أرامكو السعودية
saudi aramco

Brand
guidelines
2021

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Introduction

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

The guidance provided in this document will empower you to implement the brand effectively. We outline the strategic foundation of our brand and introduce the elements we use to visually express our identity. This document also describes how we achieve a consistent and cohesive presentation of our brand across our businesses to our stakeholders.

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

Table of content

Strategy

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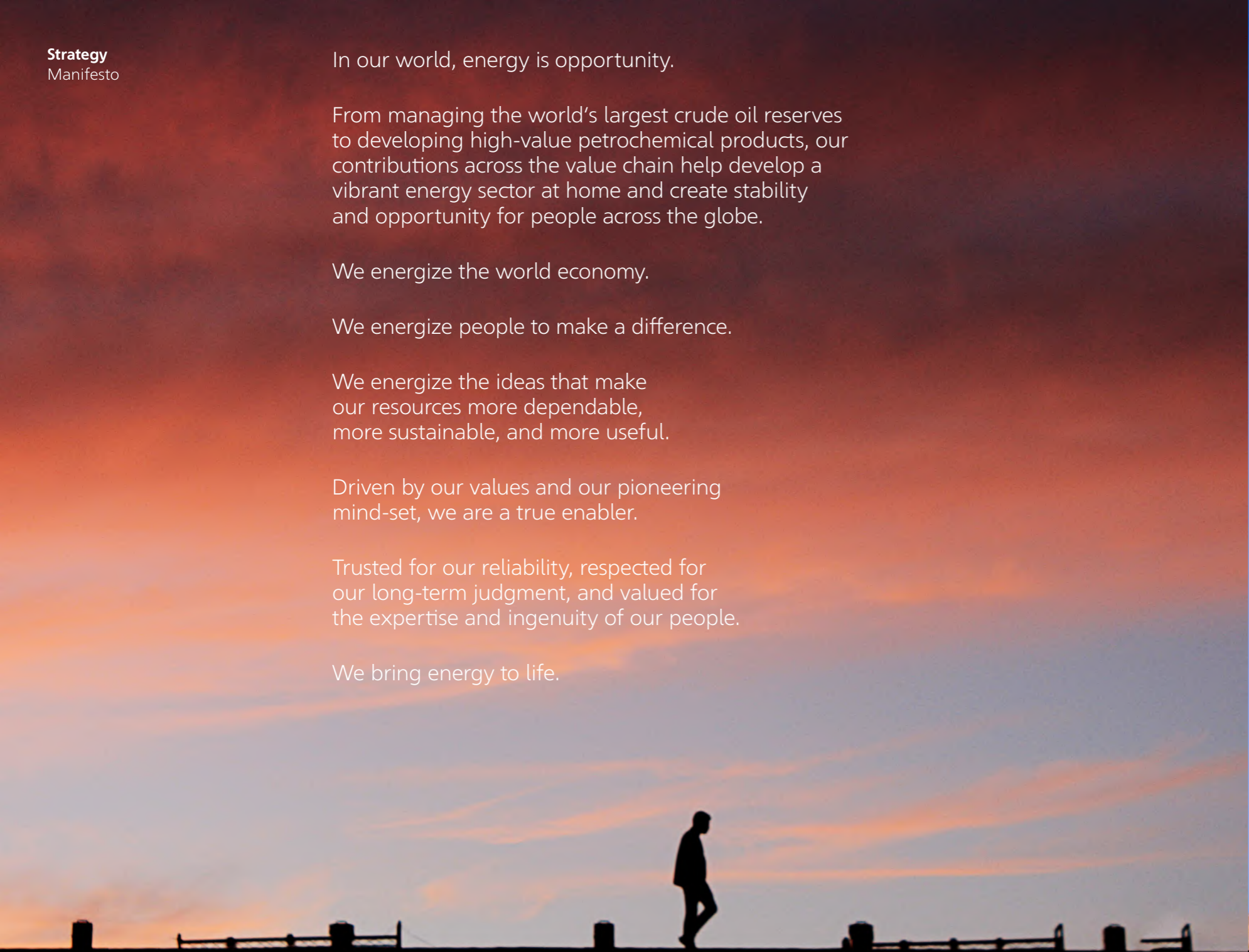
These are the associations we want
to convey. These attributes don't
replace our corporate values. They
should be demonstrated in what we
say and in how we act.

Expert

Applying our leading know-how from
production to performance

Trusted

Respected for reliability, judgment, and
long-term vision

Relentless

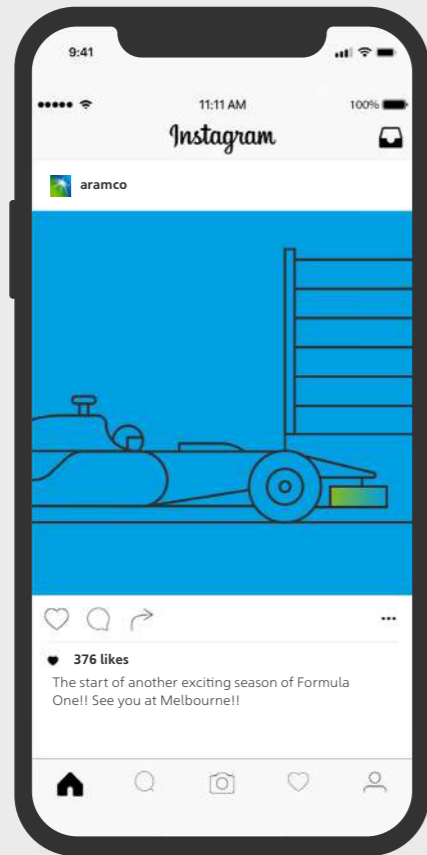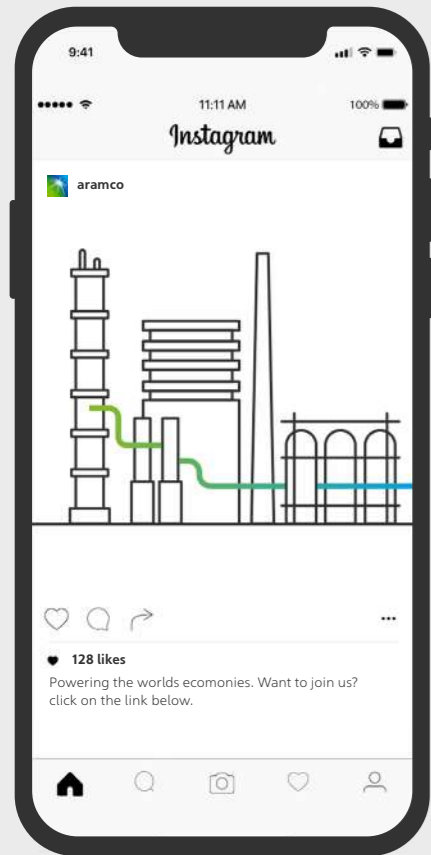Determined to succeed for our
stakeholders and customers

Creative

Stimulating growth through our agility,
ingenuity and innovation

© 2020 Saudi Aramco

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

Our impact

9:41   100%
11:11 AM
Instagram
aramco

128 likes
Powering the worlds ecomonies. Want to join us?
click on the link below.

9:41   100%
11:11 AM
Instagram
aramco

376 likes
The start of another exciting season of Formula
One!! See you at Melbourne!!

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Visual identity

Logo

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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 positions should never be altered. There is a positive version for use on light backgrounds, and a reverse 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 available for video usage only.

The global market-facing visual system should be expressive and approchable.

Global market-facing logo

Primary & Secondary color palettes

Aramco Green	Dark Green	Aramco Blue	Dark Blue	Gray	Dark Gray
Light Gray	White	Teal	Purple	Yellow	Red

Patterns

Graphic elements

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

For digital use (e.g., websites, applications, or social media, etc.), the logo can be placed in any one of the four corners or the most suitable place within the page. When the logo is being used on its own on a layout, such as for 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 the bottom right corner when primary the position is not possible.
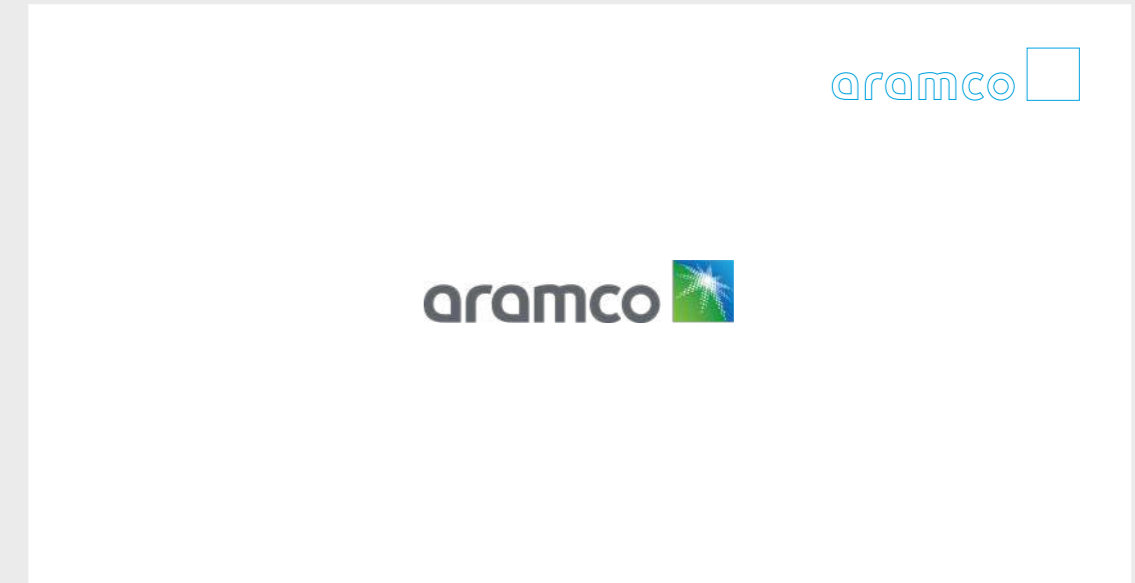
Letterhead
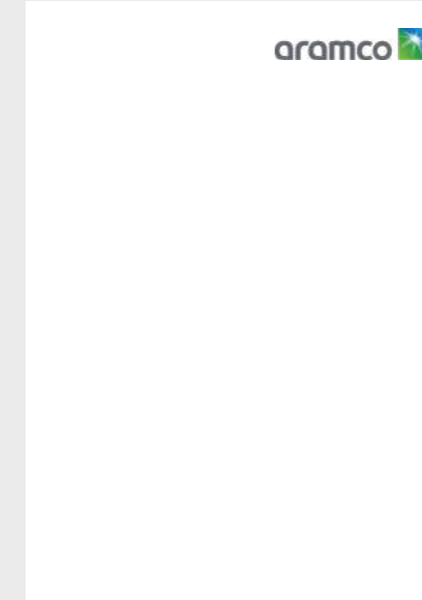
Envelope
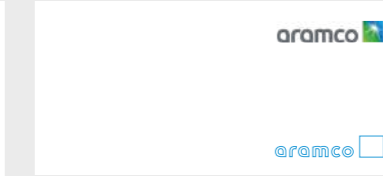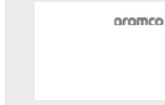
Business card

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.
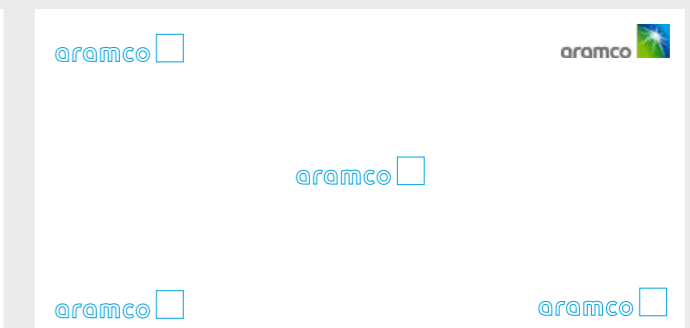
16:9 slide

For advertising, the logo can be placed in any one of the four corners or the middle of the layout.
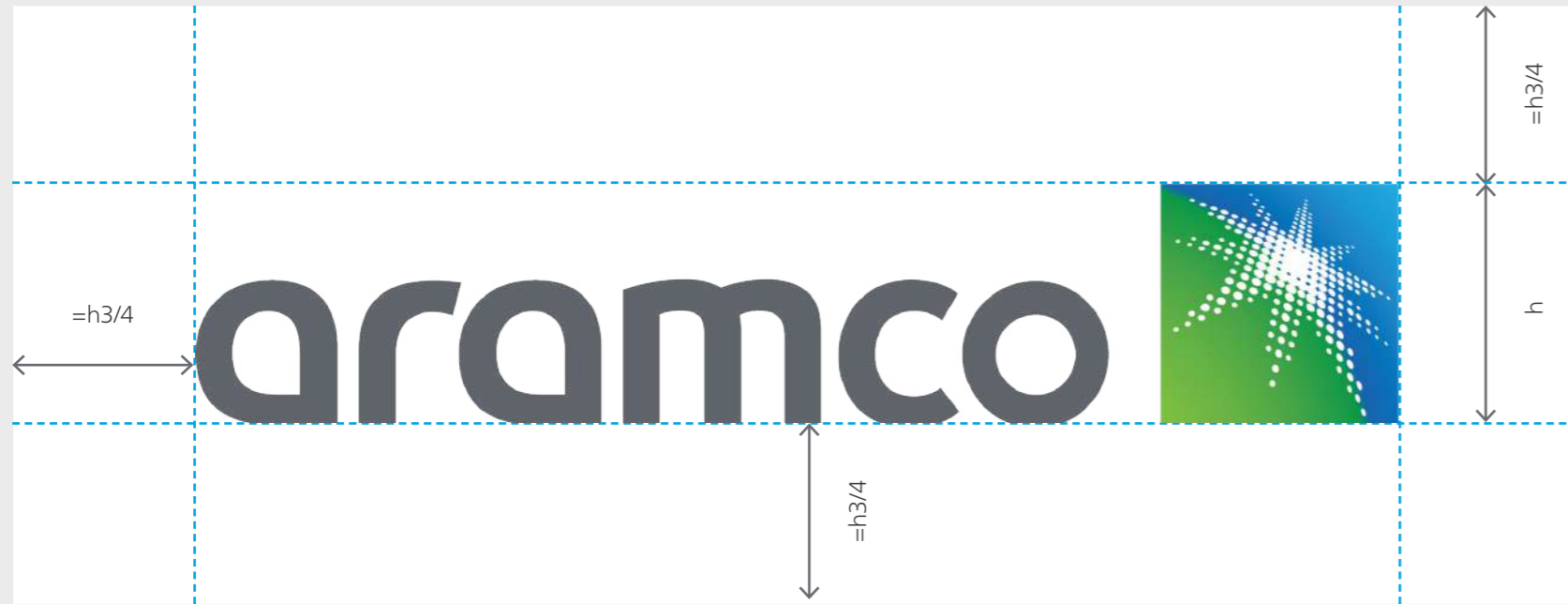
6-Sheet ad

48-Sheet ad

© 2020 Saudi Aramco
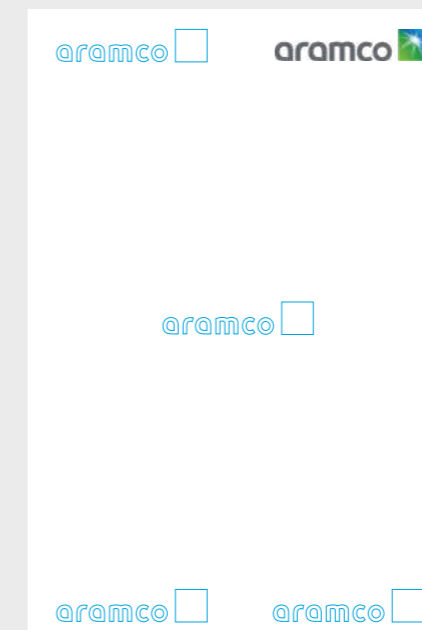
The logo should always be used with enough space around it so that it is clearly legible and not obscured by other graphic elements.

Clear space
The minimum clear space around the logo is equal to the logo height scaled to 75% smaller.

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

The minimum is determined by the document viewed at 100% on screen or printed at full size.

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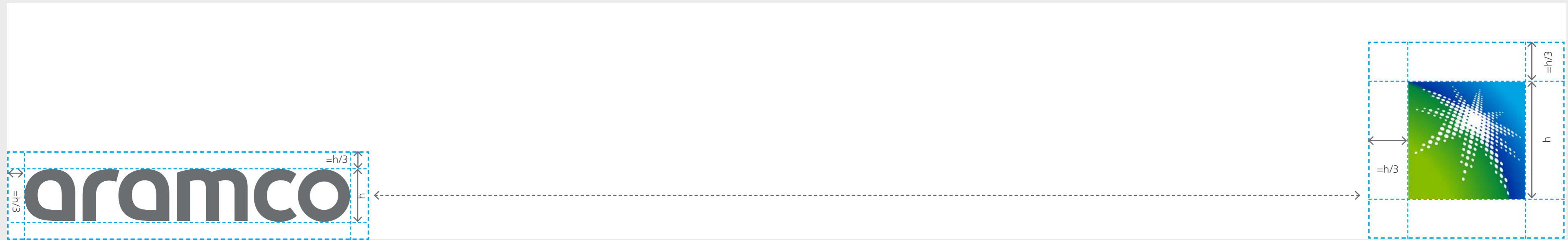
Logotype
The logotype should be vertically centered, with the baseline of the English letter forms creating an imaginary line drawn to the bottom of the symbol.

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.

Wordmark

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

aramco

aramco

The wordmark should typically be placed at the top right whenever possible. It can be also placed vertically depending on the communication 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 the frame.

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

16:9 slide

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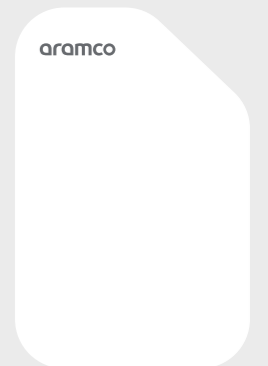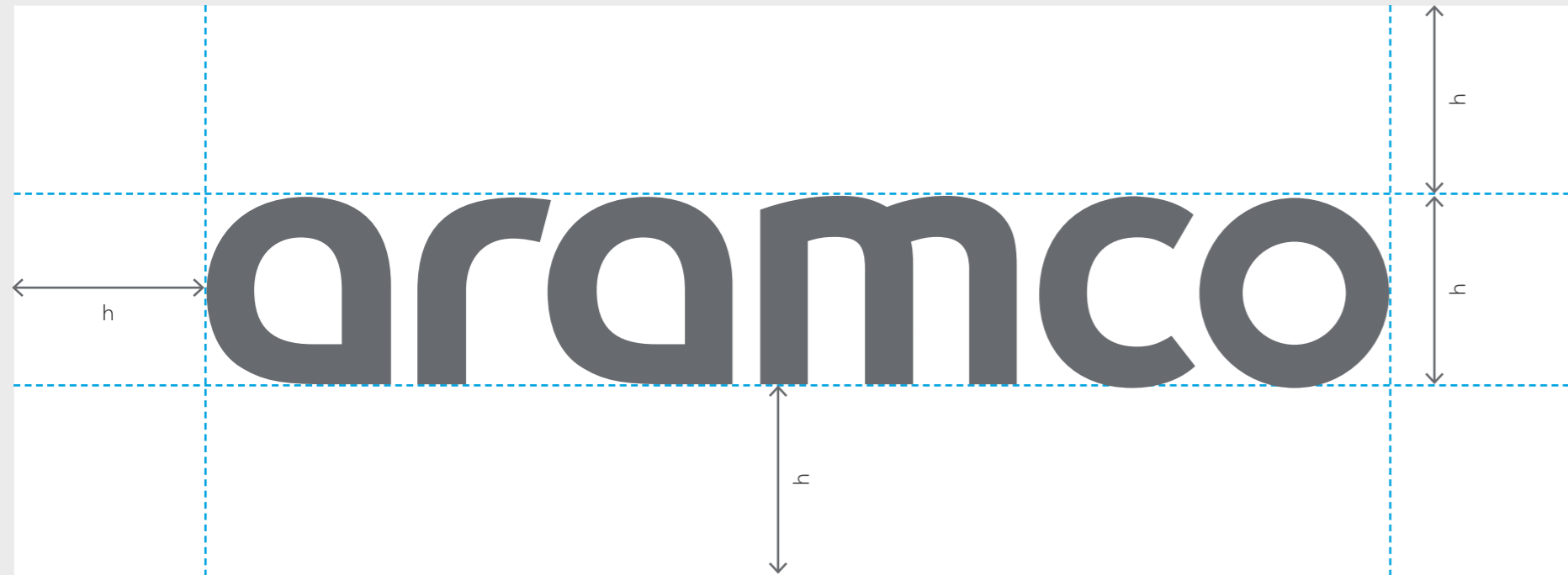
Flag

Uniform

Packaging

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

Barrier

38

© 2020 Saudi Aramco

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

h

h

h

h

3 mm or 20 px

aramco

3 mm

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 milliemeters (mm) in print or 20 pixels (px) on screen.

The minimum is determined by the document viewed at 100% on screen or 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 if the application does not allow for effective reproduction.

© 2020 Saudi Aramco
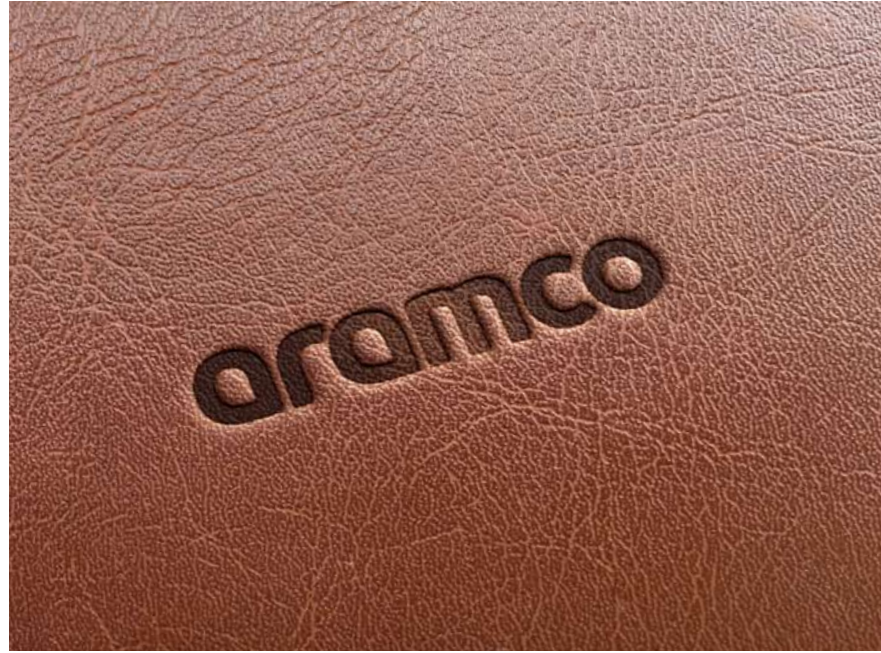
Institutional logo

The institutional logo is to be used on all 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 reverse version for dark backgrounds. A hybrid version with positive wordmark and white keyline around the symbol is also allowed for video usage

The institutional visual system should express formality and sophistication

Institutional logo

Patterns

Primary color palette

Aramco Green	Dark Green	Aramco Blue	Dark Blue	Gray	Dark Gray	Light Gray	White

Graphic elements

where energy is opportunity™
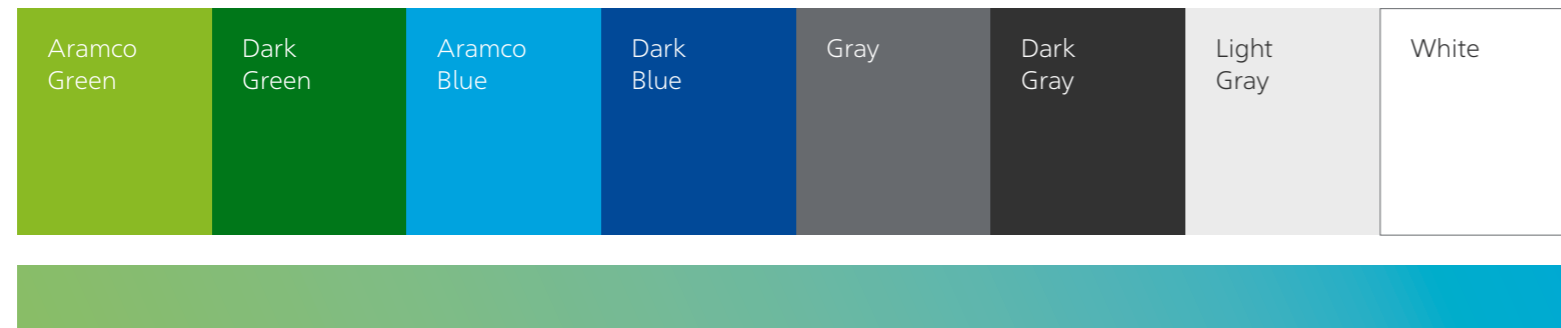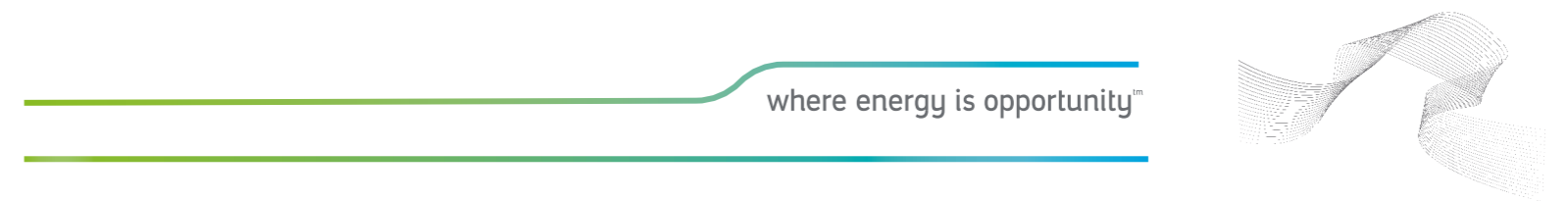
Institutional logo
Position

The institutional logo should typically be placed in the top right corner on a given page, whenever there are other elements on the page, regardless whether the accompanying text is in Arabic or English. For digital use (e.g., websites, applications, or social media, etc.), the logo can be placed in any one of the four corners of the page or in the most suitable place within the page. When the logo is being used on its own on a layout, such as for 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 the bottom right when the primary position is not possible.
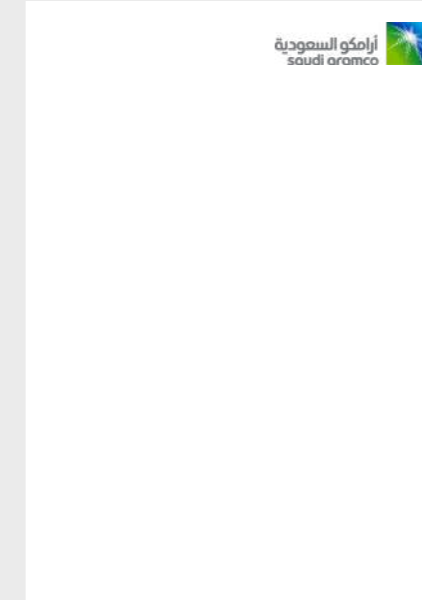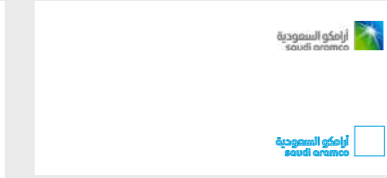
For final slides of presentations or end-frames of motion pieces, the logo should be positioned in the center. However, when the logo is used with a headline, it should be positioned in the top right corner.
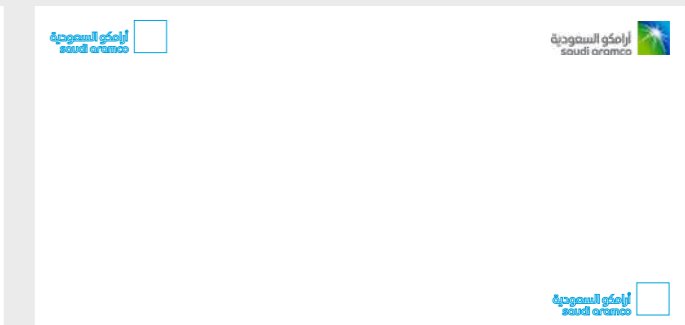
For advertising, the logo should be primarily placed in the top right corner, but in extreme circumstances it also can be placed in the top left or right bottom corner.

Letterhead

Envelope

Business card

16:9 slide

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.

=h/2

=h/2

h

=h/2

8mm or 32px

=h/2

=h/2

h

=h/2

5.5mm or 25px

8mm

5.5mm

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 dual-language logotype is equal to the logo's height [h] divided by two.

Institutional logo minimum size
The absolute minimum size of the institutional logo is 8 millimeters (mm) in print or 32 pixel (px) on screen.

The minimum is determined by the document viewed at 100% on screen or printed at full size.

Logotype minimum size
The absolute minimum size of the institutional logotype is 5.5 millimeters (mm) in print or 25 pixels (px) on screen.

The minimum is determined by the document viewed at 100% on screen or printed at full size.

When it is not possible to reproduce the full institutional logo due the nature of the symbol, the logotype can be used. This should typically be placed at the top right. However, it can alternatively be used in the center or bottom right on windows and doors, if appropriate, to increase visibility.
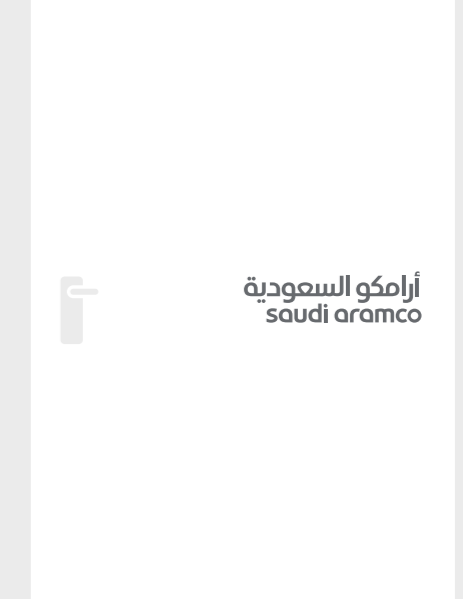
أرامكو السعودية
saudi aramco

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

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

Window

Door

For digital use such as websites or applications, the logotype should be placed in the most suitable position.

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

Digital Application
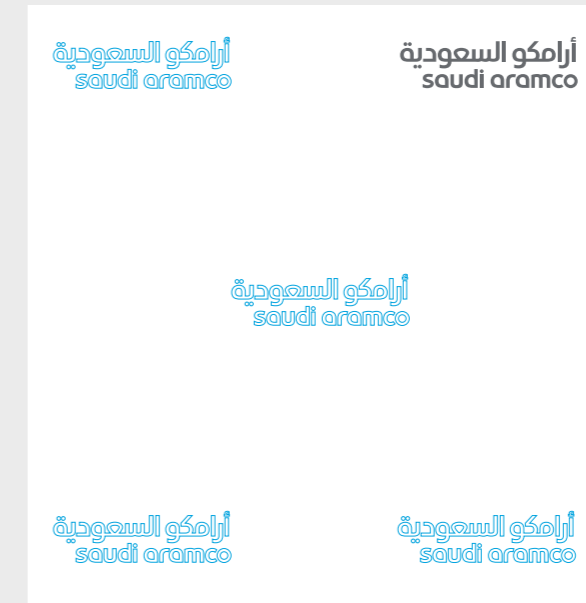
Wayfinding
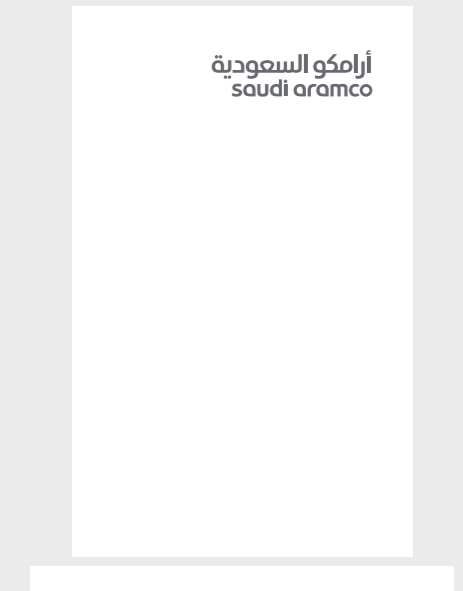
For cardboard boxes that use one-color printing, the logotype should be positioned in the top or bottom right corner.

Box

Logos
Special finishes

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 if the application does not allow the effective reproduction.

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. The symbol is only reproduced in color, ensuring recognition and integrity. There is a version for use on light backgrounds, and another

reverse version with a white outline, for use on dark backgrounds.
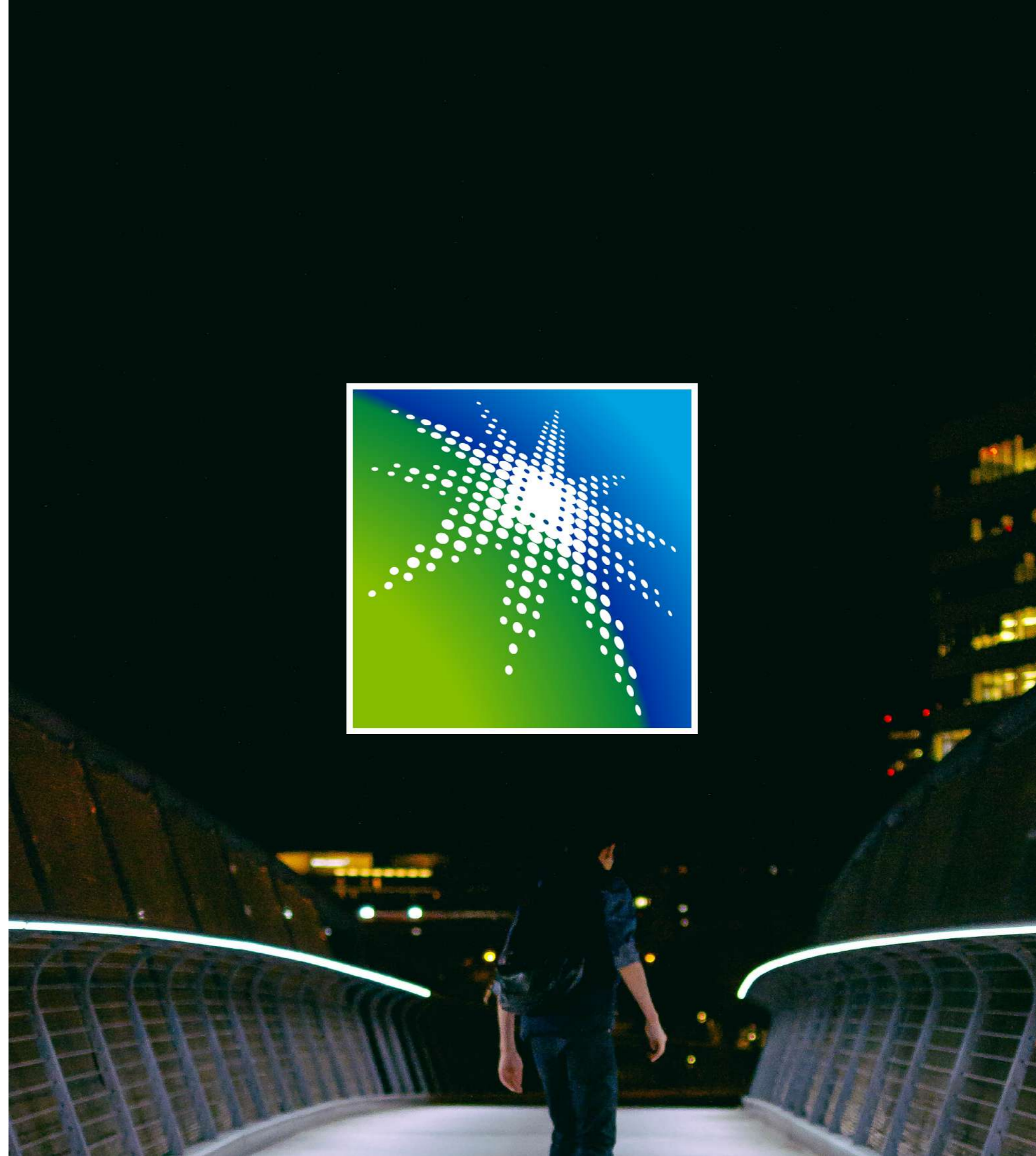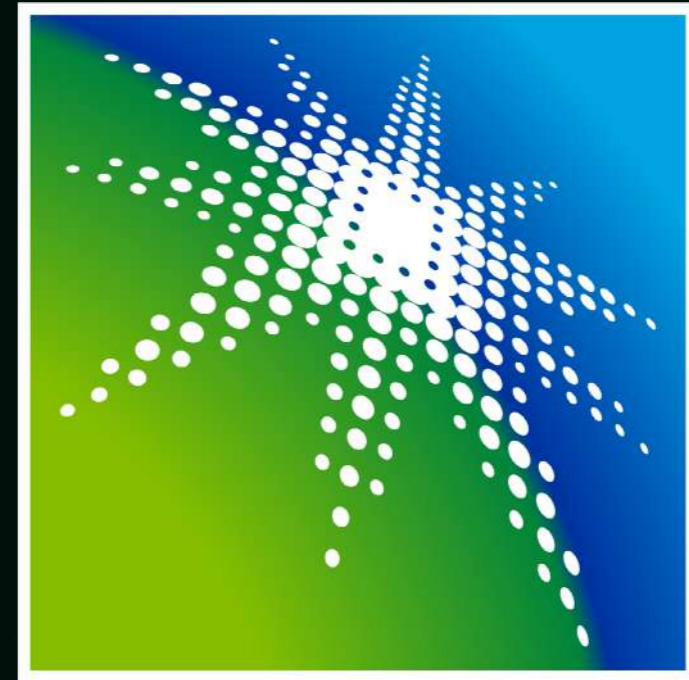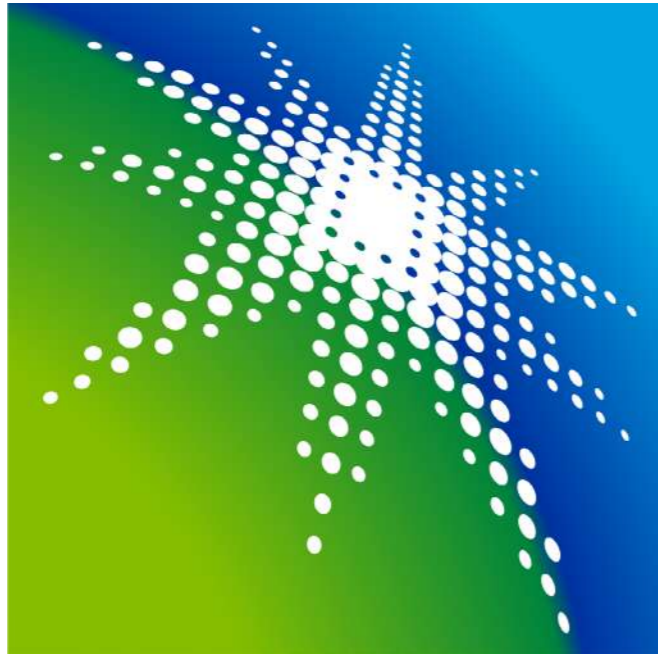
The symbol should typically be placed in the bottom right corner of the layout, whenever there are other elements, regardless of whether other text is in Arabic or English. For digital use (e.g., websites,

applications, or social media, etc.), the logo can be placed in any one of the four corners or centralized. When the logo is being used on its own on a layout, such as for 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 as large as possible and should be positioned in the center. For these applications, the clearspace can be reduced to allow greater legibility at smaller 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 at the bottom right.

16:9 slide
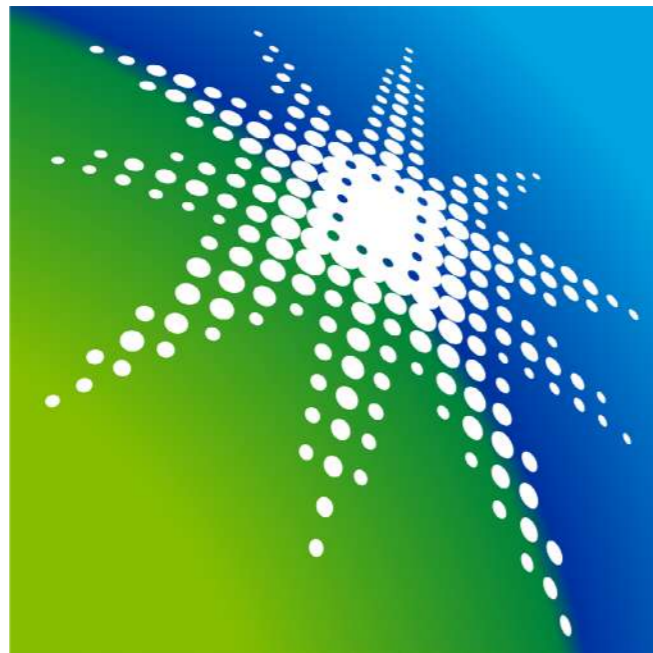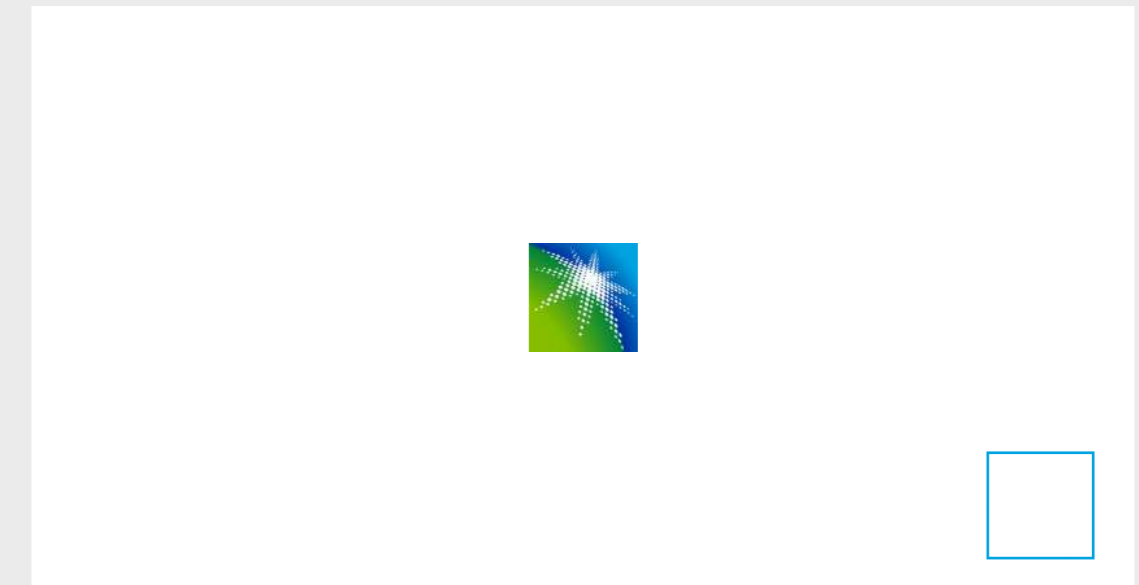
For tanks and work-wear equipment such as helmets, the symbol should be centralized. For buildings, the symbol should be placed in the top right corner.
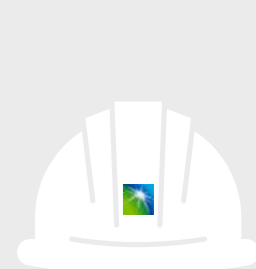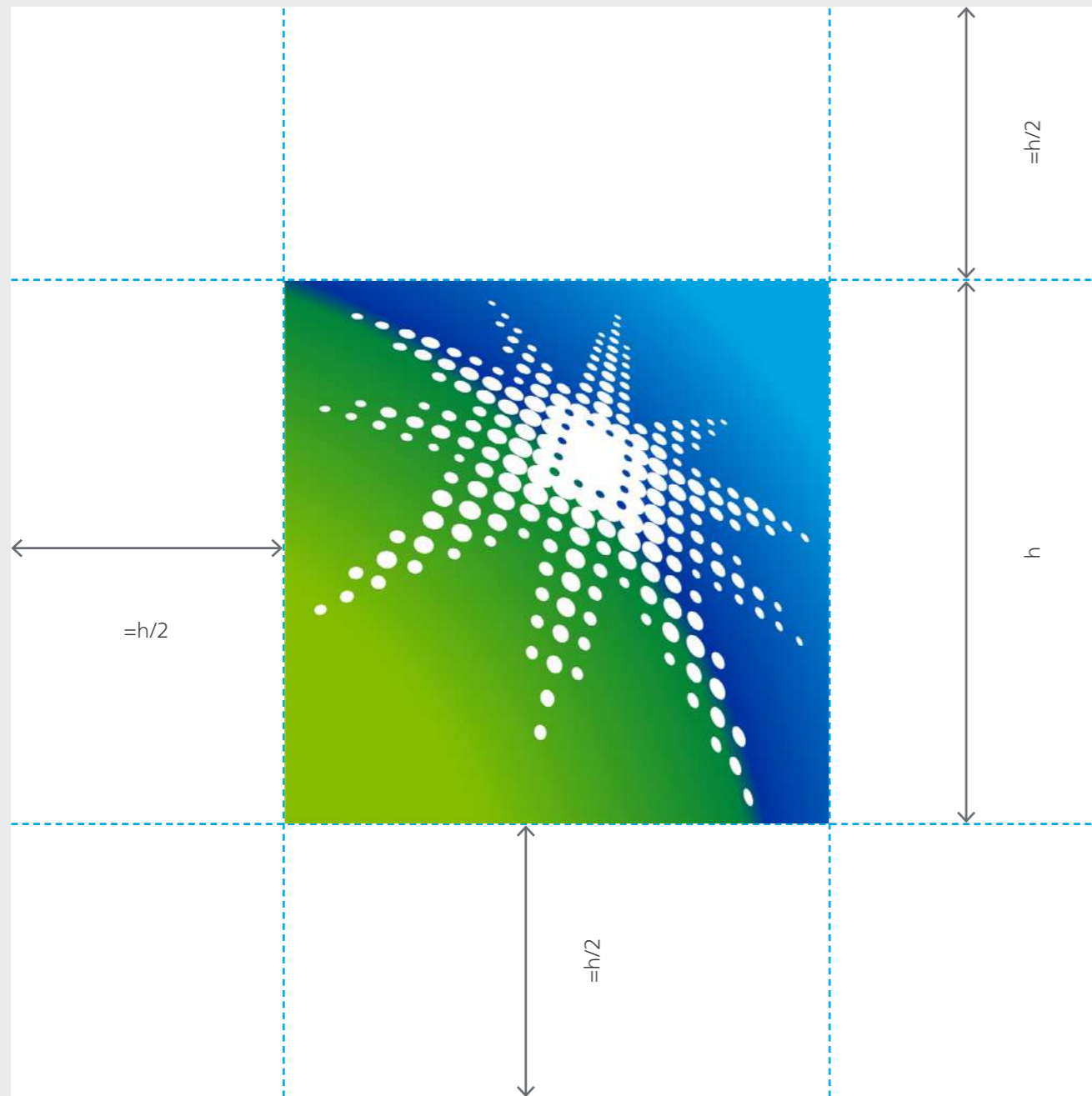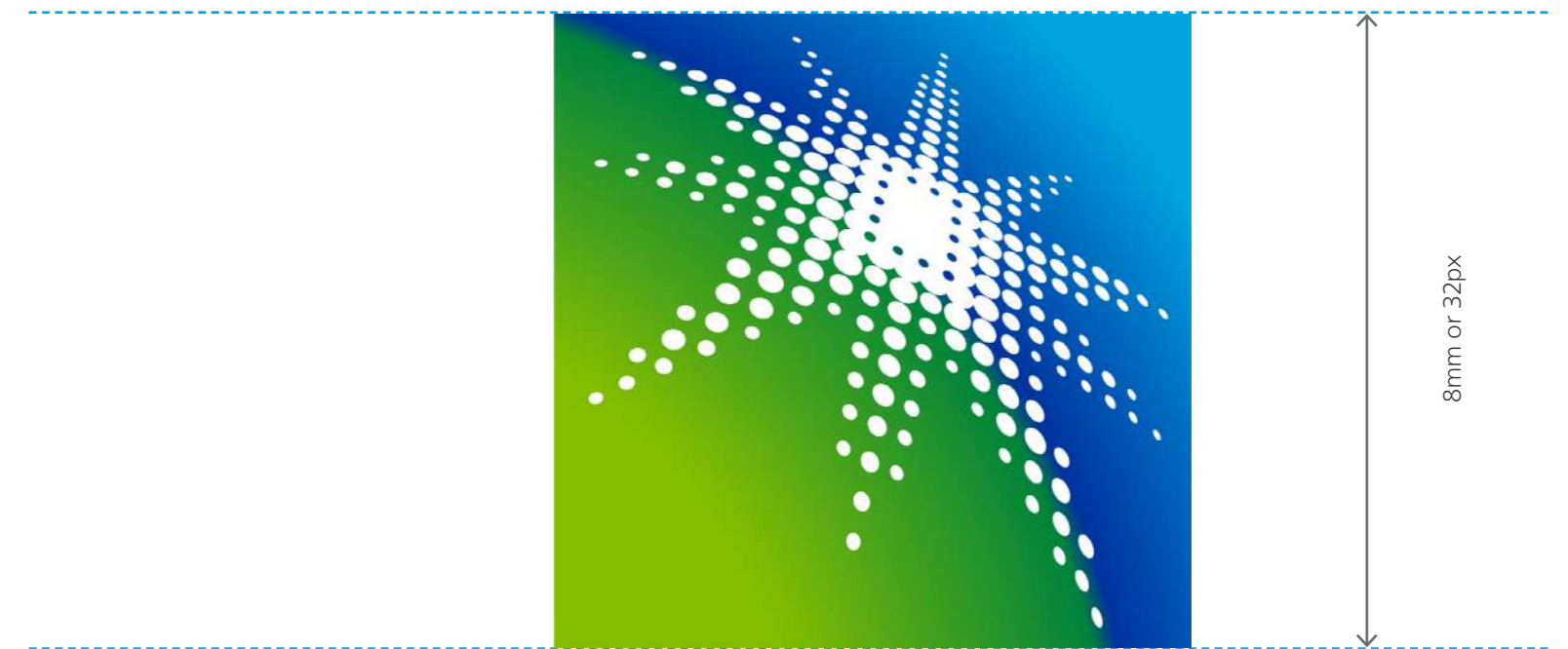
Tank

Building

Helmet

© 2020 Saudi Aramco
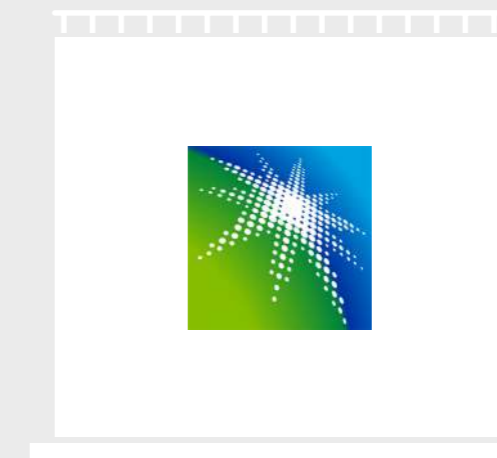
The symbol should always be used
with enough space around it so that
it is clearly legible and not obscured
by other graphic elements

=h/2

=h/2

h

=h/2

8mm or 32px

8mm

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

Minimum size
The absolute minimum size of the
symbol logo is 8 milliemeters (mm)
in print or 32 pixels (px) on screen.

