



Human Energy™

# Corporate Brand & Identity Standards Quick Guide

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As one of our most valuable assets, the Chevron brand is vital to our business. That's why it's important that each of us understands how to apply our corporate brand identity correctly in communications.

By applying the system consistently you will help make a positive and lasting impression for Chevron wherever we do business.

This handbook is a quick reference guide to our corporate brand standards. You'll find the complete brand standards at [chevronbrand.com](http://chevronbrand.com).

# Human Energy



At Chevron, the passion of our employees enables us to achieve our mission. We're dedicated to providing the resources that enable people around the world to drive progress.

**It's a story about people, partnership and performance.**

This is the idea we call Human Energy. People working together to keep moving the world forward.

Moving the world forward together.



Like all businesses, we aim to earn strong returns for our stakeholders. We strive to distinguish ourselves from our competitors and achieve a position of competitive advantage in the marketplace. We differentiate ourselves through our commitment to Human Energy, both inside and outside our company.

Grounded in the underlying principles of The Chevron Way, the idea of Human Energy sets the stage for what we do and how we do it. It's a culture that defines a way of thinking and working, an approach to problem solving that is collaborative and pragmatic, but also aspirational and optimistic.

Perhaps most importantly, Human Energy unites us in pursuit of our goals: It stands for people working together to keep moving the world forward.

# Our Hallmark

Our Hallmark is the most visible representation of our company. It consists of the Chevron name (or Wordmark) and Symbol.



Wordmark  
Symbol

The bold blue and red colors build on Chevron's brand legacy while the gradations, shading and texturing of the colors bring energy and vitality to the Hallmark.

Our Hallmark is available several variations. The vertical Preferred Hallmark is shown here.

For color-matching purposes only, refer to these colors when reproducing the Hallmark:

- Chevron Blue (or PANTONE® 2935)
- Chevron Cyan (or PANTONE Process Cyan)
- Chevron Dark Red (or PANTONE 202)
- Chevron Red (or PANTONE 186)

See pages 16 and 17 for specific CMYK and RGB color breakdowns.

## Hallmark Background Colors

Approved background colors for the Hallmark are:

- White.
- 20-40% Cyan.
- 20-40% Dark Gray.
- A light full-bleed image.
- Light colors from the Chevron color palette.

## Our name in text

Whenever Chevron appears in text or body copy, the Chevron name should be set in upper- and lowercase with a capital "C" for Chevron.

There are several different versions of the Hallmark which allow for different types of application. The Hallmark versions shown below are in priority order.

## Preferred Hallmark

Every effort should be made to use the Preferred Hallmark which is printed in Four-color process (CMYK).



## Holding Shape

The Hallmark may be used in the Holding Shape when it appears on a busy background or on a color background that does not provide adequate contrast. This allows for the Four-color Preferred Hallmark to be used before reverting to the One-color Hallmark version.



## One-color Hallmark

The One-color Hallmark is available in Chevron Blue or Dark Gray; it is used for one-, two- or three-color applications, such as Microsoft® Word stationery and merchandise.



## Flat Hallmark

### Full-color

Use the Full-color Flat Hallmark for applications where gradations cannot be achieved, such as embroidery or appliquéd flags.



### One-color

Use the One-color Flat Hallmark for one-color applications where gradations cannot be achieved, such as etching or embossing. Acceptable colors include Chevron Blue, black, white and silver (metallic substrates).

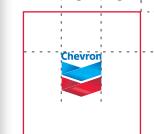


# Hallmark Use

Make sure the Hallmark is unaltered, sized appropriately and is presented with sufficient contrast and clear space.

## Alignment & Placement

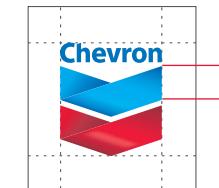
The Hallmark should be placed in the upper-right corner of print applications or, when used in a momentum band, the Hallmark should be placed within the far-right segment.



y = width of Hallmark

## Minimum Clear Space & Size

The area around the Hallmark should be free from headlines, body copy, photographs and graphic elements.



Minimum clear space:  
height of one band of  
the Hallmark

Minimum size:  
measured by width  
of the Hallmark

Do not reproduce the Hallmark smaller than the minimum size shown above. When reproducing the Hallmark, keep in mind size and legibility for all communications.

