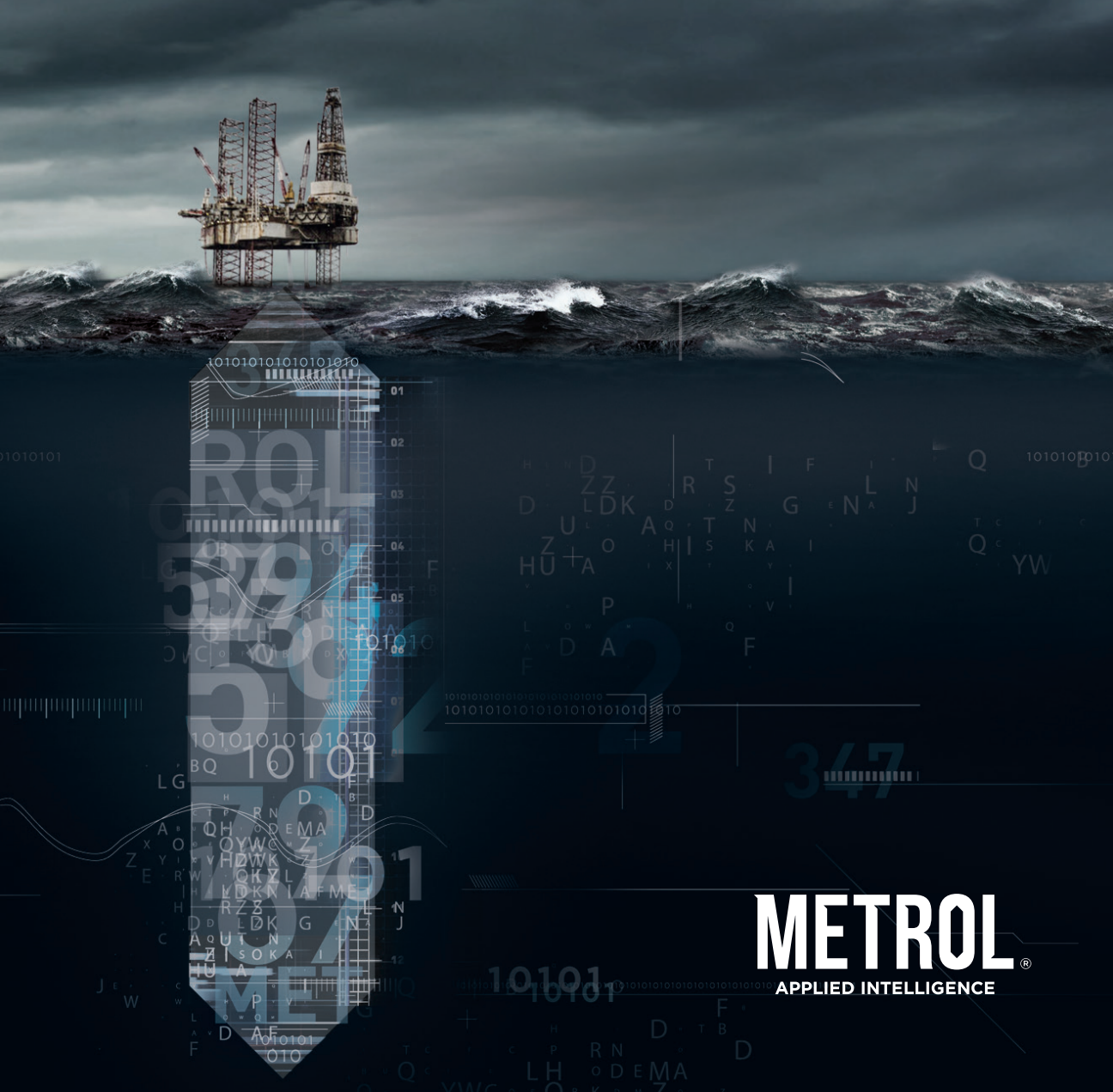




METROL[®]
APPLIED INTELLIGENCE

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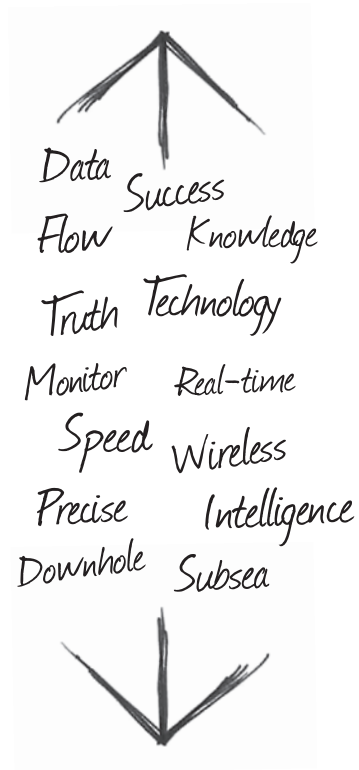
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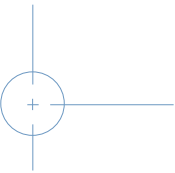
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APPLIED INTELLIGENCE

