



BRANDBOOK



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The ATWOOD OCEANICS Brand

Atwood Oceanics is a leading offshore drilling company engaged in the drilling and completion of exploration and development wells for the global oil and gas industry.

We are **RECOGNIZED** for operational safety and excellence.

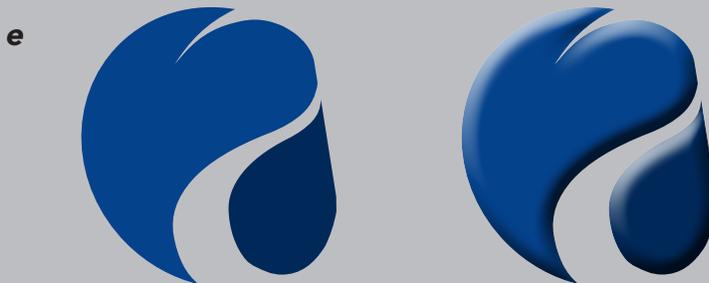
We are **DETERMINED** to emerge from the current market downturn as a strong, successful company.

Our branding is essential to Atwood Oceanics. The focus of our identity is to accentuate our emergence in the industry and our sterling reputation. We need to ensure that our brand maintains a consistent look and feel no matter where in the world it's seen. This requires strict dedication to standards. This guide is provided to keep the brand focused and unique from our competition.

Logo Identity & Usage

There's no better way to represent our *emerging* company than as a wave, rising from the depths of the ocean - the very ocean that is fundamental to our business. Using our brand's initials, the A in the negative space and the O in the positive space, a wave emerges over the waterdrop. The typeface used is Dream Orphans.

Our logo is the cornerstone of our brand and one of the most valuable assets. We must ensure proper usage. The preferred way to use the logo is the version using the two values of blue in our brand over a lighter background as represented on the left (a). Every effort must be made to do this. But if it's necessary to place the logo on a dark background, the colors can be knocked out (b). Also, a grayscale and all black version of the logo are also available. (c, d) The mark may be used on its own in designs that also have the standard logo with the Atwood Oceanics name present as well. For example, the mark can be used on its own in this guide because the standard logo is also present elsewhere. (e)



Logo Incorrect Usage

Incorrect use of our logo takes away from our brand recognition. Altering or recreating our logo in any way compromises the consistency we want to achieve. The examples here illustrate some incorrect uses of our logo.

- a Do not change the colors of the logo.
- b Do not create patterns from the entire logo.
- c Do not change the spelling of the logo.
- d Do not add the logo to busy or unrelated background photos.
- e Do not add unauthorized words to the logo.
- f Do not put the color logo on a black or dark background.
- g Do not put the white logo on a light background.
- h Do not change the proportions of the logo.

a



b



c



d



e



f



g



h



Brand Primary Colors

Color is an important element of brand identity. Color helps our audience identify who we are at a glance. Since our mark shows a wave emerging from the ocean depths, we use two shades of blue as our identity. Dark blue and bright blue are the primary brand colors.

FOR WEB USE

Red: 000 Green: 043
Blue: 086

FOR PRINTING USE

Cyan: 100 Magenta: 71
Yellow: 09 Key: 56

PANTONE: 648 C

FOR WEB USE

Red: 000 Green: 061
Blue: 132

FOR PRINTING USE

Cyan: 100 Magenta: 78
Yellow: 00 Key: 18

PANTONE: 648 C

Brand Secondary Colors

For company-wide communication, use one or more secondary colors as accents to copy or photos, but not as fields of color that compete with the overall duo-blue theme.



