

**BAKKEN  
NOW**

---

**WILLISTON BASIN PETROLEUM CONFERENCE**

**BRANDING  
GUIDELINES**

**14-16 MAY 2024 | BISMARCK, ND**

---

**[WWW.WBPCND.COM](http://WWW.WBPCND.COM)**

# BAKKEN NOW



## THANK YOU!

We appreciate your support of the Williston Basin Petroleum Conference and we want to ensure you are recognized appropriately. Please review the branding guidelines in this document carefully to ensure we are displaying your logo and brand with the clarity and consistency your company deserves.

# CONTENTS

- 3 | ACCEPTABLE LOGO FORMATS
- 4 | LOGO VISIBILITY, USE, & DIMENSIONS
- 5 | PROGRAM ADVERTISING SPECIFICATIONS
- 6 | VIDEO SPECIFICATIONS
- 5 | ADD-ON ADVERTISING SPECIFICATIONS



## LOGO VISIBILITY, USE, AND DIMENSIONS

**Screensaver:** A digital screensaver created by the WBPC combining all sponsor logos and level of sponsorships. This screensaver will be played on monitors in the Event Center hallways, as well as on the presentation screens in both the main Hall and Breakout Sessions before and after sessions and during breaks and socials (unless otherwise sponsored).

**Sponsor Banners:** Physical, printed banner on display in various locations during the entire conference.

**Website:** Logo on the rolling banner on the WBPC primary website pages and on the WBPC Sponsor page (available here: <https://bit.ly/41pLqGj>).

**Conference Program:** Both digital and printed form, the conference program will highlight our sponsors with their logos and level of sponsorship.

## LOGO ASPECT RATIOS

	Bakken Now	Bakken Gold	Diamond	Platinum	Silver	Media Partner
Screensaver	16:9	4:3	3:2	3:2	3:2	3:2
Sponsor Banners	16:9	4:3	3:2	3:2	3:2	3:2
Website	16:7	16:7	16:7	16:7	16:7	16:7
Conference Program	16:9	4:3	3:2	3:2	3:2	3:2

**PLEASE NOTE:** The aspect ratio is not an exact measurement but rather the relationship between its width and height that determines the ratio and shape. Actual sizes may vary depending on the medium, but the guides can help you determine if your logo might require modifications to better fit the ratio.

## LOGO FILES

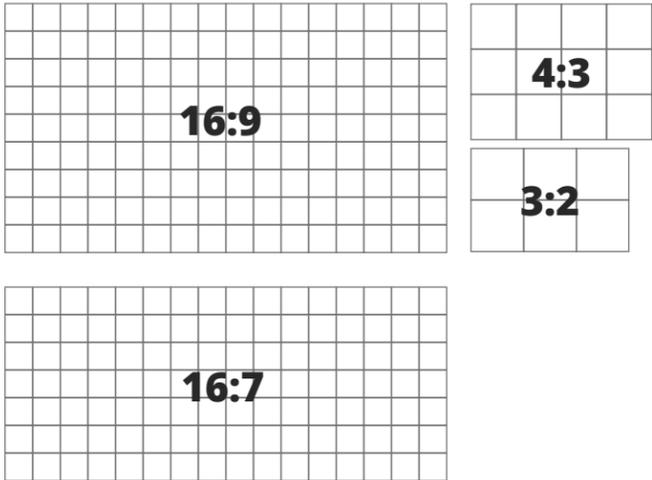
To ensure your logo and/or brand is both crisp and clear on all marketing materials, we request that you submit either VECTOR ART or HIGH-RESOLUTION (300 dots per inch [dpi] or greater) to [tsandstrom@ndoil.org](mailto:tsandstrom@ndoil.org).

