

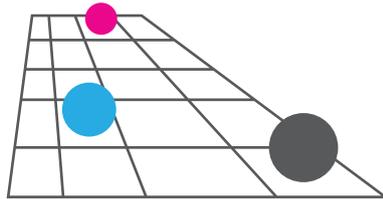
Petrolink[®]
Profile Handbook

This profile handbook is designed to provide guidelines for use of the Petrolink AS logo. It is important that this is used correctly in today's market to give a clear and unified perception of Petrolink AS.

A lot of time and effort has been spent working on designing logos and therefore, these must be used within the guidelines given and not changed in any way without permission. If these guidelines are followed, we help to ensure that our visual communication is consistent.

A profile manual is never completely finished. There will be additions and adjustments along the way as new usage scenarios emerge. The basics will, nevertheless, remain the same and are described here.

Logo | Elements



Grid Element

Grey grid with
3 coloured
spheres: grey, blue & red
Optional: NO

Title Element

Petrolink is a registered
trademark
Optional: NO

Petrolink®

Tagline Element

Tag line
Optional: YES

PRODUCTION OPERATIONS
– *we know how*

Logo | Colours

Where possible, the coloured Petrolink AS logo should be used.



Grid Element

● Red:	0-100-0-0	255-0-255	#ec008c
● Blue:	100-0-0-0	0-255-255	#00ffff
● Grey:	0-0-0-80	51-51-51	#333333
— Grid:	0-0-0-80	51-51-51	#333333

Title Element

Grey: 0-0-0-80 51-51-51 #333333

Tagline Element

Grey: 0-0-0-80 51-51-51 #333333



Monochrome

Black:	0-0-0-100	0-0-0	#000000
White:	0-0-0-0	255-255-255	#ffffff

Logo | Style

The Petrolink AS logo can be used in either portrait or landscape format. The placement of the grid in relation to the Petrolink title is fixed and must not be altered.

Use of the “Production Operations” tagline is optional.



Logo | Placement

The letter P in the Petrolink AS logo defines the positioning of the logo in relation to other document elements. Space above, below, left and right of the logo MUST, at minimum, represent the height of the letter P.



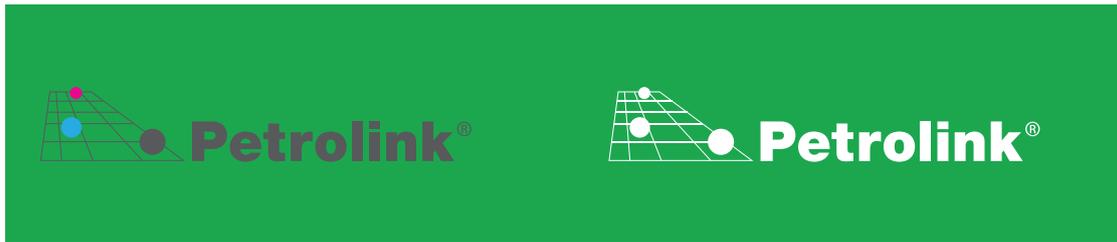
Logo | Scaling

The proportions of the Petrolink AS logo MUST be kept uniform should scaling be required. To this end, we recommend that one of our vector-based file formats (EPS, AI, SVG, PDF) be used in these circumstances. Again, inclusion of the tagline is optional.



Logo | Dont's

Use of the coloured Petrolink AS logo on a coloured background is strictly prohibited. A monochrome version of the logo is always to be used in these circumstances.



Logo | Downloads

All current versions of the Petrolink AS logo and this handbook can be found on our website in the contact section.

petrolink.no/contact-us/



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