



SHAWCOR

ENERGY SERVICES • GLOBAL SOLUTIONS

Standards Manual

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Letter from the President and Chief Executive Officer

ShawCor, the new name we adopted in May 2001, is designed to reflect not only the company's heritage and roots but also our evolution from a regional pipe coating and industrial products company to a global provider of innovative technology-based solutions for an increasingly diversified customer base.

The ShawCor name, together with our visual identity, is an invaluable asset in establishing us as a major international force in the eyes of our customers, suppliers and investors. Combined, these elements present a strong and coherent image, which enhances unity and identity among all ShawCor business units. It is therefore very important that we protect the integrity of our new visual identity at all times in order to maximize the clarity of communication it offers.

The graphic standards in this manual, which were developed to reflect ShawCor's new identity, detail the correct reproduction and usage of the ShawCor and divisional names and logos. To sustain a consistent visual identification for ShawCor and the individual business units, it is important that all communications adhere to these guidelines, which will multiply the impact of the new name and image at all levels of the company. By utilizing and adhering to the graphic standards in this manual, you will be helping to ensure that the ShawCor name and the close relationship between the parent company and all of our business units becomes well known by customers, suppliers and investors wherever we do business.

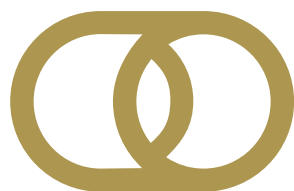


Geoffrey Hyland
President and Chief Executive Officer

Introduction

This Standards Manual is a reference tool providing standards for usage of the ShawCor Logo. Because the logo is the fundamental element of all ShawCor corporate identification, these standards have been established in order to ensure that the ShawCor trademark remains consistent in its appearance and effectiveness wherever and however it is displayed. While this document contains guidance for most basic applications of the ShawCor Logo, all possible usages cannot be anticipated. Any uses of the ShawCor Logo not directly addressed here – or which cause any unanswered usage questions to arise – will require corporate approval. Any logo or corporate identity issues not covered in this Standards Manual must be referred to:

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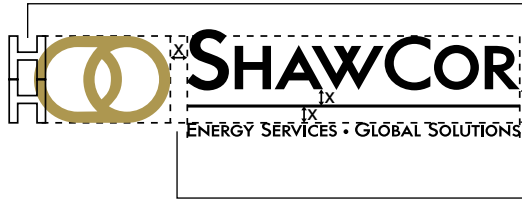


SHAWCOR

ENERGY SERVICES • GLOBAL SOLUTIONS

Logo Usage

The illustration below shows the correct relationships among the elements of the ShawCor Logo as well as ShawCor's divisional logos. These elements, their relative sizes and their placement relative to each other must not be altered.



The Tube Symbol's height is equal to twice the height of the letter "H"

The underline is vertically positioned mid-way between "ShawCor" and the tagline

The space between the "S" in "ShawCor" and the Tube Symbol is equal to the underline space




Colour Usage


The distinctive use of colour helps to increase the impact of the ShawCor Corporate Identity. The ShawCor Logo is designed to be most effective in the two-colour format denoted here. The two-colour version should be used in applications such as: collateral, signage, vehicles, trade show exhibits and web sites. Although the two-colour version of the logo is preferred, a one-colour version has been designed for use in one-colour media and in order to accommodate possible budgetary restrictions. **Black is the only approved one-colour option.**


Spot Colour

 ShawCor Gold
(or PANTONE® 872 C
and PANTONE® 872 U)


 ShawCor Black
(or PANTONE® Black C
and PANTONE® Black U)


Process Colour

 ShawCor Gold
(C=0, M=16, Y=65, K=24)

 ShawCor Black
(C=0, M=0, Y=0, K=100)

Web Colour

 ShawCor Gold
(Hexadecimal = CC9900
and R=204, G=153, B=0)

 ShawCor Black
(Hexadecimal = 000000
and R=0, G=0, B=0)

One-Colour Logo



Two-Colour Logo



The colors shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color.

Proportion Grid

The components of the ShawCor Logo are arranged in specific relationships in order to retain the logo's character in a variety of applications and sizes. The arrangement of the logo components must not be altered in any way. In the diagram below, a grid has been placed behind the logo in order to illustrate the proportional relationship of the components. This grid also provides a guide to scaling the logo for use in large applications such as signage.



Clearance Area

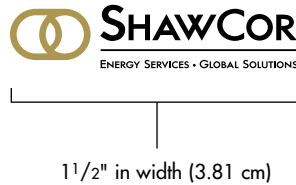
“Clearance Area” is defined as the minimum distance allowed between the logo and any other element (graphic, type or edge of page). This helps ensure legibility, enhances recognition and prevents obstruction of the logo. The Clearance Area around the ShawCor Logo on all four sides must never be less than the full height of the letter “H” in “ShawCor”.



X = the full height of the letter “H” in “ShawCor”

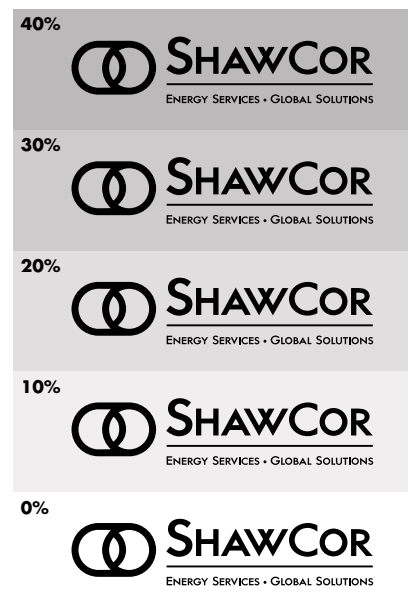
Minimum Size

To ensure legibility of the ShawCor Logo, it must not be displayed in a size smaller than 1.5 inches or 3.81 centimetres in width (108 pixels for web usage), as shown in the illustration below.



Reverse Treatment

The ShawCor Logo can be reproduced in white on a black or dark-gray background. This is called a “reverse”. **Corporate approval is required prior to using a reversed ShawCor Logo.** In order to maintain sufficient contrast between the logo and its background, do not place the reversed logo on a background that is lighter than 50 percent in tonal value. For the same reason, do not place the normal, non-reversed version of the logo on a background that is darker than 40 percent in tonal value. Avoid complex or textured backgrounds which may compete for attention with the logo or that might reduce its legibility. If the ShawCor Logo is superimposed upon or reversed out of a photograph, it should always be placed in an area that offers a consistent background and provides sufficient contrast.



Incorrect Usage

In an attempt to prevent incorrect reproduction of the ShawCor Logo, examples of incorrect usage are shown for reference. These examples are limited in number. Please refer to the overall guidelines throughout this standards manual when considering any form of reproduction or application of the ShawCor Logo.

1 **Incorrect Colour**



2 **Incorrect Outline**



3 **Incorrect Background**



4 **Incorrect Font**



5 **Incorrect Containing Shape**



6 **Incorrect Distortion**



7 **Incorrect Angle**



8 **Incorrect Icon Placement**



9 **Incorrect Reproduction Quality**



Primary Typography

The consistent use of supporting typography is an important element of the ShawCor Corporate Identity Program. Futura is a sans serif typeface that is contemporary, very legible and compatible with the ShawCor Logo. It was the original typeface from which the custom ShawCor font was based. Type should not be distorted or stretched in any manner.