Knowledge is power: and in the downhole environment knowing precisely what you're dealing with is the difference between failure and success. Our tools deliver downhole data with pinpoint accuracy, in real time and wirelessly. It's precise downhole intelligence, applied exactly where you need it.

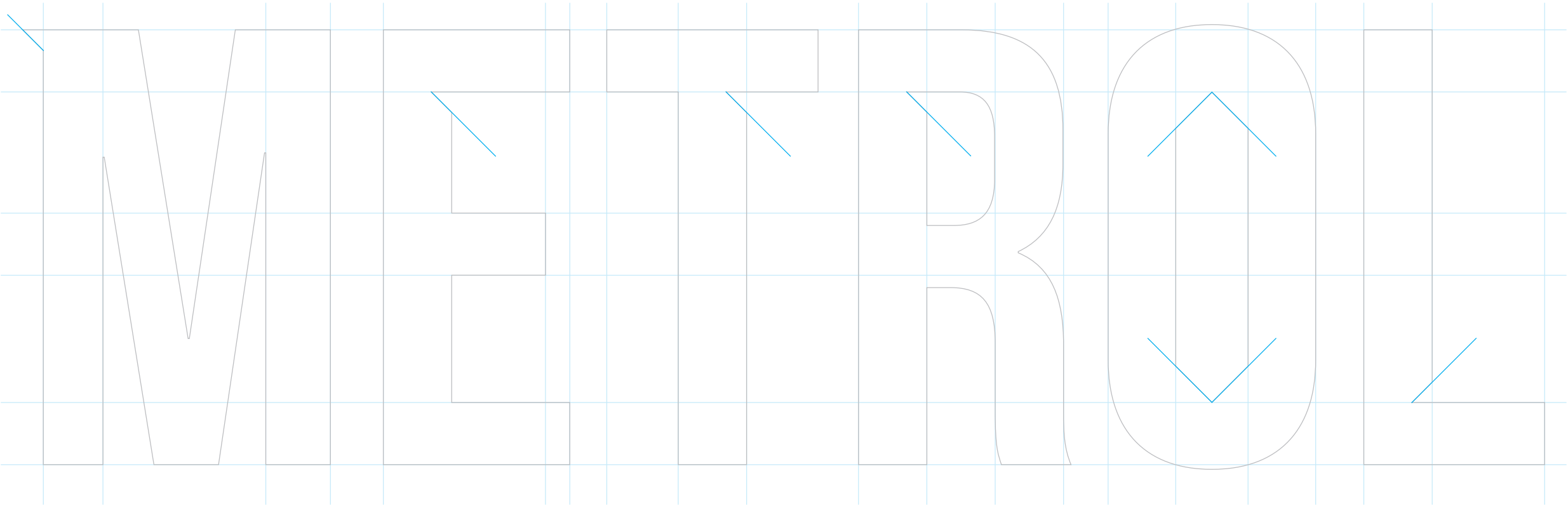
DEFINITIVE DOWNHOLE DATA





IDENTITY

- > The Logo
- > Logotype Variations
- > Product Sub-Brands
- > Colours
- > Typography
- > Exclusion Zone
& Smallest Size
- > Do's & Don'ts



METROL[®]
APPLIED INTELLIGENCE

METROL®
APPLIED INTELLIGENCE

METROL_logo_with_strapline_blue_cmyk.eps
 METROL_logo_with_strapline_PMS_540u.eps
 METROL_logo_with_strapline_blue.jpg
 METROL_logo_with_strapline_blue.png

METROL®
APPLIED INTELLIGENCE

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 METROL_logo_with_strapline_black.png
 METROL_logo_with_strapline_black.dwg
 METROL_logo_with_strapline_black.dxf

METROL®
APPLIED INTELLIGENCE

METROL_logo_with_strapline_white.eps
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METROL®

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METROL®

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METROL_logo_no_strapline_black.png
METROL_logo_no_strapline_black.dwg
METROL_logo_no_strapline_black.dxf

