



Corporate guidelines

CBS Outdoor International corporate identity guidelines covering brand values, structure and visual styling across a range of different media.

May 2010

These guidelines provide the framework for CBS Outdoor International's corporate identity and are primarily aimed for use by our marketing and design personnel for the production of off- and online materials. It is an evolving publication that will be updated periodically to include guidance on additional materials (details of changes since the last edition can be found on the DVD in the changes.txt file).

If you have a query on any element of this publication or the guidelines, please contact the International Marketing Director for clarification.

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We are a People & Panels Company.

Our mission is to capture audience for our customers, provide services and revenues to our franchise partners, deliver the expected return to our shareholder and create a great place to work for our people.

01 Overview

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Overview

Introduction

This guide sets out the framework for our identity and a consistent brand positioning across all our markets. As we are not a consumer facing company with large budgets to spend on marketing, our positioning is going to be transmitted and communicated mainly by their people in our markets. As such, the comprehension, commitment and attitude towards our positioning and vision is key to its success.

Vision

Our vision is to be the best out-of-home media company, delivering audiences on the move and defining the future through our insights, operational excellence and relationships.

Mission

We are a People & Panels Company.

Our mission is to capture audience for our customers, provide services and revenues to our franchise partners, deliver the expected return to our shareholder and create a great place to work for our people.

Positioning statement

Real world solutions for companies looking to optimise return on investment from out-of-home media.

Brand proposition

media on the move™

Overview

Creative rationale

01

The visual brand strategy is an evolution of our existing platform and draws on elements such as the colour palette but also captures the more recently developed design style and tone embraced by all markets through the website.

The website

Our websites are a cohesive, consistent and sophisticated window for CBS Outdoor International. The sites, though translated for many offices worldwide, maintain a seamless structure, look and feel across the board and, for the first time, embody a shared visual language.

On- and offline brand cohesion

The relationship between a brand on- and off line needs to be clear and consistent, and therefore key elements of the website have served as a starting point for our identity.

Website consistency and elements of its design form the basis of our approach to offline materials.

UK



France



Spain



Italy



Overview

Rules of engagement

This guide is actually more of a rulebook. It needs to be followed for all the reasons set out in the introduction namely, to achieve a consistent voice. However, this system has been developed to provide enough space and flexibility to tailor any given project to local market requirements including:

A clearly defined framework with options around the use of imagery.

A range of colours and implementations depending on the level of publication – from full colour to single.

Options for logo placement with 'media on the move' subbranding.

Review and approval

All significant projects and certainly any project over €5k must be reviewed by the International Marketing Director.

Our aim is not to be the new sheriff in town and to needlessly complicate projects. Our goal is to ensure adherence, to share great work, to realise efficiencies and most importantly to give our brand a stronger voice in the market through a unified direction.

Fixed elements

Some elements have a fixed position which should not be altered. By keeping these particular elements in a fixed position they help maintain consistency and visual cohesiveness when viewed as a set. For example, covers (see page 40) have a two fixed elements – the logo and top tramline – thus when different A4 portrait documents are seen side by side (see page 44) no matter how the lower third of the cover has been structured the top areas all maintain a visual rhythm between one another.

Overview

Our internal values

01

Our internal values should be considered and reflected in all forms of communication. They are deliberately intended to communicate a sense of dynamism and, to state the obvious, a company with people who are 'on the move'. These values are:

Committed

Brave

Spirited

On-target

Insightful

Unstoppable

The main components which form the underlying structure and overall visual style of the identity are discussed here.

02

Brand elements

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Brand elements

Logo and strapline

The main logo comprises two elements; the logo and the strapline. These elements can be used together or apart, but in all cases both should be seen on the primary page of a publication or as part of the main element to a marketing item.

The logo and eye

The CBS logo and the 'eye' device is sacrosanct and under no circumstances can they be altered without express permission from the Corporation. There are no exceptions to this rule.



Minimum clearance

Minimum clearance is 5mm around logo. Please judge relatively to the size of the logo you are using but never allow elements to encroach within 5mm.



* 'media on the move' is a trademarked element and must always use the 'TM' motif. All supplied logos which use the 'media on the move' strapline include this as standard.

Brand elements

Logo and strapline

02



ON THE DVD

Combined and separated versions of the logo discussed here are available on the DVD in a number of formats.

Strapline size and placement

The strapline is a device which can be positioned either directly under the logo or away from it (for example, with A4 covers, the logo can be positioned in the top left corner and the strapline bottom right).

Combined logo



Size
Same width as logo

Placement
Spacing is lower case 'd' height below.

Separated logo (ie away from logo such as bottom right of report covers, see page 44)



Size
'h' ascender of 'the' and baseline to match height of 'OUTDOOR'

Placement
Eg. Bottom right of publication with CBS Outdoor logo top left.

02

Brand elements Logo and strapline

Examples of placement of logo and strapline

Separated



Combined



Brand elements

Logo and strapline

02



ON THE DVD

Digital and master artwork must always be used to reproduce our logo. All logos described in this section are available on the DVD – if you require a format not covered please contact the International Marketing Director.

Framing logo

CBS Outdoor International has developed a special adaption of the standard logo for use with advertising frames which enables greater legibility at longer distances. Example frames can be found on page 23.

Regular



The standard logo has thin serifs which become indistinct when viewed at long distances.

Framing logo



The thicker serifs, which form the framing logo, allow for increased legibility at distance.

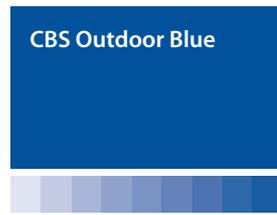
02

Brand elements Colour palette

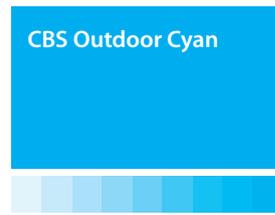
CBS Outdoor International has a broad colour palette which forms the basis of our identity and is divided into two main areas of use.

Corporate/international colour palette

These colours should be used within corporate external work or for projects with an international emphasis.



Pantone 287
C100 M68 Y0 K12
R0 G77 B143



Pantone Process Cyan
C100 M0 Y0 K0
R0 G156 B221



Marketing colour palette

These colours should be used within marketing projects such as brochures and events.



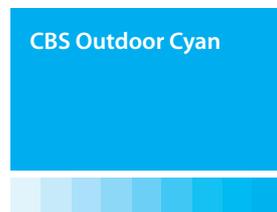
Pantone 199
C0 M100 Y62 K0
R193 G0 B68



Pantone 382
C29 M0 Y100 K0
R204 G210 B33



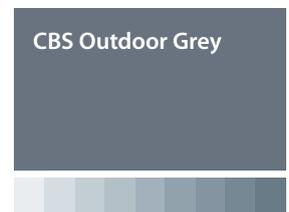
Pantone Orange 021
C0 M53 Y100 K0
R218 G141 B27



Pantone Process Cyan
C100 M0 Y0 K0
R0 G156 B221



Pantone 116
C0 M16 Y100 K0
R244 G210 B0



Pantone 7545
C23 M2 Y0 K63
R106 G116 B125

Brand elements

Colour palette

02

Colour use with logo



When used on a white background use the default CBS Outdoor Blue logo.



When using coloured backgrounds make sure that the reverse CBS Outdoor logo is used.



Under conditions where the background is light then optional use of the default CBS Outdoor Blue logo is permitted.

CBS Outdoor International uses two main typefaces as part of its visual communication; the official corporate typeface, Myriad Pro, used within printed marketing material and Arial, a supporting typeface for general use.

Myriad Pro

The official corporate typeface, Myriad Pro, is used for most visual communication. It is the OpenType version of Myriad which allows for use on both PC and Macintosh computers.

Myriad Pro has a diverse range of weights enabling contrast whilst maintaining consistency. It is a legible typeface and suited for both large and small scale use.

Example usage

- Brochures
- Leaflets
- Advertising
- Posters
- Signage
- Covers

Myriad Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!"£\$%^&*()_+@{}:~?></*

Common Myriad Pro weights used in CBS Outdoor literature:

Light

Light Italic

Regular

Regular Italic

Semi-Bold

Semi-Bold Italic

Bold

Bold Italic

Black

Black Italic

How to obtain Myriad Pro

Myriad Pro is cost-effective typeface and is available directly from the Adobe website store and is also a common face in most graphic designers typographic repositories.

Arial

Arial is used where Myriad Pro is not available and is for general use material.

Example usage

- Body of stationery
- Laser-generated documents
- Fax headers
- Worksheets
- Powerpoint presentations
- Email body and signature signoff

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!"£\$%^&*()_+@{}:;</>*

Common Arial weights used in CBS Outdoor literature:

Light

Regular

Bold

Regular Italic

Bold Italic

How to obtain Arial

Arial is a common typeface preinstalled on many computers. Arial Light, however, may need to be purchased for a very small nominal charge. Visit www.fonts.com for more information.

02

Brand elements Imagery

In order to remain consistent across print and online media, CBS Outdoor International uses a strong image for creating arresting, varied and dynamic backgrounds. The image contains a number of elements and areas which can be used in isolation to help differentiate between marketing materials.