Futura Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Futura Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Futura Regular Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Futura Bold Oblique

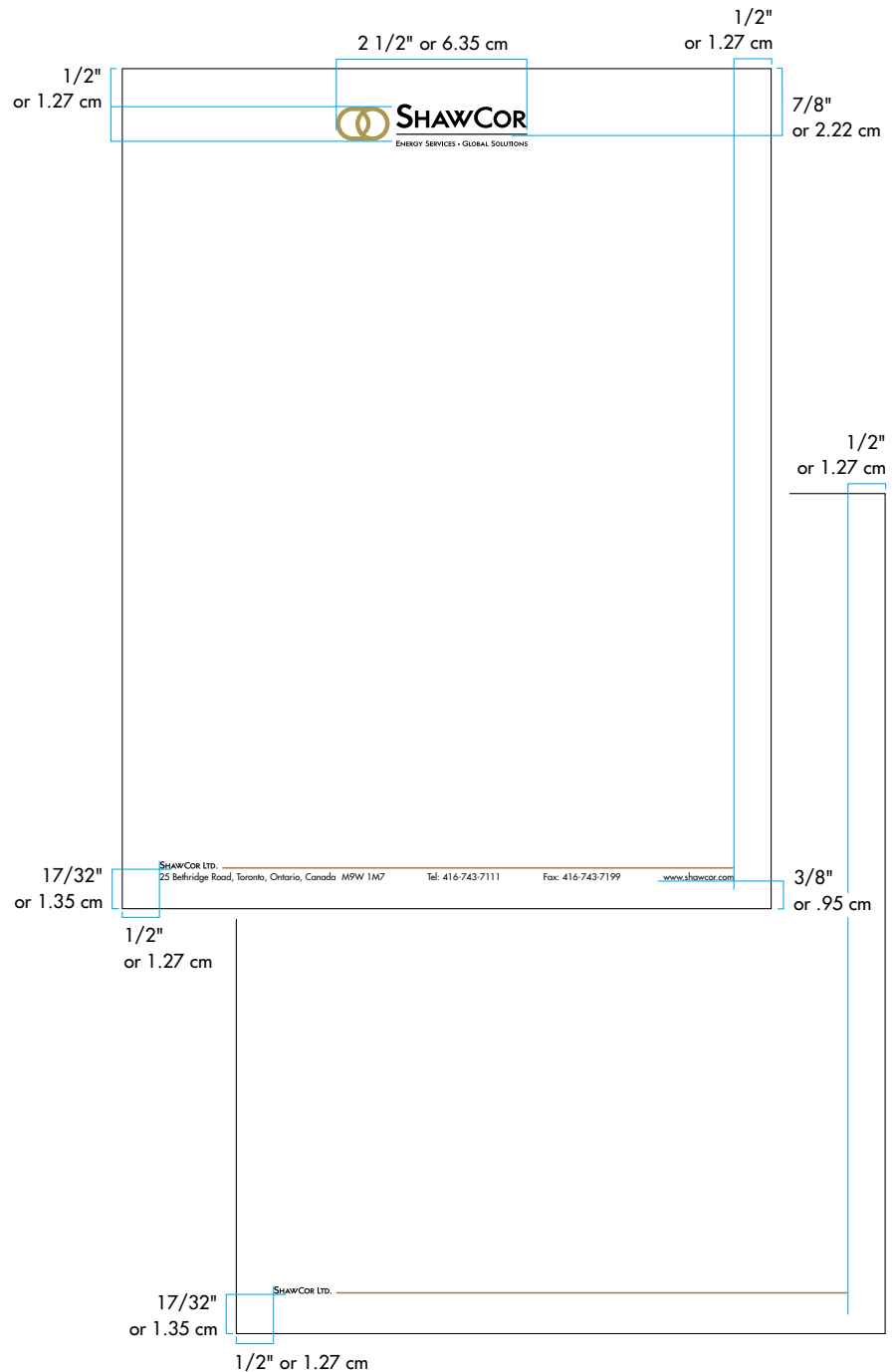
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Letterhead & Second Sheet

All ShawCor Letterhead and Second Sheets should match the illustration below. Personalization is not permitted on this letterhead. Second Sheets are on matching paper stock printed with the legal name and gold line only. These documents were designed with their functionality in mind. The Second Sheet is provided to allow sufficient room for lengthy contents.



Production Notes

Letterhead

Size:

8 1/2" x 11"

Print Process:

Offset Lithography

Typesetting:

Address Line is

Futura 8.5 pt./auto

Logo:

Visually Centered (Slightly Left of Numerical Center)

Colours:

2/0 Black & ShawCor

Gold (or PANTONE® 872 U)

Stock:

Classic Linen, Recycled

Natural White 24 lb.

Writing

Second Sheet

Size:

8 1/2" x 11"

Print Process:

Offset Lithography

Colours:

2/0 Black & ShawCor

Gold (or PANTONE® 872 U)

Stock:

Classic Linen, Recycled

Natural White 24 lb.

Writing

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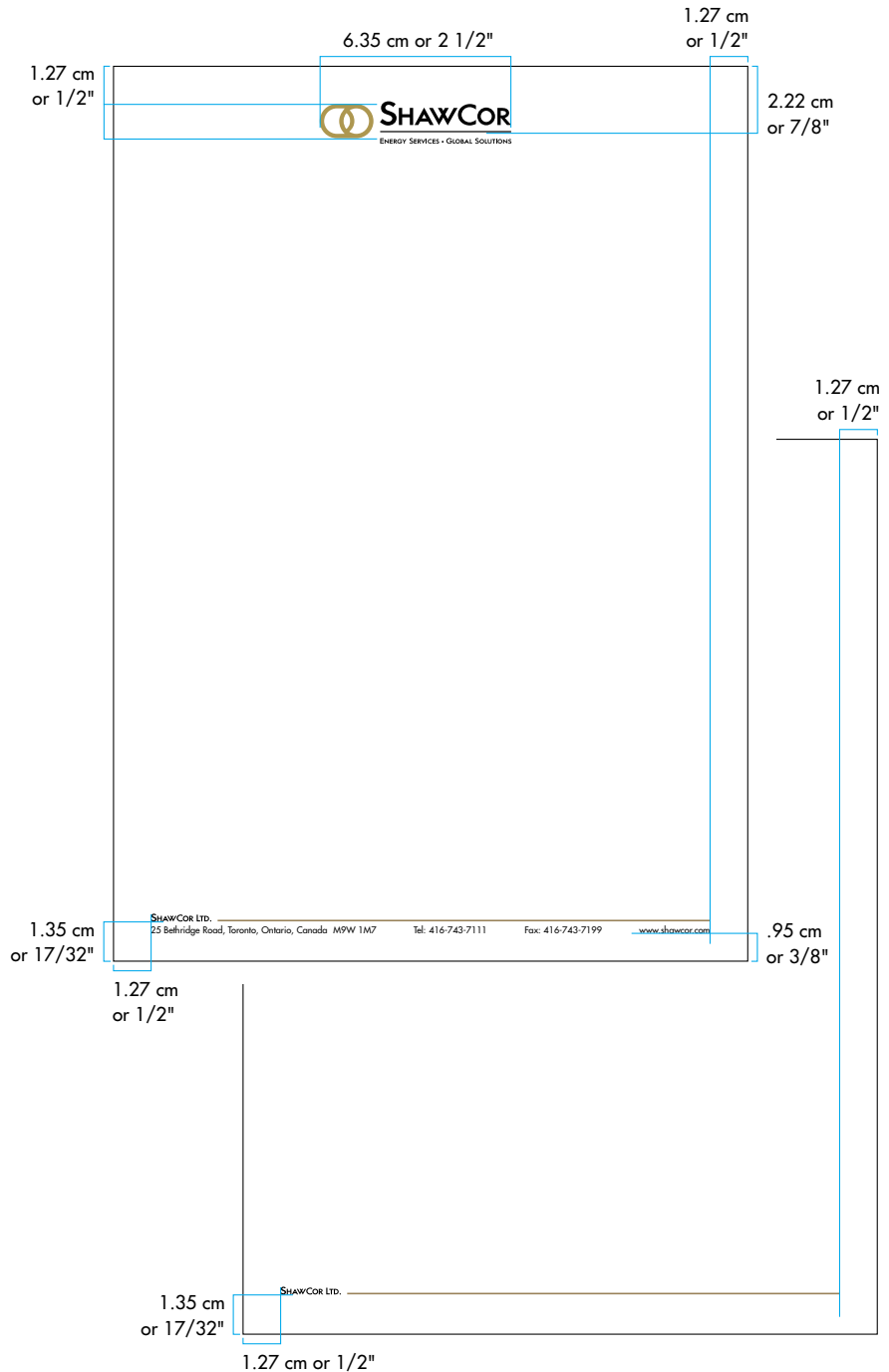
A4 Letterhead & Second Sheet