METROL®

METROL_logo_no_strapline_white.eps
METROL_logo_no_strapline_white.png

METROL[®]
METROL RESEARCH CENTRE

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METROL[®]
METROL RESEARCH CENTRE

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METROL_Research_Centre_logo_black.dwg
METROL_Research_Centre_logo_black.dxf

METROL[®]
METROL RESEARCH CENTRE

METROL_Research_Centre_logo_white.eps
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APPLIED INTELLIGENCE

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APPLIED INTELLIGENCE

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APPLIED INTELLIGENCE

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METROL_strapline_white.png

APPLIED INTELLIGENCE

METROL_strapline_white.eps
METROL_strapline_white.png

CROSS-FIRE™
THE WIRELESS FIRING HEAD FROM METROL

CROSS-FIRE_logo_blue_gradient_cmyk.eps
CROSS-FIRE_logo_blue_gradient_rgb.png

DEPTH-LOC™
WIRELESS DEPTH CORRELATION FROM METROL

DEPTH-LOC_logo_blue_gradient_cmyk.eps
DEPTH-LOC_logo_blue_gradient_rgb.png

OCULUS™
PRECISE DOWNHOLE PRESSURE GAUGE

OCULUS_logo_blue_gradient_cmyk.eps
OCULUS_logo_blue_gradient_rgb.png

ORIGIN™
WIRELESS DOWNHOLE SAMPLING

ORIGIN_logo_blue_gradient_cmyk.eps
ORIGIN_logo_blue_gradient_rgb.png

PRO-LOG™
WIRELESS THERMAL MAPPING OF THE PAYZONE

PRO-LOG_logo_blue_gradient_cmyk.eps
PRO-LOG_logo_blue_gradient_rgb.png

SALAMANDER™
THE EXTREME ENVIRONMENTS GAUGE FROM METROL

SALAMANDER_logo_blue_gradient_cmyk.eps
SALAMANDER_logo_blue_gradient_rgb.png

FLOW-SURE MC™
THE WIRELESS MULTI-CYCLE SLEEVE FROM METROL

FLOW-SURE_MC_logo_blue_gradient_cmyk.eps
FLOW-SURE_MC_logo_blue_gradient_rgb.png

FLOW-SURE SS™
THE WIRELESS SINGLE SHOT SLEEVE FROM METROL

FLOW-SURE_SS_logo_blue_gradient_cmyk.eps
FLOW-SURE_SS_logo_blue_gradient_rgb.png

There is a multi-colour theme that runs through all visual aspects of our brand.

TYPEFACE USE

**Museo 300, Museo 500
& Museo 700**

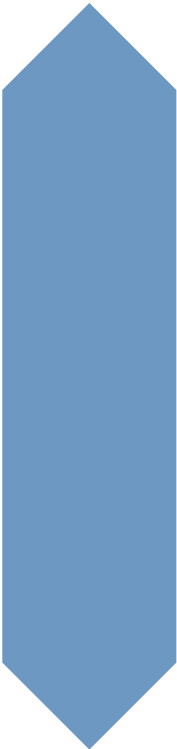
This is used for all printed materials, stationery, website and digital presentations. Museo 300 forms the main body text.

Calibri

This is used for office communications and email signatures.



PANTONE 540 U
C 100 M 55 Y 0 K 55
R 0 G 56 B 103
003867



PANTONE 645 U
C 50 M 22 Y 0 K 14
R 116 G 149 B 177
7495b1

MUSEO 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!&%\$£

MUSEO 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!&%\$£

MUSEO 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!&%\$£

CALIBRI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!&%\$£



Exclusion zone



Smallest size 40mm (Actual size)



