

v.1.1 - August 2018

# E&PS brand & communication guide

Branding guidelines for professional designers and writers

*(who create communications everyday on behalf of E&PS)*

**E&PS**

Need help or assistance with the brand or any communications, email us at [eps.communications@exxonmobil.com](mailto:eps.communications@exxonmobil.com)

Table of contents

Preface

Introduction

Our vision..... 4

Our behaviors..... 5

Our brand

Logo..... 7

Colors..... 9

Typography..... 11

Tone & voice ..... 14

Photography..... 17

Visual elements..... 19

Things to avoid..... 26

Applications

PowerPoints ..... 28

Digital signage..... 29

Banners..... 30

0

Promotional items ..... 31

Email communications.. 33

Website..... 37

## Preface

Are you a trained graphic designer? Are you fairly savvy with design tools? If you answered yes, then this guide is for you! If not, please refer to the [Branding guidelines](#) for employees and contractors.

Creating communications on behalf of E&PS comes with the big responsibility of helping to make our organization what it is. That includes helping us to create a consistent brand presence for our customers and colleagues. Using our branding correctly is simple and very necessary.

This guide will help you create communications that help us stay united across teams, locations and regions. No matter where we are or how we are communicating, we can have one look and feel so anyone who works with us will know who we are and what to expect.

Because you're a designer, you have access to a larger set of brand assets than others. The following pages will guide you as you use the E&PS branding to create amazing print work, digital designs and materials for events. Almost anything you need (design-wise) can be found here.

If you ever have any questions or need further guidance, please reach out to us. We're happy to help.



Your E&PS Communications Team

## Our vision

# We help you do what you do, better.

Our vision embodies who we are as E&PS. Though we want everyone to keep this in mind, we should use it on materials sparingly. If we put it on everything, it becomes watered down and common. A good rule of thumb when including the vision statement in your materials is that it should be used for internal or external communications that need a powerful reminder or a guiding purpose.

## Our behaviors



### We understand needs.

To help our customers and our colleagues—the people of ExxonMobil—we need to listen and learn about their world and apply our unique expertise to make their jobs a little easier.



### We collaborate.

To do the incredible things our customers expect, we share, listen, challenge, experiment and take risks—as a unified E&PS team and as an extension of our customer's teams.



### We innovate.

At E&PS, innovation is more than just technology, it's about being flexible, resilient and creative so we can tackle whatever challenge the business brings us.



### We unlock value.

Wherever ExxonMobil does business, E&PS is there from start to finish. We're making a difference every day—no matter what our role might be.

Our brand

**This is how we look. This  
is how we sound.**

## Our name

We are E&PS. Our name clearly and simply signifies that. As an acronym, the E&PS logo quickly tells people who we are. It unifies our organization and shows our value to each other and the corporation.

- Our name "E&PS" is written in EMprint semibold
- You can use the black, white, indigo, green, or the E&PS gradient versions—select the version that maintains the best legibility in your communication
- In titles or body copy, the font style of "E&PS" should match the rest of the paragraph

You can find E&PS logo files on our resources page at [goto/WeAreEPS](#).



Primary - reversed



Primary - reversed



Primary - gradient

## Our extended name

Our extended name tells people a little bit more about us. Since it may be the first visual element external folks will see, it reinforces who we are and what we do. If your audience doesn't know us yet, use our full name to clearly spell it out for them.

- Our extended logo "E&PS Environmental & Property Solutions" is typed in EMprint semibold
- Our extended logo is in a stacked format where "E&PS" is above "Environmental & Property Solutions"
- "E&PS" is 50% larger than "Environmental & Property Solutions"
- In titles or body copy, the font style of "Environmental & Property Solutions" should match the style of the rest of the paragraph
- You can use the black, white, indigo, green, or the E&PS gradient versions—select the version that maintains the best legibility

You can find E&PS logo files on our resources page at [goto/WeAreEPS](#).



Extended logo - reversed



Extended logo - reversed

The image shows the extended logo for E&amp;PS. It consists of the letters "E&amp;PS" in a large, bold, sans-serif font at the top, with a green-to-blue gradient. Below it, the words "Environmental &amp; Property Solutions" are stacked in a smaller, bold, sans-serif font, also with a green-to-blue gradient. The entire logo is set against a white background.

Extended logo - gradient



## Primary color palette

### Primary colors

Our colors represent our brand and help people quickly connect a piece of communication to E&PS. Indigo symbolizes positivity and trust.

Green represents knowledge and growth. These colors should be used as a primary visual element.

### Gradient

The indigo-to-green gradient symbolizes collaboration and unity. Use this gradient as a secondary visual element. For the best appearance on printed materials or PowerPoints, use Pantone or CMYK formulas. When it comes to digital or web applications, use RGB or HEX codes.

### Primary colors

#### ExxonMobil Indigo

**Pantone**  
294C

**CMYK**  
100 69 7 30

**RGB**  
0 47 108

**HEX**  
#002F6C

#### ExxonMobil Green

**Pantone**  
347C

**CMYK**  
93 2 100 2

**RGB**  
0 161 77

**HEX**  
#00A14D

#### E&PS Gradient

**Gradient angle**  
45° angle from bottom left to the top right

**Location**  
Indigo begins at 0% of the gradient, while green begins from the 90% point.



### Extended colors

**CMYK**  
79 36 0 0

**RGB**  
33 140 219

**HEX**  
#218CDB

**CMYK**  
93 63 3 0

**RGB**  
10 92 165

**HEX**  
#0A5CA5

**CMYK**  
100 85 44 48

**RGB**  
0 30 63

**HEX**  
#001E3F

**CMYK**  
60 0 100 0

**RGB**  
108 199 76

**HEX**  
#6CC74C

**CMYK**  
90 32 100 23

**RGB**  
0 114 51

**HEX**  
#007233

**CMYK**  
90 41 100 46

**RGB**  
0 79 34

**HEX**  
#004F22

## Accent & secondary color palette

### Accent colors

Use accent colors to complement the primary and extended color palettes. These colors should be used minimally and shouldn't overpower the primary color palette.

### Neutral colors

Use neutral colors for headlines, titles, body copy, and/or captions. Find a balance between neutral colors and primary colors.

### Secondary colors

Use these colors for graphs and charts. You'll be able to find these color codes in [ExxonMobil's brand book](#).

