

Goldman Sachs

Brand Guidelines for App Development



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Introduction

Introduction

This document is a set of brand identity principles and technical specifications intended to help colleagues and agency partners create effective iOS tablet experiences and iOS phone applications within the Goldman Sachs brand identity and following best practice.

Creating effective, user-friendly solutions that reflect Goldman Sachs distinct “look-and-feel” is important as it enables recognition, builds trust and reinforces the firm’s business reputation. Taken as a whole, applying these guidelines helps build, protect the value of and enhance the equity within our brand.

The elements within this document are designed with iOS 7 in mind and keep with iOS guidelines.

Load/Launch Screens

Load/Launch Screens

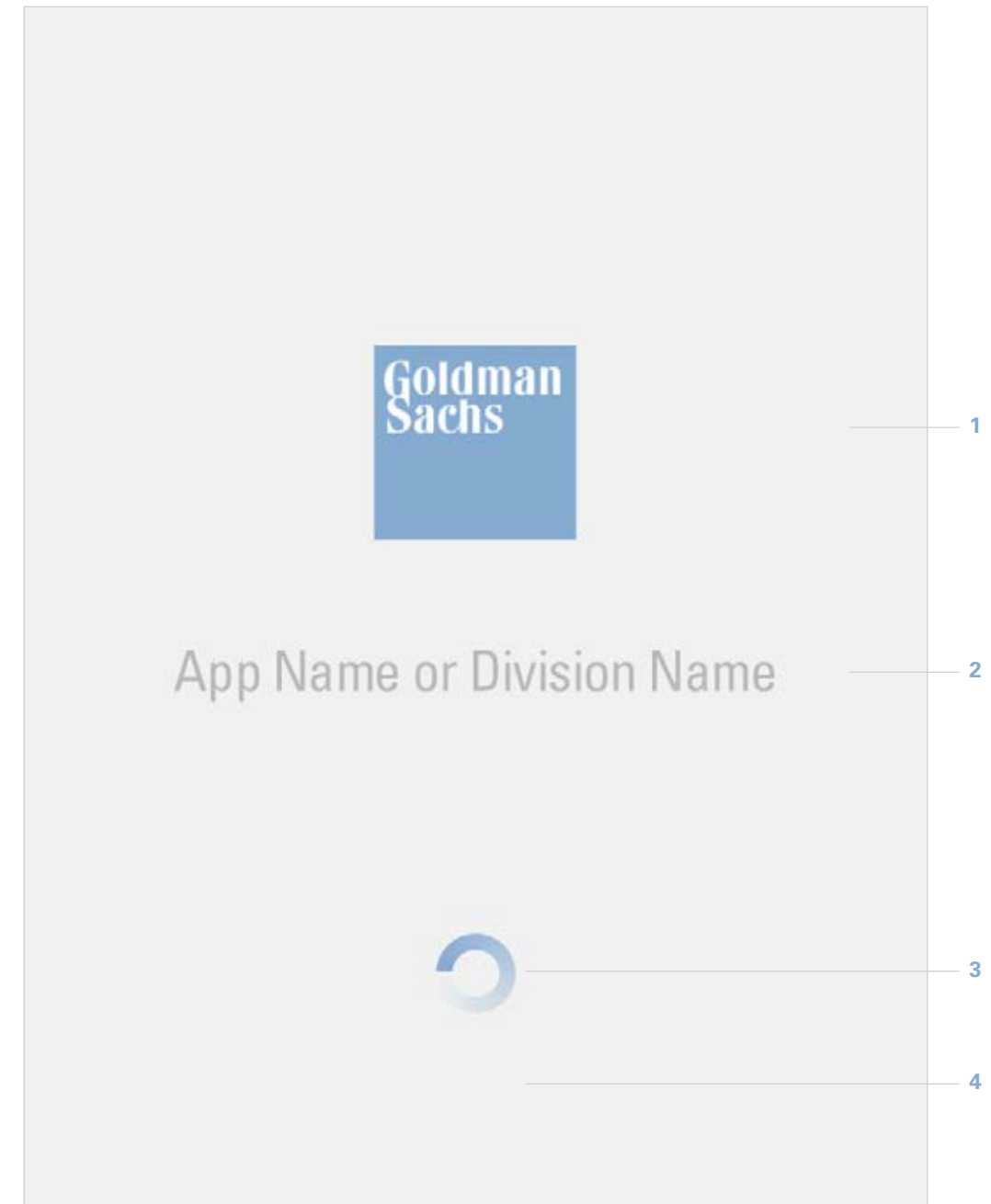
Minimal Launch Screen

This is the screen users will see when they load the app.

The design approach is clean and minimal. There are two color options provided.

The darker screen is the preferred option, but the lighter version can be used when more consistent with the app's design.

1. Goldman Sachs is displayed at 100 x 100 px (200 x 200 px - retina) and is horizontally centered.
2. App or division names (ex: Private Wealth Management) are displayed in Univers Condensed and horizontally centered.
3. A simple circular loader that should spin while loading tasks occur. This element can be used on other pages to indicate loading action. Element is horizontally centered on the screen. Loader color = hex# 7399cb - R115 G153 B203
4. Light background: hex# f1f1f1 - R241 G241 B241
5. Dark Background: hex# 202324 - R32 G35 B36



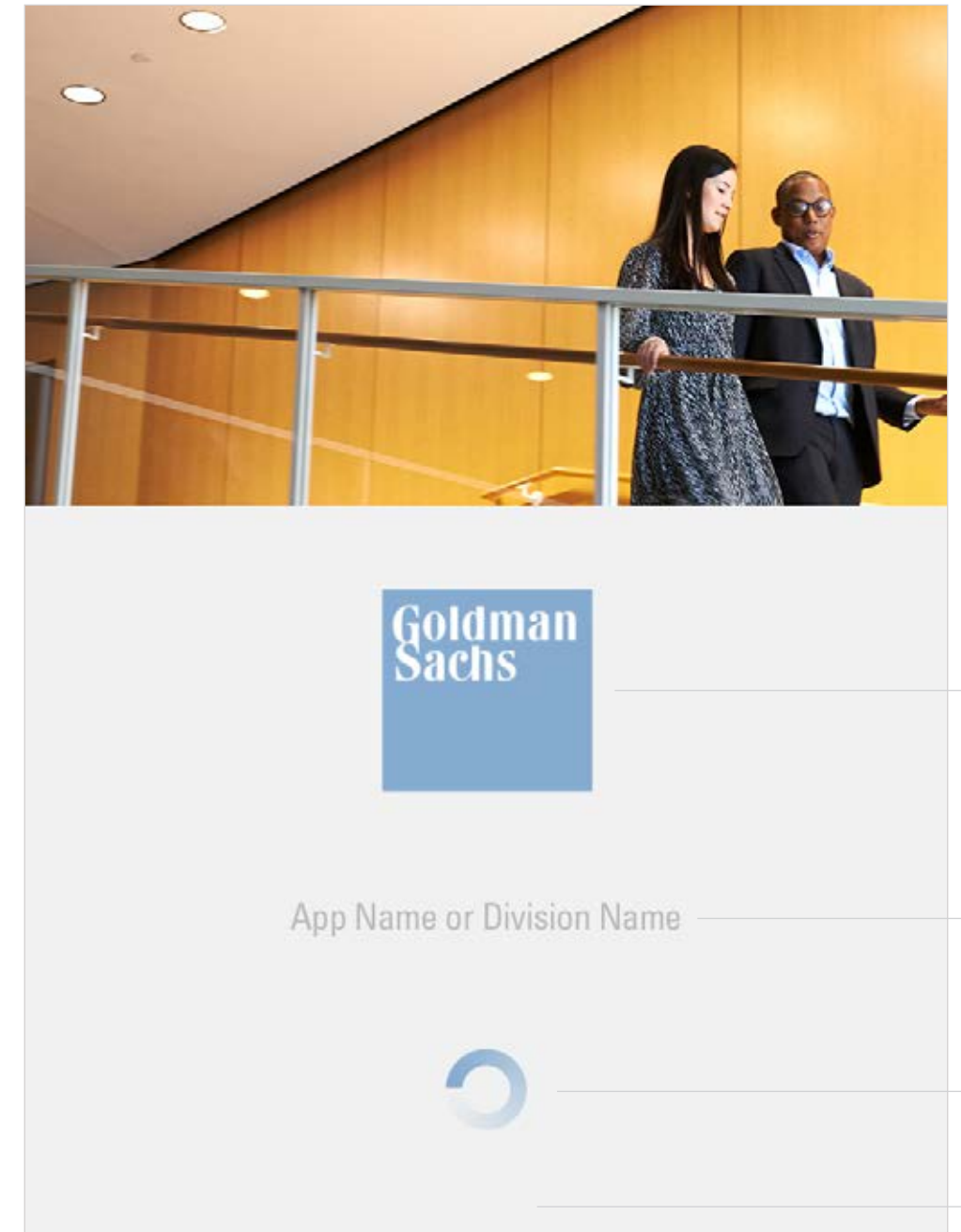
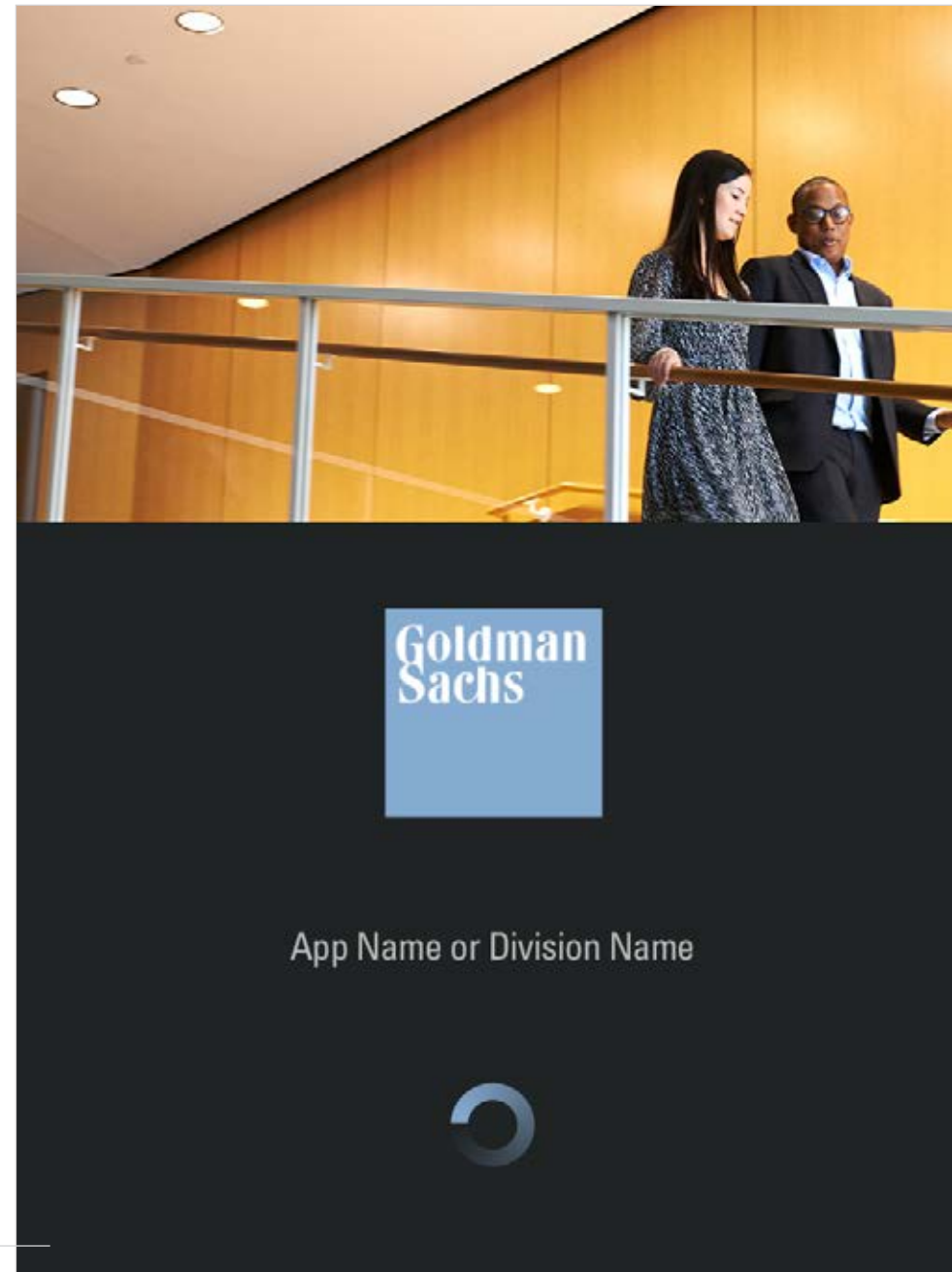
Load/Launch Screens

Launch Screen with Image

This is the screen users will see when they load the app.

The design approach is clean and minimal with two color options provided. The darker screen is the preferred option, but the lighter version can be used when more consistent with the app's design.

