



BRAND GUIDELINES

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B. J. KADRMAS INC.

WELCOME TO THE BRAND GUIDELINES

Welcome to the essence of our corporate identity, a detailed compendium that encapsulates the meticulousness and forward-thinking approach of our brand. These guidelines are more than mere suggestions; they are the distillation of our company's ethos and a reflection of our unwavering commitment to excellence within the energy services industry.

Embark on a journey through the foundational elements that define our visual and verbal narrative. Here, you'll find the strategic cornerstones that shape our communications—our logo, color palette, typography, imagery, and voice.

These components are carefully curated to ensure uniformity and to resonate with our core values of integrity, precision, and sustainability. They narrate our dedication to shaping a legacy in the energy sector through unparalleled service and innovative solutions.

As you acquaint yourself with these guidelines, understand that they are crafted not only as a manual for brand consistency but also as an embodiment of our collective vision. They will direct our branding efforts, ensuring that every point of contact with our audience—be it through print, digital, or personal interaction—reinforces the strength and professionalism that our name carries. It is through these principles that we shall continue to chart a course of excellence and leadership in energy land services.

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BRAND INTRODUCTION



INTRODUCTION

Founded in 1981, B.J. Kadrmas Inc. (BJK Inc.) stands as a testament to American entrepreneurial spirit and dedication to energy independence. Initially focused on Oil and Gas services, we have evolved into a multifaceted energy consulting and project management firm, embracing sectors like Oil, Gas, Midstream, Telecommunications, and Renewable Energy.

We specialize in land services, offering expertise in mineral rights, title research, route feasibility for pipelines, and more. Our ethical, cost-effective solutions are driven by a deeply knowledgeable team, committed to fostering mutually beneficial relationships between landowners and energy companies.

As a family-oriented company with a rich history, BJK Inc. is dedicated to contributing to America's energy security, navigating the complexities of land and mineral ownership with integrity and excellence, and gearing towards a future inclusive of traditional and renewable energy sectors.

Matthew R. Kostelecky
PRESIDENT AND OWNER

ABOUT OUR BRAND



BRAND PURPOSE

We are passionately committed to contributing to America's energy independence. Our purpose transcends beyond mere business operations; it's about ensuring the provision of ethical, cost-effective, and environmentally considerate energy services. We deeply value our relationships with our team, clients, and the land and mineral owners we partner with, striving to be a trustworthy link in the energy sector. Our foundation rests on continuous learning, ethical subcontracting, and an inclusive work culture where every voice is heard. We endeavor not only to deliver exceptional services but also to play a pivotal role in shaping a sustainable energy future.



OUR MISSION

Our mission is to provide timely, accurate, and competitively priced energy land services. We are dedicated to excellence in every project, from intricate title research to strategic route feasibility for energy transportation. Our focus is on empowering our clients with the information and resources they need to succeed, whether in traditional oil and gas sectors or emerging renewable energies. By driving towards these goals, we aim to cement our position as a leader in energy consulting and project management, always keeping client satisfaction and environmental responsibility at the forefront.



OUR VISION

Our vision is to establish ourselves as the preferred choice for energy land services across the states we operate in. We envision a future where our expertise in oil, gas, wind, and carbon capture sectors is unrivaled. We see ourselves at the forefront of the energy industry, adapting to its evolving landscape while remaining steadfast in our core values. Our aspiration is to not only thrive in the present energy dynamics but also to be an integral part of the transition towards more sustainable energy solutions. In doing so, we aim to leave a lasting, positive impact on the communities we serve and the environment we cherish.

BRAND LOGO

SECTION 01

- LOGO INTRODUCTION
- LOGO CONSTRUCTION
- LOGO CLEARSPACE
- LOGO SIZING
- LOGO VARIATIONS
- LOGO APPLICATIONS



LOGO INTRODUCTION

INTRODUCTION

Our design for the logo's pictorial element draws inspiration from the pathways and conduits that are central to our operations. The converging lines resemble both a road leading towards the horizon and the interconnecting pipelines, a nod to our expertise in project management and right of way acquisition for drillsites and pipelines. This imagery is emblematic of the connections we create in the industry, from title research to oil and gas lease acquisition, and beyond.

Our logotype aims to honor our rich heritage and substantial history. This serif font (Constantia) is known for its classic appeal and readability, qualities that reflect our company's steadfast reputation and the trust it has cultivated over the years.

FULL LOGO



PICTORIAL



LOGOTYPE



DARK AND LIGHT LOGO VERSION



Dark Version



Light Version

Recommended Formats:
eps | ai | pdf | psd | png | jpeg

Attention:
Logotype should be rarely used on its own.

LOGO CONSTRUCTION AND CLEARSPACE

EXPLANATION

Using the golden ratio in our logo design provides a visually pleasing aesthetics rooted in mathematical harmony, which is naturally appealing to the eye.

