



# BRAND GUIDELINES

VERSION 1.4



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Our brand and its brand elements will enable us to develop a character and identity that is unique to Exalo.

All of the brand elements within this document will have a direct impact upon our audiences. It is very important that we follow these guidelines to ensure that our brand is expressed consistently.

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# OUR LOGO

## WHAT IT MEANS

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### Dynamo Symbol

This consists of five parts to represent five companies coming together (OGEĆ Cracow, NAFTA Pila, Jasło, Diament and JRG Krosno).

Inspired by a drill head, the symbol implies movement and dynamism.



### Exalo Name

"EX" relates to 'extract'

"ALO" relates to the Latin for 'support'

# EXALO

### Grupa PGNiG

Exalo is part of the PGNiG Group and the Grupa PGNiG logo should always be placed below the Exalo name

## GRUPA PGNiG

# OUR LOGO

## LOGO VARIATIONS 1

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The logo is a recognisable and highly visible brand asset. It should be applied consistently wherever it appears. There are two versions of our logo, Primary and Secondary.

Our logos should only be used on white backgrounds.

Our logo consists of our Exalo wordmark and the 'dynamo' symbol. The relationship between the symbol and the wordmark is set and should not be changed.

The primary logo should be used as our default logo. The secondary logo should only be used where the primary logo cannot work effectively, and when authorised by the head office.

So that Grupa PGNiG is always legible we have small size versions of our logos, in which the GRUPA PGNiG text is the same width as the Exalo wordmark.

Only use our small size version when it is necessary to use our Primary logo at between 9mm and 15mm in width, or the secondary logo at between 10 - 20mm in width.

When using our Primary logo over 15mm or Secondary logo over 20mm in width, always use the normal logo lockups.

#### Primary logo



#### Secondary logo



#### Small size logo



# OUR LOGO

## SINGLE COLOUR

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#### Contact

We also have black single colour versions of our logos that should only be used where it is not possible to print in colour, such as in a fax or single colour advertising.

For sizing rules please see our Logo Variations page 1.1

#### Primary logo



Black single colour primary logo

#### Secondary logo



Black single colour secondary logo



White single colour primary logo



White single colour primary logo

# OUR LOGO

## EXCLUSION ZONE

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#### Contact

The logo is protected by an exclusion zone which ensures that it has maximum impact and visibility across all communications. The exclusion zone is calculated by using the upper case letter 'E' from the logo as illustrated opposite. Please observe this exclusion rule and ensure that no other graphic elements intrude into the zone. By keeping this area clear it will ensure that our logo is never camouflaged, compromised or lost in the context of other content.

The primary logo should be used as our default logo. The secondary logo should only be used where the primary logo cannot work effectively, and when authorised by the head office.



Primary logo exclusion zone



Secondary logo exclusion zone

# 1.4

## OUR LOGO INCORRECT USAGE

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The Exalo logo is an important part of our visual brand expression and it is therefore very important that it is used correctly. The logo should only be applied in the way specified in these guidelines and should not be altered in any way.

On this page are some examples of how not to alter the logo.



Do not distort the logo



Do not change the colour of the logo



Do not change the orientation of the logo



Do not change the orientation of the Exalo 'dynamo' graphic



Do not change the typeface of the logo



Do not use the type on its own



Do not reposition the Exalo 'dynamo' graphic



Do not change the colour of the typeface.



Do not resize the Exalo 'dynamo' graphic



Do not place an image behind the logo which renders the logo illegible



Do not reverse the logo out of any background colours



Do not use the small size logo versions at large sizes



# 2.0 OUR COLOURS

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### Contact

Our brand colour palette comprises primary, secondary and neutral colour palettes. It is important that our colours are produced accurately across all communications.

Our primary palette is used for all headlines and body copy.

The secondary palette should be reserved for graphs and charts.

Our neutral palette allows us to use shades of grey to add depth and pace to presentations (as shown later).

These colours should be used in all applications including PowerPoint presentations, printed collateral and websites.

Always match the colours used to the breakdowns opposite.

Pantone 485

C0 M95 Y100 K0

R218 G41 B28

HEX: DA291C

Black

C0 M0 Y0 100K

R0 G0 B0

HEX: 000000

White

C0 M0 Y0 0K

R255 G255 B255

HEX: ffffff

#### Primary palette

Pantone 158

C0 M62 Y95 K0

R232 G119 B34

HEX: E87722

Pantone 288

C100 M80 Y6 K35

R0 G45 B114

HEX: 002D72

Pantone 291

C38 M4 Y0 K0

R155 G203 B235

HEX: 9BCBEB

#### Secondary palette

Pantone Cool Grey 10

C0 M0 Y0 K70

R110 G110 B110

HEX: 6E6E6E

Pantone Cool Grey 5

C0 M0 Y0 K35

R179 G179 B179

HEX: B3B3B3

Pantone Cool Grey 2

C0 M0 Y0 K10

R231 G231 B231

HEX: E7E7E7

#### Neutral palette

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**Contact**

Avenir LT Pro is Exalo's corporate typeface. It was chosen for its legibility and its bold, simple appearance. All professionally pre-printed and digital materials should use Avenir LT Pro e.g. stationery, signage, brochures and annual reports. There are many weights available within the Avenir LT Pro family, however we use the following:

**95 Black****85 Heavy****35 Light**

Italic versions of the above weights can be also used where appropriate.

Left-align all text and avoid justification.

# Avenir LT Pro 95 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!f\$&@\*) 0123456789

# Avenir LT Pro 85 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!f\$&@\*) 0123456789

# Avenir LT Pro 35 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!f\$&@\*) 0123456789

# 3.1

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When determining typography, please adhere to the following rules shown opposite.

## AVENIR LT PRO 35 LIGHT – UPPERCASE

Headline

*Avenir LT Pro 35 Light Oblique* – *Sentence case*

Pull out quote

### AVENIR LT PRO 95 BLACK – UPPERCASE

Body copy subhead 1

### Avenir LT Pro 95 Black – *Sentence case*

Body copy subhead 2

Avenir LT Pro 35 Light – *Sentence case*

Body copy

### AVENIR LT PRO95 BLACK – UPPERCASE

Footnote subhead 1

### Avenir LT Pro 95 Black – *Sentence case*

Footnote subhead 2

Avenir LT Pro 35 Light – *Sentence case*

Footnote copy

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**Contact**

Arial is the default font for all documents created in-house, including body copy in letters, PowerPoint presentations, faxes and emails. Using Arial will allow us to guarantee our communications are viewed consistently and in the format we intend.

Within the Arial family there are two weights available that can be used:

**Bold**  
**Regular**

Italic versions of the above weights can be also used where appropriate.

Standard word and character spacing should always be used.

Left-align all text and avoid justification. Line breaks are the preferred way to separate paragraphs.

# Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;?!£\$&@\*) 0123456789

# Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;?!£\$&@\*) 0123456789

# 4.0

# PHOTOGRAPHY

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### Contact

Our primary photographic style uses high-contrast black and white photos. This adds dynamism and ownability to our communications. We focus mainly on our people, but machinery can be used as supporting imagery.

When using black and white photography please ensure there is a high level of contrast in the image.

Our primary photographic style should be used where possible on the initial pages of all external communications such as website home pages and the covers of PowerPoint presentations, reports and other marketing collateral.

Where necessary, colour photography can be used as our secondary photographic style. It can add warmth and pace to annual reports, secondary website pages and communications.



Primary photography style



Secondary photography style

# 5.0

# RED BAR DEVICE

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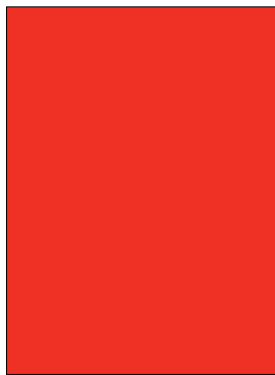
### Contact

Our red bar device is a simple, graphic device that can be applied by itself or over images.

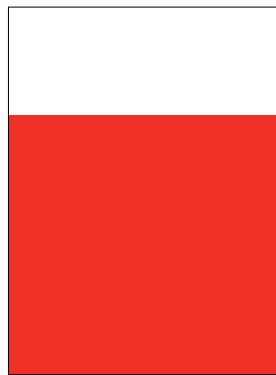
It illustrates our Polish heritage and is inspired by layers of earth and lakes of oil.

When placing it over imagery it always divides the image in thirds or two thirds. More information on this is found on the following page.

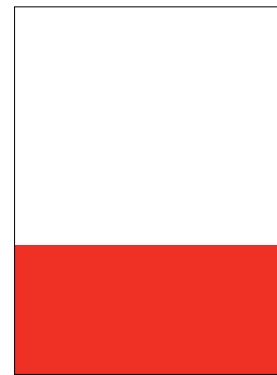
## Red bar



Full red page

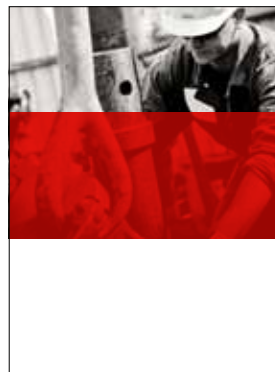


2/3 red bar

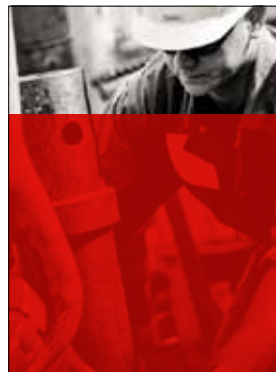


1/3 red bar

## With imagery



Middle 1/3 red bar



2/3 red bar



1/3 red bar

# 5.1 RED BAR DEVICE OVER PHOTOGRAPHY

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When applying our red bar device over photography we use two layers to allow typography to be easily legible over the device.

### LAYER 1

This is set to 'Normal' effect and applied at 70% opacity.

### LAYER 2

The second layer is set to the 'Multiply' effect and applied at 100% opacity.

Typography is always coloured white on a red box.

Only our black and white primary image style can be used behind a red box.

Do not use a single layer of red over photography.

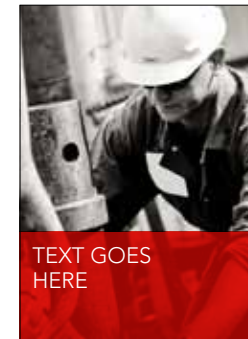
## Red Primary Box



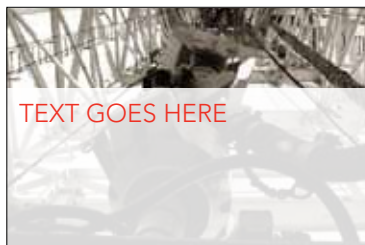
**LAYER 1**  
Effect: 'Normal'  
Opacity: 70%

**LAYER 2**  
Effect: 'Multiply'  
Opacity: 100%

## Two layer panel examples



## White Secondary Box



**LAYER 1**  
Effect: 'Normal'  
Opacity: 85%

Inside communications, to ensure that the red box device is not overused a secondary white box device can be used. This is made of one layer set to 85% opacity to ensure that red headline text can easily be read when used on top of the box.



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Contact

The company letterhead is marked on the left hand side with the logo. In the case of a letter which is longer than one page, each successive page is printed on a blank numbered sheet without company markings.

Letterhead templates have been provided. Please set the body copy of letters in Arial at 9pt.

Text in the footer is written at 70% black to reduce its standout. Address information is set at 7.5pt and tax information at 6pt.

When creating footers with multiple addresses, a thin vertical line can be used to divide up the addresses.

The footer should extend no more than 21mm if possible, and leave at least a 16mm clearspace above it.

If required the page number can be placed in the bottom right corner of letterhead.