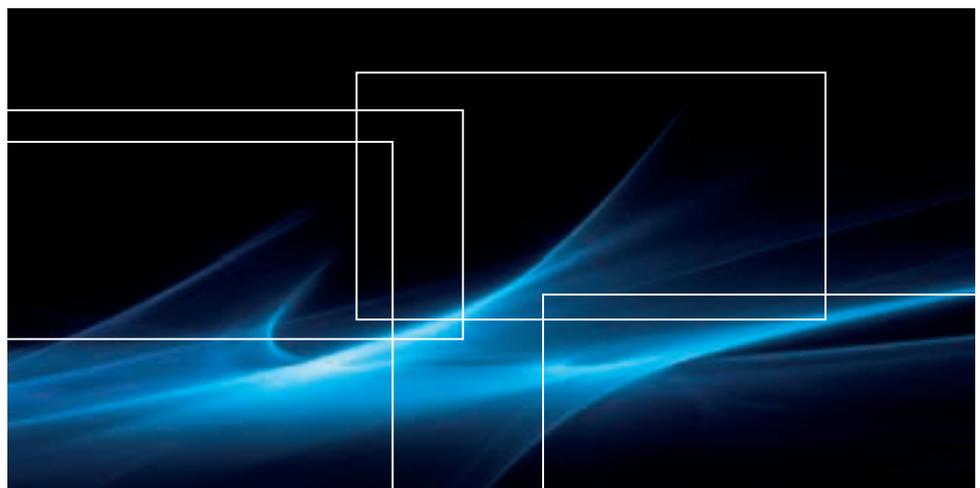
Main backdrop image

The main backdrop image seeks to be both sophisticated and playful and brings a sense of dynamism and movement to publications and promotional literature.



Image regions

The background image has many areas which can be cropped and used as backdrops. Additionally, flipping and rotating these areas can also help to create something unique and varied but still consistent.



Colour options

The main background image is available in all colours that the CBS Outdoor International identity supports. This allows for greater flexibility and point of difference between materials without become staid or predictable.

Full colour options



Single colour options



ON THE DVD

The main image background and all its variants are supplied as Photoshop EPS (for single colour) and JPEG (for full colour) file formats.

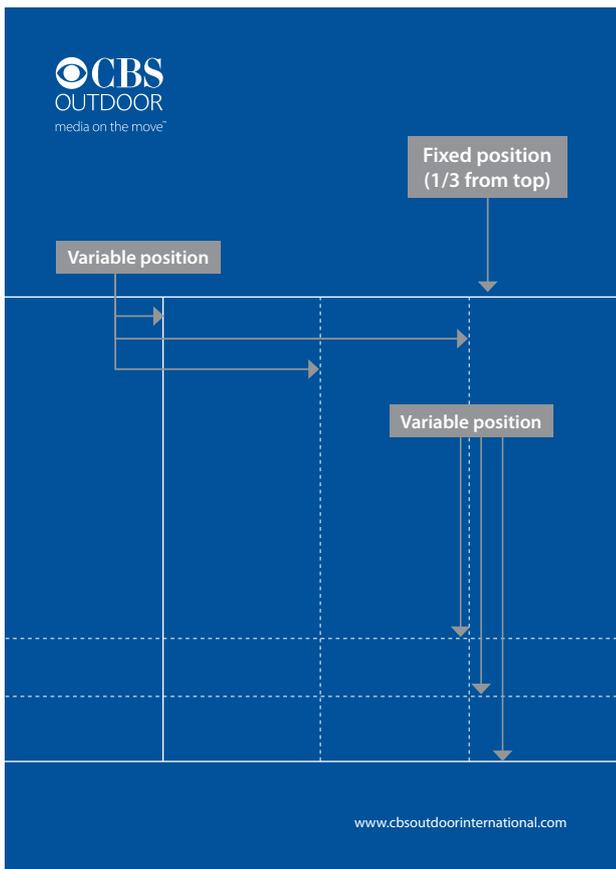
02

Brand elements Tramlines

CBS Outdoor International uses a series of 'tramlines' in order to provide a framing area for imagery and typography. When combined with an underlying grid these tramlines help keep proportion and consistency.

The top tramline has a fixed position which helps keep a visual and consistent appearance when similarly sized documents are seen side by side. The bottom and (optional) vertical tramlines have variable positioning which add flexibility – refer to example brochure covers on pages 44-46.

How the tramlines are used



Example of tramlines used within an A4 brochure cover



Brand elements

Framing

02

Together with the specific framing logo described on page 15, CBS Outdoor International also have certain positioning requirements when using the logo on advertisement frames.



02

Brand elements Tone of voice

In all our communications, we need to make sure we express ourselves clearly and consistently. Our language needs to reflect who we are. As stated earlier, we are a dynamic company and must communicate in a way that supports the spirit of this dynamism. There is no way to set out a prescription or formula for this; as a part of our company we expect the appropriate tone of voice – professional and not overly sales oriented – to come naturally to you. When in doubt consult the International Marketing Director.

A dynamic company and people

The language we use needs to reflect who we are and the values we hold.

At the risk of spelling out the obvious, copy needs to be flawless: grammatically accurate, spelled correctly with the appropriate punctuation.



Brand elements

How we are seen

02

Our brand is communicated through how we are seen and heard. In this guide, we cover how our brand is represented across all forms of communication through to our offices. It is therefore logical that we mention here how we as people are seen. It should be, in a word, professional. At the risk of sounding patronising, we dress appropriately for every business occasion. Certain items are never appropriate such as trainers and t-shirts. Your human resources director is in charge of communicating further specifics.

Our personal visual communication

A professional and appropriate dress code helps to reinforce our corporate and business credentials.



The following pages illustrate the application of the guidelines across a wide range of both printed and electronic media. Over time this section will be updated with additional guidance on a variety of other materials and different sized documents.

Note

Templates of items described here are included on the supplied DVD at the back of this document. In the root area of the DVD are two documents: The first, called 'READ_FIRST_DVD_CONTENTS.pdf', describes all the files contained, their location and information on the formats provided; the second, entitled 'changes.txt', lists additions and changes made since the last release of the guidelines.

03 Applications

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03

Applications Overview

The use of a structured, but flexible, framework across diverse media ensures that wherever in the world its visual materials are seen, CBS Outdoor International projects a consistent but tailored visual message. Here is a selection of the type of materials covered in this section.

Stationery



Document covers



03

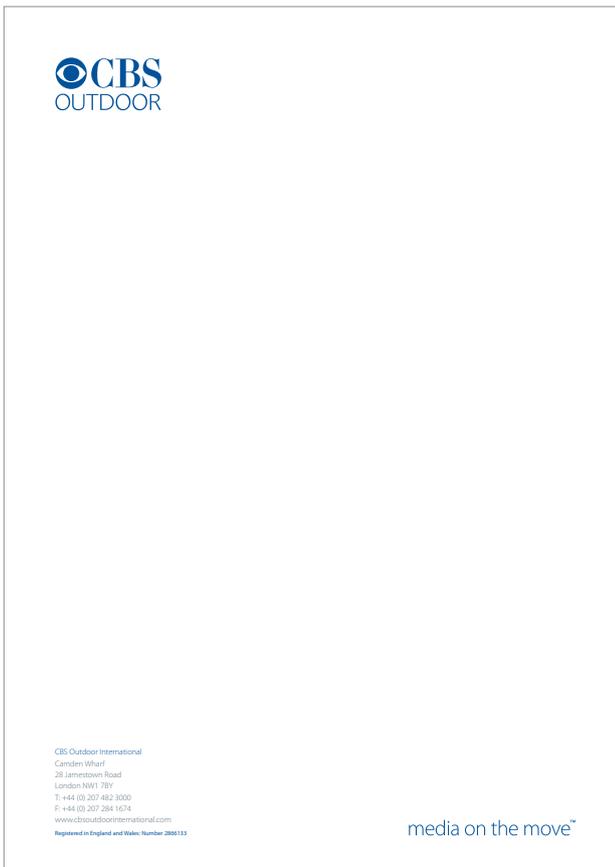
Applications Stationery: Letterheads

One of the first correspondences a customer receives from an organisation will be its stationary. It needs to be clear and adopt the characteristics of our identity without being overbearing. All CBS Outdoor International's stationery uses the reverse side in order to reinforce its visual branding and provide a sense of movement and dynamism.

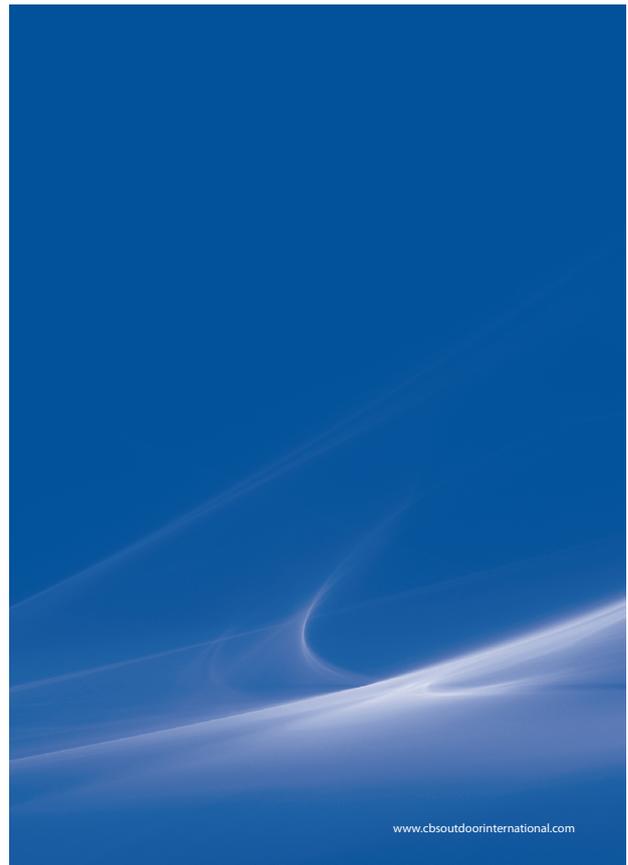
Letterhead

CBS Outdoor Blue

Front



Reverse



Applications

Stationery: Letterheads

03

Letter templates

Microsoft Word template files for letters can be obtained from the International Marketing Director.



