

Interim Design Guidelines

About our interim identity

The interim identity will support the internal and the external communication efforts in the coming period. These interim design guidelines will help us do so in a consistent manner, with high quality standards in all relevant communication channels.

Since the name StatoilHydro, the graphical wordmark and the visual identity will be a temporary solution for the company, the role of the interim identity will be for identification of the new organization rather than tools for traditional brand building.

Kjetil Undhjem
Head of Brand Management

Contents

The StatoilHydro visual toolkit

StatoilHydro wordmark

- Clear space rule 06
- Colour 07
- Placement/formats/size 08
- Minimum size 10
- Do's and don'ts 11
- Co-branding 12

Colour palette

- Primary, secondary and accent colours 14
- Tints and gradients 15

StatoilHydro typography

- Primary/secondary font 17

Photography

- Photography examples 18

Applications, templates and examples

Stationery elements

- Stationery examples 23

Applications

- Brochures 25
- Advertisement 35
- Fact sheets 38
- Powerpoint 40
- Posters 42
- Rollups 48
- Examples 51

Principles for change of visual identity during the interim phase

From 1 October StatoilHydro will enter an interim phase which will last until a final name is decided in Spring 2008.

A permanent brand identity for StatoilHydro will then be developed. For this reason the Integration Planning Committee (IPC) has decided to prioritise what should be changed for the interim phase.

This primarily satisfies all legal requirements and covers the most important internal and external communication channels.

Electronic media and communication channels directed at the new company's own employees have been given priority.

New guidelines have been developed for the most important applications:

- Printed material (brochures, stationery, conference material).
- Templates in Word, Powerpoint, SAP documents and Teamsites.
- Promotion material like advertisements, exhibitions.
- Workplace applications like ID-cards, signage and flags.

Since the new visual identity will only be used for a limited time, some areas will not be rebranded.

Signs will only be changed at the following premises:

Hammerfest, Stjørdal, Trondheim, Bergen, Stavanger, Oslo, Stamford, Houston, Brussels and Moscow.

All other locations onshore and offshore will keep existing signage during the interim phase.

Vehicles, workclothes/hard hats and canteen equipment will be kept as they are during the interim phase.

Design support

The StatoilHydro Design Support team is available to help you with any questions you may have related to use of the interim design guidelines. You can contact the StatoilHydro Design Support team at:

designsupport@statoilhydro.com

StatoilHydro visual toolkit



StatoilHydro wordmark

The StatoilHydro wordmark is a specifically drawn artwork and should never be re-created in any way.

The StatoilHydro wordmark is available in a variety of formats to suit different media and should always be placed as a set artwork within the application.

Clear space rule

The StatoilHydro wordmark is protected by an area that is defined by the clear space rule.

This is an area around the StatoilHydro wordmark where other visual elements, such as type, imagery and colour may not be placed.

The clear space area is defined by the measurement 'x' where 'x' is the stem height of the letter 'i' in the StatoilHydro wordmark as shown in Fig. 01.

StatoilHydro wordmark

StatoilHydro

StatoilHydro wordmark – clear space rule



Fig. 01

Colour

The colour of the StatoilHydro wordmark is specified as PMS 307. The StatoilHydro wordmark should preferably appear in this colour.

For different media formats appropriate colour values have been specified as shown in the accompanying table.

NB! The StatoilHydro wordmark should always be printed in colour in all circumstances unless physical limitations apply.

Colour alternatives

When there are printing restrictions or other unusual implementation circumstances, it is possible to apply the StatoilHydro wordmark in black and reversed out (white on colour) as shown in the accompanying illustration.

Approval must be received from the StatoilHydro Design Support team when applying the StatoilHydro wordmark in these circumstances. You can contact the StatoilHydro Design Support team at designsupport@statoilhydro.com.

StatoilHydro wordmark – colour

StatoilHydro

PMS: 307

C: 100 M: 22 Y: 2 K: 18

R: 0 G: 117 B: 176

html: 0075B0

RAL: 5015

NCS S 3060-B

StatoilHydro wordmark – colour alternatives

StatoilHydro



StatoilHydro

Wordmark placement and size

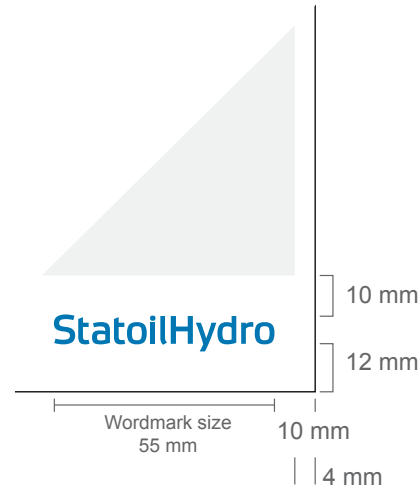
On A4, A5 and A6 formats there is a specific size and placement guide for the StatoilHydro wordmark.

The StatoilHydro wordmark should be placed in the bottom right corner of the specified format.

The size and placement details are specific to each format and are shown in the accompanying illustration.

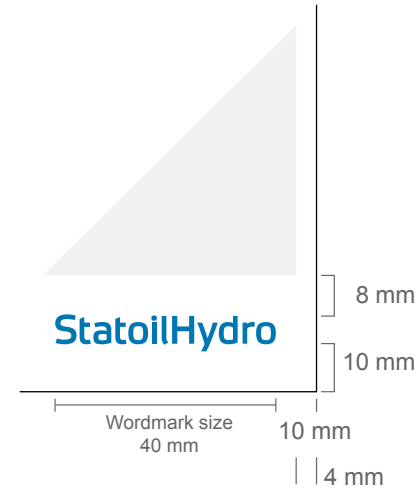
NB! The placing of the StatoilHydro wordmark in the bottom right corner applies to all printed literature and publications.

StatoilHydro wordmark placement – A4, A5, A6



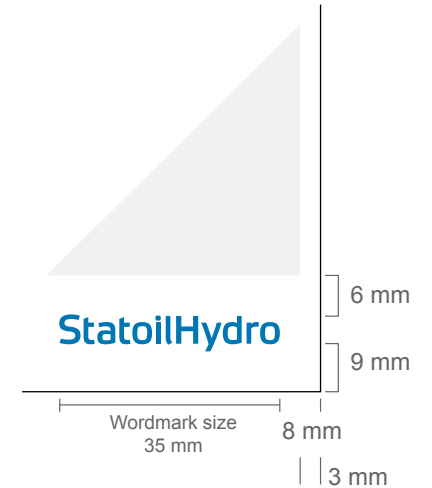
Format: A4 – 210 x 297 mm

Margins – 4 mm
Wordmark size – 55 mm



Format: A5 – 148 x 210 mm

Margins – 4 mm
Wordmark size – 40 mm



Format: A6 – 105 x 148 mm

Margins – 3 mm
Wordmark size – 35 mm

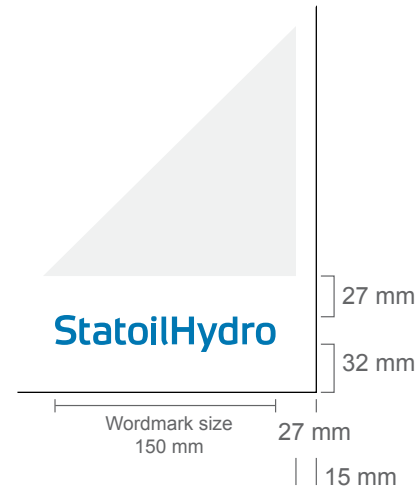
Wordmark placement and size

On A1, A2 and A3 formats there is a specific size and placement guide for the StatoilHydro wordmark.

The StatoilHydro wordmark should be placed in the bottom right corner of the specified format.

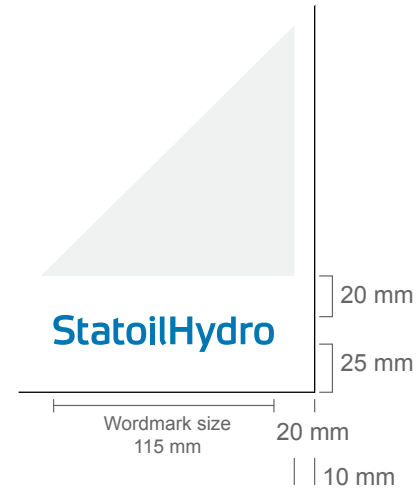
NB! The placing of the StatoilHydro wordmark in the bottom right corner applies to all printed literature and publications.

StatoilHydro wordmark placement – A1, A2, A3



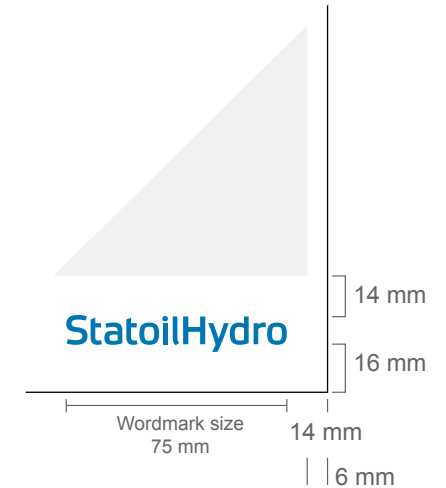
Format: A1 – 594 x 840 mm

Margins – 15 mm
Wordmark size – 150 mm



Format: A2 – 420 x 594 mm

Margins – 10 mm
Wordmark size – 115 mm



Format: A3 – 297 x 420 mm

Margins – 6 mm
Wordmark size – 75 mm

Wordmark – minimum size

The StatoilHydro wordmark should not appear in sizes of less than 25 mm in width as shown in the accompanying illustration.

For digital media the StatoilHydro wordmark should not appear in sizes of less than 100 pixels in width.

StatoilHydro wordmark

StatoilHydro

StatoilHydro wordmark – minimum size

StatoilHydro



25 mm

StatoilHydro wordmark – minimum size for digital media

StatoilHydro



100 pixels

StatoilHydro wordmark – do's and don'ts

The StatoilHydro wordmark should be visible at all times. When appearing in colour, it should always be placed on a white background.

The StatoilHydro wordmark should not be placed on background colours or directly on pictures.

StatoilHydro wordmark – do's and don'ts

Correct use:



Incorrect use:



Co-branding

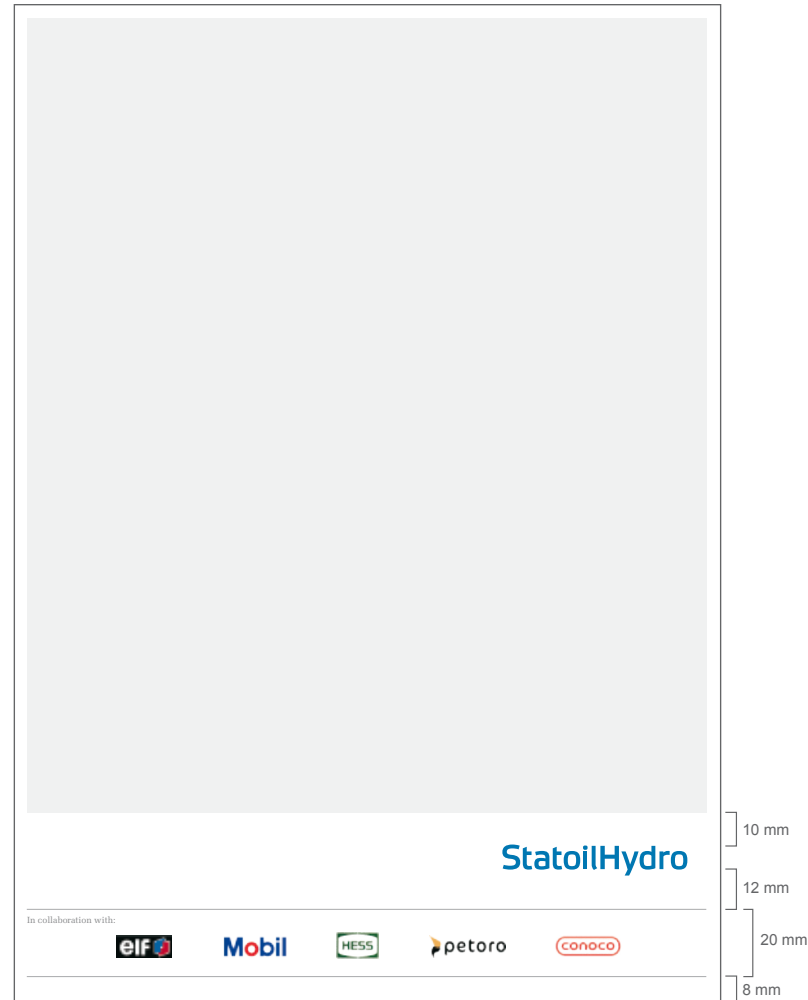
We co-operate in many projects with external partners.

To ensure a strong and clear communication where we are the dominant partner in a collaboration, we have developed some general guidelines.

As the number of co-branding logos will change with each application, the placement of the co-branding logos should be positioned equally across the format giving a balanced feel.

