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CATEGORY 145C. BRANDING

# Well Decom

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PROJECT: **BRAND CREATION**

CLIENT: **WELL DECOM**

Sept 2016

# THE BRIEF

We were commissioned by a select group of respected industry experts to design and develop a new company brand for their decommissioning consultancy – Well Decom.

- Develop a striking and meaningful high-end B2B corporate identity
- Work within defined parameters with regards to typography and colourways
- Provide the Well Decom team with the professional toolkit they needed to enter the highly competitive decommissioning market
- Support brand roll-out and produce a full suite of brand materials – identity, website, brochure, exhibition stand, corporate stationery suite and presentation collateral





Well  
Decom

Well Decom  
4 Albyn Terrace  
Aberdeen  
AB10 1YP

info@welldecom.com  
welldecom.com  
+44 (0) 1224 635 859

Dear Sirs,

Donec rutrum congue leo eget malesuada. Pellentesque in ipsum id orci porta dapibus. Quisque velit nisi, pretium ut lacinia in, elementum id enim.

Donec rutrum congue leo eget malesuada. Curabitur arcu erat, accumsan id imperdiet et, porttitor at sem. Curabitur non nulla sit amet nisl tempus convallis quis ac lectus. Praesent sapien massa, convallis a pellentesque nec, egestas non nisi. Curabitur non nulla sit amet nisl tempus convallis quis ac lectus. Vestibulum ac diam sit amet quam vehicula elementum sed sit amet dui. Nulla quis lorem in libero malesuada feugiat.

Donec sollicitudin molestie malesuada. Sed porttitor lectus nibh. Donec sollicitudin molestie malesuada. Cras ultricies ligula sed magna dictum porta. Vivamus magna justo, lacinia eget consectetur sed, convallis at tellus.

Well Decommissioning Ltd | Registered Scottish Business Number SC01234567



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Decom

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4 Albyn Terrace  
Aberdeen  
AB10 1YP

info@welldecom.com  
welldecom.com  
+44 (0) 1224 635 859



Well  
Decom

Graeme Johnston  
Director

gramejohnston@welldecom.com  
+44 (0) 7752 456 789

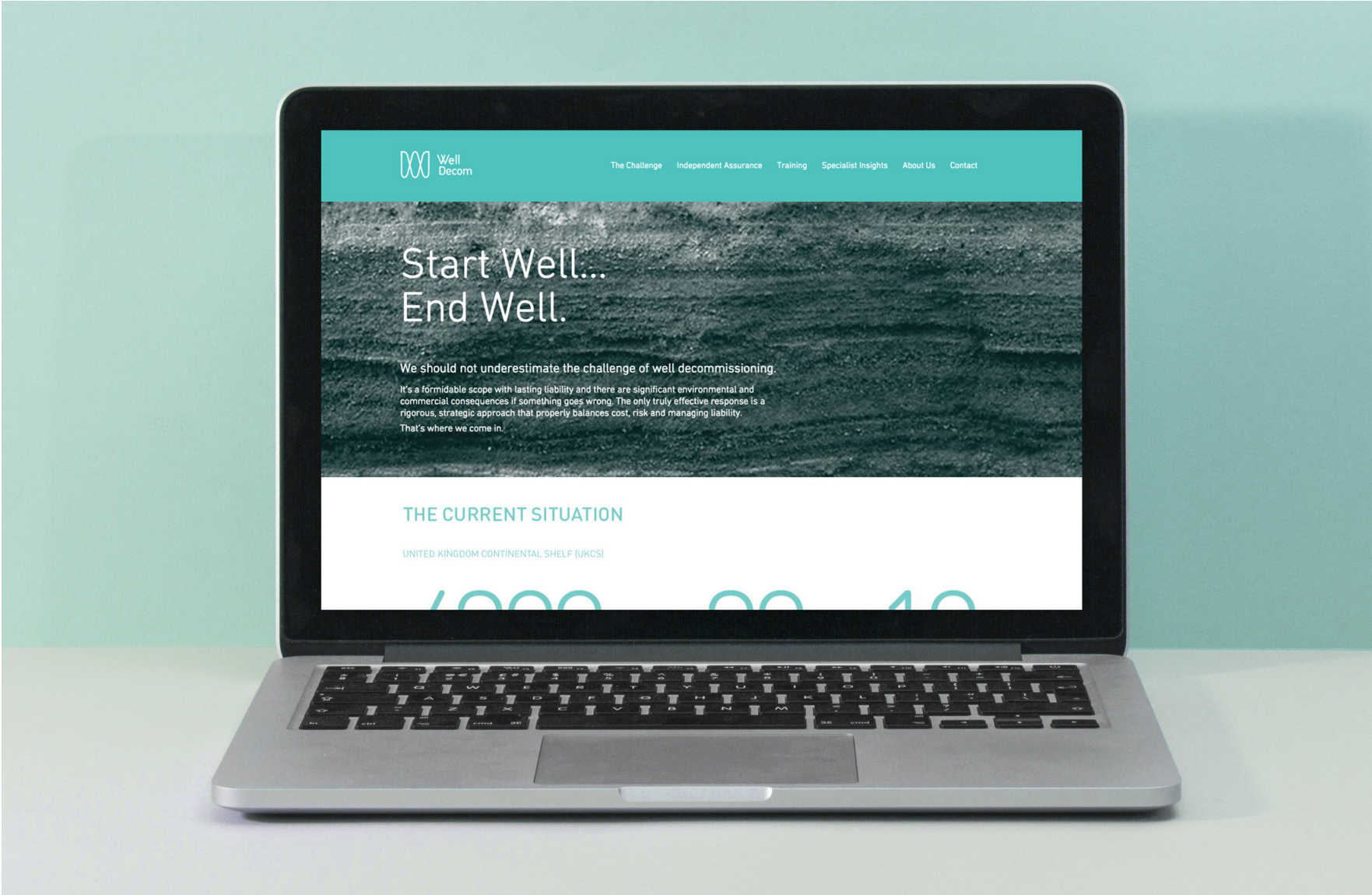
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Aberdeen, AB10 1YP  
welldecom.com



