SEPTEMBER 2016

Sanjel ENERGY SERVICES

GRAPHICS STANDARDS MANUAL

Introduction

The Sanjel Graphics Standards Manual has been developed specifically to provide employees with the tools and knowledge necessary to further enhance the power and value of our brand. The manual outlines the correct usage of our brand for various internal and external communications initiatives.

TABLE OF CONTENTS

CORPORATE LOGO

We have invested significantly in our corporate logo.

The logo is the critical design element that represents our Company and may not be altered or distorted in any way. It is the element that symbolizes the essence of our brand and our corporate mission and separates us from the competition. Please keep the following guidelines in mind when applying the logo to any form of internal or external documentation.

The Primary Logo

The Sanjel primary logo should be used for all internal and external communications; including (but not limited to) business cards, letterhead, fax cover sheets, digital media, brochures, advertising, technical handouts, equipment, etc. It is the first and foremost representation of our corporation and must be used consistently in the proper, approved forms.

SAFETY AREA

In order to avoid visual interference with other graphical elements shown with the logo, the logo must always have a proportionately generous amount of white or 'clear' space around it. The value of X equals the height of the stacked 'ENERGY SERVICES' text of the logo. The clear space indicates the **minimum** allowable, if possible, allow more.

Brand Colours

The correct application of the corporate brand colours is essential to the visual identity of Sanjel and critical to maintaining brand integrity. The standards for these colours are available in the latest edition of the Pantone® Colour Formula Guide. Four colour applications of the Sanjel logo must use Pantone® Process Colour, or its process colour equivalent.

Pantone® 209 C

C	14	**R**	110
M	94	**G**	39
Y	36	**B**	61
K	60		

HTML 6E273D

Pantone® Cool Gray 11 C

C	48	**R**	77
M	36	**G**	79
Y	24	**B**	83
K	66		

HTML 4D4F53

COLOUR VARIATIONS

In instances where the four colour primary logo cannot be used, one of the approved variations below can be used.

BLACK
For use on a solid, light colored or photographic background

WHITE / KNOCKOUT ON BLACK

WHITE / KNOCKOUT ON PANTONE® 209 C

Logo Integrity

The Sanjel logo is a very valuable corporate asset and the brand equity must not be depreciated in any way. The logo must not be distorted, skewed, or disproportionately scaled for any application. Logo integrity must take precedence over any and all spatial considerations.

INCORRECT USAGE

The examples below represent some common **incorrect** iterations of the logo.

Stretched vertically

Stretched horizontally

Arched, skewed or rotated

AVOIDING COMMON ERRORS

The examples below represent some common **errors** that will damage the integrity of the mark.

No change of colors

No gradients

No outlines / strokes

No drop shadows

No text alterations or rearrangments

No applications on busy backgrounds

TYPOGRAPHY

All Sanjel communications must use our corporate (primary, secondary or alternative) typefaces in order to achieve the company's goal of exceptional branding. Like the corporate logo, the corporate fonts communicate very specific messages about Sanjel's corporate personality. Use of non-approved corporate or alternative fonts can compromise Sanjel's branding efforts.

Corporate Typefaces

The corporate typefaces for Sanjel are **Univers LT Std** and **Helvetica Neue LT**. All external and internal communications must use one of the primary corporate typefaces when available. Use of non-approved corporate or alternative fonts can compromise the Sanjel brand integrity.

PRIMARY TYPEFACE

Helvetica Neue LT is the primary sans-serif typeface for Sanjel and is to be used for **all instances of hi-level messaging**, including, but not limited to, headlines, subheads, names, etc.

Helvetica Neue LT LIGHT CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ – abcdefghijklmnopqrstuvwxyz – 0123456789!@#$%&*()™£¢æ©ƒ

Helvetica Neue LT LIGHT CONDENSED OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ – abcdefghijklmnopqrstuvwxyz – 0123456789!@#$%&()™£¢æ©ƒ*

Helvetica Neue LT CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ – abcdefghijklmnopqrstuvwxyz – 0123456789!@#$%&*()™£¢æ©ƒ

Helvetica Neue LT CONDENSED OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ – abcdefghijklmnopqrstuvwxyz – 0123456789!@#$%&()™£¢æ©ƒ*

Helvetica Neue LT BOLD CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ – abcdefghijklmnopqrstuvwxyz – 0123456789!@#$%&*()™£¢æ©ƒ

Helvetica Neue LT BOLD CONDENSED OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ – abcdefghijklmnopqrstuvwxyz – 0123456789!@#$%&*()™£¢æ©ƒ

Corporate Typefaces

SECONDARY TYPEFACE

Univers LT Std is the secondary sans-serif typeface for Sanjel and is to be used for instances of **body copy only**.

