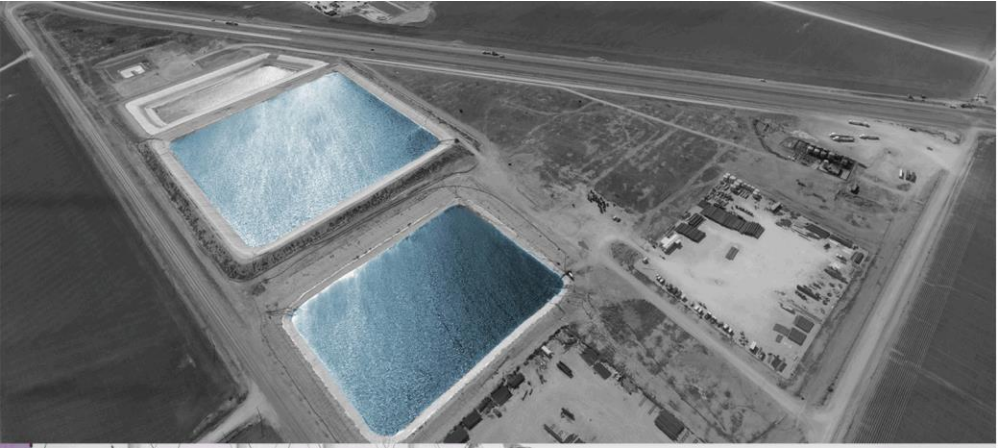


GRAVITY

VISUAL IDENTITY GUIDELINES

Contents

Function	2
Identity System	3
Color	8
Type	10
Photography	12
Icons	14
Business Card	17
Email Signature	18
Presentation	19

Note

In the beginning, due to Trademark restrictions, we went to market as Gravity Oilfield Services. Since that time we have “gravitated” toward using just “Gravity” to identify ourselves and what we do.

Going forward, we will use the name Gravity without the “Oilfield Services” descriptor in all marketing and written communications unless legally required.

Function

The purpose of this guide is to establish a framework through which we will communicate the Gravity brand. It is crucial that our look and our language be consistent in every message. In nature, gravity is an unseen force that is predictable, measurable and reliable. In the oilfield, Gravity has these same qualities, which help ensure uninterrupted flow. That's the inspiration behind our company.

Identity System

Logo

GRAVITY

Color

Typography

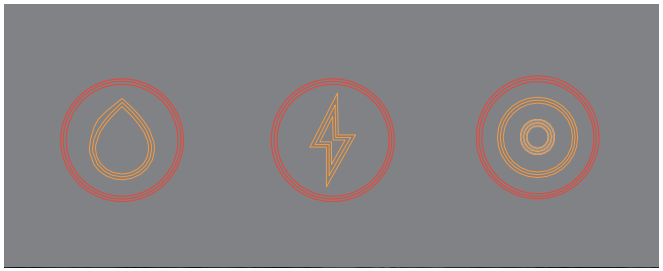
Raleway

ABCDEGGHIJKLIMOPQRSTUVWXYZ abcdegghijklimopqrstuvwxyz 1234567890

ABCDEGGHIJKLIMOPQRSTUVWXYZ abcdegghijklimopqrstuvwxyz 1234567890

ABCDEGGHIJKLIMOPQRSTUVWXYZ abcdegghijklimopqrstuvwxyz 1234567890

Icons

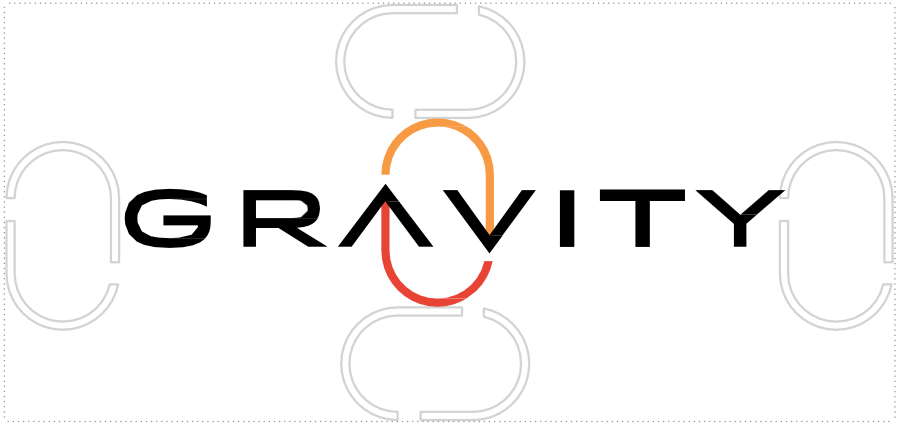


Imagery

Logo

Logo space

Corporate Symbol:



Previous logo: We are transitioning away from the Gravity logo that includes "Oilfield Services". Logos are available in the "Departments" drive under "Sales & Marketing".

