Contact:
For questions and suggestions, please contact Mr Egon Ostermann,
Corporate Communications:
egon.ostermann@omv.com

Where to find what
External – for all partner agencies
On www.omv.com:
CD manual, logos.
In the OMV media database
(www.omv-mediadatabase.com):
editorial images, logos, brand images

Internal – for all employees
Intranet: digital templates,
CD manuals, brand images, logos
Microsoft Office: templates for PPT
and Word
The energy for a better life.

OMV is one of the most important and innovative companies in Austria today. Yet those who want to stay at the forefront even in times of increasing digitalisation and networks will have to keep reinventing their public image.

With a refreshed corporate design, we are showcasing ourselves as a leading driver of the future – in a stylish, modern and dynamic way.

Our communication design builds on our existing brand slogan, which we already live by: The energy for a better life.

To that effect, we have combined the two components energy and better life – the innovative, cool, digital component and the warm, emotional, human component. As a positive and dynamic symbol, the new energy circle conveys OMV’s strength, innovative power, and thematic leadership.

As such, we are able to create a unique and unmistakable brand identity across all media and for any topic in a modern, strong, and emotional way. Use this guide as a daily reference when working with the most important components of our corporate design.
General Section
Logo

Structure and design

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 wordmark/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.
Die Energie für ein besseres Leben.

The energy for a better life.

Claim

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

\[
\text{claim font size [unit pt]} = \frac{\text{logo width [unit mm]}}{5} \times 3
\]

You can download the OMV logo from www.omv.com, the OMV media database (www.omv-mediadatabase.com), or the intranet.
“The energy for a better life.” is what we aspire to and determines OMV’s content alignment.

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

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.

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 Reputation. 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.
Colours

Primary colours

Blue is the base colour, green serves as accent. The definition of the Pantone colour chart serves as a guideline.

The RAL specifications only apply to paints and varnishes. RGB and Hex values refer to the values that are used online or in the multimedia area. No definition can replace colour matching with original colour samples.

Gradation
The OMV colours can be used in 10% increments in a grid pattern (100%, 90%, 80%…).

Reserved: the colour “OMV Blue” is reserved for the headings, the colour black for the typography.

Secondary colours
If other colours are used in addition to the primary colours, the following secondary colours (RGB) are defined for the Internet and multimedia uses:

- **OMV Green**
  - Pantone © 368 C
  - CMYK C85 M0 Y100 K0
  - RGB R102 G204 B0
  - Hex #33CC00
  - RAL 6018 Yellow Green

- **OMV Blue**
  - Pantone © 295 C
  - CMYK C100 M60 Y0 K50
  - RGB R0 G51 B102
  - Hex #003366
  - RAL 5010 Gentian Blue
From brochure to webpage: strong, clear colours give our brand a unique and unmistakable character.

Colour energy flash

Green line
Only “OMV Green” is to be used for the green line.

Colour gradient
Two colours are used for the colour gradient: “OMV Blue” and “Highlight Blue”. “Highlight Blue” is always aligned right, 30% from the right margin.

Example for use: colour energy flash

Energy flash
Branding area

Note for use:
Information on dimensions and dividing up the page can be found in the chapter “Layout” on page 21.
Designation

OMV Aktiengesellschaft
OMV Downstream
OMV Upstream

Brand architecture
The corporation (Aktiengesellschaft), all business units and product brands are subordinate to the OMV umbrella brand and are designated with an addition (the identifier) to the full “OMV” name.

Further additions and logos are not permitted. The designation is always given without a legal suffix; country organisations or other affiliated companies with the legal form are only mentioned in the flowing text or in the address block. Other designations are only marked with the name “OMV” and not with the logo as was the case before (e.g. OMV Resourcefulness, OMV Run and Fun).

Visualisation
The “OMV” lettering is always written in capitals, the identifier in mixed case. The designation and related word pairs (e.g. OMV logo) are joined together without hyphens. No other spelling is allowed.

The designation is always set to Arial Narrow, its font size is the same as the one used in the claim, which in turn is based on the size of the logo (see page 11). This is also the case when no claim is used.

Placement in the layout
The designation is preferably flush right with the logo in the energy flash. The placement of the designation is defined differently for the stationary.
Examples
Typography

Font for internal applications (Word and PowerPoint)

**Arial Narrow**
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

**Medium:**
Cover of internal publications (e.g. reports)

**Area of application:**
Arial Narrow is primarily used for headlines, subheadlines and for OMV designations.

**Arial Regular**
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

**Medium:**
simple prints*, PowerPoint

**Area of application:**
Arial Regular is primarily used for flowing text.

**Arial Bold**
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

**Medium:**
simple prints*, PowerPoint

**Area of application:**
Arial Bold is primarily used for headlines, sublines, and emphasis within flowing text.

**FFDingbats Basic Forms Bold**

The font size for FFDingbats Basic Forms Bold corresponds to the text below. It is set flush left, ragged right. The space to the following text is the width of 1 arrow. The colour at the 1st indentation is “OMV Green”. The colour from the 2nd indentation on is 40% black.

