Baker Hughes

Baker Hughes brand guidelines

February 2023

Contents

Welcome to the Baker Hughes brand guidelines. We have created this document to:

Teach

Introduce you to the new Baker Hughes brand strategy and visual identity.

Equip

Give you the tools you need to visualize and communicate a consistent Baker Hughes brand.

Own

The Baker Hughes brand belongs to all of us. By adhering to these guidelines, you help make it great.

Our strategy

05 Overview

Our brand strategy is made up of two key components. Although each has a unique role, when used together they tell a complete story about the vision of the Baker Hughes brand. They serve as the blueprint we use to bring the brand to life.

Purpose — the big idea

We take energy forward — making it safer, cleaner, and more efficient for people and the planet.

Positioning — what we want to be known for

Tech
We build technology for progress — taking the power of engineering, science, and data to redefine what's possible. Industrial and digital technology leadership is core to who we are.

Low carbon
Our innovations reduce the carbon intensity of oil and gas operations today and create new energy solutions for the future. From natural gas to energy storage, we use our expertise to take energy forward.

People
Our people are the trusted experts, relied on to solve customer challenges big and small — today and through a new energy future.

Scope and Scale
As the only fullstream company, we use our scale, portfolio, and expertise to spark innovation, unlock value, and create opportunities across industry and across markets.

Our brand attributes

Our brand attributes provide our philosophy for how the brand should look, feel, and sound in the world. They align the brand across different executions, and you should feel them in every brand experience we create.

Brand attribute

Make it human

Our identity is optimized to tell stories in engaging ways. We are a brand that elevates our people and their expertise. This allows us to resonate with our audiences in an engaging way.

How we do it

Our color palette is natural

Our photography style is realistic

Our typeface is friendly and conversational

So people say…"I feel connected."

Our brand attributes provide our philosophy for how the brand should look, feel, and sound in the world. They align the brand across different executions, and you should feel them in every brand experience we create.

Brand attribute

Make it focused

Our industry is complex so we want to be as clear as possible.

How we do it

We are intentional in our use of color

We encapsulate content in a core shape

We use one typeface to unite all of our communications

So people say…"This is clear."

Our brand attributes provide our philosophy for how the brand should look, feel, and sound in the world. They align the brand across different executions, and you should feel them in every brand experience we create.

Brand attribute

Make it open

Our brand identity uses fewer elements in impactful ways. We are clean and simple without being boring or simplistic. This helps us stand out.

How we do it

We use white as a primary color

Our photography is natural

Our typeface has a large x-height

So people say…"This is progressive."

Our tone of voice

Our brand's voice is one of the most important ways we build a connection with our audience. Whether it's in an advertisement, a conversation with a salesperson, or on the website, our voice defines how we tell our brand story through writing and speech.

Baker Hughes
Always use the full company name Baker Hughes in copy and in speech. Do not abbreviate.

Copy style guide
For more copy style guidance, please visit Brand Central at brand.bakerhughes.com.

Voice principle

Make it human

Baker Hughes is nothing without our people. To connect with our audience, we build trust by sounding more human and less like a faceless corporation.

Human communication is:

• Conversational, but not unprofessional

• Confident, but not unrealistic

How we do it

Write like you would speak
Write as if you are speaking to the one person reading it, using pronouns like "you."

Have an active voice
Add impact by ensuring the subject is clear and precedes the verb.

Use contractions
With discretion, these enhance readability and make your writing more natural.

Use examples and visuals
Clarify complex concepts and shorten long explanations with examples or visuals.

Write with optimism and self-awareness
Balance excitement for the future with an honest perspective about how to get there.

Our brand's voice is one of the most important ways we build a connection with our audience. Whether it's in an advertisement, a conversation with a salesperson, or on the website, our voice defines how we tell our brand story through writing and speech.

Baker Hughes
Always use the full company name Baker Hughes in copy and in speech. Do not abbreviate.

Copy style guide
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Voice principle

Make it focused

Complexity is the enemy of clear communication. We write with relevancy and efficiency, so we don't waste our audience's time.

Focused communication is:

• Knowledgeable, but not full of jargon

• Concise, but not simplistic

How we do it

Know your audience
Use language your audience understands, tailored to their expertise and interest level.

Focus on what users want to know
Ensure your content addresses what your audience cares most about, and don't underestimate what they already know.

Be concise
Omit unnecessary or redundant words. Express single ideas in short, clear sentences.

Get to the point
Reinforce we are easy to work with by getting to the point quickly and providing clear calls to action, such as contact information.

Be compelling
Don't be afraid to tell short stories that help bring our purpose to life.

Our brand's voice is one of the most important ways we build a connection with our audience. Whether it's in an advertisement, a conversation with a salesperson, or on the website, our voice defines how we tell our brand story through writing and speech.

Baker Hughes
Always use the full company name Baker Hughes in copy and in speech. Do not abbreviate.

Copy style guide
For more copy style guidance, please visit Brand Central at brand.bakerhughes.com.

Voice principle

Make it open

Our writing is inviting and inclusive to ensure our audience understands our content the first time they read it.

Open communication is:

• Aspirational, but not vague

• Organized, but not rigid

How we do it

Invite partnership
Make the audience feel part of the innovation by focusing on how we work together.

Be clear about the benefits
Instead of saying something is "the best," explain why it will benefit the audience.

Organize for readability
Use short sections with useful headings to help our audience skim and scan. Clarify complex material by using lists and tables.

Ensure accessibility
Avoid idioms and regionally-specific terms for clarity for our global audience.

Avoid jargon
Only use technical language when appropriate, like a white paper or specification page.

Visual elements

Logo

Primary logo
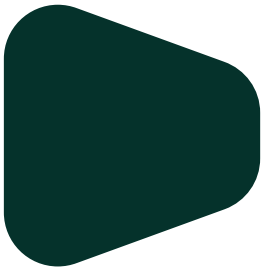
Baker Hughes

Secondary logo

Baker Hughes
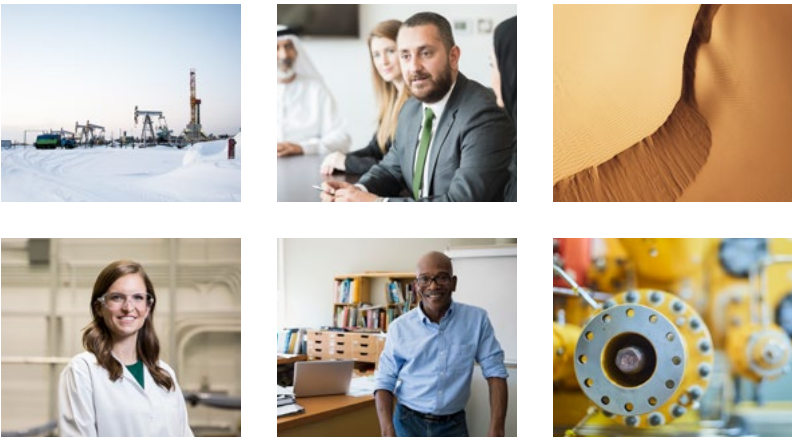
Typography

Poppins Light
ABCDEFGHIJKLMNOPQRST
UVWXYZ 1234567890
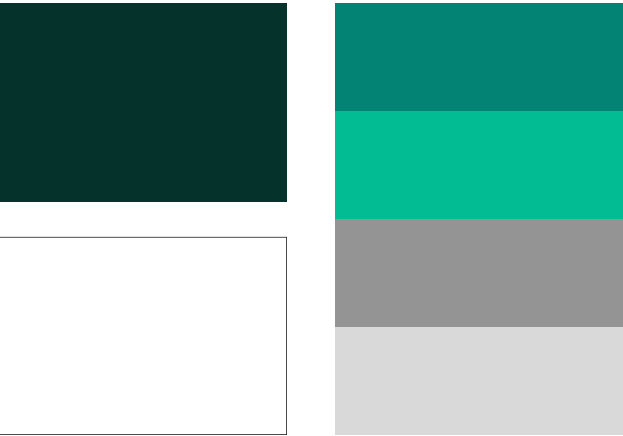
Poppins Regular
ABCDEFGHIJKLMNOPQRST
UVWXYZ 1234567890

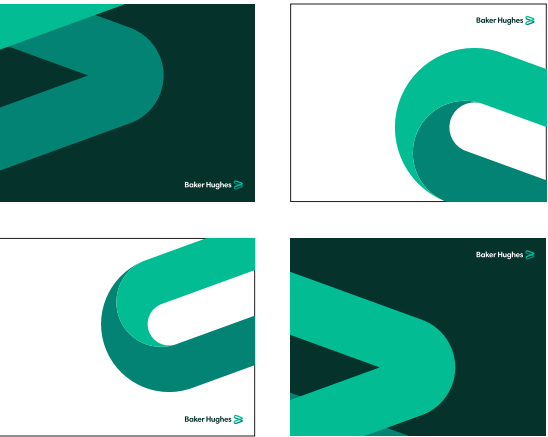**Poppins SemiBold**
ABCDEFGHIJKLMNOPQRST
UVWXYZ 1234567890

Color palette

Photography

Core Shape

Cropped Mobius

Visual elements

The Vertical logo (in any color or material), One-color logo, Watermark, Integrated Graphic Device, and Pattern can no longer be used.