Univers LT Std LIGHT CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ – abcdefghijklmnopqrstuvwxyz – 0123456789!@#$%&*()™£¢æ©ƒ

Univers LT Std LIGHT CONDENSED OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ – abcdefghijklmnopqrstuvwxyz – 0123456789!@#$%&()™£¢æ©ƒ*

Univers LT Std CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ – abcdefghijklmnopqrstuvwxyz – 0123456789!@#$%&*()™£¢æ©ƒ

Univers LT Std CONDENSED OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ – abcdefghijklmnopqrstuvwxyz – 0123456789!@#$%&()™£¢æ©ƒ*

Univers LT Std BOLD CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ – abcdefghijklmnopqrstuvwxyz – 0123456789!@#$%&*()™£¢æ©ƒ

Univers LT Std BOLD CONDENSED OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ – abcdefghijklmnopqrstuvwxyz – 0123456789!@#$%&*()™£¢æ©ƒ

Corporate Typefaces

ALTERNATE TYPEFACE

Arial is the approved alternate typeface for Sanjel, and is **only to be used in instances when the primary and secondary corporate typefaces are not available.**

Univers LT Std LIGHT CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ – abcdefghijklmnopqrstuvwxyz – 0123456789!@#$%&*()™£¢æ©ƒ

Univers LT Std LIGHT CONDENSED OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ – abcdefghijklmnopqrstuvwxyz – 0123456789!@#$%&()™£¢æ©ƒ*

Univers LT Std CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ – abcdefghijklmnopqrstuvwxyz – 0123456789!@#$%&*()™£¢æ©ƒ

Univers LT Std CONDENSED OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ – abcdefghijklmnopqrstuvwxyz – 0123456789!@#$%&()™£¢æ©ƒ*

Univers LT Std BOLD CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ – abcdefghijklmnopqrstuvwxyz – 0123456789!@#$%&*()™£¢æ©ƒ

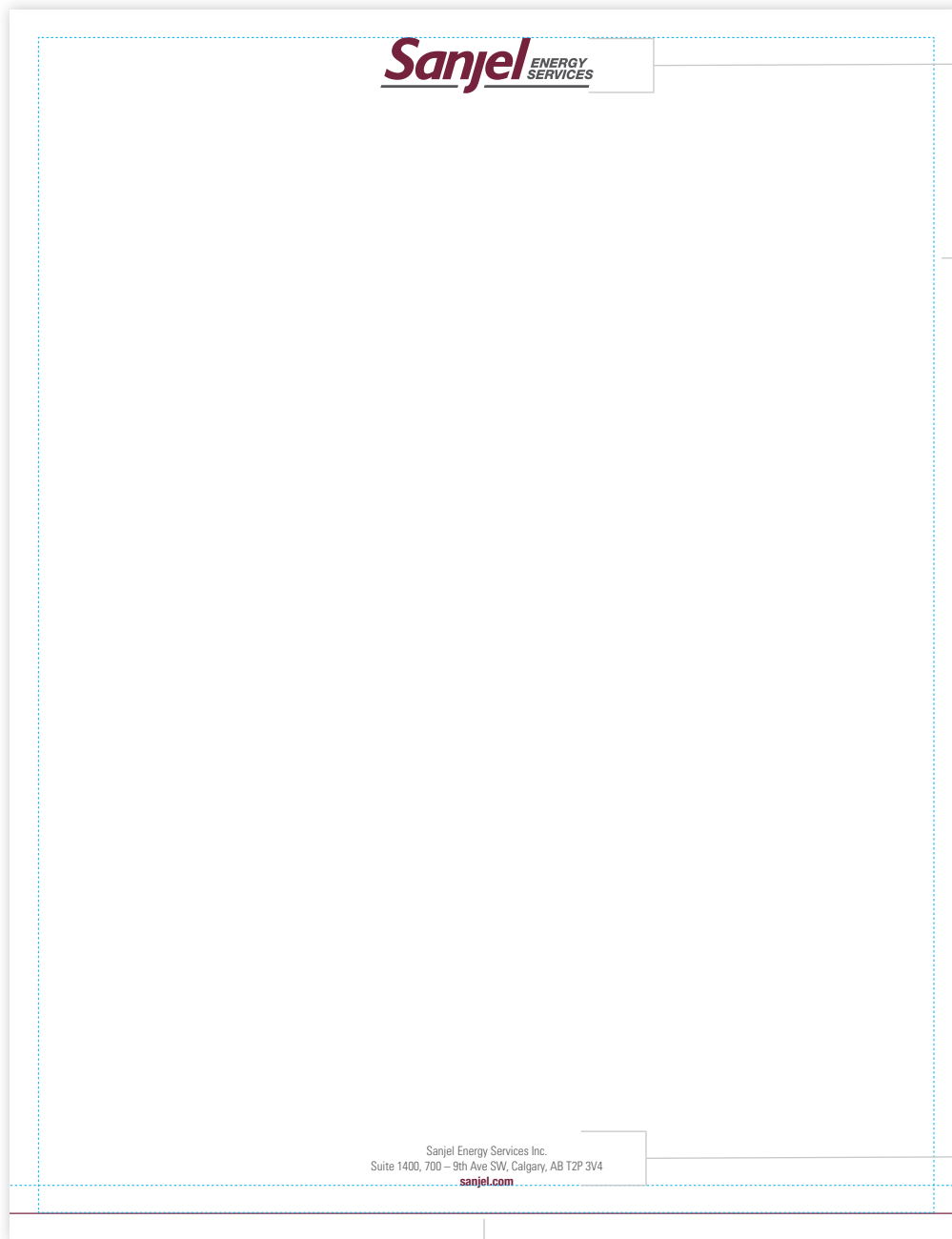***Univers LT Std BOLD CONDENSED OBLIQUE***
ABCDEFGHIJKLMNOPQRSTUVWXYZ – abcdefghijklmnopqrstuvwxyz – 0123456789!@#$%&*()™£¢æ©ƒ