ON THE DVD

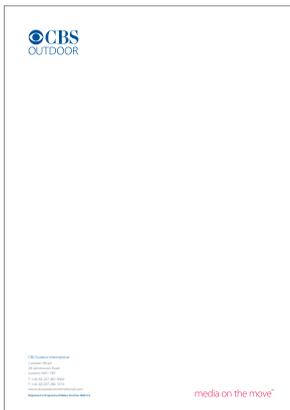
Template artwork files for letterheads, compliment slips and business cards are available on the DVD.

Supplied format: Adobe Illustrator CS3

Letterhead

Additional colours

CBS Red

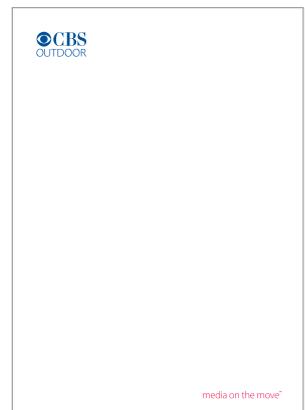


CBS Cyan



Continuation sheets

Continuation sheets follow the same format as the letterhead except there are no address/company details in the lower left corner.



03

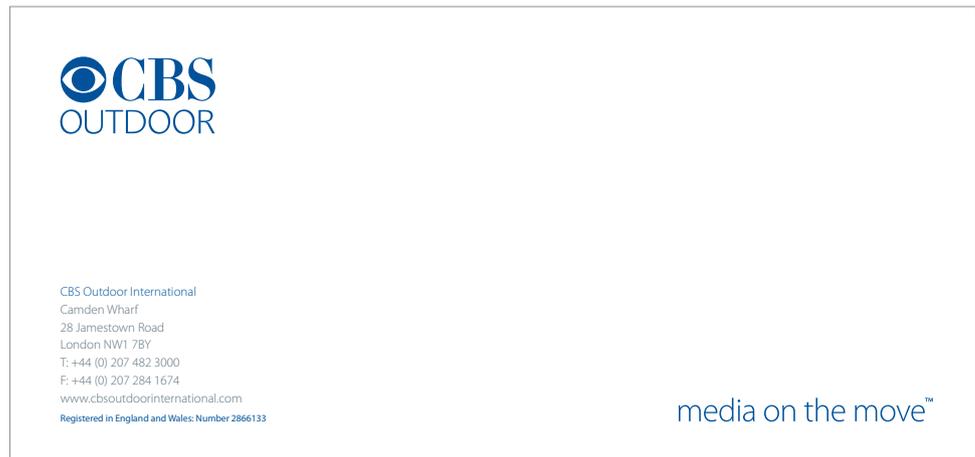
Applications Stationery: Compliment slips

Additional colours

It is permissible to use other colours in the CBS Outdoor International range – reverse artworks in various shades are available on the DVD.

Compliment slip CBS Outdoor Blue

Front



Reverse



Applications

Stationery: Compliment slips

03

Compliment slip

Additional colours

CBS Red



CBS Cyan



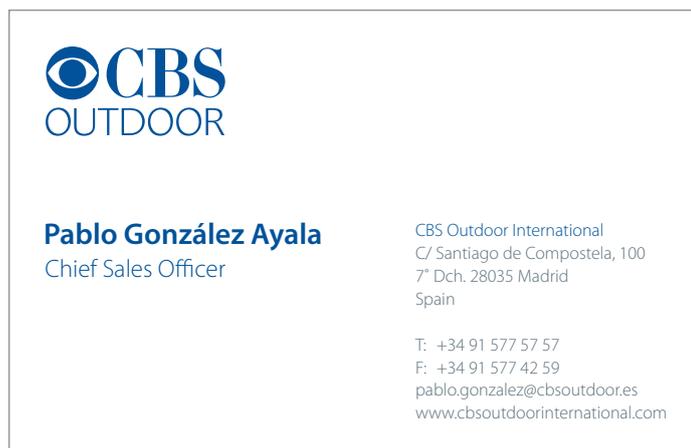
03

Applications Stationery: Business cards

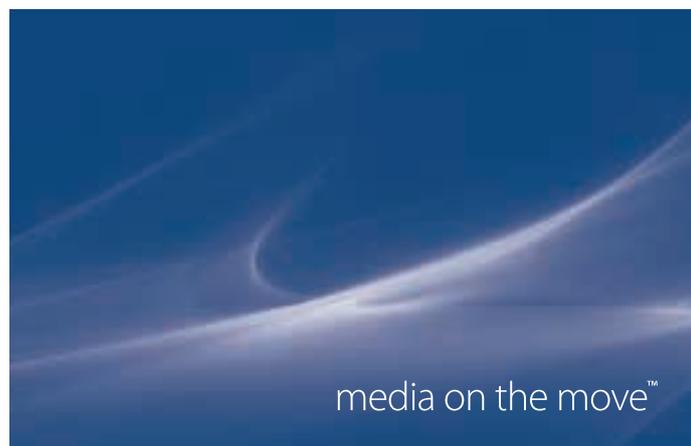
Business cards

CBS Outdoor Blue

Front



Reverse



Applications

Stationery: Business cards

03

Business cards

Additional colours

CBS Red



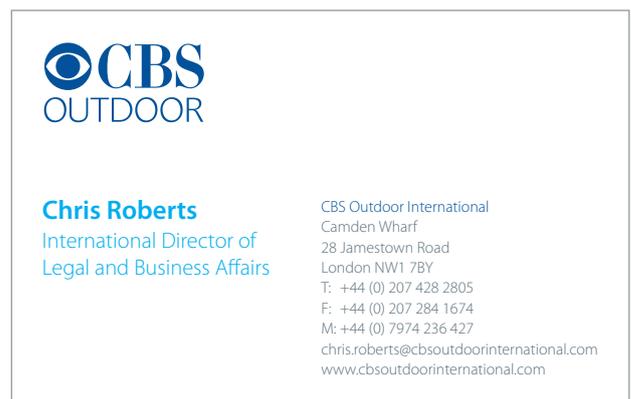
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03

Applications Stationery: Envelopes



ON THE DVD

Template artwork files for all envelopes are available on the DVD.

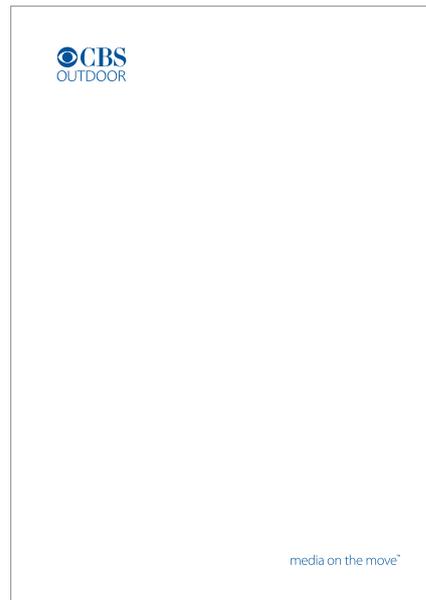
Supplied format: Adobe Illustrator CS3

C4

Windowed



Non-Windowed



Special marketing



Can be used at any size and with any colour variant. Ideally suited to direct mail campaigns or similar marketing activities.

Return address (Available for C4, DL and C5 envelopes)



Applications

Stationery: Envelopes

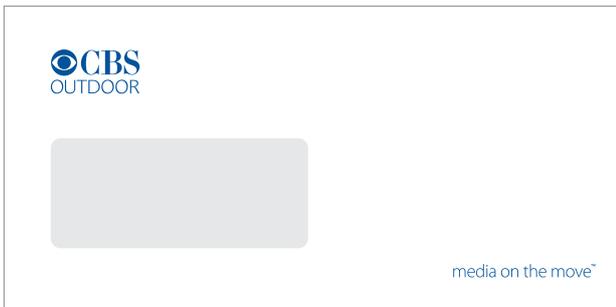
03

Envelope budgets

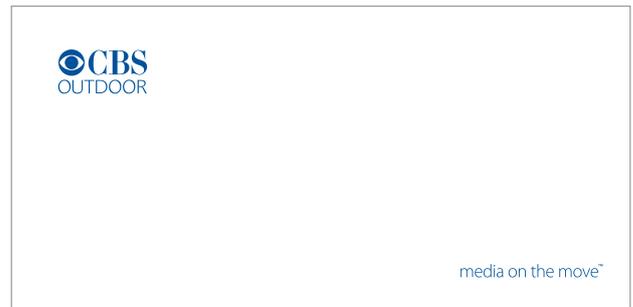
Prior to printing envelopes it is important to obtain approval of the costs involved.

