



**Safer • Smarter • Solutions**



**WELCOME TO OUR WORLD**

Brand Book 2023

## AN INTRODUCTION TO OUR BRAND

**Welcome to our brand book which is designed to help with the consistent implementation of the EnerMech brand throughout the global organisation. On the following pages you will see our brand in identity, with guidance on the use of the logotype, colours and typefaces.**

The manual will be a living document with information and sections being added and updated as specifications change and new issues are addressed.

This manual cannot anticipate every possible situation, nor can it spell out every instance where an application may be deemed inappropriate.

If you find yourself in a situation this is not outlined in this guide or if you have any questions, please feel free to contact Ali Hazell by email at [ahazell@enermech.com](mailto:ahazell@enermech.com)

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# OUR BRAND AT A GLANCE...

## OUR BRAND AT A GLANCE

# WE ARE HERE

### Industry leading inspection

Increasing reliability and safety of your  
products, equipment and plant assets  
with world-class NDT Inspection services



New Plymouth • Whangarei • Dunedin

Inspections.nz@enermech.com • 06 753 6169 [enermech.com](http://enermech.com)



## OUR BRAND AT A GLANCE



**EnerMech**  
Safer • Smarter • Solutions

**WE ARE  
TRUSTED  
RESPONSIVE  
PROBLEM SOLVERS  
SPECIALIST  
RELIABLE  
AGILE  
HERE**

*Robyn Young  
Trainee Contract  
Support Engineer*

**FORGING A FITTER FUTURE  
FOR THE NORTH SEA**

Delivering specialist maintenance  
and integrity support across the  
full asset lifecycle

[enermech.com](http://enermech.com)

Brand Profiling – Exhibition

## OUR BRAND AT A GLANCE




# WE ARE HERE




Introducing our brand campaign  
February 2022

# Forging a fitter future for the North Sea



# WE ARE TRUSTED



We provide specialist hydraulic maintenance and repair services on safety critical systems and equipment such as emergency shut-off valves, ensuring a single point of failure doesn't let you down.

**Challenge:** Overhaul of main gas plant inlet emergency shut-off valves (ESVs) at a remote location. The valves were critical to the plant's operation. Due to the complexity of this single point of failure, any delay required specialist planning assistance to limit gas production not impeded.

**Solution:** Specialist team of multi-disciplined personnel provided 24-hour support (ESVs) per day with emergency response provided from the Aberdeen office to ensure the project was completed within scheduled timeframe. Local resources required with some working weekends.

**Result:** Team provide ongoing support as the project evolves to ensure hydraulic work, with a dedicated account team always available to pick up and action any client request.

# WE ARE A SAFE PAIR OF HANDS



When you need someone to quickly get your small bore tubing systems back online safely and efficiently, we provide a comprehensive solution - from inspection, through to fabrication, installation, repair and maintenance.

**Challenge:** During Small Bore Tubing (SBT) inspection campaigns customer were damaged lines. As they were difficult client requested us to look at options to rectify.

**Solution:** Within 7 days work plans were prepared. Materials and work program. Specialist team with specialist equipment and rig access SBT technicians installed and all - done damaged and replaced within a further 7 days.

**Result:** EnerMech's ability to respond quickly identified defects that would have caused problems to take to completion. Work was completed in a 'one-stop-shop' we provide a one-off service and equipment and supply of materials ensuring the system was back.

# WE ARE RESPONSIVE



Small bore tubing failures can happen any day of the week, which is why we provide a one-stop-shop approach to integrity management. We have the people, equipment and resources to get you back online and stay on target.

**Challenge:** EnerMech received ad-hoc call as a female client was unable to get to the site as they were unable to get to the site. A full inspection and repair campaign was agreed. A team of up to 15 per cent working. The client was able to get the system back online and keep the client on schedule.

**Solution:** A SBT technician was sent to the platform on the next available flight to the site. On arrival, the team conducted a full inspection and repair campaign was agreed. A team of up to 15 per cent working. The client was able to get the system back online and keep the client on schedule.

**Result:** EnerMech's ability to respond quickly identified defects that would have caused problems to take to completion. Work was completed in a 'one-stop-shop' we provide a one-off service and equipment and supply of materials ensuring the system was back.

# WE ARE PROBLEM SOLVERS



Fixing problems is what we do. From inspection, to manufacture and supply of parts, through to installation and testing we provide a complementary range of services to meet your flexible hose assembly needs quickly and efficiently.


**Challenge:** Whether offshore carrying out inspection or onshore carrying out repair, it was critical that the team had the right equipment and resources to meet the client's needs. The team had the right equipment and resources to meet the client's needs. The team had the right equipment and resources to meet the client's needs.

**Solution:** EnerMech's highly experienced technicians equipped with the team had the right equipment and resources to meet the client's needs. The team had the right equipment and resources to meet the client's needs.

**Result:** EnerMech provided a comprehensive and complete solution, ensuring the client's needs were met. The team had the right equipment and resources to meet the client's needs. The team had the right equipment and resources to meet the client's needs.

Brand Profiling – Sales PPT

## OUR BRAND AT A GLANCE



Safer • Smarter • Solutions

# DELIVERING VALUE ACROSS THE ENTIRE ASSET LIFE-CYCLE

We are renowned for our agility, responding to changes in the fast moving energy and infrastructure markets. From helping to develop vital skills, to delivering safer, smarter project execution solutions, our highly collaborative approach will enable the success of your projects.


**28**  
Countries


**4000+**  
Personnel

**LOCAL**  
Prime quayside facility,  
Great Yarmouth


**LEADING CHANGE**  
by pursuing tailored ESG strategies that bring new ideas for operational efficiency, unlocking value and working with our customer base, to deliver the goal of net zero.

[enermech.com/leading-change](https://enermech.com/leading-change)







**OFFSHORE WIND**  
Providing safer lifting operations for the wind sector with over 120 training courses available and around 30 years supporting personnel in the industry, we have unparalleled experience in developing competence and reducing risk. Our OETD offshore and onshore courses deliver lifting competence for the wind sector. The accredited courses are delivered from our United Kingdom base.



**CLEAN ENERGY**  
Leading the Way in Hydrogen Facility Commissioning  
Delivering the world's first commissioning and commissioning of OETD's commissioning team for Hydrogen commissioning plant. Our integrated services are delivered under a single contract and provide critical components that support the production, storage and transportation of Hydrogen.

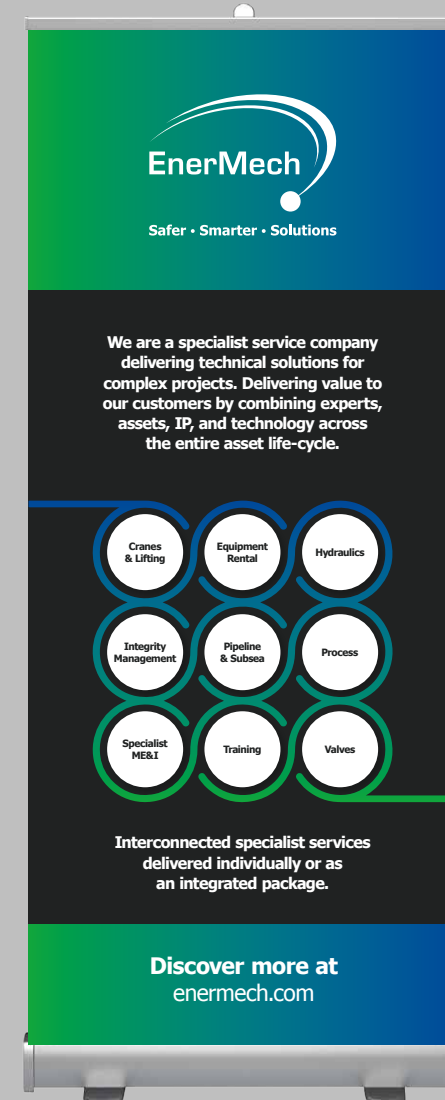


**NUCLEAR**  
Integrated delivery partner on the Hinkley Point C project.  
Our teams work collaboratively across the site to deliver lifting operations services and to provide engineering services in the early definition, planning and preparation for hydraulic pressure testing as an integrated partner of the BCT alliance.



