Style Guide (24.07.2015)

Building and delivering the PGS message

Content

Introduction
A Company's Identity is More Than its Logo

Our company identity creates the basis for the way in which we present ourselves visually. Our identity expresses a unified design through conscious choices of form and content that are consistent with our goals and strategies.

We aim to build the PGS brand consistently. This style guide is the toolbox for achieving that ambition and therefore plays a vital role in the communication of our presence.

This style guide provides our rules for the core design elements – logo, strapline, colours, and fonts.

Ready for use templates can be found in MarketBase.

Logo

Our Logo
Our Logo is Our Signature

The logo is based upon our values,
it is relevant for the times and in line
with current business objectives and
future goals.

The logo communicates solidity and
reliability. The waves are inspired by the
shape of the Ramform, re-inforcing the
idea of us exploring deep waters, layer by
layer. This is also emphasized by a slight
gradient through the logo. The blue colour
is strongly associated with water and
maintains the values of Dedicated and
Reliable. The eye reads naturally from left
to right and lands at the bottom right,
therefore the weighting of the waves to
the bottom right enforces solidity.

Protection Zone
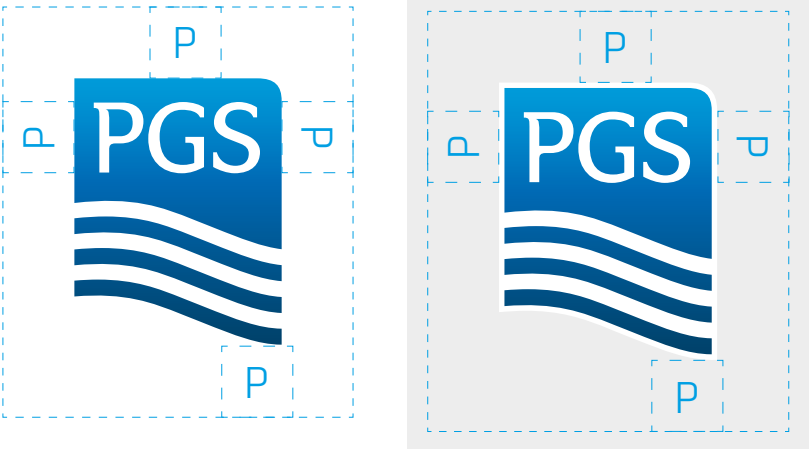
The protection zone, P, is based upon the height of the PGS letters and prevents other design elements from being placed too close to the logo.

Minimum and Recommended Sizes

8 mm   11 mm   14 mm   16 mm
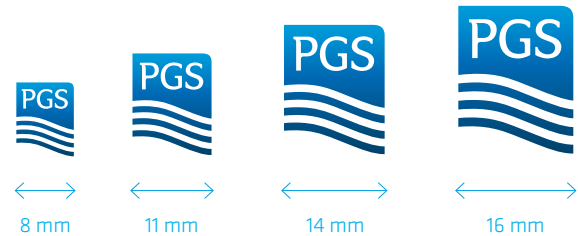
In extreme cases, the absolute minimum size of the logo is 8mm.

Logo Protection

Our logo should always appear clear and visible and must never compete with other elements. The protection zone indicates the minimum space required around the logo.

To maintain legibility, the logo should never be produced smaller than 8 mm measured across the width of the logo mark.

Document Size	Logo Width	P=
A6	8 mm	3 mm
A5	11 mm	4 mm
A4 / US Letter	14 mm	5 mm
A3	20 mm	6.5 mm
650 x 950 mm	45 mm	16 mm
750 x 1000 mm	50 mm	18 mm

Document Size	Logo Width	P=
A6	0.32 in	0.12 in
A5	0.43 in	0.16 in
A4 / US Letter	0.55 in	0.2 in
A3	0.79 in	0.26 in
25.5 x 37.5in	1.77 in	0.58 in
29.5 x 39.5in	1.97 in	0.64 in

Print

CMYK
For use on standard printing material by combining the 4 print colours C-M-Y-K.

Download:
PGS_LOGO_CMYK.eps

PANTONE
Flat logo for use on all printed material when it is of critical importance to reproduce the exact PGS blue Pantone 300.

Download:
PGS_LOGO_FLAT_PMS300.eps

BLACK
For use on black and white print or telefax.

Download:
PGS_LOGO_BLACK.eps

Print & Digital

NEGATIVE
For use in materials designed by professional designers only.

Download:
PGS_LOGO_NEGATIVE.eps
PGS_LOGO_NEGATIVE.png

Digital

RGB
For digital use/screens e.g. Powerpoint, Word, Web.

Download:
PGS_LOGO_RGB.png
PGS_LOGO_HIGHRES_RGB.jpg
PGS_LOGO_LOWRES_RGB.jpg
PGS_LOGO_RGB.gif

Special Applications

METALLIC/STEEL/REFLECTIVE
For use in special applications e.g. signage and reflective clothing.

Download:
PGS_LOGO_PMS877.eps

Logo Formats
Downloads

Our logo can be downloaded in many formats depending on usage.

The information under each format will give guidance on which format to use.

FILE TYPES EXPLANATION

Vector: The format EPS (Encapsulated postscript) is a vector format. An EPS format can be resized to any size without losing its quality.

Raster: The formats JPG, GIF and PNG are bitmap graphics. They are rasterized images with a specific pixel size that cannot be enlarged without losing their quality.

Do's

WHITE BACKGROUND
This is the preferred logo background.

SOLID BACKGROUND
The white key line around the logo will be visible on solid backgrounds.

CALM, LIGHT PHOTO BACKGROUND
The logo can be placed on areas of the photo where the colour appears solid and calm.

CALM, DARK PHOTO BACKGROUND
The logo can be placed on areas of the photo where the colour appears solid and calm.

Dont's

DON'T change the colour of the logo

DON'T put other elements too close to the logo

DON'T place the logo on a vivid background

DON'T change the outline size of the logo

DON'T place text or other elements within the protection zone

DON'T extract elements from the logo

DON'T change the proportions of the logo

DON'T change the proportions of the logo

DON'T change the outline colour of the logo

Logo Do's and Dont's

Correct and Consistent

Our logo is our visual signature and master brand. It is therefore of utmost importance to follow the rules and guidelines, as shown on these pages, concerning the use of the logo.

Do not manipulate the colours, the thickness of the waves, the typeface or any other aspects of the logo. The proportions (height and width) must always remain the same. The value of recognition and consistency in the use of our logo are the key to brand building.

The logo has a white key line around it and the preferred background is white. When put on a coloured background the key line will show. Do not change the thickness of the white key line.

The logo should always be placed on a calm background. Vivid coloured backgrounds or patterns of any kind must be avoided.

The names of business divisions are not part of the logo and should not be placed beside it.

Do's
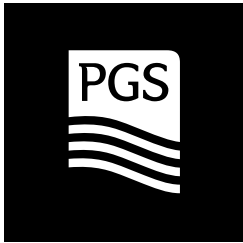
SOLID BACKGROUND

CALM, LIGHT PHOTO BACKGROUND

CALM, DARK PHOTO BACKGROUND

Dont's

DON'T place the logo on a vivid background

Example of Use

TYPICAL USE OF LOGO WITHOUT KEY LINE
Signage for the Headquarters in Oslo

Negative Logo
Professionals Only

The negative logo can only be used in Highlight materials made by professional designers.
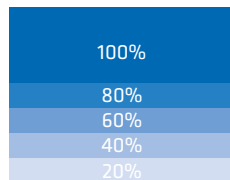
It is important that the negative logo is placed on the correct type of background to maintain our corporate image.

The logo should always be placed on calm backgrounds both if it is a solid colour background or a photo background.

If in doubt – use the main logo.

Colours

Primary Colors
Our Color Palette

The primary color for PGS is blue PMS 300. A clear and solid colour to be trusted. This is also the logo color.

Blue is the color of water. It is also associated with the intellectual: intelligence, communication, efficiency, logic, coolness and calm.

Blue, white and the grayscale constitute the main colours of our image.

The metallic colour is for signage use only.

