



LOGO USE and GRAPHICS STANDARDS

LOGO USE

Use of Oil & Gas Admins International's ("O&GA") name (including the acronym O&GA) and the official O&GA International logo depicted at the top of this page (the "O&GA Logo") are governed by this policy and the Graphics Standard Guide. Unauthorized use of O&GA's name and/or any of its trademarks is subject to legal action.

APPROVALS

Required Use of O&GA Name and/or Logo. O&GA members and staff must use the O&GA name and/or Logo or approved variations thereof (see O&GA Graphics Standards) in the conduct of Executive Committee-approved O&GA programs. This includes all official O&GA entities (such as national or regional councils, geographic regions, and online communities). O&GA's name and the O&GA logo may not be used in any programs or activities not sanctioned by the O&GA International Executive Committee.*

Executive Committee Approval Needed for Use. O&GA entities may not use, or authorize the use of, the O&GA name or O&GA logo in connection with the following activities without obtaining approval from the O&GA International Executive Committee:

1. Any event organized with a commercial or not-for-profit meeting organizer;
2. Any event done in partnership or association with commercial or not-for-profit entities;
3. Any event marketed or promoted to individuals or members outside the jurisdiction of the O&GA entity;
4. Any publication (print or electronic) involving an organization other than O&GA.

Executive Committee approval of any joint venture, such as a joint meeting or publication, will serve as the approval of use of the O&GA name and Logo within the terms of the joint-venture agreement. Separate Executive Committee approval of O&GA's name or Logo use is not required.

USE BY INDIVIDUAL MEMBERS

O&GA members may use the O&GA Member Icon, which incorporates the O&GA logo, on email signatures, online profiles, and resumes or business cards to signify their membership in O&GA. The O&GA Member Icon is an O&GA member benefit and may not be shared with others who are not O&GA members. The Member Icon may not be used in a manner to imply O&GA endorsement of any individual, product, or service.

COMPLIANCE WITH OTHER O&GA POLICIES

Beyond this general policy, use of the O&GA name and/or Logo must be in compliance with any conditions set forth in other O&GA policies as found at <http://oilandgasadmins.org/oga/policies/>.

No individual O&GA member or group of O&GA members may authorize use of the O&GA name or logo by another organization for any activity that is not in compliance with this Policy on Using the O&GA Name and Logo.

OIL & GAS ADMINS INTERNATIONAL GRAPHIC STANDARDS GUIDE

The Oil & Gas Admins International (O&GA) Graphic Standards Guide governs the appearance of the O&GA logo, and provides detailed guidelines on the correct usage of the O&GA logo, colors, typography, and other elements used in the design of printed materials and web pages.

This Graphic Standards Guide applies to anything bearing the O&GA name—publications, brochures, advertisements, promotional items, and web pages. Please contact O&GA

Marketing with questions about whether your use of the logo and other branding elements complies with the guidelines at contact@oilandgasadmins.com.

Official Uses of the Logo

The O&GA logo is used for O&GA's official business in promoting O&GA activities and programs in publications and on O&GA websites by O&GA staff, executive committee members, regional ambassadors and corporate ambassadors. Please see the **O&GA Color Specifications**.

The O&GA logo consists of freestanding, stylized oil rig in splashing water next to "O&GA International," as shown below. The logo also may be used in black and white.

The logo is not to be used in other colors. The logo color should not be changed to match the project color scheme.

Color Specifications

Spot Color 1d97fe

RGB R: 29 G: 151 B: 254

Use this color model for websites and office printing.

Reversing the Logo for Dark Backgrounds

You may reverse the O&GA oil rig and typeface to be white with blue or white with black when using a dark color background. Do not use a white outline or shadow around the oil rig or typeface to separate them from a dark background.

Acceptable variations:

Placing Logo on Images

You may place the O&GA logo on images if the logo still stands out and is readable. The background must not be busy or distracting.

Size and Placement

The logo must be reproduced large enough in relation to the overall page or screen size to ensure adequate legibility and prominence. "O&GA" must be readable even at small sizes.

When using the O&GA logo, keep a minimum of 0.25 inches (0.635 centimeters) of clear space surrounding the logo to separate it from other elements such as copy, pictures, slogans, and other symbols. This area, referred to as the area of non-interference, preserves the visual impact and legibility of the O&GA logo.

Two other important identifiers are required for placement in all O&GA-sponsored publications when the logo is used.

- The full name, Oil & Gas Admins International
- Web address (www.oilandgasadmins.com)

"Oil & Gas Admins" is written with initial caps only, not all uppercase letters, in the Futura typeface. If that typeface is not available, Franklin Gothic is an acceptable alternative.

"International" is written in all caps directly under Oil & Gas Admins International in the Century Gothic typeface

The full name and web address should be placed in an appropriately prominent location. For example, both of these elements must appear on the cover of any brochure promoting an O&GA meeting as well as the O&GA logo.

The O&GA name and web address should reverse to white on a dark background or may be printed in black on a lighter color background.

The O&GA logo may be used without the wording “Oil & Gas Admins International” in materials that contain other sponsoring societies or corporate logos.

Improper Use of the Logo

- Disproportionate sizing (logo too small)
- Lack of prominence—logo placed too close to other design features or other logos
- Incorrect placement of other O&GA identifiers (not placing name and web address in prominent positions, failure to use these elements on publications)
- Adding other elements or reassembling elements as part of the logo
- Incorrect colors
- Distracting backgrounds

O&GA Logo on Promotional Items

When using the O&GA logo on promotional items, be sure that the logo is readable.

Readability becomes a problem when the logo is reduced to fit on a very small surface like an ink pen—the word “International” can become illegible. An option for small surfaces is to use the words “Oil & Gas Admins International” in the designated typeface (Futura) without the oil rig logo.

Web Guidelines

The color choices and guidelines established above also apply to use of the logo on O&GA websites with the following differences:

- In a graphic header or other element, the font Specifications above apply. If it is not part of a graphical element, the font used for “Oil & Gas Admins International” or the section name should be Futura or Franklin Gothic.
- In website headers, the region name does not have to be placed *below* the logo. The region name may be placed to the right or to the left of the logo, but must be prominent.
- If the O&GA logo is used on a region website as a link to www.oilandgasadmins.com, it should not include the region name below it.

Contacts

Contact the Oil & Gas Admins Sales and Marketing Department with any questions on using the O&GA logo in your publications and websites. Marketing Contact: contact@oilandgasadmins.com.

[Member Misconduct Reporting Form](#)