency of our logo in all our communication.



RelyOn Nutec
360° Safety

THE LOGO VARIATIONS

A TRULY DYNAMIC LOGO

The RelyOn Nutec logo is described conceptually earlier in this book. The following spreads are a more in-depth description of our logo variations and placement within communication. As shown opposite, our logo works on different coloured backgrounds to ensure that it is always readable, clear and stays dynamic. Always follow the logo variations shown opposite on the different coloured backgrounds as specified.

Logo on dark blue background



Logo on orange background



Logo on white background



Logo on grey background



Logo on black background



THE LOGO-FREE ZONE

A CLEAR LOGO AT ALL TIMES

A logo-free zone is defined as shown opposite to ensure that the logo is always readable and has maximum impact and recognizability. The logo-free zone dictates that the area around the logo should be kept clear so that our brand is presented in the best way possible. "X" is defined as the height of the 360° safety circle.

The logo-free zone rules apply for both logo variations.

RelyOn logo with small tagline



RelyOn logo with big tagline



THE LOGO TAGLINE USAGE

There are two versions of the logo and tagline – one for small formats and one for large formats. When the logo is larger than 90mm in width then logo A should be used. When the logo is smaller than 90mm then logo B should be used. This ensures that the 360° safety tagline is readable.

Logo A with small tagline

RelyOn Nutec
360° Safety



Larger than 90mm width

Logo B with big tagline

RelyOn Nutec
360° Safety

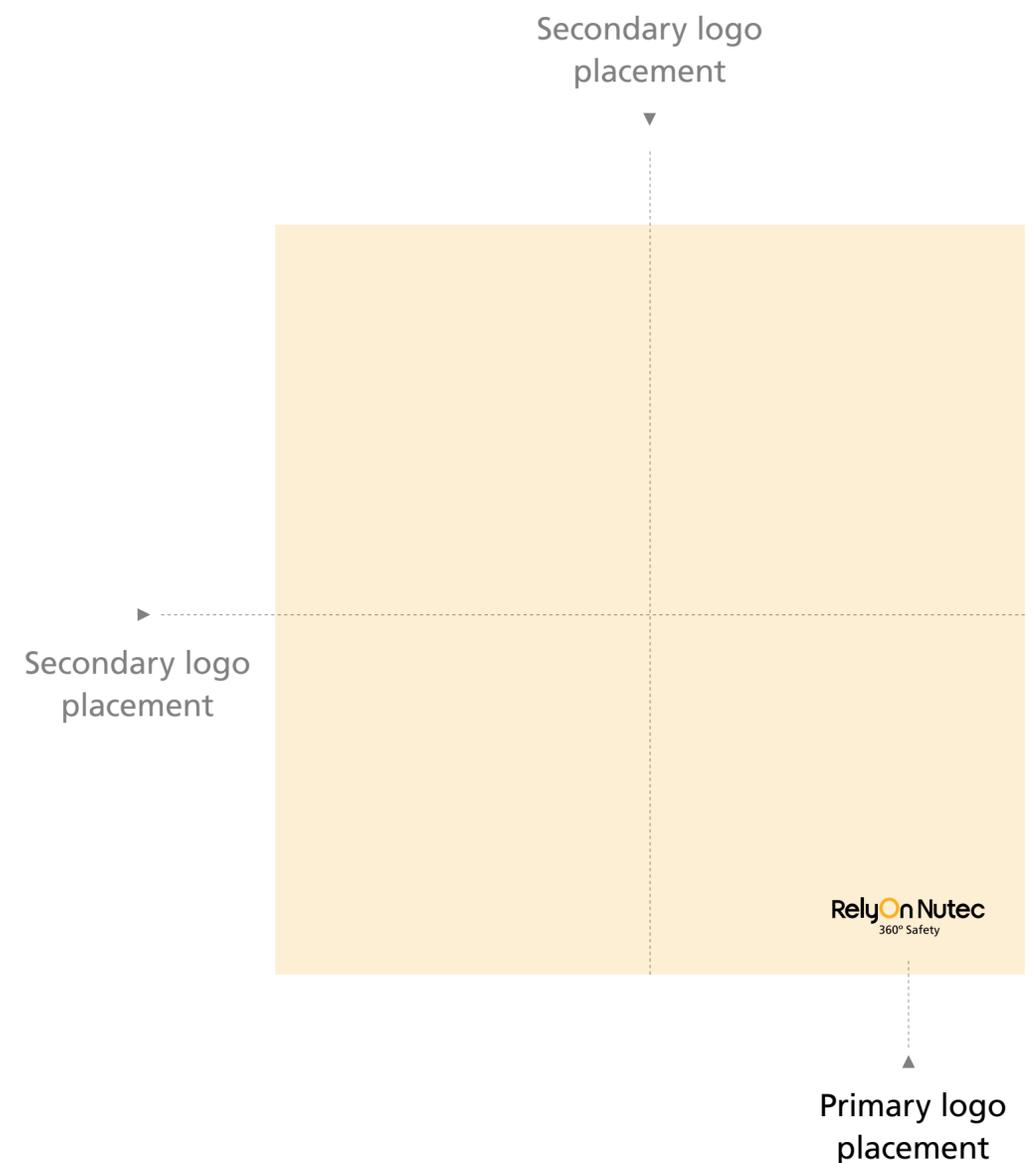


Smaller than 90mm width

THE LOGO PLACEMENT

ENSURE 100% CONSISTENCY