DL

Windowed



Non-Windowed



C5

Windowed



Non-Windowed



03

Applications

Stationery: CD/DVD covers & labels

CD labels and CD Jewel cases covers are described in this section. The background image can be used in any of its colours and can be cropped, resized and zoomed. Below are examples of how this can be achieved with options for both text created by a designer and blank for direct writing.

CD Labels

Artwork text version



Blank for writing directly



ON THE DVD

Template artwork files for CD labels and jewel case designs are supplied on the enclosed DVD.

Supplied format: Adobe Illustrator CS3

Stationery: CD/DVD covers & labels

The jewel case structure

The Jewel case design below follows on from the CD label and should use the chosen background image in the same way. Optionally, there is scope to add an image to the cover, if required, as well as alternative layouts – refer to the example layouts for document covers in the next section.

Use of background image and colour

The examples below are just a number of ways with which the background image can be cropped in order to provide an interesting and dynamic backdrop. It is suggested designers adopt a similar approach and utilise all available colours in the palette.

CD jewel slipcase cover and reverse

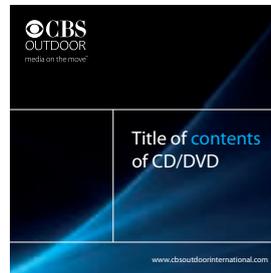
Front



Reverse



Optional without image



Applications

Document covers: Hierarchy

In order to differentiate between international/corporate and marketing based publications as well as levels of publication within those, we have devised this overview of document hierarchy.

International/corporate

Tier 1a

Standard blue background and full colour image.



Ideal for top line brochures, reports and leaflets.

Tier 1b

Standard blue background and no image.



Ideal for top line technical documents and financial reports.

Tier 2a

Single colour blue background and duotone image.



Ideal for bottom line brochures and leaflets.

Tier 2b

Single colour blue background and no image.



Ideal for bottom line technical documents, financial reports and internal publications.

Applications

Document covers: Hierarchy

03

Colour rationale

Marketing publication covers have a great range of colour variations – using this diversity is a great way to keep document covers fresh and interesting.

Spot colours

The spot colour options for Tiers 2a and 2b are the most cost efficient as they only use two colours – the main marketing colour and black (for combining with imagery to increase depth and also for body text).

Marketing

Tier 1a

Any full colour background and image.



Ideal for top line brochures and leaflets.

Tier 1b

Any full colour background and no image.



Ideal for top line technical documents, financial reports and internal publications.

Tier 2a

Any single colour background and duotone image.



Ideal for bottom line brochures and leaflets.

Tier 2b

Any single colour background and no image.



Ideal for bottom line technical documents, financial reports and internal publications.

03

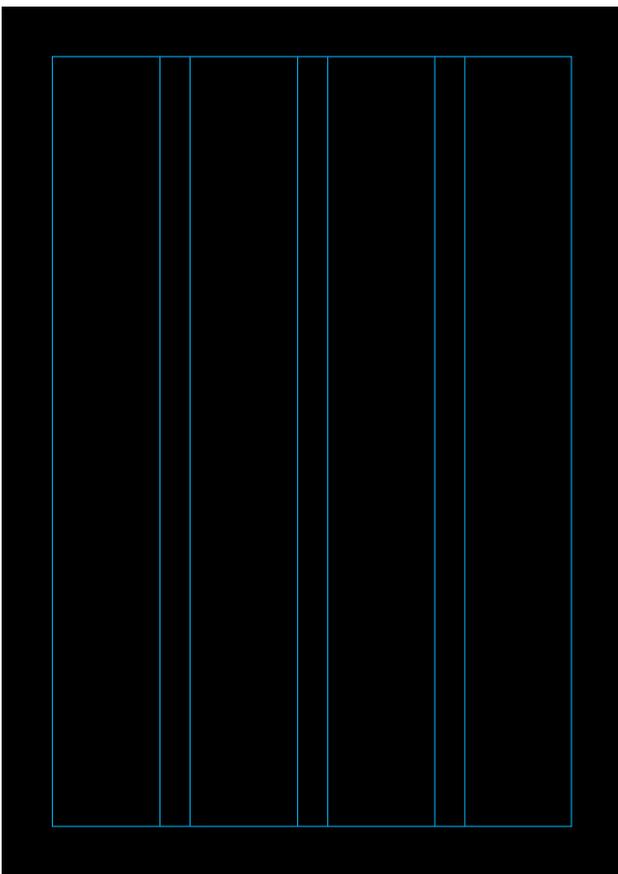
Applications

Document covers: Structure

The examples which follow are for **A4 sized document** covers but similar approaches should be adopted for most other differently sized publications. For guidance contact the International Marketing Director.

Cover development

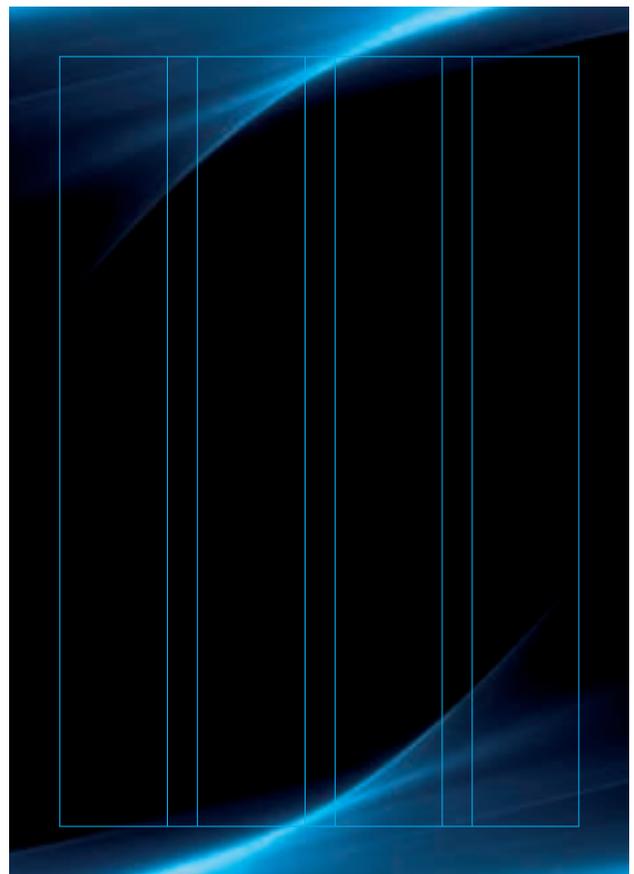
1. Grid structure (4 column)



10 mm 17 mm

Cover development

2. Grid structure and background image



Applications

Document covers: Structure

03

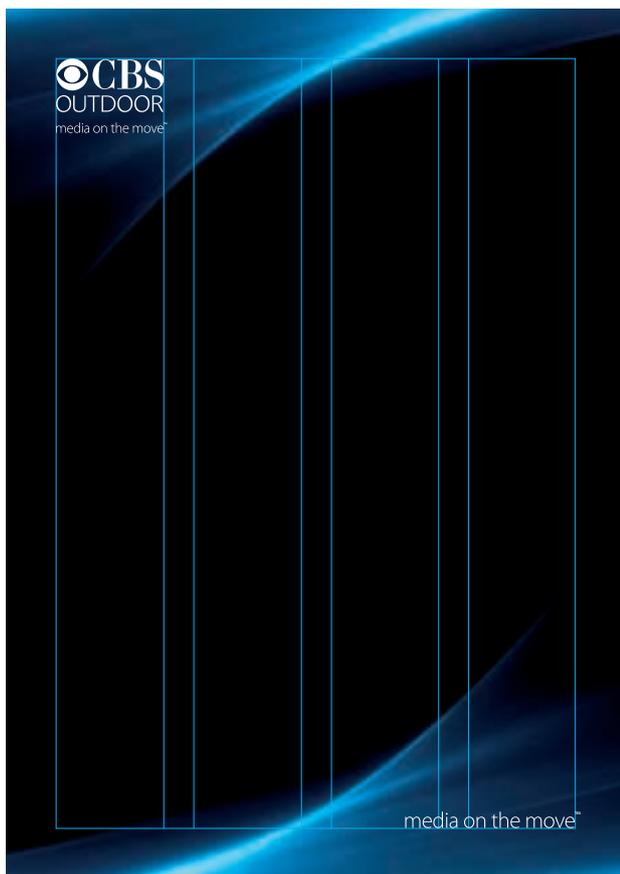
The background image

The background image is a versatile and dynamic graphic element which can be cropped, rotated, scaled and coloured. A segment of the image seen below has been duplicated and flipped in order to create an embracing visual device which frames the page and also subtly highlights the logo and strapline/website address.

As long as the core structure of the cover is maintained (ie tramlines and placement/size of logos) then the background image can be of any permutation. The one described below is just one of a myriad of possibilities (see the cover and chapter dividers of this publication to see an alternative use of the background image).

