



## BRAND IDENTITY GUIDELINES

# Brand Identity Guidelines | Introduction

## Welcome to the CANSCO Brand Identity Guide.

Our vision states: **CANSCO integrity on every well.**

Integrity stems from the Latin word 'integer' which means whole and complete. Integrity is defined as both "the quality of being honest and having strong principles" and "the state of being whole and undivided". Integrity starts with consistency. Consistency is about being the same regardless of the situation. So, nowhere is this concept of "integrity" more important than in the means used to communicate our CANSCO brand. The resources provided in our Brand Identity Guidelines represent how the CANSCO brand should be presented both internally and most importantly, externally, to our customers and our industry. This Guide will assist in explaining the various uses of our CANSCO brand, the wordmarks, the icons, the typefaces and the templates that have been designed in order that we may represent CANSCO consistently and professionally.

**Whether we are presenting our brand visually, verbally or in writing, adhering to these Guidelines is an essential part to ensuring you are representing CANSCO with integrity.**

The Marketing Department will provide the majority of brand materials that you may require. However if you are preparing a project on your own, we invite you to follow these guidelines when designing your template. Always ensure that you confirm your final design with the Marketing Department prior to completing the project.

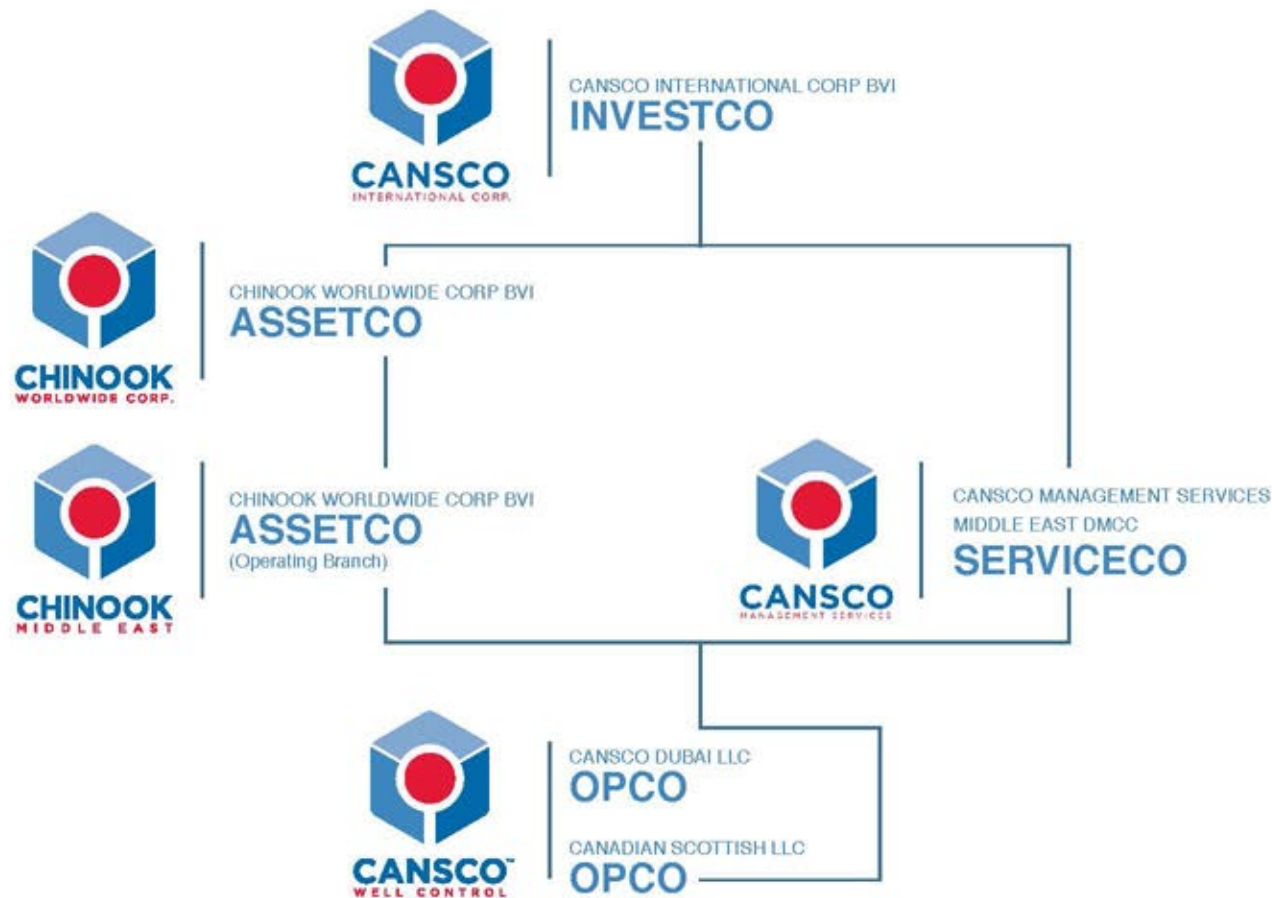
We are all called upon to "Communicate" our brand. These Brand Identity Guidelines are an important toolbox for each member of the CANSCO team and we thank you in advance for your participation in and compliance with the consistent use of these standards. We have a powerful brand, and it is the responsibility of all to ensure its value and integrity.

## Corporate | Group of Companies

Although the CANSCO roots stretch back to 1986, it was not until June 2010 that the company strategically modified its focus on well control and adopted the CANSCO logo recognized today.

The CANSCO brand icon represents the entire group of companies and the wordmark distinguishes the relationship of the companies within the group. All companies within the CANSCO group of companies are licensed for use of their specific CANSCO icon and wordmark, however the brand icon and CANSCO Well Control wordmark are entirely owned by CANSCO International Corp BVI.

The group of CANSCO Companies are collectively known as Cansco Well Control and CANSCO interchangeably.





# Corporate | Group of Companies



PANTONE 2945 C - 47%  
C=45, M=20, Y=0, K=6  
RED: 150, GREEN: 169, BLUE: 232



PANTONE 2945 C - 72%  
C=70, M=31, Y=0, K=0  
RED: 65, GREEN: 136, BLUE: 192



PANTONE 2945 C - 100%  
C=100, M=45, Y=0, K=14  
RED: 0, GREEN: 105, BLUE: 170



PANTONE 186 C  
C=0, M=100, Y=81, K=4  
RED: 229, GREEN: 24, BLUE: 55

Print = PMS, CMYK, Digital = RGB, HTML



#### OUR LOGO

The design of the Cansco Well Control logo captures the transformation of the company into a specialist well control service provider for the international oil and gas industry.

#### THE ICON

The Cansco Well Control Logo reflects our Vision: Cansco Integrity on every well, meaning our core business is providing integrity assured well control solutions for each of our well projects, and our vision is for every well project in the industry to benefit from the integrity focus of our service offering.

At the core business level, the red sphere represents the pressure in a well (oil or gas) and the 3-part blue cube surrounding the sphere represents the 3-dimensional capability of Cansco's service offering in providing effective solutions for the control of well pressures.




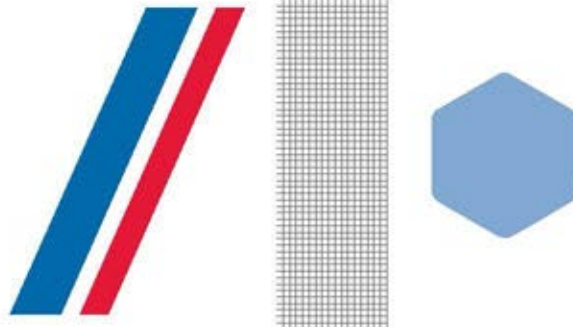
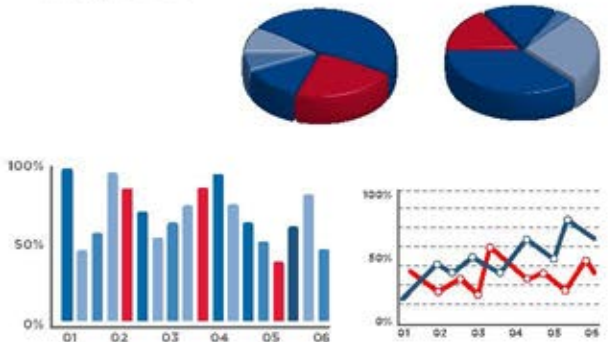
Combining People, Plant and Process to deliver perfect Performance;

The trueness of the red sphere represents absolute control of well pressure during well activities, performance that is only achievable from an effective combination of People, Plant (Equipment) and Process, represented by the tripartite blue cube a reassuring certainty of integrity.

At the global business level, the red sphere represents all well activity in the oil and gas industry, and the cube surrounding the sphere represents the global application of Cansco's unique service offering and its potential for reducing well site risk giving well control the priority it deserves.

# Basic Design Elements | Overview

This page shows an overview of the basic design elements that make up the 'toolkit' of our brand. They are the logotype, the color palette, our typefaces, the photography style, the supergraphic, and our style for infographics.

<p>Logo type</p> 	<p>Color palette</p>  <p><i>Colours: select from the primary colour palette (see page 8)</i></p>	<p>Typography</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890;()+-£\$%&amp;@/!?,.</p> <p><b>Conduit ITC Bold</b></p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890;()+-£\$%&amp;@/!?,.</p> <p>Conduit ITC Light</p> <p><i>follow the general typographic rules described on page 13-15 of this guide.</i></p>
<p>Photography</p> 	<p>Supergraphic</p> 	<p>Infographics</p> 

## Logotype | Preferred Version

This is the preferred version of Cansco Well Control logotype. Wherever possible, the logotype should appear on a white background.

The logotype consists of the symbol and wordmark. The two elements must always appear together and neither must be used on its own. Always use the artwork provided and never attempt to recreate the logotype.

If this version of the logotype cannot be used due to technical restrictions or because the logotype needs to be positioned on a non-white background, one of the additional versions (see page 4) should be used.





## Logotype | Additional Version

There are three different type version of the logo, full color, white and black, which provide versatility in a variety of different backgrounds and environments. The version of CANSCO WELL CONTROL logotype shown on this page may be used whenever it is not possible to use the preferred version (see page 3) on a white background.

When at all possible, the logo should be represented on a solid color field. Avoid the use of photo, patterned or textured backgrounds other than those elements provided in this Brand Identity Guide. On darker gray or black backgrounds the Full Color logo may be used along with the white version. This is to allow for better visibility on the darker background.

For colored background the logo version to be used is the single

color version, either White or Black. If possible it should be displayed on CANSCO WELL CONTROL brand Blue or Red. If not possible any color that provides sufficient contrast to the solid color logo is acceptable.

