

APACHE ^{BRAND} Standards



*EXPLORING
what's
possible*

*Apache
GOLD*

The Apache brand is no more and no less than the work we do every single day.

THE LOGO

Modern, disciplined, fast. The italicized typeface personifies Apache's sense of urgency. Hard, angular lines underscore our discipline while curved lines illustrate our commitment to innovation. In combination, they personify our contrarian spirit — we will not be boxed in.

THE COLOR

APACHE GOLD represents the new light on the horizon, a symbol of the new horizons we seek in exploring what's possible. It also represents the gold standard to which we hold ourselves in all our endeavors.

There is only one gold standard.

Apache Gold is a unique color chosen specifically to represent our company. Because consistency of color across all applications is really important, use the formulas on the facing page to meet the gold standard.

VARIATIONS IN COLOR

Please note that allowances should be made for variations in color due to different paper stocks, monitor calibrations and projected colors. The PMS value is the gold standard, which all values should match.

WHEN TO USE WHAT

PMS, CMYK, RGB, and HTML values for the logo colors are listed on the next page. These values enable accurate reproduction of the logo across both print and digital media.

PMS [spot] values are used for offset printing only. The PMS color is preferable because it is the truest representation of Apache Gold. Use for stationery and whenever your print capabilities allow for it.

CMYK values are used for four-color process offset printing or digital printing; use for applications such as brochures, newsletters and posters. Ask your print vendor what kind of printing process you will be using.

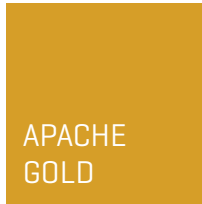
RGB values are used only for video or on-screen applications such as projected presentations, digital signage, video, web and email.

LOGO FILES

Logo files can be found at www.apachecorp.com. If you need a different size or format, please email the Public Affairs Department: Lorraine.Richardson@apachecorp.com.

When choosing a logo format for your application, always use the vector format (.ai or .eps) as your first option, as this is purest form of the mark. If the vector format cannot be placed in your application, use .tif formats for print, or .jpg/.png/.gif for screen use.

Note: You must have Adobe Illustrator to open .ai files.



PMS [print]

PMS 110 U

CMYK [print]

C: 12
M: 28
Y: 100
K: 10

RGB [screen]






R: 207
G: 159
B: 36
HTML: CC9F26

REPRODUCTION ON COLORED BACKGROUNDS

Apache Gold is our primary logo color. It is best used on white or dark neutrals, specifically umber and black as indicated in the Apache identity colors.

If the logo will not be legible in gold or black for your one-color application, the logo may be reversed in white.

APACHE ^{BRAND} Standards

ONE COLOR - GOLD		APPROPRIATE FOR <ul style="list-style-type: none">Full-color print applicationsElectronic applications
TWO COLOR - DARK NEUTRAL		
ONE COLOR - BLACK		APPROPRIATE FOR <ul style="list-style-type: none">Print applications only where printing process is limited to one color
ONE COLOR - WHITE	 	APPROPRIATE FOR <ul style="list-style-type: none">Specialty one-color applications where Gold or Black are not legible [ex. vehicle tinting]

The logo needs room to breathe.

CLEAR SPACE

To ensure integrity and legibility, the Apache logo should be kept clear of competing text, images and graphics. It must be surrounded on all sides by an adequate clear space.

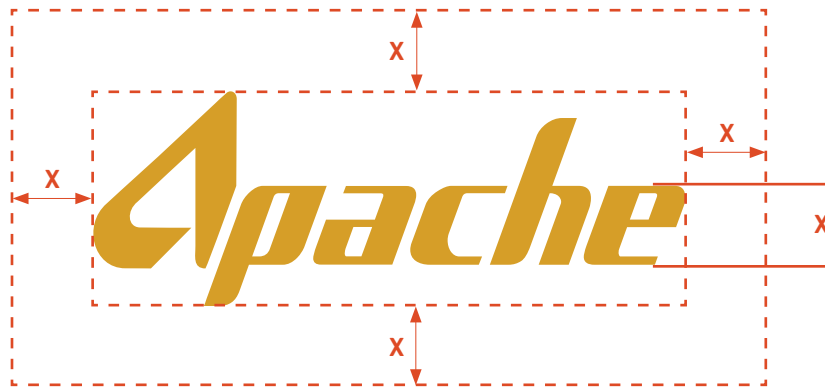
Whenever possible, maintain more clear space around the logo than the minimum specified. The minimum clear space for the logo is X, where the value of X is derived from the height of the lowercase “e” in the word “Apache.”

LOGO MINIMUM SIZE

In order to ensure that the Apache logo is reproduced legibly at a small size, minimum size requirements must be observed in all applications.

The minimum size the Apache logo can be reproduced is 1 inch.

LOGO WITH CLEAR SPACE



Saying exactly what we mean.

Attaching our tagline to our logo is the best way to reinforce the Apache identity — innovative, agile and exploring like never before.