### Accent colors

<b>ExxonMobil Yellow</b>	<b>ExxonMobil Amber</b>	<b>ExxonMobil Orange</b>
<b>Pantone</b> 116C	<b>Pantone</b> 143C	<b>Pantone</b> 144C
<b>CMYK</b> 0 15 100 0	<b>CMYK</b> 0 32 87 0	<b>CMYK</b> 0 51 100 0
<b>RGB</b> 255 215 0	<b>RGB</b> 242 172 51	<b>RGB</b> 237 139 0
<b>HEX</b> #F7D117	<b>HEX</b> #F2AC33	<b>HEX</b> #ED8B00

### Neutral colors

<b>CMYK</b> 0 0 0 100	<b>RGB</b> 0 0 0	<b>HEX</b> #2B2926
<b>CMYK</b> 0 0 0 80	<b>RGB</b> 90 90 90	<b>HEX</b> #5A5A5A
<b>CMYK</b> 0 0 0 30	<b>RGB</b> 181 181 181	<b>HEX</b> #B5B5B5
<b>CMYK</b> 0 0 0 10	<b>RGB</b> 230 230 230	<b>HEX</b> #E6E6E6
<b>CMYK</b> 0 0 0 0	<b>RGB</b> 255 255 255	<b>HEX</b> #FFFFFF

### Secondary colors



## Typography

EMprint  
regular

- Use for body copy and captions
- Use for subheadlines
- Use EMprint italics to emphasize words

**EMprint**  
**semibold**

- Use for headlines
- Best when used in large sizes
- Use to highlight data and key points

**EMprint**  
**bold**

- Use for subtitles
- Use sparingly in large sizes
- Use to highlight data and key points

## Hierarchy

We use different sizes and weights of typography to help our audience understand what should be read first—we need to always create a clear hierarchy of information. By adding larger type, it helps readers quickly find the main points. And, it also makes it clear to the reader that the smaller type is supporting content.

# Headlines, EMprint semibold

## Subheadlines, EMprint regular

### Subtitles, EMprint bold.

Body copy, EMprint regular. Links, underlined in blue [like this](#). To call out something, **you can bold it** or even *italicize it*.

There you have it, the type hierarchy of E&PS.

## Color and styles

Add a touch of color to your content to make it stand out. Stick to one color to help tie everything together and avoid distracting the reader. Avoid using all caps. Instead, go with bold or italics to add emphasis (but try not to overdo it).

# Headlines, EMprint semibold

### Headline color

Add visual interest by utilizing E&PS primary color palette on light colored backgrounds. For darker backgrounds, use white.

## Subheadlines, EMprint regular

### Subtitles, EMprint bold.

### Subtitle color

To create a uniform design, limit the number of colors that you apply to headlines and subtitles.

Body copy, EMprint regular. Links, underlined in blue [like this](#).

To call out something, **you can bold it** or even *italicize it*.

There you have it, the type hierarchy of E&PS.

### Body copy styles

Use styles to highlight importance of content. Apply styles sparingly. Use bold to call out a specific piece of content; use italics to emphasize it. When adding hyperlinks to digital content, underline action words and use blue (#0A5CA5).

## Tone & voice

Establishing a tone and voice ensures we "sound like E&PS" when creating content, either written or spoken. It's who we want to be, how we want to be conveyed and what we want people to feel when they come across our communications. Once people are familiar with our voice, it helps them put a face to a name. It helps them to become familiar with us and trust E&PS.

When we write and speak we are ...

**Optimistic, but not overpromising.**

**Clever, but not distracting.**

**Human, not a corporate robot.**

**Proud, but not pompous.**

**Motivating, but not preachy.**

**Responsible, but not blameful.**

## Optimistic, but not overpromising.

Communicate from a hopeful, yet authentic place to reach achievable goals. Remove the rose-colored glasses and never promise something that we know won't happen.

### Instead of saying:

"Once you begin using CareerConnect, you will have your dream job."

### Try saying:

"Once we begin using CareerConnect more effectively, we hope to see more people develop into meaningful careers."

## Clever, but not distracting.

Exclude slang that a global audience may not understand. Avoid crude humor, but add in a tasteful amount of wit to keep your audience engaged. When writing or speaking internally, you can have fun with your language, but always focus on the message purpose and don't distract the audience with too much fluff.

### Instead of saying:

"Domo arigato, Mr. Roboto! Our E&PS colleague in Cairo is on point! He's takin' robotics to a whole 'nother level to increase safety and save cash."

### Try saying:

"We're proud of our E&PS colleague in Cairo for pushing for an innovative solution that's increasing safety and saving money (and who doesn't love robots?)."

## Human, not a corporate robot.

Write the way you want to read. Think short and sweet, but not salesy. Make your message brief without sacrificing the meaning. Infuse meaning and emotion. Write conversationally and avoid industry jargon.

### Instead of saying:

"According to plant managers, the Baytown Chemical Plant operated solely on an FOA. The preceding structure and processes lacked the functionality and malleability for our facility to achieve maximum performance."

### Try saying:

"The Baytown Chemical Plant operated through the Facility Operations Area (FOA) permit. The permit didn't allow us to be flexible or give us room to grow."

## Proud, not pompous.

Communicate with a sense of pride but not from a snooty, smug or scornful place.

### Instead of saying:

“The Sakhalin site employees are working harder than any other facility. When its conservation program received the Wildlife Habitat Council Conservation Silver Certification it further proved that point.”

### Try saying:

“The Sakhalin site is one of many locations where we find employees going above and beyond. The Wildlife Habitat Council Conservation Silver Certification helps to solidify all of their hard work and efforts.”

## Motivating, but not preachy.

Communicate meaningful messages, but don't overwhelm people or come across too preachy. Help people feel more empowered, instead of just telling them what to do.

### Instead of saying:

“If you want change, you have to start today, not tomorrow or the next day. Do it for yourself, do it for your company.”

### Try saying:

“All of us at E&PS can help to spark the change we want to see.”

## Responsible, but not blameful.

We should write and speak with a sense of humility, being accountable for our actions and not pointing a finger at others or groveling with guilt. Mistakes happen, own it and make it right.

### Instead of saying:

“Due to leadership's lack of interest, we haven't highlighted our own success in energy efficiency and missed out on key opportunities to share advancements and areas of improvements with our employees.”

### Try saying:

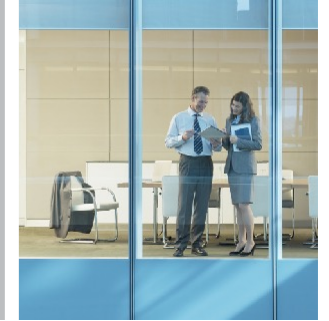
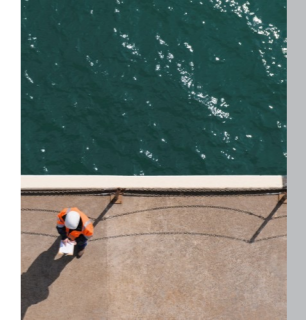
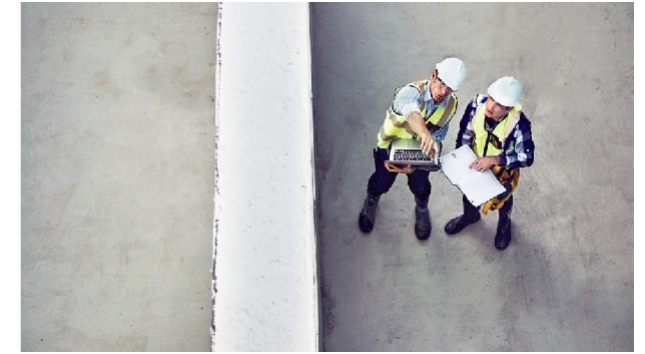
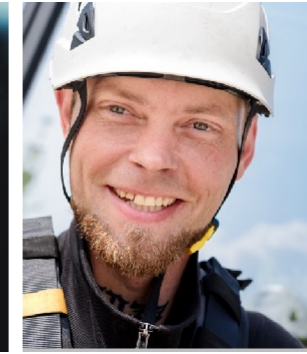
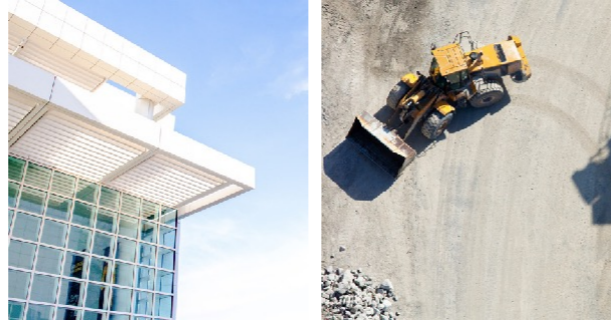
“We may have missed out on key opportunities to highlight our own success in energy efficiency, but we're now working towards sharing more of that information with our employees.”