All ShawCor A4 Letterhead and Second Sheets should match the illustration below. Personalization is not permitted on this letterhead. Second Sheets are on matching paper stock printed with the legal name and gold line only. These documents were designed with their functionality in mind. The Second Sheet is provided to allow sufficient room for lengthy contents.

Production Notes

A4 Letterhead
Size: 21.08 cm x 29.72 cm
Print Process: Offset Lithography
Typesetting: Address Line is Futura 8.5 pt./auto
Logo: Visually Centered (Slightly Left of Numerical Center)
Colours: 2/0 Black & ShawCor Gold (or PANTONE® 872 U)
Stock: Classic Linen, Recycled Natural White 24 lb. Writing

Second Sheet
Size: 21.08 cm x 29.72 cm
Print Process: Offset Lithography
Colours: 2/0 Black & ShawCor Gold (or PANTONE® 872 U)
Stock: Classic Linen, Recycled Natural White 24 lb. Writing



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Business Card

All ShawCor Business Cards should match the illustration below. The Business Card has been designed to have a corporate look and to accompany both written and oral communication. The size and placement of the ShawCor Corporate Logo and the individual contact information is flexible enough to accommodate large and small amounts of information based on the individual.



Production Notes

Business Card

Size:

3 1/2" x 2"

Print Process:

Thermographic Raised Printing

Typesetting:

Name is Futura Bold
 8.5 pt./9 pt., Address Line
 and Contact Information is
 Futura 7 pt./8.75 pt.

Logo:

Visually Centered (Slightly
 Left of Numerical Center)

Colours:

2/0 Black & ShawCor
 Gold (or PANTONE® 872 U)

Stock:

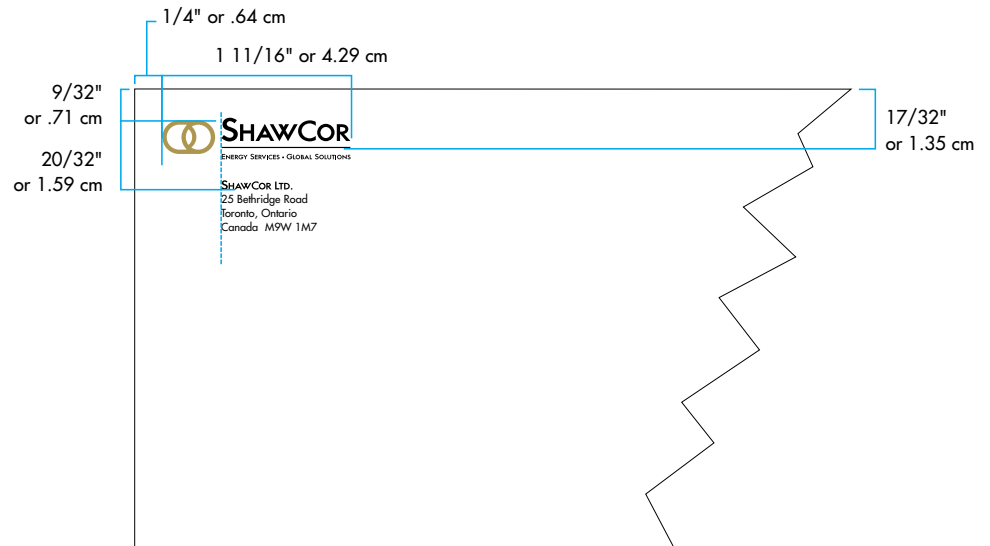
Classic Linen, Recycled
 Natural White 80 lb. Cover

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No. 10 Envelope

All ShawCor No. 10 Envelopes should match the illustration below. This Envelope has been designed to be laser printed with the elements remaining within the optical scanning read area for most postal services. The ShawCor Corporate Logo and return address avoid the optical scanning read area but are large enough so legibility is not an issue.



Production Notes

No. 10 Envelope

Size:

9 1/2" x 4 1/8"

Print Process:

Offset Lithography

Typesetting:

Address Block is Futura

7 pt./8.75 pt.

Logo:

Upper Left Corner

Colours:

2/0 Black & ShawCor

Gold (or PANTONE® 872 U)

Stock:

Classic Linen, Recycled

Natural White 24 lb.

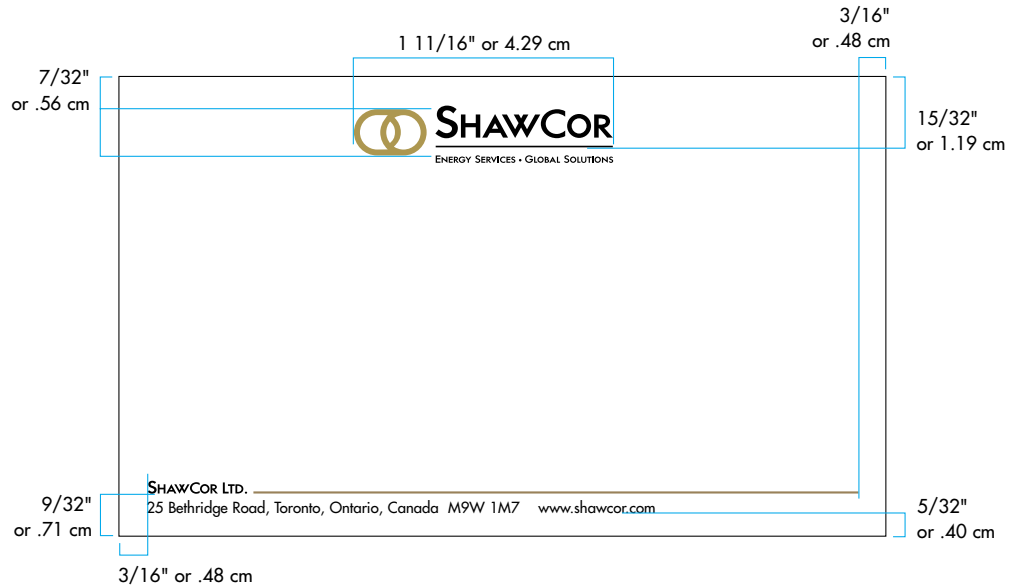
Writing

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Labels

All ShawCor Labels should match the illustrations below. This Label can be utilized on oversized envelopes, packages or any other miscellaneous items for shipping. The Label clearly presents the ShawCor Corporate Logo while providing sufficient room for the address and mailing information. An alternate Label size has been selected to accommodate mass mailing electronic applications.



Production Notes

Label

Sizes:

5" x 3" and 4" x 3 1/3"

Print Process:

Offset Lithography

Typesetting:

Address Line is Futura
7 pt./8.75 pt.

