

# ***BRAND GUIDELINES***

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***CORPORATE***



**SUPERIOR  
BRAND GUIDE**



# PRIMARY LOGO

The Superior logo has been developed to provide the greatest visibility and harmony for its elements. Never recreate, rescale, or rearrange its elements under any circumstance. Always use the master logos supplied. Whenever possible, use the full color logo on a white background.



# LOGO COLOR USAGE

## PREFERRED FULL COLOR LOGO

Always use the master logos supplied. Whenever possible, use the full color logo on a white background.



## ALTERNATE ONE-COLOR LOGO

When it is not possible to use the full color logo, the one color black signature may be used.



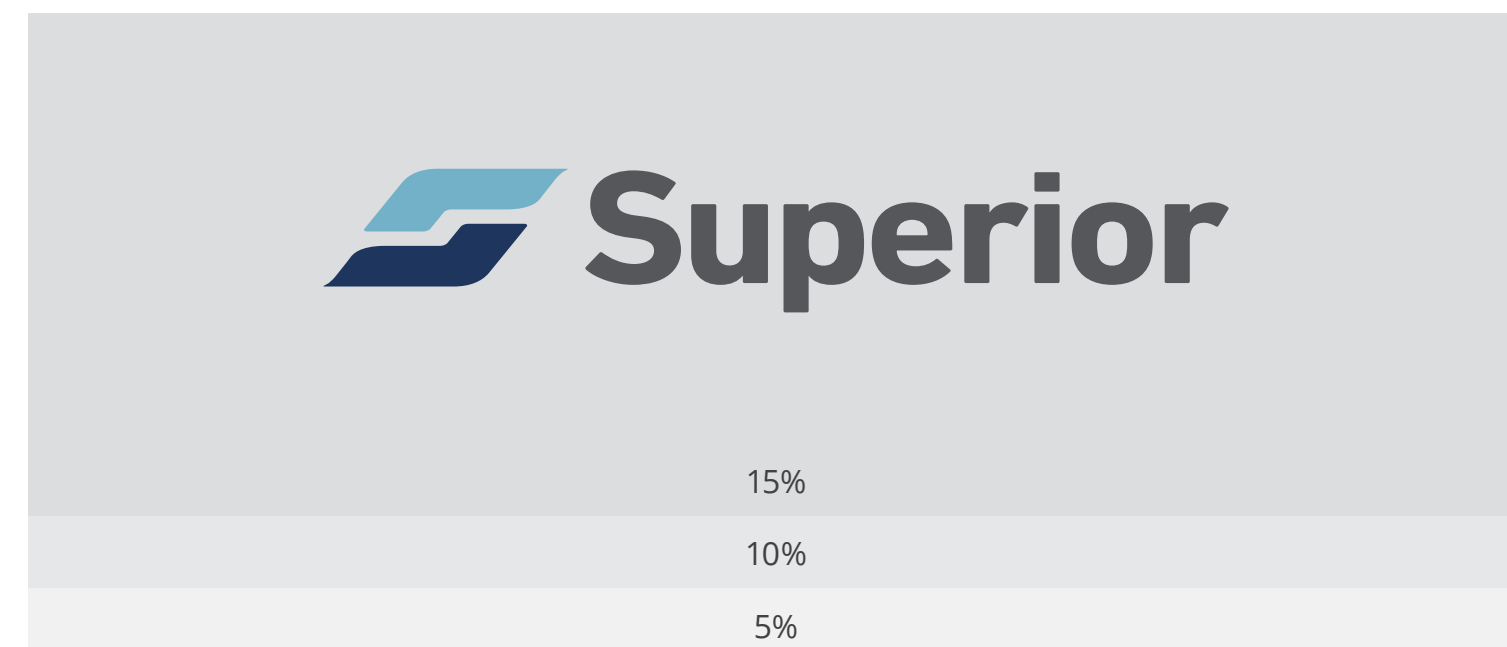
## PREFERRED REVERSE LOGO

In situations where using the logo on white isn't possible, it is preferred to use the one-color white logo on a blue background.

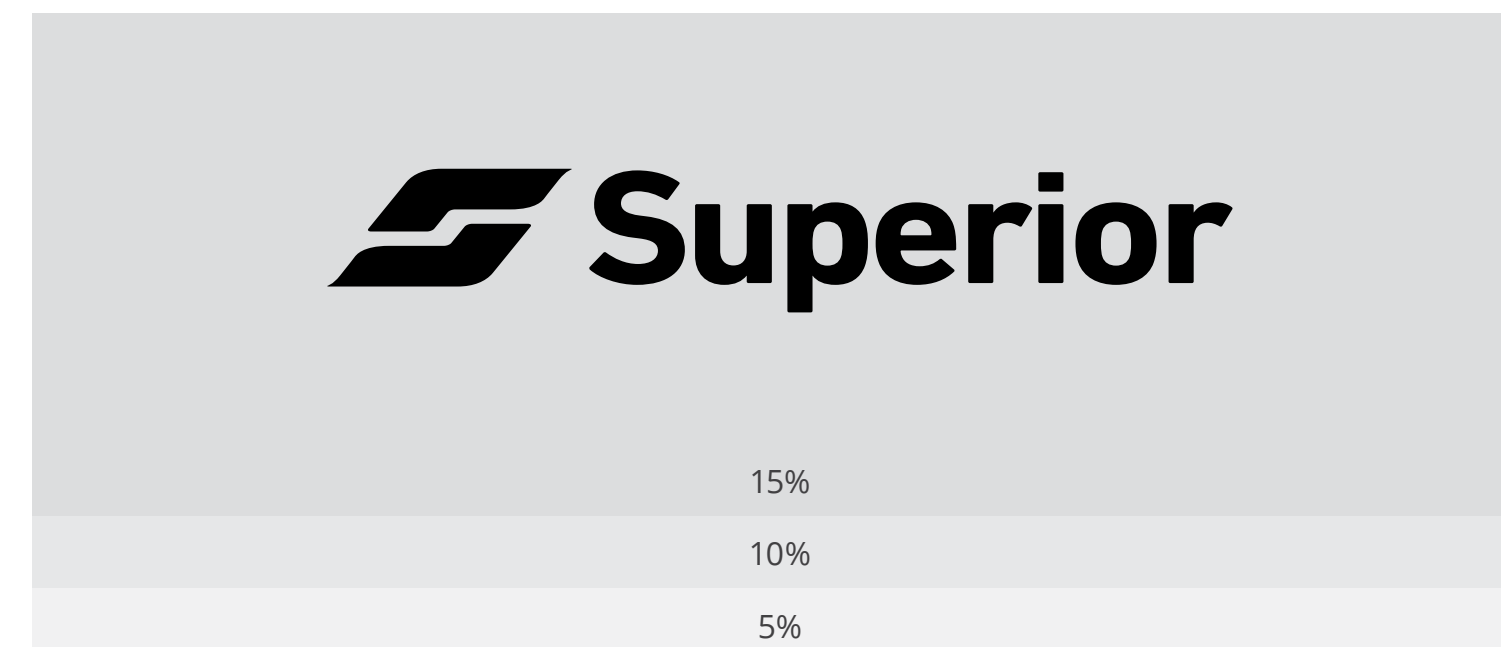


When positioning the logo on a colored background, the value of the background determines how the logo is used. The logo is available in full color, black, or white. Use the full color and black logo on backgrounds that are 15% black or lighter. Use the white logo on backgrounds that are 60% black or darker.

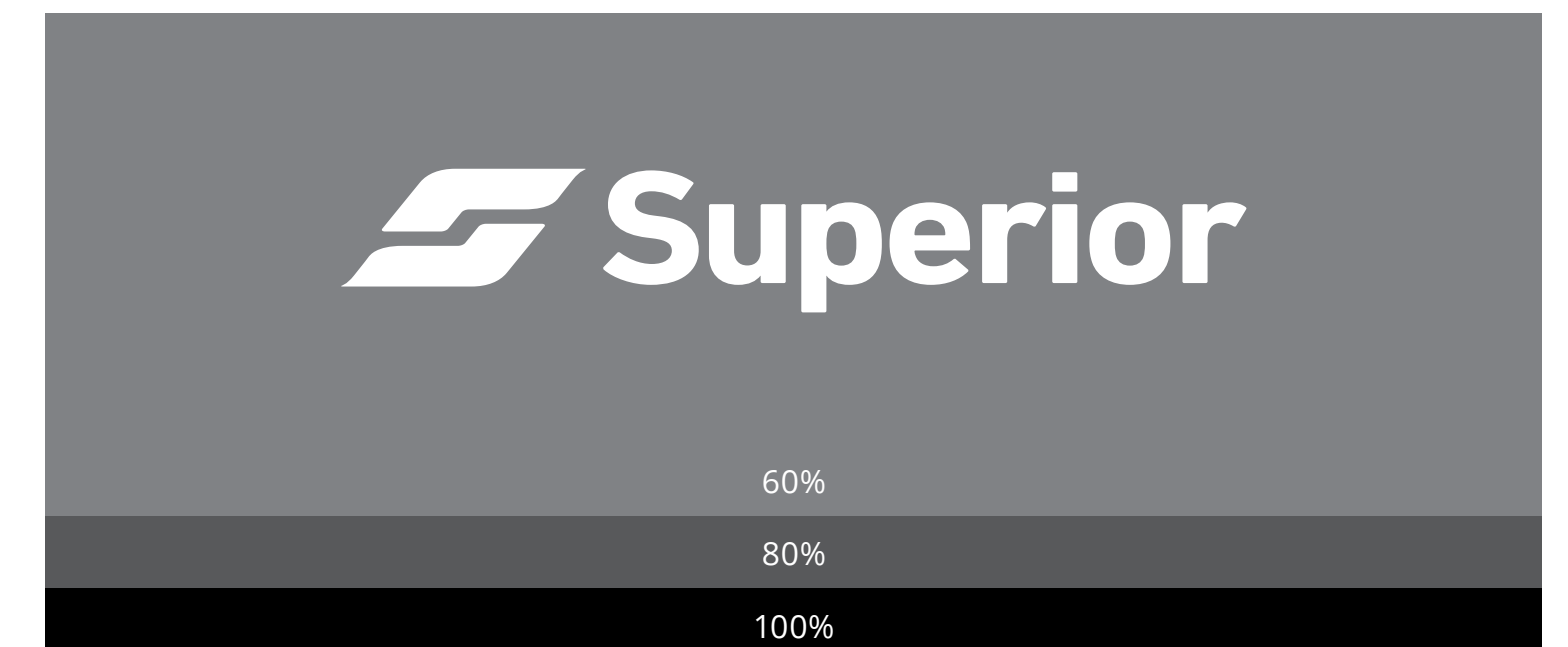
## FULL COLOR



## BLACK



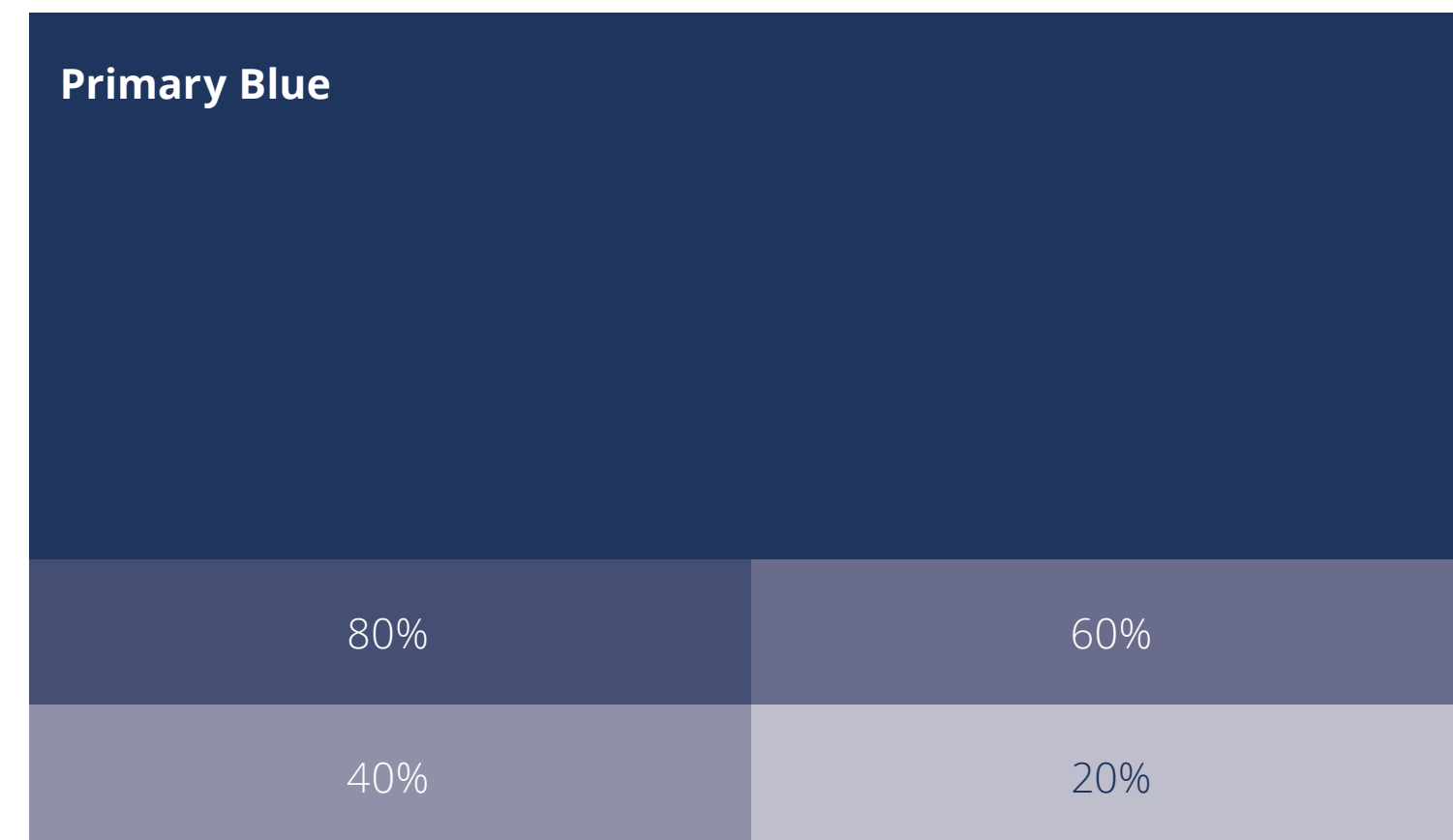
## WHITE



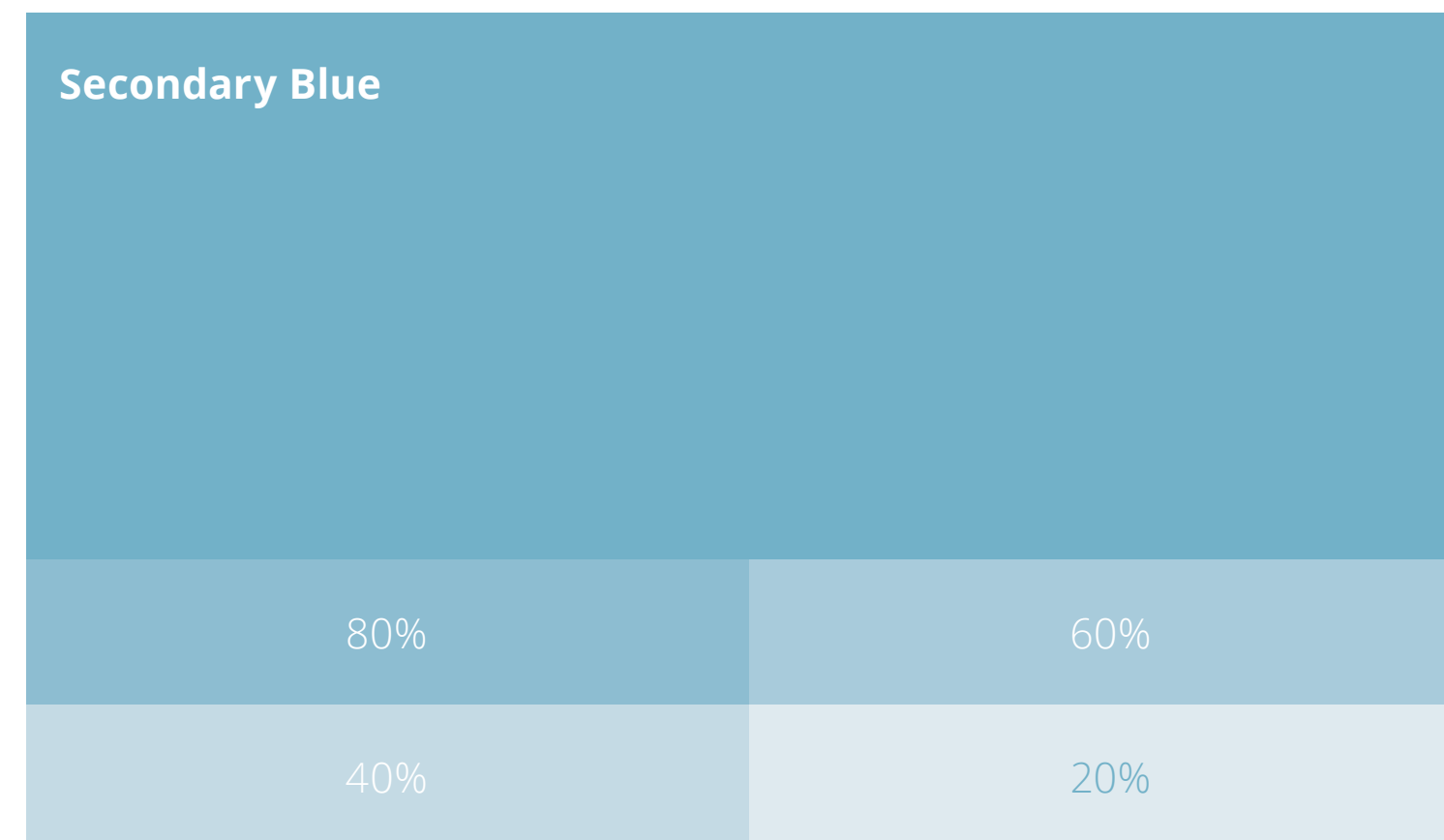
# COLOR PALETTE

Consistent color usage ensures maximum brand recognition. Our company color palette contains a range of colors that have been organized into a primary and secondary palette structure to create the optimal level of contrast and flexibility.

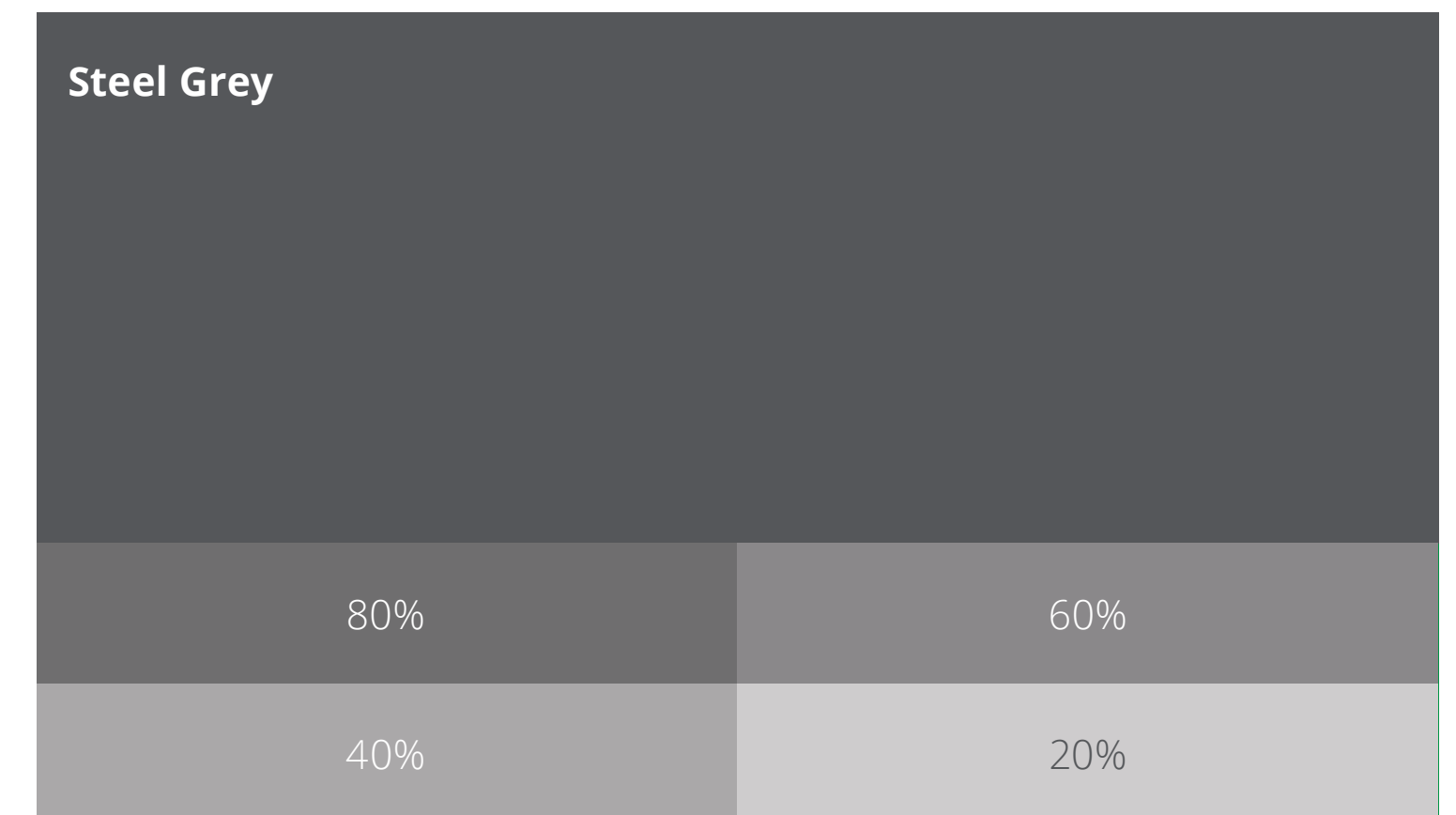
## SUPERIOR COLORS



**Pantone** 534C  
**C M Y K** 98, 85, 36, 27  
**R G B** 31, 53, 94  
**HEX** #1f355e



**Pantone** 7458C  
**C M Y K** 55, 16, 15, 0  
**R G B** 114, 177, 200  
**HEX** #6fb1c8



**Pantone** 425C  
**C M Y K** 65, 56, 53, 29  
**R G B** 85, 87, 89  
**HEX** #555759

### NOTE:

For professional printing, colors are defined by the Pantone Matching System (PMS) and 4-color process build (CMYK).

For web and digital usage, colors are defined by RGB and HEX values.

# TYPOGRAPHY

The primary typeface is Open Sans.

When creating a Superior branded asset choose one of the weights shown below. These fonts should be used for producing branded materials such as; Brochures, mailers, posters, business cards, PPT presentations, Microsoft Office Documents etc.

Headlines – Open Sans, ExtraBold (all caps)

# LOREM IPSUM

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Subheads – Open Sans, Bold

## LOREM IPSUM

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Body Copy – Open Sans, Bold and Regular

**Lorem Ipsum** – dolor sit amet, contetur adipiscing elit. Aliquam iaculis velit tempor diam convallis rutrum. Fusce pellentesque sapien interdum, ullamcorper dui interdum, tincidunt ante. Nula eget felis ut mauris viverra pretium sed at tellus. Curabitur nec ante eget nisi rhoncus fermentum. Etiam porta porttitor enim, bibendum efficitur tortor malesuada quis. Fusce faucibus erat dignissim, mattis massa quis, efficitur nisl.



# ABACO BRAND GUIDE

 Superior

  
DRILLING TECHNOLOGIES

# PRIMARY LOGO

The Abaco logo has been developed to provide the greatest visibility and harmony for its elements. Never recreate, rescale, or rearrange its elements under any circumstance. Always use the master logos supplied. Whenever possible, use the full color logo on a white background.



# LOGO COLOR USAGE

## PREFERRED FULL COLOR LOGO

Always use the master logos supplied. Whenever possible, use the Full color logo on a white background.



## ALTERNATE ONE-COLOR LOGO

When it is not possible to use the full color logo, the one color black signature may be used.



## PREFERRED REVERSE LOGO

In situations where using the logo on white isn't possible, it is preferred to use the one-color white logo on a EcoReach dusty blue background.



When positioning the logo on a colored background, the value of the background determines how the logo is used. The logo is available in full color, black, or white. Use the full color and black logo on backgrounds that are 15% black or lighter. Use the white logo on backgrounds that are 60% black or darker.

## FULL COLOR



- 15%
- 10%
- 5%

## BLACK



- 15%
- 10%
- 5%

## WHITE



- 60%
- 80%
- 100%

# LOGO VARIATIONS

## HORIZONTAL LOGOS



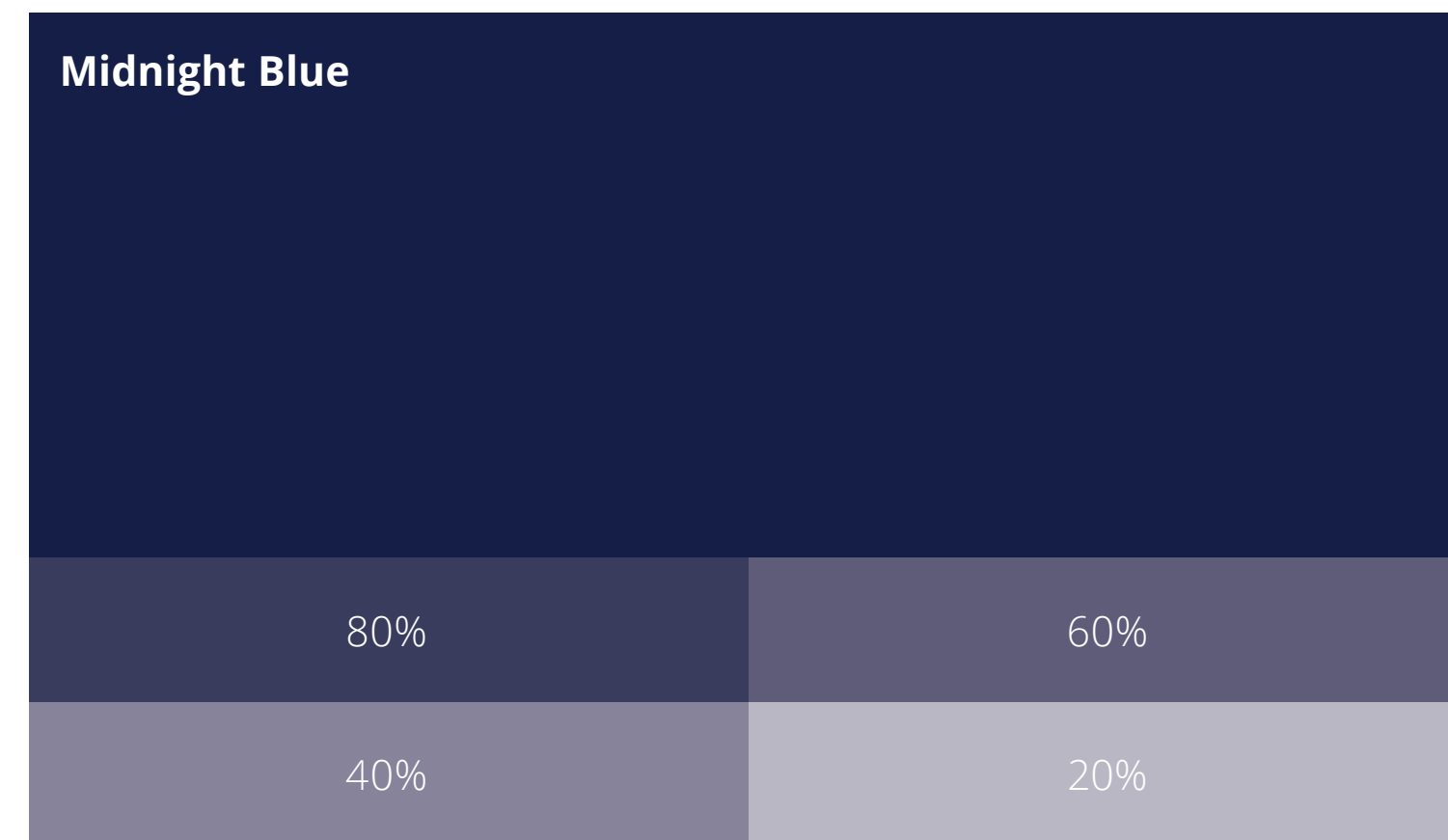
## HORIZONTAL LOGOS ON DARKS



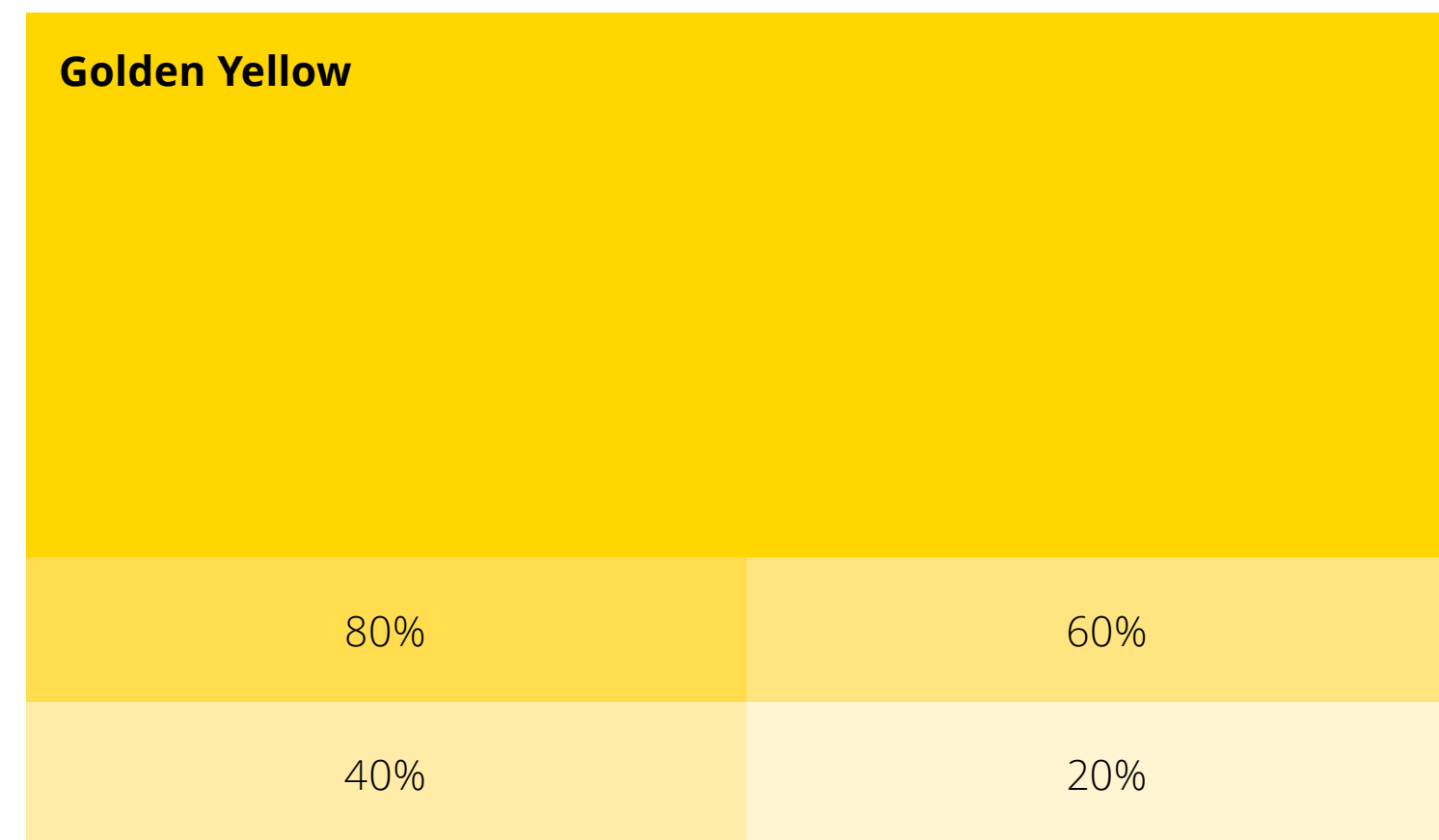
# COLOR PALETTE

Consistent color usage ensures maximum brand recognition. Our company color palette contains a range of colors that have been organized into a primary and secondary palette structure to create the optimal level of contrast and flexibility.