1p6  
6.35mm  
0.25in  
36px (web)

**Equal**

**Equal**

## Incorrect Use

### Do not:

- Alter or distort the Hallmark.
- Rearrange the elements of the Hallmark.
- Produce the Preferred Hallmark without the color gradations.
- Typeset or re-create the Chevron Wordmark in any typeface.
- Place the Hallmark in an altered Holding Shape.
- Use the Hallmark Holding Shape when there is sufficient contrast between the Hallmark and the background.
- Use the four-color process (CMYK) version of the Hallmark to create the One-color Hallmark. Use only the approved artwork.
- Create a pattern with the Chevron Symbol.
- Add extra text to the Hallmark.

# Human Energy Wordmark

One of the ways we communicate the Human Energy idea is through the use of the Human Energy Wordmark with our Hallmark.



**Human Energy®**

## Wordmark Use

It is appropriate to use the Hallmark with Human Energy Wordmark if your communication does all of the following:

- It is coming from the Chevron Corporation (not from a retail or product brand, unless tied to a corporate initiative).
- It expresses something about Chevron, rather than simply identifies Chevron. For example, stationery, business cards and signage identify Chevron, while a brochure expresses something about Chevron.
- It reflects Chevron values: integrity, trust, diversity, ingenuity, partnership, protecting people and the environment and high performance.

## Wordmark Configurations

We have two versions of the Hallmark with the Human Energy Wordmark. The vertical version shown above is our preferred version.

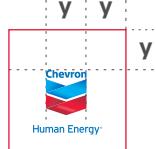
The horizontal version shown below is an alternate reserved for specific applications such as web, advertising and tradeshow exhibits.



**Human Energy®**

## Alignment & Placement

The Hallmark with Human Energy Wordmark follows the same rules for alignment and placement as the Preferred Hallmark.



## Background Colors, Clear Space & Minimum Size

The Hallmark with the Human Energy Wordmark follows the same rules for background colors, clear space and minimum size as the Preferred Hallmark.

# Brand Approaches

While the Preferred Hallmark should be used by itself for communications produced by most Chevron organizations, there are some exceptions, which are explained here.

## Our brand approaches

In instances where our business needs span business and consumer audiences, we use Our Family of Brands logo to show the product brands and their relationship to Chevron corporate brand.

There are also two approved Chevron businesses that go to market with unique identifiers: Chevron Energy Solutions and Oronite.

There are approved size relationships between these identifiers and the Hallmark. Please note that alternative placements and alignments exist for stationery, online and exhibit use.

## Hallmark

The Preferred Hallmark should be used for communications produced by most Chevron organizations.



## Hallmark with Our Family of Brands Logo

Use when producing communications for the following Downstream business units/departments:

- Americas Products, International Products, Lubricants.

A specific size relationship exists between the Hallmark and Our Family of Brands Logo.



y | 1.25y |



**Brand placement**  
The Hallmark is not 'locked together' with Our Family of Brands Logo. Please check chevronbrand.com for alternative placement of logos in marketing materials.

## Hallmark with CES Wordmark

Use when producing communications for Chevron Energy Solutions.

A specific size relationship exists between the Hallmark and CES Wordmark.

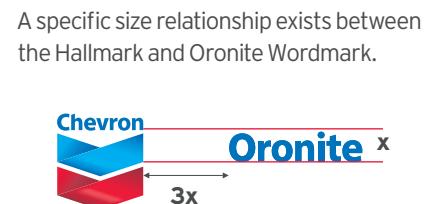


**Brand placement**  
The Hallmark is not 'locked together' with the CES Wordmark. Please check chevronbrand.com for alternative placement of logos in marketing materials.

## Hallmark with Oronite Wordmark

Use when producing communications for Oronite.

Please note the Hallmark and Oronite Wordmark are always 'locked together' and used as one unit, as shown below.



## Corporate Endorsements

For product companies, the corporate signature is used as an endorsement. Always use Corporate Endorsements in conjunction with the Texaco logo or Caltex logo.

**A Chevron company product**

**A Chevron company brand**

**A Chevron company service**

# Photography

Imagery is a powerful way to express Human Energy. Photography should be active, engaging and distinctive, while maintaining a consistent stylistic approach.

## Key Considerations

### Tell the Chevron Story

Use photos together to complement each other and support the message.

### Maintain Authenticity

Photography should always appear honest and credible, not unnatural, contrived, overly posed or stylized.

### Convey Optimism

The tone of our photography conveys our belief in human progress and reflects a positive future grounded in reality.

