

Proserv Corporate Identity Guidelines



Proserv Corporate Identity Guidelines

We recommend these guidelines are followed with due care, to preserve the integrity of the Proserv identity and maintain a consistent brand image.

The success and strength of the Proserv brand depends on a consistent look across every item we produce. This guide has been produced to provide clear instructions on how to use our identity correctly. These guidelines must be followed and adhered to by all of us.

By co-operating in the use of these guidelines, you will reinforce the positive image of our company we communicate to our customers, business partners and not least, ourselves. These will help as an aid when instructing printers, sign writers and others who may be required to produce items using the identity.

For guidance of brand implementation and for branding and design services, please contact the marketing team.

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Core Elements

Our identity is not just a logo. It is a design scheme composed of a number of core elements that come together to create a distinct look and feel that makes the Proserv brand instantly recognisable.

The following pages will guide you through the core elements. They will assist you in designing and producing compelling communications with a higher degree of creative flexibility.

The Proserv Logo

The Proserv logo is a critical element that represents the company, and may not be altered or distorted in any way.

Please follow these guidelines closely when applying the logo to all forms of communication, internally, and externally.

The logo should be reproduced in colour where possible, and should appear as a positive version on a white background.

The Proserv logo is displayed in a sans-serif font. The word "pro" is in a dark blue-grey color, and "serv" is in a bright yellow-orange color. The letters are lowercase and have a modern, clean design.

The Proserv Logo

On a background

The logo can be applied to either a white, or a black background. It should not be used against any other colour background.

When applying the logo to a black background, the 'pro' must be reversed out in white, as a negative version and the 'serv' in yellow.



The Proserv Logo

Monochrome logos

If colour is unavailable, the monochrome version is to be used.

Please note if the mono logo is to be used on a white background, the 'serv' should be 50% black.

It can also appear reversed out in white if it is to be used on a solid monochrome background.

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Logo Usage

Clear space and minimum size for logo

The logo must always have a reasonable amount of white space around it in order to avoid visual conflict and interference from other graphic elements. The free space area is defined by using the height of the logotype as a fixed measurement.

The minimum size permitted offline, for all printed communication is 20 mm without a strap line.

For all online and digital screen-based applications, the minimum size for the logo is 100 pixels.

For further advice please contact the marketing team.



Free space area



20 mm



100 px

Minimum size digital

Logo Misuse

Do:

- Consult the corporate identity guidelines if you are unsure how to use the logo
- Use the correct version of the logo appropriate to its application. If you are unsure of which logo to use contact the marketing team

Don't:

- Don't incorporate the logo into any other design or logo. It must always stand alone and have a free area of space around it
- Don't change the shape of the logo
- Don't use any colour except those specified to reproduce the logo
- Don't place the logo on a background other than black or white. It should also not be placed on an image
- Don't give printers or designers existing stationery or other printed material to take the logo from. Always use an approved digital version

For further advice please contact the marketing team

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Primary colour palette

The Proserv yellow and grey colour scheme has huge strength. It is warm, vibrant and strong and, together with the black and white, they are Proserv.

The supporting colours

Because we can't use the yellow on everything, our supporting colours are there to give us flexibility in our communications. We're specific about the supporting colours because we need to be consistent.

Use the right specifications

Here are the specifications you'll require to create most communications. If you require to use any special materials, please ask the individual suppliers for further advice or speak to your marketing team.

Pantone 130 C

C:0 M:32 Y:100 K:0
R:242 G:169 B:0
Hex: #F2A900

Pantone 431 C

C:45 M:25 Y:16 K:59
R:91 G:103 B:112
Hex: #5B6770

Primary Colours

Black

C:0 M:0 Y:0 K:100
R:0 G:0 B:0
Hex: #000000

White

C:0 M:0 Y:0 K:0
R:255 G:255 B:255
Hex: #FFFFFF

Supporting colours

Colour palette

Usage of tints

The following percentage tints should be used for secondary graphics and charts.

Large tinted areas

When using large tinted areas that are attached to graphic devices, such as on the cover of a document or flyer, the tint should be 80% opacity.

Colour breakdowns for print

A tick in black, white or the Pantone colour at 100% strength indicates that matching text would be legible (in the colour of the tick) against the tint it appears on.

For further advice please contact the marketing team.



Font

There are external and internal typefaces used in the Proserv corporate identity.

The Apex Sans family is the primary typeface, to be used for all forms of printed business communications externally, regardless of division.

Arial will be available to everyone in the organisation and is to be used for all forms of printed and digital business communications internally.

All standard text in non-marketing documents, such as letters etc. should be black.

Primary typeface for external communications

Apex Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789

Apex Sans Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789

Apex Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789

Apex Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789

Typeface for internal communications

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789

Tone of voice

As a business, we should speak as one. Please use the following guidelines in all internal and external communications.

Simplicity

Proserv does more with less, and that should be reflected in our communications. Our copy should be information rich but succinct whenever possible.

Conviction

A steadfast belief in what we do should be expressed at all times. Proserv can change the energy industry for the better, so let's tell the world.

Honesty

What we do sells itself. Our communications should be factual, straightforward and jargon-free.

Proserv images

There are a series of images available for use across all media. These are an important element in the Proserv identity. They should only appear on a white background unless authorised by marketing,

They should not be digitally manipulated. If you need more information please consult the marketing team.

