

أرامكو السعودية
saudi aramco



brand guidelines 2021



Introduction

Each of us plays an important role in building Saudi Aramco's brand as a world leader in integrated energy and chemicals.

The guidance within this document will empower you to activate the brand effectively. We outline the strategic foundation of our brand and introduce the elements we use to visually express our personality. It also demonstrates how we achieve a consistent and cohesive presentation of our brand across our businesses and to our stakeholders.

These guidelines supersede all previous guidance, and will be accompanied with channel-specific guidelines where appropriate.

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Strategy

Essence	8
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The statement that captures the spirit of our brand positioning, and what Saudi Aramco stands for. This is not a tagline or slogan.

Bringing energy to life

Our purpose statement encapsulates
what we believe
and what we're here to achieve.

Energizing people and
ideas to create even more
opportunity.



In our world, energy is opportunity.

From managing the world's largest crude oil reserves to developing high-value petrochemical products, our contributions across the value chain help develop a vibrant energy sector at home and create stability and opportunity for people across the globe.

We energize the world economy.

We energize people to make a difference.

We energize the ideas that make our resources more dependable, more sustainable, and more useful.

Driven by our values and our pioneering mind-set, we are a true enabler.

Trusted for our reliability, respected for our long-term judgment, and valued for the expertise and ingenuity of our people.

We bring energy to life.



These are the associations we want to convey. These attributes don't replace our corporate values. They should be demonstrated in what we say and in how we act.

Expert

Applying our leading know-how from production to performance

Trusted

Respected for reliability, judgment, and long-term vision

Relentless

Determined to succeed for our stakeholders and customers

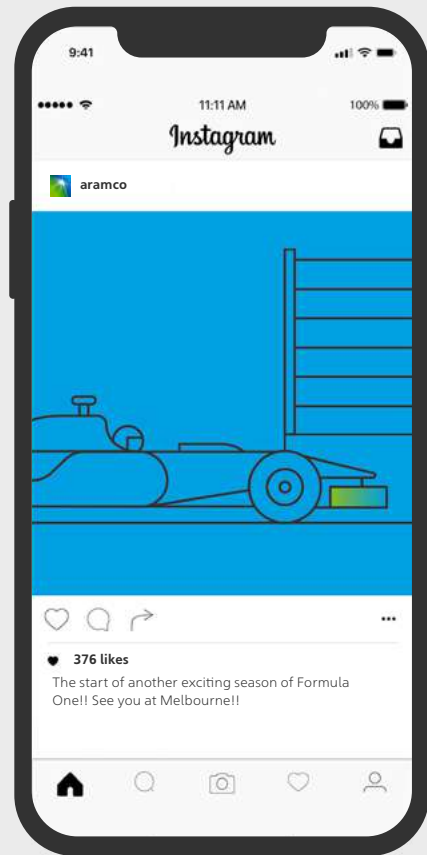
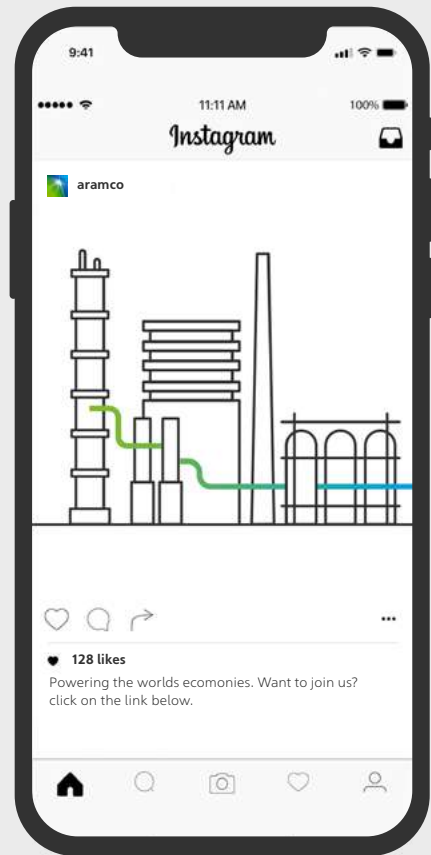
Creative

Stimulating growth through our agility, ingenuity and innovation



Expression

We use our visual system to express our energy through brand elements, each one forming part of our brand's look and feel.



Visual identity

Logo	20
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Logo

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Institutional logo

Institutional logo

The institutional logo is to be used on materials and interactions with governments, shareholders, regulators and in official correspondence. The logo comprises two core elements: the

logotype in Arabic and English, and the energy symbol. They are both fixed elements and their proportions and position should never be altered. There is a positive version for use on light backgrounds,

and a reversed version for dark backgrounds. A hybrid version with positive wordmark and white keyline around the symbol is also allowed for video usage

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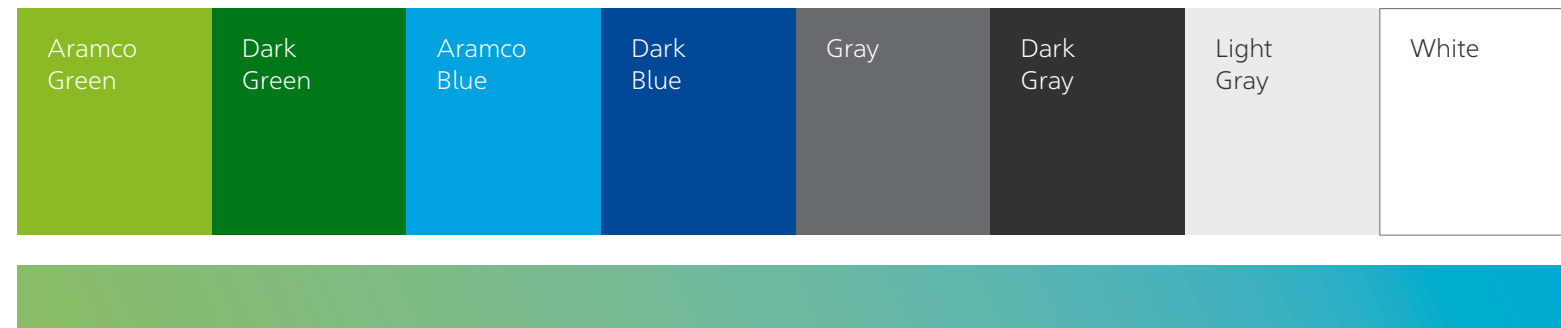
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Institutional logo



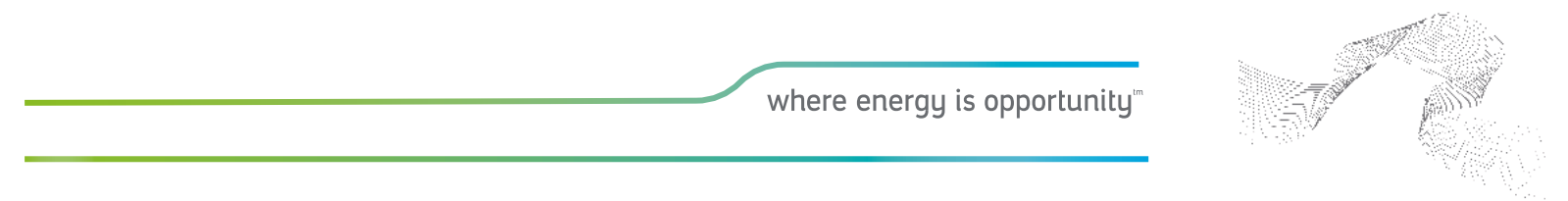
Primary color palette



Patterns



Graphic elements



Institutional logo
Position

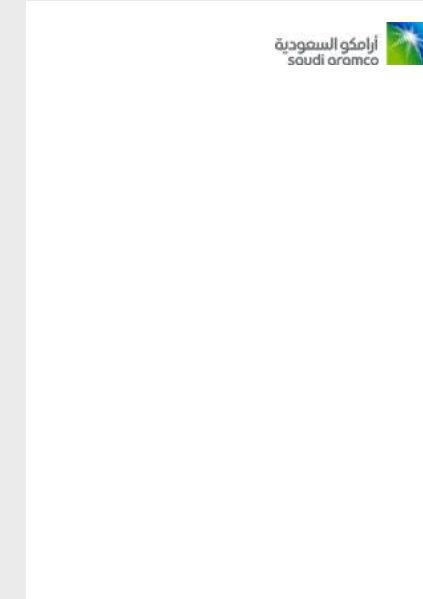
The institutional logo should typically be placed in the top right, whenever there are other elements on the page, regardless of whether other text is in Arabic or English.

For digital use (e.g., websites, applications, or social media, etc.), the logo can be placed in one of the four corners or the most suitable place within. When the logo is being used on its own on a layout,

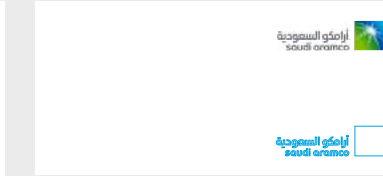
such as a podium or at the end of a digital animated banner, it should be centered vertically and horizontally within the space.

For stationery, the logo should be positioned in the top right corner, or bottom right (when primary position is not possible).

Letterhead



Envelope



Business card



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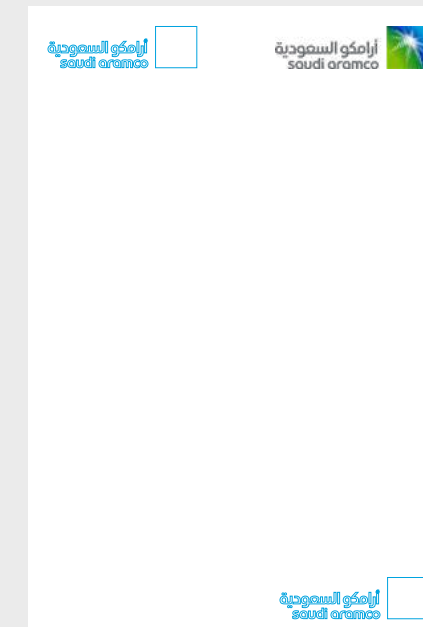
For final slides of presentations or end-frames of motion pieces, the logo should be positioned in the center. However, when the logo is used with a headline, it should be positioned in the top right corner.

16:9 slide

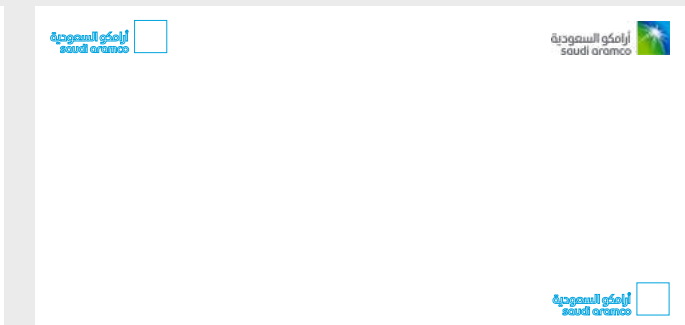


For advertising, the logo should be primarily placed on the top right corner, but in extreme circumstances it also can be placed in the top left or right bottom.

6-Sheet ad



48-Sheet ad



The institutional logo should always be used with enough space around it so that it is clearly legible and not obscured by other graphic elements.



Institutional logo clear space

The minimum clear space around the logo is equal to the logo height [h] divided by two.

Logotype clear space

The minimum clear space around the logotype is equal to the logotype height [h] divided by two.



Institutional logo minimum size

The absolute minimum size of the Institutional logo is 8mm in print or 32px on screen.

Minimum size shown at actual size when document is viewed at 100% on screen or when it is printed at full size.



Logotype minimum size

The absolute minimum size of the Institutional logotype is 5.5mm in print or 25px on screen.

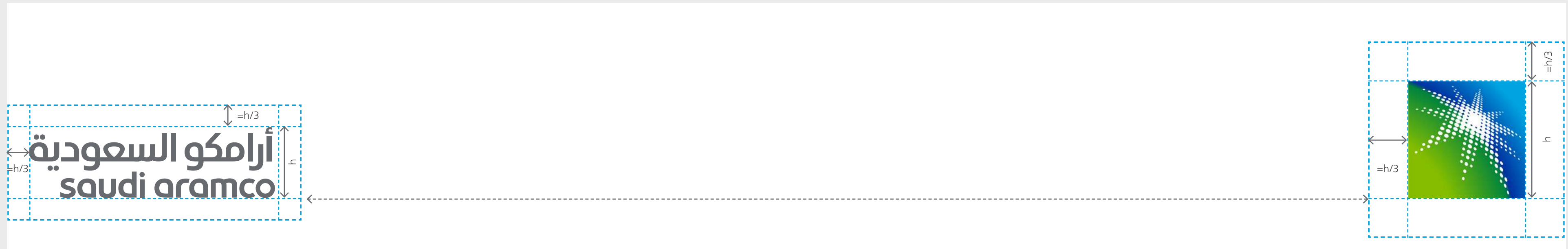
Minimum size shown at actual size when document is viewed at 100% on screen or when it is printed at full size.

Institutional logo
Separating elements

For physical signage at events and other spatial applications, the logotype and symbol can be separated. In these circumstances the wordmark and symbol should be placed at opposing

sides with a exclusive clear space around. The space between the wordmark and symbol differ depending on the format and size.

If both elements are less then five symbols distant, the normal lock- up should be used.



Logotype

The logotype should be vertically centered, with the baseline of the English letter forms creating an imaginary line drawn to the bottom of the symbol.

Symbol

The symbol should be vertically centered to the structure where the symbol is based, and should always appear to the right of the logotype.

Institutional logotype
Single color

When it is not possible to reproduce the full institutional logo due the nature of the symbol, the dual-language logotype can be used. It should typically be placed in the top right. However it can be used

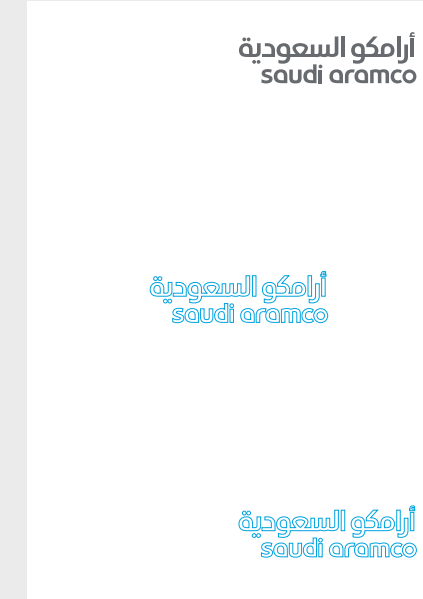
in the center or bottom right for windows and doors, if appropriate, to increase visibility.

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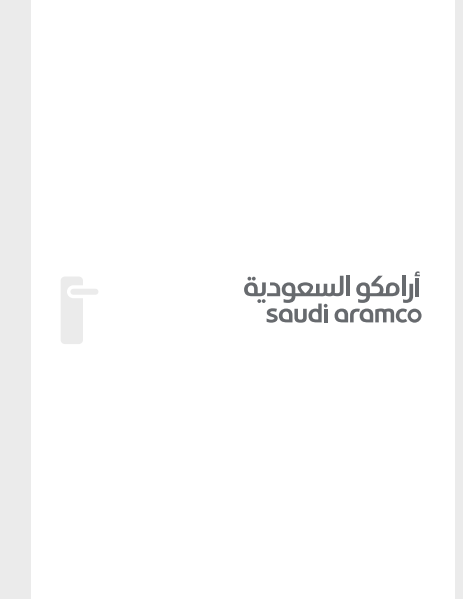
For windows, the logotype should be placed on the right, either at the top, bottom or center, depending on which one has most prominence.

For doors, the logotype should be placed in clear view and in the center right position.

Window



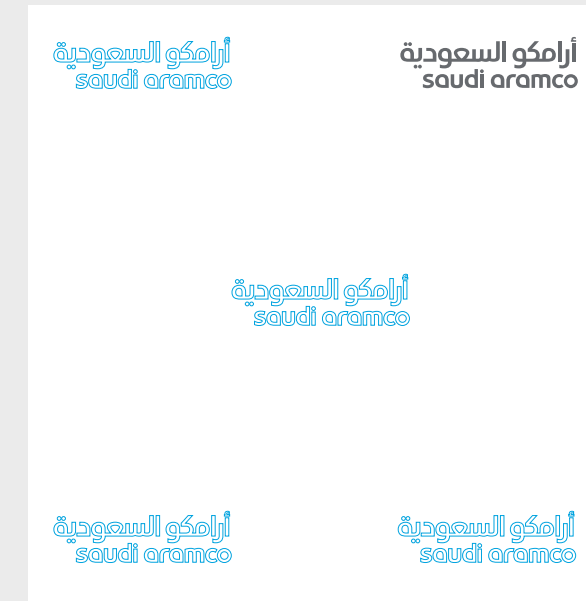
Door



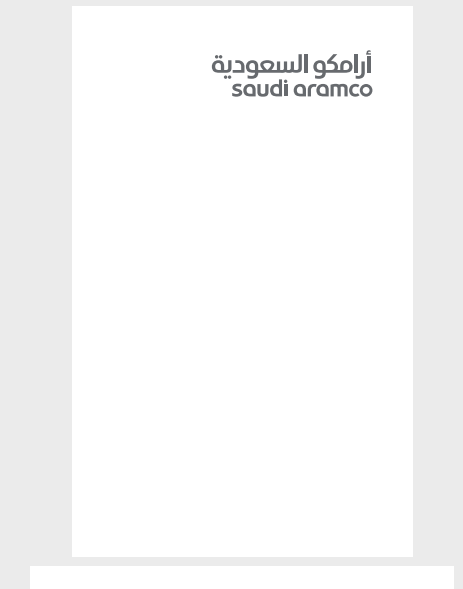
For Digital applications like websites or applications the logotype can be placed in the most suitable place within the area.

For way signage, the logotype should be positioned at the top right.

Digital Application



Wayfinding



For cardboard boxes that use a one-color printing process, the logotype should be positioned in the top right or bottom right.

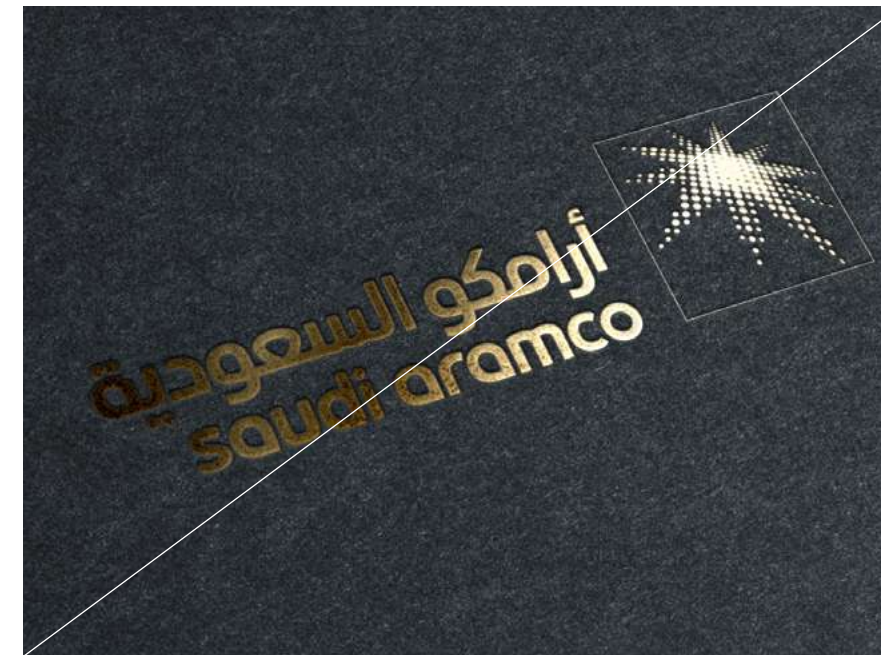
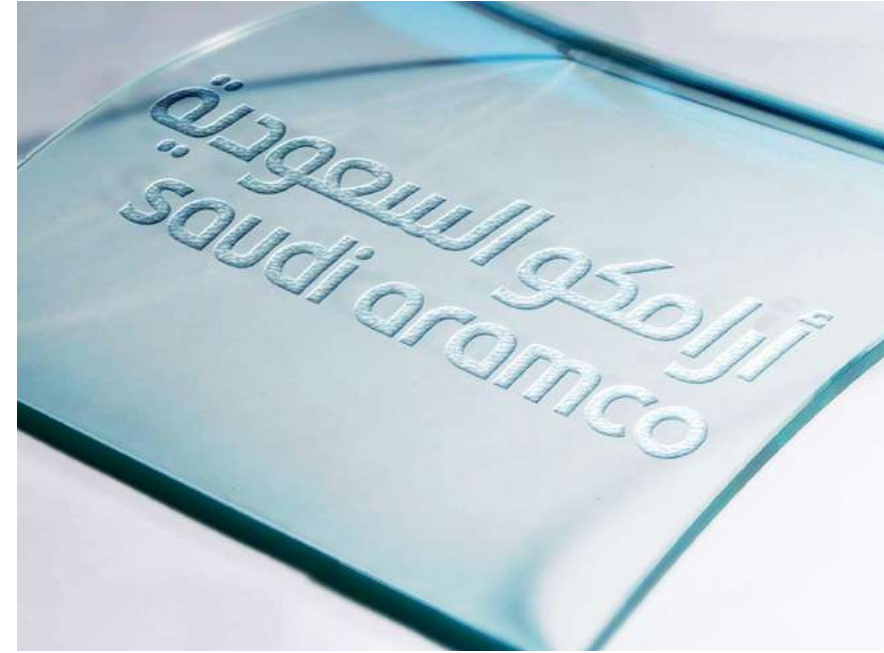
Box



All special finishes that require a one-color version of our identity use the logotype only. For impact, make sure there is sufficient contrast between the finish and the substrate.

Special finishes may be used for premium applications, such as CEO collateral. The examples on the left illustrate how we use the logo type for various reproduction finishes.

Do not use our symbol when the application will not allow the effective reproduction of the logo.



Market-facing logo

Global market-facing logo

The Global market-facing logo should be used in all public communication except to governments, shareholders or regulators. This logo comprises two elements: The aramco wordmark

in English and the energy burst symbol. They are both fixed elements whose position should never be altered. There is a positive version for use on light backgrounds, and a reversed version, with a white

stroke around the symbol, for use on dark backgrounds. A hybrid version with positive wordmark and white keyline around the symbol is also allowed for video usage

aramco



aramco



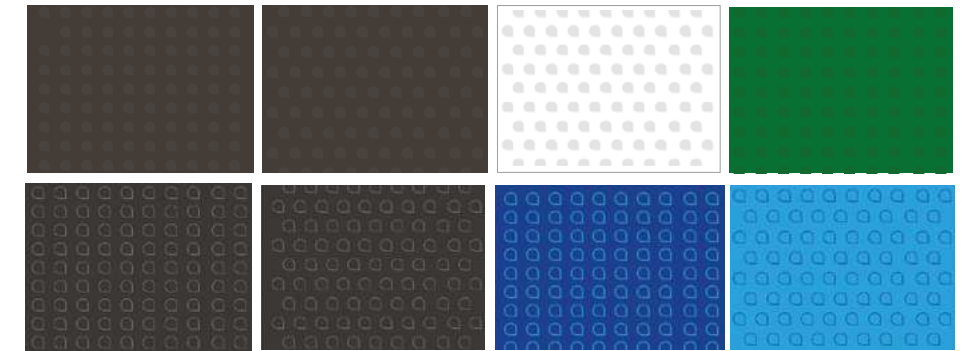
Global market-facing logo



Primary & Secondary color palettes



Patterns



Graphic elements



Global market-facing logo
Position

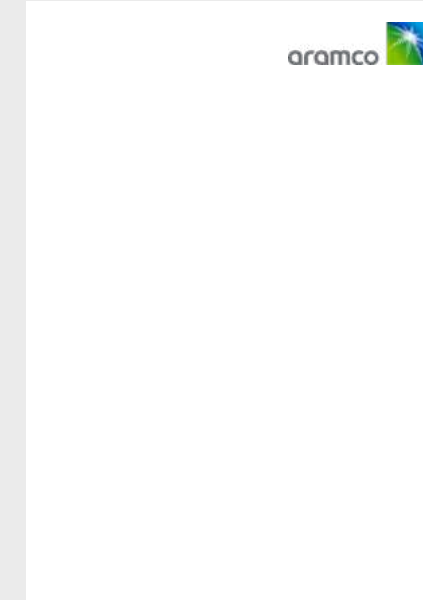
The logo should typically be placed in the top right, whenever there are other elements on the page, regardless of whether other text is in Arabic or English.

For digital use (e.g., websites, applications, or social media, etc.), the logo can be placed in one of the four corners or the most suitable place within. When the logo is being used on its own on a layout, such as

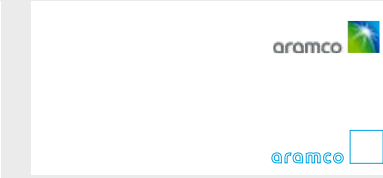
a podium or at the end of a digital animated banner, it can be centered vertically and horizontally within the space.

For stationery, the logo should be positioned in the top right corner, or bottom right (when primary position is not possible).

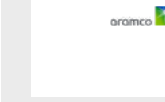
Letterhead



Envelope

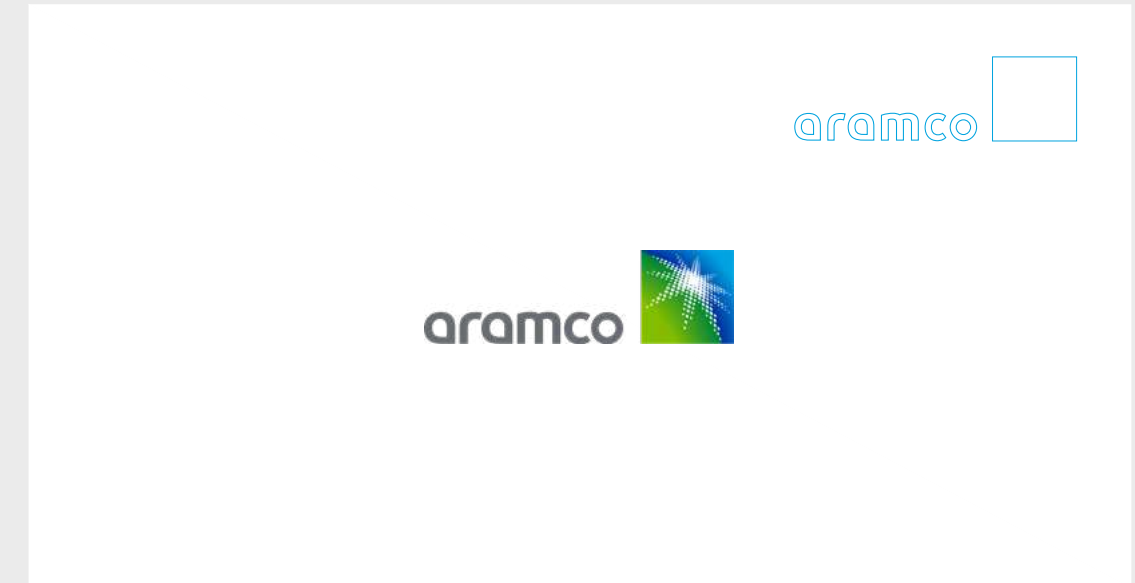


Business card



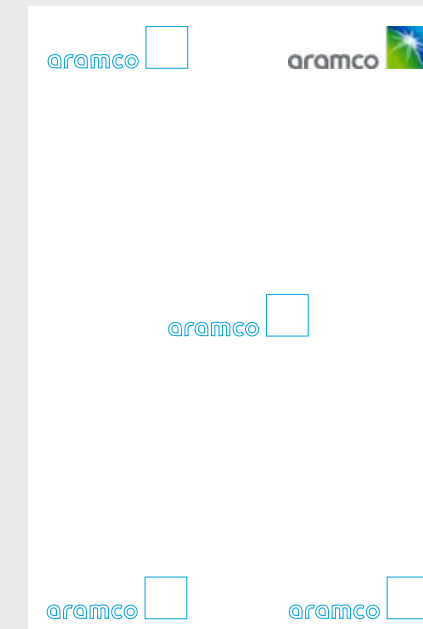
For final slides of presentations or end-frames of motion pieces, the logo should be positioned in the center. However, when the logo is used with a headline, it should be positioned in the top right corner.

16:9 slide

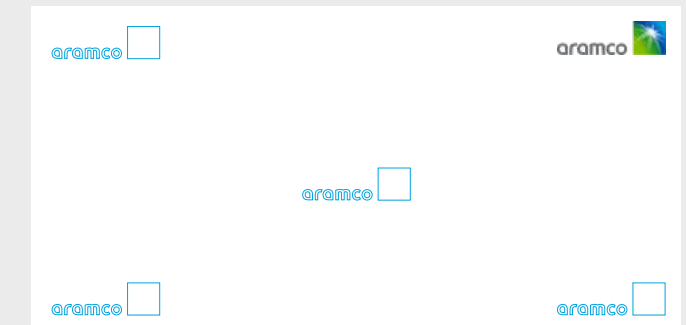


For advertising, the logo can be placed in one of the four corners or centralized.

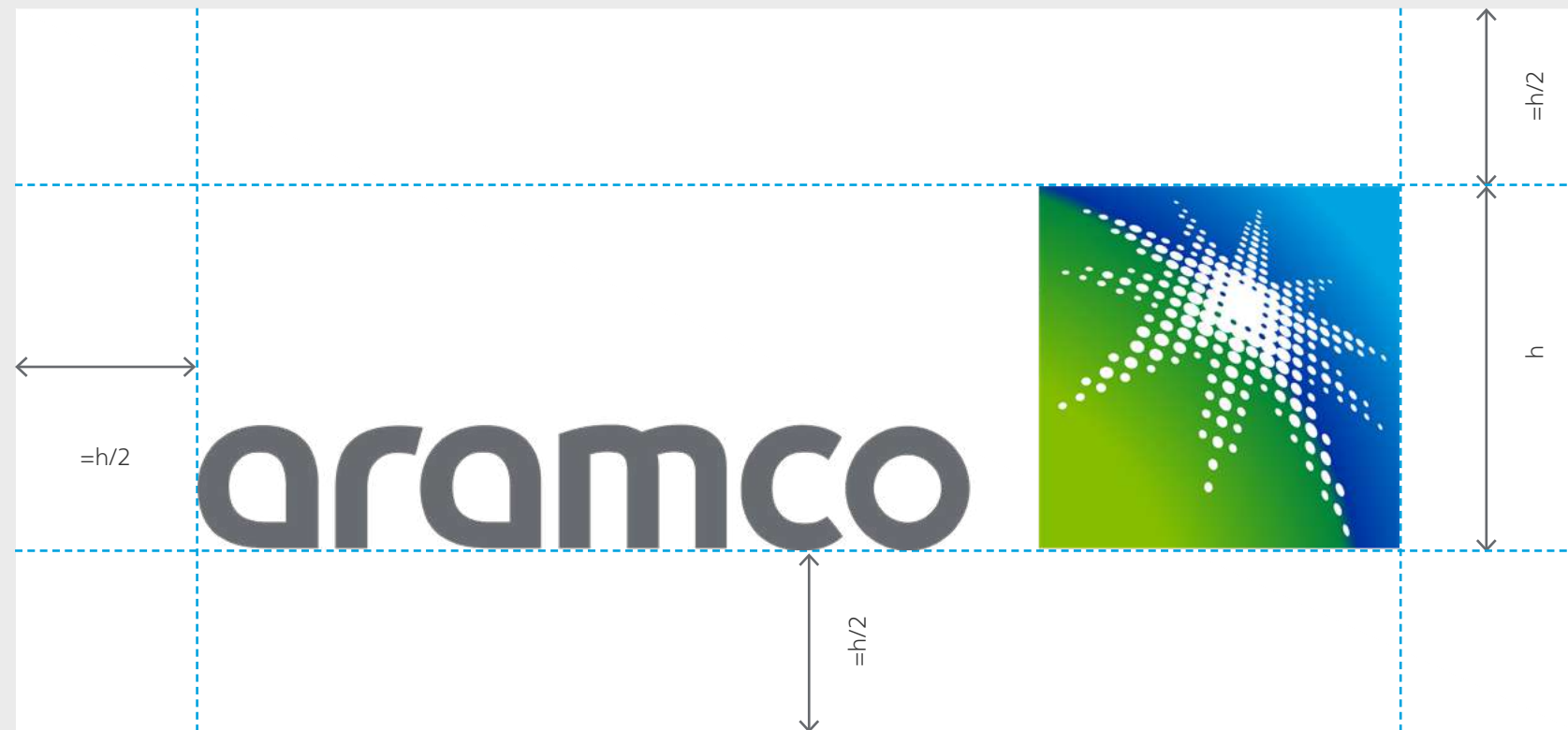
6-Sheet ad



48-Sheet ad



The logo should always be used with enough space around it so that it is clearly legible and not obscured by other graphic elements.



Clear space

The minimum clear space around the logo is equal to the logo height [h] divided by two.



Minimum size

The absolute minimum size of the global market-facing logo is 8mm in print or 32px on screen.



Minimum size shown at actual size when document is viewed at 100% on screen or when it is printed at full size.

Wordmark

Wordmark

The wordmark alone is used for communication purposes, promoting products, sub-brands, sponsorships and partnerships, where the name Aramco is established, to create impact by maximizing the visual space.

aramco

aramco



Wordmark
Position

The wordmark should typically be placed in the top right whenever possible. It can be also placed vertically depending on the format for maximum visibility.

For digital use (e.g., websites, applications, or social media, etc.), the word mark can be placed in one of the four corners or the most suitable place within.

For social media avatars, whether square or round, the wordmark should be positioned in the center, and should be as large as possible. For these applications, the clearspace can be reduced by half to allow greater legibility at small sizes.

Digital post



Social media square or circular avatar



For final slides of presentations or end-frames of motion pieces, the wordmark should be positioned in the center or one of the corners.

16:9 slide



For sponsorship, the wordmark should be positioned in the center, vertically or horizontally, making sure the wordmark as large as possible.

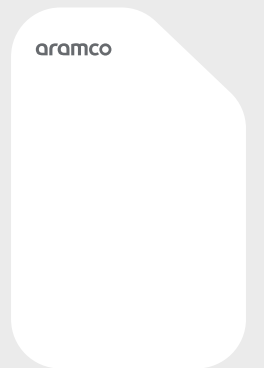
Flag



Uniform



Packaging



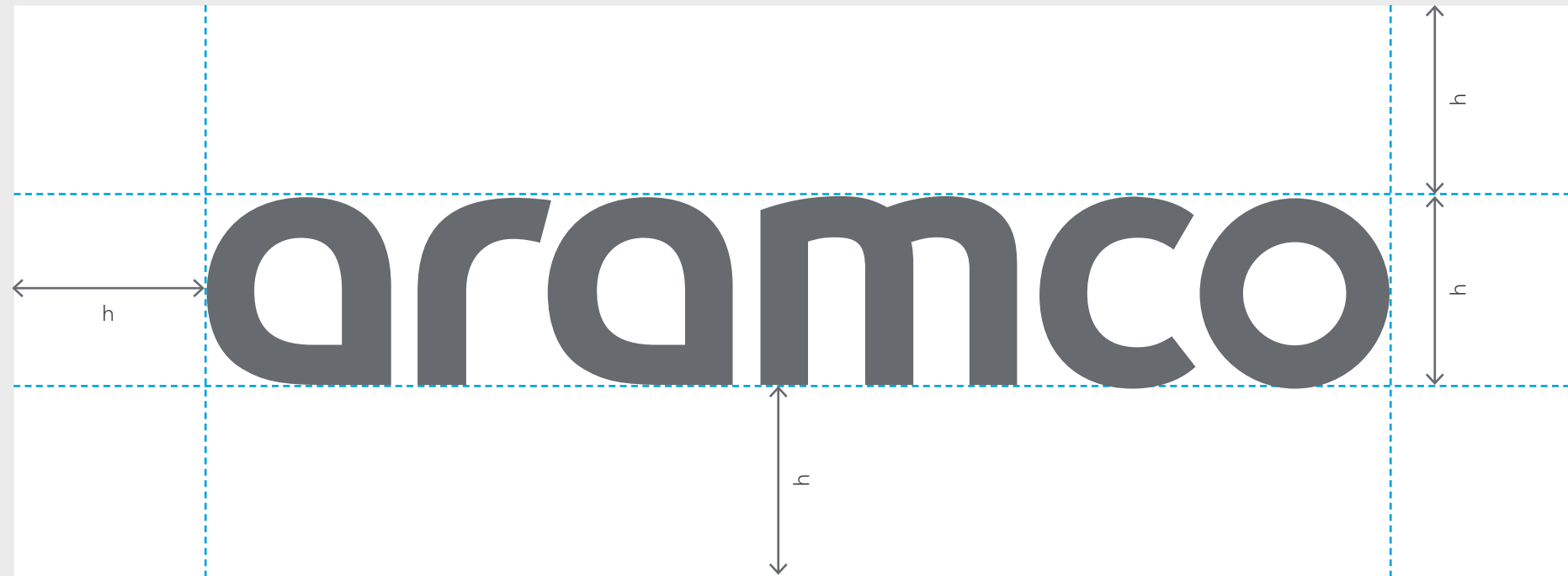
Barrier



aramco

For promotional materials and packaging. The wordmark can be placed in four corners or center.

The wordmark should always be used with enough space around it so that it is clearly legible and not obscured by other graphic elements.



Clear space

The minimum clear space around the wordmark is equal to the wordmark height [h].



Minimum size

The absolute minimum size of the wordmark is 3 mm in print or 20 px on screen.

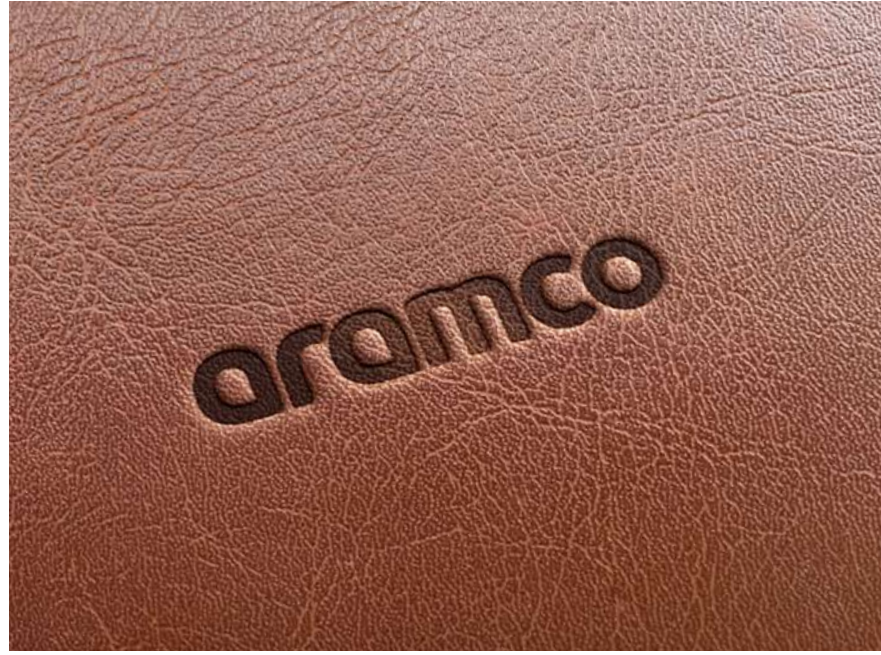


Minimum size shown at actual size when document is viewed at 100% on screen or when it is printed at full size.

All special finishes that require a one-color version of our identity use the wordmark only. For impact, make sure there is sufficient contrast between the finish and the substrate.

Special finishes may be used for premium applications, such as CEO collateral. The examples on the left illustrate how we use the word mark for various reproduction finishes.

Do not use our symbol when the application doesn't allow the effective reproduction of the logo.



Dual language

Dual language market-facing logo
Position

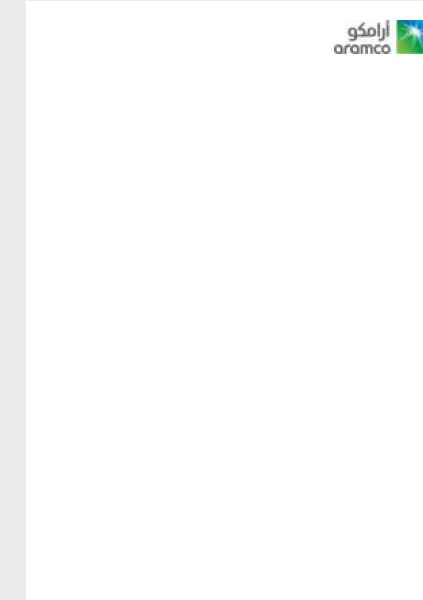
The dual language market-facing logo can be used when the content is in Arabic or in Arabic/English. The logo should typically be placed in the top right, whenever there are other elements on the page, regardless of whether other text is

in Arabic or English. For digital use (e.g., websites, applications, or social media, etc.), the logo can be placed in one of the four corners or the most suitable place within. When the logo is being used on its own on a layout, such as a podium or at the

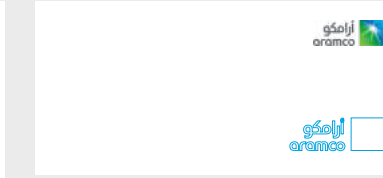
end of a digital animated banner, it can be centered vertically and horizontally within the space.

For stationery, the logo should be positioned in the top right corner. or bottom right (when primary position is not possible).

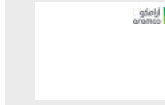
Letterhead



Envelope



Business card



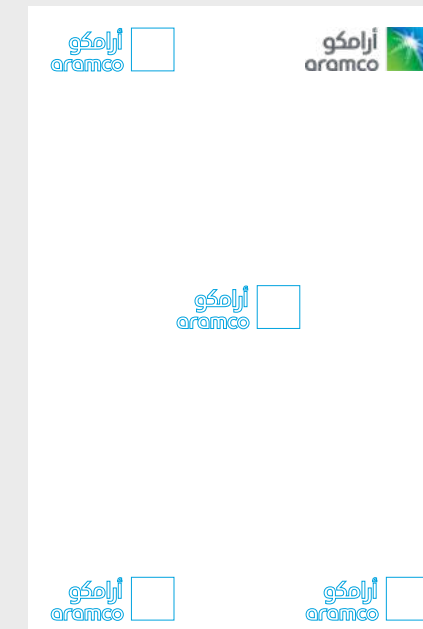
For final slides of presentations or end-frames of motion pieces, the logo should be positioned in the center. However, when the logo is used with a headline, it should be positioned in the top right corner.

16:9 slide

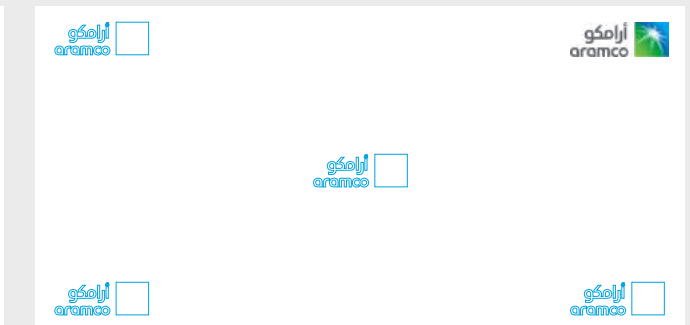


For advertising, the logo can be placed in one of the four corners or centralized.

6-Sheet ad



48-Sheet ad



The logo should always be used with enough space around it so that it is clearly legible and not obscured by other graphic elements.



Clear space

The minimum clear space around the logo is equal to the logo height [h] divided by two.



Minimum size

The absolute minimum size of the logo is 8mm in print or 32px on screen.



Minimum size shown at actual size when document is viewed at 100% on screen or when it is printed at full size.

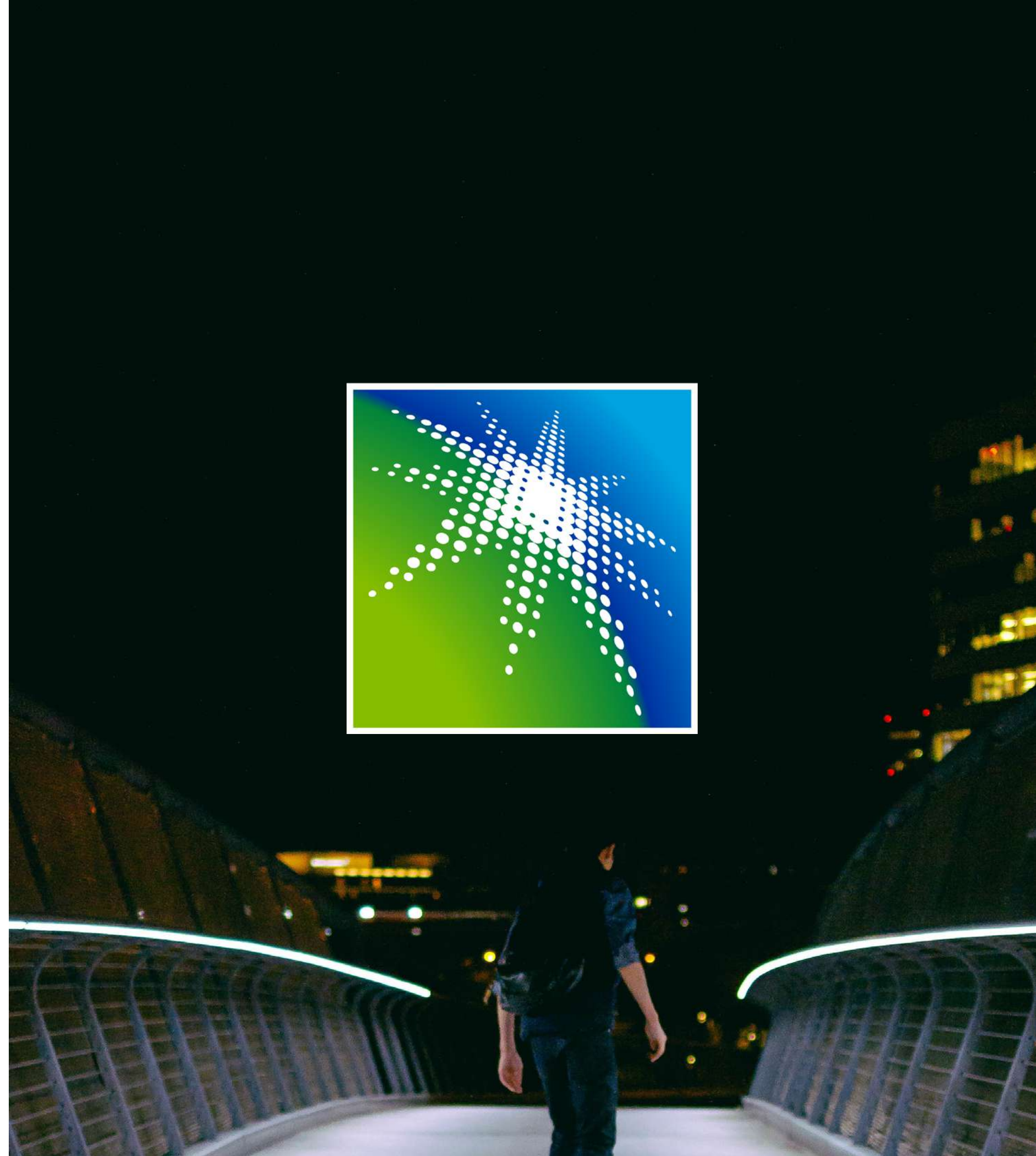
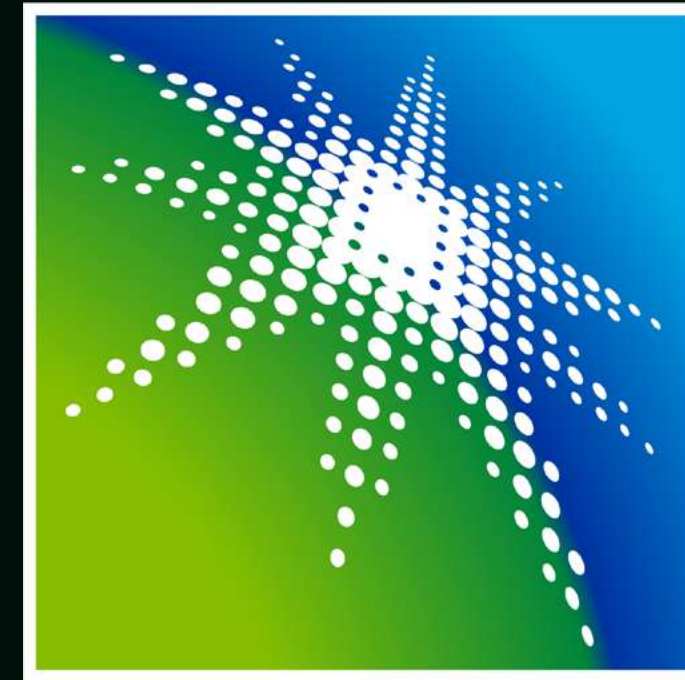
Symbol

Symbol

Our symbol is a unique expression of how we bring energy to life. The symbol represents a powerful burst of energy on the horizon line where land meets sky. The Symbol is used when the name Saudi Aramco

or Aramco is in close proximity, when that context is otherwise established, or internal use too. The symbol is only reproduced in color, ensuring recognition and integrity. There is a version for use on light backgrounds,

and another version with a white outline, for use on dark backgrounds.



Symbol
Position

The symbol should typically be placed in the bottom right, whenever there are other elements on the page, regardless of whether other text is in Arabic or English. For digital use (e.g., websites,

applications, or social media, etc.), the logo can be placed in one of the four corners or centralized. When the logo is being used on its own on a layout, such as a podium or at the end of a digital animated banner,

it can be centered vertically and horizontally within the space.

For social media avatars, whether square or round, the symbol should be positioned in the center, and should be as large as possible. For these applications, the clearspace can be reduced to allow greater legibility at small sizes.

Social media square avatar

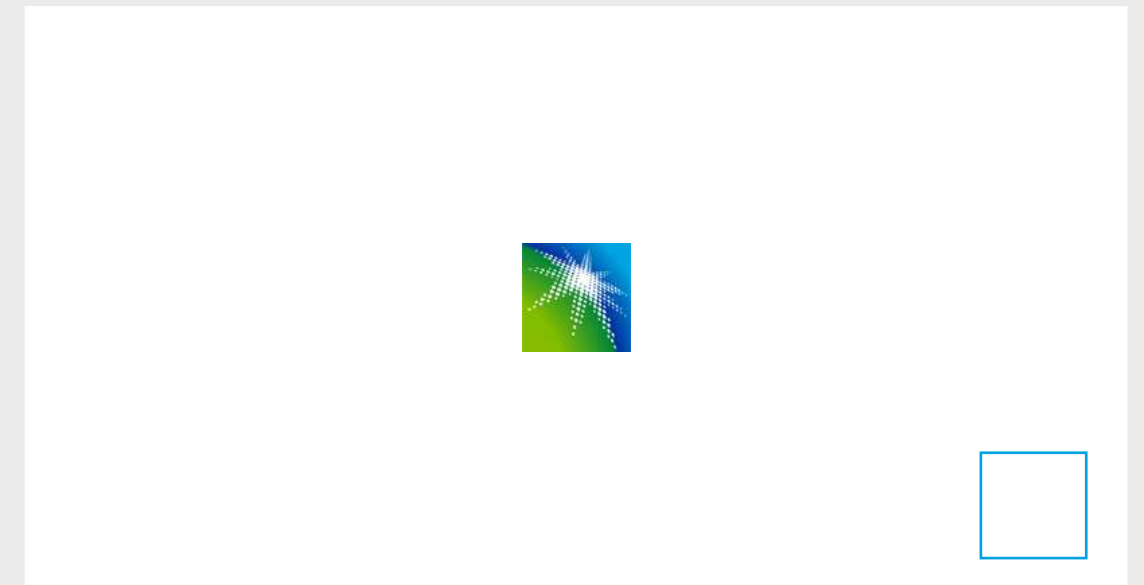


Social media circular avatar



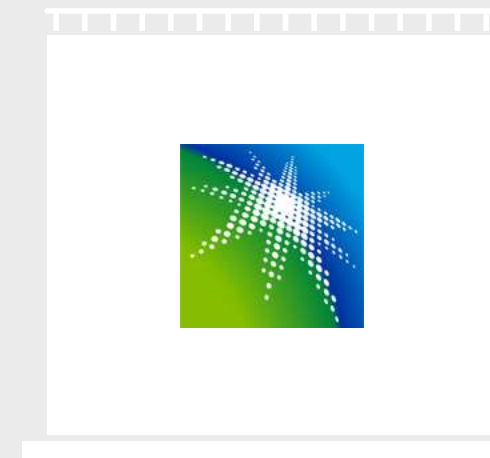
For final slides of presentations or end-frames of motion pieces, the symbol should be positioned in the center or bottom right.

16:9 slide



For tanks and work-wear equipment such as helmets, the symbol should be centralized. For buildings the symbol should be placed on the top right corner.

Tank



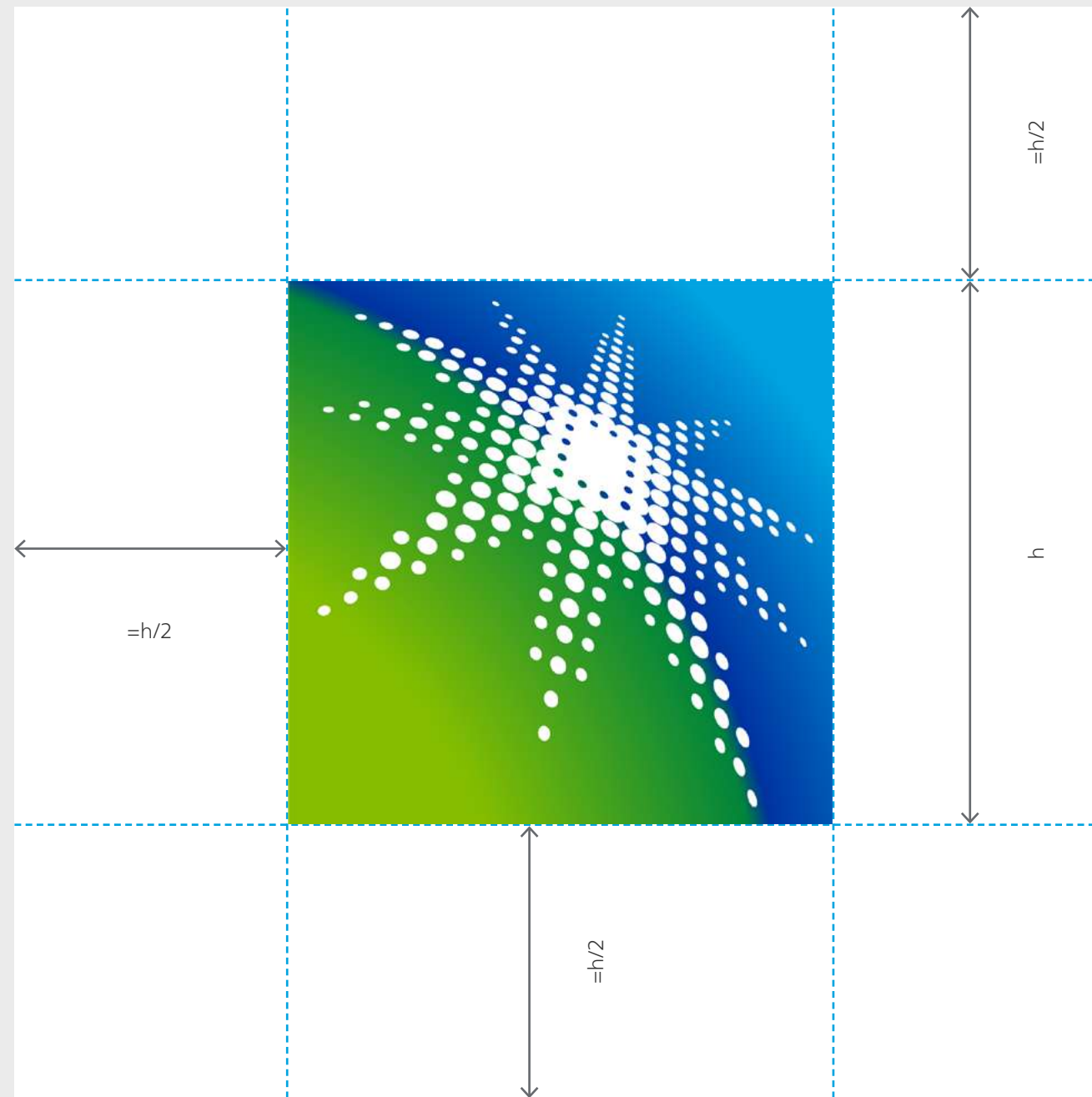
Building



Helmet

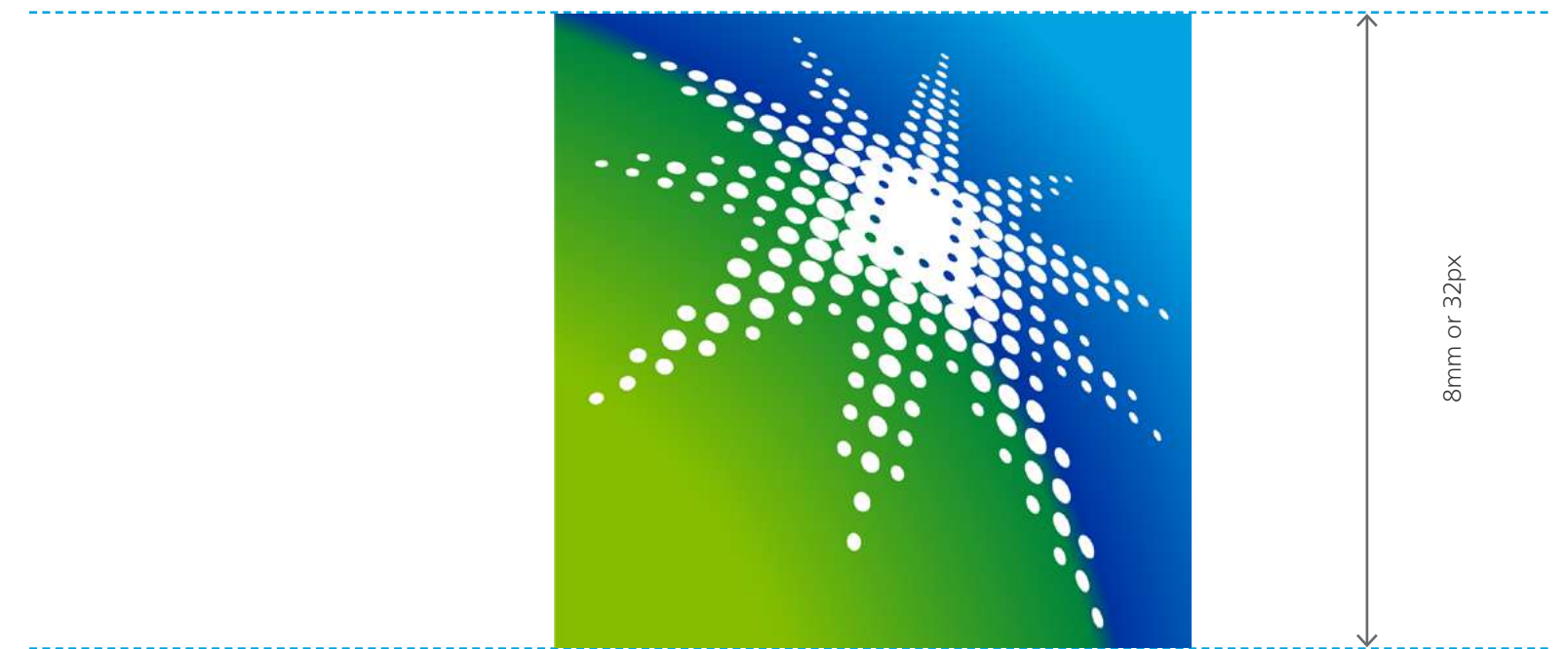


The symbol should always be used with enough space around it so that it is clearly legible and not obscured by other graphic elements



Clear space

The minimum clear space around the symbol is equal to the logo height [h] divided by two.



Minimum size

The absolute minimum size of the symbol logo is 8mm in print or 32px on screen.

Minimum size shown at actual size when document is viewed at 100% on screen or when it is printed at full size.

Our logo is our most recognizable brand identifier. It conveys our core essence. Every part of our logo has been specifically designed and constructed. It must never be altered.



Do not place the logo on an angle.



Do not skew, distort, rotate, stretch or add any effect on the logo, e.g., 3D, shadow, etc.



Do not place the institutional and global market-facing logos on the same composition.



Do not place our logo, wordmark, or symbol on background that doesn't provide enough contrast.



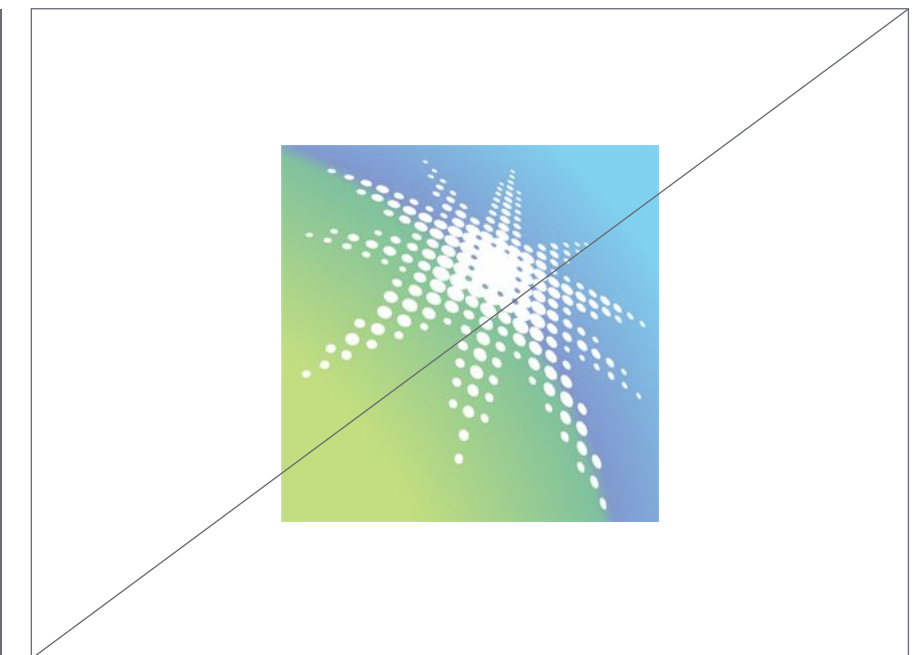
Do not alter the proportions of the logo.



Do not create one-color variations.



Do not enclose our logo.



Do not change the logos or symbol opacity.

Logo legibility

Logo legibility
Light and dark backgrounds

Our logos need to be legible at all times for maximum impact and recognition. In our visual identity, we use a range of images and backgrounds that our logos need

to stand out on. To ensure this is possible, each of our logos has positive and reversed version. When placing a logo on an image, compare its lightness with the

appropriate column here to see whether the recommendation is positive or reversed.

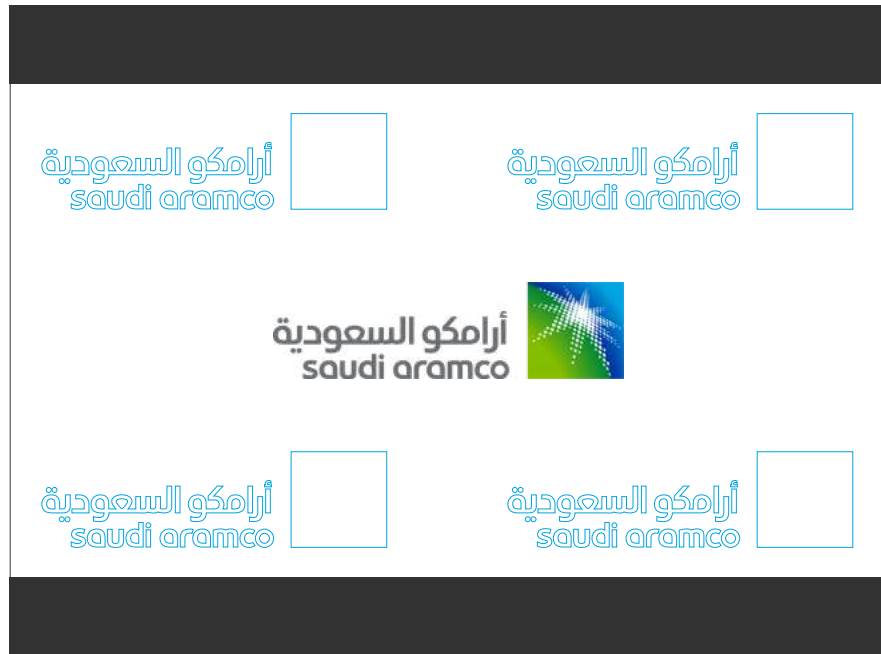
	10% Black Positive logo	20% Black Positive logo	20% Black Positive logo	40% Black Reversed logo	50% Black Reversed logo	60% Black Reversed logo	70% Black Reversed logo	80% Black Reversed logo	90% Black Reversed logo	100% Black Reversed logo
White Positive logo										
أرامكو السعودية saudi aramco										
aramco										
aramco										

Logo legibility
Colored backgrounds

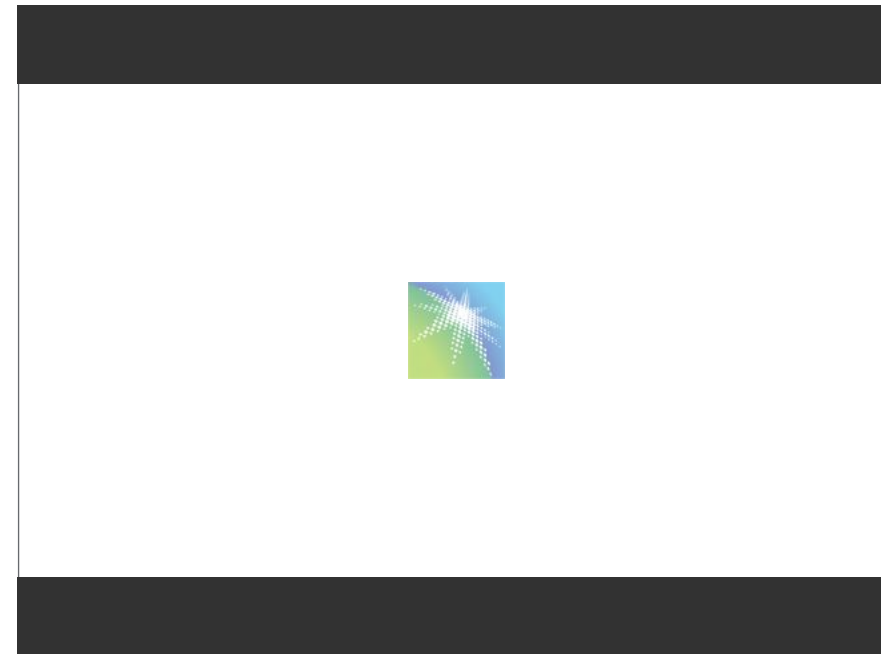
When any of the Aramco logos are placed on our brand colors, the reversed version should be used, except for the yellow, white or light gray background.



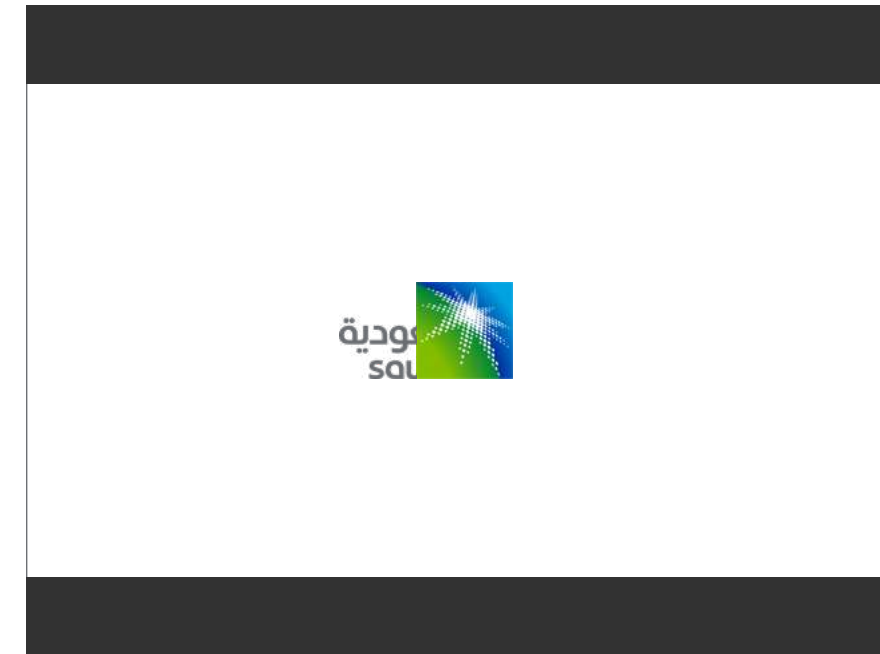
Logo animation



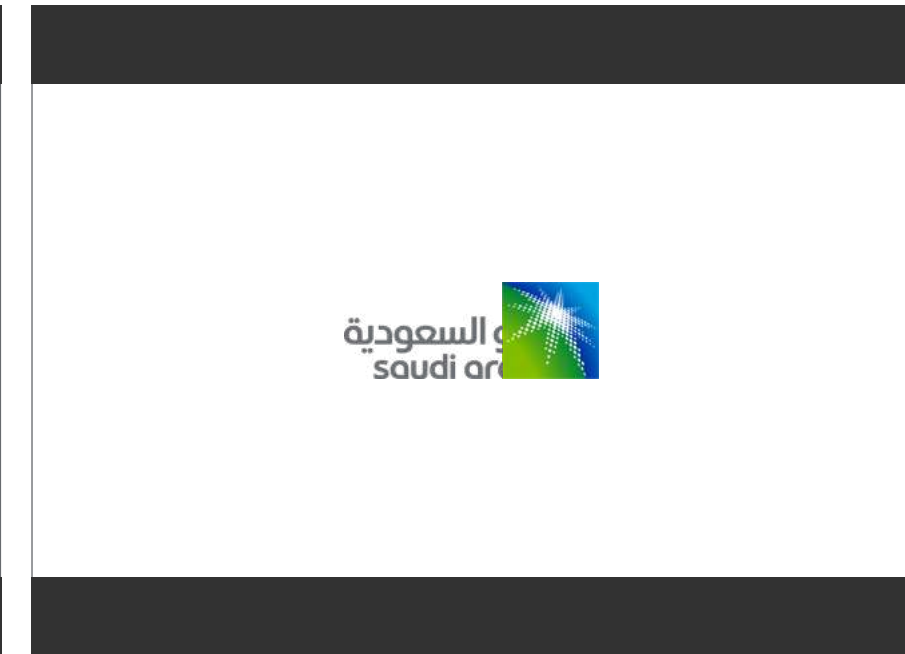
The logo can be positioned in the center or in either corner of the frame. The size is dictated by the frame size. Refer to the grid section for more information.



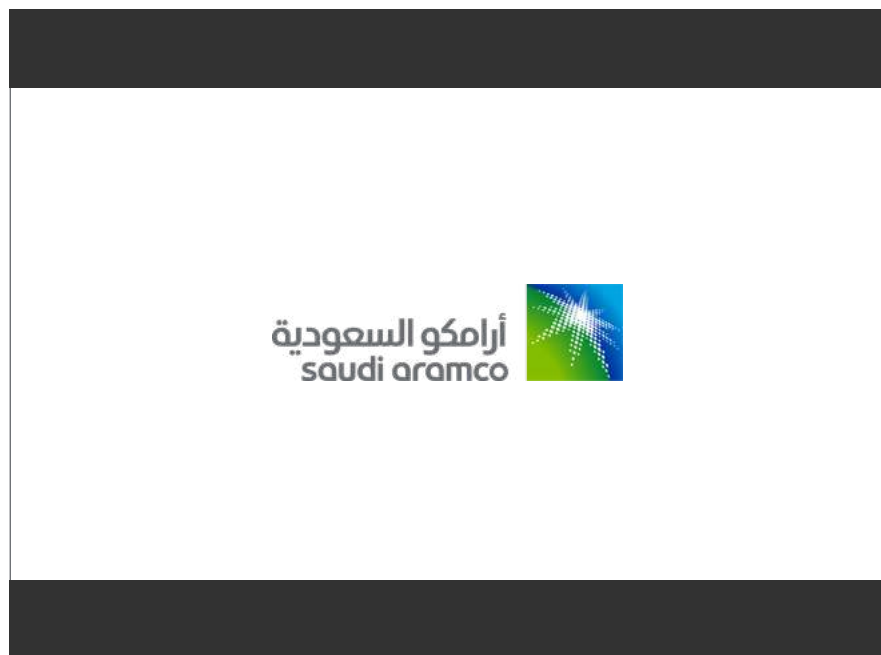
The symbol must be retained in its entirety. The elements must never be separated and fade into position.