Logo don’ts

In rare instances, use of the Gravity icon is appropriate and striking. This use requires prior approval from the Gravity marketing manager.

Logo tagline lockups

Color

Our brand is based on the principle that Gravity is the undeniable force, the unbroken promise and the uninterrupted flow. That single-source supplier of water infrastructure, power generation and rental solutions and wellbore solutions is reflected in our color pallette. Instead of being dominated by bold and commonplace primaries, it is instead comprised far more sophisticated vibrant hues. We are reliable, strong and stable.

Color palette | expanded

Main

Expanded

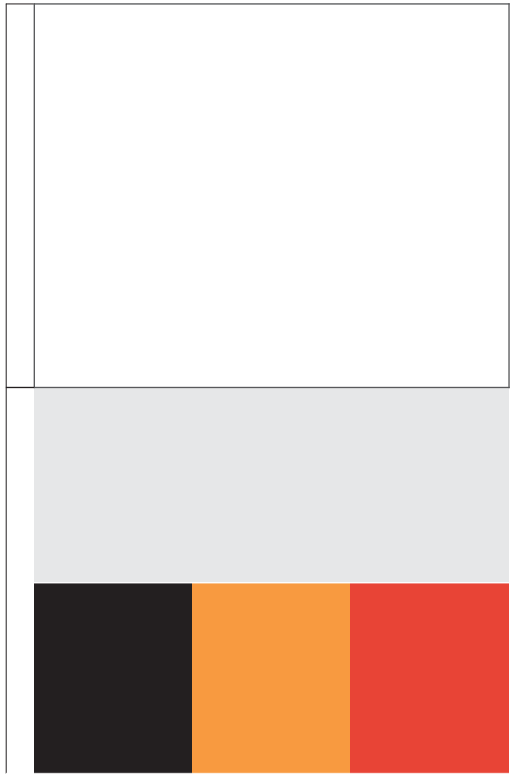
PMS 2347U R 231 G 69 B 54 #E74536 C 3 M 89 Y 86 K 0	PMS 1375U R 255 G 153 B 64 #FF9940 C 0 M 34 Y 87 K 0
PMS Cool Gray 1U R 218 G 217 B 214 #DAD9D6 C 12 M 13 Y 12 K 0	PMS Black R 35 G 31 B 32 #231F20 C 0 M 0 Y 0 K 100
PMS White R 255 G 255 B 255 #FFFFF C 0 M 0 Y 0 K 0	
PMS 2382 U R 67 G 131 B 210 #4383D2 C 77 M 38 Y 0 K 0	PMS 50% Black R 147 G 149 B 152 #231F20 C 0 M 0 Y 0 K 50

Color space managment

75%

50%

25%



Type

Raleway Light is our primary typeface

ABCDEGGHIJKLIMOPQRSTUVWXYZ abcdegghijklimopqrstuvwxyz 1234567890

Supporting weights

ABCDE GGHIJKLIMOPQRS TUVWXYZ ABCDE GGHIJKLIMOPQRS TUVWXYZ 1234567890
Raleway Regular

ABCDE GGHIJKLIMOPQRSTUVWXYZ ABCDE GGHIJKLIMOPQRSTUVWXYZ 1234567890
Raleway Medium

ABCDE GGHIJKLIMOPQRS TUVWXYZ ABCDE GGHIJKLIMOPQRS TUVWXYZ 1234567890
Raleway Semibold

ABCDE GGHIJKLIMOPQRS TUVWXYZ ABCDE GGHIJKLIMOPQRS TUVWXYZ 1234567890
Raleway Extrabold

