



BRAND GUIDE



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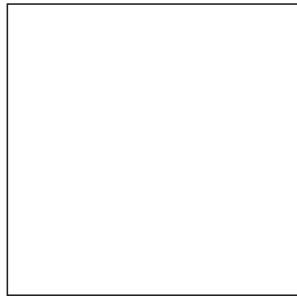
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COLORS

Our brand consists of 5 Major colors that should be used exactly with no difference in shade. The exact Pantone and Hex Codes have been given to ensure accurate color match



PANTONE
P 1-1C
ffffff



PANTONE
Cool Gray 5 C
b3b4b3



PANTONE
425 C
54585a



PANTONE
P Process
Black C
#000000



PANTONE
306 C
00b5e2

FONTS

Open Sans is the main family font we use, see instructions for use below as follows:

Open Sans Extrabold

This is to be used for headings only

Open Sans Semibold Italic

This is to be used for quotations or emphasis only

Open Sans Semibold

This is to be used for sub-headings only

Open Sans Regular

This is to be used to list items in a bullet point

Open Sans Light

This is to be used for body text only



oilquip inc

BRAND GUIDE

LOGO TYPES

Colored logo



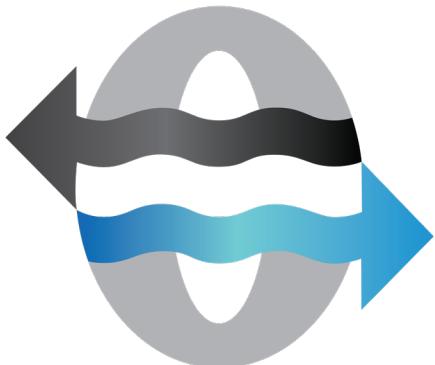
This is our main logo type and should be used for official purposes



oilquip inc

The logo consists of the 'oilquip inc' text in a bold, dark grey sans-serif font, displayed horizontally without the accompanying circular graphic element.

Text only logo when full logo is not necessary



logo mark to be used where full logo can not be used and for special instances in the creation of apps, products, merchandise etc.



LOGO TYPES

Alternate logo



Logo mark colored + white text for black backgrounds



All white logo for dark or colored backgrounds



All white logo for pictures

LOGO TYPES

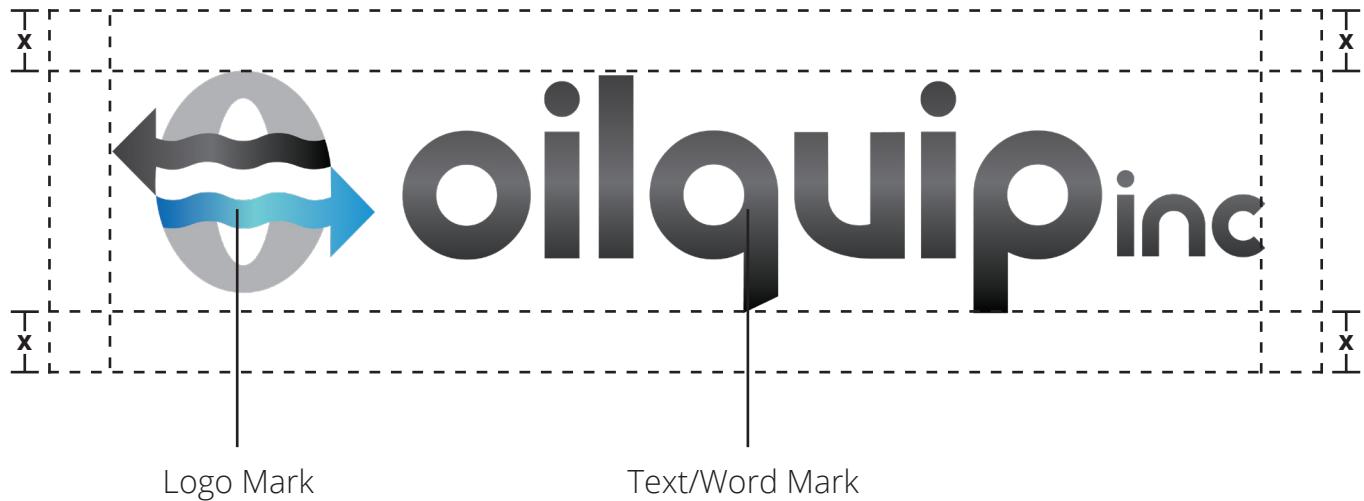
No Gradient logos - *to be used only on apparel or where gradient cannot be used*





LOGO SPACING

The Oilquip logo must have adequate clear space surrounding it. Avoid placing any element closer to the logo than the distance indicated by the box in this diagram.



Minimum logo height





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