## Conceptual Groupings

### Ingenious Problem Solving

Creativity, Resourcefulness, New Perspectives.

### Partnerships

Collaboration, Relationships, Trust.

### For People

Communities, Cultures, Civilization.

### High Performance

Achievement, Excellence, Efficiency.

### Human Progress

Growth, Development, Improvement.



When you choose or shoot photography for Chevron, make conceptual and visual connections to the Human Energy themes of people and progress.



# Using Photography

It is important to keep communications simple, while not simplistic, and only select or create images that are relevant to the Chevron brand. An image should only be used if it adds meaning to your communication; don't use it for decoration or to fill space.



Use of photography in Momentum Band



Use of photography without Momentum Band



Use of photography on an inside spread

For more information about photography use, visit  
[chevronbrand.com/UnderstandBrand/CorporateBrandingComponents/Imagery/CreatingPhotography.aspx](http://chevronbrand.com/UnderstandBrand/CorporateBrandingComponents/Imagery/CreatingPhotography.aspx)

# Brand Voice

We write in a way that expresses and builds the story of Human Energy. Through using our Human Energy Tone we can create a strong, powerful voice.

## Human Energy Tone

Think of the tone of Chevron Human Energy as its personality. Using a consistent tone helps distinguish our communications and expresses our values.

This doesn't mean everything we write will sound the same, but it does mean that our communications will sound like they come from the same company.

Our Human Energy Tone follows five key themes:

### **Straightforward**

We communicate in a way that is real and authentic. We are direct and honest. We use simple, clear language and avoid clichés. We minimize the use of acronyms, and we spell out the meaning of any acronym the first time it's used. We use relevant facts and we don't embellish or put a marketing spin on the facts we present.

### **Inclusive**

Chevron focuses on partnerships, collaboration and finding common ground. When we speak, it is not Chevron speaking at you, it's a dialogue. We know there may be opportunities to educate, but we always respect the intelligence of our audience. We consider the audience's level of knowledge about a topic and communicate accordingly.

### **Forward Looking**

Our confidence is grounded in deep knowledge; we consider all aspects of an issue. We build on the ideas of others, and we work toward real-world solutions with a pragmatic, practical viewpoint.

### **Open and Honest**

We welcome a discussion about the issues we all face, and we're open to hearing all sides of a story. Even if we don't have the solution today, we continue to seek new answers every day.

### **Optimistic**

In spite of the challenges we face, we believe that future outcomes are positive. We believe in the human spirit and its ability to overcome challenges. We are not talking about rose-colored glasses, but about a true belief that viable answers are out there, and we can work together to realize real results.

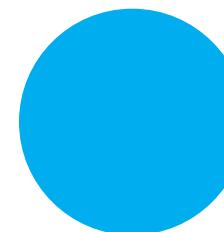
To download full Human Energy Voice guidelines, visit  
[www.chevronbrand.com/Libraries/Documents/HE\\_Voice\\_Guidelines.pdf.sflb.ashx](http://www.chevronbrand.com/Libraries/Documents/HE_Voice_Guidelines.pdf.sflb.ashx)

# Color

Our chosen colors convey a vibrant, forward-looking company. The prominent use of our core colors Cyan, White, and Dark Gray helps identify communications from Chevron.

## Cyan

Cyan harmonizes with all the colors in our palette. It is always present in momentum bands. Cyan may be used in a range of tints.

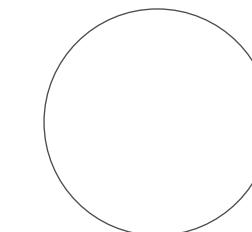


## Cyan

C:100 M:0 Y:0 K:0  
R:0 G:157 B:217  
\*(or PANTONE® Process Cyan)

## White

White is neutral and harmonizes with all colors. Use White for backgrounds, for type on dark backgrounds and for momentum band segments.

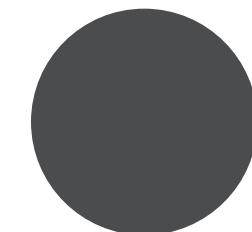


## White

C:0 M:0 Y:0 K:0  
R:255 G:255 B:255

## Dark Gray

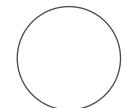
Dark Gray is a neutral complement to the colors in our palette. Use it for all body text instead of black. Dark Gray may be used in a range of tints.