To preserve the integrity and distinctiveness of our logo, the clear space is defined by the height of the pictorial mark, which is an integral element of our design. This space acts as a protective field, ensuring that no other graphical elements, text, or images encroach upon the logo's presence.

Specifically, the exclusion zone's dimensions are determined by the height of the pictorial mark at its tallest point. This space is to be uniformly maintained on all sides of the logo, thereby creating a consistent and unobstructed visual boundary.

LOGO CONSTRUCTION



CLEAR SPACE GUIDELINES



Attention:

Adherence to this clear space rule is mandatory across all brand materials. This ensures that our logo stands out with clarity and visual impact on any platform or medium, maintaining the strength and immediacy of our brand identity at all times.

LOGO SIZING

EXPLANATION

Logo sizing is a critical aspect of brand presentation that dictates the minimum and maximum dimensions a logo should be displayed to ensure clarity, impact, and brand consistency.

It includes specific size parameters for different mediums, ensuring the logo is always legible and visually effective, no matter where it appears.

FOR WEB



For Web

On digital platforms, the logo must have a minimum width of 144 pixels to ensure clear visibility and brand recognition on various screen sizes.

FOR PRINT



For Print

In print, the logo should never be smaller than 1 inch in width to maintain its intricate details and ensure it stands out in all printed collateral materials.

LOGO VARIATIONS

EXPLANATION

Our brand identity is dynamic and flexible, and to accommodate a range of applications while preserving our brand recognition, we employ a set of logo variations. These variations are thoughtfully crafted to ensure our logo maintains its integrity across various platforms and formats.

PRIMARY LOGO



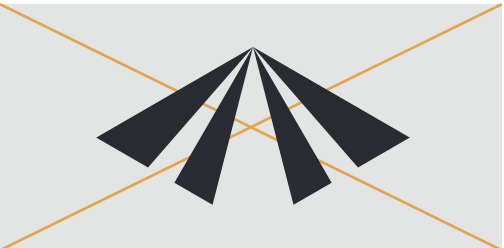
Altering position of the elements is not allowed

SECONDARY LOGOS



Full logotype can be used without the pictorial element

PICTORIAL MARK



Stretching of the elements is not allowed

LOGO APPLICATIONS

A. Raisin Black Background

On Raisin Black or similar dark backgrounds, use the logo in white and earth yellow.

B. Raisin Black Background (Secondary)

For a monochrome option on dark backgrounds, apply the logo entirely in white.

C. White Background

Against white or other bright backgrounds, utilize the logo in Raisin Black and earth yellow.

D. White Background (Secondary)

When a singular color is needed on light backgrounds, use the logo in full Raisin Black.

E. Earth Yellow Background

Choose the logo in full Raisin Black for a striking contrast on Earth Yellow backgrounds.

F. Earth Yellow Background (Secondary)

For a crisp alternative on Earth Yellow, the full white logo is recommended.



BRAND TYPOGRAPHY

SECTION 02

PRIMARY FONT

SECONDARY FONT

FONTS HIERARCYES



PRIMARY FONT

CORPORATE
LATO

THE FONT

Lato is a sans-serif font with a harmonious, modern style and warm, friendly character, designed for both web and print.

Aa

Lato

BOLD

A B C D E F G H I J K L M N O P Q R S T U V W
a b c d e f g h i j k l m n o p q r s t u v w

REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W
a b c d e f g h i j k l m n o p q r s t u v w

SECONDARY FONT

LOGOTYPE CONSTANTIA

THE FONT

Constantia is a transitional serif font known for its readability, elegant proportions, and contemporary yet classic style.

It should only be used as logotype.

Aa

Constantia

BOLD

A B C D E F G H I J K L M N O P Q R S T U V W
a b c d e f g h i j k l m n o p q r s t u v w

REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W
a b c d e f g h i j k l m n o p q r s t u v w

FONT HIERARCHIES

FONT HIERARCHY

Font hierarchies are a fundamental aspect of typographic design, referring to the visual arrangement of type in a way that denotes importance and guides the reader's eye through the content.

Effective font hierarchies aid in creating an organized, easily navigable, and aesthetically pleasing design, whether it's for print, web, or other media.

Font size may vary depending on the collateral size but hierarchies must be honored.