FULL COLOR VERSION



BLACK VERSION



WHITE VERSION





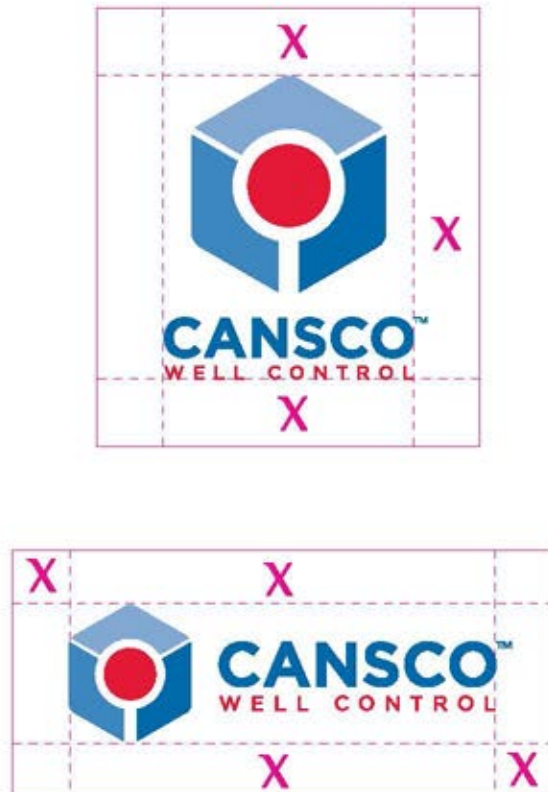
## Logotype | Exclusion Zone and Standard Sizes

The exclusion zone is the area around the logotype that must be kept clear of all text, images or other design elements. It is also the minimum distance that the logotype can be positioned from the edge of a page.

Always use the logotype at the sizes shown on this page when you work with standard page formats. If you work on a different format, the width of the logotype should be equal to 22% of the length of the shorter side of the page.

CANSCO logotype should never be used smaller than 30mm wide.

### Exclusion zone



### Standard sizes



## Logotype | “Logo Do Nots”

This page provides an overview of common mistakes to avoid when using logotype. Always use the artwork provided and never attempt to recreate the logotype.



Never use one of the elements that makeup the logotype on its own.



Never change the color of the elements that makes up the logotype. There is a suitable version of the logotype for all permitted uses.



Never change the color of the elements.



Never use the symbol in conjunction with any text other than the wordmark.



Never add a dropshadow to the logotype.



Never distort the logotype in anyway.



Never enclose the logotype within a holding shape.



Never add text on top of the image.

# Logotype | Using the Artwork

This page explains the file naming system for the artwork of the various versions of the logotype. The file name contains all the key information to identify the appropriate logotype version for each application.

Logotype artwork is supplied in EPS and PDF formats. For professionally printed documents, always use either pdf, Indesign or illustrator format. PNG files should be used for Microsoft office and web based applications only.

Please make sure that the correct artwork for each application is used, and never attempt to recreate the logotype.

## Nomenclature

Cansco\_logo\_full\_color\_vertical\_cmyk.eps



**Logotype version**

- vertical
- horizontal

## Available logotype artwork

### EPS-files/ PNG-files

Cansco\_logo\_full\_color\_vertical\_CMYK.eps  
Cansco\_logo\_white\_vertical\_CMYK.eps  
Cansco\_logo\_black\_vertical\_CMYK.eps

Cansco\_logo\_full\_color\_horizontal\_CMYK.eps  
Cansco\_logo\_white\_horizontal\_CMYK.eps  
Cansco\_logo\_black\_white\_horizontal\_CMYK.eps

### PNG-files

Cansco\_logo\_full\_color\_vertical\_RGB.png  
Cansco\_logo\_white\_vertical\_RGB.png  
Cansco\_logo\_black\_vertical\_RGB.png

Cansco\_logo\_full\_color\_horizontal\_RGB.png  
Cansco\_logo\_white\_horizontal\_RGB.png

## Trade Mark | Usage Guidelines

Cansco International Corporation owns the following CANSCO Trade Marks:

- **United Arab Emirates:** TM 154168 CANSCO (word), TM 154169 Cansco Well Control (words and logo)
- **United Kingdom:** TM UK00003019590 CANSCO (word)
- **European Community:** TM 009592718 CANSCO WELL CONTROL (words), TM009593146 Icon (logo)



Legal guidelines for the use of the trade mark symbols are provided below.

1. In the text of any brochures, leaflets, price lists and other printed material, always present the trade mark in block capital letters, for example: CANSCO

Unless the mark is in a stylized format that can be used in text, for example lower case lettering in which case that particular presentation can be used.

2. On products and packaging the design, typeface, size, position, context and colour of the trade mark should be consistent and should reflect the mark as registered.

3. Always use the trade mark only as an adjective in a conjunction with a word which describes the particular type of product to which the trade mark is being applied, for example:

- a CANSCO® product
- a CANSCO™ service

It is important that the trade mark should never be used either as a noun, for example "a Cansco" or "Canscos" or a verb, for example "to Cansco", as this type of use removes the connection between the trade mark and its owner by suggesting that the word is part of the language and describes a general type of product or service, instead of a very particular product of service which originates from a particular trader.

4. (a) Where practical use the symbol ® in conjunction with the trade mark in all countries in which it is registered, for example: CANSCO®

(b) Where practical use the symbol ™ in conjunction with the trade mark in countries in which it is not registered, for example: CANSCO™

5. If any other party is to be allowed to use the trade mark this must be under strict control of the owner of the mark, and by way of a formal license. The CANSCO trade mark is owned by Cansco International Corporation.
6. Any unauthorised use of the trade mark by any other party should be immediately acted on and stopped.



# ISO (DNV GL) | Logo Usage Policy

Cansco has achieved ISO certification for our Business Management System under the ISO standards 9001:2015, 14001:2015 and OHSAS 18001:2007. The ISO Certification Mark is designed to provide visual support of our commitment in the market to be a trusted brand.

## THE LOGO IMAGE



Please contact the Marketing Department for an original ISO Logo. No other artwork versions are authorized for use in any form.

## APPLICATION OF LOGO

When using the DNV GL Certification Marks:

- Only use the official DNV GL Business Assurance Certification Marks for management systems and/or the official DNV GL – Business Assurance Inscription that corresponds with the scheme(s) to which Cansco is certified for.
- Always use the DNV GL – Business Assurance Certification Mark in conjunction with the Cansco Logo or name.
- Use the DNV GL – Business Assurance Mark on:
  - Marketing Material
  - Corporate publications (e.g. annual reports)
  - Websites
  - Stands

## INCORRECT USAGE OF LOGO

The DNV GL – Business Assurance Certification Mark for management systems shall not be used in a way that could indicate that the product or service provided is certified. To avoid misinterpretation, the DNV GL – Business Assurance Certification Mark is therefore not allowed to be used on:

- Products, including packaging
- Or adhesive tape
- Product documentation (e.g. technical specification and catalogue pages)
- Certificates, statements of conformity reports etc. as an output from services provided (e.g. testing and calibration activities, inspections, assessments, etc.)

In addition the Mark should not be used on letterhead for companies representing multiple sites where one or more sites are not covered by the certification (except where use can be properly controlled).

## SIZING

The size of the certification mark should be in proportion to the size of the CANSCO logo.

## MINIMUM SIZE

The minimum reduced size is 15 mm wide. This is the minimum size at which numbers and letters are legible.

## MAXIMUM SIZE

The maximum size of the certification mark should be such that it does not predominate over the size of the CANSCO logo. It is recommended that the size of the certification mark should not exceed one-third or one-half the height of the surface to which it is affixed.

The distance between the CANSCO logo and the certification mark must not be less than the base width of the certification mark. This rule must be applied even when the certification mark is placed below the CANSCO logo.

## International Association of Drilling Contractors | Logo Usage Policy

### Accreditation Program Logos

The International Association of Drilling Contractors Accreditation and Certification Department authorizes each accredited training provider to use the specific accreditation logo for which the company is accredited. Usage program logo must be in accordance with the program's accreditation procedures and the guidelines established for program logo usage found in each program's handbook.

Cansco Well Control has achieved IADC accreditation for Competence Assurance Accreditation ("CAA") for the CAN DO program and is therefore eligible to use the IADC CAA logo.



Cansco Well Control has achieved IADC accreditation for Drilling Industry Training ("DIT"), (only related to specific training programs) and is therefore eligible to use the IADC DIT logo. Please seek clarification from Human Resources or the Training, Learning and Development Manager before using the IADC DIT logo.



### IADC Member Logo

IADC members are entitled to use the IADC Member Logo on promotional products and web site. Use of the "Member" logo is not permitted on training certificates or in any fashion that may signify IADC accreditation or endorsement of any program, contract, or service.

Cansco Well Control is a member of both IADC Houston (the head office) and IADC SAPC the Southern Arabian Peninsula Chapter.



## OPITO | Logo Usage Policy

Cansco has achieved **OPITO** accreditation for the CANDO program, following are the guidelines for using the **OPITO** logo within our communications.

**OPITO** Require that the use of the **OPITO** logo is in accordance to the **OPITO** Logo guidance document. These criteria ensure that the logo is not used in such a manner that may be misleading to the organisations and individuals that purchased service/products from approved providers.

The **OPITO** Logo must not be used in any way to create an assumption that it is a certification mark for any product, training/assessment activity or approved system that has not been specifically Certified or Approved by **OPITO**.

### THE LOGO IMAGE



Reproductions of the logo must be sharp and free from distortion. All reproductions should be made from the original artwork or authorized copies. For original artwork of the **OPITO** logo please contact the Marketing Department.

The **OPITO** logo may be reproduced in any size, provided that the legibility and the proportions are maintained.

However, the use of the logo at its minimum size of 1/2 Inch (127 millimeters) should be given due consideration each time. Using a small logo in the corner of company documentation is acceptable.

The **OPITO** logo must not be shown as larger than the organisations own logo, but the **OPITO** logo must always be shown in its entirety.

### APPLICATION OF LOGO

The **OPITO** Logo can be applied in the following ways:

- On literature, brochures, company leaflets and reports
- In corporate advertising and website
- On company vehicles such as vans used to transport delegates
- On company signs and flags
- On exhibition equipment and company displays

## Color Palette | Primary and Secondary Colors

Our color palette is strongly connected to what we do as a company.

Although not shown as a color swatch on this page, white, or the absence of color is also an important part of our visual identity. Our logotype works best on a white background and generous white space around the other design elements allows them to stand out even better.

