

# Brand Standards



# Introduction



## ***Energy Forward.***

At Downing, we ARE energy. Together, we are moving our industry forward – creating, innovating, engineering and solving.

The brand we're building is designed to stand the test of time. To accomplish this, we *all* have a shared responsibility to maintain our brand with the greatest attention to detail.

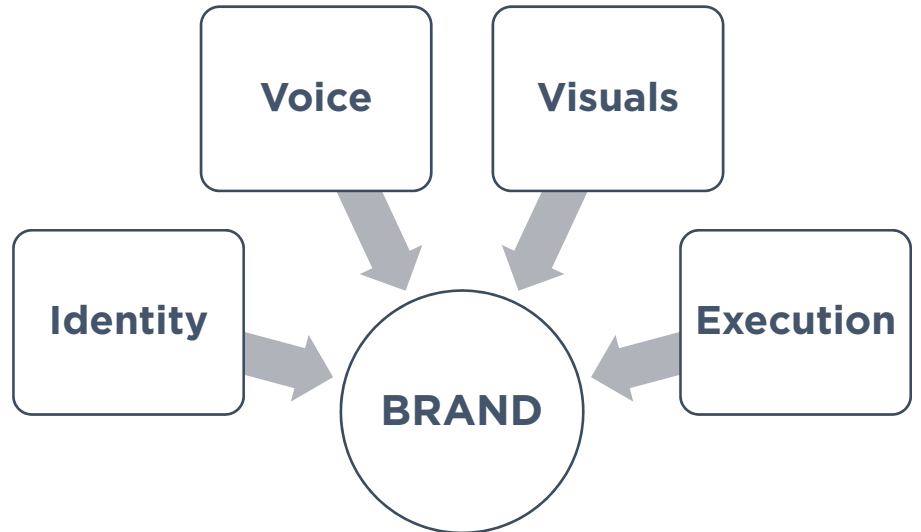
These brand standards have been developed to hold each of us accountable to the integrity of the Downing brand. Please use this as a guide as we work together to move Downing in one direction: ***forward.***

# Brand Standards

## Our Brand Standards

The Downing brand should convey our personality. Our brand is more than just our logo and name. It is what we do, what we say, how we look and how we behave. It is our shared identity. And ultimately, It's how we make our stakeholders feel.

Our brand is one of our biggest assets. It is complex, and in order to maintain a strong brand identity, we must protect it by being clear and consistent. We all play a critical role in creating a comprehensive understanding of the Downing brand.



# Brand Standards

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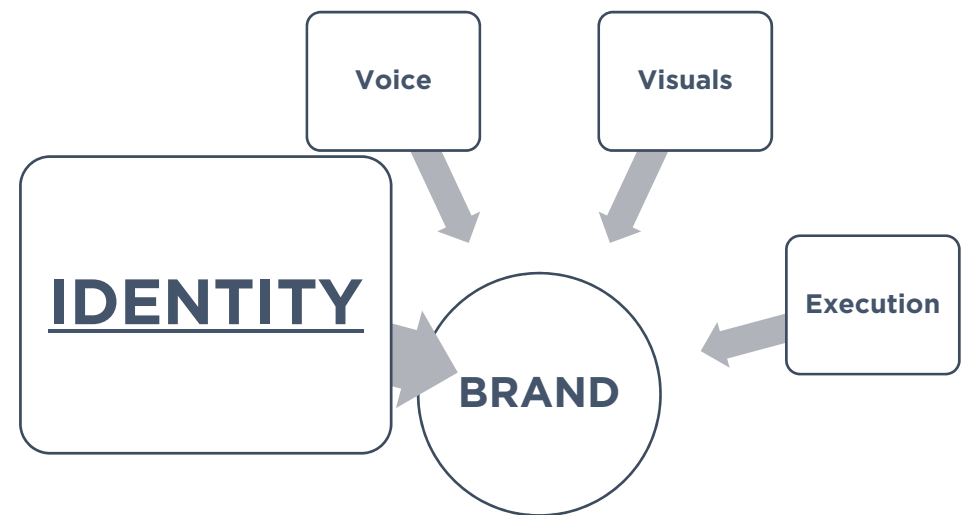
# Brand Identity

# Brand Identity

## Our Identity

At Downing, we share the same mission and a strong set of core values. Our brand unites us. Our brand stands for servant-leadership. And our identity means we are merging our strong legacy with the only direction we've ever moved: *forward.*