Well  
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Well  
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# Start Well... End Well.

We should not underestimate the challenge of well decommissioning.

It's a formidable scope with lasting liability and there are significant environmental and commercial consequences if something goes wrong. The only truly effective response is a rigorous, strategic approach that properly balances cost, risk and managing liability. That's where we come in.

## THE CURRENT SITUATION

UNITED KINGDOM CONTINENTAL SHELF (UKCS)

1000 00 10



# Well Decom – Identity Guidelines

June 2016

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## The Logo

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Our Logo is the visual backbone to our brand. The Logo consists of two parts; the Marque and the Logotype.

The structure and placement of these items have been carefully designed and executed.

When using our Logo, care must be taken at all times to keep within the following guidelines.



## Exclusion Zone

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To ensure our brand has maximum impact we must denote an exclusion zone around the marque. This area is to be kept free of all text, graphics and images.

This ratio marked  $x$  can be used as a guide when working with the logo. As illustrated an exclusion of  $x$  is required at all times.

Ensure that when placed over another image the logo is legible and easily recognisable.

Avoid placing over busy areas of photographs and lighten or black out background image if recognition is compromised.



## Application

Consistent use of our brand is paramount to ensure our brand remains recognisable, and we maintain consistency across all our channels, and collateral.

Any misapplication of the our logo is unacceptable. The dimensions and aspect ratio of the Logo must not be altered, and always be used in its entirety.

Legibility of our logo is not to be compromised, and as such the minimum acceptable height for use in common application is 20mm. This rule can be overlooked when used in specific small scales eg. Business Cards or promotional items such as pens.

### Minimum height



## Logo Variations

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Structural variations of our logo are to be used when appropriate.

Included in the suite are:

- Marque + Logotype
- Marque Only

Full Colour -



Mono -



Reversed -

\* Marque to be used with white only






## Colour Palette

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We have three main corporate colours.

Applying them consistently across all materials helps people identify with the brand, and maintain a consistency wherever it is used.



Pantone  
3252 C  
CMYK  
49/0/23/0  
RGB  
42/210/201  
HEX  
#2AD2C9



Pantone  
5405 C  
CMYK  
68/35/17/40  
RGB  
79/117/139  
HEX  
#4F758B



Pantone  
White  
CMYK  
0/0/0/0  
RGB  
255/255/255  
HEX  
#FFFFFF

## Secondary Colour Palette

These colours can be used alongside primary colours on the previous page, to add variation when creating brochures, stands, website pages or various other marketing materials.

These colours should be used to compliment the primary colour palette.

CMYK: 33/3/0/95

RGB: 29/37/45

HEX #1d242b

Pantone  
3252 C @80%

CMYK  
66/0/30/0

RGB  
75/187/189

HEX  
#4abbbd

CMYK: 80/17/48/2

RGB: 0/151/143

HEX #00978f

Pantone  
3252 C @40%

CMYK: 27/0/12/0

RGB: 198/229/230

HEX #c6e5e6

## DIN Rounded font family

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The main Well Decom font is DIN Rounded. Various weights of this font will be used in all designed collateral, and wherever possible.

A secondary font, Calibri, can be used to support certain electronic uses, where Din Family is not common eg. Emails.

# Din Rounded

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789,"?!£\$%\*{}()

DIN Round Pro Light

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789,"?!£\$%\*{}()

DIN Round Pro Medium

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789,"?!£\$%\*{}()

DIN Round Pro Regular

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789,"?!£\$%\*{}()

DIN Round Pro Bold

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789,"?!£\$%\*{}()

Calibri Regular (Secondary Font)

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## Graphic Style

Graphs and chart are created to quickly describe context and explain specific industry situations. They use complimentary colours and bold typography for impact.