Paper: White matt  
(e.g. Antalis Edixion, 110 g/m2)

25	33	115	37	
				9
	Name Title Business Name Address line Address line			35
	Ref: 0000 Date: 30 January 2013			38
	Dear Sir/Madam  Gendae velessi magnis eium volo officient.  Harchil ignatur, te intior alit quiasped ut et et volorestibus ad quo blabor sin culpa id et lant eat. Orrunti orerum qui ut officisse ra voloport eatas vendem quas et lautet doluptas aceperspe explam accum sunliam que autet assequam vellute mporepe cum quatus invent.  Lessinctotae omihit quam quiae quis molupta nonsequ iatempo sandis qui am alit, cus eat et ex est dolestr umenda volupta aute ducim volut asped estrum res ut unt etus ea ditas eos non doloreped qui cupatum ius samet et aces re sunt ex eossinc tiorestius simoluptur rest optaquo eum ex exped moluptus sam volorro qui occupa voluptatate optasped quam ius magniminit volupture digendis soluptur abor a volent faccum ra dolupit, que consequis serum num nis aut que eius ea volor adis vit derovid mi, officias voluptorum et quat. Sit omnis milluptum liit vel in pre simeturitias essintemqui nia quo dolores etur accuptatum nestiandenda. Harchil ignatur, te intior alit quiasped ut et et volorestibus ad quo blabor sin culpa id et lant eat. Orrunti orerum qui ut officisse ra voloport eatas vendem quas et lautet doluptas aceperspe explam accum sunliam que autet assequam vellute mporepe cum quatus invent.  Lessinctotae omihit quam quiae quis molupta nonsequ iatempo sandis qui am alit, cus eat et ex est dolestr umenda volupta aute ducim volut asped estrum res ut unt etus ea ditas eos non doloreped qui cupatum ius samet et aces re sunt ex eossinc tiorestius simoluptur rest optaquo eum ex exped moluptus sam volorro qui occupa voluptatate optasped quam ius magniminit volupture digendis soluptur abor a volent faccum ra dolupit, que consequis serum num nis aut que eius ea volor adis vit derovid mi, officias voluptorum et quat. Sit omnis milluptum liit vel in pre simeturitias essintemqui nia quo dolores etur accuptatum nestiandenda.  Yours faithfully  Piotr Truszkowski Chief Executive			23
				181
				16
	Exalo Drilling S.A. Pl. Staszica 9 84-920 Pila  T: (48) 22 589 00 00 F: (48) 22 589 00 00 www.exalo.pl	Exalo Drilling S.A. Centrum Kraków ul. Lubicz 25 31-503 Kraków  T: (48) 22 589 00 00 F: (48) 22 589 00 00		21
	KRS: 00004281039, Sąd Rejonowy dla m.st. Warszawy w Warszawie, XII Wydział Gospodarczy KRS NIP: 527 268 12 58, Kapitał zakładowy (opłacony w całości): 981 500 000 złotych			1
				11

Letterhead front  
Actual size: 210mm x 297mm  
All annotated measurements in millimetres

Letterhead back  
The back can be printed red to add impact and colour

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#### Contact

Paper: White matt  
(e.g. Antalis Edixion, 300 g/m2)

Font: Avenir LT Pro 35 Light

6	33	16	25	5	
					5
			Exalo Drilling S.A. Pl. Staszica 9 64-920 Piła T: (48) 22 589 00 00 F: (48) 22 589 00 00 DL: (48) 00 000 00 00 M: (48) 600000000 www.exalo.pl		44
	<b>PIOTR TRUSZKOWSKI</b> CHIEF EXECUTIVE piotr.truszkowski@exalo.pl				9
					6

#### Business card front

Actual size: 85mm x 55mm  
All annotated measurements in millimetres



Business card back

## 6.1.3

# APPLICATIONS STATIONERY – FAX

### Contents

#### 1.0 Our logo

- 1.1 Logo variations
- 1.2 Single colour
- 1.3 Exclusion Zone
- 1.4 Incorrect Usage

#### 2.0 Colours

#### 3.0 Typography

- 3.1 Hierarchy
- 3.2 In-house

#### 4.0 Photography

#### 5.0 Red Bar Device

- 5.1 Over photography

#### 6.0 Applications

- ▶ 6.1 Stationery
- 6.2 Binders
- 6.3 Marketing Brochure
- 6.4 Poster
- 6.5 Digital
- 6.6 Display Stands
- 6.7 Uniform
- 6.8 Signage & Rigs
- 6.9 Vehicles

#### Contact

The company fax header sheet is marked on the left hand side with the black-and-white trademark. In the case of a fax which is longer than one page, each successive page is printed on a blank numbered sheet without company markings.


Fax templates have been provided. Please set the body copy of letters in Arial at 10pt to account for the lower print quality of faxed documents.

In the footer address information is set at 8pt and tax information at 7pt.

When creating footers with multiple addresses, a thin vertical line can be used to divide up the addresses.

The footer should extend no more than 21mm if possible, and leave at least a 16mm clearspace above it.

If required the page number can be placed in the bottom right corner of fax document.

25	33	42	20	55	35	
						9
<b>Do</b> Jan Kowalski <b>Faks nr</b> 0 24 456 789 <b>Do</b> Kazimierz Kowalski <b>Faks nr</b> 0 24 456 789 <b>Dw</b> Jan Kowalski <b>Dat</b> Zamówienia <b>Data</b> 90 28 2007 <b>Liczba stron</b> 51 <b>Wasz znak</b> <b>Nasz znak</b>						41
Dear Sir/Madam  Gendae velessi magnis eium volo officient.  Harchil ignatur, te intior alit quasped ut et et volorestibus ad quo blabor sin culpa id et lant eat. Orrunti orerum qui ut officisse ra volorport eatas vendem quas et lautet doluptas aceperspe explam accum suntiam que autet assequam vellute mporepe cum quatius invent.  Lessinctotae omnihit quam quiae quis molupta nonsequ iatempo sandis qui am alit, cus eat et ex est dolestr umenda volupta aute ducim volut asped estrum res ut unt etus ea difas eos non doloreped qui cupatum ius samet et aces re sunt ex eossinc tiorestius simoluptur rest optaquo eum ex exped moluptus sam volorro qui occupta voluptate optasped quam ius magninit volupture digendis soluptur abor a volent faccum ra dolupit, que consequis serum num nis aut que eius ea volor adis vit deroivid mi, officias voluptiorum et quat. Sit omnis milluptum ilit vel in pre simeturitias essintemqui nia quo dolores etur accuptatium nestiandenda.  Yours faithfully  <b>Piotr Truszkowski</b> Chief Executive						55
						44
						16
Exalo Drilling S.A. T: (48) 22 589 00 00 Pl. Staszica 9 F: (48) 22 589 00 00 94-920 Pila www.exalo.pl Exalo Drilling S.A. T: (48) 22 589 45 67 Centrum Kraków F: (48) 22 589 00 00 ul. Lubicz 25 31-503 Kraków						21
KRS: 0000428139, Sąd Rejonowy dla m. st. Warszawy w Warszawie, XII Wydział Gospodarczy KRS NIP: 527 268 12 58, Kapitał zakładowy (opłacony w całości): 989 500 000 złotych						1
						11

#### Fax

Actual size: 210mm x 297mm

All annotated measurements in millimetres

# 6.1.4 APPLICATIONS

## STATIONERY – DL ENVELOPE

### Contents

#### 1.0 Our logo

- 1.1 Logo variations
- 1.2 Single colour
- 1.3 Exclusion Zone
- 1.4 Incorrect Usage

#### 2.0 Colours

#### 3.0 Typography

- 3.1 Hierarchy
- 3.2 In-house

#### 4.0 Photography

#### 5.0 Red Bar Device

- 5.1 Over photography

#### 6.0 Applications

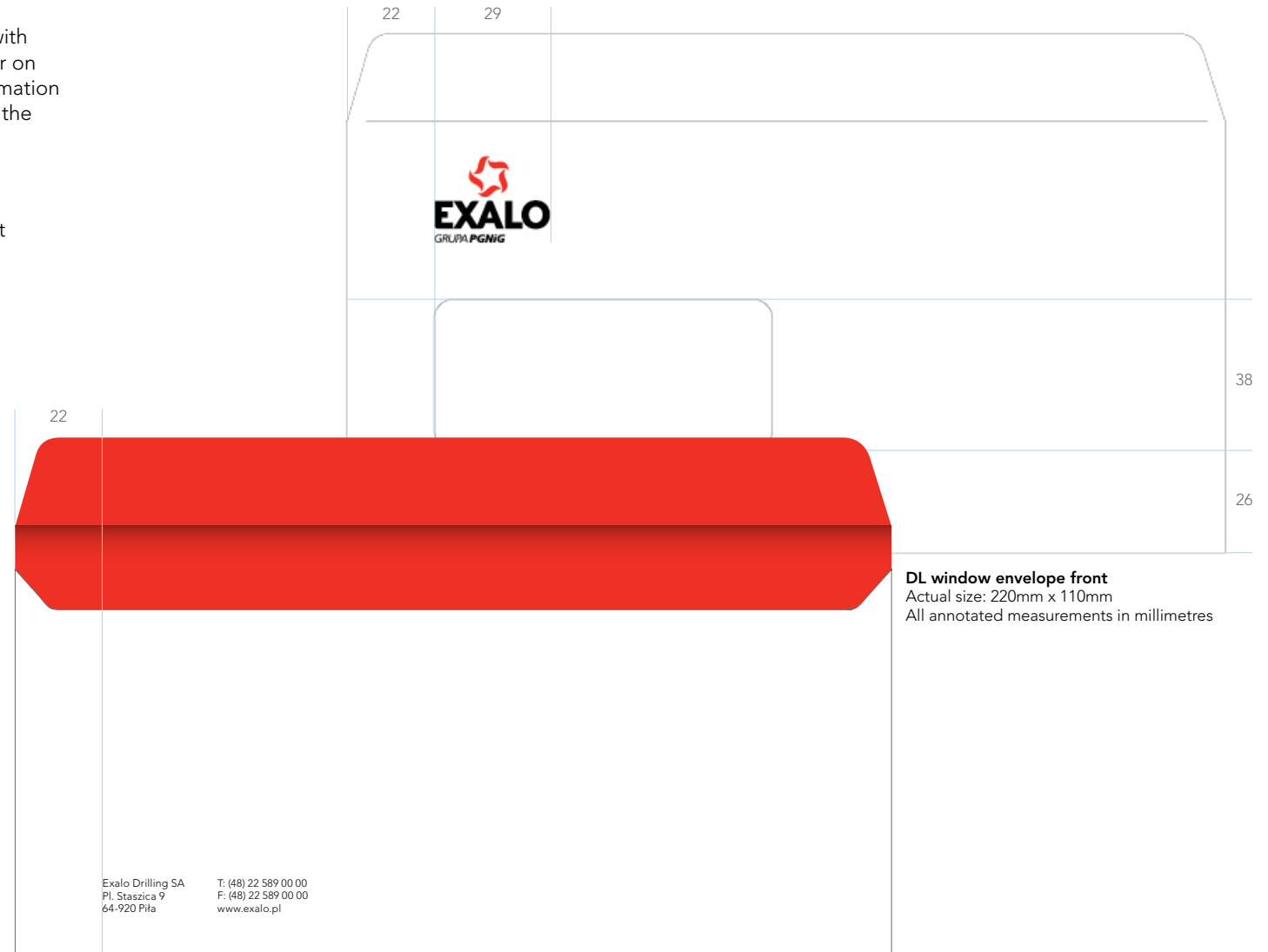
- ▶ 6.1 Stationery
- 6.2 Binders
- 6.3 Marketing Brochure
- 6.4 Poster
- 6.5 Digital
- 6.6 Display Stands
- 6.7 Uniform
- 6.8 Signage & Rigs
- 6.9 Vehicles

#### Contact

A DL envelope is marked with the logo and the red colour on the flap. All company information is printed at the bottom of the envelope back.