- History
- Brand Architecture
- Who We Are
- What We Do
- Our Mission
- Our Core Values
- How We Succeed



## Our History

1980

Founded by Mr. Gene Downing as a wellhead repair business in Oklahoma City

2015

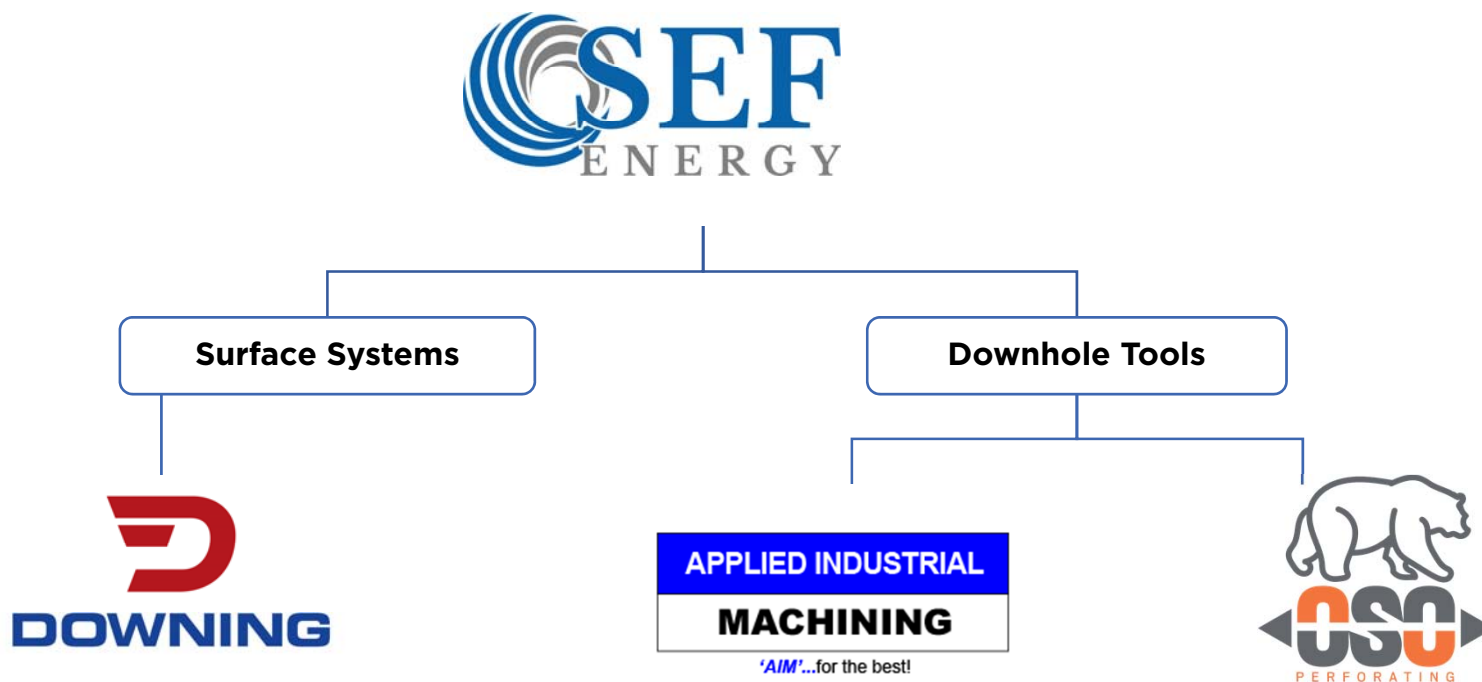
Downing became a wholly-owned subsidiary of SEF Energy holding company.

2016

Downing acquired Premium Energy Group (PEG), expanding operations nationwide and now offering one of the largest, standardized frac fleets in the United States.

## Brand Architecture

Downing is a subsidiary of SEF Energy, a holding company comprised of manufacturing-oriented and technology-driven oilfield service companies. As a subsidiary, we must also understand our family of complimentary service companies.





## Who We Are

### **WE ARE ENERGY**

At Downing, we **ARE** energy. We bring focus and energy to work with us each and every day. We transfer this energy into everything we do. Our environment is underpinned by trust and positive energy, creating a dynamic culture characterized by collaboration and innovation. We view our culture as a competitive advantage and maintain it by hiring the right people to carry out our mission. Our customers choose to partner with us because of our people and our dedication to their success, and our people choose to work for us for the same reasons.

## What We Do

Downing is a domestic oilfield solution provider specializing in pressure control technologies. We manufacture wellhead systems and advanced frac equipment at our Oklahoma City-based manufacturing facility. We deliver application-specific solutions that enhance safety, drive efficiencies, and lower costs. We are a wholly-owned subsidiary of SEF Energy and have operated for almost 40 years.

**Engineered Solutions | Wellhead Systems | Frac Equipment | Manufacturing**

## **Our Mission**

To be the best oilfield equipment provider in the segments and geographies in which we choose to compete.

## Our Core Values

Our value system sets the conduct of our organization and is the foundation of our culture

**R**

**Returns-Driven** We will ensure that capital is deployed toward the highest return projects and exceeds our cost of capital

**A**

**Accountable** We will collectively and individually hold ourselves accountable for our performance

**D**

**Dynamic** We will be nimble in our processes and adjust rapidly but prudently to the changes in our industry

**I**

**Integrity** We will be honest and forthright in our dealings with all stakeholders of the company

**C**

**Commercial** We will have a commercial focus that permeates every decision and every aspect of our business

**A**

**Austere** We will be rigorous and disciplined in our cost management

**L**

**Leadership** We will all view ourselves as servant-leaders who place greater emphasis on the success of the company than individual recognition

## How We Succeed

### **Our People**

We care about the success and well-being of our employees. We cultivate an exceptional and safe workplace by providing them with a solid foundation and tools for success.

### **Our Customers**

We build lasting partnerships that result in superior outcomes for our customers by combining quality solutions with operational excellence.

### **Servant-Leadership**

Leadership is a shared responsibility throughout all levels of our organization. We serve one another first to advance the goals of the organization and the people around us.

### **Technology & Innovation**

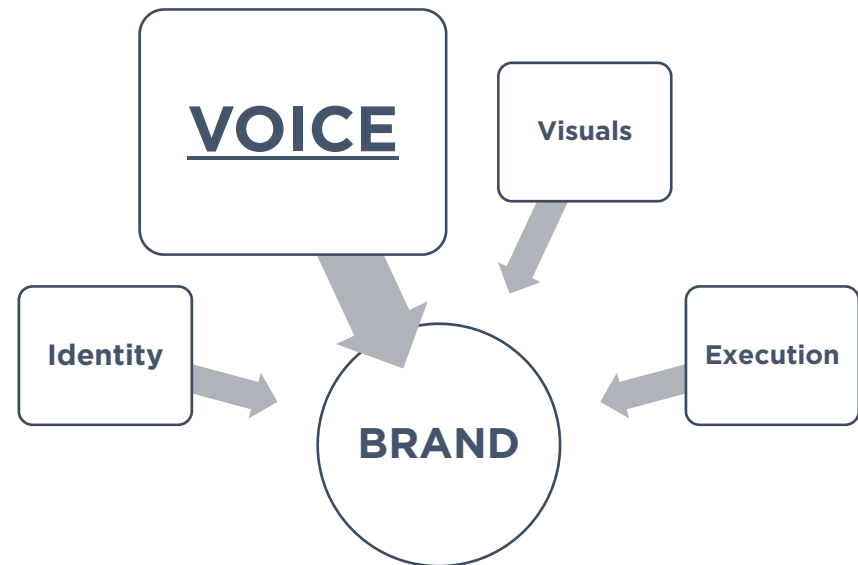
We anticipate and solve industry challenges by developing innovative solutions that reduce costs, improve safety, and increase productivity.

# Brand Voice

## Brand Voice

Communication is key for any brand. How we communicate sets the tone for how our stakeholders feel about Downing. Clear communication makes it easy for all stakeholders to connect to our brand.

- Brand Personality
- Brand Touchpoints
- Our Voice
- Our Value Benefits
- Our Tagline



## Brand Personality

Our brand personality defines our voice and image. The brand is described in human terms because a brand personality needs to connect with all stakeholders who deliver and experience the brand.