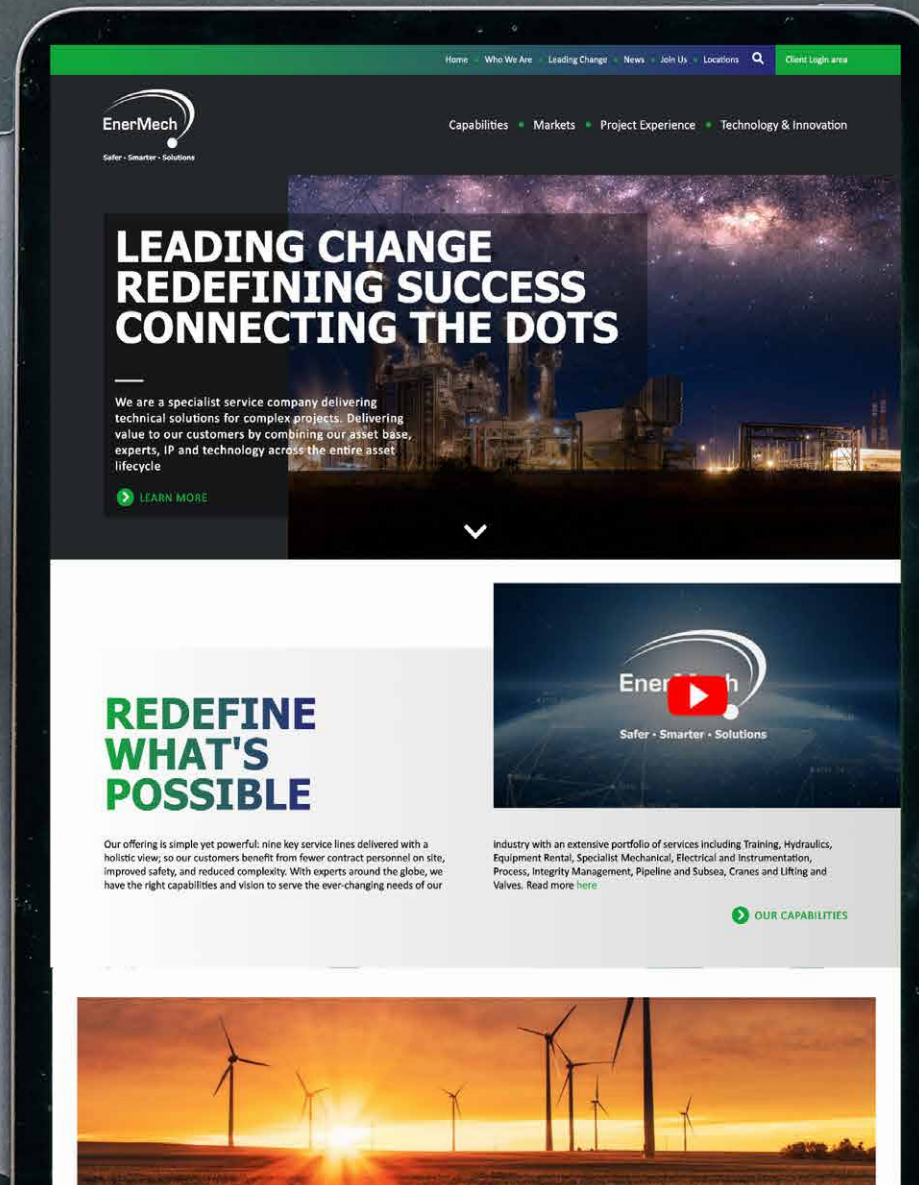
**OIL & GAS**  
Providing expert and critical support to the offshore UK Continental Shelf  
Over 30 years providing expert and critical support across UKCS offshore assets. From projects to pre-commissioning, commissioning, operations, maintenance support and decommissioning, you can trust that we have the knowledge and experience to be able to support you no matter how technically challenging your requirement.

