

Clarification Statement

SMPS Excellence in Marketing Awards (EMAs) Award: CORPORATE IDENTITY

Marketing Objective: *Showcase our growth and future potential with a new contemporary brand.*

Since 1989, R.M. Chin & Associates, Inc. (CHIN) has provided expert owner's representation, project, program, and construction management, design, and engineering consulting services for leading public and private entities in the aviation, buildings, and transportation sectors. Our business is built on integrity, trust, and an unwavering commitment to exceeding expectations. Building upon that legacy, we have expanded our services to include design and public involvement alongside our core services.

Established by Ray Chin, R.M. Chin began in Chicago, providing construction management, civil engineering, and real estate services. Eileen Chin, our current President, and owner, joined the firm in 2004 and purchased the majority interest in 2014. Under her leadership, the firm has expanded into new markets and stretched our geographic reach – with a new office in Dallas and projects in 14 states. This also led to increased volume and substantial diversity among team members. With exponential growth and new leadership, it was time our brand identity best reflected the current firm and our future potential.

Our target audience for the brand refresh was our current and potential client base in the aviation, buildings, and transportation industries. Additionally, we wanted to promote our corporate identity to existing team members and attract new talent.

Research, Planning, and Implementation

Extensive internal and external research from a 360-degree view determined the impression of our firm from the perspectives of our employees and our professional colleagues. We organized focus groups, surveyed our team members, researched competitors and color patterns, and held thought leadership seminars with the executive team to determine and define our brand identity.

We heard our reputation is professional, responsive, committed, communicative, approachable, and family-oriented. We simplified what we do – and expanded into how we perform this work that distinguishes us from our competitors. Trusting these impressions, we crafted messaging statements to define our brand identity and brand statement. We also developed a new logo, tagline, and marketing materials.

We launched our brand refresh with a comprehensive communication strategy. From updating our website and social media profiles to creating new marketing materials, we wanted to showcase our new identity across all touchpoints. Internal communication was a priority to ensure our employees understood and embraced the refreshed brand. We hosted corporate events to launch the brand identity internally before we shared it with our client audience. We also launched "Living CHIN," a small-group series to educate our team on how to live the brand, and later incorporated this concept into our onboarding process. Lunch & Learn events were also held to share branding and marketing resources for daily communications.

Results

The fresh, new logo and brand identity reflect our thriving team, continued growth, and strategic direction. Our refreshed messaging is the basis for corporate communications and business development. Our brand identity states:

We become fully invested in the success of each client. Our ownership mindset, broad and deep technical experience, and authentic relationships come together to earn your trust. We work with you to deliver projects that improve lives. CHIN. Genuinely invested.

The logo is a homage to the origins of our company and its future potential. The suggested RM graphic at the left of the image alludes to our heritage (R.M. Chin, our founder and corporate name). The three vertical stripes connote the aviation, buildings, and transportation sectors we serve. The forward, aerodynamic angle of our logo conveys forward thinking and proactivity. Our energies, diverse people, and business culture inspire the vibrant colors. We also wanted to confirm our industry moniker as "CHIN."



The overall feedback on our refreshed branding has been overwhelmingly positive. We received 100% employee participation in the launch of the new brand. We have experienced an increase in engagement on social media, with 27 percent more followers and 28 percent more reactions to our posts. Our employees continue to be excited about our fresh look and brand identity, as many can be seen wearing the new logo. They have responded positively to brand identity and Living CHIN in business and culture. Externally firms we collaborate with regularly have noted how much more impactful our identity is and how they appreciate including our new, vibrant, contemporary look in our shared proposals. This look has supported our recruiting efforts as an energetic workplace and assists in hiring new, talented team members in a highly competitive market.

We remain the CHIN our clients know and trust – driven, devoted, loyal – and invested in you and your project as if it were our own while poised for growth and the future.

Budget/Actual Cost/Cost per Unit

The CHIN team initiated this project internally and realized we would be best served with a consultant to steer the discussion of brand identity, messaging, and creative services. The combination of consulting services and swag for employees came together at \$50,000, not including the meetings and corporate launch events we hosted.

Outside Consultant(s) Used

CHIN utilized the services of Jane Alpers Consulting of Cambridge, Massachusetts, for brand strategy development and Korzenowski Design, an Elmhurst-based marketing and graphic design firm.



R.M.CHIN & ASSOCIATES, INC.

