ExxonMobil

ExxonMobil Brand Guidelines

Version 1.0 December, 2013

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Introduction

Why our brand is important.

Our company brand is one way to communicate who we are — it signals our commitment to safety, environmental responsibility, technology leadership and conducting our business with integrity. It is important to maintaining our license to operate, defending the value of our company and laying the foundation to capture future business opportunities.

A strong brand is not a given — it requires necessary assets and purposeful management to ensure consistency of presentation and communications across all media.

This document serves as a strategic communications tool, helping us build and maintain our brand around a common strategy, visual vocabulary and tone. These guidelines, when used effectively, serve as the foundational tool needed to achieve a strong brand.

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How to utilize these guidelines.

These guidelines are intended for ExxonMobil employees and approved agencies who are responsible for preserving the integrity of the ExxonMobil brand.

Also included in this document are select guidelines and specifications that are applicable across all ExxonMobil functional companies; however, comprehensive support for marketing brands can be found within their specific brand guidelines documents.

This document will guide you through:

1. Understanding our company
   Learn what makes us unique, what we see as opportunity, the way we work and why that's important.
2. Learning about our brand elements
   Become familiar with the brand elements we use to differentiate from competitors and connect to our audiences.
3. Delivering communication needs
   Use these brand elements to effectively create and manage branded applications throughout the organization.

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1.0 Our company

1.01 Who we are
1.02 What we do
1.03 How we do it
1.04 Why we do it
1.05 Energy lives here
1.06 Visualizing energy

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Who we are

We are the 80,000 men and women of ExxonMobil.

We work around the world, every hour of the day, utilizing the most advanced technology to safely and responsibly deliver the energy needed for economic and social progress.

We know that science, technology and engineering in the hands of people with integrity are the keys to the global energy challenge: to expand supplies of energy to meet growing demand, while increasing efficiency and reducing emissions.

We are ExxonMobil.
And we are working to provide the energy needed for progress... for today and tomorrow.

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What we do

We produce and deliver energy —

...from unlocking new sources of energy in places previously thought inaccessible...
to developing abundant new supplies of cleaner burning natural gas...

...from international partnerships and cooperative ventures...
to formulating fuels, lubricants and plastics that help us all do more with less.

At every link in the energy chain, ExxonMobil seeks to advance innovation and technology to deliver the energy the world needs — to make life as we know it possible.

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How we do it

With safety and integrity, discipline and ingenuity, and a commitment to good corporate citizenship.

Safety and integrity

Nothing is more important than safety — wherever we are in the world, whatever the challenge. We are committed to doing the right thing, the right way, *every* time.

Discipline

We believe there are no shortcuts.

The energy imperative demands a long-term view, long-term investment and long-term commitment.

Innovation

It's what drives success.

The fact that we have invested consistently for decades in science and technology is why we succeed.

Citizenship

How we achieve results is as important as the results themselves.

We strive to be a good corporate citizen — working with governments, partnering with local and international organizations, and supporting and strengthening communities around the world.

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Why we do it

Because it's vital.

Energy moves nations, moves economies, moves us forward...

Energy is growth.
Energy is opportunity.
Energy is progress.

Energy makes life as we know it — and as we hope it to be — possible.

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Energy lives here.™

Three words — Energy lives here. — summarize the essential nature of energy in our lives and the role that ExxonMobil plays in making that energy possible.

Energy lives here… inside our company and its employees… in the science and technology we apply to safely deliver the energy the world needs, and to help use it responsibly.

And Energy lives here… in what people achieve with the energy we provide — in the fuels, lubricants and chemicals that give people the energy they need to live.

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Visualizing energy

How we show energy.

We want to make energy tangible to people through powerful and intelligent graphic visualizations in our communications.

We will use a unique branded language that reveals the invisible world of energy and the many ways it positively affects our lives. It's a visual aid that can take varying forms, from literal to metaphorical. It is purposeful, elegant and structured; never random or merely decorative.

Energy Viz.

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2.0 Visual identity

2.01 Brand elements
2.02 ExxonMobil logo
2.08 Typography
2.16 Color
2.24 Imagery
2.25 General imagery
2.31 Energy Viz imagery
2.33 Information graphics

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Brand elements

Our brand elements are the building blocks to our unique ExxonMobil identity that projects our company's expression.

Logo

ExxonMobil

Typography

ABCDEFGHI
abcdefghijkl
1234567890

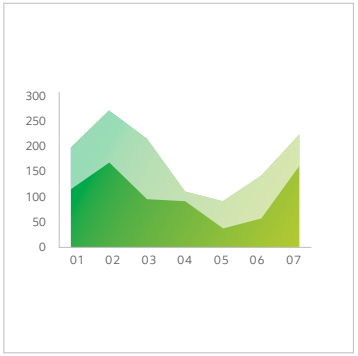
Primary palette

Accent palette

General imagery

Energy Viz imagery

Information graphics



Note: All brand elements are available online at:
EMphotomanager.com

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ExxonMobil logo

The ExxonMobil logo is the cornerstone of our visual identity system. It is the visual representation of the company, across all related corporate assets, entities and businesses. The ExxonMobil logo is a trademark and a brand owned by Exxon Mobil Corporation, and was developed by drawing on the brand heritage of both the Exxon and Mobil companies. The result is a strong, unified and iconic logo.

ExxonMobil

For proper logo usage, refer to the subsequent pages.

Note: Logo artwork is available online at:
EMphotomanager.com

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ExxonMobil logo — Use of the logo and company name

Use of the company's legal name
When referring to the parent corporation Exxon Mobil Corporation, there must always be a space between Exxon and Mobil. This is the only instance in which a space should appear.

Use of ExxonMobil
When referring to the global corporate family or group of companies in general, use "ExxonMobil." There is no space between Exxon and Mobil. Capitalize the initial "E" of Exxon and "M" of Mobil. Do not capitalize the whole company name.

Do not substitute the text "ExxonMobil" with the ExxonMobil logo (except in approved endorsement lines to come in Guidelines version 2.0).

Use of trademark symbols
When using the corporate logo to identify the company, do not use any ™ or ® symbols.

Abbreviations of the company name
Do not abbreviate the company name or use the company's stock symbol to refer to ExxonMobil.

Use of the company's legal name

Be sure there is a space between Exxon and Mobil.

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Use of ExxonMobil

✓ The ExxonMobil guidelines serve as a platform for...

~~The EXXONMOBIL guidelines serve as a platform for...~~

~~The ExxonMobil guidelines serve as a platform for...~~

Use of trademark symbols

~~ExxonMobil™~~

Abbreviations of the company name

~~XOM~~ is the world's largest...

~~EM~~ is the world's largest...

ExxonMobil logo — Color variations

Using the appropriate logo color variations are critical on any application.

Primary color variation
ExxonMobil Red is the primary color for the logo and should be used in all possible instances.

Secondary color variations
ExxonMobil Grey, Black and ExxonMobil Silver may also be substituted in instances where red is not legible or visually appealing.

Reversed
In instances where the background color is too dark to provide sufficient contrast, the logo can be reversed to white. (See the following pages.)

Embossing
In limited instances, embossing can be applied to the logo. These treatments can apply to applications such as promotional giveaways and apparel.

Primary color variation

ExxonMobil Red

ExxonMobil

Secondary color variations

ExxonMobil Grey

ExxonMobil

Black

ExxonMobil

ExxonMobil Silver

ExxonMobil

Reversed

White

ExxonMobil

Note: See "Color — Primary palette specifications" on page 2.18 for exact color formulas.

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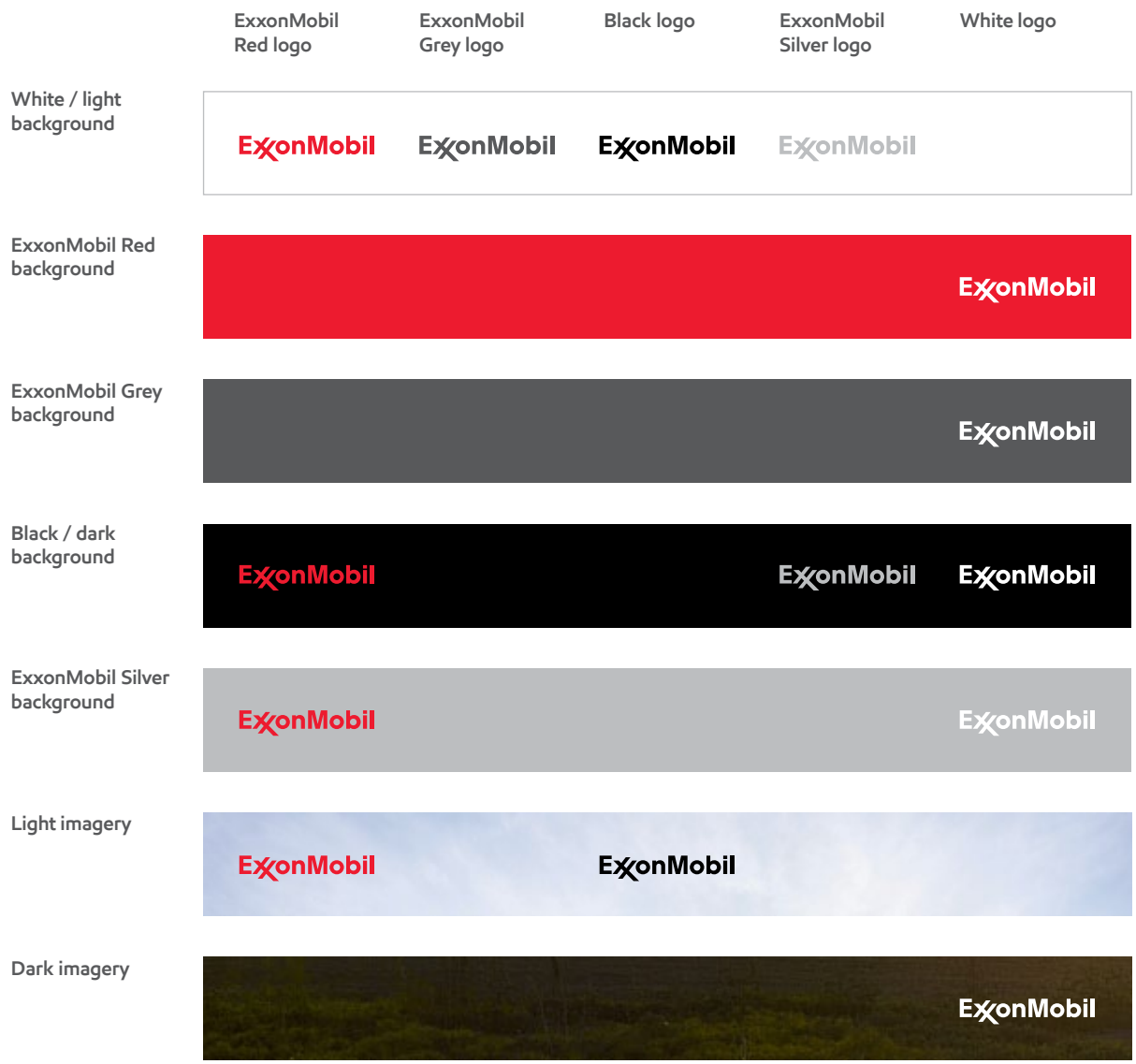
ExxonMobil logo — Backgrounds

To ensure maximum legibility for the logo's appearance, choose the logo color variation most appropriate for the background color or image it is placed on.

When used on imagery, be sure the ExxonMobil logo is placed in an area with no busy elements affecting the logo's legibility.

The ExxonMobil Red logo on a black background should only be used for high-profile, on-screen or digital applications (e.g., TV ads, etc.). For other applications (e.g., printed ads, brochures, promotional items, etc.), use the ExxonMobil logo in Silver or white on a black background.



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ExxonMobil logo — Clear space and minimum sizing

Clear space
A minimum amount of clear space should always surround the logo, separating it from other graphic design elements. This protected area preserves the legibility and visual impact of the logo.

The standard minimum clear space on all sides of the logo is equal to the cap height of the letter "E" in ExxonMobil.

Minimum sizing
The logo has been designed to maintain legibility at most sizes; however when scaling to accommodate smaller applications, consider the legibility limitations provided.

Clear space

The standard minimum clear space is equal to the cap height of the letter "E" in ExxonMobil.

The lower clear space area has changed to begin at the second lowest point of the interlocking X.

Minimum sizing

The ExxonMobil logo may not be reproduced smaller than 19 millimeters, 0.75 inch or 90 pixels wide to ensure its legibility.

Corporate logo
19mm, 0.75", 90px

ExxonMobil

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ExxonMobil logo — Incorrect use

The ExxonMobil logo exists on many applications in different sizes and formats. It is vital that every instance of usage be implemented correctly. Failure to do so can weaken the logo's impact and detract from the consistent brand image that ExxonMobil desires to project.

The examples on the right represent some incorrect uses of the ExxonMobil logo.

Examples

Do not use unapproved logo color variations.

Do not reposition or separate the logo.

Do not use gradients.

Do not skew, distort or stretch the logo.

Do not use drop shadows.

Do not outline the logo.

Do not use the logo on backgrounds that are busy, textured or not enough contrast.

Do not rotate the logo.

Avoid using ExxonMobil Red on black except for high-profile, on-screen or digital applications.

Do not fill type with imagery.

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Typography

The use of our proprietary EMprint font visually enhances our messaging through its engineered, yet fluid, characteristics. It is well balanced, precise and efficient while representing a human and approachable tone.

EMprint

Note: The EMprint font is available online at: EMphotomanager.com

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Typography — Fonts

Primary font
EMprint has been specifically designed as a primary asset within the visual system. Its weights — Light, Regular and Semibold — are provided to accommodate a range of communication needs.

Desktop font
In instances where EMprint is not attainable or may cause incompatibility issues (e.g., Microsoft® Office applications), the use of Arial is recommended.

The EMprint font is available online at:
EMphotomanager.com

Guidelines version 2.0 will contain EMprint Bold, EMprint Bold Italic, EMprint Condensed and EMprint Cyrillic.

Note: The EMprint font is proprietary and cannot be used for any client other than ExxonMobil.

It is recommended to discontinue use of Helvetica Neue and Times Roman and adhere to these provided font options.

Primary font

Use this font for highly visible communication materials. This font should not be used by every employee.

EMprint
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

EMprint Light
EMprint Light Italic

EMprint Regular
EMprint Regular Italic

EMprint Semibold
EMprint Semibold Italic

Desktop font

Use this font for general desktop communication needs.

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Regular
Arial Regular Italic

Arial Bold
Arial Bold Italic

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Typography — Styles

Typography should be used to establish a clear hierarchy of information and help the audience navigate the content. The examples on the right illustrate the recommended hierarchy between typographic styles. It is always important to consider the type of application and how the content is presented to ensure readability and impact.

Headlines

- Use EMprint Light, left alignment, sentence case (capitalize the first word as in a sentence).
- Use white type on a dark background (example A).
- Gradations may only be used for headlines appearing on a light or white background (example B).
- See "Color — Gradation" on page 2.20 for more details on applying gradation.

Subheadlines

- Use EMprint Regular, left alignment, sentence case, (capitalize the first word as in a sentence).
- The type size should be half of the headline's x-height size.
- Use white type on a dark background (example A).
- Gradations may only be used for subheadlines appearing on a light or white background (example B).
- See "Color — Gradation" on page 2.20 for more details on applying gradations.
- Consider the color used on the adjacent headline when applying color to the subheadline.