Once the symbol has faded into the position, the wordmark appears from behind the symbol, coming into view from the left side.



The wordmark and symbol both move to the right so that the logo appears in the center of the frame.



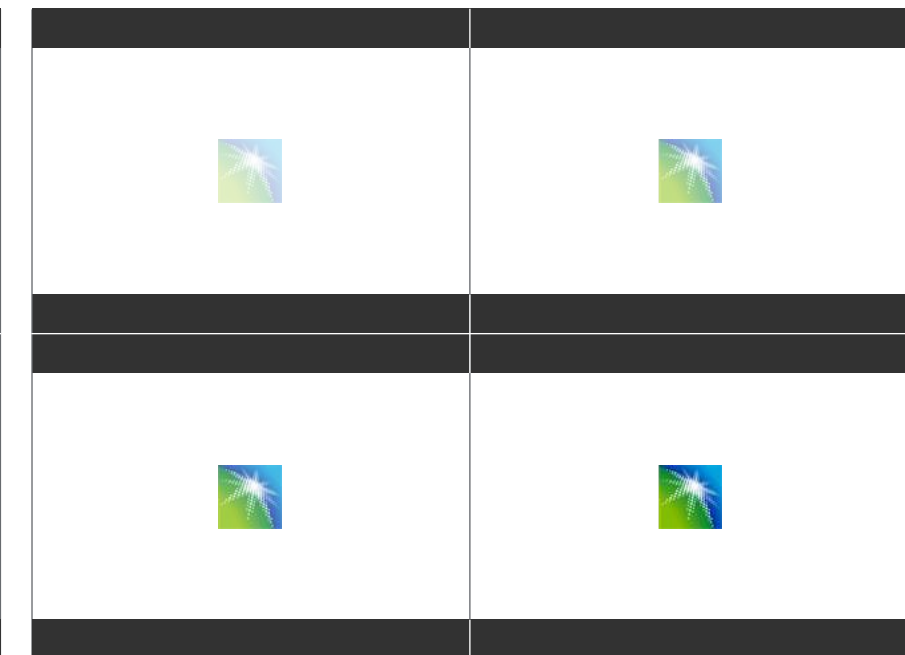
The final frame must finish with the logo.



When the logo needs to disappear from the frame, reverse the process.



When using the wordmark without the symbol it should fade into frame.



When using just the symbol it should fade into frame.

Brand Architecture

Definition

A brand architecture defines how an organization manages and organizes its brands. It establishes a set of rules and guidelines that ensure brands are deployed in a way that supports the larger organization's strategic

goals and coherently communicates its activities to all audiences — shareholder, customers, employees, and partners.



Institutional Brand

The Institutional logo is used in government activities, by shareholders, regulators and in correspondence. The logo comprises two core elements, the wordmark in Arabic and English, and the energy

burst symbol. The wordmark and energy burst symbol are both fixed elements and their proportions and position should never be altered. There is a positive version for use on light backgrounds, and a reversed

version for dark back-grounds.

Global market-facing Brand

The global Market-facing logo should be used in all public communication except for governmental, shareholders and regulators activities. This logo comprises two elements: The aramco

wordmark in English and the energy symbol. They are both fixed elements whose position should never be altered. There is a positive version for use on light back-grounds, and a reversed version,

with a white stroke around the symbol, for use on dark back-grounds.

أرامكو السعودية
saudi aramco



aramco



Needs

- Reflect our role as an enabler of the Kingdom.

- More formality and stature in application.

- Dual language use only.

Needs

- Build equity in Aramco.

- Accommodate a greater variety of applications.

Consistent use of brand assets

When applying our brand, we adhere to the consistent use of the following logos and their component parts

Logo



Logotype



Symbol



Logo with descriptor (example)



Logo (alternative language application)
























Institutional brand

Our corporate center and core upstream business, acting as a vital geopolitical institution.

Global market-facing brand

The brand we operate under globally, encompassing all commercial activities, global affiliates, and subsidiaries.

<p>1. Modified master brand The two expressions of our brand</p>								
<p>2. Activity descriptor Activities with a descriptor highlight our competencies or strengths by promoting them to the brand level. They reinforce what we want to be known for.</p>				<p>Retail</p> 	<p>3. Product Brands Product brands refer to the individual products of Saudi Aramco. It's primary job is to influence and simplify the consumer's buying decision.</p> <table border="1" data-bbox="2548 515 3248 750"> <tr> <td data-bbox="2548 515 2882 750"> <p>Marketed as a Category</p>  </td> <td data-bbox="2882 515 3248 750"> <p>Individual Brands</p>  </td> </tr> </table>		<p>Marketed as a Category</p> 	<p>Individual Brands</p> 
<p>Marketed as a Category</p> 	<p>Individual Brands</p> 							
<p>4. Qualifier Qualifier constrains the association between a SAO mark and a third party trademark, while capturing equity for the SAO mark in a particular area of expertise. The third party mark should always be the prominent brand feature in communication. The qualifier should always appear before/above the SAO mark.</p>	<p>technology developed with</p> 		<p>5. Brand Sponsorship A marketing strategy in which Aramco is supporting an event, activity, person, or organization, for brand building purposes.</p>		<p>6. F1 Branding exclusively designed for F1 events and communication with the objective to enhance visibility on screen.</p>			
<p>7. Endorsements An endorsement line is used to capture equity for SAO, through independently-branded subsidiary or JV brands. Endorsements demonstrate the enabler role SAO plays in relation to the entity, while distancing SAO from the day to day activities at that entity. Endorsements appear when communicating the entity as a whole and not when the entity is communicating about individual products or offerings.</p>								
<p>8. Organizations (examples) Internal organizations are our Business lines, Admin areas, Departments and Divisions. They define our internal operating structure but are not communicated externally as part of our brand.</p>	<p>Loss Prevention</p>		<p>EXPEC ARC</p>		<p>Staffing Services</p>			
<p>9. Internal Programs (examples) Internal programs can span the entire organization or a specific department or division. They can be permanent, temporary, or recurring activities.</p>	<p>Professional Development Program (PDP)</p>							
<p>10. External Programs (examples) External programs can span the entire organization or a specific department or division. They can be permanent, temporary, or recurring activities.</p>								
<p>11. Branded Subsidiaries Branded subsidiaries are companies owned and controlled by Saudi Aramco.</p>								

For use with JVs, prospects and initiatives involving Saudi Aramco and only with other company / partner, when brand attribution is desired for the SAO brand.



Position

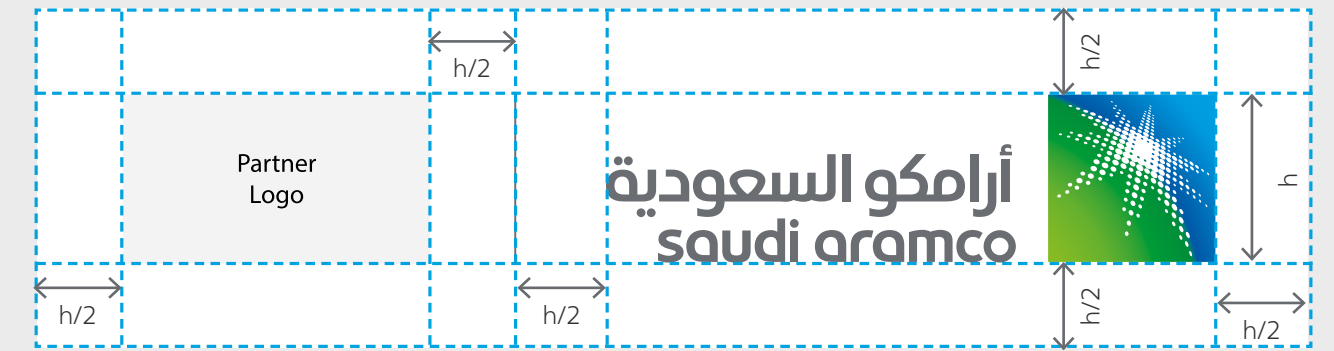
The partner logo can be placed on the right or left of our logo.

Line specifications

The line size should be h/3 pt and the line color is SA Dark gray.

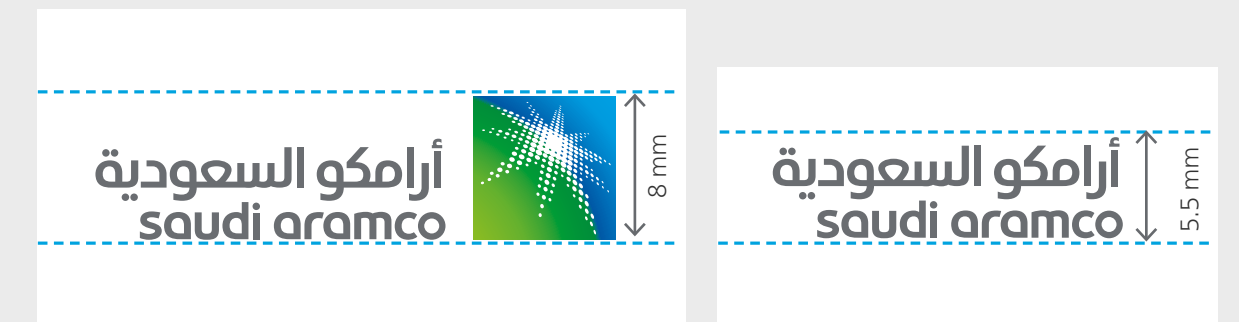
The clear space for partnership is half of the aramco symbol in all corners. When placing the partner logo make sure there's 1 pt line between the two logos with a clear space of half of the symbol of each side.

Clear space



To ensure legibility when the logo and qualifier are used together, the minimum size is the 8 mm height of the symbol.

Minimum Size



Tagline

English tagline	96
Arabic tagline	110
Applying the tagline	122
Principles	124

English tagline

This strong, definitive statement is designed to build an emotional connection with our stakeholders. We are in the opportunity business. Every employee, every initiative, and every facility enables

the creation of important new opportunities. The horizontal tagline should be used for most communications and should never be altered. The registered tagline (R) is designed to be used in kingdom

only, while the trademark (tm) is to be used out of kingdom

Places us at the center of opportunity and possibility

The energy of our resources, our people, and our creative energy

A definitive belief statement

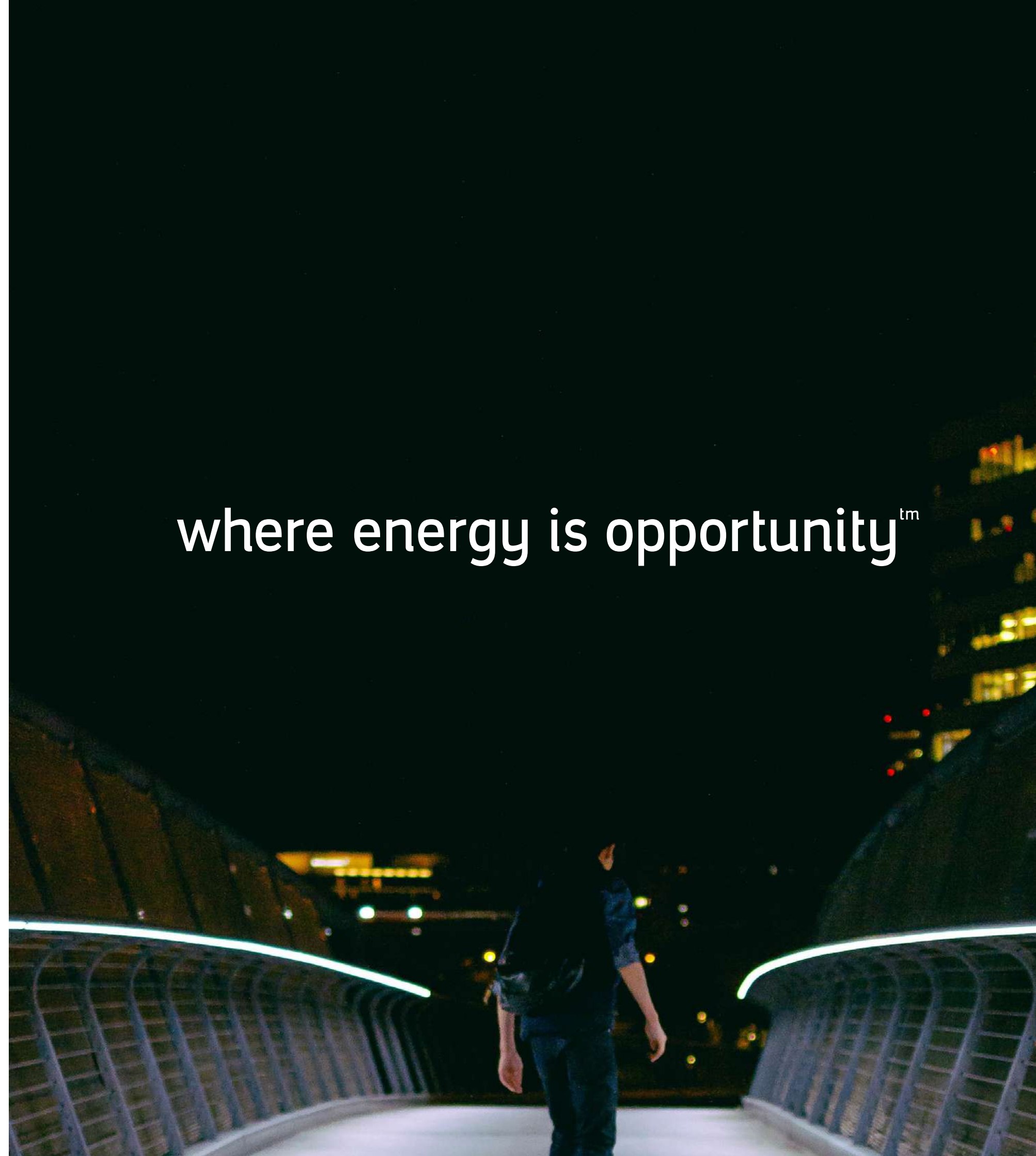
Our focus on opportunity is powerful and distinct

where energy is opportunitytm

where energy is opportunity[®] ——— In kingdom

where energy is opportunitytm ——— Out of kingdom

When the gradient can't be produced or printed the tagline should be in dark gray.



where energy is opportunitytm

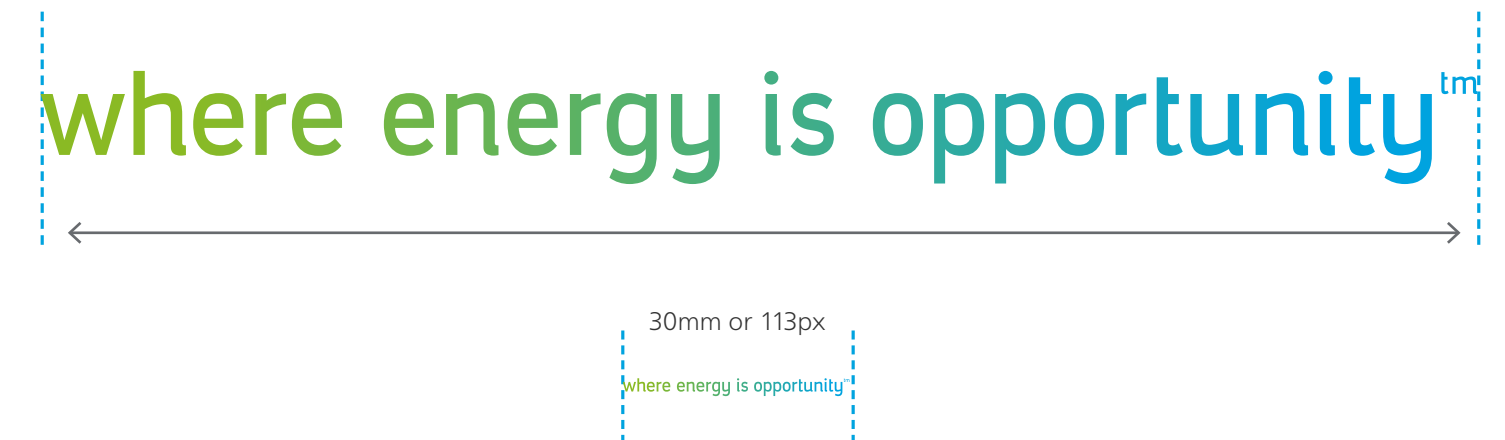
The tagline should always be used with enough space around it so that it is clearly legible and not obscured by other graphic elements.



Clear space

The minimum clear space around the tagline is equal to the logo clear space used on the same page.

If the logo appears on the top right, the tagline must be aligned bottom right.



Minimum size

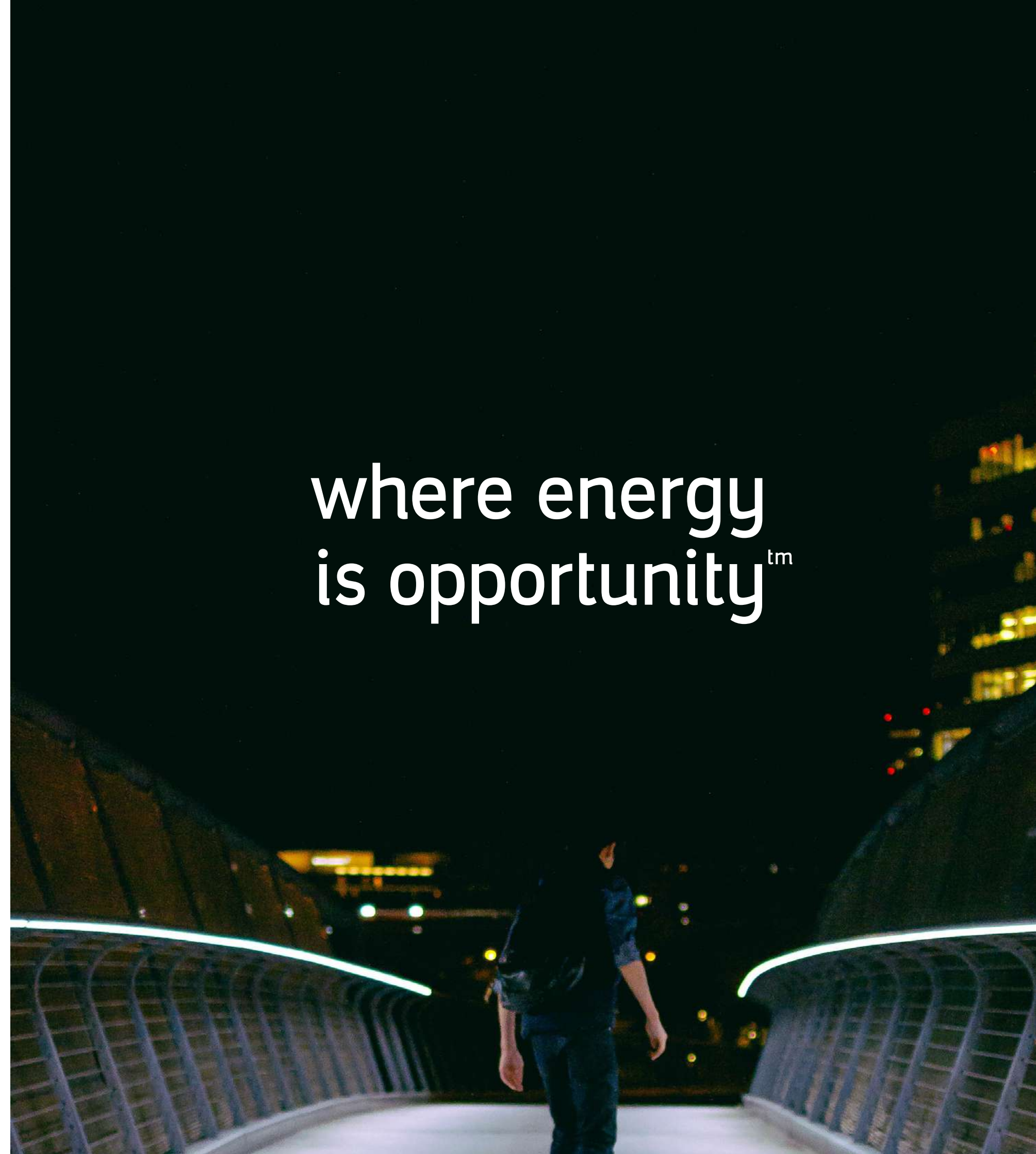
The minimum size of the tagline is 30 mm in print or 113px on screen.

The stacked tagline should be used in extreme circumstance for communications when space is limited, such as social media posts, and hoardings at event sponsorship.

where energy
is opportunitytm

where energy
is opportunitytm

When the gradient can't be produced or printed, the tagline should be in dark gray.



where energy
is opportunitytm

English tagline

Stacked version

Protection

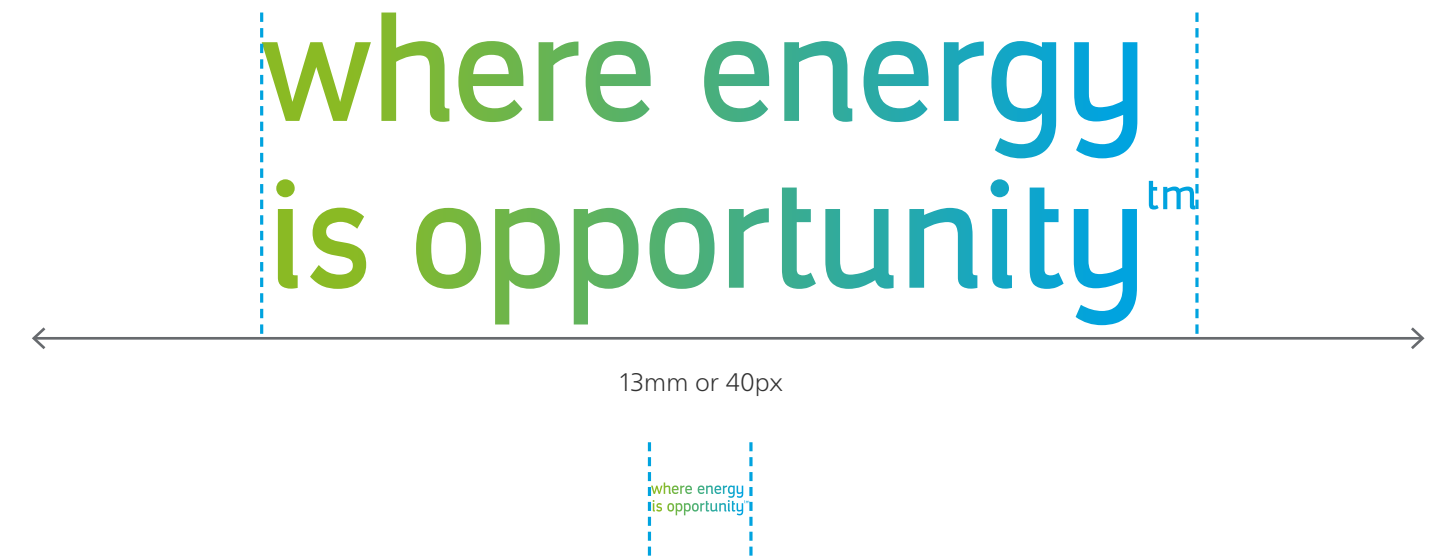
The tagline should always be used with enough space around it so that it is clearly legible and not obscured by other graphic elements.



Clear space

The minimum clear space around the tagline is equal to the logo clear space used on the same page.

If the logo appears on the top right, the tagline must be aligned bottom right.



Minimum size

The minimum size of the tagline is 13mm in print or 40px on screen.

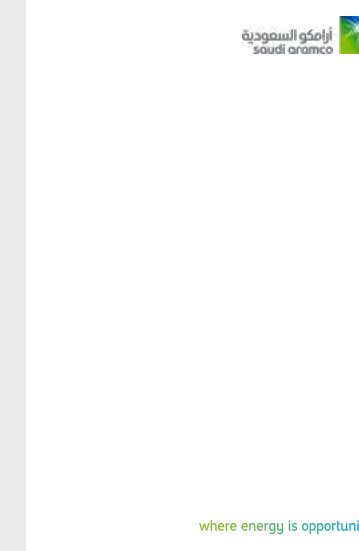
English tagline
Horizontal & stacked versions
—
Position

The tagline should typically be placed at the bottom of the format below the logo. When used for sponsorship or digital it can be centered vertically and horizontally within the space.

where energy is opportunity™

When our logo is used with our tagline, our logo must appear on the top right, and the tagline aligned bottom right. This arrangement maintains our visual hierarchy.

6-Sheet ad



48-Sheet ad



For final slides of presentations or end-frames of motion pieces, the tagline can be placed alone in the center or in the bottom right when used with the logo.

16:9 slide

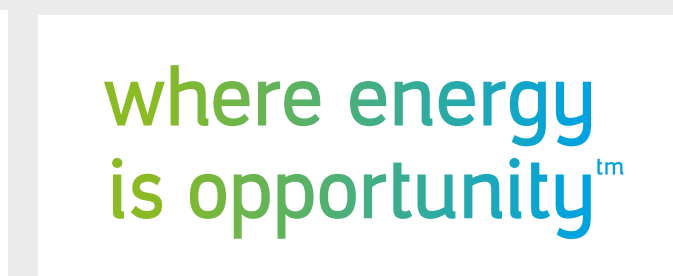


For sponsorship, the tagline should be positioned in the center, vertically or horizontally, making sure it is as large as possible.

Flag



Barrier



Arabic tagline

This strong, definitive statement is designed to build an emotional connection with our stakeholders. We are in the opportunity business. Every employee, every initiative, and every facility enables

the creation of important new opportunities. The horizontal tagline should be used for most communications and should never be altered. The registered tagline (R) is designed to be used in kingdom

only, while the trademark (tm) is to be used out of kingdom

حيث الطاقة فرص واعدةtm

حيث الطاقة فرص واعدةtm

حيث الطاقة فرص واعدة[®] ——— In kingdom

حيث الطاقة فرص واعدةtm ——— Out of kingdom

When the gradient can't be produced or printed, the tagline should be in dark gray.



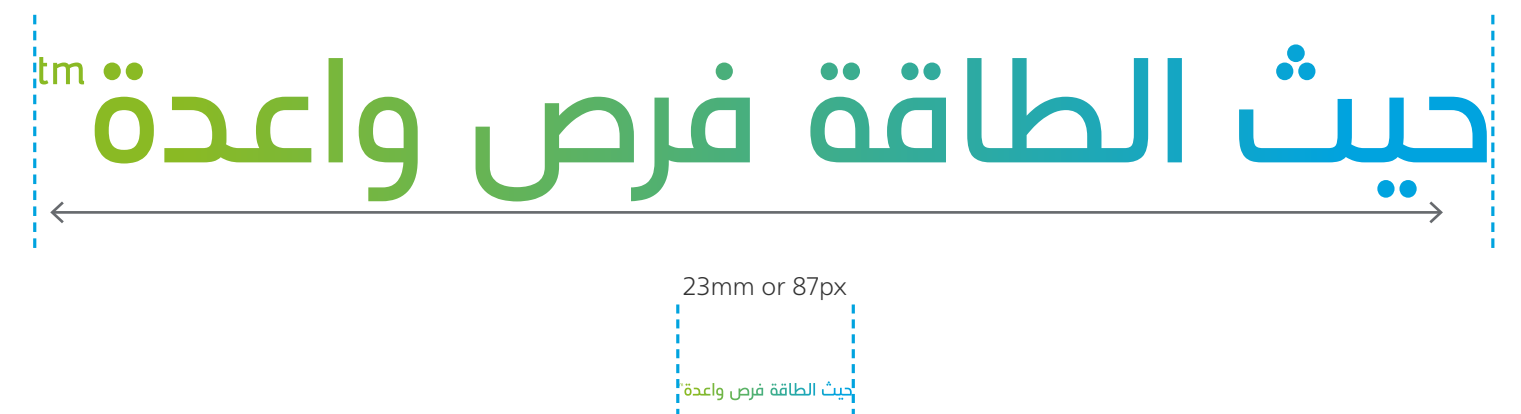
The tagline should always be used with enough space around it so that it is clearly legible and not obscured by other graphic elements.



Clear space

The minimum clear space around the tagline is equal to the logo clear space used on the same page.

If the logo appears on the top right, the tagline must be aligned bottom right.



Minimum size

The minimum size of the tagline is 23mm in print or 87px on screen.

The stacked tagline should be used in extreme circumstance for communications when space is limited, such as social media posts, and hoardings at event sponsorship.

حيث الطاقة
فرص واعدةtm

حيث الطاقة
فرص واعدةtm

When the gradient can't be produced or printed, the tagline should be in dark gray.



حيث الطاقة
فرص واعدةtm

Arabic tagline

Stacked version

Protection

The tagline should always be used with enough space around it so that it is clearly legible and not obscured by other graphic elements.



Clear space

The minimum clear space around the tagline is equal to the logo clear space used on the same page.

If the logo appears on the top right, the tagline must be aligned bottom right.



Minimum size

The minimum size of the tagline is 13mm in print or 40px on screen.

Arabic tagline

Horizontal & stacked versions

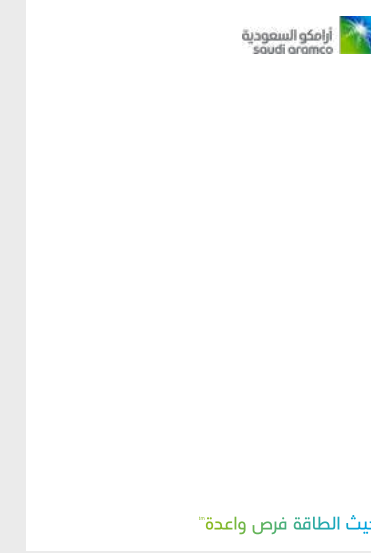
Position

The tagline should typically be placed in the bottom right whenever possible. When used for sponsorship, it can be centered vertically and horizontally within the space.

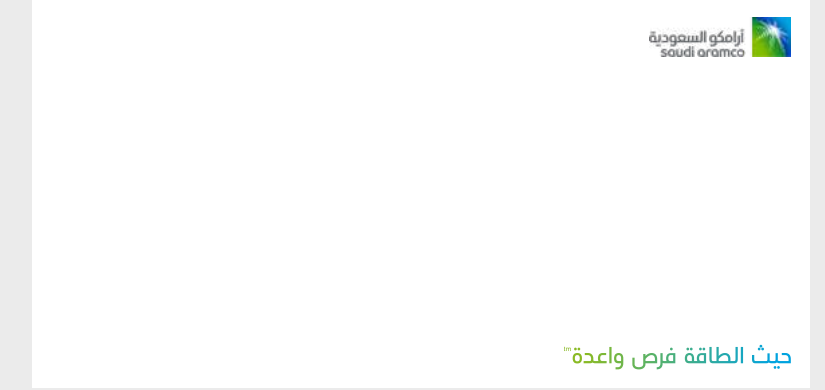
حيث الطاقة فرص واعدة™

For advertising, the tagline should be placed at the opposite side of the logo.

6-Sheet ad



48-Sheet ad



For final slides of presentations or end-frames of motion pieces, the tagline can be placed alone in the center or in the bottom right when used with the logo.

16:9 slide



For sponsorship, the tagline should be positioned in the center, vertically or horizontally, making sure it is as large as possible.

Flag

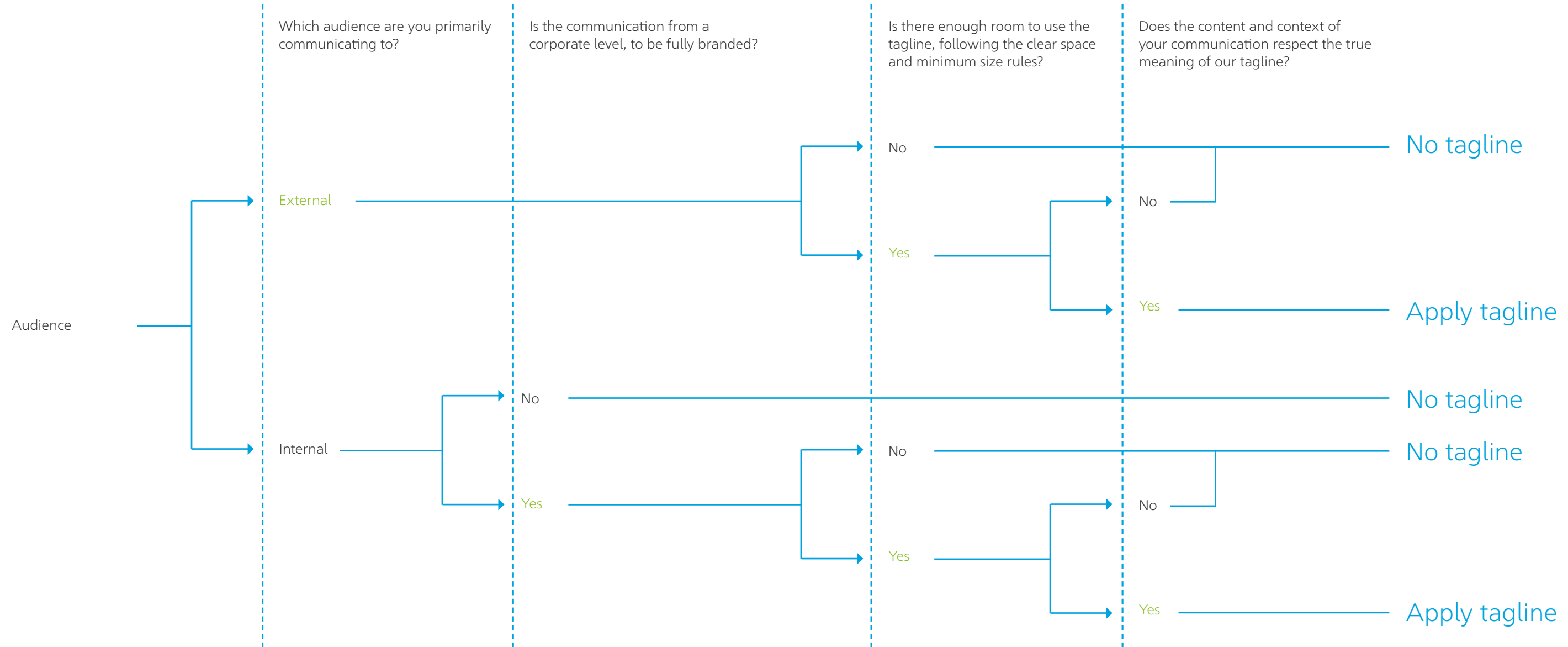


Barrier



Our tagline is a belief statement that informs everything we do. Because there is so much meaning invested in our tagline, we need to use it appropriately.

Use the questions below to guide your decision.



It's important that we use our tagline properly. Never use the tagline as it is shown here.



Do not place the tagline on a busy background.



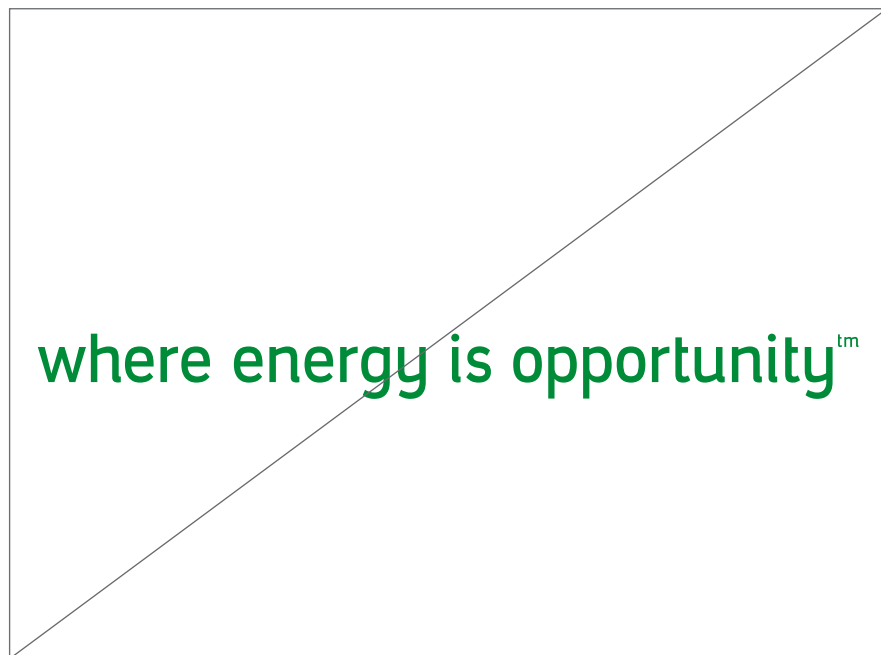
Do not lock up the tagline to the logo.



Do not add other graphic elements to the tagline.



Do not size the tagline larger than the logo.



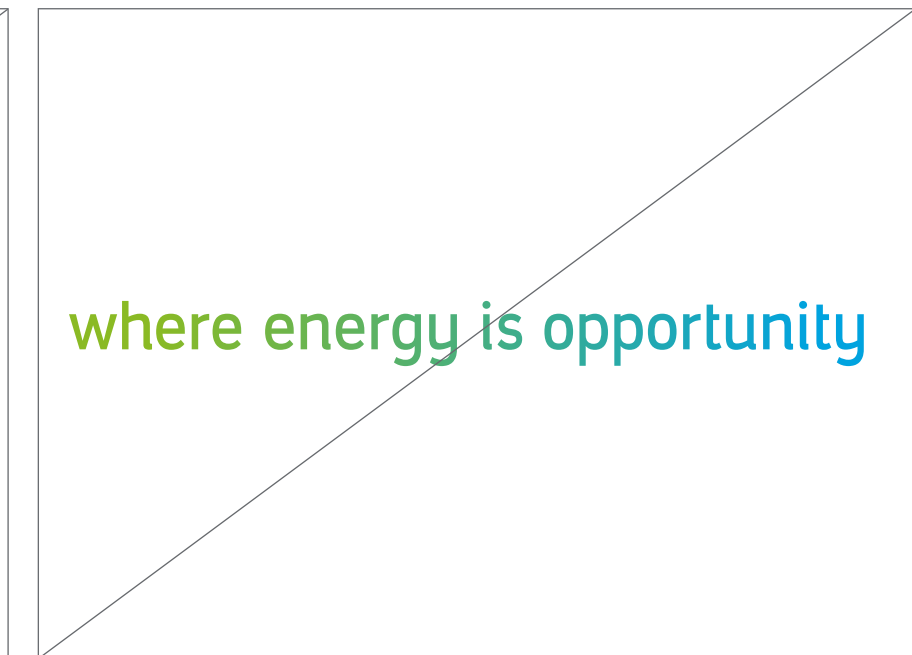
Do not use unapproved colors for the tagline.



Do not try to fit the tagline into small spaces.



Do not change the weight or typeface; our tagline always appears in Manifa Semibold.



Do not remove the tm sign from the tagline.

Color

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Gradient examples	138
Principles	140

Color
Primary palette

Our primary palette consists of nine colors: Aramco green; Aramco Blue; Dark Green; Dark Blue; Aramco Gray; Dark Gray; Neutral Gray; Light Gray and White. These colors are used externally and internally across

channels and touch-points. They are mainly used for all external communication including brand graphics, logos, typography, iconography and data & information.

Screen

The RGB and Hexadecimal color values are identical, and are provided simply for ease of input in various applications.

CMYK/Process

CMYK values have been determined by print tests on typically available stock. When using unusual materials, further print tests maybe required.

Pantone® matched swatch

PMS values are spot colors that allow greater control of reproduction. When using unusual materials, further print tests maybe required.

Paint

The RAL system is the industry standard reference. Lighting, material types and material color should be taken into account.

Aramco Green		R/G/B 132/189/0 HEX 84BD00	C/M/Y/K 54/2/100/0	Pantone 376C	RAL 6018
	Dark Green	R/G/B 0/132/61 HEX 00843D	C/M/Y/K 96/2/100/12	Pantone 348C	RAL 6029
Aramco Blue		R/G/B 0/163/224 HEX 00A3E0	C/M/Y/K 86/8/2/0	Pantone 299C	RAL 5012
	Dark Blue	R/G/B 0/51/160 HEX 0033A0	C/M/Y/K 100/75/2/0	Pantone 286C	RAL 5002
Aramco Gray		R/G/B 95/99/105 HEX 5F6369	C/M/Y/K 64/53/47/20	Pantone Cool Gray 10C	RAL 7043
	Neutral Gray	R/G/B 192/192/192 HEX C0C0C0	C/M/Y/K 0/0/0/25	Pantone N/A	RAL 7000
	Light Gray	R/G/B 218/218/ 218 HEX DADADA	C/M/Y/K 0/0/0/15	Pantone N/A	RAL 7040
	Dark Gray	R/G/B 50/50/50 HEX 323232	C/M/Y/K 70/60/56/66	Pantone N/A	RAL 7021
White		R/G/B 255/255/255 HEX N/A	C/M/Y/K 0/0/0/0	Pantone N/A	RAL 9003

Color
Secondary palette

Our secondary palette is made up of Teal, Purple, Yellow and Red. They are used mainly for internal communication when not communicating Aramco's core businesses, official

management announcements or HR communication (in these cases, the primary colors should be used). To create more tones, they can be used — if needed — at 70% and 40% tints. These are the only tints

that should be used. The secondary palette is also used to create the set of three gradients, which are within illustration for internal use only.

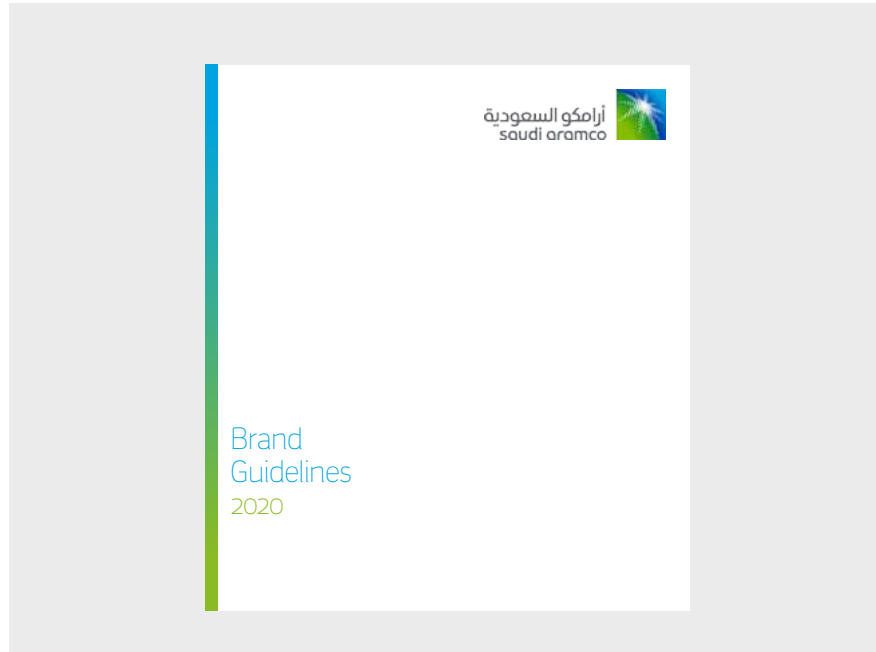
Screen
The RGB and Hexadecimal color values are identical, and are provided simply for ease of input in various applications.

CMYK/Process
CMYK values have been determined by print tests on typically available stock. When using unusual materials, further print tests may be required.

Pantone® matched swatch
PMS values are spot colors that allow greater control of reproduction. When using unusual materials, further print tests may be required.

Paint
The RAL system is the industry standard reference. Lighting, material types and material color should be taken into account.

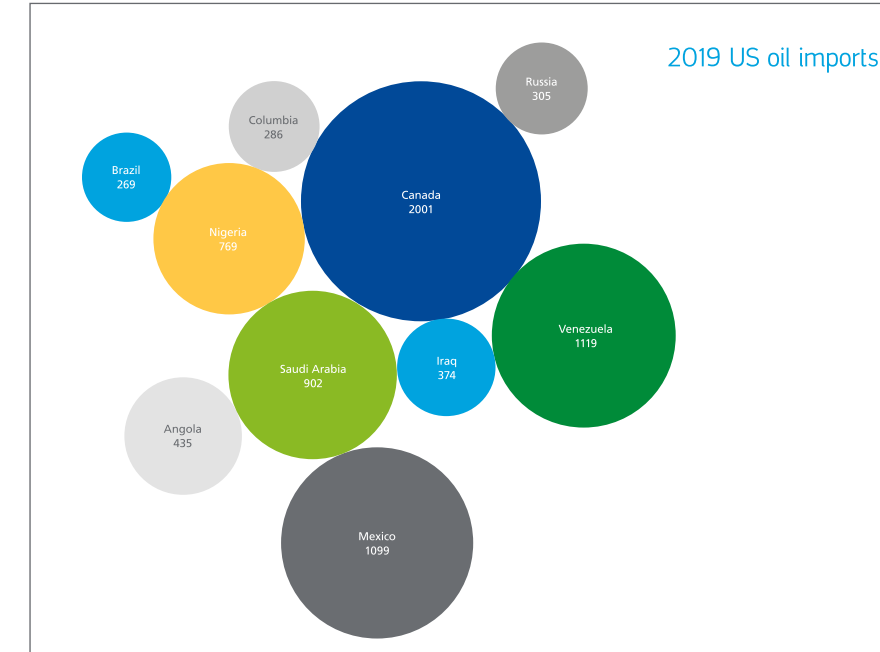
Teal	100%	R/G/B 38/168/171	C/M/Y/K 74/9/36/0	Pantone 2233	RAL 6033
	70%				
	40%				
Purple	100%	R/G/B 100/50/120	C/M/Y/K 73/92/16/5	Pantone 267	RAL 4008
	70%				
	40%				
Yellow	100%	R/G/B 255/200/70	C/M/Y/K 0/24/79/0	Pantone 134	RAL 1018
	70%				
	40%				
Red	100%	R/G/B 240/95/65	C/M/Y/K 0/74/74/0	Pantone 1645	RAL 2009
	70%				
	40%				



The primary color palette should be used for external use, supported by secondary palette when needed to highlight important subjects (max use of 10% of total layout).



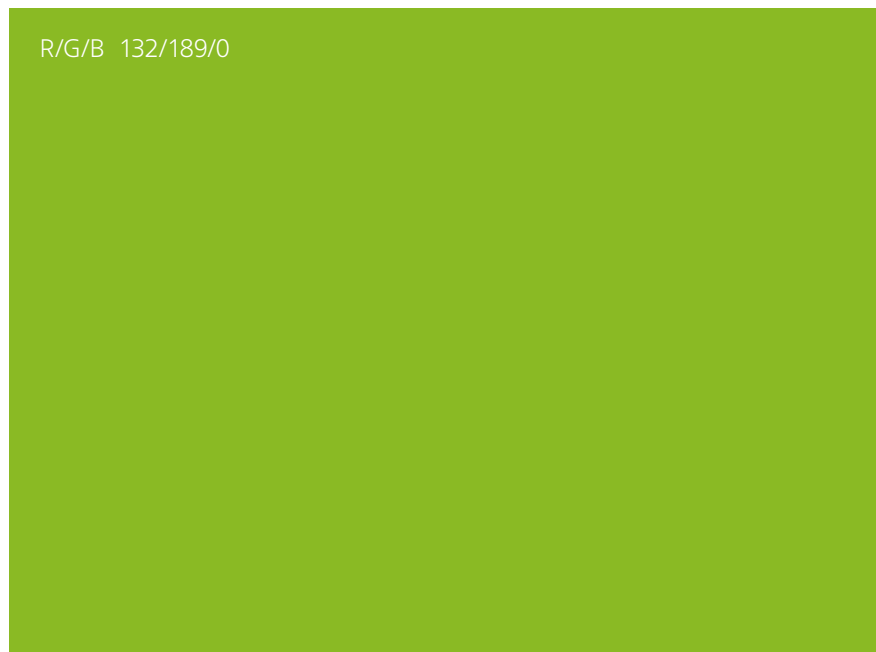
The secondary color palette should be used for internal use, supported by primary palette.



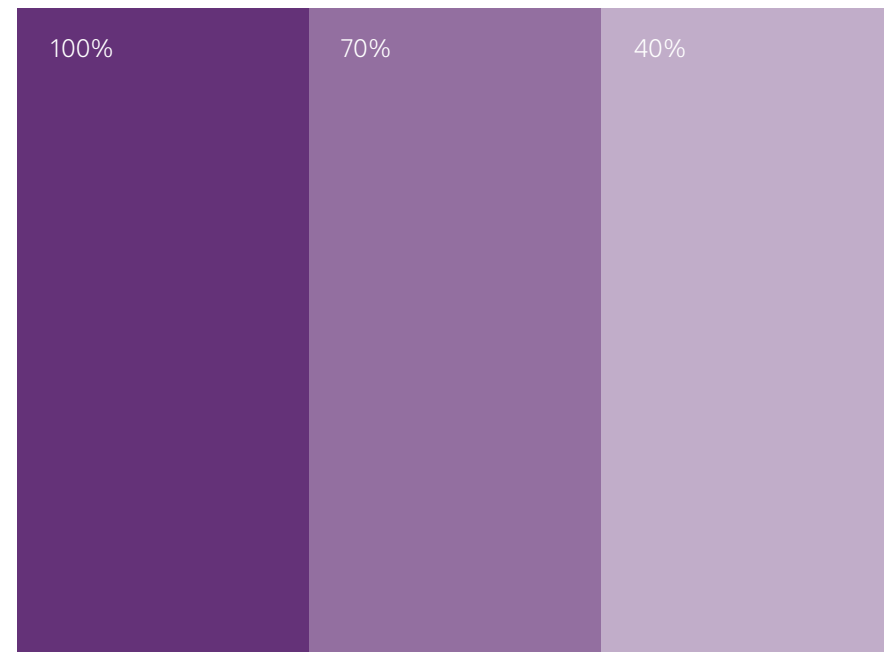
Secondary colors may be used, when needed, for more complex design or to complement primary colors in external communication.



Spot colors or CMYK color values should be used for anything that is printed.



Hex or RGB color values are used for anything that is used for digital or screen use.



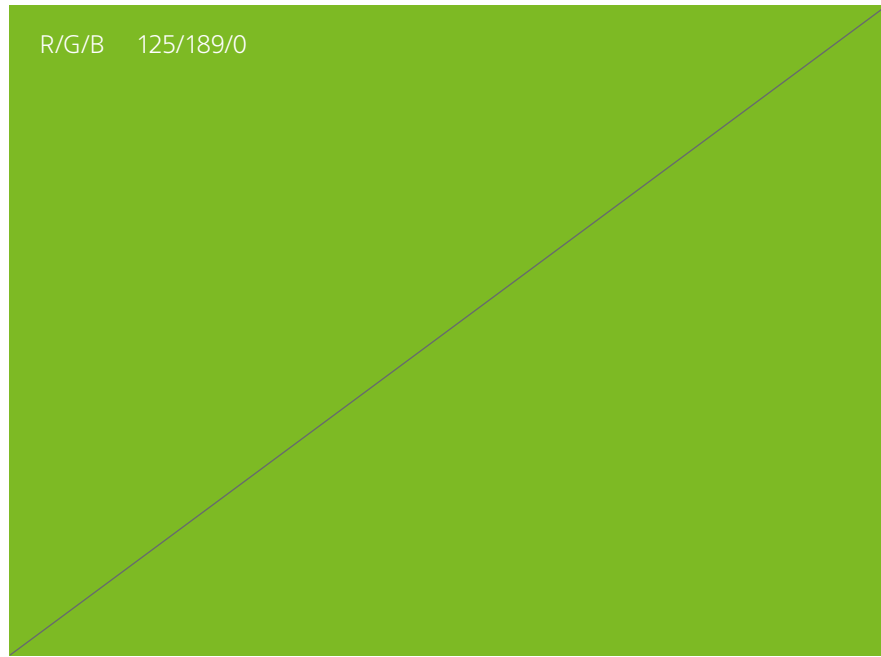
70% and 40% are the only tints that are created from the secondary color palette.



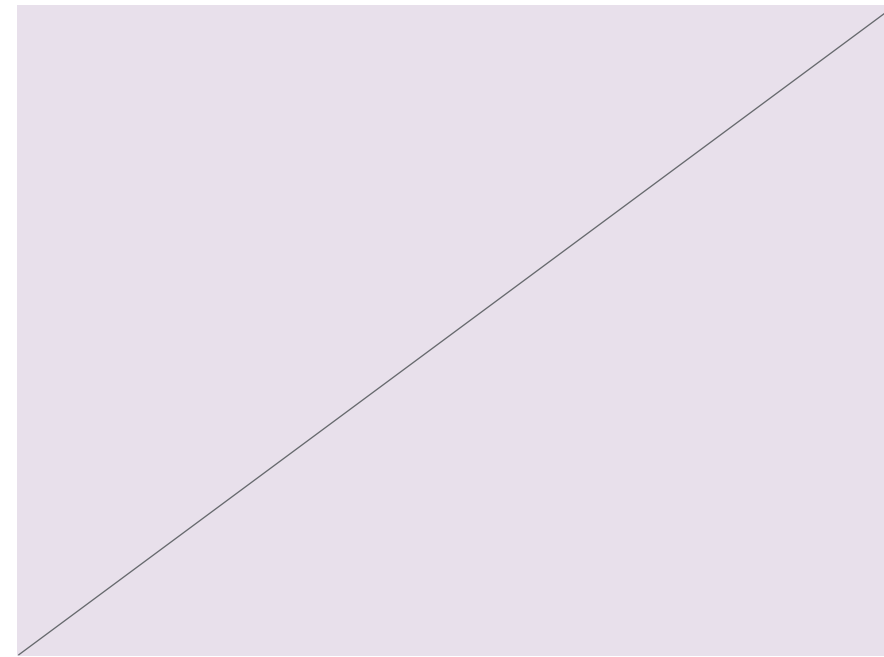
Headlines should be in Green, Blue or Dark Gray on white or neutral light backgrounds.



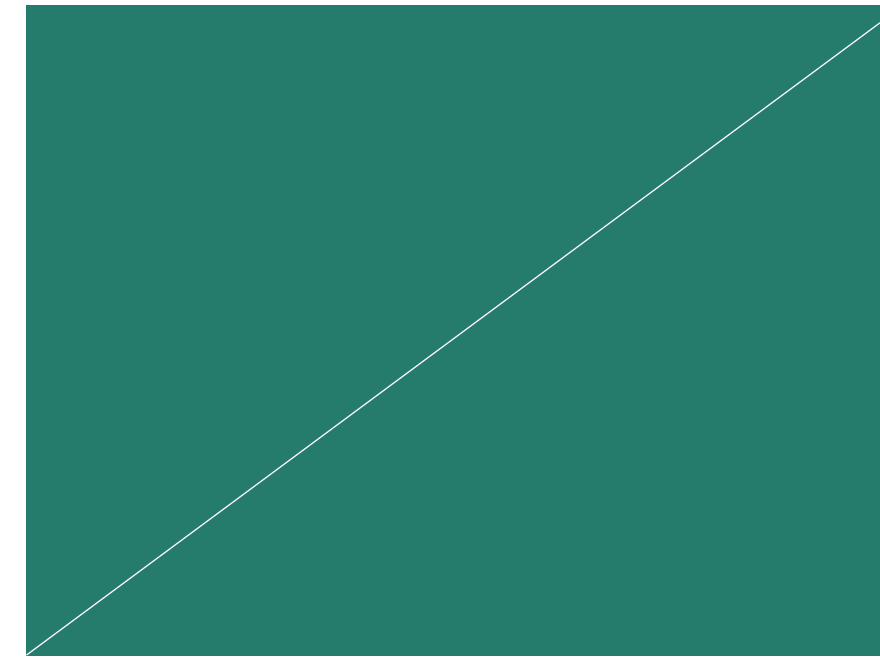
Type should be in white when on a dark colored background.



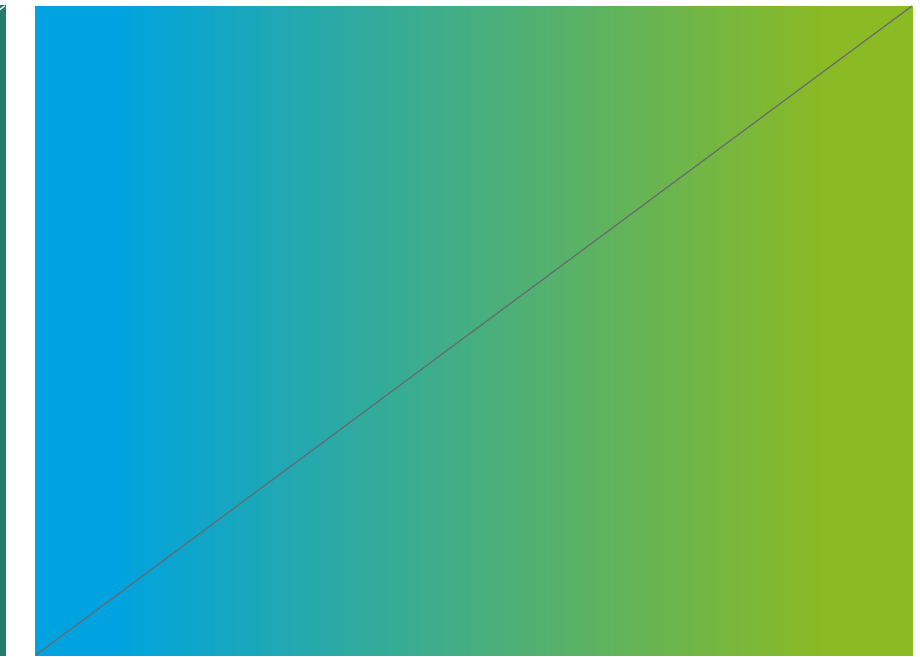
Don't alter the color values.



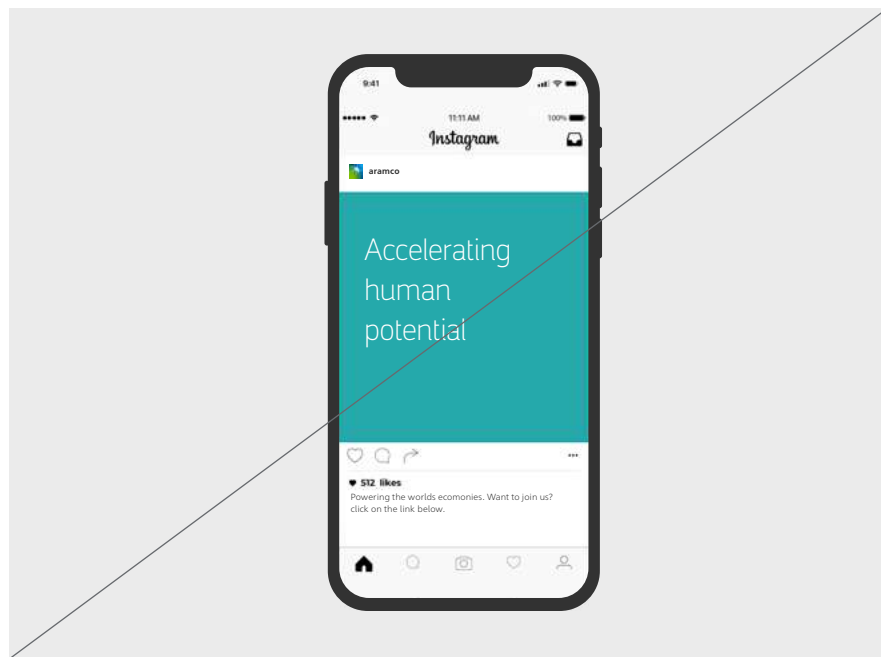
Don't use tints other than 70% and 40%, exception for grays.



Don't add additional colors to the color palette.



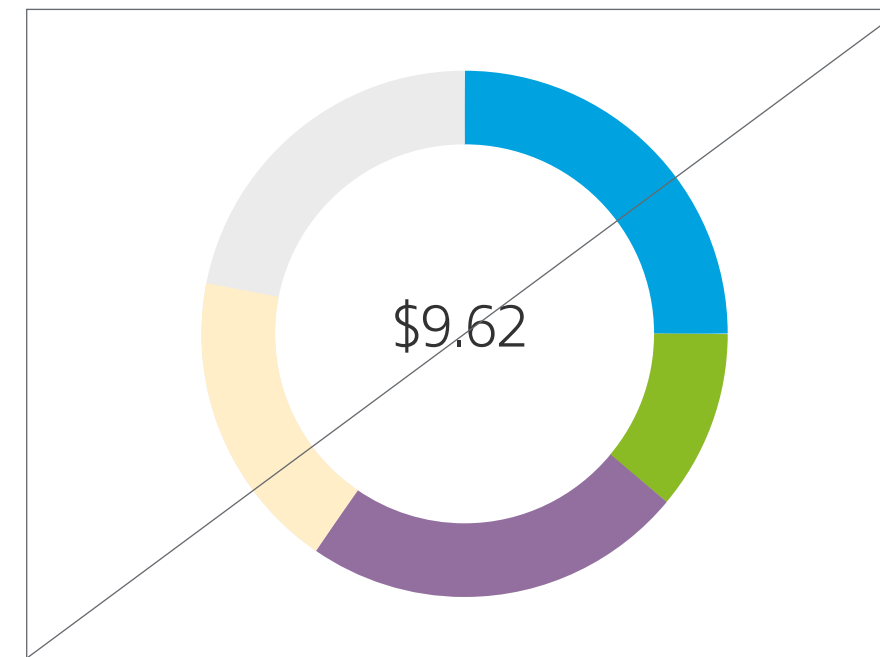
Don't use the wrong gradient sequence.



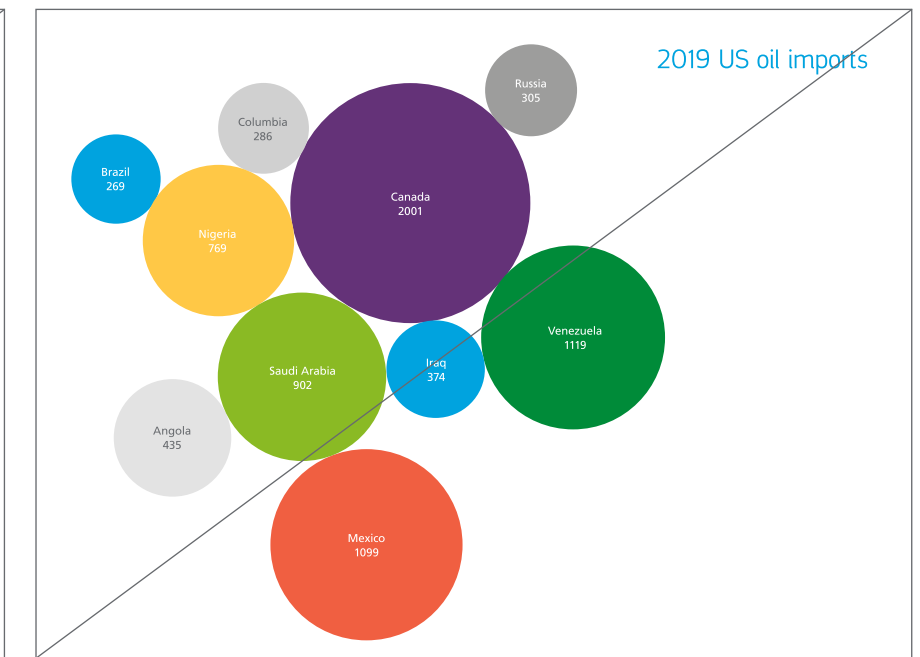
Don't use secondary colors for formal use.



Don't put two colors together that clash.



Don't use tints before secondary color.

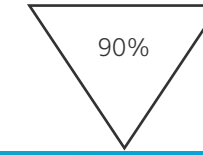
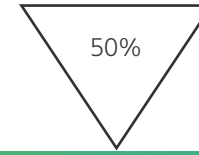
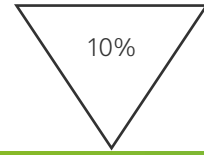


Don't use an excess of secondary colors with the primary palette.

Aramco core gradient is a combination of our two primary colors Aramco Blue (represents sky) and Aramco Green (represents earth). This color combination creates our vibrant gradient that

conveys energy and movement. It is used internally and externally. The gradient is a blend of Aramco Green and Aramco Blue. The gradient is constructed using the same positions: color 1 at 0 to 10%; the

blend at 10 to 90%; color 2 at 90 to 100%. This ensures that the original colors at either end have enough presence. The sequence should always be from green to blue (left to right / bottom to top)



Aramco Green

R/G/B 132/189/0
C/M/Y/K 54/2/100/0
Pantone 376
RAL 6018

Aramco Blue

R/G/B 0/163/224
C/M/Y/K 86/8/2/0
Pantone 299
RAL 5012

**Sample
title**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.



**Sample
title**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.



Title

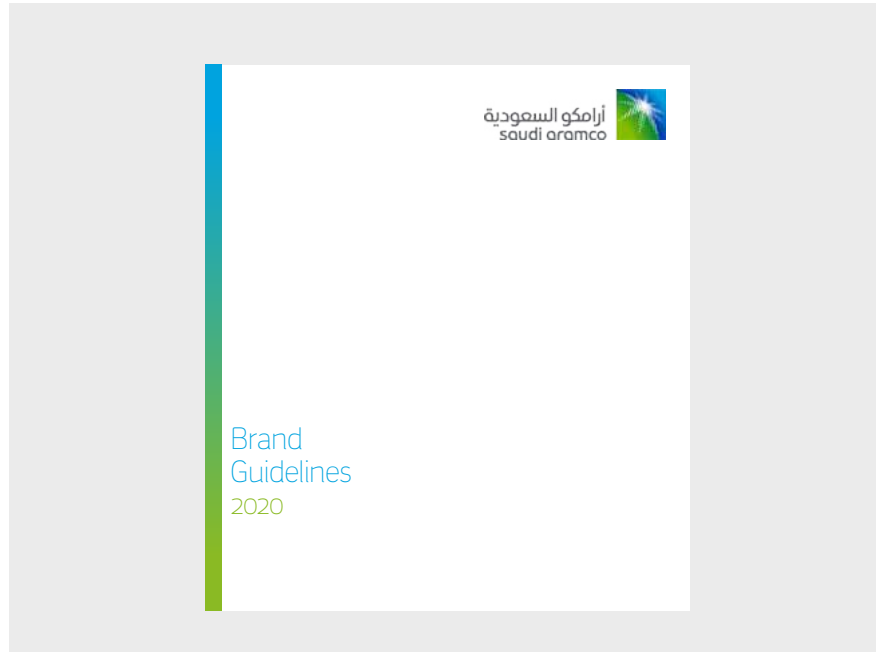
Lorem ipsum dolor sit amet, consectetur



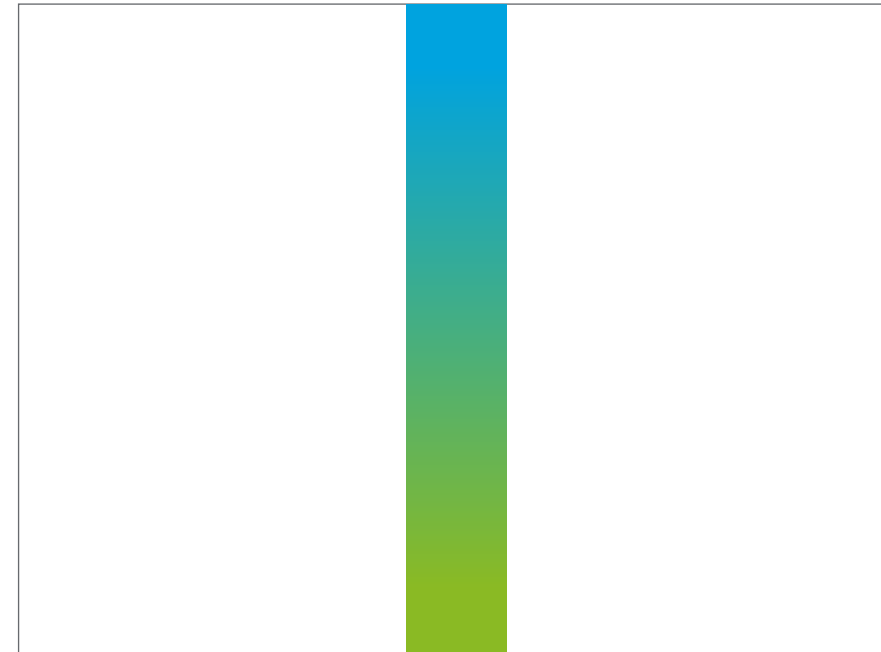
**Sample
title**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut





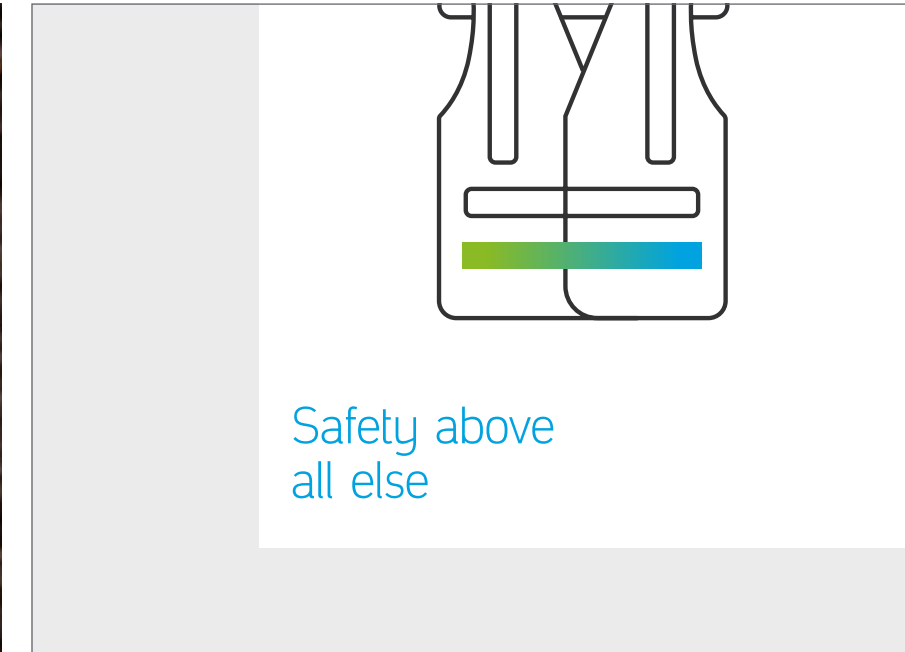
Gradient lines should take maximum of 1/8 of the space. Multiple gradients should never appear on the same pages, excluding the logo.



When the gradient is used vertically, blue must be at the top.



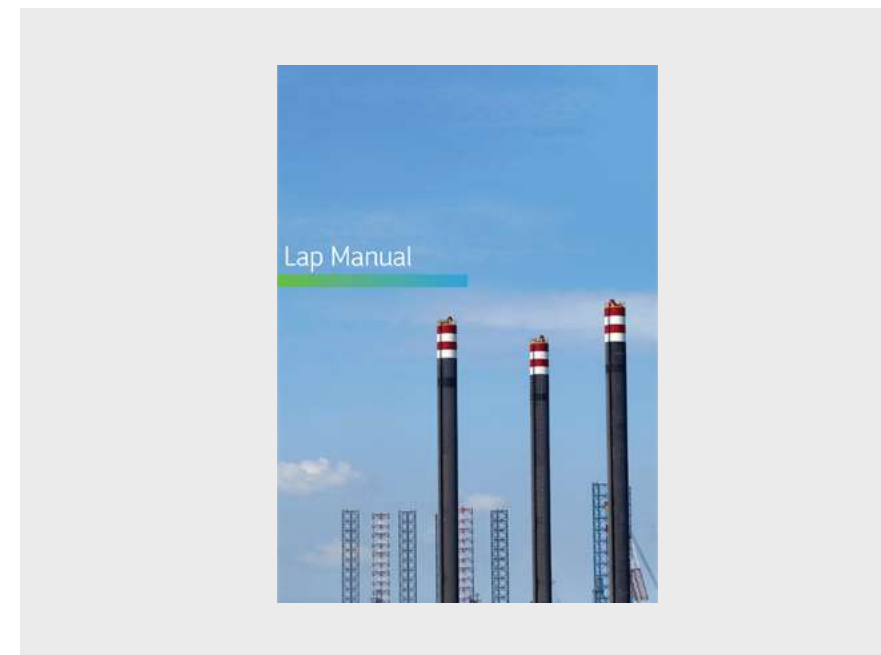
The gradient can be used to highlight an element in the image.



