

Logo - Internally



For use across all internal materials, the SNC-Lavalin logo evokes solidity, forward movement, simplicity, balance and universality. "SNC-Lavalin" maintains a historic link with the two companies, SNC and Lavalin, that merged in 1991. The emblem and logotype are inseparable. This is the official logo of SNC-Lavalin and is to be used prominently and consistently in the company's communications.

When to use it: In all internal materials, including PowerPoint and Word documents.

Clear space

The logo should always be surrounded by an empty protection space. The width of this space is equal to the height of the letter “S” in the logotype. Only the logo should appear in this empty space, independent of any other graphic element or text.



Emblem



Pantone® 3025C
C100 M17 Y0 K51
R0 G90 B132
#005A84

SNC-Lavalin



Black
C0 M0 Y0 K 100
R0 G0 B0
#000000

Minimum sizes

Here is the minimum width for:

Web: 110 px
Print: 25mm



Logo variations

(A) Default colour version on white background.

(B) Solid colour version on white background with no halftone.

(C) Solid white version on dark background with no halftone.

(D) Solid white version on coloured background. You can use this version as long as there is enough contrast between the logo and the background.

(E) Default colour version or solid white version on a background image. Again, you can use these versions as long as there is sufficient contrast between the logo and the background.



A



B



C



D



E



Logos externally Single brand

The single brand approach to use of the Atkins brands applies to EDPM external materials with the below exceptions. It can also apply to external materials related to legacy Atkins services in other sectors where agreed with the sector Communications Vice President.

EDPM exceptions to single brand:

- › EDPM operations in Canada
- › Financial reporting
- › In some geographies, the team formerly known as Rail & Transit
- › Some specific, agreed existing geographic differences (e.g. Saudi Arabia and mainland China)



Atkins

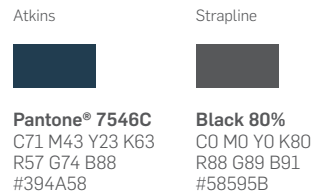
The Atkins logo must always be accompanied by the descriptor (as shown).

To ensure maximum impact and visibility across all communications, the logo must never be crowded by other graphic elements. A defined clear zone for the logo is specified by half the height of the letter "A" in the Atkins logotype.



Colours

Shown here are the colours used in the logo.



Minimum size for digital and print applications

Shown here is the minimum width for web and print.

Logo files can be found in our brand manual [here](#).

Digital applications



The Atkins logo should not be reproduced online smaller than 12.5% of screen size, the equivalent of 20mm width

Print applications



Faithful+Gould

The Faithful+Gould logo must always be accompanied by the descriptor (as shown).

To ensure maximum impact and visibility across all communications, the logo must never be crowded by other graphic elements. A defined clear zone for the dual logo is specified by the height of the letter "F" in the Faithful+Gould logotype.



Colours

Shown here are the colours used in the logo.

Faithful / Gould



Pantone® 7546C
C71 M43 Y23 K63
R57 G74 B88
#394A58

Strapline



Black 80%
C0 M0 Y0 K80
R88 G89 B91
#58595B

Piece 1



Pantone® 382C
C30 M0 Y100 K 0
R201 G210 B0
#C9D200

Piece 2



Pantone® 2925C
C85 M21 Y0 K0
R0 G152 B219
#0098DB

Minimum size for digital and print applications

Shown here is the minimum width for web and print.

Digital applications



Print applications



Logo files can be found in our brand manual [here](#).

Atkins Acuity

The Acuity logo must always be accompanied by the descriptor (as shown).

To ensure maximum impact and visibility across all communications, the logo must never be crowded by other graphic elements. A defined clear zone for the logo is specified by half the height of the letter "A" in the Acuity logotype.



Colours

Shown here are the colours used in the logo.

Acuity



Pantone® 7546C
C71 M43 Y23 K63
R57 G74 B88
#394A58

Strapline



Black 80%
C0 M0 Y0 K80
R88 G89 B91
#58595B

Minimum size for digital and print applications

Shown here is the minimum width for web and print.

Digital applications



Print applications



Logo files can be found in our brand manual [here](#).

Minimum size for print and embroidered applications

To ensure that the strapline is legible please make sure that the logo is wider than shown on this page. Although only the Atkins logo is illustrated the same widths apply to the F+G and Acuity single logos.



Print applications

ATKINS

Member of the SNC-Lavalin Group



67 mm

Heat seals for clothing and die cut stickers

ATKINS

Member of the SNC-Lavalin Group



67 mm

Embroidered clothing

ATKINS

Member of the SNC-Lavalin Group



110 mm

Sub-brand logos (multiple-branding)

There may be instances where more than one of the Atkins/F+G/Acuity brands appear together in specific marketing applications, materials and tools. In these cases, the sub-brands should appear with the line “Members of the SNC-Lavalin Group”.

