



BRAND STANDARDS

prepared by brew agency, llc

ABOUT THIS GUIDE

THESE BRAND STANDARDS WERE CREATED TO ENSURE THAT MORRISON IS ALWAYS PRESENTED IN A CONSISTENT WAY, SO WE HAVE ONE IMAGE AND ONE VOICE FOR ALL WHO INTERACT WITH US.

Please refer to this guide before producing any materials that represent Morrison. Logos, icons and other assets are available to assist in the creation of marketing materials. If you have any questions, or need help creating any marketing or advertising materials, please contact Marie Powell at BREW Agency LLC, (225) 663-2737.



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9	Primary Typeface		

Primary Logo

TWO-COLOR



USAGE

This is the primary 2-color logo that can be used in any environment (print or digital) where full-color is available. If insufficient background contrast prevents the use of the primary charcoal gray logo, use reverse white logo. Avoid using colors not included in the primary brand color palette (see page 12).

CLEAR SPACE

To ensure the Morrison logotype stands out and remains uncrowded, always leave a clear space equal width of the "N" in "Morrison" around the logotype. This area should be kept clear of any graphic elements, including obstructive elements of a photographic background.

MINIMUM WIDTH

When reproducing the logotype, be conscious of its size and legibility. To ensure quality reproduction in print, the Morrison logo must appear no smaller than 1.25" in width.

Secondary Logo

ONE-COLOR



USAGE

This is the secondary 1-color logo that can be used in any environment (print or digital) where only one color is needed or available, or if insufficient background contrast prevents the use of the 2-color logo. It should only be reproduced in the approved charcoal gray palette color (see page 12) or white. In some applications, the use of the one-color version may also save on production costs.

CLEAR SPACE

The same clear space guidelines apply as the 2-color logo (see previous page).

MINIMUM WIDTH

The same minimum width guidelines apply as the 2-color logo (see previous page).

EXAMPLES OF INCORRECT LOGO USAGE

Distorted Scaling



Altering Proportions



Altering Logo Colors



Altering Logo Alignment



Adding Graphic Elements



Altering Logo Font



NOTE

If the required PMS inks are not available, use the CMYK values defined on the 'Color Palette' pages.

Do not re-typeset the logo or the tagline. Only use the type and files provided. File names are listed in the left margin next to each version of the logo.

Only use the reversed version of the logo on a dark background color. Do not use the logo over an image. It should only appear over a white background or a solid color background.

In order to maintain the brand, colors used throughout packages/proposals should be limited to the corporate color palette. Fonts used should be the corporate fonts.



USAGE

The primary icon can be used in any environment (print or digital) where only the icon is needed. It should only be reproduced in the approved primary and secondary color palette (see page 12) or white.



MorrisonEnergy.com

MorrisonEnergy.com

USAGE

The web address should always have a capital "M" and "E." Make sure there is significant contrast from the background. "Morrison" and ".com" should be in charcoal or white while "Energy" should be in orange.

Font: DIN Regular

Tracking: 25

Use thin stroke (1pt) to emphasize small headers when the font is less than 30pt in size. Line width should be shorter than length of header.

Smaller Headline

LARGE HEADLINE

Use thick stroke (5pt) to emphasize large headers when the font is larger than 30pt in size. Line width should be longer than length of header.

LARGE HEADLINE

LINE DESIGN ELEMENT

This design element can be used to emphasize headers. It should only be reproduced in the approved color palette (see page 12) and always have sufficient contrast in color. Lines may be used above or below text depending on layout needs (see page 11).

—
HEADLINE TYPEFACE

DIN 2014 Extra Bold

A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o

P p Q q R r S s T t U u V v W w X x Y y Z z 0 1 2 3 4 5 6 7 8 9

—
SUB-HEADLINE TYPEFACE

DIN 2014 REGULAR

A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o

P p Q q R r S s T t U u V v W w X x Y y Z z 0 1 2 3 4 5 6 7 8 9

—
OTHER APPROVED DIN 2014 TYPEFACES

LIGHT

A a B b C c D d E e F f G g H h I i J j
K k L l M m N n O o P p Q q R r S s
T t U u V v W w X x Y y Z z
0 1 2 3 4 5 6 7 8 9

ITALIC

*A a B b C c D d E e F f G g H h I i J j
K k L l M m N n O o P p Q q R r S s
T t U u V v W w X x Y y Z z
0 1 2 3 4 5 6 7 8 9*

