



2015 CORPORATE STYLE GUIDE

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About Di-Corp (1957 - 2015)

- 1957 **Hollimex Products Co.** started in the basement of Robert F. LePoole from where he imported pipe tobacco and bicycles from Holland
- 1958 **Hollimex** entered the oil well drilling market by selling **Staflo Akzo Nobel**
- 1968 **Hollimex** entered the mineral processing market by selling **Depramin** to the potash industry in Saskatchewan
- 1972 Robert's son, Steven joined the company. Diversification was started to increase market share in different industries
- 1979 **Hollimex** bought **Canamara Supply Ltd.** The company entered the wholesale drilling fluid market serving western Canada
- 1982 **Canamara Supply Ltd.** merges with **United Mud Supply Ltd** and a new office in Calgary was led by Don Peteherych, one of the founders of **United Mud**. Calgary had a laboratory for technical support and an equipment division, supplying testing equipment
- 1984 **Hollimex** enters the food production industry, selling **Akucell**. **Steven LePoole** (Robert's son) becomes President with the expectancy of his fathers retirement in 1997
- 1986 **Canamara-United Supply** purchased the wholesale business of **Wyo-Ben Inc**, establishing **Canamara-United** as the largest wholesaler of drilling fluids in Canada
- 1989 The **Cementing & Stimulation** division was created to service the cementing industry in western Canada
- 1996 **Diversity Technologies (Di-Corp)** was established as the holding company for the four companies: **Canamara-United Supply**-drilling fluids and cementing; **Hollimex Products**-drilling fluids, mining and food ingredients; **Canamara Equipment**-testing equipment for drilling fluids; and **Pallets Unlimited**-pallet production and repairs in Innisfail, AB
- 1997 **Robert LePoole** (Founder) officially retires. Leaving the company fully in his son's (Steven) hands
- 1999 A new industry diversification was begun in the form of **Canamara Specialty Drilling Systems (Canamara SDS)**. This division supplied the small bore drilling industries in western Canada focusing on water well, diamond core drilling, HDD, seismic, and geotechnical drilling
- 2004 **Canamara Specialty Drilling Systems (Canamara SDS)** was renamed **The Drilling Depot**. **Di-Corp** acquires **Westcoast Drilling Supplies (WDS)** of Delta, BC. **WDS** supplied minerals exploration drillers with both fluids and drill steel such as rods, casing, tooling and bits. **WDS** grew rapidly to become one of **Di-Corp's** largest divisions by 2007
- 2005 **The Drilling Depot** continued to grow by acquisition and organically. It purchased **R&R Drilling Supplies** of Moncton, NB
- 2006 **Gemini Machining & Consultants** of Nisku, AB was acquired by **Di-Corp** with the intention of producing some of the **WDS** product line in-house
- 2007 **The Drilling Depot - Calgary** was established. **Di-Corp** added **Drillwell Enterprises** of Barrie, ON to the fold, becoming **The Drilling Depot - Ontario**
- 2008 Steven LePoole retired and **David Lloyd** took over the presidency. David had the unenviable task of navigating the company through the 2008-2009 worldwide downturn, reducing overhead and downsizing unprofitable divisions
- 2011 David helped transition **Dirk LePoole** (Steven's son) into the presidency. David joined the Advisory Board, as well as keeping some managerial and executive responsibilities
- 2012 **Di-Corp** acquired **Jentech Drilling Supply Inc** of Reno, NV. **Jentech** takes **Di-Corp** into the new area of production blast-hole drilling for open pit mining operations. **Di-Corp** also undergoes a major rebrand, combining all separately named divisions under the global brand of **Di-Corp**. **Gemini** divestiture also occurred during this time
- 2013 **Di-Corp** and **Drillers Edge** undergo a strategic merger to increase growth into the international exploration market. **Di-Corp** also opens its first frac sand transloading facility in Grande Prairie, AB
- 2014 **Di-Corp** opens its second sand transloading site in Rocky Mountain House, AB

The Brand Logo

All elements of our visual identity need to reflect our brand values.

The brand logo is the most important element of our visual identity and must be used on all collateral. It consists of the Di-Corp “i” symbol and the Di-Corp name. The brand logo must not be altered in any way - inconsistency will seriously undermine its unique potency for our business.



Full-color on a white background is the preferred way to use the logo, maintaining its clear and bold nature. This has been designed to work with two-color printing (Pantone 368c and Pantone 424c) and four-color process (CMYK).

The logo must always be reproduced from a digital master reference. EPS files should be used for printed materials. It must never be printed from a JPG or GIF format master reference. All digital master references can be obtained from the Di-Corp Marketing Team.

DO NOT CREATE YOUR OWN ARTWORK.

Corporate Colors

Our corporate colors are a bold and fresh combination of grey and green. Of these, green is the most significant.

Colors are an important part of our visual identity. To make sure they are consistent across all our materials, always match our green (Pantone 368c) to the printers color swatches rather than existing printed materials, which can give a misleading result.

The corporate colors should be used appropriately - expressing say, a key detail but never dominating.



Pantone 368c

C58 M2 Y100 K0

R119 G188 B31

#77BC1F



Pantone 424c

C57 M47 Y48 K14

R112 G113 B112

#707170

Typeface

Our typeface is “DIN”. It is modern and highly legible, and complements the brand marque perfectly. It is also available in a variety of weights. We recommend the minimum point size of 9 for body copy. DIN or Calibri should be used for all printed and digital promotional materials.

DIN is not a standard font and needs to be added to your font library. With this in mind, if you create a Word, Excel or Powerpoint document that will be sent to a customer the font will automatically revert back to Times New Roman because the customer will not have the DIN font. To get around this, always use Calibri when creating a Word, Excel or Powerpoint document. PDF is the preferred file type when sending files externally.

The DIN fonts are available in the Templates (T:) drive on the network under the Fonts folder. Once you have located the files open each file and click install at the top. You can also copy the files from this folder and paste them into the Fonts folder on your computer by going to Start>Computer>OS (C:)>Windows>Fonts.

Note: You may need to get administration rights to add the files to this folder.

DIN TYPEFACE

DIN Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DIN Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DIN Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DIN Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

What Not to Do

The logo is the one constant throughout all the material we produce. It is therefore important that it always appears in exactly the same way, wherever it is used.

To ensure this, always reproduce it from a digital master reference. Never redraw or modify it in any way or alter the relationship between any of its elements.

Below are several examples of the brand logo's misuse. Please apply these same principles to all logos under the Di-Corp brand.

ALWAYS USE DIGITAL ARTWORK AS SUPPLIED.



DO NOT USE DIFFERENT COLORS.



DO NOT APPLY GRAPHICAL EFFECTS.



DO NOT USE THE LOGO WITHOUT THE TAG LINE



DO NOT DISTORT ITS SHAPE.



DO NOT CHANGE THE TAG LINE.

Basic Design Elements

Corporate Logo

The Di-Corp logo should be used on all promotional material. Never attempt to recreate the logo, always use the logo supplied.

The logo is created using graphic components. The components within the logo should never be used separately unless with prior approval from the Marketing Team. We have labeled these components the Text and the Icon.

Where possible the Di-Corp logo should appear on a white background.

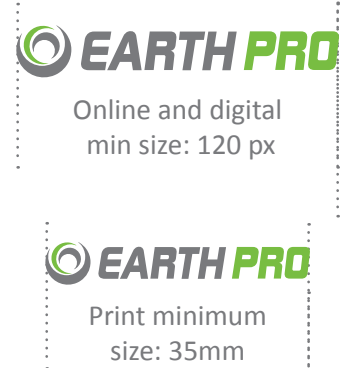


Earth Pro Logo

The Di-Corp Earth Pro logo should be used on all promotional material. Never attempt to recreate the logo, always use the logo supplied.

The logo is created using graphic components. The components within the logo should never be used separately unless with prior approval from the Marketing Team. We have labeled these components the Text and the Icon.

Where possible the Di-Corp Earth Pro logo should appear on a white background.



