

LAING O'ROURKE

SITE HOARDING GUIDELINES

A standard approach to placing corporate graphics on our project site hoarding lines in the European Hub

Issue 3. June 2023

THE POWER
OF EXPERIENCE

LAINGOROURKE.COM



SITE HOARDINGS

WHO DO I TALK TO?

The hoarding line around the perimeter of our sites offer a significant opportunity to raise awareness of Laing O'Rourke and our STBG Group companies through careful application of our Corporate Laing O'Rourke logo, tagline and STBG logos.

Along with the iconic structures we create, hoardings are arguably our most public physical asset and their high visibility means it is imperative that we carefully manage their appearance to ensure there is visual continuity across our sites.

Please use this quick guide to establish the correct approach for placing graphics and corporate messaging on the external hoarding lines of our sites.

NOTE

This document provides guidance with regard to how the planning of placing graphics on project site hoardings should be approached. It does not provide advice about how to create hoardings and so does not include colour references or similar.

Arrangements for the supply of hoardings should be made directly with Select Site Solutions.

There are some key contacts who can help advise you on the approach to take.

Who is responsible for the design of Laing O'Rourke hoardings?

Corporate Affairs. If you have any questions with regard to the design of the hoardings, please contact Corporate Affairs.

 comms@laingorourke.com

Who do I order my hoardings from?

Select Site Solutions. Contact us for the supply of hoardings that comply with approved corporate branding.

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WHAT GRAPHICS SHOULD APPEAR ON THE HOARDING LINE?

1 Establish the right to display Laing O'Rourke or STBG graphics on the site

Establish ownership. Check with the client or the project communications team to establish if you can place graphics around the site perimeter. If in doubt contact Laing O'Rourke Corporate Affairs.

2 Displaying the Laing O'Rourke Corporate logo on the hoarding line

Where Laing O'Rourke are the main contractor and once agreement is in place with the client, the site must display our Corporate logo, tagline and standard blank panels - these are detailed on the following page.

3 Is the site a Joint Venture?

For Joint Venture (JV) projects please contact Corporate Affairs to establish if the use of a JV logo in place of the Corporate Laing O'Rourke logo is the appropriate approach.

4 Can Laing O'Rourke and our STBG logos appear together?

When the contract is with Laing O'Rourke and we have permission to place our Corporate logo and tagline on the hoarding line, **STBG logos should not appear.**

5 The right to display STBG logos

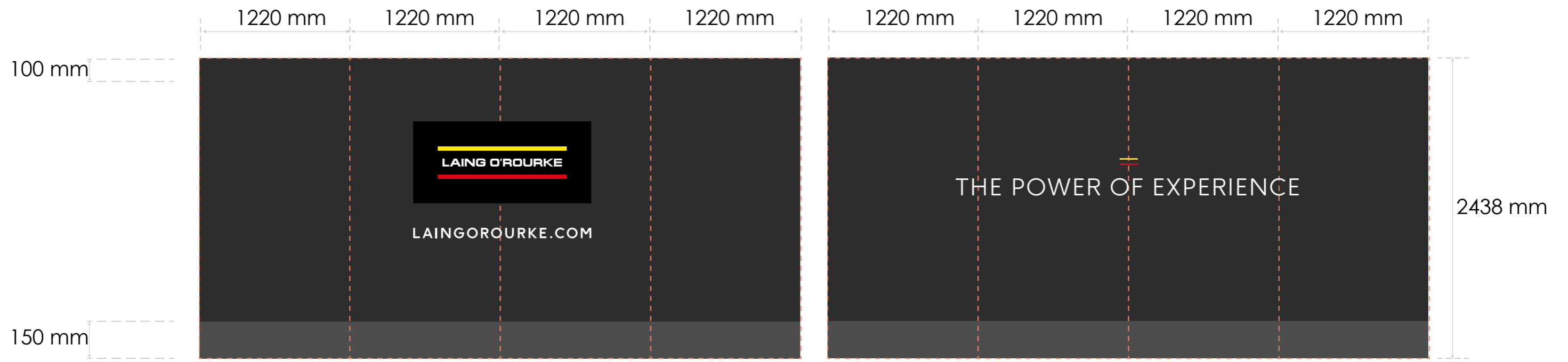
If the contract is with an STBG company seek the client's agreement to display the relevant STBG logo, or logos on site hoardings. **In this scenario do not include the Laing O'Rourke Corporate logo and tagline or dark grey background hoarding colour..**

