HALLIBURTON

Halliburton Logo Guidelines

The Company is referred to in the marketplace as Halliburton.

Halliburton Logo

The Halliburton logo is the primary representation of the Halliburton brand. This logo is a unique trademark used to identify all Halliburton properties, products, services and communication materials. When using the logo, remember to:

> • Use the correct amount of free space around the logo
>
> • Never use a logo below its minimum size restriction
>
> • Never alter the logo in any way
>
> • Use the correct logo color

The logo should not be placed directly adjacent to another company's logo or identifier. The Halliburton logo and another identifier of any type must be placed within the spacing specified in this guide. Because of the logo's impact on customer perception of Halliburton, strict adherence to the established specifications is necessary to maintain the consistency of its appearance and usage worldwide. The Halliburton logo cannot be placed on any object or material that may be deemed offensive to people from diverse, ethnic or religious backgrounds.

Any use of the Halliburton logo with a company or product logo from a third party must be approved by Halliburton Legal and Branding. Any use of the Halliburton logo by a third party on their own materials requires a Logo License Agreement and must be approved by Legal and Branding. Reproduction of the Halliburton logo must always be made from the Corporate-approved artwork. The logo may not be redrawn, changed or distorted, and cannot be reproduced using conventional type faces.

Size and Placement Requirements

Minimum Size

To maintain the integrity of the Halliburton logo, a minimum size has been set. Do not use the logo smaller than 1.00" (25.4 mm) in width.

HALLIBURTON

Minimum size 1.00" (25.4mm)

Free Space

To protect the integrity and legibility of the Halliburton logo, as much "free space" as possible should surround the logo. Free space is an area that contains no text or graphic elements, such as imagery, secondary logos and symbols. The diagram on the next page shows the minimum amount of free space that should surround the logo. The rules regarding free space apply to any background. For instance, if the logo is produced on a photograph, then it should be placed on an area of the photograph that will not interfere with or distract from the logo.

The minimum area of isolation around the Halliburton logo is 2 times the height of the logo.

Logo Color Guide

Please follow these guidelines to reproduce the Halliburton logo.

- When four-color applications (CMYK) are required because the document contains photography and/or color illustrations, use process mix: C0, M100, Y81, K4.

- When two-color or single-color applications (spot) are required: use Pantone* PMS 186.

- For Web/multimedia usage, the logos should be reproduced in the RGB equivalent of: R206, G17, B38, CE1126.

- The logos can also be produced in black for black-and-white applications, or white on a red or dark background.

	Spot Color (Print)	Process Color (Print)		RGB Color (Multimedia)		Hexadecimal (Web)
Halliburton Red	Pantone* PMS 186 Coated / Uncoated	C M Y K	0 100 81 4	R G B	206 17 38	CE1126
Black	Process Black Coated / Uncoated	C M Y K	40 30 20 100	R G B	0 0 0	000000

Pantone® is a registered trademark of Pantone, Inc.

For more information:

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