Exception
When it is infeasible to show the mobius in full color in engineering technical drawings, when etching a logo on equipment, and for personal-use of black and white printers, it is allowed to keep the Baker Hughes logo in black and white, provided that such documents or uses do not appear in Baker Hughes advertisements or marketing materials.

Retired elements

Vertical logo (in any color or material)

One-color logo (horizontal and stacked)

Watermark in any color
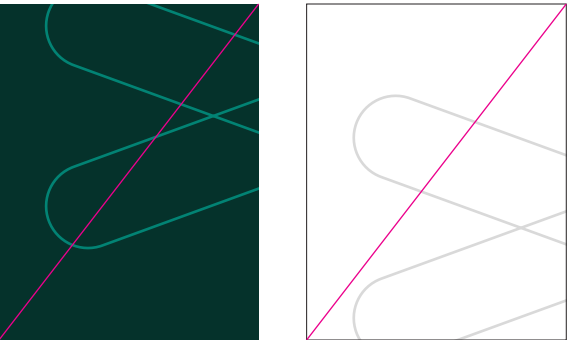
Integrated Graphic Device
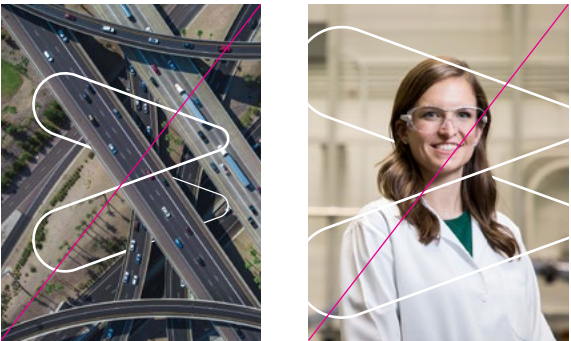
Pattern
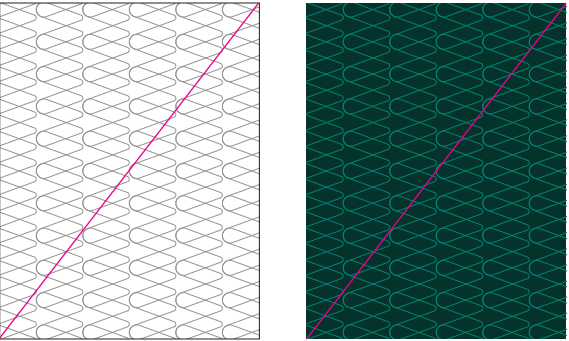
Visual elements
Logos

Our logo symbolizes the spirit and purpose of the new Baker Hughes—to take energy forward, making it safer, cleaner, and more efficient for people and the planet.

Two arrows connect to form a mobius shape, representing our focus on perpetual progress. The continuous motion reflects the power of our scope and scale, the strength of our partnerships, and our persistent innovation.

The symbol recognizes the ever-changing nature of our industry and our leadership position in the era of the energy transition. The geometric style is a signal of the engineering, science, and technology core of what we do and its infinite possibilities.

Logo components

Wordmark   Mobius Arrow

Baker Hughes ≳ ™

Optional TM

To ensure the visibility of our logo across a variety of applications, there are only two configurations and two color options.

The **horizontal logo is the preferred** version that emphasizes the legibility of our wordmark and should be used in most cases.

The **stacked logo is used for limited space applications**, where space hinders the use of the horizontal configuration. The rectangular footprint will also work well in signage.

Never print our color logos in one color.

Trademarked logo assets
The trademarked (TM) versions of the logo should be used across marketing communications, except on internal-facing materials; in small applications, such as mobile icons, where visibility is compromised; and in large applications, such as signage, where implementation is impractical.

Horizontal (preferred), full-color positive for light backgrounds

Horizontal, full-color reverse for dark backgrounds

Stacked (for limited space), full-color positive for light backgrounds

Stacked, full-color reverse for dark backgrounds

Exceptions to the logo usage rules

One-color horizontal and stacked logos
When it is infeasible to show the Mobius in full color in engineering technical drawings, when etching a logo on equipment, for product packaging, and for personal-use of black and white printers, you may keep the Baker Hughes logo in black and white, provided that such documents or uses do not appear in Baker Hughes advertisements or marketing materials. Also, no need to discard previously-distributed items so long as not used for future marketing.

Clear space is the area surrounding a logo that is kept free of other graphics and typography. It plays an essential role ensuring our logo is easy to recognize across all of our communications.

As illustrated at right, the minimum clear space surrounding the logo is measured by the height of the "H" in the wordmark.

The Baker Hughes logo must be sized large enough to be easily read in every application. While minimum sizes are specified, the logo should generally appear larger than the minimum size.

Clear space

Minimum size

Print
X = 1.0 in

Digital
X = 72 px

X

Print
X = 0.5 in

Digital
X = 36 px

X

The logo color variations provide designers with a number of options to meet a range of layout requirements.

Full-color positive on:

White

Light colors

Light photography

Full-color reverse on:

Dark colors

Dark photography

Our logo is the key element of our visual identity. It should not be modified, distorted, or altered in any way.

Here are some examples of logo misuse to avoid:

1   Do not use the vertical logo

2   Do not use the one-color logo (see exception at page 19)

3   Do not alter color

4   Do not alter size relationship between wordmark and Mobius Arrow

5   Do not rearrange logo elements

6   Do not skew

7   Do not rotate

8   Do not separate the logo lockup or use the Mobius Arrow alone

9   Do not add drop shadows

10   Always ensure legibility

11   Do not outline

12   Do not create logo lockups

13   Do not use holding shapes

Misuse examples

All of the following examples apply to the stacked logo version as well

Our horizontal logo should take a position of prominence in the upper or lower right corners of applications.

The horizontal logo width is calculated as the width of the short side divided by 3.4 for standard formats. Adjust this formula for narrow and square formats that best suits the communication.

Size and placement for standard vertical formats

Horizontal logo width =
Format short side / 3.4

Example:
Format short side = 8.5 in
8.5 / 3.4 = 2.5
Logo width = 2.5 in

Baker Hughes ⟩

OR

Baker Hughes ⟩
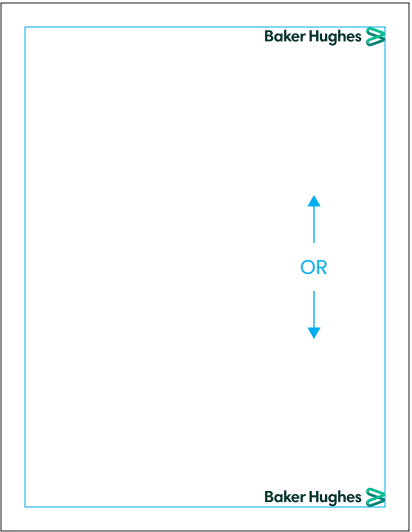
Size and placement for standard horizontal formats

Horizontal logo width =
Format short side / 3.4

Example:
Format short side = 8.5 in
8.5 / 3.4 = 2.5
Logo width = 2.5 in

Baker Hughes ⟩

OR

Baker Hughes ⟩
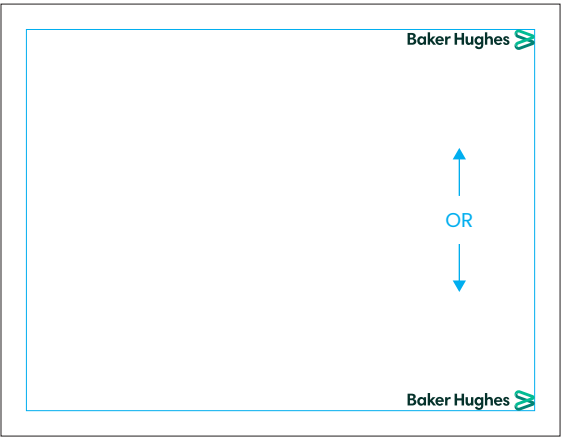
Visual elements
Color palette

25   Specifications

Visual elements

Our primary colors BH Dark Green and white are the canvases we build from. The secondary colors provide added color usage in the visual system.