# Photography

We want people to see things how we see things—our environment, our work and our people. That's why photography is a major component of our brand.

Images evoke emotion and help our audience connect with E&PS through our visual language—relatable imagery engage people into a piece of communication. We want our photos to represent who we are, what we do and what we care about.



## The big picture

- Select images with a panoramic or aerial view that capture a grand scale of the environment or work space.
- Use imagery with asymmetrical or dynamic cropping, strong angles and interesting movement.
- Look for razor-sharp views of authentic scenarios that create an impression of magnitude.

## The people

- We want people to be depicted as people, not as stereotypes. Choose candid looking photos where people aren't posing.
- Portraits of people and teams should have natural light.
- Images should also reflect our diversity.
- The subject should always be in focus and clear with uncluttered or busy backgrounds.
- Avoid images that display logos, distracting designs or patterns.

## The places where we work

- When using imagery depicting ExxonMobil brands, be sure the brands are clearly displayed.
- Use images that depict modern environments and work spaces.
- If any technology or hardware is featured, it should be as up to date as possible.

## Photography

### Style guide

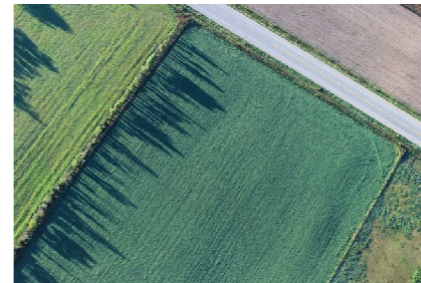
When picking stock photography or taking your own photos for E&PS, keep these things in mind:

- Light
- Composition
- Color
- Sharpness

Visit the E&PS resources page to download a collection of [approved stock imagery](#) or search for more images on [EMphotomanager](#) or [Getty](#).

#### Taking your own photos?

Check out this [how-to-guide](#) to help you capture images that align with our brand.



#### Light

The best lighting is natural lighting. It gives your photos an authentic touch with much less effort. For indoor photos, let in as much sunlight as you can.

#### Composition

Composition is how your subject and its surroundings are framed within a photograph. A landscape layout is best.

#### Color

The overall color scheme in your photograph should be as natural as possible. Clothing should complement surroundings or vice versa. Keep your photos genuine by avoiding filters, Photoshop or editing apps.

#### Sharpness

Be sure that all main focal points and subjects are in focus. It's okay to have a blurred foreground or background, just be sure your subject is as sharp as possible.

## Visual elements

Just like our tone and voice, our visual elements help to put a face to a name. Our visuals tell our story and brings our brand to life, so people can really get to know E&PS and what we stand for. As we design, we're further developing our organization's personality.

We want people to recognize who we are, so it's important that around the world we still look and feel the same. These elements will help to ensure we all "look like E&PS" when designing content.

Each element is a piece of us ...

## The shadow

From sun up to sun down

## The line

From blueprints to footprints

## The angle

From foundation to formation

## The land

From open spaces to work spaces

## Visual elements

### The shadow

This visual element represents time passing (from sunup to sundown). This stemmed from the fact that E&PS works across the lifecycle of a property and we are often the first team in and the last team out when it comes to where ExxonMobil does business.

The shadow angle can vary from left or right, depending on what you're working on. Use the shadow if it makes sense as part of the content (think short, quick headlines or content). Be sure you stick to a solid color for this.

Apply shadow to short headlines or content.



E&PS

Keep it simple by using solid colors.



## The line

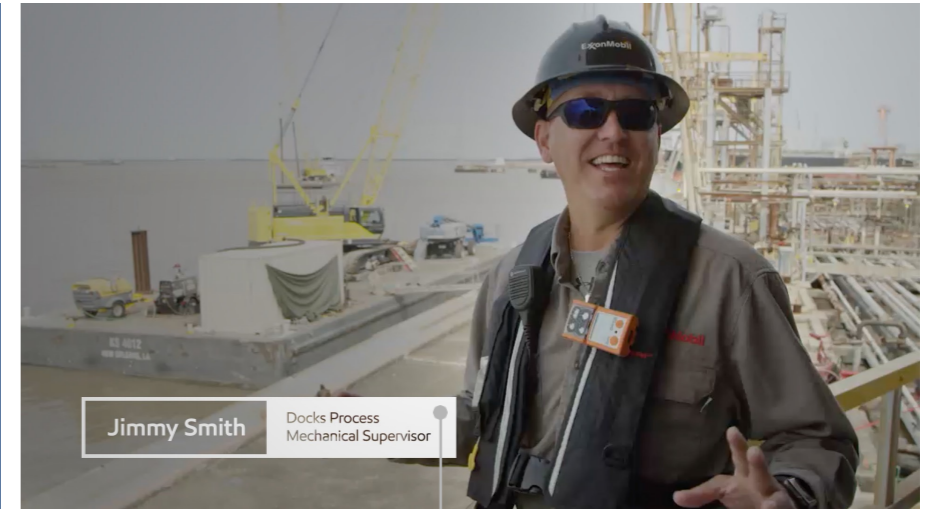
This element reflects the various lines found in blueprints. It can be used as an outline or an underline. This element, in either execution, can be used both in print and digital. It can be used to add emphasis to a single word in a paragraph, call out a title or bring attention to an impactful piece of content.

### Outline

- Great for call outs and buttons
- Used for lower thirds and supers
- Use white on dark or colored backgrounds
- Use black on lighter backgrounds
- Buttons on websites can have the gradient (but use this sparingly)
- Copy for supers (on-screen text) can be centered to fit and animated into the composition



For videos, use the outline element to display on-screen text.



A combination of the outline and a solid shape helps separate content.

FROM BEFORE THE FIRST  
**BLUEPRINT**  
— TO REDUCING THE —  
**FOOTPRINT**  
**WE ARE THERE**

Use outline as a visual element to add emphasis to text.

