

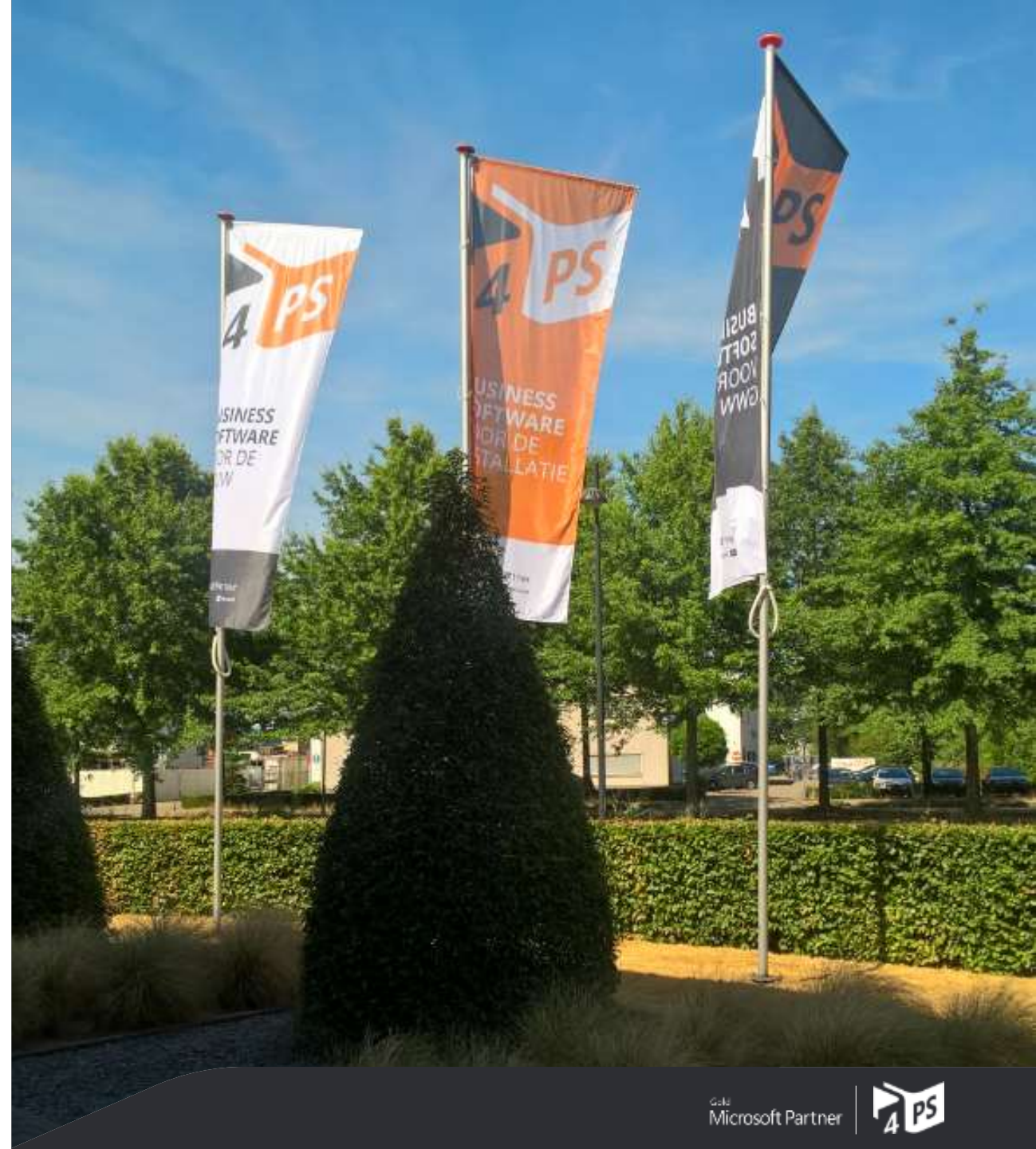


4PS BRANDBOOK

BRANDBOOK

CONTENT

- 4PS, a strong brand!
- Logo
- Color codes & elements
- Typography
- Brand vision & mission
- Brand values
- Brand promise
- Core values
- Social Media



4PS, A STRONG BRAND!

To distinguish 4PS from other organizations, it is important that we present ourselves clearly and consistently. Our corporate identity is a handy tool for this, and this includes more than just our logo. Recurring shapes, fixed colors and fonts, image use and consistent layout of publications are also part of a corporate style. Unity is essential here and that is only achieved if everyone adheres to the guidelines and applies them consistently.

We created this BrandBook as a tool for everyone involved with 4PS. Our corporate style is dynamic and is regularly criticized against the changing world around us. The BrandBook will be adjusted if necessary. Do you make sure you always use the latest version of the BrandBook?

