Brand Assets

A quick visual brief for photographers & partners

Logo

The Wellvector "W" is a custom serif letterform — authority, heritage and precision. Use the W tile on its own, or paired with the wordmark (set in Playfair Display Medium).



On Dark



On Light



On Teal



On Photo

Clear space

Keep space equal to the height of the W on all sides.

Minimum size

Never smaller than 24px tall on screen.

On photos

Use the light W tile, or a dark overlay behind the white W.

Don't

Stretch, rotate, recolor, add shadows or effects to the logo.

Colors & Type

COLORS

Teal 600
#0D9488
Primary accent — use sparingly

Neutral 950
#171718
Main background

Neutral 800
#2A2B2C
Surfaces & dividers

Neutral 100
#E8E4D8
Warm off-white text

Neutral 50
#F1EFE9
Light background

TYPOGRAPHY

Aa

Playfair Display
Headlines, quotes and statements. The classic serif carries the industry's heritage.

Aa

Inter
Body text and interfaces. Clean and readable at any size.

Aa

JetBrains Mono
Labels, captions, dates and data — like an old well log.

"We honor the heroes who built this industry."

Our imagery tells the story of petroleum's pioneering days — the rigs, the roughnecks, the machinery, the raw human effort. We use archival black & white photography to connect the past to the present.

SUBJECTS · 1960–2000 · BLACK & WHITE

Rigs & platforms
Offshore & onshore, at full scale

Workers & roughnecks
The human element, hard at work

Machinery & pipes
Industrial texture and detail

Gauges & instruments
Dials, meters, analog precision

Drilling operations
Action, scale and momentum

Archival documents
Maps, well logs and old records

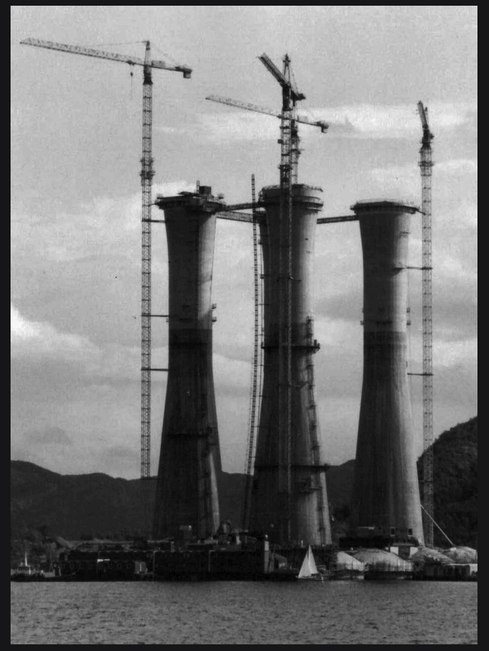








Image Treatment

Black & White

All archival and hero photography should be desaturated. High contrast, rich tonal range.



Dark Overlay

64%, 72%, 80% #000000 overlay when placing text over images. Ensures legibility and brand tone.



Editing

Most images from 1960–2000 still carry some color. Every image is different — use these as a starting point.

EXPOSURE	Lower — for deep blacks
CONTRAST	Higher — rich tonal range
SATURATION	0 — fully black & white
TEMP & TINT	Neutral, no color cast
TEXT ON PHOTO	64–80% black overlay