Acceptable file formats for logos include:

- Vector formats:
  - Encapsulated PostScript (.eps)
  - PostScript (.ps)
  - Adobe Illustrator (.ai)
- High Resolution Formats (ONLY if company does not have Vector Formats; images must be *at least* 5 x 5 inches AND 300 dpi):
  - PhotoShop Document (.psd)
  - Tagged Image File Form (.tiff)
  - Bitmap (.bmp)
  - Portable Network Graphics (.png)
  - Joint Photographic Experts Group (.jpeg)
  - Portable Document Format (PDF)

**NOTE:** Any logo provided which does not meet the aforementioned guidelines may not print adequately.

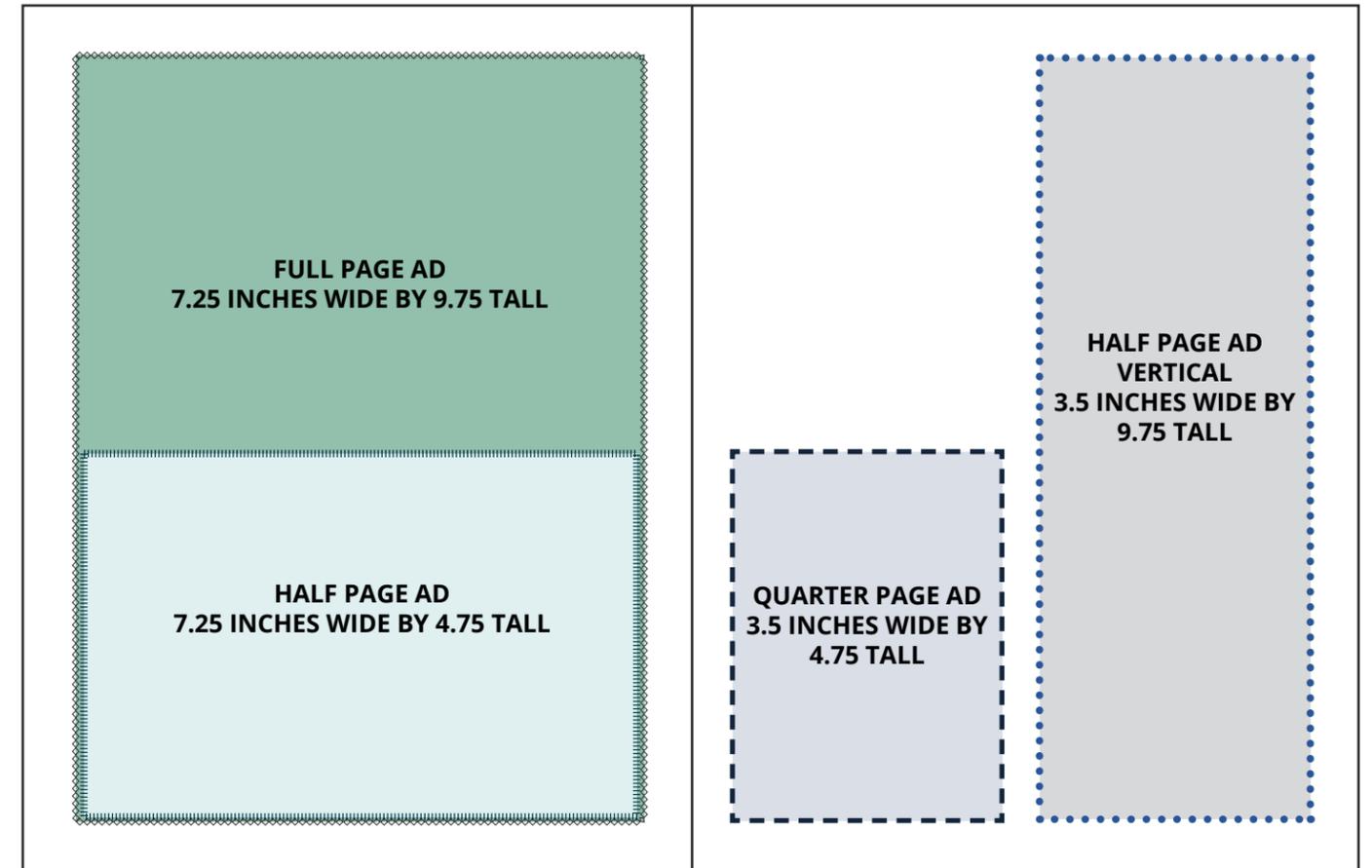
**ALL LOGOS MUST BE EMAILED TO [TSANDSTROM@NDOIL.ORG](mailto:TSANDSTROM@NDOIL.ORG) BY APRIL 19, 2024 TO BE INCLUDED IN THE CONFERENCE PROGRAM.**



**TIP:** Consider your logo design compared to the aspect ratio. In some cases, a logo can be reconfigured to better fit the layout.