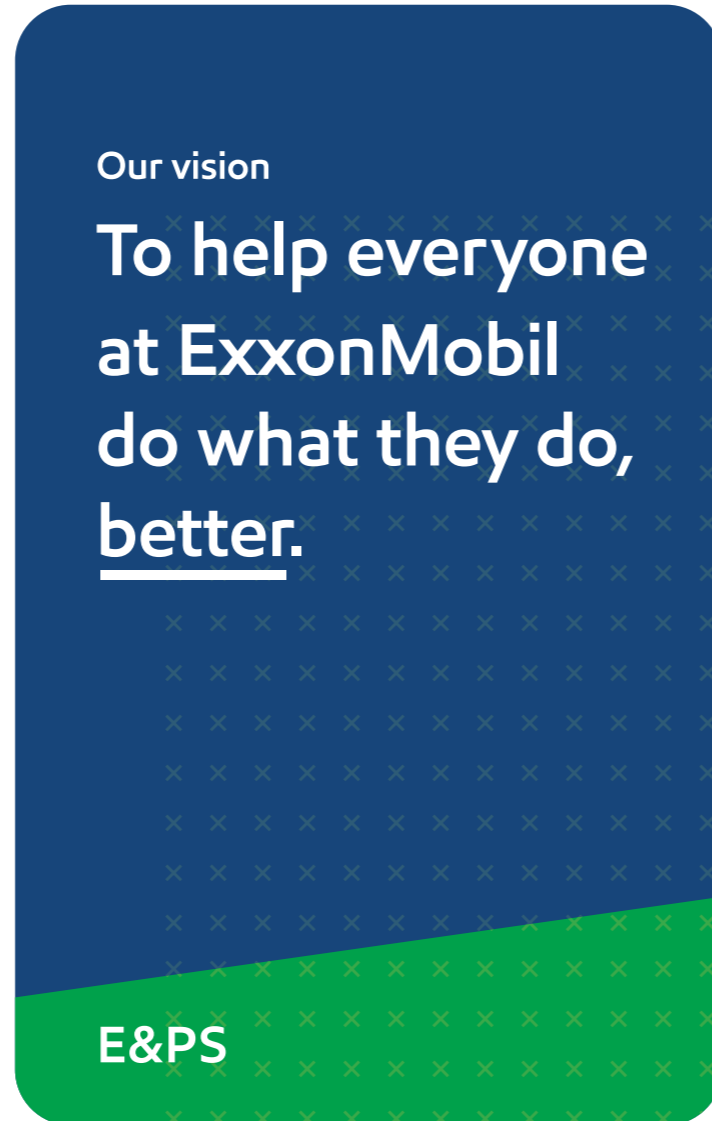


See website components on pg. 39 for guidelines on how to utilize the outlines on web applications.

## Visual elements

### Underline

- Underline action words or the most impactful piece of content (like one of our favorites: better)
- Use purposefully and with intent



**better.**

Underline words that provoke emotion and encourage action, as well as when you need to emphasize the message.

**It's ours.**

## The angle

Similar to the line element, the angle is inspired by architectural designs. The angle, or slanted line, helps us to separate large blocks of content creating a fun and distinct layout.

- This element can be used to separate content
- Can be applied to photography, solid and gradient shapes
- Breaks up layout to add interesting visual element

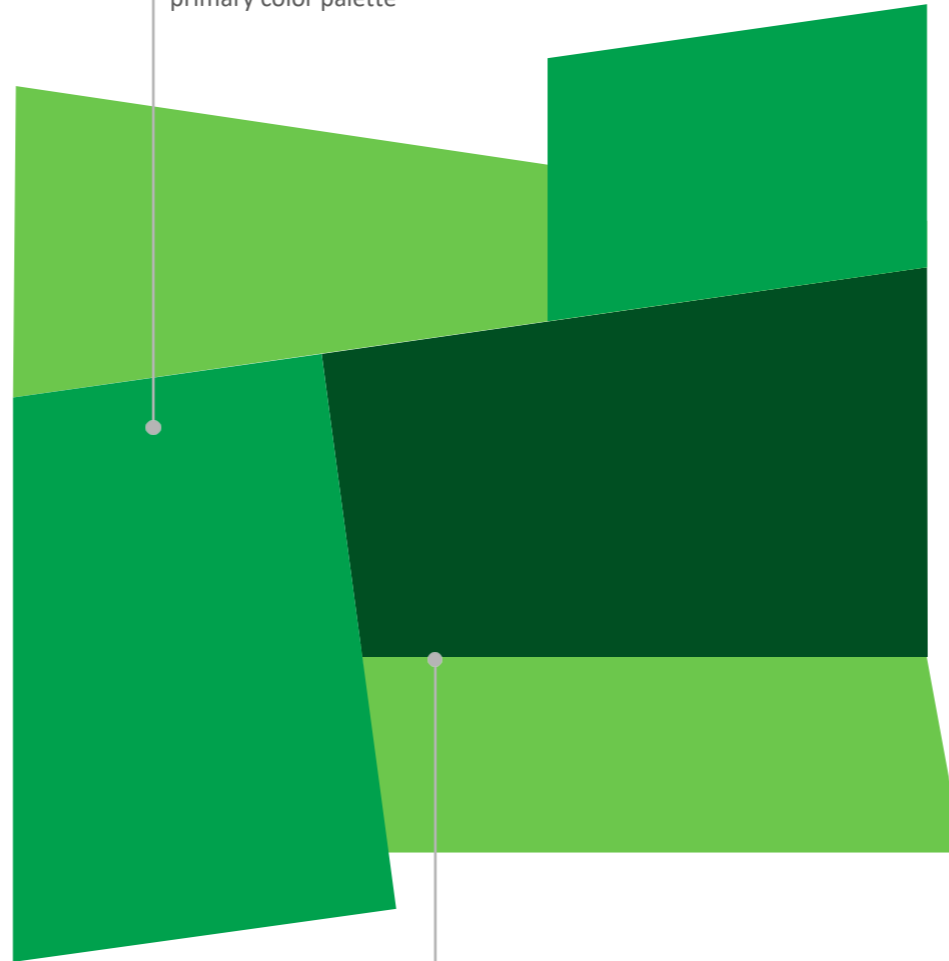


Use an 8° angle  
for this element

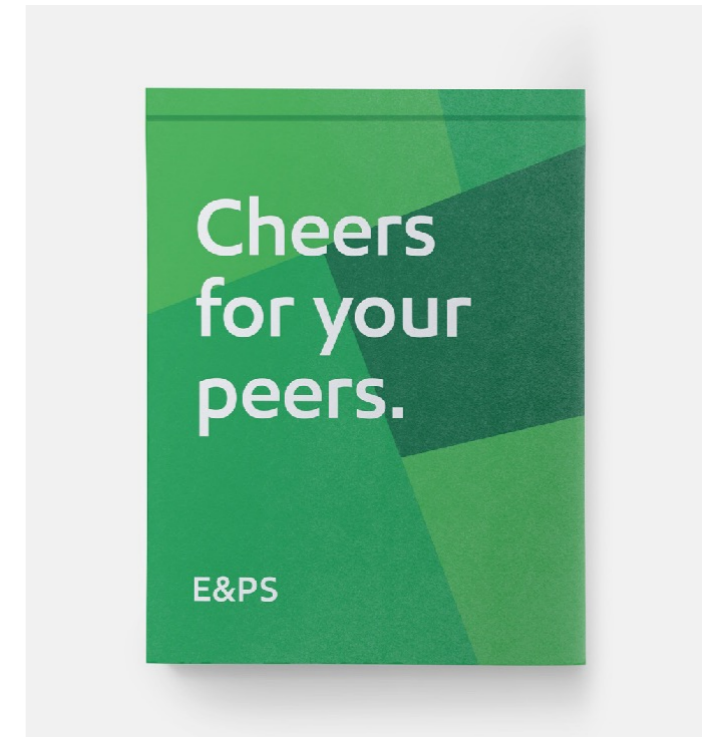
## The land

The aerial view of the land represents our connection to where we physically work and do business. You can use either the green or the blue color palette for this, depending on what you're working on. As an enlarged element, this helps to create interesting lines and angles.

