



## BRAND STANDARDS GUIDE

## HOW TO USE THIS GUIDE

The OSG Brand Standards Guide has been developed to promote consistency of our brand across all forms of communications produced by the company. The guide provides easy-to-apply branding rules, diagrams and examples of how to use our logo, company name, corporate colors, fonts and quality symbols. When ordering new materials such as business cards, letterhead, signs, posters, etc., or using OSG's logo and company name on collateral materials produced by different offices, OSG staff, vendors, design firms and strategic partners should adhere to these guidelines.

In addition to this Brand Standards Guide, three sets of companion materials have been developed: 1) templates for employee use that include Microsoft Word letterhead, memo and fax cover and a PowerPoint presentation; 2) templates for printing and publication vendors to use when producing business cards and letterhead; and 3) logo files. See page 11 of this Guide for additional information.

This Brand Standards Guide can be downloaded from [my.osg.com](http://my.osg.com), OSG's intranet, in the Corporate Communications section within Corporate Services.

For questions regarding OSG brand standards, the guide or templates, please contact Helen Harris, Communications Manager, at 813-209-0694 or [hharris@osg.com](mailto:hharris@osg.com).

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### COMPANY DESCRIPTION

Overseas Shipholding Group, Inc. is a market leader in global energy transportation services. The Company owns and operates a fleet of more than 100 International Flag and U.S. Flag vessels that transport crude oil, refined petroleum products and gas worldwide. OSG is committed to setting the highest standards of excellence for its quality, safety and environmental programs and is recognized as one of the world's most customer-focused marine transportation companies.

As the only pure-play shipping company on the Dow Jones Transportation Index, OSG has 10 office locations throughout North America, Europe and Asia-Pacific and employs over 3,700 seafarers and shoreside employees worldwide. OSG's predecessor company was founded in 1948 and went public in 1970. The Company is headquartered in New York City and its stock trades on the New York Stock Exchange under the ticker OSG. OSG America L.P., a separately traded public company in which OSG has a majority interest, trades on the New York Stock Exchange under the symbol OSP.

### VISION

*Vision encompasses a company's core values, philosophies, standards and goals; a common thread that all constituencies can relate to.*

Our vision is to be the most respected energy transportation company in the world. As a major international shipping company, we intend to achieve our vision by focusing on three goals: provide reliable transportation to our customers while protecting our crews, vessels and the environment; maximize returns to shareholders throughout all markets; and create a rewarding and challenging workplace for our seafarers and shoreside employees.

### MISSION

*A company's mission statement defines what kind of firm its owners or managers want it to be, what business it is in, what its broad-ranged goals are.*

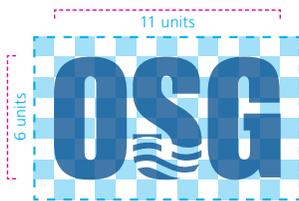
OSG is a world-class provider of energy transportation services with superior customer relationships, talented ship- and shore-based staff, high operational standards and a long history of profitability and growth. We achieve this by staying focused on doing four things right:

- We develop strong relationships with customers by listening to their needs and providing the best advice and service we can;
- We continuously improve and innovate;
- We operate with integrity; and
- We recognize that our people are the heart of our business.

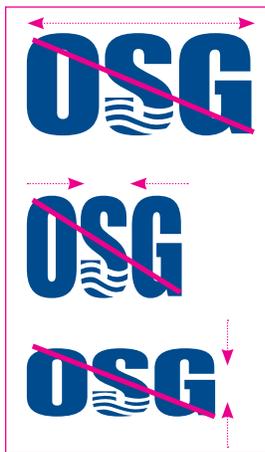
### TAGLINE

#### Moving Energy with Integrity

Integrity is at the heart of OSG's reputation and culture. It is also one of the most important reasons why our customers choose to work with us. Integrity is what our seafarers and shoreside staff have built their entire careers on—upholding the core values of seamanship and supporting every aspect of our shipping operations with respect and thoughtfulness.



