

Brand Identity Manual

Version 2.0 March 30, 2011



This manual has been specially designed to provide guidelines for the application and respect of the Brand throughout all our communications materials. By applying it thoroughly and consistently, it will contribute to strengthen Technip's identity.

One Brand, One Technip



In our very competitive environment, now more than ever Technip needs a strong brand image to serve as a foundation for our cohesion and commercial success.

That is why Group management decided to revitalize our Brand. An inspiring vision, re-defined values and a new tagline that reflects our ambition: these are all elements that will set Technip apart from the competition.

This Brand Manual shows how we will express this new brand identity in all of our communications media going forward. It is a key reference tool for applying and respecting our Brand, and will allow us to fully and properly ensure its management over the long term.

Our Brand is an asset. Its revitalization will create better understanding and greater visibility for Technip in the market place. It will also bring increased pride for all of us, and will add value to our company.

Together let's take our Brand and our company further!

Thank you.

Christophe Bélorgeot
Vice President, Group Communications

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Please note:

Downloadable files for professional usage are available from the Brand Point 'Applying the brand' section.

1.0 The Technip logo



1.1 The Technip logo – color and mono

The standard logo

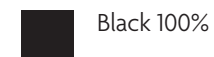
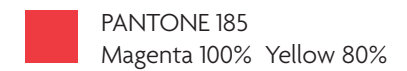
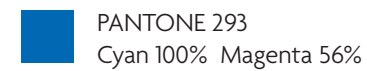
There are two versions of the logo; the standard logo and a version with the 'take it further' tagline.

Color logo

To be used only on white or light backgrounds.

Mono logo

To be used when color reproduction is not possible.



1.2 The Technip logo – with tagline

‘take it further’ tagline

When the logo is accompanied by our ‘slogan’ or ‘tagline’ it must be used in the format shown. The position of the line in relation to the logo cannot be altered in any way.

The concept of ‘take it further’

‘take it further’ is our tagline which sums up our vision, mission and values.

This is the essence of our brand. It expresses our unique spirit and our attitude in everything we do.

How to use our logo with its tagline

If ‘take it further’ is used, it must always appear with the Technip identity in a fixed relationship.

It may appear on communications meant for either external or internal audiences.



1.3 The Technip logo – tagline translation

‘take it further’ translated

The tagline should always appear in English, however if a translation is required, for legal reasons, then the version shown with an asterisk should be used. This should be accompanied by text showing the translation e.g.

**‘toujours plus loin’* in small italic type. This would appear at the bottom of an advertisement/display panel or on the back page of any brochure or leaflet along with any other credits or disclaimers and should not form part of the logo.



**toujours plus loin*

**vamos mais longe*



The standard logo

Use the standard logo for corporate identification

- Use the standard logo on any signage;
- Use the standard logo on stationery, including business cards;
- Use the standard logo on vessels.
- Use the standard logo when the logo is displayed near other logos, i.e. partners logo, client logo, or associated with another logo.



The logo with tagline

Use the logo with tagline for promotional purposes (internal and external)

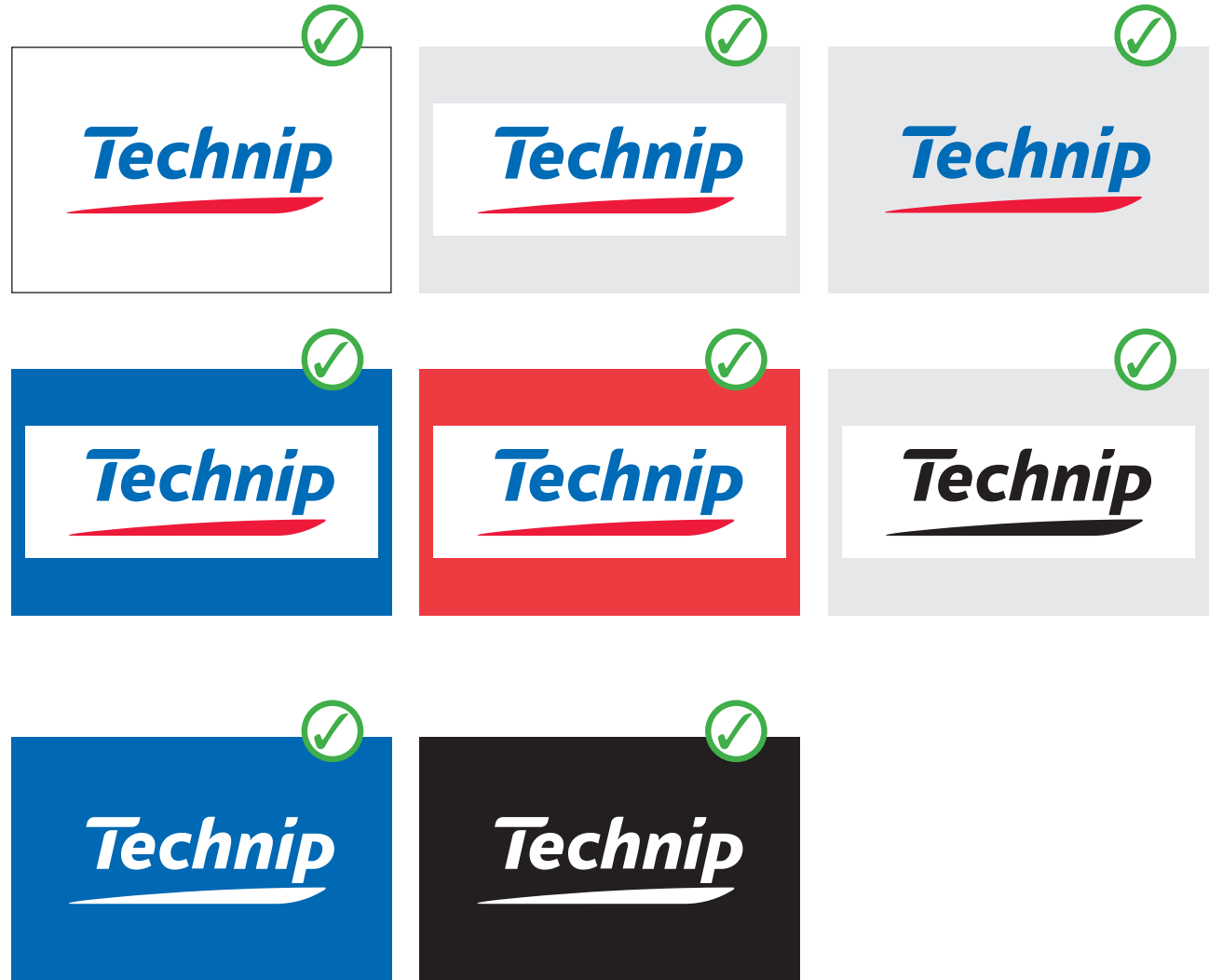
- Use the logo with tagline for advertising or display material;
- Use the logo with tagline for corporate literature (on the front or back cover, or both);
- Use the logo with tagline for presentations.

Don't alter the positioning or wording of the logo with tagline.
Don't use the logo with tagline on the inside pages of corporate literature or any brochure.

1.4 The Technip logo – usage

Correct usage

Always use the correct logo master files.

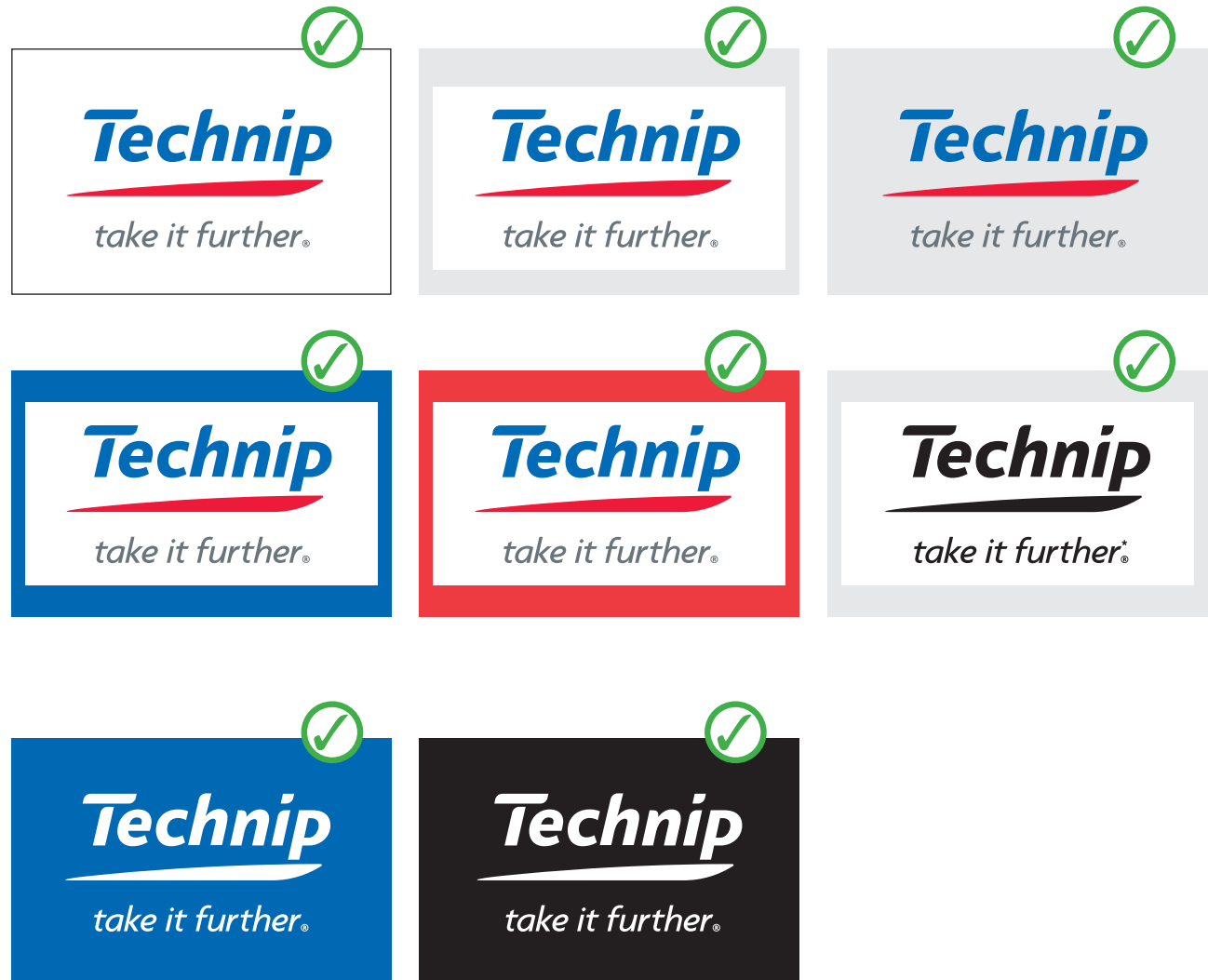


In special cases an all-white version of the logo may be used against dark or colored backgrounds.

1.4 The Technip logo – usage

Correct usage

Always use the correct logo master files.



In special cases an all-white version of the logo may be used against dark or colored backgrounds.

1.4 The Technip logo – usage

Incorrect usage



Do not place the logo across images or complex backgrounds.



The logo should never be stretched or distorted in any way.

The logo should not be attached to an entity name.



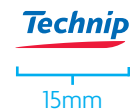
The logo should not be attached to any text.

1.5 The Technip logo – clear space

A minimum area of white space must exist around the logo based on the proportions shown.



The logo alone should not be reproduced in a size smaller than 15mm wide.



1.5 The Technip logo – clear space

The same principle of clear white space must also be applied when the logo is used with the tagline attached.

Refer to section 1.2 for when to use the combined logo and tagline.



The logo with tagline should not be reproduced in a size smaller than 20mm wide.



2.0 Visual Identity



2.1 Visual identity – sustainable design and printing guidelines

Sustainability

In line with our brand value of 'doing the right thing' Technip is committed to ensuring the use of sustainable practices within the community and across the planet.

The points covered in this section are guidelines for the production of printed marketing collateral and are designed to minimize the impact on the environment and non-renewable resources. It may not be possible to achieve all of these but they provide a clear direction for Technip people to aspire to and work towards.

Checklist

- Ask why. Why is this the best method?
- Ask how. How can we maximize the impact on our image whilst minimizing the impact on our environment?
- Ask what. What are the impacts of doing this?
- Design for re-use and longevity
- Choose recycled/non-toxic materials
- Minimize waste (e.g. paper usage)
- Minimize ink coverage
- Choose local vendors who use sustainable practices
- Encourage others to apply these guidelines

Best practices

- Choose 100% post-consumer waste (PCW) or treeless paper
- Choose paper that is processed chlorine-free (PCF)
- Choose non-toxic water-based inks
- Choose products and materials that are manufactured with renewable energy
- Choose local materials
- Keep open discussions about project impact-related questions

2.1 Visual identity – sustainable design and printing guidelines

Choosing Paper

Some of the things to look out for when selecting paper:

Paper Weight

Can you use lighter paper for your job? Avoid specifying heavier paper than is necessary. It may seem obvious, but 200gsm paper uses double the amount of wood fiber as 100gsm paper.

Lamination

This can render a product un-recyclable and non-biodegradable.

UV Varnishes

UV varnishes are mineral-oil based, they contain solvents, the process uses a lot of energy, and as if that wasn't enough, they cause problems for the recycling process. If you still want to use a varnish, go for aqueous (water-based) coatings instead.

Post-Consumer Waste (PCW)

This is when the end product has reached the consumer, been used and then recycled. Choose the highest percentage possible, although any percentage of either post- or pre-consumer waste is better than none.

Pre-Consumer Waste

Also known as post-industrial waste, this describes printers' waste, such as offcuts and unused copies, which may have been over-ordered.

Off-White or Natural White Paper

Unbleached recycled paper undergoes fewer processes than other recycled or virgin fiber, and therefore uses fewer chemicals and less energy.

Elemental Chlorine-Free (ECF)

This term is used to mean paper that is made from virgin or recycled fiber and bleached using alternative chlorine compounds as a substitute for elemental chlorine.

Processed Chlorine-Free (PCF)

This is used to mean paper that is made from recycled post-consumer waste (PCW) and bleached without chlorine, or left unbleached.

Totally Chlorine-Free (TCF)

This term is used to mean paper made from 100% virgin fiber that is bleached without chlorine, or left unbleached. It isn't applied to recycled papers, because the source fiber cannot be determined.

Any paper originating from the UK or Europe will not have been bleached using chlorine bleach and will be either ECF, PCF or TCF.

Windpower Paper

Several ranges of paper are now manufactured using various percentages of windpower.

2.1 Visual identity – sustainable design and printing guidelines

FSC

FSC is an International Certification System that guarantees that the forest products you purchase come from responsibly managed forests and verified recycled sources.

The three types of FSC Paper:

1. FSC Mixed Sources

This is when virgin fiber from FSC-approved forests is mixed with recycled fiber. The percentage of recycled waste contained in FSC Mixed Sources papers is usually shown. The virgin fiber content of a paper must contain a minimum of 50% FSC-certified fiber while the remainder of the virgin content must come from ‘controlled sources’.

The timber or fiber in the product is a mixture of some or all of the following:

- Timber or fiber from an FSC-certified forest
- Post-consumer reclaimed timber or fiber
- Timber or fiber from other controlled sources

2. 100% FSC

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

3. FSC Recycled

These papers are made from 100% post-consumer waste by FSC-accredited mills.

PEFC

The Program for the Endorsement of Forestry Certification Schemes is an international forest industry initiative that acts as an umbrella for many smaller national forestry schemes.

ISO 14001

ISO 14001 is an internationally accepted standard that sets out how you can go about putting in place an effective Environmental Management System (EMS). The standard is designed to address the delicate balance between maintaining profitability and reducing environmental impact.

EMAS Certification

EMAS is an acronym for the Eco-Management and Audit Scheme and is a voluntary initiative designed to improve the environmental performance of organizations. EMAS is concerned with the EMAS statement and performance in terms of environmental policies, aspects and improvements.

EMAS is completely compatible with the international standard for environmental management systems, ISO 14001, but is perceived to go further in its requirements for performance improvement, employee involvement, legal compliance and communication with stakeholders.

Greenmark

Greenmark is a scheme for smaller companies who lack the resources to undertake ISO 14001.



Greenmark

2.2 Visual identity – brand elements

In developing our new look and feel for Technip, we have introduced a number of key elements of our brand identity, to help support the logo and achieve our number-one aim, which is to stand out in our market places.

1. The white window

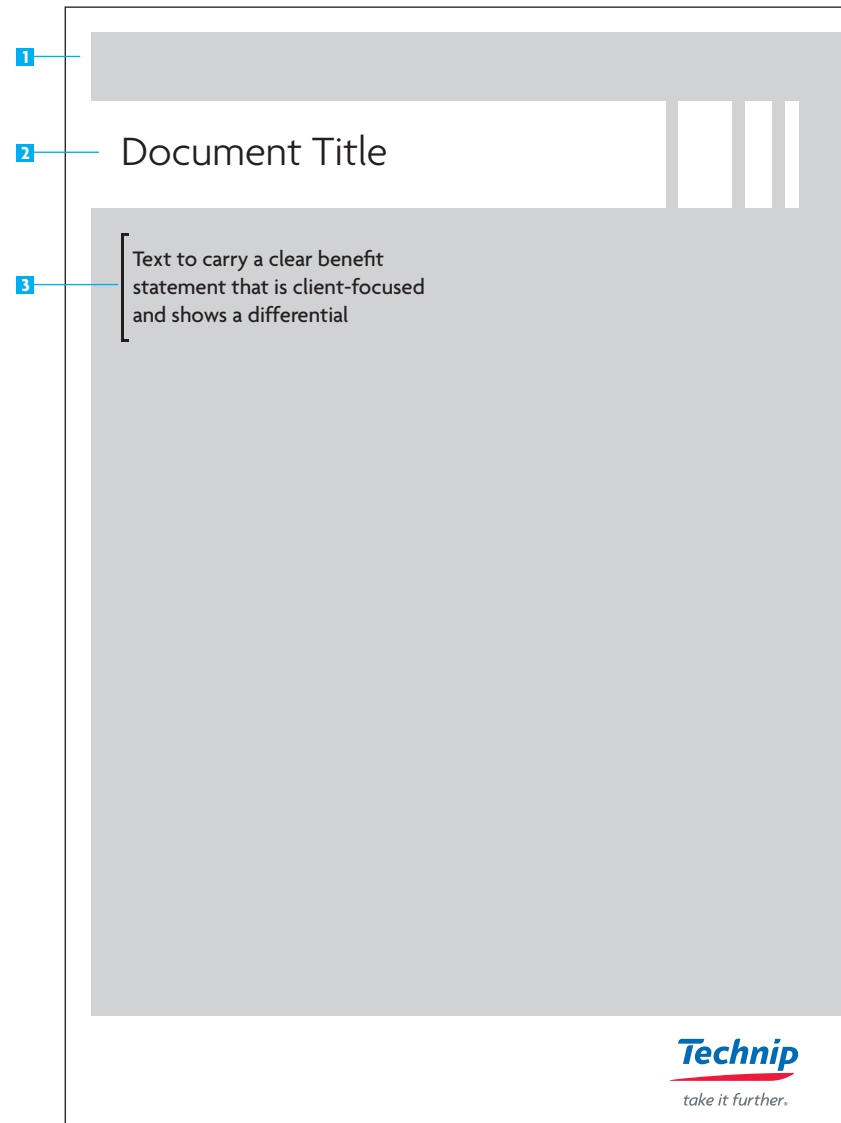
This device is fundamental to the new look and feel. All Technip marketing communications material will have a white, three-sided border, framing the content. The right-edge will remain open, and the image will 'bleed' off the page. This is designed to express visually, the concept of 'take it further'. Technip is constantly moving, constantly progressing (from a position of constancy and strength) to an open and unrestricted future.

2. The radiate bar

The bar is another important element that highlights movement, progression and our willingness to take things further. It will always move from left to right, thereby conveying the notion of 'take it further' and its main use will be for page headers and main titles.

3. The open bracket

The bracket is an intriguing and unique element, designed to echo the 'white window' framing device. We have the element of constancy and certainty, as provided by the single square bracket on the left, but there is no ending or 'closing' right bracket. Technip is on the move, open to challenges, not restricted and aiming to take things further. The bracket will be endlessly flexible in its usage, but predominantly will appear to frame sub-headers and pull-out text.



2.2 Visual identity – brand elements

The white window – Do's

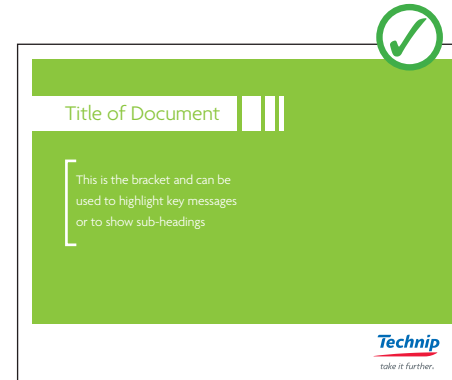
The following are examples of size of image and white space in relation to size/quality of image and text quantity



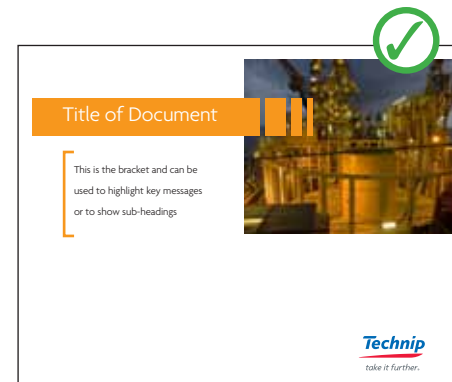
Do observe the correct measurements for the white margin.
 Do ensure the image area only ever bleeds off to the right.
 Do ensure there is sufficient space to hold the logo against the white space.



