

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.



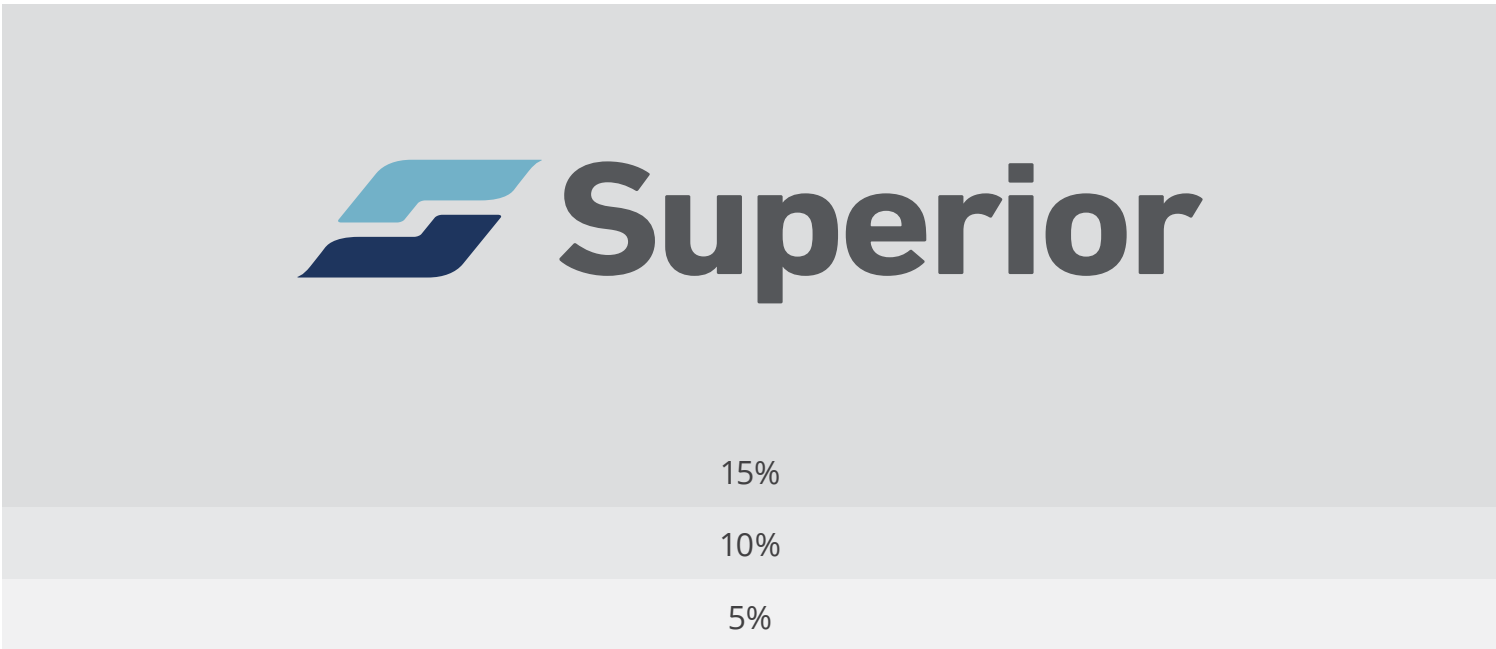
PREFERRED REVERSE LOGO

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.

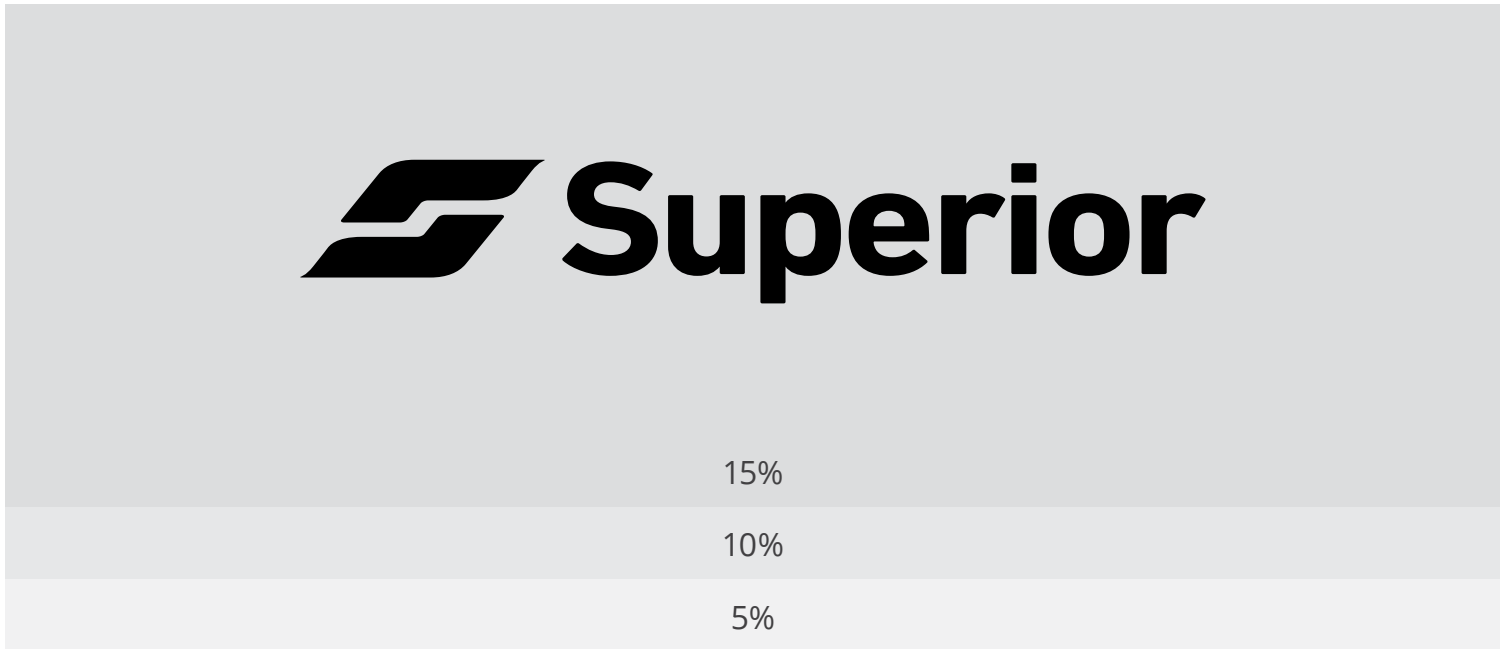


When positioning the logo on a colored background, the value of the background determines how the logo is used. The logo is available in full color, black, or white. Use the full color and black logo on backgrounds that are 15% black or lighter. Use the white logo on backgrounds that are 60% black or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

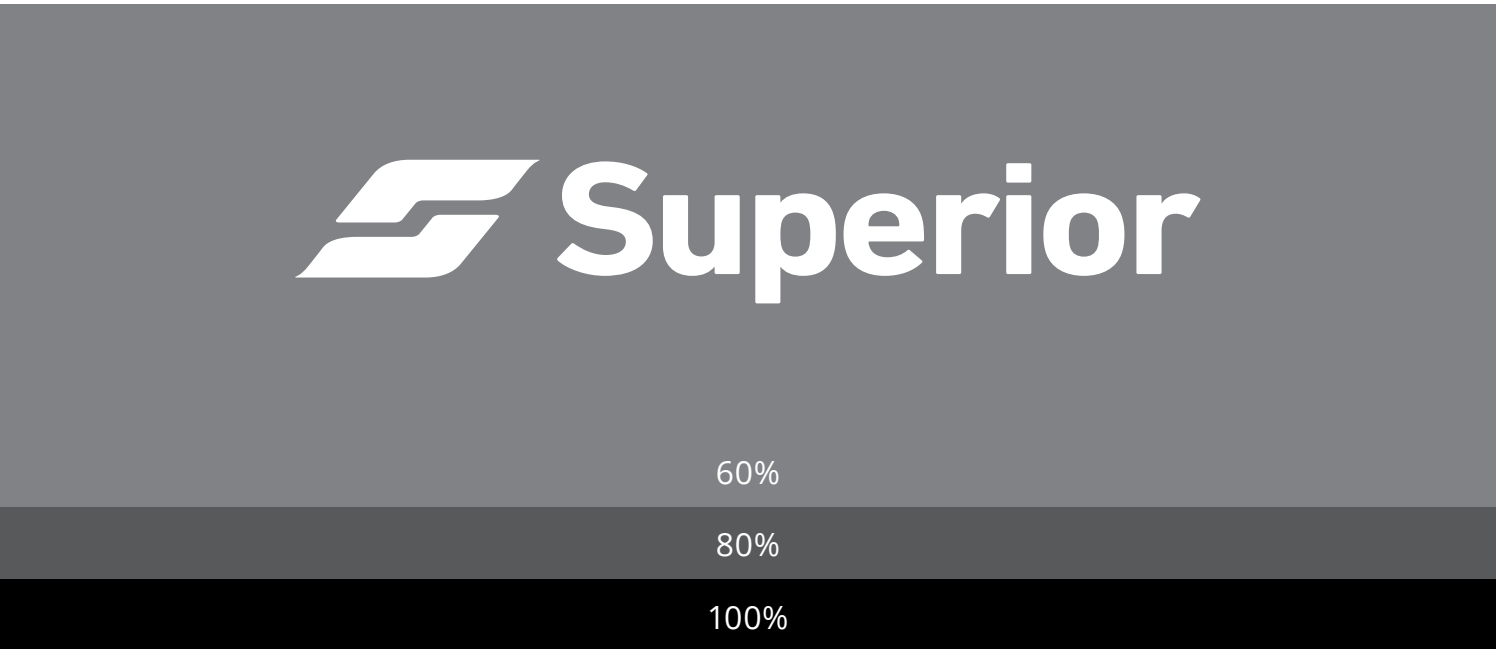
FULL COLOR



BLACK



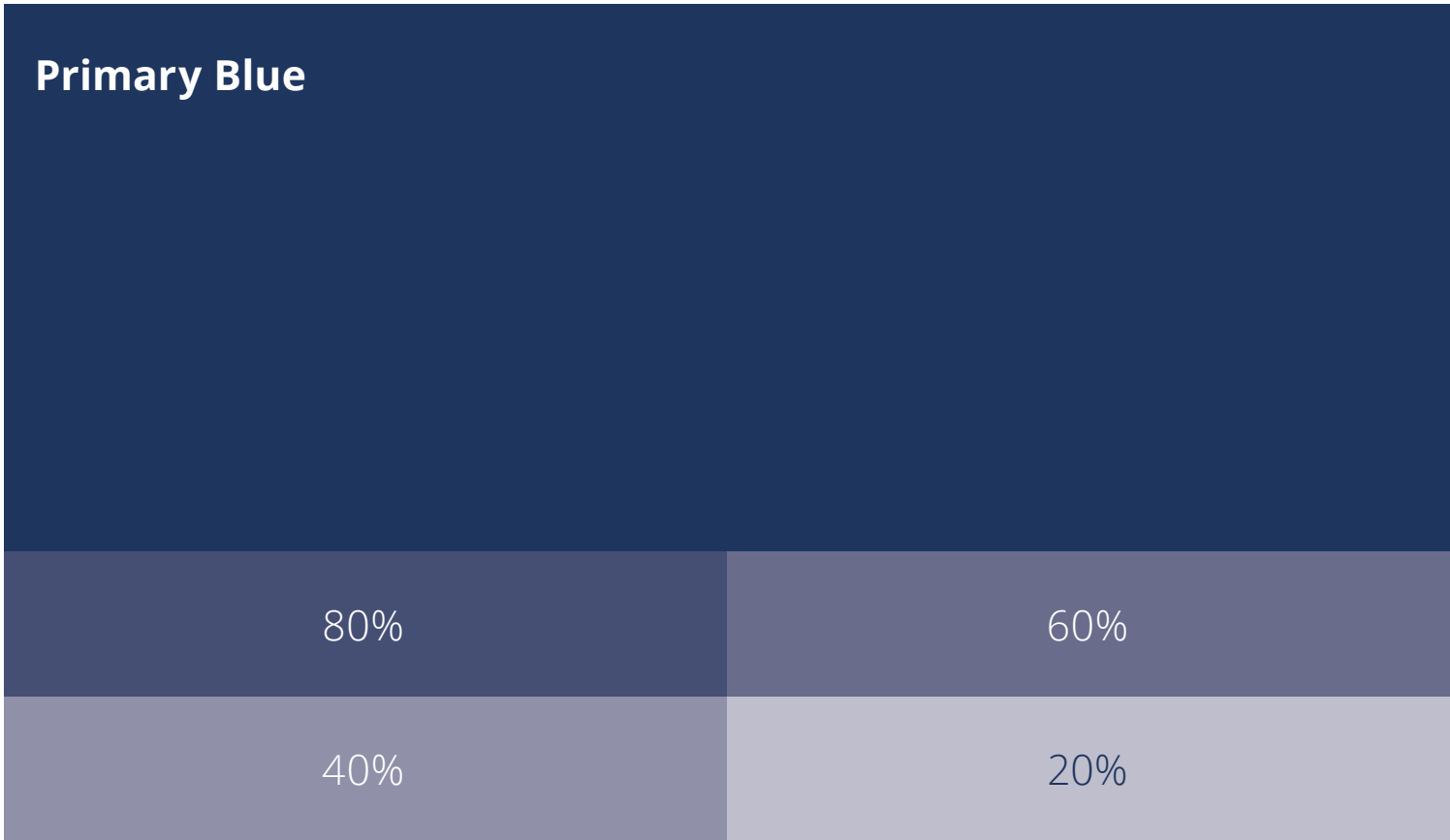
WHITE



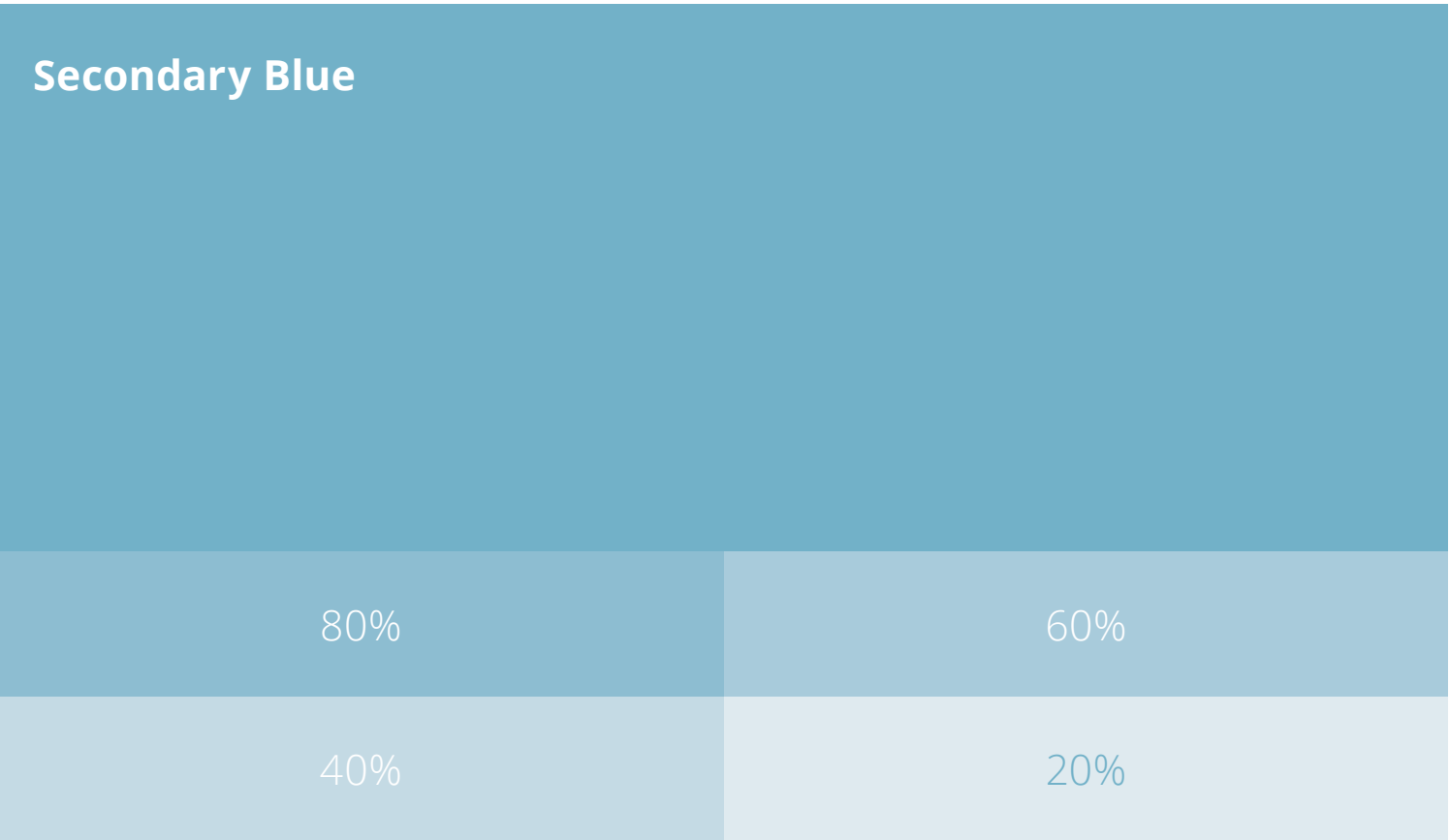
COLOR PALETTE

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.

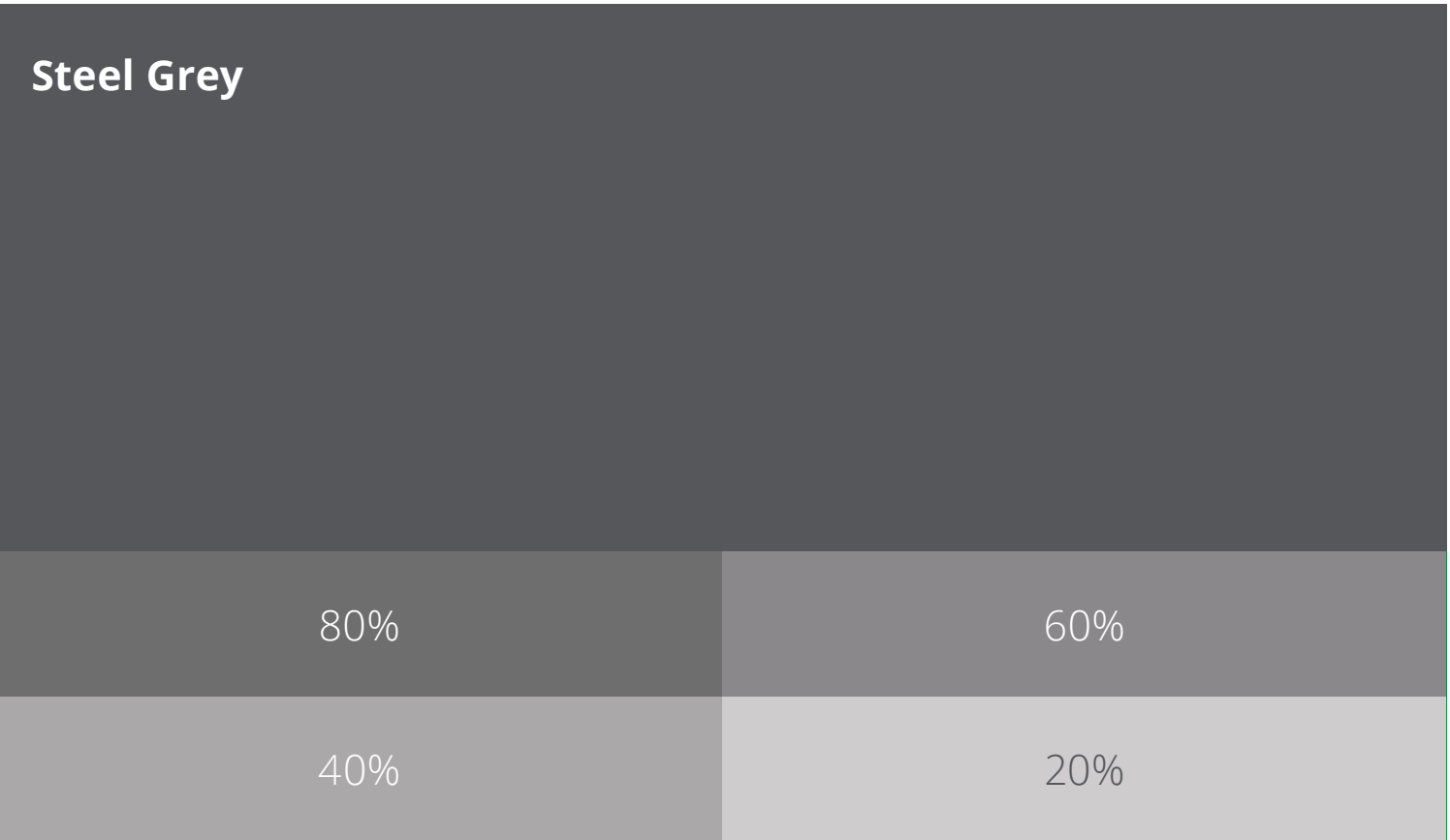
SUPERIOR COLORS



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

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.



ABACO BRAND GUIDE



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



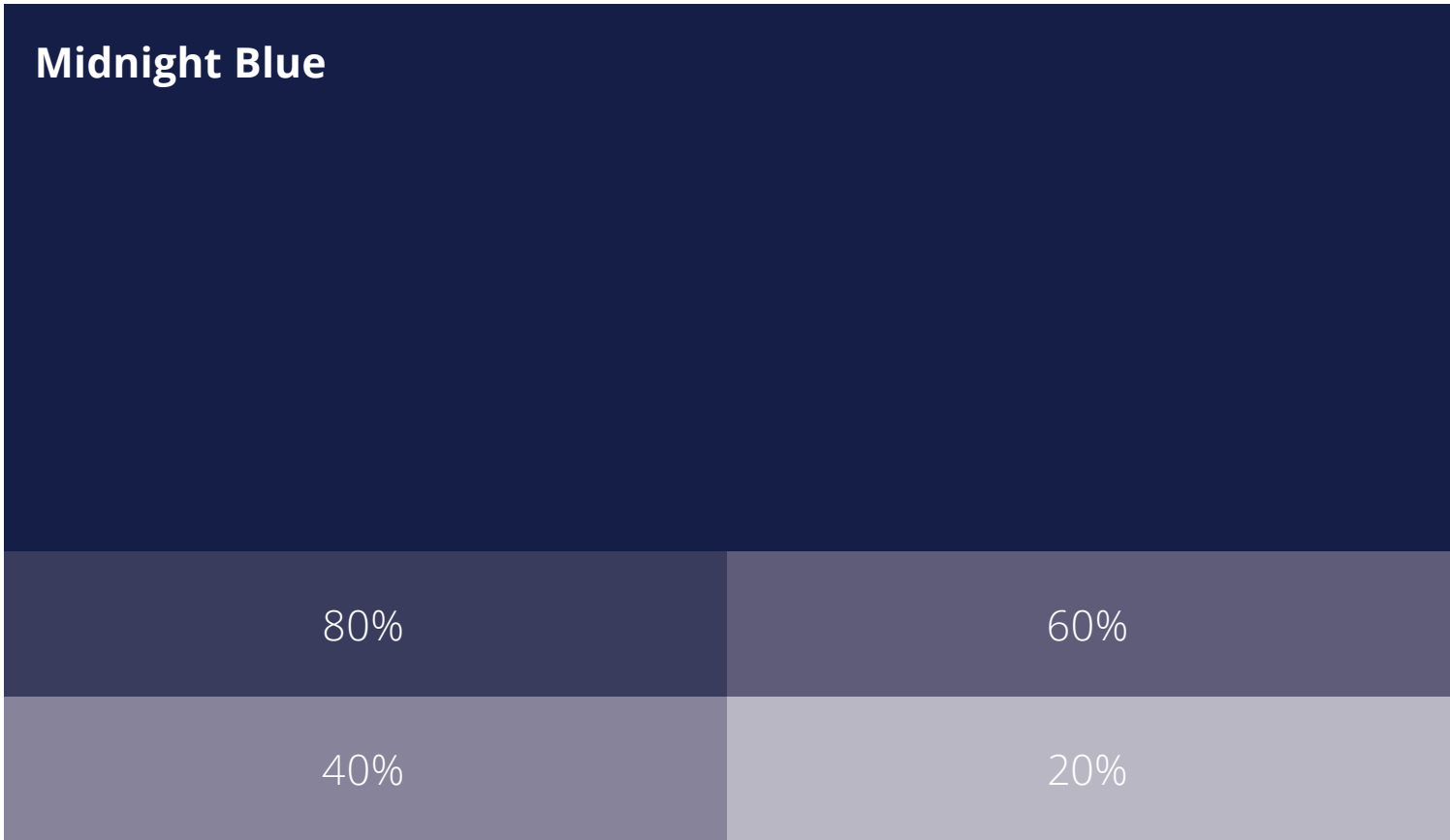
HORIZONTAL LOGOS ON DARKS



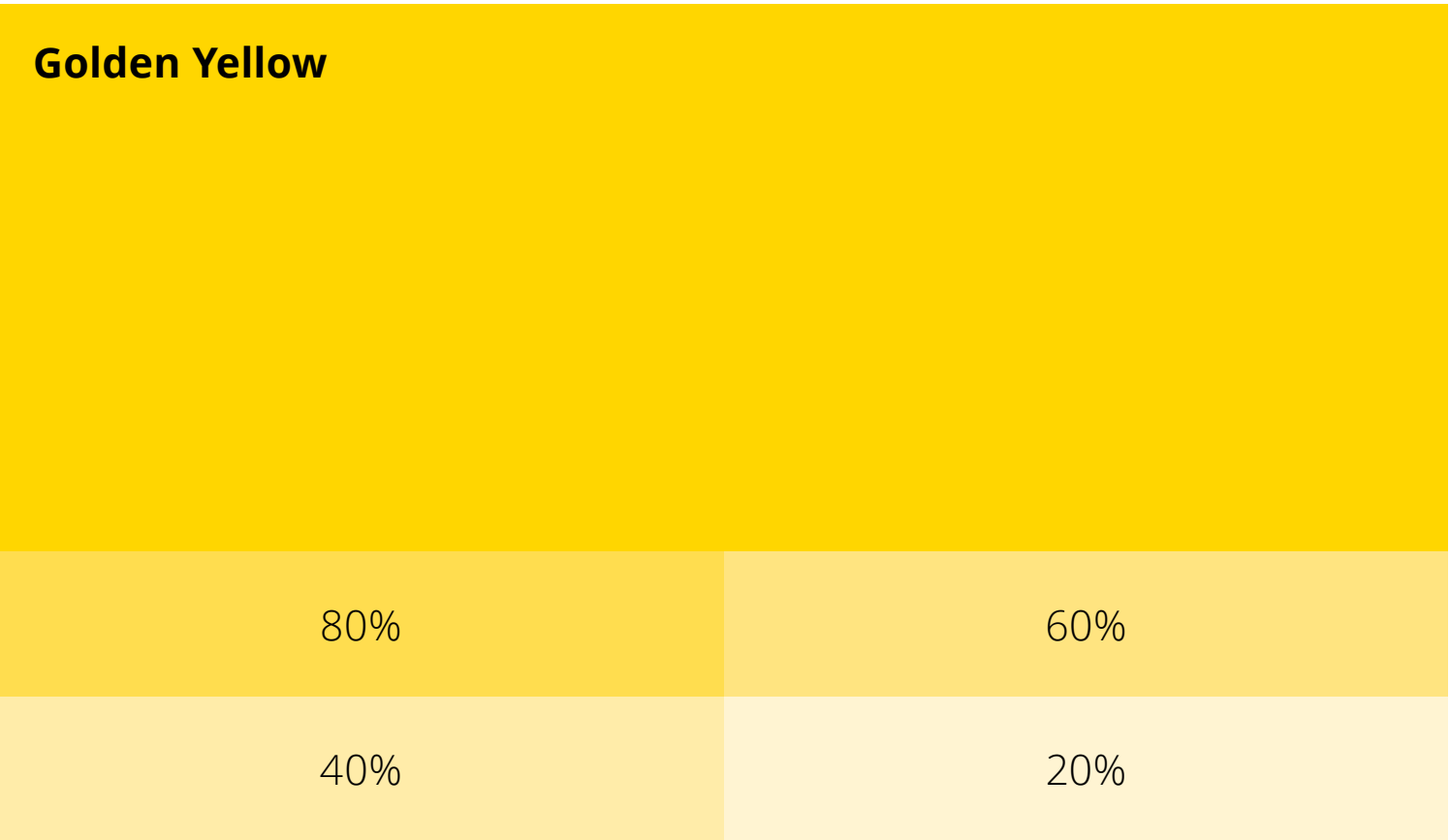
COLOR PALETTE

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.

