



**ISG**

**Brand book**



**A bold new  
world**



**A bold new  
ISG**

**At ISG, we have come a long way.** For 27 years, we have been providing exceptional construction services to companies around the world, and in turn, we've been rewarded with happy clients, repeat business, and numerous industry accolades.









**Today, we want to go further.**

The fast pace of business and society means it's not enough to rest on our laurels and continue to exist primarily as 'the safe choice'. We are responsible for building the cities, businesses and great places of tomorrow.

**To do so, we must be better, smarter and more innovative than ever before.**

**We need you.** Our people have always been our greatest asset, and will continue to be as we move boldly and definitively into the future. We have a vision and a brand promise that will propel ISG forward and set us apart from our peers.

Now we need you to help us bring it to life.





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ISG is focused  
on becoming  
better, smarter,  
and more  
innovative than  
ever before —  
and to do this,  
we need you.

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A woman with long, straight brown hair is looking down at a computer monitor. She is wearing a dark-colored top. The background is a plain, light-colored wall. A thick black diagonal line is positioned to the left of the text.

# About this book

Our brand book lays out in simple terms who we are and where we want to go from here. It explains why we're different, and why that's important to our people and our clients. It reveals the values and behaviours that will shape our corporate culture over time. It provides tangible tools for helping to support the ISG way.

We hope you will keep this guide within reach and refer to it regularly – at least in the short term. Over time, we hope you'll find the brand shifts from words on a page to the everyday experience of being a part of ISG.







# Our vision

The vision is ISG's reason for being. It's why we come to work every day. It sets out our long-term goal for the company and serves as the driving force for our brand.

/ Our vision

Still the  
trustworthy,  
professional  
and reliable  
company we've  
always been.

**The world's m  
construction se  
delivering places  
and busine**

**most dynamic**  
**services company,**  
**that help people**  
**business thrive.**

Now smarter, more  
responsive and  
more innovative  
than anyone else.

With a view that what  
we do is about far  
more than buildings.



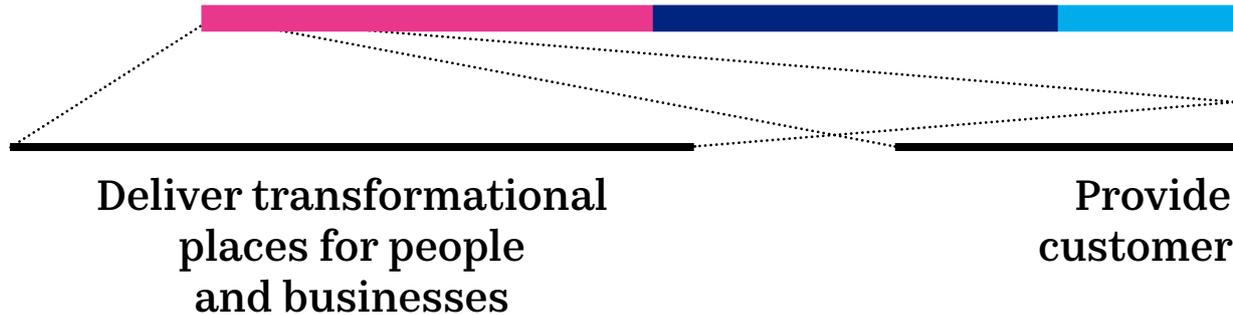
# Our brand proposition

ISG's brand proposition sets out how we aim to achieve our vision. It is our ambition for the ISG brand and our framework for decision-making.

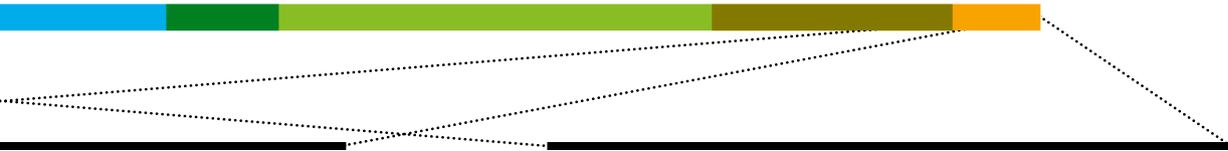




# delivery



# dynamic



unbeatable  
experiences

Nurture a culture that  
rewards great ideas





# Our differentiators

The differentiators are what make ISG uniquely ISG. They are the core attributes of the brand, and what we want our audiences to believe deeply and distinctively about us.

