



Occidental Petroleum Corporation Style Guidelines





Occidental Petroleum Corporation first introduced the corporate trademark, also known as the Oxy logo, in the early 1970s. The logo incorporates for the commonly used “Oxy” name as well as the corporate ticker symbol used in trading stock on the New York Stock Exchange. The use of red, white and blue is distinctive and serves as a subtle reminder that Oxy is a U.S. headquartered corporation. The comet tails encircling the word “Oxy” suggest energy.

The following pages set forth general guidelines for appropriate corporate signature, corporate trademark and corporate color palette treatment and applications. Please refer to the guidelines when using the corporate signature and corporate trademark for both internal and external communications (e.g., in signage, publications and electronic artwork).

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PRIMARY LOGO - CMYK HORIZONTAL - FOR USE IN ALL PRINTED AND DIGITAL MATERIALS

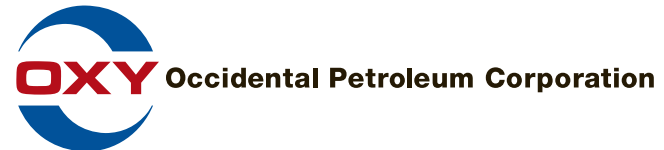
Comet: CMYK Gradation based on Pantone Blue 287 / OXY: CMYK Build of Pantone Red 1807 (0 100 96 28) / Text: Black (100K)



ALTERNATE LOGOS - TO BE USED ONLY IF PRODUCTION LIMITATIONS DO NOT ALLOW FOR USE OF CMYK LOGO ABOVE



ALTERNATE GREYSCALE HORIZONTAL LOGO
USE ONLY IN BLACK & WHITE PRINTING
Comet: Greyscale Gradation / OXY: Black (100K) / Text: Black (100K)



ALTERNATE PANTONE HORIZONTAL LOGO
USE ONLY IN SOLID COLOR PRINTING/SCREEN PRINTING
Comet: PMS 287 / OXY: PMS 1807 / Text: PMS Black



ALTERNATE BLACK HORIZONTAL LOGO
USE ONLY IN SOLID B&W PRINTING/SCREEN PRINTING
Comet: Black (100K) / OXY: Black (100K) / Text: Black (100K)



ALTERNATE REVERSED HORIZONTAL LOGO
USE ONLY ON DARK CONFLICTING BACKGROUND
Comet: Reversed (KO) / OXY: Reversed (KO) / Text: Reversed (KO)

PRIMARY LOGO - CMYK VERTICAL - FOR USE IN ALL PRINTED AND DIGITAL MATERIALS

Comet: CMYK Gradation based on Pantone Blue 287 / OXY: CMYK Build of Pantone Red 1807 (0 100 96 28) / Text: Black (100K)



Occidental Petroleum Corporation

ALTERNATE LOGOS - TO BE USED ONLY IF PRODUCTION LIMITATIONS DO NOT ALLOW FOR USE OF CMYK LOGO ABOVE



Occidental Petroleum Corporation

ALTERNATE GREYSCALE VERTICAL LOGO
USE ONLY IN BLACK & WHITE PRINTING
Comet: Greyscale Gradation / OXY: Black (100K) / Text: Black (100K)



Occidental Petroleum Corporation

ALTERNATE BLACK VERTICAL LOGO
USE ONLY IN SOLID B&W PRINTING/SCREEN PRINTING
Comet: Black (100K) / OXY: Black (100K) / Text: Black (100K)



Occidental Petroleum Corporation

ALTERNATE PANTONE VERTICAL LOGO
USE ONLY IN SOLID COLOR PRINTING/SCREEN PRINTING
Comet: PMS 287 / OXY: PMS 1807 / Text: PMS Black



Occidental Petroleum Corporation

ALTERNATE REVERSED VERTICAL LOGO
USE ONLY ON DARK CONFLICTING BACKGROUND
Comet: Reversed (KO) / OXY: Reversed (KO) / Text: Reversed (KO)

PRIMARY LOGO - CMYK TRADEMARK - FOR USE IN ALL PRINTED AND DIGITAL MATERIALS

Comet: CMYK Gradation based on Pantone Blue 287 / OXY: CMYK Build of Pantone Red 1807 (0 100 96 28) / Text: Black (100K)
Trademark should only be used without the wordmarks in rare, pre-approved instances.



ALTERNATE LOGOS - TO BE USED ONLY IF PRODUCTION LIMITATIONS DO NOT ALLOW FOR USE OF CMYK LOGO ABOVE



ALTERNATE GREYSCALE TRADEMARK
 USE ONLY IN BLACK & WHITE PRINTING
 Comet: Greyscale Gradation / OXY: Black (100K) / Text: Black (100K)



ALTERNATE BLACK TRADEMARK
 USE ONLY IN SOLID B&W PRINTING/SCREEN PRINTING
 Comet: Black (100K) / OXY: Black (100K) / Text: Black (100K)



ALTERNATE PANTONE TRADEMARK
 USE ONLY IN SOLID COLOR PRINTING/SCREEN PRINTING
 Comet: PMS 287 / OXY: PMS 1807 / Text: PMS Black



ALTERNATE REVERSED TRADEMARK
 USE ONLY ON DARK CONFLICTING BACKGROUND
 Comet: Reversed (KO) / OXY: Reversed (KO) / Text: Reversed (KO)

PRIMARY LOGO - CMYK SMALL SPACE - FOR USE IN ALL MATERIALS WHEN LOGO MUST BE SCALED SMALLER THAN 3" WIDE

Comet: CMYK Gradation based on Pantone Blue 287 / OXY: CMYK Build of Pantone Red 1807 (0 100 96 28) / Text: Black (100K)



ALTERNATE SMALL SPACE LOGOS - TO BE USED ONLY IF PRODUCTION LIMITATIONS DO NOT ALLOW FOR USE OF CMYK LOGO ABOVE



ALTERNATE GREYSCALE SMALL SPACE (3" OR LESS) LOGO
USE ONLY IN BLACK & WHITE PRINTING

Comet: Greyscale Gradation / OXY: Black (100K) / Text: Black (100K)



ALTERNATE PANTONE SMALL SPACE (3" OR LESS) LOGO
USE ONLY IN SOLID COLOR PRINTING/SCREEN PRINTING

Comet: PMS 287 / OXY: PMS 1807 / Text: PMS Black



ALTERNATE BLACK SMALL SPACE (3" OR LESS) LOGO
USE ONLY IN SOLID B&W PRINTING/SCREEN PRINTING

Comet: Black (100K) / OXY: Black (100K) / Text: Black (100K)



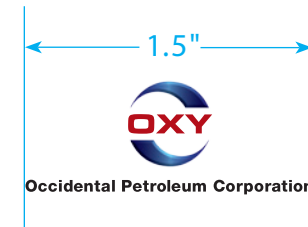
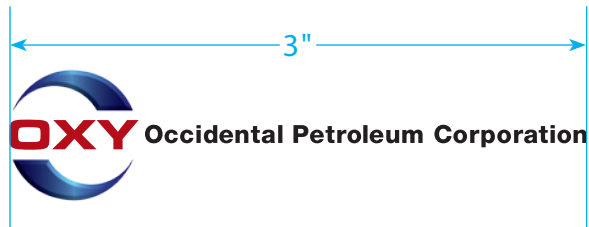
ALTERNATE REVERSED SMALL SPACE (3" OR LESS) LOGO
USE ONLY ON DARK CONFLICTING BACKGROUND

Comet: Reversed (KO) / OXY: Reversed (KO) / Text: Reversed (KO)

OXY LOGO SIZING GUIDELINES

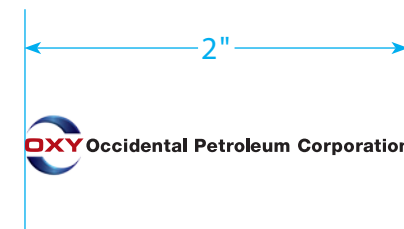
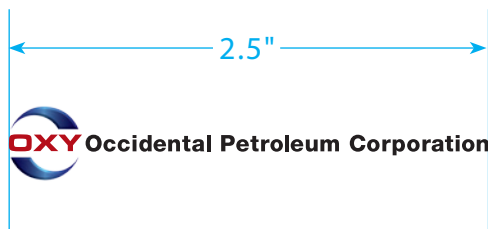
To ensure type legibility and visual impact of OXY Corporate Signatures, proper care should be taken when sizing logos in all printed and digital materials. The standard horizontal and vertical logos should not be reproduced smaller than specified minimum measurements shown below.

When space is extremely limited, use the Small Space Logo which is designed specifically for this purpose. However, it is not recommended that the small space logo be scaled below 2" wide as it begins to lose integrity.



LARGE SPACE HORIZONTAL LOGO AND VERTICAL LOGO MINIMUM SIZING

DO NOT SCALE LOGOS SMALLER THAN DIMENSIONS SPECIFIED ABOVE



SMALL SPACE HORIZONTAL (3" OR LESS) LOGO SIZING EXAMPLES

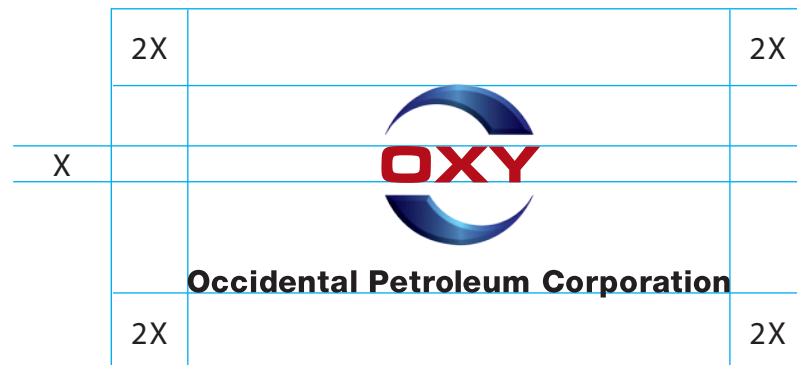
USE HORIZONTAL LOGO IF SCALING BETWEEN 3" AND 2" WIDE. WHEN SCALING LOGO BETWEEN 2" AND 1-1/2" WIDE USE STACKED LOGO. SCALING SMALLER THAN 1-1/2" WIDE IS NOT RECOMMENDED.