Each varying shade of green can be found in the extended primary color palette



Angles are haphazard and do not follow a specified angle. But they should fit within another and should not overlap.





## Visual elements

### Extras

#### Behavior icons

The behavior icons derive from E&PS' vision. If you need additional visual elements, this helps to bring our behaviors to life.

#### Additional visuals

These icons can be used as watermarks. But, be sure to use these sparingly and consider cropping within compositions. Use background colors that will allow the icons to be clearly visible. Use the primary colors and/or extended color palette but keep the two-color combination.

#### Textures and patterns

As supporting elements, textures and patterns add interest, depth and enhance empty spaces. These elements can also be useful as watermarks.

## Behavior icons

We understand needs.



We collaborate.



We innovate.



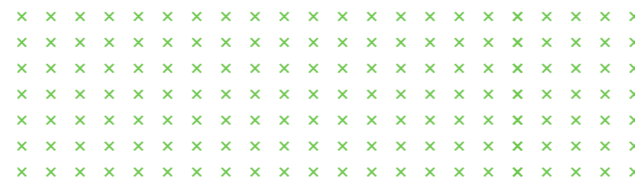
We unlock value.



## Additional visuals



## Textures and patterns



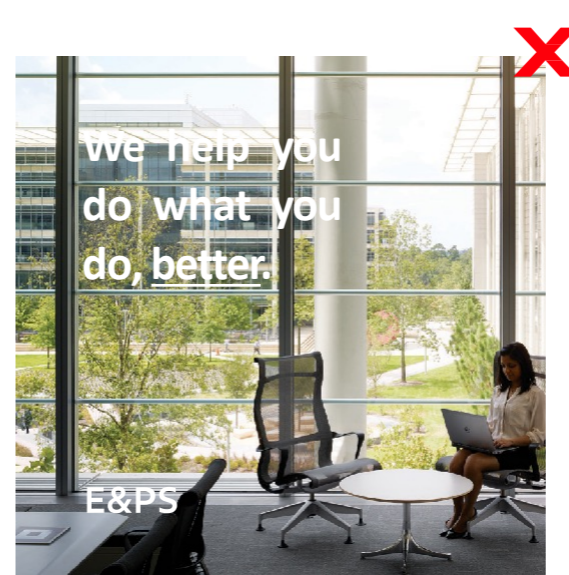
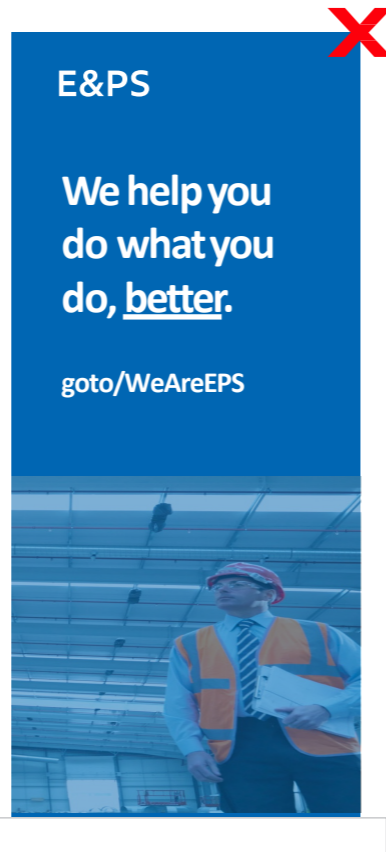
*See example on pg. 22 on how to utilize this texture.*

## This is what we won't do

We want E&PS to look as one, so it's important we all follow the same visual style. When we're all on the same page, it helps our audience get to know us better and build a sense of trust.

### Don't

- Use fonts other than EMprint
- Use other colors more prominently than the E&PS primary color palette
- Use busy or other background graphics that affect the legibility of type or take away from the core message
- Angle the logo
- Unstack the extended logo and create a different grouping
- A different angle of the slanted shape visual element other than 8°
- Cropping imagery without intent
- Symbolism or cliché imagery
- Choreographed or staged emotions



Applications

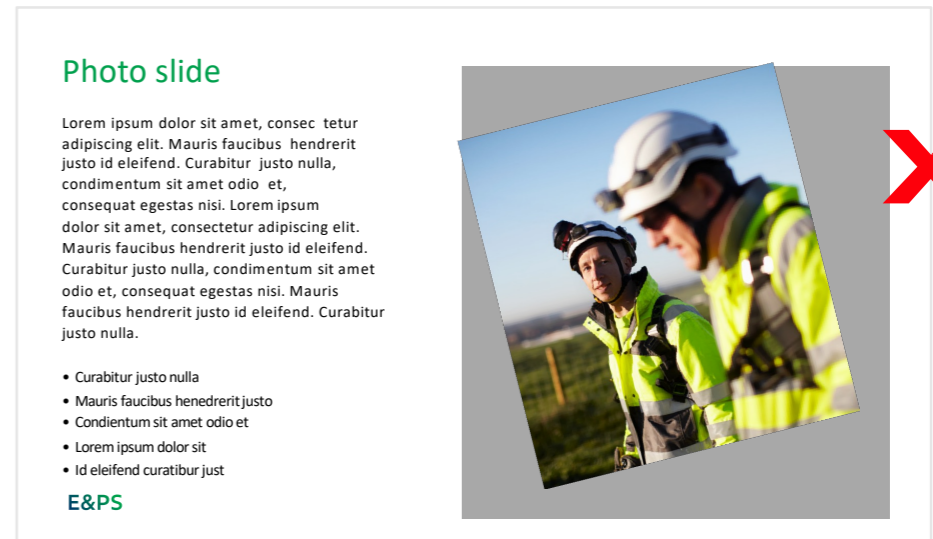
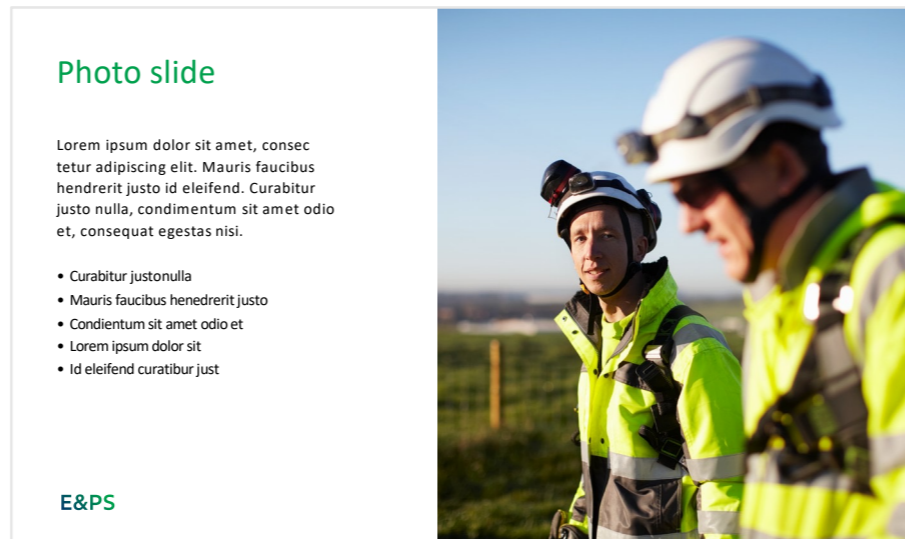
**This is how we do it.**

## PowerPoints

We share presentations ALL of the time. Whether it's for an internal or an external meeting, we have the power (and the PowerPoint template) to keep these consistent with our brand, too.