Logo:

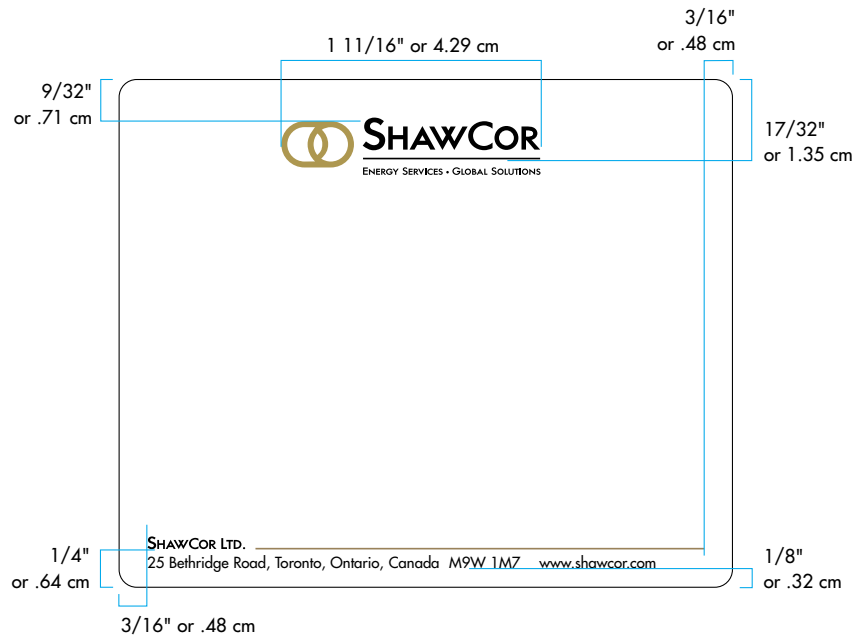
Visually Centered (Slightly
Left of Numerical Center)

Colours:

2/0 Black & ShawCor
Gold (or PANTONE® 872 U)

Stock:

Classic Crest, Classic
Natural White, Pressure
Sensitive Label Stock OR
Avery® White Inkjet Labels
(#AVY8254)

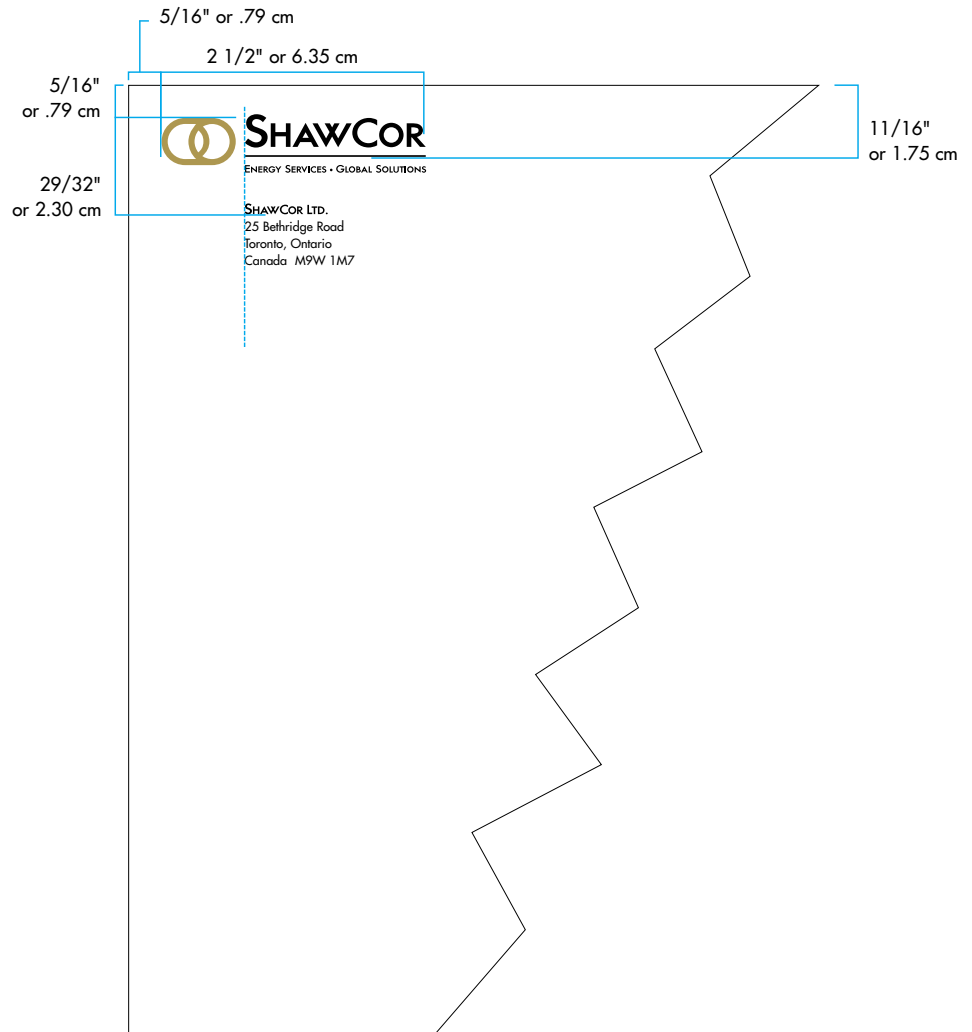


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Large Envelope

All ShawCor Large Envelopes should match the illustration below. This Envelope has been designed to be laser printed with the elements remaining within the optical scanning read area for most postal services. The ShawCor Corporate Logo and return address are arranged so that they avoid the optical scanning read area and remain consistent with the ShawCor No. 10 Envelope. (Page C.4)



Production Notes

Large Envelope

Size:

9" x 12"

Print Process:

Offset Lithography

Typesetting:

Address Line is Futura

8.5 pt./10.5 pt.

Logo:

Upper Left Corner

Colours:

2/0 Black & ShawCor

Gold (or PANTONE® 872 U)

Stock:

Classic Crest, Classic

Natural White, Text Catalog

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Letterhead & Second Sheet

All Divisional ShawCor Letterhead and Second Sheets should match the illustration below. Personalization is not permitted on this letterhead. Second Sheets are on matching paper stock printed with the legal name and gold line only. These documents were designed with their functionality in mind. The Second Sheet is provided to allow sufficient room for lengthy contents.

Production Notes

Letterhead

Size:
8 1/2" x 11"

Print Process:
Offset Lithography

Typesetting:
Address Line is Futura 8.5 pt./auto

Logo:
Visually Centered (Slightly Left of Numerical Center)

Colours:
2/0 Black & ShawCor Gold (or PANTONE® 872 U)

