GEOPARK

BRAND MANUAL
Visual Identity Guide

May 2022 - Version 1.0.

INTRODUCTION

This brand manual describes the elements that make up the visual identity of GeoPark. Correctly applied, this manual guarantees a standard image that is attractive and easily identifiable, and which enhances the impact of the Company's corporate communication.

CONTENTS

VISUAL IDENTITY GUIDE

BRAND

01.

LOGO

The logo is the brand identifier commonly used in all applications

COLOR VERSION

The color references are specifications for the different applications of the brand. Both in printing and in digital uses, the original tone of all colors must always be maintained. Main version of the brand to be printed in special colors.

Pantone

Main version of the brand to be printed in special colors.

■ **Pantone 187 C**
■ **Black**

CMYK

Main version of the brand to be printed in four-color process printing.

■ C. 0   M. 0   Y. 80   K. 30
■ C. 0   M. 0   Y. 0   K. 100

RGB

Main version of the brand to be used on screen.

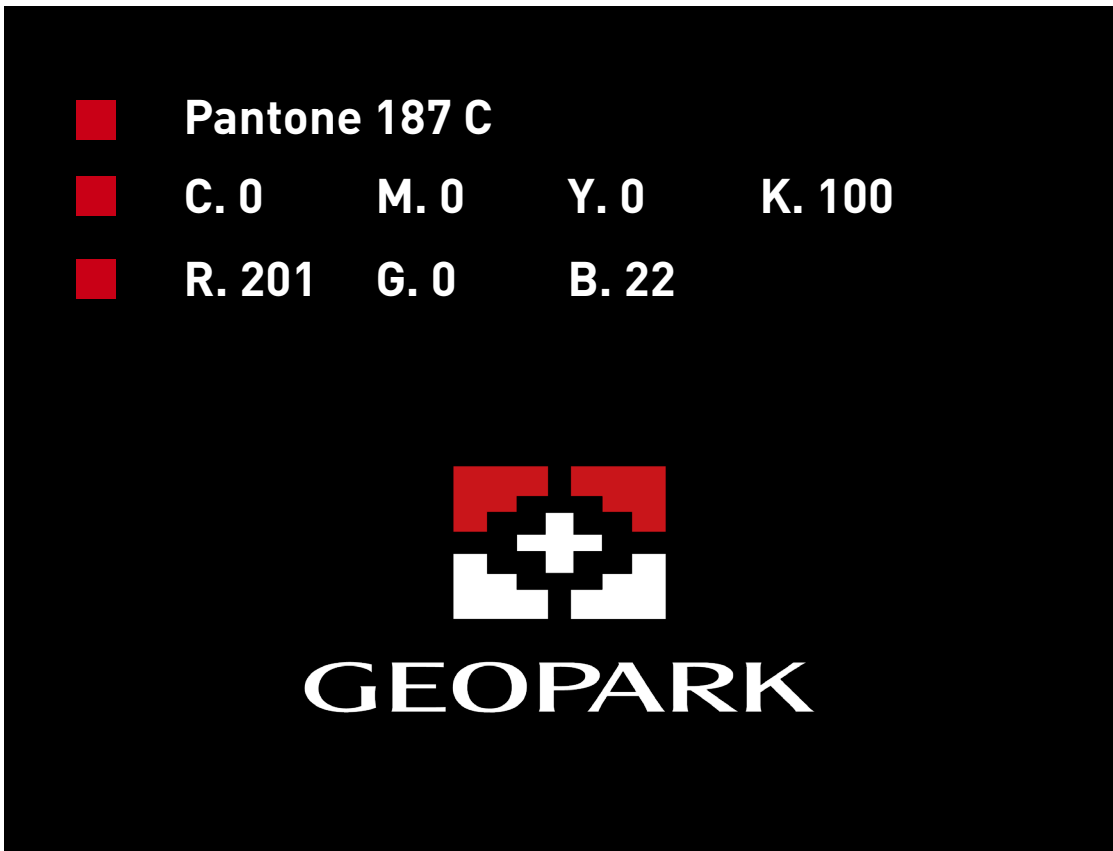■ R. 201   G. 0   B. 22
■ R. 0   G. 0   B. 0

COLOR VARIATIONS

Color variations are intended to expand the options for using the logo on different backgrounds, thus generating a more complete brand. These variations can be used in all applications.

Black

■ **Black**

GEOPARK

Negative version

Color

■ **Pantone 187 C**
■ C. 0   M. 0   Y. 0   K. 100
■ R. 201   G. 0   B. 22

GEOPARK

One color

GEOPARK

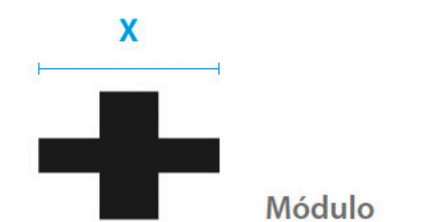**GEOPARK**

PROTECTED BRAND AREA

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In every application of the brand, the minimum protected brand area must be respected to ensure brand legibility.

This area is made up of an empty rectangle that surrounds the brand separated by the measure of the module x, equivalent to the size of the cross in the center of the logo.

See example.

