

# HUMAN CAPITAL MANAGEMENT STYLE GUIDE

Version 1.0



**Human Capital  
Management**

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# 1. Human Capital Management Communications Style Guide

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Human Capital Management's written materials should support a clear and cohesive divisional identity and help us communicate in a consistent and compelling way.

This style guide outlines HCM's visual identity. The materials summarized in this guide have been designed for internal Goldman Sachs use only.

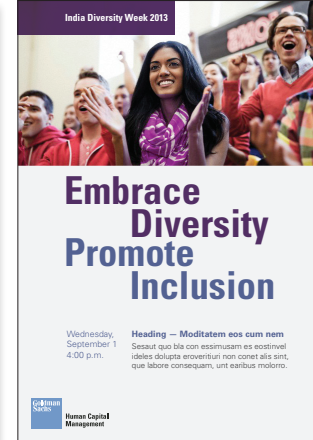
For more information on available templates, please visit the [HCM site](#). For guidance on the appropriate identity and templates for external marketing and communications, please contact [Andrea Dadas](#) and [Karla Casariego](#).

## 2. HCM Template Overview

### Pull-up Banner



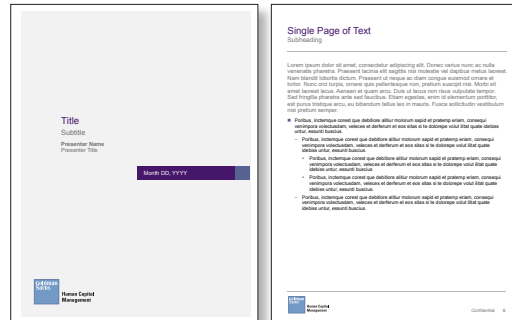
### Lobby Poster



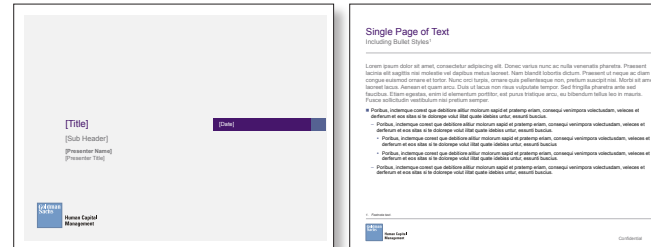
### Pantry Poster



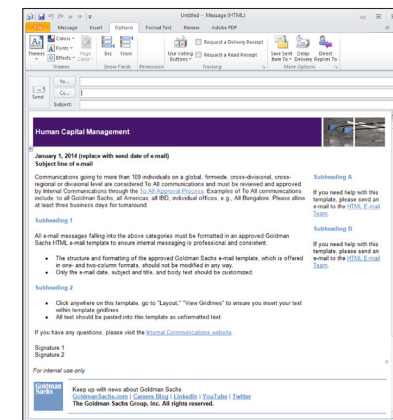
### Portrait Template



### Landscape Template



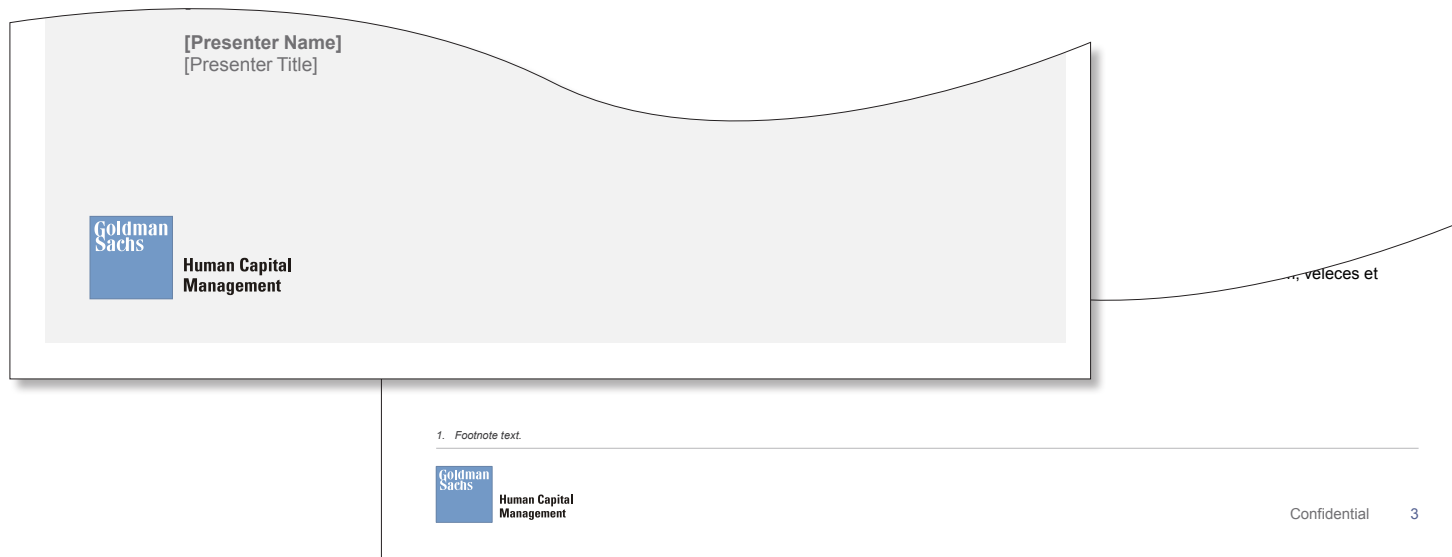
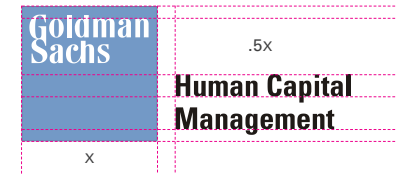
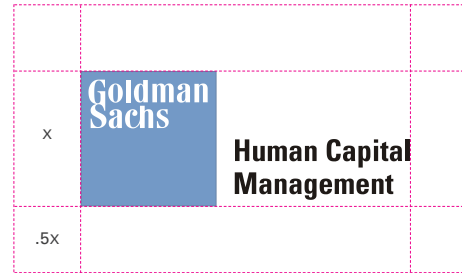
### E-mail



### 3. HCM Identifier Overview

The Goldman Sachs | Human Capital Management identifier (or logo) is illustrated below. This identifier is unique to HCM to differentiate HCM materials from other divisions within the firm. The identifier will be used on all HCM materials. The HCM identifier is always used in conjunction with the primary Goldman Sachs logo.

Just like the Goldman Sachs logo, the HCM lock-up must stand out clearly from its surroundings. It must be free of interference from nearby text, photographs and other graphic elements that might compromise the identifier's impact. As illustrated to the right, the minimum clear space around the entire lock-up is one-half the primary Goldman Sachs logo.



## 4. Color Palette

### HCM Divisional Color

PMS 525  
C84 M100 Y45 K5  
R70 G22 B107  
#532E63

### Primary Colors — Headings, Body Text, and Disclaimers

PMS 5275  
C60 M47 Y0 K30  
R85 G98 B146  
#546292

PMS Cool Gray 11  
C0 M2 Y0 K68  
R113 G112 B115  
#58575A

PMS Black 7  
C69 M63 Y61 K53  
R56 G56 B57  
#383839

### Secondary Color Palette — Graphs, Charts and Graphic Elements

PMS 660  
C83 M60 Y3 K0  
R56 G105 B174  
#3869ae

PMS 603  
C12 M10 Y82 K0  
R230 G212 B80  
#e6d450

PMS 534  
C99 M82 Y37 K28  
R21 G55 B94  
#15375e

PMS 5285  
C46 M39 Y13 K0  
R144 G147 B181  
#9093b5

PMS 446  
C67 M60 Y58 K42  
R70 G70 B70  
#464646

PMS 8003  
C42 M41 Y56 K8  
R148 G134 B113  
#948671

PMS 157  
C0 M48 Y72 K0  
R248 G156 B87  
#f89957

PMS 542  
C67 M27 Y15 K0  
R86 G155 B190  
#569bbe

PMS 570  
C57 M0 Y34 K0  
R103 G198 B184  
#67c6b8

PMS 284  
C55 M20 Y0 K0  
R108 G172 B222  
#6cacde

PMS 291  
C30 M6 Y0 K0  
R172 G212 B241  
#acd4f1

PMS Cool Gray 9  
C54 M46 Y45 K10  
R121 G120 B121  
#797879

PMS 2706  
C19 M14 Y3 K0  
R201 G206 B225  
#c9cee1

PMS 572  
C33 M0 Y19 K0  
R168 G219 B212  
#a8dbd4

PMS 4755  
C60 M47 Y0 K30  
R217 G207 B192  
#d9cfc0

PMS 2975  
C31 M0 Y7 K0  
R169 G222 B234  
#a9deea

### HCM Divisional Color

The HCM purple is the divisional color specifically designated to HCM. It is used for headlines and cover/section titles, as well as an accent color for graphics and images.