Paper: White matt

Font: Avenir LT Pro 35 Light



#### DL window envelope front

Actual size: 220mm x 110mm

All annotated measurements in millimetres

DL window envelope back

## 6.1.5

# APPLICATIONS STATIONERY – C4 ENVELOPE

### Contents

#### 1.0 Our logo

- 1.1 Logo variations
- 1.2 Single colour
- 1.3 Exclusion Zone
- 1.4 Incorrect Usage

#### 2.0 Colours

#### 3.0 Typography

- 3.1 Hierarchy
- 3.2 In-house

#### 4.0 Photography

#### 5.0 Red Bar Device

- 5.1 Over photography

#### 6.0 Applications

- ▶ 6.1 Stationery
- 6.2 Binders
- 6.3 Marketing Brochure
- 6.4 Poster
- 6.5 Digital
- 6.6 Display Stands
- 6.7 Uniform
- 6.8 Signage & Rigs
- 6.9 Vehicles

#### Contact

A C4 envelope is marked with the logo and the red colour on the flap. All company information is printed at the bottom of the envelope back.

Paper: White matt

Font: Avenir LT Pro 35 Light



C4 envelope back



#### C4 envelope front

Actual size: 324mm x 229mm

All annotated measurements in millimetres

Exalo Drilling SA  
Pl. Staszica 9  
64-920 Pila

T: (48) 22 589 00 00  
F: (48) 22 589 00 00  
www.exalo.pl

# APPLICATIONS

## STATIONERY – C5 ENVELOPE

### Contents

#### 1.0 Our logo

- 1.1 Logo variations
- 1.2 Single colour
- 1.3 Exclusion Zone
- 1.4 Incorrect Usage

#### 2.0 Colours

#### 3.0 Typography

- 3.1 Hierarchy
- 3.2 In-house

#### 4.0 Photography

#### 5.0 Red Bar Device

- 5.1 Over photography

#### 6.0 Applications

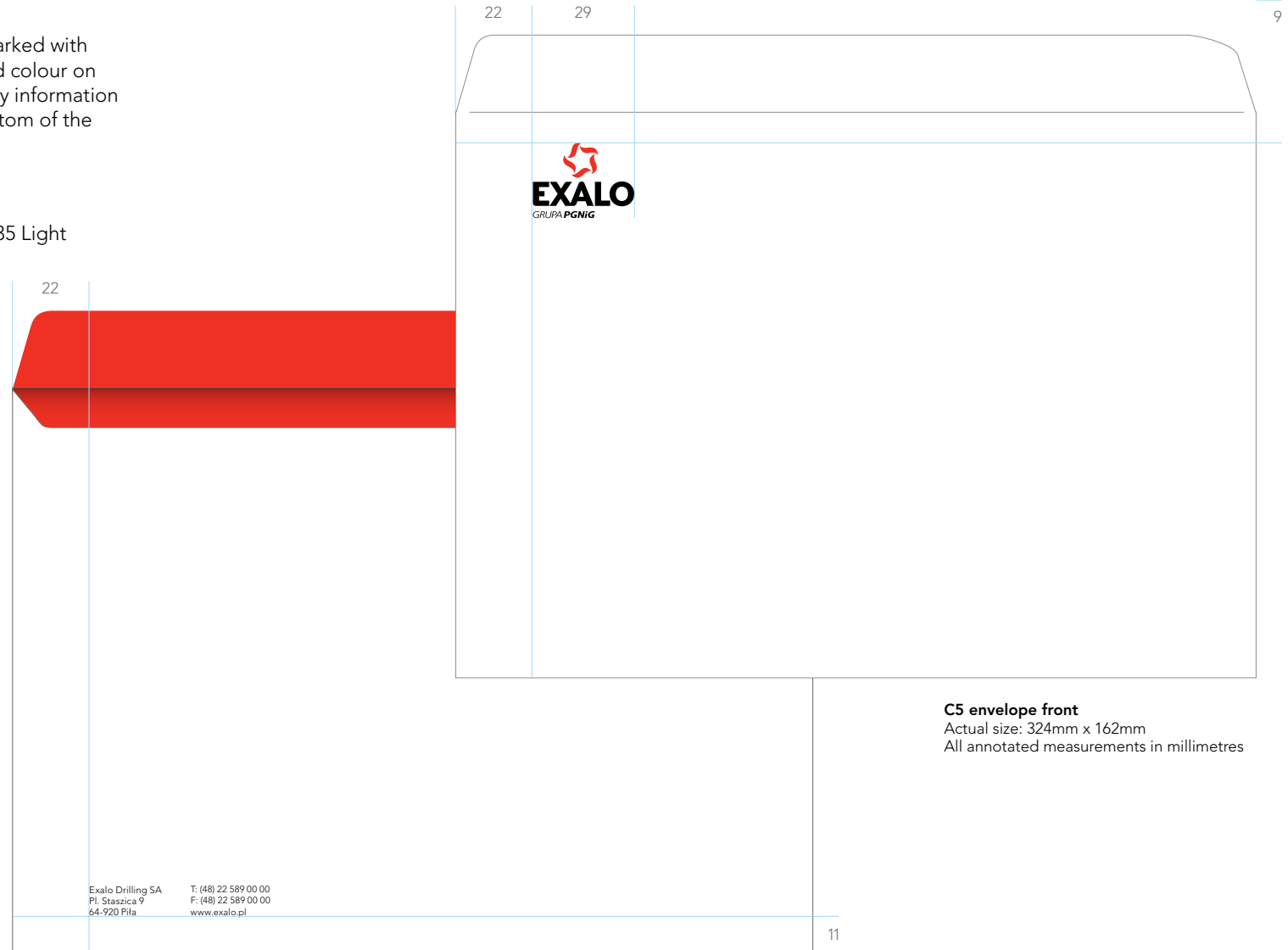
- ▶ 6.1 Stationery
- 6.2 Binders
- 6.3 Marketing Brochure
- 6.4 Poster
- 6.5 Digital
- 6.6 Display Stands
- 6.7 Uniform
- 6.8 Signage & Rigs
- 6.9 Vehicles

#### Contact

A C5 envelope is marked with the logo and the red colour on the flap. All company information is printed at the bottom of the envelope back.

Paper: White matt

Font: Avenir LT Pro 35 Light



C5 envelope back

# APPLICATIONS

## STATIONERY – STAMPS

### Contents

#### 1.0 Our logo

- 1.1 Logo variations
- 1.2 Single colour
- 1.3 Exclusion Zone
- 1.4 Incorrect Usage

#### 2.0 Colours

#### 3.0 Typography

- 3.1 Hierarchy
- 3.2 In-house

#### 4.0 Photography

#### 5.0 Red Bar Device

- 5.1 Over photography

#### 6.0 Applications

- ▶ 6.1 Stationery
- 6.2 Binders
- 6.3 Marketing Brochure
- 6.4 Poster
- 6.5 Digital
- 6.6 Display Stands
- 6.7 Uniform
- 6.8 Signage & Rigs
- 6.9 Vehicles

#### Contact

Fonts: Avenir LT Pro is our preference, although if the stickers are being printed by an employee without access to our corporate font, they can be created in Arial.

Black ink must be used.

### Header stamps

#### EXALO GROUP

Exalo Drilling SA  
Pl. Staszica 9 64-920 Piła

Main stamp

#### EXALO GROUP

Exalo Drilling SA  
Pl. Staszica 9 64-920 Piła  
T: (48) 22 589 45 67  
F: (48) 22 589 00 00  
Tax ID No. [NIP]: 000 000 00 00  
NCR (KRS) No.: 0000000000,  
EGON statistical No. 00000000

Secondary stamp

### Secretariats stamps

#### GENERAL OFFICE

received on  
00/00/0000

REF. ....

#### SECRETARIAL OFFICE

received on  
00/00/0000

REF. ....

### Personal stamps

#### FORENAME SURNAME

PRESIDENT OF THE  
MANAGEMENT BOARD

#### FORENAME SURNAME

MANAGER  
Name of the office

## 6.1.8

# APPLICATIONS STATIONERY – OFFICE PRINTS

### Contents

#### 1.0 Our logo

- 1.1 Logo variations
- 1.2 Single colour
- 1.3 Exclusion Zone
- 1.4 Incorrect Usage

#### 2.0 Colours

#### 3.0 Typography

- 3.1 Hierarchy
- 3.2 In-house

#### 4.0 Photography

#### 5.0 Red Bar Device

- 5.1 Over photography

#### 6.0 Applications

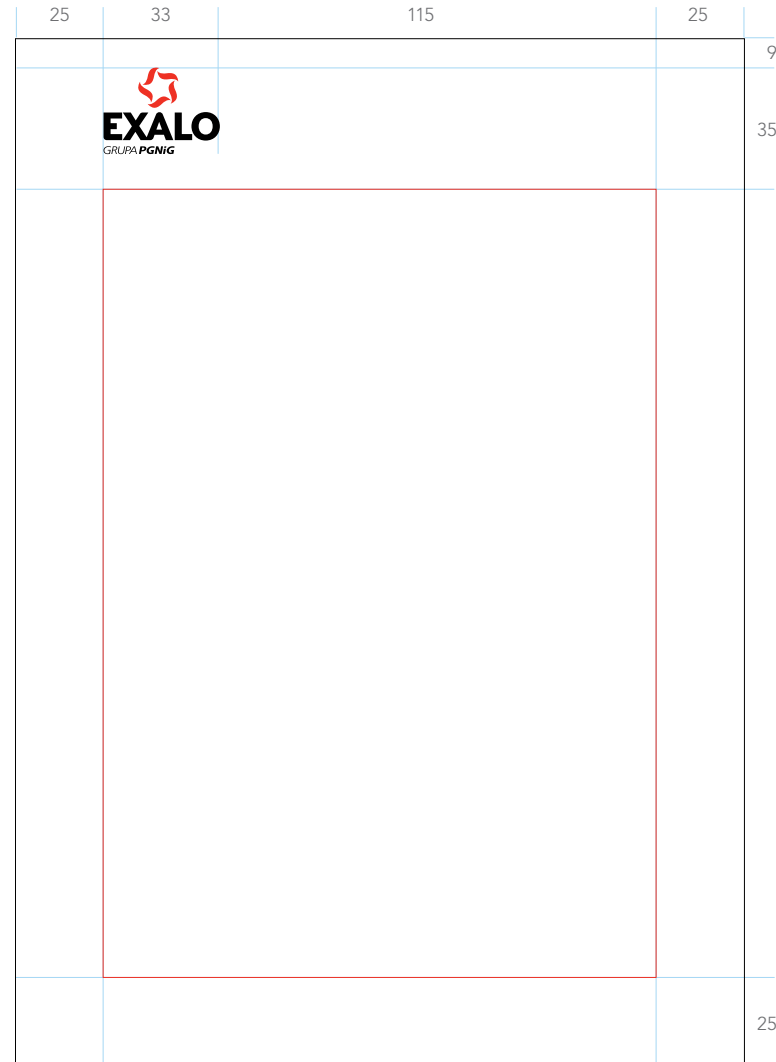
- ▶ 6.1 Stationery
- 6.2 Binders
- 6.3 Marketing Brochure
- 6.4 Poster
- 6.5 Digital
- 6.6 Display Stands
- 6.7 Uniform
- 6.8 Signage & Rigs
- 6.9 Vehicles

#### Contact

Typical office print outs are documents such as: invoices, specifications, reports, regulations, resolutions and questionnaires. Internally we use Arial for body copy. Text is positioned within the box shown opposite. The logo is positioned on the left hand side.

Paper: printer paper

Format: A4



**Invoice**  
Actual size: 210mm x 297mm  
All annotated measurements in millimetres



## 6.2.1 APPLICATIONS BINDERS – A4 OFFER

### Contents

#### 1.0 Our logo

- 1.1 Logo variations
- 1.2 Single colour
- 1.3 Exclusion Zone
- 1.4 Incorrect Usage

#### 2.0 Colours

#### 3.0 Typography

- 3.1 Hierarchy
- 3.2 In-house

#### 4.0 Photography

#### 5.0 Red Bar Device

- 5.1 Over photography

#### 6.0 Applications

- 6.1 Stationery
- ▶ 6.2 Binders
- 6.3 Marketing Brochure
- 6.4 Poster
- 6.5 Digital
- 6.6 Display Stands
- 6.7 Uniform
- 6.8 Signage & Rigs
- 6.9 Vehicles

#### Contact

Our A4 offer binder uses our red bar device across the middle and a black-and-white picture. The inside flap and back page use large panels of red to create impact and add colour to our communications.