## OUR BRAND AT A GLANCE





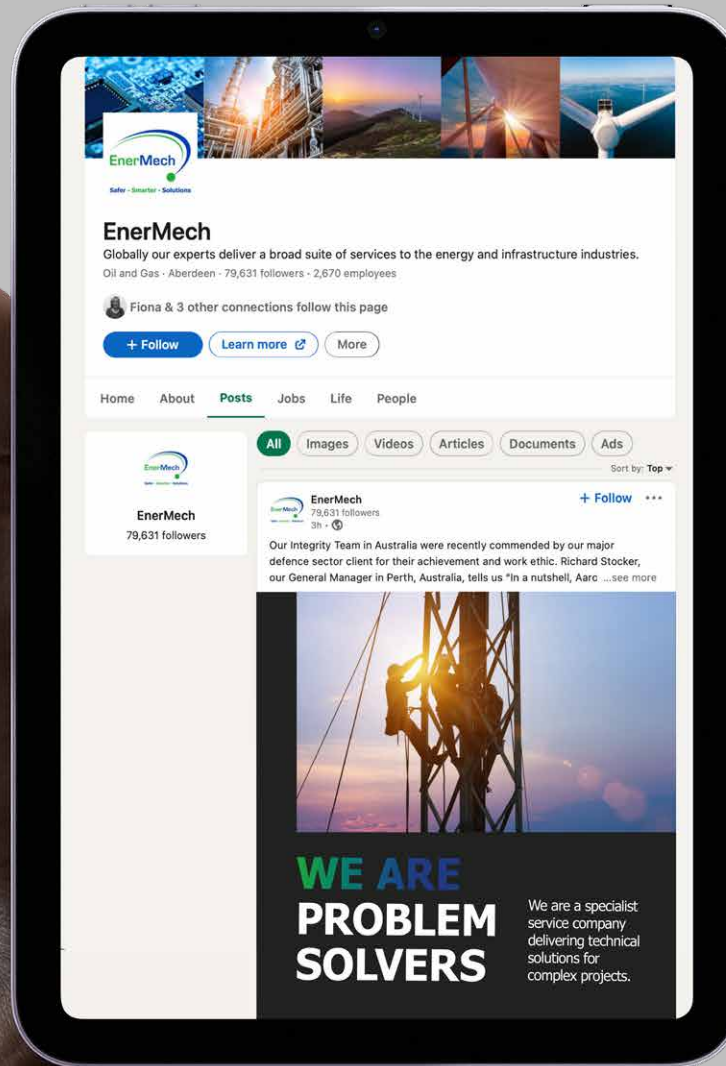
## OUR BRAND AT A GLANCE



Brand Profiling – Digital



## OUR BRAND AT A GLANCE



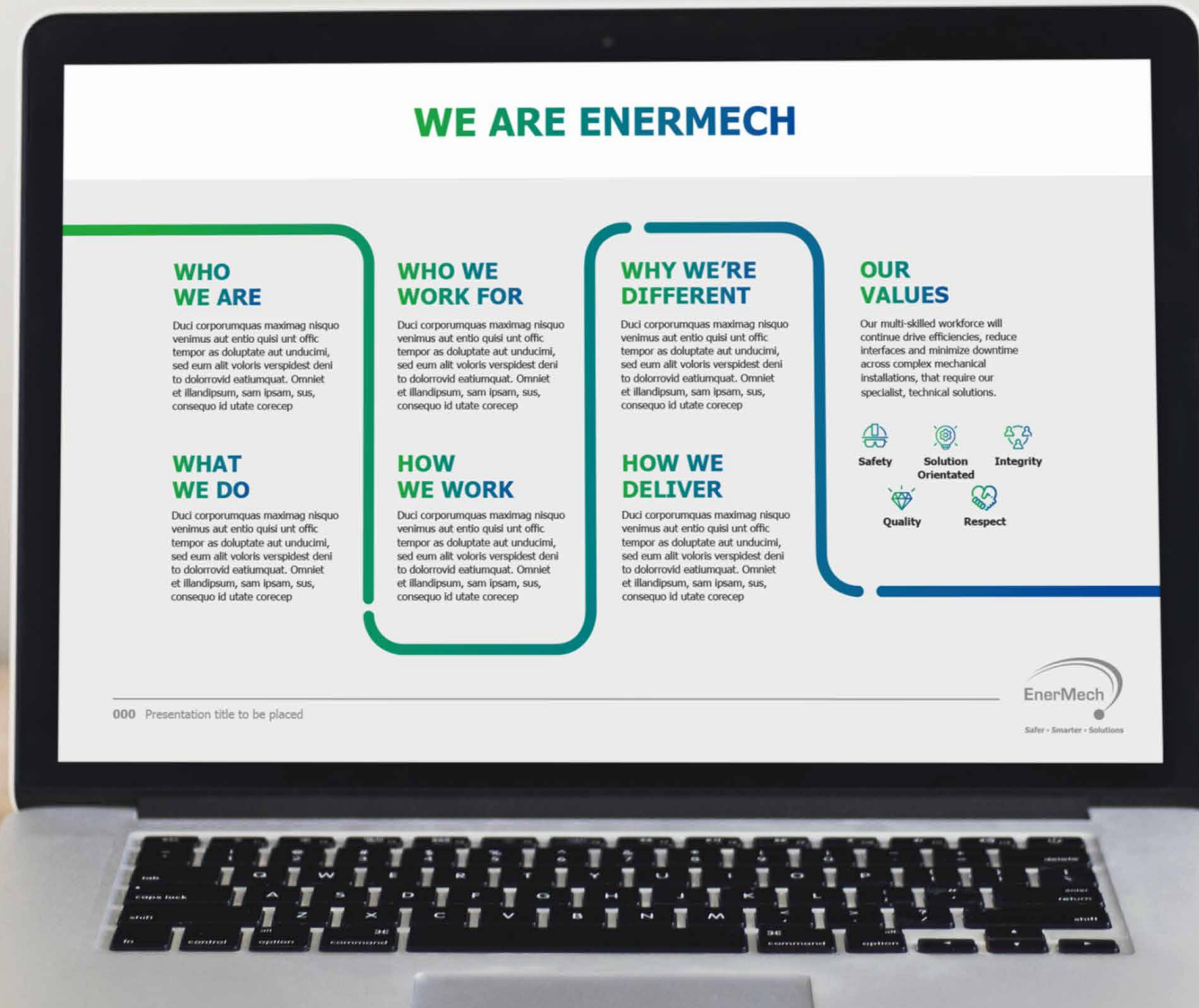
## Brand Profiling – Social

## OUR BRAND AT A GLANCE



Brand Profiling – Global PPT

## OUR BRAND AT A GLANCE



## OUR BRAND AT A GLANCE



Brand Profiling – Literature



## OUR BRAND AT A GLANCE

### OUR EXPERTISE

At EnerMech, we deliver solutions to complex assets in highly technical and regulated environments.

Our Asset and Integrity Management (AIM) services offer the optimum balance between risk, performance and cost for our clients. These services are complemented by our engineering expertise, allowing asset and integrity management solutions to be developed and incorporated at one or every stage of a development's life cycle.

When working on specialist asset and integrity management solutions and related projects our clients benefit and are supported by our front end technical capability. This approach has led to the delivery of best practice and world-class processes, systems and technology to a broad range of industry sectors.



### ABOUT ENERMECH

We are a specialist service company delivering specialist, technical solutions to complex energy and infrastructure projects. Delivering value to our customers by combining experts, IP, technology and asset management, across the entire asset life-cycle.

Our offering is simple yet powerful: nine key service lines delivered with a holistic view; so our customers benefit from fewer contract personnel on site, improved safety, and reduced complexity.

With experts globally, we have the right capabilities and vision to serve the ever-changing needs of our industry with an extensive portfolio of services including Training, Hydraulics, Equipment Rental, Specialist Mechanical, Electrical and Instrumentation, Process, Integrity Management, Pipeline and Subsea, Cranes and Lifting and Valves.

We deliver interconnected specialist services delivered individually or as an integrated package





## OUR BRAND AT A GLANCE



The cover of the EnerMech brand book features a photograph of industrial infrastructure, including large curved pipes and a cooling tower emitting steam. The EnerMech logo is in the top right corner, with the tagline 'Safer • Smarter • Solutions' below it. A dark banner across the middle contains the text 'WE ARE IMPROVING PLANT RELIABILITY'. Below this, two columns of text describe the company's services. The bottom of the cover has a green bar with contact information.

**EnerMech**  
Safer • Smarter • Solutions

**WE ARE  
IMPROVING PLANT  
RELIABILITY**

**Delivering niche specialist service with a combination of asset integrity management, statutory inspection capabilities, IQP, NDT services and an experienced heat treatment team.**

Non-Destructive Testing • Advanced Non-Destructive Testing • Non-Intrusive & Remote Inspection Plant & Tank Inspection Risk Based Inspection Heat Treatment Corrosion Monitoring and Management • Corrosion Under Insulation Inspection (without removing insulation) • Rope Access

New Plymouth • Whangarei • Dunedin    [inspections.nz@enermech.com](mailto:inspections.nz@enermech.com) • 06 753 6169    [enermech.com](http://enermech.com)

## Brand Profiling – Print Advertising



# ARTICULATING OUR STRATEGY

# LEADING CHANGE

WHERE WE MEET TOMORROW. TODAY.

Leading Change is the name we have adopted for our global strategy. This is the overarching brand for Leading Change. Its correct use will ensure a clear and consistent brand identity.

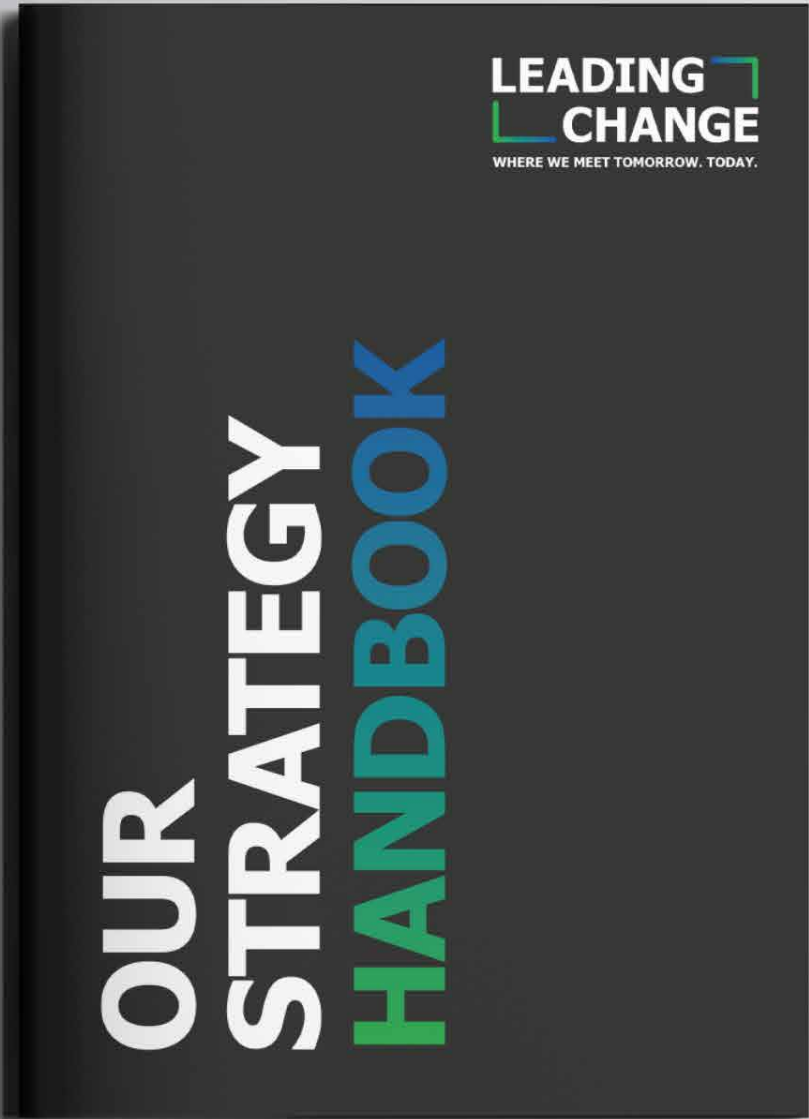
It has been specially created and must not be redrawn or altered in any way. The logo must appear at all times with the strapline below it: Where we meet tomorrow. Today. The main version of the logo is the positive two-colour version and should only appear on a white background as shown below. In terms of brand hierarchy, the Leading Change brand is always secondary to the EnerMech brand.