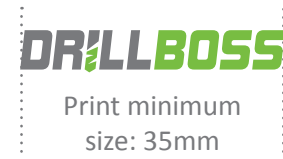
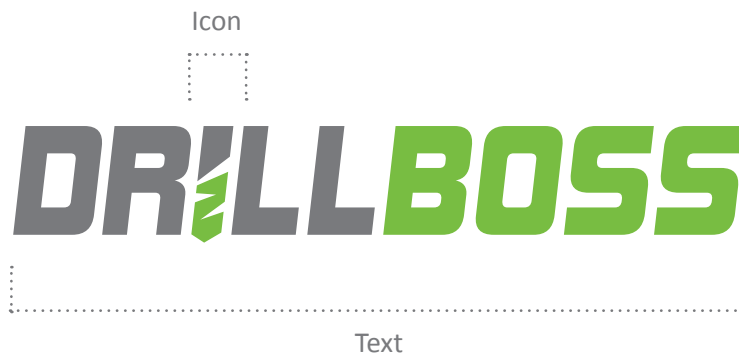
Logo Guidelines

Drill Boss Logo

The Di-Corp Drill Boss logo should be used on all promotional material. Never attempt to recreate the logo, always use the logo supplied.

The logo is created using graphic components. The components within the logo should never be used separately unless with prior approval from the Marketing Team. We have labeled these components the Text and the Icon.

Where possible the Di-Corp Drill Boss logo should appear on a white background.



white color option



full black color option



color background option



grey scale color option
(C0 M0 Y0 K50)

Drillers Edge Logo

The Di-Corp Drillers Edge logo should be used on all promotional material. Never attempt to recreate the logo, always use the logo supplied.

The logo is created using graphic components. The components within the logo should never be used separately unless with prior approval from the Marketing Team. We have labeled these components the Text and the Icon.

Where possible the Di-Corp Drillers Edge logo should appear on a white background.



white color option



full black color option



color background option



grey scale color option
(C0 M0 Y0 K50)

Logo Guidelines

Di-Corp Shirts and Jackets Options

Di-Corp encourages the use of branded shirts and jackets where appropriate. The three color variations allowed are black, white or dark grey with the appropriate Di-Corp logo (see below).

Brand logos may be used in conjunction with the Di-Corp logo on branded material. Speak to the Marketing Department for more information.

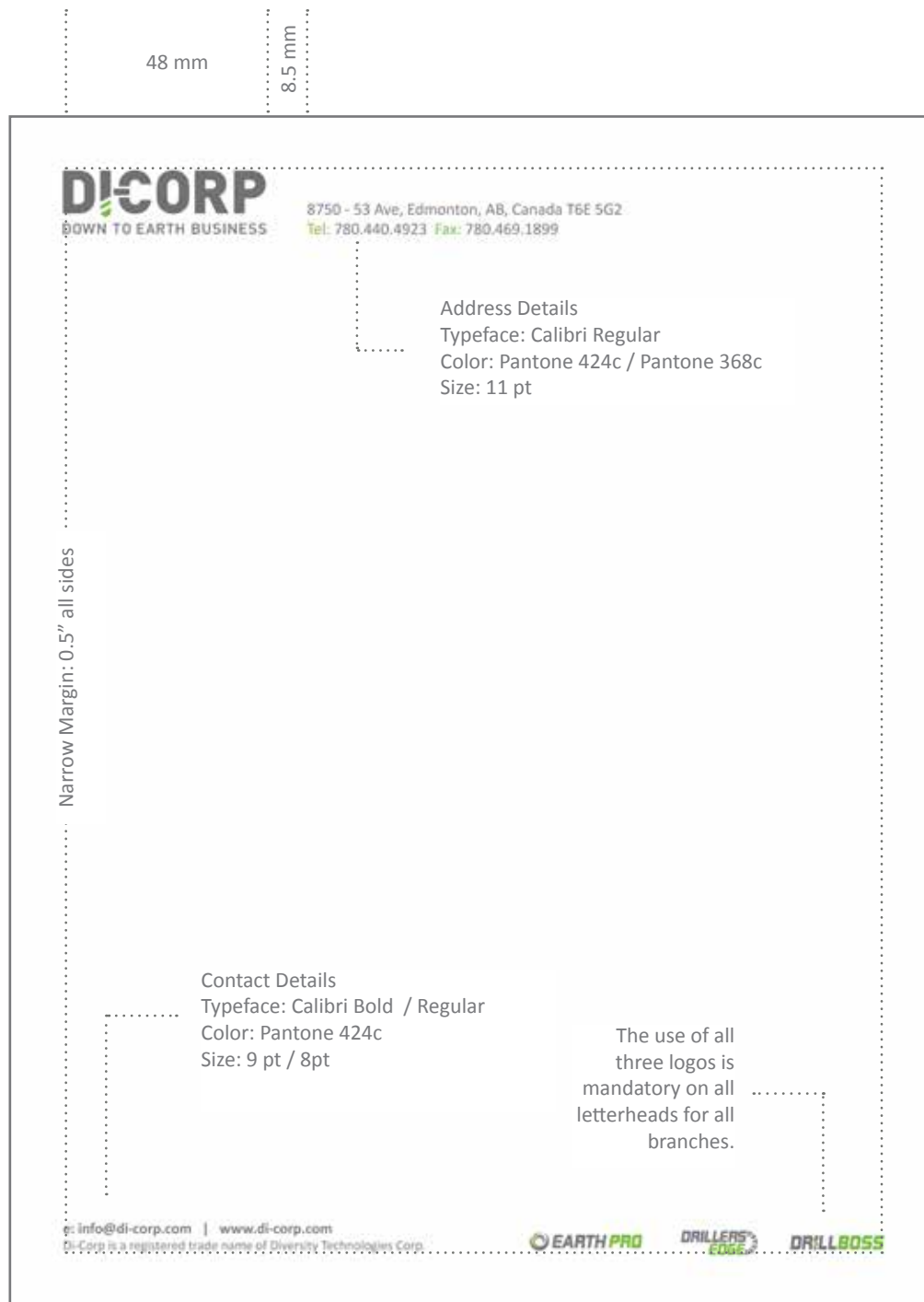
Logo size should be 9cm x 3cm (approx). Varies by product and print size.



8.5 x 11 Letterhead

All reproduction of the Di-Corp letterhead should be setup to the following guidelines. Each office has their own letterhead which can be found in the Templates (T:) drive on the network.

Note: Always use the appropriate office template. If a customer spans two offices use the Head Office (Edmonton) template.



Corporate Stationary

8.5 x 11 Fax Cover

All reproduction of the Di-Corp fax cover should be setup to the following guidelines. Each office has their own fax cover which can be found in the Templates (T:) drive on the network.

Note: Always use the appropriate office template. If a customer spans two offices use the Head Office (Edmonton) template.

48 mm

8.5 mm

Address Details
Typeface: Calibri Regular
Color: Pantone 424c / Pantone 368c
Size: 11 pt

DI-CORP
DOWN TO EARTH BUSINESS

8750 - 53 Ave, Edmonton, AB, Canada T6E 5G2
Tel: 780.440.4923 Fax: 780.469.1899

To: [Type the recipients name] **From:** [Type the senders name]
Fax: [Type the recipient fax number] **Pages:** [Type number of pages]
Phone: [Type the recipient phone number] **Date:** [Pick the date]
Re: [Type text] **CC:** [Type text]

☐ Urgent ☐ For Review ☐ Please Comment ☐ Please Reply ☐ Please Recycle

This fax may contain privileged or confidential information and is intended for the addressee only.
If you receive this fax by mistake, please inform Di-Corp on 780-440-4923.

Comments:
[Type comments]

Narrow Margin: 0.5" all sides

Contact Details
Typeface: Calibri Bold / Regular
Color: Pantone 424c
Size: 9 pt / 8pt

The use of all three logos is mandatory on all fax covers for all branches.

info@di-corp.com | www.di-corp.com
Di-Corp is a registered trade name of Diversity Technologies Corp.

