

BRAND GUIDELINES



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INTRODUCTION

DHI is a leader in the oil and gas services industry, using creativity and technology to meet the world’s rapidly growing energy needs. We have been in operation for over 40 years and take pride in the quality of our services. Located in all of the largest energy plays in the United States, DHI provides world-class services in fluid processing, storage, management, and equipment rental to the upstream oil and gas market, as well as construction and other infrastructure-focused industries. DHI strives to continuously achieve outstanding financial and operational results while strictly adhering to high ethical standards.

This document is to be used as a guide to maintain the integrity of the DHI brand identity. All applications of the DHI logo must be approved by Michael Northcott in their final form.

If you have any questions regarding DHI-branded materials, or would like to request any of the files mentioned, please contact:

Michael Northcott, Executive Vice President

mnorthcott@dalboholdings.com

LOGO



SECONDARY LOGOS



OFFICIAL LOGO

The DHI logo was specifically designed with its services and clients in mind. The logo is available in multiple sizes and colors but must not be altered or recreated. Consistent usage and application of the official logo further reinforces the DHI brand.

APPROVED LOGO COLOR USAGE

Blue logo: Use on white or light gray background.

White logo: Use on black, dark gray, or blue background.

Black logo: Use on white or light gray background.

Other background colors may be used but must provide adequate contrast to the logo color and must be approved.

For approval of additional background colors, please contact:

Michael Northcott, Executive Vice President

mnorthcott@dalboholings.com

LOGO INTEGRITY



BRAND CONSISTENCY

The DHI logo is one of our most visible and valuable assets, and it is necessary to keep the usage consistent as it is applied across multiple applications.

WHITE SPACE

Always position the logo for maximum impact and give it plenty of room to breathe. This will help to ensure our logo's visibility and legibility.

The minimum white space for the DHI logo is defined as one-fourth the height of the logo.

Understanding the white space rule is essential, as it is also the standard for logo position and scale on printed and digital communications. The white space rule should be maintained as the logo is **proportionately** enlarged or reduced in size.

IMPROPER LOGO USAGE



Do not stretch or skew



Do not crop or cut off any elements



Do not move or rearrange elements



Do not rotate



Do not change colors or add effects including non-branded patterns

IMPROPER LOGO USAGE

To keep the integrity of the DHI brand, you must never alter the official logo design in any way, outside of **proportional** scaling. This includes, but is not limited to, stretching, skewing, cropping, rearranging, or adding elements and effects.

The use of the DHI logo is a reflection on the company as a whole, and any alteration may risk brand reputation.

For any questions on logo usage, please contact:

Michael Northcott, Executive Vice President

mnorthcott@dalboholings.com



PRIMARY COLOR

Pantone 534 C

R 27 G 54 B 93

C 100 M 71 Y 0 K 51

HEX 1B365D

SECONDARY COLORS



R 242 G 103 B 34

C 0 M 74 Y 100 K 0

HEX F26722



R 127 G 127 B 127

C 52 M 43 Y 43 K 8

HEX 7F7F7F

OFFICIAL COLORS

The official DHI colors help to define the logo and set the tone for further corporate branding. Use the Pantone (PMS) color reference shown to match the DHI blue.

As the use of color in marketing materials extends beyond the DHI blue, color codes for secondary and tertiary colors are also included for use.

RGB and HEX codes are for digital/web use.

CMYK codes are for printing.

TERTIARY COLORS



R 57 G 126 B 61

C 80 M 28 Y 100 K 15

HEX 397E3D



R 46 G 118 B 180

C 83 M 50 Y 4 K 0

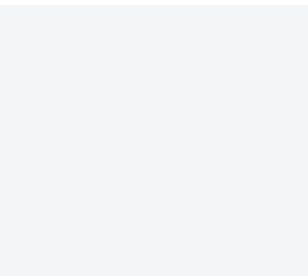
HEX 2E76B4



R 190 G 34 B 39

C 18 M 99 Y 4 K 0

HEX BE2227



R 242 G 242 B 242

C 4 M 2 Y 2 K 0

HEX F2F2F2

PROMOTIONAL ITEMS



LOGO APPLICATION USAGE

There are many instances where the logo may need to be applied to an item or special material for promotional or other marketing purposes. Here are a few examples of how the logo may be applied.