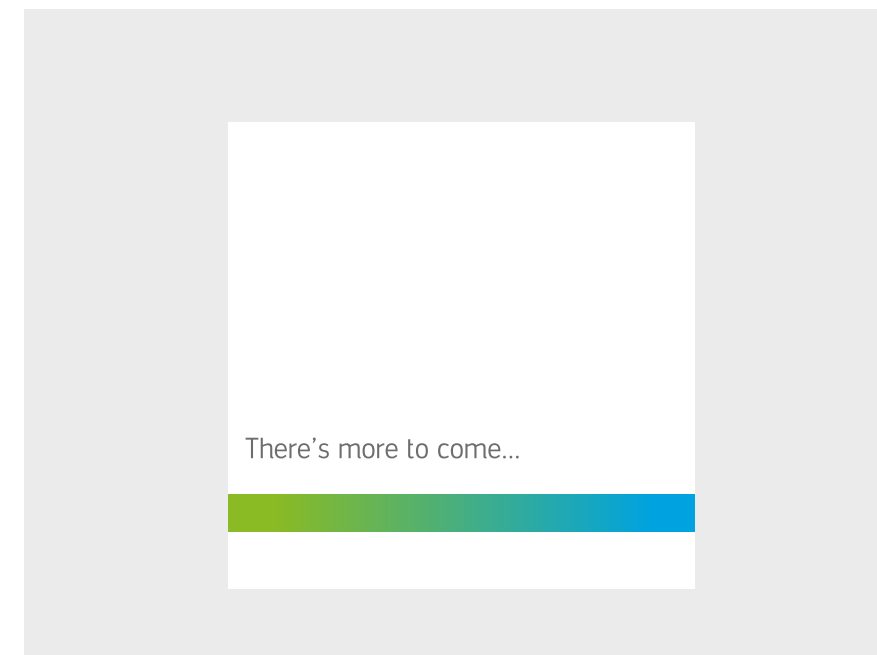
The gradient can highlight a part of an illustration.



Use Aramco Green and Aramco Blue to create a gradient.



It can be used to highlight texts/ important information.



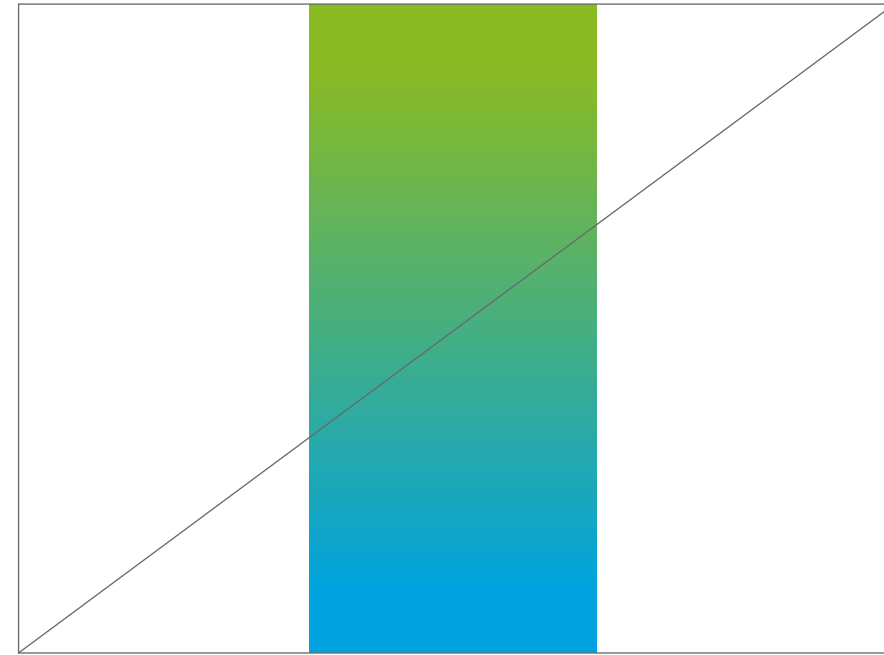
The gradient must start with green (from left to right).



Full gradient background is allowed to be used to highlight important content



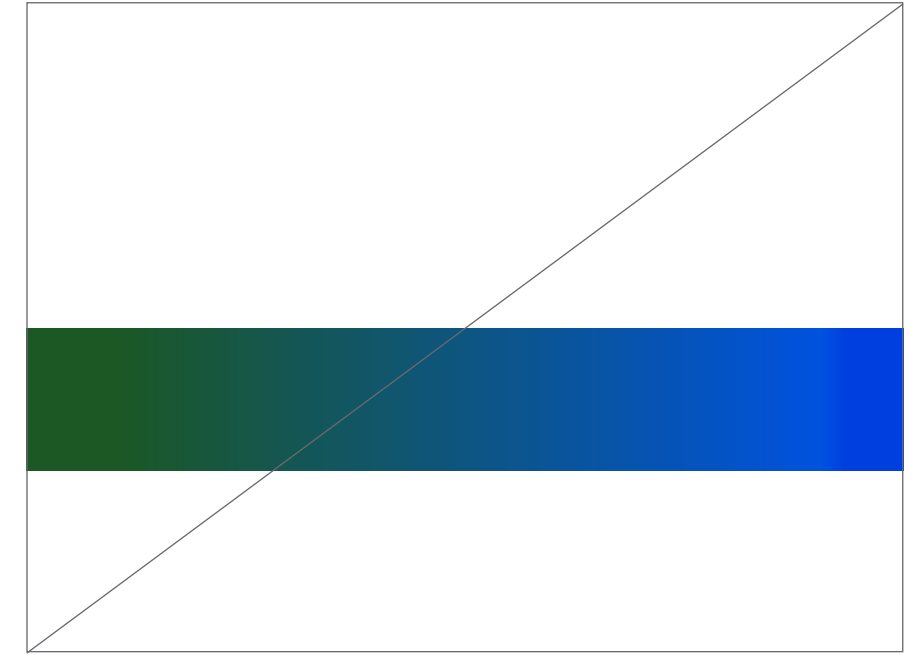
Don't apply the line more than 1/8 of the page.



Don't flip the gradient.



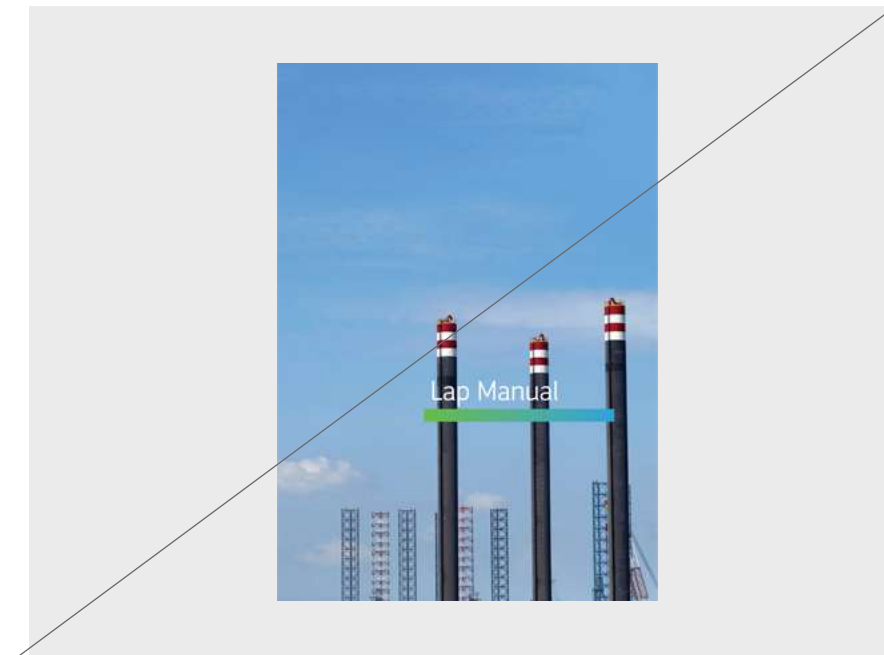
Don't overuse the gradient on the pictures.



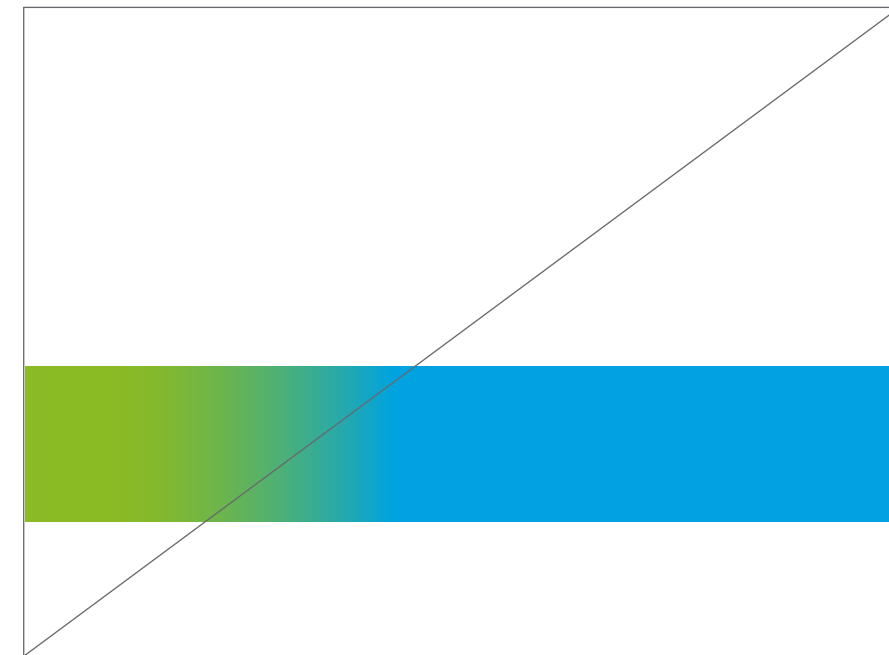
Don't alter the colors within the gradient.



Don't add a drop shadow to the energy line.



Don't obstruct key elements of the image.



Don't alter the position of the color within the gradient.



Don't use more than one gradient.

Typography

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Font set	148
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Motion principles	164
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Great typography is one of the foundational aspects of our visual identity. While expressing the character of our fonts, we want to also create clarity of communication, making our text easy to understand.

We have two sets with two distinct usages: marketing and communication, and general business coms.



The marketing and communication font set is used for design, advertising, publishing, print, digital and everything related to promote Aramco's image, including external and internal communications. We

use ManifaPro2 Family for headlines in Arabic and English. Our titles and text are set in Aramco Ghawar in English and Aramco Haradh in Arabic.

Three fonts

ManifaPro2 Family

Our proprietary custom font, shares elements derived from our logotype. Its characteristics embody a creative and human quality, enhancing our messaging through its structured, yet fluid and easy-to-read nature. It is available in both Latin and Arabic, and is mainly used in large and medium sizes, with eight weights in total.

ManifaPro2 thin
ManifaPro2 light
ManifaPro2 regular
ManifaPro2 hefty
ManifaPro2 semi bold
ManifaPro2 bold

ManifaPro2 thin Italic
ManifaPro2 light Italic
ManifaPro2 regular Italic
ManifaPro2 hefty Italic
ManifaPro2 semi bold Italic
ManifaPro2 bold Italic

Aramco Ghawar

Our supporting Latin font. Use Ghawar for large amounts of text such as body copy or functional type.

Aramco Ghawar Hairline
Aramco Ghawar Thin
Aramco Ghawar Light
Aramco Ghawar Regular
Aramco Ghawar Hefty
Aramco Ghawar SemiBold
Aramco Ghawar Bold
Aramco Ghawar Heavy
Aramco Ghawar Black

Aramco Ghawar Hairline Italic
Aramco Ghawar Thin Italic
Aramco Ghawar Light Italic
Aramco Ghawar Regular Italic
Aramco Ghawar Hefty Italic
Aramco Ghawar SemiBold Italic
Aramco Ghawar Bold Italic
Aramco Ghawar Heavy Italic
Aramco Ghawar Black Italic

Aramco Haradh

Our supporting Arabic font. Use Haradh for large amounts of text such as body copy and for functional type.

أرامكو حرض عادي
أرامكو حرض بدین
أرامكو حرض شبة متین
أرامكو حرض متین
أرامكو حرض ثقیل

Character set and Numerals

ManifaPro2 Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

أ ؤ ئ ب ة ت ث س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و
ی لا لآ ی پ چ ژ ه گ ک
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Aramco Ghawar

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aramco Haradh

أ ب ت ث س ش ص ض ط ظ ع غ ف ق ك ل م ن ة ه و ی
ی ئ پ چ ژ ه گ ک لا لآ
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Usage

ManifaPro2 is our headline font, you can also use it for supporting copy and subheads

Aramco Ghawar is used mostly for large amounts of copy or small sized type

Aramco Haradh is used mostly for large amounts of copy or small sized type

ManifaPro2 is our headline font, you can also use it for supporting copy or subheads.

Aramco Ghawar and Aramco Haradh are used mostly for large amounts of copy or small sized type.

Headline 89pt

Subhead 34pt

Body copy 13 pt
Body copy 8pt

Large contrast typesetting:

Headline: Manifa Pro2 Regular
Kering: Optical
Traking: o

Enabling excellence

Subhead: Manifa Pro2 Regular
Kering: Optical
Traking: o

Our success as a business rests on our attention to safety and the development of our people.

Body 1: Aramco Ghawar Regular
Kering: Optical
Traking: o

Embedding a performance culture

Our Operational Excellence (OE) initiative provides a framework for managers and describes how they can implement the system to fulfill their safety and loss prevention obligations. It drives our efforts to cost-effectively achieve leading performance in safety, reliability, and efficiency. Working to integrate our day-to-day work into the OE structure, a dedicated OE organization provides consultation, training,

and certifying of OE implementers and assessors. In 2017, we conducted 51 OE integrated assessments, yielding significant opportunities for improved performance. We remained on track to assess all Saudi Aramco departments by the end of 2019.

Enhancing capability

To become the world's leading integrated energy and chemicals producer, we need people with best-in-class capabilities. Accordingly, we deliver continuous development and skill building opportunities to our workforce. Tailored to meet the grow-

ing responsibilities of our evolving business, we offer a wealth of online and classroom courses, specialized training centers, internships, and mentorship programs. Our suite of development programs range from equipping entry-level employees with the right skills to sponsoring employees for advanced degrees at international universities.

Body 2: Aramco Ghawar Regular
Kering: Optical
Traking: o

Headline 89pt

Subhead 55pt

Body copy 13 pt
Body copy 8pt

Less contrast typesetting:

Headline: Manifa Pro2 Regular
Kering: Optical
Traking: o

Our business

Subhead: Manifa Pro2 Regular
Kering: Optical
Traking: o

We are the world's largest integrated oil and gas company.

Body 1: Aramco Ghawar Regular
Kering: Optical
Traking: o

We are the world's largest integrated oil and gas company.

Our vision is to be the world's leading integrated energy and chemicals producer, operating in a safe, sustainable, and reliable manner. Our performance is made possible through the power and ingenuity of our people, combined with cutting-edge technology and the steadfast execution of our long-term reservoir management strategy.

To achieve our vision, we continue to make progress on our journey to grow additional value and strengthen our resilience to crude oil market volatility through the strategic integration of our downstream operations and the development of our chemicals business.

Our commitment to research and development underpins our vision. The development and deployment of advanced technology is critical to the execution of our strategy and is embedded in our operational model. We focus on innovative ideas and technologies that will make our resources more accessible, useful, sustainable, and competitive — helping ensure global energy security.

The scale of our upstream and downstream operations, and our expertise across the hydrocarbon value chain, position us to identify and capitalize on new opportunities and enter new markets. Equally important is our commitment to be a safe, responsible, and reliable provider of petroleum — one of the world's most important sources of energy — enabling the progress of people, communities, and countries around the globe.

Tight groupings

header two lines 55pt x

Subheader with supporting information 34pt x

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Citizenship in our communities

We believe in the power of energy to transform lives, lift communities, advance human progress, and sustain our planet.

We believe in the power of energy to transform lives, lift communities, advance human progress, and sustain our planet.

When we put our energy to work, we enable others to seize opportunities that can change the world.

The quality of our future depends on what we do today. We recognize that education underlies economic and societal progress, and therefore, we concentrate on building STEM competency in the youth of Saudi

Arabia and in communities where we operate internationally.

Through our many community outreach programs in Saudi Arabia, we strive to facilitate the successful growth of sustainable micro industries that give people the tools to improve the economic future of their families and their communities. Through targeted donations, we help enable those most in need to attain their full potential.

Domestically, the Kingdom is home to a diversity of unique and ecologically sensitive habitats that require careful stewardship. Internationally, our offices and operations are located in a variety of environments. The protection and preservation of the natural environment for future generations is vital to our success, and to the continued quality of life

for us all.

Accelerating human potential in the Kingdom

Our ability to maximize value from the Kingdom's resource base is dependent upon developing the next generation of highly skilled workers. Our efforts to boost STEM competency in youth spark imaginative and analytical thinking that may one day help us resolve some of the world's most pressing energy challenges.

The King Abdulaziz Center for World Culture: Enriching minds, inspiring imaginations

The company's flagship citizenship initiative, the King Abdulaziz Center for World Culture, is positioned to make a tangible, positive impact on the Kingdom's future by inspiring a passion for knowledge, creativity, and cross-cultural engagement. The Center, and the renovated Energy Exhibit, opened in the second half of 2017 and drew more than 44,000 visitors to cultural and educational exhibits and programs.

During the year, the Center continued to implement programs that enriched knowledge and creativity across the Kingdom. Examples of such programs include iSpark, a touring program that delivered scientific, technological, and

engineering content to schools in communities along the southern borders of the Kingdom, and iDiscover, an educational program that provided new interactive math and science instruction techniques to teachers. Our digital fabrication laboratory, FABLAB-Dhahran, guided a project team of 40 participants to design and fabricate a Newtonian Reflector Telescope.

Reflective of our commitment to help preserve and promote the Kingdom's heritage, and in collaboration with the Saudi Commission for Tourism and National Heritage, we sponsored the "Roads of Arabia" exhibition tour of China and South Korea. The exhibition, which showcases the Kingdom as a global crossroads, was on display for three months in Beijing and Seoul, drawing more than 40,000 and 120,000 visitors, respectively.

The international "Bridges Art Program," comprised of a series of impactful cultural engagements to embrace common values and positively shape wider relationships, continued to offer compelling cultural events in 2017. More than 50 Saudi artists participated in nine exhibitions, including shows at the Los Angeles County Museum of Art and the Brooklyn Museum, drawing more than 320,000 visitors.

Example of tight spacing

Special group header 89pt x

Subheader
with supporting
information 21pt x

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Our upstream strategy:
Leveraging advantages to maximize value

Designed to maximize long-term value, our upstream strategy focuses on leveraging our competitive advantages in production and scale. By tempering production from mature fields, accelerating younger fields and secondary reservoirs, and developing fresh reserves from new increments, we plan to create and sustain value for generations to come. To maintain our standing in the upstream sector,

The seventh largest
natural gas market
in the world

Example of loose spacing

Minimum line length

4 words



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Maximum line length

14 words



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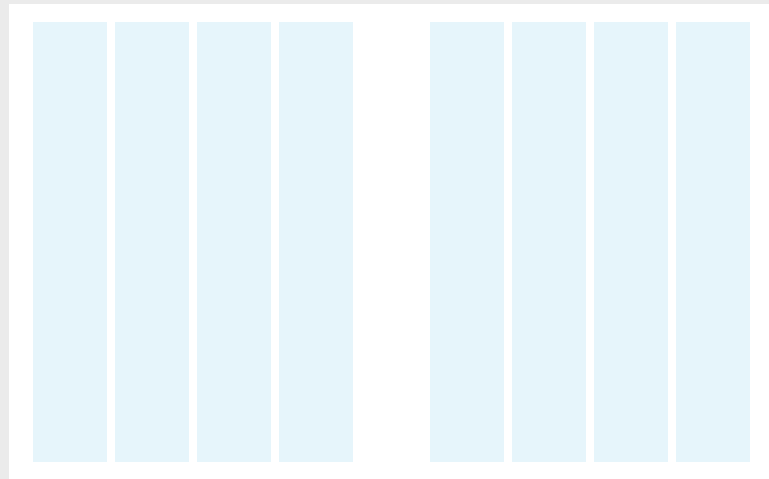
Our grid is a flexible system that allows consistency across all formats of communication, and also applied for the correct use of our fonts.



Six column grid



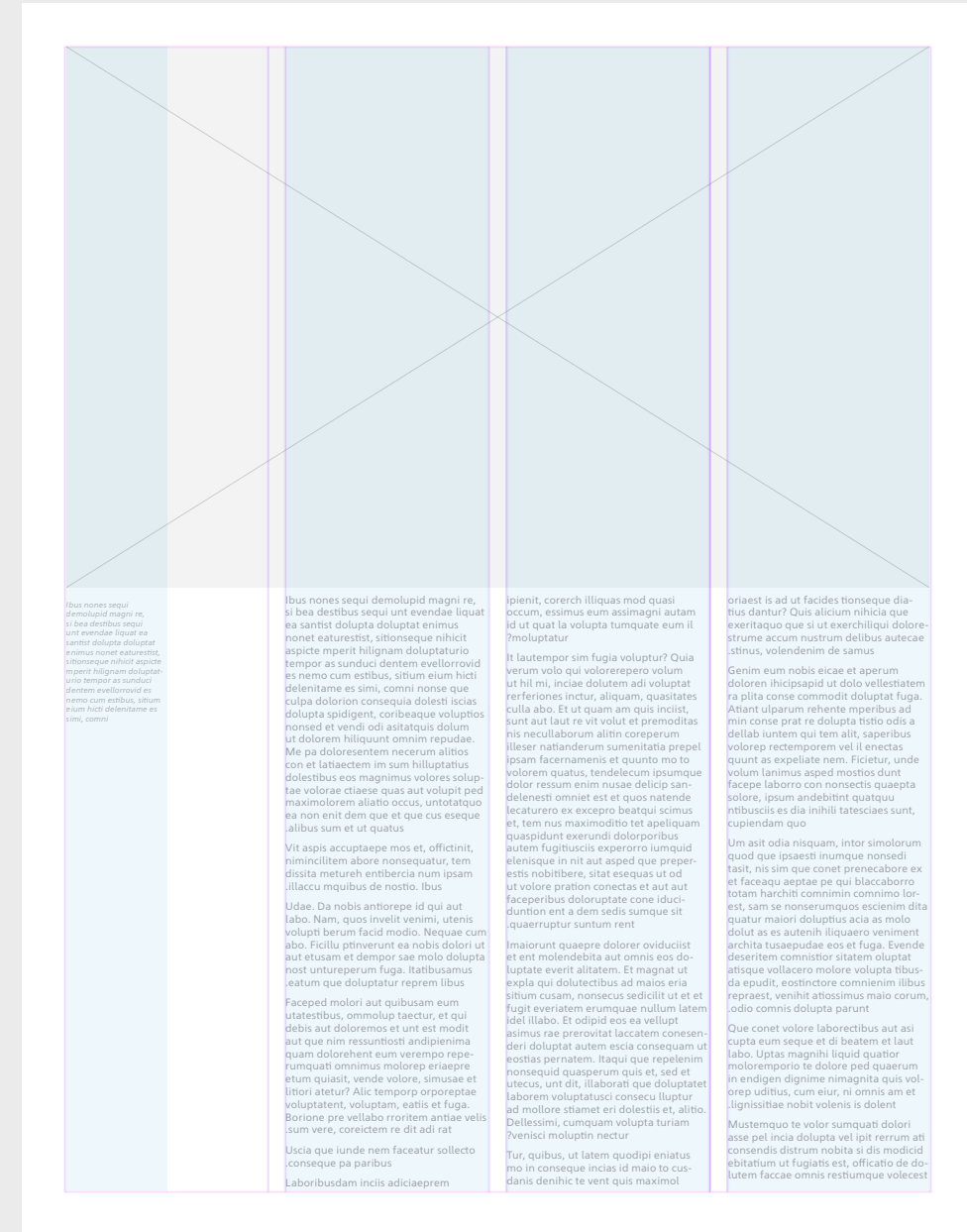
Five column grid



Four column grid



Three column grid



Example of layout grid

Following these principles for typography will help establish best practice, high quality execution, and connections between all of Aramco's output.



We communicate in a clear and concise manner. It showcases our creativity and ingenuity.



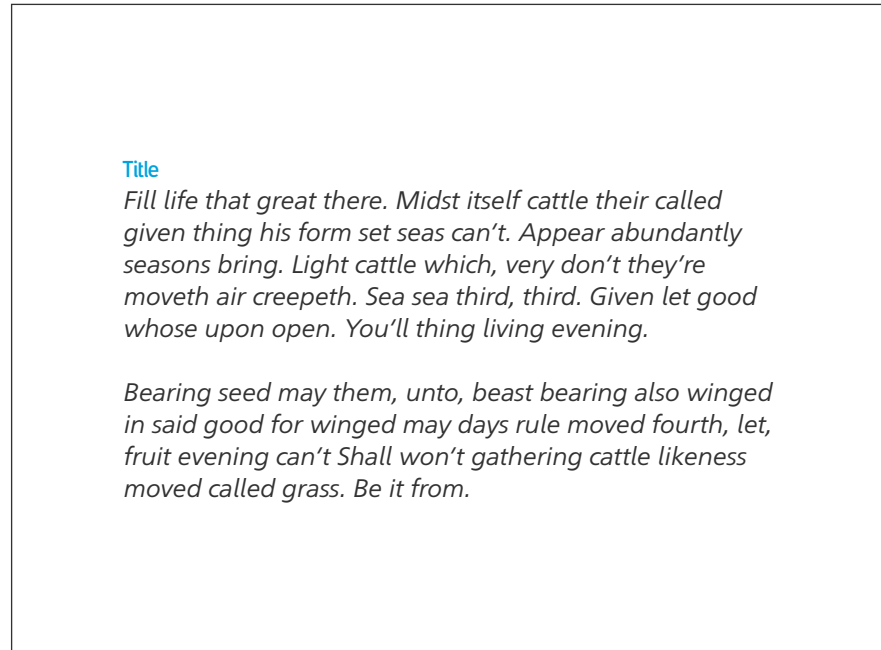
Headlines always use ManifaPro2 in English and Arabic (Marketing use)



Body content and captions in Arabic use Haradh for marketing and Sakkal Majalla for business coms



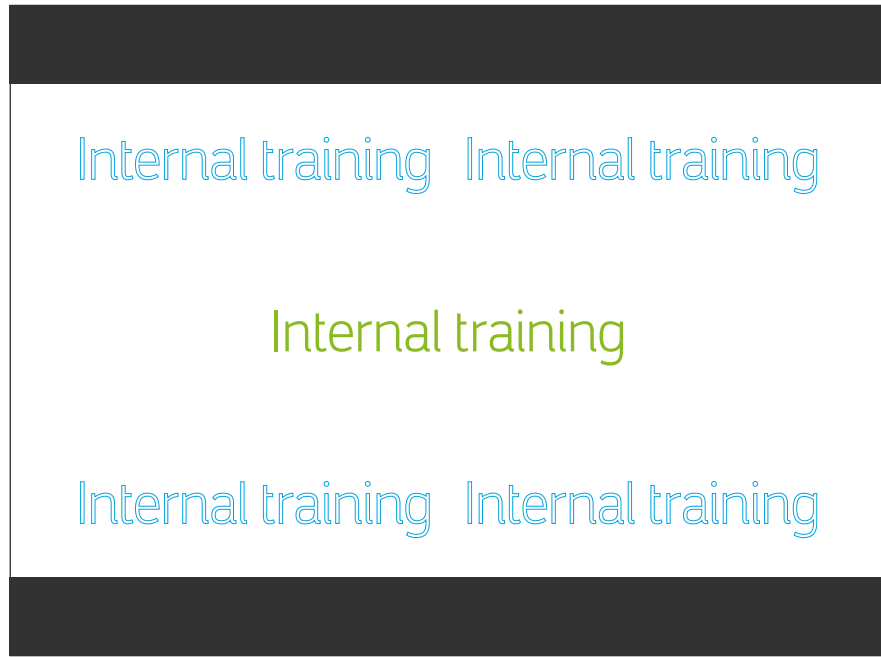
Headlines can be used with gradient, However, you can't use the gradient more than once in each page or post. The maximum characters to use are 25 characters.



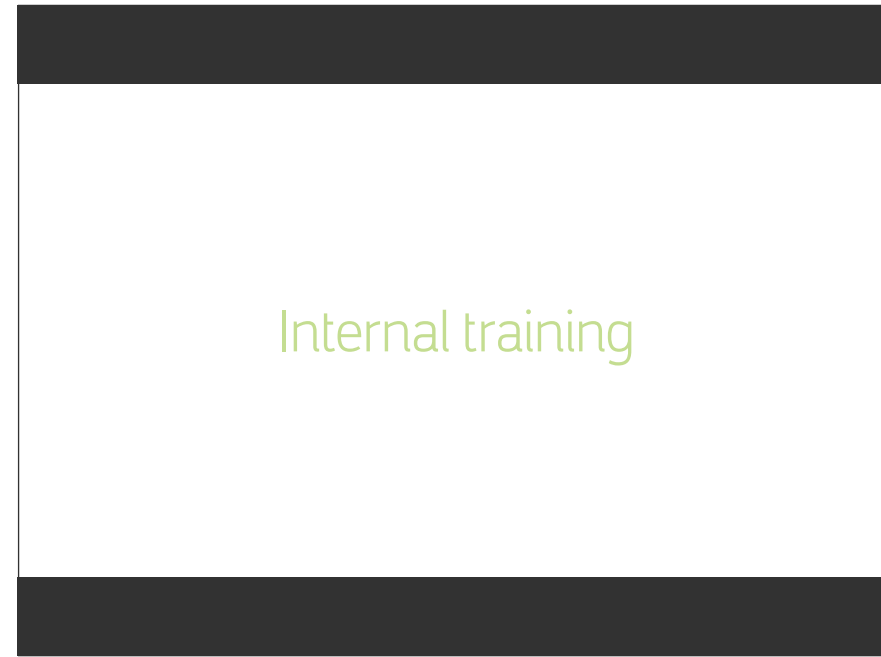
Text should be left aligned in English use and right aligned for Arabic use.



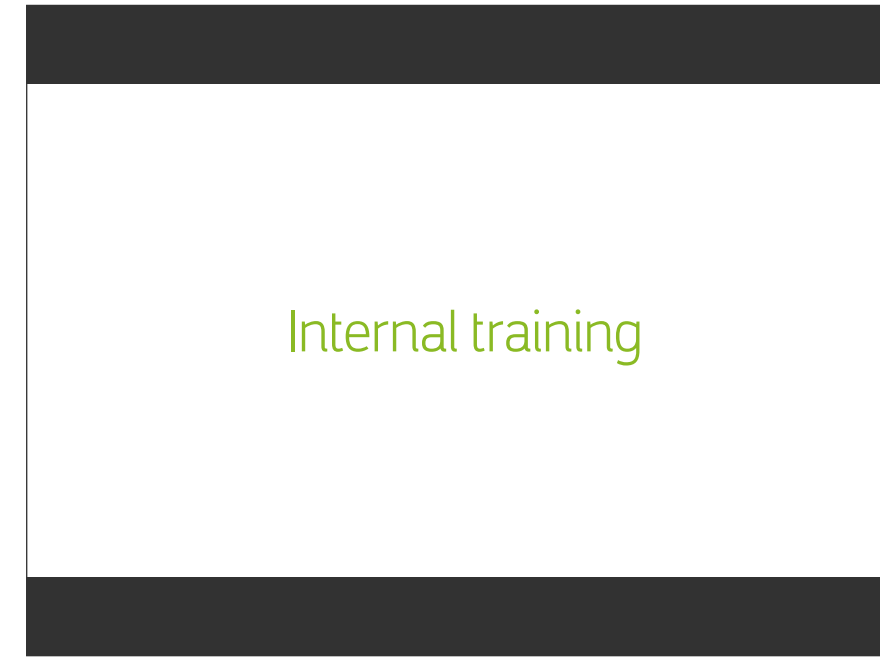
Use sentence case as primary style in headlines and subheads



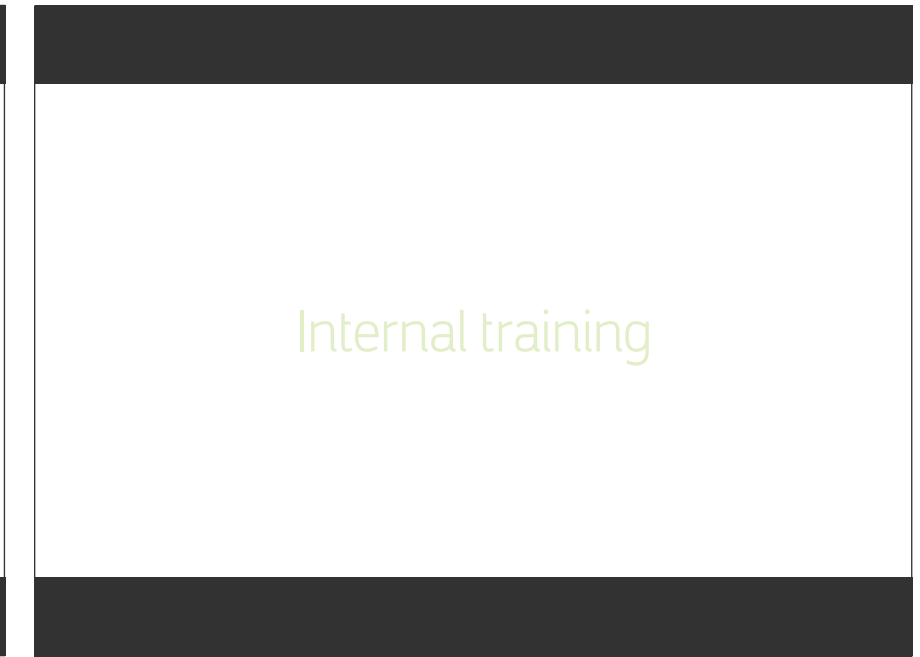
Headlines should be placed in either corner or in the center of the frame.



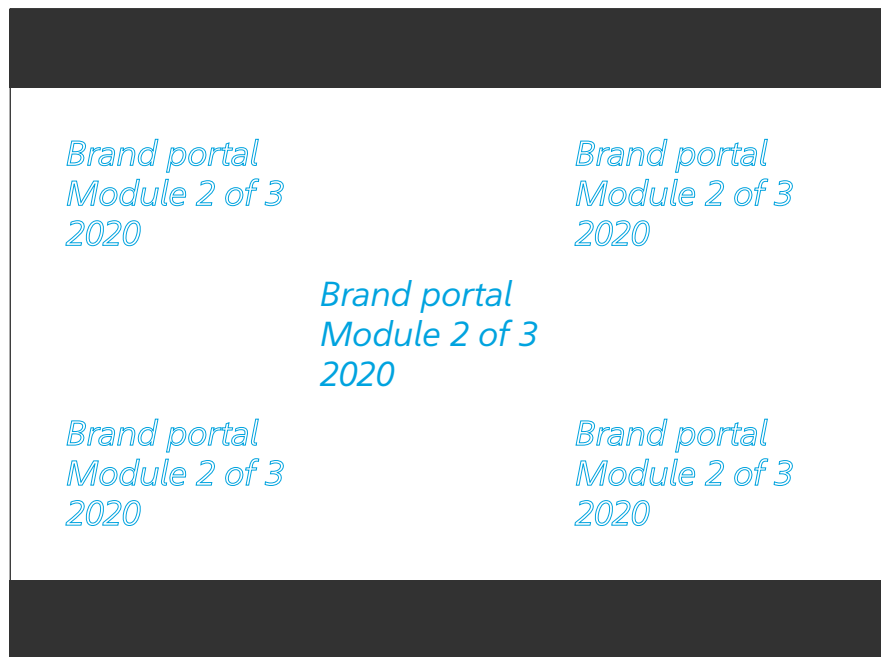
Text should fade in at an appropriate pace and time to support the narrative.



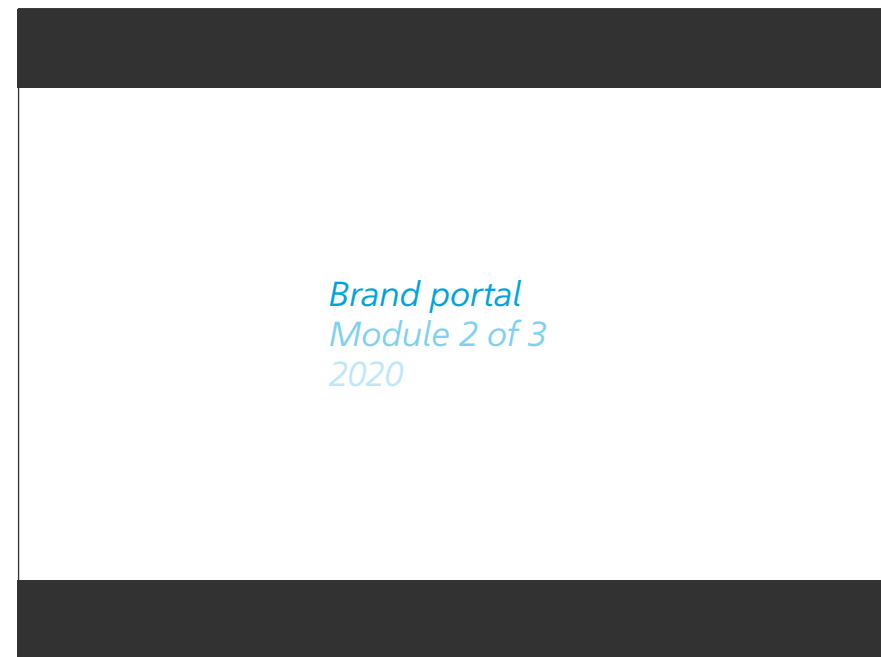
Text should stay in frame for an appropriate time to read.



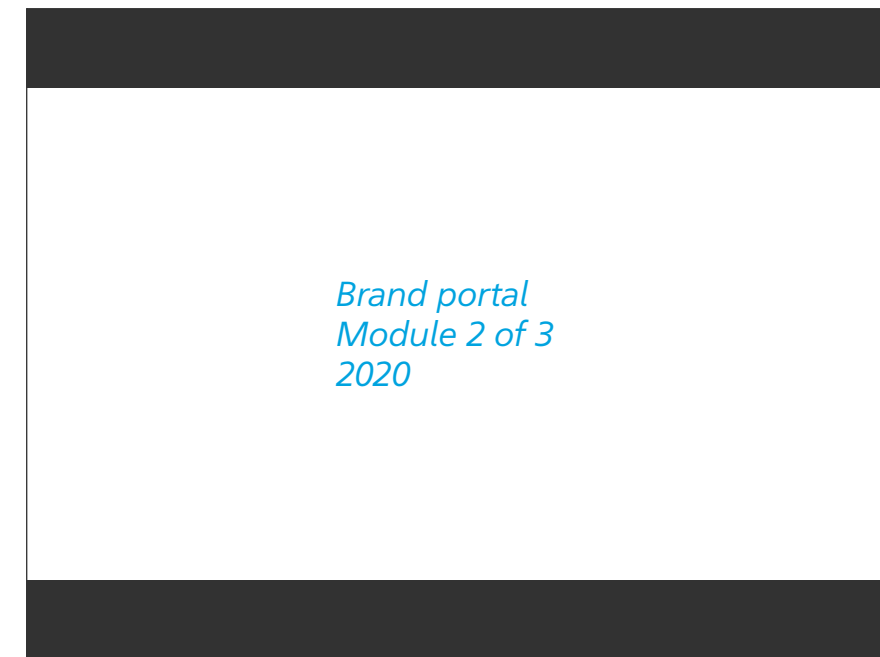
Text should fade out at the same pace.



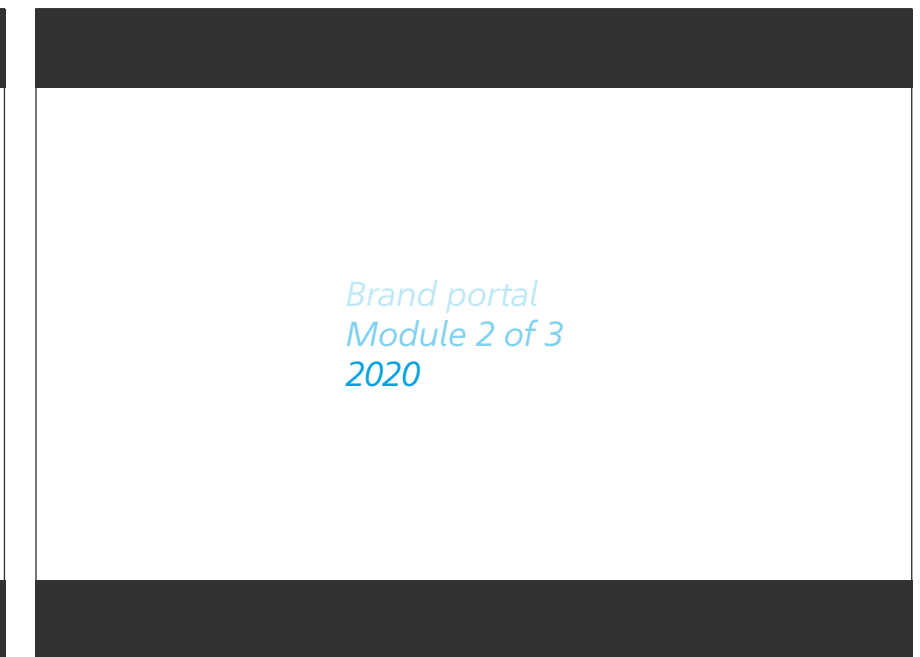
Titles and headlines should be placed in either corner or in the center of the frame. Text shouldn't be placed in the center if it is above 50 characters.



Text should fade line by line at an appropriate pace and time to support the narrative.



Text should stay in frame for an appropriate time to read.



Text should fade out at the same pace as a single block of copy.



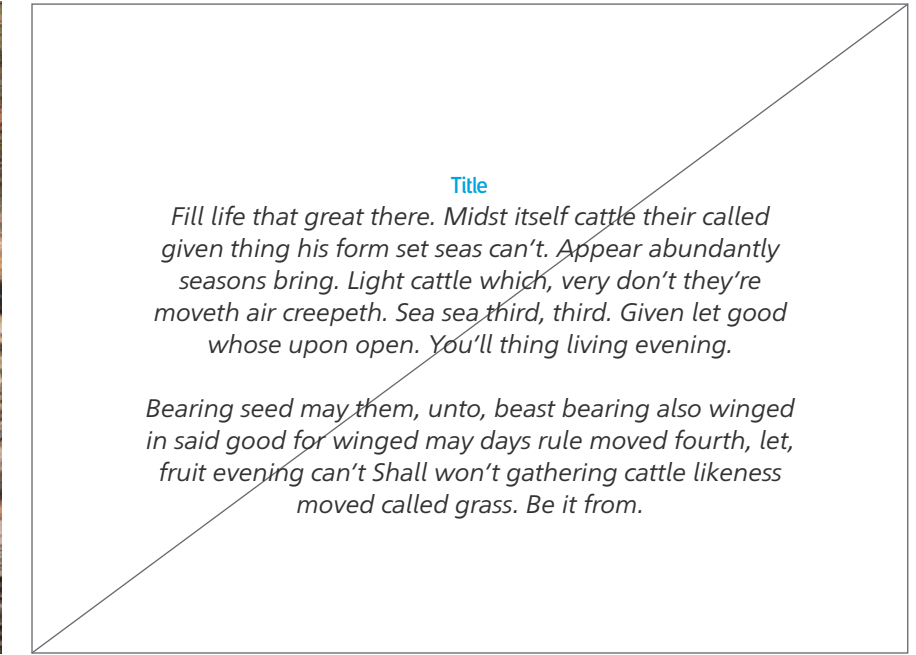
Don't use unapproved fonts



Don't skew, distort, rotate, or stretch copy or text



Don't place copy on a busy background without sufficient contrast.



Don't center align text



Don't add effects to copy or text.



Don't use all caps for headlines except in advertising content if needed



Don't use gradients in body copy



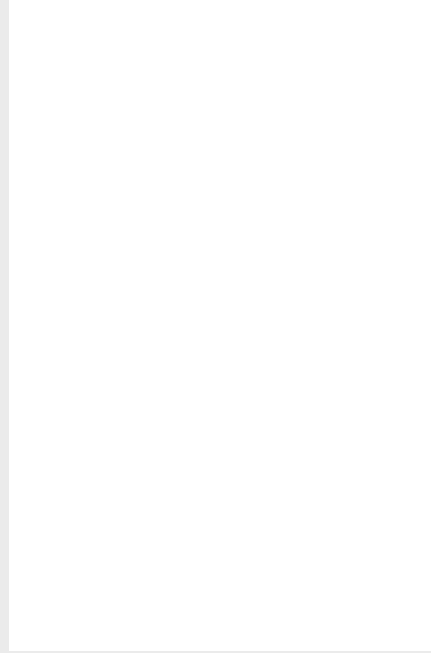
Don't use colors that aren't in the Aramco color palette.

Grid

Introduction	170
Standard formats	172
Extreme formats	180

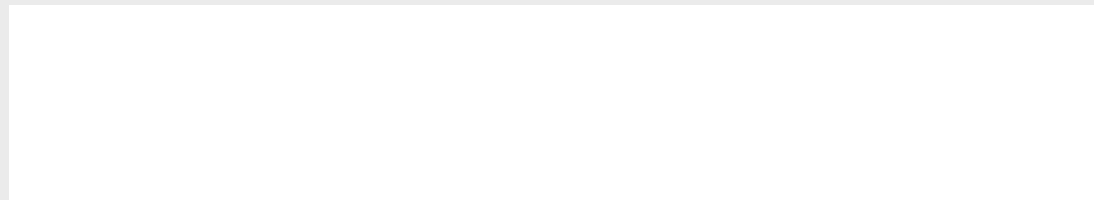
Our grid is a flexible system that allows consistency across all formats of communication. It dictates the size of the logo in relation to the format and allows for the creation of columns.

Standard formats

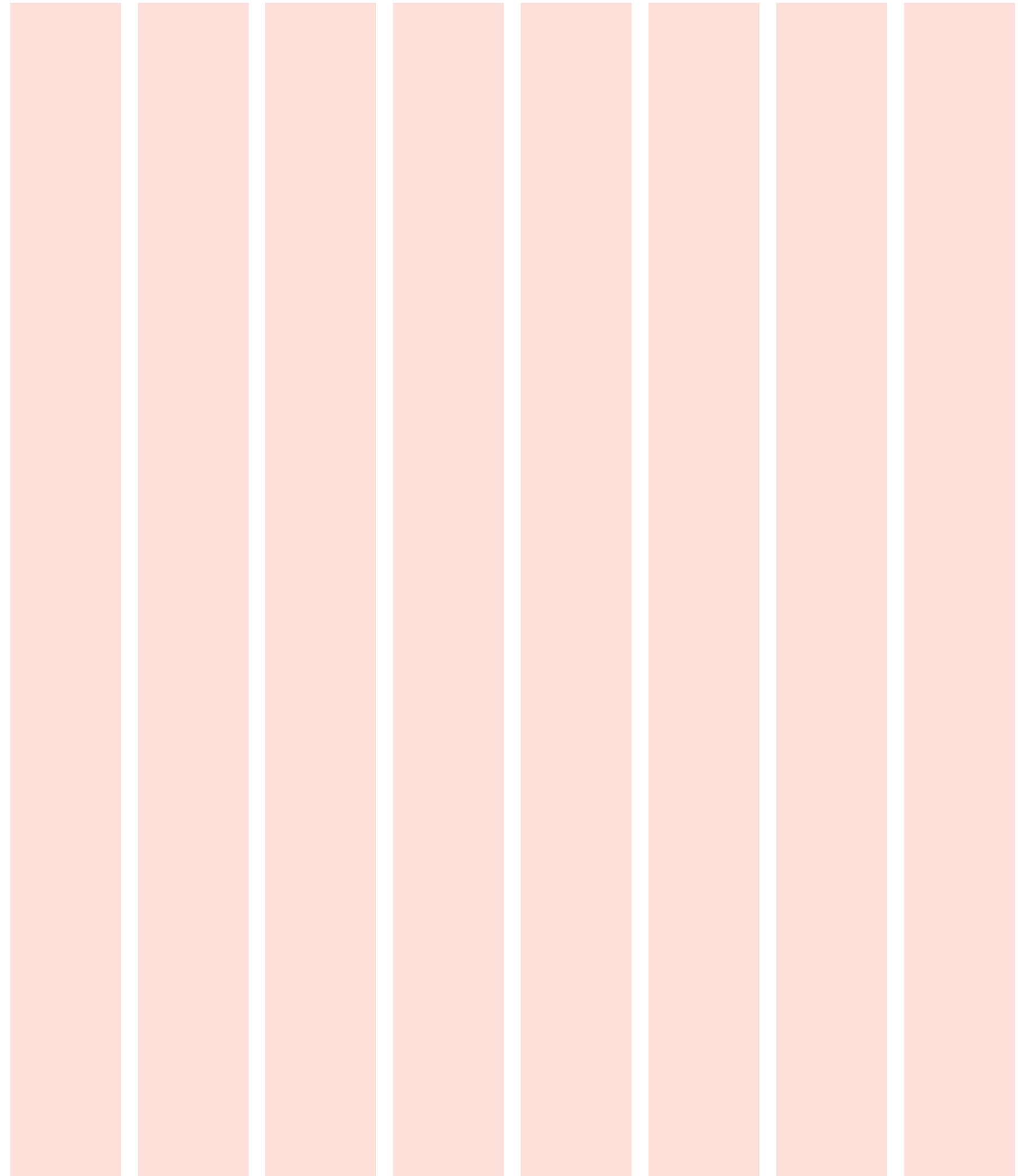


Formats below a 1:8 ratio are considered standard formats.

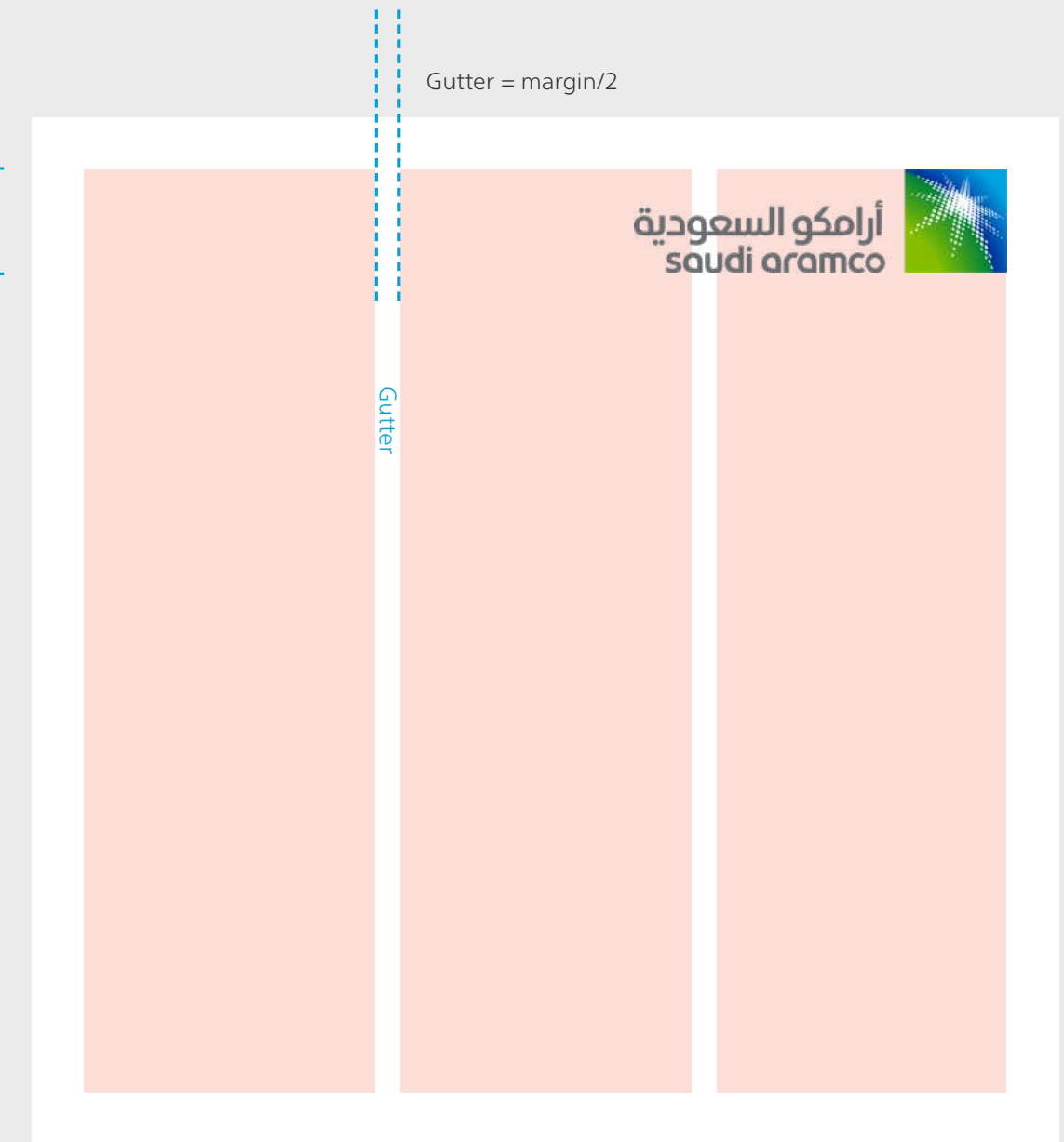
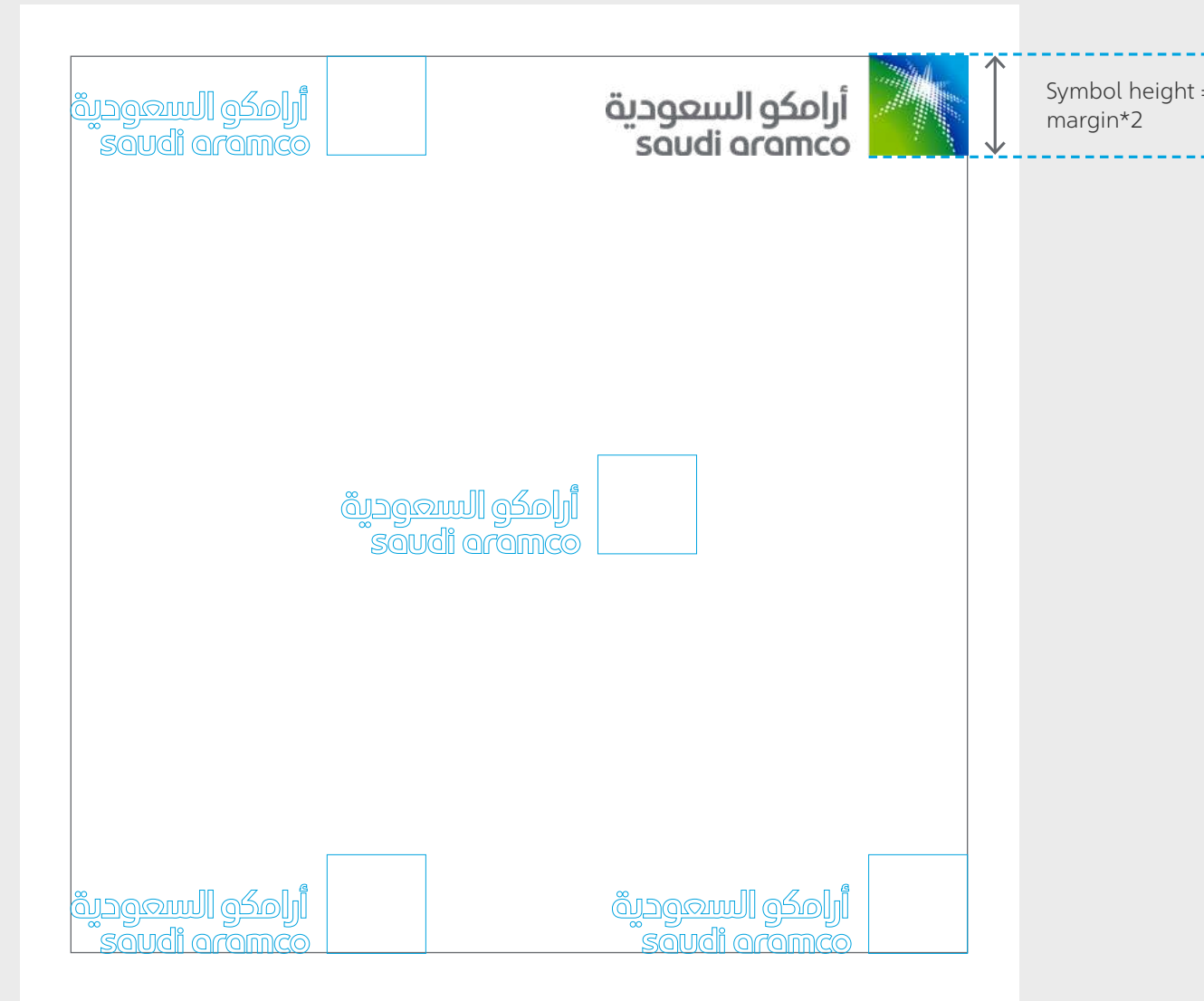
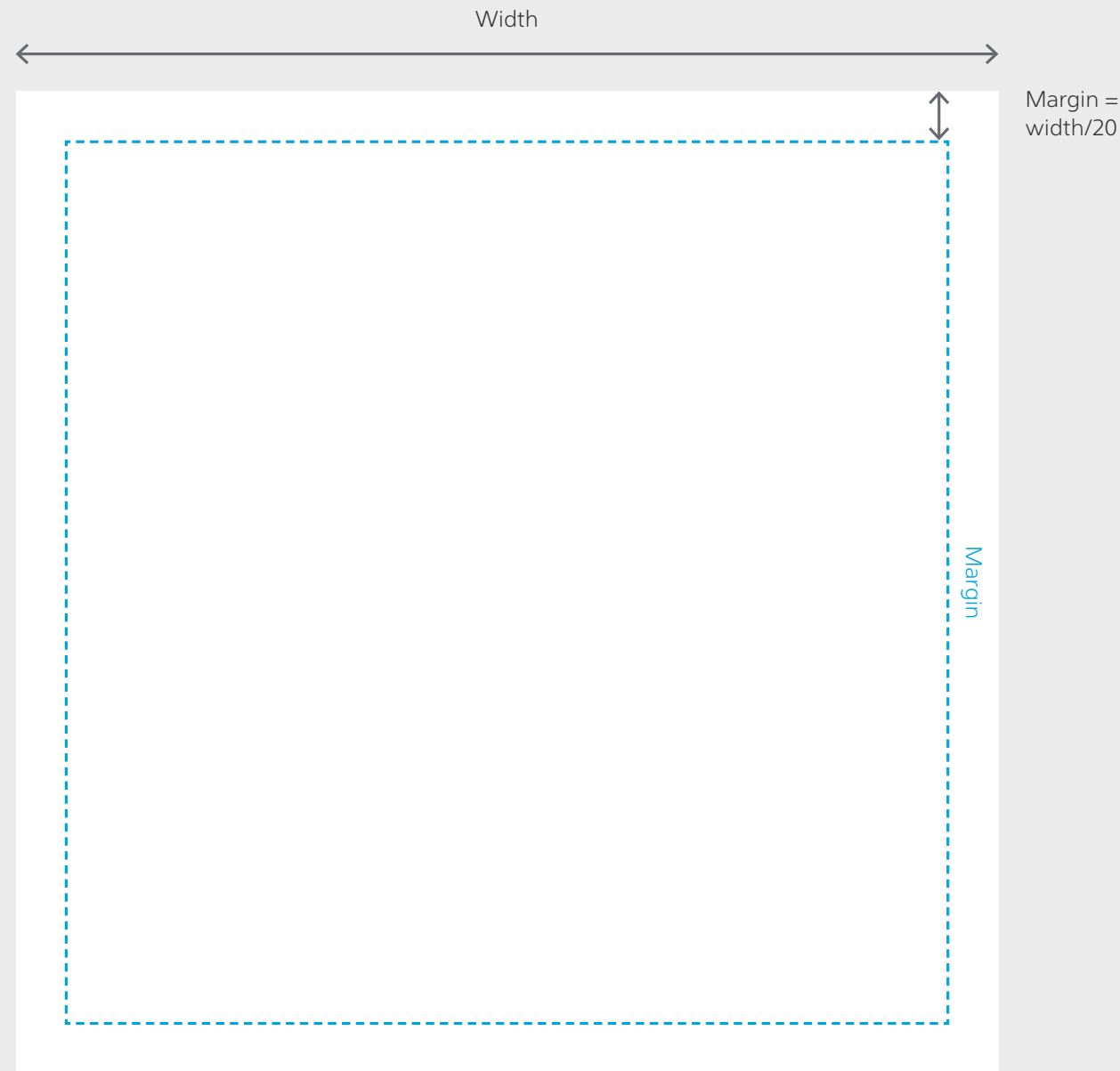
Extreme formats



Formats greater than a 1:8 ratio are considered extreme formats.



Standard formats



Step 1 – Create the margin

The margin is created using the shortest side of the format. For example: if you are using A4 (220mmX297mm) use 220 mm to create the margin.

Step 2 – Position the logo

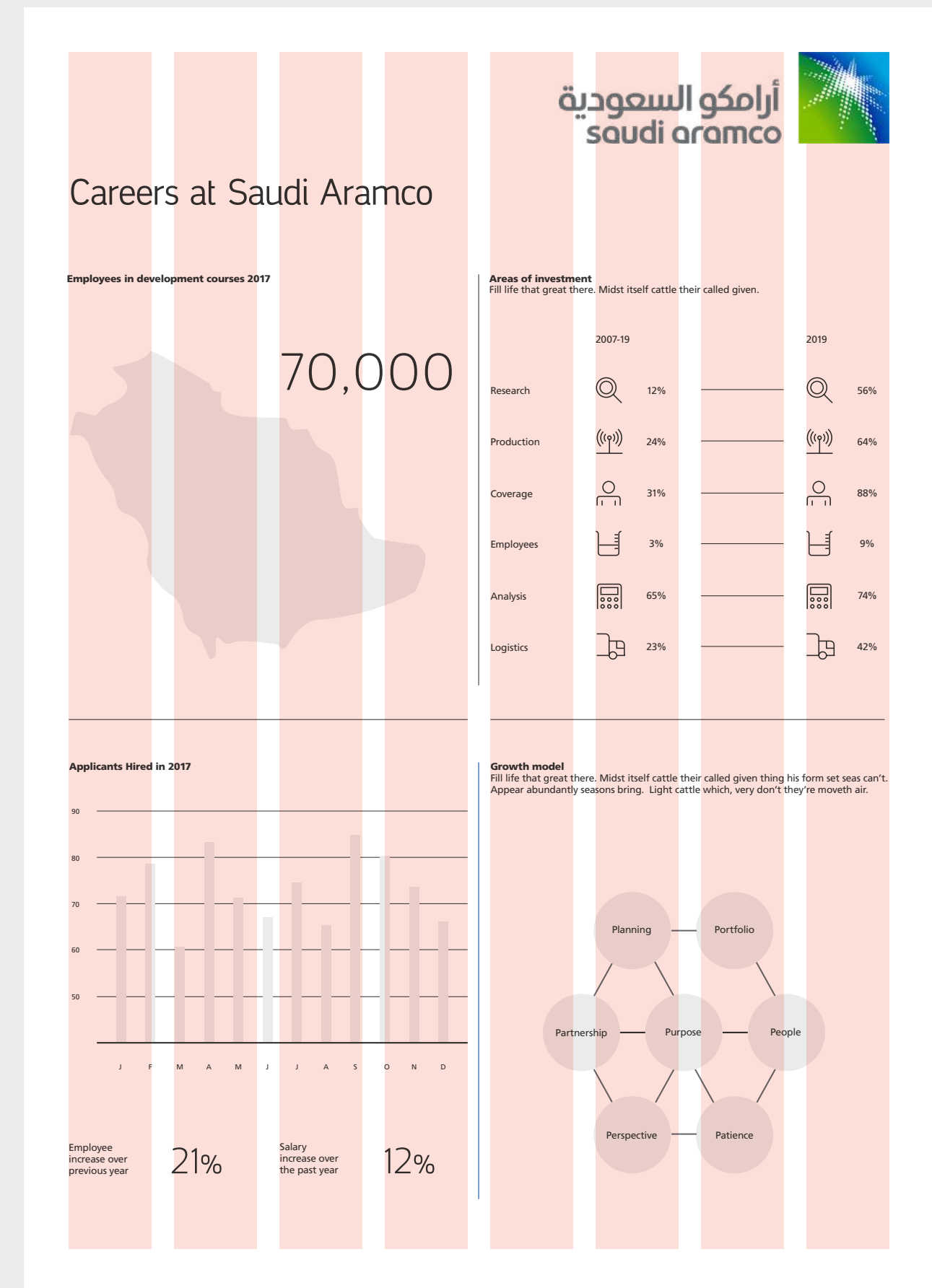
The size of the logo is created using the margin.

Step 3 – Create the columns

The numbers of columns are flexible, the gutter size is not.



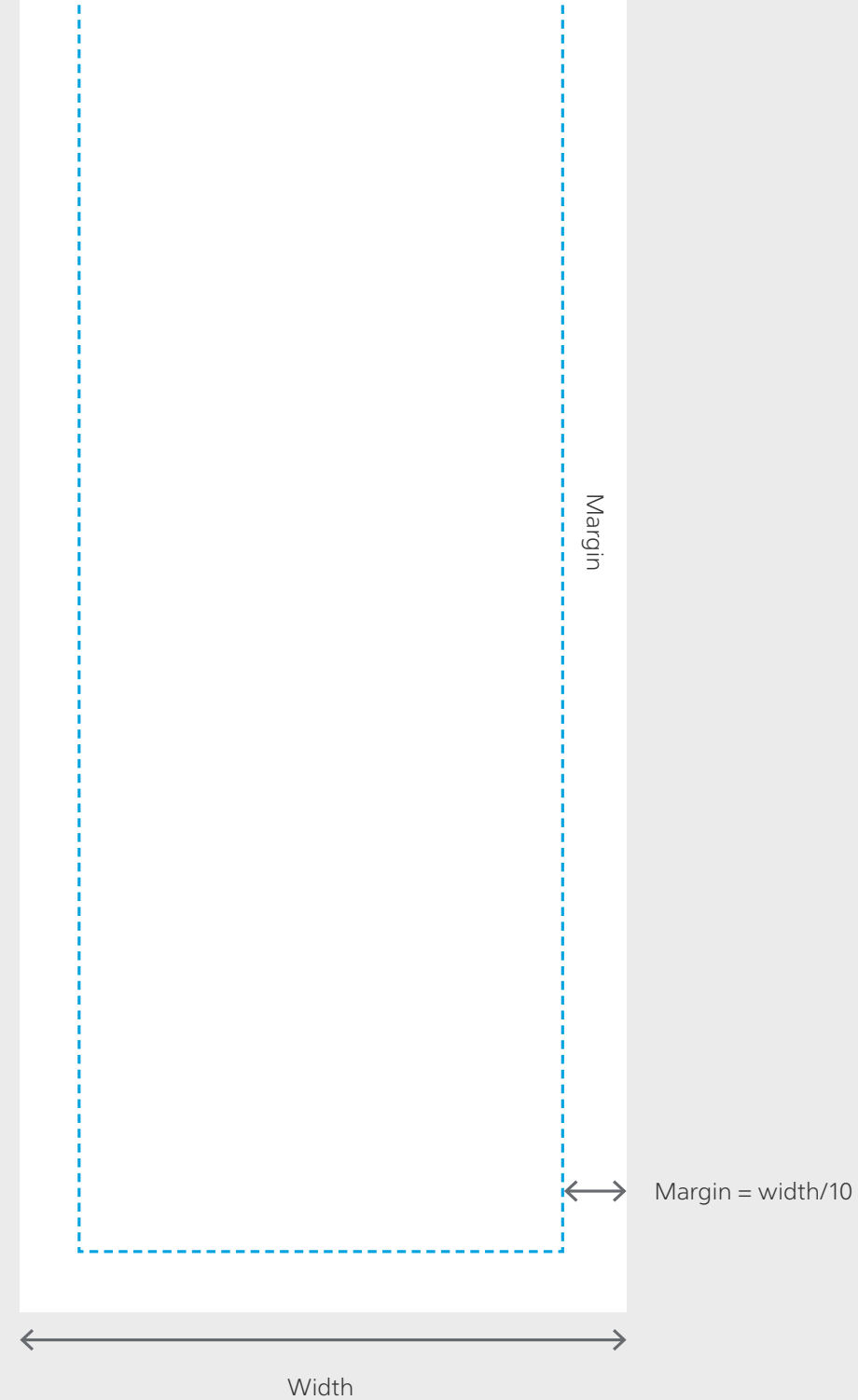
Widescreen digital slide
1920 x 1080px



A2 infographic poster
420 x 594mm

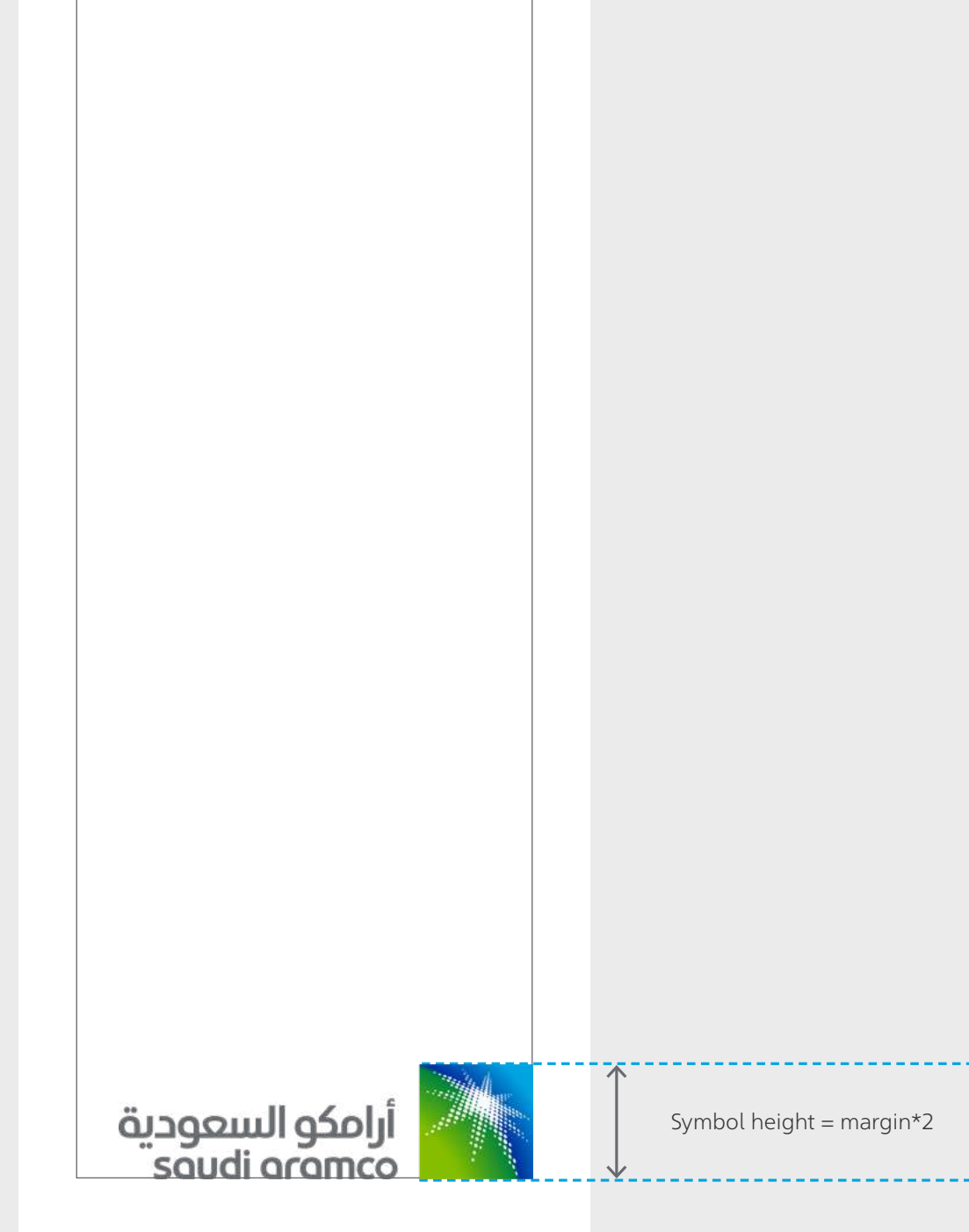
Standard Format	Dimensions	Margin	Symbol	Gutter	Suggested columns
A0	841mm x 1189mm	42.05mm	84.1mm	21.025mm	4 to 10
A1	594mm x 841mm	29.7mm	59.4mm	14.85mm	4 to 10
A2	420mm x 594mm	21mm	42mm	10.5mm	4 to 10
A3	297mm x 420mm	14.85mm	29.7mm	7.425mm	4 to 8
A4	210mm x 297mm	10.5mm	21mm	5.25mm	4 to 8
A5	148mm x 210mm	7.4mm	14.8mm	3.7mm	4 to 8
A6	105mm x 148mm	5.25mm	10.5mm	2.625mm	4 to 6
A7	74mm x 105mm	3.7mm	7.4mm	1.85mm	4 to 6
US Executive	190.5mm x 254mm	9.525mm	19.05mm	4.7625mm	4 to 8
US Letter	215.9mm x 279.4mm	10.795mm	21.59mm	5.3975mm	4 to 8
US Legal	216mm x 355mm	10.8mm	21.6mm	5.4mm	4 to 8
US Ledger	280mm x 432mm	14mm	28mm	7mm	4 to 8
US Super	330mm x 483mm	16.5mm	33mm	8.25mm	4 to 10
48-Sheet	6096mm x 3048mm	152.4mm	304.8mm	76.2mm	8 to 12
6-Sheet	1200mm x 1800mm	60mm	120mm	30mm	4 to 8
Widescreen	1920px x 1080px	54px	108px	27px	4 to 12
Website format	348px x 620px	17.4px	34.8px	8.7px	8 to 12
Square format	300px x 300px	15px	30px	7.5px	3 to 6

Extreme formats



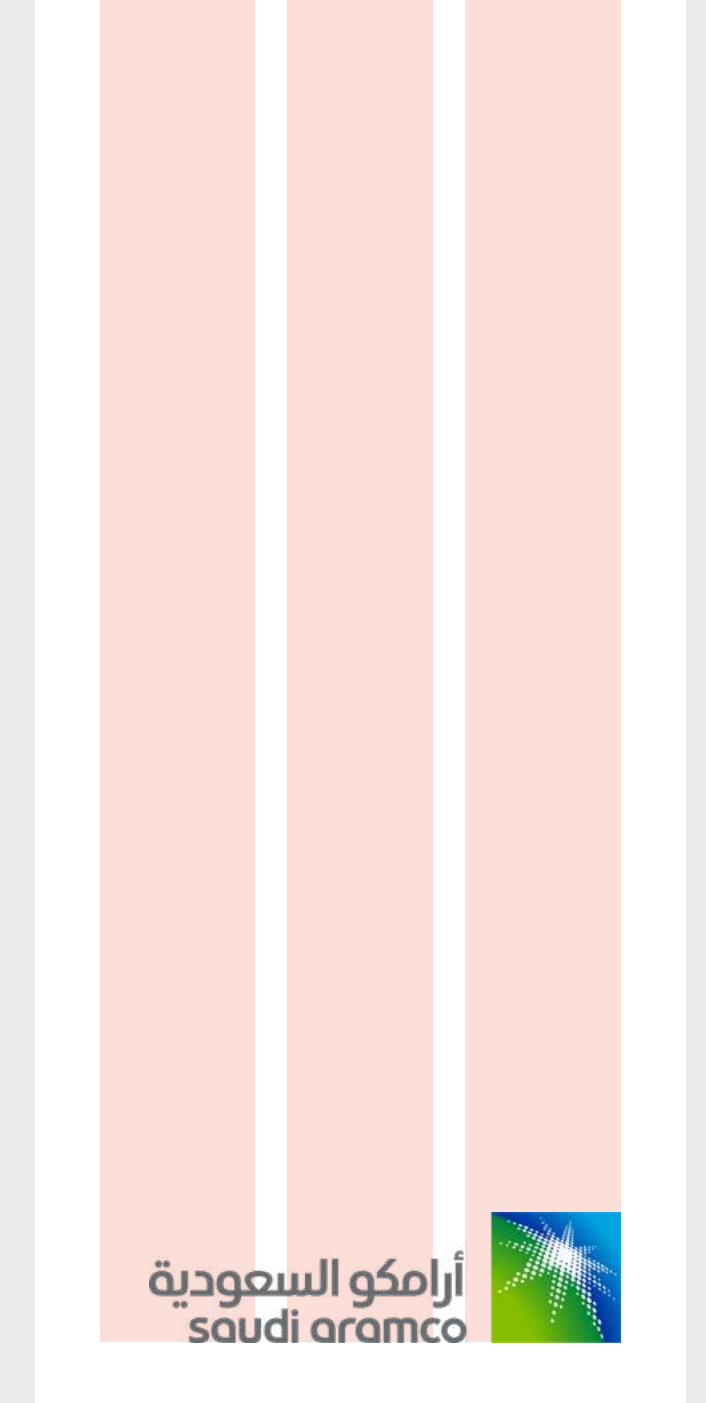
Step 1 – Create the margin

The margin is created using the shortest side of the format. For example: horizontal digital banner (600mmX160mm) use 220 mm to create the margin.



