

**Balfour Beatty**

---



# Worksite branding and communications standards



---

March 2026

# 02

## Contents

<b>Our branding and communications principles</b>	<b>04</b>		<b>Site accommodation exterior branding</b>	<b>31</b>		<b>Additional communications resources</b>	<b>54</b>	
Our core brand elements	05	UK + US	Cabins	32	UK	Jobsite employee communications	55	US
Approved UK suppliers	07	UK	Jobsite trailers	33	US	Right to Respect	56	UK + US
Approved US suppliers	08	US	Traditional and Nexus modular accommodation	34	UK	Zero Harm	57	UK + US
Worksite branding do's and don'ts	09	UK + US	Connexes	36	US	Right First Time	58	UK
			<b>Site accommodation internal branding and communications</b>	<b>37</b>		My Contribution	59	UK + US
<b>Site perimeter branding</b>	<b>10</b>		Strategic programme boards for cabins	38	UK	Affinity Networks and Groups	60	UK + US
Specification for hoardings	11	UK	Cultural initiative workplace poster for jobsites	39	UK	What3Things? Environment	61	UK
Bespoke hoardings	13	UK	Communications packs for modular accommodation	40	UK	Code of Ethics	62	UK + US
Recruitment hoardings	15	UK	Modular accommodation: reception area	41	UK	Event materials	63	UK + US
Standard Heras fencing	17	UK	Modular accommodation: meeting rooms	42	UK			
Bespoke Heras fencing	18	UK	Modular accommodation: open plan offices	43	UK	<b>Additional information</b>	<b>64</b>	
Recruitment Heras fencing	19	UK	Modular accommodation: print rooms	44	UK	FAQs	65	UK + US
Fence screens	20	US	Modular accommodation: toilets	45	UK	Support details	66	UK + US
Bespoke fence screens	21	US	Modular accommodation: canteen	46	UK			
Safety-related fence screens	22	US	Modular accommodation: kitchens	47	UK			
Scaffolding wrap	23	UK + US	Modular accommodation: induction rooms	48	UK			
Traffic barriers	24	US	Modular accommodation: drying rooms	49	UK			
Rising work screens	25	UK + US	Communications packs for traditional office accommodation	50	UK			
			Wayfinding: site and safety signage	51	UK + US			
<b>Commercial vehicle, plant and heavy equipment branding</b>	<b>26</b>		<b>Personal protective equipment (PPE)</b>	<b>52</b>				
Commercial vehicles	27	UK + US	Personal protective equipment (PPE) and workwear	53	UK + US			
Plant and heavy equipment	29	UK + US						
Tower cranes	30	UK + US						

# 03

## Welcome

### A brand we all build, together

Wherever you are in the world, one glance at the sleek, silver finish, the clean lines, the iconic logo – and you know it's Apple. That's the power of brand consistency. It doesn't just look good – it builds trust, signals quality and instantly tells you who's behind the work.

At Balfour Beatty, our brand identity is also powerful. With over a century of heritage, our name is recognised for quality, reliability and delivery. Whether it's our signature blue hoardings, the logo on our vehicles or the way we communicate on site – everything we do shapes how people see us.

Consistent branding is about more than just logos and colours. It's about clear, purposeful communications designed to inform, engage and build trust. It makes our worksites look more professional and recognisable, and it also helps to make our messages easier to understand. It also saves time and money – reducing the need for bespoke solutions and enabling bulk buying across the business.

But a strong brand doesn't happen by accident. It's something we build together, every day, on every worksite and across the business through our culture and behaviours. That's why we've developed our Worksite branding and communications standards – a practical, easy-to-follow guide to make sure we present ourselves clearly and consistently across the UK and US.

These standards set out:

- **what's mandatory:** the minimum requirements every worksite must follow
- **smart enhancements:** optional ways to make your site stand out
- **artwork and examples:** to make applying our visual branding easier and more effective.

Every employee has a part to play in applying these standards. Whether it's displaying signage correctly, keeping visual messages clean and clear or using the right colours and logos – it all adds up to something bigger.

Together, we can make every Balfour Beatty worksite a confident, consistent expression of our behaviour, culture and brand.

So, let's show the world who we are and what we stand for – clearly, proudly and professionally.

---

### Louise McCulloch

Group Director of Communications & Corporate Affairs



# Our branding and communications principles

Our worksites are one of our most visible brand touchpoints seen daily by stakeholders including customers, employees, partners and more. Applying our branding and communications principles consistently builds a professional, consistent and recognisable identity. These principles help reinforce our reputation, support clear messaging and maintain the high standards expected of a leading international infrastructure Group.

# 05

## Our core brand elements

### Our brand logos – front and centre

Our brand logos are the most recognisable elements of our identity. Each of our brand logos represents something unique about Balfour Beatty and our capabilities so they must always be applied correctly, prominently and never altered.

No additional taglines, modifications or unapproved colour variations are permitted and they should never be re-drawn, re-proportioned, distorted, altered in any way or linked or combined with any other symbol, text or lettering.

### Primary brand logo

The Balfour Beatty logo, as illustrated opposite, should only be reproduced from the master artwork files available on [The Hub UK](#) and the [US Brand Toolkit](#).

The amount of clear space required around the logo is determined by the height of the letter 'B' in Balfour Beatty.

To create consistency, our logo must only be reproduced in the three colours shown opposite from the master artwork files.

**Please note:** the black logo should only be used on black and white materials. For all colour applications - including signage, printed collateral and stickers - the blue or white logo must be used.

### Specialist brand logos

All our specialist brand logos are shown opposite. Each logo should be applied as per the guidance in our [UK Brand Standards document](#) and the [US Brand Toolkit](#).

For guidance on using the Howard S. Wright logo in the US, please refer to the Howard S. Wright brand supplement document on the [US Brand Toolkit](#) page.

If you can't see the logo you require, have a query about which logo to use or want to discuss commissioning a joint venture logo, then please contact your Communications team for support:

#### UK Marketing Communications team

E: [marketingcomms@balfourbeatty.com](mailto:marketingcomms@balfourbeatty.com)

T: 020 3810 2069

#### US Brand and Communications team

E: [bbcomms@bbus.com](mailto:bbcomms@bbus.com)

# Balfour Beatty

# Balfour Beatty

# Balfour Beatty

#### UK only

**Balfour Beatty**  
Kilpatrick

**Balfour Beatty**  
Living Places

**Balfour Beatty**  
Ground Engineering

**Balvac**  
Balfour Beatty

**Painter Brothers**

urbanfox



**Balfour Beatty**  
HOMES

**BPH**

#### US only

**Balfour Beatty**  
Communities

 **Howard S. Wright**  
a Balfour Beatty company

**TPG**

#### UK and US

**Balfour Beatty**  
Investments

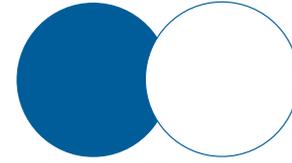


# 06

## Our core brand elements continued.

### Consistent use of core brand colours

Balfour Beatty blue and white must always be the most prominent and consistently applied colours across all branding, including signage, hoardings and vehicles. Only additional colours in our [UK Brand Standards](#) and [US Brand Toolkit](#) can be used, so no unauthorised colours should be introduced.



#### Brand blue colour specifications:

- Pantone®: 301 C
- CMYK: 100, 43, 0, 18
- RGB: 0, 93, 153
- HEX: #005D99

#### UK paint and decal specifications:

- RAL 5017 (powder coating)
- NCS 3065 – R90B (wet paint)
- BS 5252 20 E56 (wet paint)
- AVR 9465C Sea Blue (Avery decal)

#### US paint and decal specifications:

- Hyper Blue – SW 6965
- Location Number: 161-C7
- RGB: 1, 95, 151
- HEX: #015f97
- LRV: 10

A full breakdown of our colour palette and specifications are available in our [UK Brand Standards](#) and [US Brand Toolkit](#).

### The right message, in the right place, at the right time

Employee communications must be applied strategically and purposefully to avoid clutter and ensure key messages are delivered effectively.

Our strategic programmes - targeted at employees and supply chain partners - must only be displayed internally and positioned where they have the greatest impact without overloading corporate messaging. The only exception is our Zero Harm messaging. This can also be used externally in the US, to reinforce our safety culture when a customer request or site-specific agreement limits the use of our core branding. Full guidance on correct usage is available on page [22](#).

Minimum requirements for internal worksite branding and communications are detailed on pages [37-50](#). Additional communications materials that are available to support our strategic programmes are detailed on pages [54-62](#) and event materials are available on page [63](#).



UK only

Right **First** Time



### Typography

Univers and Arial are our primary typefaces to be used in all applications to create consistency across our communications.

#### Univers LT Pro

**67 Bold Condensed / 57 Condensed / 47 Light Condensed**

For use in professionally produced materials created by our communications teams.

#### Arial

**Bold / Regular**

For everyday use in all corporate literature.



# 07

## Approved UK suppliers

The following suppliers have been carefully selected based on their ability to meet our exact specifications, provide competitive pricing and deliver high-quality materials that align with our [Brand Standards](#).

### Using approved suppliers ensures:

- **brand consistency** – all materials are produced to the correct specifications, including colour accuracy, font usage and design compliance
- **quality assurance** – our suppliers meet rigorous standards, ensuring materials are durable, professional and fit for purpose
- **cost efficiency** – pre-negotiated rates help us achieve the best value, reducing unnecessary costs across our worksites
- **ease of ordering** – materials can be quickly and efficiently ordered from suppliers already set up within our procurement system.

All of our mandatory branding and communications materials are readily available for call-off from the suppliers listed opposite.

For bespoke or customer-specific requirements, please submit your request via our [jobsite signage request form](#) or contact:

#### UK Marketing Communications team

E: [marketingcomms@balfourbeatty.com](mailto:marketingcomms@balfourbeatty.com)

T: 020 3810 2069



### Lyreco

Lyreco is a key Group supplier offering an extensive range of **general office products, site safety equipment and signage**. For product catalogues, please visit the [Lyreco page](#) on The Hub UK.

**Contact:** [uk.balfourbeatty@lyreco.com](mailto:uk.balfourbeatty@lyreco.com), 08456 030 944 or 08456 026 928



### Hobs Repto

Hobs Repto offers **fast and reliable print solutions** through every stage of the process, from concept and graphic design to high-resolution digital printing, bespoke finishing and delivery. For more information about the available communications materials and to register for our web-to-print portal, please visit the [Hobs Repto page](#) on The Hub UK.

**Contact:** [manchester@hobs.com](mailto:manchester@hobs.com) or 0161 832 6670



### Arco

Arco is the UK and Ireland's leading supplier of **safety equipment, workwear, safety boots and shoes, gloves and maintenance supplies**. They provide us with a wide range of tailored personal protective equipment (PPE) to keep you, our people and our business safe. For more information about ordering PPE, please visit the [Arco page](#) on The Hub UK.

**Contact:** [construction@arco.co.uk](mailto:construction@arco.co.uk) or 0330 1244 131



### Asset and Technology Solutions

Asset and Technology Solutions (ATS), part of Balfour Beatty, provides a comprehensive range of specialist equipment and services to support project delivery across the UK. Our offering includes everything from **vehicles and cranes to drones and modular accommodation** – delivering innovative, reliable and cost-effective solutions for our business and customers.

Visit the [ATS website](#) to find the right contact for your query.

# 08

## Approved US suppliers

These suppliers have been carefully selected based on their ability to meet our exact specifications, provide competitive pricing and deliver high-quality materials that align with our [US Brand Toolkit](#). These are the designated US suppliers for all worksites. No other suppliers are authorised.

### Using approved suppliers ensures:

- **brand consistency** – all materials are produced to the correct specifications, including colour accuracy, font usage and design compliance.
- **quality assurance** – our suppliers meet rigorous standards, ensuring materials are durable, professional and fit for purpose.
- **cost efficiency** – pre-negotiated rates help us achieve the best value, reducing unnecessary costs across our worksites.
- **ease of ordering** – materials can be quickly and efficiently ordered from suppliers already set up within our procurement system.

Our mandatory branding and communications materials are readily available to order from the suppliers listed opposite.

Strict adherence to our approved suppliers ensures that every worksite reflects Balfour Beatty's professional image, strengthens brand recognition and upholds the high standards expected by our stakeholders.

For bespoke requirements or customer specific requests, please contact:

**US Brand and Communications team**

E: [bbcomms@bbus.com](mailto:bbcomms@bbus.com)



### Arc | Riot Color

The Arc | Riot Digital Storefront (DSF) is a one stop shop for all signage, jobsite signage wrap, poster and hard hat sticker needs. To access, please visit the [Digital Storefront Hub page](#).



### White Cap

White Cap offers a wide range of PPE for Buildings and Infrastructure teammates. For more information, please visit the [US Buildings](#) and [US Infrastructure Safety Hub](#) pages.



### FenceScreen, Inc.

FenceScreen, Inc. is the exclusive, national supplier of branded, custom and standard fence wrap. To order, visit the [Digital Storefront Hub page](#).



### AlphaGraphics

AlphaGraphics provides Balfour Beatty US with corporate identity supplies as well as company stationery. Please contact the US Brand and Communications team for more information.



# 09

## Worksite branding do's and don'ts

### Do

#### Use your judgement to apply more than the basic requirements

If your worksite is in a prominent, high visibility location, in addition to the mandatory requirements set out in this document, we have additional branding and communications options that can be applied to help raise Balfour Beatty's brand awareness. Please contact your Communications team if you would like to discuss applying bespoke branding.

#### Share this document with supply chain partners who are applying our branding

To help our supply chain partners apply our branding professionally, all the details and specifications they need are included in this document. If a supply chain partner has reviewed this document and has any questions, please contact your Communications team.

#### Tell us what works well and if something doesn't, let us know

Balfour Beatty purchases thousands of branded items each year. If you find that a product exceeds your expectations - or doesn't meet them at all, please contact your Communications team. We welcome all feedback on suppliers. Working with Procurement, we will ensure that everything available to order is fit-for-purpose.

#### Use our approved suppliers

All our approved suppliers have access to the details needed to supply branded items to the correct specifications and are set up on our systems to enable prompt payment. However, sometimes a customer may request to use specific suppliers on a project, for example local printers, display or signage companies. We need to understand if this is a contractual requirement as part of our service, so please ensure you have a clear understanding of the reason for using an alternative supplier and contact your Communications team and Procurement team with the full details to obtain approval to use the supplier before ordering. You also need to obtain artwork approval before production.

#### UK Procurement team

Visit the [Procurement pages](#) on The Hub UK to find the relevant contact for your query.

#### US Procurement team

E: [strategicprocurement@bbus.com](mailto:strategicprocurement@bbus.com)

#### Ask questions

If you're not sure how the mandatory requirements set out in this document apply to your worksite, please contact your Communications team.

### Don't

#### Alter our standard specifications

The specifications set out in this document apply to Balfour Beatty operations in the UK and the US. Applying them consistently ensures that our brand looks and feels the same to all our stakeholders, helping to create trust in Balfour Beatty and how we deliver. Only use official brand logos and core branding elements as outlined on pages [05-06](#) of this document.

#### Create your own or a business unit-specific version of these standards

The standards set out in this document apply to all our worksites, with no local variations other than to account for any local legislative or customer requirements. For joint venture branding, please contact your Communications team.

#### Apply branding in locations where it could be obstructed or ineffective

Ensure branding is clearly visible and positioned for maximum impact. Avoid placing signage where it may be covered by equipment, fencing or temporary structures. Handwritten or DIY signage is not permitted.

#### Ignore local regulations and planning permissions

Some projects may have local restrictions on the size or placement of branding. Always confirm compliance with local planning regulations before installation.

#### UK Marketing Communications team

E: [marketingcomms@balfourbeatty.com](mailto:marketingcomms@balfourbeatty.com)

T: 020 3810 2069

#### US Brand and Communications team

E: [bbcomms@bbus.com](mailto:bbcomms@bbus.com)



# Site perimeter branding

Site perimeters are the most visible place we apply our branding. They're often the first impression people have of our worksites. Applying our branding consistently and professionally across these touchpoints reinforces our position as a market leader and sets the tone for how we operate. This section defines the mandatory requirements and additional options for perimeter branding, ensuring every site is easily recognised while maintaining a neat, high-quality appearance.

# 11

## Specification for hoardings

### Mandatory

In the UK, hoardings are one of the most visible aspects of a construction site, providing a key opportunity to reinforce Balfour Beatty's brand presence. Careful planning and attention to detail are essential to ensure that hoardings are constructed and branded to a high standard, creating a consistent and professional appearance across all worksites.

Hoarding panels should be built using 2440mm x 1220mm marine ply sections, fixed to softwood frames. If a site requires larger or smaller hoardings, dimensions should be scaled accordingly to maintain visual consistency.

If it is not practical to use a standard solution, a bespoke hoarding or fencing structure is required. This must be requested via the Temporary Works team who will ensure that the solution meets safety and structural requirements.

To find the key Temporary Works contacts for your business unit, please visit the [Temporary Works page](#) on the Hub.

For approved logos, fonts, colour codes and paint and decal specifications, please see page [05](#).

Hoarding with a larger logo for projects lasting more than two years.



Hoarding with a smaller logo for projects lasting less than two years.



### Mandatory branding requirements

To ensure consistency, timber hoardings must be primed, undercoated and painted with Balfour Beatty blue gloss paint, both front and rear, including all framework. The colour must match one of the following:

#### UK paint and decal specifications:

- RAL 5017 (powder coating)
- NCS 3065 – R90B (wet paint)
- BS 5252 20 E56 (wet paint)
- AVR 9465C Sea Blue (Avery Decal)

Travis Perkins is our preferred supplier for all paint used on worksites. They hold the exact approved paint specifications. Orders must be placed via the Jaggaer eCatalogue, accessible through Oracle R12. Or contact:

[contractorsales@travisperkins.co.uk](mailto:contractorsales@travisperkins.co.uk)

### Standard hoardings

To maintain brand recognition, a blue 2440 x 750mm foamex board with a white Balfour Beatty logo must be positioned centrally across three standard-sized timber hoarding panels as shown in the example above. This should be repeated around the site perimeter, leaving one full hoarding panel between each logo board (2430mm space).

For worksites with a duration of two years or less, a blue 1200 x 485mm foamex board with a white Balfour Beatty logo must be positioned centrally across two standard sized timber hoarding panels leaving a 1200mm space between each logo board.