Do not apply the DHI logo on non-approved items.

SENDING LOGO FILES FOR PRINT

When applying the logo to promotional items, be prepared to send the vendor the appropriate logo files.

Always request logo file specifications from the printer and ask for a proof before it is produced. The file type to send depends on the printer, but in general use the following guides:

DO USE a vector or native Creative Suite file (**AI, EPS, PDF, PSD**). **TIFF** may also be a compatible option.

DO NOT USE files that are lossy or are the incorrect color mode (**JPG, PNG, BMP, GIF**).

TYPOGRAPHY PRIMARY



Swis721 Cn BT Roman

Use for body copy and large text areas

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Swis721 Cn BT Bold

Use for paragraph titles and section headers

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Swis721 BlkCn BT

Use for page titles and large graphic areas

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Also Available:

Swis721 Cn BT Italic

Swis721 Cn BT Bold Italic

PRIMARY FONT

The consistent use of typography in the design of marketing materials helps maintain the integrity of the DHI brand. The official font for printable DHI marketing materials is Swis721 Cn BT.

FONT SIZES

Body Copy and Large Text Areas

11 pt font with 14 pt leading

Paragraph Titles and Section Headers

18 pt font with 22 pt leading - or - 14 pt font with 17 pt leading

Page Titles and Large Graphic Areas

36 - 48 pt font (should not exceed two lines of text)

TYPOGRAPHY SECONDARY



Arial Narrow

Use for body copy and large areas of text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Narrow Bold

Use for paragraph titles and section headers

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Narrow Bold Italic

Use for page titles and large graphic areas

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Also Available: Arial Narrow Italic

SECONDARY FONT

DHI’s secondary font is Arial Narrow. Employees should use this font for presentations, e-mails, internal communications, etc.

FONT SIZES

Body Copy and Large Text Areas

11 pt font with 14 pt leading

Paragraph Titles and Section Headers

18 pt font with 22 pt leading - or - 14 pt font with 17 pt leading

Page Titles and Large Graphic Ares

36 - 48 pt font (should not exceed two lines of text)

GRAPHIC ELEMENTS



PHOTOGRAPHY

Photography should be used as a visual aid relevant to the DHI brand identity. The use of black and white photography is recommended for the front and back cover of all sales and marketing materials to ensure consistency and familiarization of the brand. Full-color photographs should be used elsewhere throughout all sales and marketing material.

All photos published must be clear. Do not use pixelated, distorted, or low-resolution images.

Approval must be granted for the use of any photos or graphics.

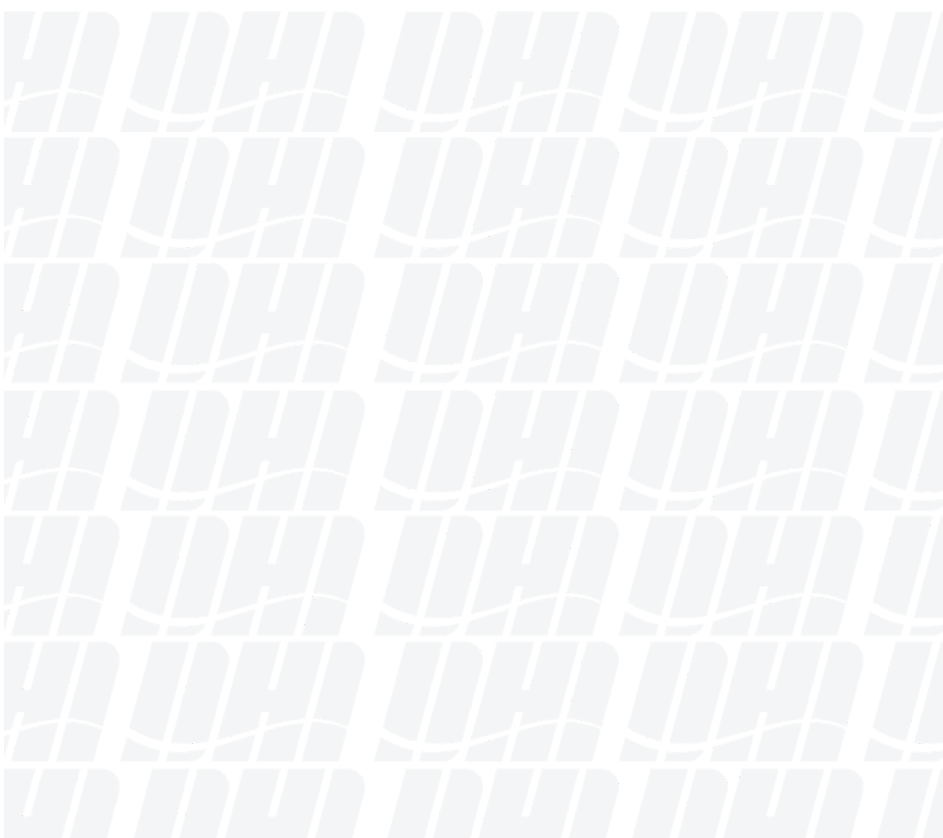
For approval to use DHI photos or graphics, please contact:

Michael Northcott, Executive Vice President

mnorthcott@dalboholings.com

LOGO PATTERN

The logo pattern should only be used as a secondary graphic element to enhance a particular design. The pattern should not be edited in such a way that the logos overlap each other. An image should never be layered on top of the pattern.



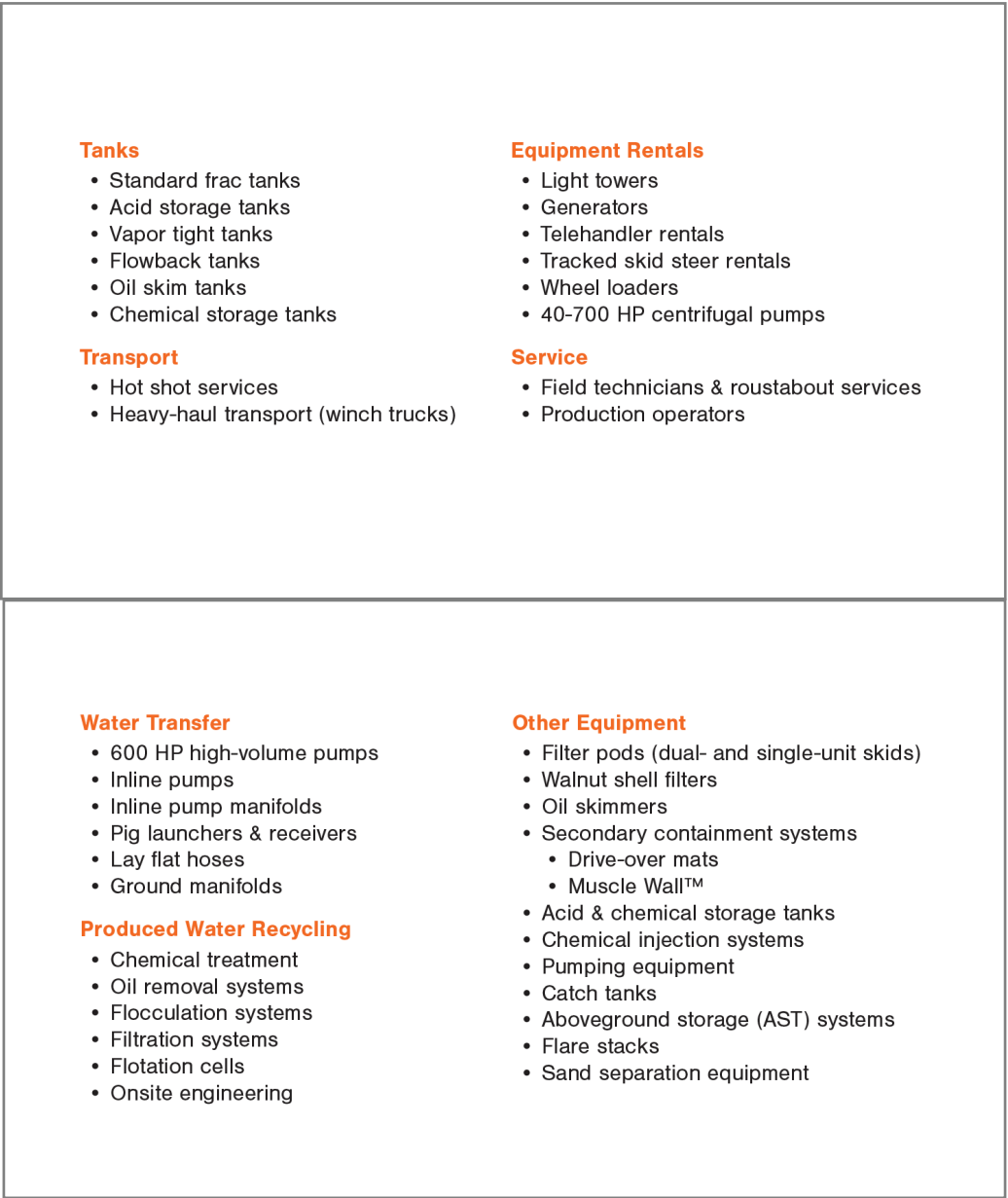
BUSINESS CARDS



Front (All)



Inside (Sales & Field Staff Only)



Back (All)



OFFICIAL BUSINESS CARD TEMPLATES

DHI has two business card layouts that have been created with brand consistency and practicality in mind. Do not create any business cards with the DHI name or logo outside of these templates.

PRIMARY TEMPLATE All employees are to use the primary template, with exceptions of field managers and sales representatives.

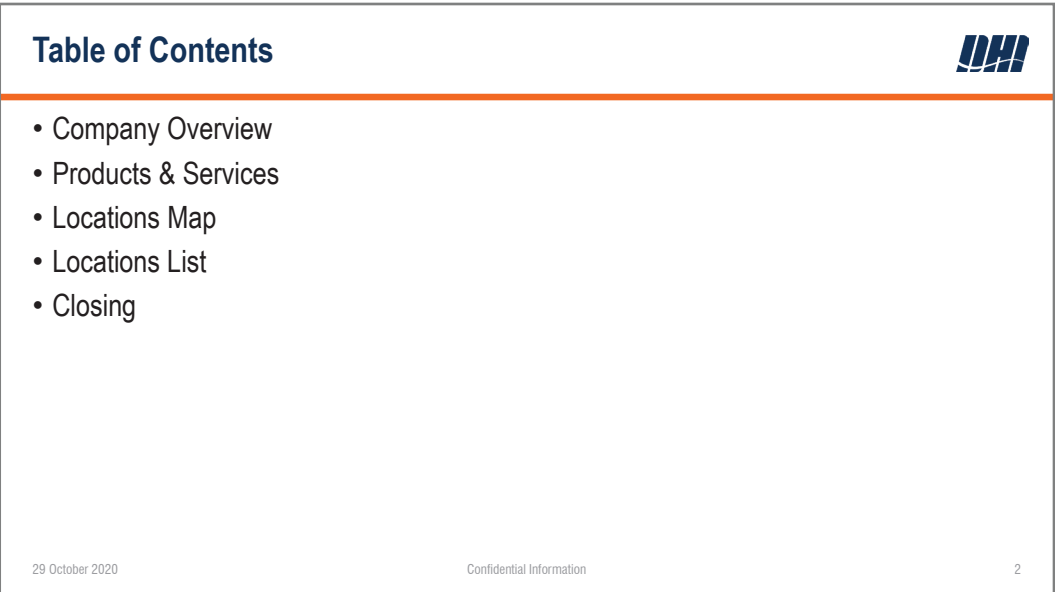
SECONDARY TEMPLATE This template opens up to include a list of DHI’s service and product offerings. This template is for field managers and sales representatives only.

To order business cards, please contact:

Michael Northcott, Executive Vice President

mnorthcott@dalboholings.com

PRESENTATIONS



PRESENTATION TEMPLATE USAGE

This template has been created in Microsoft PowerPoint and should be used as a visual aid for any general, client-facing, or employee presentations.

DO NOT alter the layout.

DO NOT apply effects to photography or graphics throughout the presentation.

DO NOT use any fonts other than Arial Narrow

DO NOT use pixelated, distorted, or low-resolution images. All photos must be clear.

To request this presentation template, please contact:

Michael Northcott, Executive Vice President

mnorthcott@dalboholings.com



ACID STORAGE TANKS

DESCRIPTION

The DHI portable acid storage tank is designed to be easily portable on a skid that safely protects the tank's integrity. The tank is comprised of a single piece of high-density polyethylene (HDPE) nested in a steel frame that provides protection against the rigors of portable service needs.