To contrast with the mainly white documents within our folders we would recommend either using the same red bar device as the cover, or printing a solid red interior.

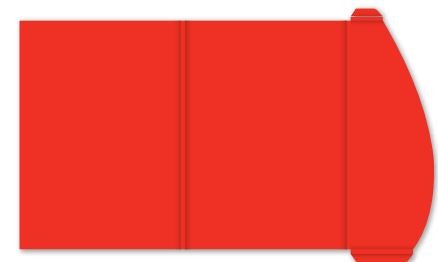
Font: Avenir LT Pro 35 Light



#### A4 offer binder

Actual size: 215 x 305 mm

All annotated measurements in millimetres unless stated



Binder interior option

## 6.2.2

# APPLICATIONS BINDERS – ALTERNATE

### Contents

#### 1.0 Our logo

- 1.1 Logo variations
- 1.2 Single colour
- 1.3 Exclusion Zone
- 1.4 Incorrect Usage

#### 2.0 Colours

#### 3.0 Typography

- 3.1 Hierarchy
- 3.2 In-house

#### 4.0 Photography

#### 5.0 Red Bar Device

- 5.1 Over photography

#### 6.0 Applications

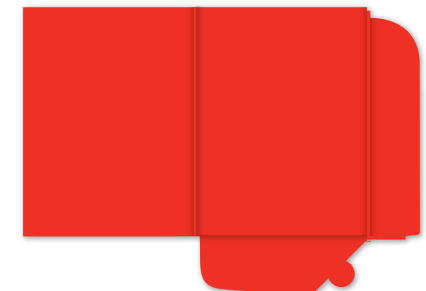
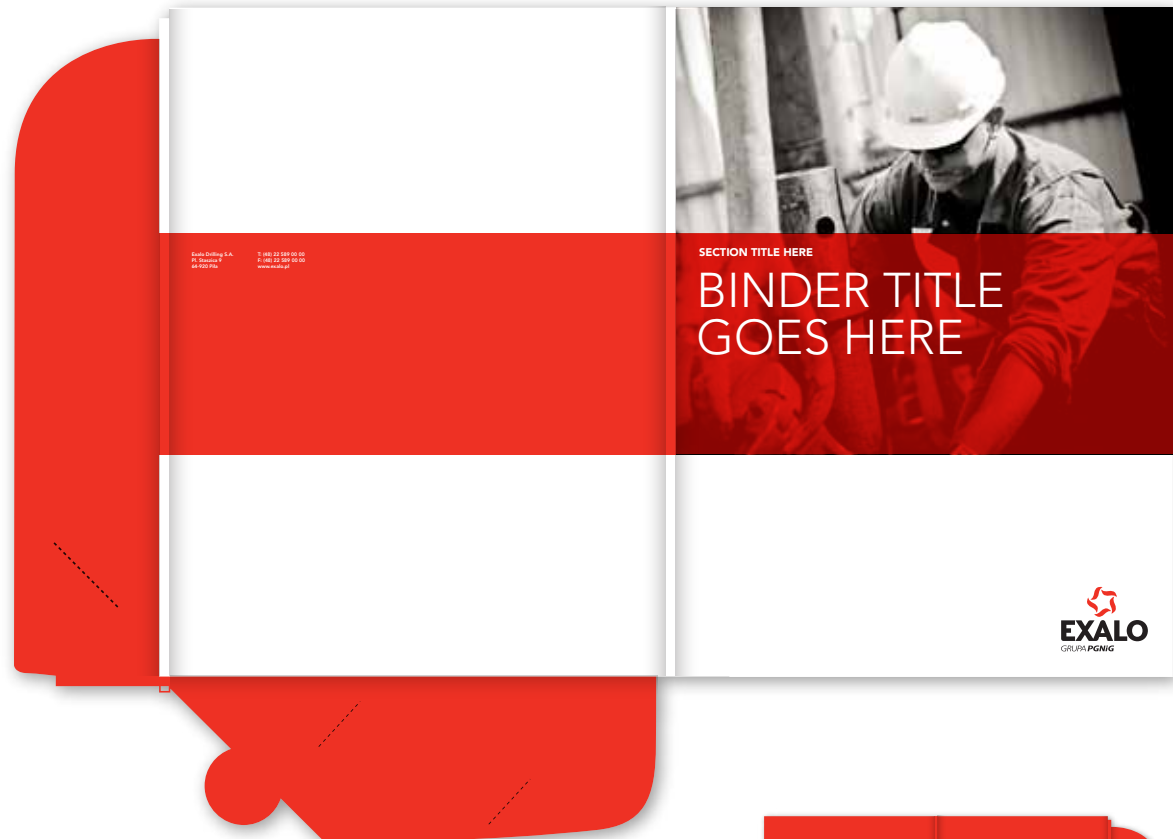
- 6.1 Stationery
- ▶ 6.2 Binders
- 6.3 Marketing Brochure
- 6.4 Poster
- 6.5 Digital
- 6.6 Display Stands
- 6.7 Uniform
- 6.8 Signage & Rigs
- 6.9 Vehicles

#### Contact

Our A4 offer binder uses our red bar device across the middle and a black-and-white picture. The inside flap and back page uses panels of red to create impact to our communications.

To contrast with the mainly white documents within our folders we would recommend either using the same red bar device as the cover, or printing a solid red interior.

Font: Avenir LT Pro 35 Light



Binder interior option

## 6.3

# APPLICATIONS MARKETING BROCHURE

### Contents

#### 1.0 Our logo

- 1.1 Logo variations
- 1.2 Single colour
- 1.3 Exclusion Zone
- 1.4 Incorrect Usage

#### 2.0 Colours

#### 3.0 Typography

- 3.1 Hierarchy
- 3.2 In-house

#### 4.0 Photography

#### 5.0 Red Bar Device

- 5.1 Over photography

#### 6.0 Applications

- 6.1 Stationery
- 6.2 Binders
- ▶ 6.3 Marketing Brochure
- 6.4 Poster
- 6.5 Digital
- 6.6 Display Stands
- 6.7 Uniform
- 6.8 Signage & Rigs
- 6.9 Vehicles

#### Contact

Our internal spreads use a system of thin lines to add structure and create a light, elegant system.

Where possible we try to divide our page layouts into thirds or two thirds as we do with the front pages of our communications.

Use full bleed images and large amounts of white space where possible to create pace and variety throughout our communications.



# 6.4.1 APPLICATIONS POSTER – STYLES

## Contents

### 1.0 Our logo

- 1.1 Logo variations
- 1.2 Single colour
- 1.3 Exclusion Zone
- 1.4 Incorrect Usage

### 2.0 Colours

### 3.0 Typography

- 3.1 Hierarchy
- 3.2 In-house

### 4.0 Photography

### 5.0 Red Bar Device

- 5.1 Over photography

### 6.0 Applications

- 6.1 Stationery
- 6.2 Binders
- 6.3 Marketing Brochure
- ▶ 6.4 Poster
- 6.5 Digital
- 6.6 Display Stands
- 6.7 Uniform
- 6.8 Signage & Rigs
- 6.9 Vehicles

## Contact

We recommend the use of black and white photographs and the red bar device on all our posters.

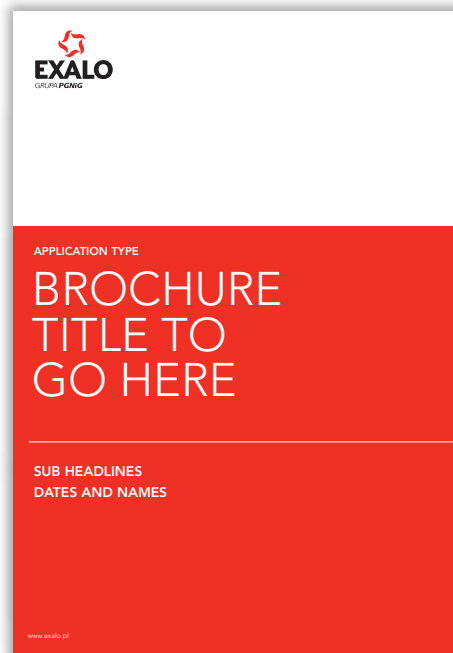
The red bar can be either a 1/3, 1/2 or 2/3 of the page depending on the amount of text that needs to be placed within it.

Where possible we would recommend using minimal copy or writing in bullet points to allow the use of larger images.

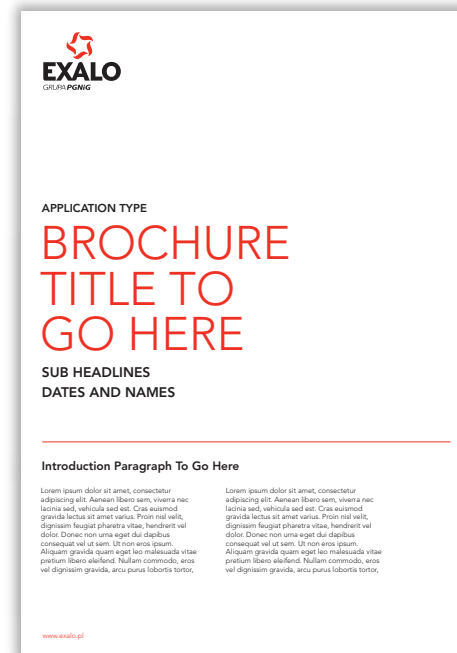
### Short headline



### Long headline



### Long copy with image



## 6.4.2 APPLICATIONS POSTER – SIZES

### Contents

#### 1.0 Our logo

- 1.1 Logo variations
- 1.2 Single colour
- 1.3 Exclusion Zone
- 1.4 Incorrect Usage

#### 2.0 Colours

#### 3.0 Typography

- 3.1 Hierarchy
- 3.2 In-house

#### 4.0 Photography

#### 5.0 Red Bar Device

- 5.1 Over photography

#### 6.0 Applications

- 6.1 Stationery
- 6.2 Binders
- 6.3 Marketing Brochure
- ▶ 6.4 Poster
- 6.5 Digital
- 6.6 Display Stands
- 6.7 Uniform
- 6.8 Signage & Rigs
- 6.9 Vehicles

#### Contact

Our poster system is designed to be scalable to allow for the same designs to be used at different sizes.

We would recommend slightly reducing the relative size of the logo and web address when creating posters at A0 size.

The size of the headlines and body copy can vary depending on their length.