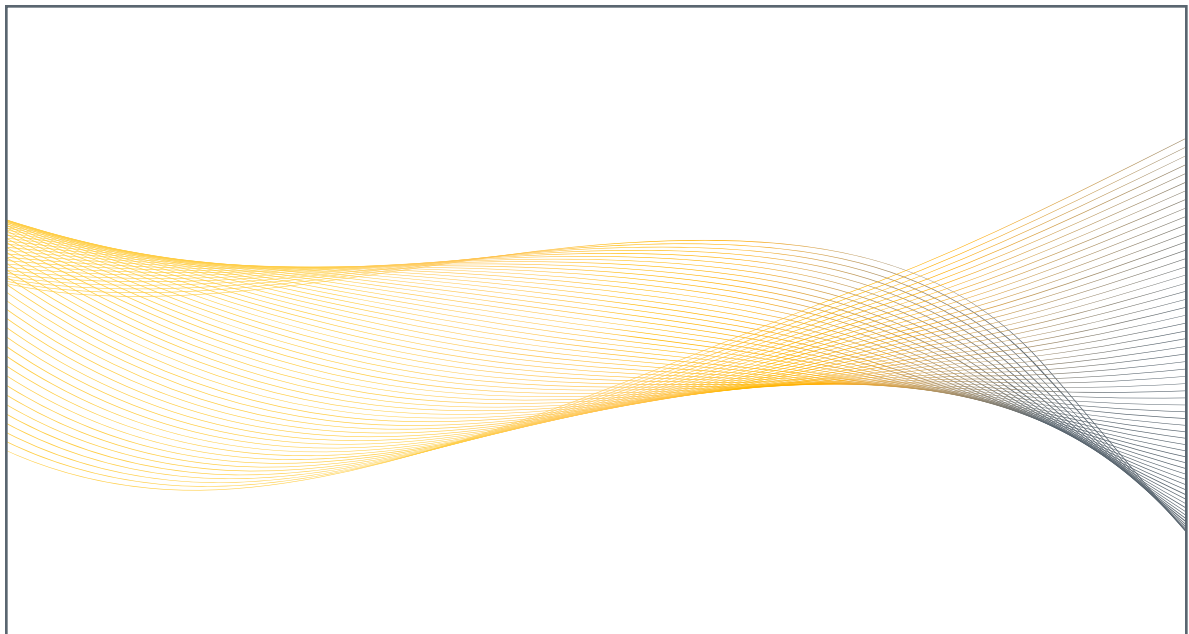
Digital wave

The Proserv digital wave has a number of variations to suit different environments and placements.

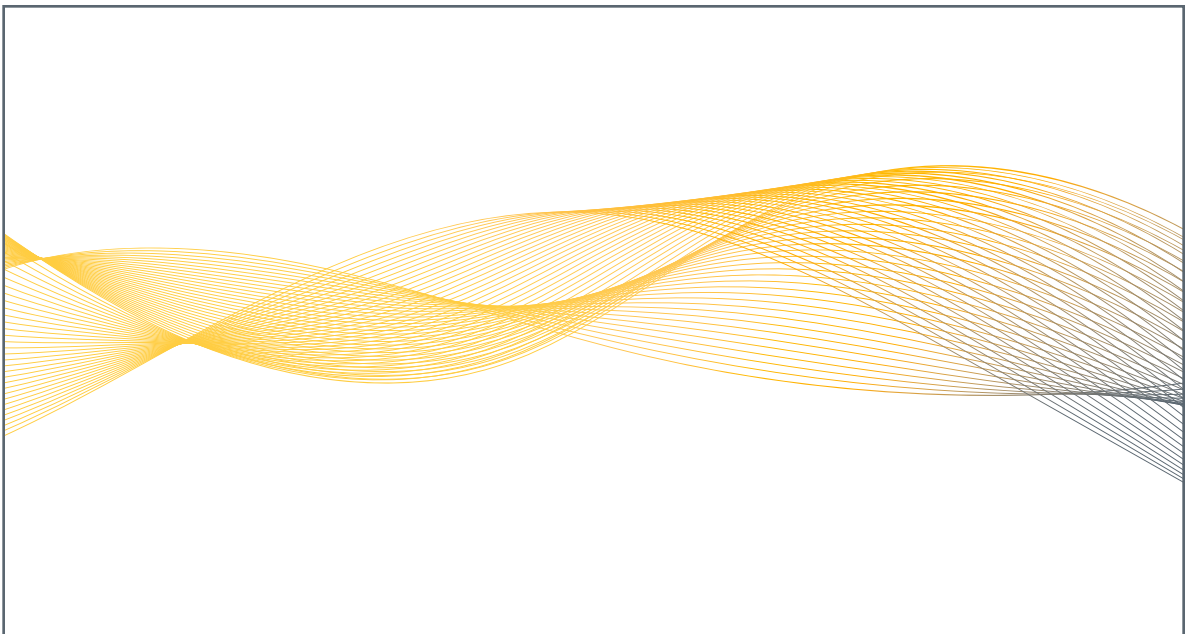
- 1. Is for waves to be positioned at the bottom of a document/graphic
- 2. Is for waves to be positioned at the mid point of a document/graphic.

The wave should not be used at the top of a document/graphic.

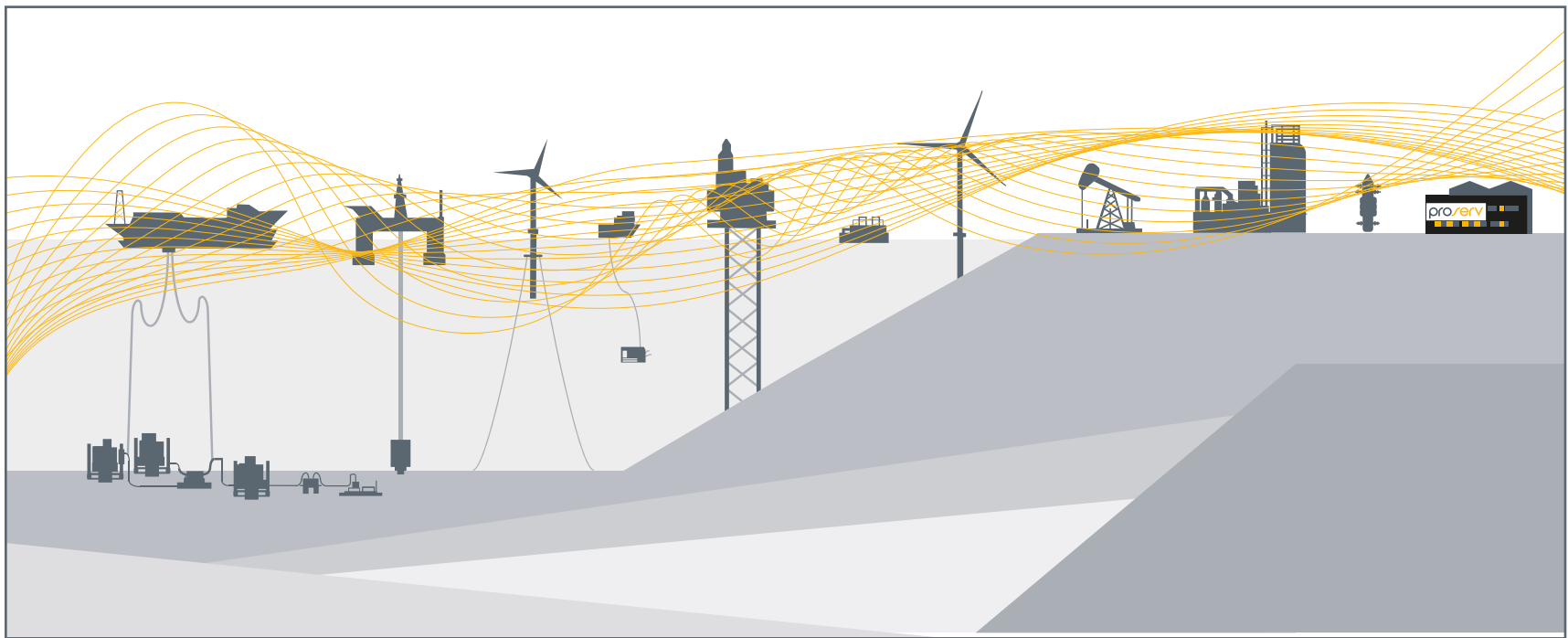
Simplified versions of these waves are available from the marketing team for certain applications, such as small scale graphics or large scale wall printing, to avoid interference lines.