Our logo should always be placed in the bottom right corner of any given element to secure clear, consistent communication across all materials and platforms. However, there can be some formats that will make this impossible. In these cases, the logo can be placed on either the vertical or horizontal centre of the format. For example, on very wide formats it might make more sense to place the logo on the horizontal centre.



THE CORPORATE COLOURS

DYNAMIC, MODERN & RELIABLE

Our corporate colours inform the colour palette of all our communication materials. The CMYK, RGB, Pantone and RAL codes can be found in this section. All colours should use these codes and no others in RelyOn Nutec communication.

PRIMARY DOMINANT COLOUR - DARK BLUE:

The dark blue is used as the most dominant of the primary colours. It functions as background, footer and header online and on printed material. The blue colour maintains a serious and reliable visual expression for RelyOn Nutec and complements the orange colour.

SECONDARY COLOURS - OVERLAY BLUE & ORANGE:

The overlay blue is only used as "watermark" with the dark blue, to give additional depth. The orange is used on both white and dark blue background as the colour that stands out. Our orange colour is bright, positive, hopeful while reminding people of critical safety situations.

Our primary colours are RelyOn Nutec orange and dark blue. Our orange colour is bright, positive, hopeful while reminding people of critical safety situations. It is a distinct colour in our industry which no other competitor has laid claim to until now.

TERTIARY COLOUR – TURQUOISE: The turquoise is only used in very small amounts, primarily for the website and small items in presentations. It is not to be used as part of the external branding, but only if another contrast colour besides the orange is needed. It should only be used where possible, within infographics, illustrations and icons to draw attention to certain areas information or text.

ALTERNATIVE COLOURS - GRAY, BLACK & WHITE: These colours are not used as part of the visual brand identity but are used as needed for practical purposes.