- Format in 16:9 ratio
- Use section dividers and key message slide layouts to introduce new sections and highlight important facts
- Avoid using too much text on one slide
- Use imagery that enhances your content
- Use shadows and glows sparingly

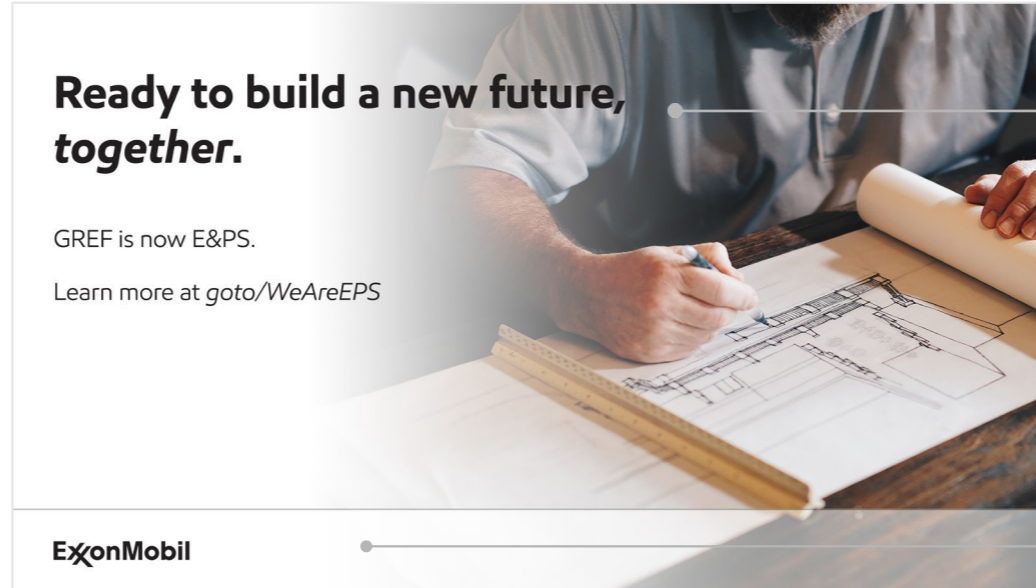
Be sure to download the E&PS PowerPoint templates at [goto/WeAreEPS](http://goto/WeAreEPS).



## Digital signage

Digital signage is used to communicate organization-wide initiatives. If you're interested in learning more about these, contact our [E&PS communications team](#).

Please note that all digital signage needs to be reviewed and approved by P&GA.



### Typography

Follow P&GA guidelines for digital signage:

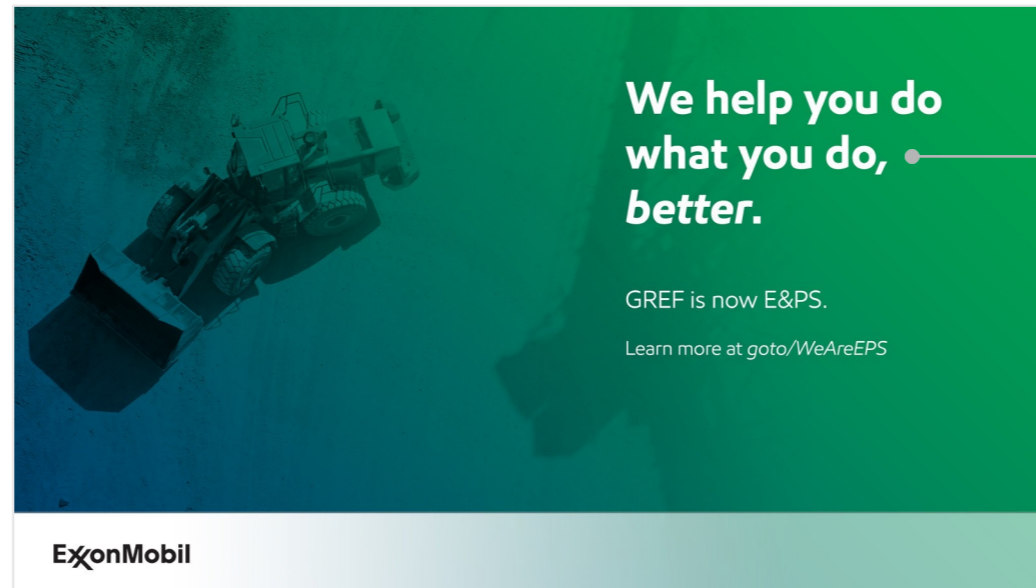
- **Headline:** 112 pt., EMprint bold
- **Subtitle:** 60 pt., EMprint regular
- **Call to action:** 48 pt., EMprint italics

### Ticker

Don't forget the ExxonMobil ticker. We could miss important information if something is covered up by it.

### Content

Keep it short and sweet. Your message should quickly and easily communicate.



## Banners

E&PS displays are an easy way to share a quick message with a large group. It's important to keep the text short and concise. The graphics are simple so we don't take away from its purpose.

**Placing logos - portrait**  
Place "E&PS" either on the top left or right corner. Place ExxonMobil logo bottom left or right corner.



Displays

**Placing logo - landscape**

Place E&PS and the ExxonMobil logo horizontally opposite of another, either at the top or bottom.



Large format

**Visual elements**  
Use simple graphics.

**Headlines**  
Keep your content short. Follow typography hierarchy.

## Applications

### Promotional items

With promo items or swag, we can all share our love for E&PS. Not only do they unite us (and they're fun), but they also help our organization create brand awareness.

#### Want some swag?

If you're located in the U.S., promotional items are available to order on [4imprint.com](https://4imprint.com). Use the reference code listed for the item you're interested in. You can also reach out to Neng Thao at [nthao@4imprint.com](mailto:nthao@4imprint.com) or call 1-877-446-7746 x8805 to submit your order.

[View](#) our vendor list to call and place your orders.

