

# APACHE <sup>BRAND</sup> Standards



**EXPLORING**  
WHAT'S  
POSSIBLE

Apache  
**GOLD**

Geogrotesque  
**AKZIDENZ**  
Adelle

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

### WHAT ISN'T A BRAND?

A brand is not our name. It is not our logo. A brand is shorthand for the complex relationships we have with our customers, partners and neighbors in the world. It's what they think when they hear "Apache" or what they feel when they see our signage. Our brand is sensitive to experiences and perceptions — good and bad.

### WHERE DO YOU FIND THE BRAND?

The front line for the Apache brand is every experience an individual might have with Apache, which means the Apache brand is driven primarily by the work you do every single day. The Apache brand is also communicated daily, weekly, monthly and annually by various written materials and presentations, including these detailed below.

## 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 below. 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](http://www.apachecorp.com). If you need a different size or format, please e-mail the Public Affairs Department: [Lorraine.Richardson@apachecorp.com](mailto: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 – coated paper]	PMS 117 C
PMS [print – uncoated paper]	PMS 7405 U
CMYK [print]	C: 2 M: 22 Y: 100 K: 15
RGB [screen]	R: 199 G: 153 B: 0 HTML: C79900

### 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 <sup>BRAND</sup> Standards

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

## All that brand in one little mark?

Before a potential client, partner or community meets an Apache, they often see our mark in the world. Because our logo represents us, it must reflect our values, our purpose and this time in our history. That's a lot of meaning in one little mark, so don't change it.

### 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.

## 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.

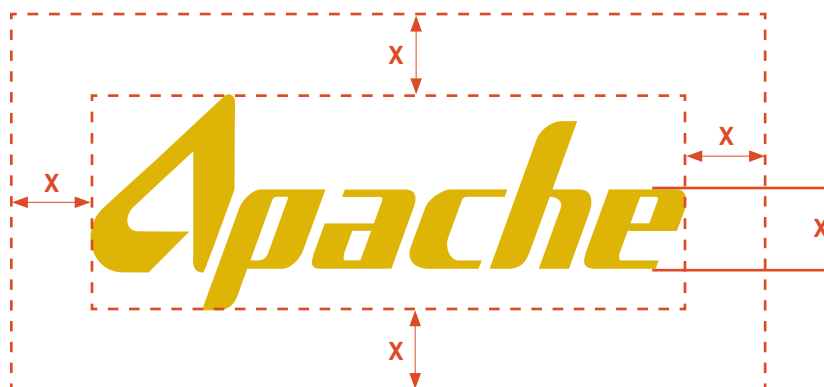
Whenever possible, maintain more clear space around the logo than the minimum specified. The minimum clear space for the logo is X, where the value of X is derived from the height of the lowercase "e" in the word "Apache."

### 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.

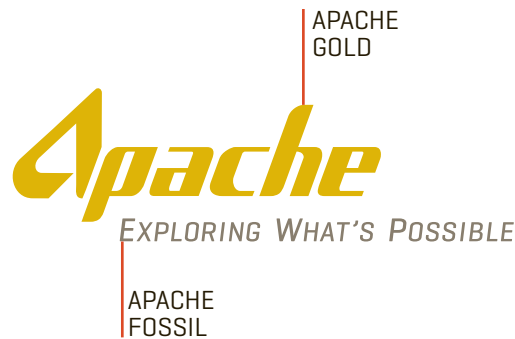
### THE COLORS

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.



### WHEN TO USE WHAT

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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.

### 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.

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.



## MANIPULATION

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



# APACHE<sup>BRAND</sup> 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***

EXPLORING WHAT'S POSSIBLE