

BRAND GUIDELINES

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CORPORATE

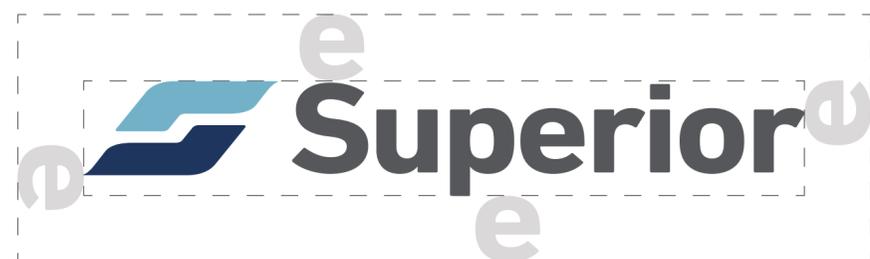


**SUPERIOR
BRAND GUIDE**



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.



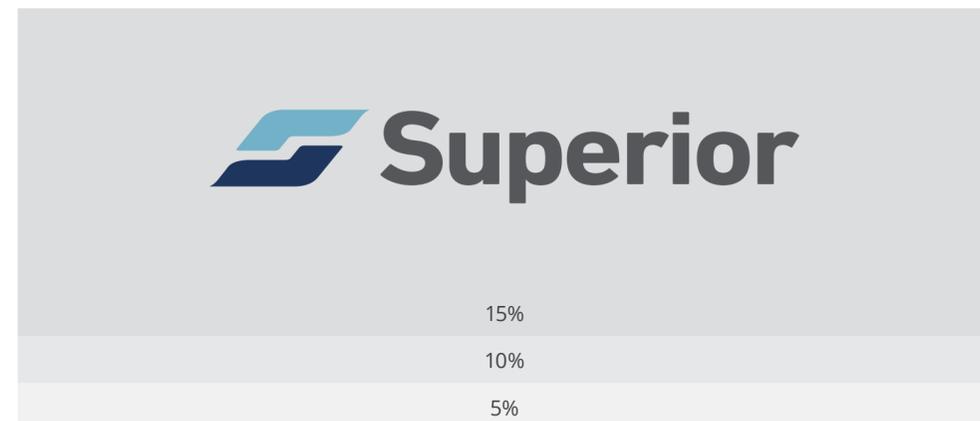
PREFERRED REVERSE LOGO

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.

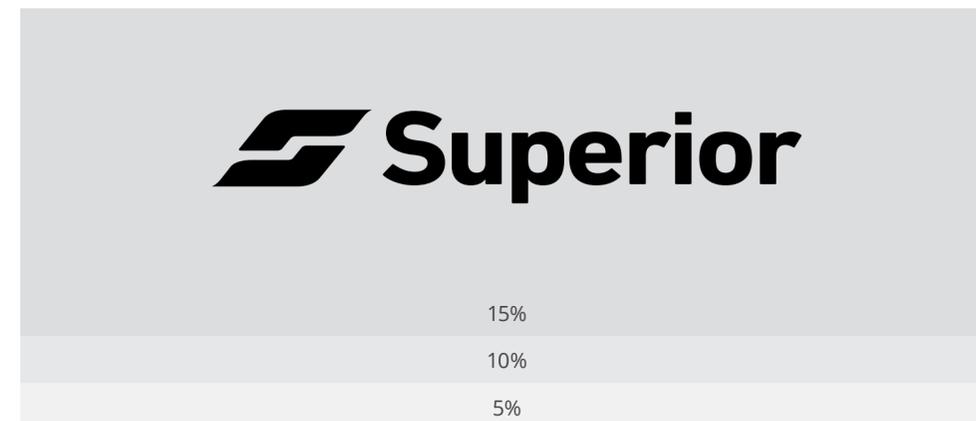


When positioning the logo on a colored background, the value of the background determines how the logo is used. The logo is available in full color, black, or white. Use the full color and black logo on backgrounds that are 15% black or lighter. Use the white logo on backgrounds that are 60% black or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

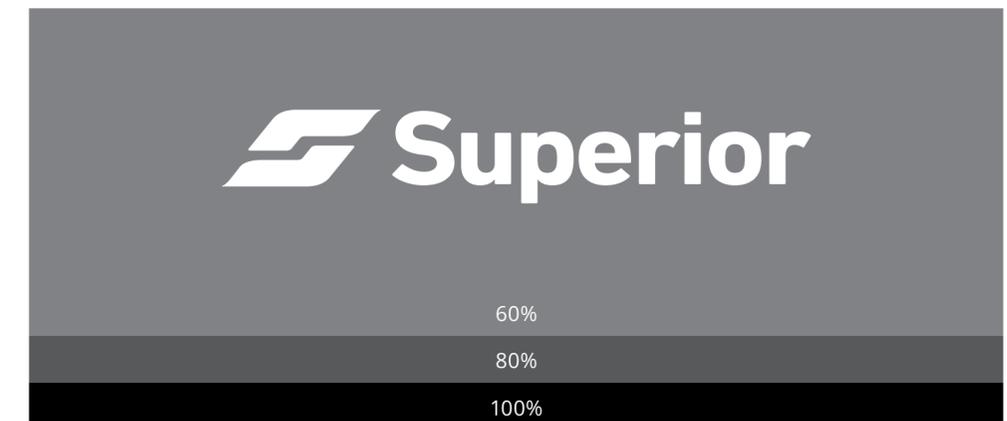
FULL COLOR



BLACK



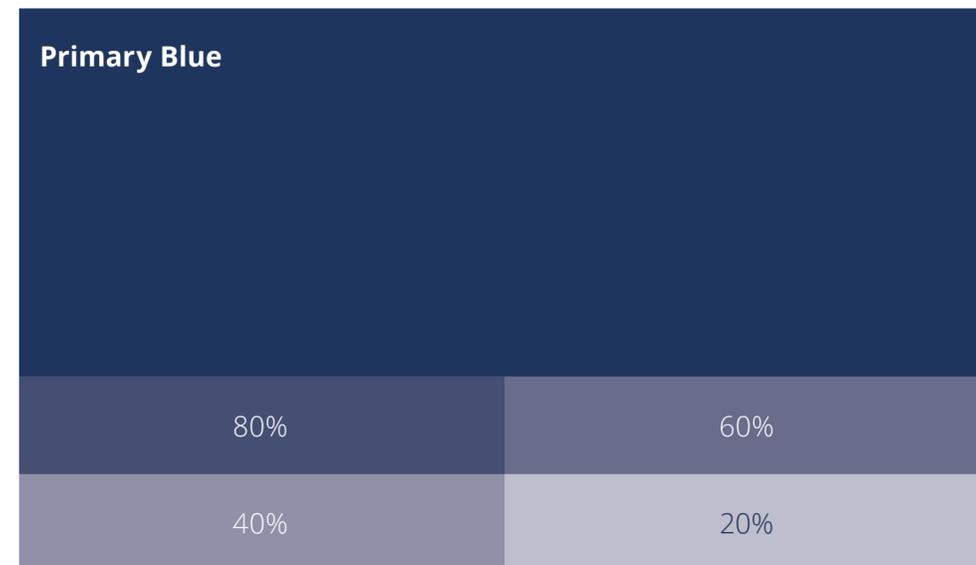
WHITE



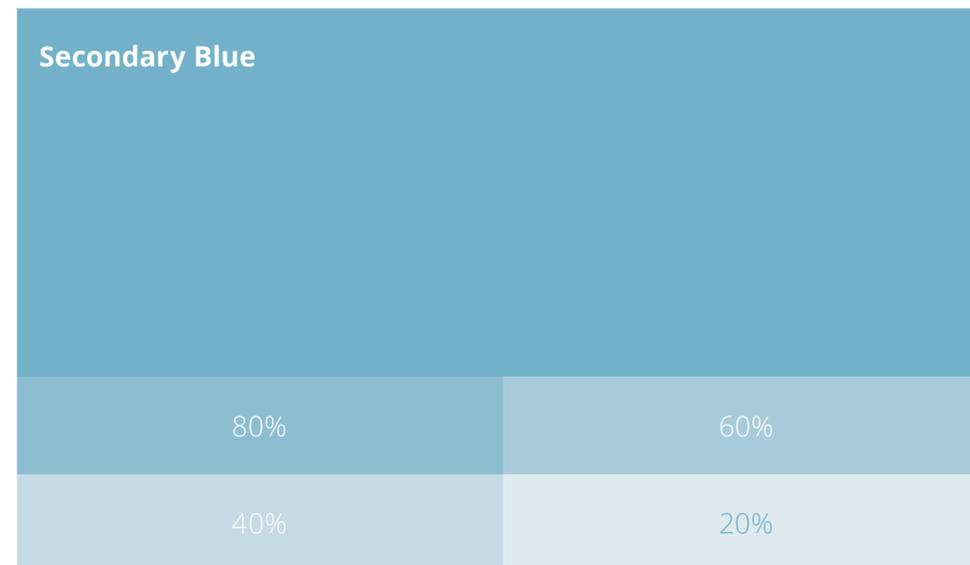
COLOR PALETTE

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.

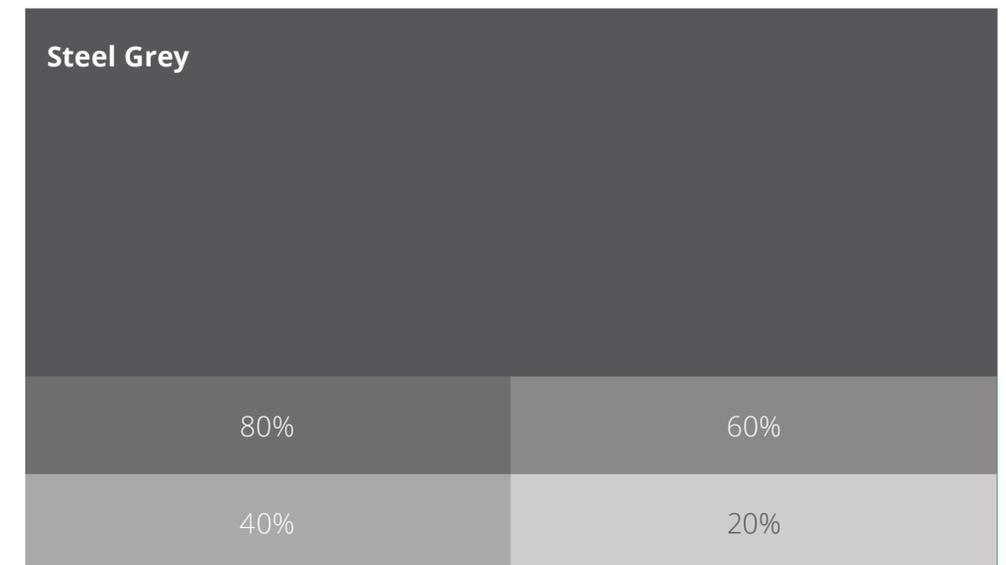
SUPERIOR COLORS



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.



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.



