

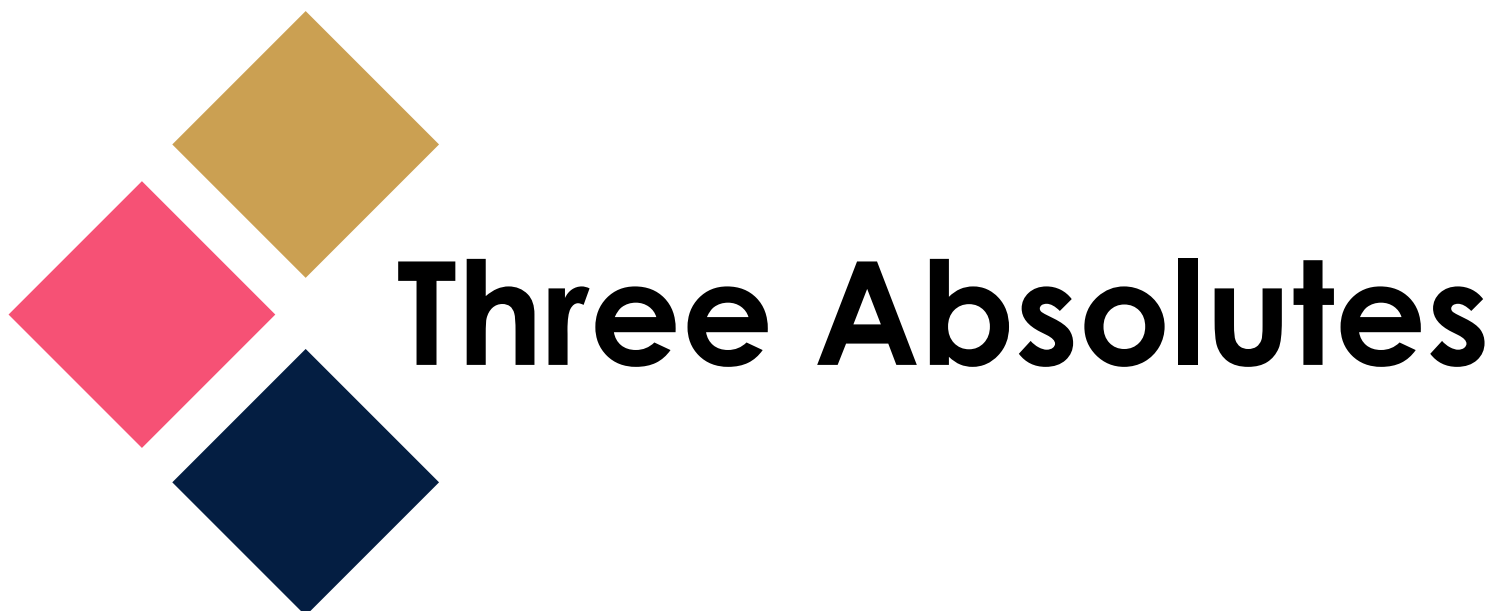
How to use the Three Absolutes Logo

We have made the text editable to insure that it can be translated with ease. Please be sure to keep the text at a proportional size when resizing the logo.

When introducing the Three Absolutes for the first time in a set of materials: Use this logo with “Safety”, “Ethics” and “Quality” written in the logo.



When subsequently referencing the Three Absolutes in a set of materials: Use this either of the below logos where the individual Absolutes do *not* need to be written out. The second logo is ideal for use on a dark background.