STATIONERY

This section sets out the general requirements and design standards for the Sanjel stationery. Since Sanjel's stationery is the company's most common communication item, its contribution to the Corporate identity is significant. Because of its importance, each item is described in detail to ensure suppliers and printers consistently provide high-quality results.

Information regarding typography, format, logo size, colour and printing method is repeated throughout this section to make individual pages easy to work with and to help ensure consistency is maintained.

Letterhead

Sanjel ENERGY SERVICES

Sanjel Energy Services Inc.
Suite 1400, 700 – 9th Ave SW, Calgary, AB T2P 3V4
sanjel.com

LOGO

Centered at the top
of the page. Placed at
a height of 0.5".

MARGIN

All content sits within
a 0.25" safety margin.

CONTACT INFORMATION

ADDRESS:
8pt / 9.6pt
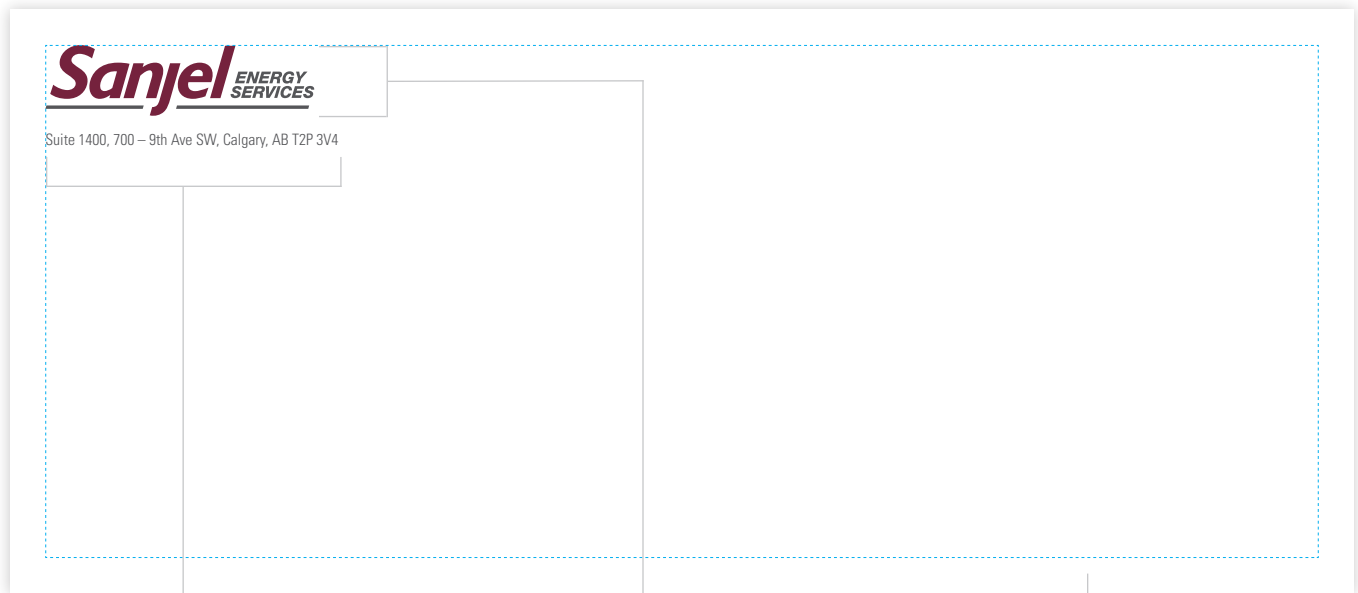Pantone® Cool Gray 11 C
Univers LT Std Light Condensed

