



**Guidelines for Gao Hua Use of the
Goldman Sachs Bilingual (English-Chinese)
Logo**

November 2011

Introduction

Goldman Sachs is a leading global investment banking, securities and investment management firm. In China, the firm is known as Gao Sheng, (高盛) which literally means “high in prosperity”.

Due to the limited usage and recognition of Goldman Sachs’ English brand, a bilingual brand was created which combines the firm’s global trademark with its Chinese name.

These guidelines outline the permitted usage of the Goldman Sachs bilingual (English-Chinese) logo by Gao Hua.

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The Goldman Sachs Bilingual (English-Chinese) Logo

The Goldman Sachs logo has inherent value and equity which should never be diminished by:

- Altering the logo
- Using it in a manner not outlined in these guidelines

Several approved versions of the bilingual (English-Chinese) logo exist and are shown below. These versions exist for the specific situations as described in the following sections.

Note: The logo and full legal entity name should never be featured as a lock-up. The logo is used for branding and marketing, whereas full legal entity name is used in legal documents, text or in the address line on business cards and stationery. If both are featured on same piece of communication, positioning should be separated, for example, logo in upper left hand corner, and legal entity name centered on bottom.

Primary Logo (color)



The core brand in its primary form features the Goldman Sachs blue box logo on the left and the two Chinese characters “Gao Sheng” stacked up on the right, also in blue.

This logo is always the first choice for use on corporate and product/service communications. The blue color in the Goldman Sachs bilingual logo, PMS 652, provides contrast between the box and the white “Goldman Sachs” type, as well as the Chinese characters “Gao Sheng” with the white background.

Other formats of Goldman Sachs PMS 652 “blue”:

CMYK: 50.25.0.10
RGB: 115.153.198
HEX: #7399C6

This version of the logo should be used in the following ways:

- Over backgrounds that allow for maximum readability

- When there is sufficient contrast to allow the logo to be visible against the background.

In the Goldman Sachs blue logo box, the type should always be white. This version of the logo should never:

- Fill with the color of the paper stock (if the paper is any color other than white)
- Fill with any background color

Secondary Logo (black & white)



The core brand in its secondary form features Goldman Sachs secondary logo in black and white on the right and the two characters “Gao Sheng” stacked up on the right, in black color. The secondary logo should be used on backgrounds where the primary mark becomes less prominent or illegible.

In this version, the “Goldman Sachs” type is white, the “Gao Sheng” type is black, the type should not be filled with any background color.

Tertiary Logo (outline)



When the solid logo options (primary and secondary) do not work in a special situation, use of the outline logo is permissible. These situations include:

- Corporate stationery
- Faxing
- Engraving
- Embossing
- Etching
- Embroidery

The outline logo may be used in black or knock-out white only. When used as black, the “Goldman Sachs” type, the outline box and the “Gao Sheng” type are all black. When used as knock-out, the “Goldman Sachs” type, the outline box and the “Gao Sheng” type are all white.

Signature Logo

The image shows the signature logo for Goldman Sachs. It consists of the words "Goldman Sachs" in a bold, serif font, followed by the Chinese characters "高盛" (Gao Sheng) in a bold, sans-serif font. The characters are placed side-by-side, with "Goldman" above "Sachs" and "高" above "盛".

The signature logo combines the “Goldman Sachs” type from the core logo with the “Gao Sheng” type. However, the Chinese characters are placed side by side in this version instead of stacked up vertically. It was created to address unique situations, including:

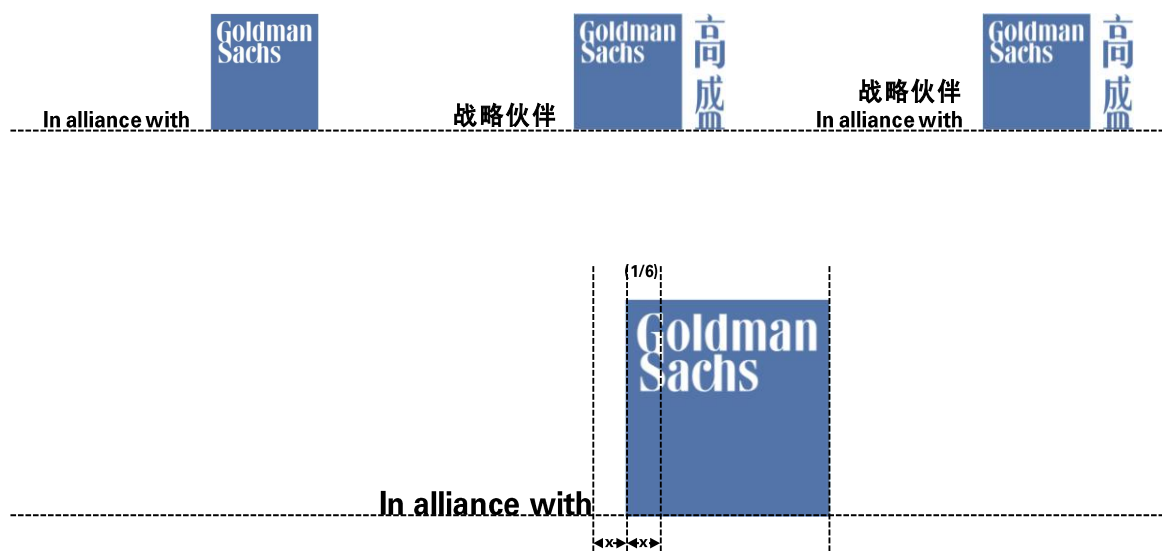
- To represent the firm’s participation in consortia
- To represent the firm’s status as an investor in another company or venture.

