



Society of Petroleum Engineers

SPE BRAND STANDARDS

Updated January 2017

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THE SPE LOGO

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THE SPE LOGO AND SOCIETY OF PETROLEUM ENGINEERS

SPE LOGO

SPE has several trademarks, but the most often used and recognized is the one that is often referred to as the “SPE Logo”. The SPE Logo is a registered trademark and SPE owns the exclusive rights to its use. The SPE Logo is the cornerstone of our brand and appears on all materials. It reflects our global reach, growing membership, and resources. The SPE Logo should always be treated respectfully as it is the constant in communicating our brand. Without a strong brand we will lose the trust of our members, the cornerstone of our organization.

Society of Petroleum Engineers

The full name of the organization—Society of Petroleum Engineers—must be spelled out on first reference in copy; the acronym—SPE—may be used on further reference in the same material. If the acronym will be used, it should be shown in parentheses after the first reference: Society of Petroleum Engineers (SPE).

Society of Petroleum Engineers®

In addition to being the name of our organization, “Society of Petroleum Engineers®” is also a registered trademark and is subject to SPE’s usage requirements as stated in these Brand Standards. It can be used as a stand-alone brand on one of our services or products, or it can be used in text with a generic term after it. For example, “Society of Petroleum Engineers® Workshop”.

What the SPE Logo looks like

The SPE Logo consists of the “SPE International” type treatment spanning the two globes and the registered trademark symbol (®).



Where to use the SPE Logo

The SPE Logo must be used on all global SPE websites, printed documents, emails, social media, and other materials available to SPE members, employees, and/or the general public.

Do not use the SPE Logo in conjunction with:

- OnePetro® service
- Offshore Technology Conference (OTC)
- International Petroleum Technology Conference (IPTC)

SPE Logo without name

When “Society of Petroleum Engineers” appears in the copy, the SPE Logo may be used by itself without “Society of Petroleum Engineers” spelled out underneath. The SPE Logo alone may also be used when only members will view the materials.



Society of Petroleum Engineers



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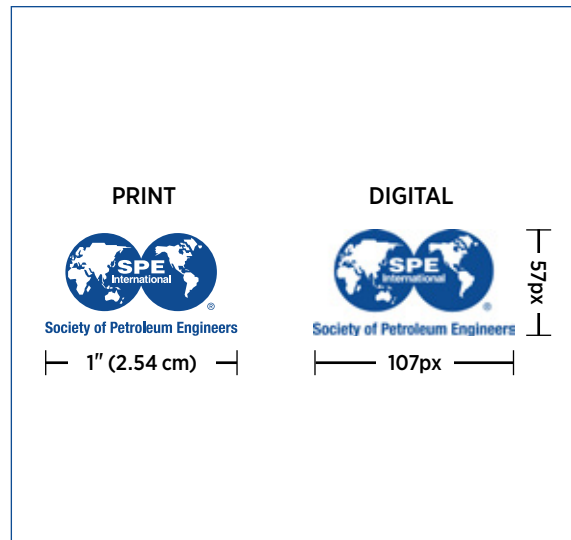
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Minimum Logo size

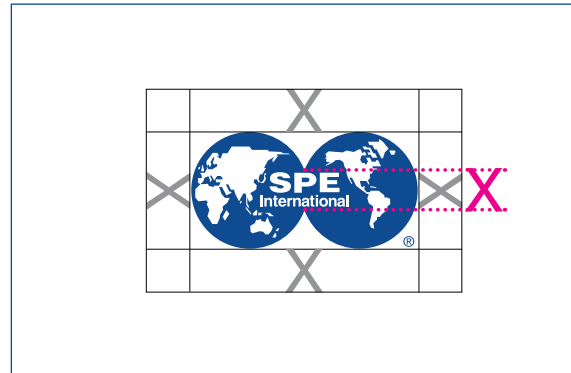
The SPE Logo must be a minimum of 1 inch across (2.54 centimeters) for print materials. For digital materials, the minimum dimensions are 107 pixels by 57 pixels. Establishing a minimum size for reproduction helps to maintain the integrity of our SPE Logo and ensures that our identity is always clear and legible. Never reproduce the SPE Logo smaller than the minimum sizes shown here. These minimum sizes apply to all uses of the SPE Logo, including those uses in connection with the “Society of Petroleum Engineers.”



