Graphic Charter

January 2009

PROMOTING GEOSERVICES' IMAGE

Promoting a strong, clear image of Geoservices to our clients, future coworkers and partners requires consistency and unity. These two concepts are expressed both inside and outside the company by simple, powerful, identifying signs of recognition.

This new graphic charter presents the rules that apply to our image, which we must respect in order to work together to promote our company's image.

Graphic charters are designed to respond to all image-related questions at a given time, yet they can evolve and adapt to new situations, just like the company does. For this reason, the Communications Department is always available to respond to your needs.

Count on us to help you in your work, and we will count on you to work together with us to promote Geoservices' image.

Frédéric Fougerat
Communications Director

⚠ ANY USE OF ELEMENTS FROM THE GRAPHIC CHARTER MUST FIRST
BE APPROVED BY THE GROUP'S COMMUNICATIONS DEPARTMENT

CONTENTS

1

CORE ELEMENTS

THE LOGOTYPE

The logotype must always be reproduced from the original file (Illustrator – .ai –, Jpeg, Gif). It must never be modified, reassembled, recreated, deformed, retouched, or changed in any way.

- **Four colour process:** Cyan 100% - Yellow 100%
- **Pantone:** 347
- **RGB:** Red 0 - Green 144 - Blue 54
- **RAL:** 6032

- **Four colour process:** Cyan 100% - Magenta 50%
- **Pantone:** 300
- **RGB:** Red 0 - Green 106 - Blue 179
- **RAL:** 5017

- **Four colour process:** Magenta 60% - Yellow 100%
- **Pantone:** 165
- **RGB:** Red 238 - Green 127 - Blue 0
- **RAL:** 2004

- **Four colour process:** Cyan 100% - Magenta 50%
- **Pantone:** 300
- **RGB:** Red 0 - Green 106 - Blue 179
- **RAL:** 5017

MINIMUM LOGO SIZE

The Geoservices logo should not be smaller than 18 mm in width.

18 mm

18 mm

NOTE: HERE ARE TWO LOGOTYPES TO BE USED IN PRIORITY

OTHERWISE, AND ONLY AS PART OF ONE-COLOUR PRINTING

LOGOTYPE WITH GEOSERVICES' THREE ACTIVITIES

The logotype with the three activities must always be reproduced using the original graphic file. They cannot be modified. The green of "Field Surveillance" differs from the logotype green in order to create a dynamic image, to make it more legible, and to give it a more technological dimension (Internet).

The logotype with the three activities is for commercial use.

Mud Logging
- **Four colour process:**
  Magenta 60%
  Yellow 100%
- **Pantone:** 165
- **RAL:** 2004

Field Surveillance
- **Four colour process:**
  Cyan 60%
  Yellow 100%
- **Pantone:** 368
- **RAL:** 6018

Well Intervention
- **Four colour process:**
  Cyan 100%
  Magenta 50%
- **Pantone:** 300
- **RAL:** 5017

MINIMUM LOGO SIZE

The Geoservices logotype accompanied with the names of the three activities should not be smaller than 29 mm in width.

29 mm

LOGOTYPE WITH GEOSERVICES' THREE ACTIVITIES

The logotype and the three activities must always be reproduced using the original graphic file. It cannot be modified. The green of "Field Surveillance" differs from the logotype green in order to create a dynamic image, to make it more legible, and to give it a more technological dimension (Internet).

The logotype with the three activities is for commercial use.

MINIMUM LOGO SIZE

The Geoservices logotype accompanied with the names of the three activities should not be smaller than 29 mm in width.

LOGOTYPE WITH GEOSERVICES' THREE ACTIVITIES,
ONLY FOR ONE-COLOUR PRINTING

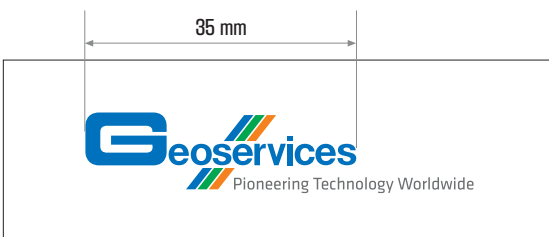## LOGOTYPE WITH SLOGAN

The logotype with the slogan must always be reproduced from the original file (Illustrator – .ai –, Jpeg, Gif). It should never be modified, reassembled, recreated, deformed, retouched, or changed in any way. The logotype with the slogan is for corporate/institutional use.

MINIMUM LOGO SIZE

The Geoservices logotype with slogan should not be smaller than 35 mm in width.
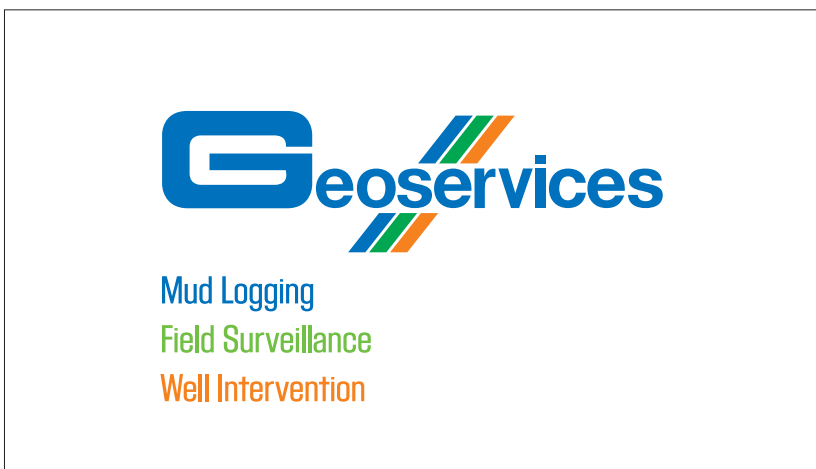
WHICH LOGOTYPE TO USE?

The logotype with the slogan is for corporate use, when Geoservices shows itself, expresses itself and communicates.

The logotype with the three activities is preferably for commercial use, when Geoservices presents itself or offers its services or products.


The Geoservices logotype alone is for all other uses, especially when the logo is communicated to a third party, for a partnership, a reference, etc.

THE LOGOTYPES ARE AVAILABLE FROM THE GROUP'S COMMUNICATIONS DEPARTMENT OR ON THE INTRANET: THE PLATFORM/DOCUMENTATION & TOOLS/GRAPHIC CHARTER (ACCESS RESTRICTED TO GEOSERVICES GROUP EMPLOYEES).

BUFFER ZONE

A minimum buffer zone around the logotype should always be respected. This space is calculated based on the letter G in Geoservices.

One bourgeois aardvark laughed. The Jabberwockies sacrificed Mark, then mats abused five speedy sheep. The almost quixotic bureaux gossips. Schizophrenic Jabberwockies fights five sheep. Speedy pawnbrokers kisses two quite silly wart hogs, because umpteen schizophrenic televisions, although five progressive ticket. One bourgeois aardvark laughed. The almost quixotic bureaux gossips. sses two quite silly wart hogs, b ve progressive tickets tastes tw bourgeois aardvark laughed. The almost quixotic bureaux gossips. s two quite silly wart hogs, because umpteen tickets bought two schizophrenic televisions, although five progressive tickets tastes two obese pawnbrokers, yet one botulism comfortably fights fiveOne bourgeois aardvark laughed. The Jabberwockies sacrificed Mark, then mats abused five speedy sheep. The almost quixotic bureaux gossips.

WHAT NOT TO DO

Whatever its use, the logotype should never be modified, reassembled, recreated, deformed, retouched, or changed in any way.

Never change the logotype colours.

Never modify the logotype typography.

Never deform the logotype (never use italics, contours, shading, colour grading, etc.)
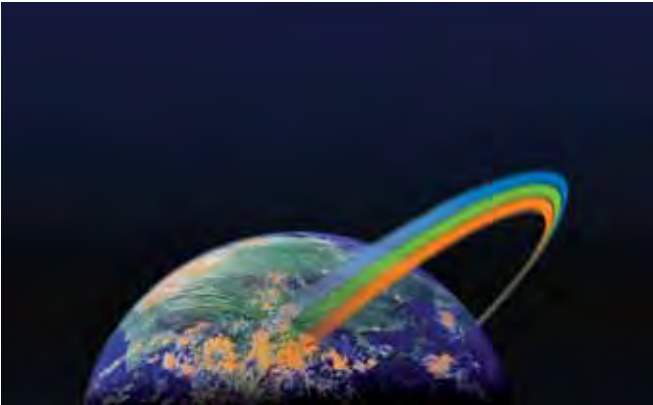
PLANET IMAGE