BEFORE

Midway Central Heating & Refrigeration Plant Project

Chicago Department of Aviation

PROJECT ROLE & DESCRIPTION:

R.M. Chin & Associates, Inc. (R.M. Chin) serves as Resident Engineer and Design Manager for Chicago Department of Aviation's Mechanical and Electrical Upgrades, Central Heating and Refrigeration Plant Capacity Upgrades, and Design, Build and Maintenance Services Project (DBM) at Midway International Airport. R.M. Chin works in conjunction with the designer (Burns & McDonnell) and contractor (Hill Mechanical).

The scope of work involves removing and replacing obsolete and aging mechanical systems and equipment with new, modern digital mechanical devices. This work includes upgrades to air handling units, fire protection systems, variable air volume management, pre-conditioned air units, and lighting control. In addition, work includes cooling capacity upgrades to MDW's concourse and terminal.

Utilizing his more than 10 years of experience directly related to electrical and mechanical systems, Jerry Hahn led the project as a Resident Engineer and Design Manager. Jerry used his cognition of the systems to develop and sequence construction activities to limit interruptions to the facility's essential operations. R.M. Chin's understanding and evaluation during the design phase crucially helped the owner make final design decisions that not only befitted the facility but also the end user.

Several of the project's tasks involve integration with MDW's building automation network. These tasks include:

- The removal and replacement of 78 existing air handler motors with new variable frequency drives with harmonic filters, as well as new motor start buckets and digital controls devices
- Removal of the existing sprinkler fire protection system will be on multiple levels of the airport, replaced with a dry chemical protection system
- Retrofitting of 712 variable air volume (VAV) boxes with digital controllers
- The removal of 43 existing pre-conditioned air (PCA) units, which includes demolishing of the existing PCA plant and installation of new replacement units equipped with hoses, utilities, disconnects, breakers, and controls
- Removal and replacement of 28 existing electrical panels with new 225A panel boards and digital control panels

In addition, the project includes expansion of the airport's existing cooling capacity by 1,500 tons. This involves the installation of high-efficiency equipment to reduce energy costs by 30 percent. These installations encompass:

- Four new cooling towers
- Two new chillers
- Full new piping network
- Electrical redundancy

R.M. Chin & Associates, Inc. 500 W. 18th Street, Suite 200, Chicago, IL 60656

www.rmchin.com 312-595-2000

Project Profile

R.M. CHIN & ASSOCIATES, INC.
 Founded for Aviation, Architecture, Construction and Real Estate Services

500 West 18th Street
 Suite 200
 Chicago, Illinois 60656
 phone: 312-595-2000
 fax: 312-595-2001
 www.rmchin.com

Letterhead

ADAM HELANDER

Scheduling

Adam Helander has two decades of experience providing Construction Management and Construction Administration services for transit, transportation, aviation, and various large and complex infrastructure programs. Adam is a past president of the American Society of Professional Estimators (ASPE) and a past president of the American Society of Professional Estimators (ASPE) and a past president of the American Society of Professional Estimators (ASPE).

RELEVANT EXPERIENCE

- LONG BASIN/NEVADA FACILITY - Fernald National Accelerator Laboratory - Betula, IL**

Adam is serving as **Project Controls Specialist** for the Long Basins, Neutron Facility (LBNF) at Fernald National Accelerator Laboratory in Betula, Illinois. The project is a major program to modernize the LBNF facility. Adam is responsible for developing, managing, and reporting the schedule, budget and risk analysis, using Primavera® Professional and Oracle Primavera® Risk Analysis software. He is also responsible for developing and managing the project's risk management system, including risk identification, assessment, and mitigation.

EDUCATION

Bachelor of Arts, Southern Illinois University, Carbondale, IL

MANAGEMENT SOFTWARE

- Primavera® Professional
- Oracle Primavera® Risk Analysis
- Microsoft Office

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A member of ICF

Resume

New Hire - Chicago

Mark Basta

Engineer II

R.M. Chin welcomes Mark Basta. As an Engineer II, Mark brings five years of electrical engineering experience to our transportation team. His problem-solving and organizational skills, along with his leadership, will enhance our ability to succeed for our clients.

#RMCAfromHome #WorkFromHome

R.M. CHIN & ASSOCIATES, INC.

