



2020 Brand Book

Presented by:



THE NEWEST STAR IN GLOBAL CONSULTING/PLANT SERVICES HAS 55 YEARS EXPERIENCE.



Becht may look different today, but we are the same dedicated, innovative, problem solvers you've counted on for more than 55 years. Our unmatched scope of energy, process and power industry services make us better prepared than ever to solve your toughest challenges.



*Bring us your
challenges.*

📞 908-580-1119
🌐 becht.com

Engineering Solutions | Plant Services | Software Tools

TRADE SHOW
LOGO HERE

VISIT US AT BOOTH #0000 AT THE
SHOW NAME ON MONTH XX, 2020

YOU HAVE CHALLENGES. WE HAVE SOLUTIONS.



Becht may look different today, but we are the same dedicated, innovative, problem solvers you've counted on for more than 55 years. Our unmatched scope of energy, process and power industry services make us better prepared than ever to solve your toughest challenges.



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ENGINEERING
SOLUTIONS



PLANT
SERVICES



SOFTWARE
TOOLS

BRING US YOUR CHALLENGES.
**WE'LL BRING YOU
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Becht may look different today, but we are the same dedicated, innovative, problem solvers you've counted on for more than 55 years. Our unmatched scope of energy, process and power industry services make us better prepared than ever to solve your toughest challenges.



Bring us your challenges.

✉ solutions@becht.com

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**ENGINEERING
SOLUTIONS**



**PLANT
SERVICES**



**SOFTWARE
TOOLS**



**LEARNING &
DEVELOPMENT**





The new Becht "B" is much more than a logo that dynamically reimagines our legacy trademark. It's a bold, visual expression of the commitment of our company and its people in support of the goals and prosperity of our clients.

TODAY.
AND TOMORROW.



A WORLD OF RESOURCES.
Solving a world of problems.
VIRTUALLY ANYWHERE
IN THE WORLD.



ENGINEERING
SOLUTIONS



PLANT
SERVICES



SOFTWARE
TOOLS



EDUCATION
& TRAINING



*Good.
Better.
Becht.™*



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Liberty Corner, NJ 07938

becht.com

becht.com



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April 20, 2020

Dear [Client],

We are excited to announce that Becht Engineering Co., Inc. is officially rebranding, effective April 2020. For over 55 years, Becht has provided professional services to Refining, Petrochemical, Chemical, Renewable Energy, and Power clients worldwide.

Shorter Name, Broader Range of Services

We continue to grow with service offerings that support expert engineering solutions, owner-related plant services and advanced industry software tools.



Our new Brand Mark continues the Becht tradition of the green and blue arc, symbolizing the green earth and blue sky that represent Becht's global market. The white arching "road" bisecting the two logo elements symbolizes our future and the possibilities that can be achieved by the Becht team and our valued client partners.

Good. Better. Becht.

Our Brand Statement is a twist on a progression of superlatives – Good, Better, Best – with Becht replacing Best. Three words that stand for only one thing: The Best.

These words precisely express our vision, our mission, and our purpose as a company:

- Becht Practices = Best Practices, worldwide.
- Our customers feel comfortable that a Becht solution is, indeed, the best solution.
- The more our customers engage us, the more they will go from good to better to Becht.

A Brief History

Becht was founded in 1964 by Charles Becht III; at the time, it provided Mechanical, Electrical, Plumbing, and Structural Engineering consulting to the tri-state area around New Jersey. Charles Becht IV joined in 1989 after working for Energy Systems Group (Rockwell International) and Exxon Research and Engineering; he provided expert-level mechanical engineering consulting to the refining industry – core customers then included Hess and HOVICO.

As time went on, Becht grew, and in the early 1990s recruited retired Exxon Subject Matter Experts (SMEs) as advisors to help address client needs, such as the development of a complete set of engineering standards for Rhone Poulenc. In 2006, we started adding highly experienced non-engineers, first starting with Mechanical Field Supervisors, to help address client needs.