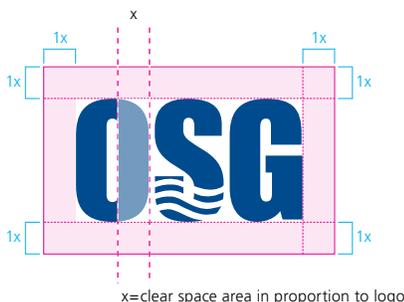
**6/11 RATIO PROPORTION**  
 Height=6 equal square units  
 Width=11 equal square units



*Do not horizontally stretch.*

*Do not horizontally condense.*

*Do not vertically condense.*



x=clear space area in proportion to logo



3/16 inches high

**BRAND SIGNATURE**

The brand signature consists of stylized capital letters “O,” “S” and “G,” with waves incorporated at the bottom of the “S.” It is the principal graphic element used to describe the company, and is otherwise known as the OSG logo. The OSG logo is available as JPEG, EPS or PNG files and can be downloaded from the Image Library section in Publications and Press on [osg.com](http://osg.com). or from the Company Intranet, [my.osg.com](http://my.osg.com).

**LOGO APPLICATION**

The OSG logo can stand alone or be used in conjunction with the OSG tagline, a company name line or the corporate name line. The primary application for the OSG logo is for use with the corporate name line.

**LOGO PROPORTIONS**

The OSG logo has specific proportions that must be adhered to (as shown on left). The OSG logo must never be skewed or condensed.

**CLEAR SPACE AREA**

Clear space surrounding the OSG logo is necessary to provide maximum clarity and visual impact. This diagram shows the minimum amount of clear space allowed around the OSG logo. Other text, images, graphics and any items not considered “background elements” are not permitted to encroach on the clear space area surrounding the logo.

**Rule Exception:** *When using the company name line on printed materials (e.g., business cards, stationery and such; as noted on page 5).*

**MINIMUM SIZE PROPORTION**

The minimum size for the OSG logo is 0.187 inches (3/16”).



*Acceptable Usage*



*Pantone 288 C/U*



*Black*



*Not Acceptable Usage*



**LOGO ON COLORED BACKGROUND**

When placing the logo on a solid background, there should be sufficient contrast to ensure legibility.

**LOGO ON PHOTOGRAPHIC BACKGROUND**

When placing the logo on a photographic background, there should be sufficient contrast to ensure legibility. The image behind the OSG logo must be neutral so as not to detract from the OSG logo.

**LOGO REPRODUCTION—ONE COLOR**

When reproducing the OSG logo in one-color printing, only the color options shown at left are acceptable.



**COMPANY NAME LINE APPLICATION**

The company name line identifies the appropriate OSG legal entity and assures the consistent presentation of the OSG logo. The company name line is an integral element within the identity system. It allows OSG to promote the OSG brand while simultaneously distinguishing each company as a distinct entity.

The OSG logo can be used with the company name line of the corporate parent, Overseas Shipholding Group, Inc. Additionally, where legal considerations so require, the logo can be used with the company name line of the appropriate ship management company. Electronic files of all company name lines with the OSG logo are available on [my.osg.com](http://my.osg.com).



**COMPANY NAME LINE PROPORTIONS AND ALIGNMENT**

The application of a company name line is an exception to the clear space requirement that applies to all other graphic elements. For company name lines, the space area between the logo and name line is equal to the open space portion of the letter “G” in the OSG logo, which is signified by the letter “y” in the diagram on the left. The height of the name line is set as measurement of the open space and serif portion of the letter “G”, which is signified by the letter “x” in the diagram on the left. The height measure of the name line is set as 1x, where x is equal to the height of the capital letter “O” in the name line. All name lines begin with the letter “O”, which must be aligned with the outside edge of the “O” in the OSG logo.

It is important to maintain the correct proportions and alignment of the OSG logo and the company name lines across all applications, as illustrated in the diagrams above. The electronic artwork should always be used for company name lines placed in conjunction with the OSG logo.



**MINIMUM SIZE**

The minimum size for the OSG logo with company name line application is 0.4375 inches (7/16”).