### Primary Colors

The blue color is used for headings. The light grey color is used for subheadings and body text. The dark grey color is used for disclaimers and footnote references.

### Secondary Color Palette

The secondary color palette is used for graphs, charts, and other graphic elements.

## 5. Photography

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### Photography

Photography is the main vehicle for image delivery within the firm's visual identity. Just as printed words have a tone of voice, photographs carry their own tone as well. This is based on factors like composition, color and style.

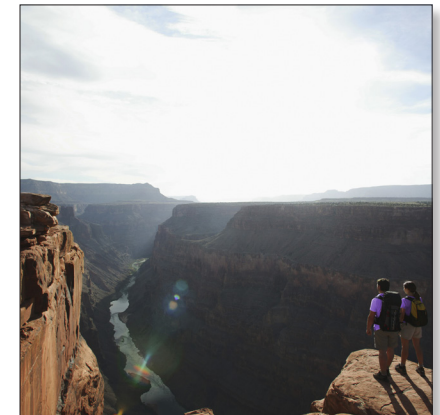
Careful selection of the imagery we use is as important as the way we use the Goldman Sachs brandmark, typefaces, etc. A poorly chosen visual can suggest a tone that runs counter to the values of Goldman Sachs.

For HCM materials, an object within the photograph is colorized to match the HCM purple color. Additionally, the saturation of the photograph may be reduced to accentuate this effect.

Imagery is custom selected based on each and every campaign.

### Icons and Illustrations

Please contact HCM Marketing and Communications for guidance on the use of icons and illustrations in materials that are accessible to a firmwide audience.



# HCM TEMPLATES

The Human Capital Management templates should be used for all materials and presentations created by HCM. Exceptions may include cross-divisional collaborations, or if the audience requests content be placed in a different template. Please contact the HCM Marketing and Communications team with any questions.



# 6. Portrait Template Page Layouts

## Cover and Section Page

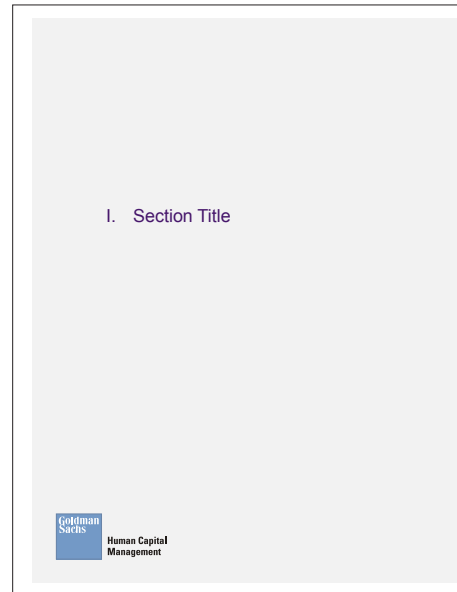
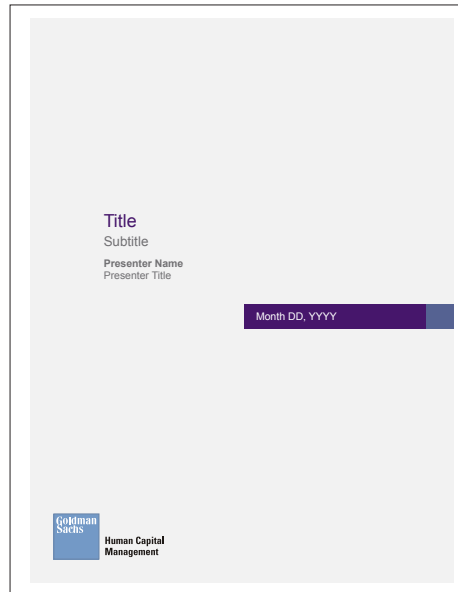
Title type:  
Arial  
Font size 24pt  
Color R70 G22 B107

Subtitle type:  
Arial  
Font size 18pt  
Color R113 G112 B115

Presenter Name type:  
Arial Bold  
Font size 14pt  
Color R113 G112 B115

Presenter Title type:  
Arial  
Font size 14pt  
Color R113 G112 B115

Header band type:  
Arial  
Font size 14pt  
Capital letters  
Color R255 G255 B255



## Table Page

Title type:  
Arial  
Font size 24pt  
Color R70 G22 B107

Subheading type:  
Arial  
Font size 16pt  
Color R113 G112 B115

Type:  
Arial Bold  
Font size 12pt  
Color R0 G0 B0

Type:  
Arial  
Font size 12pt  
Color R0 G0 B0

**Table**  
Subheading

\$ millions	For the Years Ended December 31,				
	Historical		Projected		
	2009	2010	2011	2012	2013
Price	\$1.30	\$1.15	\$1.00	\$1.00	\$1.00
Net Price	679.34	762.73	1,045.23	1,053.61	1,012.59
Costs	0.63	0.61	0.56	0.55	0.57
<b>Total</b>	<b>\$681.27</b>	<b>\$764.49</b>	<b>\$1,044.79</b>	<b>\$1,055.16</b>	<b>\$1,014.16</b>
Revenues	\$883.14	\$877.14	\$1,045.23	\$1,053.61	\$1,012.59
% of Revenues	17.00%	5.00%	5.00%	15.00%	25.00%
Gross Margin	45.11x	9.62x	61.89x	68.94x	32.45x
Exploration & Development	\$59.59	\$52.04	\$45.72	\$42.09	\$45.34
Net Income	\$211.98	\$166.50	\$181.49	\$199.51	\$178.21
Fully Diluted EPS (%)	3.38%	2.65%	2.89%	3.18%	2.84%
Financial Advisory	58.00	622.00	522.00	514.00	520.00
Underwriting	653.00	683.00	380.00	421.00	458.00
Investment Banking	1,236.3	1,305.00	902.00	908.00	1,456.00
FICC	1,016.00	414.00	876.00	745.00	795.00
Equities	858.00	430.00	455.00	468.00	495.00
Trading Investment	2,088.00	1,251.00	1,357.00	1,245.00	1,145.00
<b>Total Global Capital Markets</b>	<b>\$3,324.00</b>	<b>\$2,556.00</b>	<b>\$2,259.00</b>	<b>\$2,159.00</b>	<b>\$2,085.00</b>

Goldman Sachs Human Capital Management Confidential 7

# 6.1 Portrait Template Margins

The Word templates are sized specifically to local paper supply standards and share the same margins.