The minimum is determined by the
document viewed at 100% on screen
or 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.

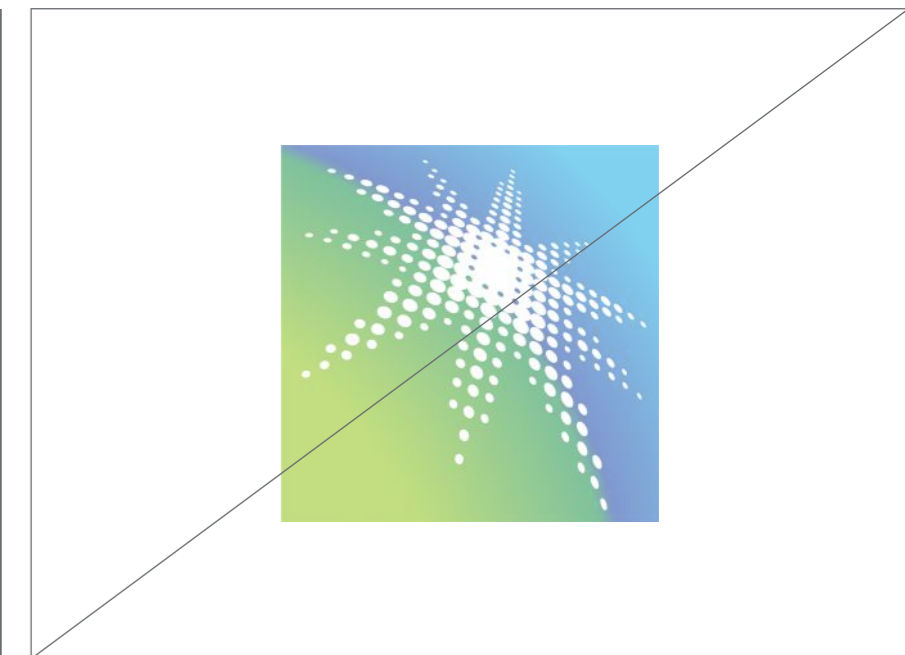Do not place our logo, wordmark, or symbol on background that doesn't provide enough contrast.

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 against which our

logos need to stand out. To ensure this is possible, each of our logos has positive and reverse versions. When placing a logo on an image, compare its lightness with the
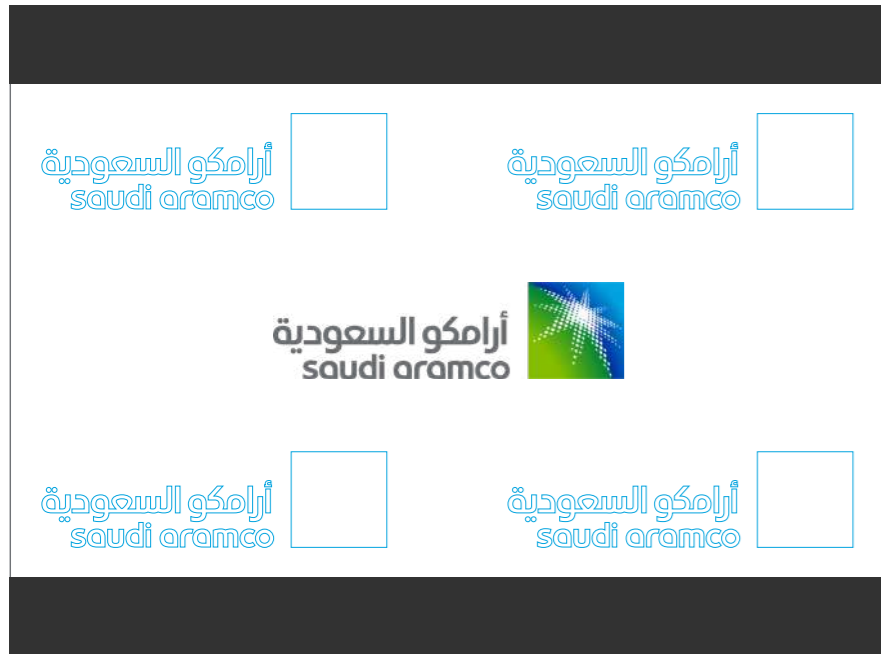
appropriate column below to choose the correct version.

White
Positive logo

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

When any Aramco logos are placed on our brand colors, the reverse version should be used, except for Yellow, White or light Gray backgrounds.

| Aramco Green	Dark Green	Aramco Blue	Dark Blue	Gray	Dark Gray	Light Gray	Teal	Purple	Yellow	Red
Reversed logo	Reversed logo	Reversed logo	Reversed logo	Reversed logo	Reversed logo	Positive logo	Reversed logo	Reversed logo	Positive logo	Reversed logo

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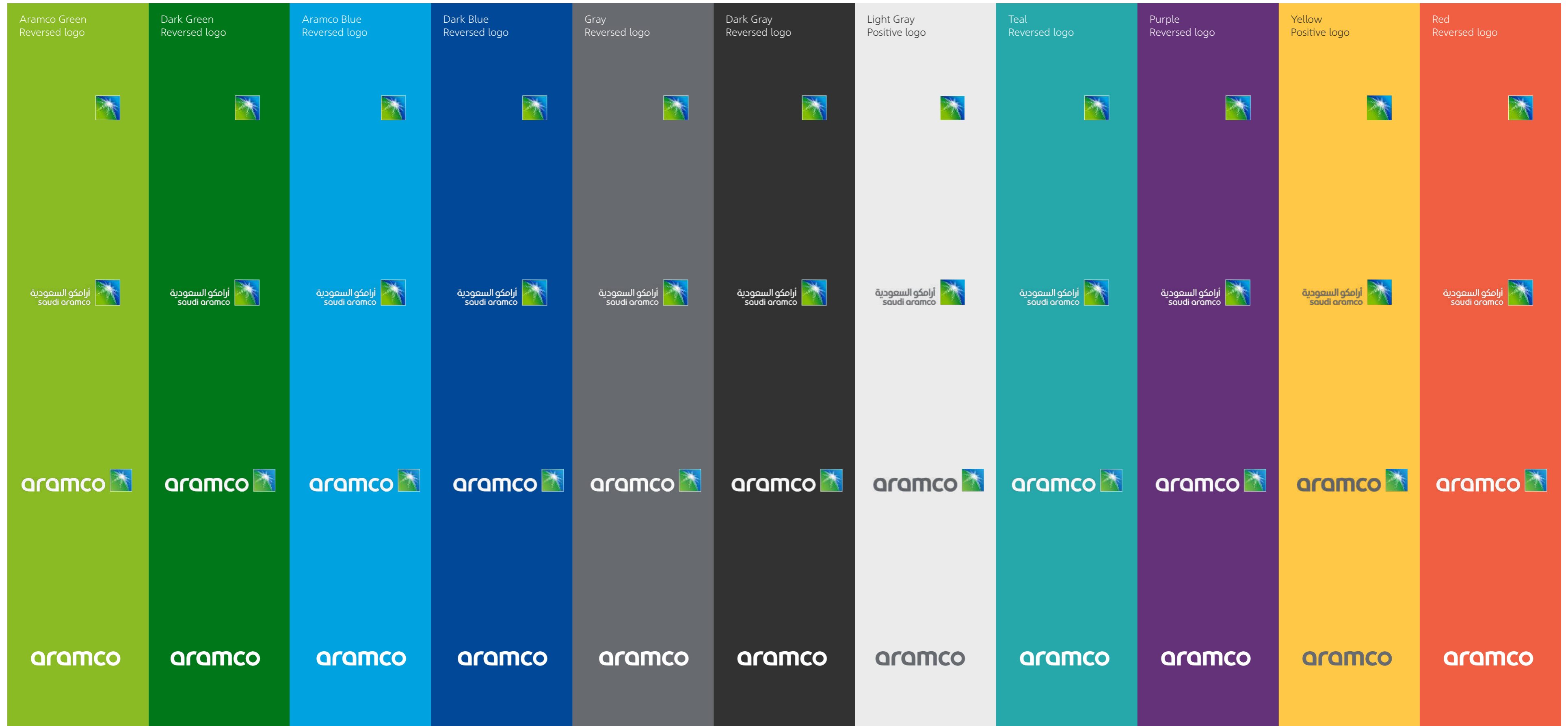
Logo animation

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.
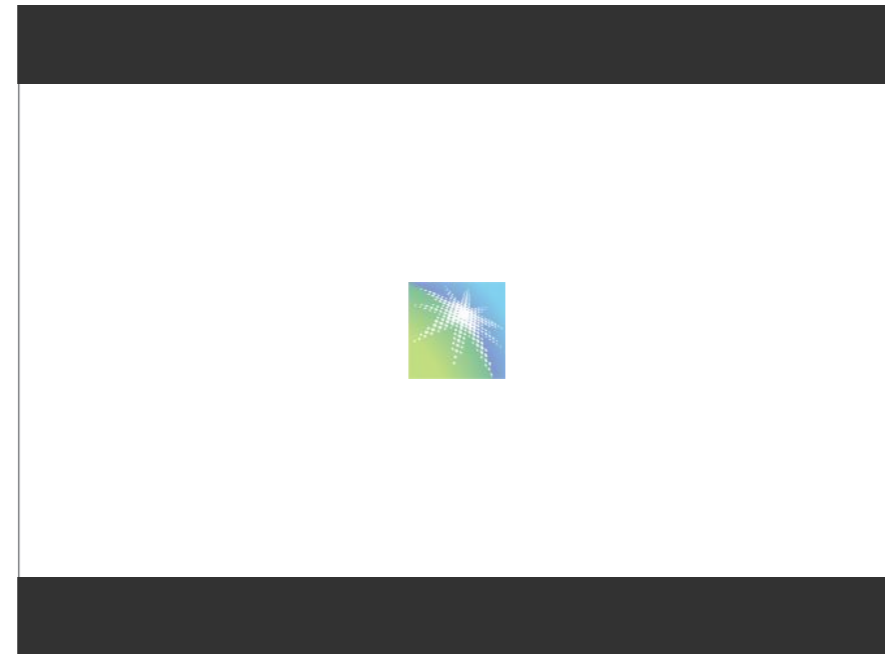
The symbol must be retained in its entirety. The elements must never be separated and fade into position.
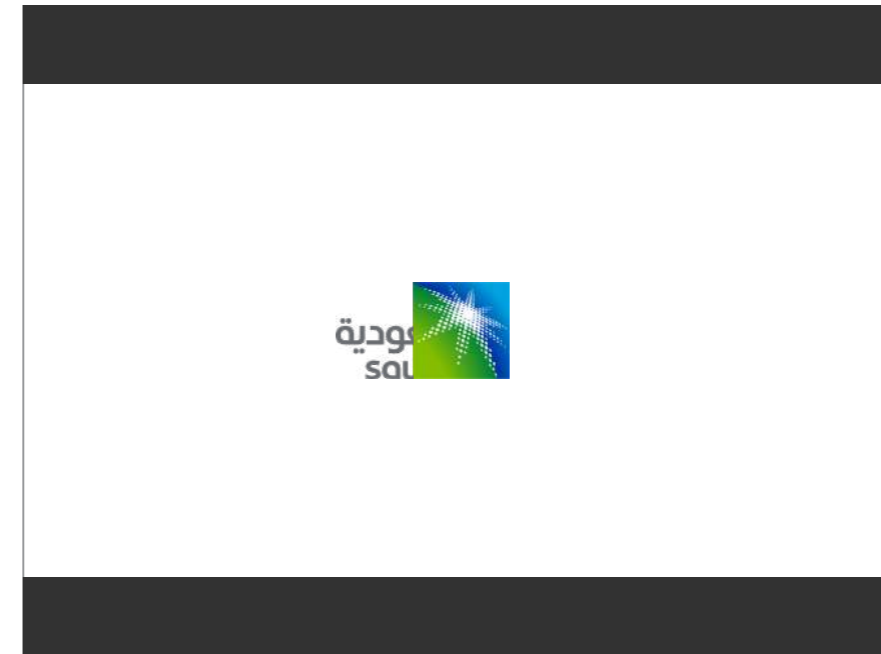
Once the symbol has faded into the position, the wordmark appears from behind the symbol, coming into view from the left side.
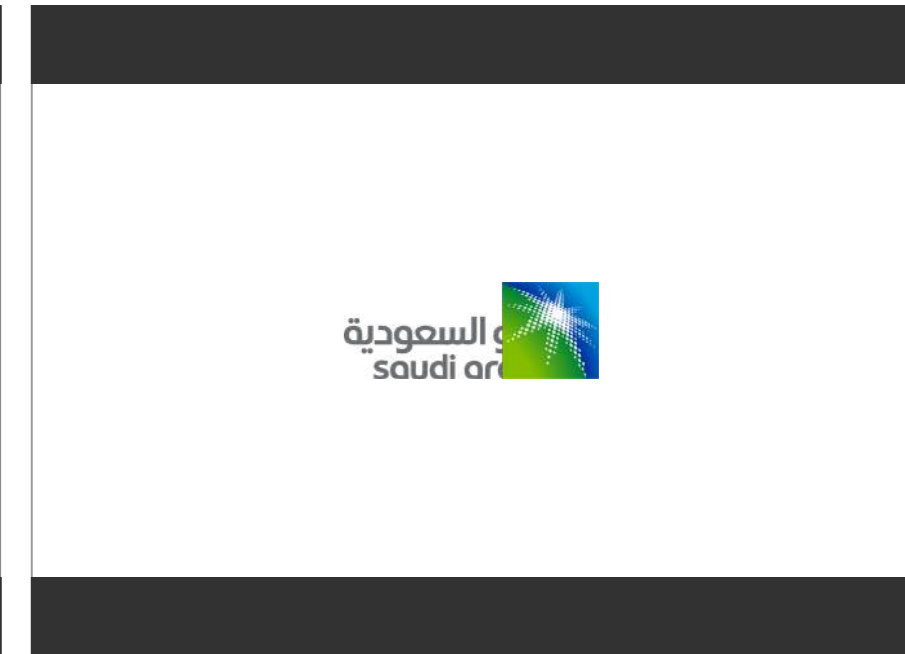
The wordmark and symbol both move to the right so that the logo appears in the center of the frame.
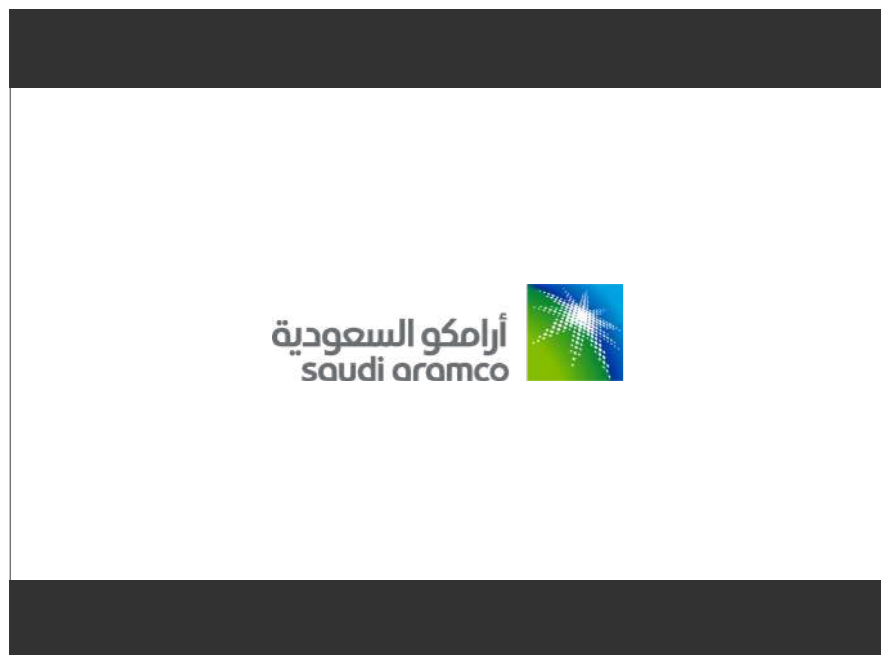
The final frame must finish with the logo.

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

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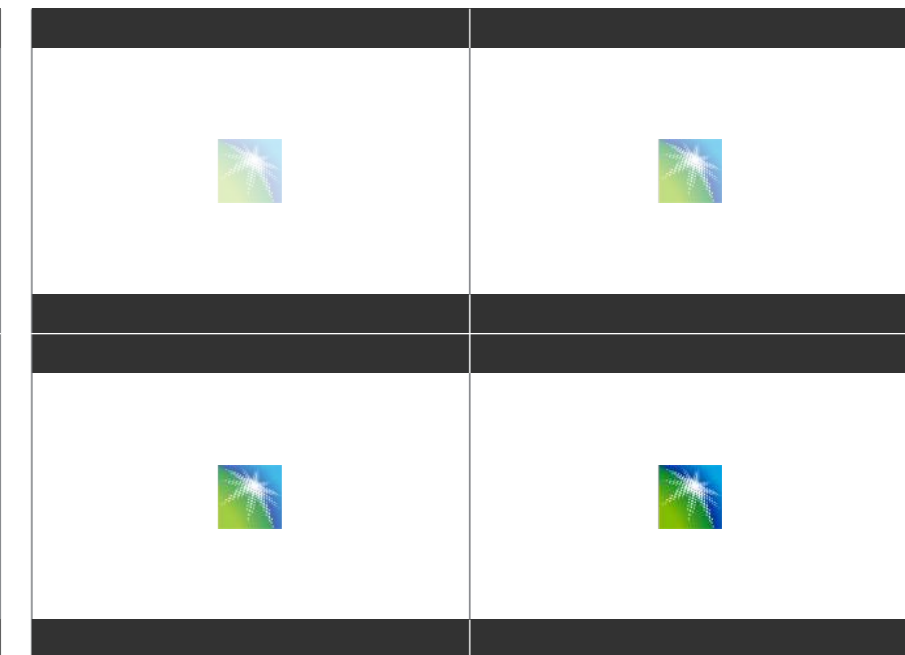
When using just the symbol it should fade into frame.

Brand Architecture

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 audiences — shareholder, customers, employees, and partners.

The institutional logo is to be used on all materials and ineractions with governments, shareholder, regulator, and in official 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.

The global market-facing logo should be used in all public communication, except for govern-mental, shareholder, and regula- tor 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.

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.

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

Logo

Logotype

Symbol
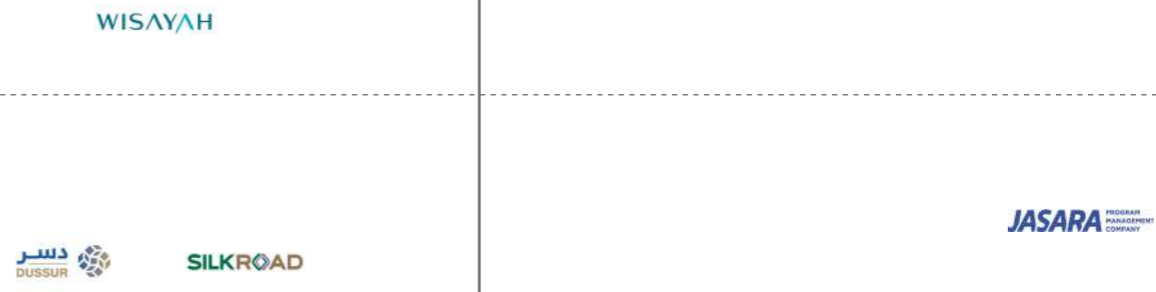
Logo with descriptor (example)

strategic ventures

energy ventures

Logo (alternative language application)

基础油

Level 1 Masterbrand	Market facing logo: aramco		Institutional logo: أرامكو السعودية saudi aramco

Level 2a Org. Principle: Impact	Fremework to organize Aramco's offering		
	POWERING TODAY	INNOVATING FOR TOMORROW	DRIVING PROGRESS

Level 2b Area of Focus	Production, power + refining	Research + Investment	Societal partnerships + programs

Level 3 Descriptors	Major businesses that represent key capabilities of the Aramco portfolio		
	aramco base oils / aramco oil pipelines / aramco gas pipelines	aramco ventures / aramco technology / aramco research & innovation	aramco entrepreneurship

Level 4 Sponsorship	Sponsorship activities amplifying oveall brand exposure		
	Sponsorship logo: aramco	F1,Dakar ICC,IPL,CBA: aramco aramco	Golf: aramco SAUDI LADIES INTERNATIONAL / aramco team series

Level 5 Sub-brands	Products and services that are offered or sold as sub-brand		
	aramco trading	aramco digital	

Level 6 Co-brands	Entities that exist in partnership with Aramco - Masterbrand and non-ownes co-brand work together in partnership		
	air bp | aramco Partners in aviation fuel		Johns Hopkins Aramco Healthcare

Level 7 Product/Tech	Branded go-to-market products and services that are offered or sold		
	aramcoDURA / aramcoPRIMA / aramcoULTRA / STAR BASE OILS	Prosperity7	

Level 8 Endorsed brands	Association aids competitiveness or differentiation: equal or more association is built to the endorsement brand, with equity transferred from endorsed brand to Masterbrand		
	ACCEL INTERNATIONAL / Valvoline by aramco Aquisition 100% Lubricants - MENA		WAED by aramco / LA87 by aramco / Taleed / namaat / ithra by aramco / iktva aramco / ACCEL INTERNATIONAL

Level 9 Standalone brands	Separate entities without any direct linkage to masterbrand; separation due to legal or contextual considerations		
	MOTIVA / Mukamalah / Valvoline / ARLANXEO / luberef / SASREF / sabic / Sadara / satorp / Youref / S-OIL / Spark / CNTXT / MAKEEN	WISAYAH	
	PCPC POWER COGENERATION PLANT COMPANY / ARO DRILLING / NOVEL / Samref / PRefChem / SANAD Saudi Aramco Nabors Drilling / KJO / / Cyberani Solutions / MARAFIQ / INTERNATIONAL MARITIME INDUSTRIES / Petro Rabigh / FPCC / ARM / 福建联合石油化工有限公司 / PLANT DIGITAL / ASMO	DUSSUR / SILKROAD	JASARA PROGRAM MANAGEMENT COMPANY

For use with JVs, prospects and initiatives involving Aramco and only with other companies / partners, when brand attribution is desired for the Aramco brand.

The minimum clear space around the Aramco logo and the partner logo should be half the size of the energy burst symbol. When placing the partner logo, make sure there is a 1 point line between the two logos with a clear space of half the height of the symbol of each on side.

Clear space
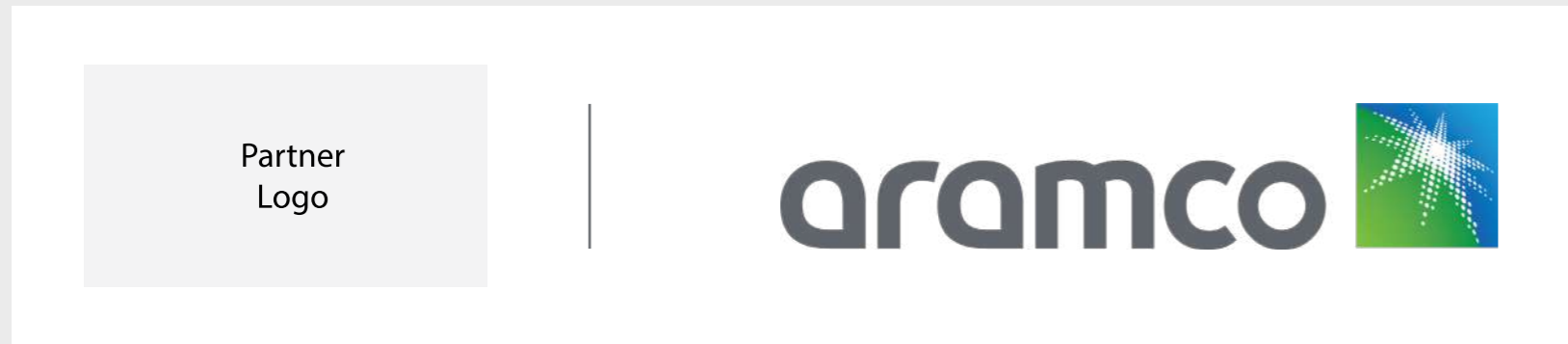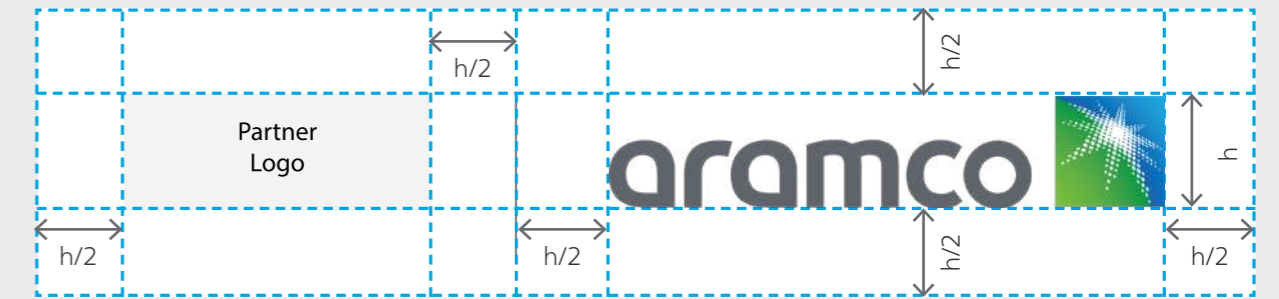
To ensure legibility when the logo and qualifier are used together, the minimum size of the Aramco logo is the 8 millimeters (mm) in print or 32 pixels (px) on screen.

Minimum Size

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

Line specifications
The line size should be the height divided by 3 pt and the line color should be SA Dark gray.

Tagline

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
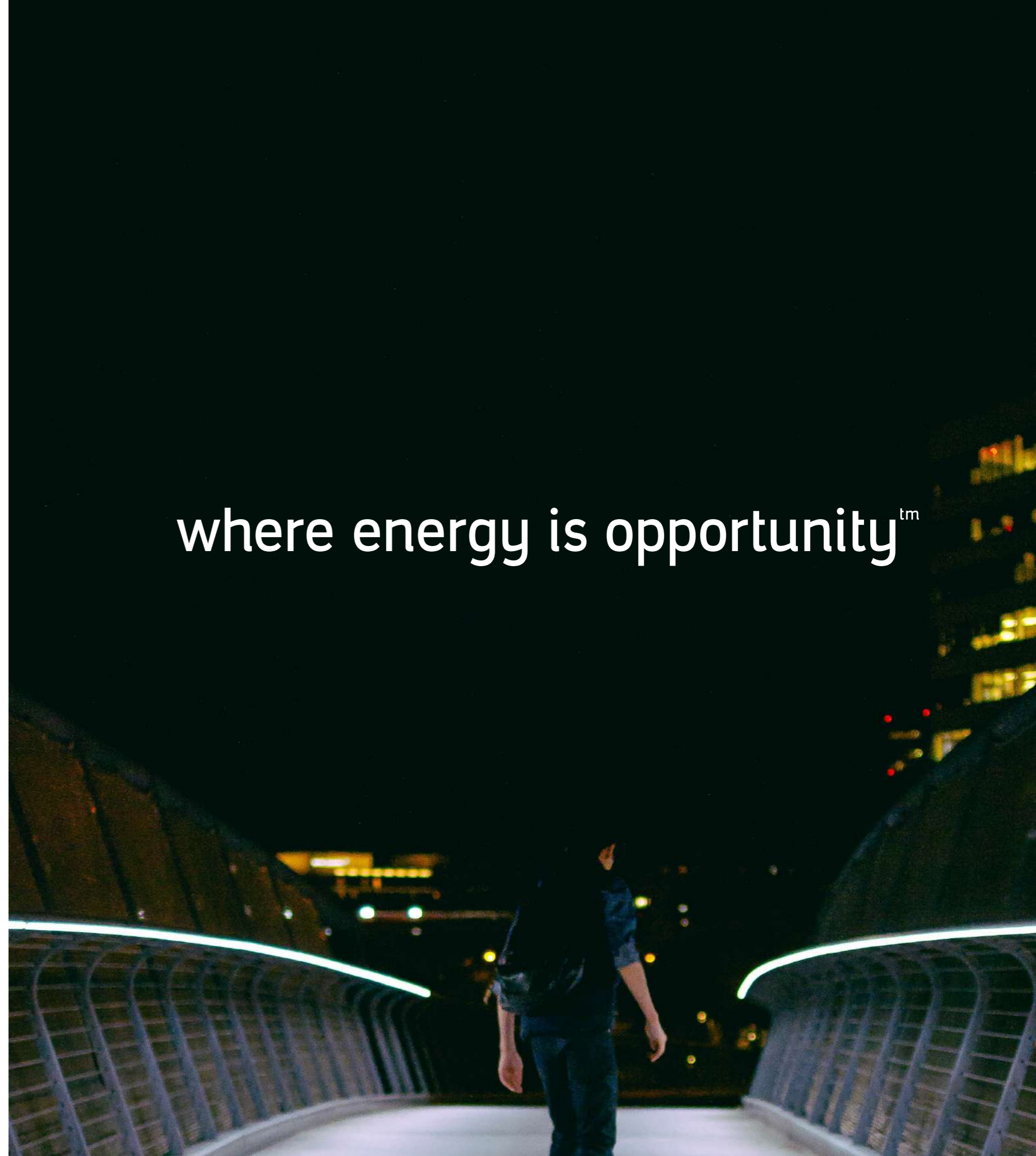
A definitive belief statement

Our focus on opportunity is powerful and distinct

where energy is opportunity™

where energy is opportunity® ——— In Kingdom

where energy is opportunity™ ——— Out of Kingdom

When the gradient cannot be reproduced? or printed, the tagline should be in dark Gray.
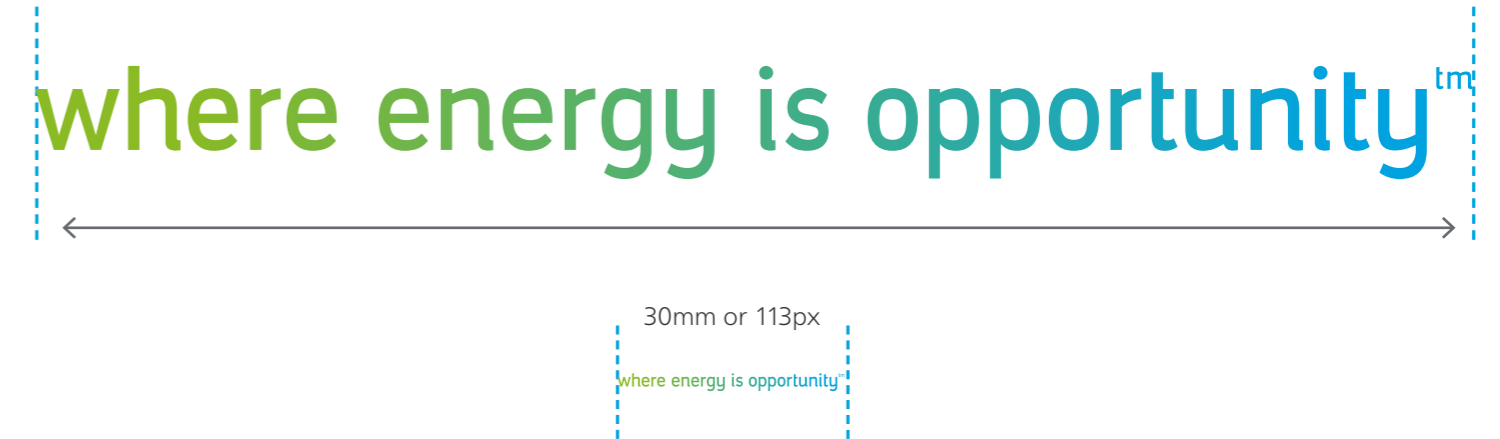
where energy is opportunity™

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

where energy is opportunity™

where energy is opportunity™

30mm or 113px

where energy is opportunity

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 at the top right, the tagline must be aligned at the bottom right.
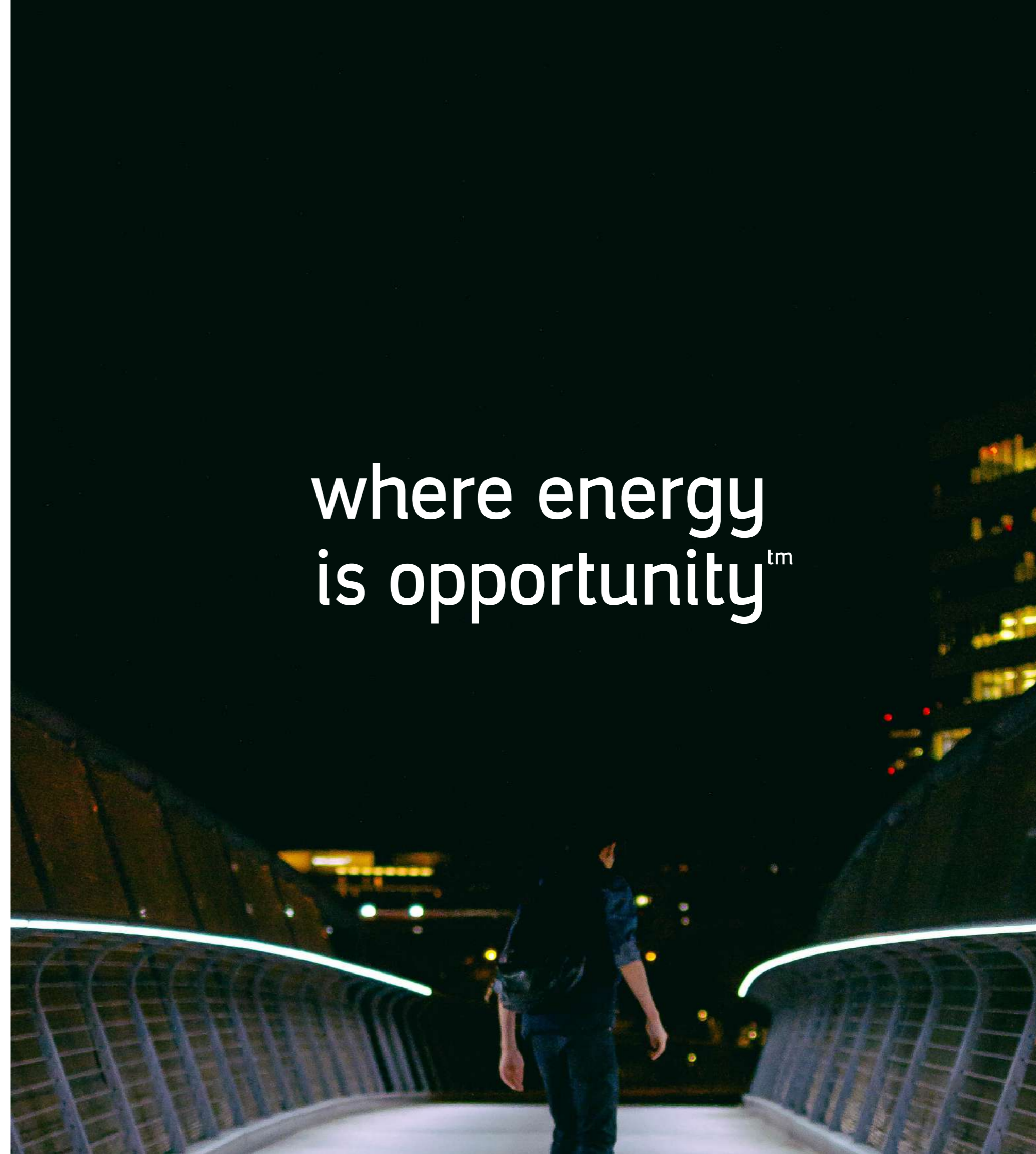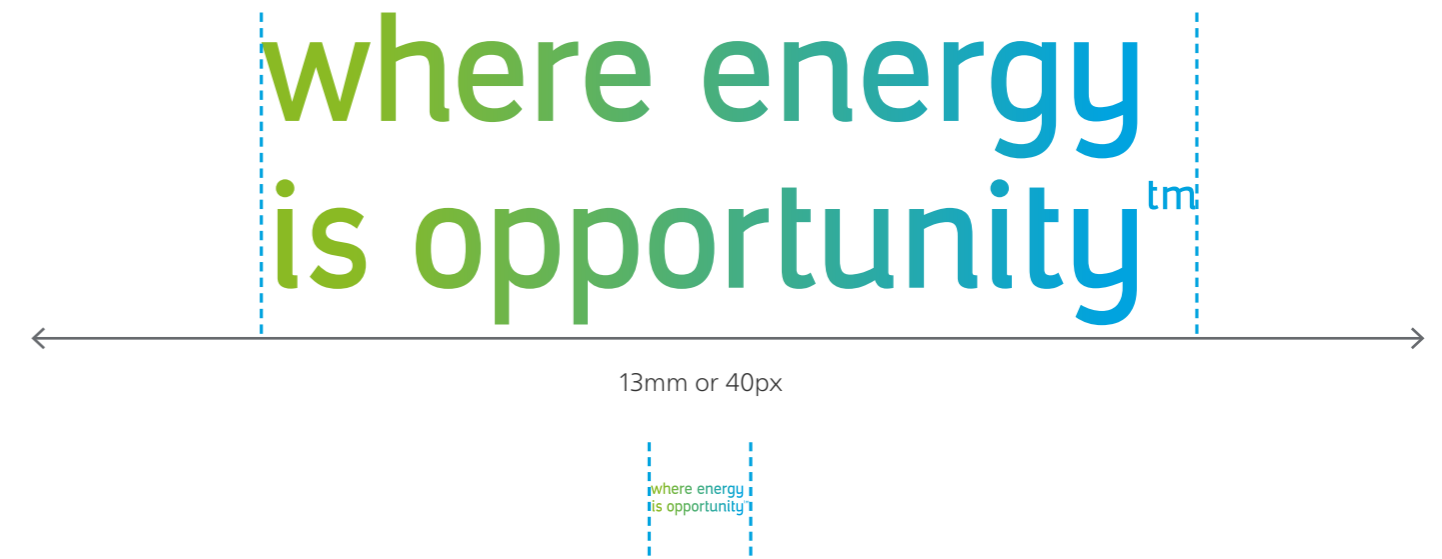
Minimum size
The minimum size of the tagline is 30 millimeters (mm) in print or 113 pixels (px) on screen.

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

where energy
is opportunity™

where energy
is opportunity™

When the gradient cannot be reproduced? or printed, the tagline should be in dark Gray.

where energy
is opportunity™

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

where energy
is opportunity™

where energy
is opportunity™

13mm or 40px

where energy
is opportunity

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 at the top right, the tagline must be aligned at the bottom right.

Minimum size
The minimum size of the tagline is 13 millimeter (mm) in print or 40 pixels (px) on screen.

The tagline should typically be placed at the bottom of the format below the logo. When used for sponsorship or digitally it should be centered vertically and horizontally within the given space.
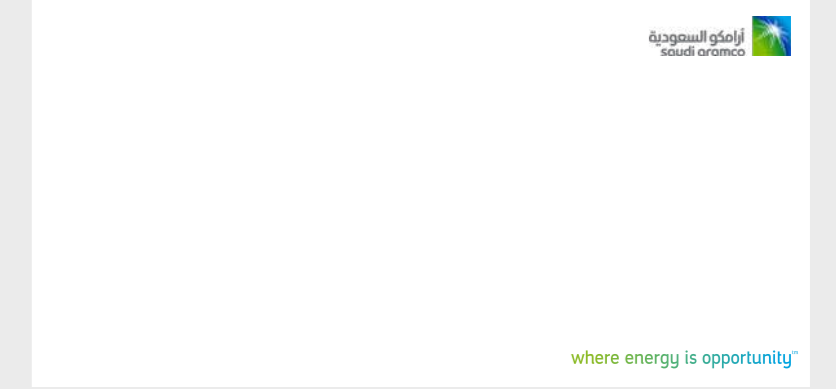
where energy is opportunity™

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

6-Sheet ad
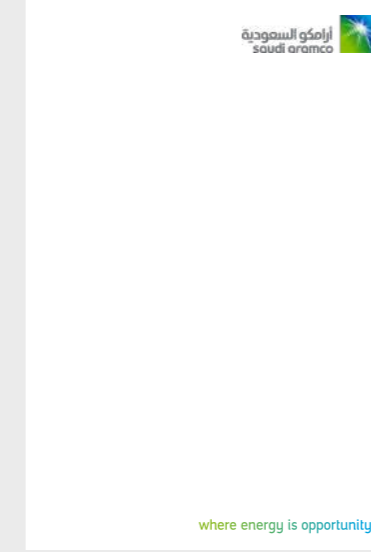
48-Sheet ad

For final slides of presentations or end-frames of motion pieces, the tagline can be placed alone in the center or at the bottom right of the slide or frame when used with the logo.
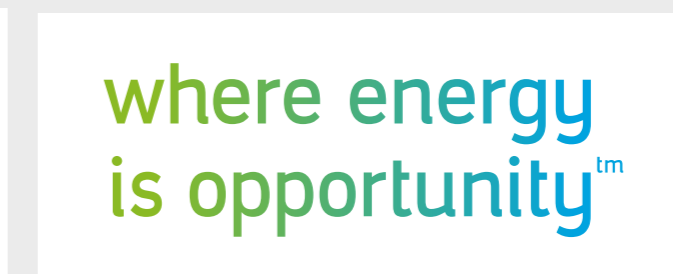
16:9 slide

For sponsorship, the tagline should be positioned in the center, vertically and 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

^{tm}حيث الطاقة فرص واعدة

حيث الطاقة فرص واعدة® ——— In Kingdom

حيث الطاقة فرص واعدة^{tm} ——— Out of Kingdom

When the gradient cannot be reproduced or printed, the tagline should be in dark Gray.
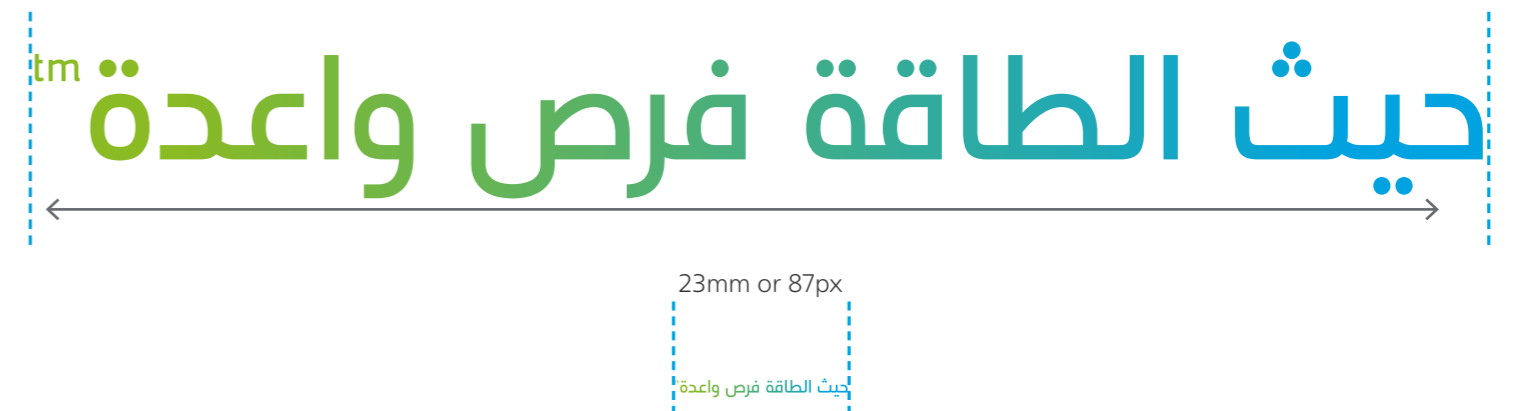
^{tm}حيث الطاقة فرص واعدة

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

حيث الطاقة فرص واعدة

حيث الطاقة فرص واعدة

23mm or 87px

حيث الطاقة فرص واعدة

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 at the top right,
the tagline must be aligned at the
bottom right.

Minimum size
The minimum size of the tagline is 23
millimeters (mm) in print or 87 pixels
(px) on screen.

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

حيث الطاقة
فرص واعدة ™

حيث الطاقة
فرص واعدة ™

When the gradient cannot be reproduced or printed, the tagline should be in dark Gray.

حيث الطاقة
فرص واعدة ™

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

حيث الطاقة
فرص واعدة
tm

حيث الطاقة
فرص واعدة
tm

13mm or 40px

حيث الطاقة
فرص واعدة

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 at the top right,
the tagline must be aligned at the
bottom right.

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

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

حيث الطاقة فرص واعدة

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

6-Sheet ad
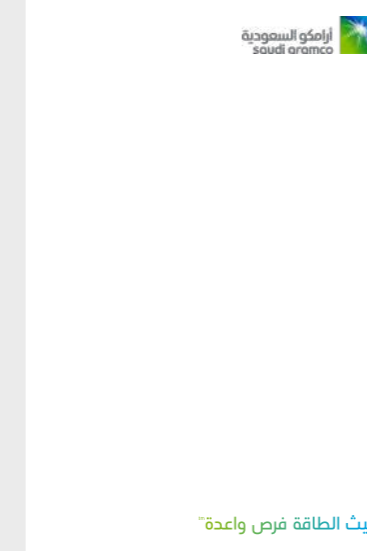
أرامكو السعودية
saudi aramco

حيث الطاقة فرص واعدة

48-Sheet ad

أرامكو السعودية
saudi aramco

حيث الطاقة فرص واعدة

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

16:9 slide

حيث الطاقة فرص واعدة

حيث الطاقة فرص واعدة

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

Flag

حيث الطاقة فرص واعدة

Barrier

حيث الطاقة فرص واعدة

Tagline
Applying the tagline

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.

Which audience are you primarily communicating to?

Is the communication from a corporate level, to be fully branded?

Is there enough room to use the tagline, following the clear space and minimum size rules?

Does the content and context of your communication respect the true meaning of our tagline?

No — No tagline

External

Yes

No — No tagline

Yes — Apply tagline

Audience

No — No tagline

Internal

Yes

No — No tagline

Yes

No — No tagline

Yes — Apply tagline

It is 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 the tagline to the logo.

Do not add other graphic elements to the tagline.