DARK BLUE

CMYK 95 65 55 55
 RGB 1 50 61
 PANTONE 7477 C
 PANTONE 5463 U

OVERLAY BLUE

CMYK 77 52 47 43
 RGB 54 77 85
 PANTONE 7545 C
 PANTONE 547 U

ORANGE

CMYK 0 35 90 0
 RGB 252 176 53
 PANTONE 143 C
 PANTONE 122 U

TURQUOISE

CMYK 67 0 32 0
 RGB 42 199 194
 PANTONE 3125 C
 PANTONE 3115 Y

GREY

CMYK 30 25 25 0
 RGB 178 178 178
 PANTONE Cool Gray 5

BLACK

CMYK 00 00 00 100
 RGB 00 00 00
 PANTONE Black

WHITE

CMYK 00 00 00 00
 RGB 255 255 255
 PANTONE White

DISPLAY TYPOGRAPHY BOLD TYPOGRAPHY FOR THE GLOBAL LEADER IN SAFETY

Our display typography is "Titling Gothic Fb Comp". We mean business with this font. It is clear, bold and sends a clear message to the industry. It presents our united and thought-provoking messaging in the best way possible with clear impressive lettering. We use this as a display font for all our headlines in communication across all formats.

TITLING GOTHIC FB COMP

ABCÇDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
aâabcçdeéèêfghiîjklmnoôpqrstuûùvxyzæøå
0123456789 ,:?! (@+="/*)

BOLD

2016-2017, LUTE OMNOS ID QUI IUS, TO
COINNEM. ARI REICI BLANDAEREIUS
SIXTATEM RE, ET UNTOTAS ET UT PORE LITA
PORIT UNTO MODIS

MEDIUM

2016-2017, LUTE OMNOS ID QUI IUS, TO COINNEM.
ARI REICI BLANDAEREIUS SIXTATEM RE, ET
UNTOTAS ET UT PORE LITA PORIT UNTO MODIS

REGULAR

2016-2017, LUTE OMNOS ID QUI IUS, TO COINNEM. ARI REICI
BLANDAEREIUS SIXTATEM RE, ET UNTOTAS ET UT PORE LITA
PORIT UNTO MODIS

BODY COPY TYPOGRAPHY

MODERN AND READABLE

Our body copy typography is “Frutiger LT Std”. It originates in the Frutiger family of typography and is a modern sans-serif typeface, intended to be clear and highly legible at a distance or in small text sizes. Worldwide it is considered the best choice for legibility in all formats.

Frutiger LT Std

ABCÇDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
aàâbcçdeéèêfghiîjklmnoôpqrstuûùvxyzæøå
0123456789 ,:?! (@+=/*)

Black

2016-2017, Lute omnos id qui
ius, to coinnem. ari reici blanda-
ereius sixtatem re, et untotas et
ut pore lita porit unto modis

Bold

2016-2017, Lute omnos id qui ius,
to coinnem. ari reici blandaereius
sixtatem re, et untotas et ut pore
lita porit unto modis

Roman

2016-2017, Lute omnos id qui ius,
to coinnem. ari reici blandaereius
sixtatem re, et untotas et ut pore
lita porit unto modis

WEBSITE BODY COPY TYPOGRAPHY

MODERN AND READABLE

Our website body copy typography is “Ubuntu”. This typography is also san-serif meaning it gives a clear, simple expression to our website. It has a contemporary style and contains characteristics that convey a precise, reliable and modern attitude. Where possible we integrate headline messaging in our display font “Titling Gothic Fb Com”.

Ubuntu font

ABCÇDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
aàâbcçdeéeèêfghiîjklmnoôpqr-
stuûùvxyzæøå
0123456789 ,:?! (@+ = / *)

Bold

2016-2017, Lute omnos id qui ius,
to coinnem. ari reici blandaereius
sixtatem re, et untotas et ut pore
lita porit unto modis