Black is prescribed for use in print body copy and in newsprint touchpoints.

Our color palette is available in PANTONE®, CMYK, RGB and HEX formulations. The specifications shown here must be consistently followed to maintain the integrity of our visual brand identity. Do not introduce additional colors.

Printer guidance

Do not use color references or values from files that have been converted automatically between color modes. Inks will have different results on different materials and papers. Use the appropriate Pantone solid coated chip as a visual target. Ask your printer for assistance when needed, and always request a proof before production. Depending on the substrates used, your printer may suggest a layer of opaque white under the color, a double hit of ink, or an alternate printing method.

Primary

BH Dark Green

PANTONE® 5535 C
CMYK 91, 34, 74, 72
RGB 5, 50, 43
HEX 05322B
RAL 6009

ADA compliant

White

CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX FFFFFF

Secondary

BH Green

PANTONE® 7716 C
CMYK 87, 0, 50, 11
RGB 1, 131, 116
HEX 018374
RAL 5018

ADA compliant

BH Light Green

PANTONE® 7465 C
CMYK 62, 0, 46, 0
RGB 2, 188, 148
HEX 02BC94
RAL 6027

BH Gray

PANTONE® Cool Gray 7 C
CMYK 0, 0, 0, 40
RGB 148, 148, 148
HEX 949494
RAL 7004

ADA compliant

BH Light Gray

PANTONE® Cool Gray 2 C
CMYK 0, 0, 0, 16
RGB 208, 208, 208
HEX D0D0D0
RAL 7047

(If using RAL values, further color optimization is required to match with branded Pantone colors.)

Visual elements
Typography

Typography is an important component of our brand identity system. By limiting the number of fonts we use, we can control and manage consistency across all brand communications.

Our primary typeface is Poppins; its letterforms are geometric with a large x-height, promoting optimal legibility for print and digital applications.

Poppins is a free open source typeface family. Until the latest version of Poppins is available from Google, only download Poppins v4.003 from:

www.indiantypefoundry.com/ fonts/poppins

Arial is our system default typeface when you cannot use Poppins, such as in email communications going to an external audience.

Primary typeface font and weights

Poppins Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Poppins Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

**Poppins SemiBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Default system typeface

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

**Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Basic hierarchy and style

Headlines are Poppins SemiBold sentence case lorem ipsum

Body text subheads are Poppins SemiBold sentence case
Body copy is Poppins Regular sentence case lorem ipsum dolor et sit amet, iusto consectetuer elit, sed diam nonummy erat nibh veniam aliquam sed euismod ut laoreet dolore.

Display copy is Poppins Light sentence case lorem ipsum dolor ludex

Flush left

Visual elements

We combine specific typography colors with different background colors. Use only the combinations at right to ensure optimal legibility and visual consistency.

Typography

Color specifications

Headlines	**Body text subhead**	**Body text**	**Display**
Poppins SemiBold	Poppins SemiBold	Poppins Regular	Poppins Light

White	White	**BH Dark Green** BH Gray Black (For print applications)	BH Dark Green BH Green BH Gray
BH Dark Green **BH Green** **BH Gray**	**BH Dark Green** **BH Green** **BH Gray**		

BH Dark Green	BH Dark Green	BH Dark Green	BH Dark Green
White **BH Light Green**	**White** **BH Light Green**	White BH Light Green	White BH Light Green

BH Green			
White	**White**	White	White

BH Light Green			
BH Dark Green	**BH Dark Green**	BH Dark Green	BH Dark Green

BH Gray			
White	**White**	White	White

The examples on this page represent some potential misuses of typography in our system.

1   Do not use all capitalization in headlines

2   Do not stagger lines of copy

3   Do not add drop shadows

4   Do not outline copy

5   Always ensure legibility

6   Do not apply color palette tints

7   Do not create logos or product names without Brand approval

Misuse examples

1

ADIPISCING VENIAM LOREM SED IPSUM DOLOR LUDEX ALIQUAM

2

Adipiscing veniam lorem sed ipsum dolor ludex aliquam

3

Adipiscing veniam lorem sed ipsum dolor ludex aliquam

4

Adipiscing veniam lorem sed ipsum dolor ludex aliquam

5

Adipiscing veniam lorem sed ipsum dolor ludex aliquam

6

Adipiscing veniam lorem sed ipsum dolor ludex aliquam

7

WORK**FLOW**
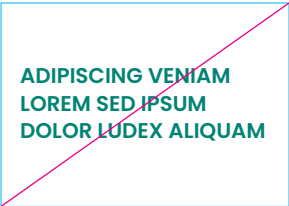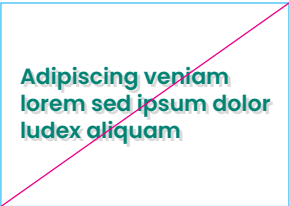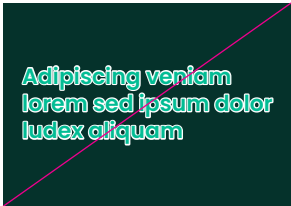
Visual elements
Photography

Our imagery puts a human face to the values of Baker Hughes. We're able to complement the genuine, personal tone of voice used across our communications by using an editorial, journalistic approach to our photography.

The journalistic imagery style captures real moments without distortion, artificial devices, or filters. Images should feel real and candid, not staged.

Only use images that are directly related to our industries, services, and practices.

As our business and partnerships grow, Baker Hughes imagery exemplifies how we connect to the world, depicting our impact and progress.

Style principles

Our images:

• Have a clear focal point

• Use natural lighting

• Showcase diversity, including age, gender, race, role, and geography

• Avoid clichés and metaphors to show our world as it is

• Avoid color washes and gradients

Organizing principles

Documentary:

• Our people

• Our industry

• Where we operate

Portraiture

Products:

• Hero still life

Our people are the core of our business. We depict people in various scenarios including team interactions, people in action, and people in their respective working environments.

Choose or photograph people that are engaged in an action or conversation, and not looking at the camera. Group compositions should focus on one individual. When possible, display a large depth of field that promotes sharp focus across the whole image.

Industry-specific photography depicts the size and scale of our services.

Choose or photograph wide-angle or aerial shots that minimize lens distortion. Always maximize a large depth of field that promotes sharp focus across the whole image.

Places where we operate highlight
our global presence and positive impact
on civilization.

Choose or photograph only vast
landscape aerial shots that minimize
lens distortion. Always display a large
depth of field that promotes sharp focus
across the whole image.
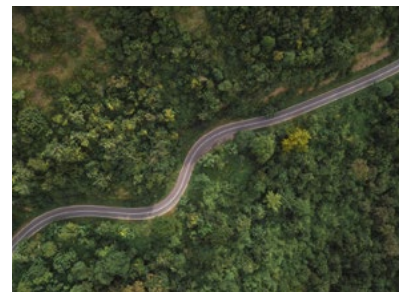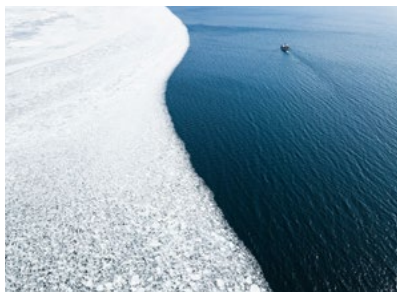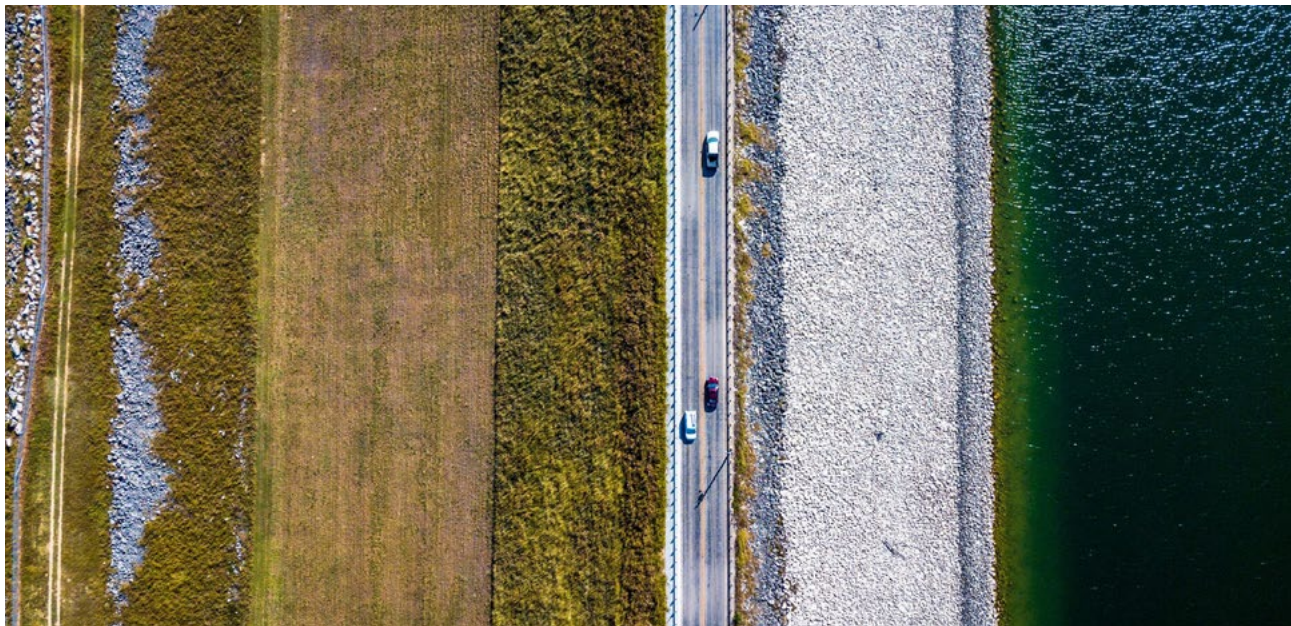
Portraiture provides a more intimate connection to our people in their working environments.