All caps

Do not use all caps in any headlines or body copy.

Note: For the most accurate formatting, refer to the provided template.

Headline A

Subheadline A

Subheadline B

Headline B

All caps

✓ A world powered by progress

~~A WORLD POWERED BY PROGRESS~~

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Typography — Styles, continued

Callouts
- Used to delineate content, segregate information and create visual interest.
- EMprint Light, left alignment, sentence case is the preferred style. Other styles such as EMprint Light Italic may be used depending on how the content is presented.
- Use color that works well with the color theme selected for the layout.

Subheadlines
- Use EMprint Semibold, left alignment, sentence case.

Body copy
- Use EMprint Regular, left alignment, sentence case.
- Use ExxonMobil Grey type on a white background.
- Use white type on a dark background.

Captions
- Use EMprint Regular, left alignment, sentence case.

Note: For the most accurate formatting, refer to the provided template.

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Typography — Styles, continued

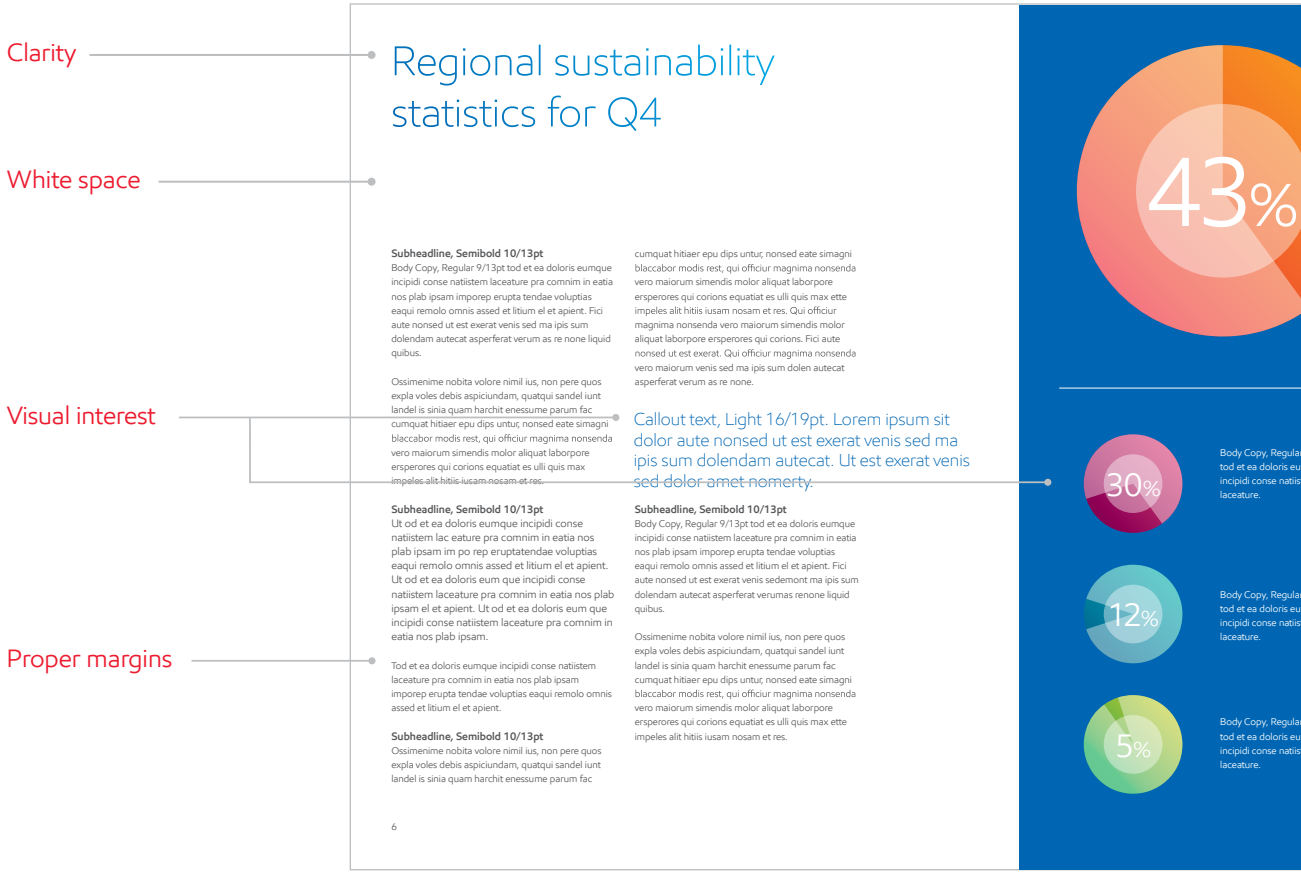
Clarity
- Establish a clear hierarchy of information with type size, weight and color.
- Always be sure that there is sufficient contrast between the type and background for clear readability.

White space
- It is important that white space is well balanced and respected to reinforce the brand's open, clean and modern look and feel.
- Always surround key information such as headlines and callouts with a generous amount of white space for clarity and readability. (White space is not defined as "white in color," rather defined as the space, so it is relevant on color backgrounds.)

Visual interest
- Use elements such as callouts, information graphics, color, type size and weight to give visual breaks and to highlight information throughout a layout.
- Be careful not to overcrowd the layout with too many elements.

Proper margins
- Be sure there is appropriate breathing room on the margins of applications. Printing errors and visual tension is problematic when the content is too close to the edge.

Ligature use
- Avoid using ligatures (e.g., fi, fl, etc.), especially in large titles and signage.



Ligature use

Note: For the most accurate formatting, refer to the provided template.

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Typography — Incorrect use

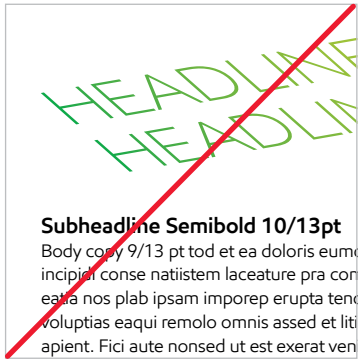
To ensure that our communication materials are clear, unique and consistent, carefully follow typography usage principles.

The examples on the right represent some incorrect uses of typography.

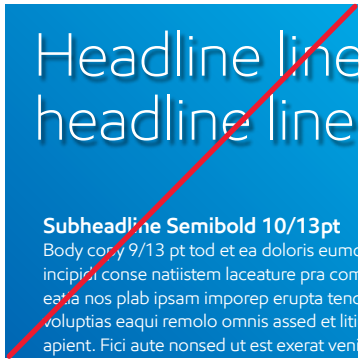
Do not use unapproved fonts.

Avoid using all caps.

Avoid using ligatures (especially in large titles and signage). Be sure the software program's ligature option is disabled.



Do not skew, distort, rotate or stretch fonts.



Avoid adding any effects, such as drop shadows.

Avoid placing copy on busy backgrounds or on backgrounds without sufficient contrast.

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Typography — Non-Latin uses

Non-Latin languages are not available in EMprint. Therefore, to maintain typography consistency across all regions, use the fonts listed here for specific language needs.

In the following specimens, the EMprint font is displayed above its associated match for visual comparison.

Chinese (traditional)

M Hei HK

Note: Traditional Chinese is mainly used in Taiwan and Hong Kong.

M Hei HK Light

We are the world's largest
是世界上总市值最大的股票公

M Hei HK Medium

We are the world's largest
是世界上总市值最大的股票公

M Hei HK Heavy

We are the world's largest
是世界上总市值最大的股票公

M Hei HK Xbold

We are the world's largest
是世界上总市值最大的股票公

Chinese (simplified)

M Hei PRC

Note: Simplified Chinese is mainly used on the mainland of China.

M Hei PRC Light

We are the world's largest
中美两国科学家近日发现

M Hei PRC Medium

We are the world's largest
中美两国科学家近日发现

M Hei PRC Heavy

We are the world's largest
中美两国科学家近日发现

M Hei PRC Xbold

We are the world's largest
中美两国科学家近日发现

Japanese

Axis

Axis Extra light

We are the world's largest
とりなくこゑす ゆめさませ

Axis Light

We are the world's largest
とりなくこゑす ゆめさませ

Axis Medium

We are the world's largest
とりなくこゑす ゆめさませ

Axis Bold

We are the world's largest
とりなくこゑす ゆめさませ

Note: Fonts are available online at:
EMphotomanager.com

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Typography — Non-Latin uses, continued

Korean

YD Gothic100

YD Gothic 100 — 10

We are the world's largest
엑슨모빌은 실질적으로

YD Gothic 100 — 20

We are the world's largest
엑슨모빌은 실질적으로

YD Gothic 100 — 40

We are the world's largest
엑슨모빌은 실질적으로

YD Gothic 100 — 50

We are the world's largest
엑슨모빌은 실질적으로

Thai

Helvetica Neue Thai

Helvetica Neue Thai Light

We are the world's largest
เอ็กซอนโมบิล คอร์ปอเรชั่น

Helvetica Neue Thai Regular

We are the world's largest
เอ็กซอนโมบิล คอร์ปอเรชั่น

Helvetica Neue Thai Bold

We are the world's largest
เอ็กซอนโมบิล คอร์ปอเรชั่น

Vietnamese

Avenir Next

Avenir Next Thin

We are the world's largest
Quản lý và chủ tịch hội

Avenir Next Regular

We are the world's largest
Quản lý và chủ tịch hội

Avenir Next Semibold

We are the world's largest
Quản lý và chủ tịch hội

Avenir Next Bold

We are the world's largest
Quản lý và chủ tịch hội

Note: Fonts are available online at:
EMphotomanager.com

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Color

Few design elements are more powerful than color. Therefore, it is critical that color be used correctly to ensure a consistent and unified presentation of our brand.

Primary palette
The primary colors represent the very core of the ExxonMobil brand and are used within many ExxonMobil brand logos and applications.

Accent palette
Our broad range of accent colors adds flexibility and vibrancy to our communication materials. Use sparingly and purposefully.

Primary palette

ExxonMobil Red

White

ExxonMobil Grey

Black

ExxonMobil Blue

ExxonMobil Silver

Note: Use for metallic applications only.

Accent palette

ExxonMobil Burgundy

ExxonMobil Vermilion

ExxonMobil Orange

ExxonMobil Amber

ExxonMobil Yellow

ExxonMobil Lime

ExxonMobil Green

ExxonMobil Turquoise

ExxonMobil Sea Blue

ExxonMobil Cyan

ExxonMobil Indigo

ExxonMobil Violet

ExxonMobil Purple

ExxonMobil Cerise

ExxonMobil Plum

ExxonMobil Ruby

Note: All color names and color values from the old corporate identity materials are no longer valid and should no longer be used.

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Color — Hierarchy

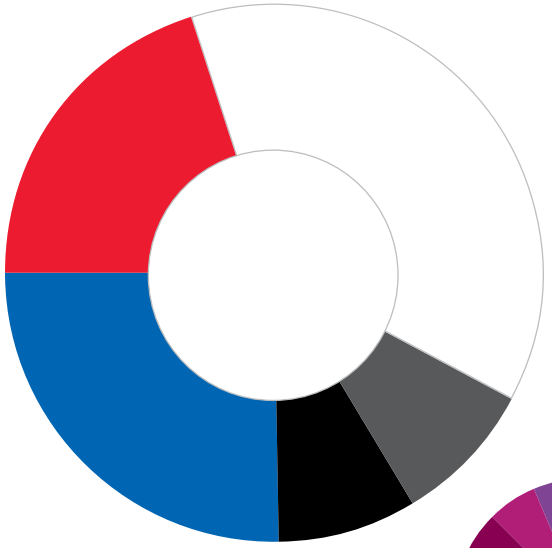
The primary and accent color palettes provide a range of visual opportunities throughout the design system. With these opportunities comes the importance of understanding where and when the palettes should be used.

Primary color palette
The primary palette should be used first and frequently throughout the visual system. Hero application areas such as brochure covers, presentation covers and website home pages should be used with this palette to reinforce ExxonMobil's brand especially in external industry contexts.

Accent color palette
The accent palette should be used for highlighting key information such as headlines, callouts and information graphics. Always use these accent colors purposefully and in a limited amount to maintain their effectiveness.

Primary color palette

Hero application examples:
- Brochure covers
- Presentation covers
- Website home page
- Tradeshow hero panel
- Posters



Accent color palette

Supporting element examples:
- Inside spreads
- Information graphics
- Page headlines

Note: The color wheels shown demonstrate general percentage of color usage — not actual color combination recommendations.

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Color — Primary palette specifications

To maintain color consistency across all media, specifications have been prepared for Pantone®, CMYK, RGB and HTML formats. It is strongly advised to check with your printer to ensure proper color reproduction.

All color names and color values from the old corporate identity materials are no longer valid and should no longer be used.

	Color Name	Pantone®	CMYK	RGB	HTML
	ExxonMobil Red	485 C	0 100 90 0	254 0 12	#D42E12
	White	n/a	0 0 0 0	255 255 255	#FFFFFF
	ExxonMobil Grey **Note:** This color value has changed.	Cool Grey 11 C	0 0 0 80	90 90 90	#5A5A5A
	Black	Process Black	0 0 0 100	0 0 0	#2B2926
	ExxonMobil Blue	293 C	100 60 0 0	12 71 157	#0047BA
	ExxonMobil Silver	877 C	0 0 0 30	181 181 181	#B5B5B5

Note: The colors shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone, Inc.

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Color — Accent palette specifications

To maintain color consistency across all media, specifications have been prepared for Pantone®, CMYK, RGB and HTML formats. It is strongly advised to check with your printer to ensure proper color reproduction.

All color names and color values from the old corporate identity materials are no longer valid and should no longer be used.

	Color Name	Pantone®	CMYK	RGB	HTML
	ExxonMobil Burgundy	187 C	7 100 82 26	166 25 46	#A6192E
	ExxonMobil Vermilion	166 C	0 81 100 0	240 88 34	#F05822
	ExxonMobil Orange	144 C	0 51 100 0	237 139 0	#ED8B00
	ExxonMobil Amber	143 C	0 32 87 0	242 172 51	#F2AC33
	ExxonMobil Yellow	116 C	0 15 100 0	255 215 0	#F7D117
	ExxonMobil Lime	390 C	27 2 100 3	180 212 5	#B4D405
	ExxonMobil Green	347 C	93 2 100 2	0 161 77	#00A14D
	ExxonMobil Turquoise	326 C	81 2 39 2	0 172 168	#00ACA8
	ExxonMobil Sea Blue	7705 C	100 13 5 41	0 112 150	#007096
	ExxonMobil Cyan	299 C	86 8 0 0	0 163 224	#00A3E0
	ExxonMobil Indigo	294 C	100 69 7 30	0 47 108	#002F6C
	ExxonMobil Violet	7672 C	85 84 2 6	58 57 123	#3A397B
	ExxonMobil Purple	7662 C	60 87 5 0	122 65 131	#7A4183
	ExxonMobil Cerise	7647 C	31 100 18 2	189 47 127	#BD2F7F
	ExxonMobil Plum	228 C	16 100 14 42	137 12 88	#890C58
	ExxonMobil Ruby	7635 C	2 90 25 8	215 56 114	#D73872

Note: The colors shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone, Inc.

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Color — Gradation

Gradations are a unique design treatment within our visual system. They convey dynamism, innovation and progress. Gradations also function as a very powerful connector, linking our core visual system applications to the Energy Viz imagery used in advertising and high-profile applications.