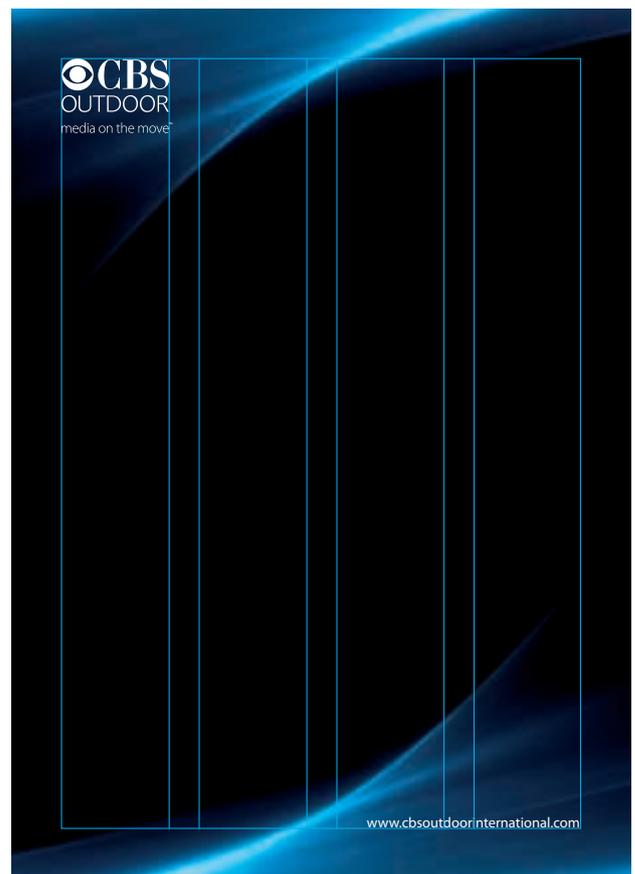
Cover development

3. Logo and strapline placement



Cover development

4. Combined logo placement with website address



03

Applications

Document covers: Structure

Tramlines

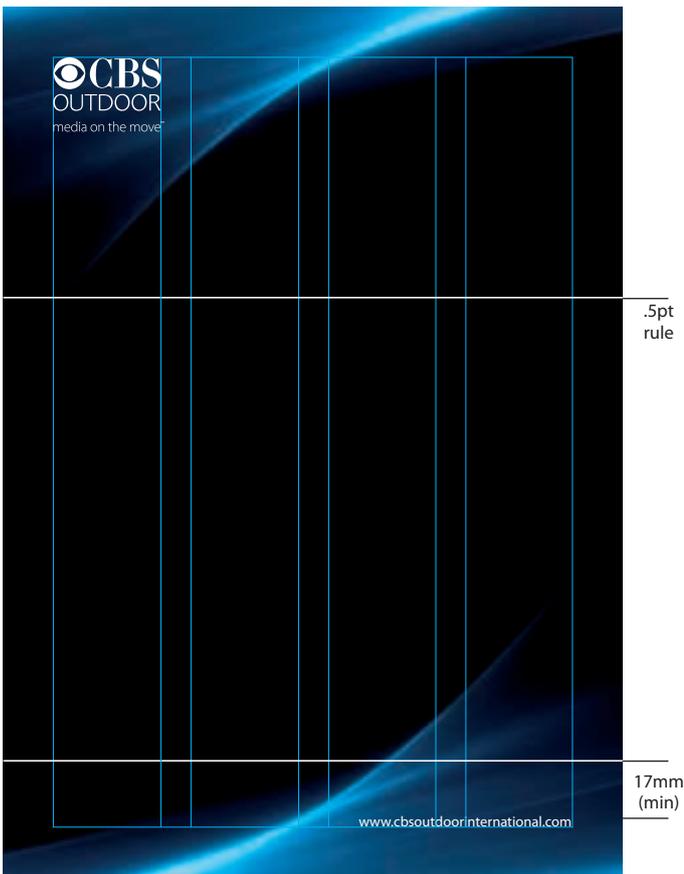
The top tramline is fixed at 1/3 the distance from the top whilst the bottom tramline can be variable but should sit no lower than 17mm above the strapline or website address. A4 publications and below have a .5pt thickness tramline (above this scale with size).

Fixed elements

The top tramline and logo are those elements whose position must not be altered within A4 covers. They are fixed in position in order to maintain consistency when viewed as a set (see pages 44-45).

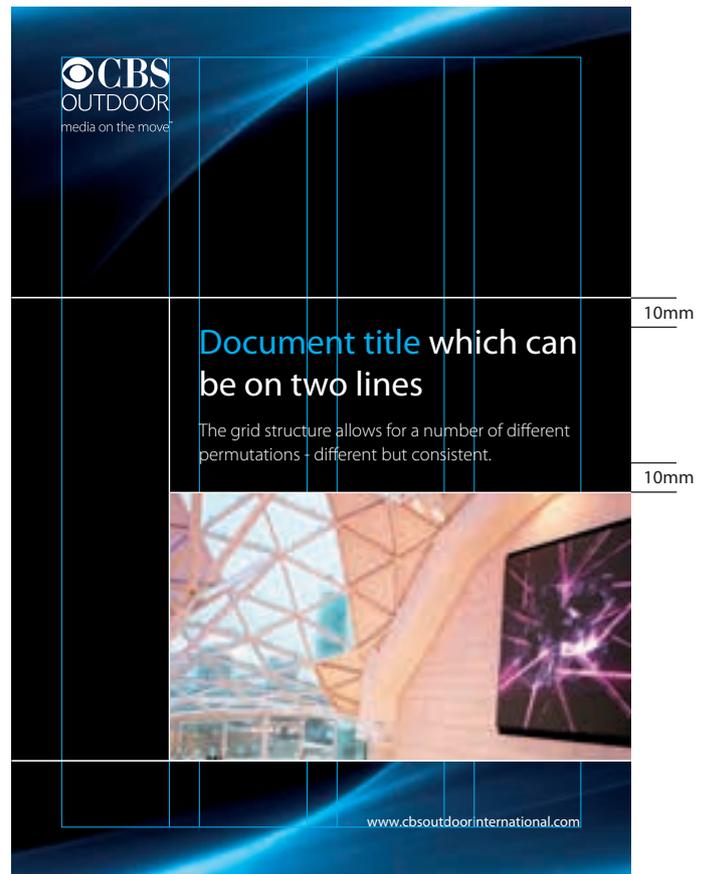
Cover development

5. Tramlines



Cover development

6. Introduction of image and text example



Applications

Document covers: Structure

03

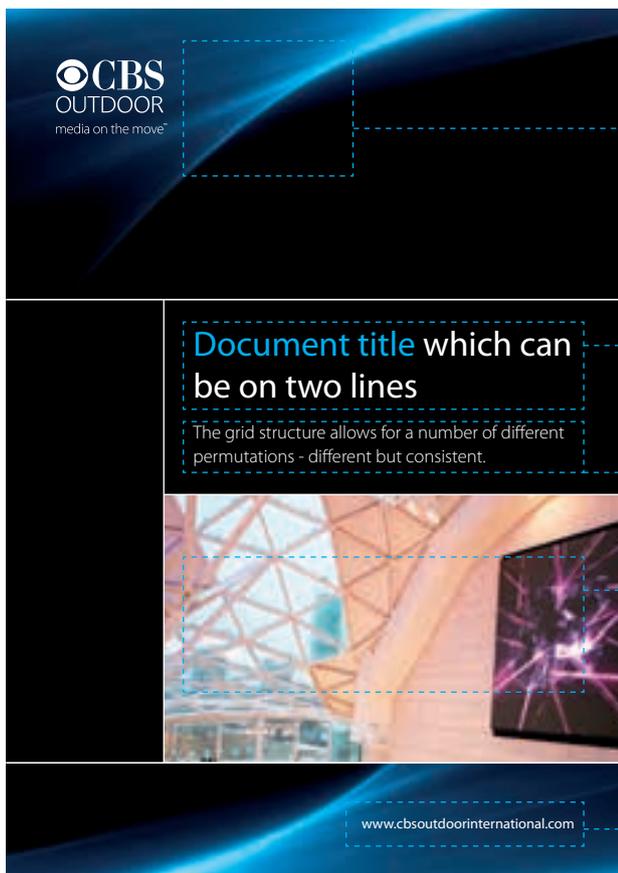


ON THE DVD

For exact measurements of all elements refer to the cover templates on the supplied DVD.

Supplied format: Adobe InDesign CS3

Anatomy of a cover



Background

This version, which comes as part of the templates, is just one iteration. When using elements of the background crop into areas where it tapers leaving an area of black (see the cover of this document for an example of an alternative approach).

Title of document

Highlight one or two words in a CBS Outdoor colour (which matches background colour). The size can vary – less than three words larger (40/47pt) or more than three, slightly smaller (34/41pt) in Myriad Pro Regular.

Sub-title or short paragraph

Explain contents of document in slightly more detail (18/23pt Myriad Pro Light).

Image relating to document.

Be inventive with imagery. Crop and/or rotate to get the most interesting facet of an image.

Website address or 'media on the move' strapline

It is advisable to use either the strapline or website address (website text is 14/17pt Myriad Pro Regular) . However, if these are not required then the logo should be of the combined variety on the top left (as per example here) and the image, optionally, can bleed off the bottom (see page 47).

