



Guardian
OIL & GAS INC.

StyleGuide
June2008

Table of Contents

I. LOGO

Introduction	p. 1
Primary Logo: Full-color application	p. 1
One-color application	p. 2
Reverse application	p. 2
Clear space guidelines	p. 3
Improper use guidelines	p. 4

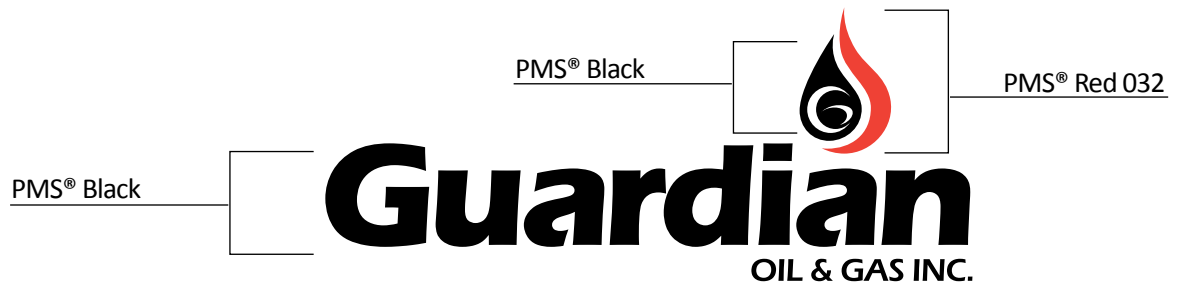
Introduction

The Guardian logo symbolizes strength, purity and integrity through the balance of its individual elements. The bold Eras typeface provides both excellent readability and a solid foundation for the graceful, stylized Earth, oil drop and flame symbol. The striking contrast of red and black convey the straightforward nature of our company philosophy.



Primary Logo: Full-color application

The full-color application of the primary Guardian Oil & Gas logo is shown below right with the *flame* portion of the mark in PANTONE Red 032 and the *oil drop* portion and logotype in black.



Primary Logo: **One-color application**

While the full-color Guardian Oil & Gas logo is preferred for use in most cases, a one-color version may be more appropriate for certain applications. Shown right are the acceptable one-color applications in which the logo may appear.

PMS® Black



PMS® Red 032



Primary Logo: **Reverse application**

In circumstances in which the Guardian Oil & Gas logo appears reversed out in white on a solid, dark background, the following guideline should be followed concerning the *drop/flame* mark.



NOT



Clear Space Guidelines

To ensure that the Guardian logo maintains distinction from all other graphic elements, no type, symbols or marks of any kind should intrude in the clear space area indicated – a space equal to the proportional height of the “n” in the Guardian name.



Improper Usage Guidelines

The examples provided below address the most obvious misuses of color and structure of the Guardian logo.

DO NOT USE THE LOGO IN ANY COLOR COMBINATION OTHER THAN THOSE APPROVED IN THE STYLE GUIDE.



DO NOT SKEW, STRETCH OR DISTORT THE LOGO.



DO NOT ALTER THE SIZE OR POSITIONING RELATIONSHIP BETWEEN THE TYPE AND THE MARK.



DO NOT APPLY A DROP SHADOW TO THE LOGO.



DO NOT PLACE THE LOGO OVER A DISTRACTING BACKGROUND.