21 oz. water bottles



External power bank



Writing pens



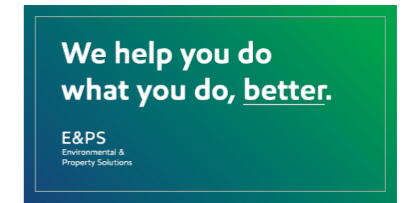
Retractable badge clip holder



Webcam cover



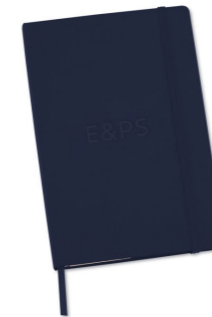
Vision stickers



15.6" laptop backpack



Notebooks



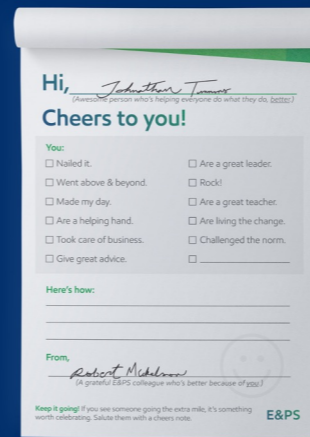
## Specialty items

It gets better. As part of our promotional items, we also have something special for our E&PS team: branded socks, enamel pins and a notepad (to help us celebrate our peers).

To order specialty items, contact the [E&PS communications team](#).



Enamel pins



Cheers notepad



Socks





## Email communications

We know that email communication is very effective, but often overused and noisy. By identifying who our audience is, we can send messages that are more meaningful.

When we're sending messages, it's important that we keep our tone and voice in mind and consider if the audience is internal or external. Whether you find yourself emailing a big group or individual, these tips will help you do it better.

You can view and download the email communications guide and templates from our resources page at [goto/WeAreEPS](#).

When you're trying to send a message ...

## Mass emails

For a broad audience across an entire location or organization-wide

## Targeted audience emails

For a specific subset of an audience

## Common emails

Basic communication between colleagues

## Mass emails

### What is it?

Mass emails have content that's important and timely for a large group across an entire location (i.e. Houston Campus) or even across the entire E&PS organization.

**Who should send this?** Employees in communication roles send these to large audiences. Groups could be across ExxonMobil companies or to everyone in E&PS. These communications are sent from general inboxes, not a single individual.

### When not to use.

If the email information isn't important to everyone. Employees who aren't in communication roles should utilize the other forms of emails.

### Facility lock up

Find yours on the E&PS Resources page.

### Header background

Apply a light, solid color so that it does not distract from your content.

### Footer

This is a default element that should not be altered in anyway.

E&PS

ExxonMobil

Houston Campus

## Campus E&PS Newsletter

Q2 2018 — Recap

### [Nature garage changes due to expanded parking project](#)

Residents who utilize the Nature garage should be aware of the following changes and work activities related to the previously-communicated expanded parking project at the Houston Campus. [Learn more.](#)

### [Chick-fil-A, cashierless kiosks, and a self-serve salad bar joining the Houston Campus Dining experience](#)

### Renovations

Beginning in June, residents who utilize the Nature garage should be aware the following changes and work activities related to the previously-communicated expanded parking project at the Houston Campus. [Learn more.](#)

goto/EPS | E&PS Yammer

Environmental & Property Solutions

## Targeted audience emails

### What is it?

Targeted audience emails are for smaller group usage. These are great especially when trying to send a message to an entire floor of a building or a specific group within E&PS.

### Who should send this?

These emails can come from a general inbox or an individual.

### When not to use.

If the information doesn't impact the audience's day-to-day job, then stick to a common email.

### Lockup

Targeted audience emails should always end with your group lock up.

Tue 6/26/2018 1:59 PM

● EPS Communications /SM

John, what were you thinking?? An S&C Podcast

S&C Team,

Have you ever heard about a decision from the leadership team and thought, what were they thinking?! Don't miss this opportunity to get answers to your hard hitting questions around the Strategy & Commercial team, design thinking, E&PS culture change, and all the things that make John Rudisill tick. Questions will be addressed as part of the first ever S&C podcast!

Submit your questions for John through Sli.do by going to [www.slido.com](http://www.slido.com) and entering in event code P019. Questions must be submitted by 5:00 pm CST on **Friday, June 28th**. There is an option to submit your question anonymously by clicking on the arrows next to your name.

Questions not addressed in the first podcast will be addressed in future communications or podcasts.

If you have any issues with the Sli.do platform, please contact [Lexi Cansler-Pitt](#).

**E&PS**

Strategy & Commercial

## Common emails

### What is it?

These are your everyday (and, sometimes, what seems like every minute) email. Before you hit send, could you speak in person or have a phone conversation instead? If so, do that. If not, go for it and send that email.

### Who should send this?

Anyone and everyone.

### When not to use.

If the information could change the way a group works or impacts a larger audience, consider sending one of the other email options.

**Pro tip:** Include your E&PS branded signature. You can download instructions for creating email signatures on the resources page at [goto/WeAreEPS](#).

Email text (10pt. EMprint or Arial)

Signature text (10pt. EMprint or Arial)

3 line breaks

Employee name (bold)  
Business title (regular)

1 line break

Legal business name (bold)  
Business address (regular)  
Contact information (regular)

Optional legal copy (7pt. EMprint or Arial)

3 line breaks

Legal copy

Tue 6/26/2018 1:59 PM

● Kauffman, Taylor

What's going on?

Hi Taylor,

We want to share what's happening in E&PS and connect with each other. We'll keep you up-to-date with E&PS learnings, successes, changes and more. We're giving this a try and we need your feedback to make it work. What topics do you want to know more about? What's working? What's not? Send any feedback you may have.

Have you seen all of the new faces on our [Yammer feed](#). Check it out!

Regards,

**Charles Kolb**

Culture & Behavior Business Venture Manager  
Environmental & Property Solutions (E&PS) – Strategy & Commercial