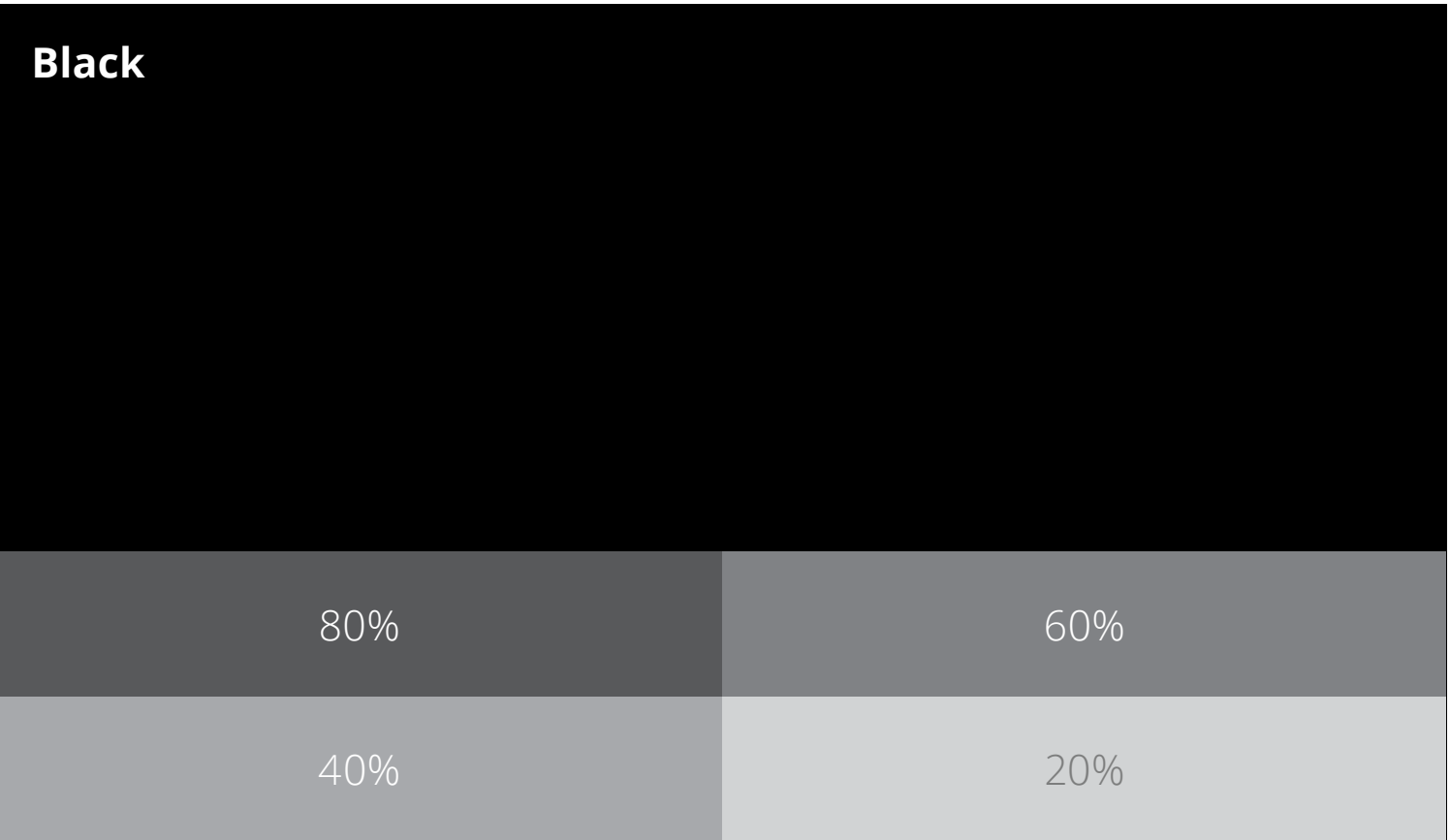
ABACO COLORS



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

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.



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.



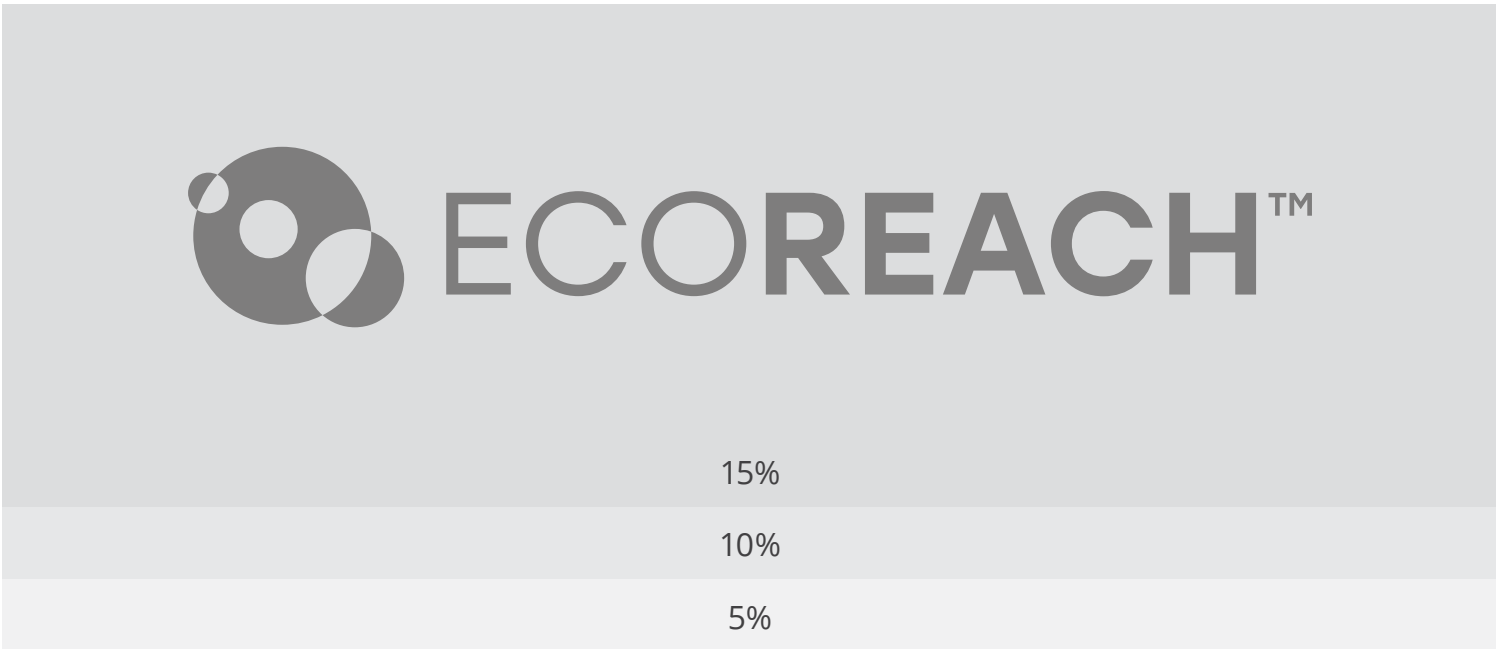
PREFERRED REVERSE LOGO

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.

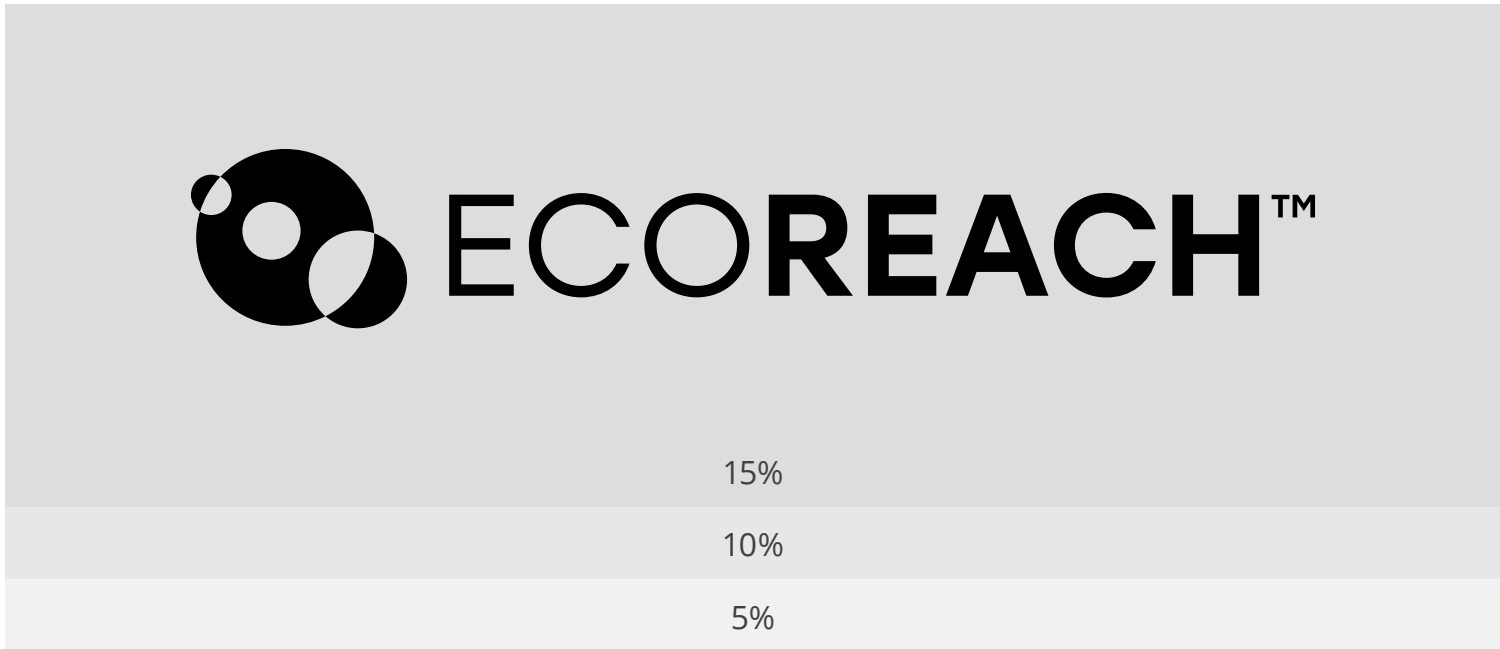


When positioning the logo on a colored background, the value of the background determines how the logo is used. The logo is available in full color, black, or white. Use the full color and black logo on backgrounds that are 15% black or lighter. Use the white logo on backgrounds that are 60% black or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

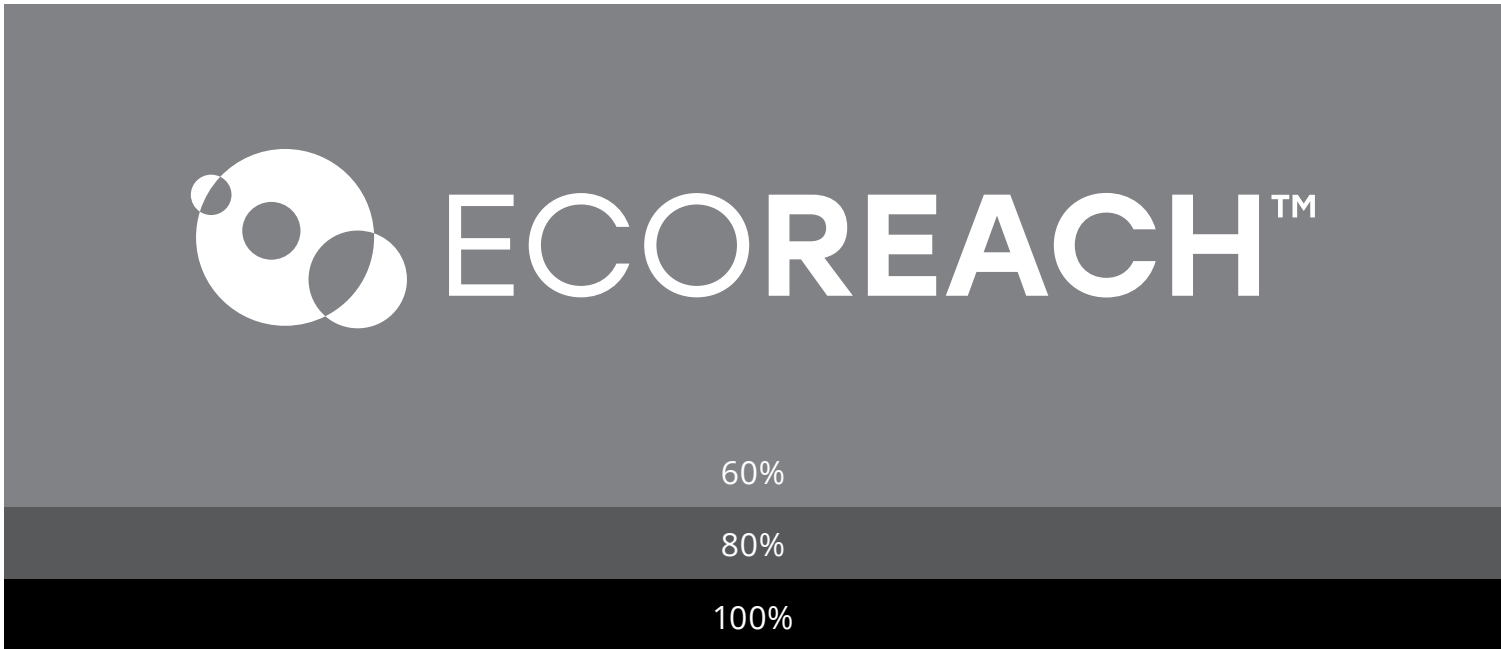
FULL COLOR



BLACK



WHITE

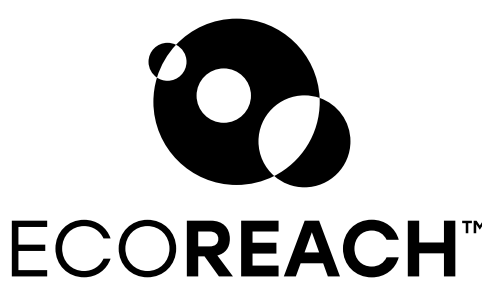


LOGO VARIATIONS

HORIZONTAL LOGOS



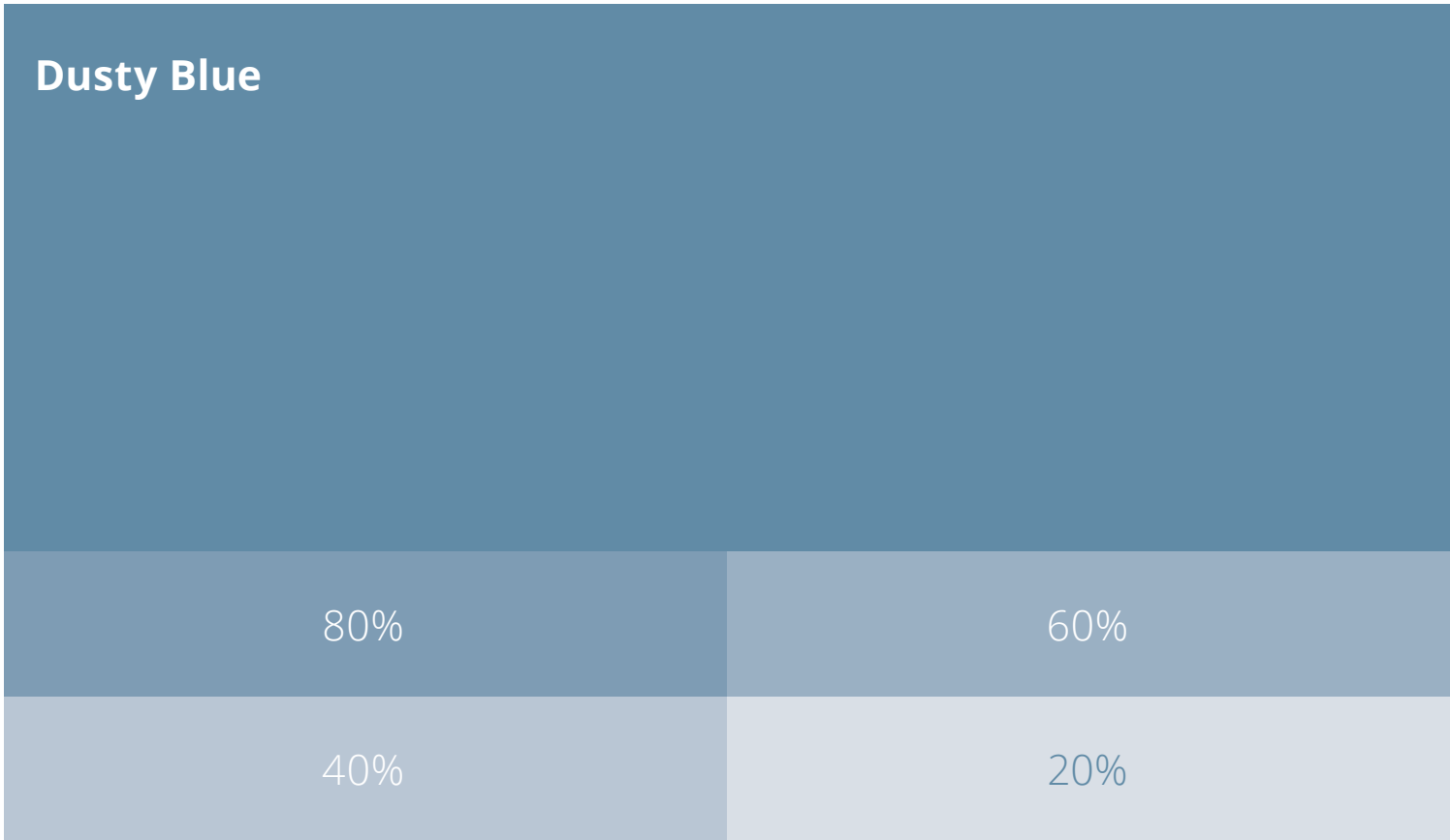
VERTICAL LOGOS



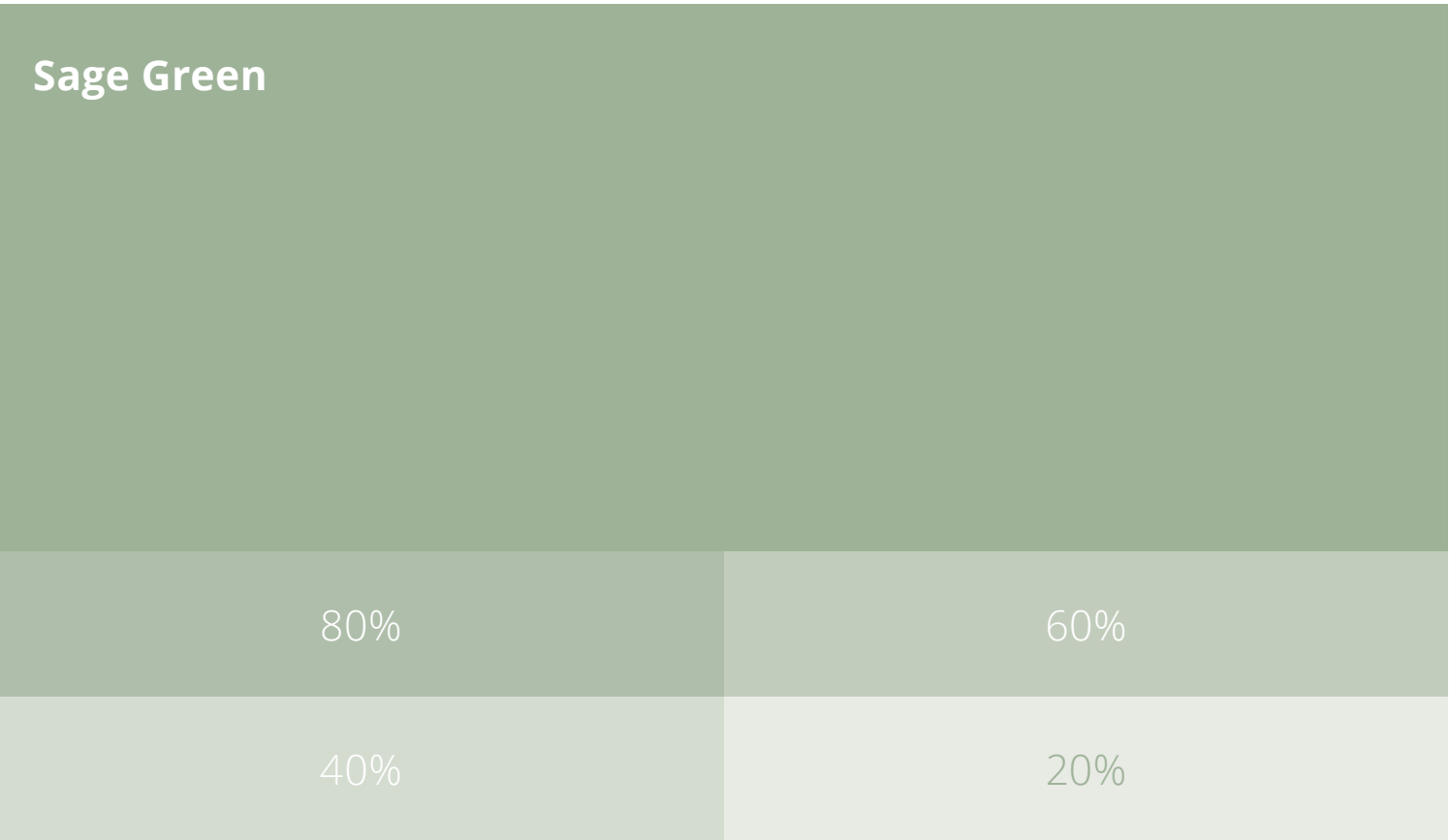
COLOR PALETTE

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.

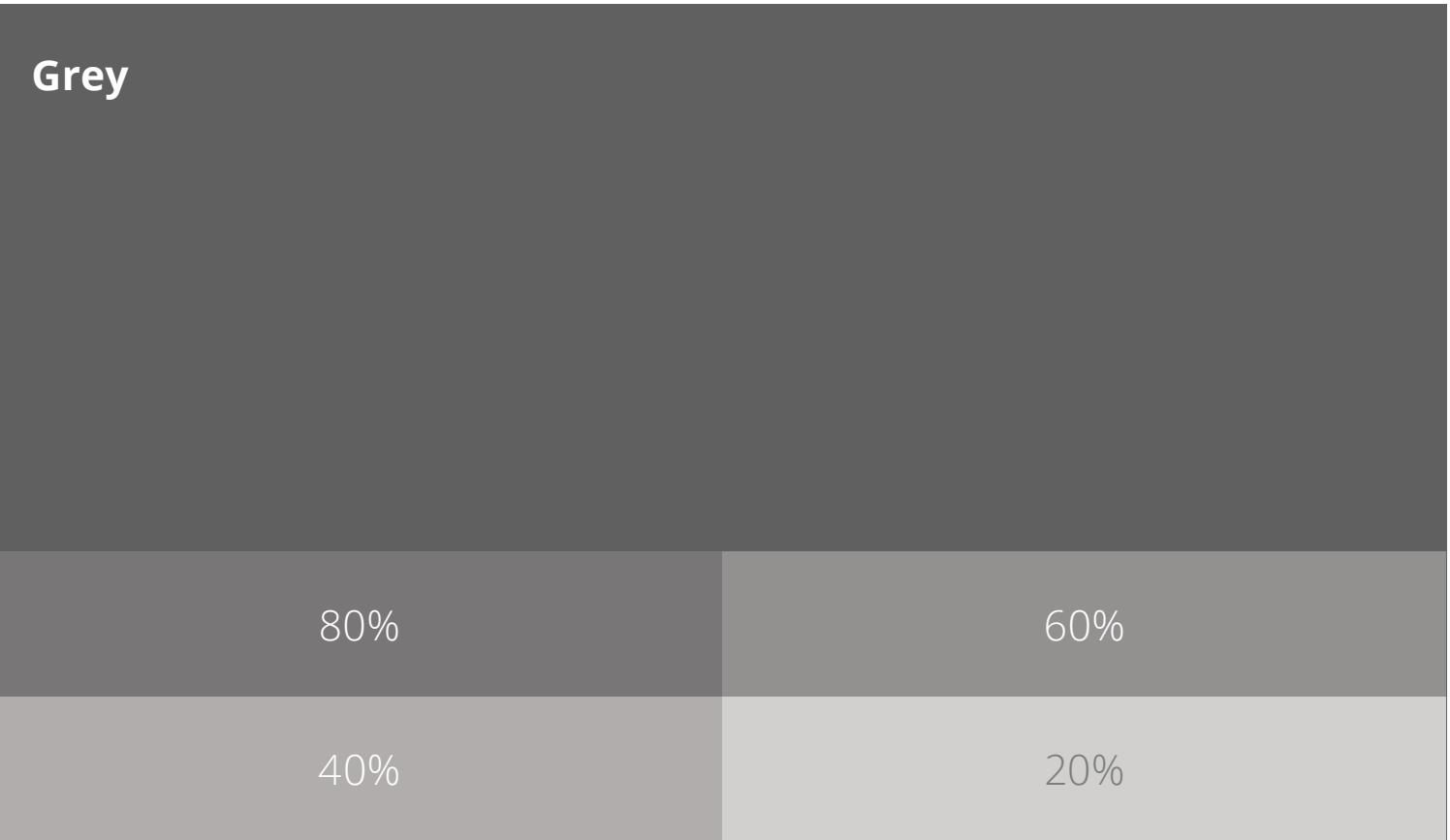
ECOREACH COLORS



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

Subheads – Stozl, Bold

Lorem Ipsum

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



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.



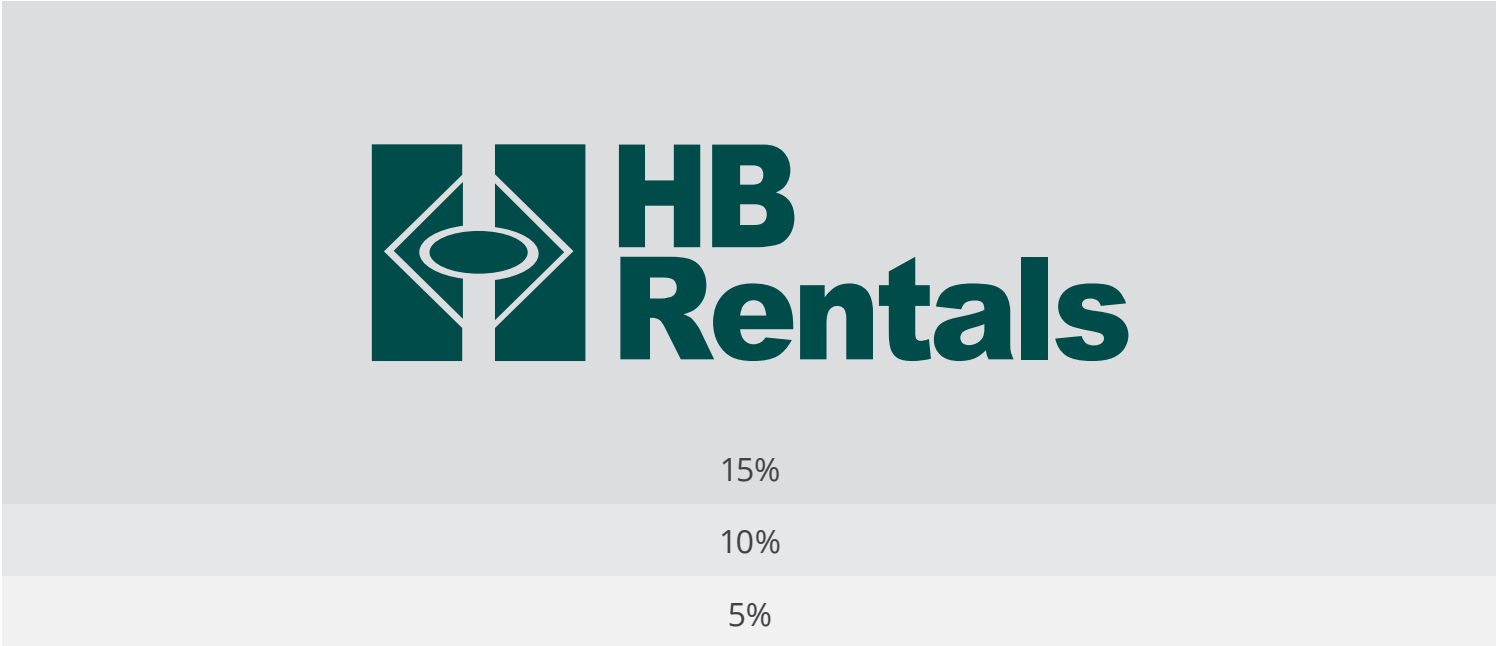
PREFERRED REVERSE LOGO

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.