*Moving Energy with Integrity*

## Frutiger 56 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

### TAGLINE

The OSG tagline is a distinctive statement that supports the OSG brand. Created in 2005, it conveys the Company's corporate image and reputation and seeks to capture the attention of key stakeholders while communicating our underlying values. The tagline seeks to reinforce awareness that OSG is a best-in-class company and differentiate OSG from the competition.

### TAGLINE FONT

Frutiger 56 Italic is the designated OSG tagline font. The OSG logo with properly aligned tagline is available as electronic art (JPEG file.) Electronic files of the tagline with the OSG logo are available on [my.osg.com](http://my.osg.com).

### TAGLINE COLOR

The tagline should only be used in Pantone 288 C/U, black or white (KO).

### TAGLINE APPLIED TO LOGO

The OSG tagline can be used in proximity to the OSG logo or completely separate from the logo. When the tagline is used in proximity to the OSG logo, it must be set at 1x outside the minimum clear space area and properly aligned so that the "M" of the word "Moving" is aligned with the inside edge of the letter "O" in the OSG logo. The height of the tagline is 1x, the same height as the clear space area.

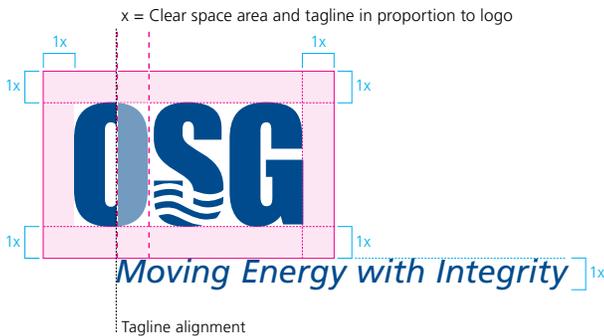
When using the tagline with the OSG logo, a company name line should not also be used.

### TAGLINE PROPORTIONS

It is important to maintain the correct proportions of the OSG tagline across all applications when used in conjunction with the OSG logo, as illustrated in the diagram to the left. The correct width of the tagline should be twice (2x) the width of the OSG logo.

### MINIMUM SIZE

The minimum size for the OSG logo with tagline application is 0.4375 inches (7/16").



For consistency in the appearance of all OSG printed materials, four fonts have been designated for use by employees and external suppliers and vendors.

## Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
&1234567890 ,“!?”  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
&1234567890 ,“!?”  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
&1234567890 ,“!?”  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Frutiger

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
&1234567890 ,“!?”  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

### **MATERIALS CREATED AND PRODUCED INTERNALLY**

Arial or Helvetica are the designated corporate fonts for use in all Microsoft Word documents, Excel spreadsheets and PowerPoint presentations.

### **WEB SITES**

Verdana and Frutiger are the designated corporate fonts for use in online formats such as my.osg.com, OSG’s intranet and the company’s external Web sites www.osg.com and www.osgamerica.com

### **MATERIALS DEVELOPED BY EXTERNAL SUPPLIERS AND PRODUCED COMMERCIALY**

Frutiger 55 Roman is designated as the primary font to be used in all professionally designed and printed stationery supplies such as letterhead, envelopes, business cards, etc.

Helvetica Neue 55 Roman is designated as the secondary/ alternative font to be used in all professionally designed and printed communications materials such as brochures, newsletters, posters, etc.

## BRAND COLORS

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Pantone 288 C



*Process*

C:100 M:67 Y:0 K:23



*Interactive*

R:32 G:76 B:138/#204c8a

### BRAND COLOR— COMMUNICATIONS MATERIALS

A brand color has been established to represent the character of the OSG brand in all commercially designed and printed materials.

*Pantone colors are for high-end offset printing.*

*CMYK color breakdown is for 4-color process printing.*

*RGB color breakdown is for interactive design.*



Pantone 288 U



*Process*

C:100 M:64 Y:0 K:60



*Interactive*

R:32 G:76 B:138/#204c8a

### BRAND COLORS—BUSINESS MATERIALS

Pantone 288 U and black have been selected for all OSG division and corporate stationery.



Pantone 432 U



*Process*

C:12 M:0 Y:0 K:60



*Interactive*

R:60 G:68 B:75/#3c444b

Pantone 288 U and Pantone 432 U have been selected for the OSG executive business cards. Pantone 432 U will be substituted for all black copy.