6 Can I add any other graphics apart from those shown in this guide?

No. If you think you have a good reason to do this, please contact the Corporate Affairs team before proceeding. comms@laingorourke.com



THESE ARE OUR STANDARD HOARDING PANELS

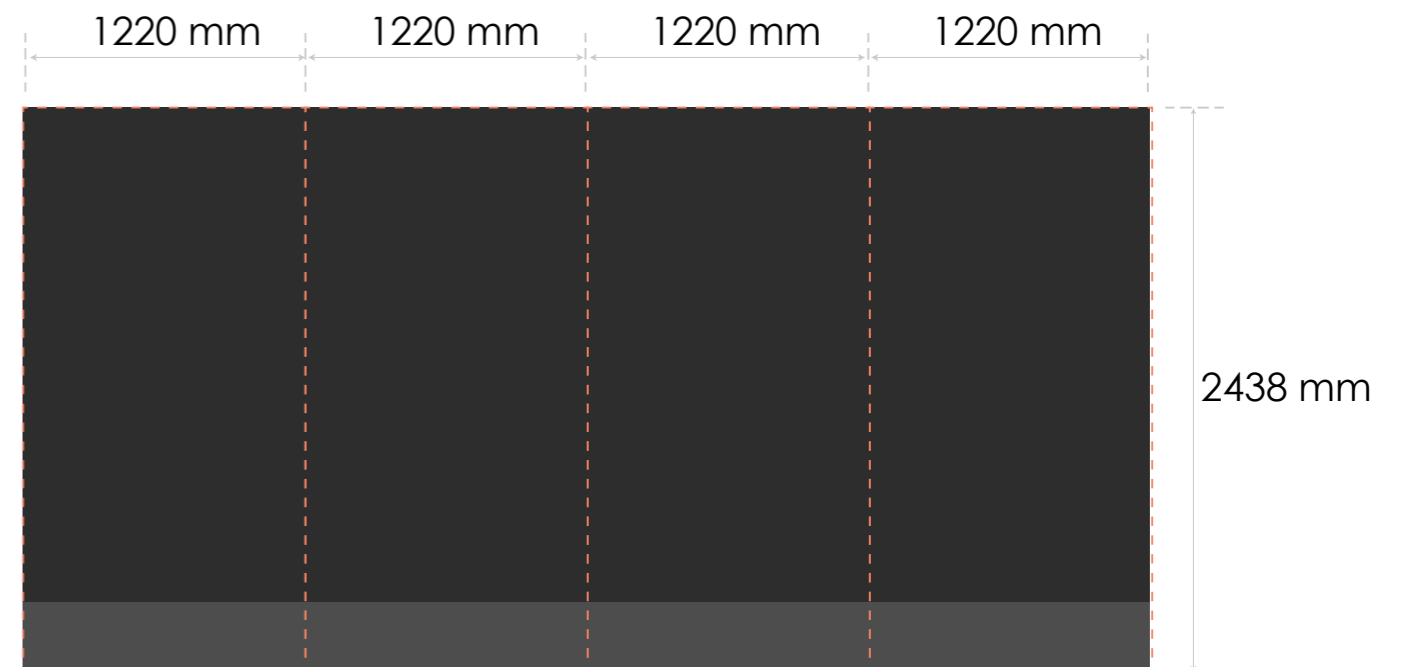


NOTES:

- The colours, proportions, LOR logo, web address text, motif and value proposition text are an integral part of the overall design and may not be altered or removed.
- These panels are supplied to sites pre-coloured and with graphics embedded by Select Site Solutions. Please do not approach any other suppliers under any circumstances.
- For details contact Select Site Solutions. Contact details are on page 2.



Indicates individual 1220 x 2438 mm panels.
For indication only – non-printing.