20mm No strapline



Do not change the vertical scaling



Do not change the space between the symbol and strapline



Do not change the horizontal scaling



Do not change the proportions of the logo or strapline



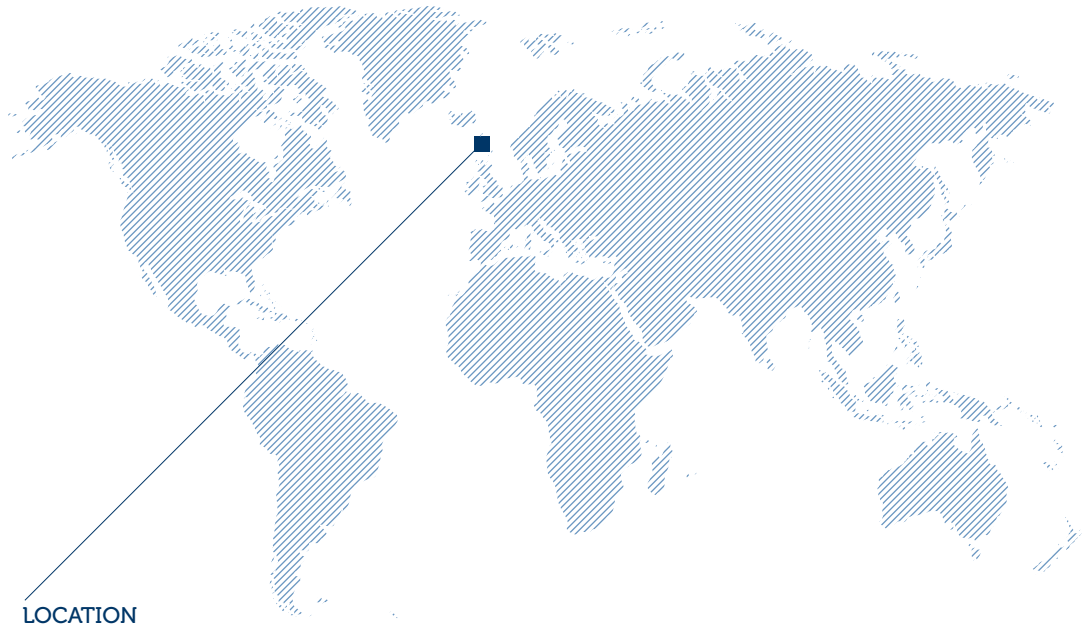
Do not impinge on the exclusion zone

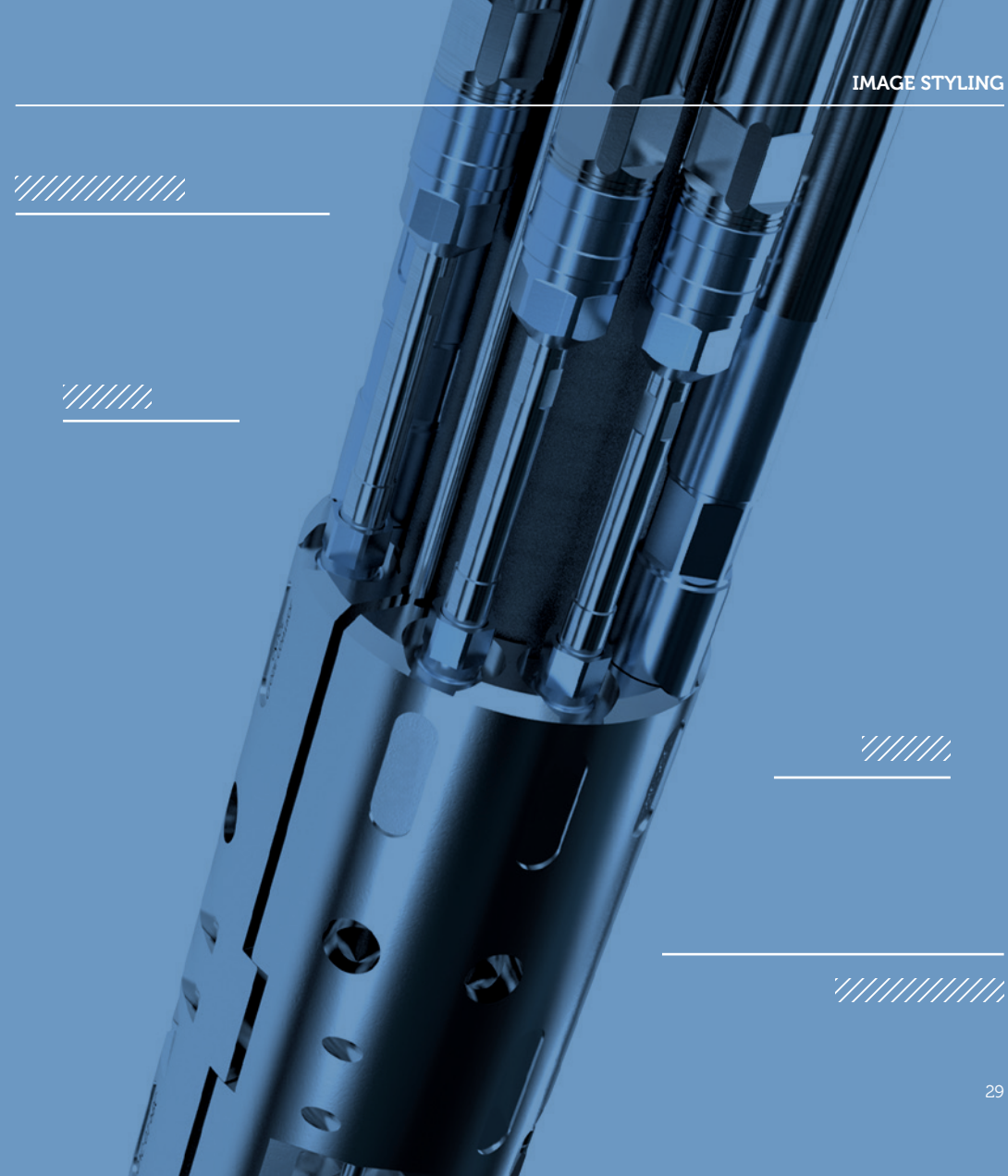
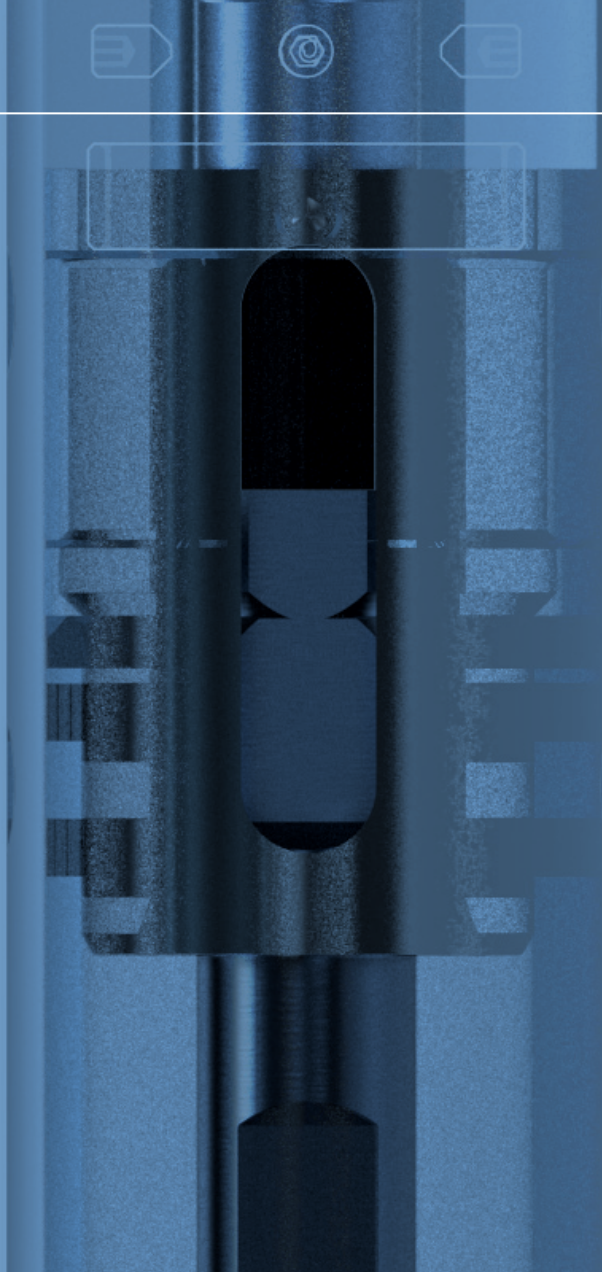


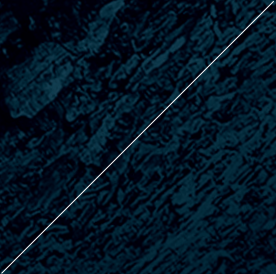
Do not reproduce the logo in any other colour than those specified



IMAGE STYLE









PRINT

- > Business Cards
- > Letterheads
- > Datasheets
- > Case Studies
- > CAD Templates
- > Report Folder

Size: 90mm x 50mm
Stock: Duplexed
Front: White Printspeed Ivory
(330gsm)
Reverse: Colorplan New Blue
(175gsm)
Print:
Front: PMS 540U
Reverse: Foilco 3800

METROL®
APPLIED INTELLIGENCE

BUSINESS MANAGER
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M +44 7968 184801
dmoss@metrol.co.uk

METROL®
APPLIED INTELLIGENCE

METROL TECHNOLOGY GROUP

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 T +44 1224 772771 | Ops +44 7815 100875 | Sales +44 7968 184801
 E admin@metrol.co.uk

OUR REF: 0000000
 YOUR REF: 0000000

A N Other
 Art Department
 1 Rubislaw Place
 Aberdeen
 AB10 1XN

METROL
 APPLIED INTELLIGENCE

Dear A N Other

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

A. Person

www.metrol.co.uk
 Registered Address: Unit 2A
 Registered in Scotland




CROSS-FIRE.
THE METROL GUN FROM THE FUTURE TODAY.