When creating gradients, use only CMYK or RGB color translations to ensure a smooth transition. Do not use Pantone® color formulas.

Primary gradations
The primary gradations reinforce our core brand colors and may be used for headlines and information graphics. The primary gradations may also be used for large, full-bleed color backgrounds for interior pages or section dividers, when necessary.

Accent gradations
The accent gradations add flexibility and energy to the visual system. These gradations should be used sparingly and purposefully. Avoid using accent colors for large color backgrounds.

Gradient direction
Always apply the gradient at a 45-degree angle from the bottom left to the top right of the area. This creates a dynamic direction of visual flow.

Primary gradations

ExxonMobil Red — ExxonMobil Orange

ExxonMobil Blue — ExxonMobil Cyan

C: 2	C: 60	C: 100
M:100	M:87	M:60
Y: 90	Y: 5	Y: 2
K: 0	K: 0	K: 0

See note below.

Accent gradations

ExxonMobil Vermilion — ExxonMobil Amber

ExxonMobil Orange — ExxonMobil Yellow

ExxonMobil Green — ExxonMobil Lime

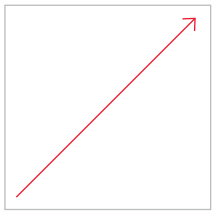
ExxonMobil Plum — ExxonMobil Ruby

ExxonMobil Violet — ExxonMobil Cerise

ExxonMobil Sea Blue — ExxonMobil Turquoise

Gradient direction

45° angle from bottom left to top right.



Note: When creating the ExxonMobil Red-Blue gradation, use the slightly adjusted CMYK values to ensure a smooth transition of the gradation.

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Color — Gradation, continued

Creating gradations
Gradients should appear in a diagonal linear form to create a dynamic look. To create the diagonal gradient, drag the gradient tool from the bottom-left corner to the top-right corner of the shape.

Be sure to only use gradations on headlines and information graphics.

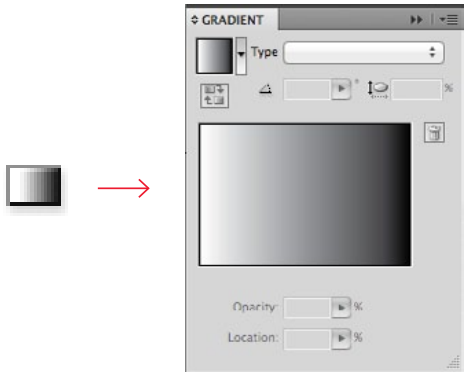
Considerations for gradations with headlines
Gradients will only apply to headlines effectively when the type is converted to outlines. With the headline selected, navigate to Type > Create Outlines. The gradient should then be applied.

Note: These instructions are based on Adobe® Illustrator® CS5 and Adobe® InDesign® CS5 programs only. If a gradation is being created in another program, refer to that program's instructions.

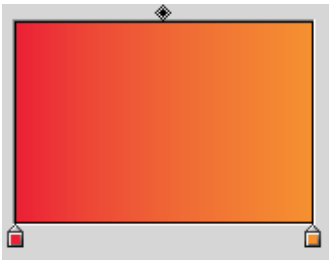
Creating gradations

Step 1
Select the headline or information graphic the gradation will apply to.

Step 2
Double-click the gradient tool to open the gradient panel.



Step 3
Identify the two or three colors that will make up the gradation and apply the colors to their specified locations. (CMYK variations only.)



(**Note:** Refer to the showcased gradations on the previous page.)

Step 4
Drag the gradient tool 45° from the bottom-left corner to the top-right corner of the headline or information graphic.

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Color — Effective use

Always select colors that work well together as a family and align with other brand elements such as imagery used within the same layout.

Select the color family that works harmoniously and complements the overall tone of the featured image or select the color family that highlights or draws attention to specific details within the image.

Keep in mind the color continuity principle. When multiple colors are used, carefully place the colors that are closer together in the color spectrum next to each other to create a smooth transition or luminous look and feel.

Refer to the examples on the right for effective use of color.

Alignment to imagery

Color family that complements the overall tone of the image

Example color family used:

Headline

Callouts

Color family that highlights specific details within the image

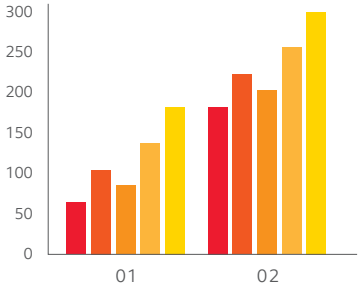
Example color family used:

Headline and information graphic

Callouts

Continuity

When applying multiple colors or gradients to a single element, be sure that colors are purposefully placed as they would appear on a color spectrum.



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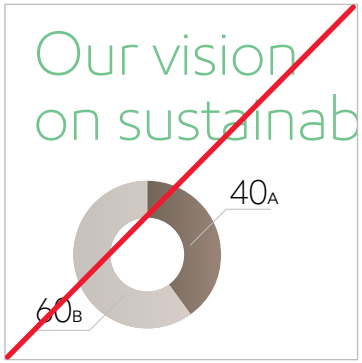
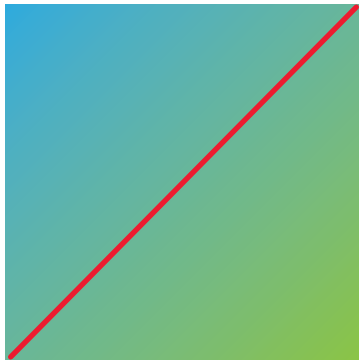
Color — Incorrect use

To ensure that our communication materials are clear, unique and consistent, always carefully follow color usage principles.

The examples on the right represent some incorrect use of color.

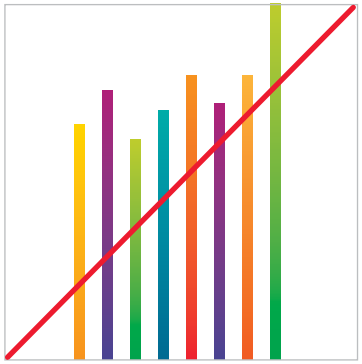


Do not use unapproved colors.

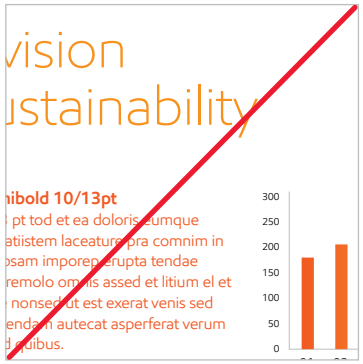


Do not create new gradations or unapproved combinations.

Avoid using accent colors or accent gradations for large background areas.



Avoid arbitrarily applying accent colors.



Do not overuse the accent colors — these colors should be used purposefully and usage should be limited.

Avoid using color combinations that do not provide sufficient contrast.

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Imagery

Imagery plays an important role in capturing and communicating who we are, what we do and what we believe. Our imagery palette consists of two main categories: general imagery and Energy Viz imagery.

General imagery

Used for general applications.

Energy Viz imagery

Used for high-profile applications.

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General imagery

General imagery adds flexibility to our visual system, allowing us to cover a broad range of subject matter for our various general internal and external communication needs. There are three subcategories within the general imagery style:

Macro
Revealing the impact of energy on large systems like cities, economies, nations, etc.

Human
Revealing how energy benefits everyone on a personal level.

Micro
Revealing how energy is safely extracted and refined through the application of technology.

Note: Images readily available for use are located on the ExxonMobil Photomanager library at EMphotomanager.com. It is the user's responsibility to ensure that any restrictions or requirements for use are adhered to. If the ExxonMobil Photomanager library images are not appropriate for the desired purposes, the user may obtain an image from other sources. It is the user's responsibility to ensure the required review, endorsement and budget are secured for acquiring the necessary usage rights for any such images.

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General imagery — Macro

The macro-level imagery style captures the environments that surround us. Subject matter within this category may include, but is not limited to, cityscape, city life, natural landscapes, infrastructures, transportation systems and manufacturing facilities.

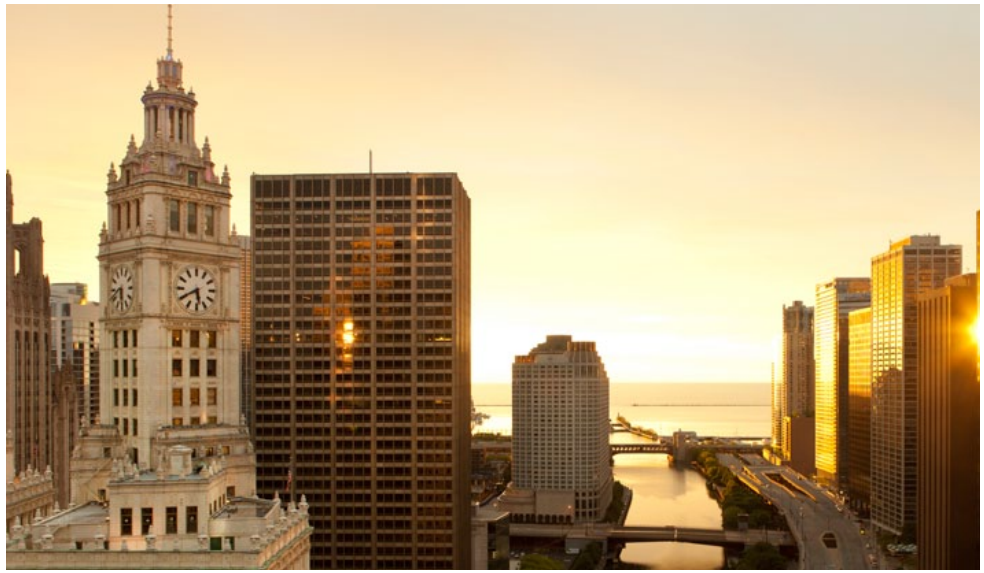
Imagery selection

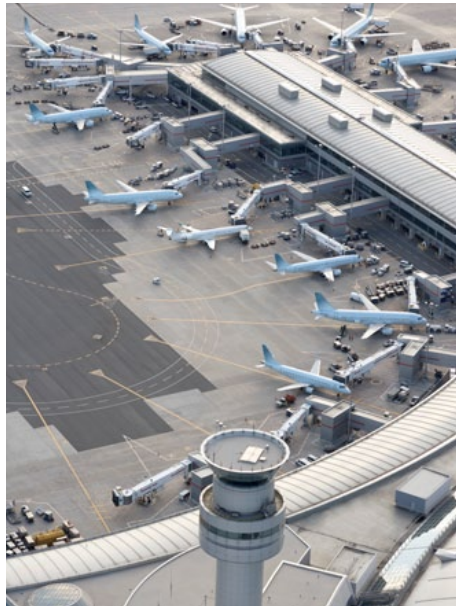
- Select a panoramic or aerial view image that captures a grand scale of the surroundings.
- The image should depict a real, authentic surrounding.
- When using imagery depicting ExxonMobil brands, be sure the brands are clearly displayed.
- When possible, select an image that conveys progress, and a forward-looking and optimistic quality.

Obtaining images

Images readily available for use are located on the ExxonMobil Photomanager library at EMphotomanager.com. It is the user's responsibility to ensure that any restrictions or requirements for use are adhered to. If the ExxonMobil Photomanager library images are not appropriate for the desired purposes, the user may obtain an image from other sources. It is the user's responsibility to ensure the required review, endorsement and budget are secured for acquiring the necessary usage rights for any such images.

Imagery examples





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General imagery — Human

The human-level imagery style puts the focus on people and captures moments in our everyday lives. When featuring end consumers, consider showcasing the benefits that energy brings to us. When featuring our employees, showcase our collaboration and dedication to meeting the world's great challenge to deliver the energy we need to move forward.

Imagery selection

- People should appear authentic and in a natural setting.
- The image should depict modern environments.
- Technology or hardware featured should be up to date.
- Select an image with a simple background or selective focus to help our audience focus on the people and their story.
- An asymmetrical or dynamic cropping may be used to help create an active and engaging composition.
- When possible, select an image that conveys progress and a forward-looking and optimistic quality.

Obtaining images

Images readily available for use are located on the ExxonMobil Photomanager library at EMphotomanager.com. It is the user's responsibility to ensure that any restrictions or requirements for use are adhered to. If the ExxonMobil Photomanager library images are not appropriate for the desired purposes, the user may obtain an image from other sources. It is the user's responsibility to ensure the required review, endorsement and budget are secured for acquiring the necessary usage rights for any such images.

Imagery examples

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General imagery — Micro

The micro-level imagery puts emphasis on specific tasks, activities, products or technology by closely cropping in on the specific technology subject matter.

Imagery selection

- Technology or hardware featured should be up to date.
- Select an image with a simple composition and a clear, easy-to-understand context.
- Selective focus may be used to help direct audience's attention to the subject matter.
- An asymmetrical or dynamic cropping may be used to help create an active and engaging composition.

Obtaining images

Images readily available for use are located on the ExxonMobil Photomanager library at EMphotomanager.com. It is the user's responsibility to ensure that any restrictions or requirements for use are adhered to. If the ExxonMobil Photomanager library images are not appropriate for the desired purposes, the user may obtain an image from other sources. It is the user's responsibility to ensure the required review, endorsement and budget are secured for acquiring the necessary usage rights for any such images.

Imagery examples

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General imagery — Attributes

Using a consistent imagery style creates a compelling and unified expression for our communications.

Keep in mind the six image attributes (shown on the right) when conducting photo shoots or selecting stock imagery to ensure that our communications always project our brand image.

Real
Real and authentic environments. Use of natural lighting and camera angles. People's expressions should always look genuine and candid.

Positive
Open, uplifting and forward looking. The imagery should evoke a sense of optimism.

Dynamic
Energetic and engaging through the use of an asymmetrical composition and / or cropping.

Human
Use depth of field or selective focus to create a warm, approachable feel.

Simple, clear context
Simple composition. The subject matter and supporting background context should always be clear and easy to understand.

Sense of progress
Benefit or process-driven imagery that conveys progress on a personal or global scale.

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General imagery — Incorrect Use

To ensure that our communications are clear, unique and distinctive, always carefully select an image that fits within our imagery style.

The examples on the right represent some incorrect uses of imagery.

Avoid using imagery that appears overly staged or posed.

Avoid using imagery that depicts a clichéd concept or that illustrates an idea literally.

Avoid using imagery with a complex composition or without focus.

Avoid using imagery that appears too dark or doesn't convey a forward-looking and optimistic quality.

Avoid using imagery that may convey inefficient or excessive energy consumption.

Avoid clip art, creating photographic montages or excessively manipulating images.

Do not use imagery that may depict unsafe scenarios. Always be sure that the image complies with safety regulations (e.g., looking at cell phones while walking or driving, not wearing goggles, proper use of gloves etc.)

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Energy Viz imagery

Energy Viz imagery functions as an important teaching tool in visualizing energy around us. Its highly detailed aesthetic should only be leveraged for high-profile applications such as annual reports, brochure covers, large presentations, advertising and tradeshow booths. Following the same framework as the general imagery palette, there are three subcategories within the Energy Viz imagery style: macro, human and micro.

Macro
Revealing the impact of energy on large systems like cities, economies, nations, etc.

Human
Revealing how energy benefits everyone on a personal level.

Micro
Revealing how energy is safely extracted and refined through the application of technology.

