Purpose

OBG focuses on the OBG brand experience and the usage purpose of its apparel and merchandise in determining the available options, designs, colors, and materials.

The Strategy & Branding team has vetted, sampled, and approved the OBG apparel and OBG merchandise that is available to employees for both branding, targeting, and sales (BTS) purposes as well as personal use.

OBG has partnered with a vendor, Axis Promotions, to produce these OBG-branded products consistent with OBG’s branding standards.

OBG requires that all apparel and merchandise featuring the OBG logo be ordered through the OBG Store or OBG’s Strategy & Branding team.

store.obg.com
Strategy

The design of OBG branded attire and merchandise takes into account two customers.

The purpose of these designs is to heavily brand the name recognition of OBG - who we are and what we do. The individuals wearing the attire or utilizing the merchandise are acting as OBG brand ambassadors and conveying the OBG brand experience.

Primary Purpose: Branding

When

These items are most appropriate for on-site field and project work, and at tradeshows, seminars, CSR events, and other events where OBG is utilizing its branding dollars and hours to build and maintain the OBG brand.
**Strategy**

The design of OBG branded attire and merchandise takes into account **two customers**.

**EXTERNAL STAKEHOLDERS** (clients, community partners, etc.)

<table>
<thead>
<tr>
<th>Primary Purpose: Relationship Building</th>
<th>When</th>
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<tbody>
<tr>
<td>The purpose of these designs is to <strong>create a positive brand experience with our current and targeted BTS clients and key stakeholders</strong>. Rather than expecting this audience to be a “walking OBG billboard,” these designs are focused on what clients want to and will wear/use. Through high quality materials and subtle branding, our goal is to provide items that will be used and worn again and again, while thinking positively of OBG every time.</td>
<td>These items are most appropriate as gifts to our ideal clients and targets; corporate meeting attire where our leadership wants to display a subtle nod to the OBG brand; or for personal use (office attire or everyday attire).</td>
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Design Guidelines

The selection of attire and merchandise takes into account several considerations.

DESIGN

The design (whether intensely- or subtly-branded) focuses on the colors that are part of the OBG experience.

Branding as the Primary Purpose: Designs create a clear visual that OBG is present at and connected to an event.

Relationship Building as the Primary Purpose: Designs are purposefully subtle to encourage the recipients to incorporate the item into his/her routine.
The selection of attire and merchandise takes into account several considerations.

Quality is first and foremost in all offered selections.

Each offering has been tested and vetted to assure a standard quality across all OBG-branded items.
Design Guidelines

The selection of attire and merchandise takes into account several considerations.

OPTIONS

We offer an OBG-approved selection of items based off of most-requested products and premier design aesthetic. There is, however, a workflow for employees to suggest or request items outside of the OBG-approved selections.

These requests will be vetted with the same scrutiny that the OBG-approved items had to go through to assure for consistent quality.
Design Guidelines

The selection of attire and merchandise takes into account several considerations.

Sizes and designs consider gender, age, and purpose to assure that OBG-approved items are positively received by the individuals who are asked to wear or use them.
Branded apparel and merchandise in the OBG Store contain the logo already in place.

The logo with both the logomark (icon) and logotype (OBG) is used for obvious and bold recognition of the OBG brand.

The logos shown are approved for when branding is the primary focus.

*The blue logomark with white logotype is only allowed on black apparel and merchandise. Do not use this logo for any other purpose.
Branded apparel and merchandise in the OBG Store contain the logo already in place.

The logo with only the logomark (icon) is used for subtle recognition of the OBG brand.

The logos shown are approved for when relationship building is the primary focus.
Only the OBG logo will be included on apparel and merchandise.

Adding custom taglines or services to products would allow numerous requests and provide the potential for misbranding of services or what we name our services as they potentially change with our strategy.