Type a brief description here:

DESCRIPTION

FEATURES	BENEFITS
>	>
>	>
>	>
>	>
>	>
>	>
>	>
>	>
>	>

SAFETY/OPTIONS

SPECIFICATIONS

Outside Diameter:	1.75" (45mm)
Maximum Pressure:	15,000psi (1034Psi)
Temperature Rating:	30°C (55°F)
Length:	32" (8m)
Duration (delayed fire):	> 40 days




metrol.co.uk
Discover more at www.metrol.co.uk

[illegible]

WORLD 1ST
FOR METROL
PARAGON
SYSTEM

2014
2011
PAPER

ON 10/10/10

DATE _____

LOCATION:
ETLAND

Case Study No. 1004 | Paragon Acoustic Technology | June 2014

TECHNICAL OVERVIEW

[illegible]

25
DAYS FOR
COMPLETION

13
SEPARATE VALVE
MOVEMENTS

SIGNIFICANT EVEN
THE WELL TEST

[illegible][illegible]

7771

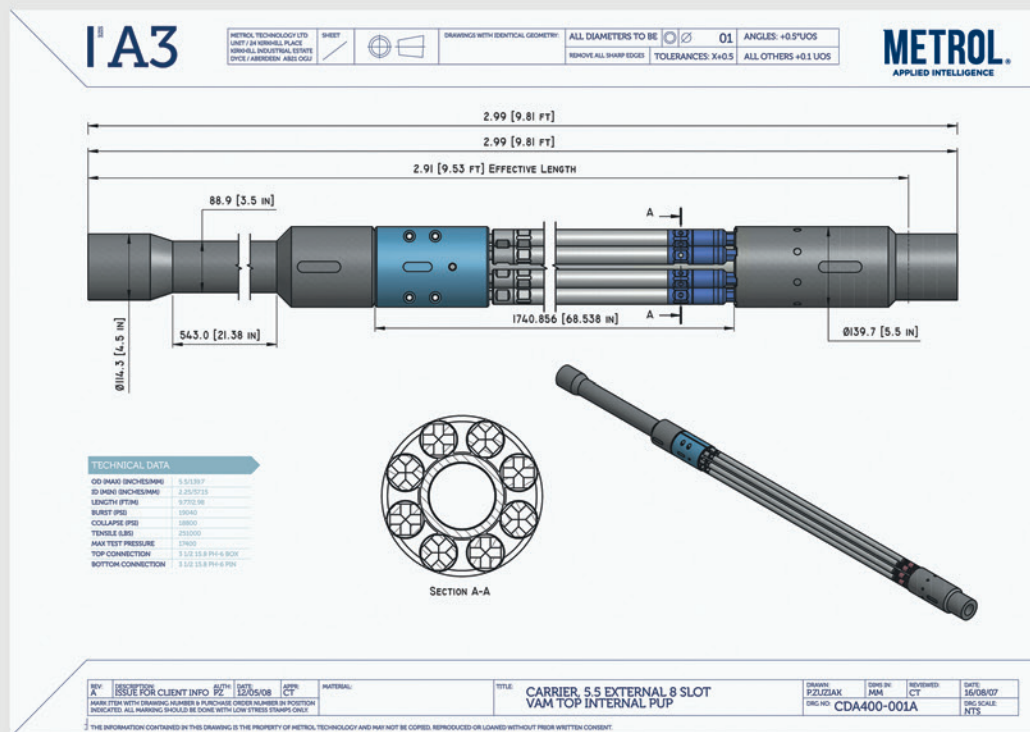
CASE STUDY

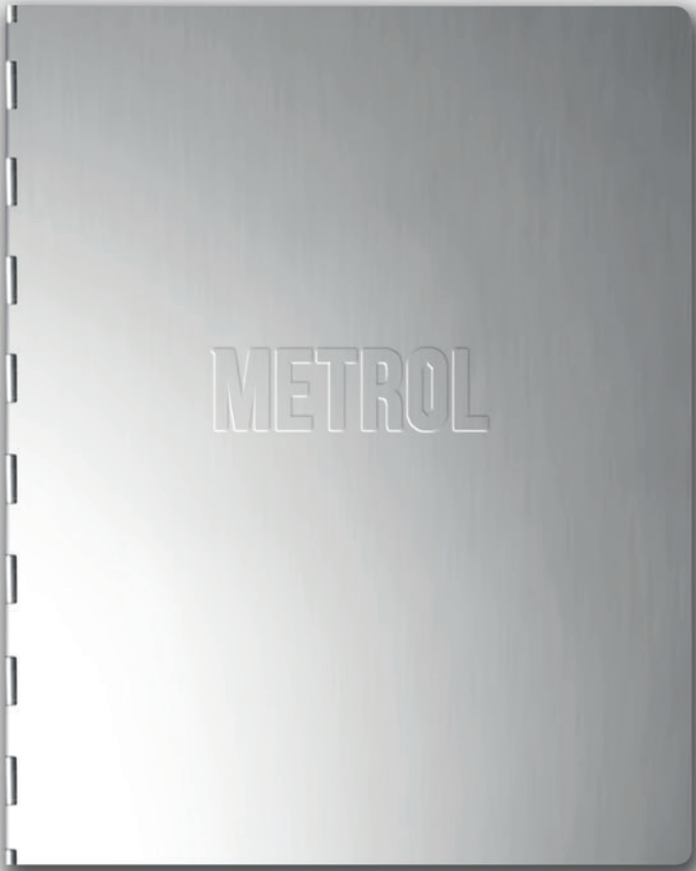
STUDIES

Discover more at www.metro.co.uk

Case Study No. 2025 / Foreign Migration / Volunteering / June 2024

Discover more at www.metro.co.uk

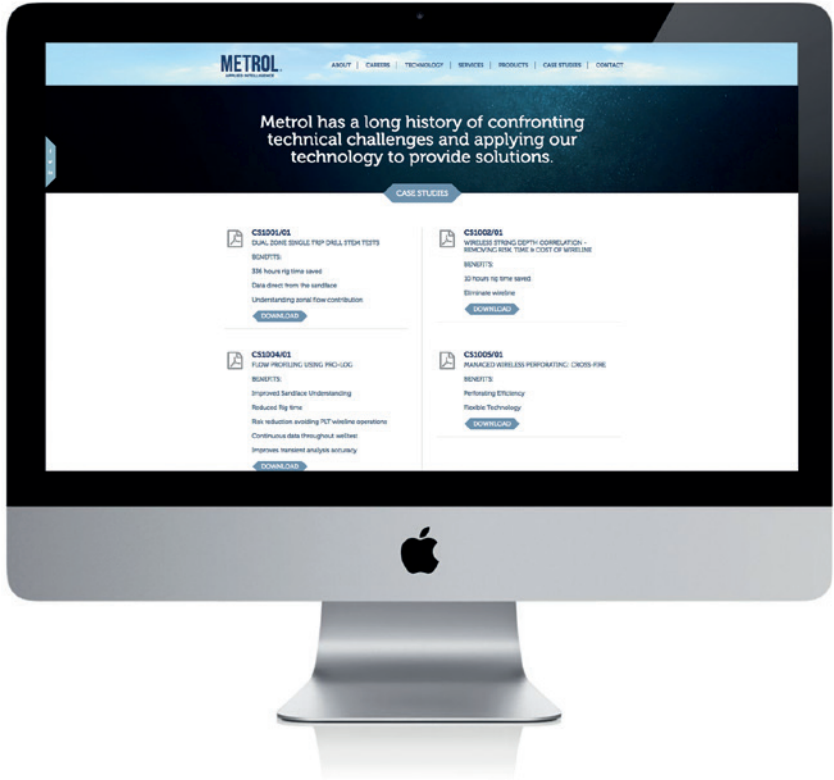






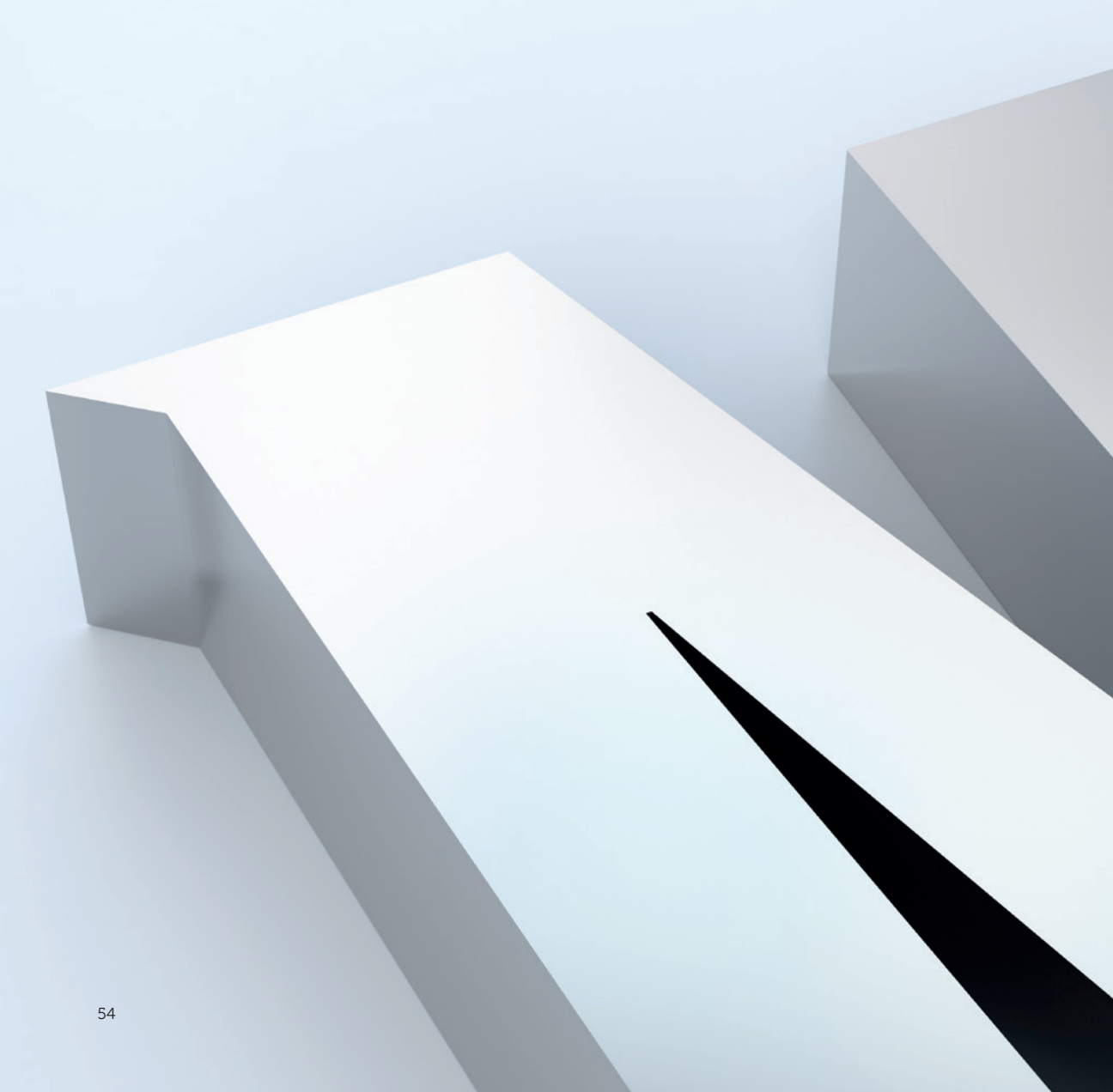
DIGITAL

- > Website
- > Project App
- > Powerpoint Templates









EXTERNAL & INTERNAL SIGNAGE





PRIVATE PROPERTY
NO PARKING
VEHICLES WILL BE REMOVED

METROL
APPLIED INTELLIGENCE

RESERVED PARKING
COMPTON ROSS
CHIEF EXECUTIVE OFFICER

METROL
APPLIED INTELLIGENCE

DELIVERIES

METROL
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VISITOR PARKING

METROL
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DO SMALL CONFERENCE ROOM 1

METROL
APPLIED INTELLIGENCE

DO SMALL CONFERENCE ROOM 2

METROL
APPLIED INTELLIGENCE

REST/QUIET ROOM

METROL
APPLIED INTELLIGENCE





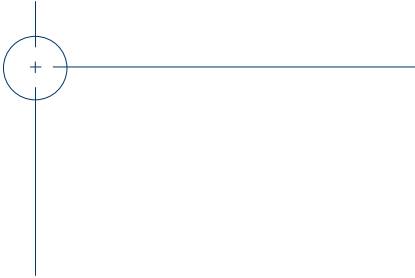
APPLICATION

- > Clothing
- > Merchandising









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Dyce, Aberdeen, AB21 0GS, Scotland, UK
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