*Simple prints are all documents that do not require external graphic processing and are printed in-house (Word and PowerPoint documents).
In external and internal communication, uniform fonts are a fundamental element of brand identity.

Fonts for high-quality print productions

Univers LT Std 57 Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Medium: external and internal publications (high-quality prints**), advertisements
Area of application: 57 Condensed is mainly used for headlines, introductory texts, subheadings, and designation.

Univers LT Std 67 Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Medium: external and internal publications (high-quality prints**), advertisements
Area of application: In special cases, 67 Bold Condensed is used for headlines.

Univers LT Std 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Medium: external and internal publications (high-quality prints**), advertisements
Area of application: 55 Roman is used for flowing text, captions, and page numbers.

Univers LT Std 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Medium: external and internal publications (high-quality prints**), advertisements
Area of application: 65 Bold is used for highlighting in flowing text, subheadings, marginal notes, and captions.

FFDingbats-Basic Forms Bold

aA

47 Light Condensed 67 Bold Condensed 45 Light 65 Bold

*High-quality prints are all documents that require external graphic processing and are not printed in-house (InDesign, Photoshop).
Typography

Types of prints

**Arial** is used for simple types of print (business cards, letters, or fax) as a font for correspondence.

For high-quality publications (annual reports, quarterly reports, brochures, folders, advertising), the font **Univers** is used for the entire typography.

**Using colours**

Blue is reserved for headings and marginalia; the flowing text is in black. Exception: The entire typography is white on a blue background or dark background images. Green can be used as a font colour in graphics but cannot be dominant.

Example of typography on the inside of a brochure using the font **Univers**

**DON'Ts**

Not allowed is:

- Neither outline fonts, shadow fonts, underlined text, and text emphasised through letter spacing are allowed, nor are fonts with colour gradients or in colour gradients.
- The flowing text may never be positioned over images or graphics.

**Note:**

Print publications must be coordinated with Corporate Reputation.

Justified text is now allowed.
Si meliora dies, ut vina, poemata reddit, scire velim, chartis prætium quattuor arroget annus. Quiæ deperierd minor uno mensis vel anno, inter quos referendus erit? Veterænes poetas, an quos et praesentes et postera respuat sine eisetas?

Utor permisso, caudæque pilos ut equinae paulatim velo unum, demo etiam unum, chartis pretium quotus arroget annus. Scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilia atque novos? Quid, qui deperierd minor uno mense vel anno, inter quos referendus erit? Veterænes poetas, an quos et praesentes et postera respuat sine eisetas?

Villa atque refell exsclavit

Scriptor abhinc annum centum qui decidit, inter perfectos veteresque referri debet an inter vilia atque novos? Exsclavit urgia flora. Scriptor abhinc annum centum qui decidit, inter perfectos veteresque referri debet an inter vilia atque novos? Quid, qui deperierd minor uno mense vel anno, inter quos referendus erit? Veterænes poetas, an quos et praesentes et postera respuat sine eisetas?

Utor permisso, caudæque pilos ut equinae paulatim velo unum, demo etiam unum, chartis pretium quotus arroget annus. Scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilia atque novos? Quid, qui deperierd minor uno mense vel anno, inter quos referendus erit? Veterænes poetas, an quos et praesentes et postera respuat sine eisetas?

Utor permisso, caudæque pilos ut equinae paulatim velo unum, demo etiam unum, chartis pretium quotus arroget annus. Scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilia atque novos? Quid, qui deperierd minor uno mense vel anno, inter quos referendus erit? Veterænes poetas, an quos et praesentes et postera respuat sine eisetas?
Basic structure

The following structure is used for the cover of any communication material (e.g. annual reports, quarterly report, sustainability report, brochures, publications, flyers, etc.), with the exception of advertising:

- **HEADLINE**
  - Univers 57 Condensed
  - Size: 28 pt or 40 pt
  - Line spacing: 22 pt
  - Colour: black and white

- **SUBHEADLINE**
  - Univers 57 Condensed
  - Size: 16 pt
  - Line spacing: 22 pt
  - Colour: black and white

- **COPY**
  - Univers 45 Light
  - Size: 9 pt
  - Line spacing: 11.5 pt
  - Colour: black

- **URL**
  - Univers 65 Bold
  - Size: 9 pt
  - Line spacing: 17 pt
  - Colour: black

*Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh eu justo accumsan elit.*
Page sections
Single pages (such as brochure cover or internal posters) are divided into three sections:

- Emotional area
- Energy flash
- Branding area

Definition X
Format width/10 = X
X = width of logo

1. Emotional area
This is where the cover picture with the energy circle and the headline is. The headline can be freely placed with a minimum distance of X/2 to the edge. The image size results from the position of the energy flash and the branding area (see below table).

The energy circle must be centred and can move up and down on the vertical centreline but must not be below the horizontal centre of the image. The energy circle must be between at least X/2 and 1X at the most from the upper edge of the image, and it must be between at least 1X and 2X at the most from the energy flash. The energy circle may only be used differently in special cases* (see page 64).