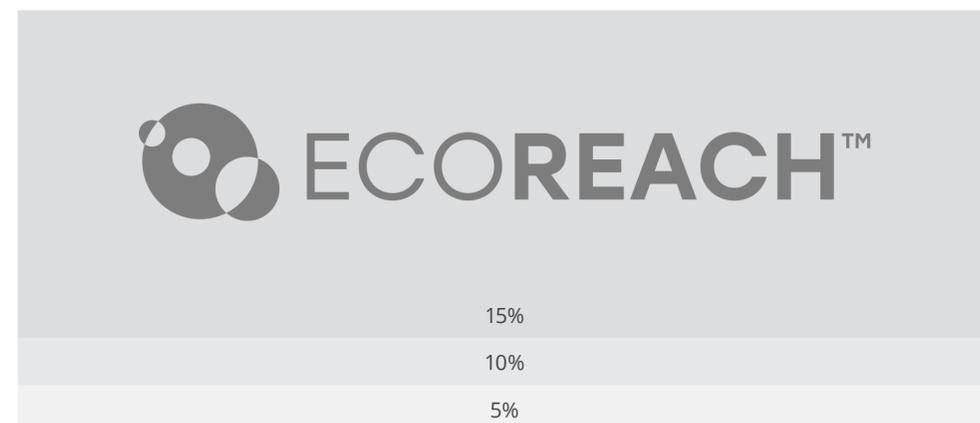
PREFERRED REVERSE LOGO

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.

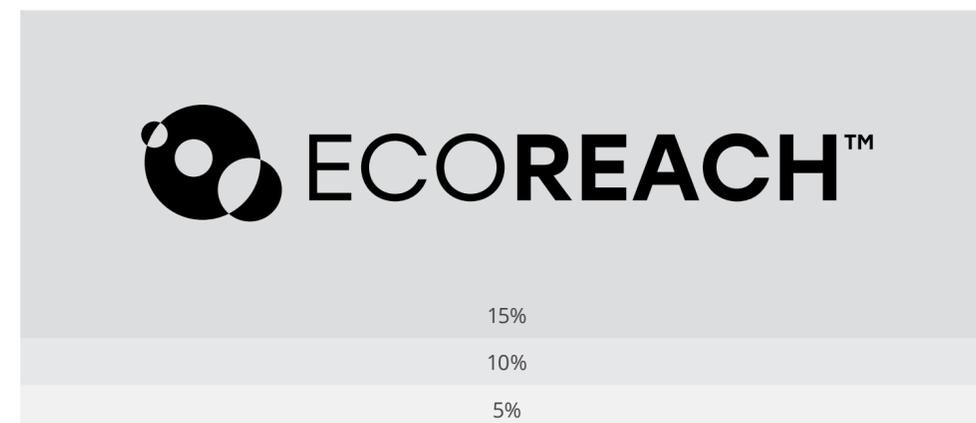


When positioning the logo on a colored background, the value of the background determines how the logo is used. The logo is available in full color, black, or white. Use the full color and black logo on backgrounds that are 15% black or lighter. Use the white logo on backgrounds that are 60% black or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

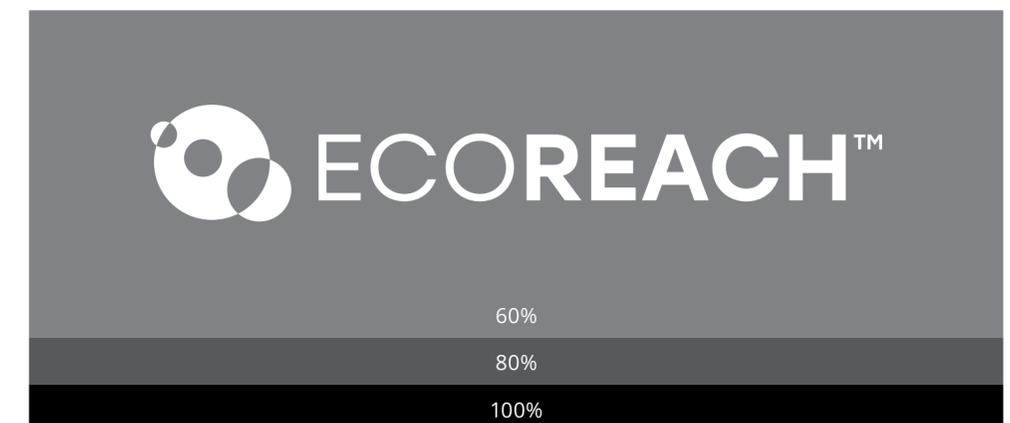
FULL COLOR



BLACK



WHITE



LOGO VARIATIONS

HORIZONTAL LOGOS



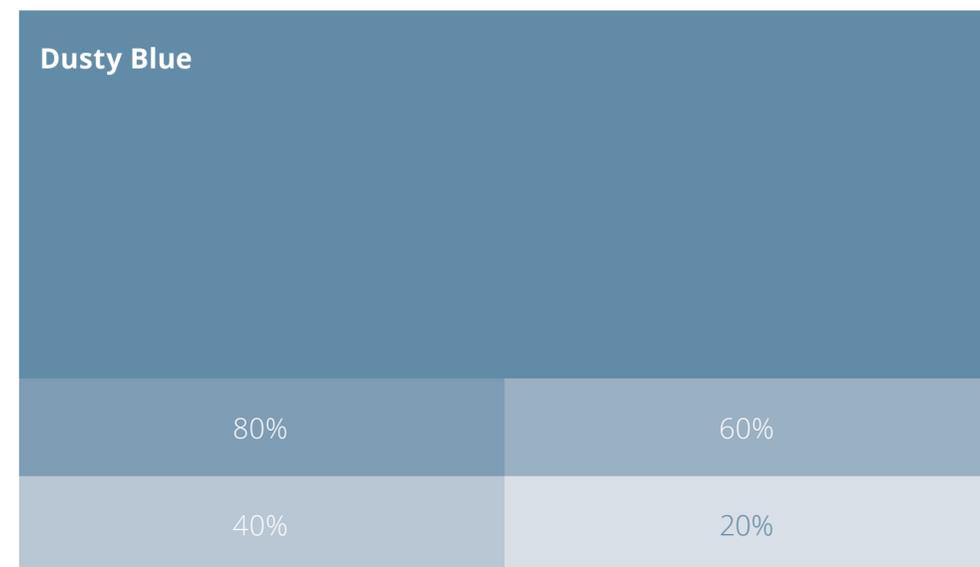
VERTICAL LOGOS



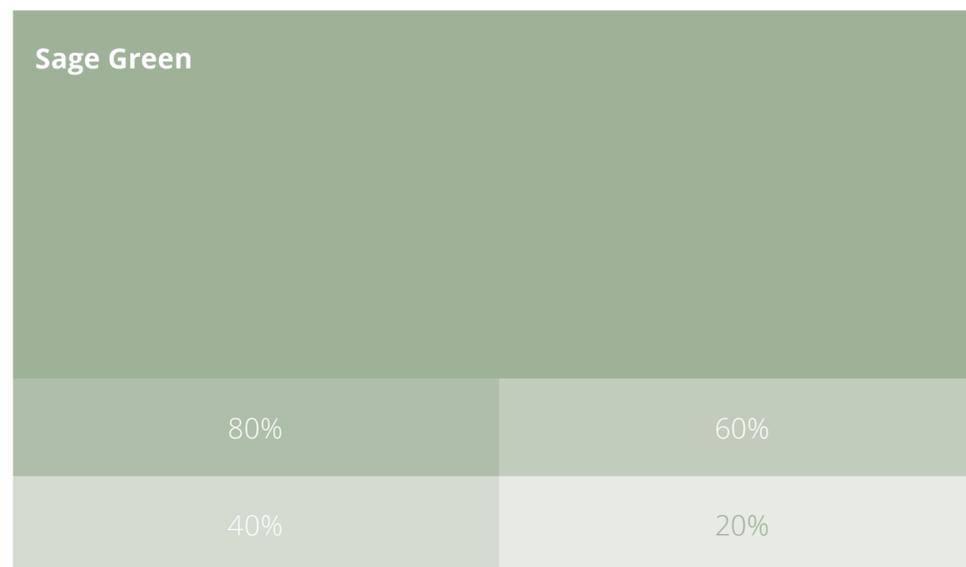
COLOR PALETTE

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.

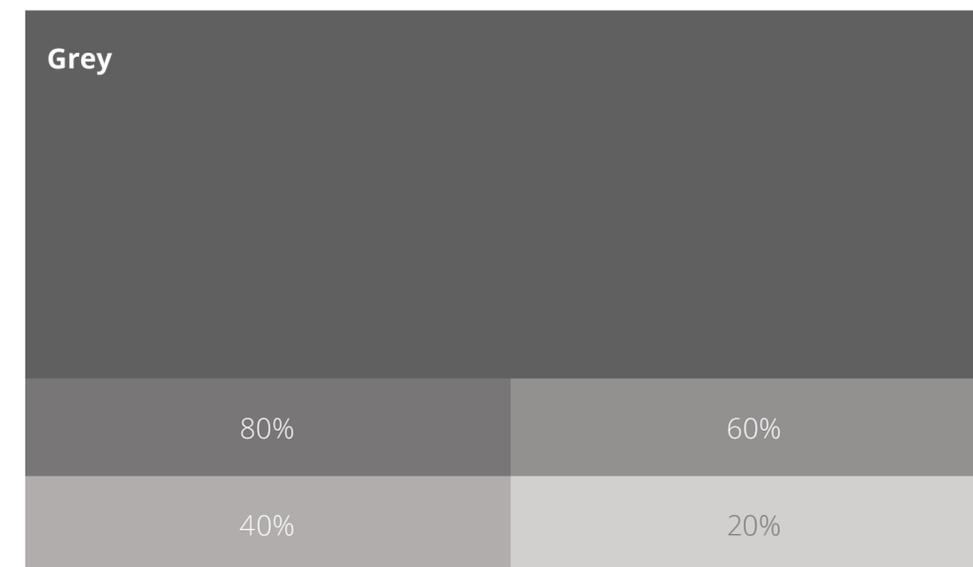
ECOREACH COLORS



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



 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.



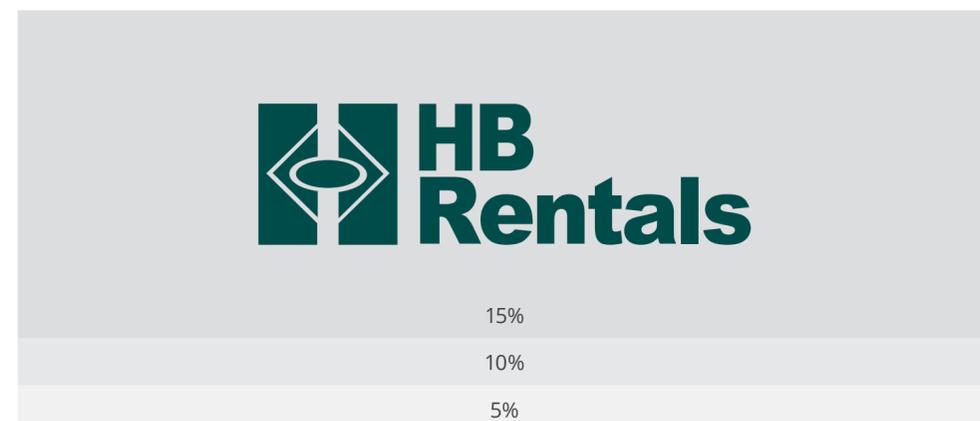
PREFERRED REVERSE LOGO

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.

