



# Visual Identity Manual OMV Petrom

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## **Contact:**

For questions and suggestions,  
please contact the Corporate  
Communications and  
Sustainability Department:  
[press.office@petrom.com](mailto:press.office@petrom.com)

## **Where to find what**

### **External – for all partner agencies**

On [www.omvpetrom.com](http://www.omvpetrom.com):  
Corporate design manual, logos.

### **Internal – for all employees**

**Intranet:** digital templates,  
corporate design manual, logos.

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# Chapter 1

Introduction

## The energy for a better life.

OMV Petrom is the largest energy company in SE Europe, with a significant impact in the lives and business of numerous stakeholders. We are present in the lives of our partners, employees and customers through a number of brands, both retail and corporate, national and international, and our corporate design, an integral part of our corporate communication, needs to be consistent, unique and to keep up with the constant evolution of the company.

With a refreshed corporate design, we are presenting ourselves as a leading driver of the future – in a stylish, modern and dynamic way. Our communication design builds on the existing brand slogan of the entire OMV Group: The energy for a better life.

To that effect, we have combined the two components energy and better life – the innovative, cool, digital component and the warm, emotional, human component. As a positive and dynamic symbol, the new energy circle conveys OMV Petrom's strength, innovative power, and thematic leadership.

As such, we are able to create a unique and unmistakable brand identity across all media and for any topic in a modern, strong, and emotional way. Use this guide as a daily reference when working with the most important components of our corporate design.

# OMV Petrom's identity

The elements which represent the visual identity must always be used according to the set of rules included in the present Manual. This is the only way the OMV Petrom brand can preserve its powerful, serious and trustworthy image both inside and outside the company.

Only original graphic elements must be used in OMV Petrom's communication. If you wish to order such elements or the OMV Petrom Visual Identity Manual, please contact the Corporate Communications and Sustainability Department of OMV Petrom.

OMV Petrom Marketing S.R.L. is responsible for the communication of both retail brands: OMV & Petrom, making sure that gas stations will observe the visual identity standards for OMV and Petrom. OMV Petrom Marketing S.R.L. supervises the correct enforcement of the rules present in dedicated manuals, in marketing communication.



# Chapter 2

Basic principles



# Logo

The logo is the main identification element of the OMV Petrom brand. It represents the experience and success of our brand up until now, and also its openness to the future.

## The logotype

The logotype is created by putting together two representative visual elements for each of the two brand identities, the wordmarks Petrom and OMV, underlined with a green line. Thus, a new and independent entity, with brand value, is created.

The OMV Petrom logotype will be used as such and shall not be reconstructed using a particular font. It will always be accompanied by the green line.

## The Petrom Symbol

The wolf head framed by the “P” letter from Petrom is the most representative symbol of the company.

The symbol is an OMV Petrom trademark and should not be modified in any way.

The new logo is created, thus, by joining together graphic elements specific to both identities, Petrom and OMV: the wolf head and Petrom wordmark, plus OMV wordmark.

The symbol and the logotype must always be used together.

OMV Petrom logo is available in all formats on:

[www.omvpetrom.com](http://www.omvpetrom.com)>About Us>Branding.



# Claim

“The energy for a better life.” is our lasting brand promise and reflects the substance of the OMV Petrom brand.

## **The energy for a better life.**

The claim “The energy for a better life.” sharpens the brand profile and is primarily used in promotional communication (e.g. advertisements, posters, TV endings) and for OMV Petrom’s brochures and sponsorship activities. The OMV Petrom logo without the claim can be used only in exceptional situations determined by production and printing restrictions or with the written approval of the OMV Petrom Corporate Communications and Sustainability Department.



## **Claim and logo**

The claim never appears alone, it is always in conjunction with the logo. The distance between the two is fixed and must be equal to the one between the green line and the OMV Petrom name above the line. The claim is always written in Arial Bold and is the size needed to make sure the claim will have exactly the same length as the green line.

## **Language versions**

The claim can be used in three versions, Romanian, English and German, based on the specific needs of each communication material. All versions are available for download at:

[www.omvpetrom.com](http://www.omvpetrom.com)>About Us>  
Branding.

# Primary Colors

## The 4-color logo version

This version is the corporate symbol of OMV Petrom and has to be used on every OMV Petrom communication material. This version of the logo has absolute priority.

The usage of the logo on white background must be prioritized.

On communication materials that do not belong exclusively to OMV Petrom (sponsorships, secondary commercial pieces of advertising), if the background is not white, a white field must be added around the logo. This field follows the rules listed on page 12.

### OMV PETROM Colors



**OMV PETROM RED**  
PANTONE® 485 C  
CMYK 0 / 100 / 90 / 0  
RGB 230 / 0 / 0  
HEX #E60000  
RAL 3020



**OMV PETROM YELLOW**  
PANTONE® 012 C  
CMYK 0 / 10 / 100 / 0  
RGB 255 / 235 / 0  
HEX #FFEB00  
RAL 1021



**OMV PETROM BLUE**  
PANTONE® 295 C  
CMYK 100 / 60 / 0 / 50  
RGB 0 / 51 / 102  
HEX #003366  
RAL 5010 Gentian Blue



**OMV PETROM GREEN**  
PANTONE® 368 C  
CMYK 65 / 0 / 100 / 0  
RGB 102 / 204 / 0  
Hex #66CC00  
RAL 6018 Yellow-Green



## The OMV Petrom logo safety space and some alternative versions for it

### The Safety Space

The logo's safety space is determined by the height of Petrom symbol, which will be noted with "X": (see the attached scheme)

### The monochromatic version of the logo

This is a second alternative for the main OMV Petrom logo. It will be used only in exceptional cases, when the production resources cannot support the use of more colors (polychromy).

- ▶ If the logo features in a black-and-white application, which doesn't come under the company's responsibility, the logo can be placed on an up to 50% black color background. (see the attached scheme).
- ▶ If the black gradient of the background exceeds 50%, the black-and-white negative logo version will be used.

In special situations, the logo can be applied even on a blue background. In this case, the OMV Petrom logotype will be white (not yellow, nor any other color), and the blue contour, plus the blue shadow will disappear from the symbol.



OMV Petrom Logo—proportions and safety space



OMV Petrom Logo in 1 colour, on light and dark backgrounds.



OMV Petrom Logo, reversed colour version



# Dimensions

The OMV Petrom logo has to be as visible as possible compared to the layout dimension. Therefore, we recommend using the dimensions in the chart below.

## Dimensions elements for corporate communication

Format	Logo width
A0–841x1189mm	244
A1–594x841mm	159
A2–420x594mm	114
A3–297x420mm	79,5
A4–210x297mm	56
A5 / A6 / DL	53.5

For landscape formats, the logo dimensions are the same as for portrait formats.

The standard dimension for A4 format



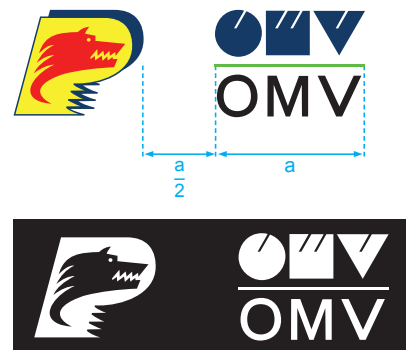
The minimum dimension



## OMV logo combinations

### The OMV logo in combination with the OMV Petrom logo

If the OMV logo is used together with the **OMV Petrom** logo, all claims are to be omitted. The two logos are displayed next to each other at the same height at a distance of half an OMV logo. The OMV logo is always right of the OMV Petrom logo. If both are used, the sequence shown here is binding.



# OMV Petrom logo using rules

## Rules of use

Through its logo, OMV Petrom is identified as the source of the transmitted message present on the visual communication materials. The correct use of the logo strengthens the brand's identity.

The following rules regarding the use of the logo are essential:

- ▶ The logo must always be reproduced at the highest quality standards.
- ▶ The logo must always be placed horizontally.
- ▶ The logo is always put in a visible position.

- ▶ The logo will be placed in the upper side on stationery materials.
- ▶ The protection area around the logo must be observed (see page 12).
- ▶ The logo's dimension must be observed according to the indications on page 13, and the logo's position must observe the guidelines herein.

Always use only original communication materials.



# Fonts

The font is a fundamental component of the brand identity, both in the internal communication and in the external one.

## Corporate font

Arial is the corporate font. It is a clear font, with technical aspect, corresponding to the spirit of the brand. Arial is used in all communication, from highly important statements to regular notices.

A particularity of OMV Petrom printing is the use of Arial Narrow font in headlines. This provides an individual aspect to all the communication media, being immediately recognizable.

It is important to constantly use the Arial font in all OMV Petrom communication, both external and internal, in order to consolidate the brand image.

## Color usage

Blue is used only for headlines, marginal notes and page numbering; the body copy is black. Exception: the text is white on blue background or dark photos.

Yellow and red will not be used for any type of text.

## To avoid:

The following are not allowed: outline fonts, fonts with shadow, text underlined with a line, text highlighted by spacing and gradation fonts or fonts placed on gradation background.

## Arial Narrow

Aa Bb Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&\*()\_+

## Arial Regular

Aa Bb Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&\*()\_+

## Arial Bold

Aa Bb Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&\*()\_+

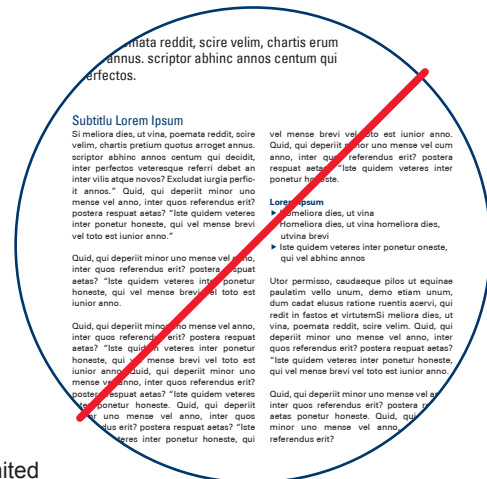




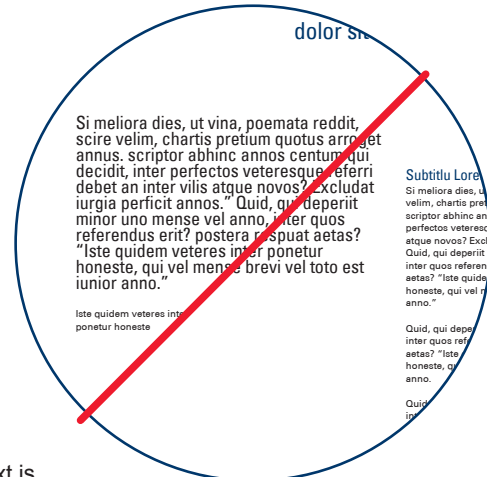
## Elements to avoid

Outline text, shadows, underline text, words highlighted by excessive spacing or colored fonts.

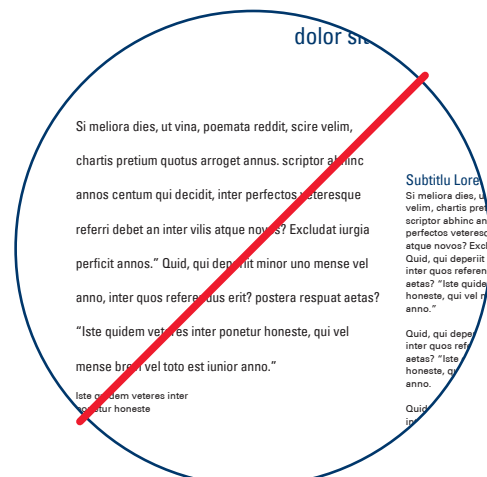
Also, the usage of backgrounds of any kind is not permitted.