Chicago Office | Phone: 312-595-2000
 500 West 18th Street, Suite 200
 Chicago, IL 60656 | Fax: 312-595-2001

Employee Spotlight



Career Opportunity

Assistant Project Manager, Public Involvement

Interested? Contact careers@rmchin.com

Social Media Post

R.M. Chin Brand Development

Brand Book for Staff — Part 1: Strategy

Draft 1
 January 31, 2022

PowerPoint Presentation

AFTER

CHIN

PROJECT LOCATION
DuPage County, IL

PROJECT OWNER
DuPage County Division of Transportation

MAIN CONTACT
Stevens J. Mymarczyk, PE

PROJECT START DATE
July 2019

COMPLETION DATE
2021

CONSTRUCTION BUDGET
\$1,100,000+

RMCA FEE
\$250,000

Various Phase III Construction Engineering Services

DuPage County Division of Transportation

R.M. Chin & Associates, Inc. (R.M. Chin) is providing Construction Engineering Services for DuPage County Division of Transportation for a various selection of roadway improvement projects. Our project managers work side-by-side with DuPage County staff to enforce quality and safety while delivering complete construction management services such as budget management, schedule enforcement and management, construction oversight, procurement, and reporting. The following projects are relevant examples of R.M. Chin's capabilities to work as a team with DuPage County and successfully deliver construction projects within budget and on schedule.

| | | |
|---|---|---|
| Illinois Route 390 Landscaping and Scenic Beautification The project consisted of construction inspection for approximately \$1,200,000 of scenic beautification and landscaping improvements along Illinois Route 390. The improvements included a gateway monument sign and municipal vertical signposts, decorative bridge panels on two bridges, five large scale planting beds and other landscaping improvements. | 2019 HMA Patching - 55th Street The project consisted of construction inspection for approximately \$600,000 of HMA patching, curb and gutter, and drainage improvements under an accelerated schedule. | 2019 Concrete Patching - Medinah Road and Villa Avenue The project consisted of construction inspection for approximately \$500,000 of concrete patching, curb and gutter, drainage, and ADA sidewalk improvements under an accelerated schedule utilizing a multi-stage traffic control layout. Our responsibilities included construction inspection, documentation of contract quantities, quality control, pay estimates, interagency coordination, and schedule enforcement. |
|---|---|---|

Our responsibilities included:

- Construction inspection
- Documentation of contract quantities
- Quality control
- Pay estimates
- Schedule enforcement

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Project Profile

Staff Spotlight

Roosevelt Moneyham, III

Senior Project Manager

"I am excited to bring my experience to R.M. Chin and make a positive impact on transportation projects throughout the Chicagoland region."

CHIN

Employee Spotlight

CHIN

Eileen Chin
 Project Manager

Corporate Office
 500 West 18th Street
 Suite 200
 Chicago, IL 60656

Business Card



CHIN

R.M. Chin Brand Development

Brand Book for Staff — Part 2: Application

February 23, 2022

PowerPoint Presentation

PowerPoint Presentation

CHIN

Proposal

Program Management Services to United Airlines

Terminal 1 B/C Tunnel Reinforcement and Baggage Handling Device Installation at O'Hare International Airport Chicago

The R.M. Chin Team
 R.M. Chin & Associates, Inc. | Adam Proff | January 20, 2022

Project Proposal

CHIN

Michal Batusiewicz, PE

Civil Design Engineer

PROFESSIONAL BACKGROUND

Michal Batusiewicz has over 10 years of experience in Project Management and Civil Engineering Design for clients within the Transportation, Water, Wastewater, and Construction sectors including Illinois, Texas, West Virginia, and other state and local municipalities throughout the United States.

Michal has worked on a wide range of projects including highway design, bridge design, and water resources projects. He has a strong background in project management and client communication.

EDUCATION

Master of Science in Civil Engineering
 Southern Illinois University, Carbondale, IL

EXPERIENCE

PROJECT EXPERIENCE

- Illinois Tollway**
 Project Manager for the construction of the new I-55/US-41 interchange in Chicago, Illinois. Responsibilities include project management, budgeting, and client communication.

R.M. Chin & Associates, Inc.

Resume

CHIN

GROWTH. OPPORTUNITY. EVOLUTION.

Social Media Post

Proposal

Program Management
Services to United Airlines

Terminal 1 B/C
Tunnel Reinforcement and
Baggage Handling Device Installation
at O'Hare International Airport

Chicago

R.M. Chin & Associates, Inc. / AvAir Pros / The R.M. Chin Team
Ghafari Associates

January 20, 2022

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Project Experience

Features of the Leak Repair project include:

- Phased construction at various gate areas during coordinate gate closures.
- Scaffolding and shoring systems coordinated within public and operational spaces.
- Nighttime and off-peak-hour construction at various back-of-house areas.
- Traffic controls, barricades, phasing plans, and safety plan coordination.