STANDARD AND SITE ENTRANCE PANELS, STBG ADVICE

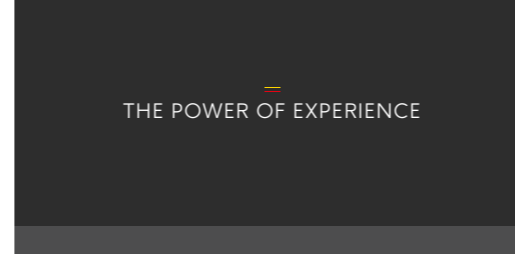
STANDARD PANELS

For use on sites where the contract is with Laing O'Rourke

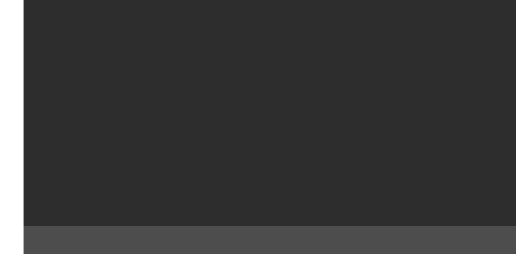
PANEL A. Corporate Laing O'Rourke logo.



PANEL B. Corporate tagline



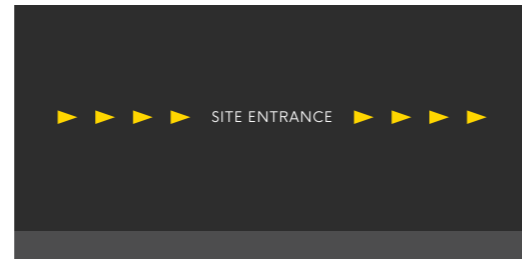
PANEL C. Standard blank panel



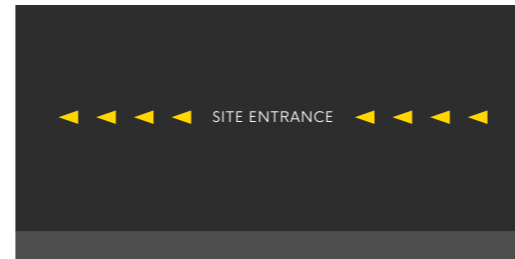
DIRECTIONAL PANELS

These can be utilised for larger sites where required.

PANEL D. Site entrance RIGHT



PANEL E. Site entrance LEFT

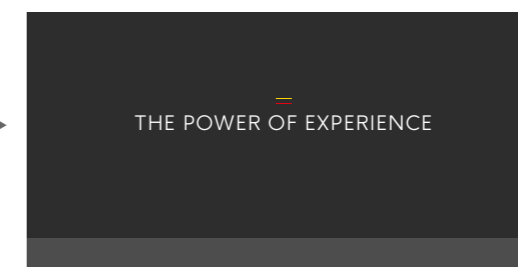


PLEASE NOTE

The 'site entrance arrows' line aligns centrally on the vertical axis with the tagline on PANEL B.



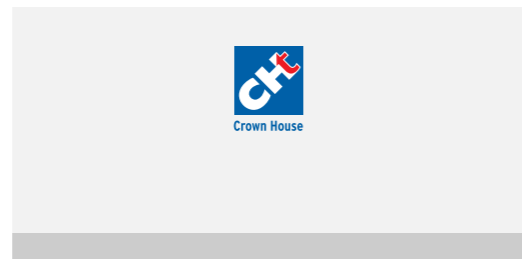
PANEL B. Corporate tagline



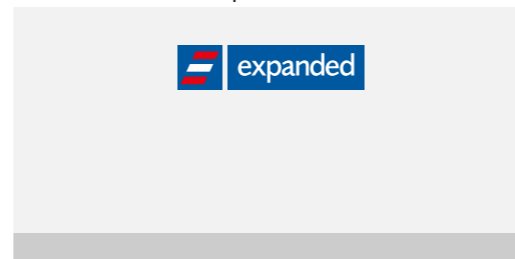
STBG PANELS

Where the contract is with STBG companies you should include relevant additional panels. **Don't use LOR identity or colour.**