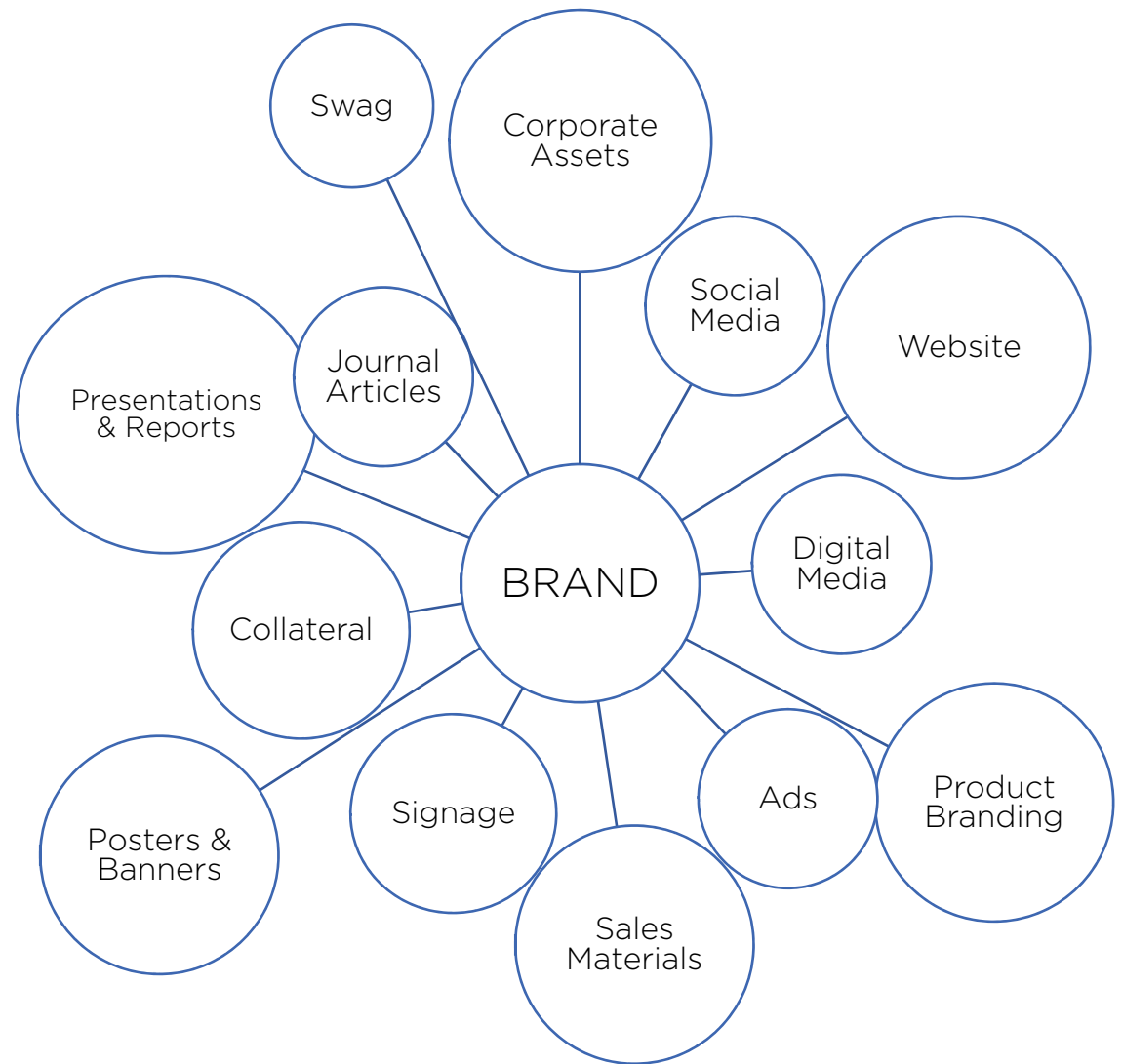


A word cloud of brand personality traits arranged in a roughly triangular shape. The words are: Growing, Team, Forward, Quality, Responsive, Made-in-USA, Knowledgeable, Servant-leaders, Dedicated, Service, Solid, Customer-focused, Supportive, Innovative, Unrivaled, Energetic, Friendly, Engineering, Solutions, Partners, Dynamic, Focused, and Trustworthy.



## Brand Touchpoints

To be a powerful brand, we must be clear and consistent through all of our touchpoints with our stakeholders.



## Our Voice

Our voice is what makes our personality stand out. The tone throughout our messaging should be:



## Why Choose Downing?

Our value benefits describe who we are, how we operate and how we create value for all of our stakeholders.