Here is an option showing how an image or graphic can be used in a load screen. Both this style and the minimal style on the previous page are acceptable. Refer to page 39 of this document for guidance on image usage and selection.



1. Goldman Sachs is displayed at 100 x 100 px (200 x 200 px - retina) and is horizontally centered.
2. App or division names (ex: Private Wealth Management) are displayed in Univers Condensed and horizontally centered.
3. A simple circular loader that should spin while loading tasks occur. This element can be used on other pages to indicate loading action. Element is horizontally centered on the screen. Loader color = hex# 7399cb - R115 G153 B203
4. Light background: hex# f1f1f1 - R241 G241 B241
5. Dark Background: hex# 202324 - R32 G35 B36

5

1

2

3

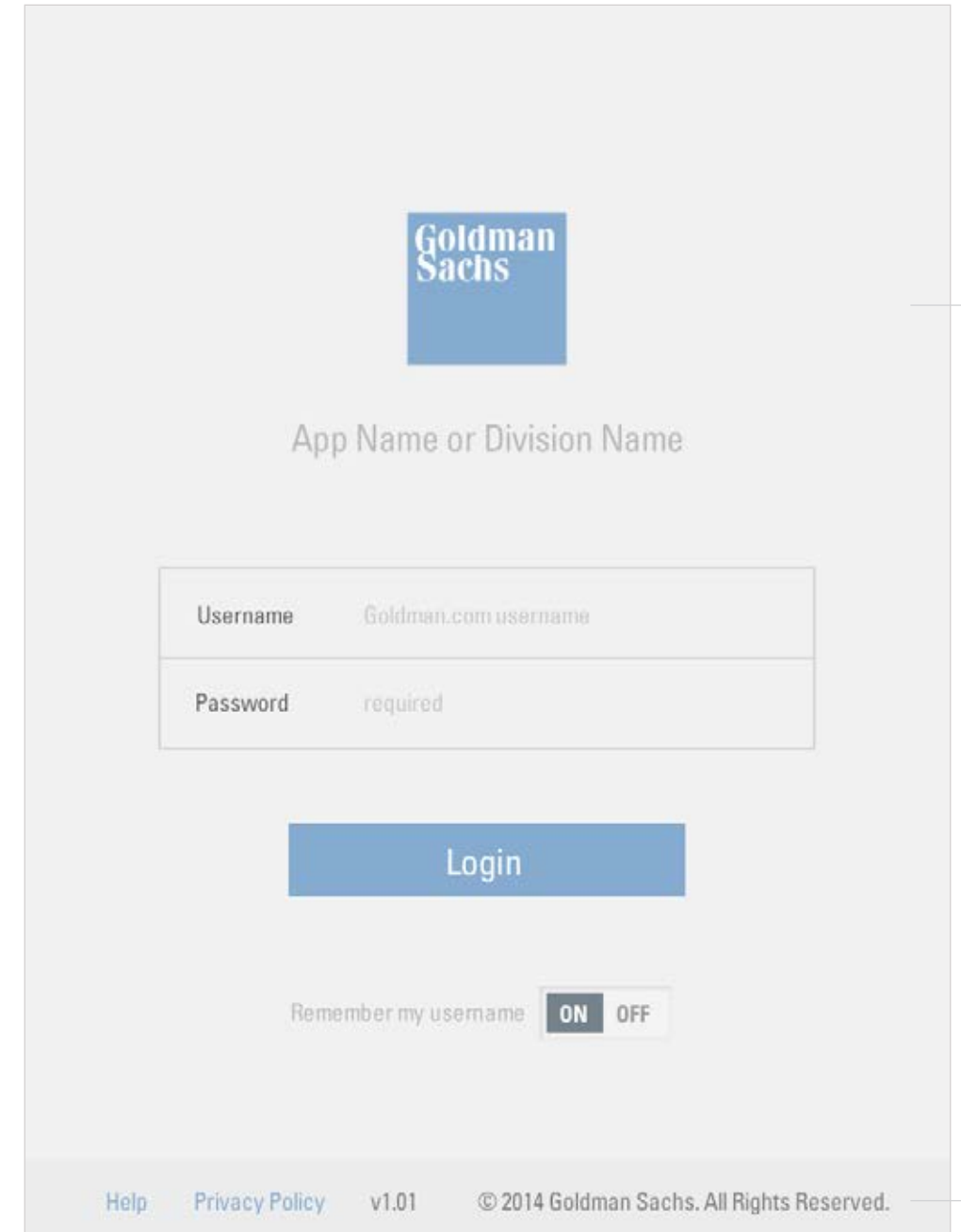
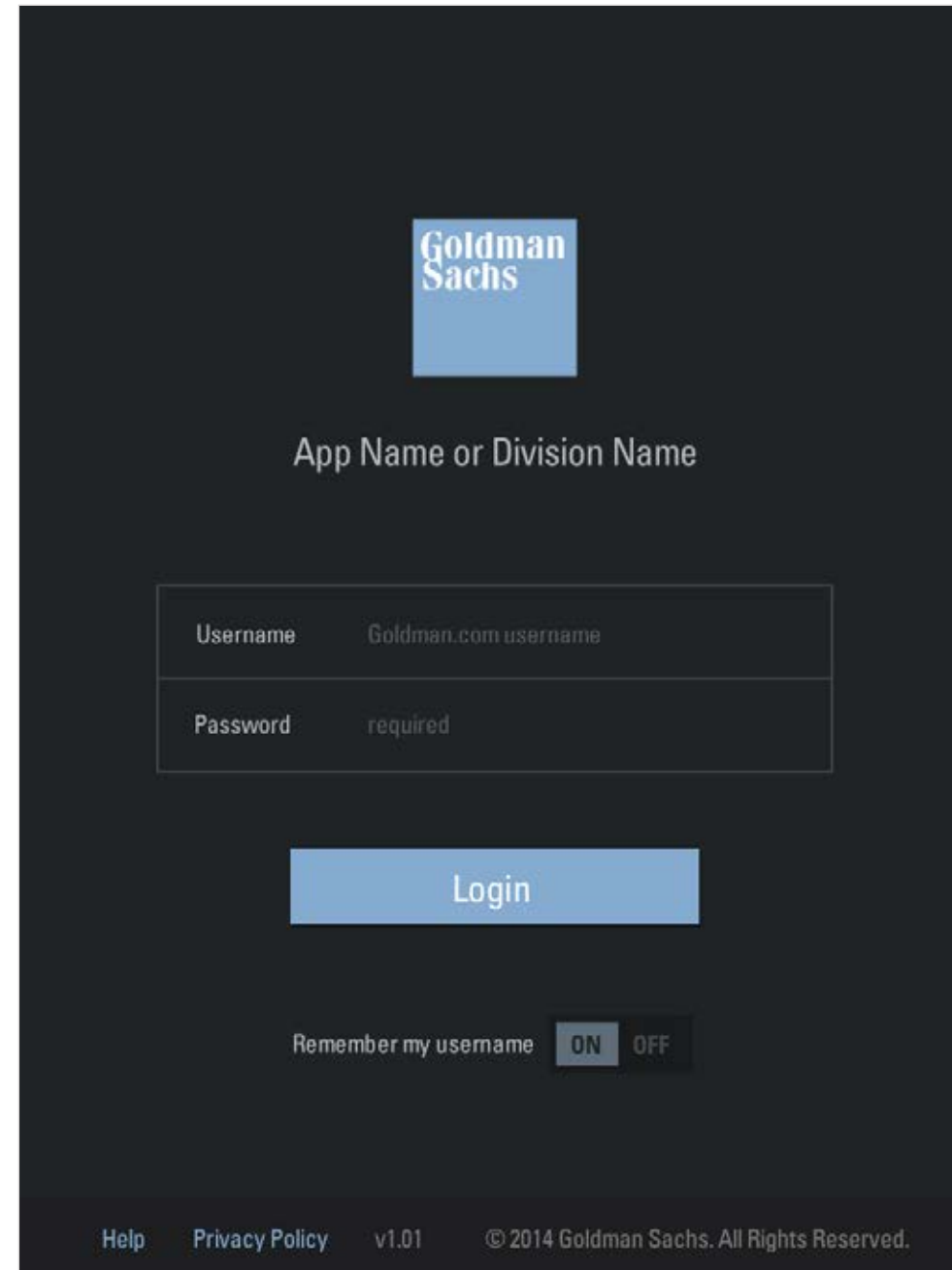
4

Login Screens

Login Screens

Minimal Login Screen

This design style is similar to the load screens but with the added login functionality, as well as links to the Help and Privacy Policy pages.



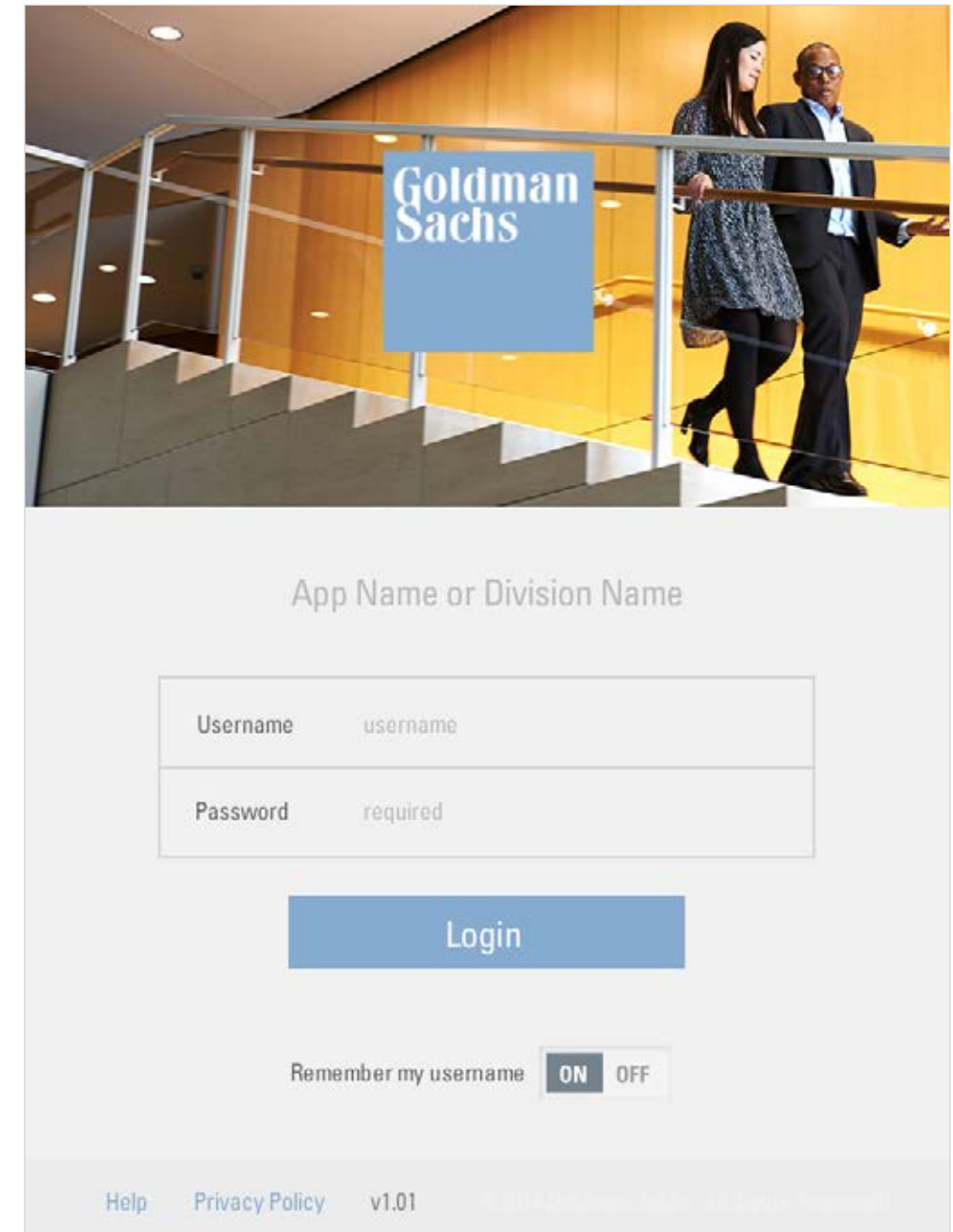
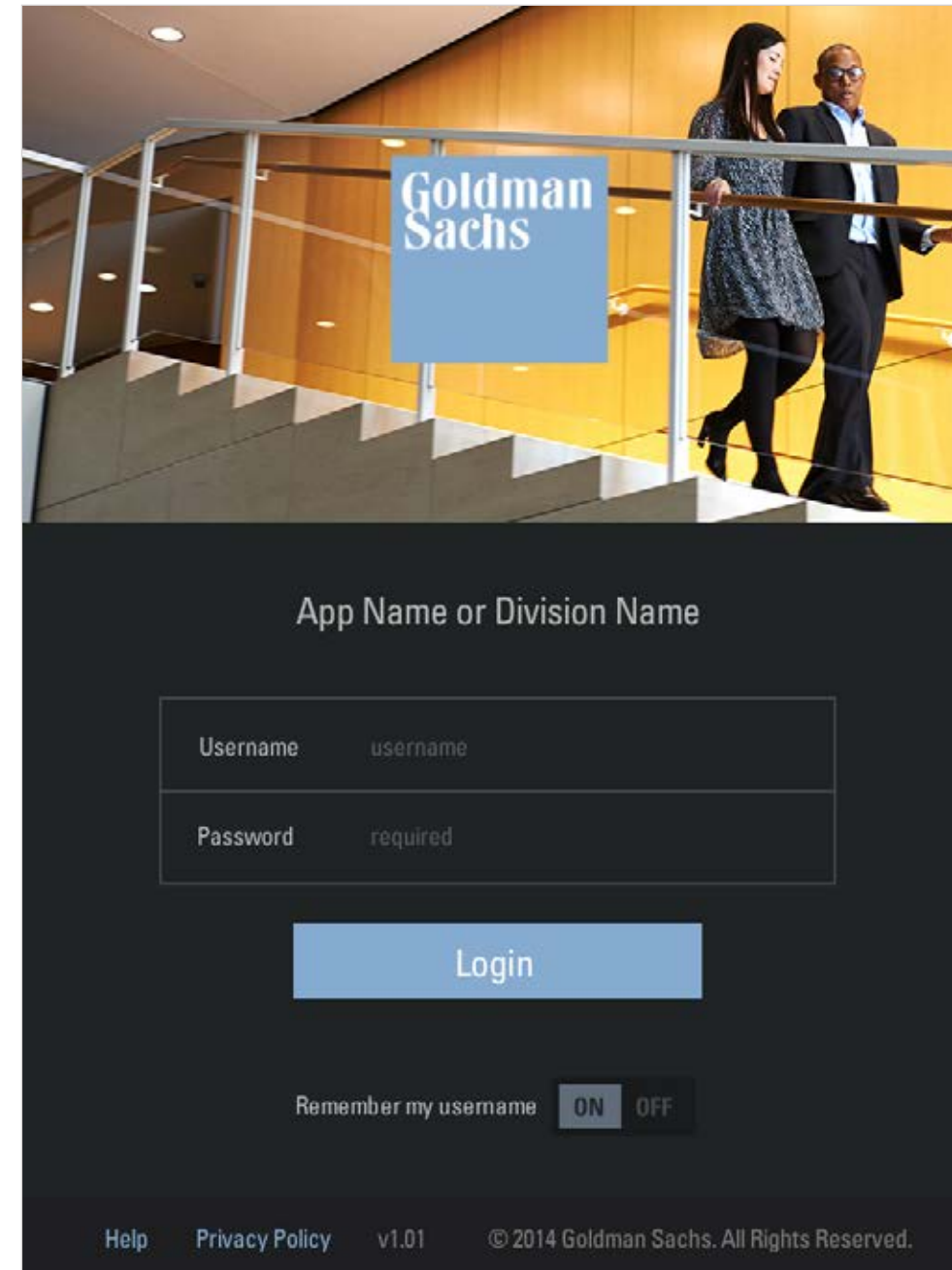
1. This element is only required on a case-by-case basis, as determined by the app requirements.

