

WOM[®]

WORLDWIDE OILFIELD MACHINE

CORPORATE IDENTITY MANUAL

BRAND COMPONENTS

This document outlines a basic style guide and set of design guidelines for the Worldwide Oilfield Machine (WOM) corporate identity. This encompasses use of the WOM logotypes, colors, fonts and other key elements of identification. The WOM logo is the most visible element of our brand identity. Alterations may not be made to its proportions or colors.

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WOM[®]

WORLDWIDE OILFIELD MACHINE

BRAND MESSAGING

COMPANY NAME

The official corporate name of our parent organization is Worldwide Oilfield Machine, also known as WOM or W.O.M.

When writing the name of the company, the complete name should be used—including all external correspondence, advertising, public relations, marketing tools and customer communications. The logo section of this brand guide indicates when the full name is required with the logo treatment.

WOM owns an affiliate company called Total Frac Solutions (TFS), which supports the hydraulic fracturing sector of the oil and gas industry. Please refer to the TFS brand guide for usage of this company identity.

BRAND APPLICATION

The WOM brand is built to be a true representation of who we are as a business, and how we wish to be perceived by our customers, partners and employees.

The correct and consistent application is absolutely critical to our business because of the overall impact it has on the company. Branding is important when trying to generate future business. A well-established brand can increase a business' value by giving the company more leverage in the industry. Employees are proud to work for a brand that is reputable and held in high regard among its peers.

COMPANY DESCRIPTION

Today's WOM manufactures and services premium flow control and pressure containment systems to the upstream and midstream oil and gas sector.

Our vertically integrated, employee-driven company exists to partner with customers to deliver reliable, innovative, cost-efficient, and sustainable solutions.

We leverage our experience and knowledge of business processes and technology, along with healthy investment in human and monetary capital to systemically improve the quality of life for the people in our global communities.

MISSION

We will use our forward-thinking and innovative, agile approach to find original answers to client problems like no other company.

By doing this, we will set new standards and deliver superior value to our clients and employees while creating positive change for the industry and communities in which we operate.

WRITING TONE

The tone of the WOM message should be smart, professional, with a global audience in mind—but also using concise and precise language, avoiding unnecessary wordiness.

We are speaking to an educated audience largely comprised of engineers and manufacturing partners. It is appropriate in sales and marketing capacities to speak about WOM in the first person (we, our, etc.), keeping both a professional but approachable tone.

MESSAGE

Our core message, as appropriate, should emphasize our manufacturing expertise, vertical integration, employee-driven organization, and design and service excellence.

Verbiage about our 'innovation, reliability, cost-efficient and sustainable solutions focus' should be included when we speak about WOM's products and services.

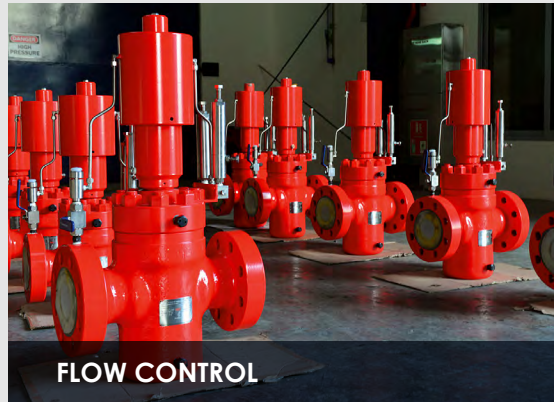
Worldwide Oilfield Machine should be referenced as a 'premium flow control and pressure containment systems company'. The copy should generally refer to oil and gas and/or energy in the upstream and midstream space as our core business.

Avoid describing the company as a '40+ year old, family owned'. Rather, reference our 'vast manufacturing experience and expertise built on a legacy of excellence and reliability'.

OUR BUSINESSES

Premium Flow Control & Pressure Containment Systems Manufacturer

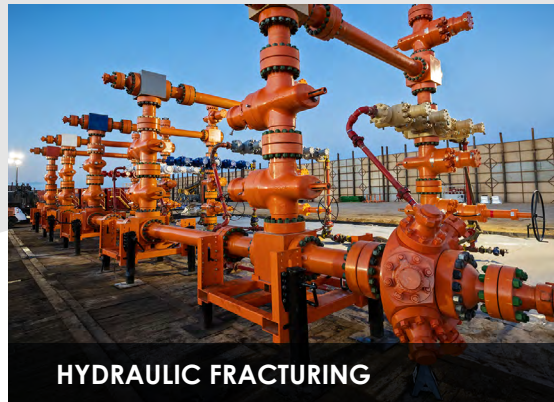
WOM leverages its four decades-strong design, engineering, and manufacturing expertise with an agile, solutions-driven approach to answer our clients most challenging equipment needs in 4 distinct industry segments.



FLOW CONTROL



PRESSURE CONTAINMENT



HYDRAULIC FRACTURING



SUBSEA PRODUCTION

WOM's field-proven, patented products provide the longevity and reliability clients expect for exponential value creation.

DEFINITIONS

Understanding key branding terms is essential to providing clear communication within the company and with any external service professional. Below is a list of terms (and definitions) which will help you understand how companies develop brands and how we can best market ourselves to our target audience.

