Logo Usage Guidelines

This document defines the use of the logo for NExT, A Schlumberger Company, including examples.

April 2012
The NExT Logo Usage Guidelines

The NExT logo is a single, unifying endorsement of our brand: oil and gas technical courses, training programs, competency management, and online learning products and services for individual engineers, geoscientists, and other technical leaders.

The logo includes “A Schlumberger Company” where Schlumberger is in the role of endorser brand. This approach is designed to retain the NExT brand while underscoring NExT’s relationship with Schlumberger. The strategy is intended to establish NExT as the leading oil and gas technical training brand name in the upstream oil and gas market.

The new logo removes the Network of Excellence in Training descriptor from the logo while retaining a similar look as the previous logo. The continued use of the Network of Excellence in descriptor outside of logo usage is explained in this document.

All NExT products and services developed and delivered for NExT will be branded as NExT. Products and services developed for NExT and available through another Schlumberger segment will be branded as Schlumberger. Products and services delivered through NExT’s university partners will be branded as outlined in this document.

The following pages show the rules of use of the logo through examples.

For information on the use of the Schlumberger logo, refer to the Schlumberger Identity Guidelines document, available within the Marketing Communications section of The Hub.
The NExT Logo

The logo is a graphic, not a combination of images and fonts. The only change that can be made is proportionate scaling. The logo is available as separate files in the approved colors (see page 4).

There are two variations of the NExT logo. A standard-size logo, which will go on most applications. However, when the logo is reproduced in a larger scale, such as on signage and large equipment, the words “A Schlumberger Company” are scaled down so as not to appear to compete with the word NExT in the logo.

Standard-size logo

Used in the following applications:
- Powerpoint
- Advertising
- Brochures
- Posters
- Promotional Items
- Case Studies
- Client Reports
- Labels
- Invoices

Large-size logo

Used in the following applications:
- Wall Graphics
- Signage

Minimum Area of Isolation

The NExT logo is always surrounded by a predetermined area of clear space, known as the area of isolation or the “E” rule. This ensures that the logo is not overpowered by other visual elements.

The area of isolation is calculated by placing a margin of clear space around the logo that is equivalent to the width of the “E” in the NExT logo.
Colors

Logo colors

The proper use of color enhances and unifies our communications. Always use the correct color specifications in four-color process, PANTONE color matched, RGB (Web, electronic), or any other types of reproduction.

Schlumberger Blue
PANTONE 280
(coated and uncoated)
CMYK: c100 m68 y0 k30

Schlumberger Gray
PANTONE 430
(coated and uncoated)
CMYK: c6 m0 y0 k47

BLACK

Logo on a light background
Either solid black or PMS 430 gray are acceptable as a one-color option on light backgrounds.

Logo on a dark background
Color logo should not be used on dark backgrounds; solid white should be used instead.
Incorrect Logo Uses

- Do not reproduce the logo in an unauthorized color.
- Do not reproduce the logo in an outline typeface.
- Do not use the logo with the registration mark.
- Do not tilt or skew the logo.
- This copy is too close to the logo.
- Do not place text within the area of isolation.
- Do not place a dark logo on a dark background.
- The logo should not appear in a box on a larger surface.
- Do not reproduce the logo in any other typeface.
- Do not reproduce the logo in different colors.
Stationery and E-mail Signature

To maintain a clean and professional image for business cards, the address block should contain no more than eight lines.

A local language can appear on the opposite side of the business card, but logo treatment and format should be the same as the English version.

When writing NExT, the N, E, and T in the NExT should always be capitalized as shown in the example NExT business card on the right.

When writing the NExTtraining.net URL, as part of an email or hyperlink, the capitalization should be maintained. The intent is to maintain the identity and distinguish our URL from other similar URLs, i.e., nextraining.net.

E-mail signature

Name
Title
NExT, a Schlumberger Company
Street Address
City, State Zip Code, USA
Tel: XXX-XXX-XXX
Fax: XXX-XXX-XXX (optional)
Mobile: XXX-XXX-XXX (optional)
www.NExTtraining.net

As e-mail has become a primary method of communication, both internally and externally, it is important to have a consistent and professional approach to e-mail signatures.

The e-mail signature should match the business card text, and no logos or other information should be included. The NExT URL (www.NExTtraining.net) can be used, but is not to be used to direct traffic to internal web pages, for example, program or course level pages. An example is on the left.

Jane Doe
Title Line One
Legal Entity (optional)
Street Address
City, State/Province, Post Code, Country
Tel: XXX-XXX-XXX
Fax XXX-XXX-XXXX (optional)
Mobile XXX-XXX-XXXX (optional)
email@NExTtraining.net

Mr. A Manager
Managing Director
A Company
A Building
22 A Street
Town POST CODE
December 15, 2011
Dear Xxxxx,

Visual identity isn’t only about logos, colors, and typefaces - consistent layout for typed and word processed information is important too. To help you achieve this consistency, we have developed letter layout guidelines.