APPLICATIONS

- Corrosive chemical storage
- Acid storage, such as hydrochloric acid and sulfuric acid
- Oil well acidizing: utilizes HCl concentrations of around 15% solution in water

BENEFITS

- Holds high concentrate acid for extended time periods without the risk of deterioration
- Mixes acid to required dilution without concern
- Small footprint on location
- Bolted one-piece fittings connect to the tank with a single gasket, greatly minimizing the potential for leaks

FEATURES

- Level gauge
- Fill line in polypropylene
- Mounted on a portable skid for easy transport
- All wetted components are comprised of HDPE or acid-tolerant material
- HDPE tank nested inside a steel support structure for robust protection

SPECIFICATIONS

Capacity.....400 bbl/16,500 gallons

Tank Material Construction.....HDPE

Shell Material.....Steel

Internal Diameter.....141"

Internal Height.....246"

Volume Capacity.....396 bbl

Footprint.....12' x 12' 8"

Transport Dimensions.....L 22' x W 12' x H 12' 8"

Transport Weight (Dry).....13,500 lb.

Connections.....4" ANSI flange PVC composite

Sight Glass (Optional).....2" acid-resistant, full length

Automated Valves.....Optional as needed



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DATA SHEET TEMPLATE USAGE

The data sheet template was created to standardize sales and marketing sheets for DHI. Always seek approval before printing or publishing.

Paper type and finish should be consistent throughout all corporate materials.

To request or order data sheets, please contact:

Michael Northcott, Executive Vice President

mnorthcott@dalboholdings.com

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PROPOSAL TEMPLATE



PROPOSAL TEMPLATE USAGE

This proposal template was created to help standardize the project proposal process and strengthen brand consistency.

Use this template as a formal guide to create a proposal document for all potential and/or current clients.

Edit the text only.

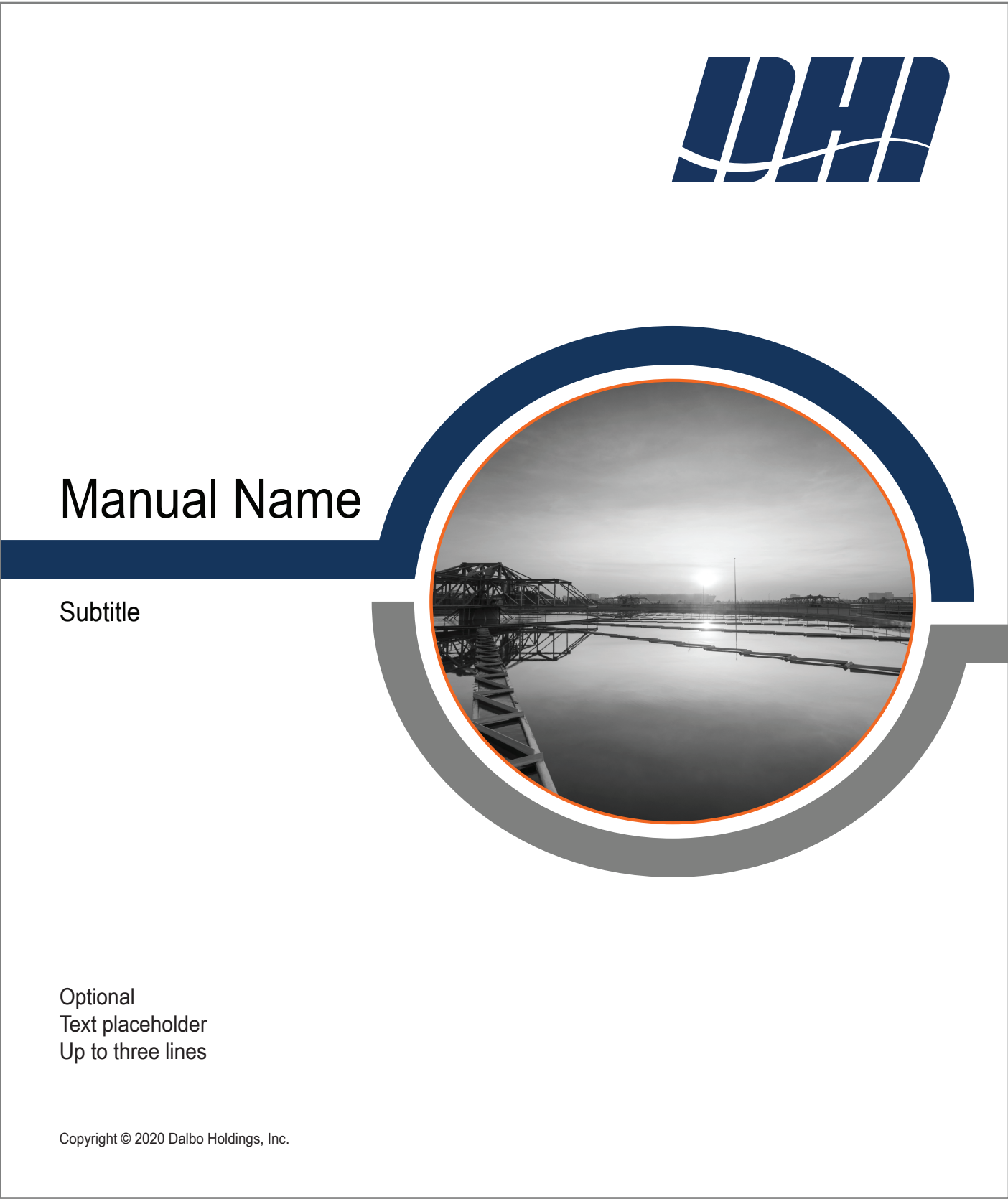
DO NOT edit the graphics or page formatting.