Note: Energy Viz imagery is available and can be found online at EMphotomanager.com

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Energy Viz imagery — Frequency

The Energy Viz imagery is an important element, but must be used only in a thoughtful manner to avoid overuse or misuse. When applying Energy Viz imagery across an application. Be sure to consider an engaging visual rhythm throughout.

Primary image areas
Energy Viz imagery is recommended on the primary area of an application that is viewed first or stands as a hero element. For example:

- Brochure covers
- Presentation covers
- Tradeshow hero panel
- Website home page
- Posters
- Advertising

Supportive image areas
Energy Viz imagery should be used more sparingly on supportive areas of an application that are less exposed. General imagery is an alternative substitute. For example:

- Inside spreads
- Presentation inside slides
- Small tradeshow panels
- Microsites

Primary image areas

Energy Viz imagery

Supportive image areas

Energy Viz imagery should be used sparingly.

Use gradations in headlines and information graphics to reinforce a luminous aesthetic.

Use general imagery to support messaging or content.

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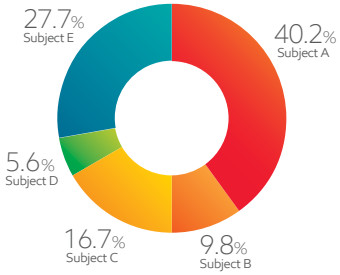
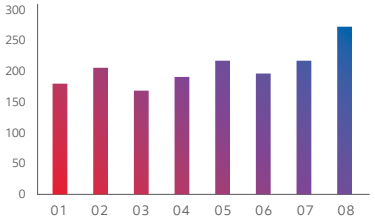
Information graphics

Statistics and graphical data are a key part of our communications. They are visual assets that have been designed to work holistically with the overall visual system. Inspired by the luminous and vibrant color palette from the Energy Viz imagery, our information graphics use a broad range of colors from our primary and accent color palettes.

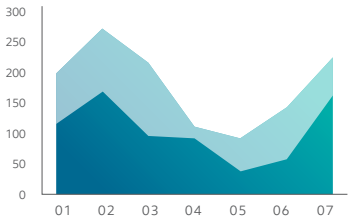
Pie charts



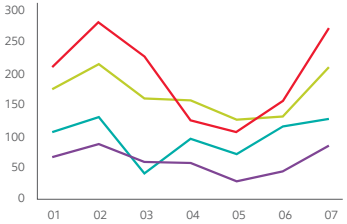
Bar charts



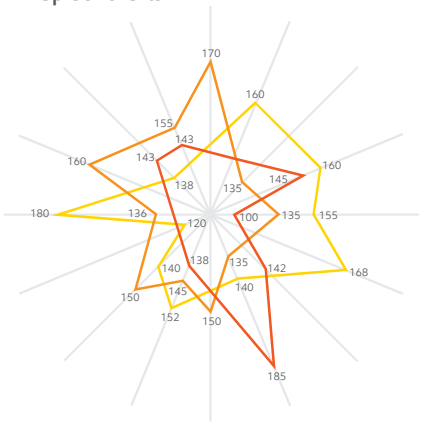
Area charts



Line charts



Spider charts



Tables

Headline		
Placeholder	Placeholder	Placeholder
Placeholder	Placeholder	Placeholder
Placeholder	Placeholder	Placeholder

Note: Information graphics artwork files are available at: EMphotomanager.com

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Information graphics — Pie charts

Pie charts are used for illustrating numerical proportions for most applications.

Luminous pie charts

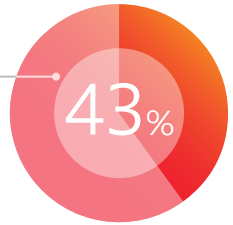
- Leverage the vibrant gradations from our primary and accent gradation palettes.

Simplified pie charts

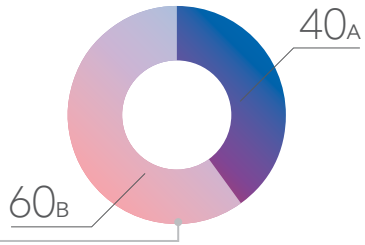
- An easy-to-implement version for desktop programs, such as Microsoft® PowerPoint®.
- Only use solid colors from the primary and accent color palettes.

Luminous pie charts

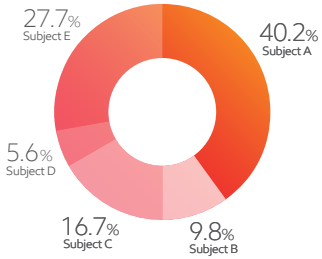
When presenting one data point, center the number prominently.

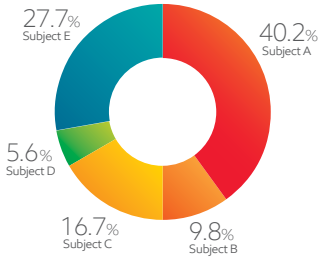


When presenting two data points, use a white transparency to delineate data.



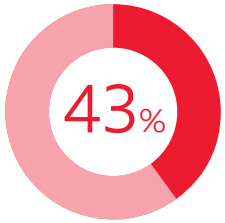
When presenting more than two data points, white transparencies or multiple gradients may be used to delineate sections.

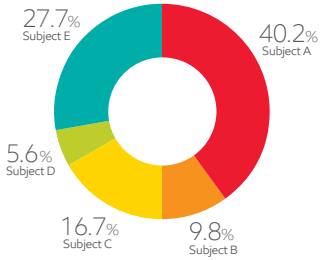




Simplified pie charts

Simplified variations using a white transparency with a solid color or multiple solid colors.





Note: Information graphics artwork files are available at: EMphotomanager.com

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Information graphics — Bar charts / area charts

Bar charts are used to show comparisons among categories.

Area charts are used to represent cumulated totals of two or more data points.

Luminous bar charts / area charts

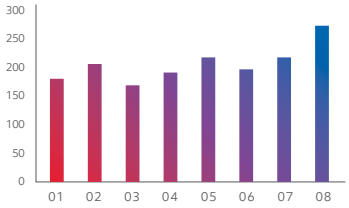
- Leverage the vibrant color from our primary and accent gradation palettes.

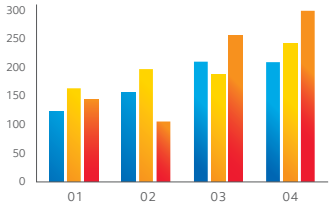
Simplified bar charts / area charts

- An easy-to-implement version for desktop programs, such as Microsoft® PowerPoint®.
- Only use solid colors from the primary and accent color palettes.

Luminous bar charts

One gradation may be used within one bar chart.

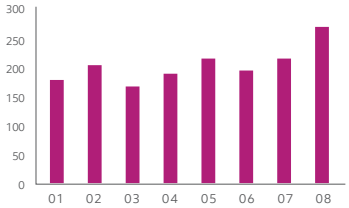


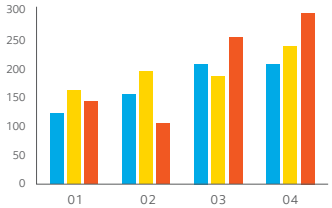


Multiple gradations may be used to present multiple data points.

Simplified bar charts

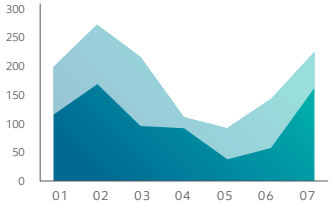
Simplified variations using multiple solid colors.

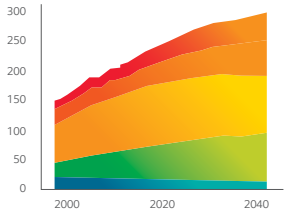




Luminous area charts

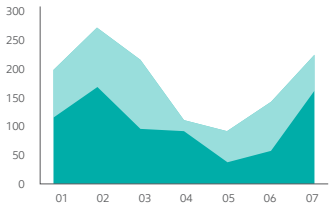
When presenting multiple data points, white transparencies or multiple gradients can be used to delineate sections.

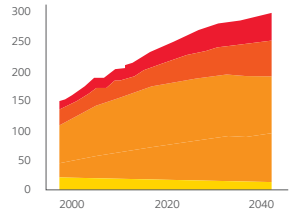




Simplified area charts

Simplified variations using a white transparency with a solid color, and using multiple solid colors.





Note: Information graphics artwork files are available at: EMphotomanager.com

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Information graphics — Line charts / spider charts

Line charts are used to visualize a trend in data over intervals of time, often presented chronologically.

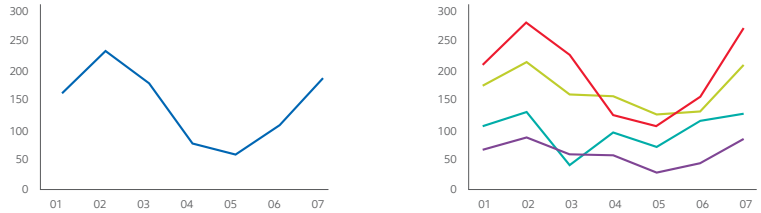
Spider charts are used for comparing multiple entities based on different characteristics.

Line charts / spider charts

- Leverage the vibrant color from our primary and accent color palettes.
- Avoid using gradations.

Line charts

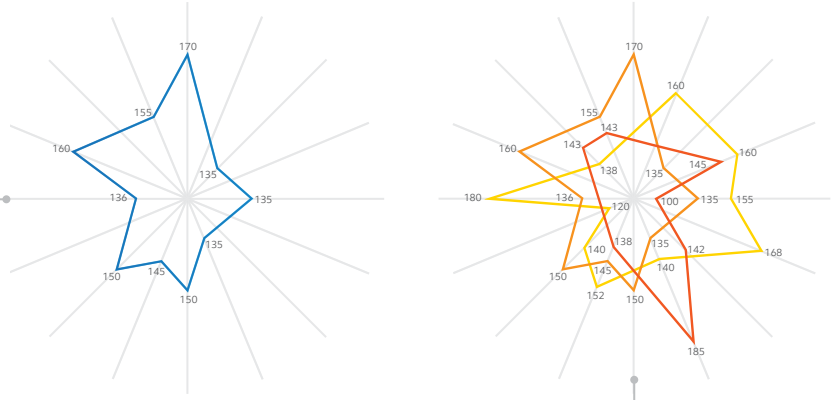
A chart presenting one data point.



A chart presenting multiple data points.

Spider charts

A chart presenting one data point.



A chart presenting multiple data points.

Note: Information graphics artwork files are available at: EMphotomanager.com

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Information graphics — Tables

Tables are used for representing multiple data points in an organized and easy-to-navigate manner.

Luminous tables

- Leverage the vibrant color from our primary and accent gradation palettes.

Simplified tables

- An easy-to-implement version for desktop programs, such as Microsoft® PowerPoint®.
- Only use solid colors from the primary and accent color palettes.

Luminous tables

A white transparency can be used to separate rows with a gradient layered behind them.

Headline		
Placeholder	Placeholder	Placeholder
Placeholder	Placeholder	Placeholder
Placeholder	Placeholder	Placeholder

Headline		Headline
Placeholder	Placeholder	Placeholder
Placeholder	Placeholder	Placeholder
Placeholder	Placeholder	Placeholder

Multiple gradations may be used to present multiple data points.

Headline		
Placeholder	Placeholder	Placeholder
Placeholder	Placeholder	Placeholder
Placeholder	Placeholder	Placeholder

Headline	Headline	Headline
Placeholder	Placeholder	Placeholder
Placeholder	Placeholder	Placeholder
Placeholder	Placeholder	Placeholder

Use color to purposefully call out specific data.

Simplified tables

Use an analogous color family to create a luminous effect.

Headline		
Placeholder	Placeholder	Placeholder
Placeholder	Placeholder	Placeholder
Placeholder	Placeholder	Placeholder

Headline		Headline
Placeholder	Placeholder	Placeholder
Placeholder	Placeholder	Placeholder
Placeholder	Placeholder	Placeholder

Alternate light-color tints for a clean, simplified look.

Note: Information graphics artwork files are available at: EMphotomanager.com

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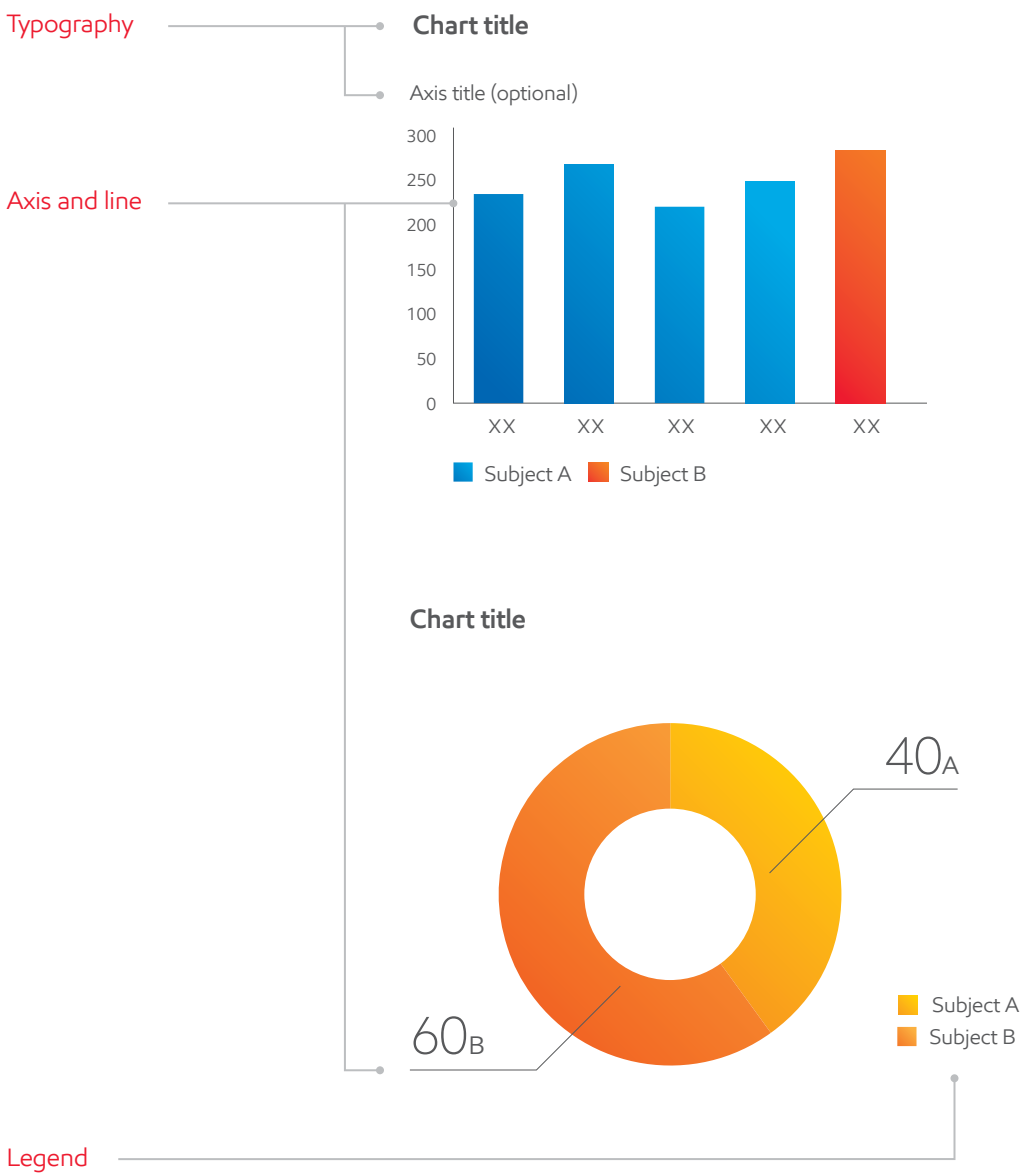
Information graphics — Effective use

Typography
- The chart title placement should stay in the upper-left boundaries of the chart.
- Use short, to-the-point text, whenever possible.
- For larger callout text, the use of EMprint Light is preferred.
- Use ExxonMobil Grey (or white when reversed on a gradient background).

