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WILLISTON BASIN
PETROLEUM CONFERENCE

BRANDING GUIDELINES

MAY 19 - 21, 2026

BISMARCK, ND
WBCND.COM

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WILLISTON BASIN PETROLEUM CONFERENCE



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.





YOUR LOGO

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 wbpc@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 WBPC@NDOIL.ORG BY APRIL 17, 2026 TO BE INCLUDED IN THE CONFERENCE PROGRAM.

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.

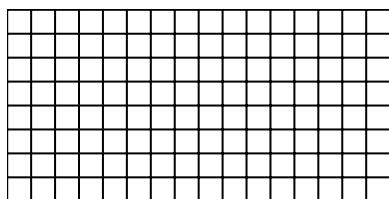
Conference Program: Both digital and printed form, the conference program will highlight our sponsors with their logos and level of sponsorship.

LOGO ASPECT RATIOS

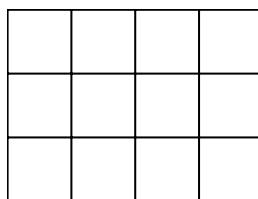
	Presenting	Platinum	Gold	Silver	Bronze
Screensaver	16:9	4:3	3:2	3:2	3:2
Sponsor Banners	16:9	4:3	3:2	3:2	3:2
Website	16:7	16:7	16:7	16:7	16:7
Conference Program	16:9	4:3	3:2	3:2	3:2

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

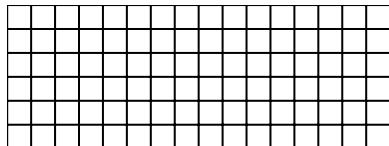
16:9



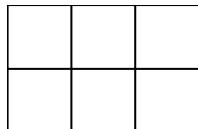
4:3



16:7



3:2



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





AD SPECS

PROGRAM AD COPY FILES

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

	Presenting	Platinum	Gold	Silver
Full Page: 7.25 x 9.75 in	X	X		
Half Page: 3.5 x 9.75 in (vertical) or 7.25 x 4.75 in (horizontal)			X	
Quarter Page 3.5 x 4.75 in				X

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.

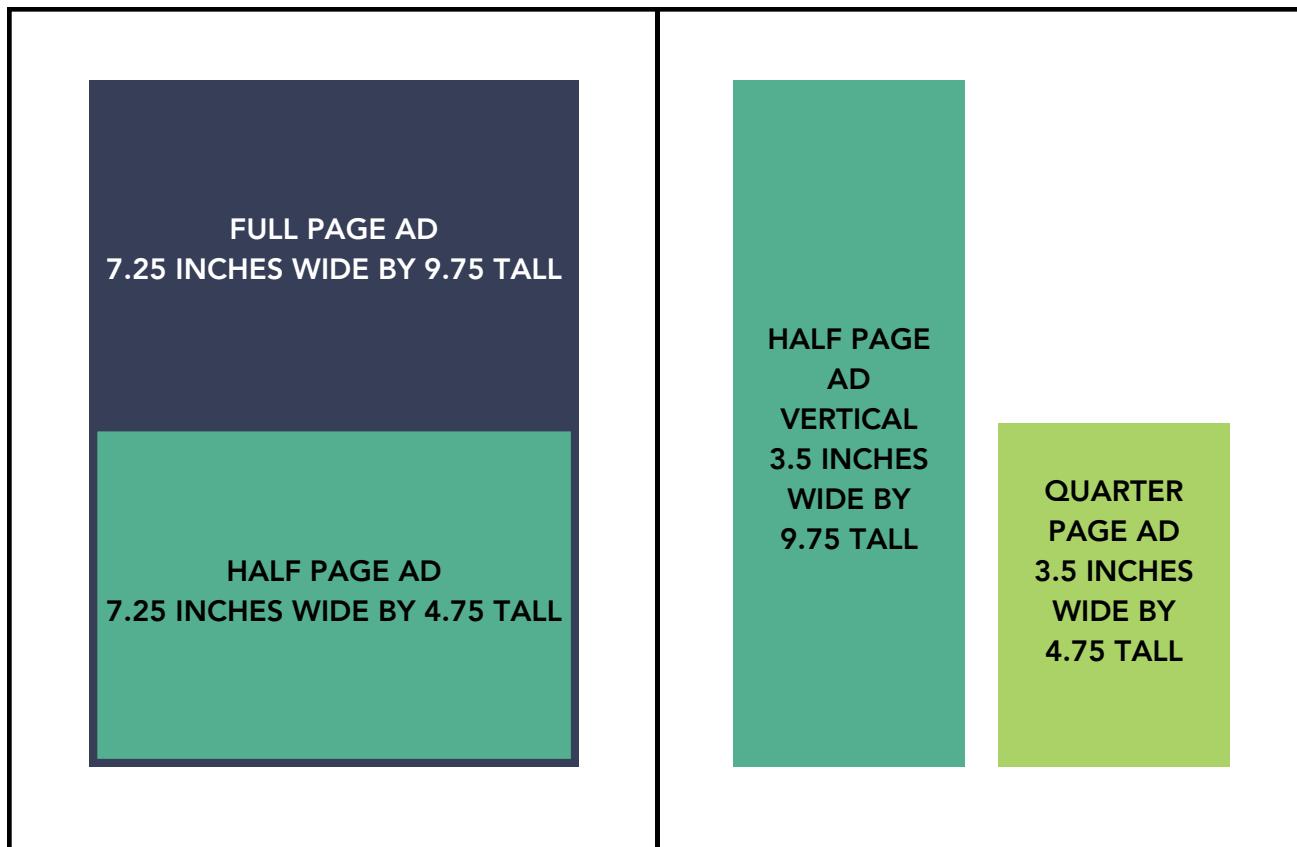
For more information or questions, email wbpc@ndoil.org.

*Those who decide to sponsor after April 17, 2026 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 WBPC@NDOIL.ORG BY APRIL 17, 2026 TO BE INCLUDED IN THE CONFERENCE PROGRAM.

PROGRAM AD SPECIFICATIONS DIAGRAM



VIDEO SPECIFICATIONS



Presenting and Platinum may also submit a 15-second video to be played following breaks in conference. An mp4 at 1920 x 1080 is 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.

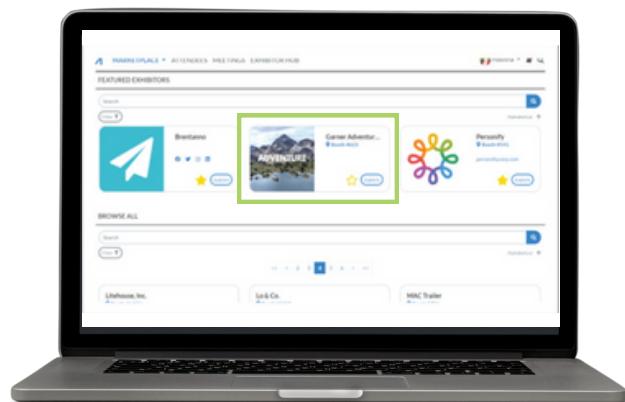
ADD-ONS

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 wbpc@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.