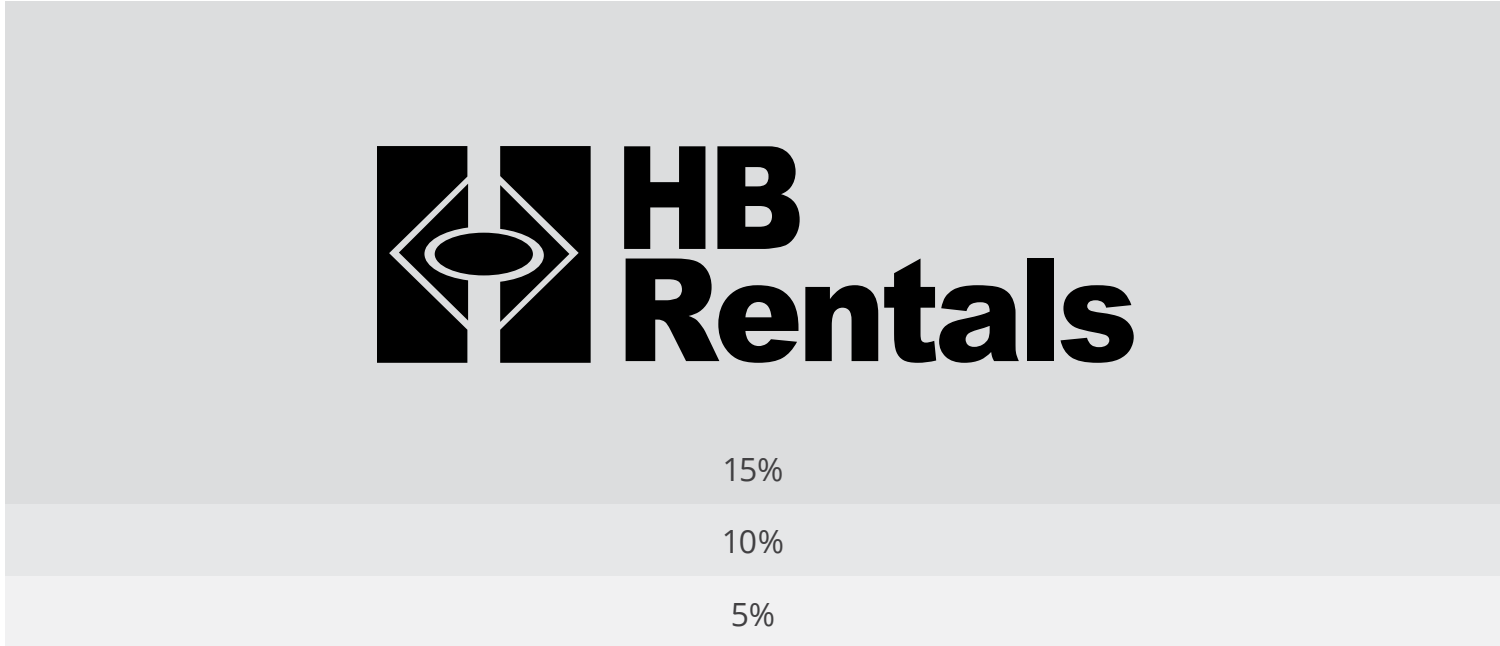


When positioning the logo on a colored background, the value of the background determines how the logo is used. The logo is available in full color, grey, or white. Use the full color and grey logo on backgrounds that are 15% black or lighter. Use the white logo on backgrounds that are 60% black or darker.

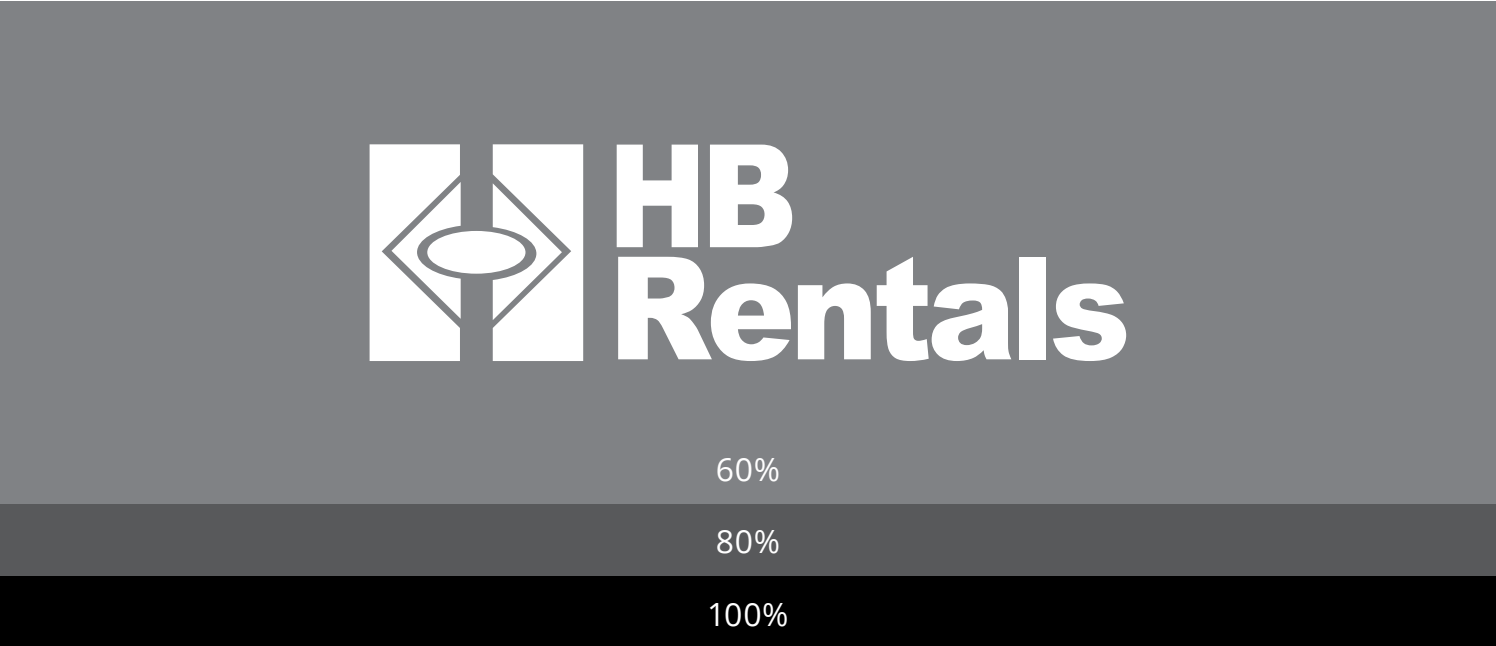
FULL COLOR



BLACK



WHITE

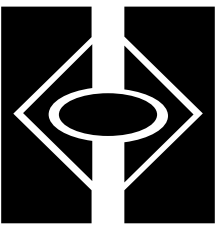


LOGO VARIATIONS

HORIZONTAL LOGOS



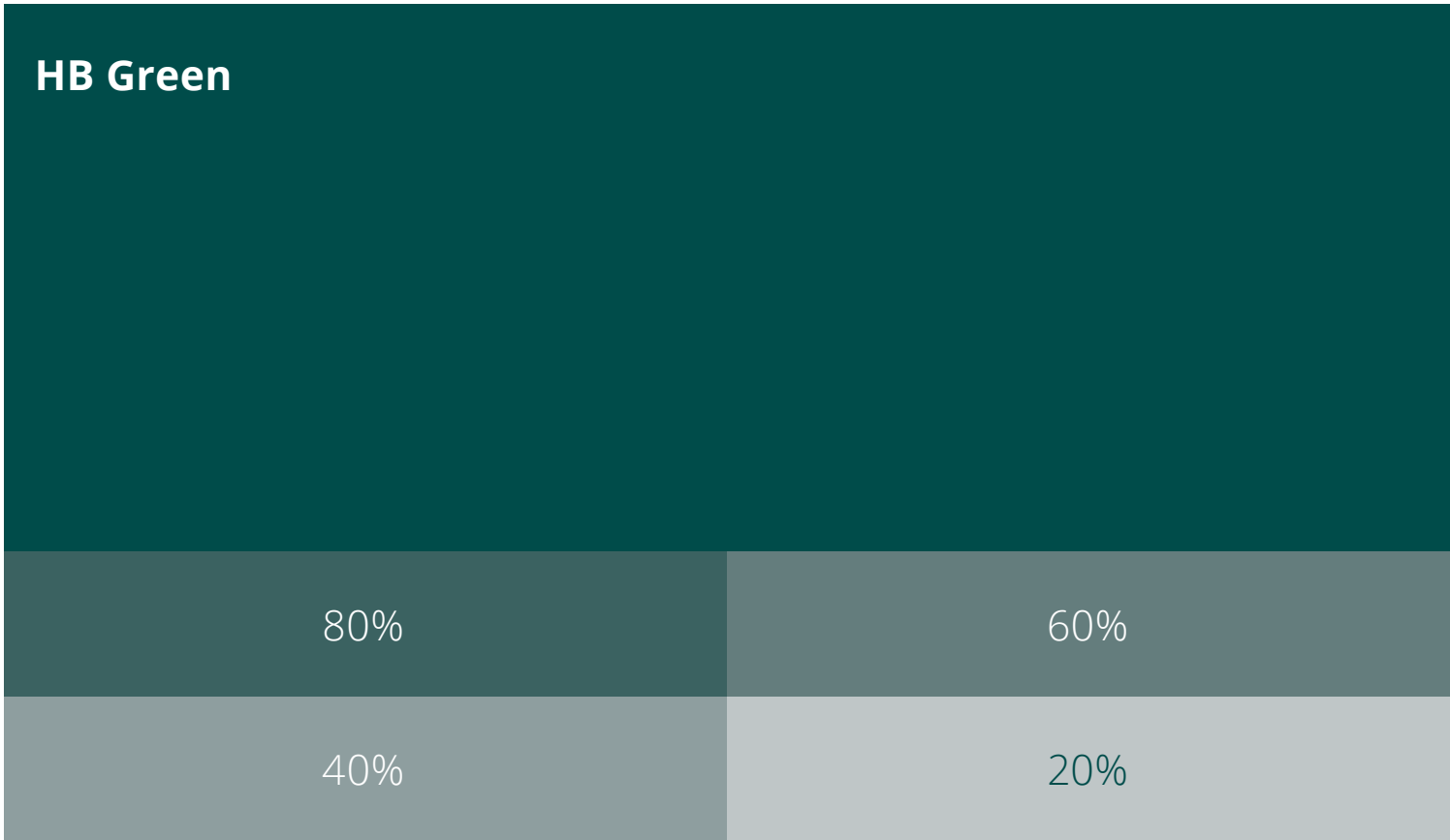
ICONS



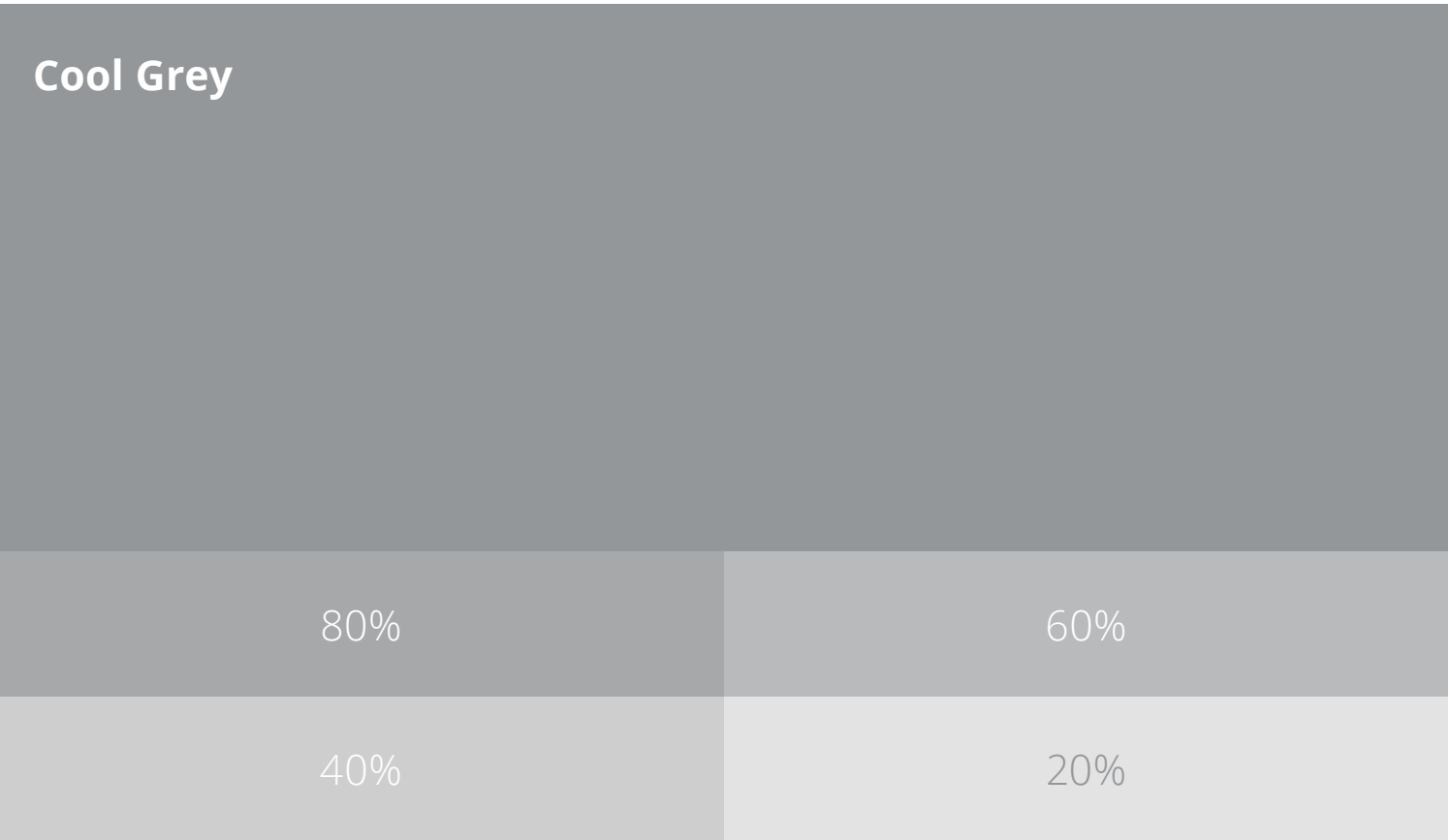
COLOR PALETTE

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.

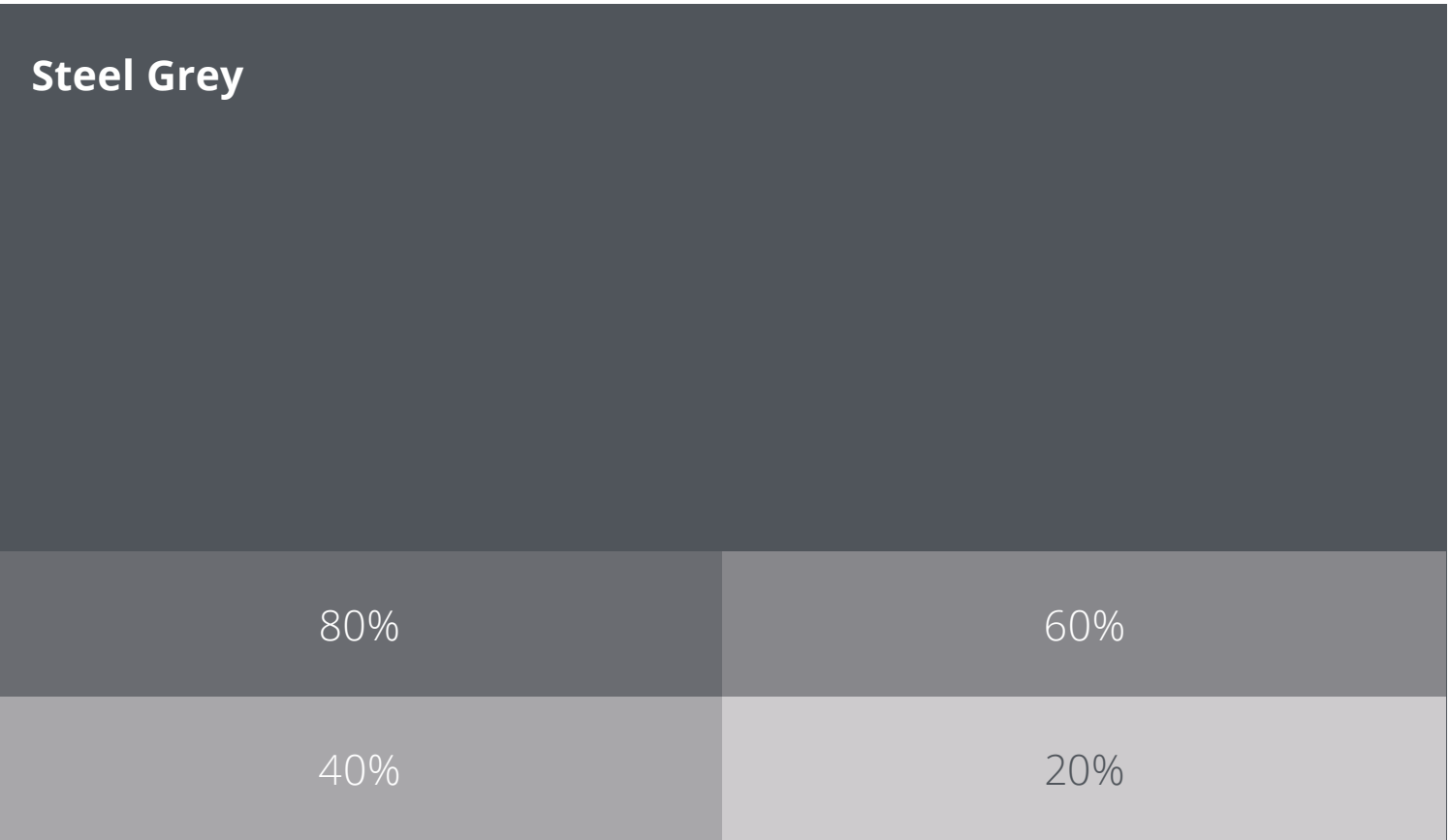
HB RENTALS COLORS



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

Subheads – Egyptienne, Bold

Lorem Ipsum

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

INTERNATIONAL SNUBBING SERVICES

 **Superior**

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



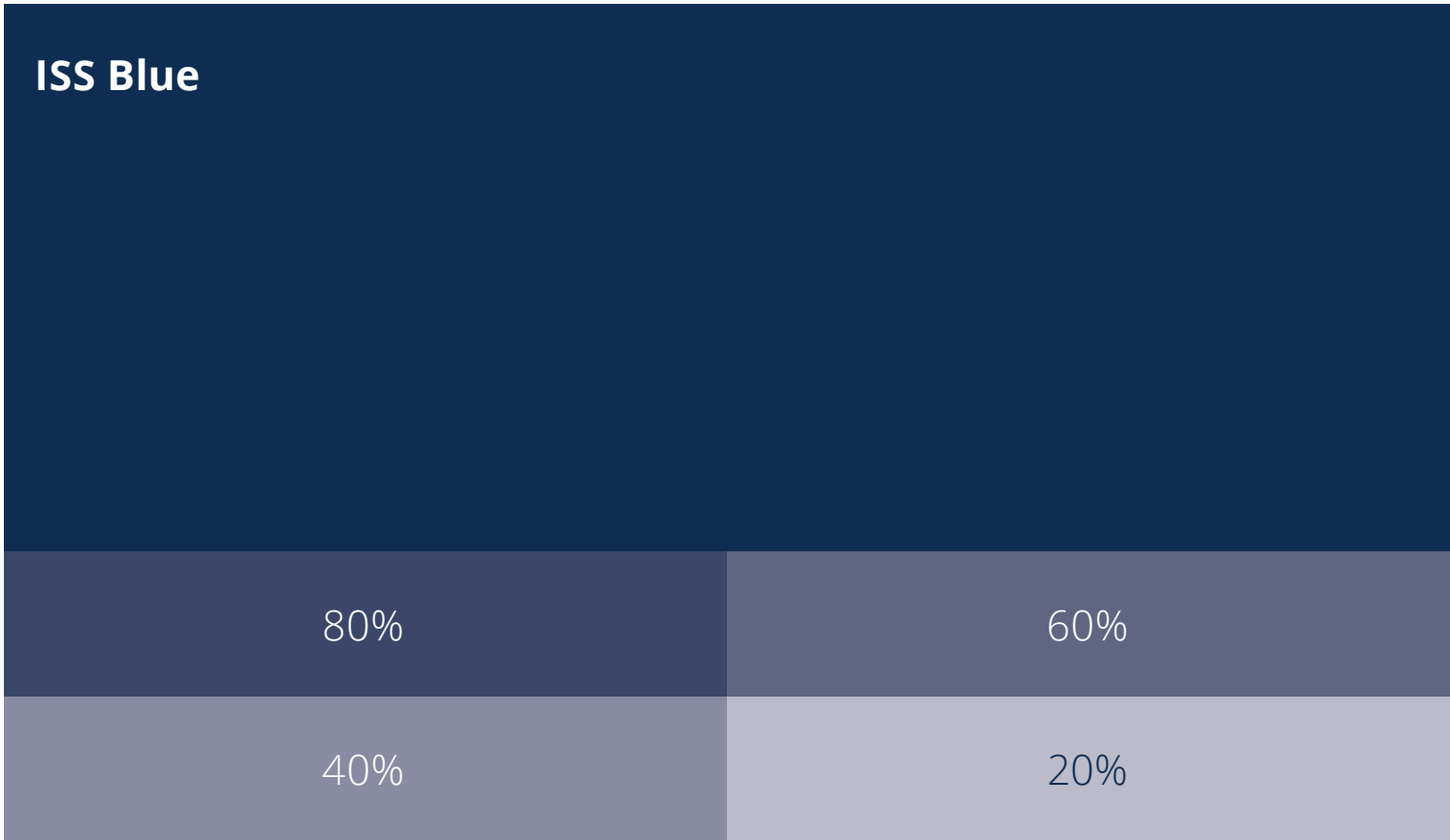
WHITE



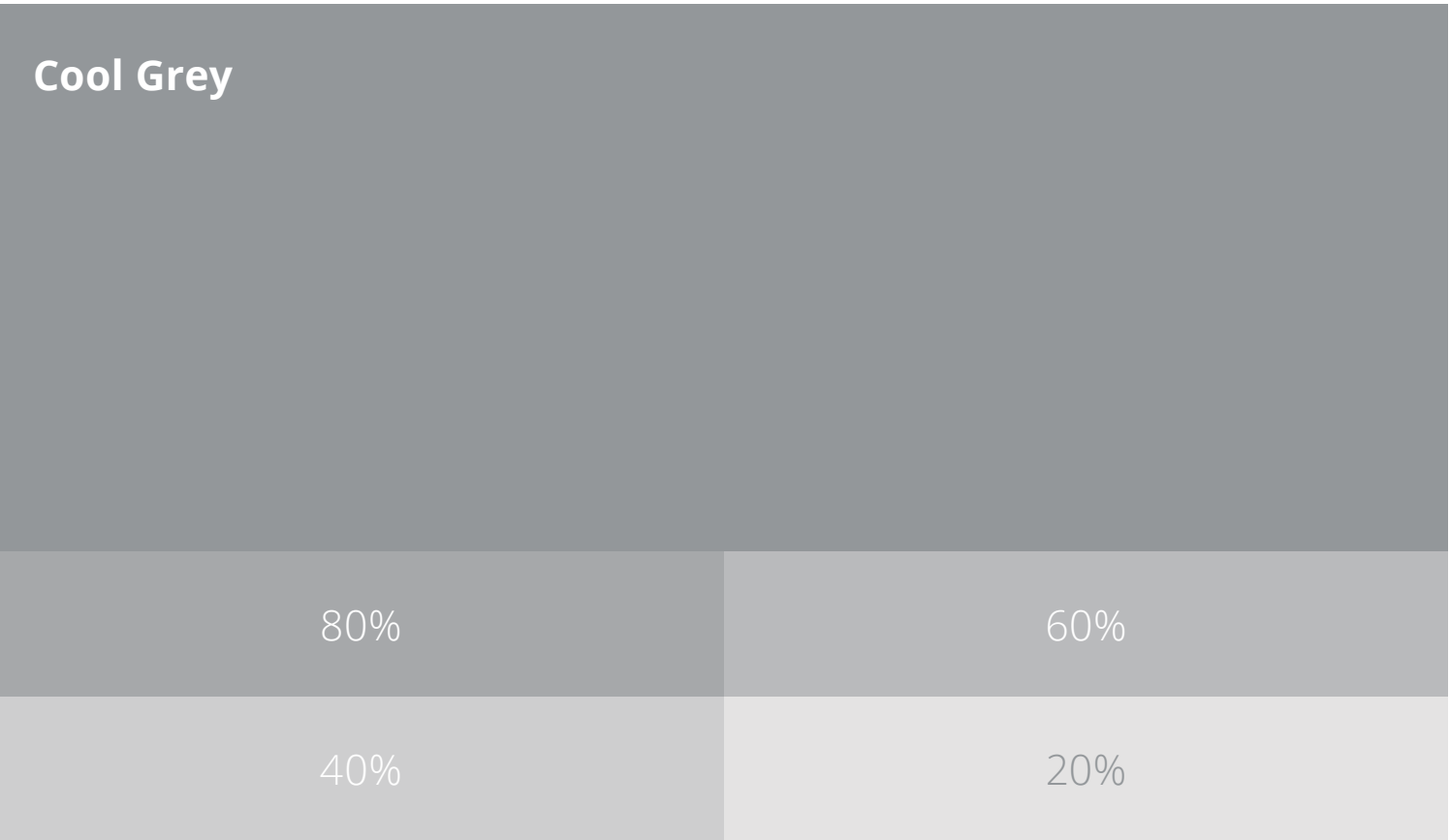
COLOR PALETTE

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.