Axis and line
- Lines should always look thin but be clearly visible.
- Use lines to call out data points.
- Use ExxonMobil Grey for lines.

Legend
- The legend's placement is permitted left aligned below the charts and graphs or bottom aligned to the right of the charts and graphs.
- The legend's icons should be square, referencing their associated gradient or solid color.
- The legend's text should be ExxonMobil Grey.



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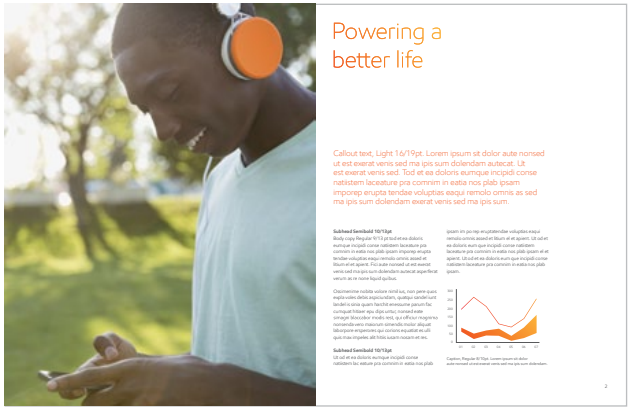
Information graphics — Effective use, continued

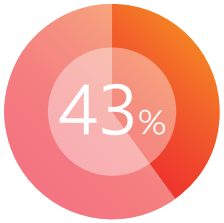
Color

- Always select colors that work well together and align well with other brand elements in the layout.

Color



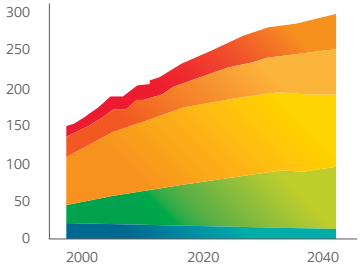
- Use a white transparency to add dimensionality and to enhance the luminous effect.
- Use color purposefully to highlight specific data points.



Headline		
Placeholder	Placeholder	Placeholder
Placeholder	Placeholder	Placeholder
Placeholder	Placeholder	Placeholder

- Keep in mind the color continuity principle. (Refer to "Color" on page 2.16.) When multiple colors are used, carefully place the colors that are closer together in the color spectrum next to each other to create a smooth transition or luminous look and feel.

Headline		
Placeholder	Placeholder	Placeholder
Placeholder	Placeholder	Placeholder
Placeholder	Placeholder	Placeholder



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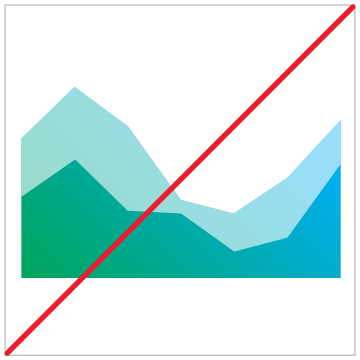
Information graphics — Incorrect use

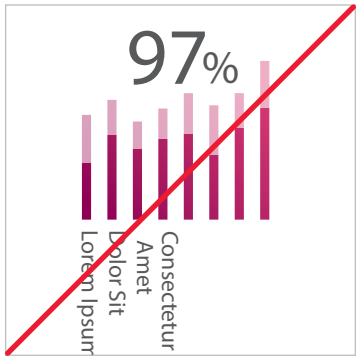
To ensure that information graphics read clearly and communicate data as intended, refer to the previous pages for direction.

The examples on the right represent some incorrect uses of information graphics.



Do not use unapproved gradients or colors.

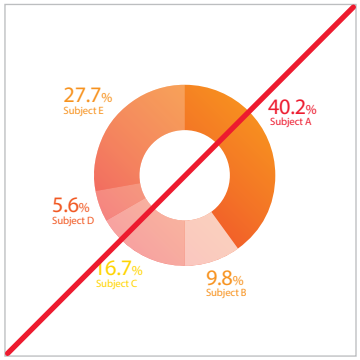
Do not distort, decorate or create new chart styles without approval.



Avoid overcrowding graphs with data. Keep the designs clear and simple.

Avoid placing information graphics over busy backgrounds or imagery.

Do not crop information graphics. Leave a considerable amount of clear space around them.



Avoid using other colors for chart text.

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3.0 Applications

3.01 Literature
3.18 Small advertisements
3.19 Email signature

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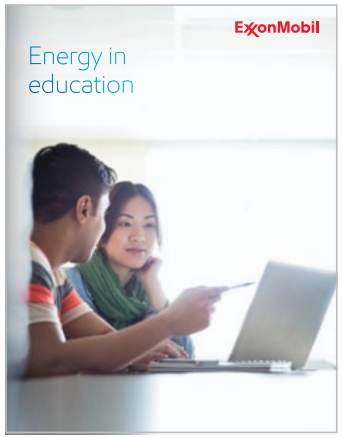
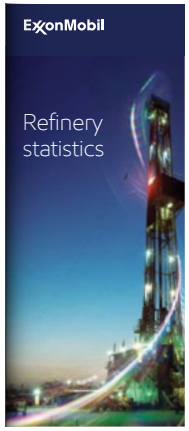
Literature

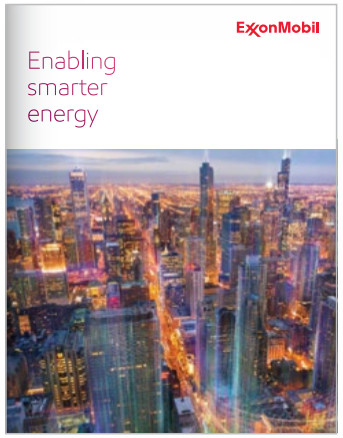
Literature is an essential way to deliver information to our customers. Using brand elements through a consistent, yet flexible, grid system allows many possibilities and serves a broad range of communication needs.

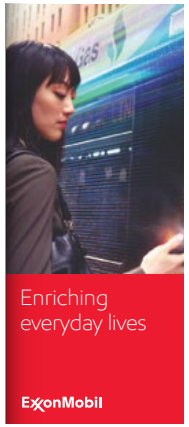
Full bleed





Band





Note: Templates are available online at: EMphotomanager.com

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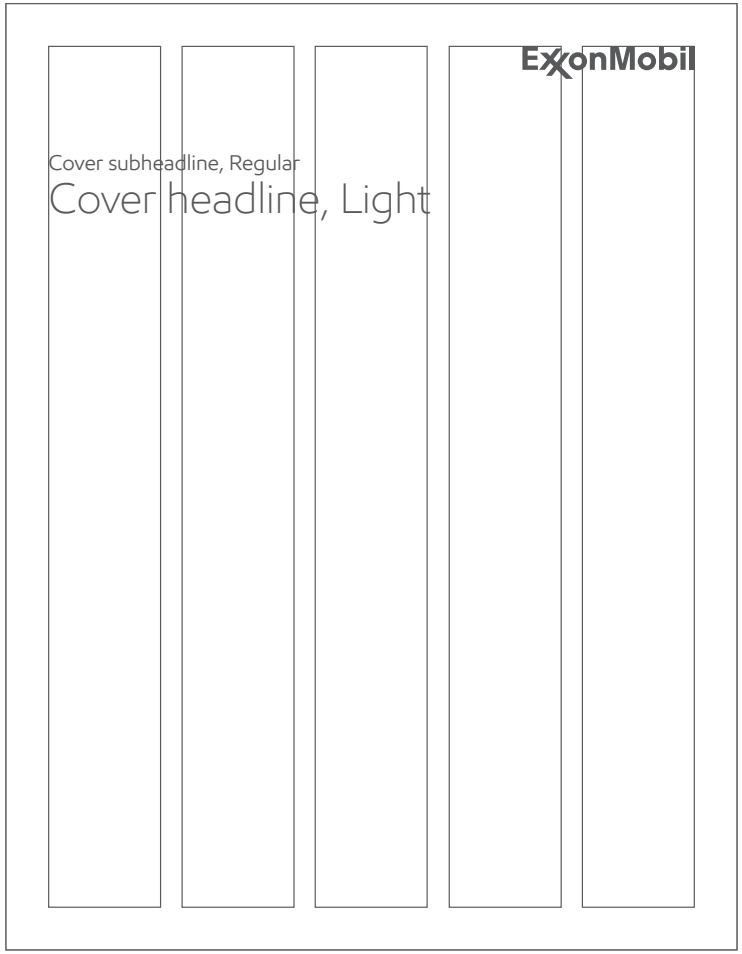
Literature — Brochure: front cover

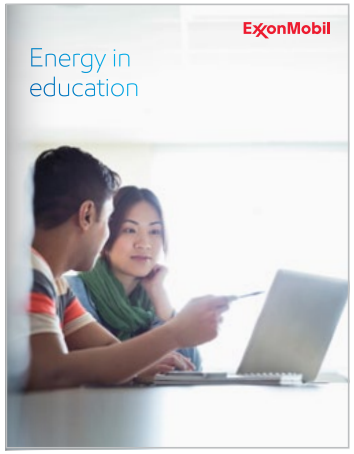
Full bleed
When designing brochures for high-profile uses, use a full-bleed format.

- Refer to the templates for default type size, styles and logo size.
- Select imagery that provides sufficient clear space to place the headline, subheadline and logo.
- The preferred placement of the logo is in the upper-right or lower-right corner.
- Place the headline on the left-hand margin. The placement of the headline may be adjusted, along the left-hand margin, in a manner that balances the image subject matter and the logo.

Templates are available in NA (Lettersize, 8.5" x 11") and International standard (A4) sizes. The templates can be accessed at: EMphotomanager.com

Full bleed





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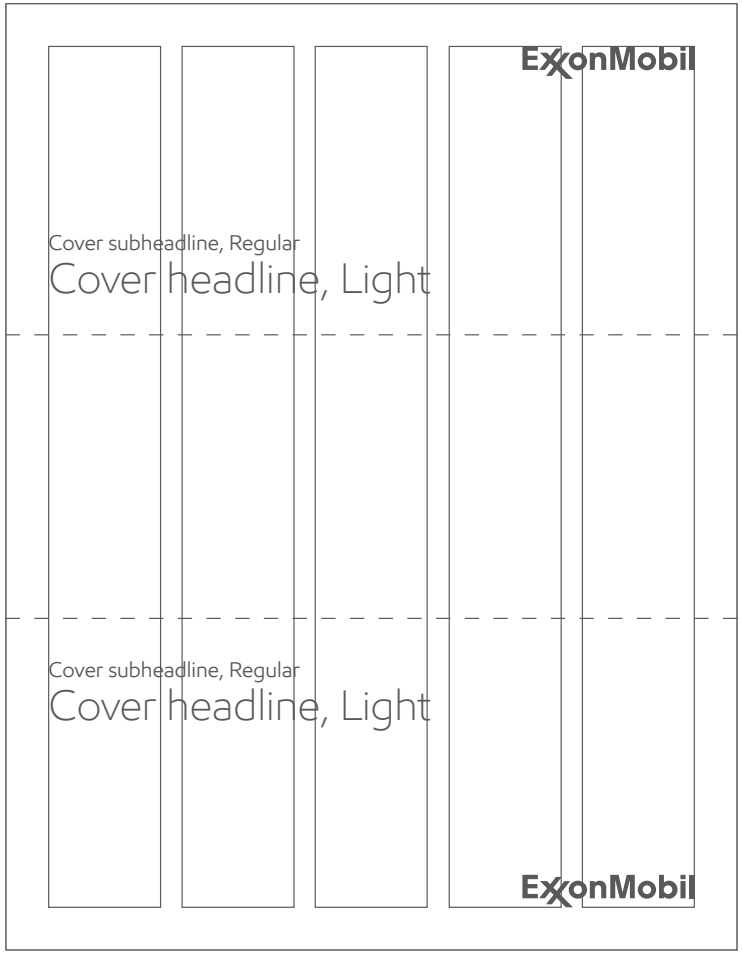
Literature — Brochure: front cover, continued

Band
When creating general applications, a white or colored band should be applied.

- Refer to the templates for default type size, styles and logo size.
- The band occupies 35 percent of the application from the top or bottom and can be colored ExxonMobil Red, ExxonMobil Blue or white.
- Text should be placed inside the band and aligned .5 inch (1.27cm) away to where the band meets the imagery.
- The preferred placement of the logo is in the upper-right or lower-right corner.

Templates are available in NA (Lettersize, 8.5" x 11") and International standard (A4) sizes. The templates can be accessed at: EMphotomanager.com

Band



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Literature — Brochure: inside spread

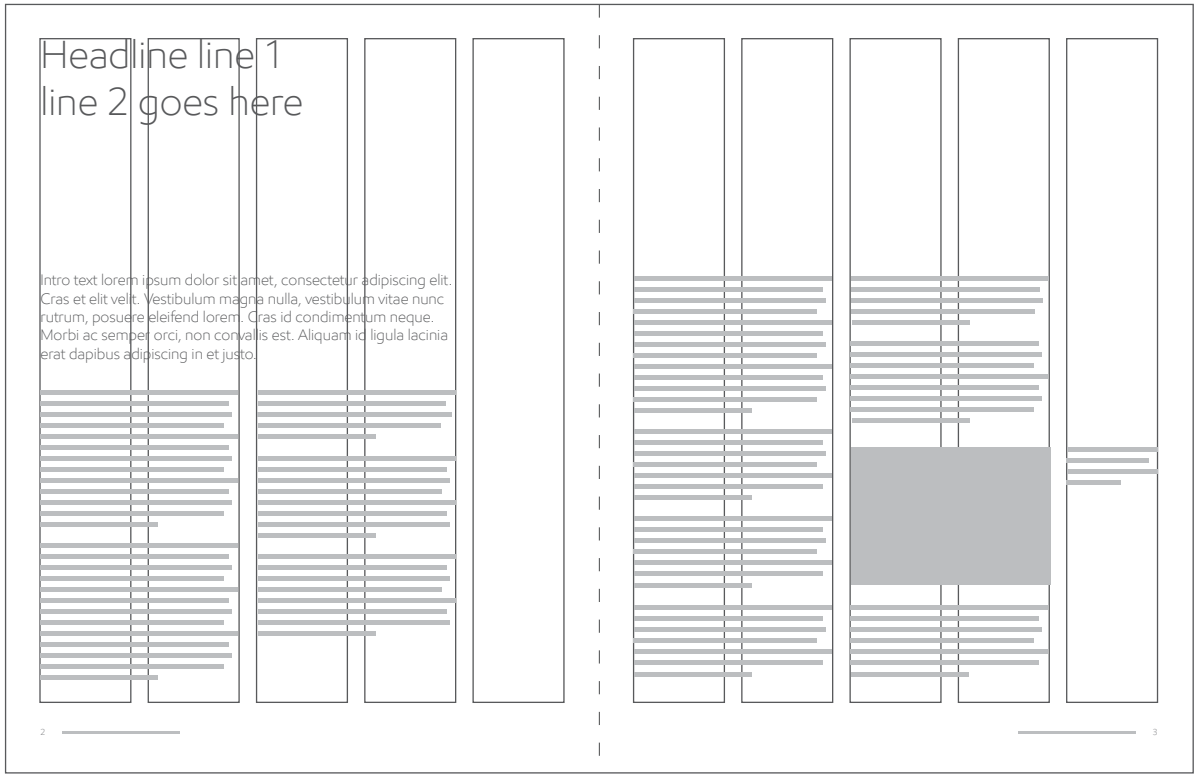
Text

- Page headlines and intro copy should be limited to four columns wide.
- Body copy should be limited to two columns wide.
- Be sure the page numbers are placed appropriately.
- Refer to the templates for default type size and styles.
- When necessary, page footer copy may be used next to the page numbers.