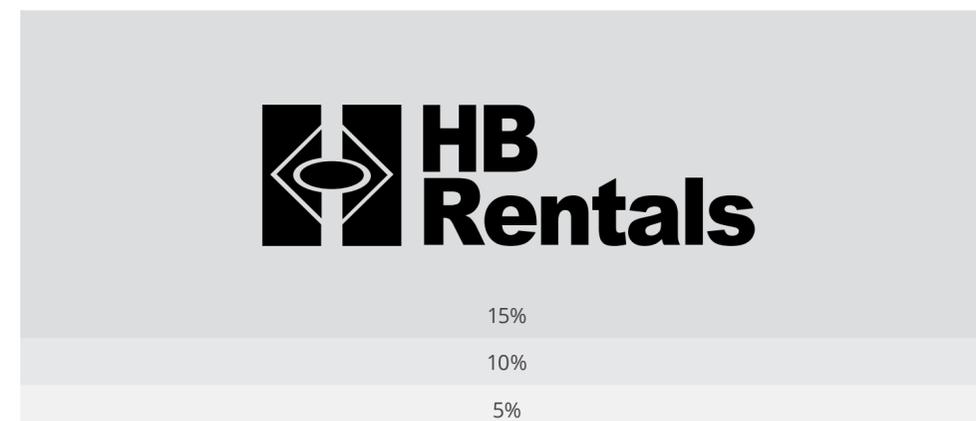


When positioning the logo on a colored background, the value of the background determines how the logo is used. The logo is available in full color, grey, or white. Use the full color and grey logo on backgrounds that are 15% black or lighter. Use the white logo on backgrounds that are 60% black or darker.

FULL COLOR



BLACK



WHITE



LOGO VARIATIONS

HORIZONTAL LOGOS



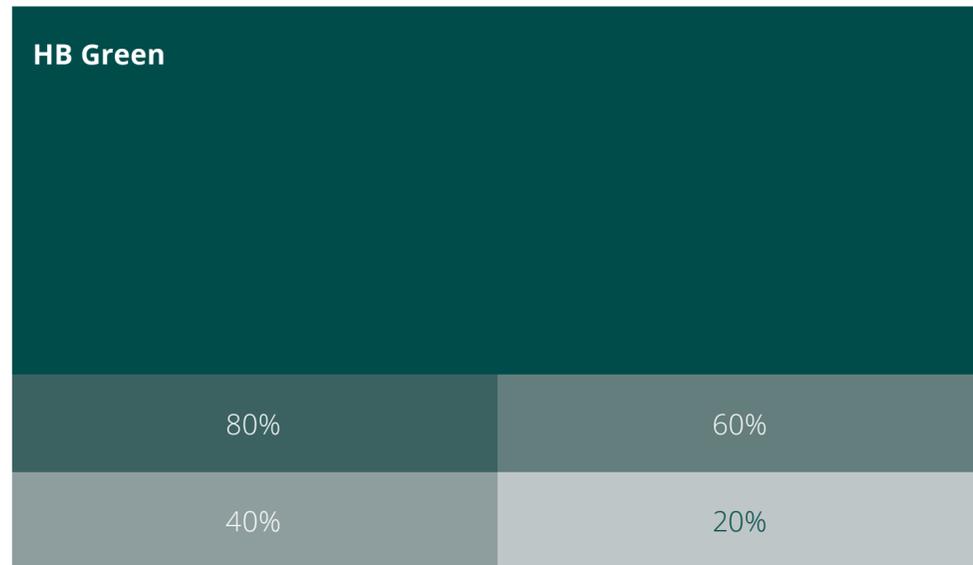
ICONS



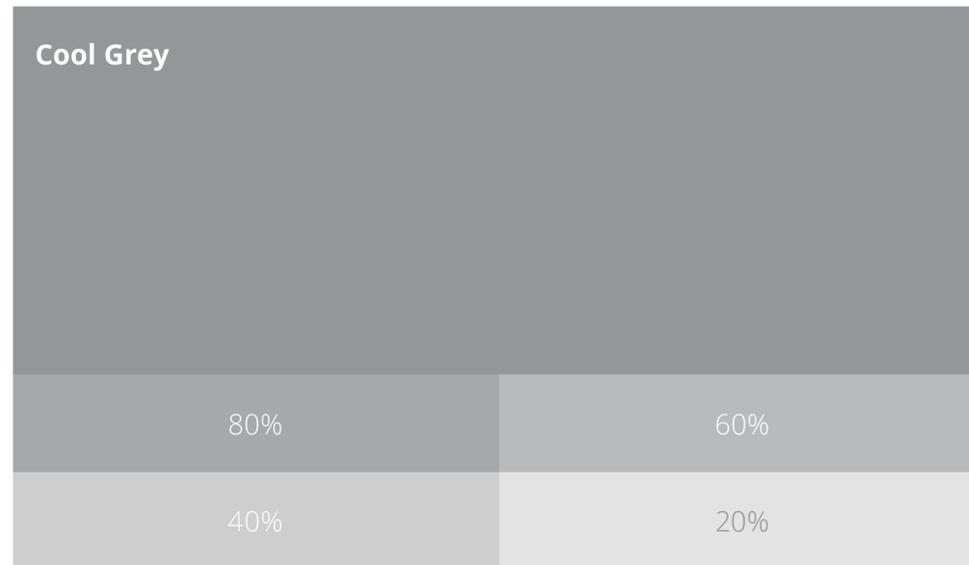
COLOR PALETTE

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.

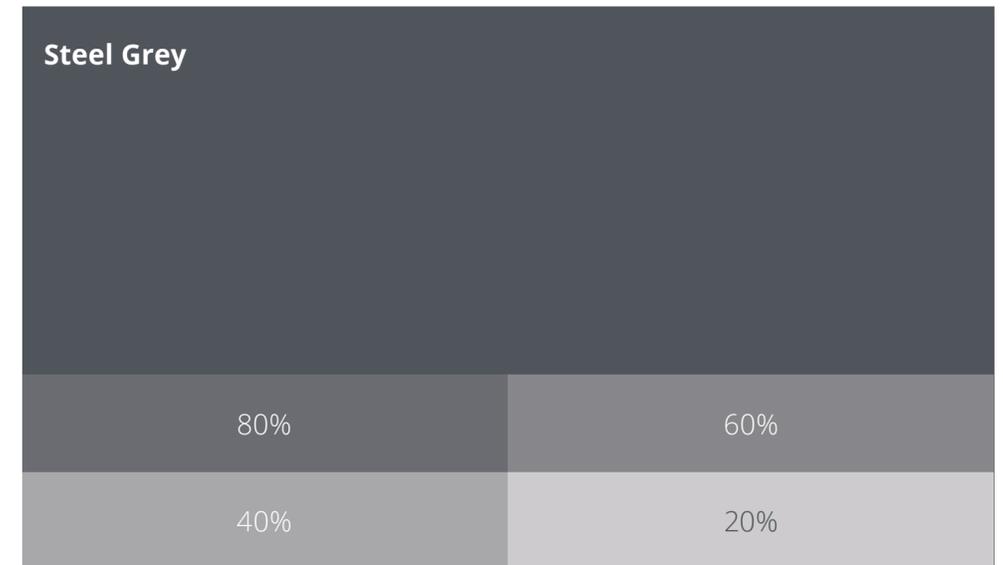
HB RENTALS COLORS



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

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



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



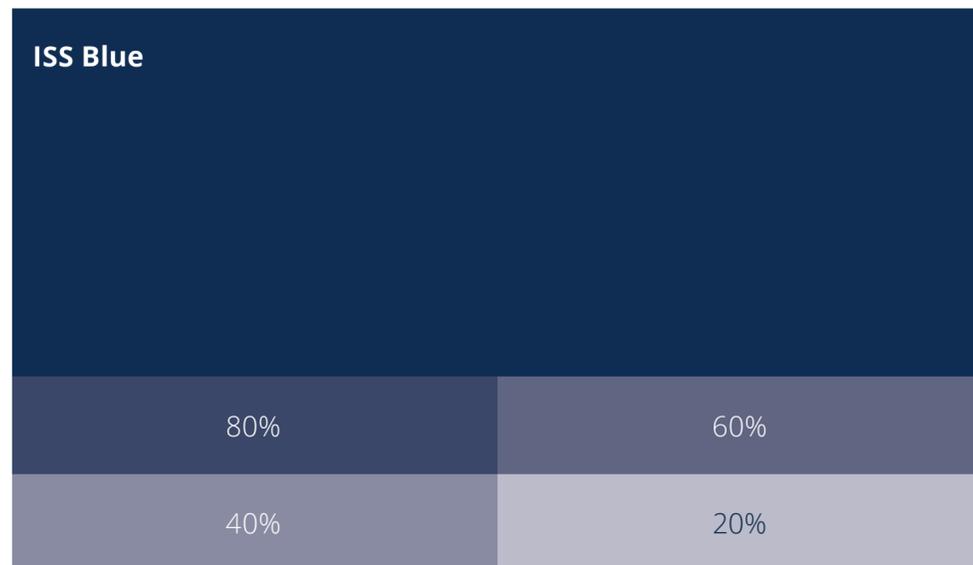
WHITE



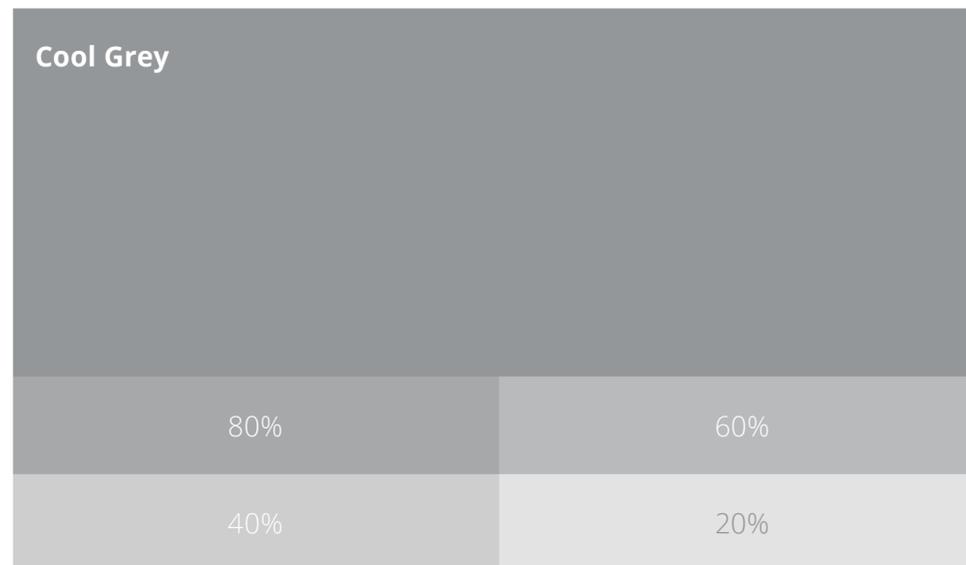
COLOR PALETTE

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.