For metal hoardings, a blue 2000 x 600mm foamex board with a white Balfour Beatty logo must be positioned centrally within each panel.

### How to order standard hoardings

Logo boards are available to order from our UK Site Signage Catalogue available on [The Hub UK](#). It is the responsibility of the person placing the hoardings order to ensure that all suppliers adhere to these branding standards.

For any queries or bespoke branding requirements, please contact:

#### UK Marketing Communications team

E: [marketingcomms@balfourbeatty.com](mailto:marketingcomms@balfourbeatty.com)

T: 020 3810 2069



Site perimeter branding

# 12

## Standard hoardings best practice



Standard approach  
on metal hoardings

Standard approach  
on timber hoarding



# 13

## Bespoke hoardings

### Optional

In the UK, some worksites may require bespoke hoardings to meet customer branding requirements or site-specific considerations. This provides a key opportunity to showcase our capabilities, highlight our work in our growth markets and attract new talent.

Bespoke hoardings are not mandatory and should only be used where there is a clear business case such as a contractual obligation or enhancing visibility in prominent, high-footfall locations, such as city centre streets or key transport hubs. Teams managing worksites in prominent locations should contact the UK Marketing Communications team to discuss additional branding opportunities.

Please note, the UK Marketing Communications team does not hold a budget for bespoke site hoardings. If branding is required as part of a customer contract or an opportunity is identified for a high-profile site, the team can assist in preparing cost estimates.

### Branding requirements

Bespoke hoardings must always use approved artwork provided by the UK Marketing Communications team. No local adaptations are permitted.

Bespoke branding is only suitable for ply hoardings painted in Balfour Beatty blue (as specified in the specifications for hoardings on page 11) as the bespoke boards are applied directly onto existing hoardings.

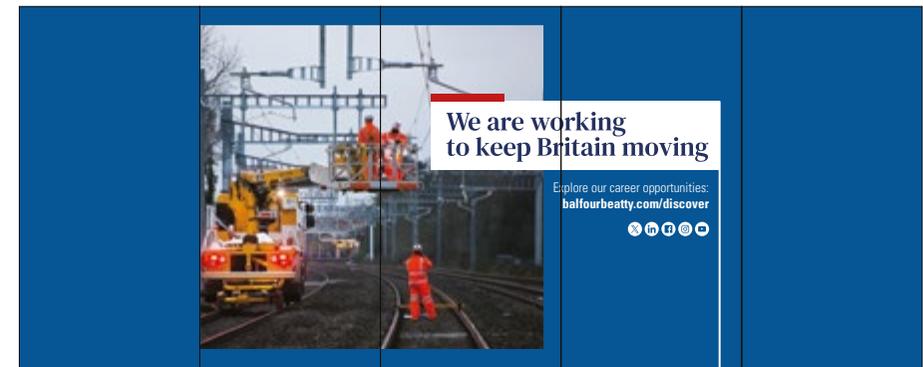
Bespoke branding boards are made from foamex and are available in one-, two- or three-panel options, designed to work alongside standard Balfour Beatty logo boards. This modular system ensures branding is consistent, clear and professional across all sites. The boards have PVC self-adhesive on the back for durability and ease of installation.

Bespoke hoardings can be tailored with:

- one-, two-, or three-panel options dependant on budget and space available
- messaging and project-specific imagery focused on our growth markets (transport, highways, energy and US Buildings)
- general infrastructure or region-specific messaging and imagery.

To maintain consistency, bespoke boards must be installed alongside standard Balfour Beatty logo boards, reinforcing our core identity across sites.

### Examples of bespoke hoardings



# 14

## Bespoke hoardings best practice

### Optional

#### How to request bespoke hoardings

If bespoke hoardings are required, the project team should arrange for a site survey to be conducted and provide the specifications to the UK Marketing Communications team who will work with the project and customer to create the artwork.

It is the project team's responsibility to organise installation of the bespoke branding and ensure that the final product aligns with these guidelines.

For bespoke hoarding requests, please contact:

#### UK Marketing Communications team

E: [marketingcomms@balfourbeatty.com](mailto:marketingcomms@balfourbeatty.com)

T: 020 3810 2069

#### Temporary works considerations

All hoardings must be designed to withstand wind loads and other environmental factors relevant to the worksite location. The project team must arrange for the appropriate Temporary Works Design team to review and approve the hoarding structure before installation.

To find the key Temporary Works contacts for your business unit, please visit the [Temporary Works page](#) on the Hub.



# 15

## Recruitment hoardings

### Optional

In the UK, hoardings are not only an impactful way to reinforce our brand but also a powerful tool to attract new talent to our business. Where appropriate, worksites may display recruitment branding alongside standard Balfour Beatty logo boards to highlight career opportunities at Balfour Beatty and promote our “Build Your Future” campaign.

Recruitment hoardings are not mandatory and should only be used where there is a clear business case to support talent attraction – for example, in areas with high footfall hard to recruit locations.

### Branding requirements

Recruitment hoardings must always use the approved campaign artwork provided by the UK Marketing Communications team as shown in the image opposite. No local adaptations are permitted.

Recruitment branding is only suitable for ply hoardings painted in Balfour Beatty blue (as specified in the specifications for hoardings on page 11) as the recruitment boards are applied directly onto existing hoardings.

Recruitment boards should be made from foamex and are available in one-, two- or three-panel options, designed to work alongside standard Balfour Beatty logo boards. This modular system ensures branding is consistent, clear and professional across all sites. The boards have PVC self-adhesive on the back for durability and ease of installation.

### How to request recruitment hoardings

If you wish to display recruitment hoardings at your site, please contact the UK Marketing Communications team who can advise on artwork, suppliers and installation to ensure compliance with brand standards.

### UK Marketing Communications team

E: [marketingcomms@balfourbeatty.com](mailto:marketingcomms@balfourbeatty.com)

T: 020 3810 2069

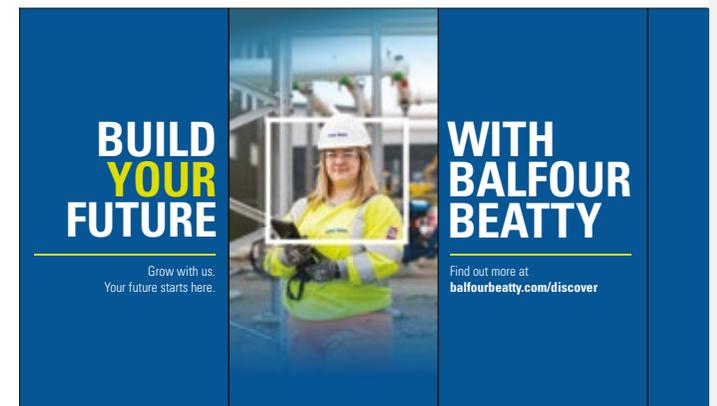
One-panel option



Two-panel option



Three-panel option



# 16

## Recruitment hoardings best practice



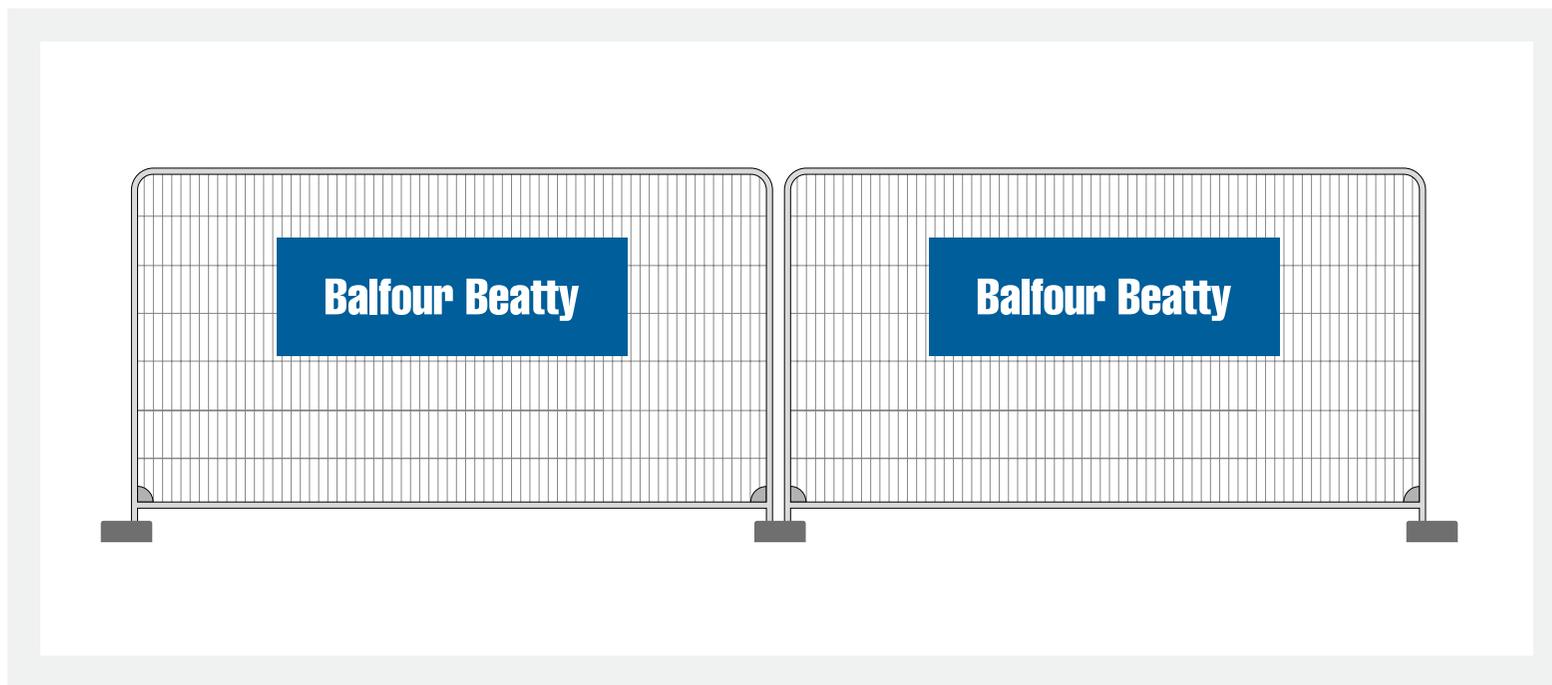
# 17

## Standard Heras fencing

### Mandatory

In the UK, Heras fencing is not only a critical component of site safety – protecting workers, visitors and the public – it also plays a key role in reinforcing Balfour Beatty's brand identity. Correct branding ensures our sites are easily recognised while maintaining a neat, high-quality appearance.

For approved logos, fonts, colour codes and paint and decal specifications, please see page [05](#).



### Mandatory branding requirements

Heras fencing must be branded with 1520 x 620mm aeromesh logo panels and secured with cable ties. The logo panels are blue with a white Balfour Beatty logo in the centre to maximise visibility and contrast. Logo panels must be centred on each Heras fencing panel, ensuring consistency and clear recognition across the site perimeter.

For prominent sites in high-visibility locations, 3500 x 2000mm aeromesh full-panel wraps are available. These are also blue with a white Balfour Beatty logo positioned centrally and must be secured with cable ties.

### How to order standard Heras fencing branding

Logo panels and full-panel wraps for Heras fencing are both available to order via the UK Site Signage Catalogue on [The Hub UK](#). Project teams must ensure branding is securely fixed, remains in good condition and is replaced promptly if damaged or missing.

For further guidance on applying branding to Heras fencing, contact:

#### UK Marketing Communications team

E: [marketingcomms@balfourbeatty.com](mailto:marketingcomms@balfourbeatty.com)

T: 020 3810 2069

### Temporary works considerations

All panels are applied to existing Heras fencing structures. The additional surface area created by mesh panels and full wraps can act as a wind sail, increasing wind load. Project teams must arrange for the appropriate Temporary Works Design team to review and approve the fencing structure before installation. Additional support, such as ballast blocks or stabiliser legs, may be required to ensure stability.

To find the key Temporary Works contacts for your business unit, please visit the [Temporary Works page](#) on the Hub.



# 18

## Bespoke Heras fencing

### Optional

In the UK, some worksites may require bespoke Heras fencing wrap to meet customer requirements or site-specific considerations. Beyond the standard logo panels, bespoke branding provides a key opportunity to highlight our key growth markets, showcase our expertise in specific regions or explore broader infrastructure themes.

Bespoke Heras fencing wrap is not mandatory and should only be used where there is a clear business case, such as a contractual obligation or in a high-visibility location. Teams managing worksites in prominent locations should contact the UK Marketing Communications team to discuss additional branding opportunities.

Please note, the UK Marketing Communications team does not hold a budget for bespoke Heras fencing. If branding is required as part of a customer contract or an opportunity is identified for a high-profile site, the team can assist in preparing cost estimates.

### Branding requirements

Bespoke Heras fencing wrap must always use approved artwork provided by the UK Marketing Communications team. No local adaptations are permitted.

Full-panel 3500 x 2000mm bespoke fencing wrap must be produced in aeromesh material with hemmed edges and eyelets and secured with cable ties for durability and ease of installation.

Bespoke Heras fencing can be tailored with:

- messaging and project-specific imagery focused on our growth markets (transport, highways, Energy and US Buildings)
- general infrastructure or region-specific messaging and imagery.

To maintain consistency, bespoke Heras fencing wraps must be installed alongside standard 3500 x 2000mm full-panel logo wraps as shown in the image above, reinforcing our core identity across sites.



### How to request bespoke Heras fencing

If you wish to display bespoke fencing at your site, please contact the UK Marketing Communications team. The team will:

- review the site location and layout
- advise on suitable design options
- arrange artwork and production
- ensure compliance with brand standards.

### UK Marketing Communications team

E: [marketingcomms@balfourbeatty.com](mailto:marketingcomms@balfourbeatty.com)

T: 020 3810 2069

### Temporary works considerations

All panels are applied to existing Heras fencing structures. The additional surface area created by mesh panels and full wraps can act as a wind sail, increasing wind load. Project teams must arrange for the appropriate Temporary Works Design team to review and approve the fencing structure before installation. Additional support, such as ballast blocks or stabiliser legs, may be required to ensure stability.

To find the key Temporary Works contacts for your business unit, please visit the [Temporary Works page](#) on the Hub.



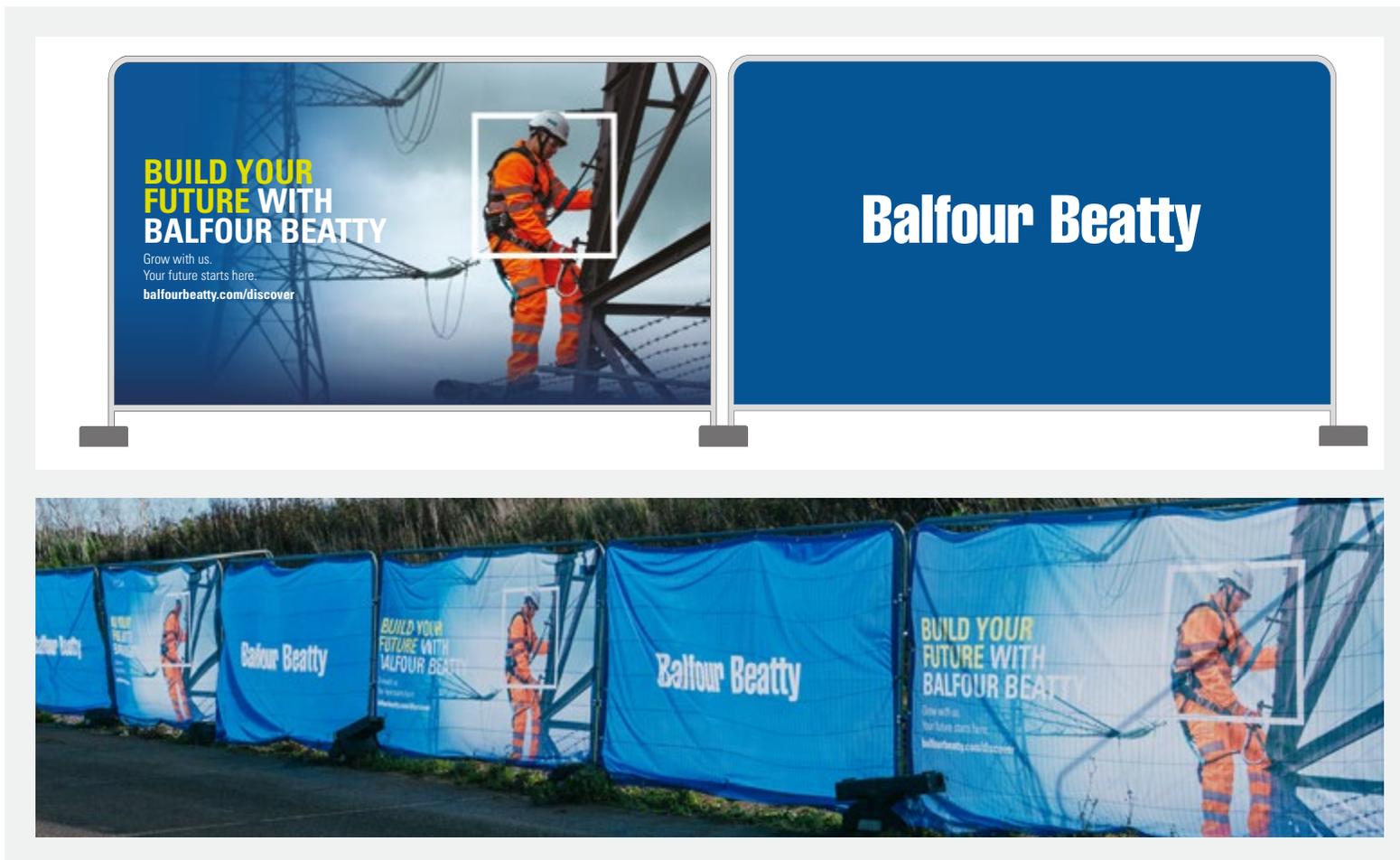
# 19

## Recruitment Heras fencing

### Optional

In the UK, Heras fencing can do more than protect a site – it's also a high-impact way to raise awareness of careers at Balfour Beatty. Where appropriate, projects may display recruitment branding alongside standard logo panels to support our "Build Your Future" campaign and attract new talent into the business.

