

# Concept

## Technological Innovation

Upstream Oil & Gas disrupting the industry status quo with innovative technology.

@erdosmiller



# Brand Tone

Future

Approachable

Creative

Competent

- We are effective in creating technology that hit the mark, meet the market and deliver incredible performance.
- We include humor by not taking ourselves too seriously.
- Our job as engineers is to coerce bits and atoms in things that don't suck.



# Color Pallette

The background image shows an oil rig at dusk. In the foreground, two workers wearing hard hats and dark work clothes are seen from behind, walking towards the rig. The rig's structure is illuminated with warm lights, and the sky is a mix of blue and orange. The rig has the name 'CITADEL RIG 5' and a logo on its side. There are also flags flying from the rig.

CMYK: 91, 57, 41, 20  
RGB: 25, 88, 110  
HEX: #19586E

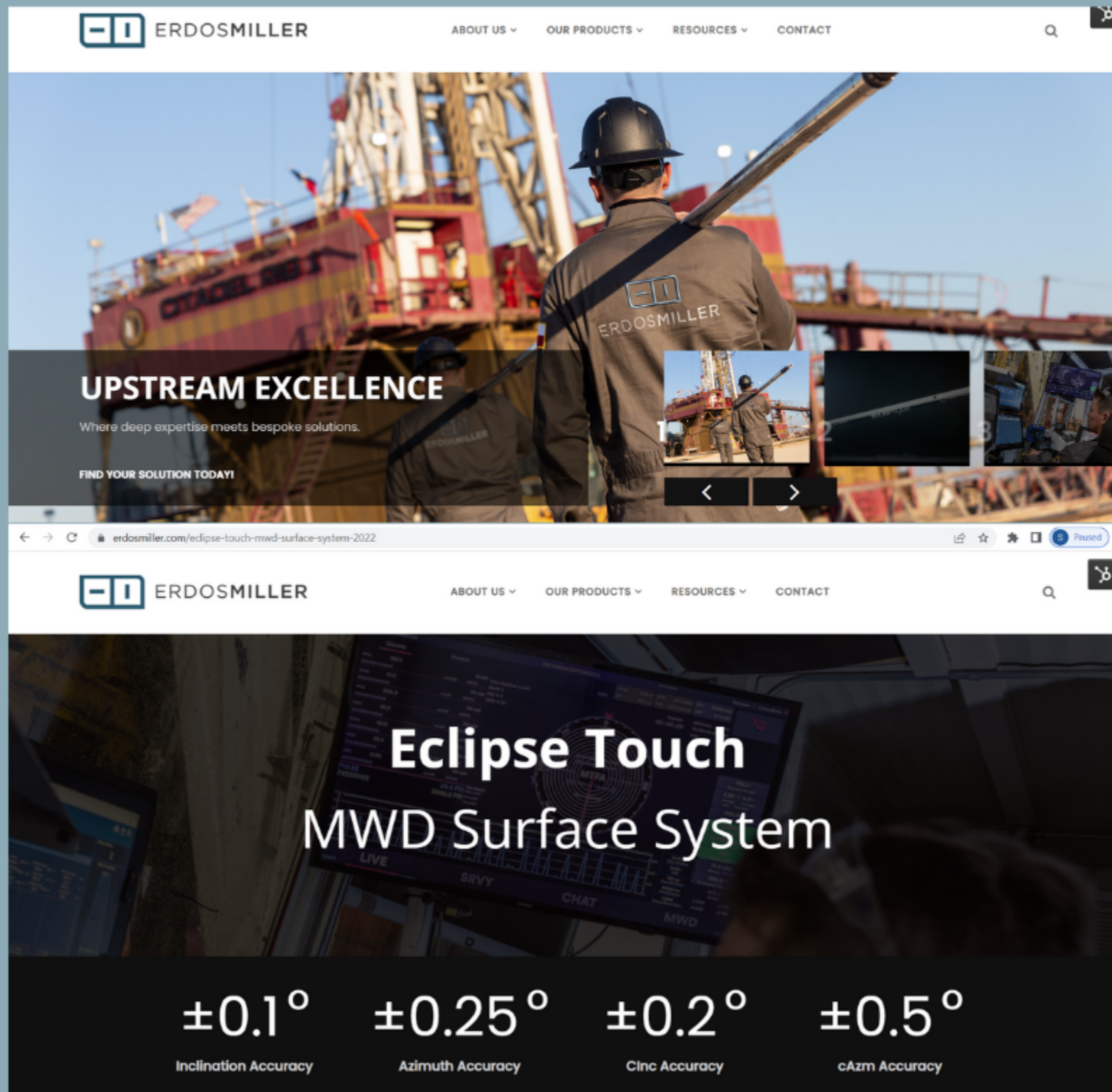
CMYK: 48, 40, 39, 03  
RGB: 139, 139, 141  
HEX: #8B8B8D

CMYK: 91, 57, 41, 20  
RGB: 244, 67, 54  
HEX: #F44336

CMYK: 68, 61, 59, 46  
RGB: 64, 64, 65  
HEX: #404041



# New Website



# Inspiration




- Please do not copy exactly these examples (They're a real company)
- Takeaway is that the layering of photos and included brand colors are a common theme in the O&G industry.
- Our CEO is also a huge fan of Apple and their minimal and simple design branding





## OIL & GAS



## GEOTHERMAL



## HDD

Erdos Miller values automation at the rig site due to its direct ability to improve safety. Automated rig equipment can operate 24 hours a



## WELL INTERVENTION