In co-branding situations the StatoilHydro wordmark can appear in PMS 307 or black if printing restrictions apply.

Co-branding – principles



StatoilHydro 100%

NB Co-branding logos should never appear larger than 80% the height of the StatoilHydro wordmark

Co-brand logo 80%

StatoilHydro

In collaboration with:



Mobil



petoro



10 mm

12 mm

20 mm

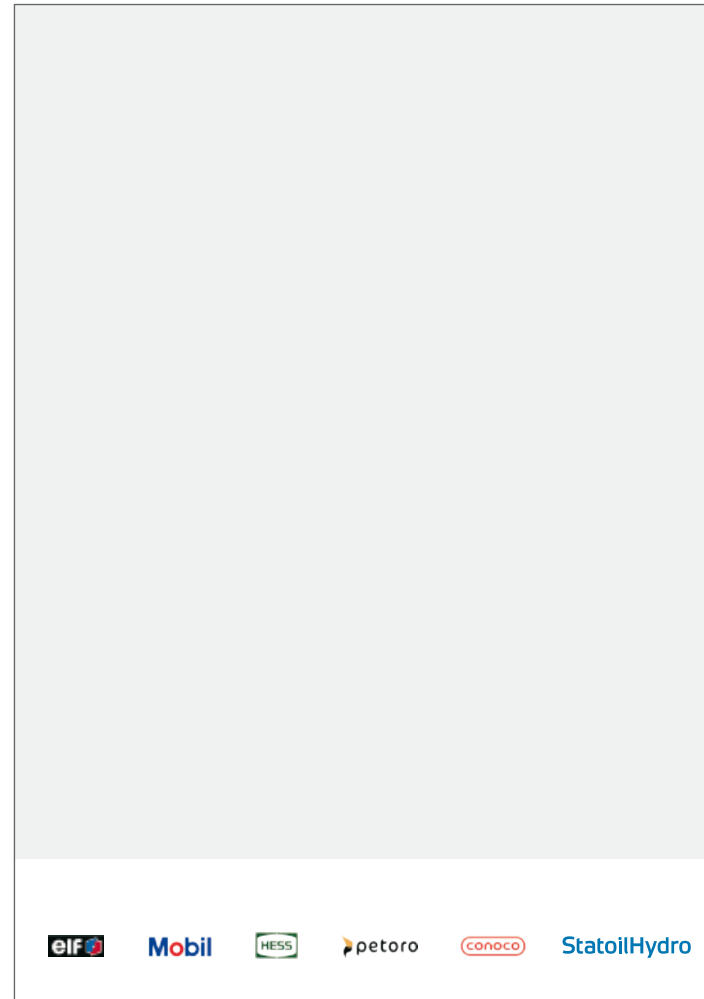
8 mm

Co-branding

When the StatoilHydro wordmark appears alongside other brand identifiers, it should appear at a similar size in height as shown in the accompanying illustration.

Due to the nature of other brand identifiers having a variety of forms and proportions, it will not be possible to have a common relationship to each co-brand identifier, but a balanced expression should always be achieved.

Co-branding – principles



StatoilHydro Co-brand logo

Colour palette

A palette of colours has been defined for use in StatoilHydro applications.

The colours are divided into primary, secondary and accent colours as shown in the accompanying illustration.

The primary colours consist of the StatoilHydro wordmark colour (PMS 307) and white. The use of white is an important colour in the palette as it gives the other visual elements clarity and should be used accordingly.

The secondary colours can be used to add interest to a layout, for example, to differentiate text or as background colours in charts and tables.

There are also metallic colour variants of the secondary colours. These metallic alternatives should be used on select applications when a more sophisticated expression is required.

The accent colours should be used to subtly highlight information, for example in text and information graphics.

Colour palette

Primary colours



C: 100 M: 22 Y: 2 K: 18
R: 0 G: 117 B: 176
html: 0075B0
RAL 5015
NCS: S 3060-B

Secondary colours



C: 26 M: 31 Y: 35 K: 74
R: 83 G: 76 B: 69
html: 534C45

UNCOATED PAPER
C: 10 M: 13 Y: 16 K: 28
COATED PAPER
C: 13 M: 17 Y: 20 K: 36
R: 169 G: 163 B: 155
html: A9A39B

Metallic colour alternatives



Accent colours



C: 82 M: 100 Y: 0 K: 0
R: 87 G: 6 B: 140
html: 57068C

C: 63 M: 0 Y: 12 K: 0
R: 0 G: 180 B: 206
html: 00B4CE

C: 57 M: 0 Y: 100 K: 0
R: 100 G: 202 B: 0
html: 64CA00

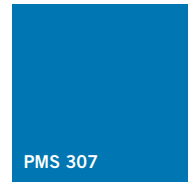
C: 12 M: 0 Y: 79 K: 3
R: 216 G: 229 B: 51
html: D8E533

Tints and gradients

PMS 307 should not be used in tints and gradients.

PMS 405 and PMS 402 have specific tints and gradients as shown in the accompanying illustration.

Tints and gradients – primary colours



PMS 307 should not appear in tints or gradients.

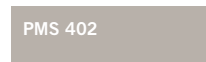
Tints – secondary colours



100%



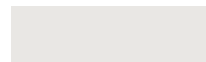
70%



100%



60%



30%

Gradients – secondary colours

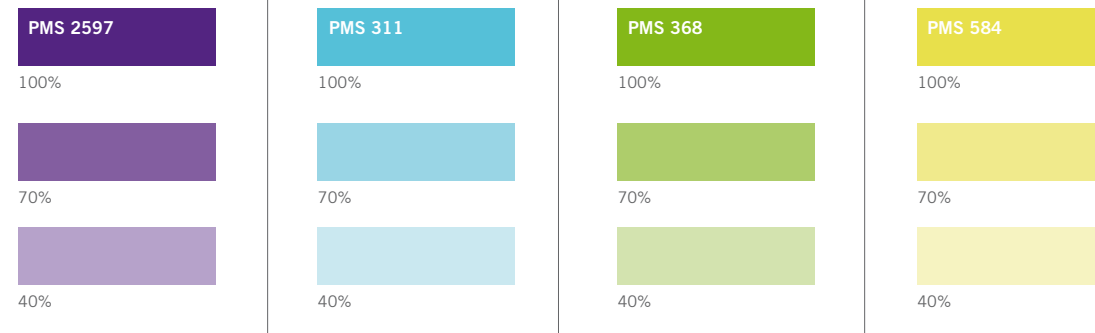


Tints and gradients

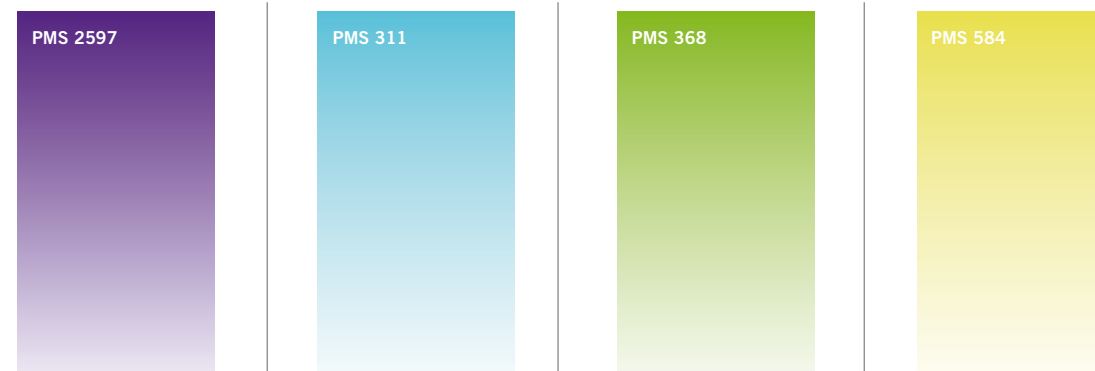
The accent colours can appear in the tints and gradients shown in the accompanying illustration.

Tints and gradients – accent colours

Tints



Gradients



Primary font

The StatoilHydro primary font is Melior as shown in the accompanying illustration.

Melior should be used as the leading font in StatoilHydro market communication, brochures and printed matter. For example in headlines and titles, and also in body copy.

Secondary font

Arial should be used to support the primary font Melior. It is a useful font and is especially legible at small sizes. This makes it ideal for text information in charts and graphs and also as an accent font to Melior in text heavy applications, for example to highlight a quote.

Arial is the default font in all internal documents and all internal applications, such as Word and Powerpoint.

Primary font – Melior

Melior

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnop.

0123456789 @&?!

Melior Regular

Melior Bold

Melior Italic

Melior Bold italic

Secondary font – Arial

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnop.

0123456789 @&?!

Arial Regular

Arial Bold

Arial Italic

Arial Bold italic

Photography – general

Photography is an important communication tool, and the interim identity relies on effective use of photographic images in printed as well as web applications.

From November 2007 a dedicated library of images will be available. This will meet the demands for high quality images with a distinct expression, that tells the story about our business and our people.

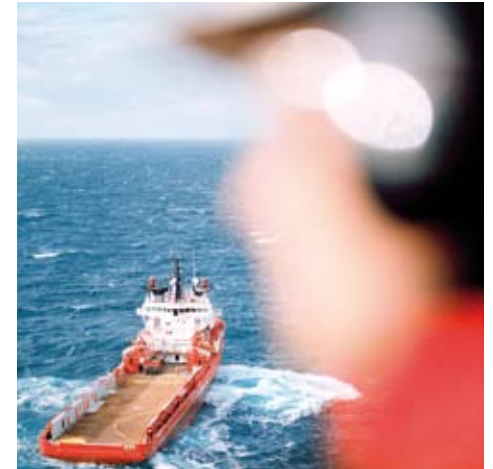
This image library will increase in size as new photography projects are implemented.

The accompanying examples show a selection of the new photography.

The following pages look at further examples of the photography with some descriptions about the visual essence and content of the images.

Please contact designsupport@statoilhydro.com for more details about the library and photography guidelines.

Photography examples

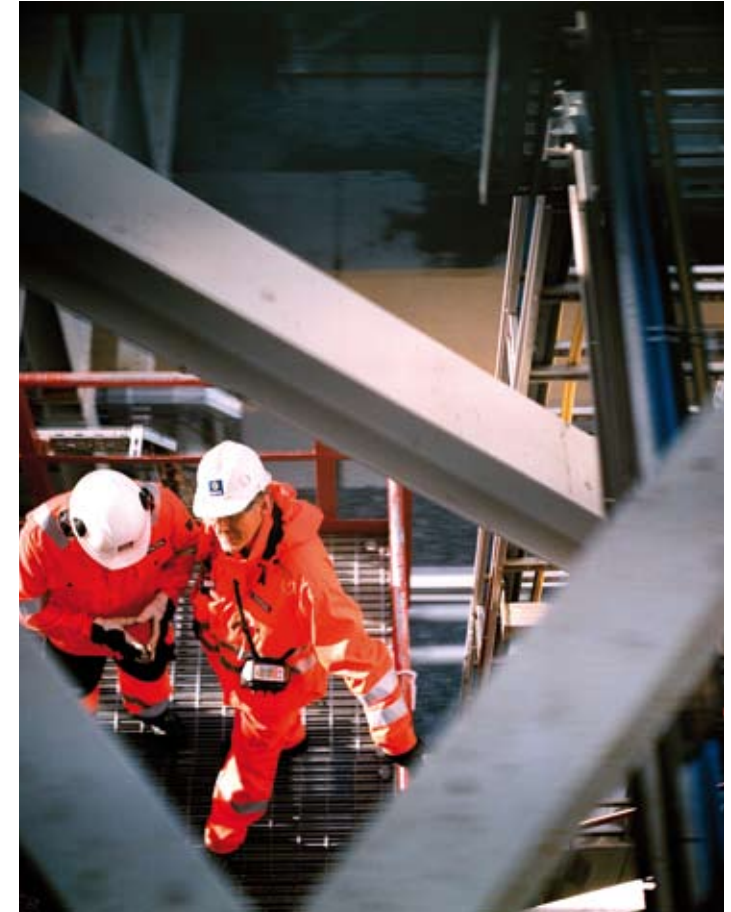


Photography – installations

These examples show photography of industrial installations. The left hand image illustrates how to use composition in order to show the epic scale of the installation whilst still retaining a focal point and human quality with the workman in the bottom right corner. This creates a certain order to the complexity of installation itself.

The right hand image uses the angles of the structure to bring focus to the workman adding interest and engagement.

Photography examples



Photography – environment

These photographs show industrial installations within their environment. The left hand image creates a balance between the natural setting the installation sits within, emphasising the scale and proportion.

The image to the right shows how the use of light and colour can create an engaging and elegant image of an otherwise static structure.

