

CORPORATE DESIGN GUIDE 2017





OVERVIEW

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INTRODUCTION

Make us unique.

OMV GAS is "the binding force" of people, ideas and energies. What makes us unique is the cooperation in the spirit of partnership that forms the basis for our tailor-made natural gas solutions.

The way we present ourselves to our employees and to the outside world should also be special and distinctive. This Corporate Design Guide acts as a tool that will assist you in lending that unique appearance to the brand of OMV Gas.

We wish you every success in designing, writing and communicating.



1. THE LOGO



The meaning

Nothing is so concisely representative of the brand of OMV GAS as its logo. It integrates a flame divided in two within the word "GAS" and from a symbolic perspective it represents:

- **Energy, fire, effectiveness**
- **Accuracy of fit of solutions**
- **Seamless cooperation**
- **Partnership, reliability**
- **Shared growth**



Colour schemes

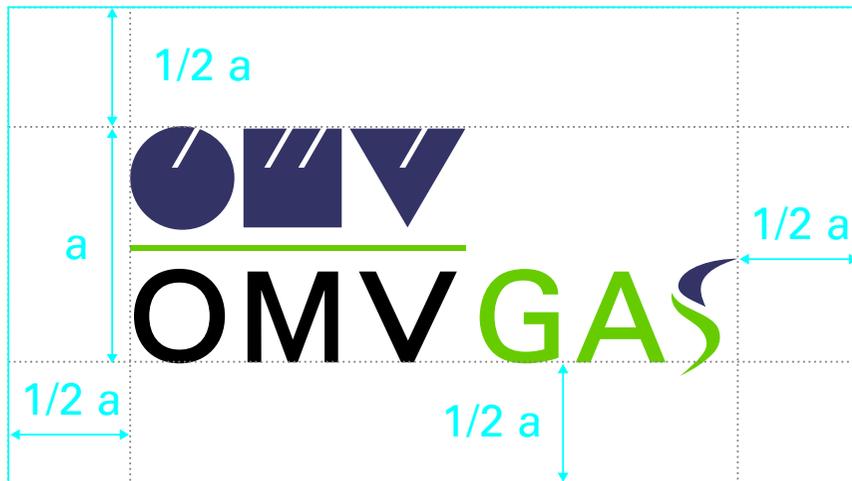
Basic version – tricolour

The basic version of the OMV GAS logo is composed of the OMV image-and-word symbol, the letters "GA", which are set in the "Univers" corporate font, and the S-shaped "flame", which is added onto "GA" to form the word "GAS". This version should always be used as a matter of priority.

Basic version – monochrome

The monochrome logo variants are used with monochrome printing techniques with which it is not possible to reproduce the logo in its basic colours.





Logo safety area

Distance "a"

The distance "1/2 a" is determined by the height "a" and defines the safety area in which the logo is positioned and which must always be kept clear of any additional elements.

Positioning

The logo is positioned on the medium either on the top right or bottom right. If this is not possible, the logo is placed in a central position.

Portrait format

Width of the logo = **1/5 of the format width.**



Landscape

Width of the logo = **1/6 of the format width.**
The slogan is added to the right of the logo at a defined distance (p.10).



Sizes in print

Minimum size

The width of the OMV GAS logo should be equal to 1/5 of the format width in portrait format, and 1/6 of the format width in landscape format. However, the logo must measure at least 4.8mm/28px in height without the slogan. The slogan must not appear any smaller than 6pt/12px.

2. THE SLOGAN

"the binding force"
"die stärkste Verbindung"

The meaning

- Emphasises the close contact between **OMV GAS** and its customers
- Promises that the business of **OMV GAS** and the business of its customer mutually enhance one another
- Incorporates a play on words, namely the **chemical binding of natural gas, which possesses high energy potential**

In non-German speaking countries, the OMV GAS brand is shown with the English-language slogan "the binding force".

Logo with slogan

Logo safety area

If the logo with slogan is used, the logo safety area is extended accordingly. The distance "1/2 a" defined by the logo height also applies in this case.

Please do not construct the OMV GAS logo with slogan yourself. We have produced a selection of pre-designed, approved logos for you that you may use in any format.

The logos are available to download here:



OMV GAS



Reduced logo version

Composition and colours

The use of a reduced version of the OMV GAS logo is permitted in individual cases following clarification. For these variants, the logo is reduced to the bottom-most lettering of the basic version of "OMV GAS".

Logo safety area

The logo safety area is determined by the height of the lettering marked "c" and must always be kept clear.



Slogan – size ratio and distances

The reduced version of the logo may also be used in conjunction with the slogan.