Primary Color

100%
80%
60%
40%
20%

Pantone 300
CMYK 100/50/0/0
RGB 0/94/184
HTML 005EB8
RAL 5005

Grayscale

100%
80%
60%
40%
20%

Pantone Process Black
CMYK 20/20/20/100 (rich black)
CMYK 0/0/0/85 (text)
RGB 0/0/0
HTML 000000
RAL 9005

White

Pantone -
CMYK 0/0/0/0
RGB 255/255/255
HTML FFFFFF
RAL 9003

Metallic

Pantone 877
RAL 110-M

Secondary Colors

100%	100%	100%
80%	80%	80%
60%	60%	60%
40%	40%	40%
20%	20%	20%

Pantone 297
CMYK 50/0/0/0
RGB 113/197/232
HTML 71C5E8
RAL 2407030

Pantone 320
CMYK 96/0/31/0
RGB 0/156/166
HTML C4D600
RAL 5021

Pantone 2613
CMYK 79/100/0/11
RGB 85/38/132
HTML 552684
RAL 324040

Color Introduction Order

Here is a guide for order of color introduction when using more than the primary color:

Pantone 300,   **Black** 35%,   **Pantone** 297,   **Black** 60%,   **Pantone** 320,   **Black** 85%,   **Pantone** 2613
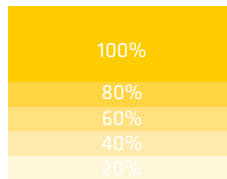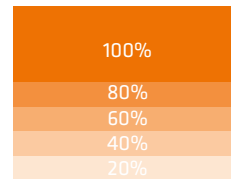
Secondary Colors
Our Color Palette

The use of color should be done conservatively. Secondary colors should be used sparingly and introduced in the correct order.

All designs should maintain a clean, neat and airy appearance.

Tertiary Colors

Tertiary Colors

| 100% |
| 80% |
| 60% |
| 40% |
| 20% |

Pantone 7406
CMYK 0/20/100/2
RGB 241/196/0
HTML F1C400
RAL 1021

| 100% |
| 80% |
| 60% |
| 40% |
| 20% |

Pantone 021
CMYK 0/65/100/0
RGB 254/80/0
HTML FE5000
RAL 2004

| 100% |
| 80% |
| 60% |
| 40% |
| 20% |
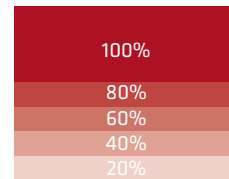
Pantone 187
CMYK 7/100/82/26
RGB 166/25/46
HTML A6192E
RAL 3031

| 100% |
| 80% |
| 60% |
| 40% |
| 20% |
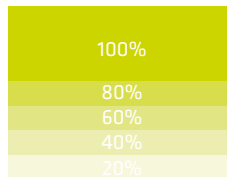
Pantone 382
CMYK 28/0/100/0
RGB 196/214/0
HTML C4D600
RAL 1008080

| 100% |
| 80% |
| 60% |
| 40% |
| 20% |
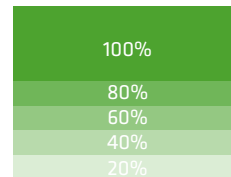
Pantone 362
CMYK 78/0/100/2
RGB 80/158/47
HTML 509E2F
RAL 6018

Tertiary Colors
Our Color Palette

The tertiary colors are for use by professional designers in extreme circumstances where additional colors are required. These should be used sparingly.

Gradients

Our Gradient Color Palette

The gradients are used to express depth and add gravity to our identity. Gradients are for use in brochures, reports and other professionally designed material.

Gradients should always be used with the darkest color at the bottom and the lightest at the top.
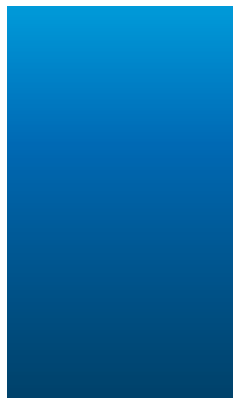
Dark Blue Gradient

Location 0%
CMYK 80/20/0/0
RGB 77/153/214

Anchor 51%

Location 35%
CMYK 100/50/0/0
RGB 18/105/176

Anchor 50%

Location 100%
CMYK 100/60/20/40
RGB 27/67/103

Light Blue Gradient
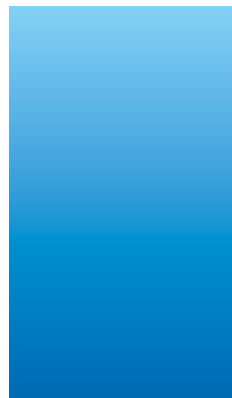
Location 0%
CMYK 50/0/0/0
RGB 156/207/243

Anchor 51%

Location 100%
CMYK 100/50/0/0
RGB 18/105/176

Colour Wave

Graphic Element

The colour wave is for use in many different design documents including: adverts, posters, flyers and brochures.

The colour wave should always stretch the full width of the page. In professional printing; full bleed and inhouse printing; from margin to margin.

The height is equivalent to 4x.
3x with 100% gradient colour.
1x with 70% gradient colour.

The colour wave is only available in CMYK colours.

The colour wave can be made manually following these guidelines or downloaded as an Indesign document from MarketBase.

Fixed colour wave heights:

Document Size	Height
A6	3.5 mm/1.4 in
A5	5 mm/0.2 in
A4 / US Letter	7 mm/0.27 in
A3	10 mm/0.4 in
650 x 950mm/25.5 x 37.5in	17 mm/0.67 in
750 x 1000mm/29.5 x 39.5in	19 mm/0.75 in

Blue

Height 3 x 100%
Height 1 x 70%

CMYK 100/50/0/0   **CMYK** 50/0/0/0   **CMYK** 96/0/31/0   **CMYK** 100/50/0/0

Typography

Primary Typeface – Klavika and Klavika Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789
abcdefghijklmnopqrstuvwxyz123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789
abcdefghijklmnopqrstuvwxyz123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789
abcdefghijklmnopqrstuvwxyz123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789
abcdefghijklmnopqrstuvwxyz123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789
abcdefghijklmnopqrstuvwxyz123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789
abcdefghijklmnopqrstuvwxyz123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789
abcdefghijklmnopqrstuvwxyz123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789
abcdefghijklmnopqrstuvwxyz123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789
abcdefghijklmnopqrstuvwxyz123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789
abcdefghijklmnopqrstuvwxyz123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789
abcdefghijklmnopqrstuvwxyz123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789
abcdefghijklmnopqrstuvwxyz123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789
abcdefghijklmnopqrstuvwxyz123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789
abcdefghijklmnopqrstuvwxyz123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789
abcdefghijklmnopqrstuvwxyz123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789
abcdefghijklmnopqrstuvwxyz123456789

Secondary Typeface – Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789
abcdefghijklmnopqrstuvwxyz123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789
abcdefghijklmnopqrstuvwxyz123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Tertiary Typeface – Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789
abcdefghijklmnopqrstuvwxyz123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789
abcdefghijklmnopqrstuvwxyz123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789
abcdefghijklmnopqrstuvwxyz123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789
abcdefghijklmnopqrstuvwxyz123456789

Typography
Three Typefaces

Klavika is the primary typeface and will be used on the website and all marketing material.

Arial is used for internal document templates, Powerpoint, digital platforms and any other situation where Klavika is not available. This is a standard typeface worldwide.

Calibri is the default typeface in Microsoft Office applications.

Tips:
The default typeface in Microsoft Office applications can be set to Klavika but it requires installation of the Klavika font.

For licenses: www.luth.no

Klavika
Klavika was designed by Eric Olson and released by the Process Type Foundry in 2004. Klavika is a modern, flexible and solid typeface with a wide range of typographic features.

Crisp and open shapes keep the it legible in small sizes while the straight-sided characters anchor headlines and display work solidly in place. The different fonts will add character to printed as well as digital applications.

Klavika is a licensed typeface and is available for print and web.

Strapline
A Clearer Image

The strapline, *A Clearer Image*, will always stand next to the url address; www.pgs.com.