Recruitment Heras fencing is not mandatory and should only be used where there is a clear business case to support talent attraction – for example, in areas with high visibility, near schools, colleges or high-footfall routes.



### Branding requirements

Recruitment branding must always use the approved campaign artwork provided by the UK Marketing Communications team. No local adaptations are permitted.

Full-panel 3500 x 2000mm recruitment fencing wraps must be produced in aeromesh material with hemmed edges and eyelets and secured with cable ties for durability and ease of installation.

Full-panel recruitment fencing wraps should sit alongside standard 3500 x 2000mm full-panel logo wraps as shown in the image above. This approach ensures recruitment branding reinforces, rather than replaces, our core identity.

### How to request recruitment Heras fencing

If you wish to display bespoke fencing at your site, please contact the UK Marketing Communications team. The team will:

- review the site location and layout
- advise on suitable design options
- arrange artwork and production
- ensure compliance with brand standards.

#### UK Marketing Communications team

E: [marketingcomms@balfourbeatty.com](mailto:marketingcomms@balfourbeatty.com)

T: 020 3810 2069

### Temporary works considerations

All panels are applied to existing Heras fencing structures. The additional surface area created by mesh panels and full wraps can act as a wind sail, increasing wind load. Project teams must arrange for the appropriate Temporary Works Design team to review and approve the fencing structure before installation. Additional support, such as ballast blocks or stabiliser legs, may be required to ensure stability.

To find the key Temporary Works contacts for your business unit, please visit the [Temporary Works page](#) on the Hub.



# 20

## Fence screens

### Mandatory

For approved logos, fonts, colour codes and paint and decal specifications, please see page [05](#).

In the US, branded fence screen is required on all jobsites unless a client prohibits its use or a division leader mandates the use of generic fence screen in exceptional circumstances. Branded fence screen reinforces Balfour Beatty's brand presence, promotes professionalism and supports a cohesive site appearance.

Fence screens should be used to cover the entire perimeter fencing of a jobsite, especially in high-visibility or high-footfall areas. Screens must be installed neatly and securely, with no sagging, tearing or misalignment. All edges should be tensioned and fixed to maintain a clean, professional finish.

If a standard solution is not practical, a bespoke fence screen design may be required. In such cases, please submit your request via our [jobsite signage request form](#) or contact:

**US Brand and Communications team**  
E: [bbcomms@bbus.com](mailto:bbcomms@bbus.com)

Please note, the US Brand and Communications team does not hold a budget for bespoke site branding.



### Mandatory branding requirements

To ensure consistency, fence screen branding must have:

- a white Balfour Beatty logo on a solid Balfour Beatty blue background
- three logos per 50 linear feet
- the logo placed higher than halfway up the fence screen, but no closer than a foot from the top of the screen
- the logo clearly visible and not distorted, cropped or wrapped around corners.

If the fence layout compromises logo visibility or branding is restricted by the customer or contractual requirements, a solid blue screen may be purchased from our approved national supplier FenceScreen Inc via the [US Digital Storefront](#), to maintain a clean and consistent appearance.

The colour must match the following:

### US paint and decal specifications:

- Hyper Blue: SW 6965
- Locator Number: 161-C7
- R 1, G 95, B 151
- Hex: #015f97
- LRV:10

### How to order fence screens

Fence wraps can be ordered via the [Digital Storefront \(DSF\)](#). For custom designs or site-specific requirements, please contact:

**US Brand and Communications team**  
E: [bbcomms@bbus.com](mailto:bbcomms@bbus.com)

# 21

## Bespoke fence screens

### Optional

For approved logos, fonts, colour codes and paint and decal specifications, please see page [05](#).

In the US, some projects may require bespoke fence screen designs to meet customer requirements or site-specific considerations.

Beyond the standard blue logo screens, bespoke location-specific fence screens offer an opportunity to highlight our expertise in the state or locality of the jobsite while maintaining Balfour Beatty's core brand elements.

Bespoke fence screens are optional and should only be used where there is a clear business case or in high-visibility locations.

The US Brand and Communications team can support the design and development of these screens to ensure consistency with Balfour Beatty's brand standards and visual identity.



### Branding requirements

Bespoke fence screens must always use approved artwork provided by the US Brand and Communications team. No local adaptations or unapproved artwork is permitted.

- Full-panel bespoke fence screens must be produced in durable mesh material.
- Design layouts must maintain clear visibility of the Balfour Beatty logo and adhere to brand colour specifications.
- Customer approval must be obtained prior to production and installation.
- Project teams must ensure branding is securely fixed, remains in good condition and is replaced promptly if damaged or missing.

### How to request bespoke fence screens

If you wish to display bespoke fence screens at your site, please contact the US Brand and Communications team who will:

- review the site layout and location requirements
- advise on suitable design options
- arrange artwork creation and production
- ensure compliance with brand standards.

### US Brand and Communications team

E: [bbcomms@bbus.com](mailto:bbcomms@bbus.com)



# 22

## Safety-related fence screens

### Optional

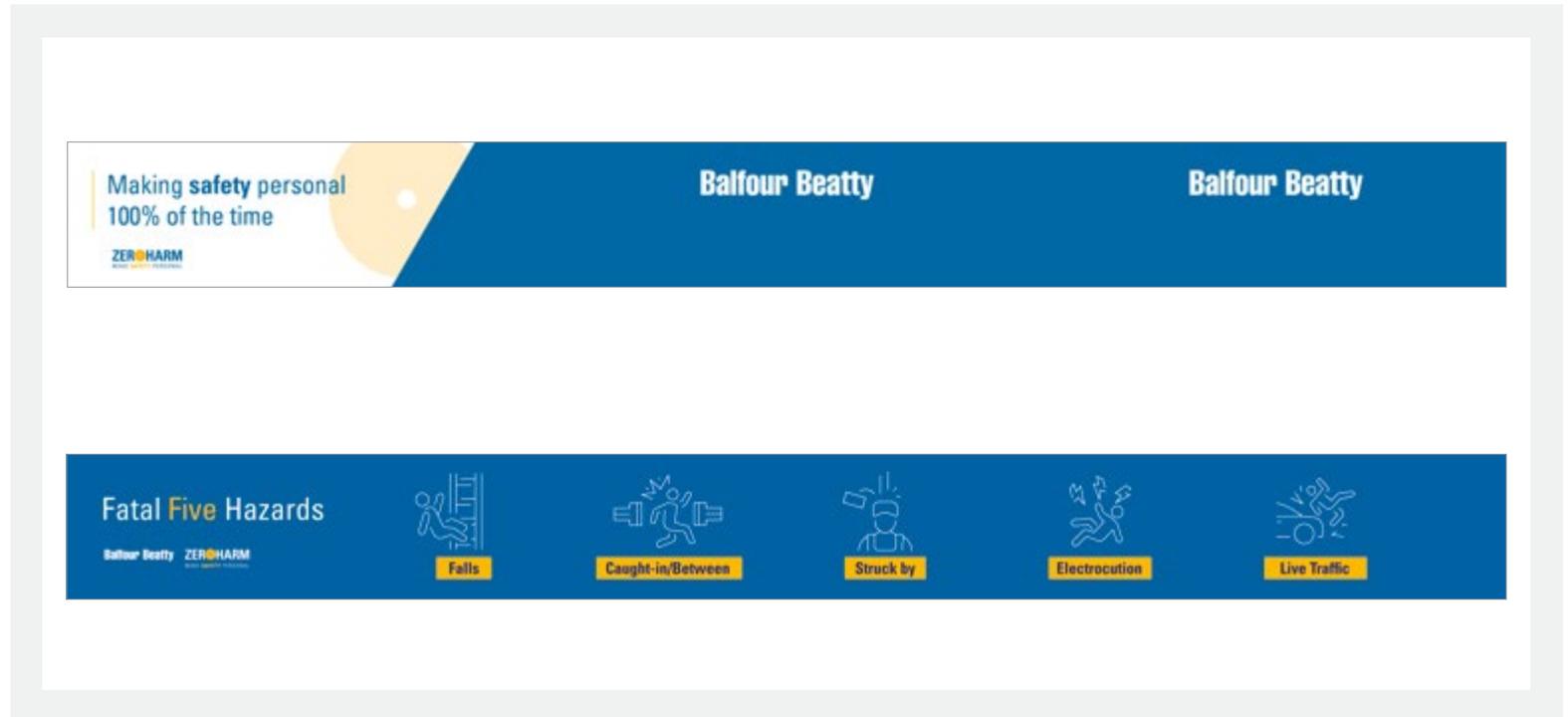
For approved logos, fonts, colour codes and paint and decal specifications, please see page [05](#).

In the US, some customer or contractual restrictions may prevent the use of standard Balfour Beatty branding on perimeter fencing. In these cases, safety-related fence screens may be used with customer permission, to maintain a professional site appearance and reinforce our safety culture.

These screens use approved Zero Harm and safety messaging, ensuring brand visibility while aligning with customer requirements and local regulations.

### Branding requirements

- Safety-related fence screen must always use approved artwork provided by the US Brand and Communications team. No local adaptations or unapproved artwork is permitted.
- Full-panel bespoke fence screens must be produced in durable mesh material.
- Designs must be safety-focused only e.g. Zero Harm, Fatal Five Hazards or approved safety themes.
- Project teams must ensure branding is securely fixed, remains in good condition and is replaced promptly if damaged or missing.
- Customer approval must be obtained prior to production and installation.



### How to request safety-related fence screens

To request safety-related fence screens, please contact the US Brand and Communications team who will:

- review customer and contractual requirements
- advise on suitable approved safety designs
- coordinate artwork and production
- ensure compliance with brand and customer standards.

### US Brand and Communications team

E: [bbcomms@bbus.com](mailto:bbcomms@bbus.com)



# 23

## Scaffolding wrap

### Optional

Multi-level scaffolding offers a prominent opportunity to showcase Balfour Beatty's branding – especially in high-footfall areas with strong public visibility. When used appropriately, branded scaffolding wrap enhances brand awareness while presenting a clean, professional and organised site.

### Branding requirements

Branded wraps should be made from Monarflex (or similar) material with pre-printed logos to ensure a consistent and recognisable appearance. If the scaffolding layout compromises logo visibility, plain white sheeting should be used instead to maintain a tidy and professional finish.

For sites with low public visibility, standard non-branded scaffolding wrap is sufficient. Always consult your Communications team before ordering to determine whether branding is appropriate based on the site's location and exposure. Please note, your Communications team does not hold a budget for bespoke site branding.

### How to order scaffolding wrap

#### UK

In the UK, sites can order white scaffolding wrap with pre-printed Balfour Beatty logos through our approved print supplier, Hobs:

E: [manchester@hobs.com](mailto:manchester@hobs.com)

T: 0161 832 6670

#### US

If scaffolding wrap is being considered for a US project, please contact the US Brand and Communications team to develop a custom design based on the project's specifications.

### Bespoke branding requests

For bespoke branding requests or additional guidance, please contact your Communications team:

#### UK Marketing Communications team

E: [marketingcomms@balfourbeatty.com](mailto:marketingcomms@balfourbeatty.com)

T: 020 3810 2069

#### US Brand and Communications team

E: [bbcomms@bbus.com](mailto:bbcomms@bbus.com)

### Temporary works considerations (UK)

Before ordering scaffolding wrap, sites must consult with their Temporary Works Coordinator to confirm that the scaffold has been designed as a sheeted scaffold. This ensures structural integrity and compliance with safety regulations, as sheeted scaffolds must be designed to accommodate the additional wind loading introduced by the wrap.

There are Temporary Works teams providing support across Balfour Beatty. To find the key contacts for your business unit, please visit the [Temporary Works page](#) on the Hub.



# 24

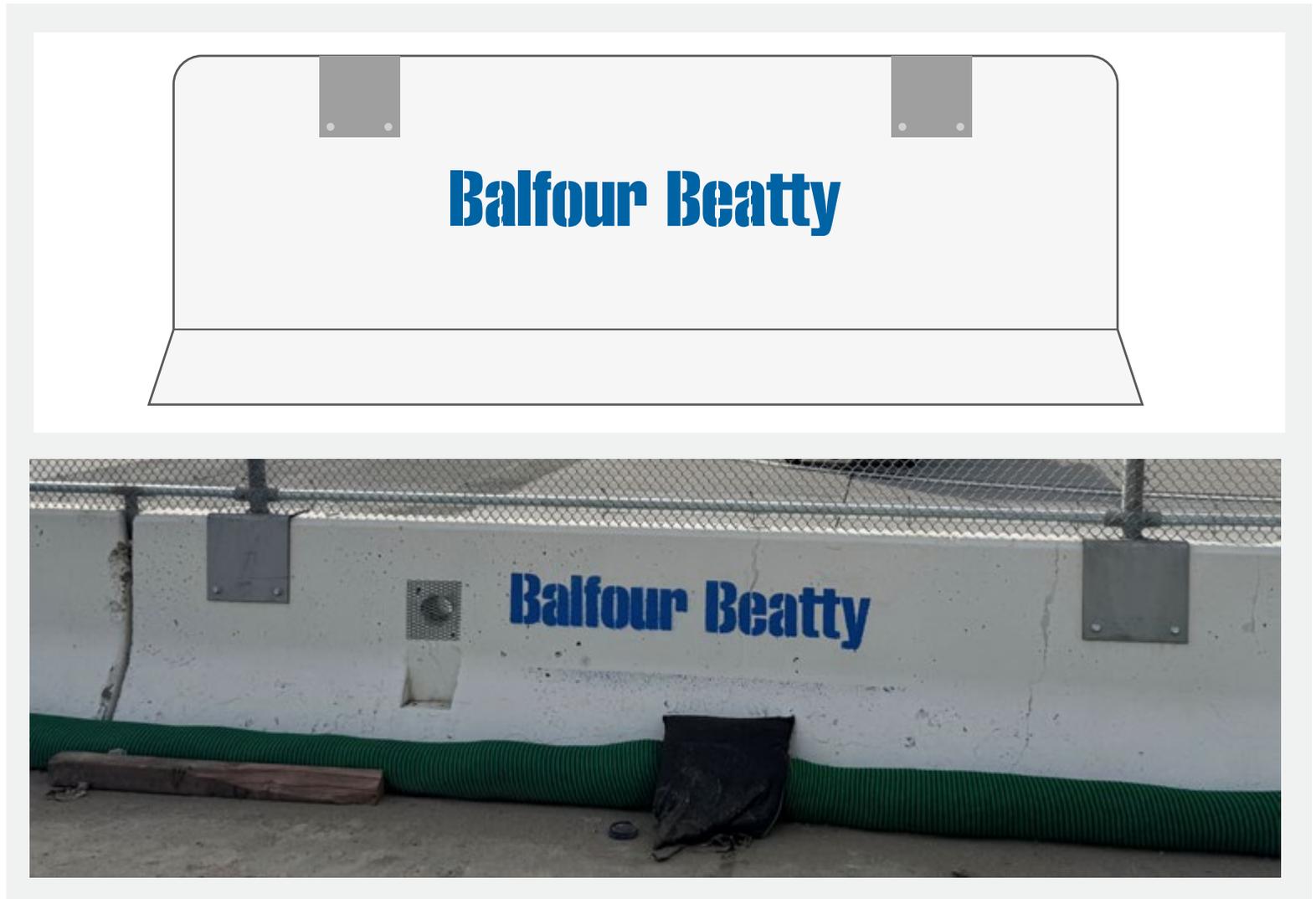
## Traffic barriers

### Mandatory

In the US, traffic barriers are essential safety assets on jobsites – providing protection for workers and the public while controlling vehicle and pedestrian access. These barriers are also a high-visibility opportunity to reinforce the Balfour Beatty brand.

### Mandatory branding requirements

- All traffic barriers must have a blue Balfour Beatty logo applied using the official stencil template available on the [Digital Storefront \(DSF\)](#).
- Cut-out logo stickers from the DSF may also be used where appropriate - especially on equipment from the Balfour Beatty Equipment (BBE) programme.
- Barriers must be kept clean and in good condition – faded, damaged or obscured branding should be replaced promptly.
- Certain Departments of Transportation and other regulatory agencies may restrict the use of branded barriers, especially near roadway work. Where such restrictions apply, plain, non-branded barriers should be used.



### US paint and decal specifications:

- Hyper Blue: SW 6965
- Locator Number: 161-C7
- R 1, G 95, B 151
- Hex: #015f97
- LRV:10

### Approval of branding

Any deviations from the required traffic barrier branding standards must be approved by the US Brand and Communications team.

For guidance on applying branding, please contact:

**US Brand and Communications team**

E: [bbcomms@bbus.com](mailto:bbcomms@bbus.com)

### How to order traffic barriers

To purchase traffic barriers, please contact your local project's leadership team.



# 25

## Rising work screens

### Optional

Rising work screens, also known as slipform or screen enclosures, are used to enhance safety and provide wind protection on high-rise construction sites. When branded correctly, they also offer a high-impact opportunity to reinforce the Balfour Beatty identity and elevate our visibility at height.

Branded rising work screens are optional and should only be considered for sites with significant public visibility, such as city centres or locations near major roads and transport hubs.

### Branding requirements

Rising screens should be Balfour Beatty blue with vertically aligned white Balfour Beatty logos, running from top to bottom. Logos must be consistently spaced and positioned across all visible elevations to create a bold, professional appearance.

### How to order branded rising screens

As each rising screen design is bespoke, it must be developed by your Communications team, who will work with project teams to assess the structure and visibility of the site and develop a compliant, impactful design that meets safety and structural requirements.

Please note, your Communications team does not hold a budget for bespoke site branding. If branding is required as part of a customer contract or identified as an opportunity for a high-profile site, the team can assist in preparing cost estimates.

