EXECUTIVE ORDER

Corporate Name and Visual Identity

ORDER NO.
CI–CEO–2023–010

PURPOSE To establish a single corporate name and uniform identification standard across Company communications, personnel credentials and operations, I direct as follows:

EXECUTIVE DIRECTIVES

ISSUED 12 OCTOBER 2023

1 CORPORATE NAME.

Formalize CHADFORD INDUSTRIES as the Company name and authorize the filings and registrations required by law. Legal Affairs shall submit the necessary instruments and update Company records and contractual templates. Existing use of the approved trade style in Company business materials is hereby ratified. The legal change becomes effective on acceptance of the required filings.

2 IDENTITY APPROVAL.

Approve the corporate signature, color specifications, typography roles and applications contained in Appendices A–G to this Order. The master artwork is controlling. No department may alter the approved logo, redraw its lettering or substitute a departmental variant without written approval.

3 EXISTING DEPARTMENTS.

The Executive Office, Personnel, Legal Affairs, Operations and Marketing Department established under Directive CI–CEO–2023–004 shall implement this standard within their respective functions. Operations shall apply it to Company-controlled equipment and to partner-operated locations only where authorized.

4 RESEARCH TEMPLATES.

Personnel and Operations shall prepare the identity and credential templates for the proposed Research & Development function. This paragraph does not itself establish the department or authorize research-site access.

5 IMPLEMENTATION.

Marketing shall maintain the master artwork and control external applications. Personnel shall replace staff identification and issue new credentials; Legal Affairs shall complete name-related filings; Operations shall prepare site, apparel and equipment schedules. Submit implementation plans to the Executive Office within ten business days.

6 PRIOR MATERIALS.

Legacy CHADFORD OIL TRADING materials shall be retired from new external use following the legal name change, except where their continued use is required for existing contracts, transitional records or archival purposes.

EFFECTIVE DATE & DOCUMENT CONTROL

Effective as of signature, subject to the express filing condition in paragraph 1.

ATTACHMENTS A — Identity / B — Credentials / C — Office / D — Industrial
E — Research / F — Facilities / G — Implementation

APPROVED BY

Buick Chadford

BUICK CHADFORD Chief Executive Officer

APPENDIX A / MASTER ARTWORK

Primary Corporate Identity

A1 APPROVED MASTER LOCKUP

DARK SURFACE / PRIMARY CORPORATE APPLICATION

CHADFORD INDUSTRIES

The logo artwork is a fixed asset. Preserve proportions, geometry and spacing.

A2 APPROVED BACKGROUND VARIANTS

CHADFORD INDUSTRIES

LIGHT / BLACK TEXT + BLACK I

CHADFORD INDUSTRIES

DARK / WHITE TEXT + WHITE I

C MARK: RED IN BOTH VERSIONS
Use original artwork; do not substitute fonts.

A3 CORPORATE COLOR SYSTEM

CHADFORD BLACK
#000000

CHADFORD RED
#D71920

CHADFORD WHITE
#FFFFFF

Only approved brand colors.

A4 MARK & CLEAR SPACE



Maintain an exclusion zone around the lockup.
No stretching, rotation, redrawing or added marks.

A5 TYPOGRAPHY & ACCENTS

Aa **CONDENSED SANS / BOLD**
Display headings & signage

Aa **CLEAN SANS / REGULAR**
Documents & supporting text

A6 BRAND APPLICATION CONTROL

SHORT CI MARK
Restricted to small items and identifiers

MASTER ARTWORK RULE
Use approved source files at unchanged proportions

APPENDIX B / IDENTIFICATION & ACCESS

Corporate Identification & Access

APPENDIX B / IDENTIFICATION & ACCESS

B1 IDENTIFIER SYSTEM / CREDENTIALS & ACCESSORIES



LANYARD & HOLDER
Staff access / events / daily wear

ACCESS CARDS
Employee / visitor / contractor identification

PIN & NAMEPLATE
Formal meetings / executive accessories / reception



BRAND APPLICATION GUIDELINES

CHADFORD INDUSTRIES — **Primary lockup** preferred for badges, printed cards and signage