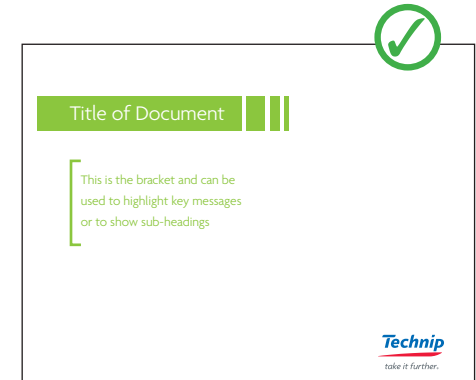
The height of the image area can be adjusted as long as the clear space around the logo is observed.



Do use areas of flat color for the image area if an image is not available or appropriate.
The approved secondary colors should be used in this instance.



For landscape format documents you need not use the full width of the image area.



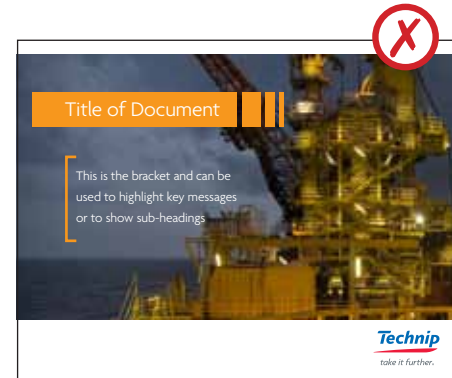
Do use areas of white for the image area if an image is not available or appropriate. The approved secondary colors should be used for the radiate bar and bracket. Text can be black, white or the same secondary color as the radiate bar.

2.2 Visual identity – brand elements

The white window – Don'ts



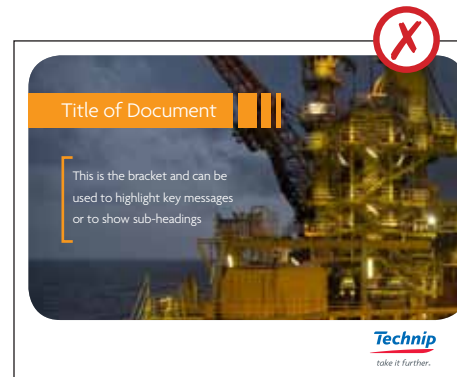
Don't ignore the correct measurements for the white margin.



Don't bleed the image off other than to the right.



Don't show the logo against the image area.



Don't add any corner effects like curved edges.



Don't add graphic treatments like bevels or embosses or drop shadows.



Don't impinge on the clear space zone for the logo.

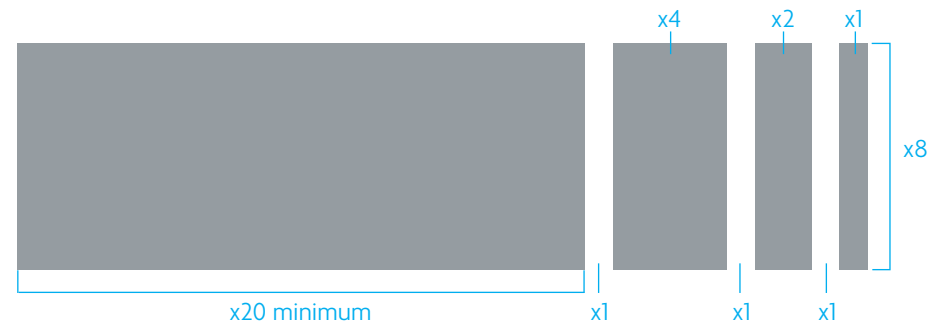
2.2 Visual identity – brand elements

The radiate bar

The bar is an important element that highlights movement, progression and re-enforces our willingness to take things further. It will always move from left to right, thereby conveying the notion of ‘take it further’ and its main use is for page headers and main titles for presentation and printed collateral.

The text within the radiate bar should be equidistant from top and bottom of bar. It should flow onto one or two lines, with three lines as a maximum if there is no alternative. The text should be larger than any supporting text in the bracket.

Proportions for the radiate bar



The radiate bar must always be scaled in the correct proportions.

2.2 Visual identity – brand elements

The radiate bar – Dos



Do use the range of approved secondary colors (refer to page 24) or white to color the radiate bar.

Do use secondary colors that complement the image and that have sufficient contrast when used against the image background.

Do avoid covering detailed areas of the image with the radiate bar.

Do use the correct proportions as detailed in the guide.

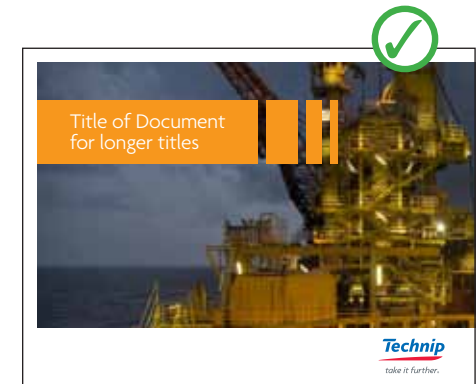
Do use the radiate bar for document titles or headings.

Do use the Agenda font for the title.

Do align the radiate bar to the edge of the image.



Except for covers, the radiate bar can sit at any height as long as it aligns with the edge of the image on the left.



Do enlarge the size of the radiate bar to accommodate more text if required, however respect the proportions of the bar.

2.2 Visual identity – brand elements

The radiate bar – Don'ts



Don't use colors that are not approved secondary colors or white.



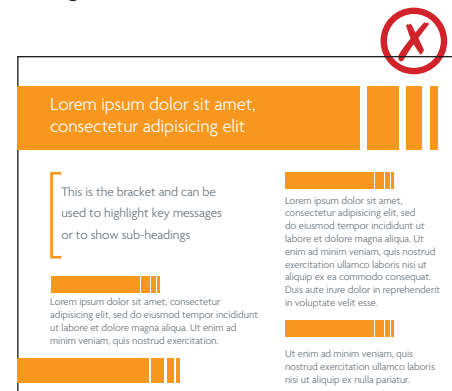
Don't use secondary colors that may blend in when used against the image background.



Don't cover detailed areas of the image with the radiate bar.



Don't ignore the correct proportions as detailed in the guide.



Don't overuse the radiate bar within documents, limit its usage.



Don't use typefaces other than the Agenda font for the title.

Don't position the radiate bar so that it is not aligned to the left edge of the image.

2.2 Visual identity – brand elements

The open bracket

The open bracket can be the same secondary color as the radiate bar or white, and text can be black, white or the same secondary color as the radiate bar.

A4 sizes or smaller

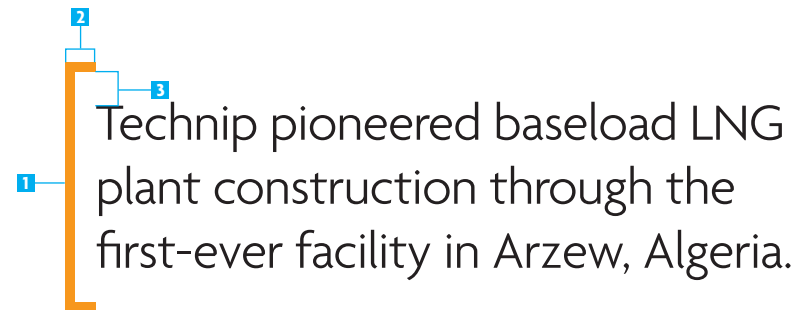
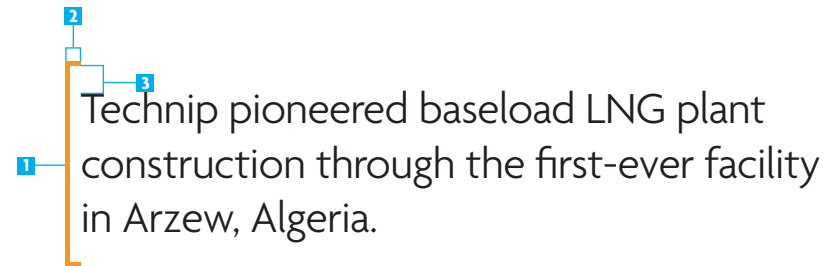
- 1 Width of stroke: 0.6mm
 - 2 Width of bracket: 2mm, text begins thereafter
 - 3 Height of bracket: cap height above and below text
- Size of text: flexible

A3 size

- 1 Width of stroke: 1.2mm
 - 2 Width of bracket: 4mm, text begins thereafter
 - 3 Height of bracket: cap height above and below text
- Size of text: flexible

A2 size or larger

- 1 Width of bracket stroke: 2.4mm
 - 2 Width of bracket: 8mm, text begins thereafter
 - 3 Height of bracket: cap height above and below text
- Size of text: flexible



2.2 Visual identity – brand elements

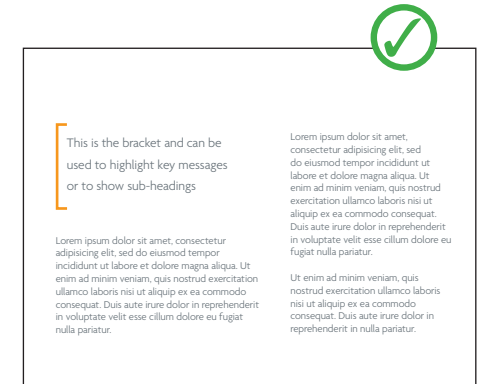
The open bracket – Dos



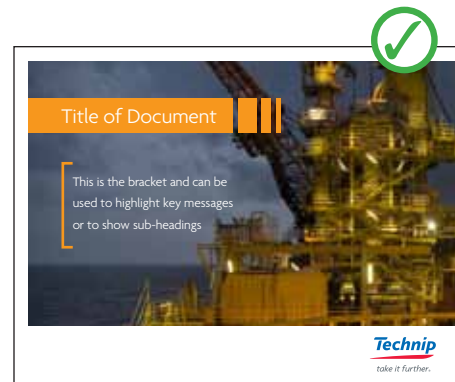
The bracket device is optional and need not always be used.



The bracket and text can sit against white if it is more legible this way.



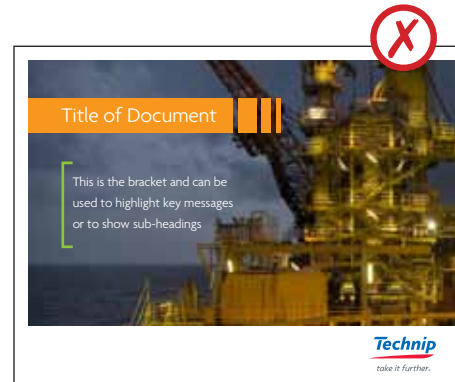
The bracket can be used within the content pages of any document to highlight key messages, as well as on the cover.



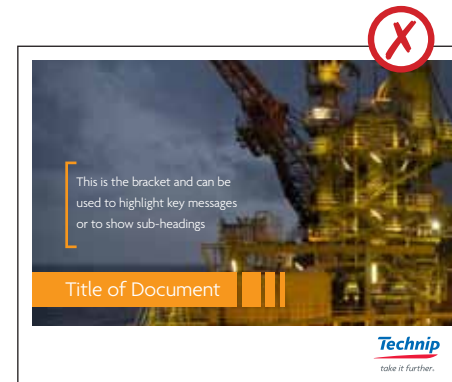
Do align the bracket with the heading within the radiate bar.

2.2 Visual identity – brand elements

The open bracket – Don'ts



Don't use a different color to that used on the radiate bar.



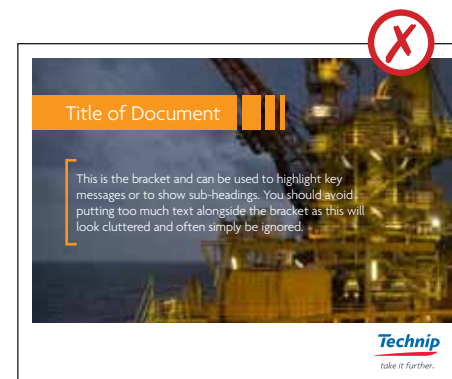
Don't have the radiate bar at the bottom, with the bracket on top.



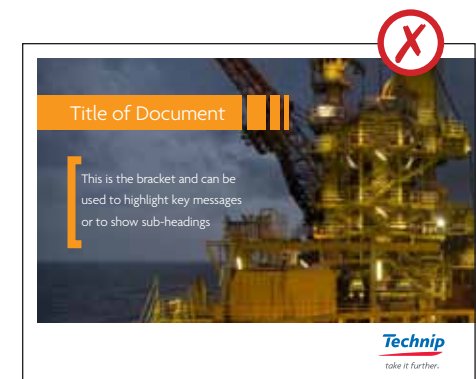
Don't use a font other than Agenda for any supporting text.



Don't position the bracket and text on an area of detail within the image.



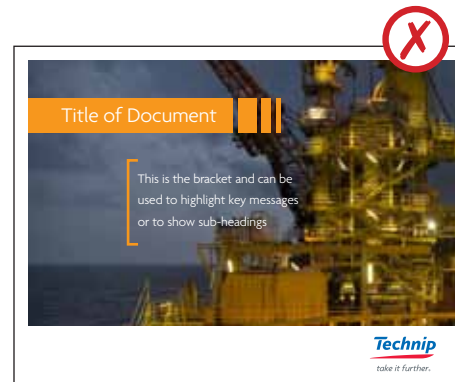
Don't feature text that is too lengthy.



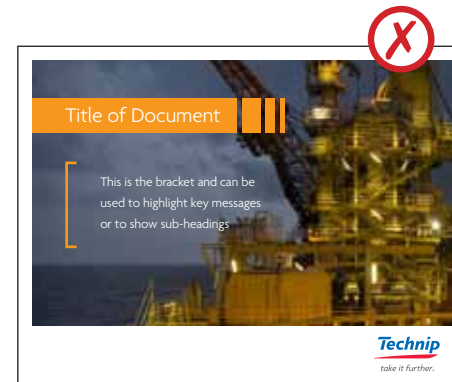
Don't make the bracket an incorrect proportion to that shown.

2.2 Visual identity – brand elements

The open bracket – Don'ts (cont.)



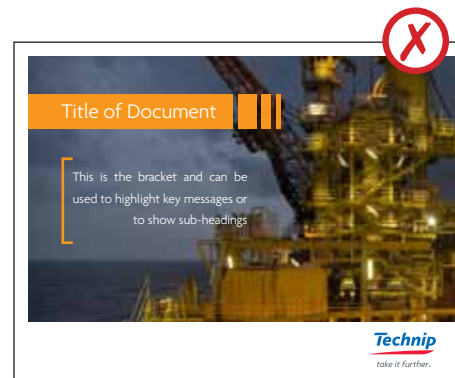
Don't put the bracket in any position on the cover of a document, it must align to the text in the radiate bar.



Don't put the supporting text in any position, it must align with the edge of the bracket.



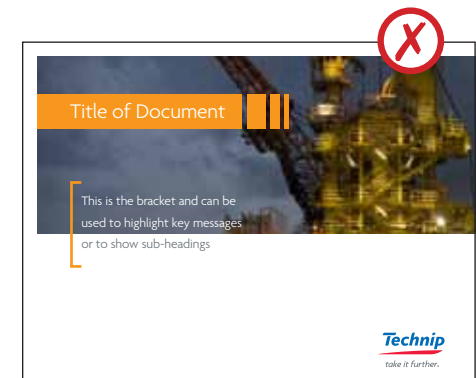
Don't position the text so that it aligns to the top or bottom of the bracket only.



Don't show the text anything other than ranged left and not justified.



Don't use the bracket device if it's not appropriate. It's not compulsory.



Don't have the bracket overlapping both the image area and a blank area.

2.3 Visual identity – primary color palette

Primary

The Technip logo is made up of two colors, which form the basis for the primary color palette. These are supported by a mid-grey, black and white.

The use of the Technip red and blue, as well as the grey of the tagline, is restricted to purely corporate communications.

Black and white are used for text and in addition the white can also be used for the radiate bar and the bracket devices.



Pantone 293

C 100 R 0
M 56 G 70
Y 0 B 173
K 0



Pantone 185

C 0 R 224
M 100 G 0
Y 80 B 52
K 0



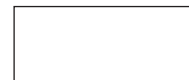
Pantone 431

C 45 R 94
M 25 G 106
Y 16 B 113
K 59



Black

C 0 R 30
M 0 G 30
Y 0 B 30
K 100



White

C 0 R 255
M 0 G 255
Y 0 B 255
K 0

2.4 Visual identity – secondary and tertiary color palettes

Secondary Colors

Only approved secondary colors may be used in the production of marketing collateral. They can be used for both the radiate bar and the bracket device. They may also be used as solid areas for inside pages, and within diagrams and charts.

White may also be used on both the radiate bar and the bracket device.

Tertiary Colors
















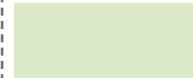

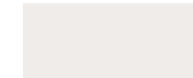
A tertiary range of colors may be used in support of their corresponding secondary color and can form the basis of a color regime for use on inside pages. It is advised that these colors are used with restraint and the use of too many colors in layouts is to be avoided. Tertiary colors may also be used in charts and diagrams where more than six colors are necessary.

As a guide it is suggested that choosing two sympathetic secondary colors and their corresponding tertiary colors would provide a palette suitable for creating a unique look and feel but one that is within the brand style.

Segment Colors

Subsea, Offshore and Onshore business segments should be identified by the three secondary and their complementary tertiary colors.

Refer to section 8.2 for examples.

					
PMS 280 C 100 R 10 M 94 G 47 Y 6 B 133 K 1	PMS 312 C 89 R 0 M 0 G 173 Y 11 B 208 K 0	PMS 144 C 0 R 233 M 58 G 131 Y 100 B 0 K 0	PMS 376 C 59 R 122 M 0 G 184 Y 100 B 0 K 0	PMS 201 C 8 R 152 M 100 G 30 Y 65 B 50 K 34	PMS Warm Grey 6 C 14 R 165 M 19 G 157 Y 21 B 149 K 38
					
PMS 651 C 45 R 153 M 29 G 172 Y 0 B 212 K 0	PMS 319 C 62 R 63 M 0 G 207 Y 20 B 213 K 0	PMS 143 C 0 R 238 M 36 G 175 Y 87 B 48 K 0	PMS 359 C 40 R 161 M 0 G 218 Y 48 B 139 K 0	PMS 7418 C 8 R 194 M 84 G 77 Y 52 B 82 K 5	PMS Warm Grey 3 C 9 R 199 M 12 G 194 Y 12 B 186 K 20
					
PMS 2707 C 30 R 189 M 11 G 213 Y 0 B 236 K 0	PMS 324 C 35 R 156 M 0 G 220 Y 13 B 217 K 0	PMS 141 C 0 R 239 M 17 G 203 Y 65 B 101 K 0	PMS 580 C 20 R 204 M 0 G 219 Y 34 B 174 K 0	PMS 692 C 2 R 226 M 26 G 194 Y 7 B 199 K 2	PMS Warm Grey 1 C 3 R 224 M 3 G 222 Y 6 B 216 K 7

2.5 Visual identity – primary typeface

Primary typeface: Agenda

Agenda is the recommended font for all printed material.

Agenda Thin

abcdefghijklmnopqrstuvwxy 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Agenda Light

abcdefghijklmnopqrstuvwxy 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Agenda Medium

abcdefghijklmnopqrstuvwxy 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Agenda Bold

abcdefghijklmnopqrstuvwxy 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

2.6 Visual identity – secondary typeface

Secondary typeface: Arial

Arial must be used within Word documents and PowerPoint presentations where the primary font, Agenda, is unavailable.

Arial Regular

abcdefghijklmnopqrstuvwxy 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Bold

**abcdefghijklmnopqrstuvwxy 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Typeface for email and electronic newsletters

Default Sans Serif must be used for all emails and electronic newsletters.

Default Sans Serif

abcdefghijklmnopqrstuvwxy 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

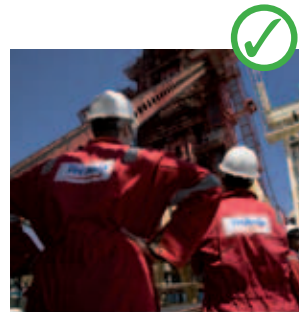
2.7 Visual identity – image guidelines

Imagery – Dos

Photography in printed collateral should support the values of the Technip brand and should be used to effectively communicate and support key messages. These examples provide guidelines to maintain a consistent high standard in the use of images for print. All operational images must show correct personal protective equipment (PPE) at all times.

All proposed images must be approved by HSE prior to being used.

A Technip photo library is available for all employees on TPNNet Group.