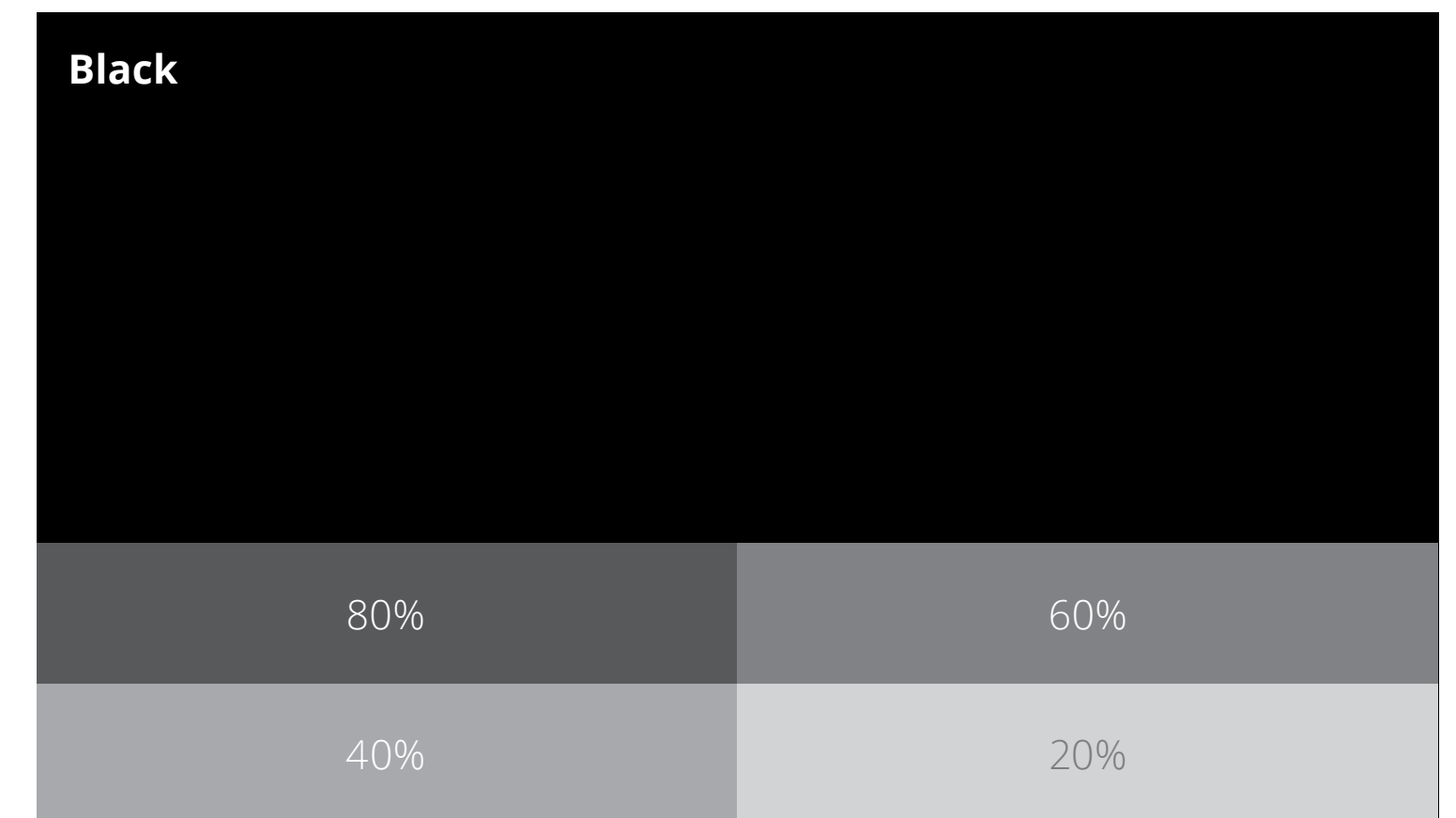
## ABACO COLORS



**Pantone** 276C  
**C M Y K** 100, 93, 40, 44  
**R G B** 21, 30, 71  
**HEX** #1C264B



**Pantone** 116C  
**C M Y K** 0, 14, 100, 0  
**R G B** 255, 207, 1  
**HEX** #FFCF01



**Pantone** Process Black C  
**C M Y K** 0, 0, 0, 100  
**R G B** 55, 55, 55  
**HEX** #373435

### NOTE:

For professional printing, colors are defined by the Pantone Matching System (PMS) and 4-color process build (CMYK).

For web and digital usage, colors are defined by RGB and HEX values.

# TYPOGRAPHY

The primary typeface is Roboto.

When creating a Abaco branded asset choose one of the weights shown below. These fonts should be used for producing branded materials such as; Brochures, mailers, posters, business cards, PPT presentations, Microsoft Office Documents etc.

Headlines – Roboto, Bold (all caps)

# LOREM IPSUM

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Subheads – Roboto, Bold

## Lorem Ipsum

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Body Copy – Roboto, Bold and Regular

**Lorem Ipsum** – dolor sit amet, contetur adipiscing elit. Aliquam iaculis velit tempor diam convallis rutrum. Fusce pellentesque sapien interdum, ullamcorper dui interdum, tincidunt ante. Nula eget felis ut mauris viverra pretium sed at tellus. Curabitur nec ante eget nisi rhoncus fermentum. Etiam porta porttitor enim, bibendum efficitur tortor malesuada quis. Fusce faucibus erat dignissim, mattis massa quis, efficitur nisl.



# ECOREACH BRAND GUIDE



# PRIMARY LOGO

The EcoReach logo has been developed to provide the greatest visibility and harmony for its elements. Never recreate, rescale, or rearrange its elements under any circumstance. Always use the master logos supplied. Whenever possible, use the full color logo on a white background.



# LOGO COLOR USAGE

## PREFERRED FULL COLOR LOGO

Always use the master logos supplied. Whenever possible, use the Full color logo on a white background.



## ALTERNATE ONE-COLOR LOGO

When it is not possible to use the full color logo, the one color black signature may be used.



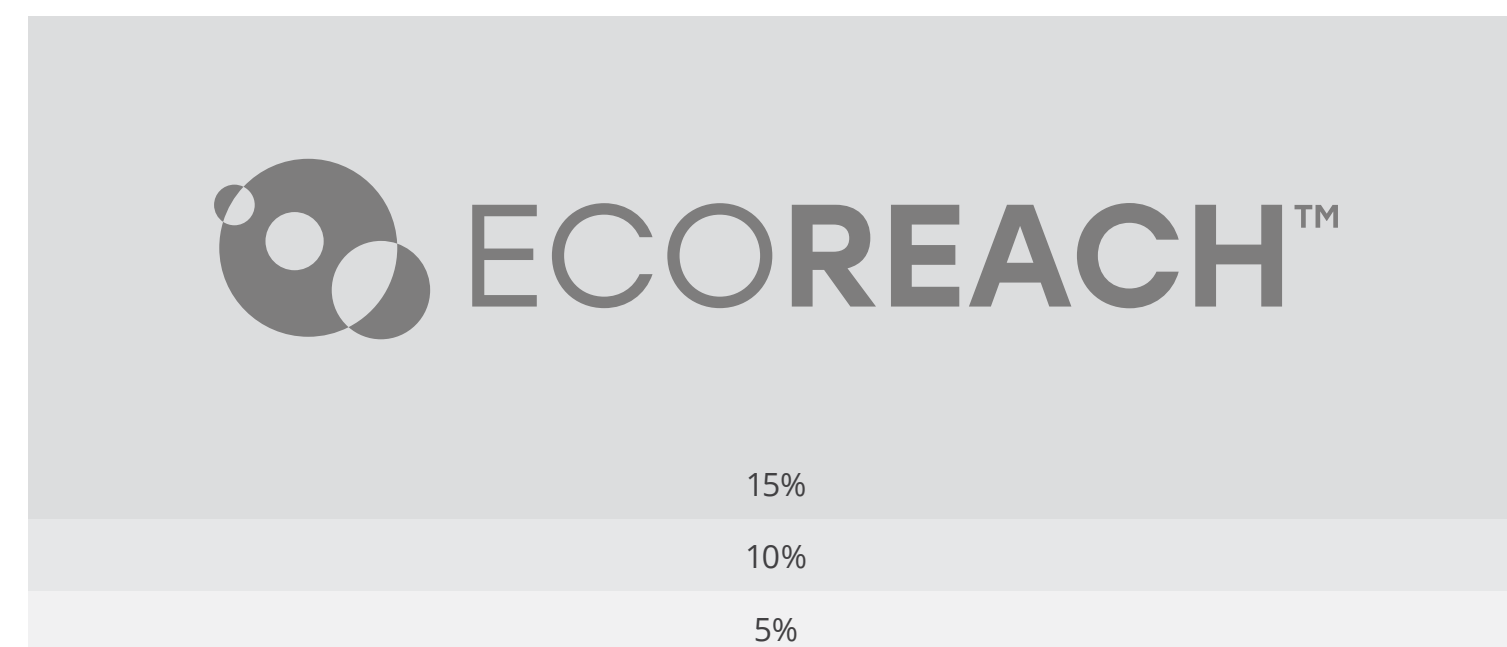
## PREFERRED REVERSE LOGO

In situations where using the logo on white isn't possible, it is preferred to use the one-color white logo on a EcoReach dusty blue background.

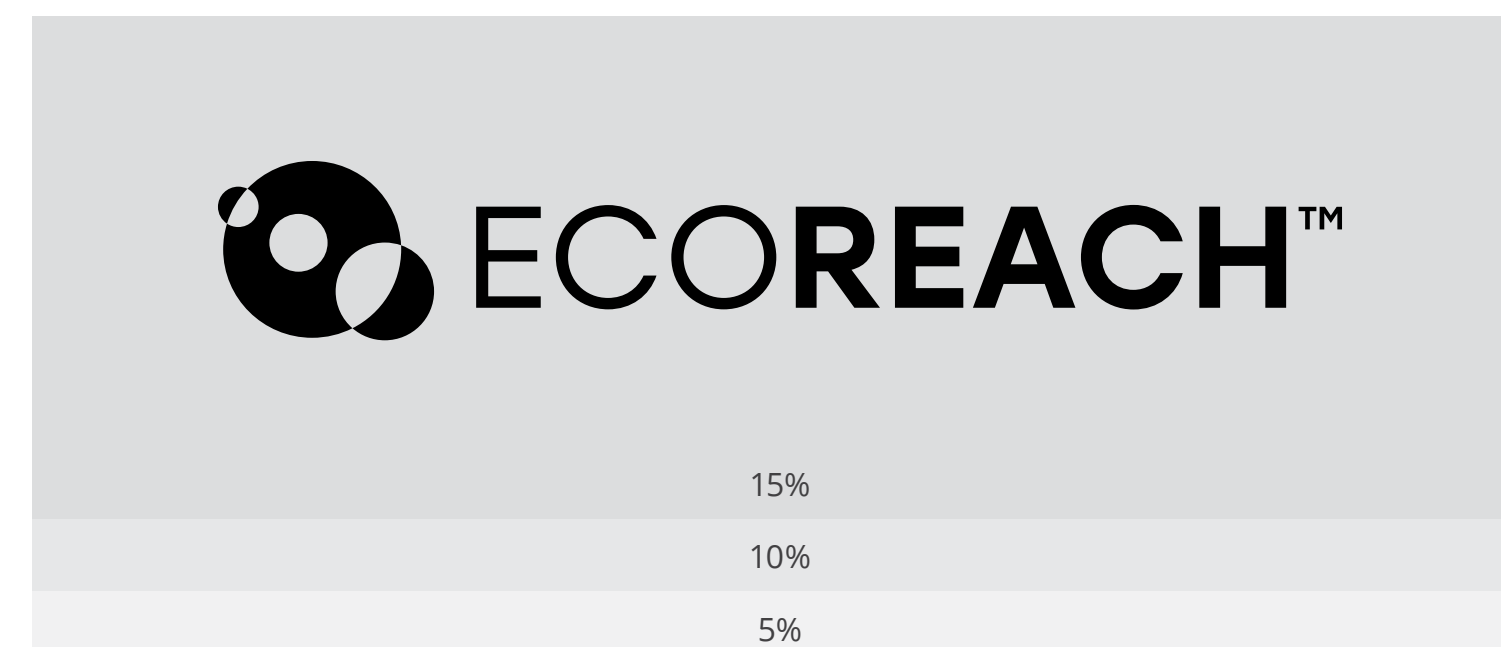


When positioning the logo on a colored background, the value of the background determines how the logo is used. The logo is available in full color, black, or white. Use the full color and black logo on backgrounds that are 15% black or lighter. Use the white logo on backgrounds that are 60% black or darker.

## FULL COLOR



## BLACK



## WHITE

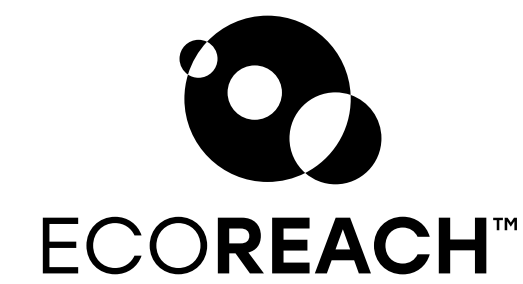


# LOGO VARIATIONS

## HORIZONTAL LOGOS



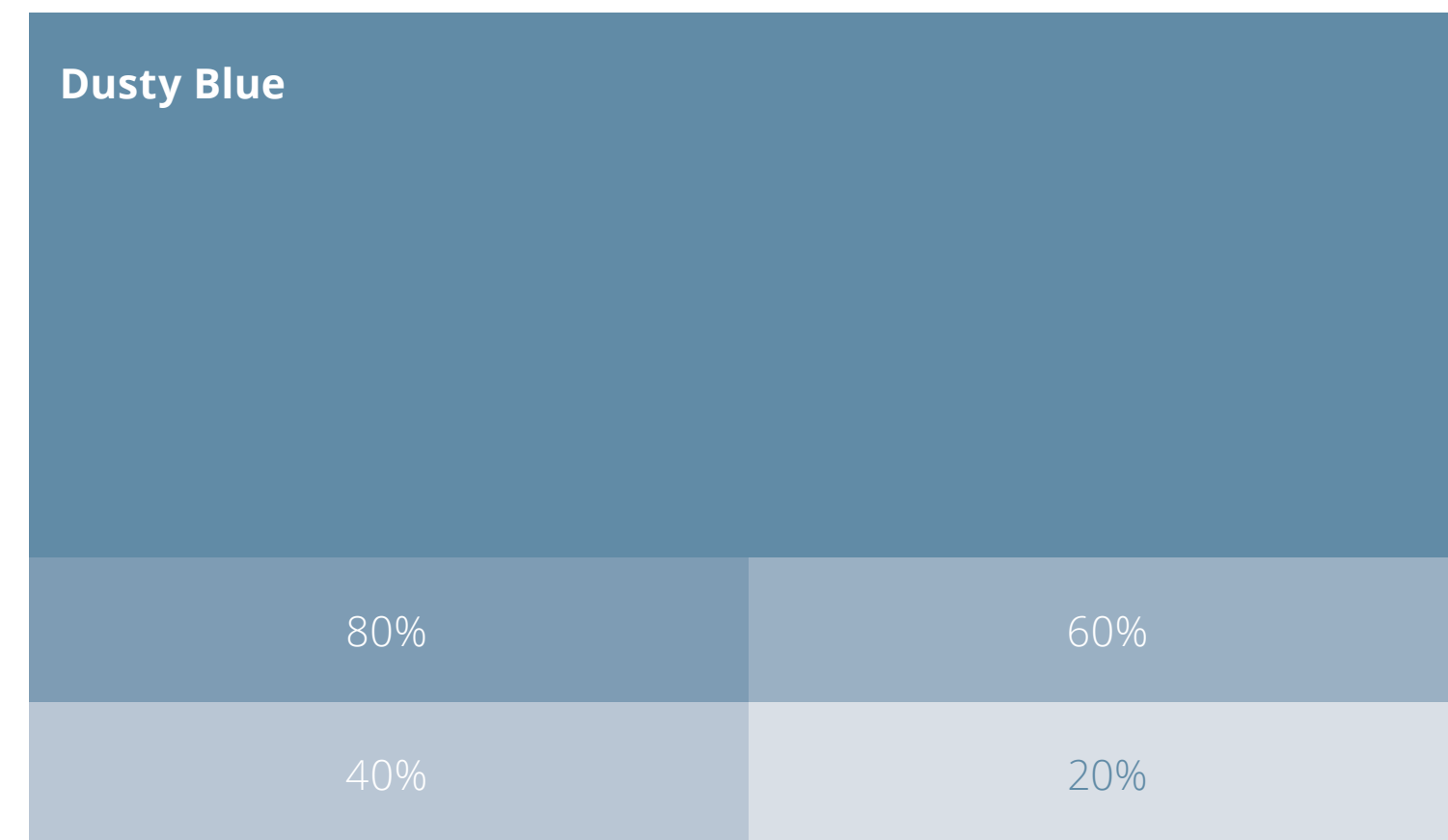
## VERTICAL LOGOS



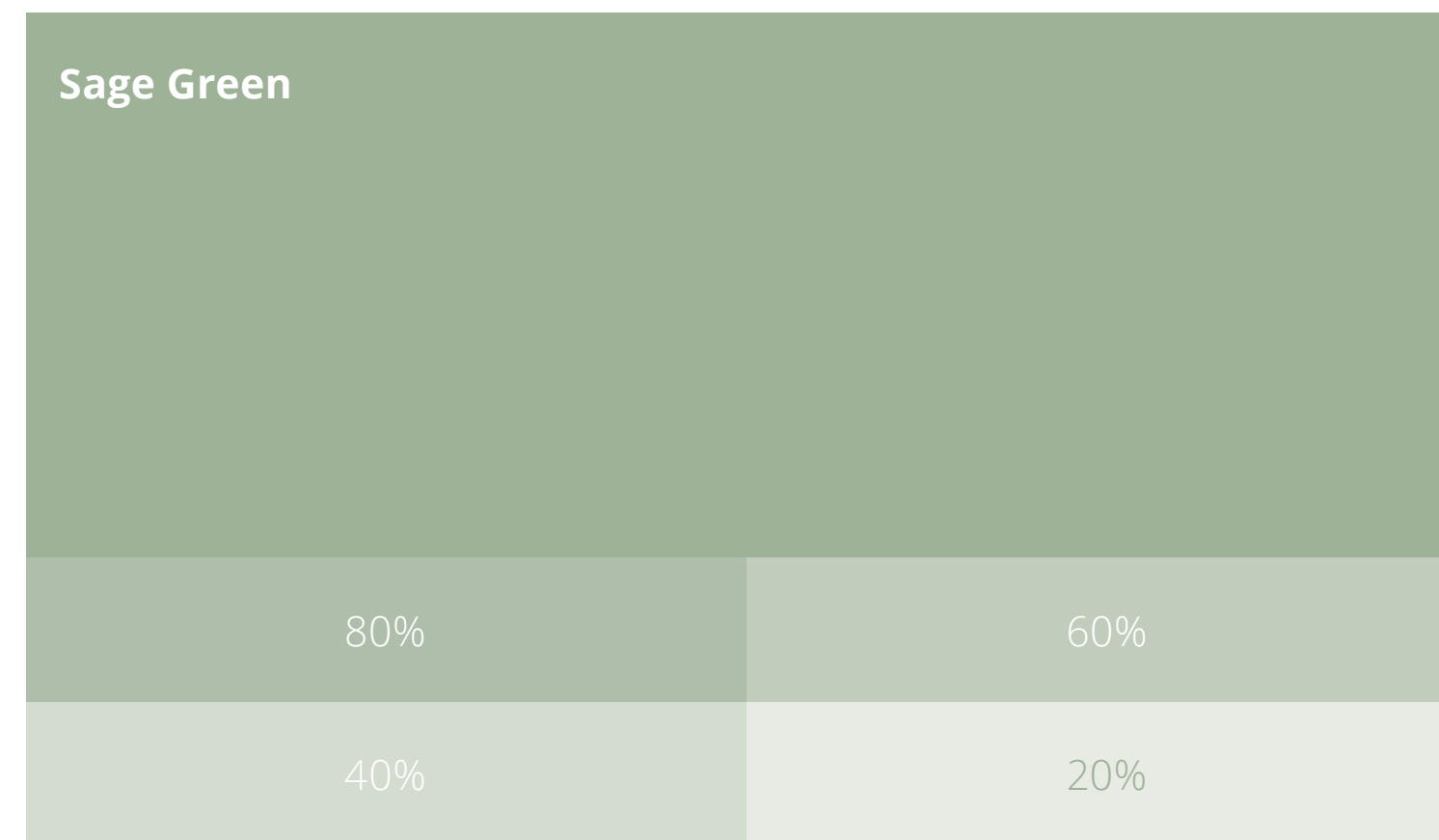
# COLOR PALETTE

Consistent color usage ensures maximum brand recognition. Our company color palette contains a range of colors that have been organized into a primary and secondary palette structure to create the optimal level of contrast and flexibility.

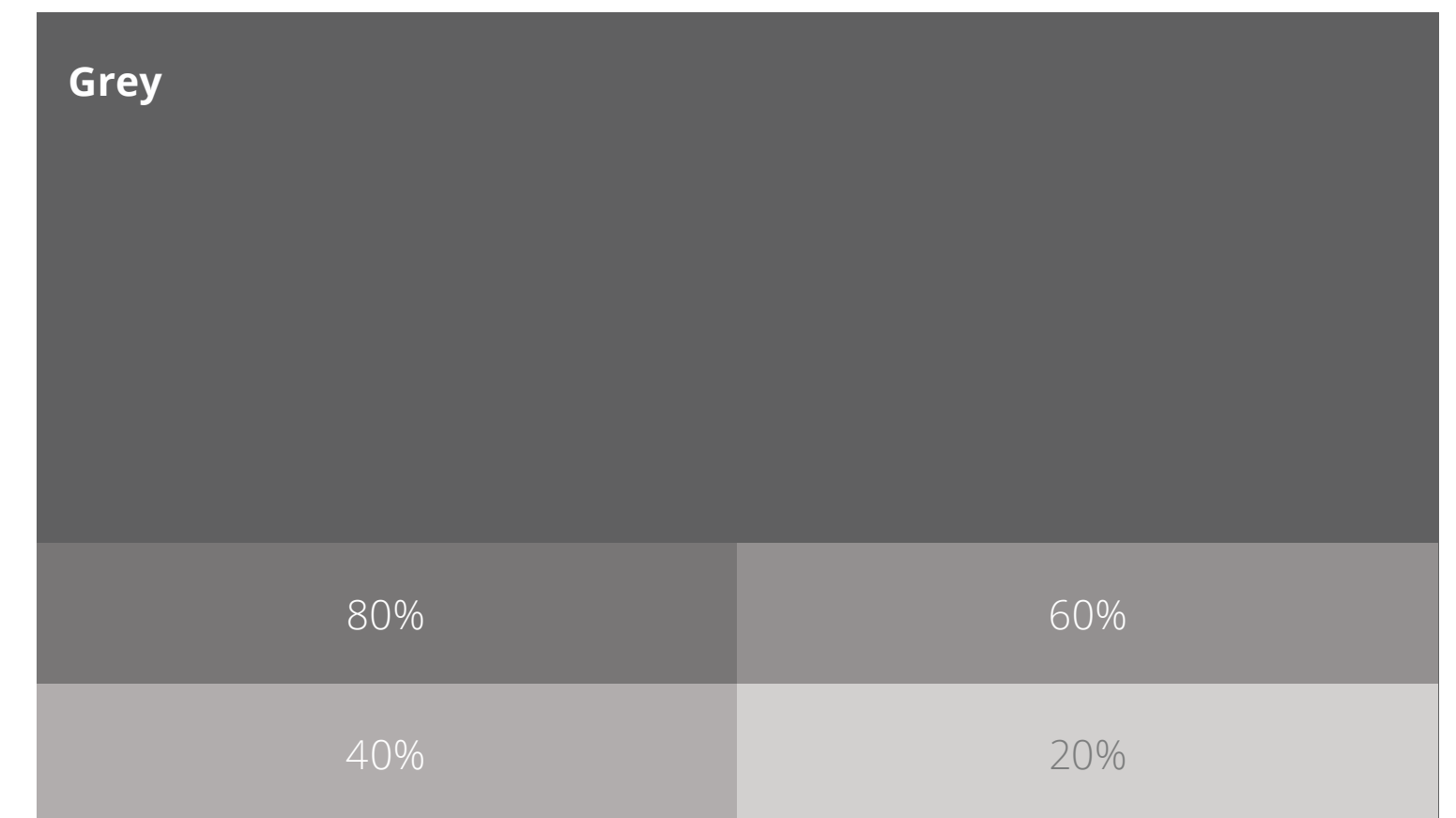
## ECOREACH COLORS



**Pantone** 2148C  
**C M Y K** 66, 37, 24, 1  
**R G B** 96, 139, 167  
**HEX** #608ba7



**Pantone** 5645C  
**C M Y K** 41, 20, 44, 0  
**R G B** 157, 177, 151  
**HEX** #9db197



**Pantone** Cool Grey 10C  
**C M Y K** 61, 53, 52, 24  
**R G B** 97, 96, 97  
**HEX** #616061

### NOTE:

For professional printing, colors are defined by the Pantone Matching System (PMS) and 4-color process build (CMYK).

For web and digital usage, colors are defined by RGB and HEX values.

# TYPOGRAPHY

The primary typeface is Stozl.

When creating a EcoReach branded asset choose one of the weights shown below. These fonts should be used for producing branded materials such as; Brochures, mailers, posters, business cards, PPT presentations, Microsoft Office Documents etc.

Headlines – Stozl, Bold (all caps)

# LOREM IPSUM

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Subheads – Stozl, Bold

## Lorem Ipsum

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Body Copy – Stozl, Bold and Regular

**Lorem Ipsum** – dolor sit amet, contetur adipiscing elit. Aliquam iaculis velit tempor diam convallis rutrum. Fusce pellentesque sapien interdum, ullamcorper dui interdum, tincidunt ante. Nula eget felis ut mauris viverra pretium sed at tellus. Curabitur nec ante eget nisi rhoncus fermentum. Etiam porta porttitor enim, bibendum efficitur tortor malesuada quis. Fusce faucibus erat dignissim, mattis massa quis, efficitur nisl.



# HB RENTALS BRAND GUIDE



 Superior

# PRIMARY LOGO

The HB Rentals logo has been developed to provide the greatest visibility and harmony for its elements. Never recreate, rescale, or rearrange its elements under any circumstance. Always use the master logos supplied. Whenever possible, use the full color logo on a white background.



# LOGO COLOR USAGE

## PREFERRED FULL COLOR LOGO

Always use the master logos supplied. Whenever possible, use the full color logo on a white background.



## ALTERNATE ONE-COLOR LOGO

When it is not possible to use the full color logo, the one color Cool Grey 7 signature may be used.