It’s important to start the letter in the right place, this will affect the rest of the layout. Position the first line of the address 2.1 inches down the page and 1.25 inches in from the left, then type the rest of the address.

Leave another line space and type the salutation - Dear Xxxxx.

After another line space, the letter text begins. The right hand margin will need to be set so that the longest line will be 6.5 inches. Try to keep your sentences and paragraphs short and concise. Leave full line spaces between each paragraph.

Yours sincerely

Alvin Barber
Marketing Manager
NExT

Jane Doe
Title Line One
Title Line Two
Legal Entity (optional)
Street Address
City, State/Province, Post Code, Country
Tel: XXX-XXX-XXX
Fax XXX-XXX-XXXX (optional)
Mobile XXX-XXX-XXXX (optional)
email@NExTtraining.net
NExT uses both NExT techniques and software as well as Schlumberger developed tools, software, and technologies. All techniques and software developed by NExT and listed in NExT sales and training collateral will be branded as NExT. All tools, software, and technologies developed by Schlumberger, particularly Schlumberger Information Solutions software, and listed in NExT sales or training collateral will be branded as Schlumberger. Schlumberger Information Solutions software will be branded according to SIS’s respective logo guidelines. The message to the consumer is that training on Schlumberger tools, software, and technologies is available only through NExT.

Sales and Training Materials

NExT, A Schlumberger Company, Logo Usage Guidelines | April 2012
Presentations and Tradeshows

In PowerPoint presentations, the NExT logo should appear on the first slide, as shown in the example. On subsequent slides, the NExT logo should be placed in the lower right-hand corner. No other logos should be used in presentations.

The Schlumberger logo is the only logo that will be displayed prominently on tradeshow booths; other company logos should not be displayed in close proximity to the Schlumberger logo or appear in any way equivalent to it.
Signage

Main building site identifier

The logo is managed as per the Schlumberger logo — presented discreetly and professionally. No large signs.

The logo should maintain a high contrast to the background.

For more complete details on how to manage building signage, refer to the Schlumberger Identity Guidelines, and consider the NExT logo as having the same treatment.


WALL-MOUNTED LETTERING

Buildings with light-colored walls can mount the “cut-out” logo directly. Position and scale will vary from building to building; therefore, no general rules can apply. We recommend each case be assessed and designed individually.

LIGHT/NEUTRAL SMOOTH WALL SURFACE

Logo: Color

Material: Aluminum or acrylic plastic, each with painted surface (i.e., Sherwin Williams 280). Thickness of materials should be between 0.25 in/6 mm/18 pt and 0.5 in/12 mm/36 pt, depending on the overall size of the icon—the larger the icon, the thicker the material. However, the thickness of the material should be no greater than half the width of the horizontal line in the “E”. Thicker material will interfere with the legibility because of shadows.

Installation: Flush mount directly to surface.

DARK SMOOTH WALL SURFACE

Logo: White and gray or aluminum

Material: Aluminum or acrylic plastic, each with painted surface, or clear-anodized aluminum with a neutral grained finish. Thickness requirements are the same as above.

Installation: Flush mount directly to surface.

LIGHT/NEUTRAL ROUGH WALL SURFACE

Logo: Color

Material: Aluminum or acrylic plastic, each with painted surface, or clear-anodized aluminum with a neutral grained finish. Thickness requirements are the same as above.

Installation: Use a technique that raises the letters slightly above the high points of the rough surface, using pins or studs.

GLASS SURFACE

Logo: White and gray or aluminum

Material: Aluminum or acrylic plastic, each with painted surface, or clear-anodized aluminum with a neutral grained finish. Thickness requirements are the same as above.

Installation: Use a technique that raises the letters slightly above the high points of the rough surface, using pins or studs.

A common mistake made on building signage is to place the NExT logo “in a box.” This should never be done, even if following the “E” rule. The use of raised lettering should be considered to avoid the appearance of a box surrounding the logo.

DARK ROUGH SURFACE

Logo: White and gray or aluminum

Material: Aluminum or acrylic plastic, each with painted surface, or clear-anodized aluminum with a neutral grained finish. Thickness requirements are the same as above.

Installation: Use a technique that raises the letters slightly above the high points of the rough surface, using pins or studs.

GLASS SURFACE

Logo: Color, all black, all white with frosted to appear as gray in the crescents of the logo.

Installation: Directly to the glass, depending on materials used.
Promotional Items

Examples of how the NExT logo should be applied to branded merchandise.
Keep in mind when selecting branded merchandise that its quality will reflect the brand. Selecting high-quality items to promote NExT (e.g., Cutter & Buck for golf shirts) is recommended when possible.

Match the PMS 280 blue and PMS 430 gray as closely as possible.

In North America, NExT has one preferred vendor for branded merchandise:

- Brand IQ:
  - http://www.schlumbergerstore.com

This preferred vendor should be used whenever possible. For large orders, please contact the vendor directly for a quote.

Note: Remove the text, “A Schlumberger Company,” from the logo if the reproduction quality is too poor for legibility.
Examples: golf balls and pens.