Example

Módulo

MINIMUM SIZE

The legibility of the logo must be ensured and the brand must not lose prominence in any application. Therefore the size of the logo cannot be smaller than that determined in this manual.

Positive

It is recommended not to apply the brand less than 1.2 cm wide in the positive version.

1,2 cm

Negative

It is recommended not to apply the brand less than 1.3 cm wide in the negative version.

1,3 cm

PLAIN BACKGROUNDS

A list of the different backgrounds on which the logo can be correctly applied is as follows.

Color

Application on backgrounds within the color range of the logo which use the one-color negative version is recommended.

Light and dark

The positive version of the logo can be applied on light desaturated backgrounds or the negative version on dark backgrounds, protecting legibility in all cases.

Prohibited uses

It is prohibited to apply the logo on saturated color backgrounds and those outside the range of the logo.

PICTURE BACKGROUNDS

Different backgrounds in which the logo can be correctly applied on images are shown in the following list.

Dark

In applications on complex dark and/or even backgrounds, the one-color negative version should be used.
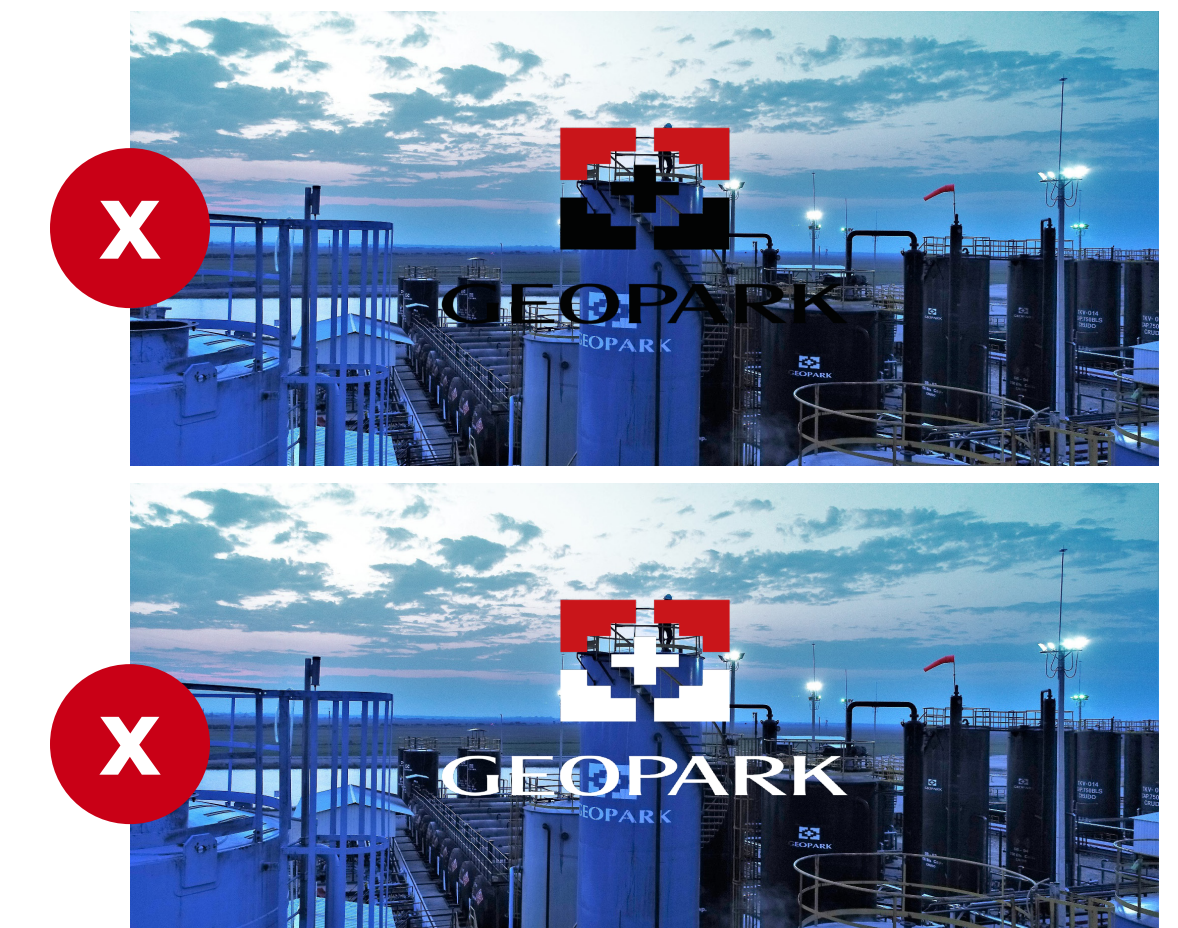

Chiaroscuro

In applications on complex backgrounds with chiaroscuro and/or uneven backgrounds, the main version applied on a white rectangle the size of the protected area should be used.

Prohibited uses

Application where the logo would be illegible is not allowed:
• Backgrounds that have little contrast
• Images of complex textures or patterns
• Photographs with a lot of detail

GRAY
BACKGROUNDS

The different backgrounds on which the logo can be successfully applied are shown in the following list.