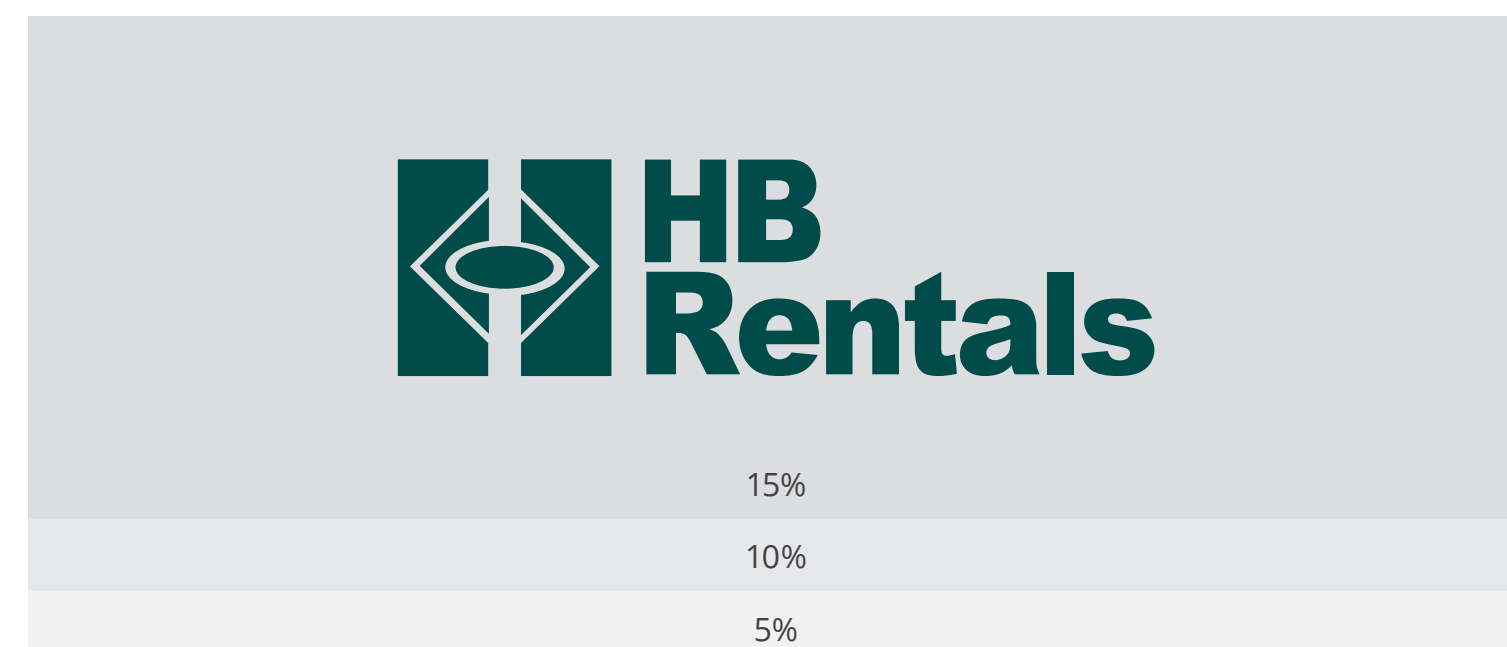
## PREFERRED REVERSE LOGO

In situations where using the logo on white isn't possible, it is preferred to use the one-color white logo on a HB Rentals green background.

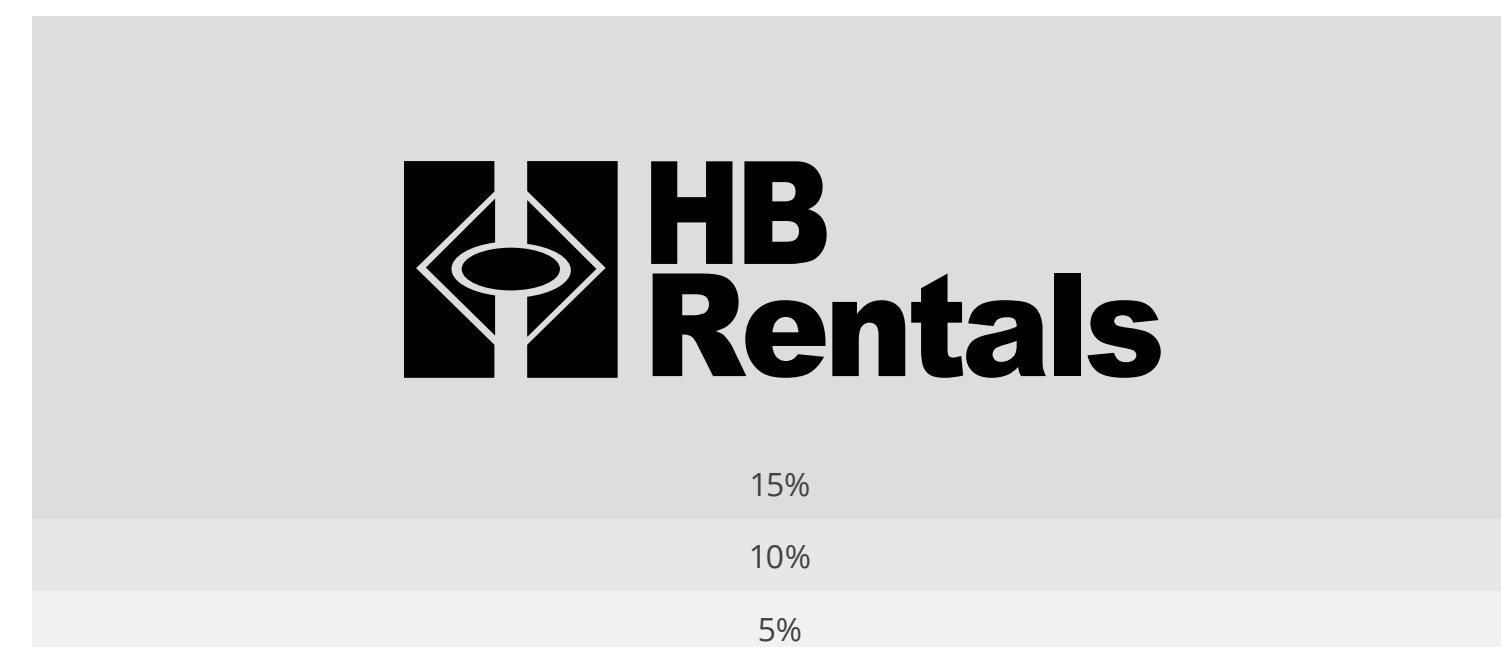


When positioning the logo on a colored background, the value of the background determines how the logo is used. The logo is available in full color, grey, or white. Use the full color and grey logo on backgrounds that are 15% black or lighter. Use the white logo on backgrounds that are 60% black or darker.

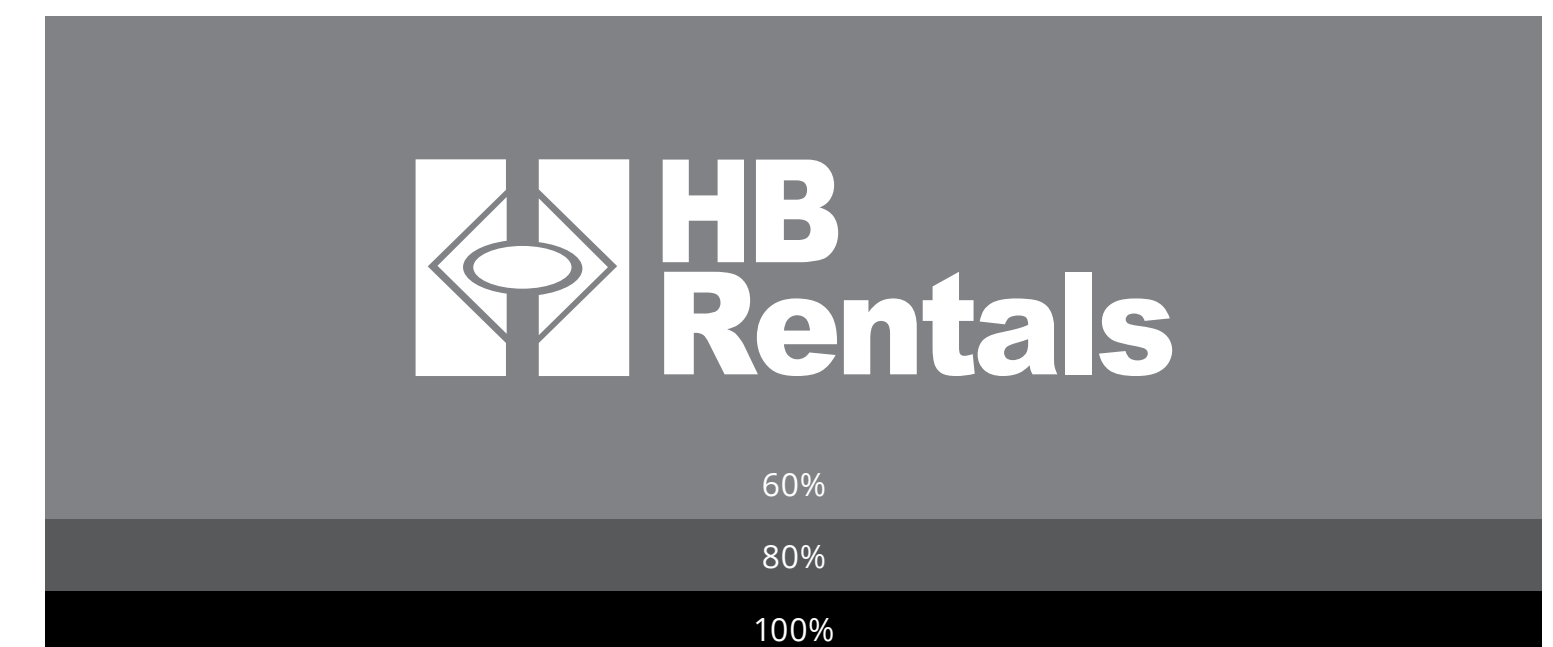
## FULL COLOR



## BLACK



## WHITE

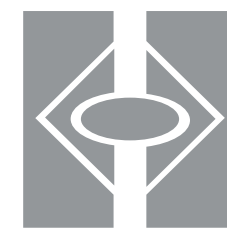
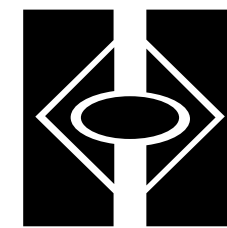


# LOGO VARIATIONS

## HORIZONTAL LOGOS



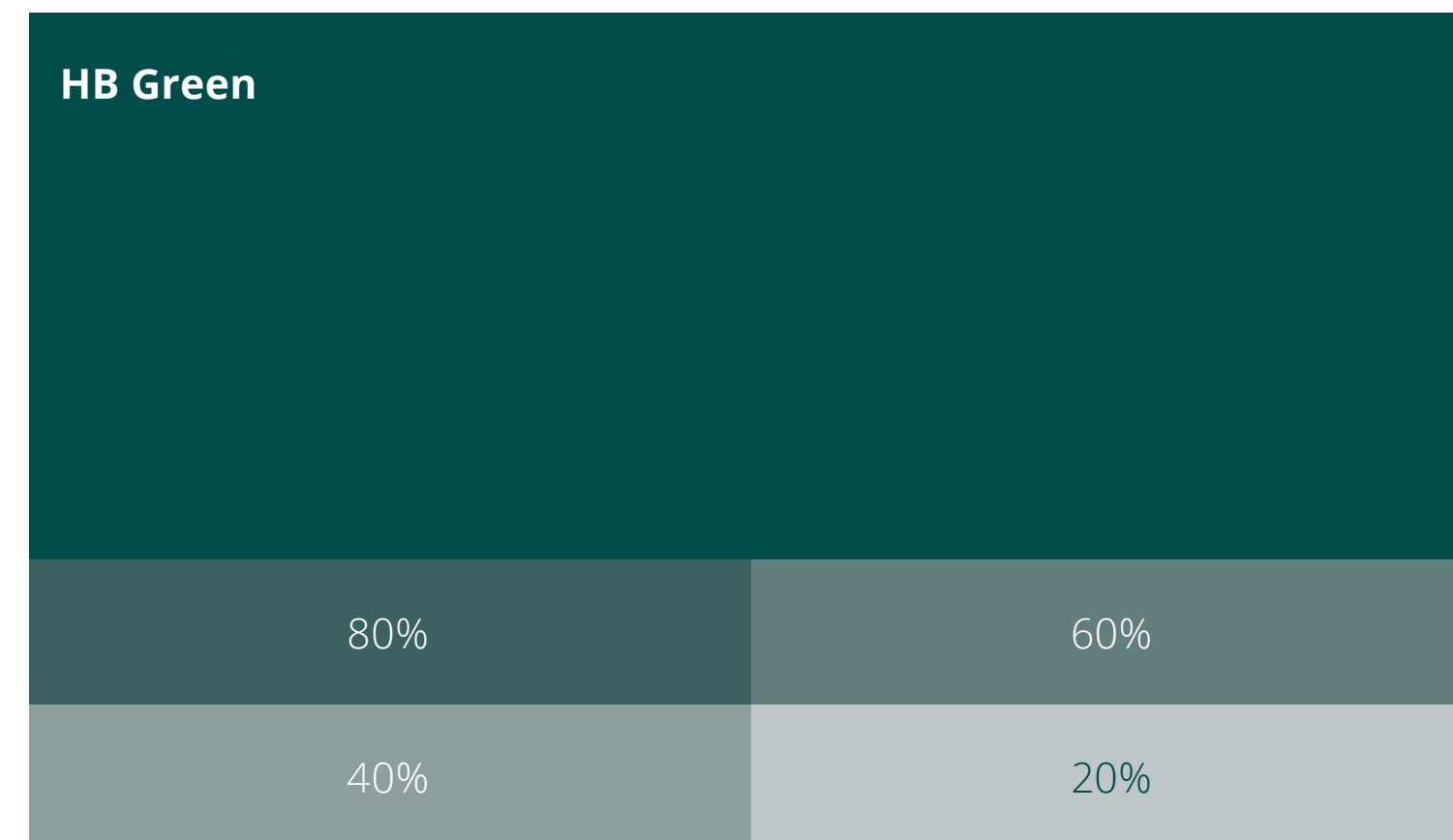
## ICONS



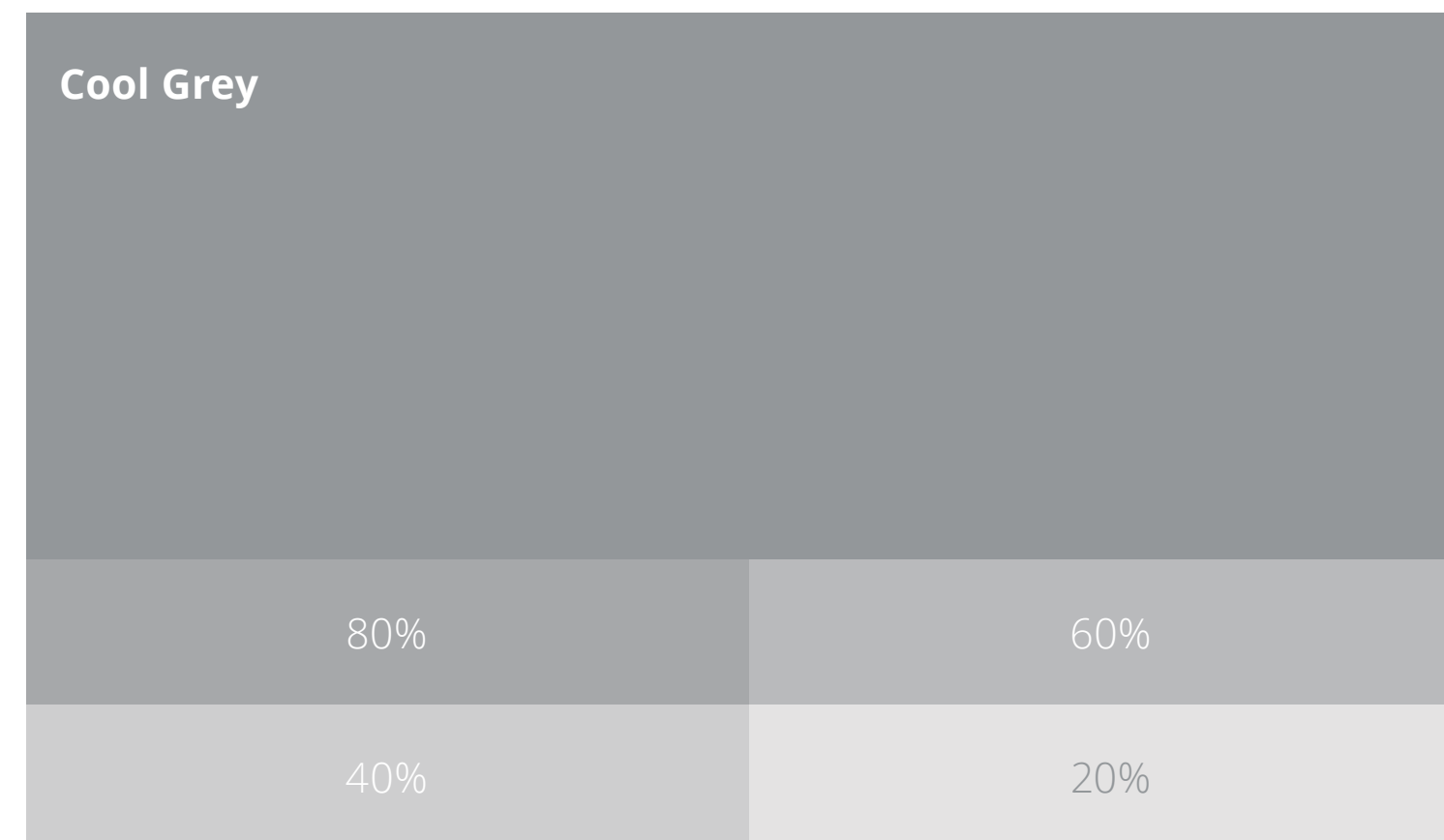
# COLOR PALETTE

Consistent color usage ensures maximum brand recognition. Our company color palette contains a range of colors that have been organized into a primary and secondary palette structure to create the optimal level of contrast and flexibility.

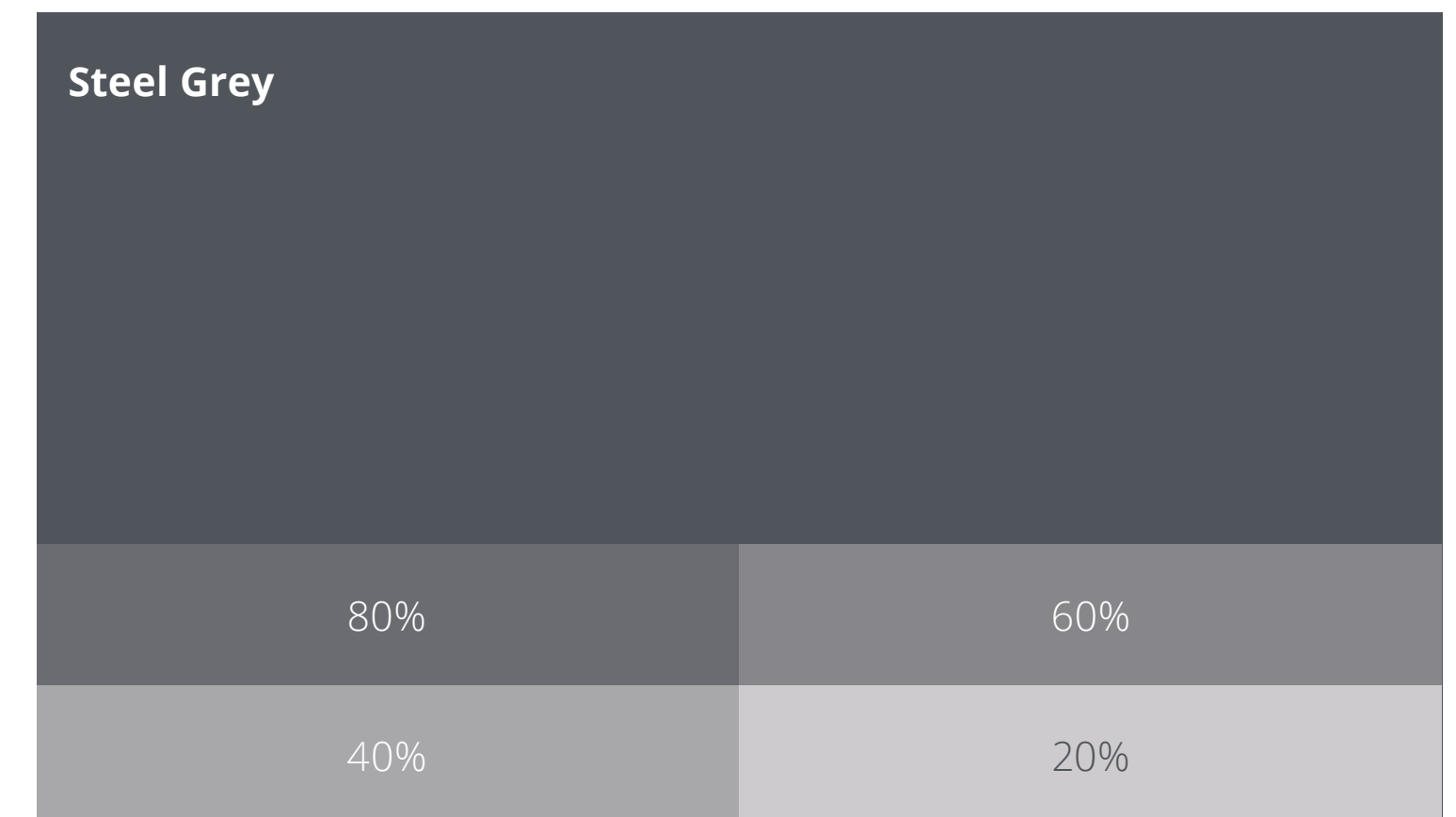
## HB RENTALS COLORS



**Pantone** 3302C  
**C M Y K** 92, 50, 62, 40  
**R G B** 0, 76, 74  
**HEX** #004b4a



**Pantone** Cool Grey 7C  
**C M Y K** 45, 35, 34, 1  
**R G B** 147, 151, 154  
**HEX** #93979a



**Pantone** Cool Gray 11C  
**C M Y K** 68, 57, 51, 29  
**R G B** 80, 85, 91  
**HEX** #50555a

### NOTE:

For professional printing, colors are defined by the Pantone Matching System (PMS) and 4-color process build (CMYK).

For web and digital usage, colors are defined by RGB and HEX values.

# TYPOGRAPHY

The primary typeface is Solido Black.

The Secondary typeface is Egyptienne.

When creating a HB Rentals branded asset choose one of the weights shown below. These fonts should be used for producing branded materials such as; Brochures, mailers, posters, business cards, PPT presentations, Microsoft Office Documents etc.

Headlines – Solido Black, Bold (all caps)

# LOREM IPSUM

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Subheads – Egyptienne, Bold

## Lorem Ipsum

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Body Copy – Egyptienne, Black, Bold and Roman

**Lorem Ipsum** – dolor sit amet, contetur adipiscing elit. Aliquam iaculis velit tempor diam convallis rutrum. Fusce pellentesque sapien interdum, ullamcorper dui interdum, tincidunt ante. Nula eget felis ut mauris viverra pretium sed at tellus. Curabitur nec ante eget nisi rhoncus fermentum. Etiam porta porttitor enim, bibendum efficitur tortor malesuada quis. Fusce faucibus erat dignissim, mattis massa quis, efficitur nisl.



**INTERNATIONAL  
SNUBBING  
SERVICES (ISS)  
BRAND GUIDE**



**ISS**

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INTERNATIONAL SNUBBING SERVICES



# PRIMARY LOGO

The ISS logo has been developed to provide the greatest visibility and harmony for its elements. Never recreate, rescale, or rearrange its elements under any circumstance. Always use the master logos supplied. Whenever possible, use the full color logo on a white background.



# LOGO COLOR USAGE

## PREFERRED FULL COLOR LOGO

Always use the master logos supplied. Whenever possible, use the full color logo on a white background.



## ALTERNATE ONE-COLOR LOGO

When it is not possible to use the full color logo, the one color black signature may be used.



## PREFERRED REVERSE LOGO

In situations where using the logo on white isn't possible, it is preferred to use the one-color white logo on a ISS blue background.



When positioning the logo on a colored background, the value of the background determines how the logo is used. The logo is available in full color, black, or white. Use the full color and black logo on backgrounds that are 15% black or lighter. Use the white logo on backgrounds that are 60% black or darker.

## FULL COLOR



## BLACK



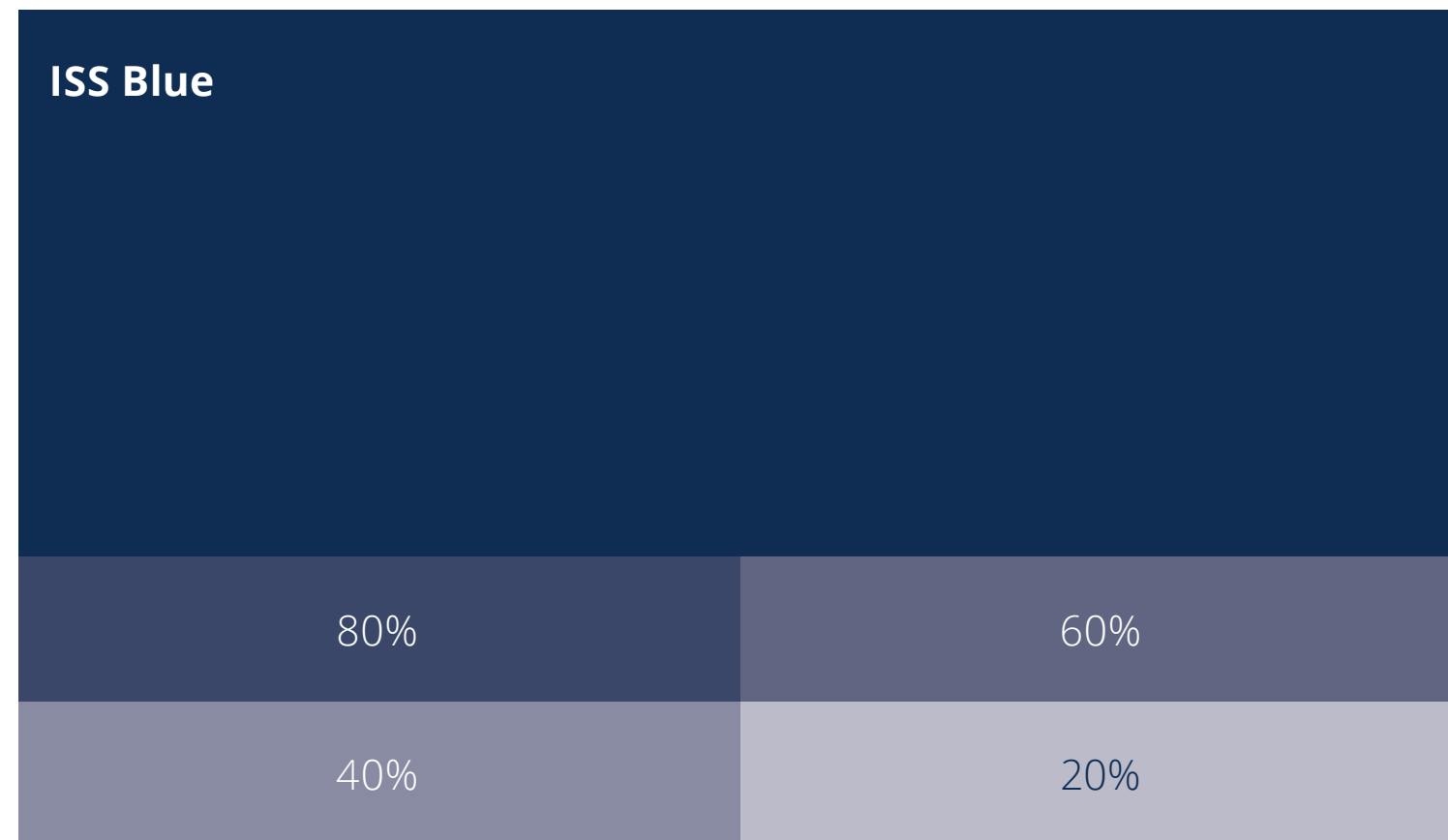
## WHITE



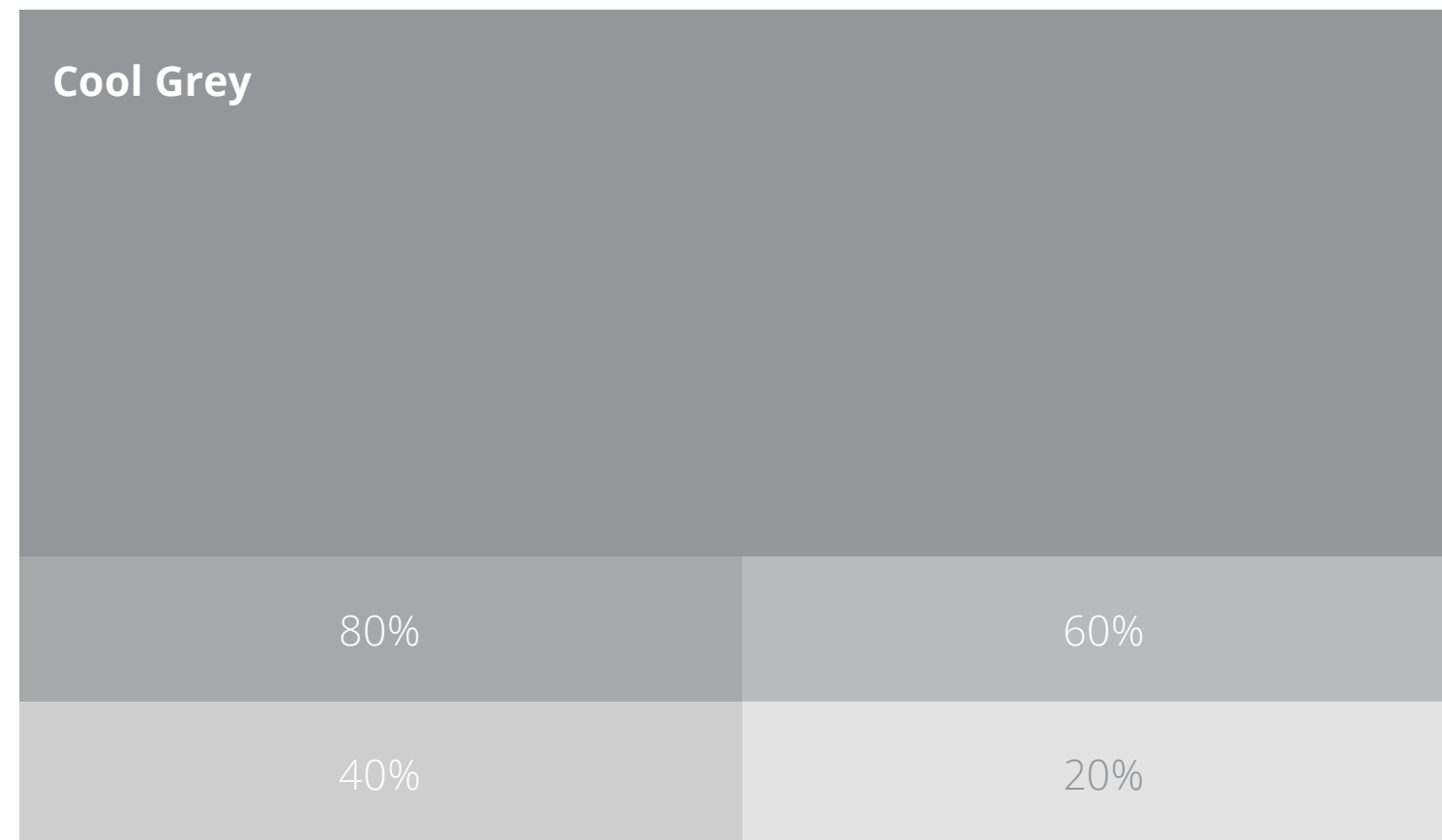
# COLOR PALETTE

Consistent color usage ensures maximum brand recognition. Our company color palette contains a range of colors that have been organized into a primary and secondary palette structure to create the optimal level of contrast and flexibility.

