Design Guide
June 2018

The energy for a better life.

OMV Aktiengesellschaft
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Contact
If you have any questions, please contact Egon Ostermann, Corporate Communications (Egon.Ostermann@omv.com)

Digital templates
You can download the logo with or without claim from www.omv.com. A variety of templates can be found in the media database.

The Online Style Guide should be used for online applications.
The energy for a better life.

Corporate design is the visual expression of our brand identity. It facilitates internal and external communication to spread the OMV philosophy: “The energy for a better life.”.

Corporate design shows that we are one company and thus one strong brand. All business areas benefit from this umbrella brand strategy.

Only if we speak “one” visual language in all forms of communication and across every business area are we able to create a uniform and unmistakable brand profile – one face to the customer. This enables all customers and employees to identify closely with the company and strengthens credibility and confidence in OMV.

This brochure presents the basic elements of our corporate design and shows the “look and feel” of OMV with the help of usage examples. Please use this guide as an everyday tool for your work with corporate design.
The OMV logo

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 $a = \text{blank space height } a$
- 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.

The logo represents the strength and success of our brand.
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 dimensions of the logo must not be altered.

The logo must not be used in the bleed.

The logo must not be placed on colored backgrounds.

The colors of the logo must be maintained.

The logo must not be placed on pictures.

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.
From the Aktiengesellschaft to the business areas and the product – all activities and products are communicated under the OMV umbrella brand.

Identification

OMV Aktiengesellschaft
OMV Upstream
OMV Downstream
Global Solutions

Brand architecture
The Aktiengesellschaft, all business areas and product brands are subordinate to the OMV umbrella brand and are identified with a supplement (the identification) to the name “OMV”.

Other supplements and logos are not used. The identification always appears without the legal designation; national or other associated companies are only mentioned in the legal form within continuous text or in the address block. Other designations are now only identified with the name “OMV” and not as previously with the logo (e.g. OMV Resourcefulness, OMV Run & Fun).

Visualization
The name “OMV” is always written in capital letters, the identification always in a combination of upper and lower case letters. The identification and accompanying word pairs (e.g. OMV logo) are positioned next to each other without a hyphen. Other styles are not permitted.

The identification is always set in Arial Narrow, its font size is the same as the claim used, which in turn is based on the size of the logo (see pages 6/7.) This also applies when no claim is used.

Positioning in the layout
The identification is preferably set flush right with the logo in Energy Flash.

There is a different positioning for the identification in business stationery.

OMV Resourcefulness
A green Energy Flash is used to identify “OMV Resourcefulness”.
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.
From brochures to the homepage: the powerful, clear colors give our brand a unique and unmistakable character.

Colors

**Primary colors**
Blue is the basic color while green is used for accentuation. The Pantone color scale serves as a guideline.

The RAL information only applies for paintwork. RGB and hexadecimal apply to internet usage or multimedia. No numerical definition, however, is a substitute for a direct comparison with original color samples.

**Gradations**
The OMV colors can be screened in 10% increments (100%, 90%, 80%…).

Black is reserved for typography.

**Secondary colors:**
In addition to the defined primary colors the following secondary colors (RGB) can be used for internet and multimedia applications:

**OMV Blue**
Pantone® 295 C
CMYK C100 M60 Y0 K50
RGB R0 G51 B102
Hex #333366
RAL 5010 gentian blue

**OMV Green**
Pantone® 368 C
CMYK C65 M0 Y100 K0
RGB R102 G204 B0
Hex #33CC00
RAL 6018 yellow-green
Weighting of colors

The generous use of white space accentuates the OMV colors and enhances the brand’s clear and distinct identity.

The OMV colors should only be used sparingly and with careful consideration.
Consistent fonts are a key component of the brand identity in internal and external communication.

**Typography**

**Main Font: Arial**
- Arial Regular
  - Variable type size
  - Alignment: ranged left or right
  - Color on picture/blue background: white
  - Color on white background, e.g. inside pages: blue

**Exception: Univers**
- Univers 57 Condensed Regular
  - see Arial
- Univers 57 Condensed Regular
  - see Arial
- Univers 57 Condensed Regular
  - see Arial
- Univers 65 Bold
  - see Arial
- Univers 55 Regular
  - Type size 9 pt with 12 pt spacing
  - see Arial
- Univers 65 Bold
  - Type size 9 pt with 12 pt spacing
  - see Arial
- Univers 65 Bold/Univers 65 Bold
  - see Arial
- Univers 55 Regular
  - see Arial
- Univers 55 Regular
  - see Arial
- Univers 55 Regular/Univers 65 Bold
  - see Arial
- Univers 55 Regular
  - see Arial
- FFDingbats Basic Forms Bold
  - see Arial

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Example of applying typography to a business card using Arial
**Print types**

Arial Bold Arial is used as the basic correspondence font, i.e. for business cards, letters and faxes.