# LEADING CHANGE IN ACTION








1 VISION, MISSION & VALUES PAGE 2/3	2 CHIEF EXECUTIVE OFFICER'S FORWARD PAGE 4/5
3 EXECUTIVE SUMMARY PAGE 12/13	4 STRATEGIC PILLARS PAGE 18/19
5 CHARTERS AT A GLANCE PAGE 20/21	6 ENABLING GROWTH PAGE 22/23
7 BUSINESS LINE GROWTH, MARKET & CAPABILITY BUILD OUT PAGE 34/35	8 WHY ENERMECH PAGE 52/53

"Welcome to Leading Change, the name we have adopted to describe and brand our strategy. Leading Change aligns One EnerMech in our vision, mission and purpose. It outlines the strategic plans that will drive the sustainability and growth of our company.

At the heart of our strategy is the development of our people, recognizing that as we grow, our talent will be key to our future success. Underpinning our approach is a long-term commitment to investing in our asset base, technology and people so that we further differentiate our services, create value for our customers and retain the wealth of knowledge in the business. We believe that investment in these areas will ensure that we become the global solutions provider of choice across the asset life-cycle in the sectors that we serve."

  
Christian Brown  
Chief Executive Officer

ENERMECH.COM/LEADING-CHANGE

## HARNESSING THE POWER OF ENERMECH

**OUR VISION**  
To be the global partner of choice in delivering specialist, technical solutions.

**OUR MISSION**  
To listen, engage and create value for our clients through the safe delivery of specialist, technical solutions across the life-cycle of the global asset base.

**OUR VALUES**  
In everything we do, we will never compromise on our values of...

  
**Safety**  
We will always put the health and safety of our people first above all else

  
**Integrity**  
We will empower our people and operate with the highest of integrity

  
**Solution Orientated**  
We will adapt to change, seize opportunities and be agile in creating new solutions

  
**Quality**  
We will deliver the highest of quality in everything we do

  
**Respect**  
We will respect our customers, our people, our suppliers, our communities, and our planet



# ARTICULATING OUR ESG COMMITMENTS

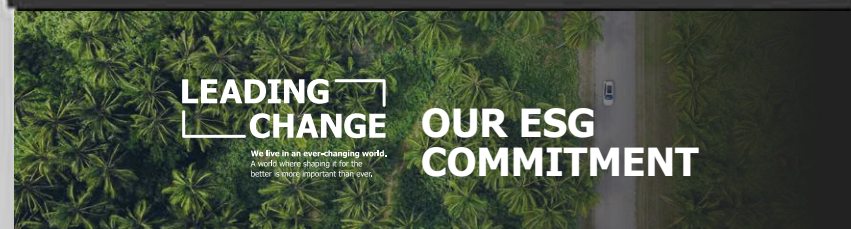


**We live in an ever-changing world.**

A world where shaping it for the  
better is more important than ever.

When referencing our ESG we have a sub Leading Change brand. Its correct use will ensure a clear and consistent brand identity.

It has been specially created and must not be redrawn or altered in any way. The logo must appear at all times with the strapline below it: we live in an ever-changing world. A world where shaping it for the better is more important than ever. The main version of the logo is the positive two-colour version and should only appear on a white background as shown below. In terms of brand hierarchy, the Leading Change ESG brand is always secondary to the EnerMech brand.



## LEADING CHANGE FOR A BRIGHTER FUTURE

We live in an ever-changing world. A world where shaping it for the better is more important than ever. At EnerMech, we are committed to leading change for a brighter future. We embrace the responsibility and accountability required to drive the transition towards becoming an environmentally and socially responsible business. Through our structured initiatives on Environmental, Social and Governance (ESG) matters, we will lead change today for a better tomorrow.

**Christian Brown,**  
Chief Executive Officer



## WE WILL DRIVE THIS CHANGE THROUGH:

**Being a consistent quality employer** embracing diversity and inclusion

**Providing a quality of life** in the organisation with a driven workforce

**Promoting human rights** through our "Speaking Up" policy and code of business conduct

**Ensuring we leave a positive impact** on the communities in which we live and the customers we serve

**Working with our supply chain** to identify and eliminate modern slavery and to deliver on our carbon strategy

**Contributing to the low carbon future business** and where we can serve them with the skill sets, we have

**Working with our customer base** to support their net zero ambitions and sustainability programs

**Delivering a business diversification program** embracing the past with the present and future

**Management of our ESG risks and opportunities**

**Establishing short term and long term targets**, providing confidence we are meeting our targets

**A commitment to transparent reporting** on the implementation, monitoring and progress of this policy

**Commitment to the United Nations Sustainability Development goals**

**Pledging to achieve Net Zero Carbon emissions** by 2050

## HOW WE LIVE THE ACCOUNTING STANDARD THEMES:



To support our leading change, we have adopted the Sustainability Accounting Standards Board's five main dimensions across ESG, namely Environment, Social, People, Leadership & Governance and Business Resilience & Model.

Each of the five dimensions has a number of sub dimensions (26 in total), where EnerMech has identified the relevant sub-dimensions, which we will set targets for, produce data for internal and external stakeholders and report to the wider community as applicable.

Leading Change is an essential part of EnerMech, and through this change, we will ensure we build a lasting legacy for our current and future employees and our customers and the communities we live and operate in for future generations.

[ENERMECH.COM/LEADING-CHANGE](https://enermech.com/leading-change)

# LEADING CHANGE – ESG



ABOUT US • OUR COMMITMENT • PEOPLE • ENVIRONMENT • SOCIAL • BUSINESS MODEL & INNOVATION • LEADERSHIP & GOVERNANCE

## OUR PURPOSE

### AT ENERMECH, WE ARE COMMITTED TO LEADING CHANGE FOR A BRIGHTER FUTURE

We embrace the responsibility and accountability required to drive the transition towards becoming an environmentally and socially responsible business. Through our structured initiatives on Environmental, Social and Governance (ESG) matters, we will lead change today for a better tomorrow.

### ABOUT THIS REPORT

**Our frameworks:** Our Environmental, Social and Governance (ESG) report is prepared in accordance with the Sustainable Accounting Standards Board (SASB) Oil & Gas Services Industry Standard–Extractives and Minerals Processing Sector Global Reporting Initiative's and the Greenhouse Gas Protocol (GHG Protocol). Our approach to corporate responsibility is detailed on pages 10 to 21.

EnerMech 2022 ESG Report 1

ABOUT US • OUR COMMITMENT • PEOPLE • ENVIRONMENT • SOCIAL • BUSINESS MODEL & INNOVATION • LEADERSHIP & GOVERNANCE

## OUR STRATEGIC PILLARS

These Pillars provide the foundation for our Leading Change Strategy. Each one has its own specific focus, but all seamlessly align to represent our near-term ambition. They're used as benchmarks in everything we do, to ensure EnerMech's unbounded success.

**LEADING CHANGE THROUGH...**

Delivering superior growth through technical leadership across our service lines

Positioning EnerMech through technical differentiation, in both core energy and high growth sectors

Capturing efficiency and value for our clients by combining our bespoke single service lines into an integrated, managed offering

Applying expertise gained globally at a regional level across a broad range of end markets

Building a world-class organisation through people, talent development and global resource delivery

Developing and selling industry-leading IT technology, equipment and competence

### DELIVERING VALUE ACROSS THE FULL ASSET LIFE-CYCLE

Engineering & Construction

Pre-Commissioning, Commissioning, System completion and Start-up

Operations & Maintenance

Shutdown & Turnaround

Late Life & Decommissioning

EnerMech 2022 ESG Report 6

ABOUT US • OUR COMMITMENT • PEOPLE • ENVIRONMENT • SOCIAL • BUSINESS MODEL & INNOVATION • LEADERSHIP & GOVERNANCE

## OUR APPROACH

### WE'RE DRIVING CHANGE THROUGH...

**Being a consistent quality employer** embracing diversity and inclusion

**Providing a quality of life** in the organisation with a driven workforce

**Promoting human rights** through our "Speaking Up" policy and code of business conduct

**Ensuring we leave a positive impact** on the communities in which we live and the customers we serve

**Working with our supply chain** to identify and eliminate modern slavery and to deliver on our carbon strategy

**Contributing to the low carbon future business** and where we can serve them with the skill sets, we have

**Working with our customer base** to support their net zero ambitions and sustainability programs

**Delivering a business diversification program** embracing the past with the present and future

**Management of our ESG risks and opportunities**

**Establishing short term and long term targets**, providing confidence we are meeting our targets


**A commitment to transparent reporting** on the implementation, monitoring and progress of this policy

**Commitment to the United Nations Sustainability Development goals**

**Pledging to achieve Net Zero Carbon emissions by 2050**

EnerMech 2022 ESG Report 11





# OUR BRAND FAMILY



**Safer • Smarter • Solutions**

There is one logotype for EnerMech. Its correct use will ensure a clear and consistent brand identity. It has been specially created and must not be redrawn or altered in any way.