Top: 0.6"  
Bottom: 1.21"  
Left: 0.56"  
Right: 0.44"

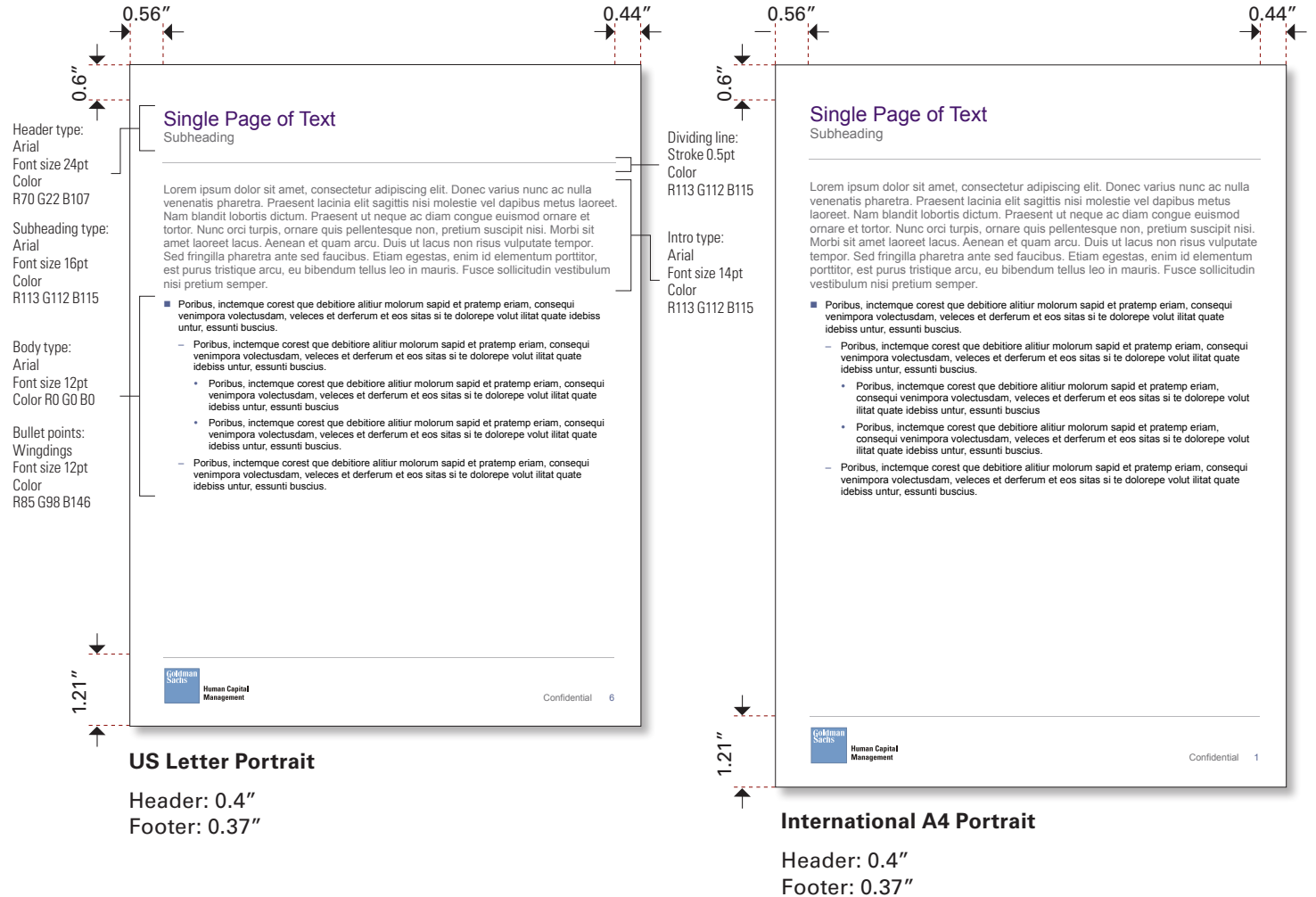
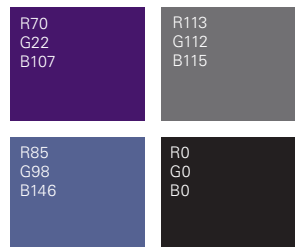
Introduction paragraph should always be Gray: R113 G112 B115

Body copy should be Arial. Font size of 12pt. Color: Black

Maintain left margin alignment.

Maintain appropriate paragraph spacing. One return after all heading and new sections.

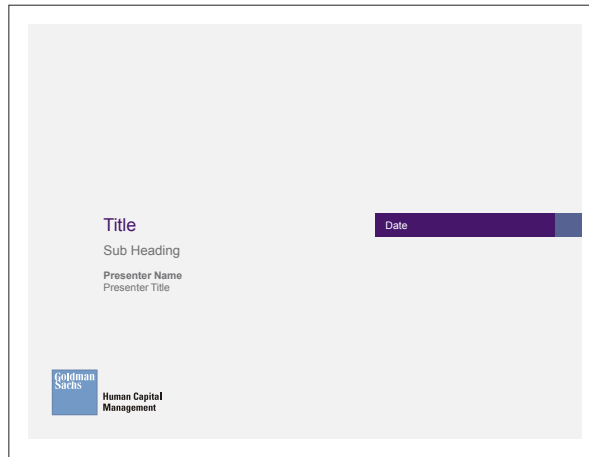
Primary colors:



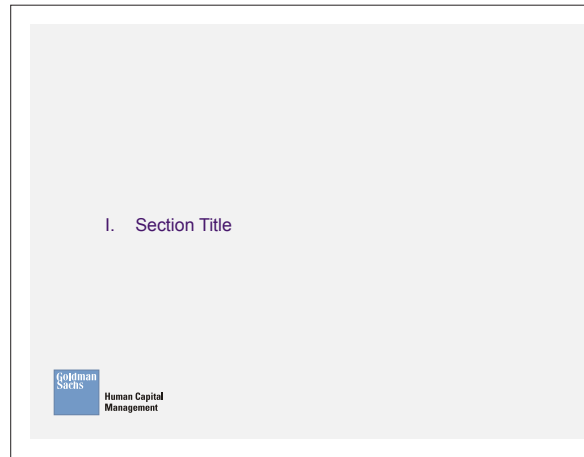
# 7. Landscape Template

## Slide Layouts

### Cover Page



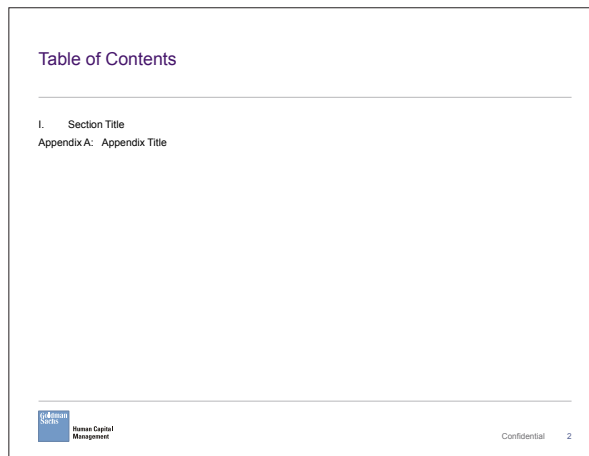
### Section Title Page



### Appendix Title Page



### Table of Contents Page (Internal)



### Body Text Page (Internal)



# 7.1 Landscape Template

## Charts and Graphs

Graphs and charts use secondary colors.

Labels and main X- and Y-axis on charts use solid black to aid legibility.

Pie Charts use solid black Arial 8pt legends. A white segment outline is also used.

Paragraph Spacing: Maintain appropriate spacing. One return after all heading and new sections.

Please reference section 4 for secondary color options. Creative services will be able to produce your custom chart consideration and provide advice on color usage.

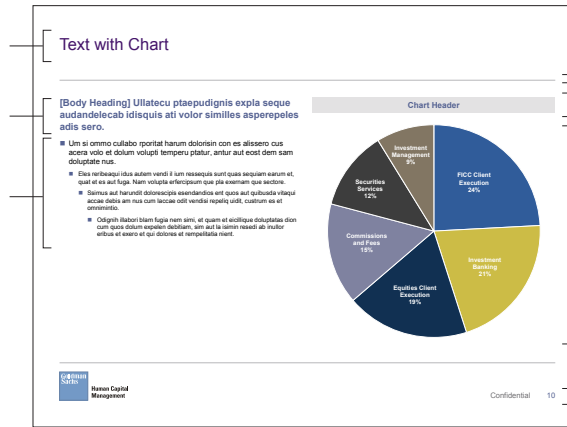
Header type:  
Arial  
Font size 24pt  
Color R70 G22 B107

Body Heading type:  
Arial Bold  
Font size 14pt  
Color R85 G98 B146

Body type:  
Arial  
Font size 11pt  
Color R0 G0 B0

Level Body type:  
Arial  
Font size 9pt  
Color R0 G0 B0

### Toolbar Generated Chart



Dividing lines:  
0.5pt  
Color R227 G226 B227

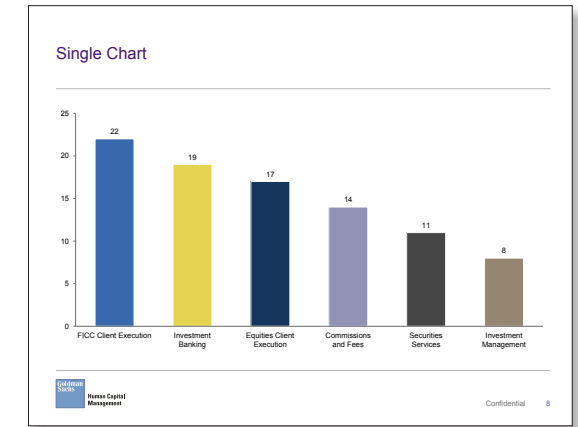
Header band type:  
Arial Bold  
Font size 12pt  
Color R85 G98 B146