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Throughout the 2000s and 2010s, Becht has continued to add engineering and many other professional services disciplines to the organization. The leaders of these divisions dedicate their focus to growing individual business units by interfacing with customers, adding staff (advisors and full-time employees), attending industry events and working on projects in a multi-discipline environment within Becht. Becht's organization now supports over 15 technical and professional service disciplines, all with owner/operator experience and unique problem-solving capabilities.

Becht has engaged our cross-discipline teams to develop industry-unique "Packaged Solutions." We have and will continue to develop multi-discipline Subject Matter Expert-based problem-solving tools currently unavailable to the industry. Citing one case, a major client declared our proprietary Coke Drum Life Extension Tool to be "groundbreaking."

Bring Us Your Challenges

We are on a path to grow, while always mindful of quality and exceptional service to our clients. Our growth in the past 34 years averages a 16.5% cumulative annual growth rate year over year, and is expected to continue this upward trajectory. We are looking forward to adding thoughtful, intelligent and customer-focused people to our company and the continued addition of geographic and service line expansions to better support our customer needs.

Best,

Charles Becht IV



22 Church Street, P.O. Box 300, Liberty Corner, NJ 07938 • Tel: 908-593-1113 • becht.com

ORACLE from Becht™

Subject matters covered in the *Knowledge-on-Demand Network* include:

- Fixed Equipment
- Rotating Equipment
- Process Technology
- Process Safety
- Corrosion & Materials
- Instrumentation, Electrical, & Automation
- Reliability
- Operations
- Capital Projects
- Turnarounds & Maintenance
- Heavy Lift

GET IN TOUCH

To experience the power and productivity of ORACLE from Becht, please contact:

Charles Becht, V, VP, Engineering

📞 908.394.1268

Derek Becht, VP, Plant Services

📞 908.394.1248

✉ oracle@becht.com



Becht Engineering Co., Inc.
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becht.com

ORACLE from Becht™

The unlimited engineering knowledge access and capture platform that delivers greater organizational performance and productivity.



Featuring the *Knowledge-on-Demand Network™*
Everything you need to know. Wherever and whenever you need it.

VISUAL IDENTITY & BRAND STANDARDS GUIDEBOOK

BECHT - VERSION 1.0 - APRIL 2020



BRAND USAGE QUESTIONS

- Full Name & Title
- Phone Number
- Email Address

TABLE OF CONTENTS

Welcome to the Becht Visual Identity & Brand Standards Guidebook. This document contains all you need to know about how our brand should be used in print and digital materials ensuring it

remains consistent throughout. Using our brand correctly is extremely important to us, so we ask that the guide is always referred and adhered to. We hope you enjoy getting to know our brand better.

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A NEW CORPORATE MARK

The Becht legacy blue and green colors, symbolic of stability and growth, reinforce our more than fifty-five-year history of consistently delivering technically unsurpassed engineering performance.

The striking new starburst design set against the logo's upper blue field stands as a constant reminder of

Becht's dedication to our industry-leading innovation and solutions.

Finally, the arching "road" bisecting its two main elements symbolizes our bright future and the possibilities which can be achieved through the combined efforts of Becht people and our valued client partners.



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THE NEW BECHT "B"

The new Becht "B" is much more than a logo that dynamically reimagines our legacy trademark.

It's a bold, visual expression of the commitment of our company and its people in support of the goals and prosperity of our clients.

Today. And tomorrow.



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CORPORATE BRAND LINE

The Becht Brand Line, "Good. Better. Becht." is a concise phrase used to distinguish and differentiate Becht.

It is to be used whenever and wherever appropriate, as an active identifier of the Becht culture, mission and commitment to the customers, partners and the industries it serves.

By extension, the Becht Brand Line also serves as a reflection of the superior performance characteristics of its solutions, services and people.

The Becht Brand Line is a fundamental expression of distinction used to identify and differentiate our organization. Consistent application of the Becht Brand Line will build greater recognition and awareness of our company.