Logo safety area

If the logo with slogan is used, the logo safety area is extended accordingly. The distance "c" defined by the logo height also applies in this case.

Please do not construct the OMV GAS logo with slogan yourself. We have produced a selection of pre-designed, approved logos for you that you may use in any format.

The logos are available to download here:

Portrait format

Width of the logo =
1/5 of the format width.



Landscape format

Width of the logo = **1/6 of the format width.**
The slogan is added to the right of the logo at
a defined distance (p.10).



Sizes in print

Minimum size

The width of the OMV GAS logo should be equal to 1/5 of the format width in portrait format, and 1/6 of the format width in landscape format. However, the logo must measure at least 10.3mm/59px in height without the slogan. The slogan must not appear any smaller than 6pt/12px.

No-gos

In order to ensure the uniform appearance of OMV GAS, we kindly ask that you do not construct the logo yourself. You will find all current logo variants in the downloads section (p.9/11), which you can use straight away.



The shape of the logo must not be changed.



The position and size of the slogan must not be modified. This must always appear to the right of or underneath the logo at a defined distance (p.9).



The background on which the logo is to be positioned must be carefully selected to ensure sufficient contrast, so that optimum legibility is guaranteed at all times.



The composition must remain unchanged.



There must be no deviation from the colour scheme of the logo.

3. THE COLOURS

OMV blue

Pantone© 295 C
CMYK C100 M60Y0 K50
RGB R0 G51 B102
Hex #333366
RAL 5010 Gentian blue

| | | | | |
|------|------|------|------|------|
| 90 % | 80 % | 70 % | 60 % | 50 % |
| 40 % | 30 % | 20 % | 10 % | 5 % |

OMV green

Pantone© 368 C
CMYK C65 M0Y100 K0
RGB R102 G204 B0
Hex #33CC00
RAL 6018 Yellow green

| | | | | |
|------|------|------|------|------|
| 90 % | 80 % | 70 % | 60 % | 50 % |
| 40 % | 30 % | 20 % | 10 % | 5 % |

Primary colours

Blue is the basic colour, while green is the accent colour. The definition in the Pantone formula guide serves as a guideline.

The RAL information only applies to paints and varnishes. RGB and hex values relate to values used in the internet and multimedia domain.

Shades

The colours may be used in bitmap form in 10% increments from 100% to 10% (100 %, 90 %, 80 % ...10 %). Areas in a five-percent shade of blue may be used as a background for running text. Black is reserved for the typography.

4. TYPOGRAPHY

Corporate typeface

The corporate typeface of OMV GAS is Univers. Its straightness suits the brand perfectly and is easily recognisable. In running text, it guarantees a very good level of legibility and in headlines, used here in the condensed variant, it is very eye-catching.

Print

Univers is used universally on all print media that are designed by or for OMV GAS. Examples of these include: business cards, business documents, letters and brochures.

This standardised use of the corporate typeface supports the recognisability of our company.

