The high quality standards of our products and our self-image must also be reflected in the way the logo is used.

A fixed unit
The logo is a fixed unit which must not be changed, made up of graphic and textual elements. It inspires acceptance and confidence and – provided it is used in line with the corporate design rules – is particularly important for all communication.

Three-color version of the logo
The three-color logo version is OMV’s corporate symbol and should be used in all OMV publications. This logo version has absolute priority and should always be used with the claim (p. 8). The logo must always be positioned on a white background.

If there is no light, neutral-colored background, then a white field has to be added to the design. The field is defined as follows:

- The logo width \( a \) = blank space height \( a \)
- The logo must be centered.
- This results in border width \( b \), which is the same on each side.

One-color, positive logo version
The one-color, positive logo version is used in one-color designs and should be positioned on a neutral-colored background.

Exception: In one-color publications where OMV acts as a sponsor and is not responsible for the design, the one-color logo version may appear on a background which is up to 60% gray. If the background area has more than 60% color coverage, the one-color OMV logo should be used in negative white.
Rules for use

The logo is used on all media and on all products to show that they are from OMV. Careful use of it is an important element of corporate design. The correct use of the logo plays an important role in strengthening brand identity.

The following rules must be applied when using the logo:
- Always use an original file from OMV for the logo.
- The logo must always be on a white background.
- It must always be located in a prominent position.
- The protected zone around the logo must be maintained.
- Only ever use original artwork.

Downloads of OMV logos are available at www.omv.com.

In combination with OMV Petrom

Whenever the OMV logo is used with the OMV Petrom logo, all claims should be omitted. The two logos displayed must be the same height, with an interval of half the width of the OMV logo. The OMV logo must always be positioned to the right of the OMV Petrom logo. Whenever all two logos are used, they must be in the order displayed here.

The logo must not be placed on pictures.

The logo must not be placed on colored backgrounds.

The colors of the logo must not be altered.

The dimensions of the logo must not be altered.

The logotype is a specially designed font and must not be set in other fonts.
The energy for a better life.

Die Energie für ein besseres Leben.

Formula for claim font size

\[
\text{Logo width } a \text{ [in mm]} \times 3 = \text{Claim font size (in pt)}
\]

<table>
<thead>
<tr>
<th>Format</th>
<th>Logo width</th>
<th>Gap between claim &amp; logo</th>
<th>Font size of claim/identification</th>
</tr>
</thead>
<tbody>
<tr>
<td>A0</td>
<td>100 mm</td>
<td>20 mm</td>
<td>60 pt</td>
</tr>
<tr>
<td>A1</td>
<td>70 mm</td>
<td>14 mm</td>
<td>42 pt</td>
</tr>
<tr>
<td>A3</td>
<td>30 mm</td>
<td>6 mm</td>
<td>18 pt</td>
</tr>
<tr>
<td>A4</td>
<td>20 mm</td>
<td>4 mm</td>
<td>12 pt</td>
</tr>
<tr>
<td>A5/A6/DL</td>
<td>15 mm</td>
<td>3 mm</td>
<td>9 pt</td>
</tr>
</tbody>
</table>
“The energy for a better life.” is our lasting brand promise and reflects the substance of the OMV brand.

Claim

**The energy for a better life.**
The claim “The energy for a better life.” sharpens the brand profile and is primarily used in promotional communication (e.g. advertisements, posters, TV endings) and for OMV’s brochures and sponsorship activities.

**Claim and logo**
The claim never appears alone, it is always in conjunction with the logo. The distance between the two is fixed. The claim is always to the left of the logo and is set in Arial Bold. The claim and logo are positioned on the same baseline.

**Language versions**
Country-specific versions are defined for use outside the English-speaking area (e.g. German, see example on left). The content of the language versions must not be altered.

**Spacing and font size**
The sizes of the claim and logo in relation to each other and the spacing between them is fixed for all common formats. They are scaled proportionally for all other formats. Double pages and single pages are treated the same (e.g. double-page A4 spread is equivalent to a single-page A4.)

The logo width used provides the basis for determining the font size used for the claim. The spacing between the claim and the logo is one fifth of the logo width.

The font size used for the claim is three times the spacing (specified in millimeters) in “pt”.

Downloads are available at www.omv.com.

**Exception: “2-line claim”**
In exceptional circumstances the claim can also be used across two lines to the left of the logo. The right alignment of both lines of the claim and the defined distance between the logo and claim shown here are compulsory. The distance between the claim and the logo is one third of the logo width.