Dynamic and interesting perspectives



People shown where appropriate
Candid, informal style (not staged)
Eyes off camera
Natural and spontaneous style



Strong sense of color



Emphasis on people and activity, not static



People confidently making a positive difference
Creates a positive impression of Technip



Has a definite area of focus/point of interest or detail



Supports the brand values of Technip



In general, images may bleed to the right, but not in any other direction

2.7 Visual identity – image guidelines

Imagery – Don'ts

The examples shown here demonstrate what to avoid when selecting images for use in marketing collateral.

Don't use an image if it has not been approved by HSE and if you are unsure whether it is HSE compliant.



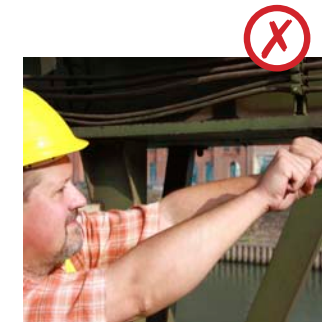
Flat perspective



Lack of color or interest



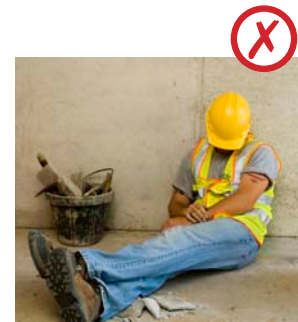
Images that present an untidy or disorganized appearance



People not behaving appropriately or safely, e.g. person not wearing appropriate safety equipment
Creates a negative impression of Technip



Has no focal point or area of interest



Images that do not support the brand values of Technip

2.8 Visual identity – image guidelines for the brand elements

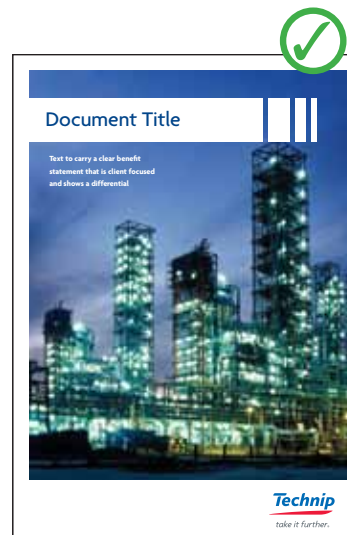
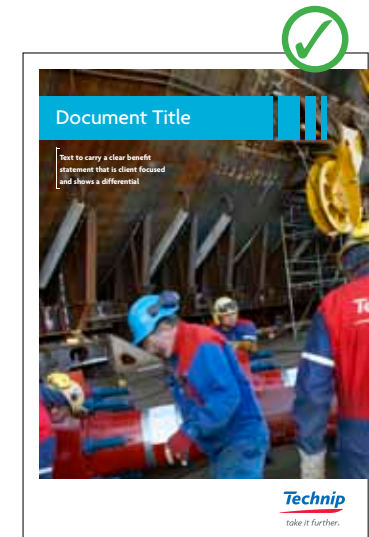
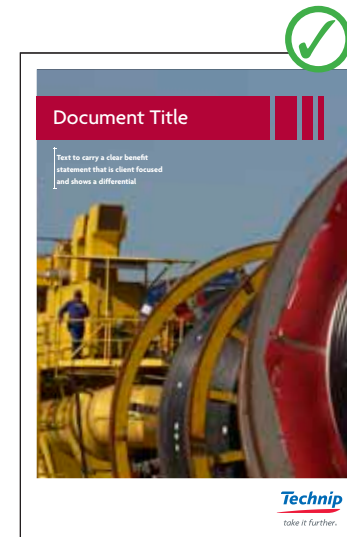
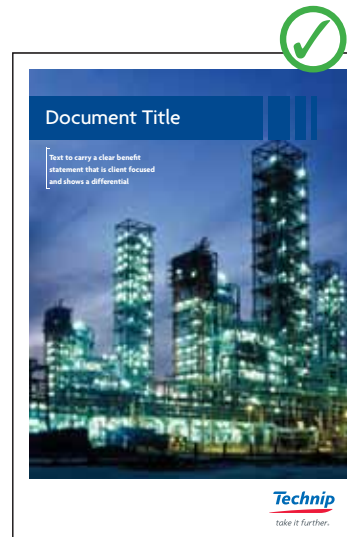
Application of brand elements on imagery

In general, images may bleed to the right, but not in any other direction.

Use of the radiate bar

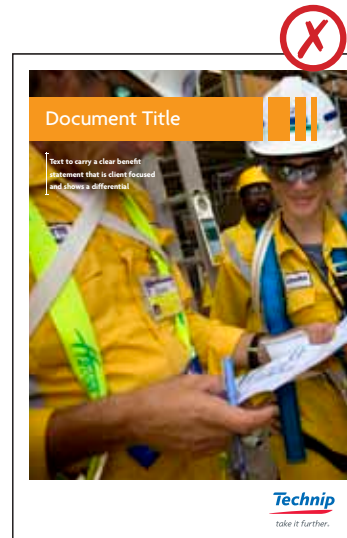
When using the radiate bar over an image care must be taken to make the bar work with the composition of the image and not obscure key focal points.

The color of the radiate bar can be selected to work with either the dominant color tone or a key accent color of the image. A visual judgement is required to make sure the radiate bar is both prominent and clear in its execution.



2.8 Visual identity – image guidelines for the brand elements

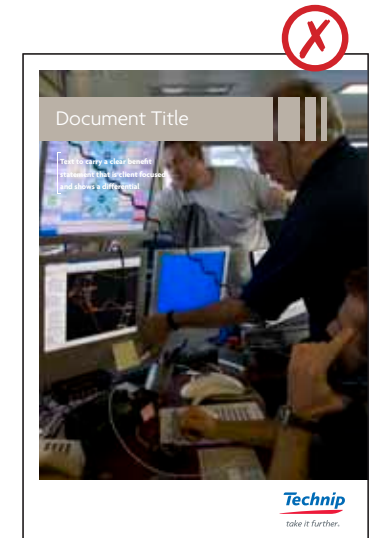
Use of the bracket



When using the bracket element with text over an image care must be taken to make sure it works with the composition of the image and does not obscure key focal points or people's faces



The color of the bracket should either match the radiate bar or be reversed out as white



A visual judgement is required to make sure the text is both prominent and legible in its execution

2.9 Visual identity – email signature (temporary version)

Today, email is the most used media for communication in the work place. Each of us can send hundreds of emails a week and this is often the first point of contact to convey our identity.

The email signature format provided here is designed to ensure that everyone within Technip applies the same standardized signature.

The procedure to install the signature is available in: TPnet > Brand Point > Look and feel > Email signature.

- It is not allowed to modify and customize the email signature
- Specify legal entity name if legally mandatory
- Do not split job title/department over two lines. If it is necessary to add your department, separate the job title and department with a comma
- Only insert your mobile number if necessary for work purposes. Otherwise, delete this option
- Please note that font size, color, style, paragraph spacing, wording, etc. must not be changed or altered (for instance your name should remain bold and your title regular)
- No further logos or comments are to be added to the email signature
- Include corporate website address and not local website
- Do not mention your Region in the address. **You can mention your Region in your job title if necessary (e.g. Accounting Manager, Region A).**
- Entities that are legally obligated to include certain information may do so (eg. UK: Registered Office – 262 High Holborn – London – WC1V 7NA – UK – Registered in England No. 200086 or ABN number for Australia)
- Do not forget to add the country code to your telephone numbers
- Do not forget to include the green policy sentence below your signature

1 8pt Verdana Bold, Dark Blue (RGB 0,0,128)

2 8pt Verdana Regular, Dark Blue (RGB 0,0,128)

3 9pt Arial italic, Black

1 — **First name Surname**

2 — Your job title and, if necessary, your department

2 — Technip (Austria) – Lobgrundstraße 3 – A-1220 Wien – Austria – www.technip.com
Tel (Direct): +43 662 6582 0 – Switchboard: +43 662 6582 0 – Mobile: +43 662 6582 0

3 — *Please consider the environment before printing this email or its attachments.*

3.0 Copywriting



3.1 Copywriting – style

As with all human communication, the way we speak and the words and messages we choose are extremely relevant to the image that we project. Messaging encompasses the types of things we say and the tone we choose to express them in, both as a brand in general *and* to specific audiences such as employees, prospective recruits, investors and of course clients.

Tone of Voice

Technip's tone of voice is the personality expressed in the way we both talk and write about the company.

The tone of voice creates a relationship with the audience, as it is one of the 'channels' by which the Technip brand communicates.

Whenever we communicate via the written word, whether by company email, memo, business letter, website, brochure or other platform, we are the voice of the brand. To share who we are with our audiences, it is important that everything we say supports our brand values.

Technip's overall tone of voice must be Direct, Passionate, Succinct and Engaging.

Specifically the Technip writing style is designed to enhance and support our brand by being positive, upbeat and professional, as described below:

Direct

We are confident in the value of our experience and our professionalism. We should always respectfully emphasize this and speak openly and straightforwardly, with assurance yet simplicity, in a peer-to-peer approach.

Passionate

What we do is amazing, and we believe in it. Our commitment and energy must be reflected with a conviction and enthusiasm that engages our clients and inspires our colleagues.

Succinct

We are responsible people and work in a fact-based environment. It is important to express ourselves in a jargon-free, efficient and well-organized manner that reflects the way we work.

Engaging

Our brand is vibrant, our spirit is positive so our communications should be as well. We must employ a dynamic, upbeat, clear and helpful tone to win over our audience. If we focus on these words our communication will reflect who we are: a modern, dynamic, truly innovative and client-focused company.

Key words

A number of key words support the Technip writing style. Repeated and appropriate use of these words will help to deliver our messages in a consistent way. Of course words can be overused and, when used out of context, can become meaningless. However, the words listed below are very important to Technip, both now and in the future, and their regular usage across all our communication, both internal and external, increases the impact.

We have also suggested the likely context in which the key word is most likely to be used:

Context:	Key word:
When writing about the following...	Consider the appropriate use of...
Take it further	Success, innovation, excellence, inspiration, ambition, being visionary and passionate, expanding the limits of the possible
Doing the right thing	Safety, ethics, integrity, respect, quality, security, sustainable practices, transparency, keeping commitments
Trusting the team	Talents, passion, diversity, belief, trust, confidence, joining together
Encouraging a fair return for all	Profitable, sustainable, performance, sharing benefits of achievements
Building the future	Innovation, developing people, entrepreneurial attitude, investment, anticipation
Our business	Energy infrastructures, projects, best solutions, client-focused, integrated

How to express ‘take it further’

Our tagline evokes our unique spirit at Technip. ‘take it further’ is the essence of our brand and our attitude in everything we do, a challenge that we seek to fulfil every day. ‘take it further’ means excelling in what we do and succeeding together, exceeding expectations and innovating continuously.

When our brand speaks, we want our words to reflect this spirit. There are no specific rules to follow in capturing the spirit of ‘take it further’ in your written and verbal communications. But keep in mind as you write anything from emails and memos to newsletters and marketing materials that you are speaking for the brand and your words should be consistent with our brand’s promise.

Keep ‘One Technip’ in mind

While much of what you will be expressing about the company will be related to a specific subject and area of our business, always keep in mind the notion of ‘One Technip’. That means making sure that the audience you are addressing is aware of the full range of our activities beyond the subject at hand.

When talking about a specific entity, in a presentation for example, take care of positioning it as an integral part of the Group – for example saying or writing ‘Technip in country’ instead of using its legal name like ‘Technip country’, which would show it as a stand-alone, separate entity and go against the ‘One Technip’ approach.

Technip style conventions

Whether you are a technical writer, involved in creating marketing materials, or responsible for drafting reports and technical documents, the image we project as ‘One Technip’ will benefit from stylistic consistency.

The following style conventions should be adopted across the organization:

- US English is the norm for all international documents
- Technip should be referred to in the singular
- Corporate titles could be abbreviated in copy when they are internationally accepted titles: CEO, COO, SVP, CFO, CIO, VP, MD... other titles should be written out
- Use acronyms sparingly (for technologies, product classes, company or governmental bodies) unless you are sure they are perfectly understood by everyone; and provide the full word equivalent as an* (the Glossary available on TPnet Group can help to provide definitions related to our company and industry)
- Write out the full name of Technip company divisions, departments and sub-units when referring to them
- Always use a capital ‘G’ in Technip Group, and a capital R when talking about Technip Regions. Same for our Onshore, Offshore and Subsea segments.
- Currency – use currency abbreviations for international publications like for example, Euros expressed with the sign: €
- Distance – use metric measures unless you are producing materials for a single non-metric market such as the US. Use abbreviations after the number without a space: 10km, 120m, 15cm, 12mm
- ‘E’ words (email, e-business etc.) – write email without a hyphen. However, other constructions retain the hyphen: e-commerce, e-business, e-learning etc
- Percent – whenever possible, use the symbol (%). If, however, you must write out the word, spell it percent
- When creating bulleted lists, do not place full stops after each line. If the list represents an extended sentence, place a semi-colon at the end of each line and reserve a full stop for the end of the sentence.
- Write dates with the formula month, day, year, ‘January 15, 2011’ except if the dating convention stipulates otherwise in your region
- When referring to numbers in text, always put the symbol before the number, without a space, and write out the billions/millions etc in full, such as €6.5 billion. Abbreviations such as bn/m are acceptable in tables and charts
- In a country list preferably place words in alphabetical order, like Austria, Colombia, Malaysia, Venezuela etc

Please remember: when talking about a Group-specific entity, in a presentation for example, take care when positioning it as an integral part of the Group – for example saying or writing ‘Technip in country’ instead of using its legal name like ‘Technip country’, which would show it as a standalone, separate entity and go against the ‘One Technip’ approach.

A word about copywriting, spelling and editing

Good, engaging writing is clear and favors a straightforward, natural style to one that is unnecessarily technical and cluttered with jargon. Keep your style fresh by using pre-fabricated expressions sparingly. Good writing offers value to the reader and does so in an efficient way. It makes its subject clear from the outset and does not ask the reader to struggle to get through the text.

A hint: be an expert, be confident, write with a simple voice, set the information out clearly and use examples. Know what you want to say and make your points clearly. Writing, like a good office chair, needs to be ergonomic: ask yourself at all times who your readers are and how you need to shape your content to help them receive and understand the ideas you are communicating. Don’t be afraid to edit your text to remove non-essential information.

With online communication channels such as text messages, blogs and emails ubiquitous, communication is more instantaneous than ever. It is easier than ever to let spelling and grammatical errors slip into our communications. Our business depends on precision and accuracy and spelling errors are inconsistent with what our brand stands for. ‘take it further’ also means double-checking every form of communication for errors. Whether you are communicating electronically or via print, the same rules of style and content apply equally – no matter how you communicate, you are the voice of the Technip brand!

Portraying concepts and data graphically

Well-designed graphs, tables and diagrams can be used to efficiently display complex concepts. Don’t automatically reach for the standard formats but imagine how certain ideas might be conveyed visually and design the graph yourself.

Photos can be used when possible to emphasize and illustrate key ideas. Try to avoid photos that have been overly used. Employ short, lively captions to explain what the reader is looking at. Well-chosen photos and captions strongly orient the reader’s mind and add interest to the text they illustrate.

4.0 Stationery



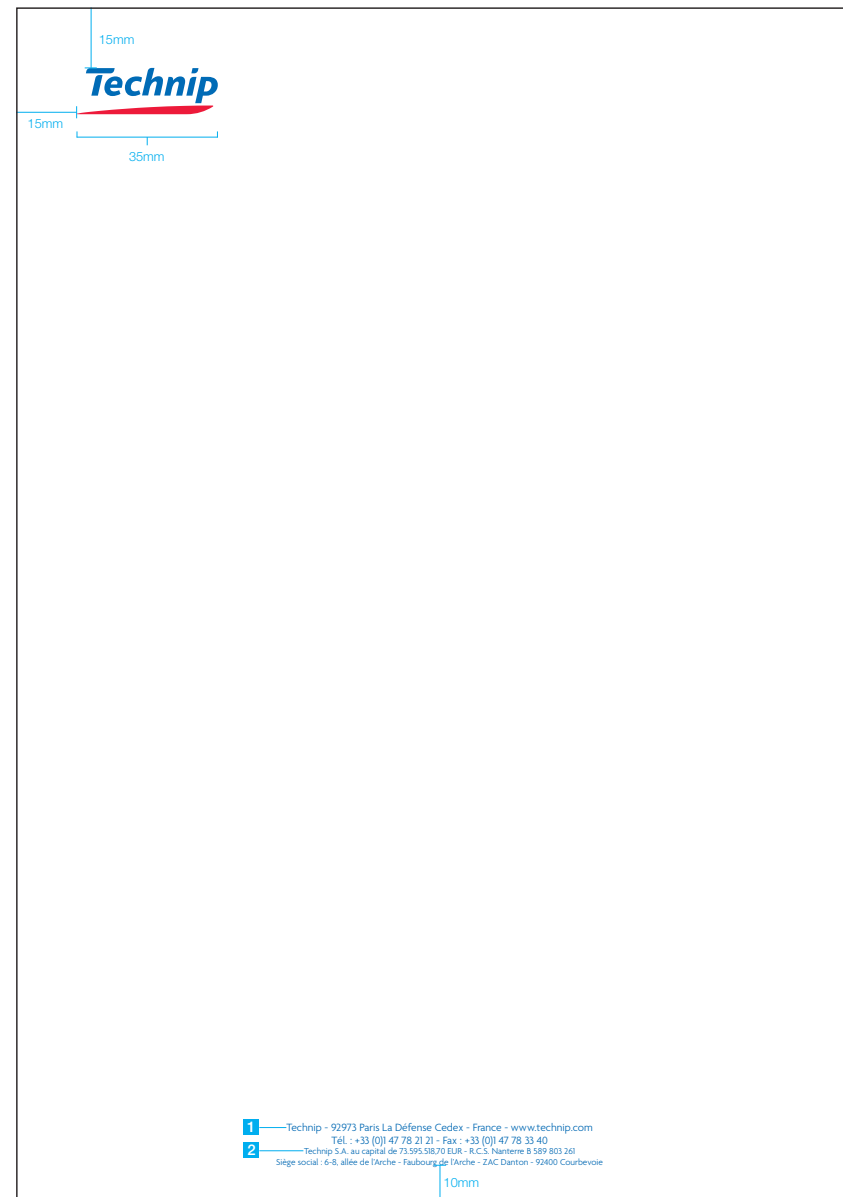
4.1 Stationery – letterheads

A4 Letterhead

Paper size: 210mm x 297mm

Colors: Pantone 293 and Pantone 185

- 1 Agenda Light 8pt
Leading 9pt
- 2 Agenda Light 6.5pt
Leading 7.5pt



4.1 Stationery – subsidiary letterheads

Subsidiary letterheads

Paper size: A4 210mm x 297mm

US Format: 8 ½" x 11"

Colors: Pantone 293 and Pantone 185

- 1 Agenda Light 8pt
Leading 9pt
- 2 Agenda Light 6.5pt
Leading 7.5pt

For subsidiary letterheads, the legal name should only appear on the footer.



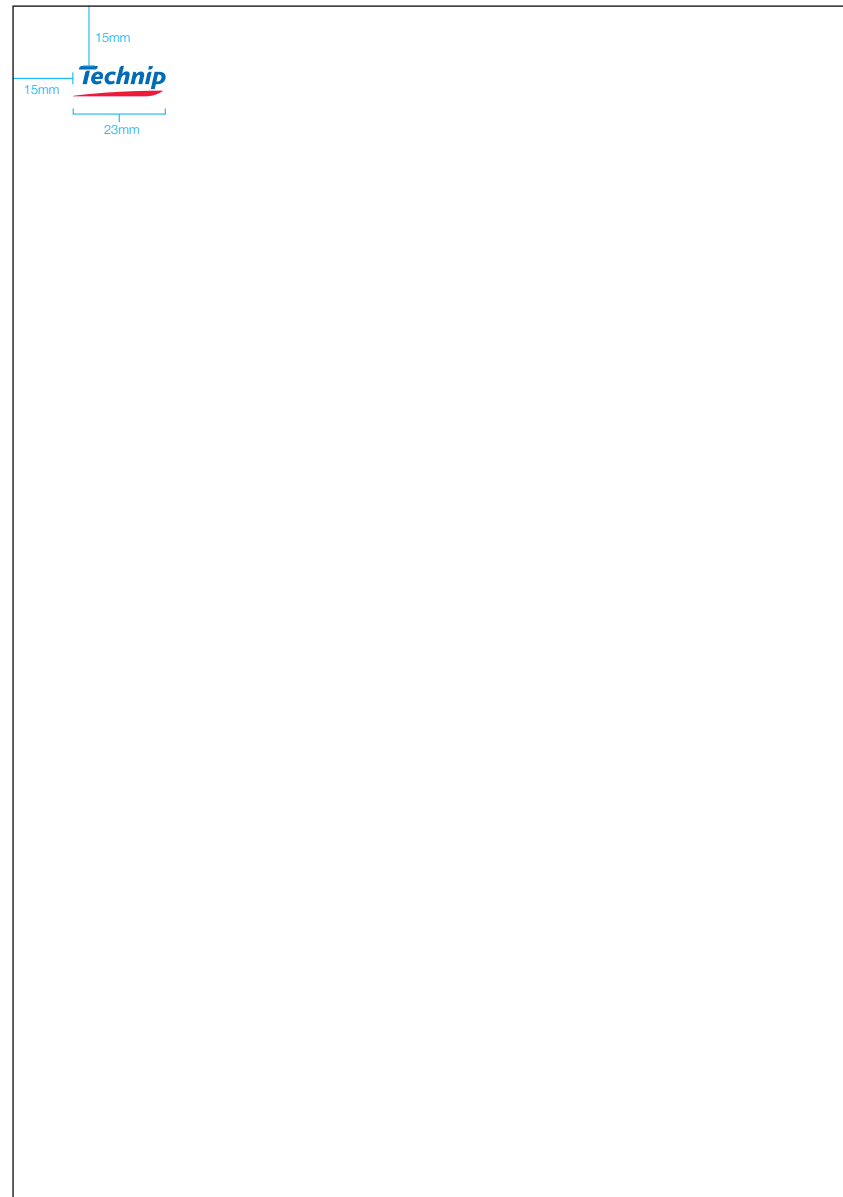
4.1 Stationery – continuation sheet

Continuation sheet

Paper size: A4 210mm x 297mm

US Format: 8 ½" x 11"

Colors: Pantone 293 and Pantone 185



4.2 Stationery – business cards

Business cards

Size: 85mm x 50mm

Colors: Pantone 293 and Pantone 185

- 1 Agenda Light 11pt
Leading 11pt
- 2 Agenda Light 8pt
Leading 11pt
- 3 Agenda Light 7pt
Leading 8pt

Don't add qualification/s after person's name on card.