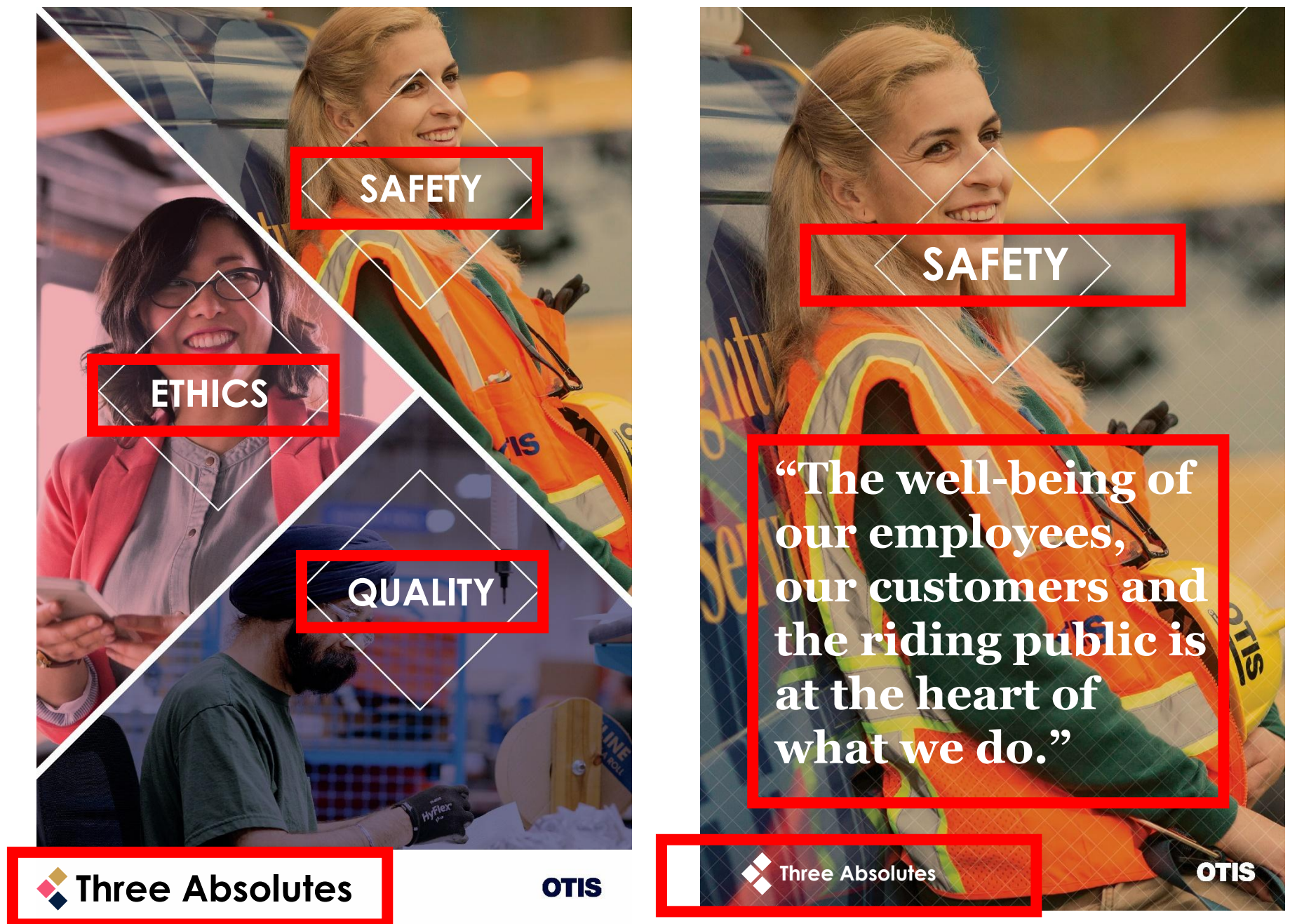


How to use the Three Absolutes Logo

For you ease of use, we have prepared a few different sizes of the logo to help with quality control.



How to use the poster templates (slides 4-16)



Any of the elements marked in red can be translated.

The posters can be printed or displayed electronically and displayed in Otis offices and branches.

Suggested sequence for displaying:

- August/September – Three Absolutes poster (slide 4)
- October – Quality poster (choose from slides 12-16)
- November – Safety poster (choose from slides 5-8)
 - November coincides with high-risk safety season
- December – Ethics poster (choose from slides 9-11)
 - December coincides with holiday business gift season



SAFETY



ETHICS



QUALITY



SAFETY

**“The well-being of
our employees, our
customers and the
riding public is at
the heart of what
we do.”**



SAFETY

“The well-being of our employees, our customers and the riding public is at the heart of what we do.”



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Three Absolutes

OTIS



ETHICS

“Doing business
the right way – it’s
who we are.”

ETHICS

**“Doing business
the right way – it’s
who we are.”**

The background of the entire image is a photograph of a modern, curved staircase with glass railings. Several people are walking up the stairs, their figures silhouetted against a soft, pinkish-purple sky, suggesting a sunset or sunrise. A white diamond shape is superimposed over the center of the image, containing the word 'ETHICS'.

ETHICS

**“Doing business
the right way – it’s
who we are.”**



QUALITY

**“We deliver a
quality result in
everything we do.”**



QUALITY

**“We deliver a
quality result in
everything we do.”**



QUALITY

**“We deliver a
quality result in
everything we do.”**

A man with short brown hair, wearing a dark suit, white shirt, and red tie, is looking down at a large architectural model of a modern building. His hand is resting on the model. The background is dark and out of focus.

QUALITY

**“We deliver a
quality result in
everything we do.”**

A background image showing two men on a construction site. The man on the left is wearing a grey suit, a white shirt, a striped tie, and a white hard hat. He is holding a clipboard and looking towards the right. The man on the right is wearing a blue plaid shirt, a yellow safety vest, and a white hard hat. He is also wearing safety glasses and pointing at a set of blueprints he is holding. The background is a blurred construction site with a building under construction.

QUALITY

**“We deliver a
quality result in
everything we do.”**