

# Basin United Logo Usage Guidelines

This document outlines correct use of the Basin United logo for accredited training providers and partners.

For further information about these guidelines or the use of the Basin United brand please contact [marketing@iadc.org](mailto:marketing@iadc.org)

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## Basin United Official Logo

The official Basin United logo is a trademark of the International Association of Drilling Contractors and is protected by international copyright laws. This logo is authorized for use by accredited training provider in accordance with the program's accreditation procedures, the guidelines established for program logo usage and the guidelines set forth in this document.

Downloading or copying the Basin United logo for corporate or personal use without the permission of IADC is a violation of these laws.

The logo is available for use in several formats (EPS, PNG, JPG) upon request. Please contact [marketing@iadc.org](mailto:marketing@iadc.org).



### Full color

The primary format is full color. This should be used wherever possible.

The symbol color is C10 M40 Y100 K0 and C100 M84 Y31 K17 (or equivalent).

## Variations

The Basin United logos are some of our most important assets. As such, care should be taken to ensure they are presented in their optimal forms.



### Reversed out

For use on darker backgrounds the logo can be produced in solid white with C21 M17 Y17 K0 to add depth to the symbol.



### Single color black

For monochrome applications the keyline logo should be produced in 85% black.



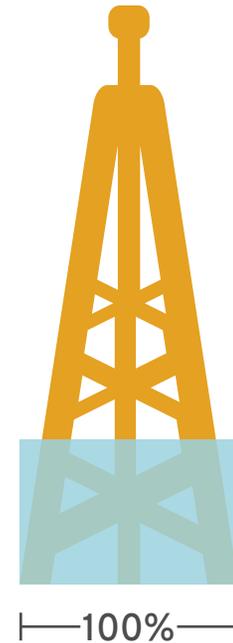
### Single color white

Where production only allows for a single color on a dark background the keyline logo should be produced in white.

## Clear Space

Care should be taken to ensure the Basin United logo is not cluttered by other visual elements such as typography, graphics or busier areas of photographs.

An exclusion zone equal to the width of the mast symbol should be clear of visual distraction around all sides (see illustration at right).



## Minimum Size

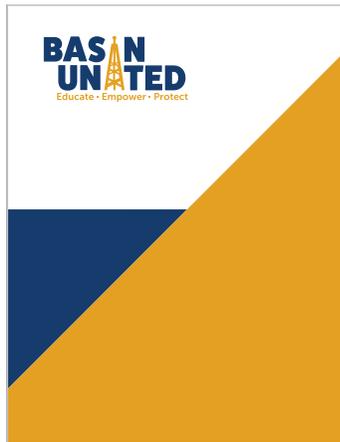
To protect the legibility of the Basin United logo, a minimum size has been established.



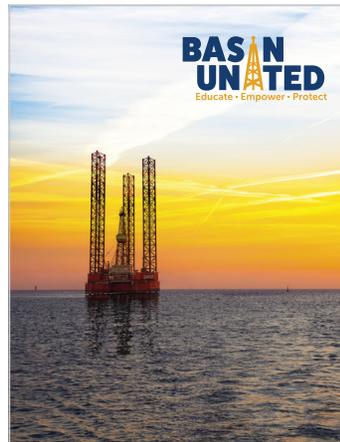
## Logo Application

The Basin United logos should always be presented using the version which gives the greatest stand-out against background image/color.

✓ Full color on white



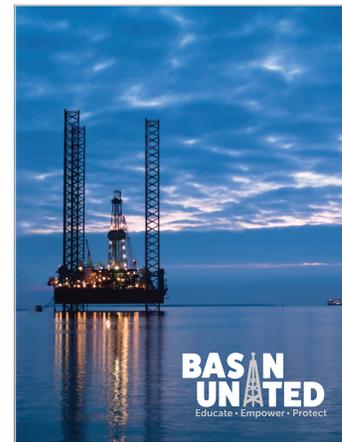
✓ Full color on light photograph



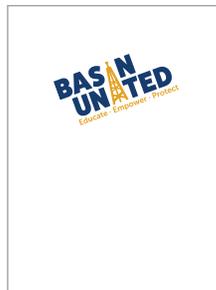
✓ Reversed logo on blue



✓ Reversed logo on dark photograph



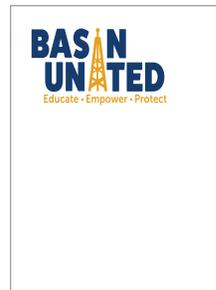
✗ Placing logo at angle



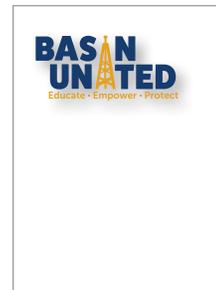
✗ Removing tagline



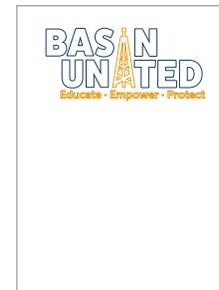
✗ Stretching logo



✗ Drop shadow or effect on logo



✗ Showing the logo as outline



✗ Placing text within lock-up space



### Things to avoid

To protect the clarity and integrity of the logos, they should be used as shown in the examples in this guide, avoiding any application shown to the right.