The strapline can be used in PGS blue, 85% black or negative as appropriate.

The strapline can be downloaded as an Indesign document from MarketBase.

Fixed point sizes:

Document Size	Type size
A6:	8pt
A5:	10pt
A4 / US Letter:	10pt
A3:	16pt
650 x 950mm / 25.5 x 37.5in	40pt
750 x 1000mm / 29.5 x 39.5in	45pt

Example, A5 & A4 Formats – 10pt

Klavika Medium 10pt
Colour PMS 300

Klavika Light 10pt
Colour PMS 300

A Clearer Image | www.pgs.com

Klavika Medium 10pt
Colour 85% Black

Klavika Light 10pt
Colour 85% Black

A Clearer Image | www.pgs.com

Layout

Flexible Layout Grid

PGS

A Clearer Image | www.pgs.com
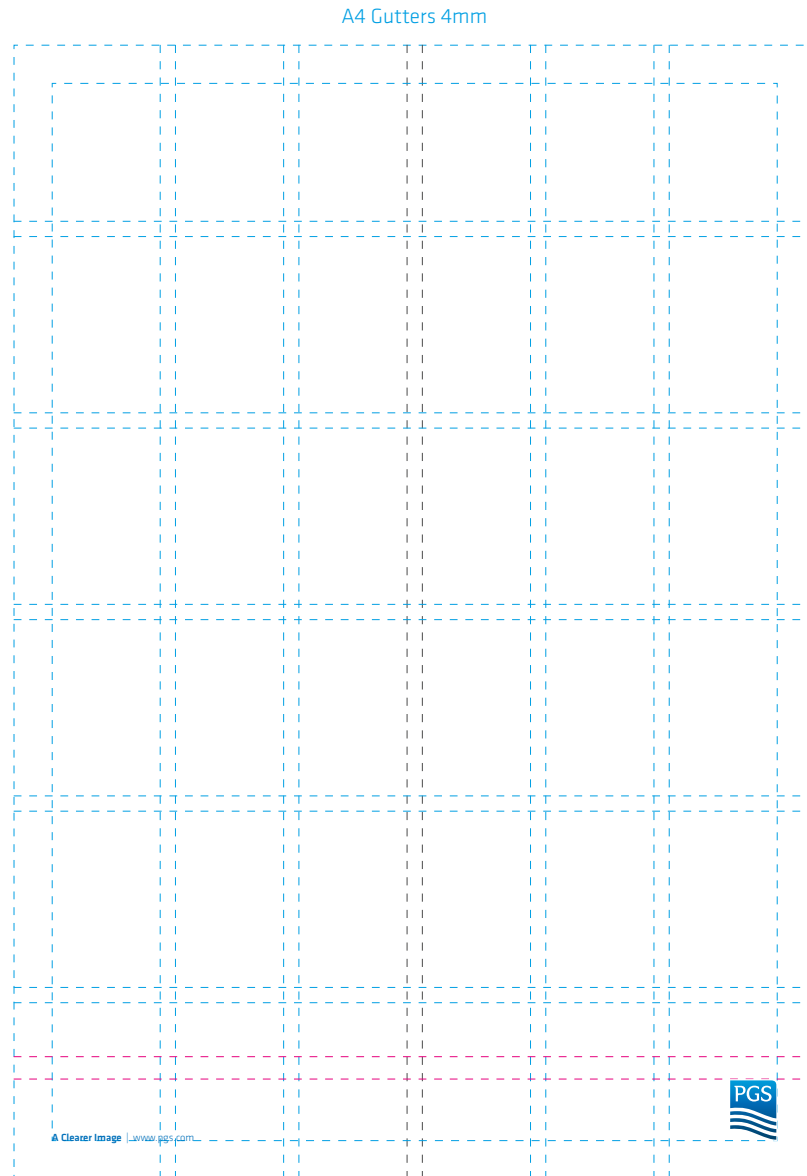
Layout Grid
Six Grid System

All marketing materials will use
a six-grid system.

The majority of the marketing materials
will use three columns. If materials are text
heavy, two columns can be used. Examples
are Annual Report and Quarterly Reports.

No elements of design should reach into
the logo and strapline zone below the
magenta lines.

The grid can be adjusted to fit any size as
long as the proportions remain the same.

The margins can be adjusted to fit the
various types of marketing materials.

The grid can be used upside down when
the logo and strapline is on top.

Three columns   **Two columns**
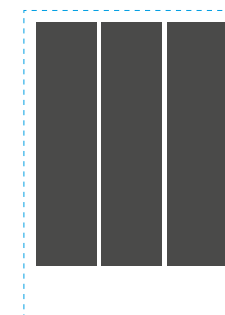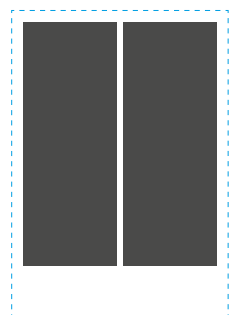
Stationery

Envelope C4 (324 x 229mm)
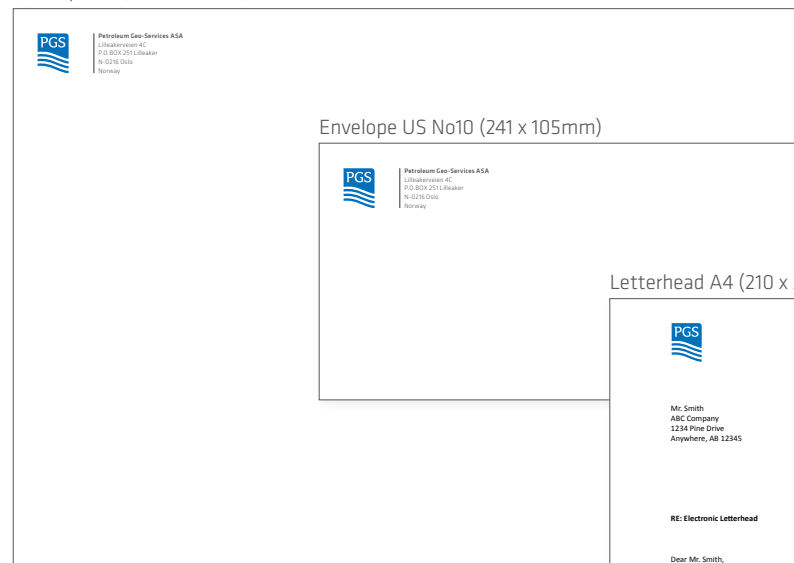
Envelope US No10 (241 x 105mm)

Letterhead A4 (210 x 297mm)

Envelope C5 (229 x 162mm)

Envelope DL (220 x 110 mm)
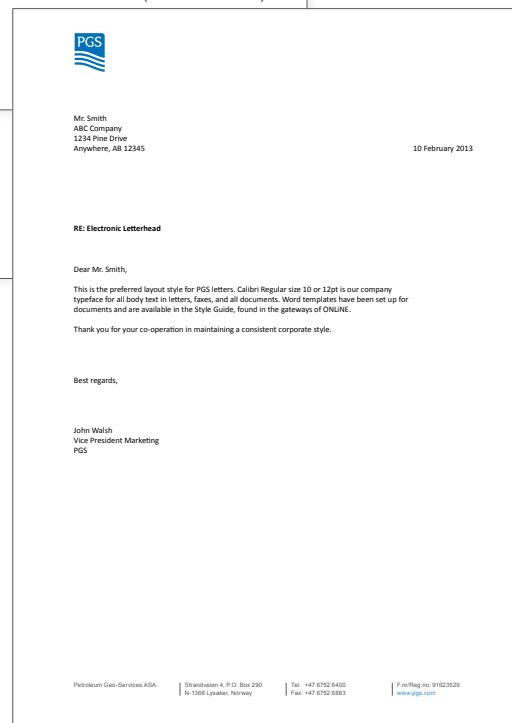
Business Cards (89 x 51mm)
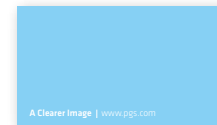
Stationery
Overview

Business cards and envelopes use the Klavika font.

The letterhead uses standard fonts, Arial and Calibri.

Business Card Front

Optional back design

A Clearer Image | www.pgs.com

Margins all sides 5mm

10mm 1,5mm

PGS

JOE BLOGGS
Area Manager
Department

Tel: +47 67 52 64 00
Fax: +47 67 51 43 41
Direct: +47 67 51 40 70
Mobile: +47 91 53 70 46
Email: joe.bloggs@pgs.com

Petroleum Geo-Services
Lilleakerveien 4C
P.O. Box 251 Lilleaker
0216 Oslo
Norway

www.pgs.com

This area can vary according to amount of text lines

Keep text aligned to bottom

Logo width 12,3mm

Stroke weight 0,25pt, colour PMS Process black 80%

Text colour PMS Process black 80%

Klavika Medium 8,5/9pt

Logo colour PMS 300

PGS

JOE BLOGGS
Area Manager
Department

Tel: +47 67 52 64 00
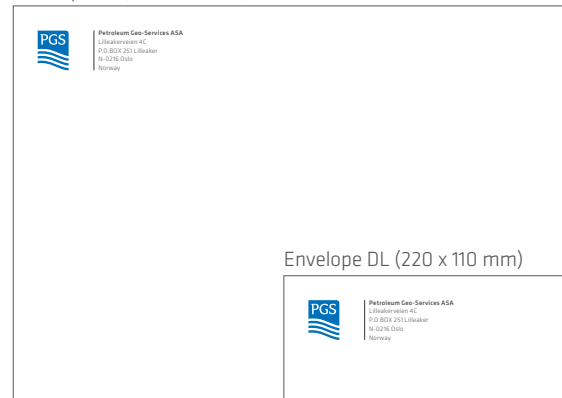**Fax:** +47 67 51 43 41
Direct: +47 67 51 40 70
Mobile: +47 91 53 70 46
Email: joe.bloggs@pgs.com

Petroleum Geo-Services
Lilleakerveien 4C
P.O. Box 251 Lilleaker
0216 Oslo
Norway

www.pgs.com

Klavika Light 6,5/9pt
Klavika Light Italic 6,5/7,5pt
Klavika Medium 6,5/7,5pt
Klavika Light 6,5/7,5pt

Klavika Medium 6,5/7,5pt
Klavika Light 6,5/7,5pt

Klavika Medium 6,5pt
Colour PMS 300

Business Card
Front

The cards are generally printed on one side with an added option to print a back.

Paper: Cards should be printed on bright white woven card stock 250g.

The dimensions of the card are 3.5"x 2" (89 x 51 mm).

The PGS logo and typography should be printed using PMS colours for a matt finish, as specified in this example.

Templates are available on PGS MarketBase.

Text	Capitals	Font	Size
Employee´s name	All uppercase	Klavika Medium	8.5/9pt
Employee´s title (Additional info if required)	Upper/ lowercase	Klavika Light	6.5/9pt
Division (Sub-division if required)	Upper/ lowercase	Klavika Light italic	6.5/7.5pt

Contact Area – Two Lines

25mm   43mm

10mm

Logo width 12,3mm

20mm

PGS

Mr. Smith
ABC Company
1234 Pine Drive
Anywhere, AB 12345

10 February 2013

Calibri Bold 10pt

RE: Electronic Letterhead

Dear Mr. Smith,

Calibri Regular 10/12pt

This is the preferred layout style for PGS letters. Calibri Regular size 10 or 12pt is our company
typeface for all body text in letters, faxes, and all documents. Word templates have been set up for
documents and are available in the Style Guide, found in the gateways of ONLiNE.

Thank you for your co-operation in maintaining a consistent corporate style.

Best regards,

John Walsh
Vice President Marketing
PGS

2mm

Arial Regular 7,5/9pt

10mm

Petroleum Geo-Services ASA   Strandveien 4, P.O. Box 290   Tel: +47 6752 6400   F.nr/Reg.no: 91623529
N-1366 Lysaker, Norway   Fax: +47 6752 6883   www.pgs.com

Contact Area – Threes to Five Lines

10mm

Petroleum Geo-Services ASA   Text line 1   Text line 1   Text line 1
Text line 2   Text line 2   Text line 2
Text line 3   Text line 3   www.pgs.com

Letterhead

Standard A4

There are two types of A4 letterheads.
One with a contact area containing
two lines and one with a contact area
containing three lines.

The font is Calibri size 10pt/12pt
or 12pt/14pt

Paper: Bright white woven 80g paper.

Templates can be downloaded
from Sharepoint.

Contact Area – Two Lines

25mm 43mm 10mm 20mm

Logo width 12,3mm

PGS

Mr. Smith
ABC Company
1234 Pine Drive
Anywhere, AB 12345

10 February 2013

Calibri Bold 10pt

RE: Electronic Letterhead

Dear Mr. Smith,

Calibri Regular 10/12pt

This is the preferred layout style for PGS letters. Calibri Regular size 10 or 12pt is our company typeface for all body text in letters, faxes, and all documents. Word templates have been set up for documents and are available in the Style Guide, found in the gateways of ONLiNE.

Thank you for your co-operation in maintaining a consistent corporate style.

Best regards,

John Walsh
Vice President Marketing
PGS

2mm

Arial Regular 7,5/9pt

10mm

| Petroleum Geo-Services ASA | Strandveien 4, P.O. Box 290 | Tel: +47 6752 6400 | F.nr/Reg.no: 91623529 |
| | N-1366 Lysaker, Norway | Fax: +47 6752 6883 | www.pgs.com |

Contact Area – Threes to Five Lines

10mm

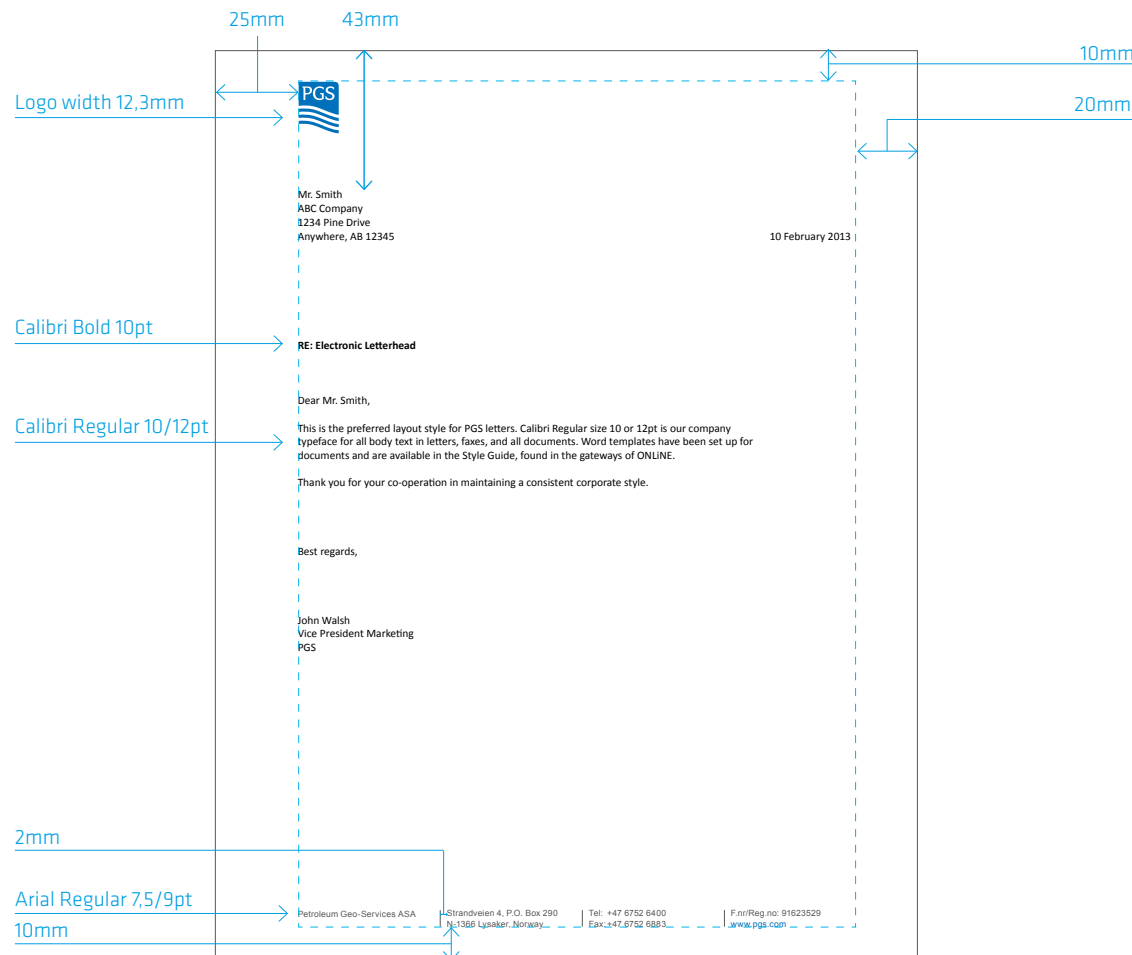| Petroleum Geo-Services ASA | Text line 1 | Text line 1 | Text line 1 |
| | Text line 2 | Text line 2 | Text line 2 |
| | Text line 3 | Text line 3 | www.pgs.com |

US Letterhead
Letter 8.5 x 11"

There are two types of US letterheads. One with a contact area containing two lines and one with a contact area containing three lines.
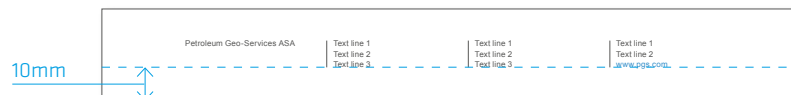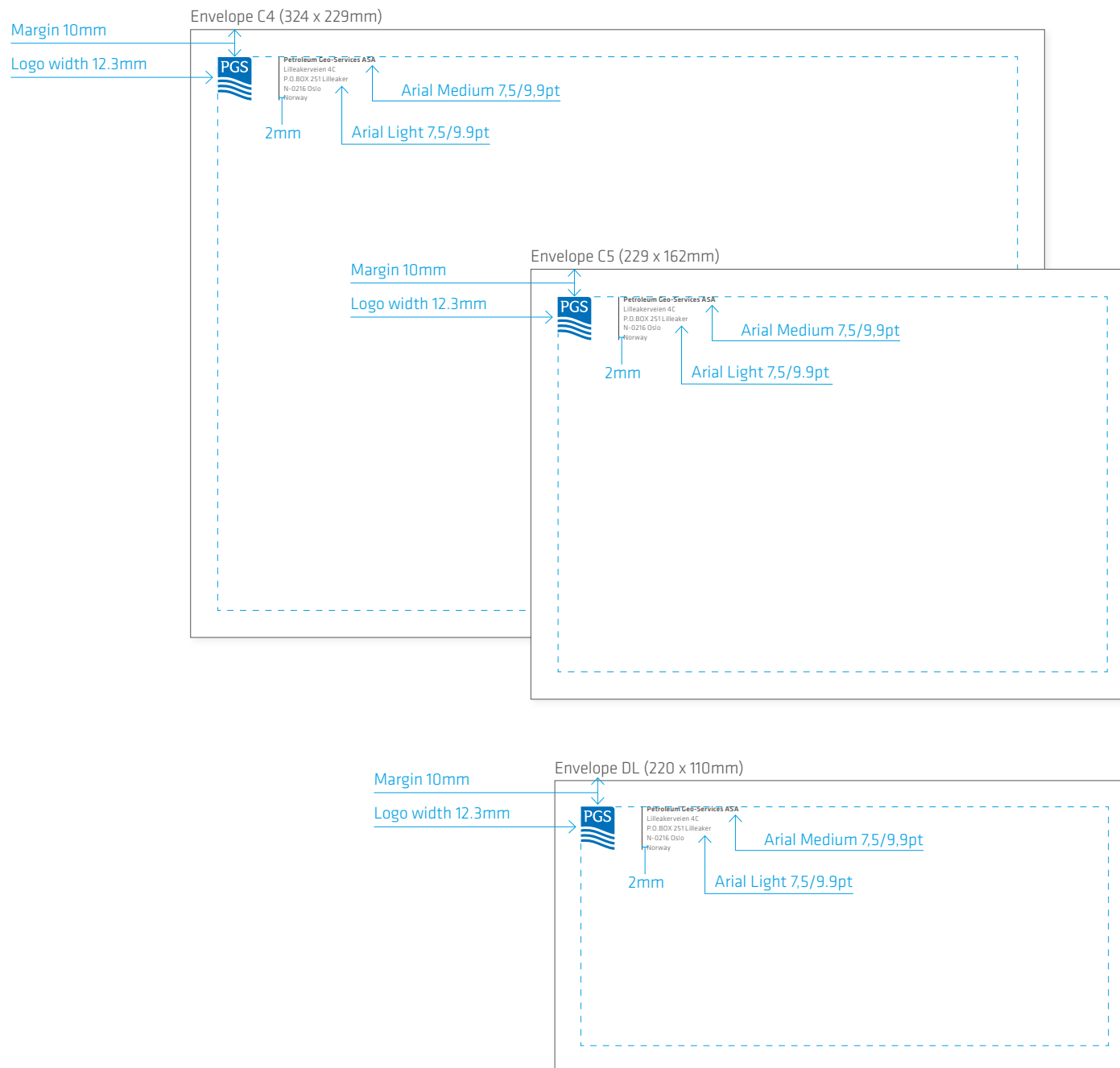
The font is Calibri size 10pt/12pt or 12pt/14pt

Paper: Bright white woven 80g paper.

Templates can be downloaded from Sharepoint.

Envelope C4 (324 x 229mm)

Margin 10mm

Logo width 12.3mm

PGS

Petroleum Geo-Services ASA
Lilleakerveien 4C
P.O.BOX 251 Lilleaker
N-0216 Oslo
Norway

Arial Medium 7,5/9,9pt

2mm

Arial Light 7,5/9.9pt

Envelope C5 (229 x 162mm)

Margin 10mm

Logo width 12.3mm

PGS

Petroleum Geo-Services ASA
Lilleakerveien 4C
P.O.BOX 251 Lilleaker
N-0216 Oslo
Norway

Arial Medium 7,5/9,9pt

2mm

Arial Light 7,5/9.9pt

Envelope DL (220 x 110mm)

Margin 10mm

Logo width 12.3mm

PGS

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Norway

Arial Medium 7,5/9,9pt

2mm

Arial Light 7,5/9.9pt

Standard Envelopes

Three Sizes
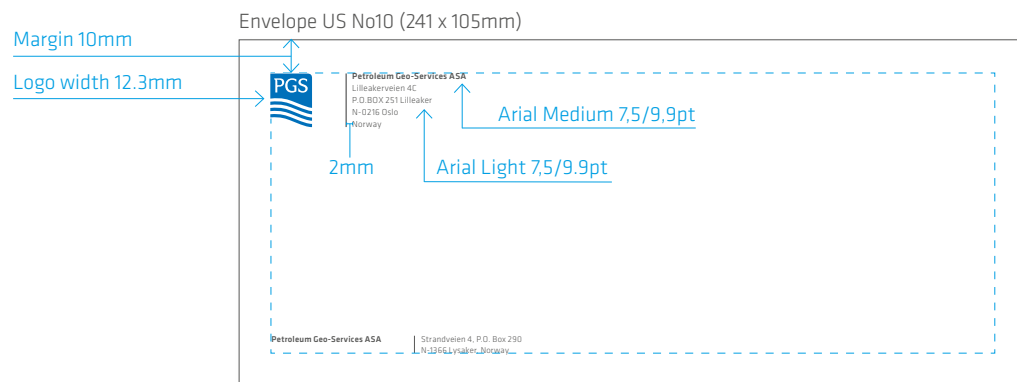
We use three standard envelope sizes:

C4 (229 x 324mm)
C5 (229 x 162mm)
DL (220 x 110mm)

Paper: Bright white woven 80g paper.