Login

Login Screen with Image

This design style is similar to the load screens, but with the added login functionality, as well as links to the Help and Privacy Policy pages.

As with the load screens, this option provides the use of imagery when appropriate for your app. Please refer to the photography guidelines starting on page 39 of this document.



1. This specific functionality is not required and is displayed as a reference. Use the functionality that is appropriate for your product.

Headers

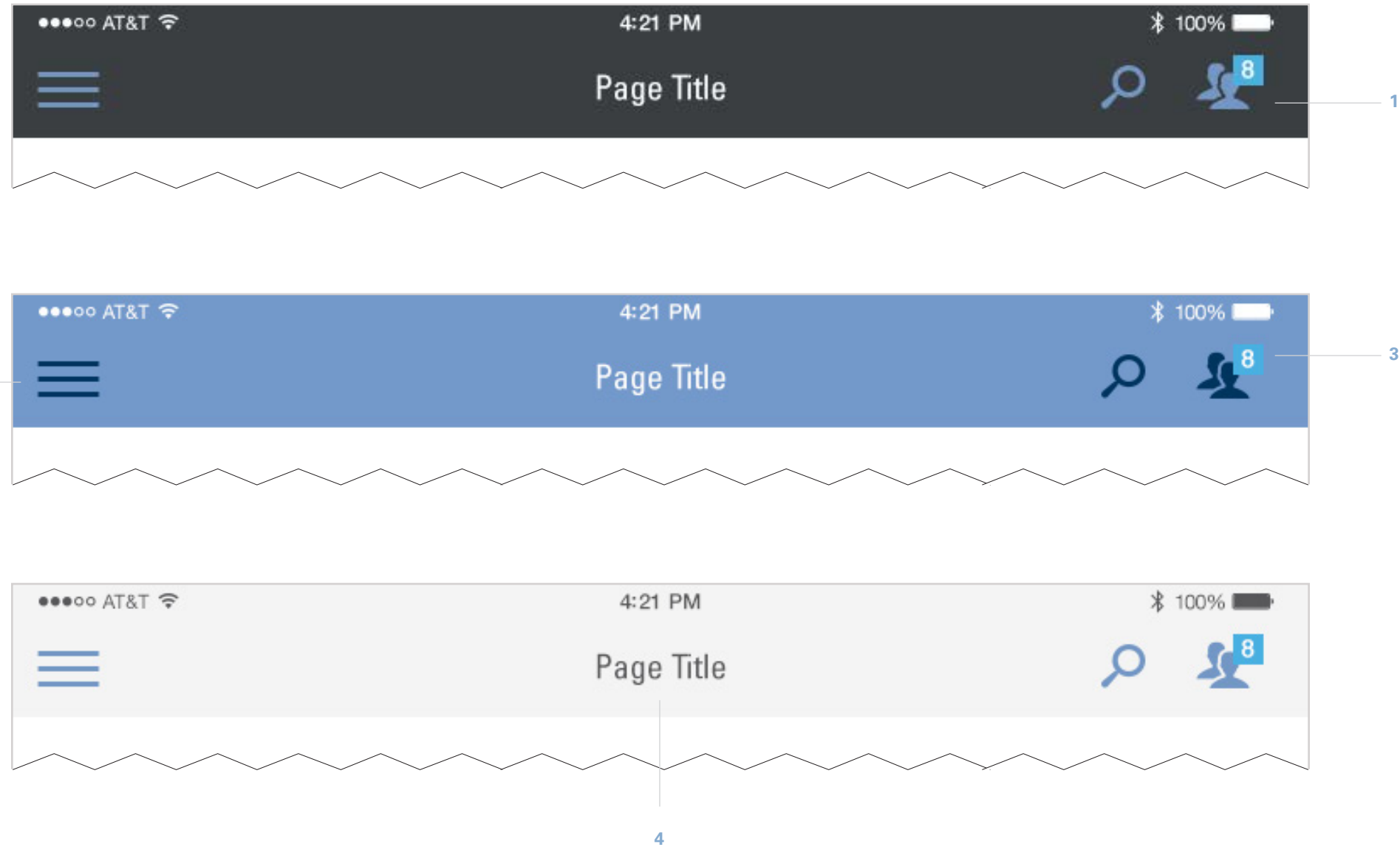
Headers

Clean Headers

Your apps header should be clean and minimal with a focus on functionality. There is no need to include the Goldman Sachs logo or the app name in this space. Your users are aware of the brand at this point of their user journey and this space is best used to display the current page they are on. While it is generally not a good idea to put logos in the header, the Goldman Sachs logo is especially challenging because it's shape and design do not lend themselves to being used in small spaces.

The app name should be used in the header bar of the home screen only. On all other header bars, you should use the section name or the page name.

Three color options are provided, but only one header color should be used per app.



1. This specific functionality is not required and is displayed as a reference. Use the appropriate functionality for your product.

2. The simple menu icon should be used to indicate navigation drawer functionality (see Navigation section starting on page 13 for open state).

3. This is a notification indicator that alerts users of updates.

4. Page Title uses Univers Condensed in title case.

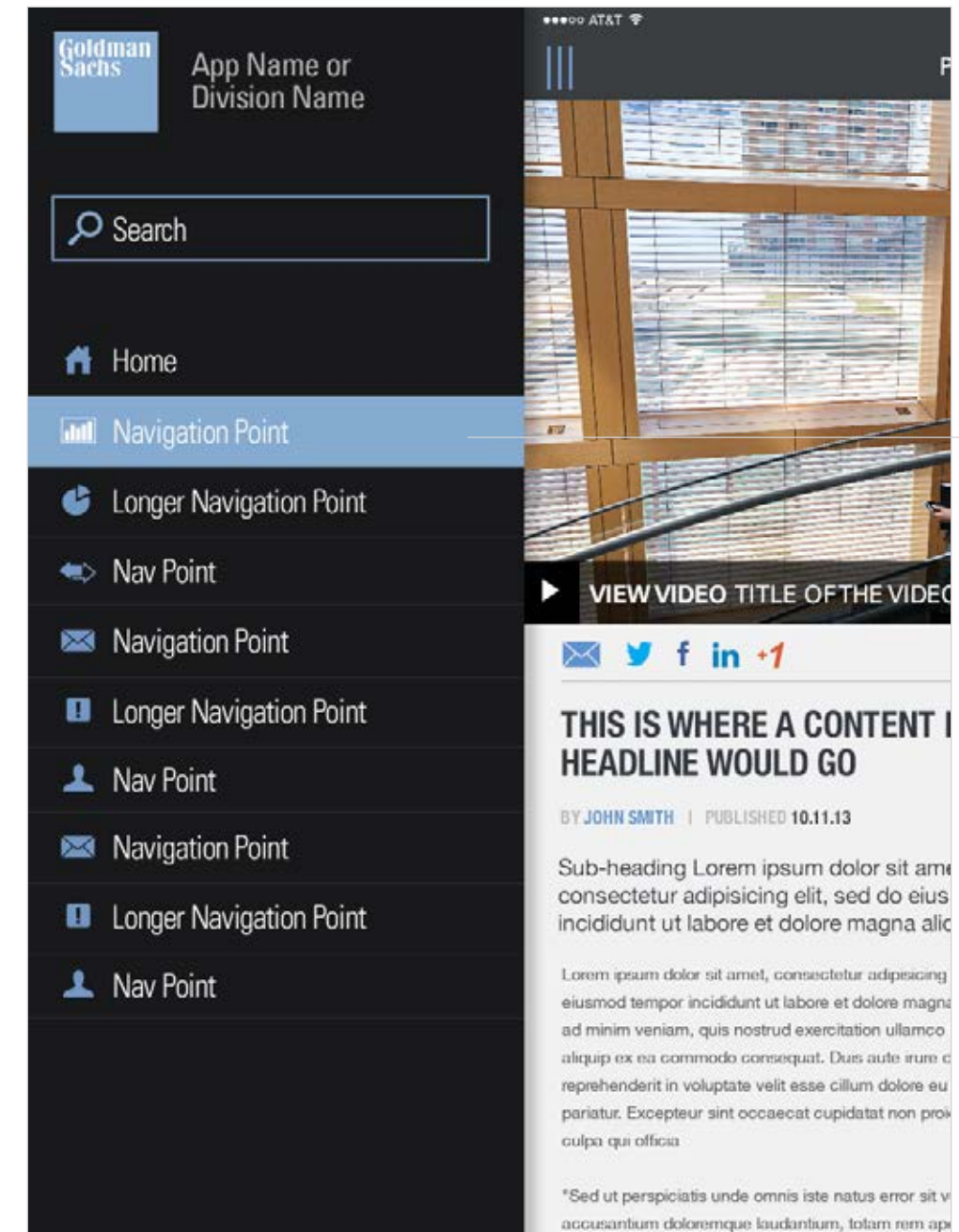
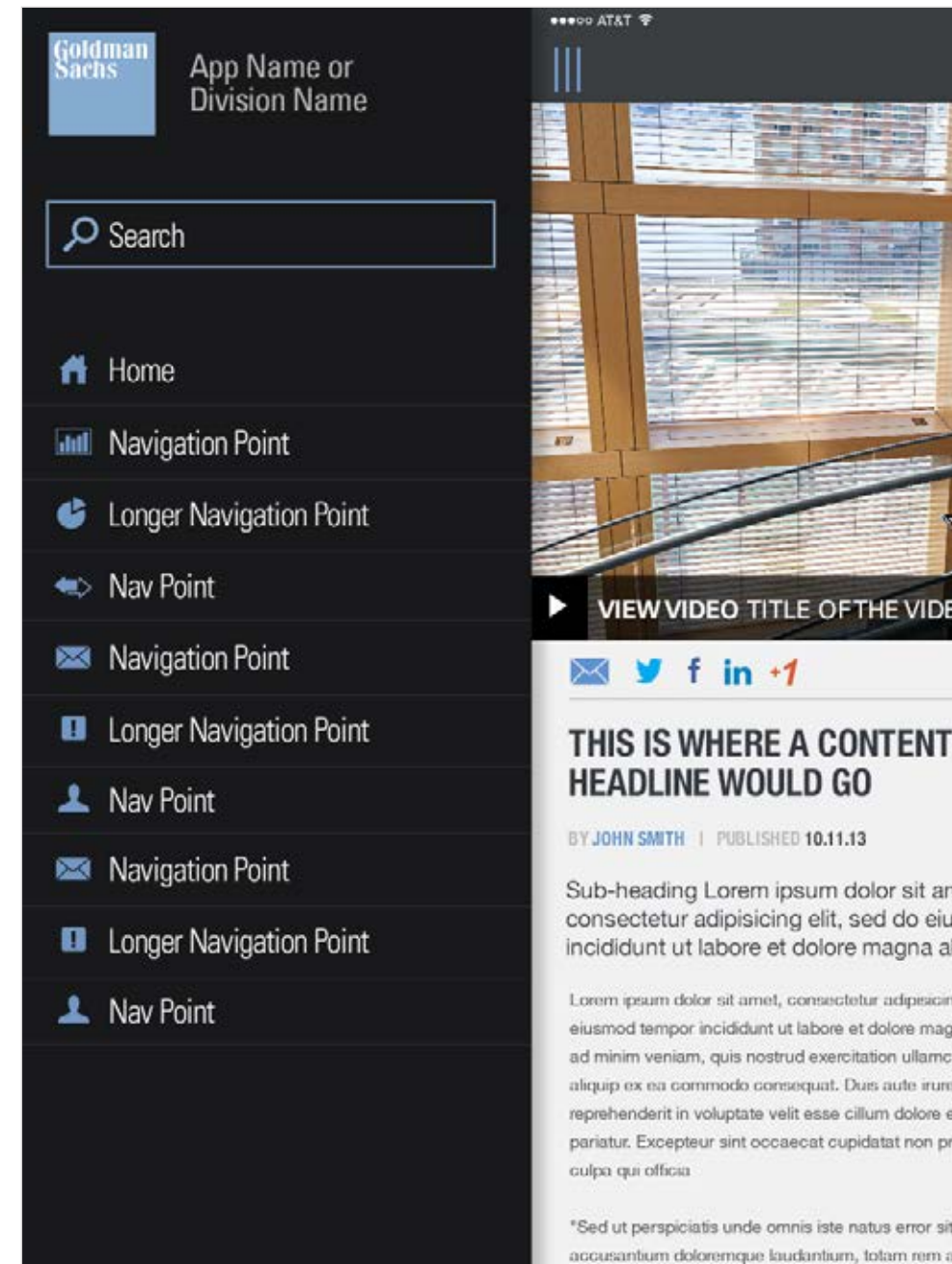
Navigation