Future Forward	Focused Energy	Experienced & Professional	Solid & Reputable	Consistently Responsive
✓We are forward-thinking, proactively developing innovative solutions that solve industry challenges. We invest in the future by manufacturing and engineering dynamic technologies that help reduce costs, improve safety and increase productivity.	✓We intentionally focus our energy on being the best. From the equipment we manufacture to our customer service, we work hard to exceed expectations. This relentless pursuit of excellence and a total commitment to success is what sets us apart.	✓Our team is comprised of talented, experienced professionals. We work with our customers, side-by-side, to definitively understand and address their unique needs. Our collaborative approach yields strong, enduring partnerships and superior results.	✓We've been in business for almost 40 years and continue to grow. We build trust by being transparent and forthright at every encounter. Our stakeholders can rely on us to be there when you need us - today, tomorrow and years from now.	✓We have a strong reputation of being consistent and responsive. Our job is to make our customers' job easier, from design modifications to manufacturing to service and support. Our structure enables us to be flexible and agile, so we can address the ever-evolving needs of our customers.

## Our Tagline

A clear tagline is key when building a brand that is easily recognized. Our stakeholders have no doubt about the industry we are in and what we stand for. It is easy to connect to.

*Energy Forward*

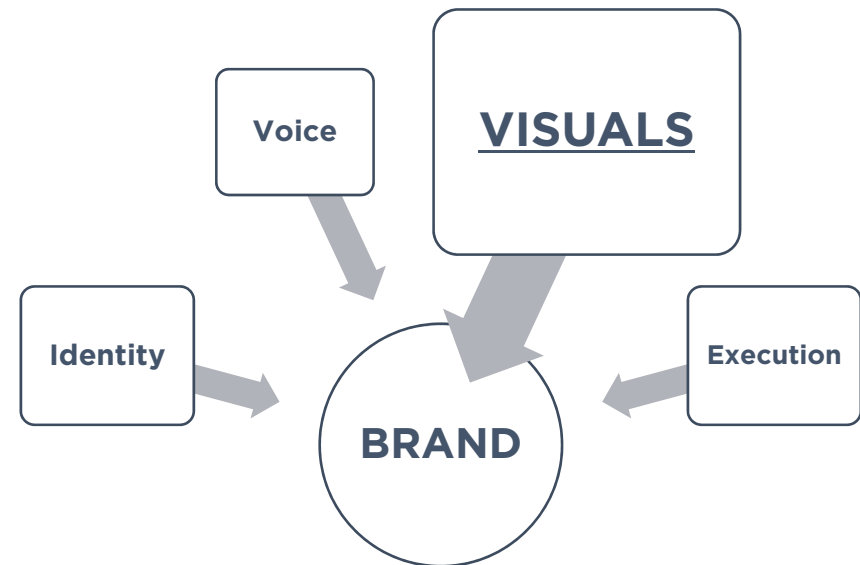
The word “energy” is a key designator, placing Downing squarely in the Energy industry. The forward movement of the tagline combined with the word “forward” interacts and supports the new Downing logo. Together, “Energy Forward” positions Downing as cutting edge, technology and solutions. It’s about moving ahead, leading and innovating.

# Brand Visuals

## Brand Visuals

The following serves as a guide for a clear, cohesive and powerful brand. These specifications are a clear set of instructions on how to use our branded assets.

- Logo Meaning
- Logos
- Logo Variations
- Logo Placement
- Logo Do's and Don'ts
- Fonts
- Colors