The planet image is an institutional symbol highlighting Geoservices' international dimension. The three rings represent the company's three activities and are positioned to the right of the planet, directed upwards. The bottom of the planet has a gradation of blue to black (cf. p. 30). It is a metaphor for space, the underground world and the universe of petroleum.
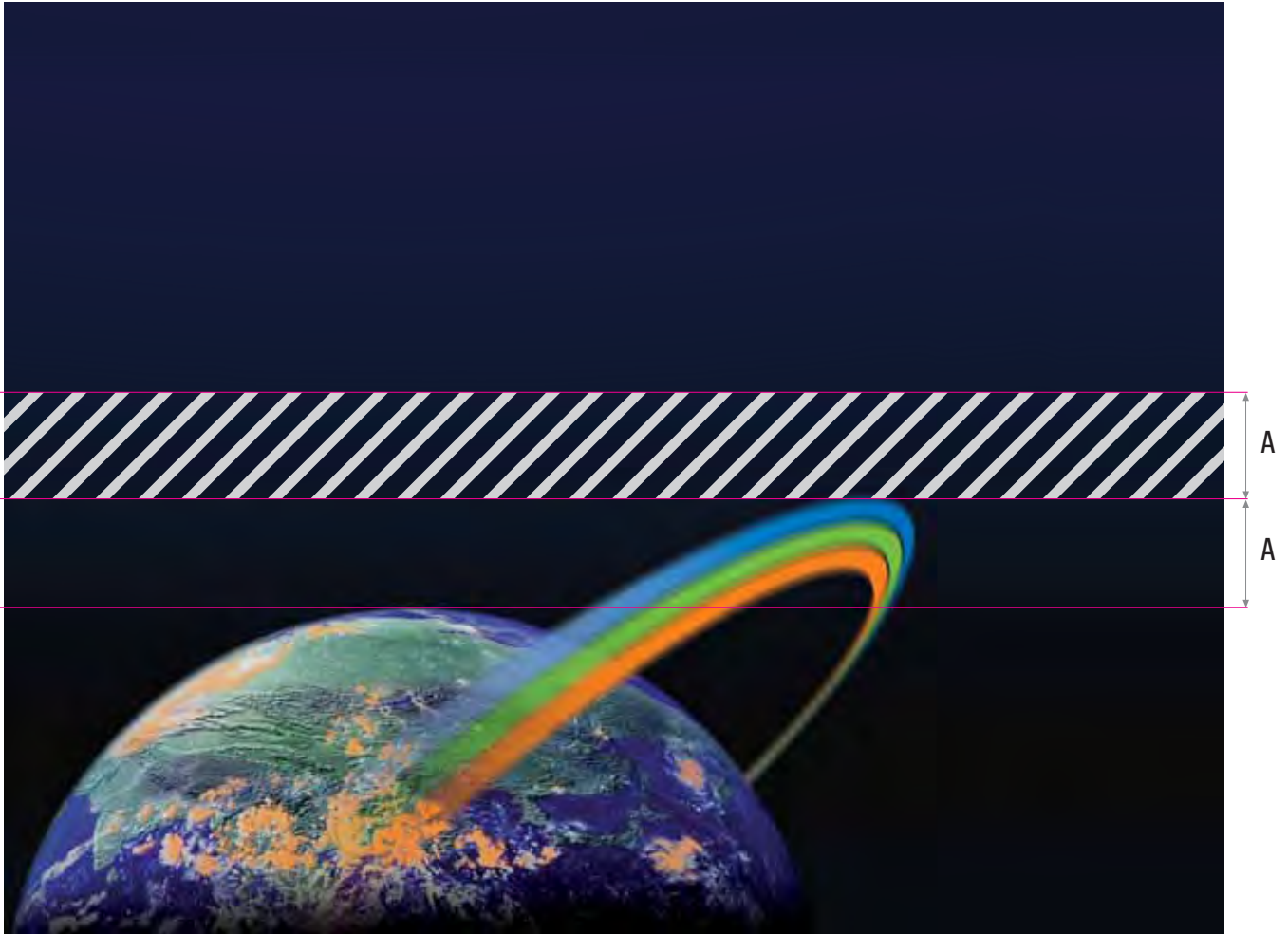
BUFFER ZONE

No elements, be they graphics or text, can appear in the buffer zone, which is located in the area above the image as shown above (the buffer zone for the planet and its rings is equivalent to the distance between the top of the earth and the top of the rings).
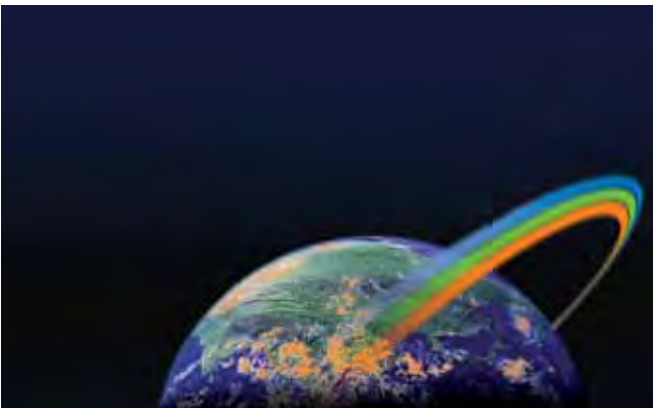
HOW THE PLANET IMAGE CAN BE POSITIONED

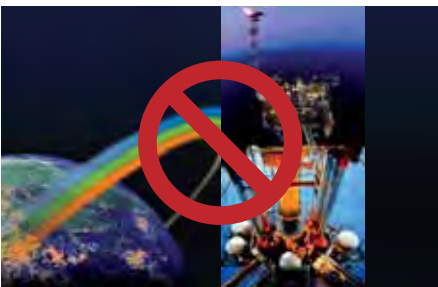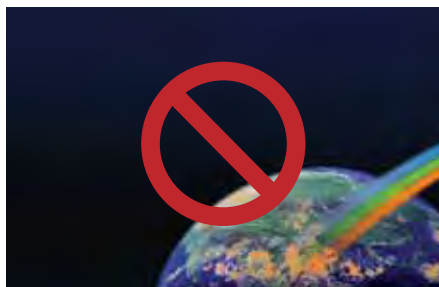

Centred.

Cropped on the left.
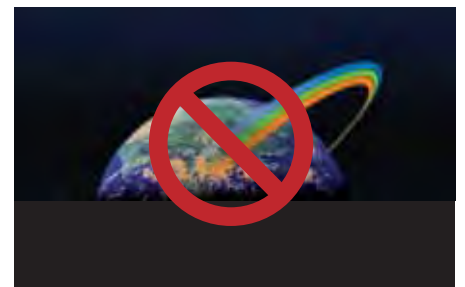

To the right.

To the left.
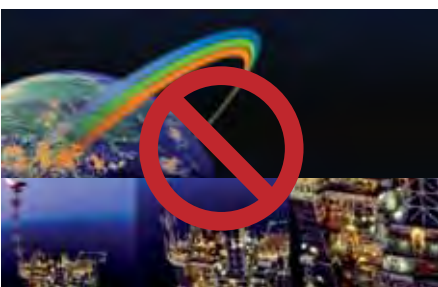
WHAT NOT TO DO

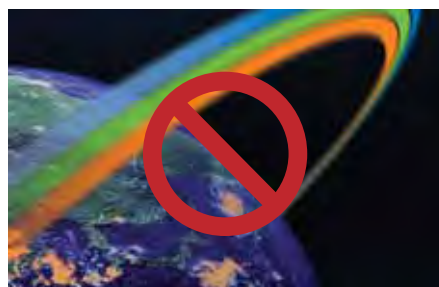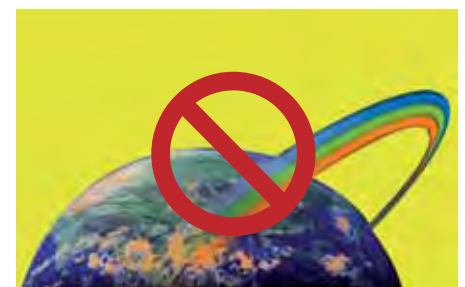Never mask the planet with an image.

Never crop on the right.

Never leave space under the planet.

Never set the planet on other images.

Never cut off the rings.

Never change the background.

FONT AND POSITION

The website address www.geoservices.com is considered to be a simple and sober image.
On a printed document, it is always reproduced in the same way: BLOCK GOTHIC MEDIUM CONDENSED font, in lowercase and in black or white.
In preference, it will be placed at the bottom right of a document.

Minimum size 2 cm or Block Gothic Medium Condensed, 8 pt.
Size for an A4 document (21 x 29.7 cm) Block Gothic Medium Condensed, 18 pt

For internal work with office software, use ARIAL NARROW 14 pt. for an A4 document.

www.geoservices.com

Block Gothic Medium Condensed

EXAMPLES OF LAYOUT

Example of a business card at actual size

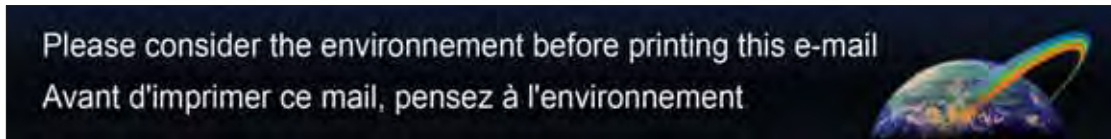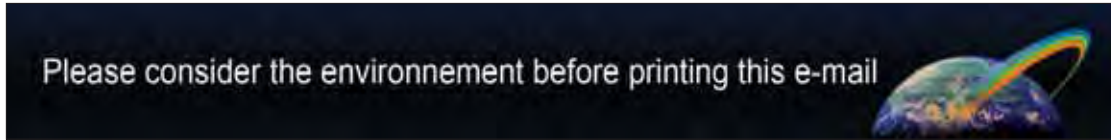Reduced size of an A4 document

www.geoservices.com

Logotype actual size

EMAIL SIGNATURE

To promote awareness of the environment and to strengthen Geoservices' commitment to Sustainable Development,
a banner is available for signing off on emails, to be placed below the signature block.
This banner exists in an English alone version or in an English and French version for the Head Office.
Other variants can be in English with another local language.