URL:
8pt / 9.6pt
Pantone® 209 C
Univers LT Std Bold Condensed

RULE

0.75pt rule in Pantone® 209 C

Envelope

Sanjel ENERGY SERVICES

Suite 1400, 700 – 9th Ave SW, Calgary, AB T2P 3V4

CONTACT INFORMATION

ADDRESS:
8pt / 9.6pt
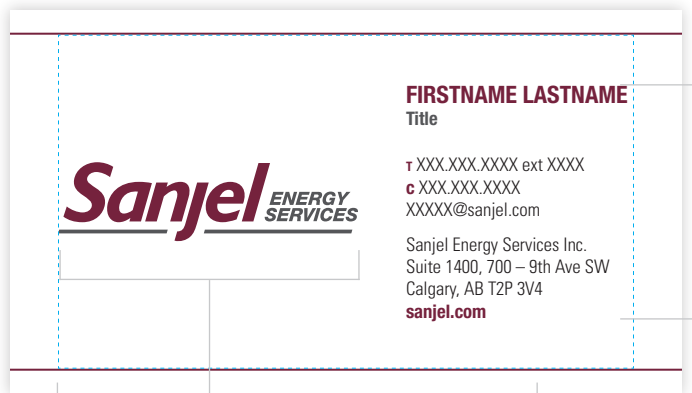Pantone® Cool Gray 11 C
Univers LT Std Light Condensed

LOGO

Placed at the top left of the envelope and at a height of 0.5".

MARGIN

All content sits within a 0.25" safety margin.

Business Card

FIRSTNAME LASTNAME
Title

T XXX.XXX.XXXX ext XXXX
C XXX.XXX.XXXX
XXXXX@sanjel.com

Sanjel Energy Services Inc.
Suite 1400, 700 – 9th Ave SW
Calgary, AB T2P 3V4
sanjel.com

LOGO

Centered vertically on the left side of the card. Placed at a width of 1.5625".

RULES

0.75pt rules in Pantone**®** 209 C, on the top and bottom margins.

MARGIN

All content sits within a left and right margin of 0.25" and a top and bottom margin of 0.125".

CONTACT INFORMATION

NAME (UPPERCASE):
9pt / 10.8pt
Pantone**®** 209 C
Univers LT Std Bold Condensed

TITLE:
7pt / 8.4pt
Pantone**®** Cool Gray 11 C
Univers LT Std Bold Condensed

PHONE NUMBERS AND EMAIL:
7pt / 8.4pt
Black
Univers LT Std Light Condensed

DESIGNATORS (small caps):
7pt / 8.4pt
Pantone**®** 209 C
Univers LT Std Bold Condensed

ADDRESS:
7pt / 8.4pt
Black
Univers LT Std Light Condensed

URL:
7pt / 8.4pt
Pantone**®** 209 C
Univers LT Std Bold Condensed

PHOTOGRAPHY

The purpose of this section is to guarantee the consistency of our image by defining the guidelines for the use and application of photography across all internal and external communication materials.

Photography

Photography should capture dramatic representations of "Sanjel at work" that play off the attitude-infused headlines we use. We want to freeze these moments in time and witness the determination and problem-solving expertise of Sanjel team members while they go about their jobs – whether that occurs in the lab, in training rooms, or out in the field.