Context Text And Inner Headline

Text Body

Text Body
Lato Regular
8-12 pt Type / 14 pt Leading / 0 pt Tracking

Accent Sections

ACCENT / Accent Alt

Lato Bold
10-20 pt Type / 14-24 pt Leading / 50 pt Tracking

Headlines And Typo Breaks

Sub Head Lines

SUB-HEAD TYPE

Lato Black - Capital Letters
10-20 pt Type / 14-24 pt Leading / 50 pt Tracking

Headlines And Title

HEAD TYPE

Lato Black - Capital Letters
20-44 pt Type / 48 pt Leading / 0 pt Tracking

COLOR SYSTEM

SECTION 03

- PRIMARY COLOR SYSTEM
- SECONDARY COLOR SYSTEM
- COLOR TINT



PRIMARY COLOR SYSTEM

PRIMARY COLOR SYSTEM

We selected an Earth Yellow to anchor the palette, drawn directly from the Badlands' own hues, representing nature, and everything above ground.

Raisin Black conveys elegance, mystery, and authority, and pairs well with a broad spectrum of hues. While visually similar to pure black, Raisin Black offers a softer, more nuanced alternative, making it a versatile choice in various design applications.

Timberwolf is a light, neutral gray color with a subtle warmth, evoking a sense of calm and balance. Its neutral character makes it an excellent complement to both vibrant and subdued color palettes, enhancing other colors without overwhelming them.



RAISIN BLACK

Hex Code: 24272F

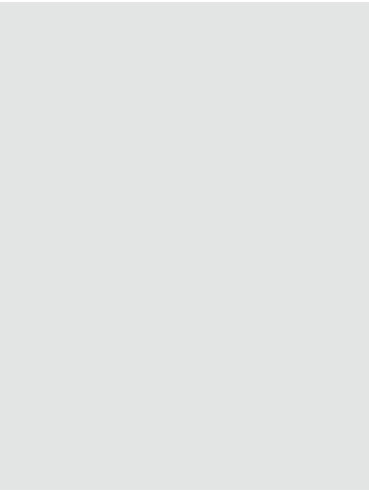
CMYK	: 78% 69% 57% 64%
HSB	: 203° 11% 16%
RGB	: 36, 39, 47
LAB	: 18, 1, -5



EARTH YELLOW

Hex Code: E3A44E

CMYK	: 1% 40% 82% 0%
HSB	: 33° 65% 89%
RGB	: 227, 164, 78
LAB	: 70, 10, 47



TIMBERWOLF

Hex Code: D9D9D6

CMYK	: 14% 10% 12% 0%
HSB	: 59° 1% 85%
RGB	: 217, 217, 214
LAB	: 86, 0, -1

SECONDARY COLOR SYSTEM

SECONDARY COLOR SYSTEM

Burnt Sienna is a warm, earthy terracotta hue. Ideal for accentuating elements, it harmonizes well with both neutral and vibrant colors.

Ruddy Blue offers a calming and airy quality. It's perfect for creating a sense of openness and tranquility in designs, balancing well with both warm and cool tones in the palette.

Gray, with its subtle cool undertones, provides a sleek and contemporary look. Versatile and understated, it's excellent for backgrounds or complementing brighter colors, lending a sophisticated and modern feel to the overall design.



BURNT SIENNA

Color Code: E3785E

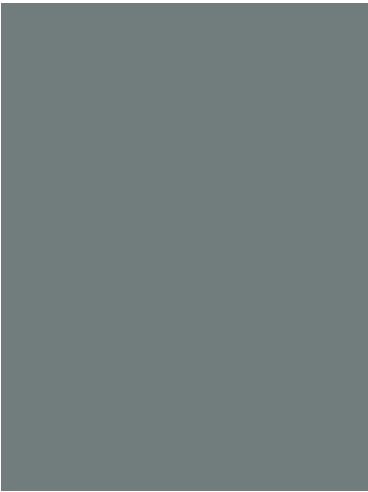
CMYK : 0% 66% 63% 0%
Pantone : 2434 C
HSB : 11° 58% 89%
RGB : 227, 120, 94
LAB : 63.43, 41.43, 35.32



RUDDY BLUE

Color Code: 6CACE4

CMYK : 66% 15% 0% 0%
Pantone : 284 C
HSB : 207° 52% 89%
RGB : 108, 172, 228
LAB : 67.48, -9.15, -35.99



GRAY

Color Code: 717C7D

CMYK : 60% 42% 44% 9%
Pantone : 444 C
HSB : 184° 9% 49%
RGB : 113, 124, 125
LAB : 51.09, -5.29, -2.37

COLOR TINT

COLOR TINT

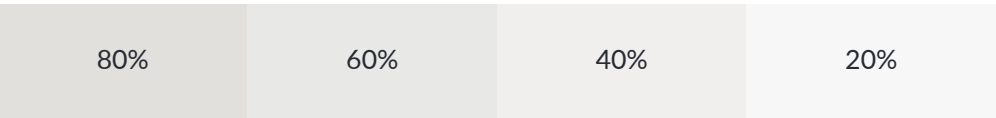
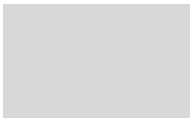
Color tints enhance our visual identity by offering versatile shades while ensuring consistency. These are formed by mixing white with our base colors, creating lighter versions that complement the primary palette.