Photography examples

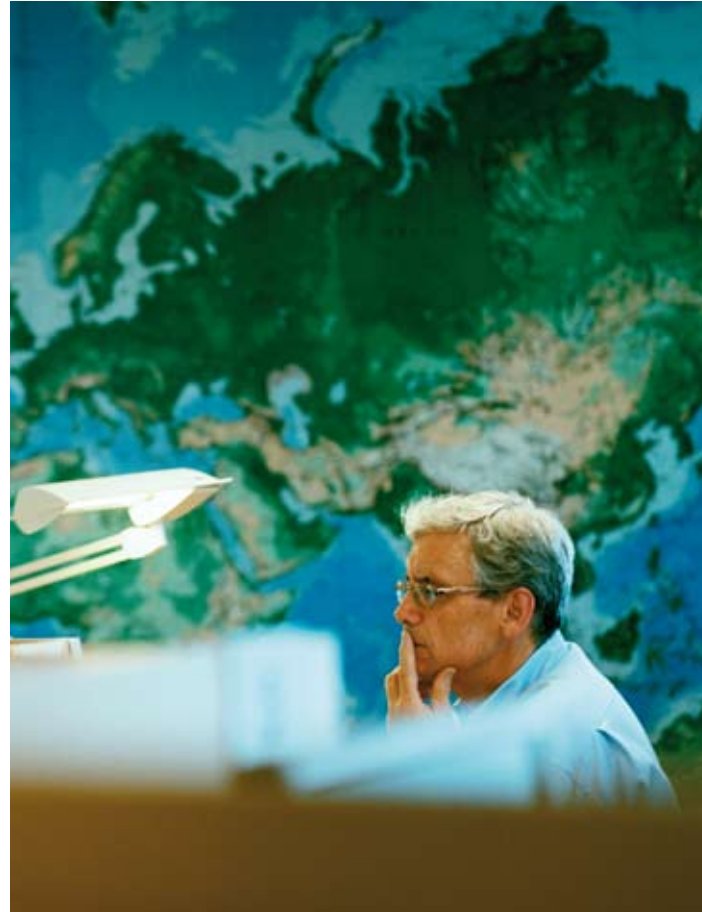


Photography – people

These examples show the subject of people. Both images show the people within their working environment giving a natural and real feel. The compositions of the settings are considered adding, for example, an international accent to the image on the left.

Light is also an important aspect here. The right hand image uses light to enhance the setting and adds interest to the composition.

Photography examples



Applications, templates and examples



Stationery elements

A wide range of stationary items has been developed for StatoilHydro. These templates should direct all produced items moving forward and the illustrations on the next page provides examples of the new letterhead and business card.

Stationery examples

Our date 2009-05-10	Our reference ASO our ref	Administrative officer Ola Nordmann	StatoilHydro
Your date 2009-05-10	Your reference DEF your ref	Statoil internal	

Scandinavian Design Group
Attn.: Ola Nordmann
Sandakerveien 24C
NO-0402 Oslo
Norway

Dear Ola Nordmann

Elestinim amconsectem quis blamcon sequam, vel et vullamcommod ex ex el er sequat, sum irit venibh estrud magnis at ute dolore commotoborem veliquisi tem acin ut velestrud molore tet delestrud magnissisi blan henibh ero consed dolendi psusto eugiam dolobor augait utet litaltem do consed dolumsan ute tem in hendree tueros nis altisai lunci eritisi tincincitil er sisit adit inci lit, consectet laorper ostrud magna feu facinibh eugiamcon volorperat augait lut wisensisi dolenti lum doloner si latue lat prat vel ipis nos alit nulluptat lut volendre dolum augait dolorem voloborpero odigna aliqui bla consequi blan exer si tet adipissent wisit lamconum eum quis dit wisoloreet num iure magnim ing eui blaore dignisil, suscidunt et, vero corer adigit nullan essis numsandre doloreetum dunt non vulla atuer suscil quating er se dit augiamet ea consequisum veros alissequam veros dolorpe rcilit dunt lutet irillum zzriure magnis augue min ullaore veleseect dionse con henim quat, quis erostis moloree tueriure dolor aliquat. Ut prat at velis adipis acing elit nos dolum veliquat ad modigni smolporer il dolum et numsan volobore magna at etuero con voleessim lit augait verosto dunt aliquat. Molese dolore vel exerill uptat, sum in hent at atio odit doloboreet, sectem dio odo er illa faccum zzriure vullumsan eliquit augait il dolorpe nilisi exer sis nismolore min vulla faccum ing eu faci blan henibh ent vel i ullan henim zzrilit laor adipumsan eliquis eros alis autpate velit, commy nit aciduipit augue feumsandrem velesequis essiscidunt ing ipit volorper susto dolore ver alit wis ero et dolorperat veniscil et aute feu feu feu faciliquis nonum nummy nim quis enim do od dunt at, quis non henim il ute dipis nit ate dipit doloborero doluptat. Duis aut iils ex euis accum nis niat. Ut uptat.

Kind regards
StatoilHydro ASA

Ola Nordmann
ola.nordmann@statoilhydro.com

Company StatoilHydro ASA The Register of Business Enterprises NO 523 628 016 WAT	Main address NO-4035 Stavanger Norway	Office address Fokusveien 50 Fokus 4035 Stavanger	Telephone +47 51 99 00 00	Internet www.statoilhydro.com
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StatoilHydro

First name Surname
Title

Direct tel +47 00 00 00 00	StatoilHydro ASA
Mobile +47 00 00 00 00	Box 1176 Sentrum
Direct fax +47 00 00 00 00	NO-0107 Oslo

kjun@statoilhydro.com

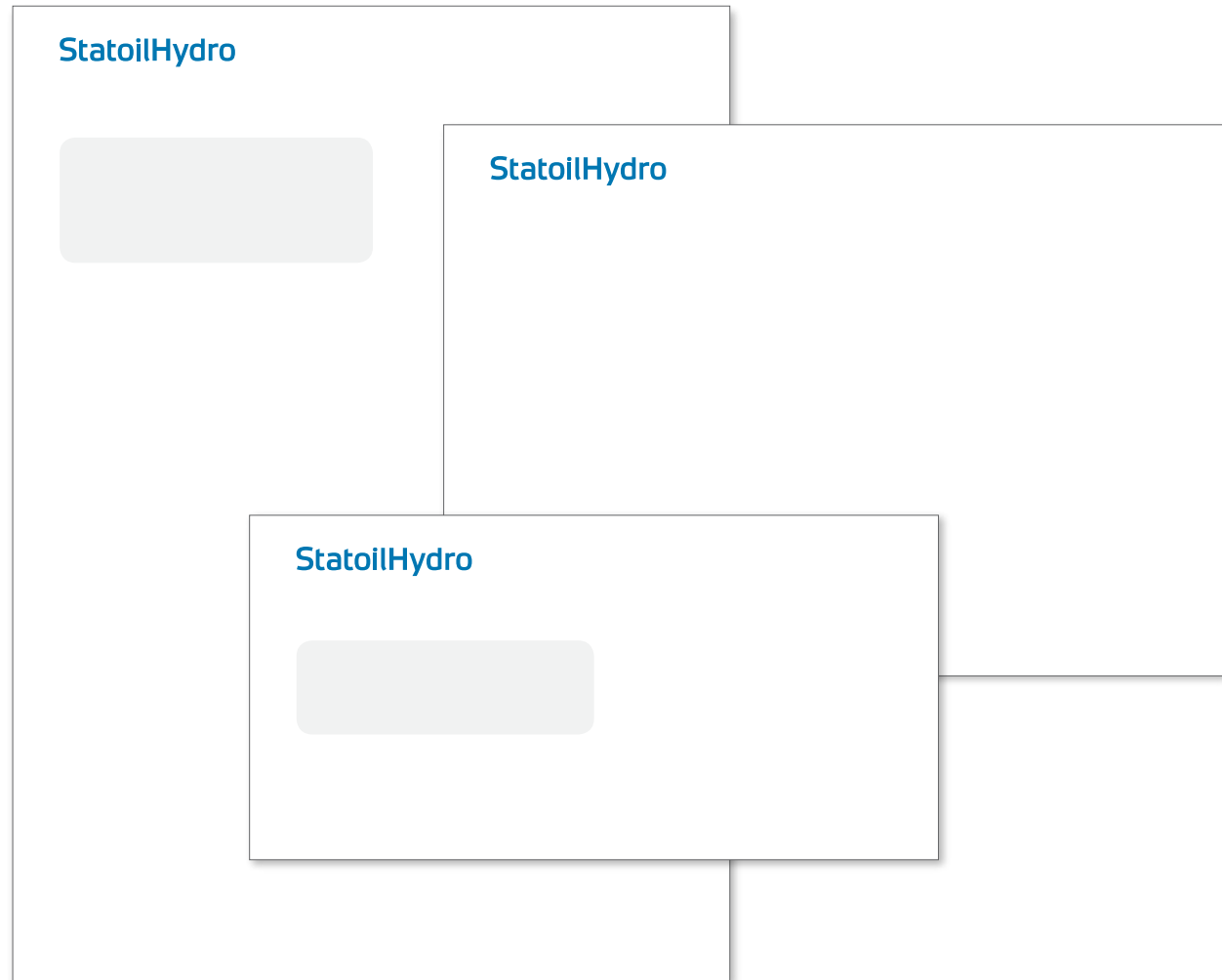
Telephone +47 00 00 00 00
Telefax +47 00 00 00 00
Visitor address Drammensveien 264, Våkerø

www.statoilhydro.com

Stationery elements

A range of stationery items have been developed for StatoilHydro. Stationery items should not be re-created in any way. The accompanying illustration shows examples of different envelopes.

Stationery examples



Brochure covers A4

A grid has been created for StatoilHydro brochure covers in the formats of A4.

The placement of elements within the brochure cover area, for example typography and images, have specific areas within the grid. These areas are flexible in their depth as shown in Fig. 01.

However these areas must always adhere to the placement restrictions as shown in Fig. 02.

The grid for A4 brochures should also be used for A4 posters.