Aspect ratio - the proportional relationship between the width and height of a rectangle (a rectangle is used because the vast majority of screens are wider than they are tall). An aspect ratio is defined via a mathematical ratio, with two numbers separated by a colon:

width:height

This means that 4 inches wide by 3 inches high would be a ratio of 4:3.

Brand Identity – the perception which a business wants the world to have about their company. The character of a brand isn't only through its logo. Logo-brand identity is made up of several components; a general aesthetic, logo, tone etc. and is developed with a focus on who the company wishes to appeal to, as well as the core message they want to communicate to them.

Clearspace – the term for a specific amount of space that a logo must have on all sides, no matter where it is used. The use of clear space ensures that a logo has maximum visibility and impact. Cluttered designs distract an audience from everything that the design contains.

Crop – refers to cutting away and discarding the unnecessary portions of an image. Cropping allows you to change the emphasis or direction of an image.

Hierarchy – a system for organizing type that establishes an order of importance within the data, allowing the reader to easily find what they are looking for and navigate the content. It helps guide the reader's eye to where a section begins and ends, while enabling the user to isolate certain information based on the consistent use of style throughout a body of text.

Icon – images used to represent an action or an object. For example, a pen icon could represent someone writing (action) or simply a pen (object). When using icons think carefully about what is to be signified and how clear it is to the audience.

Logo or Logotype – the name of a company that is designed in a visually unique way for use by that company. Most of the time when people refer to a logo, they're referring to the brand's logotype.

Logomark – an identifying mark or symbol that does not contain the business name.

Lorum Ipsum – dummy text used by the design industry. It's used as placeholder text and has a more-or-less average distribution of letters, making it look like readable English, as opposed to using 'Add content here, add content here' within designs when the copy isn't quite ready.

Pixel – a minuscule area of a screen (the word comes from "picture element"). Pixels are the smallest basic unit of programmable color on a computer and images are made up of many individual pixels.

Raster – Raster images are made up of a set grid of pixels. This means when the size of stretch a raster image is changed it can get a little blurry and lose some clarity.

Resolution – refers to the detail/quality of the image. Images with low resolution have less detail and images with high resolution have more details. Resolution is typically measured in pixels per inch (PPI) or dot per inch (DPI).

Style guide – a set of standards for the design of anything related to a brand, whether it's a website landing page, business card or printed document. The reason to have a style guide is to ensure complete uniformity in style and formatting wherever the brand is used to ensure no dilution of that brand.

Typography – the art of arranging letters and text in a way that makes the copy legible, clear, and visually appealing to the reader. It involves font style, appearance, and structure, which aims to elicit certain emotions and convey specific messages.

Value Proposition – a statement that clearly identifies the benefits a company's products and services will deliver to its customers. A well-crafted value proposition will differentiate the company and/or its specific product or service in the marketplace and among a target market or target audience.

Vector – Vector images are made up of points, lines, and curves. All of the shapes within a vector are calculated using a mathematical equation which means the image can scale in size without losing any quality. Unlike rasters, vectors won't get blurry when scaled.

Whitespace or Negative space – refers to the area of a design left blank. It's the space between graphic elements, images, copy, and anything else on the page. Even though it's known as white space, it can be any color.

Wordmark – a distinct typographic treatment of the name of a company, organization, or brand.

The logo features the letters 'WOM' in a bold, italicized, orange font with a black outline. A registered trademark symbol (®) is located at the top right of the 'M'.

WORLDWIDE OILFIELD MACHINE

LOGO & VISUAL IDENTITY

The WOM logo is comprised of a **logotype** (a design centered around the company's name or initials) and a **wordmark** (a distinct text-only typographic treatment of the name of the company). Depending on the application, three options are available for use.

The main logotype is comprised of two colors, orange and black. Orange is the color of enthusiasm and creativity. It exudes warmth, optimism, spontaneity, and positivity. Within our markets, orange is also a color that stands apart from our peers.

The WOM logo is a registered trademark and should always use the "®" on the top right corner of the logotype. The logo should be used on all company communications with our clients, partners, and other corporate stakeholders.

WOM LOGO: VARIANT GUIDELINES

1. STANDARD LOGO (No Company Name/Wordmark)

For use on equipment or areas too small for the wordmark to be legible, or where the full company name has already been identified.



2. VERTICAL LOGO (w/ Company Name/Wordmark)

The preferred logo for use on the majority of print and digital applications that introduce the company.



3. HORIZONTAL LOGO (w/ Company Name/Wordmark)

For use on narrow, horizontal areas where the vertical logo cannot be applied.

NOTE: Both version 2 and 3 of the WOM logo use the official wordmark for the company name. This is in fact part of the logo design and in no way should be reproduced or replaced with a font or repositioned away from the logotype.



WOM LOGO: CLEARSPACE GUIDELINES

1X= Height of WOM letters

The **clearspace** refers to the safe area around the three WOM logos, which must never be encroached upon by other visual elements or text. It ensures that the logo is never placed too close to the edge of a document. The clearspace is measured using the height of the "W" in the WOM logotype and must be applied to all four sides of the logo as illustrated in the following examples.