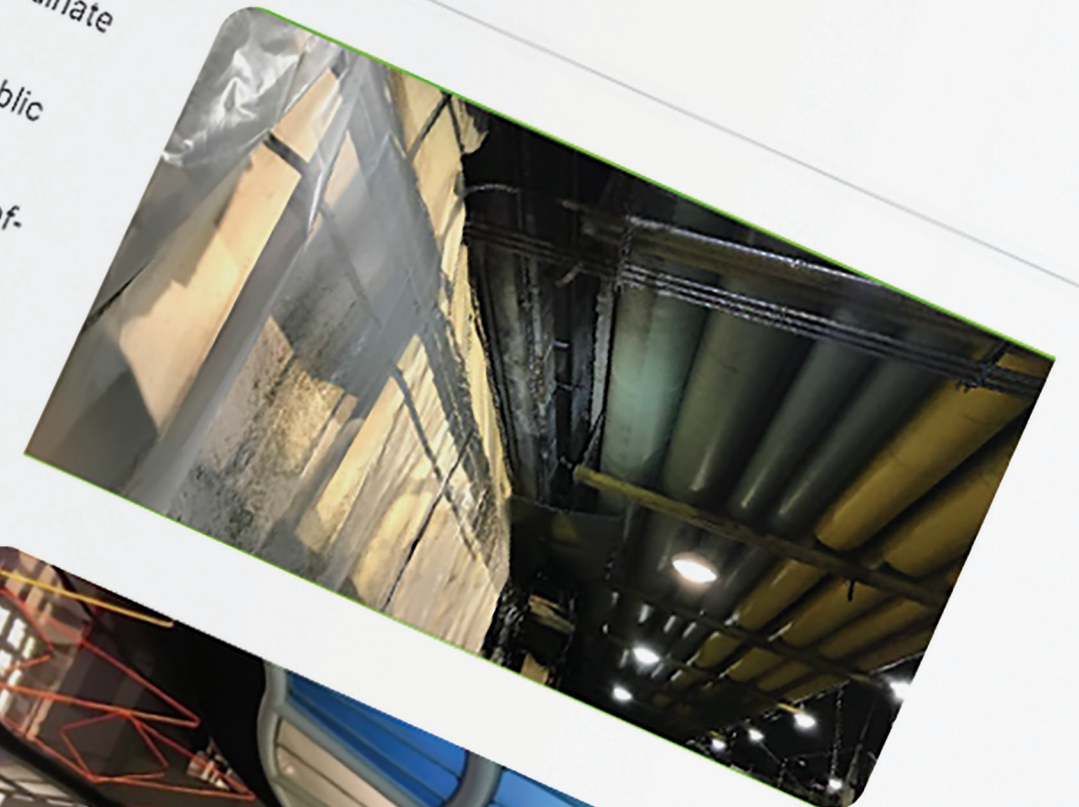
Terminal 3 Recapitalization

This \$14.5 million project consists of the replacement of nine CTX 9000 Explosive Detection Systems (EDS) with six CTX 9600 EDS machines at the Terminal 3 Screening area located at the Concourse H/K Apex at ORD. This project encompassed baggage plumbing, electrical, structural and telecommunications.

Features of this project include:

- Creation an "interim" baggage screening area to maintain processing of checked baggage
- Creation of ample BHS right of way prior to installation of conveyor
- Maintaining operational needs during critical cutovers during the course of the project
- Final start-up, commissioning and turnover to both the TSA and American Airlines
- Submission of monthly milestone and project progress status reports in conjunction with invoicing.

The recapitalization project required extensive coordination with the CDA (project sponsor), various stakeholders, including Airline operations and facilities personnel, CDA Facilities personnel, TSA and their contracted vendors.



The Right People at the Right Time

During the Leak Repairs to Concourse B&C Pedestrian Tunnel project, R.M. Chin was tasked with finding solutions to mitigate infiltrating water into the "Disco Tunnel" - one of the most recognizable features at the airport.

Through partnering with various stakeholders, including United Airlines facilities personnel, concessions, building terminal managers, emergency response agencies, amongst others, we established effective lines of communication that resulted in an almost constant flow of information.

How did we do this? By sharing the right information with the right people at the right time.





RM CHIN Logo

Logo Suite Specifications

This logo suite includes EPS, JPG, PNG and SVG formats for Black, White, Gray and Color options.