BOLD

**A a B b C c D d E e F f G g H h I i J j
K k L l M m N n O o P p Q q R r S s
T t U u V v W w X x Y y Z z
0 1 2 3 4 5 6 7 8 9**

NARROW

A a B b C c D d E e F f G g H h I i J j
K k L l M m N n O o P p Q q R r S s
T t U u V v W w X x Y y Z z
0 1 2 3 4 5 6 7 8 9



BODY COPY TYPEFACE

Karla Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo

PpQqRrSsTtUuVvWwXxYyZz 0123456789

OTHER APPROVED KARLA TYPEFACES

ITALIC

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789

BOLD

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789

BOLD ITALIC

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789

—
TYPEFACE SUBSTITUTE

Arial Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo

PpQqRrSsTtUuVvWwXxYyZz 0123456789

—
NOTE

If the primary and secondary typefaces are not available, then Arial should be substituted.

—
OTHER APPROVED ARIAL TYPEFACES

ITALIC

*AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789*

BOLD

**AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789**

BOLD ITALIC

***AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789***

Smaller Headline

LARGE HEADLINE

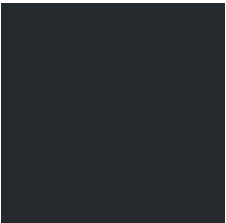
Body copy nam, cum es sus doluptatus et et fugite vitatureris quat. Aliquantibus dolut atem ex eum harchit eum quibus, cum voluptas ium venectis asinctuistrum ilitae et quoditat aliquati comnisto que vollabo. Adis collecto des dempore, utatet mos dolora inci corumquod que sit lam dissincil ipsum doluptis volor rempore ea velisquo dolo quos soloris aut omnis re, quo dolore, soluptatent plit exeribus dolum quident invendi tatemquatest fuga. Ferchicit excersperem ditatium fugias asperspici officid eaquam nos pra sitat et, temodit que nus.

LARGE HEADLINE

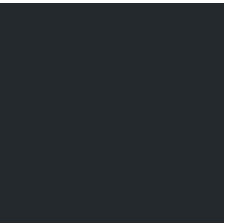
Body copy nam, cum es sus doluptatus et et fugite vitatureris quat. Aliquantibus dolut atem ex eum harchit eum quibus, cum voluptas ium venectis asinctuistrum ilitae et quoditat aliquati comnisto que vollabo. Adis collecto des dempore, utatet mos dolora inci corumquod que sit lam dissincil ipsum doluptis volor rempore ea velisquo dolo quos soloris aut omnis re, quo dolore, soluptatent plit exeribus dolum quident invendi tatemquatest fuga. Ferchicit excersperem ditatium fugias asperspici officid eaquam nos pra sitat et, temodit que nus.



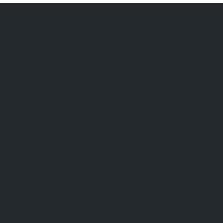
CHARCOAL GRAY



CMYK
76 / 67 / 59 / 63



RGB
38 / 42 / 47



HEX
#262A2F



PANTONE
432 C



PANTONE
BLACK 6 U

DEEP SEA BLUE



CMYK
95 / 60 / 41 / 21



RGB
0 / 84 / 108



HEX
#00546C



PANTONE
8763 C



PANTONE
8763 U

ORANGE



CMYK
0 / 62 / 94 / 0



RGB
245 / 127 / 43



HEX
#F57F2B



PANTONE
164 C

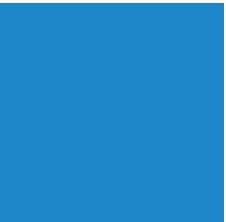


PANTONE
1585 U

MARINE BLUE



CMYK
100 / 31 / 0 / 0



RGB
0 / 136 / 206



HEX
#0088CE

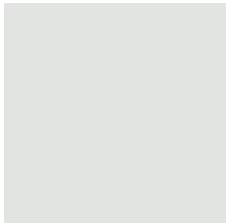


PANTONE
3005 C

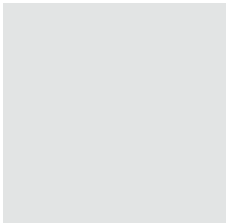


PANTONE
3005 U

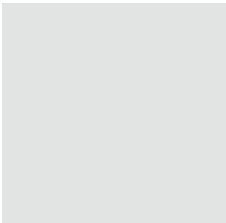
LIGHT GRAY



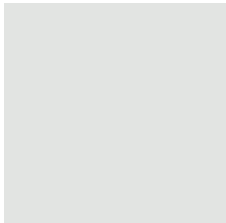
CMYK
4 / 2 / 4 / 8



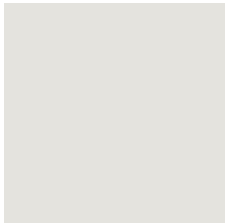
RGB
226 / 227 / 227



HEX
#E2E3E3

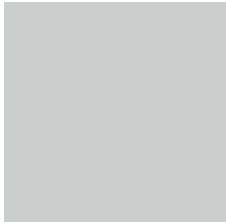


PANTONE
COOL GRAY 1 C

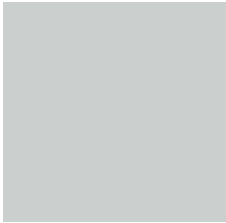


PANTONE
COOL GRAY 1 U

MEDIUM GRAY



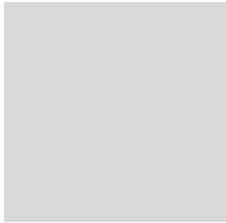
CMYK
20 / 13 / 15 / 0



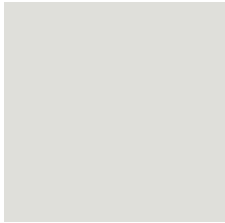
RGB
203 / 207 / 206



HEX
#CBCFCE



PANTONE
COOL GRAY 2 C



PANTONE
COOL GRAY 2 U

DARKK GRAY



CMYK
13 / 9 / 10 / 27



RGB
177 / 179 / 179



HEX
#B1B3B3



PANTONE
COOL GRAY 5 C



PANTONE
COOL GRAY 5 U



Letterheads



MorrisonEnergy.com

To Whom It May Concern,

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Sincerely,
John Smith

CORPORATE HEADQUARTERS

9 Bayou DuLarge Road
Houma, Louisiana 70363
985.866.1950

CORPORATE MAILING

Post Office Box 3301
Houma, Louisiana 70361
985.866.1950

US | Mexico | West Indies



MorrisonEnergy.com

To Whom It May Concern,

Delluptatet aut eaquatures autem rae sitatiantio tota velessequi doluptam qui dolupta nisquae. Luptas aut fugias aut utem fugita poris doluptam re, cus imus dest reriatiint asperrum, aliquae eria nus alit qui volum velibus doluptatio. Ximusciet in earitiam facipsu mquatur? Nim reperiorum qui offic tet venimus, vellaborem sequam omni ipienestione volora diosae volut abores dollum rerem fugit optatur.

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Sincerely,
John Smith

HOUSTON OFFICE

16285 Park Ten Place, Suite 100
Houston, Texas 77084
713.344.7233

CORPORATE MAILING

Post Office Box 3301
Houma, Louisiana 70361
985.866.1950

US | Mexico | West Indies



MorrisonEnergy.com

To Whom It May Concern,

Delluptatet aut eaquatures autem rae sitatiantio tota velessequi doluptam qui dolupta nisquae. Luptas aut fugias aut utem fugita poris doluptam re, cus imus dest reriatiint asperrum, aliquae eria nus alit qui volum velibus doluptatio. Ximusciet in earitiam facipsu mquatur? Nim reperiorum qui offic tet venimus, vellaborem sequam omni ipienestione volora diosae volut abores dollum rerem fugit optatur.

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Qui aliquam que rem harchilignis dolendam et ma quias rem fugiatus do- luptatem quia velecea tiscim alitaquas ne quisi sum atur repratium voluptam eatias doloriae labore doluptus magnimi liquunt et dolupta tibuscim quist, quossequat.

Is es eriatur sequi dolorepuda que providigent ut molore in conet quiae voluptas solupta turionsequam is simpe cullumquide dolorumquati aut quossit offic temped maio. Nem rehent latissi blaut ad millo et volorem fuga. Itatus suntorro blaceate magni officaest aperati ostrum sita volupta quateni enimus quidem volupta quam re reperum explit, ut rehent reseque magnim que verum et et facestibus mil eaquias enimilicim rehendum quo valor as ab inti untiam re repudam ersperf eribus, que consecepe ventur, voluptatem fuga.

Eptatem incturi rerem velitis minctet veriore scienie nestrumqui dolorep rovit, ut qui vellit, optur resed ma voluptat etur aut ducistiām faccuptr, quodic to millaborepro bea vidunt laborrum esti nonectate dolorem eatīs audist fuga. Ut mos destis esequiam fuga. Itat rem.

Sincerely,
John Smith

HARVEY OFFICE

3434 Peters Road
Harvey, Louisiana 70058
504.367.4333

CORPORATE MAILING

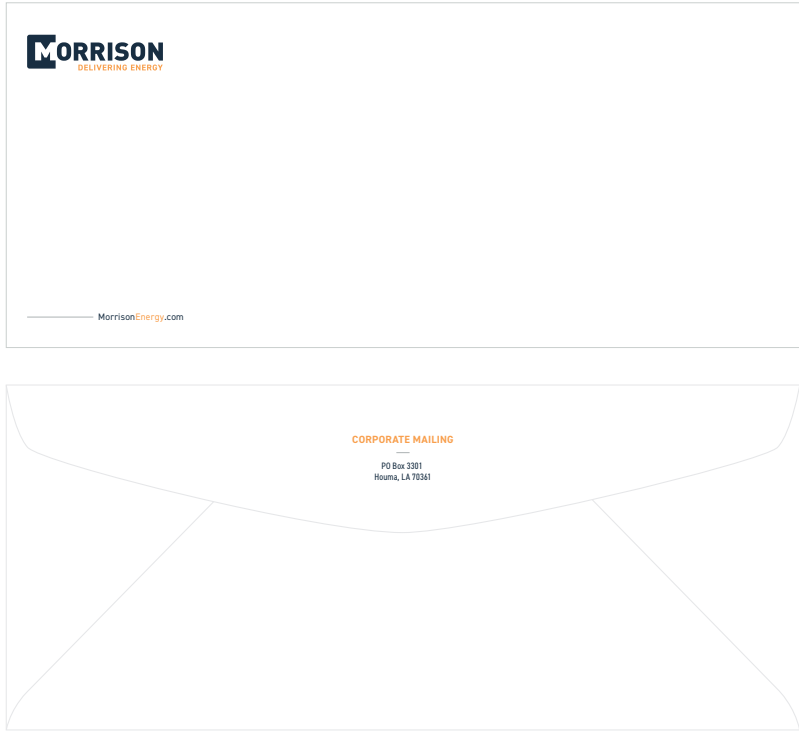
Post Office Box 3301
Houma, Louisiana 70361
985.866.1950

US | Mexico | West Indies

Letterhead | Second Sheet



#10 Envelope



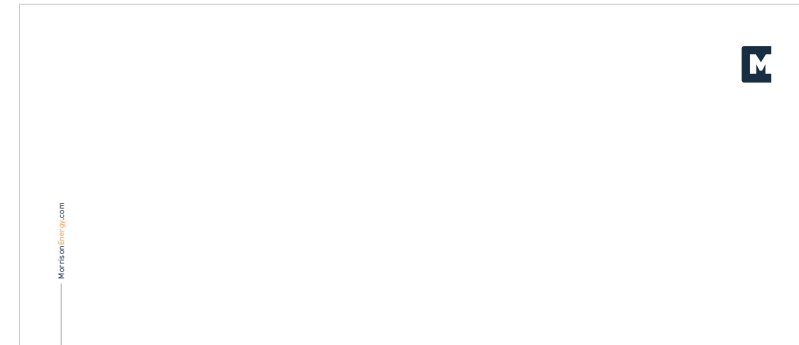
Business Cards



12" x 9" Envelope



Notecard



E-mail Signature

Kelly M. Reeves

Vice President of Marketing :: LinkedIn

D:: 985.858.3112

C:: 985.856.1078

O:: 985.868.1950

kreeves@MorrisonEnergy.com

MORRISON

MorrisonEnergy.com

US | Mexico | West Indies

Mobile Signature

Kelly M. Reeves

Vice President of Marketing

C:: 985.856.1078

MORRISON

DELIVERING ENERGY

OUTLOOK INSTRUCTIONS

- Select the entire email signature using **Edit > Select All** or **right click and Select All** to ensure that all images and formatting are selected properly, then copy it to your clipboard.
- Open Outlook and create a new message. Select **Signatures > New** to open the Signatures panel.
- Create a new signature and give it a name.
- Paste your signature in the text field by right clicking with your mouse and selecting **Paste with Formatting**.
- Select the variable text and make the desired changes (Name, Title, Cell #, etc.). Formatting should be retained as long as you are only selecting the text you need to edit. Double check that any hyperlinks that have been changed are updated in the link itself as well by selecting the entire link and clicking on the hyperlink button.
- Close this window and your email signature should now be available.