Navigation

Side Navigation

Core navigation is a slide-out menu triggered by the header menu button. Once triggered, the menu icon rotates 90 degrees, pushing the menu from left to right, and moving the page partially offscreen.

To close or hide the menu, users can tap either the menu button or the page itself. Side navigations provide a good opportunity to show the Goldman Sachs logo and app name. This allows you to reiterate the brand and app name while not forcing them into the header space. They can also include a search function when required.



1. Tap state

Navigation

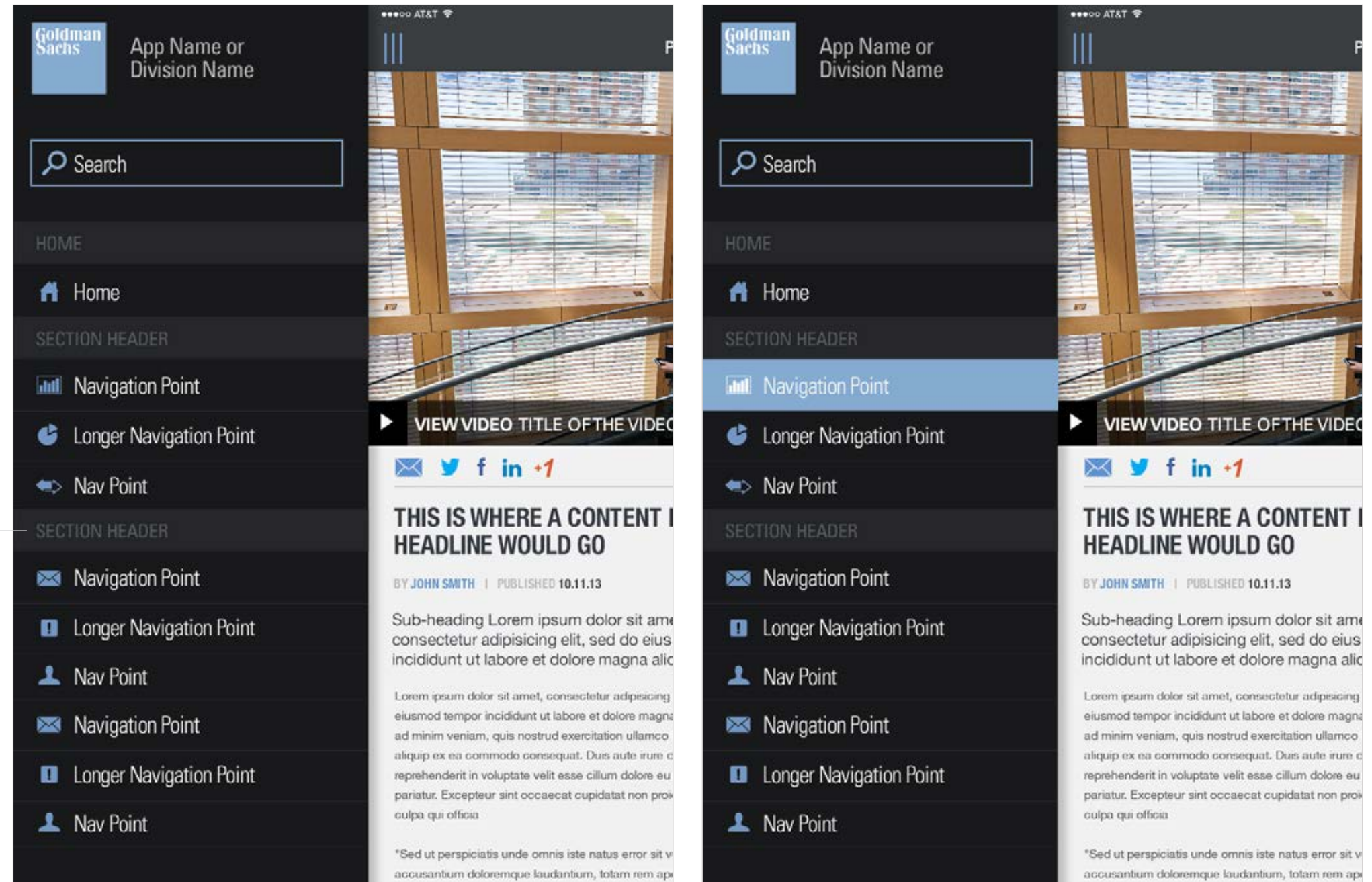
Side Navigation with Headers

Core navigation is a slide-out menu triggered by the header menu button. Once triggered, the menu icon rotates 90 degrees, pushing the menu from left to right, and moving the page partially offscreen.

To close or hide the menu, users can tap either the menu button or the page itself. Side navigations provide a good opportunity to show the Goldman Sachs logo and app name. This allows you to reiterate the brand and app name while not forcing them into the header space. They can also include a search function when required.

1. The functionality is the same as described on the previous page. This is an example of the open menu that includes section headers for navigation with multiple levels and sub-levels.

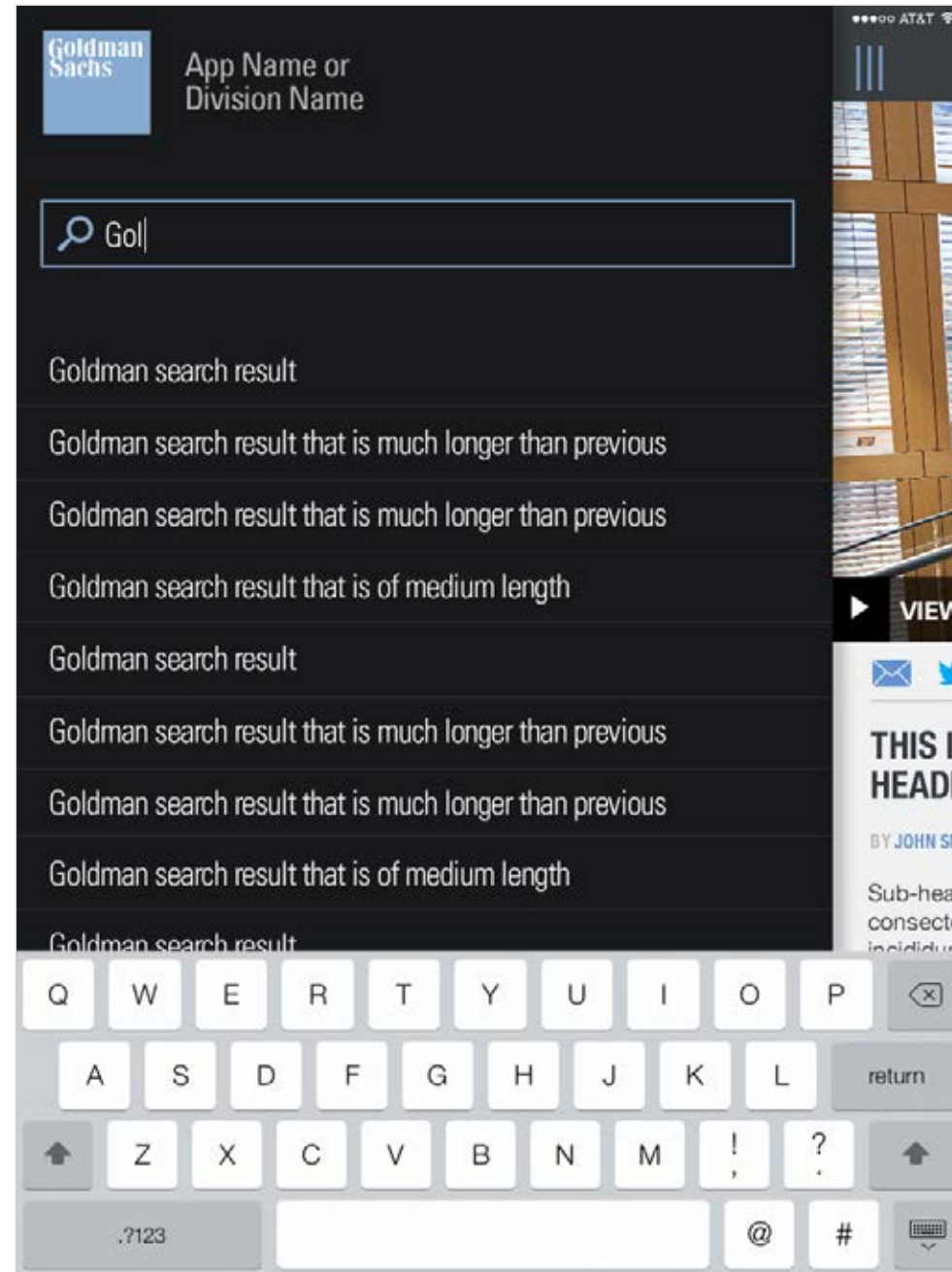
1



Navigation

Search

Search can be triggered from the navigation or the header. When the user triggers the search option, the nav opens wider and continues pushing the page to the right. Auto-complete results appear as the user enters a search query. Standard iOS 7 can also be used when development of custom search is not possible.



1. This specific functionality is not required and is displayed as a reference. Use the appropriate functionality for your app.