Stock:
Classic Linen, Recycled Natural White 24 lb. Writing

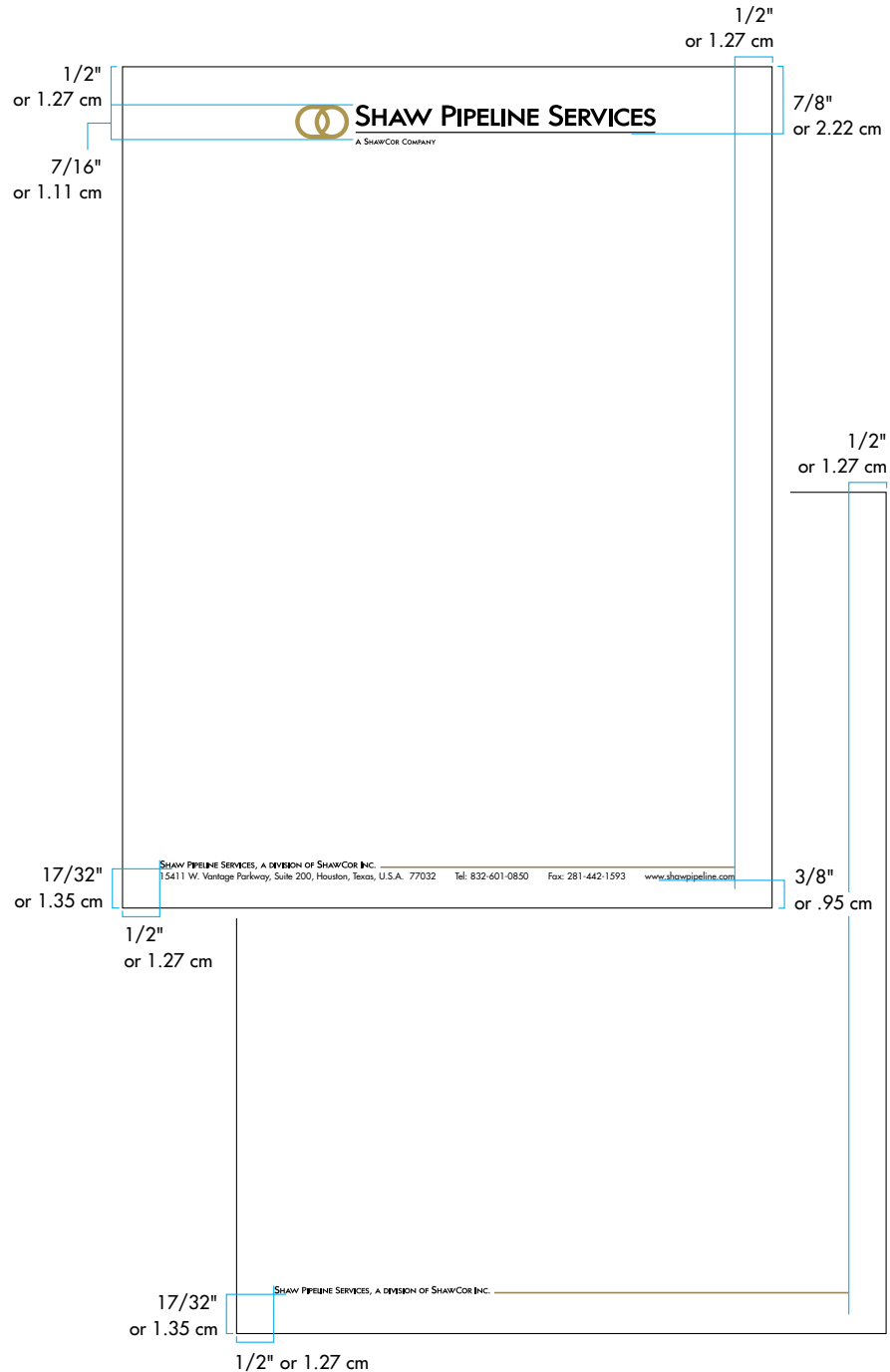
Second Sheet

Size:
8 1/2" x 11"

Print Process:
Offset Lithography

Colours:
2/0 Black & ShawCor Gold (or PANTONE® 872 U)

Stock:
Classic Linen, Recycled Natural White 24 lb. Writing



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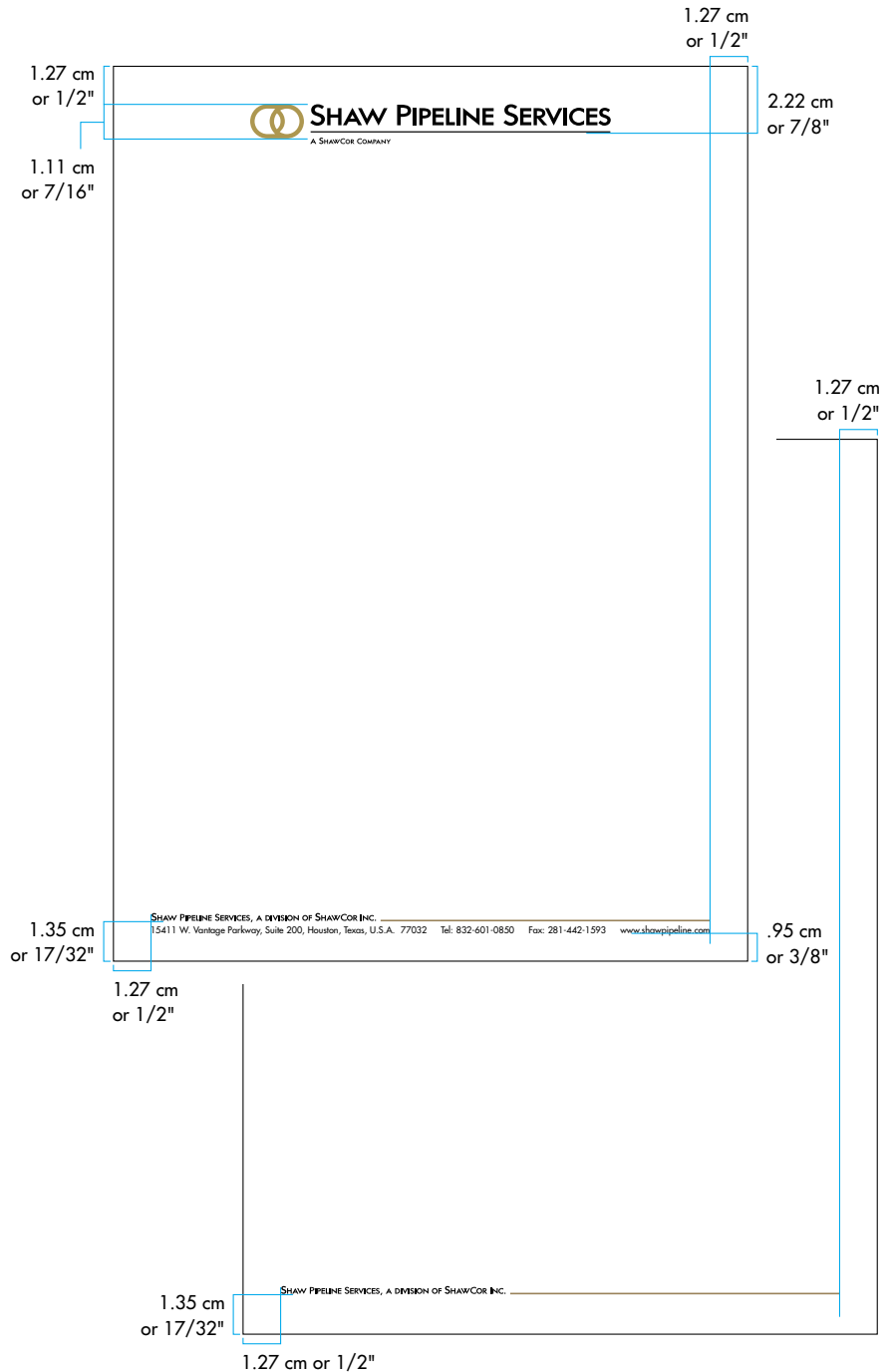
A4 Letterhead & Second Sheet

All Divisional ShawCor A4 Letterhead and Second Sheets should match the illustration below. Personalization is not permitted on this letterhead. Second Sheets are on matching paper stock printed with the legal name and gold line only. These documents were designed with their functionality in mind. The Second Sheet is provided to allow sufficient room for lengthy contents.