Gray: 0% - 50%

In applications on 0-50% gray backgrounds the positive version should be used. At 50%, the positive or negative version can be used, depending on convenience.

Gray: 50% - 100%

From 50% black in the background the negative version should be used.

Prohibited uses

Application where the logo would be illegible is not allowed.

10%

30%

50%

70%

Gray

80%

100%

10%

70%

90%

SLOGAN

When the communication requires the use of a slogan, the application guidelines established here should be used. The slogan must be in bold capital letters in Calibri. Character spacing should be 200.

Slogan in English

GEOPARK
CREATING VALUE AND GIVING BACK

Slogan in Spanish

GEOPARK
CREAR VALOR Y RETRIBUIR

Slogan in Portuguese

GEOPARK
CRIAR VALOR E RETRIBUIR

Prohibited uses

Do not apply the slogan when the size of the logo is less than 4 cm wide in the positive version, or less than 3.5 cm wide in the negative version. The minimum height of the typography of the slogan is 1 mm.

GEOPARK
CREATING VALUE AND GIVING BACK
3,5 cm

GEOPARK
CREATING VALUE AND GIVING BACK
4 cm

SPECIAL USES

The special uses of the brand are those exceptions in which the logo requires some specific adaptation in an application. It is important that the logo is always the protagonist and is never affected by any additional item.

Horizontal

Special versions for use in promotional materials and digital presentations.

Only the symbol

GeoPark + Magallanes

Version only for special use.

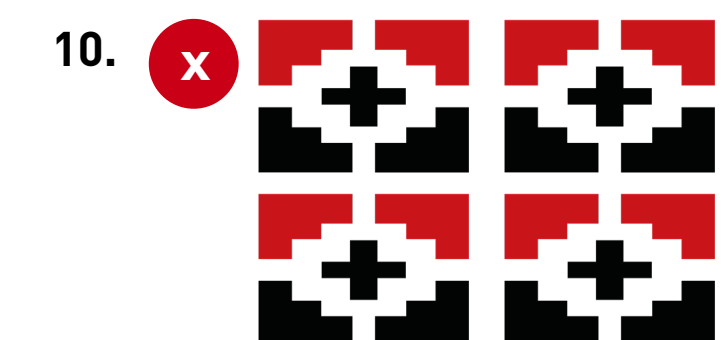## GeoPark 15 years

Version only for special use.

INCORRECT USAGE

Some incorrect usage examples of the GeoPark logo are shown in the following list.

It is not allowed to:
1. Tilt the logo.
2. Change the proportion of the elements.
3. Change the elements of the logo.
4. Recreate the typography with another similar one.
5. Distort the logo.
6. Recreate the logo with another word.
7. Change logo colors.
8. Apply shadows or effects to the logo.
9. Add images to the logo.
10. Use the logo as texture

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

VISUAL IDENTITY GUIDE

COLORS

02.

CORPORATE COLORS

The following diagram shows the four colors that make up the GeoPark visual identity. Every color is specified in PANTONE®, CMYK, RGB and hexadecimal.

Principal color palette

Pantone Black
C. 0   M. 0   Y. 80   K. 100
R. 0   G. 0   B. 0
HEX: #00000

BLACK

Pantone 187 C
C. 0   M. 0   Y. 80   K. 30
R. 201   G. 0   B. 22
HEX: #c90016

RED

Secondary color palette

Pantone Cool Gray 11 C
C. 0   M. 0   Y. 0   K. 65
R. 88   G. 88   B. 88
HEX: #585858

GRAY 1

Pantone Cool Gray 3 C
C. 0   M. 0   Y. 0   K. 20
R. 204   G. 204   B. 204
HEX: #cccccc

GRAY 2

VISUAL IDENTITY GUIDE

TYPOGRAPHY

03.

TYPOGRAPHY

Typography is an essential part of GeoPark Brand identity. Rigorously applying our typography helps project a consistent identity across all communication materials.

DIN PRO BLACK

Used to highlight important information or highlight text within headlines.

abcdefghijklmnñopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
0123456789%&/()=?¿

DIN PRO BOLD

Used to highlight titles and highlight words within bodies of text.

abcdefghijklmnñopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
0123456789%&/()=?¿

DIN PRO MEDIUM

Used to give less pronounced caliber in some texts.

abcdefghijklmnñopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
0123456789%&/()=?¿

TYPOGRAPHY

Typography is an essential part of GeoPark Brand identity. Rigorously applying our typography helps project a consistent identity across all communication materials.

DIN PRO REGULAR

Used for bodies of text.

abcdefghijklmnñopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
0123456789%&/()=?¿

DIN PRO LIGHT

Used to differentiate a text from a title or to arrange information differently.

abcdefghijklmnñopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
0123456789%&/()=?¿

DIN PRO CONDENSED BOLD

Used to highlight numbers in texts.

**abcdefghijklmnñopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
0123456789%&/()=?¿**

VISUAL IDENTITY GUIDE

PHOTOGRAPHY

GENERAL GUIDE

Images are important to express the spirit and essence of our brand.

Images with compositions that capture what you want to communicate and comply with the guidelines described in this manual must be selected, to maintain the graphic and thematic unity in all our materials.

The selected images must project the personality of our brand: they must be modern, cheerful and colorful.

