



The Offshore Technology Conference (OTC) logo is a registered service mark and the property of the Offshore Technology Conference.

We encourage OTC exhibitors and sponsors to use the logo to promote their participation in the conference. The OTC logo may be used as described in the OTC Logo Graphics Standards and OTC Website Links Policy. All other uses of the OTC logo require the approval of OTC.

The OTC Logo Policy is intended to provide guidance on correct logo usage. Please note that use of the logo does not imply any rights or endorsement by OTC on the part of any user.

## Who can use the OTC logo?

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### **OTC management for official OTC business**

OTC management reserves the right to use and grant permission to use the OTC logo in any way it deems appropriate. OTC management also reserves the right to request that other parties cease usage of the logo in instances where management deems the usage inappropriate, misleading or in violation of any law or regulation.

### **OTC sponsoring, endorsing and supporting organizations for promotion of OTC**

The official OTC sponsoring, endorsing and supporting organizations should use the logo in promoting the event in their organizations' websites, newsletters and on other promotional items. For a complete listing of these organizations, visit [www.otcnet.org](http://www.otcnet.org).

### **Exhibitors for promotion of their exhibit at OTC**

Companies and organizations exhibiting at OTC may use the logo on mailings to customers, printed advertisements and other materials related to their exhibit, provided the logo usage adheres to the OTC Logo Graphics Standards and OTC Website Links Policy. Exhibitors may not use the logo to imply OTC endorsement of any kind.

### **Media covering OTC events**

Media reporting on or writing about OTC may use the logo in print or electronic media, provided the logo is used in conjunction with appropriate news coverage and the logo usage adheres to the OTC Logo Graphics Standards and OTC Website Links Policy. If the OTC logo is used on the cover of a publication, a clarifying phrase or descriptor such as "Show Issue" must be next to the logo. Media may not use the logo to imply OTC endorsement nor partnership of any kind.

### **Associated and/or participating companies and organizations providing a link from their website to the OTC website**

Companies and organizations that are associated with or participating at OTC may use the logo to provide a link from their website to the OTC website, provided that such usage complies with the OTC Logo Graphics Standards and OTC Website Links Policy.

## How should the OTC logo be used?

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The OTC logo should be used to promote legitimate OTC-related activities, such as to promote an exhibit booth. The OTC logo may be used on the user's printed materials and/or website provided the logo usage adheres to the OTC Logo Graphics Standards and OTC Website Links Policy.

The logo may not be used in any way that could be reasonably interpreted by OTC management as:

- harmful to the reputation or image of the OTC event
- a false or implied endorsement, sponsorship, approval of or OTC support of the user's products, services, events or OTC-related activities
- mischaracterization of the relationship between the user and OTC management and/or the event
- a violation of any law, regulation, public policy or the rights of others



# OTC Logo Graphics Standards

www.otcnet.org

## How to use the OTC logo in print

- The OTC logo may be reproduced in 4-color (CMYK) mode or in a single color (PMS 300, grayscale, black, white) with a background that ensures good legibility.

### Correct logo usage



See us at  
Booth #2222

Show Issue

### Format

- Only the official OTC logo may be used.
- Hand-drawn or altered versions (such as change in type or color) are not permitted.

Incorrect



Incorrect



Incorrect



### Legibility

- The logo may be resized as needed, provided it is scaled proportionately, and the words "Offshore Technology Conference" are still legible.
- Do not place the logo on a cluttered or insufficiently contrasting background.

Incorrect



Incorrect



Incorrect



### Style

- Do not incorporate any part of the OTC logo with the logo of another organization to result in a new logo.
- Do not place any graphic elements with or around the OTC logo (such as a box) that could be interpreted as part of the OTC logo.
- Do not obstruct the logo with other images.

Incorrect



Incorrect



Incorrect





The Offshore Technology Conference (OTC) welcomes links from other industry-related organizations to the OTC meeting websites, such as [www.otcnet.org](http://www.otcnet.org) and [www.otcnet.org/2014](http://www.otcnet.org/2014), with the following conditions:

- Links to publicly available content on OTC websites are acceptable without notifying OTC. However, links to OTC website content may not be used to imply OTC endorsement or sponsorship of the entity providing the link or any of the entity's products or services.
- Links to OTC websites should be in the form of hypertext such as "Offshore Technology Conference," "OTC.14" or "2014 Offshore Technology Conference" or in the form of the official OTC logo if other organizations are also being linked via logo. No commercially oriented text or graphics may be associated with the link to the OTC website.
- Hypertext links to content on OTC websites must clearly identify the content of the link and contain identification of OTC or Offshore Technology Conference as part of the link.
- Links must be in a clearly identified "links" area of the website (where other organizations' websites are also linked) and should open in a new browser window.

Please note that content on any part of OTC websites may change at any time. Any links to content within OTC websites should be reviewed regularly to assure that the links are still active and point to the intended content.

## Links from OTC Websites

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OTCnet.org, including its meeting sites, may establish links to other organizations that offer information, goods or services that address the technical or professional interests of individuals working in the upstream oil and gas industry. Such links are provided as a convenience and do not imply OTC's endorsement of the linked sites, the organizations operating such sites or any products or services of those organizations. OTC is not responsible for the content of any linked site, any link contained in a linked site or any changes or updates to the information contained in such sites.

The privacy policies of linked sites may differ; you should check the privacy policy of linked sites before providing personal information.

Links to other sites are added at the discretion of OTC and OTC reserves the right to remove links to other websites at any time.