EARTH PRO **DRILLERS EDGE** **DRILLBOSS**

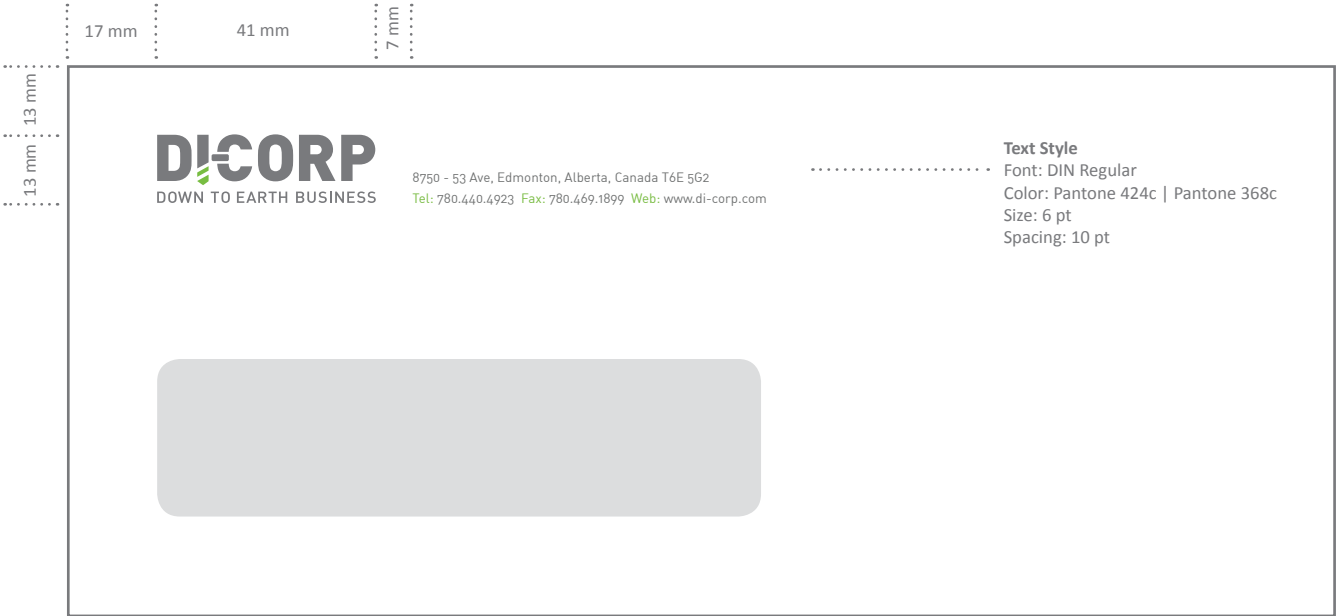
Business Cards



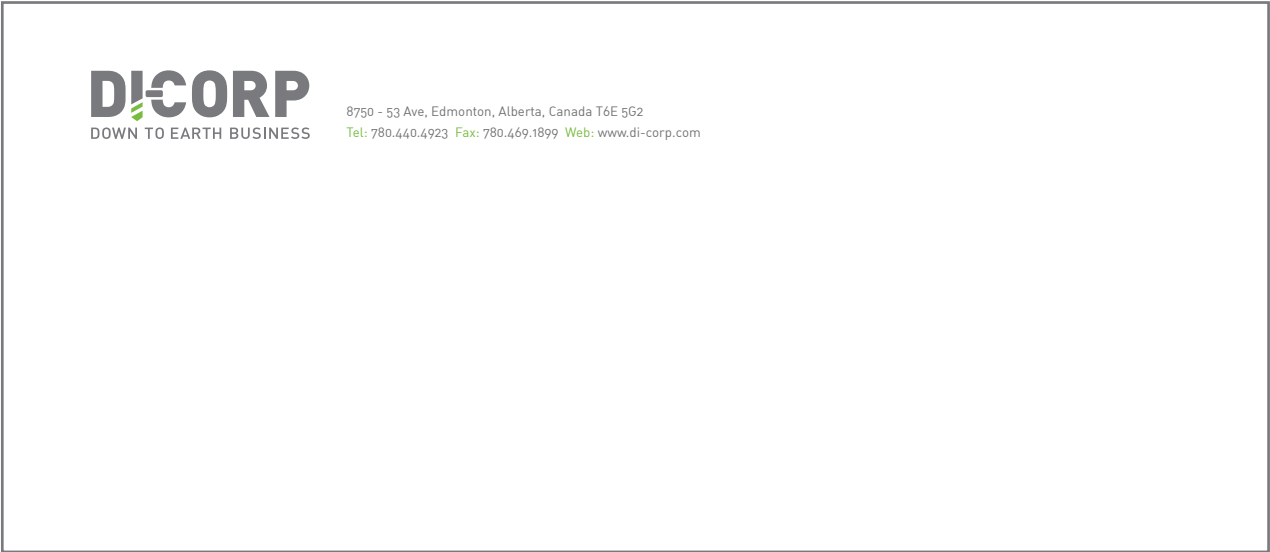
Guidelines:

- Names may be proceeded by qualifications.
- Titles should not include division names or area locations.
- Addresses should not have a name associated.
- Phone numbers should not contain letters.

No. 10 Envelopes with window



No. 10 Envelopes without window - Same dimensions as above



Note: Each office should have their own envelopes with the corresponding address and contact details. Templates can be found in the Templates (T:) drive on the network.


230 mm x 350 mm Catalog Envelopes



Note: Each office should have their own envelopes with the corresponding address and contact details. Templates can be found in the Templates (T:) drive on the network.

292 mm x 368 mm Catalog Envelopes are also available. Dimensions are the same as above.

Press Release Template (only to be used by Marketing)

Press Release	
Date	
TITLE	
Text	
<p>This is the template for Di-Corp Press Releases. All reproduction should be setup to these guidelines in your current version of MS Word.</p> <p>An electronic version of this template is available upon request.</p> <p>Paper size: 8.5 x 11 Font: Calibri Regular (Date and Text), Calibri Bold (Titles and Header) Font Size: 11 pt (Header, Date and Text), 14 pt (Title) Font color: Pantone 424c</p> <p>Logo Size: 1.71" x 0.55"</p> <p>Narrow Margins: All sides 0.5"</p> <p>Separation Line Color: Pantone 368c</p>	
Submitted by: Name Title Email Phone	
ABOUT DI-CORP	
<p>At Di-Corp, we have proudly developed a reputation for meeting and exceeding the expectations of our customers since 1960. We build relationships that focus not only on down to earth customer service, but the capabilities and expertise of our staff as well.</p> <p>Di-Corp is a leading distributor of specialty chemicals, parts and accessories serving the energy, mining, and drilling industries. Our marketing divisions focus on all aspects of your industrial project; Mineral Exploration, Drilling Fluid Supply, Cementing & Stimulation, Mining, Research & Development, Testing Equipment, and all Small Bore Drilling disciplines. Our geographic footprint, stretching coast-to-coast in Canada, the United States and around the world drives value for our customers and makes us your preferred supplier.</p>	
<hr/> <p>Di-Corp Head Office: 8750 – 53 Ave Edmonton Alberta T6E 5G2 T: 780-440-4923 F: 780-469-1899 info@di-corp.com www.di-corp.com</p>	

Press Release Example

Press Release



3 September 2014

DI-CORP STARTS CONSTRUCTING ON IT'S SECOND FRAC SAND TRANSLOADING SITE

Di-Corp has been in the Oil & Gas business for over 60 years. Due to the expanding hydraulic fracturing market boom, Di-Corp saw an opportunity to build a Frac Sand Transloading site in central Alberta. Construction on this new site will start on September 5, 2014 in Rocky Mountain House, Alberta.

The new site will feature a storage capacity of 12,000 tons with six silos and two drive through loading lanes on scales. This site has a 120 railcar capacity and three switches per week (40 railcars per switch). In addition this site will have a railcar mover and the ability to weigh product from the railcar. The conveyor system on this site can handle 350 tons per hour and has a dustless loading / unloading system.

For health and safety purposes this site has a fall protection system for both truck and rail. The site will be operating on a 7 day work week with an automated control system. The site will employ around 10 full time workers to service the site.