Brochures – A4

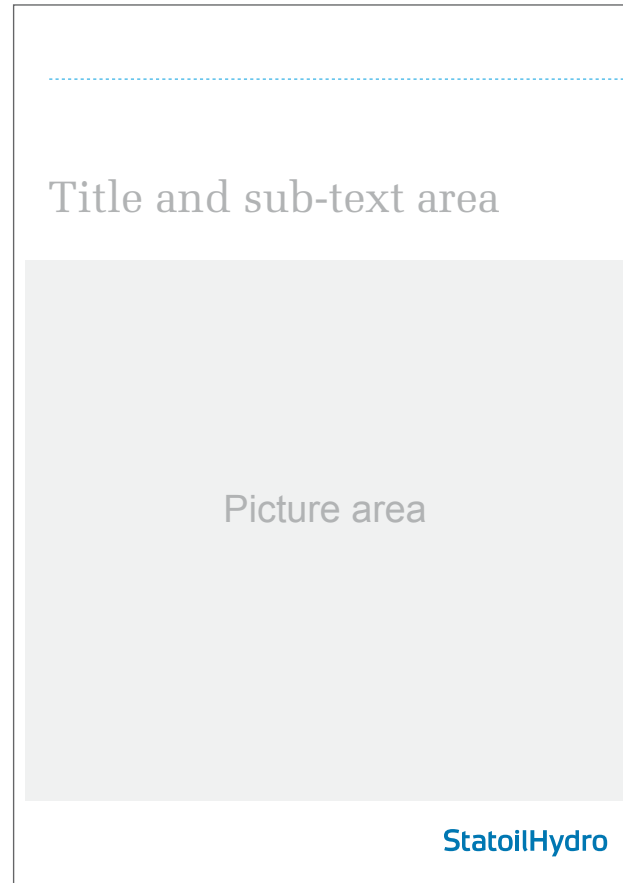


Fig. 01

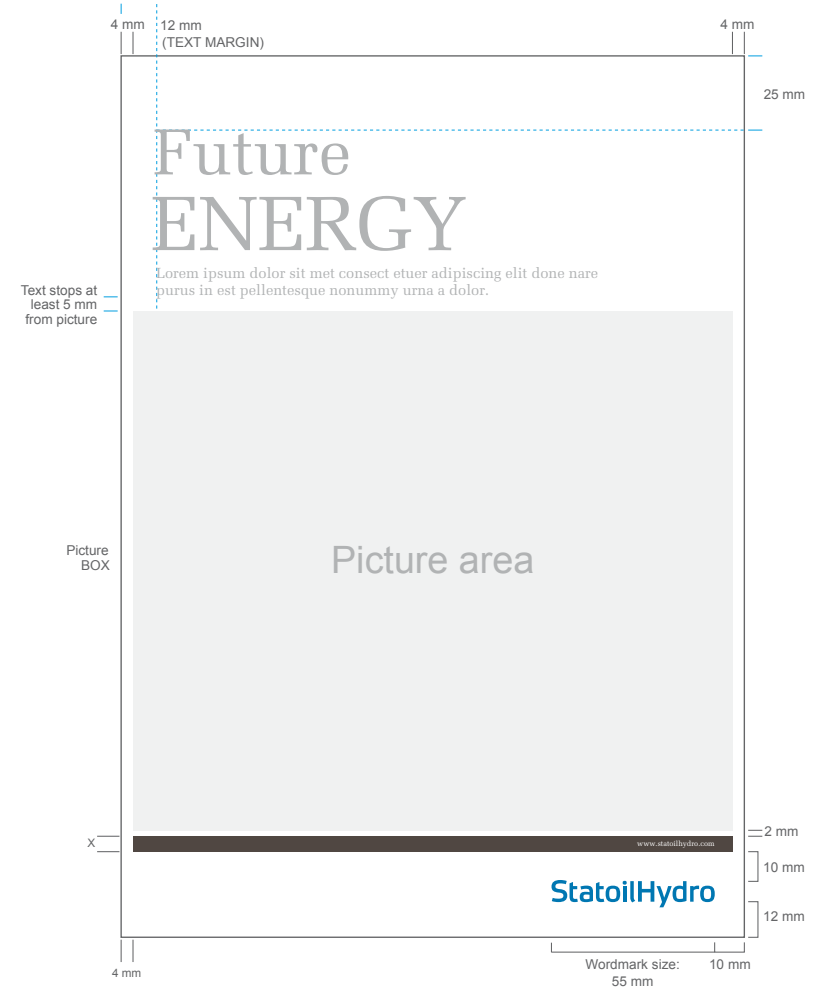


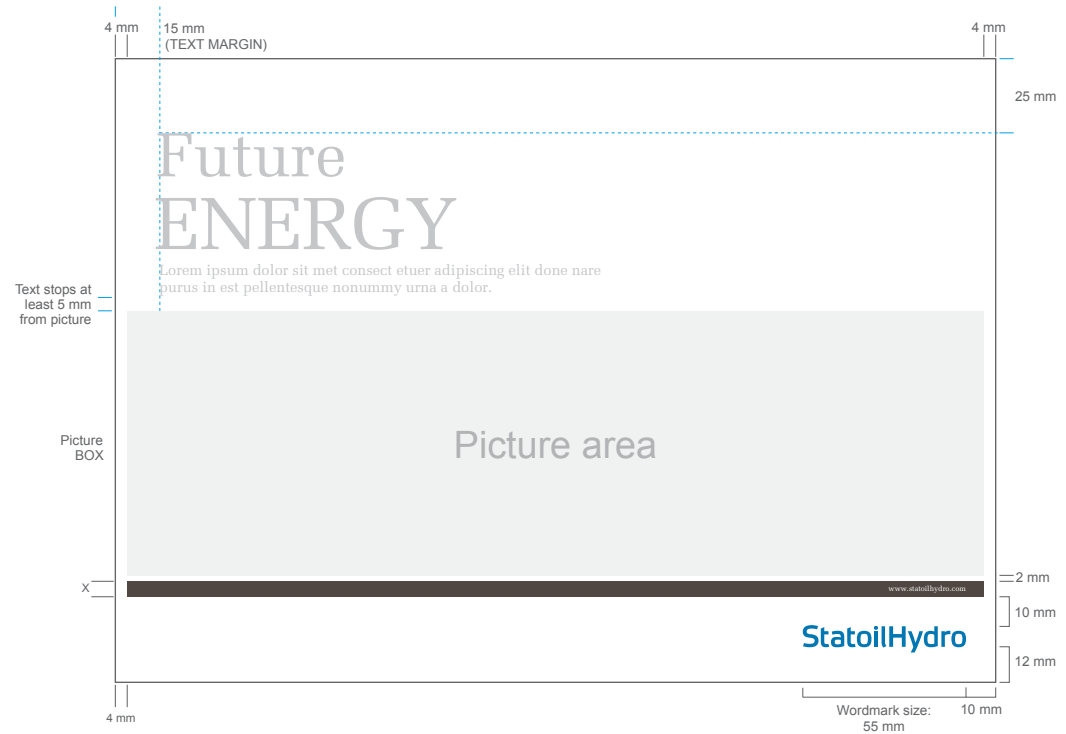
Fig. 02

Brochure covers A4 landscape

A grid has been created for StatoilHydro brochure covers in the formats of A4 landscape.

The same principles apply for placement of information, for example typography and images, as in the A4 portrait brochure covers.

Brochures – A4 landscape



Brochure covers A5

A grid has been created for StatoilHydro brochure covers in the formats of A5.

The placement of elements within the brochure cover area, for example typography and images, have specific areas within the grid. These areas are flexible in their depth as shown in Fig. 01.

However these areas must always adhere to the placement restrictions as shown in Fig. 02.

Brochures – A5

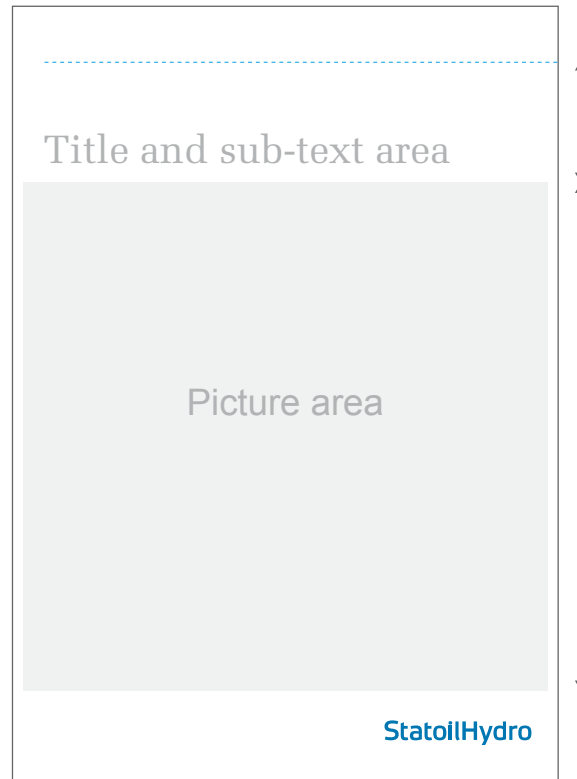


Fig. 01

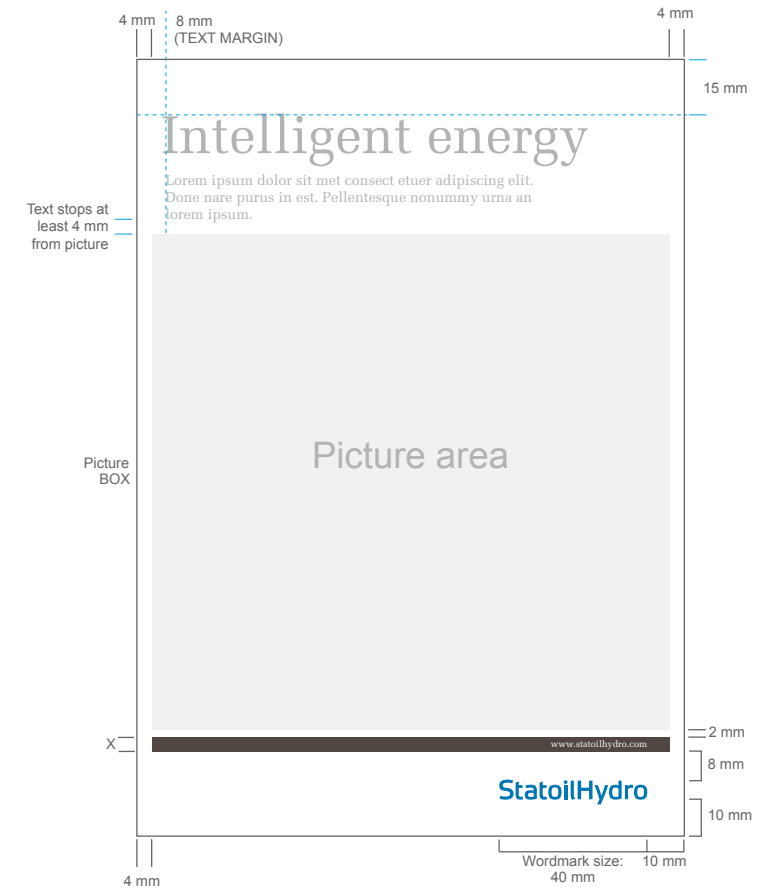


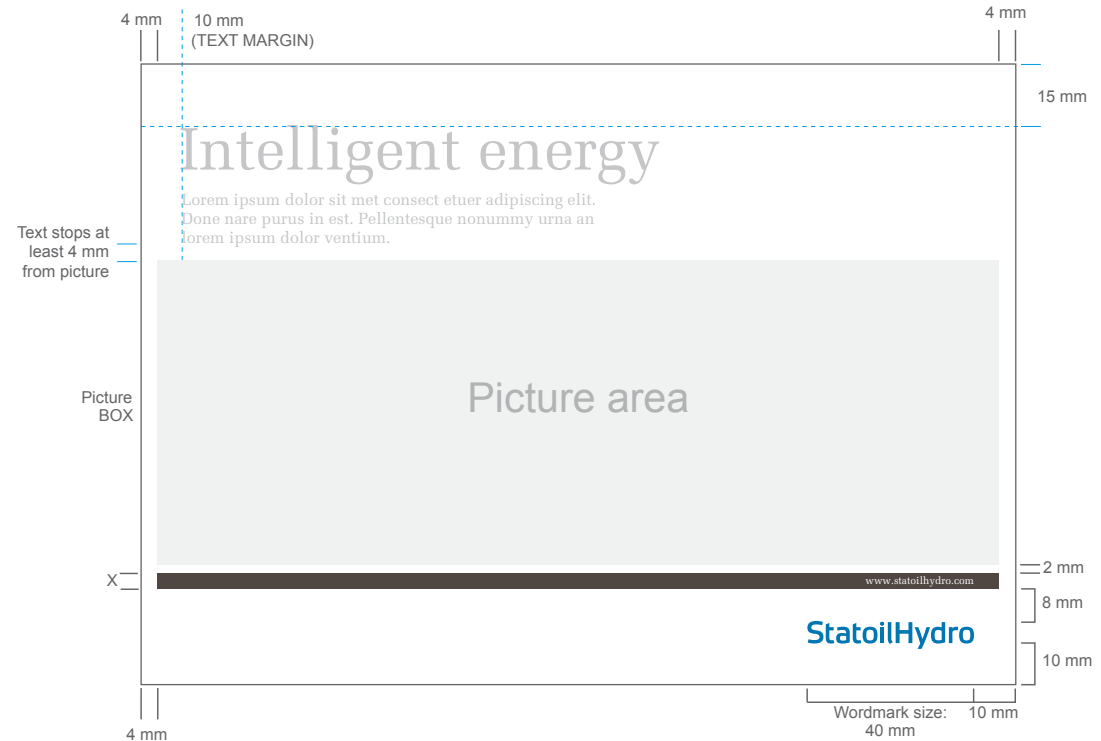
Fig. 02

Brochure covers A5 landscape

A grid has been created for StatoilHydro brochure covers in the formats of A5 landscape.

The same principles apply for placement of information, for example typography and images, as in the A5 portrait brochure covers.

Brochures – A5 landscape



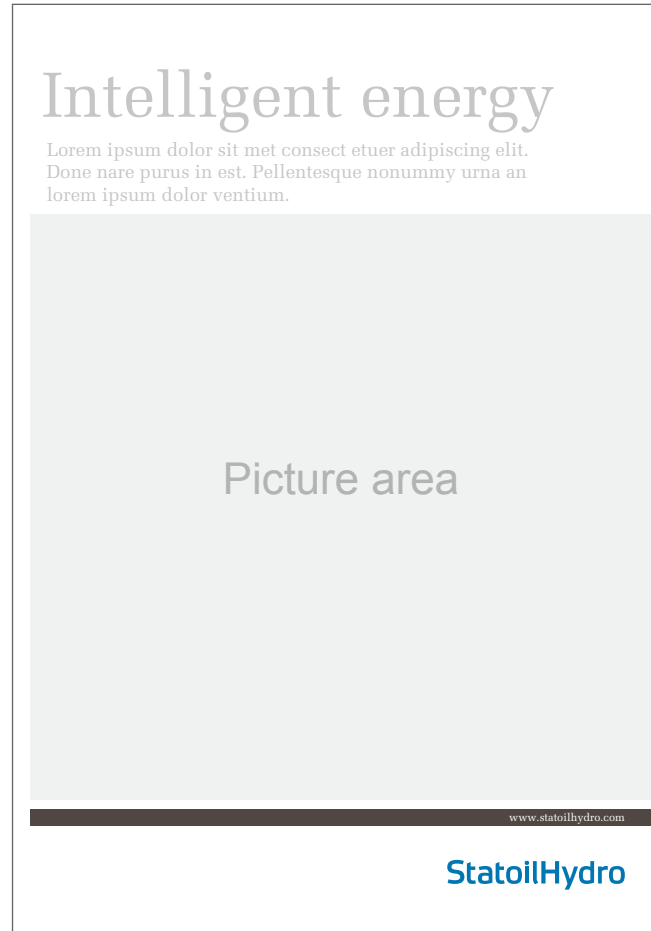
Brochure covers – details

On the brochure covers there is the possibility to include a grey panel at the base of the cover as shown in the accompanying illustration. This panel can be useful for placing information such as dates or the StatoilHydro Url address.

