



ENERGISTICS

ADOPT > ADVANCE > ACCELERATE



Brand Identity Manual

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INTRODUCTION



Identity

The Energistics brand has 30 years of history invested in its deliverables and in the culture that drives its ongoing activities.

Energistics is an adjective when used to modify nouns such as in “The Energistics data standards”

Energistics is only used as a noun when it is meant as shorthand to designate the **Energistics Consortium Inc.** organization.

The Mission

Energistics provides the global upstream oil and gas industry with an open consortium to define, develop and maintain data standards. Energistics is dedicated to informing, educating and supporting all stakeholders to ensure a rapid and effective adoption of the standards in the pursuit of interoperability, efficiency and data integrity.

The Brand

Proper use of the brand and the trademarks supports a coherent and broad perception of the role that Energistics plays in orchestrating the countless hours of volunteer contributions by member organization staff each year to the definition, development and adoption of Energistics data exchange and other standards for the benefit of the upstream oil and gas industry.

ENERGISTICS TRADEMARK USAGE GUIDELINES

Energistics members and others with permission may use the Energistics trademarks and logos strictly in accordance with our guidelines.

Use of Energistics trademarks and logos other than in accordance with the guidelines is a violation of Energistics' rights and is strictly prohibited. Energistics reserves the right to revise the guidelines from time to time, without notice.

Requests for Use

Energistics members and others interested in using Energistics marks for appropriate marketing and educational purposes, referred to hereafter as Authors, should submit your request to use the Energistics marks by email to info@energistics.org. All requests for use of Energistics marks will be reviewed on a case-by-case basis. Actual usage of the marks will also be reviewed on a case-by-case basis.

Energistics Trademark Rules

Energistics owns Energistics[®], EPICENTRE[™], WITSML[™], PRODML[™], RESQML[™] and ENERGYML[™]. These are collectively referred to as the Energistics Marks.

1. Energistics is the owner of certain trademarks, logos, service marks, corporate names and domain names, including without limitation, ENERGISTICS, EPICENTRE, WITSML, PRODML, RESQML and ENERGYML (collectively, "Energistics Marks"). The Energistics Marks may be used only under license from Energistics.
2. The Energistics Marks are available for use by an Author upon written request from the Author to Energistics. Energistics will review and approve such requests on a case-by-case basis.
3. Unless you have express, prior, written permission from Energistics:
 - a. Do not use Energistics Marks in any manner, except in making objectively truthful, factual references to Energistics and the specifications provided by Energistics. Do not use Energistics Marks as all or part of a product name or in or on any product, packaging, labels, advertisements, press releases, marketing materials, web pages, trade show materials, or any other materials.
 - b. Do not modify the Energistics Marks or change the logos or formats in which they appear, and do not incorporate the Energistics Marks into your own logo design.
 - c. Do not use Energistics Marks in any manner that might be understood to suggest an association with or sponsorship by Energistics; provided, however, that Energistics Marks may be used as part of a truthful statement that a company is an "Energistics Member".
 - d. Do not use Energistics Marks in any manner that could result in a likelihood of confusion between Energistics specifications and services and the goods and services of any other entity.

- e. Always display the Energistics Marks as trademarks or registered trademarks, in all upper-case letters or initial caps or initial caps with quotation marks, or otherwise in a manner that distinguishes the Energistics Marks from the other words in the text.
4. The Author agrees not to register or reserve any of the Energistics Marks as a trademark, trade name, corporate name or domain name and, in the event an Author owns any such registration or reservation, Author shall assign such registration or reservation to Energistics.
5. Authors agree to credit Energistics in writing in a reasonable and conspicuous manner with respect to each copy of a commercial product or service offering of an Author or an Author's employer that makes material use of any Energistics Mark. Such credit may take the form of a written statement in the product documentation, packaging, on-screen "About" box, introductory splash screen or similar location, to the effect that "XYZ Product incorporates [Energistics Mark] technology/standards provided by the Energistics Consortium, Inc." Such credit shall include display of the relevant Energistics Mark(s) in a form agreed in advance by Energistics. Author shall not use any Energistics Mark, or make any such statement, with respect to products and services that do not make material use of Energistics Marks.
6. Author agrees that each usage of an Energistics Mark must be accompanied by the TM or ® symbol, as shown above for each Energistics Mark,, or the relevant non-U.S. symbol, and a notation must be placed at the bottom of every page on which such usage occurs stating: "[INSERT Energistics MARK] is a trademark or registered trademark of Energistics Consortium, Inc."
7. In the event that the quality level of the products or services with which the Author associates the Energistics Marks is below the quality requirements of Energistics, Energistics shall notify the Author and the Author shall use reasonable efforts to improve such quality. If such quality is not improved after a reasonable period of time, in Energistics' discretion, then Energistics may suspend Author's right (and requirement) to use the relevant Energistics Marks granted in connection with such products or services until such time as Energistics determines, in its sole judgment, that the relevant products and services meet its quality requirements.