CONSIDERATIONS

The following are guidelines for choosing appropriate photography:

- If Sanjel team members are being photographed, ensure they are doing something, not standing around
- If Sanjel team members are being photographed, ensure they are not looking at the camera and their attention is on the task at hand
- Images are captured in the light of morning and evening if outside, or in dramatic, professionally lit environments indoors
- Images have strong contrast
- Black and white photography is recommended

EXAMPLES OF APPROPRIATE PHOTOGRAPHY

photo example here

photo example here
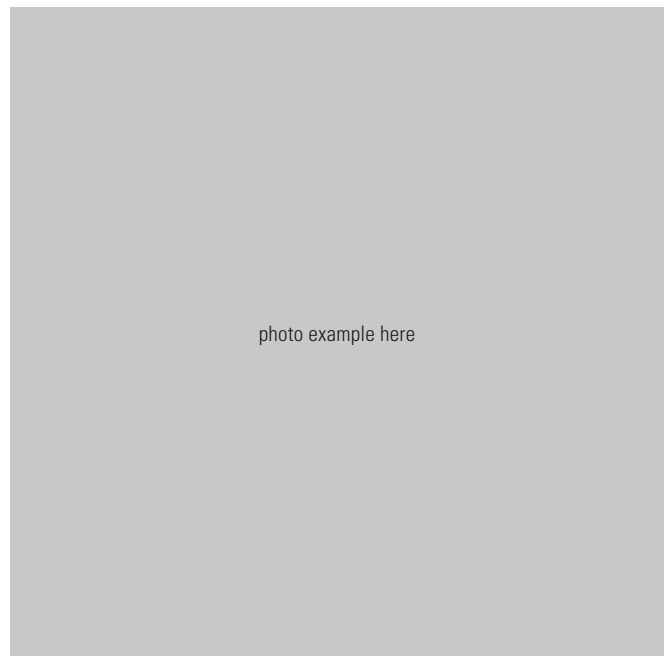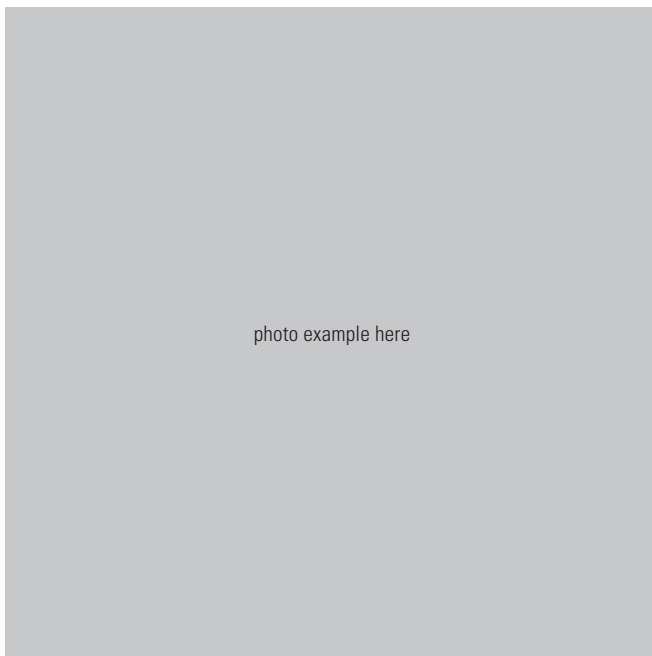
MISCELLANEOUS USAGES

Due to the limitations of varying printing processes involved in producing various types of collaterial, special care should be taken to ensure the graphic integrity of the corporate identity. Always use electronic or hard copy reproduction art to reproduce the Sanjel logo.

Understanding File Types

When applying the corporate logo for internal or external usages, different applications require different digital files for optimal reproduction.

For instance, the type of file necessary for a Microsoft Word template will require a different type of file than exterior vinyl lettering for field signage. Outside suppliers will also use different software applications which will require difference types of digital files, some of which may be 'raster' based or 'vector' based. To help clarify which kind of digital file is most appropriate, one must understand the difference between a 'raster' image and a 'vector' image.

RASTER IMAGES

A 'raster' image is a graphic in which information is stored pixel by pixel and can contain millions of different colors, each one represented by a single pixel. Having enough pixels to effectively reproduce the image is essential. An image that is not of sufficient resolution will appear 'chunky' as if it were already being viewed close up. Raster images are best suited for 4-colour process (CMYK) printing which is the technique used for reproducing photographs in order to recreate the continuous tone of an image. The 'raster' image is also the required format for graphics intended to be viewed on screen due to the very nature of how monitors, televisions, and onscreen projectors use RGB pixel technology. Raster images can be compressed to look high quality on screen while actually being small in size to allow for fast viewing and easy download.