Digital wave: bottom position



Digital wave: mid position



Stationery and Literature

This section of the guidelines shows how the fundamental elements of our identity should be applied across different print formats.

Brochures

Sales Materials

A suite of sales brochures have been developed that showcase the Proserv brand, making bold use of the Proserv colours balancing with clean, elegant layouts with plenty of white space that underpins our ethos.



Document templates

Sales Materials

Templates for marketing materials such as specification sheets, case studies, track records and project profiles, are controlled by marketing. These set out the colour, style, layout of text, images and tables.

All drafts must be approved and formatted by marketing before general release.

Specification Sheet

Spec Sheet Title

proserv

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Donec eget nunc nec eros pharetra vehicula. Etiam porttitor dapibus varius.
- In sodales ante at elit semper, et vestibulum diam elementum.
- Sed porta odio vel libero interdum, et dictum velit fringilla. Mauris sapien lacus, condimentum in sollicitudin at, porta eleifend libero.
- Cras mattis tempus lorem, sed condimentum tellus facilisis nec. Nunc facilisis, lorem eget tincidunt scelerisque, massa mi pellentesque velit, vel lobortis tellus ipsum et nisi.
- Etiam faucibus purus quis ante facilisis, ut ultricies nulla efficitur.
- Vivamus luctus tellus eros, sed malesuada diam congue id.
- Ut facilisis in tellus sed congue.

Technical details - typical configuration

Track Record

Track Record Title

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Proserv has an established track record with _____. Below is a summary of recent projects completed to demonstrate our capabilities and expertise in this field.

Year	Client	Workscope	Location

Specification Sheet

Spec Sheet Title

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- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Donec eget nunc nec eros pharetra vehicula. Etiam porttitor dapibus varius.
- In sodales ante at elit semper, et vestibulum diam elementum.
- Sed porta odio vel libero interdum, et dictum velit fringilla. Mauris sapien lacus, condimentum in sollicitudin at, porta eleifend libero.
- Cras mattis tempus lorem, sed condimentum tellus facilisis nec. Nunc facilisis, lorem eget tincidunt scelerisque, massa mi pellentesque velit, vel lobortis tellus ipsum et nisi.
- Etiam faucibus purus quis ante facilisis, ut ultricies nulla efficitur.
- Vivamus luctus tellus eros, sed malesuada diam congue id.
- Ut facilisis in tellus sed congue.

Stationery

Letterhead, note paper and compliment slip

Print-ready artwork and Microsoft Word templates are available from Connect, and the marketing team.



Stationery

Business cards

Print and NFC phone tap business cards are available.

All business cards are ordered from external printers. Please see your facility manager for more information on how to order.

All business cards should be ordered to the following specifications, to ensure global compliance:

Size: 85x55mm

Material: 400gsm Silk

Printing: Full colour print both sides

Finishing: Apply anti-scratch silk lamination to both sides

For further information on who to contact please contact the marketing team.



Print business cards



NFC business cards

Stationery

Email Signature

Email signatures across the organisation should conform to the format shown. There are some variations in the small print, according to legal requirements in different regions.

Please liaise with your IT department if assistance is required to set this up.

Jen Hutchinson
Marketing Lead



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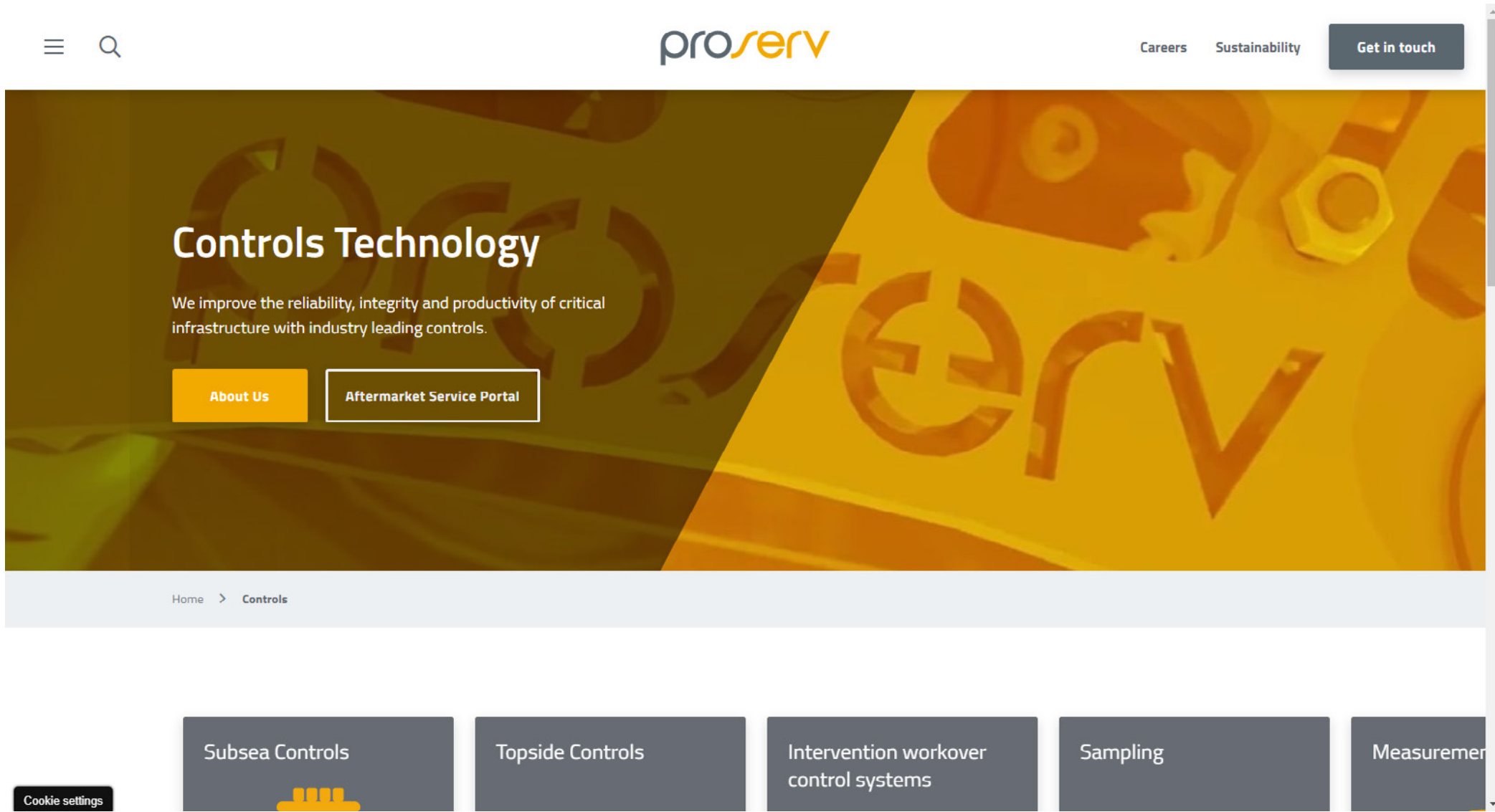
Digital media

The main contact many people have with Proserv and our brand is through digital media, including those who find print hard to read.