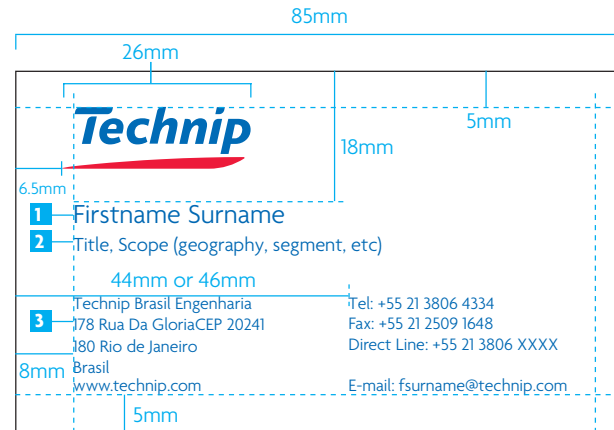
The first name should appear before the surname.

The first name and surname must appear in upper/lower case.

Don't add any logo which is not a Technip company logo.

The name, title, entity, address and website should not run to more than seven lines.

Add the fax number only if it is really necessary.



Affiliates



4.3 Stationery – compliment slips

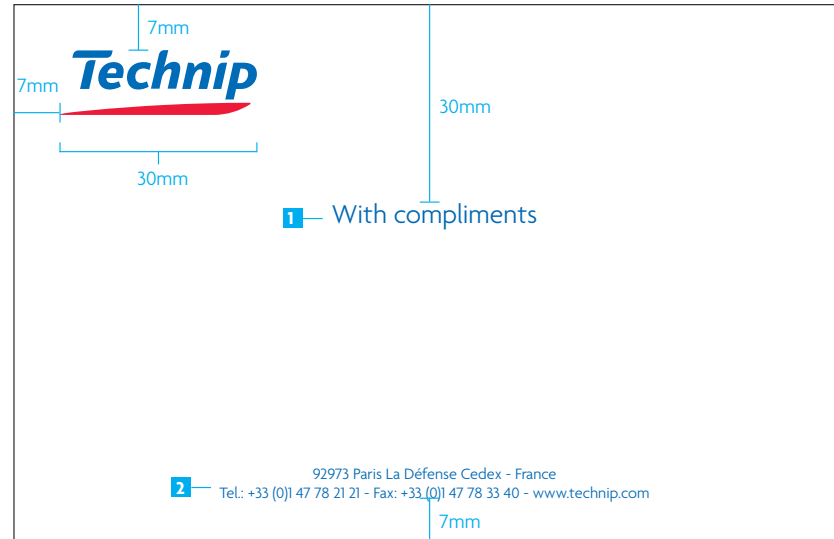
Compliment slips

Paper size: 128mm x 82mm

Colors: Pantone 293 and Pantone 185

- 1 Agenda Light 12pt
Leading 14pt
- 2 Agenda Light 7pt
Leading 8pt

On blank compliment slips the subsidiary company name does not appear, only the address and contact details, as shown.



With compliments card



Blank card

4.4 Stationery – envelopes

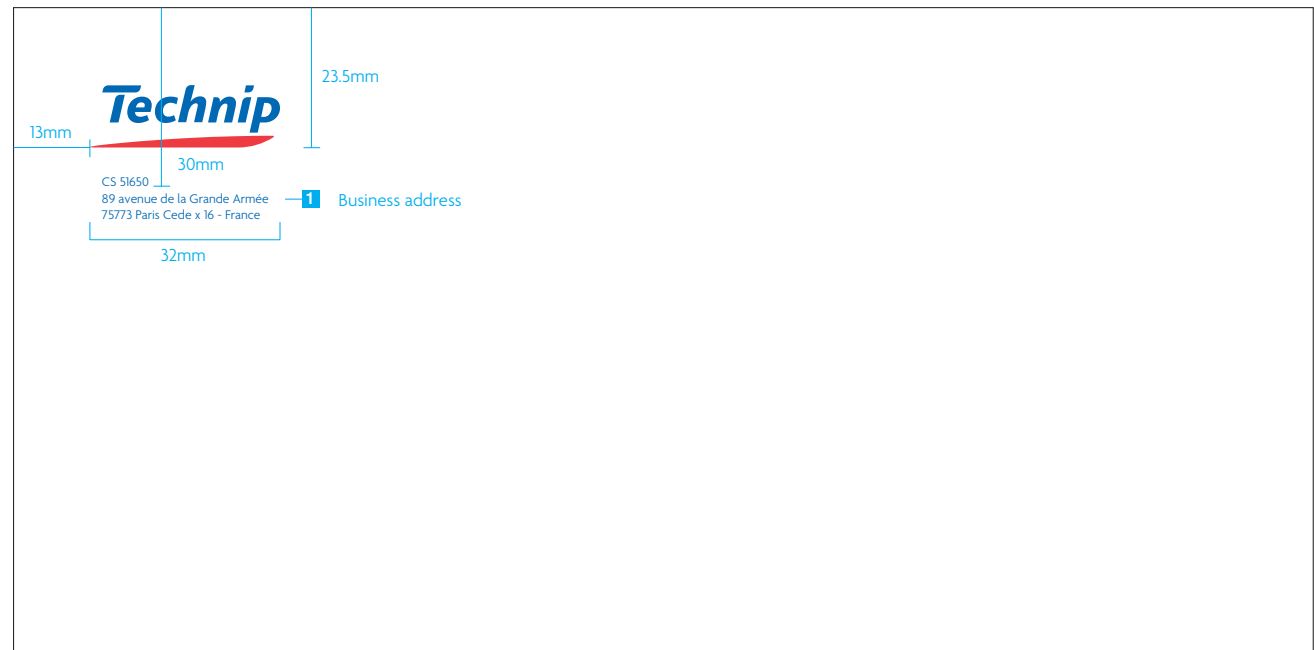
DL Envelope

Size: 220mm x 110mm

Colors: Pantone 293 and Pantone 185

Logo size: 32mm wide

- 1 Agenda Light 6.5pt
Leading 8pt



4.4 Stationery – envelopes

C5 Envelope

Size: 229mm x 162mm

Colors: Pantone 293 and Pantone 185

Logo size: 32mm wide

- 1 Agenda Light 10pt
Leading 12pt

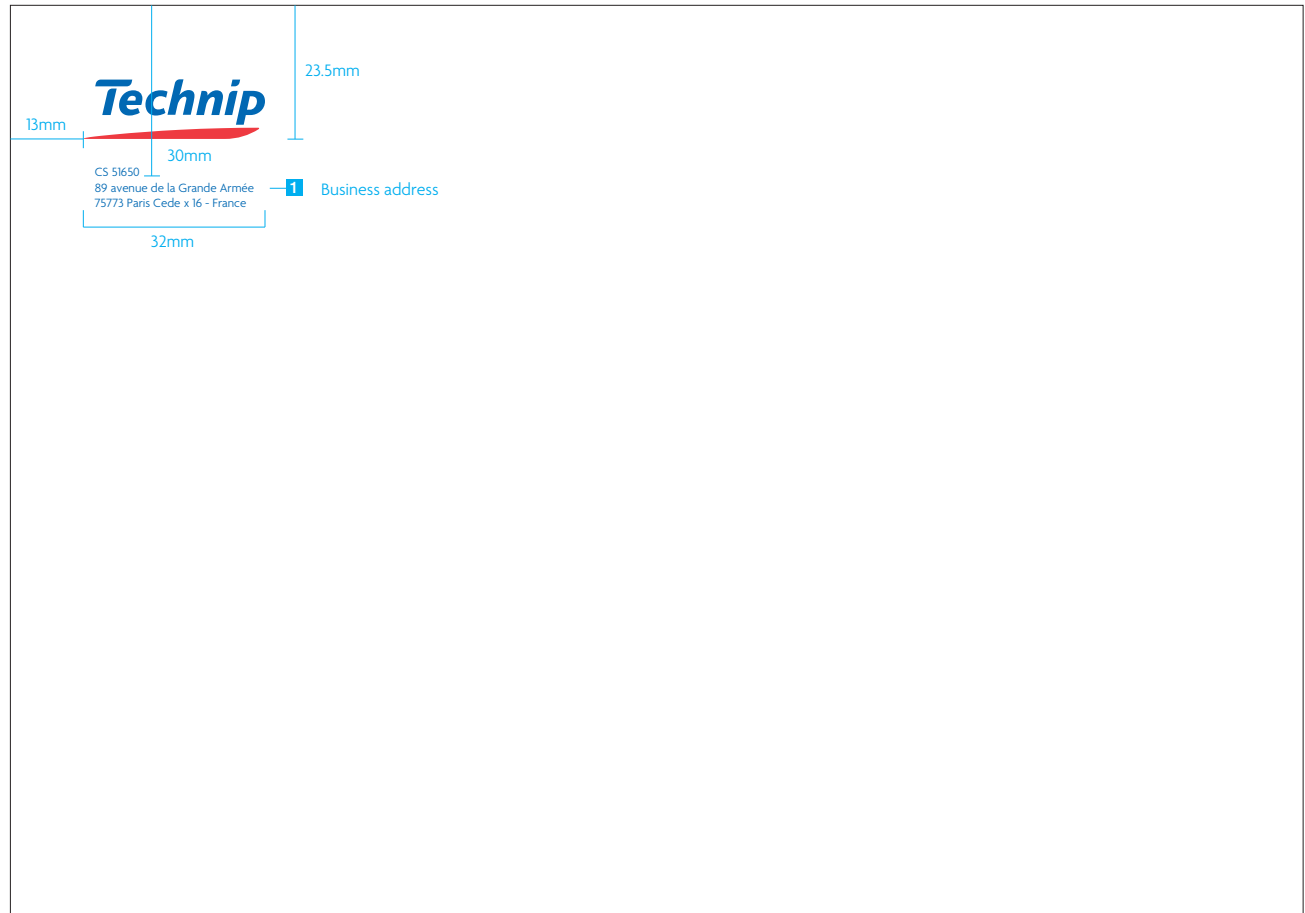
C4 Envelope

Size: C4 – 324mm x 229mm

Colors: Pantone 293 and Pantone 185

Logo size: 32mm wide

- 1 Agenda Light 10pt
Leading 12pt



5.0 Brochures



5.1 Brochures – A4 front cover

The covers for brochures make use of the three brand elements; the white window, the radiate bar and the bracket. The layout of these elements must follow the proportions shown.

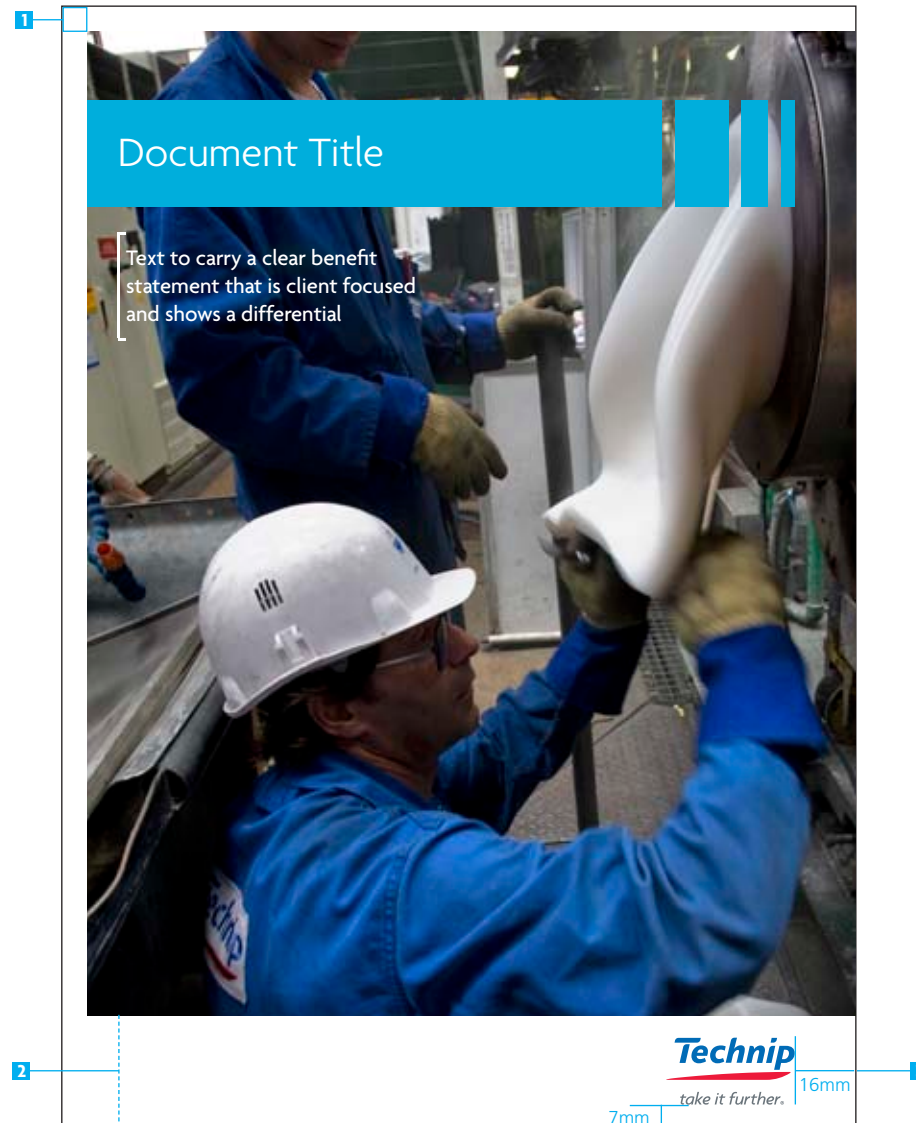
The choice of color for the radiate bar should be made solely from the secondary color palette, based on the image used and should either complement the overall tone of the image or seek to pick out an accent color used in the image. In the example shown the use of the blue from the secondary color palette echoes the blue in the overalls of the people.

When using the bracket device with text, care should be taken to make sure legibility is not compromised by the image underneath.

The position of the logo in relation to the white window is fixed.

- 1 The margin around the image should be fixed at 7mm square.
- 2 The white window depth can move up or down to suit image but should ideally be fixed at 30mm from foot of page.
- 3 The logo is fixed at 34mm wide, 16mm from the right-hand edge and 7mm from foot of page.

Refer to section 2.2 for guidance on how to use all the brand elements.

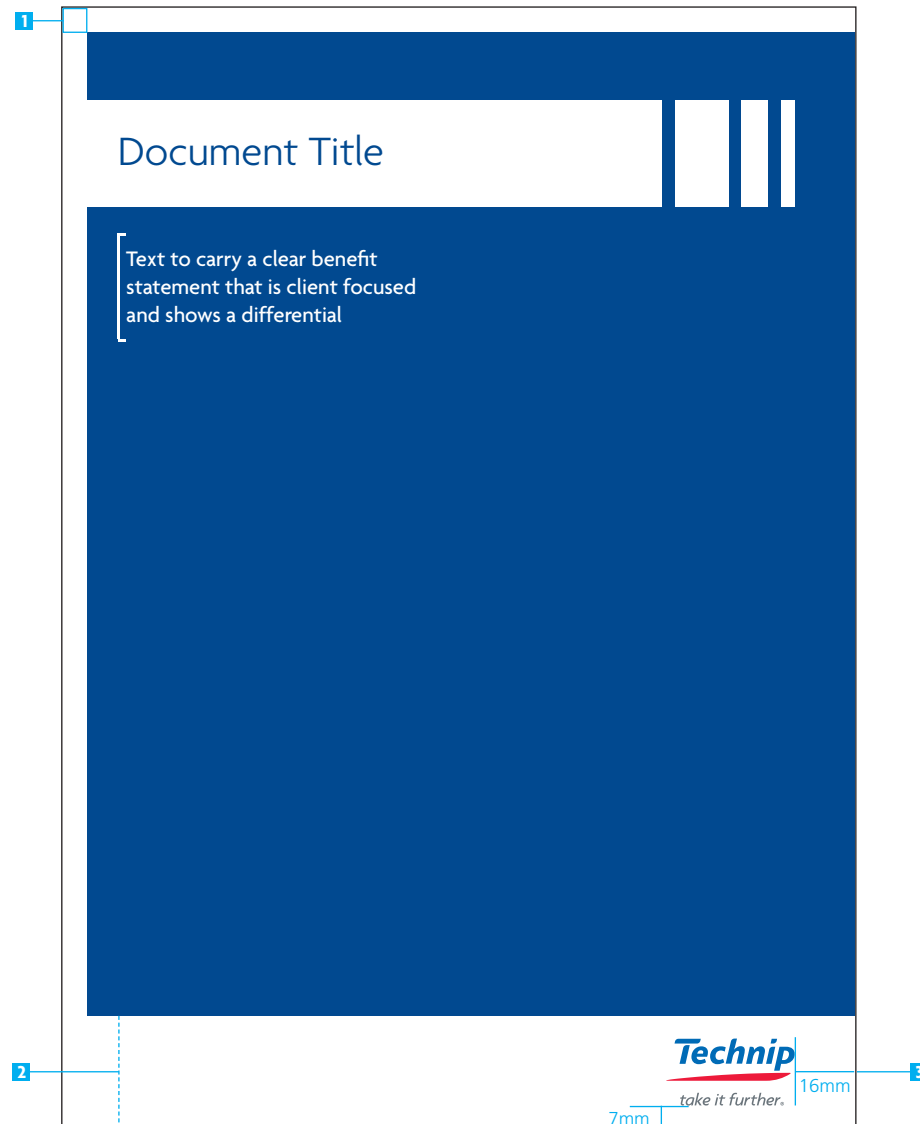


5.1 Brochures – A4 front cover

Flat color can be substituted for the image area if an image is not available or appropriate. The approved secondary colors should be used in this instance.

- 1 The margin around the flat color should be fixed at 7mm square.
- 2 The white window depth can move up or down but should ideally be fixed at 30mm from foot of page.
- 3 The logo is fixed at 34mm wide, 16mm from the right hand edge and 7mm from foot of page.

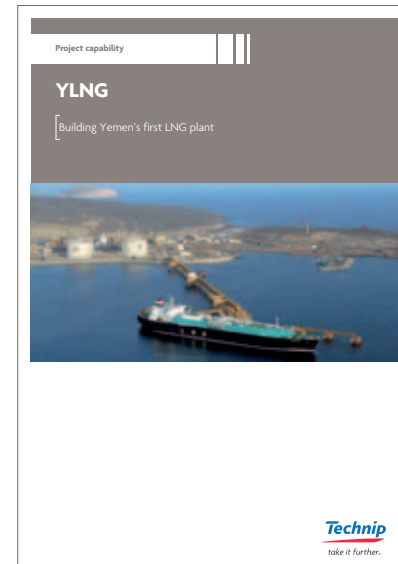
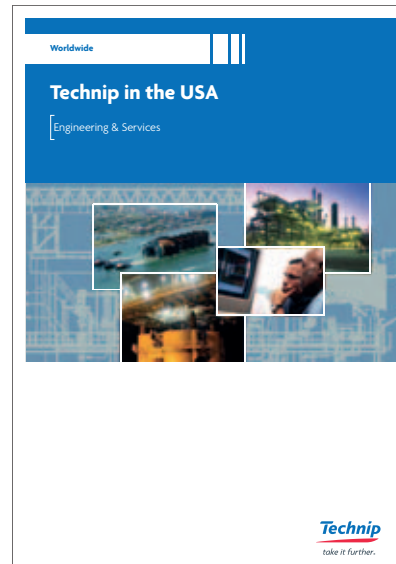
Refer to section 2.2 for guidance on how to use all the brand elements.



5.1 Brochures – A4 front cover

Options on cover styles.