To request this proposal template, please contact:

Michael Northcott, Executive Vice President

mnorthcott@dalboholdings.com

COMPANY MANUAL TEMPLATE



COMPANY MANUAL TEMPLATE USAGE

The company manual template was created to help standardize internal manuals and documents.

Use this cover page as a formal guide to create cover pages for manuals and company documents (ie, HSE Manual).

Edit the text only.

DO NOT edit the graphics or page formatting.

To request this proposal template, please contact:

Michael Northcott, Executive Vice President

mnorthcott@dalboholdings.com

E-MAIL SIGNATURES



OUTLOOK

LINE BREAK

11 PT BOLD ITALIC

11 PT

6 PT

First Last

DHI - Title

555.555.1234

dalboholdings.com

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MOBILE

11 PT BOLD ITALIC

11 PT

6 PT

First Last

DHI - Title

555.555.1234

dalboholdings.com

Sent from a mobile device

This email and any files transmitted with it are confidential and intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please notify the system manager. This message contains confidential information and is intended only for the individual named. If you are not the named addressee you should not disseminate, distribute or copy this e-mail. Please notify the sender immediately by e-mail if you have received this e-mail by mistake and delete this e-mail from your system. If you are not the intended recipient you are notified that disclosing, copying, distributing or taking any action in reliance on the contents of this information is strictly prohibited.

E-MAIL SIGNATURE USAGE

A standardized e-mail signature is another way to capture the consistency and professionalism of the DHI brand identity.

When sending an e-mail, the Outlook and mobile signatures should be used accordingly in the closing of your message. It must be used for any internal and external e-mail communication, and the company name must always be listed.

To insert the line break, hit the ‘dash’ key (-) three times and press *Enter*.

FONT: Arial Narrow

DO NOT change the font, size, color, or any other elements.