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### Primary Color Palette



PANTONE 2945 C - 47%

C=45, M=20, Y=0, K=6

RED: 130, GREEN: 169, BLUE: 212



PANTONE 2945 C - 72%

C=70, M=31, Y=0, K=10

RED: 65, GREEN: 136, BLUE: 192



PANTONE 2945 C - 100%

C=100, M=45, Y=0, K=14

RED: 0, GREEN: 105, BLUE: 170



PANTONE 186 C

C=0, M=100, Y=81, K=4

RED: 229, GREEN: 24, BLUE: 55

Print = PMS, CMYK, Digital = RGB, HTML



# Typography | Typefaces for Professionally Printed Documents

## Headlines

For professionally printed documents, main headlines are always set in **Conduit ITC Bold**. Please note that no other weight of Conduit should be used.

## Body text and sub-headlines

All body text and sub-headlines in professionally printed documents are set in **Helvetica Neue Regular**. **Conduit ITC Bold** may also be used for sub-headlines, or to highlight text passages.

---

Headline typeface

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890:;()+-=\$%&@/!?,.**

Conduit ITC Bold

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Body Text typeface / Sub-headlines

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890:;()+-=\$%&@/!?,.**

Conduit ITC Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890:;()+-=\$%&@/!?,.**

Helvetica Neue Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890:;()+-=\$%&@/!?,.**

Conduit ITC Bold

# Typography | Typefaces for Documents Created Internally

## Headlines

For internally published documents, created with Microsoft Office applications such as Word or Powerpoint, main headlines should always be set in **Calibri Bold**.

## Body text and sub-headlines

All body text and sub-headlines in internally published documents should be set in **Calibri Regular**. **Calibri Bold** may also be used for sub-headlines, or to highlight text passages.

---

Headline typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890:;()+-=\$%&@/!?,.

Calibri Bold

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890:;()+-=\$%&@/!?,.

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890:;()+-=\$%&@/!?,.

Calibri Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890:;()+-=\$%&@/!?,.

Calibri Italic

## Arabic Typography | Typefaces for Professionally Printed Documents

### Headlines

For internally published documents, created with Microsoft Office applications such as Word or Powerpoint, main headlines should always be set in **GE SS Two Bold**.

### Body text and sub-headlines

All body text and sub-headlines in internally published documents should be set in **GE SS Two Bold**. GE SS Two Light may also be used for sub-headlines, or to highlight text passages.

Headline typeface

ديوان المهنا الخط العربي  
أ ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل  
م ن ه و ي ة لا لا لا لاء  
ج د ه ز ح خ ث ص ض ط ك م ن ت ل ب ي س ش ر ز و ؤ ة  
)(\*%\$|\{ }\*!٠٩٨٧٦٥٤٣٢١.-+=>،<:؛؟.

GE SS TWO BOLD

ديوان المهنا الخط العربي  
أ ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل  
م ن ه و ي ة لا لا لا لاء  
ج د ه ز ح خ ث ص ض ط ك م ن ت ل ب ي س ش ر ز و ؤ ة  
)(\*%\$|\{ }\*!٠٩٨٧٦٥٤٣٢١.-+=>،<:؛؟.

GE SS TWO LIGHT



## Imagery | Photographic Style

Photography plays an important role in our communications. It is often easier to communicate a message through an image than with words. Therefore we have to make sure we always select appropriate and relevant photos for everything we publish.

We want to look different from our competitors, therefore we need to avoid using generic and stereotypical photography. Whenever possible, we should generate our own imagery, rather than rely on stock libraries.

Whether sourcing stock library images or briefing a photographer, it is important that our images follow the guidelines below.

- **Genre:** Modern Oil Field Action, capturing a natural and uncontrived moment.
- **The Environment:** Either inside or outside at the Cansco facilities, all shots should highlight People, Process and Product.
- **The Lighting:** Natural lighting should be used whenever possible, Lighting effects applied can be "Super Vivid" color enhancement.
- **The Model:** Cansco personnel will always be portrayed. This should include a mix of sex, ethnicity, and age. Real people and scenarios.
- **The Wardrobe:** Clean Cansco uniforms must always be used, this includes coveralls and office uniforms.
- **Positioning & Framing:** The image should be centered within the frame and photographers should provide a mix of vertical and horizontal applications
- **Color Palette:** The colors highlighted should emphasize the red of the Cansco brand and the importance of well control equipment. Red should be the dominant color featured.
- **Treatment:** Retouching should be considered to maintain a consistent intensity will all photo-shoots. Primary colors should be highlighted to achieve this intensity.





## Imagery | Sample Images

**People.** People used will be actual employees. The message they should convey is Trust, Expertise, Competency and Friendliness.

**Plant.** The facilities should be highlighted and treatment may be used to emphasis primary colors. The message should convey bold, dynamic energy. Emphasize the Cansco Red and Blue and accent with primary yellow to convey the cautionary message.

**Product.** Since our product is well known by its users, we want to surprise the audience. Shoot the product at interesting angles and close ups. The message should highlight the reliability of our equipment, color should make it appear the hero.

**Please avoid...**

- obvious cliches and stereotypes
- overly posed scenarios
- static feeling scenarios
- focusing too much on technology



# Tone of Voice

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Our tone of voice is not what we say, but how we say it. How we say things is an expression of the people behind the brand. It is our unique voice that builds trust and familiarity. It is how we express ourselves in order to influence and persuade our target audience. It is how we say something in order to create a feeling and expectation about our brand.

## Writing is Branding.

The words we use on our website, our social media pages, in our documentation and marketing materials defines how people will perceive us. Writing is branding and the tone of voice we use is as important as our logo or typeface.

## Our Tone of Voice starts with our Values.

Advance. Trust. Thankfulness. Integrity. Tradition. Unity. Dependability. Excellence. Our values embrace change, respect, appreciation, honesty, dependability, unity, commitment and excellence. They are a genuine expression of the way we think and feel about who we are today.

## Our Tone of Voice reflects our Brand Personality.

### Cansco's tone of voice is driven by our brand personality and identity.

- We are open to change – eager to pose and answer questions
- We are respectful and honest – welcoming people and perspectives throughout our industry
- We are smart and purposeful – moving our Company and our industry toward our goals and aspirations
- We are dependable and committed – driven to a constant level of excellence.

## Our Voice is:

- Strong and vivid using purposeful language and active verbs.
- Clear and straightforward, without jargon or technical wordiness. We are concise.
- Active not passive. "We provide solutions".
- Fresh, we avoid clichés and vagueness.
- Engaging and questioning. We want to have a conversation with our audience.
- Helpful, we use the pronouns 'you' or 'your' to affirm that our prime concern is our customer's needs.

# Stationery | Business Card English Typeface

Size: 50x 90 mm

CANSCO Logo: size (1)

English Name: (2)

Font: Helvetica Neue Bold

Size: 10 pt

Color: Pantone 186 C

English Job Title: (3)

Font: Helvetica Neue Italic

Size: 7.5 pt

Leading: 8 pt

Color: C 70, M 31, Y 0, K 10

Address: (4)

Font: Helvetica Neue Regular

Size: 5 pt

Leading: 8 pt

Color: C 100, M 45, Y 0, K 14



SPECIFICATION	
	PANTONE 2945 C
	PANTONE 186 C
	DIECUT (Do Not Print)
<b>Paper:</b>	Fedrigoni Orchid Constellation Snow EE Tela, 280 gsm
<b>Size:</b>	TRIM (5.5cm X 9cm)
<b>Printing:</b>	2 SPECIAL COLOR, back to back printing
<b>Finish:</b>	diecutting



Print = PMS, CMYK, Digital = RGB, HTML

The standards for PANTONE® colours are shown in the current edition of the PANTONE® Colour formulae guide. The colours shown on this page and throughout these guidelines are not intended to match the PANTONE® Colour Standards. PANTONE® is a registered trademark of Pantone, Inc. Use actual PANTONE® chips. Do not attempt to match examples in this guide.



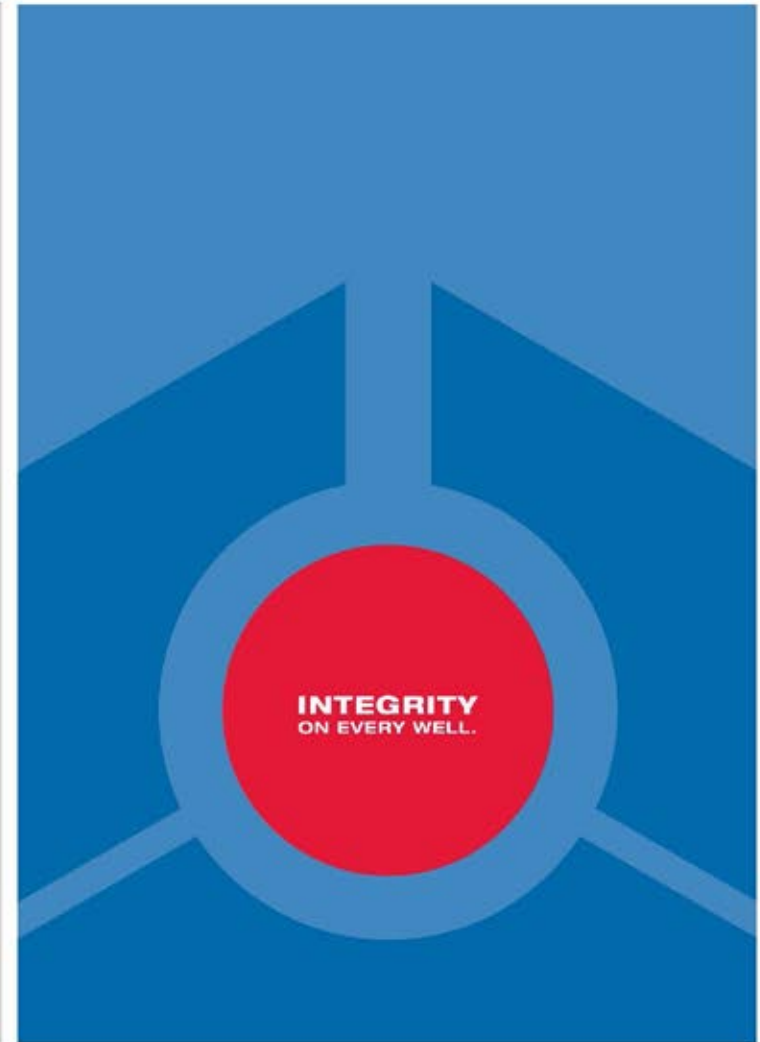
## Stationery | A4 Letterhead, Corporate Level

Shown opposite is CANSCO letterhead.

