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
The StatoilHydro visual toolkit

- StatoilHydro wordmark
  - Clear space rule
  - Colour
  - Placement/formats/size
  - Minimum size
  - Do’s and don’ts
  - Co-branding

- Colour palette
  - Primary, secondary and accent colours
  - Tints and gradients

- StatoilHydro typography
  - Primary/secondary font

- Photography
  - Photography examples

Applications, templates and examples

- Stationery elements
  - Stationery examples

- Applications
  - Brochures
  - Advertisement
  - Fact sheets
  - Powerpoint
  - Posters
  - Rollups
  - Examples
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 – clear space rule

Colour

The colour of the StatoilHydro wordmark is specified as Pantone 307. The StatoilHydro Wordmark should only appear in this colour. For different media uses different 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 or reversed out of a dark background in white as shown in the accompanying illustration.

StatoilHydro wordmark – colour alternatives

PMS: 307
C: 100 M: 22 Y: 2 K: 18
R: 0 G: 117 B: 176
html: 0075B0
RAL: 5015
NCS: S 3060-B
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.
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.

<table>
<thead>
<tr>
<th>Format: A4 – 210 x 297 mm</th>
<th>Format: A5 – 148 x 210 mm</th>
<th>Format: A6 – 105 x 148 mm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Margins – 4 mm</td>
<td>Margins – 4 mm</td>
<td>Margins – 3 mm</td>
</tr>
<tr>
<td>Wordmark size – 55 mm</td>
<td>Wordmark size – 40 mm</td>
<td>Wordmark size – 35 mm</td>
</tr>
</tbody>
</table>
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.

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.

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**StatoilHydro**

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**StatoilHydro wordmark – minimum size**

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**StatoilHydro**

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**StatoilHydro wordmark – minimum size for digital media**

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**StatoilHydro**

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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.

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

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

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

Tints and gradients – accent colours

Tints

<table>
<thead>
<tr>
<th>Colour</th>
<th>100%</th>
<th>70%</th>
<th>40%</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 2597</td>
<td>100%</td>
<td>70%</td>
<td>40%</td>
</tr>
<tr>
<td>PMS 311</td>
<td>100%</td>
<td>70%</td>
<td>40%</td>
</tr>
<tr>
<td>PMS 368</td>
<td>100%</td>
<td>70%</td>
<td>40%</td>
</tr>
<tr>
<td>PMS 584</td>
<td>100%</td>
<td>70%</td>
<td>40%</td>
</tr>
</tbody>
</table>

Gradients

<table>
<thead>
<tr>
<th>Colour</th>
<th>100%</th>
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</thead>
<tbody>
<tr>
<td>PMS 2597</td>
<td>100%</td>
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<tr>
<td>PMS 311</td>
<td>100%</td>
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<tr>
<td>PMS 368</td>
<td>100%</td>
</tr>
<tr>
<td>PMS 584</td>
<td>100%</td>
</tr>
</tbody>
</table>
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.
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 – 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.
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
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.
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.

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.
**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.
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.
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 – 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.
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

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 consect etuer adipiscing elit done na purus in est pellentesque nonummy urna a dolor.
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.

Sustainability 08

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

Tomorrow
TOGETHER

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

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 sokkelens flott 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 klimapåvirkingen – og er bevis på at det nytter å finne bærekraftige løsninger på fremtidens energibehov.

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

Fig. 02

Sammen er vi bedre rustet til å håndtere morgendagens energiutfordringer.

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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 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 to 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 because what we do together.

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

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 will show how our cutting-edge technology is closely tied to our respect for nature and the environment.

Learn more on www.statoilhydro.com

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
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 – 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.
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 straightforward layout. This template is available from the PowerPoint application.

PowerPoint – examples

Name of presentation
Presenters name, Title, Function
Date

Heading comes here
- Lorem ipsum dolor sit met consect etuer
- Sit met consect etuer adipiscing elit done nare purus in
- Ipsum dolor sit met consect etuer

Heading comes here
- Lorem ipsum dolor sit met consect
- Sit met consect etuer adipiscing
- Ipsum dolor sit met consect etuer

Heading comes here
- Lorem ipsum dolor sit met consect etuer
- Sit met consect etuer adipiscing

Heading comes here
- Lorem ipsum dolor sit met consect etuer

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.
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 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 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 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 – 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

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.
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 – 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.
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.
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.
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 – We

The accompanying illustration shows a spread from the magazine.
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.
**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.
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.
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