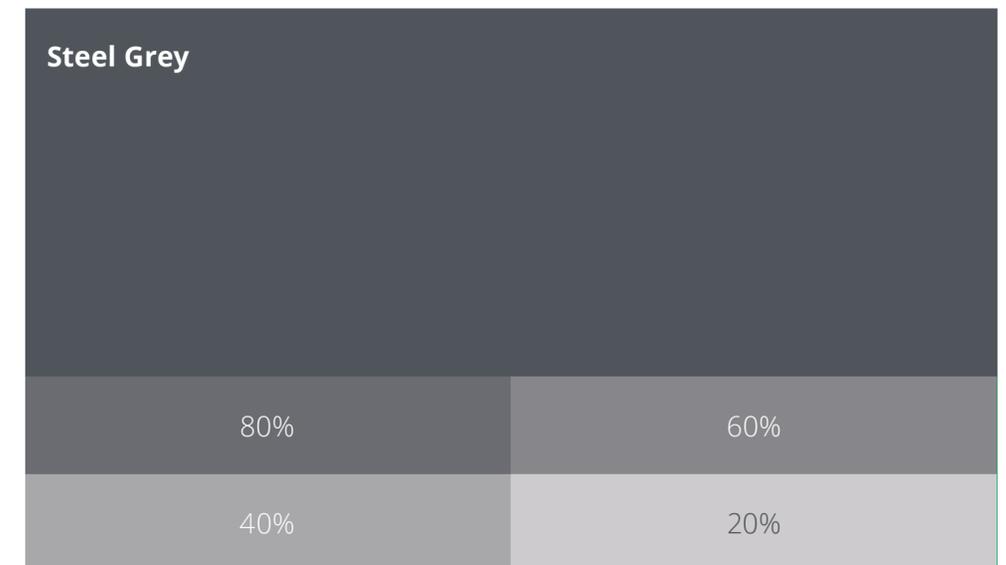
ISS COLORS



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

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.

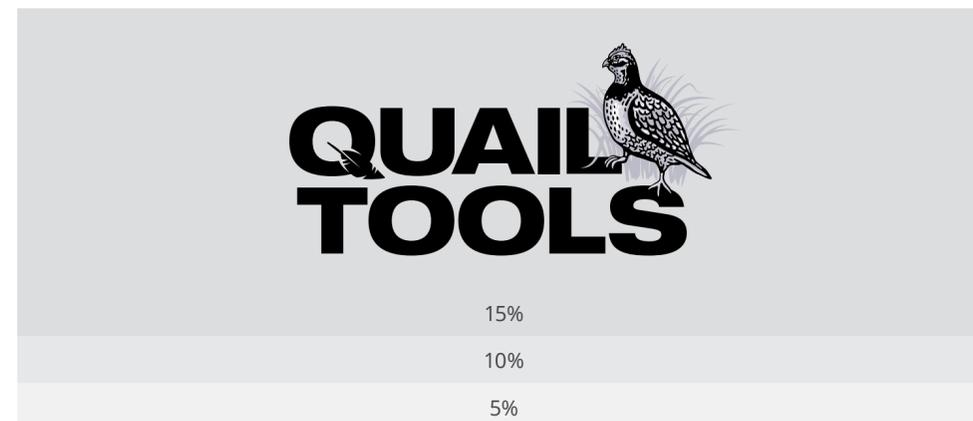


When positioning the logo on a colored background, the value of the background determines how the logo is used. The logo is available in full color, blue, black or white. Use the full color and blue logo on backgrounds that are 15% black or lighter. Use the white logo on backgrounds that are 60% black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

FULL COLOR



BLACK



WHITE



LOGO VARIATIONS

HORIZONTAL LOGOS ON WHITE



HORIZONTAL LOGOS ON DARKS



ICONS ON WHITE



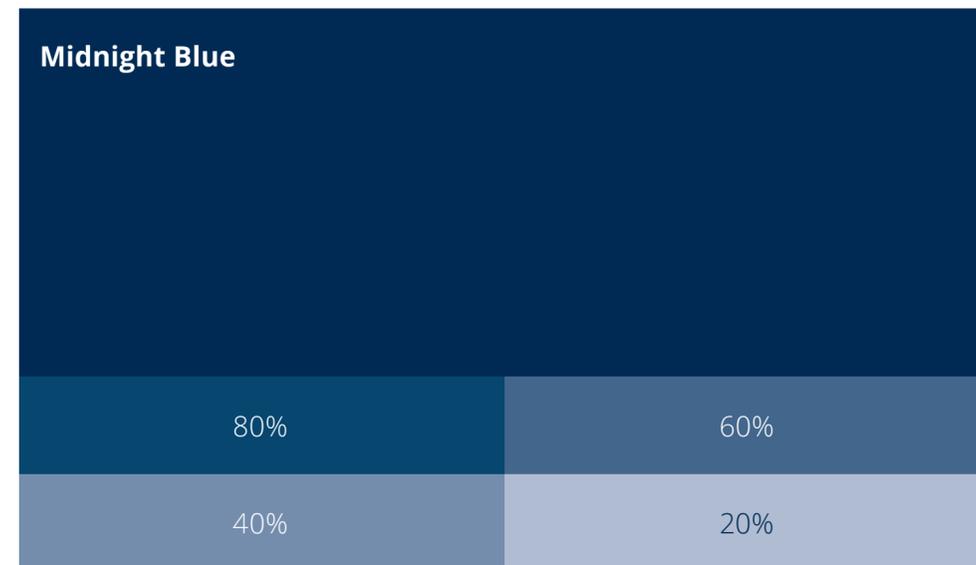
ICONS ON DARKS



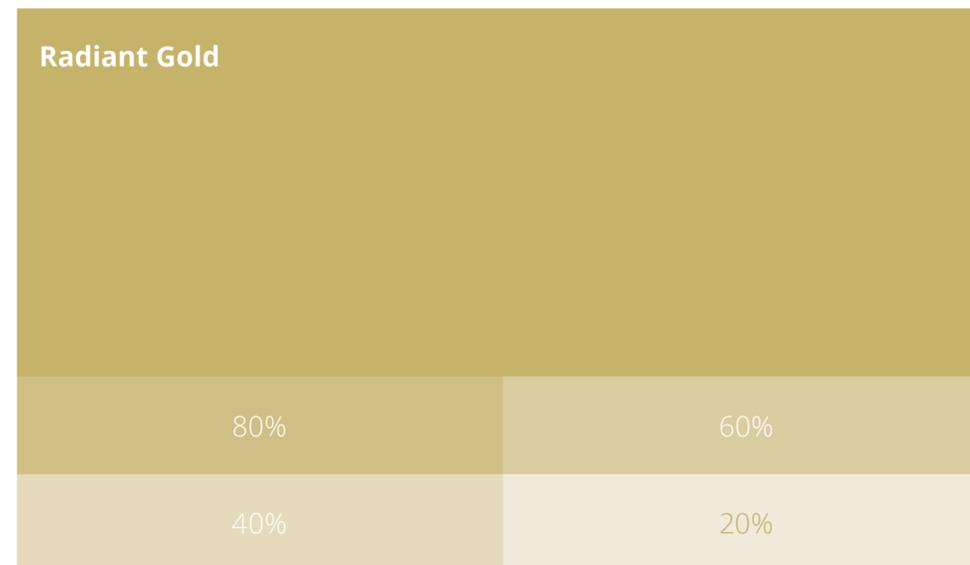
COLOR PALETTE

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.

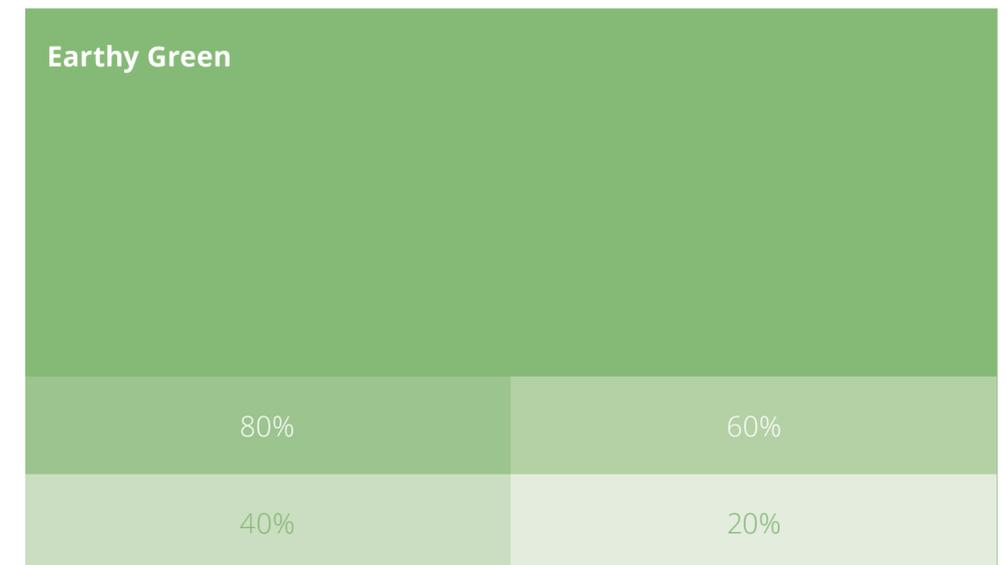
QUAIL TOOLS PRIMARY COLORS



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:

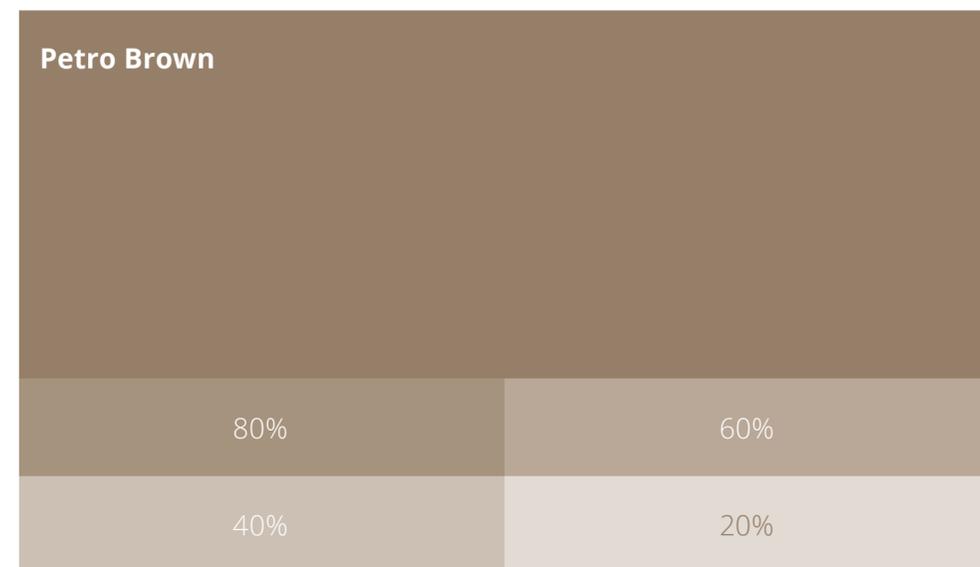
For professional printing, colors are defined by the Pantone Matching System (PMS) and 4-color process build (CMYK).

