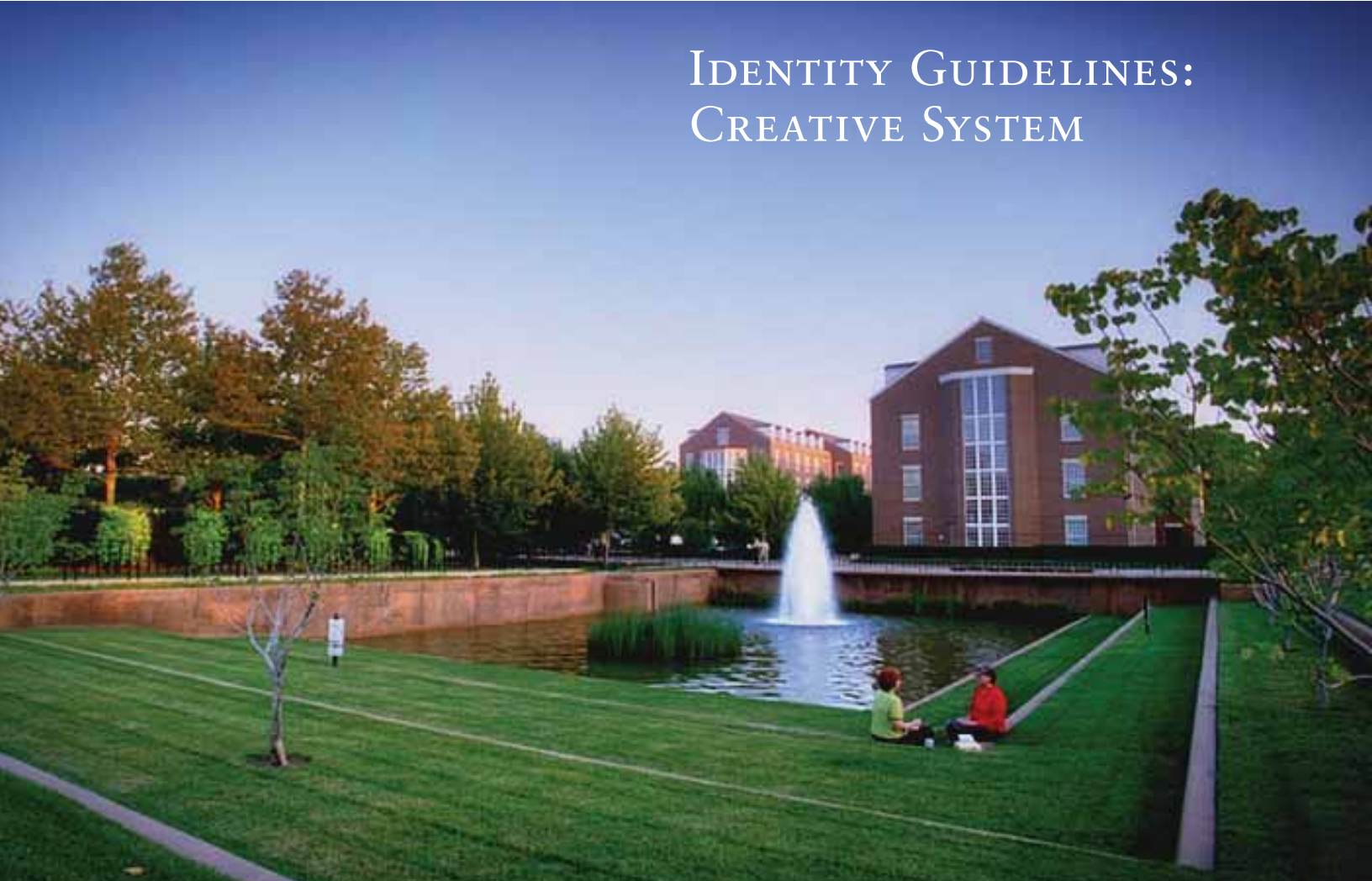




IDENTITY GUIDELINES: CREATIVE SYSTEM



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INTRODUCING OUR LOGO



Signature

The new logo features a subtle change in typeface for “Chesapeake,” although the type still has serifs and remains an upper- and lower-case presentation. The new typeface is more refined and maintains legibility at smaller sizes.

Flame

The new flame is more graphically attractive and from a distance reads better as a flame. It has a dynamic quality that suggests the energetic spirit of Chesapeake. It also better distinguishes our company from natural gas utilities, which typically use a traditional gas flame.

The Earth

The logo now features a bright green stroke that suggests the earth, complements the other logo elements and helps position our company as a friend of the environment – an attribute of which we are very proud.

Adding ‘Energy’

To clearly identify Chesapeake for most corporate purposes, such as on our letterhead, business cards, hardhats and trucks, we now articulate the word “Energy.”

Marketing Graphic: Our Campaign Theme

We use the “Chesapeake Energy” logo for virtually all uses except in media and advertising where we will use a “marketing graphic.” This graphic features the themeline, “America’s Champion of Natural Gas.”