Choose or photograph single subjects facing the camera, with a relaxed composure. Always promote a strong silhouette and maximize space around the subject to accommodate flexible cropping. When possible, display a large depth of field that promotes sharp focus across the whole image.

Our hero still life product images ultimately reflect our passion for what we do and our attention to detail. These images celebrate an object's form with graphic compositions and viewpoints.

The hero still life image style does not apply to standard product photography that is used in sales and marketing materials, and technical documents.

Choose or photograph wide-angle or close up shots that minimize lens distortion. When possible, display a large depth of field that promotes sharp focus across the whole image.
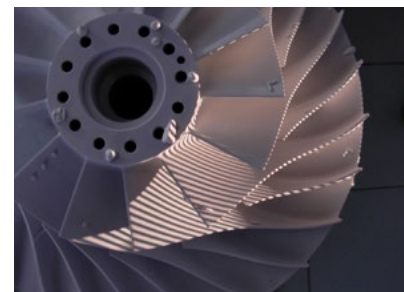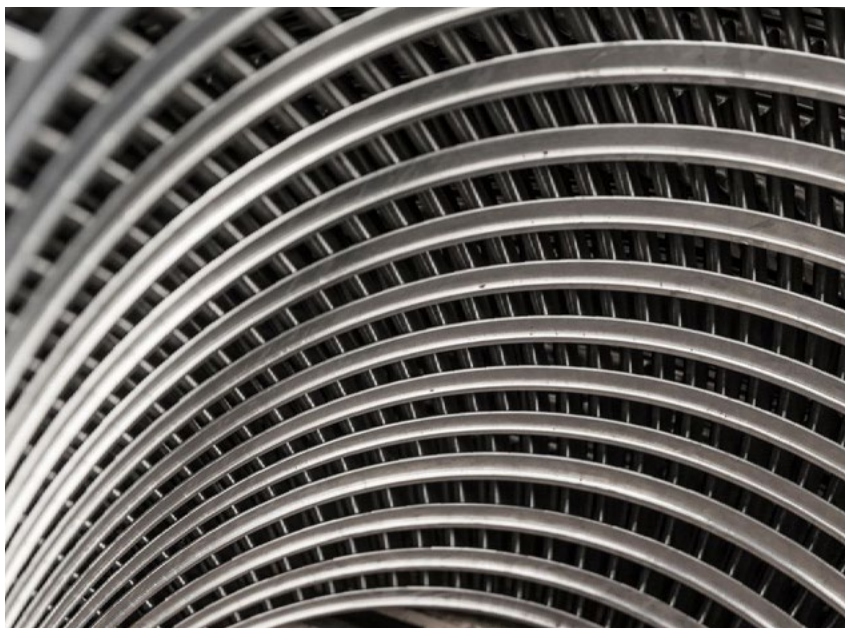
When layouts permit, we promote dynamic and interesting crops of images. Below are a few examples of our approach.

Before
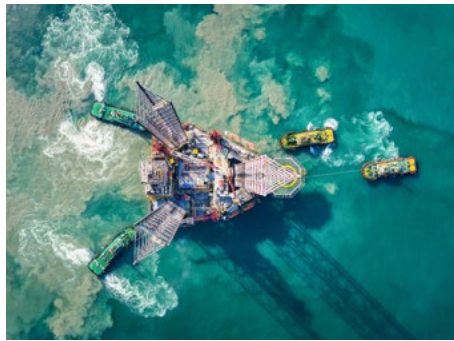
After
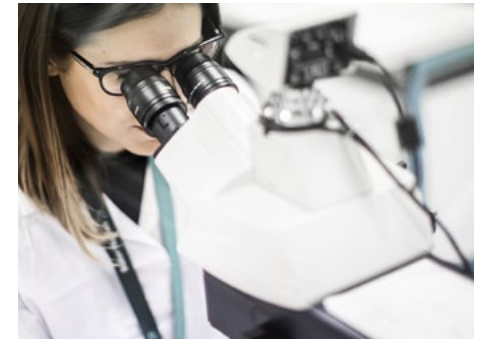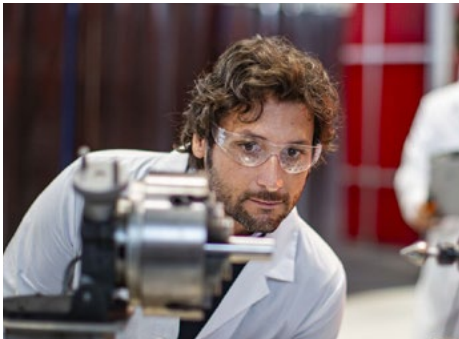
Retouching plays a crucial role in our images as we can manipulate color, contrast, brightness, and structure to align with our photography principles.

Below are a few examples of our level of expertise and craft.

Before

After

1. Increased brightness; 2. Color and contrast balance

1. Changed blues to greens; 2. Removed blue from hair; 3. Removed GE logo; 4. Color and contrast balance

1. Colorized uniform; 2. Removed headlamp; 3. Added BH Logo to helmet; 4. Removed pens; 5. Color and contrast balance

1. Increased brightness; 2. Color and contrast balance

Our photography is diverse but upholds a sense of consistency in style.

Here are some examples of photography misuse to avoid:

1   Do not use industries we are not associated with

2   Do not use over-saturated color that looks artificial

3   Do not use light that blows out detail of the subject

4   Do not use seamless backdrops

5   Do not use extreme or distorted angles

6   Do not use references to oil or gas in their natural states

7   Do not apply vignettes

8   Do not create or use conceptual imagery

9   Do not create montage imagery

10 Do not use clichés

11 Do not apply color washes or gradients

12 Do not use any photography with a Cropped Mobius

Misuse examples

1
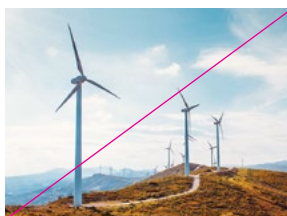
2

3

4

5

6

7

8
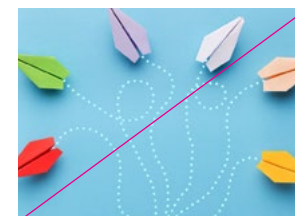
9

10

11
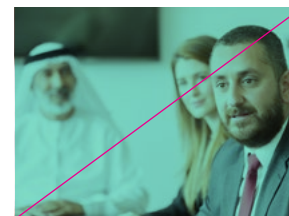
12
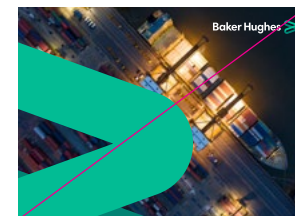
Visual elements
Core Shape

The Core Shape is a proprietary graphic element built from the Mobius Arrow footprint. As a way to frame imagery, the Core Shape offers a different way to infuse the energy and focus of the Mobius Arrow across Baker Hughes materials.

The Core Shape works best in flexible layouts that need to accommodate various amounts of content, such as marketing collateral.