Trimmed size  
A4 - 210mm x 297mm

Print specifications

Paper specifications  
120 GSM Diamond White CX 22.



The standards for PANTONE® colours are shown in the current edition of the PANTONE® Colour formulae guide. The colours shown on this page and throughout these guidelines are not intended to match the PANTONE® Colour Standards. PANTONE® is a registered trademark of Pantone, Inc. Use actual PANTONE® chips. Do not attempt to match examples in this guide.



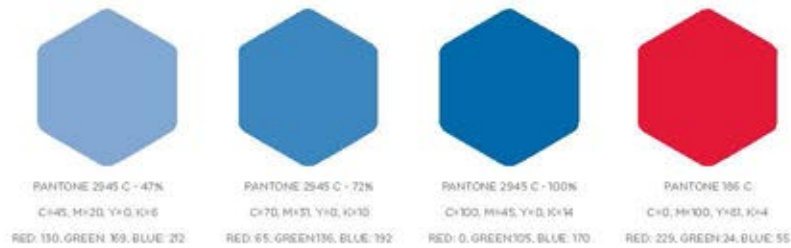
# Stationery | DL Envelopes, Corporate Level

Shown opposite is CANSCO DL Envelope

Trimmed size  
230mm x 113mm

Print specifications

Paper specifications  
120 GSM Diamond White CX 22.



Print = PMS, CMYK, Digital = RGB, HTML



50% of the actual size

The standards for PANTONE® colours are shown in the current edition of the PANTONE® Colour formula guide. The colours shown on this page and throughout these guidelines are not intended to match the PANTONE® Colour Standards. PANTONE® is a registered trademark of Pantone, Inc. Use actual PANTONE® chips. Do not attempt to match examples in this guide.

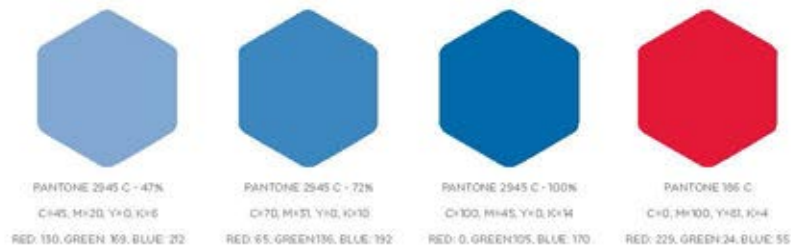
# Stationery | DL Envelope, Window

Shown opposite is CANSCO DL Envelope

Trimmed size  
230mm x 113mm

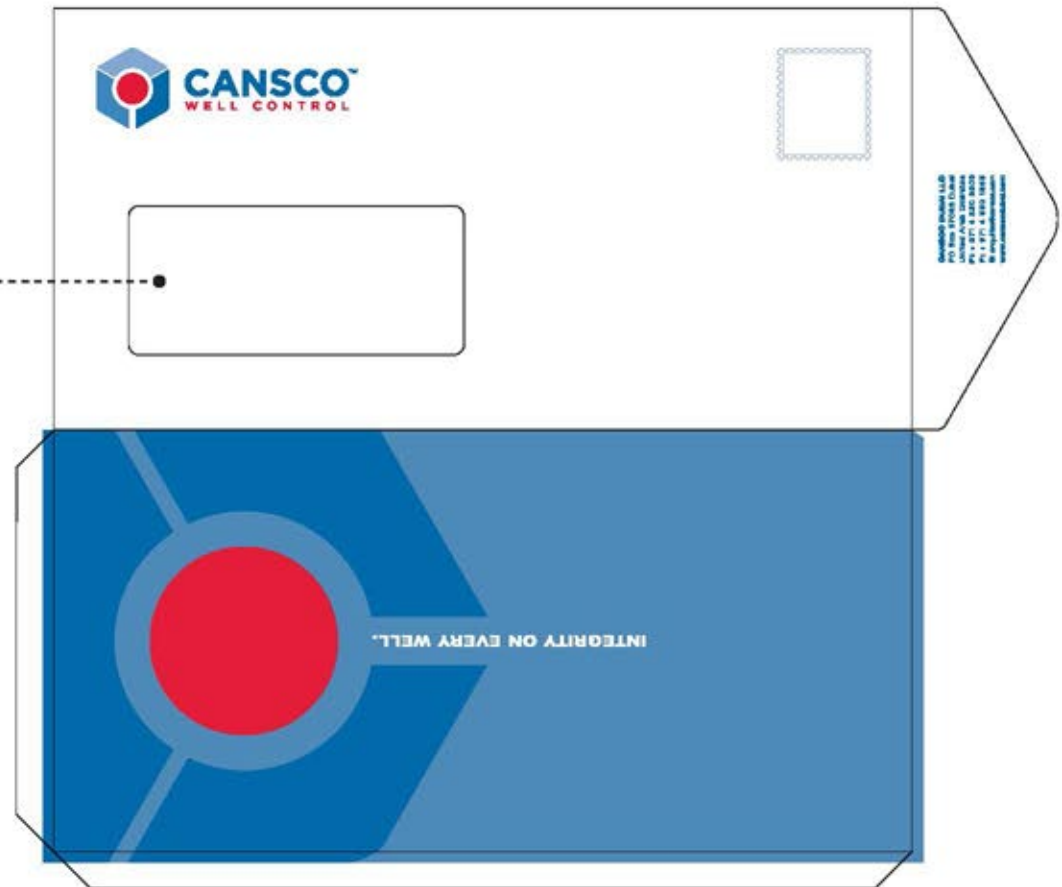
Print specifications

Paper specifications  
120 GSM Diamond White CX 22.



Print = PMS, CMYK, Digital = RGB, HTML

WINDOW



50% of the actual size

# Stationery | A4 Envelope, Corporate Level

Shown opposite is CANSCO A4 Envelope  
Trimmed size  
A4 - 210mm x 297mm

Print specifications

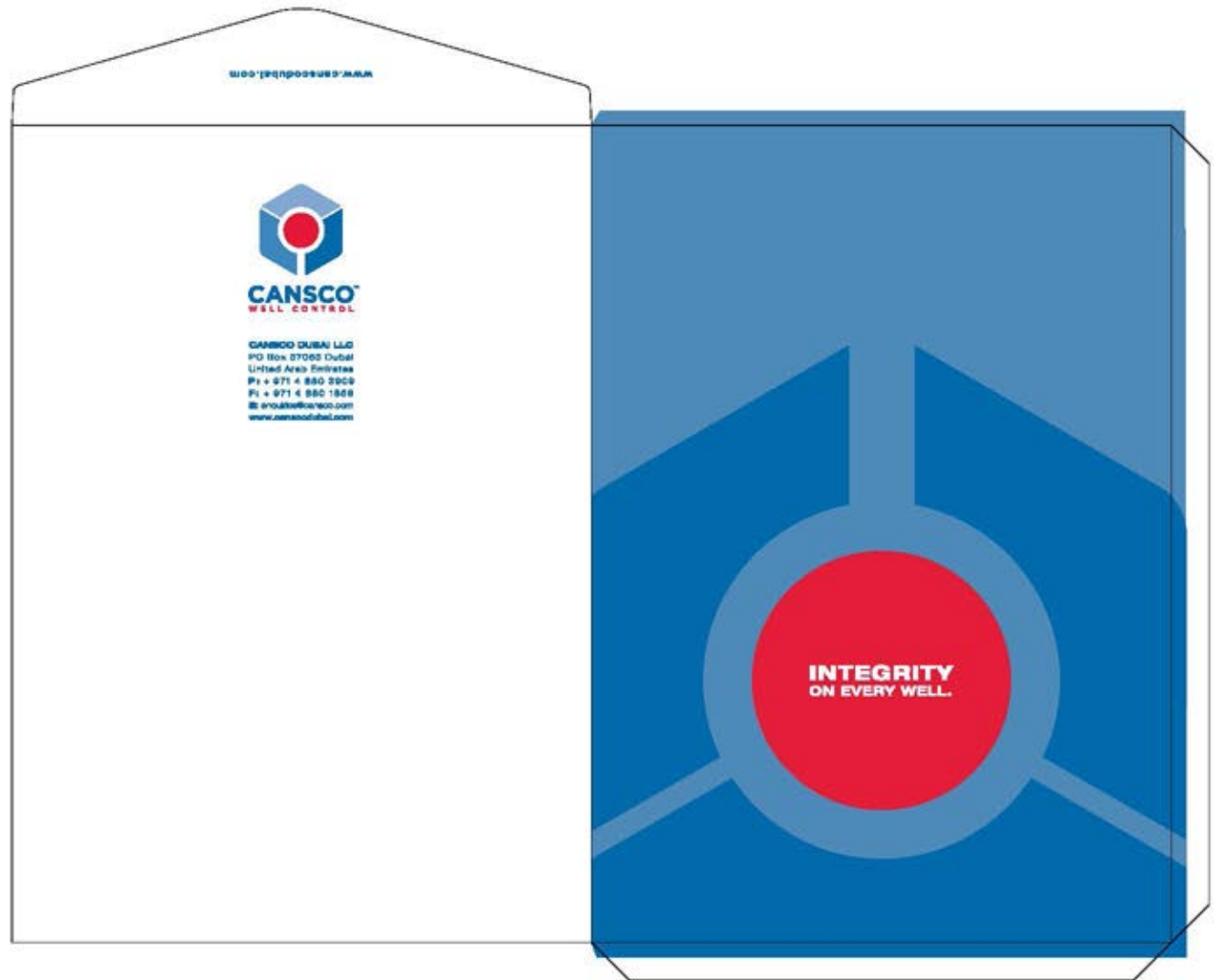


Paper specifications  
120 GSM Diamond White CX 22.