The logo must appear at all times with the strapline below it: Safer • Smarter • Solutions. The main version of the EnerMech logo is the positive two-colour version and should only appear on a white background as shown below.

**I AM SAFE, WE ARE SAFER**



There is one logotype for Safety. Its correct use will ensure a clear and consistent brand identity. It has been specially created and must not be redrawn or altered in any way.

## I AM SAFE, WE ARE SAFER



### Strength in Numbers

Individually, we can all make a difference to our wider team. We expect each-and-every person to comply with our Lifesaving Rules, recognising their personal responsibility to ensure we are safe at work.

### LIFESAVING RULES



**RULE 1.**  
RISK ASSESSMENT  
AND CONTROL



**RULE 2.**  
VERIFY  
ISOLATIONS



**RULE 3.**  
WORKING AT  
HEIGHTS



**RULE 4.**  
CONFINED  
SPACE



**RULE 5.**  
LINE OF FIRE



**RULE 6.**  
SAFETY BARRIERS  
AND SIGNAGE



**RULE 7.**  
LIFTING  
OPERATIONS



**RULE 8.**  
OPERATING  
VEHICLES/  
EQUIPMENT



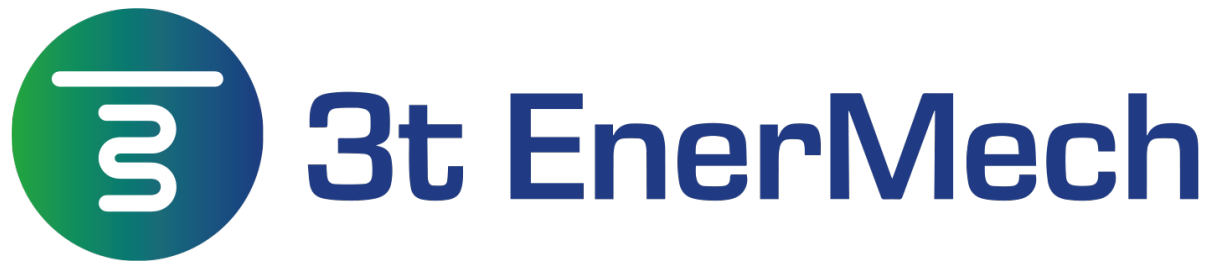
**RULE 9.**  
FIT FOR DUTY



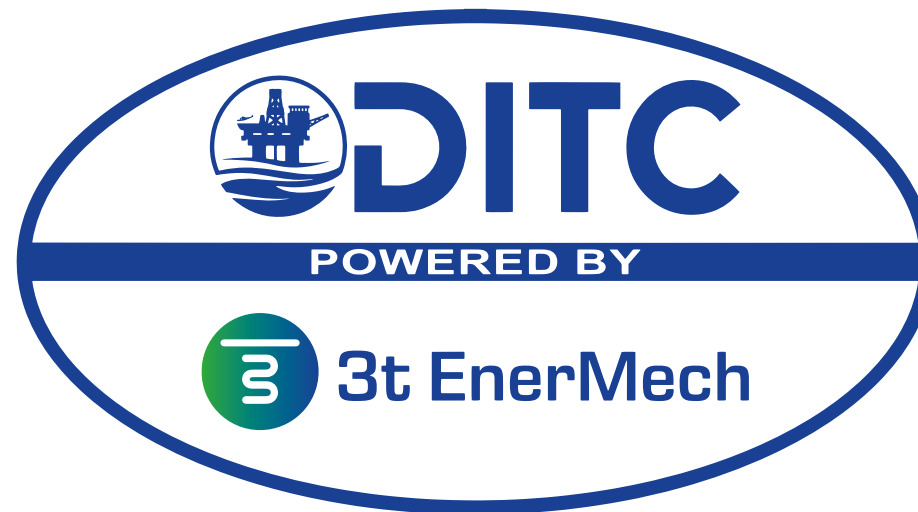
## Lifesaving Rules

At EnerMech we are committed to delivering a high standard of health and safety. Our Lifesaving Rules will provide a foundation to all aspects of safety training, therefore the I am safe, we are safer Logo will always appear on Lifesaving Rules documents and marketing collateral.

3t EnerMech is a joint venture combining the expertise of integrated solutions specialist provider EnerMech and 3t (formerly 3t Energy Group), which owns leading energy sector training organisations 3t Transform, Drilling Systems and AIS Survivex, now known collectively as 3t. The alliance delivers world-leading training and competency solutions encompassing a blend of traditional training, digital learning technologies and training compliance management platforms. The logo is only to be used specifically when promoting the 3t EnerMech business global, excluding Guyana.



A pioneering venture between 3t EnerMech and Orinduik Development Incorporated Training Centre delivers Guyana's first in-country, state-of-the-art training facility for the local workforce, supporting the development of the country's fast growing offshore oil and gas sector. This venture provide an industry-leading and internationally accredited facility. The logo is only to be used specifically when promoting the Guyana 3t EnerMech business.





## 3T ENERMECH IN ACTION



Safer • Smarter • Solutions

We are a specialist service company delivering integrated solutions for complex energy and infrastructure projects. Delivering value to our customers by combining experts, equipment, IP, and technology across the entire asset lifecycle.

**WE ARE TRUSTED LOCAL SPECIALIST HERE**

[enermech.com](http://enermech.com)




We have joined forces with 3t to deliver sustainable training solutions at a local level. Our joint venture brings together EnerMech's industry-specific knowledge with 3t's best-in-class learning experience, so that you can build a safer, smarter workforce that is fit for the future of Guyana.

Working together with our valued partners

**ORINDUIK**  
DEVELOPMENT INC.

EnerMech Guyana Inc., Plantation A,  
Houston District, Georgetown, Guyana

### Exhibition Panel




**Andrew Noble**  
Vice President, 3t EnerMech

D: UAE +971 2 510 7500  
M: UAE +971 56 990 7983  
E: [anoble@3t.com](mailto:anoble@3t.com)

A partnership in expertise that delivers safer, smarter and sustainable workforces



### Stationery



**OPITO Courses Now Available at the 3t EnerMech Guyana Training Centre of Excellence**



OPITO industry standards are vital for the offshore oil and gas industry, promoting shared knowledge of safe working practices against the same industry standard.

Courses include:

- Rigger Initial Training
- Rigger Competence Assessment Standard
- Rigger Competence Reassessment Standard
- Bankman and Slinger Initial Training
- Bankman & Slinger Competence Assessment Standard
- Bankman & Slinger Competence Reassessment Standard

Book now:  
[training@3tenermech.com](mailto:training@3tenermech.com)  
+592 220 6683

3t EnerMech Guyana Training Centre of Excellence  
Find us at Market Road, Lusignan, ECD, Guyana

### Flyer



Combining expert instruction and best in-class facilities to create sustainable training management solutions.

1M+ Delegates trained | 500 Courses | 100% Compliance assurance

**We are 3t EnerMech**



3t EnerMech Guyana  
Training Centre of Excellence  
Find us at Market Road,  
Lusignan, ECD, Guyana

Discover more at  
[3tenermech.com](http://3tenermech.com)

### Banners



3t EnerMech brings together industry-specific knowledge with a best-in-class learning experience, right From our 3t EnerMech Training Centre of Excellence, here in Guyana

**World-class training, delivered locally**



3t EnerMech Guyana  
Training Centre of Excellence  
Find us at Market Road,  
Lusignan, ECD, Guyana

Discover more at  
[3tenermech.com](http://3tenermech.com)



There is one logotype for Minteg. Its correct use will ensure a clear and consistent brand identity. It has been specially created and must not be redrawn or altered in any way.

The logo must appear at all times with the strapline below it: Inspection • Integrity.

## MINTEG BRAND IN ACTION



Typography is a core component of our brand identity. Quicksand is the core font used for MInteg.

# QUICKSAND: CLEAR, BOLD & CONFIDENT

---

The font Quicksand helps our headings stand out and gives us a clear voice. Used in upper case and bold for headlines, this gives us a distinctive style.