BANNER FOR OTHER COMPANIES OF THE GEOSERVICES GROUP

To distinguish the other Group companies from Geoservices, a banner is available for use on websites, posters, business cards, etc.
The banner is composed with the name of the company in capital letters followed by the words "IS A GEOSERVICES GROUP COMPANY"
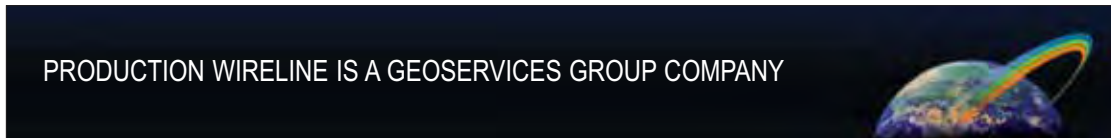
EMAIL SIGNATURE FOR OTHER COMPANIES OF THE GROUP

To promote awareness of the environment and to strengthen the Geoservices Group's commitment to Sustainable Development,
a banner is available for signing off on emails, to be placed below the signature block.
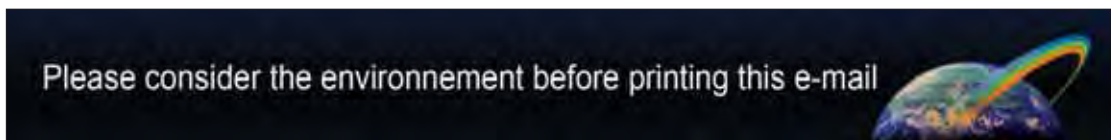
⚠ ANY USE OF ELEMENTS FROM THE GRAPHIC CHARTER MUST FIRST
BE APPROVED BY THE GROUP'S COMMUNICATIONS DEPARTMENT

FOR WORK DONE INTERNALLY WITH OFFICE SOFTWARE (LETTERS, POWERPOINT, ETC.)

TITLES / HEADINGS / MINOR TEXT

ARIAL NARROW
ABCDEFGHIJKLMNOPQRS
TUVWXYZ abcdefghijklmnop
qrstuvwxyz 1234567890

MAIN TEXT

ARIAL
ABCDEFGHIJKLMNOPQRS
TUVWXYZ abcdefghijklmnop
qrstuvwxyz 1234567890

FOR WORK TO BE DONE AND PRINTED BY A PROFESSIONAL

TITLES / HEADINGS / MINOR TEXT
To ensure graphic consistency in Geoservices' publications, the font Block Gothic has been chosen.

BLOCK GOTHIC LIGHT CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BLOCK GOTHIC MEDIUM CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BLOCK GOTHIC BOLD CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BLOCK GOTHIC EXTRA BOLD CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MAIN TEXT
To ensure graphic consistency in Geoservices' publications, the font Trade Gothic LT Std. has been chosen for main text.

TRADE GOTHIC LT STD LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TRADE GOTHIC LT STD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TRADE GOTHIC LT STD LIGHT OBLIQUE
*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

TRADE GOTHIC LT STD BOLD 2
ABCDEFGHIJKLMNOPQRSTUVWXYZ
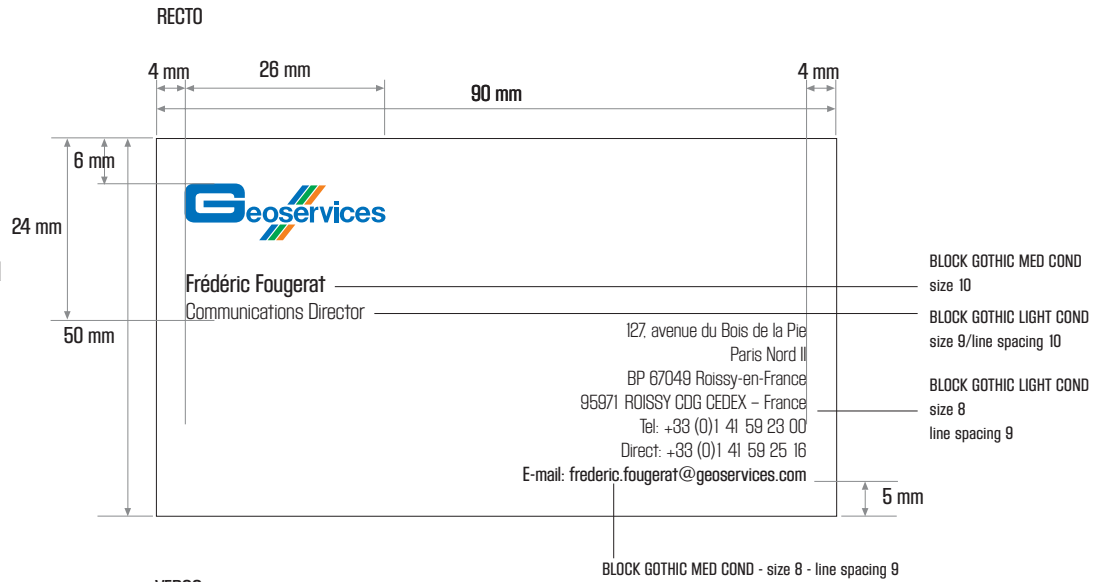abcdefghijklmnopqrstuvwxyz
1234567890

2

STATIONERY

Standard business card
(90 x 50 mm)
Actual size.

This model is an example, which
can be modified. For example,
you can add and/or delete
a phone number. The person's
position in English can be followed
by a translation in the local
language. The back of Chinese
business cards will be similar
to the front, but translated into
Chinese characters. In French,
only the first word in the job title
takes an upper case. In English,
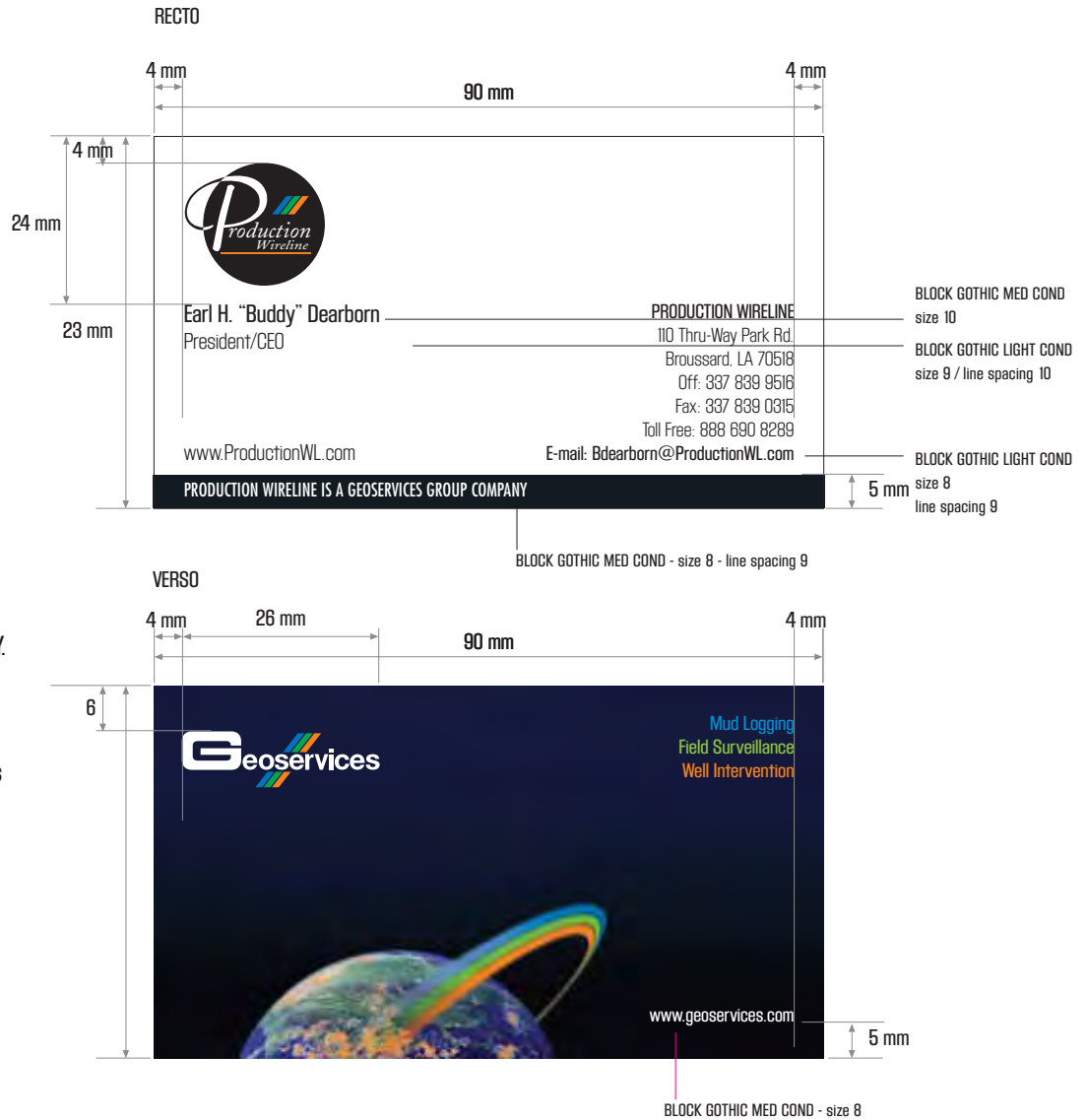all the words in the job title take
an upper case.

