



HUMAN PERFORMANCE  
OIL & GAS

## HPOG Logo : Application Guidance **MEMBER COMPANIES ONLY**

Thank You for choosing to apply the **HPOG** logo to your company communication materials.

On request via the **HPOG** Admin Team, Member Companies may apply the **HPOG** logo to their own corporate presentation and marketing media to communicate membership or association with the **HPOG** initiative.

On approval of use, each Member Company must adhere to the application guidance presented on this page. Under no circumstances may the **HPOG** logo be used in any other form.

### COLOUR PALETTE



Blue 5425  
Black (and full range of tints)

### COLOUR LOGO



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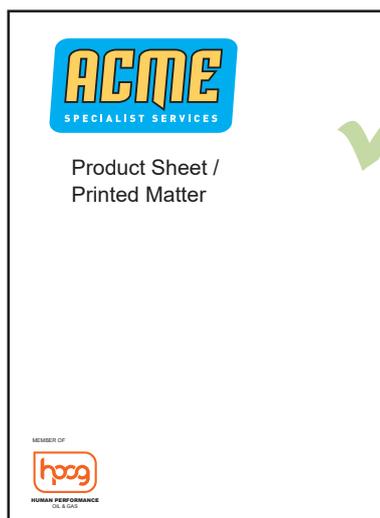
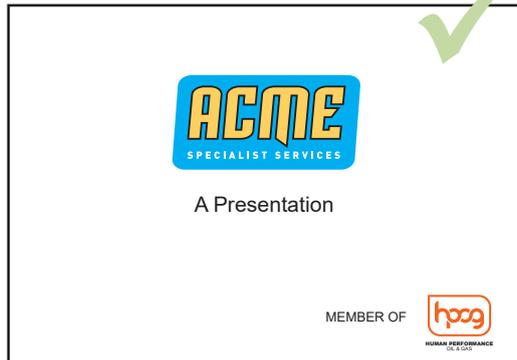
### FONT FAMILY

Arial Regular / **Bold**  
**Arial Black**

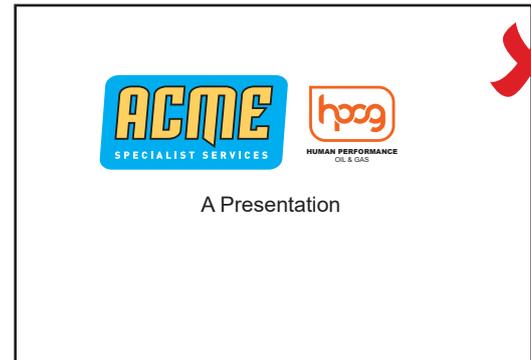
## Basic Rules

- Under no circumstances may the HPOG logo / name / brand be used to endorse any product or service.
- Under no circumstances may the HPOG logo / name / brand appear directly alongside other company logos and brands as this may suggest an endorsement.
- The HPOG logo should be applied to a white background. Variations to suit banners and colour backgrounds are available on request.
- When using the logo on websites, reciprocal links to [www.hpog.org](http://www.hpog.org) should be incorporated.

## Acceptable Use



## NOT Acceptable



- Logo files are provided in colour JPEG format and also available in Vector on request.
- The HPOG logo should never appear larger than 20mm in height.
- No other HPOG materials may be used for corporate marketing or commercial purposes without prior written permission from the HPOG Steering Committee. All enquiries or requests must be made in writing to [admin@hpog.org](mailto:admin@hpog.org).