PART II: GAO HUA USE OF GOLDMAN SACHS LOGO

The Gao Hua logo should appear with the Goldman Sachs logo/tagline lock-up outlined below.

Logo/Tagline Lock-up

The Goldman Sachs logo must be locked up with the tagline “In alliance with” or “战略伙伴” in Chinese. In bilingual materials, the Chinese tagline should be stacked on top of the English tagline.



The tagline should always be positioned to the left of the Goldman Sachs logo, with the baseline of the tagline aligned with the base of the logo. The space separating the tagline and the logo should not exceed one-sixth of the width of the Goldman Sachs logo.

The typeface of the English tagline should be set in Univers 65 Bold. The HYZhongHeiJ family or MHei 黑体 family should be used for the Chinese tagline. The tagline must appear in black unless printed on a black background in which case the tagline should appear in white.

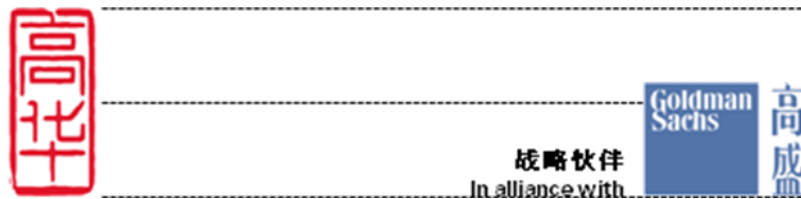
Based on using the Goldman Sachs logo at the size of .55 inches (approximately 1.5cm):

- The Chinese tagline should be set in 8 pt. HYZhongHeiJ or equivalent
- The English tagline should be set in 6 pt. Univers 65 Bold

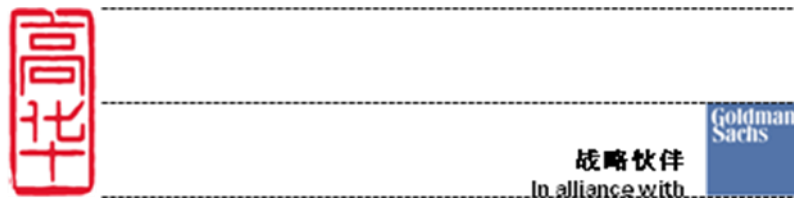
Positioning

Scale

The Gao Hua logo must be more dominant. The height of the Goldman Sachs logo must be equal to 0.6 times the height of the Gao Hua logo:

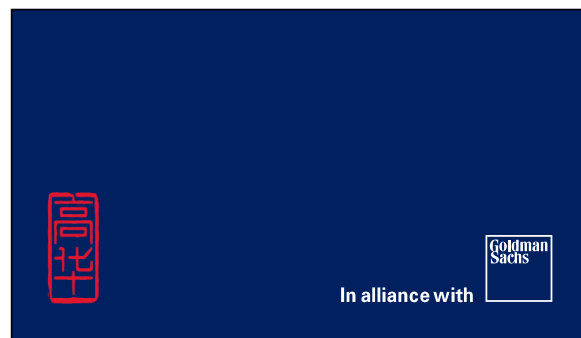
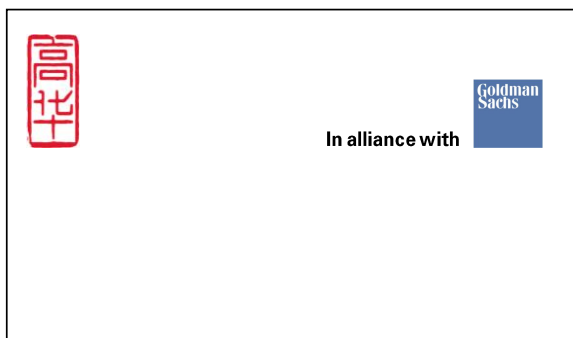


On business cards, the Goldman Sachs should always be half of the size of the Gao Hua logo:

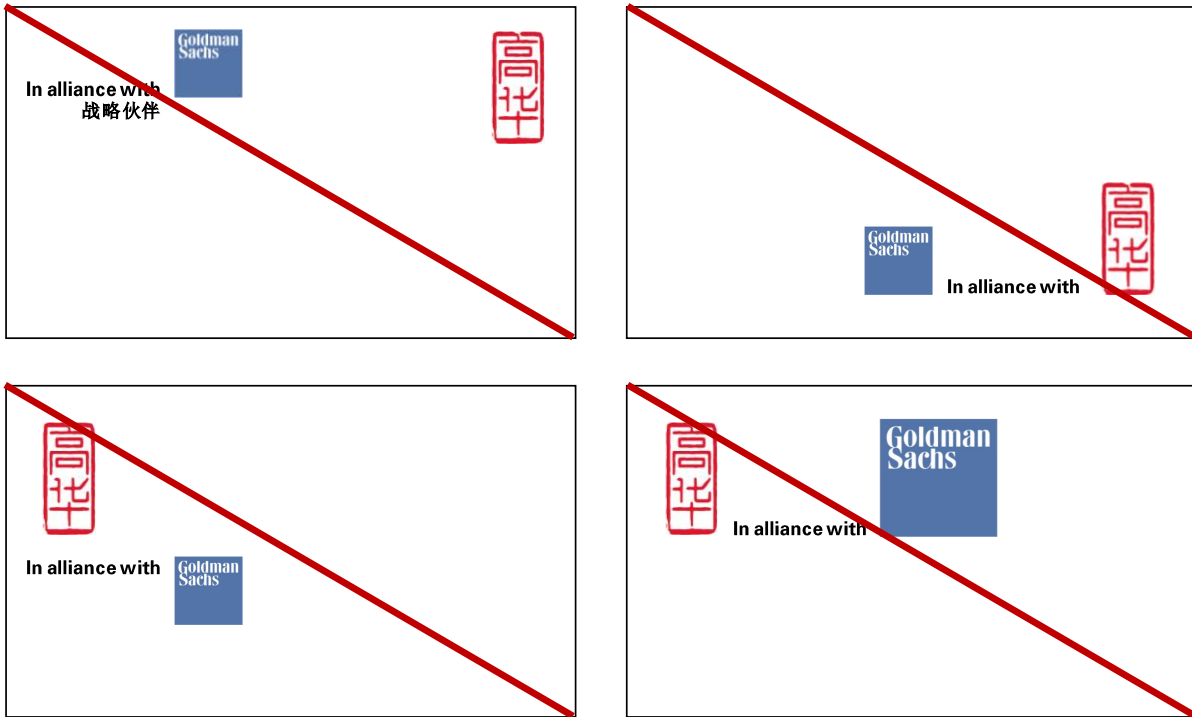


Placement on Page

Where possible, the Goldman Sachs and Gao Hua logos should appear on opposite ends of a communication or piece of collateral.



The following placements of the Goldman Sachs and Gao Hua logos are not permitted. Note that the Goldman Sachs tagline lock-up logo should not appear on the upper left corner of a page.



Clear Space

The Goldman Sachs bilingual logo must stand out clearly from its surroundings. This applies not only to the background, but also to interference from nearby text, photographs and other graphic elements that might compromise the mark's impact.

Wherever possible, the logo should have clear space around it equal to one half the size of the logo box. This will preserve the integrity of the logo and allow for maximum readability.

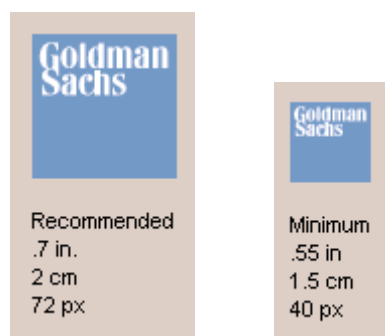


An exception to this clear space rule is use on Web sites. In a Web environment, seek as much clear space around the logo as possible.

The Goldman Sachs bilingual logo can appear over photographs and colored backgrounds as long as legibility and prominence of the mark are unimpaired. The logo should not be placed over active areas of an image.

Size

Sizing measurements for the Goldman Sachs bilingual logo are based on the dimension of the Goldman Sachs logo box.



The minimum size is .55 inches (approximately 1.5 cm) or 40 pixels measured from top to bottom or left to right. To ensure maximum legibility, use the logo at the recommended size of .7 inches (approximately 2 cm) or 72 pixels, whenever possible. This applies to both letter (U.S.) and A4 (European) paper sizes.

For large formats such as banners, billboards and signage, the Goldman Sachs bilingual logo should be proportionally balanced to the size of the piece.

In all cases, the logo should never:

- Bleed off any edge
- Be cropped
- Be invaded in any way

Dark Background

For very dark backgrounds – for example, black and navy – the knock-out logo should be used, which means everything should be in white (the outline logo, the Goldman Sachs type and the Chinese characters).

Paper Stock

When printing marketing materials on a paper stock that is a color other than white, logo use should be restricted to the secondary (black/white) logo only. If you are using a non-white paper stock, limit your choice to neutral or khaki-colored papers that provide significant contrast to the black/white logo.