Univers is used for all typography in high-quality print publications, such as annual report, brochures, folders, advertising and so on. Print publications should be agreed with Andreas Walk, Corporate Communications (Andreas.Walk@omv.com).

**Use of color**

Blue is reserved for headlines, marginal notes and page numbers, body copy is black. Exception: all typography is white on blue or dark picture backgrounds.

Green may be used as a font color for charts and graphics, but should not be dominant.

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**Typography**

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**Use of color**

Blue is reserved for headlines, marginal notes and page numbers, body copy is black. Exception: all typography is white on blue or dark picture backgrounds.

Green may be used as a font color for charts and graphics, but should not be dominant.
It is important that the text is easy to read. Avoid line spacing that is too close together or far apart.

Outline fonts, shadow type, underlined text, texts emphasized by spacing and fonts with color gradients are not permitted. Continuous text must never be laid on top of images or graphics.

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Design principles: page division, Energy Flash

**Binding design principles**

In addition to the consistent use of the logo, claim, font and color, the unmistakable visual identity of OMV rests on the following two design principles:

1. **Page division**
2. **Energy Flash (“the blue bar”)**

OMV should be easy to recognise even if the logo is not visible.

All dimensions and sizes are determined by the predefined logo widths. These are listed in the “dimensions” table for the common formats. Landscape or special formats need to be adjusted accordingly.

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Portrait</th>
<th>Logo width</th>
<th>Branding area height</th>
<th>Energy Flash divider</th>
<th>Line width</th>
</tr>
</thead>
<tbody>
<tr>
<td>A0</td>
<td>100 mm</td>
<td>216 mm</td>
<td>35.0 mm</td>
<td>2.50 mm</td>
<td></td>
</tr>
<tr>
<td>A1</td>
<td>70 mm</td>
<td>153 mm</td>
<td>24.5 mm</td>
<td>1.75 mm</td>
<td></td>
</tr>
<tr>
<td>A3</td>
<td>30 mm</td>
<td>76 mm</td>
<td>10.5 mm</td>
<td>0.75 mm</td>
<td></td>
</tr>
<tr>
<td>A4</td>
<td>20 mm</td>
<td>54 mm</td>
<td>7.0 mm</td>
<td>0.50 mm</td>
<td></td>
</tr>
</tbody>
</table>

Digital templates are available from Egon Ostermann, Corporate Communications: Egon.Ostermann@omv.com
1. Page division

Single pages such as title pages for brochures or internal posters are divided into three sections:
- Emotional area
- Energy Flash
- Branding area

**Emotional area**
This contains the cover image and the headline. The size of the image is determined by the position of the Energy Flash in the format, which conforms to the formula below including the white divider.

**Energy Flash**
The Energy Flash contains the identification of the business area and is separated from the cover image by a white line.

**Branding area**
This area is exclusively reserved for the logo and the claim.
3. Energy Flash

The Energy Flash creates a visual representation of dynamism and movement through its asymmetric color gradation from OMV Blue to Highlight Blue and back to OMV Blue. On single pages it separates the image from the Branding area (logo and claim) and contains the identification of the respective OMV area. On inside pages it separates images and headlines from the content below. The Energy Flash is always separated from the images above with a thin white line.

Usage guidelines for single pages and double spreads (A4 used as example*):

- Line width of white divider: 0.5 mm  
  Energy Flash height: 7 mm

- **Energy Flash for single pages:**
  The lightest area ("highlight") of the color gradation is at 70% of the left format edge (this also applies to the back cover)

- **Energy Flash for inside double-page spread:**
  The lightest area ("highlight") of the color gradation: only on the right-hand inside page, positioned as on a single page (title page); the bar continues on the left-hand inside page in OMV Blue (see example p. 29)

The Energy Flash is always a blue gradient, with the only exception being the green Energy Flash of OMV Resourcefulness.

For black and white printing the Energy Flash should be screened appropriately.

* Other formats should be adjusted using the "dimensions" table (p. 16).
The Picture style is an essential form of communication in our corporate design.

Picture style

The Picture style conveys the Driving Values "Pioneer", "Professionals" and "Partners" through the style and content of the pictures.

**OMV Picture style principles**

The following five principles must be followed when framing and choosing pictures:

1. **Capture authentic situations.**
   Authenticity is the highest priority. The framing must look believable and not come across as staged.

2. **Project technological expertise.**
   The content of the images projects OMV’s skills and expertise. The choice of subject should have a technical theme.

3. **Ensure lighting and colors look natural.**
   By using natural lighting and colors the picture conveys a friendly, natural atmosphere. This applies both to pictures of staff and facilities.

4. **Generate positive feelings.**
   Friendly, inviting subjects project openness and optimism. Avoid cold or threatening situations.

5. **Communicate professionalism and a sense of calm.**
   The pictures should have depth and convey a sense of calm. Using asymmetric framing makes the image exciting. Avoid creating interest through unusual camera positions or extreme details.