03

Applications Document covers: Examples

Create you own layout

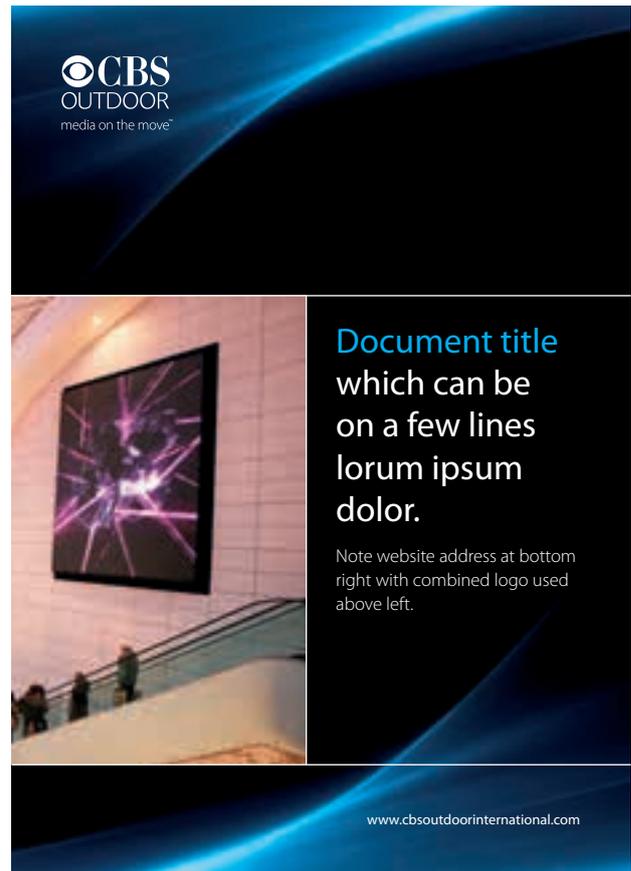
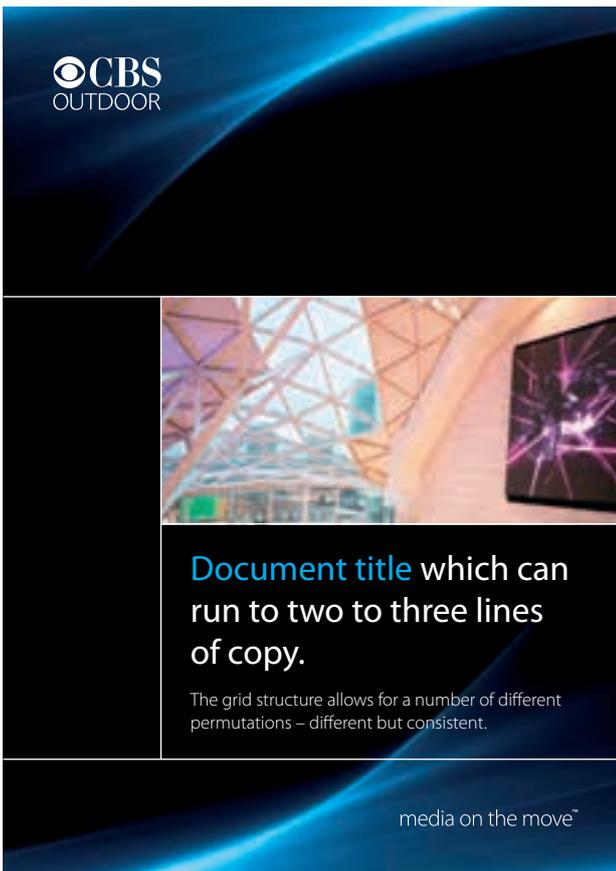
The flexibility of the framework allows for different layout options to be created. The examples, below and opposite, show how different designs can be generated whilst still maintaining cohesion and consistency.

Keyword(s) highlight

Heading titles should have one or two words highlighted in the relevant CBS Outdoor colour (dependent on background colour used).

Layout alternatives

International/corporate publications utilise the standard blue background



Note

The use of the strapline can either be located in the bottom right corner or as combined element with the logo in the top left.

Applications

Document covers: Examples

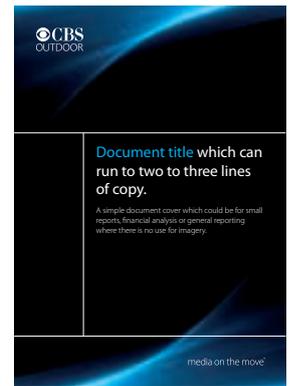
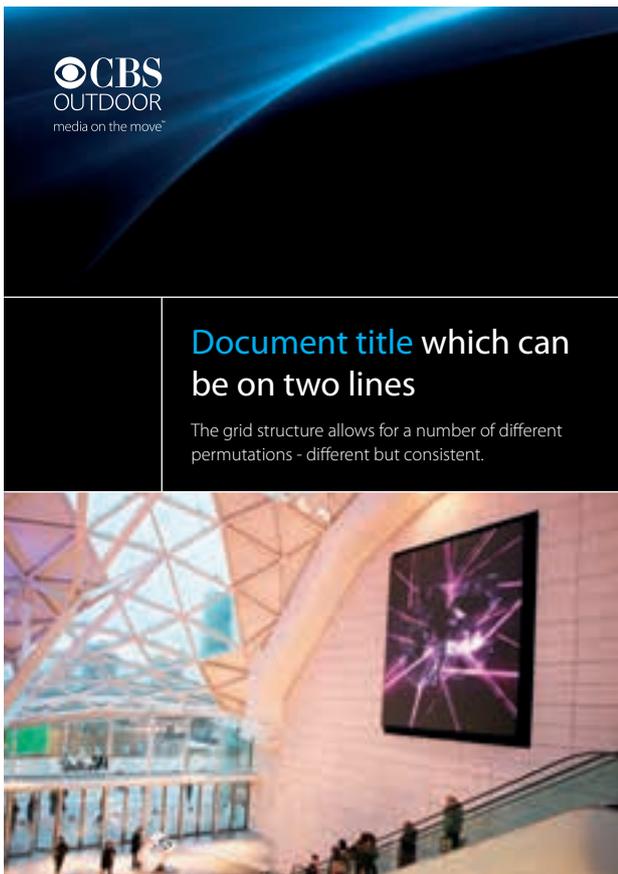
03

Full bleed on three sides

The example below shows how, without the strapline or website address, the image can 'bleed' off the bottom of the page as well as on the left and right.

Document hierarchy

The covers described here use the standard blue colour background which is ideal for use on corporate/international based publications.



03

Applications Document covers: Examples

Colour options

By using different CBS Outdoor colours and layout each publication can be unique but consistent within the overall visual structure of the identity.

Layout alternatives

Marketing publications utilise the other range of CBS colours.



Applications

Document covers: Examples

03

Company logos and placement

For those documents where logos from other companies are used (such as for pitch proposals), it is suggested these are placed in the bottom right of the page with the combined CBS Outdoor and strapline used in the top left.



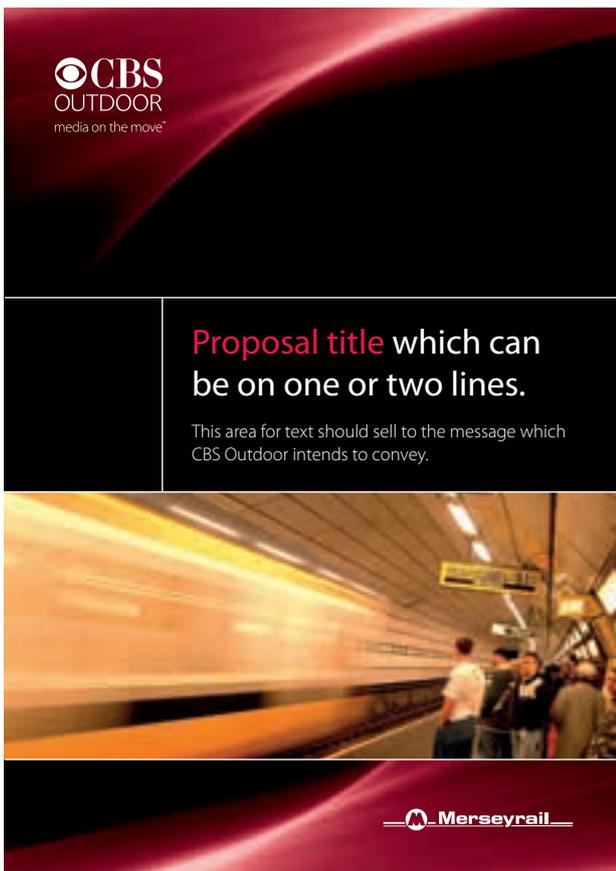
ON THE DVD

Template artwork files for sample all A4 covers described in this section are supplied on the enclosed DVD.

Supplied format: Adobe InDesign CS3

Pitch/proposal document

Pitch/proposal covers can use any of the CBS colours. Layout options can be varied (see 'Layout alternatives' previously discussed.)