This panel must follow size specifications as shown here, where the height of the grey panel is equal to the 'x' height (stem height of the letter 'i' in the StatoilHydro wordmark which is relative to the size of application).

NB! It is not mandatory to use the grey panel. When the grey panel is implemented, it must appear in PMS 405 when placed together with the StatoilHydro wordmark.

Brochures – details



StatoilHydro i x

www.statoilhydro.com x

Brochures – examples

The accompanying examples show a selection of brochure covers.

Photography is an important communicator for StatoilHydro. It is therefore important to give focus to imagery in our brochures. Cropping pictures in a considered manner can also add focus and enhance the subject.

When applying colours to text, only one colour may be used within a title or sentence.

Brochures – examples

Future ENERGY

Lorem ipsum dolor sit met consect etuer adipiscing elit done nare purus in est pellentesque nonummy urna a dolor.



www.statoilhydro.com

StatoilHydro

Future FOCUS

Lorem ipsum dolor sit met consect etuer adipiscing elit done nare purus in est pellentesque nonummy urna a dolor.



www.statoilhydro.com

StatoilHydro

Brochures – examples

The accompanying examples show a selection of brochure covers.

Photography is an important communicator for StatoilHydro. It is therefore important to give focus to imagery in our brochures. Cropping pictures in a considered manner can also add focus and enhance the subject.

When applying colours to text, only one colour may be used within a title or sentence.

Brochures – examples

Tomorrow TOGETHER

Lorem ipsum dolor sit met consectetur adipiscing elit done nare purus in est pellentesque nonummy urna a dolor.



www.statoilhydro.com

StatoilHydro

Global GROWTH

Lorem ipsum dolor sit lorem met consectetur adipi lorem elit done nare purus in est pellen tesque no nummy urna a ventium lorem ipsum dolor sit met consectetur adipiscing elit done nare purus in est pellentesque lorem ipsum dolor.

08



www.statoilhydro.com

StatoilHydro

Brochures – examples

The accompanying example shows a landscape brochure cover.

Photography is an important communicator for StatoilHydro. It is therefore important to give focus to imagery in our brochures. Cropping pictures in a considered manner can also add focus and enhance the subject.

When applying colours to text, only one colour may be used within a title or sentence.

Brochures – examples

Health & safety

08

Lorem ipsum dolor sit met consectetur adipiscing elit donec purus in est pellentesque nonummy urna a dolor.



www.statoilhydro.com

StatoilHydro

Brochures – examples

The accompanying example shows a landscape brochure cover.

Photography is an important communicator for StatoilHydro. It is therefore important to give focus to imagery in our brochures. Cropping pictures in a considered manner can also add focus and enhance the subject.

When applying colours to text, only one colour may be used within a title or sentence.

Brochures – examples

Sustainability 08

Lorem ipsum dolor sit met consectetur adipiscing elit donec purus in est pellentesque nonummy urna a dolor.



www.statoilhydro.com

StatoilHydro

Brochures – examples

The accompanying example shows a landscape brochure cover.

Photography is an important communicator for StatoilHydro. It is therefore important to give focus to imagery in our brochures. Cropping pictures in a considered manner can also add focus and enhance the subject.

When applying colours to text, only one colour may be used within a title or sentence.

Brochures – examples

Tomorrow TOGETHER

Lorem ipsum dolor sit met consectetur adipiscing elit donec
purus in est pellentesque nonummy urna a dolor.



www.statoilhydro.com

StatoilHydro

General Advertising Templates

Ordinary printed advertisements should, when larger than module 55 (365x246) include three columns, including headings (Fig. 01). When the advertisement piece is equal to or less than module 55 (365x246); use only one column (Fig. 02).

When designing the advertisement, please ensure that the image cover approximately 2/3 of the page.

To ensure optimal use of imagery based on our guidelines for photography and graphic design, choose horizontal before a vertical ad format.

Fig. 01

Fra nå av kan vi hente mer energi opp fra havbunnen, og bruke mindre energi på å få det til.

Fremtiden ligger på havbunnen. Den nye undervannsplattformen for Tordis-feltet er i drift. I løpet av de 15-20 neste årene vil den bringe 35 millioner ekstra fat olje opp til overflaten, og pumpe vann og sand fra oljebønnene direkte tilbake til berggrunnen, uten den energikrevende omveien om en overflateplattform eller et landanlegg.

Tordisplattformen åpner dermed for produksjon på større dyp og i andre farvann enn teknologi og miljøhensyn har tillatt til nå. Samtidig kan den forlenge levetiden på eksisterende felt og gjøre mindre felt lønnsomme å bygge ut. Tordis-teknologien er dermed viktig for StatoilHydros videre satsing både på hjemlig sokkel og utlandet.

statoilhydro.com

StatoilHydro



Fig. 02

Sammen er vi bedre rustet til å håndtere morgendagens energiutfordringer.

Statoil og Hydro har gjennom 40 år med virksomhet under krevende forhold på den norske sokkelen blitt ledende i verden på utvinning av olje og gass til havs. StatoilHydro har en samlet erfaring og kompetanse som er verdifull for resten av verden. Våre pionerprosjekter innen fangst og lagring av CO₂ bidrar til å redusere klimapåvirkningen – og er bevis på at det nytter å finne bærekraftige løsninger på fremtidens energibehov.

statoilhydro.com

StatoilHydro



Recruitment Advertising

When designing recruitment advertising use module 55 (365 X 246). The advertisement should not include any detailed titles or job descriptions. Instead, just say head title and direct the reader to the website, i.e. "Seeking Engineers to Snøhvit. Visit www.statoilhydro.com <<http://www.statoilhydro.com/>> for more information".

To ensure optimal use of imagery based on our guidelines for photography and graphic design, choose horizontal before a vertical advertisement format.

Ads M 55 (365 X 246)

"Caring for the environment improves the profitability for our shareholders. To my children it means a sustainable future."

*Michel Myhre-Nielsen
Manager CO₂ value chain*

Michel Myhre-Nielsen manages StatoilHydro's commitment to capture, transport and store CO₂. This work has already given results. At Sleipner, Snøhvit and In Salah CO₂ is injected back into geological formations beneath the seabed and the crust. A test plant is being built at Mongstad for capturing CO₂ that may be a crucial step on the road to advancing technology for the reduction of greenhouse gases.

Our ambition is to be a globally competitive company. We are proud of having a value-based performance culture and clear leadership principles. We provide opportunities for professional and personal development for our people. Imagine what can we do together.

Go to statoilhydro.com/careers to find inspiring challenges all over the world.

statoilhydro.com/careers

StatoilHydro



Advertisement – examples

The accompanying examples show a selection of ads.

Photography is an important communicator for StatoilHydro. It is therefore important to give focus to imagery in our brochures. Cropping pictures in a considered manner can also add focus and enhance the subject.

To ensure optimal use of imagery based on our guidelines for photography and graphic design, choose horizontal before a vertical ad format.

Ads A 4

Maximising technology. Minimising climate impact.

High-tech solutions and smart engineering are our best tools to deliver on our commitment to reduce the impact on our climate. This means that each barrel of oil produced tomorrow contains a higher degree of research and development than a barrel produced yesterday. StatoilHydro is currently involved in four large scale projects on carbon capture and storage, such as the In Salah project in the Algerian desert and the Sleipner field in the North Sea. These both show how our cutting edge technology is closely tied to with our respect for nature and the environment.

[Learn more on www.statoilhydro.com](http://www.statoilhydro.com)

StatoilHydro



The tougher the conditions, the smarter the solutions.

As the world's available energy resources are harder to access and refine, the projects are getting increasingly complex. Each barrel of oil produced tomorrow contains more research and development than a barrel produced yesterday. We have developed expertise and technology after years of operations in the North Sea. Great depths, difficult terrain and harsh climate have made us an industry specialist in overcoming difficult conditions. Our commitment to the environment and the energy needs of tomorrow challenge us to continue to develop smarter solutions.

[Learn more on www.statoilhydro.com](http://www.statoilhydro.com)

StatoilHydro



Fact sheet

A grid has been created for StatoilHydro fact sheets in the format of A4.

The placement of elements within the fact sheet area, for example typography and images, have specific areas within the grid. These areas are flexible in the depth as shown in Fig. 01.

However these areas must always adhere to the placement restrictions as shown in Fig. 02.

Fact sheets

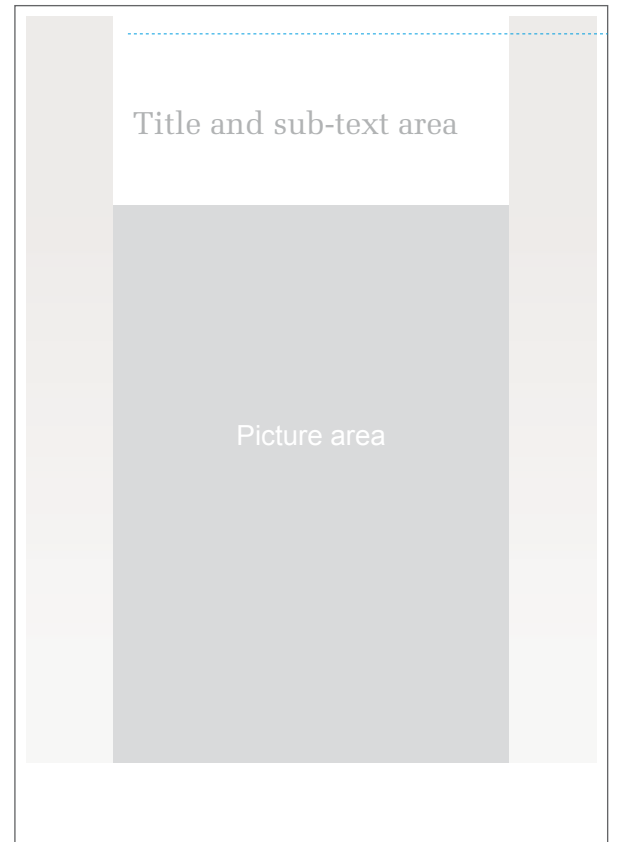


Fig. 01

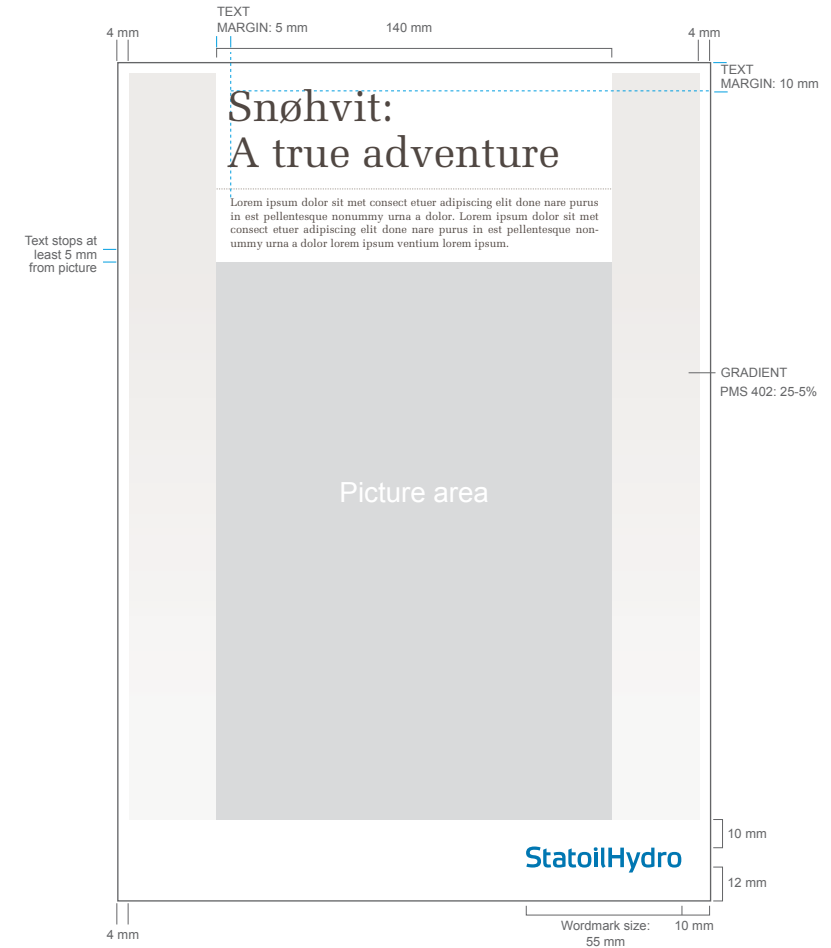


Fig. 02

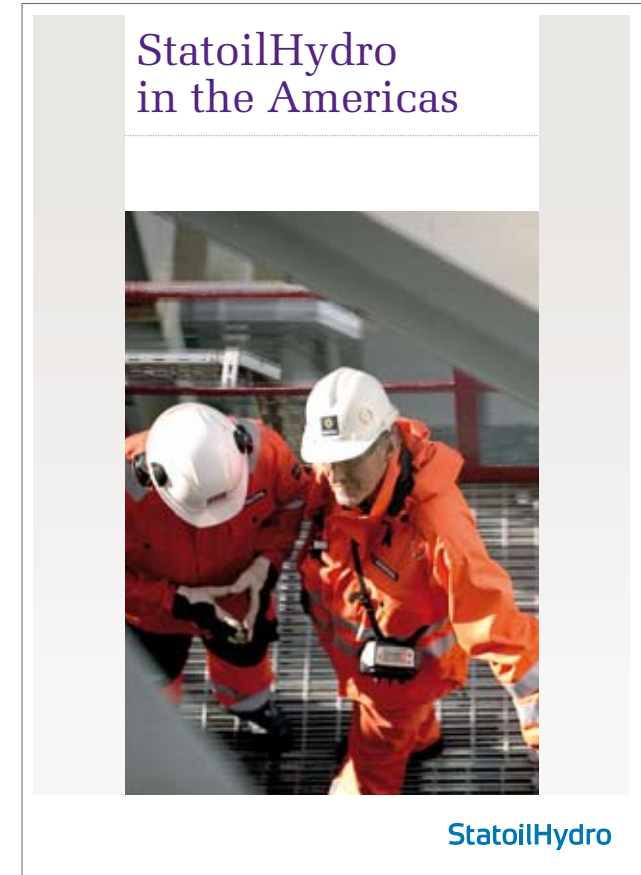
Fact sheets – examples

The accompanying examples show a selection of fact sheets.