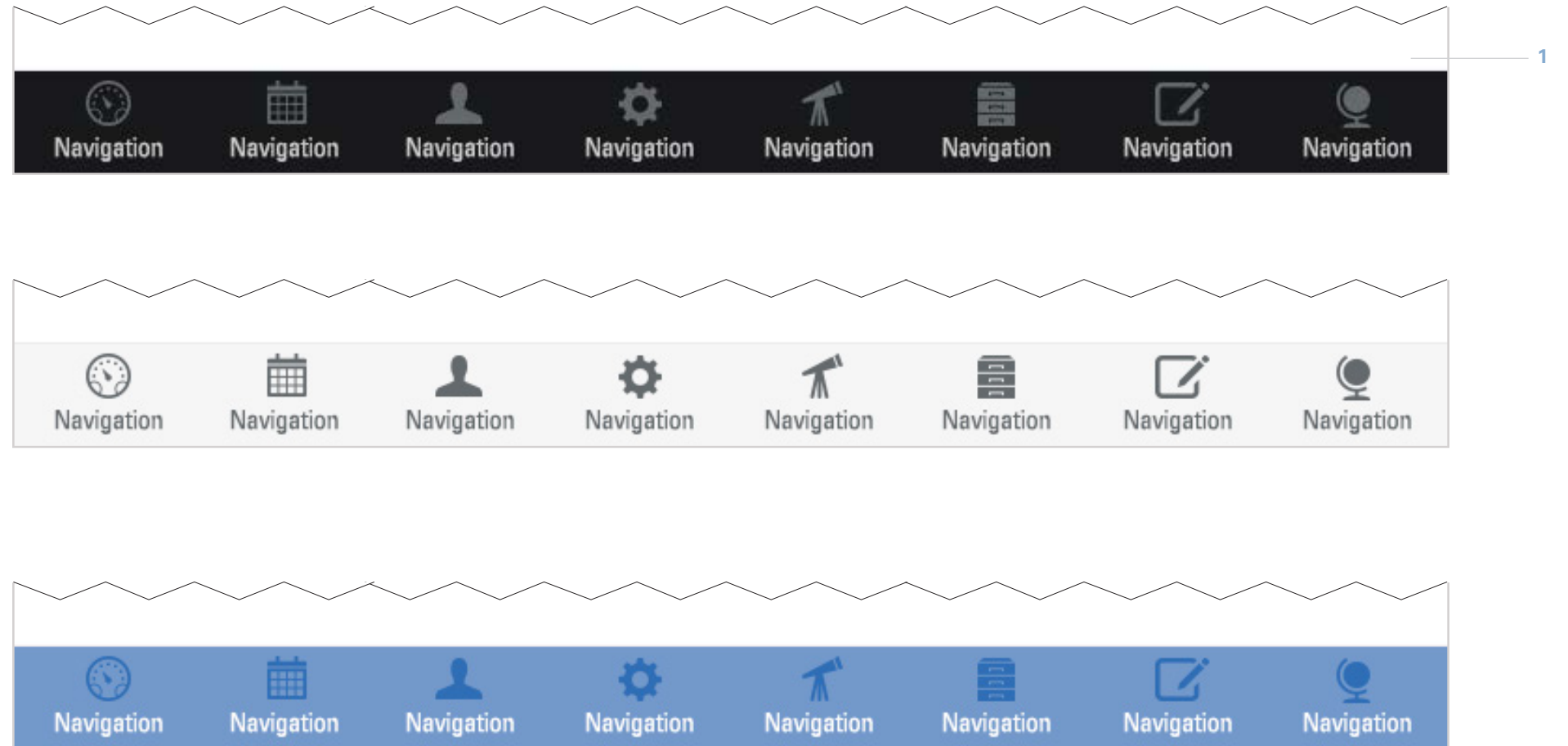
Navigation

Toolbar Navigation

The toolbar is a secondary navigation option that serves multiple purposes. It can be used when your app has eight or fewer navigation points.

It can also be used in conjunction with the slide-out nav. In that case, the toolbar menu should only include actions performed frequently by the user.

Color choices can be mixed and matched with the header color choice (ex: Blue header with dark grey toolbar).



1. This navigation is placed the bottom of the screen.

Content

Content

Content Grid and Detail Pages

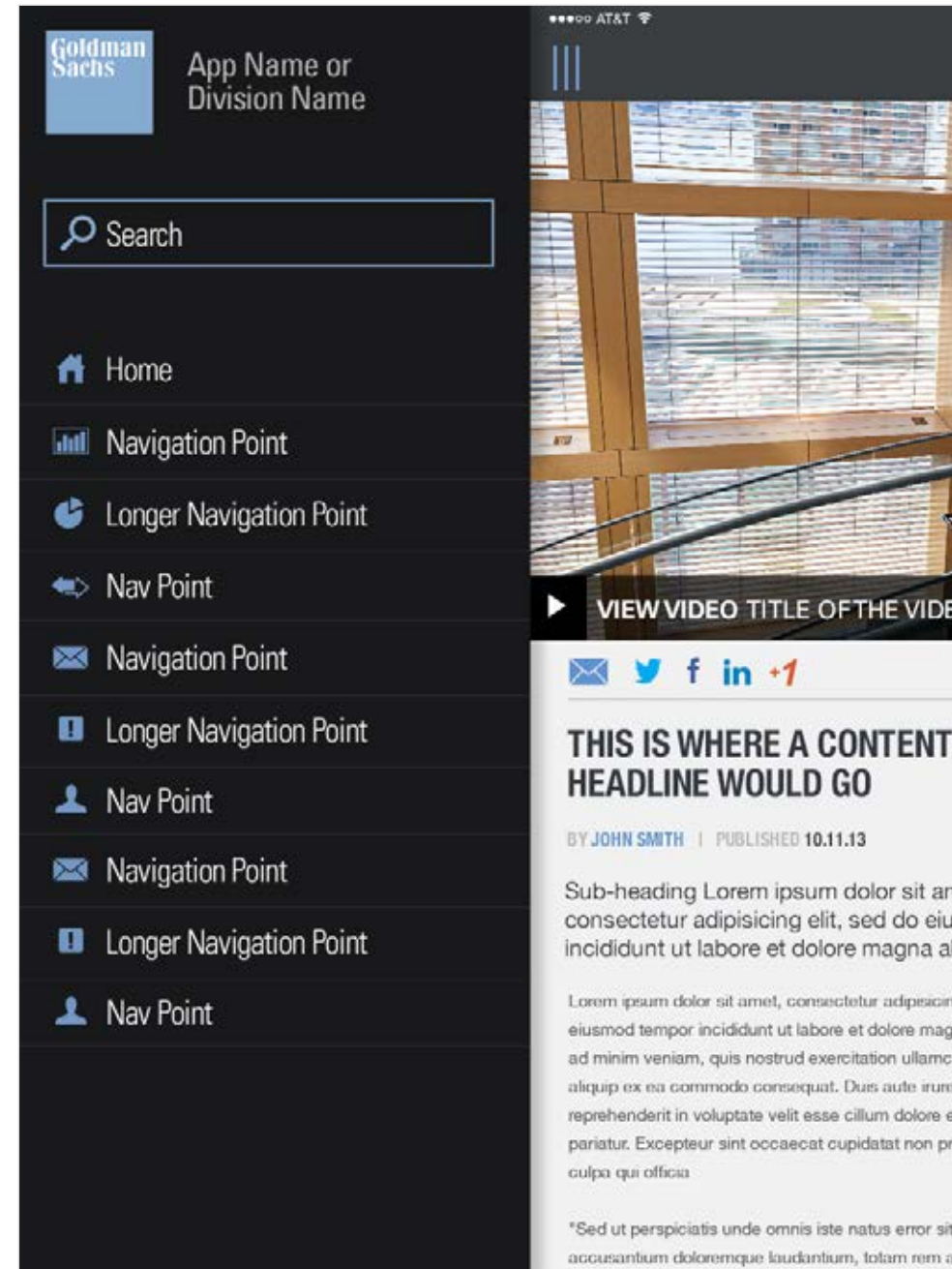
Here are examples of design-heavy dashboard screens.

Remember to avoid using separated modules inside the boxes. Content should be separated by simple rules.

A dark header can be used to highlight core data or account information.

Note that all charts and graphs should be simple, consistent, and flat in design. There should be no use of gradients or 3D graphs for charts. This allows us to create consistent system for all data driven content. It also makes it more efficient to create data driven elements from a development perspective.

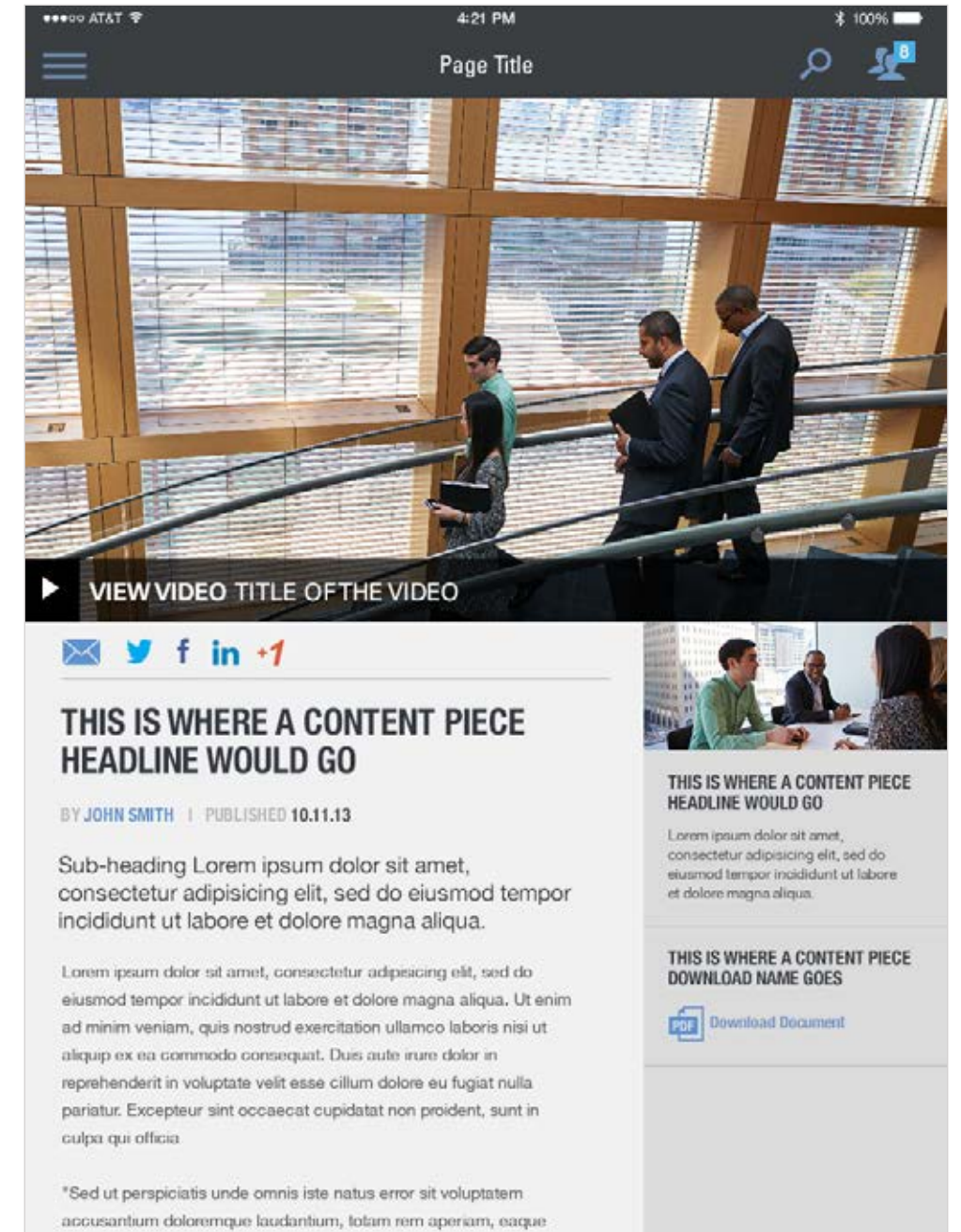
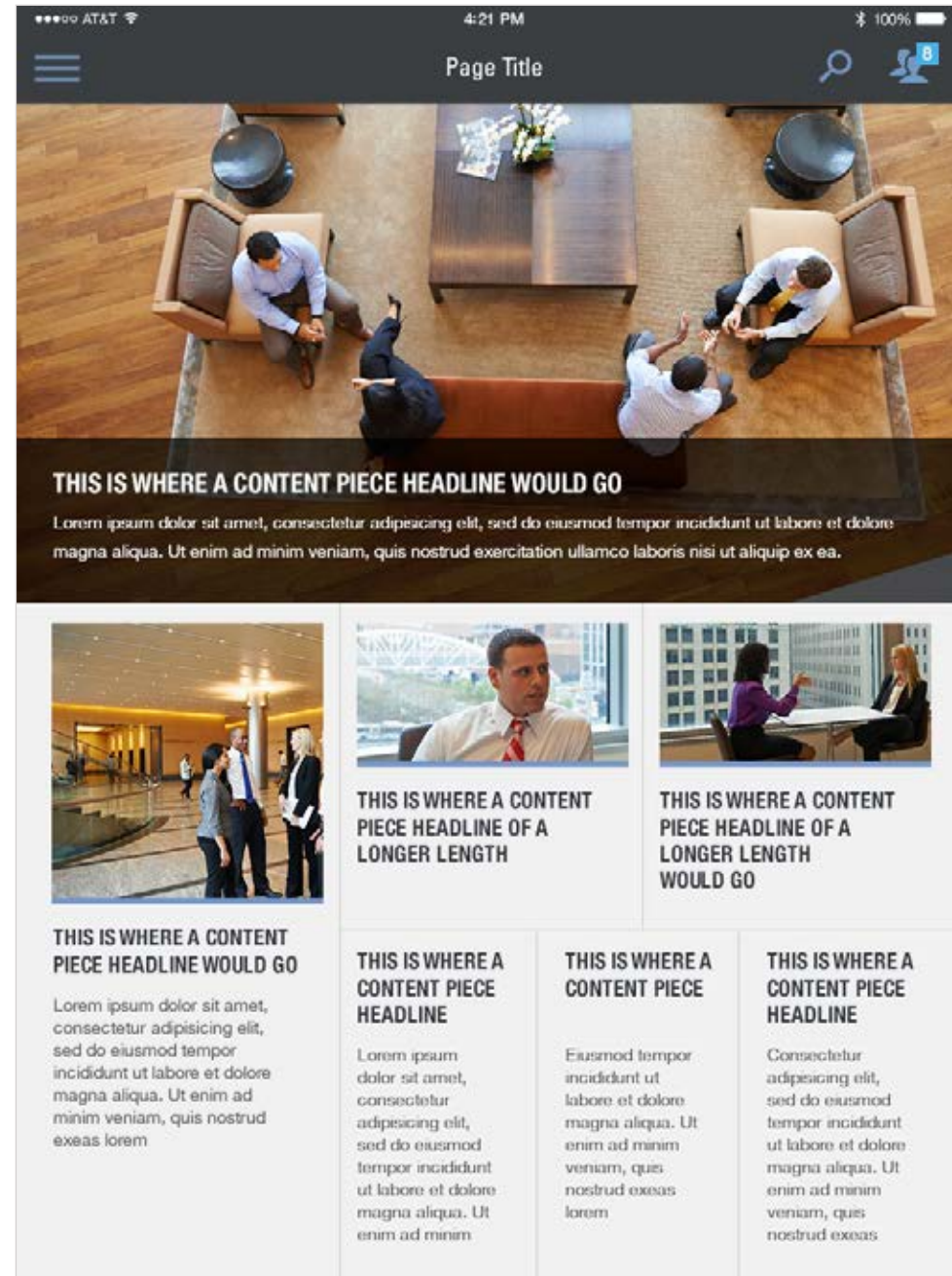
1. This specific functionality is not required and is displayed as a reference. Use the appropriate functionality for your app.