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

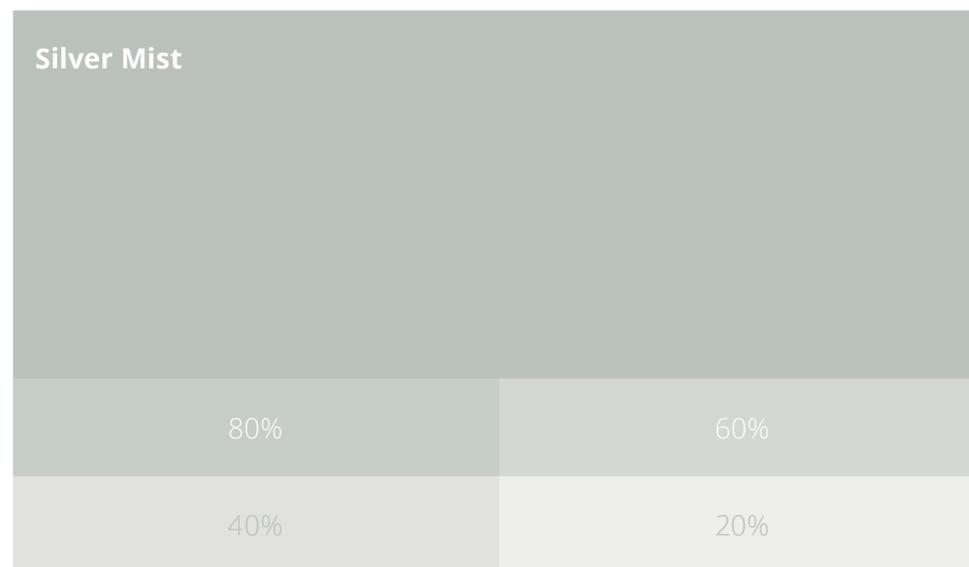
COLOR PALETTE

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.

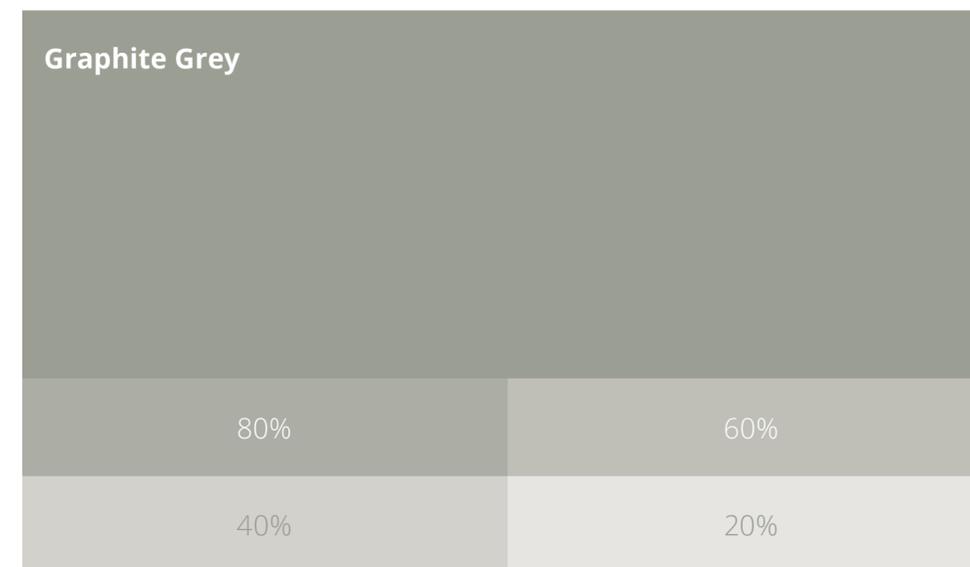
QUAIL TOOLS SECONDARY COLORS



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.



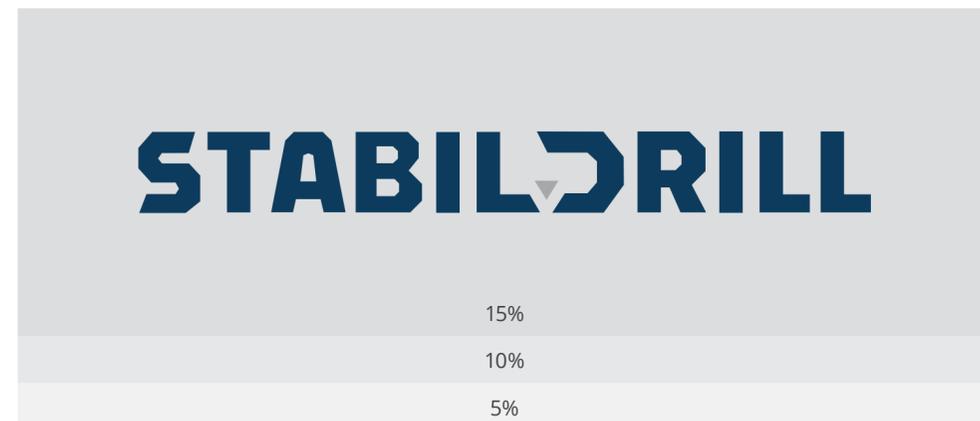
PREFERRED REVERSE LOGO

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.

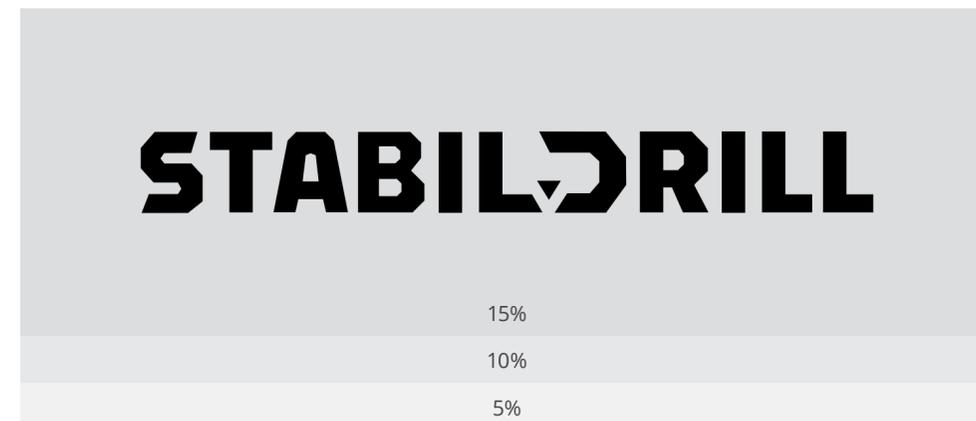


When positioning the logo on a colored background, the value of the background determines how the logo is used. The logo is available in full color, black, or white. Use the full color and black logo on backgrounds that are 15% black or lighter. Use the white logo on backgrounds that are 60% black or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