Marketing Graphic



CREATIVE SYSTEM INTRODUCTION

The public's perception of Chesapeake Energy is based on its experiences with our people, performance and products. The Chesapeake Energy creative system is designed to create a strong visual identity that promotes instant recognition and strong associations that build upon the company's solid reputation and positive image.

Objective

This guideline will help us achieve these three objectives:

1. Build maximum awareness for Chesapeake Energy
2. Create a consistent corporate identity
3. Provide easy implementation and minimize costs through design standardization

The success of this design system relies on the understanding, cooperation and active support of everyone in our organization. Strict adherence to these guidelines is essential to obtain the many benefits of visual consistency.

LOGO



Our logo symbolizes what we stand for and represents our reliability, trustworthiness and excellence to our stakeholders.

- The logo is the main element of Chesapeake Energy's identity. It should never be changed or altered. The components of the logo should never be separated.
- The logo should be used as depicted in the guidelines. It should never be decorated, altered, distorted or re-created in any way.
- Refer to the logo colors and logo usage section to learn more about how to properly reproduce our logo.
- The logo must be reproduced from an original electronic file.

LOGO: CLEAR SPACE & MINIMUM SIZE



Clear Space

For visibility, impact and overall integrity, it is important to retain a designated clear space around the Chesapeake Energy logo. The minimum clear area around the logo is shown below. This area is designated as being equal to the height of an "e" in the logo. Clear space should never be intersected or intruded upon by any other graphic object or edge. Maintain this clear space in all uses to give the logo the proper "breathing room."

Minimum Size

The Chesapeake Energy logo should never be used smaller than .625" high.

Clear Space



Minimum Size



In order to build a consistent identity, it is important to reproduce the Chesapeake Energy logo in its full-color design whenever possible. In situations where the colors in our logo cannot be reproduced accurately or when the surface or background on which it is applied does not provide sufficient contrast, alternate versions, outlined in the guide, may be used.

LOGO: 3-COLOR AND GRAYSCALE



3-Color Logo

A 3-color version of the Chesapeake Energy logo should be used in situations when 4-color process printing is not an option.



BLACK



PANTONE® 286



PANTONE® 376



Grayscale

A grayscale version of the Chesapeake Energy logo should be used when multi-color printing is not an option.



Never reproduce the Chesapeake Energy 3-color logo in any other colors than those specified.



Never reproduce the Chesapeake Energy grayscale logo in any other gray values than those specified.

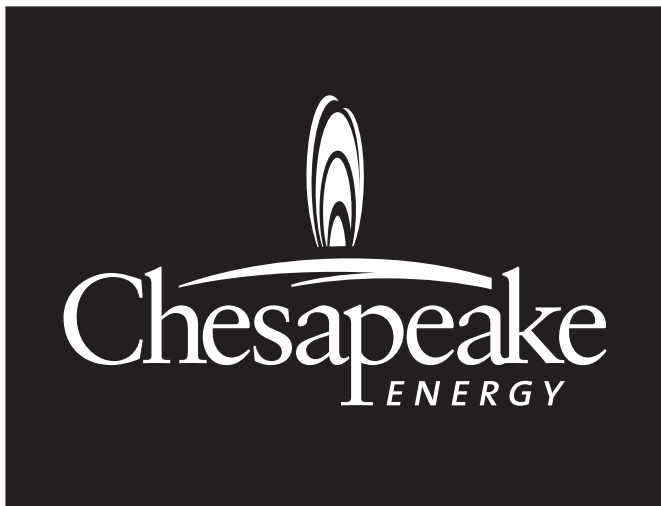
LOGO: SOLID



Black Logo

A black version of the Chesapeake Energy logo should be used in the following situations:

- When multi-colored printing is not an option
- When the logo is printed on a colored background without sufficient contrast
- When the background color distracts from the colors of the logo



White Reverse Logo

The white reverse version of the Chesapeake Energy logo should be used only when the logo must reverse out of a dark background. This logo option should only be used when it is not possible to use the full-color or solid-black logo.



Never reproduce the Chesapeake Energy logo in any other colors than those specified.



SIGNATURE:
CLEAR SPACE & MINIMUM SIZE



Usage

The Chesapeake Energy signature should be used in extreme horizontal applications only and should be approved for use by a marketing officer.

Clear Space

For visibility, impact and overall integrity, it is important to retain a designated clear space around the signature. The minimum clear area is shown to the left. This area is designated as being equal to the height of an "e" in the signature. Clear space should never be intersected or intruded upon by any other graphic object or edge. Maintain this clear space in all uses to give the logo the proper "breathing room."

Minimum Size

The signature should never be used smaller than .25" high.

Clear Space



Minimum Size



In order to build a consistent identity, it is important to reproduce the signature in its full-color design whenever possible. In situations where the colors cannot be reproduced accurately or when the surface or background on which it is applied does not provide sufficient contrast, alternate versions, outlined in the guide, may be used.

MARKETING GRAPHIC: CLEAR SPACE & MINIMUM SIZE



AMERICA'S CHAMPION OF NATURAL GAS™

Clear Space



Minimum Size



Usage

The Chesapeake Energy marketing graphic will be used in paid media (advertising) to support Chesapeake Energy's brand positioning.