## Dark Gray

C:0 M:0 Y:0 K:85  
R:51 G:51 B:51  
(or PANTONE 425)

**Light Colors** – Use for larger areas of color.



## White

C:0 M:0 Y:0 K:0  
R:255 G:255 B:255



## Light Brown

C:3 M:6 Y:23 K:12  
R:225 G:217 B:193  
(or PANTONE 7500)



## Light Green

C:5 M:0 Y:14 K:12  
R:227 G:235 B:199  
(or PANTONE 5807)



## Light Indigo

C:25 M:12 Y:0 K:5  
R:204 G:210 B:230  
(or PANTONE 7450)

**Dark Colors** – Use for smaller areas of color.



## Chevron Blue

C:100 M:49 Y:0 K:0  
R:0 G:80 B:170  
(or PANTONE 2935)



## Dark Brown

C:0 M:61 Y:100 K:67  
R:111 G:53 B:0  
(or PANTONE 469)



## Dark Green

C:34 M:0 Y:81 K:73  
R:66 G:87 B:31  
(or PANTONE 574)



## Dark Indigo

C:80 M:73 Y:0 K:43  
R:82 G:58 B:88  
(or PANTONE 5265)

**Impact Colors** – Limited use for small areas of color.



## Vivid Yellow

C:0 M:16 Y:77 K:0  
R:255 G:210 B:0  
(or PANTONE 129)



## Vivid Orange

C:0 M:55 Y:100 K:5  
R:240 G:132 B:0  
(or PANTONE 144)



## Vivid Green

C:46 M:0 Y:100 K:25  
R:110 G:162 B:10  
(or PANTONE 377)



## Dark Red

C:0 M:100 Y:61 K:43  
R:137 G:32 B:52  
(or PANTONE 202)

## Tints & Transparencies

A tint is an opaque color with white added to it. A transparent color allows anything below it to show through.

Tints of Cyan and Dark Gray can be used across our communications. No other colors may be used as tints.

Transparencies should only be used in the momentum band.

The diagram below demonstrates the difference between a tint and a transparency.



40% Cyan Tint  
over 100% Cyan



40% Cyan Transparency  
over 100% Chevron Blue

## Incorrect Color Use

### Do not use:

- More than four colors on a page.
- Colors outside of the Chevron palette.
- Tints of Chevron colors except Cyan and Dark Gray.
- Tints in text.
- Dark Red except in the limited use of typography.
- Multicolored text.

\*Use these spot colors as reference for color matching only.

In lieu of the colors listed on this page, you may use the PANTONE® colors cited, the standards for which can be found in the current edition of the PANTONE formula guide. **The colors, CMYK, and RGB breakdowns shown on this page have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE Color Standards.** For accurate PANTONE Color Standards refer to the current edition of the PANTONE formula guide. PANTONE® is the property of Pantone, Inc.

For more information about specific uses of color in the Chevron color palette, visit [chevronbrand.com/UnderstandBrand/CorporateBrandingComponents/ColorPalette.aspx](http://chevronbrand.com/UnderstandBrand/CorporateBrandingComponents/ColorPalette.aspx)

# Typefaces

The use of a limited number of typefaces, in defined ways, ensures clarity and consistency, and enables unique identification of Chevron communications.

## Primary Typeface

Interstate is a multipurpose, modern, sans serif typeface. Interstate Light is our primary typeface. Use it for headlines, subheads, titles, body copy, captions, sidebars and pull quotes. For emphasis, use the *light italic*, **bold** or **bold italic** weights.

**Interstate Light**  
*Interstate Light Italic*  
**Interstate Bold**  
*Interstate Bold Italic*

Interstate Mono can be used in numeric tables, where aligning figures and decimal points are required.

0123456789  
**0123456789**

In addition to our Primary Typeface, Interstate, we have a secondary typeface and specific Desktop and Web fonts.

## Secondary Typeface

Sabon is our secondary typeface. We reserve the Sabon family, Sabon Roman, Italic, Bold, and Bold Italic for captions, sidebars, and pull quotes only.

Interstate can be used for these purposes in simpler layouts, or where one typeface is sufficient.

### Sabon

Sabon Roman  
*Sabon Italic*  
**Sabon Bold**  
*Sabon Bold Italic*

## Desktop and Web

Arial and Times New Roman are standard fonts on most computers. They should be used for applications, such as Microsoft Word and PowerPoint®, or when it's not possible to use Interstate or Sabon. For emphasis, use italic or bold weights.

