



Corporate Identity Standards

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◀ What does the OI Global Partners brand stand for?

◀ How do I describe OI Global Partners and my firm?

◀ Am I using the correct logo?

◀ Am I using the logo correctly?

◀ How do I write the tagline?

◀ How do I include OI Global Partners with my firm's name?

◀ When do I use the OI Global Partners email address?

◀ How do I reference OI SolutionsSM?

◀ Where do I go to have my business cards and other materials printed?

◀ Is there letterhead that accommodates my local logo?

◀ Am I using the appropriate partner title?

◀ How do I incorporate trademarks?

New Partner Expectations

We are very glad you are now part of OI Global Partners! We believe you will soon come to know us as family. Our partner meetings have often been described as being like family reunions. We pride ourselves on our strong and close partner relationships.

Now that your firm is part of OI Global Partners, we hope these corporate identity standards make clear what each of us is expected to do with regard to branding. We feel so strongly that presenting a consistent brand across the partnership greatly helps grow our corporation and also our individual firms. As a new partner, please be certain you take the following measures immediately:

1. Be certain your title now reads “Managing Partner” in everything, including business cards, on your website, marketing collateral and in social media like LinkedIn. (See “Partner Titles” section)
2. Every partner firm has a free Partner Page on www.oiglobalpartners.com. Some firms find this web presence is sufficient and they don’t require a full website. View the following examples:
<http://oiglobalpartners.com/directory/north-america/united-states/rhode-island/>
<http://oiglobalpartners.com/directory/north-america/united-states/new-jersey/>
<http://oiglobalpartners.com/directory/north-america/united-states/minnesota/>

Your Partner Page shows your firm in a consistent manner with the other partner firms, allows you to feature your own marketing message including unique services, as well as staff bios and photos, and it includes your logo and contact information. The page includes a link to your own website provided you display the OI Global Partners logo properly on your home page.

3. Please always use your OI Global Partners email address.
4. Please list yourself as an employee of OI Global Partners on LinkedIn. Our social media team can assist you with this. Please contact Chris Barden cbarden@oiglobalpartners.com for help.
5. Please make sure you refer to your firm name and OI Global Partners together at all times. (See the section “OI Global Partners and Local Firm Identity”)

**Thank you for co-branding with OI Global Partners
and helping our organization — collectively and individually — become stronger!**

Why Is co-branding so important?*

- People have too many choices & not enough time.
- Many of our competitors have similar quality & features.
- Customers tend to base their buying decisions on trust.
- The stronger the brand, the greater the profit margin.

What is a brand?

The brand is a person's gut feeling about a product, service or company.*
A brand is not what you say it is. It's what THEY say it is.*

Clients have said...

- OI Global Partners typically exceeds expectations.
- Former individual clients have become corporate clients.
- People consistently cite examples of the lives that have been changed for the better.
- OI Global Partners generally far exceeds the level of personal attention and human kindness demonstrated by national players.
- Clients seem convinced this experience translates into a better business outcome.

What is our brand promise?

OI Global Partners provides a better human experience for a better business outcome.

The brand's foundation is TRUST. Customers trust a brand when their experiences *consistently* meet or beat their expectations.*

At every customer touch point, you are building the brand.*

Co-branding will:

- Generate additional revenue
- Work to expand the client base
- Offer additional value to partners and OI Global Partners alike
- Offer additional value to customers
- Leverage new avenues for marketing and promotion
- Reduce costs for marketing and promotion for both firms and OI Global Partners
- Offer higher success rates in new markets when co-branded with a reputed brand that is established in that market**
- Reinforce messaging and brand promise**
- Allow brands to capitalize on each other's synergies**

* © 2003 Fuelhaus Creative :: www.fuelhaus.com and Brandtrust :: www.brandtrust.com

** "CO-BRANDING" by Abhishek Mishra & Manisha Singh, Marketing @ Knowledge Zone on CoolAvenues.com

What is the OI Global Partners Brand?

“OI Global Partners ... They are the people who *genuinely care* about helping individuals in their careers, and because of that, they helped my company achieve its goals.”

