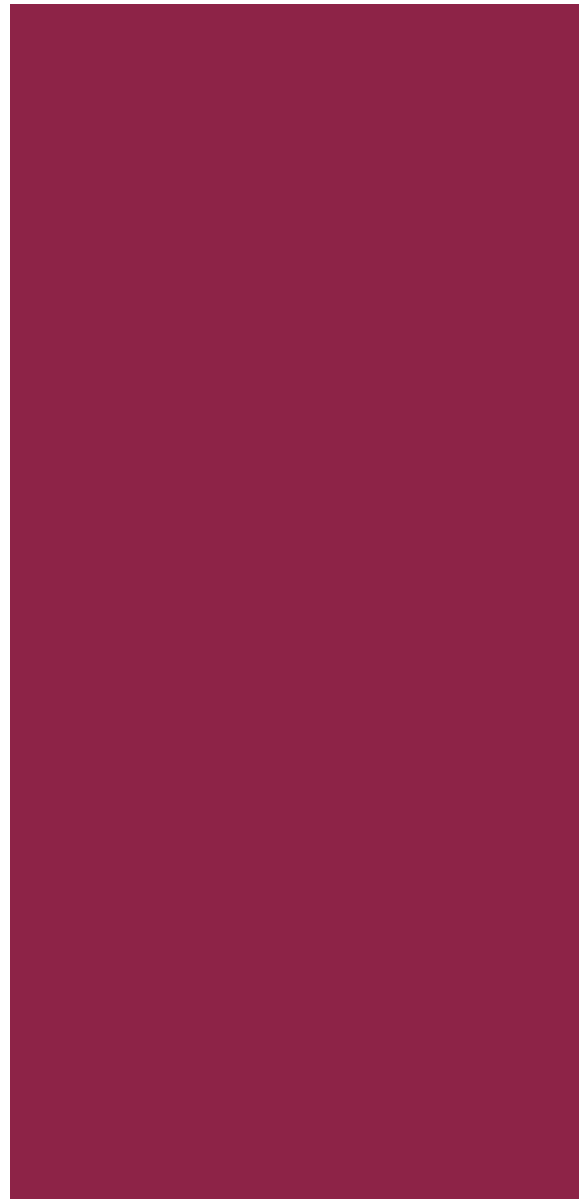


**Buro Four  
has a new brand**

B4  
BURO FOUR

**BURO  
FOUR**

**BURO  
FOUR**



**Pantone Warm Red**  
R255 G85 B62  
C0 M84 Y74 K0

**Pantone Rhod. Red**  
R255 G24 B164  
C0 M90 Y0 K0

**Pantone 109**  
R255 G219 B0  
C0 M14 Y100 K0

**Pantone 3385**  
R0 G243 B136  
C45 M0 Y30 K0

**Pantone 2953**  
R0 G0 B255  
C93 M74 Y0 K0

**Pantone 266**  
R255 G82 B37  
C60 M70 Y0 K0

**Pantone Process Black**  
R0 G0 B0  
C20 M20 Y20 K100

**BURO  
FOUR**

**So what is the story behind the  
new brand?**

**What are the messages  
for our clients and others?**

**Actually it is fairly simple**

**It is about what Buro Four does  
well and how it is embracing the  
future**

**Messages like this...**



*We are Buro Four  
an independent company of  
project managers*

*We have a way of doing things  
that sets us apart*

**BURO  
FOUR**

*We love what we do  
and are always striving to  
do it better*

*We are known for great service,  
talented people and smart  
thinking*

**BURO  
FOUR**

*When something is complex or difficult, we step up and deliver something impressive*

*Our creative approach gives clients a crucial, competitive advantage*

**You will see messages like that  
on a great deal of our new  
marketing material**

**The new brand is also about  
signifying something new about  
Buro Four**

**BURO  
FOUR**

**Buro Four is changing**  
**Buro Four is adapting**  
**Buro Four is evolving**

**The new brand talks about that  
change using the phrase....**

**The art of  
transformation**

# **The art of transformation...**

**describes how we are building  
something special with our  
people, our clients, our projects  
and our business**



**The art of  
transformation...**

**hints at the positive changes we  
are making at Buro Four**

**BURO  
FOUR**

**The art of  
transformation...**

**is shorthand for what  
Buro Four is all about**

**BURO  
FOUR**

**The art  
of transformation...**

***Making an impact  
in everything we do***

***A journey that  
never ends***

**BUURO  
FOUR**