NAPE
Where Deals Happen

BRAND GUIDE

THE PURPOSE OF THESE GUIDELINES

To maintain a strong brand for NAPE, it is vital that our brand communications are consistent and integrated across every touch point or interaction we have with our audiences. By following the guidelines provided in this document, we can communicate our brand effectively, consistently and with greater impact.

BRAND ARCHITECTURE

POSITIONING STATEMENT

NAPE serves the energy industry by hosting the world's largest, most successful marketplace where the primary purpose is connecting decision makers and investors. For the energy industry, NAPE is where deals happen.

BRAND PROMISE TO CLIENTS

NAPE brings together all industry disciplines; draws in decision-makers; focuses its participation on prospect generators; and hosts companies of all sizes, from small independents to majors. With the addition of renewable energy sources and bitcoin mining opportunities to our oil and gas offerings, NAPE is the ultimate venue for energy deals.

TARGET AUDIENCE

PRIMARY
• Upstream energy companies, small and large
• Energy professionals, including these specific niches:
  – Decision makers
  – 20-somethings
  – 40- to 55-year-olds
  – International attendees, exhibitors, sponsors

SECONDARY
• Renewable energy and bitcoin mining companies
• Energy technology and service providers
• Industry and mainstream media
• International energy players
• General community

KEY MESSAGES
• NAPE is unique in the energy industry with the largest event focused on showcasing prospects.
• NAPE delivers the people who are important for your business.
• NAPE is not to be missed: it's the place to see and be seen; to connect, reconnect and deal.
• To be successful in the energy industry, you need to be at NAPE.

LOGOS

BRAND LOGOS

Primary with Tagline: Cool Gray 10U

Primary w/o Tagline: Cool Gray 10U

One Color: Black

One Color: Black

Primary on Dark Background

Alternate on Dark Background

BRAND ICON MARKS

International	Land	Offshore	Renewable Energy	Bitcoin
INT'L	LAND	OCS	RNEW	BIT

LOGO USAGE

USAGE GUIDELINES

The primary logo with tagline is used on all formal full-color correspondence: letterhead, business cards, envelopes, notecards and newsletters.

The primary logo with tagline should also be used on all digital applications including web, email and digital presentations.

• On darker colors, the white logo should be used.
• On lighter colors, the gray logo should be used.
• On mixed backgrounds (multiple colors or photos), the white logo should be used.

The primary logo without tagline should be usedon full-color applications where the legibility of the tagline might be compromised:

• When the viewer might only quickly glance at the logo (for example: outdoor applications like billboards, banners, signs, location markers).
• When the application of the logo is smaller than 1 inch wide and .5 inch tall (for example: small promotional items like USB drives, pens, pins, etc.).

The one-color, black logo or white logo should be used on all black and white materials and contract documents.

Primary with tagline

Primary without tagline

LOGO FILE FORMATS

The logos have been provided in AI, EPS, PDF, JPEG and PNG formats, in PMS, RGB, CMYK and Grayscale (black and white).

LOGO USAGE

PMS logos should be used for all professional print applications.
RGB logos should be used for web and email applications.
CMYK logos should be used for four-color process print applications.
Grayscale logos should be used for all print applications that are in B/W format only.

BEST FORMATS TO SUPPLY FOR PRINTING

When preparing print files, the AI and EPS files should be used. Most printers, T-shirt vendors and promotional vendors will ask for art to be supplied in vector format. Vector files can be scaled up or down without losing image quality.

TIFFs and JPEGs are also suitable to use for printing and should be supplied in CMYK to most vendors. Unlike AI and EPS files, TIFFs and JPEGs are raster files, and should not be scaled higher than 100%. When TIFFs and JPEGs are expected to be larger than 100% size, they lose image quality (appear pixelated).

BEST FORMATS TO USE FOR WEB AND DIGITAL PURPOSES

JPEGs and PNGs are the best files to use for web applications. RGB format and PNGs can be used whenever a transparent file is needed. JPEGs will show a white background wherever color is not present.

BRAND COLORS

UMBRELLA / CORPORATE

Used on all NAPE Summit and nonshow-specific collateral.

