



Chesapeake Energy Corporation
Logo Usage Guidelines

Overview

Founded in 1989 with an initial investment of just \$50,000, Chesapeake Energy, has since become one of the largest independent producers of natural gas in the United States, and a leader among its peers. Headquartered in Oklahoma City, Oklahoma, Chesapeake is an active member of the community, sponsoring numerous charitable fundraising events, and scholarship opportunities throughout the state.

The company's logo, complete with the tagline "*Natural Gas, Natural Advantages,*" convey's the simple but powerful twin components of the company's image and message—natural gas and Chesapeake both enjoy many natural advantages over other fuels and other companies.

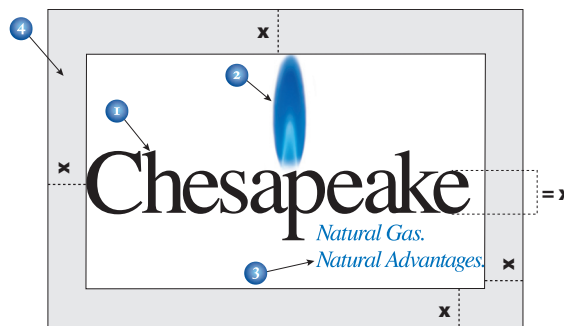
When the Chesapeake logo is seen on documents, signage, merchandise and other items—both internally and externally—it represents the company and its position within the industry and community. It also represents the hard-working Chesapeake employees and the committment they've made to the company. Therefore, it is vital that the Chesapeake logo always be used in a manner consistent with the company's positive corporate image.

Adhering to these usage guidelines is an important first step in this process. Failing to properly follow these guidelines can detract from the strength of Chesapeake's image, and can ultimately cause confusion about the company and its position within the industry and community.

The Chesapeake logo is made up of four specific elements, which are discussed in greater detail on pages 3 and 4.

1. Logotype
2. Flame image
3. Tagline
4. Minimum clear space

The logo is available in a variety of color configurations and file formats, which should allow the user to find an version appropriate for their project.



Color Configurations

Four Color Process

There are three configurations using the four-color process version of the logo. Each one consists of the logotype, tagline, minimum clear space and a four-color process version of the natural gas flame. These configurations should be used whenever possible.

1. Four Color Process on White
2. Four Color Process on 100% Black
3. Four Color Process on 100% Black plus 40% Cyan

Grayscale

The grayscale configuration is similar to the four-color process versions, except the flame is rendered in grayscale, and the logotype and tagline are black. (Figure 4)

One & Two Color

Many applications will not allow for the use of the four-color process versions. In these cases, use the one or two-color configurations.

5. Two Color: This configuration renders the flame and the tagline in PMS 287 blue, while the logotype remains Black.
6. One Color, Black
7. One Color, White

Configuration Differences Between Large and Small Sizes

Each of the above configurations are available in large and small sizes. Please note that the tagline in the small version extends further past the logotype than it does in the large version.

Large



Chesapeake
Natural Gas.
Natural Advantages.
(Approximately 8" wide by 5" high)

Small



Chesapeake
Natural Gas.
Natural Advantages.
(Approximately 1.75" wide by 1" high)



Logo Elements & Specifications

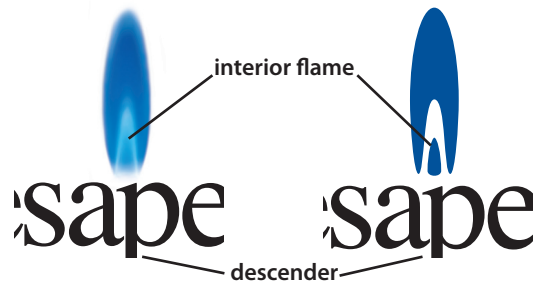
As mentioned on page 1, the logo is made up of four elements, each of which are defined in more detail below.

Logotype

Chesapeake

The logotype used in the word “Chesapeake” is a carefully stylized version of Times New Roman. **Do not try to recreate the type “Chesapeake” using this typeface—it won’t look correct!** Simply use the logotype as it appears within the logo files. (Within the EPS files, the logotype has been converted to paths, so there should be no problem working with it.)

Flame Image



The flame is an integral part of the logo, and should never appear alone. It should always be positioned so that the interior flame is aligned with the descender of the letter “p.” Do not center the flame on the logotype!

The flame comes in four color process, as well as in a single color. You should use the four color process version, whenever possible. When using the single color, use spot PMS 287 whenever possible. The following CMYK formula can be used when required, however, the spot color is preferred.

C=100, M=69, Y=0, K=11.