**Stylistic methods which are not permitted:**

Collages and illustrations.

**Photo shoots**

HSSE guidelines must be observed on all photo shoots.

**Images from the OMV media database**

The OMV media database is regularly updated with the latest OMV photos: www.omv-mediadatabase.com
3. Ensure lighting and colors look natural.

4. Generate positive feelings.

- Obviously staged situations. People posing and smiling into the camera
- Subjects which look old and worn out
- Garish colors, harsh light/shadows and strong contrasts
- Presenting situations which look threatening
- Subjects which don’t fit OMV’s high-tech character
- Black and white photography
- Mixed effects such as B/W and color
- Duplex photos
- Collages
- Extreme distortions

5. Communicate professionalism and a sense of calm.
First impressions count: headed paper and business cards convey the OMV brand.

Business stationery

Headed paper:
- The paper is pre-printed with the logo in the top right-hand corner, all other details are put in a Word macro on your PC.

Business cards:
- Top left is always for identification (business area) only, while the company name is in the address block positioned bottom right.
- If more lines are needed (e.g. phone, email), these must be added from the bottom up.

Stamps:
- The color of the stamp is always blue.

General:
- On business cards and stamps longer company names should be divided sensibly, e.g. OMV Exploration & Production.
The PowerPoint slides are pre-installed as templates on every OMV computer. They are available in German and English in 4:3 and 16:9 formats.

A standard picture template is provided for title pages with an image. Other templates can be found in the OMV media database: www.omv-mediadatabase.com.

Presentations should only be used externally in PDF format to avoid display problems.

The clear and uniform design of presentations conveys professionalism and puts the content center stage.
Whether it’s an image brochure or an annual report, the clear, succinct design of the OMV publications illustrates the link between experience and innovation.

**Brochures**

**Layout**
The layout conforms to the basic principles of the corporate design (see p. 16ff). These usage guidelines apply to A4*:

**Emotional Area**
- The height is determined by the position of the Energy Flash including the white dividing line

**Energy Flash**
- Height of Energy Flash = 7 mm
- Height of the dividing line = 0.5 mm

**Branding Area**
- Height = 54 mm

* Other formats should be adjusted using the “dimensions” table (p. 16).
An image should be used on single pages such as the title page of a brochure or a poster in order to convey emotions.
Back cover of brochures (U4)
The U4 may be used for text, but only up to the Branding area. The following applies to the design:
- The cover picture should ideally fill the whole format from U1 to U4.
- Otherwise the back cover will be filled with the color of the Energy Flash and divided from the Energy Flash with a white line.
- The imprint should be positioned in the Emotional Area on the bottom left.
- The U4 may not contain a logo.

Cover spine
If the spine is wider than 2.5 mm, it must contain the title going from bottom to top.

Info box
Info boxes may be in the OMV colors green or blue and with a clearly legible font.

Format
The A4 format must be used in Europe.

Back cover (U4) with color

Back cover (U4) with image

Cover (U1)

The cover image should be extended across the back cover wherever possible.

Headlines should be short and to the point.

Intro texts and sub-headlines must never exceed 100 characters.

Continuous text on inside pages may never be set in a single column, but always in 2 columns.
Posters for internal use

As an exception for posters with longer text, the Branding area can be enlarged upwards to double the size and the resulting space can be used for text.

Pitch-side advertising

The rules for the design of pitch-side advertising banners are based on the most frequently used dimensions (4x1 m, 5x1 m, 6x1 m). The size of the OMV logo and the dimensions of the borders are defined according to the rule for “outdoor logo placement”. The application is only permitted as a combination of the OMV logo and OMV logotype (white font on a blue background) – the OMV logotype may never appear on its own.

Logo width \(a = \text{clearance height} \ a\)
Logo is centered. This yields distance \(b\), which is the same on all sides. The distance \(n\) is variable.

The height of the wordmark is equal to the height of the logo (in 6x1 m advertisements). For 4x1 m and 5x1 m advertising the logo is smaller than the wordmark by an amount equal to \(b/2\) above and below – the width of the wordmark results automatically. The basic principle outlined here can also be applied to all other banner sizes.

Pitch-side banners may never be used on top of one another.
Give-aways transfer the OMV values into the outside world. Their high quality and practical benefits reflect the image of the OMV brand.

**Give-aways**

The branding of the give-aways simply consists of the OMV logo or OMV logo with claim.

The name of the business area is not used.
Signage

Door signs (indoor)

OMV Upstream

2., Trabrennstraße 6-8

Signs (outdoor)
Exhibition stand

The design of an exhibition stand enables OMV’s brand values to be presented in 3D form and also conforms to the principles of corporate design.

Exhibition stands should be agreed with Andreas Walk, Corporate Communications (Andreas.Walk@omv.com).

Environmental protection

Renewable, environmentally friendly materials should be used for every application.

Recycled, certified paper should be used for print media and printing providers certified for their environmentally friendly printing methods should be used wherever possible.