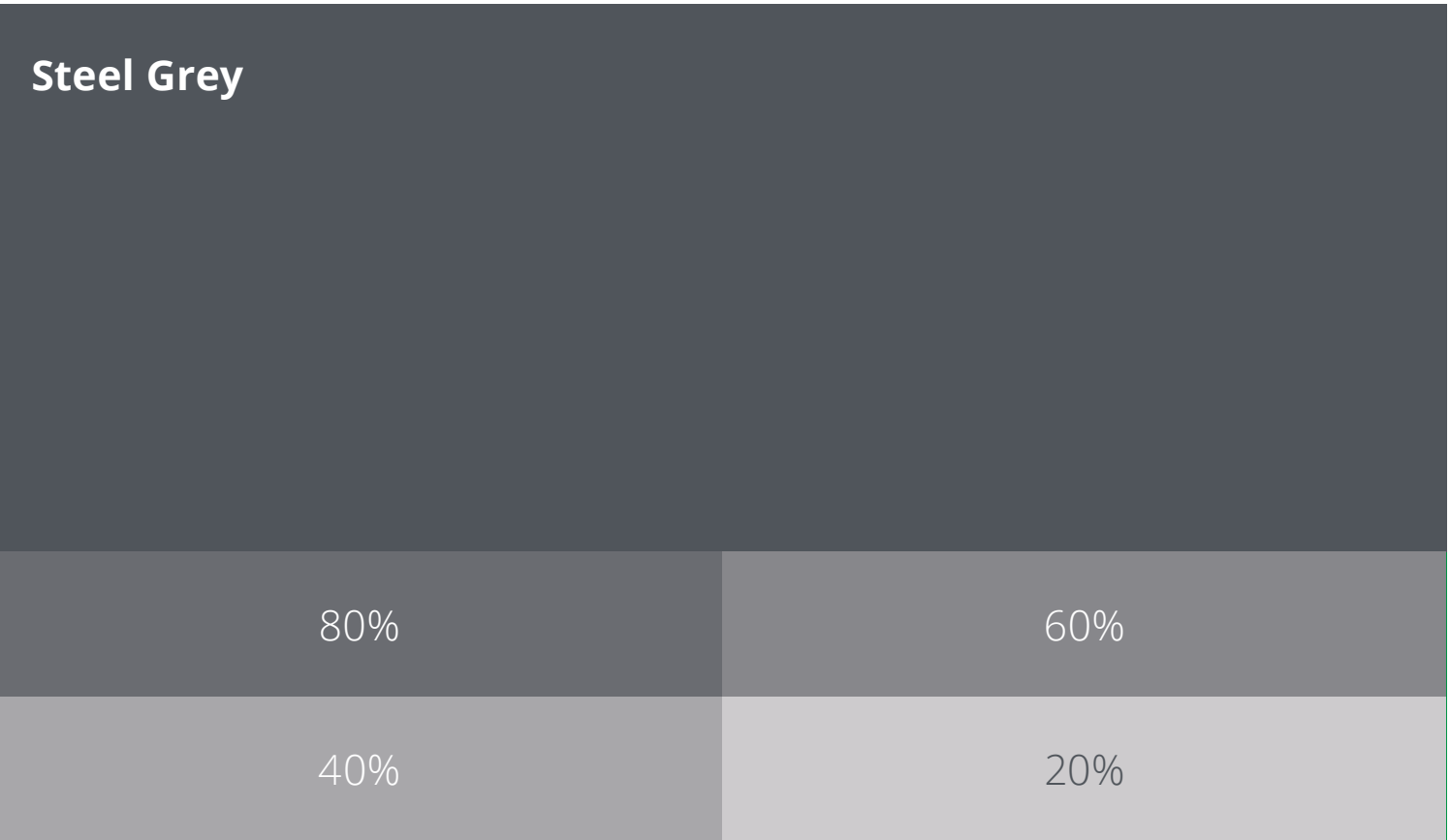
ISS COLORS



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

Subheads – Termina, Bold

Lorem Ipsum

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

INTERNATIONAL SNUBBING SERVICES

iss-snub.com

QUAIL TOOLS BRAND GUIDE



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



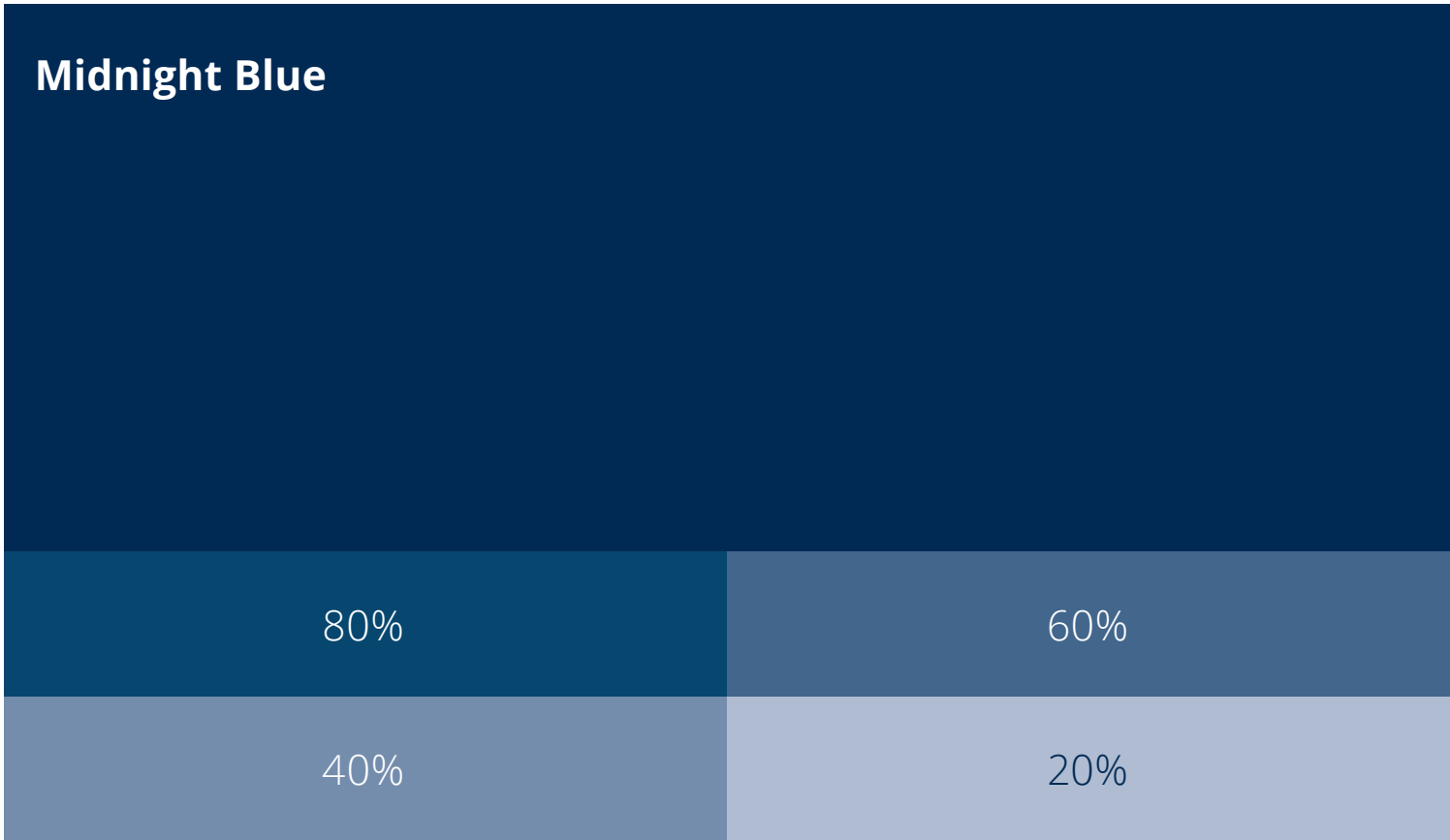
ICONS ON DARKS



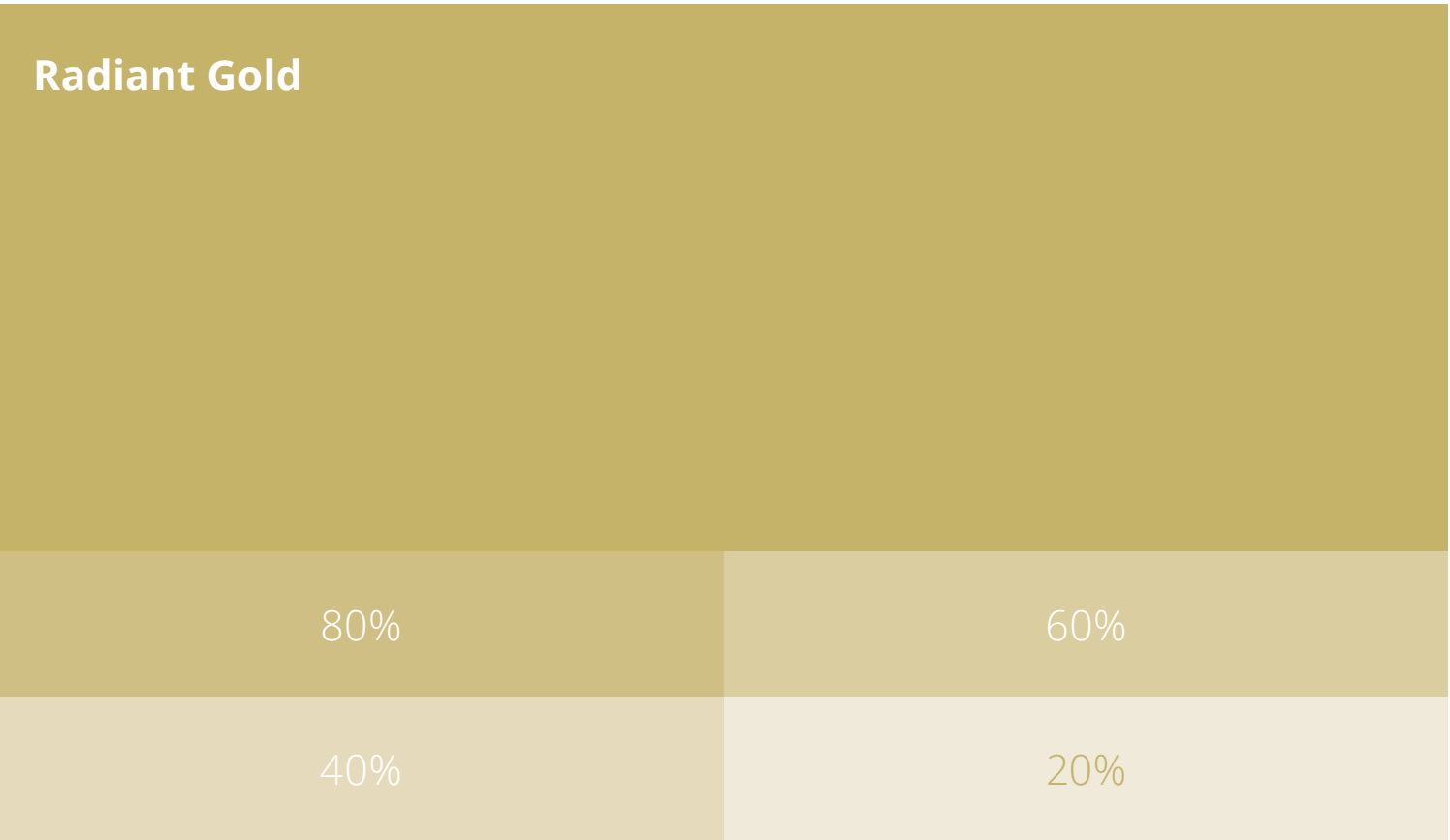
COLOR PALETTE

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.

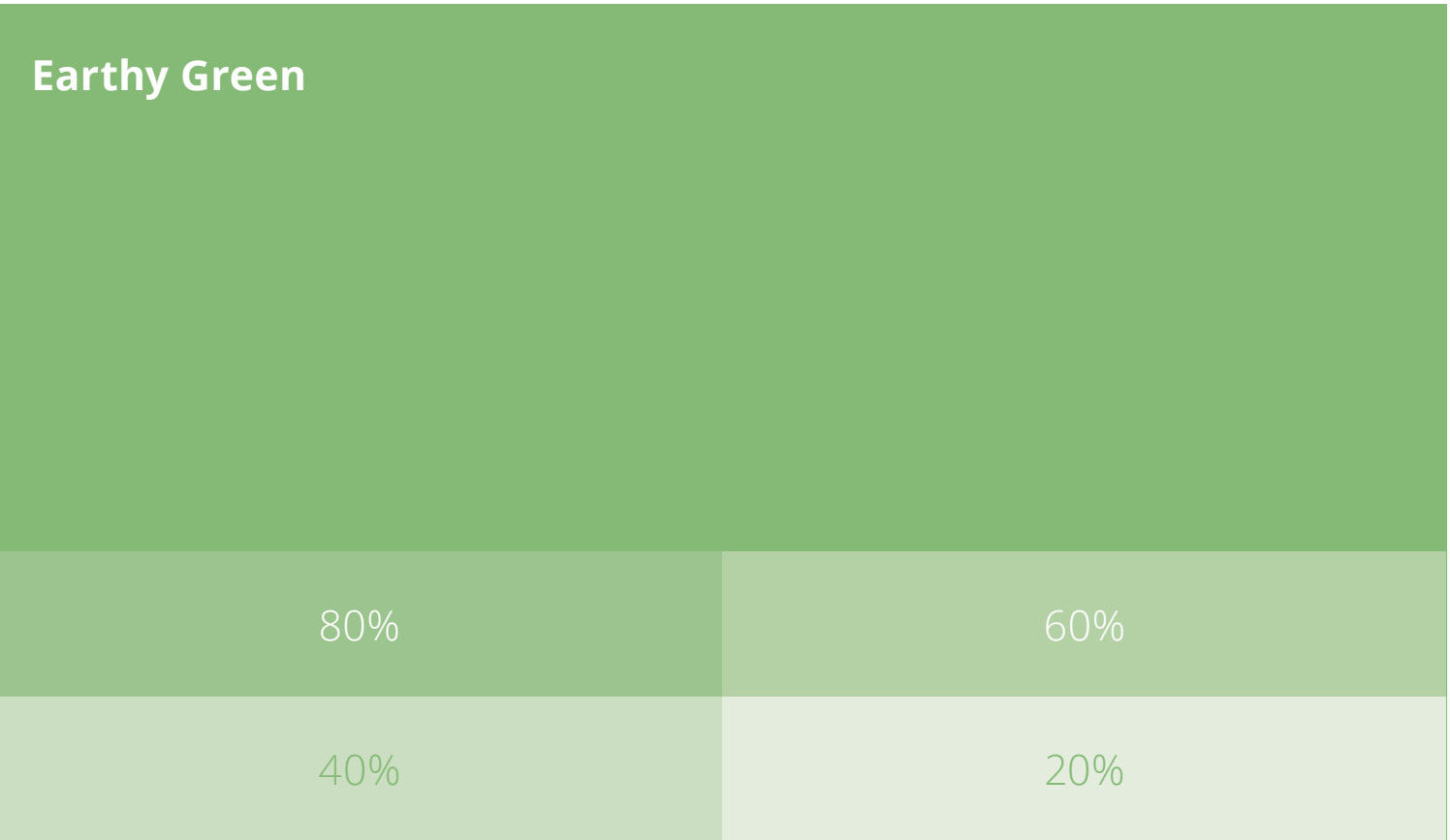
QUAIL TOOLS PRIMARY COLORS



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:

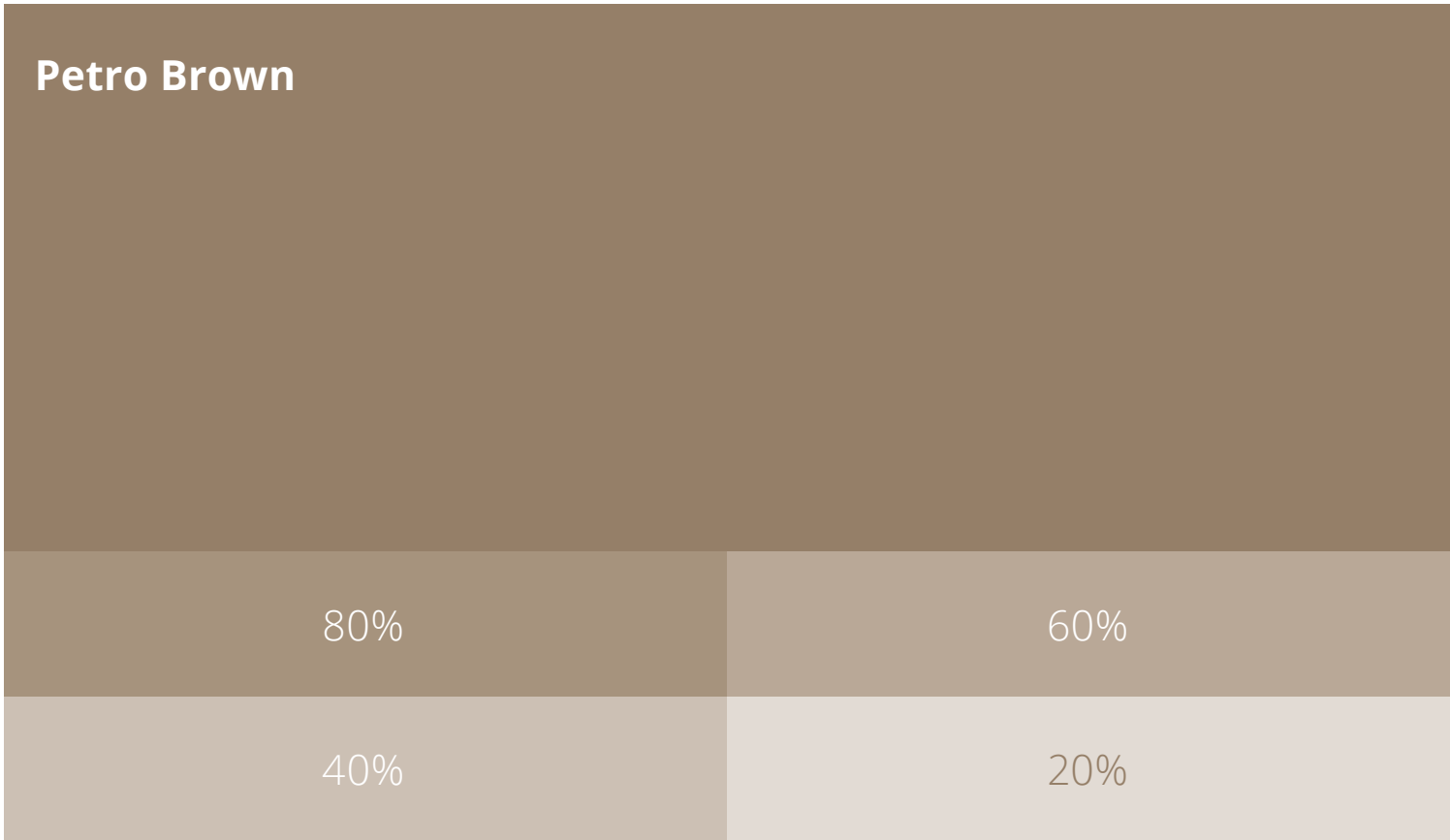
For professional printing, colors are defined by the Pantone Matching System (PMS) and 4-color process build (CMYK).

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

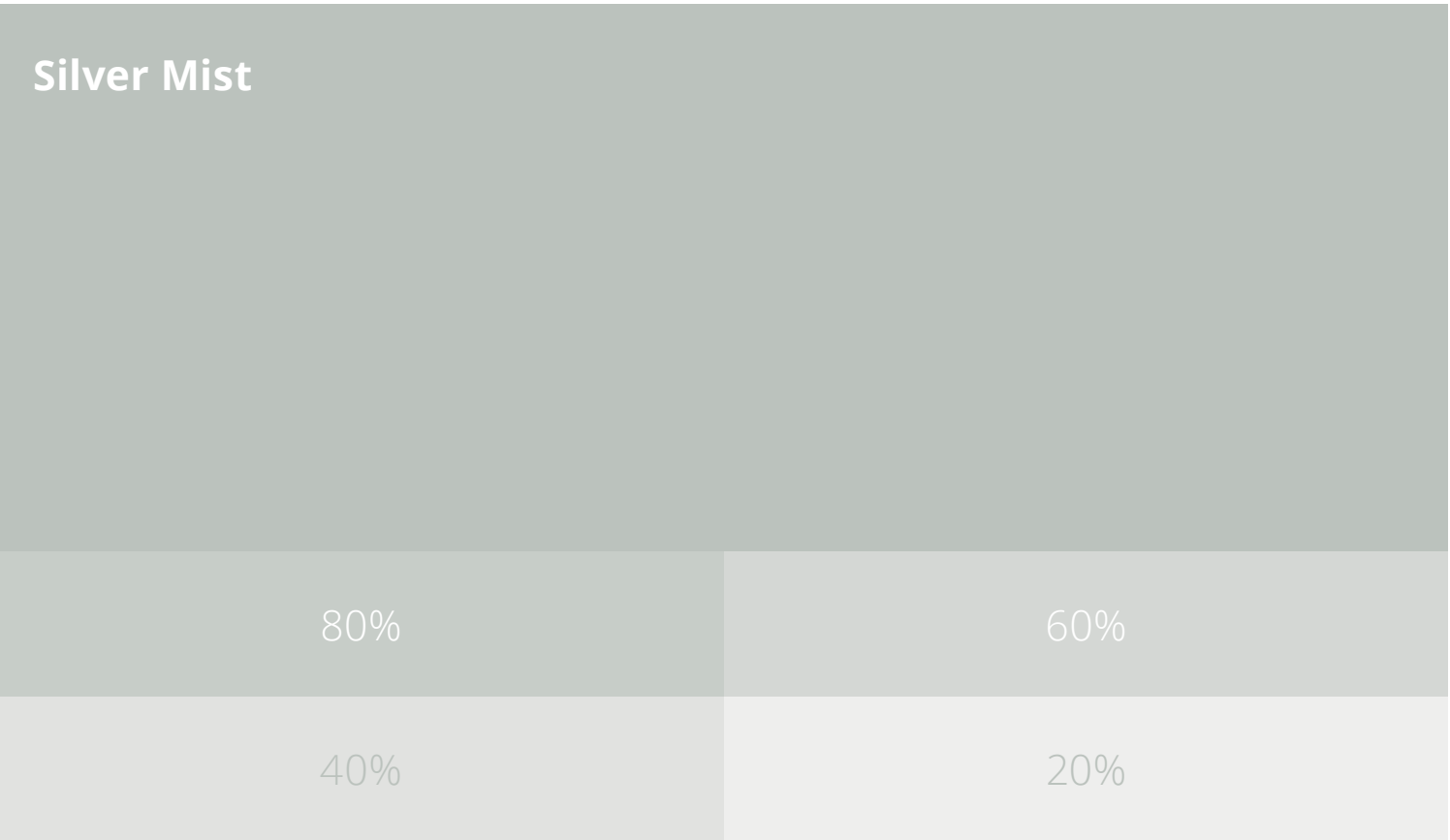
COLOR PALETTE

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.

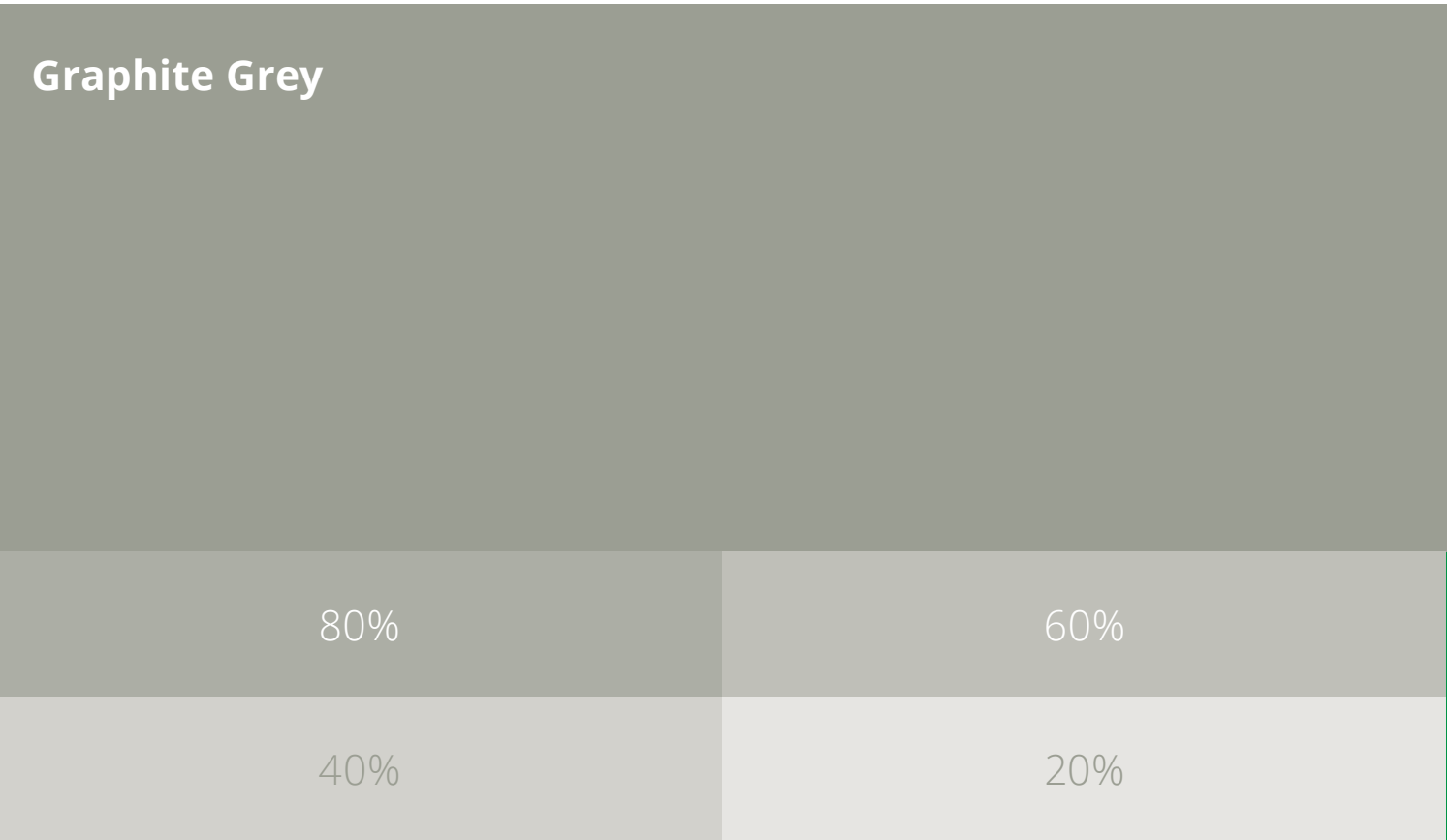
QUAIL TOOLS SECONDARY COLORS



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

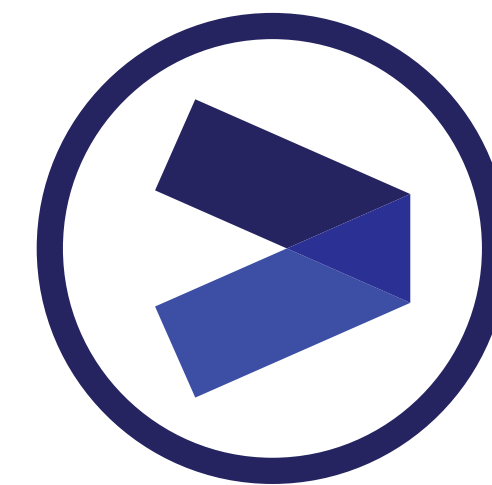
Lorem Ipsum

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.



SONIC CONNECTORS BRAND GUIDE



**SONIC
CONNECTORS**

 **Superior**

PRIMARY LOGO

The Sonic Connectors 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 black logo may be used.