* We have an extensive image bank.

Ask the Connections team for the type of image you need. If considered necessary, a special photography production can be coordinated with the area.

TYPES

Photography is a tool to enhance the communication of the message. The images chosen must be authentic, spontaneous and show a positive image.

Photographs used can be:
- People
- Nature
- Operations

PEOPLE

—

These photographs must be authentic, spontaneous and focus on the actions of the person rather than their surroundings.

The images must demonstrate diversity in ages, genders, ethnic origins and socioeconomic contexts. It is important that people in images are happy, calm and doing positive activities. These photographs must have good exposure, be bright and have vibrant colors.

NATURE

These photographs should focus on showing the flora and fauna and environments that surround GeoPark operations. Animals should always be shown in their natural state, landscapes should be clean, with vibrant colors, good exposure and be bright.

OPERATIONS

Photos of operations may include photos of our fields or of machinery used in our processes.

It is important that these photos show that GeoPark is a company that complies with the highest operational and occupational safety standards.
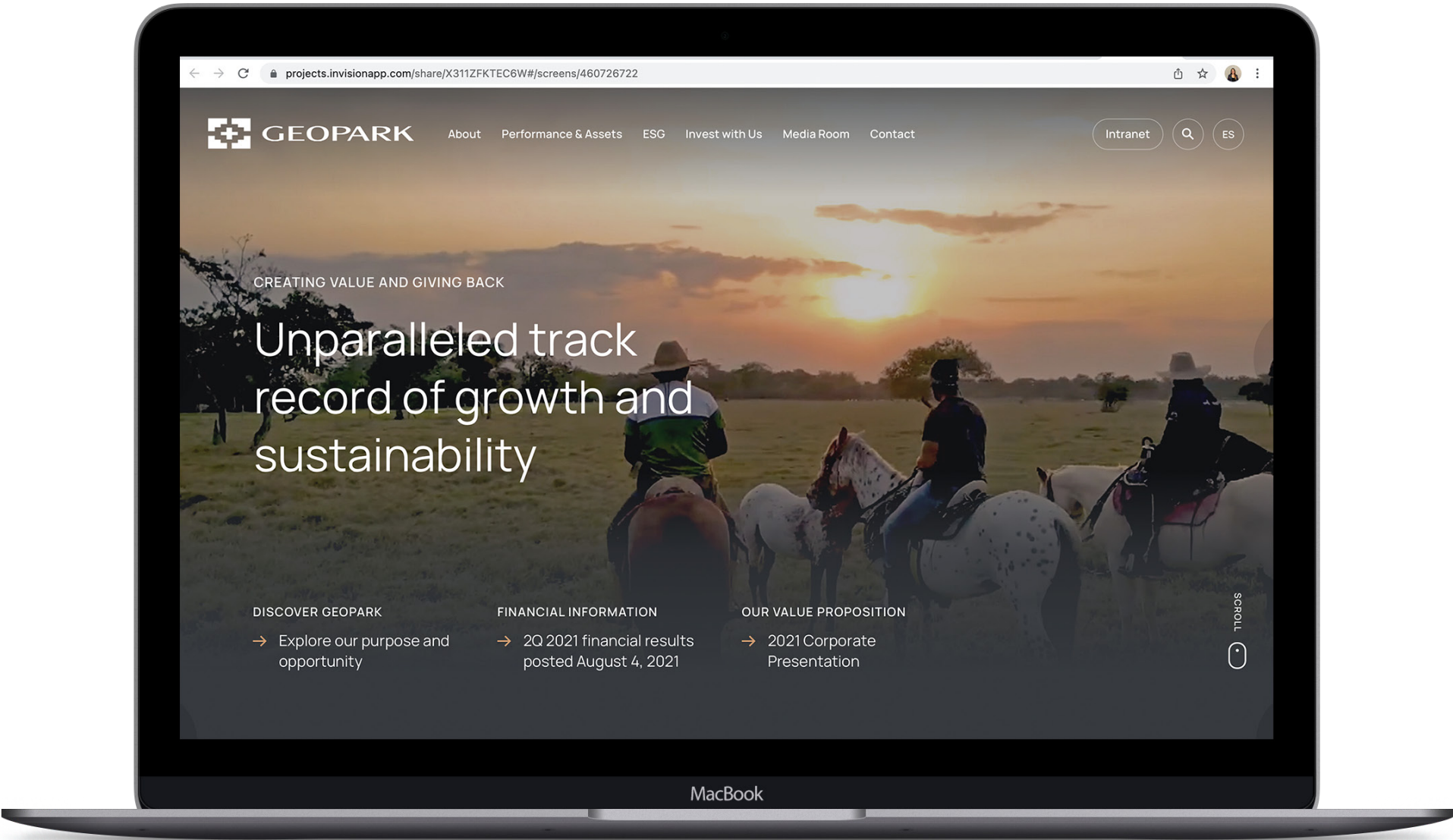
VISUAL IDENTITY GUIDE