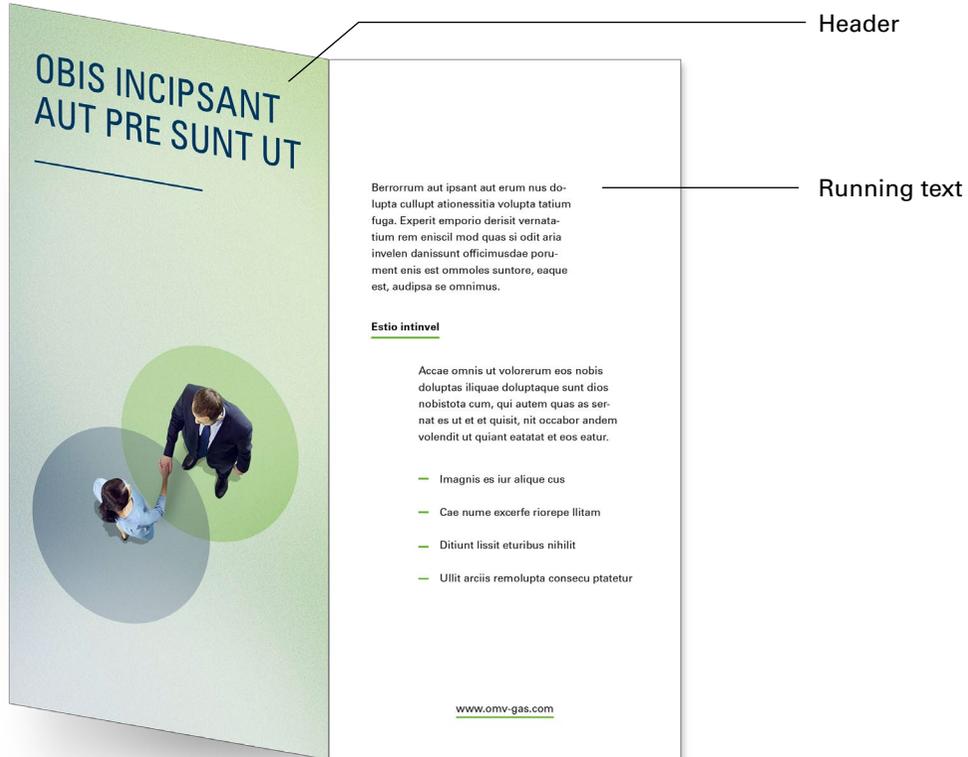
Online

We use Arial as the digital equivalent of Univers. This reflects our corporate typeface very closely, but offers the advantage that it is pre-installed on almost all systems and therefore functions very well in online content.

Colour

There is the option to use blue as a text colour for headlines and margin notes. In flowing text, the text is set exclusively in black. There are two exceptions to this rule: the text is white on a blue background or backgrounds composed of dark images.

Example medium



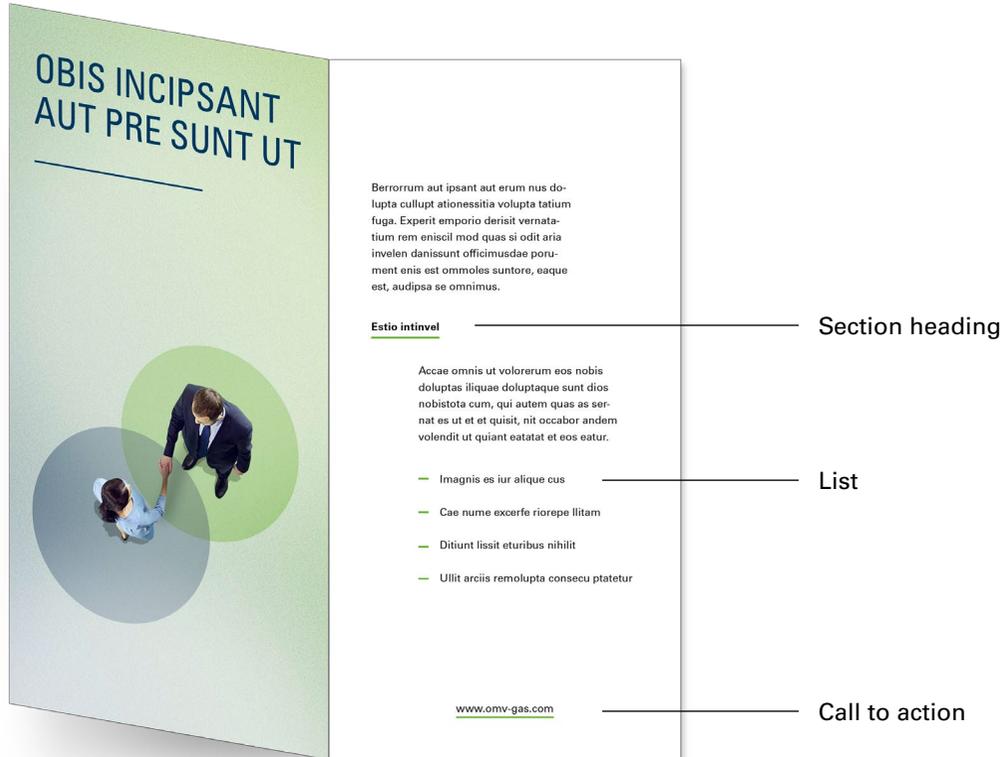
Header

- Univers 57 Condensed Regular
- Sentences may be written in capital letters or mixed
- Text sizes vary depending on the individual text
- Alignment, i.e. left-justified, right-justified, centred, etc., may be freely chosen
- Colour against blue background/dark image: white
- Colour against white background/light image: blue
- Shortened underlining in blue, in DIN A4 format, 1.5pt line thickness, scaled proportionately in other formats, 8 mm distance between font and line

Running text

- Univers 55 Regular
- Dependent on format. For example, DIN A4 format: font size 9pt, line spacing 14pt
- Alignment: left alignment
- Colour: black

Example medium



Section heading

- Univers 65 Bold
- same font size as for running text
- Alignment: left alignment
- Colour: blue
- Green underlining, in Din A4 format 1.5pt line thickness, scaled proportionately in other formats, 1.75mm distance between font and line

List

- Univers 65 Bold or Univers 55 Regular
- Font size is the same as that of running text
- Line spacing 12pt, paragraph marker between bullets
- Colour: black