**Arial (Preferred Font)**  
**Arial Regular**  
*Arial Italic*  
**Arial Bold**  
*Arial Bold Italic*

### Times New Roman

Times New Roman  
*Times New Roman Italic*  
**Times New Roman Bold**  
*Times New Roman Bold Italic*

## Obtaining Fonts

### Installing from GIL

Employees and contractors who have access to GIL may install Interstate and Sabon from the GIL options panel.

Arial and Times New Roman are standard on most desktop operating systems.

### To purchase

Interstate is available from Font Bureau at [fontbureau.com](http://fontbureau.com). Sabon is available from Adobe® Systems at [www.adobe.com](http://www.adobe.com)

### Around the world

When creating Chevron materials in non-Western typefaces, choose typefaces that closely match the style and spirit of Interstate and Sabon or Arial. Local design agencies can assist in the selection of appropriate typefaces or contact Corporate Brand and Identity.

# Use of Typography

Setting type properly allows us to achieve a consistent and professional look across all Chevron communications.

Our most common typographic elements are shown below.

All typography should be set flush left and ragged right in title case for headlines or sentence case for all other text. Below are the recommended sizes for our common typographic elements. In most cases sizes are divisible by three.

# Interstate Light in color

**Large Subhead** 1/2 of headline size - 18 point Interstate Light or **Bold**

**Small Subhead** 1/3 of headline size - 12 point Interstate Light or **Bold**

**Intro Text** 12 point Interstate Light

**Paragraph Title** 9 point Interstate Light or **Bold in and/or color**

**Body Copy** 9 point Interstate Light

**Sidebar** 9 point Interstate Light and **Bold** or Sabon Roman and **Sabon Bold**

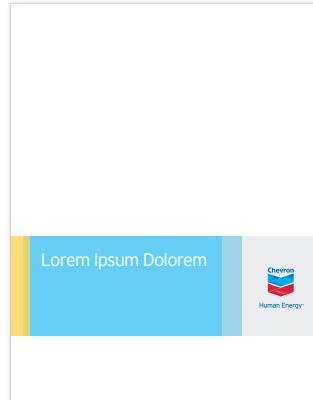
**Caption** 7 point Interstate Light and **Bold** or Sabon Roman and Sabon Bold

**Callout or  
Pull-quote** 15 point Interstate Light and **Bold** or Sabon Roman and **Bold**

For more information about specific uses of typography, visit [chevronbrand.com/UnderstandBrand/CorporateBrandingComponents/Typography/SettingTypeProperly.aspx](http://chevronbrand.com/UnderstandBrand/CorporateBrandingComponents/Typography/SettingTypeProperly.aspx)

# Momentum Bands

Momentum bands are unique to the Chevron visual system, expressing forward movement and progress. The momentum bands always serve a purpose in a layout: to contain a headline, imagery and/or the Hallmark.



Using momentum band to hold text and the Hallmark



Using momentum band to hold imagery



Using momentum band on inside spreads

To download the momentum band library, visit [chevronbrand.com/downloads/designelements.aspx](http://chevronbrand.com/downloads/designelements.aspx)

## Using momentum bands

### Use momentum bands to:

- Contain headlines, imagery or the Hallmark.
- Organize two images side-by-side to tell a visual story.
- Provide visual continuity in multi-page documents.
- Distinguish between sections of an application.

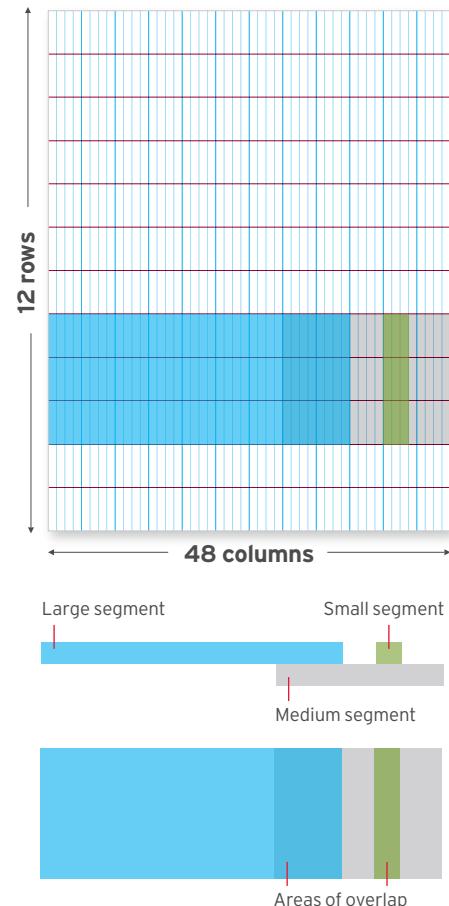
Momentum bands retain their power as a unique graphic element when used sparingly. They do not need to be applied to all Chevron communications materials. Momentum bands should be applied only when their use enhances the effectiveness of a communication.