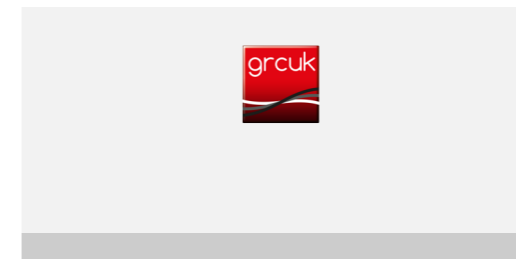
STBG PANEL 1. CHT



STBG PANEL 2. Expanded



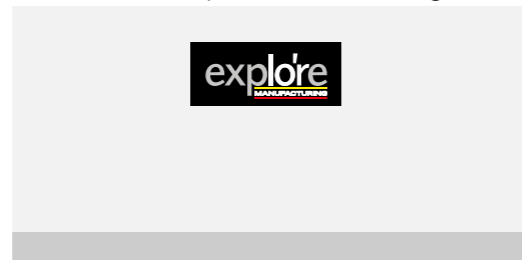
STBG PANEL 3. GRCUK



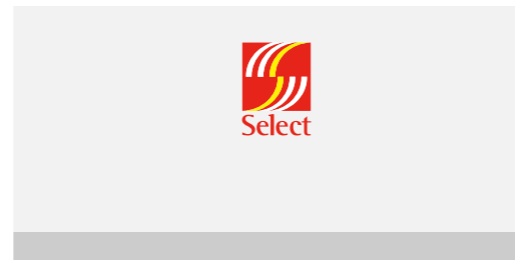
HOARDING BACKGROUND COLOURS NOT STANDARD DARK GREY LOR COLOUR.

THE COLOUR WILL BE CHOSEN BY THE CLIENT/MAIN CONTRACTOR.