Application:

Use tints strategically to maintain readability and complement primary colors. They excel in designs requiring layered hierarchy, like infographics.

Consistency:

Uniform tint percentages across all platforms are crucial. Consistent use in print, digital, or physical spaces is key for brand integrity.



BRAND ICONOGRAPHY



SECTION 04

ICON SET
DOWNLOAD



BRAND ICONOGRAPHY

ICON SET

Our icon set is designed to complement and enhance our brand's visual language. Each icon is crafted to convey clear and consistent messages across all our communication channels. They embody the simplicity and elegance of our brand while being highly recognizable and functional.

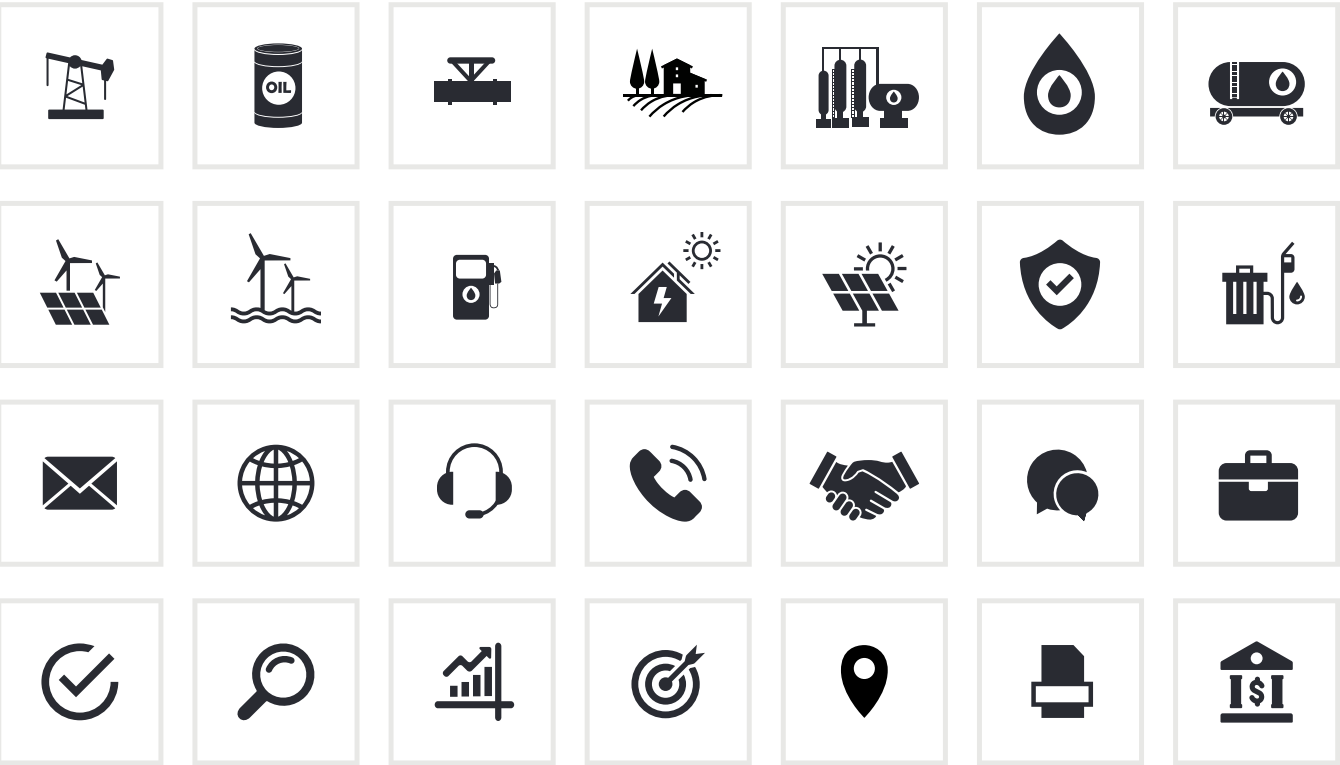
DOWNLOAD

🌐 <https://bit.ly/bjkicons>

📱 Scan for download icon set



ICON SET EXAMPLES



SUMMARY & CONTACT

SECTION 05

SUMMARY CONTACT



SUMMARY & CONTACT

SUMMARY

This guide codifies the essential branding elements, prescribing precise usage of logos, fonts, and colors. It outlines a visual identity steeped in sustainability and precision, crafting a narrative that underscores the brand's commitment to quality and environmental responsibility. Typography and iconography guidelines ensure clarity and cohesion, reinforcing the brand's narrative across all mediums.

This document is a blueprint for maintaining the integrity and professionalism that the brand stands for, guiding all forms of corporate communication to create a consistent and impactful brand experience.

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