In instances where the Acuity logo is used alongside the Atkins logo as shown here, the integrated Atkins logo within the Acuity one is not used.

Minimum size for digital and print applications

Each logo must not be smaller than it is shown in the single logo format.



Logos for small applications

There will be occasions where our standard logos are not suitable for use, in particular merchandise such as pencils and pens where the print area is minimal. We have developed the small logo option for such print applications.

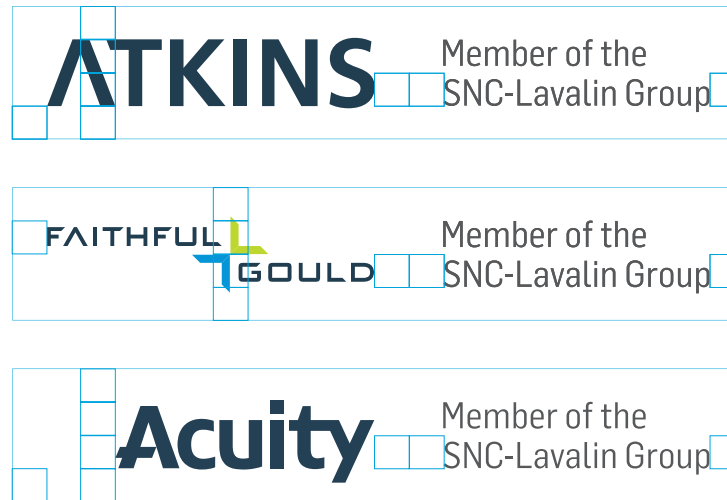
Please note that this is not an alternative to the regular logo, but one to use in exceptional circumstances if the regular one doesn't fit.

Colours

The colours used are the same as shown in the standard logos.

Minimum size for digital and print applications

Shown here is the minimum width for print.



Logos externally Co-branded



The following section explains how to use the co-brand approach, where the SNC-Lavalin logo sits alongside either the Atkins, Faithful+Gould or Acuity logos. The co-brand approach is only used externally and typically used outside of the EDPM sector where legacy Atkins services are being offered. Please refer to the introduction section for more information.

SNC-Lavalin / Atkins

To ensure maximum impact and visibility across all communications, the logo must never be crowded by other graphic elements. A defined clear zone for the dual logo is specified by the height of the letter "S" in the SNC-Lavalin logotype.

Colours

Shown here are the colours used in the logo.

Minimum size for digital and print applications

Shown here is the minimum width for web and print.



Emblem



Pantone® 3025C
C100 M17 Y0 K51
R0 G90 B132
#005A84

SNC-Lavalin



Black
C0 M0 Y0 K 100
R0 G0 B0
#000000

Atkins



Pantone® 7546C
C71 M43 Y23 K63
R57 G74 B88
#394A58

Strapline



Black 80%
C0 M0 Y0 K80
R88 G89 B91
#58595B

Digital applications



Print applications



Logo files can be found in our brand manual [here](#).

SNC-Lavalin / Atkins Acuity

To ensure maximum impact and visibility across all communications, the logo must never be crowded by other graphic elements. A defined clear zone for the dual logo is specified by the height of the letter "S" in the SNC-Lavalin logotype..

Colours

Shown here are the colours used in the logo.

Minimum size for digital and print applications

Shown here is the minimum width for web and print.



Emblem



Pantone® 3025C
C100 M17 Y0 K51
R0 G90 B132
#005A84

SNC-Lavalin



Black
C0 M0 Y0 K 100
R0 G0 B0
#000000

Acuity



Pantone® 7546C
C71 M43 Y23 K63
R57 G74 B88
#394A58

Strapline



Black 80%
C0 M0 Y0 K80
R88 G89 B91
#58595B

Digital applications



Print applications



Logo files can be found in our brand manual [here](#).







SNC-Lavalin / Faithful+Gould

To ensure maximum impact and visibility across all communications, the logo must never be crowded by other graphic elements. A defined clear zone for the dual logo is specified by the height of the letter "S" in the SNC-Lavalin logotype.



Colours

Shown here are the colours used in the logo.

Emblem	SNC-Lavalin	Faithful / Gould	Strapline	Piece 1	Piece 2
					
Pantone® 3025C C100 M17 Y0 K51 R0 G90 B132 #005A84	Black C0 M0 Y0 K 100 R0 G0 B0 #000000	Pantone® 7546C C71 M43 Y23 K63 R57 G74 B88 #394A58	Black 80% C0 M0 Y0 K80 R88 G89 B91 #58595B	Pantone® 382C C30 M0 Y100 K 0 R201 G210 B0 #C9D200	Pantone® 2925C C85 M21 Y0 K0 R0 G152 B219 #0098DB

Minimum size for digital and print applications

Shown here is the minimum width for web and print.

