

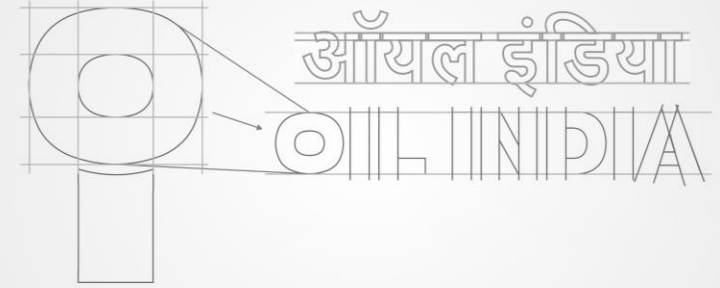


GUIDELINES FOR NEW LOOK LOGO

The following identity and brand system for OIL logo is created to help you present the brand in a consistent and recognizable way.



LOGO OF OIL WITH A NEW LOOK



VISUAL DESIGN of the new look Logo

- **COLOURS**

The red and black elements in the logo stands for the core activity of the company which is exploration and production of hydrocarbon. The black reflects the colour of the liquid black gold, while the red resonates the vibrancy of an energy company where natural gas is a dominant resource. The O and I shapes in the logo represent the O and I in Oil India.

- **IDEA/CONCEPT**

The elements used in the new Logo make a meaningful linkage between OIL's past, present and future, retaining the key components of OIL's dynamic logo, which adequately represent the spirit of a resurgent company, aspiring to conquer newer horizons of all-round excellence with impetus on sustainable growth.

- **FONTS/TYPEFACES**

The same time-tested fonts have been retained due to their high brand recall and design balance that helps the logo to stand out boldly when placed with a pack of logos or any background layouts. The use of all capital letters provides clarity and emphasis, while also conveying a serious and formal tone. The font style and arrangement of the 'O & I' symbol are distinctive and easily identifiable elements of our logo enhancing brand's recall and recognizability.

To underscore the importance of the Indian language as the primary, the Hindi text has been positioned before the English.

The Hindi Font is Devanagari Bold and the English Font is Futura condensed extrabold in the logo.



- **STRUCTURE**

Positioning the logo at the centre to create a sense of reliability, stability, and balance. The central location of the logo effectively draws the audience's attention, making it the focal point of our brand and imparting a feeling of uniformity and consistency.

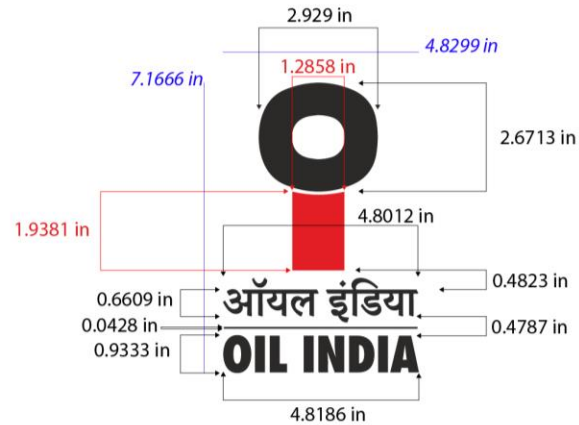
The line under the text has been added to provide stability to the structure above. It acts as the base, provides balance and adds a sense of strength to the logo.

Without any boundary or enclosure, the new logo communicates a sense of openness, freedom, and boundless expression. It suggests an unconstrained identity, allowing the logo's elements to flow naturally without restrictions. This lack of a specific border signifies fluidity, adaptability, and a more organic, freeform presentation. It evokes the qualities of a brand that is progressive, modern, and adaptable to change.

However, if the logo is placed in a background other than white, the logo shall have a boundary with round corner contours while the inside background remains white to bring distinctiveness and visual clarity.



LOGO DIMENSION COLOUR CODES AND PALETTES



- Use this logo when background is white or light colour



- Fonts

Adobe Devanagari Bold
Futura Condensed Extra Bold

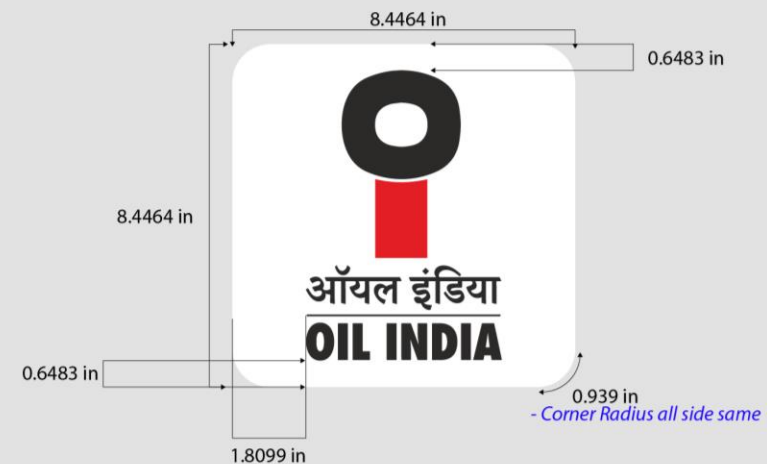
- RGB Colour Code



- CMYK Colour Code



- Use this logo when background is other than white or light colour



BACKGROUND COLOUR SCHEME FOR DESIGNS



In a white background the logo in png without BG must be used.



In a background with colour other than white, the logo with BG must be used with a white background inside the logo.



BLACK & WHITE VERSIONS



INCORRECT LOGO USAGE



The logo should not be adjusted or edited in any way. Here are some examples of what **NOT TO DO**:

1. Do not change the colors of the logo.
2. Do not place elements in the logo's clear space.
3. Do not condense, expand, or distort the logo unproportionally.
4. Do not add a drop shadow, stroke, bevel and emboss, inner glow, or any other text effects to the logo.
5. Do not adjust the placement of the logo icon.
6. Do not place the logo on top of an image with poor contrast and readability.
7. Do not resize any individual elements of the logo.
8. Do not rotate the logo.
9. Do not crop the logo.
10. Do not type the texts of the logo. The texts must be used as image.

LOGO PLACEMENT



ऑयल इंडिया लिमिटेड
Oil India Limited
Duliajan, Dibrugarh, 786602, Assam
email – oilindia@oilindia.in

Sphere Address to be changed as
applicable

LETTER HEAD



Name -----
Designation -----
Department Name -----
Sphere -----
Office Address -----
Office No. -----
Mobile No. -----
OIL email id -----
www.oil-india.com

Hindi text to be added

EMAIL SIGNATURE



Name -----
Designation -----
Department Name -----
Sphere -----
Office Address -----
Office No. -----
Mobile No. -----
OIL email id -----
www.oil-india.com

Hindi on the backside

VISITING CARD



Logo without background to be used when the slide background fill colour is white



Logo with background to be used when the slide background fill colour is other than white

PRESENTATION SLIDE