The name 4PS

4PS provides solutions for project oriented companies. Originally, the name 4PS stands for 'For Project Solutions'. As 4PS is an internationally operating company, the English pronunciation is used.



SOLUTIONS & TARGET GROUP

4PS creates 'Business Software' for the Construction Industry, Installation Industry and the Civil Engineering Industry.

Business Software is the umbrella name for the solutions that we develop, implement and maintain:

- 4PS Construct (ERP)
- Apps
- Portals

You can find more information about our solutions on the [PIP](#) (Product Information Portal).

4PS in numbers

4PS Group

250+ employees

450+ customers

3 locations

6 international partners

4PS

LOGO,
COLOR USE
& TYPOGRAPHY

THE LOGO

The 4PS logo stands for simplicity, power and no-nonsense. Exactly what characterizes the 4PS colleagues.

The logo can be applied in different ways, this depends on the background. The anthracite/orange version is standard. With a dark background it's better to make use of the white version. The ratio of the logo must always remain the same.

Color codes

Orange

RGB	Online	CYMK	Print
#ED7520		#EE7521	
R	237	C	0
G	117	Y	64
B	32	M	92
		K	0

Anthracite

RGB	Online	CYMK	Print
#2D2E33		#2C2D32	
R	45	C	75
G	46	Y	65
B	51	M	54
		K	66



SUPPORTING CORPORATE COLORS

In addition to the basic corporate colors (orange and anthracite), we have a number of shades of blue and grey that can be applied if necessary.

RGB	Online
#00bee1	
R	0
G	190
B	225

CYMK	Print
#1dbadf	
C	70
Y	0
M	10
K	0

RGB	Online
#82d2eb	
R	130
G	210
B	235

CYMK	Print
#85cee4	
C	50
Y	0
M	10
K	0

RGB	Online
#bee6f5	
R	190
G	230
B	245

CYMK	Print
#bde3f2	
C	30
Y	0
M	5
K	0

RGB	Online
#7d828c	
R	125
G	130
B	140

CYMK	Print
#838490	
C	50
Y	40
M	30
K	15

RGB	Online
#a5a5af	
R	165
G	165
B	175

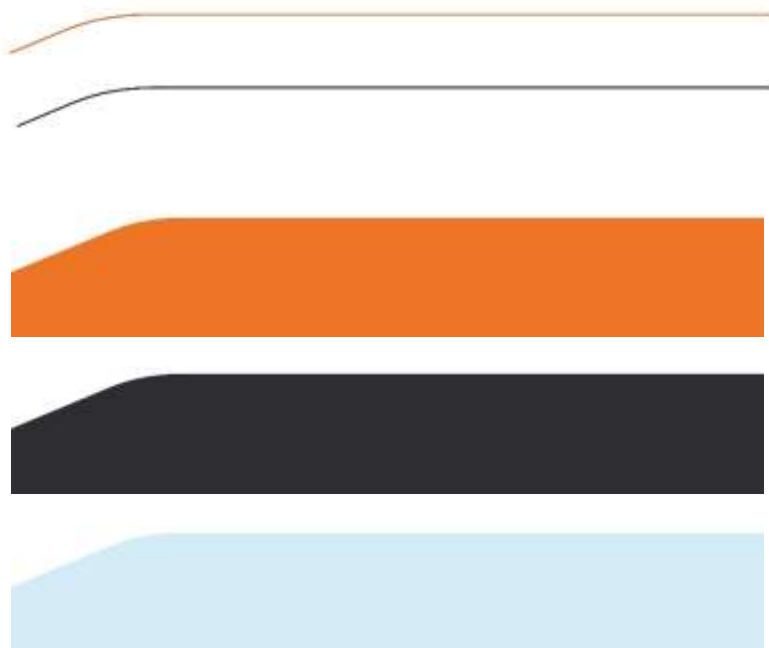
CYMK	Print
#a2a5ad	
C	40
Y	30
M	25
K	5

RGB	Online
#cdcdd7	
R	205
G	205
B	215

CYMK	Print
#d0cfd6	
C	22
Y	17
M	13
K	0

BRANDBOOK ELEMENTS

We have a number of corporate elements that we use in our documentation. Below, the elements can be found, on the left some examples of the way we make use of these elements.



Welcome to the future!

Always one step ahead
with smart software for
the construction industry



TYPOGRAPHY

The backbone of the 4PS corporate style is the font. The same everywhere, this ensures recognisability. 4PS uses the Segoe UI family as the standard font. A quiet and legible font, which is in line with the Microsoft standard.

For large titles we make use of Segoe UI Light or **Segoe UI Semibold**.