ABCDE GGHIJKLIMOPQRSTUVWXYZ ABCDE GGHIJKLIMOPQRSTUVWXYZ 1234567890
Raleway Black

- Century Gothic is the secondary font
- if Raleway Light is unavailable for presentations

- AB C D E G G H I J K L I M O P Q R S T U V W X Y Z AB C D E G G H I J K L I M O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0
- Century Gothic
- **A B C D E G G H I J K L I M O P Q R S T U V W X Y Z A B C D E G G H I J K L I M O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0**
- Century Gothic bold

Photography

Gravity has decades of expertise, deep resources, a large fleet of vehicles and high-performance equipment and an expansive footprint in the major oil and gas producing basins, particularly in the Permian Basin, all of which makes us well-positioned to serve our customers. As a powerful anchor in our brand messaging, photography must avoid the frivolous or manipulated. Be direct; always communicate classic simplicity in a positive light.

Photography

Color vs. black &white

Photo-collage vs. photo

Color is permissible when:
the Gravity logo is identifiable in a photo, and when a photo is a specific product featured in a spec sheet or case study.

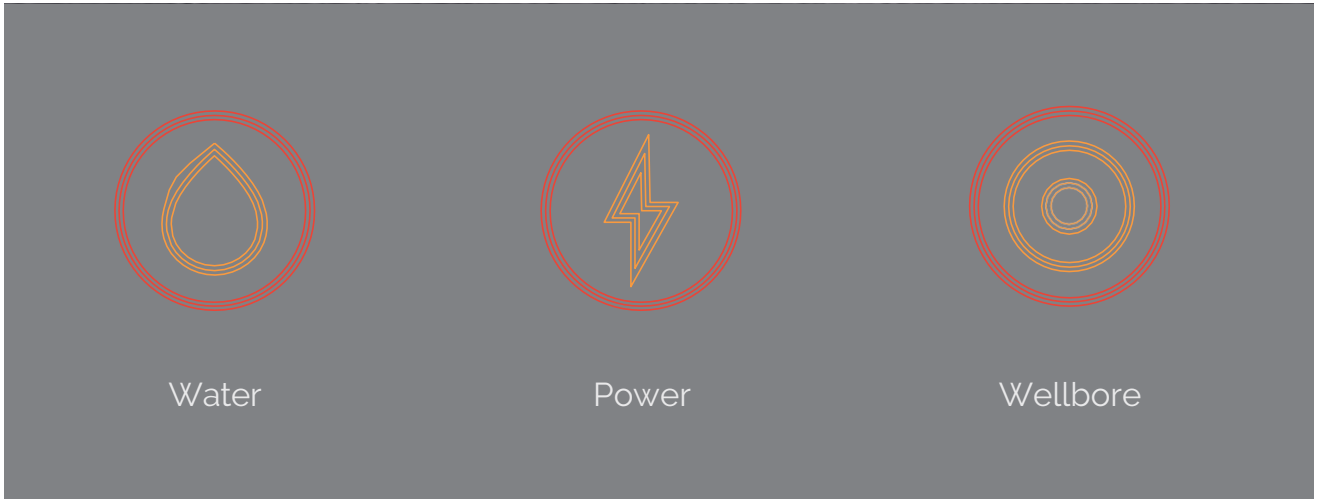
Icons

As unique and distinctive components of our brand, graphic icons must be clean, with classic styling and simple, geometric precision. Use brand standard colors and avoid complex shapes and gradations.

Icons

Linear Set

Core market icons must be accompanied by its text identifier.