**We understand places  
are only as successful as  
the people and systems  
in them.**

At ISG, our roots in fit out mean we know how to deliver the technology and environments that support changing businesses and lives.

What it means for our people:  
A challenging workplace that rewards end-user understanding, broad perspectives and big-picture thinking.

What it means for our clients:  
Future-focused solutions that integrate technology and construction in smart and agile environments.

# We are a safe pair of hands with a difference.

We blend sound delivery methods with a fast-paced, ideas-driven culture that pushes us to constantly improve.

## What it means for our people:

High expectations for delivery – but with the power to challenge assumptions to the benefit of project outcomes.

## What it means for our clients:

The certainty that comes from a trusted delivery, as well as the delight that comes from a highly customised approach.

**We believe the delivery dynamic is as important as dynamic delivery.**

We listen, respond, and actively cultivate positive, highly-personalised relationships among our project teams and with our customers.

**What it means for our people:**

Incentives to communicate and collaborate, be transparent and accountable, and build trust with customers, supply chain, and each other.

**What it means for our clients:**

An enriching and engaging customer journey from start to finish, which in turn leads to a better result.



## We always care for each other, our customers and our communities.

In our industry, where speed and cost reign, we are committed to creating an unbeatable customer experience, and always want to have a positive effect on the people, environment and communities we work with.

### What it means for our people:

Clear goals and expectations, active support, great employment experiences, and leadership that values people's inputs, safety and satisfaction.

### What it means for our clients:

A provider that's client-focused, constructive and helpful, never runs from responsibility, and takes the wellbeing of the community and environment seriously.

# We go where your business goes.

Our commitment to our customers means we are dedicated to being first to emerging sectors and being effective in new geographies.

## What it means for our people:

Access to the opportunities afforded to a global and diverse company and the chance to be pioneers in new lines of business.

## What it means for our clients:

A confident and consistent construction services provider ambitious on their behalf and capable of providing a consistent-quality service anywhere.

# Our values

Our core values are the guiding principles that determine our actions and behaviours at ISG. Rooted in the brand, they are what drive us everyday and provide the building blocks for our common corporate culture.





# Dream smart



We encourage new thinking and bold ideas backed by knowledge, sound decision-making and first-rate implementation.