This will be Di-Corp's second Frac Sand Transloading site within Alberta. The first site in Grande Prairie opened November 1, 2013 and has an annual throughput capacity of 550,000 tons of frac sand with 3 rail tracks capable of holding 60 cars for unloading.

Submitted by:
Megan Turner
Marketing Manager
meganturner@di-corp.com
T: 780-395-5040

ABOUT DI-CORP

At Di-Corp, we have proudly developed a reputation for meeting and exceeding the expectations of our customers since 1960. We build relationships that focus not only on down to earth customer service, but the capabilities and expertise of our staff as well.

Di-Corp is a leading distributor of specialty chemicals, parts and accessories serving the energy, mining, and drilling industries. Our marketing divisions focus on all aspects of your industrial project; Mineral Exploration, Drilling Fluid Supply, Cementing & Stimulation, Mining, Research & Development, Testing Equipment, and all Small Bore Drilling disciplines. Our geographic footprint, stretching coast-to-coast in Canada, the United States and around the world drives value for our customers and makes us your preferred supplier.

Di-Corp Head Office: 8750 – 53 Ave | Edmonton | Alberta | T6E 5G2
T: 780-440-4923 | F: 780-469-1899 | info@di-corp.com | www.di-corp.com

Presentation Templates

There are three presentation templates available for use in the Templates (T:) drive on the network...Internal Use Only, Confidential and Standard.

The Cover Slide is the same for all presentations but the internal pages will either have Internal Use Only or Confidential at the bottom. The Standard template has been left blank for instances where neither Internal or Confidential are appropriate.

Any presentation going to a customer or third party should be done using the Confidential Presentation Template for data protection purposes.

Font: Calibri

Font Color: Header - White, Body Text - Pantone 424c

Note: The grey used on the presentation templates is not the Di-Corp grey (Pantone 424c). The grey was darkened intentionally to make reading the presentations on a projector easier.

Cover Slide:



Standard Slide Page:



Internal Use Only Slide Page:



Confidential Slide Page:



Marketing Templates

Customer Presentation Templates

The Di-Corp presentation has been designed to be customizable if required. For greater emphasis when doing customer presentations the Marketing Team can insert a customer image into the banner on the Cover Slide.

As stated previously, always use the Confidential Slide Template when doing customer presentations for data protection purposes.

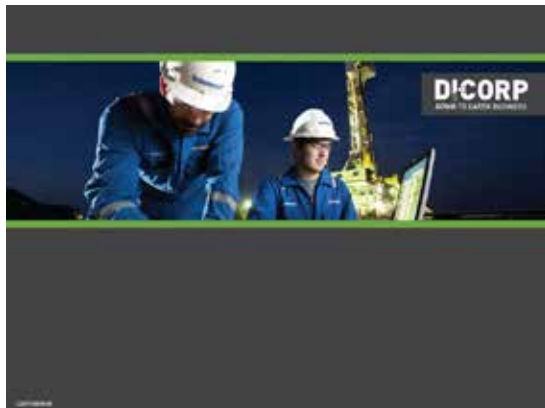
DO NOT attempt to recreate the banner image yourself. Please contact the Marketing Department which will be more than happy to assist you in developing the custom banner.

Font: Calibri

Font Color: Header Text - White, Body Text - Pantone 424c

Note: The grey used on the presentation templates is not the Di-Corp grey (Pantone 424c). The grey was darkened intentionally to make reading the presentations on a projector easier.

Customer Presentation Examples:



Sell Sheet Templates

Sell sheet templates were designed based on Division and Product Line. Current templates include...

Drilling Fluids

- Generic
- Earth Pro

Mining & Drilling Products

- Generic
- Earth Pro
- Drill Boss
- Drillers Edge

Cementing & Stimulation

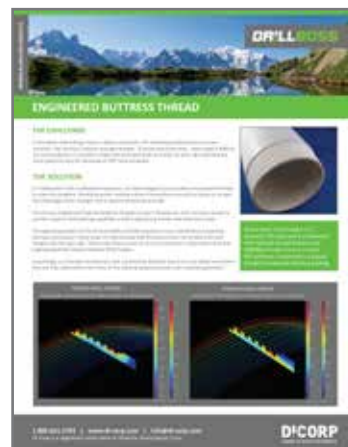
- Generic
- Earth Pro

Jentech Drilling Supply

- Generic
- Earth Pro
- Drillers Edge

Third party sell sheets (PDS) should always be converted into the appropriate Di-Corp sell sheet template before being given to a customer.

When requesting a new sell sheet, please fill out the Sell Sheet Questionnaire located in the Templates (T:) drive on the network.



Marketing Templates

Divisional Sell Sheet Templates - Generic Style

All sell sheets should have a division tab, Di-Corp logo, Di-Corp contact details (head office) and the corresponding divisional banner image. The body of the sell sheet can be a combination of text, tables and images; as well as, different layouts / columns. Text, tables and images may continue onto the back of the page if necessary.

Divisional Banner Options:



Divisional Sell Sheet Templates - Generic Style

The graphic below breakdown the font style and sizes throughout the template, as well as; the colors allowed for each element throughout the document.

Division Tab: Pantone 424c w/ white writing
Font Type/Size: Calibri Bold, 10 pt

Sections: Pantone 368c
Font Type/Size: Calibri Bold, 14 pt

Body Text: Pantone 424c
Font Type/Size: Calibri Regular, 12 pt
(nothing less than 9 pt)

Image Borders: Pantone 368c

Title: White
Font Type/Size: Calibri Bold, 22 pt

Properties Box: Pantone 368c with white text
Header Font Type/Size: Calibri Bold, 14 pt
Body Font Type/Size: Calibri Regular, 12 pt

Footer: Pantone 424c with white text
Type/Size Contact Details: Calibri Bold, 12 pt
Type/Size Name Details: Calibri Regular, 10 pt

Header: Pantone 368c and Pantone 424c
Font Type/Size: Calibri Bold, 22 pt
Font Color: White

Table Properties:
Section Header Color: Pantone 368c
Separation Lines Color: Pantone 424c
Header Text Color: White
Body Text Color: Pantone 424c
Font Type/Size: Calibri Bold/Regular, 12 pt

Footer: Pantone 424c with white text
Type/Size Contact Details: Calibri Bold, 12 pt
Type/Size Name Details: Calibri Regular, 10 pt

Divisional Sell Sheet Templates by Product Line

Font styles and color options are the same for the product line sell sheets (use guidelines on previous page). The difference with these sell sheets is the product line logo which is present on the divisional banners.

Note: Drillers Edge uses a separate banner image from the Mining & Drilling Products main banner image. All other banner images with product line logos should be the same as the generic banner images.

Earth Pro Banners



Drillers Edge Banners



Drill Boss Banners



Jentech Sell Sheet Templates

Jentech being its own company but still part of the Di-Corp family has its own unique sell sheet templates for the Earth Pro and Drillers Edge product lines.

Section Color: C100 M94 Y29 K18
Font Type/Size: Calibri Bold, 13 pt

Body Text: Pantone 424c
Font Type/Size: Calibri Regular, 11 pt
(nothing less than 9 pt)

Header Color: C100 M94 Y29 K18
Font Type/Size: Calibri Bold, 22 pt
Font Color: White

Properties: C65 M20 Y0 K0
Font Type/Size: Calibri Regular, 8.5 pt
Font Color: White

Header & Footer Border Color:
C61 M53 Y51 K52

Title Font Color: White
Background Color: C100 M94 Y29 K18
Font Type/Size: Calibri Bold, 22 pt

Table Properties:
Section Header Color: C65 M20 Y0 K0
Separation Lines Color: Pantone 424c
Header Text Color: White
Body Text Color: Pantone 424c
Font Type/Size: Calibri Bold/Regular, 10 pt

Footer: C61 M53 Y51 K52
Footer Font Color: White
Type/Size Contact Details: Calibri Bold, 11 pt
Type/Size Name Details: Calibri Regular, 9 pt

Header Color: C100 M94 Y29 K18
Font Type/Size: Calibri Bold, 22 pt
Font Color: White

Properties: C65 M20 Y0 K0
Font Type/Size: Calibri Regular, 8.5 pt
Font Color: White

Footer: C61 M53 Y51 K52
Footer Font Color: White
Type/Size Contact Details: Calibri Bold, 11 pt
Type/Size Name Details: Calibri Regular, 9 pt

Marketing Templates

Di-Corp Brochures

Di-Corp currently has a brochure for each division as well as product specific catalogs for the Drillers Edge product line. Divisional brochures should be designed in landscape view and product line specific catalogs should be designed in portrait view.