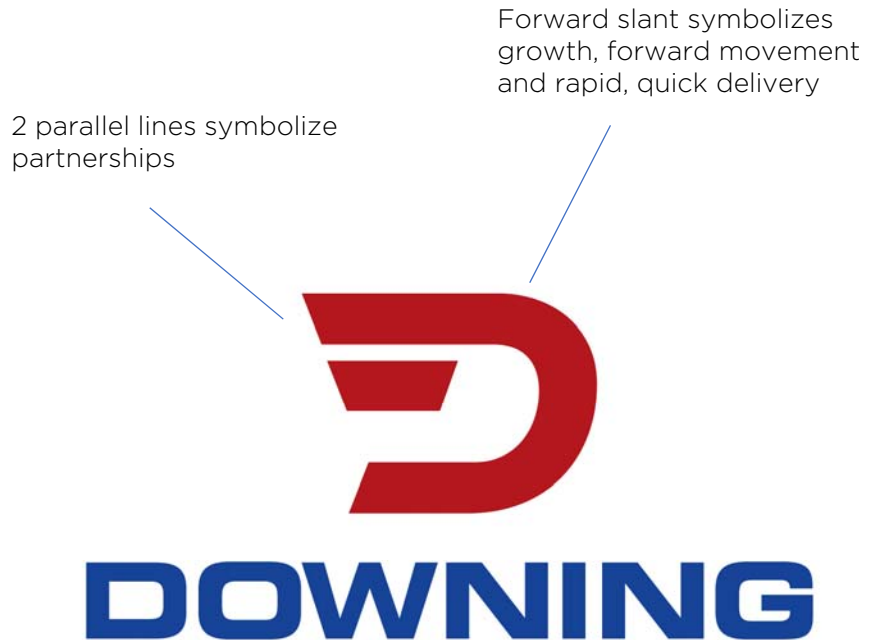
## Our Logo Meaning

A good logo tells a story.

In the new Downing logo, the 2 parallel lines at the top of the “D” mark symbolizes partnerships.

The forward slant of the “D” symbolizes growth, forward movement and rapid, quick delivery.

**Combined, the logo symbolizes moving forward together.**



# Brand Visuals

## Our Logo

Our logo is the embodiment of our brand - it is what everyone sees and relates to. It should be used consistently to develop brand awareness and equity.

Our logo comes in 2 primary versions: **Tall** and **Wide**. Each version has multiple variations, including:

- No Tagline (Primary logo)
- Energy Forward Tagline
- By Region
- An SEF Energy Company



### Tall Orientation

Tall-oriented logos are the default logo of choice.



### Wide Orientation

Wide-oriented logos should be used when vertical space is constrained.



## Logo Variations

From signage to collateral to promotional materials, the Downing logo is adaptable. Approved logo variations are below.

### **SUGGESTED LOGO USES:**

<b>PRIMARY LOGO</b>		<ul style="list-style-type: none"><li>• Corporate Assets (<i>signage, contracts, invoices, software applications, documents, internal policies, etc</i>)</li><li>• Corporate Sponsorships</li><li>• Corporate Apparel</li></ul>
<b>ENERGY FORWARD LOGO</b>		<ul style="list-style-type: none"><li>• Marketing Materials</li><li>• Presentations</li><li>• Recruitment Materials</li><li>• Promotional Items</li></ul>
<b>REGIONAL LOGOS</b>		<ul style="list-style-type: none"><li>• Regional Promotional Items</li><li>• Regional Sponsorships</li><li>• Regional Apparel</li></ul>
<b>SEF ENERGY COMPANY LOGO</b>		<ul style="list-style-type: none"><li>• Corporate presentations</li><li>• Corporate sponsorships</li><li>• Product materials</li><li>• Recruitment materials</li><li>• Email Signatures</li></ul>

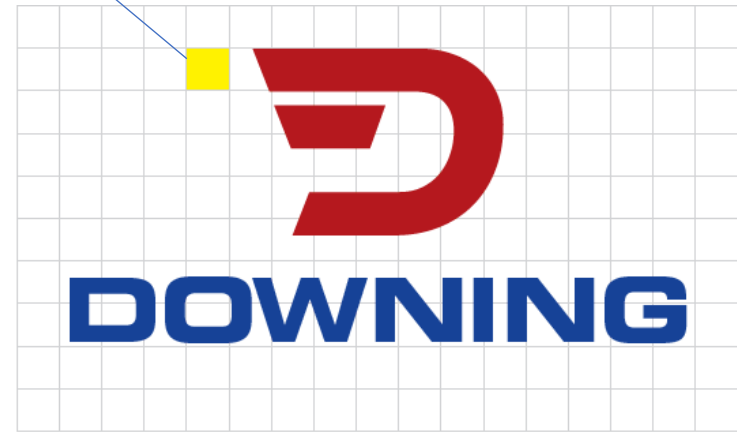
## Logo Variations: Regions

MIDCON	 	Oklahoma City, OK
PERMIAN	 	Midland, TX
SOUTH	 	Kilgore, TX San Antonio, TX Corpus Christi, TX
NORTHEAST	 	Morgantown, WV
ROCKIES	 	Casper, WY Williston, ND

## Logo Positioning

It is important to not infringe upon the space around the logo. This allows the logo to stand on its own and makes the Downing brand easy to identify. Since the logo is used in variable sizes, it is important to ensure a **safe minimum margin** around the logo and any taglines as a spacing reference.