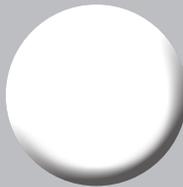
FOR WEB USE

Red: 55 Green: 63
Blue: 68

FOR PRINTING USE

Cyan: 48 Magenta: 29
Yellow: 26 Key: 76

PANTONE: 425 CD



FOR WEB USE

Red: 255 Green: 255
Blue: 255

FOR PRINTING USE

Cyan: 0 Magenta: 0
Yellow: 0 Key: 0



FOR WEB USE

Red: 00 Green: 86
Blue: 70

FOR PRINTING USE

Cyan: 98 Magenta: 14
Yellow: 65 Key: 51

PANTONE: 3292 CP



FOR WEB USE

Red: 231 Green: 123
Blue: 6

FOR PRINTING USE

Cyan: 2 Magenta: 56
Yellow: 100 Key: 3

PANTONE: 1385 CP

Typography

Typography also helps to unify Atwood Oceanic's brand identity and should be used consistently. To help ensure that all of our visual communications are consistent, Atwood Oceanics uses a select group of preferred typefaces for digital materials and one default typeface.

To Do:

- Set headlines in Avenir Black.
- Use Avenir Book for small amounts body copy, ex. cutlines.
- Use Minion for body copy when a serif font is best for readability of large amounts of copy, ex. fiscal report copy.

To Avoid:

- Dream Orphan was used to create the logo and should not be used elsewhere.
- Do not use the same type size when employing multiple typefaces in a headline.
- Do not create your own modifications. Only use the typefaces provided.

Avenir LT Std

AaBbCcDdEeFfGg

HhIiJjKkLlMmNnOo

PpQqRrSsTtUuVv

WwXxYyZz

1234567890

Avenir LT Std Light

Avenir LT Std Light Oblique

Avenir LT Std Book

Avenir LT Std Book Oblique

Avenir LT Std Roman

Avenir LT Std Oblique

Avenir LT Std Medium

Avenir LT Std Medium Oblique

Avenir LT Std Heavy

Avenir LT Std Heavy Oblique

Avenir LT Std Black

Avenir LT Std Black Oblique

Minion Pro

AaBbCcDdEeFfGg

HhIiJjKkLlMmNn

OoPpQqRrSsTtUu

VvWwXxYyZz

1234567890

Minion Pro Regular

Minion Pro Italic

Minion Pro Medium

Minion Pro Medium Italic

Minion Pro Semibold

Minion Pro Semibold Italic

Minion Pro Bold

Minion Pro Bold Italic

Dream Orphans

AaBbCcDdEeFfGgHhIiJj

KkLlMmNnOoPpQqRrSs

TtUuVvWwXxYyZz

1234567890

Dream Orphans Regular

Dream Orphans Italic

Dream Orphans Bold

Dream Orphans Italic Bold



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August 28, 2011

Mr. Matthew Cook
3619 Wildwood Ridge Dr.
Kingwood, TX 77339

Dear Mr. Cook:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ut ipsum eget massa hendrerit vestibulum vel in velit. Donec pretium neque velit.

Aliquam porta lectus nec mauris ornare venenatis. Vivamus non est turpis, et cursus sem. Mauris vehicula erat in diam auctor at bibendum nisl lacinia.

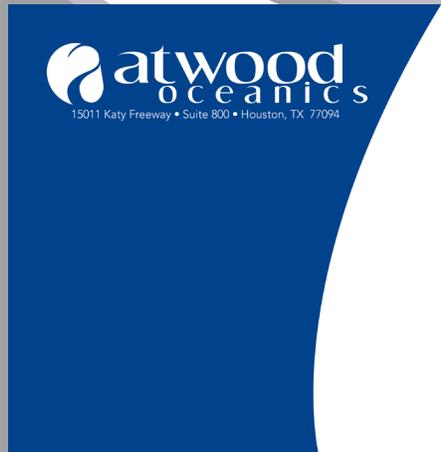
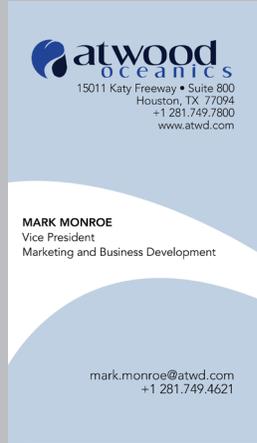
Morbi imperdiet neque vehicula nunc convallis gravida. Vestibulum iaculis pretium placerat. Integer consequat, est sit amet facilisis eleifend, nibh nibh varius orci, eget dapibus arcu dui non purus. Pellentesque in magna mauris. Duis enim sapien, dictum vitae condimentum a, pulvinar vel lacus. Mauris et molestie nibh. Vestibulum vitae nulla at metus elementum porta sit amet interdum elit. Nulla sollicitudin neque eu nulla volutpat congue.