Short mark limited use: pins, zipper pulls, small accessories

Accent graphic document accents, card footer bar, divider elements

APPENDIX C / OFFICE PERSONNEL

Office Personnel Attire

APPENDIX C / OFFICE PERSONNEL

C1 CORPORATE ATTIRE / OFFICE & FRONT DESK



TAILORED BLAZER
Management / administration / client-facing



DRESS SHIRT & TIE
Formal office wear / executive presentation



OFFICE IDENTIFIER
Reception / administration / access control



BRAND APPLICATION GUIDELINES

Primary logo
preferred for office uniforms, reception staff and client-facing materials

Short mark
limited use: pins, lapel items, badge holders

Accent graphic
interior accents, document dividers, small applications

D1 FIELD / CONTRACT OPERATIONS



COVERALL
Field operations / industrial workwear



HI-VIS VEST
High-visibility safety vest (ANSI/ISO compliant)



HARD HAT
PPE / site safety (manufacturer-approved)







BRAND APPLICATION GUIDELINES

Primary logo
(preferred for uniforms, PPE and outerwear)

Short mark
(limited use: patches, tools, small items)

Accent graphic
(industrial equipment, PPE, high-visibility elements)

APPENDIX E / RESEARCH & DEVELOPMENT

Research Personnel Attire

APPENDIX E / RESEARCH & DEVELOPMENT

E1 RESEARCH ATTIRE / CONTROLLED ACCESS



LABORATORY COAT
White / R&D and laboratory use



TECHNICAL TOP
Dark neutral / breathable fabric



R&D IDENTIFIER
Department marking / controlled access



BRAND APPLICATION GUIDELINES

Primary logo
(preferred for uniforms, lab coats and identifiers)

Short mark
(limited use: small items, lanyards)

Accent graphic
(R&D, laboratory areas, high-visibility elements)



F1 OFFICE / HEADQUARTERS — EXTERIOR
Primary building signage, brand statement and flag configuration (corporate, national, state).



F1 OFFICE / HEADQUARTERS — INTERIOR (LOBBY)
Reception area, logo wall, brand statement, approved materials and accent elements.



F2 INDUSTRIAL ASSETS — APPLICATION
Tank and facility marking, asset ID, safety labels and brand graphics.



F3 INTERIOR WAYFINDING
Unified directional system for offices, laboratories and operational areas.



F4 DEPARTMENT IDENTIFICATION
Division markers (e.g., R&D, Marketing, Operations) using approved logo, typography and accent graphics.

SIGNAGE SYSTEM OVERVIEW



Primary Building Signage
(illuminated, exterior-grade)



Directional Signage
(interior, modular)



Room & Lab Identification
(standard format)

APPENDIX G / DISTRIBUTION & CONTROL

Implementation Responsibilities

G1 DEPARTMENTAL IMPLEMENTATION MATRIX

01 MARKETING DEPARTMENT

Distribute master artwork and reference samples. Review external creative and all public brand applications.

02 LEGAL AFFAIRS

Complete name formalities, filings, signage rights and contractual amendments.

03 PERSONNEL

Issue replacement badges, lanyards and ID cards. Update staff forms and identity records.

04 OPERATIONS

Phase in signage, equipment and workwear at offices, industrial and permitted contractor sites.

05 EXECUTIVE OFFICE

Resolve deviations, approve major installations and retain the signed order and appendices.

06 PROPOSED R&D FUNCTION

Prepare optional lab attire and credentials. Rollout requires separate organizational approval.

G2 DISTRIBUTION & APPROVAL ROUTE

SOURCE SET
Master artwork and annex illustrations A–F

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MARKETING
Maintains files and reviews external uses

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DEPARTMENTS
Apply standards within each function

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EXECUTIVE OFFICE
Approves exceptions and revisions

G3 CONTROLLED APPENDIX SET / MASTER REFERENCE FILES



A MASTER ARTWORK



B IDENTIFICATION



C OFFICE



D INDUSTRIAL



E R&D



F FACILITIES

SOURCE INTEGRITY No redraws, geometry changes or substitute logos.

REVISION AUTHORITY Any revision requires executive approval.