To explore rising work screen branding for your site, please contact:

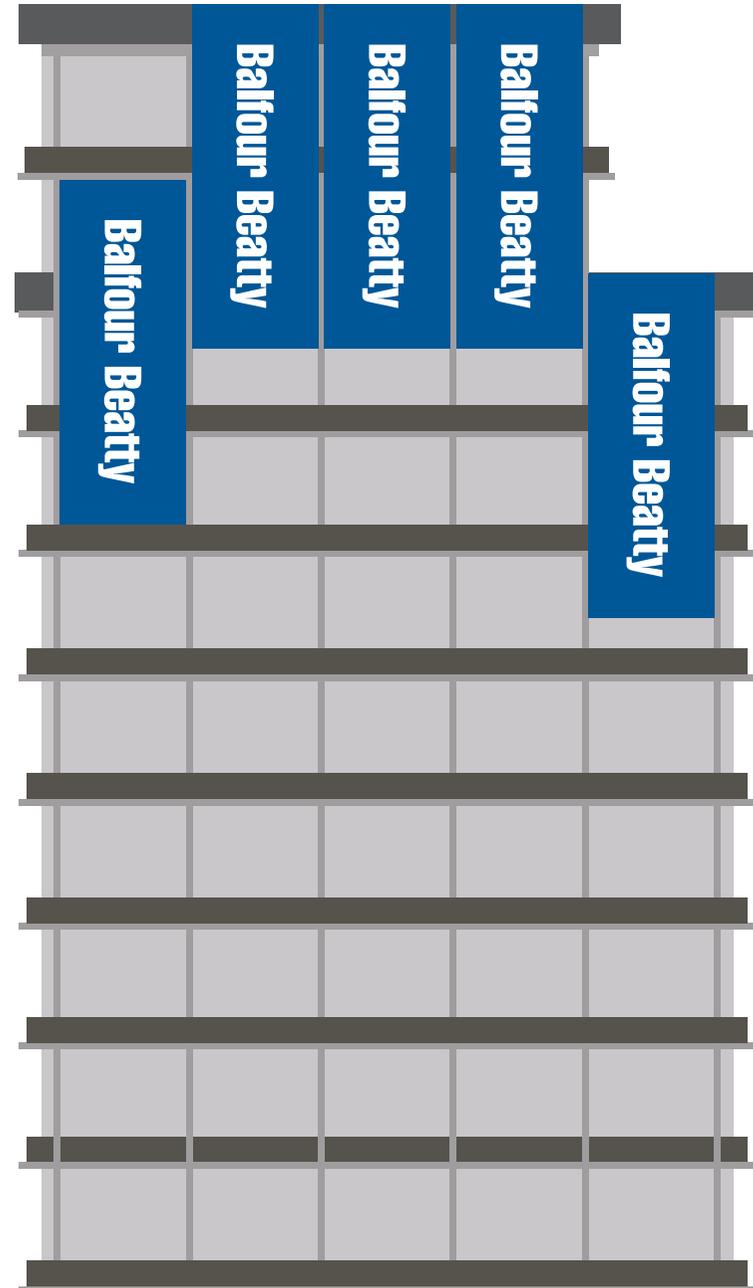
#### UK Marketing Communications team

E: [marketingcomms@balfourbeatty.com](mailto:marketingcomms@balfourbeatty.com)

T: 020 3810 2069

#### US Brand and Communications team

E: [bbcomms@bbus.com](mailto:bbcomms@bbus.com)



# Commercial vehicle, plant and heavy equipment branding

Whether travelling to and from site, or operating in prominent locations, our commercial vehicles, plant and heavy equipment are highly visible and present a valuable opportunity to promote the Balfour Beatty brand. This section outlines the mandatory requirements for branding vehicles, plant and heavy equipment ensuring every asset contributes to a strong, unified brand presence across all worksites.

# 27

## Commercial vehicles

### Mandatory

Our commercial vehicles are visible to a wide range of stakeholders. To help increase brand visibility and ensure uniformity of our fleet, the Communications and Fleet Services teams have agreed how branding must be applied to all our commercial vehicles across the UK and US.

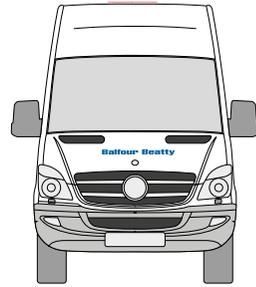
Prior to a new make and/or model of vehicle joining our commercial fleet, our livery suppliers are issued with the specifications required, e.g. logo placement and size, to brand the vehicle correctly.

### UK minimum branding requirements

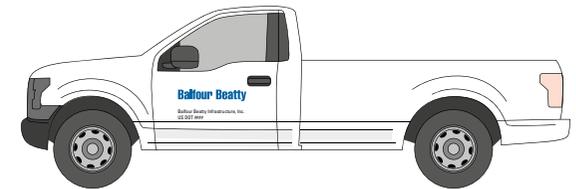
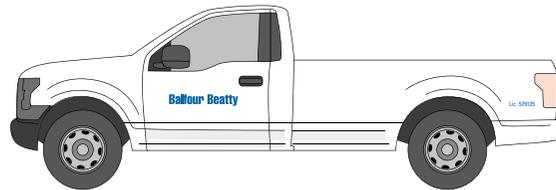
- The Balfour Beatty, or relevant specialist brand logo, is prominently displayed on the front, both sides and the back of the vehicle.
- A solid blue strip, where the shape of the vehicle allows, is applied along the bottom of the vehicle to complement our logo and help make our vehicles look more distinctive.
- Recruitment advertising is displayed on the rear doors of our vehicles if the space to apply the advertising is large enough for it to be legible from a distance.

Chapter 8 safety signage is applied to all vehicles, this includes chevron markings on the rear doors and a yellow, reflective strip along the side of the vehicle to help warn other road users of its presence.

UK only



US only



Please note, on some vehicle types, Chapter 8 safety signage requirements mean that we cannot place a logo or recruitment advertising on the back of the vehicle as it will be illegible against the chevron markings.

To re-produce our brand colours consistently, the following specifications must be used:

### UK paint and decal specifications:

#### Blue

- RAL 5017 (powder coating)
- NCS 3065 (wet paint)
- BS 5252 20 E56 (wet paint)
- AVR 9465C Sea Blue (avery decal)

### US minimum branding requirements

- The Balfour Beatty logo, or relevant specialist brand logo, is prominently displayed just above the visual centre of the door, top to bottom and left to right, and on both the driver and passenger side doors.

- The Zero Harm logo is positioned 6 inches below the top of the tailgate, and 2 inches to the left of the taillight.
- [www.balfourbeattyus.com](http://www.balfourbeattyus.com) is positioned in the centre left to right and the baseline of the text is two inches from the bottom of the tailgate.
- If your state requires a license number on commercial vehicles, it will be placed on the driver's side, visually centred, between the taillight and fender contours.

To re-produce our brand colours consistently, the following specifications must be used:

### US paint and decal specifications:

#### Blue

- Hyper Blue - SW 6965
- Locator Number: 161-C7
- R 1, G 95, B 151
- Hex: #015f97
- LRV:10

### For vehicles required to be registered with USDOT, the following standards apply:

- Balfour Beatty's registered USDOT name, Balfour Beatty Infrastructure, Inc. and registration number – USDOT# 701518, must be displayed on both sides of the vehicle
- the lettering must contrast clearly with the background surface on which it is applied
- the markings must remain readily legible in daylight from a distance of 50 feet (15.24 metres) while the vehicle is stationary
- markings must be maintained to ensure ongoing legibility. They may be painted directly onto the vehicle or applied using a removable decal, provided all identification and legibility requirements are met.



Commercial vehicle, plant and heavy equipment branding

# 28

## Commercial vehicles

### Approval of vehicle branding

Prior to a new type of vehicle being available to order, exact details of how branding is to be applied are provided to the branding supplier.

#### UK

In the UK, if you require non-standard branding e.g. customer or joint venture branding, please make the Fleet Services and Marketing Communications team aware of this prior to placing your order.

#### UK Marketing Communications team

E: [marketingcomms@balfourbeatty.com](mailto:marketingcomms@balfourbeatty.com)

T: 020 3810 2069

The Marketing Communications team and Fleet Services team will work with you and any relevant third parties to review and if appropriate, approve the request and apply the branding.

#### UK Fleet Services

E: [fleetallocations@balfourbeatty.com](mailto:fleetallocations@balfourbeatty.com)

T: 01332 476 071

#### US

In the US, we do not brand any vehicles with joint venture logos.

### How to order commercial vehicles

#### UK

To order a commercial vehicle in the UK, please contact:

#### UK Fleet Services

E: [commercialfleet@balfourbeatty.com](mailto:commercialfleet@balfourbeatty.com)

T: 01332 476 071 (Select option 2 at directory)

#### US

In the US, please contact your local vehicle fleet manager to order a vehicle or branding for a Balfour Beatty-owned vehicle.



UK joint branding on pick-up truck



UK recruitment branding on van



US standard approach on truck



# 29

## Plant and heavy equipment

### Mandatory

Due to the variety of plant and heavy equipment used across our operations and regions, it is not possible to provide detailed specifications for each type of machinery. However, the following core branding principles must be applied as consistently as possible across the UK and US to maintain brand visibility and professionalism.

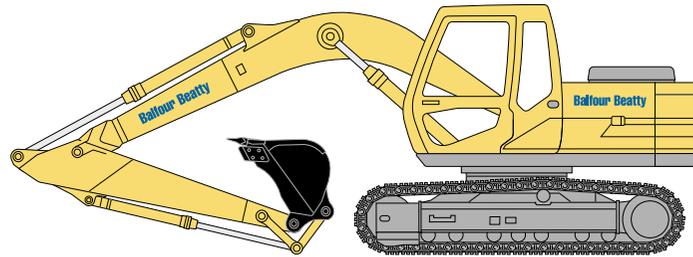
For approved logos, fonts, colour codes and paint and decal specifications, please see page 05.

### Mandatory branding requirements

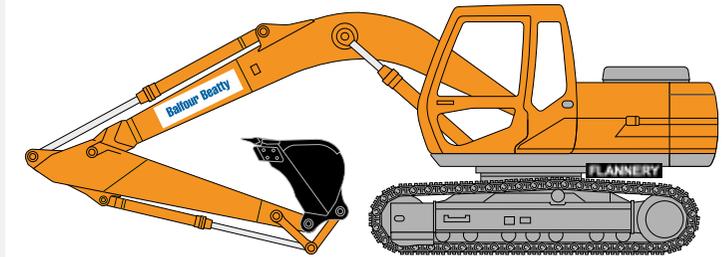
#### Balfour Beatty-owned plant and heavy equipment

- The Balfour Beatty or specialist brand logo must be applied directly onto the largest uninterrupted flat or curved surface available on both sides of the plant item.
- To maximise brand visibility, minimum clear space restrictions may be adjusted where necessary, however, logos must always be applied in a way that maintains a clean and professional appearance, following the examples provided opposite.
- To ensure optimum visibility the logo colour is dependent on the colour of the plant as follows:

Balfour Beatty-owned plant and heavy equipment



Hired plant and heavy equipment



**In the UK**, hired and Balfour-Beatty-owned plant and heavy equipment is branded before arriving on-site.

**In the US**, Balfour Beatty vinyl decals and magnetic white logo panels can be found on the [Digital Storefront \(DSF\)](#).

#### Hired plant and heavy equipment

##### UK

In the UK, hired plant and heavy equipment is branded before arriving on-site and the following branding requirements apply:

- To ensure clarity and legibility, a magnetic white panel with a blue Balfour Beatty or specialist brand logo must be applied:

- horizontally
- on the largest uninterrupted flat surface on both sides of the plant item
- at the highest visible point (even if this covers the manufacturers logo).
- The manufacturer logo should remain visible on the plant cab or on a visible surface area that sits lower than or at the same level as the Balfour Beatty or specialist brand logo.

##### US

In the US, short-term rental equipment will not be branded.

For plant and heavy equipment branding enquiries please contact your Communications team:

#### UK Marketing Communications team

E: [marketingcomms@balfourbeatty.com](mailto:marketingcomms@balfourbeatty.com)

T: 020 3810 2069

#### US Brand and Communications team

E: [bbcomms@bbus.com](mailto:bbcomms@bbus.com)

### How to order plant and heavy equipment

#### UK

In the UK, Balfour Beatty Plant and Fleet Services provide plant, vehicle and equipment services across the Balfour Beatty Group. They are responsible for setting and providing expert assurance on safe plant and fleet standards.

To order plant and heavy equipment, please use the appropriate contact for your business unit:

#### Asset and Technology Solutions

E: [BBSSPlant@balfourbeatty.com](mailto:BBSSPlant@balfourbeatty.com)

#### UKCS

E: [CSUKPlant@balfourbeatty.com](mailto:CSUKPlant@balfourbeatty.com)

#### Rail

E: [railplant@balfourbeatty.com](mailto:railplant@balfourbeatty.com)

#### HS2

E: [HS2Plant@balfourbeatty.com](mailto:HS2Plant@balfourbeatty.com)

#### US

In the US, colleagues should contact their local fleet manager for assistance ordering heavy equipment.



# 30

## Tower cranes

### Mandatory

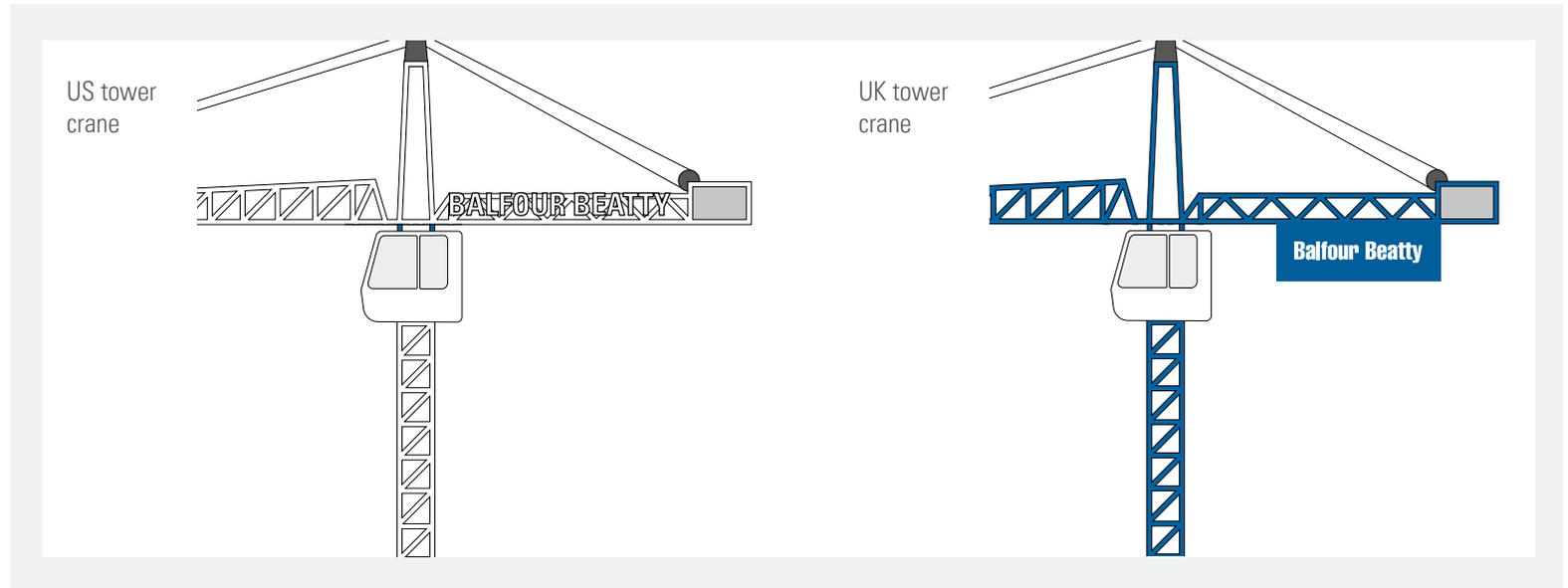
Tower cranes are one of Balfour Beatty's most prominent pieces of plant, often remaining on-site for extended periods and visible from long distances. When branded correctly, they provide an excellent opportunity to enhance brand awareness and reinforce our identity across worksites.

For approved logos, fonts, colour codes and paint and decal specifications, please see page [05](#).

### UK mandatory branding requirements

In the UK, where possible and if costs can be recovered or justified as a cost-effective option, tower cranes must be painted in accordance with the brand standards outlined to maximise visibility and ensure a strong, recognisable brand identity.

- Vertical and horizontal beams painted Balfour Beatty blue as per our brand colour palette to create a distinctive and cohesive look across all projects and differentiate our site from competitors.
- Driver's cabin painted white to contrast with the blue beams, making the branding clearer and more professional.
- A white Balfour Beatty logo on a blue background must be mounted on both sides of the horizontal beam in the specified position to maximise long-distance visibility.  
This ensures our brand is identifiable from all



angles and is consistent with other branded plant and heavy equipment.

- If a tower crane includes a lightbox system, it must have a blue background with a white logo and be illuminated at night for maximum visibility. This extends our brand presence beyond daylight hours, ensuring it is seen by stakeholders and the wider public even in low-light conditions.
- For every 10 feet of viewing distance, letters should be a minimum of one inch tall.
- In the UK, light boxes must not be used on tower cranes over 100 feet, as branding at that height is not clearly visible from the ground.

To ensure consistency, all branded elements must use the approved Balfour Beatty blue. The colour must match one of the following paint and decal specifications:

### UK paint and decal specifications:

- RAL 5017 (powder coating)
- NCS 3065 – R90B (wet paint)
- BS 5252 20 E56 (wet paint)
- AVR 9465C Sea Blue (Avery decal)

If a tower crane arrives in a colour other than blue, it must not be repainted.

### US mandatory branding requirements

In the US, tower crane colour and driver's cabin design cannot be specified, as these vary by manufacturer. No lightboxes should be used.

Tower crane signage must be applied wherever possible to maintain brand visibility at height. For cranes exceeding 100 feet, the Balfour Beatty name should be displayed in our sans serif font, as illustrated above.

All signage must comply with crane company policies and state regulations.

### Brand enquiries

For tower crane branding enquiries, please contact your Communications team:

### UK Marketing Communications team

E: [marketingcomms@balfourbeatty.com](mailto:marketingcomms@balfourbeatty.com)

T: 020 3810 2069

### US Brand and Communications team

E: [bbcomms@bbus.com](mailto:bbcomms@bbus.com)

### How to order a tower crane

#### UK

In the UK, all tower crane requirements must be sourced via our internal Asset and Technology Solutions business. This includes:

- traditional and self-erecting tower cranes
- pedestrian-operated tower cranes
- any other tower crane variants.

Tower crane supply, installation, removal and operation carry a high level of risk that must be adequately managed and governed. In the UK, Asset and Technology Solutions maintains a portfolio of approved suppliers that have undergone robust audits, exceeding Constructionline requirements for any needs that cannot be fulfilled by internal assets.