2. Energy flash
The energy flash consists of the green line with a height of X/20 and the blue line with a height of X/3. They result from the below table.

3. Branding area
This area is exclusively reserved for the logo and the copy.

The height of the branding area is 2 1/2 X.

The copy (flowing text) incl. URL is flush left and may only reach as far as to the upper edge of the logo. The space to the energy flash is X/2. The copy width is max. 7X within the type area.

Spacing
The margin space can be anywhere between at least X/2 and 1X at the most. Always keep the same spacing to the left and right. As an example, the space of X/2 from the lower edge is used here. The space can be anywhere between at least X/2 and 1X at the most. The logo and the claim are on this line.

<table>
<thead>
<tr>
<th>Portrait orientation</th>
<th>Logo width</th>
<th>Branding area height</th>
<th>Blue gradient height</th>
<th>Green line</th>
</tr>
</thead>
<tbody>
<tr>
<td>A0</td>
<td>85 mm</td>
<td>215 mm</td>
<td>30 mm</td>
<td>4.5 mm</td>
</tr>
<tr>
<td>A1</td>
<td>60 mm</td>
<td>150 mm</td>
<td>20 mm</td>
<td>3 mm</td>
</tr>
<tr>
<td>A3</td>
<td>30 mm</td>
<td>75 mm</td>
<td>10 mm</td>
<td>1.5 mm</td>
</tr>
<tr>
<td>A4/210x280</td>
<td>21 mm</td>
<td>52 mm</td>
<td>7 mm</td>
<td>1 mm</td>
</tr>
<tr>
<td>A5/A6/DIN long</td>
<td>15 mm</td>
<td>38 mm</td>
<td>5 mm</td>
<td>0.7 mm</td>
</tr>
</tbody>
</table>

Some of the results in the table are rounded.
*The energy circle may only be used differently on request.

Note:
Arial is used for Word and PPT documents (page 16).

The headline may not be placed above faces (of people) and may not conceal important image content. It must be placed on as quiet an image background as possible.

PPT and Word templates can be found in their applications under:
Microsoft Office 2010:
File / New / My templates
Microsoft Office 2016:
File / New / Released

Example: Cover without images
If no image is used for the cover, the background remains white and the headline is set in “OMV Blue” without an energy circle. The energy flash (blue gradient + green line) remains the same.

In this case the headline can be made larger.
Energy Flash

The energy flash consists of the green line and the blue colour gradient. It divides the image from the branding area on single pages (with logo and claim) and bears the respective designation of the OMV area. On a spread, it divides the images in the header from the content below.

Rules for using the blue colour gradient on single pages and two-page spreads (example A4 portrait orientation*):

- **Blue colour gradient on single pages:**
  “Highlight Blue” is always aligned right, 30% from the right margin (which is also applicable to the back of the cover).

- **Blue colour gradient on two-page spreads:**
  “Highlight Blue” is only allowed on the right page of the spread and is positioned there just like on the single page (cover); on the left page of the spread, the whole beam extends in “OMV Blue”.

If the energy flash is printed in black and white, the colour gradient must be rasterized accordingly.

*Other formats for the cover page must be adapted according to the table (see page 21).

---

**Minimum size:**
- Minimum size on cover pages:
  - Green line: at least 0.7 mm
  - Blue colour gradient: at least 5 mm

- Minimum size on spreads:
  - Green line: at least 0.5 mm
  - Blue colour gradient: at least 3.5 mm

The green line alone may be used as a divider. The minimum weight is: **0.5 pt = 0.18 mm**.
The energy flash (blue colour gradient + green line) can be downloaded from the intranet.
Lorem ipsum
nonadvertising, internal
Subject structure
Energy Circle

Focus
The image section is selected so that the centre of the image is in the centre of the circle.

Energy Circle
The energy circle must be centred and can move up and down on the vertical centreline but cannot be below the horizontal centre of the image. It must lie within the image frame and may only be cropped in special cases (see page 64).

Around the energy circle is a second energy circle, which is enlarged and strongly softened in order to intensify the focus on the centre.

The intensity of the soft focus can be adjusted to better stage the focus area in the centre of the circle and to have it stand out from any image background.

Both energy circles can be rotated 360 degrees when using them. In order to achieve the most dynamic look possible, it can be individually adapted to the image to blend both into the foreground and into the background of the image.

The energy circle must not be placed over the faces of persons or over essential content.

Headline (nonadvertising)
The headline can be placed anywhere within the type area as long as it is legible.

Vignette
Ideally, the edges of the images are somewhat darkened in post-processing. If the picture is very dark to begin with, this step is not necessary.
Energy Circle Imagery

Cover/slides areas of application

**Offline:**
- For **external** distribution (e.g., annual reports, posters, roll-ups, PPT, website), the energy circle must always be used in connection with a large image.
- For **internal** distribution, the application is not compulsory yet should be used with high-quality prints.
- **No energy circle** for: graphics, icons and when no image is present.
- For **special advertising formats**, only after okayed by Corporate Reputation.