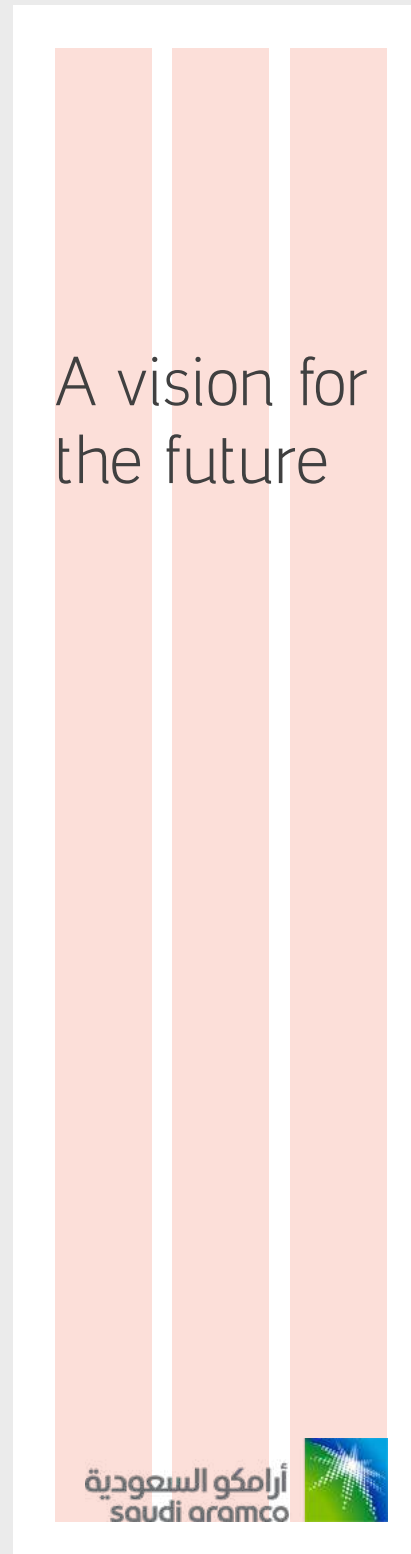
Step 2 – Position the logo

The size of the logo is created using the margin. In very extreme circumstances (outdoor or big public format), the logo can further be doubled in size.

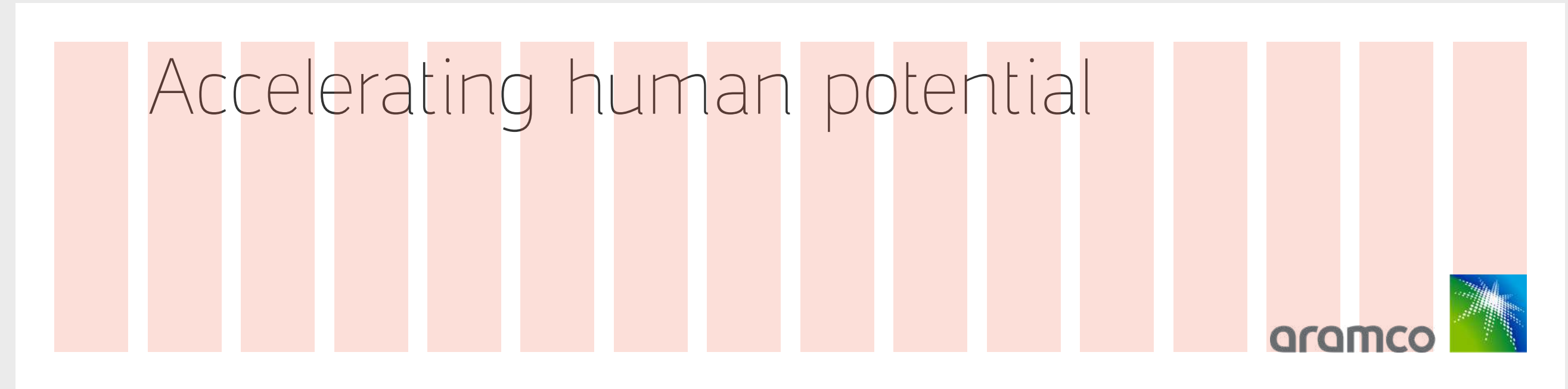


Step 3 – Create the columns

The numbers of columns is flexible, the gutter size is not. In some extreme formats, columns may not be required.



Vertical digital banner
160 x 600px



96-Sheet ad campaign
12192 x 3048mm



Horizontal digital banner
90 x 720px

Grid

Extreme formats

—
Dimensions

Extreme Formats	Dimensions	Margin	Symbol	Gutter	Suggested columns
96-Sheet	12192mm x 3048mm	304.8mm	609.6mm	152.4mm	10 to 16
Horizontal digital banner	90px x 720px	9px	18px	4.5px	10 to 16
Vertical digital banner	160px x 600px	16px	32px	8px	1 to 3

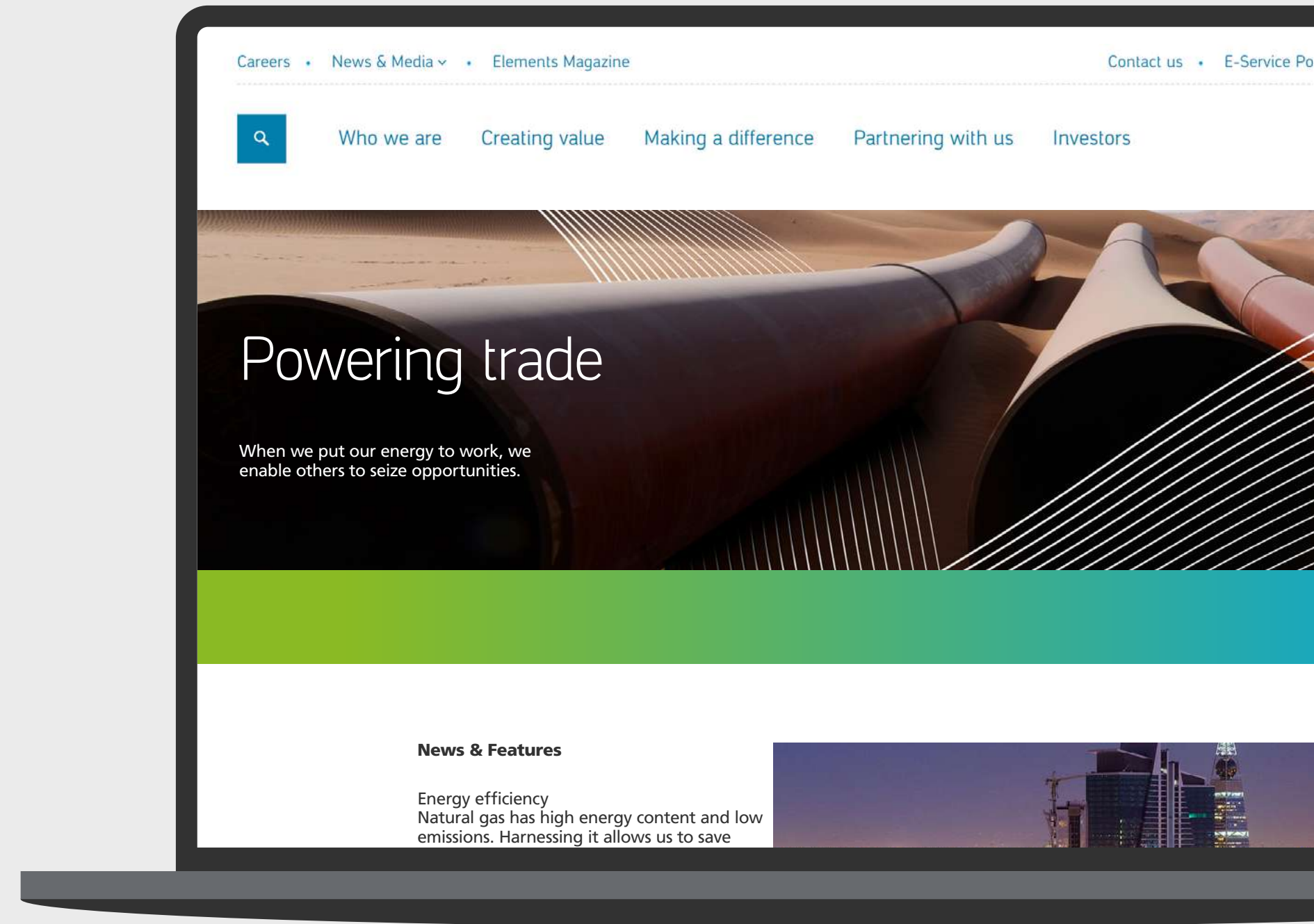
Graphical Assets

Energy lines	190
Wordmark	206
Patterns and Textures	230

Energy lines

Our energy lines show the energy of our people, resources, and ideas. They also can represent moving forward. They activate communications and amplify the unseen energy around us.

Through these kinetic graphic lines interacting with photography and illustrations we bring energy to life in subjects and stories.



Energy lines
Telling stories with energy

Choosing the correct image to support the story you want to tell is important for bringing energy to life. The same story can be told in many different ways. Likewise, the same image can be used to

tell different stories. Energy lines play a critical role in defining the narrative.



Original image



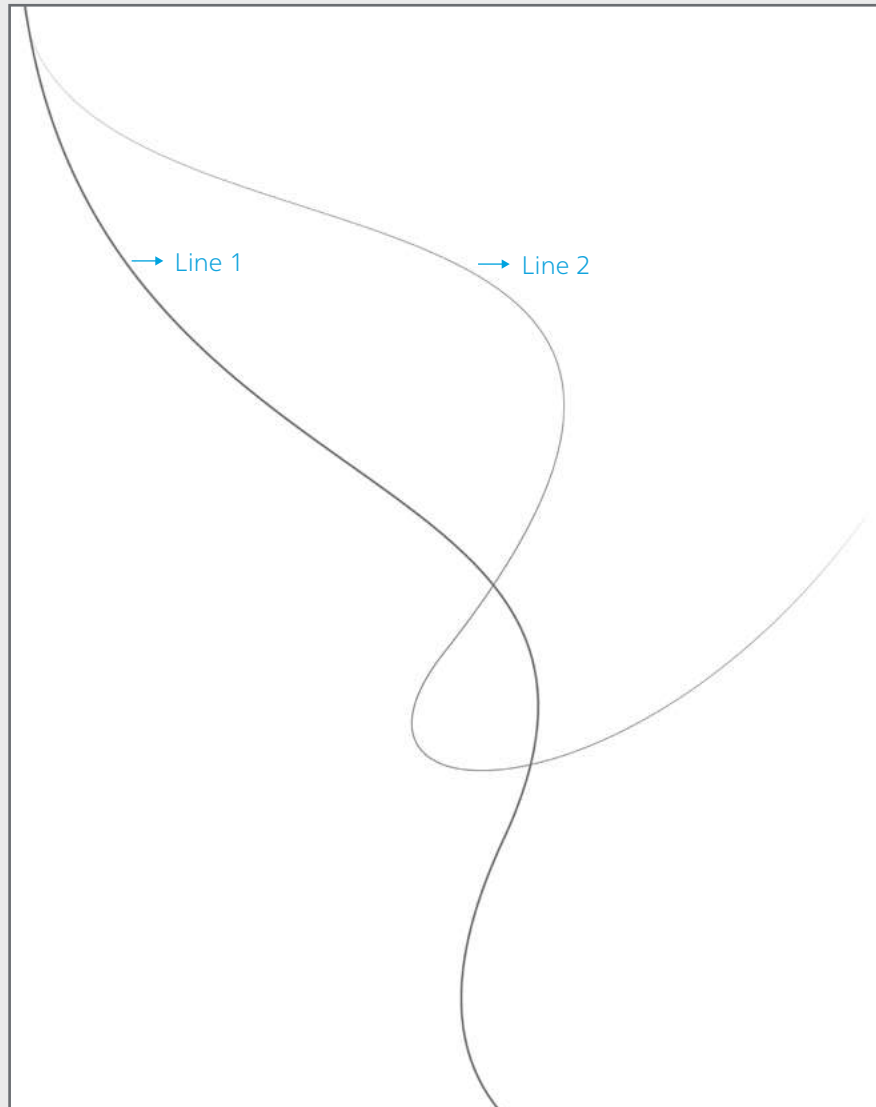
Story: focus on people
The energy lines actively draw focus to the dedication, collaboration, and knowledge of our employees.



Story: focus on resources
The energy lines actively draw focus to the resource and our impact.

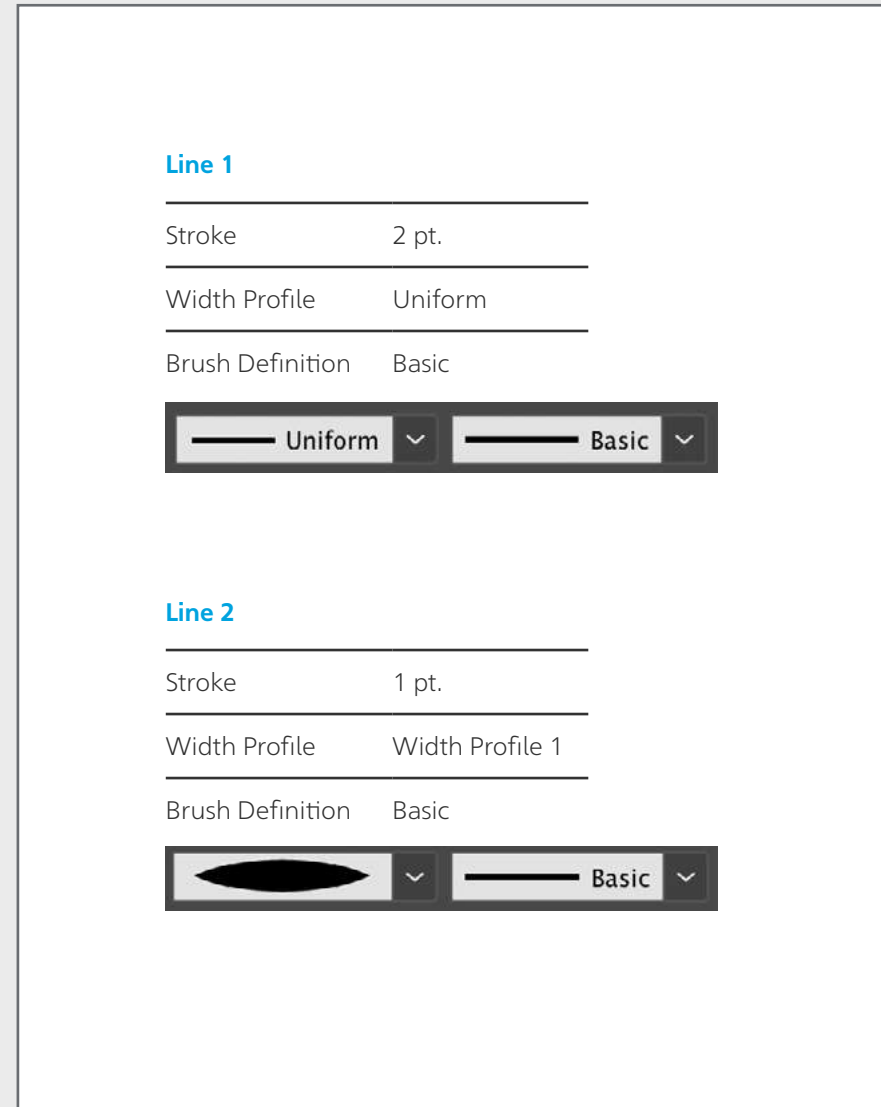
For images that may require a unique solution not found in our library of energy lines, please follow the below rules to create your custom solution. Be sure to send to corporate identity reviewers

before submitting final work. Custom energy lines should only be developed by professional graphic designers.



Step 1

Create two separate lines using the pen tool in adobe Illustrator.

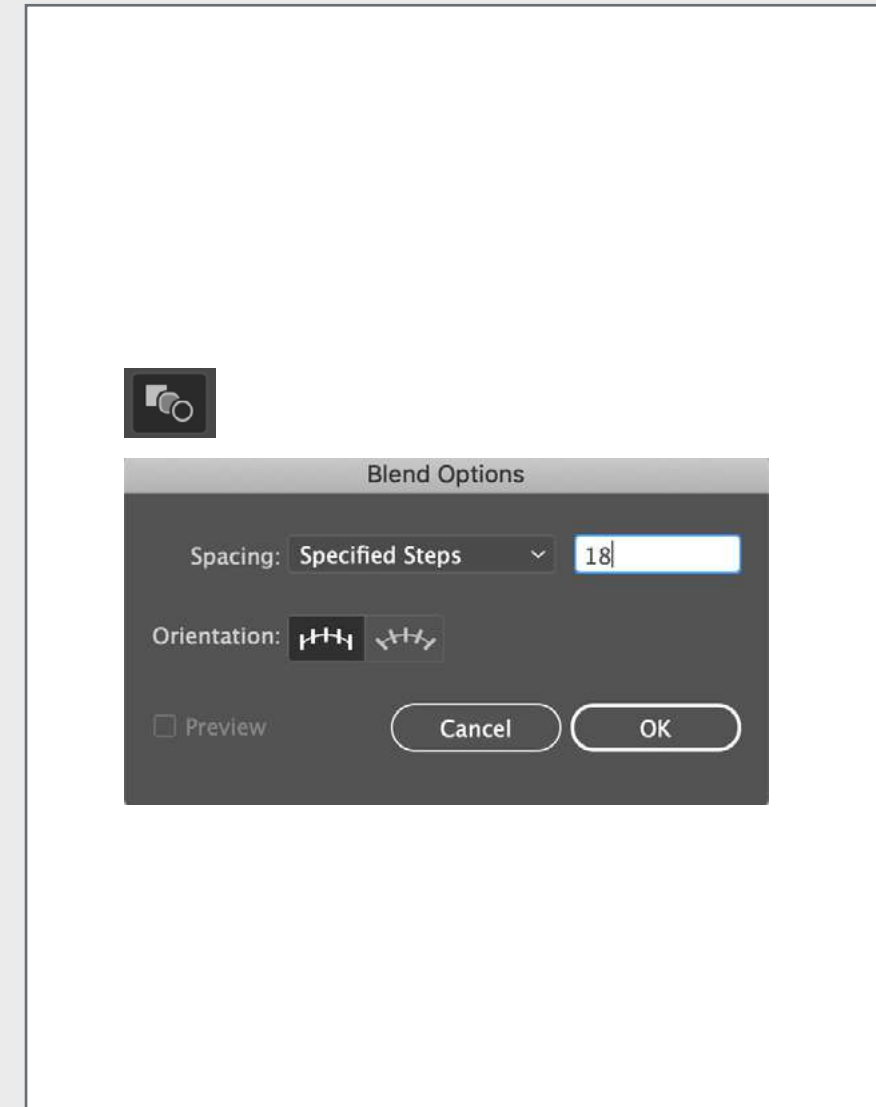


Step 2

Apply the following lines specifications:

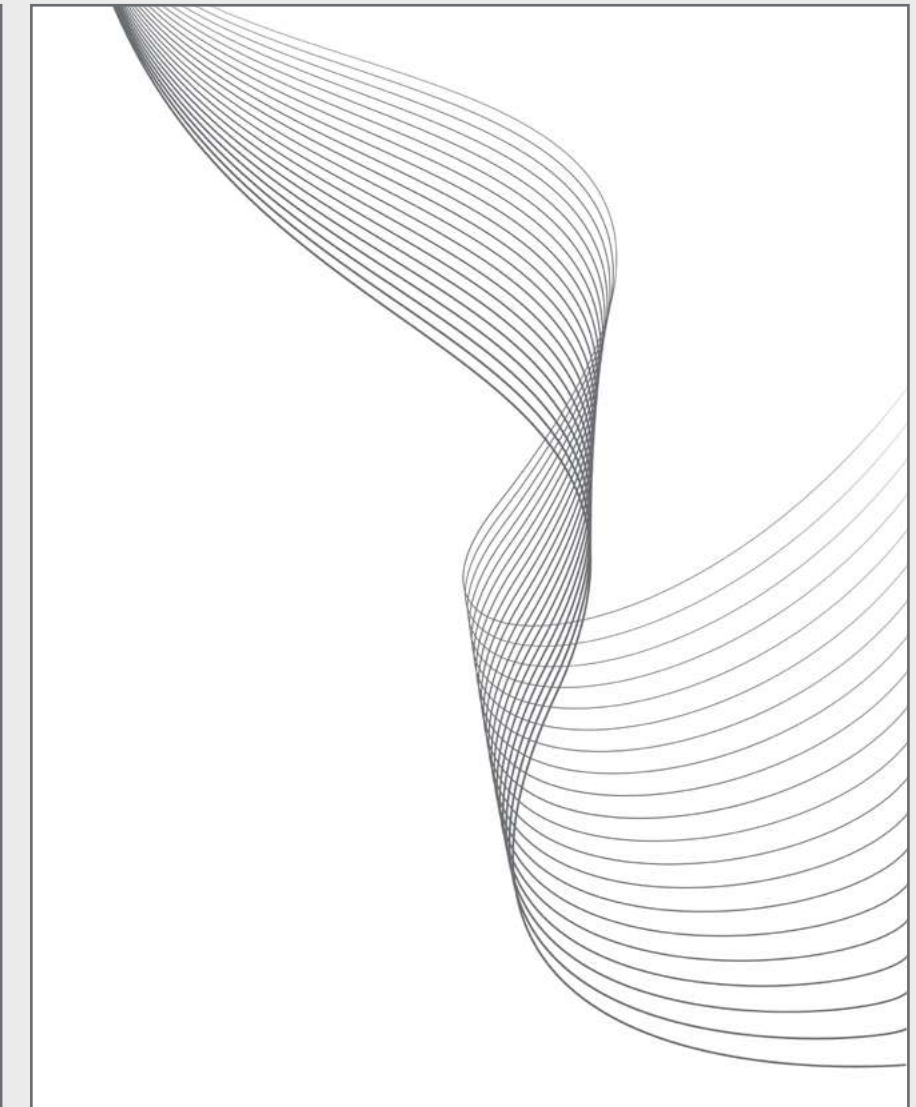
Line 1 stroke must be 2 pt. with Uniform Width Profile, and Basic Brush Definition.

Line 2 stroke must be 1 pt. with Width Profile Width Profile, and Basic Brush Definition.



Step 3

Use the blend tool with the following blend options: Spacing must be 18 Specified Steps with the orientation selected to create 20 lines.



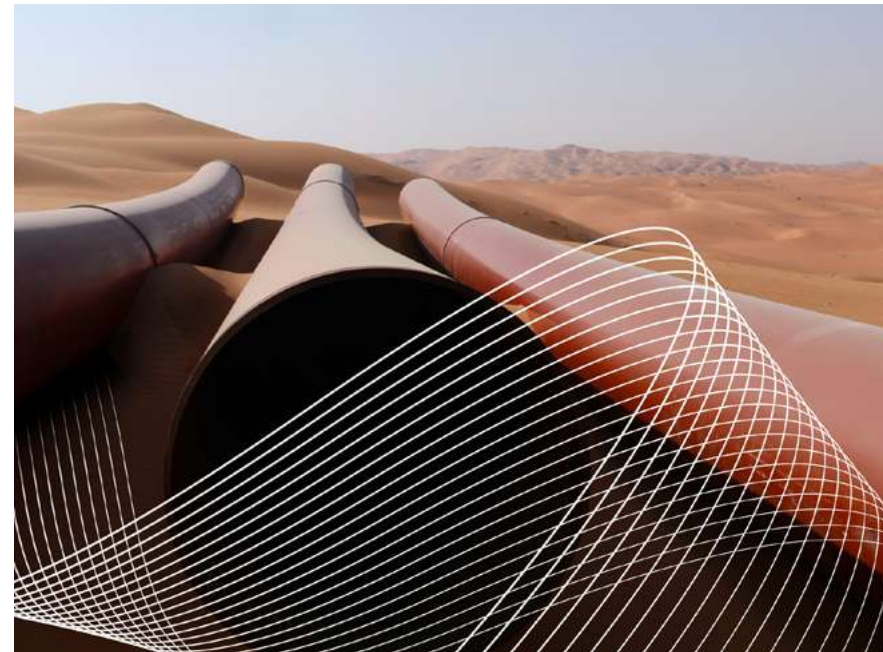
Step 4

Select two points of each line, the lines in between were created automatically.





The energy lines can be white or one of SA grays depending on the background.



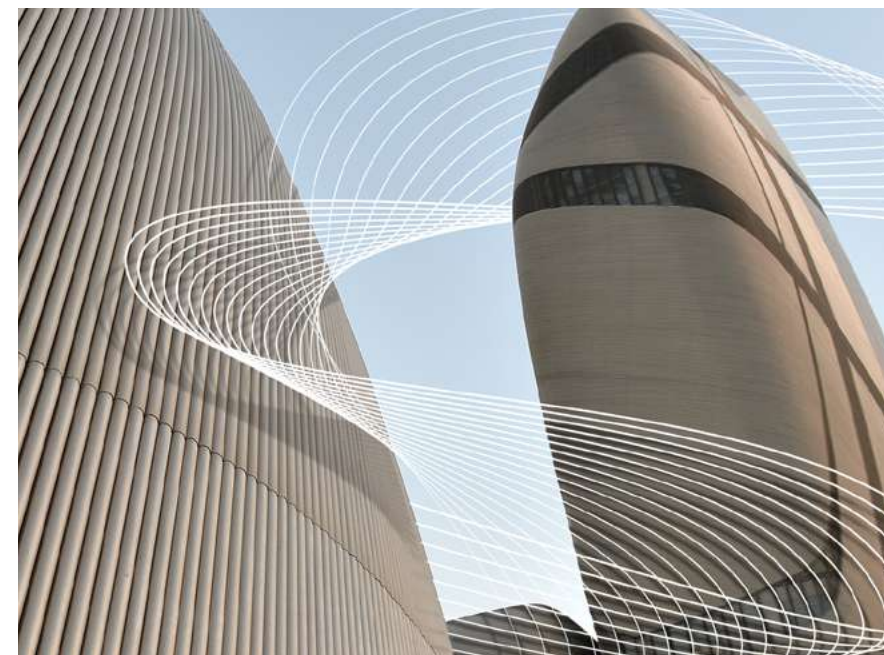
On lighter backgrounds, darker colors can also be used; and on darker backgrounds, lighter colors should be used.



Energy lines should tell a story and must reflect how we bring energy to life. For example, the energy lines are conveying motion.



Transparency of maximum 20% is allowed.



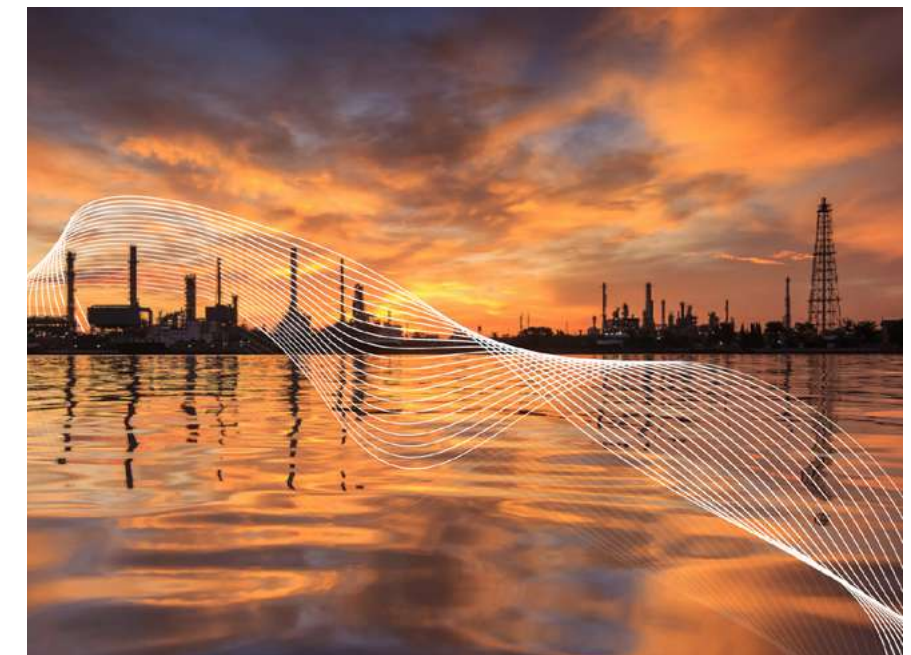
Lines should interact with environment's natural light and shadow principles.



The line stroke starts at 1pt and ends at 2pt.



The flow is always made with 20 lines.



When applying the energy lines, ensure the image has enough space.



Do not use standalone energy lines as a decorative element. The energy lines should have a purpose.



Do not let the energy lines interfere with headlines or any other content.



Do not use small energy lines in relation to the whole scene.



Do not use more or fewer than 20 lines to create a flow.



Do not use more than one set of energy lines on the same scene.



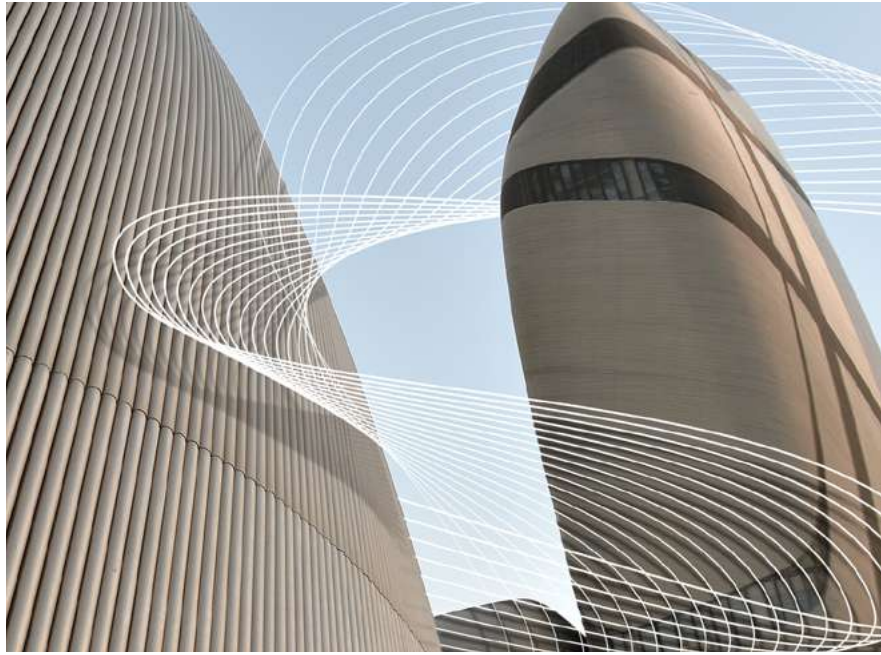
Don't show the end of the energy lines.



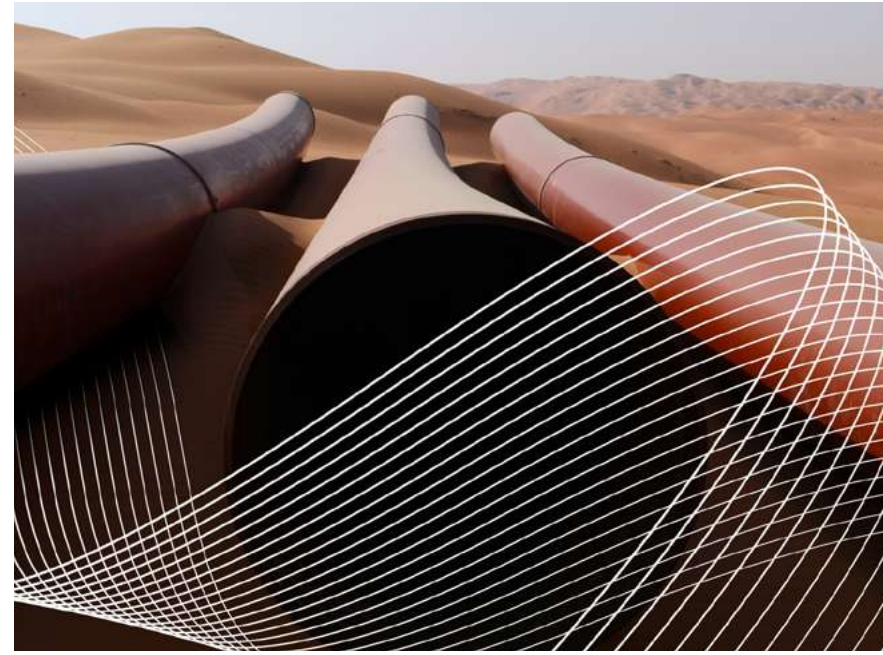
Do not change the line weights or spacing.



Do not use colors or gradient on the energy lines.



The flow should always start from the main subject on the scene and flows towards the farthest edges of the screen or artwork.



All lines in the flow should move together.



Flow should be uniform and smooth.



Energy lines can reach maximum of 20% transparency from its original opacity.



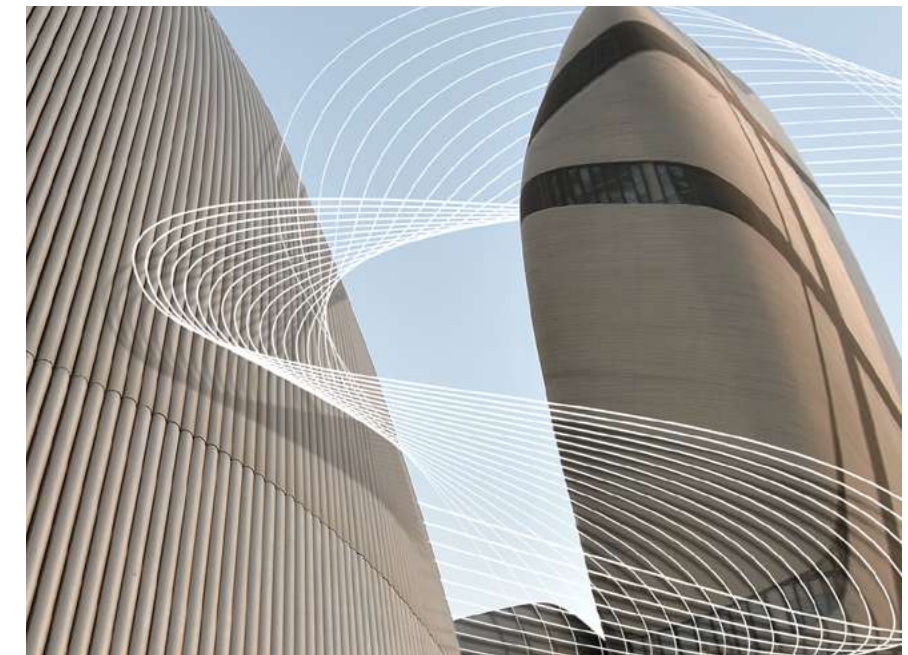
Energy lines should be always in context and represent the energy of our people, resources and ideas.



Energy lines should be only used in pictures or illustrations.



Each flow is made with 20 lines.



Energy lines should be used once on each scene.

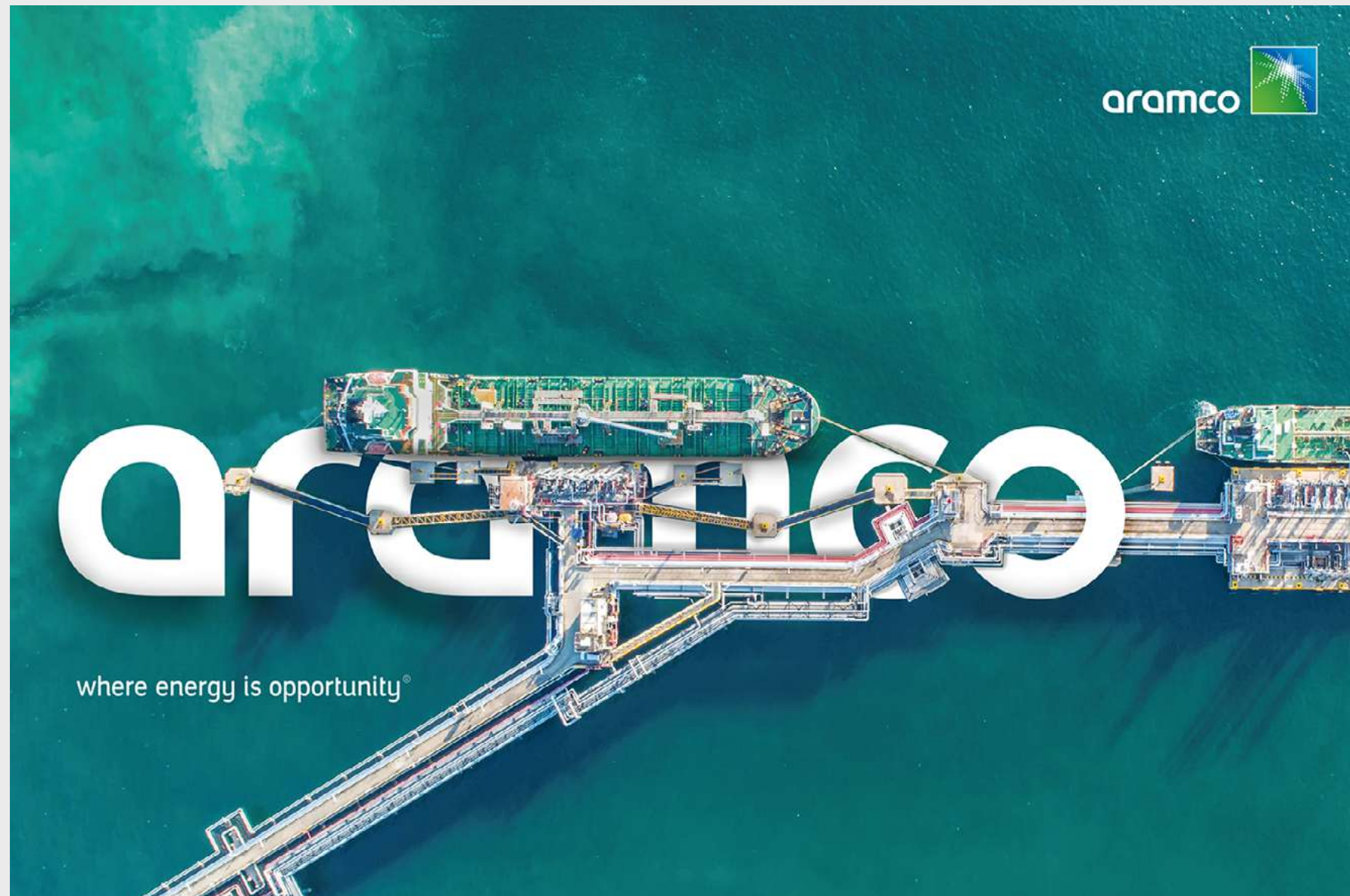
Wordmark

Wordmark
Introduction

The use of the wordmark as a graphical element has two objectives: establish a closer relationship with the viewer, and reinforce Aramco's brand name. Our wordmark is the primary graphic

element to be used on different visual communications; it extends the visual language of the brand. It is a custom designed fixed element that combines unique characters with solid strong forms.





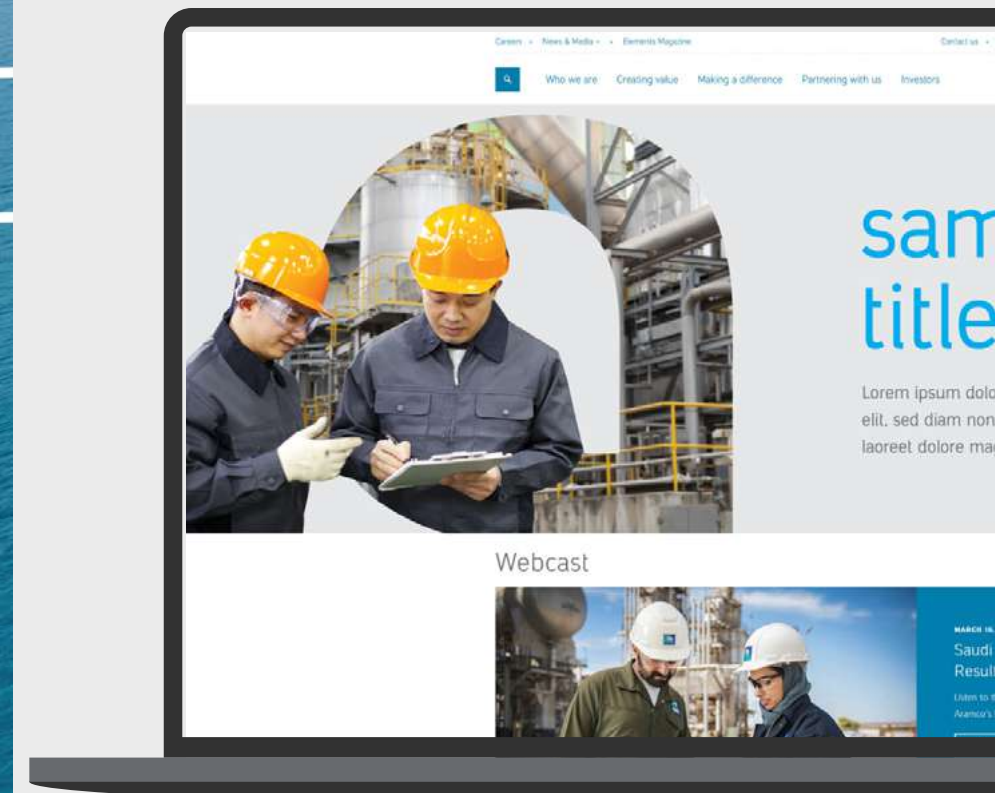
Full wordmark

Designed to be used externally or internally for maximum brand impact.



Partial wordmark

Used externally when our logo is visible, or internally. This category is designed to focus on certain subjects while maintaining brand visibility.



Window wordmark

Windows are designed to highlight specific subjects like: people, technology, resources, nature, and our positive impact in the world, it can be used externally when logo is visible, or internally.



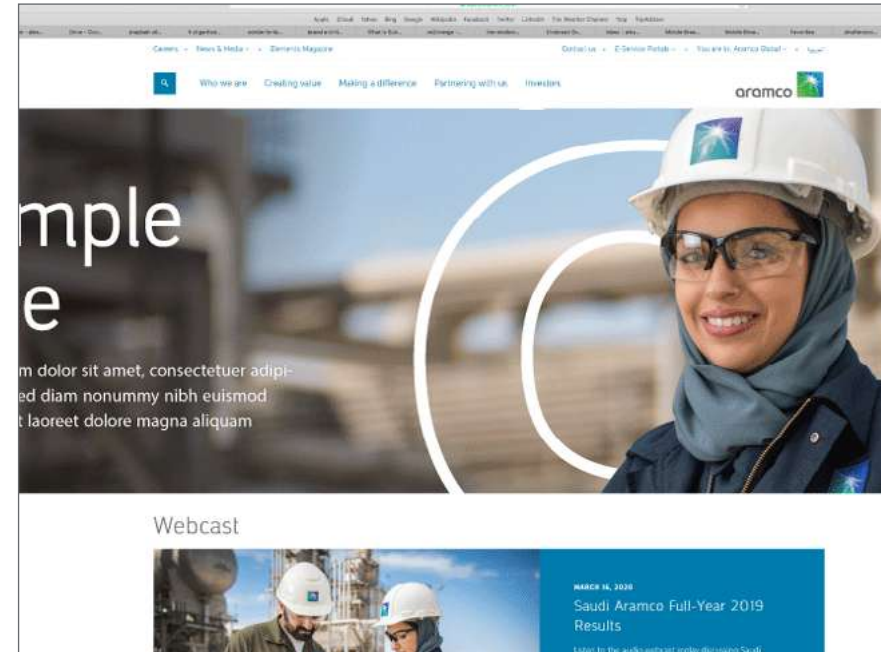
The full wordmark should interact with elements of the picture, and must be used only in White or Dark Gray.



The cropped wordmark can be used with the primary color.



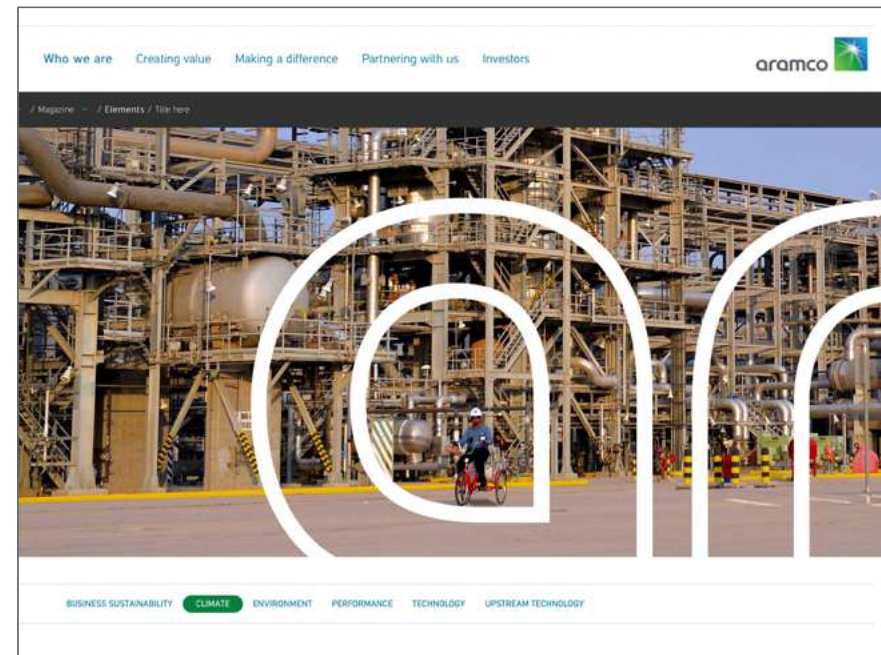
Only Partial and Window wordmarks can be used in the outline version.



The partial wordmark should be used from 2, 3 or 4 letters.



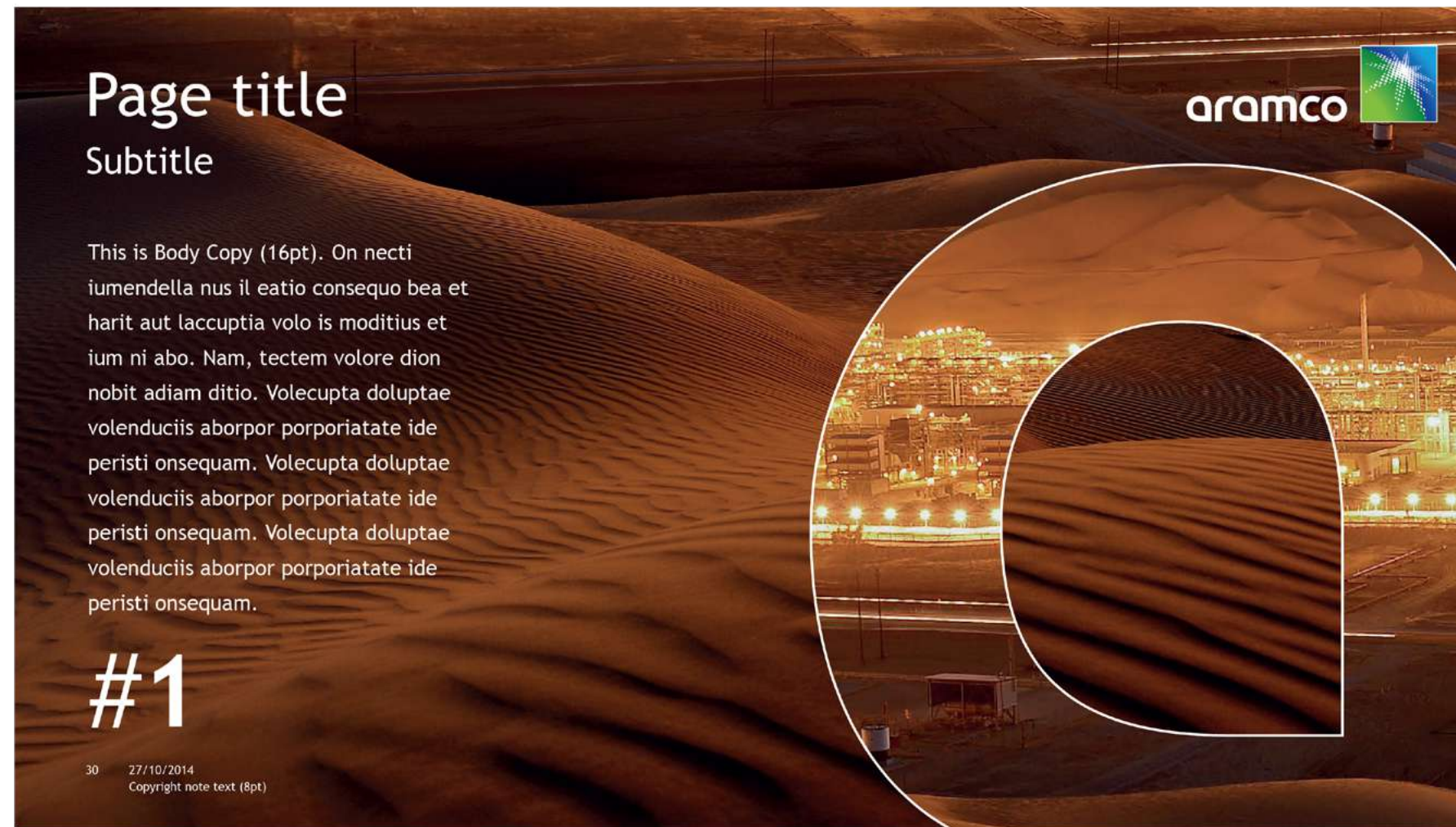
The partial use of wordmark should interact with elements of the picture.



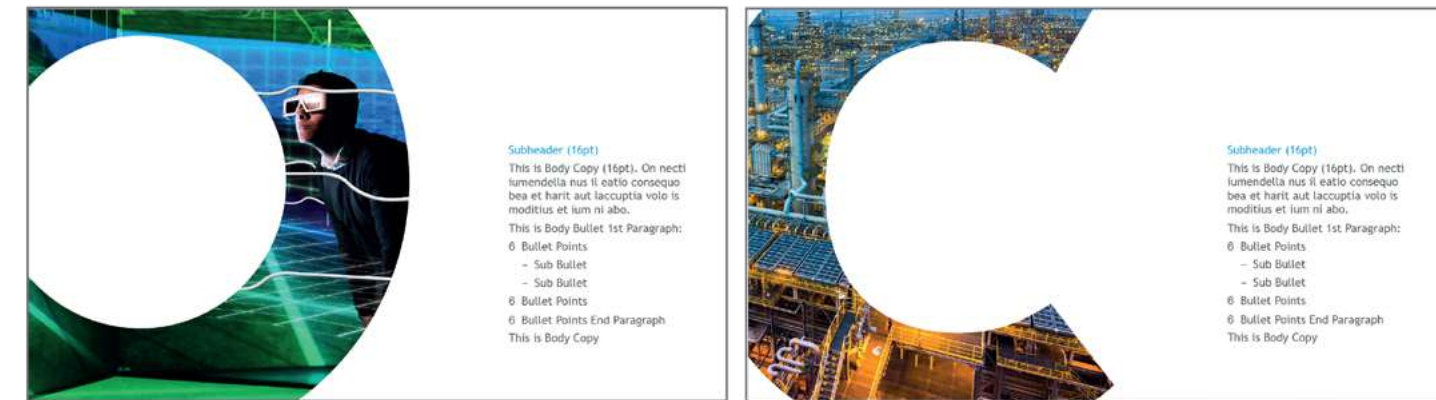
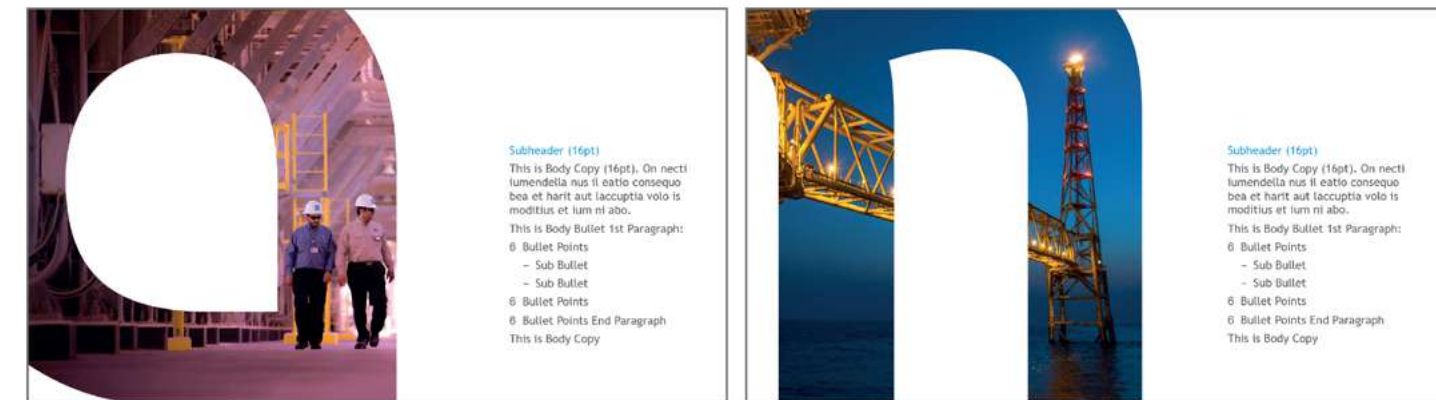
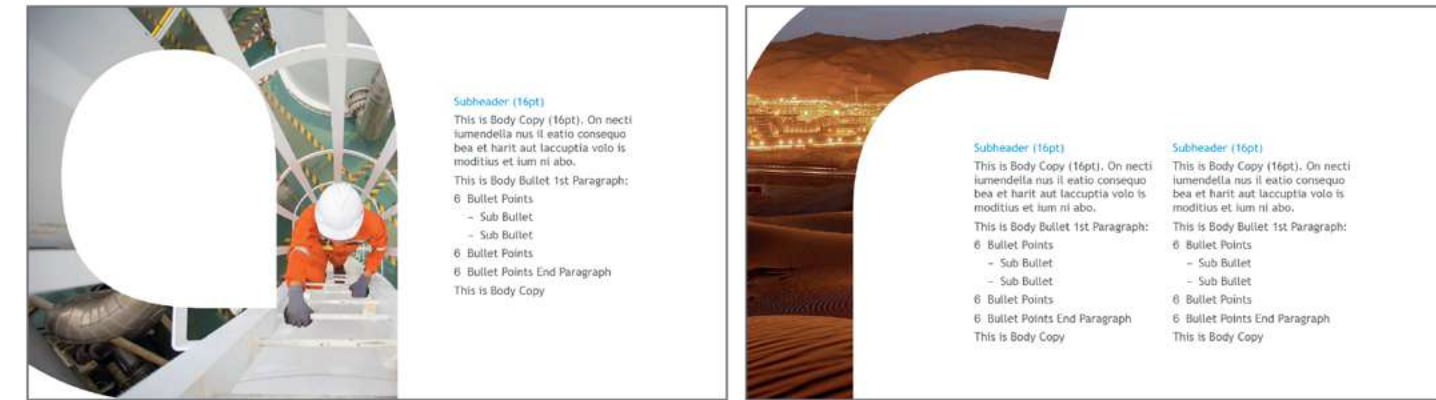
The partial use of wordmark should be only outlined in white or Dark Gray-depending on the background-.



When pictures and illustration are not present, mixing all formats are allowed and the partial use of wordmark can be filled with one of our primary colors.



On the window format, the letter “a” is allowed to be used externally if enough branding (logo) is present around it. With applications where a picture is on top of another picture, an outline should be present to highlight the shape of the letter.



On the window format (not close-up), you can use the remaining letters alone when in sequence.



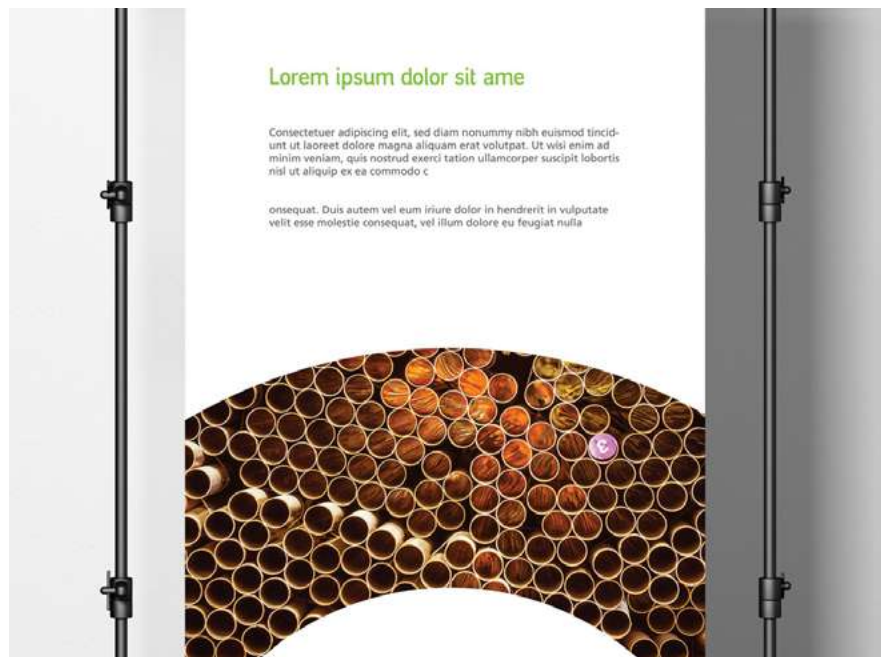
Close up windows should be used to highlight specific subjects.



The double stroke from the window close up can be used separately to highlight copy or important content. You can zoom in as much as 1200% from any side of our wordmark to create strokes.



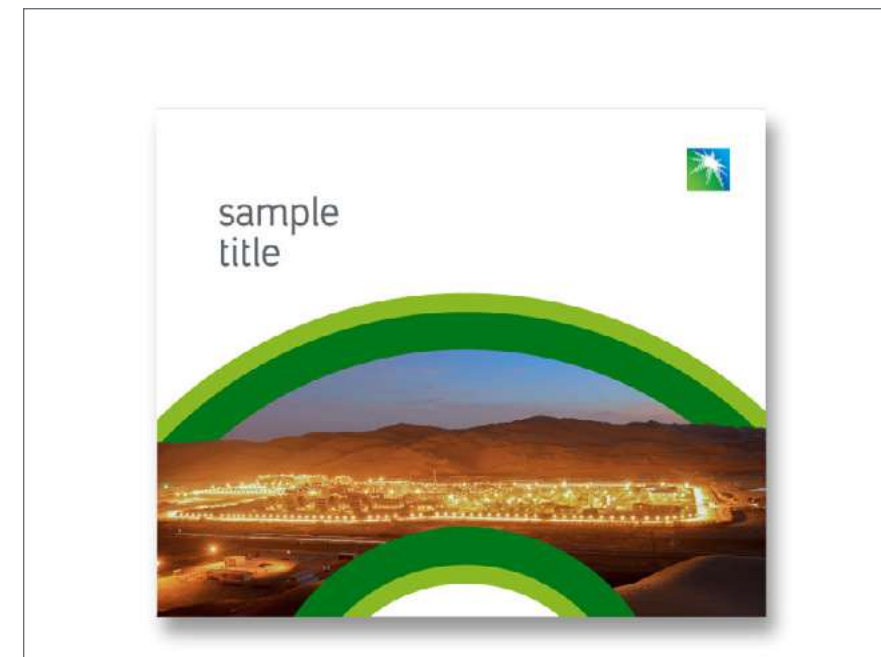
Two shades from the same color of primary/secondary color palette must be applied on window double stroke. You can zoom in as much as 800% from any side of our wordmark to create the extreme windows.



The window should be always filled with one picture.



Bordless version of the window close-up can be applied where a clear design is needed.



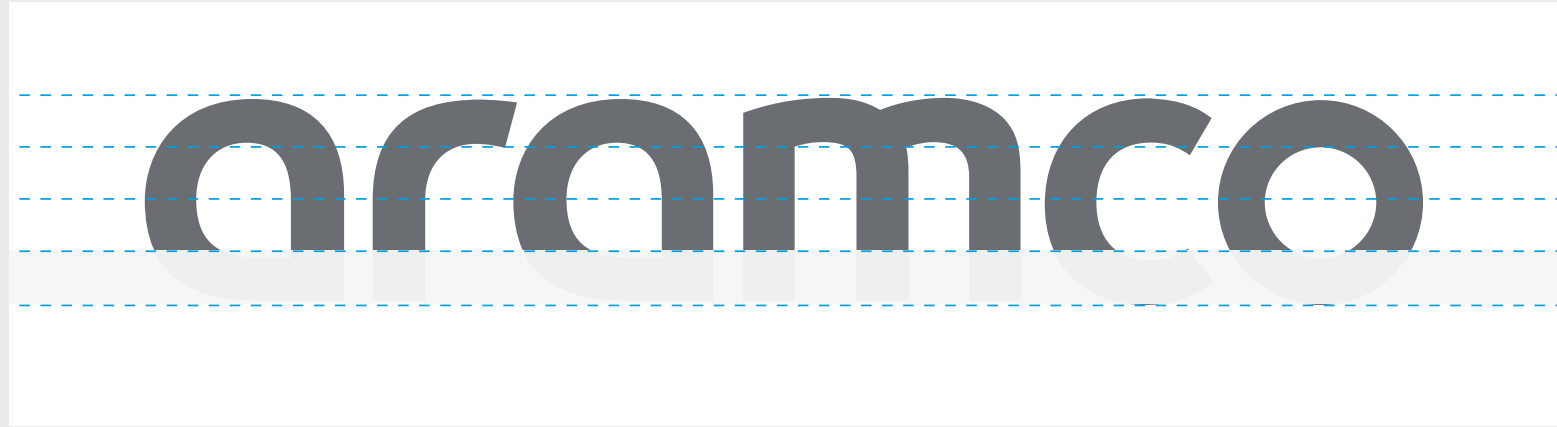
Double stroke should be applied only on window close-up category.



In extreme close-up formats (with strokes and without) the cropping should be from 20% to 30% of each letter.

Wordmark
Rules
—
Full wordmark

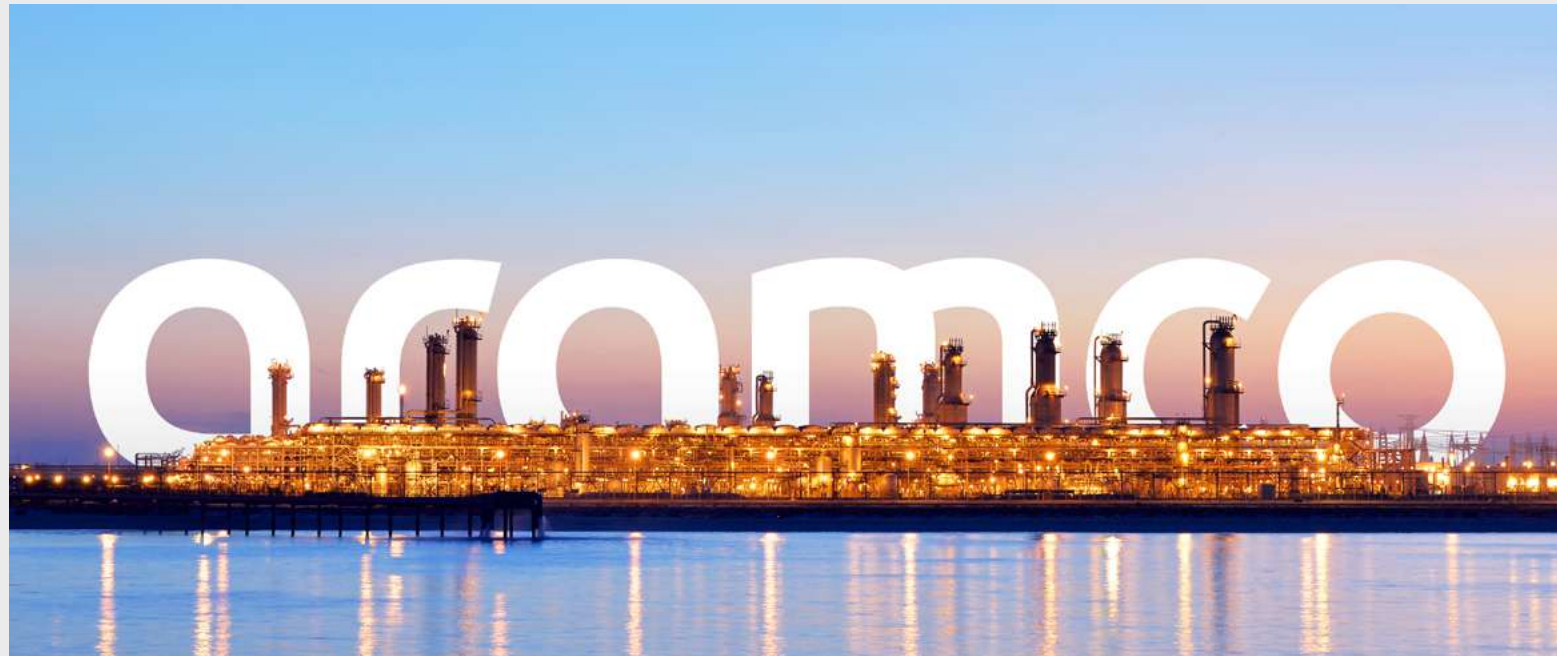
The full wordmark can be cropped to interact with pictures, following a cropping formula that will guide you to come up with the correct cropping space. Be sure to send to corporate Identity reviewers before submitting final work.



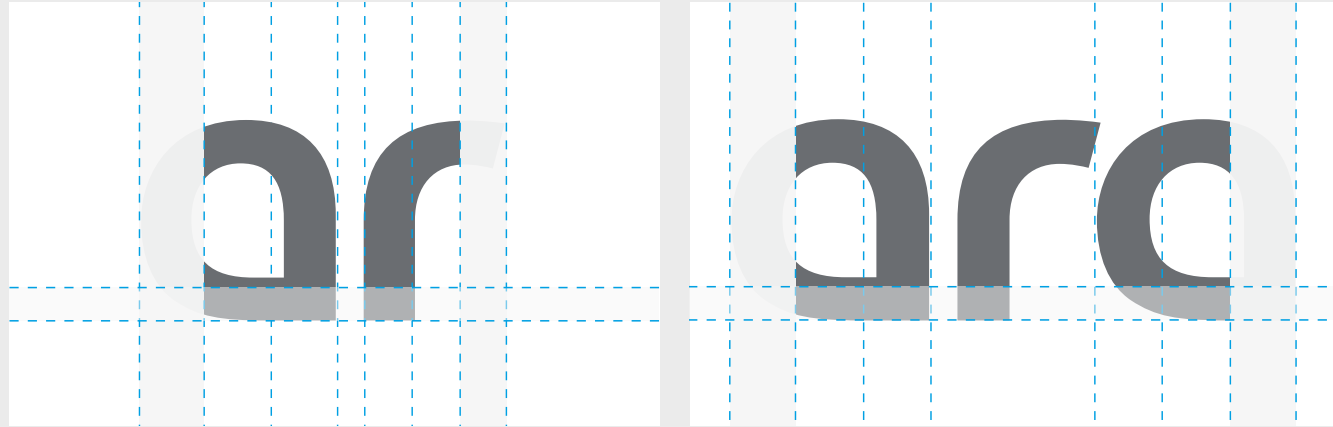
1. Cropping the wordmark from the bottom is allowed up to maximum of 25%.