Production Notes

A4 Letterhead
Size: 21.08 cm x 29.72 cm
Print Process: Offset Lithography
Typesetting: Address Line is Futura 8.5 pt./auto
Logo: Visually Centered (Slightly Left of Numerical Center)
Colours: 2/0 Black & ShawCor Gold (or PANTONE® 872 U)
Stock: Classic Linen, Recycled Natural White 24 lb. Writing

Second Sheet
Size: 21.08 cm x 29.72 cm
Print Process: Offset Lithography
Colours: 2/0 Black & ShawCor Gold (or PANTONE® 872 U)
Stock: Classic Linen, Recycled Natural White 24 lb. Writing

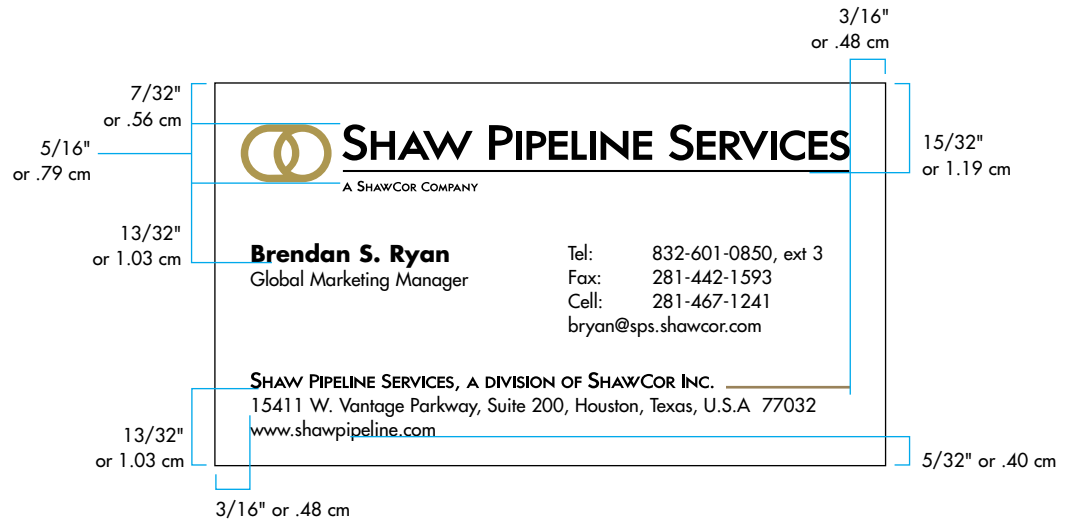


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Business Card

All Divisional ShawCor Business Cards should match the illustration below. The Business Card has been designed to have a corporate look and to accompany both written and oral communication. The size and placement of the Divisional Logo and the individual contact information is flexible enough to accommodate large and small amounts of information based on the individual.



Production Notes

Business Card

Size:

3 1/2" x 2"

Print Process:

Thermographic Raised Printing

Typesetting:

Name is Futura Bold
8.5 pt./9 pt., Address Line
and Contact Information is
Futura 7 pt./8.75 pt.

Logo:

Visually Centered (Slightly
Left of Numerical Center)

Colours:

2/0 Black & ShawCor
Gold (or PANTONE® 872 U)

Stock:

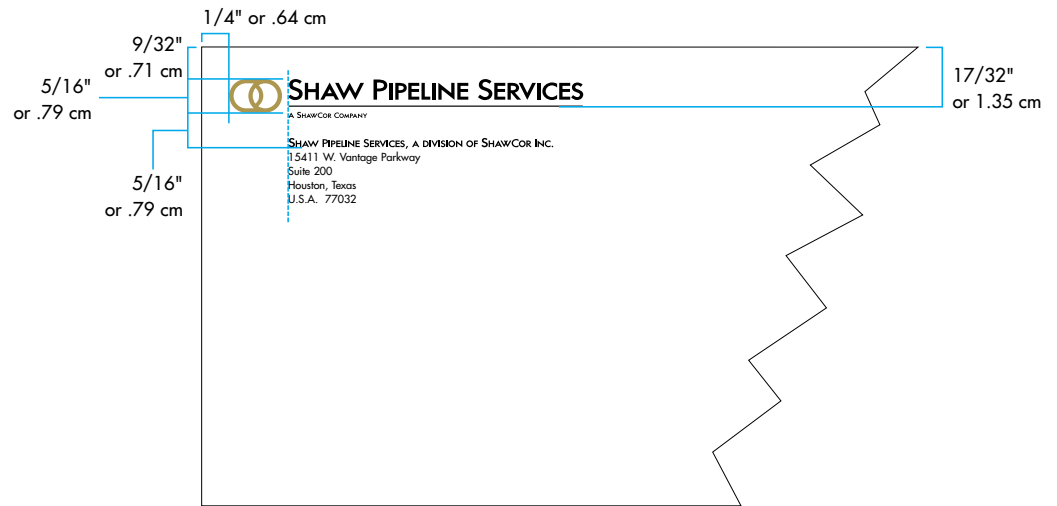
Classic Linen, Recycled
Natural White 80 lb. Cover

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No. 10 Envelope

All Divisional ShawCor No. 10 Envelopes should match the illustration below. This Envelope has been designed to be laser printed with the elements remaining within the optical scanning read area for most postal services. The Divisional Logo and return address avoid the optical scanning read area but are large enough so legibility is not an issue.



Production Notes

No. 10 Envelope

Size:

9 1/2" x 4 1/8"

Print Process:

Offset Lithography

Typesetting:

Address Block is Futura
7 pt./8.75 pt.

Logo:

Upper Left Corner

Colours:

2/0 Black & ShawCor
Gold (or PANTONE® 872 U)

Stock:

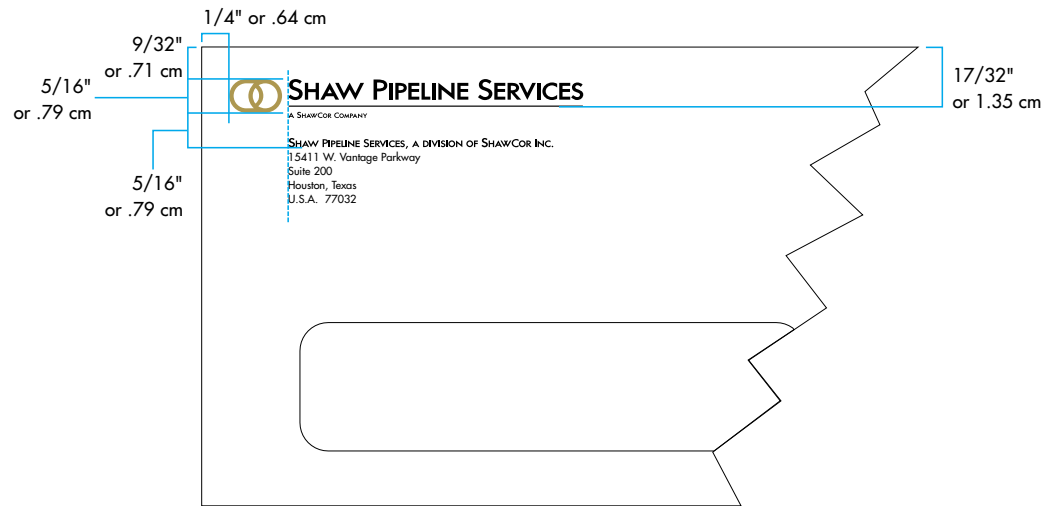
Classic Linen, Recycled
Natural White 24 lb.
Writing

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Window Envelope

All Divisional ShawCor Window Envelopes should match the illustration below. The Divisional Logo and return address avoid both the window and the optical scanning read area but are large enough so legibility is not an issue.



