

# Statoil

# About our brand

Guidelines (October 2010)



# About our brand

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Our brand is our logo, right? And correct use of colours? Yes. But it's more than just that. It's about who we are and where we're going.

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- **Corporate identity**

Who are we? On these pages, you can read about our vision, mission and values  
- the heart and soul of our company.

- **Brand identity**

How do we stand out in the crowd? This is where you'll find our positioning statement, brand essence and brand architecture.

- **Visual identity**

What about the logo? Here we explain the thinking behind our visual identity, and yes, that includes the logo.

# Corporate identity

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What kind of a company are we?  
Our brand isn't just about the way we look,  
it defines **everything we stand for** among  
our customers, suppliers and partners.

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## Corporate identity



## Our vision

Imagine we're on a journey. Our vision tells us where we are heading. It reminds us what we're aiming to achieve. It brings us together. It motivates us and drives change.

Our vision tells the story of a trusted pioneer:

Crossing energy frontiers.

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## Corporate identity



## Our mission

Our mission is the reason why we exist as a company. It's why we go to work every day. It's what we have to do to achieve our vision:

To accommodate the world's energy needs in a responsible manner, we apply technology and create innovative business solutions. Our approach is founded in a values-based performance culture, a belief in cooperation and a striving for continuous operational improvement.

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## Corporate identity



## Our values

On our journey, our values are the things we carry with us always. They inform everything we do and every decision we make in our daily working lives.

Courageous  
Open  
Hands-on  
Caring

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# Brand identity

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What's the thinking? Going forward, our brand identity will become a key asset. It will **help us to communicate** in a voice that is clear, honest and unambiguous.

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## Brand identity



## Positioning statement

Simply put, our positioning is how we want to be perceived in relation to our competitors. It's the unique space we occupy within the industry.

We are a pioneering Norwegian-based energy company, committed to setting new industry standards.

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Brand identity

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## Brand essence

The brand essence is an inspiring, compelling and unique idea that leads and unites all brand communication:

**The industry trailblazer.**

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## Brand identity



## Brand architecture

### Building a strong master brand

The brand architecture defines how we structure our brands within the company. Our brand architecture follows our business strategy.

We have chosen a master brand strategy, where the main intention is to build Statoil as our brand incorporating all major core business. A consistent execution of our visual identity will help us to build Statoil as a strong master brand.

The strength of the master brand strategy is that we can keep flexibility within areas where we have a different business strategy. But alternative branding solutions to the master brand will only appear when meeting specific strategic criteria.

When we are in joint ventures or partnerships with other companies, we will operate with co-branding solutions.

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## Brand identity



## Brand execution

## Master brand

On all fully owned activities and core business.

## Co-branding

In partnerships and strategic alliances with other companies.

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## Brand identity

## Difference between brand level and communication level

### Brand level

Brand level means everything connected to the logo and trademark.

- This could be the master brand, the master brand with a sub brand, or another brand endorsed by Statoil.
- The brands are our registered trademarks and what we aim to protect and own exclusively.

### Communication level

Communication level is what we use in our communication.

- This can be names created for a project, plant, field or facility.
- Descriptors used to communicate energy sources and competence, systems and technologies within specific areas.
- Normally not a part of what we register as trademarks, since these names and descriptors often are generic and a part of the company and industry language.