2. Cropping up to 25% of the letter (a) and the end of letter (o). Cropping must be applied on both sides (right & left)

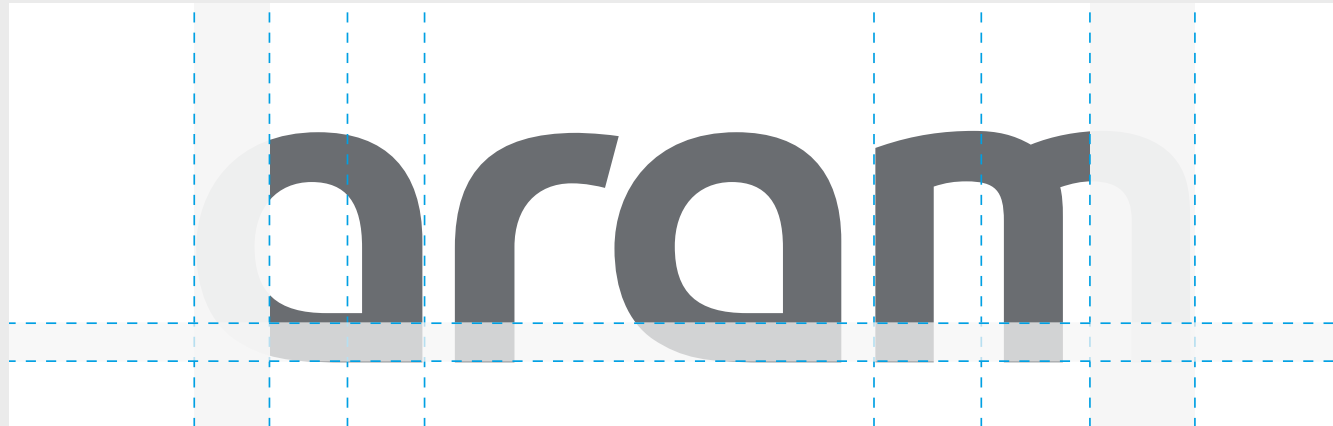


A partial crop of the wordmark is also allowed to create impactful interaction between brand and pictures. Be sure to send to corporate identity reviewers before submitting final work.



Option 1. (2 letters) Crop within the First third of letter (a) or the last third of letter (r)

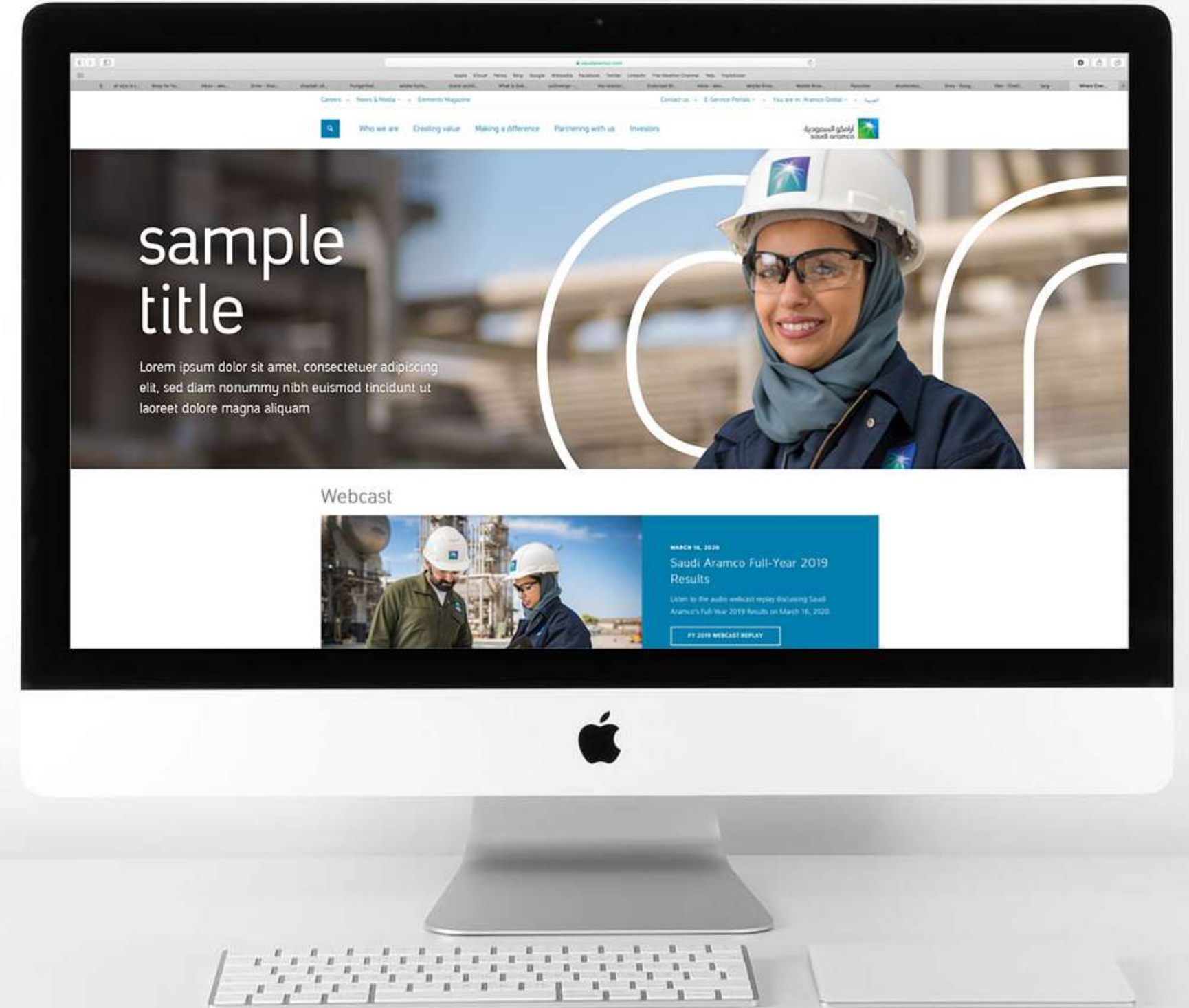
Option 2. (3 letters) Crop within the First third of letter (a) or the last third of the second (a)



Option3. (4 letters) Crop within the First third of letter (a) or the last third of letter (m)

Crop from the bottom is allowed on all options by following the below rule:
wordmark height/6

Crop is allowed on two sides only

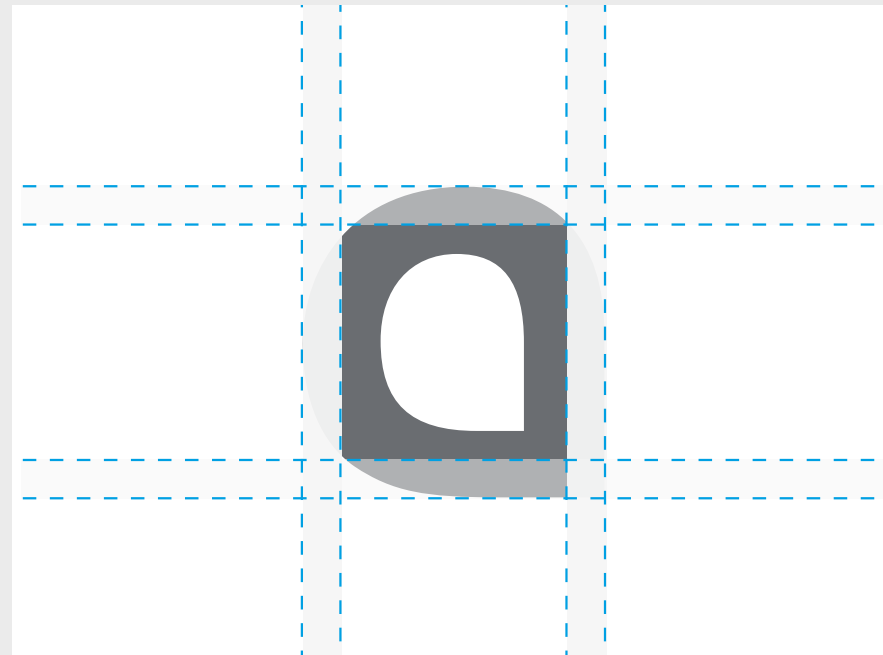


Wordmark

Rules

Window wordmark

A partial crop of the wordmark is also allowed to create impactful interaction between brand and pictures. Be sure to send to corporate identity reviewers before submitting final work.



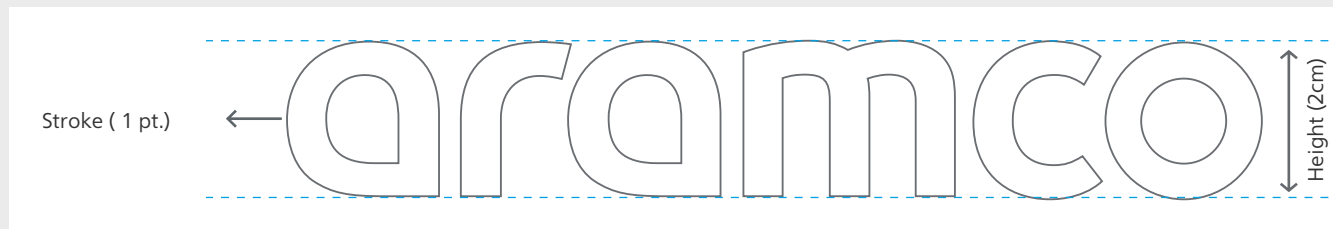
Crop can be applied from any side, by following the below rule:
Wordmark height/8

Crop rule can be applied on any letter if they are used as full wordmark, in sequence with (a)

Crop is allowed on one, two, or three sides only



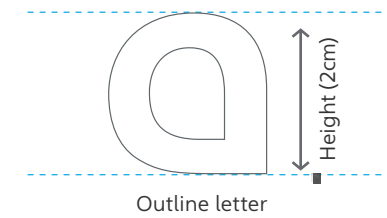
Partial word mark version



Change the color setting from fill to outline, then create the stroke based on the following formula:

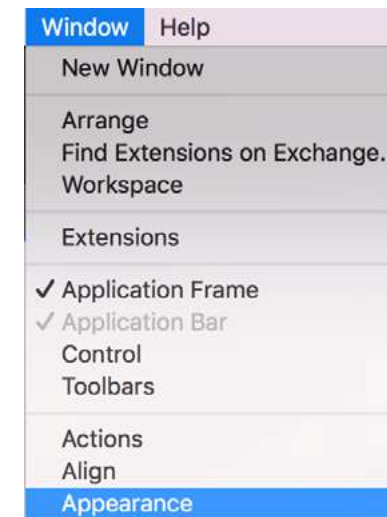
1. Letter height [h] in cm divided by two = stroke in pt.

Window wordmark version



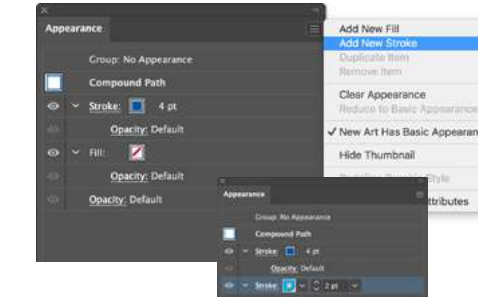
Change the color setting from fill to outline, and then create the stroke based on the following formula:

1. First, open the wordmark file.
2. Choose one of Aramco letters.
3. Set the letter height to 2cm.
4. Outline the letter.

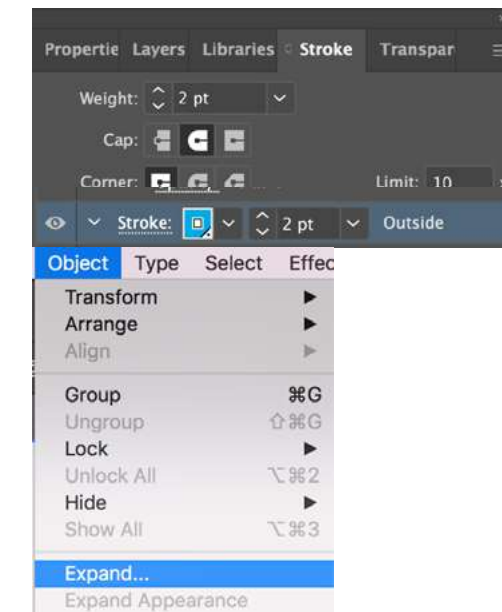


Create the stroke based on the following format:

1. First, click on the letter, and then click on window from the menu bar, then appearance.
2. Select two shades from the same color of primary or secondary color palette, then set the first stroke color with the darker shade.



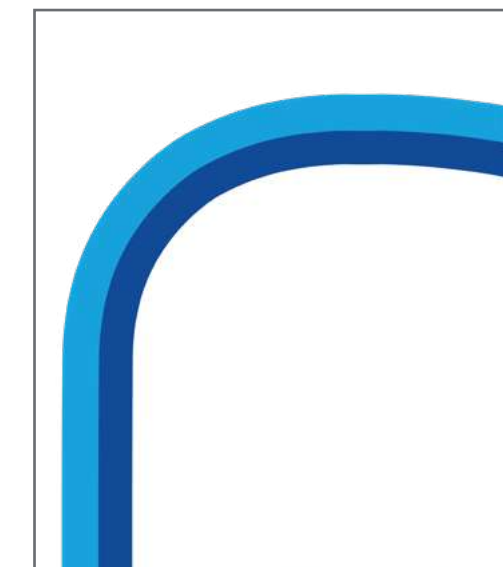
3. Multiply letter height by two to identify the stroke value, if the height is 2 cm, the first stroke should be 4pt.
4. Click on add new stroke to create the second one, and change the color to the lighter shade.
5. The value of the second stroke is equal to the letter height, if the height is 2cm, the second stroke should be 2pt.



1. Click on the second stroke panel and align it to outside.
2. Select the strokes then click on object from the menu bar, and expand the lines.



The double stroke should originate from any letter from our wordmark.



20% to 30% of the wordmark can be used. The letter that is used above is m.

You can zoom in as much as 1200% from any side of our wordmark to create strokes.



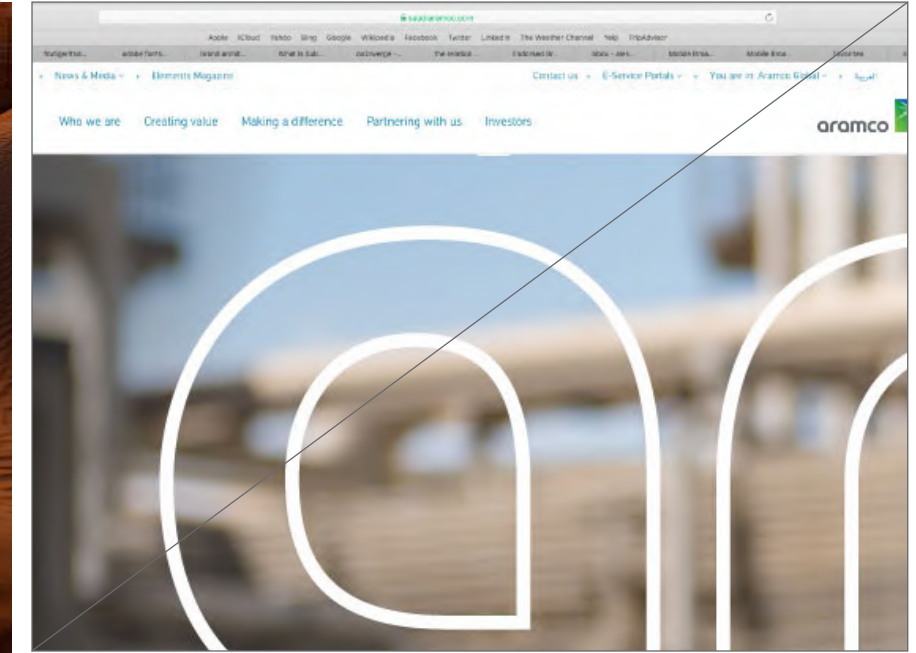
Don't use the full wordmark with other colors except with white, or dark gray.



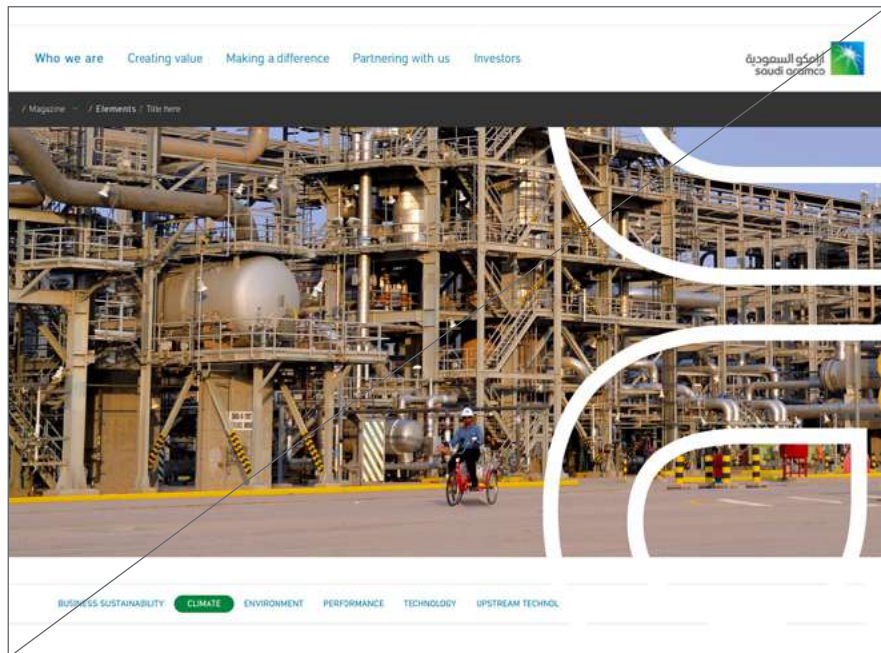
Don't use the full wordmark as an outline in photography.



Don't use our wordmark in small sizes.



Don't use the wordmark on pictures if it is not interacting with it.



Don't crop the wordmark from three sides.



Don't use single letter alone except the (a).



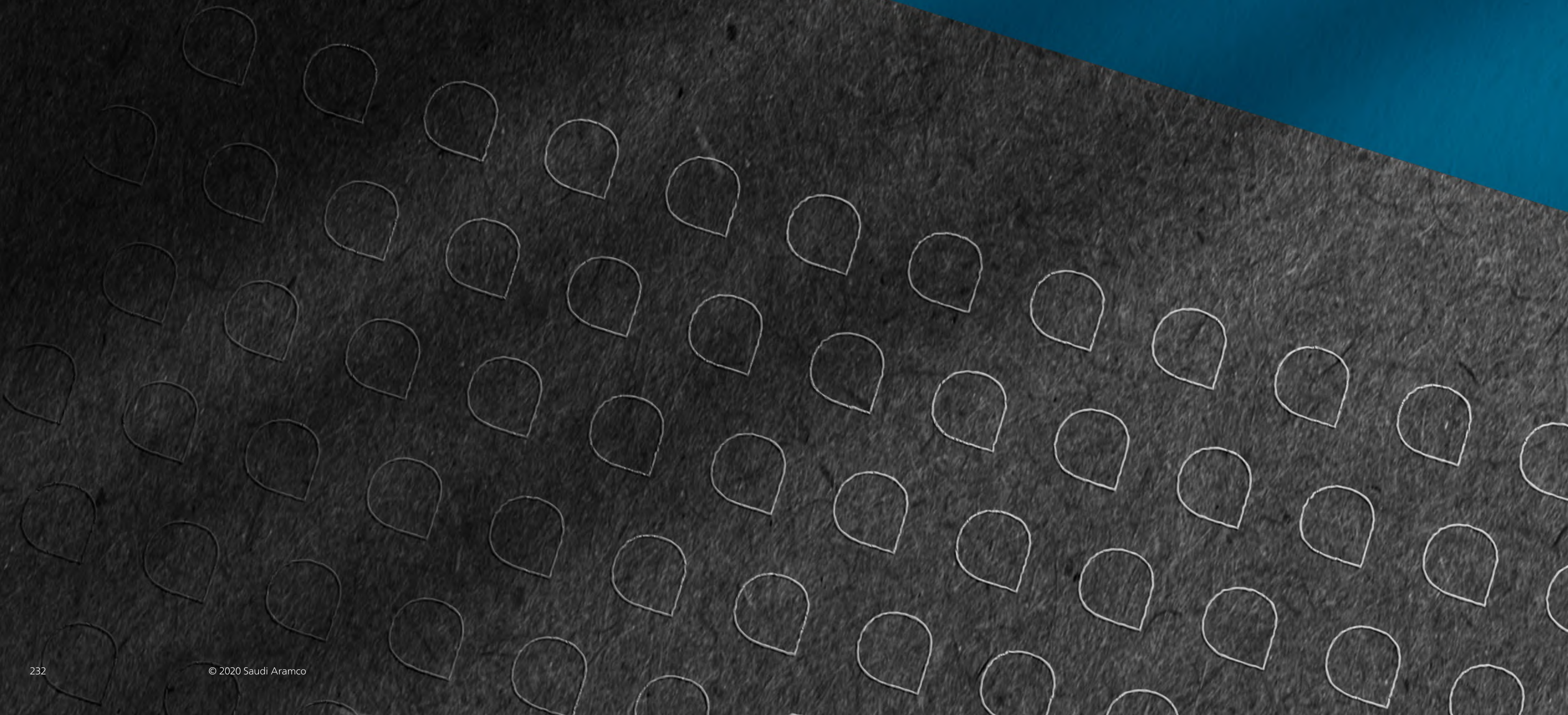
Don't distort the wordmark.



Don't use Aramco wordmark with unapproved font.

Patterns & Textures

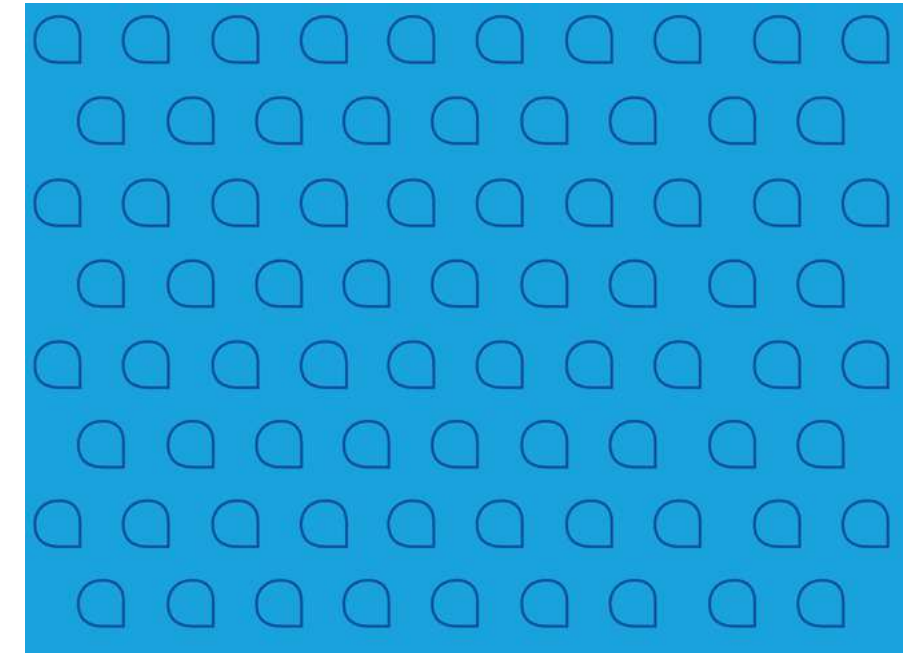
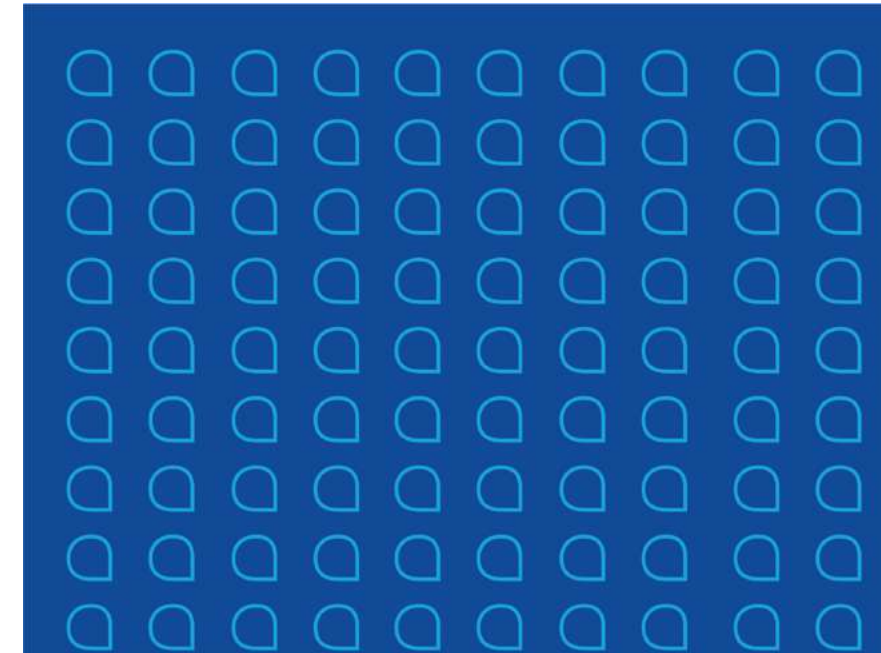
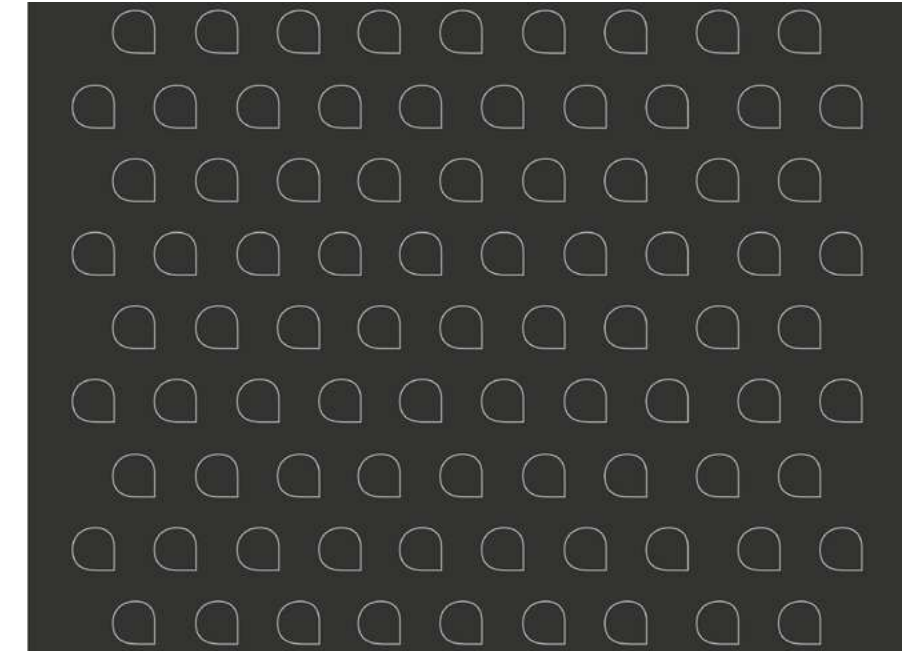
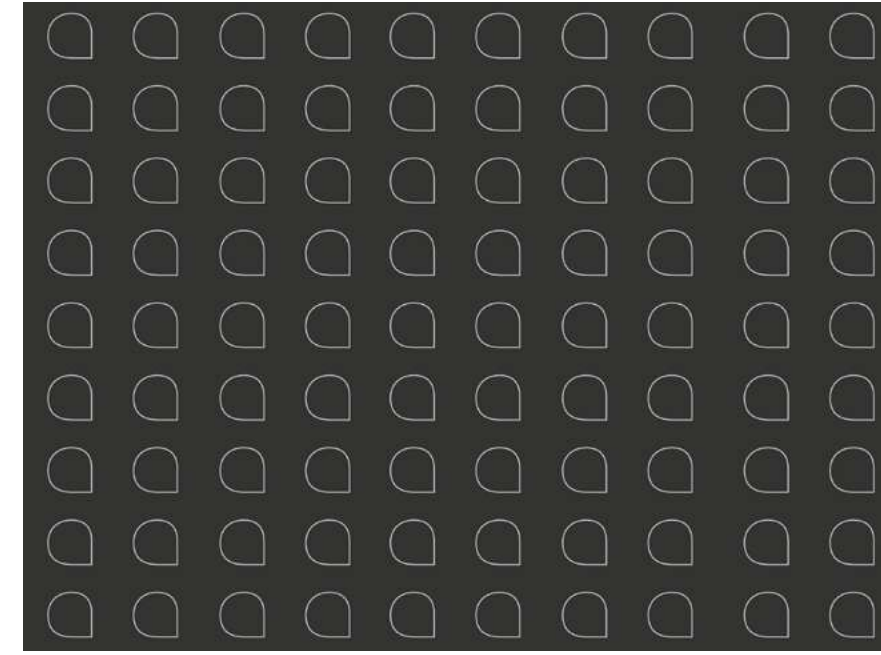
The distinctive form of our letter
"a" allows us to create patterns to be
used in multiple applications.



Patterns & Textures
Fixed patterns

Our fixed pattern is designed to be used on different materials, from digital to offline applications. They come in two styles: stacked and hexagon. Both versions can be

outline or filled forms and all of them use our primary color palette.



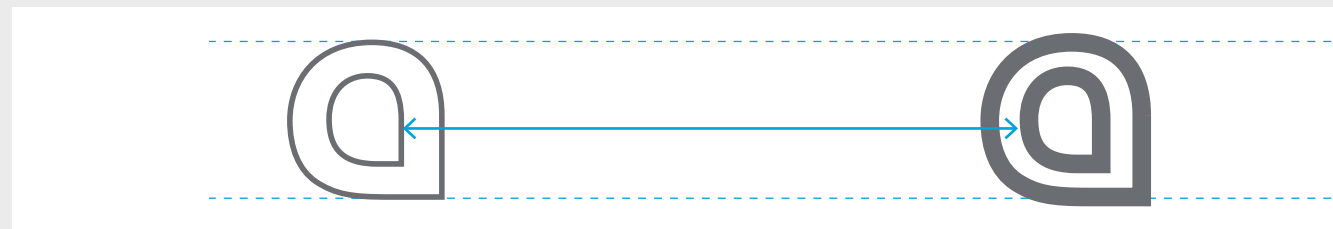
Our original wordmark should be the starting point to create a pattern. This will ensure correct measurement through out the design. Be sure to send to Corporate Identity reviewers before submitting final work.

Outline version pattern

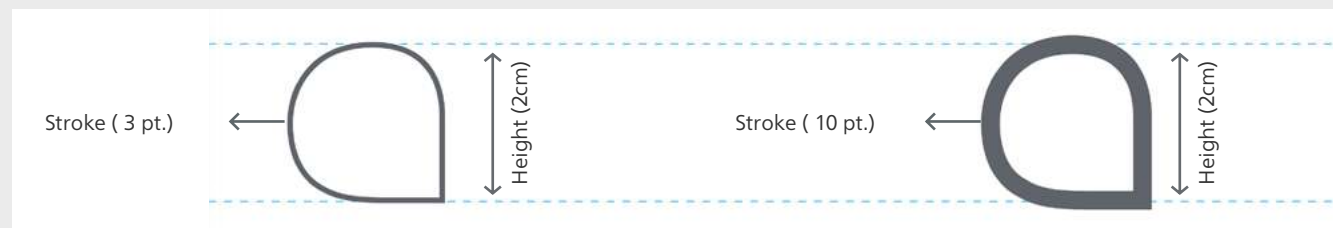


Change the color setting from fill to outline, and then create the stroke based on the following:

1. Use the wordmark logotype and set the height of the letters to 2 cm.
2. Outline the word mark logotype.



3. Delete the inner line.



4. The stroke thickness in the outline version is 3 pt., 10 pt. on the organic and 5 pt. on the ornamental versions.

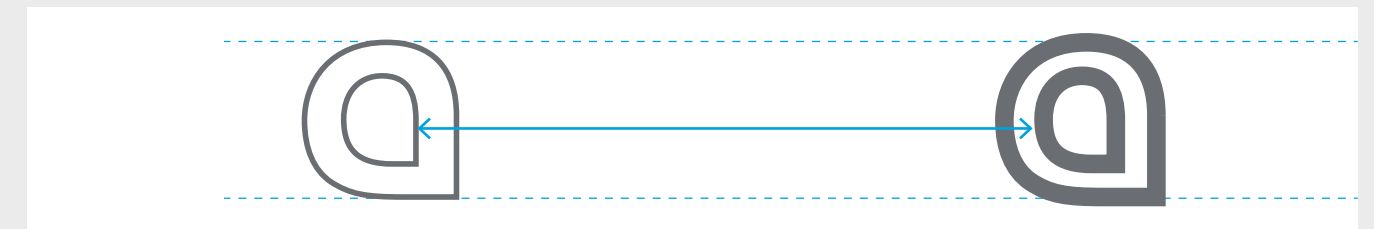
Note:
To ensure consistency in the size of the stroke it must be converted to an outline before moving into design.

Filled version pattern

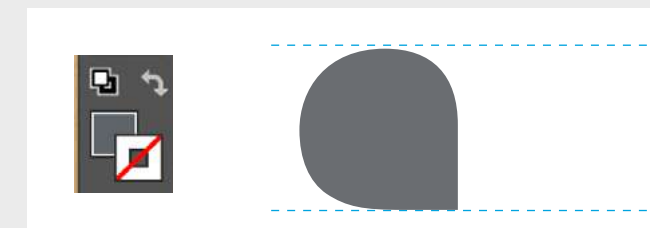


Change the color setting from fill to outline, and then create the stroke based on the following:

1. Use the wordmark logotype and set the height of the letters to 2 cm.
2. Outline the wordmark logotype.



3. Delete the inner line.



4. Change the color setting from outline to fill.

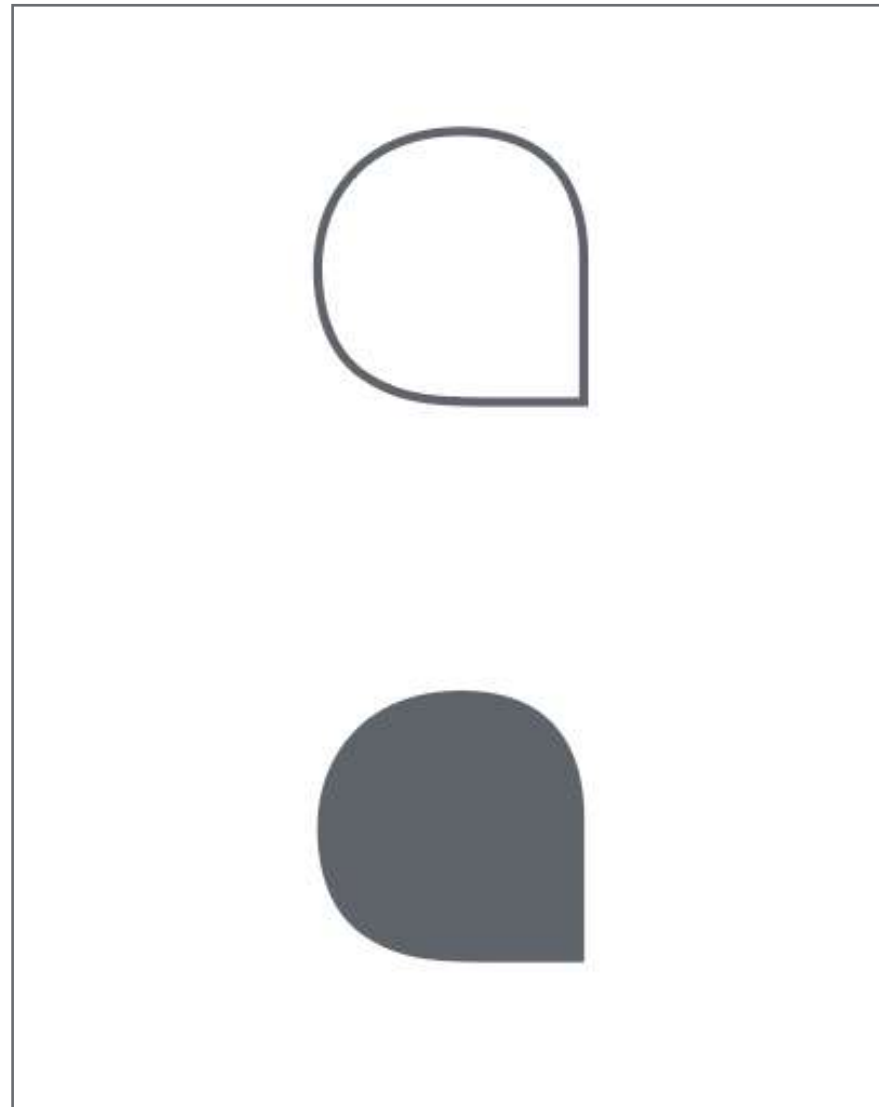
Patterns & Textures

Fixed pattern

- Specifications

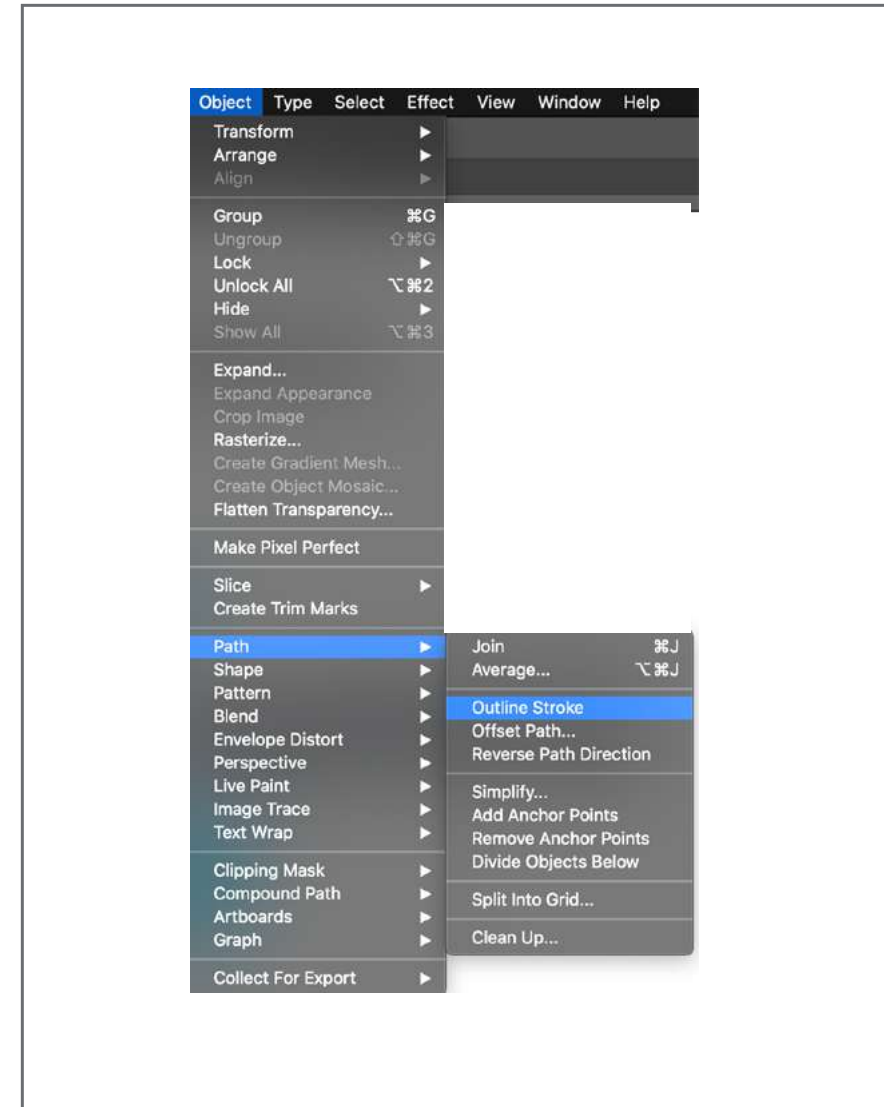
To create a pattern, follow the below steps (you can also download ready ones in our brand center). Note that custom created patterns require advanced knowledge in Adobe Illustrator. Be sure to send to

corporate Identity reviewers before submitting final work.



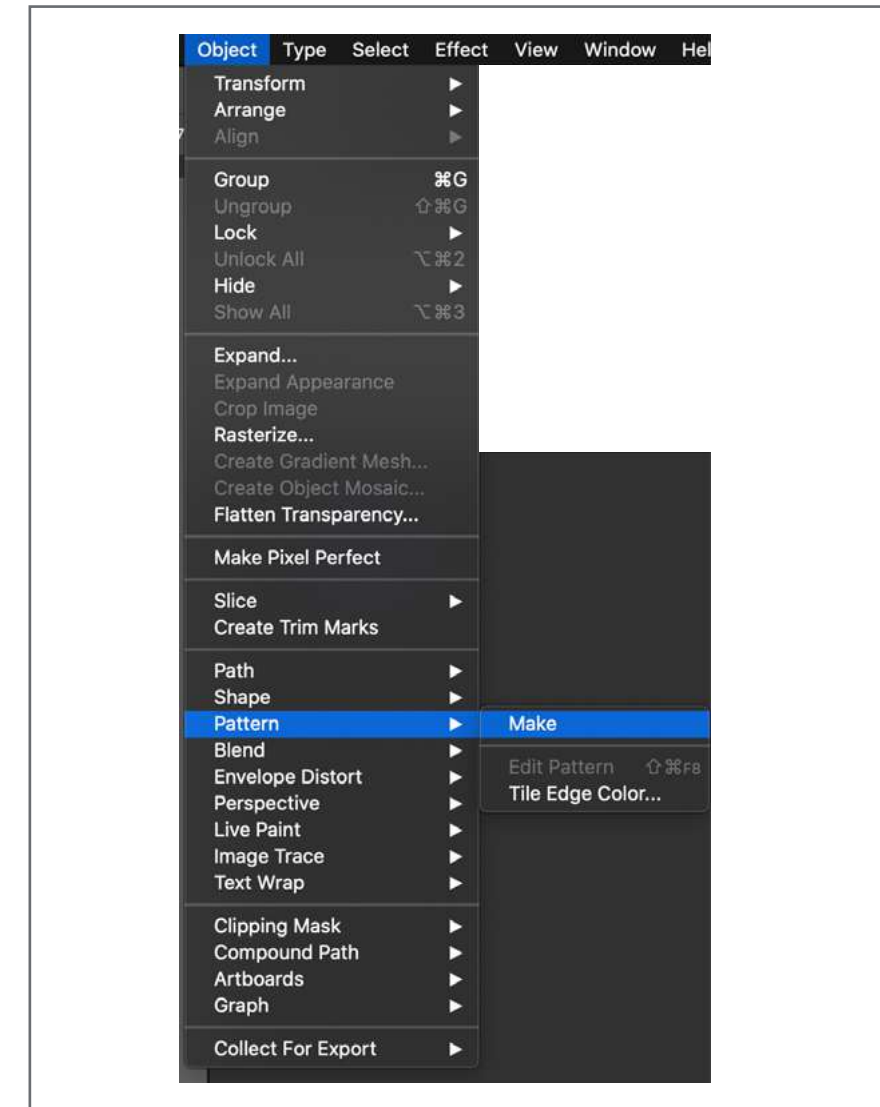
Step 1

After applying the correct size specifications, choose the style you prefer based on the design (outline or full). In case your choice is the full version, please go to step 3.



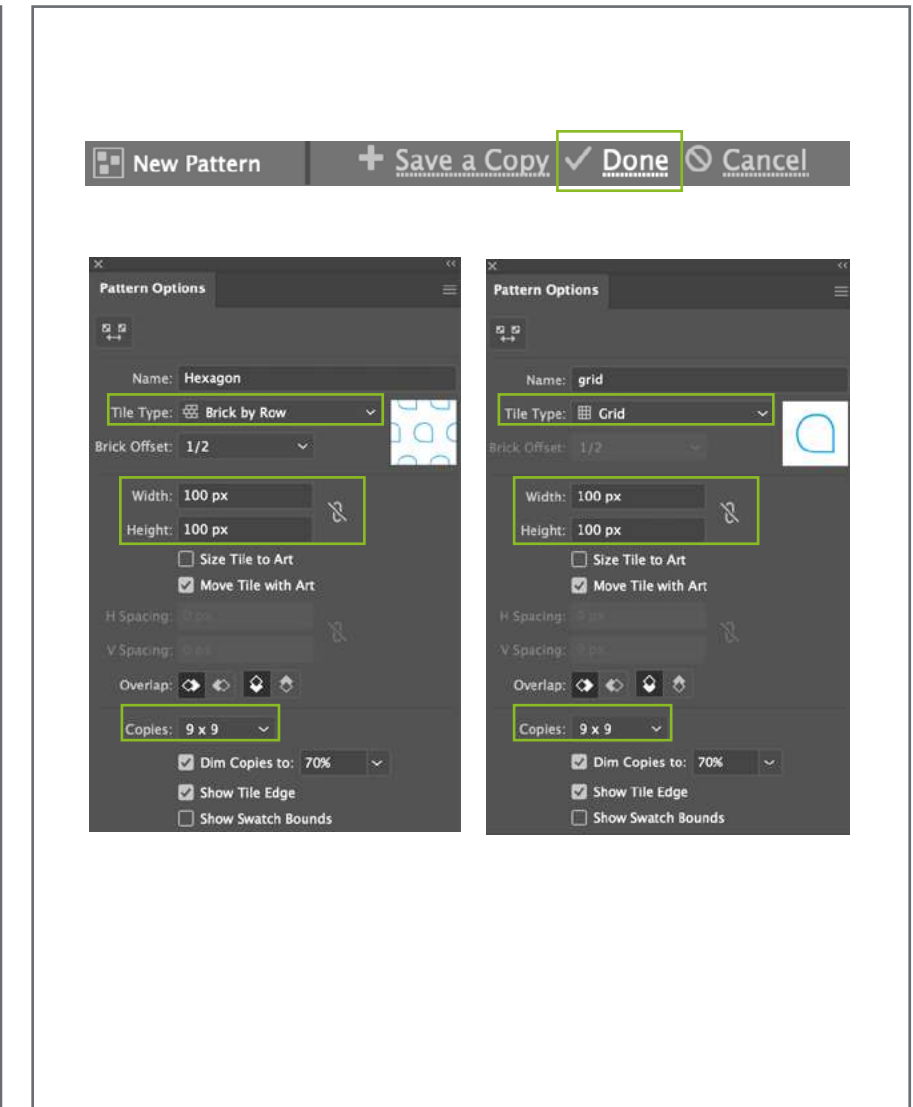
Step 2

If you choose the outline version make sure the stroke is 3pt, then outline the stroke.



Step 3


To make the pattern, first select the letter, then from the object dropdown menu go to Pattern and select make.



Step 4

Choose the desired pattern either a grid (stacked version) or brick (hexagon version). Follow the specifications for each style. Then click on the done button above, which will create a ready to use pattern in the swatches menu.

Our organic pattern is designed to be used as 2D or 3D forms. It's also recommended to use the organic pattern for physical structures, like walls.

أرامكو السعودية
saudi aramco 

certificate of appreciation

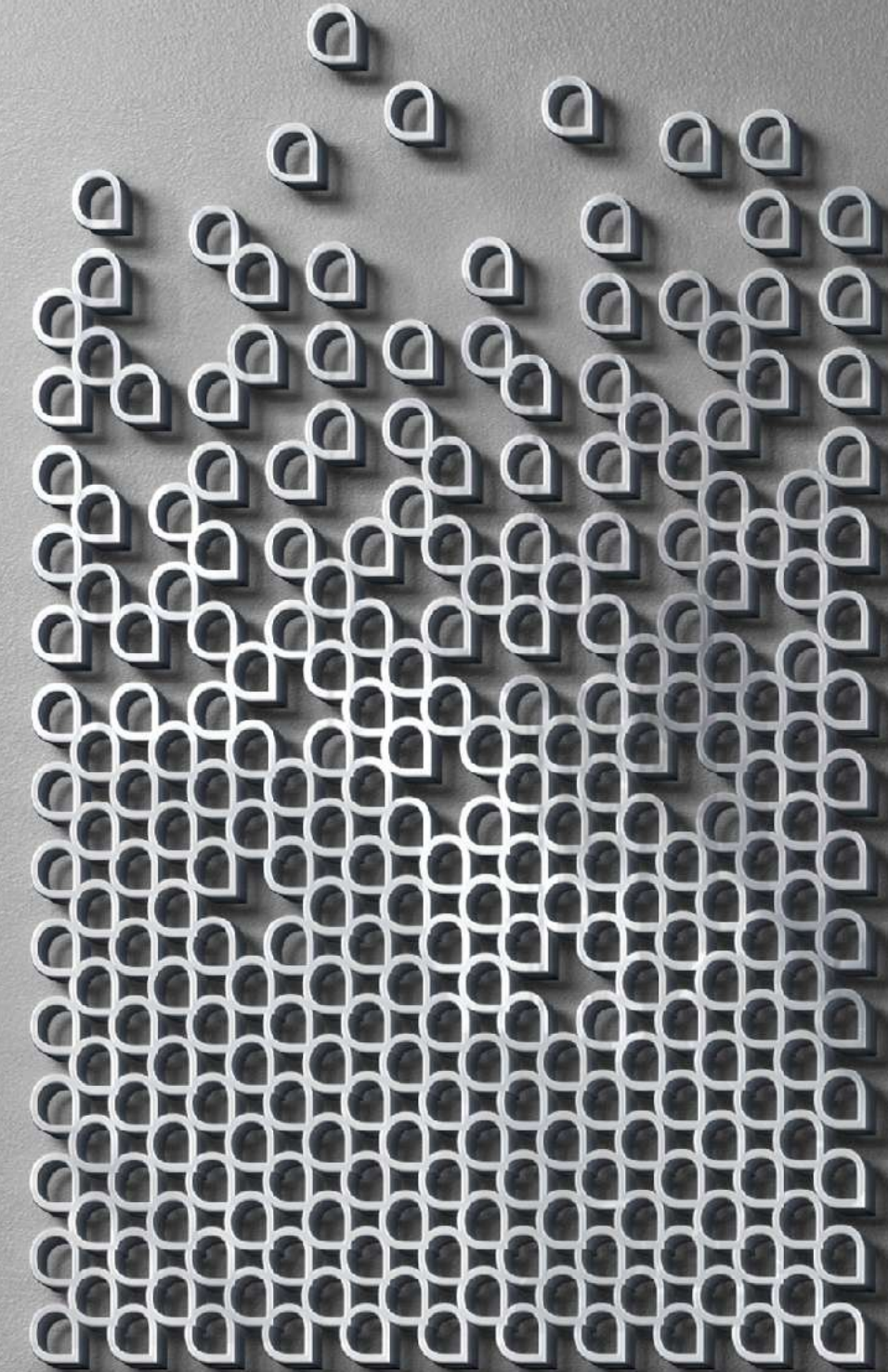

This is to certify that

Recipient Name
(Badge #)

attended the Knowledge Transfer Workshop organized by the Professional Knowledge Transfer Program during the period

Date here

Signatory Name
Division Name
Department Name



Patterns & Textures

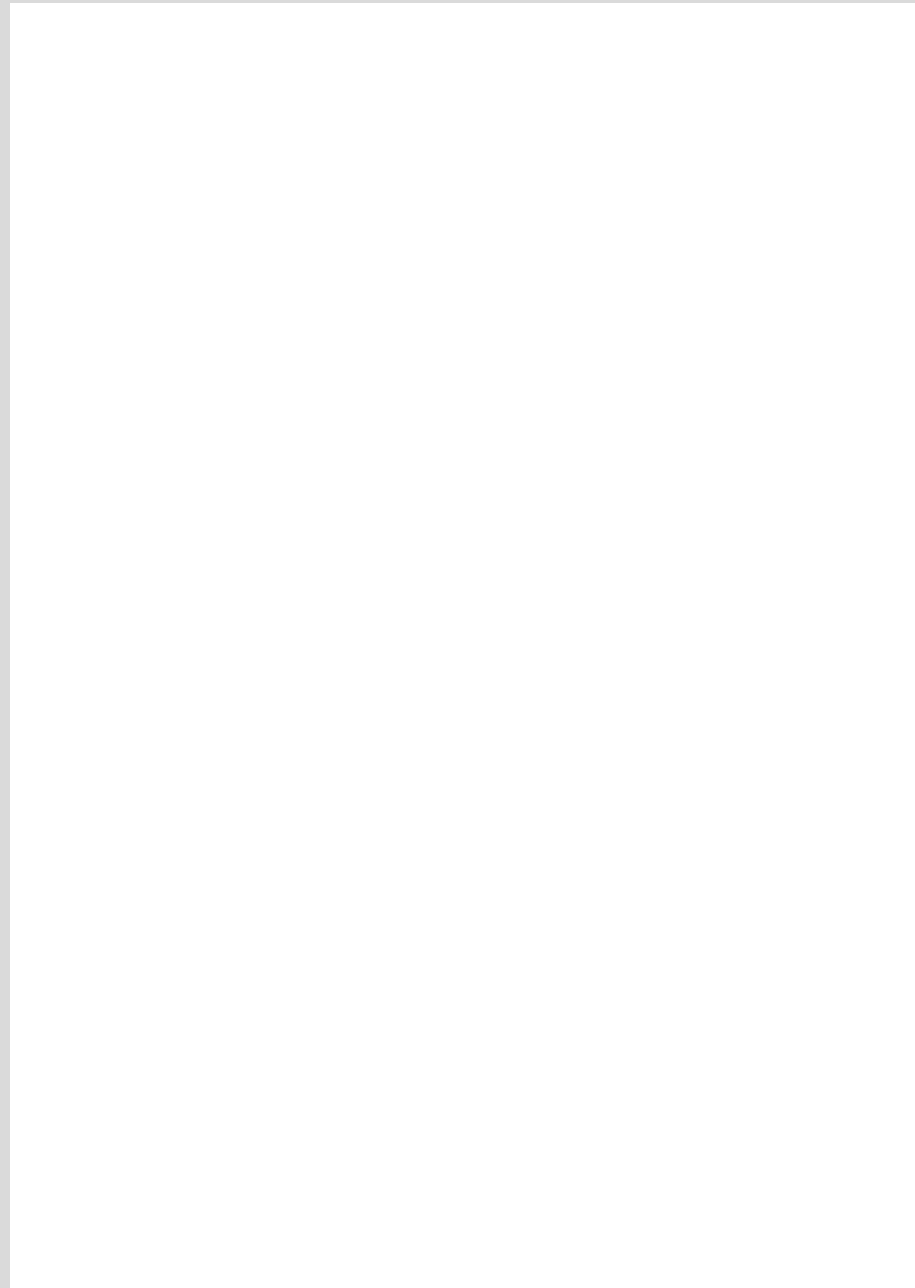
Organic pattern

-
Specifications

Our original wordmark should be the starting point to create a pattern. This will ensure correct measurement through out the design. Be sure to send to corporate Identity reviewers before submitting final work.

Note: the organic pattern comes in White, 25% gray and 15% gray only.

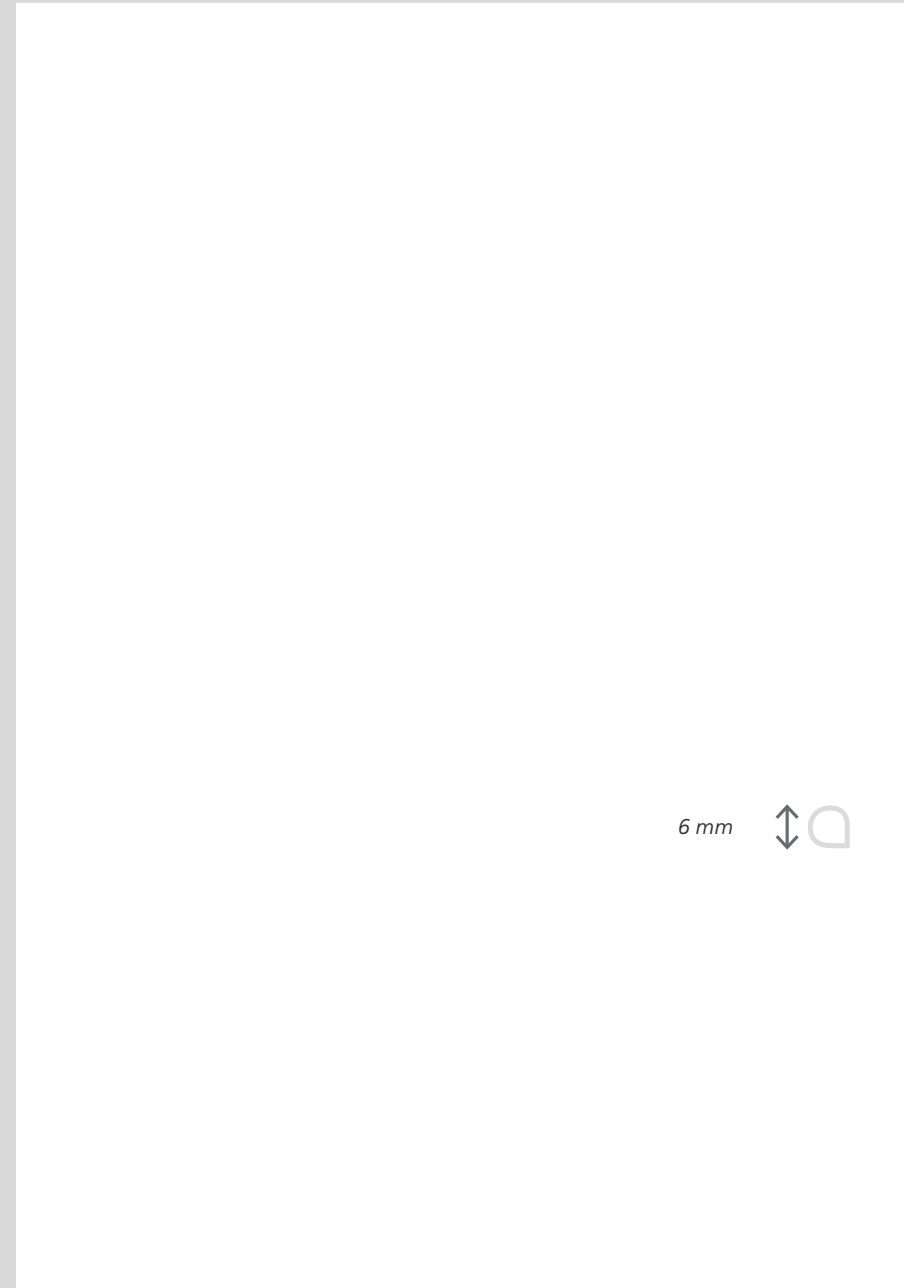
Proportion: fixed and organic pattern



← 120 mm →

Step 1 – Create the format

The “a” is created using the shortest side of the format. I.e. banner (170mmX120mm) use 120 mm to create the “a”. This will work on standard or extreme format.



6 mm

Step 2 – Size the “a”

Divide the shortest side by 20 ($120/20 = 6$). 6 is the height of the “a”.



Step 3 – Design

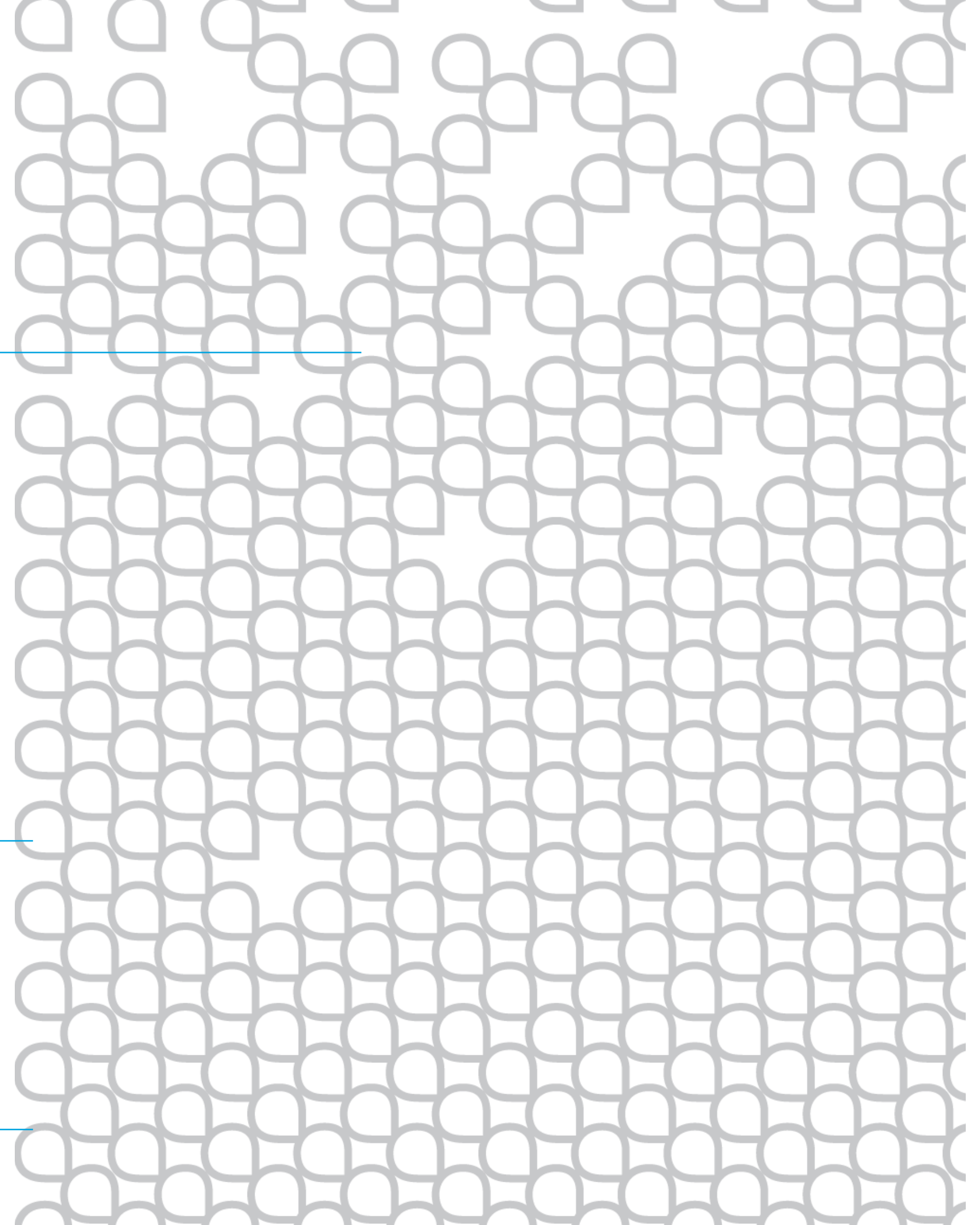
Add and make sure there is an organic feel by placing each one.

Follow these principles to create a custom organic pattern.

The organic style allows us to use random spaces on the pattern to create a fluid look.

The letters must be placed next to each other in a hexagon shape. No spaces.

From bottom-up, you can reduce gradually the concentration of elements to give a natural gravitational look.



Our ornamental pattern has been created for decorative purposes. This will give the user the freedom to use it on different business communications, such as: packaging, reports, presentations, etc.



These principles will guide you to create your own ornamental pattern.

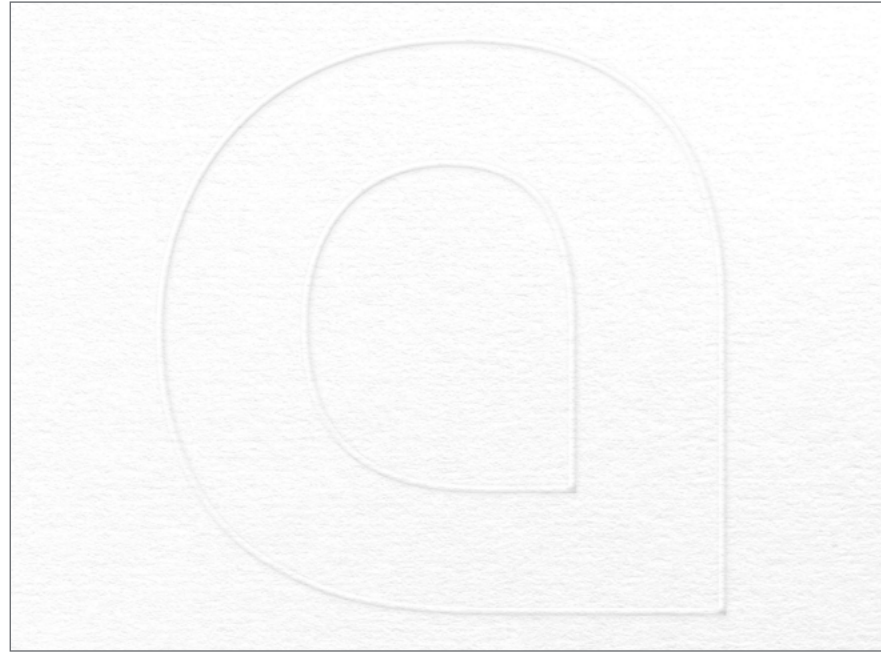
The maximum number of letters that can be used in a single design is 20. While the minimum is 4 letters.

Ornamental patterns are always from 40% to 60% opacity.

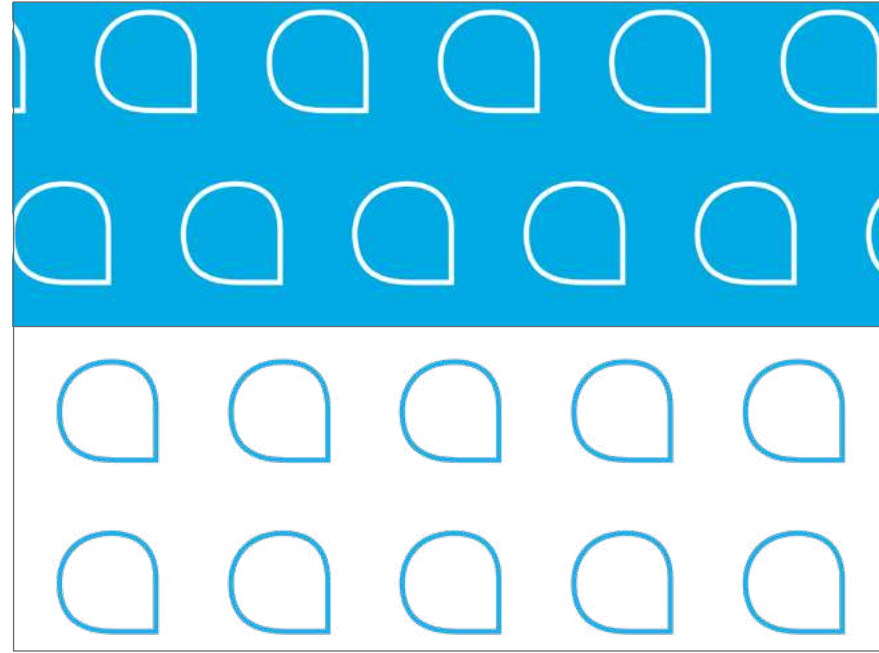
A minimum of two "a" shapes must be overlapped.



Following these principles for patterns and textures use and creation will allow our graphical short-hands to be connected across our brand.



Patterns and textures must be created with the letter "a" from the Aramco's wordmark.



On fixed patterns, use hexagon or stacked forms.



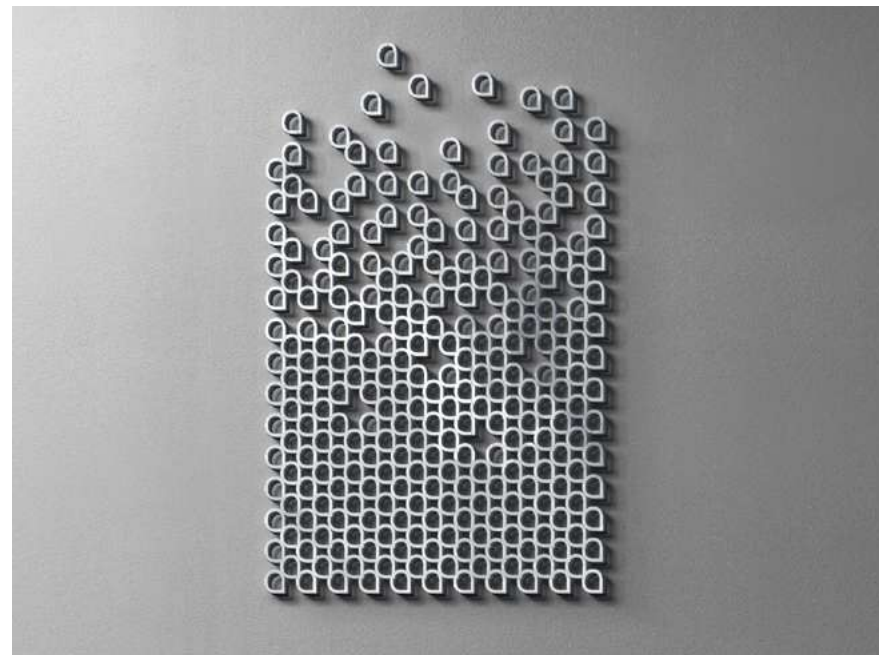
The outline "a" style have two stroke sizes: 3 pt. for fixed patterns, 10 pt. for organic and 5 pt. for ornamental patterns.



The "a" should overlap at least twice on the ornamental style.



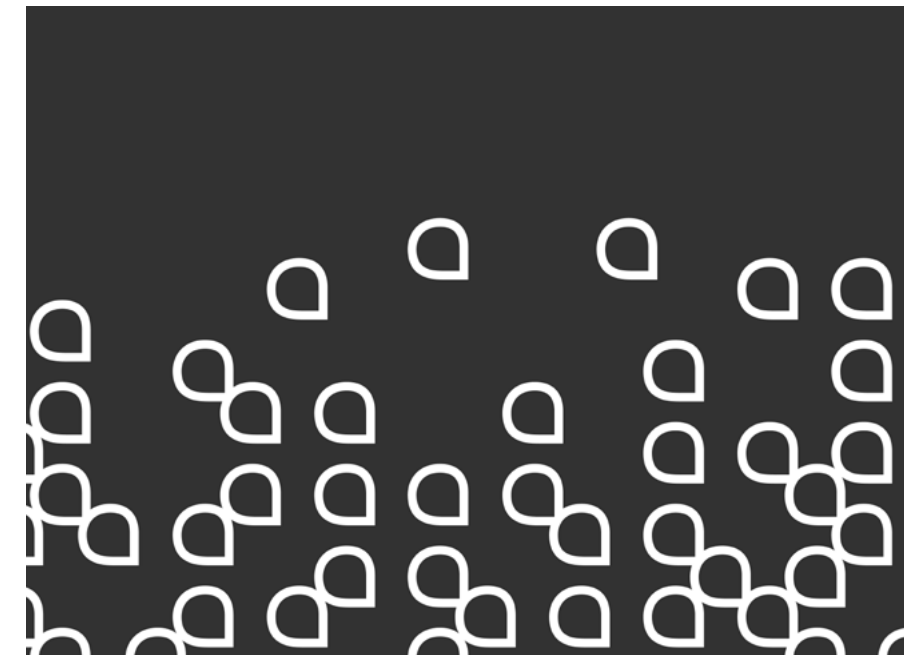
Patterns & texture should only be used with our primary colors.