1. STANDARD LOGO (No Company Name/Wordmark)

X= Height of the letter "W"



2. VERTICAL LOGO (w/ Company Name/Wordmark)

X= Height of the letter "W". Additional measurements have been added to ensure consistent spacing of the WOM "wordmark" below the logotype.



3. HORIZONTAL LOGO (w/ Company Name/Wordmark)

X= Height of the letter "W". Additional measurements have been added to ensure consistent spacing of the WOM "wordmark" on the right of the logotype.



WOM LOGO: COLOR & REVERSE TYPE APPLICATION

1. STANDARD LOGO

(No Company Name)

FULL COLOR:

Orange w/black outline OR
Orange w/white outline

SINGLE COLOR:

Black OR white outline

TWO COLOR / GREYSCALE:

Black outline w/white fill OR
white outline w/black fill

WHITE OR LIGHT BACKGROUND



BLACK OR DARK BACKGROUND

Applicable if logo is on a solid black background or black outline is illegible.



2. VERTICAL LOGO

(w/ Company Name)

WHITE OR LIGHT BACKGROUND



BLACK OR DARK BACKGROUND

Applicable if logo is on a solid black background or black outline is illegible.



3. HORIZONTAL LOGO

(w/ Company Name)

1. FULL COLOR:

Orange w/black outline OR
Orange w/white outline

2. SINGLE COLOR:

Black OR white outline

3. TWO COLOR / GREYSCALE:

Black outline w/white fill OR white
outline w/black fill

WHITE OR LIGHT BACKGROUND



BLACK OR DARK BACKGROUND

Applicable if logo is on a solid black background or black outline is illegible.



UNACCEPTABLE USAGE: BRAND LOGO

The following applies to all approved versions of the WOM logo.

GENERAL GUIDELINES

Avoid these common mistakes when applying the logo to your projects. Special considerations can be made per approval by Corporate Marketing. Contact the Corporate Marketing Team for assistance or questions regarding the appropriate use of the WOM logo.



X Avoid distorting the logo vertically or horizontally. When resizing, be sure to keep the logo proportionate.



X Always use the designated wordmark for the logo. Do not replace or resize with a different font. This includes always using the appropriate "®" registration symbol.



X Avoid using the logo on overtly busy backgrounds. Consult with the Corporate Marketing Team to ensure which logo is best suited or what other solutions are available.



X Do not use or create a new logo for a department or project and use it in conjunction with the WOM logo. Special circumstances such as these require development and approval by Corporate Marketing for application.



X Never rearrange the word mark and logo on the horizontal application of the logo. The wordmark should always be on the right side of the main logo.

COLOR

Do not replace or interchange the colors on any version of the logo.



X Use only the designated WOM orange and black color codes. Avoid substituting for similar colors.



X Do not use any other colors for the WOM logo. Reference only the designated color codes in this brand guide.



X For single color application, do not fill the logo with all black or all white. Reference the designated single color application.



X Do not swap the designated WOM colors.



X For single color application, do not use any other color except black or white.



X Do not replace the black outline around the logo with any other color except black or white as demonstrated in this brand guide.

BRAND COLORS

PRIMARY COLORS

Primary colors help to quickly identify a brand. These are the core colors of the brand and are often incorporated into the company's logo.



RGB: 243,111,32
CMYK: 0,70,100,0
HEX: #F36F20
PMS: 1585C (P30-8C)



RGB: 75,88,107
CMYK: 40,23,5,61
HEX: #4B586B
PMS: 7545 C (P174-13C)



RGB: 0,0,0
CMYK: 65,53,51,100
HEX: #000000
PMS: Black 6C



RGB: 255,255,255
CMYK: 0,0,0,0
HEX: #FFFFFF
PMS: White

SECONDARY COLORS

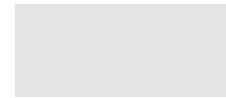
Secondary colors highlight and complement the primary color or colors. WOM incorporates a range of 3 colors to provide additional palette options and help with recognition and consistency. Suggested applications would be for full color spreads in backgrounds.



RGB: 207,201,205
CMYK: 1,4,1,20
HEX: #CFC9CD
PMS: 427C (P172-1C)



RGB: 59,71,82
CMYK: 33,15,5,77
HEX: #3B4752
PMS: 432C (P174-15C)



RGB: 229,229,229
CMYK: 0,0,0,10
HEX: #E5E5E5
PMS: Col Grey 1C (P179-2C)

TERTIARY COLORS

A tertiary color is a third level of a color palette that complements the primary and secondary colors. A favorable reference point for the use of these colors is 10% of the entire color palette. Even though tertiary colors are not used often, they are still useful in adding diversity to the palette. These colors are to be used sparingly, most often for charts and graphs.



