



Hallmark

Hallmark Launches New Face

September 2005

With the addition of Hallmark Integrated Tubular Solutions, Hallmark recognized the need to redefine ourselves as we are no longer just a supplier of tubular products. With that in mind, we not only created a new image for ourselves with the design of a master brand logo and new logos for each of our three divisions, but we also created a new Vision and Mission and reaffirmed our core values.

Our Vision is to provide the global advantage in the supply & integration of tubular products, services and solutions. Our Mission is that we will attain our vision by inspiring excellence in our people and evolving our business into the global model for quality, safety and value. In order to achieve our Vision, we need to rely on our core Values, which are our People, Integrity, Creativity and Progressiveness.

Appropriately, our new logo features the joining of three letters 'H', symbolizing the original core businesses (tubulars, technical and integrated). Centralized in the mark are three arrows in negative (white) space, which represent the dynamism and multi-directional nature of our services and solutions.

Our new corporate logo is presented in a palette of four colours, one for the Hallmark master brand, and one for each of the three divisions. Silver is used in the master brand mark, which symbolizes the element of steel in the oil & gas industry, as well as to create a modern, progressive feel. Orange, representing the tubulars division, is energetic, enthusiastic and creative; blue, representing the technical division, is associated with stability, authenticity and precision; while green, representing the integrated division, symbolizes endurance, growth and balance.