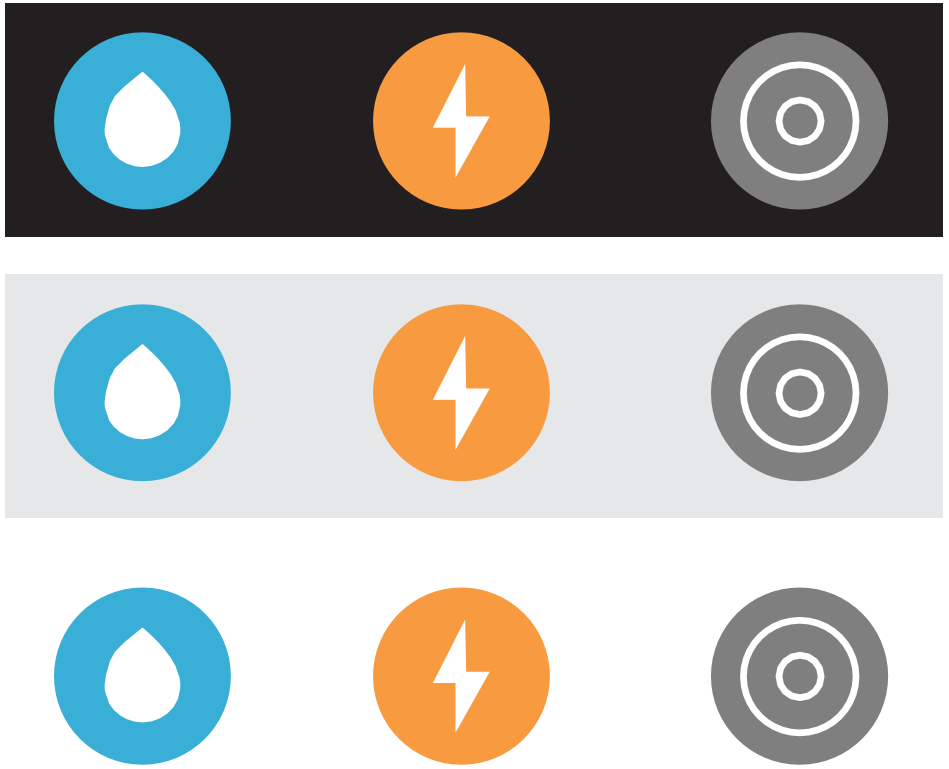


Linear icons may be placed over a black, white or10% black background.

Icons

Graphic Set

Graphic icons may be placed over a black, white or 10% black background.



Business Card

Front

GRAVITY

JOHN SMITH
Branch Manager – Power & Rental

Gravity
3300 N. A Street, Bldg. 4, Suite 100
Midland, TX 79705
T 432.218.7888
M 432.218.0000
John.smith@gvty.com

gvty.com

Back

GRAVITY

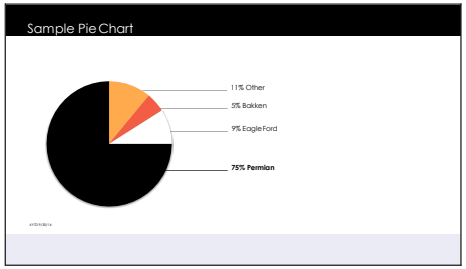
Email Signature

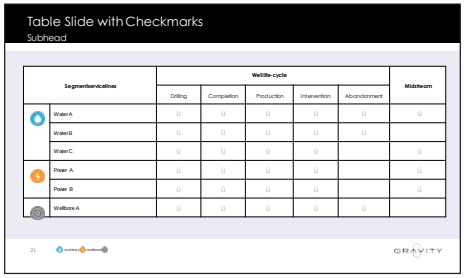
Heather Heacock
Marketing Communication Manager
(O) 281-640-3043 | (C) 713-705-1339
10613 W. Sam Houston Parkway, N. Suite 100, Houston, TX 77064
Heather.Heacock@gvty.com
www.gvty.com

Email signatures are generated automatically using your Outlook profile. In the event your location or title changes, send updates to support@gvty.com. A manager approval may be needed.

Presentation

PowerPoint is one of our most widely used communications tools, and consistency in the development of these presentations is critical. Using the Gravity template to create presentations is the best way to ensure uniformity. Templates are available through in the Sales & Marketing folder of the "Departments" drive.





Additional Information

Thank you for reviewing the Gravity Visual Identity Guide. By following the guidelines outlined in this document, you will help ensure that our visual language stays consistent across every message.

For more information about the Gravity style guidelines, please contact:

Heather Heacock
hheacock@ltr.com
281-640-3043

About Gravity

Gravity delivers continuous operations in

WATER INFRASTRUCTURE, POWER GENERATION AND RENTAL SOLUTIONS AND WELLBORE SOLUTIONS.

Gravity is a single-source supplier of services an operator needs to go non-stop, from planning through production. Gravity has decades of expertise, deep resources, a large fleet of vehicles and high-performance equipment and an expansive footprint in the major oil and gas producing basins, particularly in the Permian Basin, all of which makes us well-positioned to serve our customers.