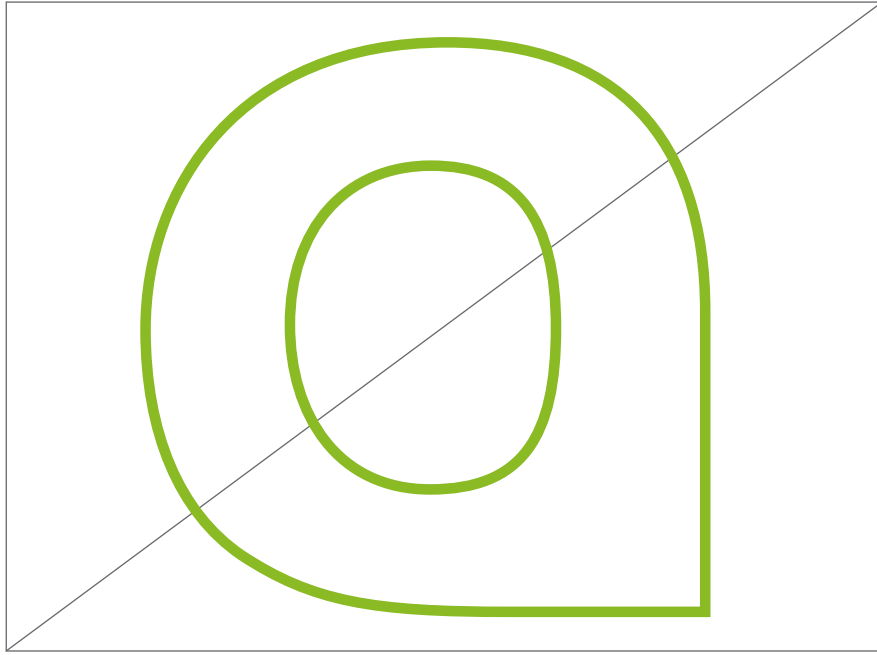
Organic pattern are also designed for 3D applications.



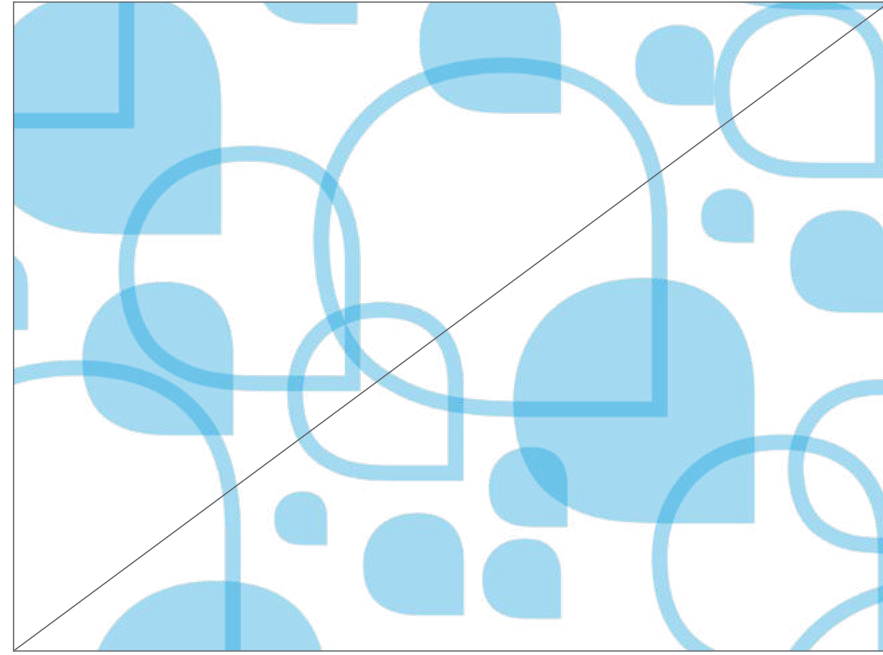
Ornamental patterns are always from 40% to 60% opacity.



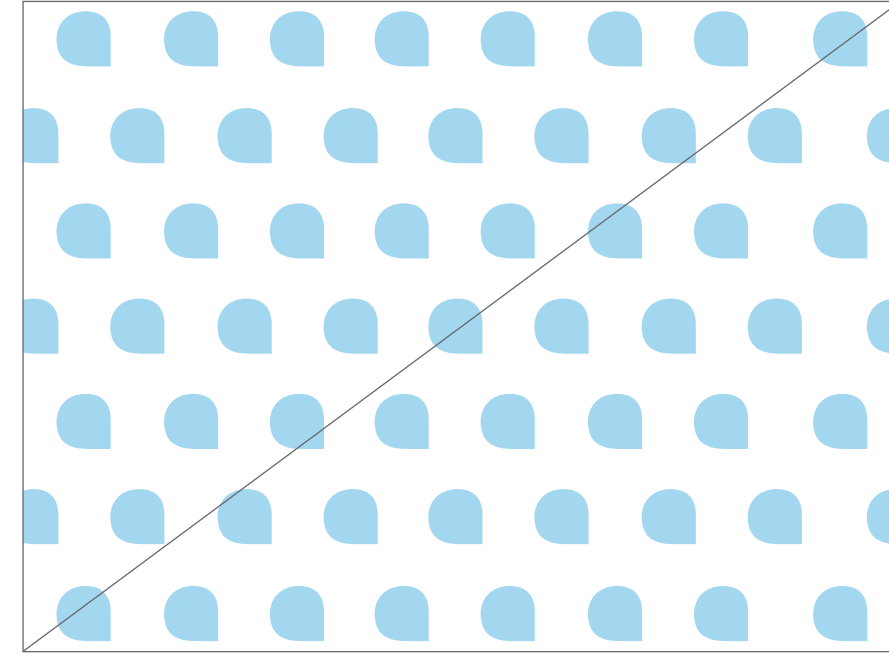
Fixed and organic patterns should be used with solid colors only (100% opacity).



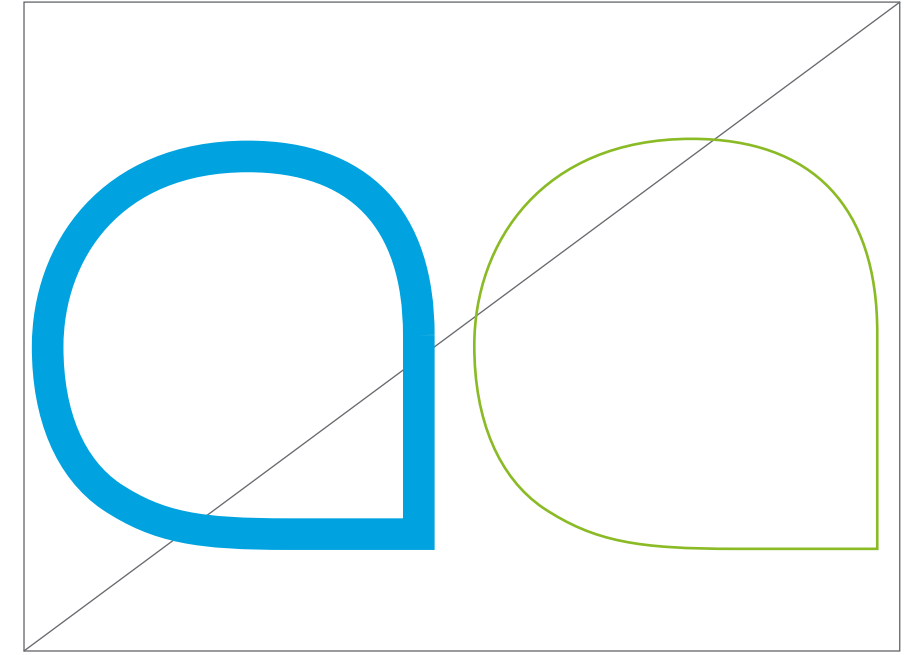
Do not deform the letter "a".



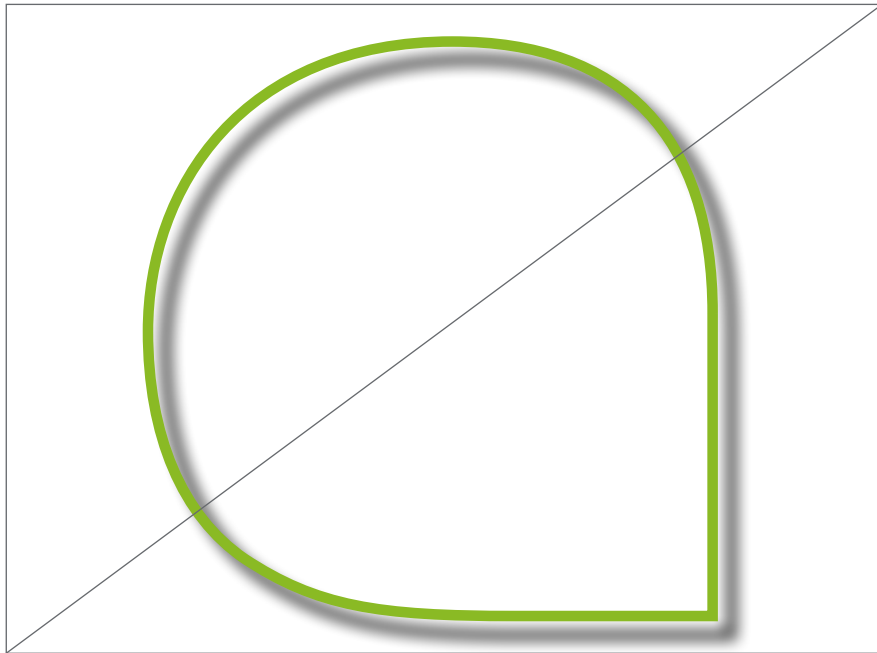
When using graphic element pattern do not exceed 20 letters per design.



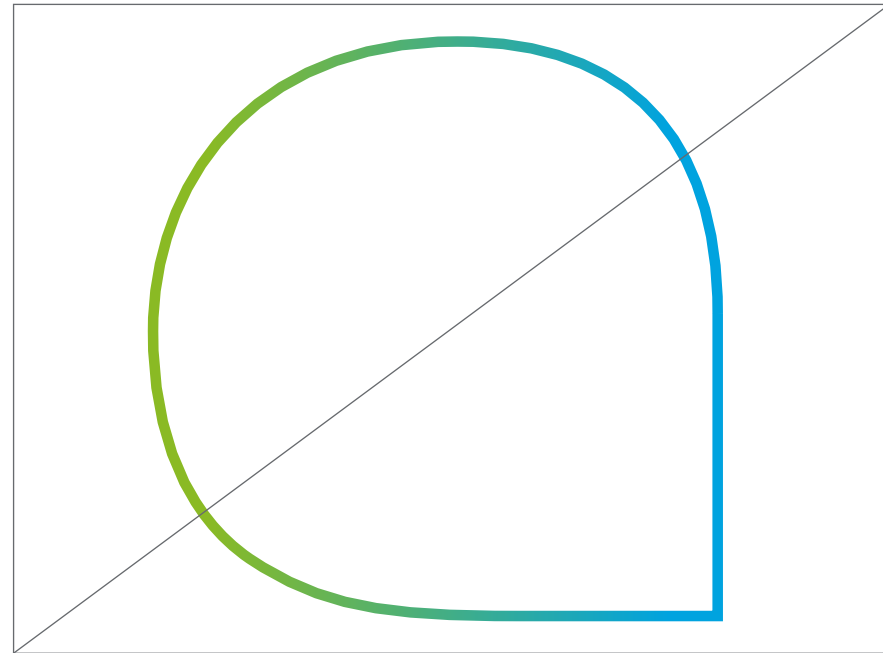
Do not use opacity of the organic or fixed pattern.



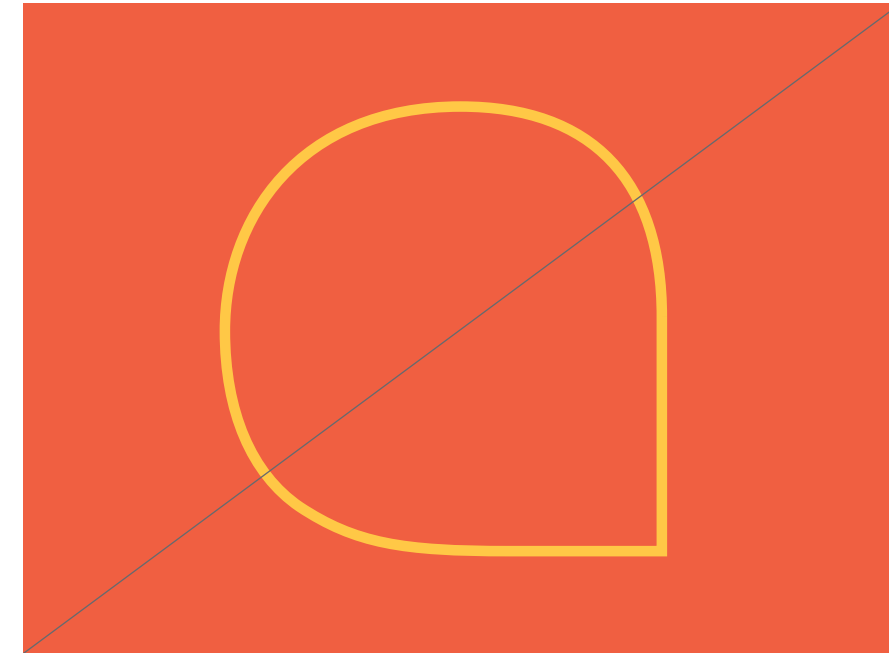
Do not change the weights for the stroke.



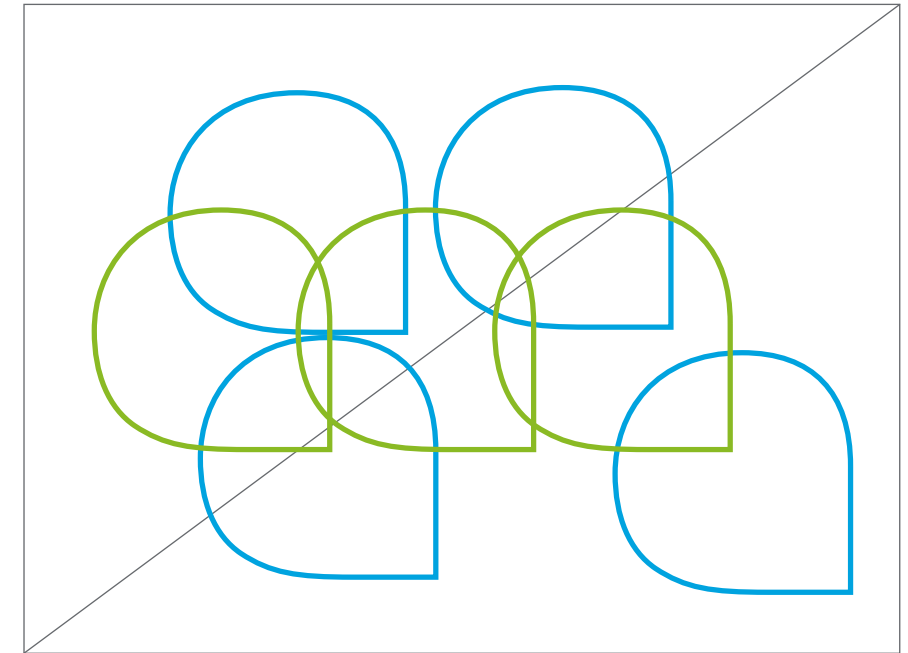
Do not apply drop shadow or other effects.



Do not apply gradient.



Do not use secondary colors for corporate communication.

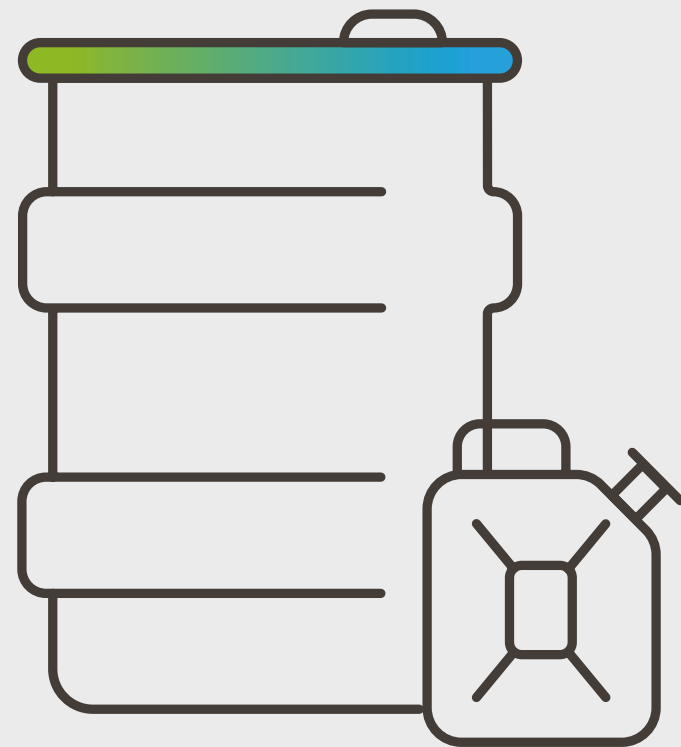


Do not create ornamental patterns with same "a" sizes and without transparency effect.

Illustration

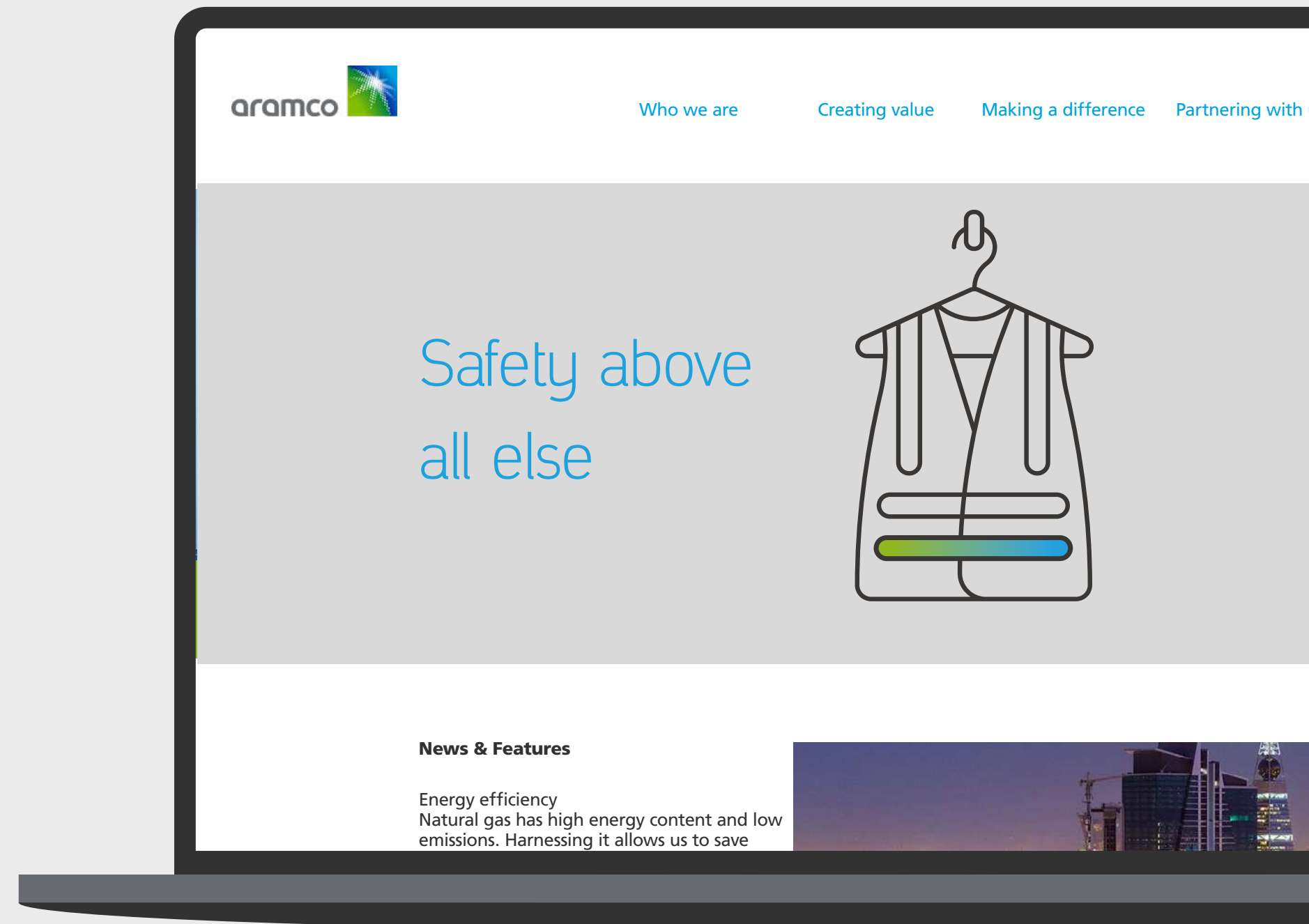
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Our illustration styles allow us to communicate concepts, themes and ideas in a consistent but flexible way. Our main style is the basic outline illustration, it contains a gradient energy line, demonstrating the value we bring to the world.



Basic outline

Our primary illustration style represents our business, technology, innovation, resources and energy.



For external communications, the energy element is always the green-blue gradient. Backgrounds can be white, green, blue or gray.

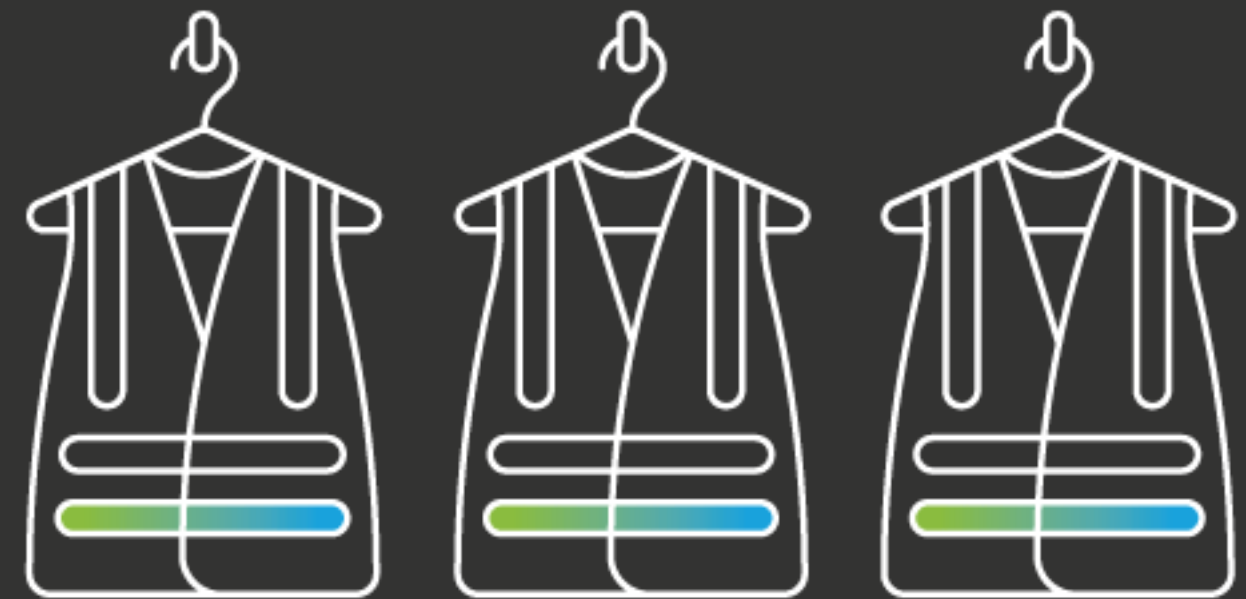
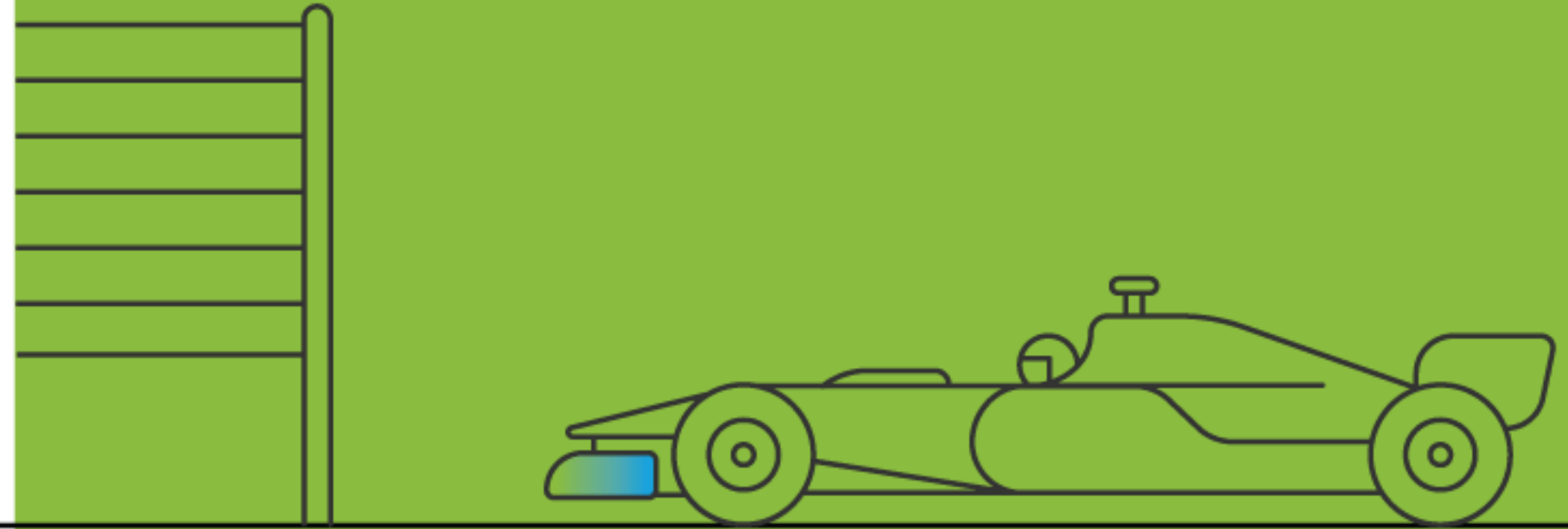
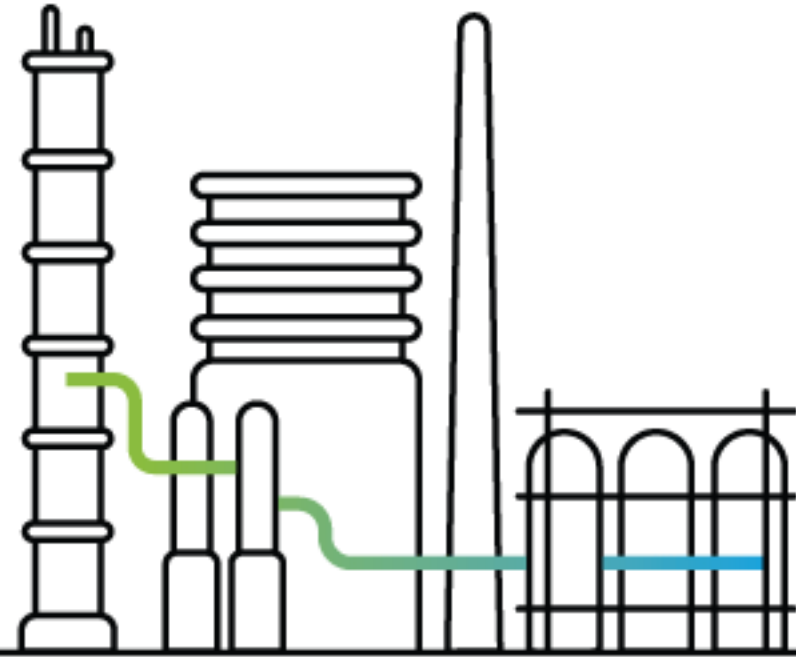
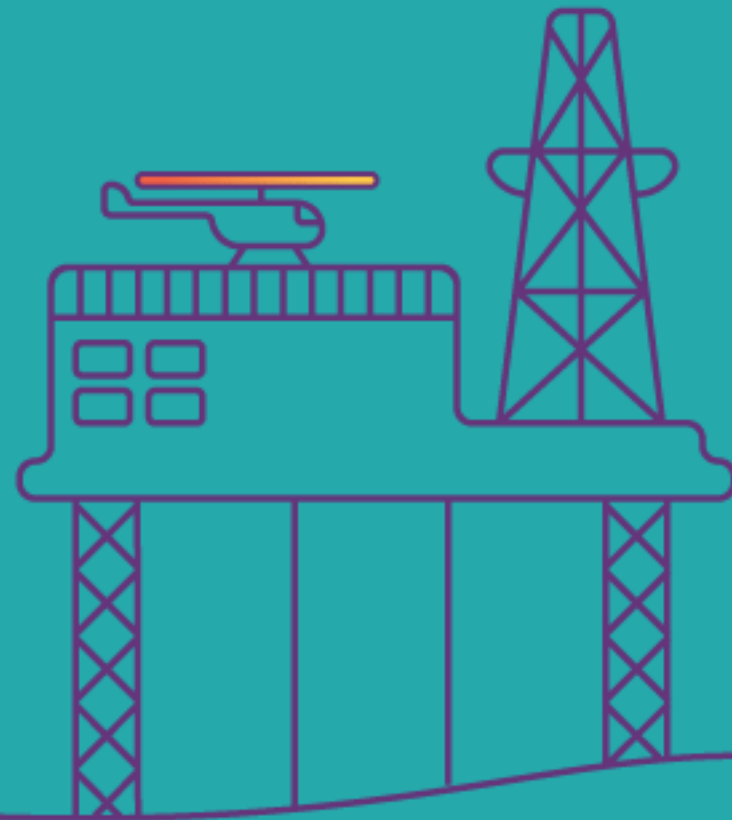
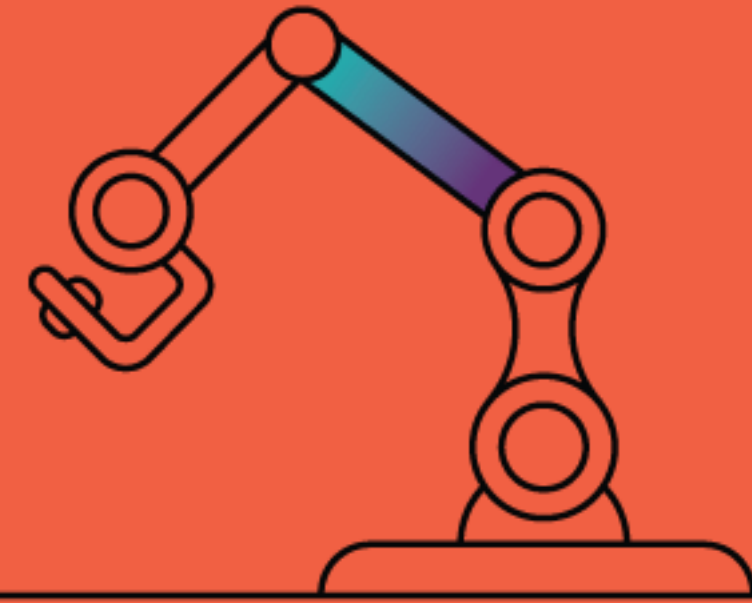
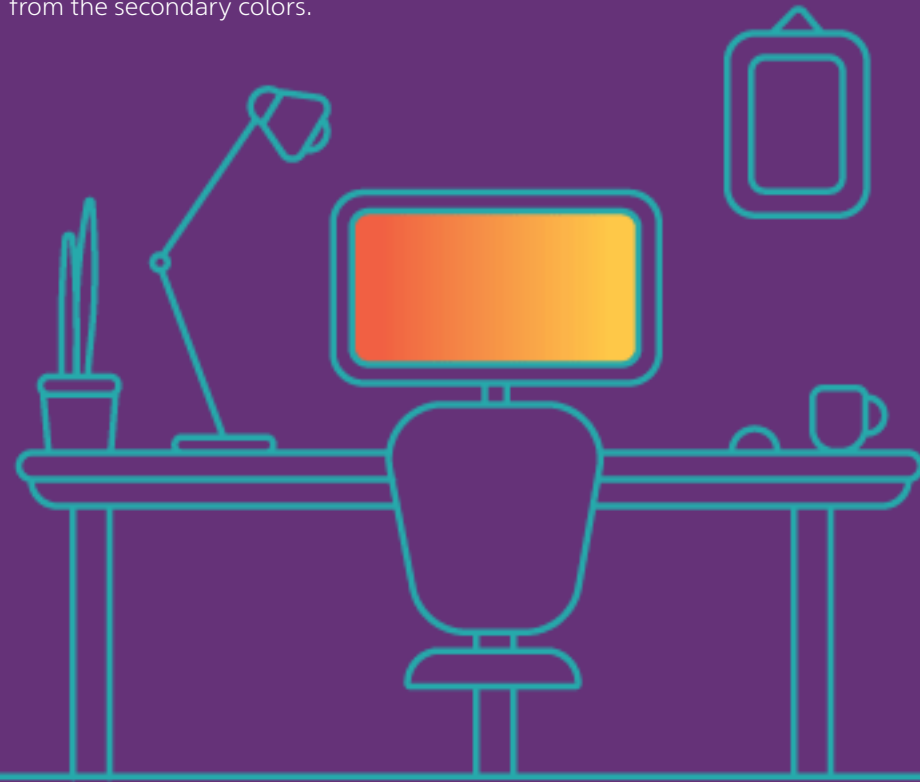


Illustration
Basic outline
-
Internal

For internal communications, the energy element can be the green to blue gradients or the gradients made from the secondary colors.



Illustration

Basic outline

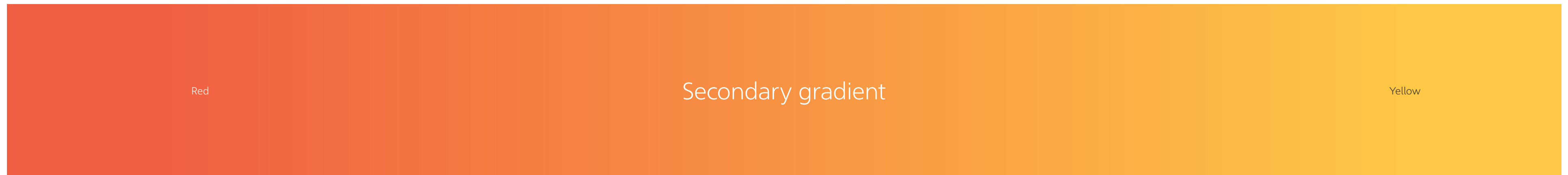
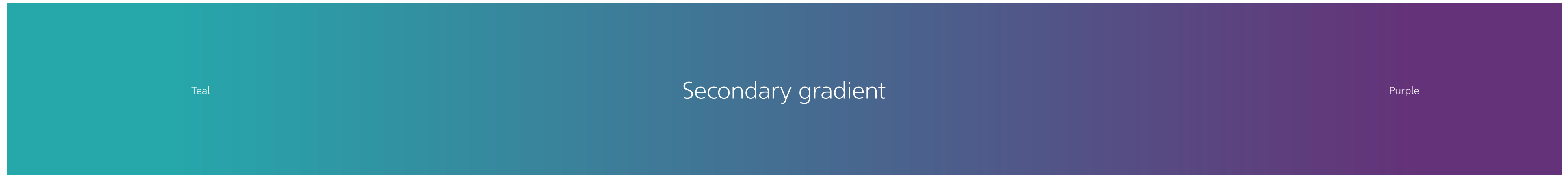
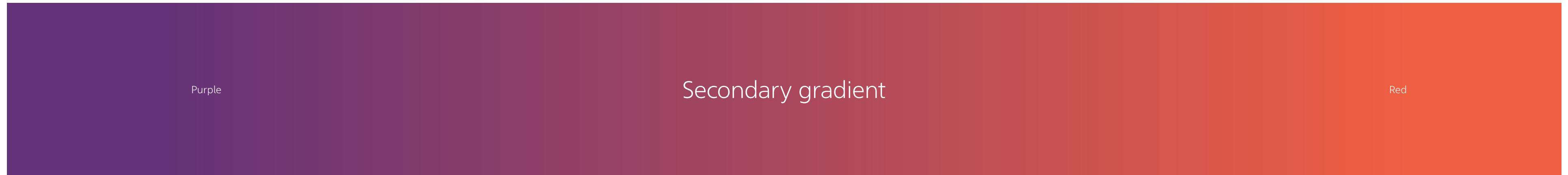
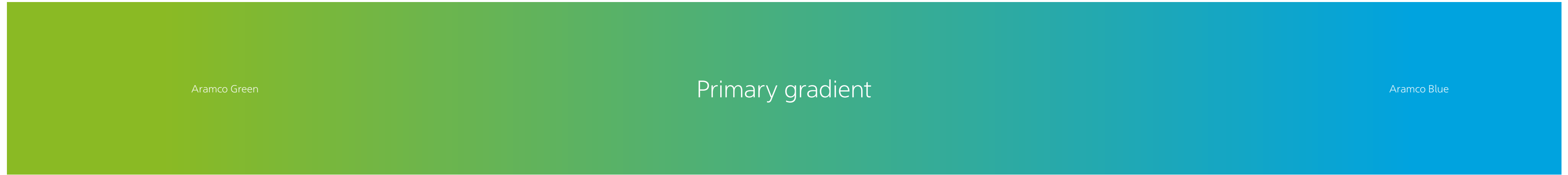


Gradients

Aramco uses four gradients within illustration. The core gradient, used internally and externally, is a blend of Aramco Green and Aramco Blue. The secondary gradients are created from blends of the secondary

palette, the gradients from Purple to Red, Teal to Purple, and Red to Yellow, are for internal use only. All gradients are constructed using the same positions: color 1 at 0 to 10%; the blend at 10 to 90%; color 2 at

90 to 100%. This ensures that the original colors at either end have enough presence.

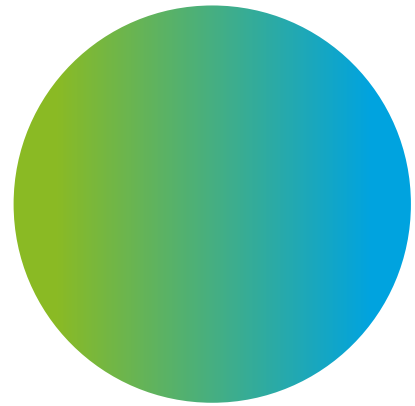


Illustration

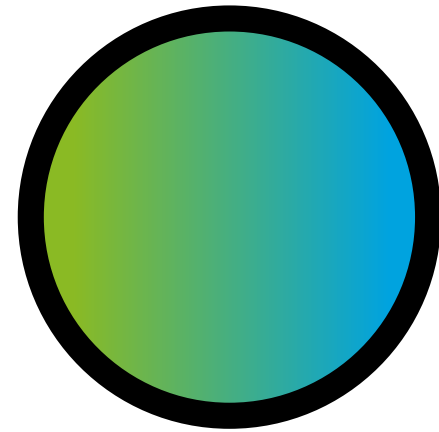
Basic outline

External combinations

Illustrations can be on white, green, gray or blue backgrounds, and have 1 or 2 options for line color and gradient, depending on the background.



Background	White
Stroke	N/A
Gradient	Green/Blue



Background	White
Stroke	Dark gray
Gradient	Green/Blue



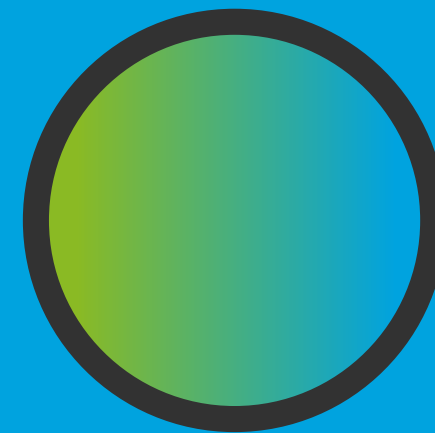
Background	Green
Stroke	Dark gray
Gradient	Green/Blue



Background	Green
Stroke	White
Gradient	Green/Blue



Background	Dark gray
Stroke	White
Gradient	Green/Blue



Background	Blue
Stroke	Dark gray
Gradient	Green/Blue



Background	Blue
Stroke	White
Gradient	Green/Blue

Illustration

Basic outline

—
Internal combinations

Internally, backgrounds for illustrations can, as well as colors from the primary palette, be purple, yellow, teal or red. Depending on

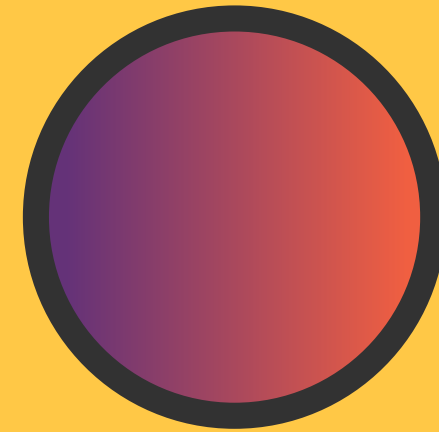
the background chosen, there are two options for how the line and gradient can be colored.



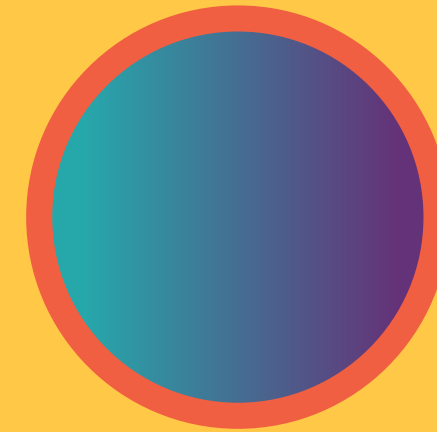
Background	Purple
Stroke	White
Gradient	Red/Yellow



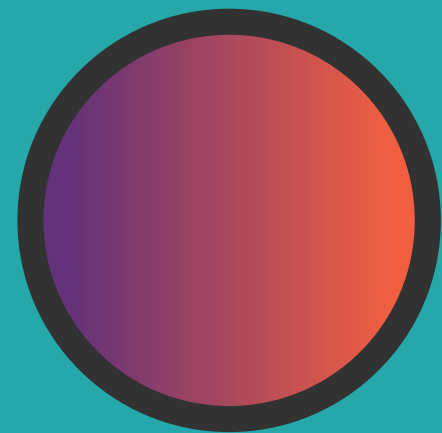
Background	Purple
Stroke	Teal
Gradient	Red/Yellow



Background	Yellow
Stroke	Dark gray
Gradient	Purple/Red



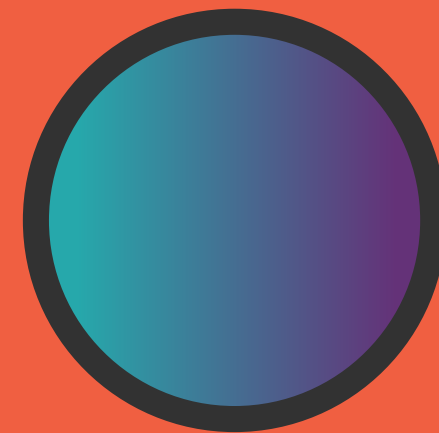
Background	Yellow
Stroke	Orange
Gradient	Teal/Purple



Background	Teal
Stroke	Dark gray
Gradient	Purple/Red



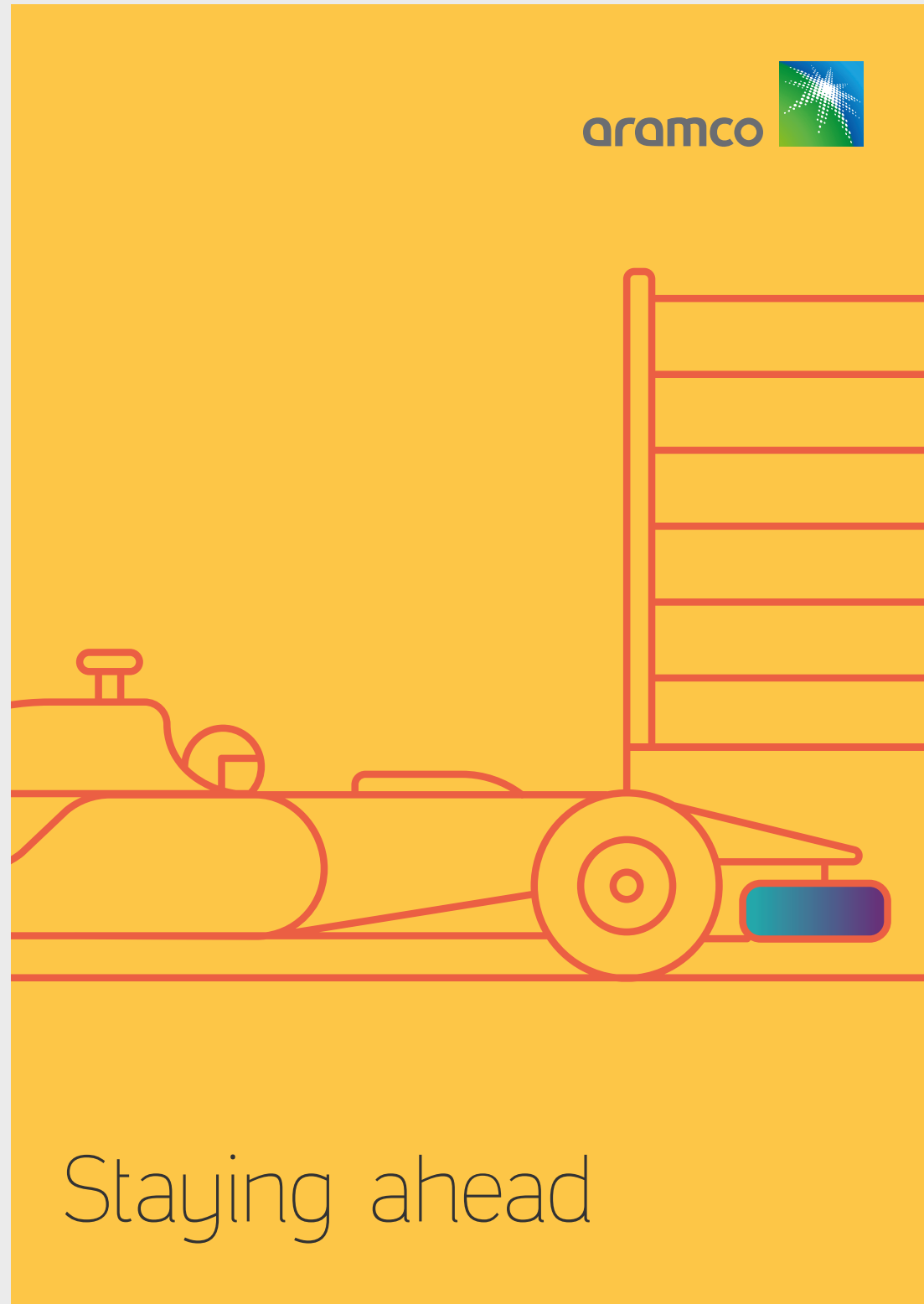
Background	Teal
Stroke	Purple
Gradient	Red/Yellow



Background	Red
Stroke	Dark gray
Gradient	Teal/Purple

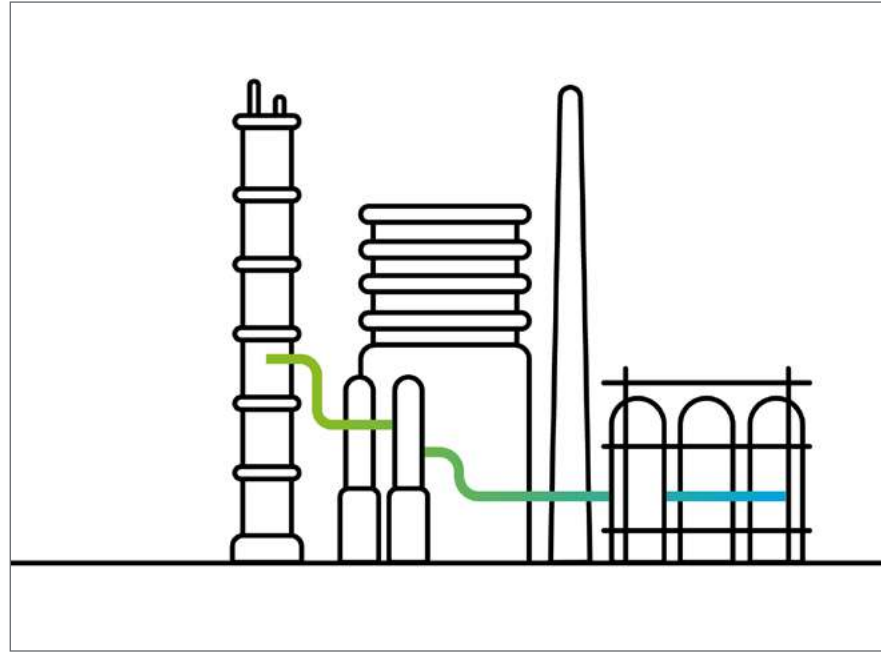


Background	Red
Stroke	Yellow
Gradient	Teal/Purple

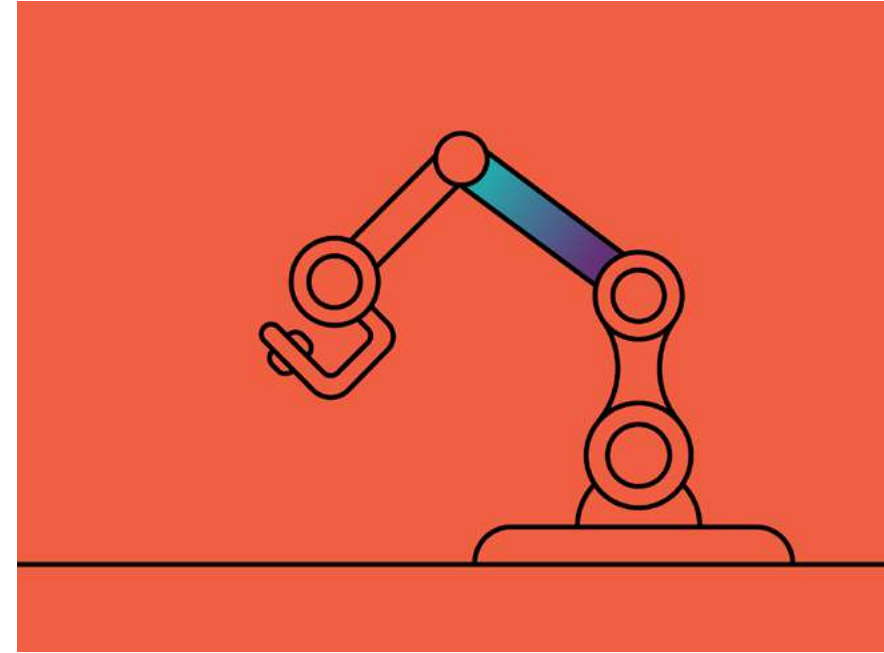


The Illustration stroke width is determined by the format size

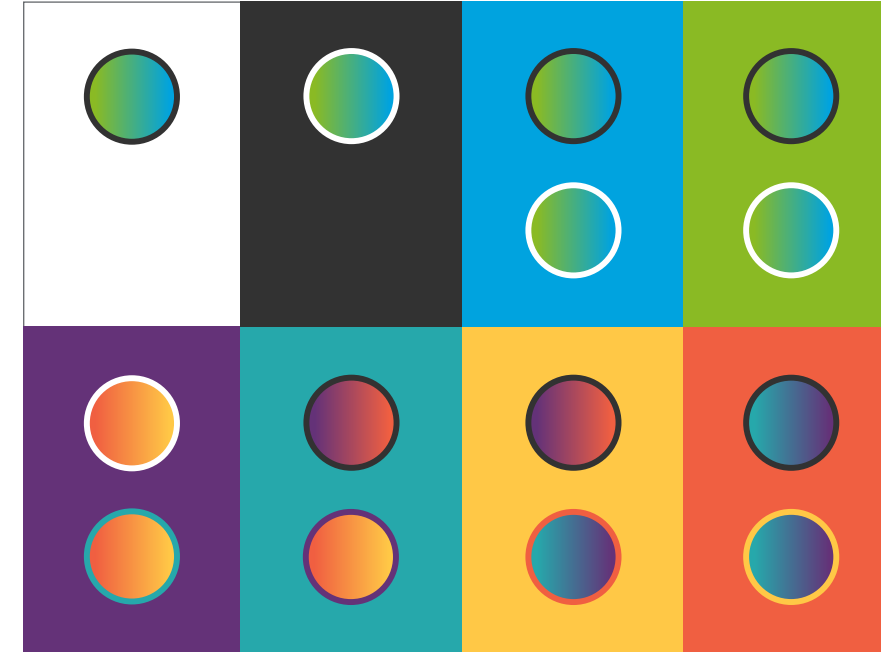
Format	Format dimensions	Stroke weight
A0	841mm x 1189mm	7pt
A1	594mm x 841mm	7pt
A2	420mm x 594mm	5.5
A3	297mm x 420mm	5.5
A4	210mm x 297mm	4pt
A5	148mm x 210mm	4pt
A6	105mm x 148mm	2.5
A7	74mm x 105mm	2.5
US Executive	190.5mm x 254mm	4pt
US Letter	215.9mm x 279.4mm	4pt
US Legal	216mm x 355mm	4pt
US Ledger	280mm x 432mm	5.5pt
US Super	330mm x 483mm	5.5pt



Use primary colors for external illustration.



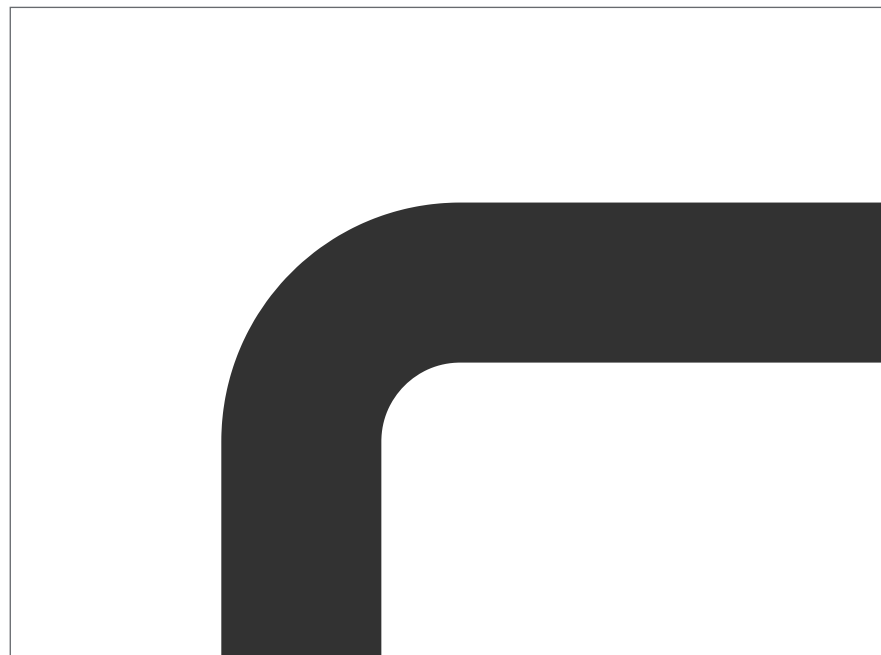
Use primary or secondary colors for internal illustration.



Use the color combinations that are provided.



The stroke color must be different to the Headline color.



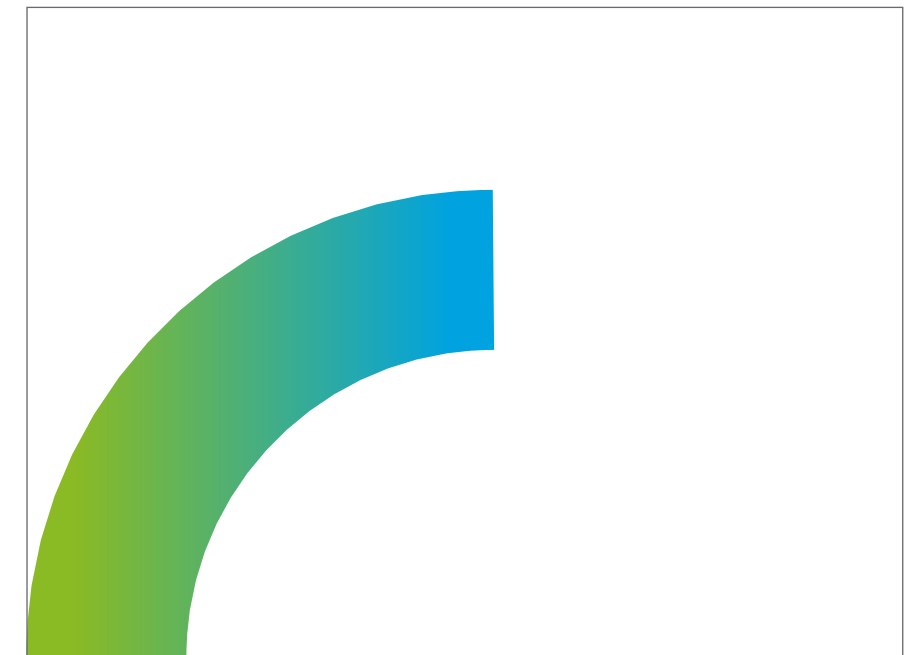
Lines have rounded terminals and rounded corners.



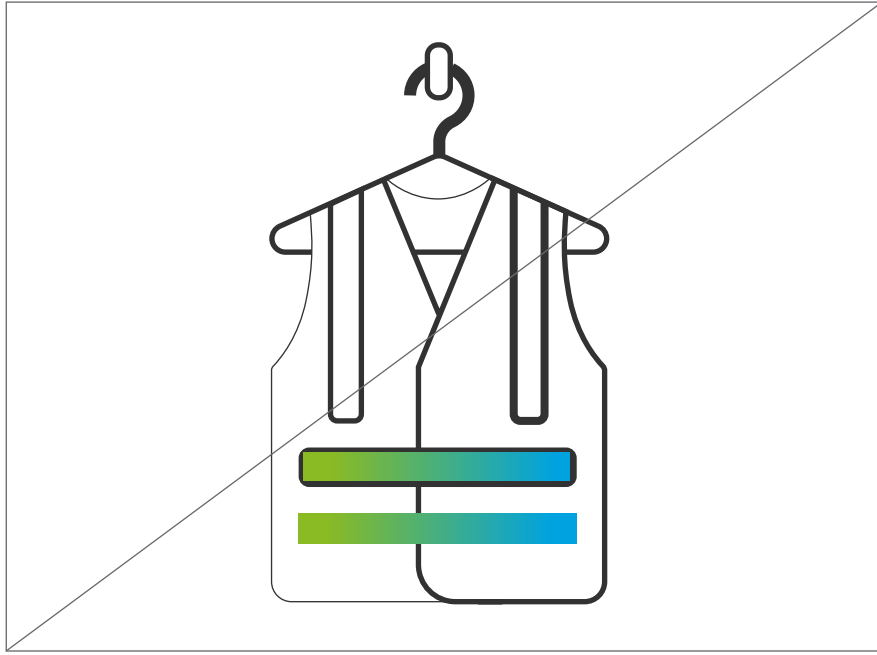
The energy element is included in every illustration only once. It is used to highlight a relevant or active part of the scene.



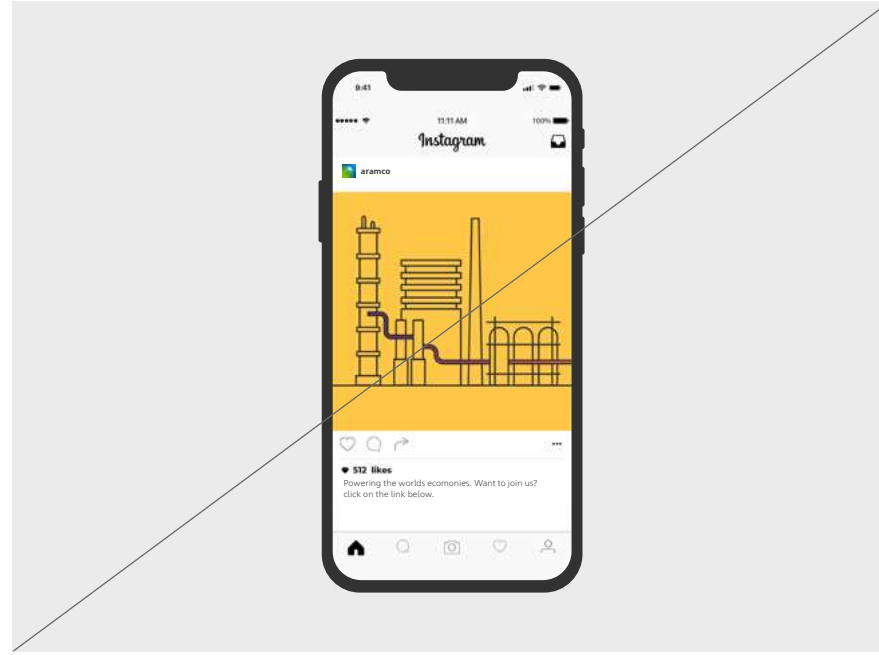
On a colored background, the energy element should have a stroke around it that is the same color and weight as the other lines in the illustration.



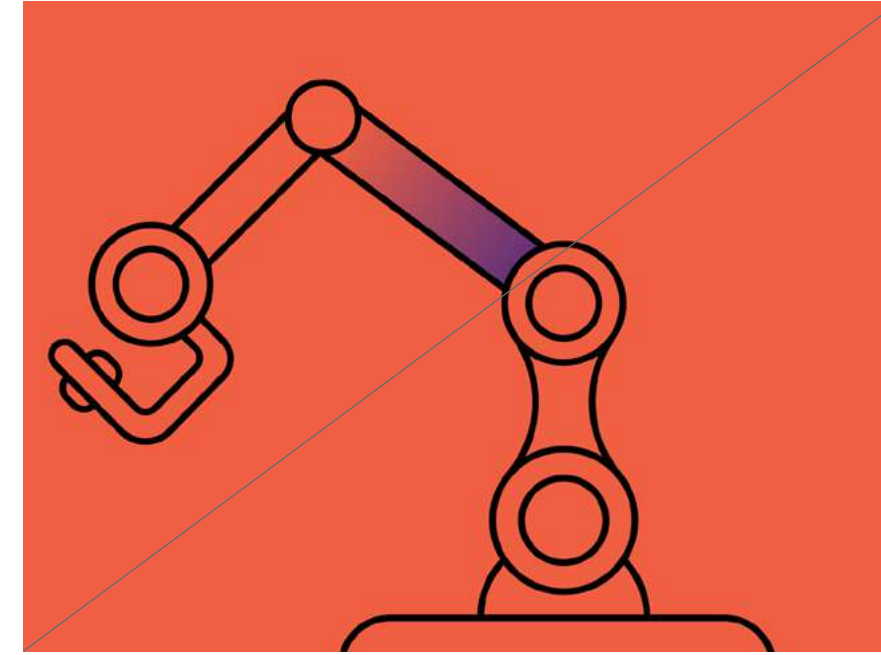
The energy element can curve and bend, but must be uniform. Its terminals should be straight-edged to contrast with the rest of the illustration.



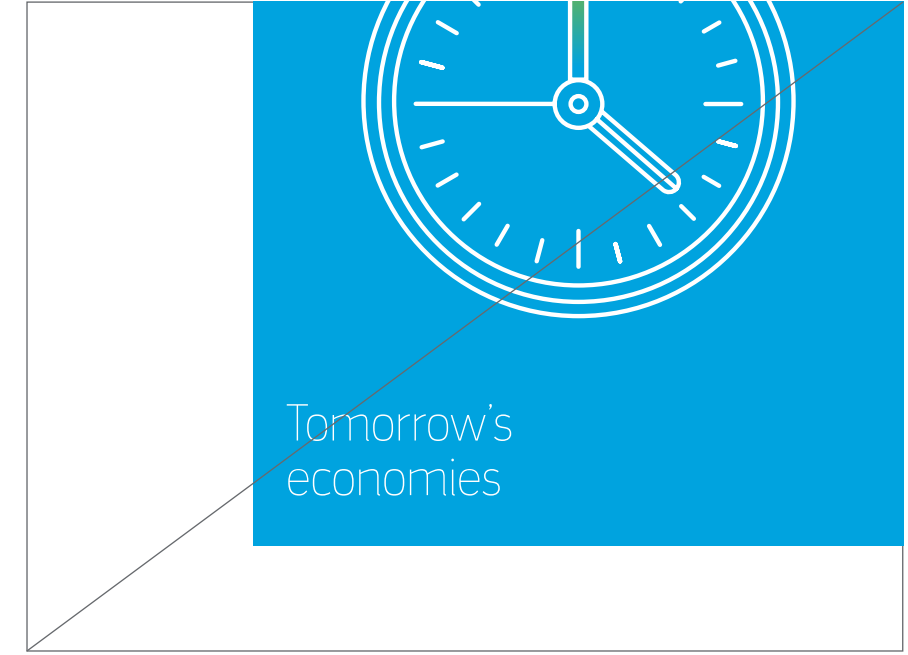
Don't use multiple stroke weights and don't use the gradient twice in an illustration.



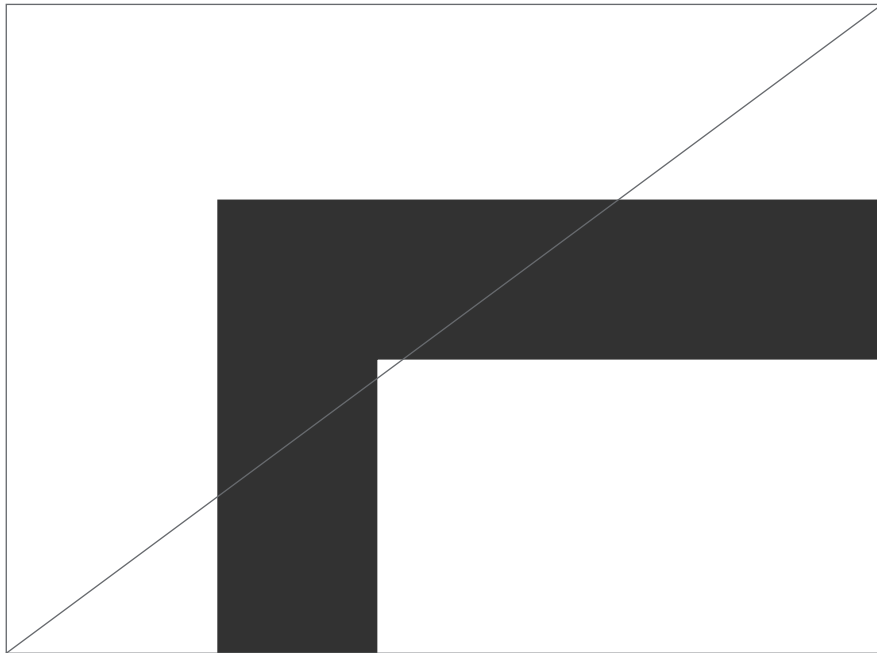
Don't use internal colors for external illustration.



Don't change the color combinations that are provided.



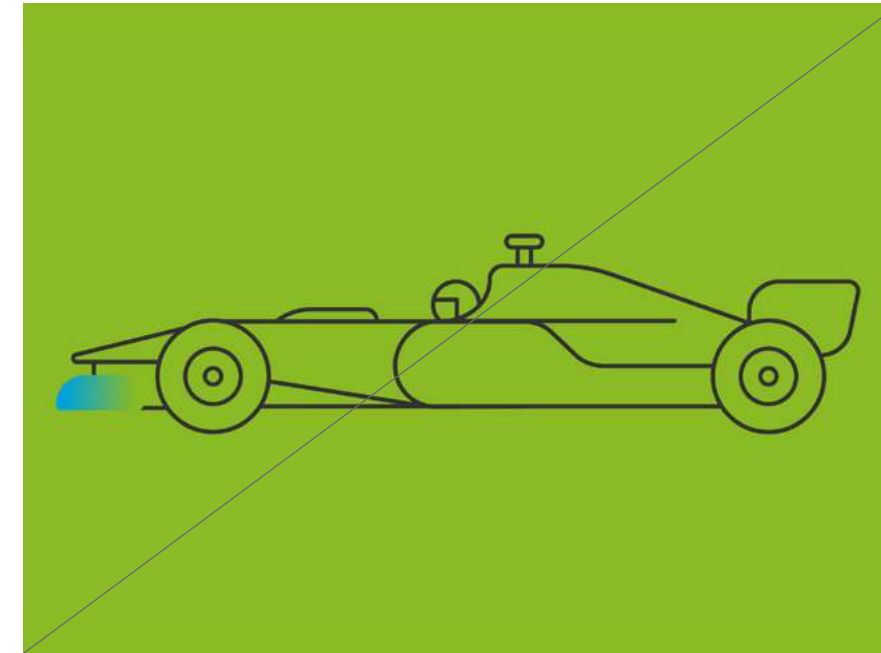
Don't use the same color for the illustration and headline.



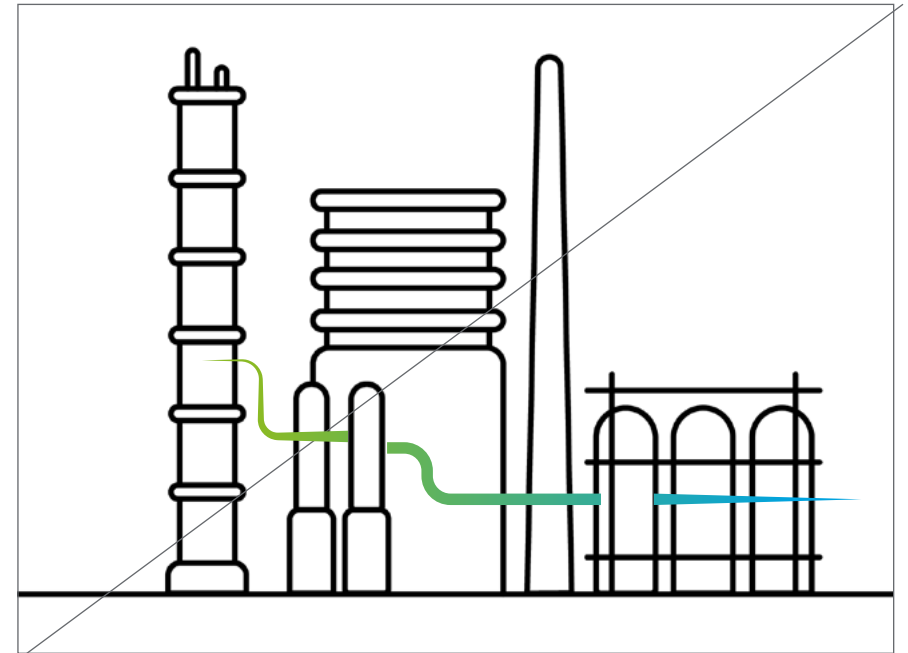
Don't use straight corner edges.



Don't create illustration without the energy line.



Don't use an energy element without a stroke around it on a colored background.



Don't warp the energy element.

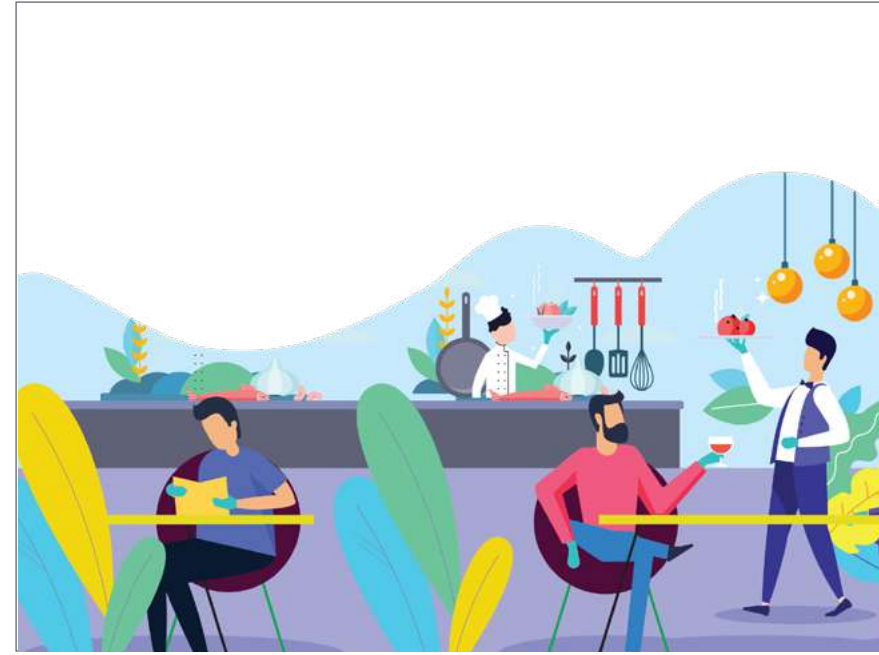
Illustration
Additional styles
- Principles

The development of other illustrations styles, 3D and the use of Image Bank are allowed, but it should always be reviewed and approved by the corporate identity unit before being published. Below,

are basic principles that should be considered.