Production Notes

Window Envelope

Size:

9 1/2" x 4 1/8"

Print Process:

Offset Lithography

Typesetting:

Address Block is Futura

7 pt./8.75 pt.

Logo:

Upper Left Corner

Colours:

2/0 Black & ShawCor

Gold (or PANTONE® 872 U)

Stock:

Commercial Wove, 24 lb.,

White

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Labels

All Divisional ShawCor Labels should match the illustrations below. This Label can be utilized on oversized envelopes, packages or any other miscellaneous items for shipping. The Label clearly presents the Divisional Logo while providing sufficient room for the address and mailing information. An alternate Label size has been selected to accommodate mass mailing electronic applications.



Production Notes

Label

Sizes:

5" x 3" and 4" x 3 1/3"

Print Process:

Offset Lithography

Typesetting:

Address Line is Futura
7 pt./8.75 pt.

Logo:

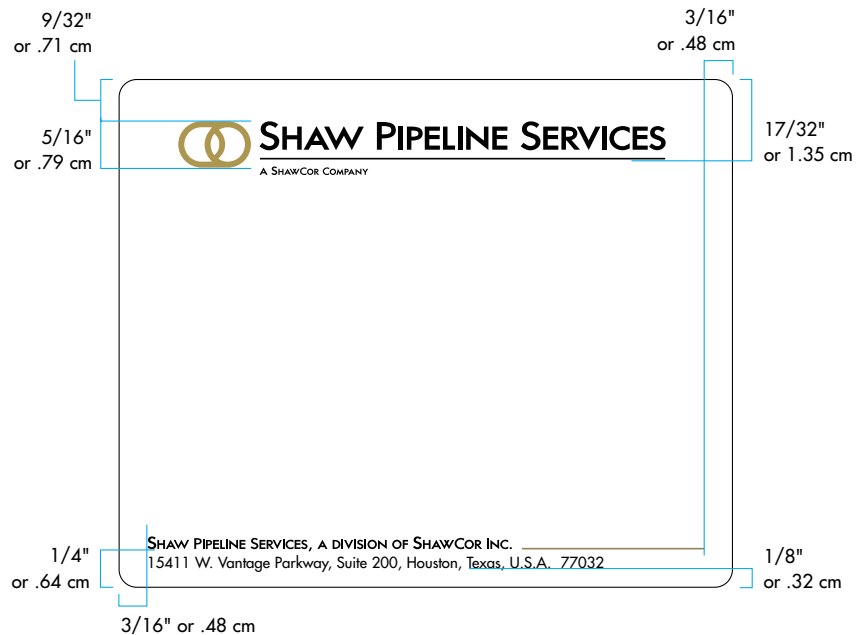
Visually Centered (Slightly
Left of Numerical Center)

Colours:

2/0 Black & ShawCor
Gold (or PANTONE® 872 U)

Stock:

Classic Crest, Classic
Natural White, Pressure
Sensitive Label Stock OR
Avery® White Inkjet Labels
(#AVY8254)

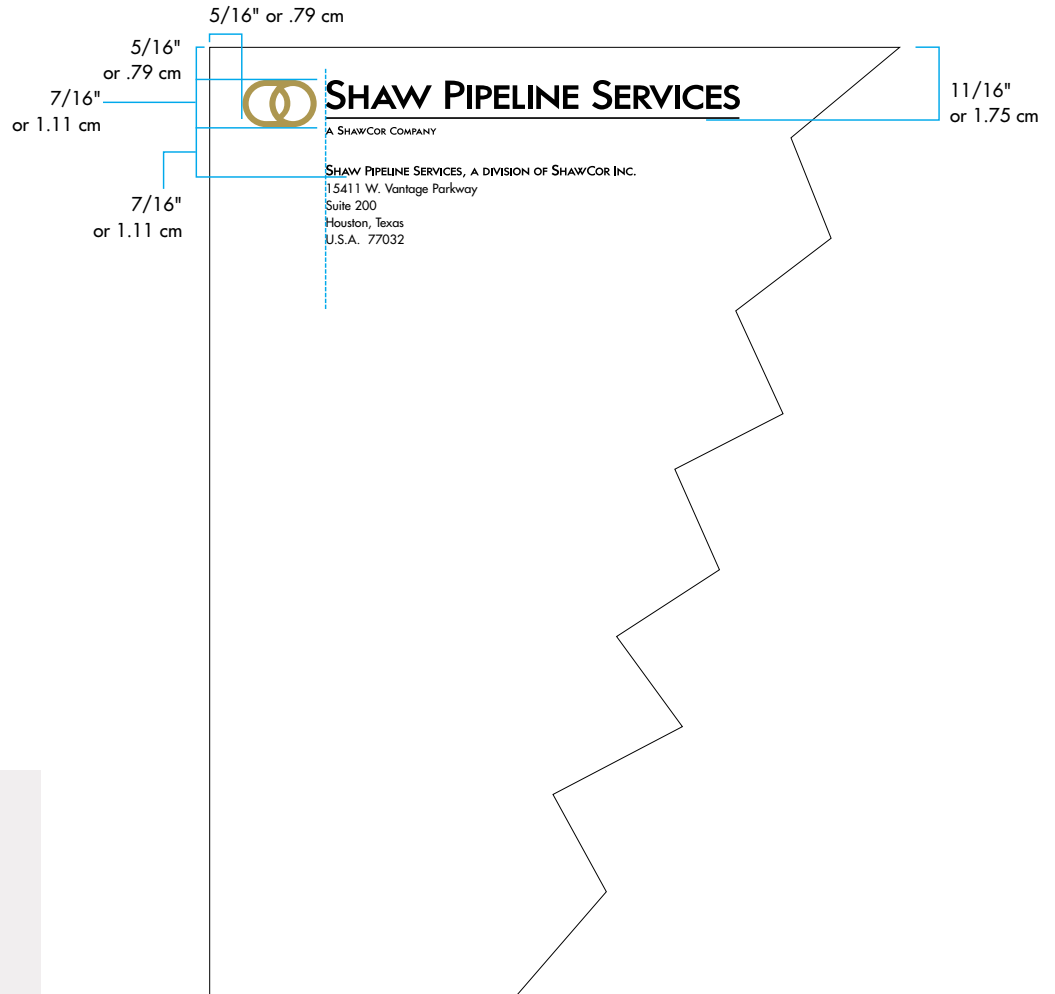


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Large Envelope

All Divisional ShawCor Large Envelopes should match the illustration below. This Envelope has been designed to be laser printed with the elements remaining within the optical scanning read area for most postal services. The Divisional Logo and return address are arranged so that they avoid the optical scanning read area and remain consistent with the Divisional No. 10 Envelope. (Page D.4)



Production Notes

Large Envelope

Size:

9" x 12"

Print Process:

Offset Lithography

Typesetting:

Address Line is Futura

8.5 pt./10.5 pt.

Logo:

Upper Left Corner

Colours:

2/0 Black & ShawCor

Gold (or PANTONE® 872 U)

Stock:

Classic Crest, Classic

Natural White, Text Catalog

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Brochure Design

While brochures strive to attract attention, the audience will typically take the time to read and understand the content of the brochure. In contrast to advertising, most brochures are meant to be used over an extended period and should present the information in a clear and concise manner while conveying the corporate and divisional message.

A degree of flexibility has to be used in respect to the style of photographs, captions and various design elements. However, adherence with Logo Implementation guidelines, which include Logo Usage, Colour Usage, Proportion Grid, Clearance Area, Minimum Size, Reverse Treatment and Incorrect Usage (pages A.1 to A.6) is a requirement.