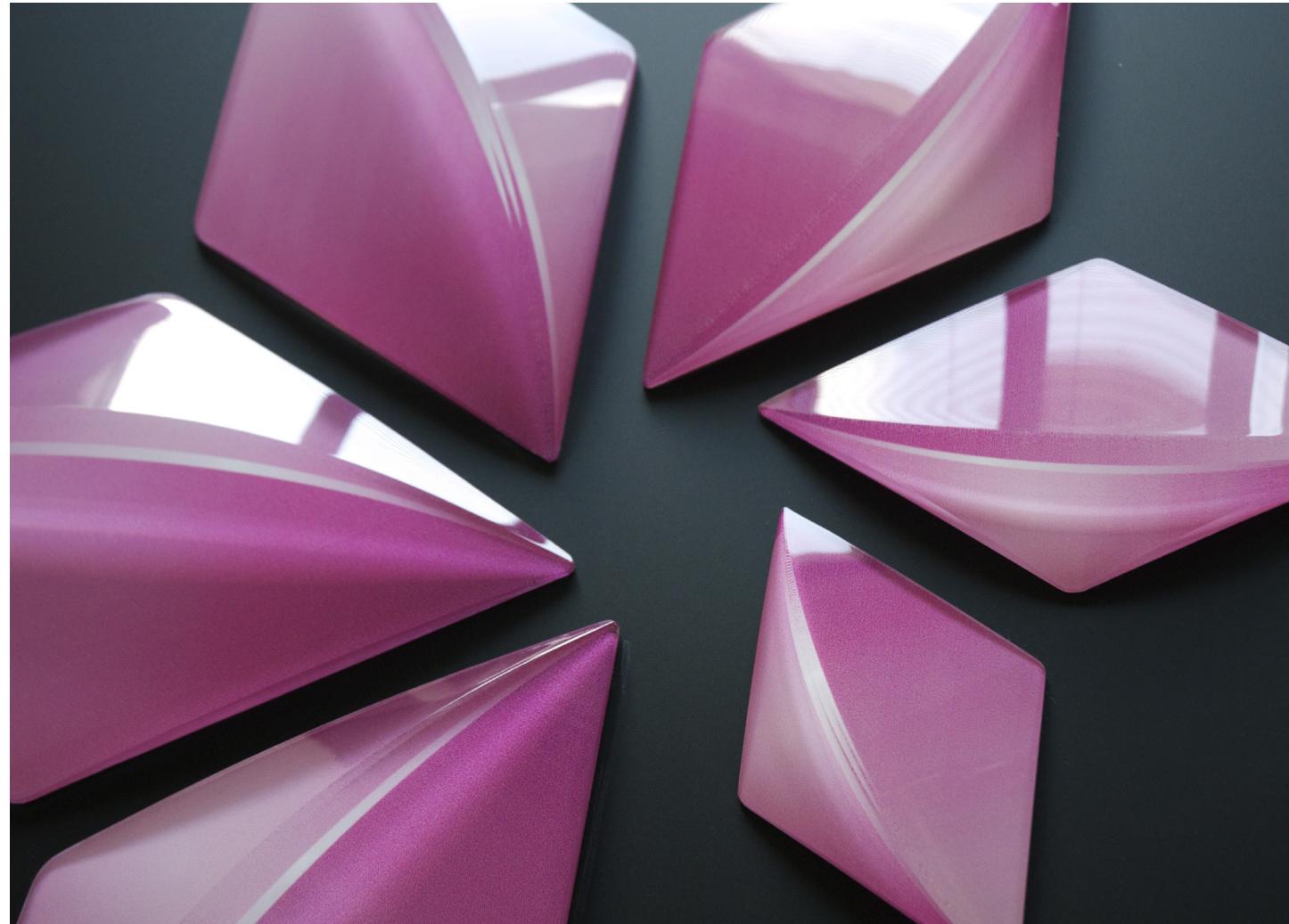
# Visual identity

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Is it more to our visual identity than meets the eye? Definitely. Our visual identity is a result of serious thinking, hours of research, and reflects both **our heritage and our hopes.**

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## Visual identity



## Our visual identity

Our visual identity is the most visible expression of our brand. It reflects our heritage and culture, the climate that's shaped us, our pioneering spirit and our optimistic view on the future.

For centuries, the northern skies have offered guidance to those who set out in search of new frontiers. With a guiding star as our symbol, the world can continue to look to the North for guidance and leadership as we venture forward into the future of energy.

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