Header band:  
Color R227 G226 B227

Chart type:  
Arial Bold  
Font size 9pt  
Color R225 G225 B255

Page number type:  
Arial  
Font size 11pt  
Title Color R113 G112 B115  
Page Number Color  
R85 G98 B146

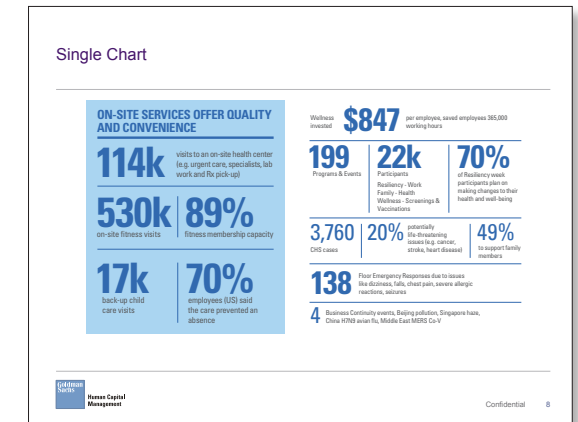
### Toolbar Generated Chart



### Custom Chart

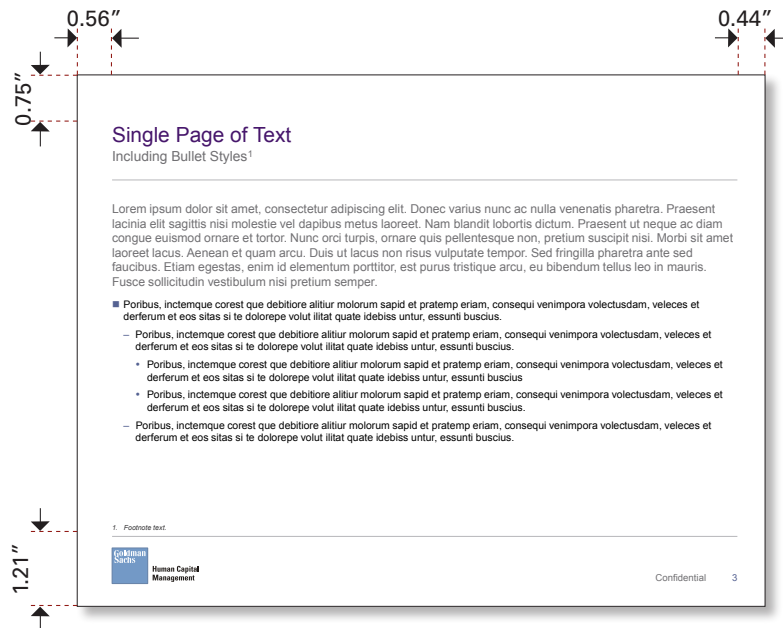
	VIDEOS	SOCIAL	WEBSITE	EVENTS
<b>GOALS</b>	<ul style="list-style-type: none"> <li>Continue to build video library of content for relevant hiring areas</li> <li>Create engaging content to showcase our careers opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Build credibility as an industry thought leader for career content</li> <li>Open dialogue and provide useful information to career seekers</li> <li>Be present in the places where candidates are looking for information and forming opinions</li> </ul>	<ul style="list-style-type: none"> <li>Build relevant and engaging content for candidates</li> <li>Create an engaging and interactive recruiting experience</li> </ul>	<ul style="list-style-type: none"> <li>Enhance our on-campus presence</li> <li>Be relevant to target audiences (diverse candidates, STEM)</li> </ul>
<b>2014 TACTICS</b>	<ul style="list-style-type: none"> <li>Securities Division Video</li> <li>MBA (PwM &amp; IBD) Video</li> <li>People Profiles (STEM and Other target profiles)</li> <li>Affinity Network Videos</li> </ul>	<ul style="list-style-type: none"> <li>Multi-channel paid content strategy</li> <li>3 custom LinkedIn Pages: Students, Bangalore, STEM</li> <li>Work With Us Ads on Employee profiles</li> <li>Google+ Hangouts</li> <li>Job descriptions</li> </ul>	<ul style="list-style-type: none"> <li>Divisional motion graphic videos (in progress)</li> <li>Careers web copy overhaul (in progress)</li> <li>Virtual Tour of Goldman Sachs Offices</li> </ul>	<ul style="list-style-type: none"> <li>Securities campus presentation</li> <li>Revamp campus event experience – pilot at select US campuses</li> </ul>

### Custom Chart

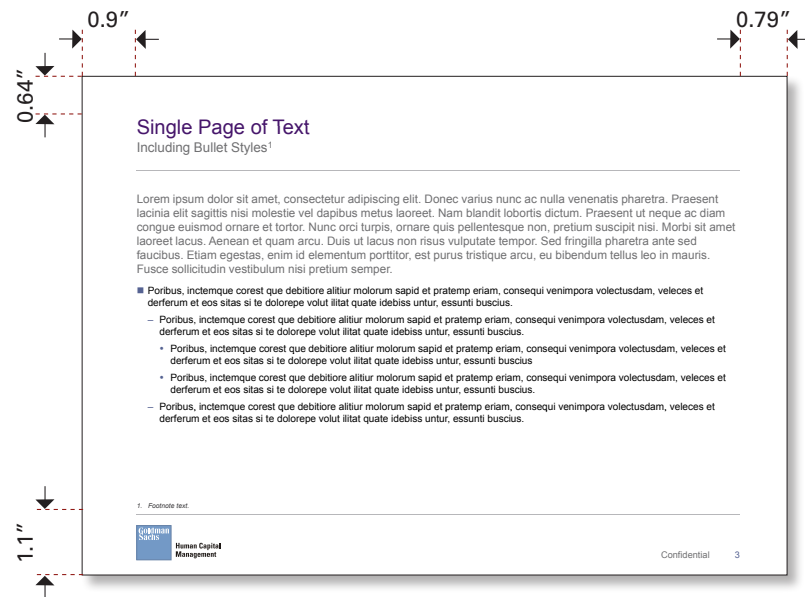


## 7.2 Landscape Template Margins

The PowerPoint templates are designed to allow for a single file format for all regions. The workspace has been optimized to accommodate printing on A and A4 paper stock. Documents can be shared and merged without the need to adjust page sizing. Do not scale to fit if printing.