Content

Content Grid and Detail Pages

Here we see examples of more editorial-style app pages. They show how to treat content module and content detail pages. These designs are provided as a reference. Adjustments can be made based on your content and business needs.



1. This specific functionality is not required and is displayed as a reference. Use the appropriate functionality for your app.

UI Elements

The UI elements in this section were created for the iPad but can also be used for the iPhone if resized.

This section includes the core elements most often used in creating a user interface system. Some are based on existing iOS designs with the color palette adjusted to fit the Goldman Sachs brand. This creates fewer challenges during development and maintains brand standards. Certain standard elements, such as keyboards, are not included and the standard iOS 7 elements should be used.

Forms

Forms

Forms

Form field styles are provided for use on both dark and light backgrounds. They include treatments for inactive, active, and alert states.

- 1. Forms can be linked when they have tightly related functions. This is done most often for login screens.
- 2. Light background: hex# f1f1f1 - R241 G241 B241
- 3. Dark Background: hex# 202324 - R32 G35 B36
- 4. Error state: hex#880E04 R139 G14 B4

This image shows four examples of form fields on a dark background (hex# 202324). The first example, labeled '3', is a 'Linked (inactive)' form with two stacked fields: 'Username*' with placeholder 'Goldman.com username' and 'Password*' with placeholder 'required'. Below it is an '*required' label. The second example is an 'Inactive' state for a 'Username*' field with placeholder 'Goldman.com username'. The third example is an 'Active' state for a 'Use' button. The fourth example, labeled '4', is an 'Alert' state for a 'Username*' field with placeholder 'name@gs.com', highlighted with a red border.

This image shows four examples of form fields on a light background (hex# f1f1f1). The first example, labeled '1', is a 'Linked (inactive)' form with two stacked fields: 'Username*' with placeholder 'Goldman.com username' and 'Password*' with placeholder 'required'. Below it is an '*required' label. The second example, labeled '2', is an 'Inactive' state for a 'Username*' field with placeholder 'Goldman.com username'. The third example is an 'Active' state for a 'Use' button. The fourth example is an 'Alert' state for a 'Username*' field with placeholder 'name@gs.com', highlighted with a red border.

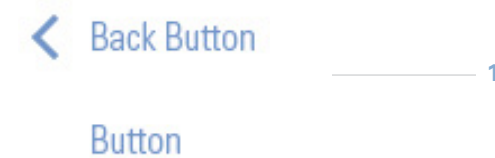
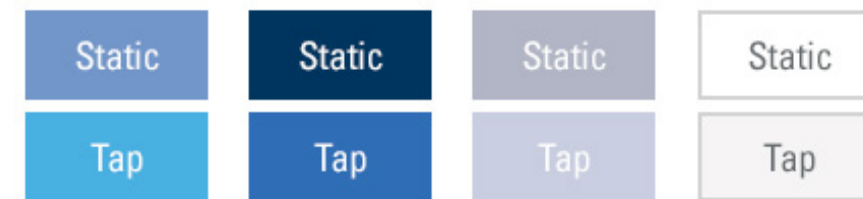
Buttons

Buttons

The buttons on this page are designed to handle calls-to-action with varying levels of importance.

The primary button uses the Goldman Sachs logo colors. The hierarchy of button usage can be changed to some degree based on the color of your background. For example, the white and light grey buttons will stand out more on a dark background so should therefore be higher in the hierarchy than the dark blue button in that context.

There are three sizes available based on your app needs. iOS 7 also leans heavily on the use of text-based buttons, so those are provided as well. White outlined and text buttons are good options when your app is call-to-action heavy and the use of too many colored buttons would be confusing to users and would clutter the experience of your app.



1. Links should be Goldman Sachs logo blue

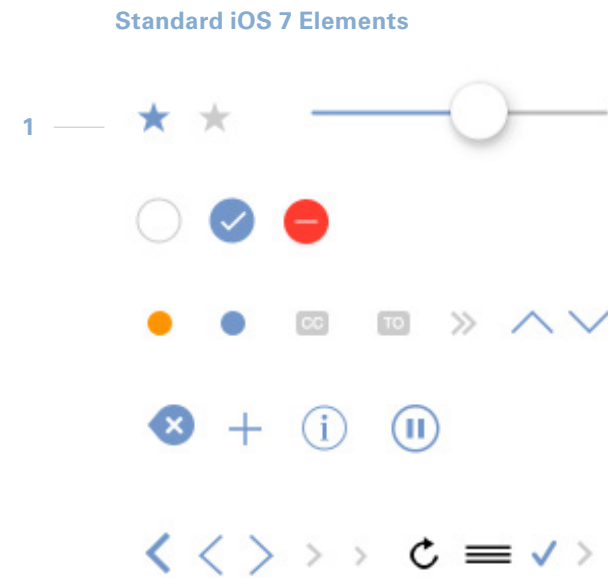
Standard UI Elements

UI Elements

This section includes core UI elements found in iOS 7. It also includes elements such as social buttons, progress bars, and numbered pagination. A selection of elements are based closely on existing iOS 7 designs but with revisions to the color palette that align with the overall Goldman Sachs brand.

Certain standard elements, such as the keyboard, have not been included. These elements continue to use the standard native iOS 7 design.

1. Uses standard iOS 7 design with changes to the color scheme.
2. Replaces iOS 7 circle indicators for swipable slideshows and content areas.
3. The first choice is to use the social icons with the platform-specific color palettes. Additional options are provided for instances where these colors do not fit in with the rest of the app.



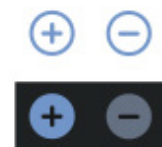
Checkbox



Radio Buttons



Add/Remove



Pagination



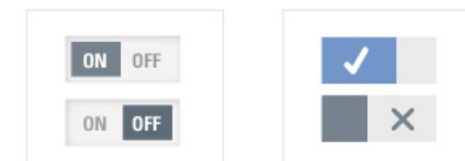
Swipe Indicator



Progress bar



Toggle



Social



3

UI Elements

This section includes core UI elements found in iOS 7. It also includes elements such as social buttons, progress bars, and numbered pagination. A selection of elements are based closely on existing iOS 7 design but with revisions to the color palette that align with the overall Goldman Sachs brand.

Contextual Menus

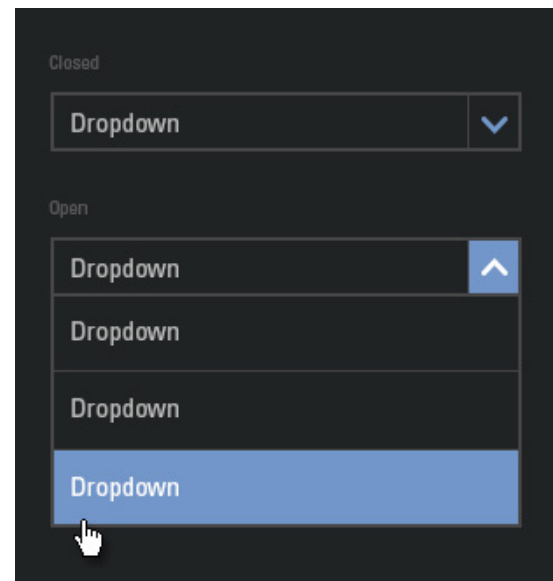


Tool Tip

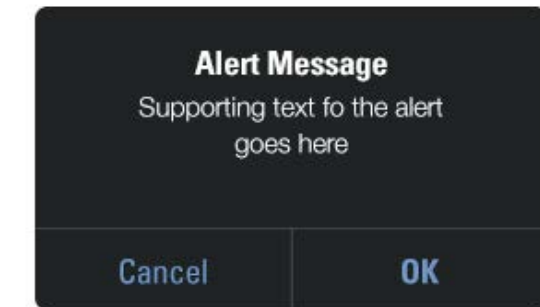
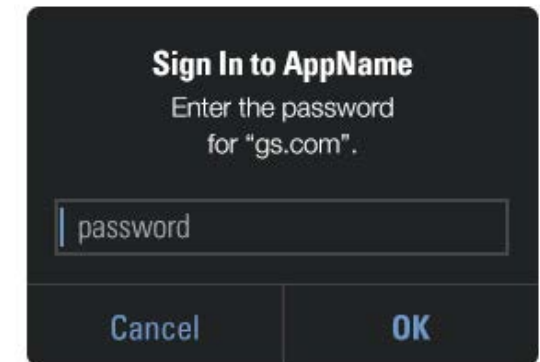


1, 2. These are the standard iOS 7 segmented controls and alerts design. The color is changed to match the Goldman Sachs brand.

Dropdowns



Alerts



Segmented Controls



Typography

Typography

General Rules

iOS 7 generally allows for more limited typography control than HTML and CSS. Size, color, justification, font, and casing are relatively simple. Tracking and line height are a much greater development challenge. Therefore it is necessary to use the brand typeface, Univers, in combination with a similar native typeface such as Helvetica Neue.

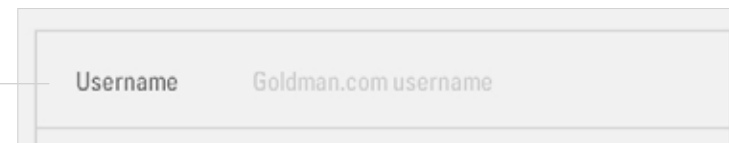
The positives of native typefaces are that they offer more meticulous refinement with elements such as line height, so they are more useful for body copy. The drawback is that native font Helvetica Neue does not offer the same range of weights as the brand font Univers.

* Note: All type sizes should be doubled for retina screen resolutions

Univers Usage

Examples in use

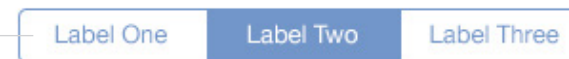
Univers Bold Condensed



Univers Bold Condensed



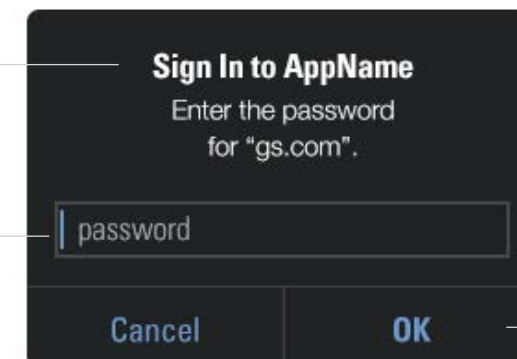
Univers Bold Condensed



Univers Bold Condensed



Univers Bold Condensed



Univers Bold Condensed

Typography

General Rules

iOS 7 generally allows for more limited typography control than HTML and CSS. Size, color, justifications, font, and casing are relatively simple. Tracking and line height are a much greater development challenge. Therefore it is necessary to use the brand typeface Univers in combination with a similar native typeface such as Helvetica Neue.

