



Brand Kit

Working brand system built from LOK Energy Services' public website and visible identity

Prepared for marketing, pitch decks, proposals, LinkedIn, and video packaging

Important: this is an inferred brand kit, not an official trademark standards manual. Confirm final colors, logo files, and approved fonts with LOK leadership before external rollout.

LOK Brand Snapshot

Observed brand posture: industrial, disciplined, safety-forward, response-ready, and execution focused. The current site repeatedly emphasizes tailored industrial solutions, high-quality mechanical and field services, trusted OEM relationships, over 20 years of experience, and a strong safety culture. That makes the brand feel operational rather than flashy.

Brand promise

Skilled industrial field service delivered with speed, safety, and accountability.

Primary sectors

Oil & gas, petrochemical, manufacturing, power generation, pulp & paper, mining, and agriculture.

Ideal buyer impression

“These people know the plant environment, mobilize fast, and can be trusted in high-stakes maintenance and turnaround work.”

Core differentiators

One-call execution, certified crews, turnaround readiness, rotating equipment expertise, and a safety-led culture.

Messaging Pillars



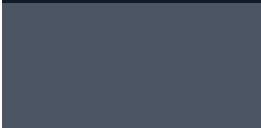
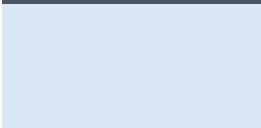
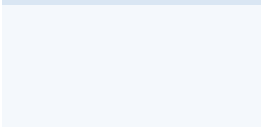
- Operational confidence - crews, tools, and technical know-how that reduce downtime and restore readiness.
- Safety discipline - zero-incident mindset, compliance, and field accountability.
- Speed and responsiveness - 24/7 support and rapid mobilization when outages or failures hit.
- Tailored execution - site-specific planning rather than generic one-size-fits-all selling.

Tone of Voice

- Direct and credible, not hype-driven.
- Confident, but grounded in service and outcomes.
- Industrial and pragmatic - use words like execution, readiness, uptime, downtime, reliability, mobilization, turnaround, and support.
- Human and accountable - speak like seasoned operators, not corporate jargon machines.

Color System

The visible identity is dominated by a saturated industrial blue on a dark or neutral field. The palette below is a practical working system built from the logo and website styling. Use it consistently across decks, one-pagers, proposals, lower thirds, and social graphics.

Swatch	HEX	Recommended use
	#0057B8	Anchor color for logo-led headlines, key calls to action, section tabs, and charts.
	#0D1B2A	Main text for headings, dark backgrounds, footer bands, and executive layouts.
	#4B5563	Secondary copy, captions, metadata, and long-form layouts.
	#D9E6F3	Soft panels, table headers, callout fills, and chart background bands.
	#F4F8FC	Page backgrounds, cards, and whitespace support for a premium clean feel.
	#FFFFFF	Reverse logo field, negative space, and contrast support.

Color Usage Rules

- Lead with blue and white. Keep the system clean and confident, not overly colorful.
- Use deep navy for executive contrast; reserve pure black for body copy only when needed.
- Avoid warm promotional colors that fight the industrial blue unless a campaign requires a temporary accent.
- For charts: blue first, navy second, slate third, pale tints for support. Keep the story simple.

Typography System

LOK's logo uses a wide, angular, industrial wordmark. For everyday materials, the type system should echo that geometry without becoming hard to read. The recommendations below balance industrial character with office practicality.

Recommended stack	Usage guidance
Display / headlines	Bahnschrift SemiBold, Eurostile-style, or a similar squared sans. Use all caps sparingly for section openers and impact slides.
Body / proposals	Aptos, Calibri, or Arial for readability in long documents, proposals, and reports.
Digital / web social	Inter, Rajdhani, or Exo 2 if the team wants a more modern industrial tech feel online.
Number treatment	Use bold numerals for outage stats, response times, years of experience, and manpower counts.

Type Rules

- Keep headline lines short and heavy. The brand reads strongest when the message feels decisive.
- Do not use script, novelty, or playful fonts.
- Favor clean left alignment. Centering works only on title pages and simple cover slides.
- Use uppercase for labels and kicker lines, but keep longer copy in sentence case for readability.

Logo Handling

- Use the full logo on white, deep navy, or photography with a clean dark overlay.
- Maintain generous clear space equal to the height of the word "ENERGY" around the mark.
- Do not stretch, outline, skew, recolor, or add effects to the logo.
- For small placements, use the full mark only when it remains legible. Otherwise use a simplified approved variant once leadership confirms one.