STAGING THE OXY LOGO

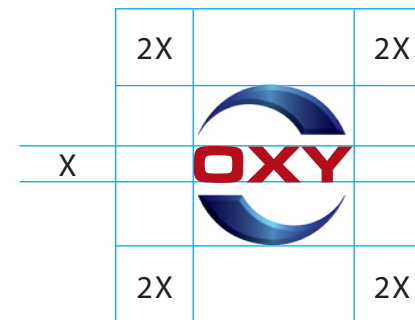
To ensure visual impact, the OXY trademark and signature must be properly staged on all printed and digital materials. It should be free of intrusion by any other graphic element and a safe distance from the edge of any printed page. It should be surrounded on all sides by a minimum amount of clear space “2X” as measured in terms of “X”.



HORIZONTAL LOGO CLEARANCE



VERTICAL LOGO CLEARANCE



TRADEMARK CLEARANCE

ACCEPTABLE COLOR TREATMENTS

The colors for the Corporate Trademark and Signatures are red, blue, white and black. These colors must be distributed as shown, and must never be interchanged. Whenever possible, the logos should be reproduced on a white background. When featured on a non-white background, the logos should appear entirely reversed as shown.



CMYK
BEVELED GRADATION



GREYSCALE
BEVELED GRADATION



PANTONE 287 C
CMYK: 100 68 0 12
RGB: 0 83 155



PANTONE 1807 C
CMYK: 0 100 96 28
RGB: 181 18 27



PRIMARY COLORS - These are the red and blue Corporate Trademark and Signature colors



PANTONE 287 C
CMYK: 100 68 0 12
RGB: 0 83 155



PANTONE 1807 C
CMYK: 0 100 96 28
RGB: 181 18 27

SECONDARY COLORS - These are colors that compliment the Corporate Trademark and Signature colors to be used sparingly as accents in design pieces



PANTONE 645 C
CMYK: 55 24 0 9
RGB: 103 153 200



PANTONE 168 C
CMYK: 0 57 100 59
RGB: 126 67 0



PANTONE 723 C
CMYK: 0 43 97 17
RGB: 212 137 28



PANTONE 105 C
CMYK: 0 3 100 50
RGB: 150 137 0



PANTONE 7421 C
CMYK: 0 100 30 61
RGB: 120 0 50



PANTONE 167 C
CMYK: 0 60 100 17
RGB: 208 111 26



PANTONE 125 C
CMYK: 0 26 100 26
RGB: 196 150 12



PANTONE 103 C
CMYK: 0 3 100 18
RGB: 219 197 0

TERTIARY COLORS - These colors are to be used sparingly and as needed as a compliment to the secondary colors



PANTONE 144 C
CMYK: 0 48 100 0
RGB: 248 151 29



PANTONE 383 C
CMYK: 20 0 100 19
RGB: 178 187 30

UNACCEPTABLE COLOR TREATMENTS

The colors for the Corporate Trademark and Signatures must never be interchanged, treated in outline, laterally inverted, rotated, distorted or overprinted on a confusing background so as to maintain it's integrity as a recognizable graphic. Select background colors that do not detract from or obscure the trademark shape.



DO NOT INTERCHANGE
COLORS



DO NOT OUTLINE



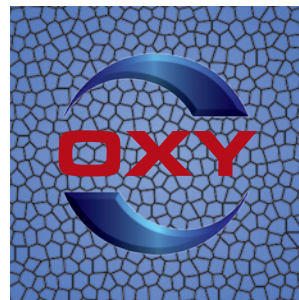
DO NOT LATERALLY
INVERT COMET TAILS



DO NOT DISTORT
WITH DROP SHADOW



DO NOT PLACE ON
DARK BACKGROUND
(USE REVERSE LOGO)



DO NOT PLACE ON
COMPLEX BACKGROUND
(USE REVERSE LOGO)



DO NOT ROTATE OR
DISTORT THE ELLIPSE
IN ANY WAY



DO NOT EMBED LOGO
IN OTHER LOGOS/ART

FONTS

“OXY” is set in Microgramma Bold Extended.

“Occidental Petroleum Corporation” is set in Helvetica Neue Heavy.

These typefaces may be used to complement the logo in your communications.

**Microgramma Bold Extended**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Helvetica Neue Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()