- OI Global Partners coaches are trusted experts who have personally experienced the pain of job separation, the pressure to exceed business goals and the burden to cultivate highly-effective leaders. It's not easy. *We know.*
- OI Global Partners creates high-touch, one-to-one experiences in which **everyone** is a valued individual.
- OI Global Partners emphasizes highly-tailored, highly-personalized programs, not modular, de-personalized programs.
- OI Global Partners provides a better experience for customers – always.
- OI Global Partners is one firm, with locations all over the world.
- OI Global Partners locations are cohesive; therefore, clients get consistent quality all over the world.
- OI Global Partners provides excellent resources.

In summary...

OI Global Partners provides a better human experience for a better business outcome!

YOU are OI Global Partners. From your logo, to your message, to your values, to your day-to-day actions.

Having a consistent brand influences the way people think about your company and ultimately, influences buying decisions.

In other words, the brand is what you do on a daily basis.

Live the brand.

Describing OI Global Partners to Others ... In Brief

Every time you mention your firm name, please also say OI Global Partners (especially in a media interview) ... It establishes the brand!

- OI Global Partners is a global company of career consulting, leadership development and career transition professionals. [Local Firm Name] is the [name your market]-based office of OI Global Partners, and we specialize in [name specialty].
 - ▶ (For example) OI Global Partners is a global company of career consulting, leadership development and career transition professionals. Gateway International Group is the New Jersey-based office of OI Global Partners, and we specialize in outplacement, executive coaching and leadership development.

Other Messages:

- Since 1987, OI Global Partners has grown to become one of the world's largest and most successful career transition and coaching companies. We specialize in executive and group outplacement, executive coaching, leadership development, workforce planning and talent management in order to develop individuals in their careers and help employers improve the performance of their employees and organizations. With 225 locally-owned offices in 28 countries, OI Global Partners has the scale to meet the needs of national and multi-national companies and the local market knowledge and flexibility to innovate on a local level.
- From Seattle to Singapore, whether you are dealing with one or 1,000 employees, OI Global Partners can deliver your programs with consistent technology and common materials while retaining the flexibility to adapt to the nuances of local markets and cultures. And, your global business relationship with OI Global Partners can be managed from the office in your local market to assure maximum accessibility, timely response, uniform account administration and single-point billing.
- In a world of ever-increasing impersonal communication and technology over touch, OI Global Partners emphasizes the human element of the relationship. Do we employ technology? Of course. In fact, our proprietary OI SolutionsSM coaching and career transition technology is some of the best in the business. But, we know that people need to talk to people, face-to-face, and that is a theme we maintain throughout all of our products and services. At OI Global Partners, we believe that technology is a tool that supplements, not replaces, the human relationship. So, we maintain one of the lowest client-to-counselor and coach ratios in the industry. It helps us deliver a deeply personal, highly-effective service and is a key reason we are known to be one of the very best in the business.
- OI Global Partners' promise is to provide a better human experience for a better business outcome.

Boilerplate for press releases and marketing materials:

[OI Global Partners](#) is a leading global coaching and leadership development consulting firm that helps individuals to find new careers and employers to improve the performance of their employees and organizations.

OI Global Partners specializes in [career transition programs](#), [executive coaching programs](#) [leadership development](#) and other [workforce solutions](#). The company was established in 1987 and is now located in 225 offices in 28 countries.

Please visit <http://www.oiglobalpartners.com> or call 800-232-5285.

When you describe your firm and OI Global Partners, remember that your firm is OI Global Partners, not separate.

Correct Logo



The OI Global Partners logo belongs to OI Global Partners through an alliance of OI Partners Inc. and CareerNet International Ltd. It is not to be altered without both parties' express written consent.

Please follow these guidelines when using the logo:

- Download the official OI Global Partners logos from the Partner Resource Center.
- When adjusting the size of the logo, be sure not to skew the logo's proportions.
- Do not accept printed reproductions of the logo where the white lines of the globe fill in.
- Do not accept printed reproductions of the logo that do not register the blue and black corporate colors.
- No matter what you are printing, maintain high standards for the look and quality of the logo's reproduction.