# Calibri: Legible on screen and accessible

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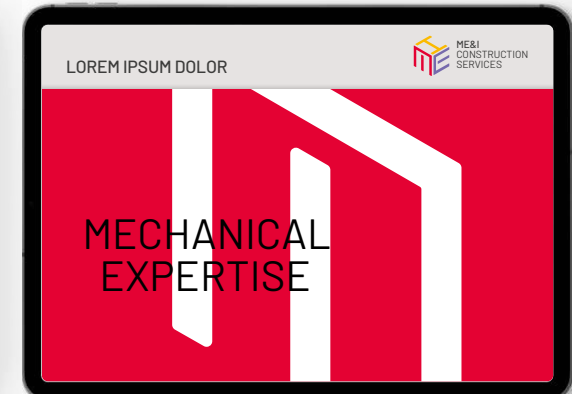
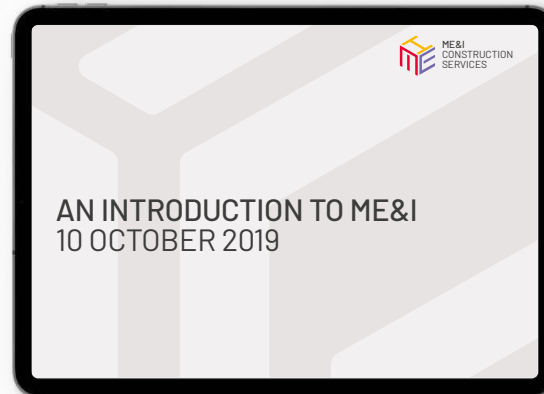
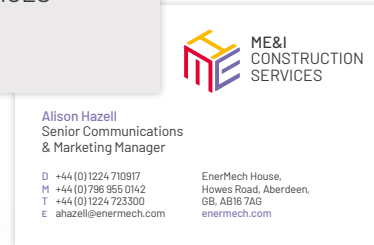
Our website font, Calibri, is accessible and easily legible when reading longer pieces of text read on screen.

There is one logotype for ME&I Construction Services. Its correct use will ensure a clear and consistent brand identity. It has been specially created and must not be redrawn or altered in any way.



ME&I  
CONSTRUCTION  
SERVICES





## ME&I COLOUR PALETTE



## Core Palette

The exact CMYK mix opposite should be used when producing a full-colour document that may contain photography, or be digitally printed. Please ensure you use this correct CMYK mix from the new Pantone book as some software programmes create their own different CMYK mix when converting to process.

Colours may vary when printing on coated and uncoated stock. Always match as closely as possible to the PANTONE® colour specified. The RGB version should be used when producing any digitally delivered material such as Powerpoint presentations.

Professional use

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BARLOW –  
STRONG,  
TECHNICAL  
AND CONFIDENT

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For professional projects, we use Barlow, a google font which can be downloaded here: <https://fonts.google.com/specimen/Barlow>. A full range of weights are available.

In-house use

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CALIBRI –  
BOLD, CLEAR  
AND ACCESSIBLE

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For in-house materials, we use Calibri, a system font in either regular or bold.



## SoniMech

SoniMech is our Joint Venture with Angolan integrated logistics provider, Sonils. There is one logotype for SoniMech. Its correct use will ensure a clear and consistent brand identity. It has been specially created and must not be redrawn or altered in any way.

The main version of the SoniMech logo is the positive two colour version and should only appear on a white background as shown on the left.

## OUR TECHNOLOGY BRANDS

When using the corporate logo on co-branded applications, the space between each logo, should be a minimum of the width of 'Ener' and separated with a line.







# OUR PARTNER BRANDS

A vertical graphic for the EnerMech SIM Pro brand identity. At the top is the EnerMech logo with the tagline 'Safer • Smarter • Solutions'. Below this, the text 'DELIVERING DIGITAL INTELLIGENCE THROUGH SIM' is displayed, with 'THROUGH SIM' in green. The central image shows a person from behind, looking at a computer monitor displaying the SIM Pro software interface. At the bottom, a list of features is provided, followed by the website 'enermech.com/sim' on a blue and green gradient background.

**EnerMech**  
Safer • Smarter • Solutions

DELIVERING  
DIGITAL  
INTELLIGENCE  
THROUGH SIM

Our bespoke software package that allows clients to consolidate their overall flange management within a single system, including flange management, cleaning, inspection, testing and leak testing

- Live visibility of flange management progress to support planning
- Multi tool bolt calculator
- Full auditable joint history
- Personnel and tool register
- Linkage and P&ID overlay capability
- Live data feed with digital dashboard
- Electronic work pack/ report generation
- Video and pdf holding automated change function

[enermech.com/sim](http://enermech.com/sim)

EnerMech's integrity management system SIM, maps the relevant components of an asset, to provide live visibility of mechanical completion during construction and commissioning through to start up and operations .

There is one style for SIM. Its correct use will ensure a clear and consistent brand style. SIM must always be written in uppercase in the assigned green with Pro being written in initial caps in the assigned grey.

# SIMPro

## ENCAT AND ENERVAC BRAND IDENTITY



There is one logotype for EnCat. Its correct use will ensure a clear and consistent brand identity. It has been specially created and must not be redrawn or altered in any way.



There is one logotype for EnerVac. Its correct use will ensure a clear and consistent brand identity. It has been specially created and must not be redrawn or altered in any way.

The EnCat, our robotic catalyst unloading and loading system, comprises of two main parts; EnerVac our automated unloading tool which removes catalyst from reactors via vacuum, without any entry into the vessel during unloading and; EnCat our automated loading tool which loads catalyst directly from drums into the reactor, without entry during the loading activities.



# OUR BRAND IDENTITY TOOLKIT

## ENERMECH CORE BRAND IDENTITY



### Single-Colour Use

The logo can be reproduced as a black option but only when the full-colour option is not possible. When used on a photograph or coloured background the logo should be used as a white reversed-out option.





### Exclusion Zone and Minimum Size

This is the exclusion zone. In order to guard the integrity of the logotype, do not let other graphics or text come within the space marked by the dot.

A clear area should always be kept around the logo to ensure the logo stands out and is legible. However, this does not apply if the logo is being positioned on top of a photographic image. This clear space is proportional to the size of the logo and is defined as the height of the 'dot' on the logo.

To ensure legibility, the logo should not appear smaller than 20mm in width. This minimum size would be used when preparing artwork for giveaways such as pens. The logo size should be sufficient so that the words are readable. The logo should always be reproduced from an original file, and never be a photocopy.



## COLOUR PALETTE

### Core Palette

The exact CMYK mix opposite should be used when producing a full-colour document that may contain photography, or be digitally printed. Please ensure you use this correct CMYK mix from the new Pantone book as some software programmes create their own different CMYK mix when converting to process.

Colours may vary when printing on coated and uncoated stock. Always match as closely as possible to the PANTONE® colour specified. The RGB version should be used when producing any digitally delivered material such as Powerpoint presentations.

#### EnerMech Green

**Pantone 361** (spot colour)  
C:80 M:0 Y:98 K:0  
R:52 G:178 B:51  
RAL: 6018

#### EnerMech Blue

**Pantone 286** (spot colour)  
C:100 M:75 Y:0 K:0  
R:0 G:57 B:166  
RAL: 5005

#### EnerMech Grey

**Pantone 419** (spot colour)  
C:74 M:64 Y:61 K:78  
R:33 G:34 B:33  
RAL: 7026

#### EnerMech Gradient

Combination of EnerMech Blue and Green with an equal balance of each colour

Typography is a core component of our brand identity. Tahoma is the primary typeface.

# TAHOMA: CLEAR, BOLD & CONFIDENT

Our core font of Tahoma helps our headings stand out and gives us a clear voice. Used in upper case and bold for headlines, this gives us a distinctive style.

# Merriweather: Approachable & human

Our complimentary serif font, Merriweather, contrasts with the impact of Tahoma to reflect our personable approach.

# Calibri: Legible on screen and accessible

Our website font, Calibri, is accessible and easily legible when reading longer pieces of text read on screen.