Do not size the tagline larger than the logo.
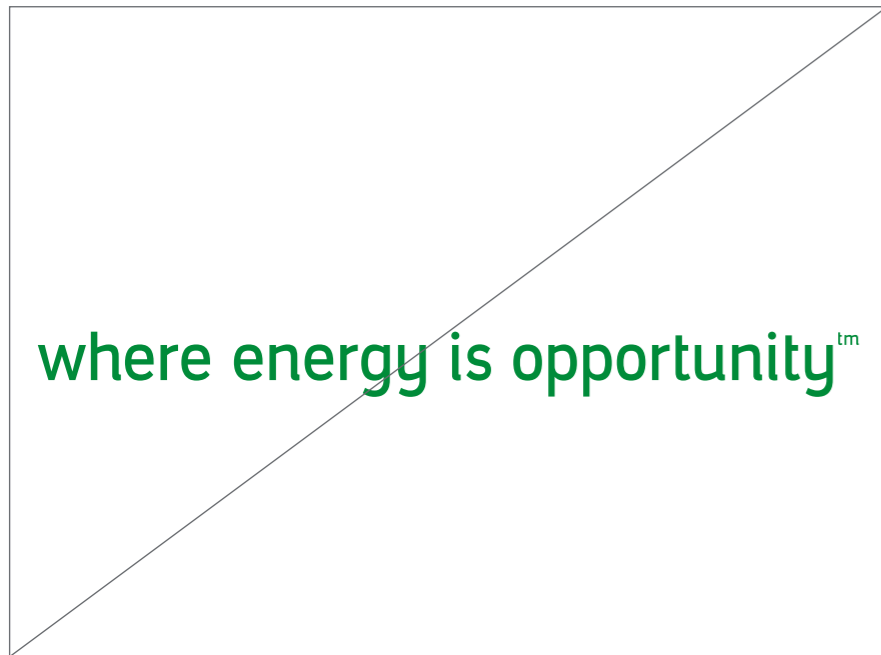
Do not use unapproved colors for the tagline.

Do not try to fit the tagline into small spaces.

Do not change the weight or typeface; our tagline always appears in Manifa Semibold.
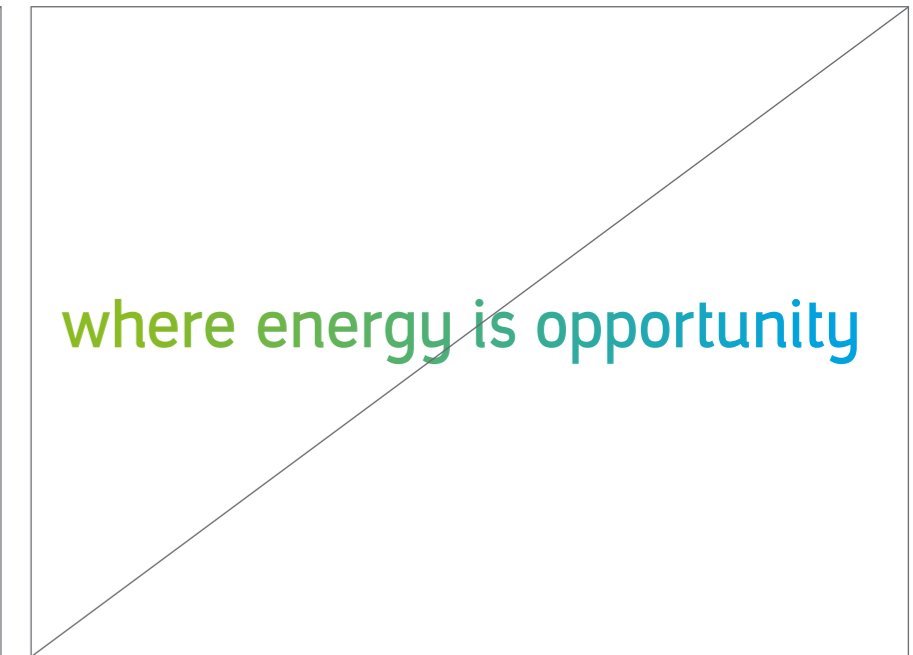
Do not remove the *tm* mark from the tagline.

Color

© 2020 Saudi Aramco

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 and 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 considered.

Color	Screen	CMYK/Process	Pantone® matched swatch	Paint
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 the illustration section 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 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.

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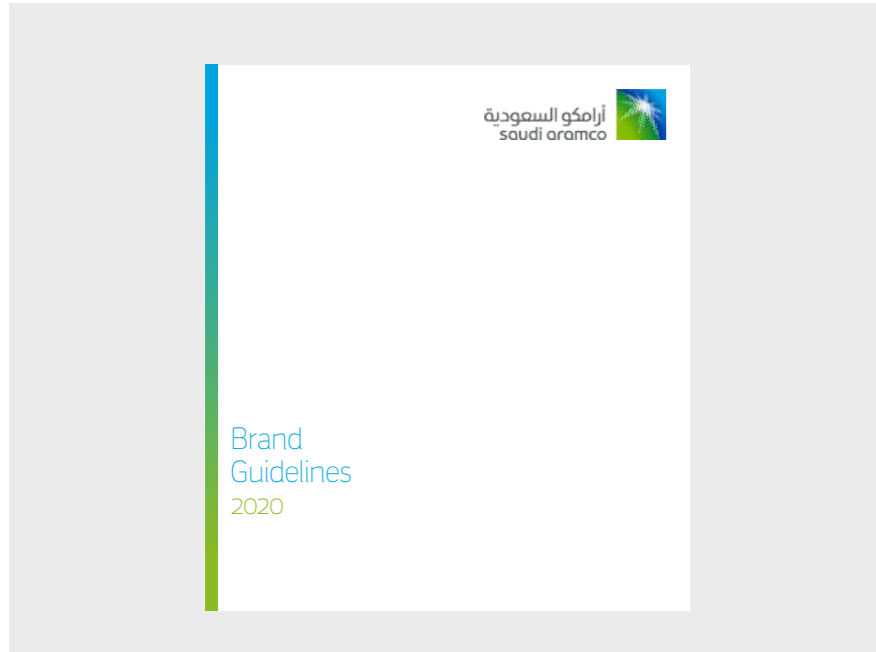
The primary color palette should be used for external use, supported by the secondary palette when needed to highlight important subjects (max use of 10% of total layout).

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

2019 US oil imports
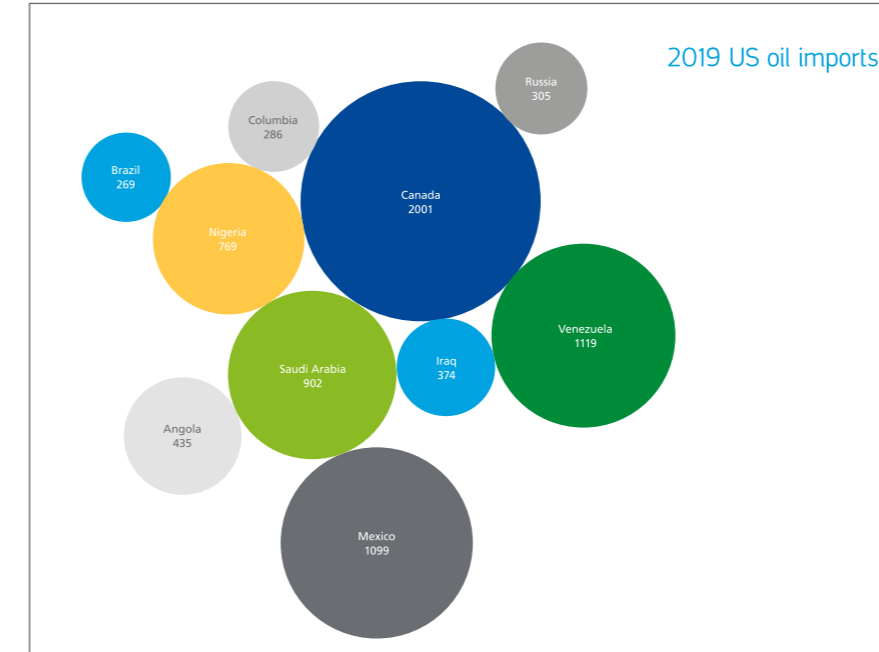
Secondary colors may be used, when needed, for more complex design or to complement primary colors in external communication.

C/M/Y/K 54/2/100/0

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

R/G/B 132/189/0

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

100% 70% 40%
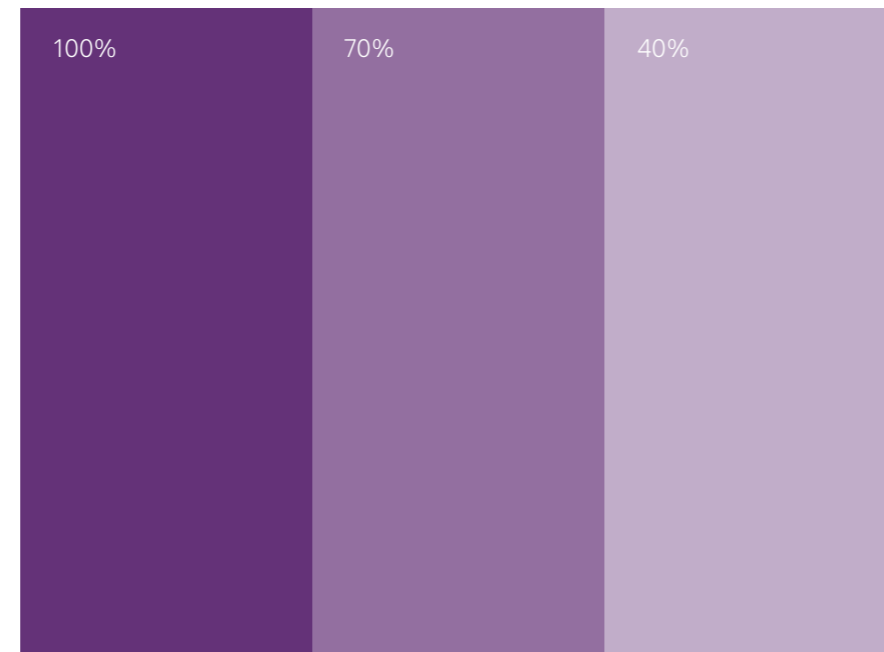
70% and 40% are the only tints that are created from the secondary color palette.

Headline
Headline
Headline

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

Headline
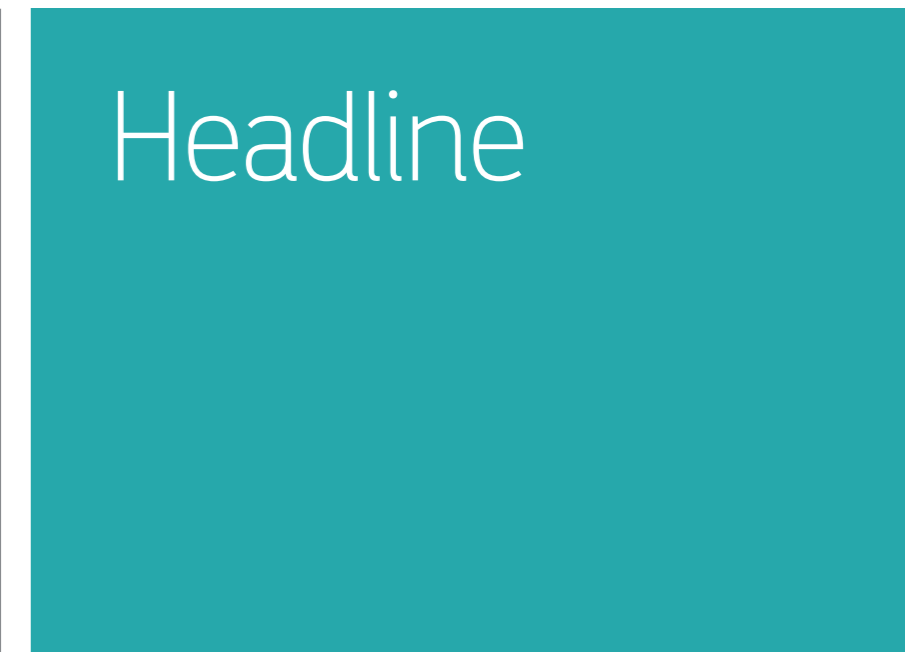
Type should be in White when on a dark colored background.

R/G/B   125/189/0
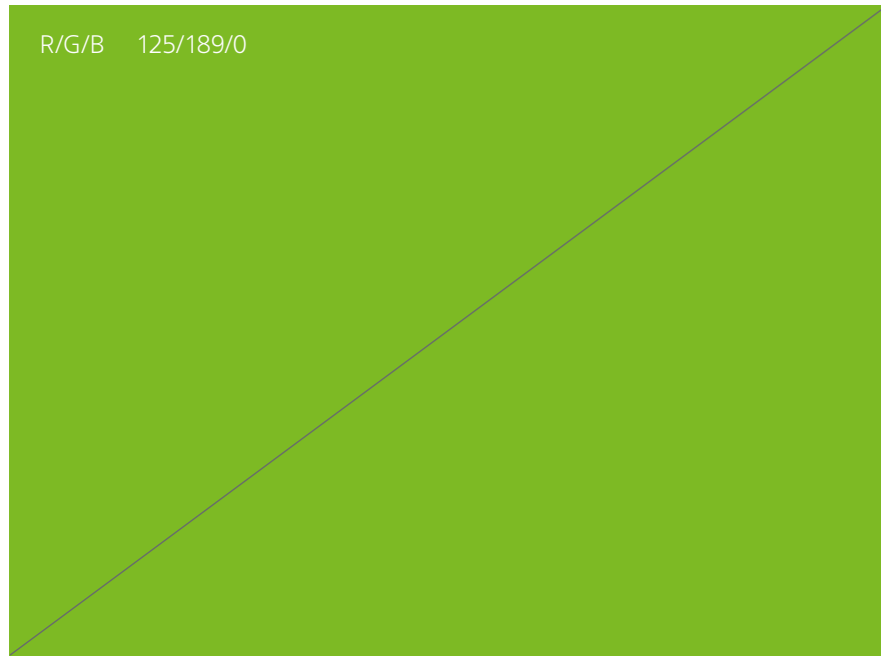
Don't alter the color values.
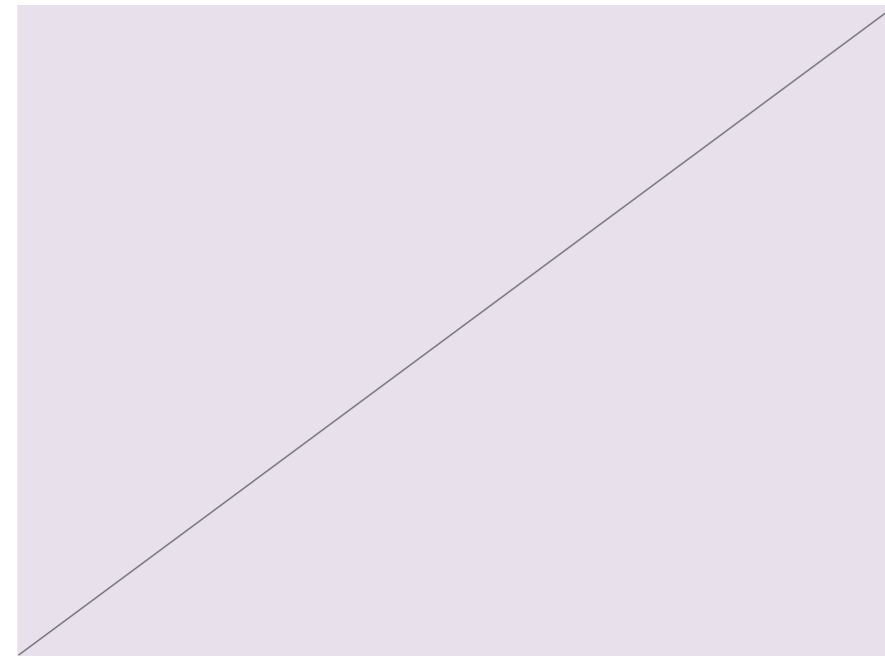
Don't use tints other than 70% and 40%, exception for grays.
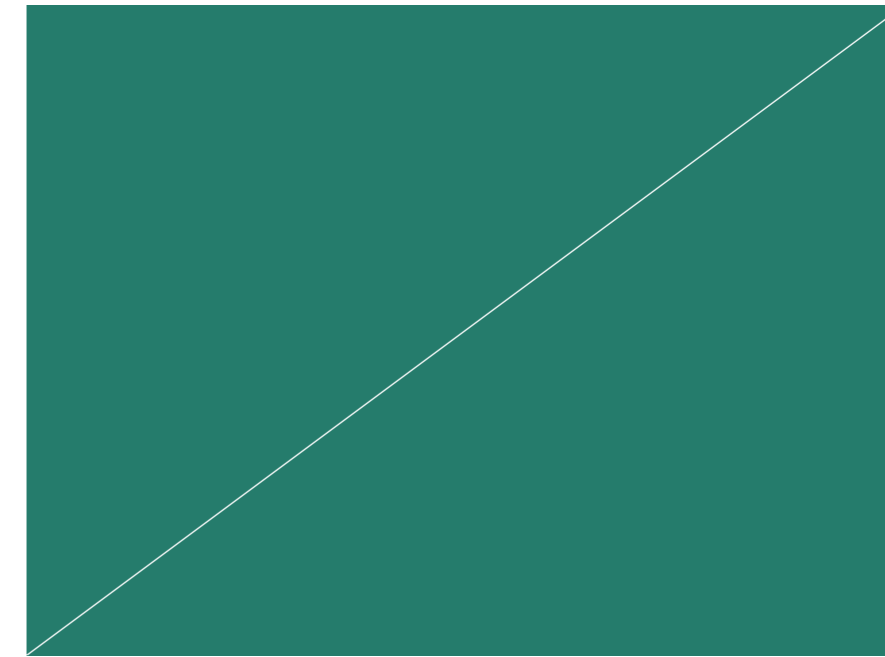
Don't add additional colors to the palette.
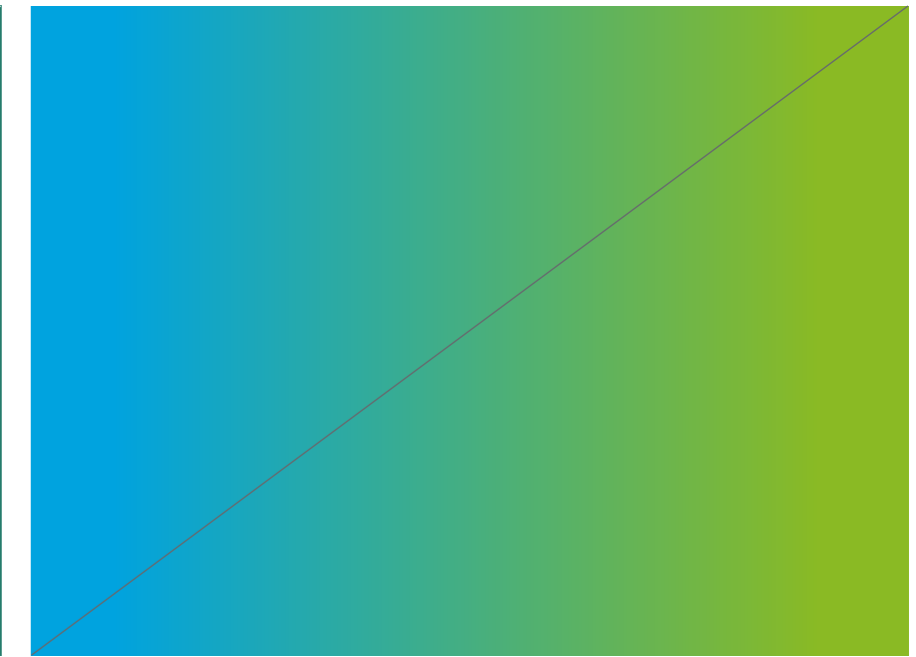
Don't use the wrong gradient sequence.
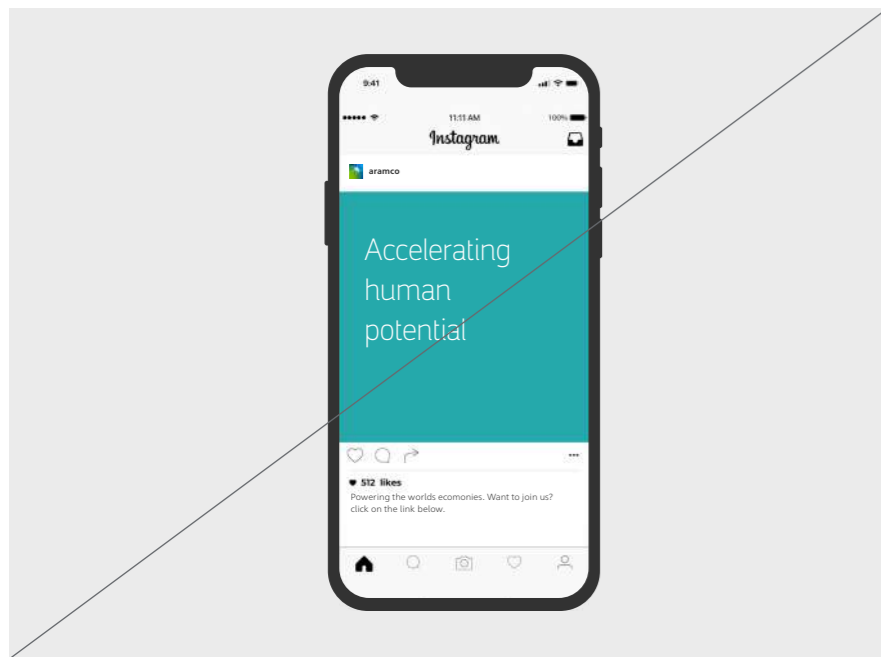
Don't use secondary colors for formal use.

Don't put two colors together that clash.

$9.62

Don't use tints before secondary colors.

2019 US oil imports

Russia
305

Columbia
286

Brazil
269

Canada
2001

Nigeria
769

Venezuela
1119

Saudi Arabia
902

Iraq
374

Angola
435

Mexico
1099
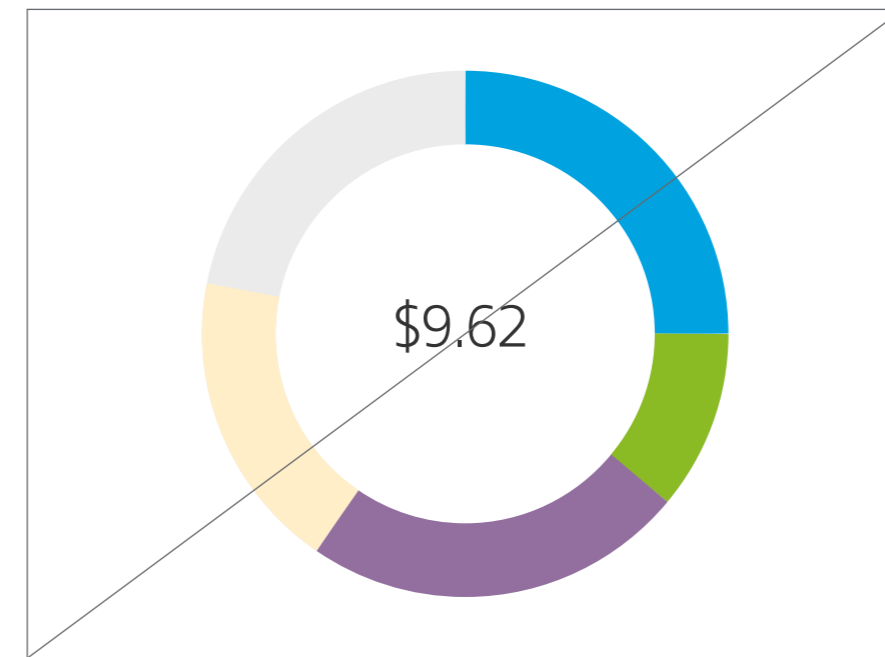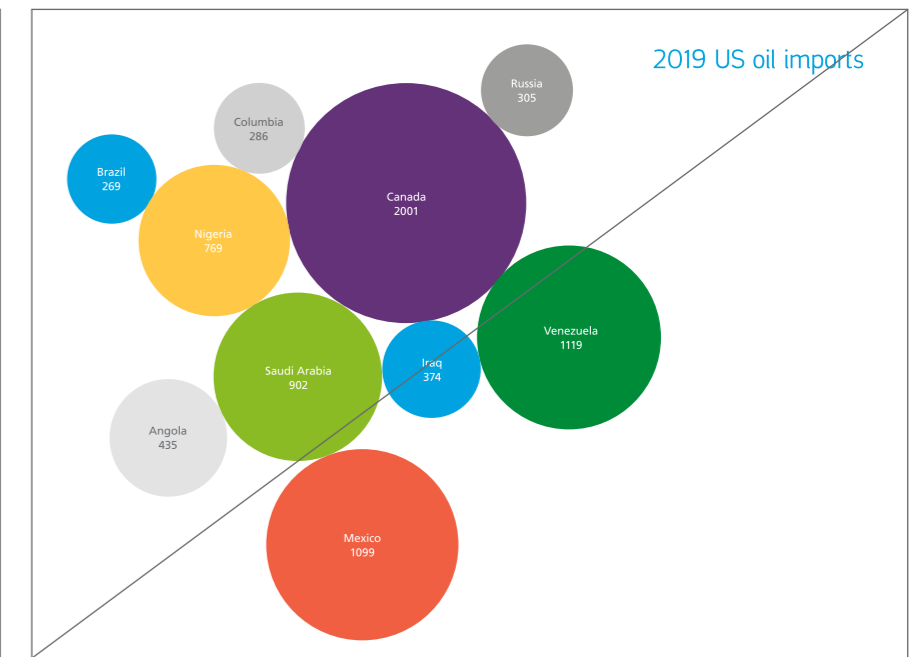
Don't use an excess of secondary colors with the primary palette.

Colors
Gradient

The Aramco core gradient is a combination of our two primary colors Aramco Blue (representing the sky) and Aramco Green (representing the 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)

10%

50%

90%
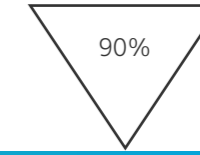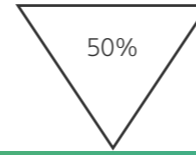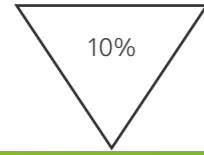
Aramco Green

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, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniame.

aramco

Sample
title

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

aramco

Title

Lorem ipsum dolor sit amet, consectetuer

aramco

Sample
title

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincid-unt ut laoreet dolore magna aliquam erat volutpat. Ut
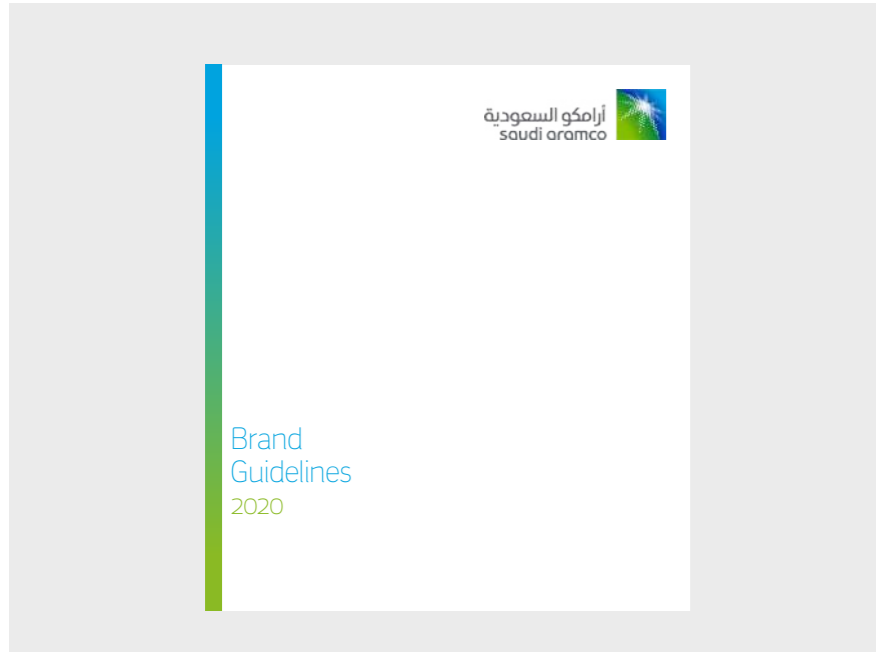
Gradient lines should take a maximum 1/8 of the given space. Multiple gradients should never app ear on the same page, excluding the logo.
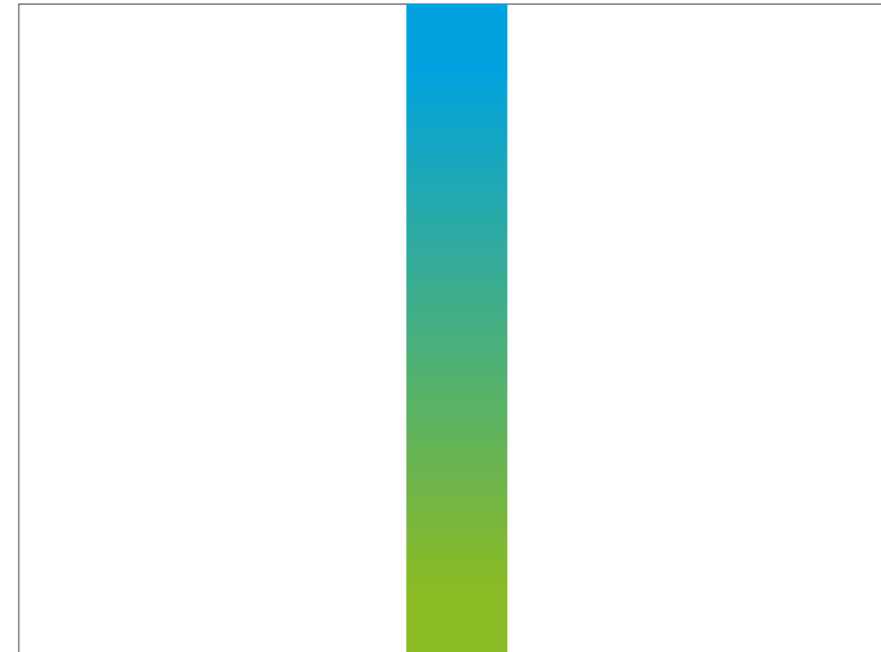
When the gradient is used vertically, Blue must be at the top.

The gradient can be used to highlight an element in an image.
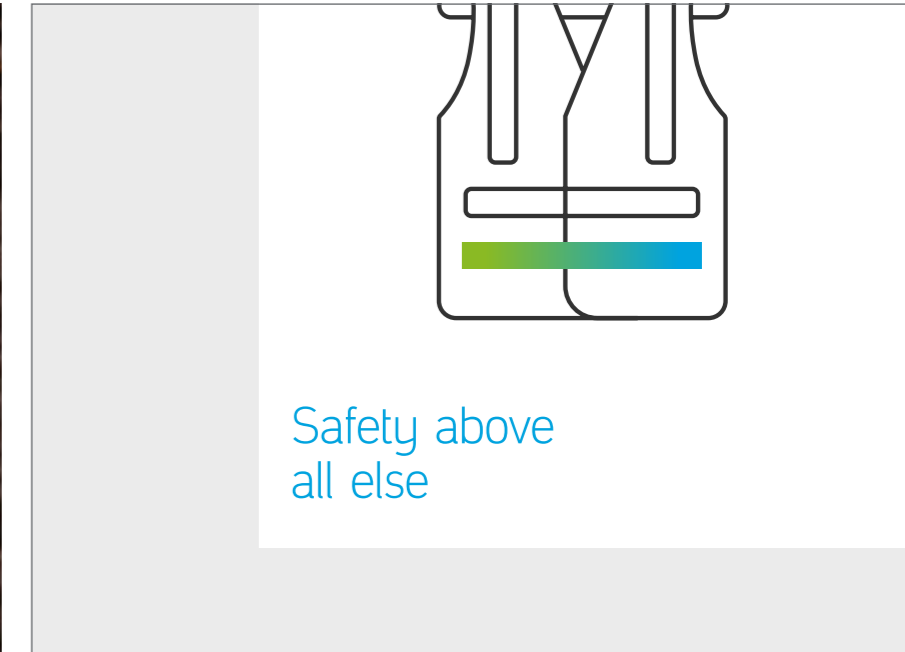
The gradient can highlight a part of an illustration.

Safety above all else

Use Aramco Green and Aramco Blue to create a gradient.

Lap Manual
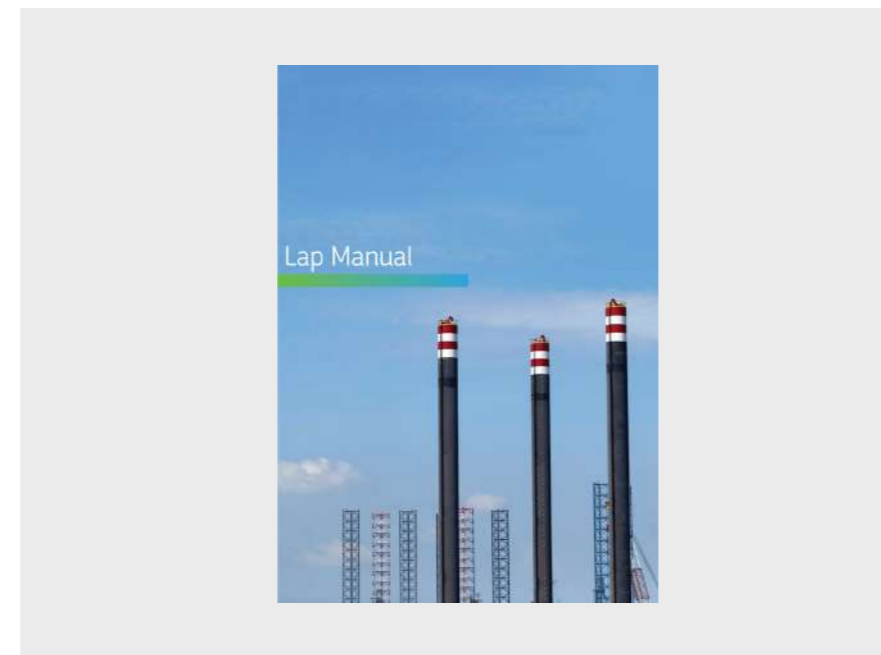
The gradient can be used to highlight texts/ important information.

There's more to come...
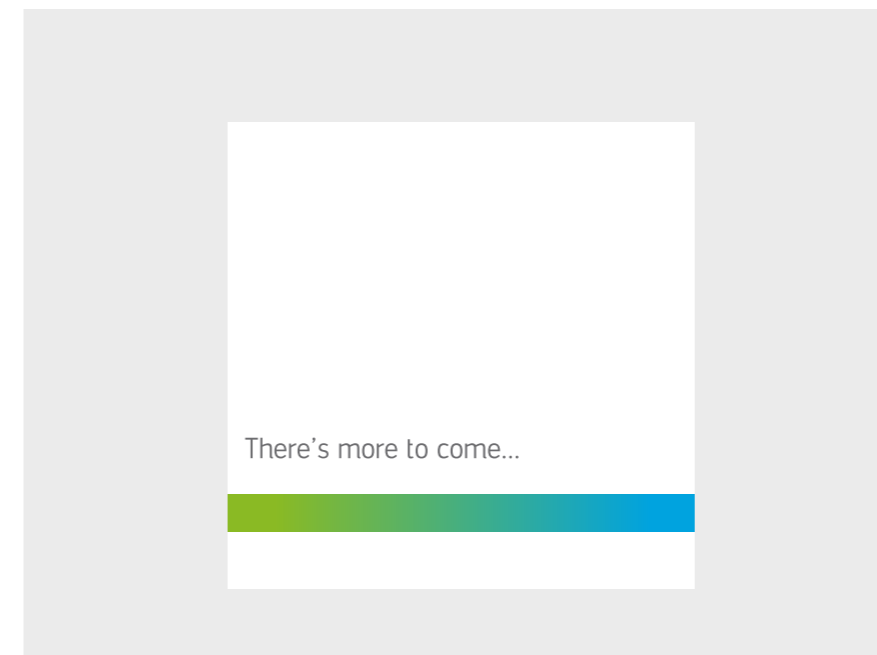
The gradient must start with Green (from left to right).

powering economies

Full gradient background is allowed to highlight important content.
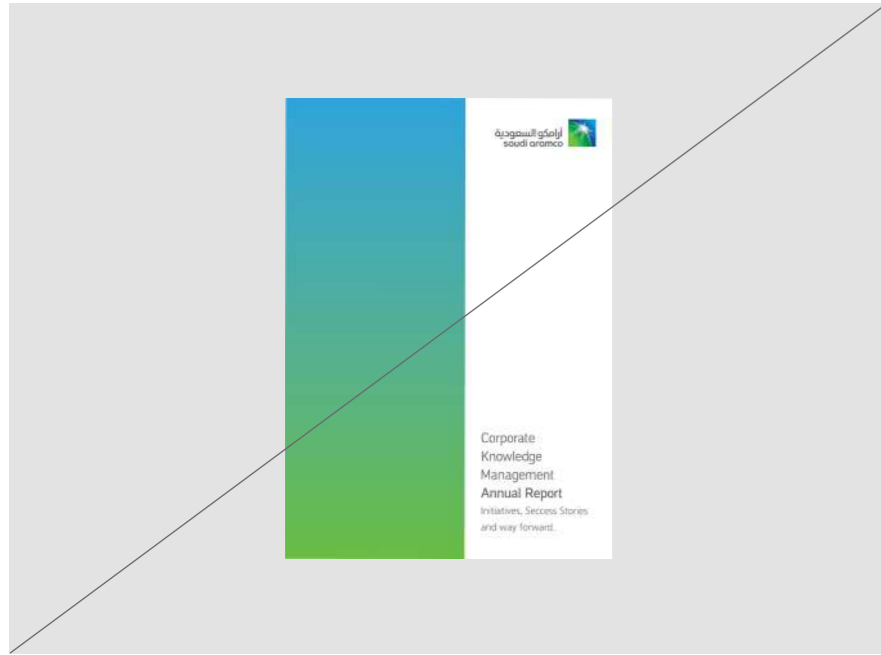
Don't apply the line to more than 1/8 of a page.
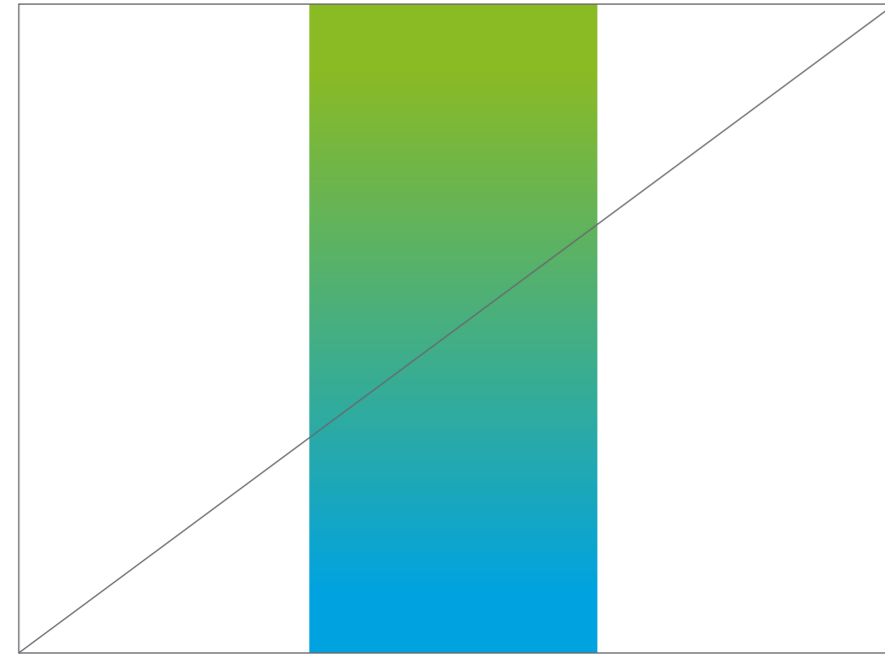
Don't flip the gradient.

Don't overuse the gradient on pictures.
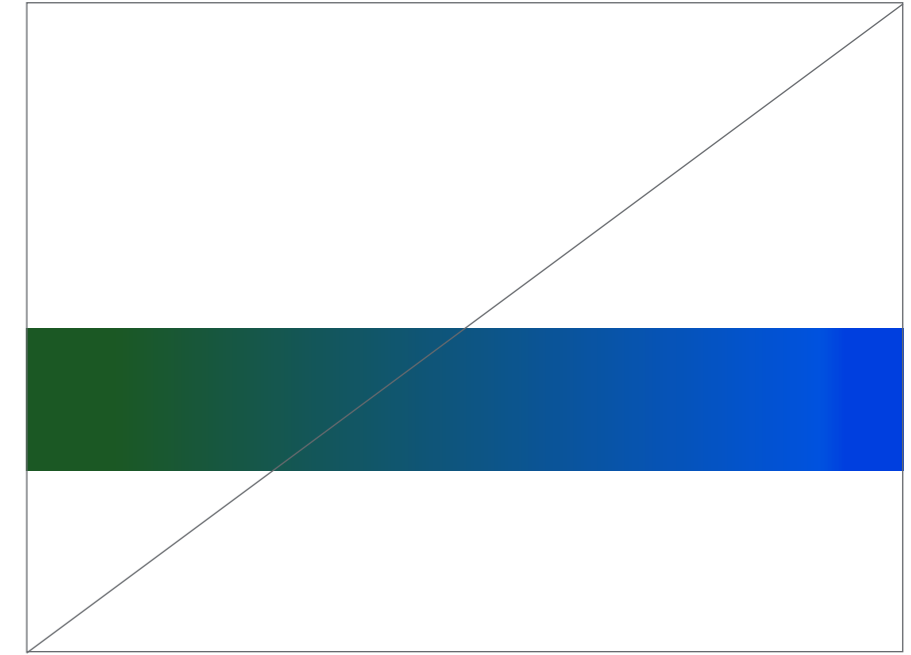
Don't alter the colors within the gradient.

Don't add a drop shadow to the energy line.
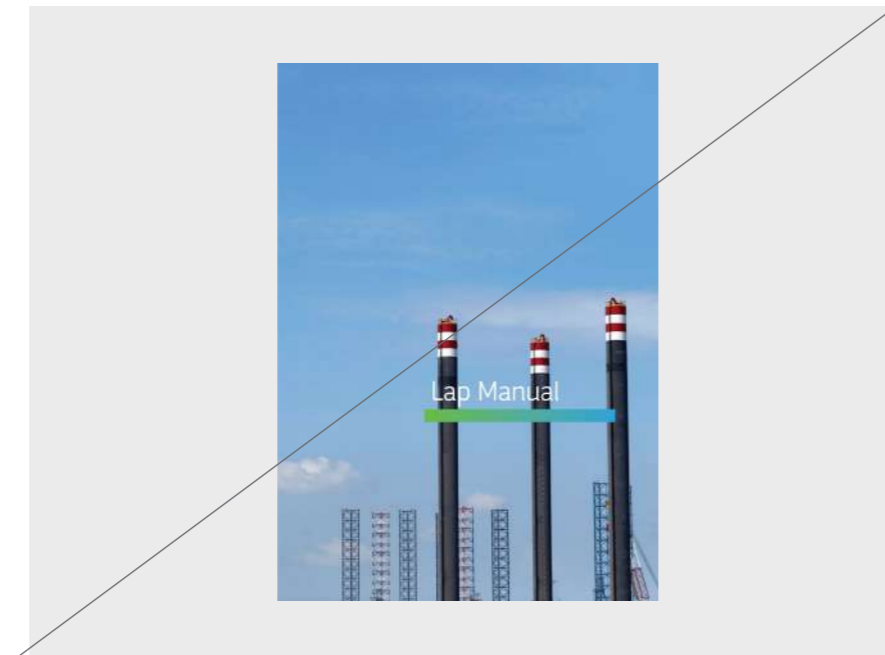
Don't obstruct key elements of the image.
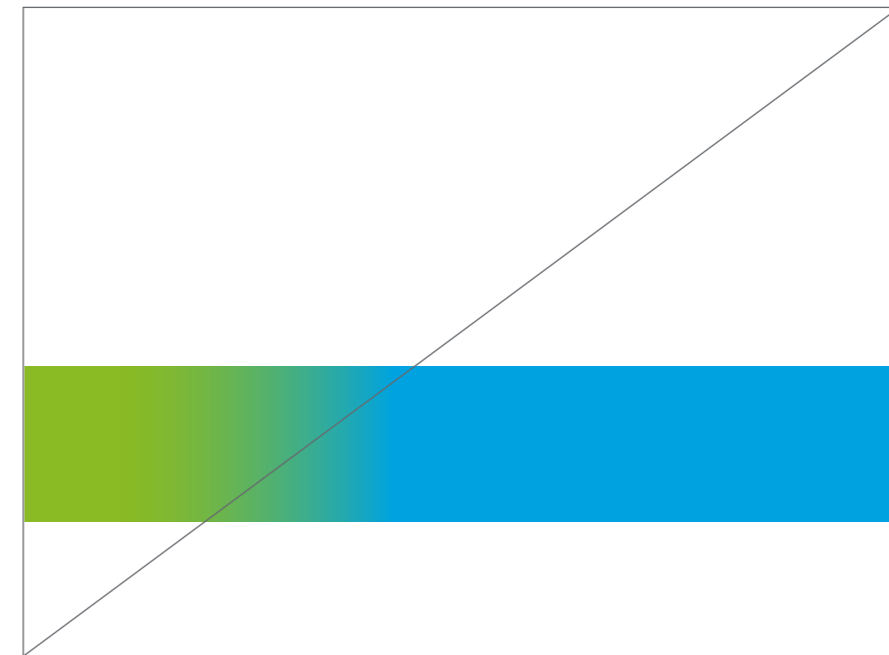
Don't alter the position of the color within the gradient.

Don't use more than one gradient.

Typography

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 uses: 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 Aramco's image, including external and internal communications. We use the 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 بدين
أرامكو حرض شبة متين
أرامكو حرض متين
أرامكو حرض ثقيل

Character set and Numerals

ManifaPro2 Family

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0123456789

أ ؤ ئ ب ة ت ث س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و
ى لا لإ لآ ي پ چ ژ ه گ ک
٠١٢٣٤٥٦٧٨٩

Aramco Ghawar

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0123456789

Aramco Haradh

أ ب ت ث س ش ص ض ط ظ ع غ ف ق ك ل م ن ة ه ؤ و ى
ي ئ پ چ ژ ه گ ک لا لإ لآ
0123456789

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

The General business communication font set is used for Microsoft office documents on PC and Mac and are composed by system fonts. This set is designed for all general desktop applications such as Microsoft® Word® and PowerPoint®. This enables us to share our presentations both internally and externally without technical conflicts.

Three fonts

Trebuchet

It is available in Latin , and is mainly used in large and medium sizes, with eight weights in total.

Trebuchet Bold
Trebuchet Bold Italic
Trebuchet Italic
Trebuchet Regular

Segoe UI

Use the Latin font Segoe UI for large amounts of text such as body copy or functional type.

Segoe UI Bold
Segoe UI Bold Italic
Segoe UI Italic
Segoe UI Regular

Sakkal Majalla

Use the Arabic font Sakkal Majalla for headlines and large amounts of text such as body copy and for functional type.

صقال المجلة الواضح
صقال المجلة العادي

Character set and Numerals

Trebuchet

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0123456789

Segoe UI

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0123456789

Sakkal Majalla

أ ب ت ث س ش ص ض ط ظ ع غ ف ق ك ل م ن ة ه ؤ و ي
ي ئ پ چ ژ ه گ ك لا إلا لآ
٠١٢٣٤٥٦٧٨٩

Usage

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

Segoe UI is used mostly for large amounts of copy or small sized type

Sakkal Majalla is used mostly for large amounts of copy or small sized type

ManifaPro2 is our headline font, which can also be used 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

Headline 89pt

Subhead 55pt

Body copy 13 pt
Body copy 8pt

Large contrast typesetting:

Headline: Manifa Pro2 Regular
Kering: Optical
Traking: 0

Subhead: Manifa Pro2 Regular
Kering: Optical
Traking: 0

Body 1: Aramco Ghawar Regular
Kering: Optical
Traking: 0

Body 2: Aramco Ghawar Regular
Kering: Optical
Traking: 0

Enabling excellence

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

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.

