IADD BRANDING GUIDELINES
The International Association of Directional Drilling (IADD) is a 501(c)(6) not-for-profit organization dedicated to promoting directional drilling, as well as advancing the technology, competence and knowledge of its members. IADD is also focused on helping the industry develop standards that will ensure the safest and most effective directional drilling operations.

There are many good professional organizations out there, but the IADD is the only one that focuses solely on the various facets of the directional drilling industry. We’re dedicated to helping our members optimize communications amongst all parties within the drilling lifecycle, and improve educational opportunities through forums, events, and continuous improvement initiatives.

This style guide should help communicate the IADD brand in a clear and consistent manner. It provides detailed guidelines on the correct usage of the IADD logo, colors, typography, and other elements used in the design of printed materials and web pages. This will help enhance and project a long-term visual identity for IADD, and ensure that our core values (networking, learning, innovation and engagement) are reflected in our brand promise to the industry and our members.

Sincerely,

Jim Oberkircher, IADD Executive Director
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acceptable logo use</td>
<td>4</td>
</tr>
<tr>
<td>Logo color and clear space</td>
<td>5</td>
</tr>
<tr>
<td>Approved logo variations</td>
<td>6</td>
</tr>
<tr>
<td>Incorrect logo use</td>
<td>7</td>
</tr>
<tr>
<td>Brand color palette</td>
<td>8</td>
</tr>
<tr>
<td>Chapter/group identification</td>
<td>9</td>
</tr>
<tr>
<td>Corporate typeface</td>
<td>10</td>
</tr>
<tr>
<td>Stationery</td>
<td>11</td>
</tr>
<tr>
<td>Presentations</td>
<td>12</td>
</tr>
<tr>
<td>Marketing materials</td>
<td>13</td>
</tr>
<tr>
<td>Events</td>
<td>14</td>
</tr>
<tr>
<td>Promotional items</td>
<td>15</td>
</tr>
<tr>
<td>Website and microsites</td>
<td>16</td>
</tr>
<tr>
<td>Marketing contacts</td>
<td>17</td>
</tr>
</tbody>
</table>
ACCEPTABLE LOGO USE

The IADD has one approved logo, with three variations available, depending on where it is being placed. The horizontal logo should be used in virtually all cases, but the other two options can be used if space is limited. The logo should be used when promoting all International IADD activities and events, whether it be on the website, events, marketing materials, etc.

For clarification on proper logo usage, contact the IADD marketing department.

Full-color horizontal logo (preferred)

Full-color stacked logo

Full-color stacked (without text) logo
LOGO COLOR AND CLEAR SPACE

- Consistent use of color makes a logo easier to recognize and protects its proprietary status.
- The IADD logo uses a combination of blue (PMS541), orange (PMS157), and gray (PMS423).
  
  When using the logo in full color, the colors should not be altered in any way.
- Use this logo treatment as the standard, on a white background, whenever possible.

![Logo with Pantone colors](image)

**Logo exclusion zone**

- In order to command full attention and maintain visual integrity, the IADD logo must have a minimum amount of clear space surrounding it, measured by the height of the “I” from the logo.
- The logo should never appear to be crowded by or combined with other elements.
- The diagram defines the required minimum clear space.

![Diagram of logo exclusion zone](image)

**Minimum size of the logo**

The logo must be reproduced large enough, in relation to the overall page or screen size, to ensure adequate legibility and prominence. “IADD” must be readable, even at small sizes.
APPROVED LOGO VARIATIONS

Full-color reversed
Use the reversed color logo on dark colors.

Reversed logo
You may reverse the IADD logo and typeface to be white when using a dark color background. Do not use a white outline or shadow around the globes to separate them from a dark background.

Single-color logo
In rare situations, it is impossible to reproduce the colors in our logo. In those cases only (embroidering), use the appropriate single-color artwork.

For clarification on proper logo usage, contact the IADD marketing department.
INCORRECT LOGO USE

The logo and its aspect ratio (the ratio between its width and height) may not be altered; the logotype must never be distorted in any way. It should not be used as part of text or in direct combination with text, other logos or any other graphic elements.

When reproducing the logo, always use the original files supplied by the IADD marketing department. Always ensure the logo is accurately reproduced—sharp, legible and in the correct color.
BRAND COLOR PALETTE

Consistent use of color makes a logo easier to recognize and protects its proprietary status.

Whenever possible, dark blue should be used as the dominant color across all communications applications, with orange and gray used as accent colors.

Secondary colors can be used as visual accents and must not be applied in large proportions. No more than 25% of the visual page may be covered with an accent color.

Primary colors

DARK BLUE
PANTONE 541C
C:100  M:65  Y:0  K:45
R:0  G:61  B:115
HEX: 003D73

ORANGE
PANTONE 157C
C:0  M:35  Y:85  K:0
R:251  G:176  B:64
HEX: FBB040

GRAY
PANTONE 423C
C:0  M:0  Y:0  K:60
R:128  G:130  B:133
HEX: 808285

Secondary colors

RED
C:19  M:100  Y:100  K:10
R:186  G:26  B:20
HEX: BA141A

GREEN
C:67  M:12  Y:100  K:1
R:98  G:167  B:59
HEX: 62A73B

BROWN
C:34  M:56  Y:100  K:19
R:150  G:103  B:4
HEX: 966704
CHAPTER/GROUP IDENTIFICATION

To help chapters create a complementary relationship with the International organization, special logos/color palettes have been created and can be used on all chapter-specific materials. The chapters, as well as other groups, may not create their own logos.