Justified text is not permitted



It's important that the text is easy to read. Avoid the excessive proximity or distance between the text lines.



Do not put the under headlines randomly. These have to be positioned right below the text. No in-between spaces are allowed.

The blue arrow should not become a graphic element by itself. It always must be placed at the same distance from the text.

# Chapter 3

Layout design

# Colors used in layout design

From brochures to posters or web pages, our clear, powerful corporate colors give a unique and distinctive character to the brand.

## Primary colors

Two colors will be used in all projects:

- Blue, primary color.
- Yellow, secondary color, used only for highlighting purposes.

The RAL information applies in case of dyeing or varnishing.

The RGB and hexadecimal information applies in case it is used on the Internet or multimedia.

## Visualization

OMV Petrom colors may be used in ranges of 10% (10%, 20%, 30% etc.). When two or more hues of yellow are used, it is preferable to use a 20% difference between the ranges (i.e. 20% and 40% etc.).

Black is used only to write the text in the contents.

## To avoid:

Color gradients. A colored area must always have the same color.

## Color distribution

The generous use of the white area highlights OMV Petrom colors and underlines the distinct identity of the brand.

OMV Petrom colors must be used moderately, within the reasonable limits, judiciously.

OMV Petrom Blue  Pantone® 295 C CMYK 100/60/0/50 RGB 0/51/102 Hex #003366 RAL 5010 Gentian Blue	100%
	90%
	80%
	70%
	60%
	50%
	40%
	30%
	20%
	10%

OMV Petrom Yellow  Pantone® Yellow 012 C CMYK 0/10/100/0 RGB 255/235/0 Hex #FFEB00 RAL 1021	100%
	90%
	80%
	70%
	60%
	50%
	40%
	30%
	20%
	10%

## Color proportion in layout





# Layout – Cover

## Basic structure

The following structure is used for the cover of any communication material (e.g. annual reports, quarterly report, sustainability report, brochures, publications, flyers, etc.), with the exception of advertising:



## Page sections

Single pages (such as brochure cover or internal posters) are divided into three sections:

► Emotional area ► Energy flash ► Branding area

### Definition X

Total height of the logo = X

For non-standard formats, the **height of the logo = page width / 20** if the layout is portrait, or **height of the logo = page height / 20** if the layout is landscape

#### 1. Emotional area

This is where the cover picture with the energy circle and the headline is. The headline can be freely placed with a minimum distance of 1X to the edge. The image size results from the position of the energy flash and the branding area (see below table).

The energy circle must be centred and can move up and down on the vertical centreline but must not be below the horizontal centre of the image. The energy circle must be between at least X and 2X at the most from the upper edge of the image, and it must be between at least 1X and 2X at the most from the energy flash. The energy circle may only be used differently in **special cases\*** (see Chapter 6, p55).

#### 2. Energy flash

The energy flash consists of the **yellow line with a height of 0.1X** and the **blue line with a height of 0.65X**. They result from the below table.

#### 3. Branding area

This area is exclusively reserved for the logo and the copy.

The height of the branding area is 4X.

The copy (flowing text) incl. URL is flush left and may only reach as far as to the upper edge of the logo. The space to the energy flash is X.

The copy width is max. 11X within the type area.

### Spacing

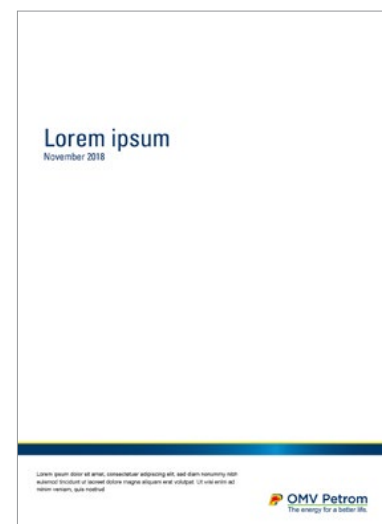
The margin space can be anywhere between at least X and 2X at the most. Always keep the same spacing to the left and right. As an example, the space of X from the lower edge is used here. The space can be anywhere between at least X and 2X at the most. The logo and the claim are on this line.

Portrait orientation	Logo width	Branding area height	Blue gradient height	Yellow line
A0	244 mm	215 mm	30 mm	4.5 mm
A1	159 mm	150 mm	20 mm	3 mm
A2	114 mm	90 mm	15mm	2mm
A3	79.5 mm	62 mm	10 mm	1.5 mm
A4/210x280	56 mm	44 mm	7 mm	1 mm
A5/A6/DIN long	53.5 mm	38 mm	5 mm	0.7 mm

Some of the results in the table are rounded.

\*The energy circle may only be used differently on request.

**The headline may not be placed above faces (of people) and may not conceal important image content. It must be placed on as quiet an image background as possible.**



#### Example: Cover without images

If no image is used for the cover, the background remains white and the headline is set in "OMV Petrom Blue" without an energy circle. The energy flash (blue gradient + yellow line) remains the same.

In this case the headline can be made larger.



# Energy Flash

Energy flash  
colour composition



OMV Petrom Blue  
CMYK: 100 60 0 50  
RGB: 0 51 102

70%

Highlight Blue  
CMYK: 84 27 0 0  
RGB: 0 143 209

30%

OMV Petrom Blue

We live in a visual era, in which images play an important role, creating the universe of the brand and the way it builds its message to the people around us. Photos draw attention, trigger emotions and send the brand-related message. And because the message of a brand must be coherent and unique, it is important for the images used in communication to bear the same mark of style and values of OMV Petrom.

Five principles which help preserve a homogenous visual style have been identified during the brand defining process, if the general guidelines in the OMV Petrom Visual Identity Manual are observed during the photo shoots and the searches in image databases.

The most important feature of the images used in OMV Petrom communication is **authenticity**. The visual cases used must portray real situations, with real people, to send genuine and natural emotions in a dynamic context.

HSSE guidelines must be respected in all of the photos used.

Image processing and color corrections are allowed to clean the photos and to provide them with a more pleasant aspect and higher quality. The use of editing, illustrations and collages must be avoided.

## General rules that the images used in OMV Petrom communication must observe:

1. To portray a genuine situation;
2. To present a company focused on technology and innovation;
3. The light must be natural and the color register must be warm;
4. To inspire optimism;
5. To express dynamism.



## Subject structure

### Energy Circle



nonadvertising, internal

# Subject structure

## Energy Circle

### Focus

The image section is selected so that the centre of the image is in the centre of the circle.

### Energy Circle

The energy circle must be centred and can move up and down on the vertical centreline but cannot be below the horizontal centre of the image. It must lie within the image frame and may only be cropped in special cases (see Chapter 6, page 62).

Around the energy circle is a second energy circle, which is enlarged and strongly softened in order to intensify the focus on the centre.

The intensity of the soft focus can be adjusted to better stage the focus area in the centre of the circle and to have it stand out from any image background.

Both energy circles can be rotated 360 degrees when using them. In order to achieve the most dynamic look possible, it can be individually adapted to the image to blend both into the foreground and into the background of the image.

The energy circle must not be placed over the faces of persons or over essential content.

### Headline (nonadvertising)

The headline can be placed anywhere within the type area as long as it is legible.

### Vignette

Ideally, the edges of the images are somewhat darkened in post-processing. If the picture is very dark to begin with, this step is not necessary.



nonadvertising, internal

# Energy Circle Imagery

## Cover/slides areas of application

### Offline:

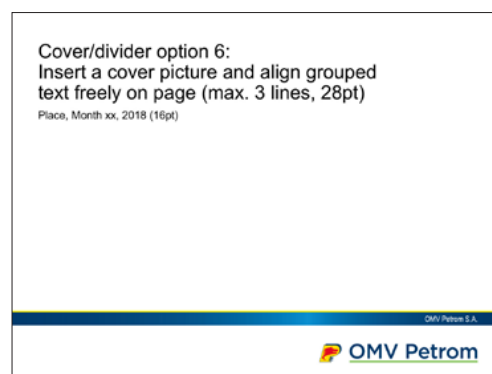
- ▶ For **external** distribution (e.g. annual reports, posters, roll-ups, PPT, website), the energy circle must always be used in connection with a large image.
- ▶ For **internal** distribution, the application is not compulsory yet should be used with high-quality prints.
- ▶ **No energy circle** for: graphics, icons and when no image is present.
- ▶ For **special advertising formats**, only after okayed by Corporate Communications and Sustainability.



Annual report (external)



Folder (internal)




PowerPoint without image (no energy circle)




# Energy Circle Imagery




## DON'Ts




The energy circle must be integrated into the image (not simply superimposed as in the example above). It should be neither at the front nor at the back of the image and should overlap with parts of it.




The energy circle may not be placed on images that are too light. For it to remain visible, images can be darkened, or a vignetting effect can be added to the edges.




Combining the energy circle with black-and-white images is not permitted.




The energy circle may not be cropped. Exceptions: see page 62




Its colour cannot be changed.



The energy circle may not be distorted.



The energy circle may not be used with graphics, icons, etc.



The focus of the energy circle should be relevant in terms of content.

# Principles for using images on spreads

The following six principles must be observed when creating and selecting images:

## 1. No energy circle.

The energy circle is not used on editorial images or on spreads for publications.

## 2. Create an authentic situation.

Authenticity is the first requirement. The presentation must be comprehensible; no staged, imaginary situation.

## 3. Reflect natural lighting and tones.

The image creates a natural and friendly atmosphere through natural lighting and tones. This applies both to pictures of persons and also, for example, to pictures of facilities.

## 4. Generate a positive feeling.

Friendly and inviting motifs convey openness and optimism. Avoid cool and threatening situations.

## 5. Convey calmness and professionalism.

The images should create a sense of calm through the highest possible depth of field. An asymmetrical motif setup creates tension. Avoid tension that is caused by unusual camera positions or extreme image details.



1. Spread without energy circle



2. Create authentic situations



3. Reflect natural lighting and tones



4. Generate a positive feeling



5. Convey calmness and professionalism



6. Convey technical knowhow.

The image content reflects OMV Petrom's performance capabilities. The motif is technically oriented.

**Note:**  
Copyrights, GDPR and HSSE guidelines must be observed for all images.



6. Convey technical knowhow

DON'Ts



Obviously staged situations; people posing and smiling into the camera



Worn, old-looking motifs



Bright colours, harsh lighting and shadows, and harsh contrasts



Depicting situations deemed threatening to outsiders



Depicting motifs that do not reflect the high-tech character of OMV Petrom.



Black and white photography



Mixed forms such as B&W with colour



Duotone images



Collages



Extreme distortions



An energy circle is not used for editorial images.



An energy circle is not used on small publications.

# Chapter 4

Applications

# Brochures / Folder

## Layout

The layout corresponds to the basic corporate design principles.  
The following application rules are applicable for DIN A4 covers\*:

## Emotional area

The height results from the position of the energy flash (yellow line + blue gradient) and the size of the branding area.

Energy flash: Types of prints DIN A4	Colour gradient height	Yellow line height
Cover page	7 mm	1 mm
Spread	3.5 mm	0.5 mm

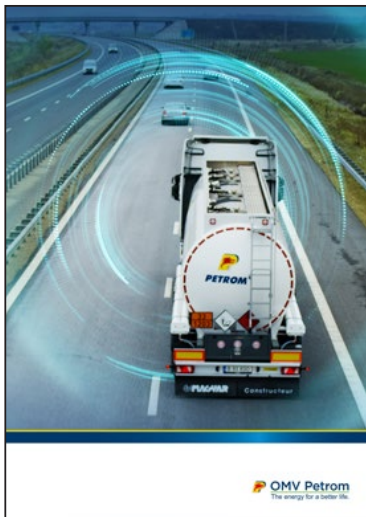
## Font

The font Arial and Arial Narrow are used for high-quality prints (see page 15-16).