Core Shape foundation
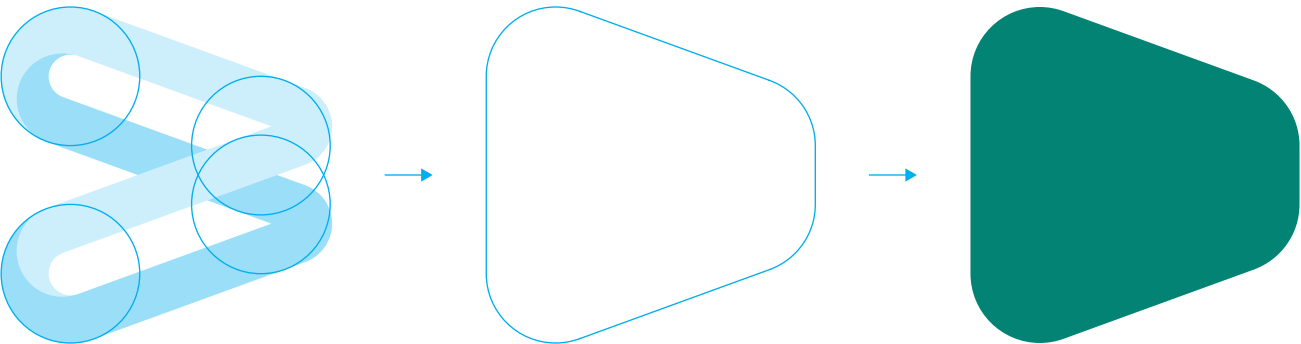
Core Shape application
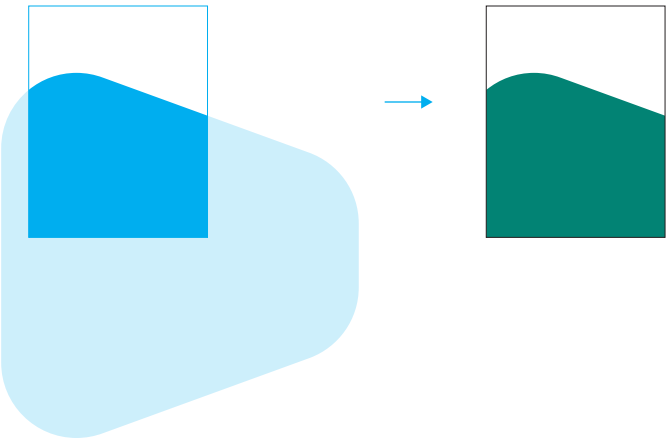
Core Shape   Usage

This element is always cropped in communications and must encapsulate content. It's never used as an arbitrary or decorative element.

Review crop options and specifications for on-brand application.

Core Shape must include content

Logo   Messaging   Photography

Improving your
future by acting in
the present

Baker Hughes

Improving your
future by acting in
the present
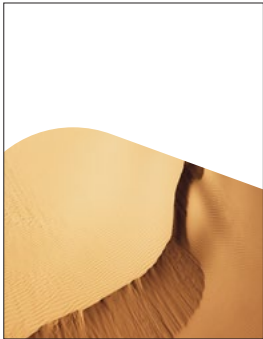
Color only combinations

BH Dark Green and white   BH Dark Green and BH Green
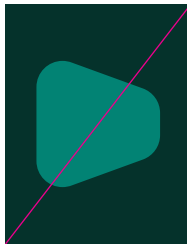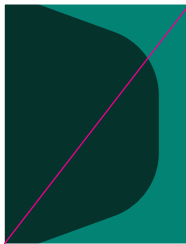
BH Green and white   BH Green and BH Light Green   Core Shape is always cropped
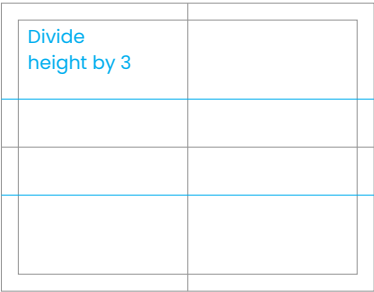to reveal one curvature

Crop options

Cyan fills indicate where color or imagery may be used

vA1 crop

vA2 crop

Step 1 : Create this grid

Margin
=
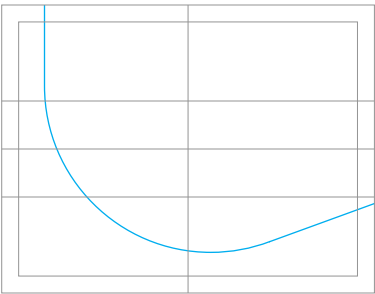1/17
short side of format

Add
a center
x and y
axis

Divide
height by
3

Step 2

Fit
Core Shape
to width
of format

Step 3

Scale 200%

Step 4

vA1 positions

vA2 positions

Crop options

Cyan fills indicate where color or imagery may be used
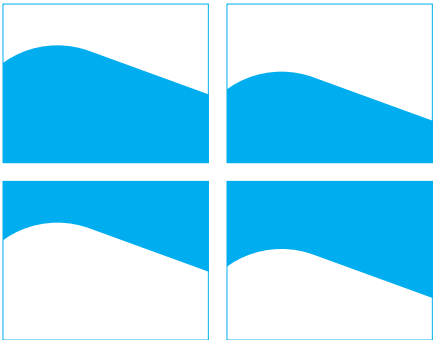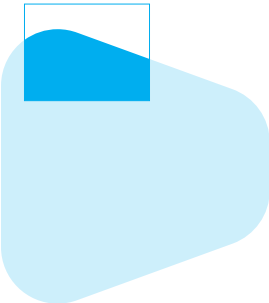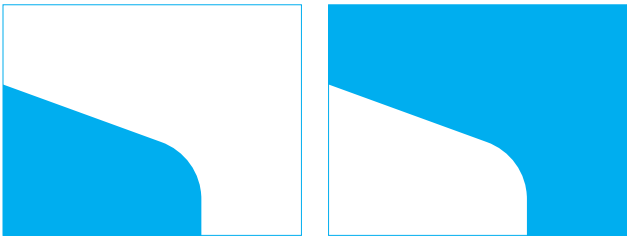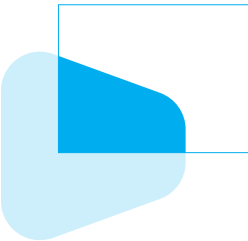
hA1 crop
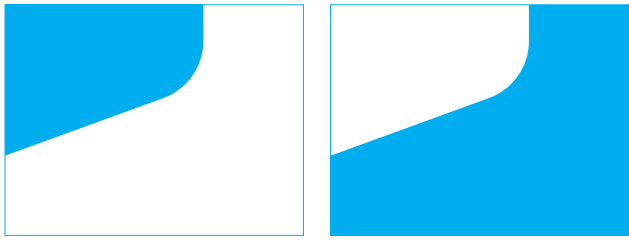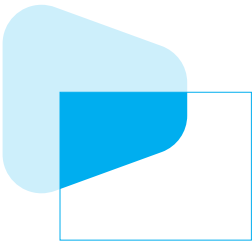
hA2 crop
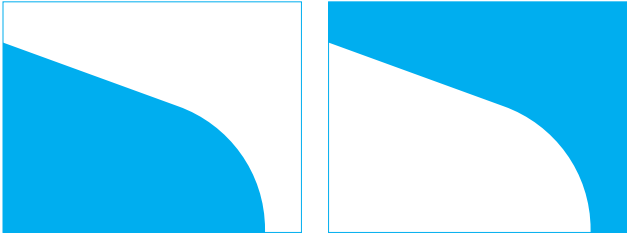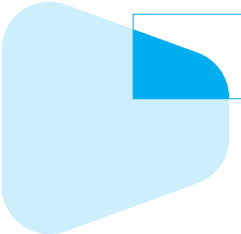
hB1 crop
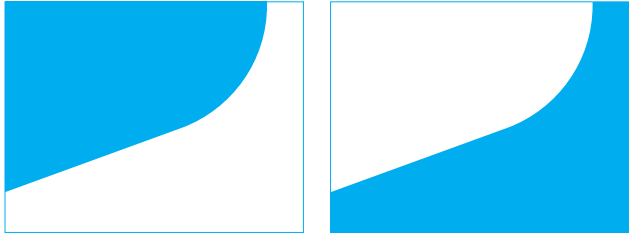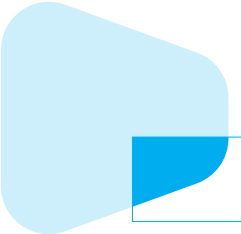
hB2 crop