LOGO WITH TAGLINE

While we would like to use the logo with tagline whenever and wherever possible, it does present some limitations that the standard Apache logo does not.

Because the logo with tagline is appropriate only when the tagline is legible, it should not be used in instances where the logo is particularly small or subject to less-precise production methods. Examples include document headers, apparel and promotional items like golf balls.

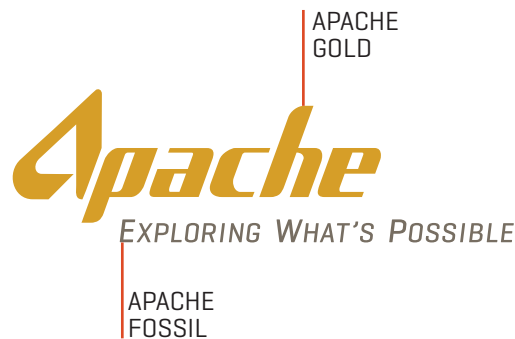
THE COLORS

APACHE GOLD represents the new light on the horizon, a symbol of the new horizons we seek in exploring what's possible. It also represents the gold standard to which we hold ourselves in all our endeavors.

APACHE FOSSIL, a supporting color used in our tagline, conveys the financial stability and strength that enables our continued exploration.

MATCHING THE COLORS

Because consistency of color across all applications is really important, use the formulas on the following page to meet both the gold and fossil standard.



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APACHE^{BRAND} Standards

The hard and fast rule is very simple — if you're planning to alter the logo in any way — don't.

If you need help finding a logo that works for your application — ask. Otherwise, make sure the logo is positioned away from competing imagery. Avoid these temptations.

PROPORTION

Do not alter, stretch or condense the logo or realign any of the logo components.



VARYING ELEMENTS

The Apache logo should never be altered, modified or reproduced in any way. Do not reconfigure or recreate the logo design in any way. Do not add type or any other design element to the logo. Do not use the logo as a word.



MANIPULATION

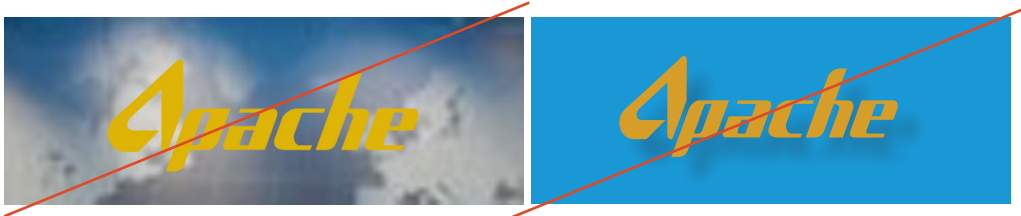
Do not add other design elements to the logo [e.g. outlines, strokes or drop shadow].



APACHE^{BRAND} Standards

EFFECTS

Do not place the logo over busy, high contrast imagery. Do not use shadows, borders or any other effects.



RESOLUTION

In digital environments do not use artwork that appears pixelated or has a low resolution.
















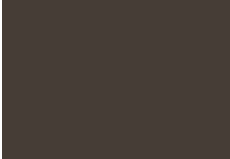


COLOR

Do not change or alter the colors of the logo.



APACHE COLOR PALETTE

			APACHE GOLD Pantone 110 12, 28, 100, 10 207, 159, 36 CF9F24
	SUNSHINE Pantone 113 2, 8, 80, 0 250, 224, 80 FCDF50		SKY Pantone 297 51, 5, 3, 0 111, 197, 232 6FC5E8
	LEAVES Pantone 7487 47, 0, 80, 0 145, 202, 100 91CA64		URGENT 8, 86, 100, 1 220, 74, 38 DC4A26
	ENERGY Pantone 2925 76, 25, 0, 0 15, 154, 214 0F9AD6		TREES Pantone 362 74, 15, 100, 2 78, 157, 69 4E9D45
	SEISMIC Pantone 200 16, 100, 87, 6 194, 32, 50 C22032		OCEAN Pantone 3025 100, 65, 37, 21 0, 79, 110 004F6E
	SAGE Pantone 5625 57, 36, 56, 10 114, 132, 114 728472		EXPLORE Pantone 491 32, 87, 73, 33 130, 49, 52 823134
	DISCOVER Pantone 3282 100, 23, 58, 6 0, 134, 124 00867C		FOSSIL Pantone 404 51, 49, 56, 18 120, 110, 100 786E64
	DESERT Pantone 7530 36, 38, 48, 3 165, 148, 131 A59483		UMBER Pantone 462 47, 61, 83, 44 95, 70, 43 5F462B
	DIRT Pantone 8624 60, 62, 66, 51 70, 61, 54 463D36		

Embroidery Thread Color:

Madiera 1192 Gold

CONTACT INFORMATION:

For questions regarding the files provided,
please contact Anne Hedrich at pr@apachecorp.com.

Apache
EXPLORING WHAT'S POSSIBLE