Imagery and Layout Direction

The current site and service mix suggest a visual language built around crews, rotating equipment, field trucks, pipelines, large industrial infrastructure, and controlled work environments. The image system should sell competence, scale, and readiness.

Image Direction

- Field reality over stock fluff - crews in PPE, work fronts, equipment close-ups, plants, outage scenes, transport, and tool readiness.
- High-contrast industrial photography with restrained grading. Blue overlays can unify mixed source imagery.
- Use photography that shows action, precision, and safe execution - not generic handshakes.
- Prefer horizontal images with clean negative space for headlines in decks and website banners.

Graphic Treatments

- Use bold section bands, clean rule lines, and card-based layouts instead of decorative textures.
- A subtle diagonal or radial line motif can echo the fan-like arc in the logo if used sparingly.
- Icons should be simple, industrial, and geometric. Keep line weights consistent.

Presentation Layout System

- Covers: strong hero image or white field with blue logo and one decisive headline.
- Inside slides: headline at top left, supporting proof beneath, image or diagram on the right when possible.
- Use callout boxes for safety, readiness, scope, and response time messages.
- Limit each slide to one core idea. LOK should sound disciplined in design, not crowded.

Messaging Architecture

The brand should communicate like a trusted field operator speaking to plant leadership, OEM partners, and maintenance decision-makers. The key is confidence without noise.

Messaging lane	What to say
Core promise	Trusted industrial field service built for uptime, safety, and execution under pressure.
Proof themes	20+ years of experience, certified crews, turnaround support, rotating equipment know-how, 24/7 response, OEM trust.
Buyer pain points	Downtime exposure, safety risk, coordination burden, inconsistent labor quality, and outage pressure.
Desired emotional outcome	Confidence that the right people will show up, work safely, and get the job done right.

Voice Examples

Stronger: Certified industrial field support that moves fast, works safely, and protects uptime.

Weaker: Best-in-class innovative solutions for all your business needs.

Stronger: When outages hit, LOK mobilizes experienced crews with the tools and discipline to restore readiness.

Weaker: We are passionate about customer success and operational excellence.

Tagline Territory

- Industrial execution you can trust.
- Ready when the plant cannot wait.
- Built for uptime. Proven in the field.
- Safe crews. Fast response. Reliable results.

Applied Brand System

Use the system consistently across every client-facing surface so LOK feels bigger, tighter, and more premium without losing its field credibility.

Asset	Recommended treatment	Priority note
Presentation decks	White or deep navy base, blue section bars, field imagery, bold KPI callouts.	Highest impact - use this system first for sales and awarded-contract presentations.
Executive summaries	Navy headings, blue rules, clean data panels, limited photography.	Keep tone concise and operator-focused.
LinkedIn graphics	Hero photo + blue overlay + one declarative line.	Promote safety, capability, project readiness, and sectors served.
Proposal covers	Full logo, sector-specific image, one strong scope line.	Avoid clutter and stock clichés.
Video lower thirds	Blue name bars, white text, navy backing, simple animations.	Consistency matters more than flashy motion.
Website refresh	Tighten spacing, unify image grading, add proof blocks and service icons.	Would materially strengthen perceived scale and maturity.

Immediate Next Steps

- Confirm approved logo files: full color, white reverse, dark reverse, and small-use variant.
- Approve final primary and secondary colors with exact digital and print values.
- Choose one official headline font and one official body font for all external materials.
- Build deck, one-pager, and LinkedIn templates so the system becomes operational fast.

Source Note and Approval Checklist

This working brand kit was derived from publicly visible LOK brand elements, website messaging, service positioning, and logo appearance. It is designed to accelerate marketing execution, but it should still be validated internally before broad release.

Approval Checklist

- Logo file package verified
- Exact color values approved
- Official font stack approved
- Voice and tagline territory approved
- Photo selection standards approved
- Deck and proposal templates built

Recommended final deliverables after approval

- A master PowerPoint template with cover, section divider, capability slide, timeline slide, KPI slide, and closing slide.
- A one-page capability sheet in PDF and Word format.
- A LinkedIn post template and a project spotlight graphic set.
- A short video branding pack: intro card, lower third, end card, and thumbnail style.

Prepared as a strategic working document for LOK Energy Services brand development.