These compressed images may not contain enough pixels to reproduce with sufficient clarity to print.

A pixel image built with millions of coloUr to create a continuous tone image.

A magnified view of the image shows the number of colour changes that create a photo. Vector files cannot display this level of colour change in an efficient manner.

Each 'pixel' is a calculated combination of varying levels of CMYK (for print) or RGB (for web).

Understanding File Types

VECTOR IMAGES

A 'vector' image is a graphic in which information is object based rather than pixel based. Vector images are actually a compilation of mathematically defined areas that are filled or outlined with color. Vector images suit themselves well to spot color designs, with hard color areas and exact uniform color transitions or graduations. They also have an advantage over raster images in that they can be infinitely scaled up or down with zero loss of image definition, and file sizes are a fraction of raster images. Vector images are not used for photographic images or for images that would be based for use on the web.

A pixel image is built with lines and shapes, calculated mathematically, and can be altered to any size without distortion or change in file size.
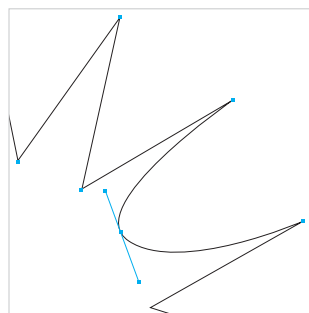
The shape is made up of simple lines that are connected with 'nodes' that easily allow for alteration and scalability without affecting file size.

APPROPRIATE SOFTWARE AND FILE TYPES

Below is a table illustrating which type of raster or pixel file is most suitable for various projects and the corresponding compatible software application to use for the greatest success.

Raster Programs	Raster File Types		Typical Usages
Adobe Photoshop Corel Photo-Paint	.tif .jpg .gif	.bmp .png .psd	Adobe InDesign (document layout) Imported into Microsoft PowerPoint Imported into Microsoft Word Web Graphics

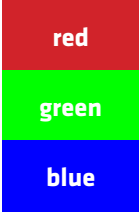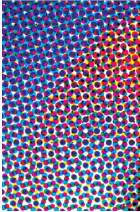| Vector Programs	Vector File Types		Typical Usages
Adobe Illustrator Corel Draw Macromedia Flash	.ai .wmf .cdr	.eps .swf	Adobe InDesign (document layout) Imported into Microsoft PowerPoint Imported into Microsoft Word Computer cut vinyl (signage, fleet) Embroidery & silkscreening

The Challenge of Colour Consistency

Maintaining colour consistency is one of the biggest challenges in creating a successful corporate identity program.

Even with the technical achievements made in digital colour printers, shifts in colour from device to device will continue to occur. The advancing technology of the internet and the use of PDF (Portable Document Format) digital files has increased flexibility in viewing colour documents on-screen but have also created new obstacles in reproducing colour accurately.

UNDERSTANDING COLOUR

Below is a diagram that explains the complexities of maintaining colour consistency.

red / **green** / **blue**	RGB colours refer to the combination of Red, Green & Blue to create images onscreen. All images used for the Internet, Email, PowerPoint Presentations, etc. are built using RGB colours but are not appropriate for printed items.
cyan / **magenta** / **yellow** / **black**	CMYK colours refer to the combination of Cyan, Magenta, Yellow & Black to create images for the printed page (process colour). CMYK images are not appropriate for viewing onscreen.
	Process colours are a combination of differing levels of Cyan, Magenta, Yellow & Black, printed at different screen angles to produce a composite recreation of a desired colour. Some colours recreate better than others, due to the nature of how the combination of CMYK inks blend together.
Pantone® 209 C	The Pantone® Colour Formula Guide is an offset printed sample of actual printing ink on either matte or glossy paper. The Pantone® system is the international standard of colour matching and is the truest and most accurate representation from which to proof colours against.

In digital applications, maintaining correct colour involves using certain types of images for particular uses and each kind of file interpolates colour in different ways. Other factors that affect colour are the types of paper used when printing, the lighting conditions (florescent, natural lighting, halogen, etc.) and colour calibration of computer monitors.

Ultimately, the only guarantee to achieve successful colour consistency is by visually matching colour output to the Pantone® Colour Formula Guide.