Refer to section 2.2 for guidance on how to use all the brand elements.



5.2 Brochures – A4 inside page layout example

Samples of inside spreads of typical brochures.

Technip Profile



A world leader in engineering, project management and technologies, serving the oil & gas industry for more than 50 years

A regular workforce of 23,000

Confirmed leadership and proprietary technologies in 3 business segments:

Subsea	Offshore	Onshore
<ul style="list-style-type: none"> Design, manufacture and supply of deepwater flexible and rigid pipelines, umbilicals and riser systems Subsea construction and pipeline installation services Five state-of-the-art flexible pipe and umbilical manufacturing plants Five spoolbases for reeled pipeline fabrication A constantly evolving fleet strategically deployed in the world's major offshore markets 	<ul style="list-style-type: none"> Engineering and fabrication of fixed platforms for shallow waters (TPG 500, Unideck®) Engineering and fabrication of floating platforms for deep waters (Spar, semi-submersible platforms, FPSO) Leadership in floatover technology Management of construction yards 	<ul style="list-style-type: none"> Gas treatment and liquefaction (LNG), Gas-To-Liquids (GTL) Oil refining (refining, hydrogen and sulphur recovery units) Onshore pipelines Petrochemicals (ethylene, aromatics, olefins, polymers, fertilisers) Biofuel and renewable energies Non-oil activities (pyrotechnics, life sciences, metals, buildings and infrastructures)

Marine LNG transfer solutions from a single contractor

Technip offers a perfect combination of onshore and offshore technology and experience.

Engineering and execution ensured by:

- Extensive references
- Proprietary technologies
- Partnerships with other industry leaders
- A worldwide network of offices ensuring local knowledge and commitment
- Manufacturing facilities to maximise local content
- Dedicated teams

Marine LNG transfer solution from concept to start-up



Liquefaction units



Floating production units



Cryogenic flexible pipe



Subsea services & product provider

2


Marine LNG transfer solutions 3

5.2 Brochures – A4 inside page layout example

Refer to section 2.2 for guidance on how to use all the brand elements. Refer to section 2.4 for secondary colors and section 2.7 for imagery.

Establishing Yemen LNG as an international Liquefied Natural Gas supplier

The monetisation of Yemen's natural resources has been the country's focus since the 1990's.




In August 2005, the Yemen LNG project was launched. It is the single largest investment project in the industrial history of Yemen, for a total value of almost 4.5 billion dollars.

The project involved:

- A 320-km long pipeline from the Marib gas field, in Central Yemen, to the coast.
- A 2-train liquefied natural gas plant in Balhaf, on the Gulf of Aden, some 130 km South West from Al-Mukalla.

A challenge for the Technip-led joint venture



- Client: Yemen LNG Company Ltd (YLNG) with partners: Total (Project Leader with 39.62%), Hunt Oil (17.22%), Yemen Gas Company (16.73%), SK Corporation (9.55%), Korea Gas Corporation (6%), Hyundai Corporation (5.88%) and Yemen's General Authority for Social Security & Pensions (5%)
- LNG plant Contractor: Yemgas, a Technip-led joint venture equally shared between Technip / JGC / KBR
- Lump sum turnkey contract awarded in September 2005
- Global LNG production capacity of 6.7 Mtpa
- Steady production since November 2009 (train 1) and March 2010 (train 2)


In September 2005, Yemgas, the Technip-led Joint Venture equally shared between Technip, JGC and KBR was awarded the engineering, procurement and construction contract for the 2-train LNG plant including utilities and offsites.

Train 1 has been in operation since October 2009 with the first LNG carrier loaded early November, whereas Train 2 came on stream in March 2010.

The Balhaf site, on the Southern coast of Yemen, was chosen for the LNG facility because it offers a natural harbour, protected from the monsoon's wind gusts and sea swells.

It is also a strategic location at the crossroads of international maritime routes. The output from the plants requires the movement of 100 LNG carriers per year, to deliver the LNG to Asian, European and American markets.

Yemgas project scope




Underpinning this achievement meant meeting a fantastic challenge made possible by the commitment of the Technip-led joint venture over several years.

It all started in the 1990's when Technip and its partners carried out the FEED studies for the project. In September 2005, Yemgas signed the Engineering, Procurement and Construction contract with Yemen LNG Company Ltd for the LNG plant:

- Engineering, procurement, construction, commissioning and start-up of 2 liquefaction trains with a total capacity of 6.7 million tonnes of liquefied natural gas per year.
- Air Products C3/MR process, with the refrigerant compressors in Split MR configuration to maximise production from the two GE Frame 7 gas turbine drivers.
- 2 full containment storage tanks of 140,000 m³ each.
- An 800-m long jetty.
- Overall construction supervision of the entire facilities / utilities.
- Large-scale infrastructure requirements.

This project confirms Technip among the first tier of EPC contractors in LNG



In 2009 and 2010, through the delivery of projects including Yemen, Technip will have delivered 57 million tonnes per year of LNG capacity to its clients, including the world's largest LNG trains in Qatar.

Technip will have been involved in adding around one third to the world's LNG production capacity.

Supported by outstanding Project Management skills and a strong organisation, Technip is capable of managing several of these gigantic grassroots projects simultaneously, even in remote locations where infrastructure is not completely adapted and most of the material needs for the project have to be brought in.

The Yemen LNG contract is one example of Technip's leading position among the first tier of EPC contractors in LNG:

- FEED studies
- LNG train detailed engineering
- Utilities / Facilities construction supervision
- Joint Venture leadership

5.2 Brochures – A4 inside page layout example

You can also use the grid shown here as a basis for the production of a wide range of layouts.

<p>15mm</p> <p>20mm</p> <p>Duis aute irure</p> <p>54mm</p> <p>4mm</p>  <p>123mm</p> <p>20mm</p> <p>10mm</p>	<p>At vero eos et accusamus et iusto odio</p> <p>Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.</p> <p>Sed ut perspiciatis unde omnis iste natus</p> <ul style="list-style-type: none"> Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla Duis aute irure dolor in reprehenderit At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis <p>Duis aute irure dolor</p> <ul style="list-style-type: none"> Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla Duis aute irure dolor in reprehenderit At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis <p>Neque porro quisquam est</p> <ul style="list-style-type: none"> Duis aute irure dolor in reprehenderit <p>Sed ut perspiciatis unde omnis</p> <ul style="list-style-type: none"> Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla Duis aute irure dolor in reprehenderit At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis <p>Nam libero tempore</p> <ul style="list-style-type: none"> Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla Duis aute irure dolor in reprehenderit At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla <p>Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.</p>  <p>10mm</p>	
<p>10mm</p> <p>Subsea</p> <ul style="list-style-type: none"> Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla Duis aute irure dolor in reprehenderit At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla Duis aute irure dolor in reprehenderit 	<p>Offshore</p> <ul style="list-style-type: none"> Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla Duis aute irure dolor in reprehenderit At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla Duis aute irure dolor in reprehenderit 	<p>Onshore</p> <ul style="list-style-type: none"> Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla Duis aute irure dolor in reprehenderit At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla Duis aute irure dolor in reprehenderit

5.3 Brochures – A4 back cover

The back covers for all brochures should be consistent in layout and content and carry the relevant key message accompanied by the necessary contact information. The back cover still conforms to the three-column page grid used for inside spreads.

The image shows a template for the A4 back cover of a brochure, divided into three columns by dashed lines. Dimensions are indicated in millimeters: 15mm at the top, 20mm on the left and right sides, 54mm and 4mm for the main text area, 34mm for the Technip logo area, and 10mm at the bottom.

Text Content:

Technip is a world leader in the fields of project management, engineering and construction for the oil & gas industry, offering a comprehensive portfolio of innovative solutions and technologies.

With 23,000 employees around the world, integrated capabilities and proven expertise in underwater infrastructures (Subsea), offshore facilities (Offshore) and large processing units and plants on land (Onshore), Technip is a key contributor to the development of sustainable solutions for the energy challenges of the 21st century.

Present in 46 countries, Technip has operating centers and industrial assets (manufacturing plants, spoolbases, construction yard) on five continents, and operates its own fleet of specialized vessels for pipeline installation and subsea construction.

The Technip share is listed on Euronext Paris exchange and over the counter (OTC) in the USA.

www.technip.com

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 Technip, Tour Technip
 6-8 allée de l'Arche
 92973 Paris La Defense Cedex
 France
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 Email: rdicenzo@technip.com

Technip
 take it further.

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 Technip - Public Relations Department - Mar 2008 - Ebona creative Technip

5.3 Brochures – A4 back cover

An alternative version may be used to carry an image above the key message text.



Technip is a world leader in the fields of project management, engineering and construction for the oil & gas industry, offering a comprehensive portfolio of innovative solutions and technologies.

With 23,000 employees around the world, integrated capabilities and proven expertise in underwater infrastructures (Subsea), offshore facilities (Offshore) and large processing units and plants on land (Onshore), Technip is a key contributor to the development of sustainable solutions for the energy challenges of the 21st century.

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Headquarters

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Technip – Public Relations Department – Mar 2008 – Photo credits: Technip

Technip
take it further.

5.4 Brochures – partner logos

Partner logos

Partner logos may appear on promotional material such as brochures. They should be shown no larger than the main Technip identity. They should not impinge on the clear space area around the Technip logo.

These partner logos should generally appear on the front and back cover of any brochure only. For brochure front covers, the partner logo will appear bottom left and Technip logo bottom right as normal.

The depth of the white space may vary to suit the image proportions.

Refer to section 5.1 for generic front cover layout.



5.4 Brochures – partner logos

Partner logos

A similar principle should apply to the back page as shown, where the partner logo is bottom left and Technip bottom right.

Technip is a world leader in the fields of project management, engineering and construction for the oil & gas industry, offering a comprehensive portfolio of innovative solutions and technologies.

With 23,000 employees around the world, integrated capabilities and proven expertise in underwater infrastructures (Subsea), offshore facilities (Offshore) and large processing units and plants on land (Onshore), Technip is a key contributor to the development of sustainable solutions for the energy challenges of the 21st century.

Present in 48 countries, Technip has operating centers and industrial assets (manufacturing plants, spoolbases, construction yard) on five continents, and operates its own fleet of specialized vessels for pipeline installation and subsea construction.

The Technip share is listed on Euronext Paris exchange and over the counter (OTC) in the USA.

www.technip.com



Schlumberger the world's leading oilfield services company supplying technology, information solutions and integrated project management that optimize reservoir performance for clients working in the oil & gas industry. Through our well site operations and in our research and engineering facilities, we are working to develop products, services and solutions that optimize client performance in a safe and environmentally sound manner.

Schlumberger Subsea provide instrumentation and measurement for structural integrity, flow assurance and process optimization of subsea assets, including risers, flowlines and other critical elements of the subsea infrastructure.

www.slb.com

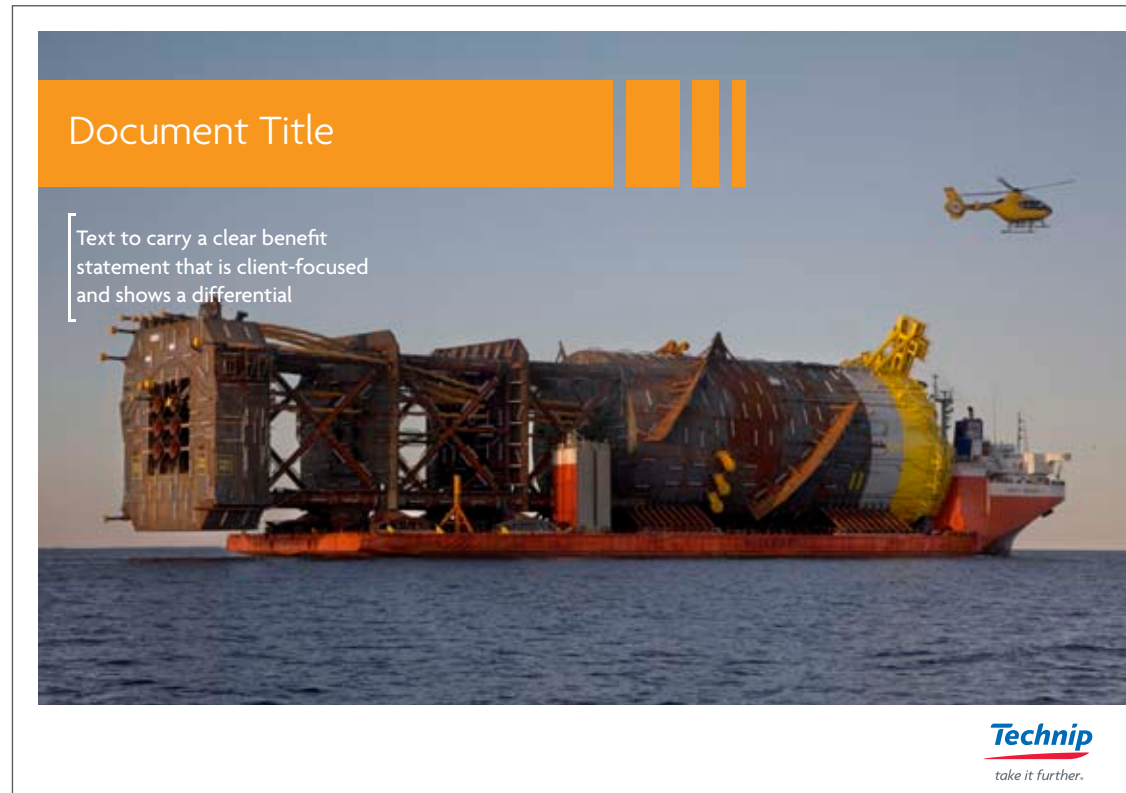
Headquarters Schlumberger Services Techniques Schlumberger La Défense – Tour Egée/5 étage 9, allée de l'Arche 92671 Courbevoie Cedex France Phone: +33 1 58 81 60 13 www.slb.com	Contacts Schlumberger Subsea Av. Presidente Wilson 231, 20 andar Rio de Janeiro/RJ CEP: 20030-021 Brazil Phone: +55 21 3824 6836 Layla El Hares Email: lhares@slb.com	Headquarters Technip 89 avenue de la Grande Armée 75773 Paris Cedex 16 France Tel: +33 (0)1 47 78 24 00 Fax: +33 (0)1 47 78 33 40 www.technip.com	Contacts Fleil France Rue Jean Huré – BP 7 76580 Le Trait France Phone: +33 2 35 05 50 00 Fax: +33 2 35 37 49 60 Patrick Le Stanc Email: plestanc@technip.com
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This document is the property of Technip and Schlumberger and is not intended to be a binding contractual document. Any information contained herein shall not result in any binding obligation on the part of Technip and Schlumberger or any of its affiliates, and is provided for information purposes only. Technip - Public Relations Department - August 2010
Photo credits: Technip and Schlumberger

5.5 Brochures – A4 landscape cover

For landscape layouts the proportions are maintained but the radiate bar does not extend as far across the width of the cover. The borders on the white window remain the same as the portrait layout and the relative position of the logo also remains the same



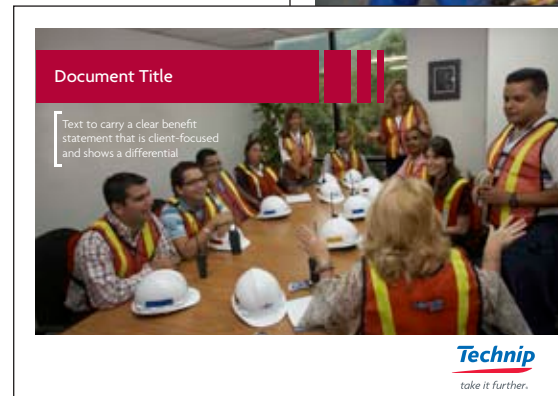
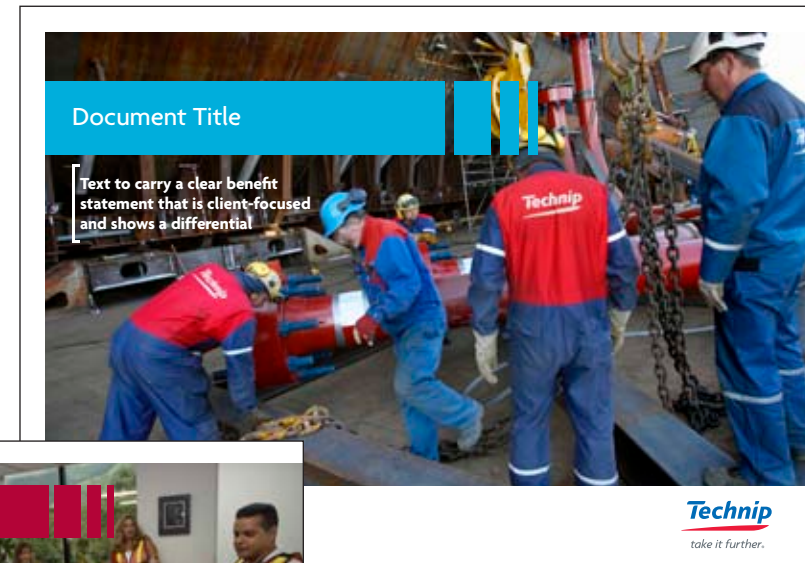
5.6 Brochures – A5 and A6 covers

For smaller sizes the proportions of the brand elements are maintained. In the A5 example the radiate bar uses a contrasting color to stand out from the yellow and black hue of the image. In the A6 example the radiate bar uses a color to complement the red in the foreground.



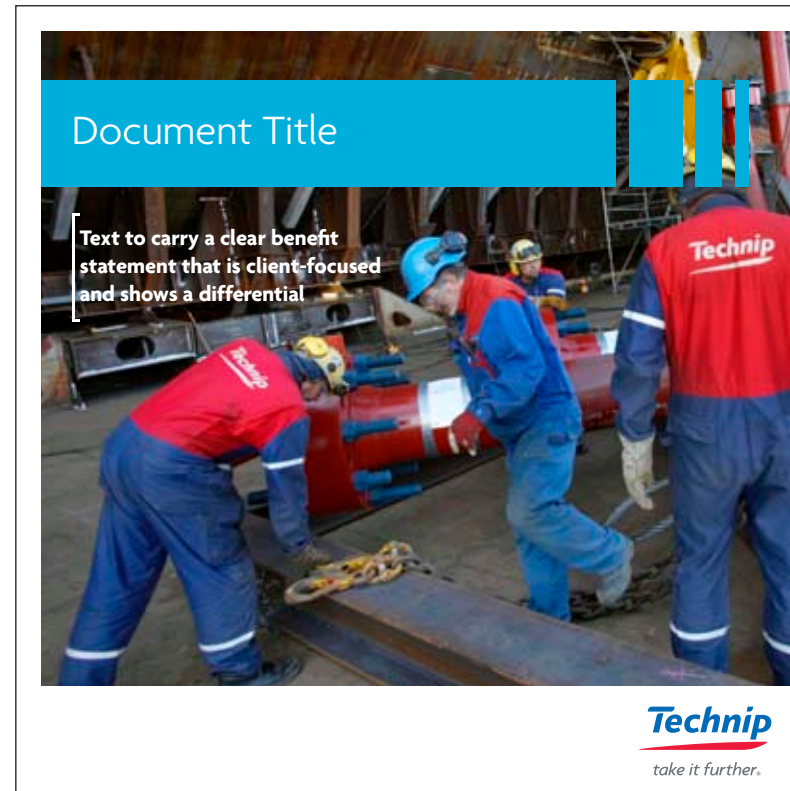
5.6 Brochures – A5 and A6 landscape covers

For smaller landscape sizes the proportions must follow the examples shown. The position and size of the radiate bar cannot be altered and care must be taken when choosing the image to ensure that the composition and areas of interest in the image are not obscured.



5.7 Brochures – square cover

For square format layouts the size and proportions of the white window and the logo remain. The radiate bar extends to the same width as the A4 version.



5.8 Brochures – gatefold leaflet

For small non-standard leaflet sizes the relative proportion of each of the brand elements must follow the basic rules used in the standard-size covers.

A global leader to take it further

Meet the world energy challenge through our projects

If energy were easy, there would be no need for a company like Technip.

Today and tomorrow, we work with our clients, wherever they are, to bring energy to the world. We will continue to contribute to their success, through our constant customer focus and our integrated and sustainable project approach.

As the industry reference, we will demonstrate the know-how, the commitment and the inspiration to help all of our partners push further to achieve their goals.

This is our vision and above all, it is our passion.

The mission to take Technip further

Our mission is to deliver safe and successful energy projects across the world for the benefit of our all stakeholders.

We maintain that focus whether faced with the biggest challenges or the smallest details.

Take it further is our attitude

Take it further is our approach to business, partnerships and aspirations. It embodies our spirit and our outlook. It is the message we want to convey through our words and above all our actions. It is the essence of Technip, making us unique.

It means excelling in what we do and succeeding together, exceeding expectations and innovating continuously.

Technip in the world



Legend:

- Regional headquarters / Operating centers
- Manufacturing plants (flexible pipelines)
- Manufacturing plants (umbilicals)
- ▲ Construction yards
- ▲ Services bases
- ▲ Spoolbases

Technip at a glance

2011




Segments of activity

Subsea

Within the domain of subsea hydrocarbon field development, Technip's activities cover the design, manufacture and installation of rigid and flexible subsea pipelines and umbilicals. Technip is a key integrated player on this market thanks to its portfolio of state-of-the-art subsea pipe technologies and industrial and operational assets.