APPLICATIONS

WEB PAGE

In applying the brand to the web page, aspects such as cleanliness, readability, use of striking images, clear information layout and use of the color range and typography in its different aspects are relevant.
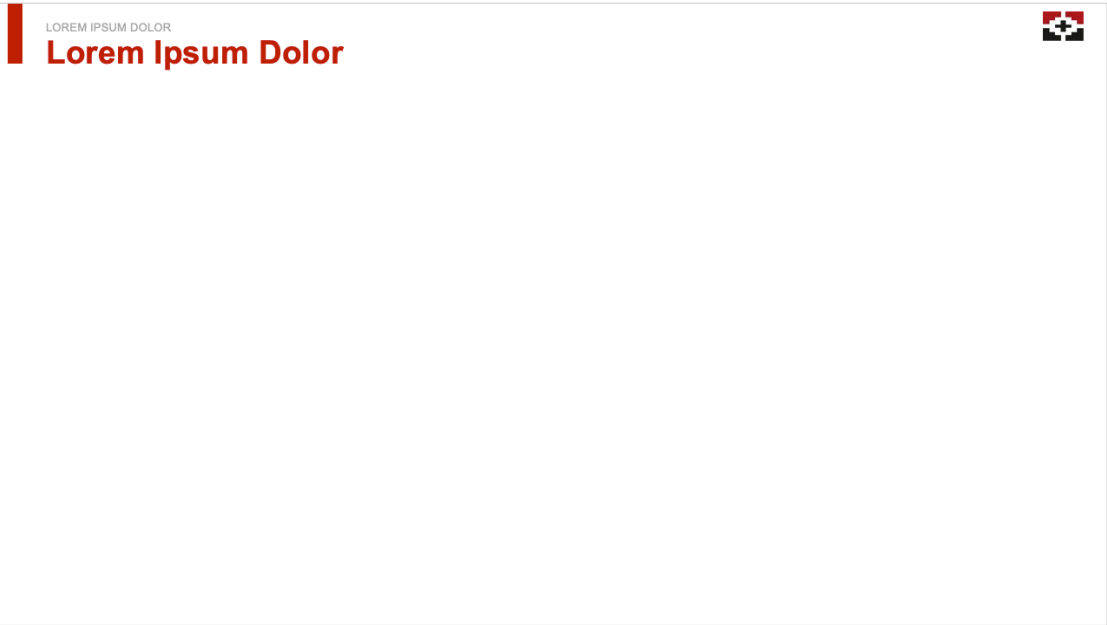
PRESENTATION

This format for presentations has certain guidelines and specifications. As far as possible, this format should always be maintained.

Aspect ratio 16:9

STATIONERY

Institutional stationery is particularly important in visual identity. The systematized use of the elements it consists of is essential to the corporate image.

BUSINESS CARD

Format:
90 x 50 mm

Paper:
Matte art

Weight:
300 grs

Colors:
Red Pantone 187
Black

STATIONERY

Institutional stationery is particularly important in visual identity. The systematized use of the elements it consists of is essential to the corporate image. The treatment and care of each of the elements it consists of gives consistency to communications.