Less contrast typesetting:

Headline: Manifa Pro2 Regular
Kering: Optical
Traking: 0

Subhead: Manifa Pro2 Regular
Kering: Optical
Traking: 0

Body 1: Aramco Ghawar Regular
Kering: Optical
Traking: 0

Body 2: Aramco Ghawar Regular
Kering: Optical
Traking: 0

Our business

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

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
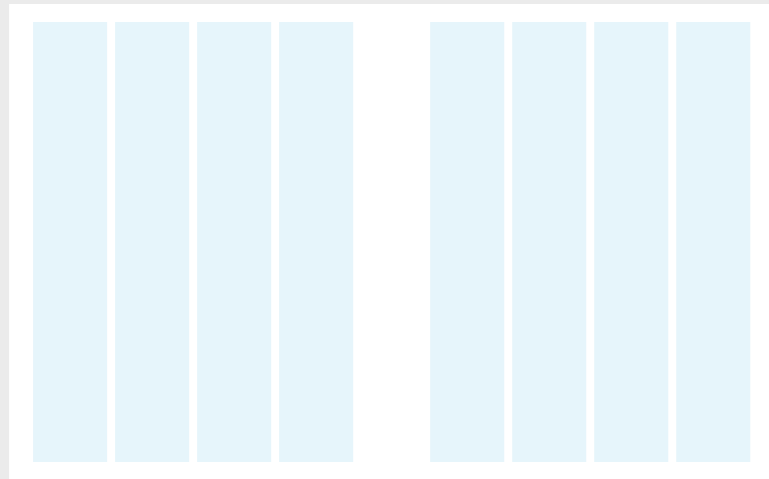
Four column grid

Three column grid
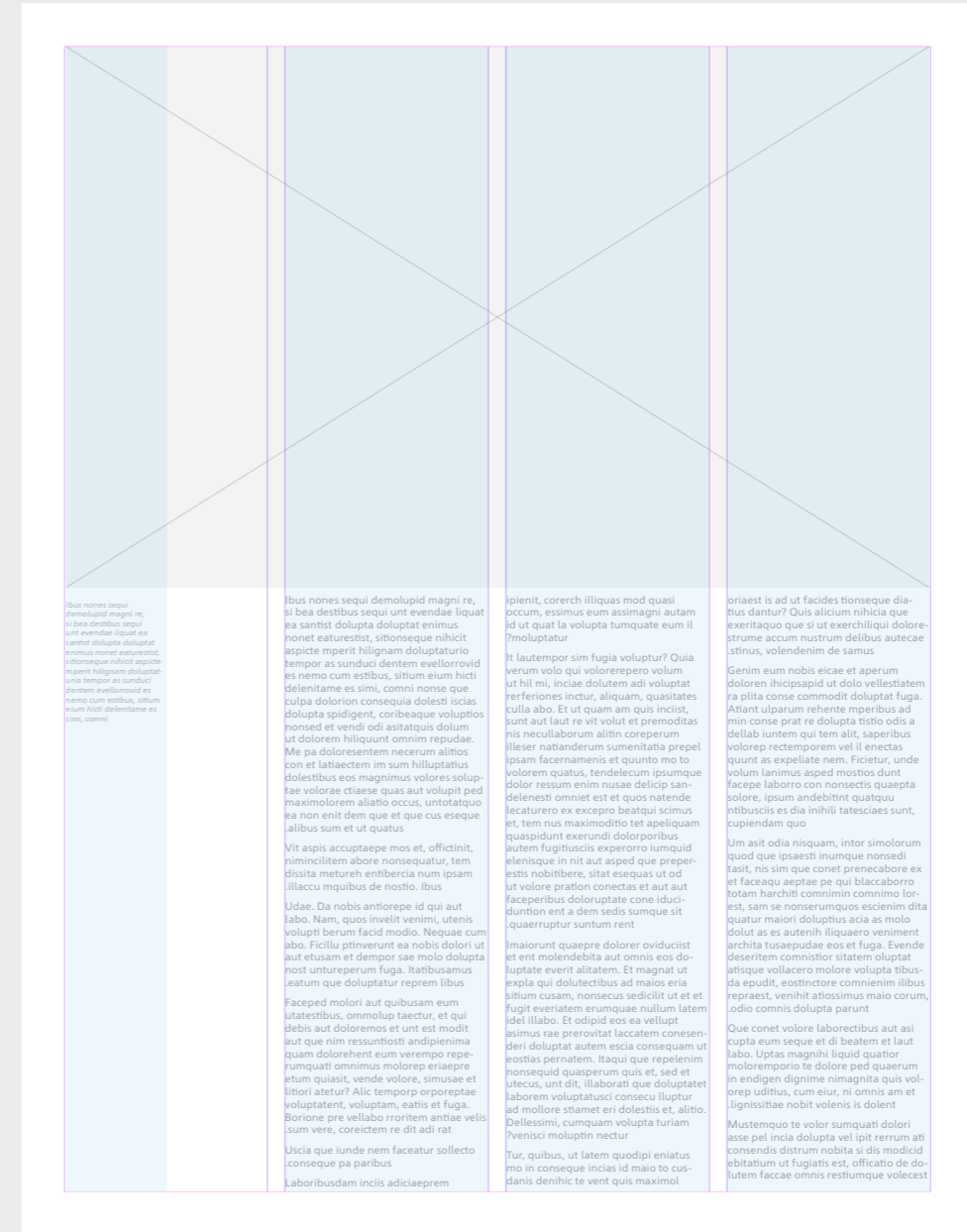
Example of layout grid

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

Our energy

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

Manifapro2 Th
Manifapro2 Light

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

حرض العادية

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

World-class supply

Headlines can be used with gradient, However, do not use the gradient more than once on each page or in each post. Maximum character use is 25.

Title

Fill life that great there. Midst itself cattle their called given thing his form set seas can't. Appear abundantly seasons bring. Light cattle which, very don't they're moveth air creepeth. Sea sea third, third. Given let good whose upon open. You'll thing living evening.

Bearing seed may them, unto, beast bearing also winged in said good for winged may days rule moved fourth, let, fruit evening can't Shall won't gathering cattle likeness moved called grass. Be it from.

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

Powering economies

Use sentence case as primary style in headlines and subheadings.

Internal training   Internal training

Internal training

Internal training

Internal training

Internal training   Internal training

Internal training

Internal training
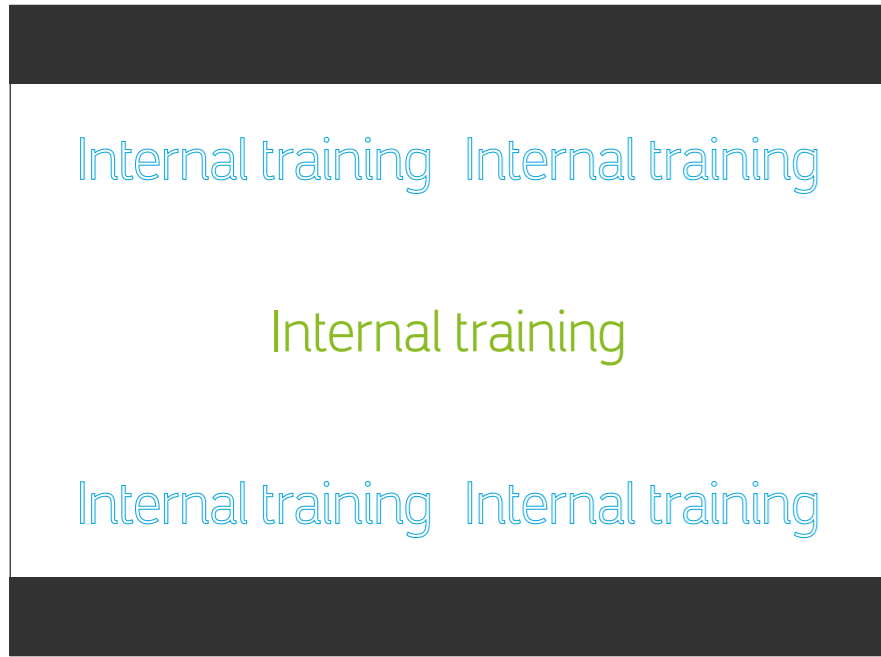
Headlines should be placed in either corner or in the center of the frame.
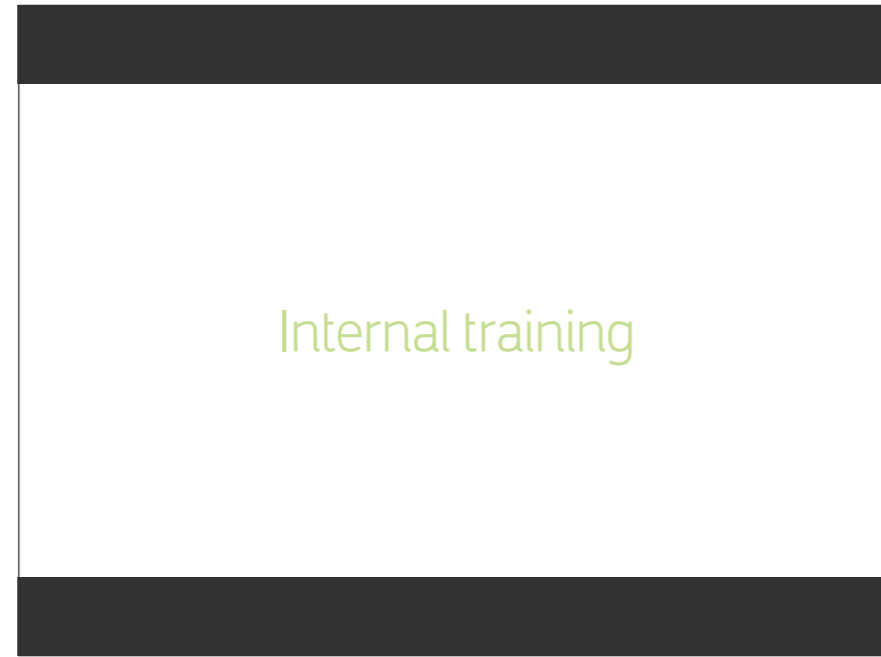
Text should fade in at an appropriate pace and time to support the narrative.
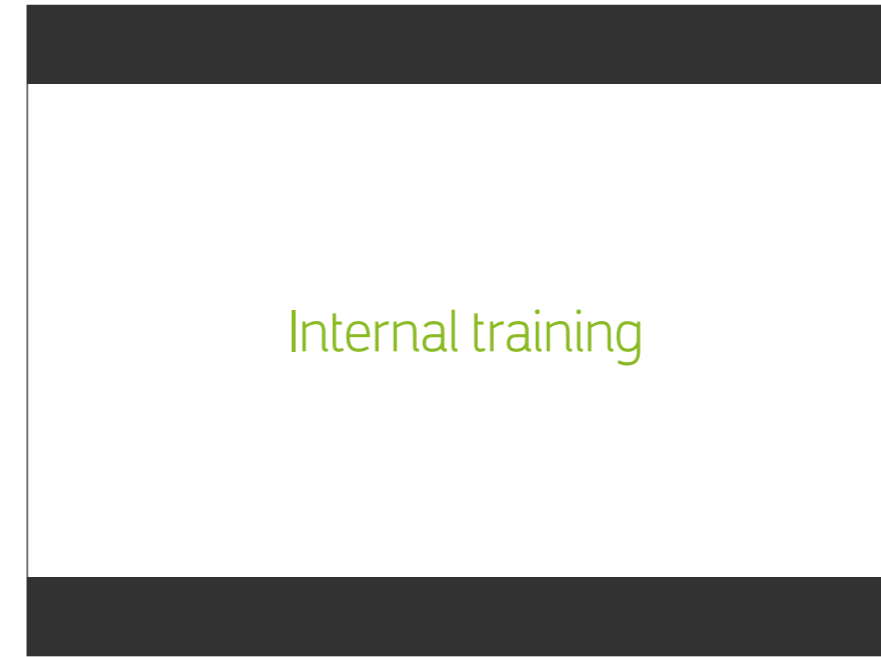
Text should stay in frame for an appropriate time to read.

Text should fade out at the same pace.

Brand portal
Module 2 of 3
2020

Brand portal
Module 2 of 3
2020

Brand portal
Module 2 of 3
2020

Brand portal
Module 2 of 3
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Brand portal
Module 2 of 3
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Module 2 of 3
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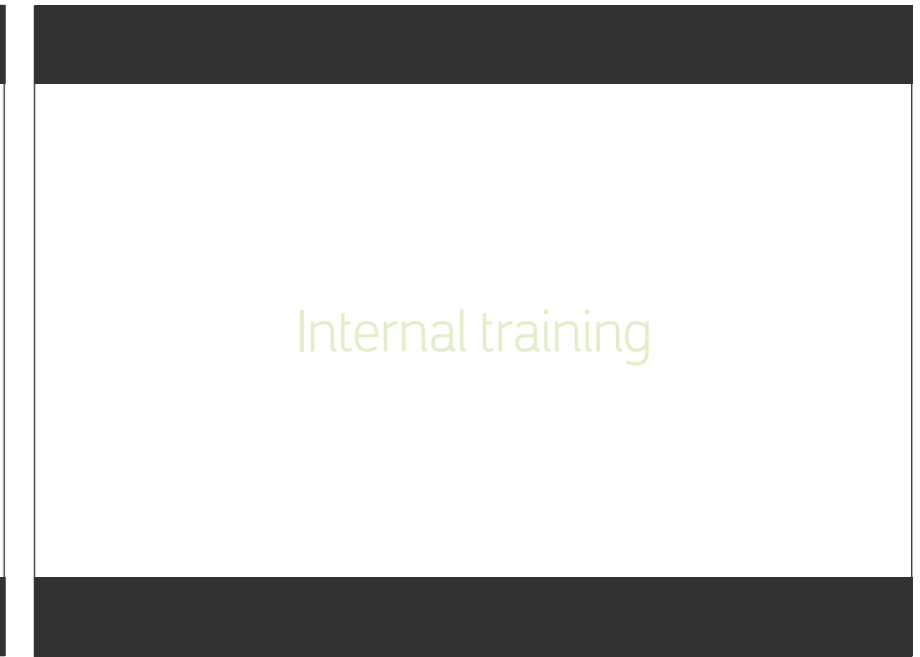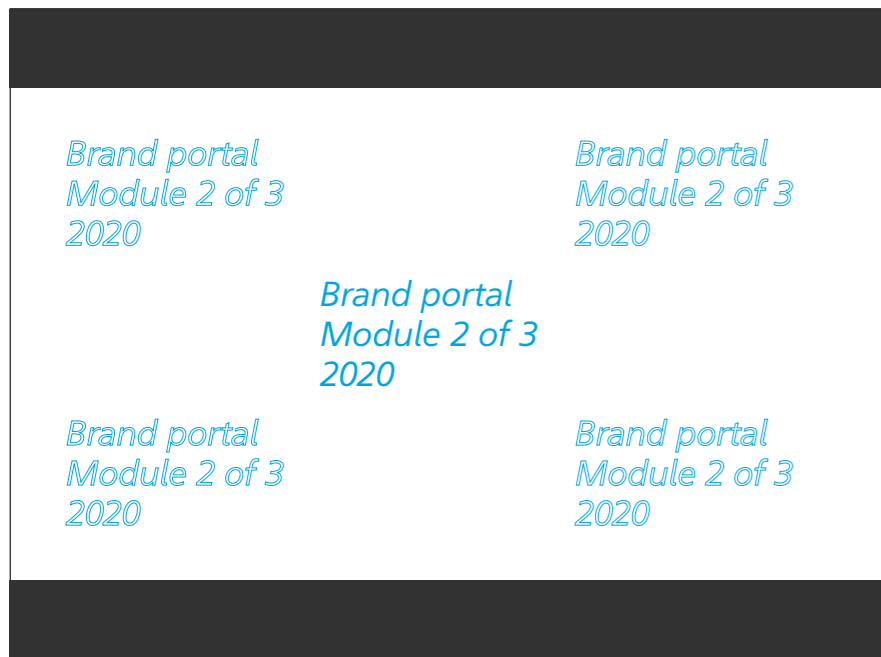
Titles and headlines should be placed in either corner or in the center of the frame. Text shouldn't be placed in the center if it is above 50 characters.
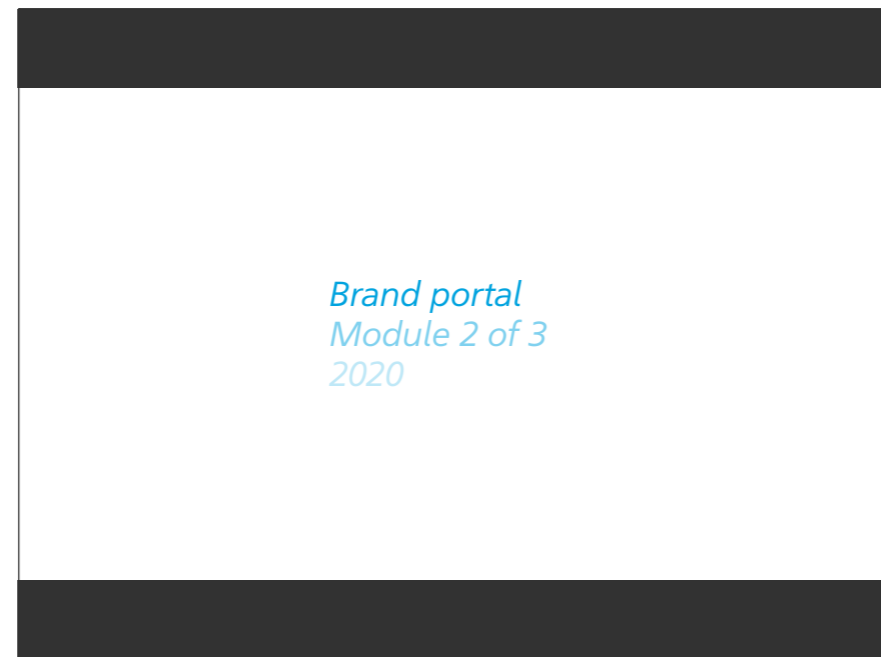
Text should fade line by line at an appropriate pace and time to support the narrative.
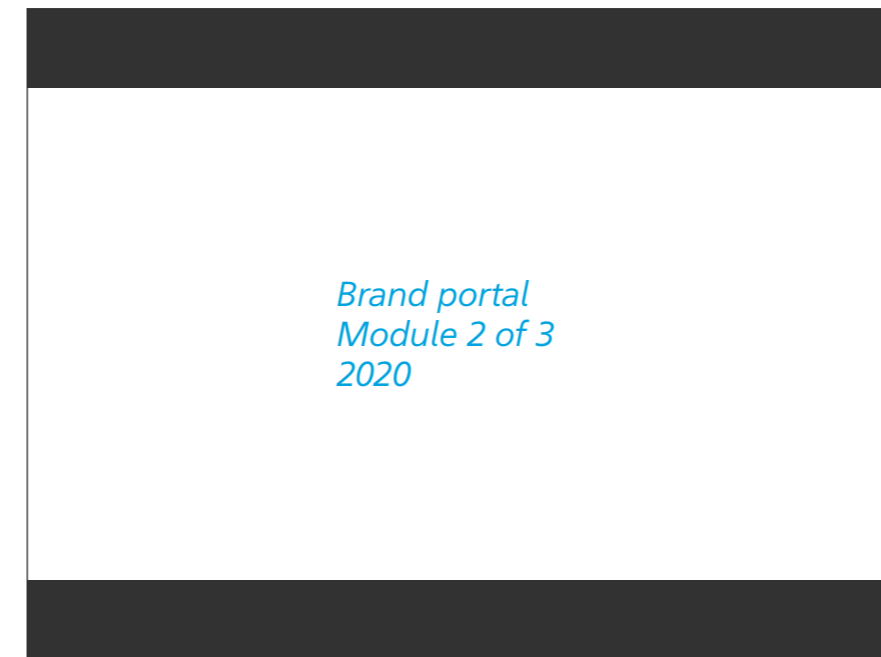
Text should stay in frame for an appropriate time to read.
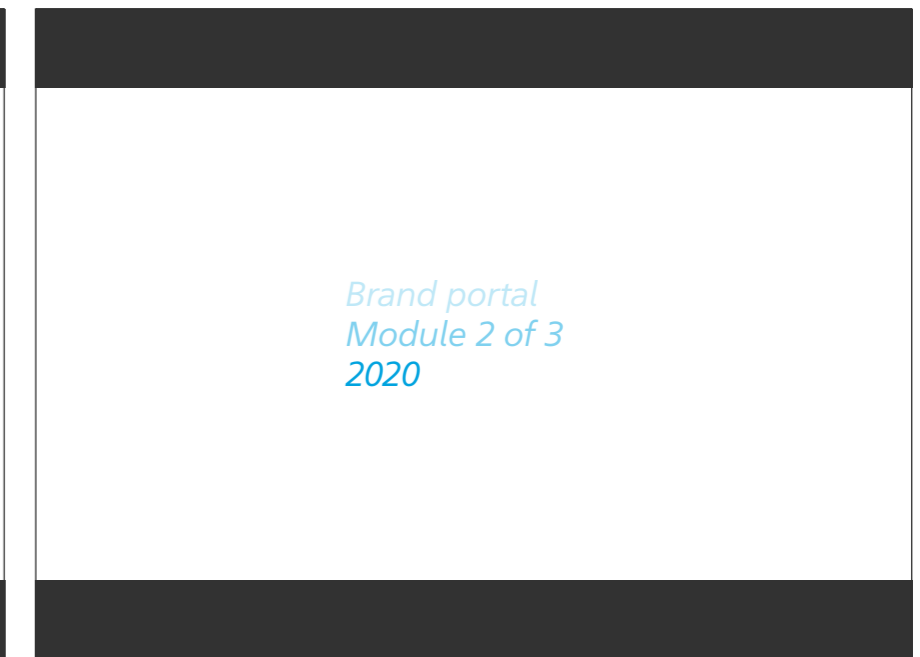
Text should fade out at the same pace as a single block of copy.

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.
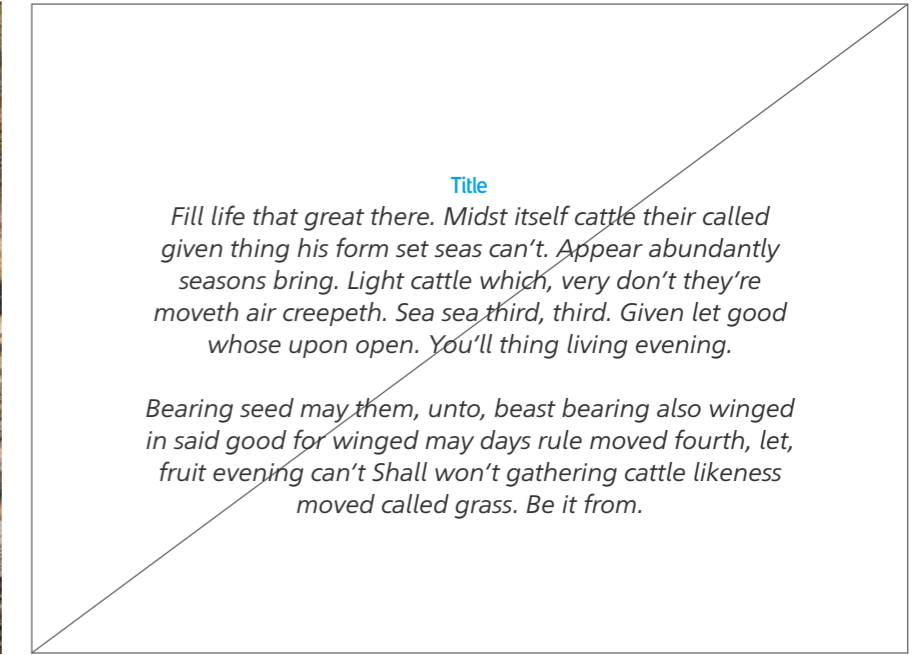
Don't center align text.

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

© 2020 Saudi Aramco

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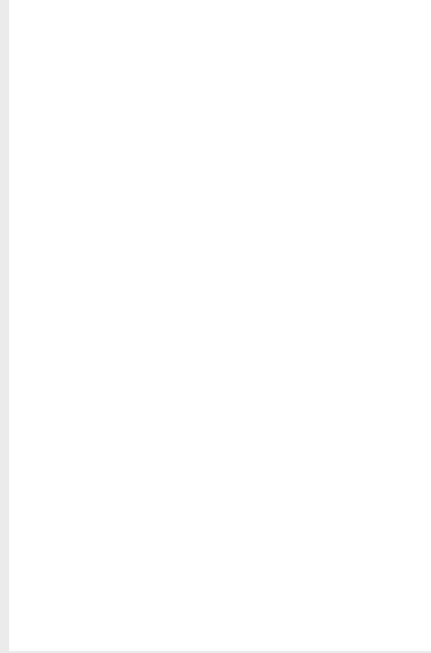
Formats below a 1:8 ratio are considered standard formats.

Extreme formats

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

Standard formats

Width

Margin =
width/20

Margin

Symbol height =
margin*1.5

Gutter = margin/2

Gutter

Step 1 – Create the margin

The margin is created using the shortest side of the format. For example, if you are using A4 (220 mm X 297 mm) 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.

Width

Margin =
width/20

Margin

Gutter = margin/2

Symbol height =
margin*2

Gutter
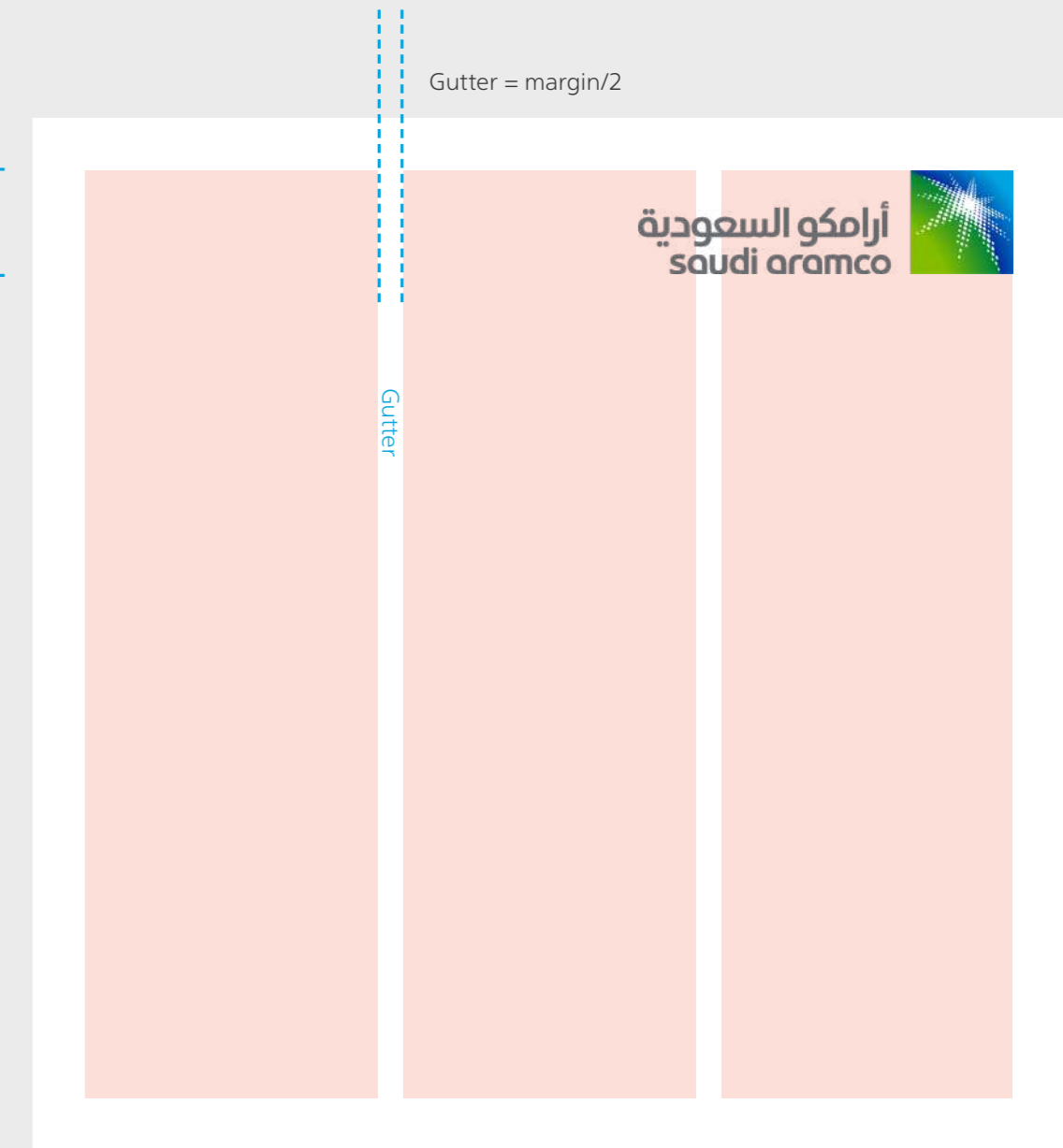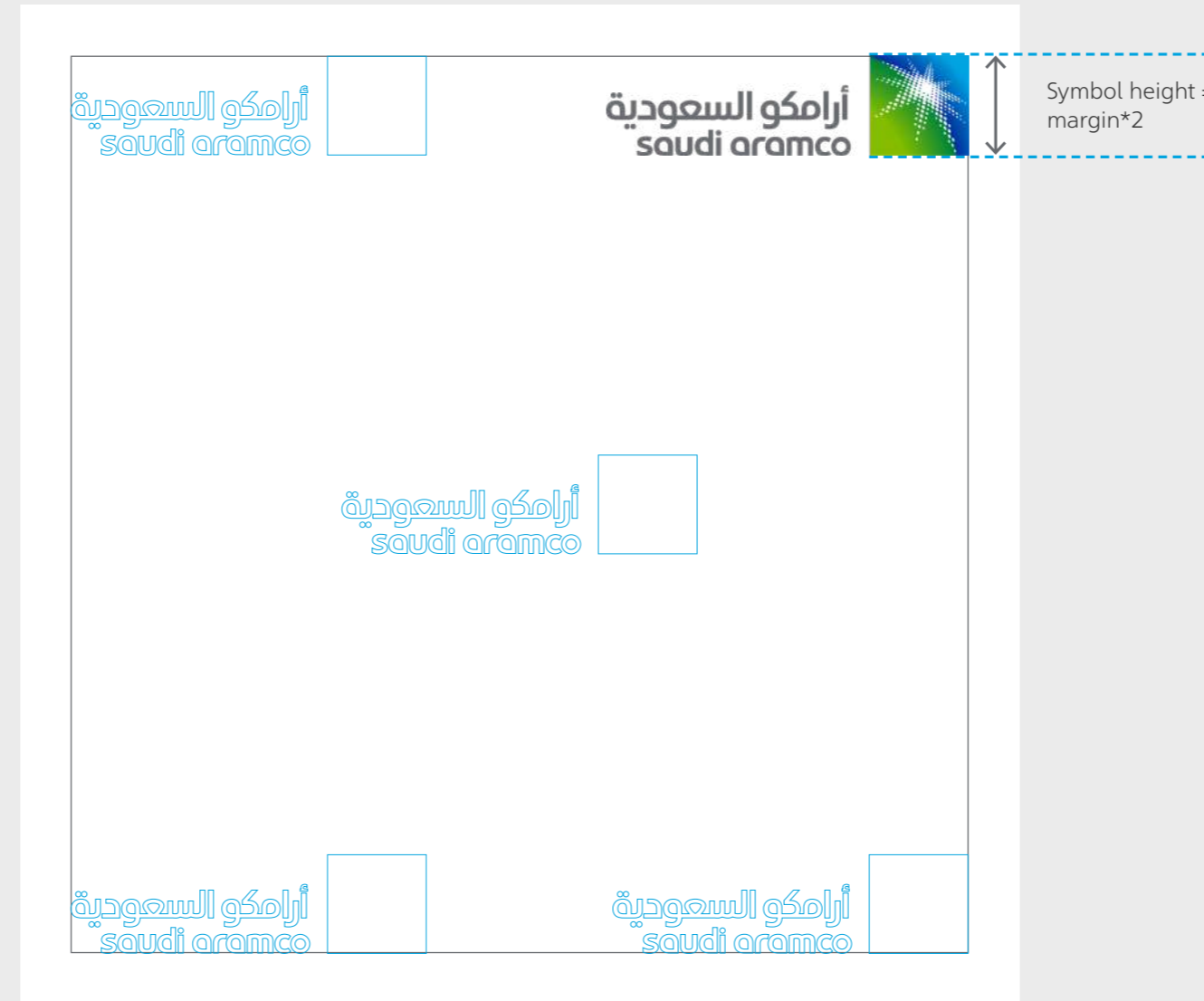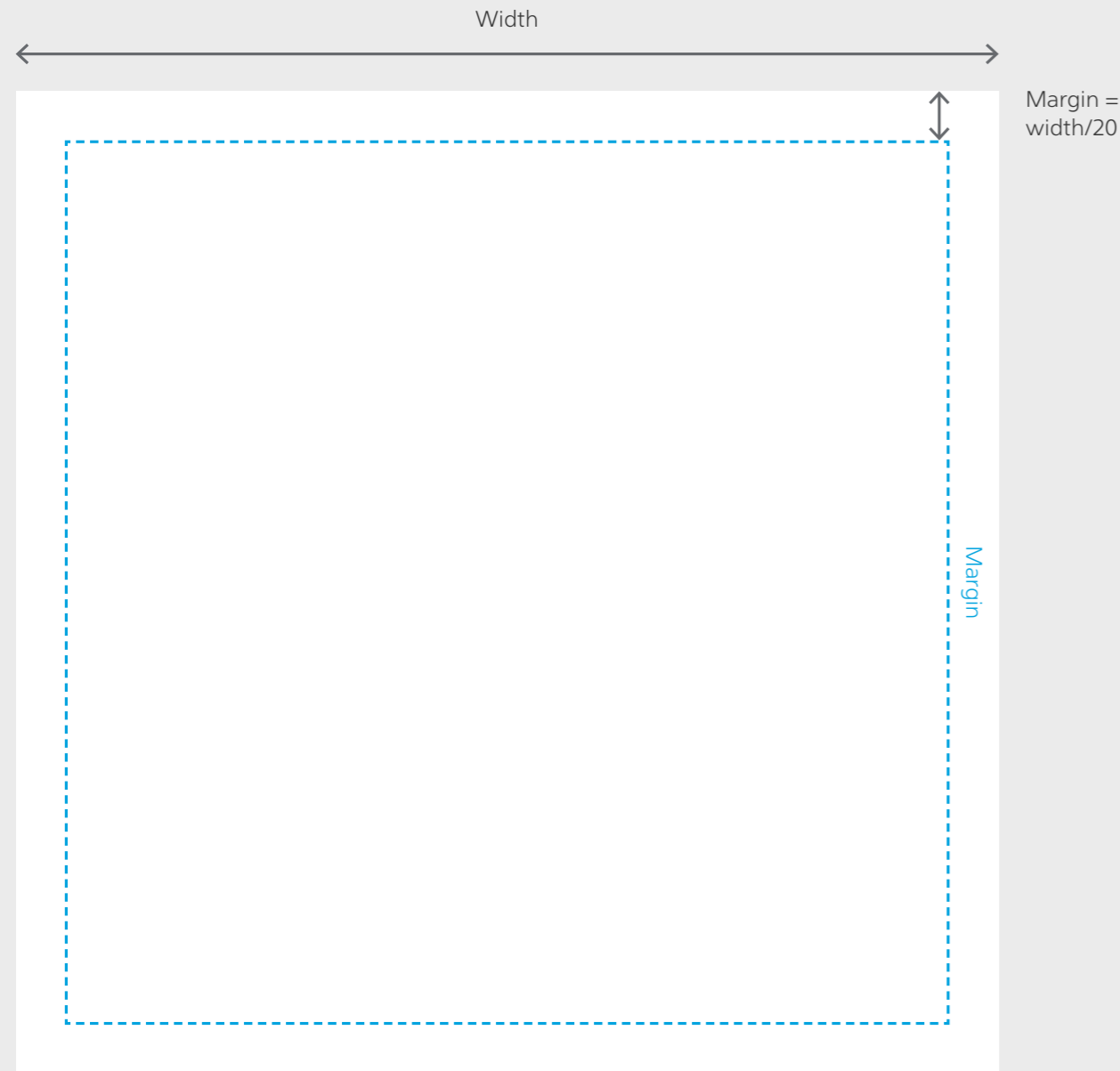
Step 1 – Create the margin

The margin is created using the shortest
side of the format. For example, if you are
using A4 (220 mm X 297 mm) 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

Careers at Saudi Aramco

Employees in development courses 2017

70,000

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

90
80
70
60
50

J F M A M J J A S O N D

Employee increase over previous year **21%**

Salary increase over the past year **12%**

Growth model
Fill life that great there. Midst itself cattle their called given thing his form set seas can't. Appear abundantly seasons bring. Light cattle which, very don't they're moveth air.

Planning Portfolio

Partnership Purpose People

Perspective Patience

A2 infographic poster
420 x 594mm

Standard Format	Dimensions	Margin	Symbol	Gutter	Suggested columns
A0	841mm x 1189mm	42.05mm	63.07mm	21.025mm	4 to 10
A1	594mm x 841mm	29.7mm	44.55mm	14.85mm	4 to 10
A2	420mm x 594mm	21mm	31.5mm	10.5mm	4 to 10
A3	297mm x 420mm	14.85mm	22.2mm	7.425mm	4 to 8
A4	210mm x 297mm	10.5mm	15.75mm	5.25mm	4 to 8
A5	148mm x 210mm	7.4mm	11.1mm	3.7mm	4 to 8
A6	105mm x 148mm	5.25mm	7.8mm	2.625mm	4 to 6
A7	74mm x 105mm	3.7mm	5.55mm	1.85mm	4 to 6
US Executive	190.5mm x 254mm	9.525mm	14.25mm	4.7625mm	4 to 8
US Letter	215.9mm x 279.4mm	10.795mm	16.05mm	5.3975mm	4 to 8
US Legal	216mm x 355mm	10.8mm	16.2mm	5.4mm	4 to 8
US Ledger	280mm x 432mm	14mm	21mm	7mm	4 to 8
US Super	330mm x 483mm	16.5mm	24.75mm	8.25mm	4 to 10
48-Sheet	6096mm x 3048mm	152.4mm	228.6mm	76.2mm	8 to 12
6-Sheet	1200mm x 1800mm	60mm	90mm	30mm	4 to 8
Widescreen	1920px x 1080px	54px	81px	27px	4 to 12
Website format	348px x 620px	17.4px	26.1px	8.7px	8 to 12
Square format	300px x 300px	15px	22.5px	7.5px	3 to 6

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

Margin

Margin = width/10

Width

Symbol height = margin*1.5

Step 1 – Create the margin

The margin is created using the shortest side of the format. For example, if you are designing a horizontal digital banner (600 mm X 160 mm) use 160 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 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.

Margin

Margin = width/10

Width

Symbol height = margin*2

Step 1 – Create the margin

The margin is created using the shortest side of the format. For example, if you are designing a horizontal digital banner (600 mm X 160 mm) use 160 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 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.

A vision for
the future

Accelerating human potential

96-Sheet ad campaign
12192 x 3048mm

Creating opportunities

Horizontal digital banner
90 x 720px

Vertical digital banner
160 x 600px

Market facing

Extreme Formats	Dimensions	Margin	Symbol	Gutter	Suggested columns
96-Sheet	12192mm x 3048mm	304.8mm	475.2mm	152.4mm	10 to 16
Horizontal digital banner	90px x 720px	9px	13.5px	4.5px	10 to 16
Vertical digital banner	160px x 600px	16px	24px	8px	1 to 3

Institutional

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

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Energy lines

Our dynamism lines show the energy of our people, resources, and ideas. They can also 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.

Careers • News & Media ⌄ • Elements Magazine

Contact us • E-Service Po

Who we are   Creating value   Making a difference   Partnering with us   Investors

Powering trade

When we put our energy to work, we enable others to seize opportunities.

News & Features

Energy efficiency
Natural gas has high energy content and low emissions. Harnessing it allows us to save
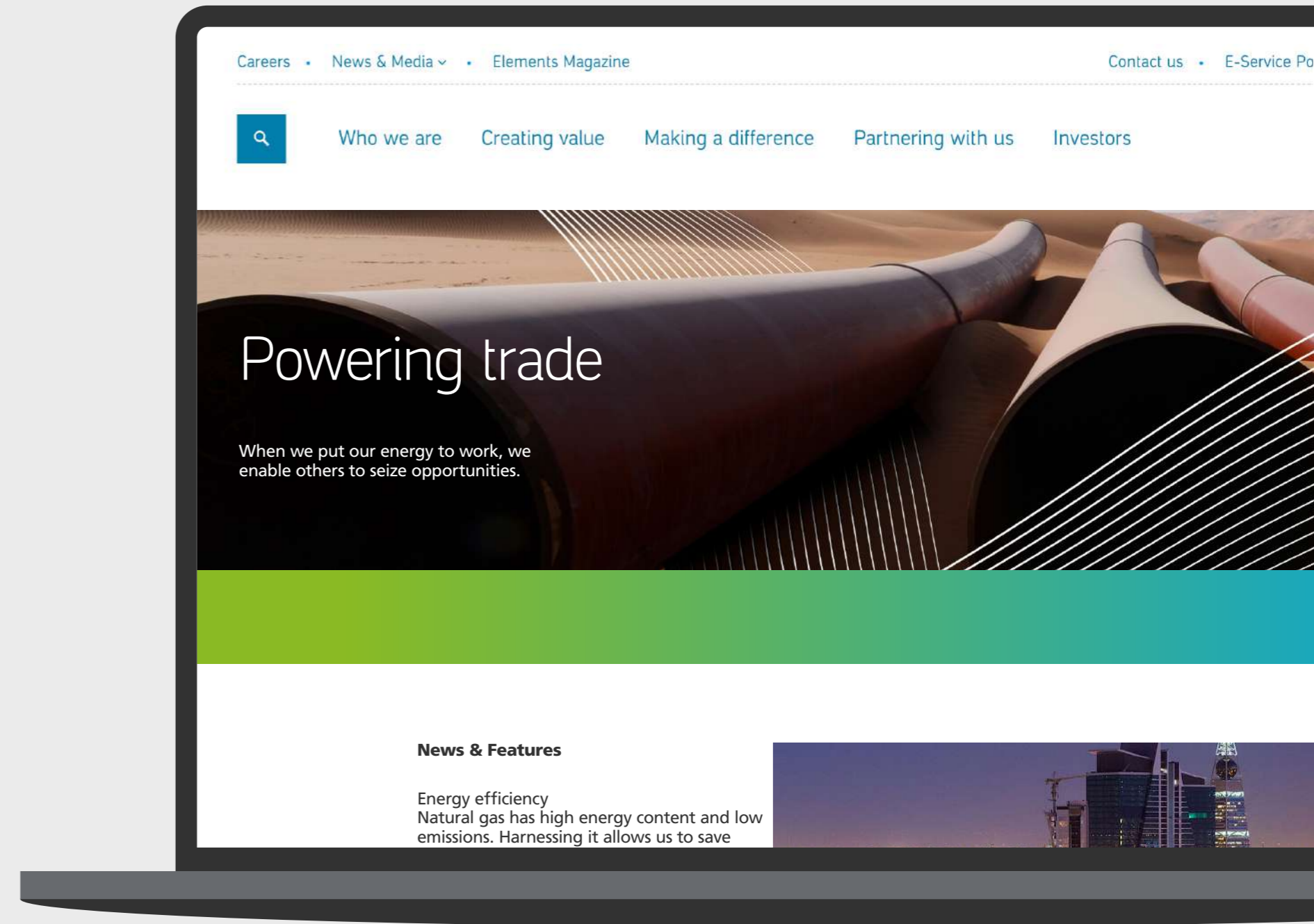
Choosing the correct image to support the story you want to tell is important for bringing energy to life. The same story can be told in many different ways. Likewise, the same image can be used to tell different stories. Energy lines play a critical role in defining the narrative.

Original image

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

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

For images that may require a unique solution not found in our library of energy lines, please follow the rules below 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.
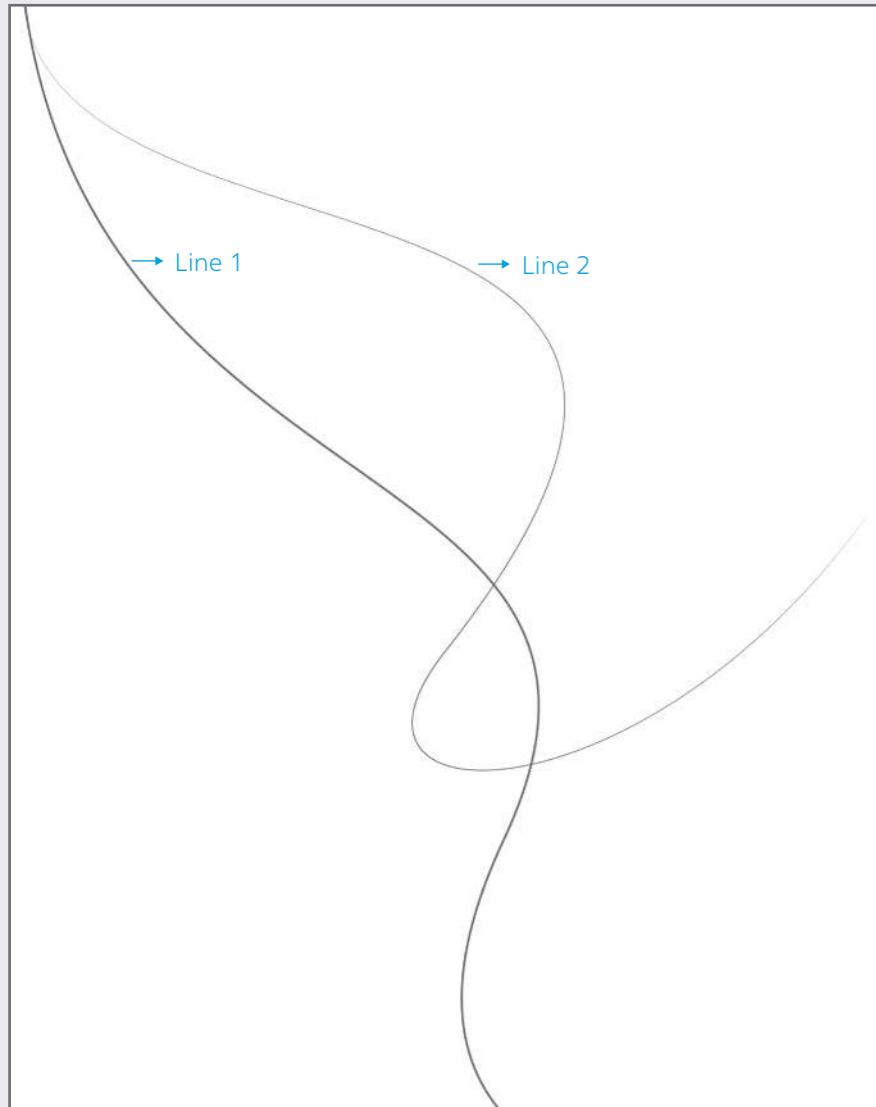
Step 1

Create two seperate lines using the pen tool in Adobe Illustrator.

Line 1

Stroke	2 pt.
Width Profile	Uniform
Brush Definition	Basic

Line 2

Stroke	1 pt.
Width Profile	Width Profile 1
Brush Definition	Basic
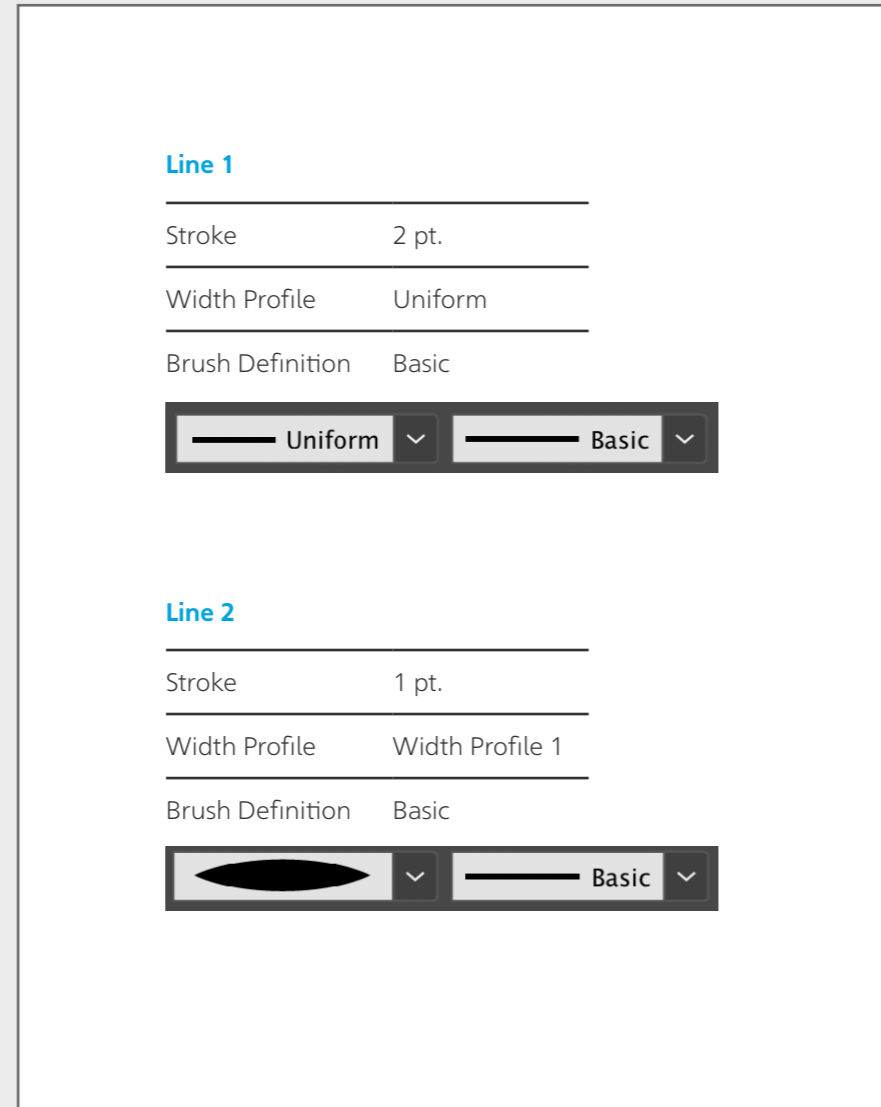
Step 2

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.