Etiam pellentesque, velit id dapibus fermentum, turpis sapien ornare dui, ac tincidunt ligula odio congue purus. Nunc sed ante dui, in porta lectus. Cras nec sem lorem. In hac habitasse platea dictumst. Maecenas id diam quis dui porta tristique. Sed id egestas felis. Donec ullamcorper mattis posuere. Phasellus fermentum eleifend tortor vel dapibus. Vestibulum ante ipsum.

Sincerely,

Shannon Gilroy-Cook
Manager

atwood
oceanics



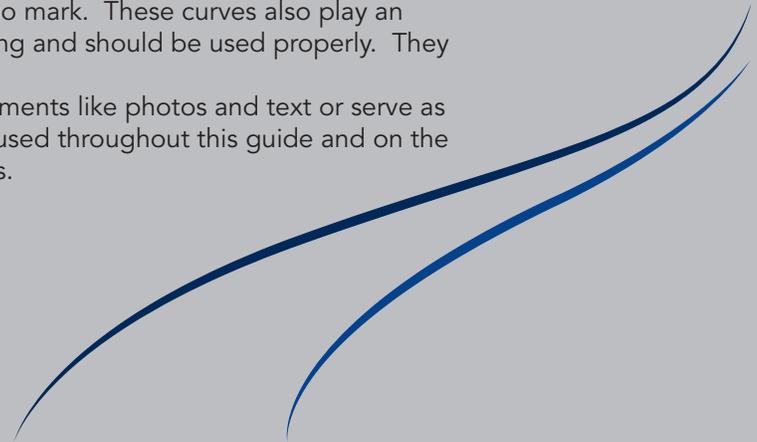
Stationary

Letterhead and business cards are the most formal way to communicate using our brand identity. It is important we look our best when representing Atwood Oceanics to customers, vendors and the community.

Here is an display of the official suite of printed stationery—business cards, letterhead, and envelopes.

Graphical Elements

The curves on the pages of this guidelines book come from a magnified portion of the logo mark. These curves also play an important part in the branding and should be used properly. They can separate other graphical elements like photos and text or serve as a background like the ones used throughout this guide and on the envelope and business cards.





August 28, 2011
Mr. Matthew Cook
3619 Wildwood Ridge Dr.
Kingwood, TX 77339

Dear Mr. Cook:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ut ipsum eget massa hendrerit vestibulum vel in velit. Donec pretium neque velit. Aliquam nunc convallis gravida. Vestibulum iaculis pretium placerat. Integer enim sapien, dictum vitae condimentum a, pulvinar vel lacus. Mauris et nulla at metus elementum porta sit amet interdum ehit. Nulla sollicitudine. Sed id egestas felis. Donec ullamcorper mattis posuere. Phasellus



Print Media

When adding brand elements onto merchandise, keep it simple and straightforward, and remember that the Atwood Oceanics name should be the focal point. Use both the Atwood Oceanics logo or the mark on it's own.

Exception guidelines:

The mark may be used on it's own only if the name of the company is also present and visible on the item. (a)



a







Digital Media

We live, work and play in a digital world. And so much of our communication is done digitally.

However, the need for the Atwood Oceanics brand to be consistent is as critical in digital format as it is in a printed element. The ability of a brand to stand out in the digital world is very important given how overwhelming digital content can be.