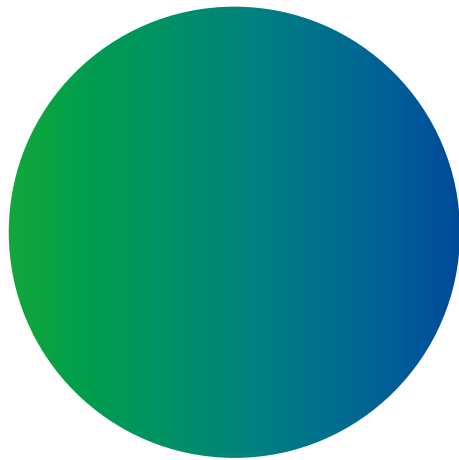
## CONNECTING THE DOTS

### Graphic Devices

The EnerMech Curve denotes that we encapsulate many business services under one roof. The EnerMech dot or circle is part of the branding and denotes our focus and commitment on our goals.



## GRAPHIC ELEMENTS



EnerMech Dot

## Graphic Devices

The EnerMech Curve denotes that we encapsulate many business services under one roof. The EnerMech dot or circle is part of the branding and denotes our focus and commitment on our goals.





### OUR STRATEGY

#### WHERE WE MEET TOMORROW. TODAY.

"Leading Change, the name we have adopted to describe and brand our strategy, aligns One EnerMech in our vision and mission and outlines the strategic plans that will drive the sustainability and growth of our company. At the heart of our strategy is the development of our people, recognizing that as we grow, our talent will be key to our future success."



**Christian Brown**  
Chief Executive Officer

For more visit [enermech.com/leading-change](http://enermech.com/leading-change)

**LEADING  
CHANGE**  
WHERE WE MEET TOMORROW. TODAY.

### OUR VISION

To be the global partner of choice in delivering specialist, technical solutions.



### OUR MISSION

To listen, engage and create value for our clients through the safe delivery of specialist, technical solutions across the life-cycle of the global asset base.



**EnerMech**

Safer • Smarter • Solutions

### OUR VALUES

OUR VALUES ARE AT THE  
HEART OF EVERYTHING WE DO  
IN ENERMECH



#### Safety

We will always put the **health and safety of our people** first above all else



#### Integrity

We will **empower our people** and operate with the **highest of integrity**



#### Solution Orientated

We will **adapt to change, seize opportunities** and be agile in creating new solutions



#### Respect

We will **respect** our customers, our people, our suppliers, our communities, and our planet

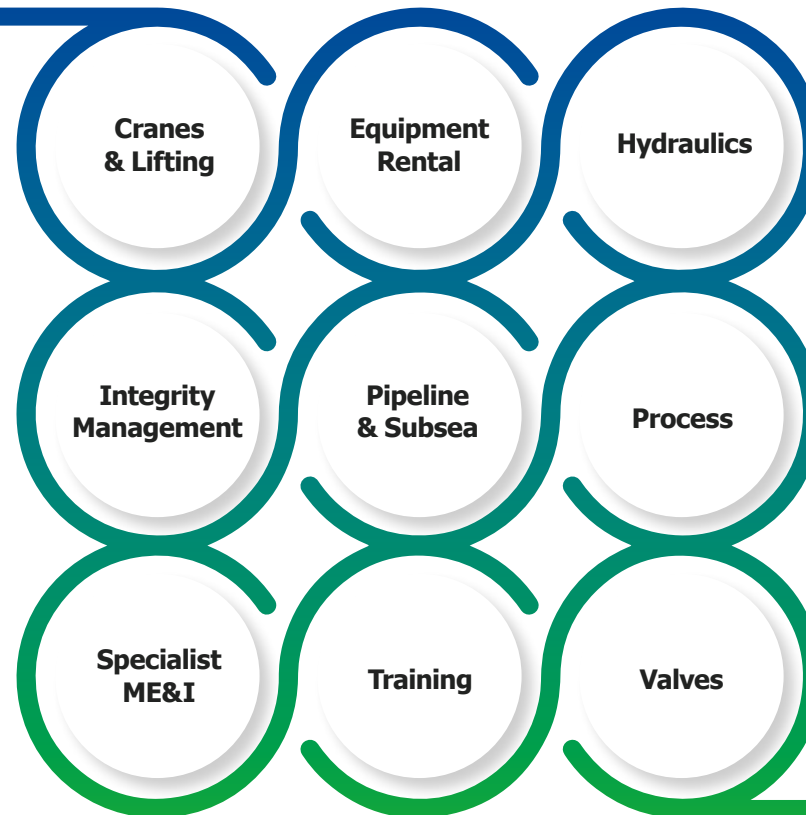


#### Quality

We will **deliver the highest of quality** in everything we do

**Our nine core capabilities provide distinction between them and the assets phases in which we work. This not only simplifies our offering to our clients, but also provides group alignment for reporting and tracking, and easier cross-regional collaboration.**

Interconnected specialist services delivered individually or as an integrated package





## OUR ASSET LIFE CYCLE



## PHOTOGRAPHY (PEOPLE)



**Powerful imagery can enable our communications to make a far more direct and emotive connection with our audiences.**

Use high quality photography in conjunction with the brand, never simply stretch a small, low resolution photo to make it fit your layout, doing so will degrade the resolution even further. Here are some samples of the styles of photography that complement the brand.



## PHOTOGRAPHY (END MARKETS)




**Powerful imagery can enable our communications to make a far more direct and emotive connection with our audiences.**

Use high quality photography in conjunction with the brand, never simply stretch a small, low resolution photo to make it fit your layout, doing so will degrade the resolution even further. Here are some samples of the styles of photography that complement the brand.







# OUR BRAND TONE OF VOICE

**We want to create a tone of voice that is conversational and relaxed while still communicating the professionalism and expertise of EnerMech. There are few things that we can do to help create this feel.**

### Talking directly

We can talk directly to the customer, using the pronouns ‘you’, ‘we’ and ‘our’. Just as we would in a real conversation. We need to avoid the passive voice. So rather than have:

*EnerMech has an experienced, nimble and responsive team.*

We instead say:

*Our experienced team is ready to act, whatever your problem.*

### Think about the reader

We need to put ourselves in the potential customer’s shoes at all times. EnerMech has a 40-year of heritage – but what does that actually mean to the reader? It means that whatever problem you have, EnerMech has already solved it.

### Real-life examples

We use specific examples, “proofs”. These are interesting for the reader and help them see for themselves just how capable EnerMech is. Like this:

“£1 million+ cost savings due to an integrated service delivery – When carrying out a pre-commissioning frame agreement for a major client, EnerMech delivered efficiencies across the scope of work, through upfront engagement, deploying a multi-skilled workforce and working in partnership with the client”

We are showing how good EnerMech is, rather than merely telling.

### Vary our sentences

When marketing material feels stale it is often because the sentences are all of a similar length, or are structured in the same way. Long clauses at the start of a sentence can keep the reader hanging on for what they really want to read. There is nothing wrong with short sentences. They can be interesting. Helpful. The important thing is that we vary our language and sentence structure. We can also use short direct quotes and longer case studies or examples to liven up the text.

### Clearly signpost information

A potential customer visiting our website or reading a brochure should be able to easily navigate themselves

to the information they need. It’s frustrating when you have to dig around to find something out. By thinking like a fresh reader we can answer the most common questions in the most helpful way. Why not use questions? Or bold subheadings to help the reader’s eye. Ultimately, we want to guide the reader to do what we want them to do: get in touch.

### Finally...

If we use these tools and techniques as we write, we should naturally create a more interesting and compelling tone of voice in our communications – even when we are writing about technical matters. This isn’t radical, but it should be refreshing. People will know from a single paragraph that EnerMech are honest, human and highly professional. The kind of people you want to do business with.

To us, every client is an individual and every job is unique. Our experience means that whatever your problem, we have the expertise to get it sorted. Fast.

## Vision Statement

To be the global energy and infrastructure service partner of choice.

## Mission Statement

We deliver integrated mechanical, electrical and instrumentation services which significantly decrease cost and increase efficiencies for our customers.

We excel through our uncompromising focus on safety, the quality of our people, innovative engineering, global infrastructure and the continuous development of our services to address our customers' requirements.

We are protective of our people and work responsibly and ethically to protect the communities and environments in which we work.