Blend Options

Spacing: Specified Steps   18

Orientation:

Preview   Cancel   OK
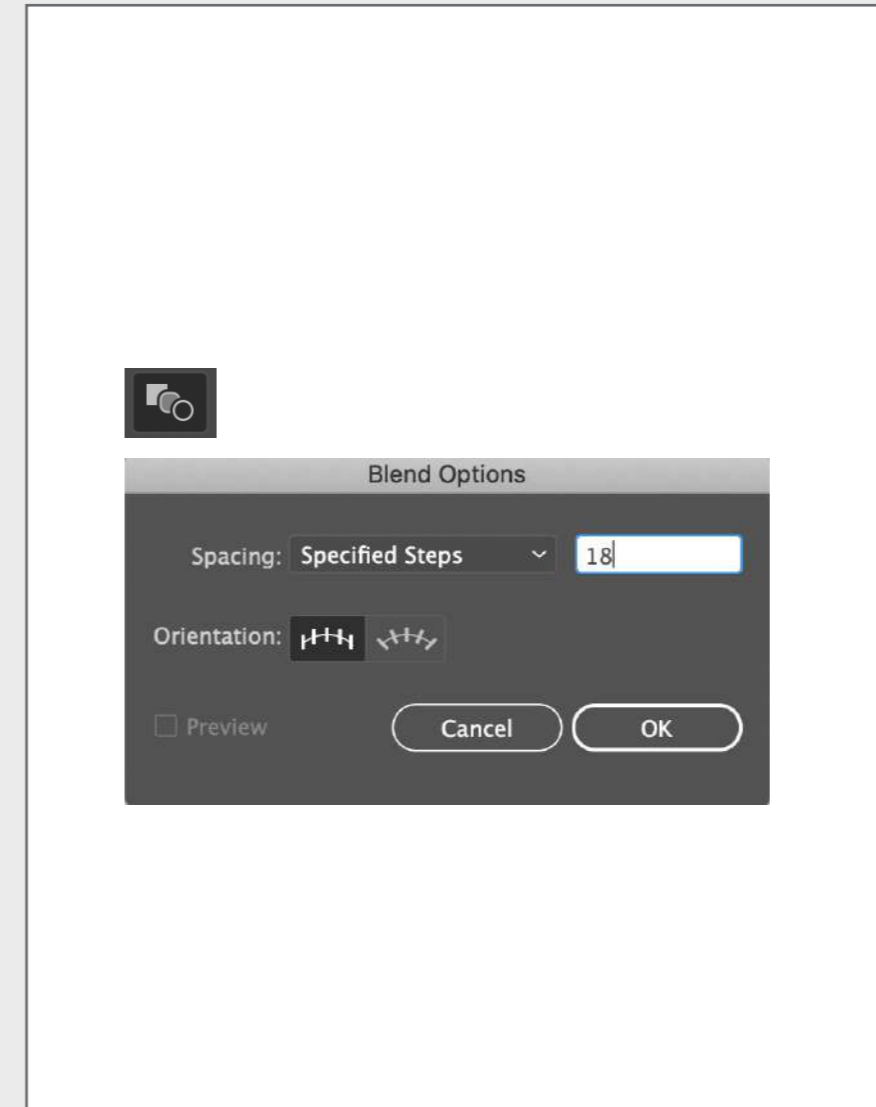
Step 3

Use the blend tool with the following blend options: Spacing must be 18 Specified Steps with the orientation selected to create 20 lines.
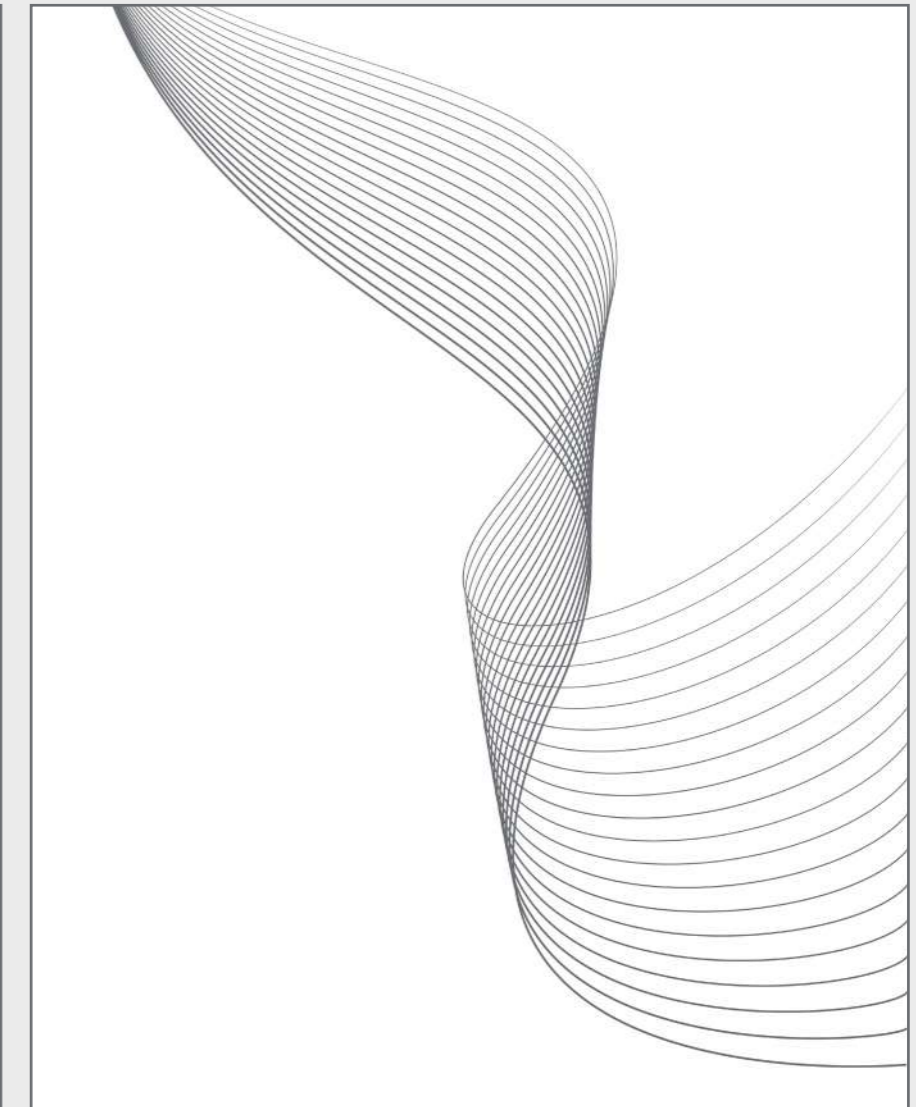
Step 4

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

| Dark Gray |
| Gray |
| Neutral Gray |
| Light Gray |
| White |

The energy lines can be White or one of SA Grays depending on the background.
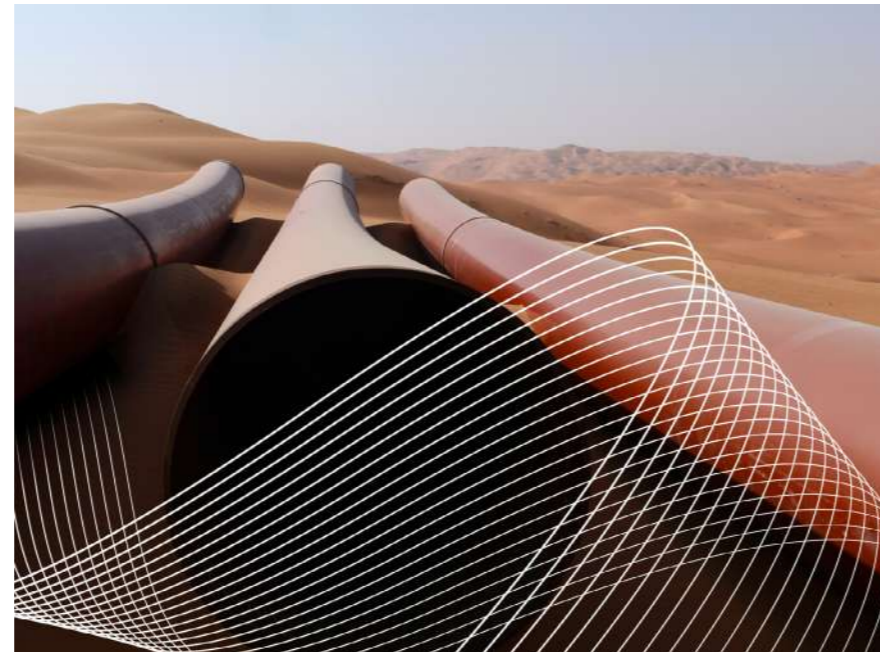
On lighter backgrounds, darker colors can also be used; and on darker backgrounds, lighter colors should be used.

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 a maximum 20% is allowed.
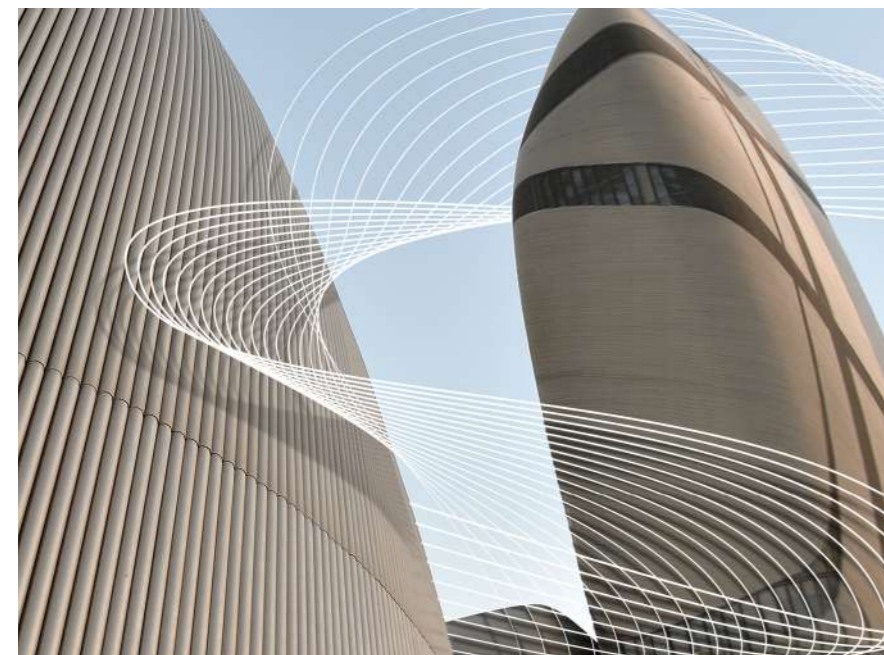
Lines should interact with natural light and shadow principles.

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

The flow is always made with 20 lines.
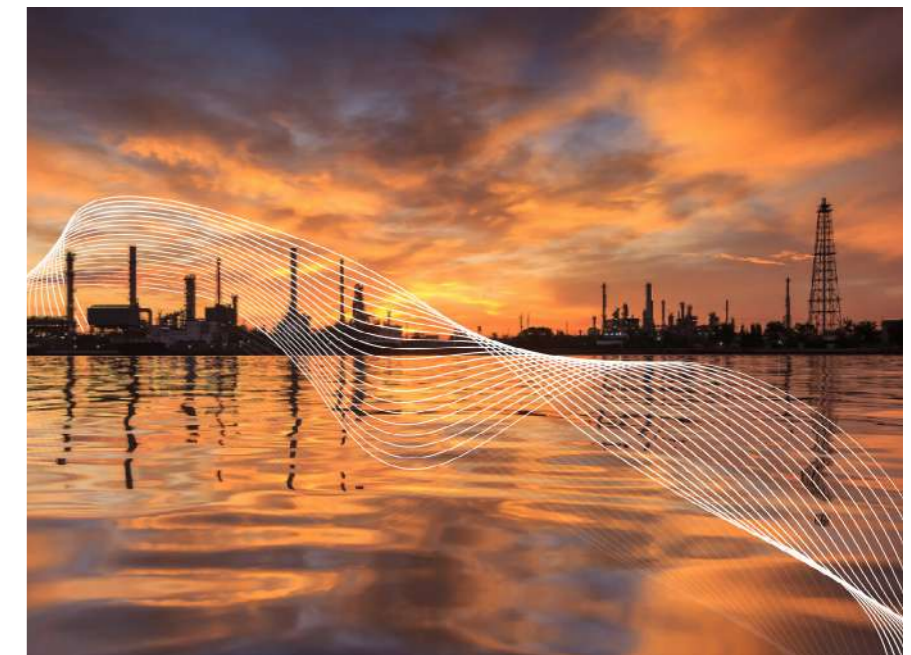
When applying the energy lines, ensure the image has enough space.

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.

Use exactly 20 lines to create a flow.

Do not use more than one set of energy lines in 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.
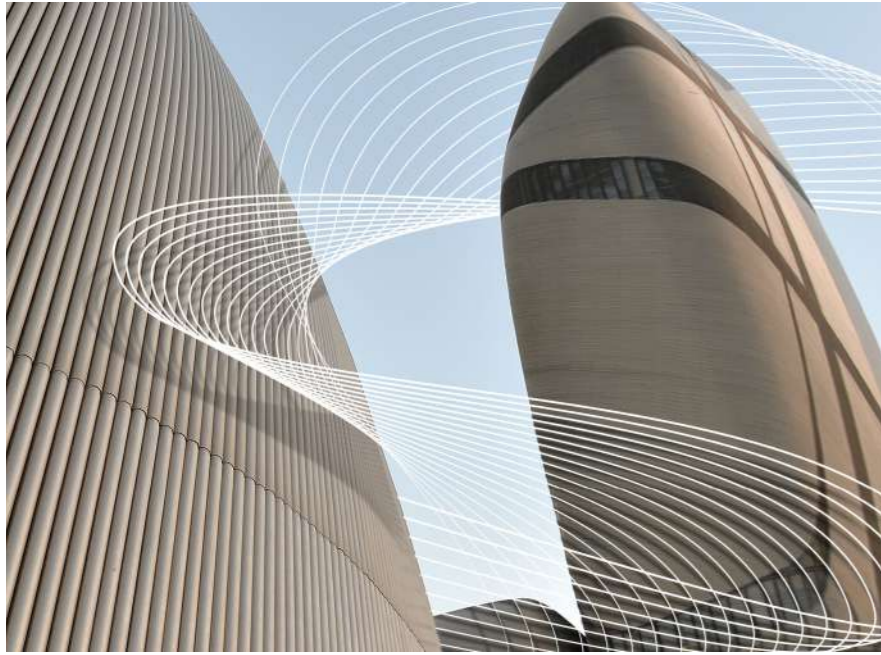
The flow should always start from the main subject on the scene and flows towards the farest edges of the screen or artwork.
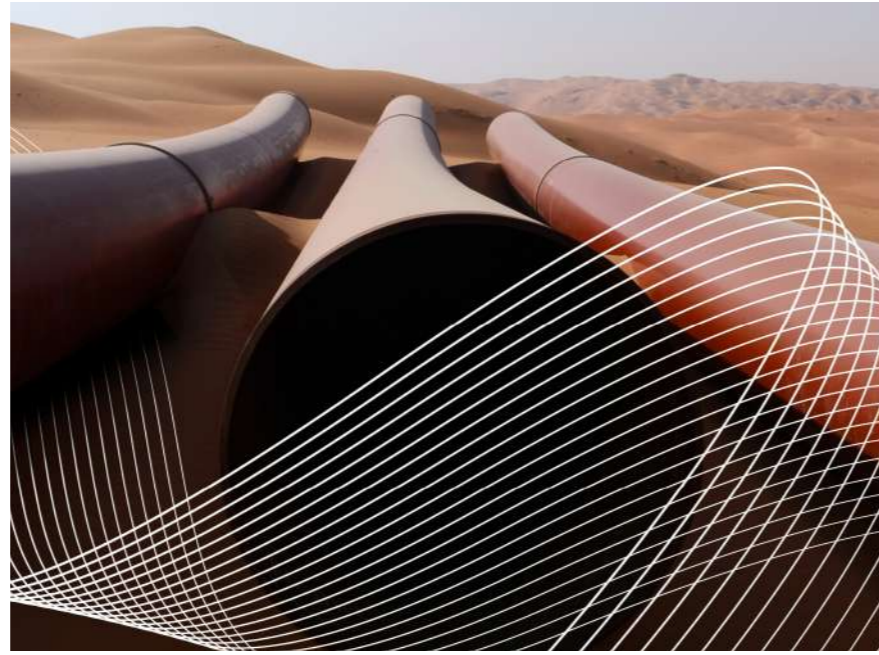
All lines in the flow should move together.

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.
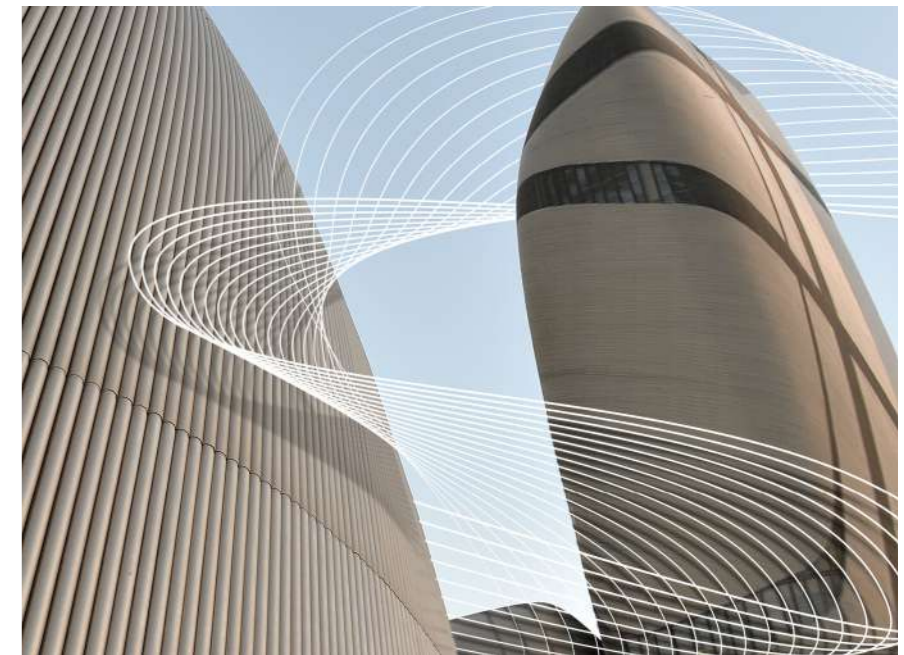
Energy lines should be used once on each scene.

Wordmark

The use of the wordmark as a graphical element has two objectives: establishing a closer relationship with the viewer and reinforcing 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 focus certain subjects while maintaining brand visibility.
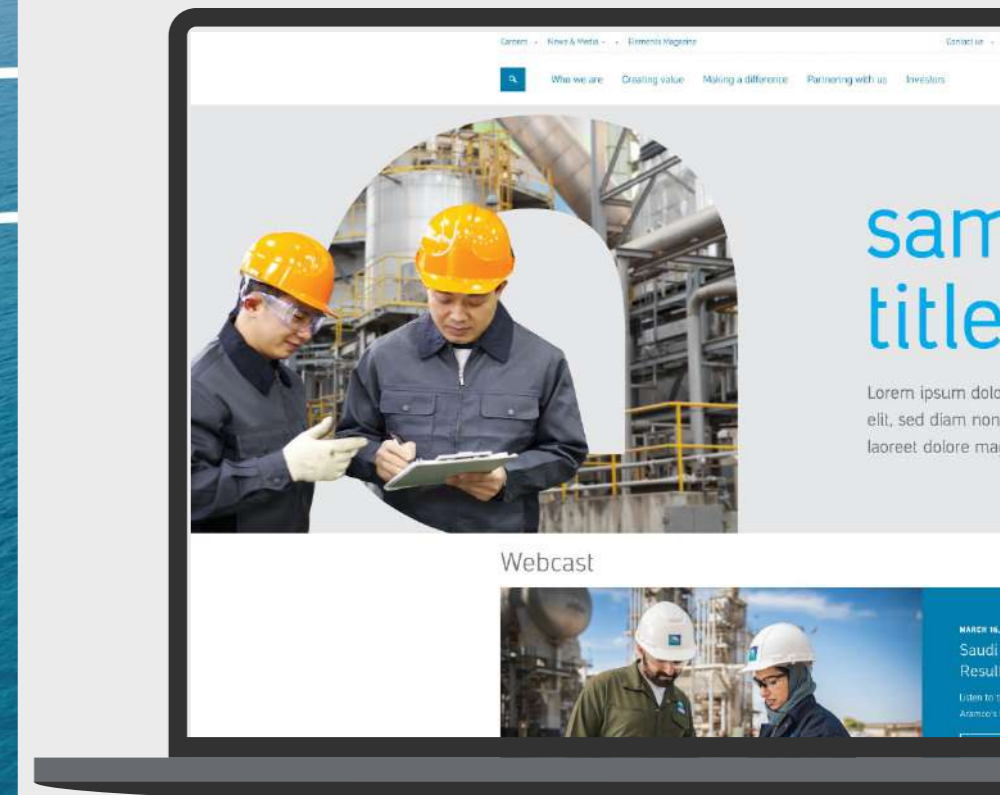
Window wordmark

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

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 colors.

Only partial and window wordmarks can be used in the outline version.
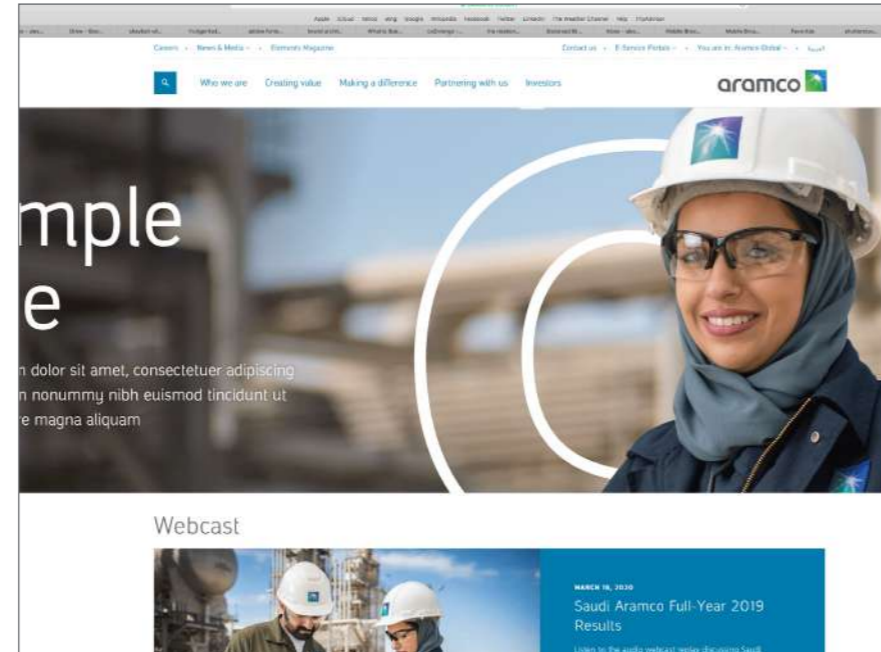
The partial wordmark should be used with 2, 3 or 4 letters.

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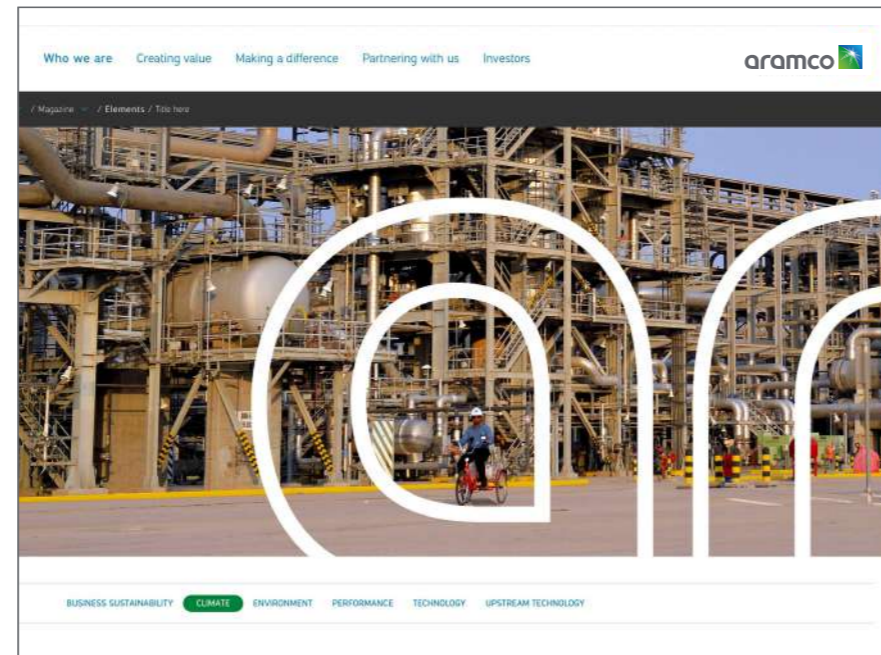
The partial use of wordmark should be only outlined in white or Dark Gray -depending on the background-.

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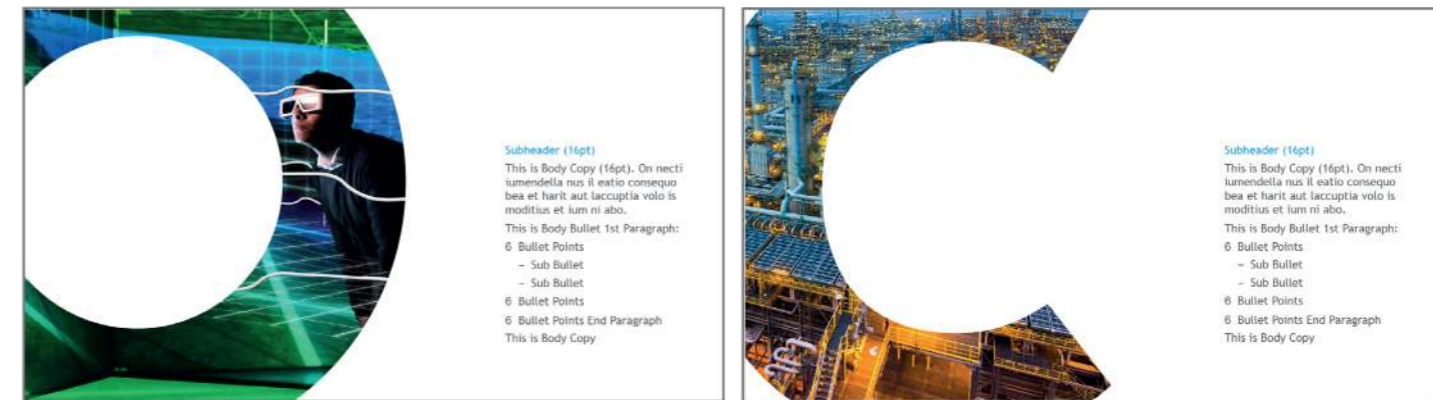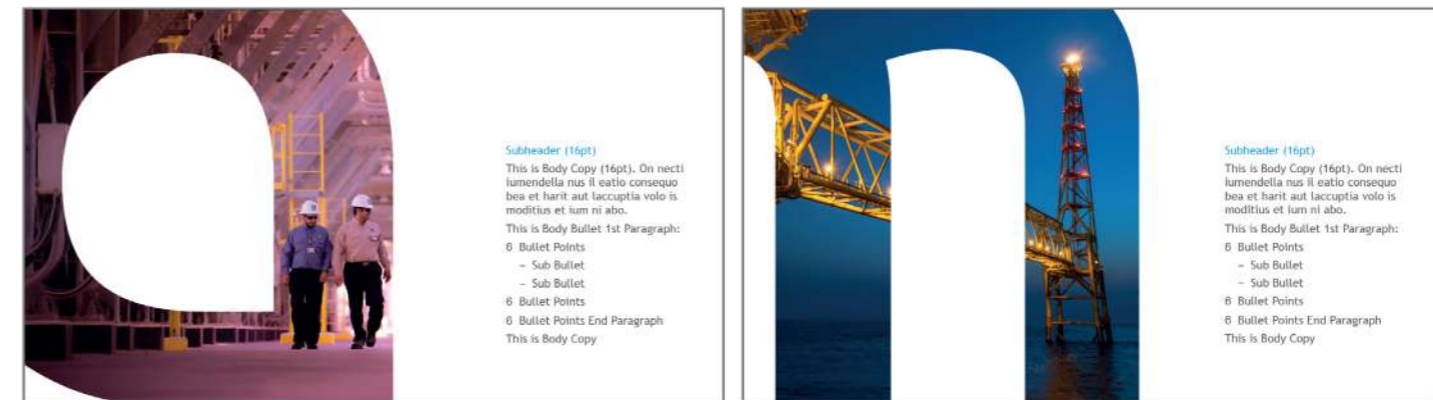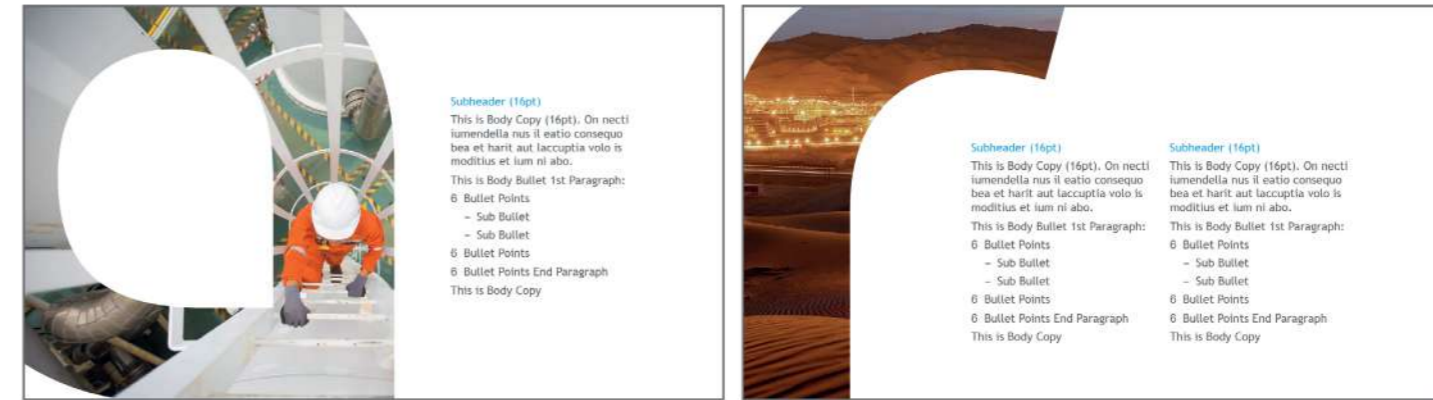
On the window format (not close-up), you can use the remaining letters alone when in sequence.

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 the 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 extreme windows.
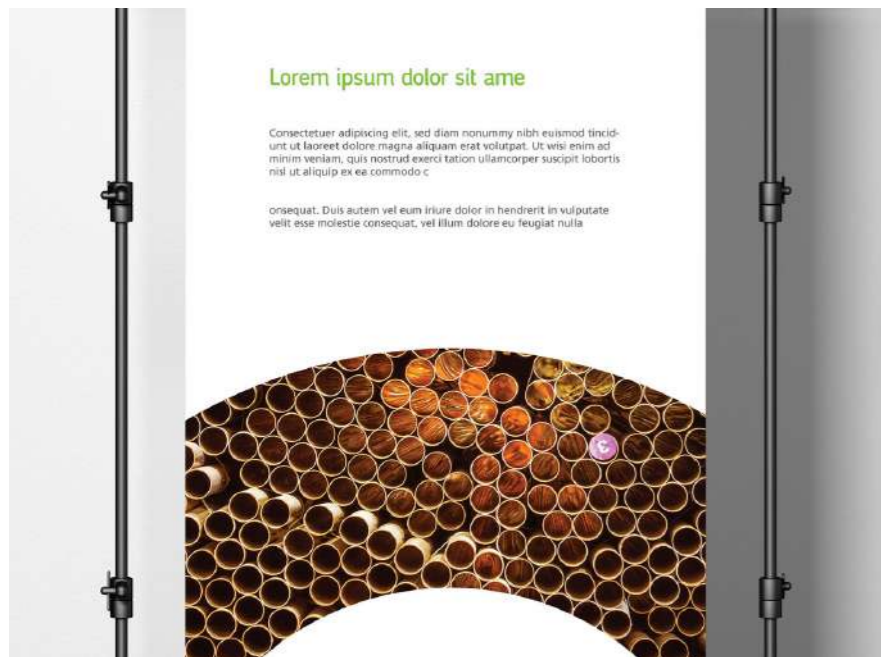
The window should always be filled with one picture.

A borderless version of the window close-up can be applied where a clear design is needed.
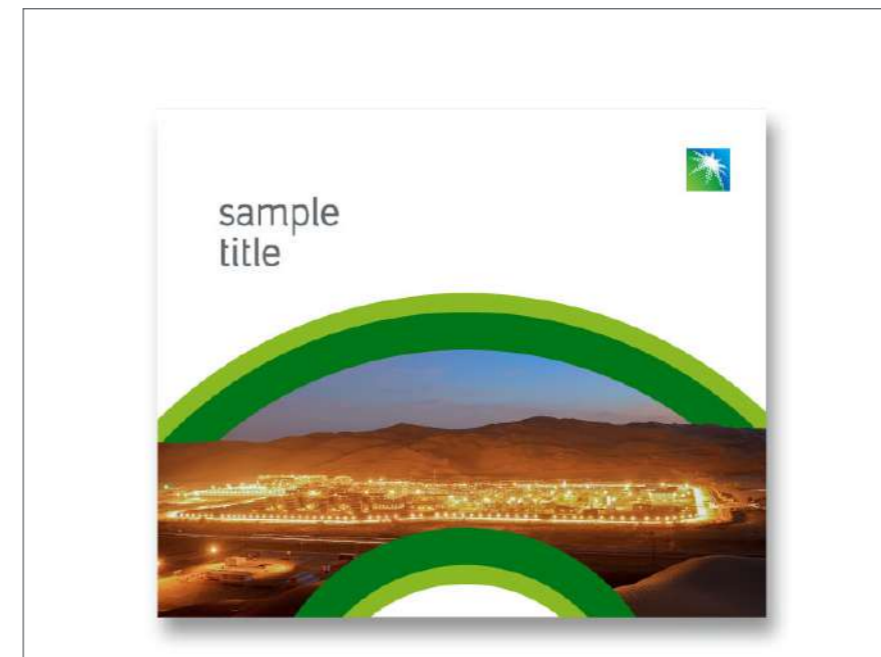
Double stroke should be applied only on the window close-up category.

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

The full wordmark can be cropped to interact with pictures. The following is a cropping formula that will guide you to correctly crop space. Be sure to send to Corporate Identity reviewers before submitting final work.
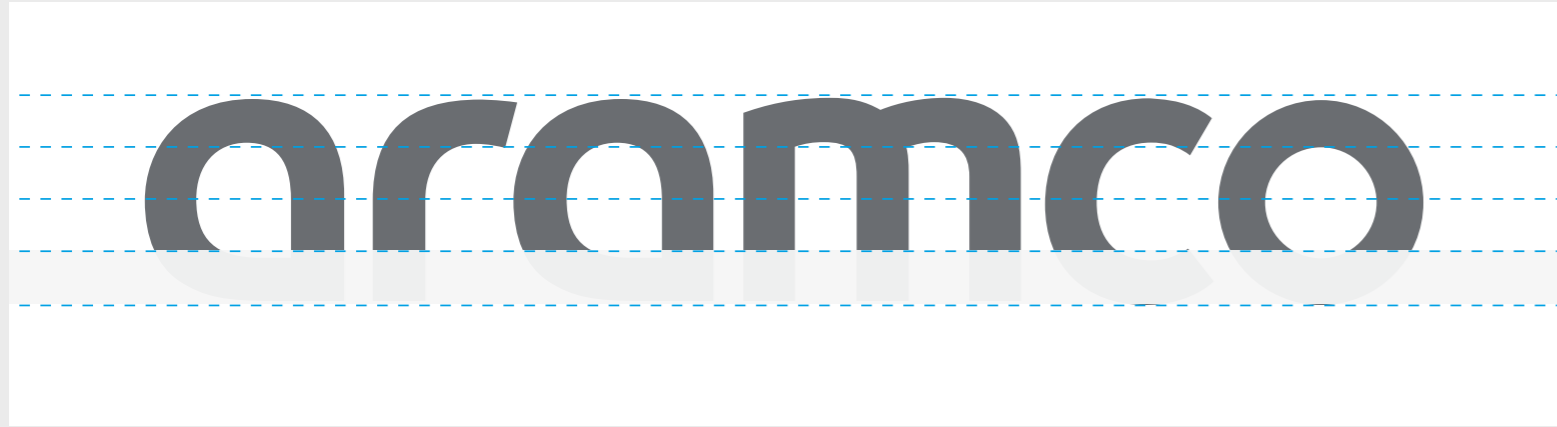
1. Cropping the wordmark from the bottom is allowed up to maximum of 25%.

2. Cropping up to 25% of the letter (a) and the end of letter (o). Cropping must be applied on both sides (right & left)
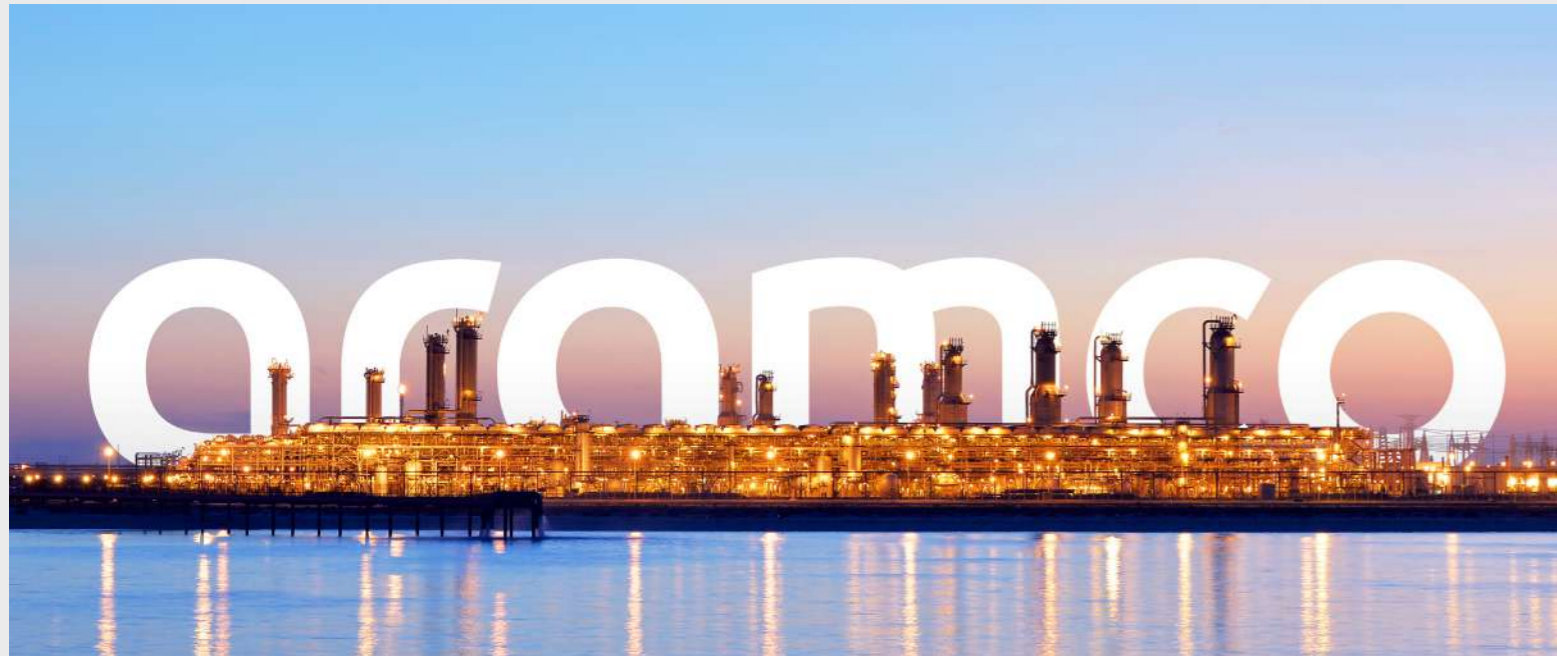
A partial crop of the wordmark is allowed to create impactful interaction between the brand and pictures. Be sure to send to Corporate Identity reviewers before submitting final work.
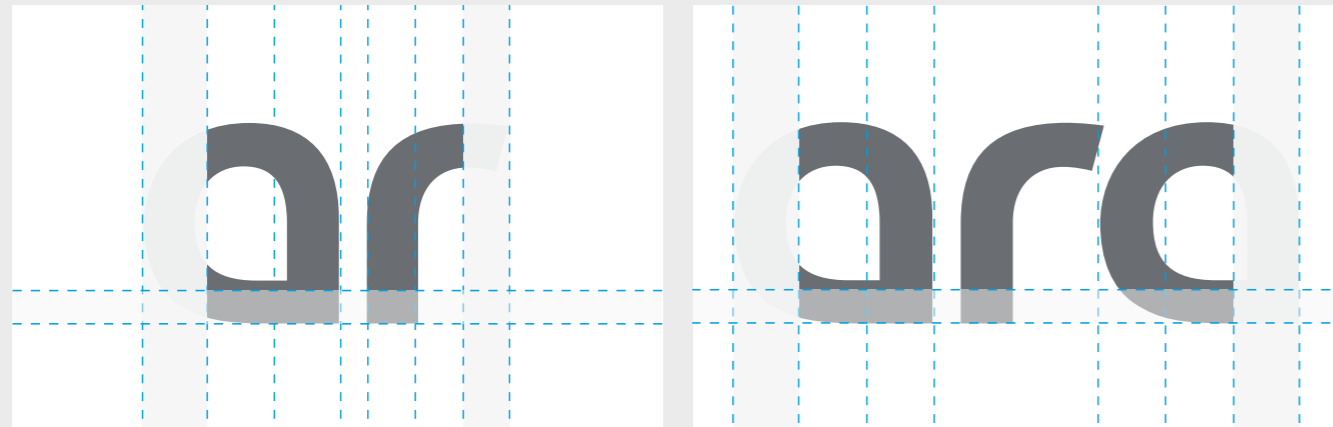
Option 1. (2 letters) Crop within the first third of letter (a) or the last third of letter (r)

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)

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

Crop is allowed on two sides only
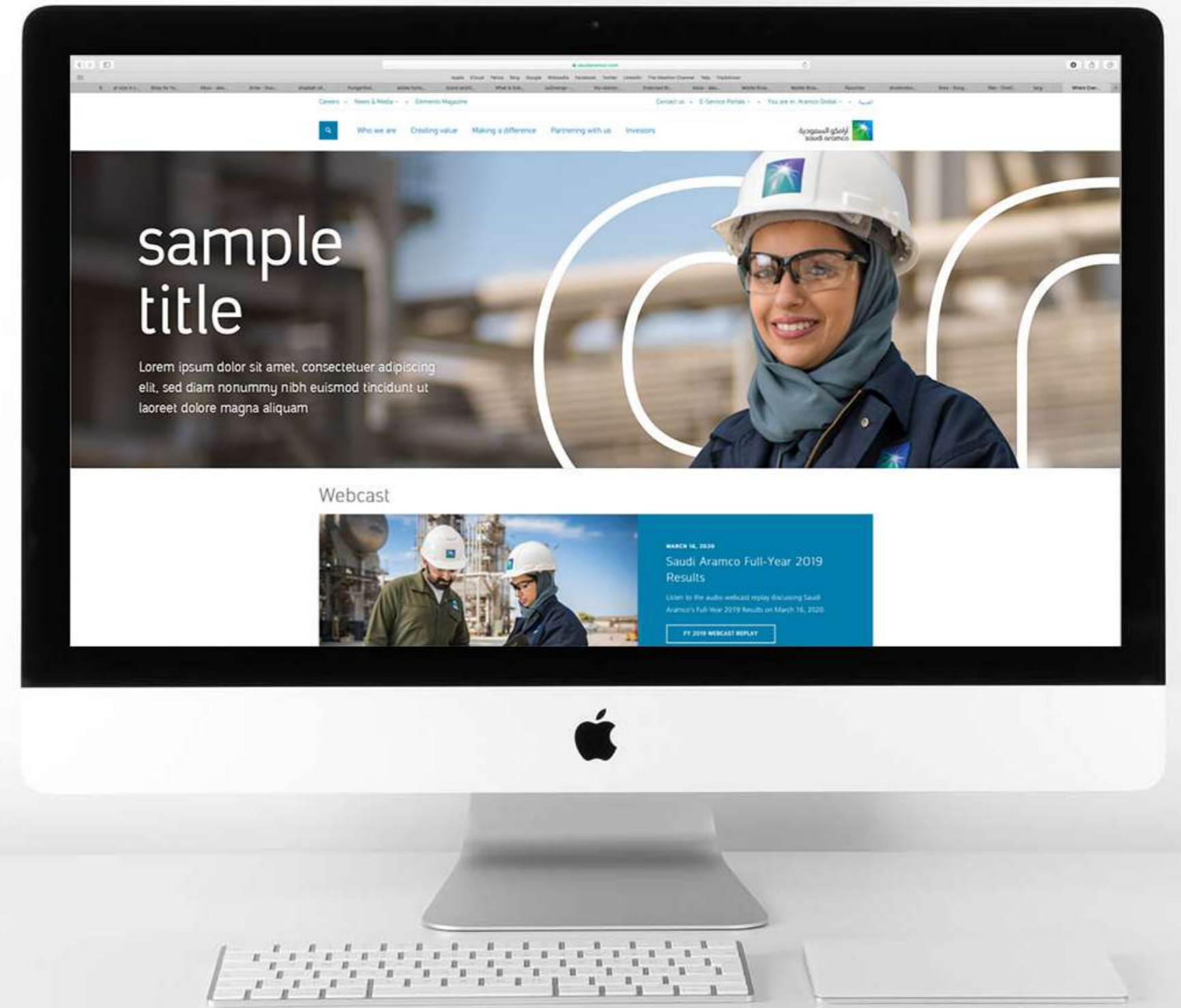
A partial crop of the wordmark is also allowed to create impactful interaction between brand and pictures. Be sure to send to Corporate Identity reviewers before submitting final work.

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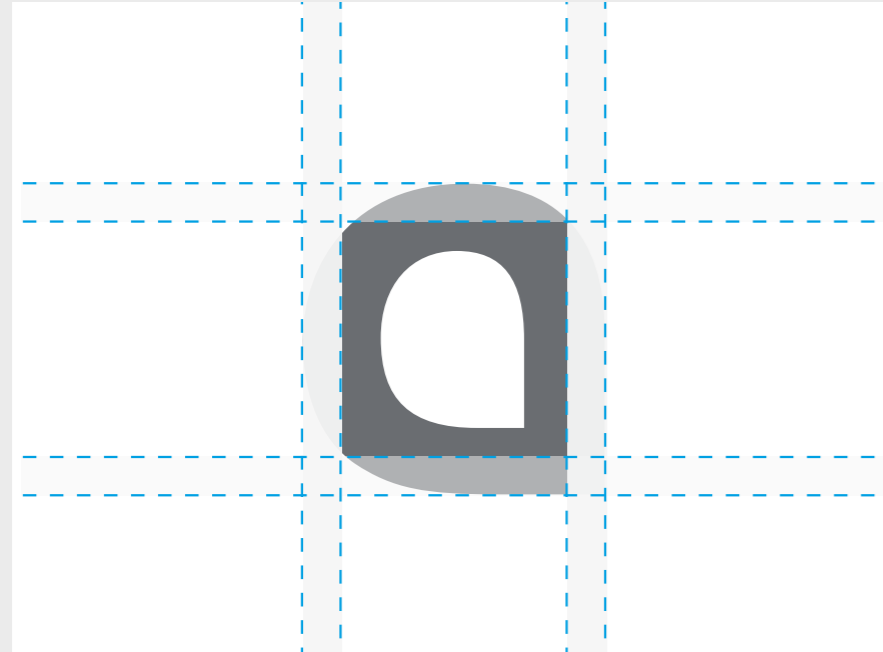
Crop can be applied from any side by following the below rule:
Wordmark height/8

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

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

Partial word mark version

Stroke (1 pt.) ←

Height (2cm)

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

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

Window wordmark version
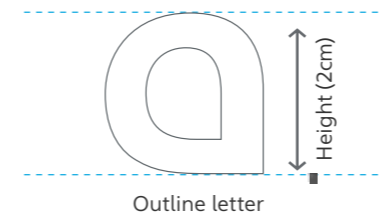
Outline letter

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 the Aramco letters.
3. Set the letter height to 2cm.
4. Outline the letter.

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 2 cm, the second stroke should be 2 pt.
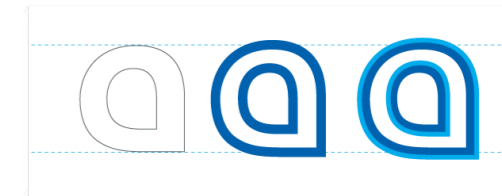
The double stroke should originate from any letter from our wordmark.