RGB: 83,123,94
CMYK: 42,0,47,50
HEX: #537B5E
PMS: 5615C (P147-13C)



RGB: 117,158,180
CMYK: 39,10,5,25
HEX: #769FB5
PMS: 7695C (P111-3C)



RGB: 104,112,142
CMYK: 38,29,3,41
HEX: #68708E
PMS: 7667C (P102-13C)

TYPOGRAPHY

PRIMARY FONT

The English typeface for WOM is Century Gothic. This versatile font is available in three weights: Regular, *Italic*, and **Bold** formats and should be used in all forms of advertising, printed collateral and digital designs.

CENTURY GOTHIC REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CENTURY GOTHIC ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CENTURY GOTHIC BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SECONDARY FONT

To ensure compatibility with Mac and PC formats on different computers or operating systems, the WOM PowerPoint uses the font Calibri for presentations only.

CALIBRI REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CALIBRI ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CALIBRI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The logo for Worldwide Oilfield Machine (WOM) features the letters 'WOM' in a bold, italicized, orange font with a black outline. A registered trademark symbol (®) is positioned to the upper right of the 'M'.

WOM[®]

WORLDWIDE OILFIELD MACHINE

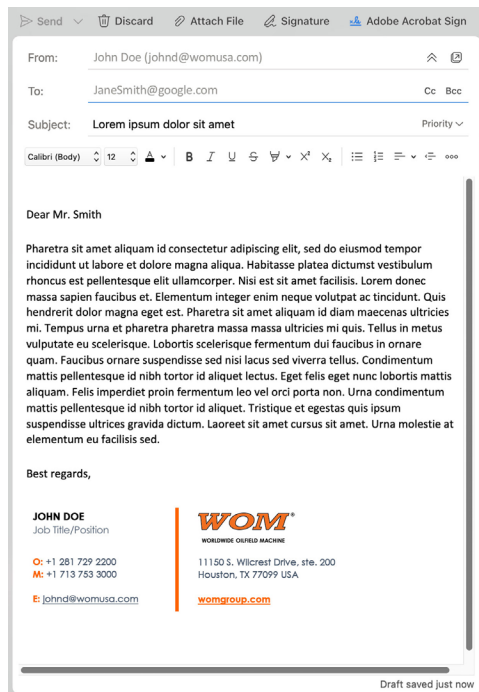
COMPANY STATIONERY

Stationery provides the company with unique branding opportunities. It establishes and reinforces who we are as a company. By creating a cohesive signature for each WOM employee on our team, we create brand recognition in every person to whom our employees send communications. Every time a customer opens our letters, emails, or any communication, they immediately see our company's colors, logo, or other graphics that identify the WOM brand.

EMAIL SIGNATURE

A consistent email signature with the corporate logo reflects the identity of the company and is the right approach to increase the positive perception of the company in the eyes of customers and prospects, while providing instant brand recognition of the organization. Essentially it is a digital form of business card.

Employees are encouraged to customize their cards as depicted in the graphic below but should refrain from adding additional graphics, logos, or non-pertinent information. Additionally, all colors should be consistent with the WOM color standards. Please contact Corporate Marketing for assistance.



OPTION 1

1 **JOHN DOE**
2 Job Title/Position

3 O: +1 281 729 2200
M: +1 713 753 3000

4 E: johnd@womusa.com

5 **WOM**[®]
WORLDWIDE OILFIELD MACHINE

6 11150 S. Wilcrest Drive, ste. 200
Houston, TX 77099 USA

7 womgroup.com

OPTION 2

1 **JOHN DOE**
2 Job Title/Position

3 O: +1 281 729 2200
M: +1 713 753 3000

4 E: johnd@womusa.com

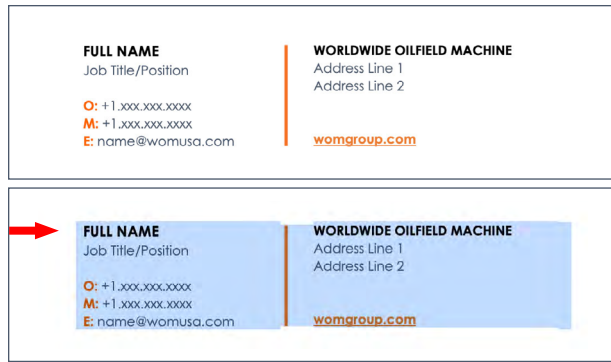
6 **WORLDWIDE OILFIELD MACHINE**
11150 S. Wilcrest Drive, ste. 200
Houston, TX 77099 USA

7 womgroup.com

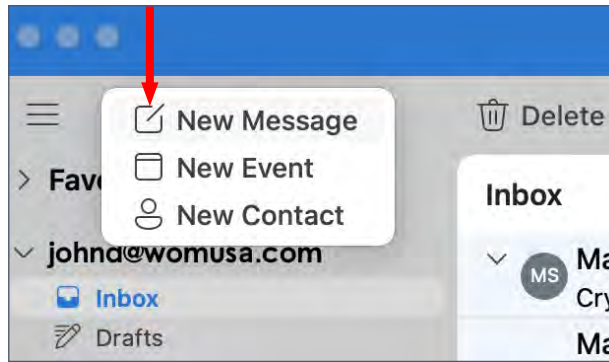
Two options are available for employees. Instructions on how to apply to your email settings are available on the next page. Please contact Corporate Marketing for special requests or assistance.