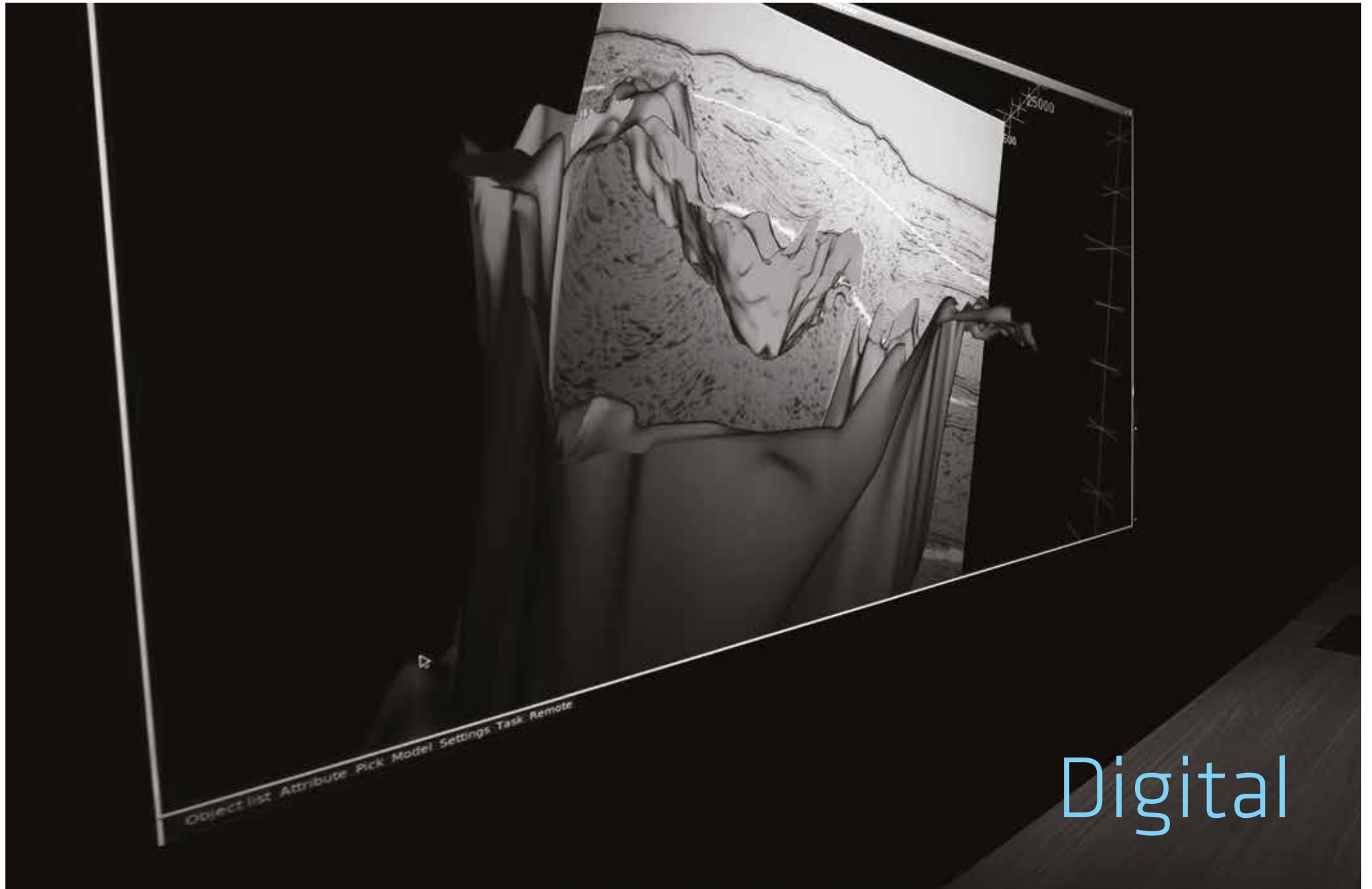Templates can be downloaded
from Sharepoint.

US Envelope
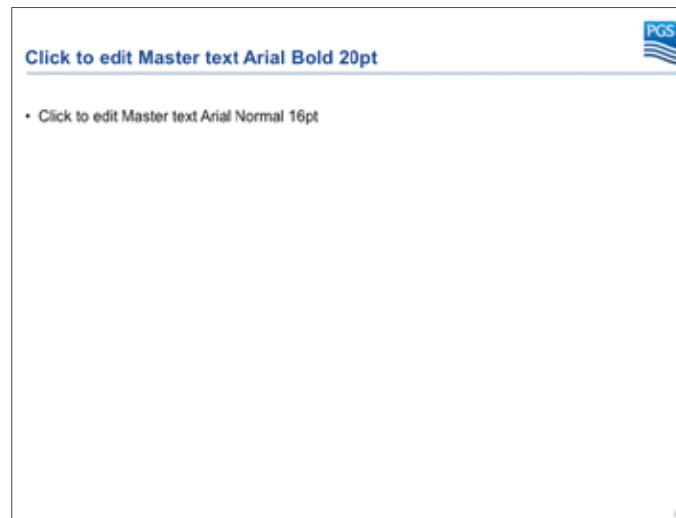## One Size

We use one US envelope size:

U5 (241 x 105mm)

Paper: Bright white woven 80g paper.

The template can be downloaded from Sharepoint.

Envelope US No10 (241 x 105mm)

Margin 10mm

Logo width 12.3mm

PGS

Petroleum Geo-Services ASA
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P.O.BOX 251 Lilleaker
N-0216 Oslo
Norway