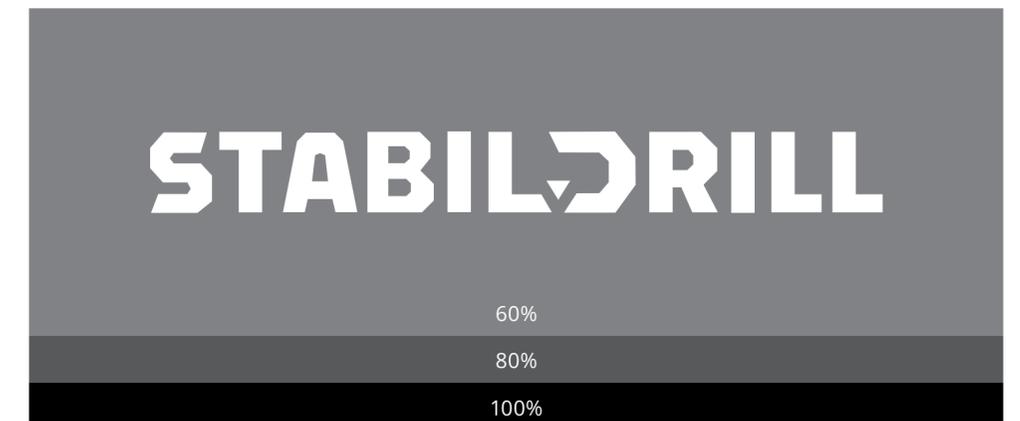
FULL COLOR



BLACK



WHITE



LOGO VARIATIONS

HORIZONTAL LOGOS

STABIL DRILL

STABIL DRILL

STABIL DRILL

STABIL DRILL

VERTICAL LOGOS



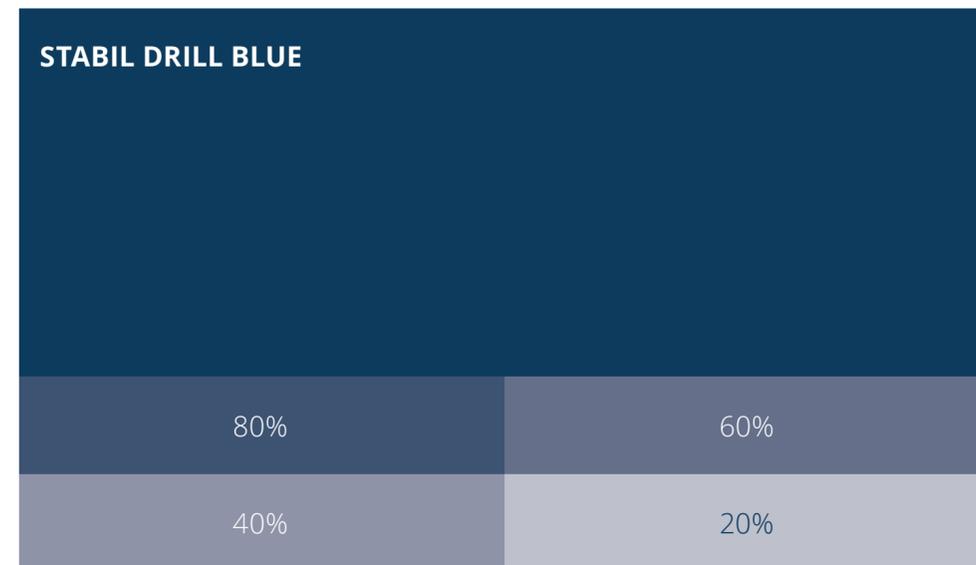
ICONS



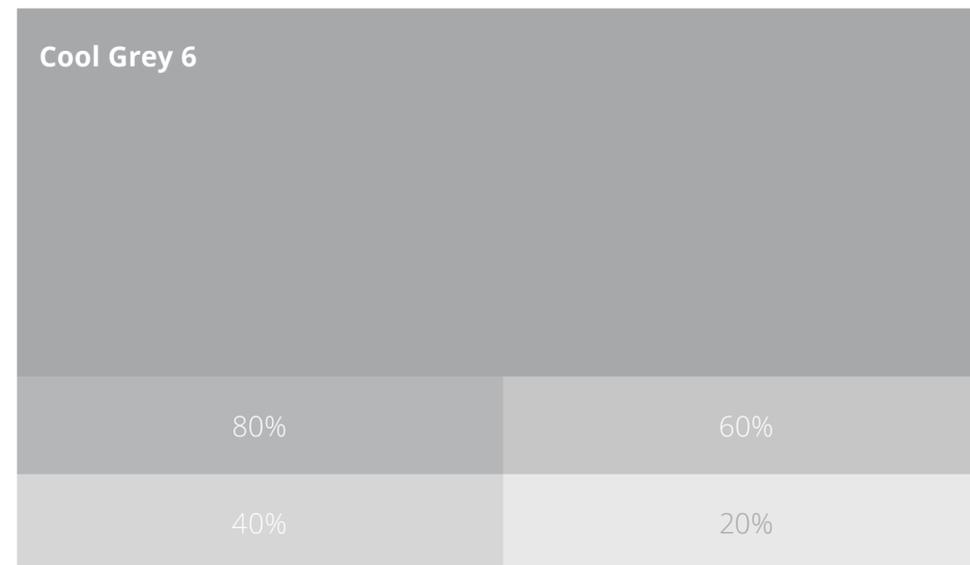
COLOR PALETTE

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.

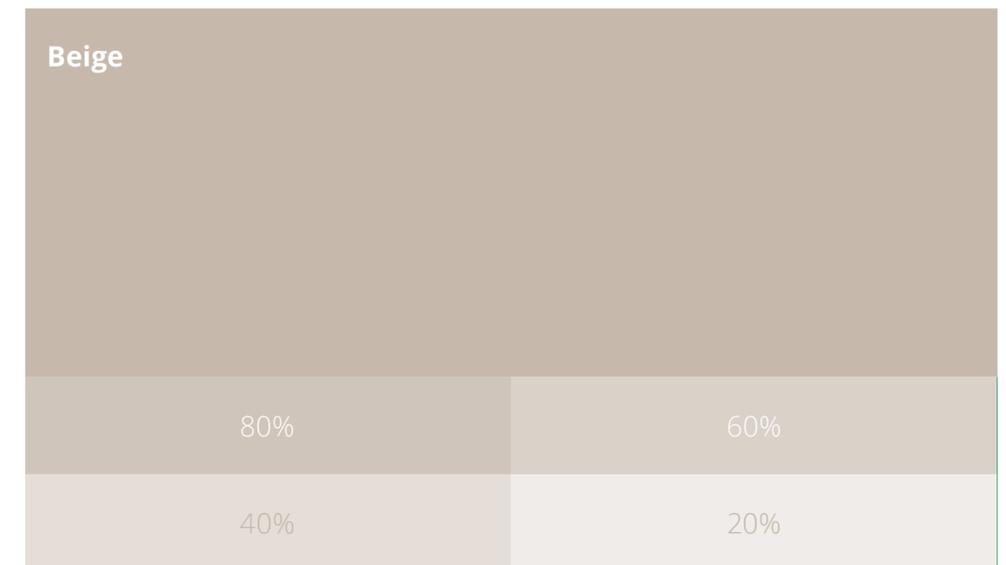
STABIL DRILL COLORS



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:

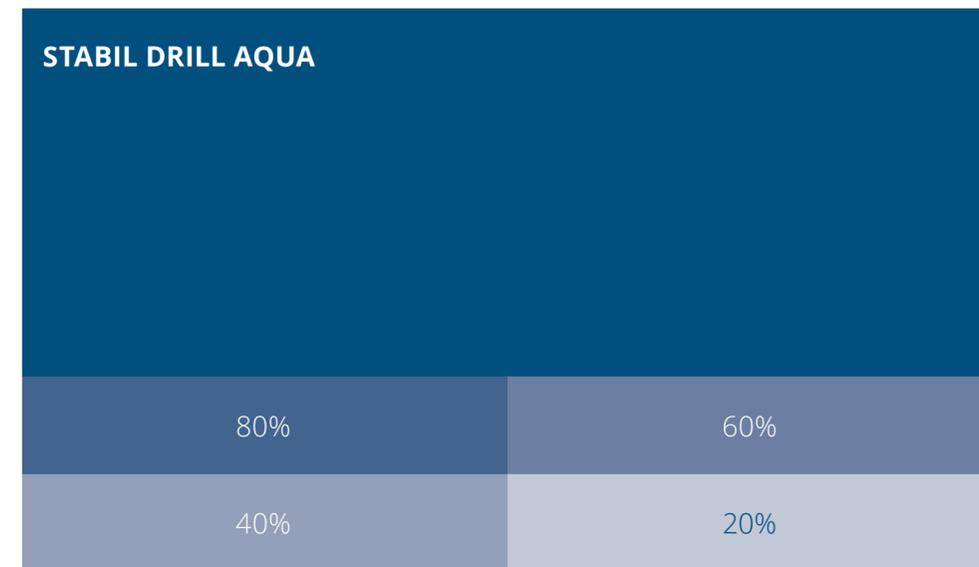
For professional printing, colors are defined by the Pantone Matching System (PMS) and 4-color process build (CMYK).

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

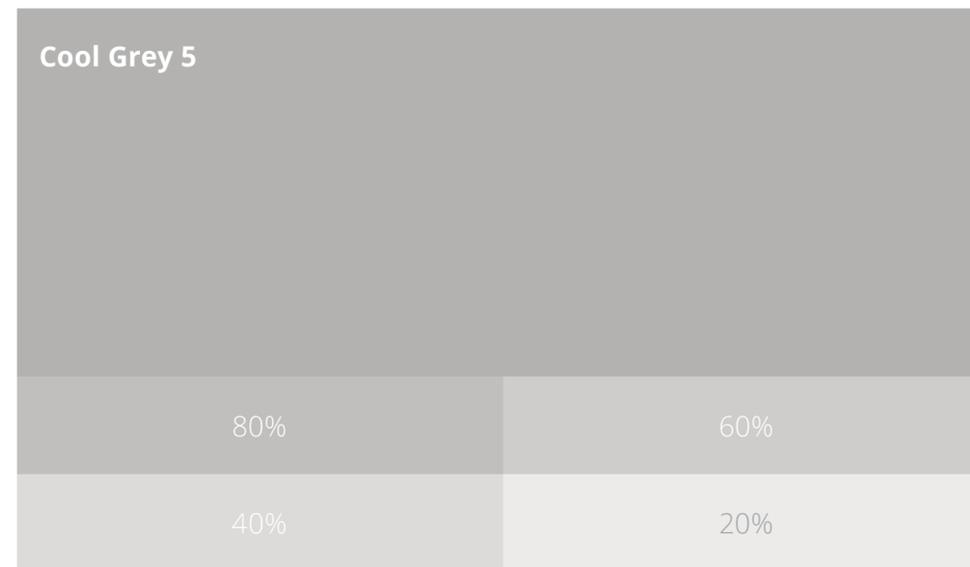
COLOR PALETTE (SECONDARY)

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 COMPLETION SERVICES BRAND GUIDE



COMPLETION SERVICES



PRIMARY LOGO

The Superior Completion Services (SCS) 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.



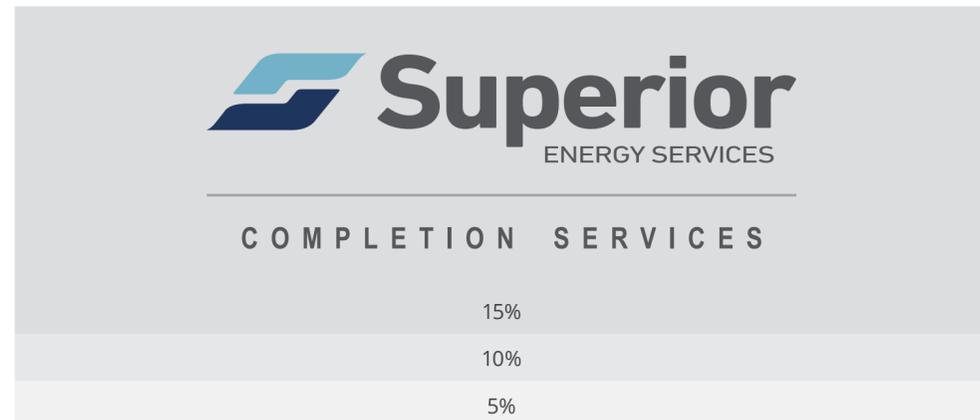
PREFERRED REVERSE LOGO

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.

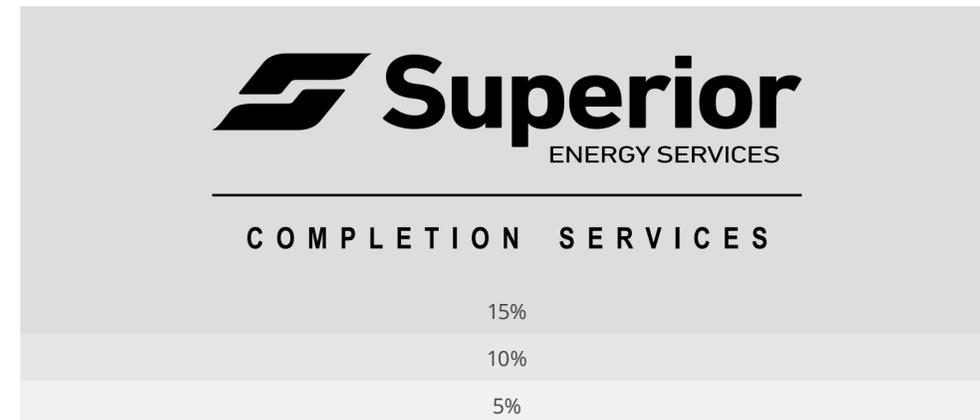


When positioning the logo on a colored background, the value of the background determines how the logo is used. The logo is available in full color, black, or white. Use the full color and black logo on backgrounds that are 15% black or lighter. Use the white logo on backgrounds that are 60% black or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