*Print: actual size
Digital: pictured at 72ppi.*

Safe area around the SPE Logo

To ensure that the SPE Logo stands alone, it must be surrounded by a generous amount of space, free of distracting elements. The formula for this space, called the safe area, is 1X. The “X” dimension is equal to the height of where the globes touch on the SPE Logo. This is the minimum space required between the SPE Logo and any other text, design elements, and page edges.



The “X” dimension is equal to the height of where the globes touch

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Acceptable colors

The SPE Logo is not to be used in colors other than those specified on this page.

The SPE Logo may be used as a foil stamp in either: white, silver, gold, or black but only on either SPE Blue (see color guide), black, silver, gold, or white background.

The SPE Logo may be embossed or etched only on a solid colored background.

The name or website below the SPE Logo must be the same color as the water within the two globes.



Blue



Black



Blue reversed (white globes)



Black reversed (white globes)

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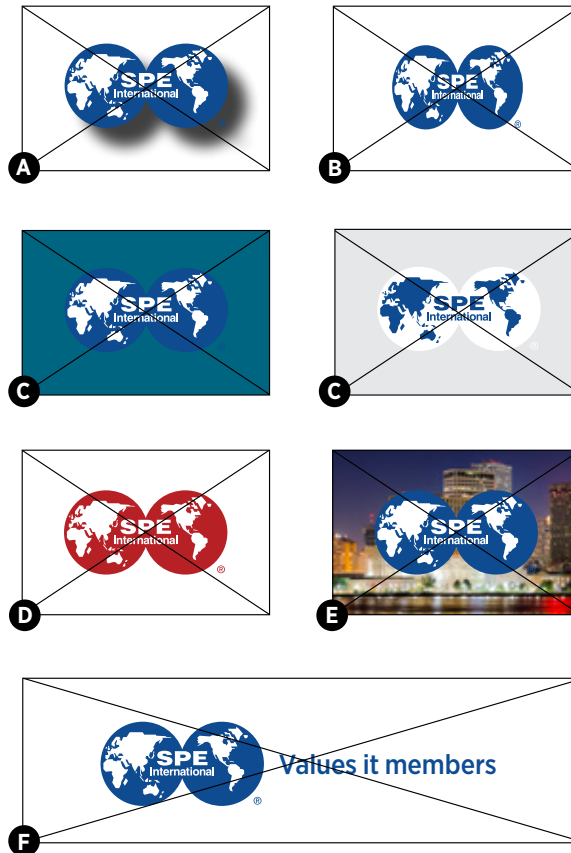
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EXAMPLES OF INCORRECT USAGE

The SPE Logo is a word and design trademark. To preserve the integrity of the SPE Logo, and to conform to legal requirements, it must stand alone, be clear and distinct, and never be altered. Any variation from the authorized SPE Logo will weaken the visual impact and effectiveness of our brand.

- A** Do not place a shadow under the SPE Logo.
- B** Do not distort the SPE Logo.
- C** To ensure proper contrast, do not use the dark globes version of the SPE Logo on a dark background, or the white globes version on a light background.
- D** Do not change the color of the SPE Logo.
- E** Do not use the SPE Logo on a background that doesn't offer sufficient contrast, or obscures the clarity of the SPE Logo.
- F** Do not use the SPE Logo as part of a sentence or phrase.



SPE SECTION AND STUDENT CHAPTER LOGOS

Guidelines for using the SPE Logo on promotional items

Promotional items (T-shirts, golf towels, mugs, pens, and the like) should include the SPE Logo for the organization and section or chapter logos, including section or chapter name for their promotional items.