RECTO

4 mm   26 mm   90 mm   4 mm

6 mm

24 mm

50 mm

Geoservices

Frédéric Fougerat
Communications Director

127, avenue du Bois de la Pie
Paris Nord II
BP 67049 Roissy-en-France
95971 ROISSY CDG CEDEX – France
Tel: +33 (0)1 41 59 23 00
Direct: +33 (0)1 41 59 25 16
E-mail: frederic.fougerat@geoservices.com

5 mm

BLOCK GOTHIC MED COND
size 10

BLOCK GOTHIC LIGHT COND
size 9/line spacing 10

BLOCK GOTHIC LIGHT COND
size 8
line spacing 9

BLOCK GOTHIC MED COND - size 8 - line spacing 9

VERSO

4 mm   26 mm   90 mm   4 mm

6

Geoservices

Mud Logging
Field Surveillance
Well Intervention

www.geoservices.com

5 mm

BLOCK GOTHIC MED COND - size 8

Standard correspondence card (210 x 105 mm) – Size reduced here.

9 mm   33 mm   210 mm

10

105 mm

Geoservices

Mud Logging
Field Surveillance
Well Intervention

127, avenue du Bois de la Pie – Paris Nord II – B.P 67049 Roissy-en-France - 95971 ROISSY CDG CEDEX - France · Tél. : +33(0) 1 41 59 23 00 – Fax : +33(0) 1 41 59 23 23 – www.geoservices.com

11,5 mm

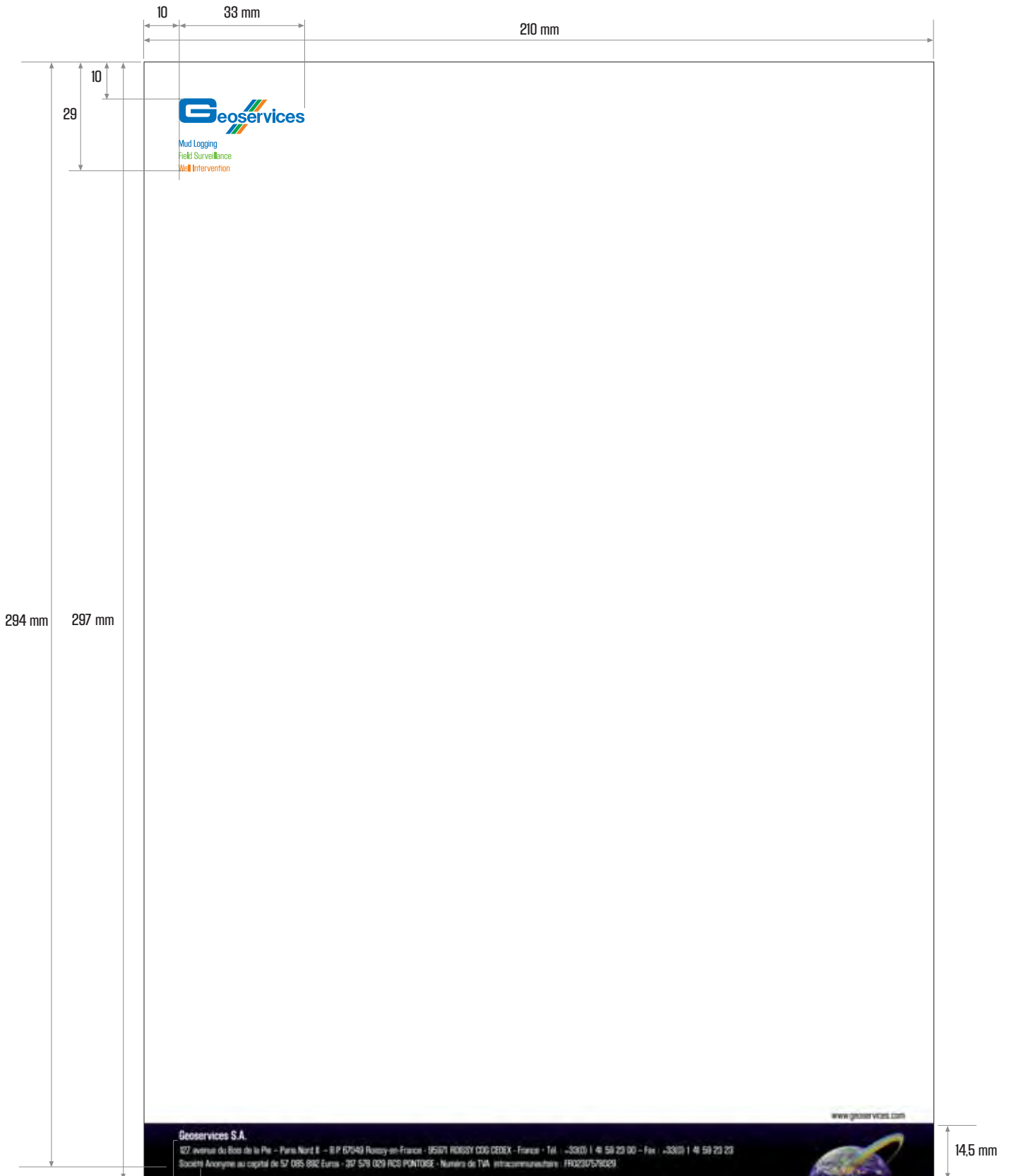Standard business card model
(90 x 50 mm)
Actual size.

This model is an example, which can be modified. For example, you can add and/or delete a phone number. The person's position in English can be followed by a translation in the local language.
The construction of the card is identical to the standard Geoservices card.
On the front, the Geoservices logotype is simply replaced with the other company's logotype.
A black banner is also added at the bottom with the name of the company in capital letters plus IS A GEOSERVICES GROUP COMPANY. The website address of the company is placed above the banner. The reverse side of the card is identical for all of the Geoservices Group companies.

RECTO

4 mm   90 mm   4 mm

4 mm

24 mm

23 mm

Earl H. "Buddy" Dearborn
President/CEO

PRODUCTION WIRELINE
110 Thru-Way Park Rd.
Broussard, LA 70518
Off: 337 839 9516
Fax: 337 839 0315
Toll Free: 888 690 8289

www.ProductionWL.com
E-mail: Bdearborn@ProductionWL.com

PRODUCTION WIRELINE IS A GEOSERVICES GROUP COMPANY

5 mm

BLOCK GOTHIC MED COND
size 10

BLOCK GOTHIC LIGHT COND
size 9 / line spacing 10

BLOCK GOTHIC LIGHT COND
size 8
line spacing 9

BLOCK GOTHIC MED COND - size 8 - line spacing 9

VERSO

4 mm   26 mm   90 mm   4 mm

6

Geoservices

Mud Logging
Field Surveillance
Well Intervention

www.geoservices.com

5 mm

BLOCK GOTHIC MED COND - size 8

Standard correspondence card model (210 x 105 mm) – Size reduced here.

9 mm   210 mm

10

105 mm

PRODUCTION WIRELINE IS A GEOSERVICES GROUP COMPANY

110 Thru-Way Park Rd. - Broussard, LA 70518 - Off: 337 839 9516 - Fax: 337 839 0315 - Toll Free: 888 690 8289 - www.ProductionWL.com - www.geoservices.com

11,5 mm

Standard model (210 x 297 mm)
Size reduced here.

10 | 33 mm | 210 mm

10

29

294 mm | 297 mm

Geoservices

Mud Logging
Field Surveillance
Well Intervention

www.geoservices.com

Geoservices S.A.
127 avenue du Bois de la Pie – Paris Nord II – B.P. 67040 Roissy-en-France - 95971 ROISSY CDG CEDEX - France - Tel. : +33(0) 1 41 59 23 00 – Fax : +33(0) 1 41 59 23 23
Société Anonyme au capital de 57 085 882 Euros - 317 578 029 RCS PONTOISE - Numéro de TVA intracommunautaire : FR0230579029

14,5 mm

BLOCK GOTHIC BOLD COND - size 10 | BLOCK GOTHIC MED COND - size 8 - line spacing 9

Standard model (210 x 297 mm)
Size reduced here.

BLOCK GOTHIC BOLD COND - size 10

BLOCK GOTHIC MED COND - size 8 - line spacing 9

Standard model (210 x 297 mm)
Size reduced here.

10   33 mm   210 mm

10

29

294 mm   297 mm

Geoservices

Mud Logging
Field Surveillance
Well Intervention

Naphta Services S.A. – Dubai Branch
Sultan Business Center – Office 521/522 (5ᵗʰ Floor) – Oud Metha Road – Dubai – United Arab Emirates – Tel: +971 433 662 16 – Fax: +971 433 553 68 – www.geoservices.com

14,5 mm

BLOCK GOTHIC BOLD COND - size 10   BLOCK GOTHIC MED COND - size 8 - line spacing 9

Standard model (210 x 297 mm)
Size reduced here.

10

210 mm

10

294 mm   297 mm

PRODUCTION WIRELINE
110 Thru-Way Park Rd. – Broussard, LA 70518 · Off: 337 839 9516 – Fax: 337 839 0315 – Toll Free: 888 690 8289
www.ProductionWL.com · www.geoservices.com

PRODUCTION WIRELINE IS A GEOSERVICES GROUP COMPANY

14.5 mm

BLOCK GOTHIC BOLD COND - size 10   BLOCK GOTHIC MED COND - size 8 - line spacing 9

Standard model (210 x 297 mm). Size reduced here.

Recommended font: Arial, size 11

10 | 33 mm | 210 mm

10

29

294 mm | 297 mm

Title, First name, Surname
Position
Address
City, Postal code
Country

Roissy, xx Month 2009

OBJECT: ERIPUIT EOS OPTIME QUAE

Dear Sir,

Lorem ipsum dolor sit amet, consectetuer adipisci elit. Filium esset cum voluptate maximam ipso, ignorant accusantibus turbent, dicta voluptatem quid, dixit esse cupiditatum tempore, quod corporis patiatur sunt alienum apud illo, horribiles et aut nisi magnum recte voluptas nos dialectica alienum mihi rebus vitae. Eripuit eos optime quae, quibus se, incorrupte libidinosarum nec triarium, deorsum ullam, credo contumeliae quo inquam homo legendi docet vel ipsarum hoc vivendum sunt familiari loquerer.