Annual report (external)  Folder (internal)  PowerPoint without image (no energy circle)

You can download **brand images with the energy circle** from the **OMV media database** (www.omv-mediadatabase.com). Please contact Corporate Reputation for additional images with the energy circle.
Imagery with Energy Circle

DON’Ts

The energy circle must be integrated into the image (not simply superimposed as in the example above). It should be neither at the front nor at the back of the image and should overlap with parts of it.

The energy circle may not be placed on images that are too light. For it to remain visible, images can be darkened, or a vignetting effect can be added to the edges.

Combining the energy circle with black-and-white images is not permitted.

The energy circle may not be cropped. Exceptions: see page 64

Its colour cannot be changed.

The energy circle may not be distorted.

The energy circle may not be used with graphics, icons, etc.

The focus of the energy circle should be relevant in terms of content.
General Imagery

Principles for using images on spreads

The following six principles must be observed when creating and selecting images:

1. **No energy circle.**
   The energy circle is not used on editorial images or on spreads for publications.

2. **Create an authentic situation.**
   Authenticity is the first requirement. The presentation must be comprehensible; no staged, imaginary situation.

3. **Reflect natural lighting and tones.**
   The image creates a natural and friendly atmosphere through natural lighting and tones. This applies both to pictures of persons and also, for example, to pictures of facilities.

4. **Generate a positive feeling.**
   Friendly and inviting motifs convey openness and optimism. Avoid cool and threatening situations.

5. **Convey calmness and professionalism.**
   The images should create a sense of calm through the highest possible depth of field. An asymmetrical motif setup creates tension. Avoid tension that is caused by unusual camera positions or extreme image details.

1. Spread without energy circle

2. Create authentic situations

3. Reflect natural lighting and tones

4. Generate a positive feeling

5. Convey calmness and professionalism
6. Convey technical knowhow.
The image content reflects OMV’s performance capabilities. The motif is technically oriented.

Note:
Copyrights, GDPR and HSSE guidelines must be observed for all images.

You can download editorial images from the OMV media database (www.omv-mediadatabase.com)

DON’Ts

- Obviously staged situations, people posing and smiling into the camera
- Worn, old-looking motifs
- Bright colours, harsh lighting and shadows, and harsh contrasts
- Depicting situations deemed threatening to outsiders
- Depicting motifs that do not reflect the high-tech character of OMV.
- Black and white photography
- Mixed forms such as B&W with colour
- Duotone images
- Collages
- Extreme distortions
- An energy circle is not used for editorial images.
- An energy circle is not used on small publications.
Using the Design

Brochures / Folder

Layout
The layout corresponds to the basic corporate design principles. The following application rules are applicable for DIN A4 covers*:

Emotional area
The height results from the position of the energy flash (green line + blue gradient) and the size of the branding area.

<table>
<thead>
<tr>
<th>Energy flash:</th>
<th>Colour gradient Green line</th>
</tr>
</thead>
<tbody>
<tr>
<td>Types of prints DIN A4</td>
<td>height</td>
</tr>
<tr>
<td>Cover page</td>
<td>7 mm</td>
</tr>
<tr>
<td>Spread</td>
<td>3.5 mm</td>
</tr>
<tr>
<td></td>
<td>height</td>
</tr>
<tr>
<td></td>
<td>1 mm</td>
</tr>
<tr>
<td></td>
<td>0.5 mm</td>
</tr>
</tbody>
</table>

Font
The font Univers is used for high-quality prints (see page 17).

*Other formats must be adapted according to the table “Dimensions” (see page 21).
vel anno


Lorem et postera respuat aetas? "Iste quidem veteres inter ponetur honeste, qui vel mense vel anno. Quid ilis atque novos? Excludat iurgia finis."

In order to convey emotions, an image motif should be used on single pages, such as the cover page of a brochure or on posters.
Using the Design

Brochures / Folder

**Back of brochures (U4)**
U4 may be used as text but only up to the branding area. The following applies to the design:

- U4 generally stays white.
- The imprint is positioned at the bottom left in the emotional area.
- U4 may not contain a logo.

**Spine**
If the spine is wider than 2.5 mm, the title must be positioned reading from bottom to top.

**Info box**
Info boxes may be designed using the OMV colours green and blue with clearly legible lettering.

**Format**
The DIN A4 format is mandatory in Europe.

**DON'Ts**

Headlines should be kept short and concise.

Introductory text and subheadings may never exceed 100 characters.

Flowing text on spreads may never be inserted into 1 column but always into 2 columns.
Whether it is an image brochure or an annual report, OMV publications visualise the combination of experience and innovation through a design that is clear and concise.

Posters / Placards

Image poster example

Image poster example

Text poster example

Note:
In exceptional cases (e.g. posters with longer text), the branding area can be doubled towards the top. This area can be used for text.
Using the Design

PowerPoint presentations

PowerPoint slide templates are pre-installed on every OMV computer. They are in German and English and available in the formats 4:3 and 16:9.