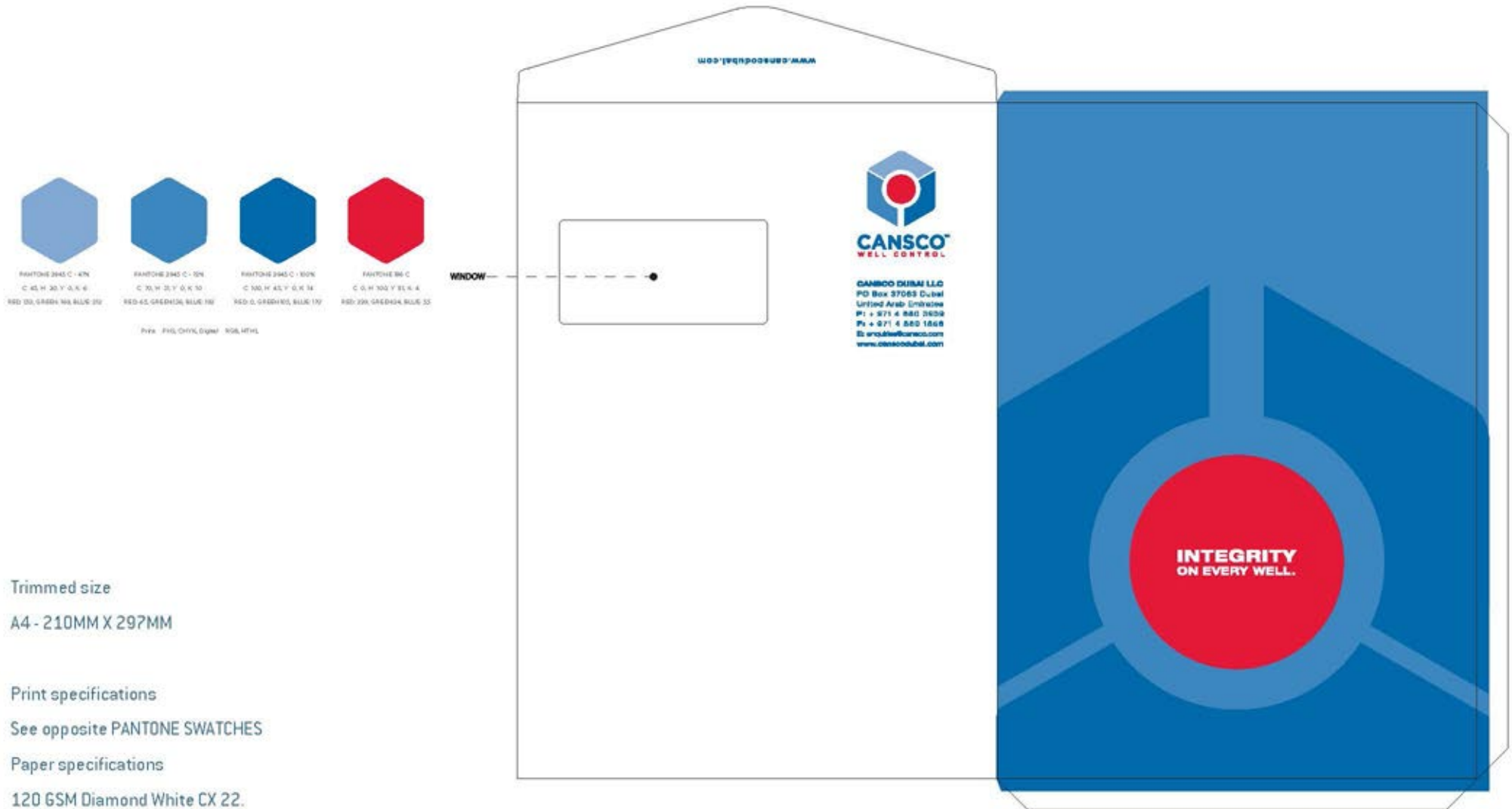
Trimmed size  
A4 - 210MM X 297MM

Print specifications  
See opposite PANTONE SWATCHES

Paper specifications  
120 GSM Diamond White CX 22.



# Stationery | A4 Envelope, Window



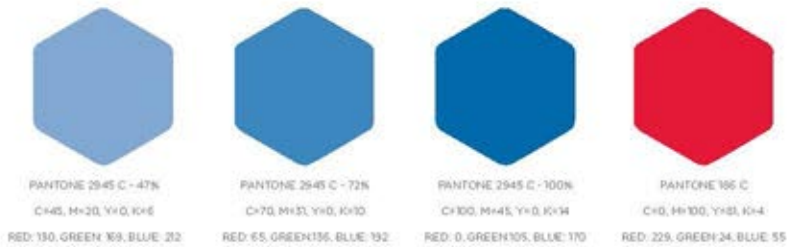


# Stationery | Invoice

Shown opposite is CANSCO letterhead.

Trimmed size  
A4 - 210mm x 297mm

Print specifications



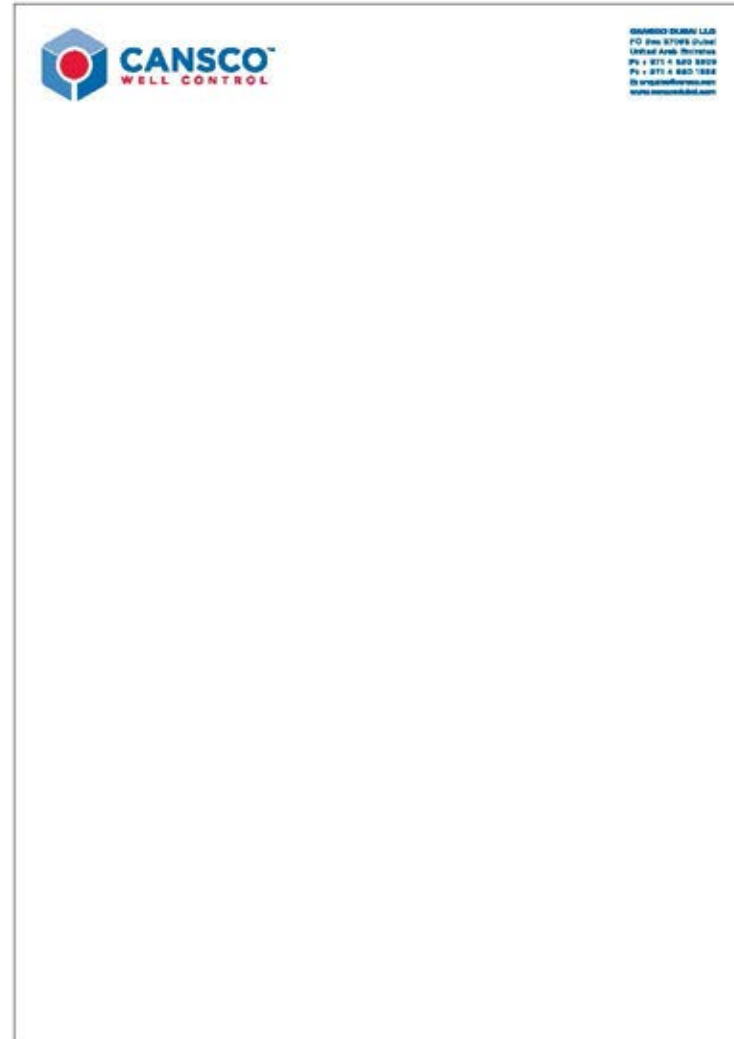
PRINT = PMS, CMYK, Digital = RGB, HTML

Paper specifications  
120 GSM Diamond White CX 22.

Trimmed size  
A4 - 210MM X 297MM

Print specifications  
See opposite PANTONE SWATCHES

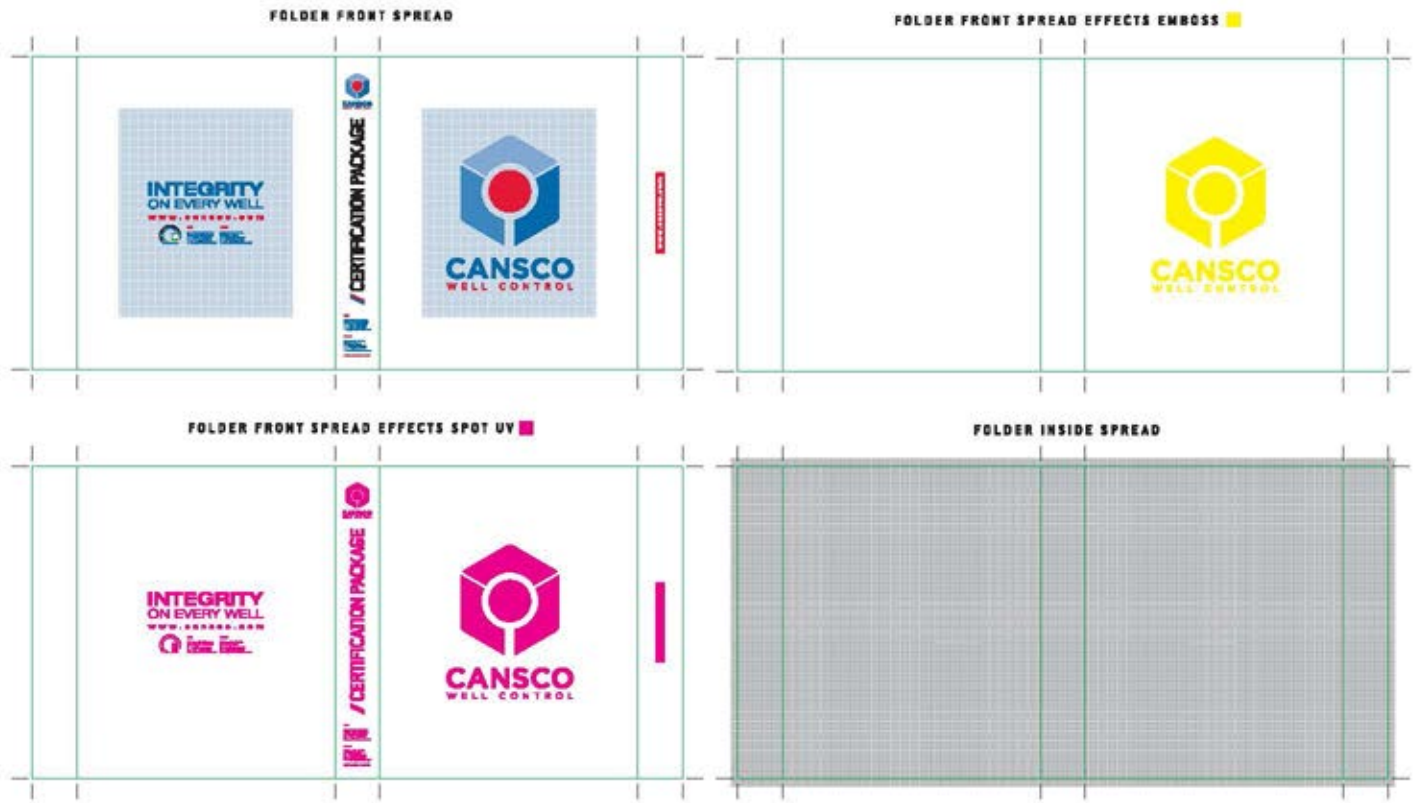
Paper specifications  
120 GSM Diamond White CX 22.