File Format Quick Reference

Use the EPS file whenever possible. JPG, PNG and SVG files are provided in high resolution (300 dpi). PNG files have a transparent background and are ideal for PowerPoint usage.

| Application/Usage | File Format |
|----------------------------|---------------|
| Microsoft Word | PNG, JPG |
| Microsoft PowerPoint | PNG, JPG |
| Providing file to designer | EPS |
| Web or on-screen | JPG, PNG, SVG |
| Offset Printing | EPS |

Color File Options

There are four folders of logos in each suite: black, gray, color and white. The black folder contains the logo files in black only. The gray folder contains the logo files in grayscale only. The white folder contains the reverse logos, in white only. The color folder contains three different color options: PMS, CMYK and RGB.

Example 1 – Logo in reverse (white) format (EPS, PNG and SVG)

Example 2 – Logo in color format: PMS EPS, CMYK EPS and RGB EPS, JPG, PNG and SVG.

Example 3 – Logo in grayscale format (EPS, JPG, PNG and SVG)

Example 4 – Logo in black format (EPS, JPG, PNG and SVG)

Example 5 – A clear area around every logo defines a visual buffer.

For most everyday usages, such as Word, PowerPoint, Excel or other PC-based programs, use the RGB version of the logo. RGB refers to Red, Green, Blue, which is the color configuration of your computer monitor and all web graphics.

For professional printing, CMYK files print in process, also known as 4-color process. CMYK refers to Cyan, Magenta, Yellow, Black, which are the four colors used in combination to print all colors in offset printing.

For professional printing, PMS files are for Spot Color. These files refer to the specific ink colors contained in the logo – PMS (or Pantone Matching System). In this case the inks used to print are actually the specific color, rather than CMYK in combination to make up the color.



Example 1. Logo, White



Example 2. Logo, Color (PMS, CMYK or RGB)



Example 3. Logo, Gray



Example 4. Logo, Black



Example 5. Logo, Clear Area



PMS 2755

C100 M100 Y25 K25

R38 G34 B98

HTML 262262



PMS 7739

C79 M10 Y100 K1

R51 G163 B72

HTML 33a348



PMS 2299

C42 M0 Y96 K0

R160 G204 B64

HTML a0cc40



PMS 394

C9 M0 Y86 K0

R240 G234 B66

HTML f0ea42



85% Black

C0 M0 Y0 K85

R78 G78 B79

HTML 4d4e4f



60% Black

C0 M0 Y0 K60

R128 G129 B131

HTML 808183



40% Black

C0 M0 Y0 K40

R167 G169 B172

HTML a7a9ac



15% Black

C0 M0 Y0 K15

R219 G221 B222

HTML dbdde

File Formats

EPS

This is a vector-based art file, essentially line art. This file format can be scaled up at any percentage, and is resolution independent. Use this file format whenever possible. Should you need to provide your logo to a vendor for print, this is most likely the format they will need. It provides the cleanest reproduction possible.

JPG

A JPG file is a compressed photographic representation of the logo. All JPG files are provided at 300 dpi (high resolution) and in RGB color. They can be used in Word, PowerPoint and just about any other application. This format can be reduced in size, but NOT enlarged. While the files provided are high resolution and can be used for print, an EPS would always be the first choice for print applications.

PNG

A PNG file is a portable network graphics file, used mainly for Microsoft applications and web. It is the only choice for Word or PowerPoint when a transparent background is needed, and maintains its look when scaled. PNG files are great for in-office printouts and PDFs, but are never used for professional printing.

SVG

An SVG file is a scalable vector graphics file, used for web. Files in this format use an XML-based text format to describe how the image should appear. Since text is used to describe the graphic, an SVG file can be scaled to different sizes without losing quality – in other words, the format is resolution independent. This is why website graphics are often built in the SVG format, and they look great on the newer retina and high resolution displays.

Helpful Hints

Importing a logo in Microsoft Applications

To properly import a logo file into your Microsoft Word or PowerPoint file, do NOT copy and paste the file in. Importing gives the best results.

Choose INSERT.

Choose PICTURE.

Choose FROM FILE.

Navigate to the logo file's location.

Choose the file.

Click OK.

Scaling a logo

To scale a logo, there are two options.

You may grasp a corner of the image with your cursor and drag to resize it; *if you do, be sure to ALWAYS hold down the SHIFT key while resizing*. This ensures the image is resized proportionately, and is not distorted either in height or width.

Alternately, you may choose to go to the picture's dialogue box and enter a percentage amount in the appropriate menu box.

In Microsoft Word or PowerPoint, you can right-click on the image and choose FORMAT PICTURE.