03

Applications Document covers: Examples

Document hierarchy

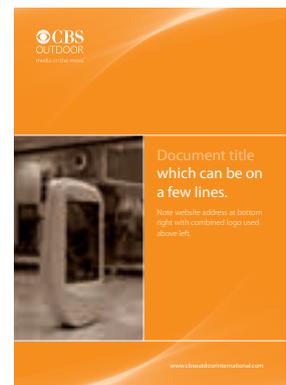
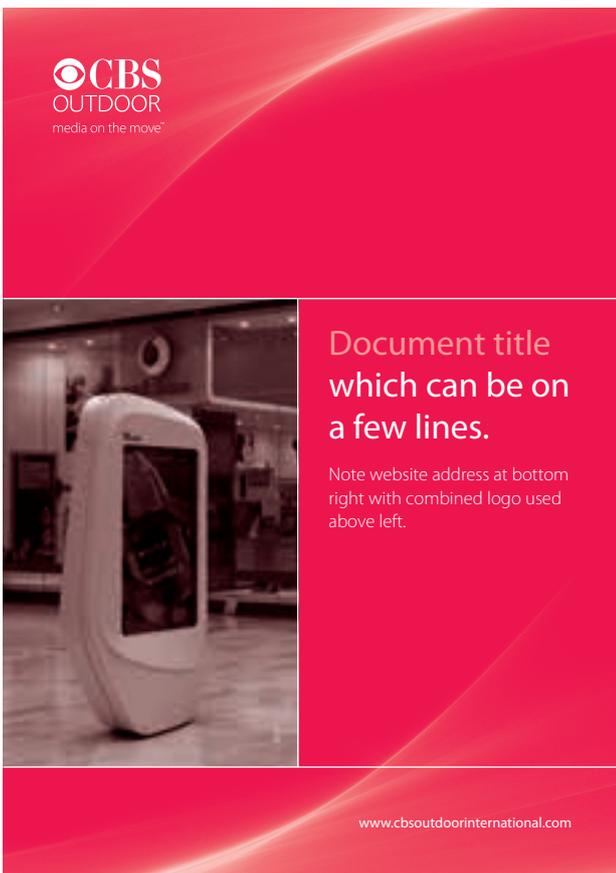
The covers below are ideal for lower level publications where content is either technical or more information based such as financial summaries or internal documents. As per full colour covers, you may vary the layout in order to create variety between publications.

Duotone images

All images below are duotone and follow the following specifications:

- 100% Spot colour
- 50% Black

Single/spot colour background with duotone image



Applications

Document covers: Examples

03

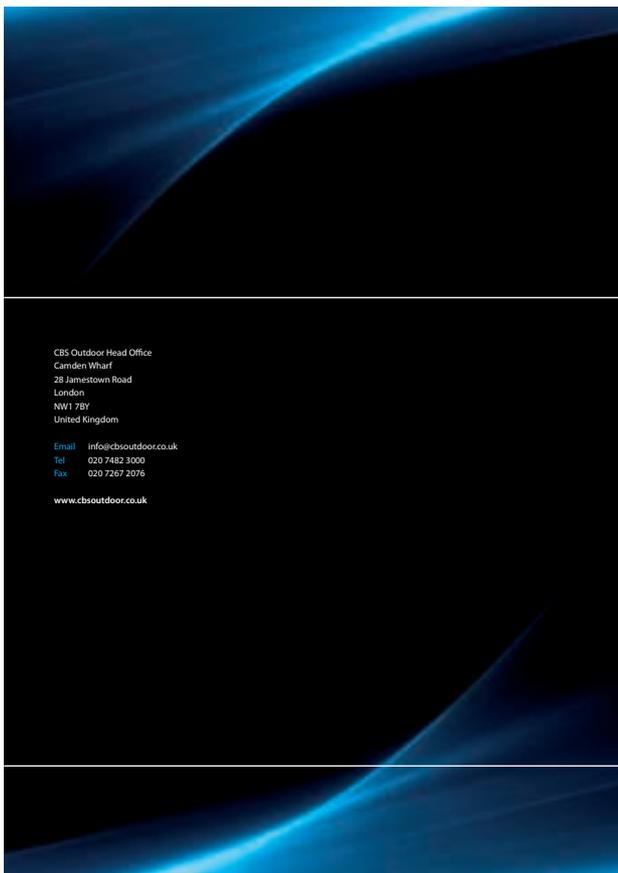
Other page sizes

Apart from A4, covers can and will be other sizes. CBS Outdoor International will be providing additional guidance on these in the near future. Please contact the International Marketing Director for guidance.

Paper/card stock

Please refer to page 62 for details on which paper and card stock are appropriate for all elements illustrated in this section.

Reverse/Back Cover



03

Applications Document covers: Examples

Edition colours

It is recommended that each edition of a newsletter uses a different coloured background on the cover (but maintaining the same segment of background). This will help readily differentiate each publication as well as keep each edition fresh and unique.



ON THE DVD

Template artwork files for sample newsletter covers are available on the DVD.

Supplied format: Adobe InDesign CS3

Newsletter



Same campaign, different colours

For house advertisements, which form a series, use any of the range of CBS Outdoor colours for each but maintain the same element of the background image chosen as this will add a point of difference whilst keeping consistency.



ON THE DVD

Template artwork files for advertisements are available on the DVD.

Supplied format: Adobe InDesign CS3

House advertisements



Birthright or brutality?



Crosstrack provides advertisers three minutes of exposure in an environment where consumers will mentally attend to the content and, ultimately, act upon it.

It works but don't take our word for it:-

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas lectus purus, iaculis at pretium sit amet, condimentum id metus. Vivamus lacinia, diam id blandit tristique, turpis ligula vulputate turpis, quis luctus ligula libero vitae ipsum. Duis vitae odio lectus. Phasellus vitae orci tortor, nec interdum elit."

Someone, somewhere



www.cbsoutdoorinternational.com



03

Applications Banners

Banner options

The examples below provide some suggestions of the type of layout which can be achieved with different segments and colour variants of the background as well as typography use.

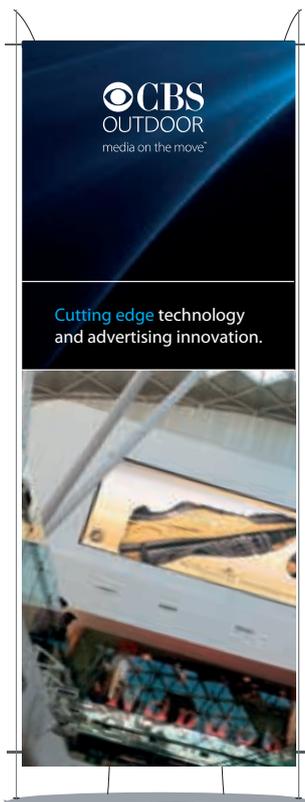


ON THE DVD

Scaled banner artwork is available on the DVD.
Resize to fit proportions of your banner area.

Supplied format: Adobe Illustrator CS3

Vertical banners



Applications

Electronic communication

03

Colour variations

It is recommended that the blue presentation is used for those presentations with an international/corporate focus, whilst marketing and sales promotions use the alternative coloured varieties. In addition, we have provided an optional full white version which is STRICTLY for internal use only

Slide types

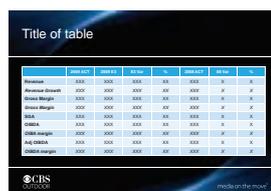
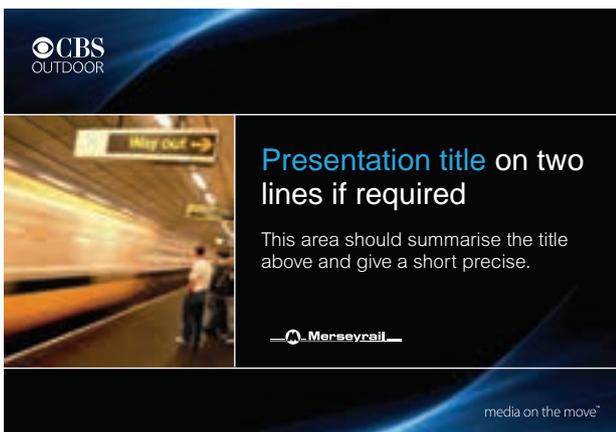
The CBS Outdoor Powerpoint templates include slides for title, bulleted, bulleted and image, two column, blank, graph and others.

Regular and widescreen

Two sets of presentations have been provided to cater for both regular screens as well as 16:9 widescreen.

Powerpoint

Corporate



Note

Within the body of a presentation it is permissible to replace the 'media on the move' strapline with a company logo.



ON THE DVD

Powerpoint templates and master pages are available on the DVD.

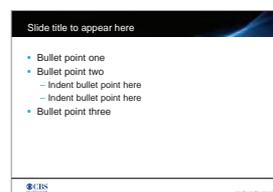
Supplied format: Microsoft Powerpoint 2007

Marketing/sales (all colour variants)

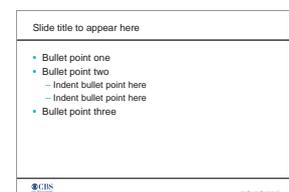


Optional slides

Semi white



Full white (internal use only)



03

Applications Electronic communication

HTML Code

HTML code for both the email sign-off and newsletter are available on request. Please contact the International Marketing Director for more information.



ON THE DVD

Signoff area guidelines, including dimensions and colour reference, are available on the DVD.
Supplied format: PDF

Email and signoff

Email body

The body text of emails should be rendered in 13pt Arial and **never** Times or a derivative thereof.

Signoff

The email signoff is rendered in Arial and available in HTML format.