# Speak frankly



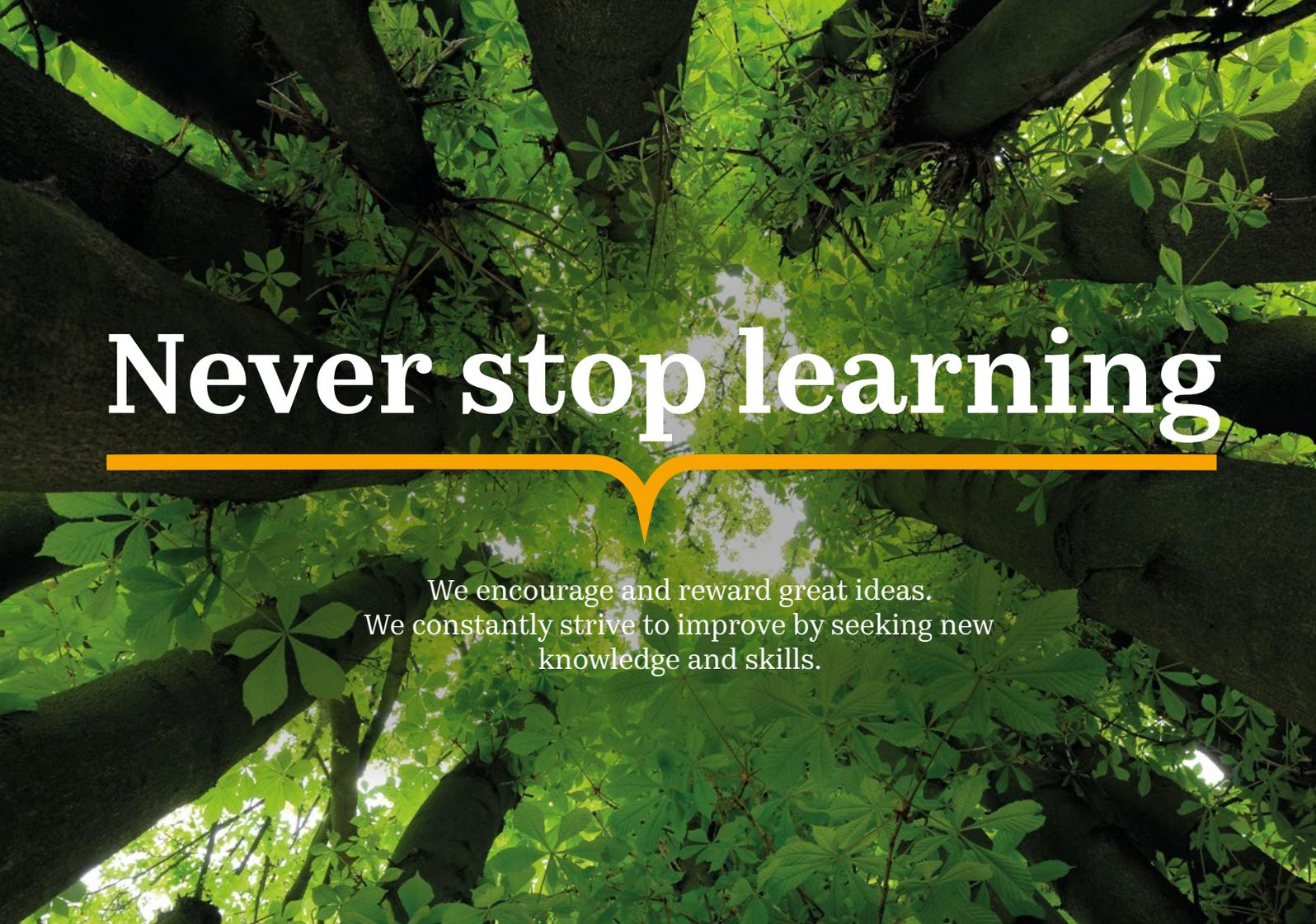
We value clarity and honesty, and we are open and straightforward in all of our dealings. We never shy away from tough conversations.

# Always care



We take pride in the quality of our work and demonstrate respect and care for the wellbeing, health and safety of our clients, our people, and our world.

# Never stop learning



We encourage and reward great ideas.  
We constantly strive to improve by seeking new  
knowledge and skills.



## DREAM WORK

- GATHER  
↳ INCE
- ↳ IDEA
- NEW STAFF  
WELL AT
- REWARD
- 80/20
- BEST  
↳ AGAIN
- LONG TERM  
↳ GET RE  
MAKING





# Our tone of voice

Our tone of voice describes not what we say to our markets, our customers and our colleagues, but rather how we say it. It is the application of our values to the way we speak and write. Always keep in mind our core values but also consider these prompts to ensure that your tone of voice is lively, engaging and never stuffy.

# “Bold, but not arrogant”

From

**Qualifications** – “We do...”

To

**Beliefs** – “We believe...”

# “Clear, but not simplistic”

From

**Long & complex** –  
“To meet the project’s high technical requirements, the newest technology needed to be incorporated into the interior design, which required accurate planning.”

To

**Short & punchy** – “In a project with significant technical requirements, smart planning made the difference.”

# “Confident, but not smug”

From

**Us** – “Our expansive portfolio includes some of the best projects in London. We have worked with the world’s leading clients.”