Safe Minimum Margin



Safe Minimum Margin



## Logo Usage: Do's

- Do follow all guidelines and utilize all resources and approved assets.
- Do keep the original proportions.
- Do maintain the shape, structure, and integrity of each brand asset.
- Do use the original logo files.
- Do use assets at recommended sizes and ensure when used small they are clear and legible.
- Do reach out to the marketing team if you have any questions or uncertainty.
- **Only use the full color logo on white backgrounds only.**
- **Use only the white color logo on dark backgrounds.**
- **Use only the black color logo on light backgrounds.**

## Logo Usage: Don'ts

- Don't use the old Downing logo.
- Don't stretch, squish or condense the logo.
- Don't modify or create your own logo variation.
- Don't change the color of the logo.
- Don't separate the "D" from the logo unless approved by marketing.
- Don't alter the thickness or size of the "D" or any other part of the logo.
- Don't overlap anything over the logo.
- Don't crop the logo.
- Don't angle the logo.
- Don't use the logo in a sentence.
- Don't change the color of the "D."
- Don't use the full color logo on any other background besides white.
- Don't place the logo on textured backgrounds.
- Don't alter the spacing of the logo in any way.
- Don't mix the colors of the logo in any way.
- Don't use the Downing logo in conjunction with any other logomark or image unless approved by the marketing department.
- Don't use the Downing logo in place of the word Downing in a sentence.

## Font Selection

Downing uses **GOTHAM** as its primary font family. The **GOTHAM** family should be used to ensure consistency in our messaging and branding.

EUROSTYLE is the font family in our main logo.

**Gotham**

**Gotham Black**

**Gotham Bold**

***Gotham Bold Italic***

*Gotham Book Italic*

Gotham Light

*Gotham Light Italic*

***Gotham Medium Italic***

Gotham Thin

*Gotham Thin Italic*

***Gotham Ultraltalic***

Gotham Xlight

*Gotham XLItalic*



# Brand Visuals

## Colors

The Downing brand colors should be used across all touchpoints. It is critical to use the established color system to ensure consistency and brand recognition.



Pantone+ 7621c  
10c + 100m + 100y + 10k



Pantone+ 7687c  
100c + 85m + 0y + 5k




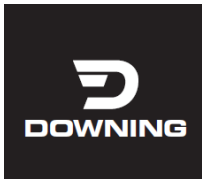





Pantone+ 430c  
60% Black



White  
Important to separate  
Red and Blue

## Correct Color Usage

It is important to note and abide by correct color usage in regards to our logo. This is to ensure proper contrast so that our logo stands out in the manner that it is supposed to. The following dictates what color logo to use when dealing with certain background types:

If Background Colors is:	Use logo format:	Example:
White	Full Color or Solid Black	
Red, Blue or other Dark Backgrounds	SOLID WHITE	   
Light Backgrounds	SOLID BLACK	 