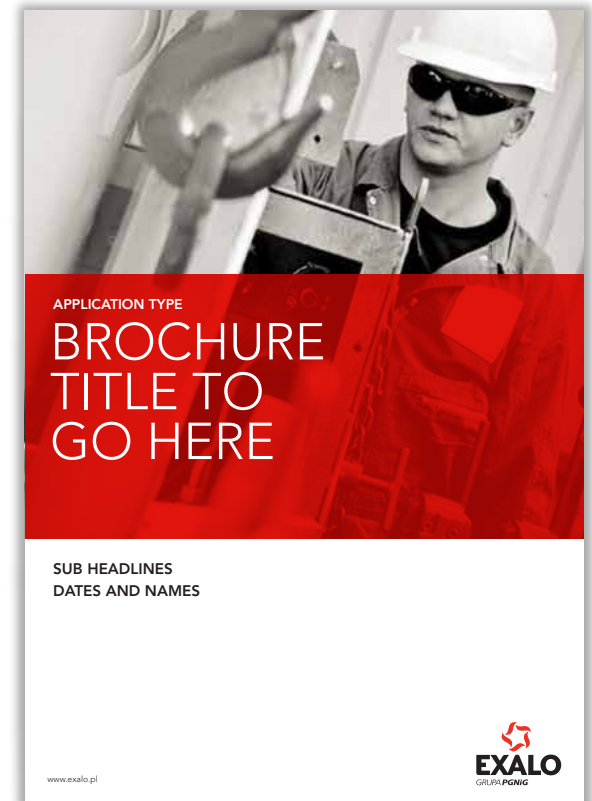
A2



A1



A0



# 6.5.1 APPLICATIONS DIGITAL – WEBSITE

## Contents

### 1.0 Our logo

- 1.1 Logo variations
- 1.2 Single colour
- 1.3 Exclusion Zone
- 1.4 Incorrect Usage

### 2.0 Colours

### 3.0 Typography

- 3.1 Hierarchy
- 3.2 In-house

### 4.0 Photography

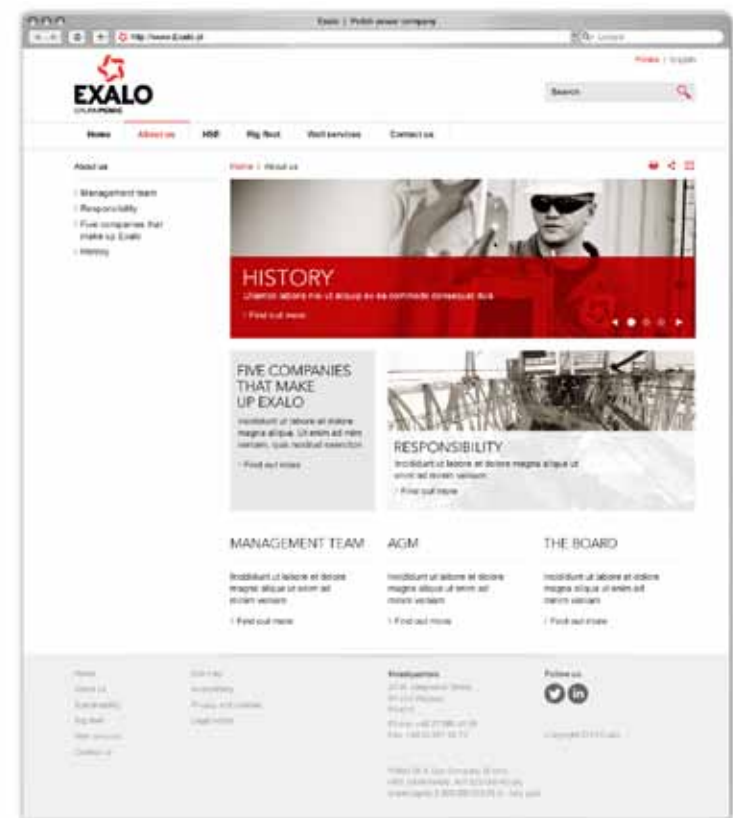
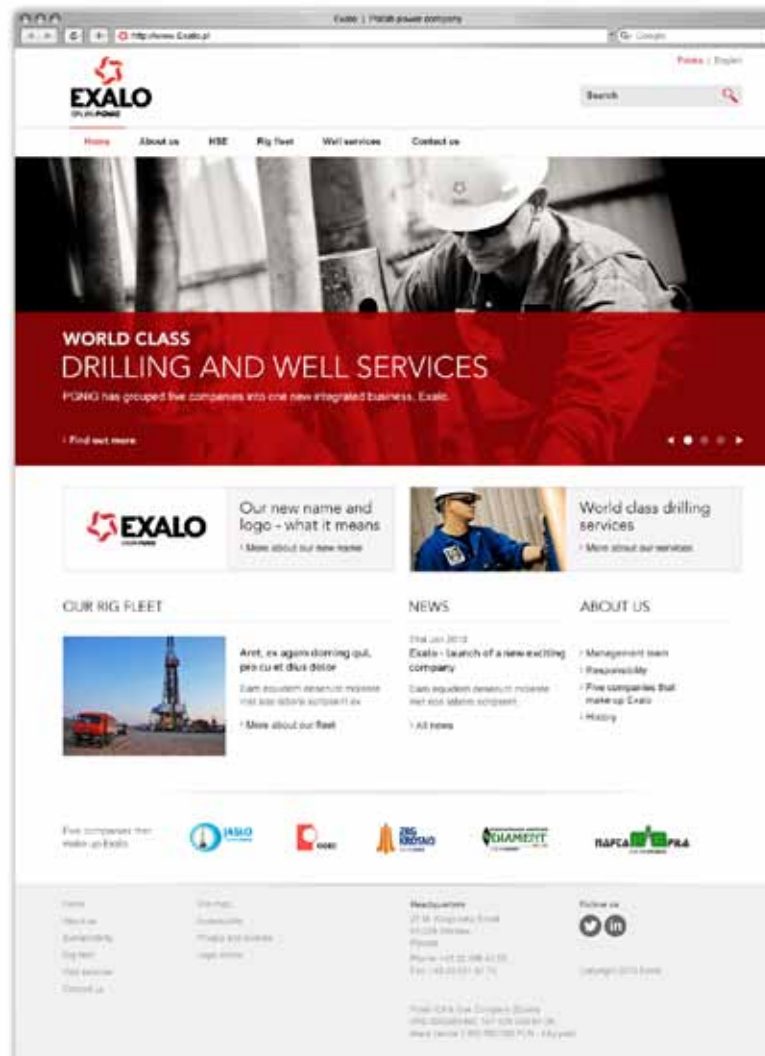
### 5.0 Red Bar Device

- 5.1 Over photography

### 6.0 Applications

- 6.1 Stationery
- 6.2 Binders
- 6.3 Marketing Brochure
- 6.4 Poster
- ▶ 6.5 Digital
- 6.6 Display Stands
- 6.7 Uniform
- 6.8 Signage & Rigs
- 6.9 Vehicles

### Contact



# 6.5.2 APPLICATIONS DIGITAL – POWERPOINT

## Contents

### 1.0 Our logo

- 1.1 Logo variations
- 1.2 Single colour
- 1.3 Exclusion Zone
- 1.4 Incorrect Usage

### 2.0 Colours

### 3.0 Typography

- 3.1 Hierarchy
- 3.2 In-house

### 4.0 Photography

### 5.0 Red Bar Device

- 5.1 Over photography

### 6.0 Applications

- 6.1 Stationery
- 6.2 Binders
- 6.3 Marketing Brochure
- 6.4 Poster
- ▶ 6.5 Digital
- 6.6 Display Stands
- 6.7 Uniform
- 6.8 Signage & Rigs
- 6.9 Vehicles

### Contact

Our PowerPoint template uses our red and white visual identity system to create pace and aid navigation within the document.

The presentation title page background can use full bleed imagery.

Our content pages do not use blocks of red. They use thin key lines as a more refined version of the horizontal block system.

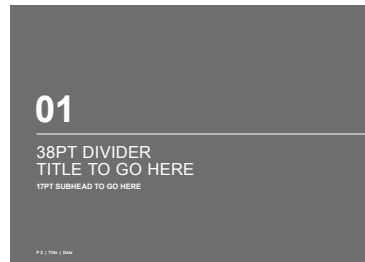
Divider slides can use Grey to visually break up the document.

We can use white 80% opacity blocks over images to add captions if necessary.

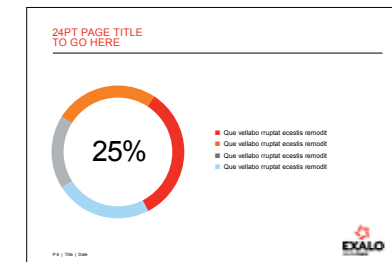
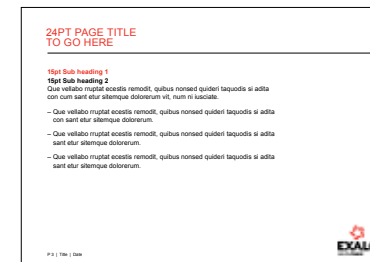
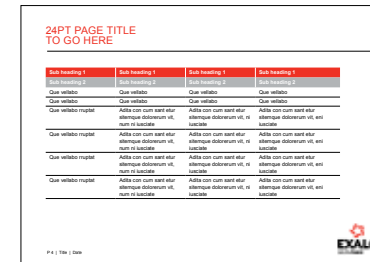
## Title pages



## Divider page



## Content pages





## 6.5.3 APPLICATIONS DIGITAL – EMAIL FOOTER

### Contents

#### 1.0 Our logo

- 1.1 Logo variations
- 1.2 Single colour
- 1.3 Exclusion Zone
- 1.4 Incorrect Usage

#### 2.0 Colours

#### 3.0 Typography

- 3.1 Hierarchy
- 3.2 In-house

#### 4.0 Photography

#### 5.0 Red Bar Device

- 5.1 Over photography

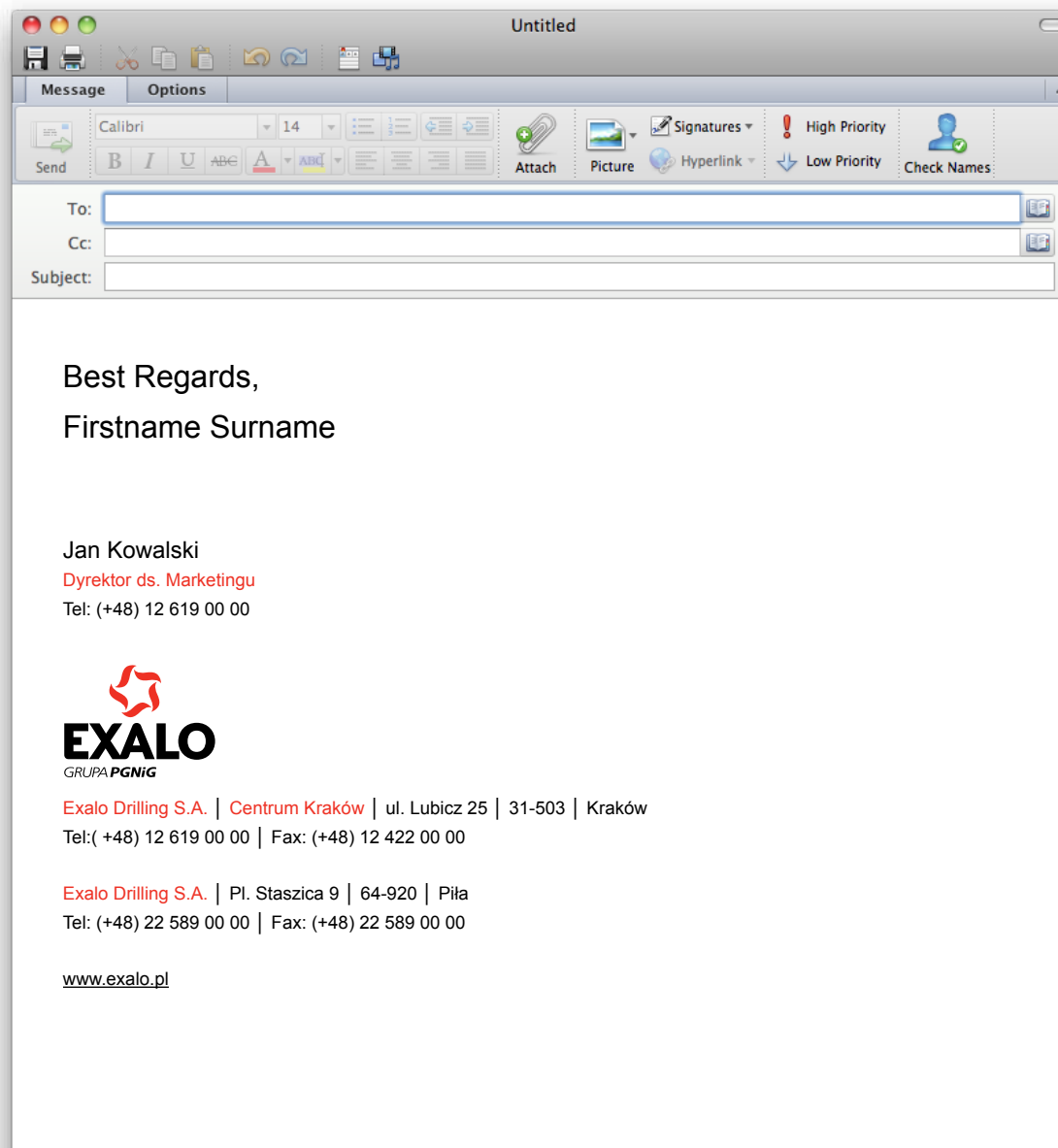
#### 6.0 Applications

- 6.1 Stationery
- 6.2 Binders
- 6.3 Marketing Brochure
- 6.4 Poster
- ▶ 6.5 Digital
- 6.6 Display Stands
- 6.7 Uniform
- 6.8 Signage & Rigs
- 6.9 Vehicles

#### Contact

Personal data, contact details and registration data are written in 8 pt in Arial regular.