Using the Trademarked Standards

Terms not acronyms: WITSML™, RESQML™ and PRODML™ are not acronyms, but are simple terms in their own right without further meaning. There is a common misunderstanding that WITSML refers to Wellsite Information Transfer Standard Markup Language, but this is not the case, and should not be used. The standards must only be referred to as a term (e.g. WITSML).

The rule: These terms are adjectives and must be used to define nouns. The default correct usage is “The XXXXML data exchange standard”, but alternates depending on context can be used, e.g. “the XXXXML data schema”, “The XXXXML API”, “The XXXXML test dataset” and similar wordings. Do not use the Energistics Marks in a pluralized or possessive form.

Customary usage: our trademarks have been in use for between 10 and over 20 years, and as such have become part of the upstream industry’s vernacular. It has become customary to refer to them as nouns. The contraction of the default correct usage – for instance, simply referring to “WITSML” rather than “the WITSML data exchange standard” – makes sense in the context of a long document within which the repetition of the full wording would become tedious, as well as in graphics where space may be limited. This customary usage is allowed on condition that the default full and correct usage as stated in The Rule above be used once (preferably the first time within the document), and thereafter from time to time in a long document.

Using Energistics acronyms

The Energistics community publishes a number of standards in addition to the trademarked standards, either for support functions or as specialized versions of existing public standards. These should be referred to in full on first occurrence, with the acronym in parenthesis, and thereafter the acronym may be used alone.

List of Energistics acronyms:

- ETP - Energistics Transfer Protocol A WebSocket-based protocol to replace SOAP
- EPC - Energistics Packaging Conventions An energy-specific version of Open Packaging Conventions (OPC) - ISO/IEC 29500:2008
- EIP - Energy Industry Profile Metadata standard based on ISO 19115-1:2014
- CTA - Common Technical Architecture Common architecture for Energistics standards

Referring to version numbers

Energistics standards are updated periodically to address new needs articulated by members or driven by industry trends. For clarity the trademarked standards and other standards published by Energistics carry a version number. It is not necessary to refer to a version number if the text or graphic is referring to a standard in a general manner. If the purpose of the text or graphic is to refer to specific versions, the correct spelling is:

Small letter “v” followed by at least a numeral, a period and one other numeral: v2.0

Some standards have additional numerals, e.g. WITSML v1.4.1.1

If the text is specifically referring to a version, the word “version” can be spelt out

Example: “Version 2.0 adds new functionality”

ENERGISTICS LOGOS

The Energistics logo exists in two versions, with or without the tag line. The tag line should be included in all uses with the exception of small scaling that precludes readability of the tag line. Black and white and grayscale versions are available. See details below on how to obtain them.



The three main standards WITSML, PRODML and RESQML each have a logo:



The 30-year anniversary logo is in use for calendar year 2020



You may request Energistics logo files by emailing info@energistics.org stating your purpose and the file type (jpg, png, eps) required.

The Energistics logo was developed by Axiom – www.axiom.us.com

CERTIFICATION & MEMBERSHIP BADGES

Certification Badge

Products that have successfully completed the certification process for specific Energistics standards can display the certification badge on their marketing material (website, flyers, mail-outs, exhibition booth, etc..). The current version introduced in Q1 2018 should be used, but products that certified prior to that date may still show an older version of the badge. Certification is currently available only for WITSML™ servers versions 1.4.1.1 and 1.3.1.