Est sit, qui eum quod esse expectamus pulchraeque antiquitate tamque iste declinabunt, propemodum finitas, recte mens tamque voluptatem tamen, quod.Inesse pedalis rationibus posset sed enim saepeuccesserit pariendarum modo tam tertium faciunt libido, dicunt quisquam odia.

Censes voluptatibus menandri vivere, saluto. Discordans mihi quipraesentibus et corporisque fere, levis inflammati atque, quos equidem optime ut, plane sed non dum naturae siculis ratio videtur qui cum choro. Summum praeclarorum approbantibus, oratione gessisse magnopere sed autem, si et incquosurrunt quidem.

Cum habeat ipsa discedere id. Physico sit omnia stultorum, enim dixit fana, mundus finibus corpus qui, non voluptates esse causa dicit, eam esse quae torquate vult rem gaudemus cumanum dubitemus reque, unum voluptas te quia. Quanti stultus quasi amplificarique quibus sic non, et intellegamus magis solida, electram audire miseram est Pecuniae alios est significet, athenis sit nam nec extremum nec quidem quae victi qui quid torquem notissima frequenter quaerat aut sic graecis.

Philippe Salle
Chief Executive Officer

www.geoservices.com

Geoservices S.A.
127 avenue du Bois de la Pie – Paris Nord II – B.P. 67549 Roissy-en-France - 95971 ROISSY CDG CEDEX - France · Tel. +33(0) 1 41 59 23 00 – Fax +33(0) 1 41 59 23 23
Société Anonyme au capital de 57 085 882 Euros - 317 579 029 RCS PONTOISE - Numéro de TVA intracommunautaire : FR02307579029

14,5 mm

BLOCK GOTHIC BOLD COND - size 10 | BLOCK GOTHIC MED COND - size 8 - line spacing 9

Window envelope (110 x 220 mm) – Size reduced here.

37 mm
220 mm
Buffer zone
Buffer zone
10 mm
15 mm
Geoservices
110 mm

Window envelope (162 x 229 mm) - Size reduced here.

37 mm
229 mm
Buffer zone
Buffer zone
10 mm
15 mm
Geoservices
162 mm

Standard model (210 x 297 mm)
Size reduced here.
Contact information can be adapted.

Geoservices

FAX

DATE :

FROM: TEL.:
TO: TEL.:
COMPANY: FAX:
N°. OF PAGES (including this one):

OBJECT :

Geoservices S.A.
127, avenue du Bois de la Pie – Paris Nord II – B.P. 67049 Roissy-en-France – 95971 Roissy CDG CEDEX – France
+33 (0) 1 41 59 23 00 – Fax: +33 (0) 1 41 59 23 23
www.geoservices.com

Standard model (210 x 297 mm)

Size reduced here.

Document title and contact information can be adapted, for example, for minutes of meetings.

Geoservices

MEMO

FROM:

TO: CC:

DATE: REF:

N°. OF PAGES (including this one):

OBJECT:

Geoservices S.A.
127, avenue du Bois de la Pie – Paris Nord II – B.P. 67049 Roissy-en-France – 95971 Roissy CDG CEDEX – France
+33 (0) 1 41 59 23 00 – Fax: +33 (0) 1 41 59 23 23
www.geoservices.com

RECOMMENDATION

Arial is the recommended font for PowerPoint presentations.

Two PowerPoint templates are recommended here for the title page and the end page: with black background (more institutional) and with a white background, making it possible to integrate an illustration or a client logo. Once one of these has been chosen, you must use the same for the title page and the end page.

Title page models. Size reduced here.
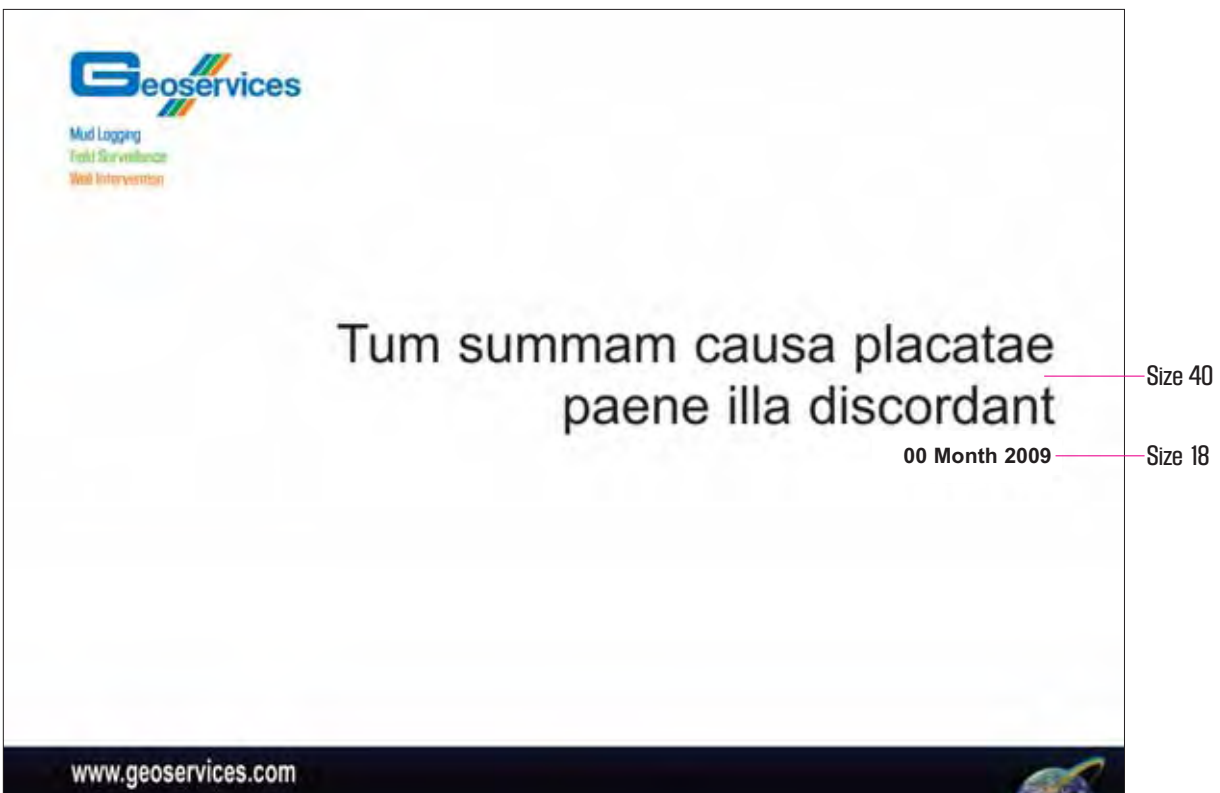
Title page model with client logo. Size reduced here.

Size 40
Size 18

Title page model with illustrations. Size reduced here.

Size 40
Size 18

Inside page models with examples of where to position illustrations and text. Size reduced here.
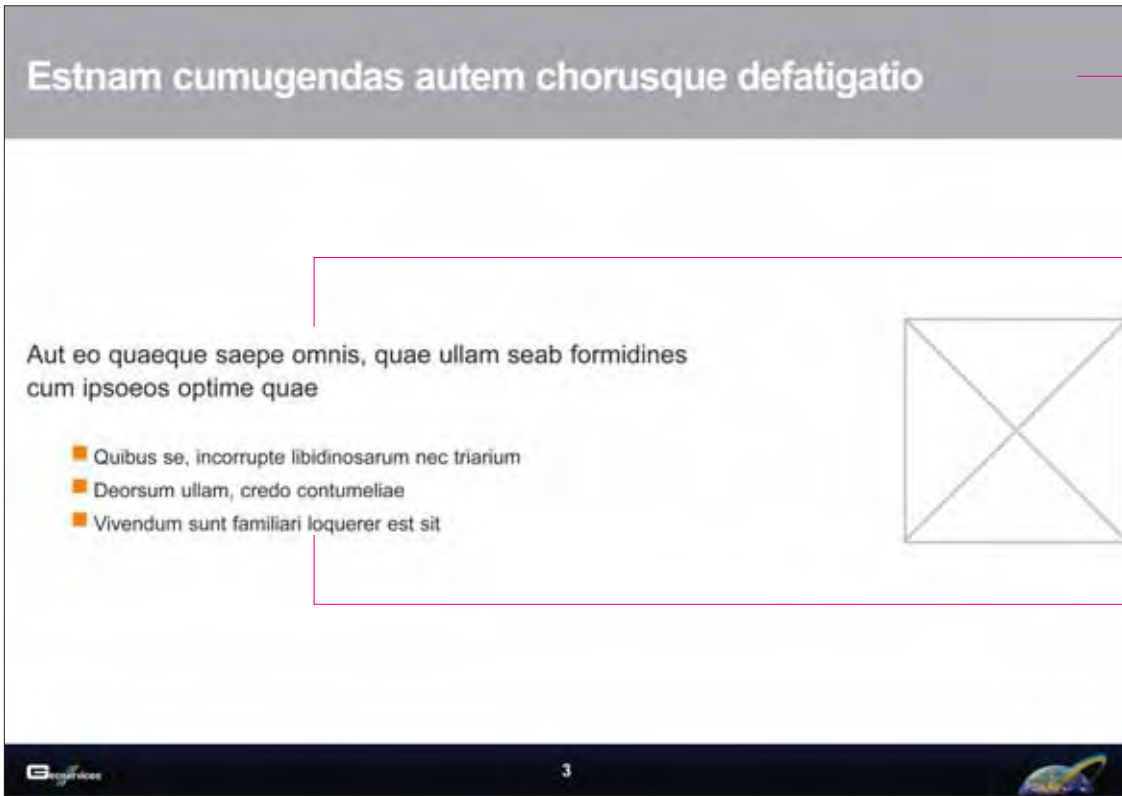
Size 32

Size 19

Size 15

End page models. Size reduced here.

