

Oseco Brand Standards

As a manufacturer of safety products, it is important for Oseco to be pristine and consistent in branding practices. It may seem like tedious detail to some, but consider what it could do to the reputation of our product lines if we were to appear unorganized or inconsistent as a company.

In addition to conveying a consistent message about Oseco, we must also be consistent in how we look. In the interest of representing our products & services in the best possible light, please use this document as a reference guide to all Oseco Brand Standards.

These guidelines should be followed for all Oseco branded items, documentation, and correspondence.

Any questions regarding the Oseco brand should be directed to:

Lerin Madole
Marketing Communications Associate
918-259-7157 direct
lmadole@oseco.com

Spelling, Punctuation, and Terms

Oseco - Oseco should always be spelled with an upper case "O" followed by lowercase letters for "-s-e-c-o."

Oseco
✗ OSECO
✗ oseco
✗ OsEcO

Disc - While "disc" has two correct English spellings, it should always be spelled with a "c," *not* a "k" for Oseco communication

disc
✗ disk
Rupture disc
✗ Rupture disk

Explosion Vent - Terms such as "explosion panels," "vent panels," "panels," and "rupture panels" should not be used. "Explosion Vent" is the correct term to be used in Oseco communication.

Explosion Vent
✗ panel
✗ rupture panel
✗ Burst vent

Rupture Disc - "burst disc" or any other term for rupture disc should not be used.

- ✗ rupture disc
- ✗ bursting disc
- ✗ rapture disk
- ✗ Pressure disk

Serial Comma (AKA "Oxford Comma") – Oseco uses the serial comma (*comma used in a list of 3+ items, inserted before "and" or "or" at the list's end*). It should be used when listing items in Oseco communication.

- ✗ Lions, tigers, and bears...
- ✗ Lions, tigers and bears...

Logo

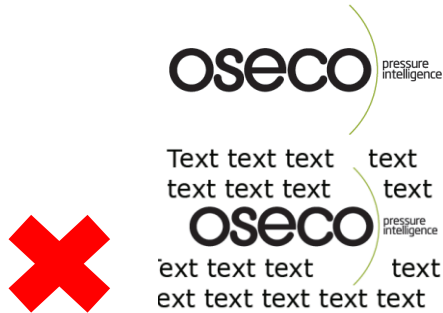
- There should be no substitutions for the logo below.



- The Oseco logo should always appear prominently and in a large enough size to be fully legible. The standard is with black text and green pressure curve against all backgrounds that provide adequate contrast. When appearing against a black or dark background, the logo should be substituted with the "negative" version, showing white text and green pressure curve. This allows it to show prominently against darker backgrounds. Avoid using the logo on backgrounds that wash out the green pressure curve or other parts of the logo.



- There should be a clear area around the logo margins and green pressure curve, so that nothing infringes on the logo.



- The logo should never be stretched or distorted in any way and the pressure curve should not be shortened.



- The size ratios should not be adjusted and the text size of either "Oseco" or "pressure intelligence" may not be changed independently of the other components.



- Logo files can be found: \\osecobak\Public\Oseco Brand\Logos
- To request a specific logo file, please email Imadole@oseco.com with your request. Include requirements like
 - size, resolution
 - file type
 - any specific background (i.e. color or transparency)

Brand Colors

Oseco brand colors are black, white, Oseco green, and Oseco orange. Light or dark gray may be used sparingly for added contrast, when needed.

For design purposes, use the following color values for each brand color:

- **Oseco Green** - Pantone 383C
 - **RGB:** 168, 173, 0
 - **CMYK:** 29, 1, 100, 18

- **Hex:** #A8Ad00
- **Oseco Orange** - Pantone 158C
 - **RGB:** 232, 119, 34
 - **CMYK:** 0, 49, 85, 9
 - **Hex:** #E87722
- **Black**
 - **RGB:** 0, 0, 0
 - **CMYK:** 0, 0, 0, 100
 - **Hex:** #000000
- **White**
 - **RGB:** 255, 255, 255
 - **CMYK:** 0, 0, 0, 0
 - **Hex:** #FFFFFF
- **Dark Gray**
 - **RGB:** 128, 128, 128
 - **CMYK:** 0, 0, 0, 0.50
 - **Hex:** #808080
- **Light Gray**
 - **RGB:** 192, 192, 192
 - **CMYK:** 0, 0, 0, 0.247
 - **Hex:** #C0C0C0
- The Oseco brand colors should only be used to depict positive, Oseco relevant information. When depicting or describing negative information such as an over pressurization value on a chart or graph, or any competitor's product info by comparison, use either red or the represented competitor's colors.
 - **Red**
 - **RGB:** 255, 0, 0
 - **CMYK:** 0, 1, 1, 0
 - **Hex:** #FF0000