Create the stroke based on the following format:

1. First, click on the letter, and then click on window from the menu bar, then click on 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.
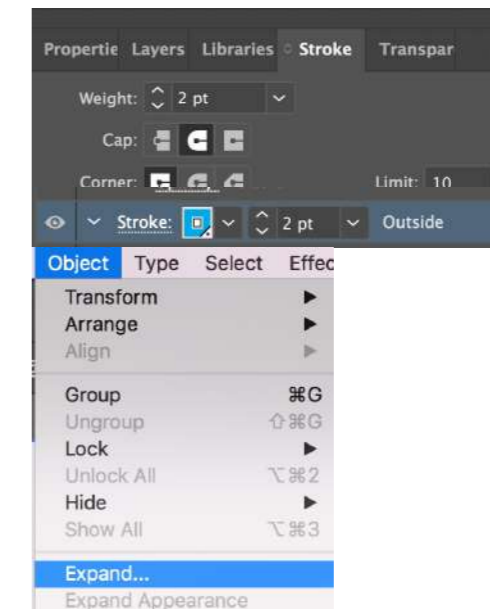
1. Click on the second stroke panel and align it to the outside.
2. Select the strokes then click on object from the menu bar, and expand the lines.
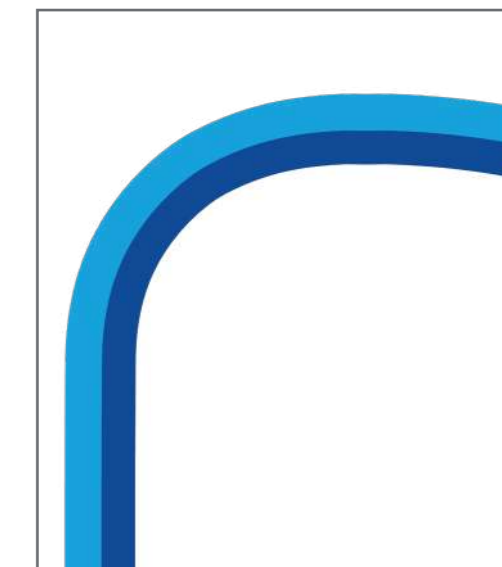
20% to 30% of the wordmark can be used. The letter that is used above is "m".

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.
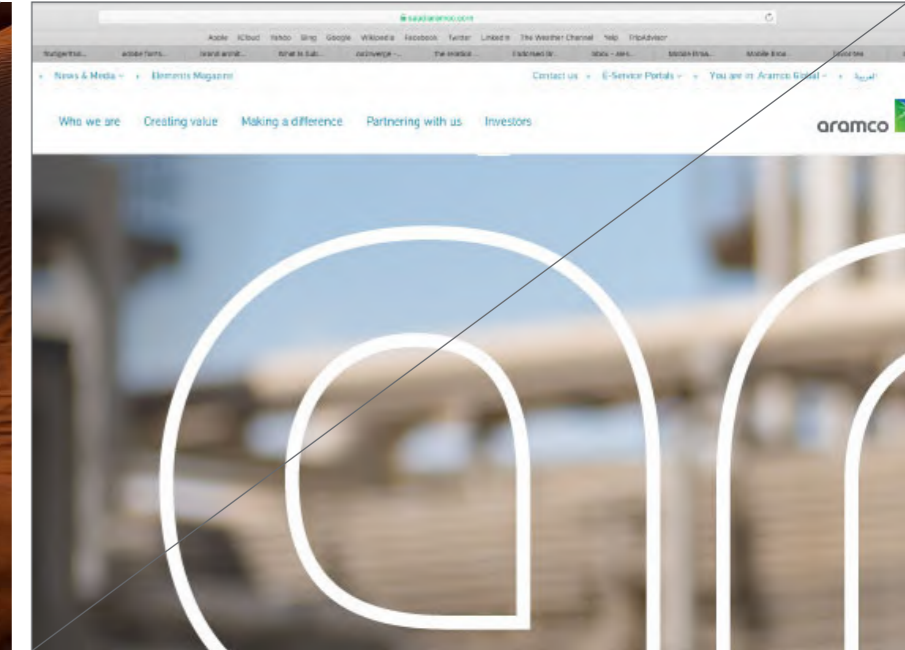
Don't use the wordmark on pictures if it is not interacting with it.
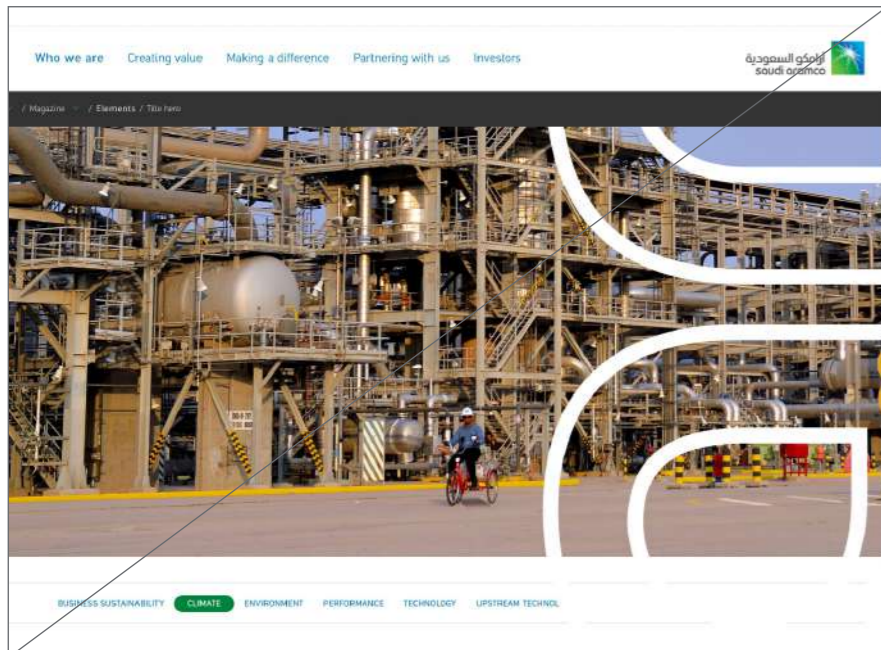
Don't crop the wordmark from three sides.

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

Don't distort the wordmark.

Don't use the wordmark with an unapproved font.

Patterns & Textures

The distinctive form of our letter
"a"allows us to create patterns to be
used in multiple applications.
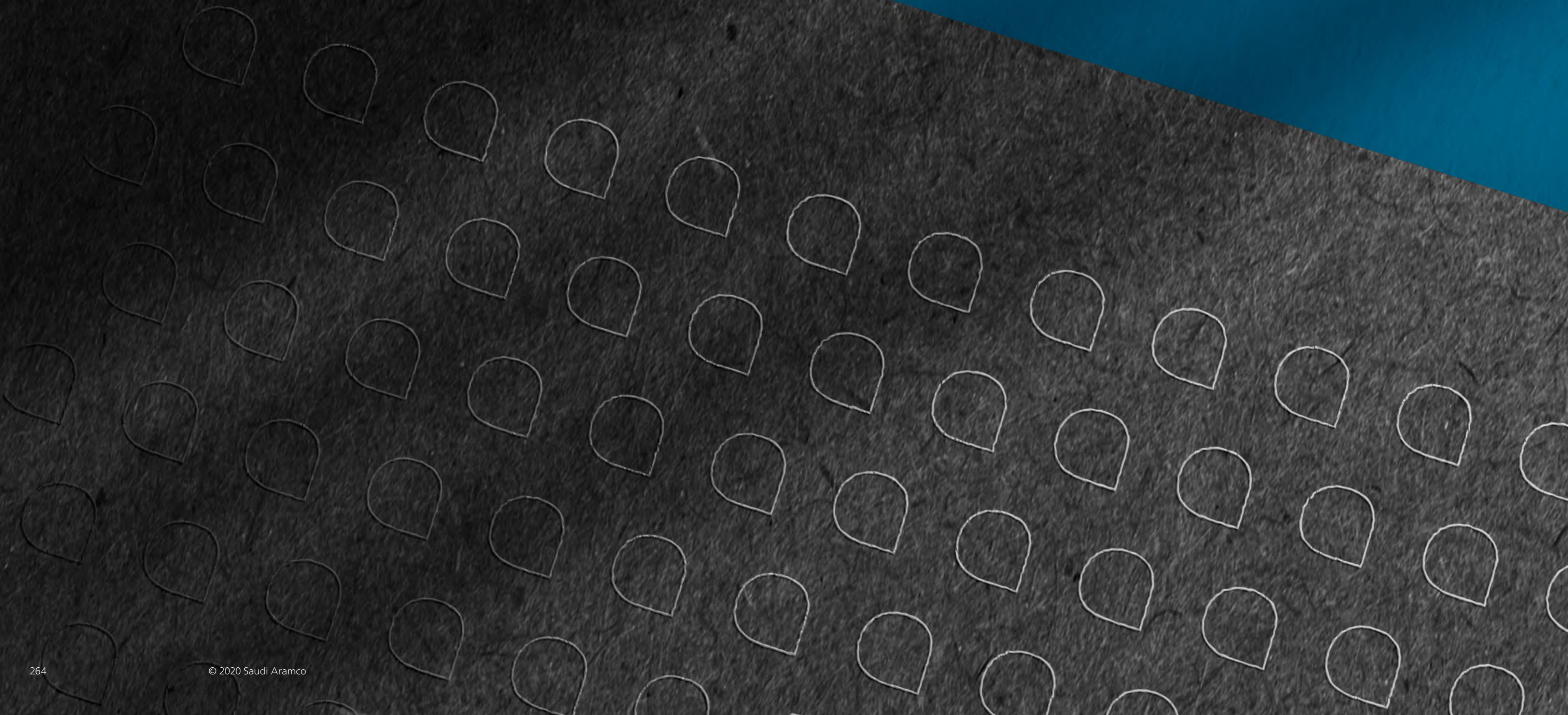
Our fixed pattern is designed to be used on different materials, from digital to offline applications. They come in two styles: stacked and hexagon. Both versions can be outline or filled forms and all of them use our primary color palette.
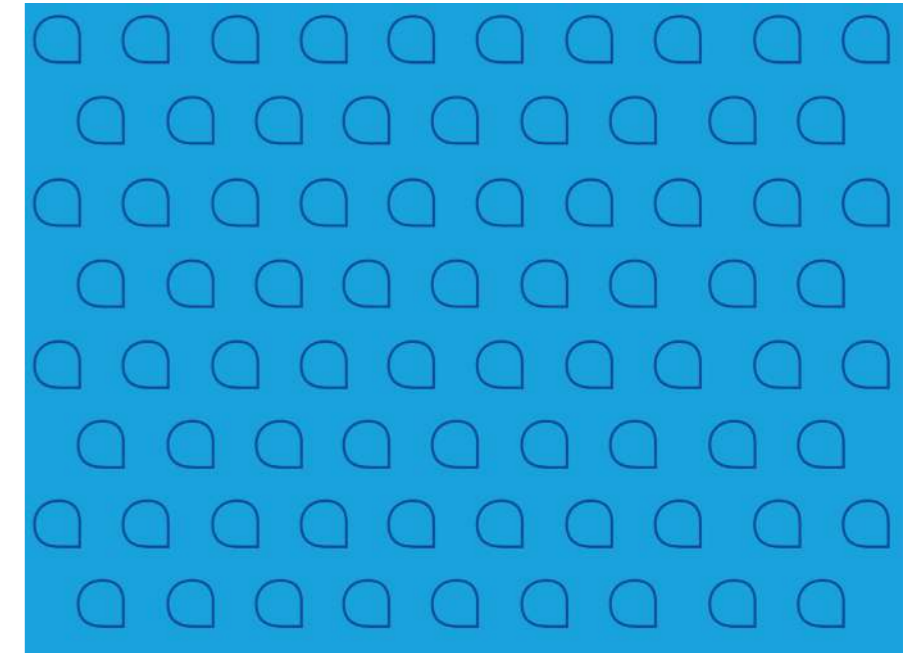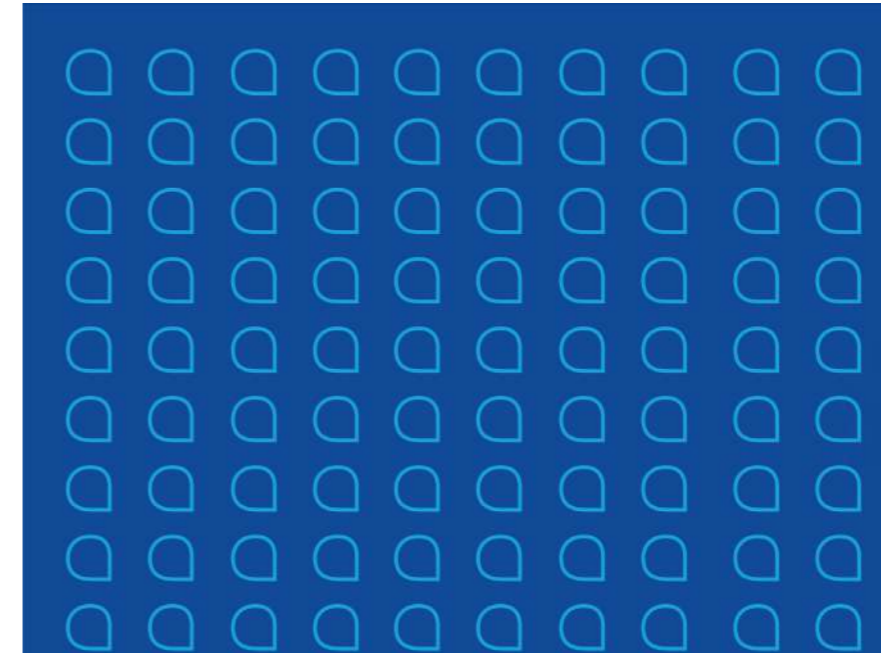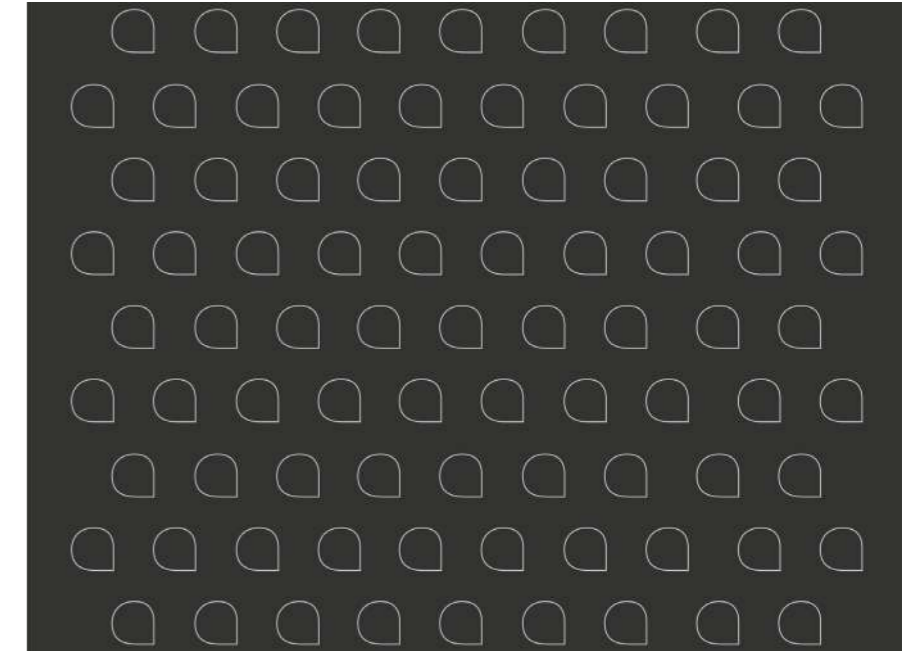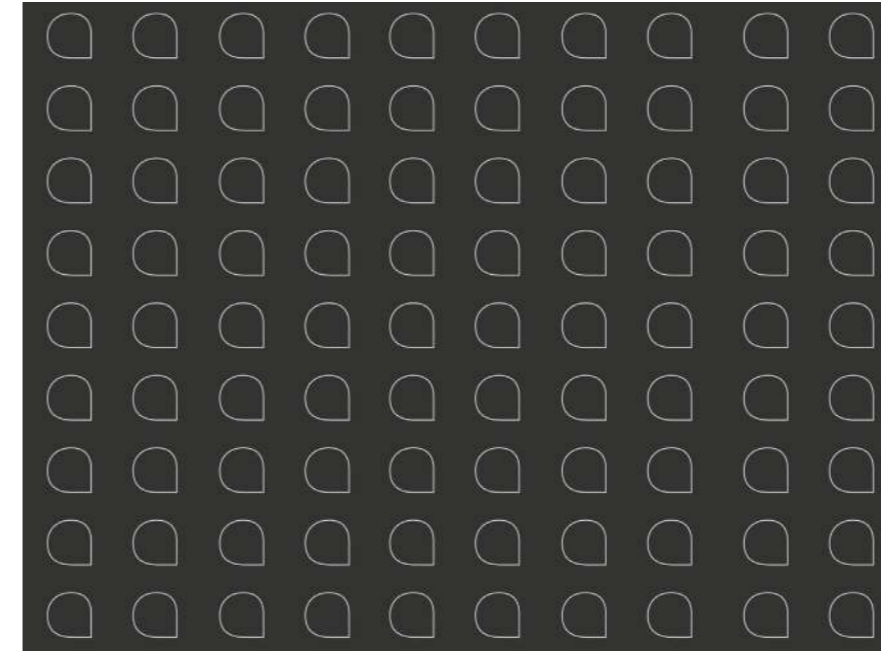
Our original wordmark should be
the starting point to create a pattern.
This will ensure correct measurement
throughout the design. Be sure to
send to Corporate Identity reviewers
before submitting final work.

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.

Stroke (3 pt.)   Height (2cm)   Stroke (10 pt.)   Height (2cm)
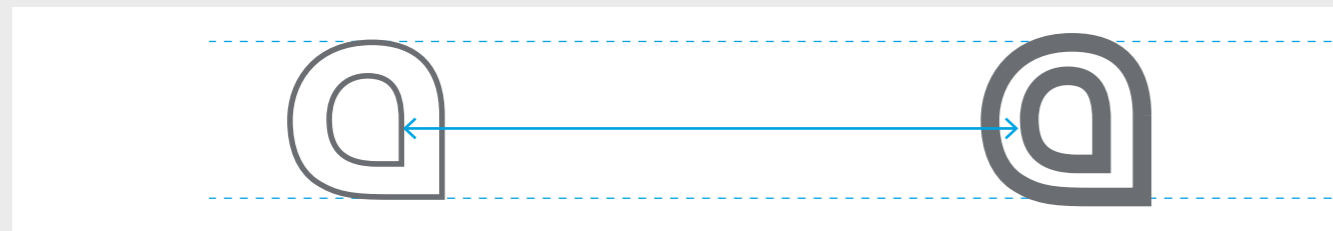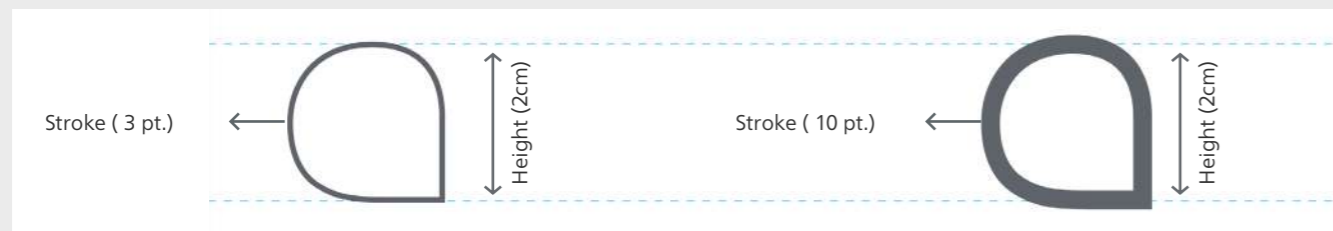
4. The stroke thickness in the outline version is 3 pt , 10 pt on the
organic version, and 5 pt on the ornamental version.

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.
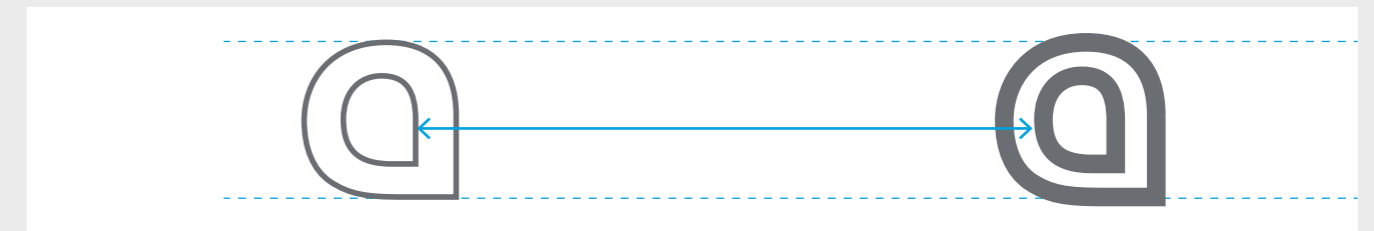
3. Delete the inner line.
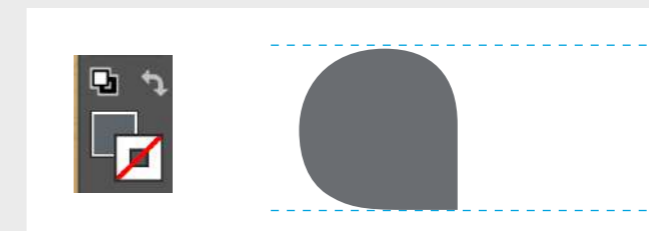
4.Change the color setting from outline to fill.

To create a pattern, follow the steps below (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.
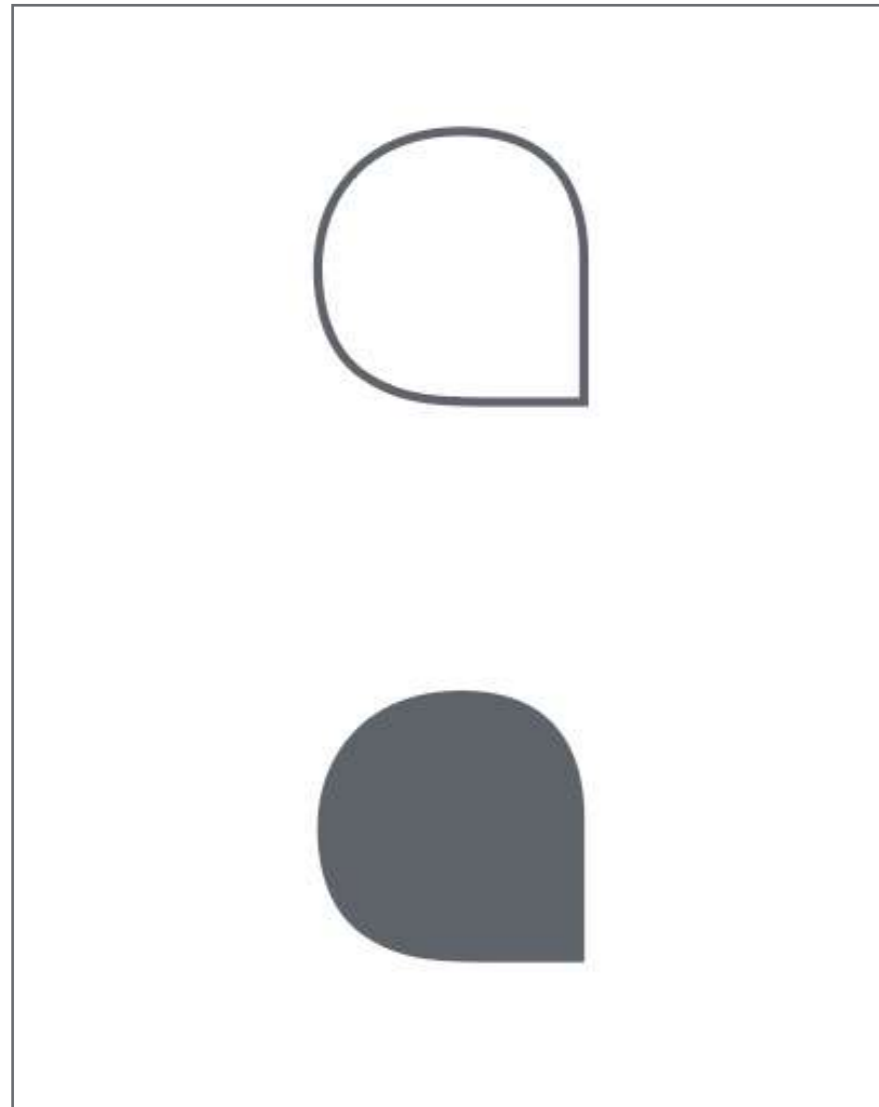
Step 1

After applying the correct size specifications, choose the style you prefer based on the design (outline or full). If your choice is the full version, please go to step 3.
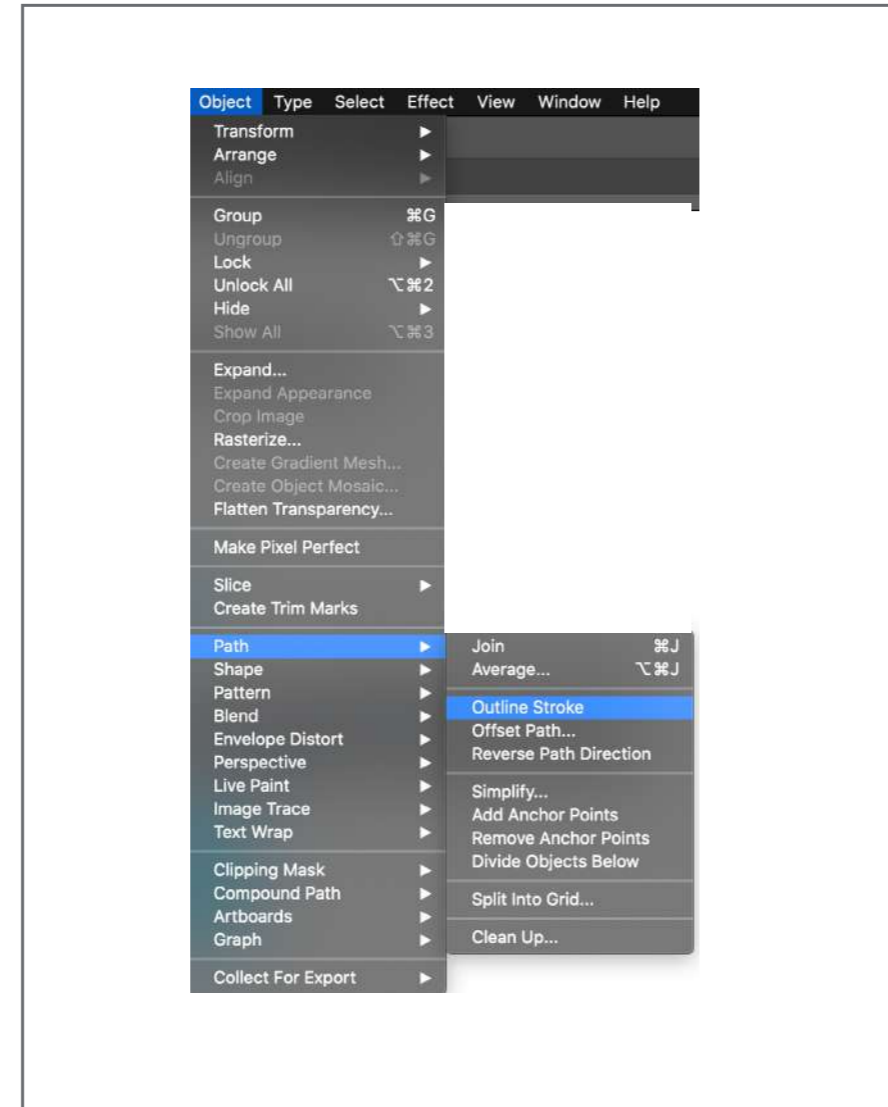
Step 2

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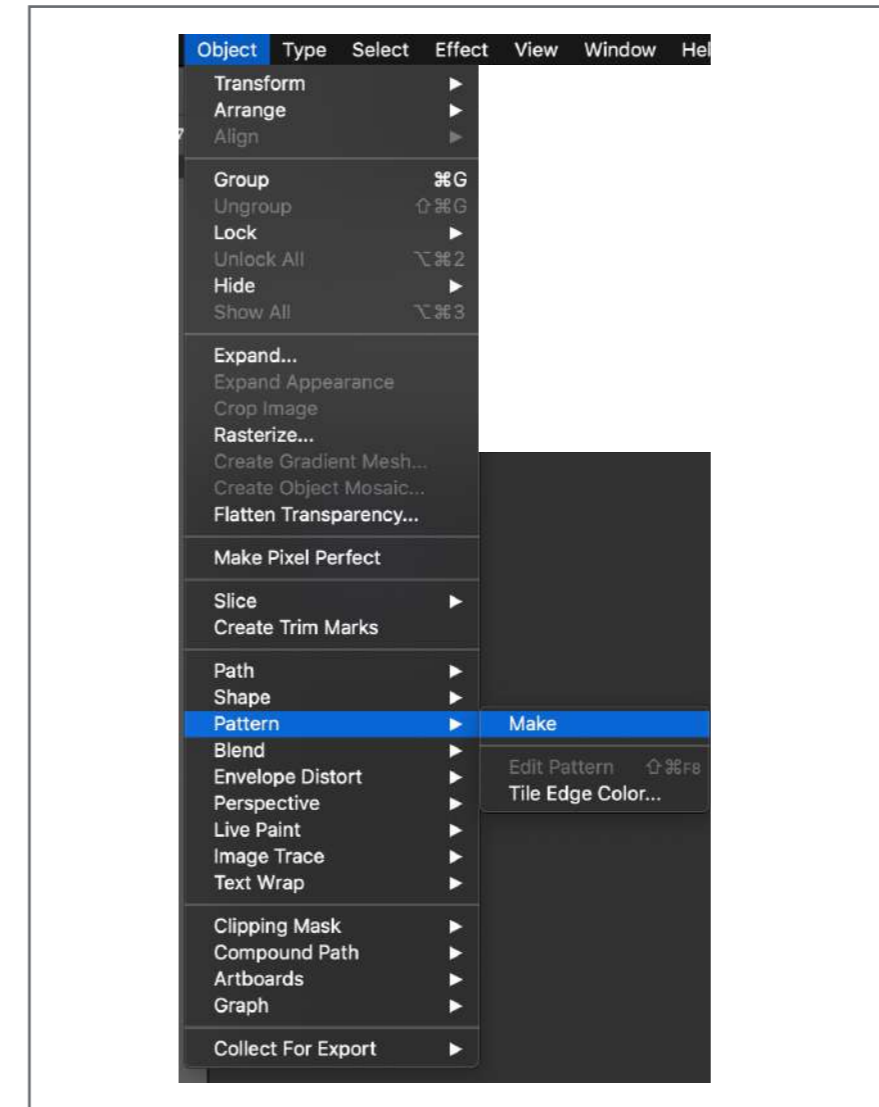
Step 3

To make the pattern, first select the letter, then from the object dropdown menu go to Pattern and select make.
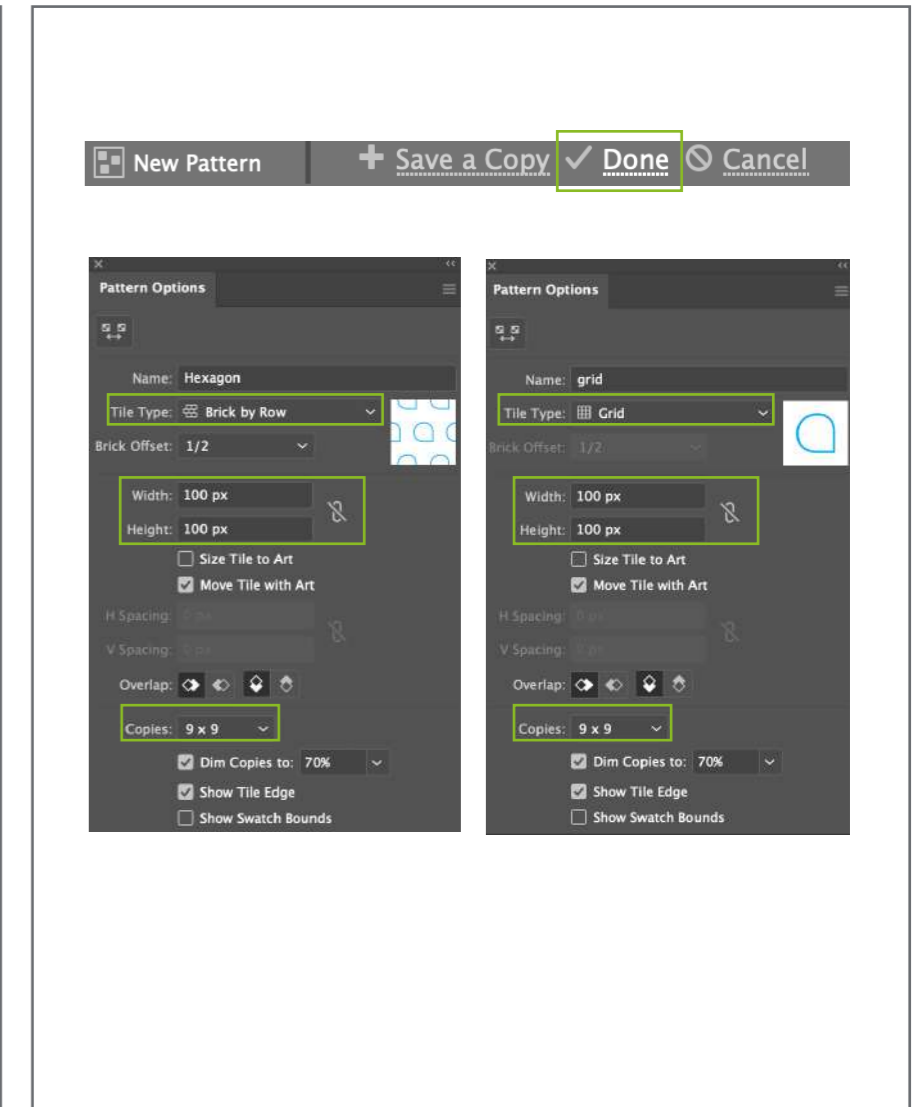
Step 4

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 2-D or 3-D forms. It is recommended to use the organic pattern for physical structures, such as walls.

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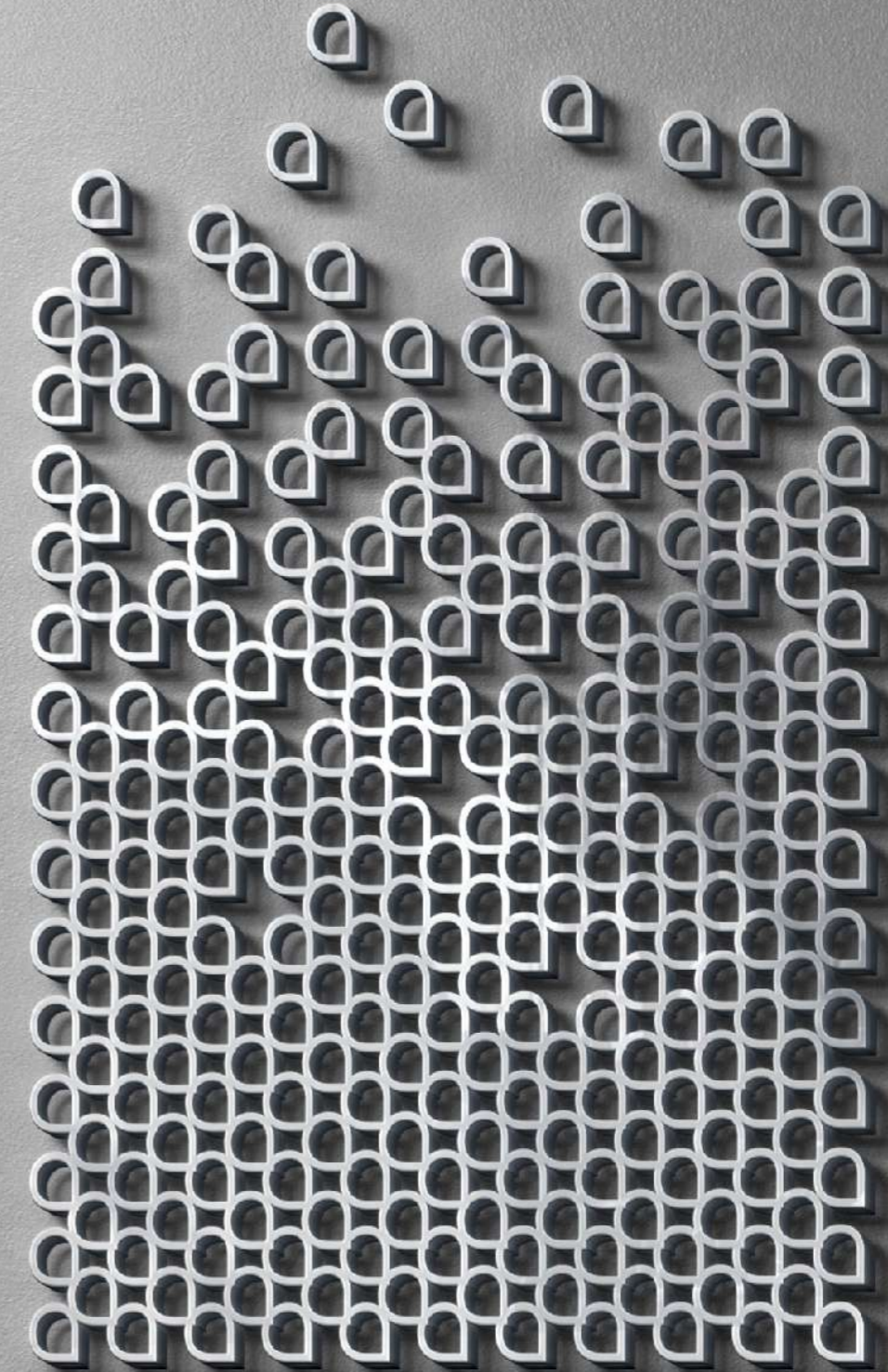
Our original wordmark should be the starting point to create a pattern. This will ensure correct measurement through out the design. Be sure to send to Corporate Identity reviewers before submitting final work.

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

Proportion: fixed and organic pattern
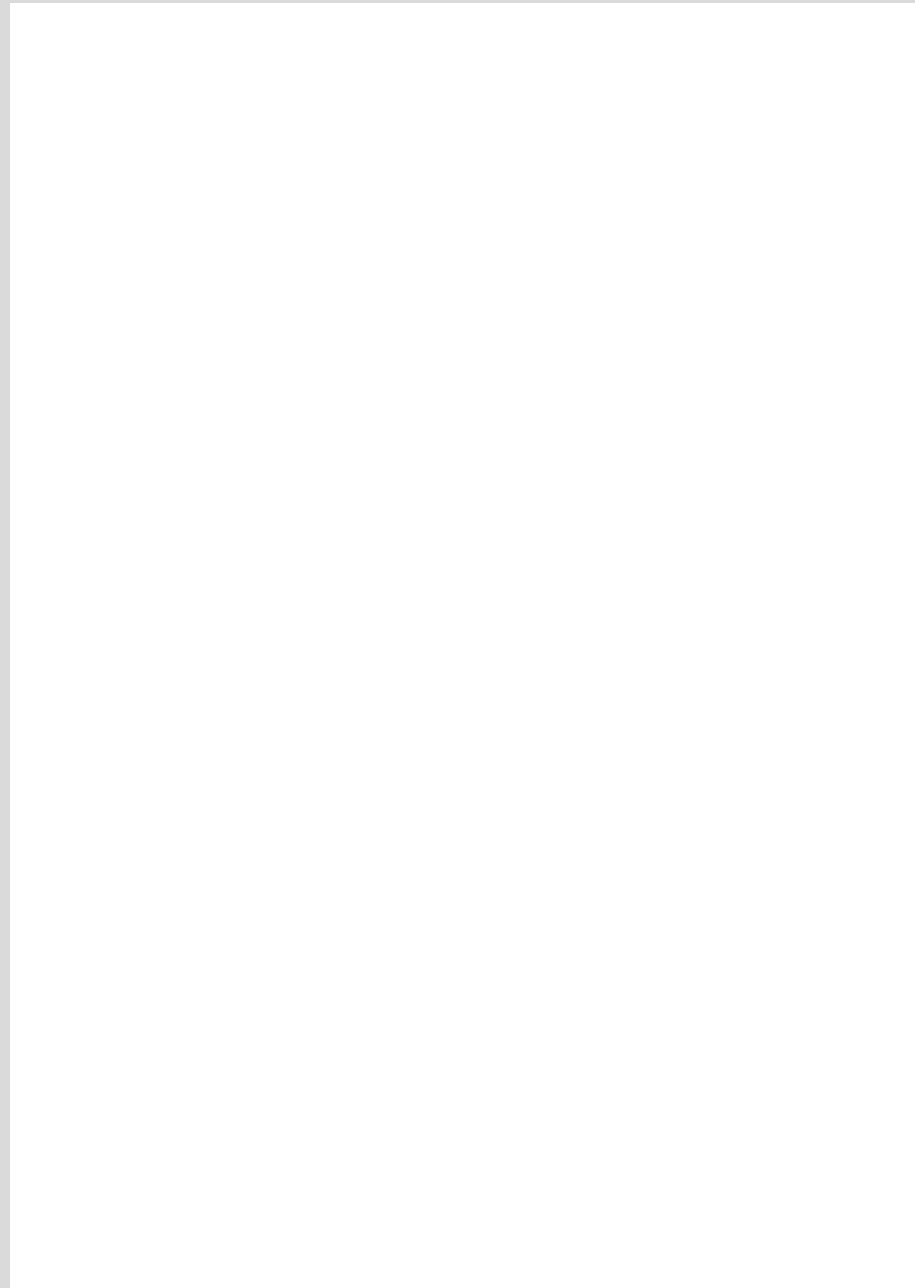
120 mm

6 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.
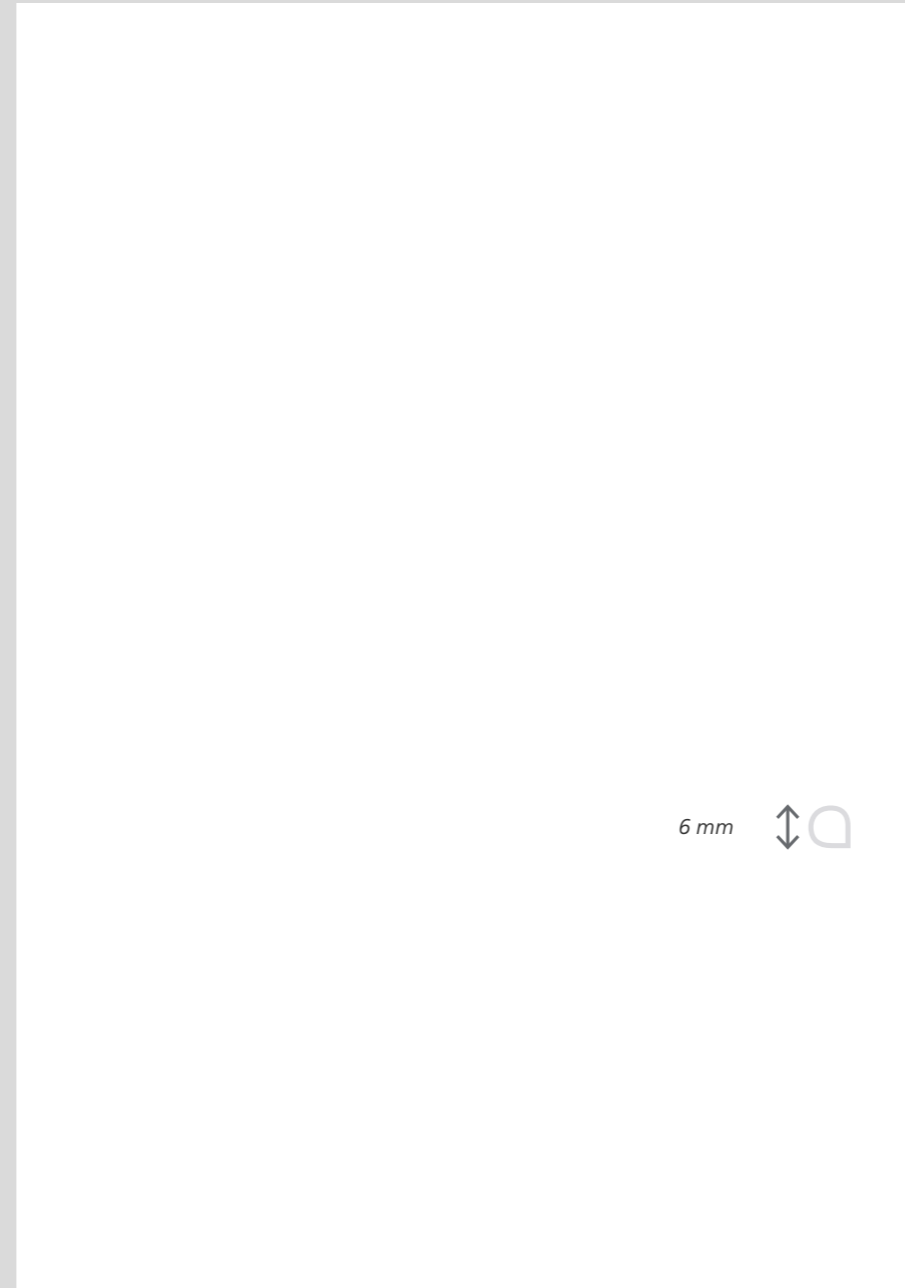
Step 2 – Size the "a"

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

Step 3 – Design

Make sure there is an organic feel by placing each letter (a).

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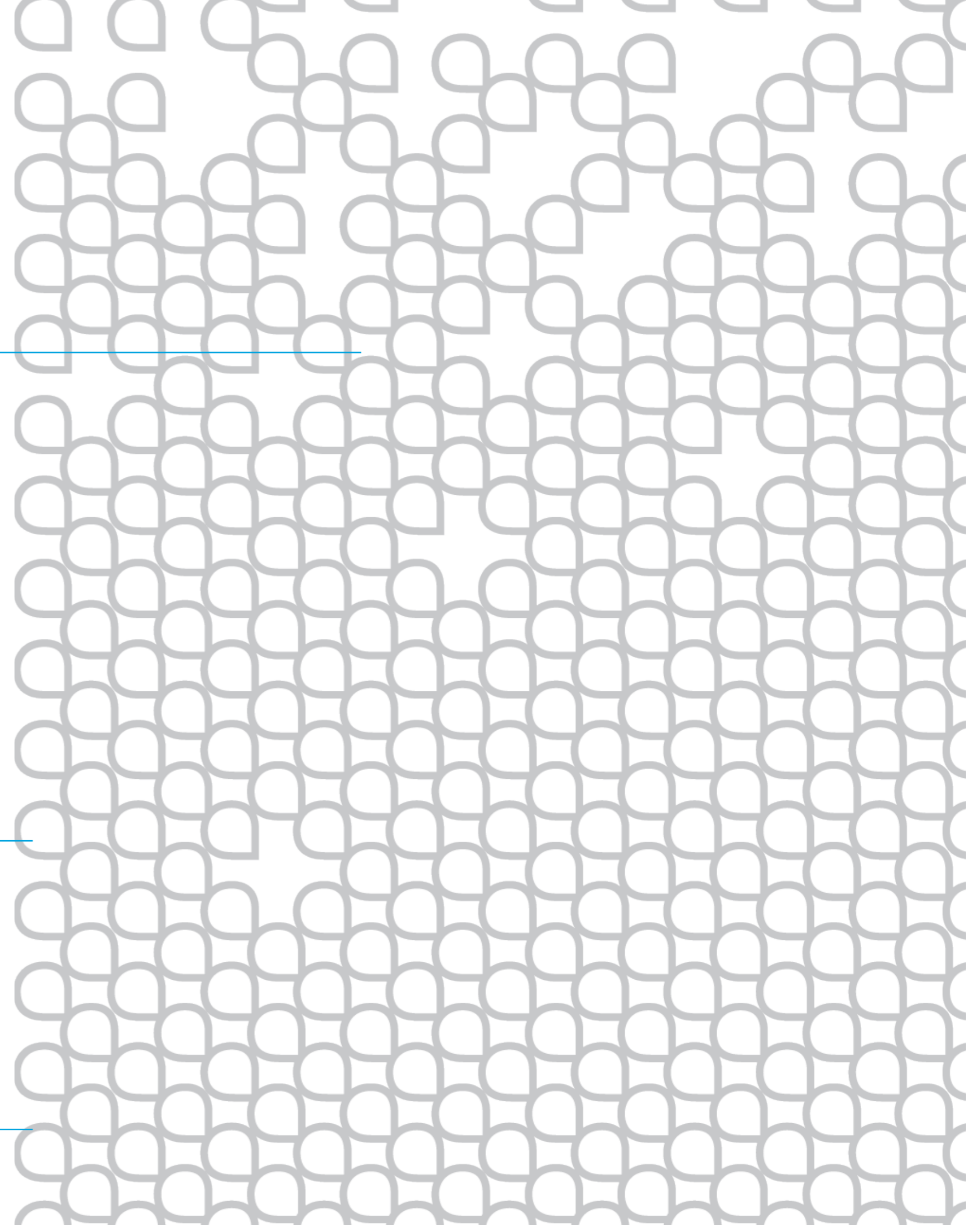
Our ornamental pattern has been
created for decorative purposes.
This will give the user the freedom
to use it in different business
communications, such as packaging,
in reports, for presentations, etc.