\*Other formats must be adapted according to the table "Dimensions" (see page 22).

In order to convey emotions, an image motif should be used on single pages, such as the cover page of a brochure or on posters.



Cover



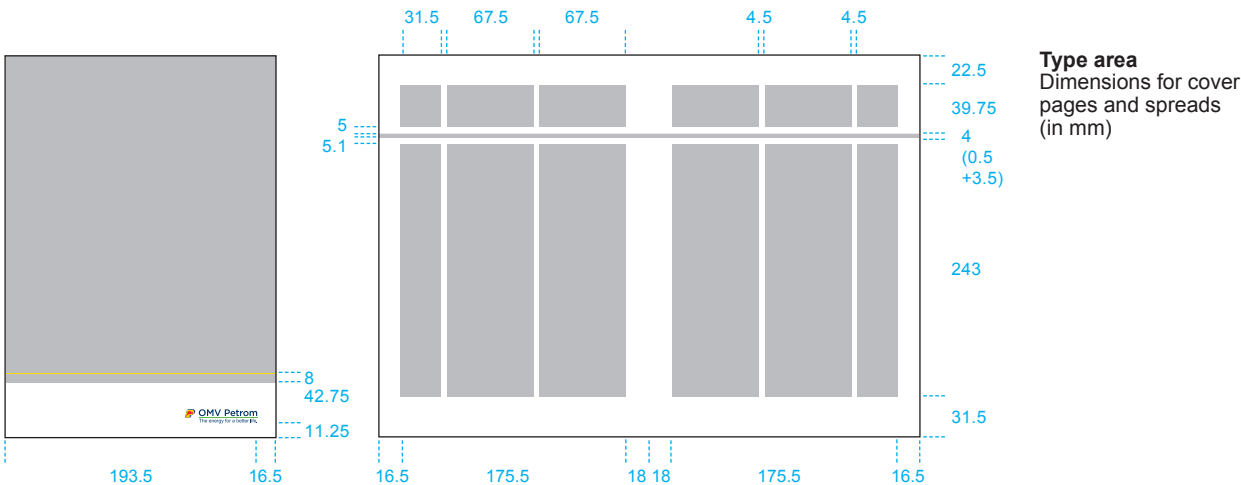
Spread



Spread



Chapter divider



# Brochures / Folder

## Back of brochures (U4)

U4 may be used as text but only up to the branding area. The following applies to the design:

- ▶ U4 generally stays white.
- ▶ The imprint is positioned at the bottom left in the emotional area.
- ▶ U4 may not contain a logo.

## Spine

If the spine is wider than 2.5 mm, the title must be positioned reading from bottom to top.

## Info box

Info boxes may be designed using the OMV Petrom colours yellow and blue with clearly legible lettering.

## Format

The DIN A4 format is mandatory in Europe.



Back (U4) with colour area

Cover (U1)

# DON'Ts

Headlines should be kept short and concise.

Introductory text and subheadings may never exceed 100 characters.

Flowing text on spreads may never be inserted into 1 column but always into 2 columns.





# Posters / Placards

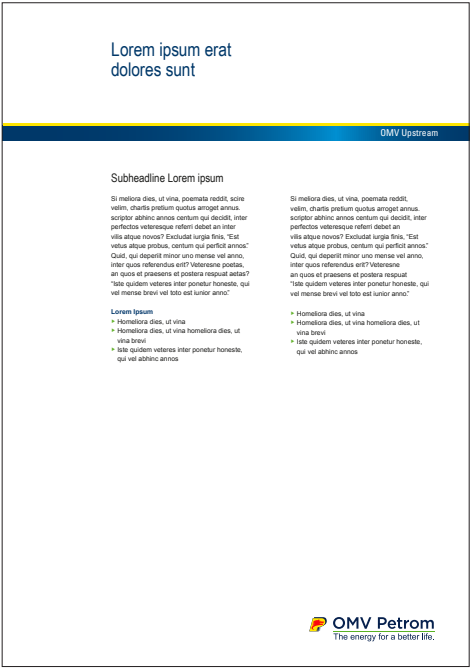
Whether it is an image brochure or an annual report, OMV Petrom publications visualise the combination of experience and innovation through a design that is clear and concise.



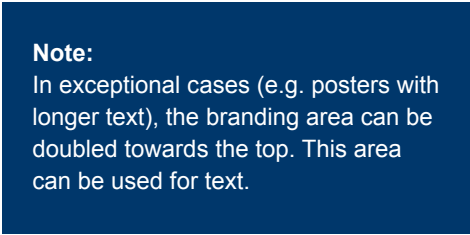
Image poster example



Image poster example



Text poster example





# Flyer

## Flyer design

Just like posters or brochures, the flyer has two areas: the emotional area (here, an image or OMV Petrom blue will appear) and the branding area (here, the logo appears).

These two areas are split by the Energy Flash.

The basic rules of the layout design are to be found at page 21, in Layout Design chapter.



Simple flyer



Flyer with body copy - front



Flyer - back

# PowerPoint presentations

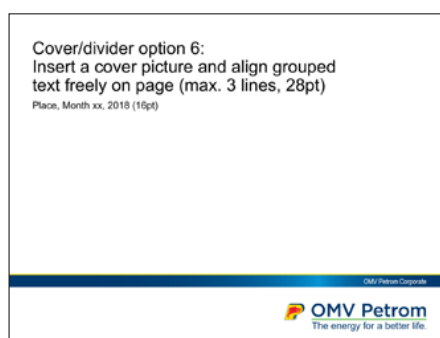
The templates for Power Point presentation are available on intranet:

Regulations&Governance / OMV Petrom Corporate Communication Standards

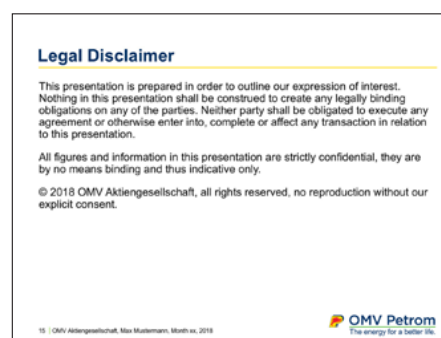
In order to avoid display problems, presentations should be sent externally only as **PDF** files.



Title slide with image motif 4:3



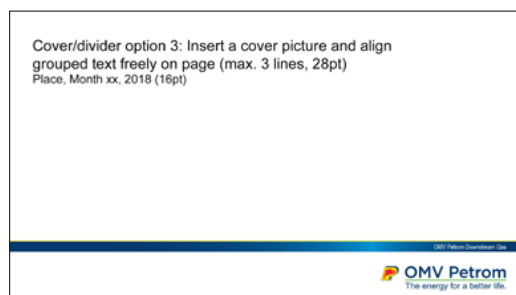
Title slide without image motif 4:3



Text slide 4:3



Title slide with image motif 16:9



Title slide without image motif 16:9

Presentations stand out through a professional appearance due to a clear structure and a uniform design with a focus on content.



Title slide with image motif 4:3



Title slide with image motif 16:9

# Business Stationery

First impression counts: the letters and business cards are more than an exchange of information - they present OMV Petrom brand as it sees itself.

## Letters


- The paper for the letters is pre-printed with the logo at the top of the page. All other information will be printed using the computer.

## Business cards:

- The upper side contains OMV Petrom logo, and the right, central side: the name of the company, its address and telephone numbers.
- If more rows are needed (for the telephone numbers, e-mail), they will be added on the left side, ascending.

## Logo size

- On business stationery – letter, fax, envelope and other materials – the height of the logo is 6.2 mm.



The energy for a better life

Dipl. Eng. Pache Protopopescu, PhD

Held position	OMV Petrom S.A.
Department name	Petrom City, 22, Coralilor 1st District, P.C. 013329 Bucharest, Romania
	Tel: (+4-021) 2125 001
	Tel/Fax: (+4-021) 3155 166
	Mobile phone: (+4) 0777 123 456
	Information line

pache.protopopescu@petrom.com  
www.omvpetrom.com

Business card



The energy for a better life

Attn:  
Mr. Eng. Pache Protopopescu  
Company  
Production Division  
00-00 Calea Plevnei  
PC 22-159  
70176 Bucharest, Romania

January 31, 2005  
Subject of communication

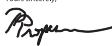
Dear Mr. Pache Protopopescu,

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. PRIN PONTIAM  
ALIIQUAM DOLOR. MORBI MODI LUCTUS IEO. IN VOLUPTAT THONCUS PURUS. AENEAN  
VULPUTATE. PHASEBUS SOLICITUDIN, ARCU SIT AMET CONSECTETUR TEMPUS, VEIT  
NEQUE FINISDUNT MI, VEL AUCTOR EST URNA EU VELIT. AENEAN MALESUADA BLANDIT  
LACUS. PRAESENT PELLENTESQUE MASSA.

MAECENAS FAUCIBUS TEMPOR ENIM. MAECENAS EUISMOD AGENTIS LECTUS. ETIAM  
A VELIT. IN SOLERITISQUE CURSUS ORCI. SUSPENSIOE FINISDUNT. MORBI OLS ELIT.  
SUSCIPIT SIT AMET, PORTTITOR ET, HENDERIT SIT AMET, NEQUE. PELLENTESQUE NULLA.  
MORBI SED FELIS QUIS METUS SUSCIPIT FEUGIAT.

UT IN DOLOR. VIVAMUS SAPIEN. CRAS VITAE JUSTO ET ERAT FEUGIAT CONQUE. CURABITUR  
VESTIBULUM. SUSPENSIOE AC EROS. DONEC METUS. NULLA FAUCIBUS ORCI. DULI AC  
LIBERO ET ANTE INTERDUM LACINIA. NUM ARCU. ETIAM COMMODO JUSTO NON ENIM  
LUCTUS ALIIQUE. MAECENAS TEMPOR TORTOR REC ORCI.

MAECENAS FAUCIBUS TEMPOR ENIM. MAECENAS EUISMOD AGENTIS LECTUS. ETIAM  
A VELIT. IN SOLERITISQUE CURSUS ORCI. SUSPENSIOE FINISDUNT. MORBI OLS ELIT.  
SUSCIPIT SIT AMET, PORTTITOR ET, HENDERIT SIT AMET, NEQUE. PELLENTESQUE NULLA.  
MORBI SED FELIS QUIS METUS SUSCIPIT FEUGIAT.

Yours sincerely,  
  
Pache Protopopescu

OMV Petrom S.A.  
Upstream

Dipl. Eng. Pache Protopopescu, PhD  
Held position  
Department

Tel: (+4-021) 2125 001  
Fax: (+4-021) 3155 166  
Mobile phone: (+4) 0777 123 456

OMV Petrom S.A.  
Petrom City  
22 Coralilor  
1st District, P.C. 013329  
Bucharest, Romania

Prod. address R.  
S.A. Registration Code 159 9302,  
no. TRO 4053932/1997  
www.omvpetrom.com

Letter

With compliments,  
OMV Petrom S.A.



The energy for a better life

Compliment card



# Brand architecture

All companies part of the OMV Petrom Group will observe the same rules regarding the design of the communication materials. This uniform approach is the base of a coherent and integrated communication, and is characteristic to a solid brand such as OMV Petrom. Only through consistency and unity, the image of the brand remains strong, recognizable and memorable.

All companies part of the OMV Petrom Group:

- ▶ OMV Petrom S.A.
- ▶ OMV Petrom Marketing S.R.L.
- ▶ OMV Petrom Gas S.R.L.
- ▶ OMV Petrom Aviation S.A.
- ▶ OMV Petrom Global Solutions S.R.L.

will observe the following rules in designing the layout for business stationery.