For normal text, we use Segoe UI or Segoe UI Semilight, font size 10 and line spacing 1.

SUPPORTING TOOLS

Every 4PS employee has an e-mail signature in the correct corporate style.
If desired, you can also request a business card.

PowerPoint template

4PS facilitates various PowerPoint templates in the right corporate colors, a great tool for your presentations.
There are two templates available:

1. Basic template (different types of basic slides)
2. Corporate template (different types of basic slides with the 4PS corporate story attached)

4PS

SOCIAL MEDIA

SOCIAL MEDIA

4PS is present on LinkedIn, Twitter, YouTube and Facebook. The focus is on LinkedIn. This business platform offers the most added value as our target group is increasingly present here and we can therefore reach them well.

Overview social media accounts 4PS:

- [LinkedIn 4PS](#)
[LinkedIn 4PS International](#)
[LinkedIn Werken bij 4PS](#)
[LinkedIn 4PS UK](#)
[LinkedIn 4PS Belgium](#)
- [Twitter 4PS](#)
[Twitter 4PS International](#)
[Twitter 4PS UK](#)
- [Facebook](#)
- [YouTube](#)



SOCIAL MEDIA

4PS regularly posts messages on LinkedIn. We appreciate it if you find our messages "interesting" or share them with your network. This leads to a greater reach: the messages are better distributed over an extensive network.

Do you want to share a work-related message yourself? Feel free to tag 4PS!
Tip: add an image to the message, this leads to more visibility of the post.

Please pay attention:

Try to add value if something is communicated about 4PS and communicate with respect about 4PS. What you post on social media can influence the reputation of 4PS. So please handle this responsibly.



4PS

MISSION, VISION
BRAND VALUES,
CORE VALUES.

BRAND VISION

LEADING AUTHORITY ON TOMORROW'S SOLUTIONS

All eyes are on the construction industry which is expected to create future-proof infrastructure. For example, by making homes and companies energy-neutral, by reducing material consumption and reusing materials, having objects communicate with each other, making road networks applicable for self-steering cars, ensuring reduced carbon footprint, less impact on climate change and, and sustainable employability of the employees.

We support the construction industry in this effort by providing business software that allows you to anticipate and move along with market developments. In the coming years we want to become the leading authority in this field. Our people are ambitious professionals who translate industry knowledge into practical and user-friendly applications. Our expertise is sought after, appreciated and praised across borders.