This means it's crucial that our brand is consistent online. It's also vital that we ensure our e-communications are accessible and follow best practice in terms of using colours and images.

proserv.com

As the examples show,the website it bright and bold, with clean pages that are easy to navigate. As with all Proserv design, the website makes use of bold hero images for a clean, bright and bold feel.

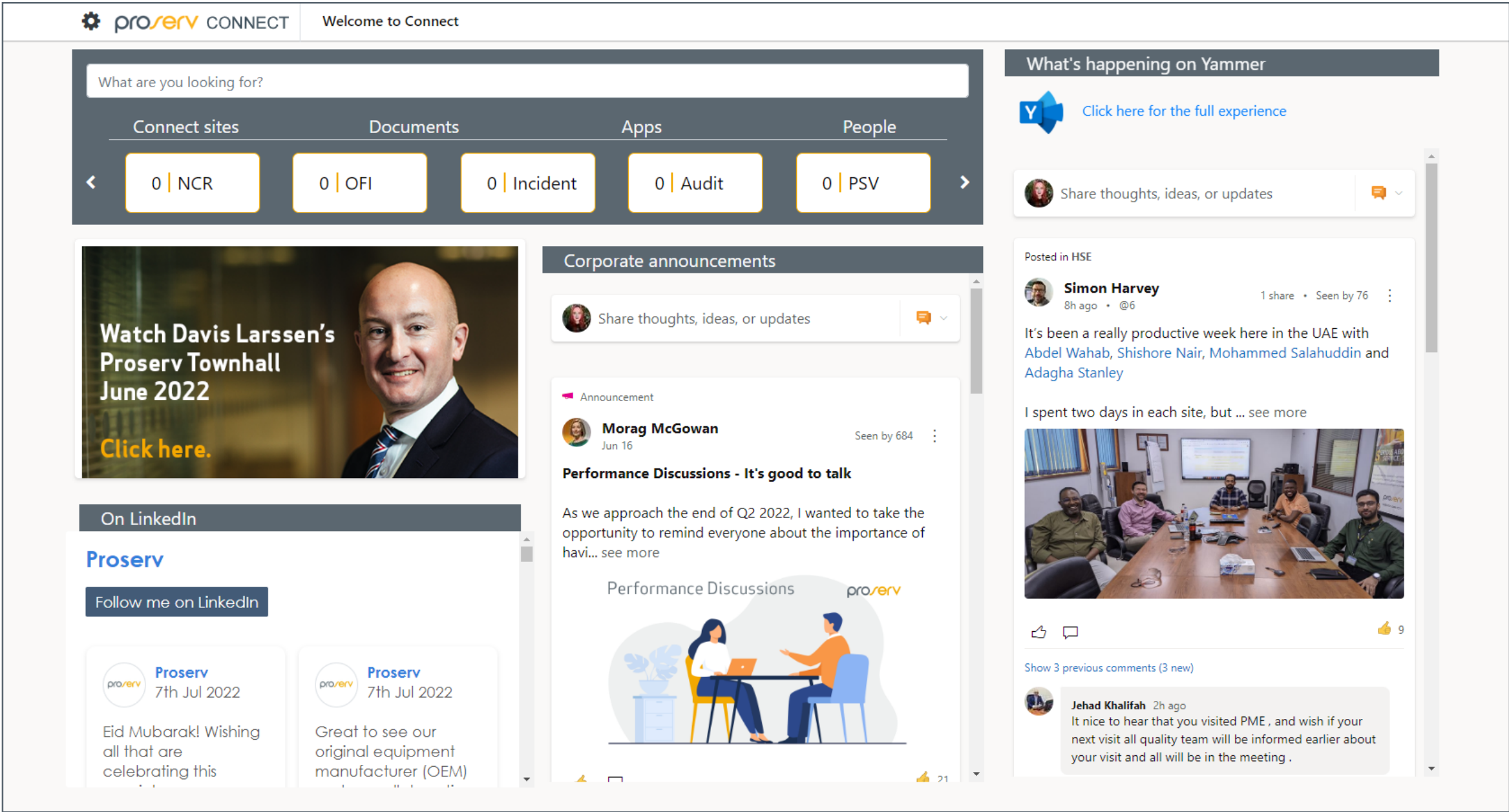


Connect

Connect is your central hub for accessing the content, apps and materials that you need.

As the examples show, Intranet pages should be clean and easy to navigate. We should include clear explanations of what readers will expect on each link and use photography in line with our brand identity guidelines.

Further guidance is available on our Intranet site from the marketing team



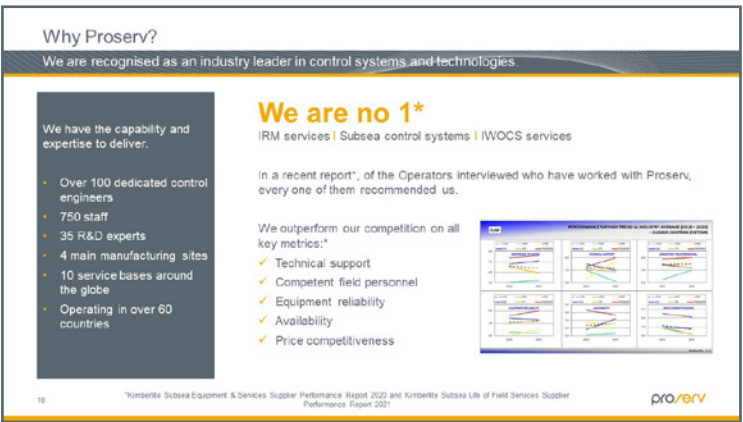
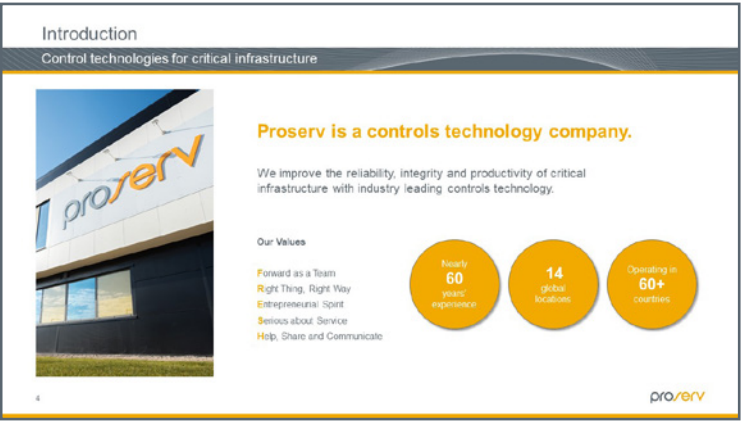
Presentations

PowerPoint

To give presentations consistency and clarity, you should always use the Proserv Corporate PowerPoint template when designing your presentation. This template covers our core messages and sets out the colour, style and layout of text, images, graphs and tables.