- 1. NAME**
Upper case, bold
- 2. JOB POSITION/TITLE**
Title case. May include your business segment (2 lines max).
- 3. CONTACT NUMBERS**
Office number and optional mobile number (2 lines max).
- 4. EMAIL**
Be sure to make email an active link.
- 5. COMPANY LOGO (OPTION 1 ONLY)**
Use only the full color, vertical logo with wordmark.
- 6. ADDRESS**
Lower case, regular (OPTION 2 w/company name bold, upper case). Update to your designated location.
- 7. COMPANY WEBSITE**
Lower case, bold. Be sure website is an active link.

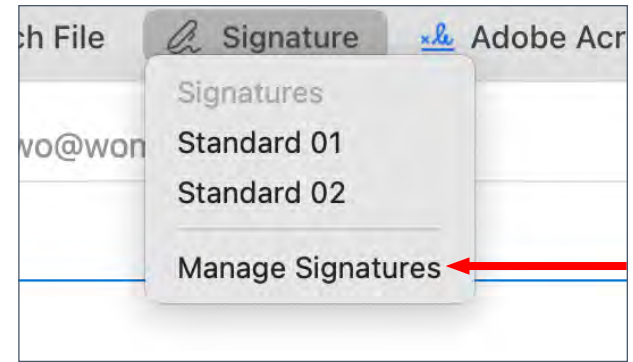
EMAIL SIGNATURE: INSTRUCTIONS



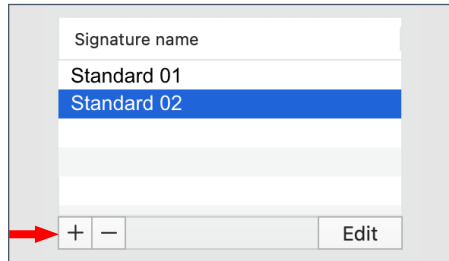
STEP 1: COPY the email signature template from the email sent to you making sure all the elements are selected.



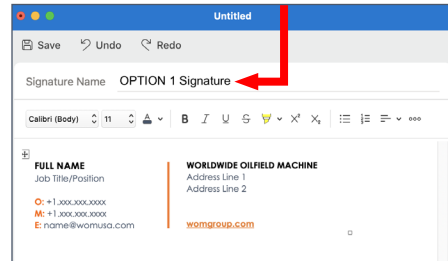
STEP 2: Create a NEW MESSAGE from the drop down button in Outlook.



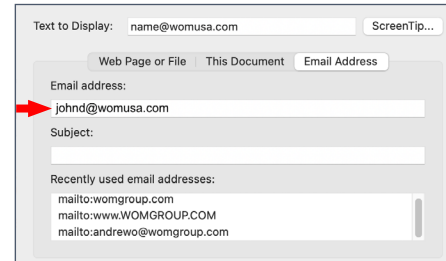
STEP 3: Select MANAGE SIGNATURES from the drop down SIGNATURE button.



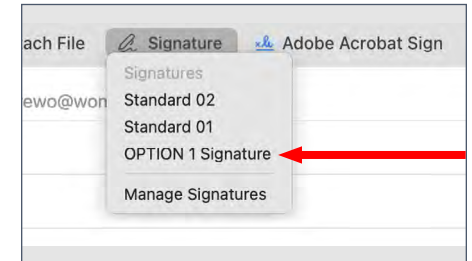
STEP 4: You can either EDIT and existing signature OR create a new one by selection the PLUS button on the bottom left. A new pop-up window will appear.



STEP 5: PASTE the new signature and customize all the appropriate information. Don't forget to name your new signature.



To make your email an active link, hi-light your email and from the FORMAT option in the main navigation bar, select HYPERLINK from the drop down selection. Click on the EMAIL ADDRESS tab and fill in your email. Click OK. You will notice your email is now underlined identifying it as an active link. The WOM website has already been programmed with an active link to the WOM website.



STEP 6: Once you have completed updating the signature template, click SAVE and close the window. Your new signature will now appear as an option in the SIGNATURE dropdown in your Outlook page. Repeat the steps to add another signature or edit if necessary.

BUSINESS CARDS

The new WOM business card prominently displays the company logo, colors, and website information for brand identity. The fonts used are as follows:

- NAME: Century Gothic Bold. No less than 10 pt.
- TITLE: Century Gothic Italic. No less than 6.5 pt.
- CONTACT DETAIL and ADDRESS: Century Gothic Regular. No less than 6.5 pt.

Social media icons are also present. Sharing your social media profiles on your business cards (and all other collateral) is a great way to increase brand awareness and recognition, and allows potential customers to get a deeper understanding of our business and develop a connection to the WOM brand.

FRONT



BACK



COMPANY LETTERHEAD

A quality letterhead standard enhances our company's image, particularly to our external audience. It is used to project formality and consistency. The letterhead is also used to show that the documents and the information contained within them are credible and genuine.

The WOM letterhead uses the company brand on the upper left topmost part of business letters. The location of the logo, title block and address block layout should always be as indicated in the template. A digital template is available for employees to customize with their own information.