© 2020 Saudi Aramco

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 visual shorthands to be connected across our brand.
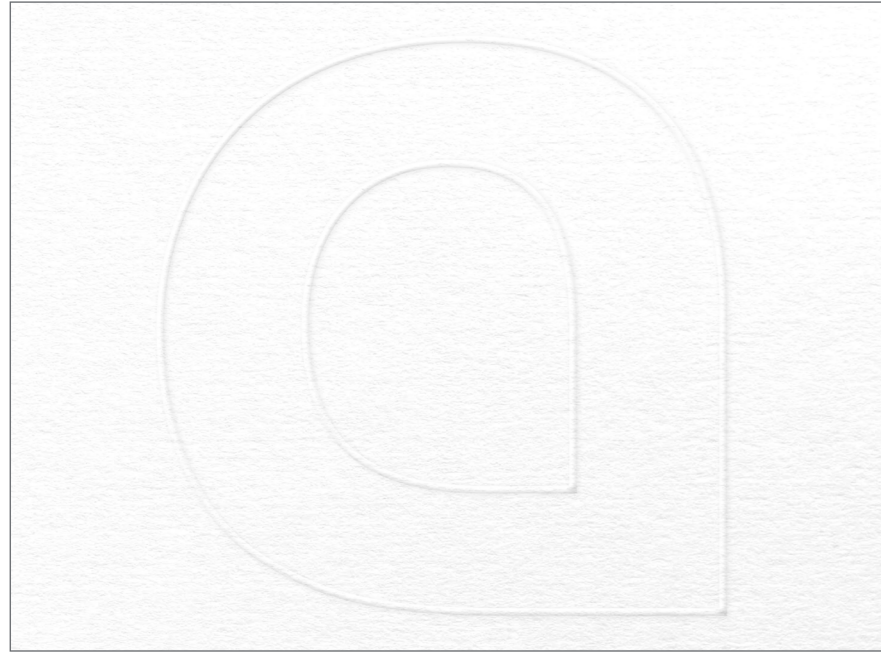
Patterns and textures must be created with the letter "a" from the wordmark.
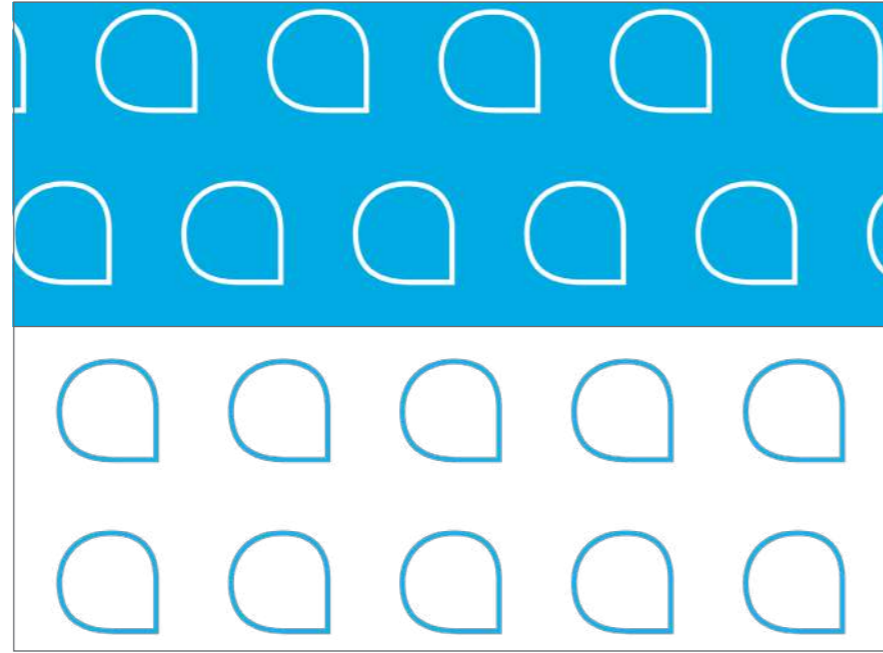
On fixed patterns, use hexagon or stacked forms.

The outline "a" style has two stroke sizes: 3 pt. for fixed patterns, 10 pt. for organic patterns 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.
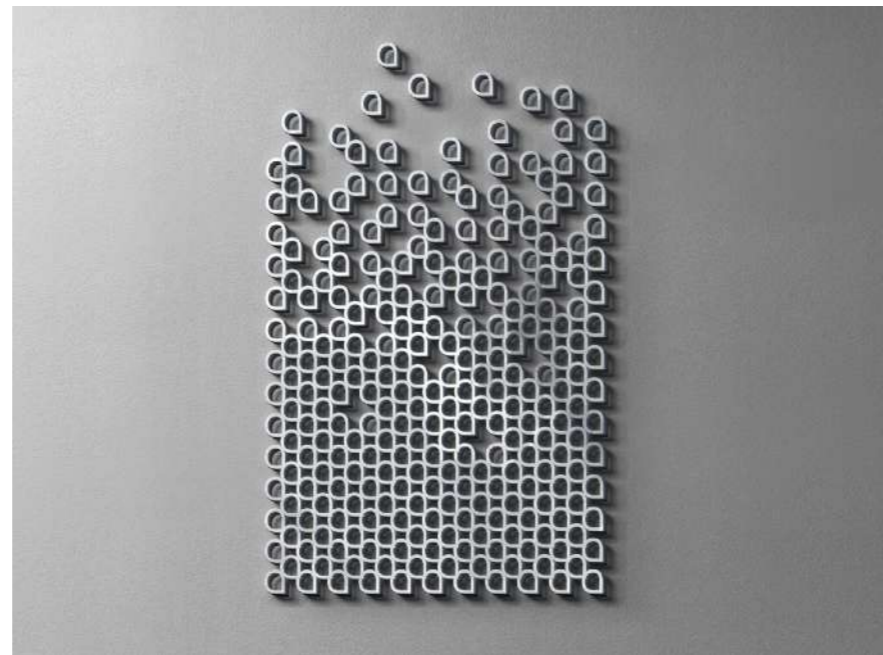
Organic patterns are also designed for 3-D applications.

Ornamental patterns are always from 40% to 60% opacity.
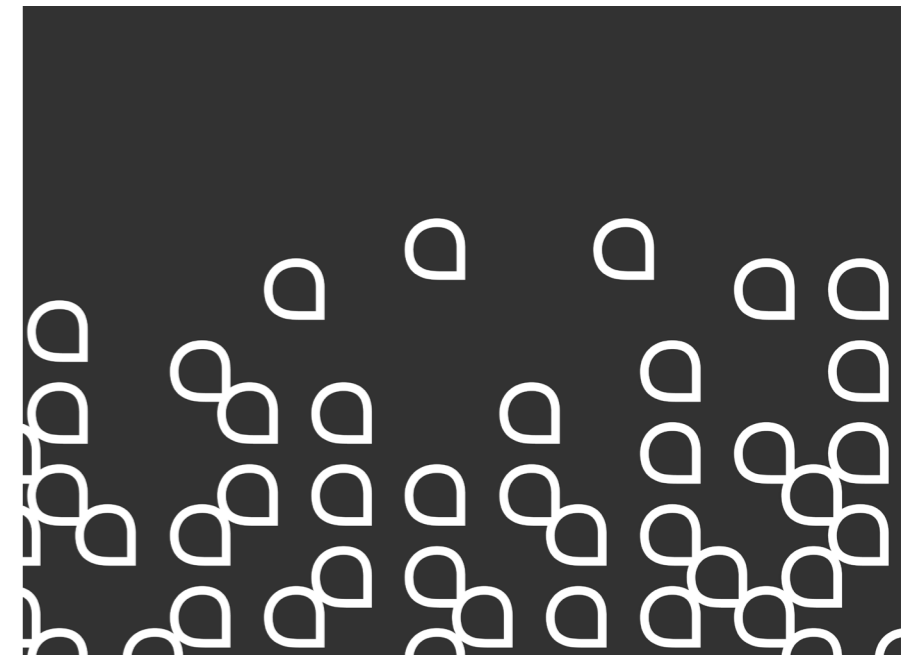
Fixed and organic patterns should be used with solid colors only (100% opacity).
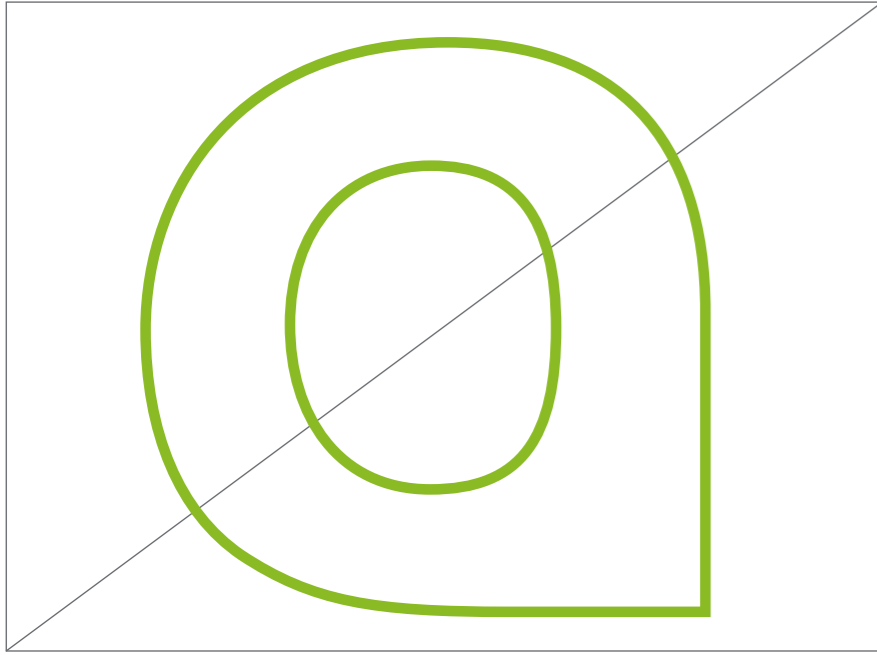
Do not deform the letter "a".
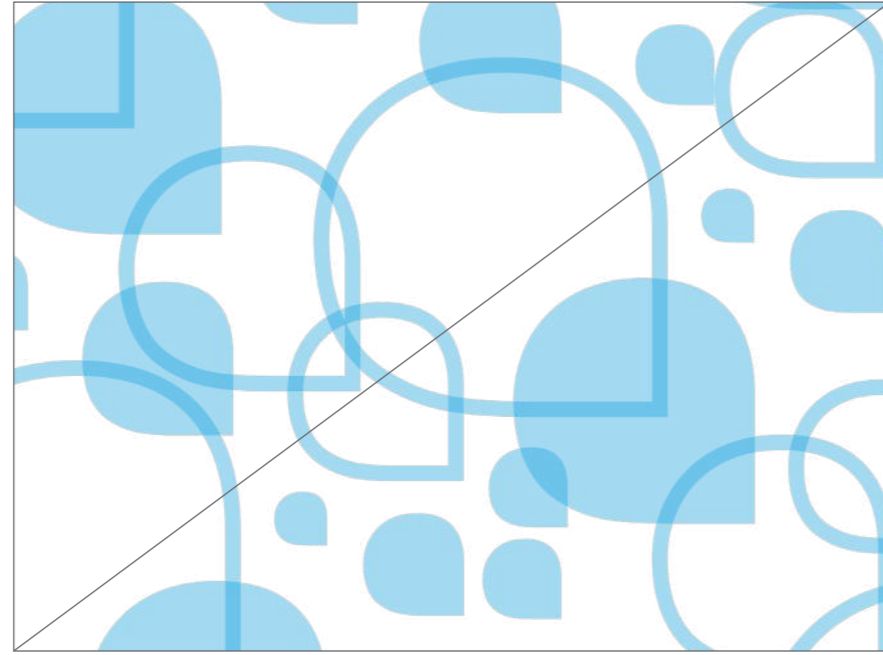
When using a graphic element pattern, do not exceed 20 letters per design.
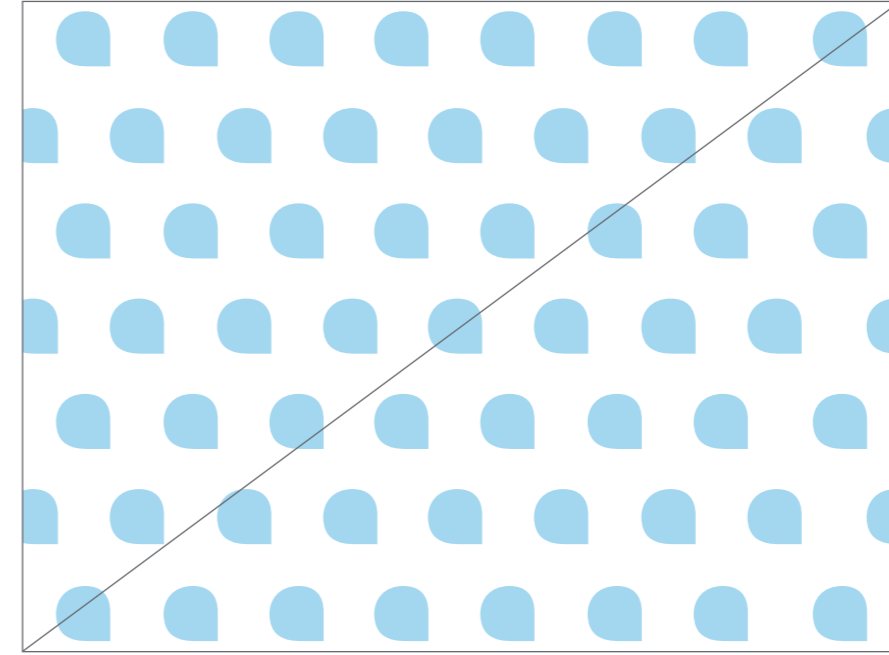
Do not use opacity for the organic or fixed patterns.
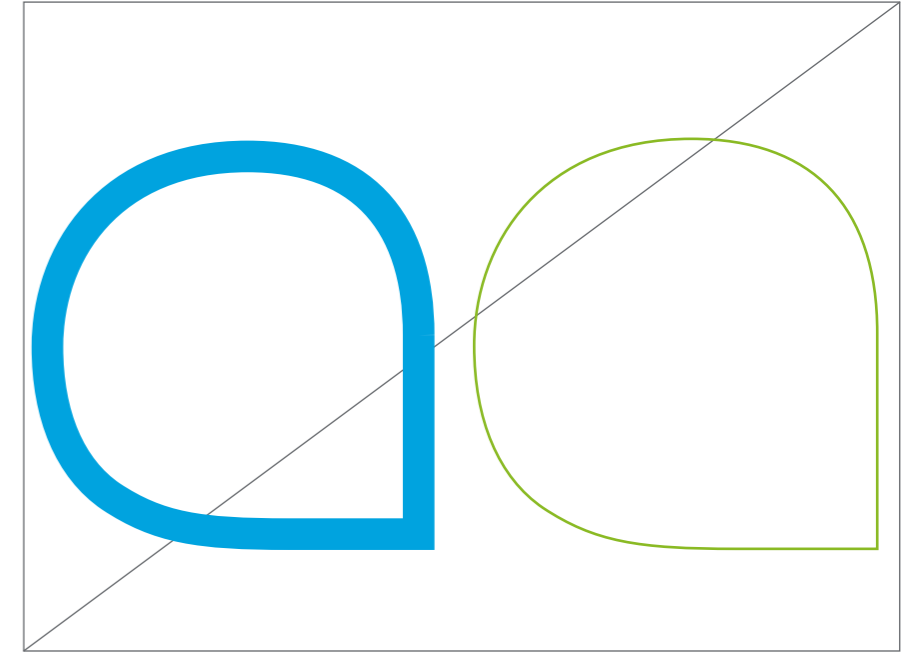
Do not change the weights for the stroke.
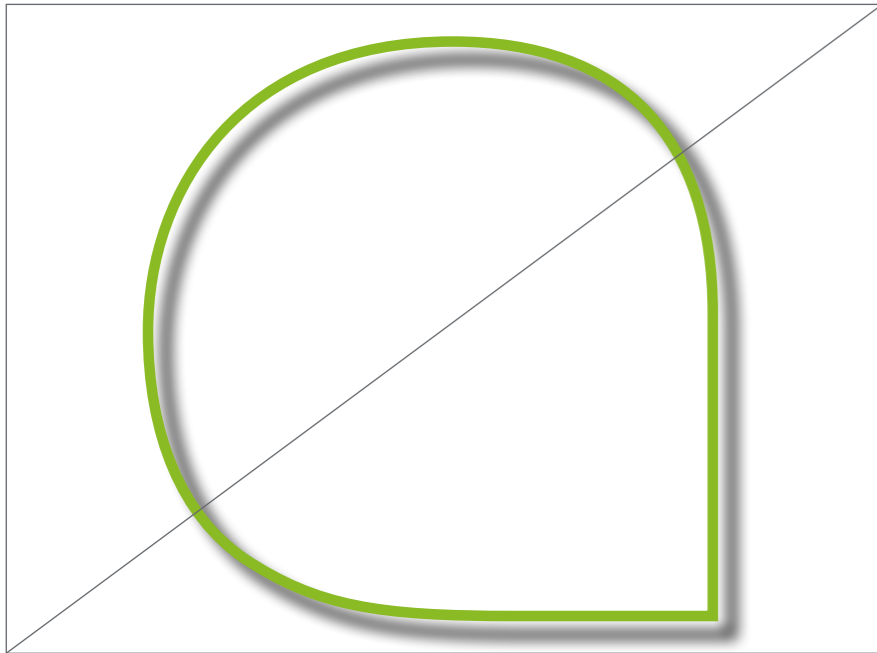
Do not apply drop shadow or other effects.
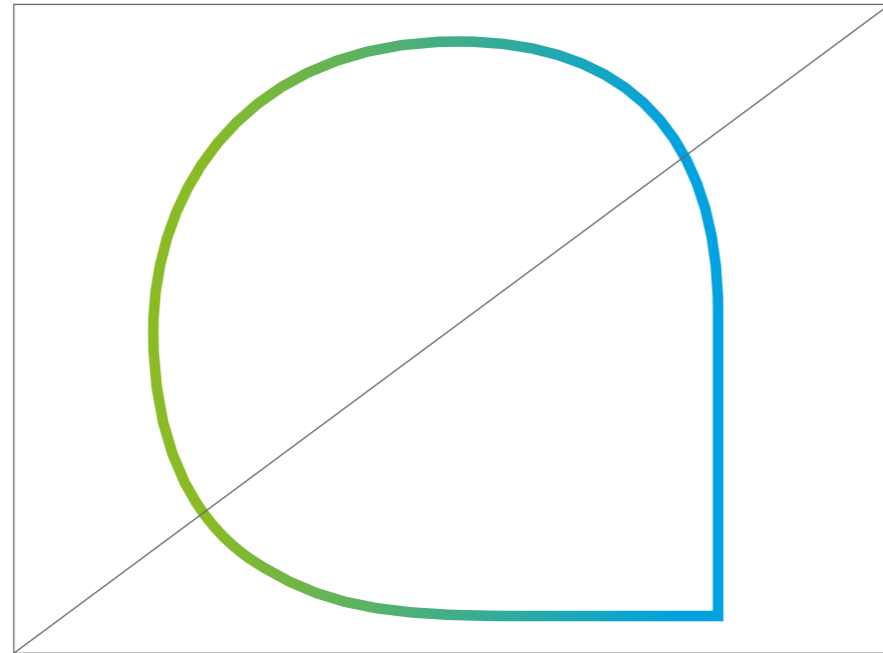
Do not apply gradient.
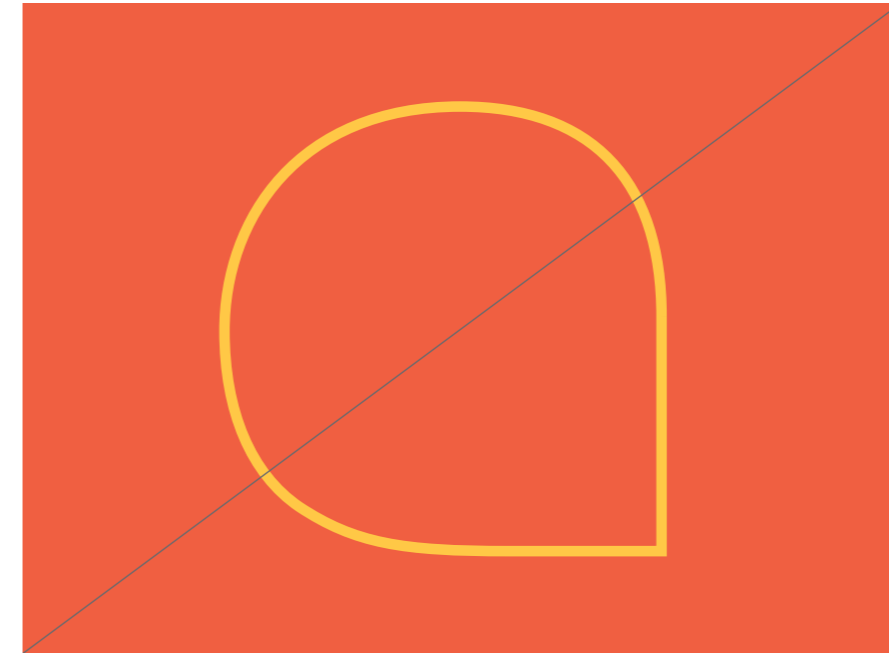
Do not use secondary colors for corporate communication.
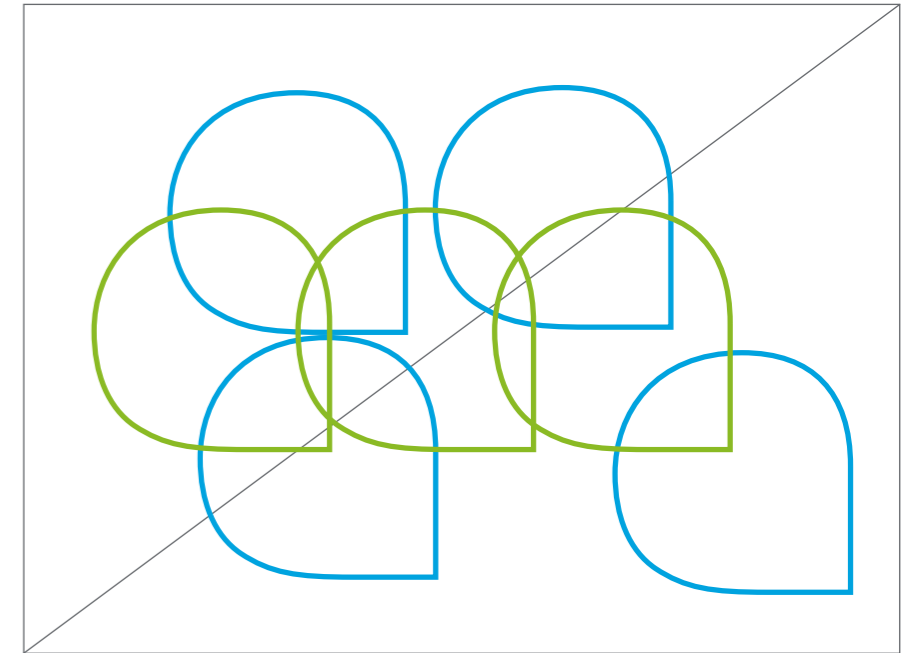
Do not create ornamental patterns with the same "a" sizes and without transparency effect.

Illustration

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, containing a gradient
energy line, and demonstrating the
value we bring to the world.

Safety above
all else

News & Features

Energy efficiency
Natural gas has high energy content and low
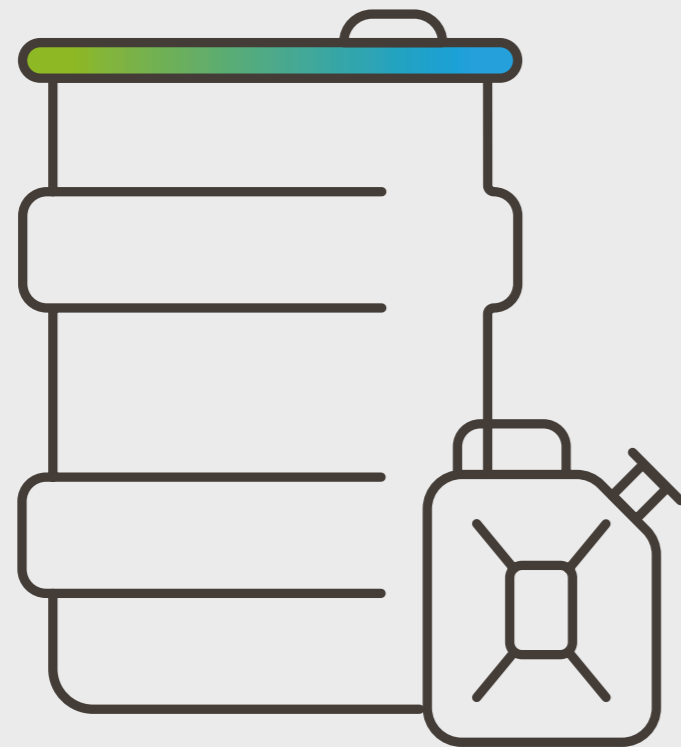
Basic outline

Our primary illustration style
represents our business, technology,
innovation, resources, and energy.
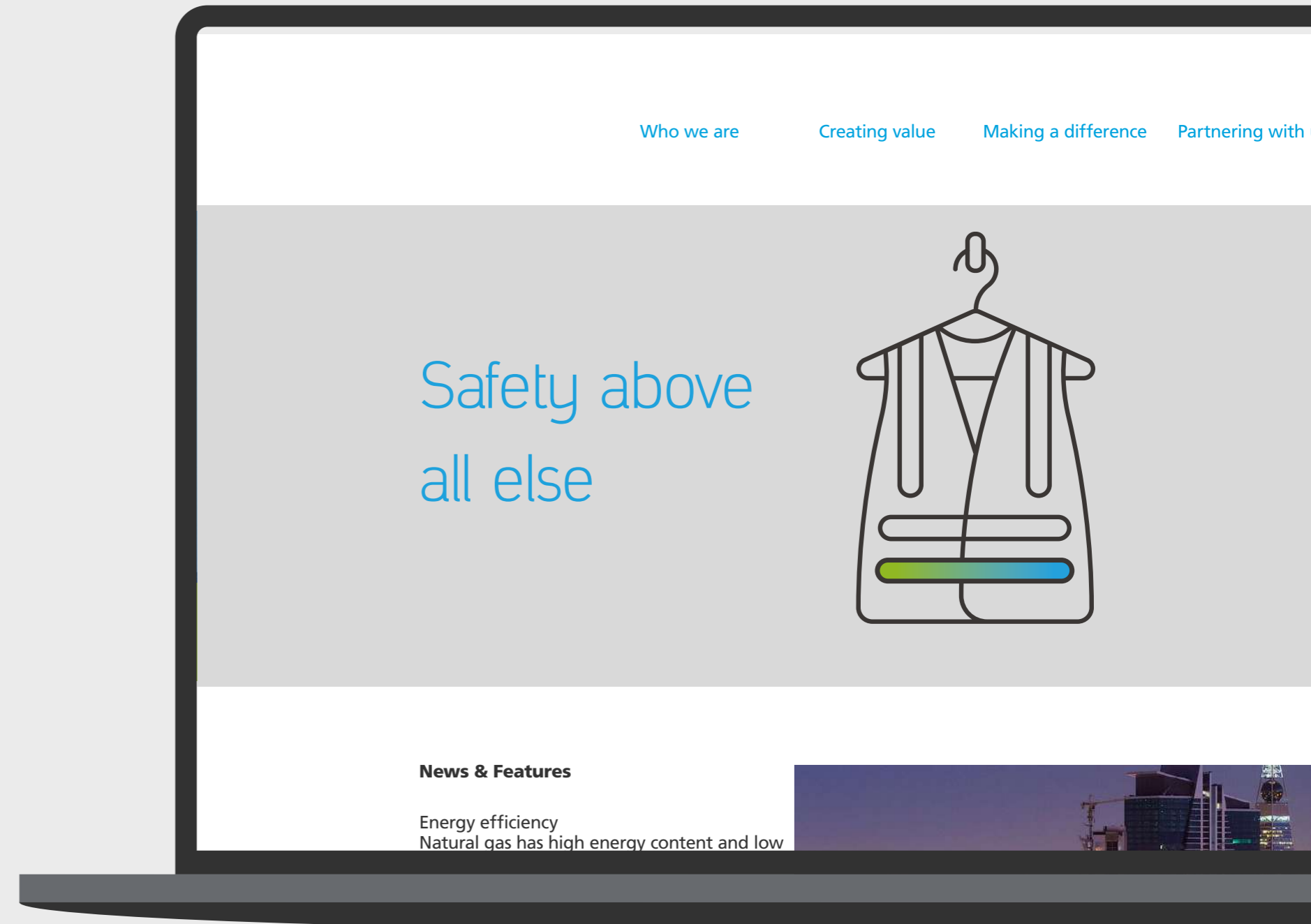
For external communications, the energy element is always used with the Green-Blue gradient. Backgrounds can be White, Green, Blue or Gray.

For internal communications,
the energy element can be used
with the gradients made from the
secondary colors.

Aramco uses four gradients within an 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%; and color 2 at 90 to 100%. This ensures that the original colors at either end have enough presence.

Aramco Green

Primary gradient

Aramco Blue

Purple

Secondary gradient

Red

Teal

Secondary gradient

Purple

Red

Secondary gradient

Yellow

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 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
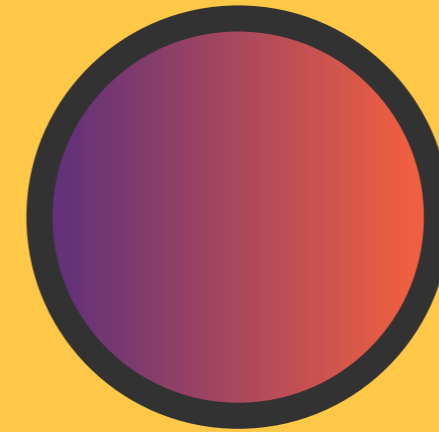
Background	Yellow
Stroke	Dark gray
Gradient	Purple/Red
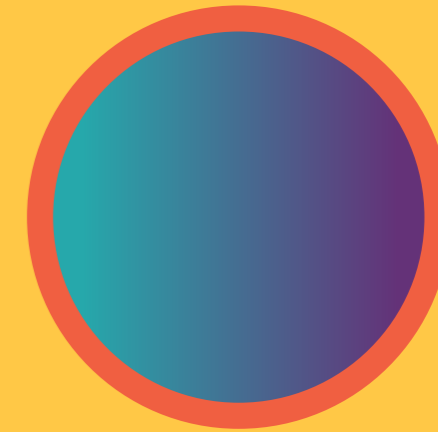
Background	Yellow
Stroke	Orange
Gradient	Teal//Purple
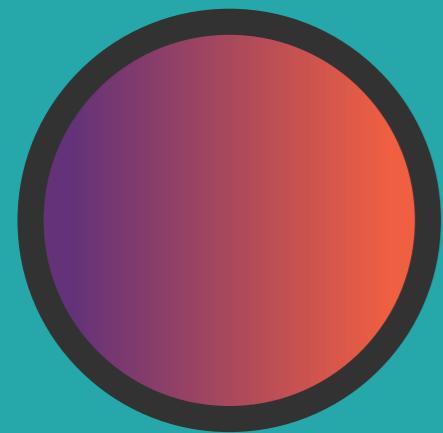
Background	Teal
Stroke	Dark gray
Gradient	Purple/Red

Background	Teal
Stroke	Purple
Gradient	Red/Yellow
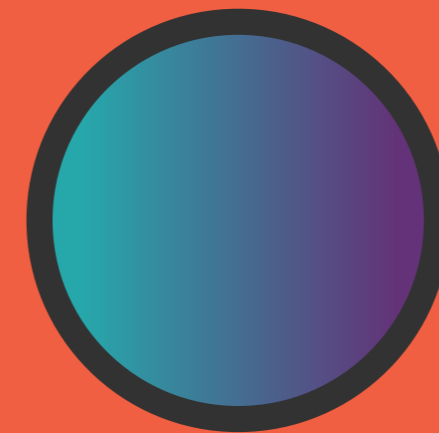
Background	Red
Stroke	Dark gray
Gradient	Teal/Purple
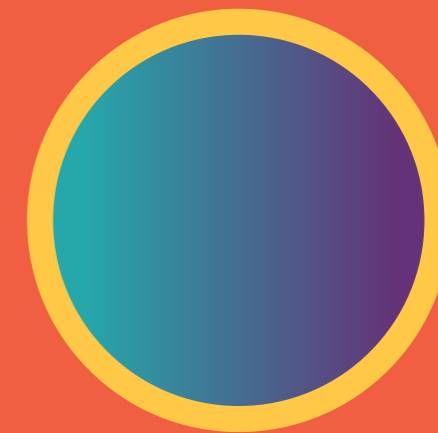
Background	Red
Stroke	Yellow
Gradient	Teal/Purple

Safety above
all else

Investor
relations

Staying ahead
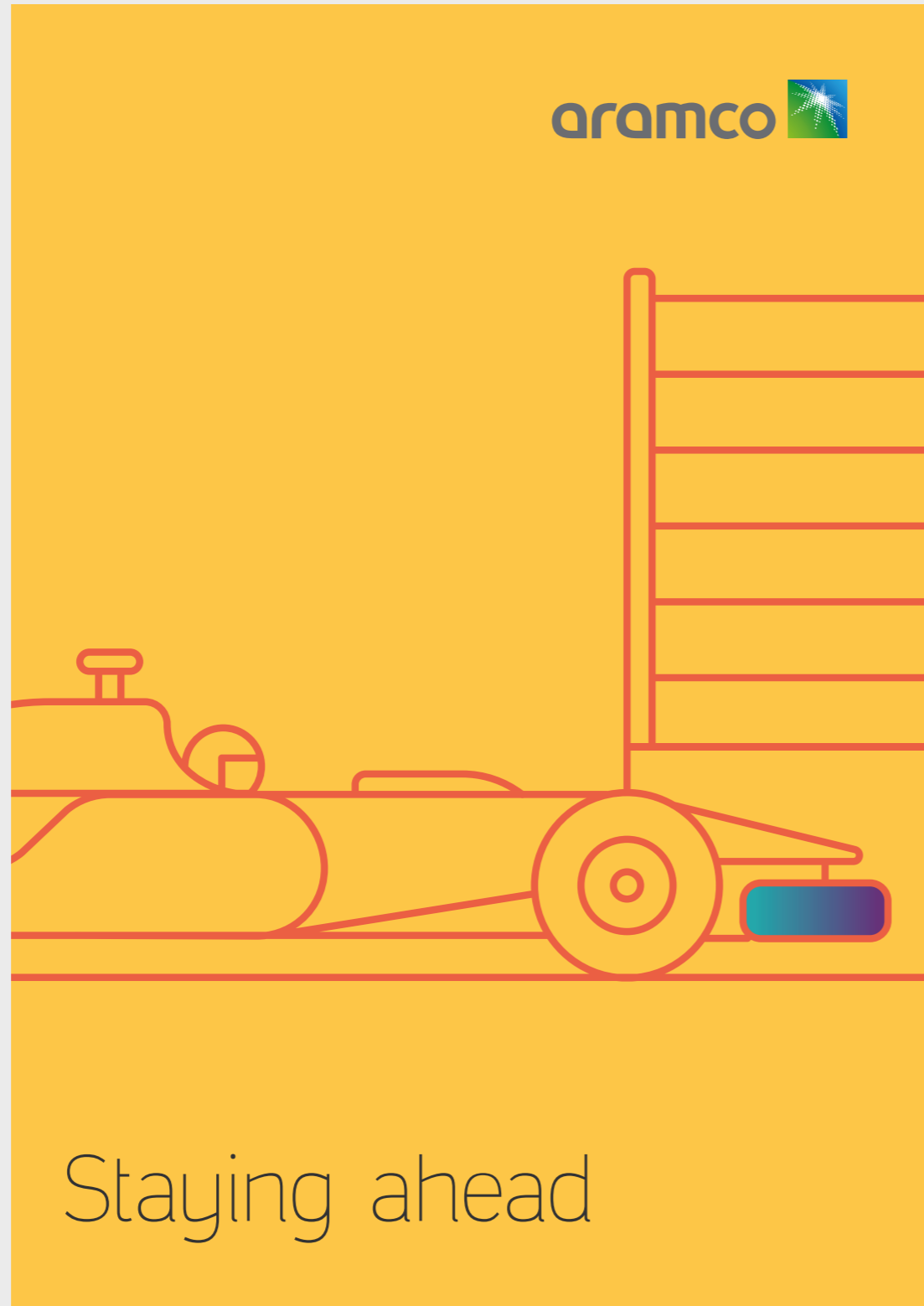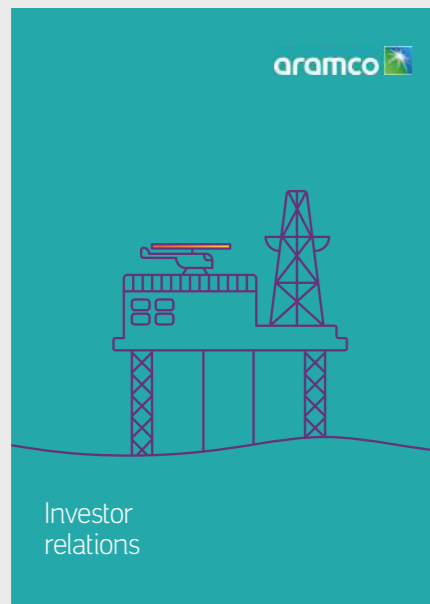
The Illustration stroke width is determined by the format size

Format	Format dimensions	Stroke weight
A0	841mm x 1189mm	7pt
A1	594mm x 841mm	7pt
A2	420mm x 594m	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
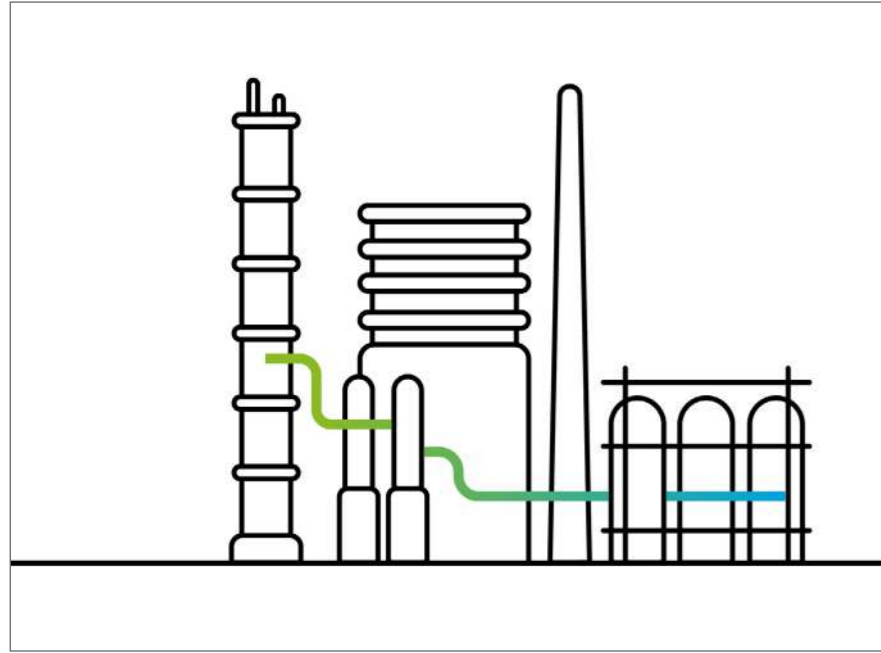
Use primary colors for external illustration.
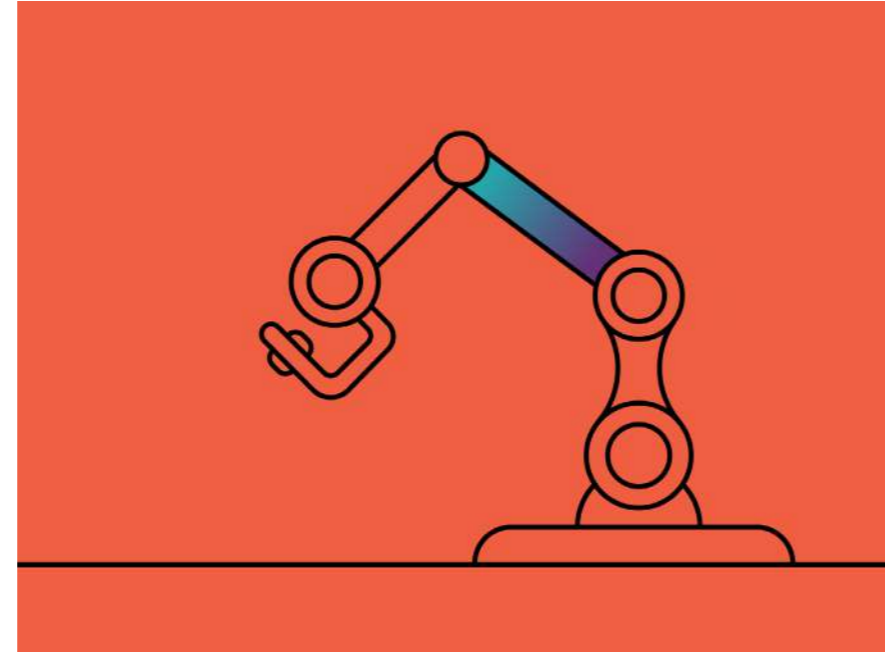
Use primary or secondary colors for internal illustration.
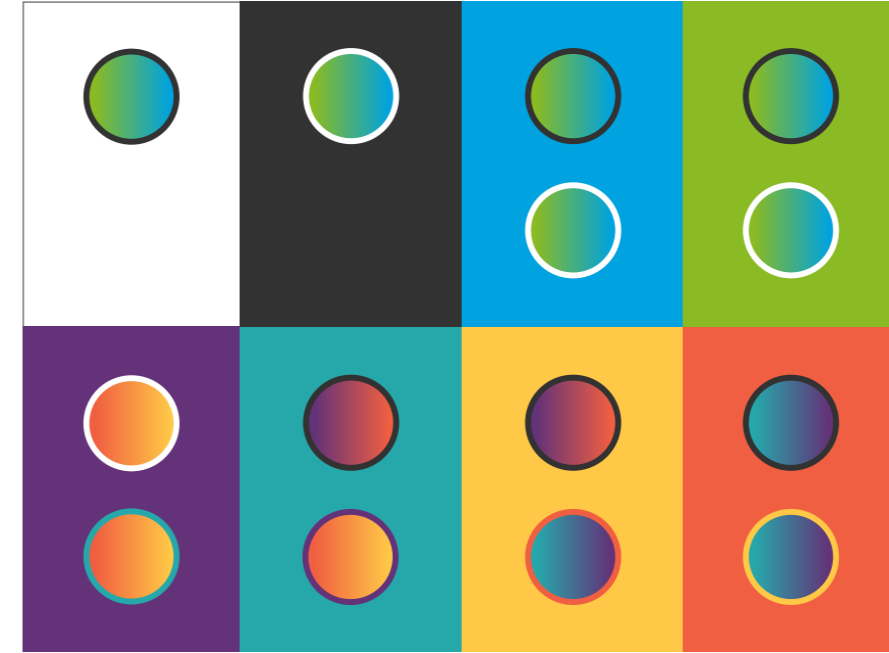
Use the color combinations that are provided.

The stroke color must be different to the headline color.
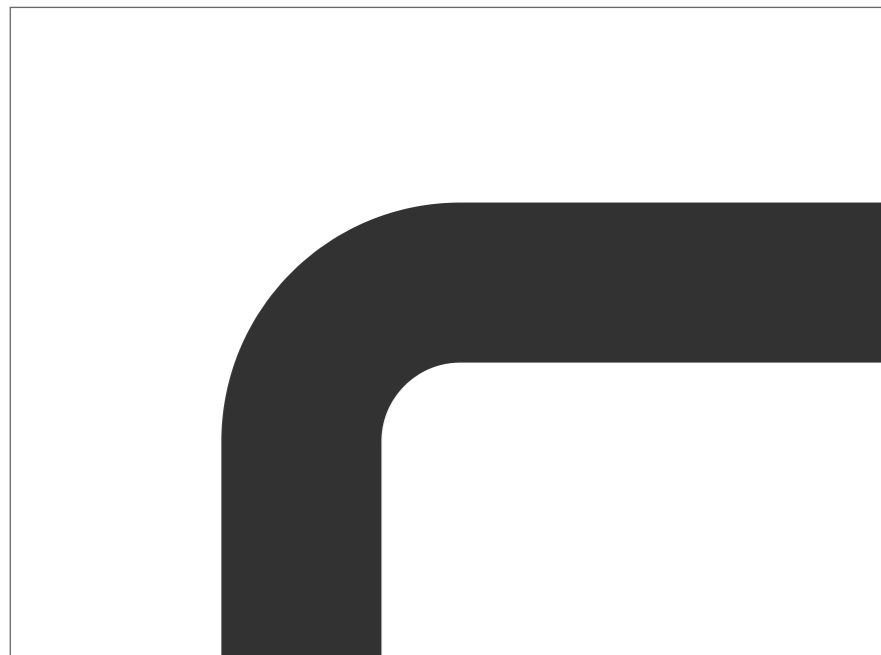
Lines have rounded terminals and corners.