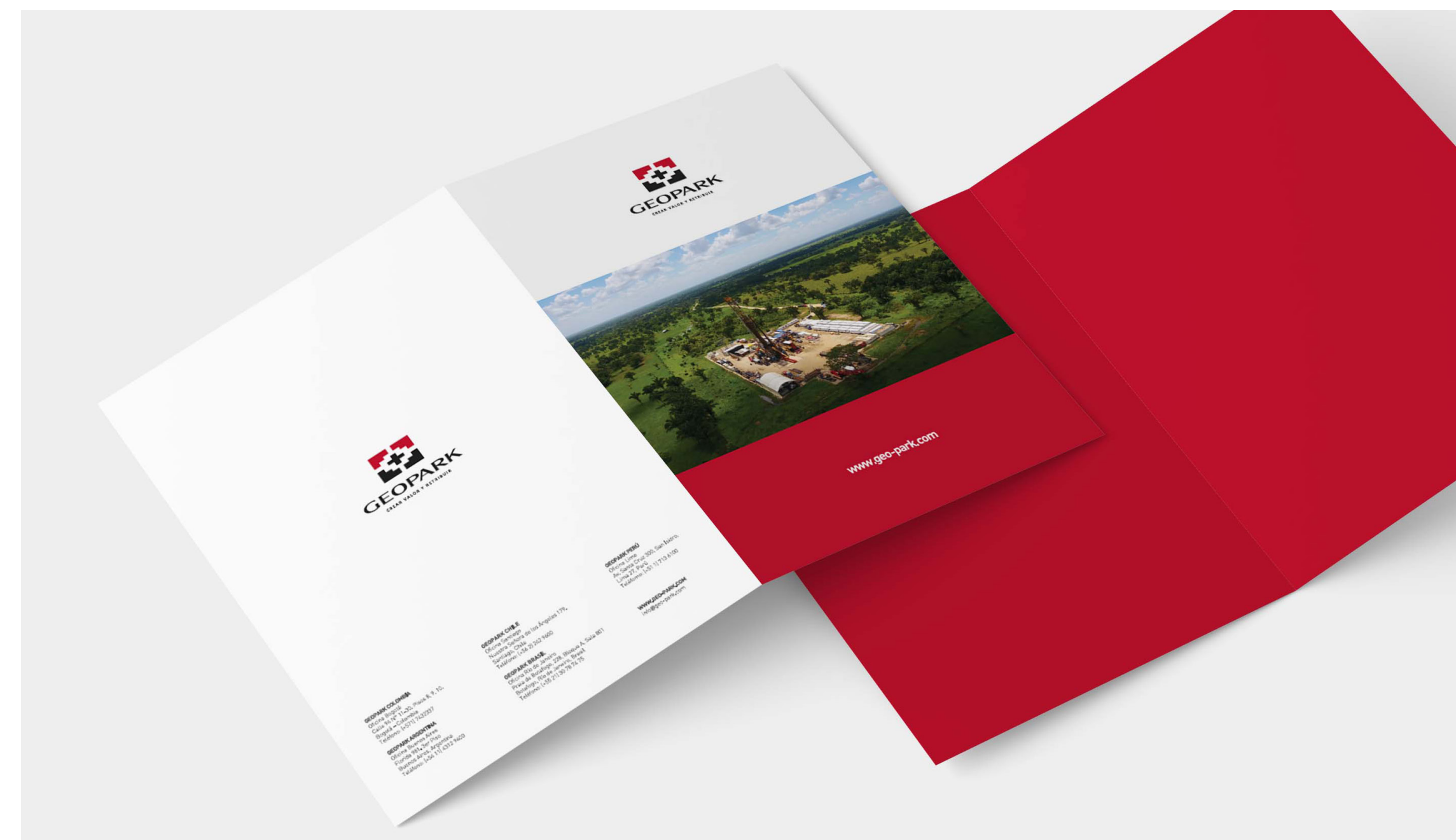## FOLDER

Format:
220 x 310 mm

Paper:
Art card

Weight:
350 grs

Colors:
Red Pantone 187
Black

STATIONERY

Institutional stationery is particularly important in visual identity. The systematized use of the elements it consists of is essential to the corporate image. The treatment and care of each of the elements it consists of gives consistency to communications.

HEADED PAPER

Format:
A4 (210 x 297 mm)

Paper:
Conqueror

Weight:
100 grs

Colors:
Red Pantone 187
Black

PROMOTIONAL MATERIAL

Clothing works as a differentiating element, reinforcing the visual impact that can be transmitted outwards.

VISUAL IDENTITY GUIDE

SPEED

06.

LOGO

GeoPark has an Integrated Values System called SPEED, which summarizes the Company's commitment in the five critical areas of Security, Prosperity, Employees, Environment and Community Development.

The SPEED logo can be used as a whole, but each of its pillars can also be used individually, with the respective letter and symbol.

GEOPARK

COLOR VERSION

The color references are specifications for the different applications of the SPEED logo. Both in printing and in digital uses, the original tonality of all colors must always be maintained.

Pantone

Main version of the SPEED logo to be printed in special colors.

■	Pantone 187 C
■	Pantone 801 C
■	Pantone 7548 C
■	Pantone Warm Red C
■	Pantone 376 C
■	Pantone 3275 C

SPEED

CMYK

Main version of the brand to be printed in four-color process printing.

■	C. 92	M. 72	Y. 52	K. 64
■	C. 78	M. 26	Y. 0	K. 0
■	C. 1	M. 26	Y. 94	K. 0
■	C. 2	M. 80	Y. 67	K. 1
■	C. 55	M. 0	Y. 99	K. 0
■	C. 78	M. 7	Y. 54	K. 1

SPEED

RGB

Main version of the brand to be used on screen.

■	R. 24	G. 39	B. 51
■	R. 0	G. 150	B. 214
■	R. 252	G. 194	B. 0
■	R. 229	G. 80	B. 73
■	R. 134	G. 188	B. 37
■	R. 0	G. 164	B. 140

SPEED

COLOR VARIATIONS

Color variations are intended to expand the options for using the logo on different backgrounds, thus generating a more complete brand. These variations can be used in all applications.

Negative version

If a one-color application is necessary and cannot be printed in grayscale, this flat version should be used in the colors of the SPEED logo.