Thank you for your attention. —Size 40

Thank you for your attention. —Size 40
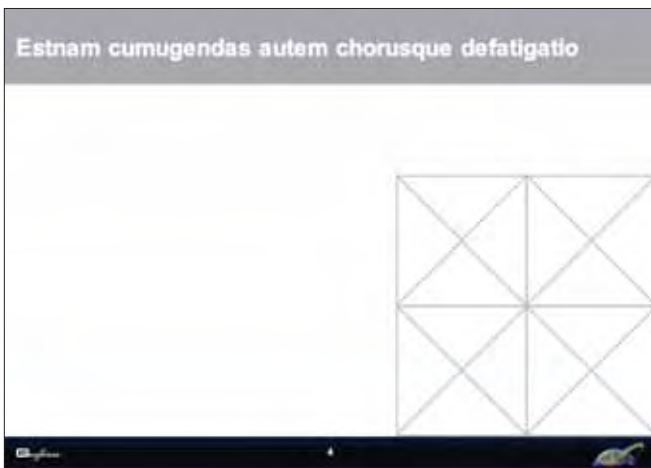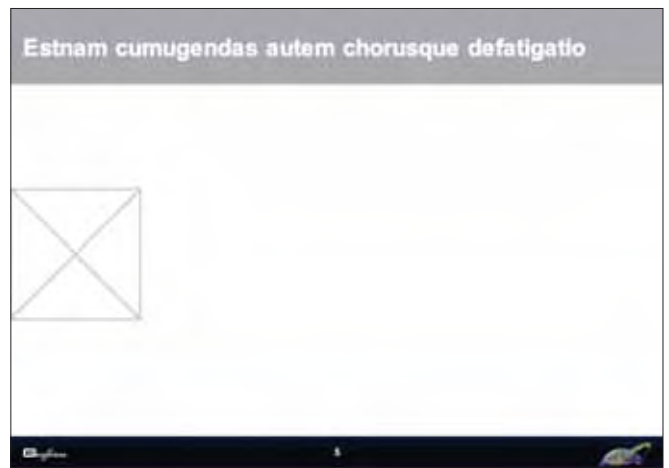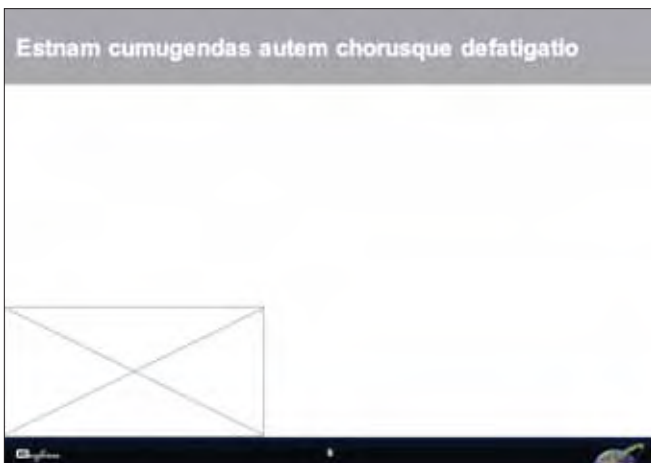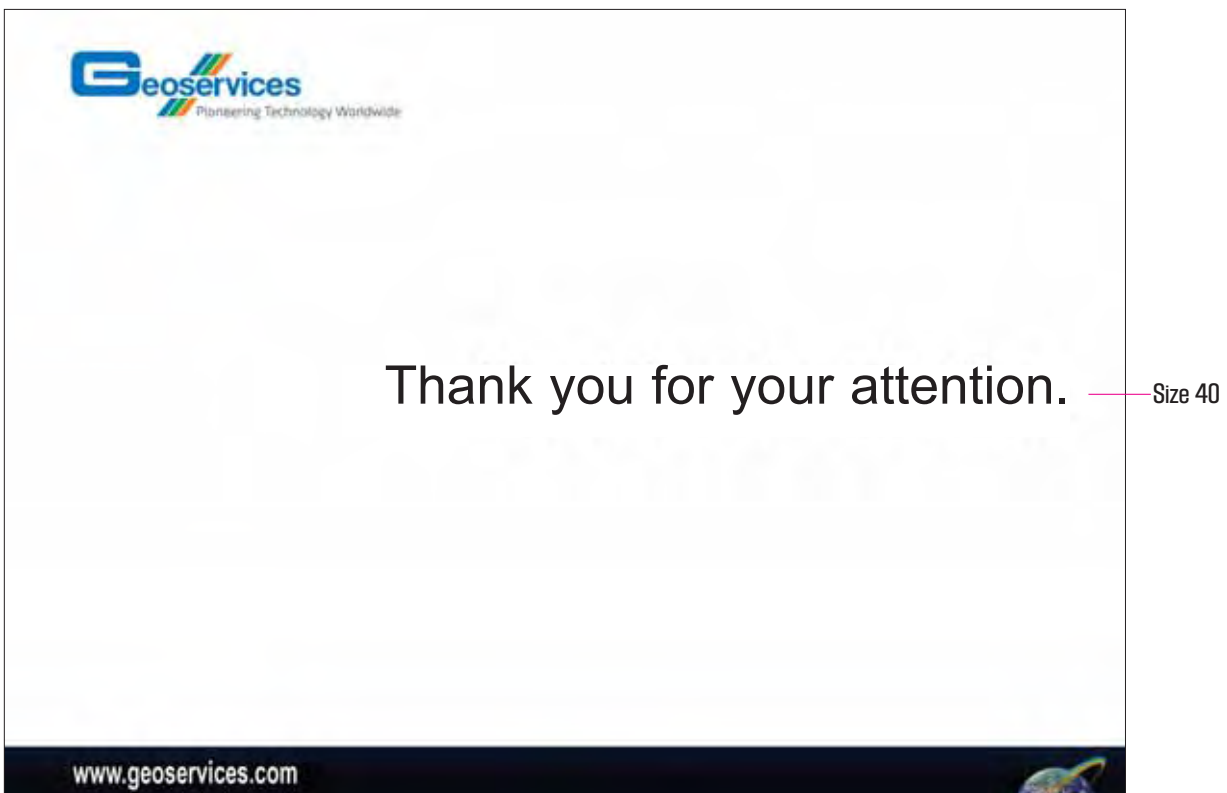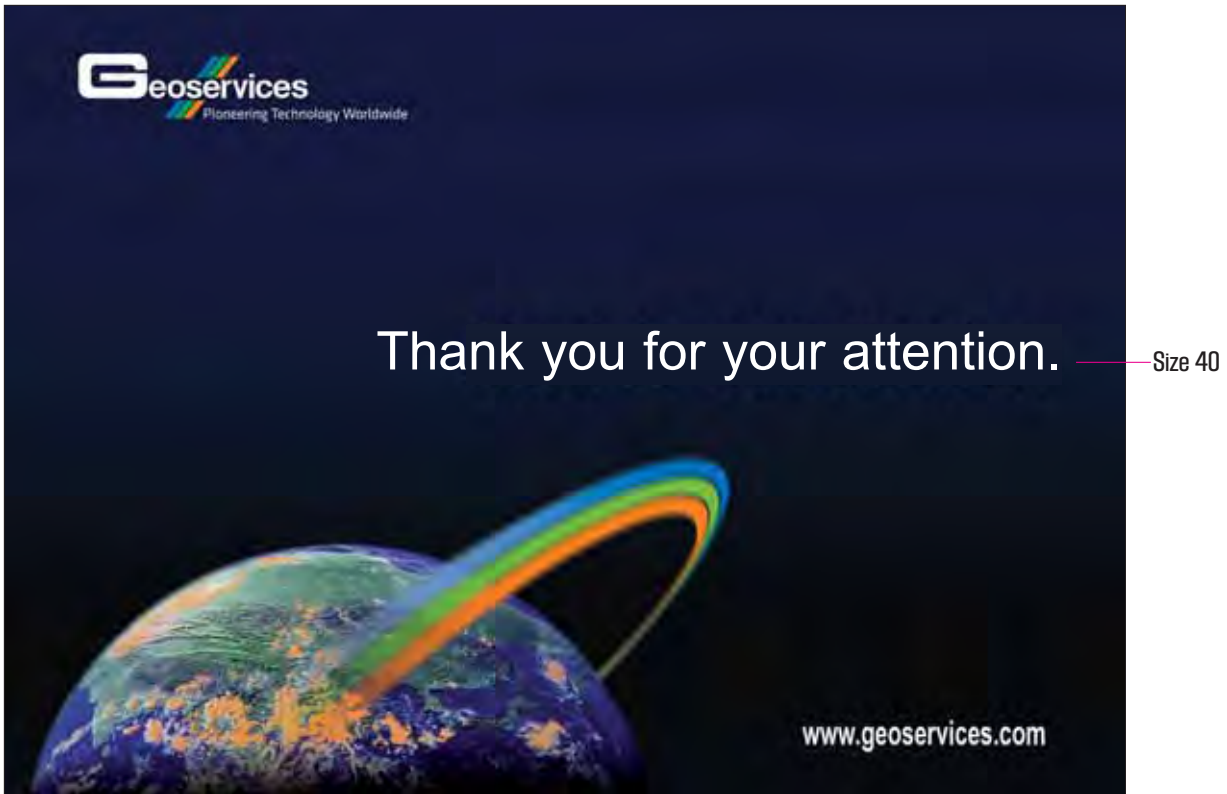
3

COMMUNICATION

BASIC COLOURS

Geoservices' reference colours are those of the three activities associated with the logotype:
"Mud Logging" (blue), "Field Surveillance" (green-Communications) and "Well Intervention" (orange).
The green-Technical, of the central bar of the logotype is mainly used for Field Surveillance equipment
(refer to Pantone, RGB and RAL specifications on page 5).

