

The Devon signature is available in two-color and one-color versions; both are available in positive and reverse.



Two-color positive (preferred)



Two-color reverse



One-color positive



One-color reverse

Clear Space

Clear space is the area surrounding the signature that must always be free of any text or graphic elements. It ensures that the signature stands distinctively in any environment.

The clear space in the Devon Energy signature is measured by the height of the letter “o” in the Wordmark, and is shown to the right as x.

The minimum clear space must always be 1x on all sides of the signature. Whenever possible, the amount of clear space should be greater than 1x.

Minimum Size

A minimum size has been established for the Devon Energy signature. This is the smallest size at which the signature may be reproduced on any application.

The signature should never appear smaller than 1" wide.

When reproducing the Devon Energy signature, remember that legibility should always be the top priority.



Signature clear space



Signature minimum size

Unacceptable Usage

For Devon to be properly presented, care must be taken to ensure correct and consistent signature use in every application. Altering or redrawing the signature in any way weakens the power of the brand and what it represents. Some common misuses are shown here.

1. Do not scale individual elements of the signature.
2. Do not distort, rotate, or resize the signature.
3. Do not alter the space between the Strata Bars and the Wordmark.
4. Do not alter the color of the Strata Bars or Wordmark.
5. Do not change the position of the Strata Bars.
6. Do not use the Wordmark by itself.
7. Do not portray the Wordmark in different typefaces.
8. Do not place the signature over busy images.