The Corporate PowerPoint template is available within PowerPoint, as soon as you open the program. From there, you can also access the slide library - a selection of frequently used slides suitable for all business units.

You can access a demonstration video on Stream.



Exhibitions, signage & merchandising

This section of our guidelines explains how to produce exhibition panels, signage and merchandise in keeping with the Proserv identity.

This section should be used alongside the core elements section. The core elements section will provide details of our logo and where to get it, as well as information about the other parts of our identity.

Exhibitions

Custom built stands

Events and exhibitions are very often the first contact a customer has with Proserv. It is therefore important that the organisation is portrayed positively.

Custom built stands are ideal for larger high profile exhibitions and provide the perfect opportunity to promote our full product and service offering and capabilities.

Please contact the marketing team if you are planning an event or require the production of exhibition material.



Exhibitions

Portable display systems

Events and exhibitions are very often the first contact a customer has with Proserv. It is therefore important that the organisation is portrayed positively.

Portable display systems provide the perfect display solution for medium to larger exhibitions. They are available in a variety of widths and heights and come with wheeled flight cases, making them easy to transport around the world.

Please contact the marketing team if you are planning an event or the production of exhibition material.



Exhibitions

Roll up and free-standing banner stands

Roll up and free-standing banner stands provide the perfect portable display solution. They are available in a variety of widths and heights and come with carry bags. Being lightweight and easy to erect, roll up and free-standing banner stands are ideal for smaller exhibitions and events such as product launches, conferences and reception displays.

Please contact the marketing team if you are planning an event or the production of exhibition material.

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Sampling and Injection

For over 40 years, Proserv has engineered, designed and manufactured a range of innovative sampling and injection solutions.

- 1,000 topside sampling systems
- 2,000 chemical injection systems
- 10 diver and subsea sampling systems
- 750 single/multi-phase downhole samplers
- 40,000 certified transportable sample cylinders

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Subsea Sampling and Injection

Proserv partners with clients to design, build and operate a range of subsea systems to add value by reducing production losses.

- Low-cost, rentable option
- Isothermal and isobaric capabilities
- Multi-phase flow meter and sand detector calibration
- Capture samples for flow assurance, compositional and chemical injection optimization studies

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Expert Aftersales Services

From controls to IWOCs and metering systems, our service solutions extend beyond the design and manufacture of equipment into dedicated rental and maintenance support across the globe.

- Installation and commissioning
- Intervention support
- 24/7 customer support
- Equipment rental and sales
- Parts supply
- Flushing and pressure testing
- Qualified personnel and training
- Equipment re-certification and repair

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Don't think Replacement. Think Co-exist.

Faced with equipment reliability, obsolescence issues or upgrade challenges?

Proserv ACT is a simple and cost-effective way to maintain production without full system replacement.

Augmented Controls Technologies

- Co-exist OEM product solutions
- Subsea electronics module retrofit
- Subsea control module refurbishment
- Topside upgrade solutions
- Additional instrumentation
- Field expansion

Signage

Buildings - External

Depending on the colour and fabric of the building there are a range of signage options available for branding. The examples shown here are white powder coated aluminium tray signs and the logo can be reproduced in three different ways.

- Vinyl cut lettering
- Perspex lettering
- Perspex lettering on spacers

Options are shown with and without the 'service description'. When this is used it is recommended that this is only done in vinyl cut because of the size and complexity of the lettering.



Signage

Buildings - External

Depending on the colour and fabric of the building there are a range of signage options available for branding. The examples shown here for signage applied direct to the building cladding. The choice of logo version depends on the lightness/darkness of the background and this should be judged on the basis of the contrast of the lettering against the background and its resulting prominence. Examples shown are for:

- Perspex lettering
- Perspex lettering on spacers

In situations where the building cladding is coloured in a way that conflicts with the brand colours it is recommended that an aluminium tray signage option is used.



Signage

Buildings - external free-standing

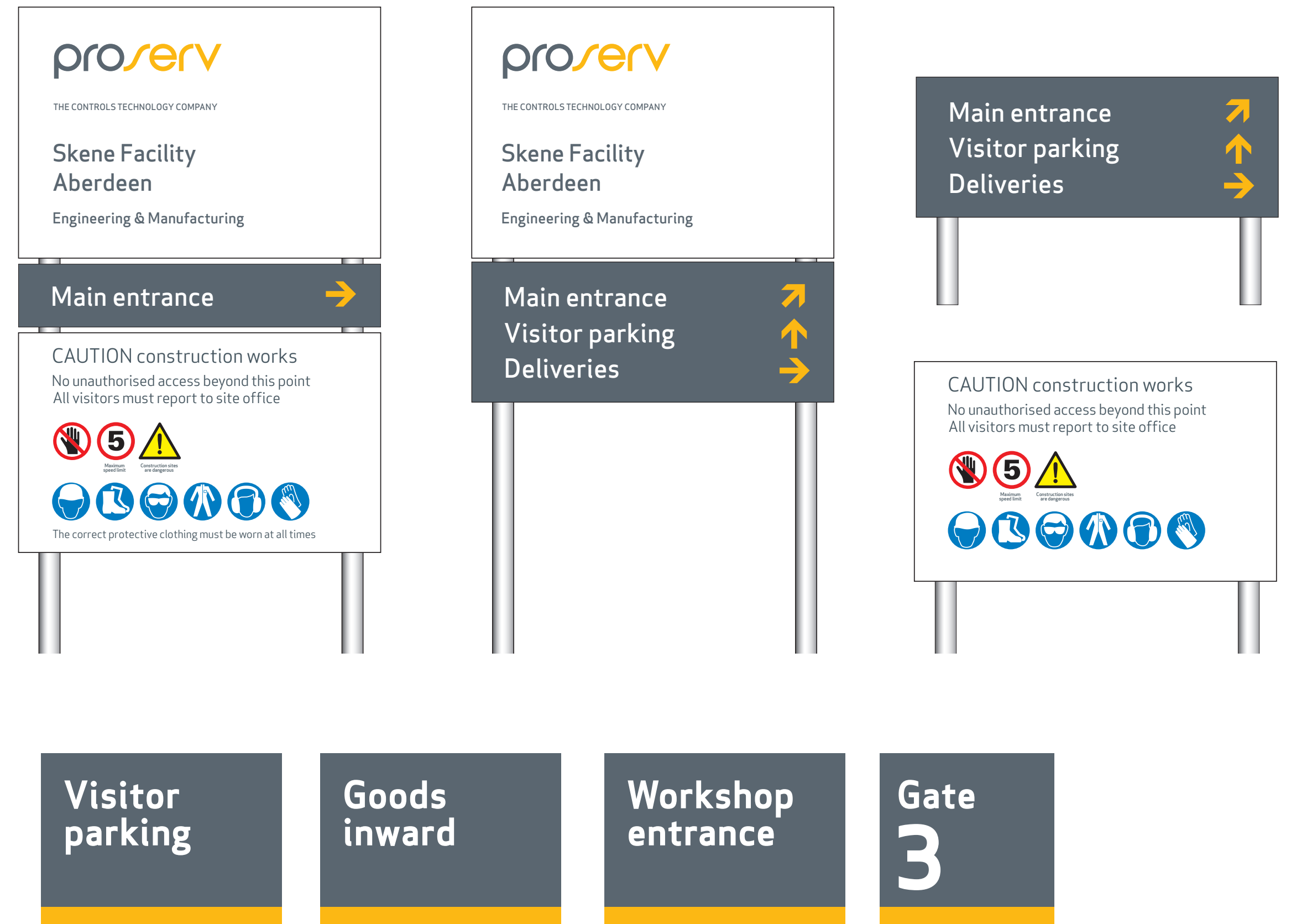
Examples of signage for use at office locations and work sites. In general these will need to be fabricated to order by local contractors and advice should be sought from the marketing team before work commences.



