

Baker Hughes Visual Identity Quick Reference Guide

09 August 2019

Elements

Our logo symbolizes the spirit and purpose of the new Baker Hughes — to take energy forward, making it safer, cleaner and more efficient for people and the planet.

Logo configurations

The horizontal logo is the preferred version that emphasizes the legibility of our wordmark and should be used in most cases.

The vertical logo should be used when space is limited, most often in sponsorship lockups and social media avatars.

The stacked logo is primarily used for signage and other special use applications.

The trademarked (TM) versions of the logo should be used across marketing communications, except on internal-facing materials; in small applications, such as mobile icons, where visibility is compromised; and large applications, such as signage, where implementation is impractical.

Logo components

Wordmark

Baker Hughes

Mobius Arrow



Optional TM

Logo configurations

Horizontal (Preferred use)



Vertical



Stacked



Elements

Clear space

Clear space is the area surrounding a logo that is kept free of other graphics and typography. It plays an essential role in ensuring our logo is easy to recognize across all of our communications.

As illustrated to the right, the minimum clear space surrounding the logo is measured by the height of the "H" in the wordmark.

Minimum size

The Baker Hughes logo must be sized large enough to be easily read in every application. While minimum sizes are specified, the logo should generally appear larger than the minimum size.

Color variations

Our logo is available in multiple color formats for each configuration to ensure its integrity across a variety of reproduction methods.

Horizontal logo (Preferred)

Clear space



Minimum size



Color variations

Full-color positive



Full-color reverse



One-color BH Dark Green

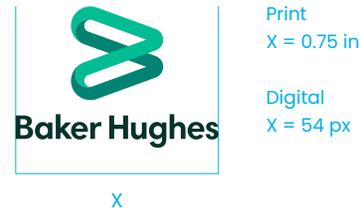


Black asset available for practical use

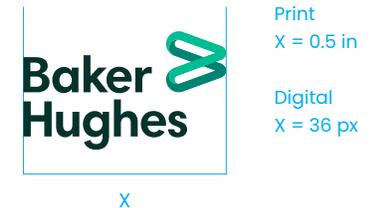
One-color white



Vertical logo



Stacked logo



Color variations



Elements

Color palette

The color specifications shown here must be consistently followed in order to maintain the integrity of our visual brand identity. Do not introduce additional colors to the color formations below.

For designers, our color palette is available in PMS, CMYK, and RGB as an Adobe Swatch Exchange (ASE).

Typography

Poppins is a free open source font that will be used in all print and digital applications. Until the latest version of Poppins is available from Google, only download Poppins v4.003 from: www.indiantypefoundry.com/fonts/poppins

Photography

Our images:

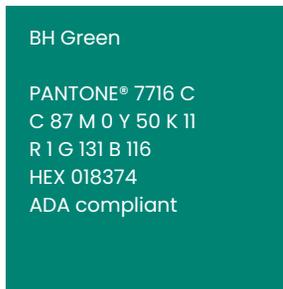
- Have a clear focal point
- Use natural lighting
- Showcase diversity, including age, gender, race, role, and geography
- Avoid clichés and metaphor to show our world as it is
- Avoid color washes and gradients

Color palette

Primary



Secondary



Typography

Poppins typeface font weights

Poppins Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Poppins Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Poppins SemiBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Style hierarchy

Headline Poppins SemiBold lorem ipsum

Subhead Poppins SemiBold
Body copy Poppins Regular lorem ipsum dolor sit amet, iusto consectetur elit, sed diam nonummy erat nibh euismod tincidunt ut laoreet dolore.

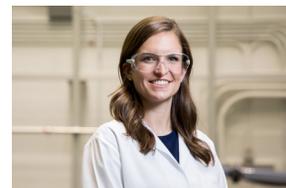
Display copy Poppins Light
autem vel eum iriure hendrerit in vulputate velit esse

Photography

Documentary: Our Industry, Our people, Where we operate



Portraiture



Product: Still life



Elements

Three graphic elements have been created to add system flexibility and distinction.