Photography is an important communicator for StatoilHydro. It is therefore important to give focus to imagery in our fact sheets. Cropping pictures in a considered manner can also add focus and enhance the subject.

When applying colours to text, only one colour may be used within a title or sentence.

Fact sheets



PowerPoint – default

A range of PowerPoint slides have been developed for a variety of presentation uses as shown in the accompanying illustration.

The default version, as shown here, is the basic straight forward layout. This template is available from the Powerpoint application.

PowerPoint – examples

Name of presentation

Presenters name, Title, Function
Date

StatoilHydro

Heading comes here

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Line chart showing data from MAI 06 to MAI 07. The y-axis ranges from 50 to 80. The chart shows a fluctuating line with a peak around August 2006 and a trough around January 2007.

StatoilHydro

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StatoilHydro

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Line chart showing data from 2002 to 2006. The y-axis ranges from 0 to 500. The chart shows two lines: a purple line and a cyan line. Both lines show a general downward trend over the period.

Photo of a worker wearing a yellow hard hat and safety glasses, looking to the side.

StatoilHydro

PowerPoint – advanced

The advanced template has a slightly different layout that incorporates pictures into the slide, as shown here.

Photography is an important communicator for StatoilHydro. It is therefore important to give focus to imagery in our presentations. Cropping pictures in a considered manner can also add focus and enhance the subject.

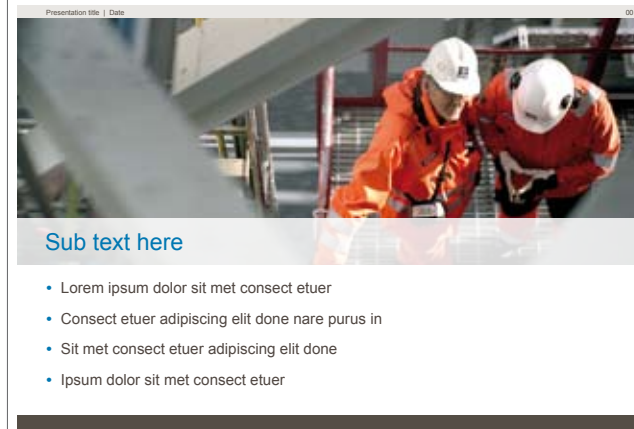
Please contact designsupport@statoilhydro.com for more details about the advanced template.

PowerPoint – examples



Name of presentation
Presenters name, Title, Function
Date

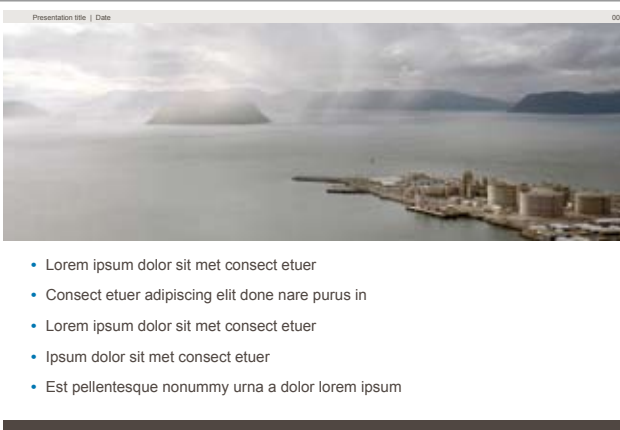
StatoilHydro



Sub text here

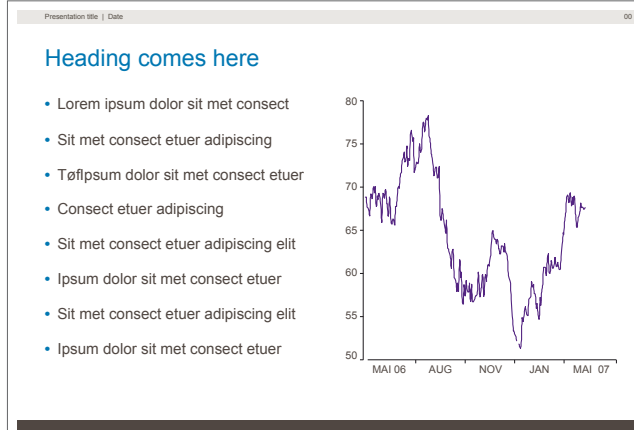
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StatoilHydro



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StatoilHydro



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StatoilHydro

Posters A1

A grid has been created for StatoilHydro posters in the formats of A1.

The placement of elements within the poster area, for example typography and images, have specific areas within the grid. These areas are flexible in the depth as shown in Fig. 01.

However these areas must always adhere to the placement restrictions as shown in Fig. 02.

Posters – A1

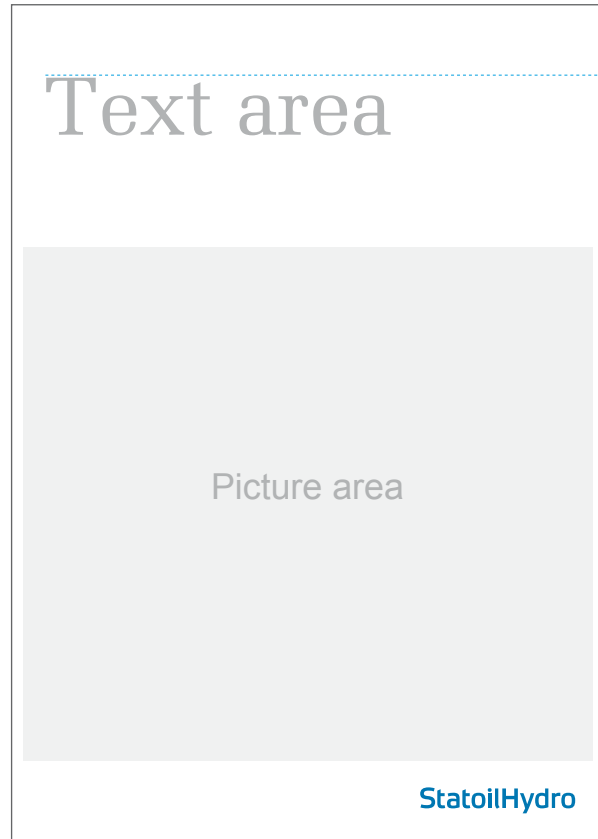


Fig. 01

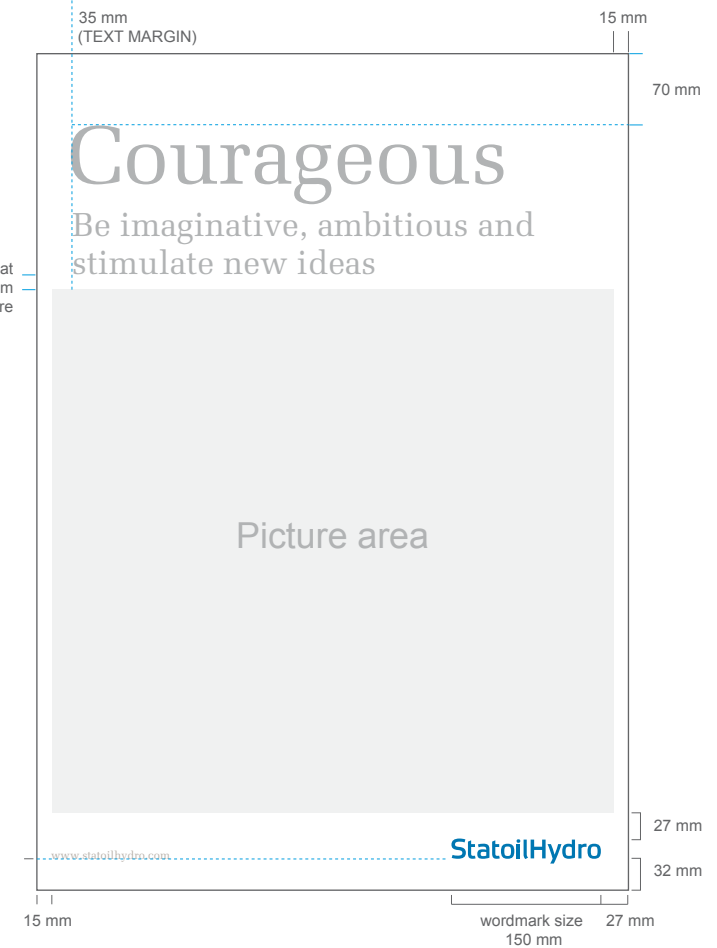


Fig. 02

Posters A2

A grid has been created for StatoilHydro posters in the formats of A2.

The placement of elements within the poster area, for example typography and images, have specific areas within the grid. These areas are flexible in the depth as shown in Fig. 01.

However these areas must always adhere to the placement restrictions as shown in Fig. 02.

Posters – A2

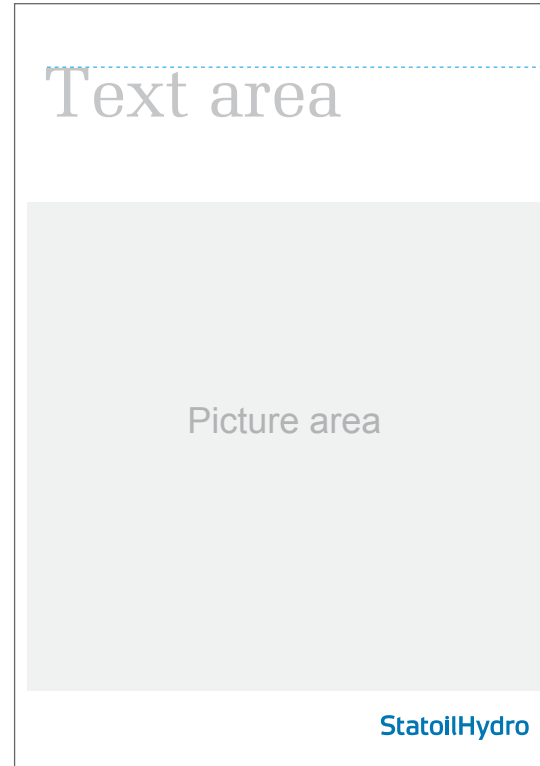


Fig. 01

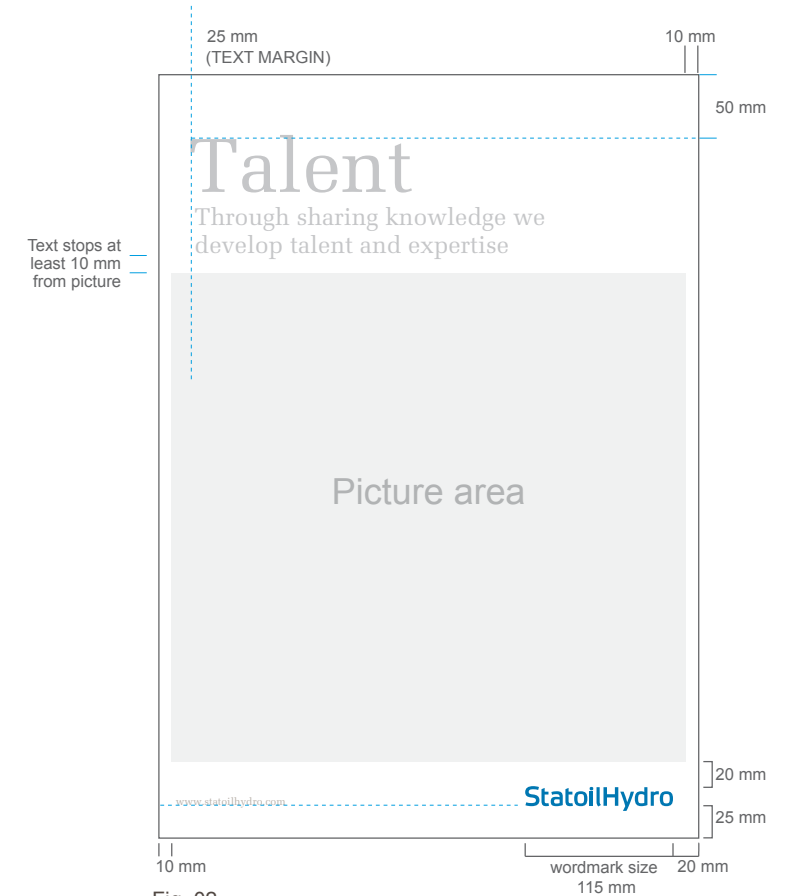


Fig. 02

Posters 50 x 70 cm

A grid has been created for StatoilHydro posters in the formats of 50 x 70 cm.

