How to use the Three Absolutes Logo

When <u>introducing</u> the Three Absolutes for the first time in a set of materials:
Use this logo with "Safety", "Ethics" and "Quality" written in the logo.

SAFETY

ETHICS

QUALITY

Three Absolutes

When <u>subsequently referencing</u> 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.
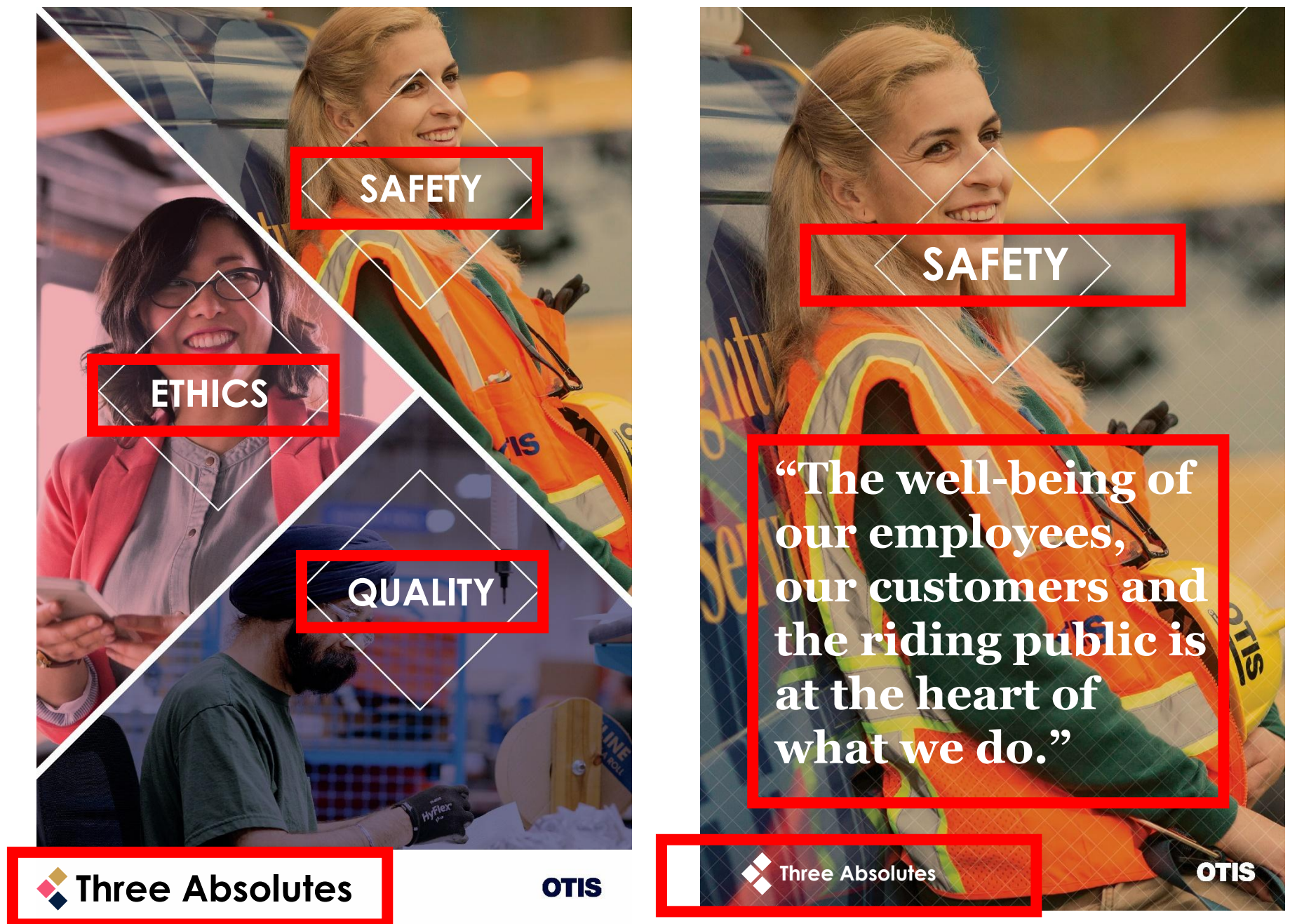
Three Absolutes
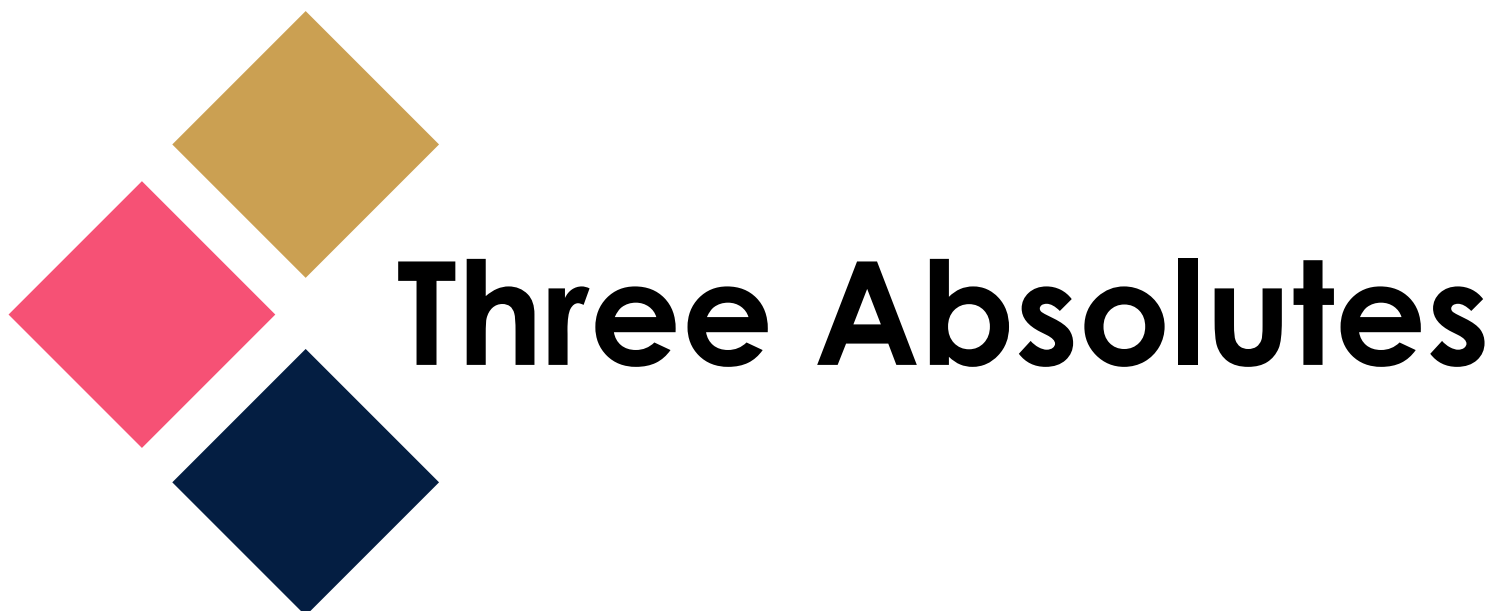
Three Absolutes

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

SAFETY

ETHICS

QUALITY

Three Absolutes

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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

Three Absolutes

OTIS

SAFETY

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

Three Absolutes

OTIS

SAFETY

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

Three Absolutes

OTIS

SAFETY

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

Three Absolutes

OTIS

SAFETY

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

Three Absolutes

OTIS

ETHICS

"Doing business the right way – it's who we are."

Three Absolutes

OTIS

ETHICS

"Doing business the right way – it's who we are."

Three Absolutes

OTIS

ETHICS

"Doing business the right way – it's who we are."

Three Absolutes

OTIS

QUALITY

"We deliver a quality result in everything we do."

Three Absolutes

OTIS

QUALITY

"We deliver a quality result in everything we do."

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QUALITY

"We deliver a quality result in everything we do."

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Three Absolutes

OTIS