Both brochures and catalogs should have an introduction to Di-Corp at the front and a listing of all our locations (third party as well) on the back cover.



Printing Specifications

Please find below the print specifications for all divisional brochures. Do not deviate from these specifications without prior approval from the Marketing Team.

Cover - Finished Size: 11" x 8.5"

Stock: 100lb Digi - Futura Dull Cover

Colors: CMYK 4/4

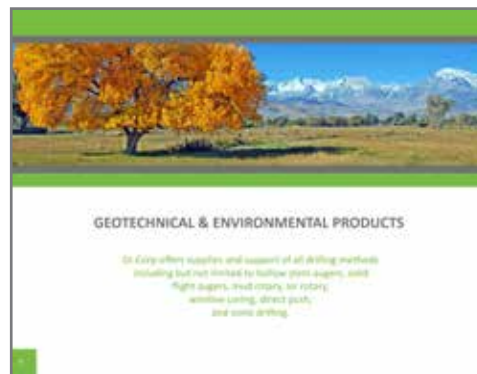
Text: Finished Size: 11" x 8.5"

Stock: 80lb Digi - Futura Dull Text

Colors: CMYK 4/4

Trim, Collate & Wire-O Bind in Black

The Mining & Drilling Products Brochure has been designed to be printed in entirety or sectioned off based on Industry. Print specification should still stay the same.



Di-Corp Catalogs

Di-Corp currently has catalogs for the Drillers Edge products; as well as, divisional brochures as mentioned previously. Divisional brochures should be designed in landscape view and product line specific catalogs should be designed in portrait view.

Both brochures and catalogs should have an introduction to Di-Corp at the front and a listing of all our locations (third party as well) on the back cover.

These catalogs have been designed to be printed in entirety or broken up by sections; as well as, by size.

Printing Specifications

Please find below the print specifications for all catalogs. Do not deviate from these specifications without prior approval from the Marketing Team.

Cover - Finished Size: 11" x 8.5"

Stock: 100lb Digi - Futura Dull Cover

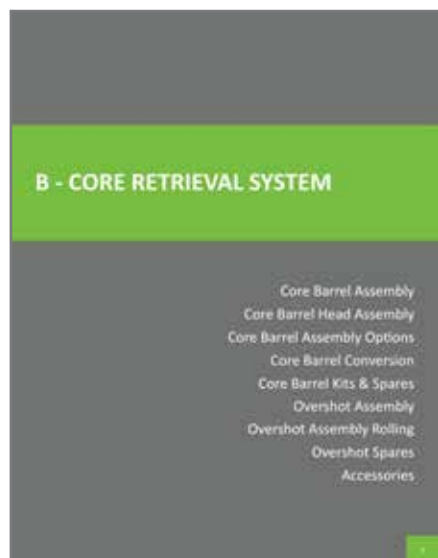
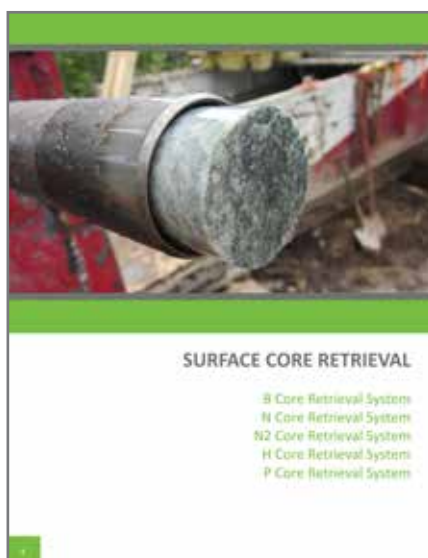
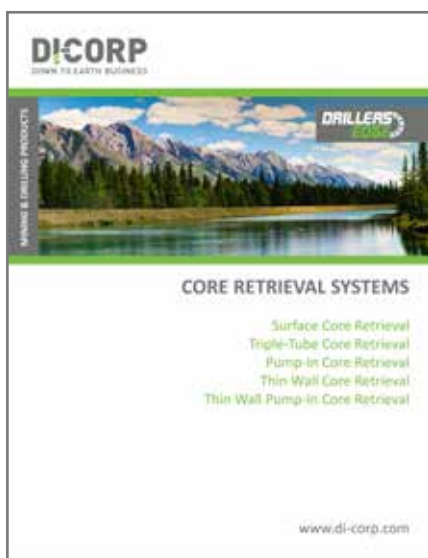
Colors: CMYK 4/4

Text: Finished Size: 11" x 8.5"

Stock: 80lb Digi - Futura Dull Text

Colors: CMYK 4/4

Trim, Collate & Wire-O Bind in Black



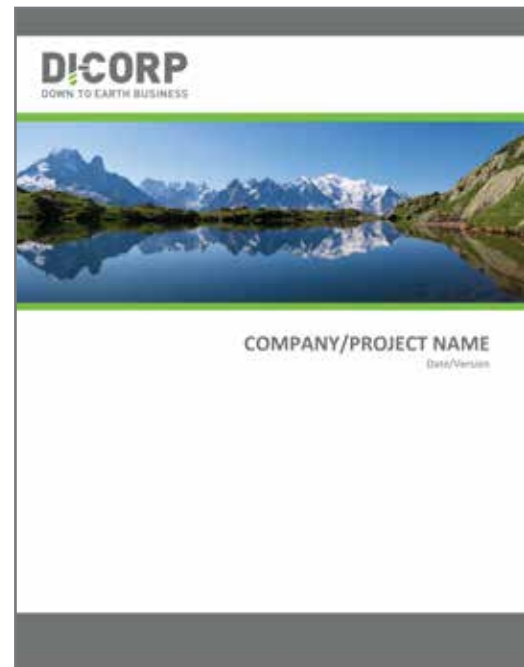
Marketing Templates

Word Document Template

The Di-Corp word document template should be used for any technical documentation, proposal documents, training documents, legal documents, procedural documents or any other document that is going to be presented to either the organization or to a third party (i.e. customers).

The word document consists of a cover page, version history, sign-off information, copyright information, table of contents, and back cover.

Word document templates can be found in the Template (T:) drive on the network.



Header & Footer Stylization

The Header should include the Title of the document and a separation line (Pantone 368c).
Header and Footer Font Type/Size/Color: Calibri Regular, 9 pt, Black

The Footer should include a separation line (Pantone 368c), the Di-Corp logo and the relevant document information such as page number, version, revision date, copyright information, etc. The amount of information provided in the footer is determined by the type of document it is.

For controlled documents the following information needs to be in the footer...

Document Subtitle (if applicable) | Page 1 of 1
© Di-Corp 2015 | Last Revision Date: mm/dd/yyyy
Commercial In-Confidence | Not controlled when printed

For internal documents that are not document controlled the only information needed would be...

Page 1 of 1
© Di-Corp 2015
For Internal Use Only

For documents that are to be distributed outside of Di-Corp whether controlled or not controlled please ensure the footer includes Commercial In-Confidence.

Body Text Stylization

TITLE - Calibri Bold, 16 pt, Pantone 368c

HEADING 1 - Calibri Bold, 16 pt, Pantone 368c

HEADING 2 - Calibri Bold, 14 pt, Pantone 424c

HEADING 3 - Calibri Regular, 12 pt, Black

NORMAL - Calibri Regular, 11 pt, Black

Example:

1 Introduction

General overview of job or project.