The placement of elements within the poster area, for example typography and images, have specific areas within the grid. These areas are flexible in the depth as shown in Fig. 01.

However these areas must always adhere to the placement restrictions as shown in Fig. 02.

Posters – 50 x 70 cm

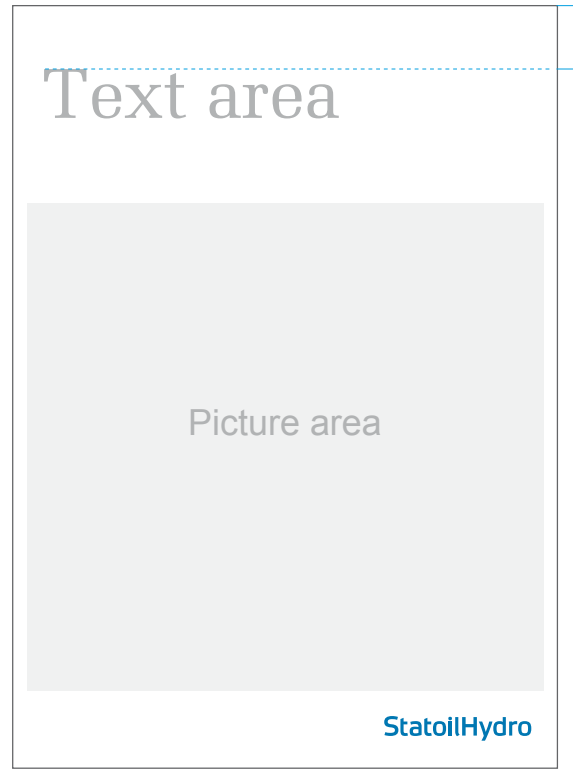


Fig. 01

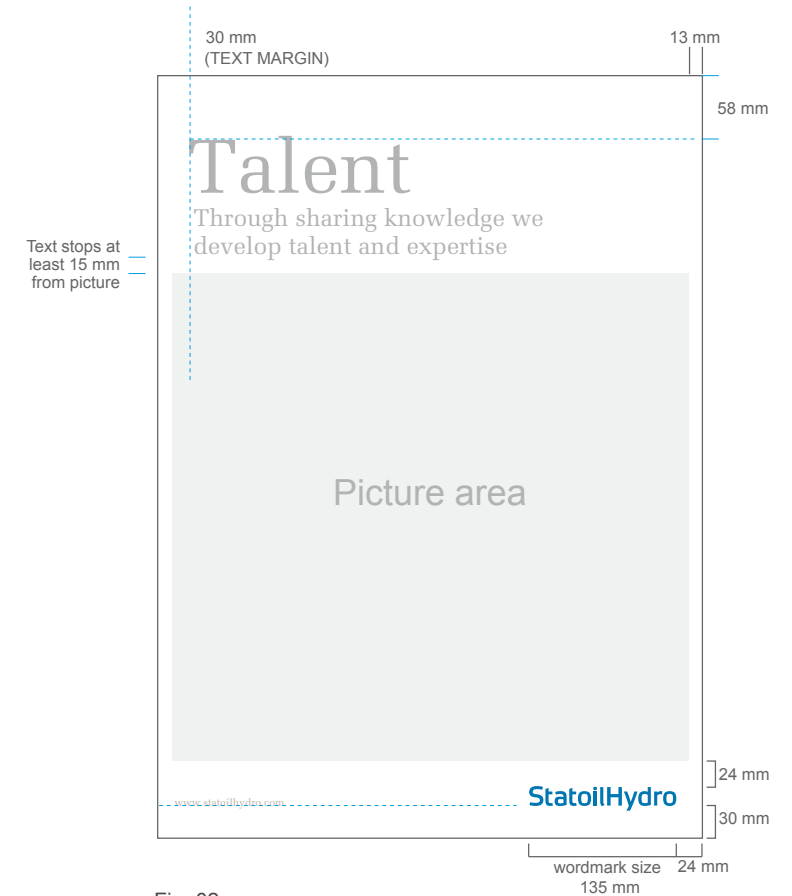


Fig. 02

Posters 70 x 100 cm

A grid has been created for StatoilHydro posters in the formats of 70 x 100 cm.

The placement of elements within the poster area, for example typography and images, have specific areas within the grid. These areas are flexible in the depth as shown in Fig. 01.

However these areas must always adhere to the placement restrictions as shown in Fig. 02.

Posters – 70 x 100 cm

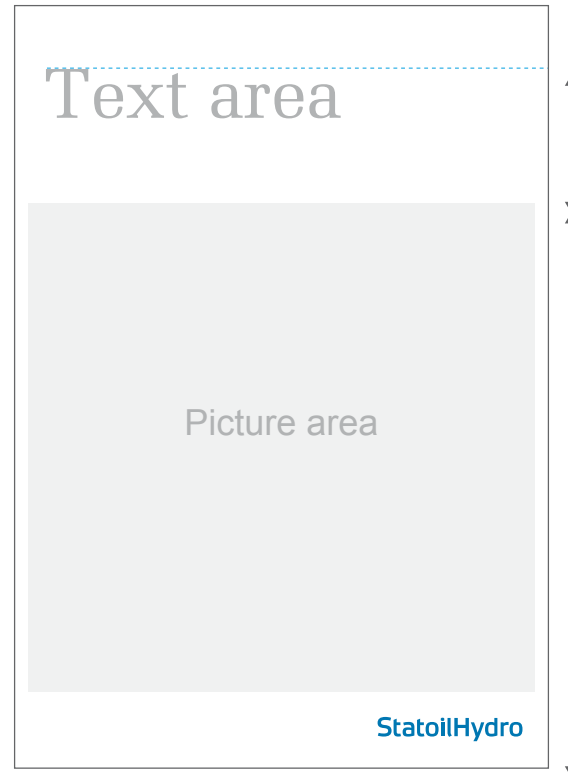


Fig. 01

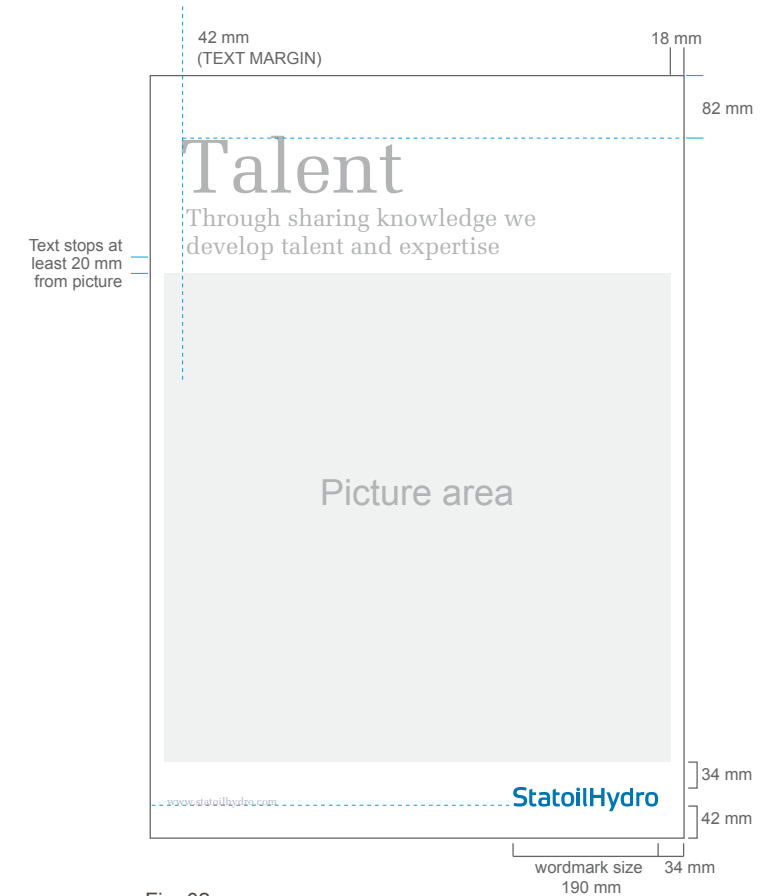


Fig. 02

Posters – examples

The accompanying examples show a selection of posters.

Photography is an important communicator for StatoilHydro. It is therefore important to give focus to imagery in our posters. Cropping pictures in a considered manner can also add focus and enhance the subject.

When applying colours to text, only one colour may be used within a title or sentence.

Posters – examples



Posters – examples

The accompanying examples show a selection of posters.

Photography is an important communicator for StatoilHydro. It is therefore important to give focus to imagery in our posters. Cropping pictures in a considered manner can also add focus and enhance the subject.

When applying colours to text, only one colour may be used within a title or sentence.

Posters – examples

Global business

OUR GOALS

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www.statoilhydro.com

StatoilHydro

Best practice

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www.statoilhydro.com

StatoilHydro

Rollups

A grid has been created for StatoilHydro rollups in the formats of 85 x 200 cm.

The placement of elements within the rollup area, for example typography and images, have specific areas within the grid. These areas are flexible in the depth as shown in Fig. 01.

However these areas must always adhere to the placement restrictions as shown in Fig. 02.

Rollups – 85 x 200 cm

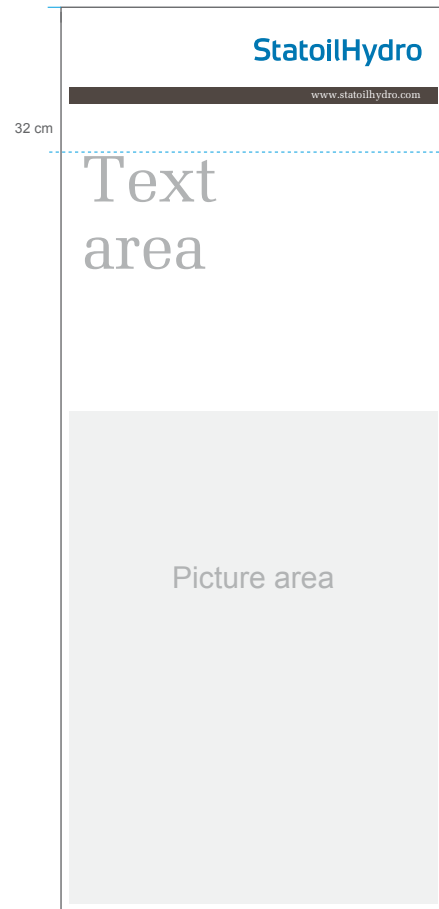


Fig. 01

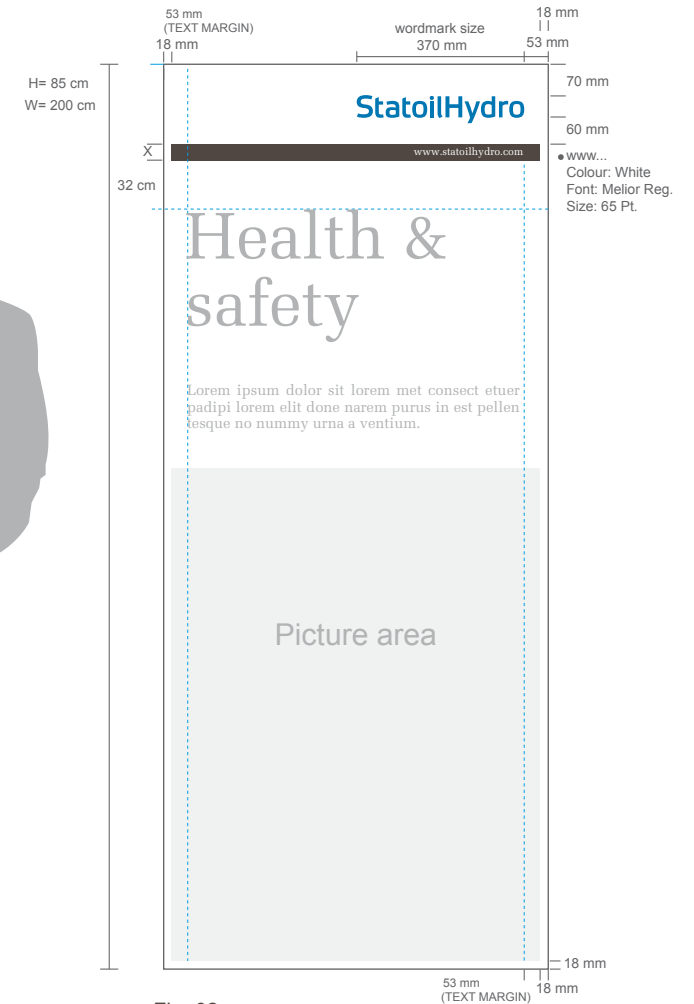


Fig. 02

Rollups – examples

The accompanying examples show a selection of rollups.