Text Format

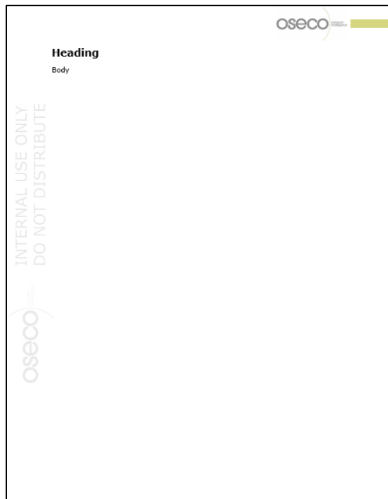
- **Verdana** is the official brand font of Oseco. All correspondence should use Verdana font, including but not limited to:
 - E-mail
 - Word documents
 - PowerPoint presentations
 - Excel documents
 - Branded giveaways
 - Product/web literature
 - Press releases, etc.
 - NOTE: Verdana is not available
- Text should always be in standard black and of a legible size
 - Use 10, 11, or 12 pt. font for default body text.
 - Approved branding colors may be used for accents, as needed.
- Online instructions to set default font in Microsoft:
 - [Outlook](#)

- [Word](#)
- [PowerPoint](#)
- [Excel](#)

*If you need help with any of these processes, please submit an IT support ticket using the [helpdesk](#) or email lmadole@oseco.com for help troubleshooting

Internal Word Documents

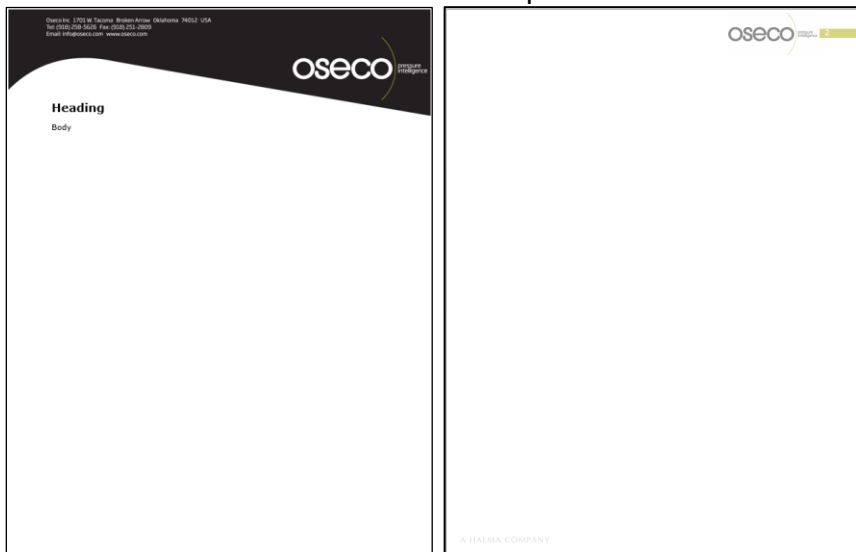
- Use Oseco Internal template



- Available within Microsoft Word on the Oseco network
- Also found on Public drive:
<\\osecobak\\Public\\Oseco Brand\\Templates>

External Word Documents

- Use Oseco External Letterhead templates



- Available within Microsoft Word on the Oseco network
- Also found on Public Drive:
[\\osecobak\Public\Oseco Brand\Templates\](\\osecobak\Public\Oseco Brand\Templates)

PowerPoint Presentations

Use Oseco PowerPoint templates



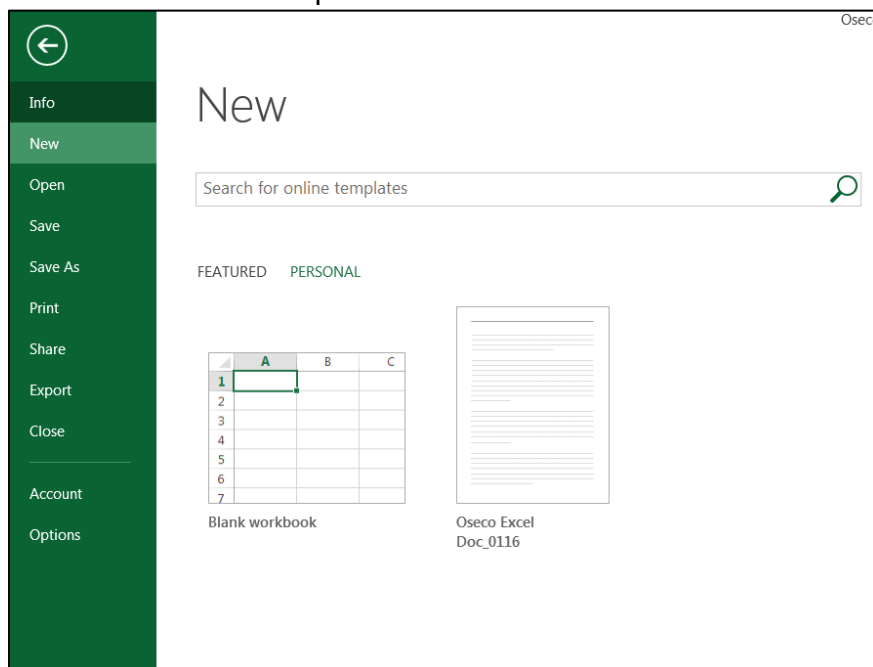
This should be a template option to select when creating a new PowerPoint presentation, right in the PowerPoint program.