Effective use

- Use full-bleed photography sparingly to create an engaging rhythm between the text-heavy pages.
- Use callouts call attention to quotes, statistics or other important data.
- Apply photography within text columns to break up information and maintain visual interest.

Templates are available in NA (Lettersize, 8.5" x 11") and International standard (A4) sizes. The templates can be accessed at: EMphotomanager.com



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Literature — Brochure: inside spread, continued

Examples

Image dominant

Note: Templates are available online at:
EMphotomanager.com

For internal and approved agency use only. © 2013 Exxon Mobil Corporation.

Literature — Brochure: inside spread, continued

Examples

Equally balanced imagery/text

Infrastructure for
future generations

Subheadline, Semibold 10/13pt
Body Copy, Regular 9/13pt tod et ea doloris eumque incipidi conse natiistem laceature pra commim in eatia nos plab ipsam imporep erupta tendae voluptias eaqui remolo omnis assed et litium el et apient. Fici aute nonsed ut est exerat venis sed ma ipis sum dolendam autecat asperferat verum as re none liquid quibus.

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Subheadline, Semibold 10/13pt
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Tod et ea doloris eumque incipidi conse natiistem laceature pra commim in eatia nos plab ipsam imporep erupta tendae voluptias eaqui remolo omnis assed et litium el et apient. Fici aute nonsed ut est exerat venis sed ma ipis sum dolendam autecat asperferat verum as re none liquid quibus. Lit od et ea doloris eum que incipidi conse natiistem laceature pra commim in eatia nos plab ipsam el et apient. Lit od et ea doloris eum que incipidi conse natiistem laceature pra commim in eatia nos plab ipsam.

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Headline			Headline		
Placeholder	Placeholder	Placeholder	Placeholder	Placeholder	Placeholder
Placeholder	Placeholder	Placeholder	Placeholder	Placeholder	Placeholder
Placeholder	Placeholder	Placeholder	Placeholder	Placeholder	Placeholder

Caption, Regular 8/9.5pt. Lorem ipsum sit dolor aute nonsed ut est exerat venis sedm dolendam.

4

Economic progress
and development

Callout text, Light 16/19pt. Lorem ipsum sit dolor aute nonsed ut est exerat venis sed ma ipis sum dolendam autecat. Ut est exerat venis sed. Tod et ea doloris eumque incipidi conse natiistem laceature pra commim in eatia nos plab ipsam imporep erupta tendae voluptias eaqui remolo omnis as sed ma ipis sum dolendam exerat venis sed ma ipis sum.

Subheadline, Semibold 10/13pt
Body Copy, Regular 9/13pt tod et ea doloris dof eumque incipidi conse natiistem laceature pra6l commim in eatia nos plab ipsam imporep erupta ten dae voluptias eaqui remolo omnis assed et litium el apient. Fici aute nonsed ut est exerat venis sed ma ipis sum dolendam autecat asperferat verum as re none liquid quibus.

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Subheadline, Semibold 10/13pt
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Caption, Regular 8/9.5pt. Lorem ipsum sit dolocute nonsed ut est exerat venis sed ma ipis sum dol.

3

Note: Templates are available online at:
EMphotomanager.com

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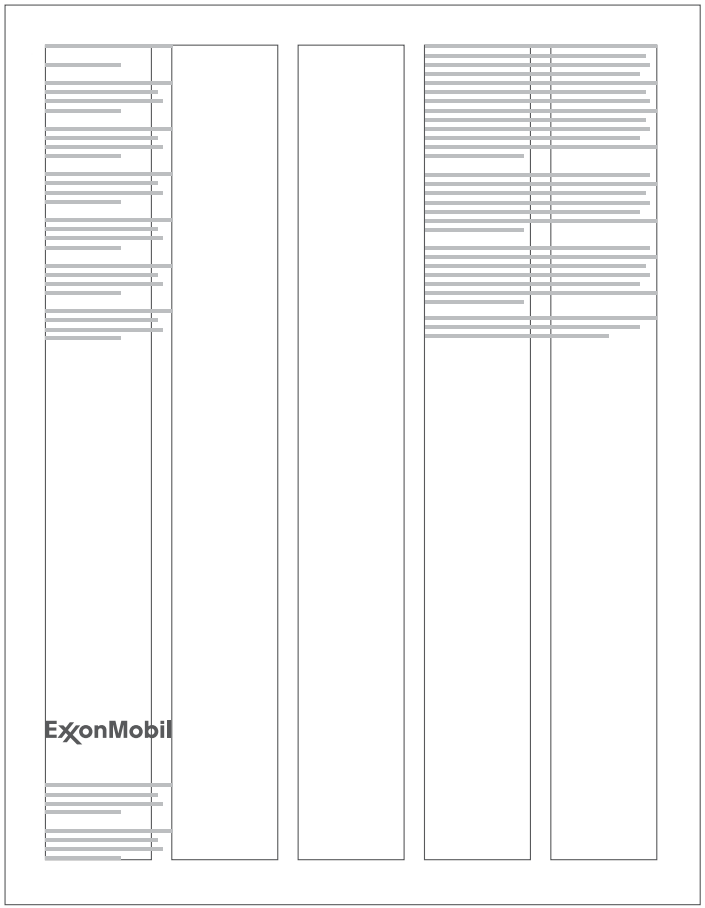
Literature — Brochure: inside spread, continued

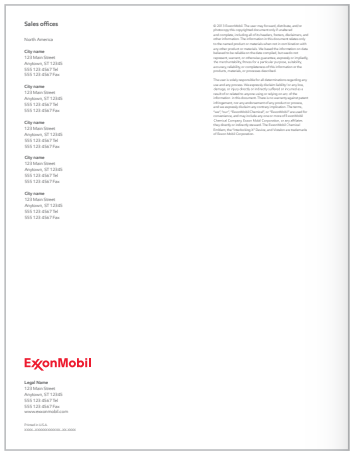
Examples

Text/data dominant

Note: Templates are available online at:
EMphotomanager.com

Literature — Brochure: back cover





Note: Templates are available online at:
EMphotomanager.com

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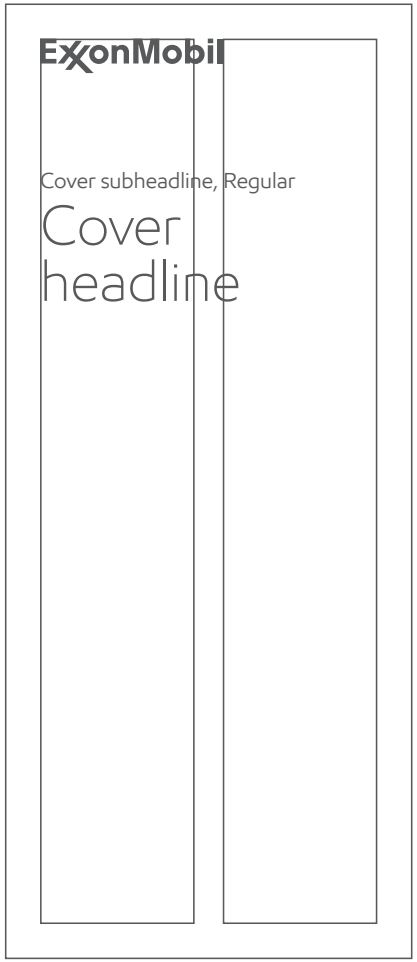
Literature — Slim brochure: front cover

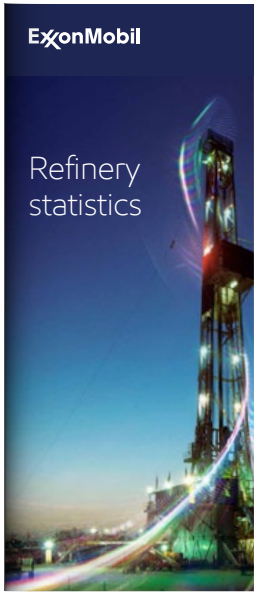
Full bleed
When designing brochures for high-profile uses, use a full-bleed format.

- Refer to the templates for default type size, styles and logo size.
- Select imagery that provides sufficient clear space to place the headline, subheadline and logo.
- Due to limited space on slim brochure applications, the preferred placement of the logo is in the upper-left or lower-left corner.
- Place the headline on the left-hand margin. The placement of the headline may be adjusted, along the left-hand margin, in a manner that balances the image subject matter and the logo.

Templates are available in NA (Lettersize, 8.5″ x 11″) and International standard (A4) sizes. The templates can be accessed at: EMphotomanager.com

Full bleed





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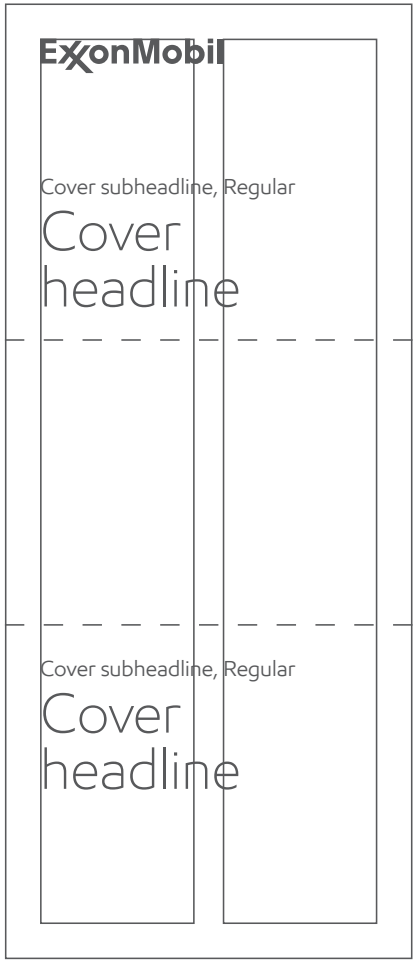
Literature — Slim brochure: front cover, continued

Band
When creating general applications, a white or colored band should be applied.

- Refer to the templates for default type size, styles and logo size.
- The band occupies 35-percent of the application from the top or bottom and can be colored ExxonMobil Red, ExxonMobil Blue, or white.
- Text should be placed inside the band and aligned .3125 inch (0.793cm) away to where the band meets the imagery.

Templates are available in NA (Lettersize, 8.5″ x 11″) and International standard (A4) sizes. The templates can be accessed at: EMphotomanager.com

Band



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Literature — Slim brochure: inside spread

Text

- Refer to the templates for default type size and styles.
- Page headline and intro copy should be limited to two columns wide.
- Body copy should be limited to two columns wide.
- Be sure the page numbers are placed appropriately.

Effective use

- Use full-bleed photography sparingly to create an engaging rhythm between the text-heavy pages.
- Use callouts to call attention to quotes, statistics or other important data.
- Apply photography within text columns to break up information and maintain visual interest.

Templates are available in NA (Lettersize, 8.5″ x 11″) and International standard (A4) sizes. The templates can be accessed at: EMphotomanager.com

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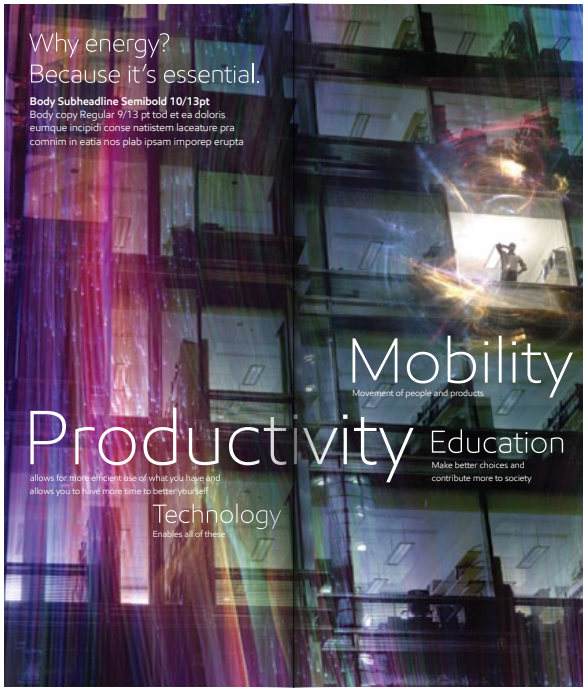
Literature — Slim brochure: inside spread, continued

Examples

Image dominant



Note: Templates are available online at:
EMphotomanager.com

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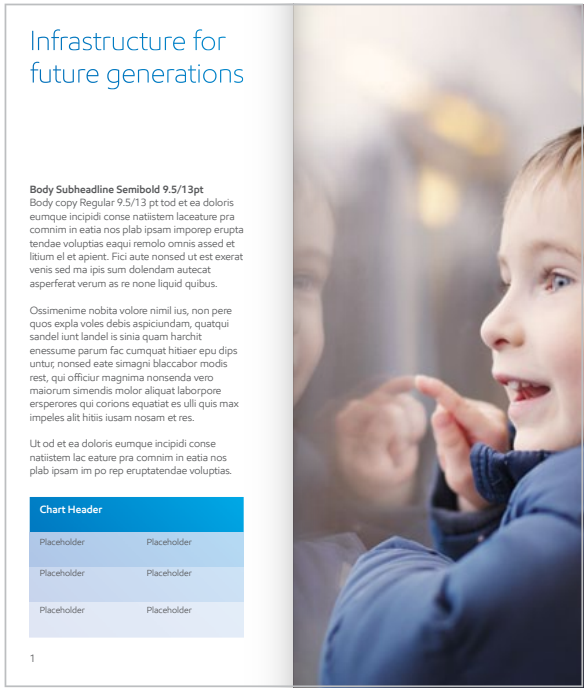
Literature — Slim brochure: inside spread, continued

Examples

Equally balanced imagery/text



Infrastructure for future generations

Body Subheadline Semibold 9.5/13pt
Body copy Regular 9.5/13 pt tod et ea doloris eumque incipidi conse natiistem laceature pra comnim in eatia nos plab ipsam imporep erupta tendae voluptias eaqui remolo omnis assed et litium el et apient. Fici aute nonsed ut est exerat venis sed ma ipis sum dolendam autecat asperferat verum as re none liquid quibus.