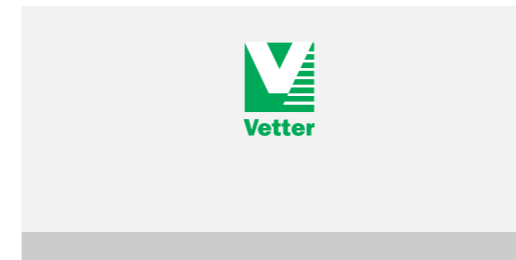
STBG PANEL 4. Explore Manufacturing



STBG PANEL 5. Select

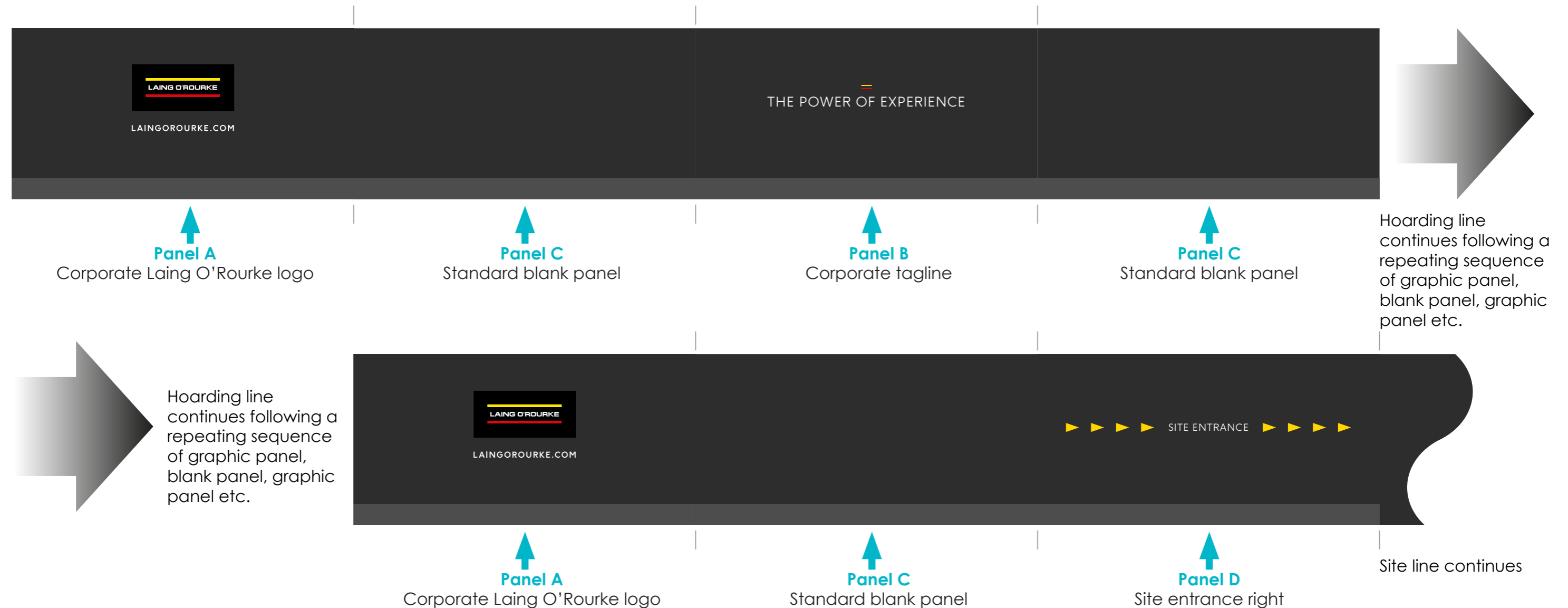


STBG PANEL 6. Vetter



GROUPING STANDARD LAING O'ROURKE PANELS

LONG HOARDING LINE



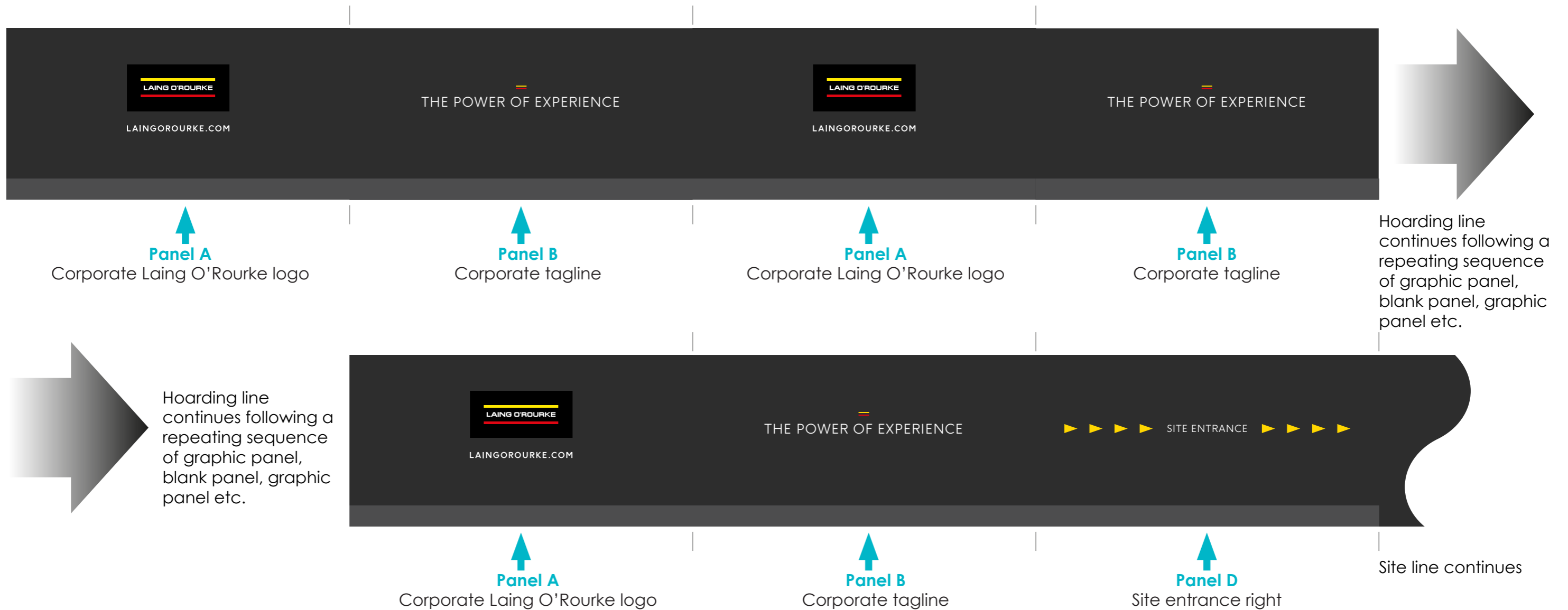
NOTES:

This guidance is for sites with long hoarding lines that run over a significant distance and many panels.

- A blank panel (Panel C Standard blank panel) should always be placed between every other panel type shown in this document.
- Multiple blank panels (multiples of Panel C) can be placed between graphic panels if your hoarding line runs over many panels and therefore a significant length.
- No two graphic panels (Panel A,B and D) should appear consecutively.
- STBG logo panels **should not be combined** with standard Laing O'Rourke panels.

