

Visual Identity Logo Design Project for

# KPI

**FOR DRILLING SERVICES**

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The visual identity of API for Drilling Services **(KPI-DS)** has been carefully designed to reflect the company's expertise, reliability, and leadership in the oil and gas industry. It represents the technical precision, safety commitment, and global presence that distinguish KPI-DS as a trusted partner in rig inspection and specialized services. This identity is not only a logo or a color palette, but rather a complete system that communicates the company's values and professionalism across all platforms.



This brand guidelines document has been created to ensure consistent and correct use of the **KPI-DS** visual identity in all applications. It provides clear instructions on logo usage, typography, colors, and design elements, helping maintain a unified image that strengthens brand recognition. By following these standards, every piece of communication will reflect the strength, integrity, and innovation that define **KPI-DS**.



The first concept was developed after a thorough study of the company's operations, as well as the machinery and equipment used in the oil and gas industry. Our design team began by sketching the initial idea by hand, inspired by the iconic flame emerging from a petroleum refinery. From this distinctive form, the letters of the company's name "**KPI**" were carefully constructed, achieving a visual and geometric harmony between the flame symbol and the brand's identity.





In the second step, the flame was illustrated to embody its external form, while integrating the three letters of the brand name - **K, P, and I** - within its details. These letters were designed in a harmonized geometric composition, seamlessly merging with the flame to represent the company's identity and clearly express the essence of the logo.