In order to avoid display problems, presentations should be sent externally only as PDF files.

Only the fonts Arial Regular/Bold/Italic are used in PowerPoint.

**Note:** Arial is used for Word and PPT documents (see page 16).

**PPT templates** (with standard image motif) can be found in your PPT document under:

**Microsoft Office 2010:** File / New / My templates

**Microsoft Office 2016:** File / New / Released

The PPT manual and PPT templates can be downloaded from the intranet.

You can download additional images with the energy circle from the OMV media database (www.omv-mediadatabase.com).
Presentations stand out through a professional appearance due to a clear structure and a uniform design with a focus on content.
Using the Design

Letterhead, business card, envelope

Logo placement in the layout
The logo is preferably placed at the top or bottom right and is used without a claim.

Visualisation
The “OMV” lettering is always written in capitals, the identifier in mixed case. The designation and related word pairs (e.g. OMV logo) are joined together without hyphens. No other spelling is allowed.

Arial is used for simple types of print (business cards, letters, etc.) as a correspondence font.

Using colour
Headings, marginalia and the flowing text are in black.

As a general rule:
- For business cards and stamps, long company names must be broken up logically — e.g. OMV Exploration and Production.

For the letterhead:
- The paper is pre-printed with the logo in the upper right corner; any other information is created in Word via a macro on your PC.

For the business card:
- The designation (business unit) is always at the top left; the company name is in the address block at the bottom right.
- If several lines are required (e.g. telephone number, email), these are inserted from bottom to top.

For the envelope:
- The designation (business unit) is always at the top right; the logo without claim at the bottom right.

Note: Business cards can be ordered online on the intranet.

Business card
Word templates can be found under:
Microsoft Office 2010: File / New / My templates
Microsoft Office 2016: File / New / Released
Using the Design

Word templates

Layout
The layout corresponds to the basic corporate design principles.

Font
Arial is used for internal reports, press releases, and various Word templates that are not printed professionally.

<table>
<thead>
<tr>
<th>Energy flash:</th>
<th>Colour gradient Green line</th>
</tr>
</thead>
<tbody>
<tr>
<td>Word templates DIN A4</td>
<td>height</td>
</tr>
<tr>
<td>Cover page</td>
<td>7 mm</td>
</tr>
<tr>
<td>Spread</td>
<td>3.5 mm</td>
</tr>
</tbody>
</table>

Note: Word documents are not printed with a bleed area.

Word templates (with standard image motif) can be found in your Word document under:

Microsoft Office 2010: File / New / My templates
Microsoft Office 2016: File / New / Released

Additional image motifs can be found on OMV media database (www.omv-mediadatabase.com).
Using the Design

Sponsoring / Perimeter advertising

The design of perimeter ads was based on the most frequently used standard dimensions (4 x 1 m, 5 x 1 m, 6 x 1 m). The size of the OMV logo is defined by the “logo placement in open spaces” rule. The OMV logo may only be used in combination with the OMV lettering (white text on a blue background) – the OMV lettering may never be used alone.

\[
\text{logowidth } a = \text{height clearance } a
\]

The logo is centred. This gives the distance \( b \), which is the same on each side.

The distance \( n \) is variable.

The size of the word mark depends on the height of the logo (for use on 6 x 1 m) or is reduced by a distance of \( b/2 \) above and below (for use on 4 x 1 m, 5 x 1 m) – this results in the word mark width. The basic principle shown here can also be applied to all other perimeter sizes.

Perimeter ads must never be used on top of each other.

\[
\text{The width is derived from the height}
\]

\[
\text{The width is derived from the height}
\]

\[
\text{The width is derived from the height}
\]
Giveaways carry OMV’s values "into the world". Their high quality and practical benefit stand for the image of the OMV brand.

Giveaways

The giveaway branding is only done with OMV’s logo or OMV’s logo with claim.

As a rule, the business unit designation is not used.
Using the Design

Exhibition stand

The design of an exhibition stand transports OMV's brand values into 3 dimensions while simultaneously following the principles of corporate design.

Exhibition stands must be coordinated with Corporate Communications, Ms Vera Kadlec-Senn (Vera.Kadlec@omv.com).

Environmental protection

Resource-saving and environmentally-friendly materials should be used.

For print media, recycled and certified paper should always be the preferred material, as should certified printers that offer an environmentally-friendly printing process.

Signage

Door signs (inside) at the workstation

Office
Signage

OMV Upstream

2., Trabrennstraße 6-8
Special Design Use: Advertising
Basic structure portrait orientation

This structure is used for external means of communication and all advertising publications with portrait orientation (such as posters, displays, OOH, POS):

- **HEADLINE 3D**
  Univers LT Std 47
  Light Condensed

- **COPY**
  Univers LT Std Light
  Size: 9 pt
  Line spacing: 11.5 pt
  Colour: white

- **URL**
  Univers LT Std Bold
  Size: 9 pt
  Line spacing: 16 pt
  Colour: white
Page sections
Single pages (such as displays or advertising posters) are divided into 2 sections:
- Emotional area
- Energy flash

Definition X
Format width/10 = X
X = width of logo

1. Emotional area
This is where the cover picture with the energy circle and the headline is. The image size results from the position of the energy flash, the calculation of which is given in the table below.