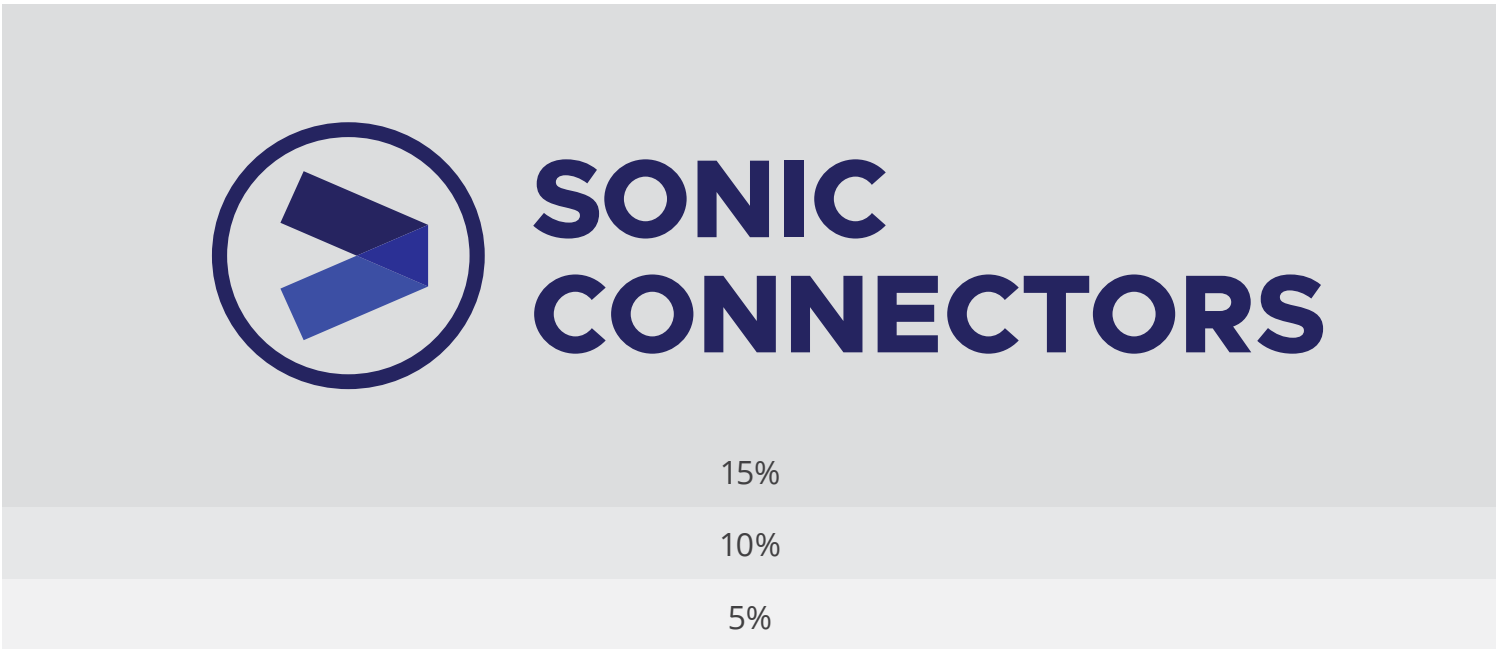
PREFERRED REVERSE LOGO

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

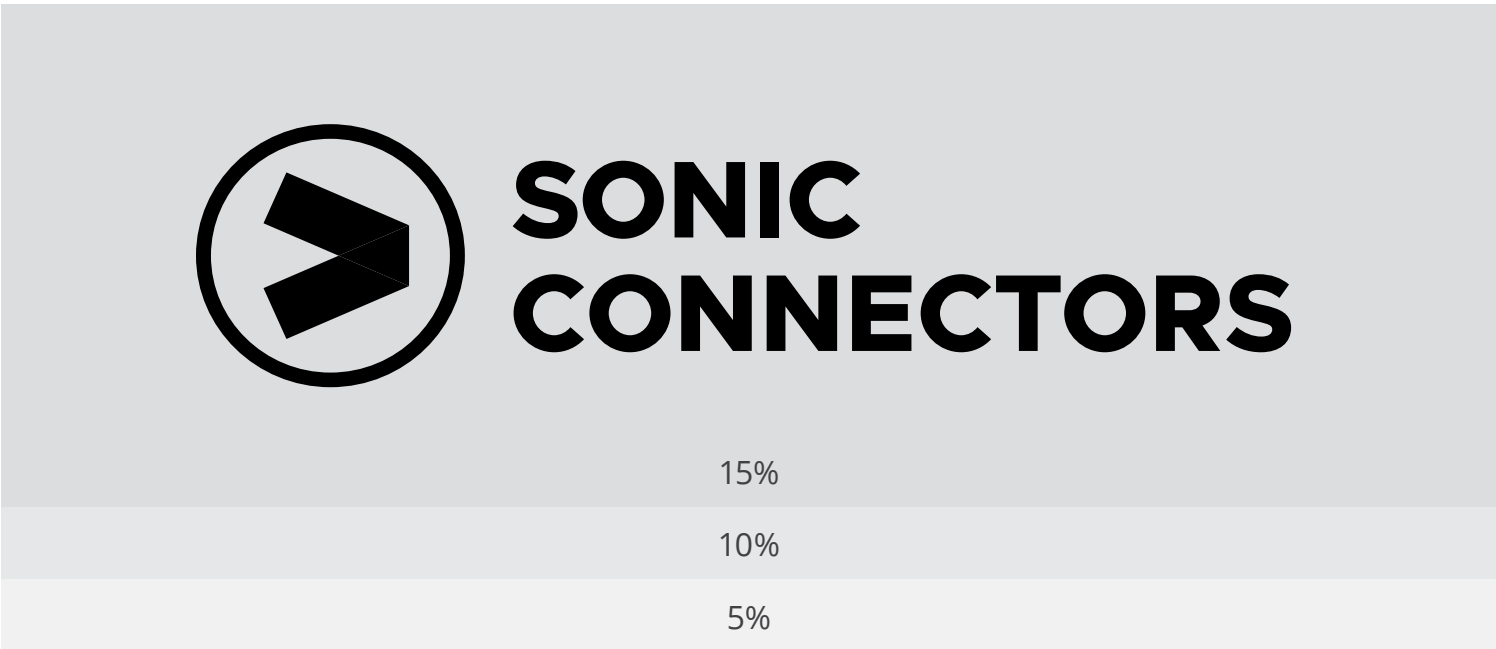


When positioning the logo on a colored background, the value of the background determines how the logo is used. The logo is available in full color, blue, black or white. Use the full color and blue logo on backgrounds that are 15% black or lighter. Use the white logo on backgrounds that are 60% black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

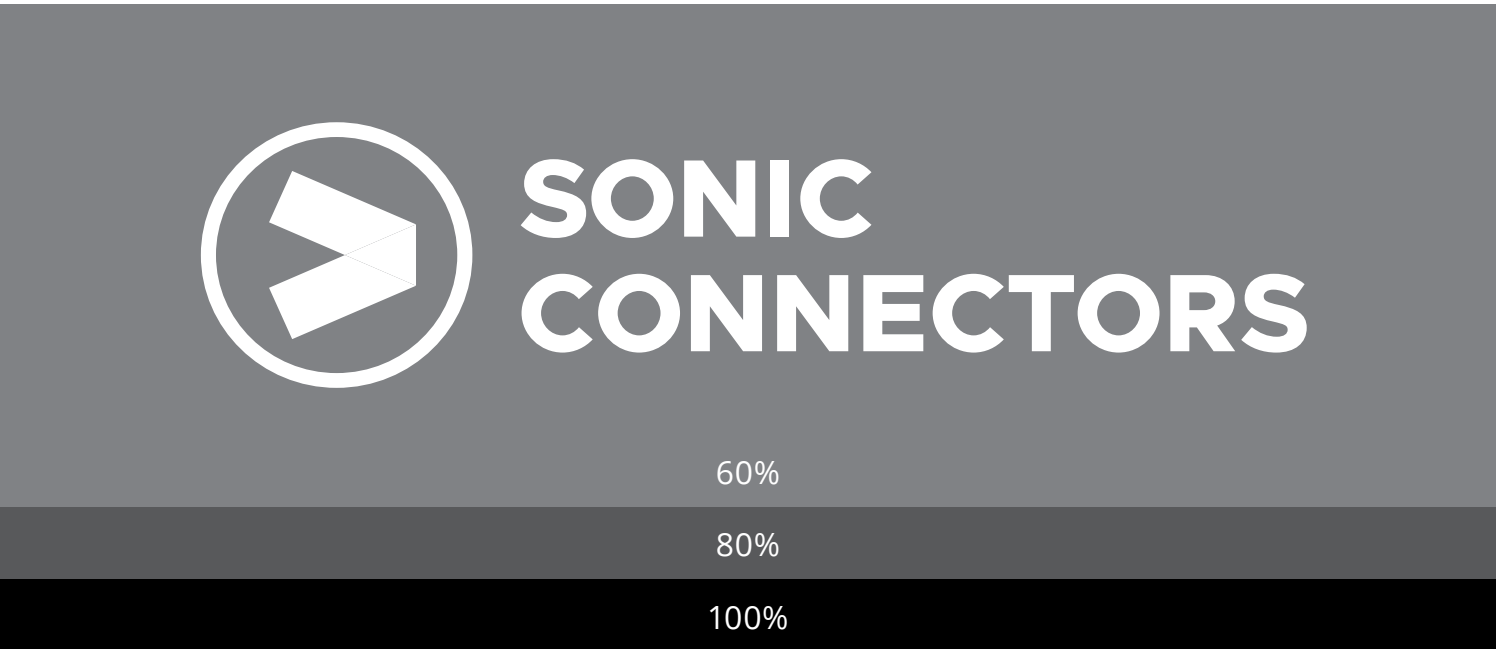
FULL COLOR



BLACK

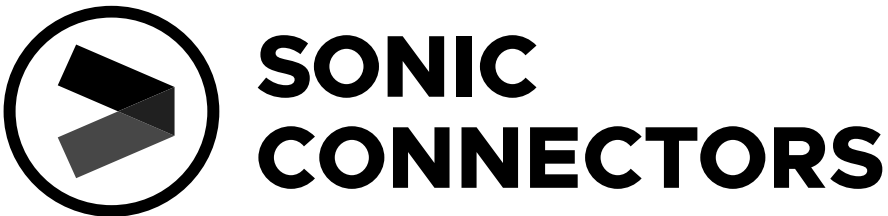


WHITE

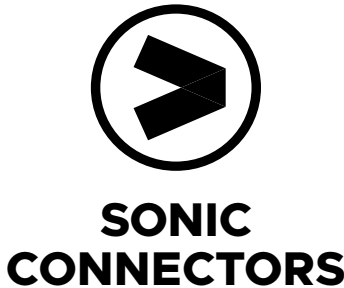
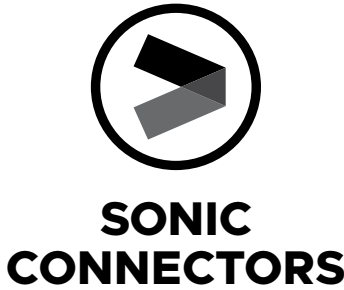


LOGO VARIATIONS

HORIZONTAL LOGOS



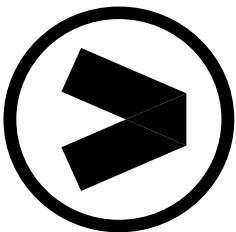
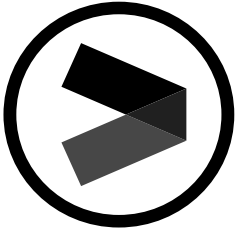
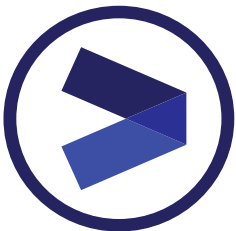
VERTICAL LOGOS



LOGOS WITH TAGLINE



ICONS



LOGO VARIATIONS

HORIZONTAL LOGOS



VERTICAL LOGOS



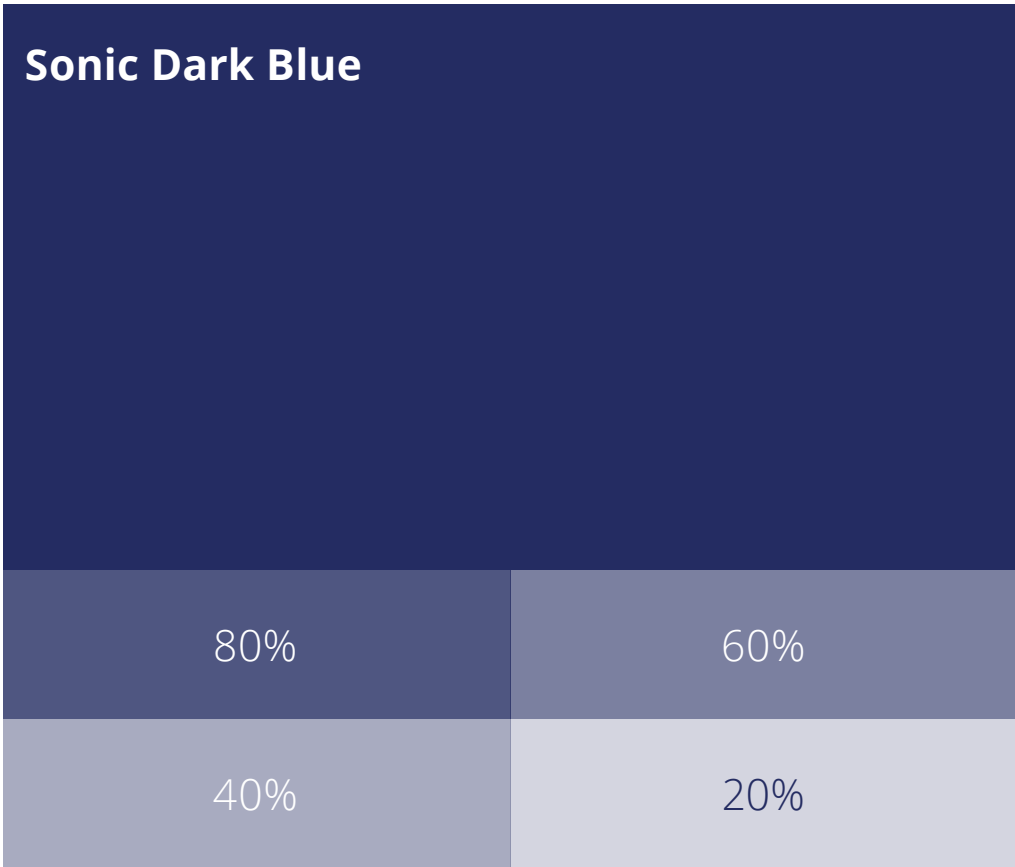
LOGOS WITH TAGLINE



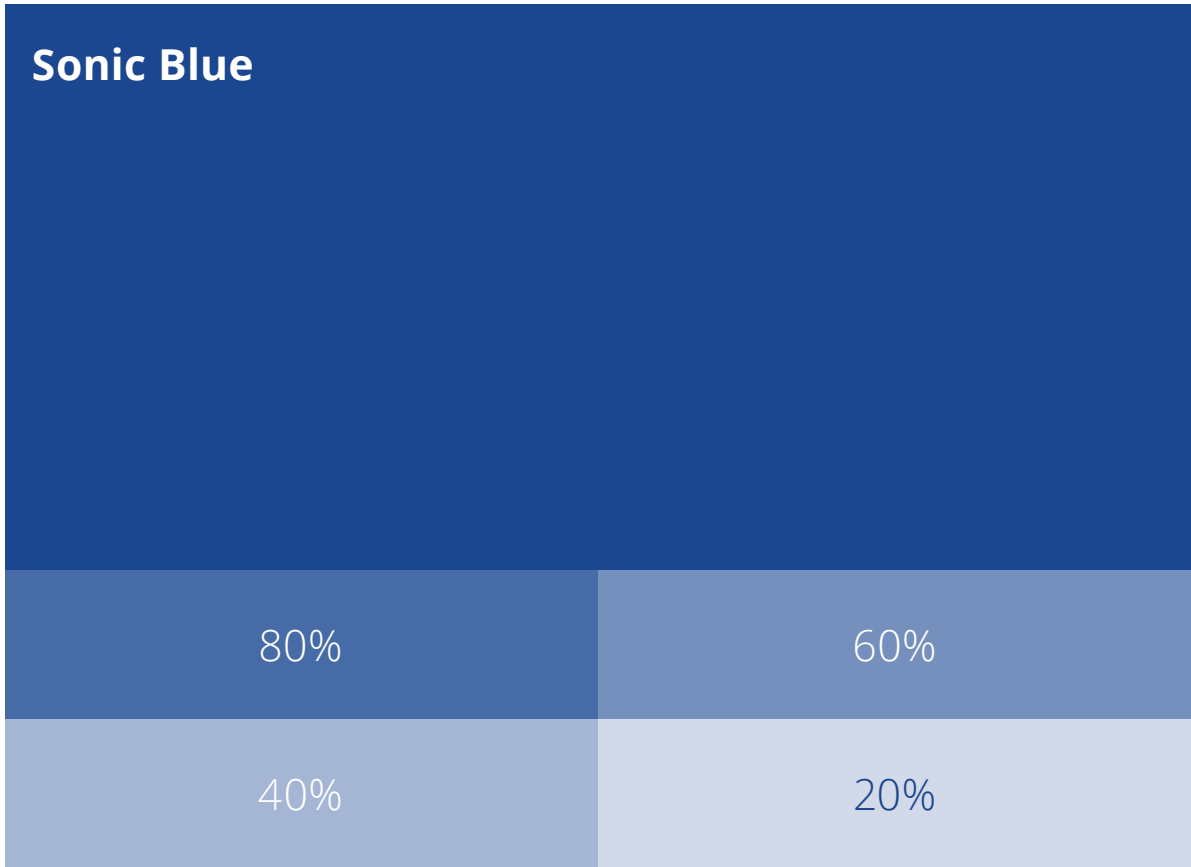
COLOR PALETTE

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.

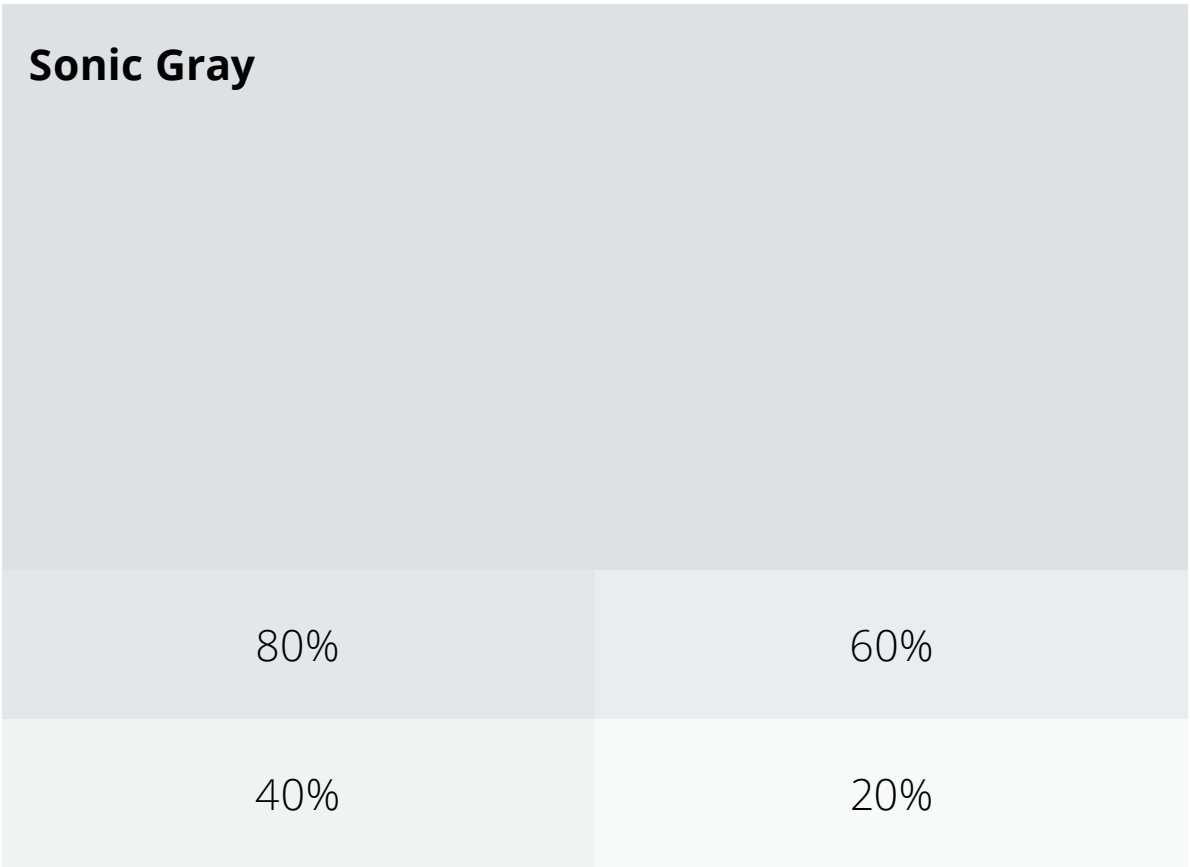
SONIC CONNECTOR PRIMARY COLORS



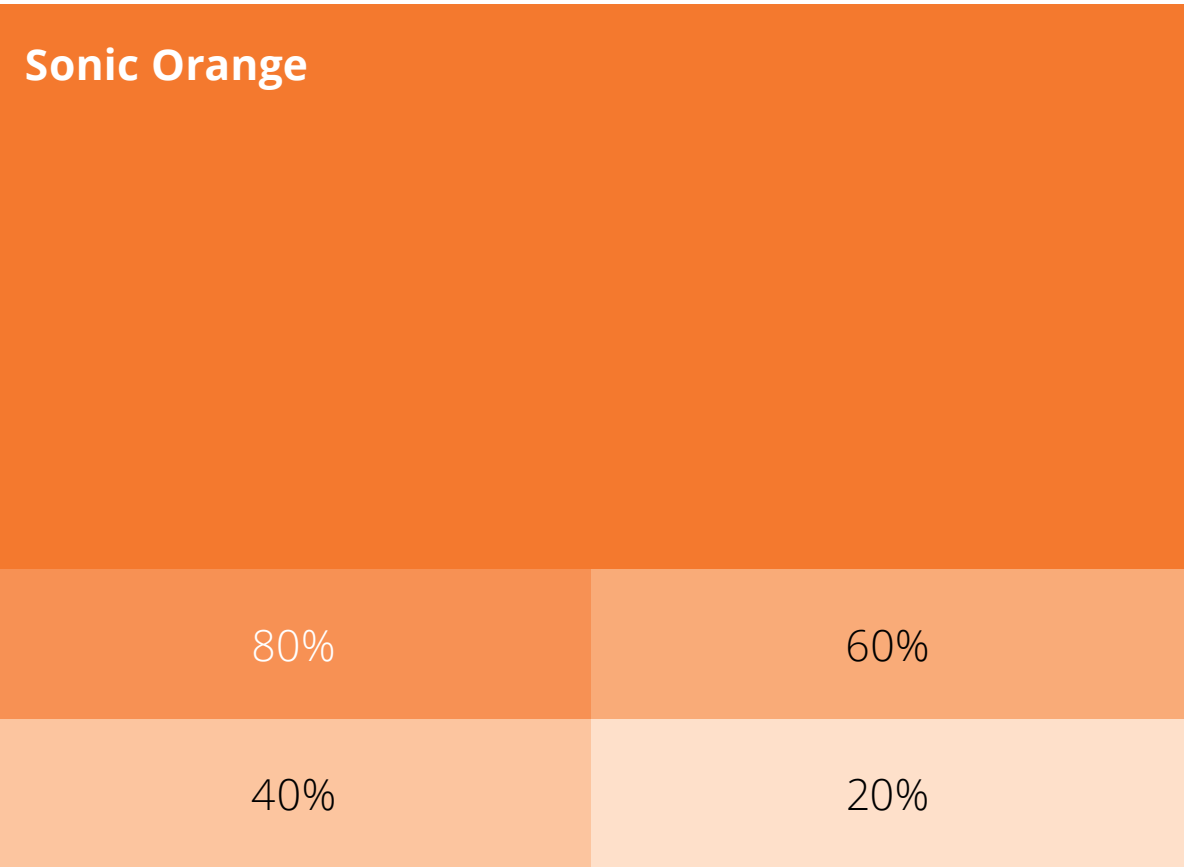
Pantone 2119C
C M Y K 100, 95, 31, 22
R G B 37, 39, 94
HEX #25275E



Pantone 6104C
C M Y K 100, 84, 11, 1
R G B 30, 58, 138
HEX #1E3A8A



Pantone 656C
C M Y K 12, 7, 7, 0
R G B 229, 231, 235
HEX #E5E7EB



Pantone 1585C
C M Y K 0, 65, 92, 0
R G B 249, 115, 22
HEX #F97316

NOTE:

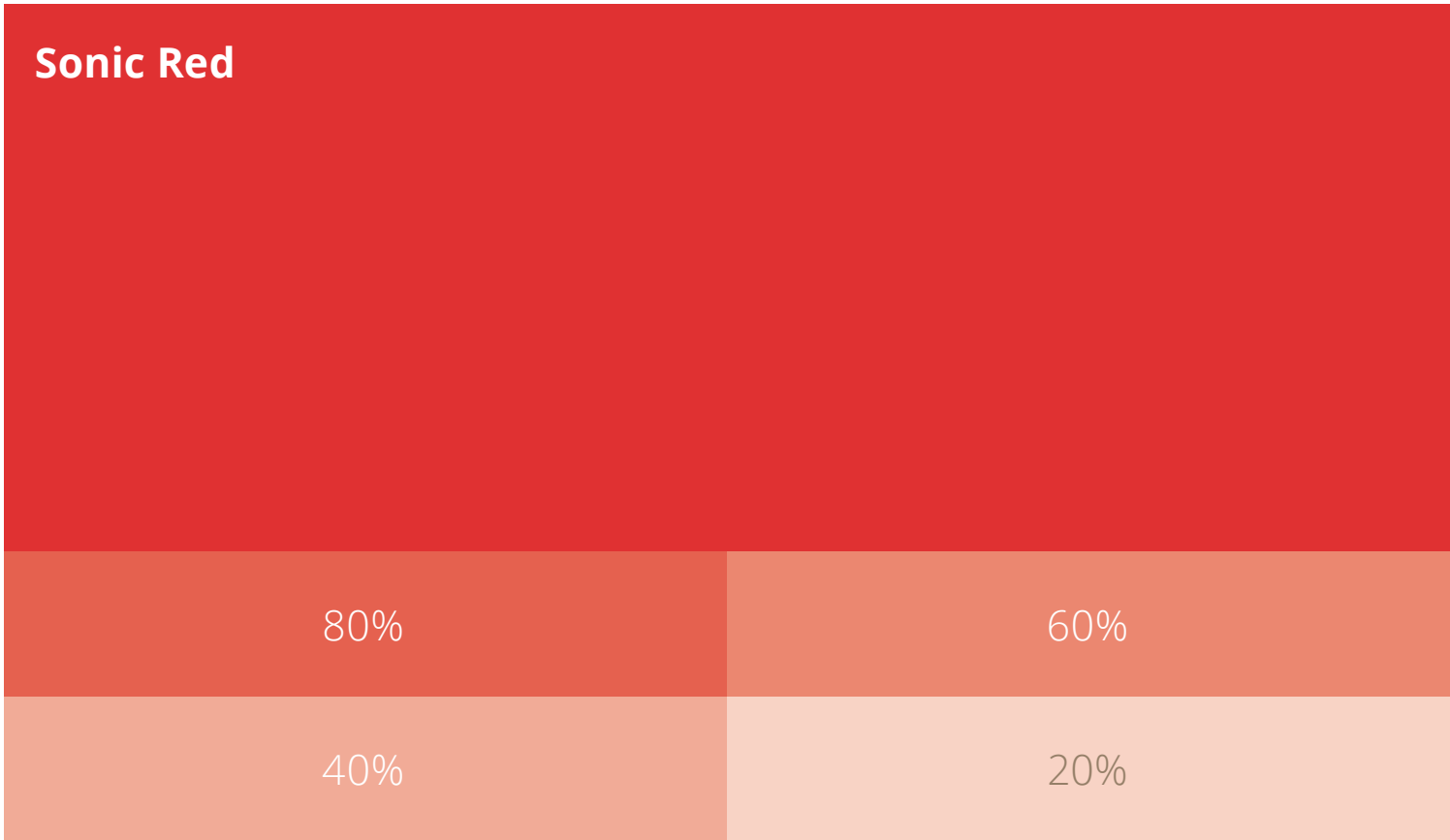
For professional printing, colors are defined by the Pantone Matching System (PMS) and 4-color process build (CMYK).

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

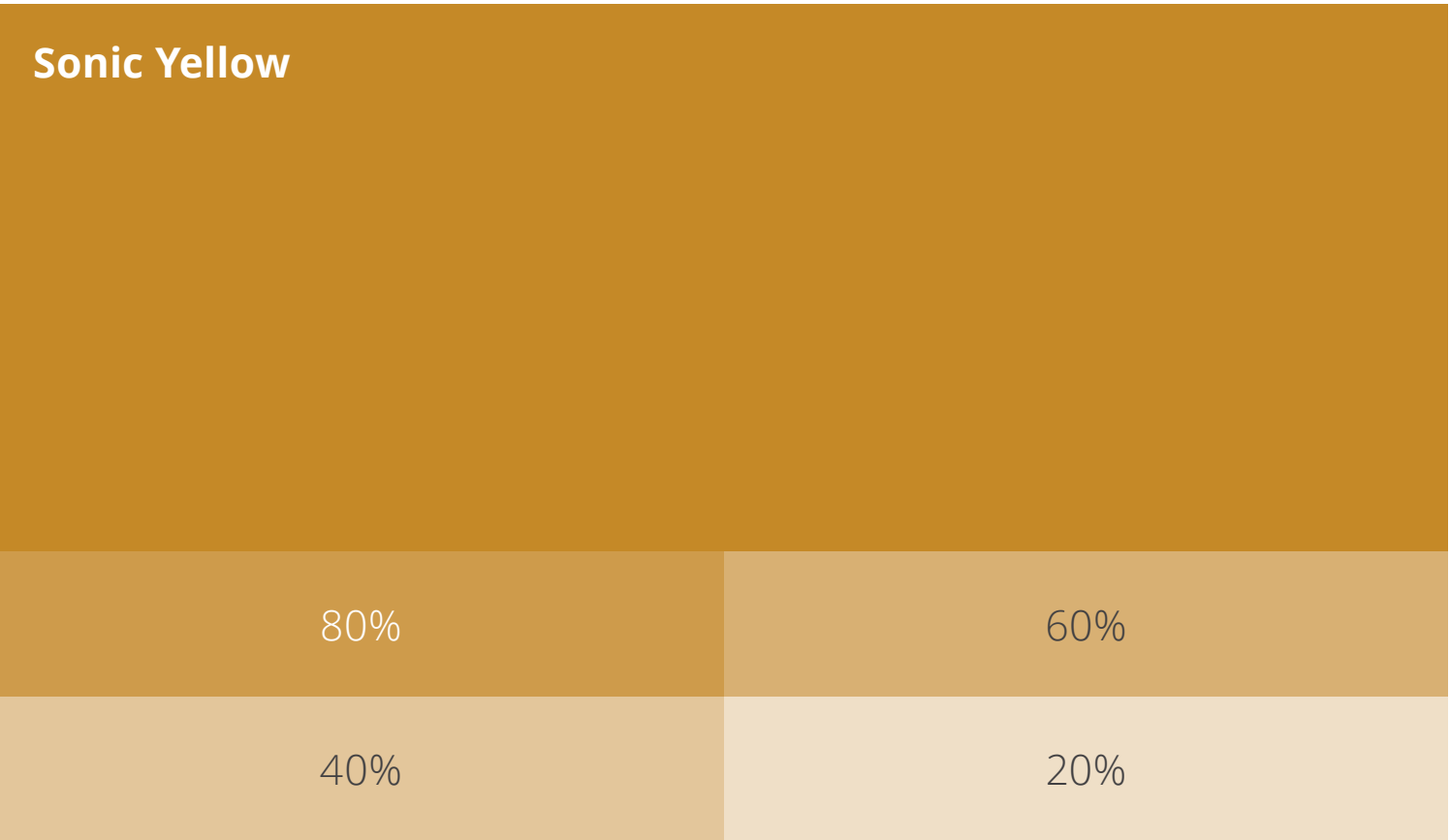
COLOR PALETTE

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.