PANTONE 520 U	**PANTONE** Cool Grey 10 U
PANTONE 520 C	**PANTONE** 423 C
CMYK 54/70/25/4	**CMYK** 51/43/40/6
RGB 130/94/135	**RGB** 131/130/134
HEX #825E87	**HEX** #838286

ACCENT / EVENT SPECIFIC

Offshore	International	Classic	Classic Accent/ Bitcoin	Renewable Energy	
PANTONE 2935 U	**PANTONE** 3105 U	**PANTONE** 7489 U	**PANTONE** 7404 U	**PANTONE** 381 U	**PANTONE** 130 U
PANTONE 2935 C	**PANTONE** 3105 C	**PANTONE** 7489 C	**PANTONE** 7404 C	**PANTONE** 381 C	**PANTONE** 130 C
CMYK 92/67/1/0	**CMYK** 60/0/14/0	**CMYK** 58/15/74/1	**CMYK** 0/18/84/0	**CMYK** 33/0/98/0	**CMYK** 0/46/90/0
RGB 26/95/171	**RGB** 67/205/224	**RGB** 120/171/108	**RGB** 255/208/67	**RGB** 184/212/55	**RGB** 249/155/51
HEX #1861A9	**HEX** #43CDE0	**HEX** #78AB6C	**HEX** #FFD043	**HEX** #B8D437	**HEX** #F99B33

TYPEFACES

PRIMARY TYPEFACE

The primary typeface is Benton Gothic.

Benton Gothic should be used for all NAPE communications. Use Benton Gothic Light for large amounts of information. Benton Gothic Regular and Benton Gothic Bold should be used for headlines, subheads, and signage (large display settings, directional signage, etc.)

Oblique versions of the above listed weights can be used for supplementary information (captions and secondary elements).

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

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

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

BENTON SANS REGULAR ITALIC
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
*1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ( ) _ +*

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WEB/ALTERNATE TYPEFACES

When Benton Gothic is unavailable or you are on the web, Myraid Pro or Arial are the preferred digital communication typefaces.

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

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

MISCELLANEOUS TYPE NOTES

Please use default tracking and leading settings for type characters. Tracking is the horizontal spacing between characters, while leading (also known as line spacing) is the vertical distance between baselines of type.

Regarding font styles, use italics, bold and caps sparingly, even in emails. Never underline text.

WRITING GUIDELINES (1 of 4)

NAPE prescribes to the Associated Press Stylebook as its authority for writing. The AP Stylebook (which is over 600 pages) exists to help writers communicate clearly, fairly and concisely across all print platforms around the globe. It outlines basic rules of grammar, punctuation and usage. The following NAPE Writing Guidelines highlight the AP rules that are most commonly applicable to business materials.

DATES

DATES
Always use Arabic figures without ordinal indicators (st, nd, rd, th). When listing a period of time, do not put spaces between the dates and ajoining hyphen.

DAYS OF THE WEEK
Days of the week are always spelled out, never abbreviated.

MONTHS
Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Never abbreviate March, April, May, June or July (five or less characters). When using the month alone or with a year, spell it out.

When a phrase lists only a month and year, do not separate with commas. When a phrase refers to a month, day and year, set off the year with commas.

In tabular materials (charts, graphs, etc.), use these three-letter forms without periods:
Jan/JAN, Feb/FEB, Mar/MAR, Apr/APR, May/MAY, Jun/JUN, Jul/JUL, Aug/AUG, Sep/SEP, Oct/OCT, Nov/NOV and Dec/DEC.

Examples
YES: In retrospect, January 2020 was a boring month.
NO: In retrospect, Jan. 2020 was a boring month.
NO: In retrospect, January, 2020, was a boring month.

YES: AAPL's president will be in town June 4-6.
NO: AAPL's president will be in town June 4 - 6.

YES: Jodi's birthday is Feb. 5.
NO: Jodi's birthday is February 5.
NO: Jodi's birthday is Feb. 5th.

YES: The target deadline is Oct. 22, 2020, for the first draft.
NO: The target deadline is October 22, 2020, for the first draft.
NO: The target deadline is Oct. 22, 2020 for the first draft.

YES: The course will be in Lubbock, Texas, on Thursday, June 4, 2021.
NO: The course will be in Lubbock, Texas, on Thurs., June 4, 2021.

WRITING GUIDELINES (2 of 4)

TIMES

Use figures except for *noon* and *midnight*. Use a colon to separate hours from minutes. Do not denote minutes for a time that falls on the hour. If both the start and end time of an event fall before or after noon, use a hyphen with no spaces to connect the times. If an event begins in the morning and ends in the afternoon, use the word *to* with spaces around it to connect the times. Use periods in *a.m.* and *p.m.* Include a space between the time and *a.m.* or *p.m.*

In listed schedules, it is prefered to only list the start time to avoid inconsistencies with listing times frames with hyphens and the word *to.*

Examples
YES: 11 a.m.
NO: 11:00 a.m.
NO: 11 am
NO: 11am
NO: 11 o'clock

YES: 5:45 p.m.
NO: 5:45 pm

YES: 9-11:30 a.m.
NO: 9 - 11:30 a.m.

YES: 8:30 a.m. to 4:30 p.m.
NO: 8:30 a.m.-4:30 p.m.