1.1 Business Context

If applicable

1.1.1 Success Criteria

If applicable

2 Summary

Table Stylization

Table Example	Font	Size	Text Color	Background Color
Header Text	Calibri Bold	11pt	White	R119 G188 B31 (Pantone 368c)
Body Text	Calibri Reg.	11pt	Black	White
Sub Section	Font	Size	Text Color	Background Color
Sub Section Text	Calibri Bold	11pt	White	R112 G113 B112 (Pantone 424c)

These guidelines have been put in place to ensure a consistent look and feel to all material Di-Corp produces. Deviations from these guidelines should be discussed with the Marketing Department before implementation.

Marketing Templates

Form Templates

The Form Templates have been designed for documents that do not require a cover page, table of contents or back cover.

The body text and table stylization should be the same as the Word Document Template but the Header and Footer should contain the information below.

These templates can be found in the Templates (T:) drive on the network.

Any deviations from the guidelines set out in this document should be discussed with the Marketing Department before implementation.

Di-CORP
DOWN TO EARTH BUSINESS

QST EMERGENCY DRILL REPORT FORM

DATE OF EXERCISE: _____

EXERCISE DRILL DESCRIPTION:

Type of exercise (check one below):

☐ Onsite Drill
☐ Offsite Drill
☐ Emergency Drill
☐ Other Drill - Specify type: _____

Table top exercise of: _____

Time Exercise Initiated: _____ Time 100% accountability achieved: _____

Special challenges presented (i.e. route blocked, etc.): _____

Remarks: _____

Lessons learned: _____

ATTACHMENTS:

Date	Time	Status	Time

Responsible Signature: _____ Date: _____

Page 1 of 1
Approved by: Ben Thomas
Not controlled when printed

Page 1 of 1
Approved by: Ben Thomas
Not controlled when printed

Header & Footer Stylization

The Header should include the Di-Corp logo and the Document Title.
Header Font Type/Size/Color: Calibri Bold, 16 pt, Pantone 368c, Uppercase
Footer Font Type/Size/Color: Calibri Regular, 9 pt, Black

The Footer should include a separation line (Pantone 368c) and the relevant document information such as page number, version, revision date, copyright information, etc. The amount of information provided in the footer is determined by the type of document it is.

For controlled documents the following information needs to be in the footer...

Form #:
Last Revision Date: mm/dd/yyyy
© Di-Corp 2015 | Commercial In-Confidence

Page 1 of 1
Approved by:
Not controlled when printed

For internal documents that are not document controlled the only information needed would be...

© Di-Corp 2015
Internal Use Only

Page 1 of 1
Last Revision Date: mm/dd/yyyy

For documents that are to be distributed outside of Di-Corp whether controlled or not controlled please ensure the footer includes Commercial In-Confidence.

Excel Document Templates

The Excel Document Template has been designed to provide users with a standard header and footer for documents done in Excel.

Header and Footer, Body Text and Table Stylization is the same as the Form Template Stylization.

This template may not be suitable for all Excel document needs but should be used as a guide when creating a custom Excel document. For help creating a more corporate excel document please feel free to contact the Marketing Department.

Please pay special attention to the stylization of Excel documents when they are for external use or for the board.

The Excel Template can be found in the Templates (T:) drive on the network.

[illegible]

Marketing Templates

Case Study Template

Case Studies can be one page or two pages (front & back) and where possible use the clients logo/images.

When requesting a Case Study write-up by the Marketing Department please fill out the Case Study Questionnaire located in the Templates (T:) drive on the network.

Header Background Color: Pantone 424c
Font Type: Calibri Bold and Regular
Font Size: 21 pt and 12 pt

Section Tiles: White
Font Type/Size: Calibri Bold, 13 pt

Section Titles: Pantone 368c
Font Type/Size: Calibri Bold, 13pt

Sub Sections: White
Font Type/Size: Calibri Bold Italic, 11 pt

Sub Sections: Pantone 424c
Font Type/Size: Calibri Bold Italic, 11 pt

Body Text: White
Font Type/Size: Calibri Regular, 10 pt

Body Text:
Text Color: Pantone 424c
Font Type/Size: Calibri Regular, 10 pt

Company and Project Section:
Background Color: Pantone 368c

Footer Font Color: Pantone 424c
Type/Size Contact Details: Calibri Bold, 9 pt
Type/Size Name Details: Calibri Regular, 8 pt



Forthright Drilling Services
New Liskland, Ontario - Canada

DRILLERS EDGE

COMPANY:
Forthright Drilling Services
Connecting companies with international pipe drilling resources. Owned and operated by Jason Phillips, main office located in New Liskland, ON - Canada

PROJECT:
Northern Ontario
The scope of work centered on the project involved Forthright Drilling, Ltd. had to overcome a series of challenges to reach the required depth of 2000 ft (610m).

The extreme conditions at the start of the operation, as well as the unique and drilling conditions, caused significant stress on the rod joints and resulted in the competitor drill rods failing.

Jason attempted to drill around the logging with the competitor rod joints, but they failed resulting in costly downtime and having to replace the drill string from the bore hole.

CHALLENGE:
Adverse Drilling Conditions
Spawning ground and extreme deviation between 600 and 800 meters hole depth including a 30 degree correction at 600 meters and an additional 30 degree directional drilling correction at 800 meters. Severely dog legged borehole resulting in heavy stress on drill rod joints.

Finding the Drill Rod to Meet the Challenge
Competitor drill rods were used in an attempt to drill around the dog legged portion of the borehole. The rods failed four times during the attempt to drill past the severely deviated section of the borehole. Original drill rods broke at the pin thread resulting in costly recovery and not fishing time.

SOLUTION:
Driller's Edge ND-3 A-Series Drill Rods
After several failed attempts with the competitor drill rod, Jason Phillips approached Di-Corp to discuss the "D" rod as a possible solution. The Driller's Edge ND-3 rod were recommended.

Jason found that the superior quality and strength of the Driller's Edge ND-3 rod was more than capable of completing the hole to the required depth with no further joint failures.

"I would highly recommend these drill rods and have no doubt they could drill beyond 3000 hole depth." - Jason Phillips

1.800.461.1785 | www.di-corp.com | info@di-corp.com
Di-Corp is a registered trade name of Driscoll Technologies Inc.

DI-CORP
DRILLER'S EDGE BUSINESS

Eshot Templates

There are two eshot templates available depending on the story/message being targeted.


For eNewsletters, template one would be the best option because of the various options for text and images. It also provides you with the ability to keep people up to date with events and news.

For press releases and product marketing campaigns, template two would be appropriate as it provides enough space to include images; as well as, a strong tag line and supporting text without overwhelming the reader with too much information.

These templates are available through MailChimp under the Di-Corp account. For access please speak to the Marketing Department. Below is an example of a product marketing eshot campaign.

Use this area to offer a short preview of your email's content.

[View this email in your browser](#)





Superior drilling fluid starts with Tru-Bore (Directional Drilling Bentonite)...


TRU-BORE


Tru-Bore is a highly concentrated, bentonite based drilling fluid used for difficult drilling operations in both vertical and horizontal borings. Tru-Bore is non-toxic and environmentally safe.


It serves as a true one-sack solution for horizontal drilling applications. It is extremely effective at maintaining hole integrity during pullback with horizontal drilling. Tru-Bore stabilizes formations ranging from moderate clay to high sand concentrations.