Logo Elements & Specifications (continued)

Tagline



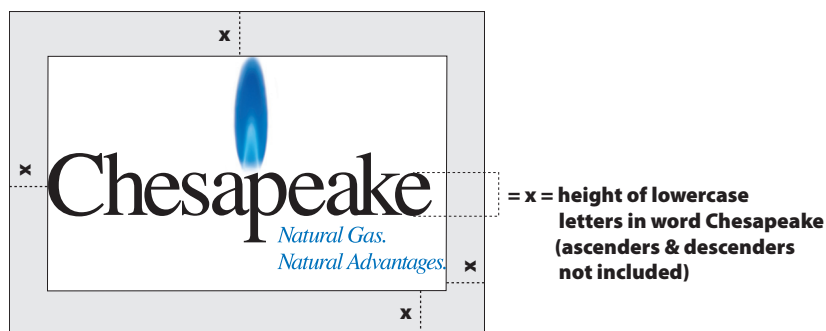
The tagline, “*Natural Gas. Natural Advantages.*” is also considered a part of the logo and, wherever possible, should appear with the logo. If you have a special situation that you believe calls for the removal of the tagline, please contact the Graphics department at Chesapeake Energy (contact information is located on the last page).

Under no circumstances should the tagline appear by itself!

The tagline is a carefully stylized version of Times New Roman Italic. **As with the logotype, do not try to reset the taglines using this typeface—it won’t look correct!** Simply use the taglines as they appear within the logo files. (Within the EPS files, the taglines have been converted to paths, so there should be no problem working with them.)

The tagline will normally appear in spot PMS 287, except when reversed on a colored background.

Minimum Clear Space



The Chesapeake logo must always appear in an uncluttered area, free of text, designs, shapes or strong background patterns. Always surround the logo with enough clearance from other items by observing the “minimum clear space” rule. The minimum clear space is equal to the height of the lowercase letters in the word “Chesapeake” (ascenders and descenders not included).

Do not allow any other items to appear within this space.

Common Mistakes

Always reproduce the logo using full-strength inks—no screens.



Do not convert color logo to grayscale. Use only the approved grayscale version.



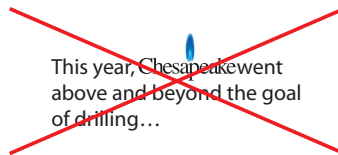
Do not crop, disassemble, or alter the logo in any way.



Do not add any special effects to the logo, such as drop shadows, glows, 3D rendering or any other decorative items.



Do not use logo within a headline, or body copy. Set the name “Chesapeake” in the same typeface and style as the rest of the text.



Do not change the logotype to outlines.



Do not use the logo as a repeating pattern or as a decorative device.



Do not rotate, stretch, skew or otherwise alter the logo.



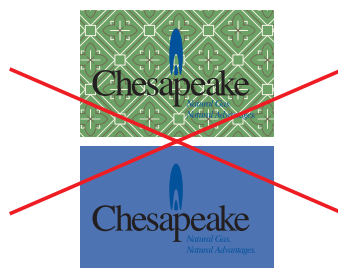
Never enlarge or reduce individual elements of the logo independently of the others. Always resize the logo as a single unit.



Do not change the color of any portion of the logo.



Do not use logo on a heavily patterned background or one that doesn't provide sufficient contrast.



Don't center the flame with the word “Chesapeake.” See page 3 for proper alignment.



Miscellaneous Notes

Minimum Size

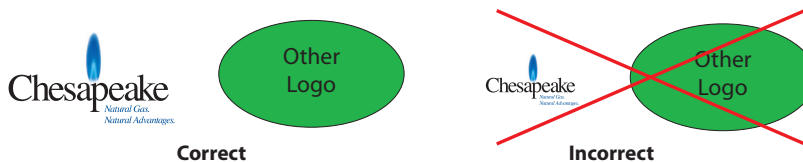


To ensure the greatest legibility and impact at small sizes, the Chesapeake logo should never be reduced smaller than 1 inch in width. (Note: height will remain in proportion to the width.)

Using the Chesapeake Logo with Other Logos

When using the Chesapeake logo with other company/organizational logos, it should always appear in the same proportions (in terms of size and color) as the other logo(s).¹ In addition, be sure not to encroach on the minimum clear space area.

a. Size Parity: When the Chesapeake logo is displayed with logos from other companies/organizations, it must appear at least equal to the largest logo displayed.



b. Color Parity: The Chesapeake logo must appear in the same level of color reproduction as other logos (full color, two-color, one-color, or grayscale). For example, do not use a grayscale Chesapeake logo with full color versions of other logos.



¹ Chesapeake often sponsors local fundraising events that offer sponsorships at various cost/donation levels. When using the logo with materials associated with these types of events, the Chesapeake logo should appear in the same proportions as other logos within that same level of sponsorship. For example, if Chesapeake is a “bronze” level sponsor of an event, the logo should appear in the same proportions as other “bronze” level sponsors only—not “gold” level sponsors.

For Further Information...

If you have questions, need further guidance or have a situation that is not addressed in these guidelines, please contact the Graphics department at Chesapeake Energy.

Chesapeake Energy Corporation
P.O. Box 18496
Oklahoma City, OK 73154-0496

Julie Washam
Graphic Production Coordinator
(405) 879-9246
jwasham@chkenergy.com

David Kimmel
Graphic Designer
(405) 767-4388
dkimmel@chkenergy.com