Baker Hughes

Baker Hughes visual identity quick reference guide

Copyright 2023 Baker Hughes Company. All rights reserved.

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 stacked logo is used when space hinders the use of the horizontal configuration. The rectangular footprint will also work well in signage.

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

Logo configurations

Horizontal (Preferred use)

Stacked

Copyright 2023 Baker Hughes Company. All rights reserved.

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.

There are two configurations (horizontal and stacked) and two color options (full color positive and reverse) to ensure the visibility of our logo across a variety of applications.

The one-color stacked logo can only be used in technical drawings.

All versions of the vertical logo have been retired—and can no longer be used.

Horizontal logo (Preferred)

Clear space

Minimum size

Print
X = 1.0 in

Digital
X = 72 px

Color variations

Full-color positive

Stacked logo

Print
X = 0.5 in

Digital
X = 36 px

Full-color revise

Exceptions to the logo usage rules

One-color horizontal and stacked logos
When it is infeasible to show the mobius in full color in engineering technical drawings, when etching a logo on equipment, and for personal-use of black and white printers, it is allowed to keep the Baker Hughes logo in black and white, provided that such documents or uses do not appear in Baker Hughes advertisements or marketing materials.

Copyright 2023 Baker Hughes Company. All rights reserved.

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).

Primary

BH Dark Green

PANTONE® 5535 C
CMYK 91, 34, 74, 72
RGB 5, 50, 43
HEX 05322B

ADA compliant

White

CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX FFFFFF

Secondary

BH Green

PANTONE® 7716 C
CMYK 87, 0, 50, 11
RGB 1, 131, 116
HEX 018374

ADA compliant

BH Light Green

PANTONE® 7465 C
CMYK 62, 0, 46, 0
RGB 2, 188, 148
HEX 02BC94

BH Gray

PANTONE® Cool Gray 7 C
CMYK 0, 0, 0, 40
RGB 148, 148, 148
HEX 949494

ADA compliant

BH Light Gray

PANTONE® Cool Gray 2 C
CMYK 0, 0, 0, 16
RGB 208, 208, 208
HEX D0D0D0

Copyright 2023 Baker Hughes Company. All rights reserved.

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 metaphors to show our world as it is
- Avoid color washes and gradients

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 ispum

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

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

Flush left

Photography

Documentary: Our Industry, Our people, Where we operate

Portraiture

Product: Hero still life

Copyright 2023 Baker Hughes Company. All rights reserved.

Elements

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

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

Cropped Mobius
The Cropped Mobius is a proprietary graphic element drawn from the Mobius Arrow footprint.

It is intended for text-only layouts, adding an extra splash of color to white or BH Dark Green page backgrounds, and injecting some of our brand's energy embodied in the Mobius Arrow.

Primary rules for the Cropped Mobius:

1. Crop no more than 60% of the complete Mobius Arrow shape, focusing on any area you wish, or use the pre-cropped "Cropped Mobius" graphic files available on Brand Central
2. Any layout with a Cropped Mobius that shows more than 25% of the Mobius Arrow must also include a full Baker Hughes logo (name and Mobius lockup) in close proximity. The logo must be at least 20% of the size of the Cropped Mobius, and it cannot overlap the Cropped Mobius. If feasible, the logo should be placed in the top-right or bottom-right corner but it can be placed where space allows.

   If the Cropped Mobius shows less than 25%of the full Mobius Arrow, then a logo lockup is not needed.
3. When using the pre-cropped "Cropped Mobius" graphic files, the whole area has to be shown as it appears in the file. You can reduce or enlarge it as desired to fit the space requirements

For designs not on a page or well-defined area (e.g. wall graphics, tradeshow booths, etc.), the logo must appear on the same plane and in close proximity to the Cropped Mobius.

Core shape

Cropped Mobius

Vertical format crops

Horizontal format crops

Crop examples

Copyright 2023 Baker Hughes Company. All rights reserved.

Retired elements

The Vertical logo (in any color or material), One-color logo, Watermark, Integrated Graphic Device, and Pattern can no longer be used.

Vertical logo (in any color or material)

One-color logo (horizontal and stacked)

Watermark

Integrated Graphic Device

Pattern

Copyright 2023 Baker Hughes Company. All rights reserved.

Please contact the brand team for more information or clarification on the guidelines presented in this document.

Alessandro Antonelli
Brand Specialist at Baker Hughes
alessandro1.antonelli1@bakerhughes.com

Copyright 2023 Baker Hughes Company. All rights reserved.