NOTE: Electronic versions of the marketing graphic are available in the same color configurations in which the logo appears.

Clear Space

For visibility, impact and overall integrity, it is important to retain a designated clear space around this configuration. The minimum clear area around the logo is shown below. This area is designated as being equal to the height of an "e" in the logo. Clear space should never be intersected or intruded upon by any other graphic object or edge. Maintain this clear space in all uses to give the marketing graphic the proper "breathing room."

Minimum Size

This configuration should never be used smaller than .87" high.

In order to build a consistent identity, it is important to reproduce the Chesapeake Energy marketing graphic in its full-color design whenever possible. In situations where the colors in our logo cannot be reproduced accurately or when the surface or background on which it is applied does not provide sufficient contrast, alternate versions, outlined in the guide, may be used.

BACKGROUND CONTROL



White background (preferred)



Light background



Reversed on dark background



Reversed on image

The Chesapeake Energy logo and marketing graphic are designed to be used against a white or light background.

When the Chesapeake Energy logo and marketing graphic are placed on a black or dark background, use the white reversed logo.

When the logo or marketing graphic is placed on a photographic image, the background should always provide sufficient contrast to the logo. Textured backgrounds should be subdued and never compete visually with the logo.



Never place the Chesapeake Energy logo or marketing graphic on backgrounds that do not provide sufficient contrast.



INCORRECT USE



Change the colors of the logo



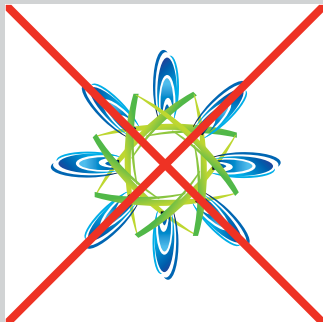
Outline the logo



Change the proportions of the elements



Place the logo on a distracting background



Create patterns from the logo or its elements



Skew or place the logo at an angle

Incorrect usage of the logo and marketing graphic can jeopardize our trademark rights and create confusion in the marketplace. The examples to the left and the list below outline how the logo should **NOT** be used.

- Do not change the appearance or shape of any elements in the logo.
- Do not combine the logo with any other graphic elements.
- Do not use any element of the logo as a substitute for the corporate identity or company brand name, such as in headlines, titles or text.
- Do not split any element of the logo.
- Do not use the logo as a design device or element, such as in a repetitive or three-dimensional manner.
- Do not use colors other than those specified by this guideline.

TYPOGRAPHY: PRIMARY

Adobe Sabon: Roman and Italic

Chesapeake
Energy

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789 (lining numbers)
*abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789 (lining numbers)*

Chesapeake Energy's primary typeface is the Adobe Sabon family. It should be used for primary information such as headlines, introductory copy and callouts as well as all corporate communication materials (i.e. business papers). This document is a good example of its correct use.

It should only be used for materials that are professionally produced. Do not use it on electronic communications where font file incompatibility may cause loss of information.

Adobe Sabon: Bold and Bold Italic

Chesapeake
Energy

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789 (lining numbers)
*abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789 (lining numbers)*

Times Roman is a suitable replacement to use in electronic communications such as electronic memos, PowerPoint and web applications.

NOTE: The numbers associated with Adobe Sabon Small Caps are considered non-lining numbers. Non-lining numbers, like lowercase letters, contain characters that descend below the baseline. If an application calls for lining numbers, simply change the numbers to Sabon Roman.

Adobe Sabon: Small Caps

CHESAPEAKE
ENERGY

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789 (NON-LINING NUMBERS)

The typefaces that comprise the typographic palette were selected to complement the new Chesapeake Energy logo.

Using the correct typefaces is not enough to sustain our corporate identity. Today, people are bombarded with visually sophisticated subject matter. Attention spans are short and expectations are high. The typography used to represent the company must be concise and compelling. Messages must be easily understood. This can be achieved by using such visual cues as weight, size and color changes to callout information.

NOTE: In most cases, the typefaces that appear in paid advertising will not follow these typographic guidelines.

TYPOGRAPHY: SECONDARY

The Sans Semi-light: Roman, Italic, Caps

Chesapeake
Energy

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
0123456789 // CAPS 0123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
0123456789 // CAPS 0123456789

Chesapeake Energy's secondary typeface is The Sans family. It should be used for secondary information such as subheads, captions and sidebar content. This document is a good example of its correct use.

It should only be used for materials that are professionally produced. Do not use it on electronic communications where font file incompatibility may cause loss of information.

The Sans: Roman, Italic, Caps

Chesapeake
Energy

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
0123456789 // CAPS 0123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
0123456789 // CAPS 0123456789

Arial is a suitable replacement to use in electronic communications such as electronic memos, PowerPoint and web applications.

NOTE: *The Sans family contains both lining and non-lining numbers. Lining numbers are associated with caps weight only. Non-lining numbers are associated with the other weights.*

The Sans Bold: Roman, Italic, Caps

Chesapeake
Energy

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
0123456789 // CAPS 0123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
0123456789 // CAPS 0123456789