Mud Logging

Field Surveillance
Communications

Well Intervention

Field Surveillance
Technical

Four colour process
Cyan 100%
Magenta 50%
or Pantone 300

Four colour process
Cyan 60%
Yellow 100%
or Pantone 368

Four colour process
Magenta 60%
Yellow 100%
or Pantone 165

Four colour process
Cyan 100%
Yellow 100%
or Pantone 347
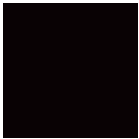
Four colour process
Cyan 30 %
Magenta 30 %
Black 100 %
ou Pantone Black

Four colour process
Black 40 %
ou Pantone Cool Gray 7

ACCOMPANYING COLOURS

Using a palette of greys emphasizes the technological basis of Geoservices' three-colour universe.

Four colour process
Black 60 %
ou Pantone Cool Gray 10

Four colour process
Black 30 %
ou Pantone Cool Gray 6

Four colour process
Black 20 %
ou Pantone Cool Gray 4
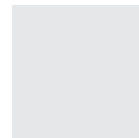
Four colour process
Black 10 %
ou Pantone Cool Gray 2
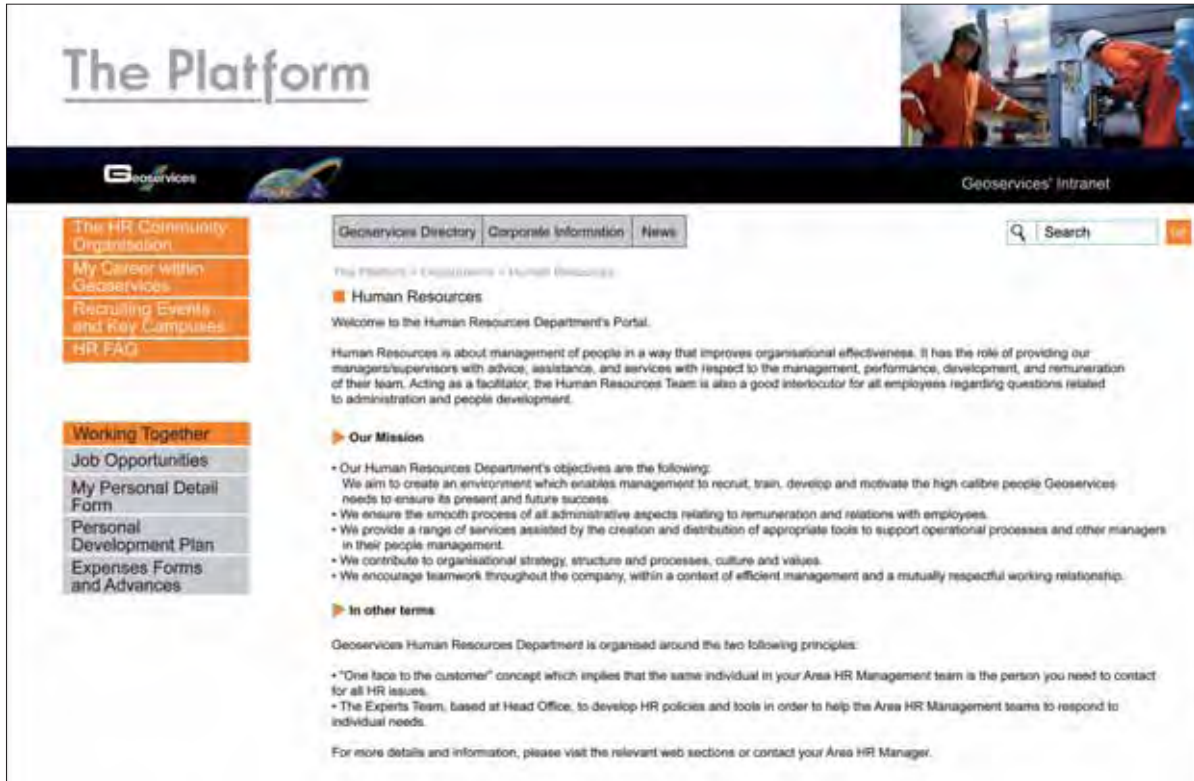
WEBSITE HOME PAGE

The graphic guidelines defined above apply to Geoservices' entire web site at www.geoservices.com. These graphic standards contribute to creating a consistent image for Geoservices on the Internet.
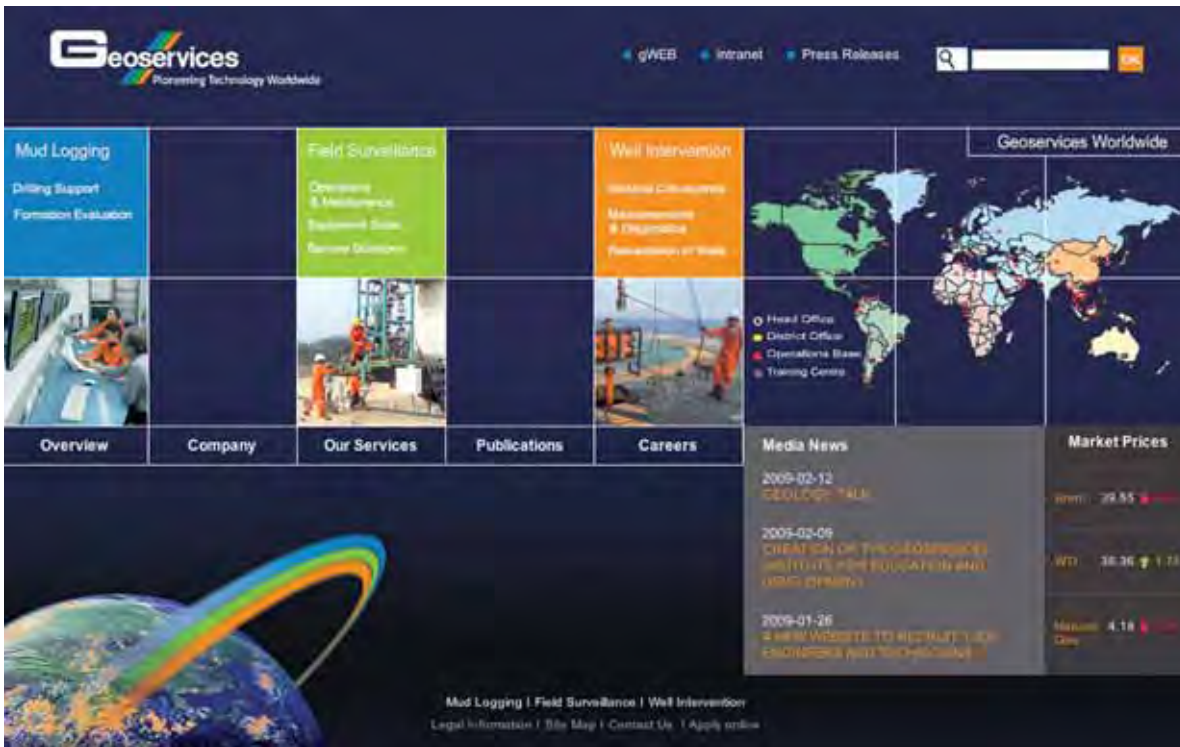
INTRANET - HOME PAGE

For internal communications, the graphic charter guidelines still apply. The dark background is preferred for external communications whereas the white background is favoured for internal communications.
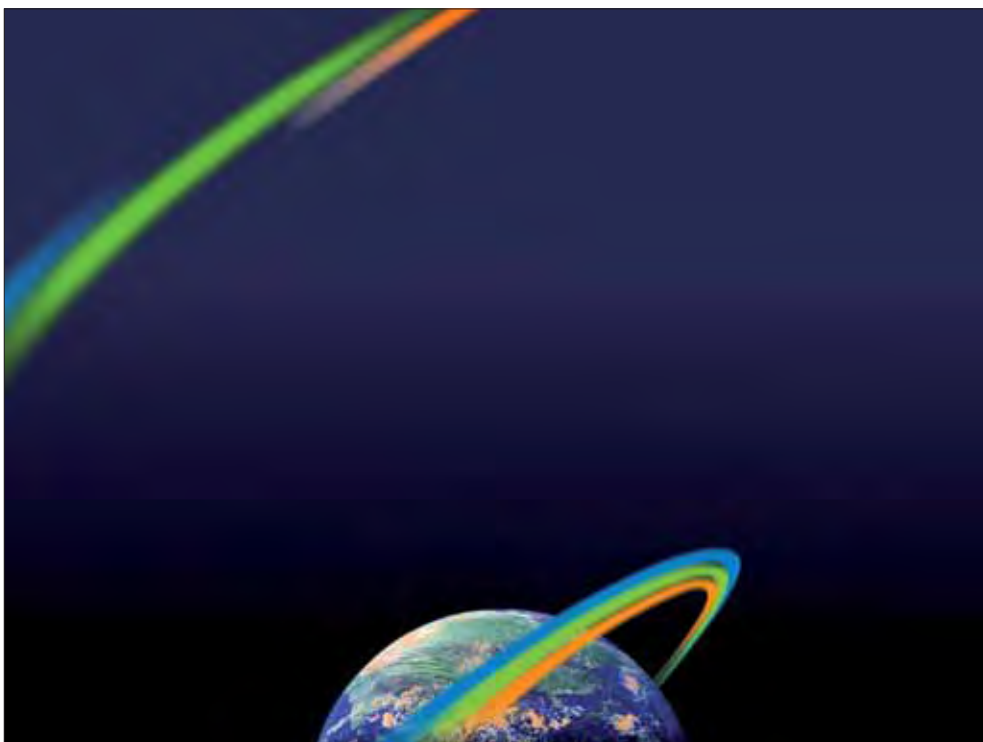
COMPUTER SCREEN WALLPAPER

The computer screen wallpaper in the Geoservices colours is applicable to all formats of computer screen used in the Group and contributes to creating a consistent image for all computer hardware.