**Note:** ONLY use full-color logo on white backgrounds unless approved by [marketing](#)

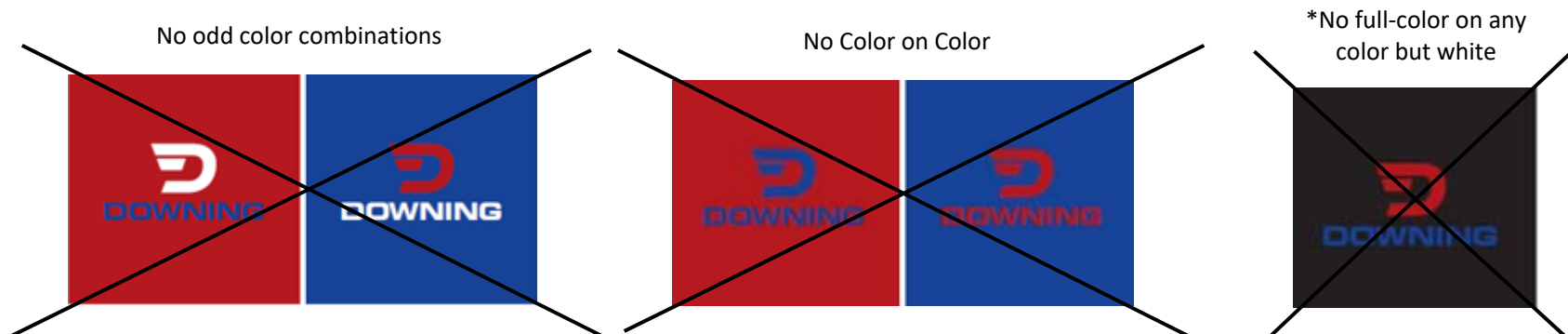


## Wrong Color Usage

Incorrect color usage can damage the integrity of the logo. To keep our logo intact, do not modify the logo in any way, including the following:

### Do **NOT**:

- Use red on blue combinations outside of approved full-color, all-white, or all-black combinations
- Use Color on color combinations
- \*Place full-color logo on any background other than white, unless approved by [marketing](#)

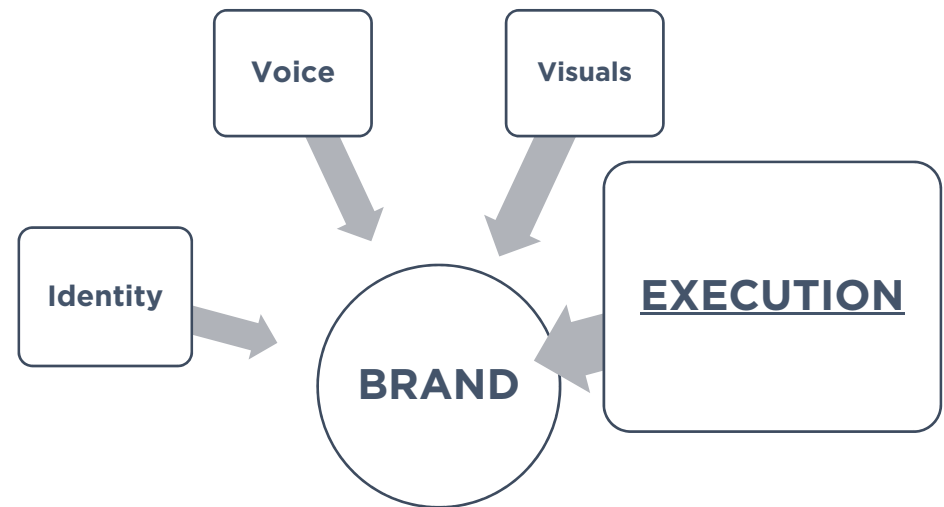


# Brand Execution

## Brand Execution

Establishing a strong and consistent first impression is critical. To reflect a cohesive brand, the following are guidelines and templates for everyone to follow.

- Email Signatures
- Templates



# Brand Visuals

## Email Signatures

- Font Style:
  - Use HTML text such as Arial, Helvetica or Calibri
- Font Size:
  - Name and title, do not exceed 14pt
  - Contact info, use 10-12pt size
- Logo:
  - Use SEF Energy Company logo
  - Logo size should not exceed 2" in width
  - Logo size should not exceed the total length of your signature
- Options:
  - Full contact information with logo
  - Phone contact only with logo
  - Full contact information without logo
  - Phone contact only without logo

**John Doe | Title**

O: 555.555.5555 | C: 555.555.5555  
5555 Street Address | City, State, Zip  
[DowningUSA.com](http://DowningUSA.com)



**John Doe | Title**

O: 555.555.5555 | C: 555.555.5555  
[DowningUSA.com](http://DowningUSA.com)



**John Doe | Title**

O: 555.555.5555 | C: 555.555.5555  
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## **Templates & Business Cards**

### **Templates are available for:**

- PowerPoint presentations
- Corporate Letterhead
  - Digital & Print-Ready
- Business Cards
  - Please contact the Marketing Department to order business cards

\*\*These can be found on the marketing SharePoint page

**Questions?**

## Questions? We're here to help.

From logo questions to presentations to promotional items, the marketing team is here to help. Please contact us with any of your brand needs. We hope you enjoy and are proud of the new Downing brand!

**Mandy Taylor**

Marketing Manager

(405) 847 - 6068

[Marketing@DowningUSA.com](mailto:Marketing@DowningUSA.com)

**Brand Standards and downloadable logos can be found online at  
[DowningUSA.com/Brand](http://DowningUSA.com/Brand)**