■ **Pantone 187 C**
■ **C. 0   M. 0   Y. 0   K. 0**
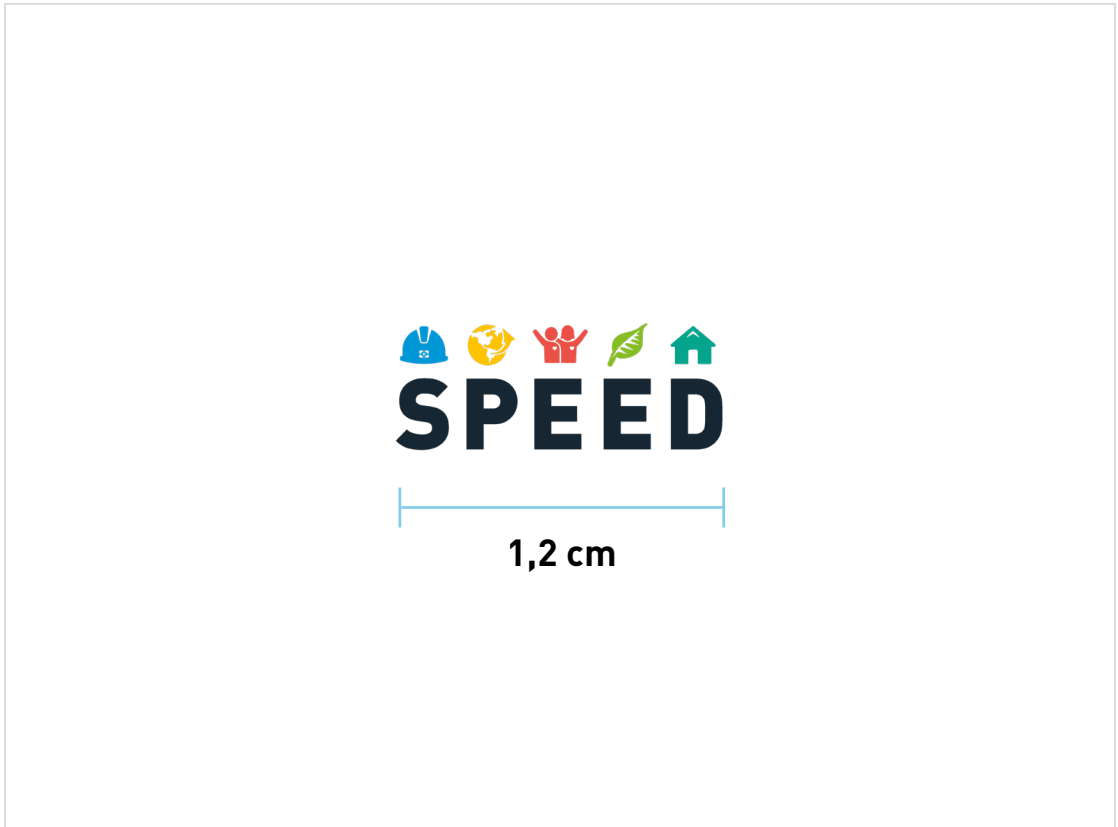■ **R. 255   G. 255   B. 255**

MINIMUM SIZE

The objective is always to ensure the legibility of the logo, which is why at all times these sizes must be respected, and thus prevent the brand from losing prominence in any of the applications in which it is going to be used.
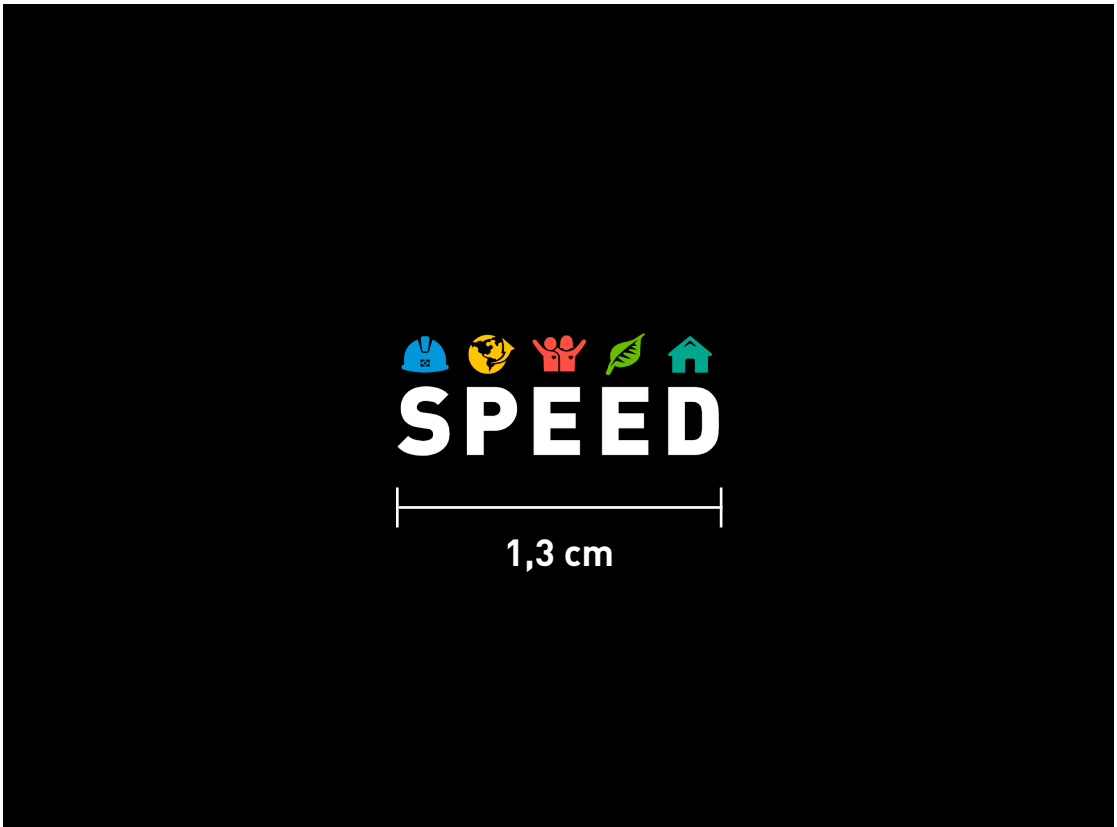
Positive

It is recommended not to apply the brand less than 1.2 cm wide in the positive version.