Also found on Public Drive:

<\\osecobak\Public\Oseco Brand\Templates>

Excel Documents/Presentations

Use Oseco Excel template



Found on Public Drive:

<\\osecobak\Public\Oseco Brand\Templates>

This should be a template option to select when creating a new Excel document, right in the Excel program.

Product/Application Literature

- Product literature is available for download on Oseco.com, with exception of a few new product literature items that can be accessed by the segments as they have not yet been published for all customers to see online.
- There are 2 formats for customer facing product literature:


1. Product Cut Sheet

- 1-3 pages (individual, front/back)
- Product overview
- Technical specs
- Available sizes, min/max charts
- Related products/accessories
- Other relevant Engineering Info



2. Application Overview

- 4 pages, bi-fold
- Application overview
- Plausible business emergency from customer's point of view
- Why the Oseco Solution
- Technical specs
- Available sizes
- Alternative Oseco solutions (good, better, best), if applicable
- How to order/call to action
- May be uploaded to Oseco.com in abbreviated, 2-page version (front overview + back tech. specs.) to conceal sensitive value proposition info on inside fold from competitors, when necessary.



Well Pressure Protection

Service companies' ability to manage the extreme variance in pressures within completions is a critical component to:

- Provide a safe work environment
- Protect the well casing integrity
- Reduce downtime and shorten timelines

Is Your Well Safe?

Problem: Service companies know pressure variances and spikes can wreak havoc on timely safety completion, due to formation and shale play variances that result in well kickback.


Impact: You are asked to incorporate more technologies while maintaining a full safety focus. Additionally, non-productive time (NPT) can add up quickly while you address pressure issues. This leaves no room for error in your pressure relief device technology, and current equipment has not kept pace.

Does Your Technology Stack Up?

Due to aggressive high-performing completion designs intended to deliver greater yields, wells have:

- Substantial safety risk
- Increased threat of over-pressurization
- Economic impact to both service and operator companies

**Well rated to 10,000 psig
Max Pumping Pressure set to 9,000 psig**



Well Casing Safety Plug

- Well Casing Safety Plug: 10,000 psig
- Gas Technology: 10,000 psig
- Spring Technology: 9,000 psig

Gas Operated¹

Gas Operated¹ is a wellhead safety device that is designed to prevent gas from entering the wellbore. It is a wellhead safety device that is designed to prevent gas from entering the wellbore. It is a wellhead safety device that is designed to prevent gas from entering the wellbore.

Spring Operated²

Spring Operated² is a wellhead safety device that is designed to prevent gas from entering the wellbore. It is a wellhead safety device that is designed to prevent gas from entering the wellbore. It is a wellhead safety device that is designed to prevent gas from entering the wellbore.

Well Casing Safety Plug

Benefits

- Safety: Lower Total Recoverable Incident Rates (TRIR) with a proven technology.
- Eliminate NPT and Setup Time: The Well Casing Safety Plug reduces average rig-up time by at least 20 minutes compared to valve technology.
- Accuracy: Manufactured to meet certification codes for API section 8 and API 500 to ensure a precise and consistent pressure.
- Reduce Costs: Lower Costs with reports or logistics of valve technology.

Well Casing Safety Plug

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Well Casing Safety Plug is a wellhead safety device that is designed to prevent gas from entering the wellbore. It is a wellhead safety device that is designed to prevent gas from entering the wellbore. It is a wellhead safety device that is designed to prevent gas from entering the wellbore.

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Well Casing Safety

Phone Etiquette

Answering external calls: "Thank you for Calling Oseco, this is [First Name], how can I help you?"

Answering internal calls: "Hello? This is [First Name]..."