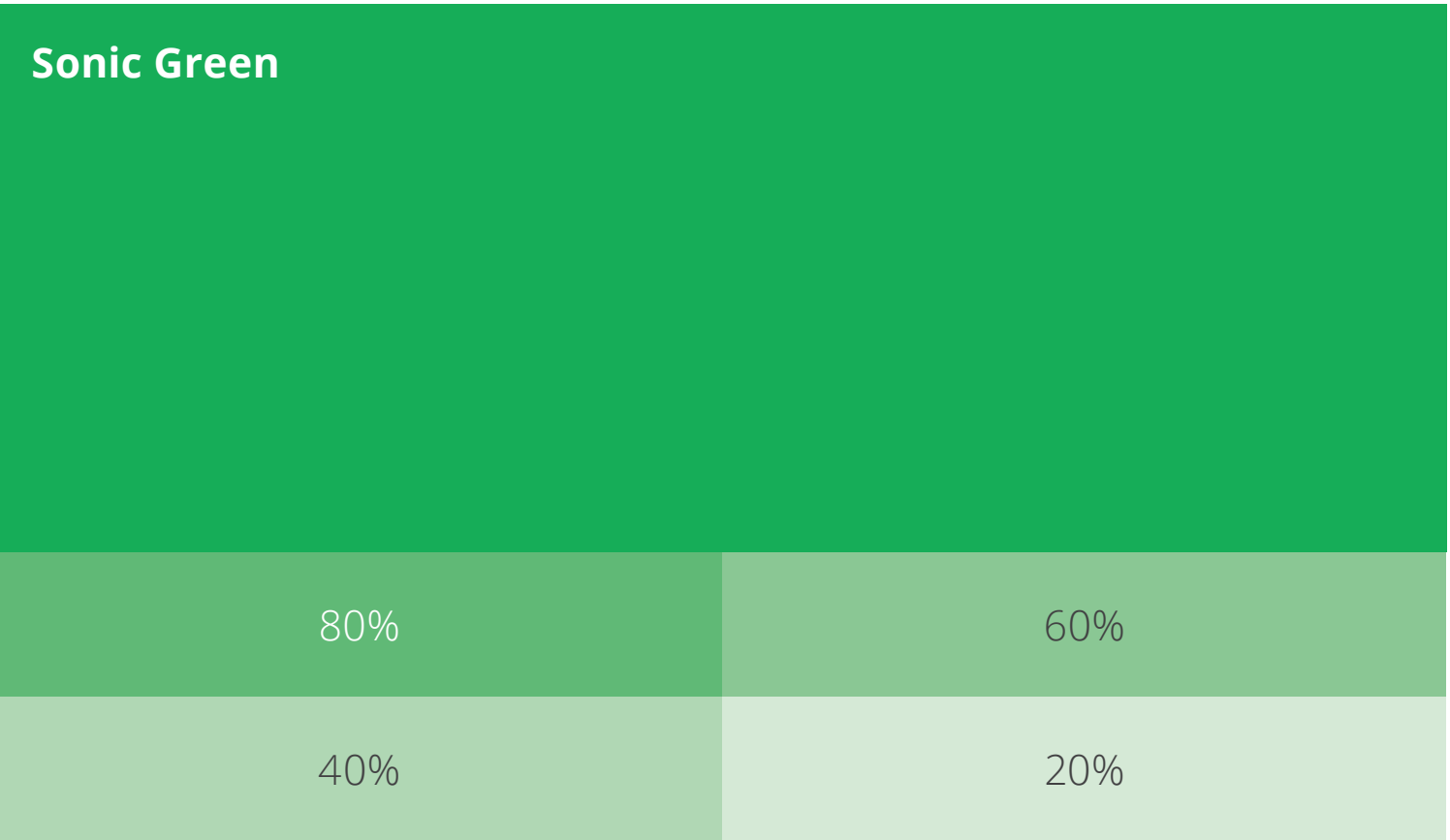
SONIC CONNECTORS SECONDARY COLORS



Pantone 485C
C M Y K 5, 95, 88, 1
R G B 220, 38, 38
HEX #DC2626



Pantone 131C
C M Y K 18, 46, 100, 7
R G B 202, 138, 4
HEX #CA8A04



Pantone 2252C
C M Y K 80, 3, 90, 0
R G B 22, 163, 74
HEX #16A34A

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 Metropolis.

When creating a Sonic Connectors 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 – Metropolis, Bold

LOREM IPSUM

Subheads – Metropolis, Semibold

Lorem Ipsum

Body Copy – Metropolis, 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.



**SONIC
CONNECTORS**

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.



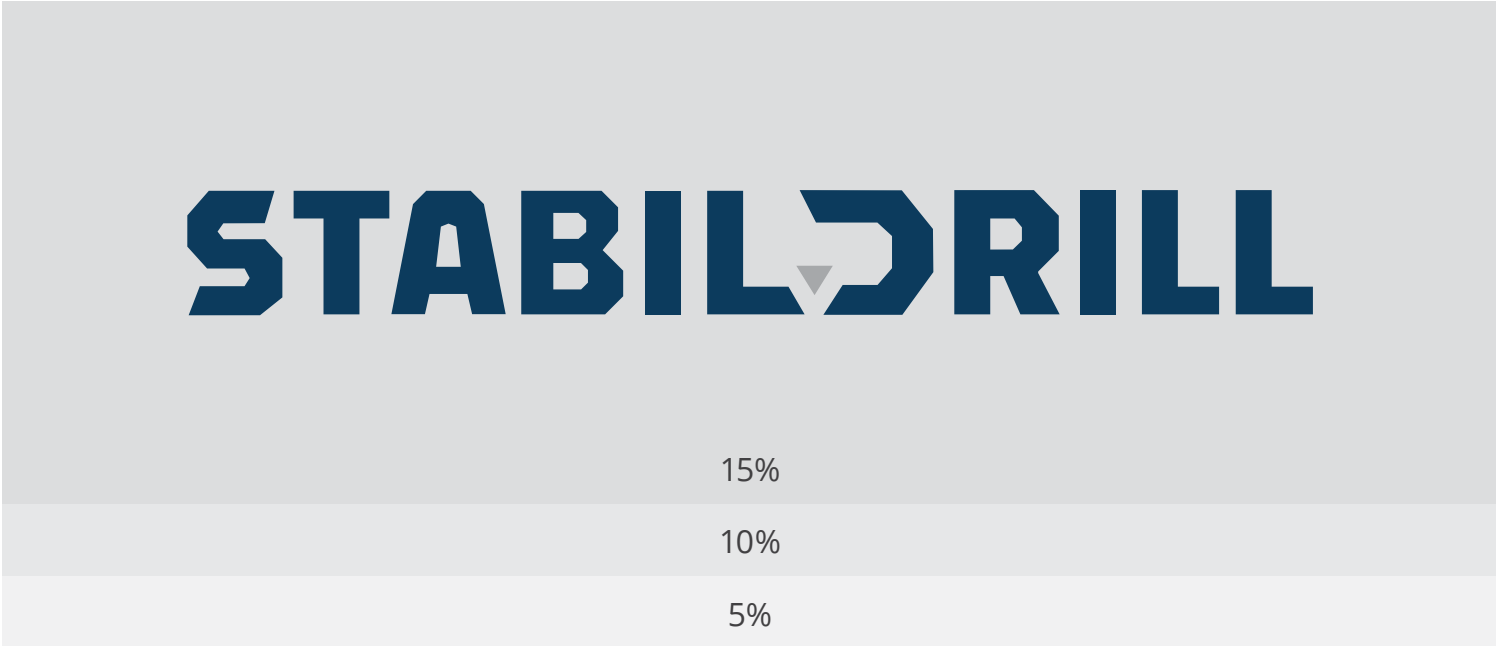
PREFERRED REVERSE LOGO

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.

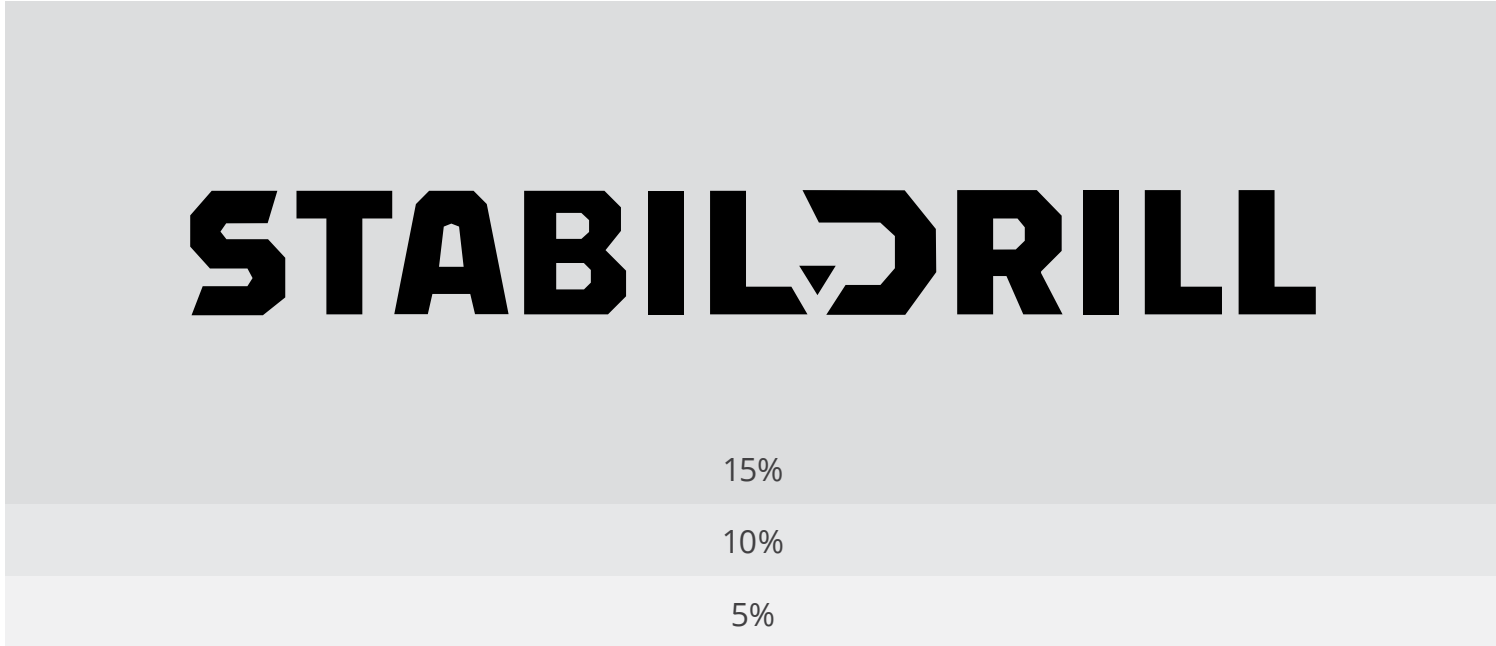


When positioning the logo on a colored background, the value of the background determines how the logo is used. The logo is available in full color, black, or white. Use the full color and black logo on backgrounds that are 15% black or lighter. Use the white logo on backgrounds that are 60% black or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

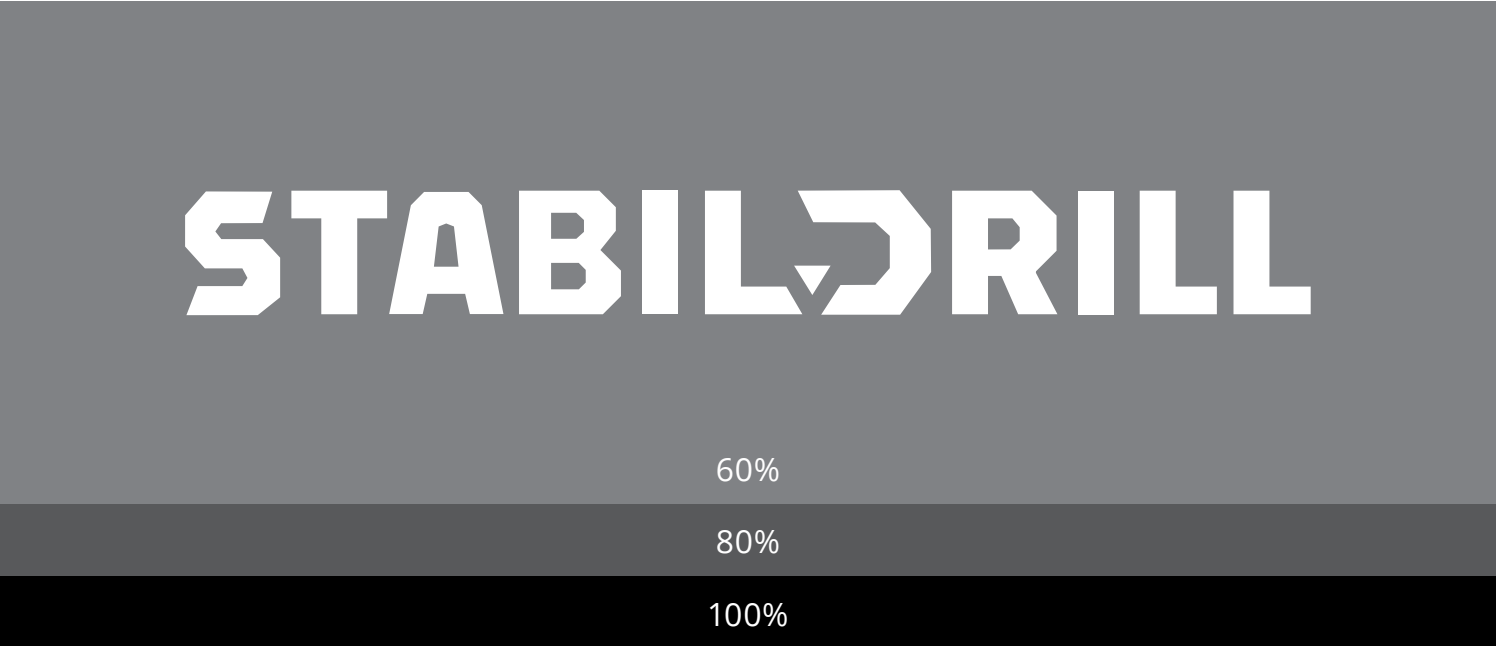
FULL COLOR



BLACK

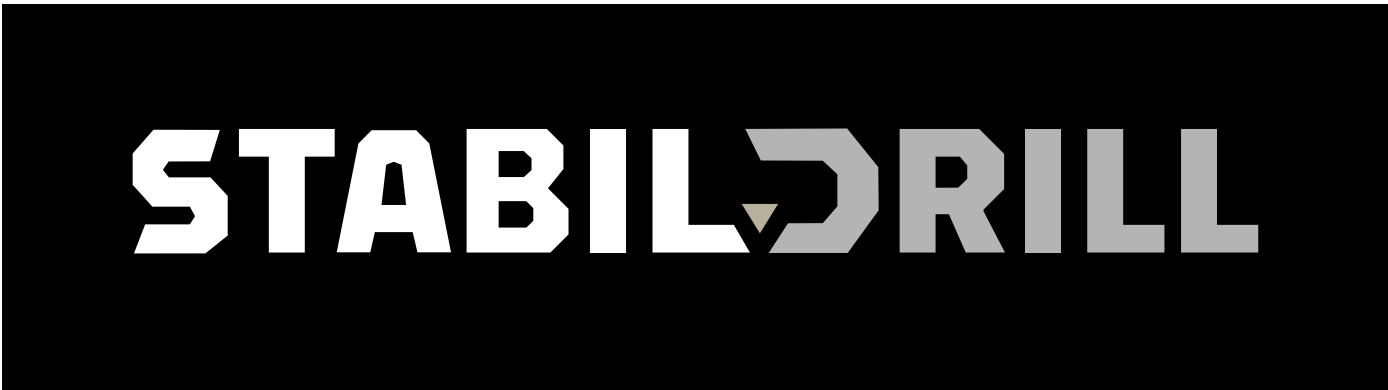


WHITE



LOGO VARIATIONS

HORIZONTAL LOGOS



VERTICAL LOGOS



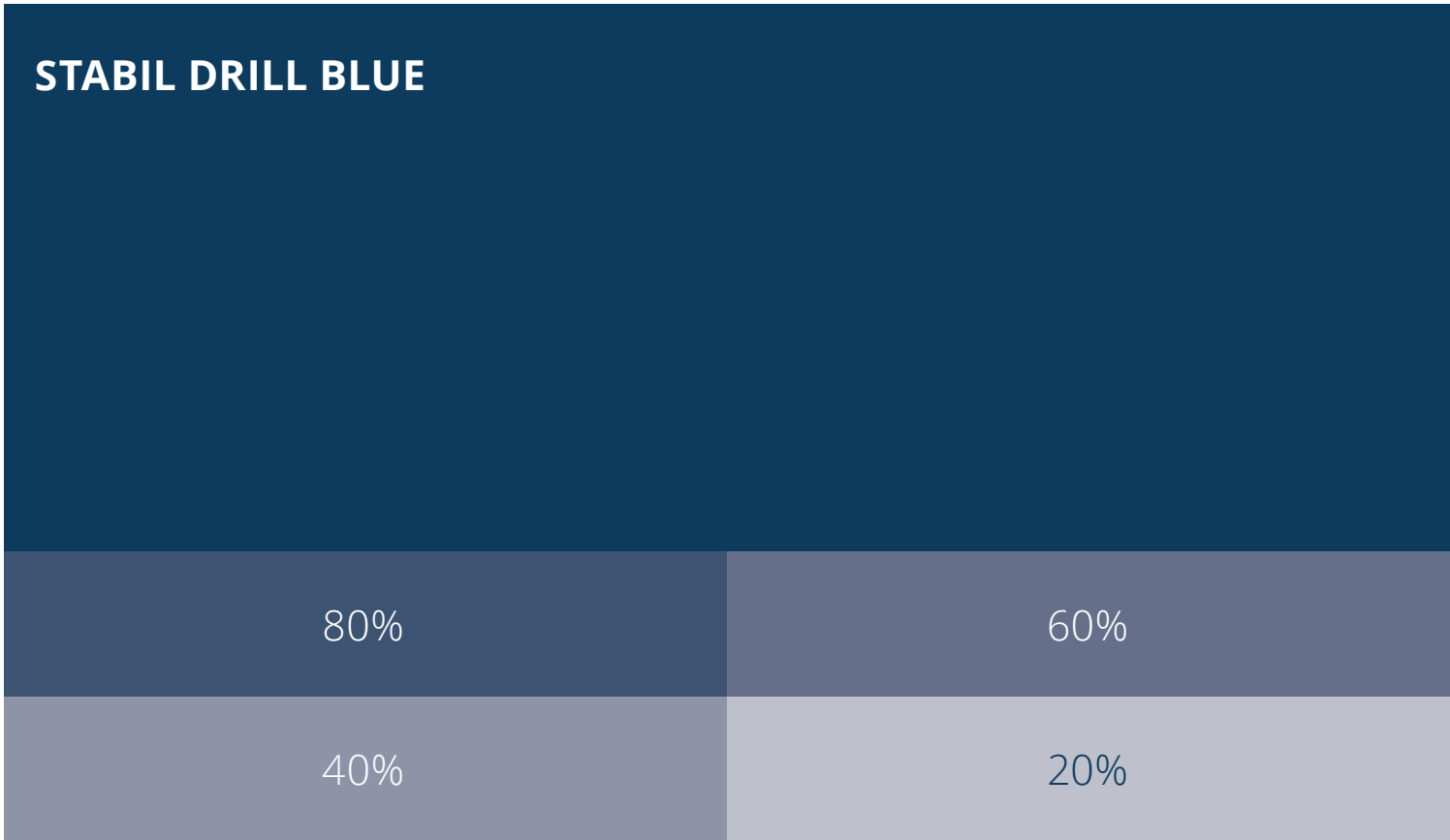
ICONS



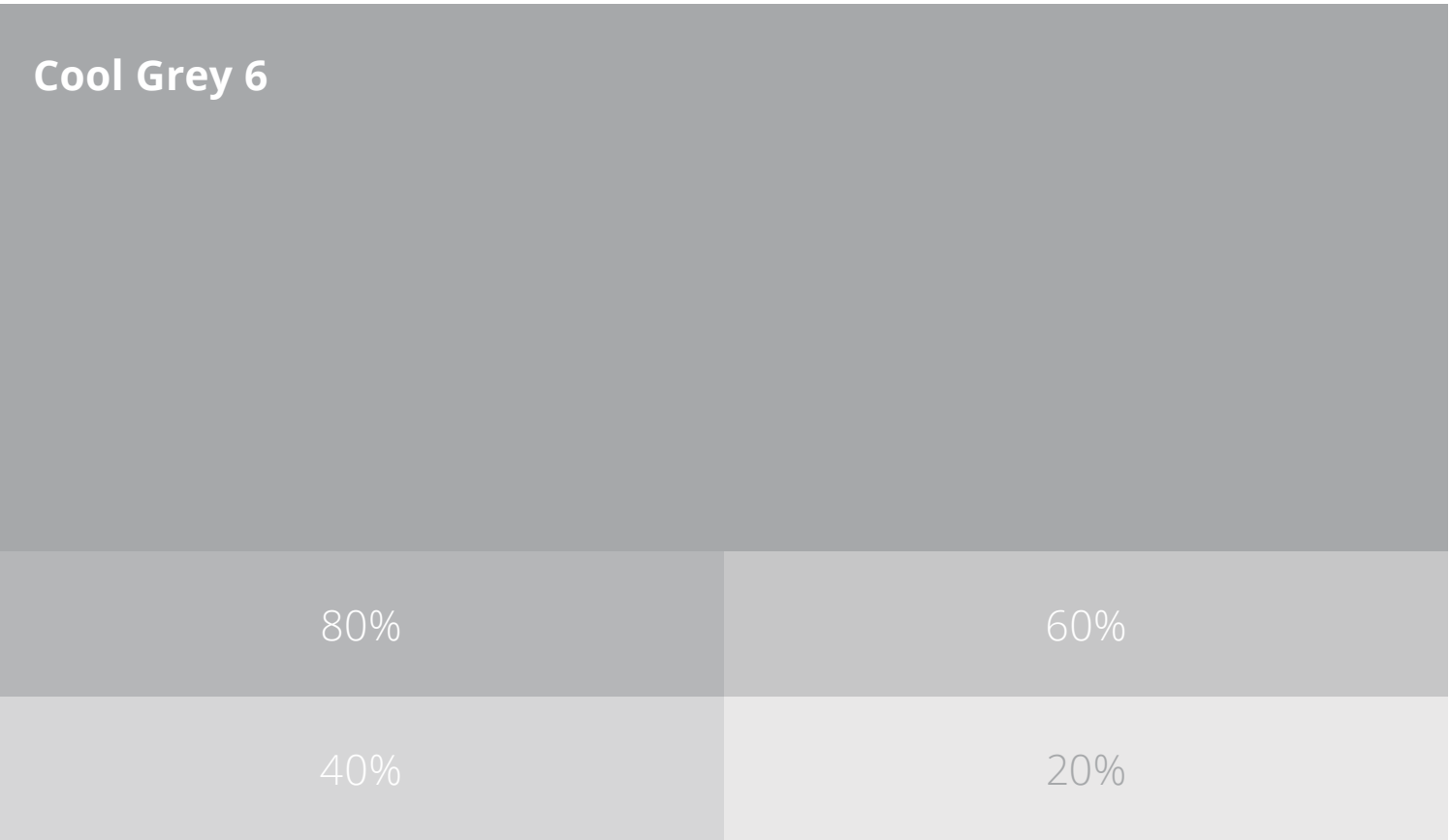
COLOR PALETTE

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.

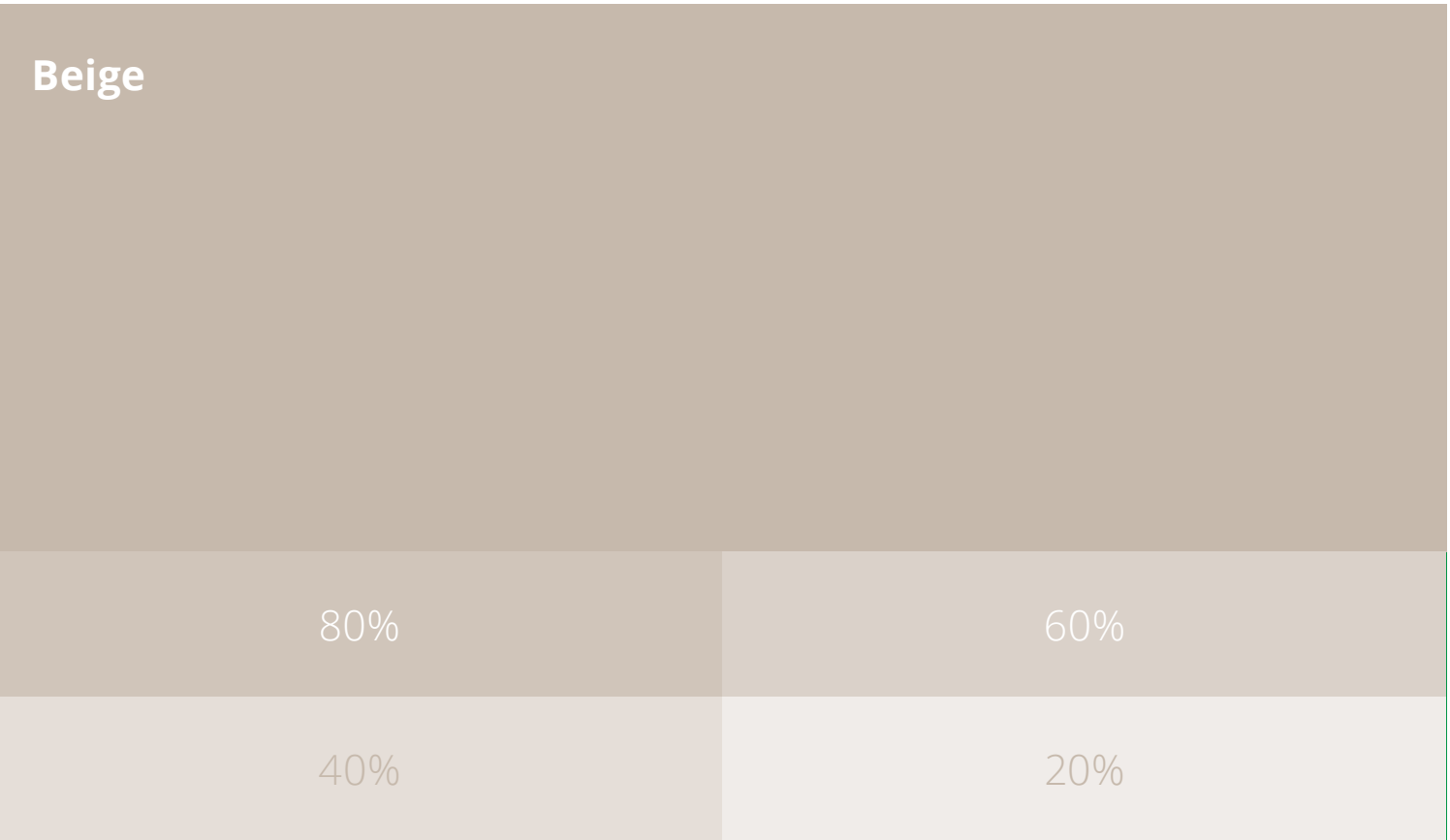
STABIL DRILL COLORS



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:

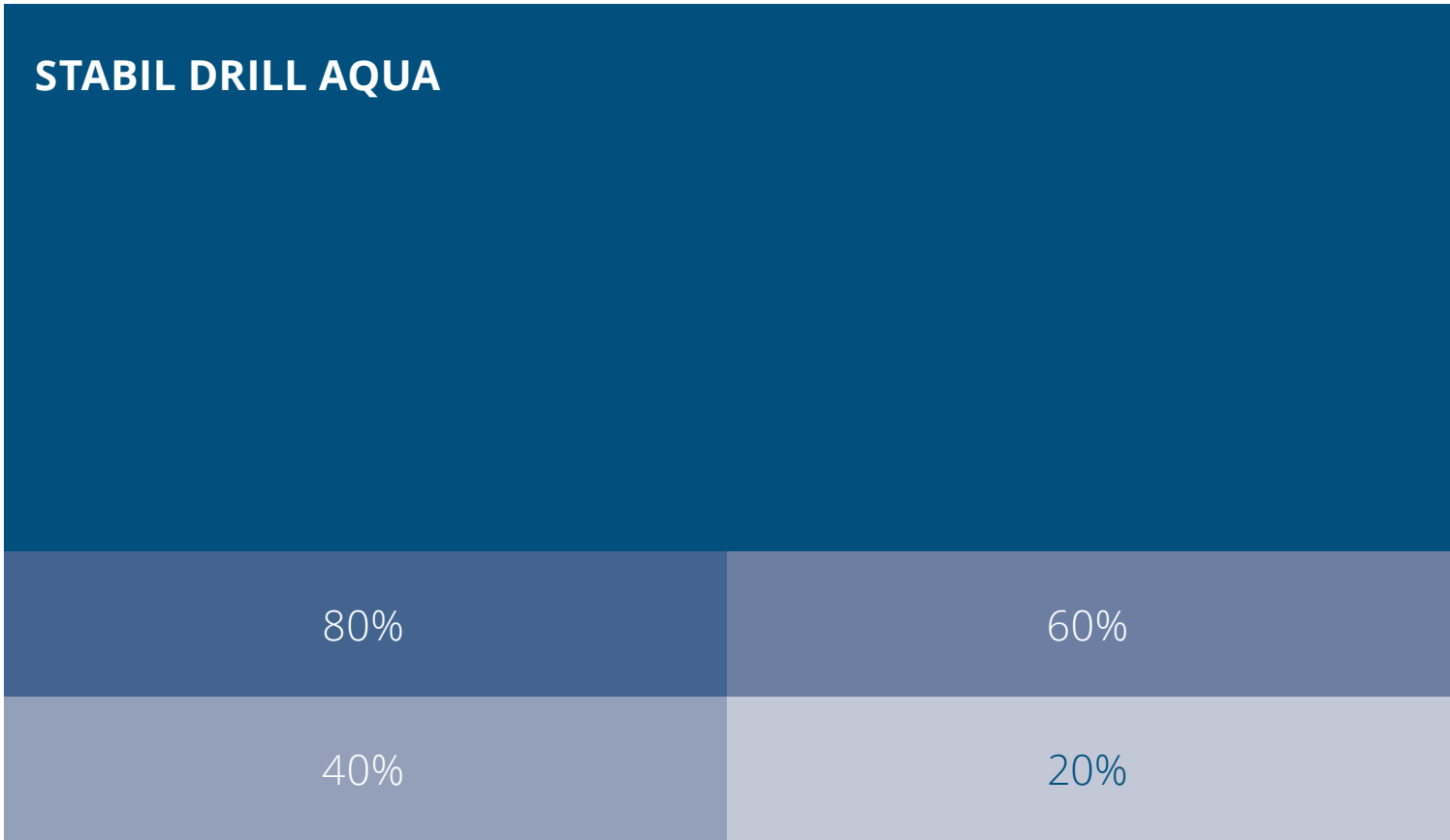
For professional printing, colors are defined by the Pantone Matching System (PMS) and 4-color process build (CMYK).