The energy circle must be centred and can move up and down on the vertical centreline but cannot be below the horizontal centre of the image. The energy circle must be at least X/2 and 1X at the most from the upper edge of the image, and it must be between 1X and 2X at the most from the energy flash. The energy circle may only be used differently in special cases*(see page 64).

The headline is centred and may only have 4 lines at the most. The distortion of the headline depends on the subject and must be adapted to the perspective of the image. The vanishing point must always be on the centre line of the image. The energy circle in the text area is softened so that the headline remains legible.

2. Energy flash
The energy flash includes the green line and the blue colour gradient, which covers the entire branding area. The calculation is based on the table below. In this example, the green line is defined with X/20.

This area is exclusively reserved for the logo and the copy. The copy is set in white on the blue gradient (definition see page 13).

The size of the branding area is variable and can be adjusted to a certain extent. The ideal size is reached when the copy (flowing text) incl. URL aligns with the upper edge of the logo. The copy may not go down any further. The copy width is max. 7X within the type area.

Spacing
The margin space can be anywhere between at least X/2 and 1X at the most. Always keep the same spacing to the left and right.

As an example, the space of X/2 from the lower edge is used here. The space can be anywhere between at least X/2 and 1X at the most. The logo and the claim are on this line.

<table>
<thead>
<tr>
<th>Portrait orientation</th>
<th>Logo width</th>
<th>Branding</th>
<th>Green line</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Area height</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A0</td>
<td>85 mm</td>
<td>212–298 mm</td>
<td>4.5 mm</td>
</tr>
<tr>
<td>A1</td>
<td>60 mm</td>
<td>150–210 mm</td>
<td>3 mm</td>
</tr>
<tr>
<td>A3</td>
<td>30 mm</td>
<td>75–105 mm</td>
<td>1.5 mm</td>
</tr>
<tr>
<td>A4/210x280</td>
<td>21 mm</td>
<td>52–72 mm</td>
<td>1 mm</td>
</tr>
<tr>
<td>A5/A6/DIN long</td>
<td>15 mm</td>
<td>38–62 mm</td>
<td>0.7 mm</td>
</tr>
</tbody>
</table>

*The energy circle may only be used differently on request.

Some of the results in the table are rounded.
Basic structure landscape orientation

This structure is used for external means of communication and all advertising publications with landscape orientation (such as posters, displays, OOH, POS):

Page sections
Single pages (such as displays or advertising posters) are divided into 2 sections:
- Emotional area
- Energy flash
**Page sections**
Single pages such as displays or advertising posters are divided into 2 sections:
- Emotional area
- Energy flash

**Definition X**
Format height/5 = 2X
X = height of logo

1. **Emotional area**
This is where the cover picture with the energy circle and the headline is. The image size results from the position of the energy flash. (2X+X/20)

The energy circle must be centred and completely visible within the image. The energy circle may only be used differently in **special cases** (see page 64.)

The headline is centred and may only have 2 lines at the most. The distortion of the headline depends on the subject and must be adapted to the perspective of the image. The vanishing point must always be on the centre line of the image. The energy circle in the text area is softened so that the headline remains legible.

2. **Energy flash**
The energy flash includes the green line and the blue colour gradient, which covers the entire branding area. The height of the colour gradient is 2X. In this example, the green line is defined with X/20.

This area is exclusively reserved for the logo and the copy. The copy is set in white on the blue gradient (definition see page 13).

The size of the branding area is variable and can be adjusted to a certain extent. The ideal size is reached when the copy (flowing text) incl. URL aligns with the upper edge of the logo. The copy may not go down any further. The copy width is max. 7X within the type area.

The margin space can be anywhere between at least X/2 and 1X at the most. Always keep the same spacing to the left and right.

*The energy circle may only be used differently on request.*
Logo Use in Advertising

Examples: print and digital (offline)

1c logo variation positive / negative
The 1-colour logo variation is used positively for external advertising materials and should be on a colour gradient (or on a neutral background in white or black). Examples for external advertising materials are POS, OOH (displays, roll ups, city lights, digilights), TV, etc.

Die Energie für ein besseres Leben.

The energy for a better life.

Logo with claim variations in German and English

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 Reputation. This logo is used, for example, for sponsoring, giveaways, pens, advertising media such as roll ups, etc. The English claim is flush with the logo. The German claim is set to the same size and therefore reaches slightly outside the logo.
1-colour logo variation positive / negative with transparent background

In special cases (such as video, motivational posters, etc.), the 1-colour logo variation can be printed directly on the subject, as long as there is enough contrast and it is easy to read. If required, black vignetting with a maximum opacity of 60% is applied to light subjects.
Energy Circle

Areas of application

**Print and digital (offline):**
The energy circle is used in print and digital as follows:

- In advertising communication: only on the cover page for reports, brochures, annual reports, PowerPoint presentations, QB, fact book, sustainability report, etc.