Arial Medium 7,5/9,9pt

2mm

Arial Light 7,5/9.9pt

Petroleum Geo-Services ASA

Strandveien 4, P.O. Box 290
N-1366 Lysaker, Norway

Digital

Powerpoint Standard

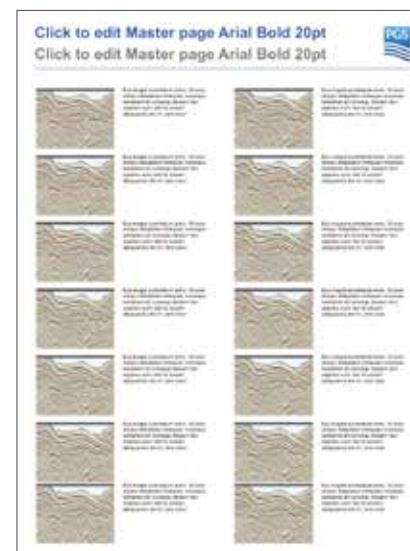## Powerpoint Widescreen
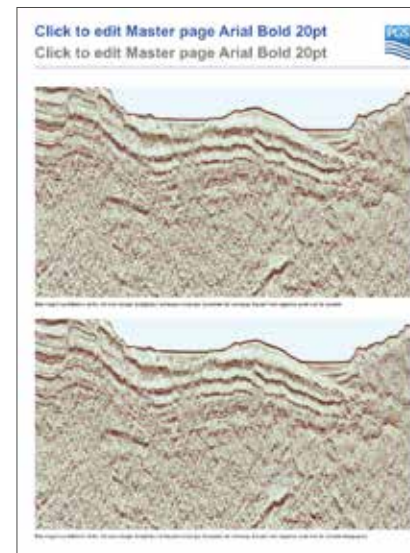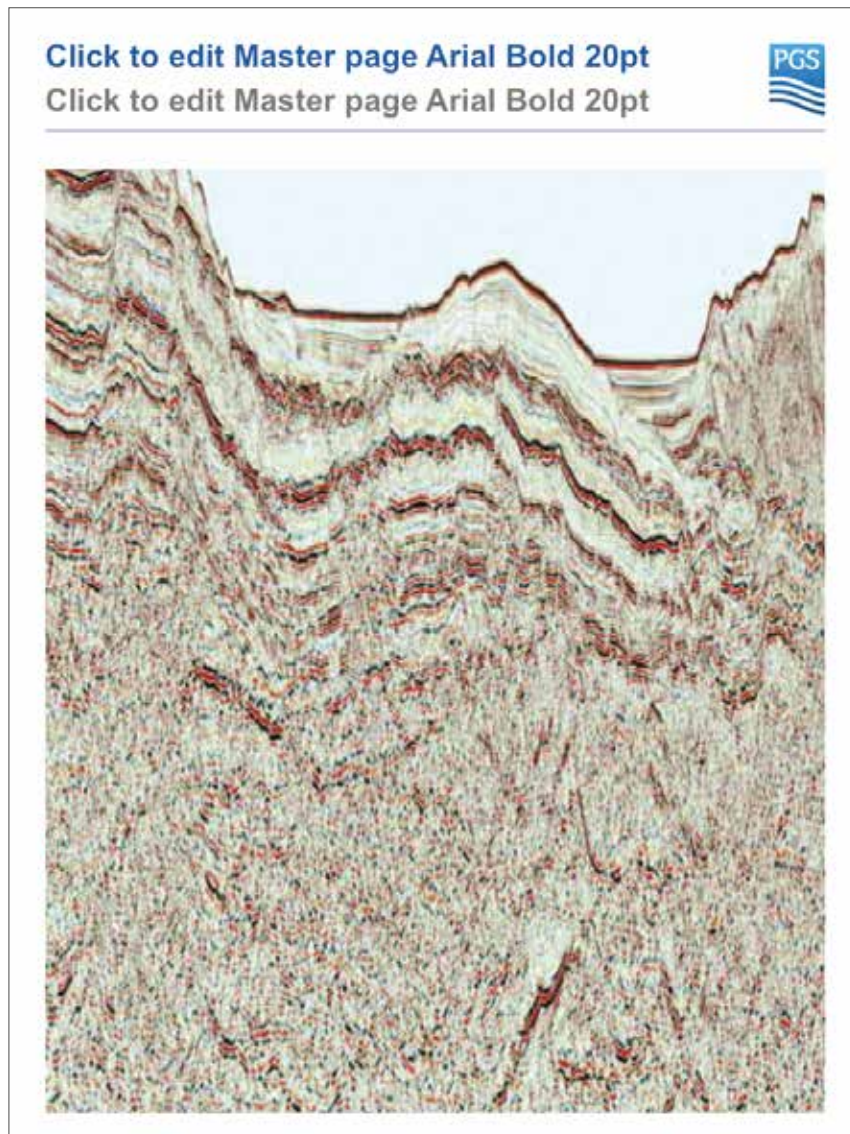

Powerpoint
Two Landscape Versions

The PGS corporate Powerpoint template is available in two landscape oriented versions: standard (4:3) and widescreen (16:9).

All PGS presentations should use this template. The Powerpoint template relies on the logo to brand the document, so there is no template element to include division names. Division names can be included in the title of the presentation.

The font used in the Powerpoint template is the standard font Arial.

Templates can be found in PowerPoint – click "File" then "New" then double click on the folder entitled "PGS".

Powerpoint Portrait and Poster

Examples of layouts with various amounts and size of images.

Powerpoint
Two Portrait Versions

The PGS corporate Powerpoint template is available in two portrait oriented versions: standard (4:3) and poster size 90x126cm.

All PGS presentations should use this template. The Powerpoint template relies on the logo to brand the document, so there is no template element to include division names. Division names can be included in the title of the presentation.

The font used in the Powerpoint template is the standard font Arial.

Template can be downloaded from Sharepoint.

Automated Email Signature – Internal

Name Name
Title
Department

Telephone: +XX XX XX XX XX
VOIP: XXXXXXXX
Mobile: +XX XX XX XX XX
Email: Name.Name@pgs.com

A Clearer Image | www.pgs.com

Automated Email Signature – External

Name Name
Title
Department

Telephone: +XX XX XX XX XX
Mobile: +XX XX XX XX XX
Email: Name.Name@pgs.com

A Clearer Image | www.pgs.com

Promotional banner (220x140px)

Address: Lilleakerveien 4C, 0283 Oslo, Norway
Postal Address: P.O.Box 251 Lilleaker, 0216 Oslo, Norway

This e-mail, including any attachments and response string, may contain proprietary information which is confidential and may be legally privileged. It is for the intended recipient only. If you are not the intended recipient or transmission error has misdirected this e-mail, please notify the author by return e-mail and delete this message and any attachment immediately. If you are not the intended recipient you must not use, disclose, distribute, forward, copy, print or rely on this e-mail in any way except as permitted by the author.

Email Signature
A Representation of You

In adition to various browsers, emails are now increasingly viewed on smart phones and tablets with varying page aspect-ratios.

To ensure we cater for all eventualities, email signatures are automated. This provides an important consistancy throughout the company. In adition to an improved layout, this new function will bring us the posibility to feature promotional banners relating to products, services and events.

Marketing Material
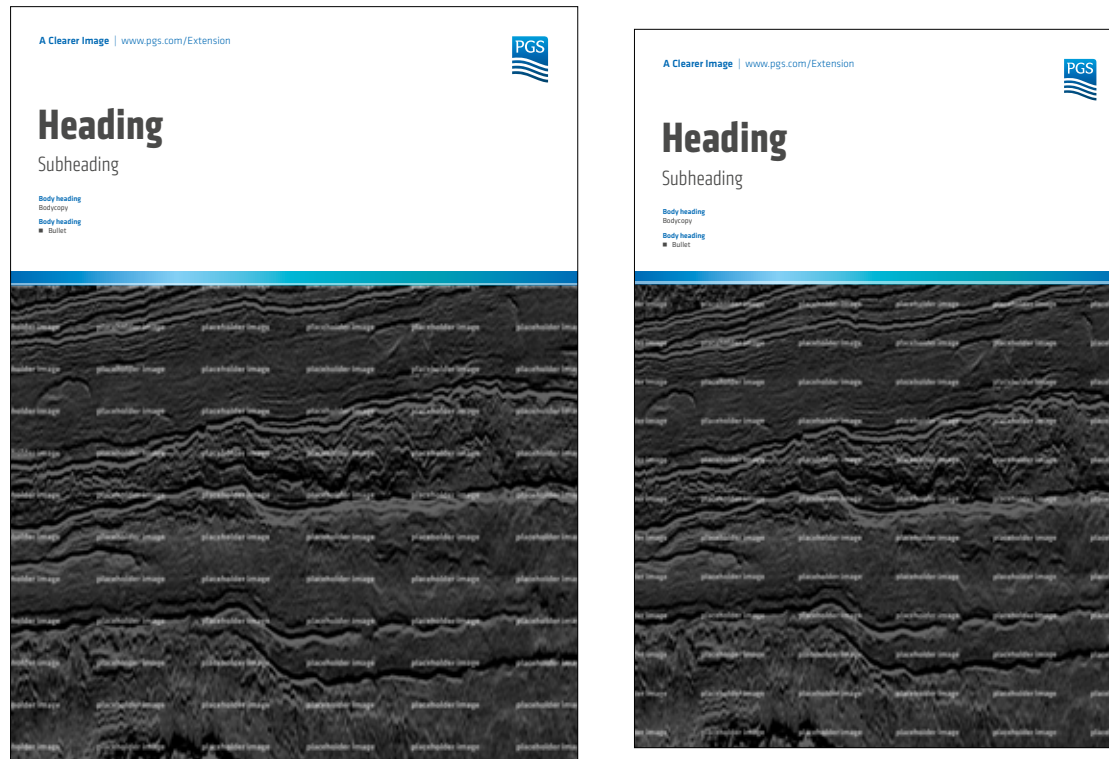
Global

Technical

Posters

Large and Small.
Global and Technical.

There are two types of poster, one for general marketing and one for technical marketing – where there is a need to display several images eg seismic, with text.

More layout variations can be requested from Marketing Services.

The poster is also available in two formats: small (650 x 950 mm) and large (750 x 1 000 mm).