Good. Better. Becht.™

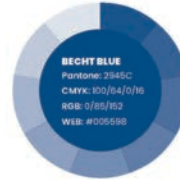
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CORPORATE COLORS

A corporate color scheme distinguishes the corporate identification of our company.

Following these guidelines will ensure that reproduction of the signature is consistent regardless of the type of digital environment, printing process or paper used, coated or uncoated.



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CORPORATE SIGNATURE

The Becht Signature is a fundamental visual expression used to identify our organization. Consistent use of the Becht Signature will build greater recognition and awareness of our company.

Never redraw the symbol, alter the size relationship between the symbol and logotype, or recreate the logotype. Modification to Becht Signature weakens our identity.



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CORPORATE LOCK UPS

The Becht Lock Up is a fundamental visual expression used to identify and distinguish our organization. Consistent use of the Becht Lock Up will build greater recognition and awareness of our company.

Never alter the size relationship between the symbol, logotype and brand line. Modification to the Becht Lock Up weakens our identity.

Primary Logo



Stacked Logo A



Stacked Logo B



Landscape Logo



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SUB-BRAND LOCK UPS

The Becht Sub-Brand Lock Up is a fundamental visual expression used to identify and distinguish the sub-brands of our organization. Consistent use of these sub-brand lock ups will build greater recognition and awareness of our company offerings.

Never alter the size relationship between the symbol, logotype and brand line. Unauthorized modification to the Becht Sub-Brand Lock Ups will weaken our identity.

BECHT * CONNECT
Knowledge-on-Demand Network

BECHT * FHRISK
Fire & Heater Risk

BECHT * FFS
Fitness for Service

BECHT * RBWS
Risk-Based Work Selection

BECHT * ECCD
Electronic Corrosion Control Documents

BECHT * EQR
Equipment Reliability Plan

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UNACCEPTABLE LOGO USAGE

Correct use of the Becht logo is essential to the integrity of our identity program. Incorrect use diminishes our image. The logo must never be altered or re-proportioned in any way or printed in colors other than the official corporate colors or acceptable

black and white variations. The logos shown on this page are examples of incorrect uses of the Becht logo. It is everyone's responsibility to maintain the integrity of our identity and avoid creating or using such examples.



- A) Unauthorized vertical realignment of logotype elements
- B) Unauthorized re-sizing of brandline
- C) Unauthorized realignment of brandline
- D) Unauthorized re-sizing & realignment of logo elements
- E) Unauthorized type font usage
- F) Unauthorized symbol alignment
- G) Unauthorized symbol placement
- H) Unauthorized use of established color values
- I) Unauthorized use of any other than established color
- J) Unauthorized background use

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CORPORATE TYPOGRAPHY

FONT: POPPINS

When possible, use variations of the font POPPINS for corporate literature, promotions and marketing efforts.

Poppins is the preferred complimentary font of the Becht brand.

Poppins Block

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

Poppins Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

Poppins Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

Poppins Block Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

Poppins Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

Poppins Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

Poppins Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

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BECHT PREFERRED DESCRIPTIONS

The Becht Preferred Descriptions in their various forms have been developed to help describe and position the corporation and its entities as a strong and unified organization.

Consistent use of the Becht Preferred Descriptions will build greater appreciation, recognition and awareness of our company.

> THE BRAND IN :05 SECONDS

Becht is the leading provider of a full range of engineering and other services to the energy, process and power industries.

> THE BRAND IN :15 SECONDS

Especially for midsize-to-large companies in the energy, process and power industries in North America and around the globe, Becht is the leading provider of a full range of central engineering, performance management, advisory resources and other related services.

> THE BRAND IN :30 SECONDS

Especially for midsize-to-large companies in the energy, process and power industries in North America and around the globe, Becht is the leading provider of a full range of central engineering, performance management, advisory resources and other related services.

Valued and trusted for more than fifty-five years for our expertise, problem solving and innovative solutions, we are most highly regarded for our leadership, supportive partnerships and dedicated efforts driven by an "owner's point-of-view" approach.