Core Shape
The Core Shape always encapsulates content ex. imagery, logo, or copy.

Graphic Device
There are two Graphic Device executions.

With imagery

- Position is always centered in a format
- Must always integrate middle stroke into the image

As a watermark

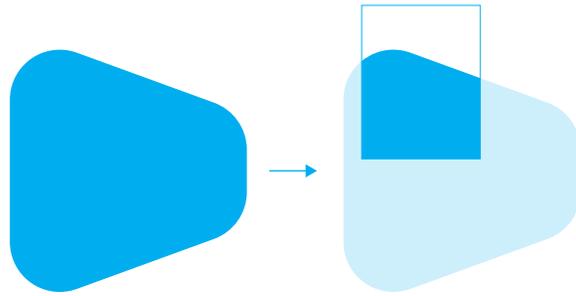
- Always crop right side and top or bottom

Pattern
The Pattern supports and extends the visual identity.

It may be used:

- In environments as graphics or physical materials
- On the inside of covers, folders, boxes, and merchandise

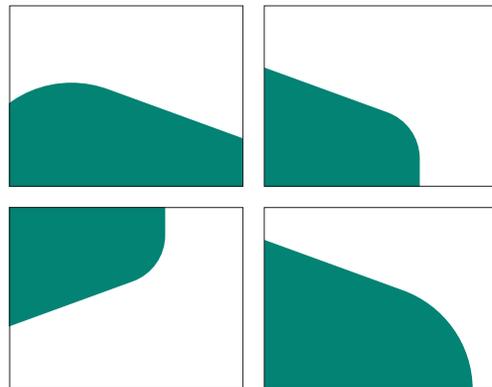
Core Shape



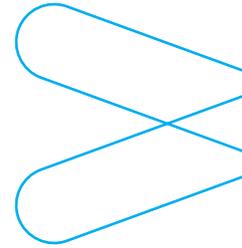
Vertical format crops



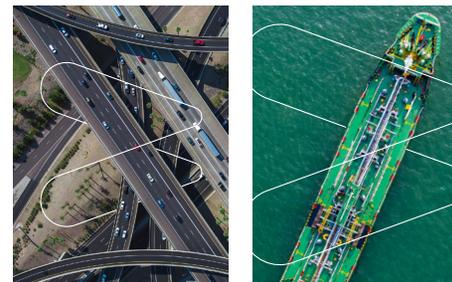
Horizontal format crops



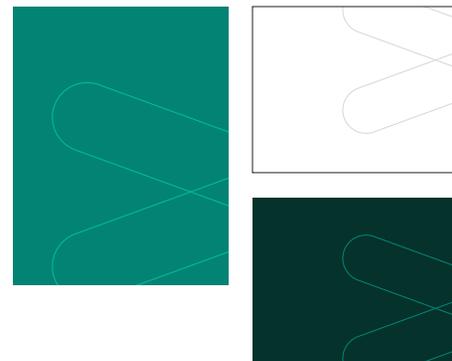
Graphic Device



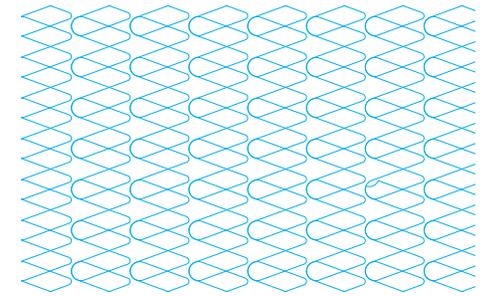
With photography



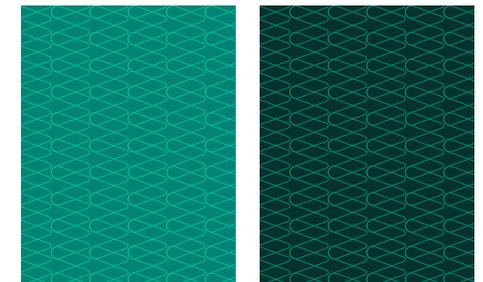
As a watermark



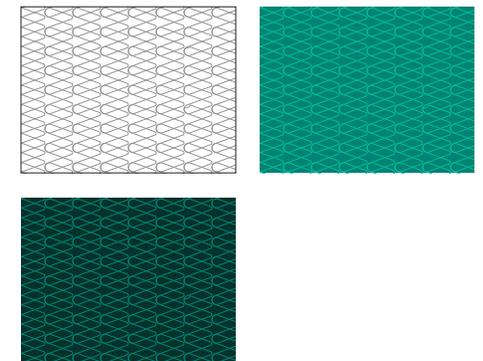
Pattern



Vertical format crop



Horizontal format crop



Assets

To make it easy to choose from and identify available logo artwork files, all files use the naming convention shown here.

Never rename logo artwork files.

Color Space

Use 4-color process or spot color for printed material.

Use RGB in all PowerPoint and Word documents and templates, and for all onscreen uses.

File formats

EPS (vector): Use for highest quality reproduction in offset and digital print, and special applications.

JPG (raster): High compression with no transparency support; for web and onscreen use, also an alternate for PowerPoint and Word.

PNG (raster): Little to no compression with transparency support; best used for PowerPoint, Word, and onscreen.