For more information about the procurement and supply of tower cranes in the UK, please contact:

E: [BBATSTowerCranes@BalfourBeatty.onmicrosoft.com](mailto:BBATSTowerCranes@BalfourBeatty.onmicrosoft.com)

#### US

In the US, tower cranes are handled by the specific jobsite's general superintendent.



# Site accommodation exterior branding

Across the UK and US, Balfour Beatty's site accommodation units serve as key operational hubs where employees, customers and supply chain partners interact daily. They include office spaces, meeting areas and essential facilities such as toilets, drying rooms and canteens and are a highly visible part of our site set-up. As such, branding must be applied consistently and professionally to reinforce our identity and reflect our reputation as an expert and trusted brand.

# 32

## Cabins

### Mandatory

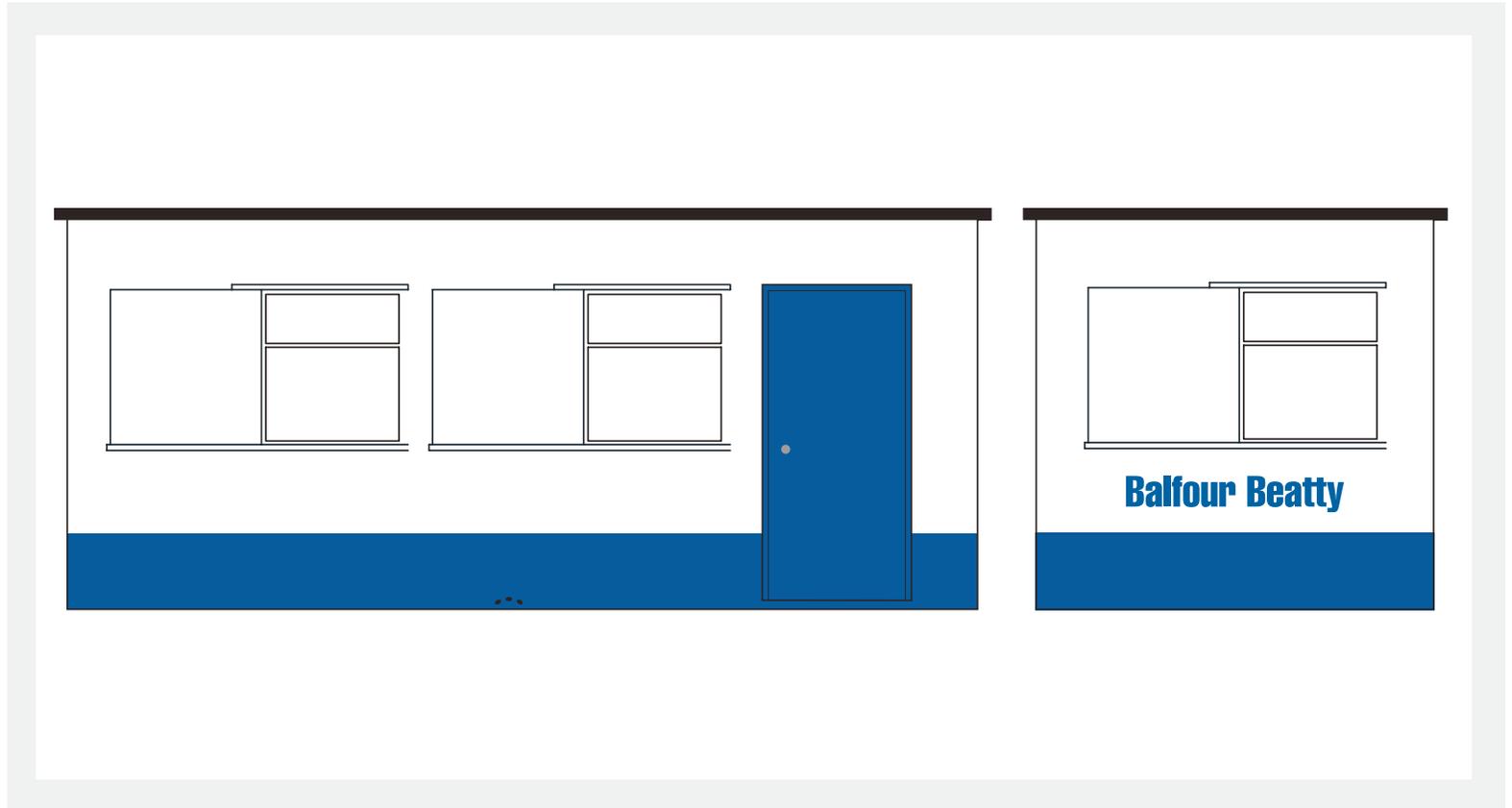
For internal branding and communications requirements in cabins, please see page [38](#).

### Mandatory branding requirements

In the UK, the following mandatory branding is applied to cabins before they are delivered, ensuring consistency across all sites, no matter their size or location:

- a solid Balfour Beatty blue strip along the bottom of the cabin, reinforcing our visual identity
- blue framework and doors to ensure easy visibility for employees and visitors
- a white 2000 x 600mm foamex board with a blue Balfour Beatty or specialist brand logo installed on both ends of the cabin, ensuring that our branding remains recognisable even in busy construction environments.

This branding approach has been developed in conjunction with the Site Mobilisation Hub and must be followed across all worksites.



### How to order cabins

The Site Mobilisation Hub provides a dedicated service supporting Balfour Beatty in mobilising and demobilising temporary site set ups.

To order a cabin or find out more information about standard site cabin set up, please visit the [Site Mobilisation](#) page or contact:

E: [mobilisationhub@balfourbeatty.com](mailto:mobilisationhub@balfourbeatty.com)

T: 0114 232 9646

For guidance on applying additional branding, please contact:

**UK Marketing Communications team**

E: [marketingcomms@balfourbeatty.com](mailto:marketingcomms@balfourbeatty.com)

T: 020 3810 2069



# 33

## Jobsite trailers

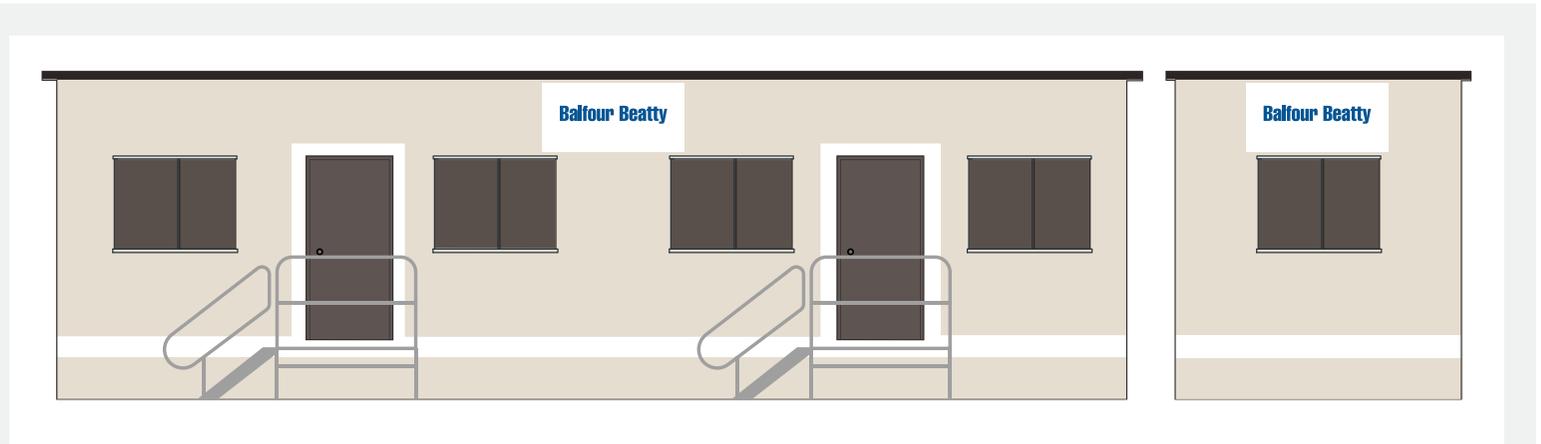
### Mandatory

For internal branding and communications requirements in jobsite trailers, please see page [39](#).

### Mandatory branding requirements

To ensure consistency across all jobsite trailers, the following minimum branding standards must be applied:

- a Balfour Beatty logo sign must be placed at the site entrance and next to the main entrance of the office trailer as shown above. This sign is part of the mandatory safety signage package that can be ordered on the [Digital Storefront \(DSF\)](#)
- if the side or back of a trailer is prominently visible from a road or other high-traffic area, a Balfour Beatty logo sign must be placed so it is clearly visible
- additionally, there are optional welcome signs available in the [Digital Storefront \(DSF\)](#).



### Approval of branding

Any deviations from the required jobsite trailer branding must be approved by the US Brand and Communications team.

For guidance on applying branding or sourcing approved signage, please contact:

**US Brand and Communications team**

E: [bbcomms@bbus.com](mailto:bbcomms@bbus.com)

### How to order jobsite trailers

Contact your jobsite superintendent to order a jobsite trailer. All trailers are rented and local project leaders are responsible for the installation of signage.



# 34

## Traditional and Nexus modular accommodation

### Mandatory

For internal branding and communications requirements in modular accommodation, please see page 40.

### Mandatory branding requirements

The following mandatory branding is applied to modular accommodation units before they are delivered to ensure consistency across worksites:

- a solid blue strip along the bottom of all modular accommodation to maintain a professional and cohesive brand presence
- the main door painted Balfour Beatty blue to ensure easy visibility for employees and visitors.

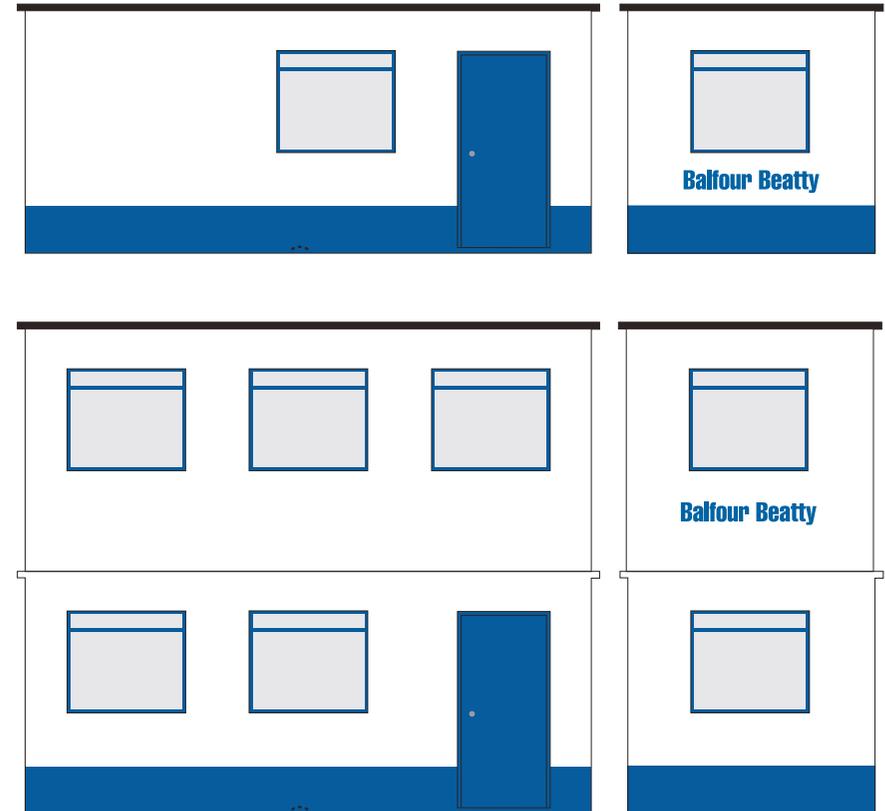
This branding approach has been developed in conjunction with the Site Mobilisation Hub and must be followed across all worksites.

### Additional branding options

Optionally, a white 2000 x 600mm foamex board with a blue Balfour Beatty or specialist brand logo can be applied to each side of the building in the size and position shown above. This is not a mandatory requirement as modular accommodation units are usually within a site compound area with branded perimeter fencing or hoarding.



Traditional and Nexus modular accommodation



Sites can order modular accommodation logo boards via the UK Site Signage Catalogue on [The Hub UK](#).

### How to order modular accommodation

The Modular Accommodation team can support you with your temporary accommodation and permanent modular building requirements. They will work with you to design buildings that meet your project requirements and adhere to these branding standards.

To get in touch with the Modular Accommodation team, please email:

- for sales: [modular.enquiries@balfourbeatty.com](mailto:modular.enquiries@balfourbeatty.com)
- for repairs and maintenance: [modularbreakdowns@balfourbeatty.com](mailto:modularbreakdowns@balfourbeatty.com)
- for external utilities, furniture and IT: [mobilisationhub@balfourbeatty.com](mailto:mobilisationhub@balfourbeatty.com)

For guidance on applying additional branding, please contact:

### UK Marketing Communications team

E: [marketingcomms@balfourbeatty.com](mailto:marketingcomms@balfourbeatty.com)

T: 020 3810 2069

# 35

## Traditional and Nexus modular accommodation best practice



# 36

## Connexes

### Mandatory

#### Mandatory branding requirements

If the connex is owned by Balfour Beatty, the following mandatory branding must be in a similar fashion to the UK cabins as shown on page 32:

- the Balfour Beatty or relevant specialist brand logo, must be placed on both sides of the connex, ensuring that our branding remains recognisable even in busy construction environments. The vinyl logo decal can be ordered through the [Digital Storefront](#).



To ensure optimum visibility, the logo colour is dependent on the colour of the connex as follows:

 <b>Balfour Beatty</b>	 <b>Balfour Beatty</b>		
 <b>Balfour Beatty</b>	 <b>Balfour Beatty</b>		
 <b>Balfour Beatty</b>	 <b>Balfour Beatty</b>	 <b>Balfour Beatty</b>	 <b>Balfour Beatty</b>
 <b>Balfour Beatty</b>	 <b>Balfour Beatty</b>	 <b>Balfour Beatty</b>	 <b>Balfour Beatty</b>
 <b>Balfour Beatty</b>	 <b>Balfour Beatty</b>	 <b>Balfour Beatty</b>	 <b>Balfour Beatty</b>
 <b>Balfour Beatty</b>	 <b>Balfour Beatty</b>	 <b>Balfour Beatty</b>	 <b>Balfour Beatty</b>

#### Approval of branding

Any deviations from the required connex branding must be approved by the US Brand and Communications team.

For guidance on applying branding, please contact:

**US Brand and Communications team**

E: [bbcomms@bbus.com](mailto:bbcomms@bbus.com)

#### How to order Connexes

Contact your jobsite superintendent to order a connex. The local project lead is responsible for branding connexes.



# Site accommodation internal branding and communications

In the UK and US, site accommodation are essential hubs of daily operations used by employees, customers and partners alike. A consistent and professional interior supports employee engagement, reinforces our brand identity and ensures critical information is communicated clearly. Whether it's a short- or long-term worksites, all internal spaces must meet the mandatory branding and communications requirements outlined in this section. This helps us to create welcoming, high-performing environments that reflect Balfour Beatty's culture, values and commitment to excellence.

# 38

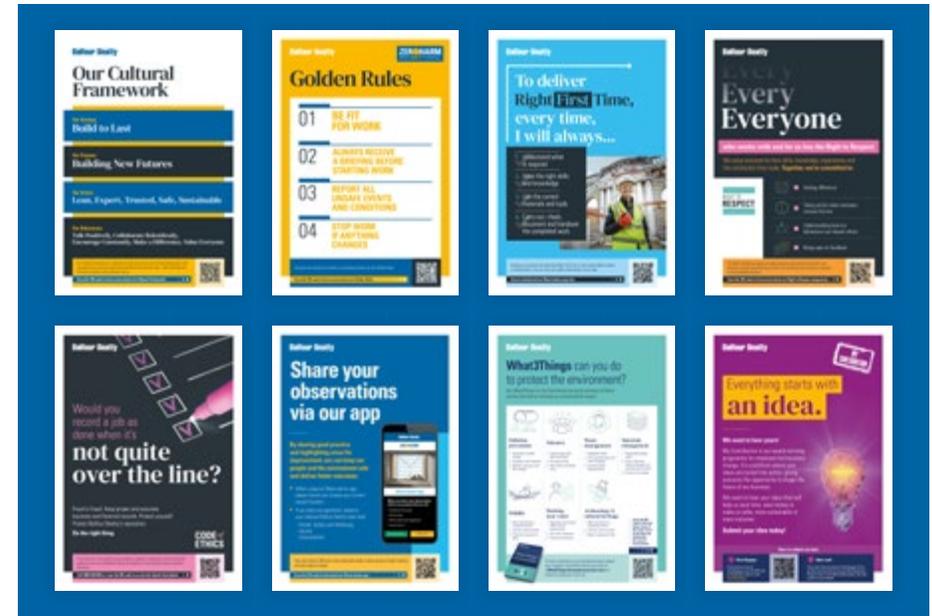
## Strategic programme boards for cabins

Mandatory

Four-poster version



Eight-poster version



### Mandatory communications requirements

To ensure consistent messaging across worksites, one of the two strategic programme boards shown above will be pre-installed before cabins arrive on-site. These boards help to embed core initiatives into daily operations and ensure important information is visible and accessible to everyone:

- **Eight-poster version** – To be used in canteens, drying rooms and mobile welfare units.
- **Four-poster version** – For use in smaller spaces e.g. back of doors in drying rooms.

If your cabin arrives without one of the above strategic programme boards, please contact the Site Mobilisation Hub:

E: [mobilisationhub@balfourbeatty.com](mailto:mobilisationhub@balfourbeatty.com)

T: 0114 232 9646

Strategic programme boards are reviewed annually to ensure content remains aligned with our latest initiatives. All new cabins will be delivered pre-installed with the most up-to-date board.