- In external advertising materials on posters, roll ups, OOH, video, etc.

**DON’Ts**

- The energy circle must be integrated into the image (not simply superimposed as in the example above). It should be neither at the front nor at the back of the image and should overlap with parts of it.

- The energy circle may not be placed on images that are too light. For it to remain visible, images can be darkened, or a vignetting effect can be added to the edges.

- Combining the energy circle with black-and-white images is not permitted.

- The energy circle may not be cropped. Exceptions: see page 64

- Its colour cannot be changed.

- The energy circle may not be distorted.

- The energy circle may not be placed on images that are too light. For it to remain visible, images can be darkened, or a vignetting effect can be added to the edges.

- The focus of the energy circle should be relevant in terms of content.

You can download brand images with the energy circle from the OMV media database (www.omv-mediadatabase.com).

**Exceptions** such as for special advertising formats, only after okayed by Corporate Reputation.
Imagery is an essential means of communication in corporate design.

**Areas of application for moving images**

Any video and TV productions of OMV must be coordinated with Corporate Reputation. In the outro, the energy circle must be shown in connection with the logo. The outro can be used as the intro where applicable.

The energy circle may only be used in videos and for TV in connection with the OMV logo.
Advertising Typography
## Fonts for advertising materials

**Univers LT Std 47 Light Condensed**

<table>
<thead>
<tr>
<th>Font</th>
<th>Medium: external publications, advertising</th>
<th>Area of application: 47 Light Condensed is used for 3-D headlines.</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFHGIJKLMNOPQRSTUVWXYZ</td>
<td></td>
<td></td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td></td>
<td></td>
</tr>
<tr>
<td>0123456789</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Univers LT Std 57 Condensed**

<table>
<thead>
<tr>
<th>Font</th>
<th>Medium: external publications, advertising</th>
<th>Area of application: 57 Condensed is used for eye catchers and also mainly for headlines.</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFHGIJKLMNOPQRSTUVWXYZ</td>
<td></td>
<td></td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td></td>
<td></td>
</tr>
<tr>
<td>0123456789</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Univers LT Std 67 Bold Condensed**

<table>
<thead>
<tr>
<th>Font</th>
<th>Medium: external publications, advertising</th>
<th>Area of application: 67 Bold Condensed is used for emphasising eye catchers and, in special cases, for headlines.</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFHGIJKLMNOPQRSTUVWXYZ</td>
<td></td>
<td></td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td></td>
<td></td>
</tr>
<tr>
<td>0123456789</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Univers LT Std 45 Light**

<table>
<thead>
<tr>
<th>Font</th>
<th>Medium: external publications, advertising</th>
<th>Area of application: 45 Light Condensed is used for flowing text.</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFHGIJKLMNOPQRSTUVWXYZ</td>
<td></td>
<td></td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td></td>
<td></td>
</tr>
<tr>
<td>0123456789</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Univers LT Std 55 Roman**

<table>
<thead>
<tr>
<th>Font</th>
<th>Medium: external publications, advertising</th>
<th>Area of application: In special cases, 55 Roman can be used for flowing text.</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFHGIJKLMNOPQRSTUVWXYZ</td>
<td></td>
<td></td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td></td>
<td></td>
</tr>
<tr>
<td>0123456789</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Univers LT Std 65 Bold**

<table>
<thead>
<tr>
<th>Font</th>
<th>Medium: external publications, advertising</th>
<th>Area of application: 65 Bold is used for highlighting in flowing text.</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFHGIJKLMNOPQRSTUVWXYZ</td>
<td></td>
<td></td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td></td>
<td></td>
</tr>
<tr>
<td>0123456789</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Layout Eye Catcher

Basic structure eye catcher videos / TV

Safe area
The distance from text to edge: 5 mm for A4

Typography
Source Sans Pro Regular and Bold
Rotation 15° and -15° possible
Colour: OMV Green

Effects
Cast shadow:
multiply
Colour: OMV Blue
R:00 G:51 B:102
Opacity: 75%
Technique:
Position: distance: 1.5 mm, angle: 90°
Options: size: 2.5 mm

Positioning:
on a quiet spot
OMV is an international and integrated oil and gas company from Austria with activities in Upstream and Downstream adding value for all its partners. We are highly experienced in artificial lifting, horizontal drilling, nanotechnology, and water treatment with a clear focus on digitalization. We offer state-of-the-art in-house technologies for mature fields, and contribute to the developments of our partners, like ADNOC.

Experience more OMV at:
www.omv.ae, www.omv.com
External roll ups

For roll-ups without an image and for general use, the logo is set in 3 colours on a white background.

For roll ups with an image used for advertising purposes, the logo is placed on the blue colour gradient in 1 colour.