The name can be set at 10pt for differentiation.





## 6.5.4 APPLICATIONS

### DIGITAL – CD/DVD

#### Contents

##### 1.0 Our logo

- 1.1 Logo variations
- 1.2 Single colour
- 1.3 Exclusion Zone
- 1.4 Incorrect Usage

##### 2.0 Colours

##### 3.0 Typography

- 3.1 Hierarchy
- 3.2 In-house

##### 4.0 Photography

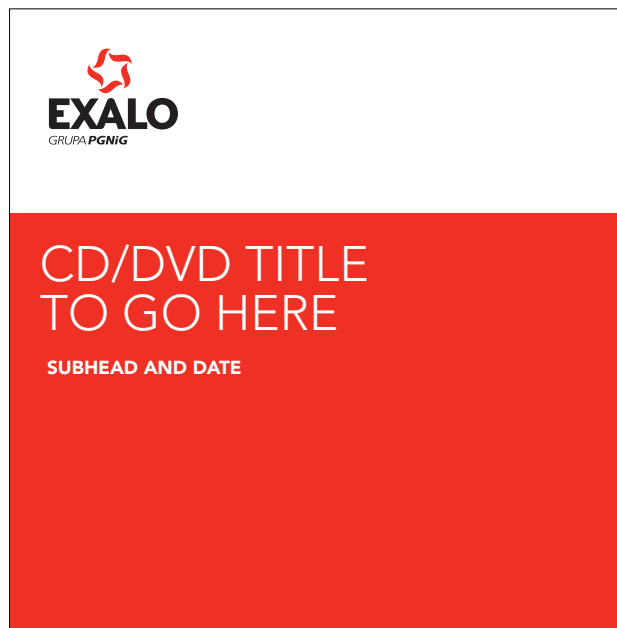
##### 5.0 Red Bar Device

- 5.1 Over photography

##### 6.0 Applications

- 6.1 Stationery
- 6.2 Binders
- 6.3 Marketing Brochure
- 6.4 Poster
- ▶ 6.5 Digital
- 6.6 Display Stands
- 6.7 Uniform
- 6.8 Signage & Rigs
- 6.9 Vehicles

##### Contact



# 6.6.1 APPLICATIONS

## DISPLAY STANDS – ROLL-UP

### Contents

#### 1.0 Our logo

- 1.1 Logo variations
- 1.2 Single colour
- 1.3 Exclusion Zone
- 1.4 Incorrect Usage

#### 2.0 Colours

#### 3.0 Typography

- 3.1 Hierarchy
- 3.2 In-house

#### 4.0 Photography

#### 5.0 Red Bar Device

- 5.1 Over photography

#### 6.0 Applications

- 6.1 Stationery
- 6.2 Binders
- 6.3 Marketing Brochure
- 6.4 Poster
- 6.5 Digital
- ▶ 6.6 Display Stands
- 6.7 Uniform
- 6.8 Signage & Rigs
- 6.9 Vehicles

#### Contact

Our roll-up stands are divided into three equal parts. Our logo is always placed at the top for maximum visibility.

Photography can be used with a red bar over the bottom third of it as shown in the red bar section of the guidelines.



## 6.6.2 APPLICATIONS

# DISPLAY STANDS – PANEL

### Contents

#### 1.0 Our logo

- 1.1 Logo variations
- 1.2 Single colour
- 1.3 Exclusion Zone
- 1.4 Incorrect Usage

#### 2.0 Colours

#### 3.0 Typography

- 3.1 Hierarchy
- 3.2 In-house

#### 4.0 Photography

#### 5.0 Red Bar Device

- 5.1 Over photography

#### 6.0 Applications

- 6.1 Stationery
- 6.2 Binders
- 6.3 Marketing Brochure
- 6.4 Poster
- 6.5 Digital
- ▶ 6.6 Display Stands
- 6.7 Uniform
- 6.8 Signage & Rigs
- 6.9 Vehicles

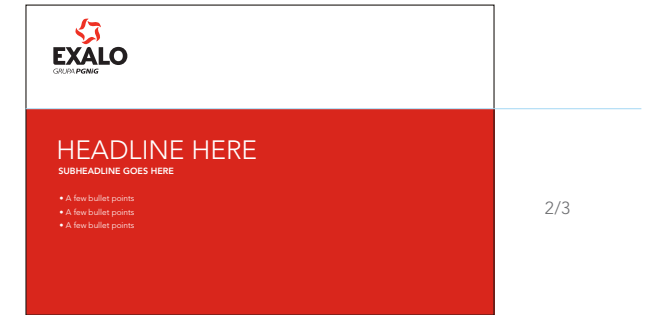
### Contact

Our presentation panels are divided into three equal sections like our roll-up stands. They have a 673mm clearspace on either side. The photo and red panel should wrap around this clear space to create a continuous band of imagery and colour.

#### Option with photography



#### Additional options



# 6.7.1 APPLICATIONS

## UNIFORM 1

### Contents

#### 1.0 Our logo

- 1.1 Logo variations
- 1.2 Single colour
- 1.3 Exclusion Zone
- 1.4 Incorrect Usage

#### 2.0 Colours

#### 3.0 Typography

- 3.1 Hierarchy
- 3.2 In-house

#### 4.0 Photography

#### 5.0 Red Bar Device

- 5.1 Over photography

#### 6.0 Applications

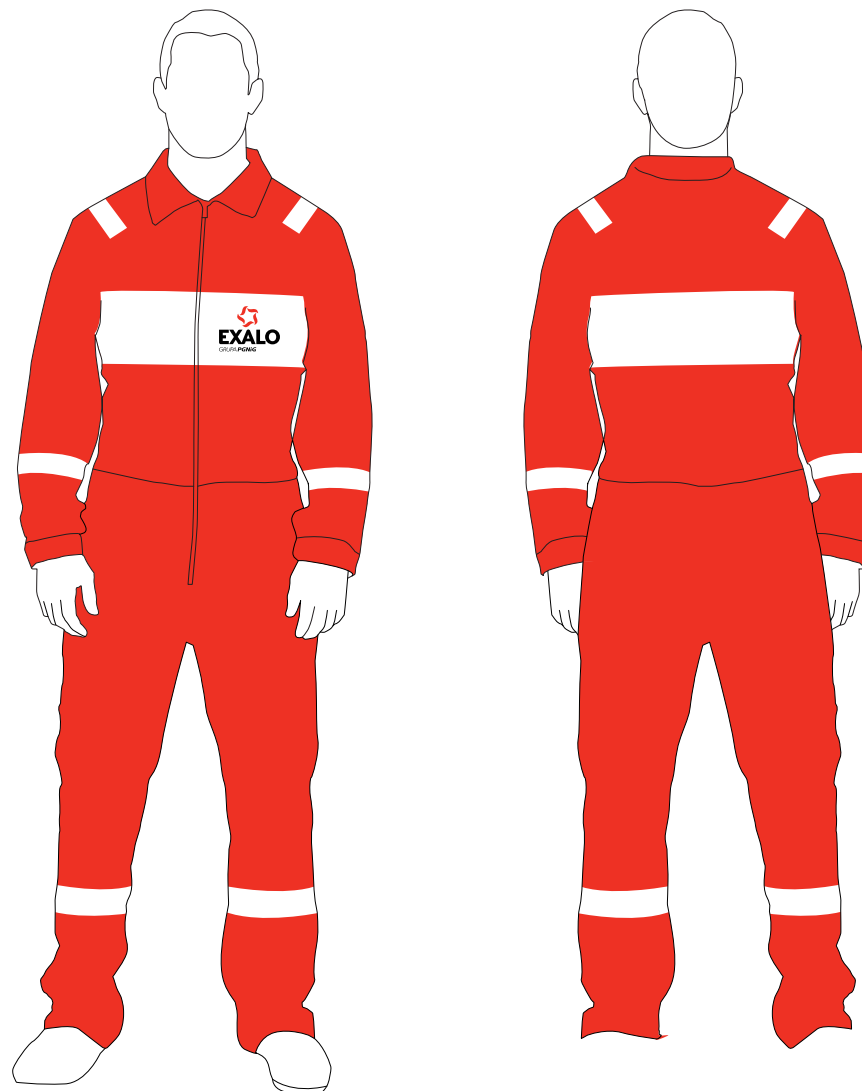
- 6.1 Stationery
- 6.2 Binders
- 6.3 Marketing Brochure
- 6.4 Poster
- 6.5 Digital
- 6.6 Display Stands
- ▶ 6.7 Uniform
- 6.8 Signage & Rigs
- 6.9 Vehicles

### Contact

Our uniforms are solid red with our logo placed on the left side of the chest on a white panel.

#### Uniform 1

All-in-one with white reflectors.



## 6.7.2 APPLICATIONS

# UNIFORM 2

### Contents

#### 1.0 Our logo

- 1.1 Logo variations
- 1.2 Single colour
- 1.3 Exclusion Zone
- 1.4 Incorrect Usage

#### 2.0 Colours

#### 3.0 Typography

- 3.1 Hierarchy
- 3.2 In-house

#### 4.0 Photography

#### 5.0 Red Bar Device

- 5.1 Over photography

#### 6.0 Applications

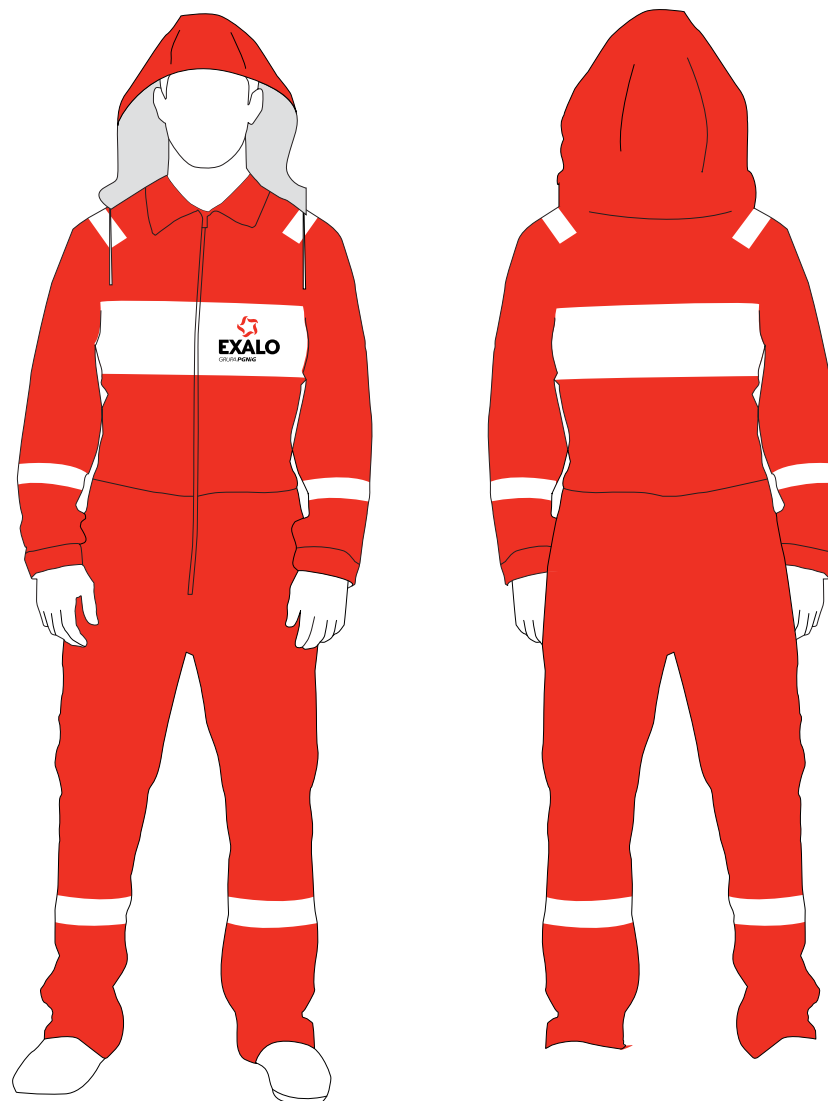
- 6.1 Stationery
- 6.2 Binders
- 6.3 Marketing Brochure
- 6.4 Poster
- 6.5 Digital
- 6.6 Display Stands
- ▶ 6.7 Uniform
- 6.8 Signage & Rigs
- 6.9 Vehicles

### Contact

Our uniforms are solid red with our logo placed on the left side of the chest on a white panel.