Promotional banner

Optional element with dimensions of 567x88 pixels

Environmental message and disclaimer

Subject: Meeting
From: "Mr Brown" <mr.brown@cbsoutdoor.co.uk>
Date: Fri, 22 April 2010 09:14:11 +0100
To: "Mr Smith" <mr.smith@smith.com>

Dear Mr Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut vel urna. Aliquam erat volutpat. Nulla nulla. Nunc fermentum pretium lectus. Nullam diam. Nullam mollis mattis ipsum. Cras in augue quis nunc elementum vestibulum. Donec est dolor, mattis et, condimentum nec, pellentesque nec, massa.

Regards

Mr Brown

A Person
A position at CBS Outdoor



CBS Outdoor International
Camden Wharf
28 Jamestown Road
London
NW1 7BY

T: 020 7428 2802
F: 020 7284 3740
M: 07901 515740

www.cbsoutdoor.co.uk

Optional banner with
advert text here

Don't waste paper. Think before you print.

The contents of this e-mail are confidential to the ordinary user of the e-mail address to which it was addressed, and may also be privileged. If you are not the addressee of this e-mail you may not copy, forward, disclose or otherwise use it or any part of it in any form whatsoever. If you have received this e-mail in error, please e-mail the sender by replying to this message. CBS Outdoor Ltd reserves the right to monitor e-mail communications from external/internal sources for the purposes of ensuring correct and appropriate use of CBS Outdoor facilities. CBS Outdoor Limited, registered in England and Wales with company number 02866133 and registered address at Camden Wharf, 28 Jamestown Road, London, NW1 7BY.

Applications

Electronic communication

03

Email newsletter

The screenshot shows an email newsletter for CBS Outdoor, dated 24 September 2010. The header features the CBS Outdoor logo with the tagline 'media on the move' and navigation links: HOME | OUR MEDIA | DISCOVER CBS OUTDOOR | INSPIRE ME | CONTACT US.

The main content area is titled 'Newsletter' and includes a featured article: 'CBS Outdoor wins sales pitch of the year.' Below this are three sections: 'Awards' (CBS Outdoor adds more silverware to their trophy cabinet), 'New campaigns' (BBC 3 supersedes), and another 'New campaigns' section (Listerine DEP). Each section includes a small image and a 'READ MORE >>' link.

On the right side, there are three smaller featured images with titles: 'London Underground', 'BBC 3 supersedes', and 'Listerine DEP'. Each has a 'READ MORE >>' link.

The footer contains four columns of links: 'Our media' (London Underground, Bus, Rail & Tram, Digital, Premium, Retail, Impact, Campaign Support), 'Discover' (About CBS Outdoor, Our People, Our Partners, News, Press Centre, Careers), 'Inspire me' (Case studies, Gallery, Research, Audience, Visuals), and 'Contact us' (Individual, Department, Office).

At the bottom, there is a link to unsubscribe: 'To unsubscribe from this newsletter please click [here](#).'

03

Applications Electronic communication

Website development

CBS Outdoor International's websites have been designed and programmed by an external agency and reflects the brand values and visual style described in these guidelines. For more information on the website or to provide updated details/information contact the International Marketing Director.

Website

Homepage



Webpage



Webpage



Webpage



Applications Promotional items

03

Obtaining promotional items

Items described here can be ordered locally or from the International Marketing Director. They are example concepts only and should only be used as a guide and inspiration when creating items specific to your office/region.

Pens



Bags



USB Stick (different colours for different capacities)



A5 Notebook



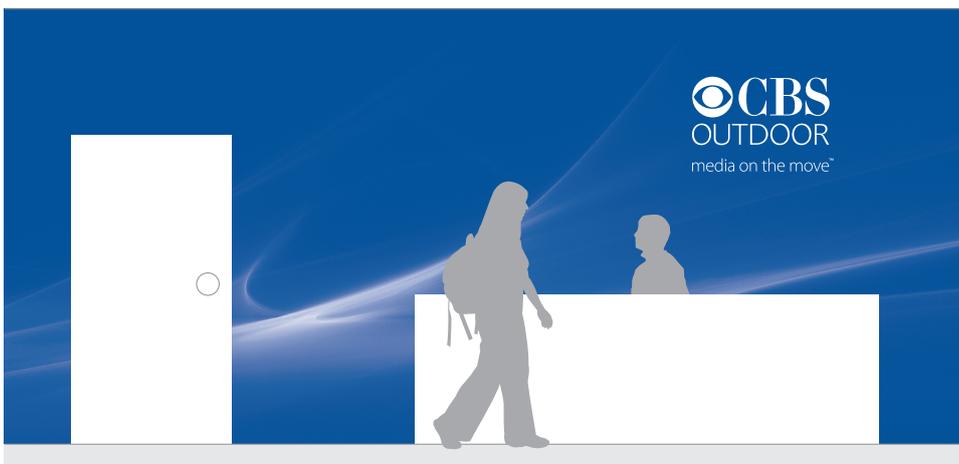
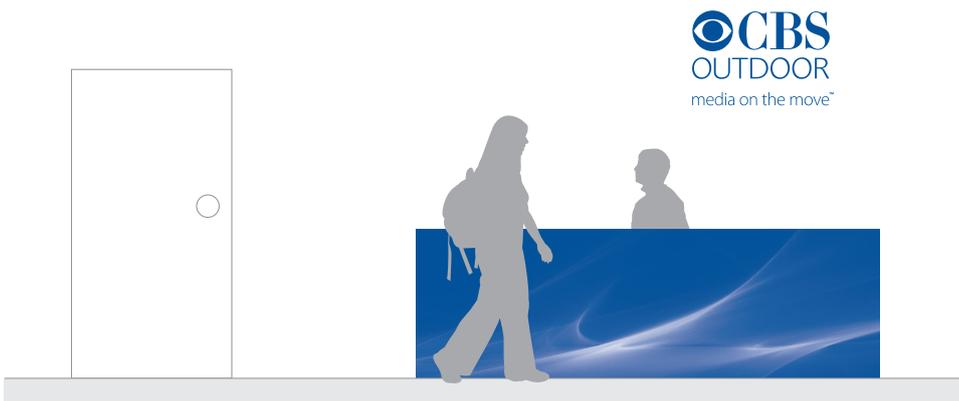
03

Applications Interior branding

As soon as a guest enters the reception of CBS Outdoor, they will form an instant impression of the company. This is our opportunity to convey immediate messages about the personality of CBS Outdoor. These are guiding principles only, designed to assist with planning and refurbishment of reception areas.

Reception

Wayfinding/Signage



Applications

Interior branding

03

Wallspace

It is suggested one main wall is covered with the CBS Outdoor logo with the remaining walls remaining neutral. Optional use of the media on the move strapline is permissible.

Reception logo

It is suggested that the reception logo be backlit and raised from the wall.

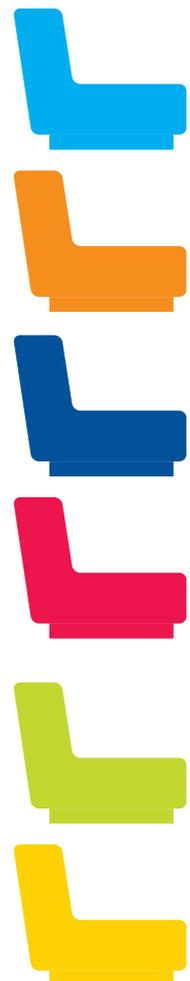
Chair coverings

Using the range of CBS colours for chair coverings will help reinforce its brand as well as brighten up the reception space.

Walls



Reception seating



Applications

Paper and card stock

Every printed CBS Outdoor International publication needs to adhere to recommended specifications for paper and card in order to maintain visual and tactile consistency. Additionally, environmental best practice needs to be observed and therefore we also provide information of what requirements within this area should be adopted.



Sustainable sources

By adopting FSC sourced paper and card you can be sure that strict environmental standards have been met. These certified papers and cards are constructed using one of the following:

FSC 100%

All the timber or fibre in the product comes from an FSC-certified forest.

FSC Recycled

All the timber or fibre in the product is reclaimed material.

FSC Mixed

The timber or fibre in the product is a mixture of the above plus that which is obtained from non-controversial managed sources.

For more information visit www.fsc-uk.org

| | Item | Weight | Type | Finishing |
|---------------|--------------------|--------|--------------|---|
| Stationery | Letterhead | 135gsm | Uncoated | None |
| | Continuation sheet | 135gsm | Uncoated | None |
| | Compliment slip | 135gsm | Uncoated | None |
| | Business card | 400gsm | Matt | Matt lamination |
| | CD/DVD case insert | 350gsm | Silk or Matt | None |
| | Folders | 400gsm | Silk or Matt | Matt lamination |
| Pitch/reports | Cover | 350gsm | Silk or Matt | Matt lamination |
| | Internal pages | 150gsm | Silk or Matt | None |
| Brochures | Cover | 350gsm | Silk or Matt | Matt lamination Optional: UV varnish |
| | Internal pages | 200gsm | Silk or Matt | None |
| Notepads | Cover | 350gsm | Silk or Matt | Matt lamination |
| | Internal pages | 90gsm | Silk or Matt | None |

If FSC sourced materials are not possible to obtain, it is recommended that equivalent environmentally friendly paper/card stocks are used. Please ask your printer for advice and recommendation.

For guidance on items not covered here please contact the International Marketing Director.



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Cover printed digitally on 350gsm Symbol Freelifa Satin.

Internal pages printed digitally on 150gsm Symbol Freelifa Satin.