



# **BRAND GUIDE**



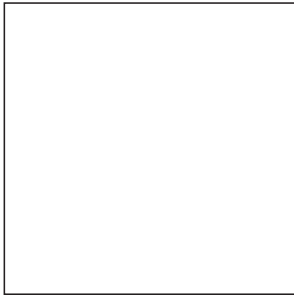
# CONTENT

- Colors ..... *Page 2*
- Fonts ..... *Page 3*
- Logo Types ..... *Page 4-6*
- Logo Spacing ..... *Page 7*



## COLORS

Our brand consists of 5 Major colors that should be used exactly with no difference in shade. The exact Pantone and Hex Codes have been given to ensure accurate color match



PANTONE  
P 1-1C  
# ffffff



PANTONE  
Cool Gray 5 C  
# b3b4b3



PANTONE  
425 C  
# 54585a



PANTONE  
P Process  
Black C  
#000000



PANTONE  
306 C  
# 00b5e2

## FONTS

*Open Sans* is the main family font we use, see instructions for use below as follows:

# Open Sans Extrabold

This is to be used for headings only

# *Open Sans Semibold Italic*

This is to be used for quotations or emphasis only

# Open Sans Semibold

This is to be used for sub-headings only

# Open Sans Regular

This is to be used to list items in a bullet point

# Open Sans Light

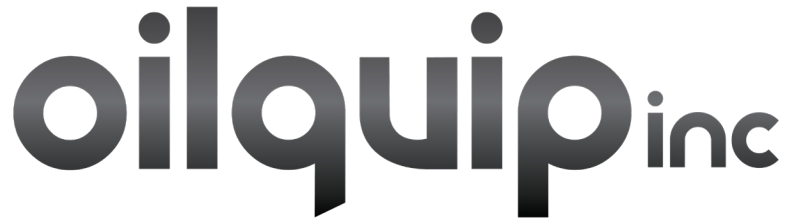
This is to be used for body text only

## LOGO TYPES

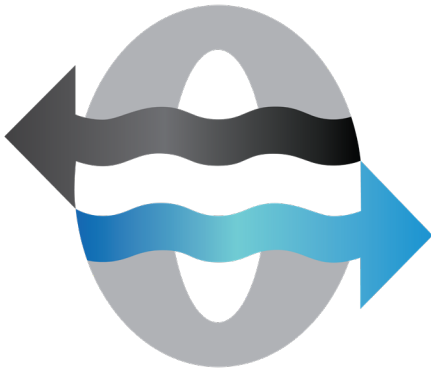
### Colored logo



This is our main logo type and should be used for official purposes



Text only logo when full logo is not necessary



logo mark to be used where full logo can not be used and for special instances in the creation of apps, products, merchandise etc.

## LOGO TYPES

### Alternate logo



Logo mark colored + white text for black backgrounds



All white logo for dark or colored backgrounds



All white logo for pictures

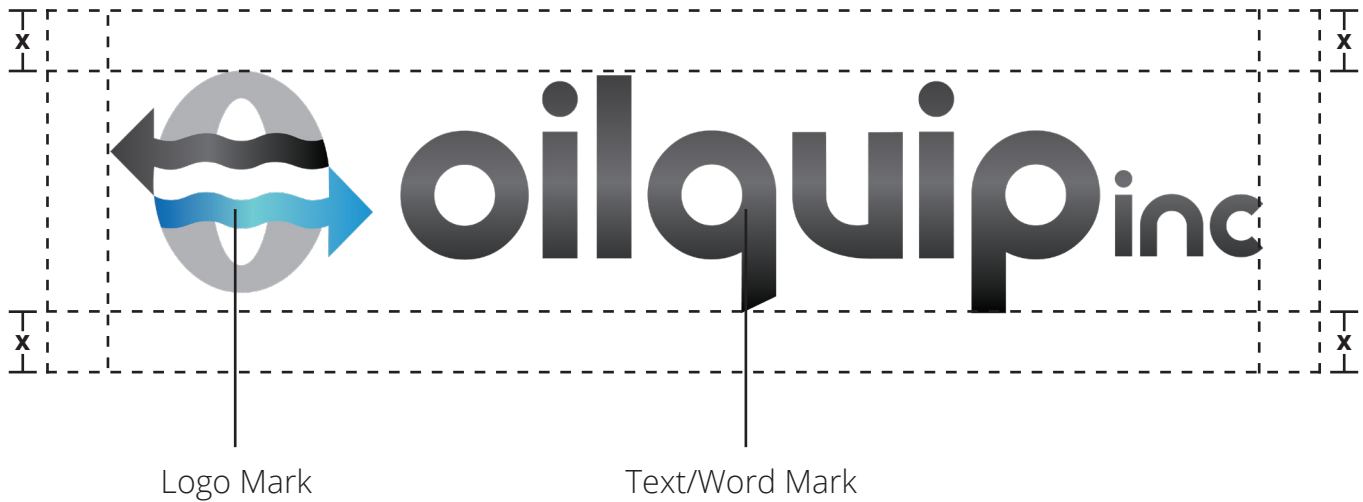
## LOGO TYPES

No Gradient logos - *to be used only on apparel or where gradient cannot be used*



## LOGO SPACING

The Oilquip logo must have adequate clear space surrounding it. Avoid placing any element closer to the logo than the distance indicated by the box in this diagram.



### Minimum logo height







## REGIONAL OFFICE

LAKE CHARLES, LA  
1001 1st Ave, Lake Charles, LA 70601  
(337) 433-3601  
(337) 439-4808  
sales@oilquip.com  
www.oilquip.com