#### Uniform 2

All-in-one with reflectors and hood



## 6.7.3 APPLICATIONS

# UNIFORM 3

### Contents

#### 1.0 Our logo

- 1.1 Logo variations
- 1.2 Single colour
- 1.3 Exclusion Zone
- 1.4 Incorrect Usage

#### 2.0 Colours

#### 3.0 Typography

- 3.1 Hierarchy
- 3.2 In-house

#### 4.0 Photography

#### 5.0 Red Bar Device

- 5.1 Over photography

#### 6.0 Applications

- 6.1 Stationery
- 6.2 Binders
- 6.3 Marketing Brochure
- 6.4 Poster
- 6.5 Digital
- 6.6 Display Stands
- ▶ 6.7 Uniform
- 6.8 Signage & Rigs
- 6.9 Vehicles

### Contact

Our uniforms are solid red with our logo placed on the center of the chest on a white panel.

#### Uniform 3

Two-piece dungarees and jacket with hood. Dungarees also have the logo in the centre.



## 6.7.4 APPLICATIONS

# UNIFORM 4

### Contents

#### 1.0 Our logo

- 1.1 Logo variations
- 1.2 Single colour
- 1.3 Exclusion Zone
- 1.4 Incorrect Usage

#### 2.0 Colours

#### 3.0 Typography

- 3.1 Hierarchy
- 3.2 In-house

#### 4.0 Photography

#### 5.0 Red Bar Device

- 5.1 Over photography

#### 6.0 Applications

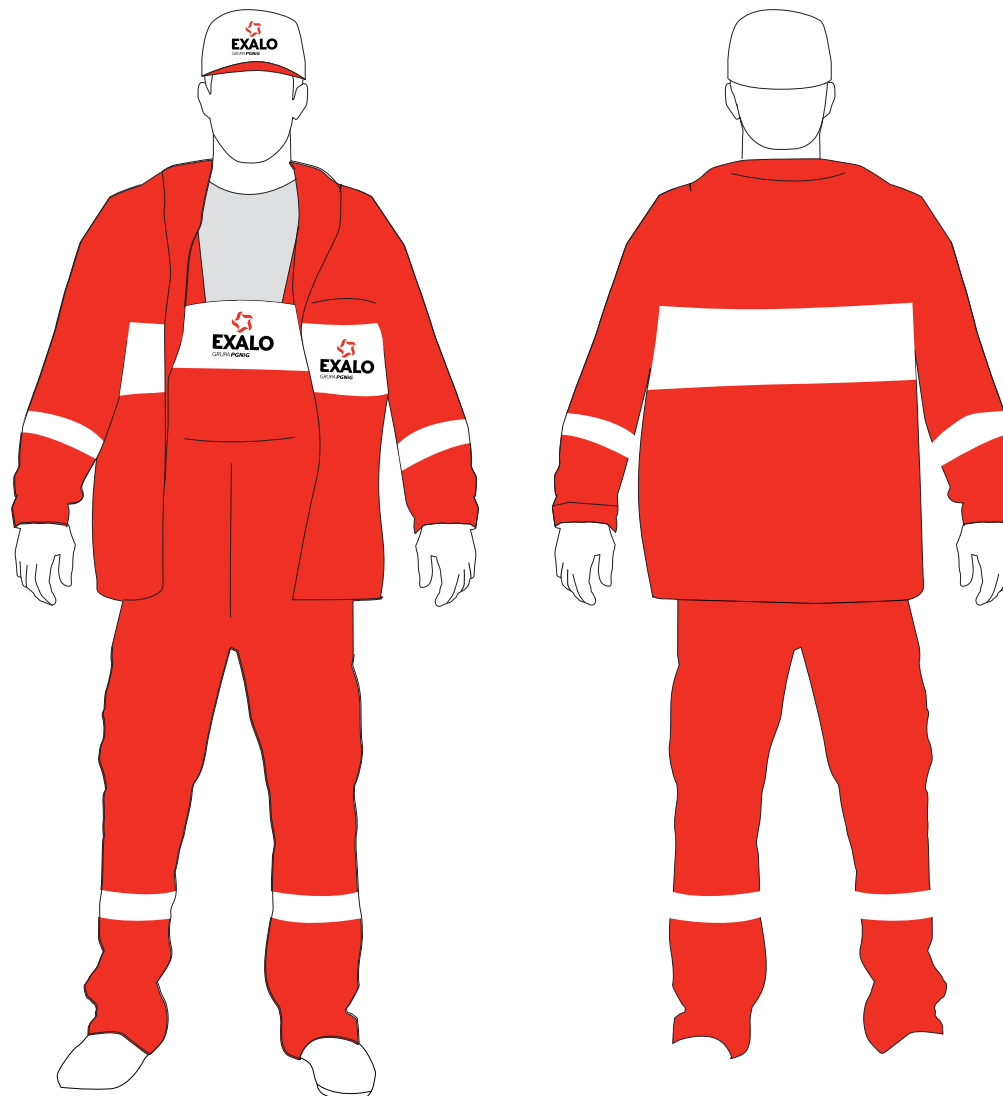
- 6.1 Stationery
- 6.2 Binders
- 6.3 Marketing Brochure
- 6.4 Poster
- 6.5 Digital
- 6.6 Display Stands
- ▶ 6.7 Uniform
- 6.8 Signage & Rigs
- 6.9 Vehicles

#### Contact

Our uniforms are solid red with our logo placed in the center of the chest on a white panel on all uniforms.

#### Uniform 4

Two-piece dungarees with a smaller jacket without a hood. We have also placed our logo on the cap.



## 6.8.1

# APPLICATIONS SIGNAGE & RIGS – TALL

### Contents

#### 1.0 Our logo

- 1.1 Logo variations
- 1.2 Single colour
- 1.3 Exclusion Zone
- 1.4 Incorrect Usage

#### 2.0 Colours

#### 3.0 Typography

- 3.1 Hierarchy
- 3.2 In-house

#### 4.0 Photography

#### 5.0 Red Bar Device

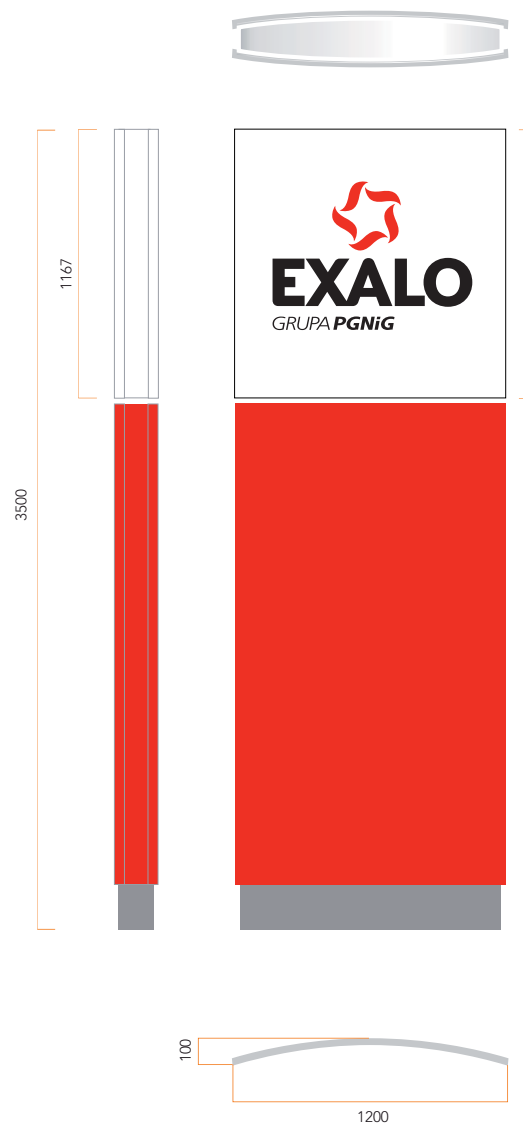
- 5.1 Over photography

#### 6.0 Applications

- 6.1 Stationery
- 6.2 Binders
- 6.3 Marketing Brochure
- 6.4 Poster
- 6.5 Digital
- 6.6 Display Stands
- 6.7 Uniform
- ▶ 6.8 Signage & Rigs
- 6.9 Vehicles

### Contact

On tall signage our logo can be placed on a white background, with a red area at the bottom of the sign.





## 6.8.2 APPLICATIONS

# SIGNAGE & RIGS – SHORT

### Contents

#### 1.0 Our logo

- 1.1 Logo variations
- 1.2 Single colour
- 1.3 Exclusion Zone
- 1.4 Incorrect Usage

#### 2.0 Colours

#### 3.0 Typography

- 3.1 Hierarchy
- 3.2 In-house

#### 4.0 Photography

#### 5.0 Red Bar Device

- 5.1 Over photography

#### 6.0 Applications

- 6.1 Stationery
- 6.2 Binders
- 6.3 Marketing Brochure
- 6.4 Poster
- 6.5 Digital
- 6.6 Display Stands
- 6.7 Uniform
- ▶ 6.8 Signage & Rigs
- 6.9 Vehicles

#### Contact

On short signage our logo can be placed on a white background.



## 6.8.3 APPLICATIONS

# SIGNAGE & RIGS – EXTERNAL

### Contents

#### 1.0 Our logo

- 1.1 Logo variations
- 1.2 Single colour
- 1.3 Exclusion Zone
- 1.4 Incorrect Usage

#### 2.0 Colours

#### 3.0 Typography

- 3.1 Hierarchy
- 3.2 In-house

#### 4.0 Photography

#### 5.0 Red Bar Device

- 5.1 Over photography

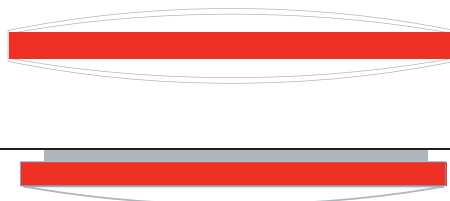
#### 6.0 Applications

- 6.1 Stationery
- 6.2 Binders
- 6.3 Marketing Brochure
- 6.4 Poster
- 6.5 Digital
- 6.6 Display Stands
- 6.7 Uniform
- ▶ 6.8 Signage & Rigs
- 6.9 Vehicles

#### Contact

External signs have white backgrounds with red sides.

They can be attached to a wall on any side.



## 6.8.4 APPLICATIONS

# SIGNAGE & RIGS – CORPORATE BOARD

### Contents

#### 1.0 Our logo

- 1.1 Logo variations
- 1.2 Single colour
- 1.3 Exclusion Zone
- 1.4 Incorrect Usage

#### 2.0 Colours

#### 3.0 Typography

- 3.1 Hierarchy
- 3.2 In-house

#### 4.0 Photography

#### 5.0 Red Bar Device

- 5.1 Over photography

#### 6.0 Applications

- 6.1 Stationery
- 6.2 Binders
- 6.3 Marketing Brochure
- 6.4 Poster
- 6.5 Digital
- 6.6 Display Stands
- 6.7 Uniform
- ▶ 6.8 Signage & Rigs
- 6.9 Vehicles

#### Contact

Our signage places our logo in the top right corner with the address centred below.