Photography is an important communicator for StatoilHydro. It is therefore important to give focus to imagery in our rollups. Cropping pictures in a considered manner can also add focus and enhance the subject.

Always keep the expression of rollups fresh and engaging and avoid too much text.

Rollups – examples

StatoilHydro
www.statoilhydro.com

Future FOCUS

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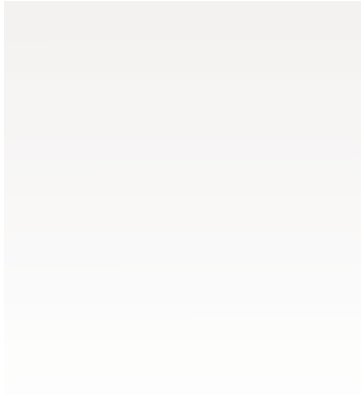


StatoilHydro
www.statoilhydro.com

Global GROWTH

08

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StatoilHydro
www.statoilhydro.com

Health & safety

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Ministand – examples

The accompanying example shows a ministand.

The ministand consists of several of the applications outlined in the previous pages.

Always choose a range of applications that best communicate the message. Ensure the stand does not become overcrowded with information, so the expression is clear and accessible.

Ministand – example



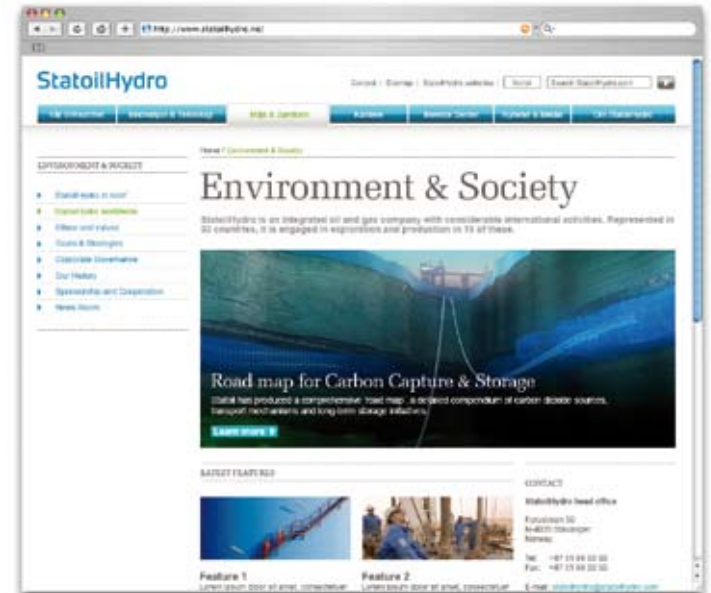
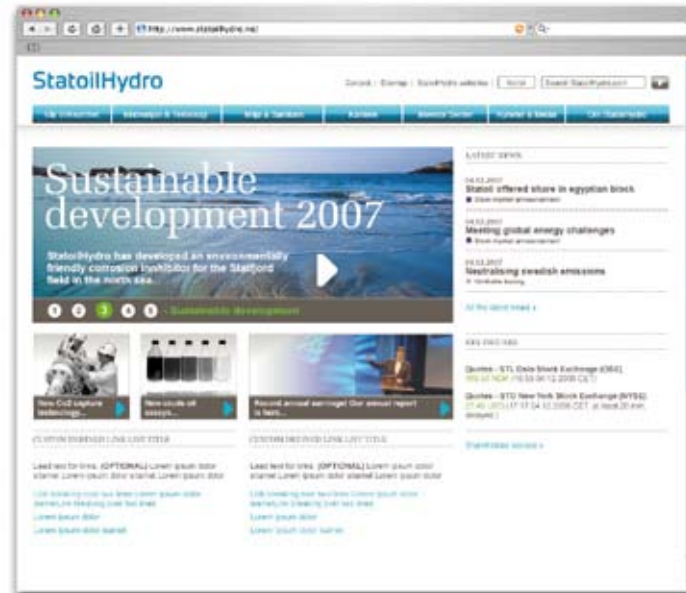
Web

www.statoilhydro.com is an important communication and information channel for our company.

This interactive channel will be used as a platform for sophisticated screen based storytelling in StatoilHydro, using rich media content such as videos and animations, as well as high quality photography and text.

The design is based on the interim identity elements and is user centered and user tested. For web specific guidelines and support, contact designsupport@statoilhydro.com.

Web



Magazine – We

The company's goal is to develop electronic channels as the main tool for internal communication. However, there will be a need for a paper-based journal playing an independent role as a powerful mediator of the company's culture and values.

Magazine



Magazine – We

The accompanying illustration shows a spread from the magazine.

Magazine – spread



Promotional articles

A new frame agreement has been entered into with Idé AS for the purchase of promotion and profiling products. To ensure compliance with the group's interim design guidelines and in order to maintain a common StatoilHydro profile, this agreement is to be used by the entire StatoilHydro group, both in Scandinavia and world-wide. Purchase of promotional and profiling products from other suppliers is not permitted.

During the interim period it is our intention to limit the assortment of products which may be purchased. These can be found in StatoilHydro's e-catalogue in SAP. The products can only be requisitioned by SAP requisitioners in accordance with the procurement process. The e-catalogue is reached by using the "requisite catalogue" button in the SAP requisition.

Energy and Retail (E&R) will also purchase their promotional and profiling products from Idé. During the interim period, from 1 October until a decision has been made regarding the group's new name in Spring 2008, E&R will market themselves under the Statoil logo. Promotional products with the Statoil logo will be available via an e-catalogue in SAP.

Selection of StatoilHydro's promotional articles



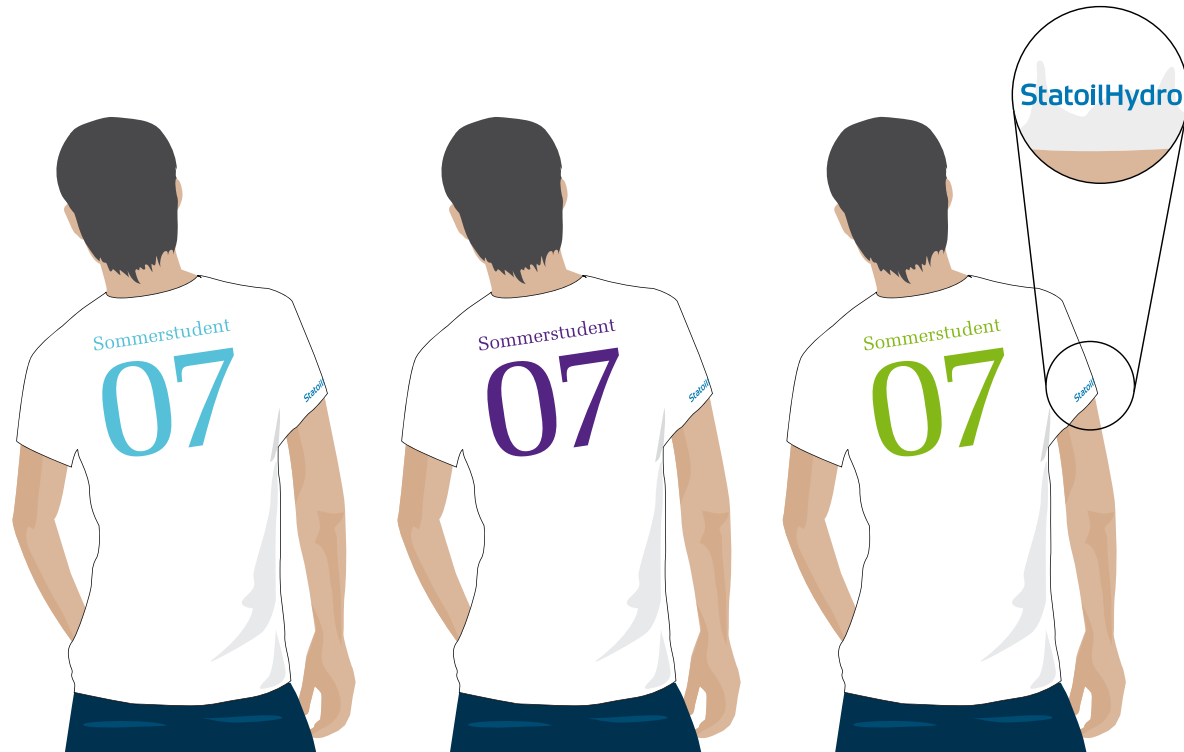
Branded clothing

The accompanying illustration shows examples of StatoilHydro branded clothing.

When text appears on the clothing it should only appear in StatoilHydro approved fonts. The accent colour palette can be used to add interest and diversity to the text.

The StatoilHydro wordmark can only be positioned on the sleeve for a discreet feel, as shown in this example.

T-shirts

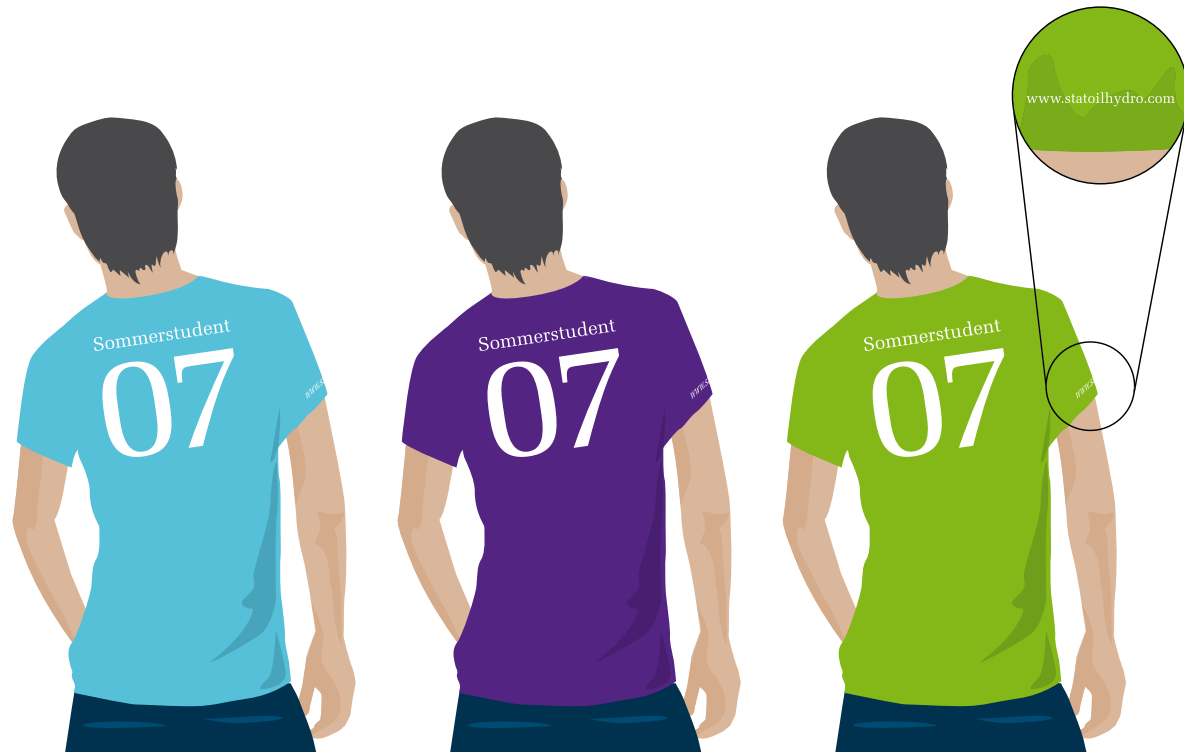


Branded clothing

If a more vibrant feel is required, the accent colours may be used as the main colour in the clothing item as shown in the accompanying illustration.

When text appears on the clothing, it should only appear in StatoilHydro approved fonts.

T-shirts



General examples

The accompanying examples show a selection of general applications.

NB! The examples Ethics code of conduct, Health, safety and environment and Our values have the placement of the StatoilHydro wordmark in the bottom left of the application. This is a special circumstance due to the small format size and should not be reproduced.

The StatoilHydro Book and other examples



Design support

The StatoilHydro Design Support team is available to help you with any questions you may have related to use of the interim design guidelines. You can contact the StatoilHydro Design Support team at:

designsupport@statoilhydro.com