hC1 crop

hC2 crop

Step 1 : Create this grid

Margin
=
1/17
short side of format

Add
a center
x and y
axis

Divide
height by 3

Step 2   **Step 3**   **Step 4**

                                                                                hA1 positions

Fit Core Shape to height   Scale 280%
of format

Step 1 : Create this grid

Margin
=
1/17
short side of format

Add
a center
x and y
axis

Divide
height by 3

Step 2

Step 3

Step 4

hA2 positions

Fit Core Shape to height
of format

Scale 280%

Step 1 : Create this grid

Margin
=
1/17
short side of format

Add
a center
x and y
axis

Divide
width by
3

Step 2

Step 3

Step 4

hB1 position

hB2 position

Fit Core Shape to height
of format

Scale 180%

Step 1 : Create this grid

Margin
=
1/17
short side of format

Add
a center
x and y
axis

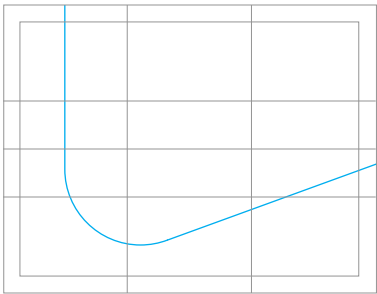Divide
width by
3
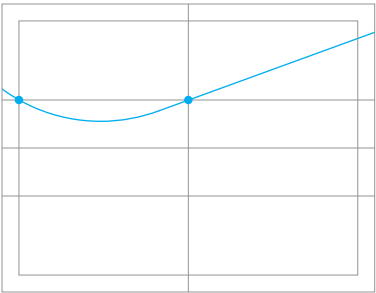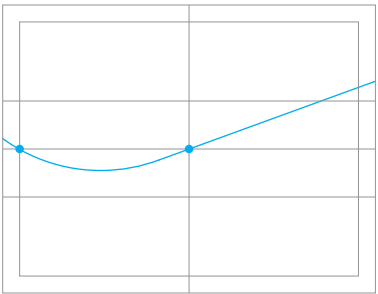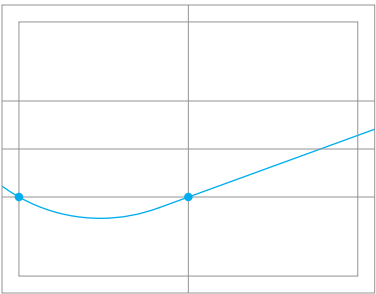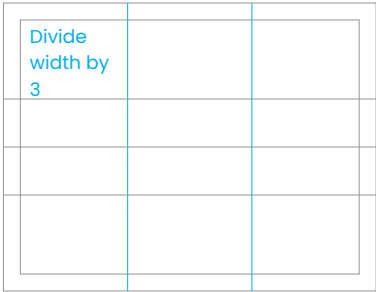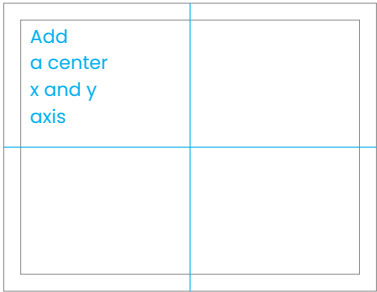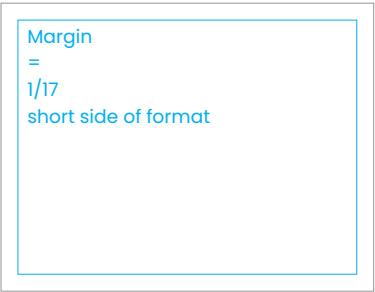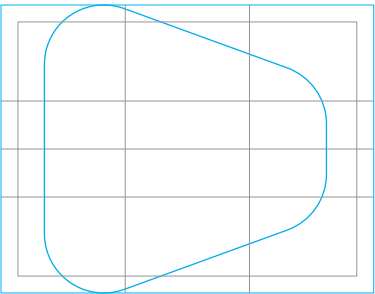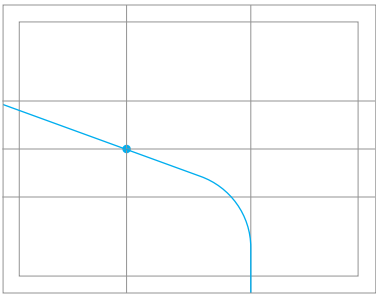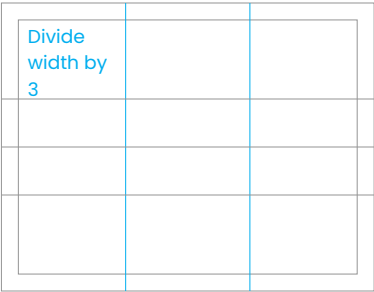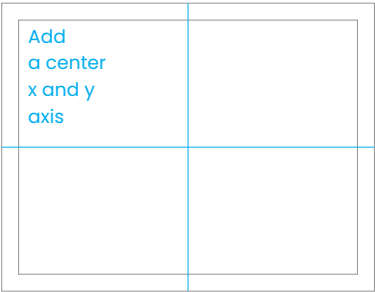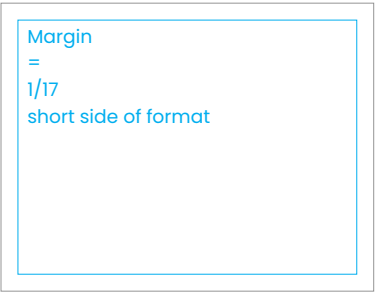
Step 2
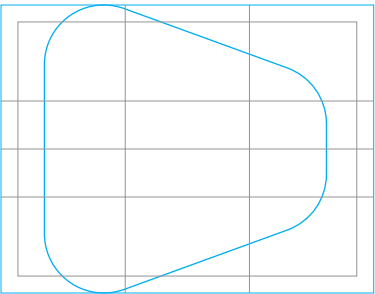
Fit Core Shape to height
of format

Step 3
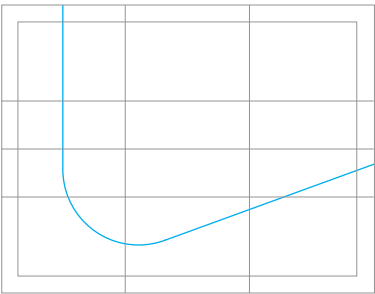
Scale 275%

Step 4

hC1 position
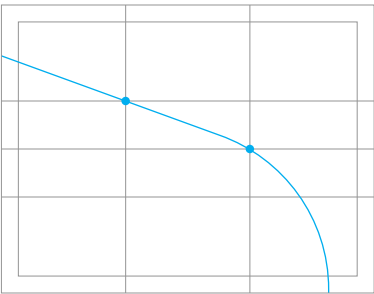
hC2 position
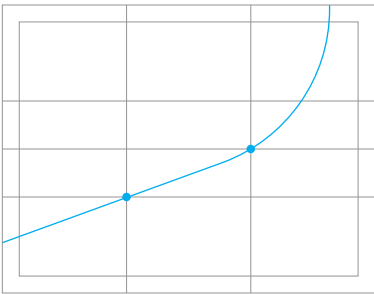
Core Shape   Misuse

Our Core Shape is a key element of our visual identity. It should not be modified, distorted, or altered in any way.

Here are some examples of Core Shape misuse to avoid:

1   Do not crop more than one curvature

2   Do not use as an isolated object

3   Do not apply more than one shape

4   Only apply prescribed color combinations

5   Only apply prescribed scale and crops

6   Core Shape must contain content

7   Do not apply transparencies

8   Do not outline

Misuse examples

1
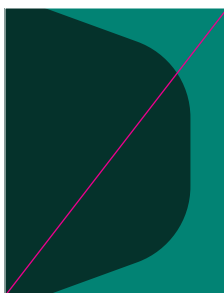
2
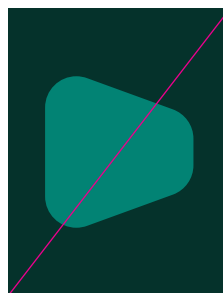
3
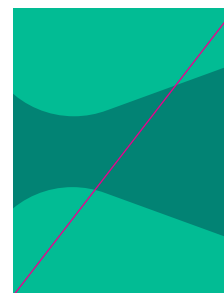
4
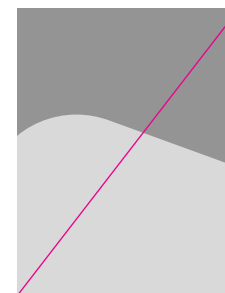
5
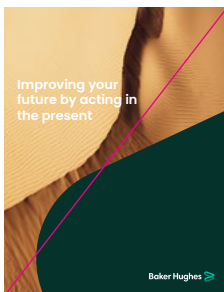
6
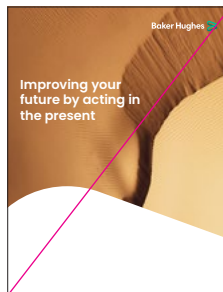
7
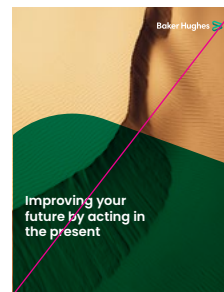
8
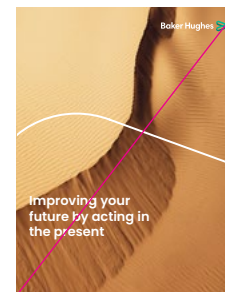
Visual elements
Cropped Mobius

The Cropped Mobius is a proprietary graphic element drawn from the Mobius Arrow footprint.