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

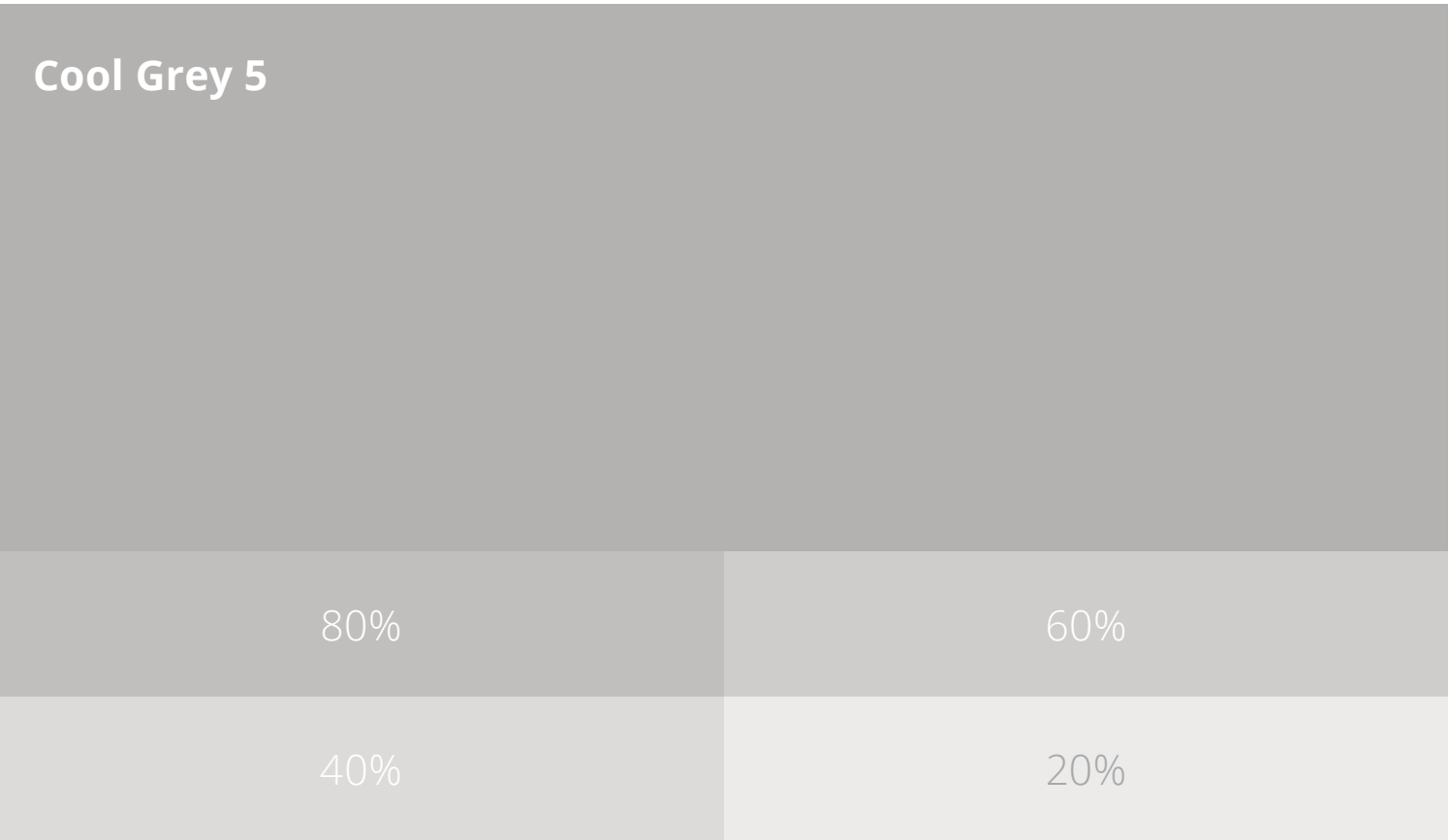
COLOR PALETTE (SECONDARY)

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.

STABIL↻**DRILL**

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.



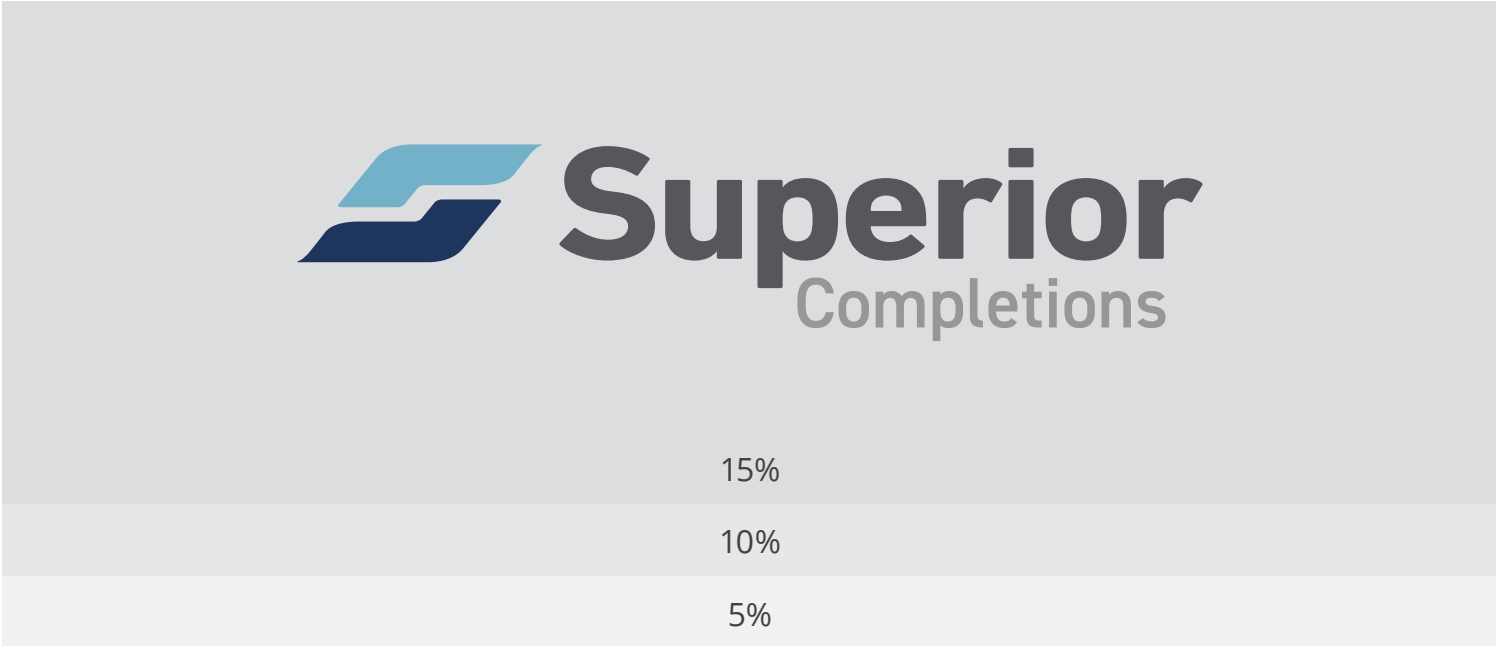
PREFERRED REVERSE LOGO

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.

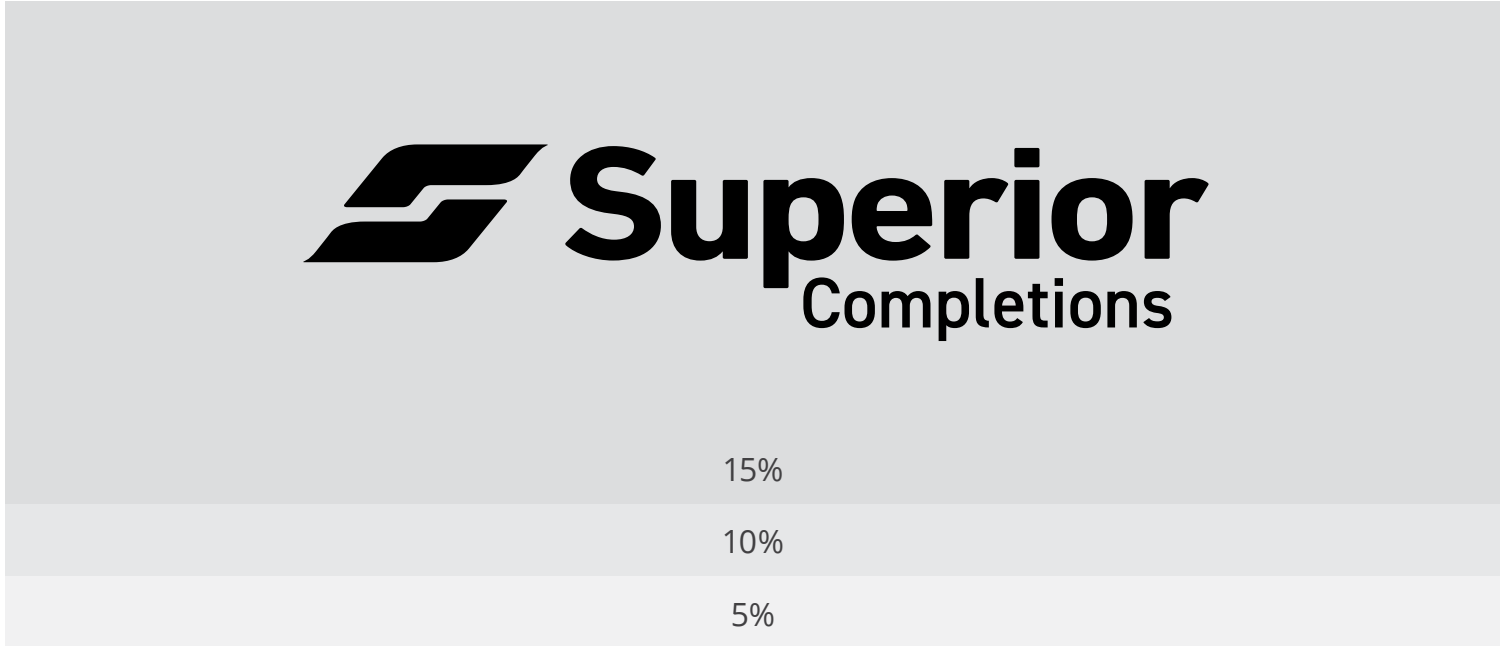


When positioning the logo on a colored background, the value of the background determines how the logo is used. The logo is available in full color, black, or white. Use the full color and black logo on backgrounds that are 15% black or lighter. Use the white logo on backgrounds that are 60% black or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

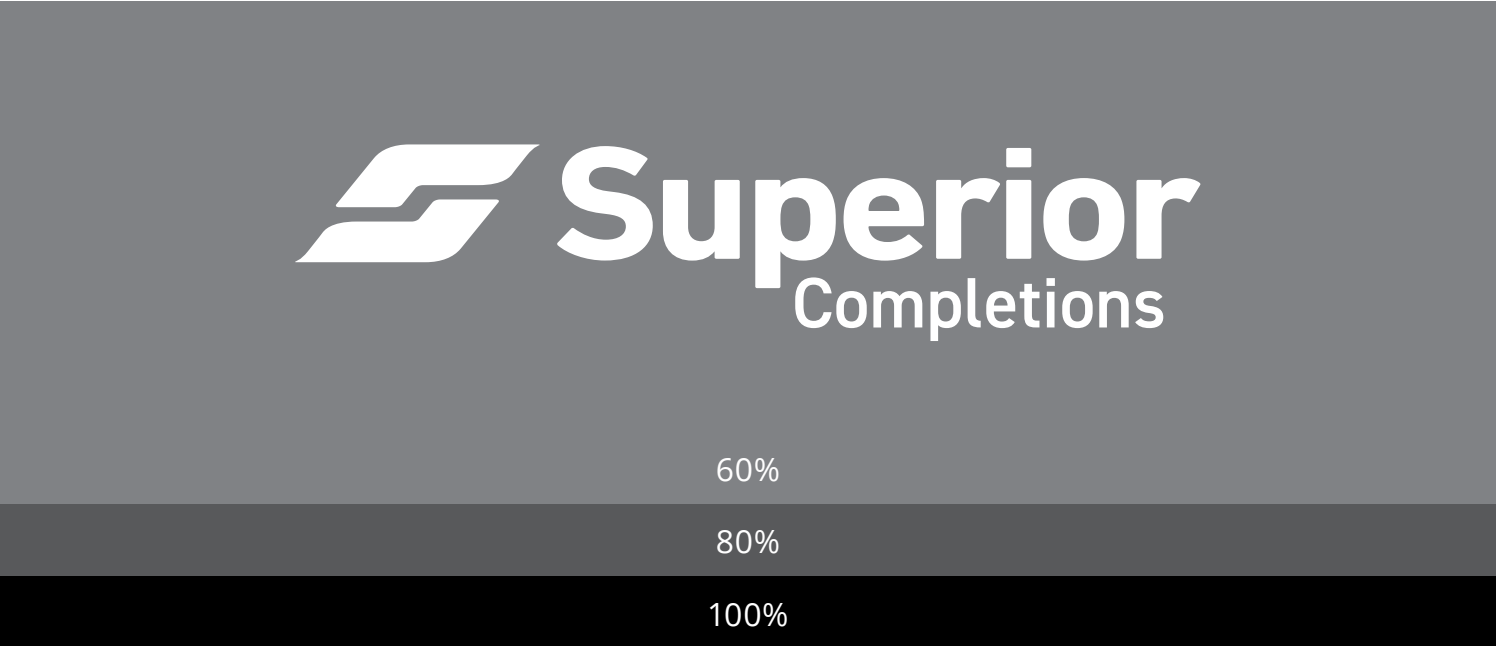
FULL COLOR



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

Primary Blue		Secondary Blue		Steel Grey		Innovation Yellow	
80%		80%		80%		80%	
60%		60%		60%		60%	
40%		40%		40%		40%	
20%		20%		20%		20%	
Pantone	534C	Pantone	7458C	Pantone	425C	Pantone	109C
C M Y K	98, 85, 36, 27	C M Y K	55, 16, 15, 0	C M Y K	65, 56, 53, 29	C M Y K	1, 16, 100, 0
R G B	31, 53, 94	R G B	114, 177, 200	R G B	85, 87, 89	R G B	254, 209, 3
HEX	#1f355e	HEX	#72b1c8	HEX	#555759	HEX	#FED100

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

Primary Typeface

The primary typeface is CeraPro.

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 – CeraPro, Black (all caps)

LOREM IPSUM

Subheads – CeraPro, Black

Lorem Ipsum

Body Copy – CeraPro, Black and Medium

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



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



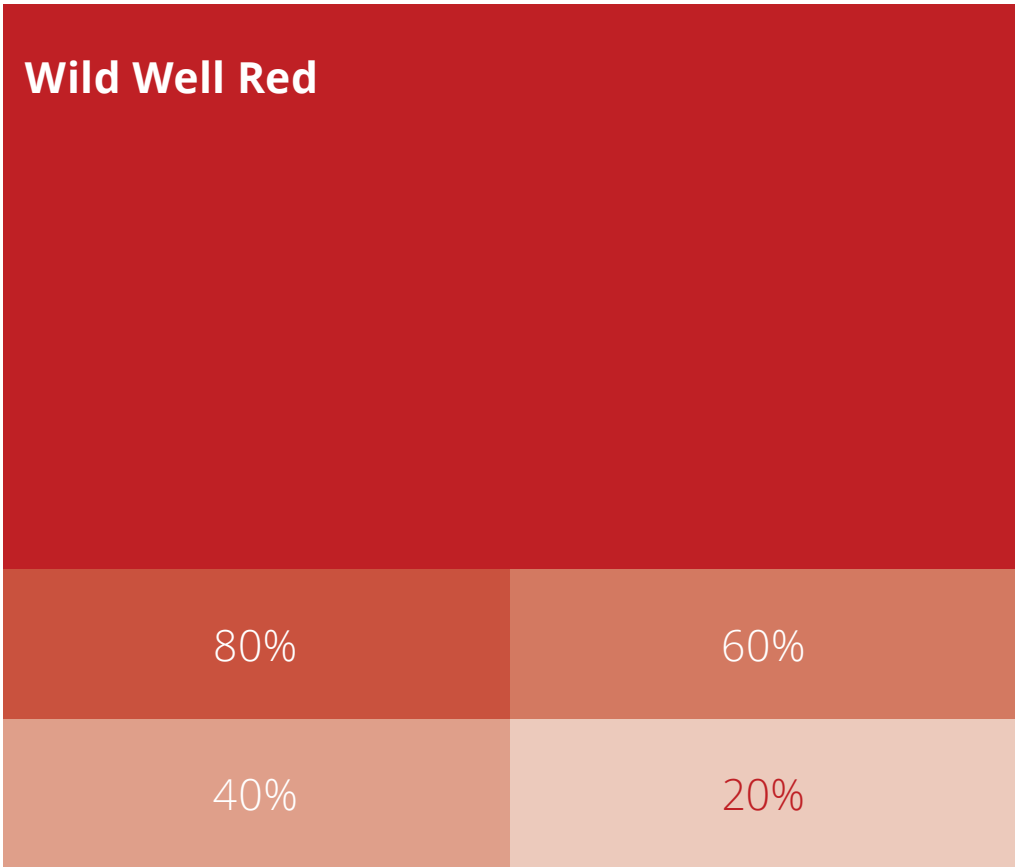
ICONS



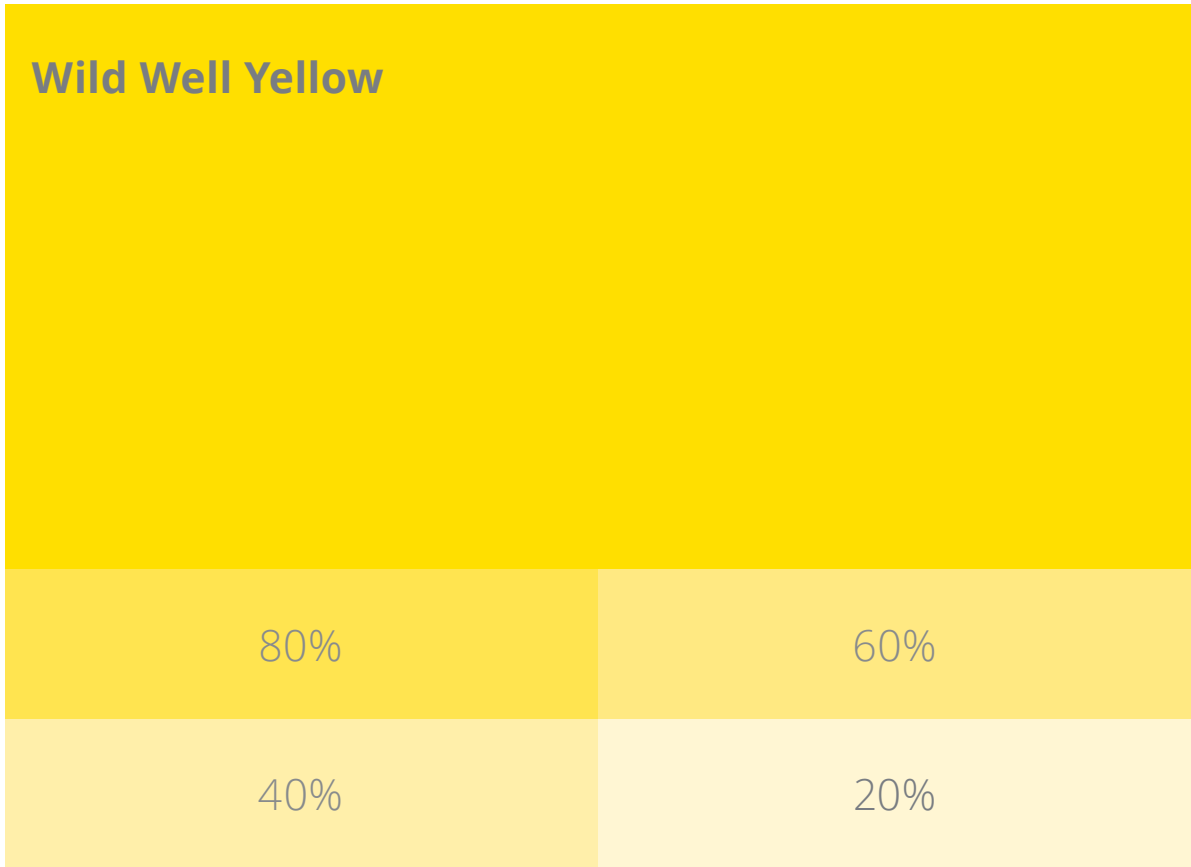
COLOR PALETTE

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.

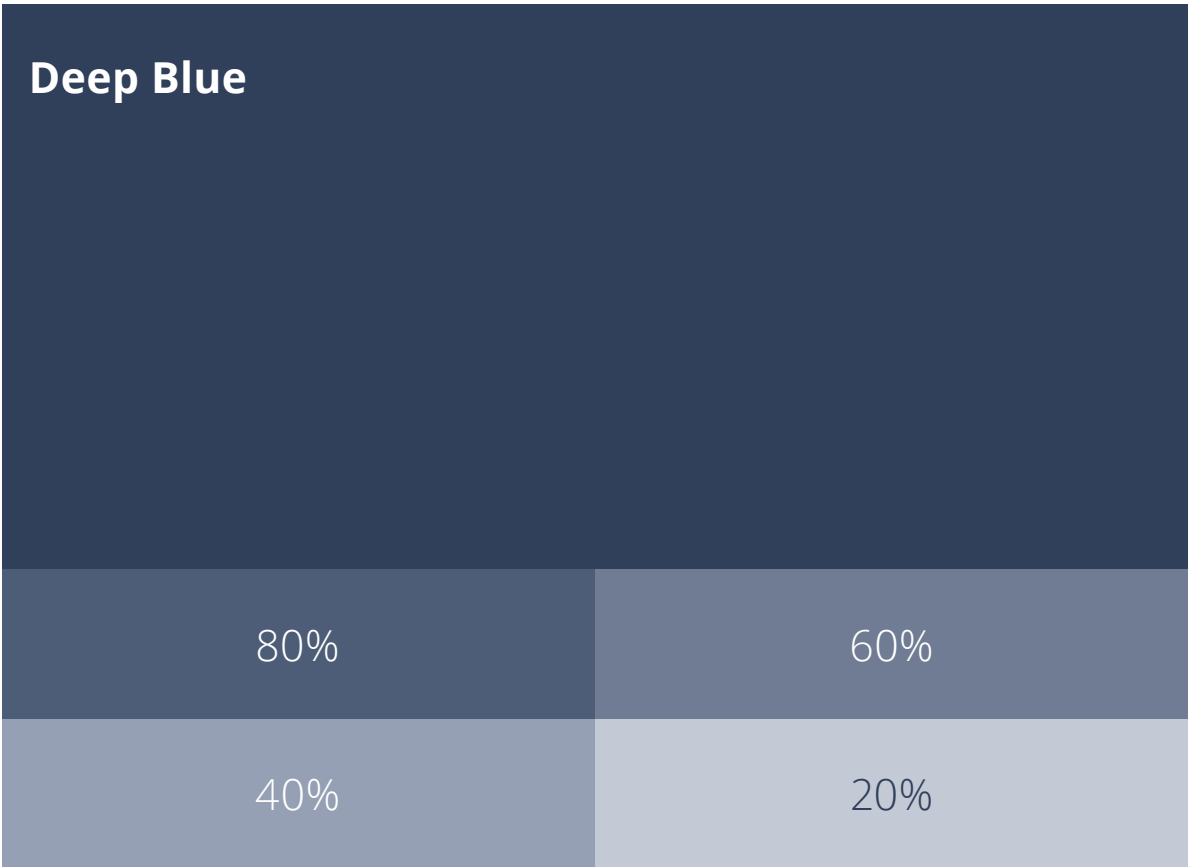
WILD WELL PRIMARY COLORS



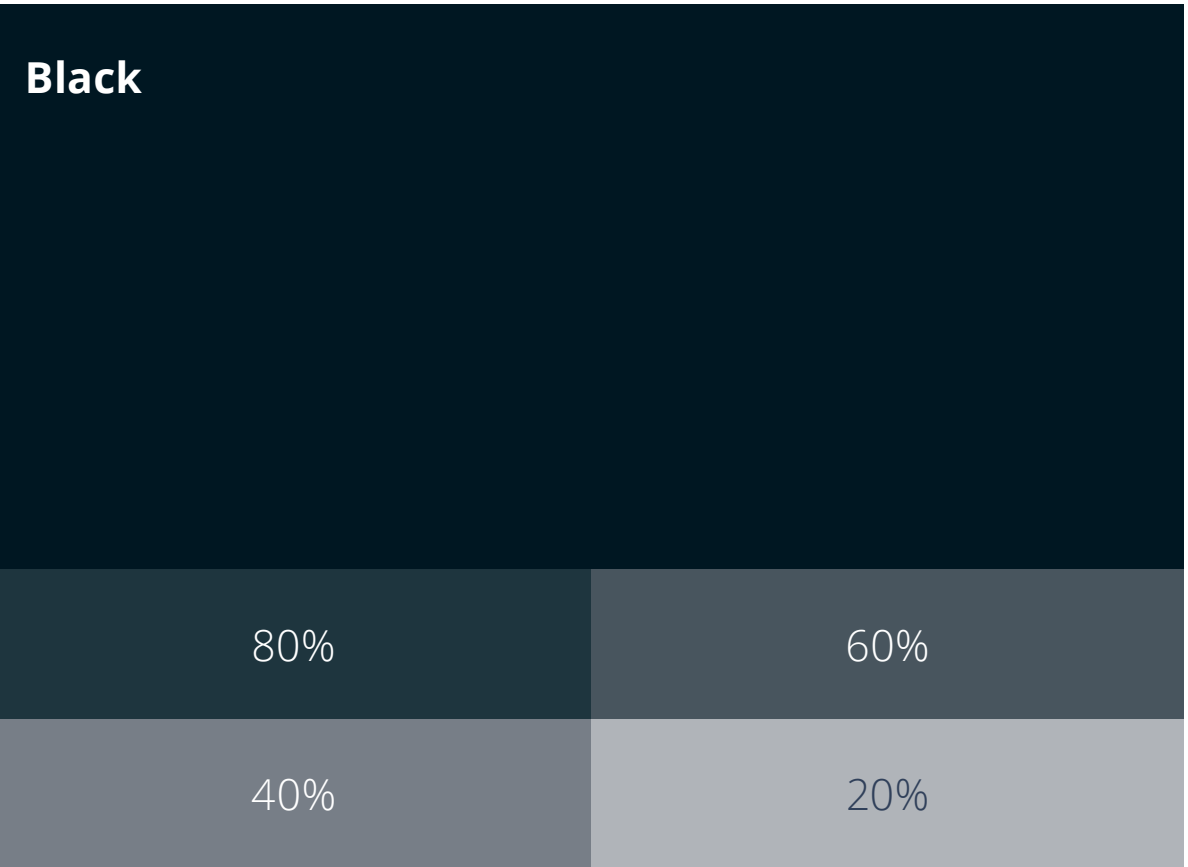
Pantone 179C
C M Y K 16, 100, 100, 9
R G B 191, 32, 37
HEX #be1f25



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:

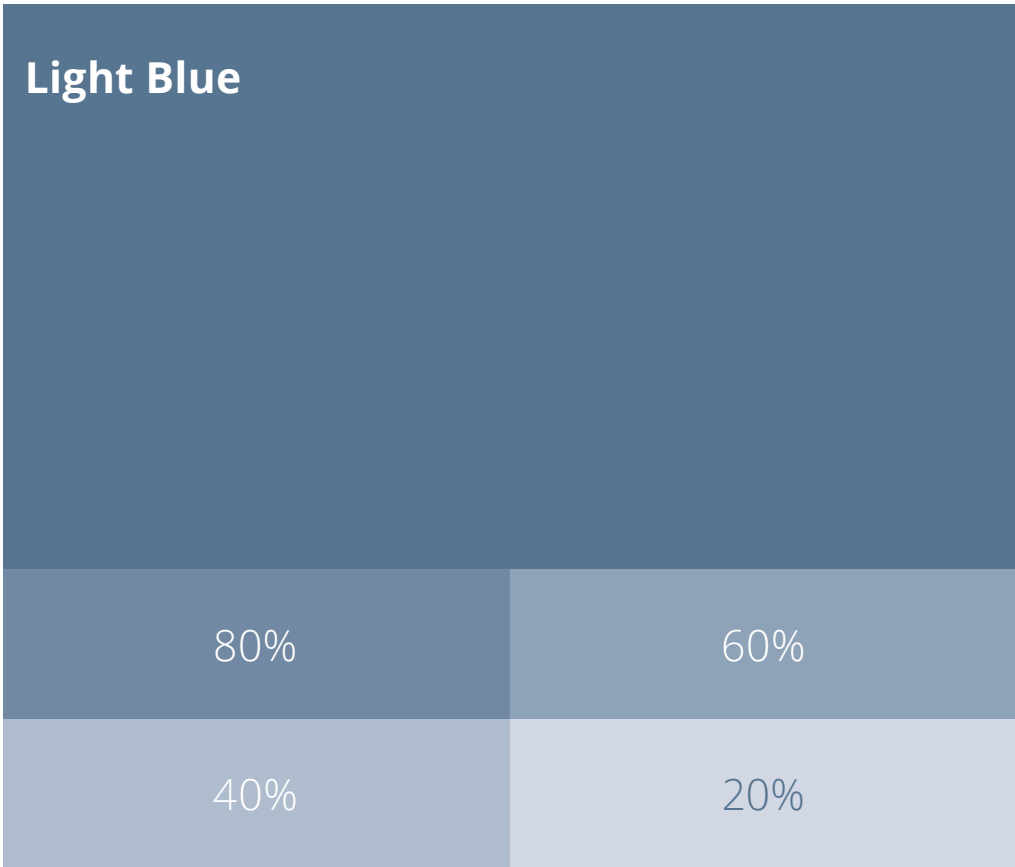
For professional printing, colors are defined by the Pantone Matching System (PMS) and 4-color process build (CMYK).