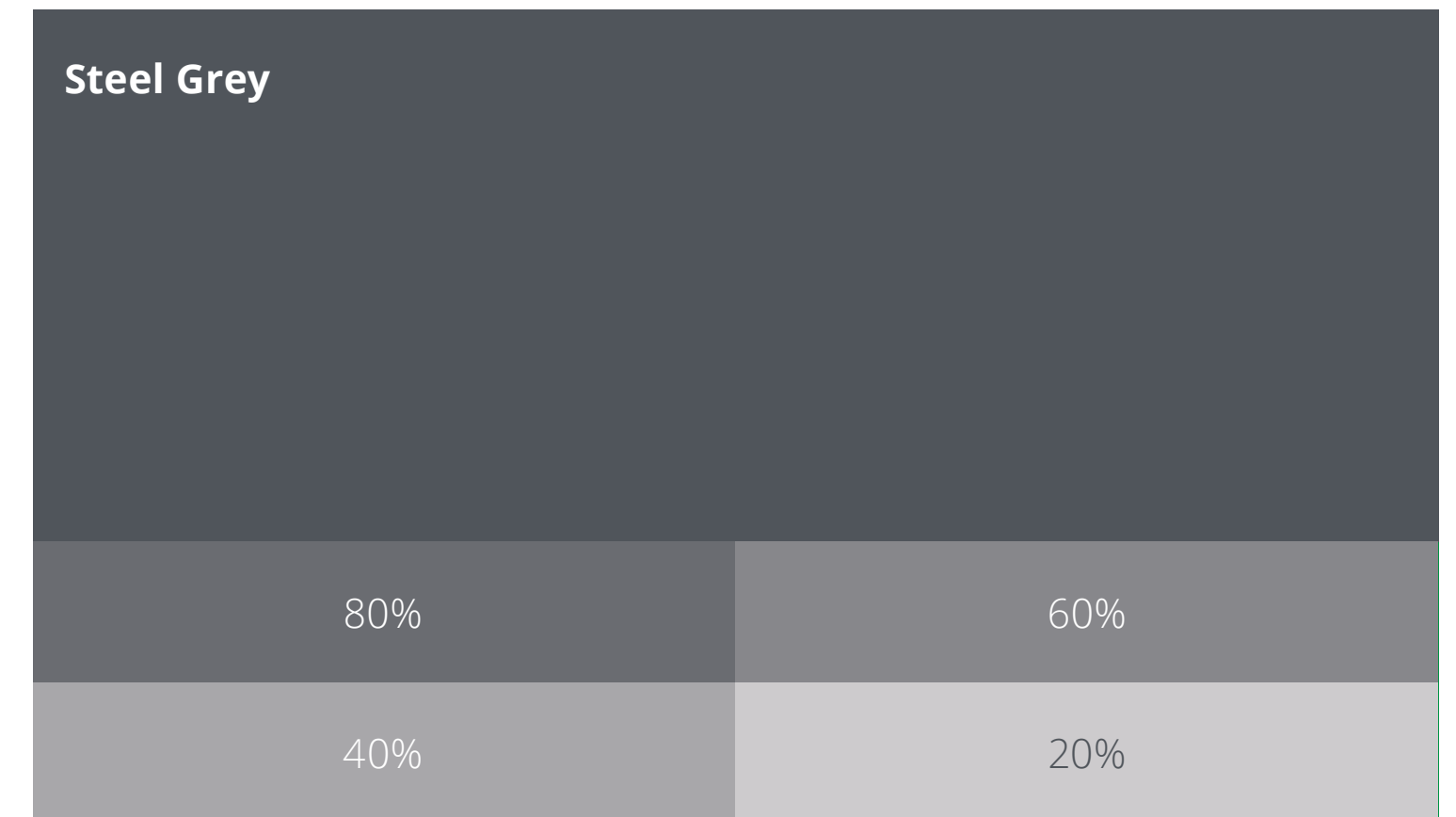
## ISS COLORS



**Pantone** 295C  
**C M Y K** 100, 84, 36, 39  
**R G B** 15, 45, 82  
**HEX** #0f2d52



**Pantone** Cool Grey 7C  
**C M Y K** 45, 35, 34, 1  
**R G B** 147, 151, 154  
**HEX** #93979a



**Pantone** Cool Gray 11C  
**C M Y K** 68, 57, 51, 29  
**R G B** 80, 85, 91  
**HEX** #50555a

### NOTE:

For professional printing, colors are defined by the Pantone Matching System (PMS) and 4-color process build (CMYK).

For web and digital usage, colors are defined by RGB and HEX values.

# TYPOGRAPHY

The primary typeface is Termina.

When creating a ISS branded asset choose one of the weights shown below. These fonts should be used for producing branded materials such as; Brochures, mailers, posters, business cards, PPT presentations, Microsoft Office Documents etc.

Headlines - Termina, Bold (all caps)

# LOREM IPSUM

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Subheads - Termina, Bold

## Lorem Ipsum

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Body Copy - Termina, Bold and Regular

**Lorem Ipsum** – dolor sit amet, contetur adipiscing elit. Aliquam iaculis velit tempor diam convallis rutrum. Fusce pellentesque sapien interdum, ullamcorper dui interdum, tincidunt ante. Nula eget felis ut mauris viverra pretium sed at tellus. Curabitur nec ante eget nisi rhoncus fermentum. Etiam porta porttitor enim, bibendum efficitur tortor malesuada quis. Fusce faucibus erat dignissim, mattis massa quis, efficitur nisl.



# ISS

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INTERNATIONAL SNUBBING SERVICES

# QUAIL TOOLS BRAND GUIDE



 Superior

# PRIMARY LOGO

The Quail Tools logo has been developed to provide the greatest visibility and harmony for its elements. Never recreate, rescale, or rearrange its elements under any circumstance. Always use the master logos supplied. Whenever possible, use the full color logo on a white background.



# LOGO COLOR USAGE

## PREFERRED FULL COLOR LOGO

Always use the master logos supplied. Whenever possible, use the full color logo on a white background.



## ALTERNATE ONE-COLOR LOGO

When it is not possible to use the full color logo, the one color blue signature may be used.



## PREFERRED REVERSE LOGO

In situations where using the logo on white isn't possible, it is preferred to use the full color white logo on a Quail Tools blue background.

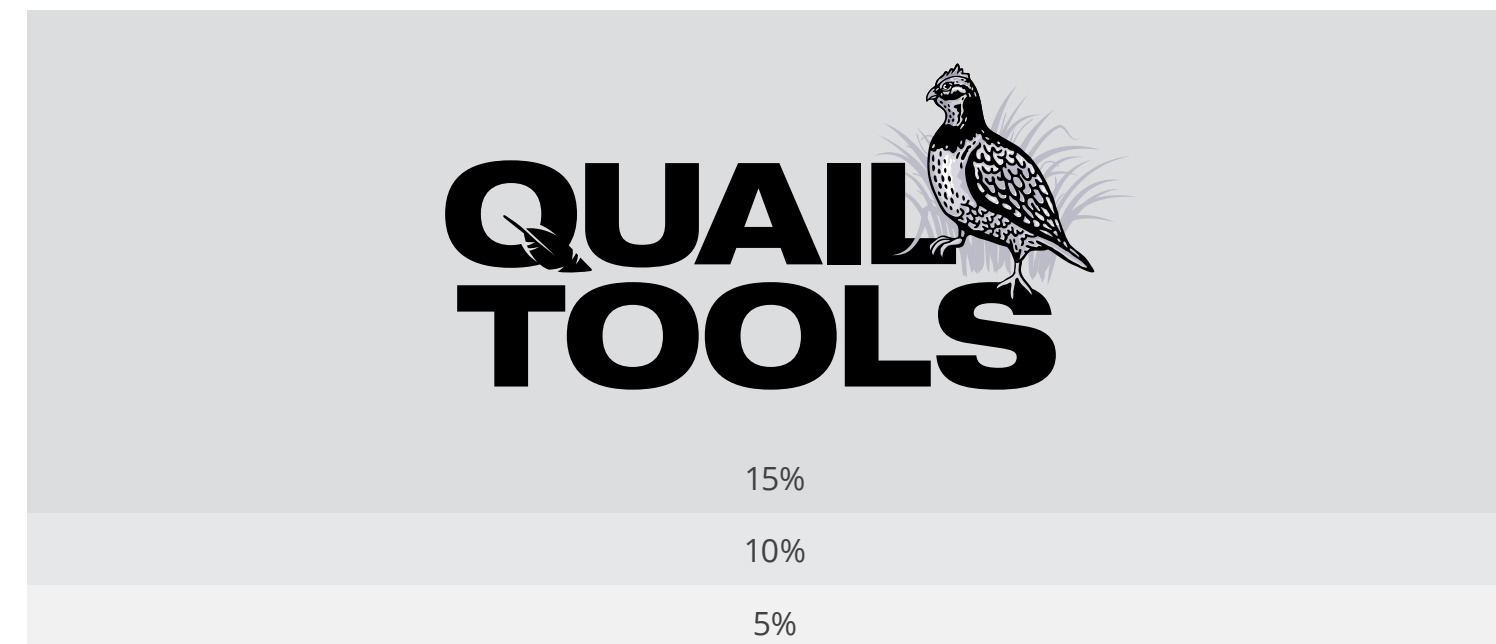


When positioning the logo on a colored background, the value of the background determines how the logo is used. The logo is available in full color, blue, black or white. Use the full color and blue logo on backgrounds that are 15% black or lighter. Use the white logo on backgrounds that are 60% black or darker.

## FULL COLOR



## BLACK



## WHITE



# LOGO VARIATIONS

## HORIZONTAL LOGOS ON WHITE



## HORIZONTAL LOGOS ON DARKS



## ICONS ON WHITE



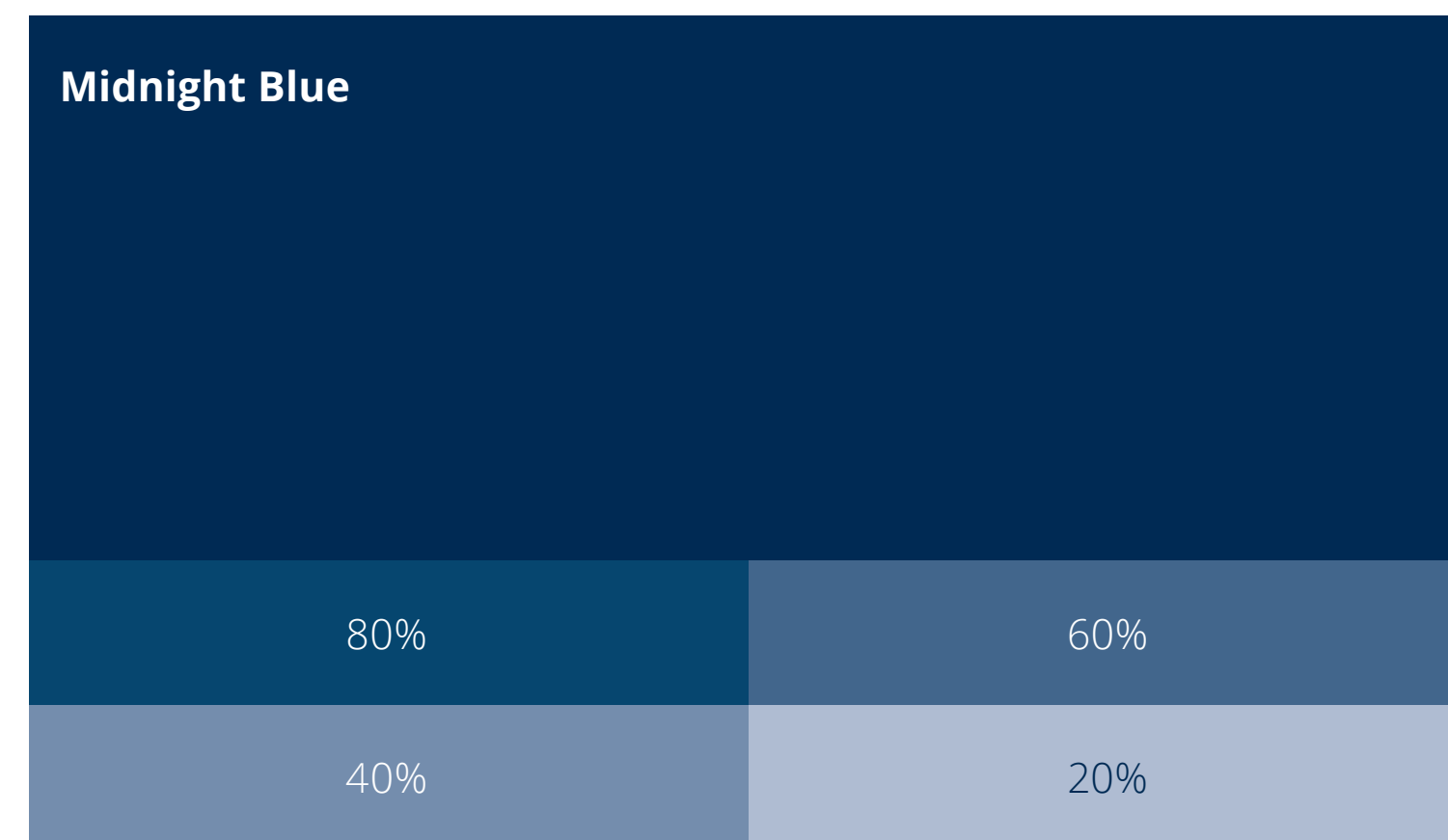
## ICONS ON DARKS



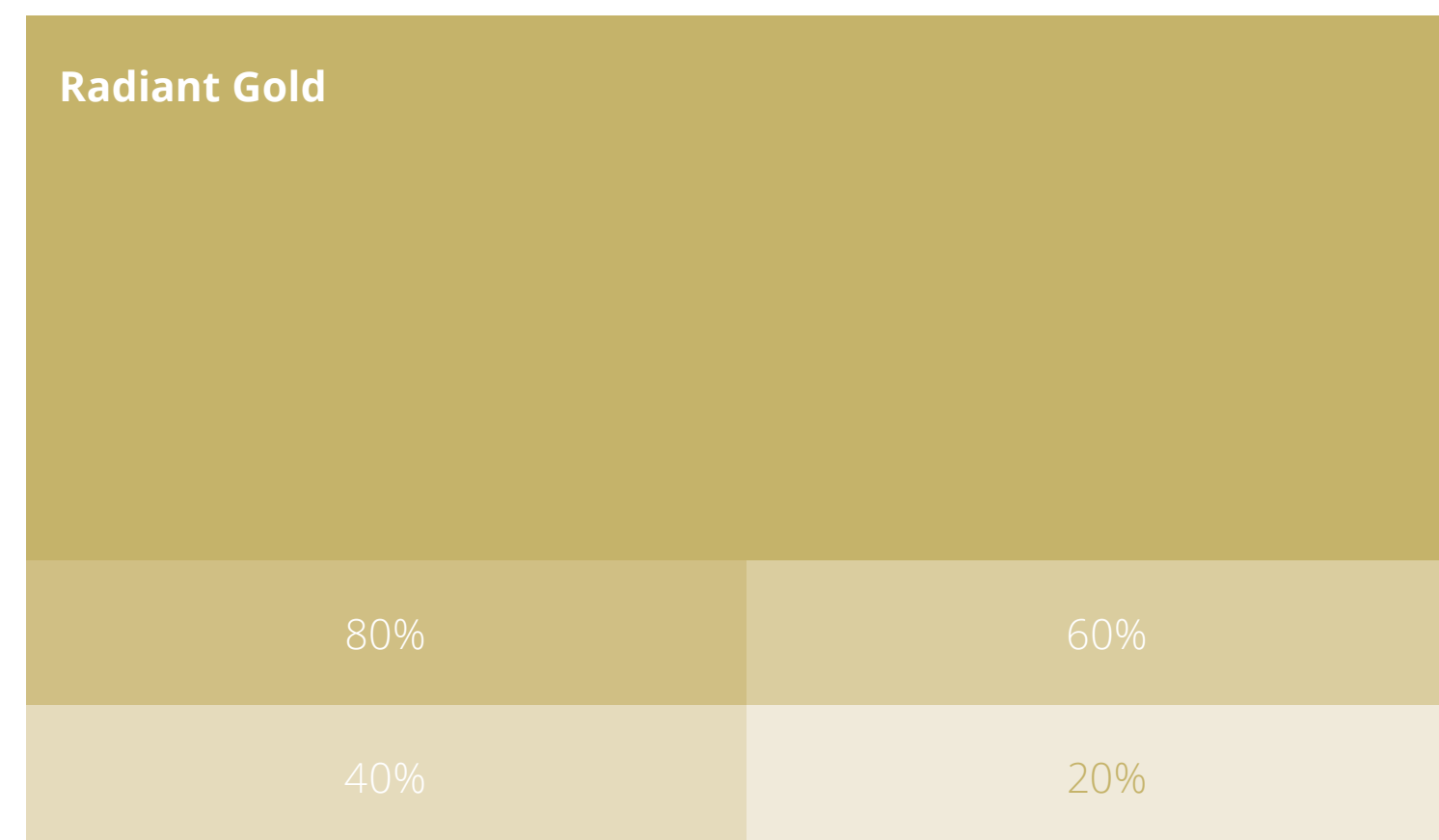
# COLOR PALETTE

Consistent color usage ensures maximum brand recognition. Our company color palette contains a range of colors that have been organized into a primary and secondary palette structure to create the optimal level of contrast and flexibility.

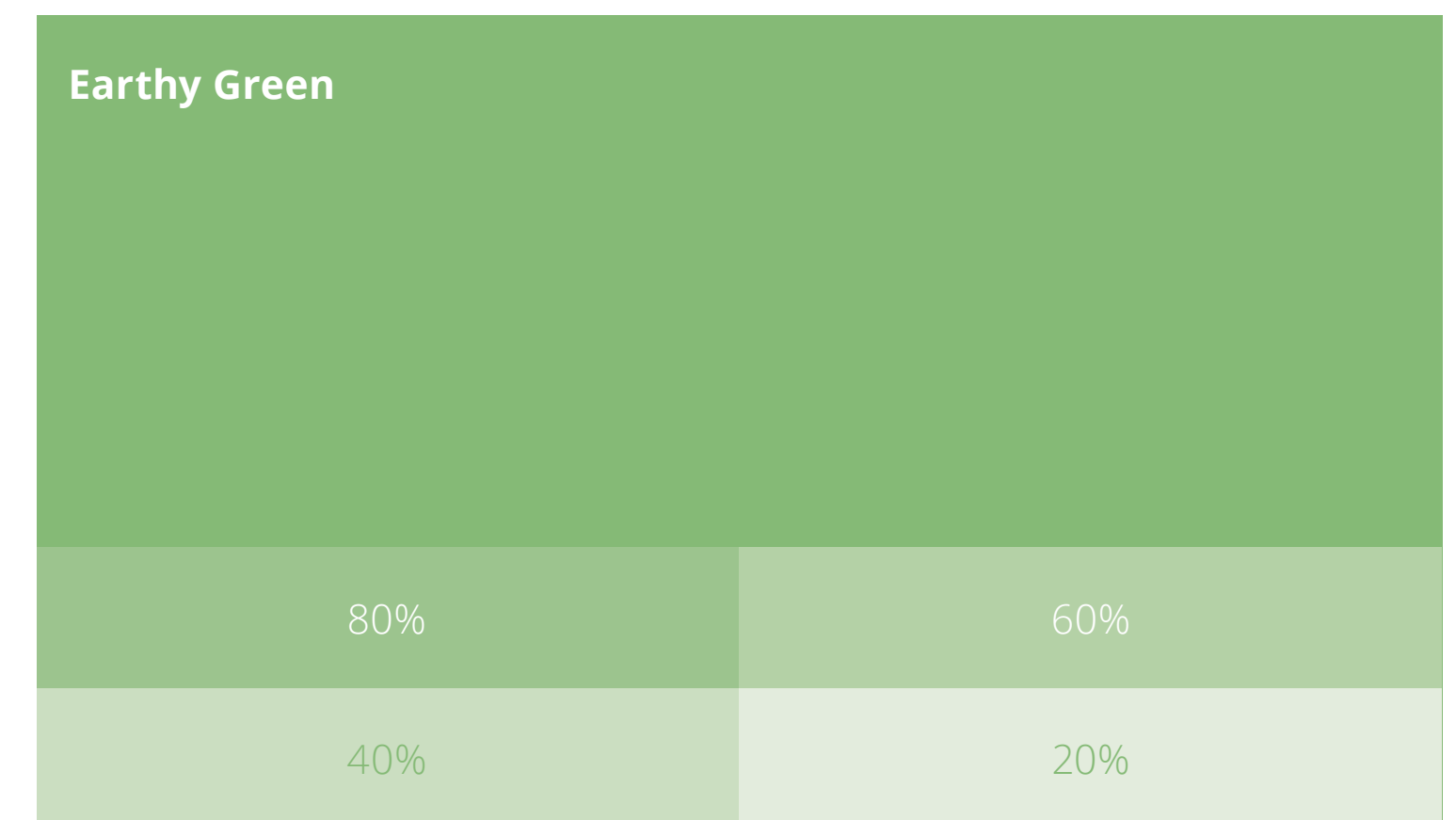
## QUAIL TOOLS PRIMARY COLORS



**Pantone** 539C  
**C M Y K** 100, 50, 0, 70  
**R G B** 0, 42, 84  
**HEX** #002A54



**Pantone** 871C  
**C M Y K** 25, 25, 70, 0  
**R G B** 197, 178, 107  
**HEX** #C5B26B



**Pantone** 7489C  
**C M Y K** 52, 8, 70, 0  
**R G B** 132, 186, 118  
**HEX** #84BA76

### NOTE:

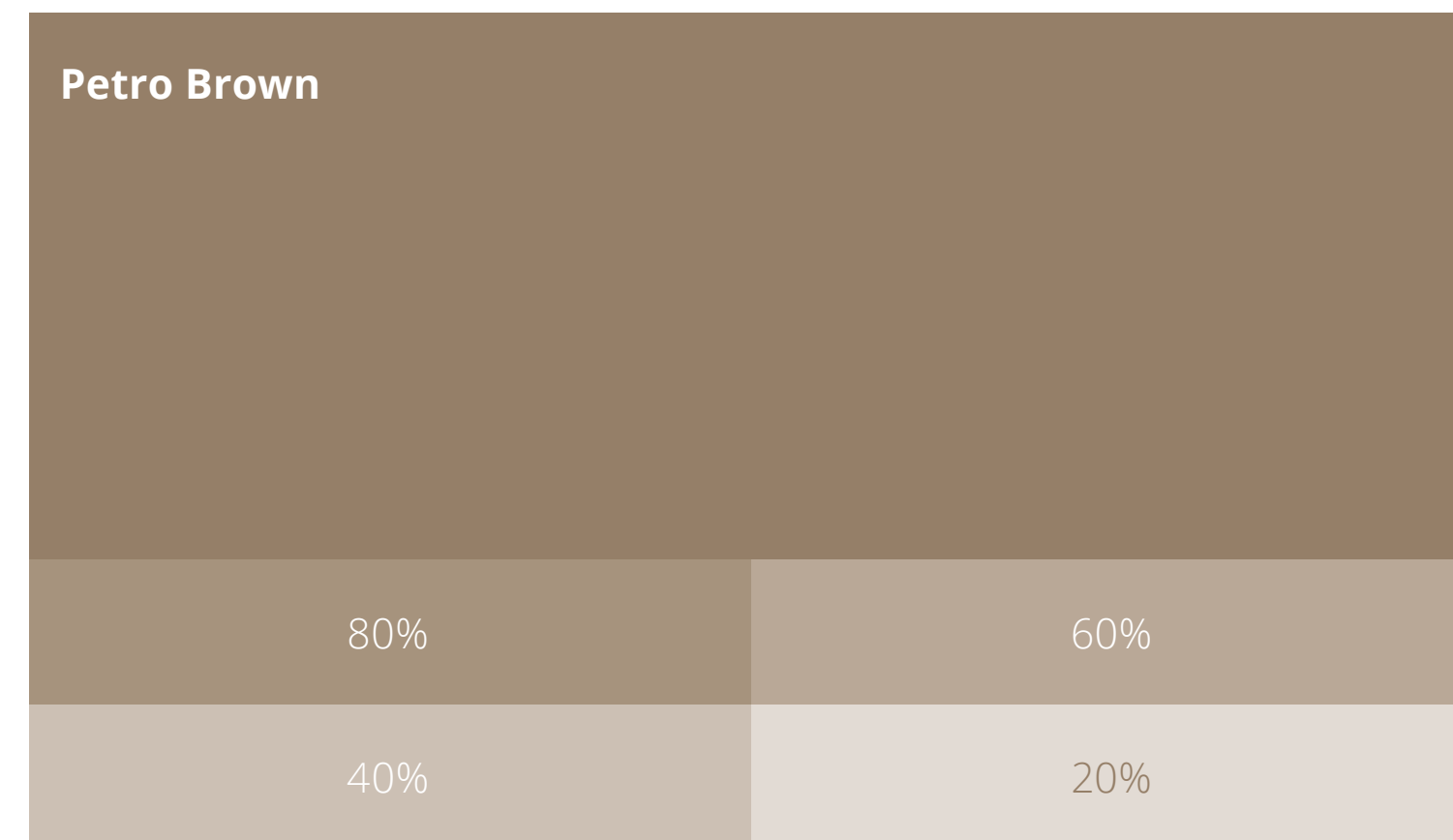
For professional printing, colors are defined by the Pantone Matching System (PMS) and 4-color process build (CMYK).

For web and digital usage, colors are defined by RGB and HEX values.