The Group has three flexible pipe manufacturing plants (and a fourth in the planning stage), four umbilical production units, four reeled rigid pipe spoolbases and a constantly evolving fleet of vessels that is strategically deployed to serve the world's major offshore markets.

Offshore

In the Offshore business segment Technip performs engineering, procurement, construction, installation, commissioning and the refurbishment/upgrading of offshore facilities for the oil & gas industry. Technip provides these services for fixed platforms in shallow water with conventional sub-structures and self installing platforms such as the TPG 500 and for deepwater facilities including Spar, semi-submersible, TLP, FPSO and FLNG units.

The Group is a world leader in floatover installation of topsides and its R&D effort is focused on technology transfer for local content and new frontier areas such as ultra-deepwater and the Arctic.

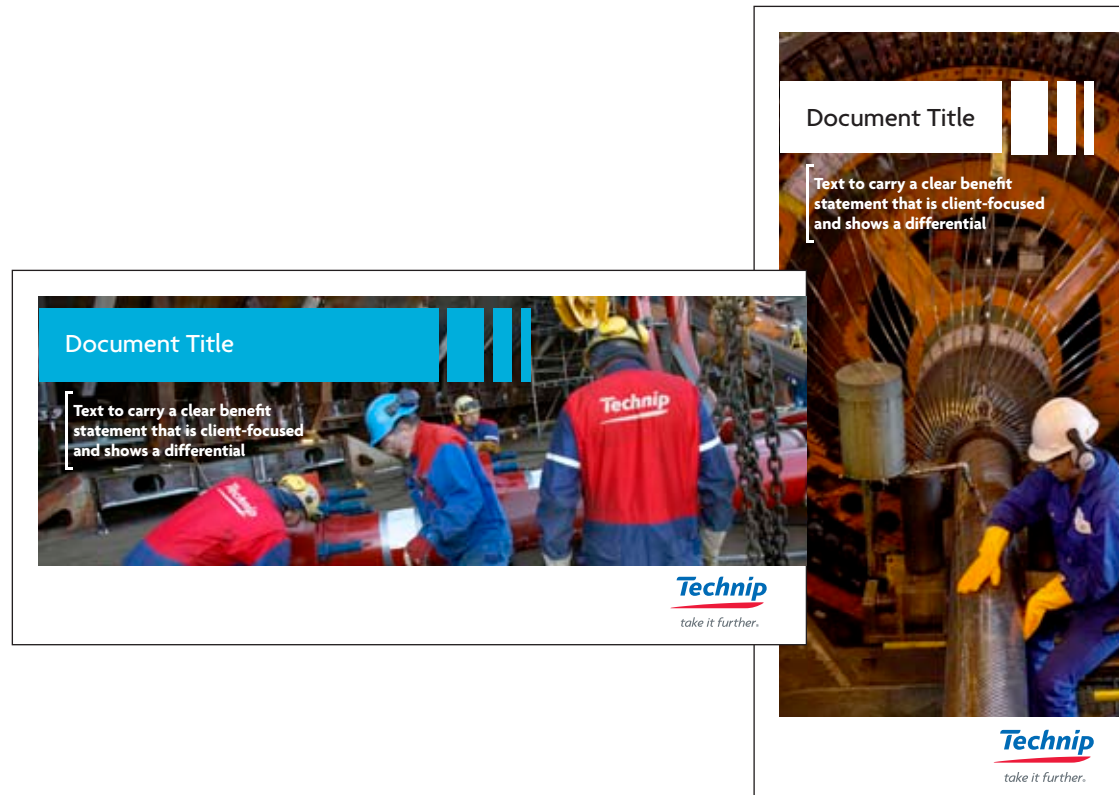
Onshore

Technip covers the full range of onshore facilities for the oil and gas chain, petrochemicals and other energy industries (nuclear, renewables including biofuels and offshore wind turbines). The Group is also present in non-energy activities (mining and metals, life sciences, buildings and infrastructures).

Technip holds many proprietary technologies and is the leader in the design and construction of LNG and gas treatment plants as well as ethylene, hydrogen and syngas units. It is one of the leading players worldwide in refining and petrochemical units.

5.9 Brochures – 1/3 A4 leaflets

Examples show how the covers are set out for 1/3 A4 size leaflets in both portrait and landscape formats.



5.10 Brochures – US letter-size cover

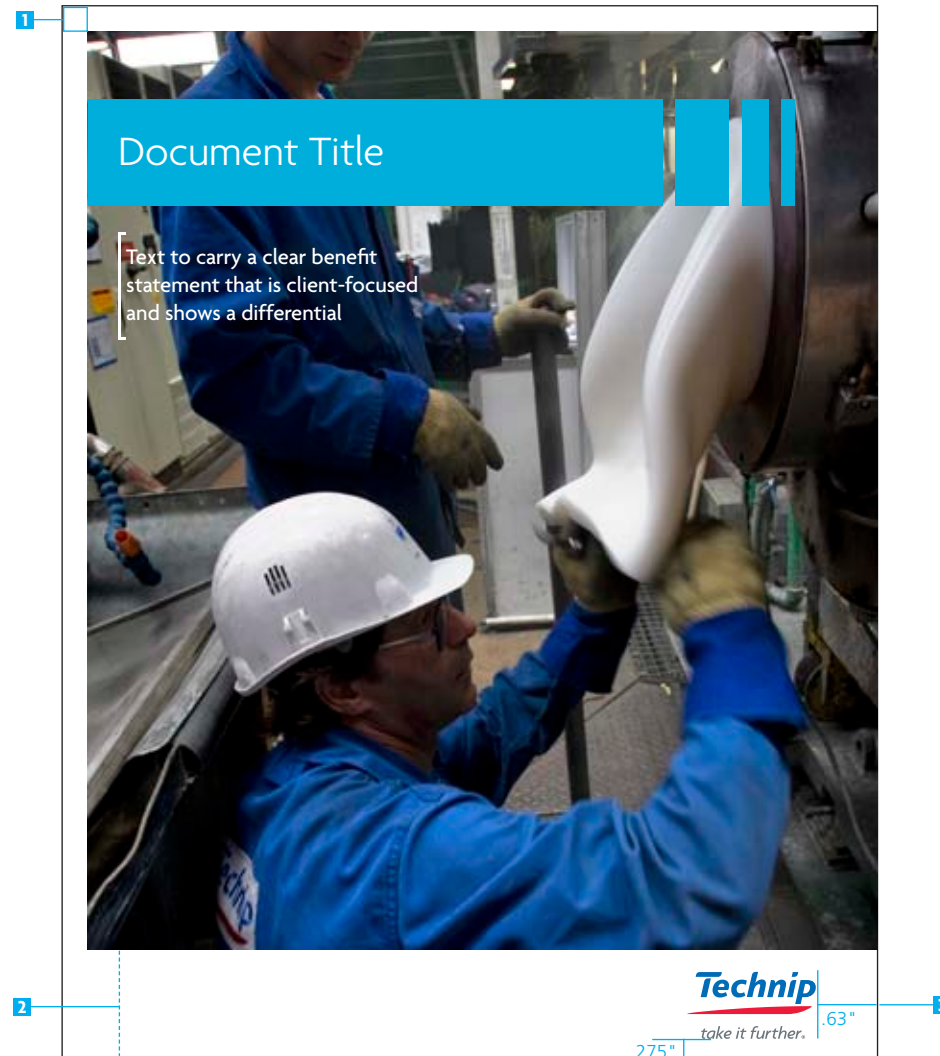
The covers for US brochures (8.5" wide x 11" deep) make use of the three brand elements; the white window, the radiate bar and the bracket. The layout of these elements must follow the proportions shown.

The choice of color for the radiate bar should be made solely from the secondary color palette, based on the image used and should either complement the overall hue of the image or seek to pick out an accent color used in the image. In the example shown the use of the blue from the secondary color palette echoes the blue in the overalls of the people.

When using the bracket device with text, care should be taken to make sure legibility is not compromised by the image underneath.

- 1 The margin around the image should be fixed at .275" square.
- 2 The white window depth can move up or down to suit image but should ideally be fixed at .59" from foot of page.
- 3 The logo is fixed at 1.34" wide, .63" from the right-hand edge and .275" from foot of page.

Refer to section 2.2 for guidance on how to use all the brand elements.



6.0 Bid Tenders



6.1 Bid Tenders – Executive Summary – A4 front cover

General guidelines

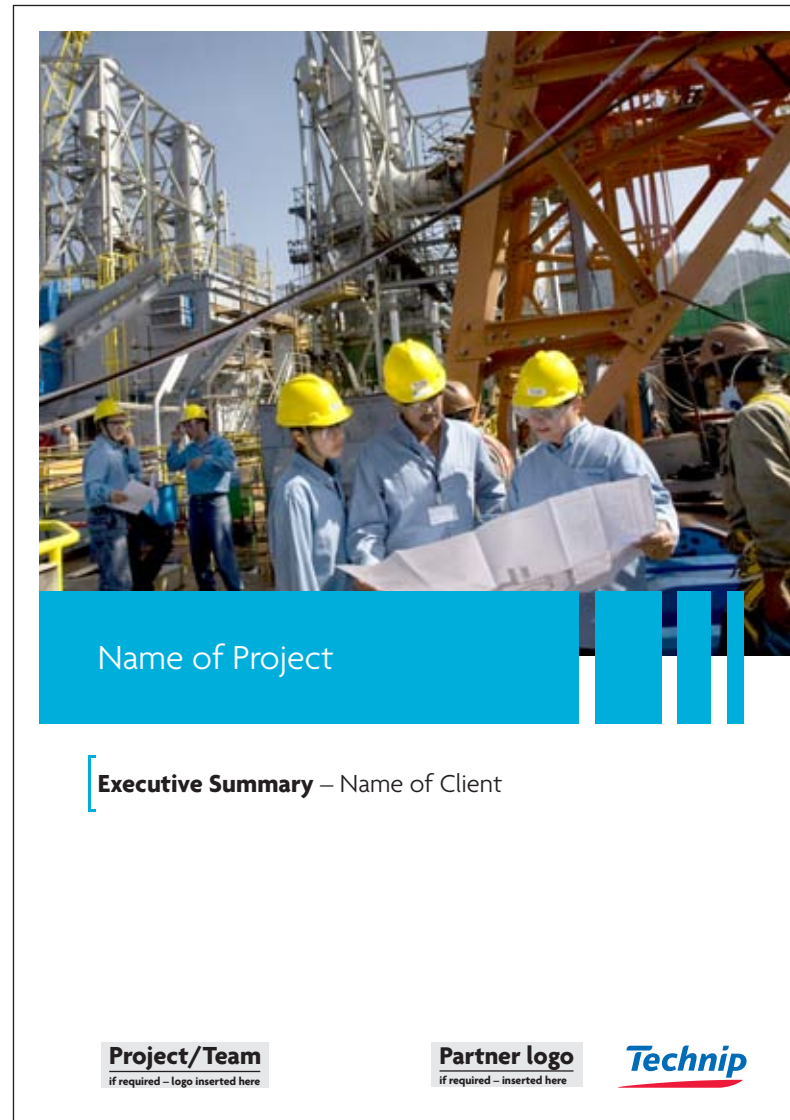
The Technip logo should always appear bottom right.

Do show partner logos.

Partner logos should appear to the left of the Technip logo but not impinge on the clear space zone around the Technip logo.

Do not show client logos, they should appear as text only.

Project or team logos may appear bottom left.



6.2 Bid Tenders – Executive Summary – A4 page layout

General guidelines

A basic two-column grid should always be used as shown.

Branding elements such as the radiate bar and bracket may be used on the internal pages.

All fonts to be Agenda (or Arial if Agenda is not available for any reason).

All colors to be selected from the secondary and tertiary palettes (if required).

Avoid shadows, gradients or background effects.

If the client has asked for a specific font size and/or format then ensure the client's requests are observed.

Typically, executive summaries should feature the following elements:

- A brief overview introduction
- Details of our approach to HSE
- Summary of our scope of involvement
- Key client benefits
- Mission statement
- An execution plan
- Details of the project teams involved
- Schedules (where appropriate)
- Previous relevant case studies
- Details of our CSR involvement




6.3 Bid Tenders – Executive Summary – A4 back cover

General guidelines

Partner logos should appear left of the Technip logo.

Do not show client logos but do show partner logos.

On behalf of Technip-Dialog Consortium			
Technip Geoproduction (M) Sdn Bhd 2nd Floor, Wisma Technip 241 Jalan Tun Razak 50400 Kuala Lumpur – Malaysia www.technip.com	Point of Contact: Contact Name Contact Job Title Tel: +XXX XXXX XXXX Fax: +XXX XXXX XXXX	Partner Name Address line 1 Address line 2 Address line 3 www.webaddress	Point of Contact: Contact Name Contact Job Title Tel: +XXX XXXX XXXX Fax: +XXX XXXX XXXX
<small>Executive Summary - 12 July 2010 - Photo credit: Technip & Dialog</small>			
Project/Team <small>if required – logo inserted here</small>	Partner logo <small>if required – inserted here</small>		

6.4 Bid Tenders – Executive Summary – A4 landscape front cover

General guidelines

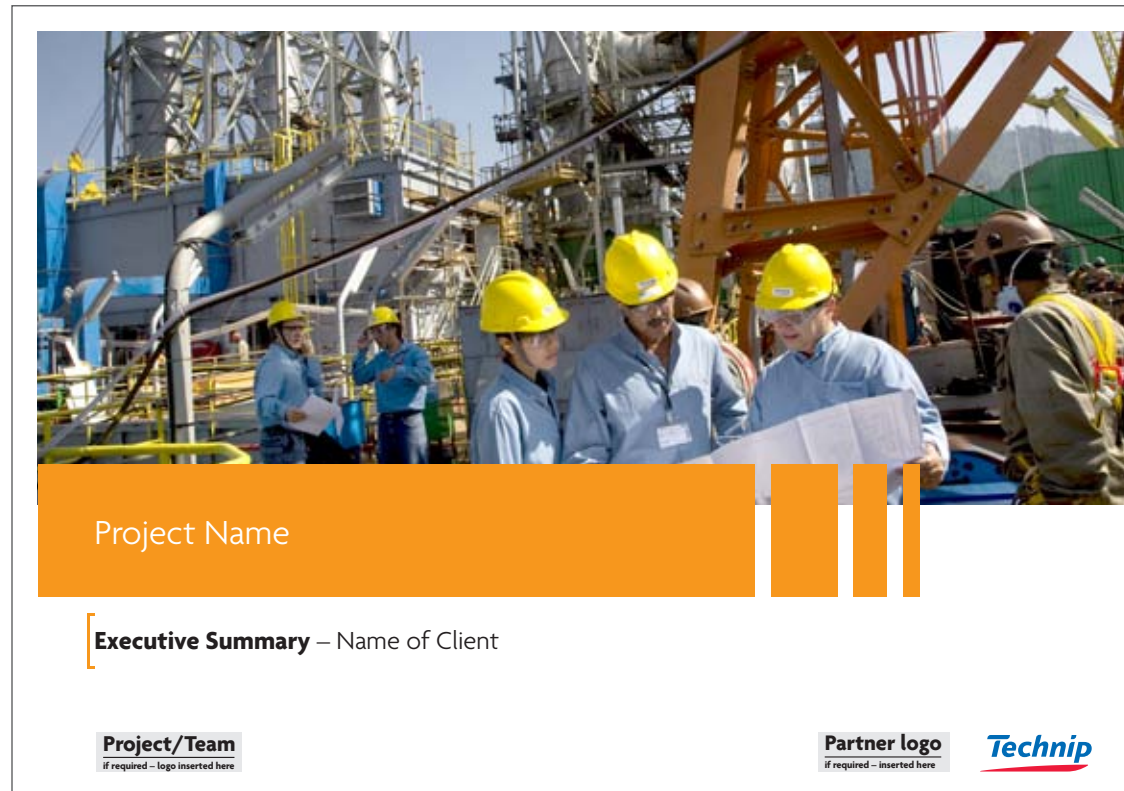
The Technip logo should always appear bottom right.

Do show partner logos.

Partner logos should appear to the left of the Technip logo but not impinge on the clear space zone around the Technip logo.

Do not show client logos, they should appear as text only.

Project or team logos may appear bottom left.



6.5 Bid Tenders – Executive Summary – A4 landscape page layout

General guidelines

A basic two-column grid should always be used as shown. Branding elements such as the radiate bar and bracket may be used on the internal pages.

All fonts to be Agenda (or Arial if Agenda is not available for any reason).

All colors to be selected from the secondary and tertiary palettes (if required).

Avoid shadows, gradients or background effects.

If the client has asked for a specific font size and/or format then ensure the client's requests are observed.

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- A brief overview introduction
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- Key client benefits
- Mission statement
- An execution plan
- Details of the project teams involved
- Schedules (where appropriate)
- Previous relevant case studies
- Details of our CSR involvement




6.6 Bid Tenders – Executive Summary – A4 landscape back cover

General guidelines

Partner logos should appear left of the Technip logo.

Do not show client logos but do show partner logos.

On behalf of Technip-Dialog Consortium			
Technip Geoproduction (M) Sdn Bhd 2nd Floor, Wisma Technip 241 Jalan Tun Razak 50400 Kuala Lumpur – Malaysia www.technip.com	Point of Contact: Contact Name Contact Job Title Tel: +XXX XXXX XXXX Fax: +XXX XXXX XXXX	Partner Name Address line 1 Address line 2 Address line 3 www.webaddress	Point of Contact: Contact Name Contact Job Title Tel: +XXX XXXX XXXX Fax: +XXX XXXX XXXX
<small>Executive Summary – © July 2010 - Photo credit: Technip & Dialog</small>			
Project/Team <small>if required – logo inserted here</small>		Partner logo <small>if required – inserted here</small>	

6.7 Bid Tenders – Executive Summary – US letter-size front cover

General guidelines

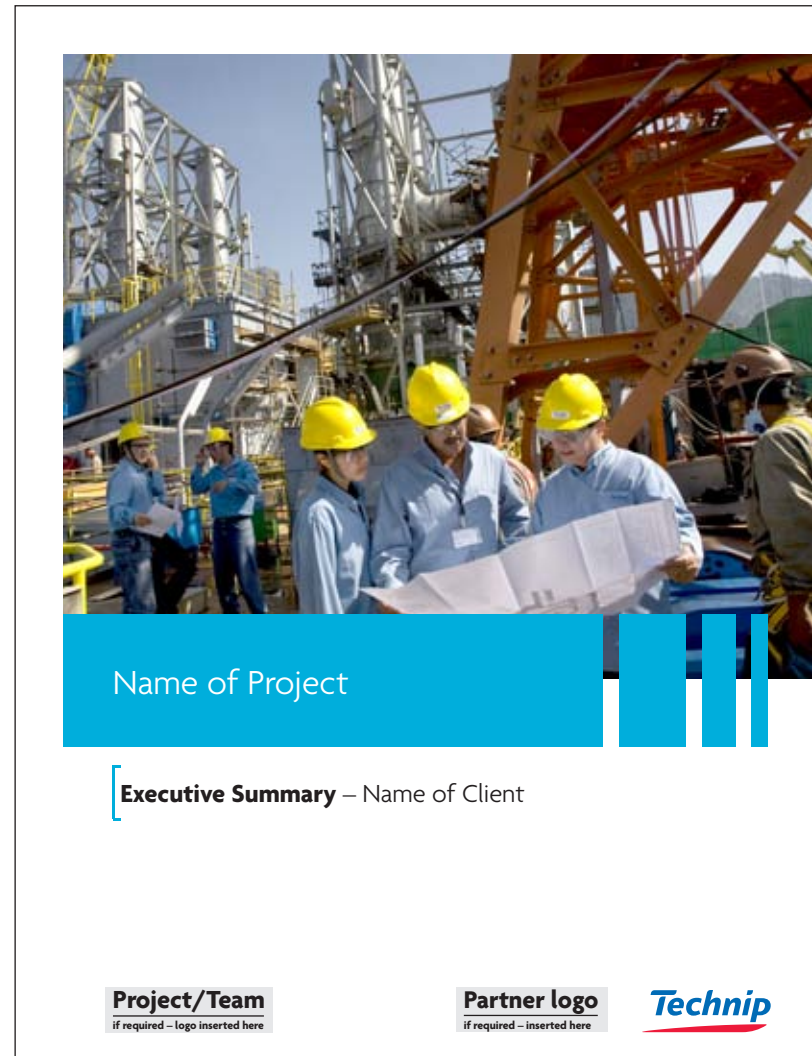
The Technip logo should always appear bottom right.

Do show partner logos.

Partner logos should appear to the left of the Technip logo but not impinge on the clear space zone around the Technip logo.

Do not show client logos, they should appear as text only.

Project or team logos may appear bottom left.



6.8 Bid Tenders – Executive Summary – US letter-size page layout

General guidelines

A basic two-column grid should always be used as shown. Branding elements such as the radiate bar and bracket may be used on the internal pages.

All fonts to be Agenda (or Arial if Agenda is not available for any reason).

All colors to be selected from the secondary and tertiary palettes (if required).

Avoid shadows, gradients or background effects.