E-MAIL SIGNATURE FOR REPLIES & FORWARDS

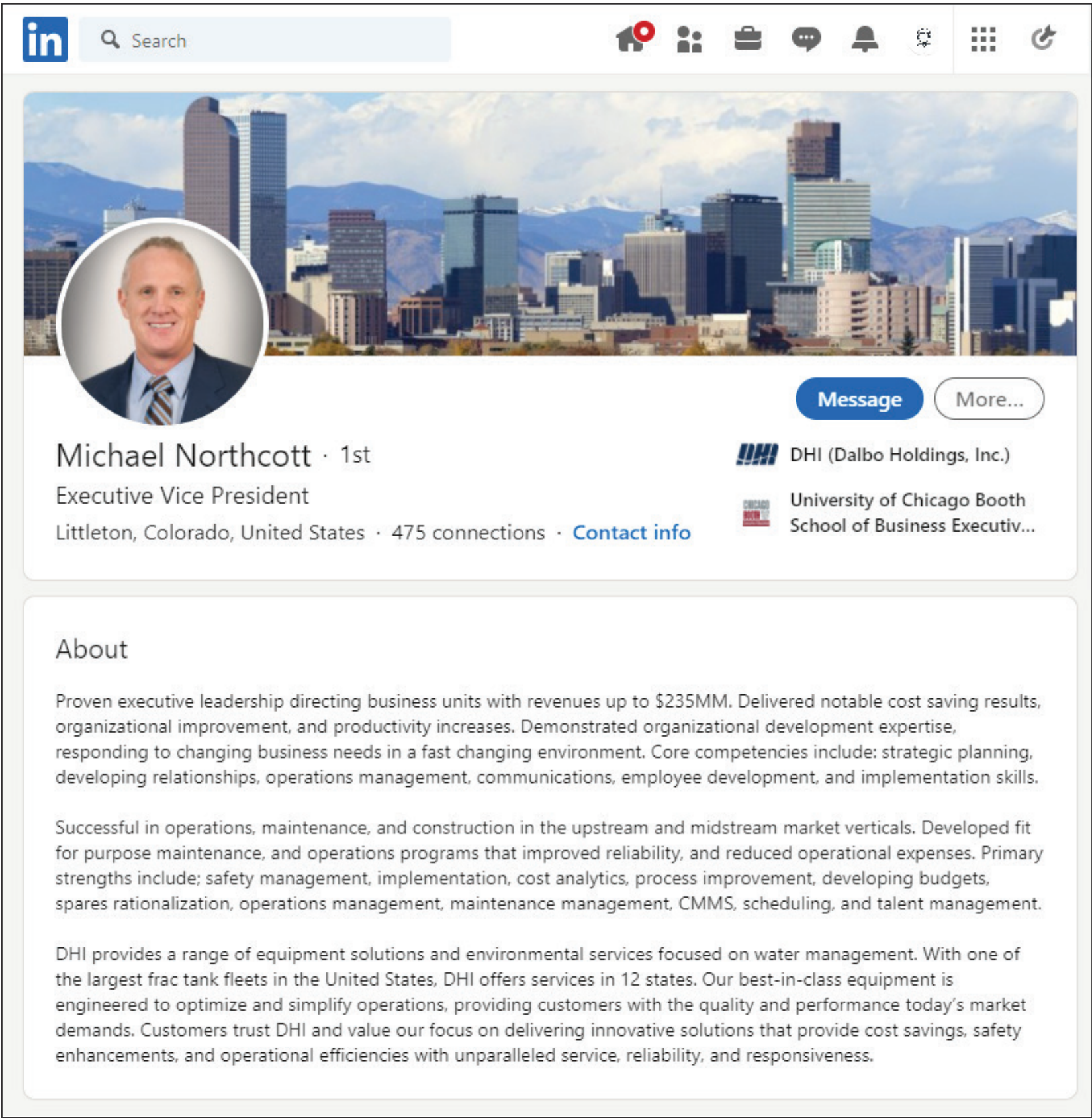
When replying and forwarding emails, employees should include their name, company, and phone number in their signature.

SOCIAL MEDIA GUIDE



CHECK LIST

- ✓ Profile Image
- ✓ Professional Background Photo
- ✓ Professional Title
- ✓ 'About' Section



PROFESSIONAL PROFILE & BACKGROUND PHOTOS

White or blue shirt, sports coat optional. **NO** golf shirt. **NO** hats or caps. Non-distracting background.

IMAGE UPLOAD SIZE: 400 x 400 pixels

PROFESSIONAL TITLE

Use consistent titles (i.e., District Manager, Sales Account Manager).

'ABOUT' SECTION

The 'About' section should include a few professional introduction sentences followed by the text below:

DHI provides a range of equipment solutions and environmental services focused on water management. With one of the largest frac tank fleets in the United States, DHI offers services in 12 states. Our best-in-class equipment is engineered to optimize and simplify operations, providing customers with the quality and performance today's market demands. Customers trust DHI and value our focus on delivering innovative solutions that provide cost savings, safety enhancements, and operational efficiencies with unparalleled service, reliability, and responsiveness.



CREATIVITY | TEAMWORK | ACCOUNTABILITY | PRODUCTIVITY | PRIDE | TRUST