



Use of OPAL Logotype Policy



الجمعية العمانية للخدمات النفطية
Oman Society for Petroleum Services



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Document Approval History:

Revision Date	Description	Department Affected	Revised By	Approved By



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1 Definition

Use	Any usage of the OPAL Logo in any document or any form of publication
Logo	A logo is a graphic mark, emblem, symbol or stylized name used to identify a company, organization, product, or brand
Logotype OPAL	Refers either to plural of “Logo” or to different OPAL Logo styles Oman Society for Petroleum Services
OPAL Logo	Any Logo associated directly with OPAL in which OPAL holds the intellectual property rights
Brand	a public image, reputation, or identity conceived of as something to be represented
Copyright	the exclusive and assignable legal right, given to the originator of an intellectual property
Trademark	a symbol, word, or words legally registered or established by use as representing a company or product.

2 Purpose

This procedure regulates the usage of the Oman Society for Petroleum Services (OPAL) brand and logos. A brand includes a distinctive mark, symbol and/or phrase (tagline) that identifies a product or service as belonging to OPAL.

OPAL intellectual property includes:

- OPAL brand itself
- Any Logotype associated with OPAL
- Company and domain name(s)
- Registered trademarks/service marks
- All copyrighted material, including web content, documents, Photo and videos








3 Usage of OPAL Logotype

The OPAL brand and logo carry significant meaning and value to those working in the Energy sector within the Sultanate of Oman and abroad. Individuals and businesses using the brand/logo promote that they have a valid OPAL membership or might have met the required standard, quality assurance, certification and verification to OPAL products and services. The logos may also signify that training providers have met OPAL STAR (Standard for Training, Approval and Recognition) process. Any other use than described as above of OPAL's name or Logo is not permitted.

4 Different OPAL Logotype

The following is a chart explaining the different OPAL Logotype:

OPAL Logotype	Logo Explanation
	Oman Society for Petroleum Services (OPAL) logo
	Oman Society for Petroleum Services (OPAL) logo
	OPAL Compliance Verification Certificate
	OPAL STAR Providers, this identify the recognised (Approved) training providers.
	OPAL STAR Award, identify the awards and certification issued by OPAL for achievements of OPAL Star providers (e.g. award of outstanding trainer performance)






OPAL Logotype	Logo Explanation
	OPAL STAR Learning Hub is a website storing all data
	OPAL STAR centre at Ghala, Sultanate of Oman
	OPAL Single Logo

Table 1: OPAL Logotypes

5 Rules for using Logotypes

Any OPAL members/ Organisations wishing to use any OPAL Logotype must comply with the following rules when using an OPAL Logotype:




- OPAL members / Organisations wishing to use any OPAL Logotype must fill a request form, and obtain OPAL approval prior to the usage of OPAL Logotype
- Logotype may only be used in marketing or other publicity materials.
It can be used online as well as in print.
- Logotypes may not be used in any misleading ways (e.g. Service or Product approval).
- OPAL reserves the right to rescind any prior approval of use for any reason.
- By applying for permission to use any OPAL Logotype, you acknowledge the correct usage of OPAL Logotypes and agree to hold OPAL harmless from any liability/ damage in your exercise of that right.
- OPAL has the legal right to protect its registered trademark, including its various forms and uses.



6 Specifications for Logo Use

6.1 General guideline

Oman Society for Petroleum Services Logo should always be used with the corresponding text. However, the single stand-alone Logo can be used on websites, where it is clear through context that, the stand-alone logo is associated with OPAL, or in internal documents.

Correct usage		
	 الجمعية العمانية للخدمات النفطية Oman Society for Petroleum Services	 الجمعية العمانية للخدمات النفطية Oman Society for Petroleum Services
Stand-alone logo	Logo with text (below)	Logo with text (right)



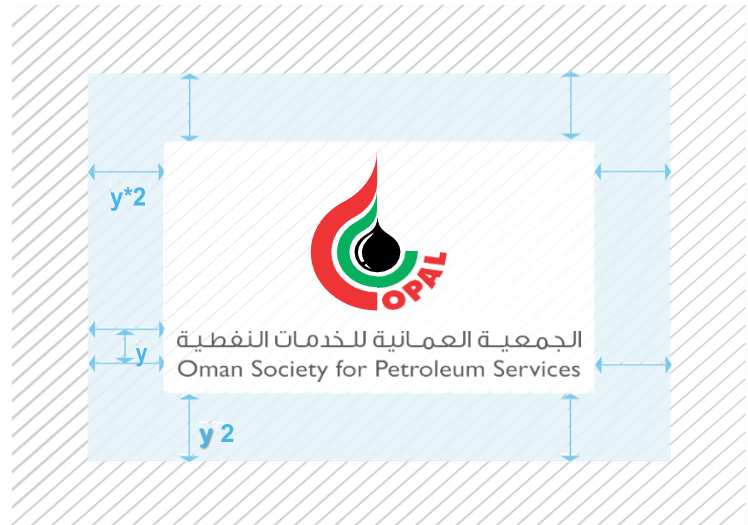
6.2 Logo Size, Colors and Constructions

6.2.1 Logo Clear Space

Grey striped area indicates Safe Zones. Other graphical and visual elements can be safely positioned up to the adjoining Blue area.

Blue indicates Clear Space. The blue area must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the measurement 'X' (equal to the height of the uppercase letters, known as the 'cap-height'. The width is equal to the height.)