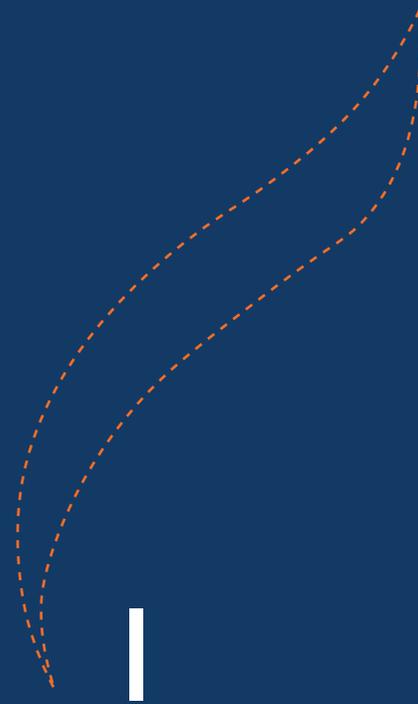




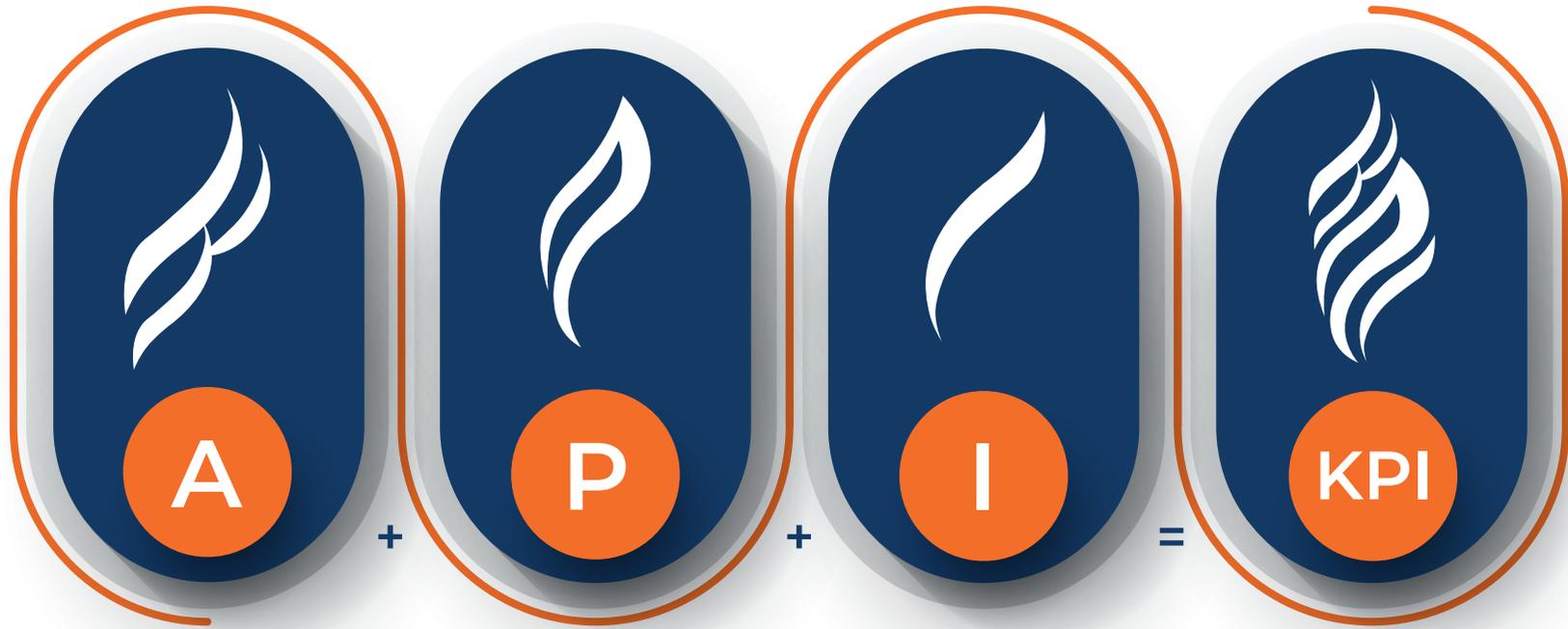
K



P



I



A carefully curated color palette has been developed to reflect the company's identity and the dynamic nature of its operations. The primary colors—a deep blue (#C3661) and a vibrant orange (#EC671B)—convey professionalism, strength, and energy. To enrich the brand, a fresh secondary palette has been introduced, featuring an industrial Steel Blue (4#A708B) and a warm, earthy Amber Sand (#D4A017). Together, these hues form a cohesive and versatile visual language that reinforces the brand's presence across all platforms.



#ec671b

C M Y K : 0% - 70% - 94% - 0%

R G B : 236 - 103 - 27

H : 21°

S : 88%

B : 92%

#1c3661

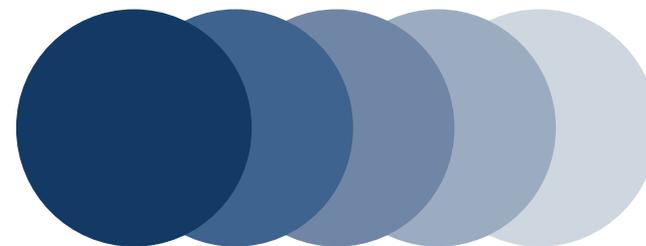
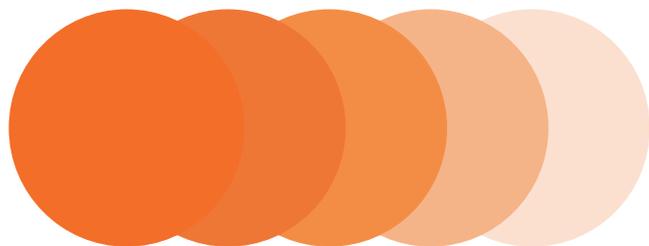
C M Y K : 100% - 83% - 35% - 21%

R G B : 28 - 54 - 97

H : 216°

S : 70%

B : 38%



PRIMARY COLORS



#4B718B

C M Y K : 74% - 46% - 30% - 13%

R G B : 75 - 113 - 139

H : 203°

S : 45%

B : 54%

#4B6337

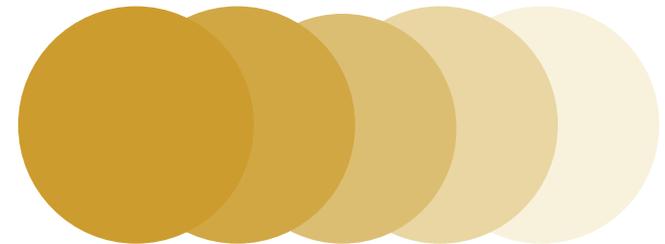
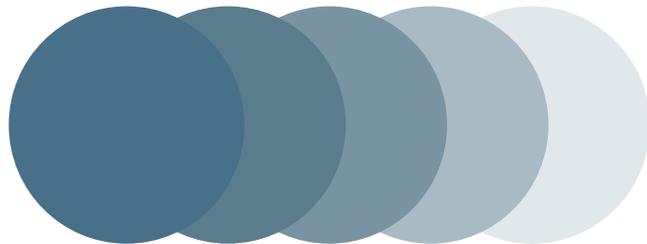
C M Y K : 70% - 40% - 85% - 33%

R G B : 75 - 99 - 55

H : 91°

S : 44%

B : 38%



SECONDARY COLORS



Bold, sharply defined typography was chosen to convey durability and strength, reflecting the robust nature of the company's operations. The **Eurostile Extended Black** typeface is used for the company name and main activity, delivering a strong and confident presence. Complementing this, all supporting text and informational content are set in the **Montserrat** font family, ensuring clarity, readability, and a modern visual balance across all brand materials.