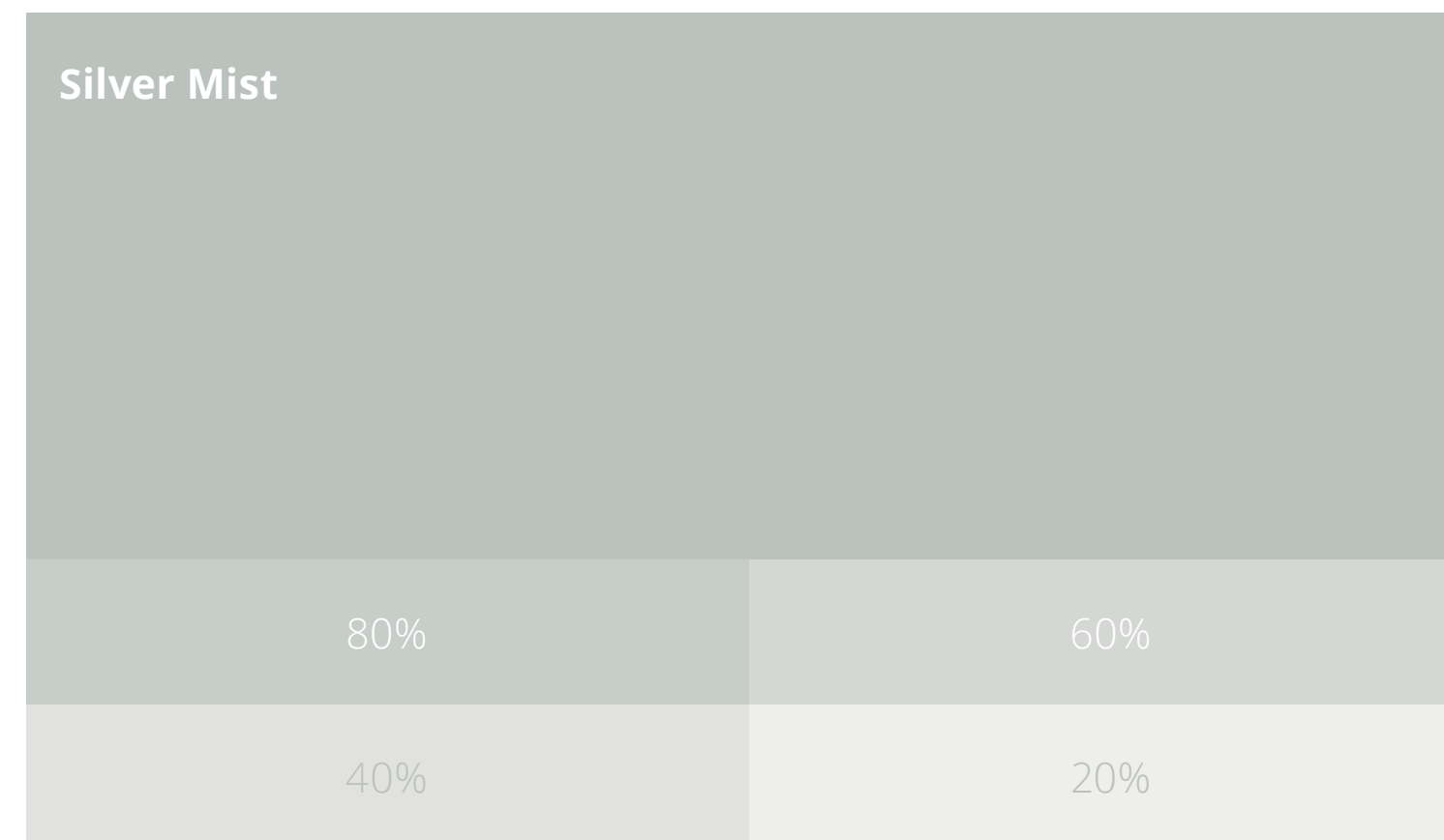
# COLOR PALETTE

Consistent color usage ensures maximum brand recognition. Our company color palette contains a range of colors that have been organized into a primary and secondary palette structure to create the optimal level of contrast and flexibility.

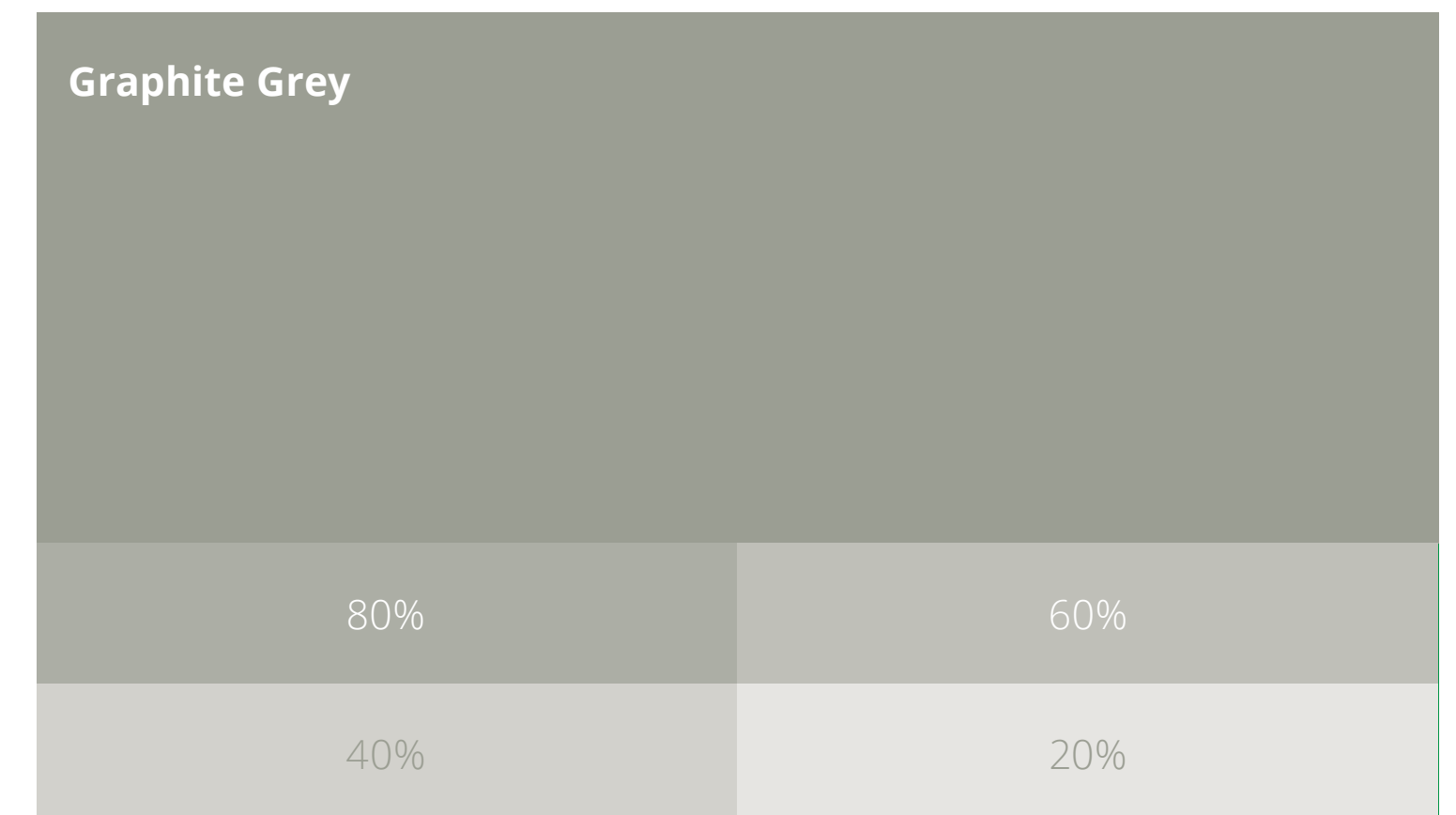
## QUAIL TOOLS SECONDARY COLORS



**Pantone** 7504C  
**C M Y K** 40, 45, 60, 10  
**R G B** 150, 127, 104  
**HEX** #957F67



**Pantone** 421C  
**C M Y K** 27, 17, 23, 0  
**R G B** 187, 194, 189  
**HEX** #BBC2BD



**Pantone** 403C  
**C M Y K** 43, 32, 42, 0  
**R G B** 154, 158, 147  
**HEX** #9E9E92

### NOTE:

For professional printing, colors are defined by the Pantone Matching System (PMS) and 4-color process build (CMYK).

For web and digital usage, colors are defined by RGB and HEX values.

# TYPOGRAPHY

The primary typeface is Roboto.

When creating a Quail Tools branded asset choose one of the weights shown below. These fonts should be used for producing branded materials such as; Brochures, mailers, posters, business cards, PPT presentations, Microsoft Office Documents etc.

Headlines – Roboto, Bold (all caps)

# LOREM IPSUM

---

Subheads – Roboto, Bold

## Lorem Ipsum

---

Body Copy – Roboto, Bold and Regular

**Lorem Ipsum** – dolor sit amet, contetur adipiscing elit. Aliquam iaculis velit tempor diam convallis rutrum. Fusce pellentesque sapien interdum, ullamcorper dui interdum, tincidunt ante. Nula eget felis ut mauris viverra pretium sed at tellus. Curabitur nec ante eget nisi rhoncus fermentum. Etiam porta porttitor enim, bibendum efficitur tortor malesuada quis. Fusce faucibus erat dignissim, mattis massa quis, efficitur nisl.



# STABIL DRILL BRAND GUIDE

**STABIL**  **DRILL**

 Superior

# PRIMARY LOGO

The Stabil Drill logo has been developed to provide the greatest visibility and harmony for its elements. Never recreate, rescale, or rearrange its elements under any circumstance. Always use the master logos supplied. Whenever possible, use the full color logo on a white background.




**STABIL DRILL**

---



**STABIL DRILL**



**STABIL DRILL**



**STABIL DRILL**



# LOGO COLOR USAGE

## PREFERRED FULL COLOR LOGO

Always use the master logos supplied. Whenever possible, use the full color logo on a white background.



## ALTERNATE ONE-COLOR LOGO

When it is not possible to use the full color logo, the one color black signature may be used.



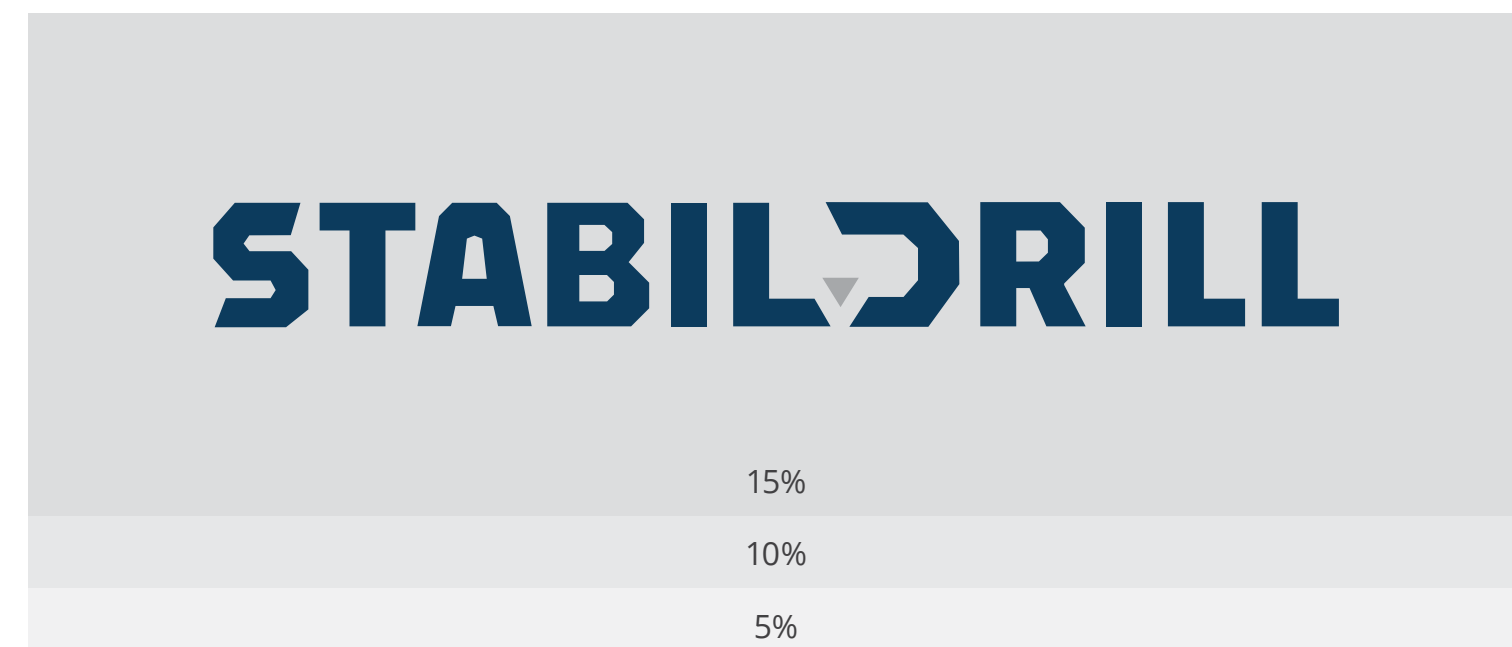
## PREFERRED REVERSE LOGO

In situations where using the logo on white isn't possible, it is preferred to use the full color white logo on a Stabil Drill blue background.

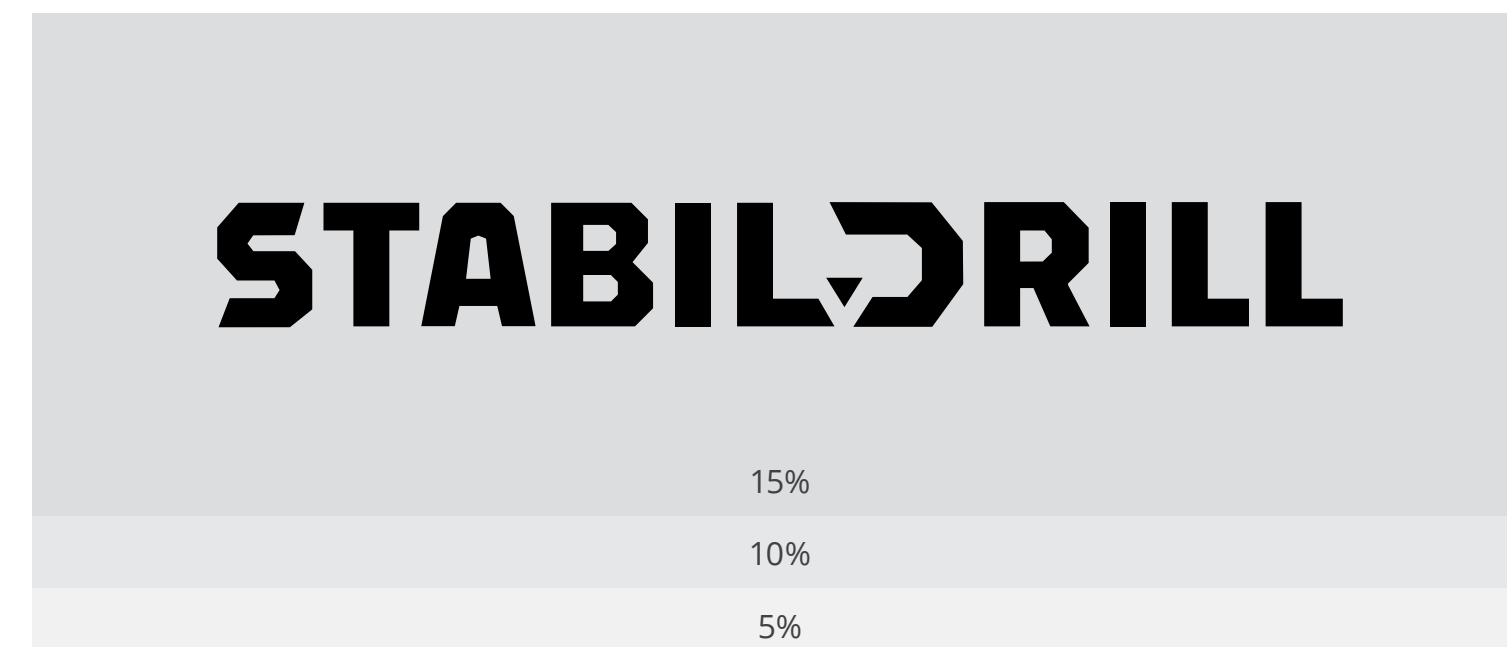


When positioning the logo on a colored background, the value of the background determines how the logo is used. The logo is available in full color, black, or white. Use the full color and black logo on backgrounds that are 15% black or lighter. Use the white logo on backgrounds that are 60% black or darker.

### FULL COLOR



### BLACK



### WHITE



# LOGO VARIATIONS

## HORIZONTAL LOGOS

**STABIL DRILL**

**STABIL DRILL**

**STABIL DRILL**

**STABIL DRILL**

## VERTICAL LOGOS



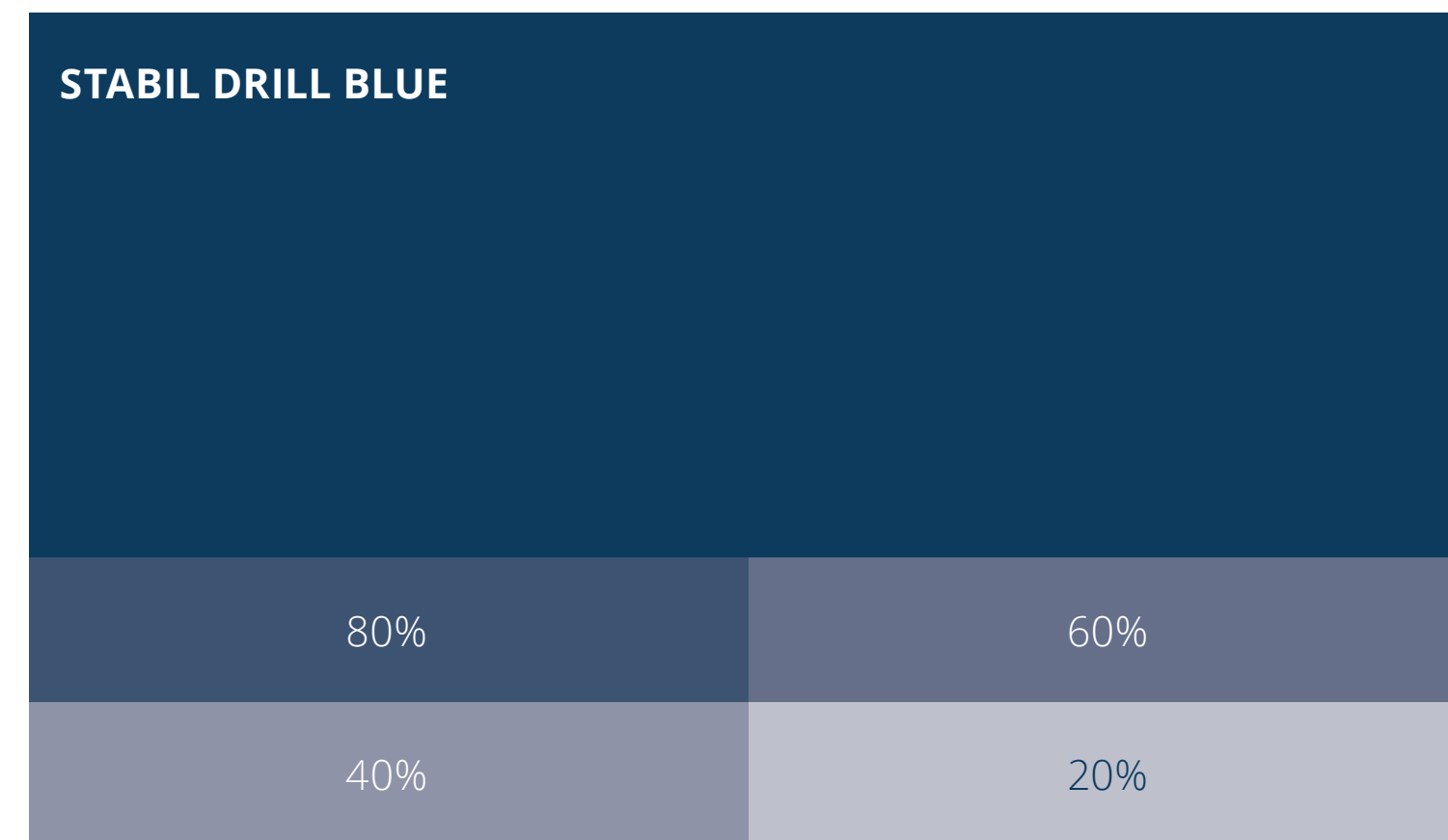
## ICONS



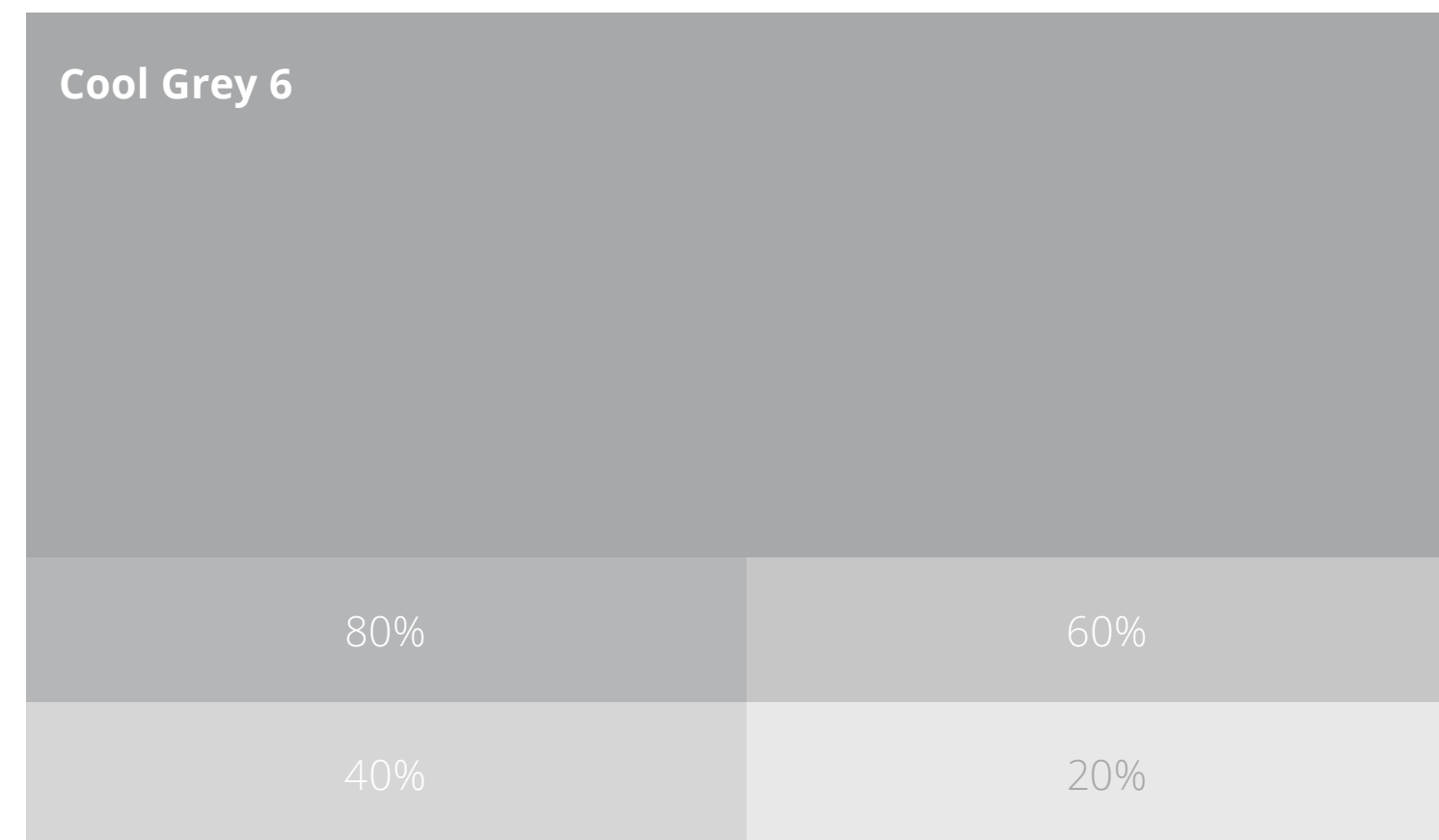
# COLOR PALETTE

Consistent color usage ensures maximum brand recognition. Our company color palette contains a range of colors that have been organized into a primary and secondary palette structure to create the optimal level of contrast and flexibility.

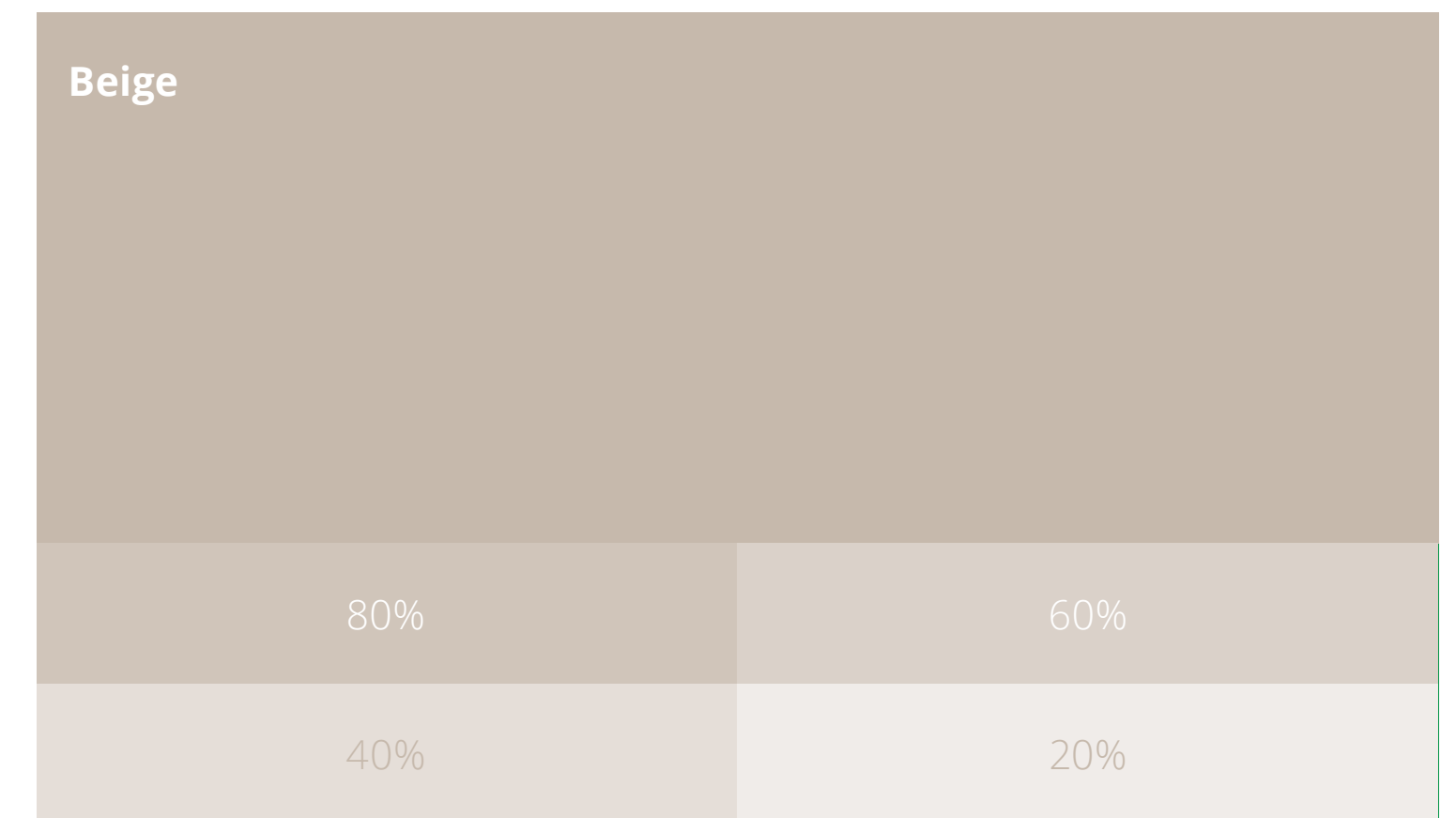
## STABIL DRILL COLORS



**Pantone** 302C  
**C M Y K** 100, 78, 39, 29  
**R G B** 31, 68, 105  
**HEX** #1F4469



**Pantone** Cool Grey 6C  
**C M Y K** 37, 29, 28, 0  
**R G B** 156, 160, 159  
**HEX** #9CA09F



**Pantone** 7528C  
**C M Y K** 23, 24, 30, 0  
**R G B** 187, 179, 164  
**HEX** #BBB3A4

### NOTE:

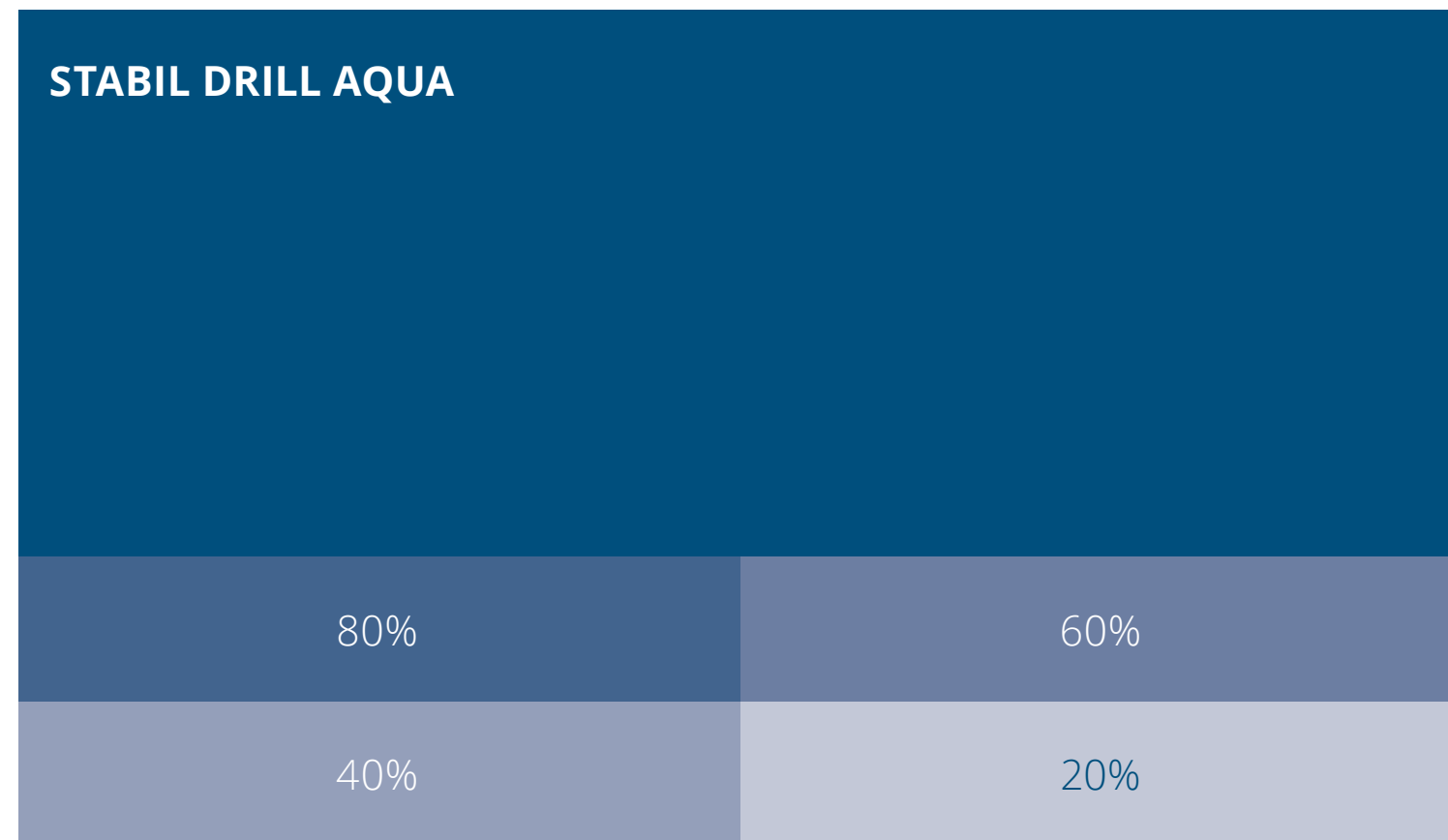
For professional printing, colors are defined by the Pantone Matching System (PMS) and 4-color process build (CMYK).