SPE section and student chapter logos

SPE provides each section and student chapter with a customized logo that includes the SPE Logo and the section or chapter name. SPE authorizes use of the SPE Logo to sections and chapters only in the form provided by SPE.

Permissible uses of the SPE sections and chapters logos for events and publications can be found at:

www.spe.org/about/docs/logouse.pdf

Sections or chapter logos may not be altered.



University of North Texas
SPE Student Chapter



Monagas Venezuela Section

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SPE MEMBER ICONS

Two icons that include the SPE Logo are available for current, paid members to display on their online profiles, email signatures, letterhead, business cards, etc. One version is for professional members and the other is for student members.



Member icon



Student member icon

SPE CERTIFIED PETROLEUM ENGINEER ICON

SPE provides a special icon for SPE professional members who are qualified as SPE Certified Petroleum Engineers. The icon will be available for use in member email signatures or online profiles. The icon is emailed annually to members who have renewed their SPE membership and certification dues.



Certified petroleum engineer icon

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SPE AWARD WINNER ICON

Recipients can use it for their own self promotion in any suitable fashion.

The year will be updated annually and the name of the award will be updated as provided.

To date, this is the list of international and regional awards:

- | | |
|--|--|
| 1. Honorary Membership | 13. Cedric K. Ferguson Young Technical Author Medal |
| 2. Distinguished Lifetime Achievement Award | 14. Formation Evaluation Award |
| 3. DeGolyer Distinguished Service Medal | 15. Reservoir Description and Dynamics Award |
| 4. Charles F. Rand Memorial Gold Medal | 16. Production and Operations Award |
| 5. Anthony F. Lucas Technical Leadership Gold Medal | 17. Completions Optimization and Technology Award |
| 6. Lester C. Uren Technical Excellence Award | 18. Drilling Engineering Award |
| 7. John Franklin Distinguished Professional Carll Award | 19. Projects, Facilities, and Construction Award |
| 8. Public Service Award | 20. Health, Safety, Security, Environment, and Social Responsibility Award |
| 9. Distinguished Achievement Award for Petroleum Engineering Faculty | 21. Distinguished Membership |
| 10. Young Member Outstanding Service Award | 22. Robert Earl McConnell Award |
| 11. Distinguished Service Award | 23. Distinguished Corporate Support Award (regional only) |
| 12. Management and Information Award | 24. Regional Service Award (regional only) |



Award winner icon blue



Award winner icon reversed white

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COLOR PALETTE

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4.2 Secondary Color Palette


COLOR PALETTE

PRIMARY COLOR PALETTE


The color palettes (primary and secondary) are to be used when designing specifically for SPE brand as a whole, such as membership and tradeshow projects. Sub-brands establishing their brand identity, like PetroWiki® or HSE Now™ can either follow the primary and secondary color palette or one can be created for them. For sub-brand color specifics please refer to that sub-brand's section within this document.



SPE Blue
PMS 293
CMYK: 100 80 10 2
RGB: 13 76 146
Web: #0046AD




SPE Medium Blue
PMS 300
CMYK: 100 57 0 2
RGB: 0 103 177
Web: #0067B1




SPE Dark Yellow
PMS 130C*, 109U*
CMYK: 0 30 100 0
RGB: 240 171 0
Web: #F0AB00


SECONDARY COLOR PALETTE




SPE Light Blue
PMS 283
CMYK: 40 10 0 0
RGB: 137 195 229
Web: #89C3E5




SPE Orange
PMS 716
CMYK: 0 70 100 0
RGB: 230 106 63
Web: #E66A3F




SPE Dark Green
PMS: 377
CMYK: 60 0 100 10
RGB: 127 181 57
Web: #7FB539



SPE Light Yellow
PMS 116C*, 114U*
CMYK: 0 20 100 0
RGB: 254 203 0
Web: #FECB00



SPE Light Green
PMS 375C*, 374U*
CMYK: 40 0 100 0
RGB: 166 206 57
Web: #A6CE39



SPE Purple
PMS 7446
CMYK: 60 50 0 0
RGB: 113 126 189
Web: #717EBD