

Full color version

Bird
CMYK: 50, 100, 100, 25
RGB:



All type
CMYK: 50, 100, 100, 25
Pantone 505

Grayscale version

Bird
Grayscale



All type
Black



Minimum size
2" x .5625"

Other specifications

Logo Usage

The Chaparral Energy logo may be used in a variety of graphic applications. However, the graphic standards guidelines outlined in this document will be strictly adhered to in any and all circumstances.

Clear Space

There should always be a clear space of at least the size of the "E" around the logo perimeter, or a minimum of 1/4". See sample below.



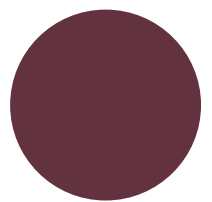
Limitations

The logo always appears in its entirety, including the bird and words "Chaparral" and "Energy." Do not alter the logo, its colors or its proportions in any way. Color, grayscale or textured backgrounds are not to be used behind the logo in any way. The logo is not to be reversed in white.

If the physical logo cannot be used on marketing materials because of the above limitations, the name should appear in full as "Chaparral Energy." In this instance only, the words may be reversed in white.

Colors

CMYK	50 / 100 / 100 / 25
PMS	505
RGB	122 / 36 / 38
HSB	359 / 71 / 48
Hex	7a2426



Incorrect Use

Incorrect use of the logo can jeopardize Chaparral's trademark rights and create confusion in the marketplace. The examples below outline how the logo should **NOT** be used.