Medium

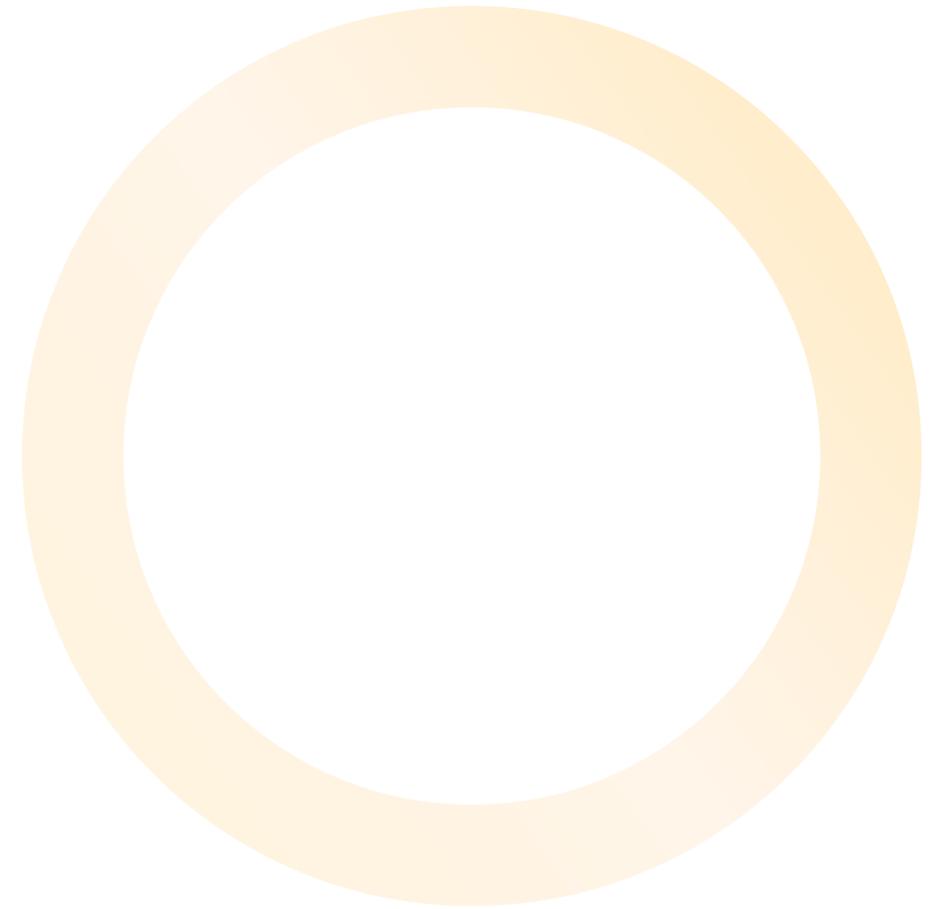
2016-2017, Lute omnos id qui ius,
to coinnem. ari reici blandaereius
sixtatem re, et untotas et ut pore
lita porit unto modis

Regular

2016-2017, Lute omnos id qui ius,
to coinnem. ari reici blandaereius
sixtatem re, et untotas et ut pore lita
porit unto modis

360° SAFETY CIRCLE OUR UNIQUE GRAPHIC ELEMENT

To make our visual style unique and boost our branding we have integrated the 360° safety circle into our pictures. It is used as a watermark at varying degrees of transparency depending on the images that we use in communication. It helps us own our orange colour in the market and puts our communication and business concept of 360° safety at the forefront of people's minds.



Colin Leyden
Managing Director

RelyOn Nutec
Foinavon Close
Aberdeen Airport East
Dyce, Aberdeen
AB21 7EG

Tele +44(0)8444 142 142
www.RelyOn-Nutec.com



HOW TO CREATE THE 360° SAFETY WATERMARK IN ADS



01
Outline the people and objects that need to be highlighted



02
Insert orange circle
Two sides of the circle must be visible



03
Two sides of the circle must be visible as shown



04
60% opacity



05
Adjust gradient on circle with the highlighted object in focus.



06
Final effect complete

WE TAKE OWNERSHIP OF ORANGE AND DARK BLUE

Depending on the level of detail in our messaging we use a bottom bar in RelyOn Nutec orange or dark blue to make sub headers, body copy, logo and call-to-actions stand out.

This reflects our primary corporate colours and complements the brand identity of our logo and the 360° safety circle watermark.