Native typefaces offer more meticulous refinement with elements such as line height, so they are more useful for body copy.

Helvetica Neue Usage

Helvetica Neue is a standard iOS 7 font and has weights and characteristics that complement Univers. Because it is a standard typeface, attributes such as line height are generally more refined and better for use in headlines and body text.

Examples in use

Helvetica Neue Bold Condensed — **THIS IS WHERE A CONTENT PIECE HEADLINE WOULD GO**

Helvetica Neue — This is body copy for a main content piece orem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exeat

Helvetica Neue Bold Condensed — **THIS IS WHERE A CONTENT PIECE HEADLINE WOULD GO**

Helvetica Neue Bold Condensed — **BY JOHN SMITH | PUBLISHED 10.11.13**

Helvetica Neue — Sub-heading Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Helvetica Neue — Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia

* Note: All type sizes should be doubled for retina screens resolutions.

Color

Brand Color Palette

Main Brand Colors

The color palette is made up of a broad spectrum of colors. These are the only colors approved for the development of digital marketing communications.

Primary

Use in corporate-level elements such as headers, titling graphics, navigation, user interface, and content.

Secondary

Use in corporate-level elements such as accents and support to the primary palette.

Tertiary

Use in lower-level charts, diagrams, and graphics to support, but not overpower, the primary and secondary palettes.

Exceptions

There are instances, specifically asset allocation charting and references, where there are predefined colors used for each asset class. Teams are allowed to continue use of the established asset class colors in these cases.

Primary

PMS 652 R115 G153 B198 #7399C6	PMS 7463 R0 G53 B95 #00355F	PMS 544 R172 G212 B241 #ACD4F1	BLACK R0 G0 B0 #231F20	PMS COOL GRAY 11 R113 G112 B115 #58575A	WHITE R255 G255 B255 #FFFFFF
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Secondary

PMS 7458 R136 G203 B223 #88CBDF	PMS 7468 R0 G125 B177 #007DB1	PMS 660 R2 G108 B182 #2F6EB6	PMS 3005 R0 G129 B198 #007FC3	PMS 284 R108 G173 B223 #68A6D6	PMS 549 R86 G155 B190 #569BBE
---------------------------------------	-------------------------------------	------------------------------------	-------------------------------------	--------------------------------------	-------------------------------------

Tertiary

PMS 3035 R0 G74 B100 #004A64	PMS 5275 R85 G98 B146 #546292	PMS 5285 R145 G148 B182 #9194B6	PMS 5305 R201 G206 B225 #C9CEE1	PMS 262 R85 G22 B79 #56004E	PMS 5205 R144 G117 B120 #907578
PMS 525 R70 G22 B107 #532E63	PMS 2587 R122 G104 B174 #7A68AE	PMS 5535 R0 G63 B45 #003F2D	PMS 625 R78 G145 B122 #4E917A	PMS 5747 R58 G76 B0 #3A4C00	PMS 5767 R148 G155 B80 #949B50
PMS 623 R157 G200 B186 #9DC8BA	PMS 3298 R0 G113 B97 #007161	PMS 3258 R100 G200 B185 #60C5BA	PMS 3245 R166 G219 B212 #D0E4A6	PMS 7531 R148 G134 B113 #948671	PMS 129 R255 G212 B87 #FFD457
PMS 5797 R222 G225 B189 #DEE1BD	PMS 7490 R103 G145 B70 #679146	PMS 577 R180 G204 B149 #B4CC95	PMS 580 R219 G232 B196 #DBE8C4	PMS 7529 R217 G207 B192 #D9CFC0	PMS 467 R231 G210 B173 #E7D2AD

Digital Only

PMS 7458 R32 G35 B36 #202324	PMS 7468 R241 G241 B241 #F1F1F1	PMS 660 R2 G108 B182 #2F6EB6	PMS 3005 R0 G129 B198 #007FC3
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Alerts and Errors

PMS 188 R139 G14 B4 #8B0E04

Launcher Icons

AppIcons

iOS App Icons

Launcher icons are used in a variety of places, functions and sizes. Including as a launcher icon, in the notification center, in the App Store and in app update notifications.



Supporting text for icons will be "Goldman Sachs". There are only 11 characters available. All remaining characters will be truncated when shown on device. They will all be displayed in the App Store. The app name has sufficient display room in the icon space and therefore does not need to be reiterated.



App Store Description Best Practices

Be Straightforward

Although the description is a critical part of marketing your app, it won't be effective if it includes brand messaging and marketing jargon that's best for an ad campaign or social post. Give a simple, straightforward description of what the app does, who it's designed for, and how it works. Bulleted lists and subheaders can help.

Reflect Keywords

Optimize your description with the same keyword terms. Although it won't have an impact within the App Store itself, it does help you with search elsewhere, particularly in the browser.

Think of the Fold

Both on the web and in the app, the beginning of the description will be featured, following a "More" link. Between 160 – 170 characters, this section is the most important place to make the purpose of your app known.

Avoid Name-Dropping

Unless absolutely relevant, avoid including other brand names and app names in your description. Apple could see that as attempting to fix search results and reject it from the App Store, but it also makes the app seem less credible on its own.

Localize

Descriptions can be added for each app market, so if your app has potential to succeed in various countries, be sure to localize each app description to best support those users' needs.

Stay Honest

In-app purchases? Only works with a device, sold separately? Ad-supported? Be honest and upfront with your potential users to ensure trust and minimize any negative reviews. Make sure they know there are additional expectations before they download.

Include Links

If you feel additional resources on your site (like a Privacy Policy or Contact Form) could be helpful in supporting your users as they consider downloading your app, do so! De-prioritize this over a straightforward description of the app, but consider including especially if your app collects sensitive data.

Naming the App

Naming the App

Appropriately naming the app is important as it needs to quickly explain to the user what it does and who it is for, however, there is very limited space in which to do this. To ensure user-friendliness and brand consistency, the following best practice standards should be followed.

The name should:

- Be concise, straight-forward, and avoid gimmicky words or taglines
- Describe as closely as possible what the app does or, alternatively, the area of the firm providing the app.

The GS acronym appears within the design of the icon, and the full Goldman Sachs name is always shown below it; therefore neither should be included as part of the name.

Photography

Telling a story with imagery.

We believe compelling storytelling across the various Goldman Sachs channels can be achieved through both powerful copy and accompanying imagery. While we rely on language to narrate our goals and information, photos play a crucial role in bringing our brand to life. To remain consistent, we aim to use high-quality photos throughout all channels. Each photo should work to position Goldman Sachs as modern, forward-thinking, and high-end. The following slides will outline imagery guidelines as reference.

General Guidelines

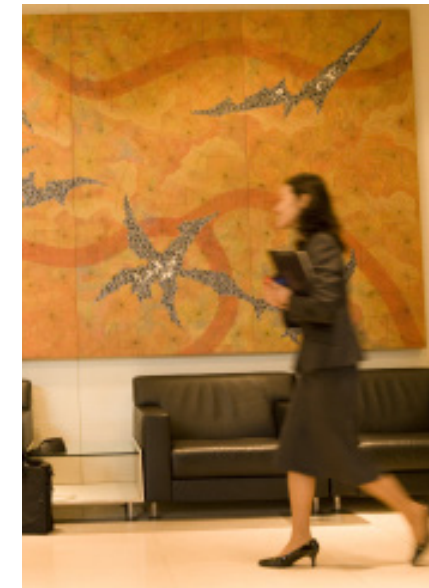
Cropping

This page provides examples of how to best handle cropping a single image in aspect ratios.

Tips for Cropping

- Keep important content in frame.
- Do not set the center focal point in the middle of the frame.
- Avoid awkward cropping of people. It is OK to crop the tops of heads but avoid cropping heads in the middle of the face. If person is not the focal point of the image they can be cropped however image fits best.

Original Format



General Guidelines

Visual Metaphors and Symbolism

Never use images based on visual metaphors or symbolism. The goal of imagery is to tell a story and aid written content, but is important to avoid a cliché approach. When available, it is best to use images with Goldman Sachs employees.

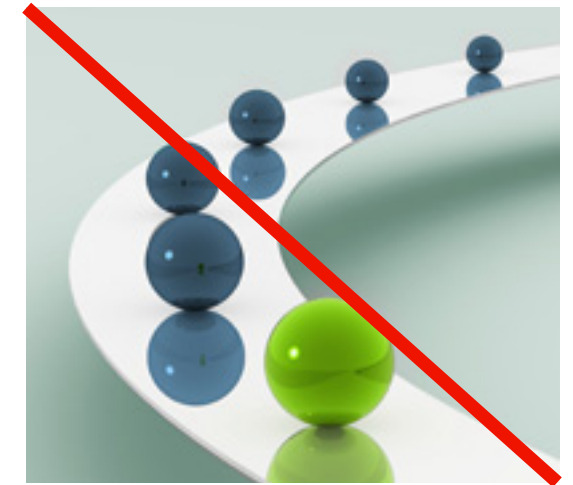
Things to avoid

- Cliches – Avoid visual clichés using images with symbolism or visual metaphors.
- 3D Graphics – Never use stock 3D graphics or illustrations.
- Black and White – Always use color images.

Cliche - (Ex: Education)



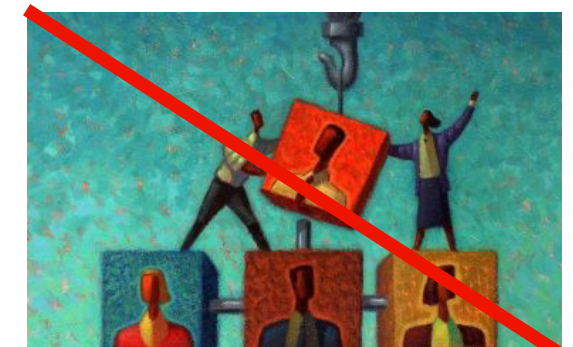
Stock Graphics & 3D imagery



Visual Metaphor - (Ex: Teamwork)



Illustration



Symbolism - (Ex: Forecast)



People

Warm and Natural

Shots of people should be warm and natural. The use of natural lighting will help images feel more friendly and welcoming for the viewer.

Depth and Focus

Photos using ‘selective focus’ create an engaging feeling for the user, drawing them into the image. This technique also adds depth to both the image and the entire page. (Helpful search terms: “selective focus”, “Focus on the foreground”, “Focus on Background”)

Candid

People photography in most cases should be candid. They can be meeting, talking, or engaged in a project. This will help create more natural and interesting images. Avoid photos where the subject is looking straight at the camera, except for portraits, or common stock poses such as crossing the arms.

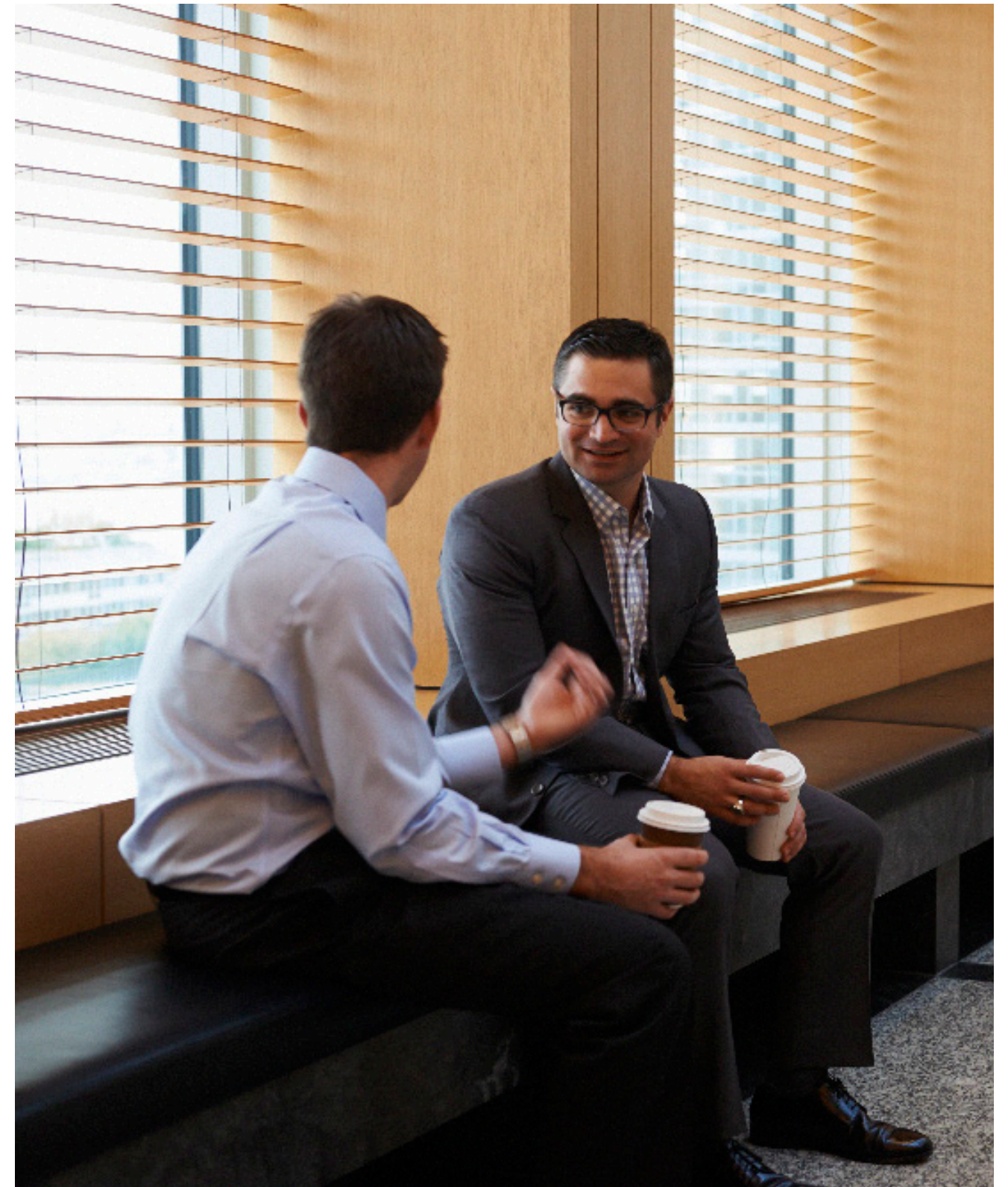
Collaboration

Teamwork—with clients or with other employees—is crucial to the firm’s culture. Showing people collaborating will help convey this important message to our audience.