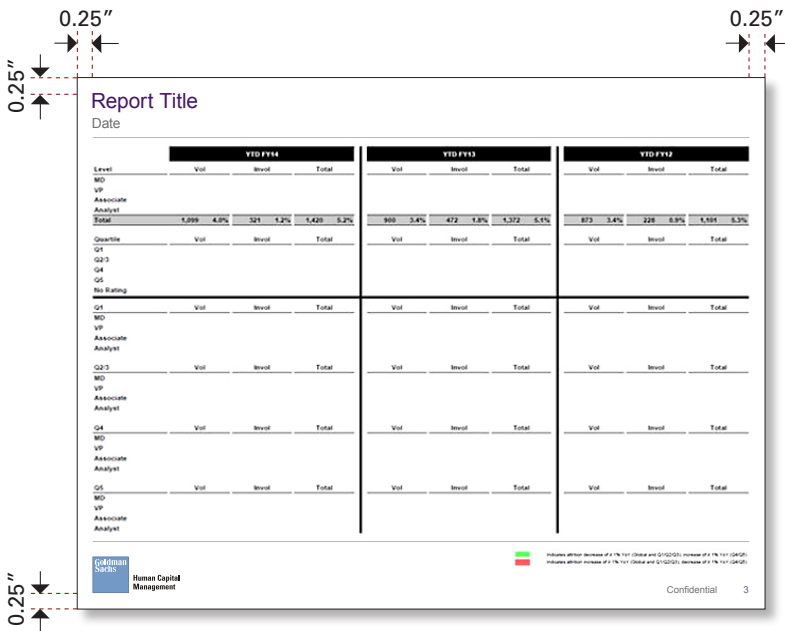
US Letter Landscape PowerPoint



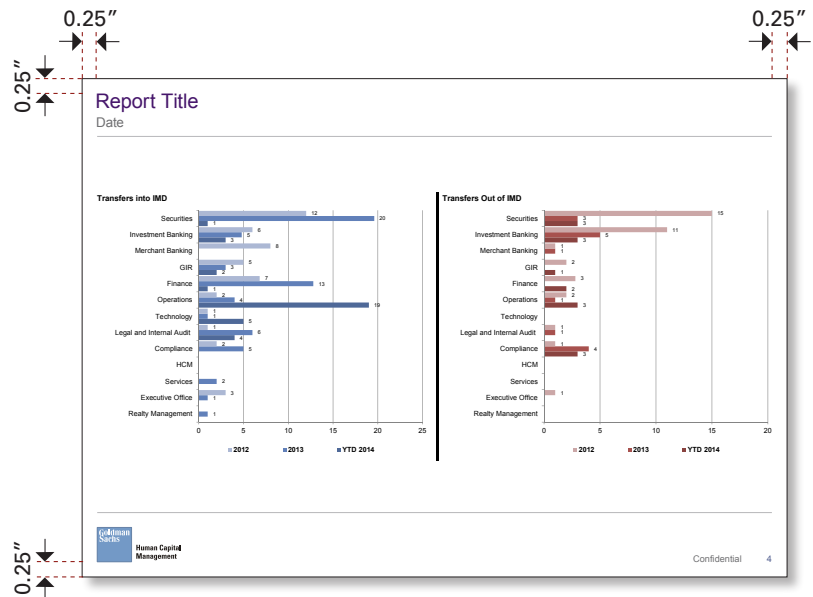
International A4 Landscape PowerPoint

# 7.3 Report Template Margins

The Report template can be used for all HCM reports, including HR system generated headcount, hiring, compensation, etc. The template allows for maximum body space to accommodate data heavy reports.



US Letter Landscape PowerPoint



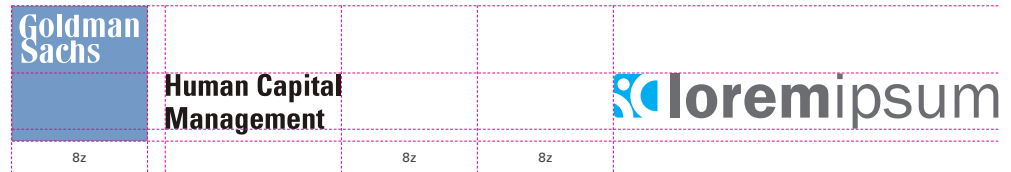
International A4 Landscape PowerPoint

## 8. HCM Co-Branding Overview

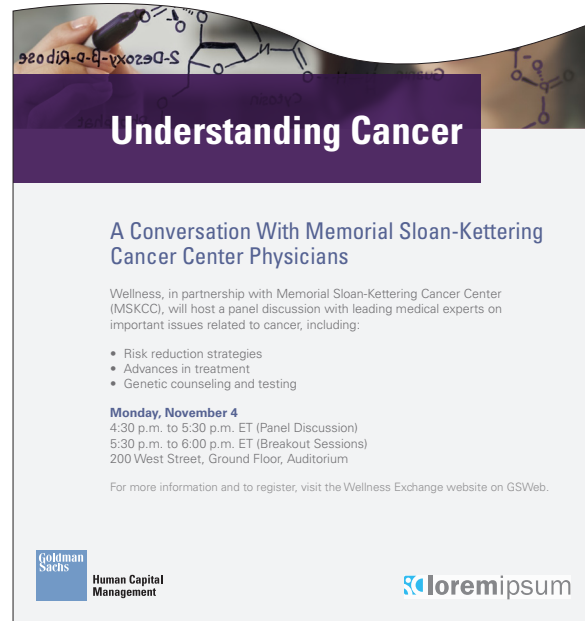
Please use the following method for placing a vendor or other company logo together with the GS | HCM logo.

On cover and title pages, the co-branded logo is placed opposite the Goldman Sachs logo. On internal pages, the co-branded logo is placed adjacent to the Goldman Sachs logo using the spacing indicated to the right.

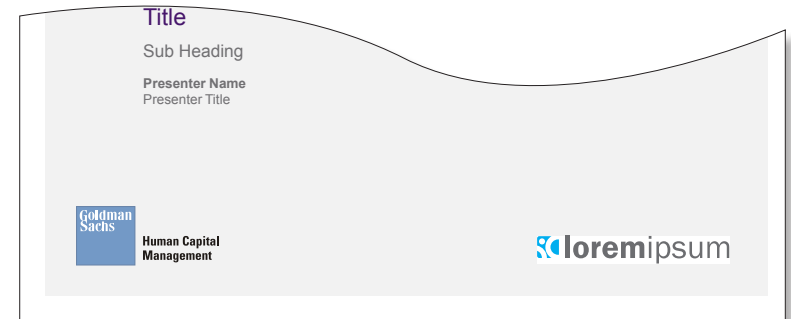
In both instances, please make sure the co-branded logo is sized in relation to the Goldman Sachs logo.



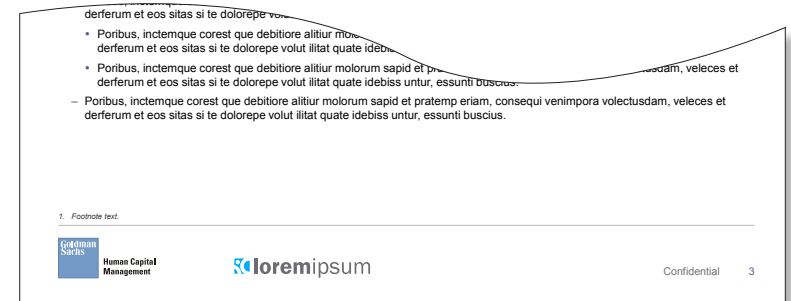
### Printed Poster Example



### Digital PPT Cover Page Example

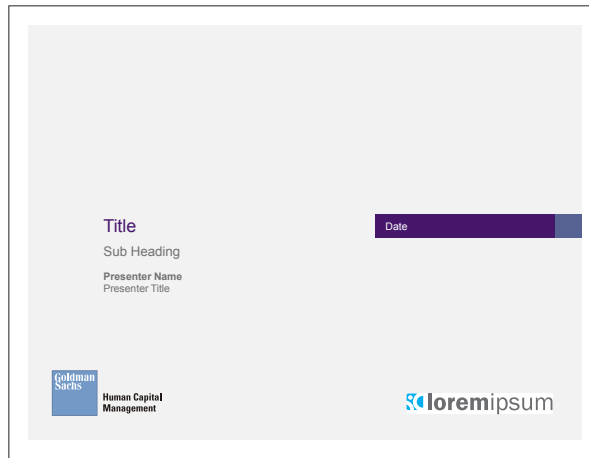


### Digital PPT Internal Page Example



# 8.1 Landscape Template Slide Layouts Including Co-Branding

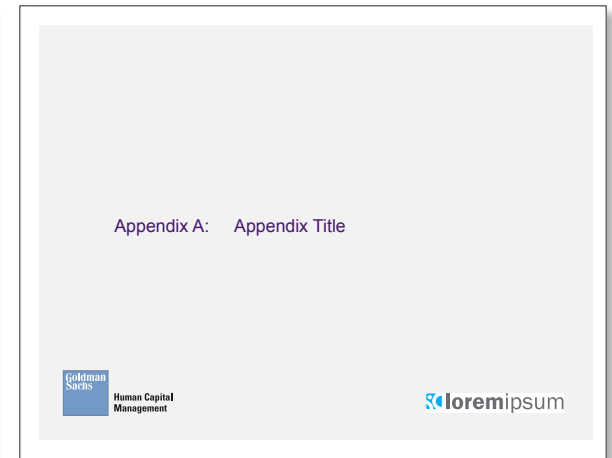
## Cover Page



## Section Title Page



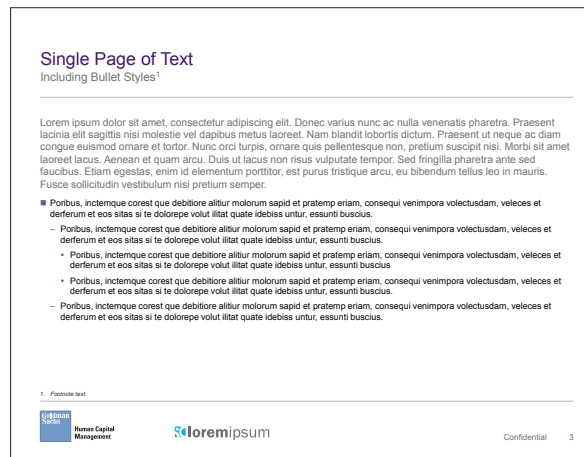
## Appendix Title Page



## Table of Contents Page (Internal)



## Body Text Page (Internal)



## 9. Posters

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Lobby and pantry posters are an effective way to advertise firmwide campaigns in Goldman Sachs offices. Posters complement communications plans by providing a physical visual that can raise overall awareness, remind people to participate in various initiatives and express the priorities of the firm.