# Stationery | Certification Binder Cover

The Certification Binders are designed to leave a great first impression at the work site. They are intended to accompany all equipment dispatched on a job and include all the relevant certification documents pertaining to the rental equipment for that specific job. For the customer's benefit, certification documents should appear in both hard-copy (the binder) and soft-copy (a USB enclosed with the binder).

Customized tab dividers are designed to accompany all sections of this package (see page 32). The Brochure Jacket (see page 31) should serve as the first page of the binder and include relevant promotional items.



SPECIFICATION	
	PANTONE 186 C
	PANTONE 2945 C
	SPOT UV - (do not print color)
	FOLDS (do not print color)
	EMBOSS (do not print color)
Paper:	HARDBOARD 1,800 GSM
Size:	OPEN- 65.5 cm X 31.5 cm CLOSE- 26 cm X 31.5 cm
Printing:	2 colors pantone + CMYK process, spot UV, back to back printing
Finish:	*Mat Lamination on front only, Folds, gluing and assemble, Emboss, Chrome Metal Binder, Magnetizing flap mechanism
Quote for:	250 - 500 - 1000 pcs.

# Stationery | Certification Binders

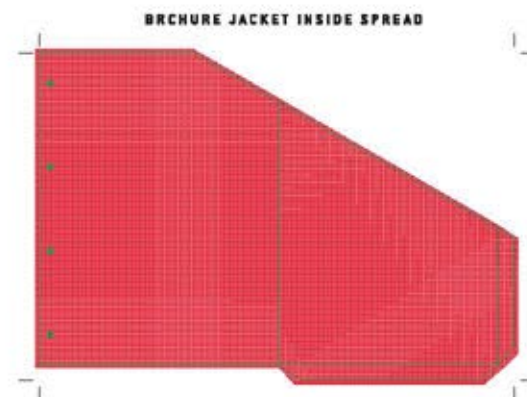
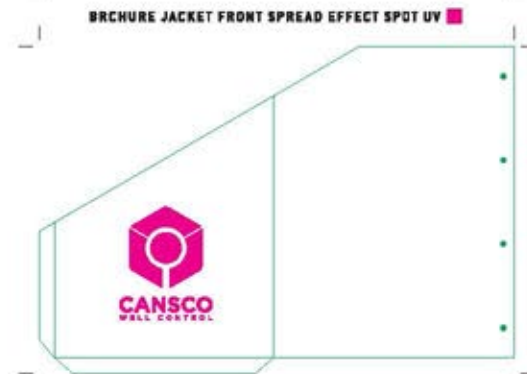


# Stationery | Brochure Jacket

Shown opposite is CANSCO Brochure Jacket  
Trimmed size  
A4- 210mm x 297mm

Print specifications

Paper specifications  
120 GSM Diamond White CX 22.



## SPECIFICATION

	<b>PANTONE 186 C</b>
	<b>PANTONE 2945 C</b>
	<b>SPOT UV - (do not print color)</b>
	<b>DIECUT/FOLDS &amp; PUNCH (do not print color)</b>

Paper: ARTMAT 350 GSM

Size: **OPEN-** 45.34 cm X 31.2 cm  
**CLOSE-** 23 cm X 29.7 cm

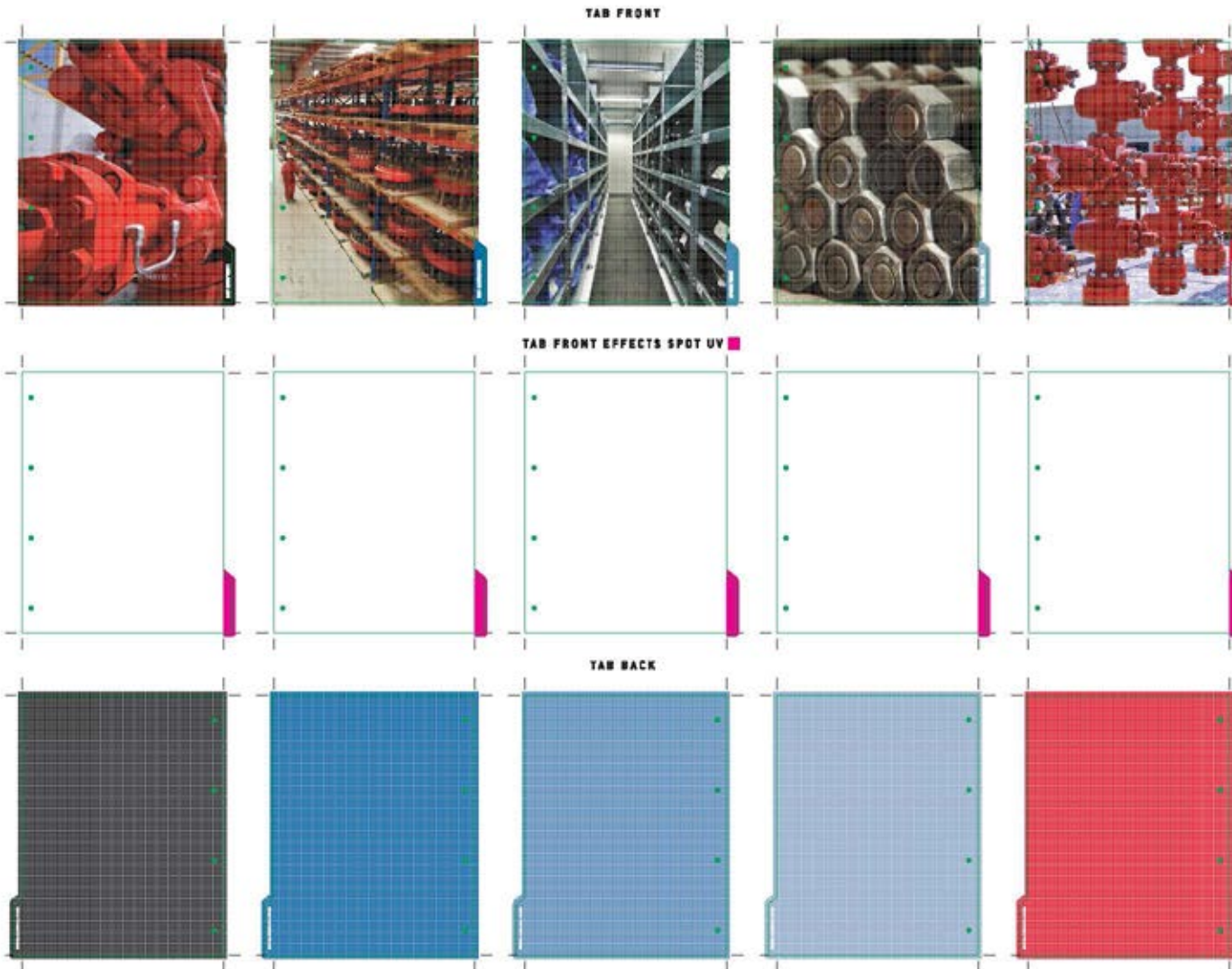
Printing: 2 colors pantone, spot UV,  
back to back printing

Finish: Diecut, punch holes, gluing  
and assemble

Quote for: 250 - 500 - 1000 pcs.



# Stationery | Certification Binder Tab Dividers



## SPECIFICATION

- PANTONE 186 C
- PANTONE 2945 C
- SPOT UV - (do not print color)
- DIECUT/FOLDS & PUNCH (do not print color)

Paper: ARTMAT 350 GSM

Size: 24 cm X 29.7 cm

Printing: 2 colors pantone + CMYK process, spot UV, back to back printing

Finish: Diecut, punch holes

Quote for: 250 - 500 - 1000 sets

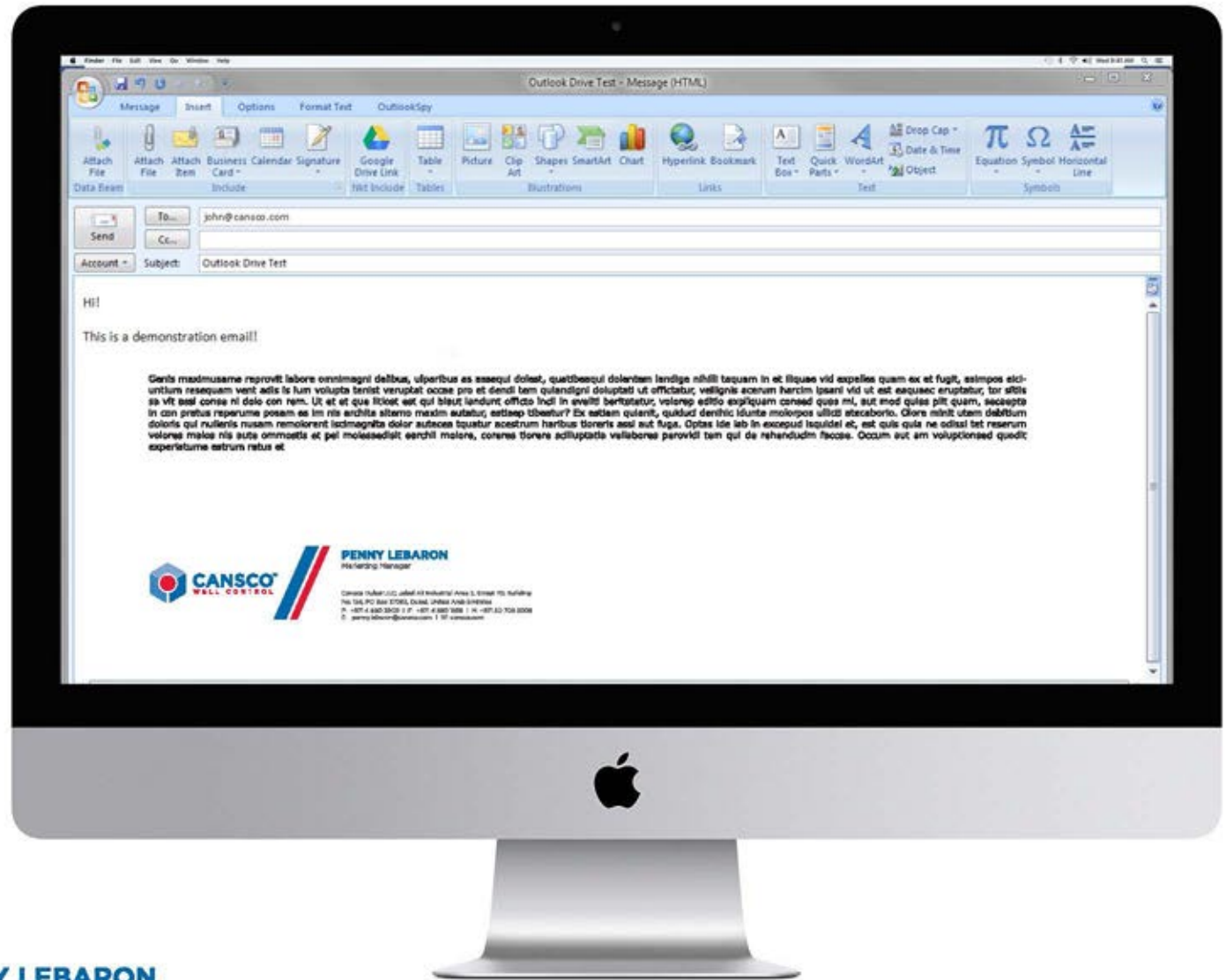
**Note:** The five tab dividers are considered 1 set.