On the bottom footer, the WOM website and social media icons should also be used to connect our messaging across channels.

To customize the MS Word template with your information:

1. Double click on the area(s) or go to VIEW > HEADERS & FOOTER to access those areas that require customization.
2. Be sure to SAVE AS to avoid having to fill out the information again.

To print an envelope in MS Word:

1. The company name should be spelled out entirely in ALL CAPS. Also, font sizes for both delivery and return addresses should be no larger than 10 points. Positioning should be kept at AUTO for the return address to appear on the top left of the envelope and the delivery address to be centered.



INSERT FULL NAME
Title/Position

O: +1.000.000.0000
M: +1.000.000.0000
email@womusa.com

Date

To Whom It May Concern:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Tempus iaculis urna id volutpat. Vitae congue mauris rhoncus aenean vel elit scelerisque. Eget magna fermentum iaculis eu non. Ut placerat orci nulla pellentesque dignissim enim sit amet. Consectetur purus ut faucibus pulvinar elementum integer enim neque volutpat. Volutpat odio facilisis mauris sit amet massa vitae. In eu mi bibendum neque. Lectus vestibulum mattis ullamcorper velit sed ullamcorper morbi tincidunt ornare. Cursus risus at ultrices mi tempus imperdiet nulla.

Sit amet aliquam id diam maecenas ultricies mi eget mauris. Id diam vel quam elementum pulvinar etiam. Nulla pharetra diam sit amet nisi suscipit adipiscing. Nullam non nisi est sit amet facilisis magna. Nunc consequat interdum varius sit amet mattis vulputate enim. Luctus venenatis lectus magna fringilla urna porttitor rhoncus dolor purus. Ut enim blandit volutpat maecenas volutpat blandit aliquam etiam. Tellus orci ac auctor augue. Vitae nunc sed velit dignissim sodales ut eu sem. Ultrices neque ornare aenean euismod elementum. Uma nunc id cursus metus aliquam eleifend mi in. Odio ut sem nulla pharetra diam sit amet.

Regards,

Name
Title

WORLDWIDE OILFIELD MACHINE
11150 S. Wilcrest Drive, ste. 200
Houston, TX. 77099

WORLDWIDE OILFIELD MACHINE
11150 S. Wilcrest Drive, ste. 200
Houston, TX. 77099

WOMGROUP.COM



Mr. John Smith
12345 Mason Lane
Grand Springs, CO. 80011

The logo for Worldwide Oilfield Machine (WOM) features the letters 'WOM' in a bold, italicized, orange font with a black outline. A registered trademark symbol (®) is located to the upper right of the 'M'.

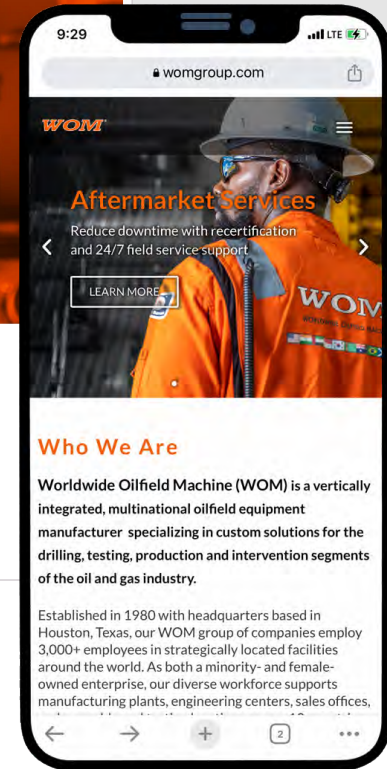
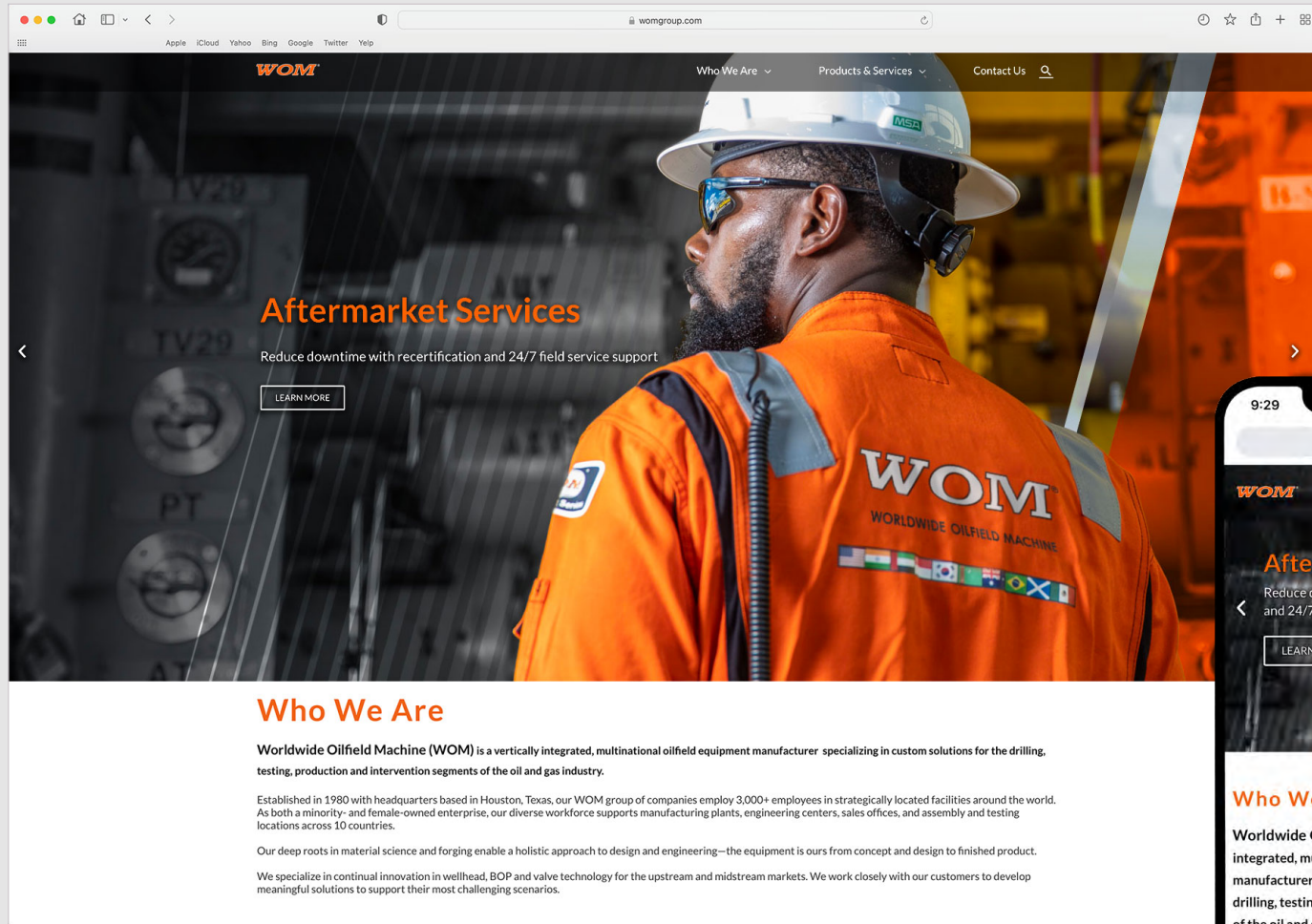
WORLDWIDE OILFIELD MACHINE