### **Lobby Posters**

Lobby posters send a message to our people, clients and visitors about what is important to the firm. Please reference the Internal Communications website for more information on your region's poster sizes, placement and request process.

### **Pantry and Tea Point Posters**

Pantry posters, which are displayed in the pantries or tea point areas with a standard letter size countertop sign holder, serve as a way to communicate firmwide events for initiatives that require additional exposure.

### **Design Requirements**

Present only key points on the poster. Less is more. Use short sentences that convey the core message of your initiative. In most cases, detailed information will be delivered through another communication channel, such as on GSWeb or in an e-mail.

All photos must be of professional quality.

Avoid headlines that are too promotional or insistent (e.g., Need Help Now!, Sign Up Today!).

All lobby posters must be created in partnership with Internal Communications and Creative Services (Americas, EMEA, Asia Pacific).

For additional information on poster campaigns, visit:  
<http://home.gs.com/eo.icg/pages/article?nodeID=188042>.

# 9.1 Posters

## Primary Poster

PMS 525  
C84 M100 Y45 K5  
R70 G22 B107  
#532E63

PMS 5275  
C60 M47 Y0 K30  
R85 G98 B146  
#546292

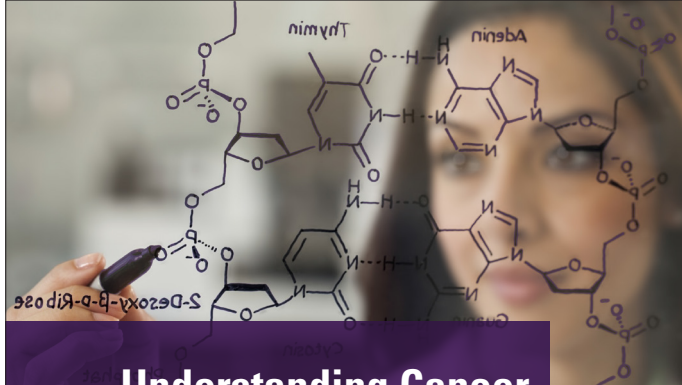
PMS Cool Gray 11  
C0 M2 Y0 K68  
R113 G112 B115  
#58575A



### 2014 Benefits: Highlights

- Moditatem eos cum ra nem qui**  
 Ibutibus essitatem reperrovid exerionsecto vel earchil il idelibus ut veni cus eum facearum ex et, cum quatiore qui ut eatemqu aspicid endanim int.
- Moditatem eos cum ra nem qui**  
 Quia cus dolorectur, quae porio molupti onsvolupisquam volorem olorro te con rAd quis ium abo. Ditio et estrumquo volupis et explanietur, simagna tqiation re vollorempore quodtiur, simus et rerunt reperu ptatus excerovid unt officimet alibearumque moluptam ipidunt et quia dunt, nim alitati
- Moditatem eos cum ra nem qui**  
 Quia cus dolorectur, quae porio molupti onsvolupisquam volorem olorro te con rAd quis ium abo. Ditio et estrumquo volupis et explanietur, simagna tqiation re vollorempore quodtiur, simus et rerunt reperu ptatus excerovid unt officimet alibearumque moluptam ipidunt et quia dunt, nim alitati

Goldman Sachs Human Capital Management



### Understanding Cancer

#### A Conversation With Memorial Sloan-Kettering Cancer Center Physicians

Wellness, in partnership with Memorial Sloan-Kettering Cancer Center (MSKCC), will host a panel discussion with leading medical experts on important issues related to cancer, including:

- Risk reduction strategies
- Advances in treatment
- Genetic counseling and testing

**Monday, November 4**  
 4:30 p.m. to 5:30 p.m. ET (Panel Discussion)  
 5:30 p.m. to 6:00 p.m. ET (Breakout Sessions)  
 200 West Street, Ground Floor, Auditorium

For more information and to register, visit the Wellness Exchange website on GSWeb.

Goldman Sachs Human Capital Management

## 9.2 Posters Alternate Poster

Creative Services will be able to advise on correct Poster format based on requirements.



**Resilience Week 2014**

# Invest in Your Wellbeing

13 – 21 March 2014

Resilience Week is a programme of events across EMEA to educate and support the health and wellbeing of our people'

**Goldman Sachs**  
Human Capital  
Management

For more information please visit:  
[GSWeb > Community > Wellness Exchange > Resilience Week](#)



**India Diversity Week 2013**

# Embrace Diversity Promote Inclusion


Wednesday,  
September 1  
4:00 p.m.

**Heading — Moditatem eos cum nem**  
Sesaut quo bla con essimusam es eostinvel  
ideles dolupta erovertiuri non conet alis sint,  
que labore consequam, unt earibus molorro.

**Goldman Sachs**  
Human Capital  
Management

## 10. Pull-up Banner

Primary Pull-up Banner



The primary pull-up banner features a photograph of a woman in a light blue tank top and yellow pants performing a yoga pose (Child's Pose) on a purple mat. The background is slightly blurred, showing another person in the background. A dark purple horizontal bar at the bottom of the photo contains the text "STAY HEALTHY THIS SEASON" in white, bold, sans-serif font. Below the photo, the banner has a white background with a dark purple heading "Heading 1—Moditatem eos cum" and a body of text in a smaller font. At the bottom left, the Goldman Sachs logo and "Human Capital Management" are displayed.

PMS 525  
C84 M100 Y45 K5  
R70 G22 B107  
#532E63

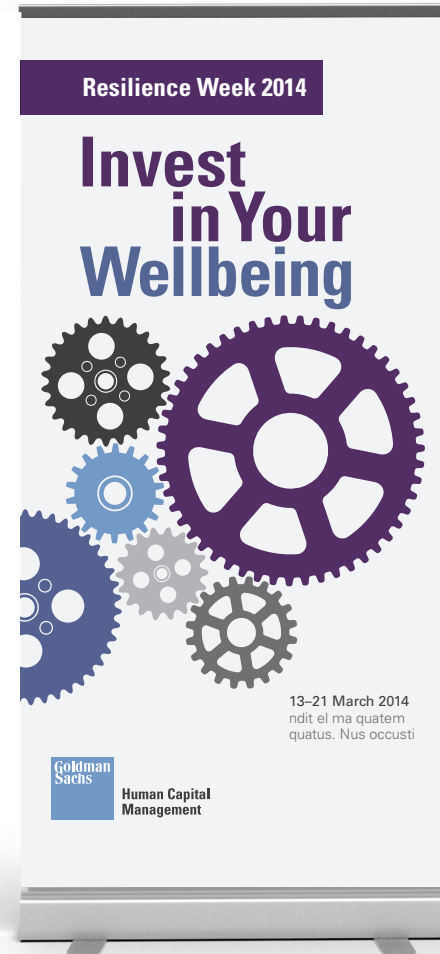
PMS 5275  
C60 M47 Y0 K30  
R85 G98 B146  
#546292

**STAY HEALTHY  
THIS SEASON**

**Heading 1—Moditatem eos cum**  
Body 1 (Intro Paragraph) aut quo bla con  
essimusam es eostinvel ideles doluptaero  
verituri non conet alis sint, que labore  
consequam, unt earibus molorro int, hilla.