The exception will be to add one of our four brands on a request-only basis. The following logos are approved for when an OBG brand (Advanced Manufacturing, Energy, Environment, and Water) needs to be represented.
The blue logomark with white logotype is only allowed on black apparel and merchandise. Do not use this logo for any other purpose.
OBG Store apparel and merchandise colors were selected to align with and/or are some variation of OBG’s standard colors:

- 3C
- PMS 165
- PMS 368
- PMS 631

Store apparel and merchandise may also include secondary neutral colors:

- Black
- Grey
- Brown / Tan
- White
FAQs

Who do I contact?

Contact Mary.Roeckel@obg.com and Katie.Hollenbeck@obg.com for:

- OBG Store feedback ([survey form](#))
- Apparel or merchandise suggestions
- Concerns about apparel or merchandise quality
- Apparel or merchandise samples

Who do I contact for custom orders (team sporting events/races, field work apparel, client/employee gifts, giveaways, etc.)?

Fill out the [custom order form](http://forms.axisstores.com/view.php?id=38678) for custom order requests. Information will be sent to an Axis representative and the Strategy & Branding team. All apparel and merchandise requests and designs must be approved by the Strategy & Branding team before placing an order.
FAQs

How far in advance should I place a time-sensitive order (connect to a specific event, client meeting, etc.)?

Please refer to http://obg.axisstores.com/site-faq/ for shipping time estimates. Note that some apparel and merchandise may take up to 10 days for production/decoration before shipping.

What forms of payment are accepted?

You can purchase attire/merchandise with a personal credit or debit card. Gift cards and discount codes may be applied. See the FAQ on the following page for instructions on applying a corporate charge number towards your purchase.
I want to order items for my team/division, but I do not want to charge the order to my personal credit card. Who do I go to for help?

A representative for each region has authority to utilize a charge number for ordering attire/merchandise. Please be prepared with purpose and item selection when you reach out to:

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<thead>
<tr>
<th>Contact</th>
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<tbody>
<tr>
<td>Kathy Ash</td>
<td>Edison, Lindenhurst, New York City, White Plains, E. Norriton, W. Norriton, Philadelphia</td>
</tr>
<tr>
<td>Kate Fabrizi, Jennifer Helms</td>
<td>PENTA - Charlotte, Winston-Salem</td>
</tr>
<tr>
<td>Marie Harris</td>
<td>Albany, Binghamton, Rochester, Utica</td>
</tr>
<tr>
<td>Katherine Oconor</td>
<td>Atlanta, Savannah, Bowie, Hunt Valley, Raleigh, Cincinnati, Farmington Hills, Richmond, Virginia Beach</td>
</tr>
<tr>
<td>Bridgette Montgomery-Matthews, Lisa Stone, Nancy Autry</td>
<td>Liverpool, Syracuse</td>
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<tr>
<td>Jenni Plamann</td>
<td>NRT - Bloomington, Chicago, East Lansing, Milwaukee</td>
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Can I purchase an item from another store/vendor and have the OBG logo put on it?

All apparel and merchandise featuring the OBG logo must be ordered through the Strategy & Branding Team and through our vendor Axis Promotions. One of the main benefits of this approach is brand consistency.

**Our contractual agreement with Axis assures they are the exclusive and primary supplier of all products. If you send us a link to the exact item you need, we will work with Axis to create a custom order.**

I cannot view apparel or merchandise. When logged into the Store, I get stuck on my dashboard. Can you help?

The issue occurs only in Internet Explorer. Please follow the [IE fix instructions](#).
Several merchandise items have a minimum order quantity that I would not be able to meet (i.e., 48 of the tumblers). Why?

Since this is the first time OBG has implemented an online store, we have been careful to minimize the amount of inventory we stock as a Company since inventory incurs a cost without a guarantee of sale. We will remain cautious and allow run-time with the store so that we can better understand which products are in high demand before determining if additional inventoried items are needed.

You will notice for some products that are not already produced and inventoried, there are order minimums. These type of items are currently intended for bulk purchases (for example, by HR for on-boarding, large events, etc.). Offices or divisions may order items in bulk to keep in stock for employees and/or clients.

We want to hear what items you would like to order but didn’t due to its minimum order quantity. We will review and add popular items to inventory on a quarterly basis, so be sure to submit your feedback.
Thank you!