WEBSITE & SOCIAL MEDIA

Making your brand easily recognizable across the internet and all social media platforms can create a more positive experience for our audience, as well as increasing trust and brand awareness.

For social media, we have to create content quickly to provide followers with timely updates. WOM has developed simple templates to ensure brand consistency. Additionally, not all posts require original graphics. It is equally as important to make sure that the company's tone of voice is consistent across all social media platforms. This signals to the audience that the brand is reliable and that every part of their experience will be equally as good.

Corporate Marketing manages the company's channels. However, the way individual employees engage on these channels is equally important.



SOCIAL MEDIA

Social media sites typically apply the 20 percent rule to address issues imagery noisiness and news feed saturation. It helps the social network's algorithm to prioritize what appears in news feeds and address issues of imagery noisiness and news feed saturation.

The WOM brand is also applied to all its social media posts that correspond to corporate messaging. Typically, these are broken into four categories, **Hiring Events & Announcements**, **Product Posts**, and **Tradeshow Posts**. The fourth category includes general photographs of employees, daily activities, etc. Due to the nature and frequency of these posts, they don't have to include the standard branding elements but should be consistent with the normal standards and legal guidelines of the social media site and not violate WOM's standard moral practices or safety guidelines.

STANDARD SOCIAL MEDIA POSTS SPECS

Facebook – 1200 x 628 pixels.

Instagram – 1080 x 1080 pixels.

LinkedIn – 1350 x 440 pixels.

HIRING EVENTS & ANNOUNCEMENTS

Include a simple, short headline (bold) with pertinent information such as dates and time. For Hiring Announcements, keep the job titles short and listed with simple bullets. If there are more than three positions solicited, only use the main headline and location. List all positions in the write up. All other information should be included in the write up for the post.

PRODUCT POSTS

For posts promoting products, include a good image of the product supported with the name above the orange screens. All other information should be included in the write up for the post.

TRADESHOW POSTS

Tradeshow events can be promoted prior and during the event dates. For simplicity, the name (or logomark) of the event can be used followed by the dates and booth number. All other information should be included in the write up for the post.



The logo for WOM (Worldwide Oilfield Machine) features the letters 'WOM' in a bold, italicized, orange font with a black outline. A registered trademark symbol (®) is positioned to the upper right of the 'M'.

WORLDWIDE OILFIELD MACHINE

BRAND APPLICATIONS

The WOM brand is built to be a true representation of who we are as a business, and how we wish to be perceived. Therefore, the proper application is absolutely critical to our business because of the overall impact it makes on the company. Branding is important when trying to generate future business. A strongly established brand can increase a business' value by giving the company more leverage in the industry. Internally, employees working for a strongly branded company stand behind the brand, and will be more satisfied with their job and have a higher degree of pride in their work. Working for a brand that is reputable and held in high regard amongst the public makes working for that company more enjoyable and fulfilling.