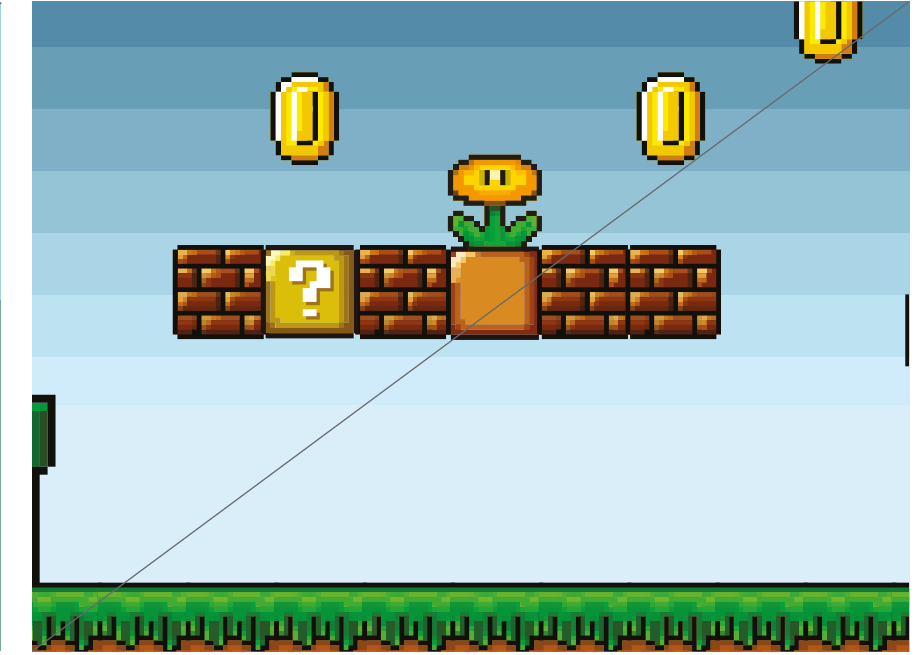
Don't use illustrations without purpose and connection with the brand.



The basic colors should be taken from the primary and secondary palette. Only when necessary, other colors are allowed to create more realism.



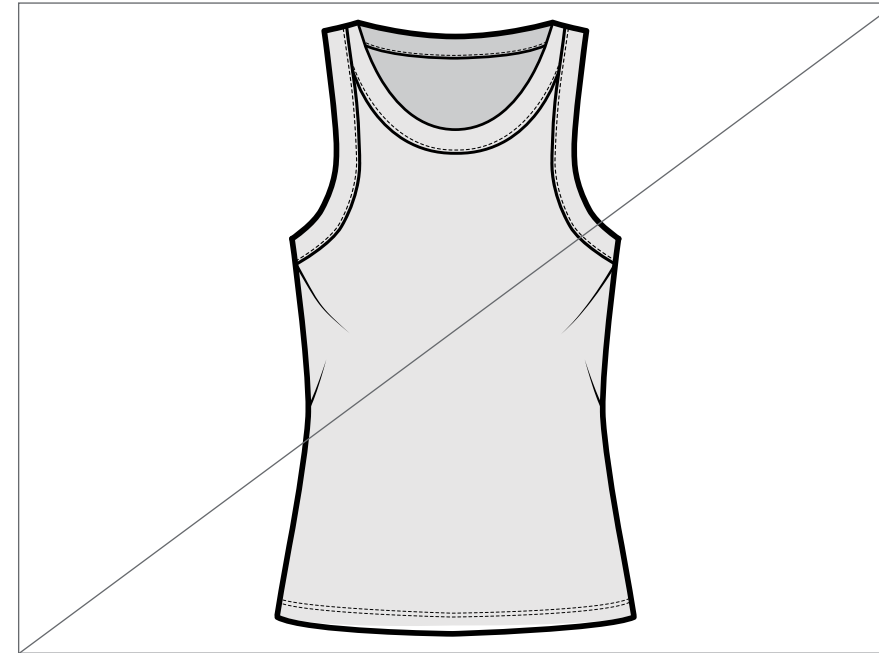
Avoid the using sharp edges and instead always go for round, soft shapes.



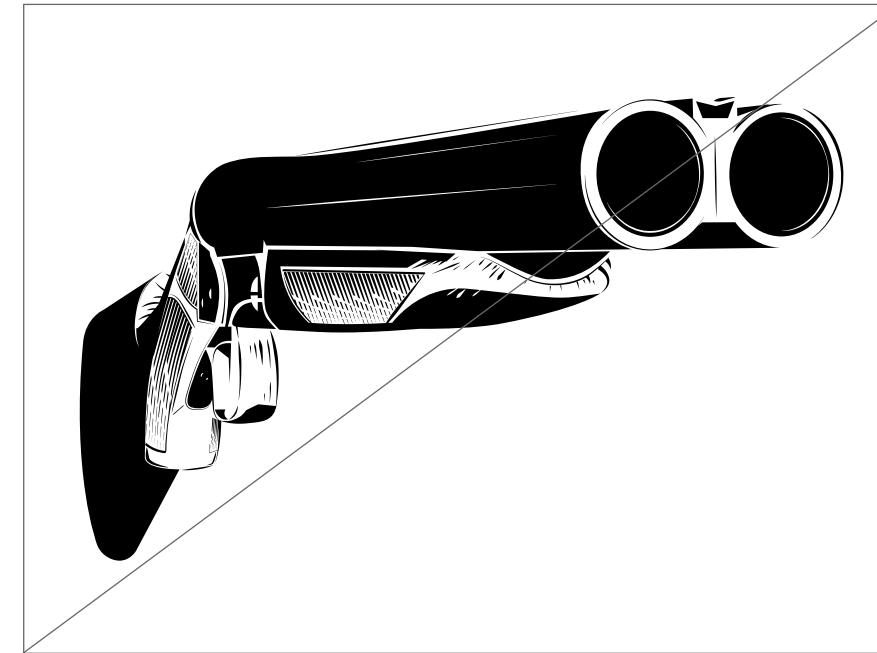
Avoid using comic styles.



Avoid using caricature styles.



Avoid cultural sensitive scenes.



Avoid scenes with violence



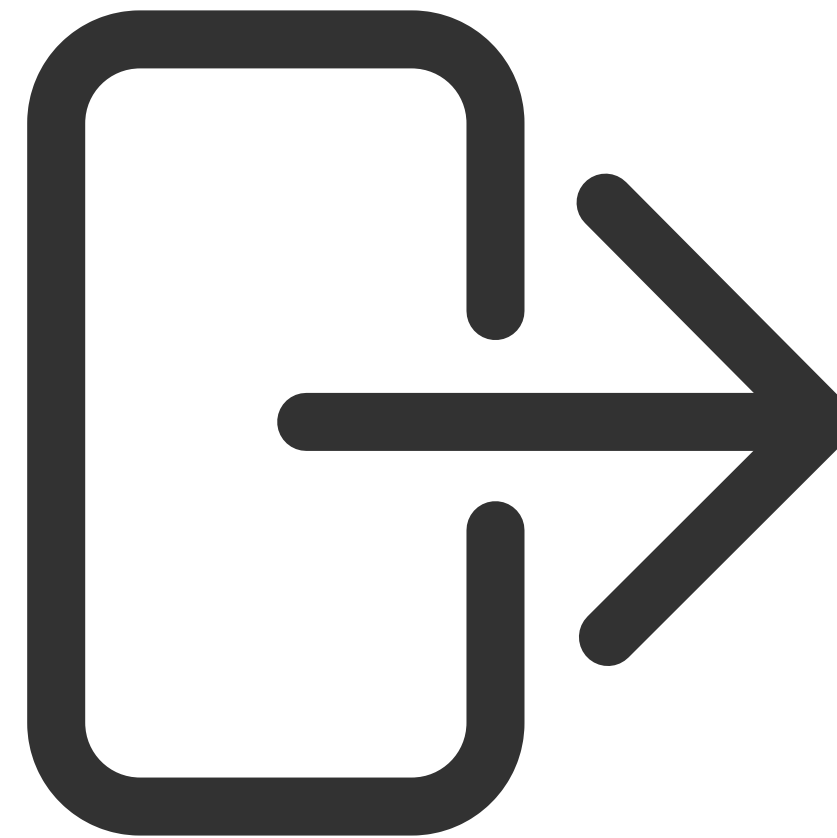
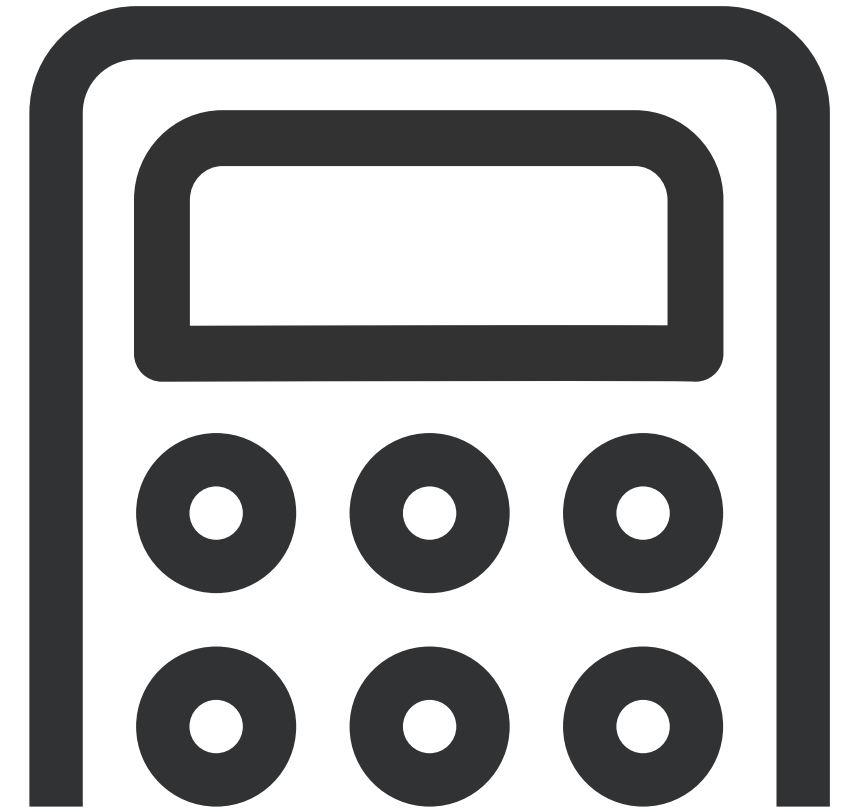
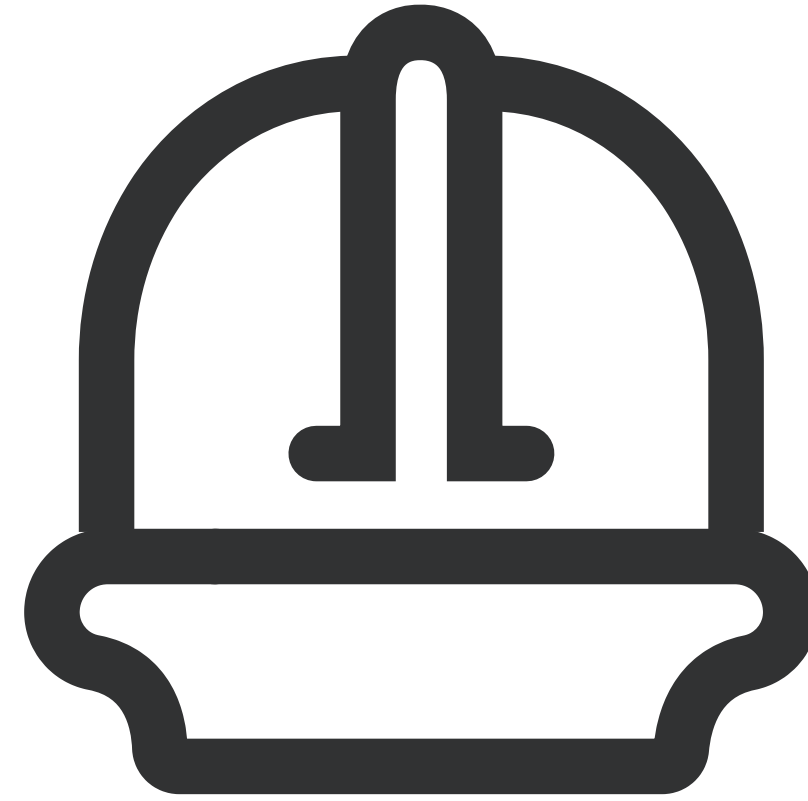
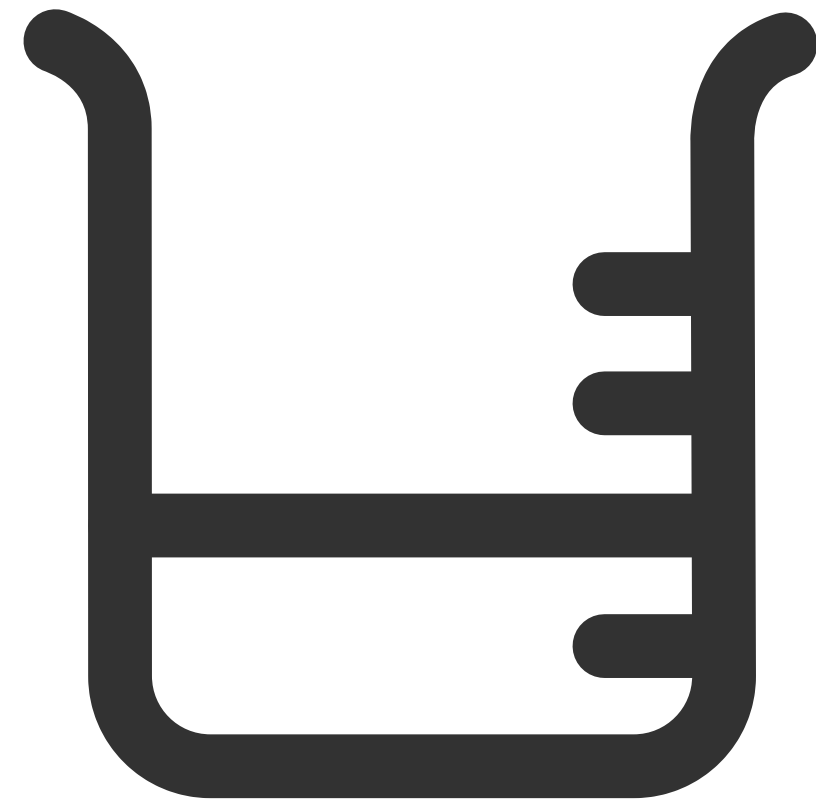
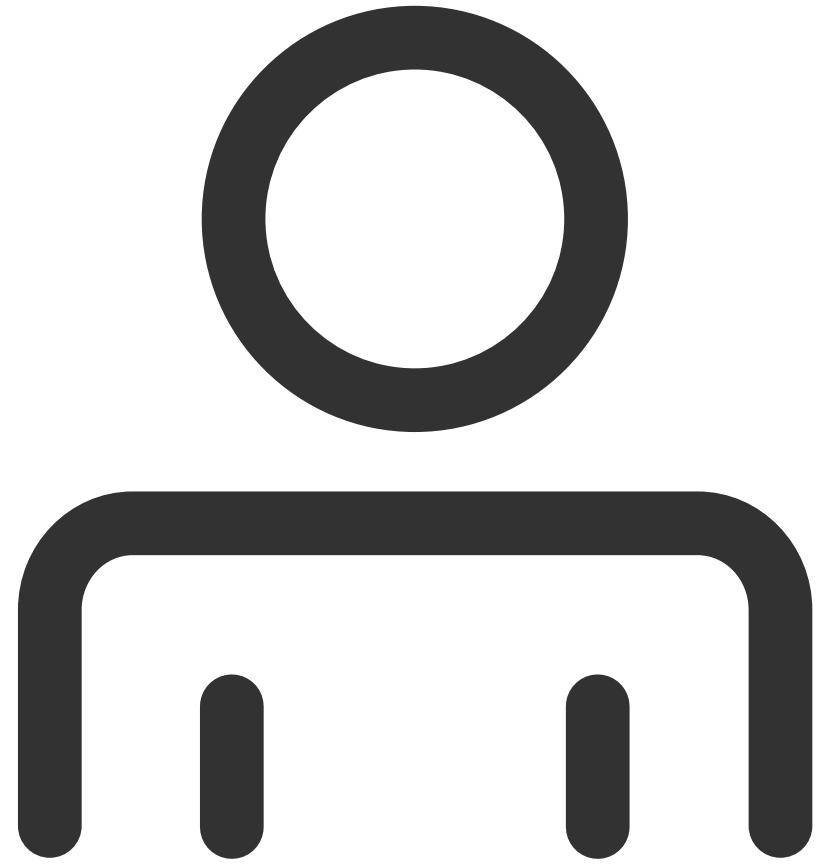
Don't use icons as illustrations

Iconography

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We use bespoke, simple, ownable icons that are distinct from our more elaborate illustrations. Our icons help us quickly communicate functions and features in digital,

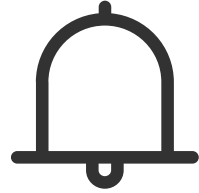
print and physical space. They are visible at small sizes, work in single color only, and their form is inspired by the geometry of the wordmark.



We have a library of ready to use icons. These icons can be obtained through our brand center.



Finance



Alert



Cafe



Radio



Sustainable



Safety



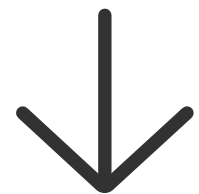
Science



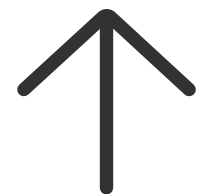
Woman



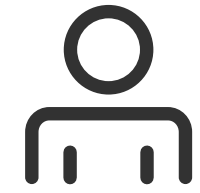
Exit



Down direction



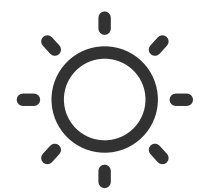
Up direction



Man



Search



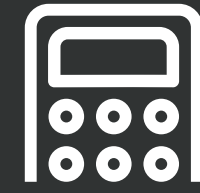
Weather



Conversation



Time



Finance



Alert



Cafe



Radio



Sustainable



Safety



Science



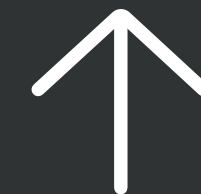
Woman



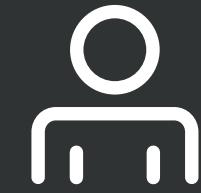
Exit



Down direction



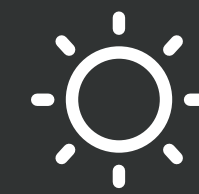
Up direction



Man



Search



Weather



Conversation

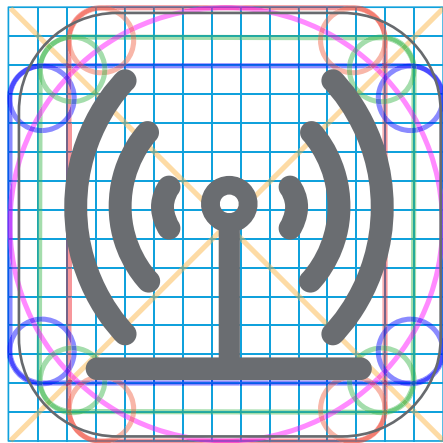


Time

Iconography
App icons

Our family of app icons should feel like a cohesive set of graphics that make visual connections to our brand. Icons for apps that are used externally use the primary colors.

Icons that are for internal audiences can use either primary or secondary colors.



The size of an icon within an app icon box is determined by two extra units all around the icon.



Icons for apps that are used externally use the primary colors.

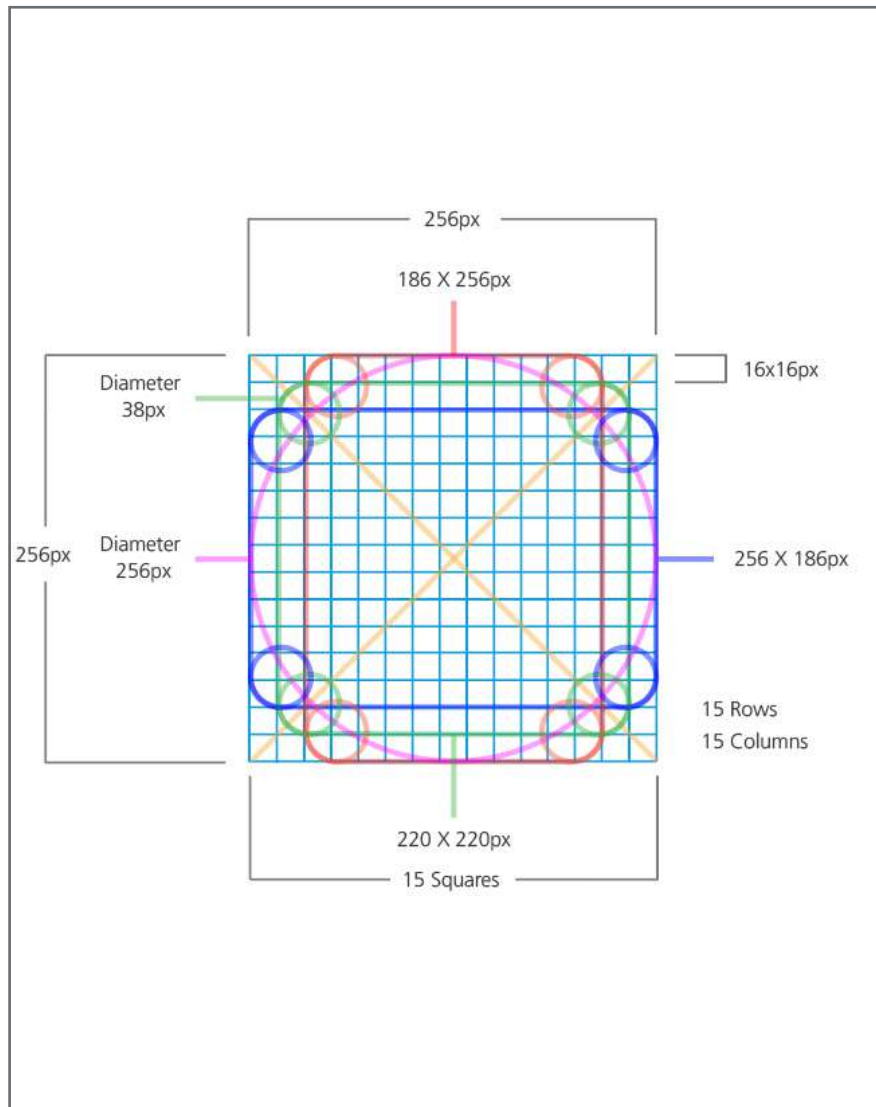


Icons that are for internal audiences can use either of the secondary colors.



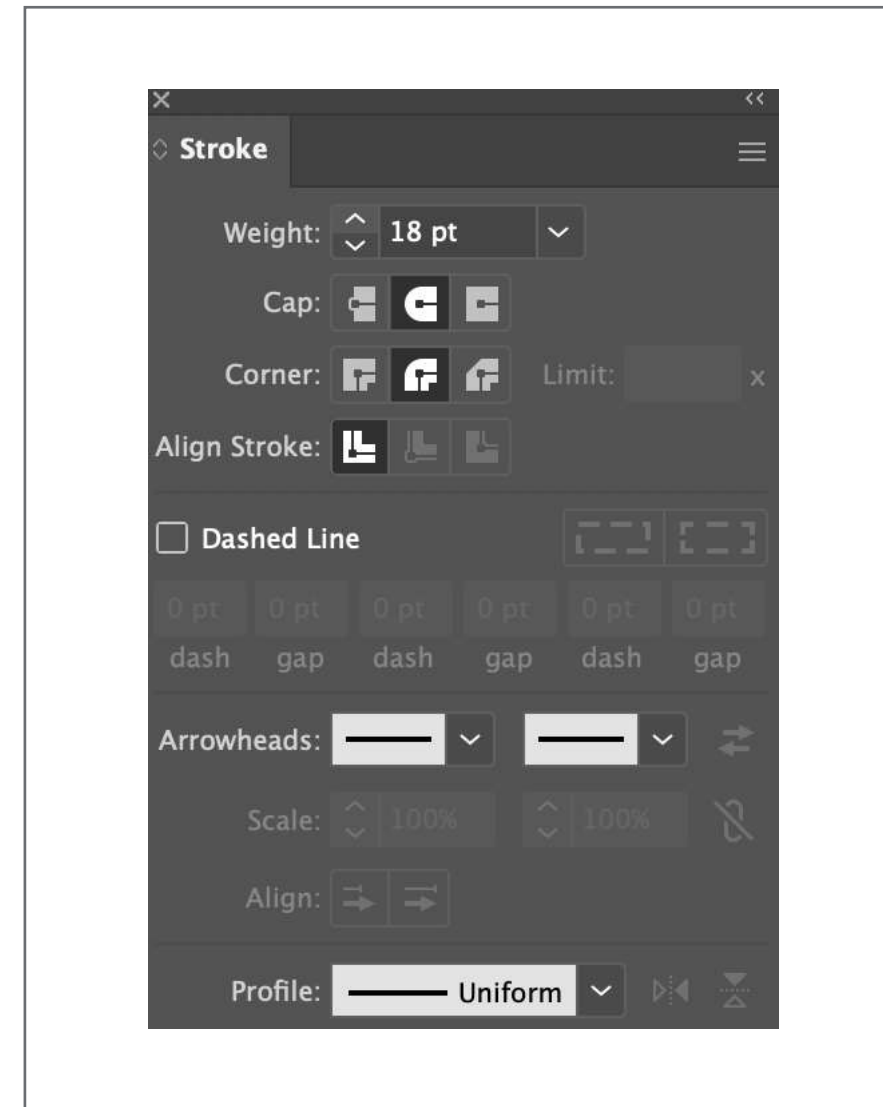
For icons that may require a unique solution not found in our library. Follow the below steps to produce custom ones. Note that custom created icons must be reviewed and approved by Corporate Identity

reviewers. Custom-created icons require advanced knowledge in Adobe Illustrator.



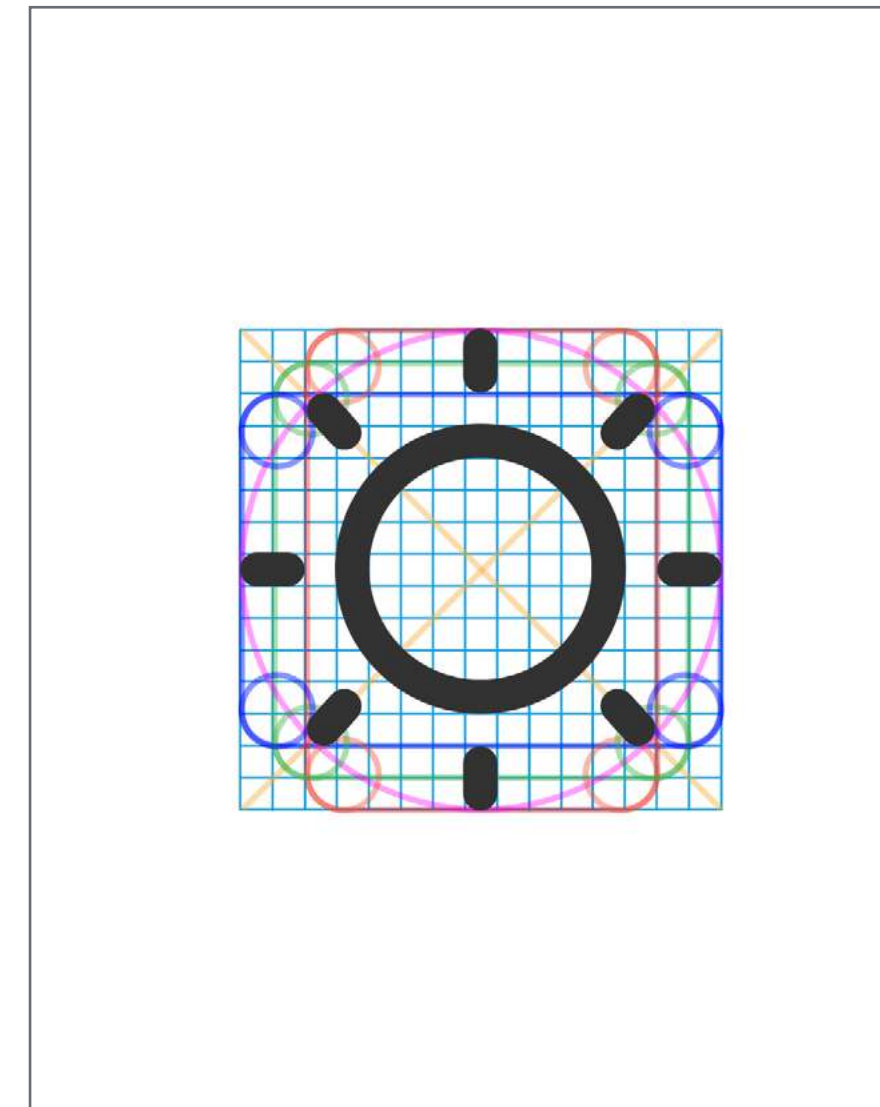
Step 1

Use the iconography grid that is available in the Brand Center.



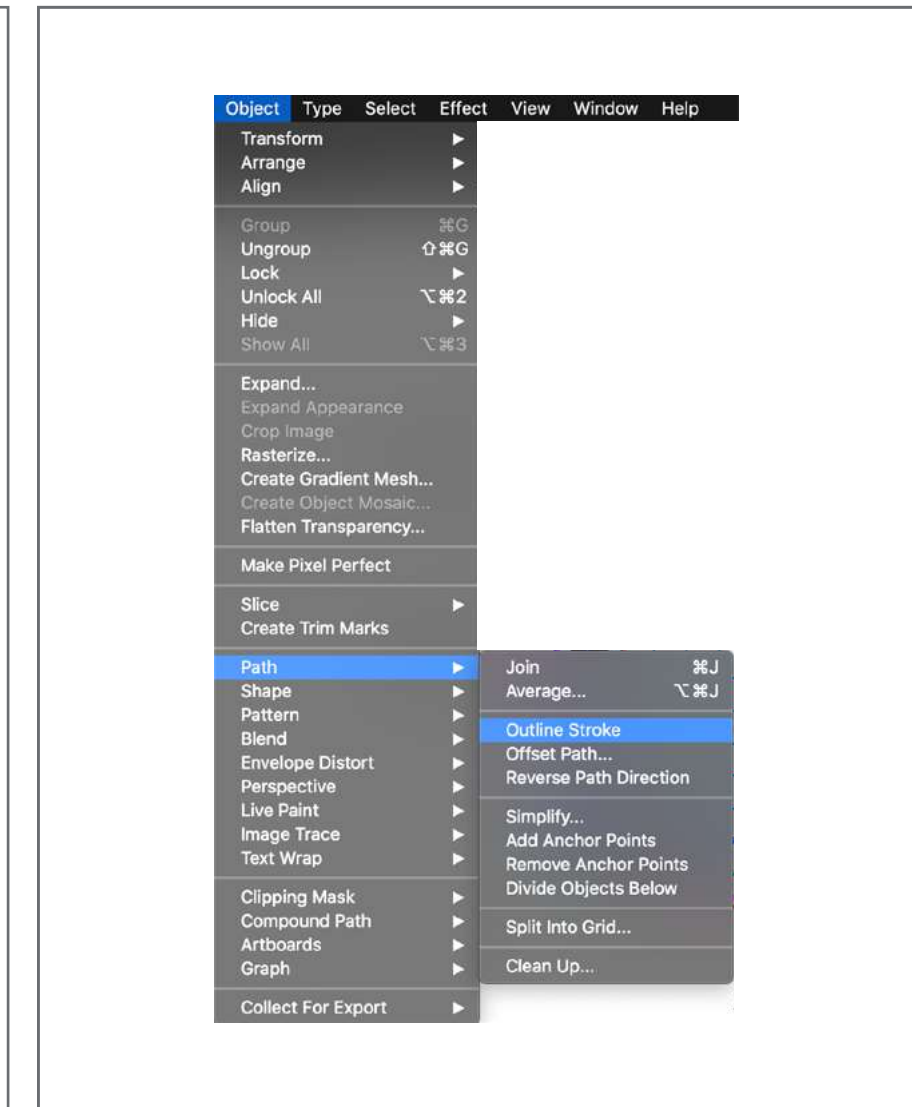
Step 2

Use the pen tool to create the icon. The stroke weight is 18 pt. Ensure that the stroke cap and the corner are rounded.



Step 3

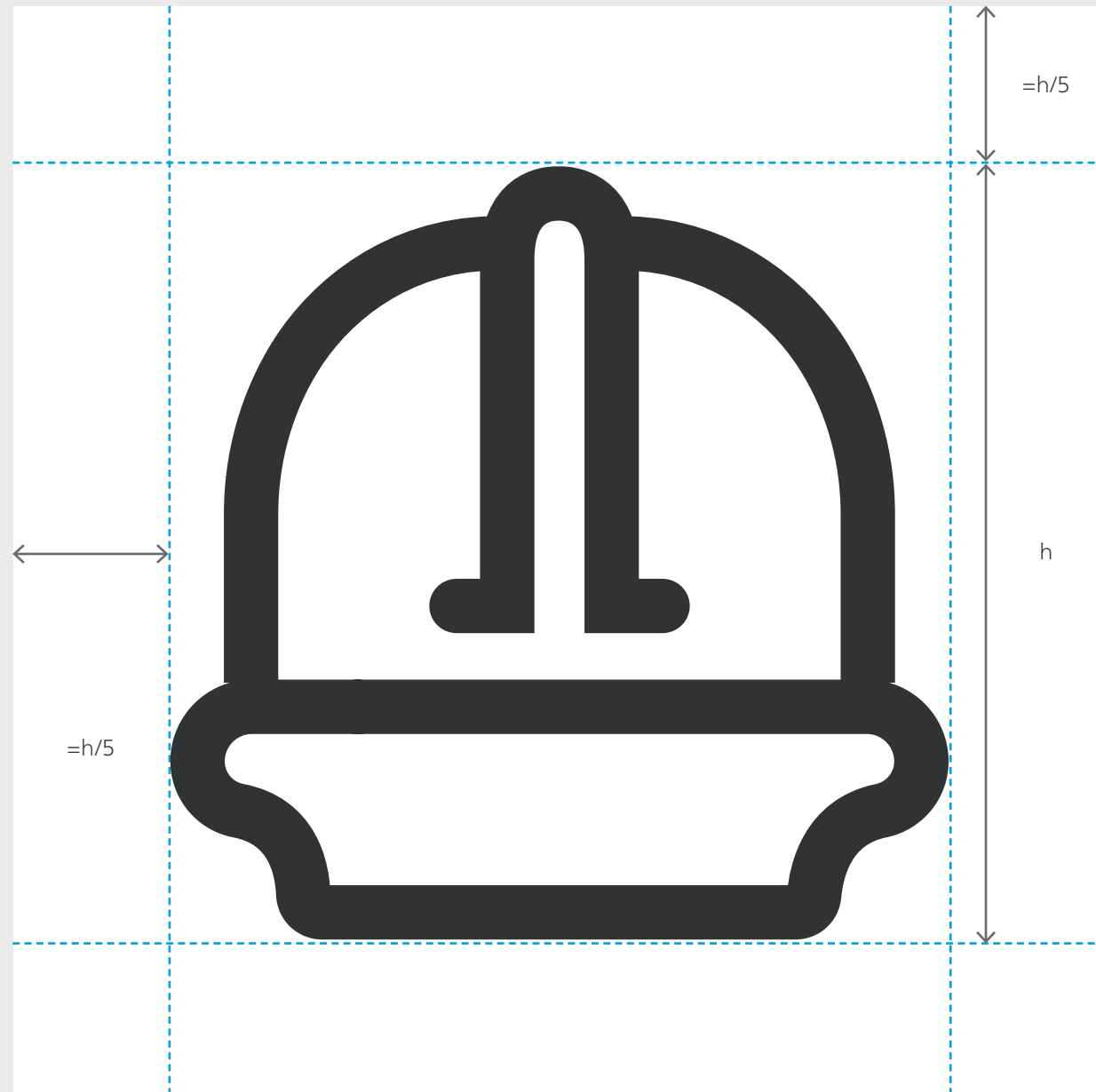
Draw the icon within the grid.



Step 4

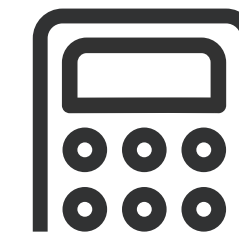
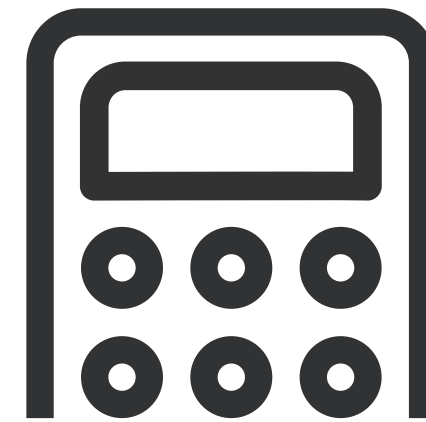
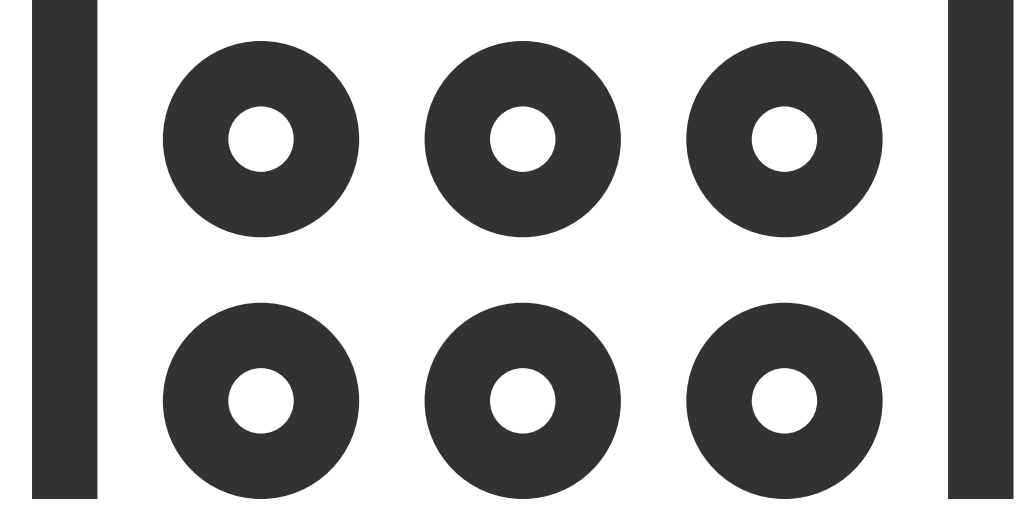
Make sure to outline the icon before using it.

Iconography should always be used with enough space around it so that it is clearly legible and not obscured by other graphic elements.



Clear space

The minimum clear space around the icon is equal to the icon height [h] divided by five.



Minimum size

The absolute minimum size of iconography is 6mm in print or 30px on screen.

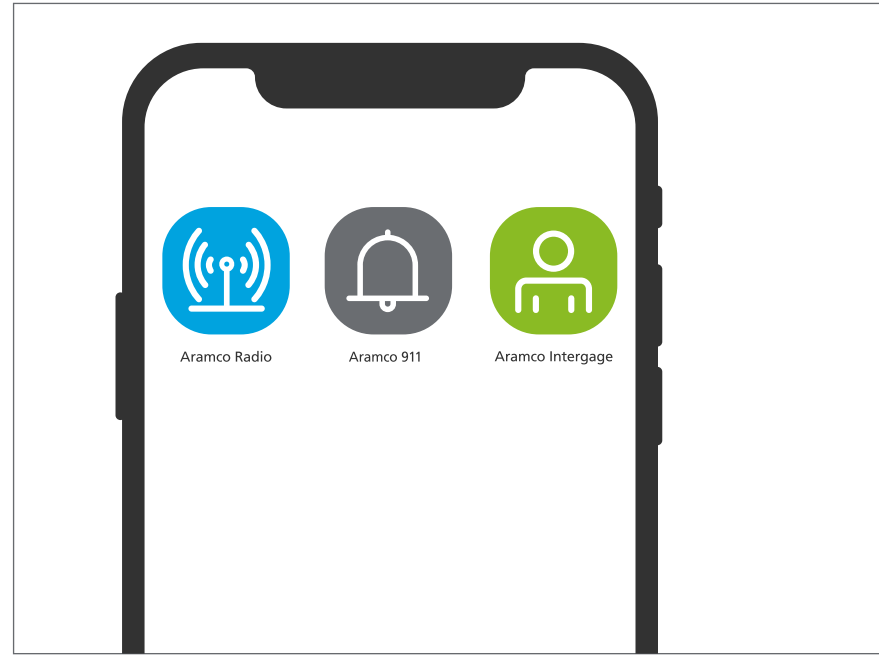
Minimum size shown at actual size when document is viewed at 100% on screen or when it is printed at full size.



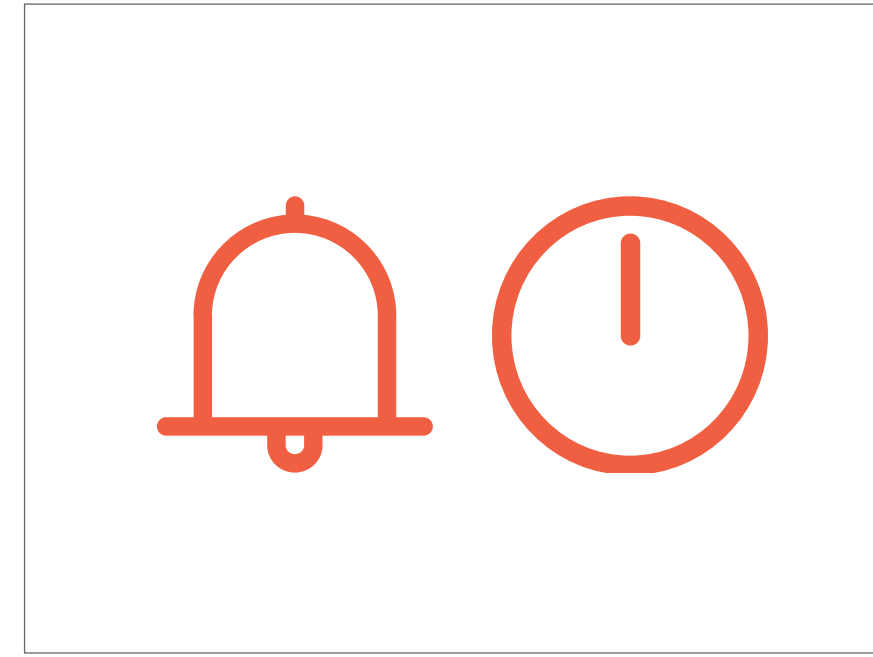
Following these principles for iconography use and creation will allow our graphical shorthands to be connected across our brand.



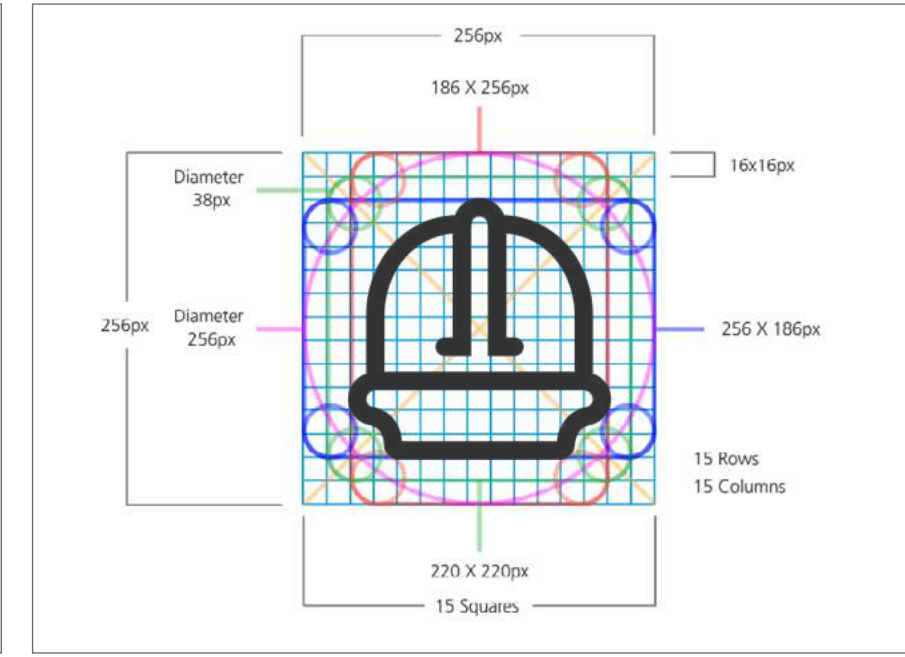
Icons are used as shorthand for a function or navigation, or to replace a word or idea in a diagram.



Use primary color for external use.



Use secondary or primary for internal use.



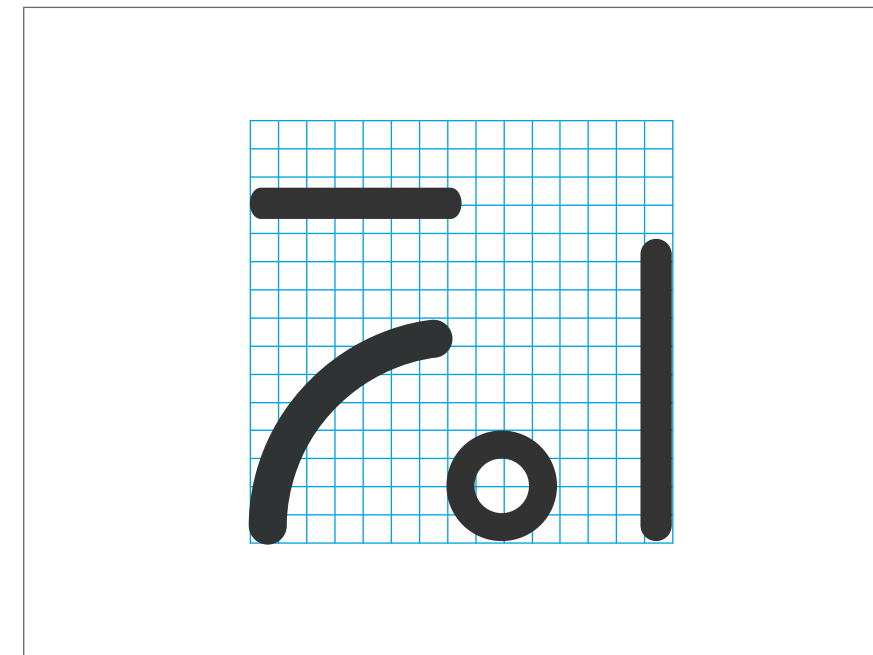
Icons are constructed on a 15 x 15 grid of equal squares with three layers tolerance demarcation.



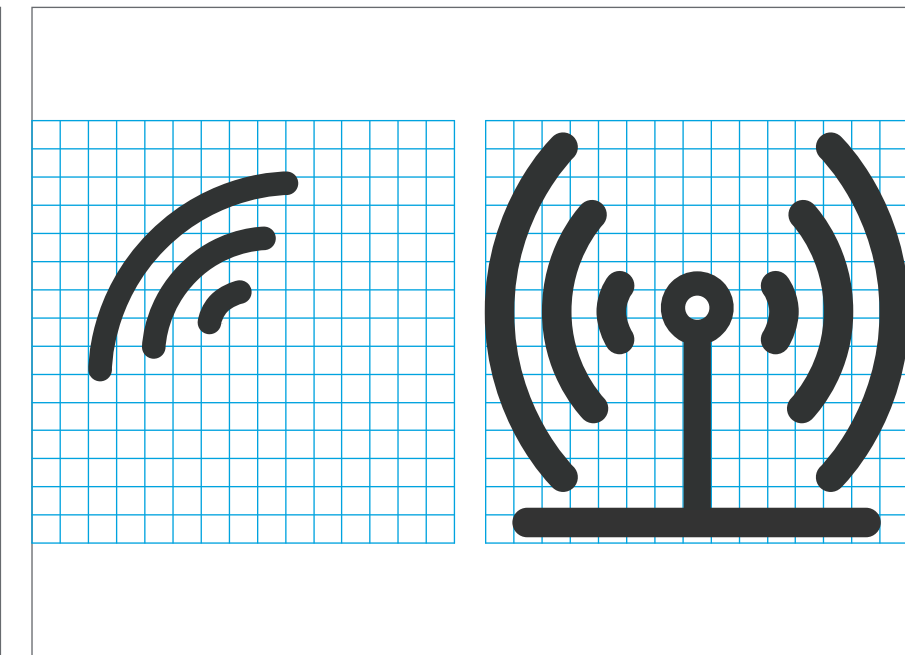
Icons can be used with primary and secondary colors on white background.



When using colored background, use white icon.



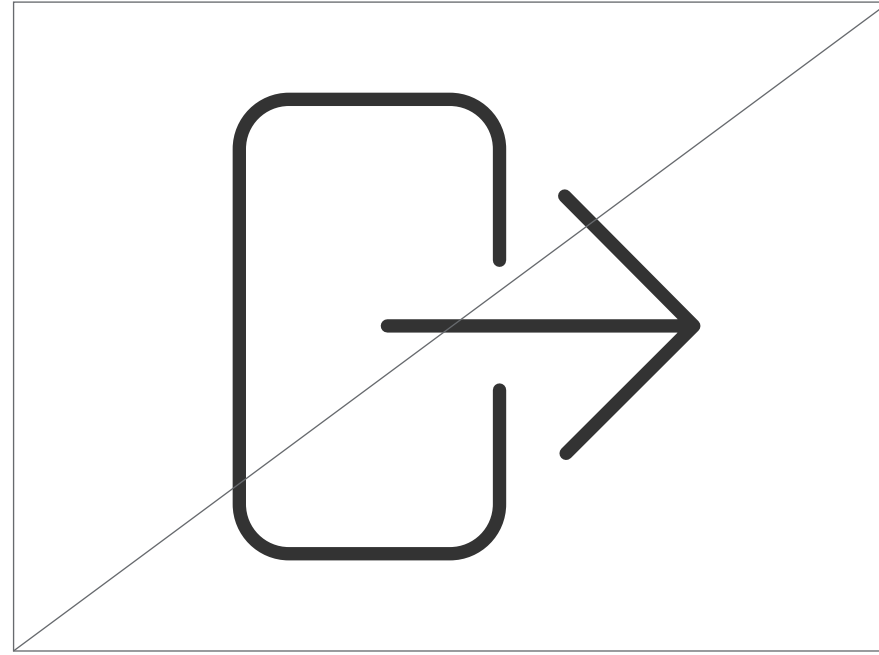
Icons are created from geometric arcs and straight lines. Diagonal lines at 45 degrees can also be used when needed.



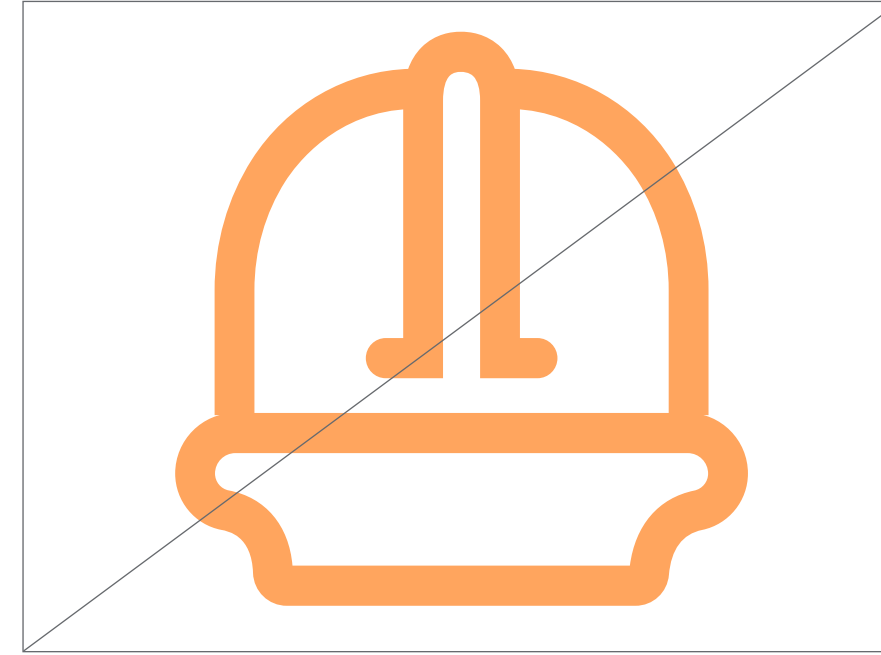
Some icons may require forms that won't easily fit the grid, such as an arc at 45 degrees. In these cases, draw the relevant parts on the grid, and then rotate to finalize the icon.



Do not apply drop shadow.



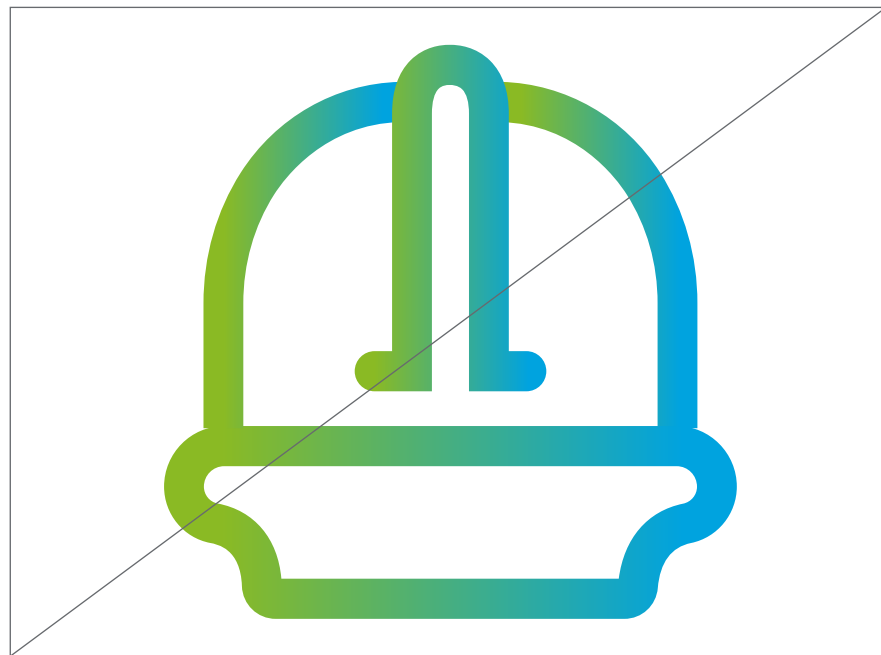
Do not change the weight of the lines.



Do not use non-approved colors.



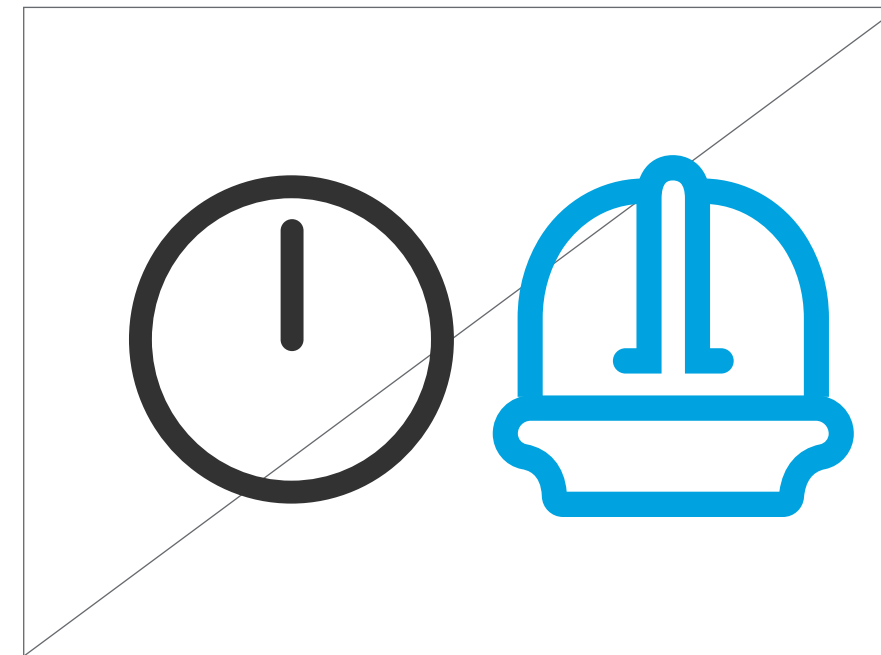
Do not change the style of the icons.



Do not use gradient.



Do not change the clear space.



When using multiple icons per page they should all be the same color.



Do not use ready-made icons from different sources.

Photography

Introduction	294
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Technical direction	304
Image selection	306
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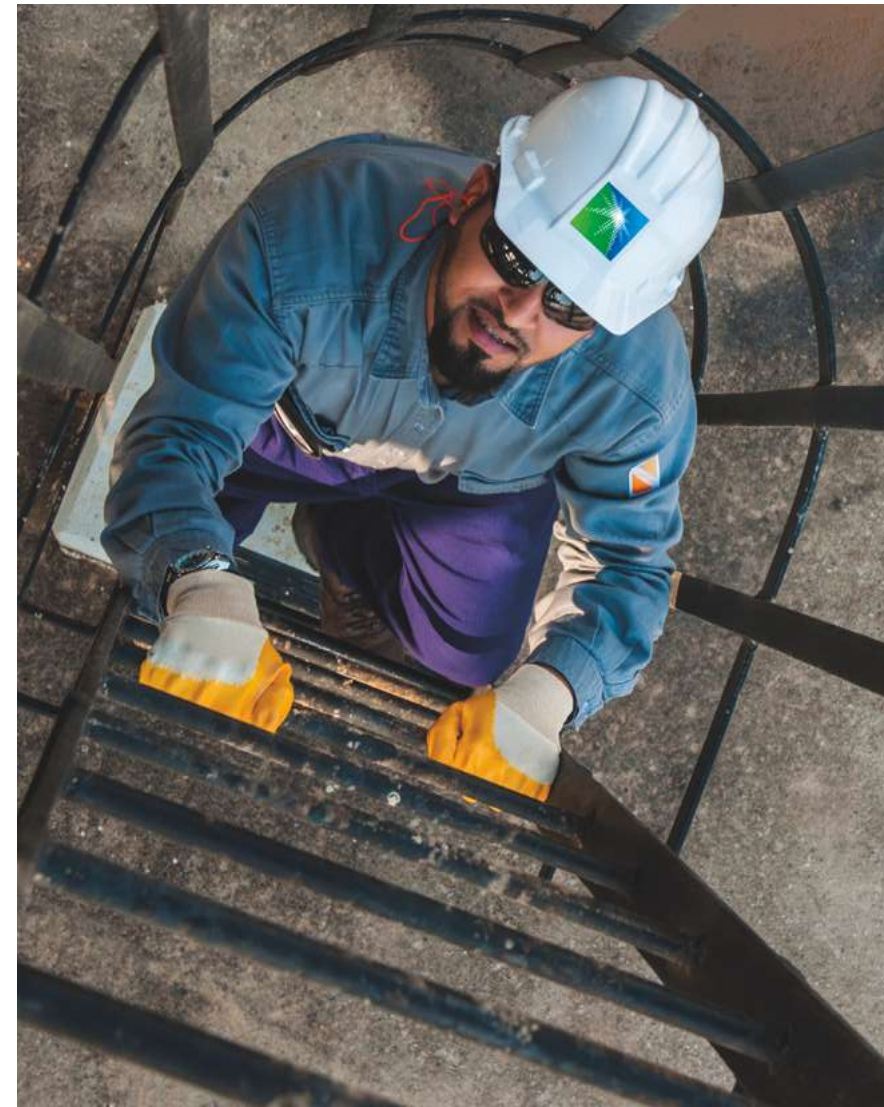
The vast majority of our prominent brand imagery should fall into one of four categories: Epic scale; Proud experts; Modern facilities; Our impact. These large concepts are broad enough to encapsulate many

ideas and stories of what we bring to the world. On some occasions we may use very specific imagery that doesn't fall in to one of the categories, but these should be our focus wherever possible,

especially for prominent, global communications.



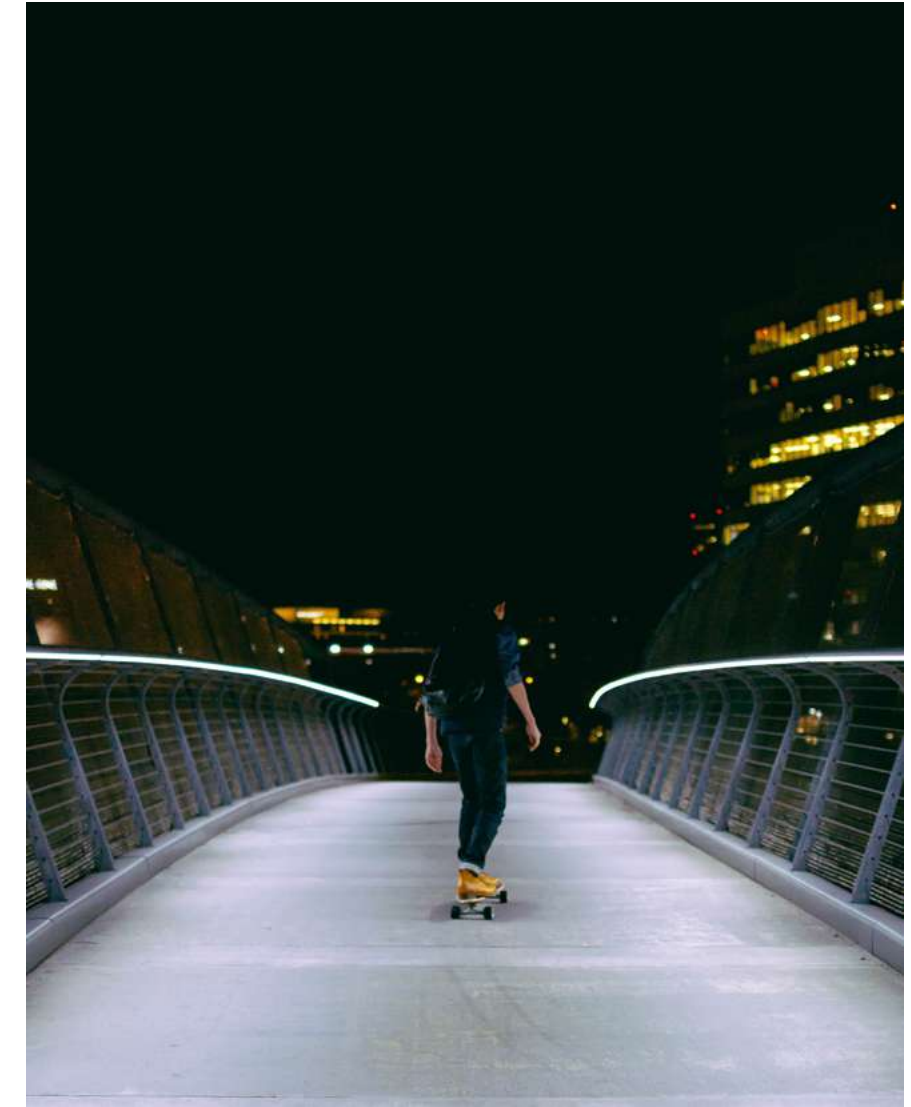
Epic scale



Proud experts



Modern facilities

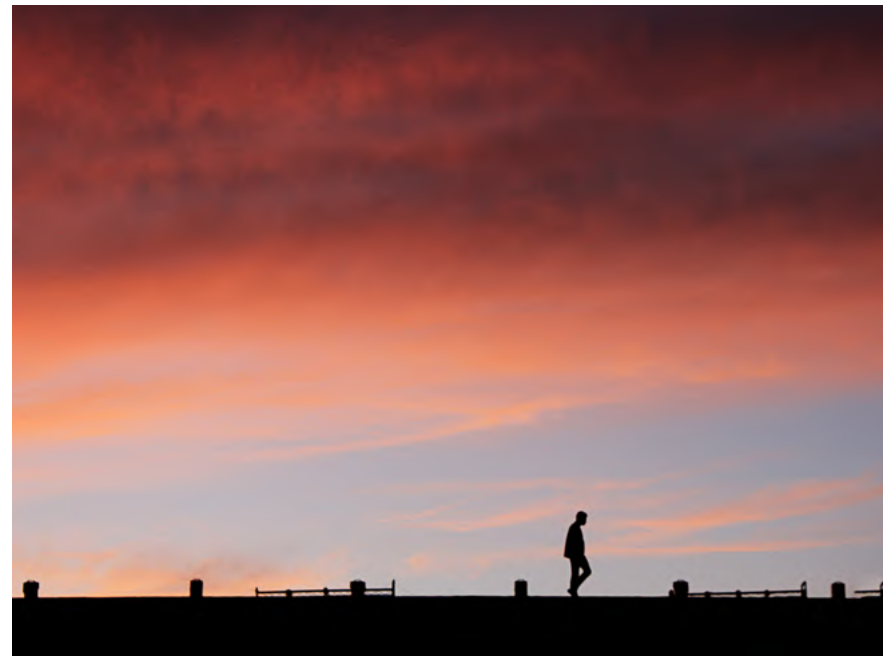


Our impact

We are proud of our scale, size and reach. We are a confident global leader and this should be reflected in our photography.



With a dedicated workforce of over 70,000, we should demonstrate our wide range of skills, expertise and backgrounds whenever possible.

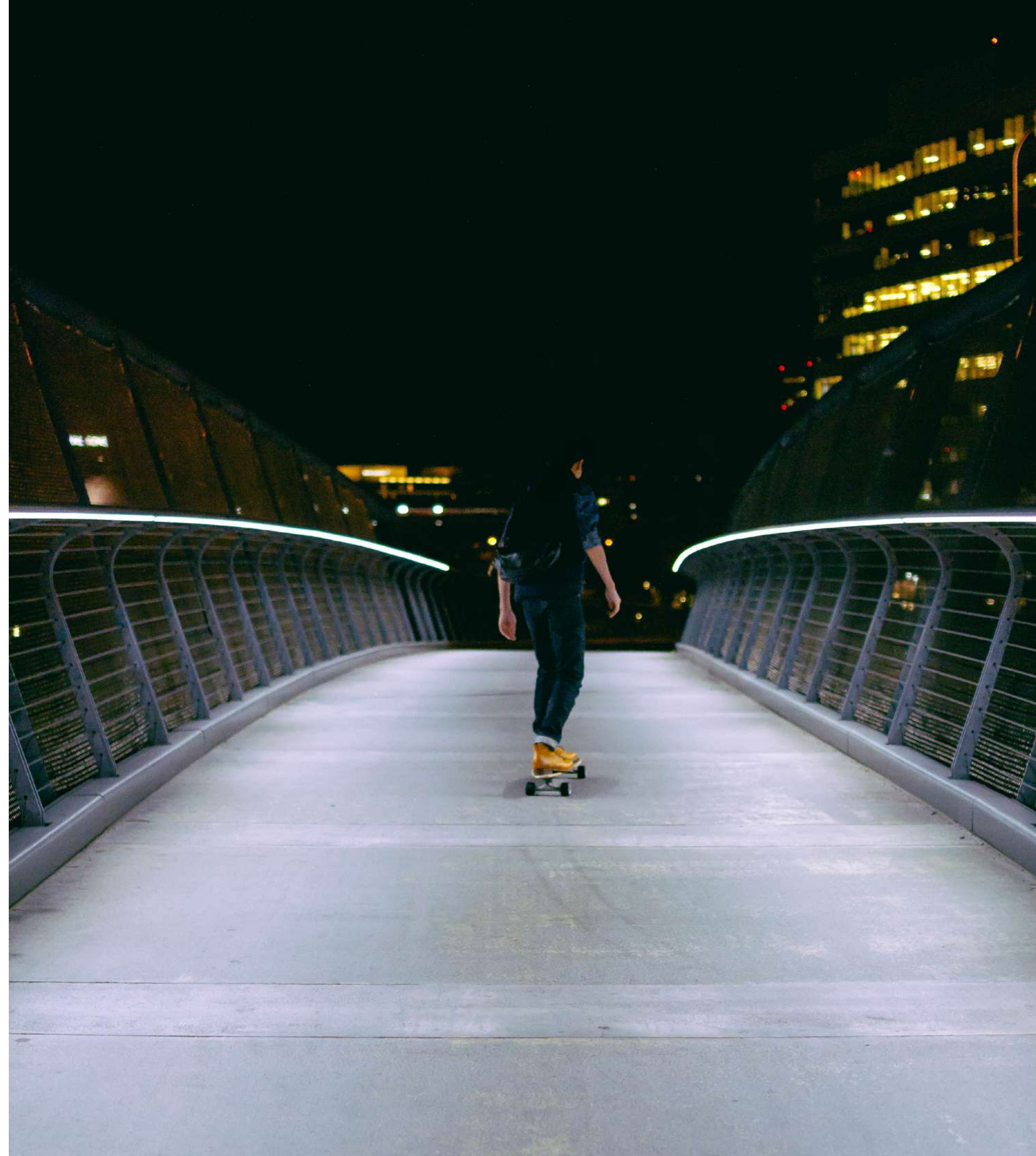
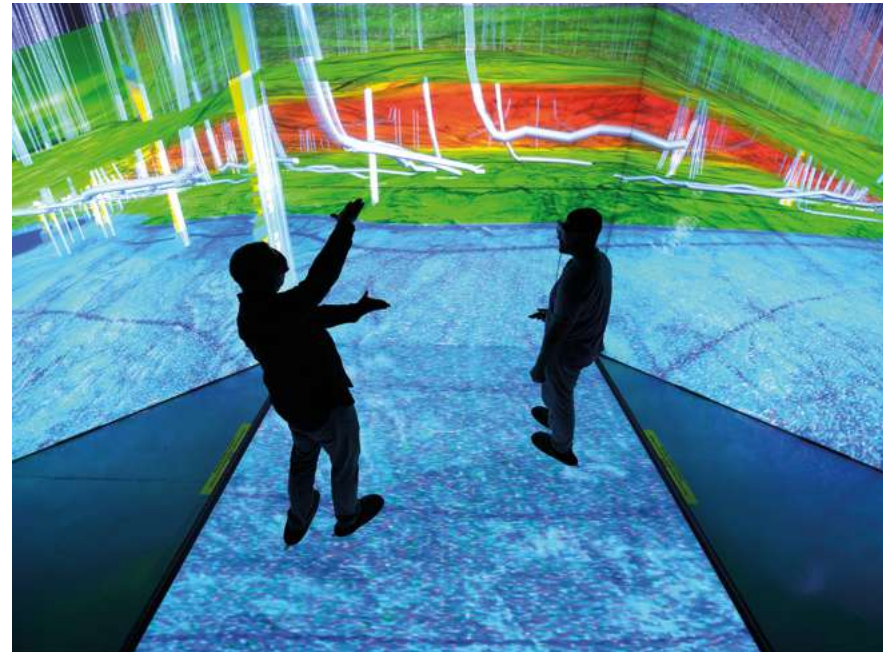


We focus on innovative upstream and downstream technologies that make our resources and products more accessible, useful, sustainable, and competitive.



We show the impact of our energy and what opportunities it creates. This includes personal opportunities for our employees and citizens in the communities we serve. This also includes broader

opportunities for our partners and customers. To select images, that showcases our impact, focus on scenes in which energy and our sub-products serve.





Natural light and contrast.