### THE CURRENT SITUATION

UNITED KINGDOM CONTINENTAL SHELF (UKCS)

4300 : 30 : 10

WELLS ARE IN LINE FOR DECOMMISSIONING

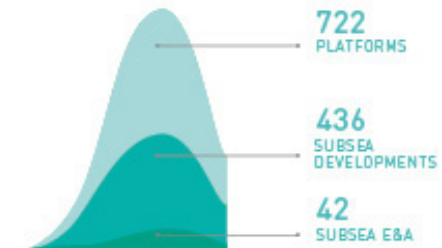
% OF WHICH

IN THE NEXT 10 YEARS

DECOMMISSIONING SPEND OVER THE NEXT 10 YEARS



WELL COUNT BY TYPE TO BE DECOMMISSIONED

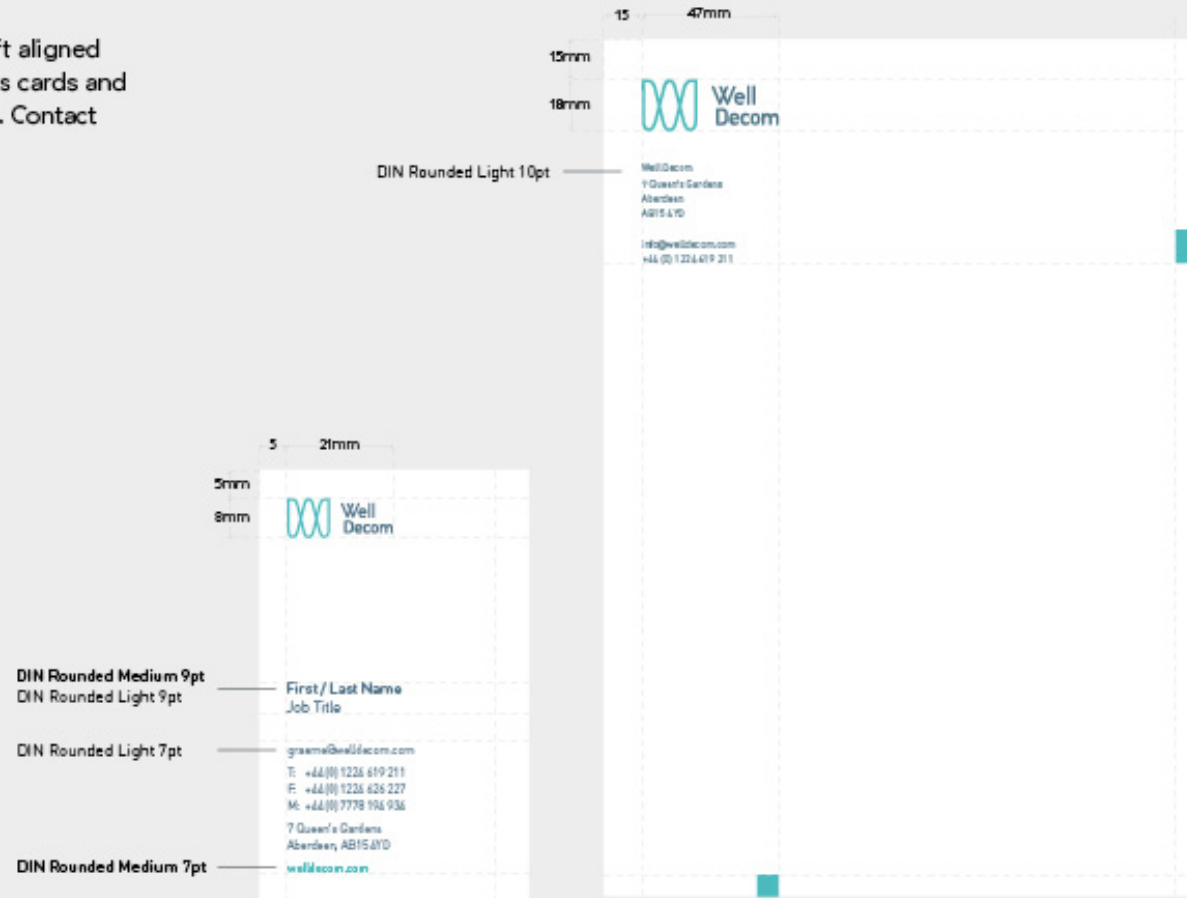


FIGURES DERIVED FROM UK OIL & GAS - DECOMMISSIONING INSIGHTS 2015



## Stationery

Well Decom Identity is to be left aligned with a 5mm margin for business cards and a 15mm margin on Letterheads. Contact details to be in line with ident.



## Further Information

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If you require further information regarding the use of the Well Decom identity, please get in touch.