<p>Brand Baker Hughes</p>	<p>Trademark tm: TM</p>	<p>Color space 4cp: 4-color process rgb: RGB 1cs: 1-color spot 2cs: 2-color spot 3cs: 3-color spot</p>	<p>File format eps: Encapsulated PostScript jpg: Joint Photographic Experts Group png: Portable Network Graphic</p>
<p>bh_lg_tm_hrz_4cp_pos.eps</p>			
<p>Element lg: Logo cs: Core Shape gd: Graphic Device pt: Pattern</p>	<p>Configuration hrz: Horizontal vrt: Vertical stk: Stacked</p>	<p>Version pos: Positive rev: Reverse blk: Black wht: White dkgrn: BH Dark Green split: Split</p>	

Assets

Full-color positive



EPS

bh_lg_hrz_4cp_pos.eps
bh_lg_hrz_rgb_pos.eps
bh_lg_hrz_3cs_pos.eps

JPG

bh_lg_hrz_rgb_pos.jpg

PNG

bh_lg_hrz_rgb_pos.png

Full-color reverse



EPS*

bh_lg_hrz_4cp_rev.eps
bh_lg_hrz_rgb_rev.eps
bh_lg_hrz_2cs_rev.eps

PNG*

bh_lg_hrz_rgb_rev.png

One-color BH Dark Green



EPS

bh_lg_hrz_1cs_dkgrn.eps

One-color white



EPS*

bh_lg_hrz_1cp_wht.eps
bh_lg_hrz_rgb_wht.eps

PNG*

bh_lg_hrz_rgb_wht.png

One-color black



EPS

bh_lg_hrz_1cp_blk.eps

TM versions — Alternate versions of *all* logo configurations are available with a trademark TM.



Example file name with "tm" added

bh_lg_tm_hrz_4cp_pos.eps

***Reverse logos do not come with a background color built into the file.**

Assets

Full-color positive



EPS

bh_lg_vrt_4cp_pos.eps
bh_lg_vrt_rgb_pos.eps
bh_lg_vrt_3cs_pos.eps

JPG

bh_lg_vrt_rgb_pos.jpg

PNG

bh_lg_vrt_rgb_pos.png

Full-color reverse



EPS*

bh_lg_vrt_4cp_rev.eps
bh_lg_vrt_rgb_rev.eps
bh_lg_vrt_2cs_rev.eps

PNG*

bh_lg_vrt_rgb_rev.png

One-color BH Dark Green



EPS

bh_lg_vrt_1cs_dkgrn.eps

One-color white



EPS*

bh_lg_vrt_1cp_wht.eps
bh_lg_vrt_rgb_wht.eps

PNG*

bh_lg_vrt_rgb_wht.png

One-color black



EPS

bh_lg_vrt_1cp_blk.eps

TM versions — Alternate versions of *all* logo configurations are available with a trademark TM.