If the client has asked for a specific font size and/or format then ensure the client's requests are observed.

Typically, executive summaries should feature the following elements:

- A brief overview introduction
- Details of our approach to HSE
- Summary of our scope of involvement
- Key client benefits
- Mission statement
- An execution plan
- Details of the project teams involved
- Schedules (where appropriate)
- Previous relevant case studies
- Details of our CSR involvement

The wireframe shows a page layout with the following elements and dimensions:

- Header:** A blue bar with the text "Sed ut perspiciatis unde omnis iste natus" and a radiate bar graphic to the right. Dimensions: .45" height, .45" width.
- Section Header:** "Nemo enim ipsam voluptatem quia voluptas sit" with a .9" height dimension.
- Text Columns:** Two columns of placeholder text. The left column has a .9" height dimension. The right column has a .9" height dimension.
- Image:** An aerial photograph of an industrial facility with large storage tanks. Dimensions: .25" gutter, .45" height.
- Caption:** "Lorem ipsum anuet" located below the image.
- Page Dimensions:** .45" width and .45" height dimensions are indicated at the corners.

6.9 Bid Tenders – Binder covers and spines (temporary template)

General guidelines

The covers and spines that Technip uses may vary in capacity depending on the volume required for the tender. Below are the four standard binder sizes used and a sample of typical cover and spine.

Binder 1, with 25mm capacity:

Cover: 310 x 245mm wide

Spine: 310 x 28mm wide

Binder 2, with 40mm capacity:

Cover: 310 x 255mm wide

Spine: 310 x 48mm wide

Binder 3, with 50mm capacity:

Cover: 310 x 265mm wide

Spine: 310 x 63mm wide

Binder 4, with 65mm capacity:

Cover: 310 x 265mm wide

Spine: 310 x 75mm wide

Name of Project

Tender reference numbers and any sub-titles

Commercial and Technical Proposal
Client Name

Month, Year

Technip
take it further.

Binder 1



Name of Project

Tender reference numbers
and any sub-titles

Commercial and Technical Proposal – Client Name

Month, Year

Project/team
if required – inserted here

Partner logo
if required – inserted here

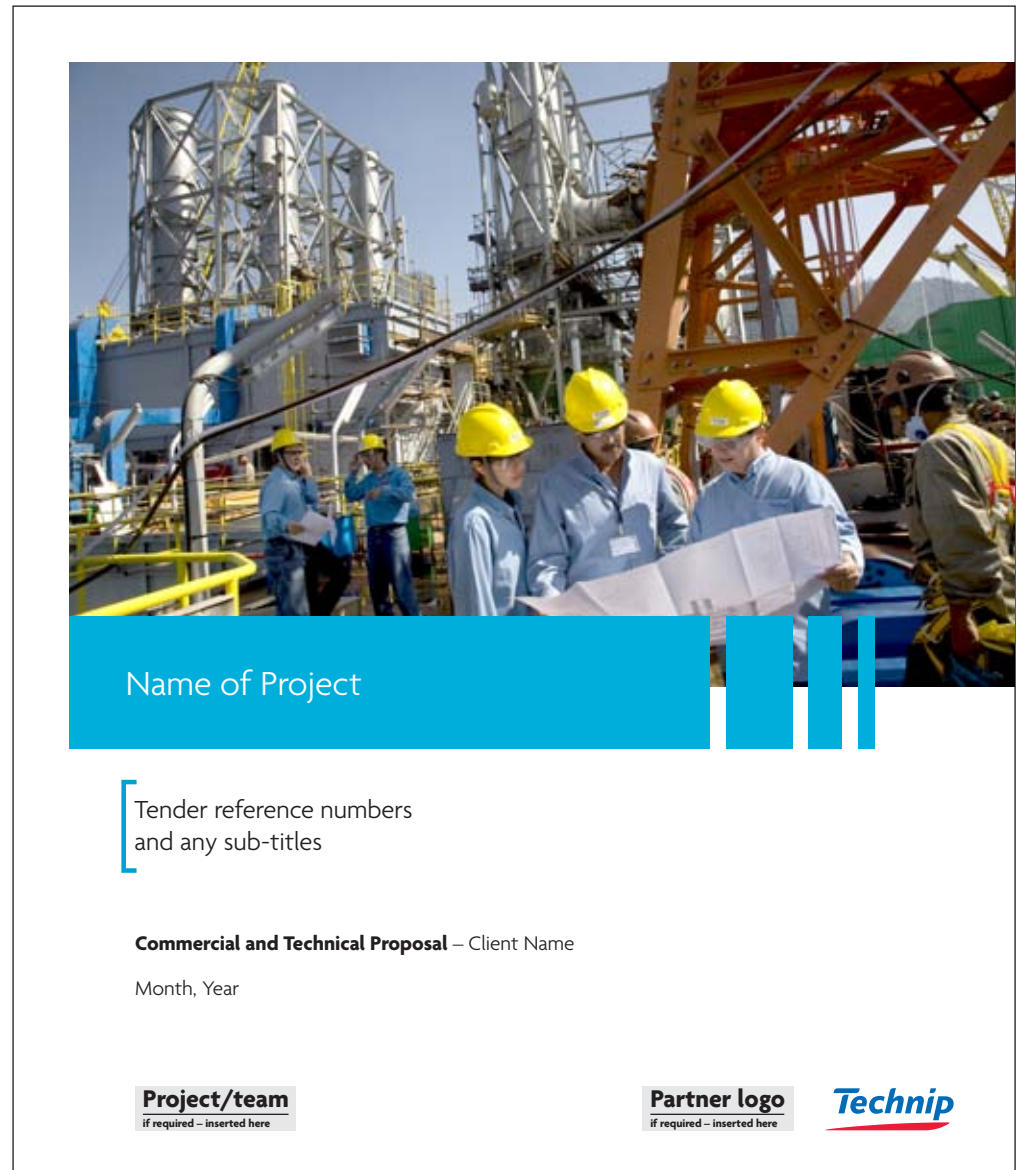
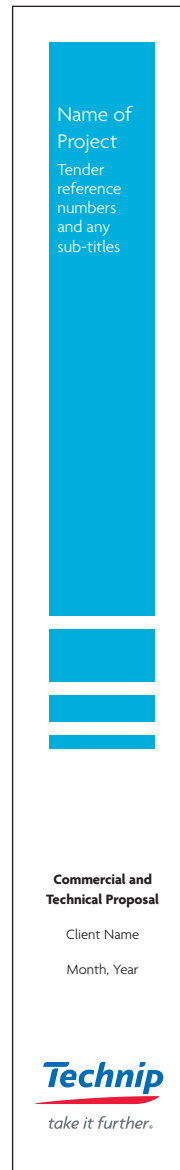
Technip

6.9 Bid Tenders – Binder covers and spines (temporary template)

Binder 2, with 40mm capacity:

Cover: 310 x 255mm wide

Spine: 310 x 48mm wide

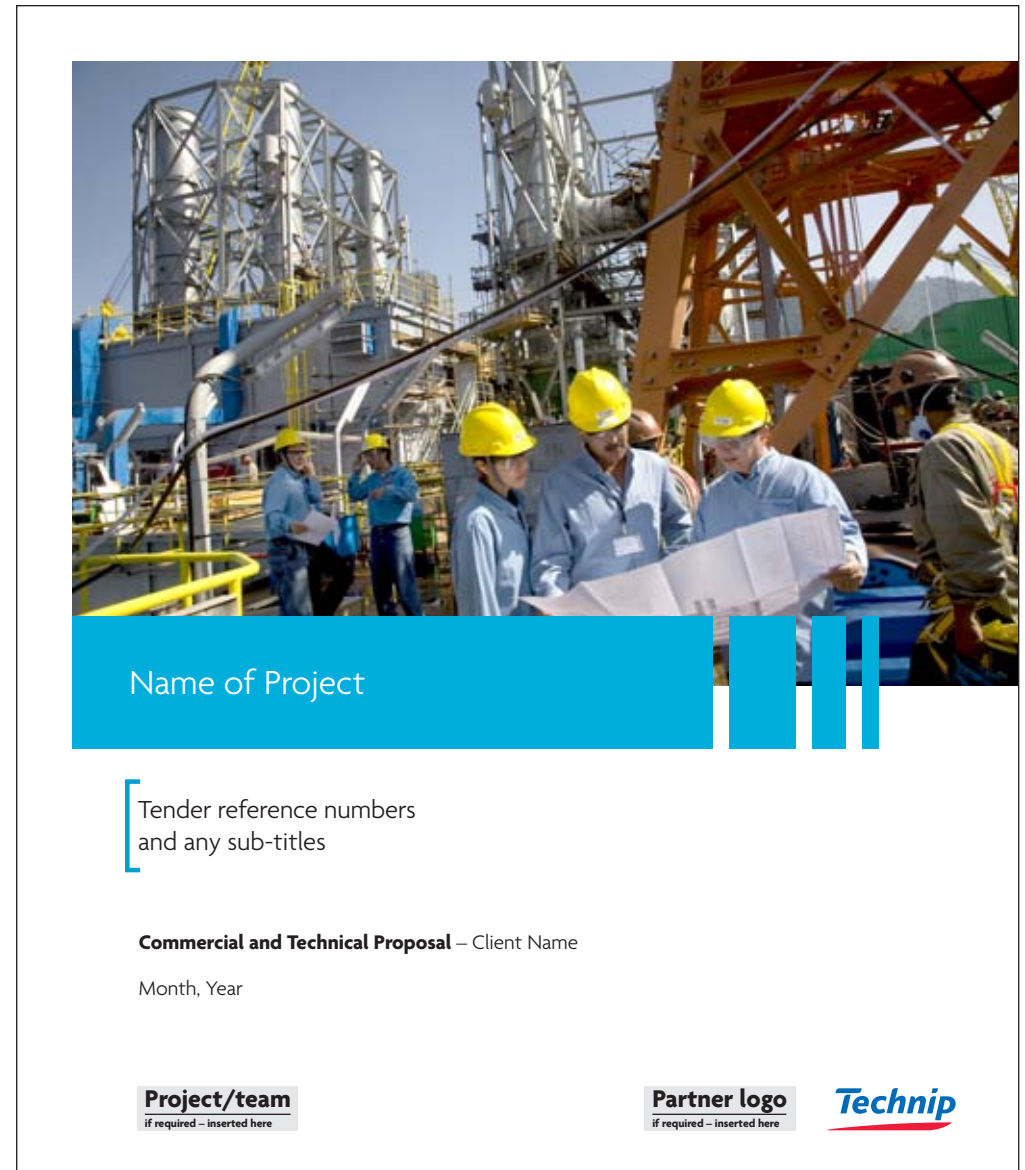
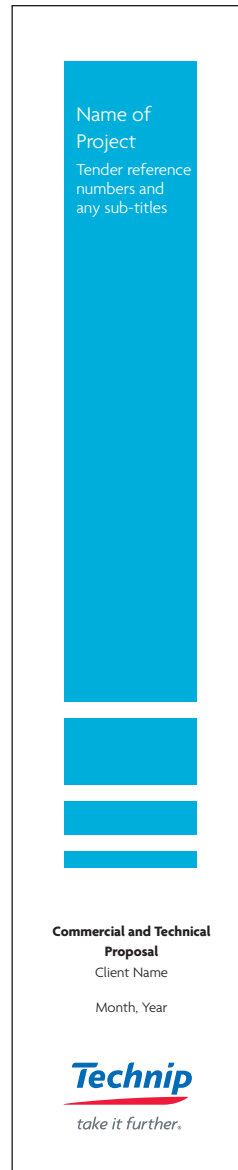


6.9 Bid Tenders – Binder covers and spines (temporary template)

Binder 3, with 50mm capacity:

Cover: 310 x 265mm wide

Spine: 310 x 63mm wide

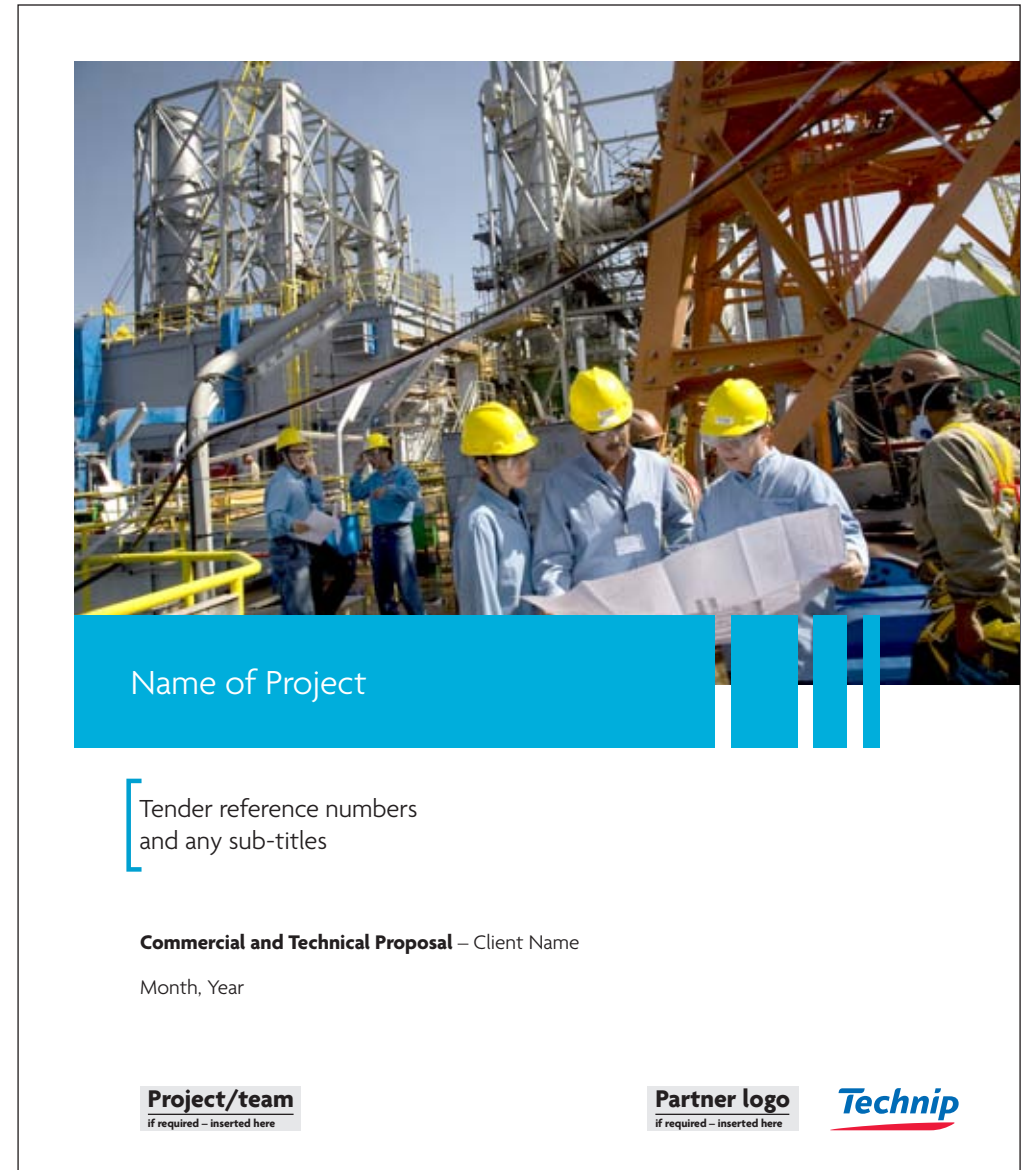
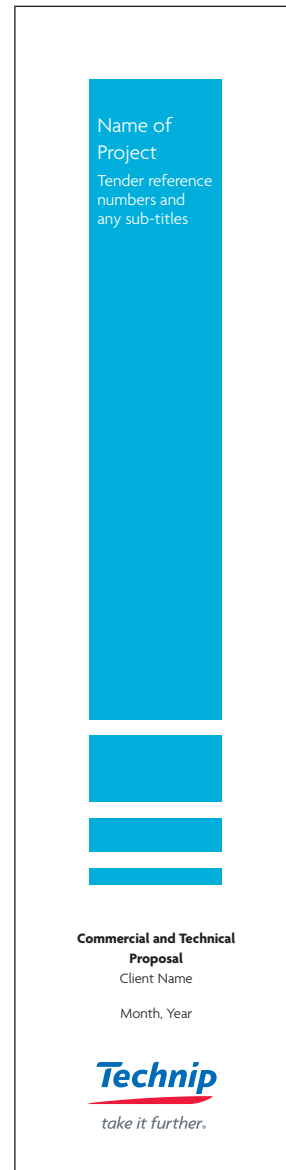


6.9 Bid Tenders – Binder covers and spines (temporary template)

Binder 4, with 65mm capacity:

Cover: 310 x 265mm wide


Spine: 310 x 75mm wide



6.10 Bid Tenders – Inside pages (temporary template)

General guidelines

The first inside page within the tender should be a repeat of the binder cover with the addition of the Technip disclaimer: *'The present document is the Property of Technip France and shall not, under any circumstances, be totally or partially, directly or indirectly, transferred, reproduced, copied, disclosed or used without its prior written consent, for any purpose and in any way other than that for which it is specifically furnished or outside the extent of the agreed upon right of use.'*



Name of Project

Tender reference numbers
and any sub-titles


Commercial and Technical Proposal – Client Name

Month, Year

The present document is the Property of Technip France and shall not, under any circumstances, be totally or partially, directly or indirectly, transferred, reproduced, copied, disclosed or used without its prior written consent, for any purpose and in any way other than that for which it is specifically furnished or outside the extent of the agreed upon right of use.

Project/team
if required – inserted here

Partner logo
if required – inserted here



6.10 Bid Tenders – Inside pages (temporary template)


General guidelines

Text should be 9pt Arial – Regular, Italic and Bold throughout with one-and-a-half line spacing. A full line space between each heading should be observed.

A wider margin at the left-hand side is required to allow for the (four) drilled holes at 80mm centres.

All text should be 9pt with one-and-a-half line spacing.

A Word template is available from the Brand Point.

Name of Tender		
Name of Tende, line 2		
Section/Chapter / reference number		Month, Year
General Contents		
CHAPTER 1 -	COVERING LETTER AND FORM OF TENDER	Book 1
CHAPTER 2 -	TENDER SECURITY	Book 1
CHAPTER 3 -	STATEMENT OF FEED ENDORSEMENT	Book 1
CHAPTER 4 -	EXCEPTIONS/QUALIFICATIONS/CLARIFICATIONS	Book 1
CHAPTER 5 -	PROJECT EXECUTION	Book 1
	1. Executive summary (Revision 1)	Book 1
	2. General AND Project Management	Book 1
	3. Process AND Engineering	Book 1
	4. Procurement	Book 2
	5. Third Parties Approval	Book 2
	6. Construction	Book 2
	7. Commissioning and test run	Book 2
	8. Hse Execution	Book 2
	9. Quality assurance / Control	Book 2
	10. Interface MANAGEMENT Plan	Book 2
	11. Information Technology (IT)	Book 2
	12. Licensor Management	Book 2
CHAPTER 6 -	PROJECT ORGANISATION	Book 3
	1. Management Organisation	
	2. Management Team Duties	
	3. Links To Corporate Organisation	
	4. Mobilisation / Demobilisation	
ANNEX A : ORGANISATION CHARTS		
page No.		

6.10 Bid Tenders – Inside pages (temporary template)

- 1 Header: 8pt Arial Regular/Bold
Tender title and reference number ranged left.
Date: 7pt Arial Regular – to be ranged right.
- 2 Body text: 9pt Arial Regular/Italic/Bold
Use one-and-a-half line spacing throughout with full line space between headings.
- 3 Footer: 7pt Arial Regular for date, centered within page. Technip logo to the right-hand side. Partner logo (if required) to go to left-hand side. No client logos to be shown.

1 Name of Tender
Name of Tende, line 2
Section/Chapter / reference number Month, Year


2 2.1 **Project Manager**
The Project Manager has overall responsibility for the project management and ensures that all project schedule, cost and performance targets are met.
He achieves this through his supervision, organization and control of his Project Management Team.
He reports project performance to COMPANY and to his Steering Committee. This link is important since it enables the Project Manager to obtain the necessary corporate support and resources required to perform the project, and provides a suitably high-level platform on which to discuss inter-company issues.
The Project Manager is the formal single point of contact with COMPANY representative, although direct contacts may be taken between COMPANY specialist engineers and CONTRACTOR's engineering counterpart for day-to-day co-ordination work.
The Project Managers is also in charge of the
The following executive managers report to the Project Manager.

2.1.1 **Construction Manager**
Construction Manager has the responsibility of the global management of construction on yard(s) working closely with the Project Manager. He is in charge of:

- Field Engineering: verify that the work is executed in accordance with the engineering drawings and specifications and are assisted as required by vendor's representatives (as the case may be) responsible to control construction activities specific to their equipment. He checks and verify the production of shop drawings, construction procedures and other documentation necessary for the site work. These functions consist also in resolving engineering/material problems, clarifying engineering documents during construction, responding to questions from the construction group and also work with the pre-commissioning teams. The Construction Manager requests for vendor support at site are initiated by completion of vendor call-off forms prepared by the field engineering or commissioning teams. On arrival on site, the Construction Manager will be appraise site procedures.
- Implement a QA, CC and HSE procedures and follow on a day basis that subcontractors on worksite are applying procedures and all HSE aspects are handled by the project. He also carry out periodic audits to ensure compliance with project requirements.
- Site Quantity; the Construction Manager is also in charge of the quantity survey and check the delivery of bulk and COMPANY ITEMS are delivered as per the contract terms.