The headlines are placed above the subject to ensure good legibility.

DON’Ts

When using perspective distortion, the text of the headline must become increasingly larger.

The energy flash is not used below for legibility.
Energy Flash

For formats and advertising materials that are particularly large and/or not immediately visible (roll ups, trade fair booth back wall, website), the energy flash can be positioned at the top. This moves the green line to the bottom of the gradient, making the separation of the image contents clearer. In such cases the logo will be placed at the top.
Product Advertising

Example – MaxxMotion

Note:
Further details must be coordinated with international marketing.
Special Design Use: OMV Website, Banner & Email Newsletter
Using the Design

Logo
External websites and email newsletters always use the 1-colour logo (in the widened energy flash) and the 3-colour logo in the footer. For internal websites and email newsletters, the 3-colour logo is used in both the header and footer areas. For online banners, generally only the 1-coloured logo is used in the widened energy flash. Online banners must always be coordinated with Digital Communications prior to use or placement.

Energy Circle
On the internal and external websites, the energy circle is only used on the homepage of the respective website or, in exceptional cases, also on defined division homepages (e.g. HR homepage). The image section is always selected so that the centre of the image is in the centre of the circle.
For extreme portrait/landscape formats, the energy circle may be cropped. The energy circle is not used with any other images on the websites (e.g. in the content area or on teasers). For email newsletters, the energy circle may be used on the title or header image in exceptional cases. However, its use must be approved in advance by Digital Communications.

Typography
The entire online environment (internal and external websites, email newsletters and online banners) uses the fonts defined on page 63 for the entire typography. Should its use not be possible for technical reasons (e.g. online banners), Arial will be used as a fallback.

Energy Flash
On external websites and email newsletters, the blue colour gradient is positioned over a wide area at the top and contains the corresponding 1-colour logo. Below it, the green line is displayed, which serves as a divider between the header and content area. On internal websites and email newsletters, the energy flash is also positioned over a wide area at the top, but the 3-coloured logo is displayed above it. On online banners, the wide blue colour gradient can also be placed at the bottom. In this case, the green line is displayed above the energy flash.
DON’Ts

In contrast to classical advertising, 3-D headlines and headlines in universe may not be used online. The beam must be blue (with gradient).

CTA must be green and cannot have another shape.
Fonts for online use

The fonts **Roboto Condensed** and **Source Sans Pro** are used for the entire typography for the entire online environment (internet, intranet, banners) and for digital use (e.g. newsletters). The templates are on the intranet.

If for technical reasons it is not possible to use these two fonts, **Arial Narrow** should be used.

**Roboto Condensed Bold**

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz 0123456789</td>
</tr>
</tbody>
</table>

Medium: website, banner

Area of application: Roboto Condensed Bold is primarily used for headlines and subheadlines.

**Source Sans Pro Regular**

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz 0123456789</td>
</tr>
</tbody>
</table>

Medium: website, banner

Area of application: Source Sans Pro Regular is primarily used for flowing text but also for footers, small table text, links, breadcrumbs, tags, teasers, and subheadlines.

**Source Sans Pro Semibold**

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz 0123456789</td>
</tr>
</tbody>
</table>

Medium: website, banner

Area of application: Source Sans Pro Semibold is used for subheadlines.

**Source Sans Pro Bold**

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz 0123456789</td>
</tr>
</tbody>
</table>

Medium: website, banner

Area of application: Source Sans Pro Bold is used for tabs, CTA, and navigation.
Using the Design

External homepage

Exceptional case:
The same font as for advertising subjects can be used with the header image for the website instead of the text overlay. (see page 46).
Note:
Detailed design specifications for internal & external online and newsletter use can be requested from Digital Communications (info.onlinemanagement@omv.com), if required.
The graphic elements of the Corporate Design Guide

The following graphic elements of the Corporate Design Guide can also be implemented for all future uses of the designs.

**Green line**
In the Corporate Design Guide, the green line is also used as a divider.

Examples:

<table>
<thead>
<tr>
<th>Energy flash:</th>
<th>Colour gradient Green line</th>
</tr>
</thead>
<tbody>
<tr>
<td>Word templates DIN A4</td>
<td>height height</td>
</tr>
<tr>
<td>Cover page</td>
<td>7 mm 1 mm</td>
</tr>
<tr>
<td>Spread</td>
<td>3.5 mm 0.5 mm</td>
</tr>
</tbody>
</table>

**Tables**
"OMV Blue" is used at 1 pt for the tables in the Corporate Design Guide. This table format can also be used outside of the Corporate Design Guide.

**Info flash box**
The info flash boxes can be filled with either the colour OMV Green or OMV Blue. The box height can be freely selected depending on the text length. For both boxes, the distance between the text and the edge is 3 mm. The space between the boxes is 2 mm.

**Typography colour for layout analysis**
Texts and/or text characters and lines etc. for layout analyses are written in turquoise blue (C:100 M:00 Y:00 K:00) and magenta (C:00 M:100 Y:00 K:00) for better visibility in the CD manual.