**Goldman Sachs**  
Human Capital  
Management

Alternate Pull-up Banner



The alternate pull-up banner has a white background. At the top, a dark purple horizontal bar contains the text "Resilience Week 2014" in white. Below this, the main headline "Invest in Your Wellbeing" is written in a large, bold, sans-serif font, with "Invest" in dark purple and "in Your Wellbeing" in blue. The headline is accompanied by several interlocking gears of various sizes and colors (dark purple, blue, grey). At the bottom right, the dates "13-21 March 2014" and a short paragraph of text are displayed. The Goldman Sachs logo and "Human Capital Management" are at the bottom left.

Resilience Week 2014

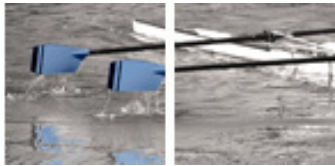
**Invest  
in Your  
Wellbeing**

13-21 March 2014  
ndit el ma quatem  
quatus. Nus occusti

**Goldman Sachs**  
Human Capital  
Management

# 11. E-mail Template

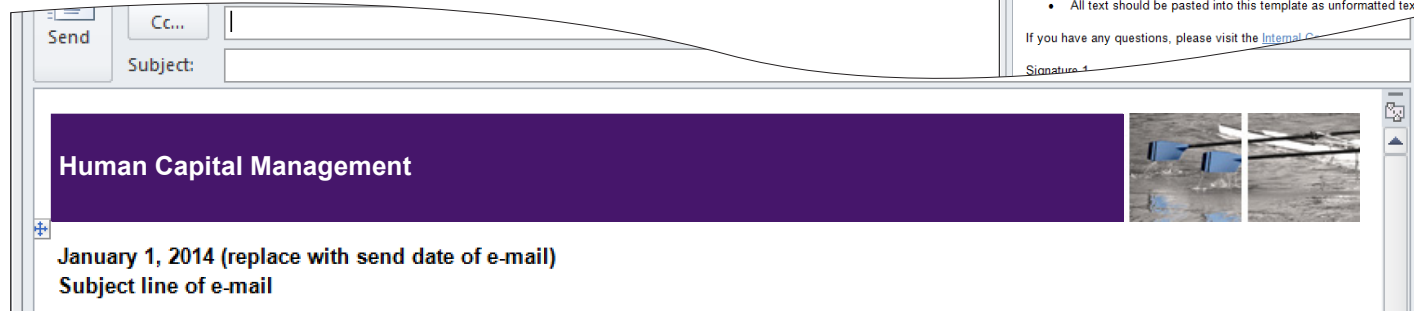
The “To All” e-mail template was introduced as part of a broader Executive Office initiative and redesign regarding all **divisional e-mail** templates. The HCM e-mail features a purple banner with “Human Capital Management” in the header – this is the only text that should appear in the banner, please do not include any subheader. An image of oars is the e-mail icon, which is associated with teamwork and partnership.



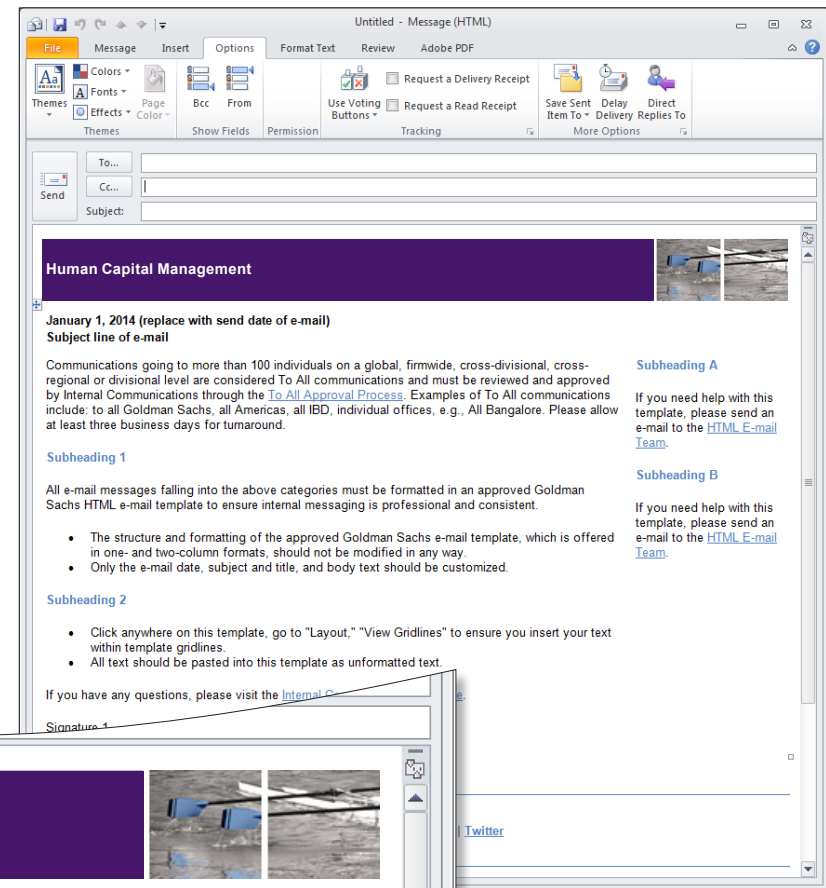
Please note that the HCM e-mail template should only be used for internal communications sent from an automated mailbox to more than 100 individuals on a global, firmwide, cross-divisional or cross-regional level. The template should not be used for correspondence from a personal mailbox.

For additional information on e-mail campaigns, visit:  
[http://home.gs.com/eo.icg/pages/html\\_email?nodeID=10470](http://home.gs.com/eo.icg/pages/html_email?nodeID=10470).

## HCM E-mail Header



## HCM E-mail Layout Example



# WELLNESS EXCHANGE



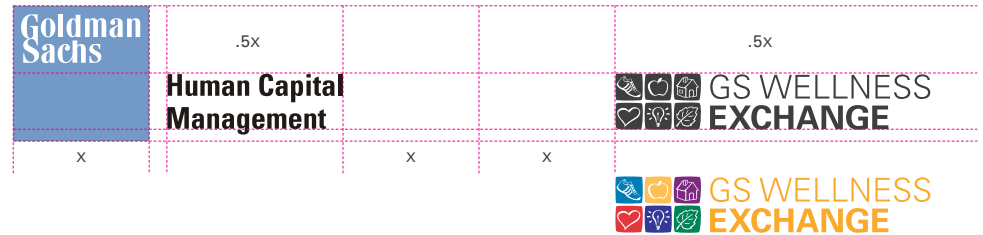
Human Capital  
Management

# 13. GS Wellness Exchange Overview

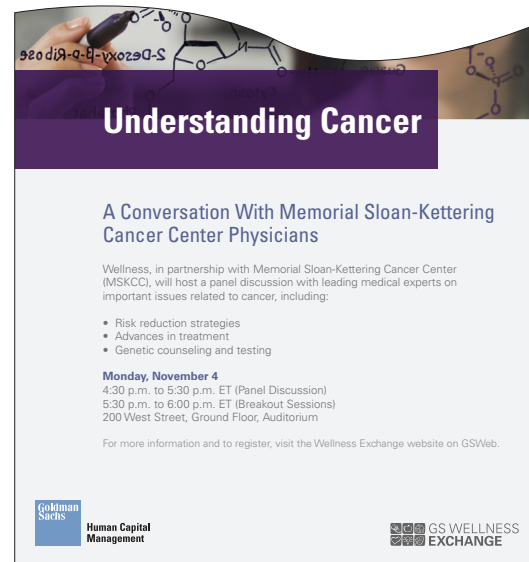
The Wellness Exchange identifier consists of two versions: black and color. The black variant is reserved for printed collateral (e.g., banners and posters) and the color variant is reserved for digital collateral (e.g., Word, PowerPoint and e-mail templates).

On cover and title pages, the Wellness Exchange identifier is placed opposite the Goldman Sachs logo. On internal pages, the Wellness Exchange identifier is placed adjacent to the Goldman Sachs logo using the spacing indicated to the right.