### Letters:

- The paper for the letters is pre-printed with the logo at the top of the page. All the other information will be printed using the computer.

### Business cards:

- ▶ The upper side contains OMV Petrom logo, and the right, central side: the name of the company, its address and telephone numbers.
- ▶ If more rows are needed (for the telephone numbers, e-mail), they will be added on the left side, ascending.


**The next rule will be generally applied:**

- ▶ If the company's name is too long (business card, stamp), it must be split logically.

## Logo size

- ▶ On business stationery – letter, fax, envelope and other materials – the height of the logo is 6.2 mm.

Business card OMV Petrom Marketing S.R.L.

 **OMV Petrom**  
The energy for a better life


Dipl. Eng. Pache Protopopescu, PhD

Held position OMV Petrom Marketing S.R.L.  
Department name Petrom city, 22, Coralor  
1st District, P.C. 013329  
Bucharest, Romania

Tel: (+4021) 2125 001  
Toll-Free: (+4021) 3155 166  
Mobile phone: (+4) 0777 123 456  
Information line

[pache.protopopescu@petrom.com](mailto:pache.protopopescu@petrom.com)  
[www.petrom.com](http://www.petrom.com)

Business card OMV Petrom Gas S.R.L.

 **OMV Petrom**  
The energy for a better life

Dipl. Eng. Pache Protopopescu, PhD


Hold position  
Department name

OMV Petrom Gas S.R.L.  
Petrom City, 22, Corbilor  
1st District, P.C. 011329  
Bucharest, Romania

Tel: (+4021) 2125 001  
Tel/Fax: (+4021) 3155 166  
Mobile phone: (+4) 0777 123 456  
Information line

[pache.protopopescu@petrom.com](mailto:pache.protopopescu@petrom.com)  
[www.omvpetrom.com](http://www.omvpetrom.com)

Business card  
OMV Petrom Aviation S.A.

 **OMV Petrom**  
The energy for a better life

Dipl. Eng. Pache Protopopescu, PhD

Held position  
Department name


OMV Petrom Aviation S.A.  
Petrom City, 22, Corălarilor District, P.C. 013329  
Bucharest, Romania

Tel: (+4-021) 2125 001  
Tel/Fax: (+4-021) 3155 166  
Mobile phone: (+4) 0777 123 456  
Information line

[pache.protopopescu@petrom.com](mailto:pache.protopopescu@petrom.com)  
[www.omvpetrom.com](http://www.omvpetrom.com)

Letter OMV Petrom Marketing S.R.L.

Attn: Mr. Popescu  
Company  
Production Division  
00-00 Callea Penelei  
PC 22-00  
100 Bucharest, Romania



**OMV Petrom**  
The energy for a better life

---

January 31, 2005  
Subject of communication

Dear Mr. Popescu,

Latam ipsum dolor vel amet, consectetur adipiscing elit. Proin pretium aliquam orci. Morbi mollis faucibus eros vel volutpat rheneus purus. Aenean volutpat. Phasellus idolibus eros, ut amet consectetur tempor, velis neque tristique vel, vel auctor etiam ante eu nunc. Aenean mollis nunc mollis lacus. Present et idolibus massa.

Maecenas faucibus tempor enim. Maecenas euismod agereas lectus. Etiam a velit. Et scelerisque curcus orci. Suspendisse tristique. Morbi id elit, suscipit id amet, porttitor et, hendrerit et amet, neque. Pellentesque nunc. Morbi sed felis qui metus suscipit feugiat.

Ut id dolor. Vivamus sagittis. Cras vitae justo et erat feugiat curcus. Curabitur vestibulum. Suspendisse ac eros. Donec metus. Nunc mollis faucibus orci. Duis ac Bland et ante interdum Keras Nam ante. Etiam conndia justo nec enim. Morbi aliquet. Maecenas tempor tortor nec orci.

Maecenas faucibus tempor enim. Maecenas euismod agereas lectus. Etiam a velit. Et scelerisque curcus orci. Suspendisse tristique. Morbi id elit, suscipit id amet, porttitor et, hendrerit et amet, neque. Pellentesque nunc. Morbi sed felis qui metus suscipit feugiat.

Eng Eng Petrom Prototypes, MO  
100 Bucharest  
Department


Tel. +40 (0) 21 22 00 00  
Fax +40 (0) 21 22 00 00  
Mobile phone +40 (0) 71 123 456

Mr. Popescu Mr.  
Petrom City  
100 Bucharest  
100 Bucharest, Romania

Fax: +40 (0) 21 22 00 00  
Tel. Reg. no. 1000000000000000  
Tel. 00212 22000000

[www.omv-petrom.com](http://www.omv-petrom.com)

Yours sincerely,



Pache Prototypescu

Letter OMV Petrom Gas S.R.L.

[illegible]

Letter OMV Petrom Aviation S.A.

 **OMV Petrom**  
The energy for a better life

Attn:  
Mr. Ion Popescu  
Company  
Production Division  
00-00 Calea Revolutiei  
PC 22-109  
7070 Bucharest, Romania

January 31, 2005  
Subject of communication


Dear Mr. Popescu,

Amam incantat sa va amesc, conectandu-ma la adresa dvs. Prinso perambul  
loquens inquit dicit: Morbis molles lectus loqui, ut volupat thenceo pasci. Amem  
voluptate. Phasellus in lectura, ac ut amem conectatur tempus, veli  
requer trucidat ut, vel facit uti et amem, neque Pellentesque molles  
lectus. Present pellentesque massa

Maecenas faucibus tempor enim. Maecenas euismod egetas lectus, Etiam  
a velit. In scelerique cursus orci. Suspensive trucidat. Morbi elit elit.  
suscipit elit amet, porttitor et hendrerit ut amet, neque Pellentesque molles.  
Morbi sed felis quis metus suscipit feugiat.

Ut in dedit. Vivamus sapien. Cras justo justo et erat feugiat congue. Curabitur  
vestibulum. Suspensive ac eros. Donec metus. Nulla faucibus orci. Duis ac  
Bism et ante interdum lectus. Nam erat. Etiam commodo justo non enim  
lectus aliquet. Maecenas tempor tortor nec orci.

Maecenas faucibus tempor enim. Maecenas euismod egetas lectus, Etiam  
a velit. In scelerique cursus orci. Suspensive trucidat. Morbi elit elit.  
suscipit elit amet, porttitor et hendrerit ut amet, neque Pellentesque molles.  
Morbi sed felis quis metus suscipit feugiat.

Yours sincerely,  
  
Pache Protopescu

OMV Petrom Aviation S.A.

OMV Petrom Romania P.O. Box 100  
Bucharest  
Department

TEL +40 (0)21 30 01 00  
Fax +40 (0)21 30 01 00  
800 800 800 + 80773 12 000

OMV Petrom S.A.  
P.O. Box 100  
Bucharest, Romania  
P. O. Box 100, P. C. 10029  
Bucharest, Romania

OMV Petrom S.A.  
P.O. Box 100, P. C. 10029  
Bucharest, Romania  
[www.OMV-Petrom.com](http://www.OMV-Petrom.com)

# Word templates

## Layout

The layout corresponds to the basic corporate design principles.

<b>Energy flash:</b> Word templates DIN A4	<b>Colour gradient</b> height	<b>Yellow line</b> height
<b>Cover page</b> <b>Spread</b>	7 mm 3.5 mm	1 mm 0.5 mm

OMV Petrom Press Release

November 1, 2017

OMV Aktiengesellschaft

**Lorem ipsum dolor sit amet, consectetur elit, sed diam nonummy nibh euismod tincidunt.**

► With this transaction OMV Refining and Marketing has completed the next step in implementing the defined divestment program

► OMV Hrvatska d.o.o. is being sold to Crodus derivati d.o.o. (Crodus), a member of the Croatian Crodus Plin group

► Crodus will take over all 63 employees and 62 filling stations as well as the local head office of OMV Hrvatska d.o.o. in Zagreb

OMV has signed an agreement to sell its subsidiary in Croatia, OMV Hrvatska d.o.o. - a 100%-owned subsidiary of OMV Refining & Marketing GmbH - to the Croatian company Crodus, OMV has been in the retail and commercial business in Croatia since 1992. OMV Hrvatska d.o.o. employs 63 staff members at its head office in Zagreb. With 62 filling stations in the country, OMV currently has a market share of around 13%.

"Shortly after the sale of our marketing subsidiary in Bosnia-Herzegovina this transaction underlines our ability to execute our strategy", says Manfred Leitner, OMV Executive Board member responsible for Refining and Marketing


Previously, OMV Petrol Ofisi, OMV's Turkish subsidiary, already sold its 52% stake in the Cypriot retail company Kibris Turk Petrolleri Limited Sirkesi at the end of November 2011. Furthermore, OMV Petrom sold its subsidiary Petrom LPG SA in January 2015.

At the end of November 2012, an agreement concerning the sale of the subsidiary in Bosnia-Herzegovina, OMV BH d.o.o., was signed.

The OMV strategy aims at a sharpened and simplified company portfolio. This includes gradually shifting the portfolio away from Refining and Marketing towards Exploration and Production. OMV will continue focusing the retail and commercial business on markets with integrated supplies. The OMV filling stations in Croatia have not been within the delivery area of OMV refinery Schwechat, therefore a sale of these assets was pursued. Following the completion of this transaction, OMV will have no further Refining and Marketing activities in the country.

The deal is expected to be closed in the first half of 2013 following approval of competition authorities. The companies have agreed not to disclose the purchase price.

1/2

The energy for a better life

Press release p. 1


**Background information:**

**OMV Petrom**  
With Group sales of EUR 34.05 bn and a workforce of 29,800 employees in 2011, OMV Aktiengesellschaft is one of Austria's largest listed industrial companies. In Exploration and Production, OMV is active in two core countries Romania and Austria and holds a balanced international portfolio. OMV had proven oil and gas reserves of approximately 1.13 bn boe as of year-end 2011 and a production of around 286,000 boed in 2011. In Gas and Power, OMV sold approximately 272 TWh of gas in 2011. In Austria, OMV operates a 2,000 km long gas pipeline network with a marketed capacity of around 101 bcm in 2011. With a trading volume of around 47 bcm/a, OMV's gas trading platform, the Central European Gas Hub, is amongst the most important hubs in Continental Europe. In Refining and Marketing, OMV has an annual refining capacity of 22 mm t/a and as of the end of 2011 approximately 4,500 filling stations in 13 countries including Turkey. OMV further strengthened its position through the ownership of a 97% stake in Petrol Ofisi, Turkey's leading company in the retail and commercial business.

**For further information, please contact:**

OMV Media Relations:	Robert Lechner, Tel.: +43 1 40440 21472, E-Mail: robert.lechner@omv.at
OMV Investor Relations:	Florian Gröger, Tel.: +43 1 40440 22421, E-Mail: florian.groeger@omv.com
OMV Homepage:	http://www.omv.com

2/2

The energy for a better life

Press release p. 2

**Note:** Word documents are not printed with a bleed area.

Behind every successful company there are always trustful partners. This also applies for OMV Petrom which, along with its partners, wants to offer its clients the best products and services. We are a team in everything we do and this must reflect, primarily, in an unitary visual identity.

## Branding for Partners

### Letters:

- ▶ The paper for the letters is pre-printed with the logo in the upper side and with the logo of OMV Petrom's partner, in the bottom right side; OMV Petrom's logo must have the height of 6,2 mm and the partner's logo must be in balance with it;
- ▶ The right central side area will contain the text "OMV Petrom Partner", the name of the company's partner and the identification data of it, as well as the contact and fiscal identification data of the OMV Petrom's partner;

### Business cards:

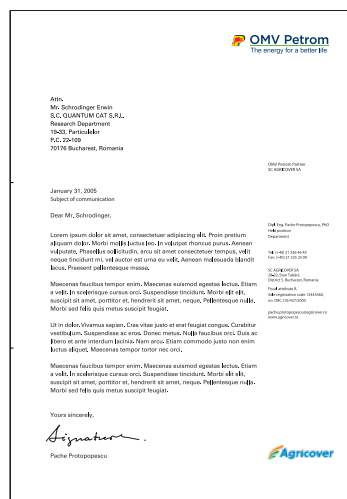
- ▶ The upper side area contains OMV Petrom's logo (its height must be of 4,8 mm), and the right side: the partner's name, as well as the address and telephone number of its representative.
- ▶ In the bottom left side the text "OMV Petrom Partner" will be printed.
- ▶ The bottom right side contains the OMV Petrom partner's logo (the size of OMV Petrom's logo and the partners' logo must be in balance).
- ▶ If more rows are needed (for the telephone numbers, e-mail), they will be added in the left side, ascending.

### Envelope:

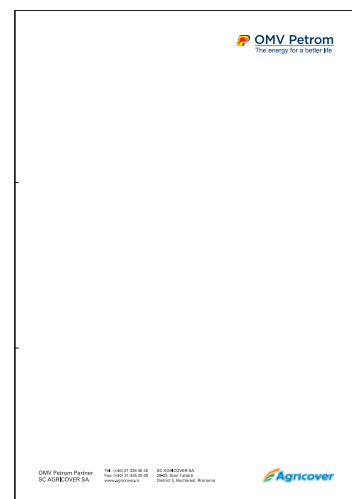
- ▶ The upper side contains the OMV Petrom logo, and the bottom side the following: the text "OMV Petrom Partner", the name of the OMV Petrom's partner company, as well as the contact data and logo of the partner company.

### Letterhead:

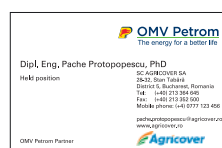
- ▶ The upper area contains the OMV Petrom logo, and the bottom area the following: in the left side the text "OMV Petrom Partner", the name of the partner company and its contact data, and in the right side, the OMV Petrom's partner logo.



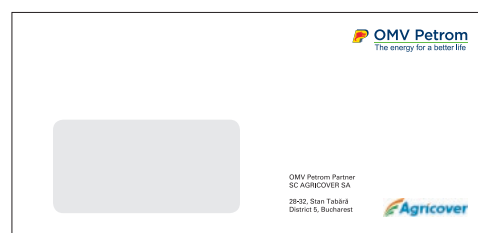
Letter



Letterhead



Business card



Envelope

Giveaways represent the physical support of OMV Petrom's image. The quality of these items is essential because they communicate the brand in the most tangible way.

## Giveaways

You can order give aways using the catalogue available on our intranet dedicated page.



Notebook



T-shirt



Competition branding



USB Stick



Pen





## Roll up and Spider



# OMV Petrom signage

**04.37z**

OMV Petrom Upstream

Lorem Ipsum

**George Vasile**



Door signage

**06.37**

OMV Petrom Marketing

Procurement & Facility Management  
Lorem Ipsum

**Ing. George Vasile  
Andrei Dumitrescu  
Ioana Dinu**



**OMV Petrom Upstream**

22, Coralilor Str.

Exterior signage

# Filling stations

In retail communication, the two brands, Petrom and OMV, will still be treated as two different identities and will observe their specific visual identity rules.

Petrom stations



OMV stations



# Chapter 5

Advertising



# Basic structure portrait orientation

This structure is used for external means of communication and all advertising publications with portrait orientation (such as posters, displays, OOH, POS):



**HEADLINE 3D**  
Arial Narrow  
Regular

**COPY**  
Arial Regular  
Size: 9 pt  
Line spacing: 11.5 pt  
Colour: white

**URL**  
Arial Bold  
Size: 9 pt  
Line spacing: 16 pt  
Colour: white

## Page sections

Single pages (such as displays or advertising posters) are divided into 2 sections:

- Emotional area ► Energy flash

### Definition X

Format width/20 = X

X = height of logo

#### 1. Emotional area

This is where the cover picture with the energy circle and the headline is. The image size results from the position of the energy flash, the calculation of which is given in the table below.

The energy circle must be centred and can move up and down on the vertical centreline but cannot be below the horizontal centre of the image. The energy circle must be at least x and 2X at the most from the upper edge of the image, and it must be between 2X and 4X at the most from the energy flash. The energy circle may only be used differently in **special cases\*** (see Chapter 6, p62).

The headline is centred and may only have 4 lines at the most. The distortion of the headline depends on the subject and must be adapted to the perspective of the image. The vanishing point must always be on the centre line of the image. The energy circle in the text area is softened so that the headline remains legible.

## Spacing

The margin space can be anywhere between at least X and 2X at the most. Always keep the same spacing to the left and right.

As an example, the space of X from the lower edge is used here. The space can be anywhere between at least X and 2X at the most. The logo and the claim are on this line.

#### 2. Energy flash

The energy flash includes the yellow line and the blue colour gradient, which covers the entire branding area. The calculation is based on the table below. In this example, the yellow line is defined with X/10. The Energy Flash height varies between 4X and 7X.

This area is exclusively reserved for the logo and the copy. The copy is set in white on the blue gradient (definition see page 24).

The size of the branding area is variable and can be adjusted to a certain extent. The ideal size is reached when the copy (flowing text) incl. URL aligns with the upper edge of the logo. The copy may not go down any further. The copy width is max. 11X within the type area.

Portrait orientation	Logo width	Branding area height	Yellow Line height
A0	244 mm	212 mm - 298 mm	4.5 mm
A1	159 mm	150 mm - 210 mm	3 mm
A2	114 mm	110 mm - 154 mm	2mm
A3	79.5 mm	75 mm - 105mm	1.5 mm
A4/210x280	56 mm	52 mm - 72mm	1 mm
A5/A6/DIN long	53.5 mm	38 mm - 52mm	0.7 mm

Some of the results in the table are rounded.

\*The energy circle may only be used differently on request.

# Basic structure landscape orientation

This structure is used for external means of communication and all advertising publications with landscape orientation (such as posters, displays, OOH, POS):

### Page sections

Single pages (such as displays or advertising posters) are divided into 2 sections:

- ▶ Emotional area ▶ Energy flash



## Page sections

Single pages such as displays or advertising posters are divided into 2 sections:

► Emotional area ► Energy flash

**Logo width = page height/2.4**

### Definition X

Logo height = X

0.75X = minimum distance from page edge.

2X = maximum distance from page edge.

#### 1. Emotional area

This is where the cover picture with the energy circle and the headline is. The image size results from the position of the energy flash. ( $4X + X/20$ )

The energy circle must be centred and completely visible within the image. The energy circle may only be used differently in **special cases\*** (see Chapter 6, p62.)

The headline is centred and may only have 2 lines at the most. The distortion of the headline depends on the subject and must be adapted to the perspective of the image. The vanishing point must always be on the centre line of the image. The energy circle in the text area is softened so that the headline remains legible.

#### 2. Energy flash

The energy flash includes the yellow line and the blue colour gradient, which covers the entire branding area. The height of the colour gradient is 2.5X. In this example, the yellow line is defined with X/20.

This area is exclusively reserved for the logo and the copy. The copy is set in white on the blue gradient (definition see page 24).

The size of the branding area is variable and can be adjusted to a certain extent.

The body copy including URL ideally has the same height as the logo. The bottom margin of the text is aligned to the bottom margin of the logo.

The margin space can be anywhere between at least X and 2X at the most. Always keep the same spacing to the left and right.

\*The energy circle may only be used differently on request.

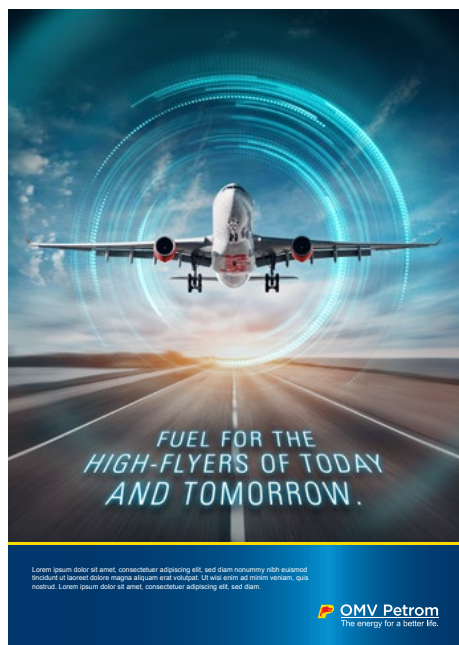


# Logo Use in Advertising

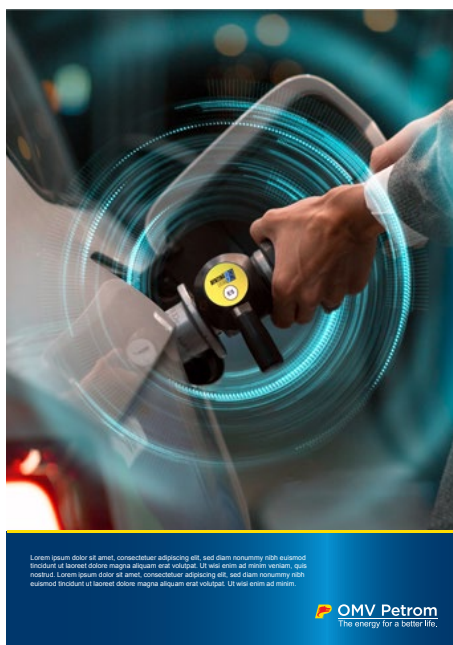
## Examples: print and digital (offline)

### Logo variation positive / negative

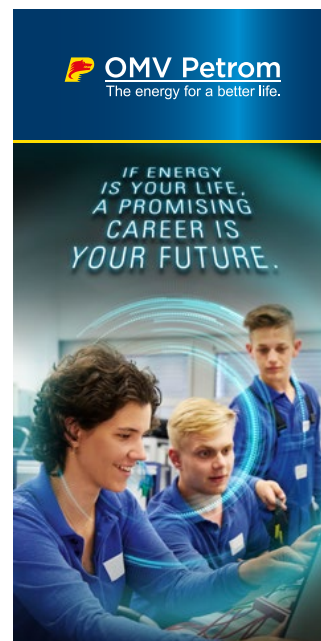
The white logo variation is used positively for external advertising materials and should be on a colour gradient (or on a neutral background in white or black). Examples for external advertising materials are POS, OOH (displays, roll ups, city lights, digilights), TV, etc.



Folder



Display



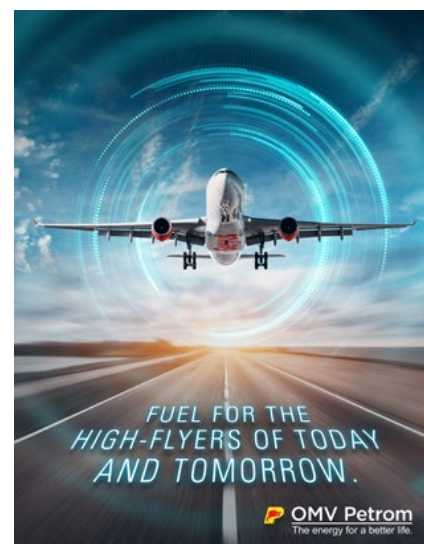
Roll up

### 1-colour logo variation positive / negative with transparent background

In **special cases** (such as video, motivational posters, etc.), the 1-colour logo variation can be printed directly on the subject, as long as there is enough contrast and it is easy to read. If required, black vignetting with a maximum opacity of 60% is applied to light subjects.



Video



Poster

# Energy Circle

Imagery is an essential means of communication in corporate design.

## Areas of application

### Print and digital (offline):

The energy circle is used in print and digital as follows:

- ▶ In advertising communication: only on the cover page for reports, brochures, annual reports, PowerPoint presentations, QB, fact book, sustainability report, etc.
- ▶ In external advertising materials on posters, roll ups, OOH, video, etc.



## DON'Ts



The energy circle must be integrated into the image (not simply superimposed as in the example above). It should be neither at the front nor at the back of the image and should overlap with parts of it.



The energy circle may not be placed on images that are too light. For it to remain visible, images can be darkened, or a vignetting effect can be added to the edges.



Combining the energy circle with black-and-white images is not permitted.



The energy circle may not be cropped. Exceptions: see page 62



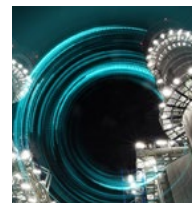
Its colour cannot be changed.



The energy circle may not be used with graphics, icons, etc.



The energy circle may not be distorted.



The focus of the energy circle should be relevant in terms of content.

**Exceptions** such as for special advertising formats, only after okayed by Corporate Communications and Sustainability.

# Energy Circle

## Areas of application for moving images

Any video and TV productions of OMV Petrom must be coordinated with Corporate Communications and Sustainability. In the outro, the energy circle must be shown in connection with the logo. The outro can be used as the intro where applicable.

The energy circle may only be used in videos and for TV in connection with the OMV Petrom logo.



Video intro / outro

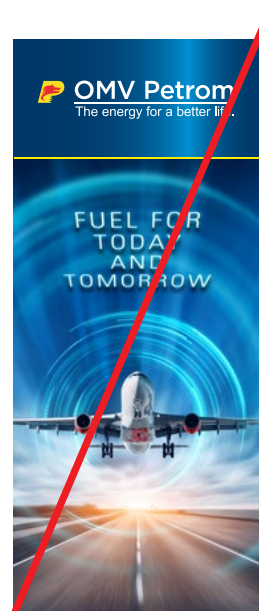
## External roll ups

For roll-ups without an image and for general use, the logo is set in 3 colours on a white background.

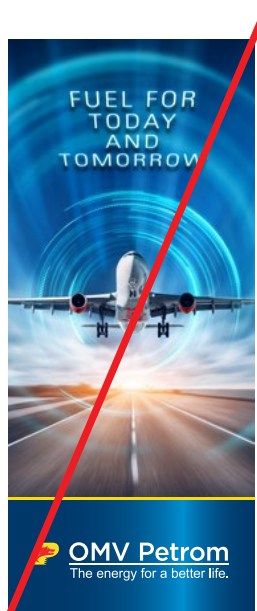
For roll ups with an image used for advertising purposes, the logo is placed on the blue colour gradient in 1 colour.

The headlines are placed above the subject to ensure good legibility.

## DON'Ts



When using perspective distortion, the text of the headline must become increasingly larger.



The energy flash is not used below for legibility.

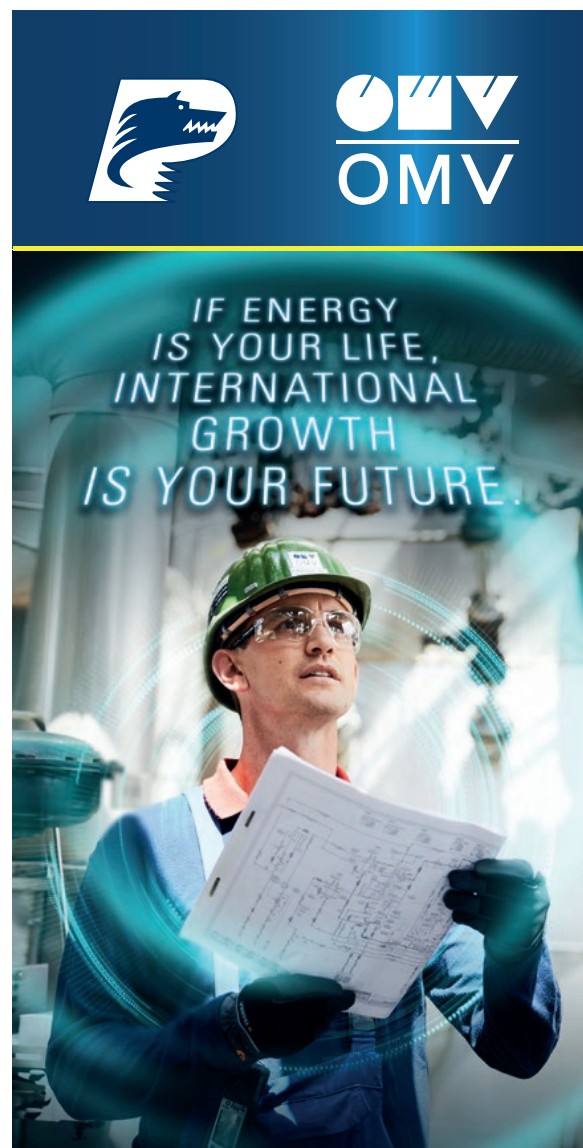
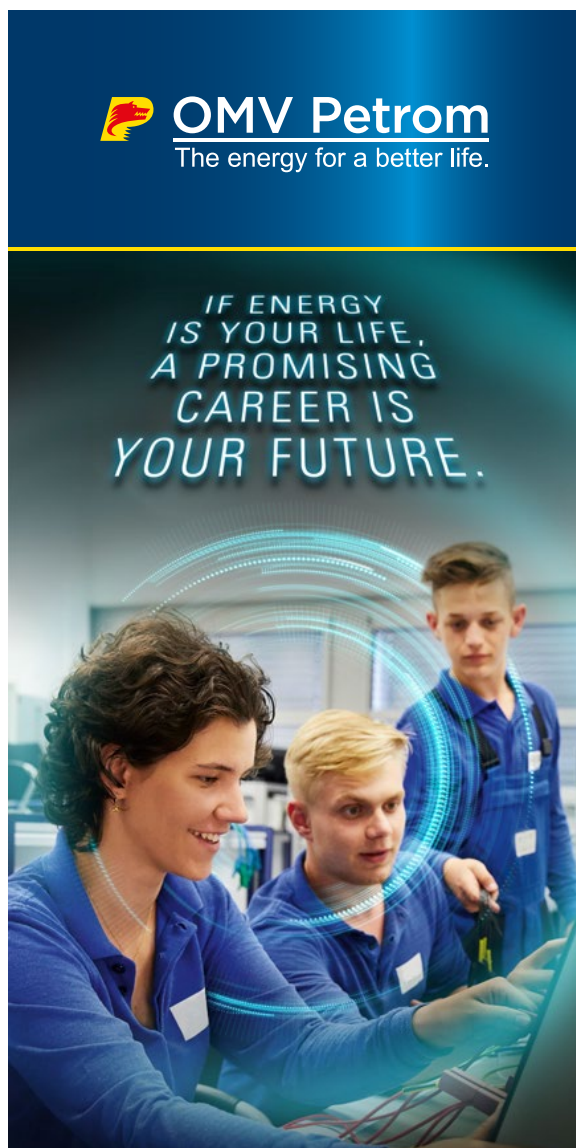




# Energy Flash

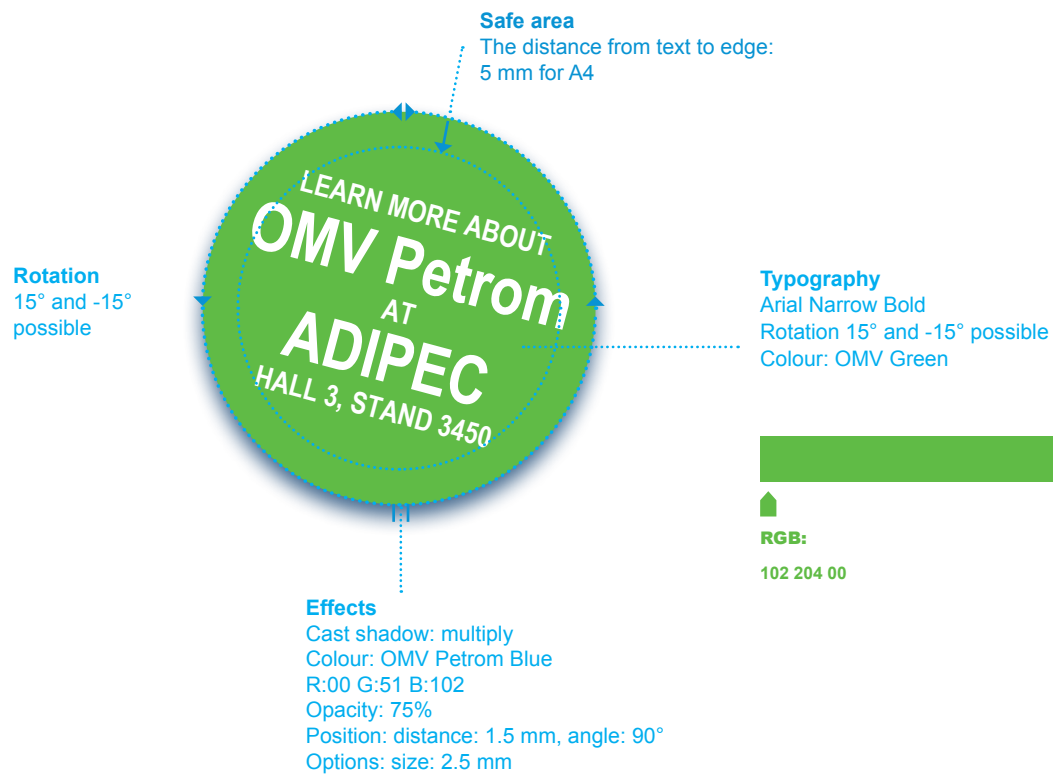
For formats and advertising materials that are particularly large and/or not immediately visible (roll ups, trade fair booth back wall, website), the energy flash can be positioned at the top. This moves the yellow line to the bottom of the gradient, making the separation of the image contents clearer. In such cases the logo will be placed at the top.

Energy flash  
(yellow line +  
blue colour gradient)  
(covers the entire  
branding area)



# Layout Eye Catcher

## Basic structure eye catcher videos / TV

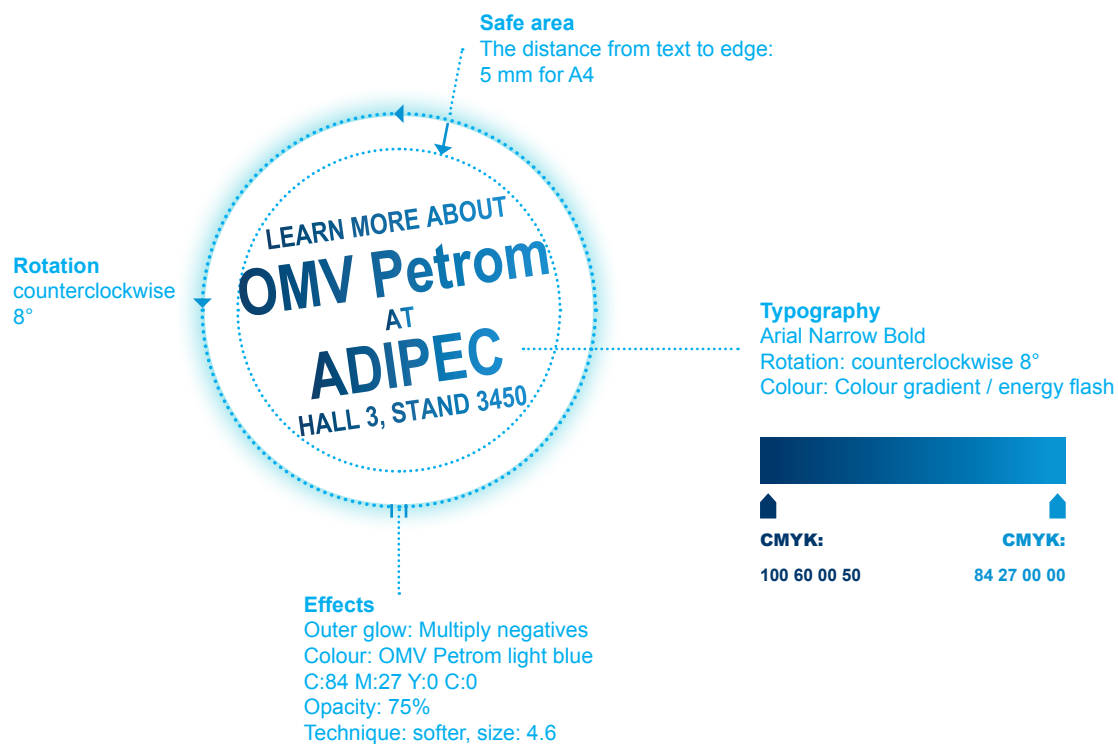


**Positioning:**  
on a quiet spot



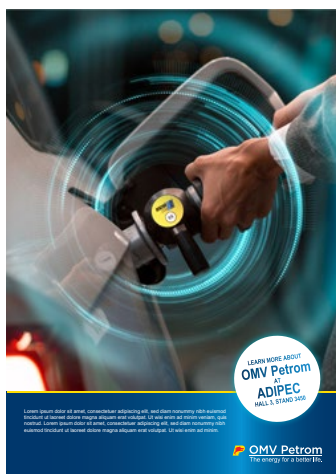
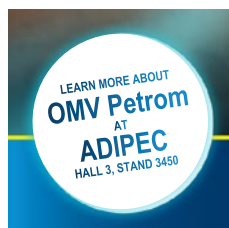


# Basic structure eye catcher print



## Positioning:

Either top right on a quiet place or bottom right directly above the yellow line.



# Chapter 6

Website, Online Banner & Newsletter

# Website

## Logo

External websites and email newsletters always use the 1-colour logo (in the widened energy flash) and the 3-colour logo in the footer. For internal websites and email newsletters, the 3-colour logo is used in both the header and footer areas. For online banners, generally only the 1-coloured logo is used in the widened energy flash. Online banners must always be coordinated with Digital Communications prior to use or placement.

## Energy Circle

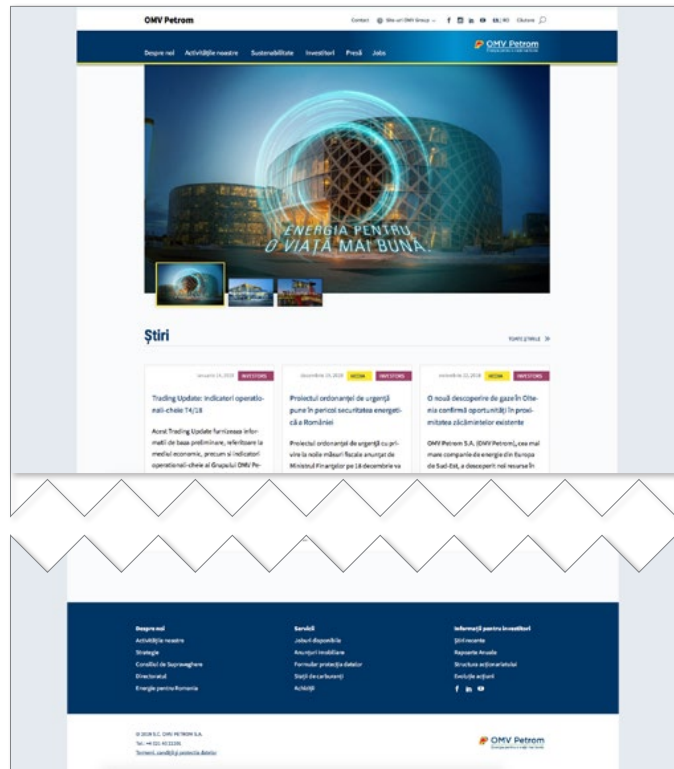
On the internal and external websites, the energy circle is only used on the homepage of the respective website or, in exceptional cases, also on defined division homepages (e.g. HR homepage). The image section is always selected so that the centre of the image is in the centre of the circle. For extreme portrait/landscape formats, the energy circle may be cropped. The energy circle is not used with any other images on the websites (e.g. in the content area or on teasers). For email newsletters, the energy circle may be used on the title or header image in exceptional cases. However, its use must be approved in advance by Digital Communications.

## Energy Flash

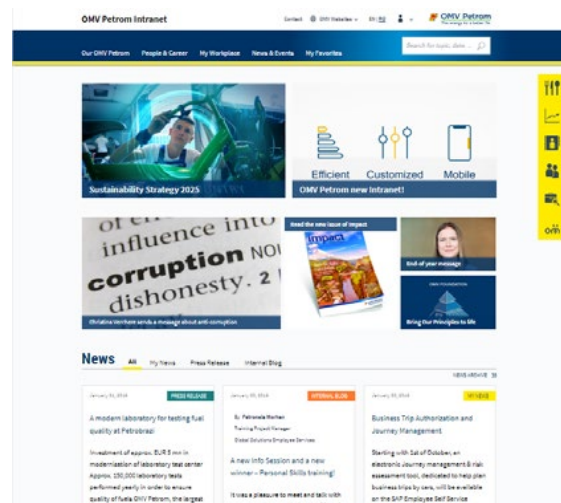
On external websites and email newsletters, the blue colour gradient is positioned over a wide area at the top and contains the corresponding 1-colour logo. Below it, the yellow line is displayed, which serves as a divider between the header and content area.

On internal websites and email newsletters, the energy flash is also positioned over a wide area at the top, but the 3-coloured logo is displayed above it.

On online banners, the wide blue colour gradient can also be placed at the bottom. In this case, the yellow line is displayed above the energy flash.



External website (www.omvpetrom.com)



Intranet

# Online banners

Image overlay  
Blue transparent area  
(RGB colour code 0/51/102, opacity: 80%)  
for better legibility.

The image section is selected so that the centre of the image is in the centre of the circle.  
For extreme portrait/landscape formats, the energy circle may be cropped and be off-centre.

Buttons  
Colour: OMV Petrom Yellow  
RGB: 102 204 0,  
Format: rounded edges  
(can deviate slightly depending on size).

Both logos (3-coloured and 1-coloured) are used on the website, blog, newsletter and intranet.  
In general, only the 1-coloured logo is used in the widened energy flash for online banners.

Skyscraper

## DON'Ts



In contrast to classical advertising, 3-D headlines may not be used online. The beam must be blue (with gradient).

Image overlay  
Blue transparent area  
(RGB colour code 0/51/102, opacity: 80%)  
for better legibility.

The image section is selected so that the centre of the image is in the centre of the circle.  
For extreme portrait/landscape formats, the energy circle may be cropped and be off-centre.

Buttons  
Colour: OMV Petrom Yellow  
RGB: 102 204 0,  
Format: rounded edges  
(can deviate slightly depending on size).

Both logos (3-coloured and 1-coloured) are used on the website, blog, newsletter and intranet.  
In general, only the 1-coloured logo is used in the widened energy flash for online banners.

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The image section is selected so that the centre of the image is in the centre of the circle.  
For extreme portrait/landscape formats, the energy circle may be cropped and be off-centre.

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Image overlay  
Blue transparent area  
(RGB colour code 0/51/102, opacity: 80%)  
for better legibility.

The image section is selected so that the centre of the image is in the centre of the circle.  
For extreme portrait/landscape formats, the energy circle may be cropped and be off-centre.

Buttons  
Colour: OMV Petrom Yellow  
RGB: 102 204 0,  
Format: rounded edges  
(can deviate slightly depending on size).

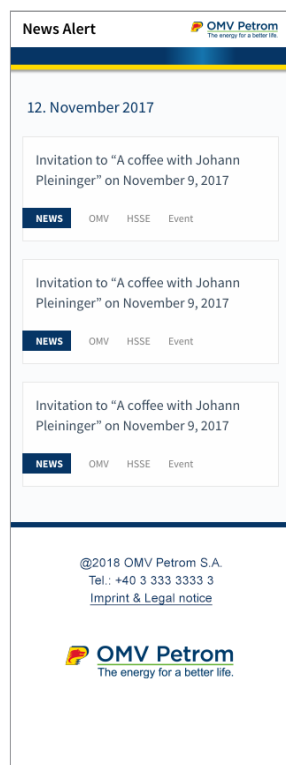
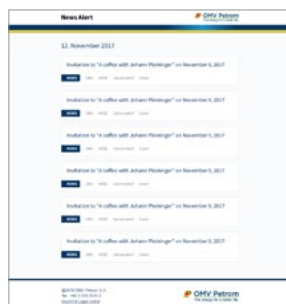
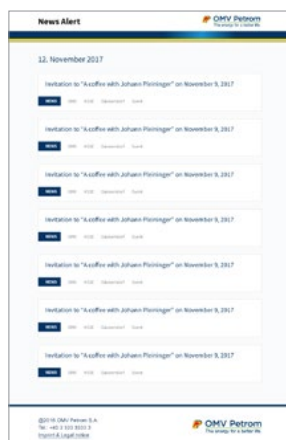
Both logos (3-coloured and 1-coloured) are used on the website, blog, newsletter and intranet.  
In general, only the 1-coloured logo is used in the widened energy flash for online banners.

Leaderboard

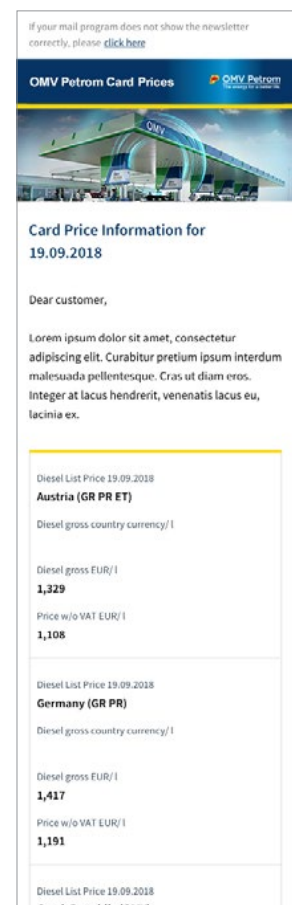
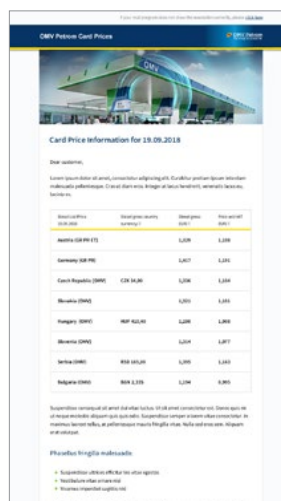
# Online banners & Newsletter



Medium rectangle banner



Internal newsletter desktop and mobile



External newsletter desktop and mobile

# Chapter 7

B2B Communication



# OMV Commercial - Close to You

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“Close to You” expresses what we stand for and how we differentiate from the competition

## **Being geographically close to our customers**

- ▶ We are the market leader in CEE
- ▶ We are long term committed to the region with continued local presence

## **Being close to our customer's business**

- ▶ We truly understand our customer's business and associated needs and
- ▶ Translate this understanding into relevant CVPs addressing these needs

## **Having a close cooperation & partnership with our customers**

- ▶ We believe in long term local partnerships on win-win basis
- ▶ Proactive and competent account management through our highly professional sales and customer service teams

# OMV Commercial - Close to You

## Customer Value Proposition



### Supply Security

- ▶ three refineries
- ▶ comprehensive terminal network
- ▶ reliable logistics
- ▶ highest health and safety standards



### Easy to do business with

- ▶ local customer service, speaking your language
- ▶ user-friendly online services
- ▶ reliable back-office processes
- ▶ swift and effective response



### Competitive Conditions

- ▶ fair and transparent conditions
- ▶ sustainable term contracts
- ▶ advanced pricing mechanisms
- ▶ multi-country pricing models



### Quality Products

- ▶ quality assurance across supply chain
- ▶ product portfolio addressing your needs
- ▶ sustainable bio -components
- ▶ leading research & development facilities



### Industry Professionals

- ▶ local account manager, understanding your market
- ▶ Industry experts, knowing your business
- ▶ hands on support by application specialists
- ▶ Committed to work with you long term

# Product, Supply & Sales (PSS)

## OMV Petrom's Product, Supply & Sales (PSS)

Departments are communicated under two different brands, as follows:

**The energy  
for a better life.**



- Fuel Cards
- Aviation
- Bittum

All communication materials are developed according to OMV brand guidelines.