Call to action

Call to action highlighted in bold with green underlining in 1.5pt

5. STYLE ELEMENTS

Example of a bulleted or numbered list

- Lorem Ipsum
 - Pudaectecatur aut officipitas
 - Audicti roero molestiore pellaciis
1. Lorem Ipsum
 2. Pudaectecatur aut officipitas
 3. Audicti roero molestiore pellaciis

Lists

In bulleted lists, we use a long, bold dash in green. In DIN A4 format, the dash measures 3mm long and 1.5pt thick and have a distance of 3mm to the text. It is scaled proportionately in other formats. Numbered lists are kept in the same font as the bullet points and in CI green.

Examples of "eye-catchers"



Eye-catchers

We use circles as eye-catchers. These may be either in the CI colours, in white or as a blue-to-green gradient. The positive colour is blue. The negative colour is white. The text in the eye-catcher features a short dash in the same colour above and below it. If you want to use colour instead of gradient, use blue or green. If you want a white eye-catcher, give it a black outline.

The eye-catchers are available to download here:

5. IMAGERY

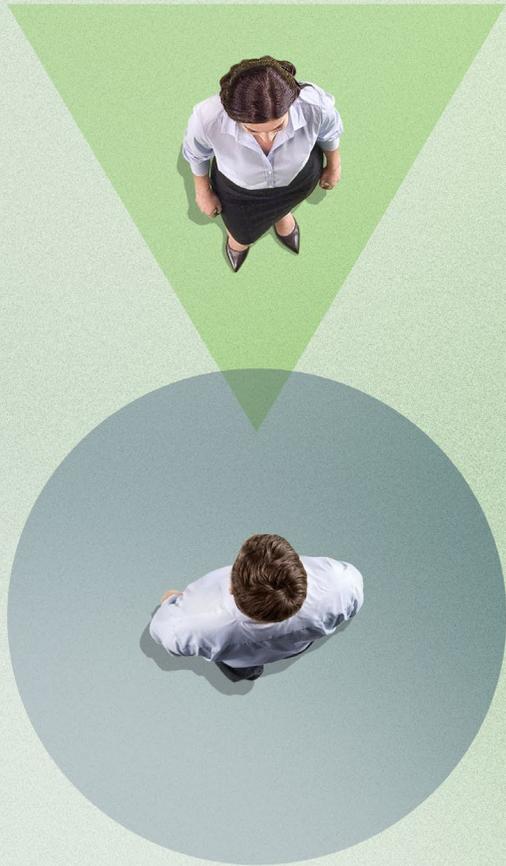
Understanding of images

We connect people with energy. That is why human presence and a sense of willingness to form partnerships feature in our imagery.

Title images and themed images

We make a distinction in our imagery between title images and themed images. These are explained on the following pages.





Title images

Our bird's-eye view images are available for use as a title image. These images may also be used as section separators between two topics.

They show people engaged in partnerships. The symbolic power of these images is supported by the combinations of the basic shapes of the circle, square and triangle.

When combined, these shapes form "OMV".

The shapes may be combined as desired, in order to change their meaning and to adapt them to the topic in question. A combination of just two elements is also possible.

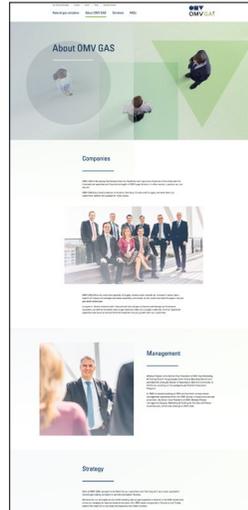
Examples of symbolic images



Infoscreen animation



Website – homepage



Website - section header

Negative examples of symbolic images



no people



different colour scheme



combination of themed images



large-scale use, heavily cropped



Themed images

Selection of theme

Our images show people, characterised by warm lighting and using lens flare as a style element.

In contrast to the style of imagery that is common in the sector, we do not show any cold industrial sites that are devoid of people.

Models

If we require actors for our images, we find them among genuine employees of OMV GAS. We prefer non-contrived situations from everyday working life, instead of artificial poses with camera trickery. Our employees act relaxed and adopt natural poses in the images.

Negative examples of themed images



dramatic perspectives



images devoid of people



no/different grading

Colour scheme

The images feature natural and warm colours. The predominant light in the image is natural sunlight, usually as lens flare within the image.

Grading

In order to ensure consistent visual language throughout, all images feature uniform grading. This consists of a white glow and a blue hue in the shadows.