**KPI**  
FOR DRILLING SERVICES

Visual Identity Logo  
Design Project for API

**Eurostile Extended Black**

**A B C D E F G H**

**a b c d e f g h**

**1 2 3 4 5 6**

**& ^ % \$ # @ !**

**Montserrat**

**A B C D E F G H**

**a b c d e f g h**

**1 2 3 4 5 6**

**& ^ % \$ # @ !**



**KPI FOR DRILLING SERVICES**



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KPI FOR DRILLING SERVICES

PRIMARY COLORS



**KPI FOR DRILLING SERVICES**



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**KPI FOR DRILLING SERVICES**

**SECONDARY COLORS**

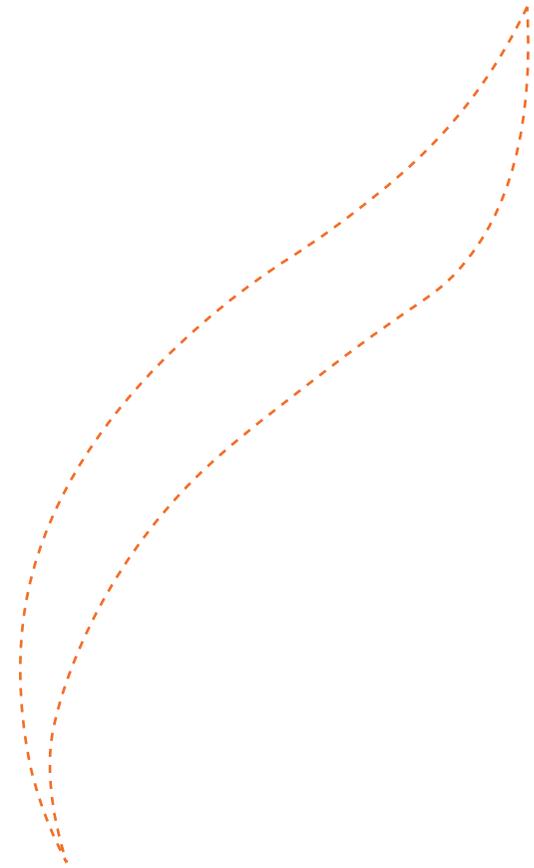
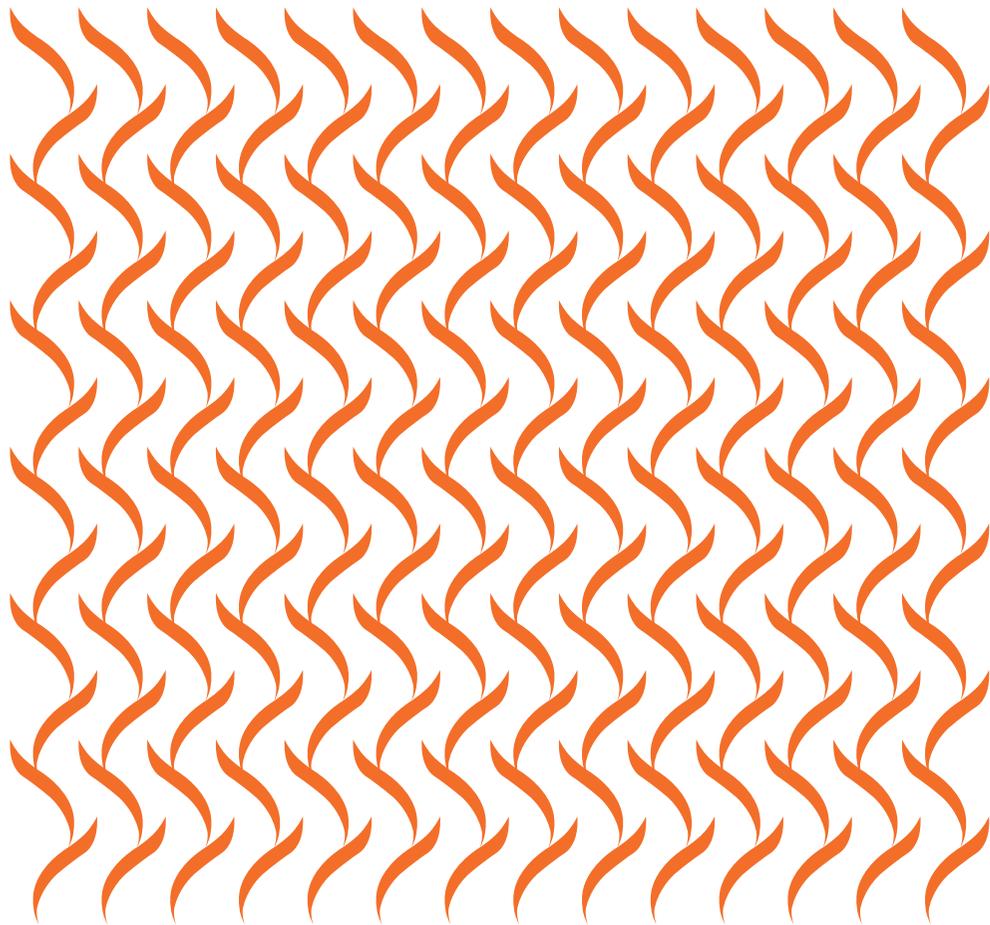