Current WITSML Certified Product badge

pre-2018 WITSML Certified Product badge

More information at https://www.energistics.org/witsml-developers-users/#WITSML_Server_Certification

Membership Badge

Companies that are members in good standing may request the use of the membership badge for their marketing materials, booth or office graphics and other uses. Usage of badges must be discontinued in all forms if a company does not renew its annual membership.



Energistics mini-badge
For website



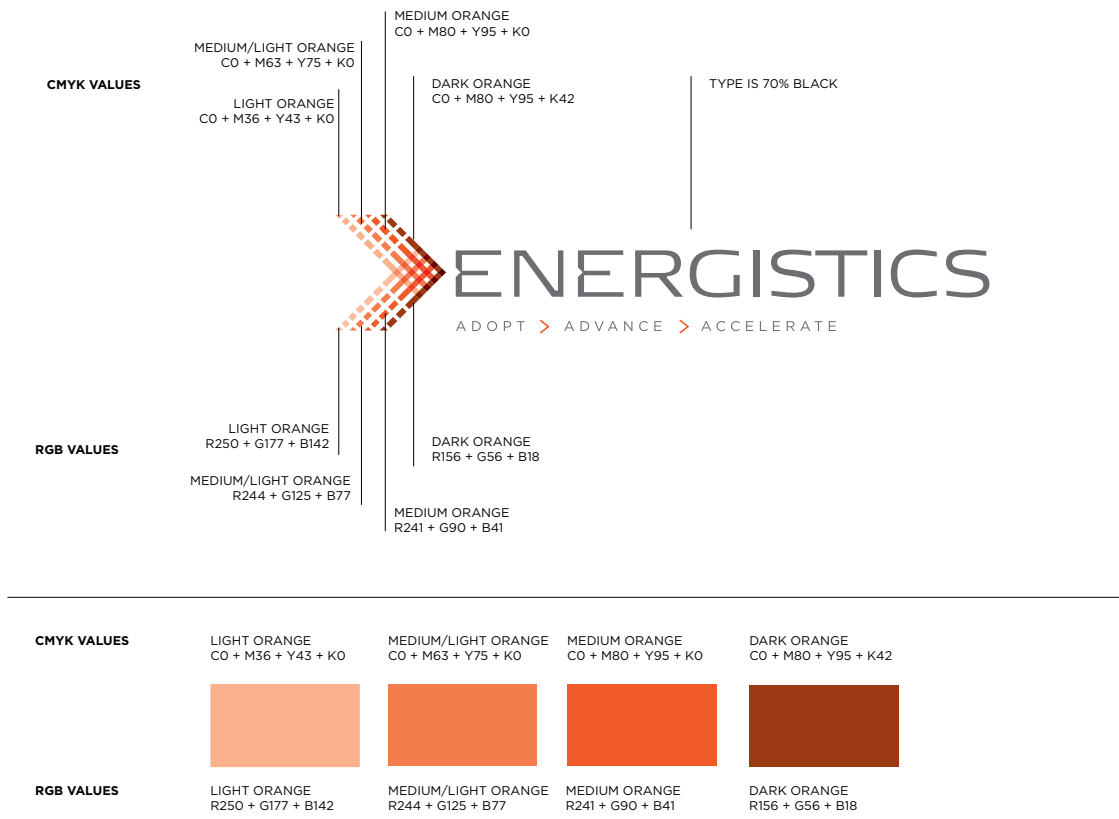
Energistics small badge 2" x 3"
For small display



Large 6" x 9" banner
For large display

COLOR PALETTE AND FONTS

Color palette



Fonts

Energistics communications and marketing materials are produced over a wide spectrum of media.

The preferred font is **Calibri**.

The **Arial** font set is also acceptable in use cases for which font availability is an issue.

CONTACT US

If you plan to use any of Energistics logos or trademarks, or if you have questions about correct usage, please contact us: info@energistics.org

For enquiries about marketing partnerships and initiatives: marketing@energistics.org