

# Baker Hughes Visual Identity Quick Reference Guide

August 2019

Elements

Our logo symbolizes the spirit and purpose of the new Baker Hughes — to take energy forward, making it safer, cleaner, and more efficient for people and the planet.

Logo configurations

The horizontal logo is the preferred version that emphasizes the legibility of our wordmark and should be used in most cases.

The stacked logo is used when space hinders the use of the horizontal configuration. The rectangular footprint will also work well in signage.

The vertical logo is used in special cases where the Mobius Arrow may have more impact, such as workwear, sponsorship scenarios, and social media avatars.

The trademarked (TM) versions of the logo should be used across marketing communications, except on internal-facing materials; in small applications, such as mobile icons, where visibility is compromised; and large applications, such as signage, where implementation is impractical.

Logo components

Wordmark



Mobius Arrow



Optional TM

Logo configurations

Horizontal (Preferred use)



Stacked



Vertical



Elements

Clear space

Clear space is the area surrounding a logo that is kept free of other graphics and typography. It plays an essential role in ensuring our logo is easy to recognize across all of our communications.

As illustrated to the right, the minimum clear space surrounding the logo is measured by the height of the “H” in the wordmark.

Minimum size

The Baker Hughes logo must be sized large enough to be easily read in every application. While minimum sizes are specified, the logo should generally appear larger than the minimum size.

Color variations

Our logo is available in multiple color formats for each configuration to ensure its integrity across a variety of reproduction methods.

Horizontal logo (Preferred)

Clear space



Minimum size



Print  
X = 1.0 in  
Digital  
X = 72 px

Color variations

Full-color positive



Full-color reverse



One-color BH Dark Green

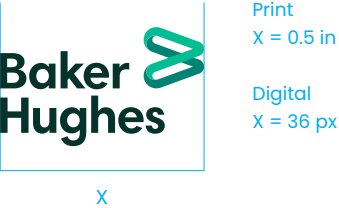


Black asset available for practical use

One-color white



Stacked logo



Print  
X = 0.5 in  
Digital  
X = 36 px

Color variations

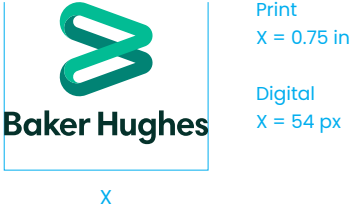
Full-color positive



Full-color reverse



Vertical logo



Print  
X = 0.75 in  
Digital  
X = 54 px

Color variations

Full-color positive



Full-color reverse



Elements

Color palette

The color specifications shown here must be consistently followed in order to maintain the integrity of our visual brand identity. Do not introduce additional colors to the color formations below.

For designers, our color palette is available in PMS, CMYK, and RGB as an Adobe Swatch Exchange (ASE).

Typography

Poppins is a free open source font that will be used in all print and digital applications. Until the latest version of Poppins is available from Google, only download Poppins v4.003 from: [www.indiantypefoundry.com/fonts/poppins](http://www.indiantypefoundry.com/fonts/poppins)

Photography

Our images:

- Have a clear focal point
- Use natural lighting
- Showcase diversity, including age, gender, race, role, and geography
- Avoid clichés and metaphors to show our world as it is
- Avoid color washes and gradients

Color palette

Primary

BH Dark Green

PANTONE® 5535 C  
CMYK 91, 34, 74, 72  
RGB 5, 50, 43  
HEX 05322B

ADA compliant

White

CMYK 0, 0, 0, 0  
RGB 255, 255, 255  
HEX FFFFFFFF

Secondary

BH Green

PANTONE® 7716 C  
CMYK 87, 0, 50, 11  
RGB 1, 131, 116  
HEX 018374

ADA compliant

BH Light Green

PANTONE® 7465 C  
CMYK 62, 0, 46, 0  
RGB 2, 188, 148  
HEX 02BC94

BH Gray

PANTONE® Cool Gray 7 C  
CMYK 0, 0, 0, 40  
RGB 148, 148, 148  
HEX 949494

ADA compliant

BH Light Gray

PANTONE® Cool Gray 2 C  
CMYK 0, 0, 0, 16  
RGB 208, 208, 208  
HEX D0D0D0

Typography

Poppins typeface font weights

Poppins Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Poppins Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Poppins SemiBold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Style hierarchy

Headline Poppins  
SemiBold lorem ipsum

Subhead Poppins SemiBold  
Body copy Poppins Regular lorem ipsum dolor sit amet, iusto consectetur elit, sed diam nonummy erat nibh euismod tincidunt ut laoreet dolore.