If you would like to discuss the content of our strategic programme boards, please contact:

**UK Marketing Communications team**

E: [marketingcomms@balfourbeatty.com](mailto:marketingcomms@balfourbeatty.com)

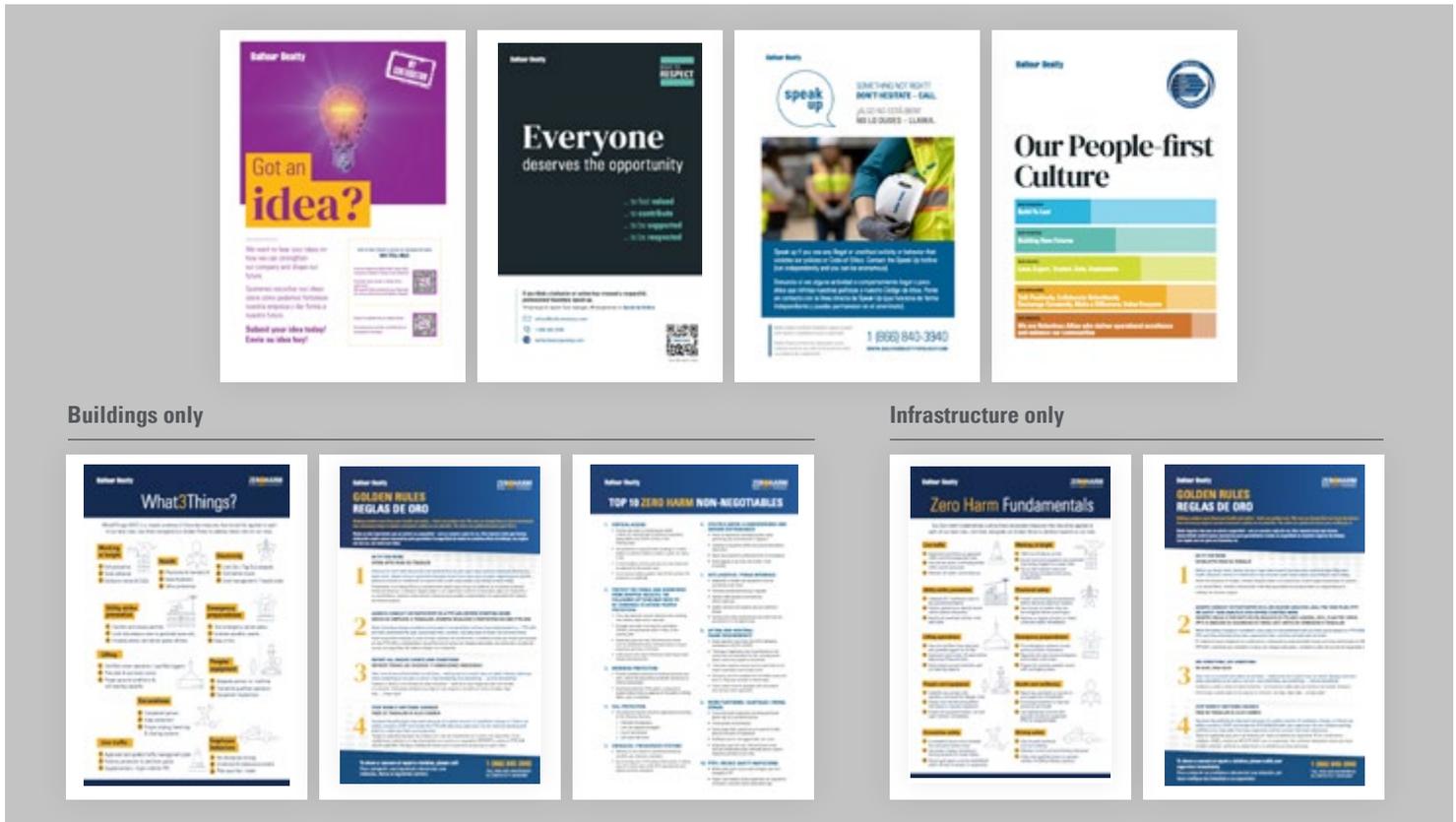
T: 020 3810 2069



# 39

## Cultural initiative workplace poster for jobsites

Mandatory



### Mandatory communications requirements

To ensure consistent messaging across all sites, the following four posters must be displayed inside every jobsite trailer or project office:

- My Contribution
- Right to Respect
- Speak Up
- Our People-first Culture

### Buildings jobsites

In addition to the mandatory posters outlined above, the following three additional posters are required on every Buildings jobsite:

- What3Things
- Golden Rules
- Zero Harm

### Infrastructure jobsites

In addition to the mandatory posters already outlined, the following two additional posters are required on every Infrastructure jobsite:

- Zero Harm Fundamentals
- Infrastructure Safety Golden Rules

All the posters outlined on this page are in addition to any required federal or state regulatory postings and are part of the mandatory jobsite package available in the [Digital Storefront \(DSF\)](#). Any posters that are not dual translated have a Spanish equivalent in the DSF.

### Approval of branding

Any deviations from the required jobsite trailer interior communications materials must be approved by the US Brand and Communications team. For guidance on applying branding or sourcing approved signage, please contact:

**US Brand and Communications team**  
E: [bbcomms@bbus.com](mailto:bbcomms@bbus.com)

# 40 Communications packs for modular accommodation

## Mandatory

### Mandatory communications requirements

When a site is mobilised, each worksite must order a communications pack, pull-up banners and reception branding via the UK Site Signage Catalogue on [The Hub UK](#). These materials must be displayed in designated areas across the site in accordance with the room-by-room standards outlined in the following pages.

It is the responsibility of the project lead to ensure that all internal branding and communications materials are properly installed before the site opens and remains up to standard throughout the project's duration.

Example communications pack materials



### Additional communications options

To promote our strategic programmes, there are lots of resources available on the [Web-to-print portal](#) and UK Site Signage Catalogue available on [The Hub UK](#). If additional communications materials are required, please contact the UK Marketing Communications team for guidance and support.

Communications packs are reviewed annually to ensure content remains aligned with our latest initiatives. If you would like to discuss the content of our communications packs, please contact:

#### UK Marketing Communications team

E: [marketingcomms@balfourbeatty.com](mailto:marketingcomms@balfourbeatty.com)

T: 020 3810 2069

### Where

### What

Reception	Reception desk logo* Reception wall graphic* Right to Respect pull-up banner
Meeting rooms	My Contribution table tent card
Open plan office area	News noticeboard My Contribution pull-up banner My Contribution idea cards
Print room	News noticeboard
Toilets	Speak Up posters Modern Slavery poster Menopause poster
Canteen	News noticeboard Right to Respect z-cards
Kitchen	Noticeboard
Induction room	Golden Rules poster Observation App poster What3Things Environment pocket cards What3Things Zero Harm pocket cards
Drying room	Speak up poster

\* Reception branding will only be applied to new modular accommodation to minimise disruption to operations



# 41

## Modular accommodation: reception area

The reception area serves as a key touchpoint for visitors and needs to reflect our brand identity with professionalism and consistency.

A well-branded reception area creates a welcoming first impression for all visitors, setting the tone for their experience with Balfour Beatty. It also strengthens brand recognition and engagement, ensuring that our values and expertise are clearly communicated.



### Mandatory branding and communications requirements

- **Reception desk logo** – The reception desk must feature a Balfour Beatty vinyl cut-out logo as shown in the image above, reinforcing our corporate identity and ensuring a consistent, professional first impression.
- **Wall graphic** – For additional visual impact, a wall graphic must be installed behind the reception desk, as shown in the image above. This graphic showcases the amazing projects we deliver across the world.
- **Right to Respect pull-up banner** – A Right to Respect pull-up banner must be displayed prominently in the reception area to serve as a visible reminder of our values and expectations regarding workplace behaviour. This is included in the communications packs each site must order at mobilisation. Additional banners are also available to order via the [Web-to-Print portal](#).

The communications packs and reception branding can be ordered via the UK Site Signage Catalogue available on [The Hub UK](#).

For any bespoke branding requirements, please contact:

**UK Marketing Communications team**

E: [marketingcomms@balfourbeatty.com](mailto:marketingcomms@balfourbeatty.com)

T: 020 3810 2069



# 42

## Modular accommodation: meeting rooms

Meeting rooms should reflect our brand identity and values, providing a professional and engaging environment for employees, customers and stakeholders. Ensuring these spaces are branded consistently reinforces our commitment to collaboration, innovation and continuous improvement.



### Mandatory communications requirements

- **My Contribution table tent card** – Each meeting room must display a My Contribution table tent card in the centre of each table, providing a direct way for colleagues to share their ideas to help drive change and deliver real benefits for our business. This item is included in the communications pack available to order via the UK Site Signage Catalogue available on [The Hub UK](#).

### Additional communications options

For worksites requiring additional communications elements and where space allows, meeting rooms can also include pull-up banners or other approved materials to enhance messaging and reinforce key strategic initiatives. These materials can be ordered via the [Web-to-Print portal](#).

For guidance on bespoke branding and communications options, please contact:

**UK Marketing Communications team**

E: [marketingcomms@balfourbeatty.com](mailto:marketingcomms@balfourbeatty.com)

T: 020 3810 2069



# 43

## Modular accommodation: open plan offices

Open plan office areas play a key role in fostering collaboration, innovation and engagement among employees. These spaces should not only reflect Balfour Beatty's brand identity but also serve as an effective platform for employee communications, reinforcing strategic initiatives and encouraging employee participation.

By incorporating consistent branding elements, open plan offices help align employees with our corporate values, ensuring that important messages are visible and accessible to all. This encourages a culture of continuous improvement, where employees feel empowered to share ideas and drive positive change across our business



### Minimum communications requirements

- **News noticeboards** – Important for displaying news and corporate initiatives to site-based colleagues who don't have access to a Balfour Beatty or joint venture email account.

Noticeboard Coordinators are responsible for keeping the board up to date with the latest posters, as set out in the weekly email updates. To be added to the distribution list, please email [communications@balfourbeatty.com](mailto:communications@balfourbeatty.com). News noticeboards can be ordered via the UK Site Signage Catalogue available on [The Hub UK](#).

- **My Contribution pull-up banner** – A pull-up banner reinforcing the importance of innovation and employee contributions must be displayed centrally at the back of open-plan office areas so it is visible from both sides of the room. This serves as a visible reminder of our commitment to continuous improvement and engagement and is included in the communications pack.
- **My Contribution idea cards** – Sites must make My Contribution idea cards easily accessible to encourage employees who do not have access to Viva Engage to submit their ideas for improvements and beneficial changes to the business. These are included in the communications pack available to worksites via the UK Site Signage Catalogue available on [The Hub UK](#).



### Additional communications options

To further improve engagement, open plan offices can include additional communications elements such as:

- **Pull-up banners and posters** – Available via the [Web-to-Print portal](#) to reinforce strategic messaging.
- **Balfour Beatty TV (BBTV) or digital totem** – If space allows, open plan offices can feature either a Balfour Beatty TV or digital totem to display company updates, news and key messages. Projects can [request BBTV digital signage via the BMC](#). To request a digital totem, sites should follow their current asset hire process, which involves sending through a hire requisition to the hire desk.

For guidance on bespoke branding and communications options, please contact:

### UK Marketing Communications team

E: [marketingcomms@balfourbeatty.com](mailto:marketingcomms@balfourbeatty.com)

T: 020 3810 2069



# 44

## Modular accommodation: print rooms

Print rooms must incorporate key branding elements to maintain a consistent and professional environment. As spaces where employees spend time while printing materials, print rooms provide an opportunity to share key employee communications in an accessible way.



### Mandatory communications requirements

- **News noticeboard** – Important for displaying news and corporate initiatives to site-based colleagues who don't have access to a Balfour Beatty or joint venture email account.

Noticeboard Coordinators are responsible for keeping the board up to date with the latest posters as set out in the weekly email updates. To be added to the distribution list, please email [communications@balfourbeatty.com](mailto:communications@balfourbeatty.com). News noticeboards can be ordered via the UK Site Signage Catalogue available on [The Hub UK](#).

### Additional communications options

- **Balfour Beatty TV (BBTV)** – Balfour Beatty TV is an ideal way to display company updates, news and key messages in a room with space constraints. Projects can [request BBTV digital signage via the BMC](#).

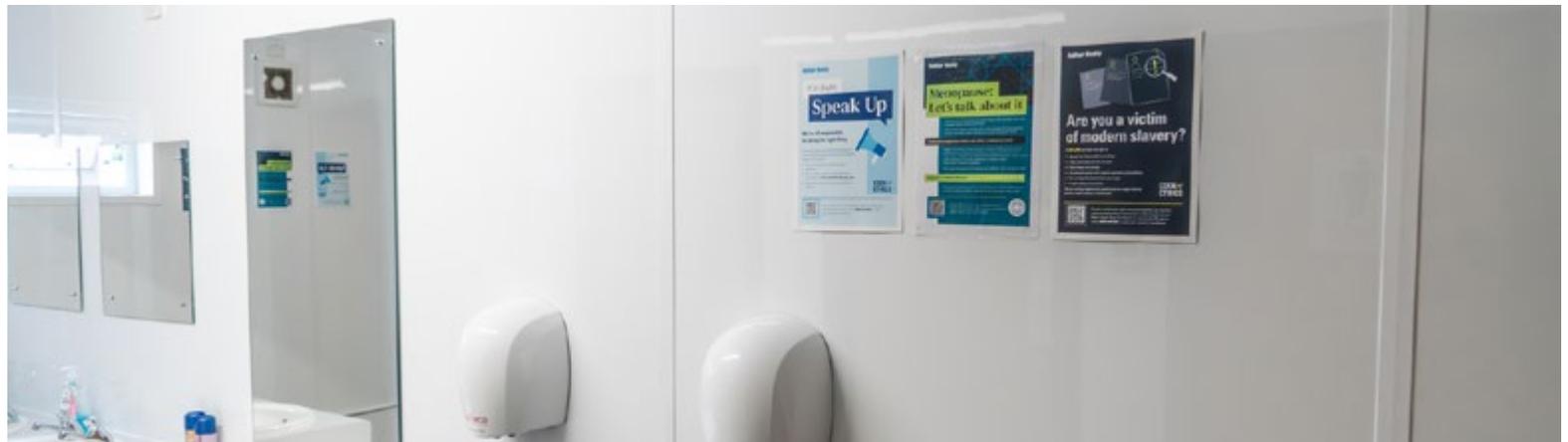
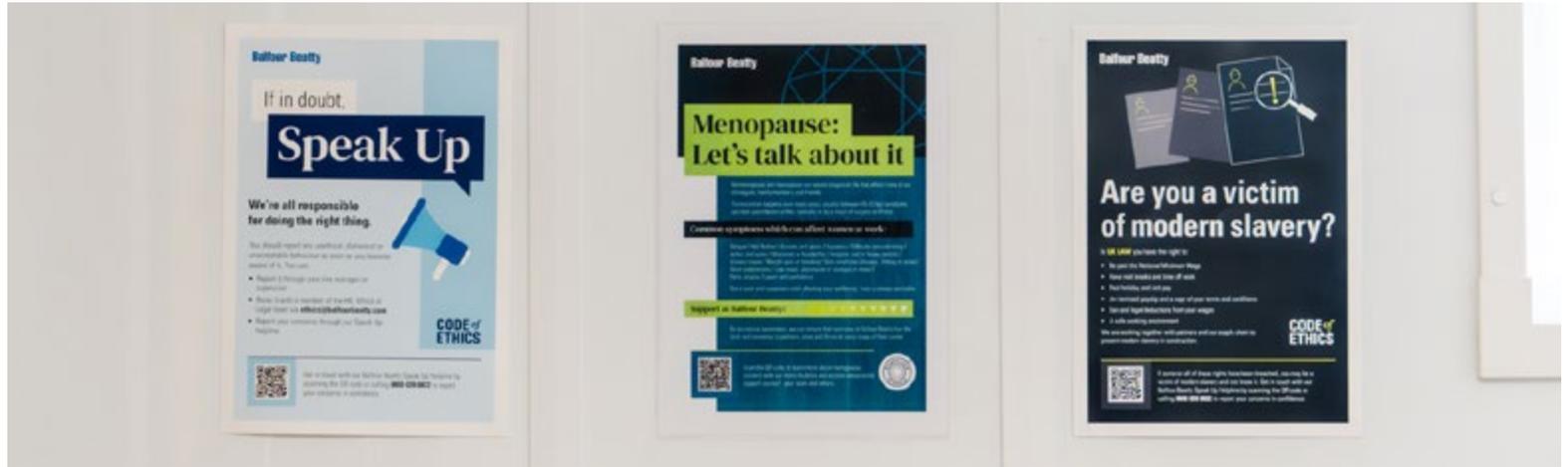
Due to limited space, additional branding and communications elements should be kept to a minimum. The focus should be on clear, concise messaging that employees can read while waiting in the print room.



# 45

## Modular accommodation: toilets

Toilets provide an opportunity to share important messages that reinforce our commitment to inclusivity, ethical responsibility and employee wellbeing.



### Mandatory communications requirements

The following posters must be displayed in a row on an available, easily visible wall:

- **Speak Up poster** – Encourages open communication and promotes confidential reporting of concerns.
- **Modern Slavery poster** – Highlights our commitment to ethical practices and raises awareness of modern slavery issues.
- **Menopause poster** – Provides support and awareness about menopause in the workplace. The placement of this poster in all toilets or just female/gender-neutral toilets should be determined based on site-specific needs.

For sites with mixed-gender toilets, the project team must decide on the most appropriate placement of posters to ensure inclusivity and relevance for all users.

The mandatory posters listed in this section are included in the communications pack each worksite must order via the UK Site Signage Catalogue available on [The Hub UK](#) at mobilisation.

### Additional communications options

Additional communications materials, including posters showcasing our affinity networks or Right to Respect initiatives, are also appropriate for display in toilets. These materials can be ordered via the [Web-to-Print portal](#), reinforcing key messages around inclusivity, respect and workplace culture.



# 46

## Modular accommodation: canteen

The canteen is a key communal area where employees gather, making it an ideal space to reinforce our brand values, encourage engagement and promote key initiatives. It should serve as a welcoming and inclusive environment that supports open communication and participation in our workplace culture.



### Mandatory communications requirements

- **News noticeboard** – A noticeboard must be prominently displayed to share important updates, key messages and site-specific information. Noticeboards can be ordered via the UK Site Signage Catalogue available on [The Hub UK](#). Noticeboard Coordinators are responsible for keeping the board up to date with the latest posters as set out in the weekly email updates. To be added to the distribution list, please email [communications@balfourbeatty.com](mailto:communications@balfourbeatty.com).
- **Right to Respect z-cards** – Right to Respect z-cards must be made available in the canteen to promote our commitment to a respectful and inclusive workplace. This item is included in the communications pack available to order via the UK Site Signage Catalogue available on [The Hub UK](#).