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Chart Header	
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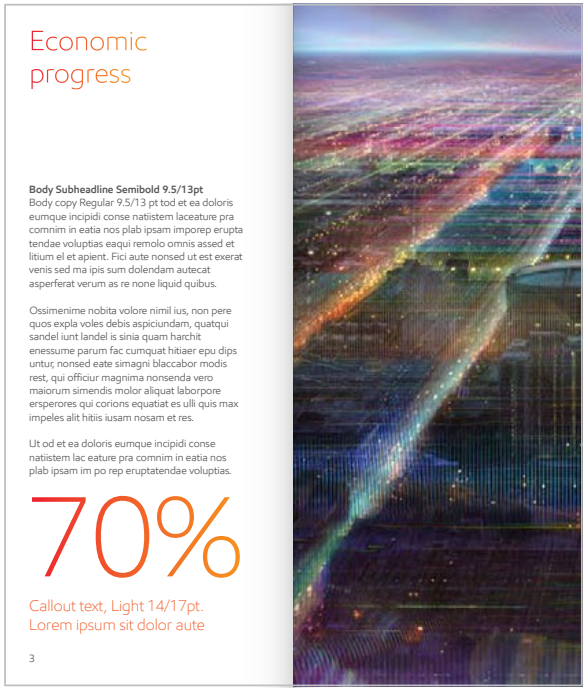
Placeholder	Placeholder

1



Economic progress

Body Subheadline Semibold 9.5/13pt
Body copy Regular 9.5/13 pt tod et ea doloris eumque incipidi conse natiistem laceature pra comnim in eatia nos plab ipsam imporep erupta tendae voluptias eaqui remolo omnis assed et litium el et apient. Fici aute nonsed ut est exerat venis sed ma ipis sum dolendam autecat asperferat verum as re none liquid quibus.

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Callout text, Light 14/17pt.
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3

Note: Templates are available online at:
EMphotomanager.com

For internal and approved agency use only. © 2013 Exxon Mobil Corporation.

Literature — Slim brochure: inside spread, continued

Examples

Text/data dominant

High-impact technologies

Body Subheadline Semibold 9.5/13pt
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Chart Header	
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Placeholder	Placeholder
Placeholder	Placeholder

5

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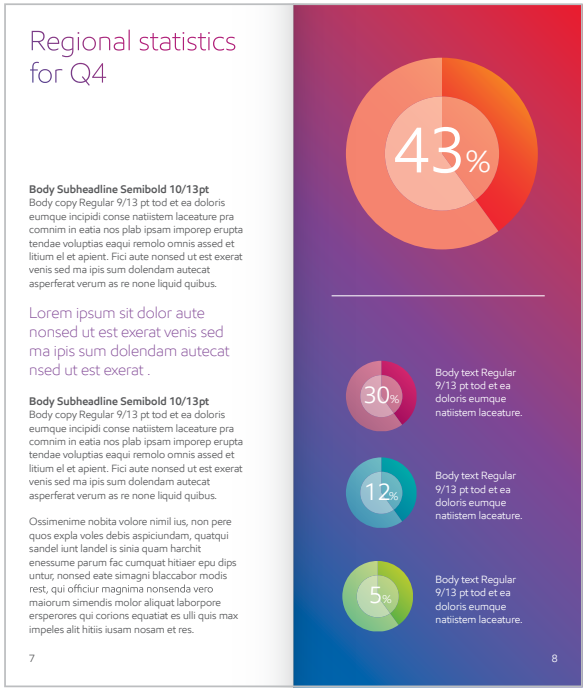
6



Regional statistics for Q4

Body Subheadline Semibold 10/13pt
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7

Note: Templates are available online at:
EMphotomanager.com

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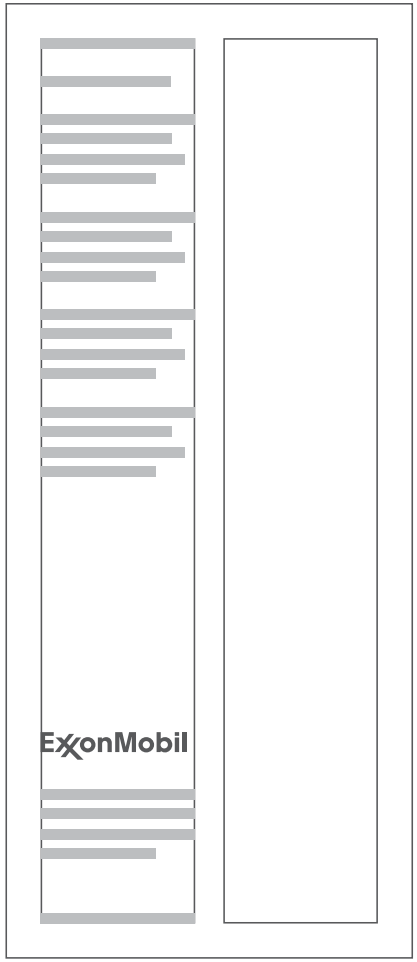
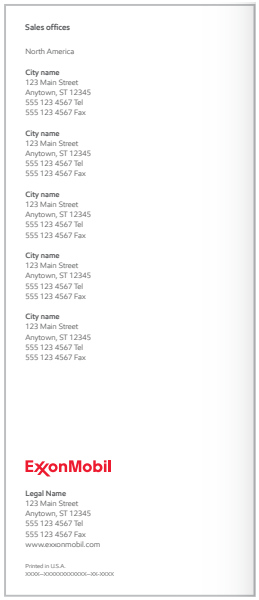
Literature — Slim brochure: back cover





Sales offices

North America

City name
123 Main Street
Anytown, ST 12345
555 123 4567 Tel
555 123 4567 Fax

City name
123 Main Street
Anytown, ST 12345
555 123 4567 Tel
555 123 4567 Fax

City name
123 Main Street
Anytown, ST 12345
555 123 4567 Tel
555 123 4567 Fax

City name
123 Main Street
Anytown, ST 12345
555 123 4567 Tel
555 123 4567 Fax

City name
123 Main Street
Anytown, ST 12345
555 123 4567 Tel
555 123 4567 Fax

ExxonMobil

Legal Name
123 Main Street
Anytown, ST 12345
555 123 4567 Tel
555 123 4567 Fax
www.exxonmobil.com

Printed in U.S.A.
XXXX–XXXXXXXXXXXX–XX-XXXX

Note: Templates are available online at:
EMphotomanager.com

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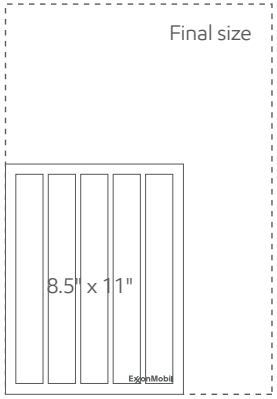
Literature — Other sizes

Sizes similar to 8.5 x 11 inches
In instances where the applications' sizes are similar to 8.5 x 11 inches, the grid system can be adjusted under specific steps. Follow these steps to maintain the grid proportionally.

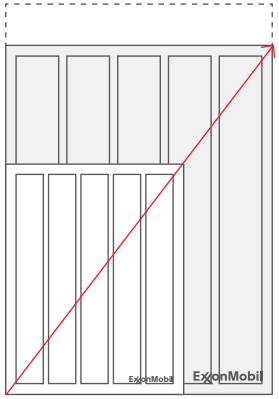
Miscellaneous size
In instances where the desired application size does not meet the above criteria, use careful consideration in determining appropriate column amount, margins and placement of brand elements.

Sizes similar to 8.5 x 11 inches

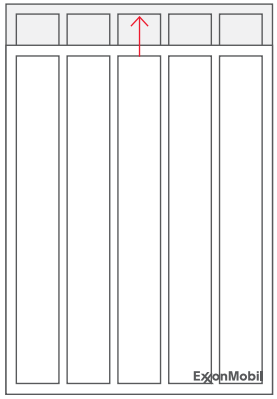
Step 1
Start with the base grid.



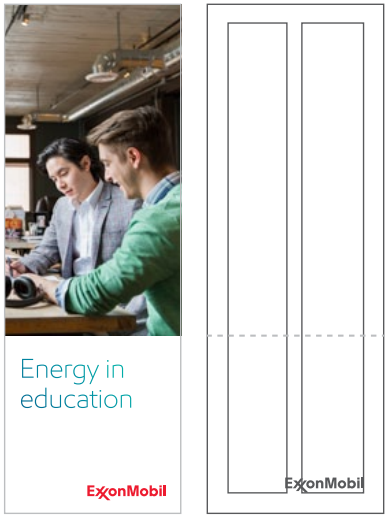
Step 2
Proportionally scale the grid and logo up or down until one edge meets the edge of the final size.



Step 3
Adjust the rest of the grid to fit into the new page size.



Miscellaneous size examples



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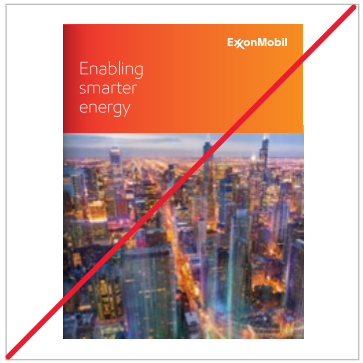
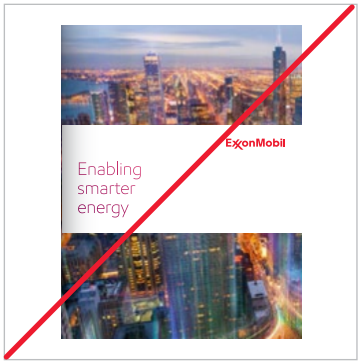
Literature — Incorrect use

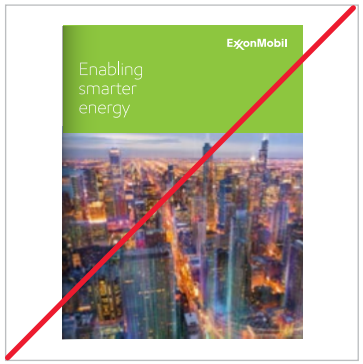
The examples on the right represent some incorrect uses of literature.



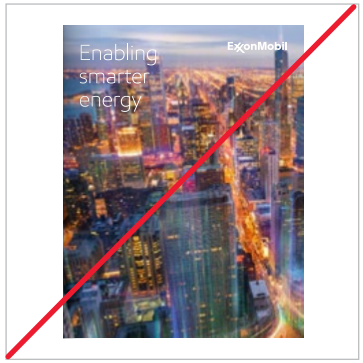
Do not apply gradients to the band. (Applicable to the band layout only.)



Do not adjust the band's permitted location or size. (Applicable to the band layout only.)



Do not use unapproved colors on the band. (Applicable to the band layout only.)



Avoid placing the headline and logo on busy imagery. (Applicable to the full-bleed layout only.)

Do not use lengthy headlines or subheadlines.

Avoid overusing or crowding elements on inside spreads. Always respect the element placement and white space.

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Small advertisements

Small advertisements
Small advertisements are short, simply designed advertisements in a newspaper or magazine, usually with copy as the main content.

Always be sure to follow color and typographic style principles for a consistent look and feel.

- A colored band may be used to add visual interest to the layout and to help segregate information.
- The band can be colored ExxonMobil Red or ExxonMobil Blue.
- Use white type on a color background. Gradations may be used for copy appearing on a white background.

Small ad examples

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Email signature

It is important that we standardize the email signature in our correspondence through all email communications. Our signature is a highly visible part of our brand and should be presented in the same format as our stationery.

Email text

- Always set in 10pt. Arial, colored black.

Signature text

- Signature should always be set in 10pt. Arial, colored black.
- When creating the signature, add three line breaks before the signature text. This will ensure proper default spacing.
- Always use a line break between employee information and business information.
- Use the legal business name; do not add or embellish any unnecessary lines of information.

Optional legal copy

- In instances where confidentiality or legal notices are required for email correspondence, place the copy three line breaks below the signature.
- Copy should always be set in 7pt. Arial, colored black.

Email signature example

Email text (10pt. Arial)

Email text

Signature text (10pt. Arial)

3 line breaks

Employee name (bold)
and business title

1 line break

Legal business name (bold)
Business address
Contact information

Optional legal copy (7pt. Arial)

3 line breaks

Legal copy

To: john.smith@exxonmobil.com

Subject: Lorem ipsum dolor

Dear John,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vi
Curabitur ullamcorper, neque consectetur mattis porttitor,
auctor tellus orci et purus. Maecenas egestas, mauris sit a
ultrices turpis, sed faucibus risus nisi vitae lacus.

Best regards,

Jane

Employee name
Business title line 1
Business title line 2

Legal business name
Business address line 1
Business address line 1
972 444 0001 Tel
972 444 0001 Cell

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus ornare interdum variu
ullamcorper, neque consectetur mattis porttitor, dolor est aliquam leo, semper auctor te

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Email signature — Incorrect use

The examples on the right represent some incorrect uses of email signatures.

John Smith
Company supervisor

Exxon Mobil Corporation
5959 Las Colinas Boulevard
Irving, Texas 75039-2298
972 444 0000 Tel
972 444 0001 Fax
address@mailaddress.com

Do not change the type sizes.

John Smith
Company supervisor

Exxon Mobil Corporation
5959 Las Colinas Boulevard
Irving, Texas 75039-2298
972 444 0000 Tel
972 444 0001 Fax
address@mailaddress.com

Do not add color; use black type only.

John Smith
Company supervisor

Exxon Mobil Corporation
5959 Las Colinas Boulevard
Irving, Texas 75039-2298
972 444 0000 Tel
972 444 0001 Fax
address@mailaddress.com

Do not use EMprint or other fonts.

John Smith
Company supervisor

Exxon Mobil Corporation
5959 Las Colinas Boulevard | Irving
972 444 0000 Tel | 972 444 0001 Fa
address@mailaddress.com

Do not reformat or redesign the lines of information.

John Smith
Company supervisor

Exxon Mobil Corporation
5959 Las Colinas Boulevard
Irving, Texas 75039-2298
972 444 0000 Tel
972 444 0001 Fax
address@mailaddress.com

Do not use any background colors or textures.

John Smith
Company supervisor

Exxon Mobil Corporation
5959 Las Colinas Boulevard
Irving, Texas 75039-2298
972 444 0000 Tel
972 444 0001 Fax
address@mailaddress.com

Life and joy :)

Do not personalize the signature with quotes, websites or other information.

JOHN SMITH
Company supervisor

EXXON MOBIL CORPORATION
5959 Las Colinas Boulevard
Irving, Texas 75039-2298
972 444 0000 Tel
972 444 0001 Fax
address@mailaddress.com

Do not use all caps.

John Smith
Company supervisor

ExxonMobil

Exxon Mobil Corporation
5959 Las Colinas Boulevard
Irving, Texas 75039-2298
972 444 0000 Tel
972 444 0001 Fax
address@mailaddress.com

Do not add the ExxonMobil logo or attach other imagery.

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4.0 General brand information

4.01 Use of ExxonMobil assets by third parties
4.03 FAQs
4.06 Glossary
4.09 Contacts and resources

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Use of ExxonMobil assets by third parties

ExxonMobil's Corporate Identity, brands, packaging and labeling are valuable corporate assets. Requests by third parties to use these assets must be approved by ExxonMobil and conform with the requirements listed below.

Third-party use of the ExxonMobil Corporate Identity and other assets is governed by the DOAG General Use Schedule 9(A), Release of Information Outside the Company. The guidance provided in this section is meant to interpret the relevant DOAG section and not to override it.

Public endorsements
ExxonMobil does not directly endorse any vendor, supplier, materials, equipment, products or services in news releases, brochures, internet sites or pages or other marketing-related materials. This avoids the perception that such an endorsement, whether actual or implied, may provide one supplier an undue advantage over other suppliers of similar materials, equipment, products or services and thus would be contrary to the corporation's philosophy of fair and equal treatment for all. This applies to all company names and brands.