FULL COLOR



BLACK



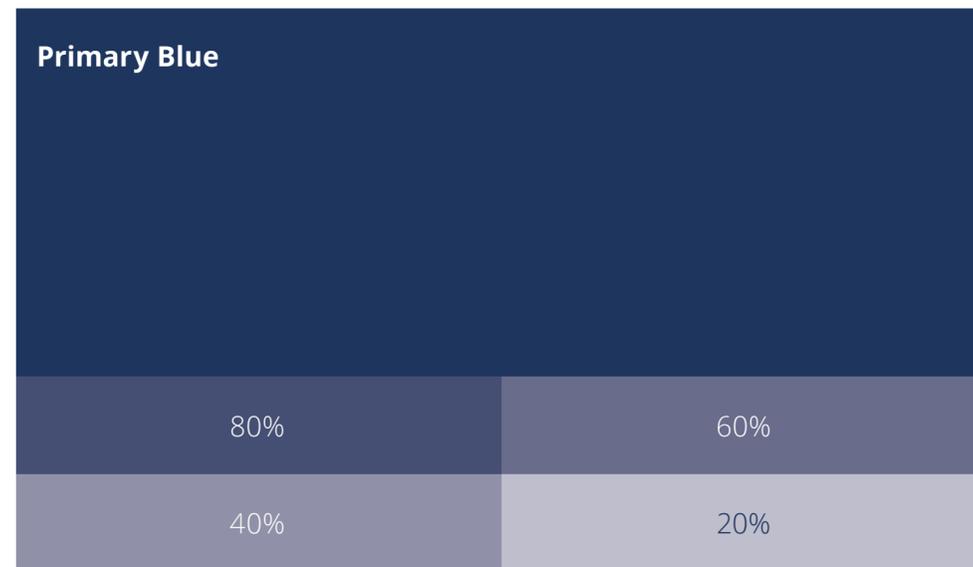
WHITE



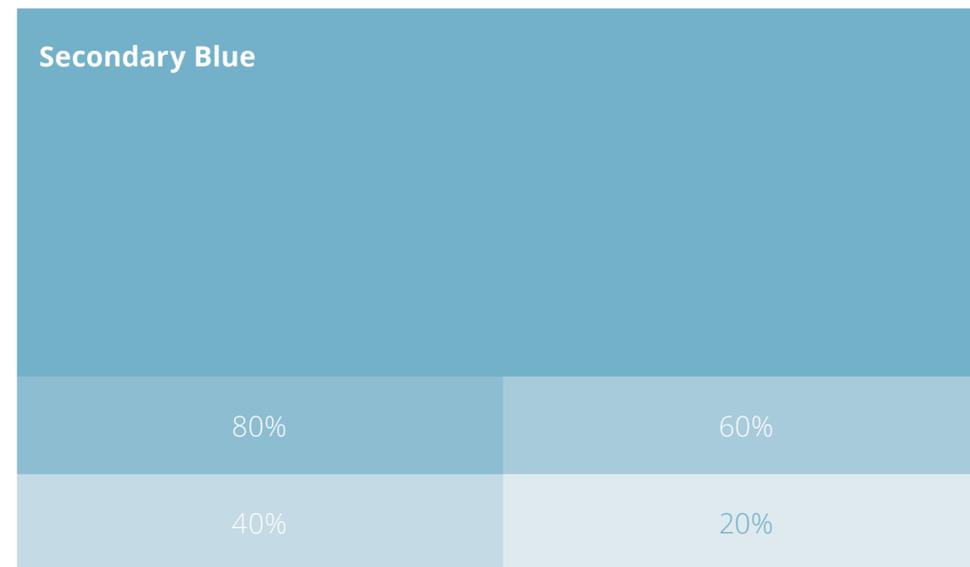
COLOR PALETTE

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.

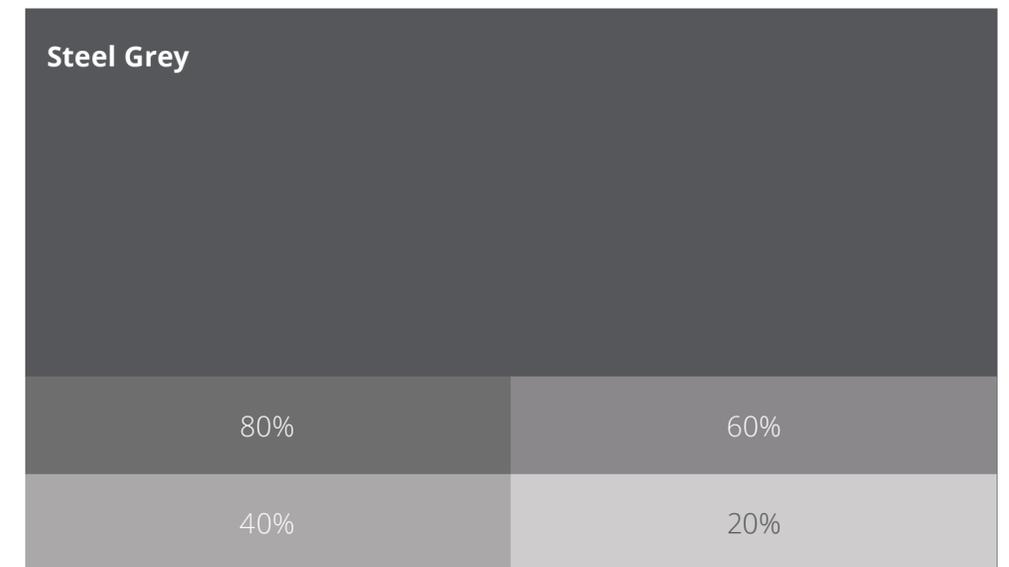
SCS COLORS



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 Completion Services (SCS) 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.



COMPLETION SERVICES

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



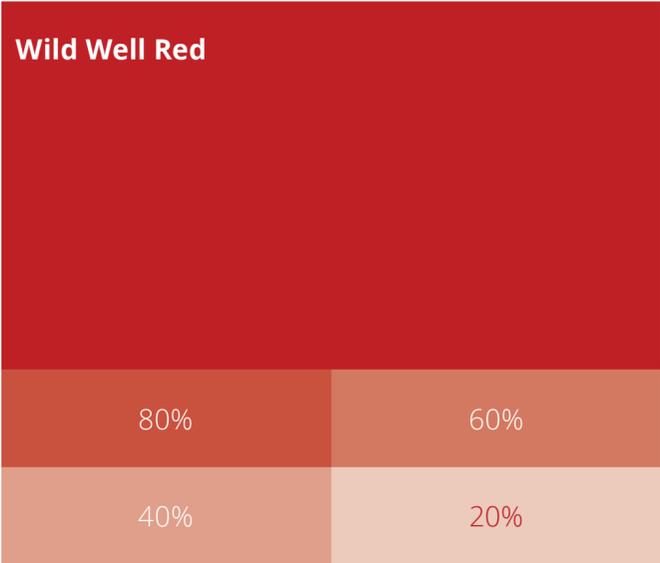
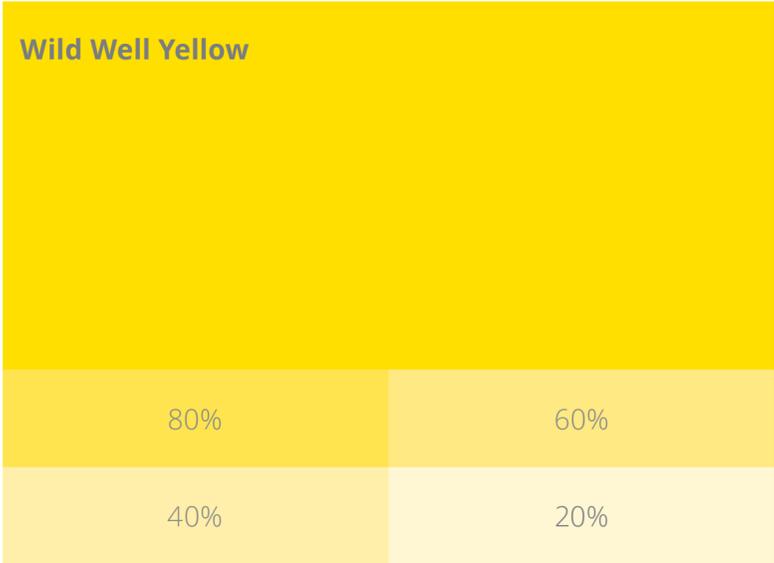
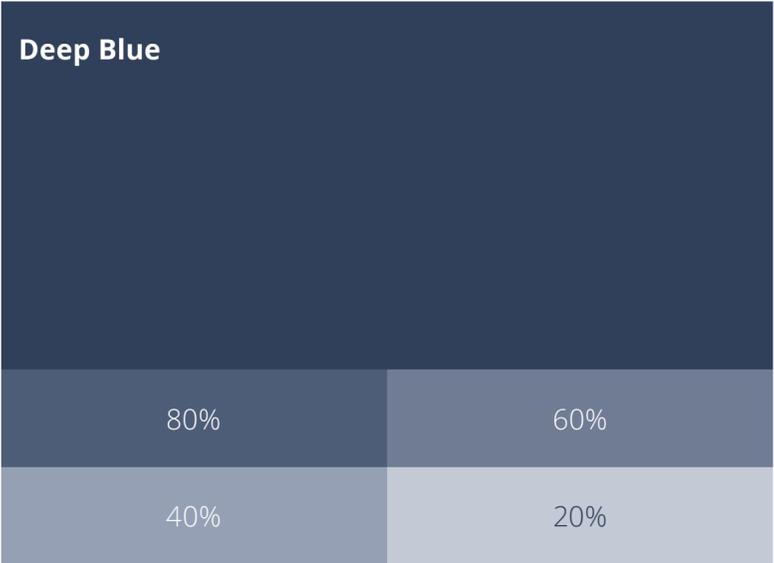
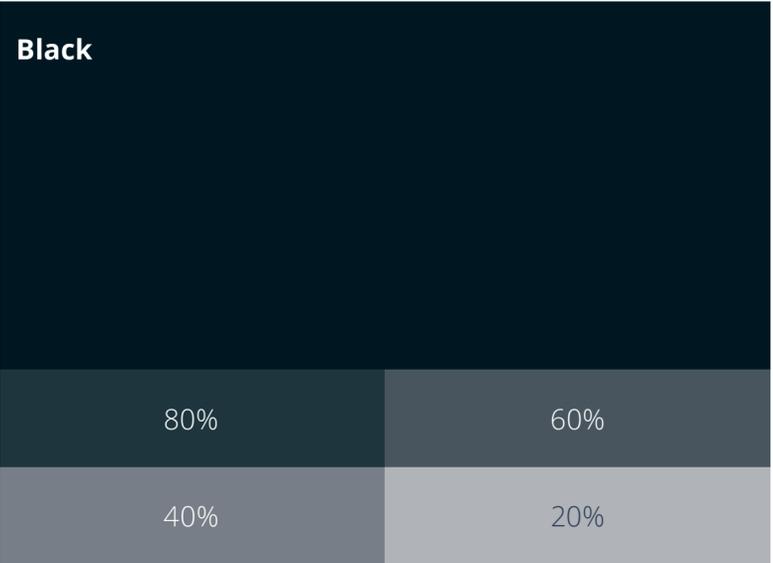
ICONS



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:

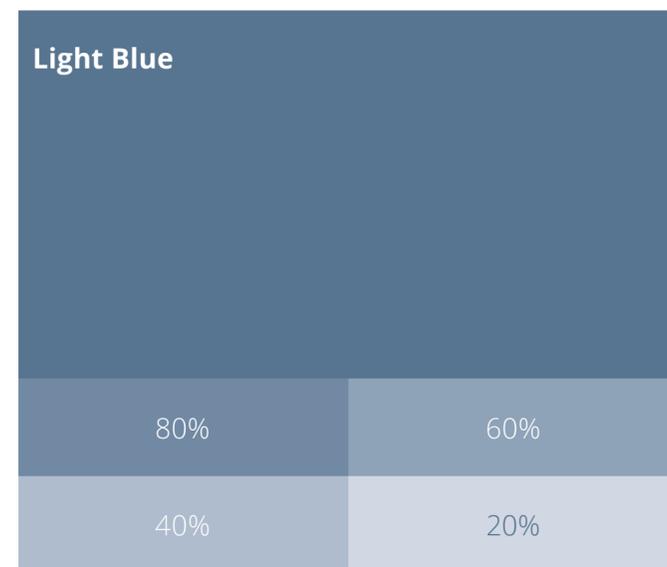
For professional printing, colors are defined by the Pantone Matching System (PMS) and 4-color process build (CMYK).