## E-Mail | Signatures

Every email that comes from Cansco reflects upon the company. Using one simple, branded email signature across the departments helps strengthen Cansco's visual identity.

Follow these guidelines to ensure consistent formatting:

1. Do not resize the logo image or change the font coloring of the signature.
2. Do not add anything to the signature file, such as an inspirational quote or additional graphic.
3. Any advertising messages that are to be included in your signature will be provided by Marketing.



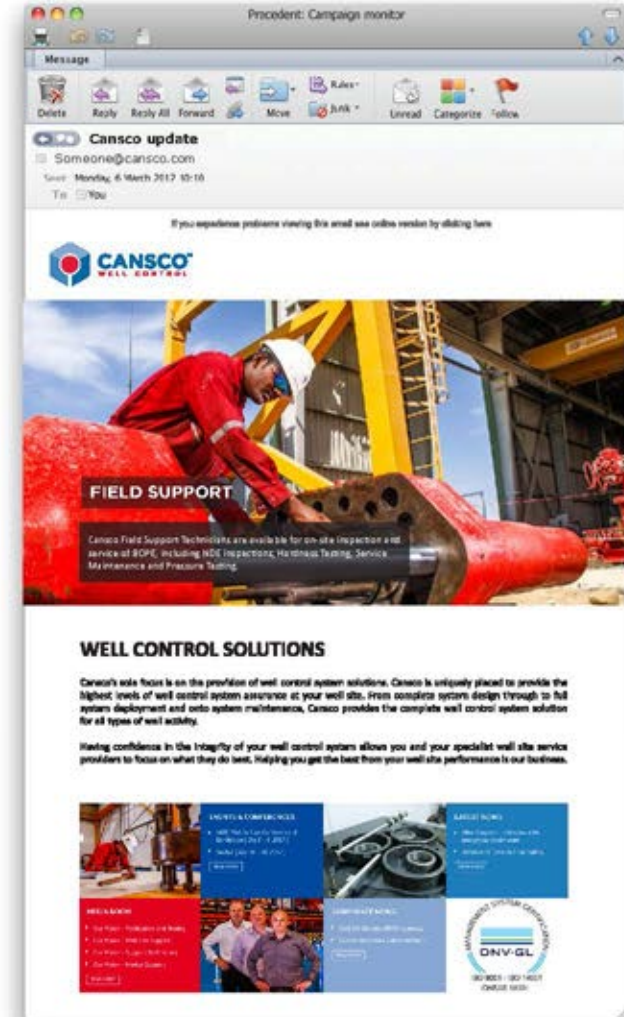
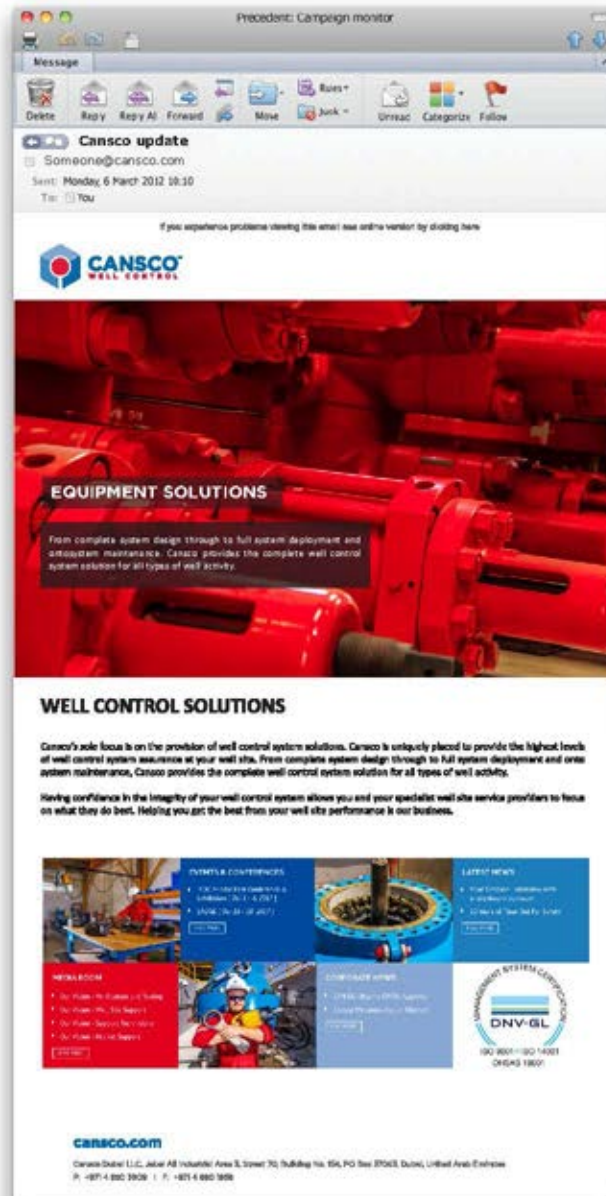
**PENNY LEBARON**  
Marketing Manager

Cansco Dubai LLC, Jebel Ali Industrial Area 3, Street 70, Building  
No.154, PO Box 37063, Dubai, United Arab Emirates  
P: +971 4 880 3909 | F: +971 4 880 1858 | M: +971 50 708 2008  
E: penny.lebaron@cansco.com | W: cansco.com

# Digital Media | HTML Emailer

To the right are two examples to illustrate the template of the HTML email. There is flexibility to include an image only version, a text/information version or a combination of both.

Always use the template provided when creating new emails.





## Social Media | Corporate Accounts

Social media is a powerful vehicle through which Cansco connects with our Customers, Suppliers, industry colleagues and family and disseminates relevant news to these audiences. Make the most of the medium and your message by leveraging the power of the Cansco brand in all you share.

It is the sole responsibility of the Marketing Department (upon the approval of the Cansco Board) to set up and maintain all Corporate social media accounts.

It is the responsibility of all Cansco employees to keep our social media "social", please participate on a regular basis by both posting and sharing from our sites.

Please refer to social media policy for usage guidelines.





# Powerpoint Slide | Title and Slide

## Interior Slide

It is important to provide a consistent visual impression, both internally and externally. By using the CANSCO PowerPoint template with all our audiences we extend our exposure to the Brand Personality and reinforce our common goals of collective work coming from one organization.

The interior slide is design to compliment the brand without detracting from the presentation. Images may be used behind the grid where necessary. For details regarding graphs and tables please see page 38.

## Aspect Ratio

### Title Slide

The visual component of the title slide allows for subject matter versatility. It is possible to customize the title slide by adding a different image, however the logo shape of this image must be maintained.

Our PowerPoint template has been built in two aspect ratios, 16:9 and 4:3. Before the development of a PowerPoint presentation, identify the appropriate display format for the presentation venue. This will ensure the best visual experience for the audience and prevent distortion.



COVER PRESENTATION - A4 HORIZONTAL



SLIDE TEMPLATE - A4 HORIZONTAL

## Powerpoint Slide | Title and Slide, CAN DO



COVER PRESENTATION - A4 HORIZONTAL



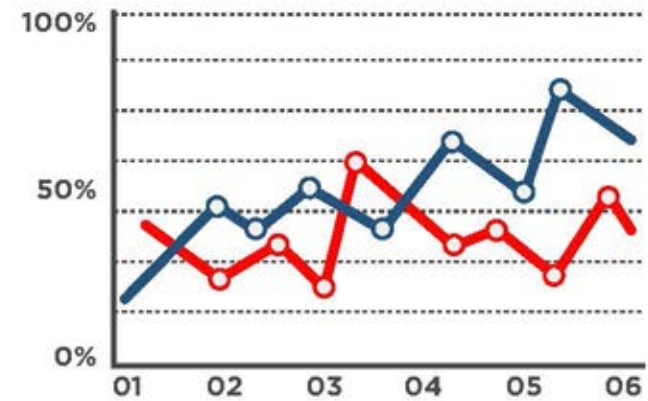
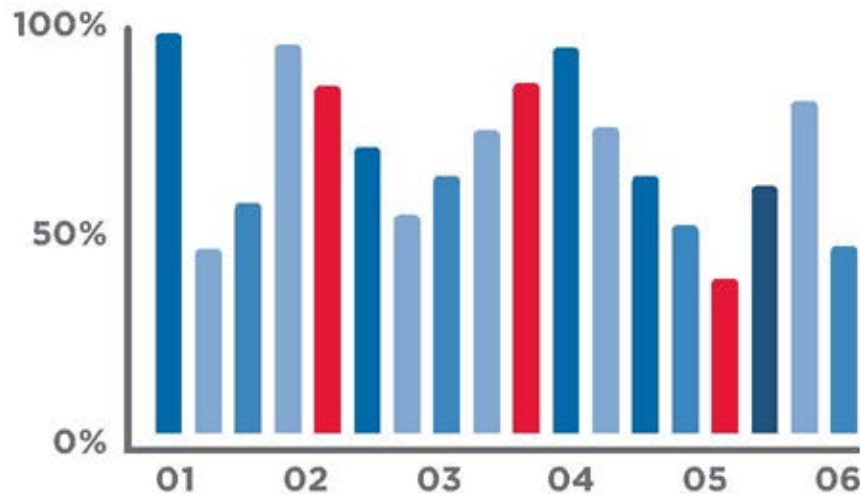
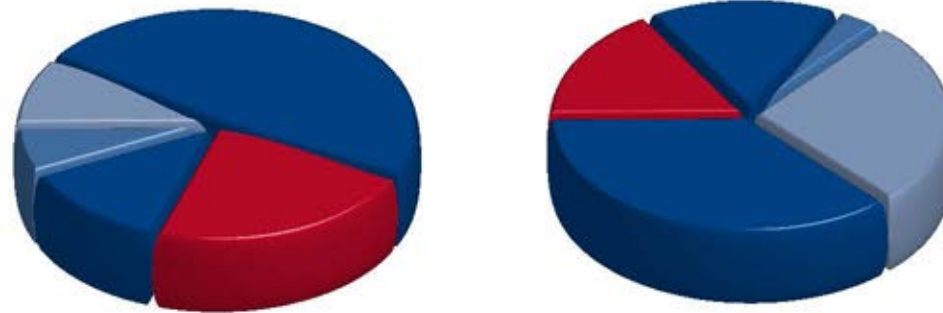
SLIDE TEMPLATE - A4 HORIZONTAL

# Infographic | Charts in 3D, Graphs

Diagrams and other infographics should follow the overall look and feel of the CanSCO Well Control brand.