Digital applications



Print applications



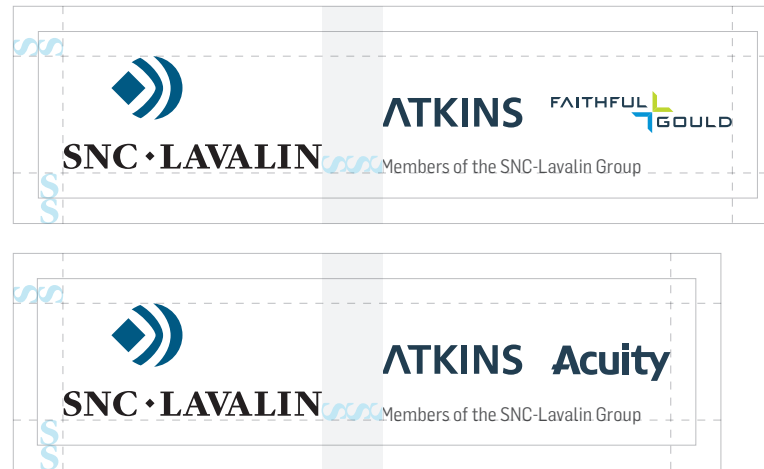
Logo files can be found in our brand manual [here](#).

Sub-brand logos (multiple-branding)

When co-branding, more than one sub-brand may appear together in specific marketing applications, materials and tools when the use of multiple brands is necessary. In these cases, the sub-brands should appear with the line "Members of the SNC-Lavalin Group".

In instances where the Acuity logo is used alongside the Atkins logo as shown here, the integrated Atkins logo within the Acuity one is not used.

NOTE: Sub-brand logos may appear in grey tones if needed (natural anodized aluminum).



Alternative co-branded logo - small applications and clothing

In some circumstances where the co-branded logo is printed/embroidered at small scale, there may be legibility issues with the strapline, especially on textured materials. In instances where it is physically impossible to use the co-branded logo in its standard design we can use this option.

This logo should be used on all clothing and PPE applications where co-branding is required.

Situations where issues may occur are:

- › Stitched/embroidered logos
- › PPE/protective clothing
- › Small die-cut stickers
- › Textured materials
- › Small merchandise such as pens or pencils

Colours

Shown here are the colours used in the logo.



Emblem



Pantone® 3025C
C100 M17 Y0 K51
R0 G90 B132
#005A84

SNC-Lavalin



Black
C0 M0 Y0 K 100
R0 G0 B0
#000000

Atkins



Pantone® 7546C
C71 M43 Y23 K63
R57 G74 B88
#394A58

Strapline



Black 80%
C0 M0 Y0 K80
R88 G89 B91
#58595B

Minimum size for print and embroidered applications

The alternative co-branded logo is only intended for print, embroidered and sticker applications at small scale. Suppliers guidance may vary.

Print applications



Heat seals for clothing and die cut stickers






Embroidered clothing









Colours

Primary colours

		
1	2	3
PANTONE: 3025 CMYK: 100.17.0.51 RGB: 0.90.132 WEB: 005A84	PANTONE: 639 CMYK: 90.0.0.10 RGB: 0.162.219 WEB: 00A2DB	BLACK CMYK: 0.0.0.100 RGB: 0.0.0 WEB: 000000

These colours should feature prominently in all our communications. The corporate colours (colours 1 and 2) are an important part of this palette. The light blue contrasts nicely with the dark blue and conveys positivity and openness. Use primary colours ubiquitously in most applications. Tints and shades are not allowed unless otherwise stated in this document.

Secondary colours

					
4	5	6	7	8	9
PANTONE: 3025 - 10% CMYK: 10.2.0.5 RGB: 213.226.237 WEB: D5E2ED	PROCESS BLUE 40% CMYK: 40.0.0.0 RGB: 142.216.248 WEB: 8ED8F8	BLACK 80% CMYK: 0.0.0.80 RGB: 88.89.91 WEB: 58595B	BLACK 40% CMYK: 0.0.0.40 RGB: 167.169.172 WEB: A7A9AC	PANTONE: 3275 CMYK: 95.0.47.0 RGB: 0.172.161 WEB: 00ACA1	PANTONE: 213 CMYK: 0.92.18.0 RGB: 227.28.121 WEB: E31C79

Using these secondary colours will help create a balanced, aesthetically pleasing design that remains aligned with our brand's overall visual identity. These colours can be used for charts in PowerPoint presentations and Word documents as well as inside brochures (use only our primary colours on brochure covers). The complementary green colour (8) works well for representing our Corporate Social Responsibility (CSR) initiatives. The pink colour (9) should be used for light graphic accents only or in photography. Tints and shades are allowed but not as a primary usage, only in a case where they have a low impact on the brand and as long as it remains consistent with the entire colour chart.

Typefaces

Flama

Flama is our main font for all corporate printed documents and items.

Fonts can be found in our brand manual [here](#).

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Roboto

Roboto is our main font for web and online applications.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial

Arial is our substitute font for Microsoft Office applications.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789