GROUPING STANDARD LAING O'ROURKE PANELS

SHORT HOARDING LINE

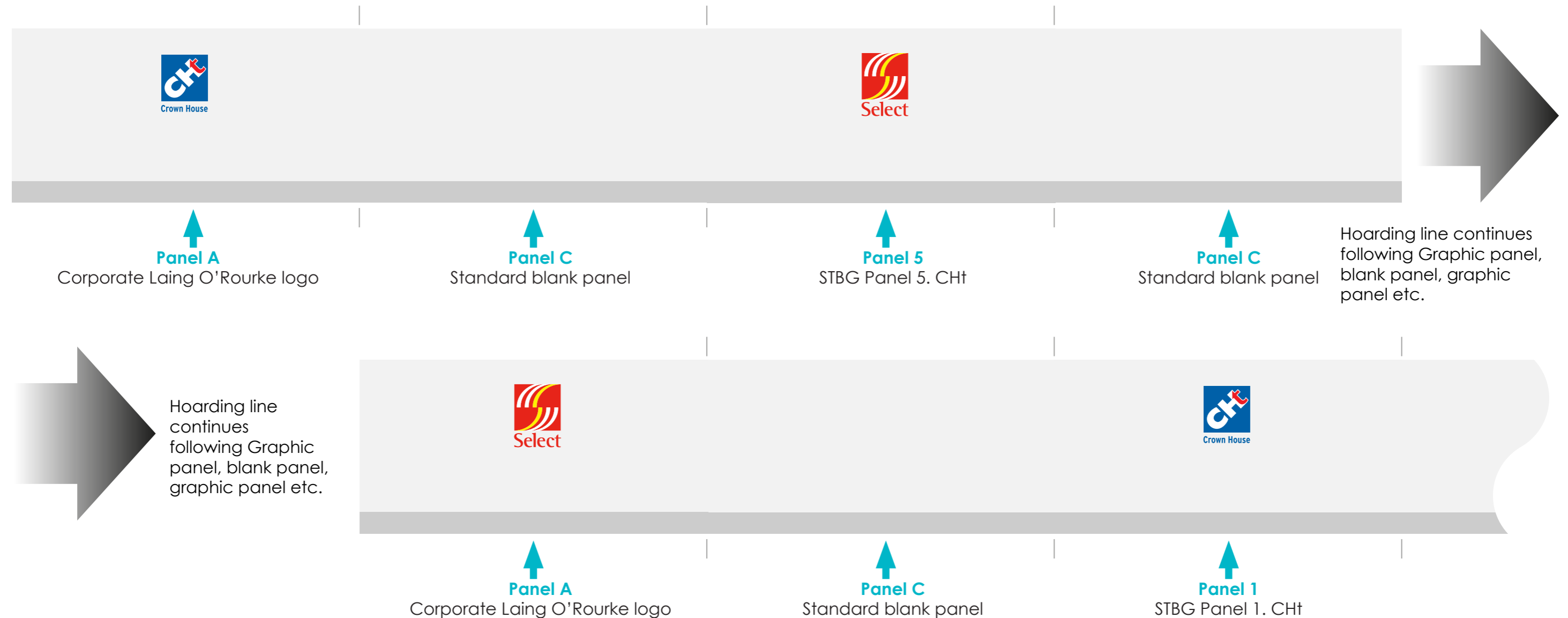


NOTES:

This guidance is for sites with limited hoarding lines that run over short distances.

- Graphic panels (A,B and D) should appear consecutively to maximise branding visibility over short distances.
- **STBG logo panels should not be combined** with standard Laing O'Rourke panels.

REPRESENTING THE STBG GROUP COMPANIES ON THE HOARDING LINE



Hoarding line continues following Graphic panel, blank panel, graphic panel etc.

Hoarding line continues following Graphic panel, blank panel, graphic panel etc.

HOARDING BACKGROUND COLOURS NOT STANDARD DARK GREY LOR COLOUR. THE COLOUR WILL BE CHOSEN BY THE CLIENT/MAIN CONTRACTOR.

- NOTES:**
This guidance only relates to sites where STBG contracts are present.
- An STBG graphic panel should be introduced where the contract allows.
 - If more than one STBG company is contracted at a site, their logo should also be included on the hoarding line.
 - No two graphic panels (all of the STBG panels) can appear consecutively.
 - **Laing O'Rourke logo panels should not be combined** with STBG logos.

Images in this document are not to scale and are for illustration purposes only.

QUESTIONS?



I'd like to discuss the approach for placing logos and graphics on my hoarding line.

CORPORATE AFFAIRS

comms@laingorourke.com

I'd like to make arrangements for hoardings to be deployed on my site.

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