OFFICE SIGNAGE

The WOM brand often appears on built in structures with multiple company names or logos. The WOM logo (w/wordmark in either vertical or horizontal formats) should be placed first and maintain the appropriate safe range space around the logotype.

For signage requiring new foundations, the vertical logotype w/wordmark should be used on a white surface. Materials and construction are dependent on the vendor, but final design should be approved by Corporate Marketing.



CORPORATE OFFICES, WILCREST LOCATION, TX, USA



CANEMONT TX, USA



MACAÉ, BRAZIL



ABERDEEN, UNITED KINGDOM



PUNE, INDIA

WOM POWERPOINT TEMPLATE

The new WOM PowerPoint template includes several layouts with design suggestions to best arrange content, graphs, images, etc. The file is also preprogrammed with the updated fonts, and color theme to be consistent with the WOM brand guidelines.

WOM
WORLDWIDE OILFIELD EQUIPMENT

Insert Title (Title Case) Multiple Lines Available

Presented by:

DATE: 00.00.0000

Master Headline Here (Title Case) **WOM**

Insert Main Title Here (Title Case/Bold)

Insert main content here. This content placeholder is programmed to align your content in the middle/left. You can select to change this option manually to align to the top using the general ppt menu options above.

- Main bullet points have also been programmed to be WOM orange. To apply, type in your content, then hit the "INDENT RIGHT" button in the navigation. **DO NOT hit the "bullets" button as it will default to PowerPoints normal bullet option.**
 - A secondary bullet option has also been programmed and can be activated by hitting the "indent more" button a second time.

Master Headline Here (Title Case) **WOM**

Insert Main Title Here (Title Case/Bold)

This content placeholder is designed for two column content.

- Bullets have been programmed to the same specifications for both columns.
 - A secondary bullet option has also been programmed and can be activated by hitting the "indent more" button a second time.
- The columns can also be used to insert an image, charts, graphs or video content (see slide 4).
- Unlike other slides, these content boxes align on the top. You can change this option manually using the general ppt menu options above.

Master Headline Here (Title Case) **WOM**

Insert Main Title Here (Title Case/Bold)

The content boxes in this layout also allow you to place images, charts, graphs or videos in either box.

- Bullets have been programmed to the same specifications for both columns.
 - A new color theme with the specific WOM color guides will automatically fill in your charts or graphs.

Category	Series 1	Series 2	Series 3
Category 1	4.2	2.1	2.5
Category 2	2.3	4.5	2.0
Category 3	3.8	1.8	3.2
Category 4	4.5	2.8	3.5

Master headline here **WOM**

A second layout option includes a content placeholder to add an image, graph, chart, or supporting file to your slide.

- This slide can also be used as a chapter break or secondary title slide.

Master Headline Here (Title Case) **WOM**

This layout option includes a default space to add an image, graph, chart, or supporting file to your slide on a dark background.

- The bullet option has also been programmed into this placeholder and can be activated by hitting the "INDENT RIGHT" option in the navigation bar.

Master Headline Here (Title Case) **WOM**

This layout option is designed for slides that are more image driven with a placeholder for a descriptor underneath.

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Master Headline Here (Title Case) **WOM**

CHART TITLE

1st Qtr 2nd Qtr 3rd Qtr 4th Qtr

This layout option is designed for slides that require charts or graphs with a placeholder for a descriptor underneath.

CHART TITLE

1st Qtr 2nd Qtr 3rd Qtr 4th Qtr

This layout option is designed for slides that require charts or graphs with a placeholder for a descriptor underneath.

CHART TITLE

1st Qtr 2nd Qtr 3rd Qtr 4th Qtr

This layout option is designed for slides that require charts or graphs with a placeholder for a descriptor underneath.

Thank you **WOM**

WOMGROUP.COM

WOM GEAR

PERSONAL PROTECTIVE EQUIPMENT (PPE)

WOM gear includes (but is not limited to) PPE equipment. All safety hard hats should be branded with the vertical logotype and wordmark logo.

Coveralls, should also be labeled with the WOM logo. Depending on the color or usage, the logo can either be embossed or printed onto the fabric. For orange coveralls, the two-color with w/black outline should be applied (SAMPLE A). For grey coveralls, the vertical logo with white outline and workmark should be applied (SAMPLE B).

A secondary option is to apply a 4.5 in. x 2.3 in. white patch with the full color vertical version of the WOM logo onto the coverall. The patch must include the appropriate safe-range area around the logo and have a black outline around the patch (SAMPLE B).



SAMPLE A (FRONT)



SAMPLE A (BACK)



SAMPLE B (FRONT w/PATCH)



SAMPLE B (BACK)

MERCHANDISE

WOM gear also includes goods that can be used as promotional items for tradeshows or client gifts. Please be sure to use the appropriate WOM logo. To ensure quality control and stay within certain size restrictions provided by some vendors, the standard WOM logo can be used without the company wordmark underneath. Please contact Corporate Marketing if you have questions or need assistance.