When creating infographics, observe these general directions:

- colours from the primary colour palette should dominate.
- typography: follow the general typographic rules described on pages 16 to 18 of this Guideline.



The standards for PANTONE® colours are shown in the current edition of the PANTONE® Colour formula guide. The colours shown on this page and throughout these guidelines are not intended to match the PANTONE® Colour Standards. PANTONE® is a registered trademark of Pantone, Inc. Use actual PANTONE® chips. Do not attempt to match examples in this guide.

## Internal Wall | Printed Poster

Below are visuals for signage to be used around Cansco's sites. All site signage should use the preferred logo- full colour on a white background. For directional signage, removable slats are used for customisation.




### **OUR MISSION**

Our mission is to advance well control performance in its every form by being the most essential Well Control solution provider for the International Oil & Gas Upstream Industry.

CANSKO is committed to being the industry leader in Well Control, and maintaining a continuous focus on Health, Safety and the Environment around us. Our leadership builds and delivers solutions that improve people, equipment and performance standards across the industry, beyond expectation, and beyond world class.

Our mission is more than just a statement. Everything CANSKO sets out to achieve begins with the core values of Integrity, Trust, Customer Service, Diversity, Partnership, Quality Performance, Responsibility and Growth which lie at the heart of our mission.



### **OUR VISION**

#### **CANSKO Integrity on every well**

**Our Vision Means:**

Through all of our products, services and relationships, we add to the quality, value and safety of our Customer's Well Performance.


Universal recognition of both the superior solutions we provide and how we achieve them.

Delivering excellence today, and every day.






# Internal Wall | Printed Poster




## / EMERGENCY EYEWASH OPERATING



Proceed to the emergency eyewash unit nearest to you. Position yourself in front of the machine.



Pull down spray arms and lower face into stream of water solution.



Using thumbs and forefingers, hold eye lids open to allow affected tissues full exposure. Flush eyes for a minimum of 15 minutes. An injured person may require assistance in holding eye lids open.



**Seek Medical Attention Immediately**



## / TRAINING, LEARNING & DEVELOPMENT

Cansco Well Control, Through its Vision, Mission and Values Statements, recognizes the essential role of its people in achieving its industry leadership and growth ambitions.

The Company recognizes that to continuously improve its business performance, the right people must be selected, recruited, trained, developed and retained. The Company is committed to training and development and will ensure that adequate financial and other resources are made available to meet its training, learning and development objectives.

The Company training, learning and development (TLD) program, and the related competency management (CAN DO) program, shall be fully integrated within the Company organization and its business Management System (BMS) to facilitate:

- Alignment with Company Vision, Mission and Values;
- Compliance with applicable laws and industry regulations, codes and standards;
- Reliable and sustainable business performance;
- Protection of the health and safety of the Company's employees, suppliers, contractors, customers and the general public; and;
- Protection of the environment.

The Company TLD and CAN DO programs shall be established and maintained congruent at all levels of the safety critical role of the Company's well control equipment has on our Customers' well site as mitigation of the major hazard associated with all well activities.

Leadership, at all levels of the organization, shall engender belief in and commitment to the achievement of the company through the growth and advancement of its people. Clarity of an individual's development path and the related contribution to the Company's objectives shall serve as a catalyst for continuous performance improvement.



## Signage | External Wall, Mounted Large Sign

All signage used on the external walls of building or facilities may be subject to regulation/permit approval. Do not mount any signage on public walls without consulting the Cansco Designated Person or Marketing for clarification on Governmental Restrictions.



1 x 3 MTS WALL SIGNAGE  
Actual size not shown

## Signage | External Wall, Mounted Small Signs

Below are visuals for signage to be used around Cansco's sites. All site signage should use the preferred logo- full colour on a white background. For directional signage, removable slats are used for customisation.



75 x 75 cm WALL SIGNAGE  
Actual size not shown



40 x 15 cm RECEPTION SIGNAGE  
Actual size not shown



40 x 15 cm LOGISTICS SIGNAGE  
Actual size not shown



40 x 15 cm LOGISTICS SIGNAGE  
Actual size not shown



40 x 15 cm LOGISTICS SIGNAGE  
Actual size not shown

## Signage | External Wall, Mounted Small Signs





## Truck Branding | Truck and Hilux

Trucks are an excellent means for brand exposure to both our customers and suppliers and should incorporate some of our basic design elements. Below are two examples of truck branding. Please ensure you investigate any market permit requirements carefully prior to production.

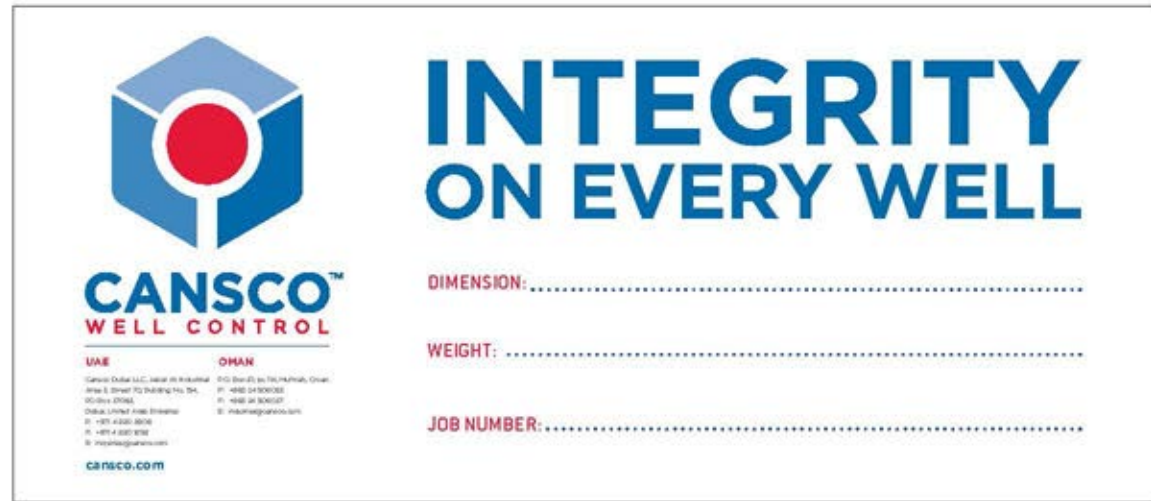
For recommendations regarding material specifications please contact Marketing.



## Collateral | Logistic Stickers



12 X 12 CM STICKER  
Actual size not shown



13 X 30 CM STICKER  
Actual size not shown



13 X 30 CM STICKER  
Actual size not shown

## Collateral | Equipment Stickers



# Cansco Manufactured Equipment | Markings

All Equipment manufactured by Cansco will be impressed with the Cansco Icon. The stamp will contain a RFID tag, for tracking the tool.

A stamp should never be displayed on the underside of the equipment.

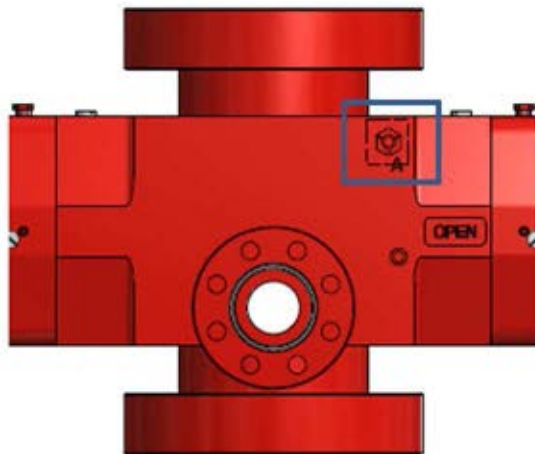
## Logo Specification

Further to the markings as required by API Spec 16A, Cansco require the inclusion of the company logo to be impressed into the body of both the ram blowout preventers and the ram blocks.

The requirements for logo dimensions and placement are as follows:

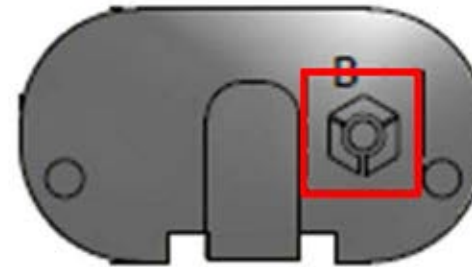
### Ram Blowout Preventer

The logo shall be placed at the upper right of the ram blowout preventer body when facing the 'Open' side of the BOP as shown below.



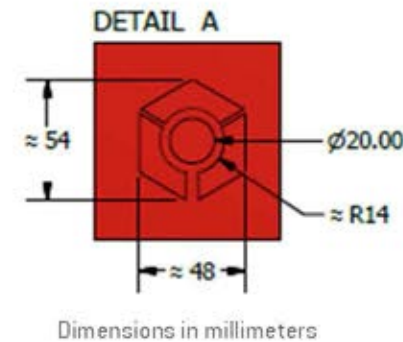
### Ram Block

The logo shall be placed on the rear face of the ram block as shown below.



### Logo Size

Accurate dimensions for the logo are provided below.



The logo shall be impressed by 4mm into the steel.



# Flange Cover | Branded Cansco Cover



PANTONE 29-45 C - 100%  
C=100, M=45, Y=0, K=14  
RED: 0, GREEN 105, BLUE 170



PANTONE 186 C  
C=0, M=100, Y=81, K=14  
RED: 229, GREEN 24, BLUE 55



## Workwear | Coverall

Because of their visibility at the customers work site, as well as our facilities, uniforms are an invaluable part of the brand vocabulary. Visual consistency and quality control across all apparel applications is vital in leveraging this important opportunity for brand exposure.



## Workwear | Hard Hats

At all CANSCO worksites hard hats play an important safety role. It is important that employees and visitors understand the various colors that identify personnel on our premises.



Office Staff and Visitors



Operations and Warehouse Staff  
(3 Month Probationary Period)



Operations and Warehouse Staff