**KPI FOR DRILLING SERVICES**



**KPI**  
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**LOGO SUGGESTIONS**



**PATTERN**

The image shows a dark, monochromatic scene of an industrial facility, likely an oil or gas rig, silhouetted against a bright blue sky. Several workers wearing hard hats are visible on different levels of the structure. One worker in the foreground is leaning over a railing, possibly operating a piece of equipment. The overall mood is industrial and professional.

# MOCKUPS





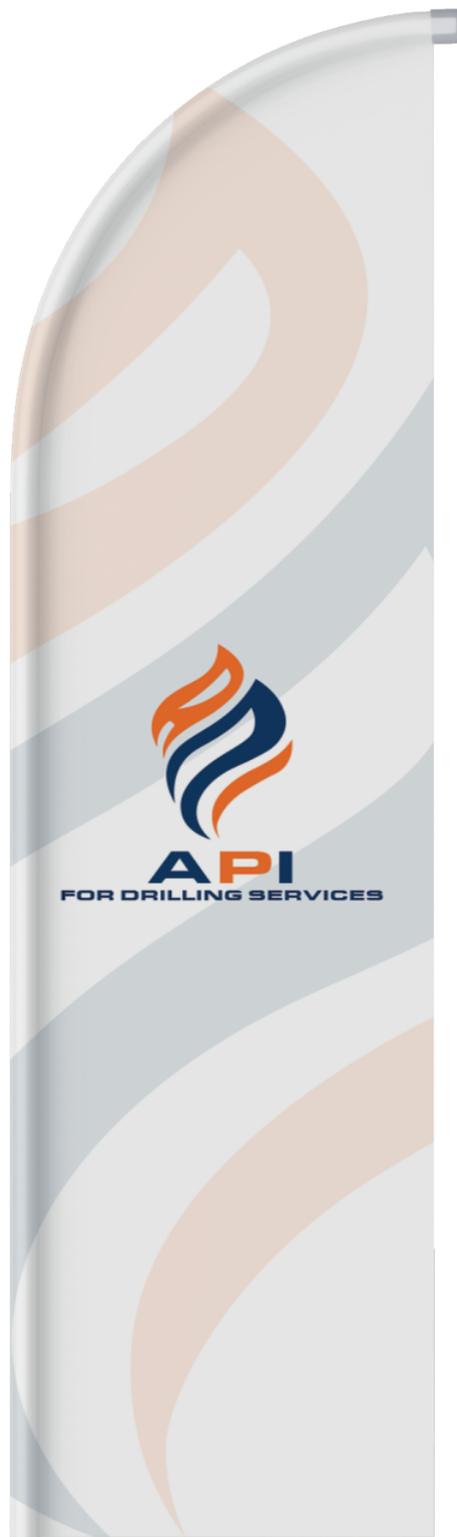
Front

Back













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# Certificate

OF ACHIEVEMENT

THIS CERTIFICATE IS PROUDLY PRESENTED TO

Mehamed Ahmed

This certificate is proudly presented in acknowledgment of his distinguished performance, exemplary professionalism, and his vital role in ensuring operational excellence and safety across our drilling operations.



SIGNATURE

10/10/2025

DATE





**API FOR DRILLING SERVICES**

Visual Designer & Illustrator | Image Taster | Creativity,  
Personal Development and Entrepreneurship

Colombia • [Contact Information](#)

14.256 Followers • More 600 Contacts

[+ Follow](#) [Send Message](#) [More](#)

Current Job 

Academic Title



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Thank  
you

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