**Please contact Tom Wharton
to determine that the logo you are using is correct
and is used correctly**

(401) 884-7959

twharton@oiglobalpartners.com



Please follow these guidelines:

- **Download the official OI Global Partners logos from the Partner Resource Center.** DESTROY any previous versions. REPLACE any previous versions you have installed. The logo color, font and spacing match uniform specifications.
- The OI Global Partners logo *with* the tagline is to be used as the reference logo. In some cases, the logo without the tagline will be needed (see example), but should only be used on occasion.
- Use the appropriate logo for the medium you need. There are specific logos for print and web/online.
- When adjusting the size of the logo, be sure not to skew the logo's proportions.
- Do not use printed reproductions of the logo as they distort both quality and color.
- No matter what you are printing, maintain high standards for the look and quality of the logo's reproduction.

Changes in the logo, no matter how slight, serve only to confuse and weaken the OI Global Partners brand.

For use and co-branding:

- Use *approved* logo only to replace *any* OI Partners Inc. logo.
- **PANTONE COLOR (blue globe)- 279C; (Background) White; (Letters) Black**
- **FONT: Gill sans light** for the Global Partners; **regular** for the tagline or company name if co-branding.
- Line up first letter of Company name with the "G" in OI Global Partners.

Do not:

- Change the size or relationship of the OI symbol to the wording Global Partners
- Reverse the logo or logo elements
- Add graphic elements to the logo
- Change the font in either the logo, tagline or in your company name
- Distort the logo's proportions
- Print the logo on a dark background

Permissible Examples:



Writing “OI Global Partners” in Text:

- When used in text, please use capital ‘O’, capital ‘I’ and capital ‘P’ without punctuation: OI Global Partners.
- Do not write OIGlobal Partners, OIP or OI.
- OI Global Partners is the corporate name. Never shorten it to just OI Partner (i.e., “an OI Partner firm” is incorrect; “an OI Global Partners firm” is correct).

Tagline:

- The official OI Global Partners tagline is:

A better human experience ... for a better business outcome

- You may also write the tagline:

a better human experience ... for a better business outcome

- A single space belongs before and after the ellipsis. Do not substitute a dash for the ellipsis or put a period at the end (i.e., “a better human experience—for a better business outcome” is incorrect).
- The tagline may appear in the Pantone blue 2736 corporate color or in black.
- The tagline must appear in the following materials:
 - Firm Web sites
 - Business cards
 - Marketing collateral (brochures, corporate folders, etc.)
 - Advertisements
 - Promotional materials
 - Office stationery (letterhead)
- A companion tagline may be used in addition (but not in place of) the corporate tagline.

When it comes to Organizations and Individuals, we are trusted career Partners

- You may highlight the capital “O”, capital “I” and the word “Partners” in one of the companion colors. Do not capitalize any other word in this statement (i.e., “Career”). The idea is that the O and I in OI Global Partners stand for Organizations and Individuals.

OI Global Partners Inc. and Local Firm Identity

It is important that each OI Global Partners firm follows a consistent standard for identifying itself with OI Global Partners. This consistency will help the branding of OI Global Partners as a cohesive organization providing consistent service to its clients worldwide. Failure to follow this standard will result in the appearance of a disjointed, disconnected organization and service provider.

1. Please use “OI Global Partners” every time you refer to your company name.

Preferred: OI Global Partners – Firm Name
(i.e., OI Global Partners – Lifocus)

Or OI Global Partners – Firm Name (City Name)
(i.e., OI Global Partners – Lifocus (Rhode Island))

Or Firm Name, an OI Global Partners company
(i.e., Lifocus, an OI Global Partners company)

Never Use: Firm Name Only (i.e., Lifocus)
Firm Name/OI or OI/Firm Name (i.e., Lifocus/OI, OI/The McGuire Group)
Firm Name/OI Global Partners (i.e., Lifocus/OI Global Partners)
Firm Name, an OI Partner (i.e., Lifocus, an OI Partner)

2. Please use the OI Global Partners logo *every time* you use your company logo.

Make sure that when positioned together, your company logo and the OI Global Partners logo are in similar size and proportion.

Correct:







Incorrect:



3. If your firm does not have a logo, you should write your firm name in the Weiss Italic font:

Lifocus

4. As our clients' needs often focus on their regional locations, we have developed a standard that emphasizes our regional presence. A principal advantage of using OI Global Partners is our ability to provide service worldwide. This approach is benefit-driven.

