

Ocean software development framework Branding guidelines

July 2014

Introduction

This document details the brand guidelines for the Ocean* software development framework.

It is important to adhere to these guidelines when producing marketing material for your Ocean plug-ins. By doing so, your marketing material will be aligned with the Schlumberger brand, enabling you to fully benefit from our reputation as the industry leader.

The Ocean software development framework

The Ocean software development framework enables the Schlumberger software platforms to be extended using specialized technologies and workflows. Using the Ocean framework, you can profit from proprietary technology and ideas, and immediately put innovation in the hands of end users. These capabilities can be developed internally or by working with Ocean partners, to rapidly incorporate new science into company workflows.

The Ocean framework enables best-in-class workflows without the inconveniences of multiple, fragmented software solutions. Regardless of experience, users are immediately able to access new technology in a familiar software environment to help accelerate project timelines. New software requirements can be deployed to support operations and key decision making processes faster than ever before.

Editorial guidelines

What is the Ocean software development framework?

The Ocean framework is an open application development framework that software developers can use to extend the Schlumberger software platforms.

What is an Ocean plug-in?

Ocean plug-ins are developed by Schlumberger and third parties to address specific industry challenges using the Schlumberger software platforms.

Correct use of Schlumberger product names

It is important to follow correct usage when mentioning Schlumberger products or services (known as marks of Schlumberger).

The first mention of a Schlumberger mark in body copy should be immediately followed by its full, official identifier. The identifiers for the five Schlumberger platform brands are as follows:

- Ocean software development framework
- Petrel* E&P software platform
- Studio* E&P knowledge environment
- Techlog* wellbore software platform
- Avocet* production operations platform

An asterisk (*) is placed immediately following a mark on its first mention within body text. Subsequent mentions of the mark do not require an asterisk.

Correct: The Ocean* software development framework enables...

Correct: Using the Petrel* E&P software platform...

The asterisk is not used in titles or subtitles. It is only placed after the first use of the mark in body text.

The following footnote should also appear in your document:

***Mark of Schlumberger**

Using Schlumberger marks as adjectives

Subsequent mentions of Schlumberger marks can be written without the full identifier:

- Ocean framework
- Petrel platform
- Studio environment
- Techlog platform
- Avocet platform

Other appropriate nouns may also be used with Schlumberger marks:

- Ocean plug-in
- Petrel users
- Studio interface

Marks must never be used as nouns or verbs:

Incorrect: The plug-in was developed using Ocean.

Correct: The plug-in was developed using the Ocean framework.

Naming your plug-in

Plug-in names should be short and descriptive.

Do not include any of the following in your plug-in name:

- Your company name
- The Schlumberger name
- Schlumberger product names (Ocean, Petrel, Techlog, etc.)

When writing about your plug-in, the first mention should use the format "The [plug-in name] for the [platform name]":

Correct: The [PLUG-IN NAME] plug-in for the Petrel platform.

Incorrect: The [PLUG-IN NAME] plug-in for Petrel.

Subsequent mentions of your plug-in can be shortened:

Correct: The [PLUG-IN NAME] plug-in.

Icon guidelines | Correct uses

What are Schlumberger wordmarks?

Wordmarks are used to identify Schlumberger products and services. For certain brands (including Ocean), Schlumberger wordmarks can include an icon.

Wordmarks are graphics, not fonts. The only change that can be made to them is proportionate scaling.

The Ocean wordmark is a standalone graphic element and is not to be incorporated with other text.

Where can I download the wordmarks?

Print-ready wordmarks can be downloaded from the partner portal.



**YOUR
PRODUCT
LOGO**

Incorrect uses



Always keep wordmarks in proportion.



Do not display the Ocean wordmark as the most important element on your web page or advert.



If you are using the Ocean wordmark on a web page or in a print ad, it must be distinguished from the other elements on the page. White space must therefore exist between each side of the logo and all other graphic or textual elements on your web page or advertisement.



The logo should be distinguished from other elements on the page and not linked with other logos.

Partner badges

What is the Ocean ecosystem?

Everyone who licenses the Ocean framework (energy companies, software companies, universities, etc.) are members of the Ocean ecosystem.

The Ocean ecosystem enables a collaborative innovation network that promotes innovation, enabling new ideas to get to end users quicker than ever before.



Approved partner badges

Ocean badges

When marketing your product, you are permitted to use certain Ocean badges. The badge you can use depends on your level of membership.

Using an Ocean badge instantly indicates to your customers that you are part of the Ocean ecosystem.

As with other graphics that belong to Schlumberger, the Ocean badges can only be scaled proportionately—they may not be altered in any other way.

To obtain high-resolution, print-ready badges, email oceanpartnerprogram@slb.com.

For more information on the different levels of Ocean membership, visit: ocean.slb.com/Pages/ocean-partner-program-software.aspx.

Ocean Store guidelines

What is the Ocean Store?

The Ocean Store website is your interface with the Ocean community. It provides a platform to promote and sell your plug-ins, and enables Ocean users to browse and download plug-ins, as well as order evaluation licenses.

Using the Ocean Store

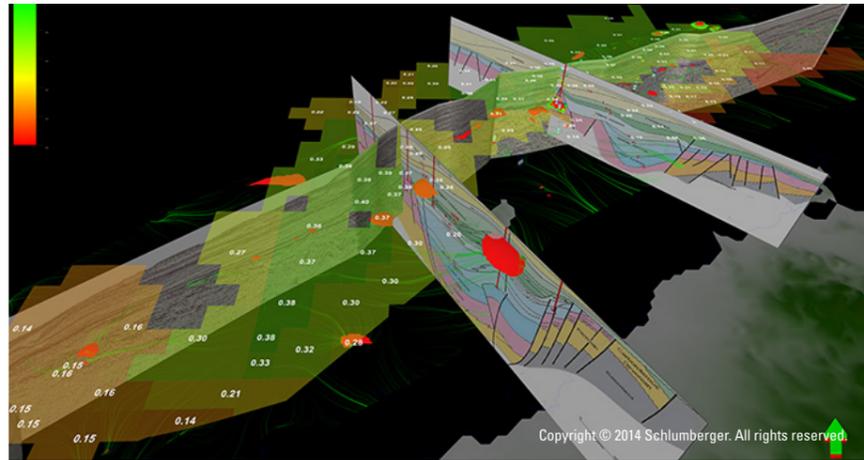
All Ocean plug-ins are made available to purchase on the Ocean Store website: ocean.slb.com/store

When marketing your plug-in on the Ocean Store, it is important to not only highlight the benefits of your plug-in, but also its target audience.

Promoting your plug-in

To help you market your plug-in effectively, the Ocean Store enables you to include a variety of information, including the following:

- Short description
- Long description
- High-resolution screenshots
- Promotional videos
- Training videos
- Release notes
- Newsletters



Ocean images for publication

A selection of preapproved, Ocean-related images is available browse and download from the partner portal.

These images can be used in your marketing collateral. They can be resized to scale, but they must not be altered in any other way.

The images also include the text “Copyright © 2014 Schlumberger. All rights reserved.” This text must not be obscured, altered, or removed.

More information

If you have any queries regarding the marketing of your plug-in or are interested in additional marketing activities (joint Google AdWord campaigns, co-authoring articles, etc.), email the Ocean marketing team at oceanpartnerprogram@slb.com.