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CORPORATE BUSINESS CARD

Digital production templates are available online. Please contact (Brand Director Name) for file access information.

Example shown is not true to size.



- **Paper:** 8pt matte card stock, white, preferred or equivalent
- **Colors:** PMS 2945 + PMS 7738 preferred or CMYK equivalent
- **Finish:** Matte or satin coating on both sides
- **Size:** 3.5" x 2"
- **Full Bleed**

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CORPORATE STATIONARY SYSTEM OVERVIEW

The letterhead or business card is often the first and sometimes the only direct contact between company and client. The basic stationary items shown in these guidelines were carefully developed into a system.

Illustrations in this section depict the correct signature placement, typography, and colors of the corporate stationary system.

The corporate signature should always appear in its two-color form using Becht Blue & Green.



- Envelope measurements are the same regardless of the type of envelope being used.
- The letterhead, envelope and business card examples shown have been reduced in size.

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CORPORATE LETTERHEAD

ALL OFFICES

Becht is a global company with 4 letterhead templates available.

Digital production templates are available online. Please contact (Brand Director Name) for file access information.

Local Becht office address may be added to your stationery signature.

Example shown is not true to size.



LIBERTY CORNER



ARGENTINA



CANADA



EURO

- **Paper:** 70lb weight, smooth matte text white, preferred or equivalent
- **Colors:** PMS 2945 + PMS 7738 preferred or CMYK equivalent
- **Finish:** Uncoated paper stock
- **Size:** 8.5" x 11"
- **No Bleed**

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CORPORATE ENVELOPE

HEADQUARTERS

Digital production templates are available online. Please contact (Brand Director Name) for file access information.

Example shown is not true to size.



- **Paper:** 34lb weight, smooth white envelope, preferred or equivalent
- **Colors:** PMS 2945 + PMS 7738 preferred or CMYK equivalent
- **Finish:** Uncoated paper stock
- **Size:** #10 (9.5" x 4.125")
- **No Bleed**
- Becht logo lookup and address block sizes are the same regardless of the type or size of envelope being used.

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BECHT NOTE CARDS

Digital production templates are available online. Please contact (Brand Director Name) for file access information.

Example shown is not true to size.

FRONT



BACK



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CORPORATE ENVELOPE

Digital production templates are available online. Please contact (Brand Director Name) for file access information.

Example shown is not true to size.

SINGLE OFFICE



- **Paper:** 24lb weight, smooth finish envelope, preferred or equivalent
- **Size:** #10 (3.5" x 4.25")

- **Colors:** PMS 2945 + PMS 7738 preferred or CMYK equivalent
- **No Bleed**

- **Finish:** Uncoated paper stock
- Becht logo lookup and address block sizes are the same, regardless of the type or size of envelope being used.

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BECHT ONE-SHEET FORM

Digital production templates are available online. Please contact (Brand Director Name) for file access information.

Example shown is not true to size.



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BECHT MARKETING TEAR SHEET

Digital production templates are available online. Please contact (Brand Director Name) for file access information.

Example shown is not true to size.



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SIGNAGE

Signage is a fundamental visual expression used to identify Becht.

Consistent use of the Becht signature in all signage applications, both interior and exterior, will build greater recognition and awareness of our company.



BECHT CALCULATION PAD

Digital production templates are available online. Please contact (Brand Director Name) for file access information.

Example shown is not true to size.

WEARING APPAREL

The Becht signature is a fundamental visual expression used to identify our organization. Consistent application of the Becht signature to wearing apparel will build greater recognition and awareness of our company.

Approved shirt colors are blue, green and white.



HEADWEAR

The Becht signature is a fundamental visual expression used to identify our organization. Consistent application of the Becht signature to headwear will build greater recognition and awareness of our company.

Approved headwear colors are blue, green and white.



SOCIAL MEDIA PAGES

The Becht signature is a fundamental visual expression used to identify our organization. Consistent use of the Becht signature on all corporate social channels will build greater recognition and awareness of our company.