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

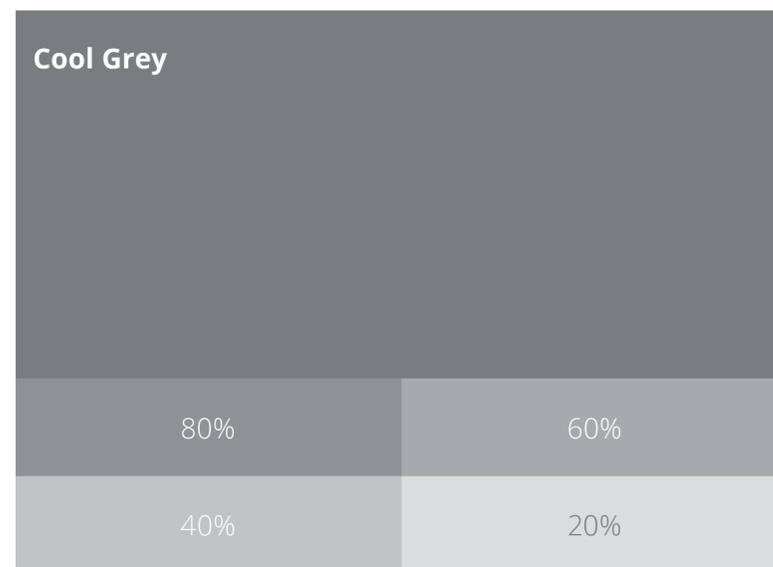
COLOR PALETTE

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.

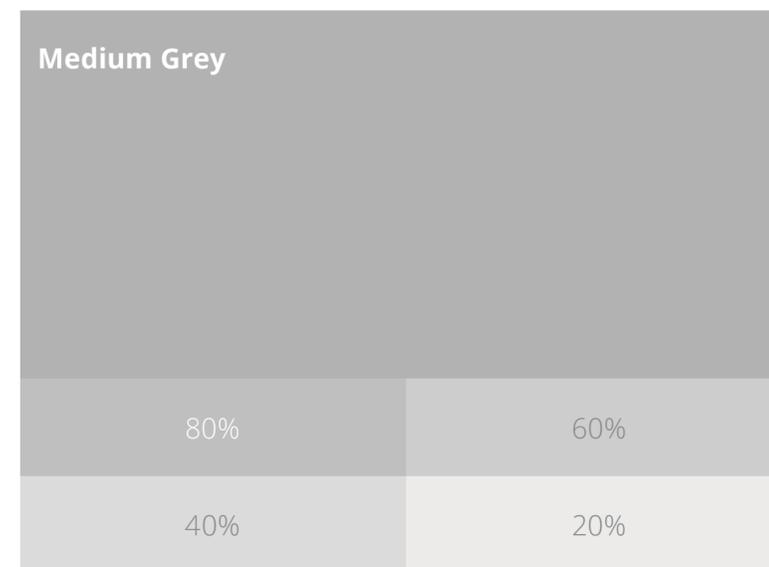
WILD WELL SECONDARY COLORS



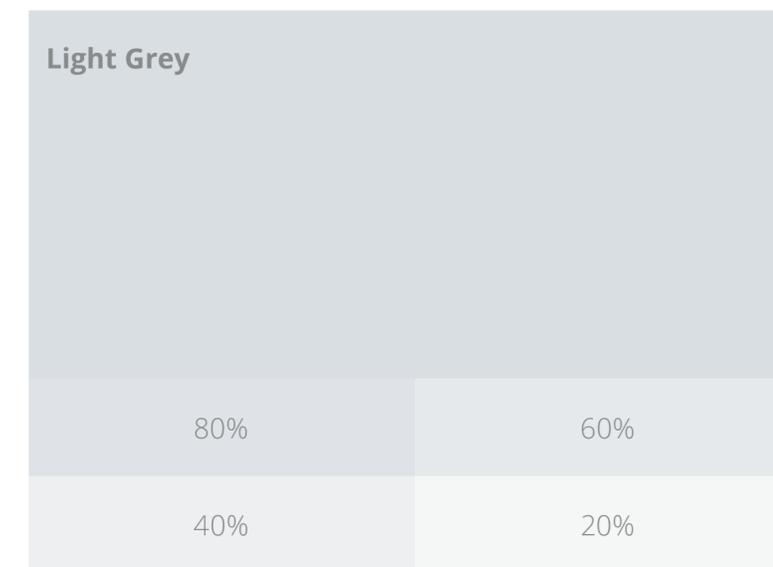
Pantone 5405C
C M Y K 43, 17, 0, 46
R G B 78, 115, 138
HEX #4E738A



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.



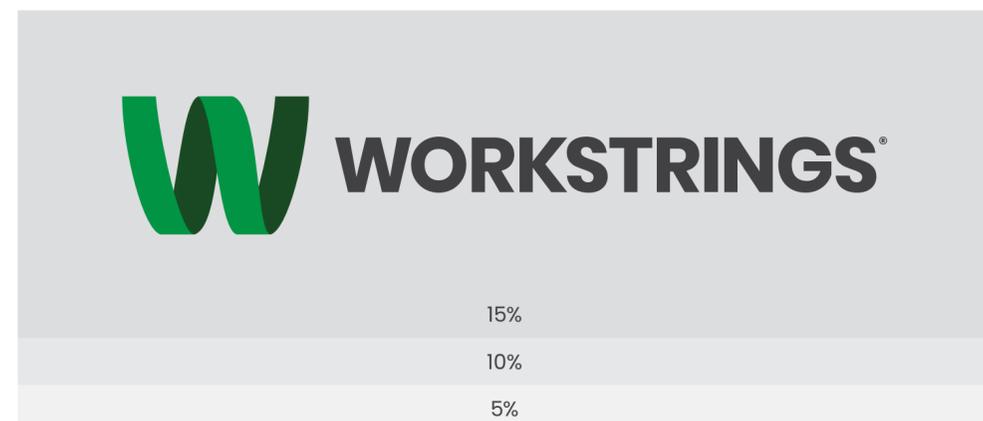
PREFERRED REVERSE LOGO

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



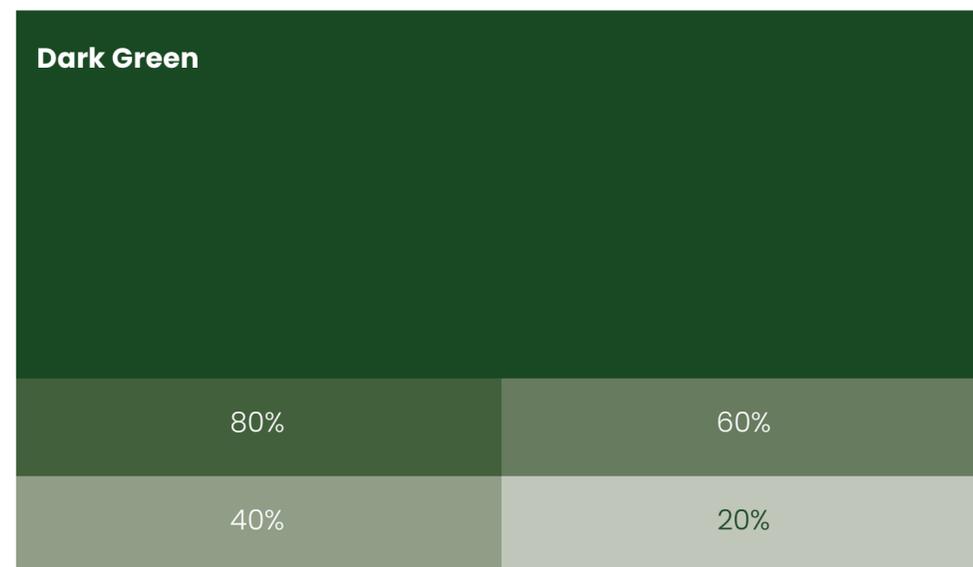
ICONS



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.

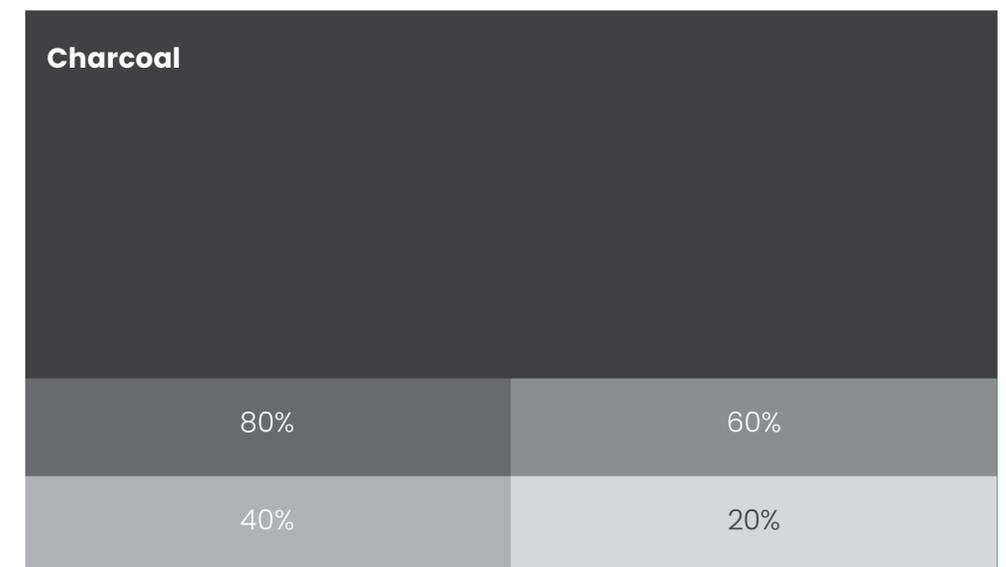
WORKSTRINGS COLORS



Pantone 350C
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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