## 6.8.5

# APPLICATIONS SIGNAGE & RIGS – DIRECTIONAL 1

### Contents

#### 1.0 Our logo

- 1.1 Logo variations
- 1.2 Single colour
- 1.3 Exclusion Zone
- 1.4 Incorrect Usage

#### 2.0 Colours

#### 3.0 Typography

- 3.1 Hierarchy
- 3.2 In-house

#### 4.0 Photography

#### 5.0 Red Bar Device

- 5.1 Over photography

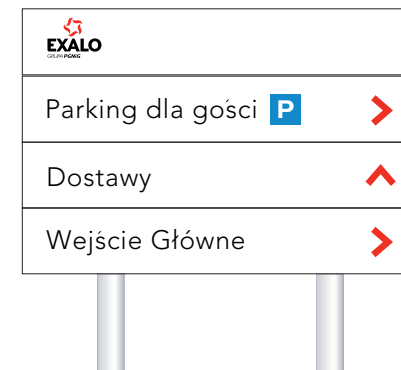
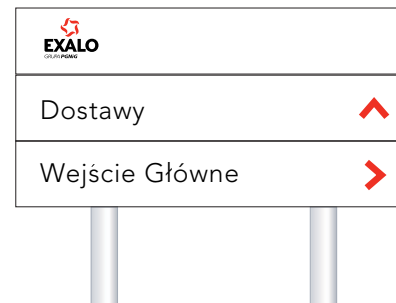
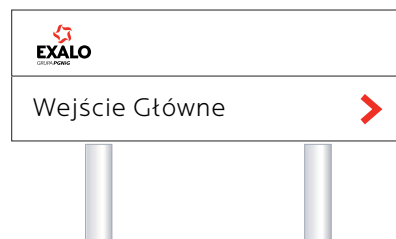
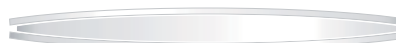
#### 6.0 Applications

- 6.1 Stationery
- 6.2 Binders
- 6.3 Marketing Brochure
- 6.4 Poster
- 6.5 Digital
- 6.6 Display Stands
- 6.7 Uniform
- ▶ 6.8 Signage & Rigs
- 6.9 Vehicles

#### Contact

Direction signs are intended for erection at junctions of internal roads at the company's site.

On directional signage the Exalo logo sits on the top level on a white panel.



## 6.8.6

# APPLICATIONS SIGNAGE & RIGS – DIRECTIONAL 2

### Contents

#### 1.0 Our logo

- 1.1 Logo variations
- 1.2 Single colour
- 1.3 Exclusion Zone
- 1.4 Incorrect Usage

#### 2.0 Colours

#### 3.0 Typography

- 3.1 Hierarchy
- 3.2 In-house

#### 4.0 Photography

#### 5.0 Red Bar Device

- 5.1 Over photography

#### 6.0 Applications

- 6.1 Stationery
- 6.2 Binders
- 6.3 Marketing Brochure
- 6.4 Poster
- 6.5 Digital
- 6.6 Display Stands
- 6.7 Uniform
- ▶ 6.8 Signage & Rigs
- 6.9 Vehicles

#### Contact

Signs are installed along traffic routes and in places of significance to efficient movement within the building.

Recepcja

Reception

Sala konferencyjna

Conference room

Wyjście ➤

Exit ➤

# 6.8.7 APPLICATIONS SIGNAGE & RIGS – TABLE

## Contents

### 1.0 Our logo

- 1.1 Logo variations
- 1.2 Single colour
- 1.3 Exclusion Zone
- 1.4 Incorrect Usage

### 2.0 Colours

### 3.0 Typography

- 3.1 Hierarchy
- 3.2 In-house

### 4.0 Photography

### 5.0 Red Bar Device

- 5.1 Over photography

### 6.0 Applications

- 6.1 Stationery
- 6.2 Binders
- 6.3 Marketing Brochure
- 6.4 Poster
- 6.5 Digital
- 6.6 Display Stands
- 6.7 Uniform
- ▶ 6.8 Signage & Rigs
- 6.9 Vehicles

### Contact

Our signage table uses red and white layers to create hierarchy and helps the navigation of the layers of information. The top panel of the board is marked with the logo in white.

	
PARTER	
00	Bardzo Długa Nazwa Jednostki Organizacyjnej
00	Nazwa Jednostki Organizacyjnej
	Sala konferencyjna
I PIETRO	
100	Bardzo Długa Nazwa Jednostki Organizacyjnej
100	Nazwa Jednostki Organizacyjnej
100	Sala konferencyjna
II PIETRO	
200	Bardzo Długa Nazwa Jednostki Organizacyjnej
200	Nazwa Jednostki Organizacyjnej
200	Sala konferencyjna
III PIETRO	
300	Bardzo Długa Nazwa Jednostki Organizacyjnej
300	Nazwa Jednostki Organizacyjnej

## 6.8.8 APPLICATIONS

# SIGNAGE & RIGS – FLAGS

### Contents

#### 1.0 Our logo

- 1.1 Logo variations
- 1.2 Single colour
- 1.3 Exclusion Zone
- 1.4 Incorrect Usage

#### 2.0 Colours

#### 3.0 Typography

- 3.1 Hierarchy
- 3.2 In-house

#### 4.0 Photography

#### 5.0 Red Bar Device

- 5.1 Over photography

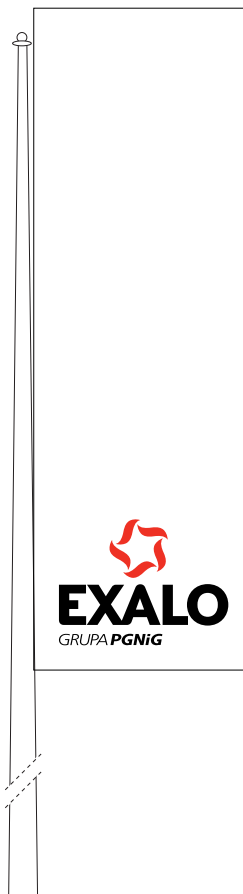
#### 6.0 Applications

- 6.1 Stationery
- 6.2 Binders
- 6.3 Marketing Brochure
- 6.4 Poster
- 6.5 Digital
- 6.6 Display Stands
- 6.7 Uniform
- ▶ 6.8 Signage & Rigs
- 6.9 Vehicles

#### Contact

Our primary flag places our logo at the bottom on a white flag.

#### Primary flag



#### Example



# APPLICATIONS

## SIGNAGE & RIGS – RIG VISUALS

### Contents

#### 1.0 Our logo

- 1.1 Logo variations
- 1.2 Single colour
- 1.3 Exclusion Zone
- 1.4 Incorrect Usage

#### 2.0 Colours

#### 3.0 Typography

- 3.1 Hierarchy
- 3.2 In-house

#### 4.0 Photography

#### 5.0 Red Bar Device

- 5.1 Over photography

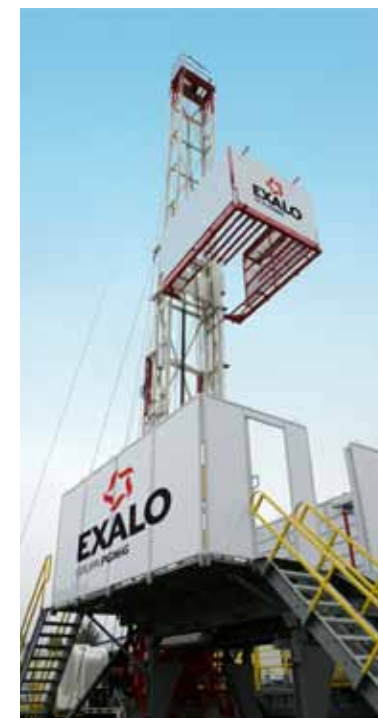
#### 6.0 Applications

- 6.1 Stationery
- 6.2 Binders
- 6.3 Marketing Brochure
- 6.4 Poster
- 6.5 Digital
- 6.6 Display Stands
- 6.7 Uniform
- ▶ 6.8 Signage & Rigs
- 6.9 Vehicles

#### Contact

When applying our new identity system to rigs the logo should be placed in the centre of a large area of white space as shown in the examples of this page.

If necessary the size of the exclusion zone around the logo can be reduced to ensure the logo is as large and visible as possible on high platforms.



### Details





## 6.9.1

# APPLICATIONS VEHICLES – CAR

### Contents

#### 1.0 Our logo

- 1.1 Logo variations
- 1.2 Single colour
- 1.3 Exclusion Zone
- 1.4 Incorrect Usage

#### 2.0 Colours

#### 3.0 Typography

- 3.1 Hierarchy
- 3.2 In-house

#### 4.0 Photography

#### 5.0 Red Bar Device

- 5.1 Over photography

#### 6.0 Applications

- 6.1 Stationery
- 6.2 Binders
- 6.3 Marketing Brochure
- 6.4 Poster
- 6.5 Digital
- 6.6 Display Stands
- 6.7 Uniform
- 6.8 Signage & Rigs
- ▶ 6.9 Vehicles

#### Contact

Our cars are white with our logo placed on both sides of the vehicle.

### Car Example



## 6.9.2

# APPLICATIONS VEHICLES – VAN

### Contents

#### 1.0 Our logo

- 1.1 Logo variations
- 1.2 Single colour
- 1.3 Exclusion Zone
- 1.4 Incorrect Usage

#### 2.0 Colours

#### 3.0 Typography

- 3.1 Hierarchy
- 3.2 In-house

#### 4.0 Photography

#### 5.0 Red Bar Device

- 5.1 Over photography

#### 6.0 Applications

- 6.1 Stationery
- 6.2 Binders
- 6.3 Marketing Brochure
- 6.4 Poster
- 6.5 Digital
- 6.6 Display Stands
- 6.7 Uniform
- 6.8 Signage & Rigs

#### ► 6.9 Vehicles

#### Contact

Our vans are white with our logo placed on both sides of the vehicle.



## 6.9.3

# APPLICATIONS VEHICLES – TRUCK

### Contents

#### 1.0 Our logo

- 1.1 Logo variations
- 1.2 Single colour
- 1.3 Exclusion Zone
- 1.4 Incorrect Usage

#### 2.0 Colours

#### 3.0 Typography

- 3.1 Hierarchy
- 3.2 In-house

#### 4.0 Photography

#### 5.0 Red Bar Device

- 5.1 Over photography

#### 6.0 Applications

- 6.1 Stationery
- 6.2 Binders
- 6.3 Marketing Brochure
- 6.4 Poster
- 6.5 Digital
- 6.6 Display Stands
- 6.7 Uniform
- 6.8 Signage & Rigs
- ▶ 6.9 Vehicles

#### Contact

Our truck cabs are white with our logo placed on both sides of the vehicle.

The cab has to be white, but the rest of the truck can be red, grey or black (depending on the equipment on the truck).

### Truck Example



# CONTACT

## Contents

### 1.0 Our logo

- 1.1 Logo variations
- 1.2 Single colour
- 1.3 Exclusion Zone
- 1.4 Incorrect Usage

### 2.0 Colours

### 3.0 Typography

- 3.1 Hierarchy
- 3.2 In-house

### 4.0 Photography

### 5.0 Red Bar Device

- 5.1 Over photography

### 6.0 Applications

- 6.1 Stationery
- 6.2 Binders
- 6.3 Marketing Brochure
- 6.4 Poster
- 6.5 Digital
- 6.6 Display Stands
- 6.7 Uniform
- 6.8 Signage & Rigs
- 6.9 Vehicles

## ► Contact

For more information please  
contact our marketing department  
at: [marketing@exalo.pl](mailto:marketing@exalo.pl)