### Additional communications options

- **My Contribution idea cards** – Sites may choose to display My Contribution idea cards in this area to encourage employees without access to Viva Engage to submit their ideas for improvements and beneficial changes to the business. Please note, if a site-based colleague does not have access to a Balfour Beatty or joint venture email address, a Site Supervisor, Project Lead or MyC Ambassador will need to submit the idea via Viva Engage on their behalf.

Additional communications materials, such as pull-up banners or posters highlighting key initiatives, can be ordered via the [Web-to-Print portal](#) to further enhance the canteen space and reinforce corporate messaging.



# 47

## Modular accommodation: kitchens

Kitchens are communal spaces where site-based colleagues take breaks and gather throughout the day. As high-traffic areas, they provide a valuable opportunity to share important company updates, reinforce key messaging and engage employees who may not have regular access to email communications.



### Mandatory communications requirements

- **News noticeboard** – Essential for displaying news, corporate initiatives and key updates for site-based colleagues who do not have access to a Balfour Beatty or joint venture email account.

Noticeboard Coordinators are responsible for keeping the board up to date with the latest posters as set out in the weekly email updates. To be added to the Noticeboard Coordinator distribution list, email [communications@balfourbeatty.com](mailto:communications@balfourbeatty.com).

News noticeboards can be ordered via the UK Site Signage Catalogue available on [The Hub UK](#).

### Additional communications options

- **Balfour Beatty TV (BBTV)** – If space permits, kitchens can feature a BBTV to display company updates, news and key messages. Worksites can request [BBTV digital signage via the BMC](#).
- **Pull-up banners** – If additional space is available, pull-up banners can be used to reinforce strategic messaging in kitchen areas. Recommended banners include Right to Respect and Zero Harm which are available to order via the [Web-to-Print portal](#).
- **Z-cards** – Compact and easy to access, z-cards can be made available in kitchen areas to provide employees with quick-reference guides on key programmes such as Right to Respect and What3Things. These are available to order via the [Web-to-Print portal](#).



# 48

## Modular accommodation: induction rooms

Induction rooms are critical spaces for setting the tone on safety, expectations and workplace culture for all site personnel. These rooms should reflect our commitment to Zero Harm and provide essential resources to foster a safe, informed and compliant working environment.



### Mandatory communications requirements

- **Golden Rules posters** – Induction rooms must prominently display an A3 Golden Rules poster at the front of the room, to ensure every employee understands our core safety principles.
- **Observation App poster** – The Observation App poster must be displayed near the entry point to encourage reporting of unsafe events or conditions.
- **What3Things (W3T) Environment pocket cards** – W3T Environment cards should be handed out during inductions to reinforce key environmental safety measures.
- **W3T Zero Harm pocket cards** – W3T Zero Harm cards should be handed out during inductions to highlight the critical measures for achieving Zero Harm on-site.

These essential materials are included in the communications pack which can be ordered via the UK Site Signage Catalogue on The Hub UK.

### Additional communications options

Additional communications materials can be ordered via the [Web-to-Print portal](#) to further reinforce our safety culture, ensuring that all employees have a clear understanding of expectations and a commitment to eliminating risks.



# 49

## Modular accommodation: drying rooms

Drying rooms are essential spaces for our on-site employees to prepare for and transition between shifts. Given their regular use and limited space, we must prioritise messaging that will have the greatest impact. As such, these areas must highlight our Speak Up campaign – reminding colleagues of the importance of raising concerns and creating a safe, respectful working environment.



### Mandatory communications requirements

The Speak Up poster must be prominently displayed to encourage open communication and promote reporting of concerns confidentially. This poster is included in the communications pack project leads should order via the UK Site Signage Catalogue available on [The Hub UK](#).

### Additional communications options

Additional communications materials, including posters featuring affinity networks or Right to Respect initiatives, are also appropriate for display and can be ordered via the [Web-to-Print portal](#).



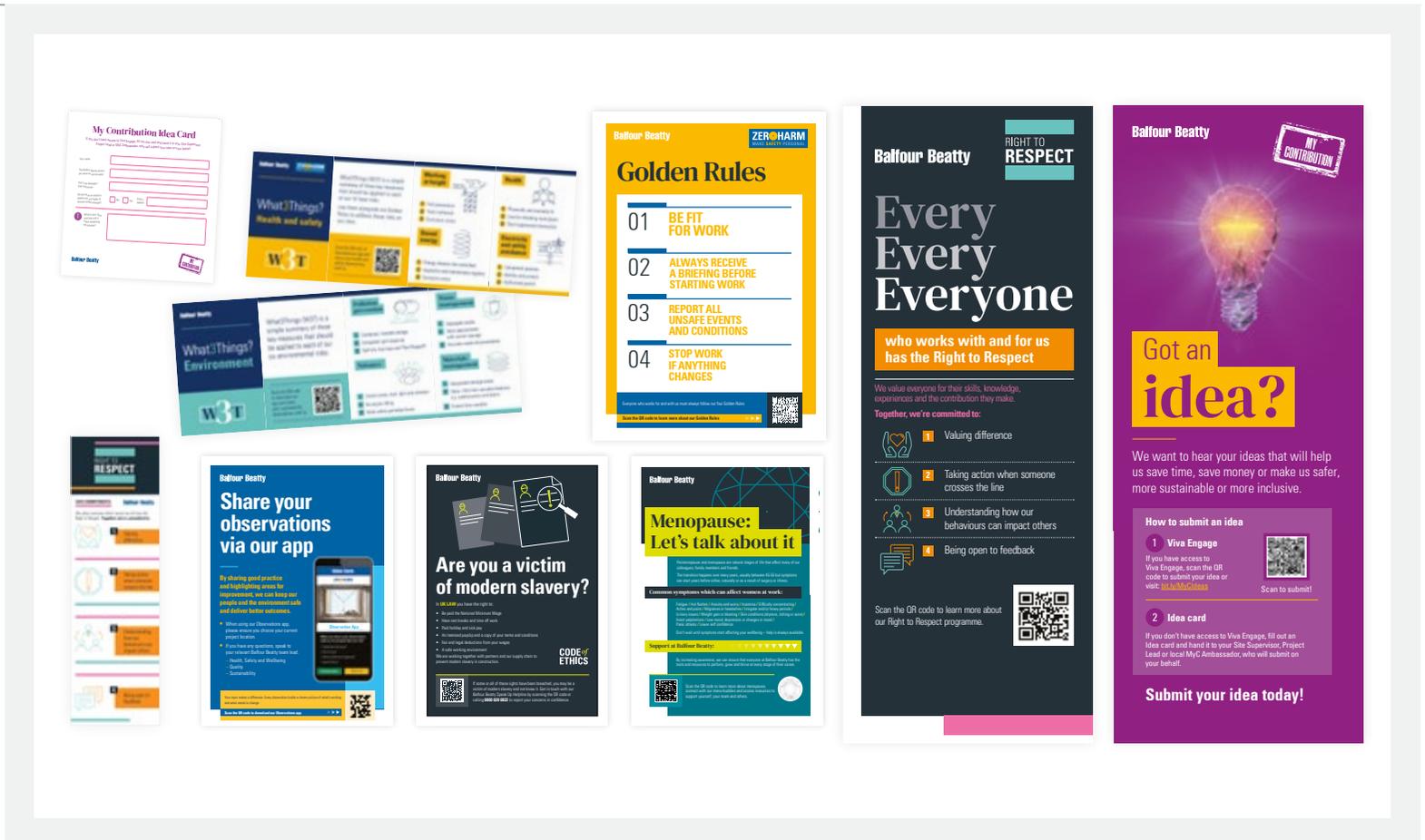
# 50

## Communications packs for traditional office accommodation

In the UK, traditional offices – including leased or serviced accommodation tied to a single worksite – also require a consistent, professional approach to branding and communications. Whilst these spaces are often more permanent in structure (e.g. brick-and-mortar), they are temporary in function and typically occupied only for the duration of the project or contract they support.

These branding and communications standards apply to the space or area within the office building that Balfour Beatty occupies.

Any external signage or wayfinding affixed to the building must be approved by the landlord or property manager prior to installation.



### Mandatory branding and communications requirements

**Communications pack** – When a site is mobilised, each worksite must order a communications pack containing all required materials via the UK Site Signage Catalogue available on [The Hub UK](#). These must be installed in designated areas across the site.

While the varied layouts of traditional office accommodation mean room-by-room specifications can't be provided, project leads should apply the branding and communications outlined on the traditional and modular accommodation pages (p.41-49) wherever possible – using discretion to ensure a consistent, professional environment throughout.

**Reception branding** – Where reception areas exist, the reception desk must feature a Balfour Beatty cut-out logo and wall graphic must be installed behind the reception desk, as shown in the image above. These must also be ordered via the UK Site Signage Catalogue available on [The Hub UK](#).

### Additional branding and communications options

There are lots of additional communications resources available on the [Web-to-print portal](#) and [The Hub UK](#). For longer-term contracts or high-profile projects, offices may opt to adopt branding elements from our permanent corporate office approach, including large-scale wall graphics, branded meeting rooms and digital displays.

If additional branding or communications is required, please contact the UK Marketing Communications team for guidance and support in tailoring branding solutions to meet the project team's specific needs:

**UK Marketing Communications team**

E: [marketingcomms@balfourbeatty.com](mailto:marketingcomms@balfourbeatty.com)

T: 020 3810 2069



# 51

## Wayfinding: site and safety signage

### Mandatory

A consistent approach to wayfinding and safety signage is essential for maintaining a professional, safe and easily navigable working environment. Standardised site and safety signage helps reinforce Balfour Beatty's brand identity while ensuring compliance with health and safety regulations.



### UK mandatory branding requirements

On construction sites in the UK, the Health and Safety (Safety Signs and Signals) Regulations 1996, Chapter 8, plays a crucial role in maintaining safety and ensuring that all workers and visitors are aware of potential hazards and necessary precautions. Safety signage must be clear, legible and used to effectively communicate important actions, information and mitigate risk.

To comply with the regulations, the following colour codes must be used for different types of signs:

- **Red:** Indicates danger, prohibition, and emergency-related information.
- **Yellow/amber:** Used for warning signs to indicate caution and potential hazards.
- **Blue:** Signifies mandatory actions that must be followed to ensure safety.
- **Green:** Provides safety information, such as emergency exits and first-aid stations.

It is the responsibility of the project lead to ensure that all site and safety signage is properly installed and remains up to standard throughout the project's duration.

In the UK, standard temporary site safety signs are available to order from the Site Signage Catalogue on [the Hub UK](#). You can also order by contacting Lyreco directly using the following contact details:

E: [uk.balfourbeatty@lyreco.com](mailto:uk.balfourbeatty@lyreco.com)

T: 0845 603 0944



### US mandatory branding requirements

In the US, all Building Division jobsites are required to display a standard set of branded and safety-focused signage. This mandatory jobsite signage package ensures consistency, compliance and visibility across all projects. The package includes the essential signs below:

- Balfour Beatty logo signs with URL (two per site)
- Competent Person List
- "See Something, Say Something"
- Construction Entrance
- All Personnel Must Attend Safety Orientation
- Jobsite Required PPE
- Before Work Starts
- Off-Hours Emergency Contacts

All Infrastructure jobsites are required to display the same signs as listed above for Buildings wherever space and site conditions allow. Additional optional signs to support wayfinding, safety and site operations are also available.

All can be ordered directly from the [Digital Storefront \(DSF\)](#).



### Bespoke site safety signage

For bespoke site safety signage, project teams can order by sending your requirements directly to the following contacts:

- **In the UK**, email [lyreco@nuneatonsigns.co.uk](mailto:lyreco@nuneatonsigns.co.uk) or call 02476 341 922.
- **In the US**, complete our [jobsite signage request form](#) or contact the Brand and Communications team: [bbcomms@bbus.com](mailto:bbcomms@bbus.com)

### Permanent fixed road signage

For permanent road signage, orders must be placed as follows:

- **In the UK**, email [lyreco@nuneatonsigns.co.uk](mailto:lyreco@nuneatonsigns.co.uk) or call 02476 341 922.
- **In the US**, any necessary permanent fixed road signage is handled solely by each project leadership team and in accordance with the customer contract requirements.

### Project name sign and hoardings

For additional branding consistency, a branded project name sign can be installed at site entrances. This sign should be designed according to the approved branding standards. In the UK, this can be ordered via the Site Signage Catalogue on [the Hub UK](#) and in the US, it is available to order from the [Digital Storefront \(DSF\)](#).



# Personal protective equipment (PPE)

Our brand is highly visible through the people who deliver our projects. Ensuring that all PPE and workwear is correctly branded reinforces our identity while maintaining safety and compliance standards across our workforce.

# 53

## Personal protective equipment (PPE) and workwear

### Mandatory

In the UK and US, our approved suppliers provide us with a range of tailored PPE and workwear to help keep our people and business safe. These suppliers already hold pre-approved designs to make ordering correctly branded PPE and workwear as straightforward as possible.

There is a variety of workwear available and the branding specifications for these are outlined in the [UK Personal Protective Equipment Branding Guide](#) and the [US Brand Toolkit](#).

A list of approved PPE and workwear suppliers for the UK and US can be found on pages [07-08](#).



### Mandatory branding requirements

To ensure a consistent and professional appearance across all worksites, all PPE must adhere to the following standards:

- the Balfour Beatty logo is centred horizontally between the luminous stripes and hem on the left breast
- on the back, the Balfour Beatty logo is centred horizontally
- the Zero Harm badge is positioned below the logo on the back, either above or below the vertical luminous stripes. The Zero Harm badge should not be bigger or more prominent than the Balfour Beatty logo.

These branding requirements ensure all PPE aligns with our corporate identity while maintaining high visibility and safety compliance across the UK and US.



### How to order PPE

**In the UK**, please contact your Office Manager or Regional Procurement contact to order standard PPE and workwear, or use the Balfour Beatty e-procurement catalogue, which can be accessed by logging into [Oracle R12](#). You can also contact the UK's PPE and workwear supplier Arco directly using the following details:

E: [construction@arco.co.uk](mailto:construction@arco.co.uk)

T: 0330 124 4131

**In the US**, please visit the [Buildings](#) or [Infrastructure](#) Safety Hub page for details on ordering standard PPE and workwear or contact your local safety leader. If you are working on a joint venture or require non-standard or bespoke PPE, please contact your Communications team:

### UK Marketing Communications team

E: [marketingcomms@balfourbeatty.com](mailto:marketingcomms@balfourbeatty.com)

T: 020 3810 2069

### US Brand and Communications team

E: [bbcomms@bbus.com](mailto:bbcomms@bbus.com)

UK only



US only



### How to recycle PPE in the UK

At Balfour Beatty, sustainability is one of our core values and we are committed to reducing waste across all areas of our operations. To minimise environmental impact, we are increasing the amount of PPE we recycle while promoting washing and repairing where possible to extend the lifespan of PPE—without compromising safety.

With 11.6 million people in the UK wearing PPE and uniforms, approximately 16,000 tonnes of garments are used each year. Alarming, 90% of these end up in landfill or are incinerated after use. To combat this, Arco has partnered with Avena to provide a PPE recycling scheme that ensures worn-out garments are disposed of responsibly.

Contact Arco using the details opposite to find out more.

Please note, the US does not currently have a PPE recycling programme.



**Additional  
communications resources**

# 55

## Jobsite employee communications

### Optional

In the US, additional communications materials may be incorporated to enhance the workplace experience in jobsites and support employee engagement.

Recommended items include:

- Balfour Beatty logo posters or cut-out signage
- 'Our Culture' mounted squares
- branded posters and mounted signage.

These materials help ensure that all worksite environments reflect our values and provide a clear, consistent message for employees, stakeholders and visitors.

Approved employee communications materials are available to order via the [Digital Storefront \(DSF\)](#). For custom or project-specific branding or communications requests, please contact:

**US Brand and Communications team**  
E: [bbcomms@bbus.com](mailto:bbcomms@bbus.com)

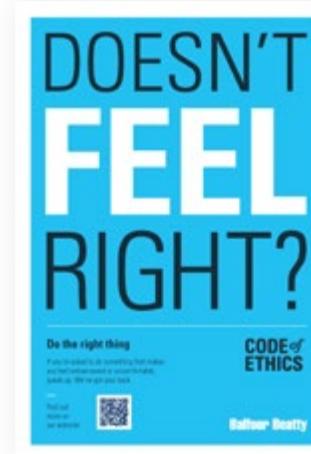
Build to Last poster



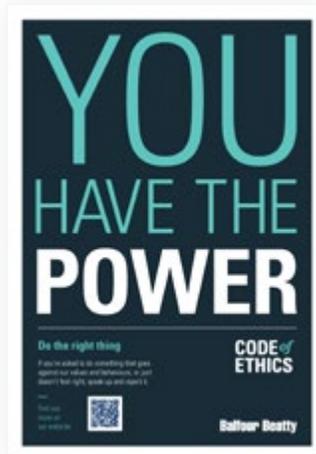
Need help poster



Doesn't feel right poster



You have the power poster



Relentless Allies poster



Lean. Expert. Trusted. Safe. Sustainable



# 56

## Right to Respect

### Optional

The Right to Respect programme promotes a respectful and inclusive workplace by ensuring everyone understands boundaries and knows how to respond to unacceptable behaviour.

### UK

In the UK, materials such as posters, banners and branded merchandise are available to keep the campaign visible across all sites. These can be ordered via the [UK Web-to-Print portal](#).

If you would like to commission bespoke branding in the UK, such as the Right to Respect doors as shown opposite, please contact:

**UK Marketing Communications team**

E: [marketingcomms@balfourbeatty.com](mailto:marketingcomms@balfourbeatty.com)

T: 020 3810 2069

### US

In the US, permanent posters, hard hat stickers and banners are also available through the [Digital Storefront \(DSF\)](#).

### Examples of materials and merchandise

Right to Respect commitments poster



Other Right to Respect posters



Door graphics



Pull-up banner



PVC eyelet banner



Pens



Stress balls



Z-fold cards



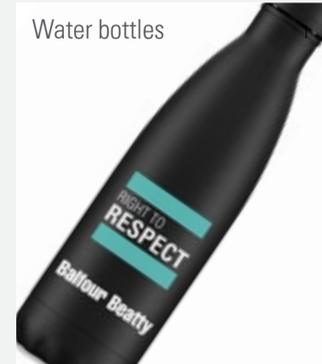
Pin badges



Drink coasters



Water bottles



Hard Hat sticker (US only)



RIGHT TO  
**RESPECT**

# 57 Zero Harm

## Optional

Balfour Beatty is committed to health, safety and wellbeing in every aspect of our work. Nothing is more important than ensuring everyone returns home safely every day. To support this, a range of materials are available to reinforce our Zero Harm programme and maintain safety awareness across all sites.