### Momentum Band Library

A library of momentum bands is included in the Adobe® InDesign® templates. These are available to download from [chevronbrand.com](http://chevronbrand.com).

## Basic rules for use

Our templates contain a grid of 48 vertical columns and 12 horizontal rows, which determine the size and position of the momentum band.



For thorough instructions regarding construction, use and placement of momentum bands, visit [chevronbrand.com/UnderstandBrand/CorporateBrandingComponents/MomentumBand.aspx](http://chevronbrand.com/UnderstandBrand/CorporateBrandingComponents/MomentumBand.aspx)

## Layout

- Create three or four segments of varying widths, using the following as a guide:
  - Large segments (25-36 columns)
  - Medium segments (8-20 columns)
  - Small segments (2-5 columns)
- Position the segments to overlap.
- Adjust the color and transparency of each segment following color rules detailed below.
- Scale band to 3 or 4 rows high and position it asymmetrically within the layout.

## Color

- At least one segment must be Cyan.
- Use only colors from the Chevron color palette.
- Small and Medium segments should be layered over Large segments.
- Use transparency values between 40% and 80%.

## Content

- Three types of content can be used in a momentum band: text, imagery and the Hallmark.
- At least one, but no more than two of these items may be used in a momentum band at once. Never include all three together in one band.
- Align the text block to the left, with text in the body copy, in the top or bottom area of the momentum band.
- Make type legible by ensuring it contrasts with the momentum band segment.

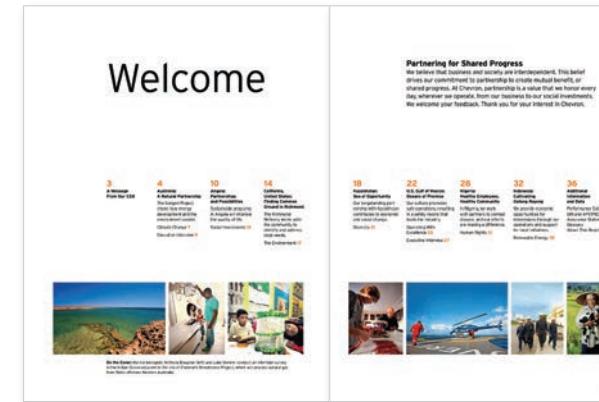
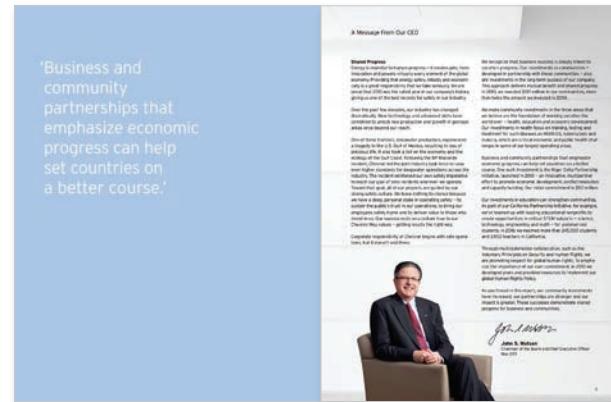
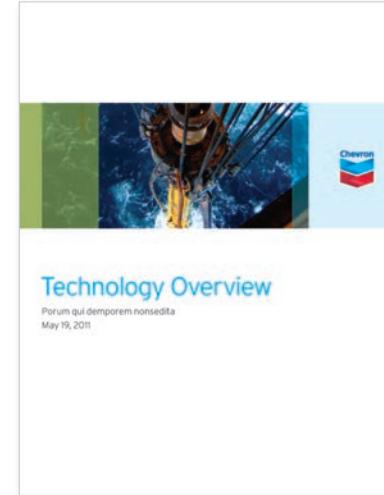
## Incorrect Use

### Do not:

- Center a momentum band in the layout.
- Position a momentum band at the top edge or bottom edge of the layout.
- Place more than one momentum band on a page.
- Place a momentum band containing the Hallmark below copy other than a headline in the layout.
- Place a momentum band containing imagery over a full-bleed image.