SPEED

1,2 cm

Negative

It is recommended not to apply the brand less than 1.3 cm wide in the negative version.

SPEED

1,3 cm

PLAIN BACKGROUNDS

A list of the different backgrounds on which the logo can be correctly applied is as follows.

Color

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Light and dark

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PICTURE BACKGROUNDS

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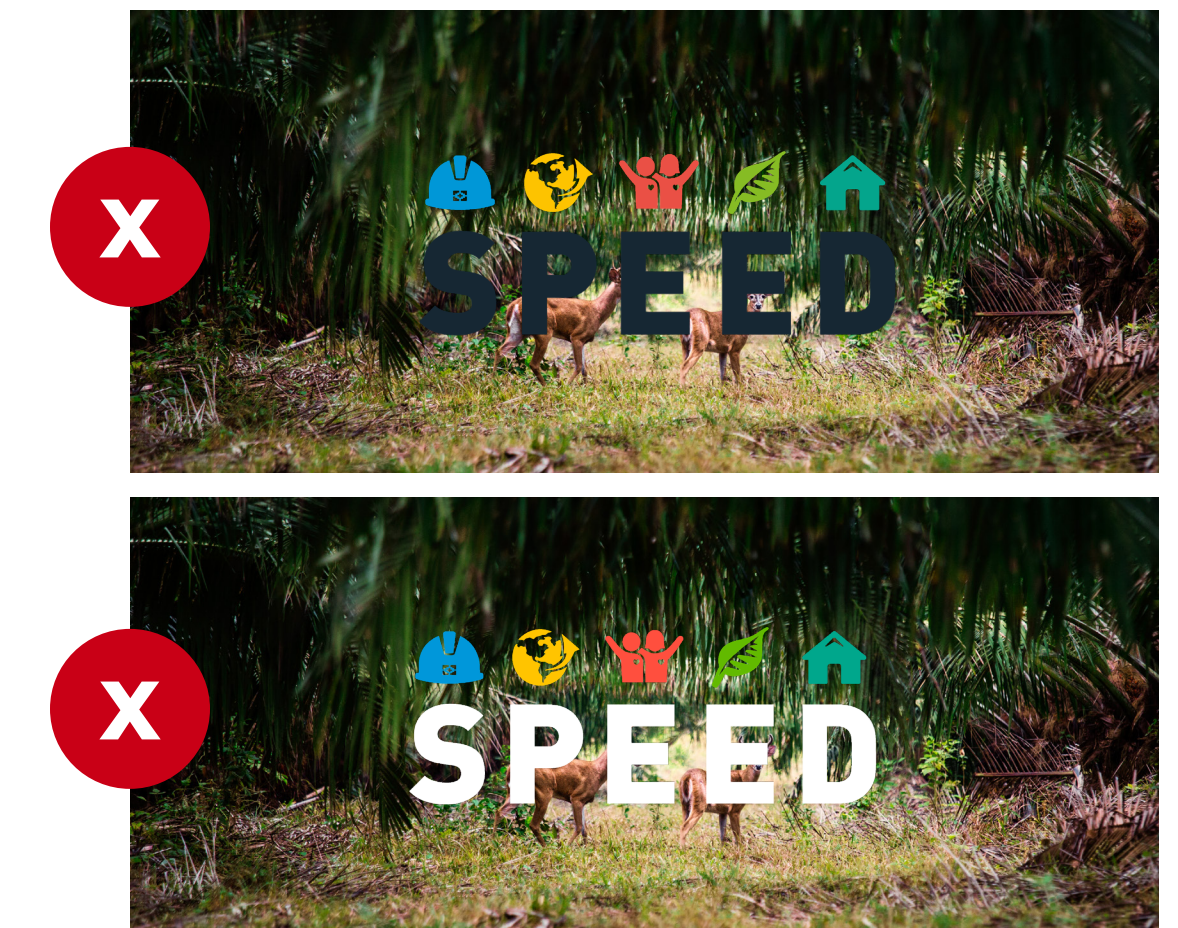

Chiaroscuro

In applications on complex backgrounds with chiaroscuro and/or uneven backgrounds, the main version applied on a white rectangle the size of the protected area should be used.

Prohibited uses

Application where the logo would be illegible is not allowed:
• Backgrounds that have little contrast.
• Images of complex textures or patterns.
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GEOPARK

GRAY
BACKGROUNDS

The different backgrounds on which the logo can be successfully applied are shown in the following list.

Gray: 0% - 50%

In applications on 0-50% gray backgrounds the positive version should be used.

10%

30%

50%

Gray: 50% - 100%

From 50% black in the background the negative version should be used.

70%

90%

100%

Prohibited uses

Application where the logo would be illegible is not allowed.

10%

80%

100%

INCORRECT USAGE

Some incorrect usage examples of the SPEED logo are shown in the following list.

It is not allowed to:
1. Tilt the logo.
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5. Distort the logo.
6. Recreate the logo with another word.
7. Change logo colors.
8. Apply shadows or effects to the logo.
9. Add images to the logo.

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7.

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9.

THANK YOU

For any questions, write to
conexiones@geo-park.com