For web and digital usage, colors are defined by RGB and HEX values.

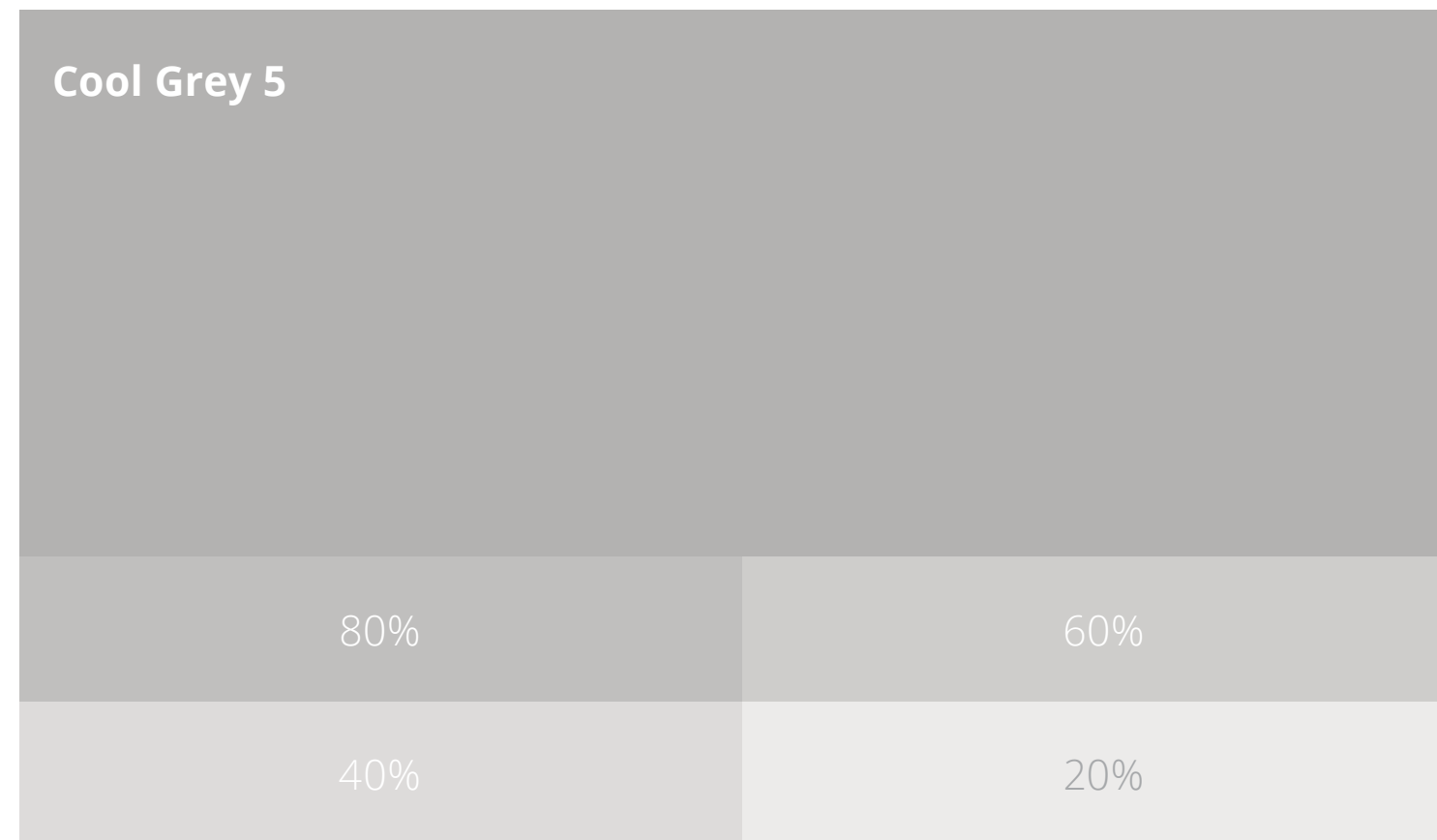
# COLOR PALETTE (SECONDARY)

Consistent color usage ensures maximum brand recognition. Our company color palette contains a range of colors that have been organized into a primary and secondary palette structure to create the optimal level of contrast and flexibility.

## STABIL DRILL COLORS



**Pantone** 302C  
**C M Y K** 100, 72, 27, 12  
**R G B** 0, 78, 125  
**HEX** #004e7d



**Pantone** Cool Grey 5C  
**C M Y K** 31, 25, 26, 0  
**R G B** 179, 178, 177  
**HEX** #b3b2b1

### NOTE:

For professional printing, colors are defined by the Pantone Matching System (PMS) and 4-color process build (CMYK).

For web and digital usage, colors are defined by RGB and HEX values.

# TYPOGRAPHY

The primary typeface is Changa.

When creating a Stabil Drill branded asset choose one of the weights shown below. These fonts should be used for producing branded materials such as; Brochures, mailers, posters, business cards, PPT presentations, Microsoft Office Documents etc.

Headlines – Changa, Bold (all caps)

# LOREM IPSUM

---

Subheads – Changa, Bold

## Lorem Ipsum

---

Body Copy – Changa, Bold and Regular

**Lorem Ipsum** – dolor sit amet, contetur adipiscing elit. Aliquam iaculis velit tempor diam convallis rutrum. Fusce pellentesque sapien interdum, ullamcorper dui interdum, tincidunt ante. Nula eget felis ut mauris viverra pretium sed at tellus. Curabitur nec ante eget nisi rhoncus fermentum. Etiam porta porttitor enim, bibendum efficitur tortor malesuada quis. Fusce faucibus erat dignissim, mattis massa quis, efficitur nisl.

**STABILDRILL**

# SUPERIOR COMPLETIONS BRAND GUIDE



# PRIMARY LOGO

The Superior Completions logo has been developed to provide the greatest visibility and harmony for its elements. Never recreate, rescale, or rearrange its elements under any circumstance. Always use the master logos supplied. Whenever possible, use the full color logo on a white background.



# LOGO COLOR USAGE

## PREFERRED FULL COLOR LOGO

Always use the master logos supplied. Whenever possible, use the full color logo on a white background.



## ALTERNATE ONE-COLOR LOGO

When it is not possible to use the full color logo, the one color black signature may be used.



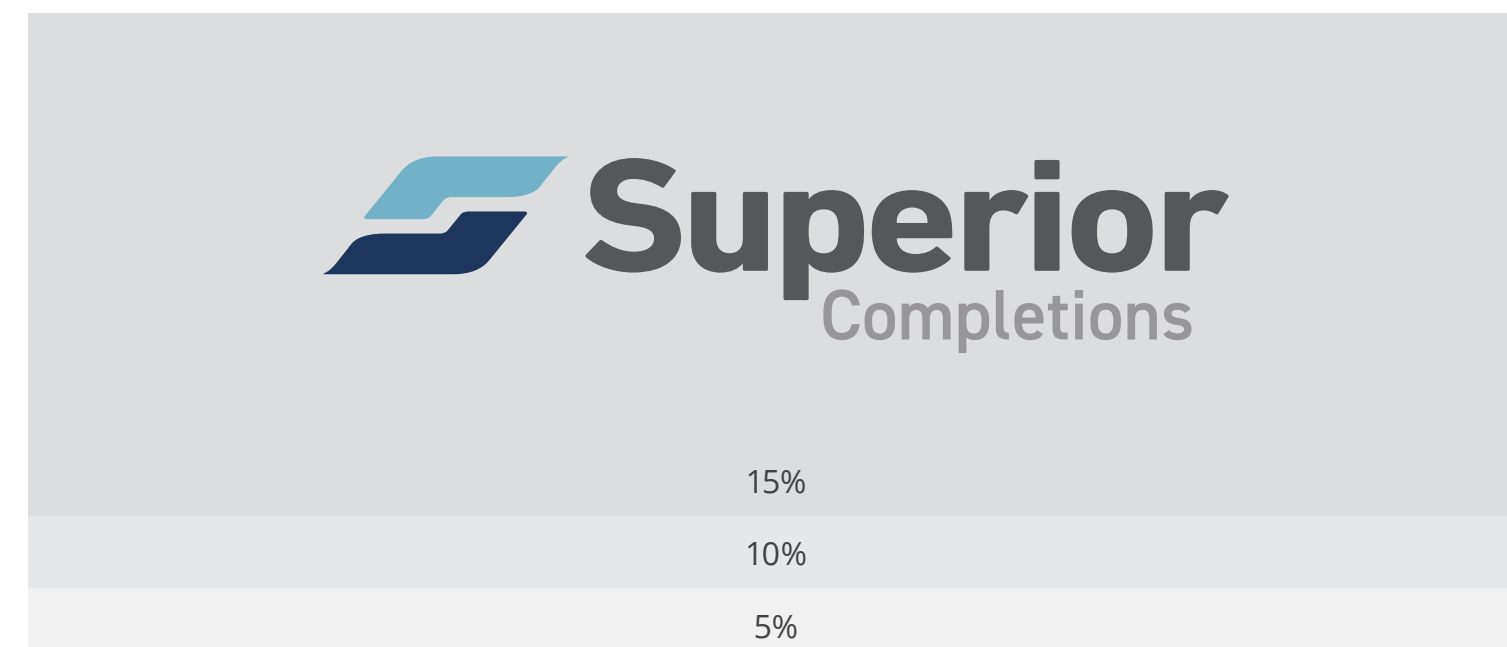
## PREFERRED REVERSE LOGO

In situations where using the logo on white isn't possible, it is preferred to use the one-color white logo on a blue background.

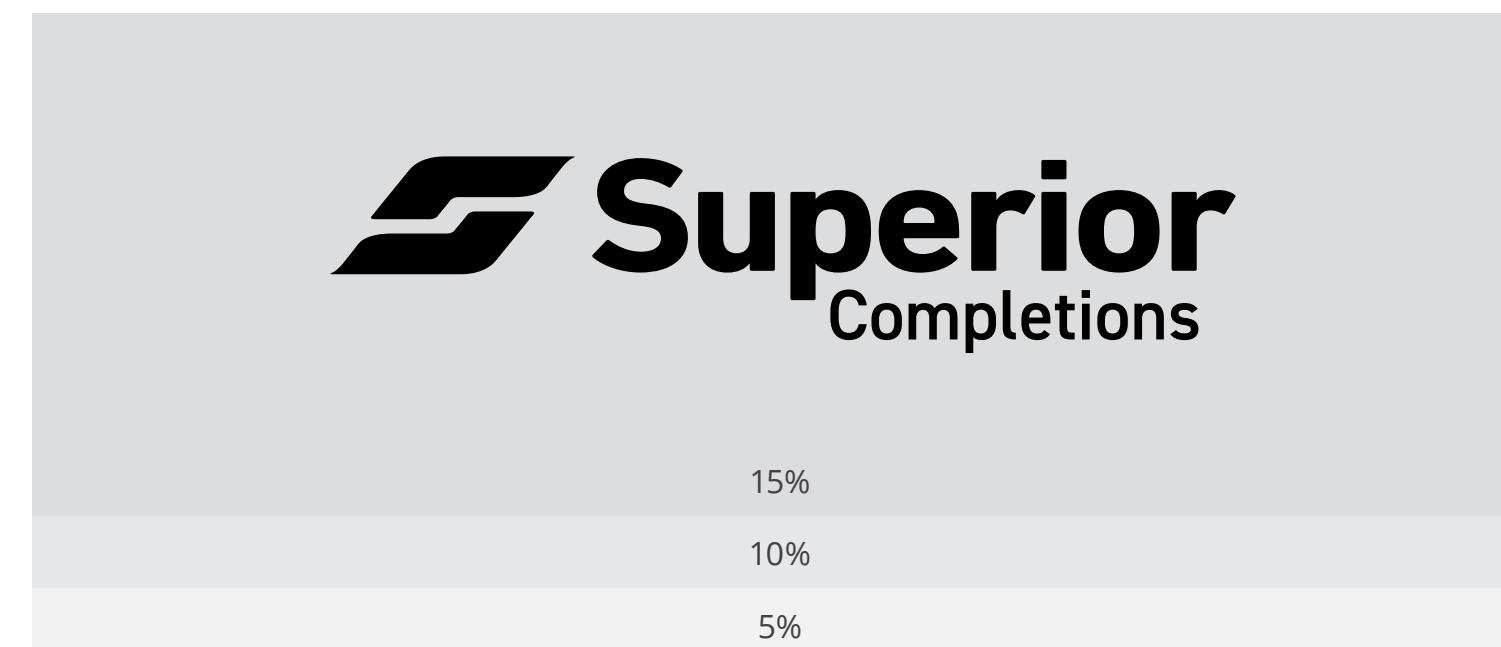


When positioning the logo on a colored background, the value of the background determines how the logo is used. The logo is available in full color, black, or white. Use the full color and black logo on backgrounds that are 15% black or lighter. Use the white logo on backgrounds that are 60% black or darker.

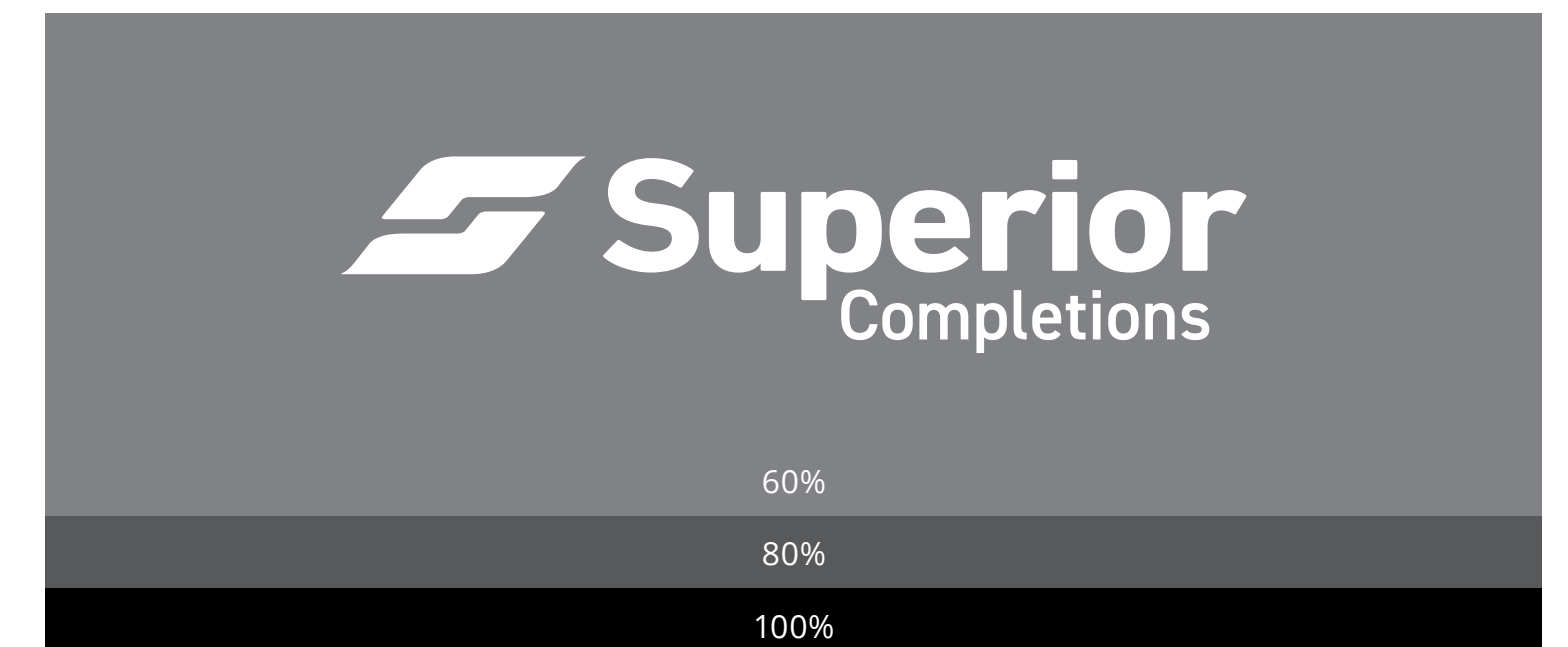
## FULL COLOR



## BLACK



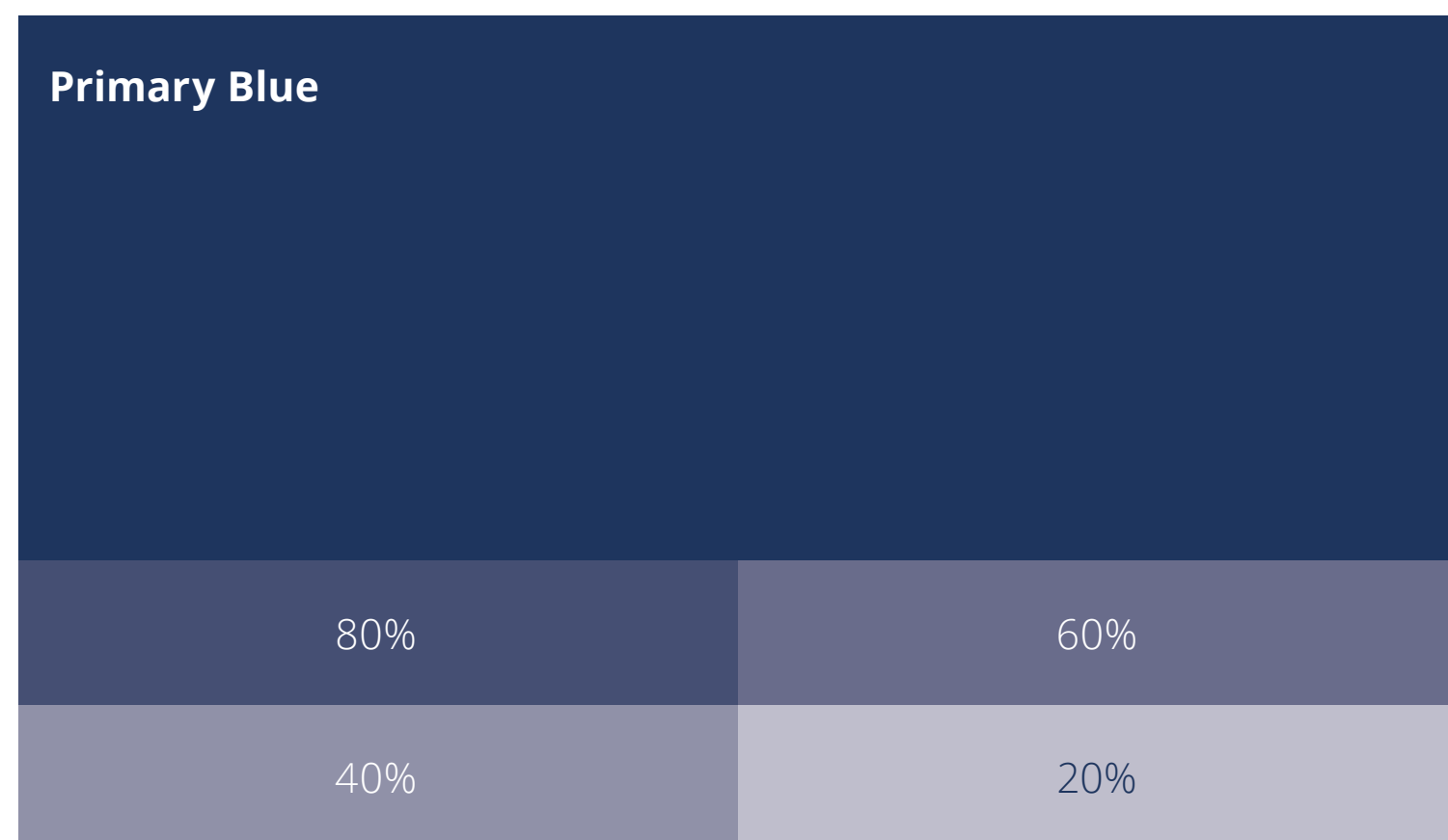
## WHITE



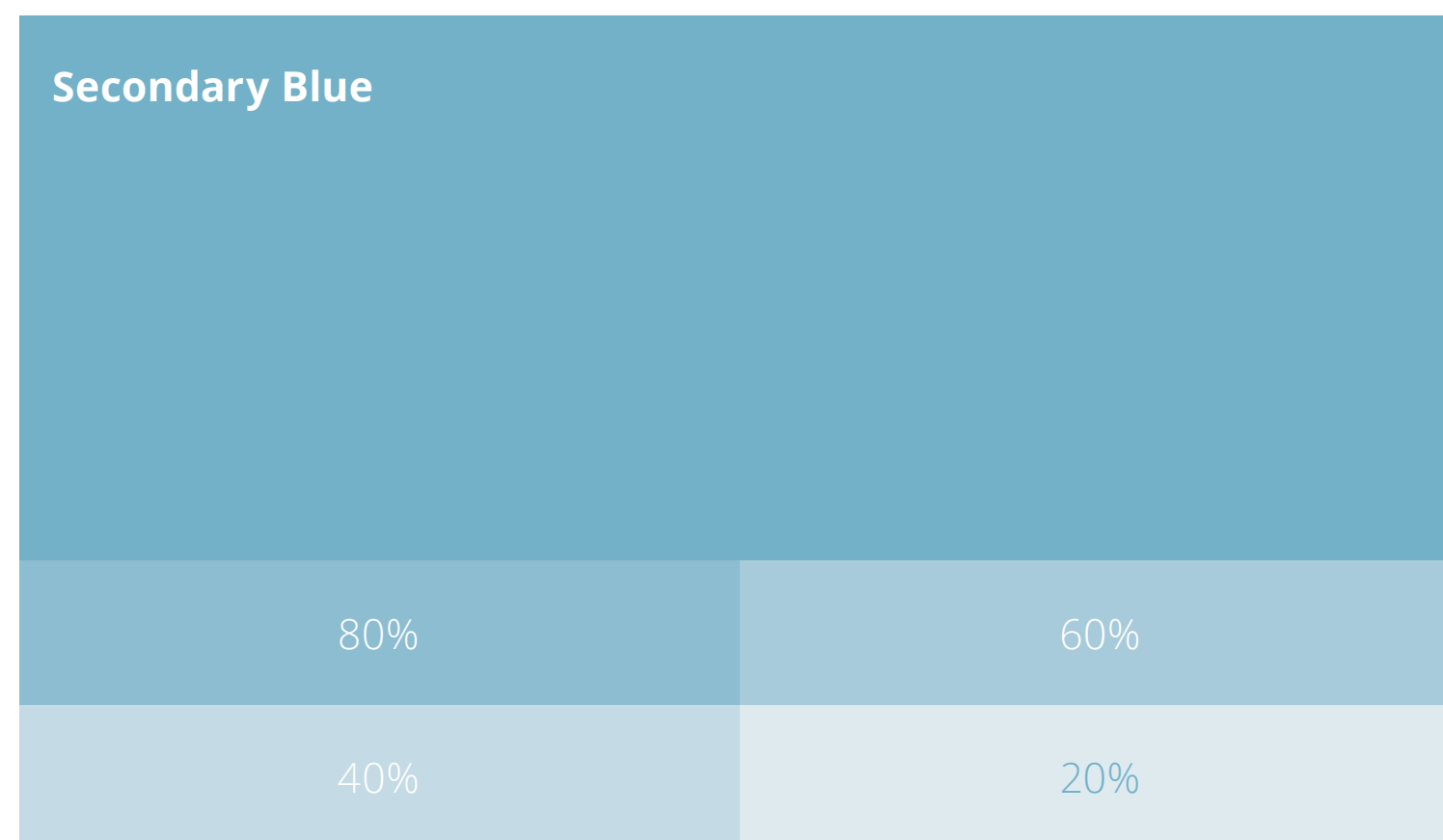
# COLOR PALETTE

Consistent color usage ensures maximum brand recognition. Our company color palette contains a range of colors that have been organized into a primary and secondary palette structure to create the optimal level of contrast and flexibility.

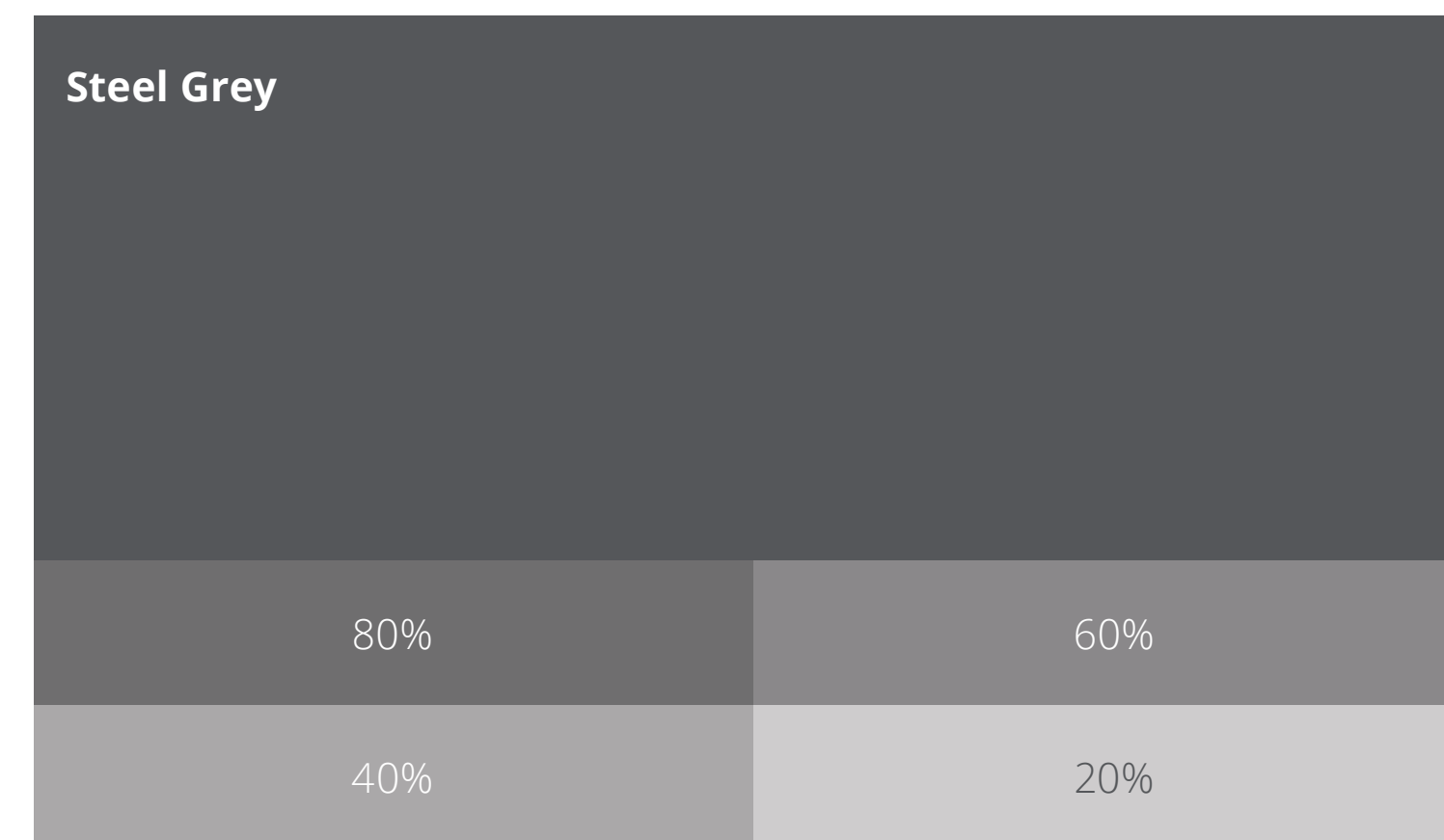
## SUPERIOR COMPLETIONS COLORS



**Pantone** 534C  
**C M Y K** 98, 85, 36, 27  
**R G B** 31, 53, 94  
**HEX** #1f355e



**Pantone** 7458C  
**C M Y K** 55, 16, 15, 0  
**R G B** 114, 177, 200  
**HEX** #6fb1c8



**Pantone** 425C  
**C M Y K** 65, 56, 53, 29  
**R G B** 85, 87, 89  
**HEX** #555759

### NOTE:

For professional printing, colors are defined by the Pantone Matching System (PMS) and 4-color process build (CMYK).

For web and digital usage, colors are defined by RGB and HEX values.

# TYPOGRAPHY

The primary typeface is Open Sans.

When creating a Superior Completions branded asset choose one of the weights shown below. These fonts should be used for producing branded materials such as; Brochures, mailers, posters, business cards, PPT presentations, Microsoft Office Documents etc.

