

## INTRODUCTION TO OUR POLICY

The purpose of the Corporate Identity Policy is to manage the brand of the Sangwin Group and to project a consistent and professional image to its employees, customers, suppliers and sub-contractors, government and the general public.

While an organisation's corporate identity can be measured in many ways, the manner in which it presents itself visually is often a key factor. If our brand is used inconsistently and the presentation is poor this will reflect poorly on the Sangwin Group.

Embracing quality and consistency in correspondence, publications, signage, advertising and other public material, contributes to a positive corporate image and reputation.

The policy should be considered in conjunction with Standard Graphics Template (of a defined colour and style), copies of which are available from the Group Marketing Manager and which are located in a dedicated folder on the intranet.

Every staff member should be familiarise themselves with the contents of the Sangwin Group Corporate Identity folder. For new employees this will be part of the induction process.

The specifications that are set out must be strictly and precisely implemented. All artwork, including signage, must follow the lay-outs and typefaces (Adelon Font Style) as detailed. All internal and external correspondence must be in accordance with the Template specifications. Letters, email, PowerPoint presentation, fax proformas and all financial documents (including sales invoices) have been designed to facilitate common presentation of documents and must not be altered.

All public communications and material will be managed through the Group Marketing Department in conjunction with the Director responsible for each operating company or service department. No member of staff may reproduce the logo without the permission of the Group Marketing Manager.

Any questions or special requirements are to be referred to the Group Marketing Manager.

This policy applies to all employees of the Sangwin Group.



Rob Tolson  
Finance Director  
1<sup>st</sup> March 2025