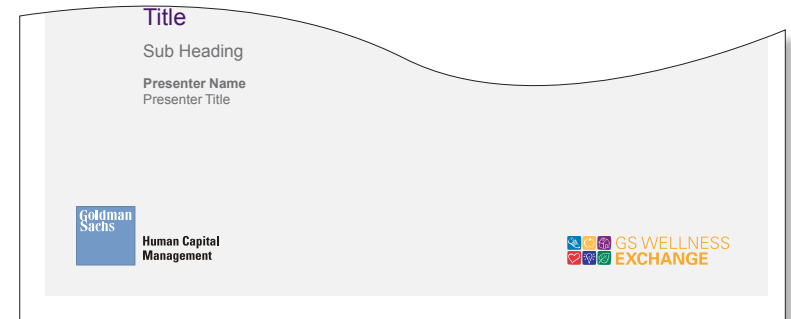
In both instances, the Wellness Exchange identifier is sized in relation to the Goldman Sachs logo.



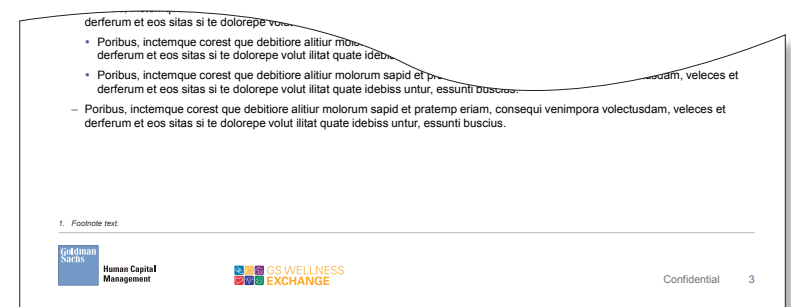
## Printed Poster Example



## Digital PPT Cover Page Example



## Digital PPT Internal Page Example

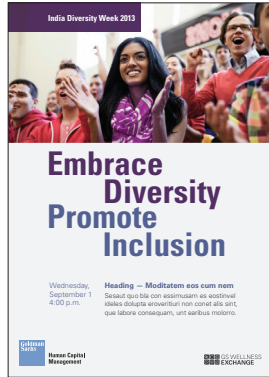


# 13.1 GS Wellness Exchange Template Overview

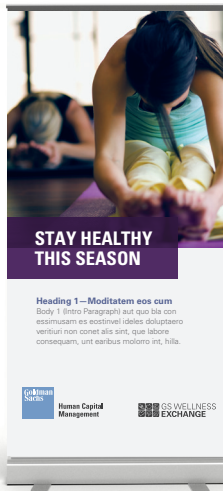
## Print v Digital

### Print with black logo

#### Lobby Poster



#### Pull-up Banner

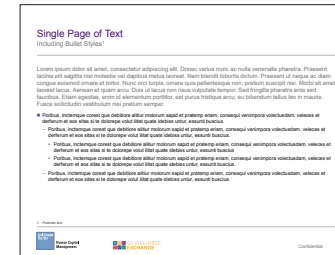
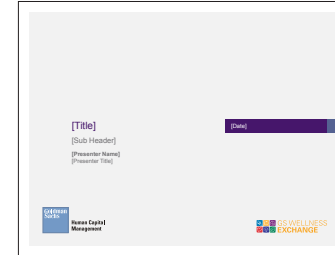


#### Pantry Poster

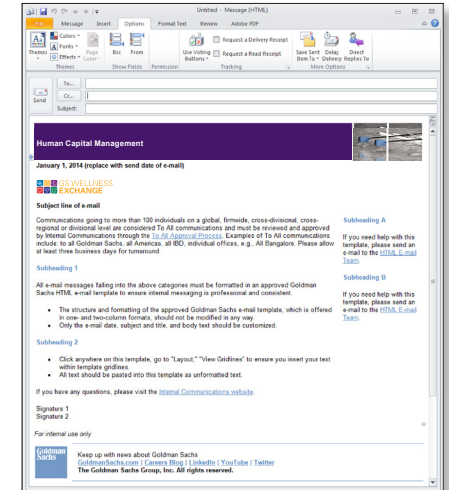


### Digital with color logo

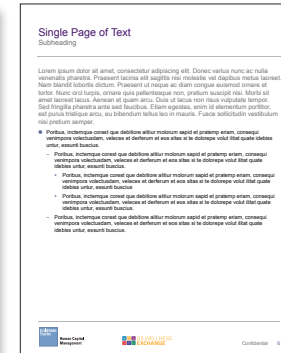
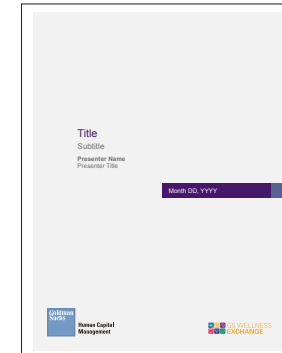
#### Landscape Template



#### E-mail



#### Portrait Template



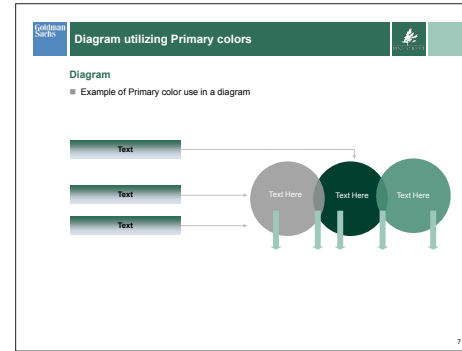
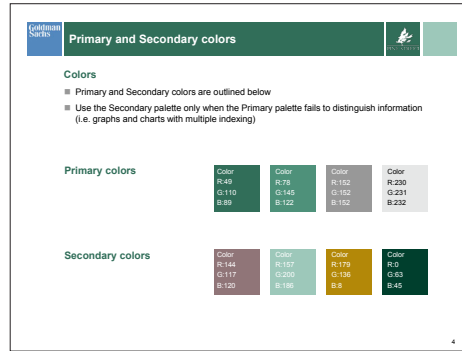
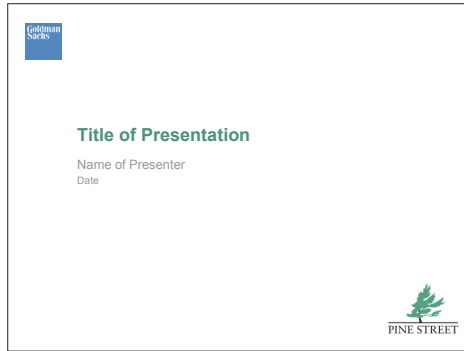
# PINE STREET



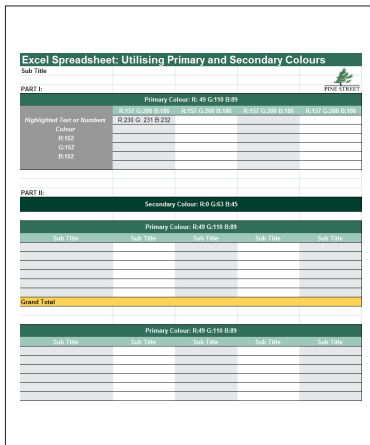
**Human Capital  
Management**

# 14. Pine Street Template Overview

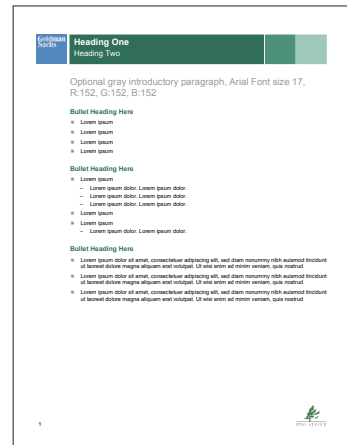
## Landscape Template



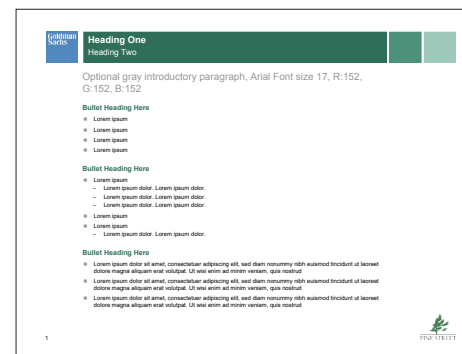
## Excel Spreadsheet



## Word Portrait Template



## Word Landscape Template



## E-mail