Headlines – Open Sans, ExtraBold (all caps)

# LOREM IPSUM

---

Subheads – Open Sans, Bold

## Lorem Ipsum

---

Body Copy – Open Sans, Bold and Regular

**Lorem Ipsum** – dolor sit amet, contetur adipiscing elit. Aliquam iaculis velit tempor diam convallis rutrum. Fusce pellentesque sapien interdum, ullamcorper dui interdum, tincidunt ante. Nula eget felis ut mauris viverra pretium sed at tellus. Curabitur nec ante eget nisi rhoncus fermentum. Etiam porta porttitor enim, bibendum efficitur tortor malesuada quis. Fusce faucibus erat dignissim, mattis massa quis, efficitur nisl.



# WILD WELL BRAND GUIDE

 Superior



# PRIMARY LOGO

The Wild Well logo has been developed to provide the greatest visibility and harmony for its elements. Never recreate, rescale, or rearrange its elements under any circumstance. Always use the master logos supplied. Whenever possible, use the full color logo on a white background.



# LOGO COLOR USAGE

## PREFERRED FULL COLOR LOGO

Always use the master logos supplied. Whenever possible, use the full color logo on a white background.



## ALTERNATE ONE-COLOR LOGO

When it is not possible to use the full color logo, the one color black signature may be used.



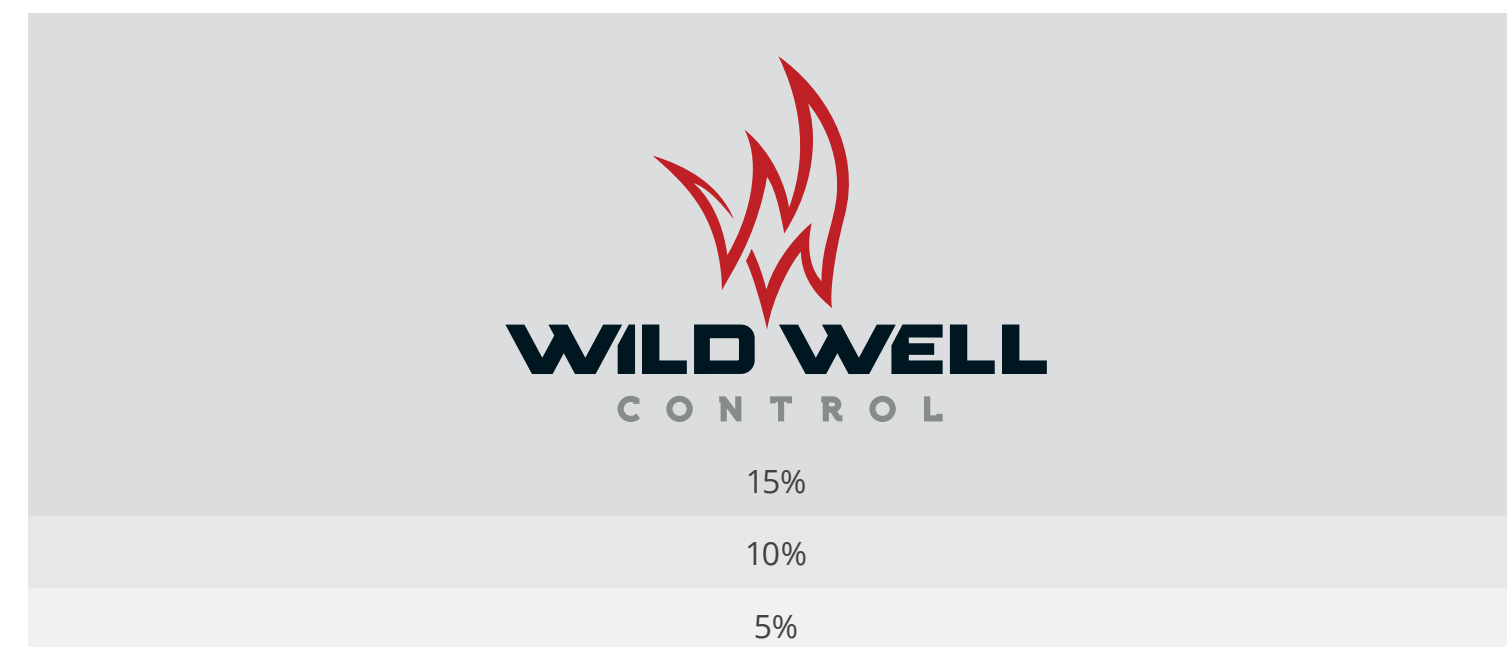
## PREFERRED REVERSE LOGO

In situations where using the logo on white isn't possible, it is preferred to use the one-color white logo on a Wild Well red background.

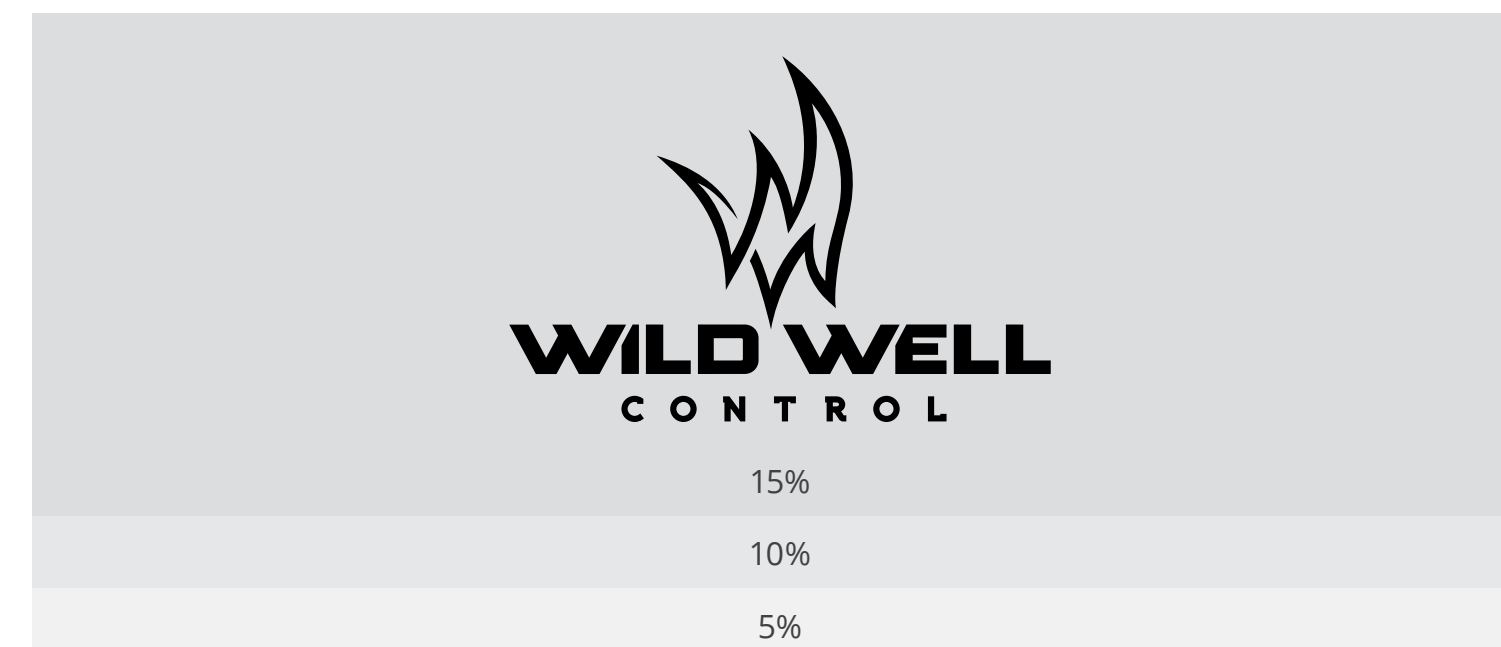


When positioning the logo on a colored background, the value of the background determines how the logo is used. The logo is available in full color, black, or white. Use the full color and black logo on backgrounds that are 15% black or lighter. Use the white logo on backgrounds that are 60% black or darker.

## FULL COLOR



## BLACK



## WHITE



# LOGO VARIATIONS

## PRIMARY LOGOS



## REVERSED LOGOS



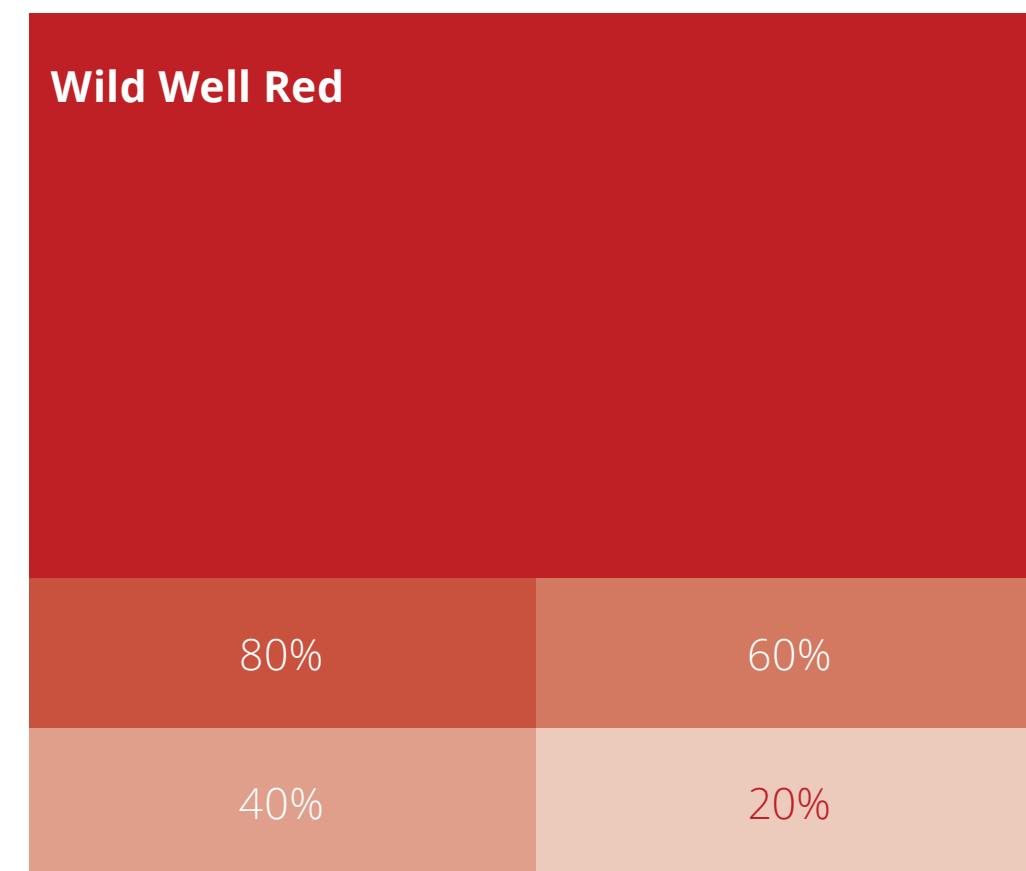
## ICONS



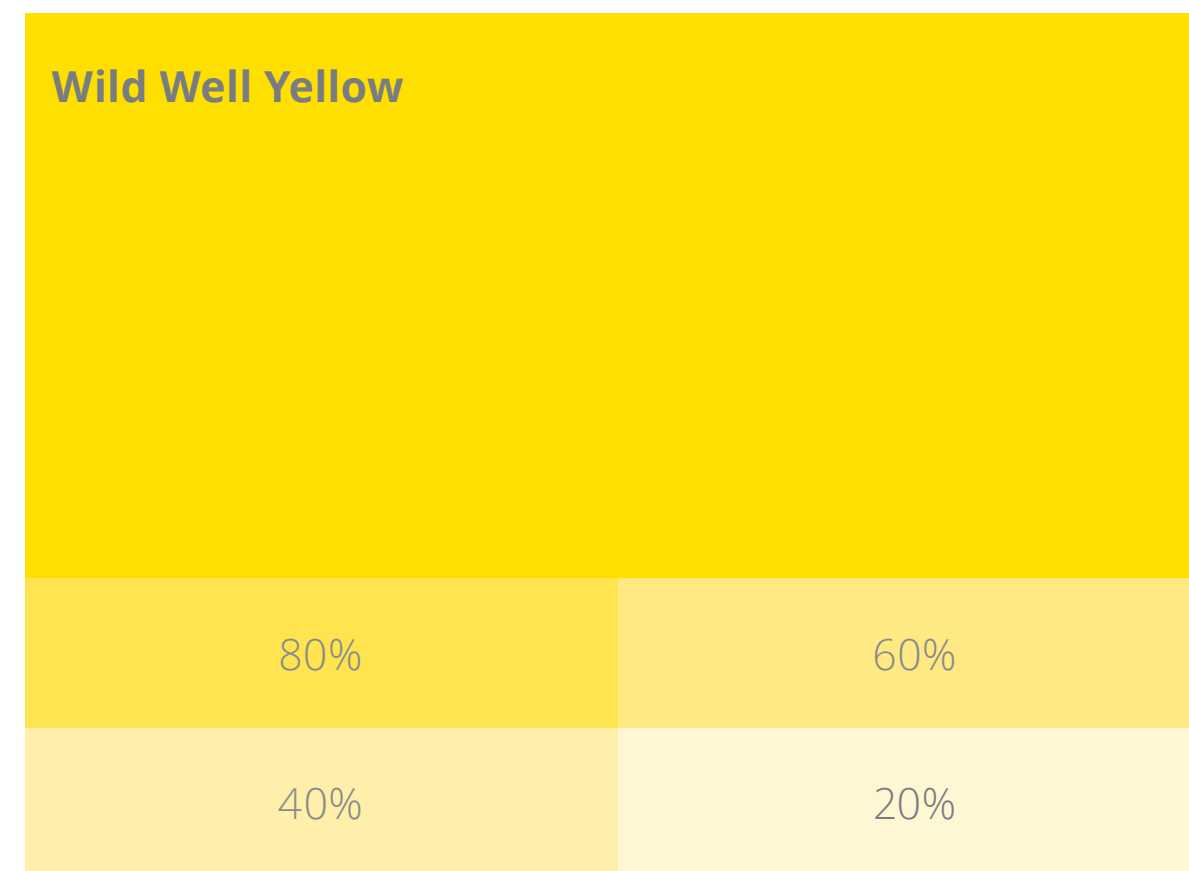
# COLOR PALETTE

Consistent color usage ensures maximum brand recognition. Our company color palette contains a range of colors that have been organized into a primary and secondary palette structure to create the optimal level of contrast and flexibility.

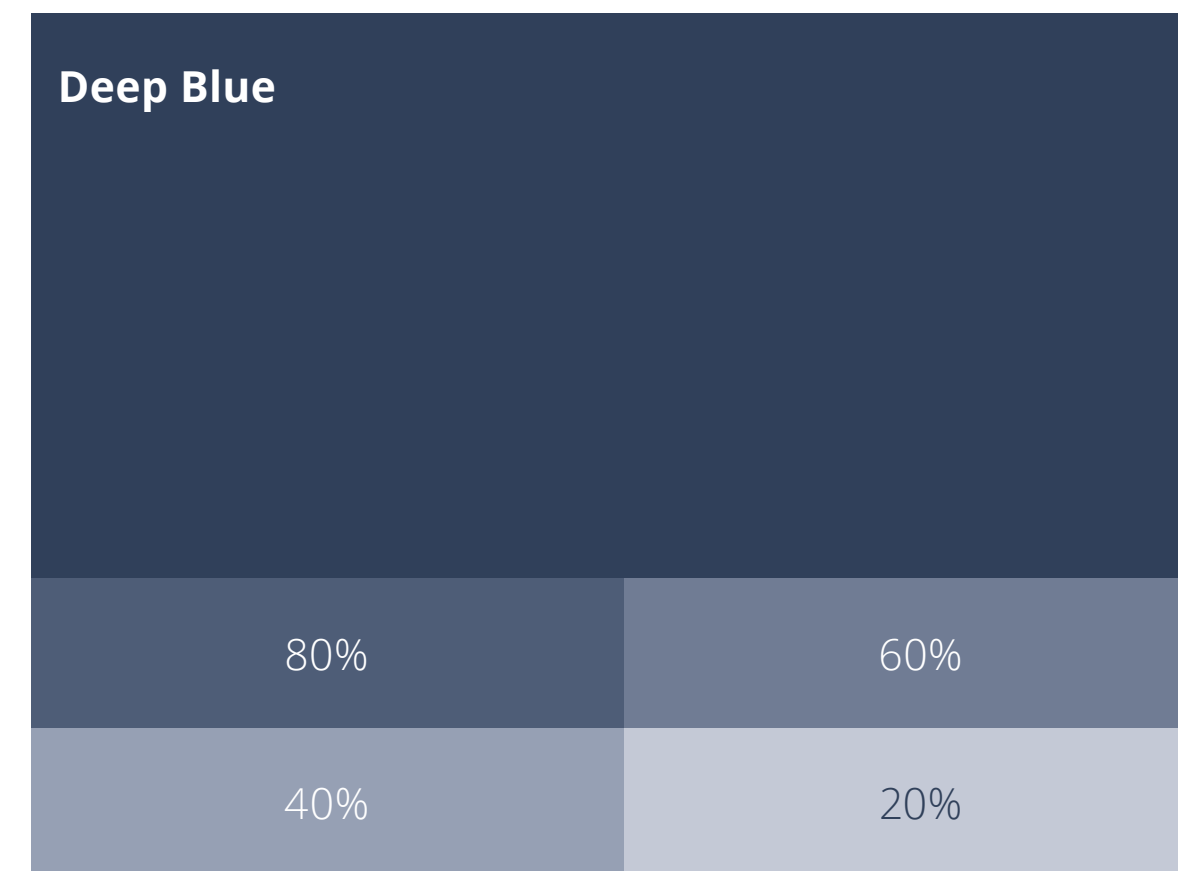
## WILD WELL PRIMARY COLORS



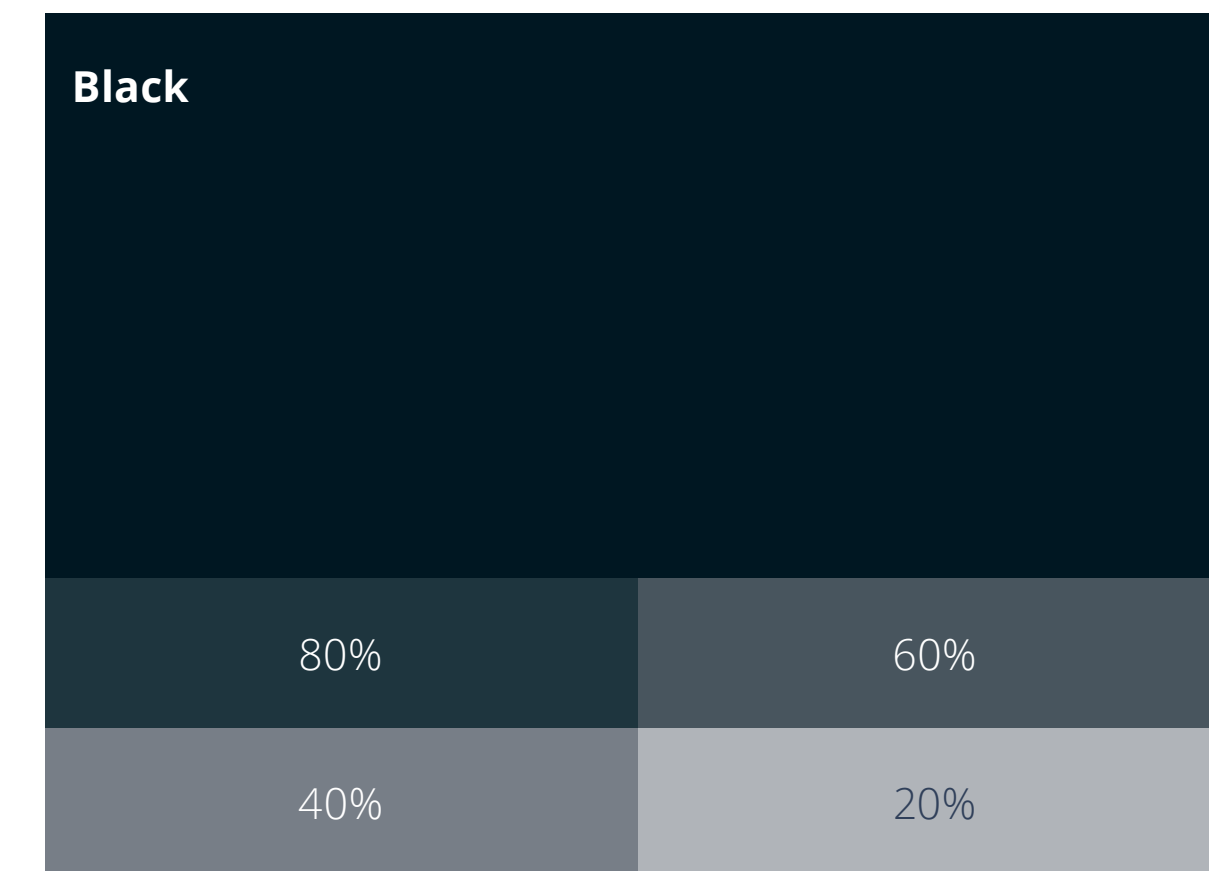
**Pantone** 179C  
**C M Y K** 16, 100, 100, 9  
**R G B** 191, 32, 37  
**HEX** #be1f25



**Pantone** 109  
**C M Y K** 0, 9, 100, 0  
**R G B** 254, 209, 3  
**HEX** #FED100



**Pantone** 2380C  
**C M Y K** 50, 29, 0, 73  
**R G B** 35, 50, 70  
**HEX** #233246



**Pantone** Black 6  
**C M Y K** 100, 71, 59, 75  
**R G B** 16, 24, 32  
**HEX** #101820

### NOTE:

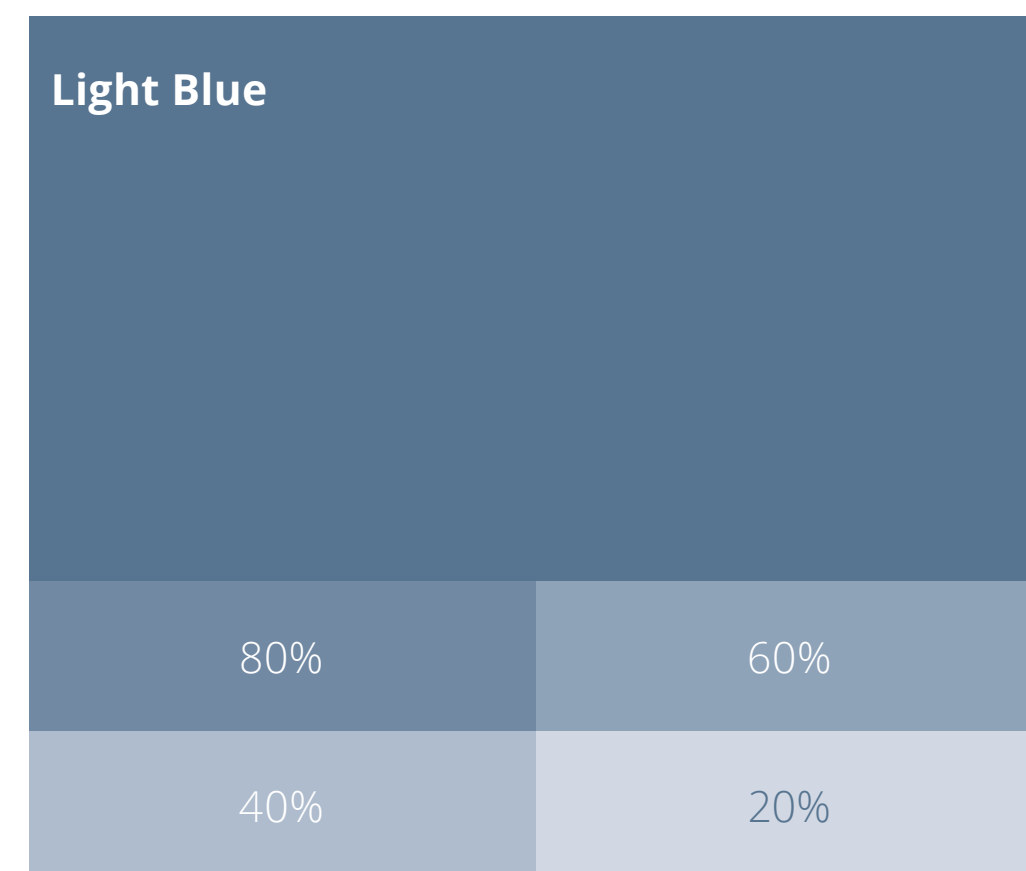
For professional printing, colors are defined by the Pantone Matching System (PMS) and 4-color process build (CMYK).

For web and digital usage, colors are defined by RGB and HEX values.

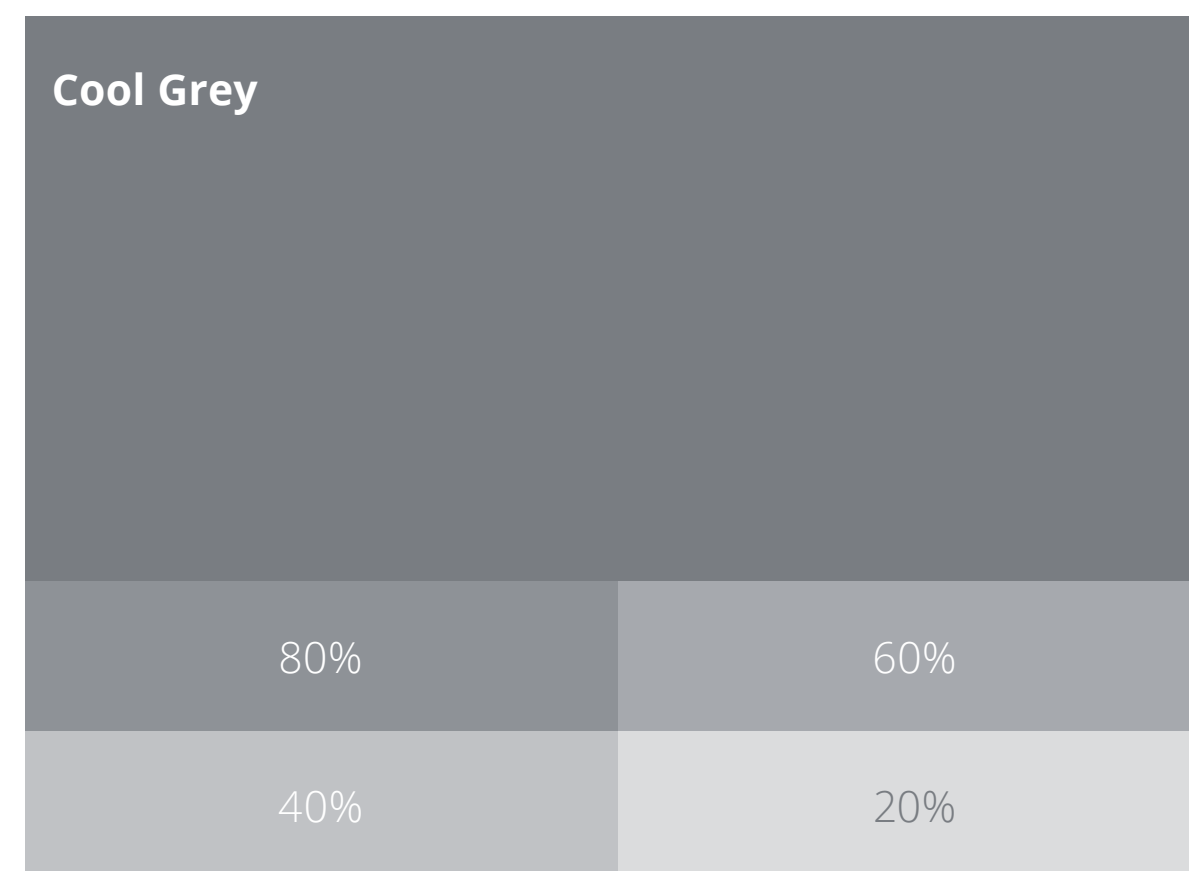
# COLOR PALETTE

Consistent color usage ensures maximum brand recognition. Our company color palette contains a range of colors that have been organized into a primary and secondary palette structure to create the optimal level of contrast and flexibility.