 Facebook

 Twitter

 LinkedIn

 Website

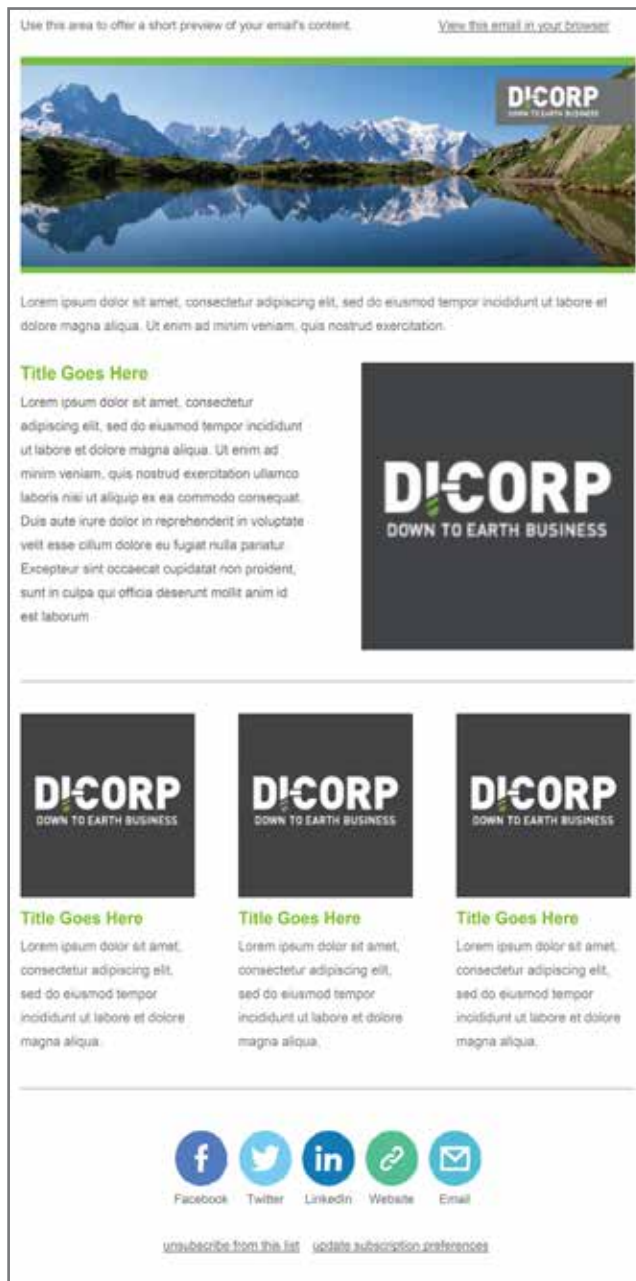
 Email

[unsubscribe from this list](#) [update subscription preferences](#)

Marketing Templates

Eshot Template Options

Template 1



Template 2



E-mail Signature

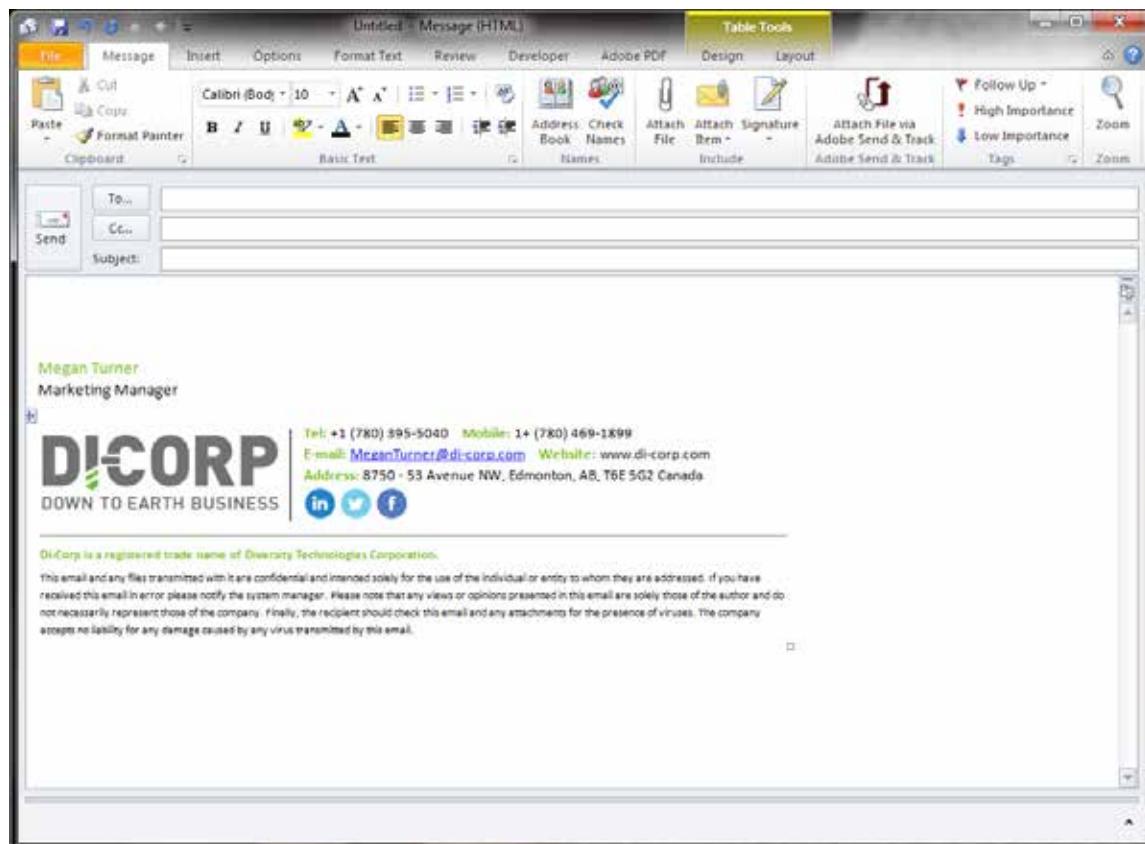
All reproduction of the Di-Corp E-mail Signature should be setup to these guidelines in your current version of Outlook.

The Facebook, Twitter and LinkedIn section is standard on all e-mails and cannot be changed unless you have prior approval from the Marketing Department.

The e-mail signature should be setup for new messages, replies and forwards.

For employees on the network, your contact details will be automatically imported into your e-mail signature. If this information is incorrect or needs updating please contact the IT department. If you do not have a mobile phone you may delete this section in your signature. For instructions on how to do this please contact the Marketing Team.

For employees not on the network, you will have to manually input your e-mail signature. Instructions on how to do this can be obtained from the Marketing Team.



Product Branding

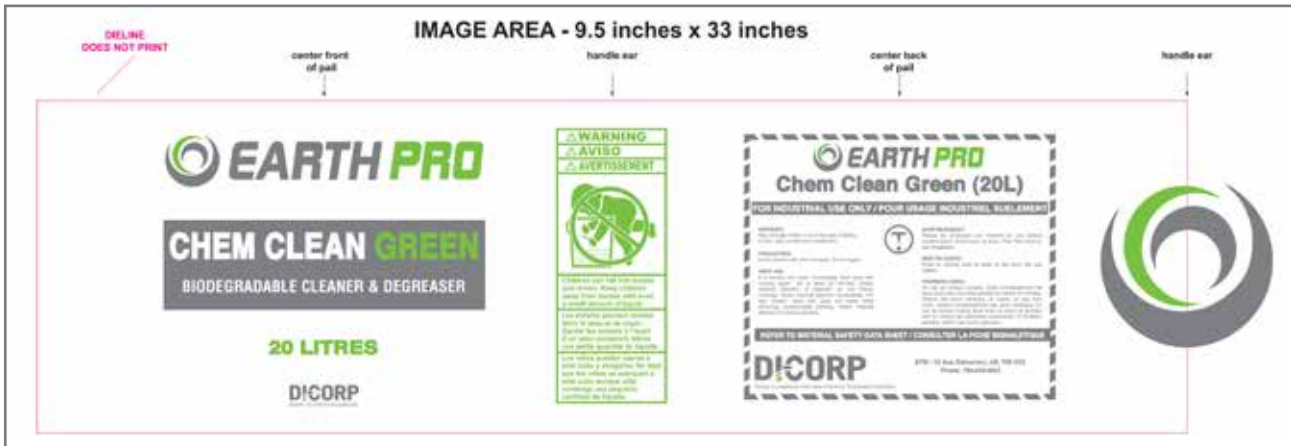
Earth Pro Pail Designs

All Di-Corp manufactured products that are packaged in a pail should be Earth Pro branded. The Earth Pro pail comes pre-printed with a product name such as Chem Clean Green (see below) or blank. For the blank pails a label with the products name will need to be created for the warehouse.