Signage

Buildings - external free-standing

Examples of signage for use at work sites covering safety requirements, directional guides and building labelling. In general these will need to be fabricated to order by local contractors and advice should be sought from the marketing team before work commences.



Lorem ipsum

Signage

Buildings - internal

A range of signage options are available for branding internally and the examples show layout styles for signage to cover naming and directional use. These may be applied to different materials such as acrylics, glass and metallics.



Signage

Buildings - internal

In situations where interior signage is applied directly to the wall surface (e.g.: reception areas) it is important to make sure the background colour is suitable for displaying either of the two options shown. The wall colours may vary according to available paint ranges but should be a 'cool grey' or 'steel grey' and have enough contrast with the logo to achieve clear legibility and prominence. If necessary please contact the marketing team for more information.



Labels

Stickers and steel plate

The examples shown provide a guide for the application of the logo. The Proserv logo (without descriptor or tag line) must be used and Arial is an acceptable font for all body text. The company name should appear in bold and the text should align to the left.

Further advice can be obtained from the marketing team.

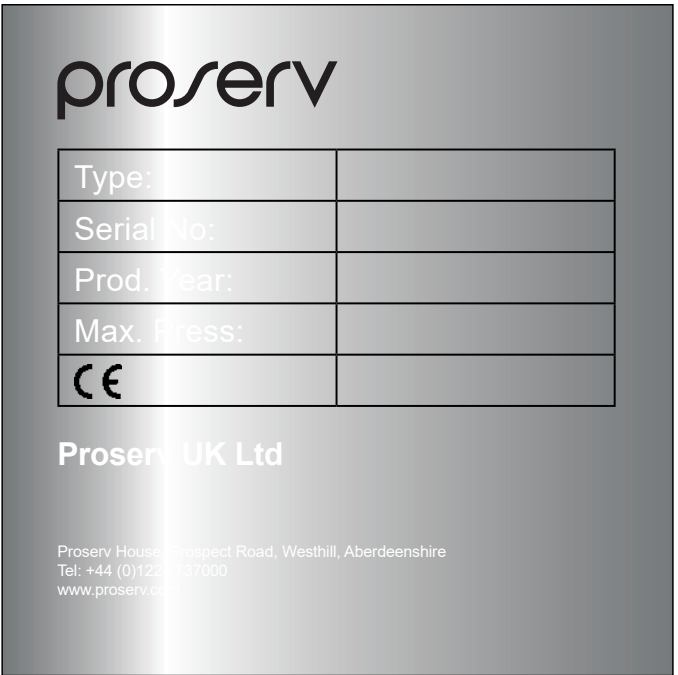
- 1 Colour logo, white background
- 2 Black logo, white background
- 3 Black logo, transparent background
- 4 White logo, transparent background
- 5 Stainless steel plate



2



4



5

Corporate Merchandise

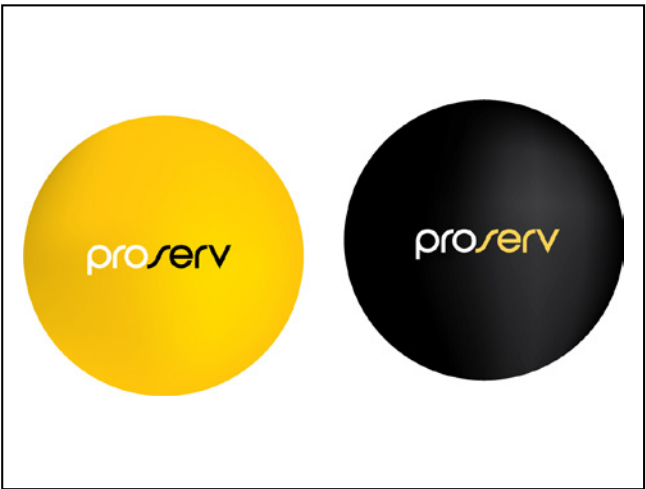
A range of corporate merchandise is available to order for exhibitions and to give away to clients. The examples opposite show how our logo should be used on any gifted item.

Please note that since most of our corporate gifts have a black background the logo with the white 'pro' and the yellow 'serv' should be used.

All corporate gifts across the organisation should conform to the examples shown. Please liaise with marketing to order.



Caunnaught Pen



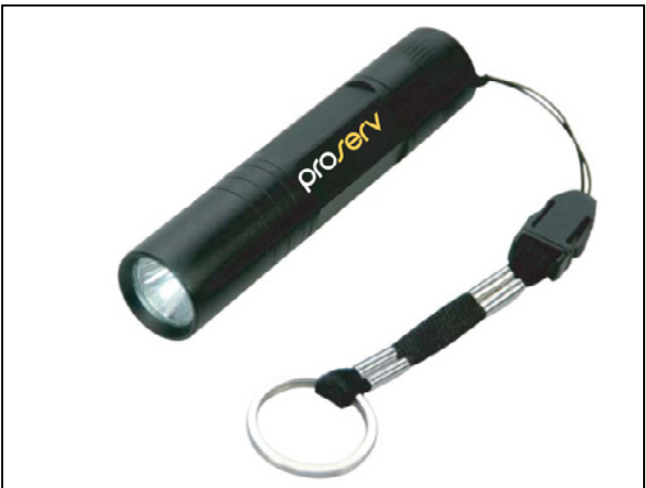
Stress balls



Lanyard



Twister USB drive



Torch



Umbrella

Corporate Clothing

A range of corporate clothing is available to order. The examples show how our logo should be used on any piece of corporate clothing.

Please note that most of our corporate clothing items are black and use the logo with the white 'pro' and the yellow 'serv' positioned mainly on the left chest or right sleeve.

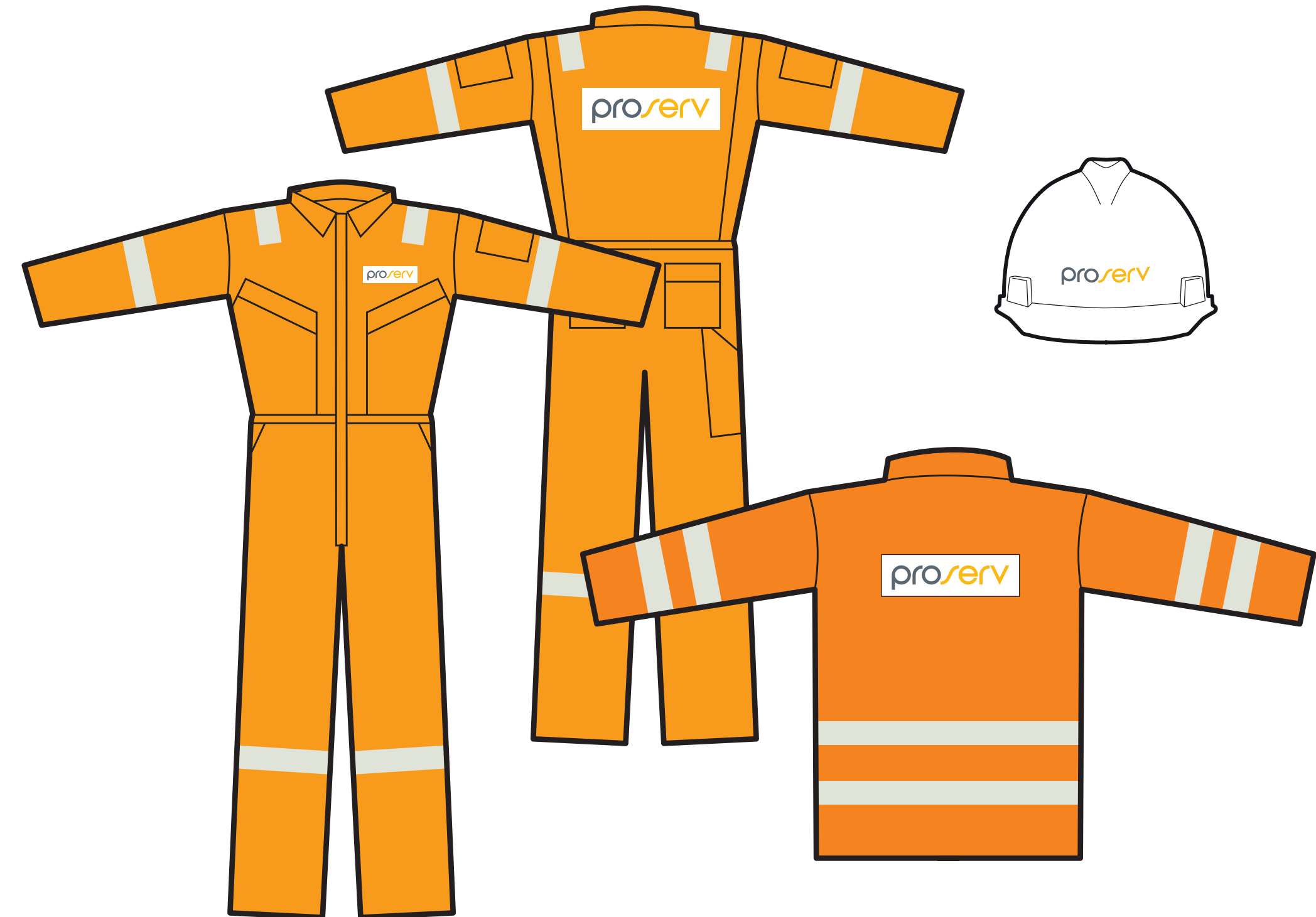
All corporate clothing across the organisation should conform to the examples shown. Please liaise with your facility's marketing focal point to order.



PPE Clothing

Coveralls and Hard hats

The examples shown provide a guide for the application of the logo. Equipment and clothing will be sourced locally and specifications may vary. Selection from a supplier's standard range should be the best match to a colour range from orange to the Proserv corporate yellow. Further advice can be obtained from the marketing team.



Advertising

This section of the guidelines explains how to produce corporate advertising using the Proserv brand.

Adverts

Full page adverts should reflect the style of our print cover designs.

Some publications use non-standard sized pages, so you will need to adjust all sizes accordingly. You should always adhere to our guidelines on minimum font size.

All adverts should be developed, designed and approved by the marketing team.

Dedicated control systems to meet the stringent safety requirements for high pressure environments

Offering unrivalled data speed, reliability and flexibility, the Proserv HIPPS subsea control module (HSCM) provides the requisite monitoring, control and shutdown functions to prevent the over pressurisation of your subsea assets.

BEST IN CLASS DESIGN

Proserv's independent, best-in-class controls solutions are engineered to ensure zero obsolescence issues, past or future.

TOUGH TECHNOLOGY

Proserv's HSCM is SIL compliant and fully configurable to meet your safety specifications for HIPPS.

FLEXIBLE APPLICATIONS

Adaptable for greenfield, brownfield and infrastructure-led exploration to co-exist with already installed networks.

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Are you counting the cost of cable failures on your wind farm?

Cable failures account for at least 75%* of all offshore wind insurance claims. With a single export cable costing more than £10m* to repair, and an average downtime of 38 days* for inter-array cables, it's time to choose a holistic cable monitoring system that will give your cables the thorough health check they need: **Proserv's ECG**.

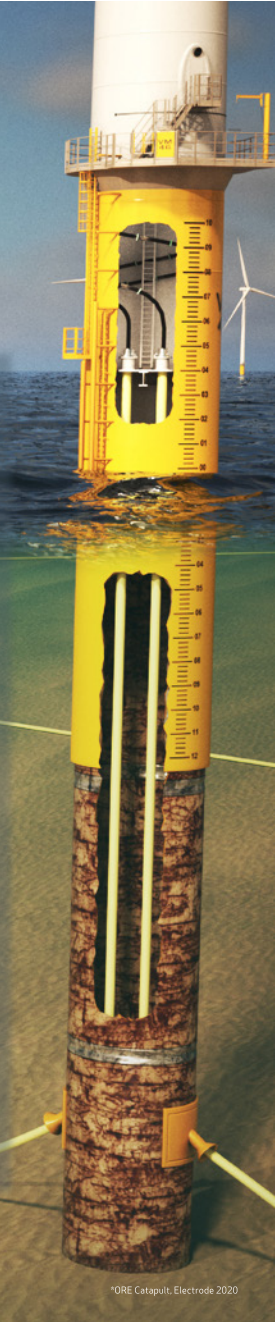
- ✓ A step-change from the siloed monitoring of traditional systems
- ✓ Real-time, synchronous condition monitoring across your cable assets
- ✓ Predict failures before they occur
- ✓ Drive a proactive, not reactive, O&M strategy
- ✓ Target OPEX where and when it's needed most

Click here to learn more about how Proserv can help you protect the integrity and condition of your cables, maximise power generation and transmission, and reduce your costs and failures.

proserv.com/ECG

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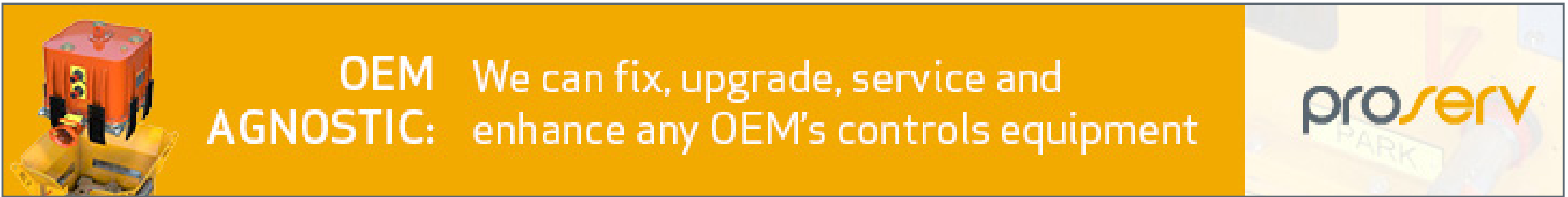


Online advertising

Online advertising should always reflect our brand, in terms of colours, photographic styles and typefaces.

All advertising must include our logo. Standard width for vertical online advertising (160 pixels, as shown on the right).

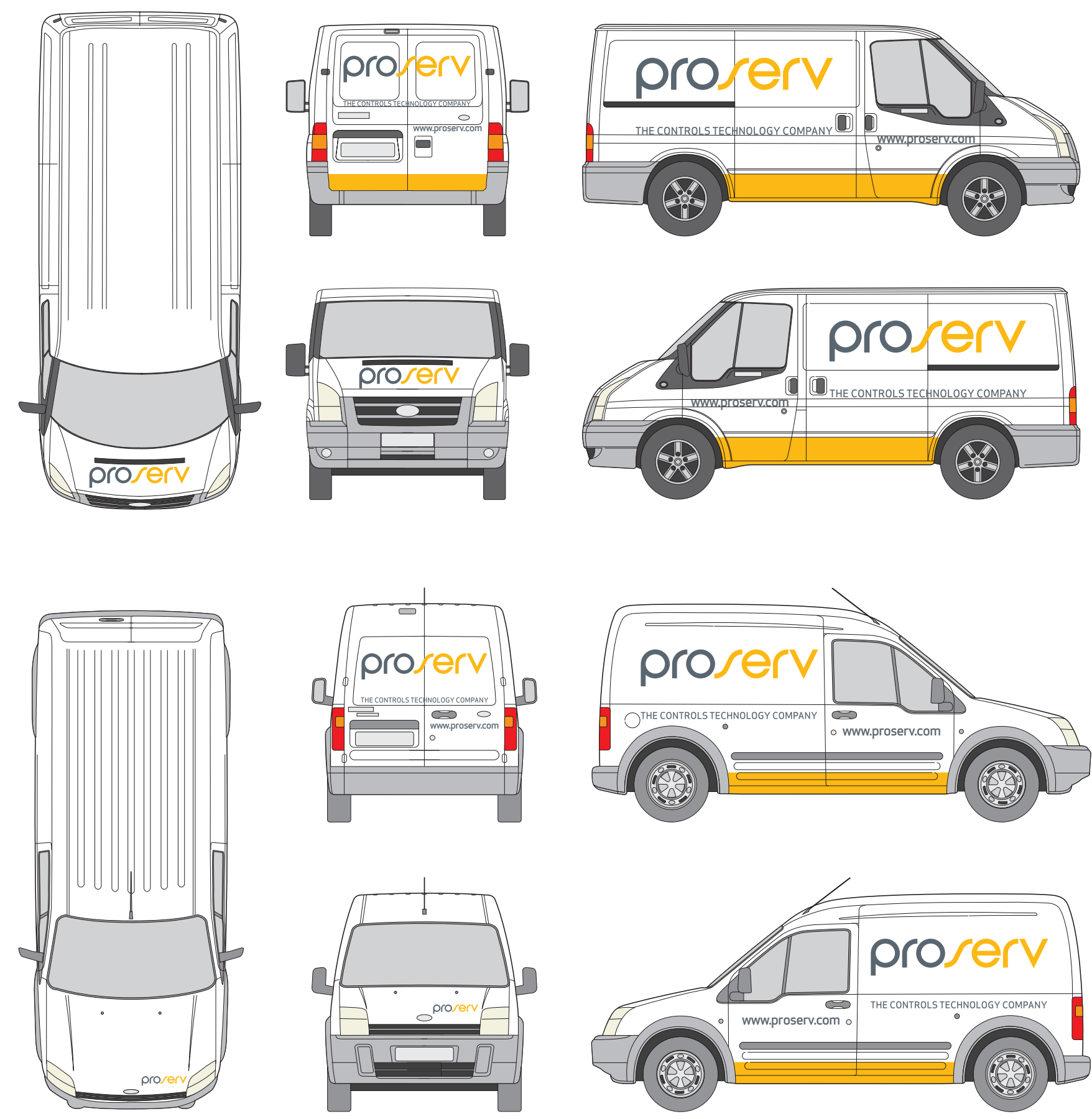
Check with the marketing team if you're unsure.



Vehicle Livery

The logo should be used. A yellow bar along the foot of the vehicle may be incorporated where suitable.

RAL colours for vinyls:
Yellow RAL 1033 / PMS 130
Grey RAL 7000 / PMS 430



Updates

These Guidelines will be reviewed and updated regularly as the new identity is implemented and applied to the many items that make up our visual appearance. Please take every care to make sure Proserv looks consistent at all times and wherever we are seen so that the image we present to the world does justice to the quality of our people and the services we provide.



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