Examples of public endorsements include:

- ExxonMobil's name on a customer list on a website.
- Employee testimonials of third-party products or services.

There may be specific instances where there is a clearly defined business purpose for providing public endorsement. In such instances, the requesting business is responsible for obtaining DOAG 4 approval plus functional endorsement from P&GA and Law.

The Global Identity Network must also review for compliance with the Corporate Identity Guidelines.

Suppliers, customers and other organizations
ExxonMobil does not permit the use of its corporate identity and other assets by suppliers, customers or other organizations unless there is a clearly defined business purpose for doing so.

Examples of supplier, customer and other organization uses include:

- Announcement of supplier awards.
- Receipt of an ExxonMobil contribution.

In those instances where there is a clearly defined business purpose for the supplier's, customer's or other organization's use, the requesting business is responsible for obtaining DOAG 6 approval plus functional endorsement from P&GA and Law.
The Global Identity Network must also review for compliance with the Corporate Identity Guidelines.

Note: In those instances where a sponsorship, contribution or membership fee has been approved and paid by ExxonMobil, the organization to which payment was made will be considered an "approved" organization, and there is no requirement for further DOAG 6 approval for the use of the corporate identity or other requested assets by the organization. All other endorsement requirements remain in effect. See Media Guidelines for further information.

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Use of ExxonMobil assets by third parties, continued

Brands, books, videos, posters and other creative works
Requests for permission to use or reproduce any ExxonMobil brands, or other materials created by or for, or used by, ExxonMobil, should be submitted to the Corporate Identity Management Lead. The P&GA advisor will review the request for reputational impact, historical accuracy and ExxonMobil's ability to influence the final product. This contact will review the request and if appropriate will then route the request to Law and the originating business contact for required functional endorsement. Refer to "Contacts and resources" on page 4.09 to determine the appropriate P&GA contact.

Toys and collectibles, clothing, other items
ExxonMobil does not grant licenses of our marks on toys and collectibles unless there is a clearly defined business purpose for doing so. If business justification warrants granting a license, the Corporate Identity Management Lead will coordinate with the Trademark Law department to customize the standard agreement form for the particular license requested.

Sponsorship opportunities
Requests for sponsorship opportunities for the Fuels and Lubricants business (i.e., paid sponsorships or promotions) should be submitted through: exxonmobil.versaic.com

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FAQs

ExxonMobil logo

What is the ExxonMobil logo?
The ExxonMobil logo is the cornerstone of our visual identity system. It is the visual representation of the company, across all related corporate assets, entities and businesses. (p. 2.02).

Where can I obtain approved logo artwork?
Logo artwork is available online at:
EMphotomanager.com

When do I put a ™ or ® on the logo?
There are some cases in the business units where the logo is used as a product brand. For guidance on such uses, consult the Branding Guidelines for your specific business unit (p. 2.03).

When do I use a space between Exxon and Mobil?
Only when referring to the parent corporation Exxon Mobil Corporation (p. 2.03).

Is there an acronym I can use for ExxonMobil?
No. Do not abbreviate the company name or use the company's stock symbol to refer to ExxonMobil (p. 2.03).

Are there limits on logo size?
Yes. The ExxonMobil logo may not be reproduced smaller than 19 millimeters, 0.75 inch or 90 pixels wide to ensure its legibility. There is no limit on maximum size. (p. 2.06).

Can I use the ExxonMobil logo on clothing or promotional materials?
Yes. Apparel and merchandise guidelines will be available in version 2.0. In the interim, refer to existing guidelines.

Typography

Where can I obtain the EMprint font?
The EMprint font is available online at:
EMphotomanager.com

Can I use EMprint for Microsoft® Office programs?
No. In instances where EMprint is not attainable or may cause incompatibility issues (e.g., Microsoft® Office applications), the use of Arial is recommended (p. 2.09).

Can I still use the Helvetica or Times Roman fonts?
No. It is recommended to discontinue use of Helvetica Neue and Times Roman and adhere to the provided font options (p. 2.09).

How do I balance white space?
Always surround key information such as headlines and callouts with a generous amount of open space for clarity and readability. This gives the layout a clean look and feel. Avoid positioning elements too close together (p. 2.12).

What can I do if EMprint isn't available for my language?
Non-Latin languages are not available in EMprint; Therefore, to maintain typography consistency across all regions, use the recommended alternate fonts listed for specific language needs (p. 2.14).

Can I use EMprint for non-ExxonMobil related projects?
No. The EMprint font is proprietary and cannot be used for any client or business other than ExxonMobil.

Color / Gradation

Can I create my own colors?
No. Do not create new colors or alter existing colors.

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FAQs, continued

How do I create gradations?
To create a diagonal gradient, drag the gradient tool from the bottom-left corner to the top-right corner of the shape. Follow the specified steps to learn how (p. 2.21).

Where should primary colors be used?
The primary colors should be used first and frequently throughout the visual system. Hero application areas such as brochure covers, presentation covers and website home pages should be used with these palettes to reinforce ExxonMobil's brand, especially in external industry contexts (p. 2.17).

Where should accent colors be used?
The accent colors should be used for highlighting key information such as headlines, callouts and information graphics. Always use these accent colors purposefully and in a limited amount to maintain their effectiveness (p. 2.17).

Can I access the color palette through all software programs that I use?
ExxonMobil-branded color swatches are preset and available on brochure templates, information graphics artwork files and other related assets.

Imagery

Where can I obtain approved imagery?
Images are readily available for use on the ExxonMobil Photomanager library at EMphotomanager.com

Where can I use general imagery?
General imagery should be used for general applications (p. 2.24).

Can I use images that have not been approved on the ExxonMobil Photomanager library?
Yes. However, it's your responsibility to ensure the required review, endorsement and budget are secured for acquiring the necessary usage rights for any such images.

Energy Viz imagery

Where can I obtain approved imagery?
Images are readily available for use on the ExxonMobil Photomanager library at EMphotomanager.com

Where can I use Energy Viz imagery?
Energy Viz imagery should be used for high-profile applications such as annual reports, brochure covers, large presentations, advertising and tradeshow booths (p. 2.24).

Information graphics

How do I create new information graphics?
New information graphics can be created within the information graphics artwork files.

Where can information graphics be used?
Information graphics can be used on applications where data should be communicated in a visual manner. Depending on the type of data and intent, several charts are available to choose from (p. 2.33).

Literature

Where can I obtain literature templates?
Templates are available online at:
EMphotomanager.com

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FAQs, continued

Are there international templates available?
Yes. US and International standard templates are both available options.

Email signature

Can I add the ExxonMobil logo to my email signature?
No. Do not add the ExxonMobil logo or attach other imagery (p. 3.20).

Can I customize my email signature?
You may populate the email signature template with the required information only. Do not add, format or change any of these standards (p. 3.19).

Miscellaneous

Can I still use the glass molecules?
Continue using existing materials until the full brand identity guidelines are published. At that time, the new brand system should be utilized as communications are redesigned.

Can I still use the "Taking on the world's toughest energy challenges™" tagline?
Continue using existing materials until the full brand identity guidelines are published. At that time, the new brand system should be utilized as communications are redesigned.

Can I use the words "Energy lives here" on applications?
No. Guidelines version 2.0 will provide clarity on using these words properly.

Who should I contact for questions I may have related to this document?
Refer to the Contacts and resources page for more information (p. 4.09).

Where can I download all of the brand elements?
All assets in this document are available online at: EMphotomanager.com

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Glossary

Assets
Items such as brands, trademarks, company names, logos, graphics and copyrighted materials.

Bleed
An instance of printing an illustration, design, color or text beyond the edge of the page to ensure coverage.

Brand
The way a company distinguishes its product, service or business from competitors. A brand can consist of positioning, tone of voice, visual identity, etc.

Brand elements
The individual components of the visual identity system (e.g., logo, type, color).

Cap height
The height of a capital letter for a particular font.

Clear space
The specified area of empty space surrounding a logo.

CMYK (Cyan, Magenta, Yellow, Black)
A common color model, used in color printing, often used to describe the printing process itself.

Copyright
The exclusive legal right to print, publish, perform, film or record literary, artistic or musical material, and to authorize others to do the same.

Data point
Specific sections of data within a chart or graph.

Debossing
The process of creating recessed text and designs on paper and other materials.

DOAG
Delegation of Authority Guide

Embossing
The process of creating raised text and designs on paper and other materials.

EMprint
A proprietary font designed for ExxonMobil's use.

Energy Viz imagery
A proprietary imagery style visualizing the flow and dynamism of energy and its impact on people's lives.

Full bleed
An instance of printing an illustration, design or text to all four edges of the page.

General application
Internal and external applications with general importance and exposure (e.g., product brochures, fact sheets, etc.)

Hero
Having central or core importance around its remaining parts.

High-profile application
Applications with high visibility and production value (e.g., annual reports, brochure covers, large presentations, advertising and tradeshow booths).

ISO (International Organization for Standardization)
ISO specifies international standard (ISO) paper sizes used in most countries in the world today, with the United States and Canada the main exceptions. The standard defines the "A" and "B" series of paper sizes, including A4, the most commonly available size.

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Glossary, continued

Ligature
Occurs when two or more letters are joined as a single character.

Live area
Safe area of page inside margins. Elements such as type must stay within these boundaries to avoid being cut.

LOB (Lines of business)
A functional business segment focused on a single product or service or family of products or services.

Lock-up
The fixed relationship between two assets (e.g., lines of business logo lock-up to the ExxonMobil logo).

Logo
Any stylized word, symbol or device that functions as a brand or trademark.

NA (North America)
When using in template filenames, NA refers to North American paper sizes used commonly in the United States, Canada and Mexico. Examples of NA standard paper sizes include letter size (8.5" x 11"), the most commonly available size in North America.

Offset printing
A printing process by which ink is transferred onto paper over a series of cylinders / rollers.

P&GA
Public and Government Affairs

Pantone® and Pantone Matching System® (PMS)
A standardized system used in specifying color for design and printing. Colors are defined by a number ensuring color consistency across various media.

PNG (Portable Network Graphics)
An extensible file format for the lossless, portable, well-compressed storage of raster images.

Rag
The uneven side of a paragraph that occurs from varying lines of type.

RGB (Red, Green, Blue)
A color model used for on-screen digital applications.

Sentence case
Capitalization is applied only to the first word, as in a sentence.

Thermography
A process by which a powdered resin is applied to wet ink and exposed to heat, creating a three-dimensional effect (not recommended for stationery applications).

Trade name
A trade name identifies a company rather than its products or services. Many trade names also serve as trademarks (e.g., ExxonMobil is a trademark when displayed on a bale of butyl rubber). ExxonMobil is a trade name when referring to the company.

Trademark
Any word, name, symbol or device (or any combination thereof) that identifies and distinguishes the source of the goods or services of one party from those of others.

Trim
The finished size of a document.

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Glossary, continued

Visual identity
The distinctive look and feel of a company, product or service achieved through use of brands, typography, graphics, color and other elements in a consistent manner.

White space
The empty space in a design, used to separate elements on a page to aid in a clean, simple and effective communication.

x-height
The height of a lower-case x, a considered characteristic of a particular font.

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Contacts and resources

Whom to ask:

Consult a Global Identity Network Advisor below for inquiries relating to these guidelines. For further contact information, refer to your company directory.

Corporate and other businesses

Jayme Meyer
Corporate Identity Management Lead

Paskal Dendooven
Corporate Identity Management Advisor

Lines of Business (LOB)

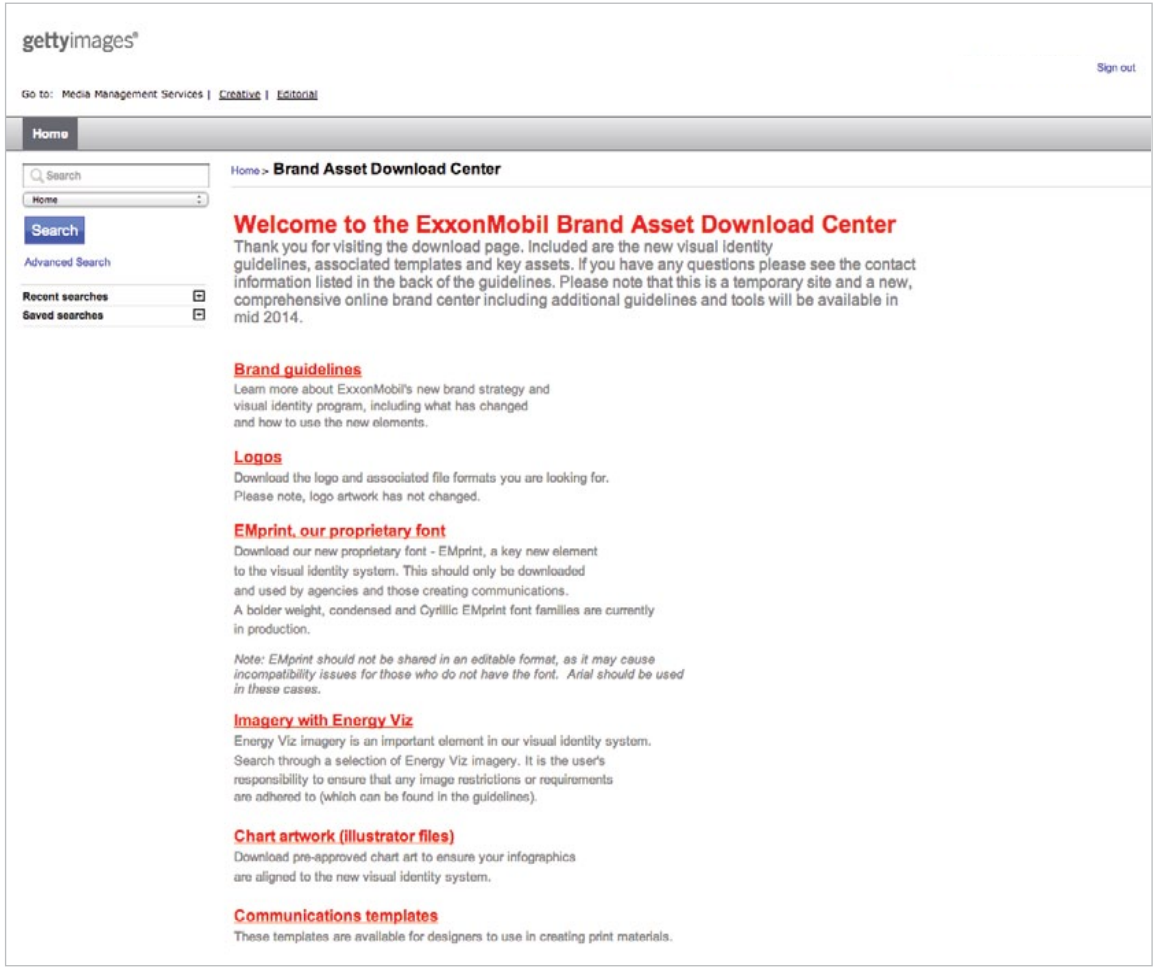
Monique Goor
Chemical Identity Management Advisor

Mark Jacobson
Fuels Identity Management Advisor

Sasha Cannon
Lubricants Identity Management Advisor

Where to find resources:

To access any brand materials or additional information including guidelines, fonts, color palettes, imagery, logos, marketing templates and information graphics artwork files, visit the download page at: EMphotomanager.com



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