Display copy Poppins Light  
autem vel eum iriure hendrerit in vulputate velit esse

Flush left

Photography

Documentary: Our Industry, Our people, Where we operate



Portraiture



Product: Hero still life



Elements

Three graphic elements have been created to add system flexibility and distinction.

**Core Shape**  
The Core Shape always encapsulates content ex. imagery, logo, or copy.

**Graphic Device**  
There are two Graphic Device executions.

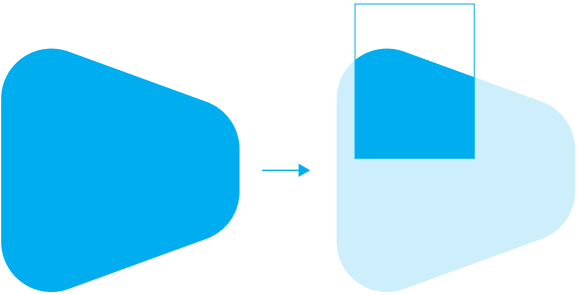
- With imagery
- Position is always centered in a format
  - Must always integrate middle stroke into the image

- As a watermark
- Always crop right side and top or bottom

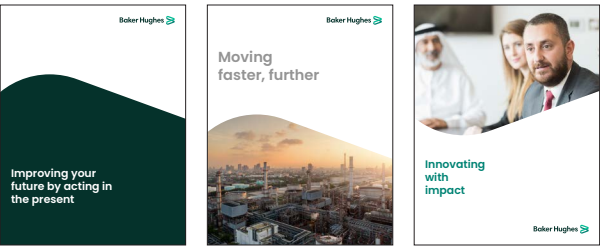
**Pattern**  
The Pattern supports and extends the visual identity.

- It may be used:
- In environments as graphics or physical materials
  - On the inside of covers, folders, boxes, and merchandise