Example file name with "tm" added

bh_lg_tm_vrt_4cp_pos.eps

*Reverse logos do not come with a background color built into the file.

Assets

Full-color positive



EPS

bh_lg_stk_4cp_pos.eps
bh_lg_stk_rgb_pos.eps
bh_lg_stk_3cs_pos.eps

Full-color reverse



EPS*

bh_lg_stk_4cp_rev.eps
bh_lg_stk_rgb_rev.eps
bh_lg_stk_2cs_rev.eps

One-color BH Dark Green



EPS

bh_lg_stk_1cs_dkgrn.eps

One-color white



EPS*

bh_lg_stk_1cp_wht.eps
bh_lg_stk_rgb_wht.eps

One-color black



EPS

bh_lg_stk_1cp_blk.eps

TM versions — Alternate versions of *all* logo configurations are available with a trademark TM.



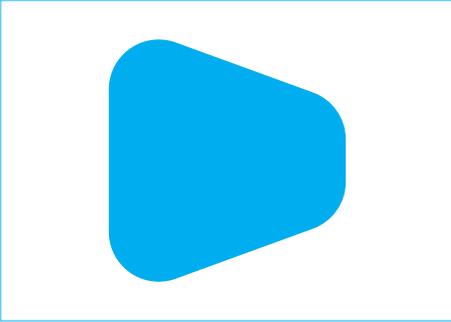
Example file name with "tm" added

bh_lg_tm_stk_4cp_pos.eps

***Reverse logos do not come with a background color built into the file.**

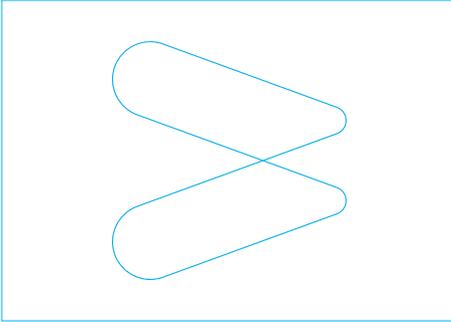
Assets

Core Shape



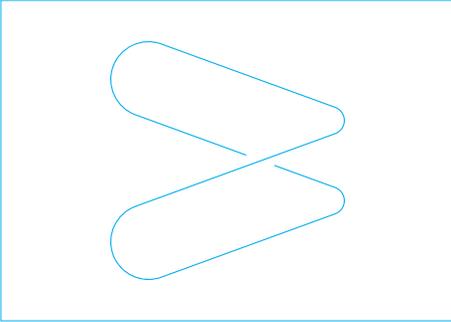
EPS
bh_cs_4cp.eps
bh_cs_rgb.eps

Graphic Device (watermark)



EPS
bh_gd_4cp.eps
bh_gd_rgb.eps

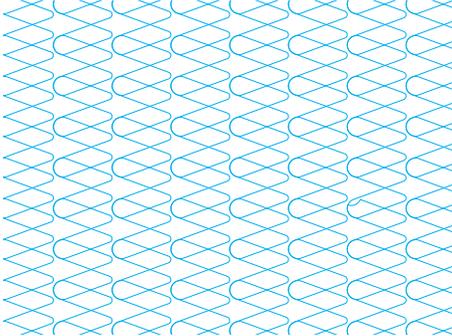
Graphic Device (photography)*



EPS
bh_gd_4cp_split.eps
bh_gd_rgb_split.eps

*For integration with photography.
See Brand Guidelines for specifications.

Pattern



EPS
bh_pt_4cp.eps
bh_pt_rgb.eps