 <p style="text-align: center;">  GLOBAL PARTNERS <hr style="width: 25%; margin: auto;"/> New Jersey <i>Gateway International</i> </p>	<ul style="list-style-type: none"> • Your company name may accompany the logo and location as shown • The city name is Futura Extra Bold • The company name appears on the second line (single space) • The company name appears in Weiss Italic
 <p style="text-align: center;">  GLOBAL PARTNERS <hr style="width: 25%; margin: auto;"/> Gateway International </p>	<ul style="list-style-type: none"> • There may be some situations when it makes sense to place emphasis on your company name as opposed to the location • The company name is Futura Extra Bold

* If you need your firm's logo created in this manner, please contact Sharon Barkmeier, sbarkmeier@oiglobalpartners.com

5. Always use your OI Global Partners email address.
6. Your listing in telephone directories must appear as OI Global Partners.
7. Please always include "OI Global Partners" when your firm's phone is answered.
8. Signage in office areas and public directories must show OI Global Partners.
9. The OI Global Partners logo must appear on your Web site, marketing collateral, business cards, office signage and office stationery with the same sizing and prominence that is given to your firm's logo.

OI SolutionsSM

When you reference OI SolutionsSM, please use the service mark notation (SM).



Please visit the Partner Resource Center to download the Web banners and logos for these products.

OI Global Partners Business Card

This card has been designed to present a consistent look with the OI Global Partners identity system. It is important that you maintain this layout so as not to present a disjointed appearance, but rather, a singular look with other OI Global Partners firms. Maintaining these standards will position you more effectively against your competitors.

The point size, typeface or type style specified or the position of the OI Global Partners logo, address line, employee name or company name must not be changed. The position of the employee name in order to add a title or accommodate an unusually long name may be changed.

ALL OI Global Partners stationery must be printed by the OI Global Partners printer in order to maintain a consistent corporate image and consistent quality. Please contact Sharon Barkmeier (sbarkmeier@oiglobalpartners.com) or visit the Partner Resource Center to contact the printer.