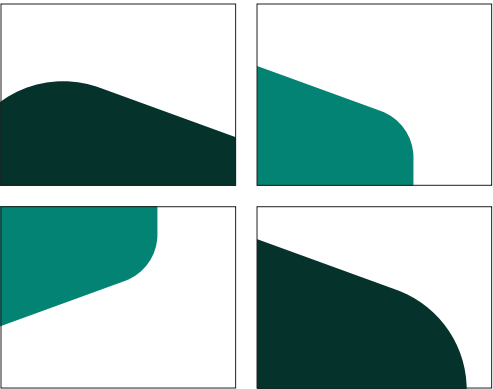
Core Shape



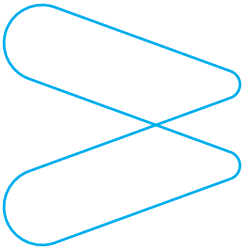
Vertical format crops



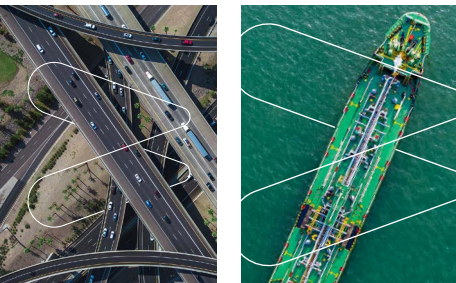
Horizontal format crops



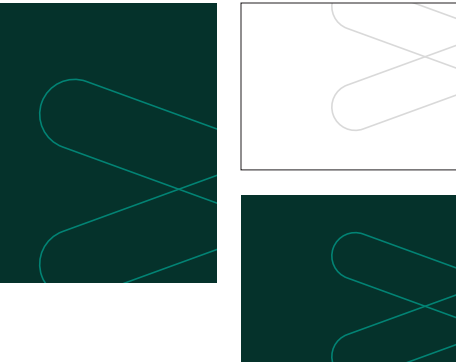
Graphic Device



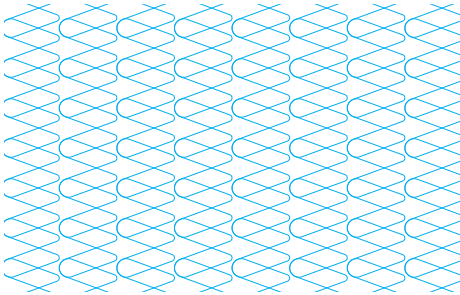
With imagery



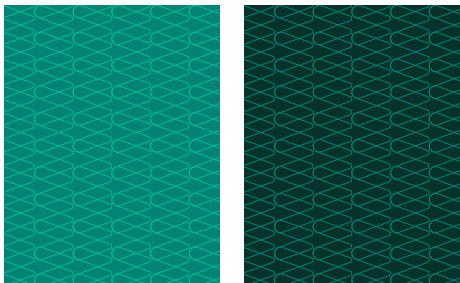
As a watermark



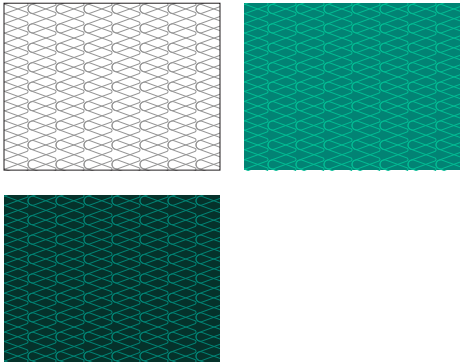
Pattern



Vertical format crop



Horizontal format crop



Assets

To make it easy to choose from and identify available logo artwork files, all files use the naming convention shown here.

Never rename logo artwork files.

**Color space**  
Use 4-color process or spot color for printed material.

Use RGB in all PowerPoint and Word documents and templates, and for all onscreen uses.

File formats

**EPS (vector):** Use for highest quality reproduction in offset and digital print, and special applications.

**JPG (raster):** High compression with no transparency support; for web and onscreen use, also an alternate for PowerPoint and Word.

**PNG (raster):** Little to no compression with transparency support; best used for PowerPoint, Word, and onscreen.

<b>Brand</b> Baker Hughes	<b>Trademark</b> tm: TM	<b>Color space</b> 4cp: 4-color process rgb: RGB 1cs: 1-color spot 2cs: 2-color spot 3cs: 3-color spot	<b>File format</b> eps: Encapsulated PostScript jpg: Joint Photographic Experts Group png: Portable Network Graphic
bh_lg_tm_hrz_4cp_pos.eps			
<b>Element</b> lg: Logo cs: Core Shape gd: Graphic Device pt: Pattern	<b>Configuration</b> hrz: Horizontal vrt: Vertical stk: Stacked	<b>Version</b> pos: Positive rev: Reverse blk: Black wht: White dkgrn: BH Dark Green split: Split	

Assets

Full-color positive



- EPS**  
bh\_lg\_hrz\_4cp\_pos.eps  
bh\_lg\_hrz\_rgb\_pos.eps  
bh\_lg\_hrz\_3cs\_pos.eps
- JPG**  
bh\_lg\_hrz\_rgb\_pos.jpg
- PNG**  
bh\_lg\_hrz\_rgb\_pos.png

Full-color reverse



- EPS\***  
bh\_lg\_hrz\_4cp\_rev.eps  
bh\_lg\_hrz\_rgb\_rev.eps  
bh\_lg\_hrz\_2cs\_rev.eps
- PNG\***  
bh\_lg\_hrz\_rgb\_rev.png

One-color BH Dark Green



- EPS**  
bh\_lg\_hrz\_1cs\_dkgreen.eps

One-color white



- EPS\***  
bh\_lg\_hrz\_1cp\_wht.eps  
bh\_lg\_hrz\_rgb\_wht.eps
- PNG\***  
bh\_lg\_hrz\_rgb\_wht.png

One-color black



- EPS**  
bh\_lg\_hrz\_1cp\_blk.eps

TM versions



- Example file name with "tm" added**  
bh\_lg\_tm\_hrz\_4cp\_pos.eps

Alternate versions of all logo configurations are available with a trademark TM.

**\*Reverse logos do not come with a background color built into the file.**

Assets

Full-color positive



**EPS**  
bh\_lg\_stk\_4cp\_pos.eps  
bh\_lg\_stk\_rgb\_pos.eps  
bh\_lg\_stk\_3cs\_pos.eps

**JPG**  
bh\_lg\_stk\_rgb\_pos.jpg

**PNG**  
bh\_lg\_stk\_rgb\_pos.png

Full-color reverse



**EPS\***  
bh\_lg\_stk\_4cp\_rev.eps  
bh\_lg\_stk\_rgb\_rev.eps  
bh\_lg\_stk\_2cs\_rev.eps

**PNG\***  
bh\_lg\_stk\_rgb\_rev.png

One-color BH Dark Green



**EPS**  
bh\_lg\_stk\_1cs\_dkgrn.eps

One-color white



**EPS\***  
bh\_lg\_stk\_1cp\_wht.eps  
bh\_lg\_stk\_rgb\_wht.eps

**PNG\***  
bh\_lg\_stk\_rgb\_wht.png

One-color black



**EPS**  
bh\_lg\_stk\_1cp\_blk.eps

TM versions



**Example file name with "tm" added**  
bh\_lg\_tm\_stk\_4cp\_pos.eps

Alternate versions of  
*all* logo configurations  
are available with a  
trademark TM.