Following these guidelines will ensure that reproduction of the signature is consistent throughout regardless of social channel formats. Examples shown are not true to size.



* Twitter social channel examples above; all statistics are for placement only

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FRC PATCHES

The Becht signature is a fundamental visual expression used to identify our organization. Consistent application of the Becht signature to wearing apparel will build greater recognition and awareness of our company.

Approved garment colors are blue, green and white.



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SOCIAL MEDIA PAGES

Digital production templates are available online. Please contact (Brand Director Name) for file access information.

Examples shown are not true to size.

FACEBOOK:

- Profile: 400 x 400 px
- Banner: 820 x 312 px



LINKEDIN:

- Profile: 400 x 400 px
- Banner: 616 x 220 px



TWITTER:

- Profile: 400 x 400 px
- Banner: 500 x 500 px



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BECHT PRESENTATION STANDARD SIZE

The Becht PowerPoint templates and slide masters are fundamental visual expressions used to identify Becht and promote the company. Their regular and consistent use will build greater recognition and awareness of our company.

The proportions, space, and size relationships of the Becht corporate PowerPoint design elements have been developed for optimum communications and clarity of messaging and should not be altered.

Consistently and rigorous usage of the Becht PowerPoint templates and slide masters will build greater recognition and awareness of our company.

Digital production templates are available online. Please contact (Brand Director Name) for file access information.

Examples shown are not true to size.



Size: Standard (9" x 8.5") format.

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CLIENT: BECHT
PROJECT CODE: BECPRL2001
PROJECT: PRESS ANNOUNCEMENT
DATE: 03/26/2020

Not For Release

Becht Engineering Co., Inc. Rebranding as Becht – Shorter Name, Same Commitment to Excellence

With more than 55 years of consistently delivering technically unsurpassed engineering performance, Becht's brand identity is changing but the company will continue providing professional services and unique solutions to Refining, Petrochemical, Renewable and Power clients worldwide.

(Liberty Corner, New Jersey – April 2020) Becht (formerly Becht Engineering Co., Inc.) is officially rebranding, effective April 2020. For over 55 years, Becht has provided professional services to Refining, Petrochemical, Chemical, Renewable Energy, and Power clients worldwide.

Designed in the shape of a letter 'B,' Becht's new logo, which incorporates the company's legacy blue and green colors, symbolizes the green earth and blue sky of Becht's global market. The white, arching "road" bisecting the two logo elements represents Becht's future and the possibilities that will be realized through partnerships between Becht and their valued client partners.

Said Derek Becht, PE, Vice President – Maintenance and Projects, "We know great design when we see it. The streamlined look and feel of the new branding will serve to position us as a forward-thinking, cutting-edge provider of innovative solutions, while also respecting and building upon the foundation my grandfather created."

Becht's official brand statement is a strong one, offering a twist on a progression of superlatives – Good. Better. Becht (with the company name standing in for "Best"). These three short words that are now

the words precisely describe Becht's vision, mission and products; to deliver them at the highest levels and with honesty, respect and professionalism.

Identity is the saying, "Bring Us Your Challenges." Subject Matter Experts (SMEs) to address a reputation for solving issues "their way." They back services, including Central Engineering, Performance Consulting, Advisor Resources, Process Engineering, Specialty Engineering and Becht University Training (specialized industry experts).

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has been the result of one thing: sustaining our prosperity and success. Regardless of scope, problems by approaching solutions from an objective, a distinguishing quality of the company, partnerships.




TURNDOWN OF UNITS & EQUIPMENT:

Operational and Integrity Concerns for Equipment & Units During Turndown Operations.

FREE DOWNLOAD



 **BECHT**
Good. Better. Becht.™

**AN UNMATCHED SCOPE OF SERVICES
MAKES US ONE OF A KIND.**

-  **ENGINEERING
SOLUTIONS**
-  **PLANT
SERVICES**
-  **SOFTWARE
TOOLS**
-  **EDUCATION
& TRAINING**

✉ solutions@becht.com  becht.com