**In the UK**, these resources can be ordered via:

1. [Web-to-Print portal](#)
2. [The Hub UK](#)
3. Balfour Beatty e-procurement catalogue - which can be accessed via [Oracle R12](#).

**In the US**, these resources are available here:

4. [US Buildings Hub](#)
5. [US Civils Hub](#).

In the US, there are several Zero Harm posters that are mandatory for all workplaces. Additional signs, pocket cards, hard hat stickers and more are available to order on the [Digital Storefront \(DSF\)](#).

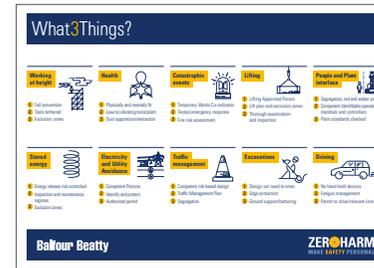


### Examples of materials and merchandise

W3T pocket cards 1



W3T posters 2 4 5



Golden Rules posters 2 4 5



Drug & alcohol poster packs 2



Observations cards 3



Observation app poster 2



Construction ready board 3



Zero Harm eyelet banner 3 4 5



Fatal risk poster packs 2



Golden Rules cards 3



Zero Harm z-cards for exec visits 1



# 58

## Right First Time

### Optional

In the UK, Right First Time is our programme focused on quality and delivering excellence for our customers. By embedding high standards and best practices across all worksites, we ensure that work is completed efficiently and to the highest specifications.

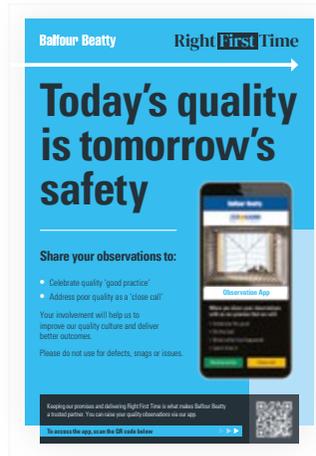
To support the Right First Time programme, a range of materials are available to reinforce key quality messages and best practices.

UK employees can order resources via the [Web-to-Print portal](#).

## Right **First** Time

### Examples of materials and merchandise

Observation app poster



Get it right poster



Commitments posters



Stickers



Get it right pull-up banner



Commitments pull-up banner



# 59

## My Contribution

### Optional

My Contribution (MyC) encourages and empowers every employee to drive innovation and continuously improve how we work. By fostering a culture where new ideas and improvements are valued, we ensure that innovation takes place across every part of our business.

To support the MyC programme, the mandatory site branding materials, as well as a range of additional materials are available to reinforce key messages and encourage participation.

**UK employees** can order resources via:

1. [Web-to-Print portal](#)
2. [The Hub UK](#)

**US employees** can access resources via:

3. [Digital Storefront \(DSF\)](#)
4. [The Hub US](#)

By using these materials we ensure My Contribution remains visible and active in our day to day business activities.



### Examples of materials and merchandise

MyC printed standard posters 1 3



MyC editable poster templates 2



Team MyC laptop stickers 1



MyC digital screen posters 2 4



MyC recognition toolkit 2



MyC digital totem poster 2



MyC tent cards 1 3



MyC pull-up banners 1 3



MyC promotional items 1



MyC noticeboards 1



MyC celebration packs 1



MyC Sticker packs 1 3



# 60

## Affinity Networks and Groups

### Optional

Our employee-led Affinity Networks and Groups play a crucial role in building understanding and driving meaningful change across all areas of diversity, equity and inclusion. These networks provide a platform for employees to connect, share experiences and contribute to a more inclusive workplace.

To enhance the visibility and engagement of these networks, a range of materials are available to support internal communications and awareness.

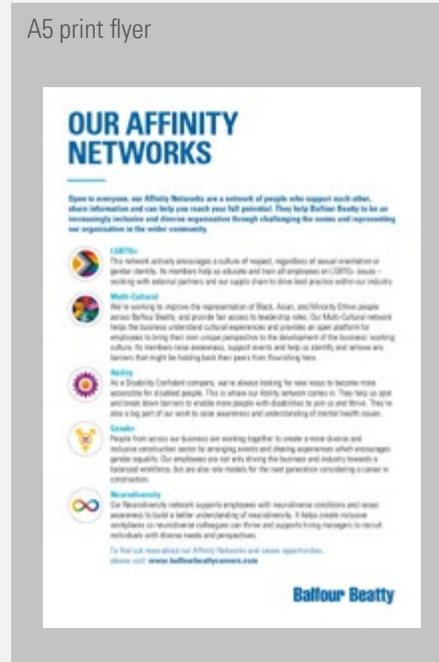
**In the UK**, employees can order these resources via the [Web-to-Print portal](#).

**In the US**, please contact the appropriate local lead for Affinity Group-related materials.

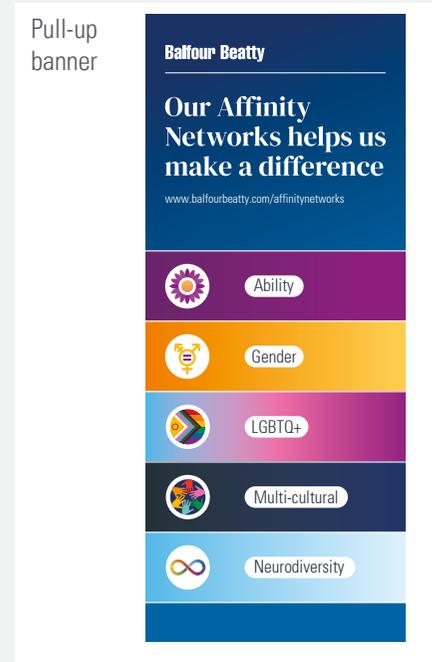
For information on specific application of Affinity Group logos, please visit the [Affinity Group logo standards](#) page.

### UK examples of materials and merchandise

A5 print flyer



Pull-up banner



Drinks coaster



Lanyards



Pin badges



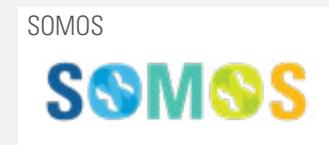
Helmet stickers



Laptop stickers



### US employee Affinity Groups



# 61

## What3Things? Environment

### Optional

Sustainability is one of our core values and is integral to how we're Building New Futures for Balfour Beatty and all its stakeholders. Protecting the environment is a fundamental building block of sustainability and we must minimise our environmental impacts to achieve our sustainability ambitions.

The Environment What3Things? (W3T) applies to seven key risk areas, addressing the most common issues surrounding environmental sustainability on our sites and in day-to-day operations.

To ensure sustainability remains at the forefront of our operations, a range of materials are available to support awareness and action. The resources provide a quick and easy prompt for teams to use and should be applied alongside our Golden Rules to reinforce best practices in environmental responsibility.

The materials shown opposite are available to order via:

1. [Web-to-print portal](#)
2. [What3Things Sharepoint page.](#)

### Examples of materials and merchandise

#### W3T environment pocket cards

1

**Balfour Beatty**

**What3Things? Environment**

What3Things (W3T) is a simple summary of three key measures that should be applied to each of our six environmental risks.

Scan the QR code to download our app and share your sustainability observations with us.

**W3T**

**Pollution prevention**

1. Contained / banded storage
2. Competent spill response
3. Spill kits, drip trays and Plant Nappy®

**Waste management**

1. Segregate waste
2. Store appropriately with correct signage
3. Accurate waste documentation

**Wildlife**

1. Risks assessed by a competent person
2. Controls communicated
3. Protection measures in place

**Archaeology & cultural heritage**

1. Risks assessed by a competent person
2. Controls communicated
3. Report unexpected finds

**Find out more...**

The Sustainability Function is responsible for environmental compliance within Balfour Beatty. If you have further questions, please get in touch with your Environmental Sustainability Manager or Advisor for your project or business, or your Supervisor.

**Balfour Beatty**

Scan the QR code to visit our What3Things environment site.

© Balfour Beatty plc. 2025

**Nuisance**

1. Control noise, dust, light and vibration
2. No engine idling
3. Work within permitted hours

**Materials management**

1. Designated storage areas
2. Store >10m from sensitive features e.g. watercourses and drains
3. Protect from weather

**Working near water**

1. Regulatory permissions within 10m of watercourses
2. Silt control measures
3. Proactive monitoring

#### Environmental posters

2

## What3Things? Environment

**Pollution Prevention**

1. Contained / banded storage
2. Competent spill response
3. Spill kits, drip trays and Plant Nappy®

**Nuisance**

1. Control noise, dust, light & vibration
2. No engine idling
3. Work within permitted hours

**Waste Management**

1. Segregate waste
2. Store appropriately with correct signage
3. Accurate waste documentation

**Materials Management**

1. Designated storage areas
2. Store >10m from sensitive features e.g. watercourses & drains
3. Protect from weather

**Wildlife**

1. Risks assessed by a competent person
2. Controls communicated
3. Protection measures in place

**Working near Water**

1. Regulatory permissions within 10m of watercourses
2. Silt control measures
3. Proactive monitoring

**Archaeology & Cultural Heritage**

1. Risks assessed by a competent person
2. Controls communicated
3. Report unexpected finds

**Balfour Beatty**



# 62

## Code of Ethics

### Optional

Our Code of Ethics is underpinned by our values and behaviours and clearly sets out the principles that guide our everyday decision-making. It ensures that all employees act with integrity, accountability and transparency in everything we do.

To help keep the Code of Ethics front of mind and ensure that everyone understands how to apply it in their daily roles, a range of materials are available.

**In the UK**, these can be accessed via the [Web-to-print portal](#).

**In the US**, the Speak Up poster is mandatory at every Balfour Beatty jobsite and can be purchased on the [Digital Storefront \(DSF\)](#) as part of the mandatory poster package. Optional Code of Ethics posters are also available for purchase.

Please visit the [US Hub](#) for more ethics resources, or contact your division's designated ethics and compliance officer on the [Ethics and Compliance hub page](#).

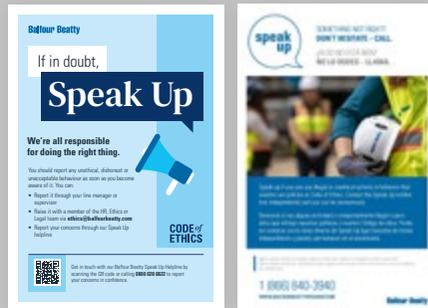
# CODE of ETHICS



### UK posters



### Speak Up Poster



UK

US

### US posters



Need help poster

You have the power poster

Doesn't feel right poster

# 63

## Event materials

### Optional

Across Balfour Beatty, we participate in numerous corporate events, exhibitions and community engagements throughout the year.

#### UK

In the UK, our [Event Materials Portal](#) provides a convenient way to access a wide range of branded materials such as display stands, pull-up banners and outdoor flags. Hire is free of charge, with users only required to cover delivery and collection costs.

If new banners are required, they can be ordered via the portal and retained by the user. By using the UK Event Materials Portal, it ensures a consistent and professional brand presence at every event.

If what you need is not on the portal, please contact:

#### UK Marketing Communications team

E: [marketingcomms@balfourbeatty.com](mailto:marketingcomms@balfourbeatty.com)

T: 020 3810 2069

#### US

In the US, standard event materials are available on the [Digital Storefront](#). For custom requests, please contact:

#### US Brand and Communications team

E: [bbcomms@bbus.com](mailto:bbcomms@bbus.com)

Tablecloths



Outdoor flags



Pull-up banners



**Additional information**

# 65

## FAQs

### Branding best practices

#### How can I ensure the best results for site branding?

A: By using the recommended suppliers listed on pages [07](#) and [08](#) of these Worksite branding and communications standards, you can ensure high-quality, cost-effective branding that aligns with best practices.

#### Where can I learn more about our branding principles?

A: For a deeper understanding of our branding approach, please refer to pages [04](#) - [09](#) of this document.

### Brand application and installation

#### Q: How do I ensure that branding is applied correctly on-site?

A: Follow the standards in this document for logo placement, colour matching and approved materials. If you need further guidance, contact your Communications team.

#### Q: Can I reposition or adjust branding elements if they don't fit exactly as shown?

A: Yes – as long as the minimum standards outlined in this document are followed and the overall approach remains consistent. If you're unsure or need advice, your Communications team is on hand to help.

#### Q: Who is responsible for ensuring the correct branding is applied?

A: It is the project lead's responsibility to ensure all branding is applied correctly.

#### Q: What do I do if my site requires branding that isn't covered in this document?

A: Contact your Communications team for guidance and approvals.

### Ordering and supplier issues

#### Q: What if a supplier delivers branding materials that don't match the approved specifications?

A: Report the issue immediately to your Procurement and Communications teams to arrange for corrective action.

#### Q: What do I do if materials I need are out of stock or unavailable from approved suppliers?

A: Contact your Procurement team to discuss alternatives that align with branding standards.

#### Q: Can we use a local supplier if the approved supplier has long lead times?

A: All branding must be sourced through approved suppliers unless a customer requires otherwise. Any exceptions must be approved by the Communications and Procurement teams before placing an order.

#### Q: How long does it take to receive ordered materials?

A: Delivery times vary by supplier; check the ordering platform or contact Procurement for lead times.

### Branding for joint ventures and customer-specific projects

#### Q: My project is a joint venture with another company. How should branding be applied?

A: All joint venture branding must be agreed, created and approved by your Communications team. This ensures a consistent and compliant approach.

#### Q: A customer has specific branding requests that don't align with these standards. What do I do?

A: We must follow customer brand guidelines.

### Brand compliance and audits

#### Q: How will compliance with worksite branding and communications standards be enforced?

A: Regular audits will take place across UK and US worksites to ensure all mandatory branding and communications elements are installed. This includes the verification of approved supplier usage.

#### Q: What happens if a site is non-compliant?

A: Sites with incorrect or missing branding elements that do not meet the minimum requirements set out in this document must rectify the issue promptly. Your Communications team can help you to do this.

#### Q: How do I report a branding issue that needs to be corrected?

A: Report branding concerns to your project lead and contact your Communications team for corrective action.

### Additional site considerations

#### Q: What if my site is in a high-visibility location?

A: If your site is in a prominent or high-visibility location, additional branding opportunities may be available. Contact your Communications team to discuss options. Please note, there is no central budget for this.

#### Q: What materials should be used for branding in extreme weather conditions?

A: If your site experiences harsh weather conditions and you're in the UK, discuss durable branding options with your local Temporary Works team to ensure longevity. In the US, contact the Brand and Communications team.

#### UK Marketing Communications team

E: [marketingcomms@balfourbeatty.com](mailto:marketingcomms@balfourbeatty.com)

T: 020 3810 2069

#### US Brand and Communications team

E: [bbcomms@bbus.com](mailto:bbcomms@bbus.com)



# 66

## Support details

For any questions, approvals or additional guidance on site branding, please reach out to the relevant team.

### **For branding approvals, bespoke requests and general branding queries contact your Communications team:**

#### **UK Marketing Communications team**

E: [marketingcomms@balfourbeatty.com](mailto:marketingcomms@balfourbeatty.com)

T: 020 3810 2069

#### **US Brand and Communications team**

E: [bbcomms@bbus.com](mailto:bbcomms@bbus.com)

### **For supplier or services information or issues:**

#### **UK Procurement team**

Visit the [Procurement pages on The Hub UK](#) to find the relevant contact for your query.

#### **US Procurement team**

E: [StrategicProcurement@balfourbeattyus.com](mailto:StrategicProcurement@balfourbeattyus.com)

### **For commercial vehicle requests or queries:**

#### **UK Fleet services**

E: [fleetallocations@balfourbeatty.com](mailto:fleetallocations@balfourbeatty.com)

T: 01332 476 071 (select option 2 at directory)

E: [commercialfleet@balfourbeatty.com](mailto:commercialfleet@balfourbeatty.com)

#### **US Fleet services**

Contact your local fleet manager.

### **For plant and heavy equipment orders, queries or issues:**

#### **UK Plant**

Asset Technology and Solutions:

[BBSSPlant@balfourbeatty.com](mailto:BBSSPlant@balfourbeatty.com)

UKCS:

[CSUKPlant@balfourbeatty.com](mailto:CSUKPlant@balfourbeatty.com)

Rail:

[railplant@balfourbeatty.com](mailto:railplant@balfourbeatty.com)

HS2:

[HS2Plant@balfourbeatty.com](mailto:HS2Plant@balfourbeatty.com)

#### **US Plant services**

Contact your local fleet manager.

### **For tower crane orders and queries:**

#### **UK Tower cranes**

E: [BBATSTowerCranes@BalfourBeatty.onmicrosoft.com](mailto:BBATSTowerCranes@BalfourBeatty.onmicrosoft.com)

#### **US Tower cranes**

Contact your jobsite specific general superintendent.

### **For hoarding, scaffolding and structural design requests, queries and approvals:**

#### **UK Temporary Works team**

To find the key Temporary Works contacts for your business unit, please visit the [Temporary Works page](#) on the Hub.

#### **US hoarding, scaffolding and structural design**

Contact your jobsite specific general superintendent.

### **For queries related to site accommodation:**

#### **UK Site Mobilisation Hub**

Visit the [Site Mobilisation page](#) on The Hub or contact:

E: [mobilisationhub@balfourbeatty.com](mailto:mobilisationhub@balfourbeatty.com)

T: 0114 232 9646

#### **US Site Accommodation**

Contact your jobsite specific general superintendent.

### **For queries related specifically to UK modular accommodation, please use the following contact details:**

For sales: [modular.enquiries@balfourbeatty.com](mailto:modular.enquiries@balfourbeatty.com)

For repairs and maintenance:

[modularbreakdowns@balfourbeatty.com](mailto:modularbreakdowns@balfourbeatty.com)

For external utilities, furniture and IT:

[mobilisationhub@balfourbeatty.com](mailto:mobilisationhub@balfourbeatty.com)