Diversity

It is important in photography to showcase the firm’s diversity in gender, age, and ethnicity. It does not need to be forced into every single image, but it should be kept in mind when looking at the entire app.

DO



*GS SHOOT IMAGE



DON'T



Avoiding Pitfalls

It's easy to fall into the trap of using cliché and staged imagery with stock photography. We try to ensure that our imagery doesn't feel forced and that clothing and technology aren't outdated. Examples of photos to avoid are on the right.

Interiors

Modern

Interior spaces should look modern. When showing interiors be sure the technology and design are current. This includes the subjects' clothing.

Light and Shadow

Whenever possible, use interior photos that have natural lighting. The light and shadow it creates will help give the space depth and visual interest.

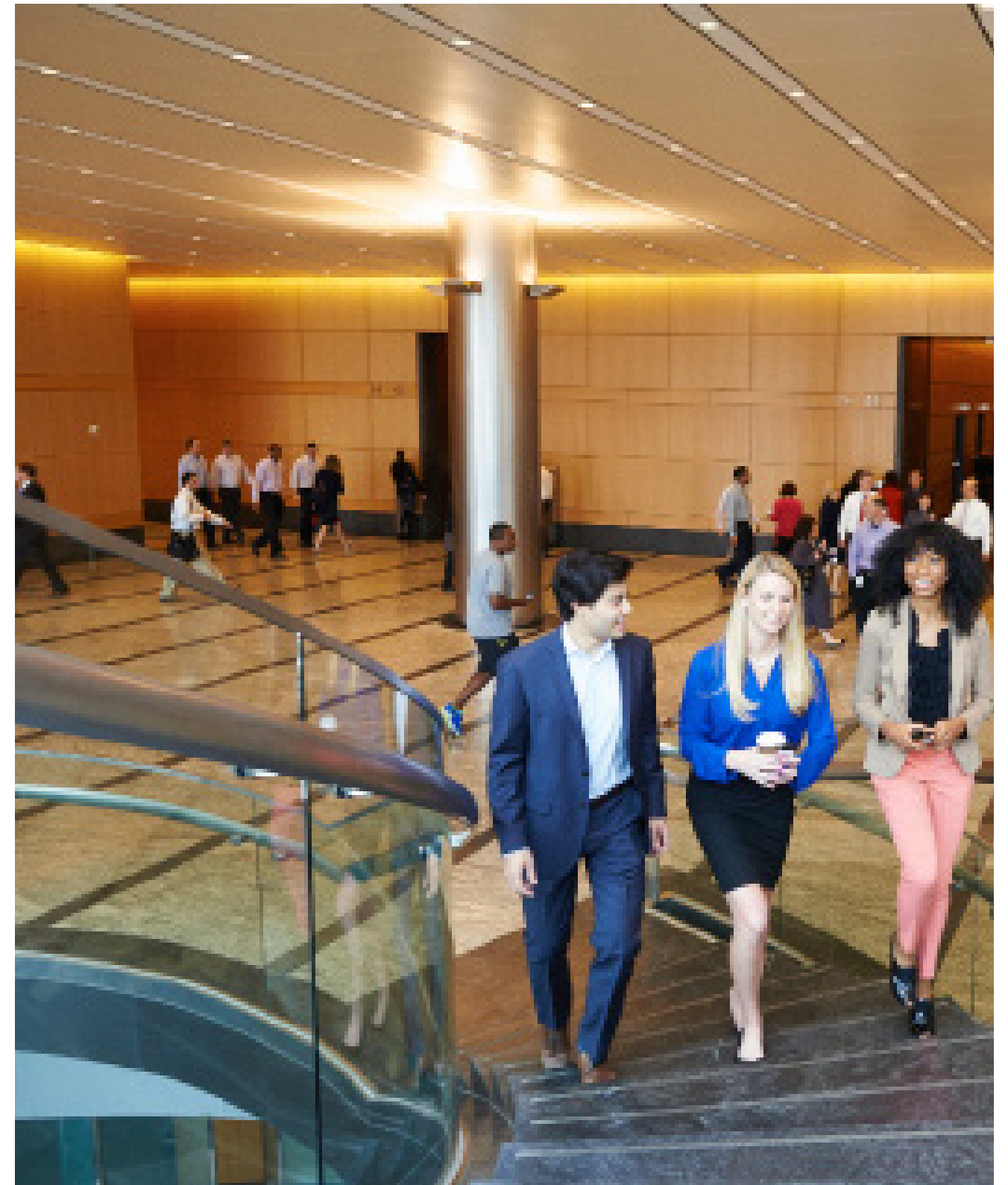
Active

Interior spaces should be active environments. Avoid showing empty or lifeless locations.

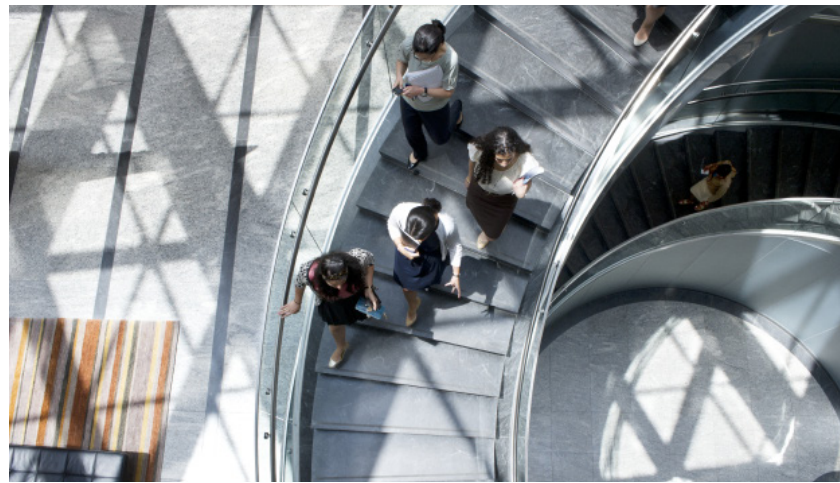
Unique POV and Cropping

Interior imagery should use interesting and dynamic points of view, cropping and angles. Avoid shots that feel static and flat.

DO



*GS.COM SHOOT IMAGE



DON'T



Recap: Things to Avoid

Don't use images that are visual metaphors. Be sure that interiors and the people and technology within are modern and current. Avoid images that show empty lifeless spaces. For more examples of things to avoid, see the photos on the right.

*ALL ABOVE GS.COM SHOOT IMAGES

Locations

Modern

Often, location images are used to illustrate subjects such as growth markets. Therefore, it's important to show these locations as bustling, modern, and growing regions. Avoid historical locations and landmarks as focal points.

Color and Saturation

Avoid location photographs that look flat and hazy. Be sure to use images that have a deeper color saturation. When possible, look for images with cooler tones for greater visual consistency.

Night vs. Day

Feel free to use either day or night time images. Just be sure to take a balanced approach and be aware of the relationship of the image to those around it. Mixing day and night will help create more active looking pages.

Context and Storytelling

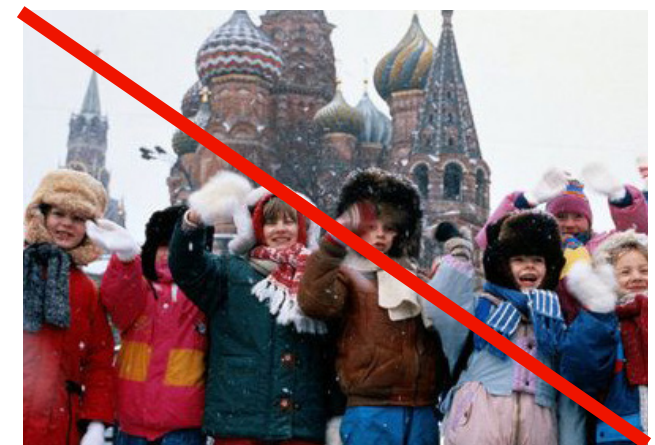
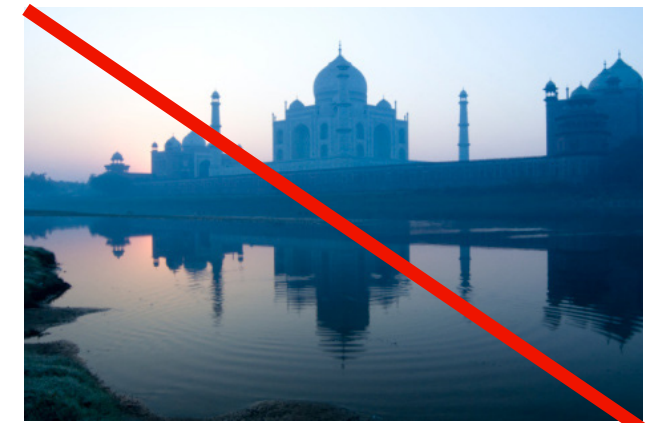
Location imagery should be used when the content is discussing specific regions or locations. This will help to tell the story of the firm's global reach.

DO





DON'T



Location Do's and Don'ts

When showing locations, make sure the images showcase modern architecture and (when appropriate) areas dedicated to commerce and finance. Avoid using typical tourist landmarks and antiquated marketplaces.

Industries/Sectors

Modern

When showing industries/sectors it is important to use imagery that is modern and up-to-date, especially when showing technology or people.

Color and Saturation

Images should be saturated, have contrast, and have a sense of light and shadow. This will keep the images from being flat and will be far more interesting to the user.

Context and Storytelling

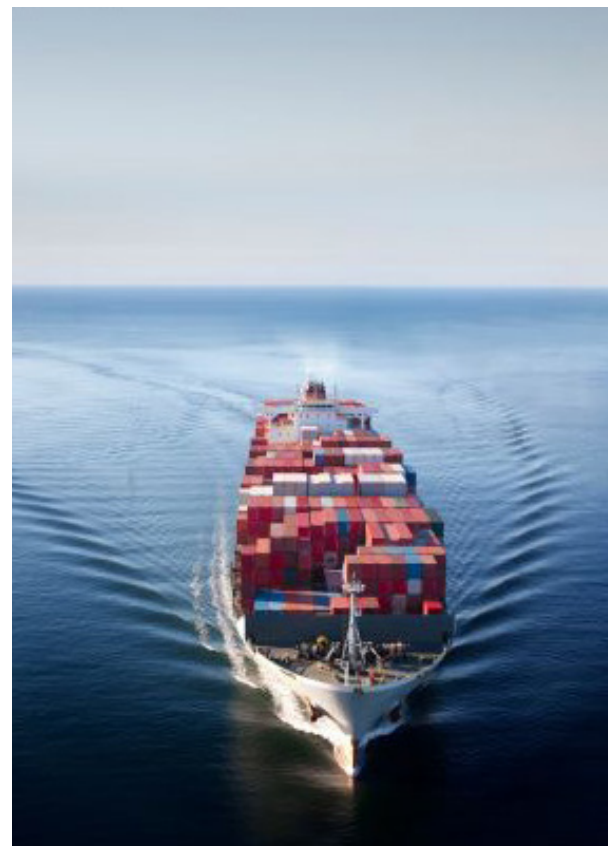
Industry/sector-related imagery should be used when content is discussing specific industries. They help tell the story of the firm's involvement in a wide variety of sectors around the globe.

People

When people are included in this imagery they should be naturally involved and engaged in the environment. Avoid staged-looking poses.

DO





DON'T



Things to Avoid
When showing industries/ sectors do not use visual metaphors for the themes or activities being discussed.

Contacts

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