**\*Reverse logos do not come  
with a background color built  
into the file.**



Assets

Full-color positive



**EPS**  
bh\_lg\_vrt\_4cp\_pos.eps  
bh\_lg\_vrt\_rgb\_pos.eps  
bh\_lg\_vrt\_3cs\_pos.eps

**JPG**  
bh\_lg\_vrt\_rgb\_pos.jpg

**PNG**  
bh\_lg\_vrt\_rgb\_pos.png

Full-color reverse



**EPS\***  
bh\_lg\_vrt\_4cp\_rev.eps  
bh\_lg\_vrt\_rgb\_rev.eps  
bh\_lg\_vrt\_2cs\_rev.eps

**PNG\***  
bh\_lg\_vrt\_rgb\_rev.png

One-color BH Dark Green



**EPS**  
bh\_lg\_vrt\_1cs\_dkgrn.eps

One-color white



**EPS\***  
bh\_lg\_vrt\_1cp\_wht.eps  
bh\_lg\_vrt\_rgb\_wht.eps

**PNG\***  
bh\_lg\_vrt\_rgb\_wht.png

One-color black



**EPS**  
bh\_lg\_vrt\_1cp\_blk.eps

TM versions



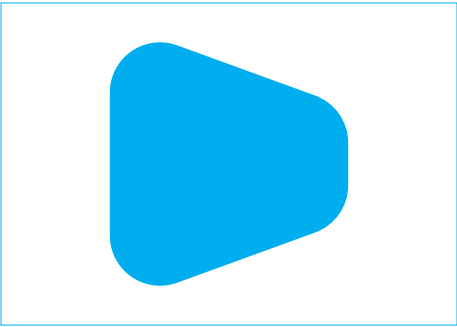
**Example file name with "tm" added**  
bh\_lg\_tm\_vrt\_4cp\_pos.eps

Alternate versions of  
*all* logo configurations  
are available with a  
trademark TM.

**\*Reverse logos do not come  
with a background color built  
into the file.**

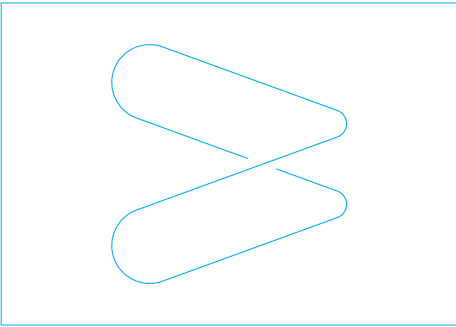
Assets

Core Shape



EPS  
bh\_cs\_4cp.eps  
bh\_cs\_rgb.eps

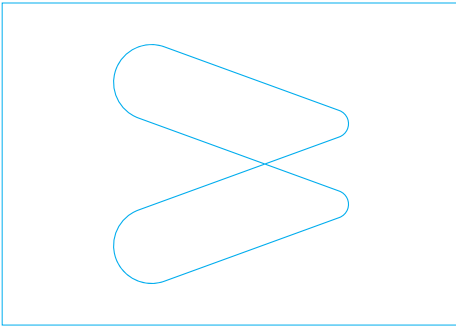
Graphic Device (with imagery)\*



EPS  
bh\_gd\_4cp\_split.eps  
bh\_gd\_rgb\_split.eps

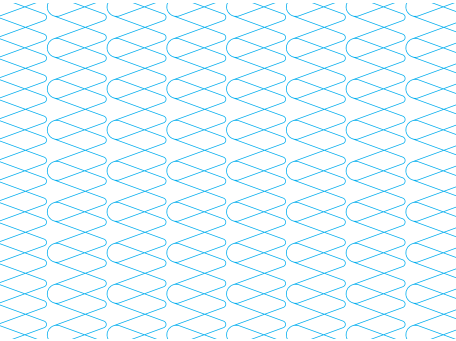
\*For integration with photography.  
See Brand Guidelines for specifications.

Graphic Device (watermark)



EPS  
bh\_gd\_4cp.eps  
bh\_gd\_rgb.eps

Pattern



EPS  
bh\_pt\_4cp.eps  
bh\_pt\_rgb.eps