A PSD template is available to download here:

Image composition

The image perspective is that of a person who is involved in the situation. We therefore avoid steep camera tilt, dramatic perspectives and extreme wide-angle or tele-zoom images.

6. Language

OMV GAS brings people, ideas and energy together – including in its publications.

We promise our customers cooperation in the spirit of partnership, in which natural gas solutions are created to suit the customer"s needs perfectly. The manner in which OMV GAS writes forms part of this promise: we want people to understand us, to recognise the benefits we offer and to perceive us as competent partners.

In order to do justice to this slogan and to ensure uniform text quality within the OMV GAS identity as a whole, you will find a number of useful guidelines for composing text in the next few pages.



We write in a way that is easy to understand

Short sentences:

The more words a sentence contains, the more difficult it is for the reader to decipher.

Examples: A cartoon has 5 words per sentence on average. An academic article has 26 on average.

OMV GAS writes in a manner that is easy to understand, in the shortest possible sentences and preferably with only one meaningful unit per sentence.

Tip: If a sentence contains more than two commas, it is worth considering splitting it into several sentences.

Example:

A contract on LNG re-gasification capacities with the Gate terminal in Rotterdam was signed in December 2007 and formed another step in our commitment to LNG business. The contract enables us to re-gasify up to three billion cubic metres of natural

Meaningful unit 1

Meaningful unit 2

Negative examples:

~~A contract on LNG re-gasification capacities with the Gate terminal in Rotterdam, which formed another step in our commitment to LNG business, and enables us to re-gasify up to three billion cubic metres of natural gas a year, was signed in December 2007.~~

Abbreviations:

Abbreviations can keep sentences short. On the other hand, they can also create difficulties in understanding and confusion for readers. With that in mind, OMV GAS only uses abbreviations if it can be assumed that the reader understands them.

Tip:

At the start of the text, write out the word in full and place its abbreviation after it in brackets. Now it is possible to assume that the reader has learnt the abbreviation, and you can use it later in the text.

Example:

Purchasing liquefied natural gas (LNG) also opens up interesting opportunities in terms of the long-term security of supply. A contract on LNG re-gasification capacities with the Gate terminal in Rotterdam was signed in December 2007, and formed another step in our commitment to LNG business.

Loan words:

The rule for abbreviations also applies to the use of loan words and specialist terms.

With that in mind, we only use them if it can be assumed that the reader understands them. If this is not the case, it is worthwhile incorporating a brief explanation in the text, or finding a commonly used synonym for the loan word.

Language:

We speak in the language of our readers. Should this prove impossible at any time, we speak English in order to be understood by as many people as possible.

We write things that are worth reading

Relevance:

Everything that OMV GAS writes is of relevance to the reader. Before a text is written, the author should ask him/herself two key questions:

- 1. To whom am I speaking? Are they customers, employees or the press?**
- 2. What do I want to tell my reader and why is it interesting to him/her?**

These questions must be answered in order for a text to be created that is of interest to the reader.

Active voice:

Our texts are concise and to-the-point. We always ensure this by using the active voice where possible.

Example:

Our gas logistics experts forecast your demand for the following day, and update these estimates on an hourly basis using current consumption and weather data.

Negative examples:

~~Using current consumption and weather data, the forecasts for your demand for the following day that are produced by our gas logistics experts are updated on an hourly basis.~~

Customer-orientation:

We write to our customers, not about them. We therefore speak to them directly as much as possible. If we tell them about our performance, we also always mention how they benefit from this.

Example:

Do you want absolute cost certainty? Then choose a fixed price that reflects the market at the time you enter into the contract. You will always only pay the pre-agreed price for your natural gas, regardless of how much the market prices, market behaviour, temperatures or other price drivers change after this point.

We write correctly

Writing styles:

Whenever we write about OMV GAS, we use the "we" form or the brand name OMV GAS.

The full name of our brand is:

OMV GAS Marketing & Trading GmbH. This is only used in a legal context, however (company details in a publication, contracts, etc.). In all other cases, we refer plainly and simply to OMV GAS.

Politeness:

We write and speak politely and respectfully towards our addressee at all times.

Forms of address:

We use polite forms of address towards our readers.

Spelling:

Our texts are free of errors. We ensure that we do not use any colloquial language and that we express ourselves in a comprehensible manner.

Our style

Character

The brand of OMV GAS has its own unique set of characteristics, just like a person. The following opposing pairs should give you a better idea of this brand character and give you a sense of text tonality.

- **Loud, but not shouty**
- **Smart, but not a know-it-all**
- **Professional, but not uniform**
- **Competent, but not superior**
- **Resolute, but not dominant**
- **Masculine, but not chauvinistic**
- **Austrian, but not tied to a region**



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