

A composite image of Earth from space, showing the curvature of the planet and the sun on the horizon. The sun is a bright yellow-orange sphere partially obscured by the Earth's horizon, with a dotted white circle around it. The background is a dark starry sky. A horizontal dotted white line is positioned above the main text.

There is discovery on the horizon.

Our brand is more than just a logo. Our logo is more than just a mark.
Let's protect our brand identity. Look to this guide for help in presenting
our company to the world.

BRAND IDENTITY

Design Guide

Version 1



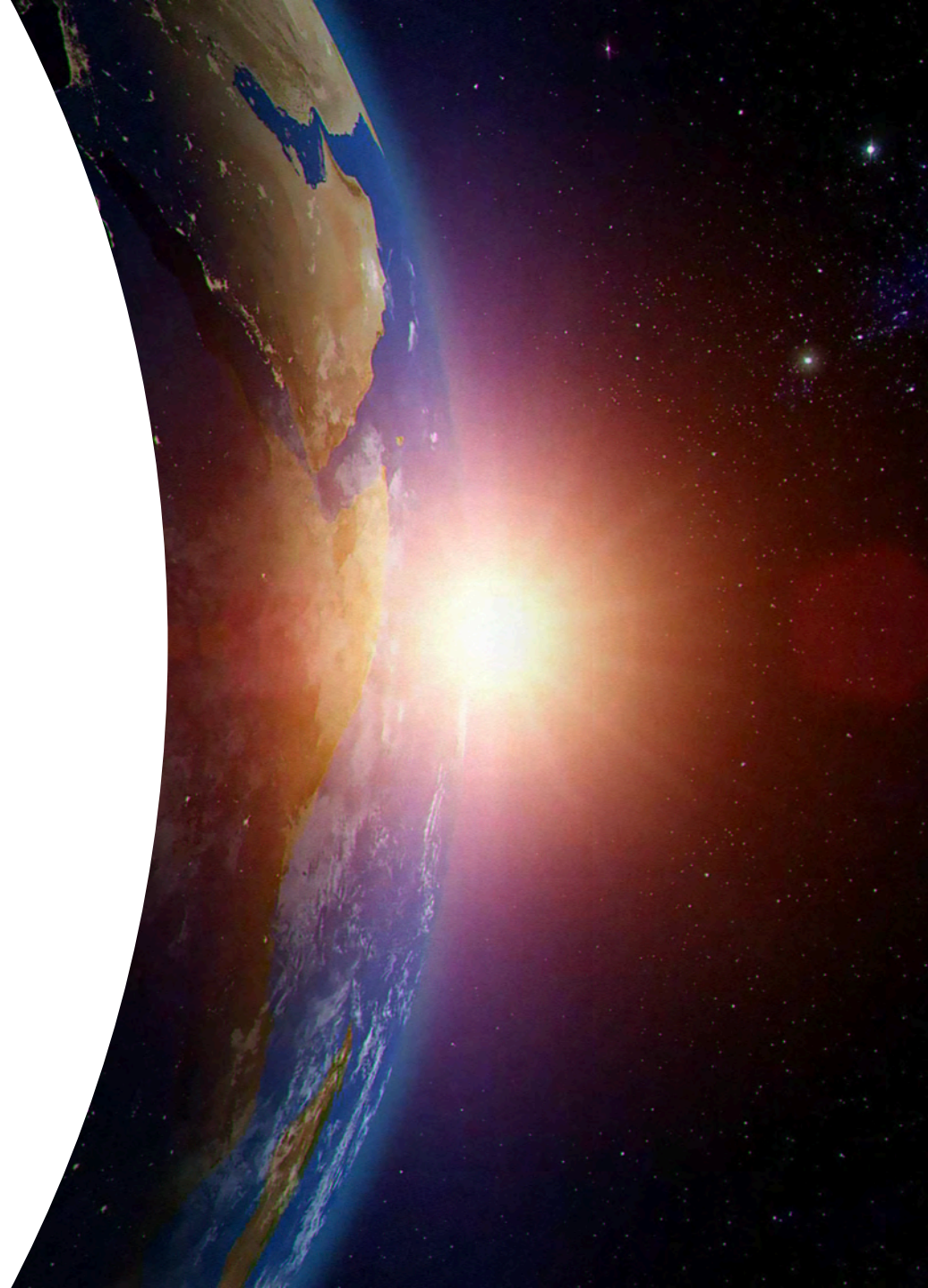
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Our Identity

The Mark

The Diversified Energy mark shown here represents a visual culmination of the letterforms D, E and C. Their arrangement creates a depiction of a celestial event. In a global perspective, the sun rises over the curvature of the Earth as new energy is harvested from within.

But there is even more to this mark than our story of innovation, productivity and stewardship. Behind it all is yet another D letterform which represents a different aspect of our company's spirit. A spirit of Discovery.

In practice, a logo must work with other design elements to visually align across many colors, shapes, and environments. This is called an identity system. In meaning, an identity system conveys ideas and values which conceptually represent our company. When used consistently with tone and message, it culminates into one of our company's most valuable assets—our brand.

When used as an independent design element with wide margins, this logo mark should be used sparingly.