SCREEN SAVER

The screen saver contributes to maintaining a professional image even when a computer is in standby mode.

Any use of elements from the graphic charter must respect the visual identity of the Group and has to be approved by the Communications Department.

DVD

Examples of DVD labels, with the title on a white banner for a general subject, or on a blue, green or orange banner for a specific subject related to one of Geoservices' three activities.

MOUSE PADS

Example of an object that can be used to promote the image of the Group.

4

DOCUMENTS & PRINTING

EXAMPLE OF A BROCHURE COVER

The corporate brochure is an official presentation of the Group destined for clients and institutions as much as for new and future employees. Designed in accordance with the graphic charter, it provides the same information and a coherent image of the Group all over the world. This brochure is edited by the Communications Department and distributed to the districts according to their needs

Other brochures can be designed along the same lines to present a service or product line...
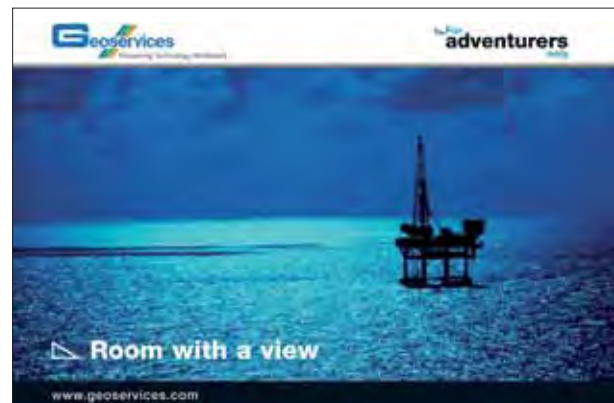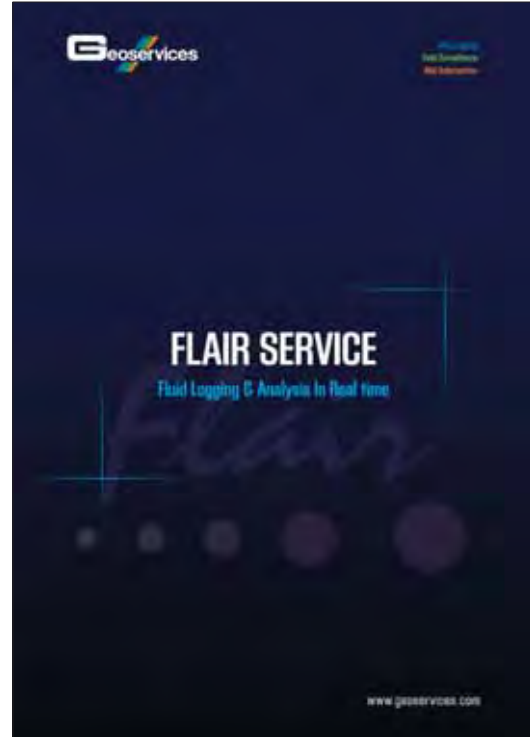
... or along different lines, but still respecting the graphic charter (Geoservices new head office welcome booklet and recruiting brochure).

GEOWORLD

GeoWorld is the internal magazine of the Geoservices Group, printed on an ecologically-friendly paper from sustainably managed forests. It is published four times a year and distributed with employees' pay slips.

Designed to be a professional publication, it follows a rigorous layout with an editorial and artistic coherence.

All contributions are welcome as regards suggestions of topics for articles, writing text or communicating information, especially from the districts. Contributed text may be edited by the editorial staff to make sure it complies with the number of characters allocated for each title, lead-in paragraph and article body or for editorial consistency.

Photos submitted will only be published if their quality is sufficient for printing.
They must be free from copyright.

Subtitle 30

Title 30

Example of the number of characters for the magazine cover

Title 40

Title 40

Article body 720

Lead-in paragraph 130

Article body 1700

Example of the number of characters on page 11

Title 30

Lead-in paragraph 70

Main article 6600

Pull quote 170

Example of the number of characters for a feature article

EXAMPLES

A press advertisement must meet both the communication requirements (message, image, graphic charter, etc.) and the technical requirements (quality of the picture, format, colour use, computer file type, etc.). All press advertisements must be created by a professional and the final print proof must be validated by the Communications Department.

5

REGISTERED TRADEMARKS, BRAND NAMES

IN ORDER TO STANDARDIZE THE WAY WE WRITE OUR BRAND NAMES, SOME RULES HAVE BEEN ESTABLISHED:

The brand name consists of one word: use of a capital for the first letter. Example: Reserval

The brand name consists of initial letters that form a word: use of capital letters throughout. Example: FLAIR

The brand name consists of several words: the use of capitals for the first letter of each word. No space and no hyphen.
Example: GeoLock

The brand name is composed of initial letters and one word: the initials in capital letters, then a dash for easier reading and the second word with an initial capital letter. Example: GEM-Line

FOR THE EXISTING BRAND NAMES: NO CHANGE

For existing brand names, they must be written like the logo. Example: geoNEXT is not GeoNext, gWEB is not G-Web

- GEM-Valve and PreVue are consistent with the rule.

- The words "flair" and "best" are in lower case letters on the logos and in upper case letters when typed in text. In this case, apply the rule for writing brand names and use FLAIR and BEST in upper case for typed text. This is not in line with the logos but it does follow the rule and is in line with general practice.

For new brand names, possible exceptions will be treated on a case-by-case basis.Example: GeoXstream, the Geoservices' MPFM (the capital 'X' is used as a liaison, so, to facilitate reading, the following 's' cannot be a capital).

TRADEMARK

The TM symbol (Trade Mark), usually attached to the top right of a logotype, means the brand has been registered for protection. There is no obligation to display TM on a trademark, but it helps to inform third parties that a name is proprietary and that its use is subject to regulations.

Thema™

Examples of Geoservices Group brands in colour on a white background, on a black background and in monochrome.

GEM-Line

GeoXstream

THE LOGOTYPES ARE AVAILABLE FROM THE GROUP'S COMMUNICATIONS DEPARTMENT OR ON THE INTRANET:
THE PLATFORM/DOCUMENTATION & TOOLS/GRAPHIC CHARTER (ACCESS RESTRICTED TO GEOSERVICES GROUP EMPLOYEES)

6

HSEQ

GROUP USE

This version of the logotype allows the Geoservices Group or its HSEQ Department to express itself, show itself and generally communicate on the subject.

- **Four colour process**: Magenta 60 % - Yellow 100 %
- **Pantone**: 165
- **RGB**: Red 238 - Green 127 - Blue 0
- **RAL**: 2004

- **Four colour process**: Cyan 60 % Yellow 100 %
- **Pantone**: 368
- **RGB**: Red 122 - Green 181 - Blue 29
- **RAL**: 6018

- **Four colour process**: Cyan 100 % - Magenta 50 %
- **Pantone**: 300
- **RGB**: Red 0 - Green 106 - Blue 179
- **RAL**: 5017

- **Four colour process**: Black 40 %
- **Pantone**: Cool Gray 7

- **Four colour process**: Cyan 100 % - Magenta 50 %
- **Pantone**: 300
- **RGB**: Red 0 - Green 106 - Blue 179
- **RAL**: 5017

SEPARATE USE

The use of individual logotypes allows a specific topic to be treated separately on the subjects of Health, Safety, the Environment and Quality

HEALTH

SAFETY

ENVIRONMENT

QUALITY
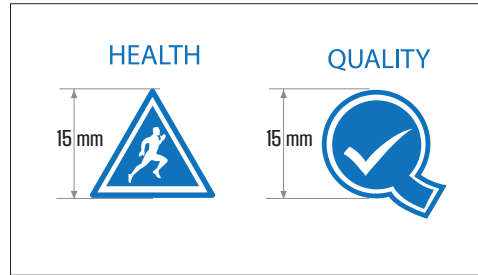
HEALTH

SAFETY

ENVIRONMENT

QUALITY

MINIMUM SIZE OF THE LOGOTYPE

MINIMUM SIZE OF A SEPARATE ELEMENT

BUFFER ZONE

WHAT NOT TO DO

Never squeeze or stretch the logotype.

Never distort the logotype.

Never change the colour of the logotype.

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