It is intended for text-only layouts, adding an extra splash of color to white or BH Dark Green page backgrounds, and injecting some of our brand's energy embodied in the Mobius Arrow.

Any layout with a Cropped Mobius that shows more than 25% of the Mobius Arrow must also include a full Baker Hughes logo (name and Mobius lockup) in close proximity. The logo must be at least 20% of the size of the Cropped Mobius, and it cannot overlap the Cropped Mobius. If feasible, the logo should be placed in the top-right or bottom-right corner but it can be placed where space allows.

If the Cropped Mobius shows less than 25% of the full Mobius Arrow, then a logo lockup is not needed.

For designs not on a page or well-defined area (e.g. wall graphics, tradeshow booths, etc.), the logo must appear on the same plane and in close proximity to the Cropped Mobius.

See the following pages for samples, and obey the minimum space guidelines on page 20.

Three primary rules for the Cropped Mobius

1. Crop no more than 60% of the complete Mobius Arrow shape, or use the pre-cropped "Cropped Mobius" graphic files mentioned on page 68

2. Any layout with a Cropped Mobius that shows more than 25% of the Mobius Arrow must also include a full Baker Hughes logo (name and Mobius lockup) in close proximity. The logo must be at least 20% of the size of the Cropped Mobius, and it cannot overlap the Cropped Mobius. If feasible, the logo should be placed in the top-right or bottom-right corner but it can be placed where space allows.

3. When using the pre-cropped "Cropped Mobius" graphic files, the whole area has to be shown as it appears in the file. You can reduce or enlarge it as desired to fit the space requirements

You may crop a maximum of 60% of the total area—focusing on any region you wish.

Once the cropped area has been selected, it can be reduced or enlarged to fit the available space, as long as the edges of the arrow are only cropped at the edge of the page, and enough of the Mobius shape is visible to be easily recognizable as the Baker Hughes Mobius Arrow.

For a list of pre-cropped "Cropped Mobius" graphic files, please refer to Assets on page 68.

Crop examples

The Cropped Mobius can be used on either a BH Dark Green background or a white background.

1a. Pre-cropped (36tr)   1b. Custom crop   2a. Pre-cropped (36tl)   2b. Pre-cropped (36bl)

3a. Pre-cropped (60t)   3b. Pre-cropped (60b)   4a. Pre-cropped (60l)   4b. Pre-cropped (60r)

When the Cropped Mobius is 25% or less than the full Mobius Arrow, it can be used without the logo lockup.

5a. Pre-cropped (16tl)   5b. Pre-cropped (16bl)   6a. Custom crop   6b. Custom crop
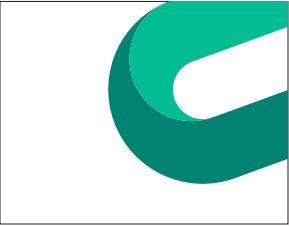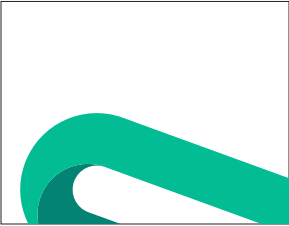
Text can overlap any part of the
Cropped Mobius.

The Cropped Mobius should be the
dominant graphic on the layout.

No other imagery is allowed.

Logo positioning

In print materials, logo must be on the
same page as the Cropped Mobius.

In display materials/graphics, logo
must be in visual proximity to the
Cropped Mobius.

Sample layouts

Single and double page layouts

Double page spread

Sample applications

Building

Wall graphics

Email banner

Our Cropped Mobius is a key element of our visual identity. It should not be modified, distorted, or altered in any way.

Here are some examples of Cropped Mobius misuse to avoid:

1　Mobius Arrow not easily recognizable

2　Do not show the entire Mobius Arrow. A maximum of 60% of the Mobius Arrow can be shown

3　Do not place logo on Cropped Mobius

4　Do not show more than one Cropped Mobius per page

5　Do not use the Cropped Mobius with photos or other graphics

6　Never use a Cropped Mobius that shows more than 25% of the Mobius Arrow without a full Baker Hughes logo (name and mobius lockup) that is at least 20% of the size of the Cropped Mobius

7.　Do not alter the colors of the Cropped Mobius

Misuse examples

1

2

3

4

5a

5b

6

7
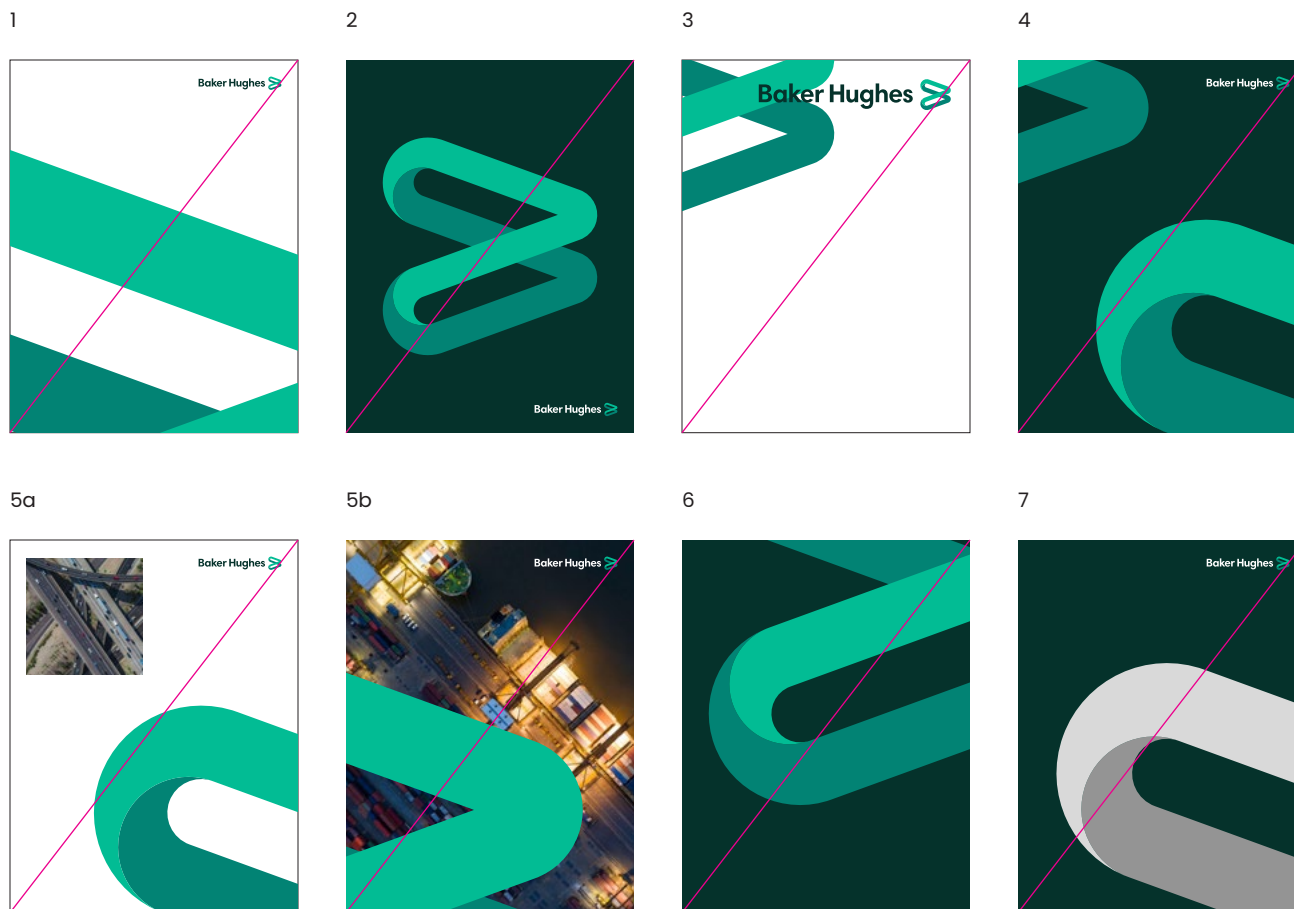
Visual elements
Bringing it all together
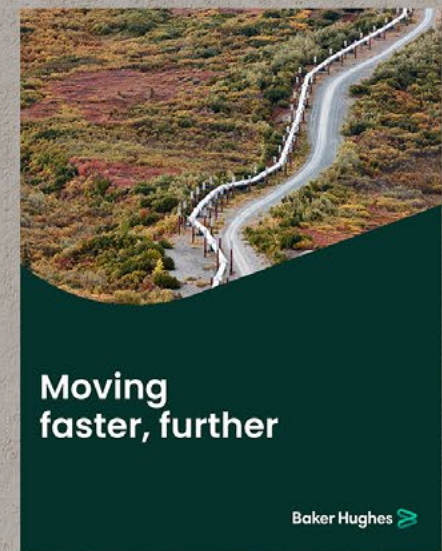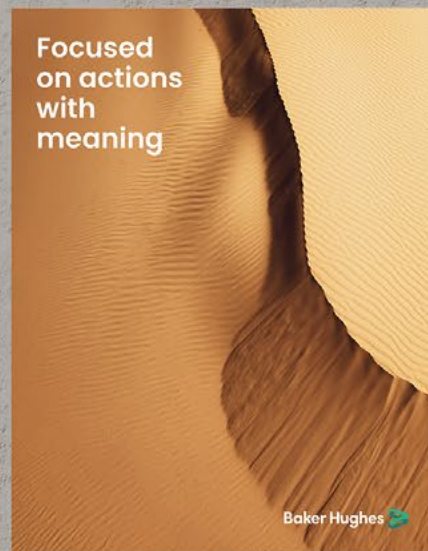
Assets