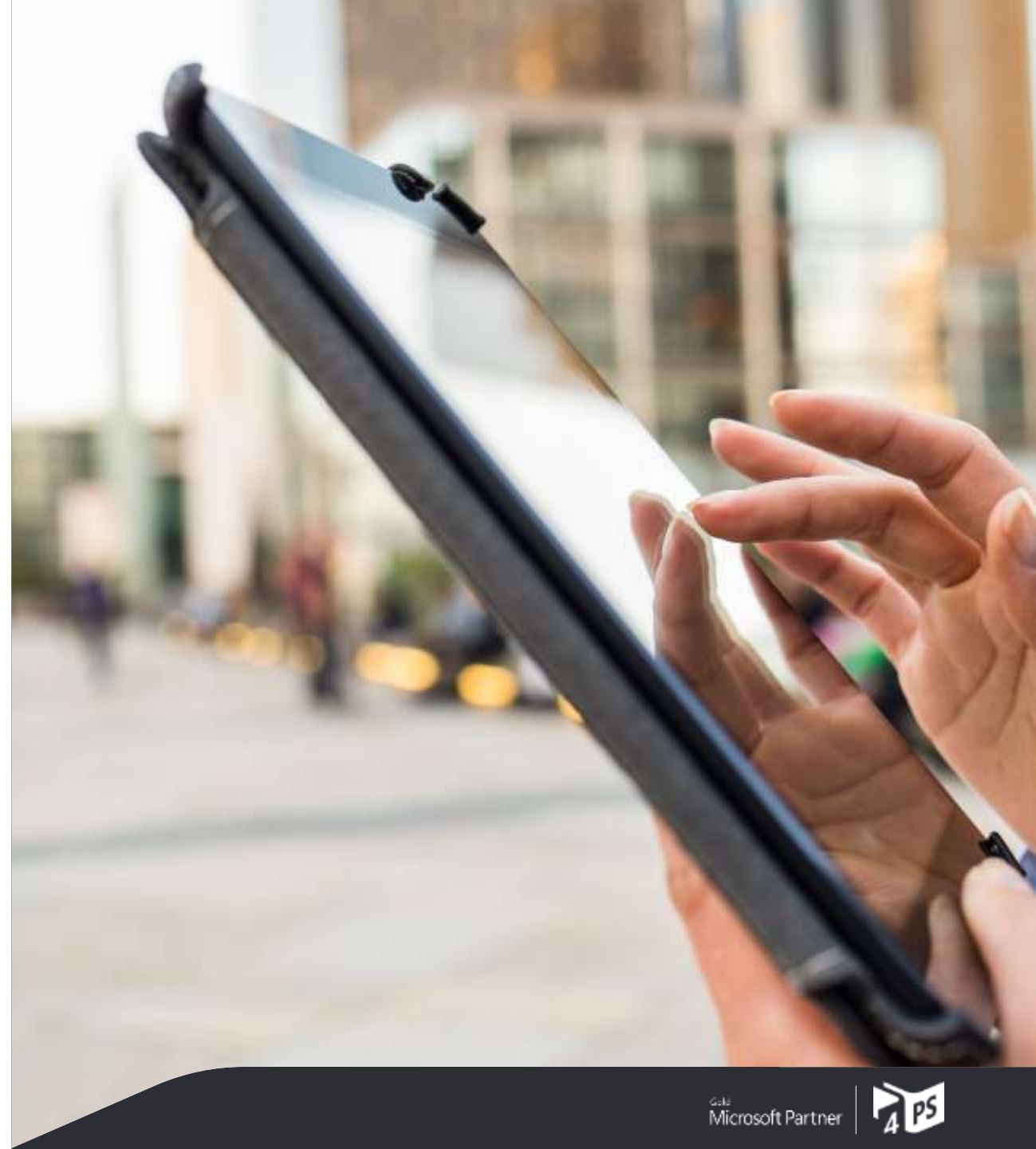


BRAND MISSION

TRYING TO DO BETTER EVERY DAY

It is our mission to give our customers a head start by improving the construction industry using innovative business software. We do this by continually focusing on new developments, building on the Microsoft Dynamics platform.

We take questions from the industry and translate them into smart and practical applications. We try to do a little bit better every day. We work in close collaboration with our customers bringing a clear focus and inspirational vision on progress.



BRAND VALUES

AWARE

DURABLE

TAKING THE LEAD



BRAND VALUES

AWARE

We are very much aware of the task that lies ahead for the construction sector and the challenges associated with this.

600 implementations and nearly 20 years' experience have increased our knowledge in construction significantly.

We are familiar with the characteristics of these companies, our customers. By applying our software in a smart way, we help them improve their business processes.



BRAND VALUES

DURABLE

We are committed to the development, implementation and maintenance of software solutions for the construction industry. Our partnership with Microsoft means our customers enjoy a technical advantage: Microsoft provides technological innovation which, as a construction chain partner, we make suitable for our customers.

Together with our customers, we arrive at the ideal solution. Using our expertise as a starting point, we strive to contribute to the success of our customers' business. We consider this to be a key element for building a durable relationship. Long-term cooperation is what motivates us.



BRAND VALUES

TAKING THE LEAD

Taking the lead in our sector is what defines our professionals. We connect the dots by taking a personal approach.

This is our fundamental drive to continue to improve and deliver only top quality. The enterprising spirit that helps us take initiative and deepen our knowledge. Creating value for each other on a foundation of mutual trust. This is essential to the success of joint efforts.



BRAND PROMISE

CONSTRUCTION INDUSTRY TAKING THE LEAD

The construction industry is rapidly changing. You want to be able to move along and be one step ahead of the rest but without losing grip on your projects and organization. We are happy to give you a head start with standard ERP software, designed specifically for the industrial and residential construction, civil engineering, installation, service & maintenance and equipment rental sectors.

Together with Microsoft we will continue to innovate and focus on improvement. This is how we will continue to lead the way. Our specialism and experience makes us an excellent sparring partner. We pride ourselves on speaking your language, making active contributions and thinking ahead on subjects such as digitization, increasing sustainability, chain integration, efficiency, communication processes or your international aspirations. Our integrated solution helps you lay foundations for the future.



CORE VALUES

**FOLLOW YOUR
HEART**

LEARN MORE

INNOVATE



CORE VALUES

FOLLOW YOUR HEART

We are construction to the core and we love what we do. When you put your heart and soul into something, as we do, you generate the energy you need to deliver the best.

That's what drives us to keep improving, to deliver real quality and to have a great time doing it.



CORE VALUES

LEARN MORE

Understanding our customers' needs is key to our success. Finding out about the issues you face, how you work and the technology challenges you encounter helps us to design better solutions.

We listen to customers to learn how we can help contribute to the growth of your business.



CORE VALUES

INNOVATE

You only stay ahead of the pack by going the extra mile - by identifying new trends and ideas, and by taking the initiative to explore them further.

With an open mind and the courage to think outside the box, we focus on innovation that delivers real improvements for users.