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

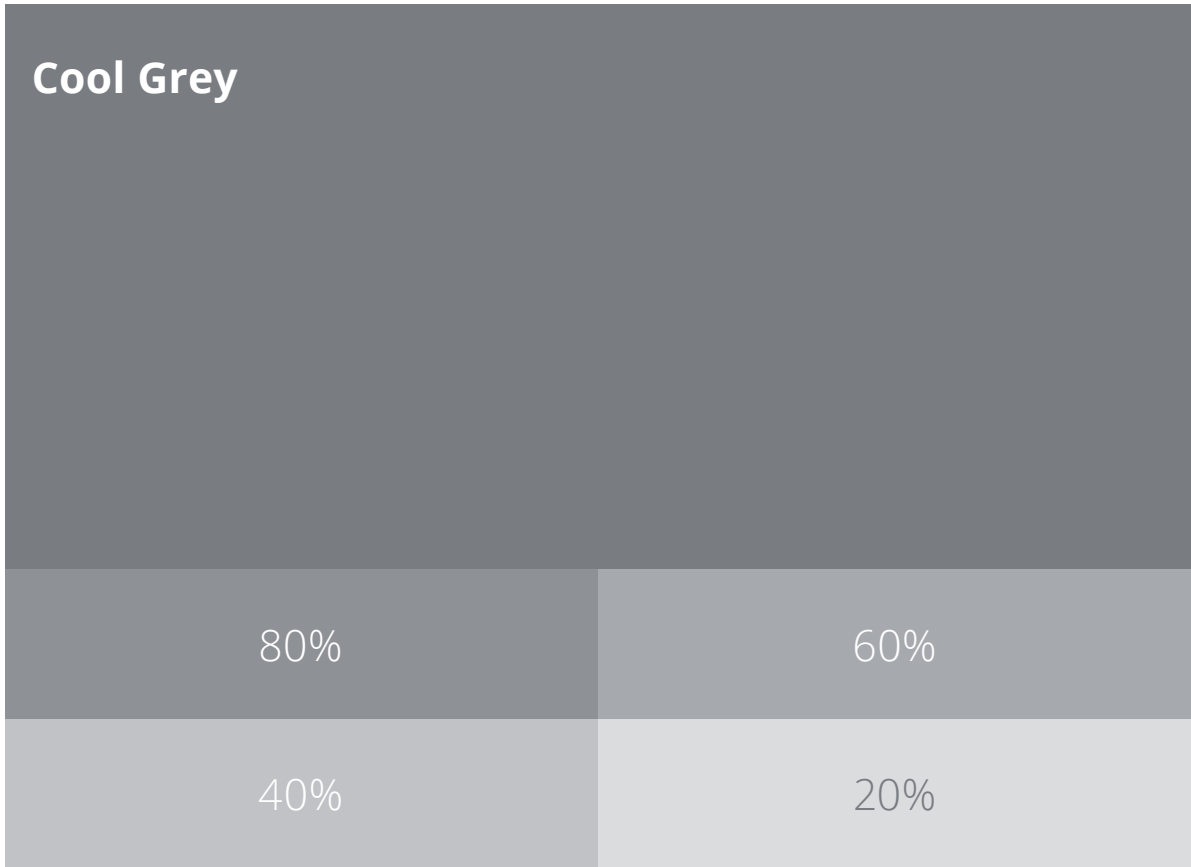
COLOR PALETTE

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.

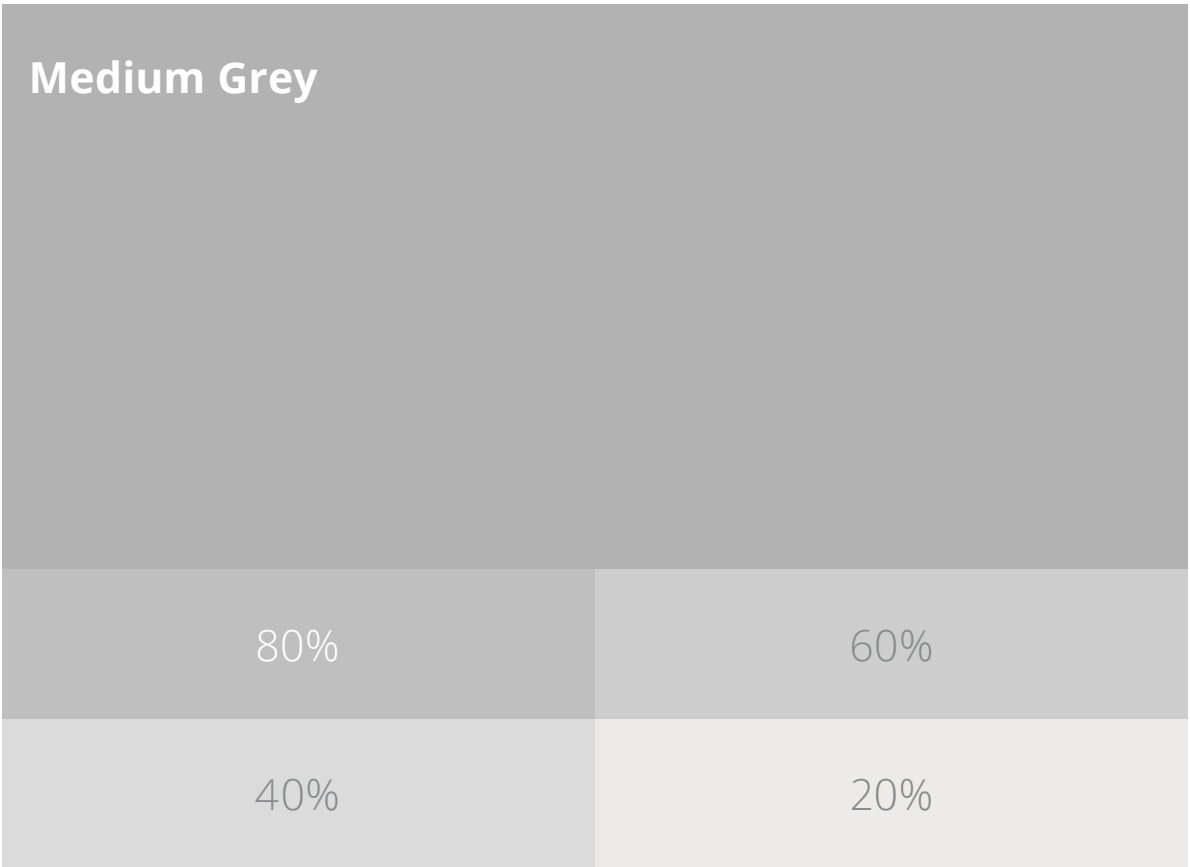
WILD WELL SECONDARY COLORS



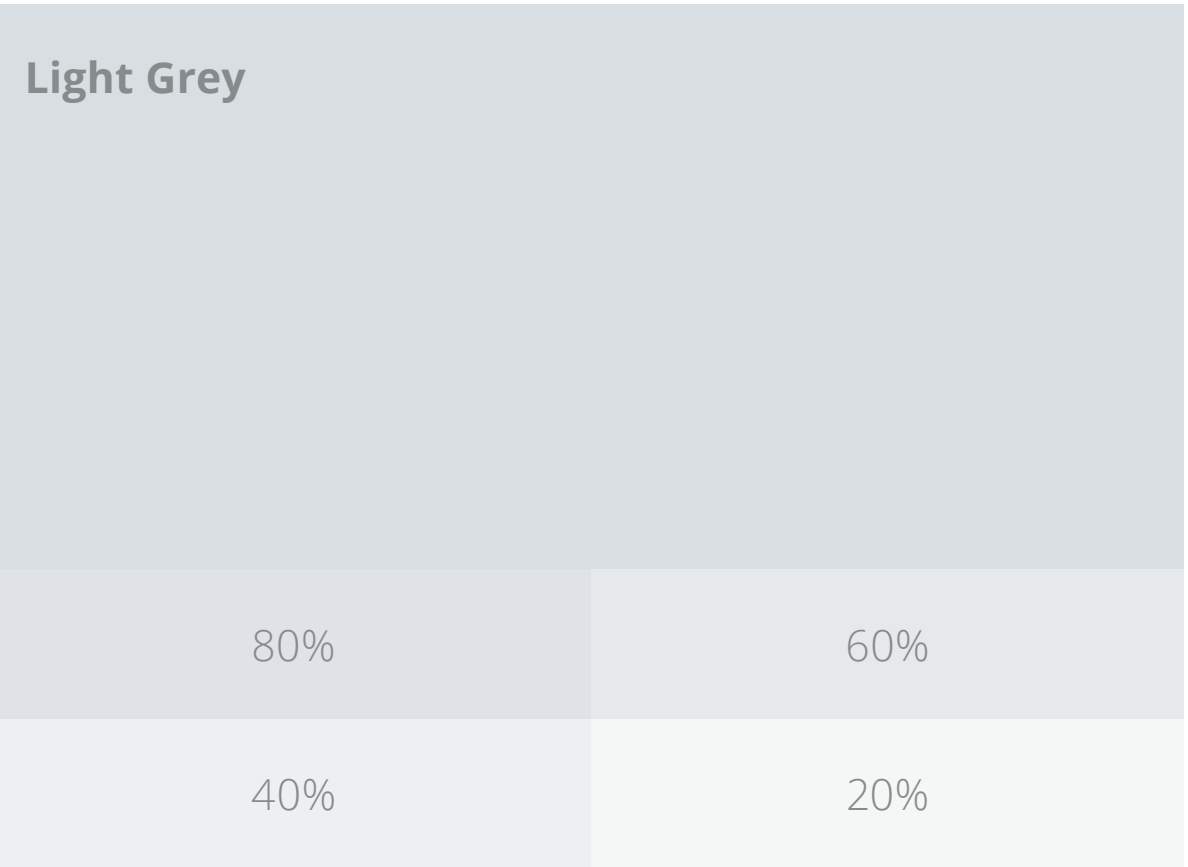
Pantone 5405C
C M Y K 43, 17, 0, 46
R G B 78, 115, 138
HEX #4E738A



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.

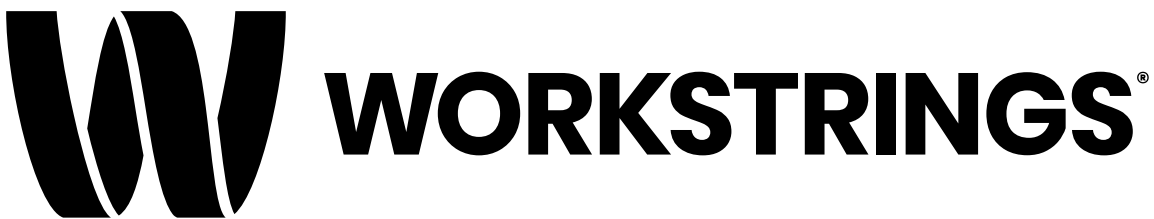


WORKSTRINGS BRAND GUIDE



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

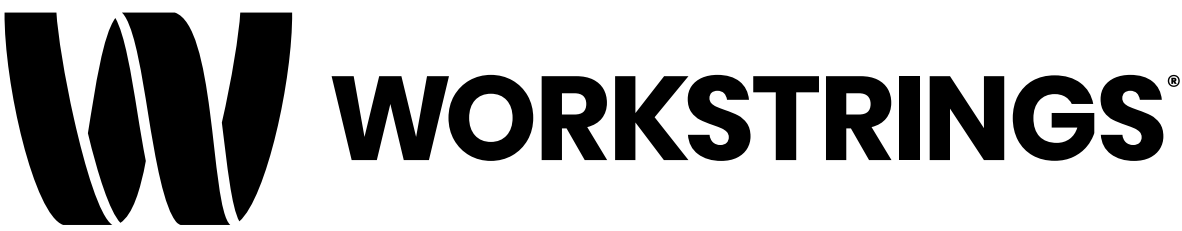
PREFERRED FULL COLOR LOGO

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



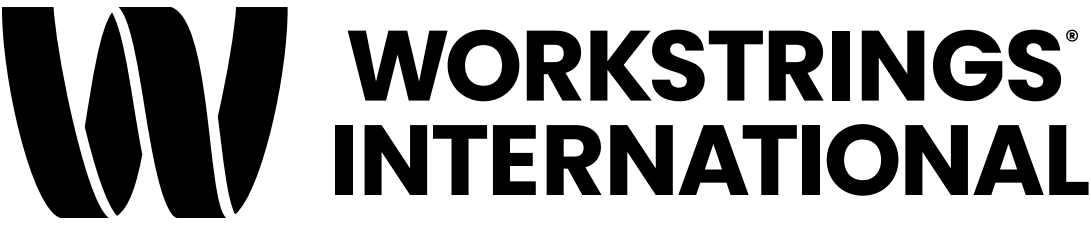
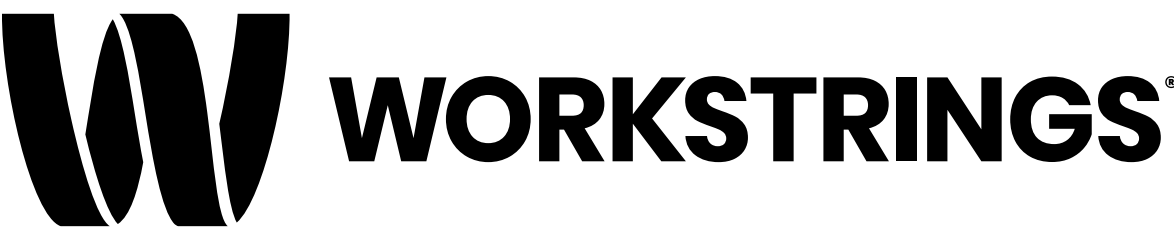
60%

80%

100%

LOGO VARIATIONS

HORIZONTAL LOGOS



VERTICAL LOGOS



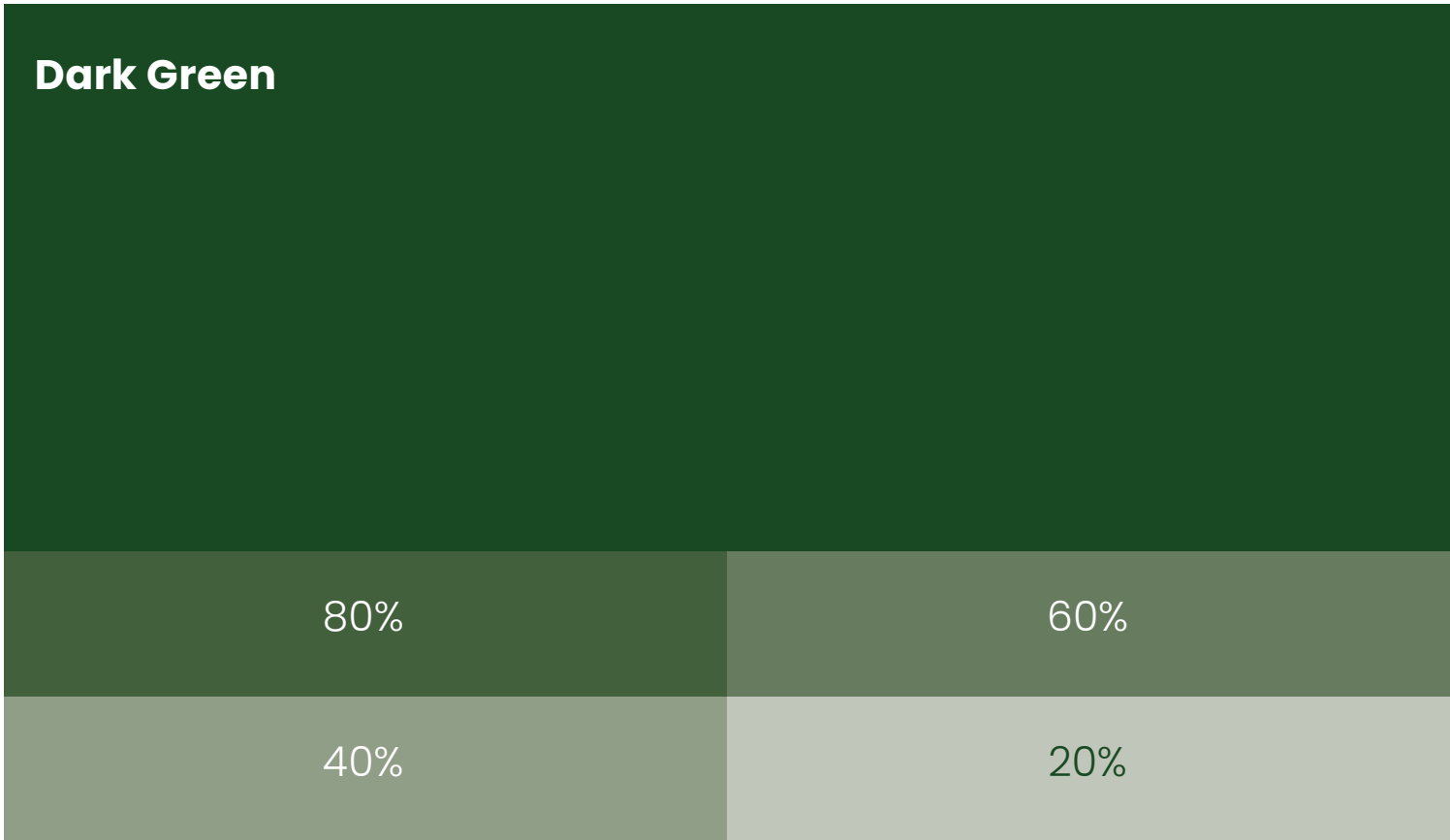
ICONS



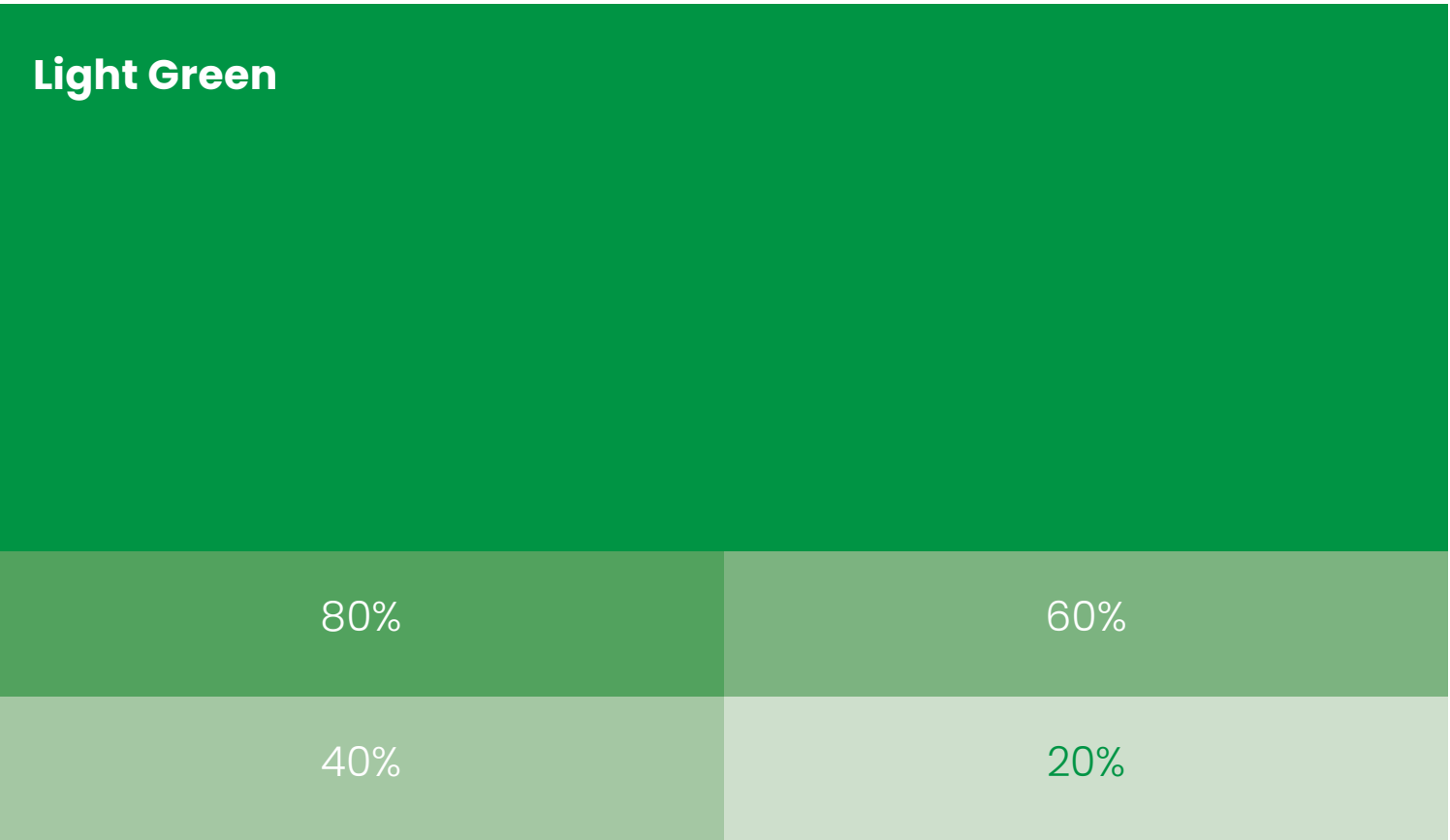
COLOR PALETTE

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.

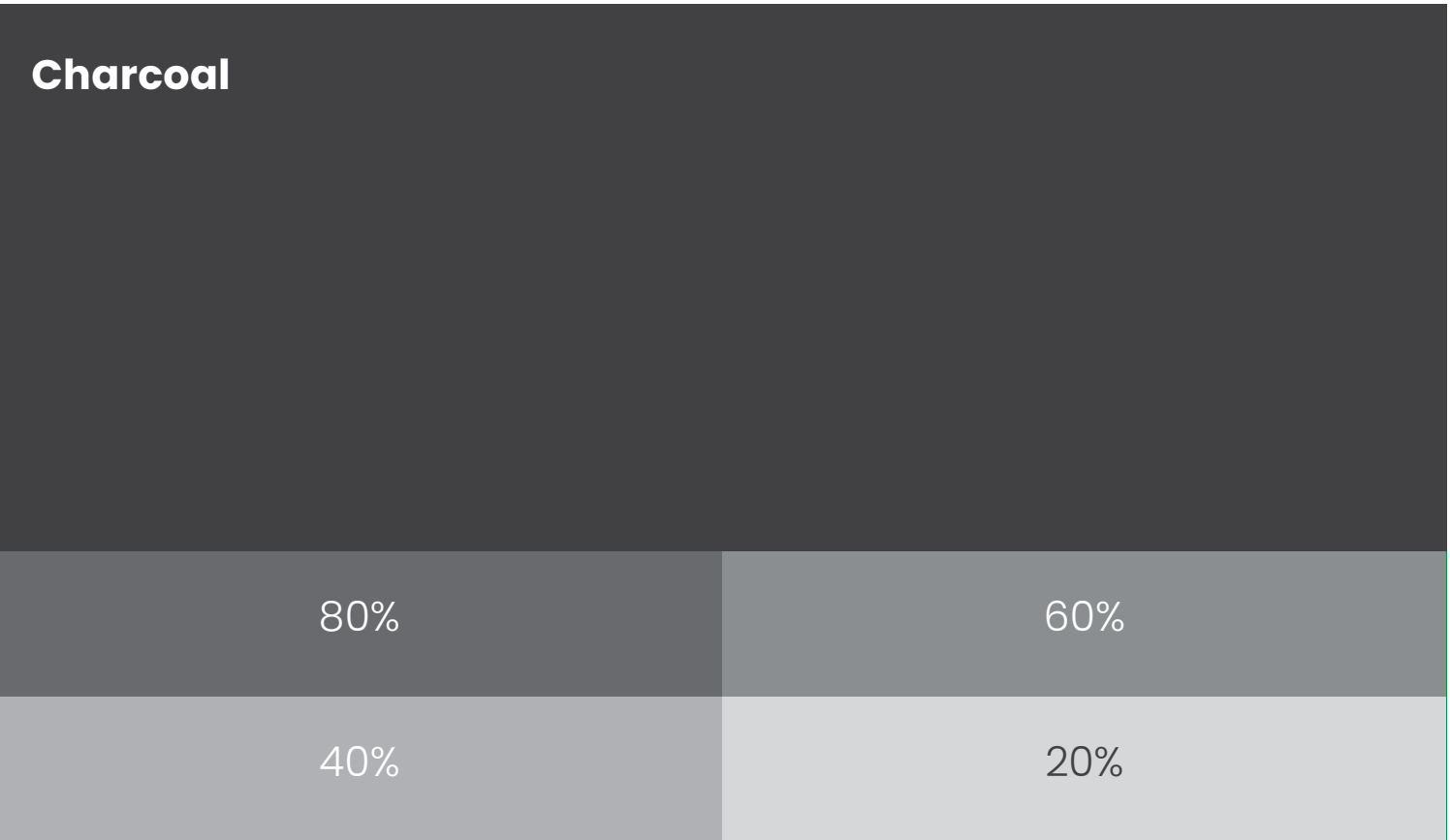
WORKSTRINGS COLORS



Pantone 350C
C M Y K 85, 43, 100, 49
R G B 44, 82, 52
HEX #2C5234



Pantone 347C
C M Y K 85, 10, 100, 10
R G B 0, 154, 68
HEX #009A44



Pantone 447C
C M Y K 0, 0, 0, 90
R G B 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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