# ADVERTISING SPECS



## PROGRAM AD COPY FILES

Advertisements in the conference booklet are available to all Bakken Now, Bakken Gold, Diamond and Platinum sponsors. Ad specifications are as follows:

- Bakken Now (full page):** 7.25 x 9.75 inches
- Bakken Gold (half page vertical):** 3.5 x 9.75 inches
- (half page horizontal):** 7.25 x 4.75 inches
- Diamond and Platinum (quarter page):** 3.5 x 4.75 inches

Vector formats (EPS, PS, and AI files) or high-resolution images (at least 600 dpi AND the appropriate size for your ad), including PDF, TIFF, or PSD is preferred.

For more information or question, contact Tessa directly at (701) 421-0364.

\*Those who decide to sponsor after April 19, 2024 will not be included in the conference booklet. It is the sponsor's responsibility to ensure logos and ads are suitable for print. If you need assistance with graphic design, see page 7 for some resources.

**NOTE: Any ad provided which does not meet the aforementioned guidelines may not print adequately.**

**ALL ADS MUST BE EMAILED TO [TSANDSTROM@NDOIL.ORG](mailto:TSANDSTROM@NDOIL.ORG) BY APRIL 19, 2024 TO BE INCLUDED IN THE CONFERENCE PROGRAM.**



## BAKKEN NOW VIDEO SPECIFICATIONS

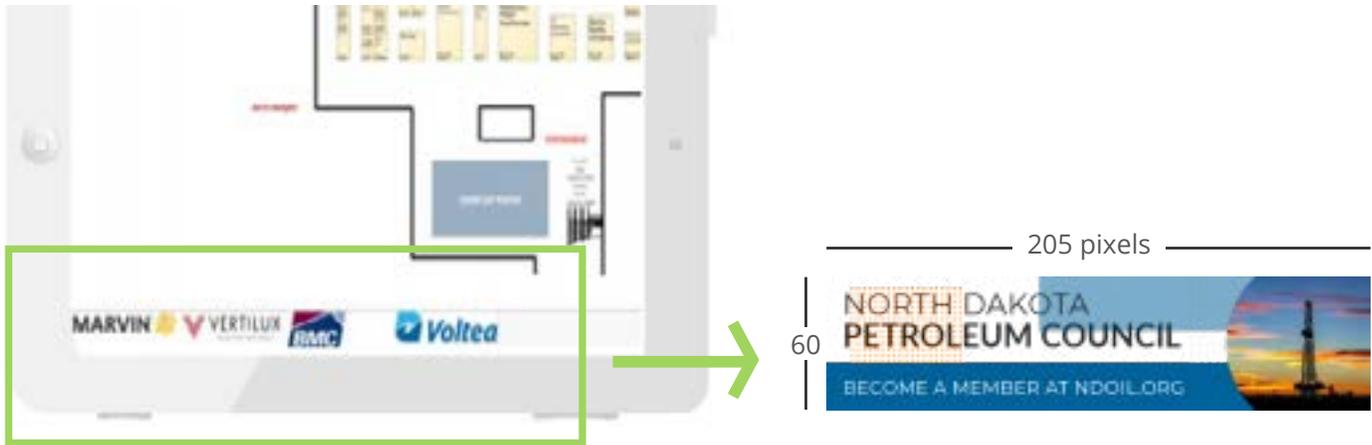
Bakken Now sponsors may also submit a 15-second video to be played following breaks in conference. An mp4 at 1920 x 1080 if preferred, but a video of 1080 x 720 or greater is acceptable. It is also recommended that a file be sent rather than a YouTube link for better quality.

# ADD-ON ENHANCEMENTS

Additional advertising options are available for purchase for enhanced visibility at the conference.

## ONLINE EXHIBIT MAP BANNER AD

The Online Exhibit Map Banner will appear on the bottom of the Online Floorplan. Banner ads should be 205 by 60 pixels and emailed as a jpeg, gif or png to [tsandstrom@ndoil.org](mailto:tsandstrom@ndoil.org).



## FEATURED EXHIBITOR BLOCK

The featured exhibitor block will appear on top of the Exhibitor Directory on the website and includes a 500x500 pixel graphic with your company name and booth information. Learn more about the Enhancement packages in our Exhibitor Toolkit, available here: <https://bit.ly/4akAzBB>.

