The OMV logo
Our requirements for the quality and sophistication of our products and our self-image must be noticeable in the way we handle our logo.

An unchangeable unit
As it stands, the logo forms a fixed, unchangeable unit of word mark and figurative mark. Properly implemented, the corporate design creates acceptance and trust and is of great value for the overall communication.

3-coloured / 4c logo variation
The 3-colour logo variation is OMV’s corporate logo. This variation should be used for all OMV publications, such as folders, annual reports, press releases, PowerPoint presentations, employee magazines, etc. This logo variation takes absolute priority and should always be used together with the claim (p.10). The logo must always be on a white background.

If no colour-neutral light background exists, a white field must be created, which is defined as follows:
- Logo width \(a\) = height clearance \(a\)
- Logo is centred.
- This gives the distance \(b\), which is the same on each side.

Special case: 1-coloured / 1c logo variation
For unicoloured publications in which OMV is showcased, for example as a sponsor, and the design is not OMV’s responsibility, the following is applicable:
If the background colour is between white and 60% grey, the positive black logo is used. If the background area has more than 60% ink coverage, the negative white OMV logo is used.

You can download the OMV logo from www.omv.com, the OMV media database (www.omv-mediadatabase.com), or the intranet.
The logo stands for our brand’s competence and success.

Rules for using the logo

The OMV logo
The logo represents the sender OMV across all media and on all products. Carefully handling it is an important component of corporate design. The correct use of the logo supports the brand identity in a special way.

The rules below on handling the logo must be strictly followed:

- Original files must always be used for OMV’s logo.
- The logo must always be on a white background.
- It must always be placed in a prominent position.
- The protected space around the logo must be adhered to.
- Only original templates must be used.

DON’Ts

OMV logo combinations

The OMV logo in combination with the OMV Petrom logo
If the OMV logo is used together with the OMV Petrom logo, all claims are to be omitted. The two logos are displayed next to each other at the same height at a distance of half an OMV logo. The OMV logo is always right of the OMV Petrom logo. If both are used, the sequence shown here is binding.

The OMV GAS logo
The 3-coloured basic version of the OMV GAS logo is comprised of the OMV word mark/figurative mark, the letters “GA”, which are set to the corporate font “Univers”, and the s-shaped “flame”, which turns the “GA” into the word “GAS”. The 1-coloured logo variation is used when it is not possible to display the logo in its base colours.
Claim

The energy for a better life.
The claim “The energy for a better life.” sharpens the brand profile and is used particularly in advertising communication (e.g. displays, posters, TV closing logos) as well as in brochures and OMV’s sponsoring activities.

Claim and logo
The claim never appears by itself, but always in connection with the logo. The spacing in between the two is precisely defined. The claim is always to the left of the logo and is set to Arial Bold. Claim and logo are on the same baseline. The one-line or two-line claim may be used. Only in exceptional cases may the logo be used without a claim; if a logo is to be used without a claim, this must be coordinated with Corporate Reputation.

Spacing and font size
The claim-to-logo ratios and their spacing are defined for common formats. They are scaled proportionally for all other formats. Double-page and single-page spreads are treated equally (e.g. double-sided display A4 corresponds to single-sided display A4).

The logo width that is used forms the size from which the font size of the claim can be determined. The space between the claim and the logo is one fifth of the logo width.

The font size of the claim is three times the space (indicated in millimetres) in “pt”.

Claim font size formula

\[
\text{Claim font size} = \left( \frac{a}{5} \right) 
\times 3
\]

Die Energie für ein besseres Leben.

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“The energy for a better life.”
is what we aspire to and determines OMV’s
ccontent alignment.

Language versions
Country-specific versions are defined for non-German-speaking audi-
ences (e.g. English). The conveyed statement may not be changed in
any of the language versions.

The energy for a better life.

Logo and claim font size

<table>
<thead>
<tr>
<th>Format</th>
<th>Logo width</th>
<th>Space claim-logo</th>
<th>Font size claim/identifier</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/DIN long</td>
<td>15 mm</td>
<td>3 mm</td>
<td>9 pt</td>
</tr>
</tbody>
</table>

Minimum width of logo is 15 mm, as shown in the table.

Letter height \( a \) [unit mm] \( \times 3 = \text{claim font size [unit pt]} \)

Minimum font size of the claim in centred form is 4 pt and cannot be used in a smaller size.

Exception: centred claim
The OMV logo in the 1-coloured and 3-coloured logo variation with a
centred claim is used when space
is limited and must be coordinated separately with Corporate Reputa-
tion. This logo is used, for example, for sponsoring, giveaways, pens,
advertising materials such as roll ups, online banners, etc. The
English claim is flush with the logo. The German claim is set to the
same size and is therefore slightly outside the logo.