## Purpose Statement

- To continue to be a sustainable and profitable business that is respected within the wider business community and which creates value for its stakeholders
- To foster long term relationships with our customers by focusing on their needs and being agile in delivering responsive, safe, smart and value added solutions
- To communicate openly and honestly with our employees, offering them on-going development opportunities and relevant experience, providing a fun and safe place to work and treating them with respect at all times
- To establish long term relationships with our suppliers by treating them fairly and helping them grow profitably
- To be recognised by the local communities where we work as a good neighbour that provides employment, participates in the community and protects the environment

## WRITERS CHECKLIST

### Job titles:

Capped up i.e. Managing Director;  
UK Training Manager; Regional Director

### EnerMech name

Refer to EnerMech, not EnerMech Ltd

### Business lines

Capped up, only use ampersand in infographics, or pop ups where space is tight, in editorial copy use ‘and’

Industrial Services

Process Services

Pipelines and Umbilicals

Valves

Electrical and Instrumentation

Maintenance integrity and inspection

Equipment Rental

Cranes and Lifting

Training

Hydraulics

### Email & web addresses

Email addresses and URLs should not have any punctuation added even if they fall at the end of a sentence e.g. See our website at [www.enermech.com](http://www.enermech.com) is correct; See our website at [ww.enermech.com](http://ww.enermech.com) is incorrect. Where possible, try to avoid web addresses coming at the end of a sentence. Don't bother to add <http://www> – that's a given, just [enermech.com](http://www.enermech.com)

Avoid very long URLs if at all possible. The home page of a website, is preferable in most cases (but not if it is very hard to find the document in question from the home page. The only way to check this is to check out the site).

“Email” not “e-mail”. However, other uses of “e” such as “e-business”, “e-commerce” are hyphenated.

### Client names

Make sure we double and triple check the correct spelling and style of any client name being used i.e. ConocoPhillips and not Conoco Phillips or Conoco Philips.

### General style (alphabetical)

#### Bullets & lists

These can be part of a single sentence, if so finish with a full stop. E.g.

There were three reasons she loved her new house:

- it was handy for the station
- it had plenty of room for the kids
- the garden was charming.

### Dates

Day first followed by a comma, then month. Do not use “th”. For example, 5, March 1999. Never 5th March.

Use 1980s, not ‘80s or eighties etc. to refer to decades.

2008–09 is correct; not 2008–9. Use hyphen when referring to a range of years i.e. 2008–2009 refers to a two-year period.

A slash (i.e. 2004/5) refers to one 12-month period (e.g. academic or financial year) that falls across two calendar years.

### Full stops

Abbreviations like BBC, US don't need full stops. Also, no full stops after words like “Dr” or “Ltd” There are no commas between names and their designatory letters, except “no.” i.e.: no. 3. (But it's best to avoid “No.” if possible).

### Gender

Where possible, it is better to use “he or she”, or “they” if the writer is not specifying gender. “Spokesman” or “spokeswoman” is preferable to “spokesperson”. Whether someone is a “chairman”, “chairwoman” or “chair” will normally be up to them, but it's preferable to avoid “

### Government departments

When using the full name of a department use caps e.g. the Department for Business, Enterprise and Regulatory Reform (use “DBERR” for second and subsequent use).

### Hyphens

Note the use of hyphens in both “co-operation” and “no-one”. Otherwise, where there is a choice don't use a hyphen. Fundraising, worldwide and most other compound words are not hyphenated.

However, use “Scottish-based”, or “UK-based”. Use a hyphen when the word is an adjective e.g. “full-bodied”.

“Email” isn't hyphenated. Otherwise “e” as in e-commerce, e-business etc. should be in lower case and is hyphenated. Internet should have a capital “I”. Similarly with “Net” and “Web”. “Website” is one word, lower case, no hyphen.



## WRITERS CHECKLIST

### Names and titles

The first time a person is referred to in an article, their full name is used. Thereafter, they are referred to by their surname. There are no “Mr” or “Mrs”. The exception to this is if they are used again much further on in the article, in which case use the full name again or the surname plus company e.g. “IBM’s Thorogood agrees...”

### Numbers, measures and money

Numbers up to ten are spelled out in words – if the context allows. For example, if a lot of different forms were being used, like fractions and decimals, then figures should be used throughout that article. Numbers from 11 upwards become figures. Where a number begins a sentence it is spelled out in full regardless. Fractions are presented in decimal points or written out fully with hyphens where appropriate (e.g. two-thirds)

### Numbers

1–9 spell out three, six, eight etc. For 10 and over use the number 14, 26, 104 etc.

Thousands are written as 1,000

Million and billion is always spelt out and never shortened to ‘m’. However, another currency equivalent presented in brackets uses the shortened ‘m’ i.e. \$50 million (£33m)

### Distance

20km, 20ft, 20in, 20m, 20 sq ft – not ‘square feet’ or foot, 20 sq m

### Monetary values

£150 million; \$150 million; not £150m or £150M or \$150m;

### Currency

Generally, use pound sterling £ but if the story is about US or Norway for example, use sterling first and then the dollars, kroner etc.

E.g. – £100 million (\$152.4m); £100 million (NOK 892.4m); £100 million (\$AUD 156m)

£ not pound. Use the € symbol not “E” or “euros”.

US dollars are just dollars – write as \$. Other countries’ dollars need to be spelled out e.g. AUS\$.

Normally, “first” not “1st” up until “11th”. There may be exceptions e.g. a company name.

### Organisations

Bodies, such as the Government, the Inland Revenue, oil companies and so on are generally treated as taking a singular verb form, E.g. “The Revenue has...” as opposed to “The Revenue have...”.

### Per cent

% instead of per cent.

### Photo captions

They are not followed by a full stop, nor are cross-heads/pull quotes. They should also be concise and punchy.

If the photo is a ‘mugshot’ then the caption should start with the name; and then whatever the person says in single quotes or a few words about him or her. E.g. Mike Johnson: “It’s time for a change”

### Publications’ titles

These are in italics, first letter in capitals.

### Quote marks and reported speech

Use double quote marks, even for fragments, but single quotes for “quotes within a quote”. Also headlines, captions, standfirsts, pull out quotes and cross-heads use single quotes.

Reported speech is in the past tense (i.e. “said”, “explained” etc.).

“Said” is the default. Alternatives like “explained”, “argued” etc. are fine but should not be repeated on the same page. Either use: Smith said: “People are desperate for something different.”

Or “People are desperate for something different,” said Smith.

Both of these are fine. But not using a comma before the quote:

Smith said, “People are desperate for something different.”

Quotes should not stand as a paragraph themselves, the speaker should always be identified.

## WRITERS CHECKLIST

Quotes should start

Managing Director, Doug Duguid, said: “

Not Managing Director Doug Duguid, said: “

And it is said, not says

Alternative is – “blah blah blah,” said Managing Director, Doug Duguid.

### General spelling

“Focused” has just one “s”.

“All right” should be used and not “alright”.

The suffix “er”, not “or” should be used in words like adviser and convener.

Use US spelling where ‘z’ replaces ‘s’, as in ‘optimizing’

Note that “enquiry” is used to refer to the asking of a question, and “inquiry” to a formal investigation.

Note the following words which are often confused:

“Licence” is a noun, whilst “to license” is a verb.  
“Practice” is a noun, whilst “to practise” is a verb.  
“Advice” is a noun, whilst “to advise” is a verb.

“Policyholder” and “shareholder”, not  
“policy holder” etc.

### Telephone numbers

In features they should be written as follows:

tel: 0141 561 0300.

Note London numbers should look like this “020 7401 5328” not “0207 401 5328” – this is because even if you are in the “0207” or “0208” area, you still have to dial the 7 or 8.

For overseas phone numbers e.g. +41 (0) 31 311 4336

### UPPER/lower case

If in doubt, use lower case unless it looks odd.

Political party names should have capital letters e.g. “Labour” but when talking about political inclinations or tendencies, lower case should be used.

Points of the compass are lower case, unless talking about a specific location E.g. the South-East; the West; the Netherlands. Eastern Europe but eastern bloc. But it’s “the east of Scotland”.

Seasons such as summer and winter are also in lower case.

Bodies such as the Government will be capped up but council will generally be in lower case.

EU “member states” should be in lower case i.e. “This applies to all member’s states of the European Union.”

Use upper case for acronyms and abbreviations, even when they can be pronounced as words e.g. NATO not Nato. (Exceptions include mph, kg, km or lb for example).

Writing style Avoid jargon where possible. If technical terms are used then only use them in their proper context. Use metaphors sparingly. Generally, use the active form, not passive.



If you have any questions, please feel free to contact Ali Hazell, Marketing and Communications Director at [ahazell@enermech.com](mailto:ahazell@enermech.com)

[enermech.com](http://enermech.com)