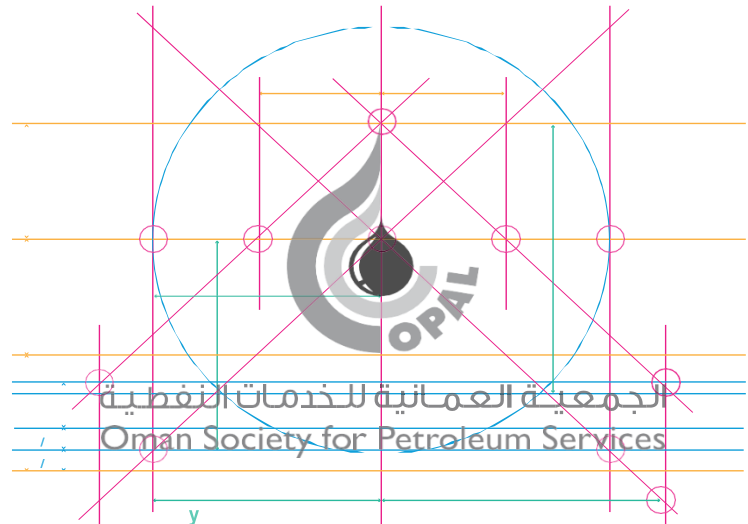
6.2.2 Logo Construction

Blue (z) indicates overall proportions for the logotype and logomark. Height of (z), the cap-height, is equal to baseline of tagline to baseline of logotype.

Green (x+y) indicates distance from center of logo to top of logomark, and logotype etc. The blue area must be kept free of all other graphical and visual elements.

Magenta indicates various item alignments and intersects (shown as circles). For example: the end of the logotype meets the 45 degree intersect from top of the logomark, or end of tagline meets the 45 degree intersect from middle of the logomark.

Yellow/Grey (w) shows how complete logo is divided into 3 equal horizontal segments.





6.2.3 Primary Full Tone Colour

This is the primary logo to use and includes a subtle Colour Burn to the overlapping arms.

This is your main go-to version of the logo, except for limited exceptions below.



6.2.4 Primary Full Flat Colour

This is the flat colour version and can be used in environments that might require a cleaner aesthetic.



6.2.5 Full Tone Greyscale

The greyscale version can be used for higher quality, but still B/W print reproduction, where inner halftone screen is used.



6.2.6 Solid Black

The solid black version is only to be used for Fax, and some forms of black/white commercial printing applications, such as local newspapers etc, where course halftones screens are used.



6.2.7 Social Media

There 2 versions of the Social Media profile image. Each are saved with Transparent backgrounds.



The 1st one can be used for all round & square cornered profile destinations, such as: Twitter, Facebook etc, and is placed within a container (shown as cyan & magenta key lines).

The 2nd one is for circular profile destinations, such as: Google+, Instagram etc and as such does not come inside a container.

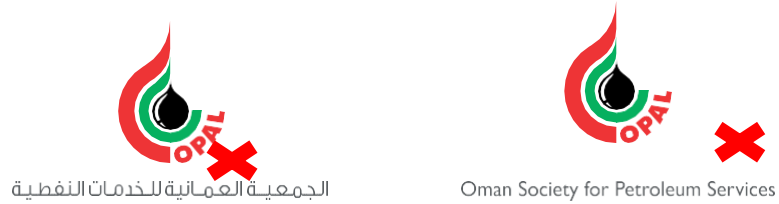


6.2.8 Logo Best Practices

Some examples of logo misuse are shown below:

Do Not: Logomark

To ensure your brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter, modify any part of the logo.



Do Not: Logomark

Do not resize or change the position of the logomark.



Do Not: Fonts

Do not use any other font, no matter how close it might look to Proxima Sans.



Do Not: Sizing

Do not use squish or squash the logo. Any resizing must be in proportion.



Do Not: Colour

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines





6.2.9 Minimal Logo Size

There are no predetermined sizes for the OPAL logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. There is no preset maximum size for the logo.

Large Scale Use
Scale width between:
5 cm – upward 600 px – upward

Small Scale Use
Scale width between:
3 cm – upward 350 px – upward

Logo size: Print

In print the minimum size is 3cm.



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Oman Society for Petroleum Services



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Logo size: Digital

For digital uses the minimum size for the standard logo is 350 pixels



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Minimum size 350 px



16 px

Note: Terms and conditions applied to any other OPAL Logotype not listed above.



7 Policy on Nonconformance

If the use of the Oman Society of Petroleum Services (OPAL) brand or logotype does not conform with the requirements in this document, OPAL will provide notice, in writing, via email or any other form, and guidance for bringing the brand and logo use into conformance. In case of disregard of issued notice, OPAL maintains the right to seek legal actions in order to prevent harm to itself.

**8 OPAL Logo Request Form****Use of Logo Request Form****1. Organisation Details**

Organisation Name:

Company Registration (CR) Number:

Date of Application:

OPAL Membership Number:

OPAL Membership expiry date:

Address:

Focal point name:

Company General Manager:

Contact Number:

Contact Number:

E-Mail Address:

E-Mail Address:

2. Use of OPAL logo

(Please describe the media where the log will be displayed)

3. Declaration

By applying for permission to use the OPAL Logo, we acknowledge to follow the instructions given on the correct use of the OPAL Logotypes and agree to hold OPAL harmless from any liability/ damage in our exercise of that right in using the OPAL Logotypes. We understand and agree, that the right to use the OPAL Logotype can be removed from us at OPAL's discretion.

Name:

Designation:

Date:

Signature:

Stamp:

4. OPAL (Internal use)Application Approved

Name:

Designation: Member Networking Manager

Date:

Signature: