

This Corporate Identity Guidebook will be your main point of reference for implementing ARCADIS' new visual identity.

The salamander symbol and the global brand name ARCADIS are each highly distinctive and utterly differentiating in the world of engineering. The messages and communication in both the name and the symbol express something very close to the heart of our organisation.

Confidence, boldness, social and environmental responsibility, professionalism, integrity and above all quality. Throughout ARCADIS we differentiate ourselves from our competitors in the quality of our work and in the impact we have on society's bigger picture. In the quality of our communications we will now broadcast the benefits of our work to all our audiences inside and outside the organisation. I trust you will greet this challenge with characteristic rigour, integrity and enthusiasm.

These are exciting times. As communicators, you have the great responsibility and privilege to express our corporate identity worldwide. Taking these basic elements and building a worldclass corporate brand is your frontline task.

I am going to enjoy watching the results of your work come alive and I wish you success in the many challenges ahead.

Frans Luttmer

CHAIRMAN EXECUTIVE BOARD