NUMERALS

In general, spell out numbers one through nine. Use figures for 10 and above and whenever preceeding a unit of measurement or referring to ages. Also use only figures in tabular matters (charts, graphs, etc.).

Examples
YES: The Dallas Cowboys finished second in the NFC East.
NO: The Dallas Cowboys finished 2nd in the NFC East.

YES: For the 15th time, please do not put your finger in the cat's nose.
NO: For the fifteenth time, please do not put your finger in the cat's nose.

YES: The lease is for 45 acres in West Virginia.
NO: The lease is for forty-five acres in West Virginia.

YES: Chick-fil-A is only about 1 mile from the office.
NO: Chick-fil-A is only about one mile from the office.

CITY, STATE

The names of the 50 U.S. states should be spelled out when mentioned alone or in conjuction with a city, town, village or military base. Place a comma between the city and state and another comma after the state.

Examples
YES: AAPL's 67th Annual Meeting was to be held in Huntington Beach, California, in June 2020.
NO: AAPL's 67th Annual Meeting was to be held in Huntington Beach, Calif., in June 2020.
NO: AAPL's 67th Annual Meeting was to be held in Huntington Beach, CA, in June 2020.

JOB TITLES

In general, confine capitalization to formal titles — not occupational descriptions — used directly before an individual's name. Lowercase and spell out titles when they are not used with an individual's name.

The following formal titles are capitalized and abbreviated as shown when used before a name both inside and outside quotations: Dr., Gov., Lt. Gov., Rep. and Sen.

Examples
YES: Jay Beavers, the company's president, issued a statement.
NO: Jay Beavers, the company's President, issued a statement.

YES: The pope gave his blessing.
NO: The Pope gave his blessing.

YES: The crowd was larger than expected for Pope Frances' visit.
NO: The crowd was larger than expected for pope Frances' visit.

YES: Please welcome Chairman John Smith to the stage.
NO: Please welcome chairman John Smith to the stage.

YES: Sally Smith, account manager, has been with the company for over a decade.
NO: Sally Smith, Account Manager, has been with the company for over a decade.

SPEAKER BIOS

See job titles above for acceptable usage.

The first reference to a speaker should always include the full name and any designation, like Dr. or CPL. After the initial introduction, following references should be last name only. Never use Mr. or Mrs. before a speaker's name. Unless specifically requested by the speaker, use their preferred name as opposed to their formal name with a nickname in quotes.

WRITING GUIDELINES (4 of 4)

EXAMPLES

FIRST REFERENCE
YES: Jerry Smith, is Apple's technology engineer with over 20 years of experience.
NO: Jerry Smith, is Apple's Technology Engineer with over 20 years of experience.

SUBSEQUENT REFERENCE
YES: Smith is originally from Kansas though now claims Texas as home after moving there in the 1990s.
NO: Mr. Smith is originally from Kansas though now claims Texas as home after moving there in the 1990s.
NO: Jerry is originally from Kansas though now claims Texas as home after moving there in the 1990s.

OXFORD COMMA

Use commas in a simple series, but do not put a comma before the conjunction in the most simple series. Put a comma before the concluding conjunction in a series if an integral element of the series requires a conjuction. Use a comma also before the concluding conjunction in a complex series of phrases. Use semicolons instead of commas in a list when elements of the series contain commas.

Examples
YES: Laura, queen of the National Sewing Club, personally made special masks for Donald, Ivanka and Barron.
NO: Laura, queen of the National Sewing Club, personally made special masks for Donald, Ivanka, and Barron.

YES: The breakfast bandit ate bacon, eggs, and peanut butter and jelly toast.
NO: The breakfast bandit ate bacon, eggs and peanut butter and jelly toast.

YES: Lyndsey questioned whether the decision was ethical, who was present during the discussion and vote, and why she was neither informed of nor invited to the emergency meeting.
NO: Lyndsey questioned whether the decision was ethical, who was present during the discussion and vote and why she was neither informed of nor invited to the emergency meeting.

YES: Le'Ann knew she needed to move quickly if she was going to beat traffic; prepare and eat dinner; and change into her favorite green shirt before River's basketball game.
NO: Le'Ann knew she needed to move quickly if she was going to beat traffic, prepare and eat dinner, and change into her favorite green shirt before River's basketball game.

EM DASH

When using a dash to denote an abrupt change in thought or for an emphatic pause, use the em dash glyph with spaces on either side of it. The em dash is approximately the width of a capital letter *M* in the typeface being used.

Examples
YES: If Brandon wanted your opinion — and believe you me, he doesn't — he'd ask for it.
NO: If Brandon wanted your opinion—and believe you me, he doesn't—he'd ask for it.