The Logo

Use the Diversified Energy logo below to represent our company only in blue, black or white. Do not skew, rotate or alter the proportions of its individual components.



Vertical Logo

Use the vertical Diversified Energy logo in places where compositions are primarily centered or visual context is symmetrical. Use the logo only in blue, black or white. Do not skew, rotate or alter the proportions of its individual components.



DIVERSIFIED
energy

Logo Clear Space

Whenever possible, try to achieve an ideal margin around the logo equal to the proportions of the standalone mark.

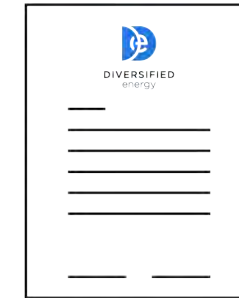
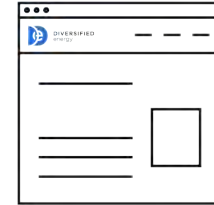
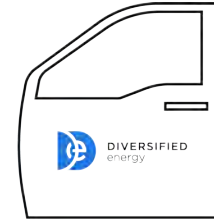


Logo Orientation

When selecting a logo orientation, consider the context of juxtaposing visual elements and symmetry of the application.

Use the horizontal logo in places where context is asymmetrical, directional or weighted to one side.

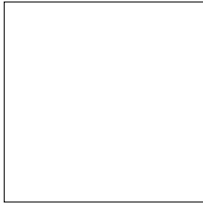
Use the vertical logo in places where compositions are primarily centered or visual context is symmetrical.




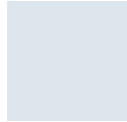





These hues were chosen to help represent our company’s overall tone and personality. Consider the scale of importance when using these colors in your design.

Use secondary colors less frequently and for supporting design elements such as icons.

PRIMARY COLORS

ENERGY BLUE																					
	<table border="0"> <tr><td>PMS</td><td>2727 C</td><td></td><td></td><td></td></tr> <tr><td>RGB</td><td>41</td><td>114</td><td>206</td><td></td></tr> <tr><td>HEX</td><td colspan="4">2972CE</td></tr> <tr><td>CMYK</td><td>75</td><td>45</td><td>0</td><td>0</td></tr> </table>	PMS	2727 C				RGB	41	114	206		HEX	2972CE				CMYK	75	45	0	0
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RGB	16	24	32																		
HEX	101820																				
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SECONDARY COLORS

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PMS	110 C																				
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PMS	3285 C																				
RGB	0	144	126																		
HEX	00907E																				
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Logo Placement

When selecting a logo color, consider how the background may complement or conflict in tone, saturation, contrast and hue.

YES



Standard application on white.



Acceptable on Energy Blue.



Acceptable Energy Blue on white.



Standard application on black.



Acceptable black on white.



Acceptable reverse.



Acceptable secondary color.



Acceptable secondary color.



Acceptable clarity.

NO



Don't use shadows.



Off-brand color.



Poor contrast.



Poor color complement.



Off-brand treatment.



Poor clarity.

Heading Typography

Use the Montserrat font family (free Google Font) to represent the Diversified Energy brand in all typewritten text.

Every unit we produce provides affordable,
reliable energy for our communities.

Montserrat Light - Use for large primary headings.

Considering Environmental Stewardship.

Montserrat Bold - Use for medium secondary headings.

SMARTER ASSET MANAGEMENT

Montserrat Regular - Use for small single line topic headings. - All-caps, loose letter-spacing.

Innovative Water Management Practices.

Montserrat Light - Use for small tertiary headings.

Body Copy Typography

Use the Montserrat font family to represent the Diversified Energy brand in all typewritten text.

We have developed a niche for adding value to our assets through proven and engaging processes developed by our key personnel and our on-the-ground leadership team. As such, our field operation teams take a precautionary approach to wellhead compression management, fluid load deduction, pumpjack optimization, and other techniques developed within our “Smarter Asset Management” program. We maintain our objective to extend the life of our wells and limit the rate of depletion of our assets.

Montserrat Regular - Use for standard body copy.

Web Address

When presenting our URL alone and outside of typewritten copy, use the type treatment below. This treatment supports our brand with visual familiarity to the typography in our logo.

Compose the URL by typing “DIV.” in *Montserrat Medium* uppercase and “energy” in *Montserrat Light* lower case.

When shown in the same context as our logo, the height of the URL treatment should never be larger than the cap-height of the word “Diversified” in the logo.

Show the treatment in Energy Blue, black or reversed in white.

DIV.energy

DIV.energy

DIV.energy

When presenting our URL in typewritten text, use the example below. It is not necessary to specify “www” and/or “https://” alongside the URL.

Visit us online at DIV.energy to learn more about Smarter Asset Management.

Our Name

When using the company name in spoken word or informal typewritten text such as in email signatures, voicemail greetings and social posts, use the language below.

Type the words in initial caps–
upper and lower case.

Diversified Energy

When using the company name formally and where legally required such as in contracts, financials, copyright lines, attributions, use the language below.

Type the words in initial caps–
upper and lower case with a period after “PLC”.

Diversified Energy Company PLC.

Example:

© [Year of Publication] Diversified Energy Company PLC. Company
Registration 09156132. All rights reserved.

Samples



Email Signature