To

**Them** – “Our expansive portfolio affords us a broad perspective and deep understanding of the issues affecting your business every day.”

# “Probing, but not pushy”

From

**Facts** – “Technology is an increasingly important part of the modern workplace.”

To

**Questions** – “Integrated buildings offer great potential to businesses, but do they come at too great a cost?”

# Our look and feel

The look and feel defines how our brand comes alive through our visual identity. It is the consistent symbolic expression of who we are and why we're different.





/ Our look and feel

Our logo is black and white to demonstrate the clarity and boldness of our brand.

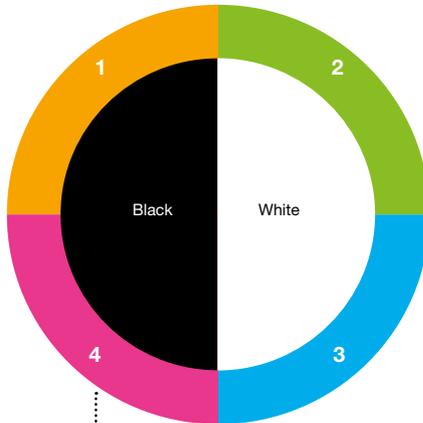


Our emphasis lines suggest movement and animation to reflect the dynamic nature of our business.



## / Our look and feel

Our colours are bright and energetic. They represent our celebrated diversity and help us to stand out from our competitors.



**Primary colour palette**  
Black, white and four  
accent colours.



**Dynamic colour palette**  
Includes four additional  
colours formed by the  
interaction between our  
accent colours.

1. f6a400  
R.247 G.164 B.0  
C.0 M.41 Y.100 K.0
2. 89bd23  
R.138 G.189 B.36  
C.54 M.0 Y.100 K.0
3. 00ace9  
R.0 G.173 B.234  
C.84 M.0 Y.0 K.0
4. e8378c  
R.232 G.55 B.140  
C.0 M.88 Y.0 K.0
5. 8d872a  
R.141 G.135 B.42  
C.54 M.41 Y.100 K.0
6. 00a239  
R.0 G.158 B.59  
C.84 M.0 Y.100 K.0
7. 4f378d  
R.79 G.55 B.141  
C.84 M.88 Y.0 K.0
8. e63811  
R.230 G.56 B.17  
C.0 M.88 Y.100 K.0

ISG has a fascinating point of view and our typefaces enable us to speak in different ways to different audiences.

# Kazimir Text

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This opinionated typeface is used for quotes and accent text.

# Helvetica Neue

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This versatile and sophisticated typeface is used by our graphic designers as our standard font.

# Arial

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Virtually interchangeable with Helvetica Neue, this easily accessed typeface is used as our standard font by people across ISG.

**/ Our look and feel**

**Our photography reflects our values by showing people being creative, open with each other, thoughtful and highly engaging.**







# Your role

As ISG people, you are our most important brand ambassadors. The stronger the brand, the more we can attract the best clients and projects and create the best possible place to work.

Here are five actions you can take to help build the new ISG brand:

**1. Ask yourself**, “How can I make this more dynamic?” Everything we do should reflect our imperative to be the world’s most dynamic construction services company. To that end, we must constantly challenge ourselves to do things better and smarter.

**2. Live the values**. Amongst your colleagues and clients, you have an opportunity every day to reinforce the brand by adopting the behaviours and actions dictated by our core values.

**3. Remember the differentiators**. The differentiators are what we want our audiences to believe about us. Using the language and messages in bids, in emails and in conversations with clients will help them to understand what ISG stands for.

**4. Be thoughtful and purposeful**. Every interaction you have, no matter how big or small, is a chance to influence your clients’ and colleagues’ perceptions of ISG. Push yourself to make the most of these interactions.

**5. Share your ideas**. The brand is a living, breathing entity that will – and should – evolve over time. Think of ways to bring it to life in real and meaningful ways for your colleagues and clients.



Visit the Brand Centre for  
resources and further guidance  
on how to apply our brand.

Fit out | Technology | Construction | Development

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