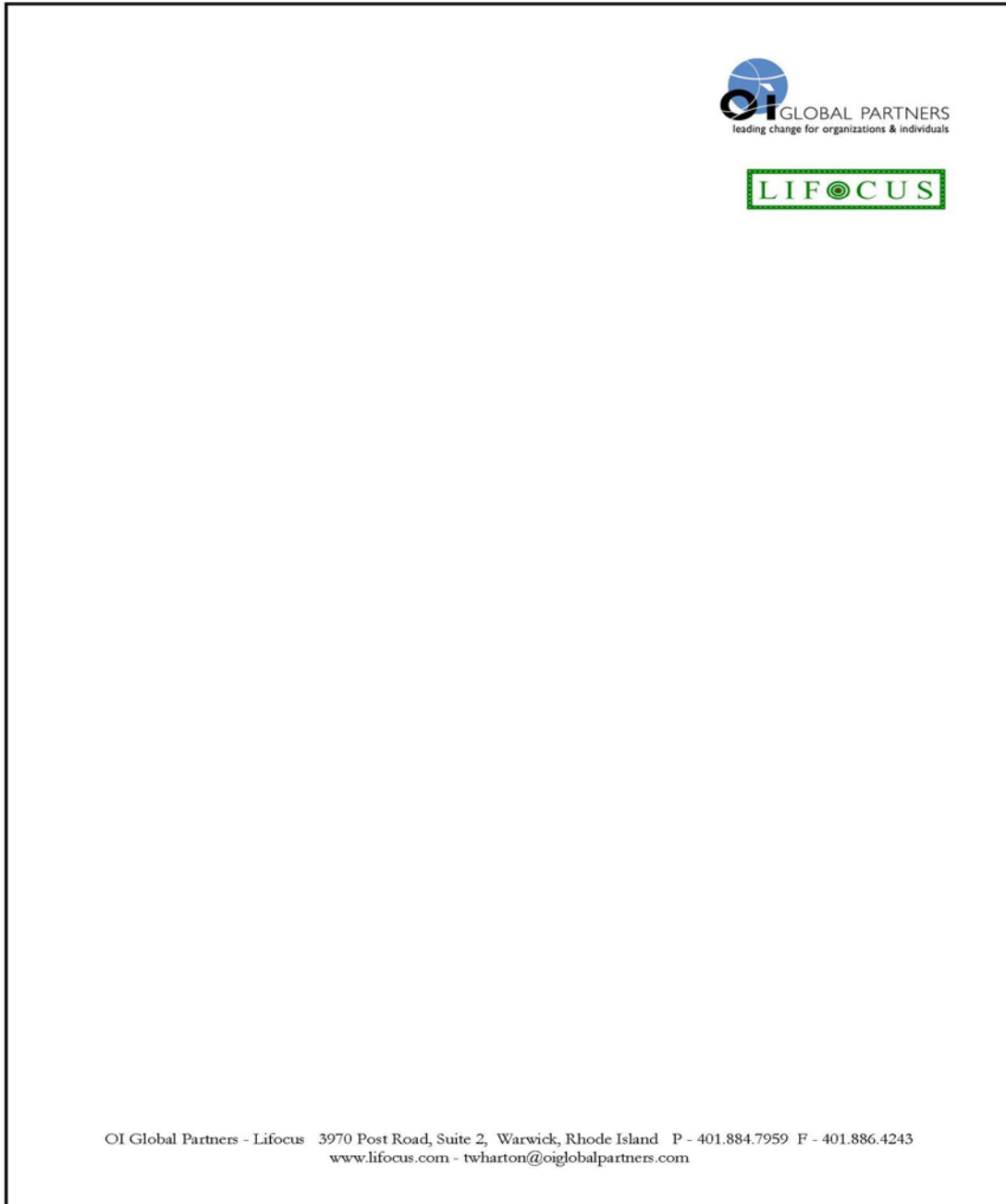


Letterhead Specifications

All OI Global Partners firms must conform to the following typographic layout, color and paper standards. We provide this information so that when companion materials are created for your individual company, they can have a consistent look with OI Global Partners.

ALL OI Global Partners stationery must be printed by the OI Global Partners printer in order to maintain a consistent corporate image and consistent quality. Please contact Sharon Barkmeier (sbarkmeier@oiglobalpartners.com) or visit the Partner Resource Center to contact the printer.

Standard Letter



OI Global Partners Business Envelope

ALL OI Global Partners stationery must be printed by the OI Global Partners printer in order to maintain a consistent corporate image and consistent quality. Please contact Sharon Barkmeier (sbarkmeier@oiglobalpartners.com) or visit the Partner Resource Center to contact the printer.



GLOBAL PARTNERS

3970 Post Road, Ste 2, Warwick, RI 02886

Partner Titles

When you use the OI Global Partners letterhead with your city underneath, you must sign the letter with the title, **Managing Partner** or **Partner**. This indicates that you are signing on behalf of your city alone, and not on behalf of OI Global Partners.

If you sign as **President**, you are suggesting that you are the President of OI Global Partners, and any liability for promises or misstatements would be the responsibility of OI Global Partners.

Using Trademarks

The following general trademark rules should be applied to all OI Global Partners trademarks:

1. To protect a trademark by law, it must be used in such a way that it does not become a generic term.
2. The OI Global Partners logo and all product and service logos must be accompanied by their respective trademark symbols each time they are used. The OI Global Partners logo and Co-Managed Individual System are trademarked, so they must carry the TM symbol. OI Solutions is service-marked and must carry the SM symbol.
3. When making reference to OI Global Partners products or services in writing, the appropriate trademark symbol must appear on the first prominent reference, typically in a headline, and again on the first reference in body copy. Further inclusion of trademark symbols throughout the written document is not necessary.
4. Trademark symbols must be designated properly in all charts, tables, graphs, slides and other marketing materials because they are often used independently.
5. Trademarks should not be used as possessives.

Incorrect: OI SolutionsSM features include the following:

Correct: The OI SolutionsSM product line features the following:

6. Trademarks should not be used in plural form.
7. Trademarks never should be hyphenated.
8. Trademarks never should be abbreviated in a way that leaves out the full trademark name.
9. Never alter a trademark (i.e., don't use it as a verb).

Incorrect: OI SolutionsTM a coach today to set up a meeting.

Correct: Use OI SolutionsTM today to set up a meeting with a coach.

10. Always properly capitalize a trademark.
11. Avoid placing descriptors between a trademark and its noun (i.e., using a trademarked product name immediately after the trademark).