Assets

To make it easy to choose from and identify available logo artwork files, all files use the naming convention shown here.

Never rename logo artwork files.

Color Space
Use 4-color process or spot color for printed material.

Use RGB in all PowerPoint and Word documents and templates, and for all onscreen uses.

File formats

EPS (vector): Use for highest quality reproduction in offset and digital print, and special applications.

JPG (raster): High compression with no transparency support; for web and onscreen use, also an alternate for PowerPoint and Word.

PNG (raster): Little to no compression with transparency support; best used for PowerPoint, Word, and onscreen.

File format
eps: Encapsulated PostScript
jpg: Joint Photographic Experts Group
png: Portable Network Graphic

Brand
Baker Hughes

Trademark
tm: TM

Color space
4cp: 4-color process
rgb: RGB
1cs: 1-color spot
2cs: 2-color spot
3cs: 3-color spot

bh_lg_tm_hrz_4cp_pos.eps

Element
lg: Logo
cs: Core Shape
gd: Graphic Device
pt: Pattern

Configuration
hrz: Horizontal
vrt: Vertical
stk: Stacked

Version
pos: Positive
rev: Reverse
blk: Black
wht: White
dkgrn: BH Dark Green
split: Split

Full-color positive

EPS
bh_lg_hrz_4cp_pos.eps
bh_lg_hrz_rgb_pos.eps
bh_lg_hrz_3cs_pos.eps

JPG
bh_lg_hrz_rgb_pos.jpg

PNG
bh_lg_hrz_rgb_pos.png

Full-color reverse

EPS*
bh_lg_hrz_4cp_rev.eps
bh_lg_hrz_rgb_rev.eps
bh_lg_hrz_2cs_rev.eps

PNG*
bh_lg_hrz_rgb_rev.png

TM versions

Alternate versions of
all logo configurations
are available with a
trademark TM.

Example file name with "tm" added
bh_lg_tm_hrz_4cp_pos.eps

***Reverse logos do not come
with a background color built
into the file.**

Full-color positive

EPS
bh_lg_stk_4cp_pos.eps
bh_lg_stk_rgb_pos.eps
bh_lg_stk_3cs_pos.eps

JPG
bh_lg_stk_rgb_pos.jpg

PNG
bh_lg_stk_rgb_pos.png

Full-color reverse

EPS*
bh_lg_stk_4cp_rev.eps
bh_lg_stk_rgb_rev.eps
bh_lg_stk_2cs_rev.eps
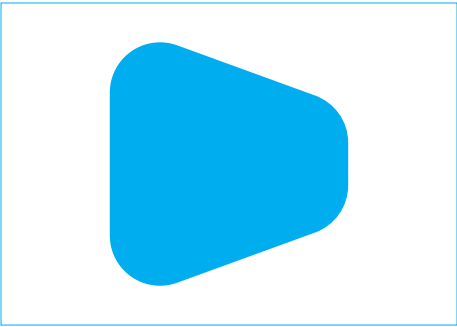
PNG*
bh_lg_stk_rgb_rev.png

TM versions

Alternate versions of
all logo configurations
are available with a
trademark TM.

Example file name with "tm" added
bh_lg_tm_stk_4cp_pos.eps

***Reverse logos do not come
with a background color built
into the file.**

Core Shape

EPS
bh_cs_4cp.eps
bh_cs_rgb.eps

Full Mobius for cropping

The full Mobius can never be used on its own. It can appear either in a full horizontal or stacked logo, or cropped as described earlier in this document.

EPS
bh_fm_4cp.eps
bh_fm_rgb.eps

Cropped Mobius examples

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet consectetur adipiscing elit

Baker Hughes

Pre-cropped Mobius

When using the pre-cropped Mobius graphic files, the whole area has to be shown as it appears in the file. You can reduce or enlarge it as desired to fit the space requirements

EPS, SVG
bh_cm_60l_4cp.eps
bh_cm_60l_rgb.eps
bh_cm_60l_rgb.svg

EPS, SVG
bh_cm_60r_4cp.eps
bh_cm_60r_rgb.eps
bh_cm_60r_rgb.svg

EPS, SVG
bh_cm_60t_4cp.eps
bh_cm_60t_rgb.eps
bh_cm_60t_rgb.svg

EPS, SVG
bh_cm_60b_4cp.eps
bh_cm_60b_rgb.eps
bh_cm_60b_rgb.svg

EPS, SVG
bh_cm_24tl_4cp.eps
bh_cm_24tl_rgb.eps
bh_cm_24tl_rgb.svg

EPS, SVG
bh_cm_24bl_4cp.eps
bh_cm_24bl_rgb.eps
bh_cm_24bl_rgb.svg

EPS, SVG
bh_cm_24tr_4cp.eps
bh_cm_24tr_rgb.eps
bh_cm_24tr_rgb.svg

EPS, SVG
bh_cm_24br_4cp.eps
bh_cm_24br_rgb.eps
bh_cm_24br_rgb.svg

EPS, SVG
bh_cm_36tl_4cp.eps
bh_cm_36tl_rgb.eps
bh_cm_36tl_rgb.svg

EPS, SVG
bh_cm_36bl_4cp.eps
bh_cm_36bl_rgb.eps
bh_cm_36bl_rgb.svg

EPS, SVG
bh_cm_36tr_4cp.eps
bh_cm_36tr_rgb.eps
bh_cm_36tr_rgb.svg

EPS, SVG
bh_cm_36br_4cp.eps
bh_cm_36br_rgb.eps
bh_cm_36br_rgb.svg

EPS, SVG
bh_cm_16tl_4cp.eps
bh_cm_16tl_rgb.eps
bh_cm_16tl_rgb.svg

EPS, SVG
bh_cm_16bl_4cp.eps
bh_cm_16bl_rgb.eps
bh_cm_16bl_rgb.svg

EPS, SVG
bh_cm_16tr_4cp.eps
bh_cm_16tr_rgb.eps
bh_cm_16tr_rgb.svg

EPS, SVG
bh_cm_16br_4cp.eps
bh_cm_16br_rgb.eps
bh_cm_16br_rgb.svg

Contacts

For more information, please contact:
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Brand Specialist at Baker Hughes
alessandro1.antonelli1@bakerhughes.com

Asset files and collateral templates are available for download from Brand Central:
brand.bakerhughes.com