**GUIDELINES FOR USAGE**

ISO 9001 and ISO 14001 are families of quality and environmental standards developed by the International Organization for Standardization (ISO). OSG’s management system is independently audited and verified in order to determine its conformity to ISO 9001 and ISO 14001 standards. ABS, one such independent organization, issues written assurance of certification and registration. OSG, in connection with achieving these standards, is allowed to publicize, communicate and promote the certification, provided certain guidelines and logo usage are met. Actual certifications associated with OSG as a provider of technical or crewing services are available in the Policies and Certifications section of SQE on [www.osg.com](http://www.osg.com).

Certification symbols associated with specific offices may be used on letterhead. The ABS logo and related ISO standard and certificate number should be flush right at the bottom. Flush left at the bottom should indicate “A wholly owned subsidiary of Overseas Shipholding Group, Inc.” with the exception of OSG Ship Management Manila, Inc. and OSG-NNA Ship Management Services, Inc., which are not wholly owned subsidiaries of Overseas Shipholding Group, Inc.

OSG locations that are not certified should not use a quality logo on company letterhead. New York, as corporate headquarters, for example, does not provide technical or crewing services, and therefore isn’t independently certified.

Microsoft Office Word letterhead templates available to employees have the appropriate quality logos.

<p><b>OSG SHIP MANAGEMENT, INC.</b> (Tampa)</p>  <p>ISO 9001 Cert No. 32691</p>  <p>ISO 14001 Cert No. 37854</p>	<p><b>OSG SHIP MANAGEMENT (GR) LTD.</b> (Athens)</p>  <p>ISO 9001 Cert No. 32505</p>  <p>ISO 14001 Cert No. 38588</p>	<p><b>OSG SHIP MANAGEMENT (UK) LTD.</b> (Newcastle)</p>  <p>ISO 9001 Cert No. 32872</p>  <p>ISO 14001 Cert No. 39830</p>	<p><b>OSG LIGHTERING LLC</b> (Houston)</p>  <p>ISO 9001 Cert No. 39199</p>	<p><b>OSG SHIP MANAGEMENT, MANILA INC.</b> (Manila)</p>  <p>ISO 9001 Cert No. 41262</p>
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### OSG STANDARDS FOR EMAIL SIGNATURE

The sample below is the standard, suggested information that should appear in all OSG employee email signatures. Employees are encouraged to set their Lotus Notes "preferences" to display the OSG logo in their email.

To add the OSG logo to your email masthead, while in a new message, click the "More" dropdown menu, select "Preferences," select the tab named Letterhead, select "OSG" from the list of choices, click OK.

To modify an email signature, while in Lotus Notes Mail, select "Tools" then "Preferences" and select the tab "Signature" to modify the email signature line.

Name

Title

Full Company Name

Street Address

City, State, Zip Code

office telephone number

mobile telephone number (optional)

email address

www.osg.com

This Brand Standards Guide has three sets of companion materials for use by employees and printing and publication vendors.

### **ELECTRONIC FORMS**

(for employees to use)

To open a template, launch Microsoft Word or PowerPoint, select File New. In the navigation bar to the right under Templates, select On My Computer. Letterhead, fax covers and memo documents have been created for each office site and are organized by region (Asia Pacific, North America and Europe). A new corporate powerpoint template has also been created.

Letterhead—(Word)

Internal memo—(Word)

Fax cover sheet—(Word)

Presentation—(PowerPoint)

### **BUSINESS MATERIALS TEMPLATES**

(for printing and production vendors to use)

Templates have been developed that provide exact specifications for business cards and letterhead. When offices order new business cards or stationery, these, in addition to the Brand Standards Guide, should be provided to local printing vendors.

Business card

Letterhead—General (and Customized for some locations)

Letterhead—Executive

Envelope—General

### **LOGOS**

OSG logos, including logos with company name lines and the corporate tagline are available on my.osg.com in the Corporate Communications Corporate Logos section.

OSG logo solo

OSG logo with company name line

OSG logo with tagline