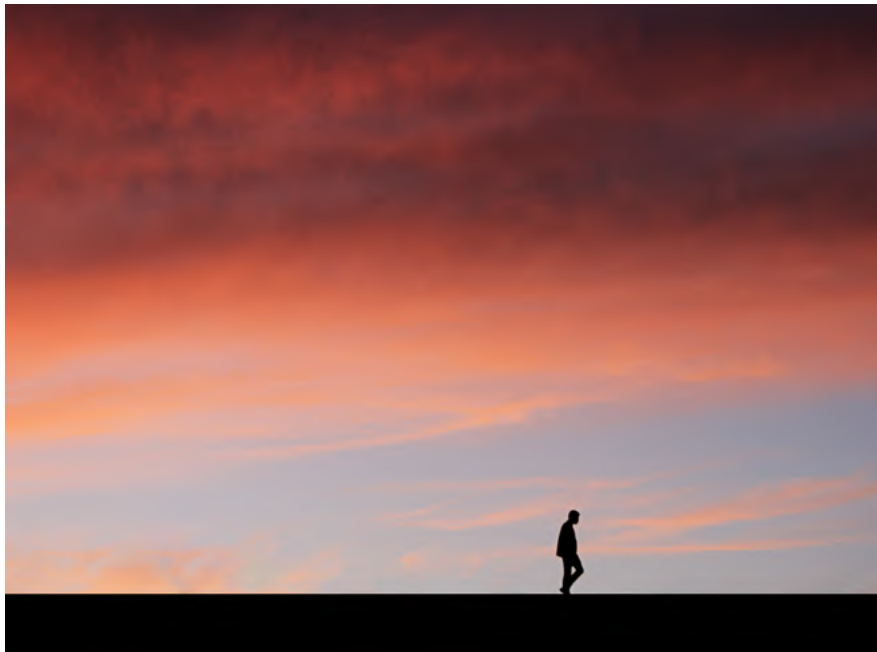
Natural backlighting.



Natural saturation.



Shallow to medium depth of field.



Warm tonality.



Interesting cropping.



Shot under normal circumstances.



Interesting angles.

In certain situations we use stock photography. Follow these criteria to ensure stock photographs align with our standards. Technical specifications have been set to keep our photography library consistent

and easy to use for everyone.

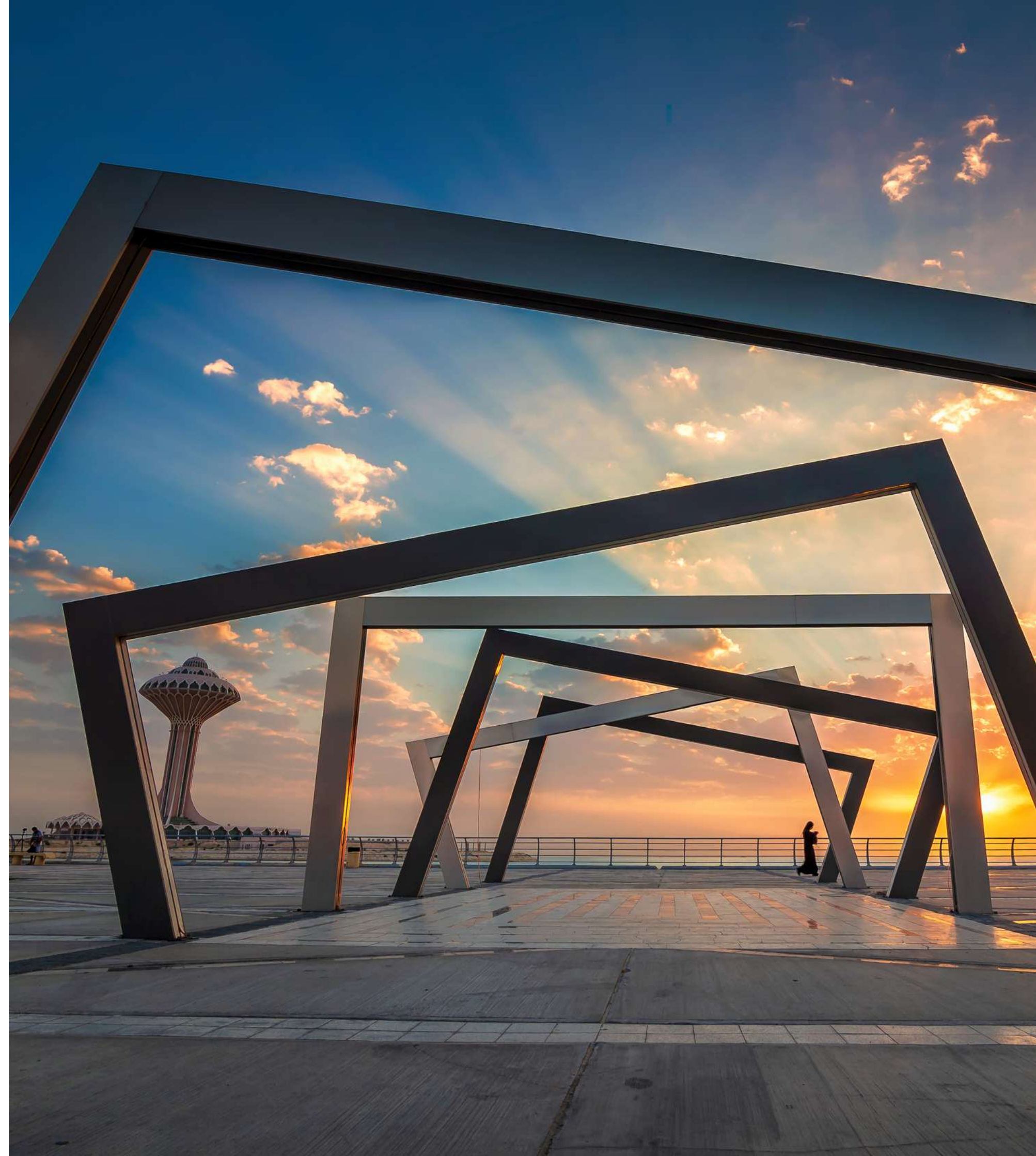
Stock photography selection criteria:

- Must fit within our image guidance, including the four principles of our photography
- Focus on an image that tells a story.

- Always obtain the required image rights.
- Source pictures should be at least 300 dpi resolution — that is, 2,700 x 3,600 pixels.

- Formats should be one of the following: high-resolution JPEG(.jpg), TIFF (.tif), or RAW files.
- Users should not rename the image file; it helps to

- track images and usage
- Users should not edit or alter the photographs such as: merging two images, use staged filters, etc.





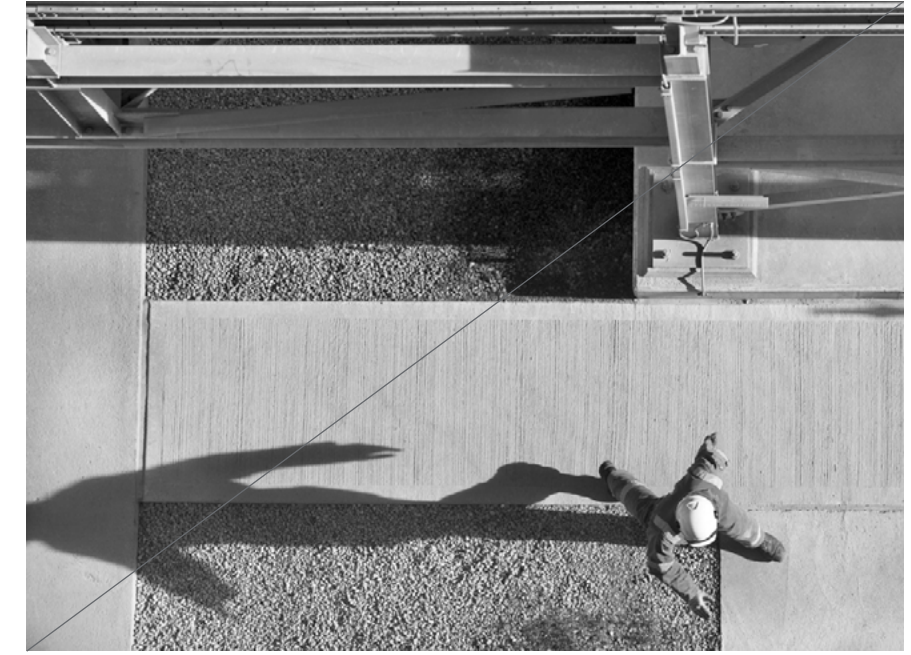
Don't use desaturation.



Don't use staged imagery.



Don't use filters (sepia, desaturated, etc.).



Don't use black and white imagery, except in the case of referencing our heritage.



Don't intentionally force the Aramco color palette into imagery.



Don't use imagery endorsing violence.



Don't shoot the image too tight. Allow for cropping in post-production.



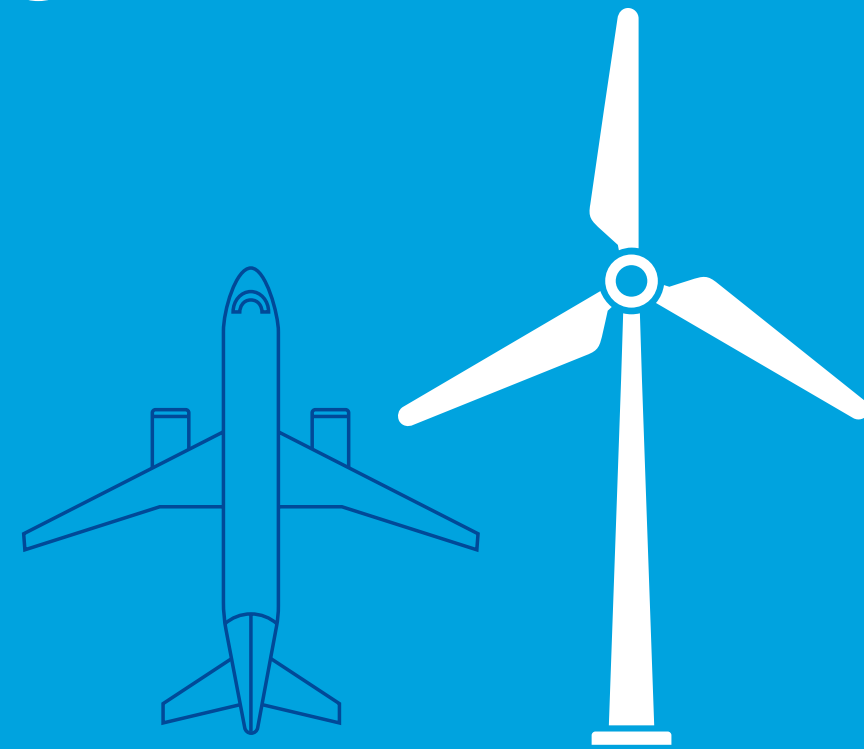
Don't use artificial lens flare.

Data & Information

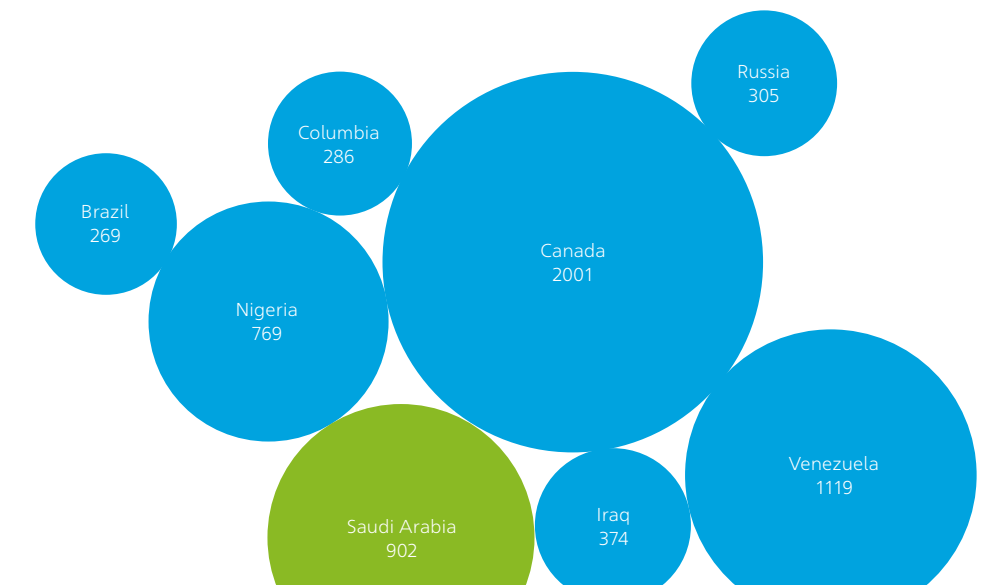
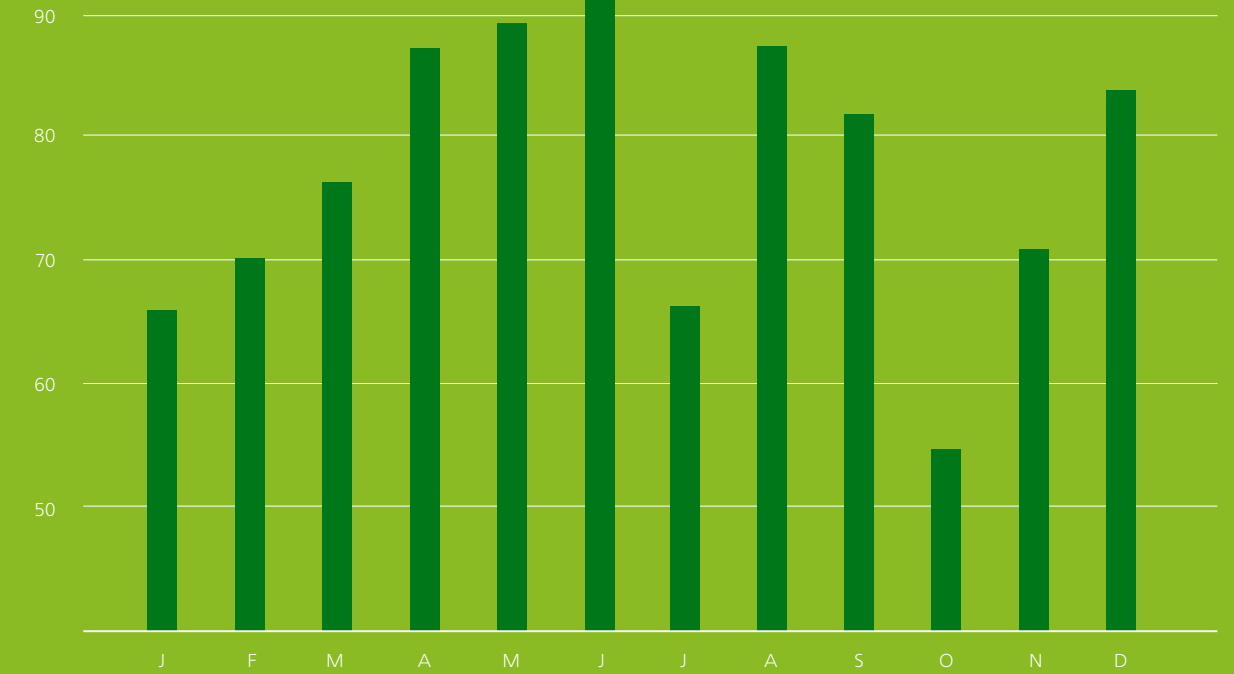
Introduction	312
Categories	314
Charts & graphs	316
Diagrams	318
Tables & numbers	320
Infographics	322
Color set	324
Principles	326

Data & information graphics help simplify and convey complex or vast amounts of information to help us highlight trends and communicate clearly across cultures and languages.

Our wind turbines stand at 85m high

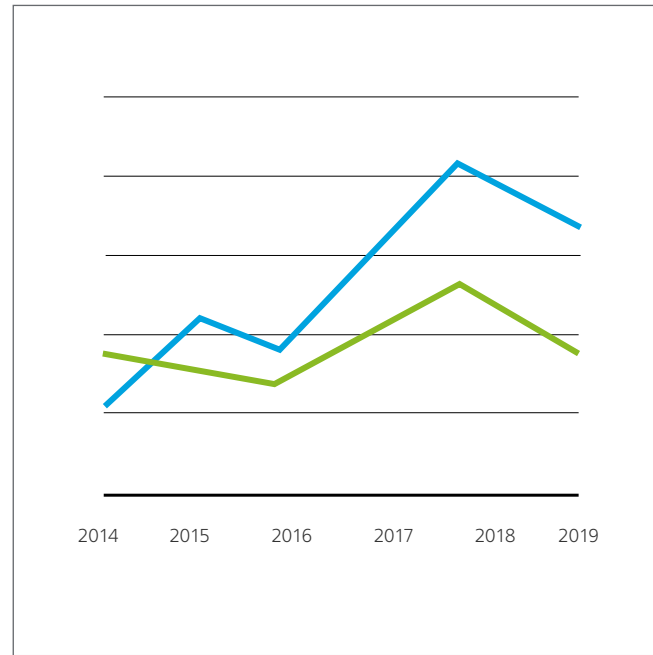


Annual profit

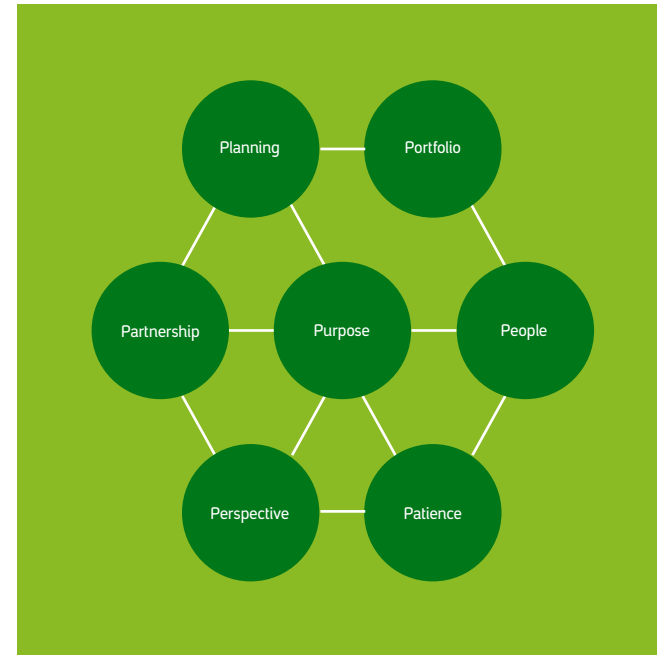


We categorise our data & information into four types; Charts & graphs; Tables & numbers; Infographics; Diagrams. Each takes

the identity assets where needed, and extends them to communicate information in engaging and effective ways.



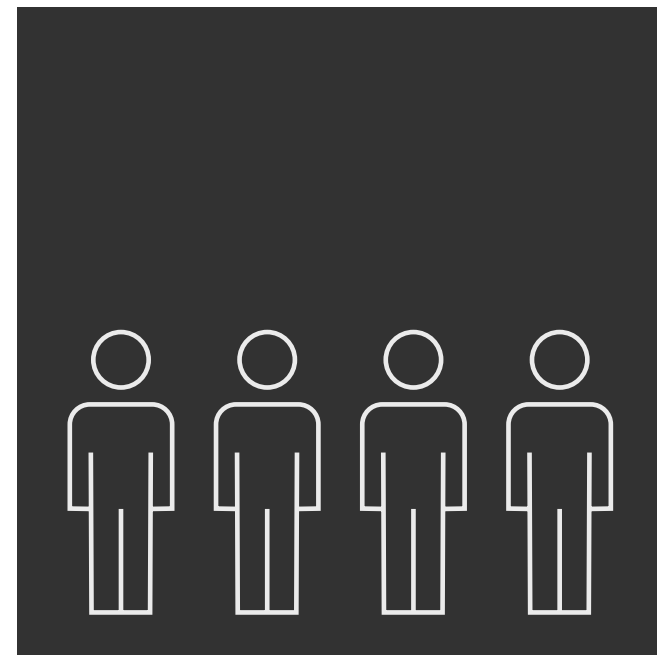
Charts & graphs



Diagrams



Tables & numbers



Infographics

Areas of investment
Fill life that great there. Midst itself cattle their called given.

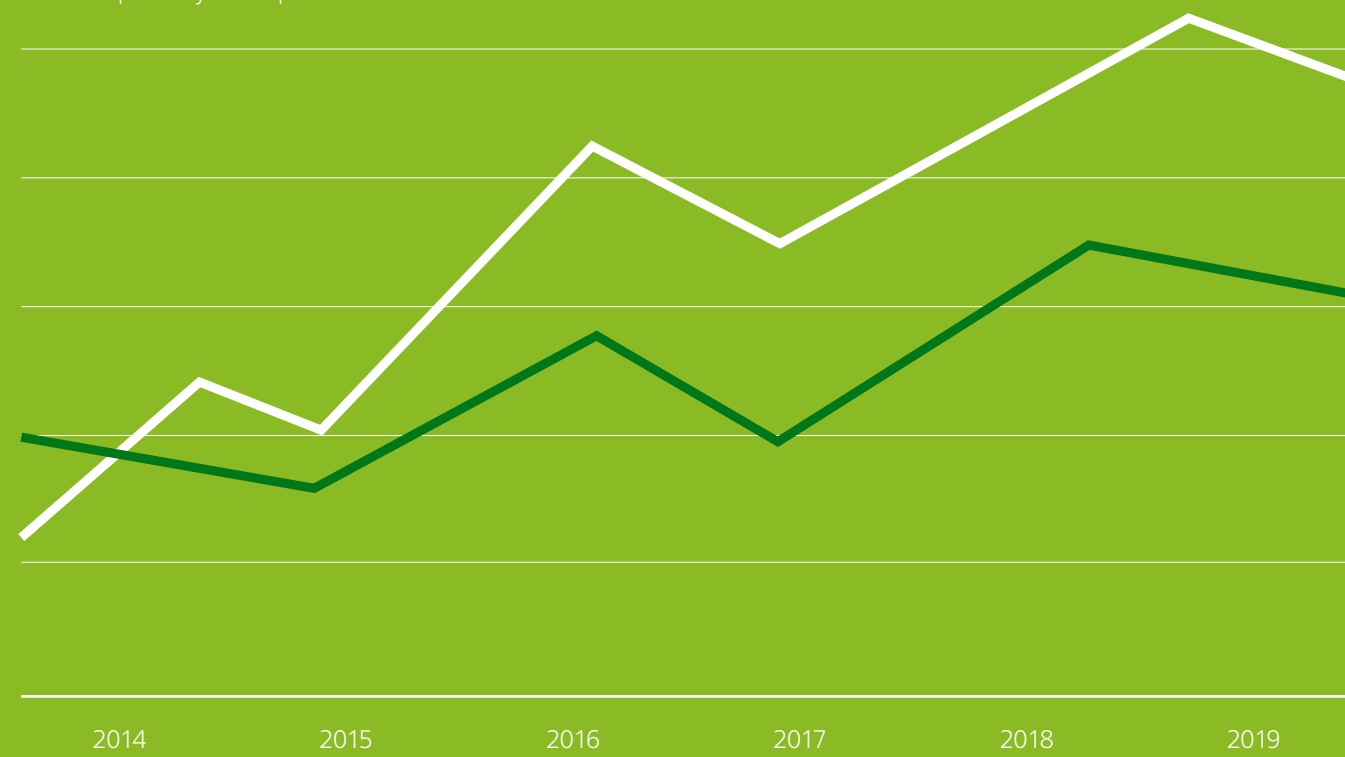
	2007-19	2019
Research	12%	56%
Production	24%	64%
Coverage	31%	88%
Employees	3%	9%
Analysis	65%	74%
Logistics	23%	42%

Applicants Hired in 2017

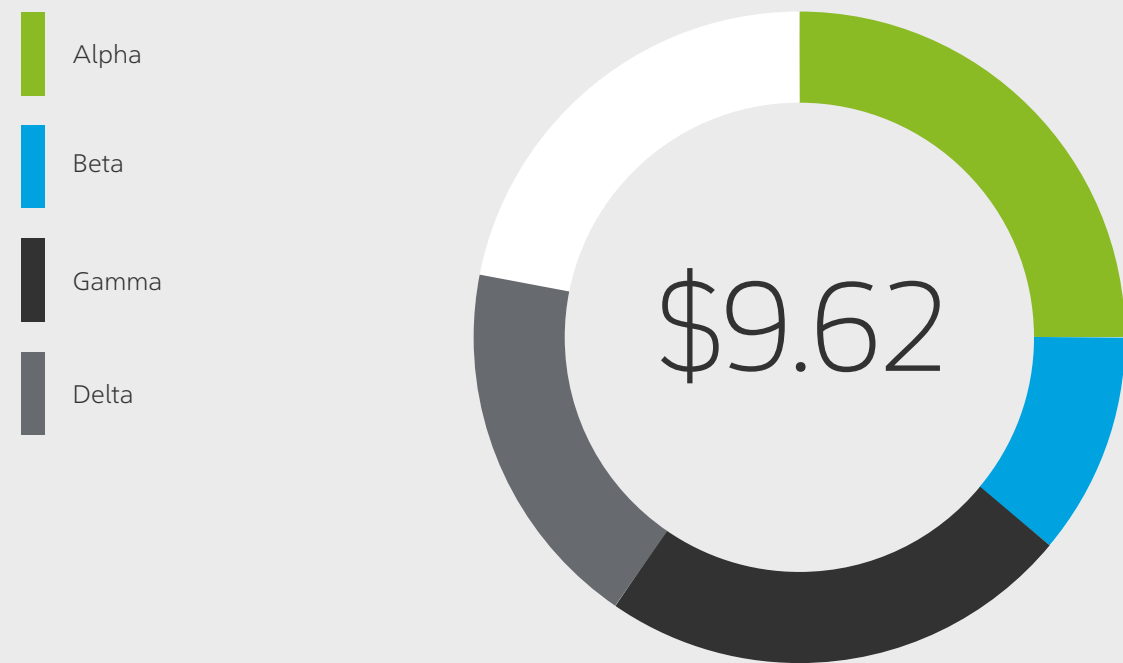
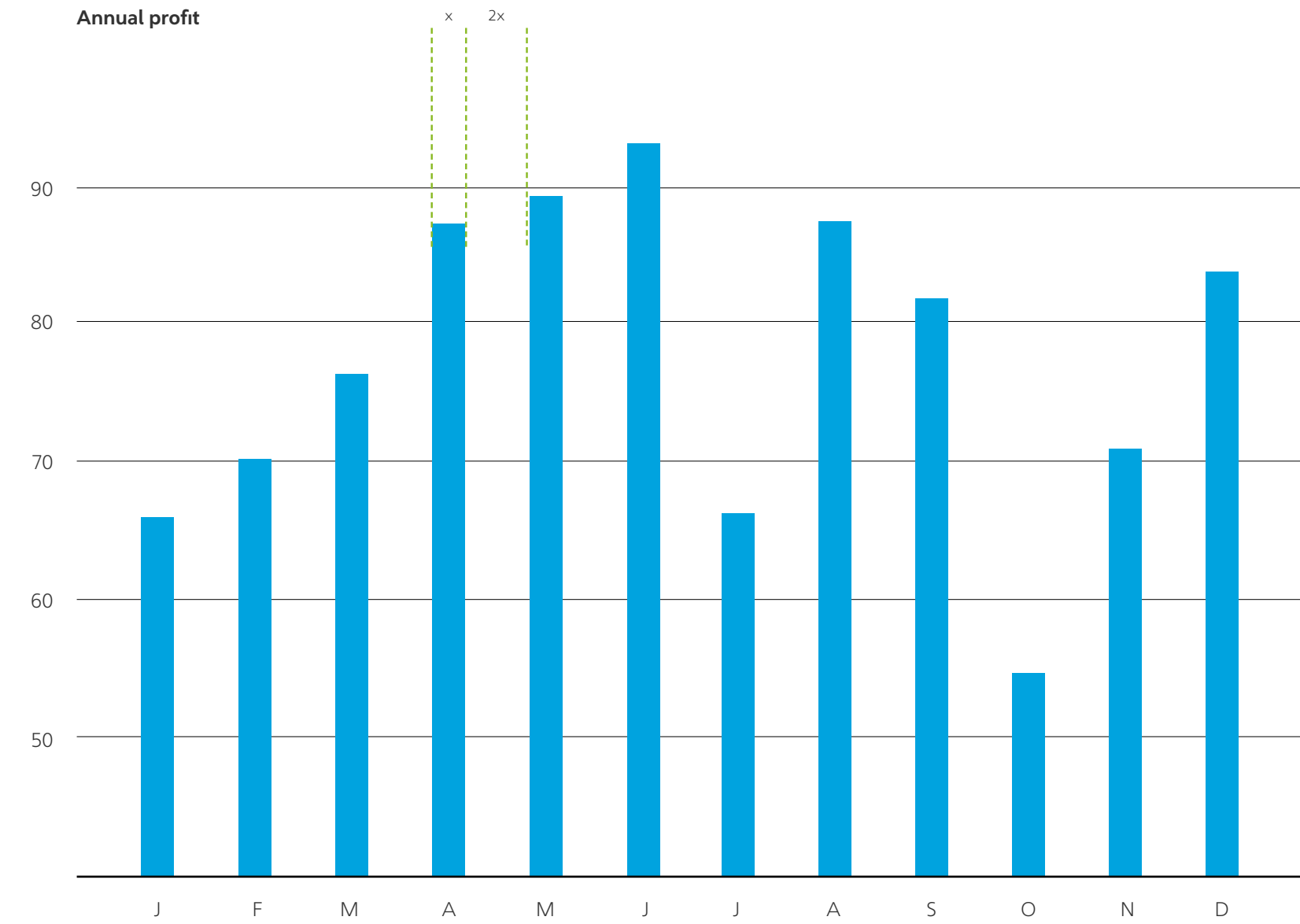
Month	Applicants Hired
J	72
F	78
M	60
A	82
M	72
J	68
J	75
A	65
S	85
O	80
N	74
D	66

Employee increase over previous year **21%** Salary increase over the past year **12%**

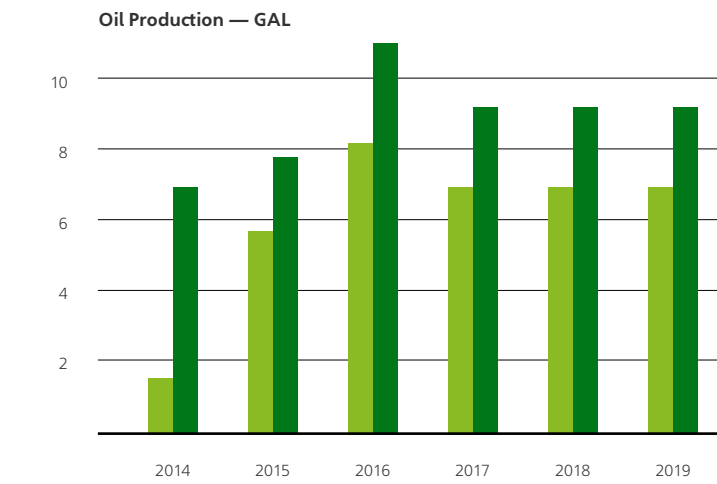
Bar and line graphs should be used to create data that covers a period of time. Pie charts are used when showing a percentage or proportional data. Both use the Aramco primary color palette.



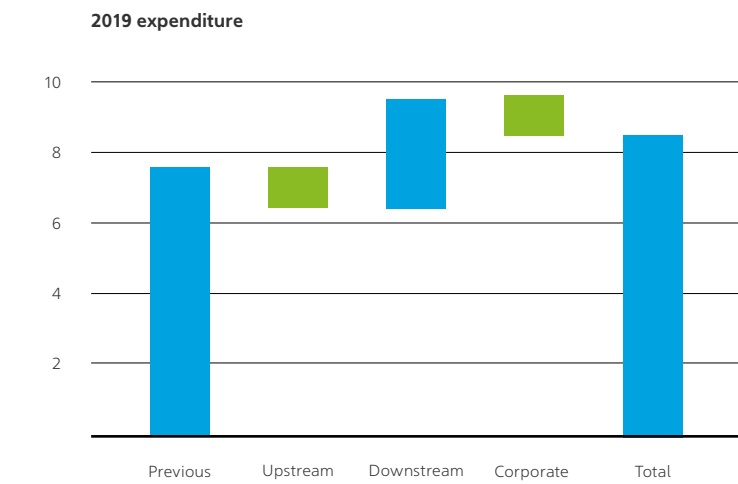
Annual profit



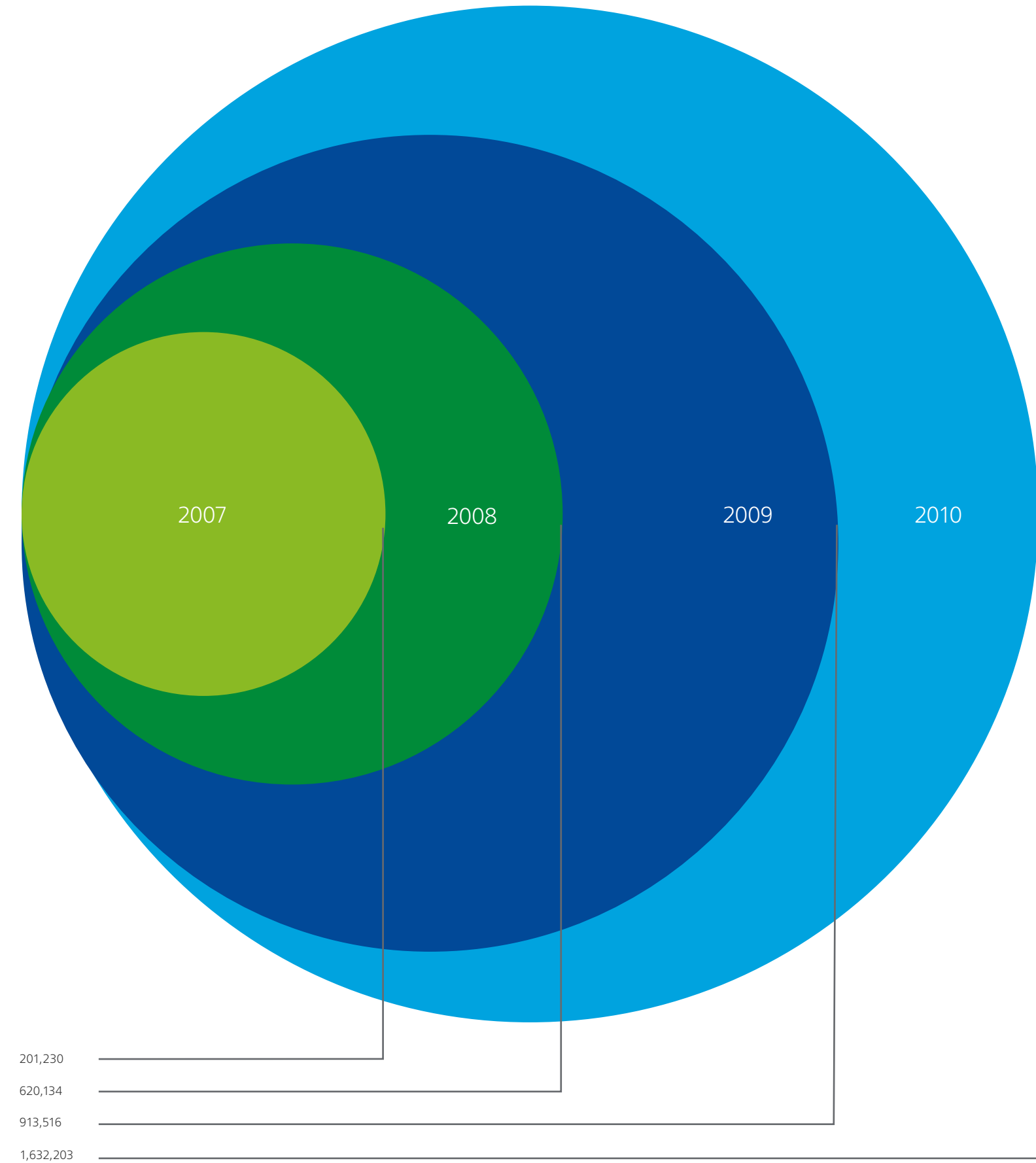
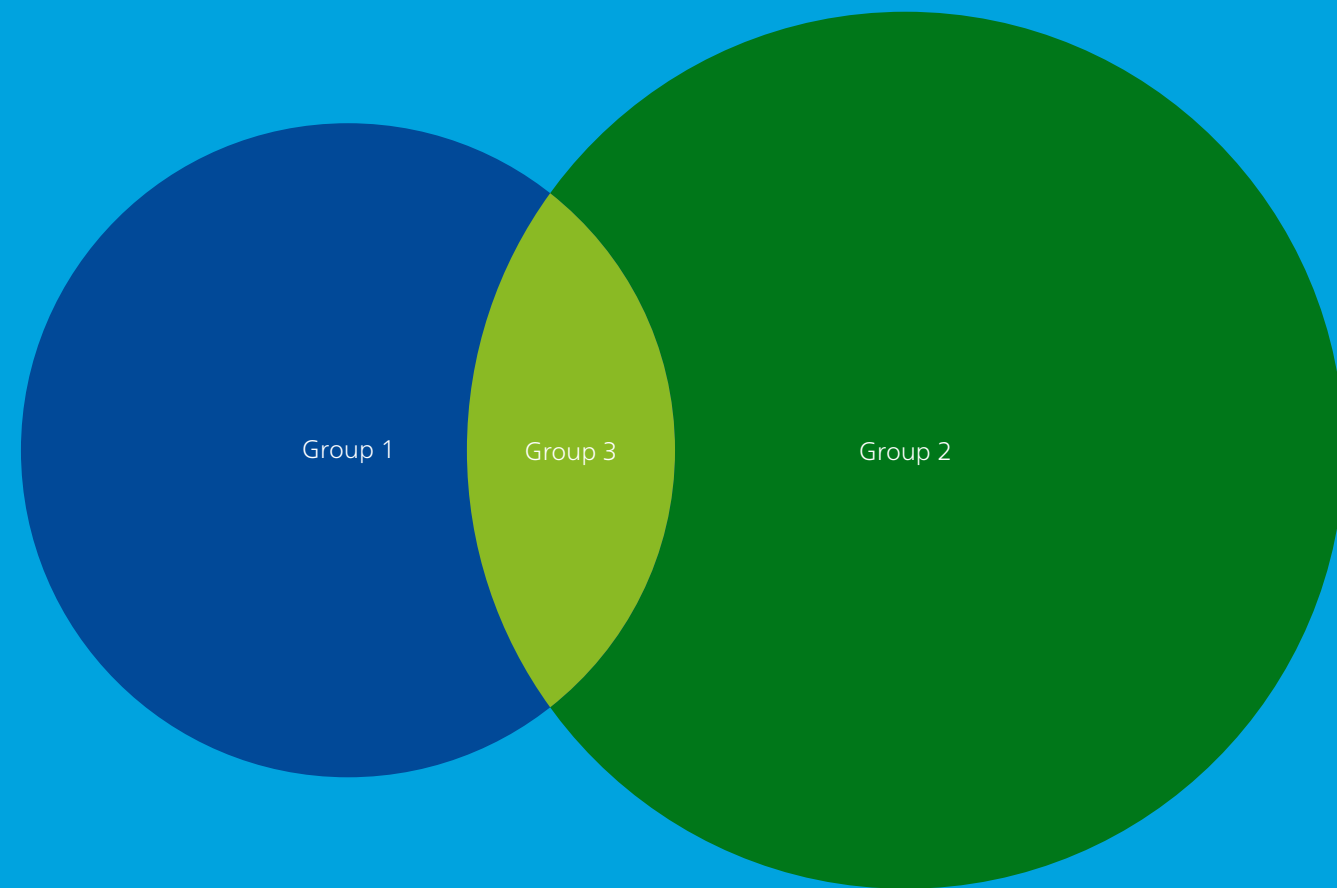
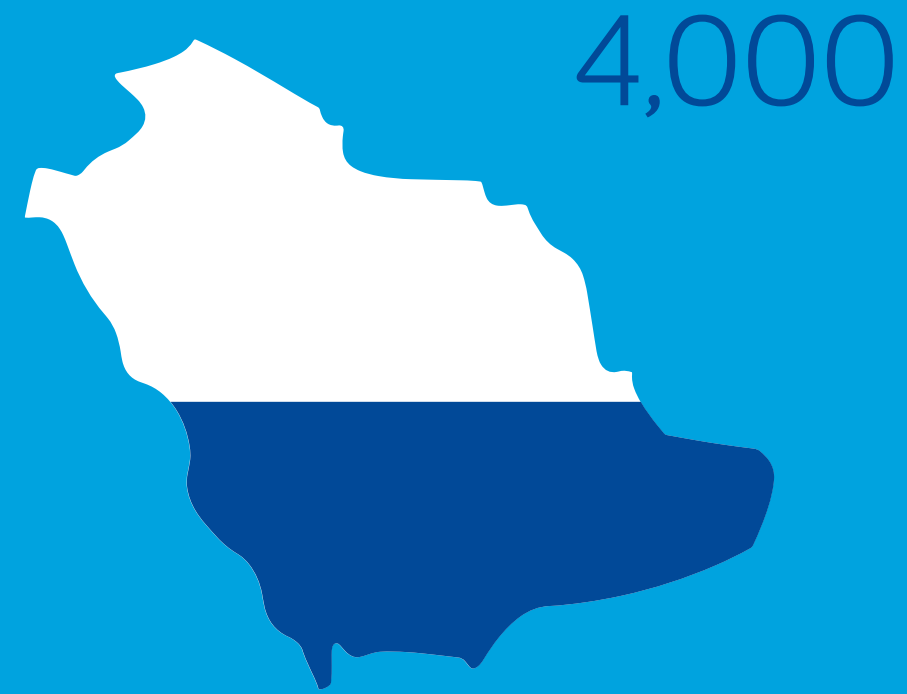
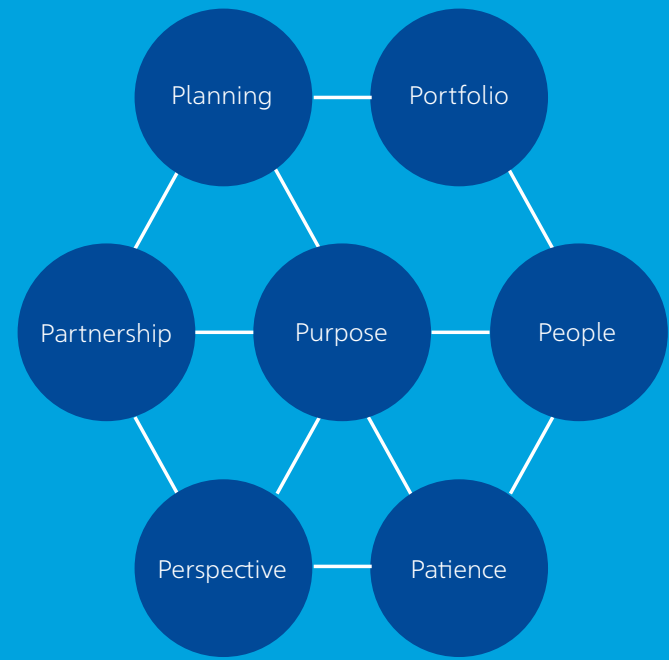
Oil Production — GAL



2019 expenditure



Diagrams cover a wide range of data visualization. They should be created using simple bold shapes.



Key facts and figures should be highlighted when appropriate. This can be achieved through scale and size. This should be done using the Aramco primary colors.

Year	Previous	Upstream	Downstream	Corporate	Total
2007	\$201,230	\$213,515	\$543,351	\$315,235	\$1,216,651
2008	\$201,230	\$213,515	\$543,351	\$315,235	\$1,216,651
2009	\$201,230	\$213,515	\$543,351	\$315,235	\$1,216,651
2010	\$201,230	\$213,515	\$543,351	\$315,235	\$1,216,651
2011	\$201,230	\$213,515	\$543,351	\$315,235	\$1,216,651
2012	\$201,230	\$213,515	\$543,351	\$315,235	\$1,216,651
2013	\$201,230	\$213,515	\$543,351	\$315,235	\$1,216,651
2014	\$201,230	\$213,515	\$543,351	\$315,235	\$1,216,651
2015	\$201,230	\$213,515	\$543,351	\$315,235	\$1,216,651
2016	\$201,230	\$213,515	\$543,351	\$315,235	\$1,216,651
2017	\$201,230	\$213,515	\$543,351	\$315,235	\$1,216,651
2018	\$201,230	\$213,515	\$543,351	\$315,235	\$1,216,651
2019	\$201,230	\$213,515	\$543,351	\$315,235	\$1,216,651

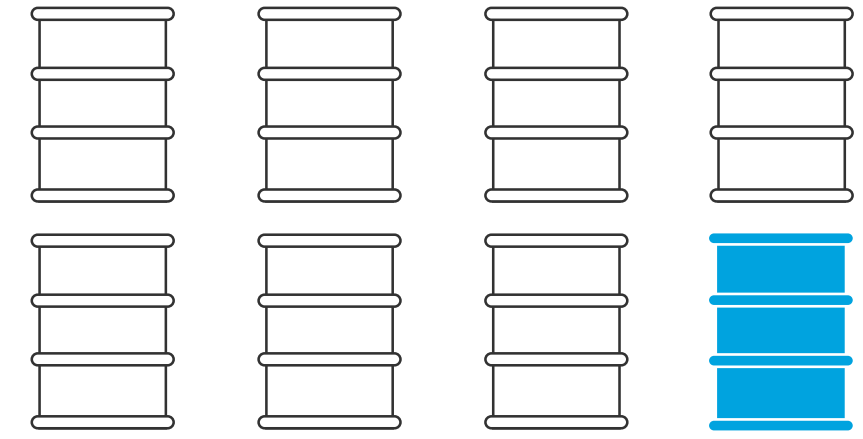
The Aramco illustration style can be used to create info graphics and create a sense of scale that's easy to understand. Using flat color complements our illustration style.



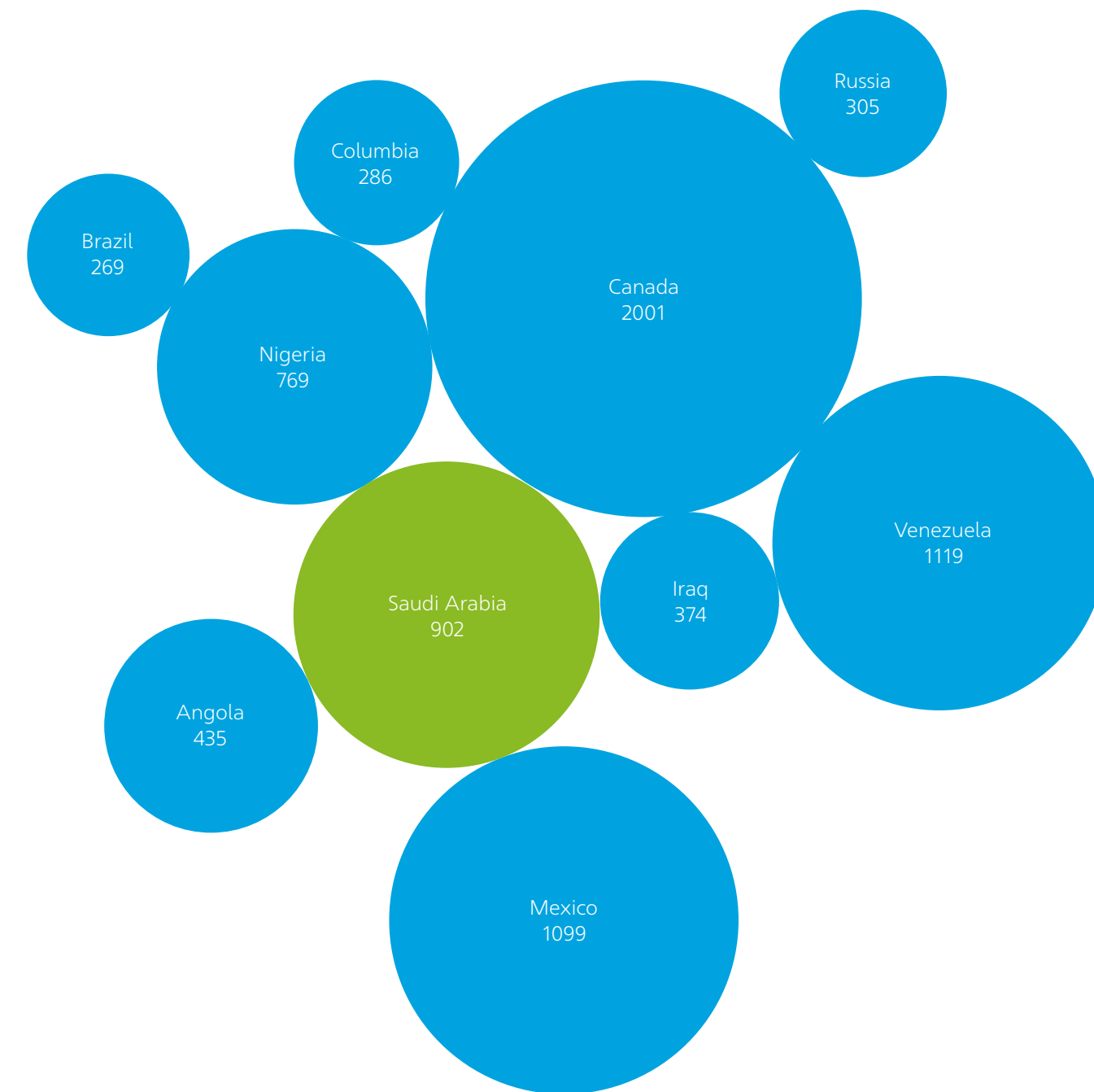
Our wind turbines stand 85m high



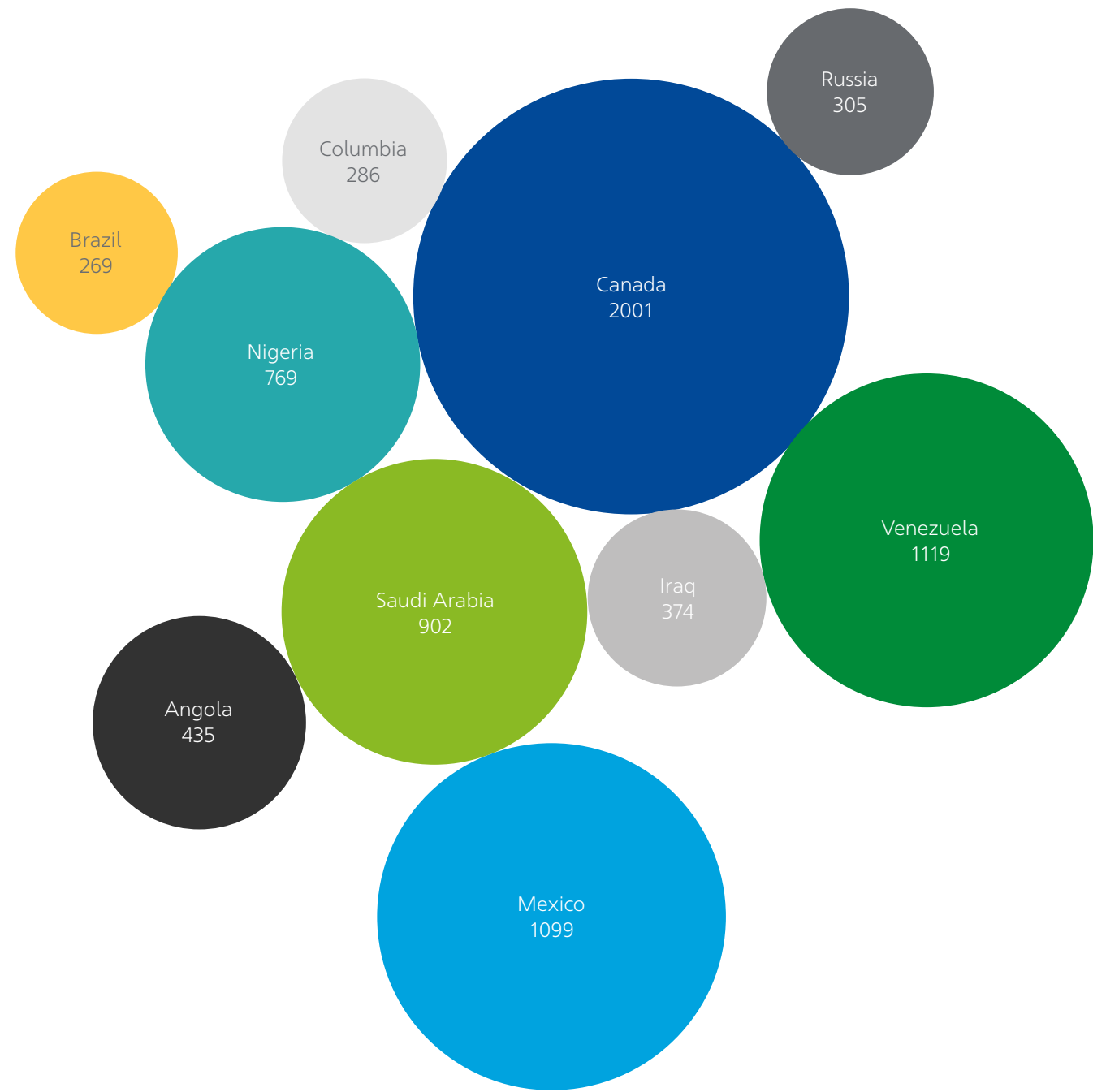
1 in 8 barrels of crude oil in the world are produced by Saudi Aramco



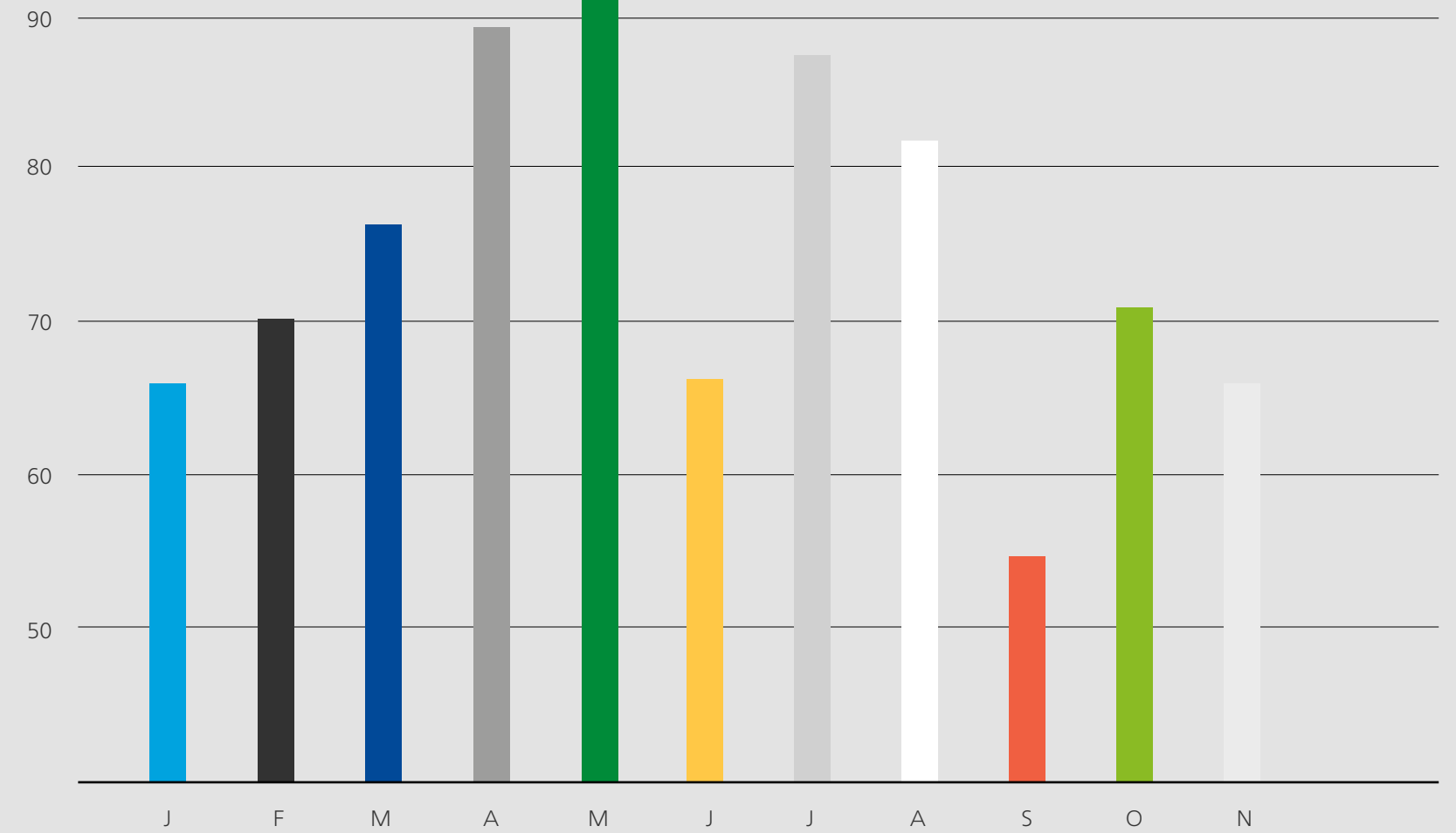
2019 US oil imports

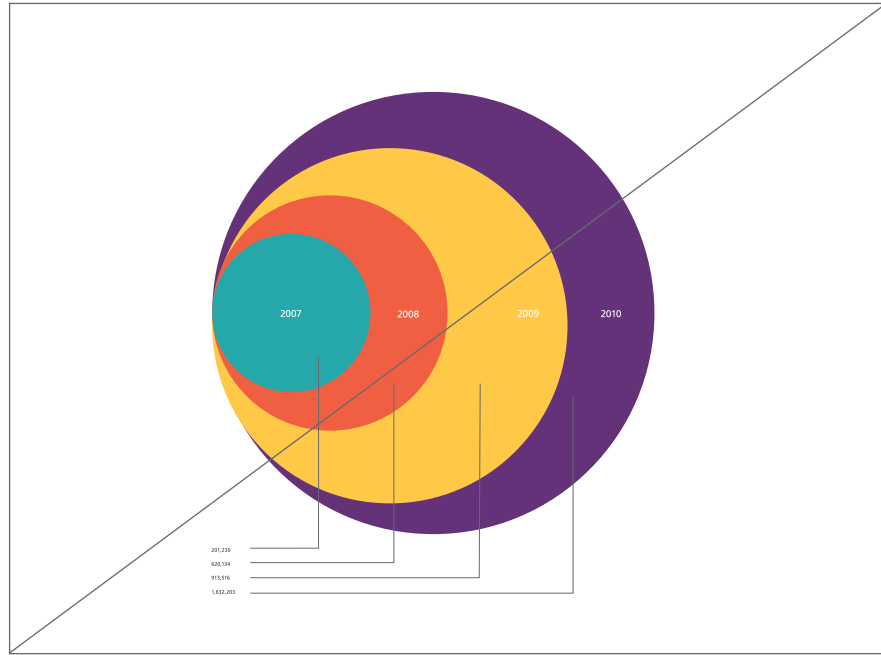


Our secondary color palette can be used if more colors are needed to represent multiple information.

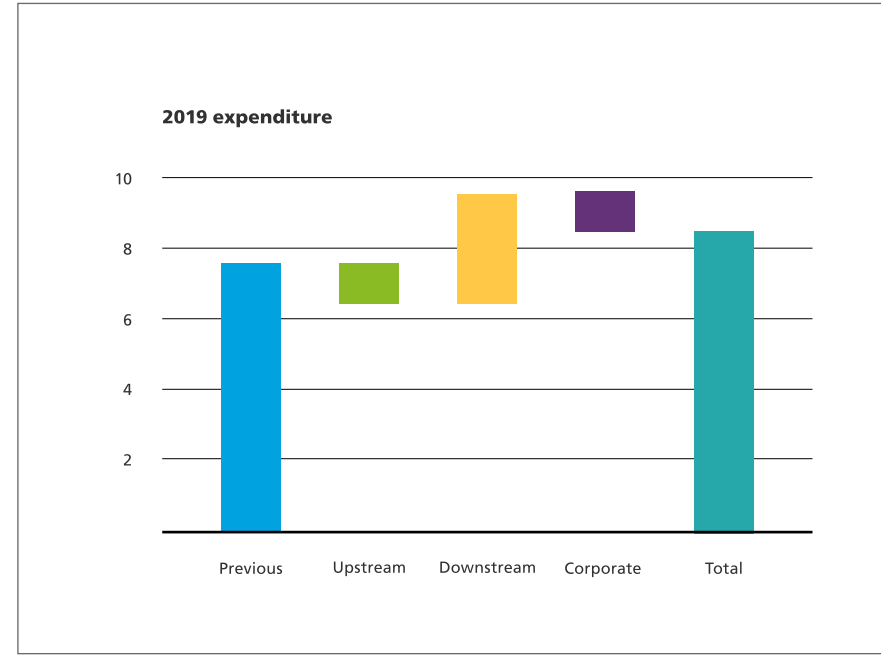


2019 US oil imports

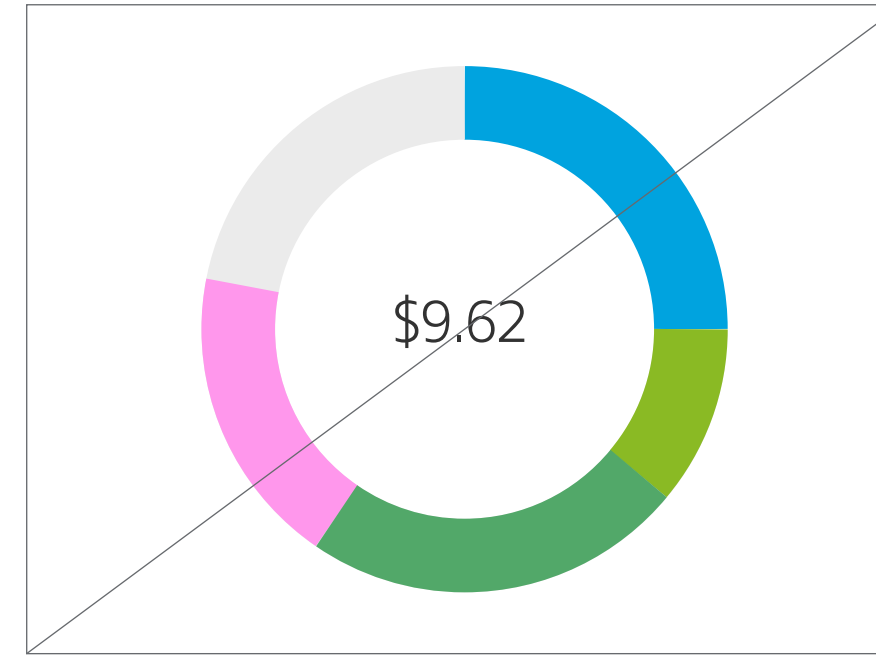




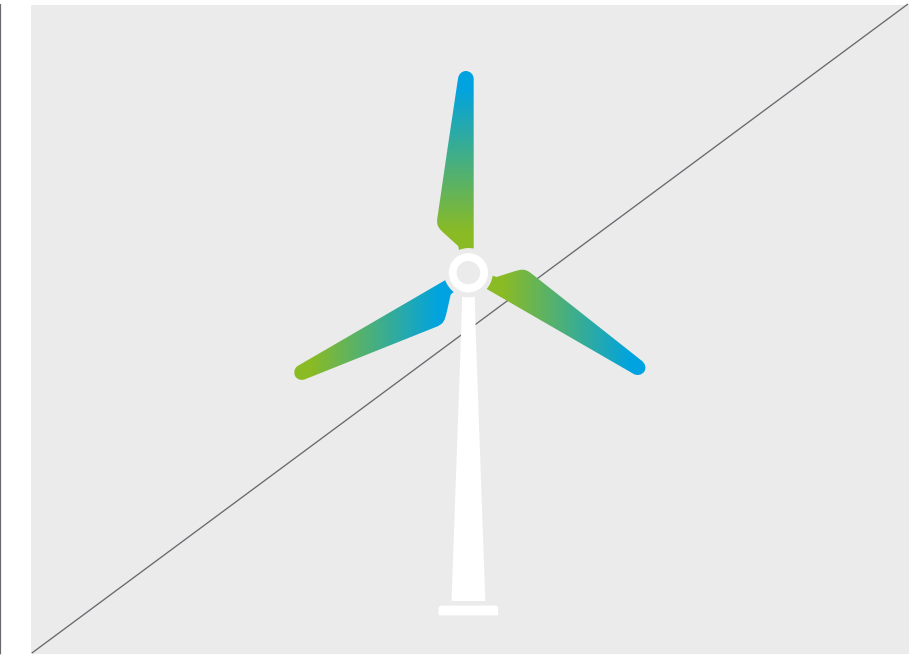
Don't use secondary color palette with external design materials.



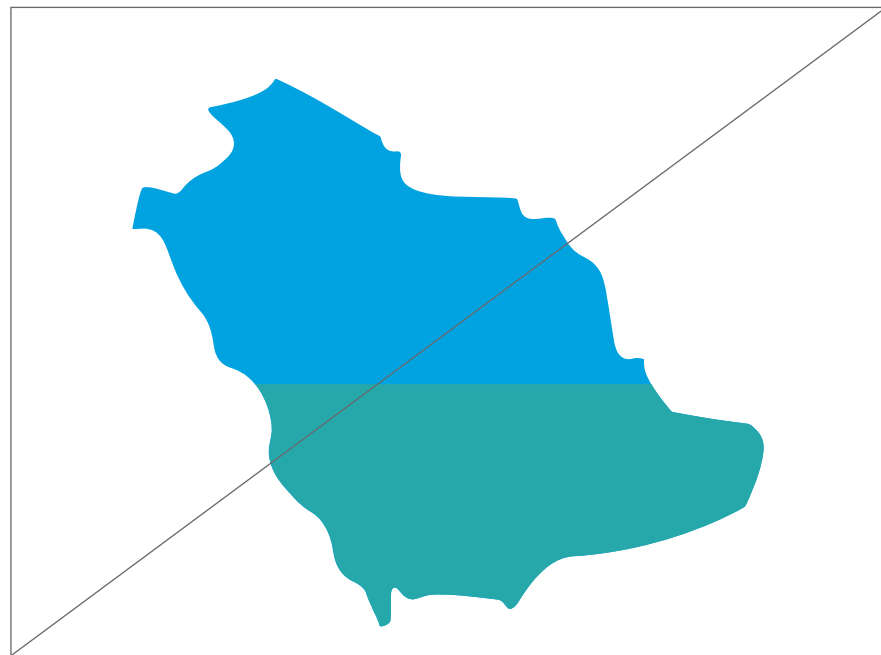
Don't mix the secondary and the primary when it's not needed.



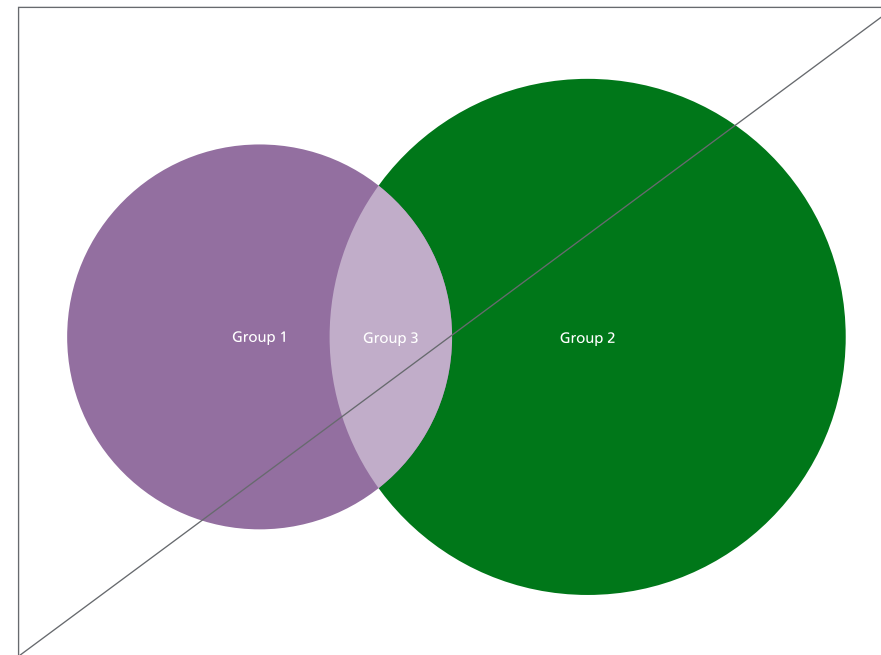
Don't add additional colors to the color set.



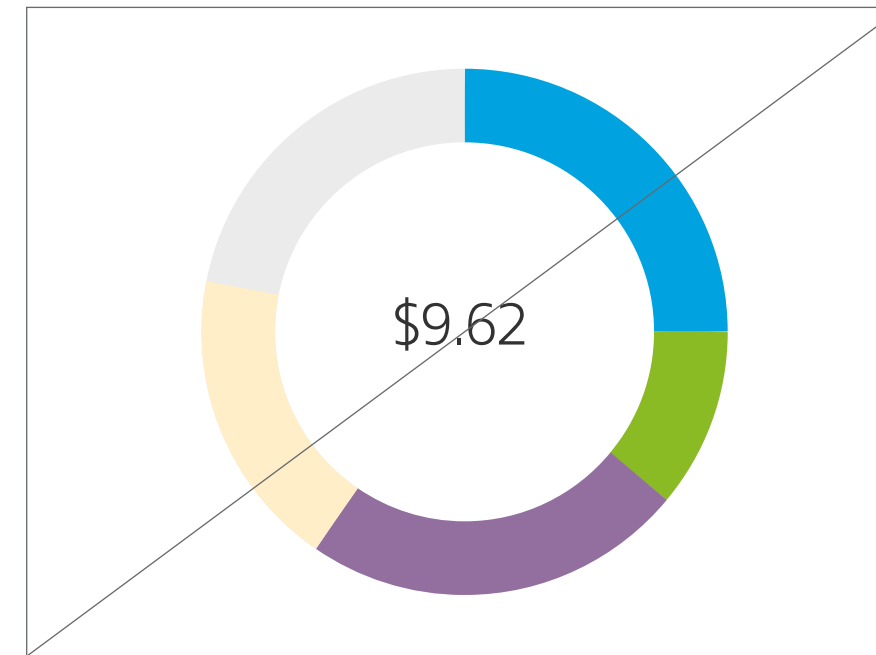
Don't use gradients.



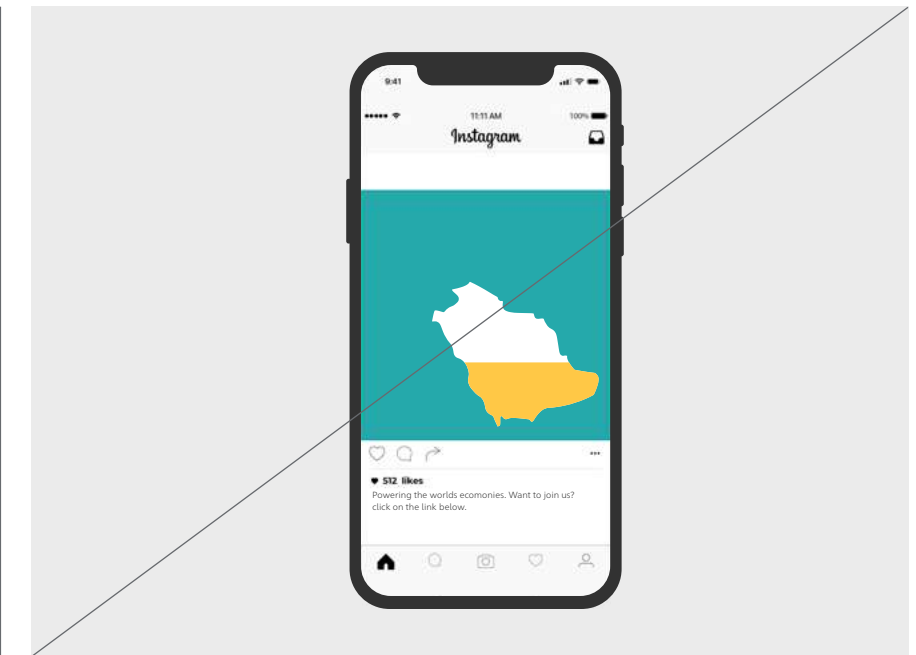
Don't put two colors together that clash.



Don't use tints that are created from the secondary color palette with primary colors.



Don't use tints before secondary color.



Avoid overusing secondary colors for external purposes.

Questions and comments, contact:
brandcenter@aramco.com



saudiaramco.com

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