Flyers and factsheets are differentiated by the green CLOSE TO YOU tag placed on the upper right corner.

OMV Commercial  
**CLOSE TO YOU**

CLOSE TO YOU tag OMV



**OMV Petrom**  
The energy for a better life.

- Commercial
- Marine

All communication materials are developed according to OMV Petrom brand guidelines.

Flyers and factsheets are differentiated by the blue CLOSE TO YOU tag placed on the upper right corner.

OMV Petrom  
**CLOSE TO YOU**

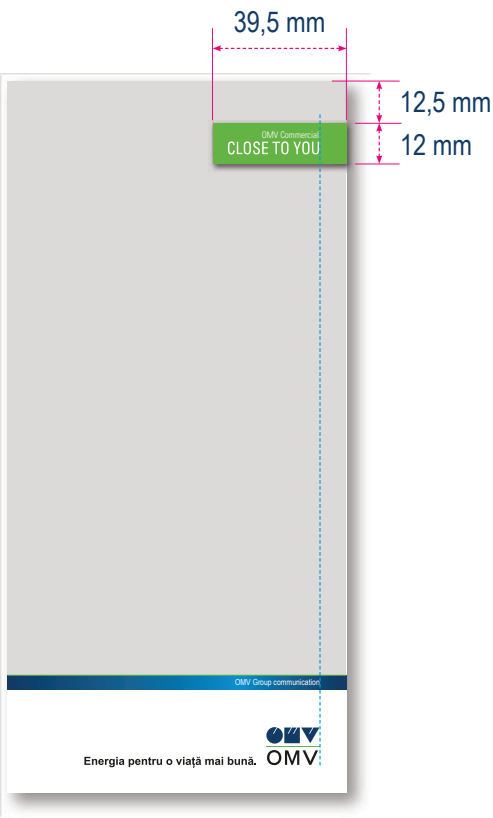
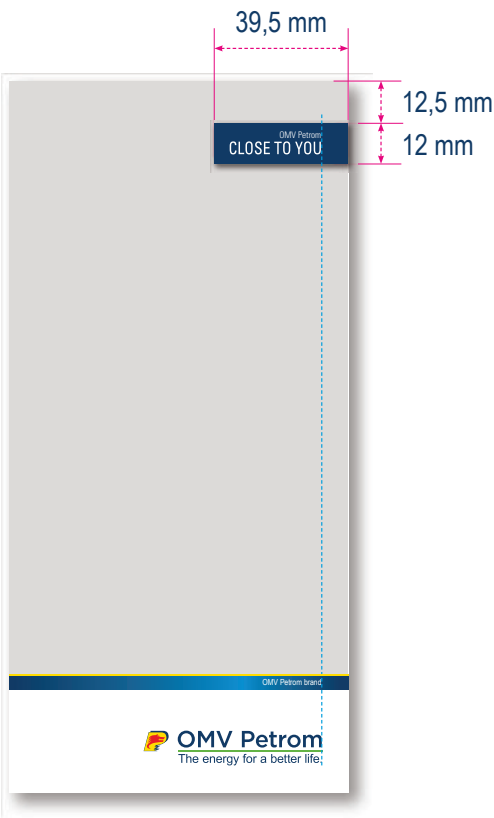
CLOSE TO YOU tag OMV PETROM

# Factsheet formats – A4



# Flyer formats – DL

## Flyer formats – DL



# Examples OMV Card



Print



Brochure



Poster



Roll-up banner



Flyer



Factsheet



# Examples OMV Card



Skyscraper



Leaderboard



Standard Banner



Facebook

# Examples OMV Aviation



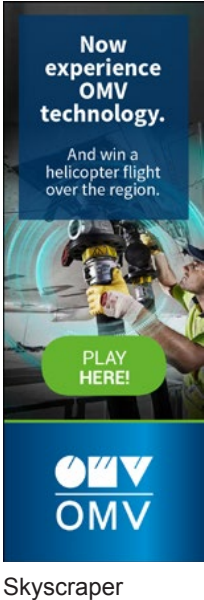
Print



Poster



Flyer



Skyscraper



Leaderboard



Standard Banner



# Examples OMV Bitumen



Print



Brochure



Roll-up banner



Symposium invitation

# Examples OMV Petrom Commercial



Print



Brochure



Poster



Roll-up banner



Flyer



Factsheet

# Examples OMV Petrom Commercial

Now experience OMV technology.

And win a helicopter flight over the region.


LOREM IPSUM



The energy for a better life.

Skyscraper


THE FUTURE OF MOBILITY?



The energy for a better life.

Now experience OMV technology.


And win a helicopter flight over the region.



The energy for a better life.

Now experience OMV technology.

And win a helicopter flight over the region.



The energy for a better life.

Leaderboard

HOW DO WE EXPERIENCE TECHNOLOGY TODAY?



The energy for a better life.

Now experience OMV technology.

And win a helicopter flight over the region.

LOREM IPSUM



The energy for a better life.

Standard Banner



# Examples OMV Petrom Marine



Print



Brochure



Poster



Roll-up banner



Flyer



# Chapter 8

Resourcefulness

# Basic Principles

As a rule, all designs must adhere to the principles outlined in the OMV Petrom Corporate Design Guide.

However, designs related to OMV Petrom RFN differ in the following 2 basic areas:

## 1. Green Energy Flash

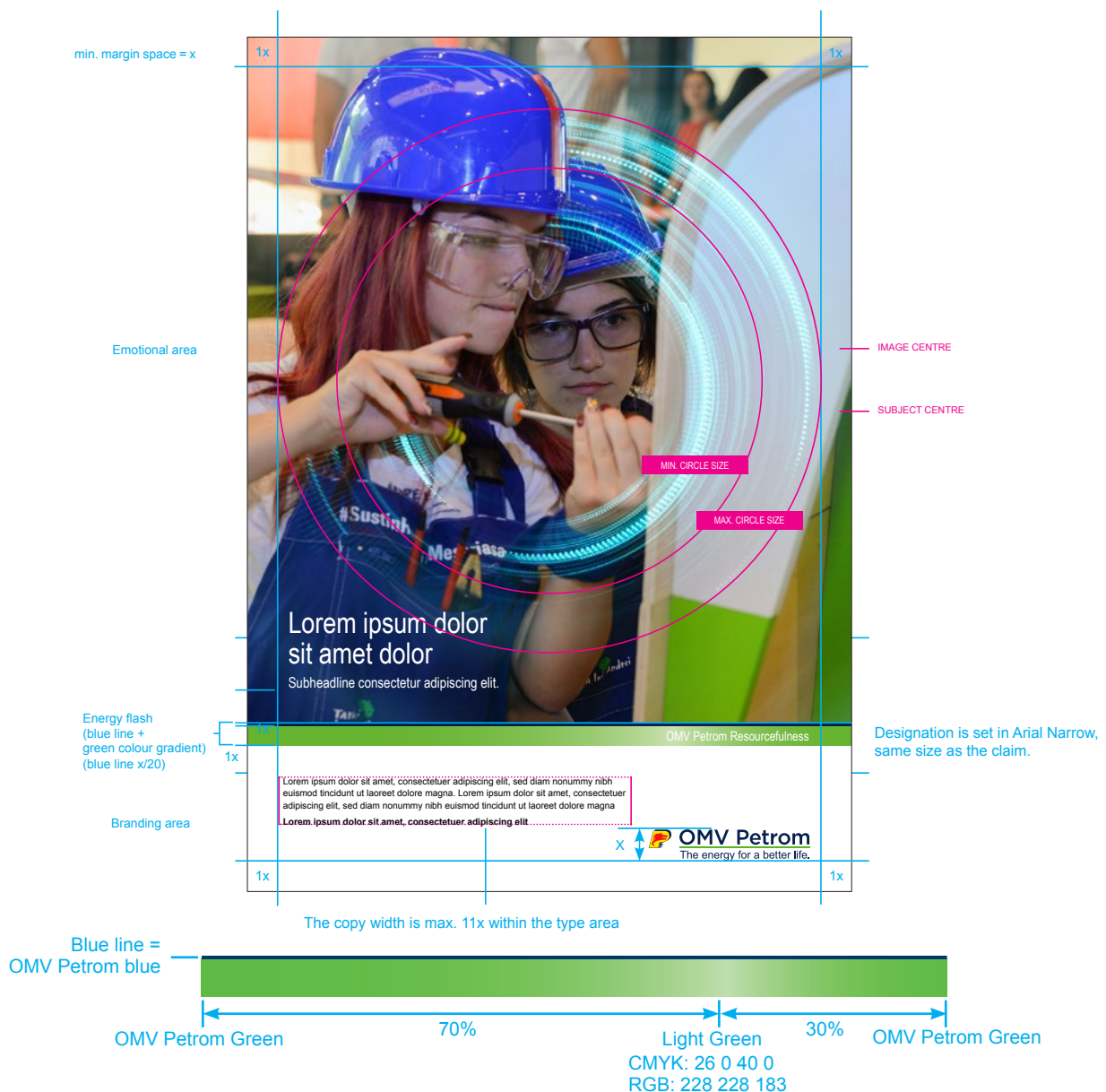
For OMV Petrom RFN the green

Energy Flash is always used (for all other corporate segments a blue Energy Flash is used).

The energy flash is composed from the green gradient and the blue line. The blue line separates the emotional area from the green gradient of the energy flash.

## 2. Designation of OMV Petrom RFN

The OMV Petrom RFN designation always appears on the green Energy Flash. The green Energy Flash as well as the OMV Petrom RFN designation are to appear on all communication materials used for RFN-related topics.



# Brochures

For the design of brochures, the basic principles outlined in the OMV Petrom Corporate Design Guide apply.

In addition, brochures designed for OMV Petrom RFN also include the defined use of the green Energy Flash, the designation “OMV Petrom RFN” as well as the double image concept.

## Brochure covers

As described in the OMV Petrom Corporate Design Guide, the following applies for brochure covers:

- ▶ The cover picture should ideally fill the whole format from cover 1 to cover 4.
- ▶ Otherwise, the back cover is to be white with the energy flash.
- ▶ The masthead is positioned at the bottom left in the Emotional Area.
- ▶ The cover 4 may not contain a logo.

## Spine

If the brochure spine is wider than 2.5 mm, the title must be positioned on it extending from bottom to top.

## Format

In Europe, brochures must be in the A4 format.



Brochure cover



Brochure interior

OMV Petrom S.A.  
Petrom City  
22, Coralilor  
1st District, P.C. 013329  
Bucharest, Romania  
[www.omvpetrom.com](http://www.omvpetrom.com)