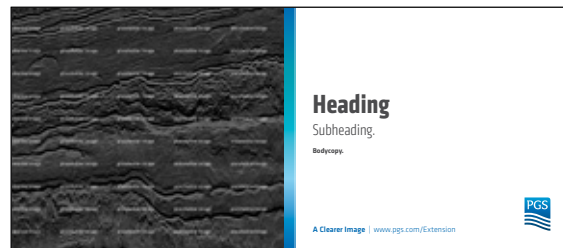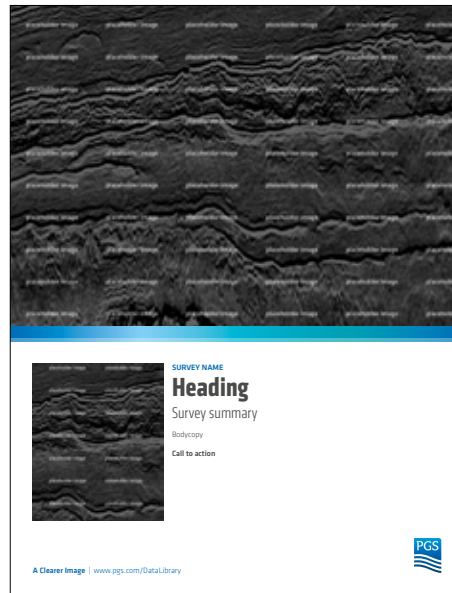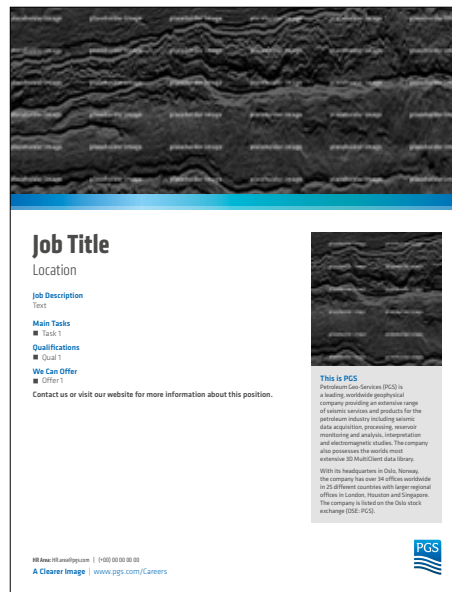Templates are available on PGS MarketBase.

Global Advert (full page magazine)

Heading
Subheading

Bodycopy

Call to action

A Clearer Image | www.pgs.com/Extension

MultiClient Advert (full page magazine)

SURVEY NAME
Heading
Survey summary

Bodycopy

Call to action

A Clearer Image | www.pgs.com/DataLibrary

Heading
Subheading.
Bodycopy.

A Clearer Image | www.pgs.com/Extension

Global Advert (banner newspaper)

Job Title
Location

Job Description
Text

Main Tasks
■ Task 1

Qualifications
■ Qual 1

We Can Offer
■ Offer 1

Contact us or visit our website for more information about this position.

This is PGS
Petroleum Geo-Services (PGS) is a leading, worldwide geophysical company providing an extensive range of seismic services and products for the petroleum industry including seismic data acquisition, processing, reservoir monitoring and analysis, interpretation and electromagnetic studies. The company also possesses the worlds most extensive 3D MultiClient data library.

With its headquarters in Oslo, Norway, the company has over 34 offices worldwide in 25 different countries with larger regional offices in London, Houston and Singapore. The company is listed on the Oslo stock exchange (OSE: PGS).

HR Area: HR.area@pgs.com | (+00) 00 00 00 00
A Clearer Image | www.pgs.com/Careers
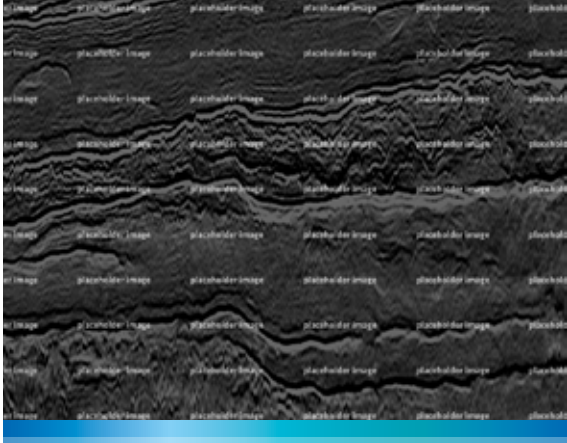
Recruitment Advert (full page magazine)

Adverts
Global, MultiClient and Recruitment Adverts

There are three types of advert: Global Marketing, MultiClient (product/survey) and Recruitment.

Templates are available on PGS MarketBase in a range of sizes. Additional sizes can be requested from Marketing Services.

MultiClient (single survey) flyers

Front

Albacora-Roncador 3D GeoStreamer

(One line summary) max 100 chrctrs Solendant eum in pre voloria aliquam a quatet ex excerro eaquia doluptatus dicta.

(Objectives / rationale/ target:) Apis dit landi aut exerati dis et periat vidundusda pore cumquaeprat liquod molupta tectur seque la nonsequi dem et plam, conet volo cullacest aut licilic tempore sequae. Ut enimpor epudantio bea nimus.

(Prospectivity description) Apis dit landi aut exerati dis et periat vidundusda pore cumquaeprat liquod molupta tectur seque la nonsequi dem et plam, conet volo cullacest aut licilic tempore sequae. Ut enimpor epudantio bea nimus etur.

(Technology description) Apis dit landi aut exerati dis et periat vidundusda pore cumquaeprat liquod molupta tectur seque la nonsequi dem et plam, conet volo cullacest aut licilic tempore sequae. Ut enimpor epudantio bea nimus etur mo.

A Clearer Image | www.pgs.com/DataLibrary

Back

PGS DataLibrary (Basin/Geological Hub)

(Name(WebSite)) – (SurveyType) – (GeoStreamer)

SURVEY SUMMARY

Size (km / sq. km): 2913

Acquisition Year: 2010/2011

Processing Completed Year: 2014

Vessel: Ramform Viking, Ramform Valiant

Bathymetry (m): 60-70

Shooting Direction (°): 60/240

Geometry: Standard

ACQUISITION PARAMETERS

Streamer:
Type: GeoStreamer
Number: 12
Length (m): 7 050
Separation (m): 75

Energy Source:
Depth (m): 7
Shot interval (m): 18.75 flip/flop

Data Recording:
Length (m): 7 168 m
Sample rate (ms): 2.0

Bin Dimensions:
Acquisition (m): 6.25 x 18.75
Processing (m): 12.5 x 12.5
Fold: 80

PROCESSING

Simple Processing Flow:
- GeoStreamer wavefield separation
- Optimal multiple attenuation
- Bandwidth enhancing post-stack processing
- GeoStreamer wavefield separation
- Optimal multiple attenuation
- Bandwidth enhancing post-stack processing
- GeoStreamer wavefield separation
- Optimal multiple attenuation
- Bandwidth enhancing post-stack processing

DELIVERABLES

Available Time Products:
- 3D Kirchhoff PSDM & TTI Anisotropic Beam Migration
- 3D Kirchhoff PSDM & TTI Anisotropic Beam Migration
- 3D Kirchhoff PSDM & TTI Anisotropic Beam Migration
- 3D Kirchhoff PSDM & TTI Anisotropic Beam Migration
- 3D Kirchhoff PSDM & TTI Anisotropic Beam Migration

Available Depth Products:
- 3D TTI anisotropic Kirchhoff depth migration

- 3D TTI anistropic Kirchhoff depth migration
- 3D TTI anistropic Kirchhoff depth migration
- 3D TTI anistropic Kirchhoff depth migration
- 3D TTI anistropic Kirchhoff depth migration
- 3D TTI anistropic Kirchhoff depth migration

Additional Products:
- Gravity
- Magnetics
- Interpretation

Caption

For all enquires please contact
Oslo Tel: (+47) 67 52 64 00, Email: mceurope@pgs.com

MAV-13 2015

Flyers
Global, MultiClient and Recruitment Flyers

There are different types of flyers: Global Marketing, MultiClient (product/survey) and Recruitment.

Templates are available on PGS MarketBase. Additional layouts can be requested from Marketing Services.