Transferring calls: Do not “cold-transfer” a call. If you receive an outside call and then need to transfer it to another person in the organization, place the caller on hold while you call the person you wish to transfer to. Let them know you will be transferring a call to them and give them the caller’s name and reason for calling. Once you have given them this information and confirmed that they are available to handle the call, you can remove the caller from hold, let them know they will now be transferred, and complete the call transfer. This avoids any surprises to the person who will handle the call so that they can best represent the Oseco brand. This also ensures the call is not dropped or mistakenly sent to voicemail so as not to frustrate callers.

If you are unsure how to operate your desk phone when transferring a call, please submit an IT support ticket.

Bulletins

Oseco bulletin boards are located in the Bldg. 1 Breakroom and outside of the Bldg. 2 breakroom/restrooms. Any time you need to post an info bulletin or event sign-up sheet, you may do so in these locations with prior approval from HR. Such bulletins must follow the branding guidelines of this document and should a) incorporate the Oseco logo or b) appear on Oseco letterhead.

Giveaways

- To request a giveaway item for your team or project, please email Imadole@oseco.com with the details of your request.

*Please allow a minimum lead time of 2 weeks for such requests. This will help to ensure your giveaways can be ordered/received by your deadline.

- **COMING SOON:** Available Oseco Giveaways can be ordered online in the Oseco Gear Store...

Surveys

- When creating Oseco surveys, use the following [SurveyMonkey](#) login info:
 - Username: Imadole@oseco.com
 - Password: oseco2012
- Use design theme called "Oseco Branded Survey"
- If you have any questions about this process, or require assistance, please email Imadole@oseco.com

Oseco Apparel

It is important that the Oseco logo always be represented well and with consistency. The same goes for our branded clothing items.

Oseco Apparel should be worn anytime you are in front of customers or prospects. When in a group setting such as a sales meeting or tradeshow, all Oseco employees coordinate their Oseco attire in a professional manner.

- Oseco Apparel should be pristine when worn. It should be the appropriate size for a good fit and should always be clean, lint free, and smooth. Do not wear an Oseco Apparel item if it is:
 - Wrinkled
 - Stained
 - Torn or snagged
 - Too big or too small
 - Faded
 - Rough or "pilled" from over-laundering

The Oseco brand should not be seen as disposable because it represents safety and reliability. It also should not fall into the wrong hands or be worn by non-Oseco personnel.

- If an Oseco Apparel item becomes permanently damaged, **DO NOT** throw it away or donate it. You may exchange outdated/damaged Oseco Apparel for replacements.
- To request Oseco Apparel items for your team or project, please email Imadole@oseco.com with the details of your request.
 - *Please allow a minimum lead time of 2 weeks for such requests. This will help to ensure your items can be ordered/received by your deadline.
- **COMING SOON:** Available Oseco Apparel can be ordered online in the Oseco Gear Store...

Email Standards

- **Default Message Body text**
 - See **Text Format** and **Brand Colors** sections above
- **Signature block format:**
 - *should be included by default on all internal/external correspondence

First Last

Job Title

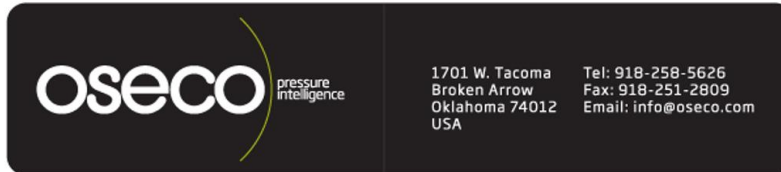
(918) xxx-xxxx direct

(918) xxx-xxxx cell

(918) 251-2809 fax

email: xxx@oseco.com

web: <http://www.oseco.com>



 Before printing this email, consider if it is really necessary

- How to **Update Oseco E-signature** - can be found on the Public Drive: <\\osecobak\Public\Oseco Brand\Branding How To's>
- company iphones should be set with the following E-signature format:

Kind Regards,
Sent from my iPhone

First Last

Title

(xxx)xxx-xxxx direct

(xxx)xxx-xxxx cell

(xxx)xxx-xxxx fax

flast@oseco.com

<http://www.oseco.com>

- [Instructions for setting up iPhone E-signature](#)
- COMING SOON: Out of office reply standards

Webpage

- www.oseco.com
- Any customer, support, or lead management systems that may be customized in brand and appearance should be customized to incorporate the Oseco brand as much as possible to the specifications of this document.
- Any online storefronts, web portals, or landing pages that may be accessed directly from Oseco.com should mimic the look and feel of Oseco.com as closely as possible for a streamlined user experience.