The Construction Manager is assisted by:

- The schedule Engineer located in Luanda for the follow-up and up-to-date schedule on weekly basis.
- The Project Control Manager located in Luanda who is responsible for progress reporting and liaison with the yard's scheduling group, advising on any cost aspects of the work, periodically assessing the risks with Yard team and preparing bills of quantities with the assistance of Quantity evolution.

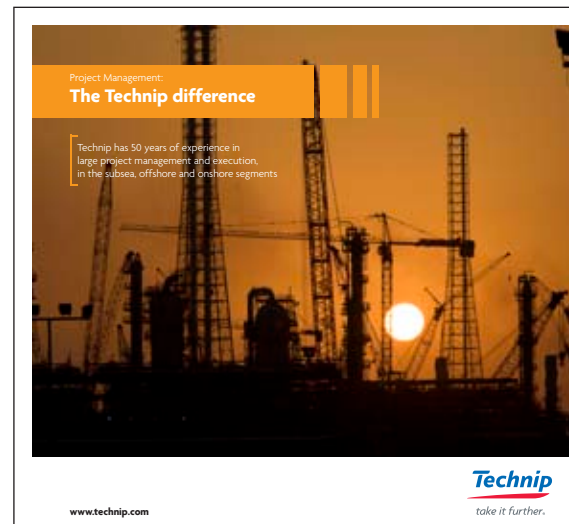
3 page No. 

7.0 Exhibition and Display



7.1 Exhibition and display – posters and wall panels

When wall-mounted panels or posters are required the exact proportions and size will vary depending on the space available. The examples show various layouts that accommodate different amounts of imagery and text.



7.1 Exhibition and display – posters and wall panels

Examples of layouts for portrait formats.



The Technip difference

- 50 years of experience in large project management and execution, in the subsea, offshore and onshore segments
- Technical and technological excellence of Technip teams
- More than 40,000 projects successfully completed in every region of the world

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The Technip difference

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- Technical and technological excellence of Technip teams
- More than 40,000 projects successfully completed in every region of the world
- Operational centers on all continents: multi-local expertise
- A worldwide EPC internet-based procurement system to increase flexibility and competitiveness



The Technip difference

Technip has 50 years of experience in large project management and execution, in the subsea, offshore and onshore segments.

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7.1 Exhibition and display – internal posters and wall panels

Posters

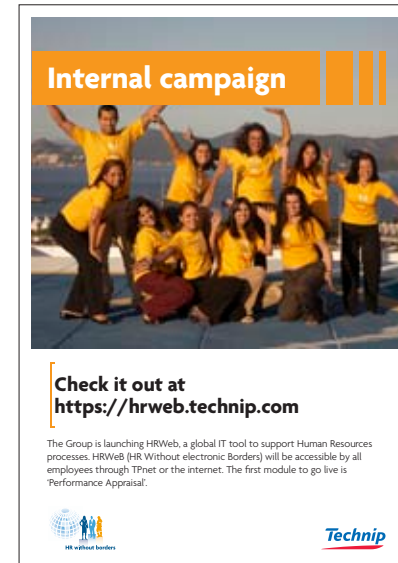
A variety of layout options are possible to cover:

- High-impact posters with a large image area and minimal text
- A balance of text with supporting imagery
- Text only with no imagery

The typical dimensions for Group posters is 60cm x 80cm.

Internal logos

Internal logos such as 'HR without borders' may appear on promotional material such as posters and leaflets. They should be shown no larger than the main Technip identity. They should not impinge on the clear space area around the Technip logo. For both posters and leaflets the Technip logo will appear bottom right and any internal logos should generally sit in the bottom left, aligned to the left text margin.

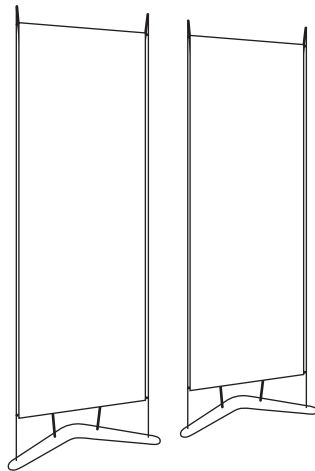


7.2 Exhibition and display – banner stands

Attendance at any exhibition or event should use collateral designed to reinforce the brand values. By giving consideration to both the type and number of people present and the opportunity to own the space it will provide the basis for deciding which approach to adopt. There are three distinct formats that form the basis for a wide variety of events.

Small-scale event

In this situation a series of banner stands can be used (normally one or two). These will work for both manned and unmanned locations. Graphics can be applied using one of the formats illustrated.



Typical banner stands

Large image and key message

Image and bullet point information

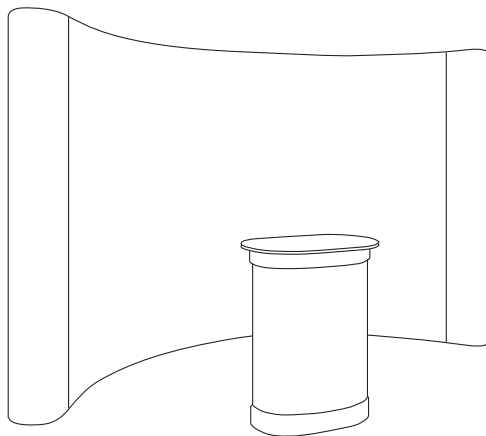
Multiple images and bullet points

7.3 Exhibition and display – pop-up stands

Medium-scale event or conference

For situations where the space can be owned by Technip a system that provides a back wall can be used. These events would require personnel onsite and may incorporate the use of a plasma or laptop for presentations. Plinths can be added for product displays. The example shows a pop-up display with a single large-scale image and key message using one of the secondary colors.

On exhibition and display panels the logo should be placed at the top right of the panel/display – to maximize visibility.



A typical 3x4 pop-up system with a lectern, which doubles as a transport and storage container.



7.3 Exhibition and display – pop-up stands

Medium-scale event or conference

These examples show layout versions that incorporate an image with bullet list information and one with multiple images also with bullet points. The block colors at each end are used for the 'end caps' on the display system.



7.4 Exhibition and display – guidelines for custom-built stands

For large trade shows and exhibitions that use custom-built stands it is not possible to provide design templates so the following guidelines have been developed to provide a basis for a consistent look and feel that represents the Technip brand values.

It is of prime importance to attract visitors to the stand and this can be facilitated by a carefully planned layout. People need to be encouraged to interact with the space and be able to walk around freely. The use of subtle pathways within the layout will help visitors gain as much as possible from the Technip experience.

Stand layout

As a guide the stand can be planned in terms of specific areas of activity and the size, scale and interaction of these areas can be tailored to suit the available space.

First impressions count. A welcome area reinforces the fact that visitors have entered a Technip stand, presenting them with an ordered, inspiring environment that has a positive visual impact.

Products or services should be displayed prominently and confidently without distractions or ornamentation. Information about them should be obvious and easily accessible to visitors.

The layout should include a specific area for interacting with visitors. Technip representatives are the key to this area. They need to be relaxed and knowledgeable and use the correct tone of voice.

Meeting areas can be formal or informal depending on the type of exhibition and the predicted needs of visitors. Both should offer a quiet area to facilitate discussion.

An hospitality area can be used as a focal point for the exhibition and as the location for sponsored events and competitions. Ensure all giveaways are high quality, innovative, relevant and correctly branded.

It is essential that your stand stays clean and in good working order throughout the exhibition. Allow sufficient storage space and make sure electrical equipment is regularly checked and that technical support is available.

Finishes and Materials

The stand appearance should be clean, simple and high quality reflecting the Technip brand. The dominant finish on Technip stands should be white acrylics or laminates and these should be accompanied with combinations of materials such as stainless steel, frosted glass, aluminum and light-colored timber.

Generous use of white-colored materials such as laminates, canvas and rubber, alongside natural textures such as sand, water and pebbles creates a contemporary, confident yet welcoming environment.

Graphics

Don't take it for granted that because people are around you'll get their attention. Exhibitions have to work even harder to cut through the clutter. Your graphics must leave people in no doubt as to who we are and what our message is.

All graphics should follow the brand guidelines, so it's worth refreshing your memory on them before you start. Please pay careful attention to the following:

- the color palettes
- the brand elements
- image style and quality
- key messages and tone of voice

Lighting

Lighting is the most flexible tool you have. It can attract and direct, create a sense of private space, dictate a mood or simply highlight information.

Viewing distances, sight-lines and the changing light values during the day will all affect your design. Existing hall lighting and specifications may compromise the effects you want to achieve. Establish what impact natural light has on the exhibition area, as this will be the most unpredictable element.

The stand lighting should take into account intensity, amount, direction and color which can be combined to create different moods and mark out set areas of the stand.

Keep in mind what the stand is being used for and give yourself the flexibility to adjust accordingly during the day. For instance, a softer, more relaxed atmosphere may be more appropriate for an evening reception whereas an early morning technical briefing may require more emphasis on brightness and clarity.

7.4 Exhibition and display – guidelines for custom-built stands

Directional lighting in the form of up- and down-lighters will highlight specific information or product display. Always make sure light fittings are hidden and both up- and down-lighters are kept internal wherever possible.

Furniture

Furniture is a subtle way of determining how visitors experience and enjoy our stand. Consider whether it is a good place to sit and review a proposal, study technical details or simply relax?

Furniture style is determined by expected visitor numbers, the length of the average stay and the planned nature of the interaction with Technip representatives.

Hard seating creates a formal, business-orientated area perhaps best suited to using interactive screens. Softer seating provides a relaxed and informal discussion area. Hard and soft governs short- or long-stay visits.

A mixture of styles arranged in specific areas will vary visitor flow through the stand. For colors, refer to the brand color palettes. Modern organic clean forms should be chosen that complement the exhibition space and the materials and finishes.

Interactivity

Interactive screens are an approachable and straightforward way to give and gain information or to just provide visitors with an enjoyable diversion.

Position screens where they'll be easily seen and easily

used but not where they'll get in the way of other users or visitors. A discreet area is best as long as it is well signposted.

If you're using sound, make it loud enough to attract interest, but not too loud to be a nuisance. Directional speakers can create cocooned areas where a concentrated message can be heard free from other background noise.

Set screens at a variety of heights so they can be used standing, seated or to give wheelchair users access. Decide on screen height and positioning by the length of the intended interaction; don't expect people to stand through long presentations.

Non-interactive screens can be used to play films showing Technip brand values at work.

Remember that not all interactivity is down to technology. Good conversation can often make the point as effectively. The degree of interactivity, or the decision to have any at all, depends on the content you can offer.

Sound

There are many ways to deliver sound in an exhibition environment: videos, interactive displays, music and presentations. All should be coordinated so they work together to create the soundtrack for a busy and confident stand. For specific functions, such as interactive screen presentations, headphones and directional speakers can prove very effective.

Remember that sound may be generated by adjacent stands. Carefully planned use of sound can mask the noise

of others, as well as set the pace of your own environment: do you want to increase the throughput of visitors with up-tempo music or create a relaxed environment to help your team engage visitors in discussion?

Decorative elements

Plants and flowers are living decorations which can reflect positively on our brand. Flowers should be elegant, simple and impactful. Always use real plants and flowers. Potted plants or flowers are more in keeping with the brand values since they continue to live, whereas cut flowers have a limited life. Dried plants and silk flowers should not be used.

Displays must appear natural. Containers should be simple and clean-cut.

Detailed guidelines are being developed and will be available on the Brand Point.

8.0 PowerPoint



8.1 PowerPoint – guidelines and templates

PowerPoint presentations will have master slides available saved as Onscreen Shows with 4:3 proportions, suitable for most of today's PCs' screens available from the Brand Point.

Text is shown in the primary color Grey 431 (R: 94, G: 106, B: 113).

The size and position of the logo should remain constant throughout the presentation and be no more than 10% of the total area of slide.

- 1 Arial Bold 32pt
Leading 34pt
- 2 Arial Bold/Regular 18pt
Leading 20pt
- 3 Arial Regular 14pt
Leading 16pt



8.1 PowerPoint – guidelines and templates

Typical presentation slides samples.

PowerPoint template and guidelines are available from the Brand Point.

Divider page – Subtitle here



1 Placeholder
2 Placeholder




Slide title

Subtitle

- **Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed non risus. Suspendisse lectus tortor, dignissim sit amet.**
 - Cras elementum ultrices diam. Maecenas ligula massa, varius a, semper congue, est mod non, mi.
 - Proin porttitor, orci nec nonummy molestie, enim est eleifend mi, non fermentum diam nisi sit amet erat.
- **Duis semper. Duis arcu massa, scelerisque vitae, consequat in, pretium a, enim. Pellentesque congue.**
 - Ut in risus volutpat. libero pharetra tempor.

Conclusion

1 Placeholder
2 Placeholder

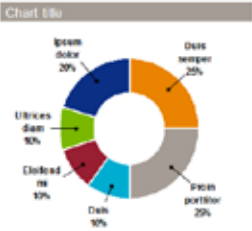


Slide with pie chart

Sous-titre

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Cras elementum ultrices diam.
- Proin porttitor, orci nonummy.
- molestie, enim est eleifend mi.
- Duis semper. Duis arcu massa, scelerisque vitae.


Chart title



Segment	Percentage
Ipsum dolor	20%
Duis semper	25%
Proin porttitor	25%
Duis	10%
Ultrices diam	15%
Eleifend mi	10%



Conclusion

1 Placeholder
2 Placeholder




Project sheet – offshore segment

- Client: name of client
- Semi-submersible platform
- Value: \$X billion
- Delivery: Q4 2010
- Water depth: 1,700 m

Fusce varius, ligula non tempus aliquam, nunc turpis ullamcorper nibh, in tempus sapien eros vitae ligula. Pellentesque rhoncus nunc et augue. Integer id felis. Curabitur aliquet pellentesque diam.

1 Placeholder
2 Placeholder



Business segments



- Subsea**
 - Fusce varius, ligula non tempus aliquam,
 - Nunc turpis ullamcorper nibh,
 - In tempus sapien eros vitae ligula,
 - Pellentesque rhoncus nunc et augue,
- Offshore**
 - Fusce varius, ligula non tempus aliquam,
 - Nunc turpis ullamcorper nibh,
 - In tempus sapien eros vitae ligula,
 - Pellentesque rhoncus nunc et augue,
- Onshore**
 - Fusce varius, ligula non tempus aliquam,
 - Nunc turpis ullamcorper nibh,
 - In tempus sapien eros vitae ligula,
 - Pellentesque rhoncus nunc et augue,

Solution across the value chain

1 Placeholder
2 Placeholder









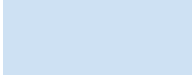


8.2 PowerPoint – colors assigned to segments

Colors assigned to segments in specific cases

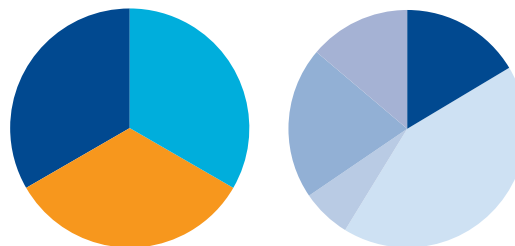
In order to achieve a consistency and clarity when **producing reports** the colors shown are to be used at all times for charts, graphs and diagrams relating to the three key areas within Technip; Subsea, Onshore and Offshore. It is permitted to use percentage tints of each color in order to extend the palette range.

Please note that these color associations are not required when producing external communications or marketing collateral.

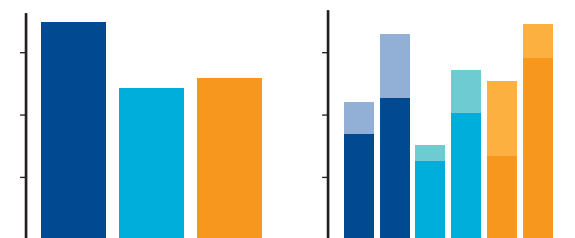
Refer to section 2.4 for CMYK and RGB color breakdowns.

Subsea	Offshore	Onshore
		
PMS 280	PMS 312	PMS 144
		
PMS 651	PMS 319	PMS 143
		
PMS 2707	PMS 324	PMS 141

Pie Chart Examples



Bar Chart Examples



9.0 Advertising



9.1 Advertising – corporate, full page

The use of advertising in both printed media and external media will involve a wide range of sizes and proportions. The following pages show examples of how the brand elements can be applied to design layouts with varying amounts of text and images. It may be a brand awareness ad or a specific product ad but it is always important to use the key messages suitable for the target audience and to make the proposition clear and easy to understand.



taking it further **subsea**

Technology-driven global solutions from the world's leading subsea contractor

Within the domain of subsea hydrocarbon field development, Technip's activities cover the design, manufacture and installation of rigid subsea pipelines and umbilicals. Technip is a key player on this market thanks to its first-class range of subsea pipe technologies and industrial and operational assets.

The Group has three flexible pipe manufacturing plants, three umbilical production units, five reeled rigid pipe spoolbases and a constantly evolving fleet strategically deployed in the world's major offshore markets.

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sales@technip.com
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taking it further **offshore**

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taking it further **onshore**

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Senior Welding Engineer
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Assistant Project Manager
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QHSE Superintendent
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Supply Chain Manager
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Senior Project Engineer
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Structural Engineer
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Corporate Head Office:
89 avenue de la Grande Armée
75116 Paris
France
Phone: +33 (0)1 47 78 24 00
Email: Technipbrand@technip.com

To apply, go to:
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Senior Project Engineer
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Assistant Project Manager
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10.0 Disk Packaging



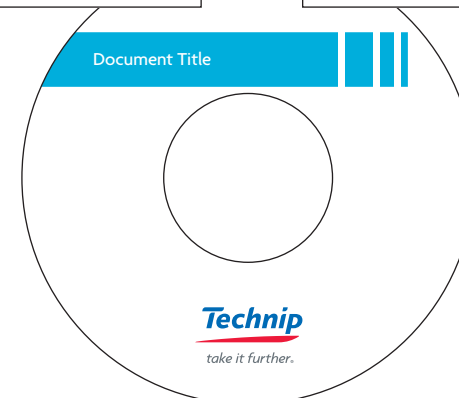
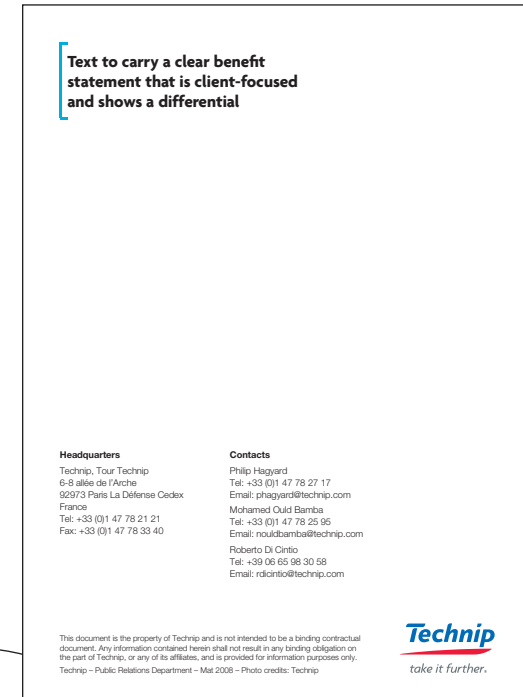
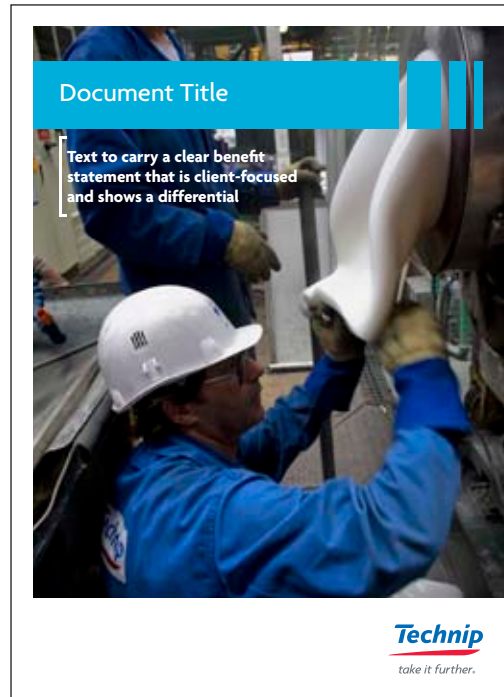
10.1 Disk packaging – wallet, covers and label

For card wallets the layout shown provides the template for front and back cover as well as the disk label.



10.2 Disk packaging – jewel case

The layout shown is for 'jewel case' boxes front, back and disk label.



11.0 Internal newsletters



11.1 Internal newsletters – **printed** (work in progress)

11.2 Internal newsletters – **online** (work in progress)

Contacts



For questions relating to the Brand Manual contents or any other brand-related issue, please send an email to: **technipbrand@technip.com**

or contact your regional or local

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