Advertising Design

Different sizes and shapes of print ads determine the basic layout of the elements. As with brochures, adherence with Logo Implementation guidelines, which include Logo Usage, Colour Usage, Proportion Grid, Clearance Area, Minimum Size, Reverse Treatment and Incorrect Usage (pages A.1 to A.6) is a requirement.

Signage

Signage is an important means of establishing strong visual continuity among ShawCor facilities. For aesthetics as well as economic reasons, the structure of a sign should be simple, unobtrusive and contain only essential information. Signs which contain other information in addition to the ShawCor or Divisional Logo must clearly separate this additional information from the logo itself, should ideally feature the logo in the top centre portion of the sign and should adhere to the appropriate logo implementation guidelines, including Logo Usage, Colour Usage, Proportion Grid, Clearance Area, Reverse Treatment and Incorrect Usage (pages A.1 to A.6).

Vehicles

Vehicles provide an excellent opportunity to raise our awareness with customers and the general public. Generally, adherence with Logo Implementation guidelines, which include Logo Usage, Colour Usage, Proportion Grid, Clearance Area, Reverse Treatment and Incorrect Usage (pages A.1 to A.6) must be followed. Where additional identification information (address, telephone number etc.) is to be displayed on vehicles, this additional information must be separate from or below the ShawCor or Divisional Logo. In some situations, vehicle size or other physical requirements may dictate exceptions to the guidelines. Any questions regarding the positioning of the Logo must be referred to the corporate office for approval.

Trade Show Exhibits

Exhibitions are events where the visual identity of ShawCor and ShawCor Divisions should be strongly and visibly expressed. The exhibition stand should be considered as a whole. All its elements (use of space, furniture, signs) should combine to create a clear-cut, clean and positive image of the company and its products. The stand should be clearly identified. If the stand is only occupied by ShawCor, or only by a division, it will be identified by the logo of ShawCor or by that division logo. If one or several divisions of ShawCor share the same stand, the dominant logo should be ShawCor. Free scope is given to design exhibition stands, respecting all Logo Implementation guidelines, which include Logo Usage, Colour Usage, Proportion Grid, Clearance Area, Reverse Treatment and Incorrect Usage (pages A.1 to A.6).

General

The purpose of these web guidelines is to ensure that the established ShawCor identity is communicated and presented consistently on the web, reinforcing the overall corporate message. These guidelines provide the web standards for ShawCor and its Divisions. They outline the positioning of the corporate logo, font type, size and colour. To ensure design consistency, logo usage should always adhere to the Logo Implementation guidelines except that Clearance Area restrictions have been modified for web usage.

ShawCor Logo

All measurements are indicated in pixel and assume a page margin width of 1 pixel. The logo is positioned in the left hand corner - 8 pixels from the top of the page and 12 pixels from the left hand side of the page.

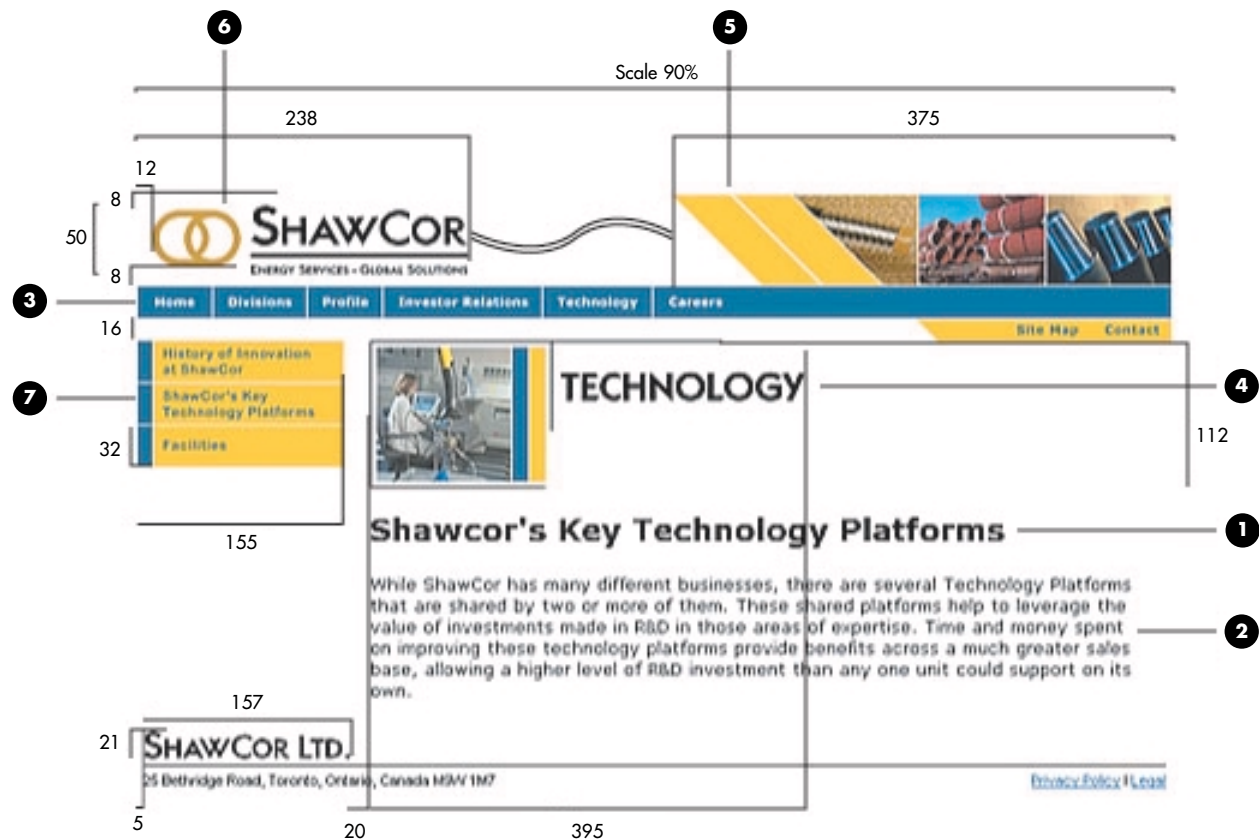
Divisional Banner

In order to keep all division logos in proportion to one another - the height or size of the letters and tube symbol have been standardized at the size shown for Shaw Pipeline Services. As each logo is a different length, the logo should be positioned so that it is centered along the line forming the base of the black band that contains the logo. The version of the division logo to be used is the one without the tag line due to size/legibility restrictions on the web. The division banner is to be used at the top of the opening or "home" page of each division's web site. The division logo, with or without the tag line, can be used elsewhere throughout each division's web site but should not be used in close proximity to the division banner to ensure a consistent appearance.



centered divisional logo

Web Site Arrangement



1 PAGE TITLE:

colour: #000000
 font family: Verdana
 font size: 17 pt.
 font weight: bold

2 BODY COPY:

colour: #000000
 font: Verdana
 font size: 10 pt.
 font weight: normal

3 NAVIGATION BAR:

bar colour: #336699
 font family: Verdana
 font colour: #FFFFFF
 font size: 9 pt.
 font weight: bold

4 SECTION TITLE:

font family: Arial Narrow
 font colour: #000000
 font size: 30 pt.
 font weight: bold

5 GOLD BARS:

bar colour: #FFCC00

6 SHAWCOR LOGO:

pipe colour: #CC9900
 font colour: #000000

7 SECTION BUTTON:

button colour: #FFCC00
 left side colour: #336699
 font family: Arial Rounded
 font colour: MT Bold
 font colour: #336699
 font size: 10 pt.
 font tracking: 5%

LINK COLOUR:

link colour: #3366CC
 visited colour: #CC9933
 hover colour: #CC9933



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