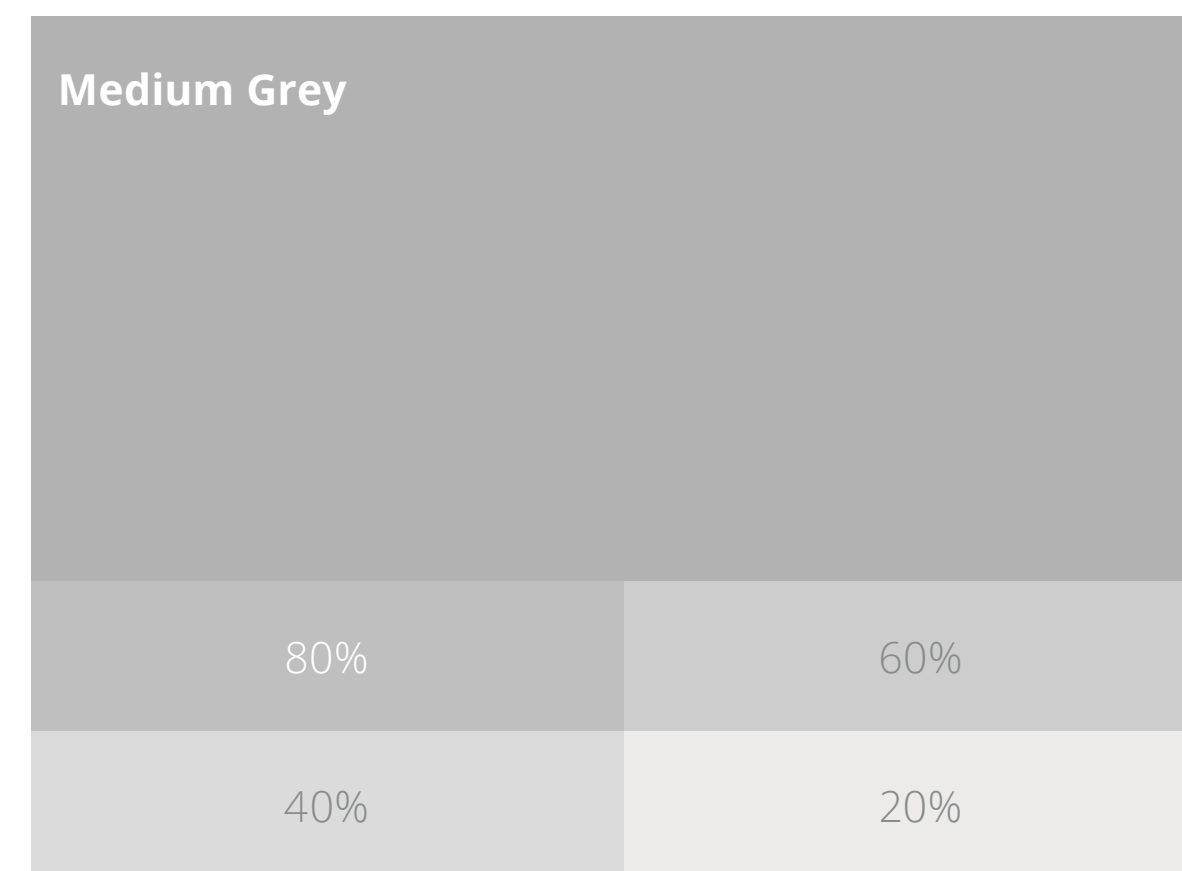
## WILD WELL SECONDARY COLORS



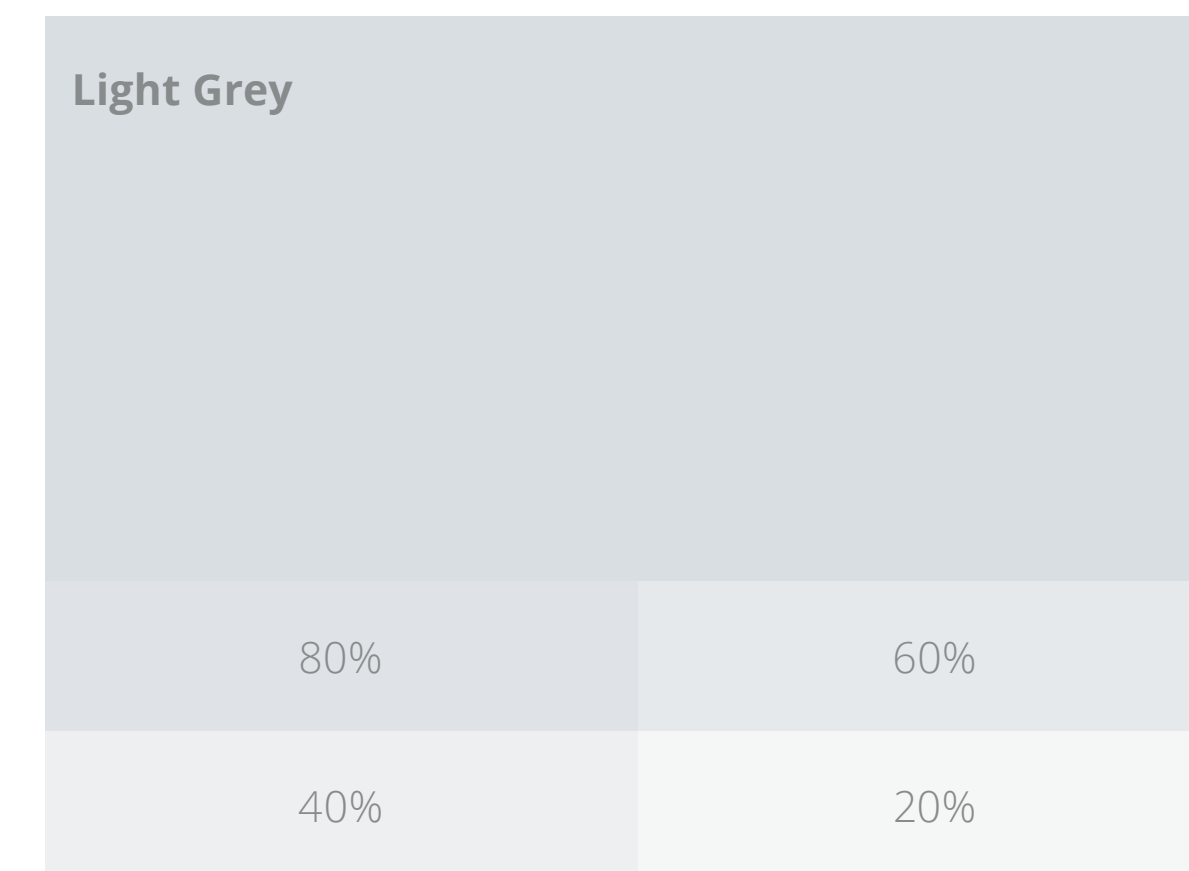
**Pantone** 5405C  
**C M Y K** 43, 17, 0, 46  
**R G B** 78, 115, 138  
**HEX** #4E738A



**Pantone** Cool Grey 8C  
**C M Y K** 23, 16, 13, 46  
**R G B** 136, 139, 141  
**HEX** #888b8d



**Pantone** 421  
**C M Y K** 31, 25, 25, 0  
**R G B** 179, 178, 179  
**HEX** #B2B2B2



**Pantone** 649C  
**C M Y K** 14, 8, 7, 0  
**R G B** 216, 221, 225  
**HEX** #D8DDE1

### NOTE:

For professional printing, colors are defined by the Pantone Matching System (PMS) and 4-color process build (CMYK).

For web and digital usage, colors are defined by RGB and HEX values.

# TYPOGRAPHY

The primary typeface is Helvetica Neue.

When creating a Wild Well branded asset choose one of the weights shown below. These fonts should be used for producing branded materials such as; Brochures, mailers, posters, business cards, PPT presentations, Microsoft Office Documents etc.

Headlines – Helvetica Neue, Bold (all caps)

# LOREM IPSUM

---

Subheads – Helvetica Neue, Bold

## Lorem Ipsum

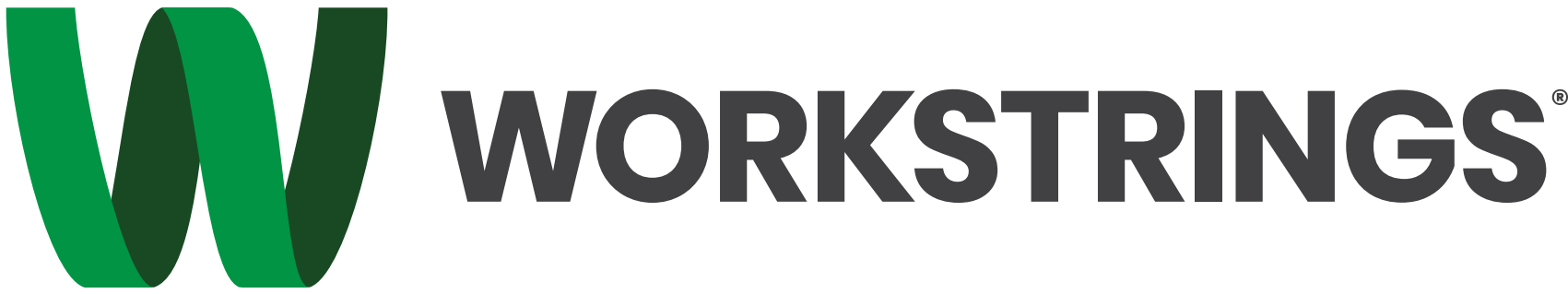
---

Body Copy – Helvetica Neue, Bold and Regular

**Lorem Ipsum** – dolor sit amet, contetur adipiscing elit. Aliquam iaculis velit tempor diam convallis rutrum. Fusce pellentesque sapien interdum, ullamcorper dui interdum, tincidunt ante. Nula eget felis ut mauris viverra pretium sed at tellus. Curabitur nec ante eget nisi rhoncus fermentum. Etiam porta porttitor enim, bibendum efficitur tortor malesuada quis. Fusce faucibus erat dignissim, mattis massa quis, efficitur nisl.

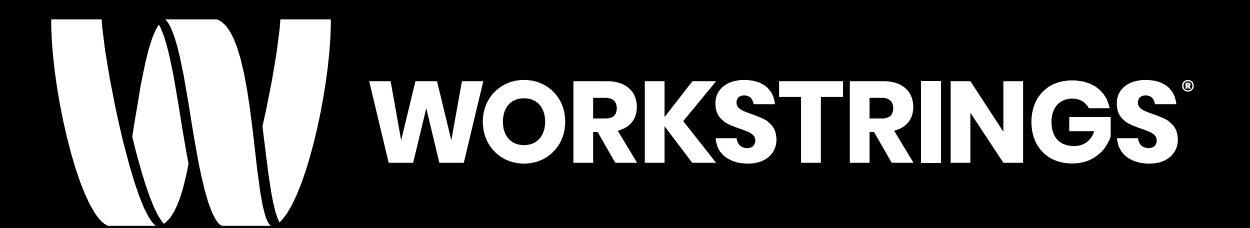


# WORKSTRINGS BRAND GUIDE



# PRIMARY LOGO

The Workstrings logo has been developed to provide the greatest visibility and harmony for its elements. Never recreate, rescale, or rearrange its elements under any circumstance. Always use the master logos supplied. Whenever possible, use the full color logo on a white background.



# LOGO COLOR USAGE

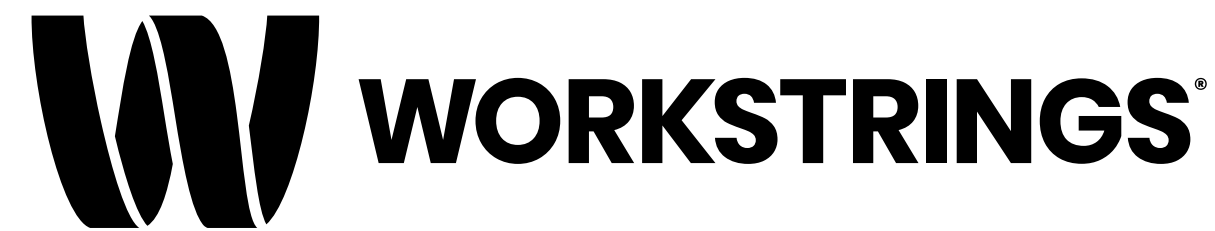
## PREFERRED FULL COLOR LOGO

Always use the master logos supplied. Whenever possible, use the full color logo on a white background.



## ALTERNATE ONE-COLOR LOGO

When it is not possible to use the full color logo, the one color black signature may be used.



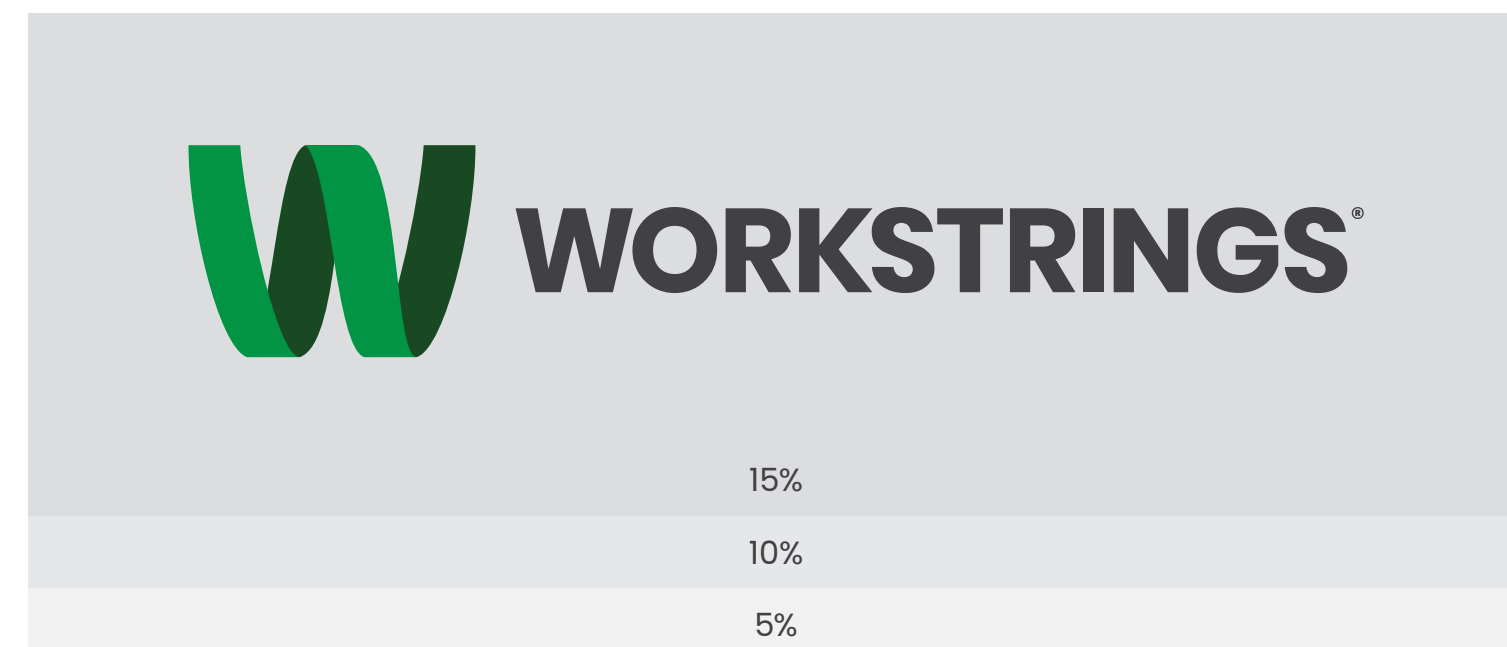
## PREFERRED REVERSE LOGO

In situations where using the logo on white isn't possible, it is preferred to use the one-color white logo on a Workstrings green background.



When positioning the logo on a colored background, the value of the background determines how the logo is used. The logo is available in full color, black, or white. Use the full color and black logo on backgrounds that are 15% black or lighter. Use the white logo on backgrounds that are 60% black or darker.

### FULL COLOR



15%

10%

5%

### BLACK



15%

10%

5%

### WHITE



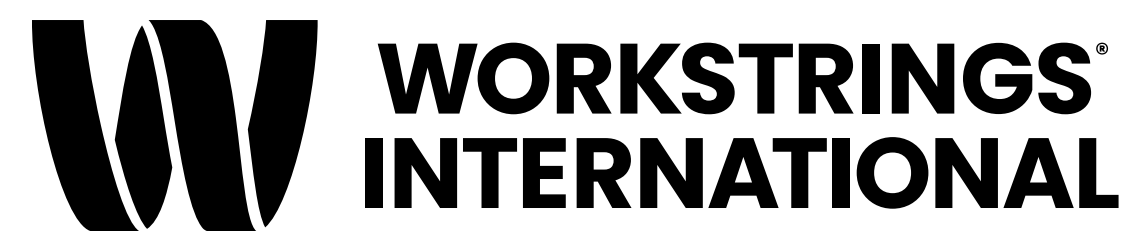
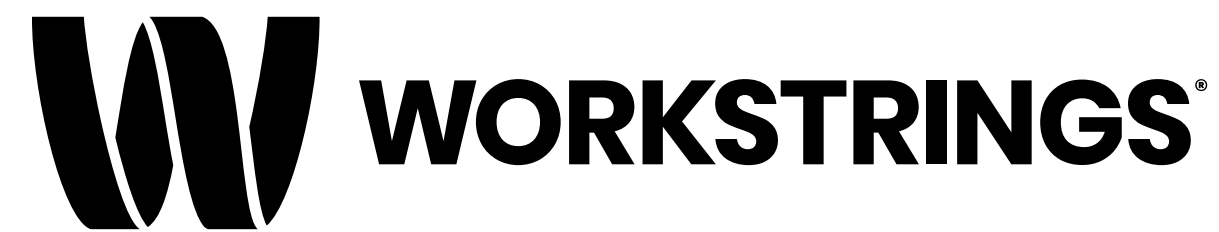
60%

80%

100%

# LOGO VARIATIONS

## HORIZONTAL LOGOS



## VERTICAL LOGOS



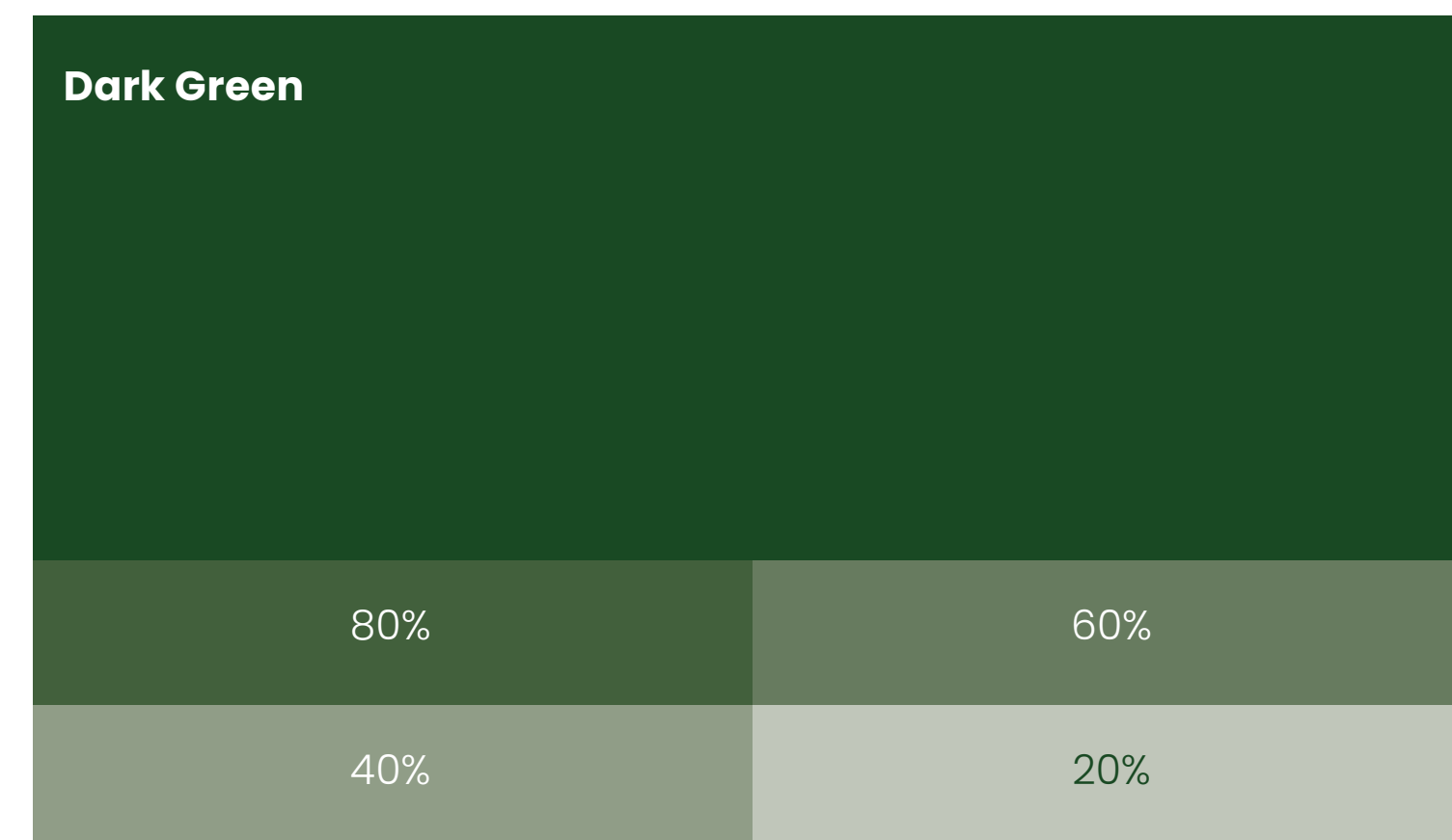
## ICONS



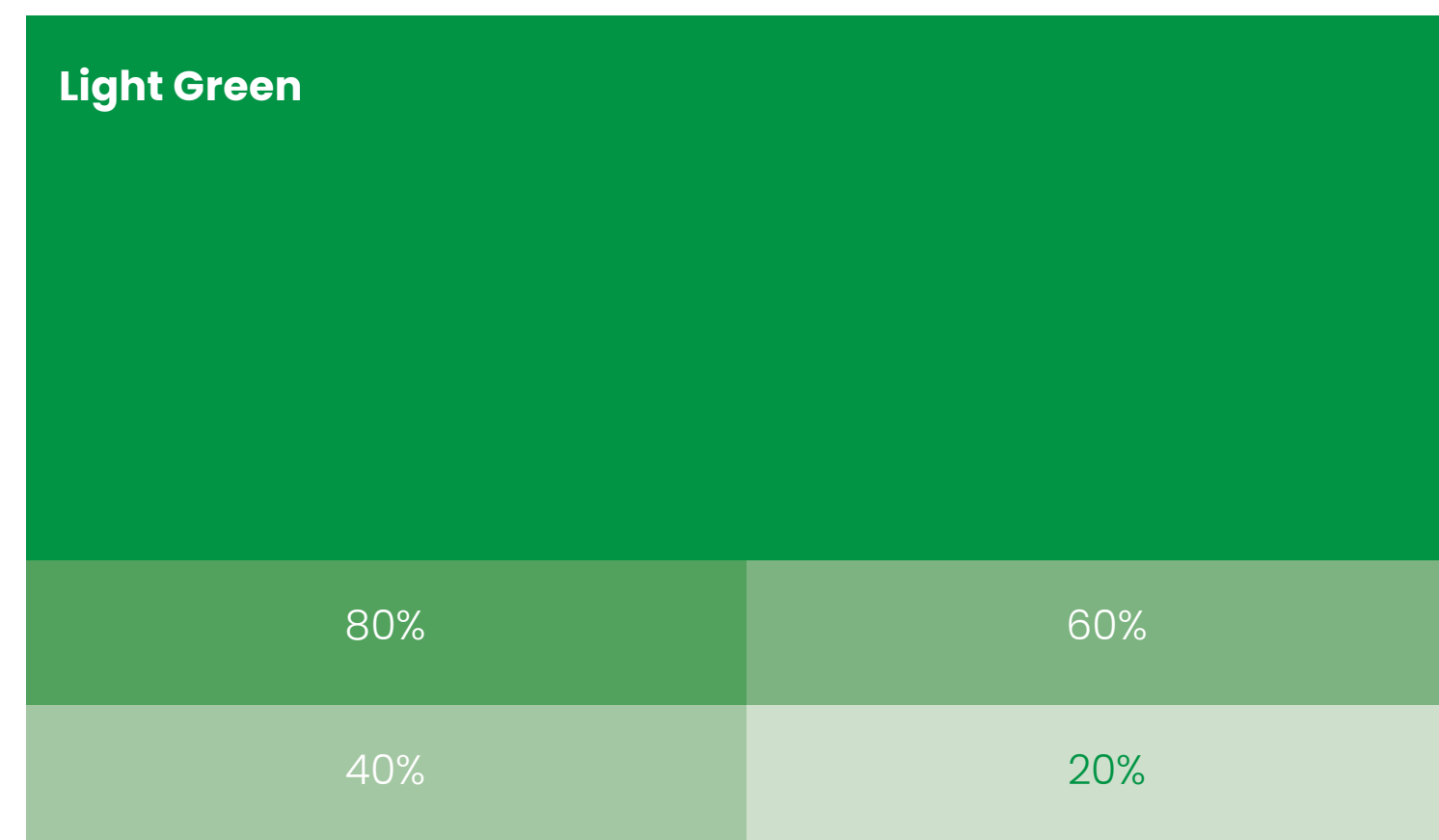
# COLOR PALETTE

Consistent color usage ensures maximum brand recognition. Our company color palette contains a range of colors that have been organized into a primary and secondary palette structure to create the optimal level of contrast and flexibility.

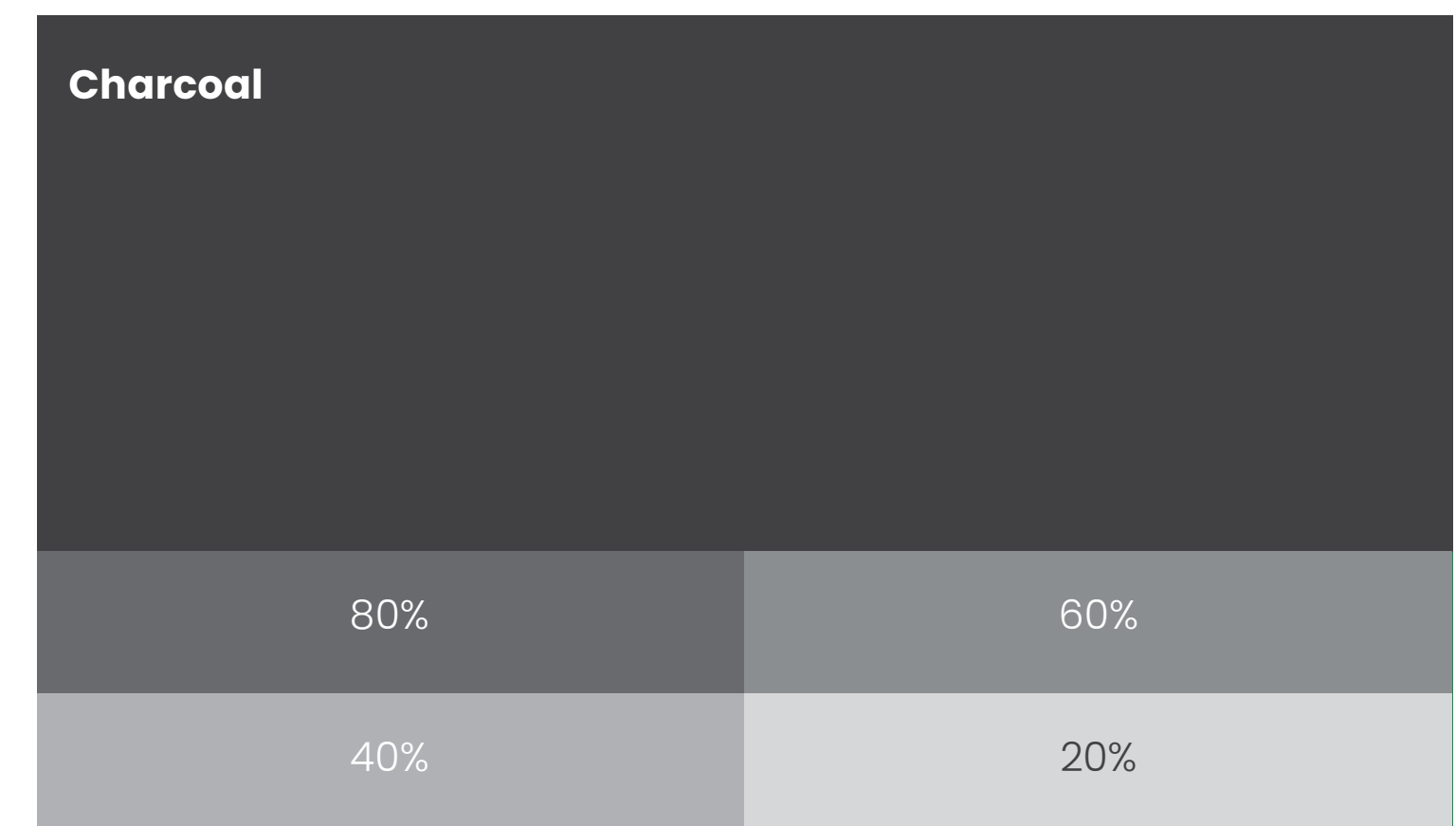
## WORKSTRINGS COLORS



**Pantone** 350C  
**CMYK** 85, 43, 100, 49  
**RGB** 44, 82, 52  
**HEX** #2C5234



**Pantone** 347C  
**CMYK** 85, 10, 100, 10  
**RGB** 0, 154, 68  
**HEX** #009A44



**Pantone** 447C  
**CMYK** 0, 0, 0, 90  
**RGB** 55, 58, 54  
**HEX** #373A36

### NOTE:

For professional printing, colors are defined by the Pantone Matching System (PMS) and 4-color process build (CMYK).

For web and digital usage, colors are defined by RGB and HEX values.

# TYPOGRAPHY

The primary typeface is Poppins. These fonts are Google fonts and can be downloaded from the following links.

[Poppins](#)

When creating a Workstrings branded asset choose one of the weights shown below. These fonts should be used for producing branded materials such as; Brochures, mailers, posters, business cards, PPT presentations, Microsoft Office Documents etc.

Headlines – Poppins, Bold (all caps)

# LOREM IPSUM

---

Subheads – Poppins, Bold

## Lorem Ipsum

---

Body Copy – Poppins, Bold and Regular

**Lorem Ipsum** – dolor sit amet, contetur adipiscing elit. Aliquam iaculis velit tempor diam convallis rutrum. Fusce pellentesque sapien interdum, ullamcorper dui interdum, tincidunt ante. Nula eget felis ut mauris viverra pretium sed at tellus. Curabitur nec ante eget nisi rhoncus fermentum. Etiam porta porttitor enim, bibendum efficitur tortor malesuada quis. Fusce faucibus erat dignissim, mattis massa quis, efficitur nisl.



# *BRAND GUIDELINES*

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