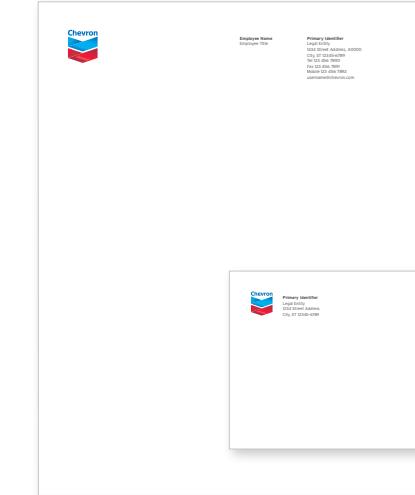
# Example Applications

These are examples of how our individual branding components combine to create a corporate brand identity unique to Chevron.



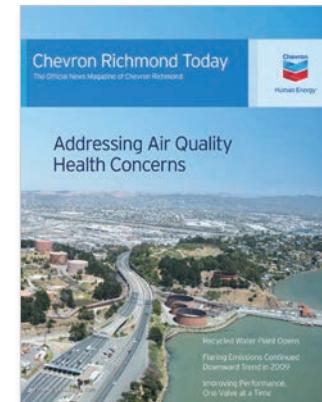
Brochure covers and inside spreads

Stationery



Newsletters

Leaflets

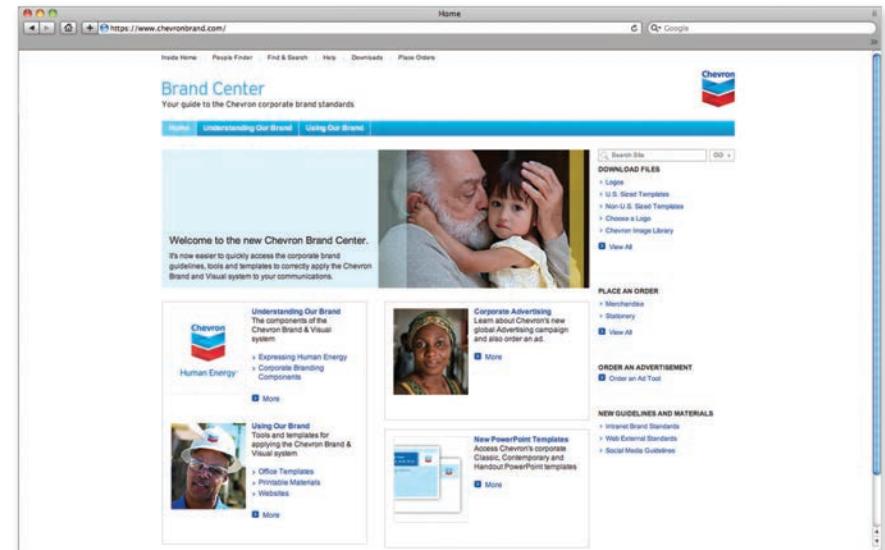


Posters



# Find Out More

The Chevron Brand Center is your resource for Chevron corporate brand and identity standards. For detailed information, downloadable templates, artwork files and more, visit [chevronbrand.com](http://chevronbrand.com).



chevronbrand.com

Please contact us if you need further assistance, or if you need external vendor access to Brand Center:

Email [corporateid@chevron.com](mailto:corporateid@chevron.com)

Call **1866 237 2643** (U.S.)

**+ 1925 842 2682** (International)

## Brand Components at a Glance

### Hallmark

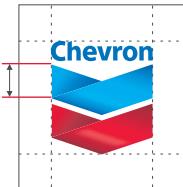


Human Energy®

Minimum Size:  
measured by width  
of the Hallmark



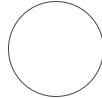
Minimum Clear Space:  
height of one band of  
the Hallmark



### Color



Cyan



White



Dark Gray



Light Brown



Chevron Blue



Vivid Yellow



Light Green



Dark Brown



Vivid Orange



Light Indigo



Dark Green



Vivid Green



Dark Indigo



Dark Red

### Typefaces

**Interstate Light**  
*Interstate Light Italic*  
**Interstate Bold**  
*Interstate Bold Italic*

Secondary Typeface

Sabon Roman  
*Sabon Italic*  
Sabon Bold  
*Sabon Bold Italic*

### Photography

