



Brand Style Guide

Logo



Our logo symbolizes what we stand for and represents our reliability, trustworthiness and excellence to our stakeholders.

- The logo is the main element of Chesapeake's identity. It should never be changed or altered. The components of the logo should never be separated.
- The logo should be used as depicted in the guidelines. It should never be decorated, altered, distorted or re-created in any way.
- Refer to the logo colors and usage section to learn more about how to properly reproduce our logo.
- The logo must be reproduced from an original electronic file.

To protect the Chesapeake brand and ensure all uses of the company's logos are consistent with its style and standards, approval is required on all designs using this logo. The process is simple and no forms are required. Email the design and full details of your request to brandchk@chk.com.

Approval for one use or design does not imply general approval for the use of the logo in other applications. Please send any questions to brandchk@chk.com.

Colors

Primary logo:

4-color process (CMYK)

To build a consistent identity, it is important to reproduce the logo in this full-color design (with gradients) whenever possible. In situations where the colors cannot be reproduced accurately or when the surface or background on which it is applied does not provide sufficient contrast, alternate versions (below) may be used.



Alternate logos:

3 color (PMS)

A solid color version of the logo should be used when 4-color process printing is not an option.



1 color (black)

A black version should be used when multi-colored printing is not an option or when the logo is printed on a colored background without sufficient contrast.



1 color (reversed)

The white reversed version should be used only when the logo must reverse out of a dark background. This logo option should only be used when it is not possible to use the full-color or solid black logo.



Primary colors:

PMS SPOT COLOR:

Pantone 286

4-COLOR PROCESS:

Cyan:	100%
Magenta:	60%
Yellow:	0%
Black:	0%

RGB VALUE:

R:	0
G:	93
B:	170

PMS SPOT COLOR:

Pantone 376

4-COLOR PROCESS:

Cyan:	50%
Magenta:	0%
Yellow:	100%
Black:	0%

RGB VALUE:

R:	141
G:	198
B:	63

PMS SPOT COLOR:

Pantone Black

4-COLOR PROCESS:

Cyan:	0%
Magenta:	0%
Yellow:	0%
Black:	100%

RGB VALUE:

R:	35
G:	31
B:	32

Secondary color:

PMS SPOT COLOR:

Pantone 2995

4-COLOR PROCESS:

Cyan:	80%
Magenta:	8%
Yellow:	0%
Black:	0%

RGB VALUE:

R:	0
G:	173
B:	232

Clear space and minimum size

Clear space: For visibility, impact and overall integrity, it is important to retain a designated clear space around the logo. The minimum clear area around the logo should be equal to the height of an “e” in the logo. Clear space should never be intersected or intruded upon by other graphic objects or an edge.



Minimum size: The logo should never be used smaller than 0.625" high.



Background control

The logo is designed to be used on a white or light background.

When the logo is placed on a black or dark background, use the white reversed version.

When the logo is placed on a photographic image, the background should always provide sufficient contrast to the logo. Textured backgrounds should never visually compete with the logo.



white background (preferred)



light background



reversed on dark background



reversed on an image

Never place the logo on backgrounds that do not provide sufficient contrast.



Incorrect use

Incorrect usage of the logo can jeopardize the trademark rights and create confusion in the marketplace. These examples show how the logo should NOT be used:

- Do not change the appearance or shape of any elements in the logo.
- Do not combine the logo with any other graphic elements.
- Do not use any element of the logo as a substitute for the corporate identity or company brand name, such as in headlines, titles or text.
- Do not split any element of the logo.
- Do not use the logo as a design device or element, such as in a repetitive or 3-D manner.
- Do not use colors other than those specified by this guideline.



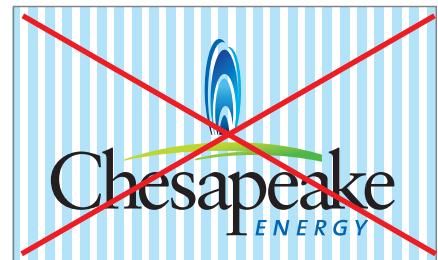
Don't change the colors of the logo.



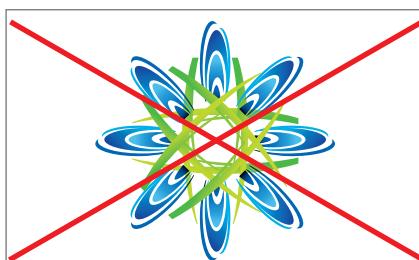
Don't outline the logo.



Don't change the proportions of the elements.



Don't place the logo on a distracting background.



Don't create patterns from the logo or its elements.



Don't skew, distort or place the logo at an angle.

Typography

Chesapeake Energy's primary typefaces are Franklin Gothic and Century. They should be used in all professionally produced corporate communication materials.

FRANKLIN GOTHIc

BOOK

Chesapeake Energy

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

MEDIUM

Chesapeake Energy

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

DEMI

Chesapeake Energy

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

BOOK ITALIC

Chesapeake Energy

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

MEDIUM ITALIC

Chesapeake Energy

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

DEMI ITALIC

Chesapeake Energy

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

CENTURY

BOOK

Chesapeake Energy

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

BOLD

Chesapeake Energy

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

BOOK ITALIC

Chesapeake Energy

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

BOLD ITALIC

Chesapeake Energy

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789