Blank without Product Name



Pre-Printed with Product Name



Label for Blank Pail



Font Type: Arial Bold/Regular
Font Color: Pantone 424c / 368c
Background Color: White
All text should be uppercase.
Font size should compliment label size and description font should be smaller than product name.

Earth Pro Bag Designs

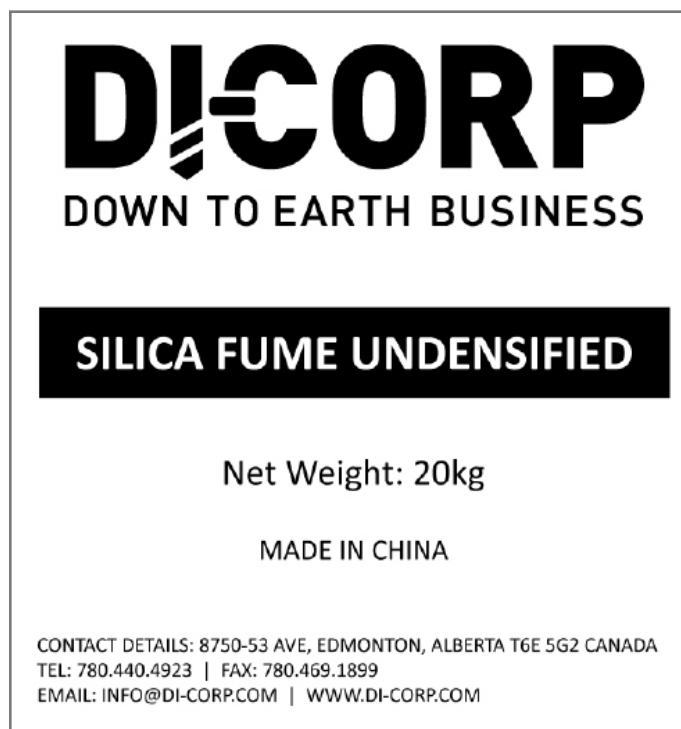
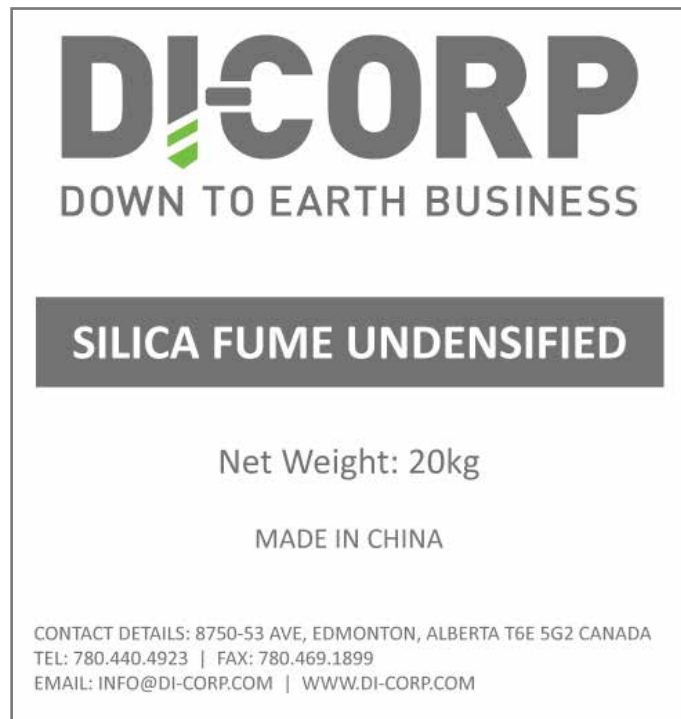
All Di-Corp manufactured products that are packaged in a bag should be Earth Pro branded. The bag should have the following elements (if possible - depends on bag size)...



When possible the bags should be printed in two color imprint (Pantone 424c and Pantone 368c). One color imprint can also be done in Black, Pantone 424c or Pantone 368c.

Commodity Pail and Bag Designs

For commodities that are supplied by Di-Corp, the pail or bag should contain the Di-Corp logo and contact details. The colors should stay consistent with the Di-Corp brand where possible (Pantone 424c and Pantone 368c).



Custom Pail and Bag Designs

Products that require custom packaging, should follow the same guidelines as Earth Pro packaging (if applicable) or Commodity packaging (if non-Earth Pro).



Custom pail design for Linseed Soap pail (Commodity product).

Custom pail design for Bio Bear Drill Rod Grease pail (Earth Pro product line).



Product Branding

Drillers Edge Packaging Designs

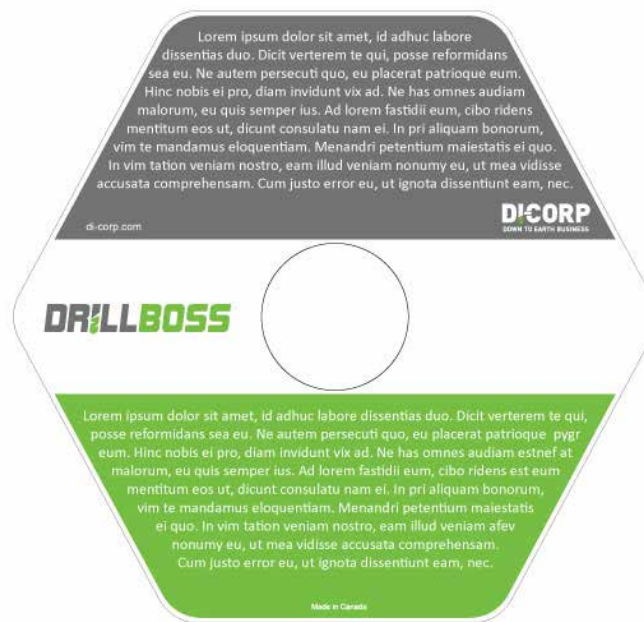
For Drillers Edge packaging design, wherever possible use both the Di-Corp logo and the Drillers Edge logo. Packaging should be in color using Pantone 424c and Pantone 368c as the main color scheme.



Drill Boss Packaging Designs

For Drill Boss packaging design, wherever possible use both the Di-Corp logo and the Drill Boss logo. Packaging should be in color using Pantone 424c and Pantone 368c as the main color scheme.

Note: The Drill Boss packaging is still in the design phase and may change in the future.



LOCATIONS

CANADA LOCATIONS

BRANCHES

Barrie, ON

60 Lockhart Road
T: 1.877.683.7588

Calgary, AB

Bay D - 4405-75 Ave SE
T: 1.877.683.7588

Calgary, AB

#306, 800-6th Ave SW
T: 1.800.661.1343

Delta, BC

7533 Progress Way - Unit 2
T: 1.800.665.6645

Innisfail, AB

4211-52nd Street Close
T: 403.227.4477

Nisku, AB

507 - 14 Ave
T: 1.877.683.7588

North Bay, ON

35 Voodoo Crescent
T: 705.472.7700

Saskatoon, SK

110 Wheeler St
T: 306.931.2190

STOCK LOCATIONS

Di-Corp Warehouse

Nisku, AB
Whitehorse, YK

Formula Powell

Blackfalds, AB
Edson, AB
Fort Nelson, BC
Fort St. John, BC
Grande Prairie, AB
High Level, AB
Lloydminster, AB
Slave Lake, AB

Kentrax Warehouse

Weyburn, SK

Smithbrook Mud Service

Brooks, AB

Other Third Party Sites

Mississauga, ON
Montreal, QC
Thunderbay, ON

INTERNATIONAL LOCATIONS

BRANCHES

Hermosillo, Mexico

25B de los Tarahumaras
T: +52 662 251 1120

USA LOCATIONS

BRANCHES

Jentech Drilling Supply

195 Ingenuity Ave,
Sparks, NV 89441
T: 775.424.3045

STOCK LOCATIONS

Di-Corp Warehouse

Colorado Springs, CO

Jentech Warehouse

Bakersfield, CA
Battle Mountain, NV
Elko, NV
Nephi, UT

CORPORATE OFFICE

8750-53 Ave NW
Edmonton, AB T6E 5G2
T: 780.440.4923
F: 780.469.1899