When reproducing the logo, always use the original files supplied by the IADD marketing department. Always ensure the logo is accurately reproduced—sharp, legible and in the correct color.
CORPORATE TYPEFACE

The consistency of the typeface is as important to the overall brand as the logo.

Business use fonts

IADD’s primary corporate typeface, Arial, has been selected for all business communications because of its clarity, legibility and flexibility. This typeface is suitable for emails, Word® documents, and electronic materials such as on-screen presentations.

Avoid highlighting techniques. Use of all-caps, italics and underlined text can negatively affect readability and should not be used. Bold-faced type or colors other than black should not be used to emphasize IADD activities, events, etc.

Design fonts

IADD has defined Helvetica Neue as its typeface for all design applications produced by the IADD marketing team. Please contact them should you need to produce any marketing elements.

Appropriate business typography

ARIAL BLACK
ARIAL BOLD
ARIAL BOOK
ARIAL ITALIC
ARIAL NARROW

Appropriate design typography

HELVETICA NEUE BLACK
HELVETICA NEUE BOLD
HELVETICA NEUE BOOK
HELVETICA NEUE ITALIC
HELVETICA NEUE NARROW
Stationery—including letterhead and business cards—is a visible expression of the IADD brand identity, and is frequently viewed by numerous internal and external audiences.

If you would like to order IADD-specific business cards, need the letterhead template and/or require other elements, please contact the marketing department.

Jim Oberkircher  
Executive Director  
8524 Highway 6 North • Suite 227  
Houston, Texas 77095  
M 713-628-2731  
F 281-288-6494  
joberkircher@iadd-intl.org  
www.iadd-intl.org

Wendy Gray  
Marketing Consultant  
42 N Star Ridge Circle  
Spring, Texas 77382  
M 832-776-7683  
wendy@graymattermktg.com  
www.iadd-intl.org

Cheryl Landwehr  
Director, Customer Relations  
32027 Kingwood Drive  
Kingwood, TX 77339  
M 713-907-2576  
clandwehr@iadd-intl.org  
www.iadd-intl.org
PRESENTATIONS

Microsoft® PowerPoint® software is the approved presentation software for all internal and external IADD presentations. An acceptable presentation template has been designed for flexibility, simplicity and consistency in all applications.

Should you require a copy of this template or would like a different presentation template created, please contact the IADD marketing department.
MARKETING MATERIALS
(FLYERS, BROCHURES, EBLASTS, ETC.)

IADD is committed to creating a unified look and consistent set of messages that reinforce our brand positioning.

Whether it’s a flyer, an eBlast or sign for an event, the Staying Ahead of the Curve™ eNewsletter, or other marketing material, the IADD marketing team manages the templates for each design, and is the only team with the authority to produce these communications.

There is only one approved tagline for the organization, which is used on the Staying Ahead of the Curve™ eNewsletter (“Your Direct Line To Directional Drilling Technology & Training”). No other taglines may be created or used.

Please contact this group if you need materials to promote an activity or event.
EVENTS

The IADD holds various events throughout the year. Each of these are branded separately to ensure consistency and improve awareness. The below outlines the event types. All marketing material should reflect the correct event type, which are outlined below.

<table>
<thead>
<tr>
<th>Event</th>
<th>Brief description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapter luncheon</td>
<td>Two to three hours, with lunch and typically one topic/speaker</td>
</tr>
<tr>
<td>Extended-luncheon</td>
<td>Three to five hours, with lunch and multiple topics/speakers</td>
</tr>
<tr>
<td>Mini forum</td>
<td>One full day, one topic with multiple speakers</td>
</tr>
<tr>
<td>Topical forum</td>
<td>Two full days, one topic with multiple speakers</td>
</tr>
<tr>
<td>Technical forum</td>
<td>Annual event, two+ days, multiple topics/speakers</td>
</tr>
<tr>
<td>Targeted technology series (TTS)</td>
<td>One full day, one topic with multiple speakers, combined with an activity (golf, clay shoot, etc.)</td>
</tr>
</tbody>
</table>
PROMOTIONAL ITEMS

All promotional items must prominently carry the IADD logo. When using the IADD logo on promotional items, be sure that the logo is readable. Readability becomes a problem when the logo is reduced to fit on a very small surface like an ink pen.

A minimum area surrounding the logo, referred to as the “protected zone,” must remain free of typography or imagery. If a tagline is used, it must be located in a separate location from the logo, such as on the back or side of a ball cap. Another example is the tagline or text located on the sleeve of a shirt when the logo is located on the left chest.
WEBSITE AND MICRO SITES

The IADD marketing team designs and updates the external IADD website (www.iadd-intl.org), and all appropriate microsites, on a regular basis. All content for these sites are edited and approved by content stakeholders prior to being posted on the external site.

If you would like to add content to the site, please contact a member of the marketing team.
MARKETING CONTACTS

The style guide cannot anticipate every possible situation, nor can it spell out every instance where an application may be deemed inappropriate.

If you find yourself in a situation not outlined in the guide or if you have any questions, please feel free to contact:

Wendy Gray: wendy@graymattermktg.com
Cheryl Landwehr: clandwehr@iadd-intl.org
Chris Landwehr: chrislandwehr@iadd-intl.org