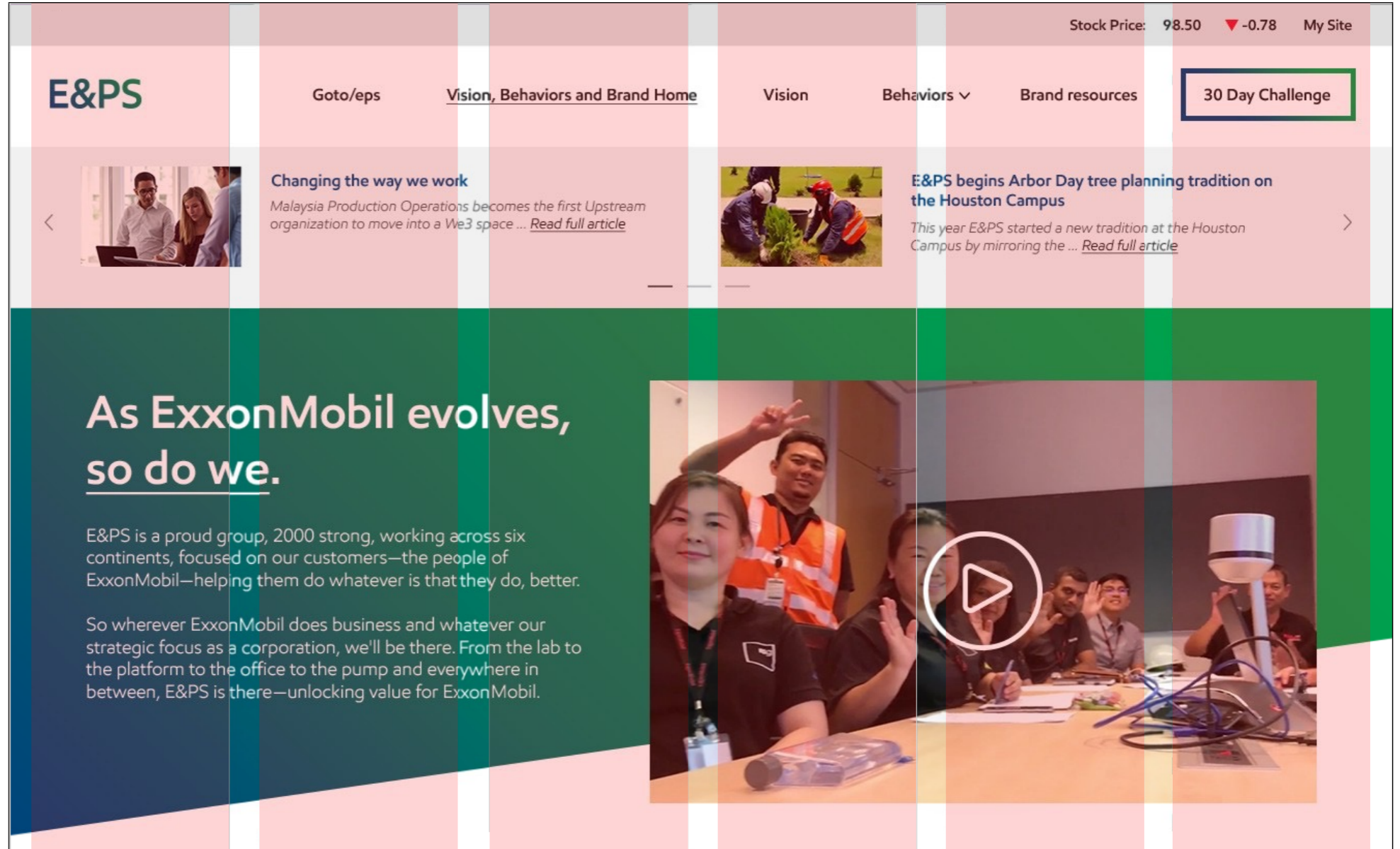
**ExxonMobil Global Services Company**

Wellness 3, 2A.511  
22777 Springwoods Village Parkway  
Spring, TX 77389  
832 625 7683 Tel  
703 639 7929 Mobile

Legal text: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ut ex eget magna placerat dapibus. Fusce eget elit varius, interdum sem quis, interdum justo. Sed a congue nisi. Sed aliquet fermentum dui non sollicitudin. Aliquam.

## Website

Columns are a simple way to segment content visually. By group similar ideas together, it makes our content even easier to read. Our E&PS website is designed using a 6-column grid, which is great for responsiveness and mobile devices.



# Typography

Typography is the system of typefaces (fonts) used to display text. The collection of different fonts, along with their sizes and weights, communicate a hierarchy which guides the reader through the information. These specifications are mainly for desktop and will scale to smaller screen sizes.

**H1 headlines**  
EMprint semibold 45pt

**H2 title and headlines**  
EMprint semibold 40pt

**H3 subheads and titles**  
EMprint bold 24pt

**Button text**  
EMprint semibold 18pt

**Paragraph and kicker headline text**  
EMprint regular 18pt

**Legal text**  
EMprint regular 15pt

H1 Headlines

● **As ExxonMobil evolves, so do we.**

Paragraph

● E&PS is a proud group, 2000 strong, working across six continents, focused on our customers—the people of ExxonMobil—helping them do whatever is that they do, better.  
● So wherever ExxonMobil does business and whatever our strategic focus as a corporation, we'll be there. From the lab to the platform to the office to the pump and everywhere in between, E&PS is there—unlocking value for ExxonMobil.

Kicker headline



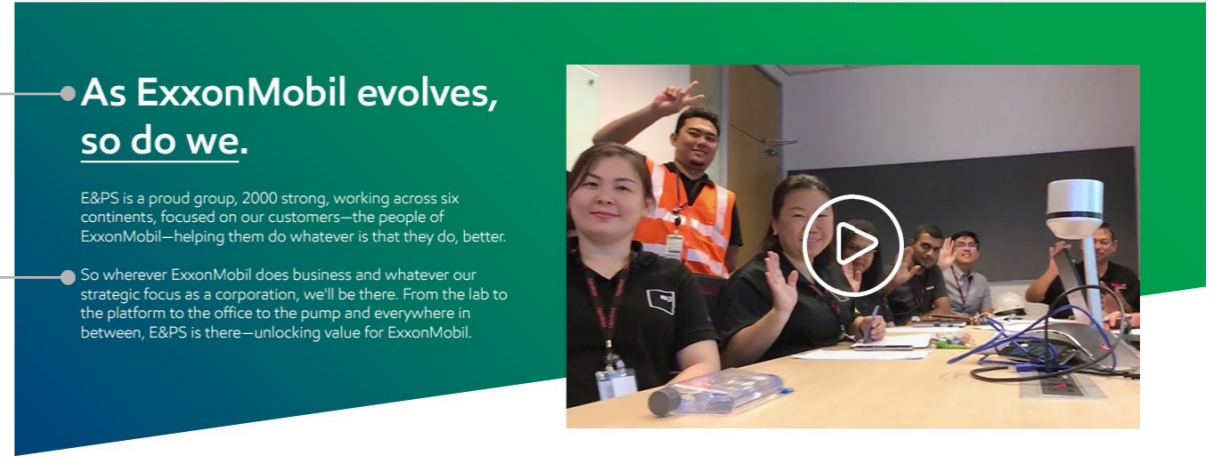
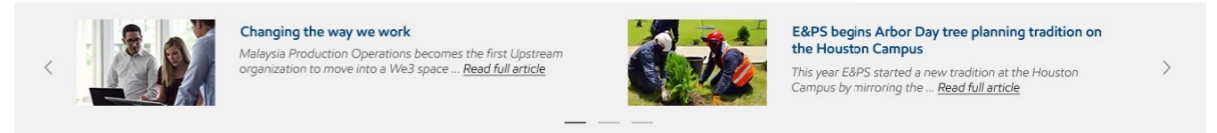
H2 title and headlines

Our vision

**To help everyone at ExxonMobil do what they do, better.**

Button

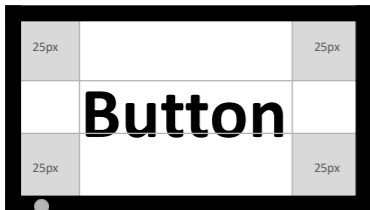
See what our vision means to us



## Components

Components are reusable items that are built to provide icons, buttons, hyperlinks, input fields, pop-ups, and various resources throughout the site.

- Indigo and white buttons can also be used, whichever gives the highest legibility



5pt stroke, proportionately scale up or down

### Primary button



Normal state



Hover state



Active state



Disabled state

### Secondary button



Normal state



Hover state



Active state



Disabled state

### Hyperlinks

[goto/EPS](#)

#0A5CA5

Normal state

[goto/EPS](#)

#002F6C

Hover state

[goto/EPS](#)

#002F6C

Active state

[goto/EPS](#)

#001E3F

Visited

# Thank you!

If you have any questions or need assistance with the E&PS brand, please reach out to us at [eps.communications@exxonmobil.com](mailto:eps.communications@exxonmobil.com). We're happy to help you make awesome E&PS communications.