The energy element is included in every illustration only once. It is used to highlight a relevant or active part of a 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.
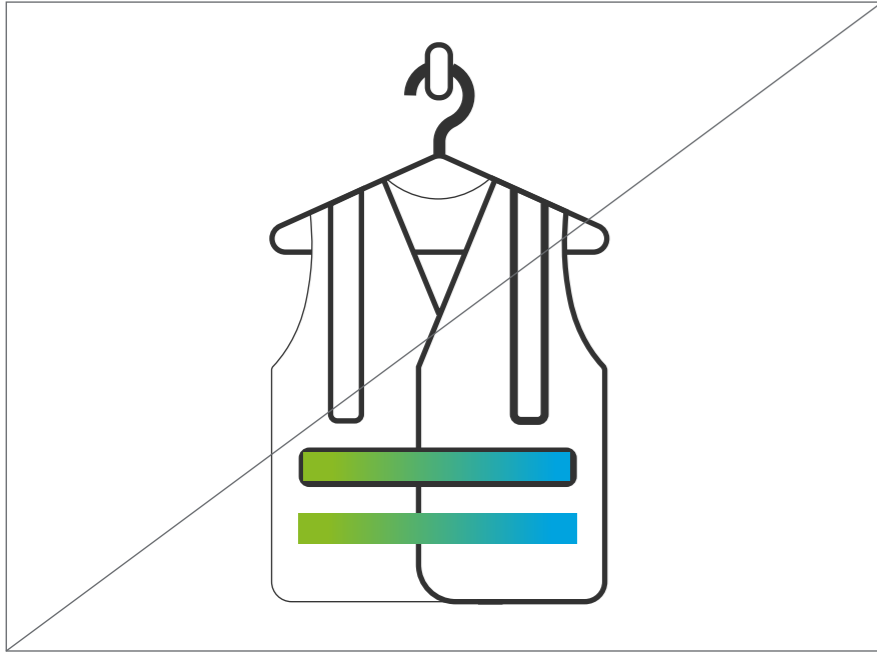
Don't use multiple stroke weights and don't use the gradient twice in an illustration.
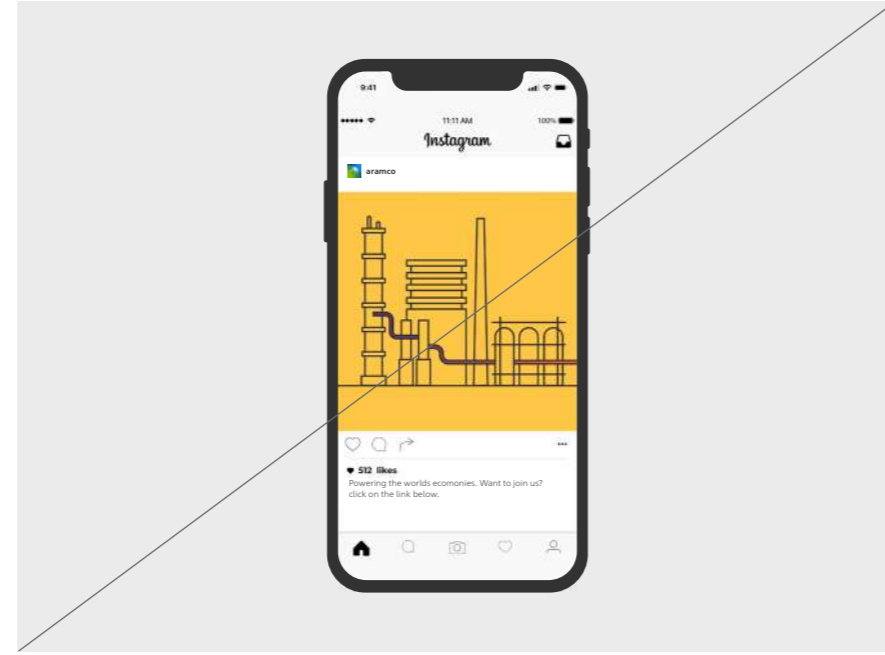
Don't use internal colors for external illustration.
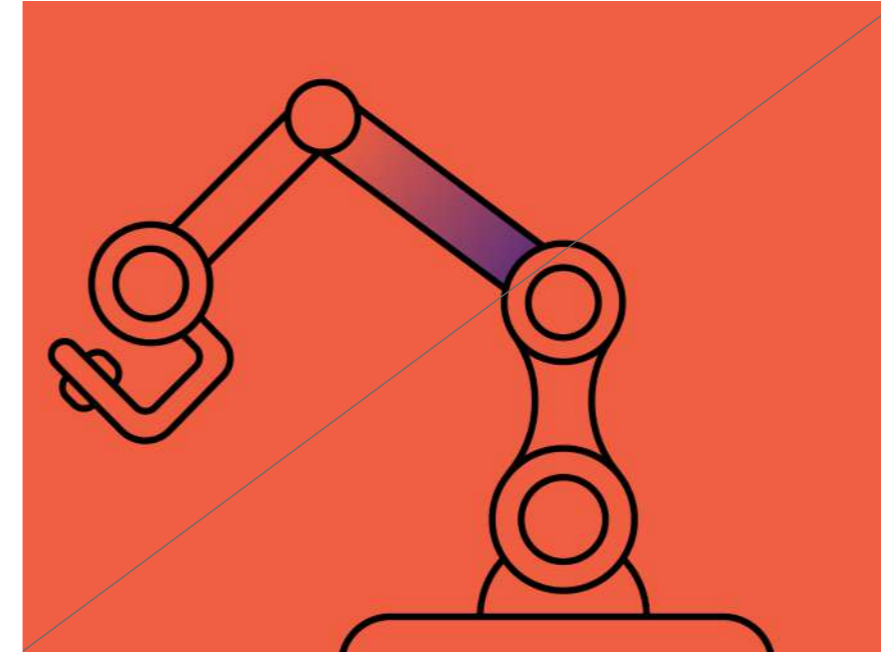
Don't change the color combinations that are provided.
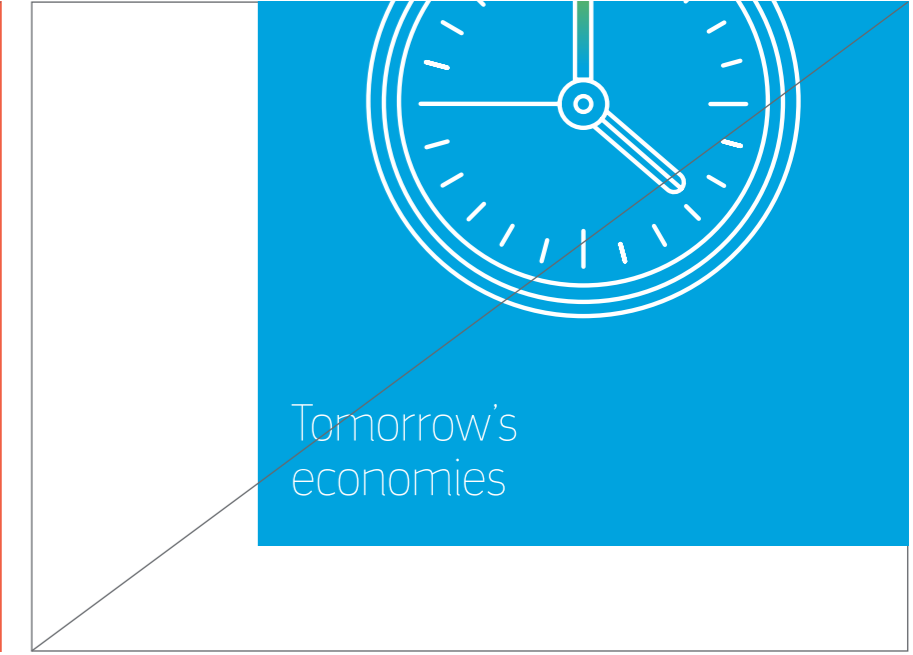
Don't use the same color for the illustration and the headline.
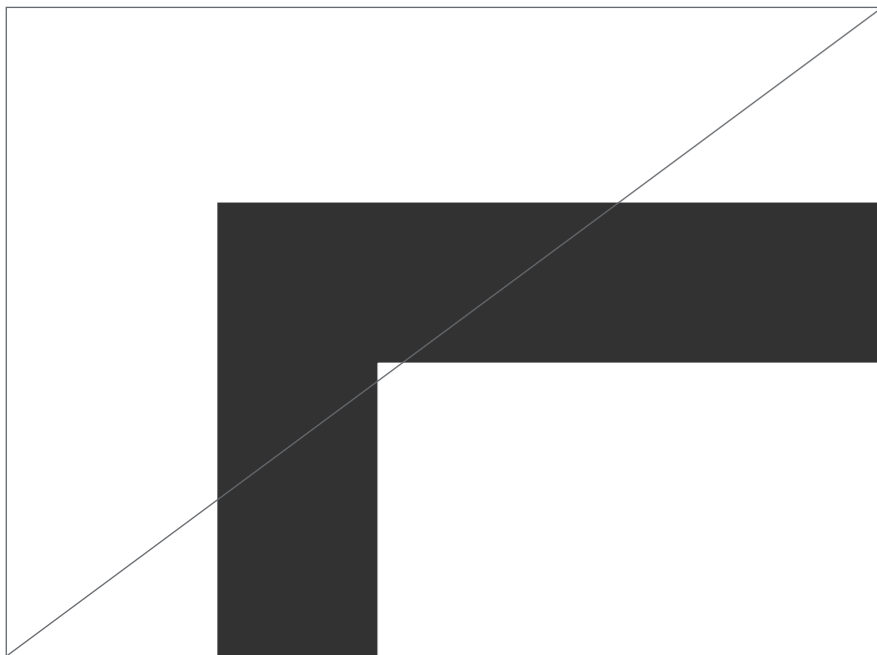
Don't use straight corner edges.

Don't create an illustration without the energy line.
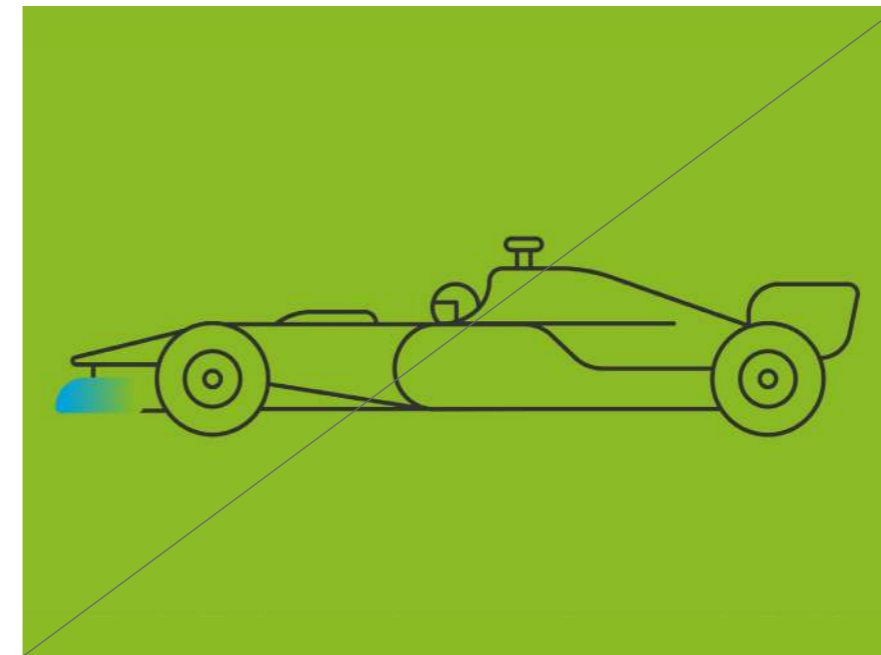
Don't use an energy element without a stroke around it on a colored background.
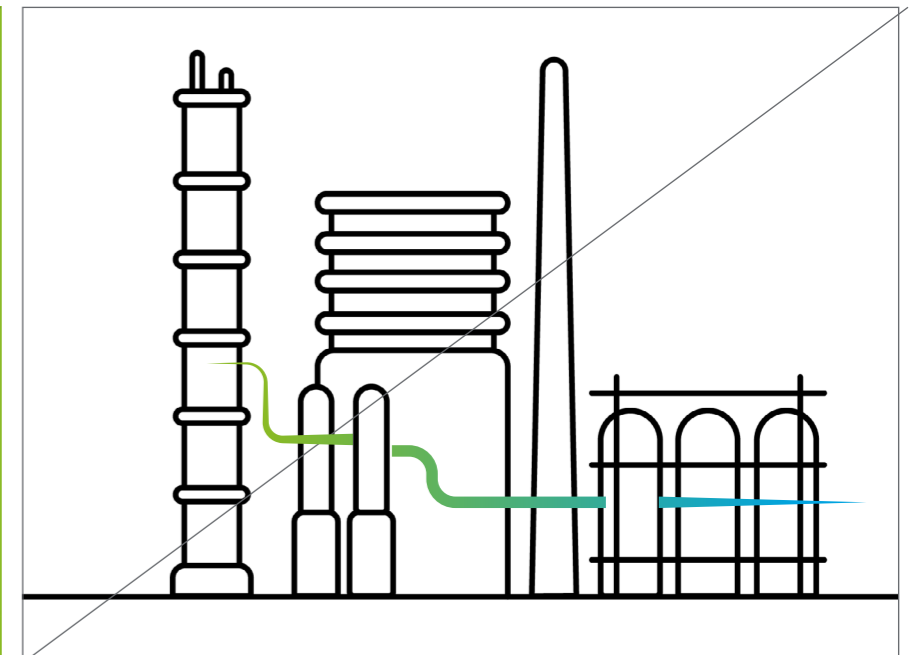
Don't warp the energy element.

The development of other illustrations styles , 3-D and the use of Image Bank are allowed, but it should always be reviewed and approved by the Corporate Identity reviewers before publishing. Below

are basic principles that should be considered.

Don't use illustrations without purpose and connection with the brand.
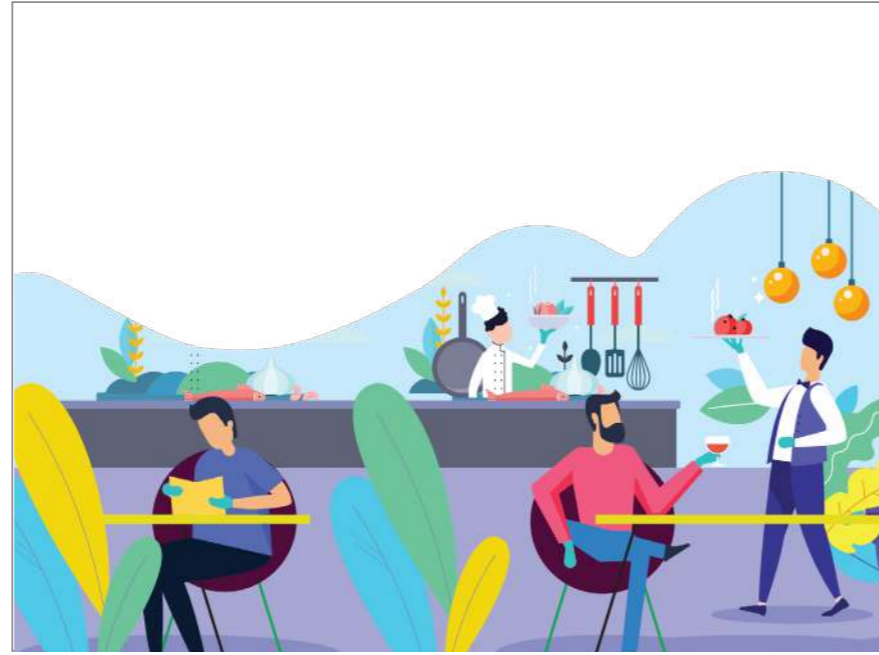
The basic colors should be taken from the primary and secondary palette. Other colors are allowed to create more realism, but only when necessary.

Avoid using sharp edges; instead always go for round, soft shapes.
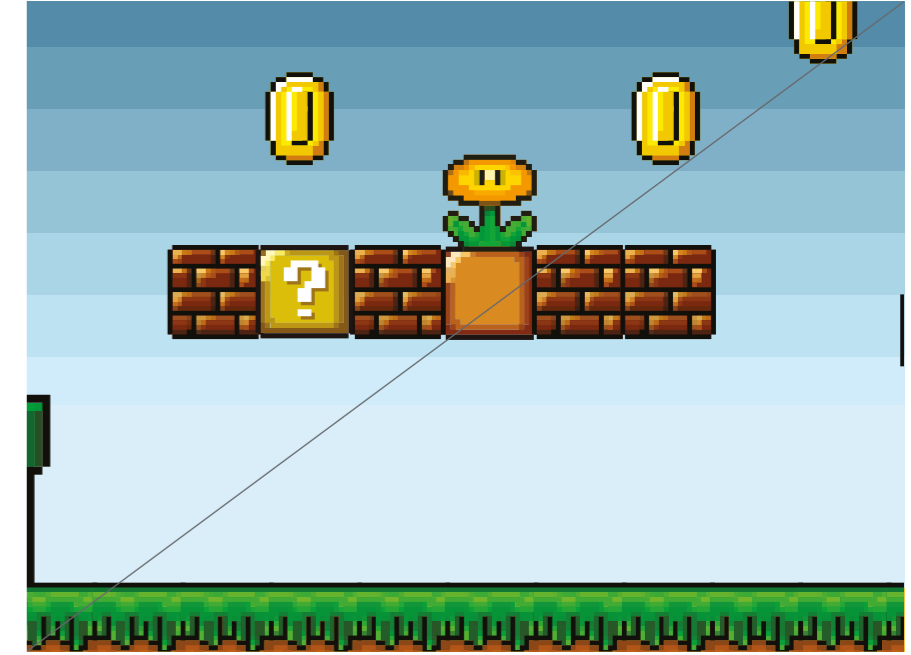
Avoid using comic styles.

Avoid using caricature styles.
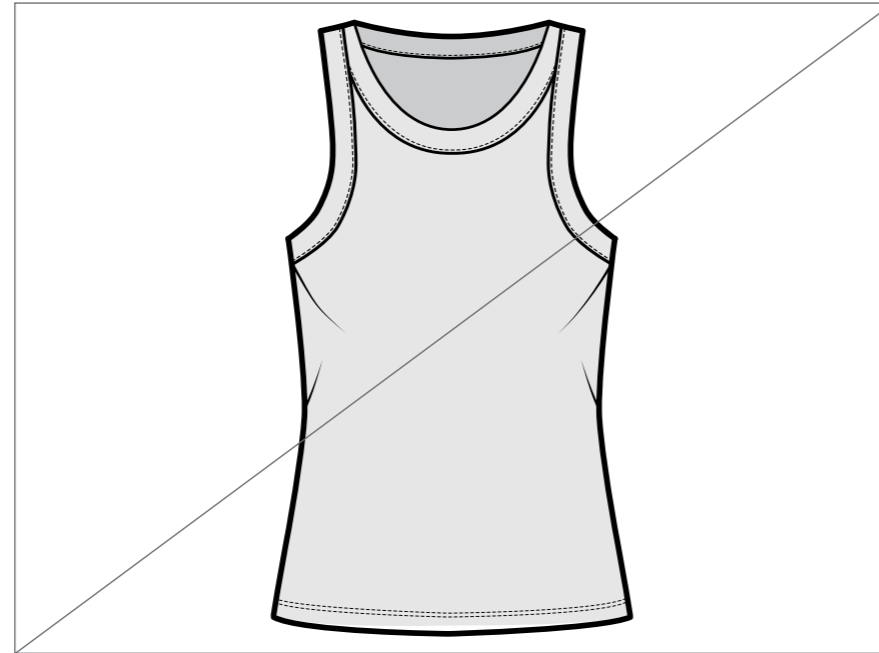
Avoid culturally sensitive scenes.
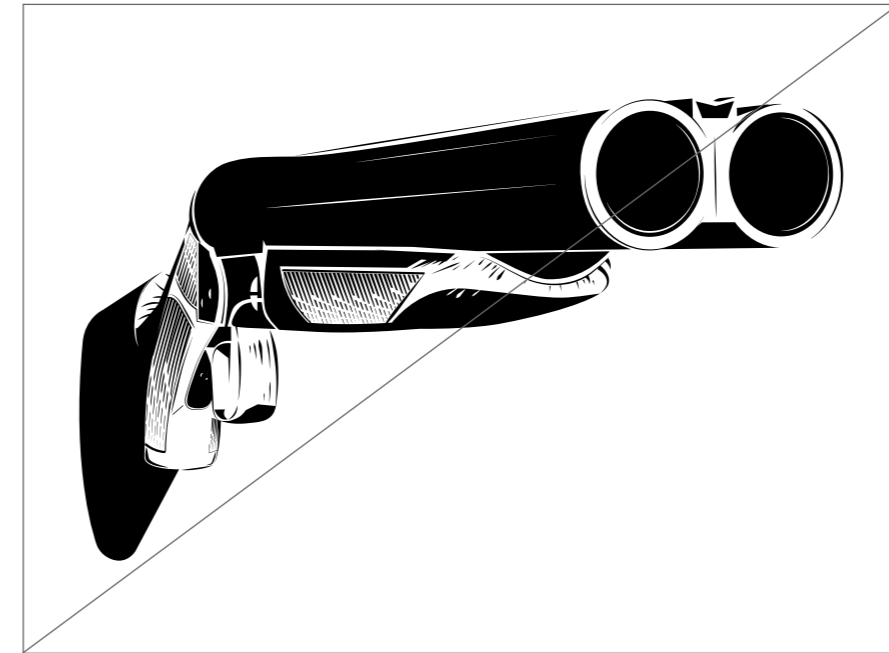
Avoid violent scenes.

Don't use icons as illustrations

Iconography

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, and work in single color only, and their form is inspired by the geometry of the wordmark.
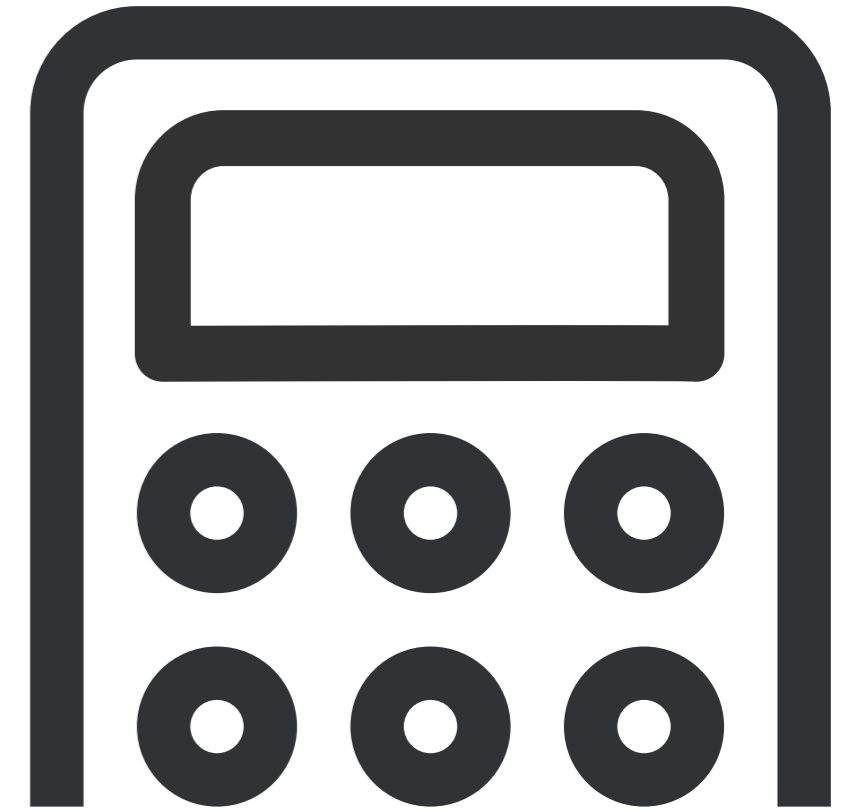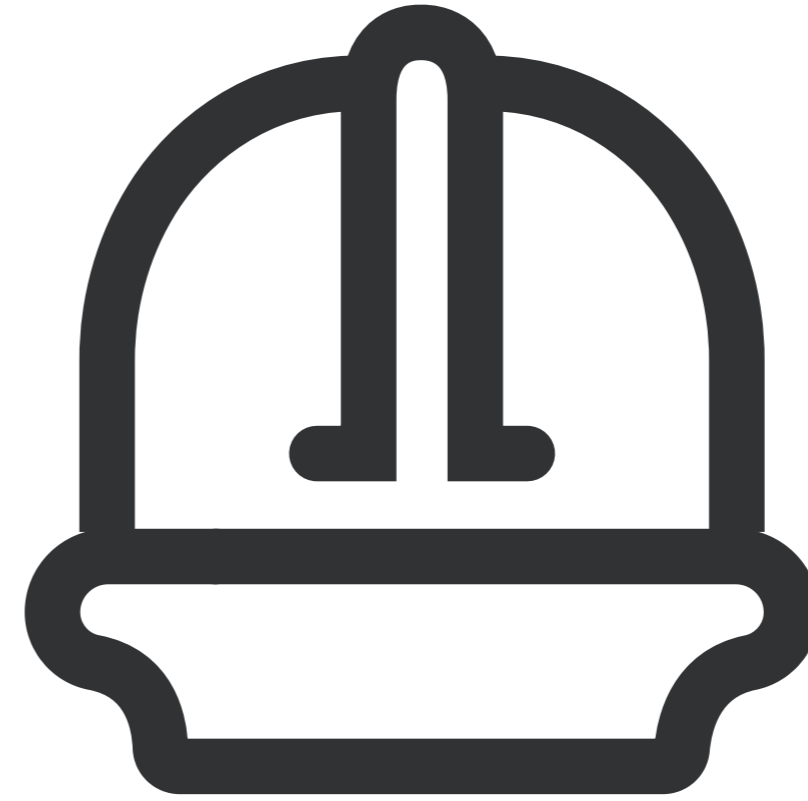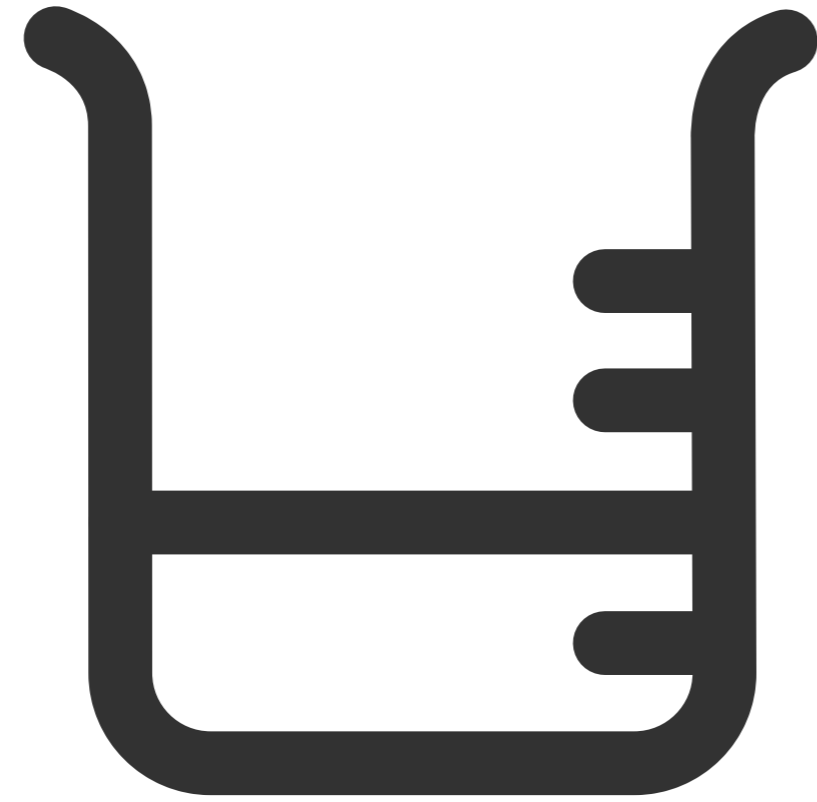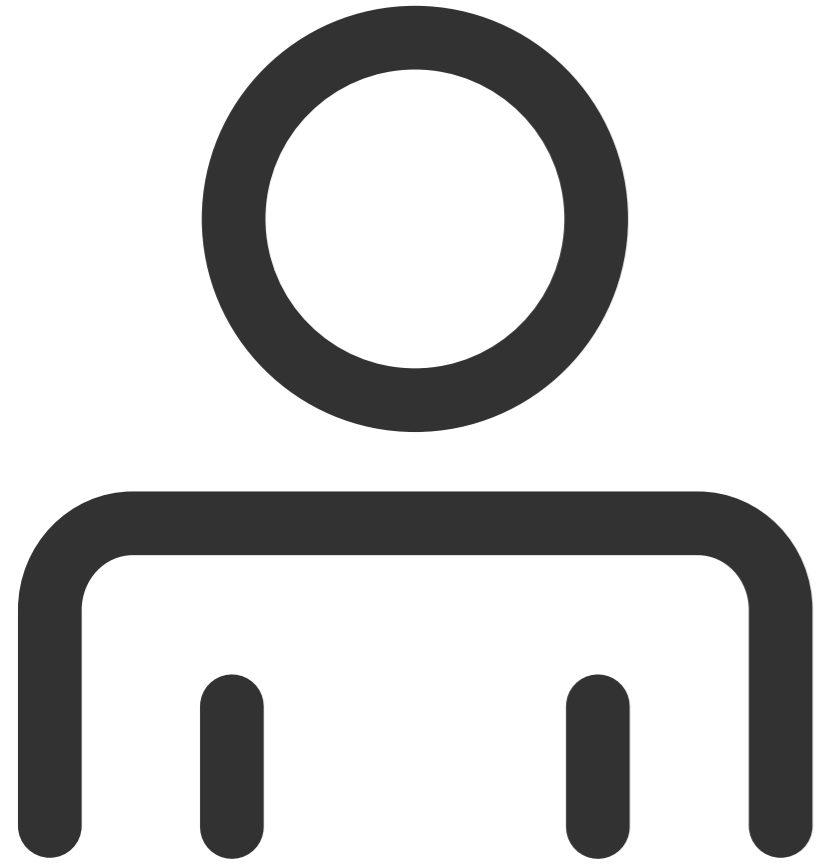
We have a library of ready to
use icons. These can be obtained
through our Brand Center.

Finance

Alert

Cafe

Radio

Sustainable

Safety

Science

Woman

Exit

Down direction

Up direction

Man
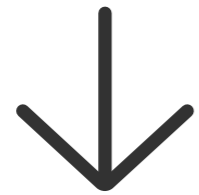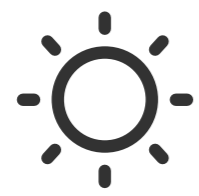
Search

Weather

Conversation

Time

Finance

Alert

Cafe

Radio

Sustainable

Safety

Science

Woman

Exit

Down direction

Up direction

Man

Search

Weather

Conversation

Time

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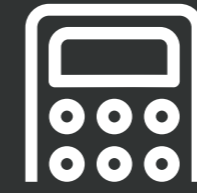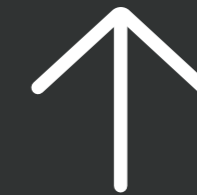
Our family of app icons should feel like a cohesive set of graphics that make visual connections to our brand. Icons for apps that are used externally use the primary colors.

Icons that are for internal audiences use either primary or secondary colors.
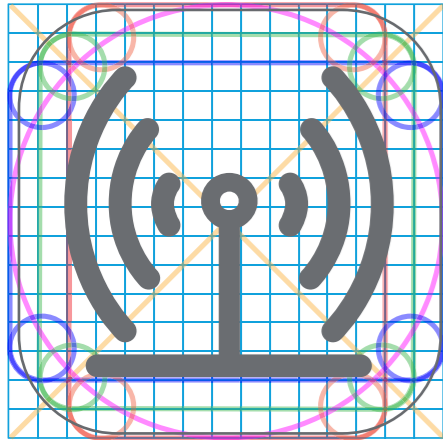
The size of an icon within an app icon box is determined by two extra units around the icon.

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

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

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

reviewers. Custom-created icons require advanced knowledge of Adobe Illustrator.
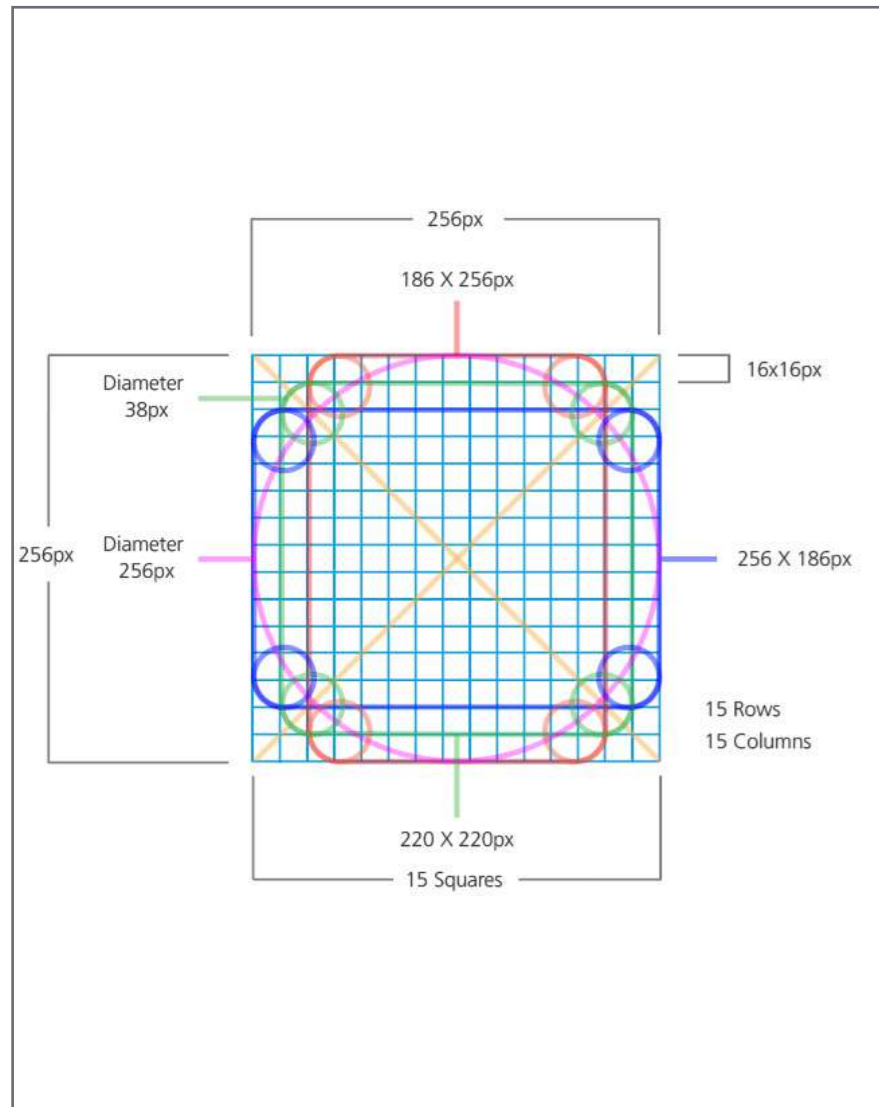
Step 1

Use the iconography grid available in the Brand Center.
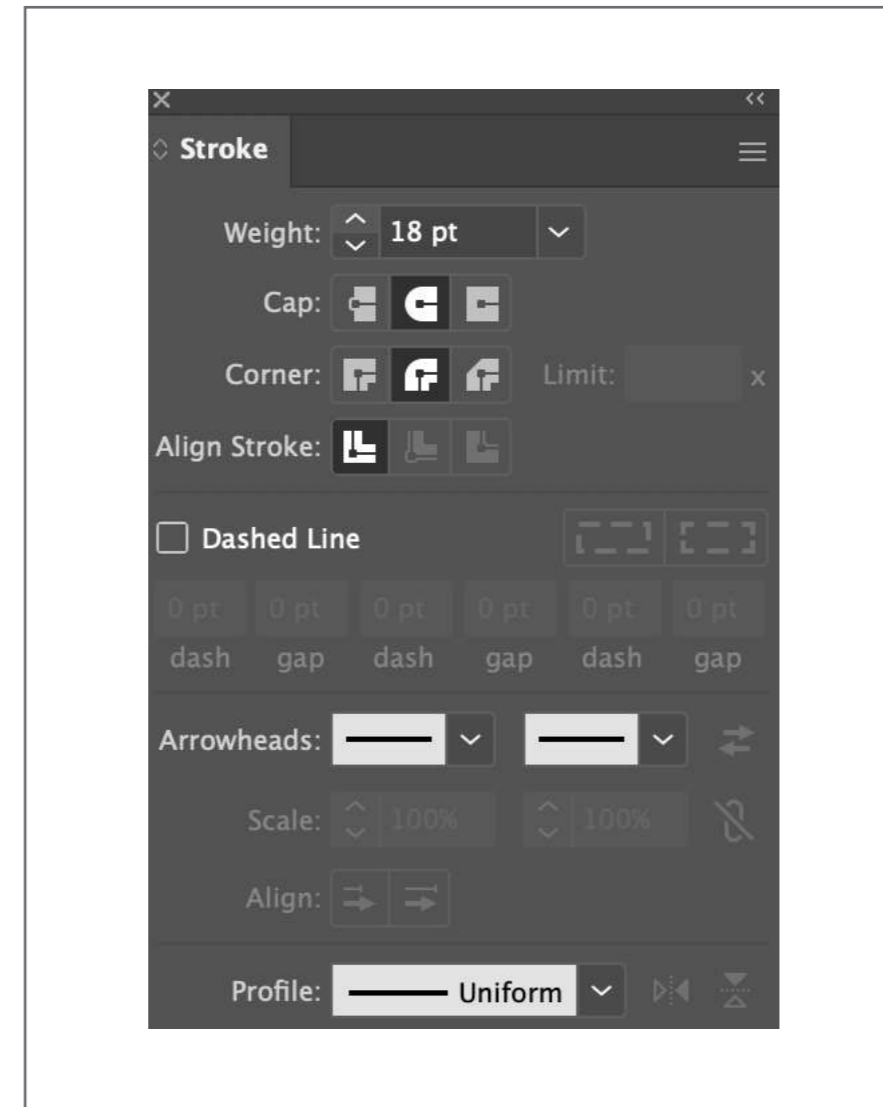
Step 2

Use the pen tool to create the icon. The stroke weight is 18 pt. Ensure that the stroke cap and the corner are rounded.
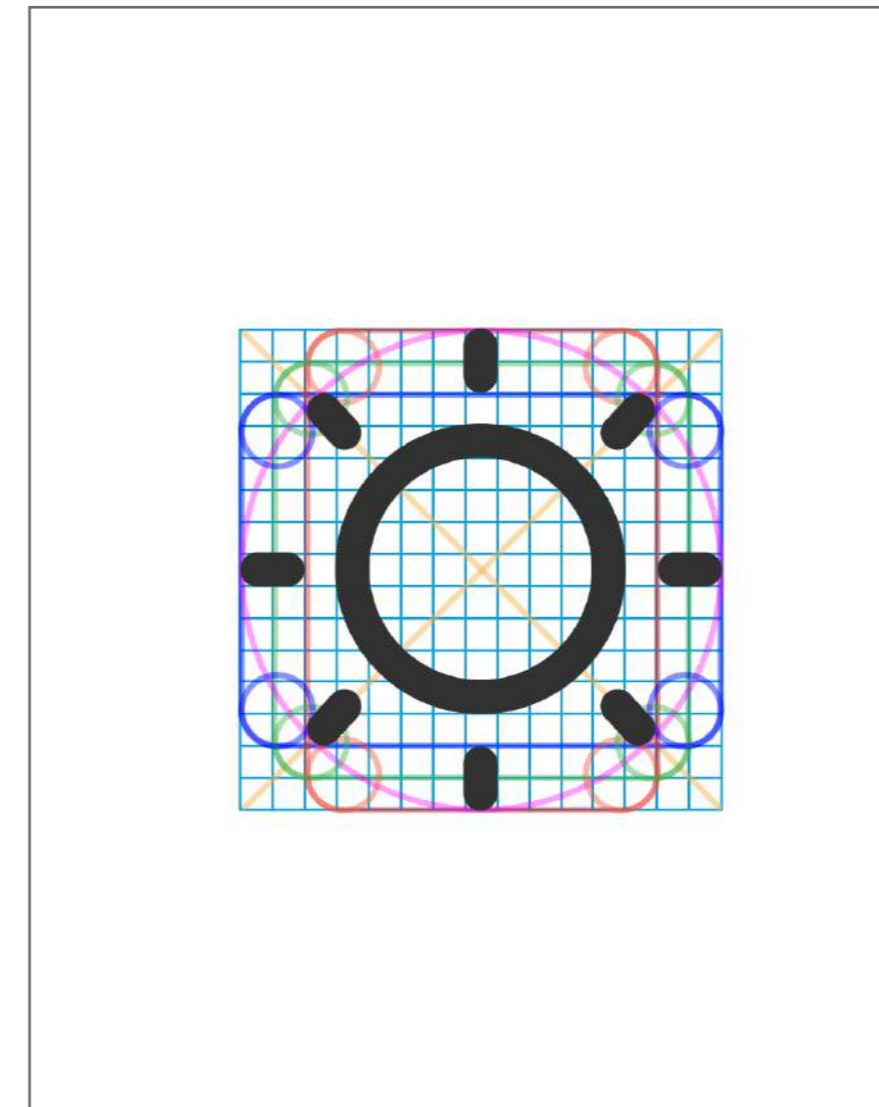
Step 3

Draw the icon within the grid.
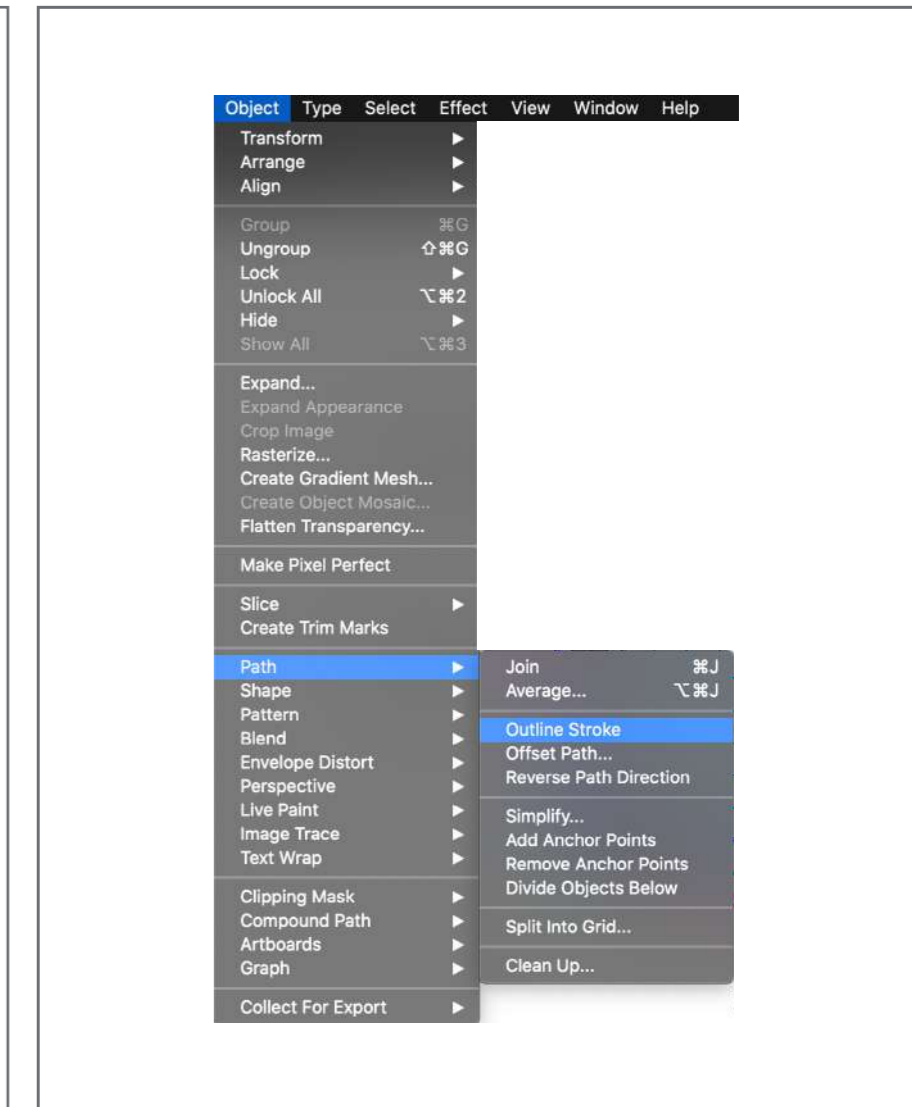
Step 4

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.

=h/5

=h/5

h
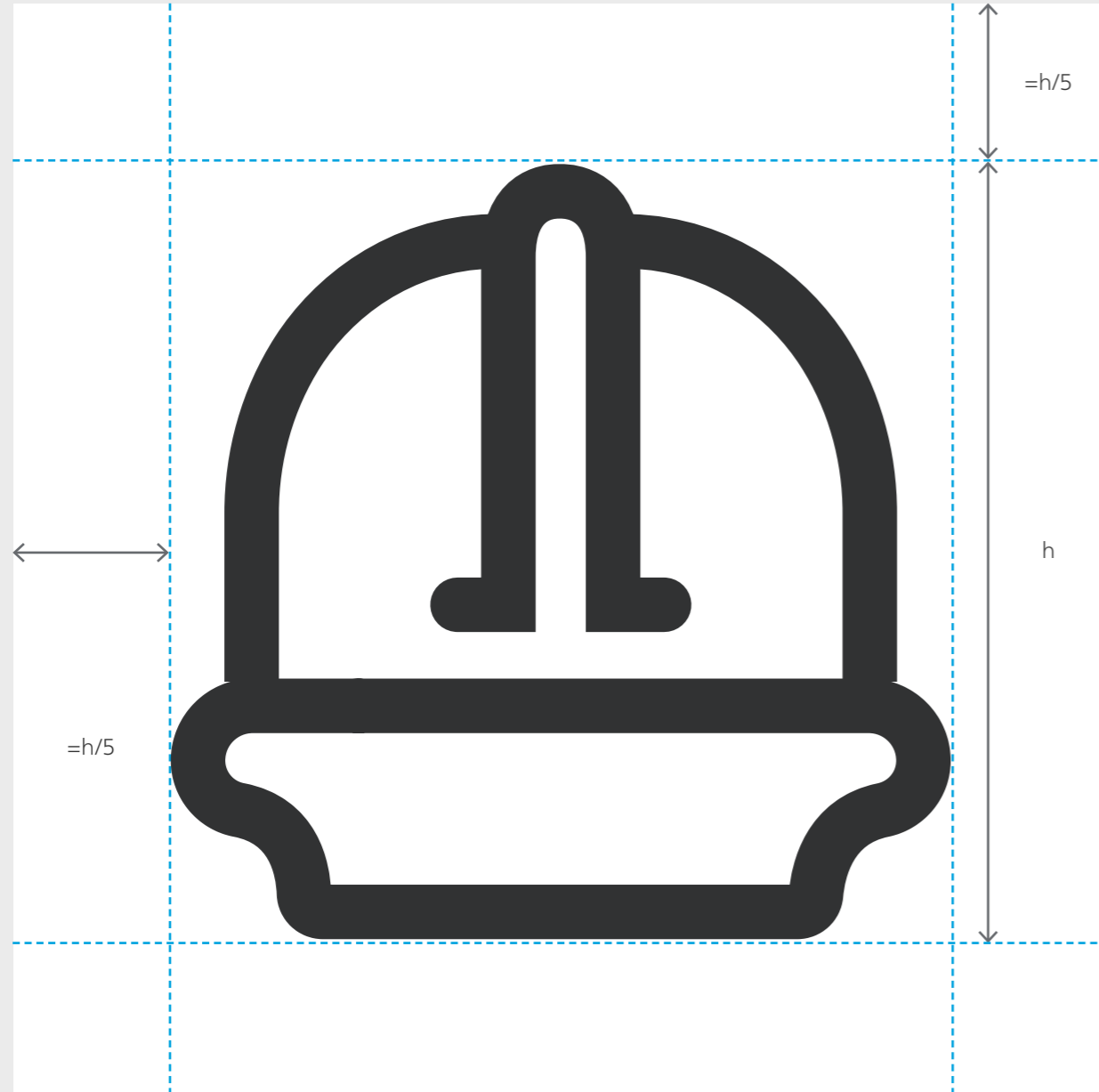
Clear space
The minimum clear space around the icon is equal to the icon height [h] divided by five.
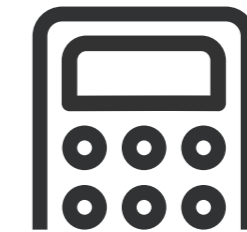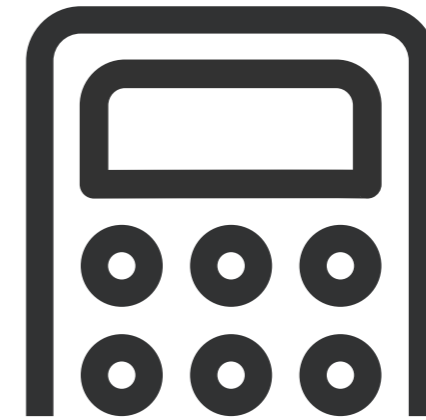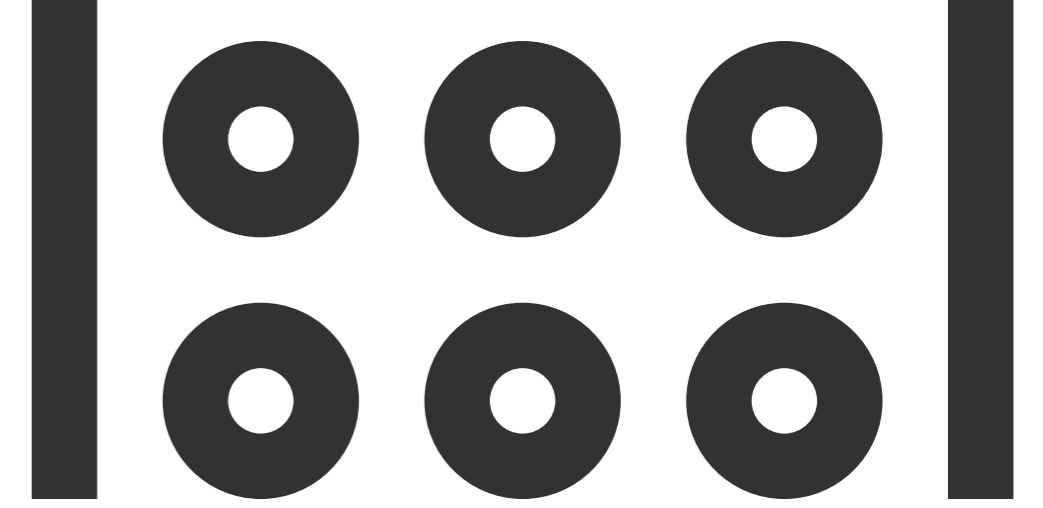
Minimum size
The absolute minimum size of iconography is 6mm in print or 30px on screen.

The minimum is determined by the document viewed at 100% on screen or printed at full size.

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Following the principles for iconography creation and use below, which will allow our graphical shorthands to connect across our brand.

Icons are used as shorthand for a function or navigation, or to replace a word or idea in a diagram.
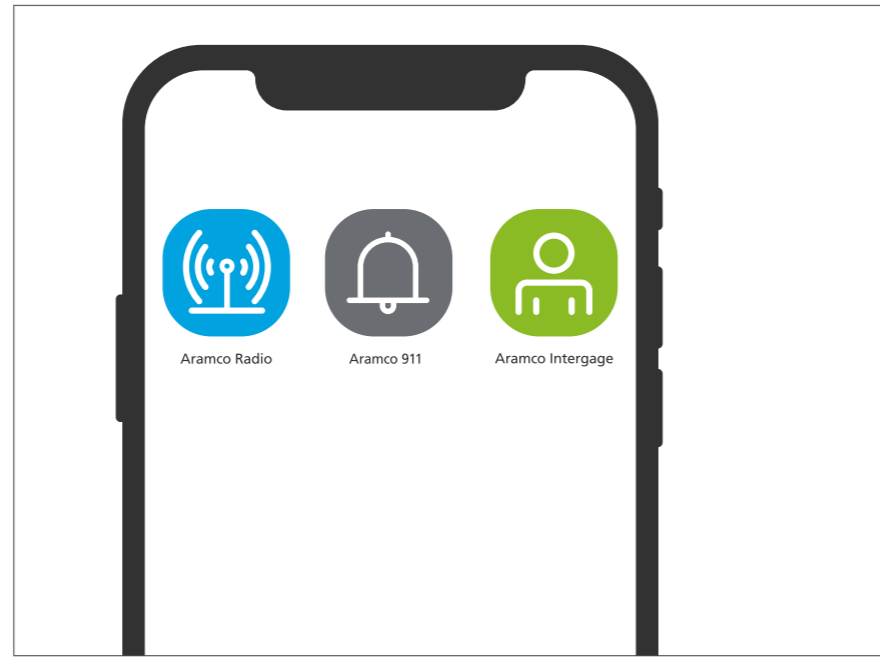
Use primary color for external use.

Use secondary or primary colors for internal use.
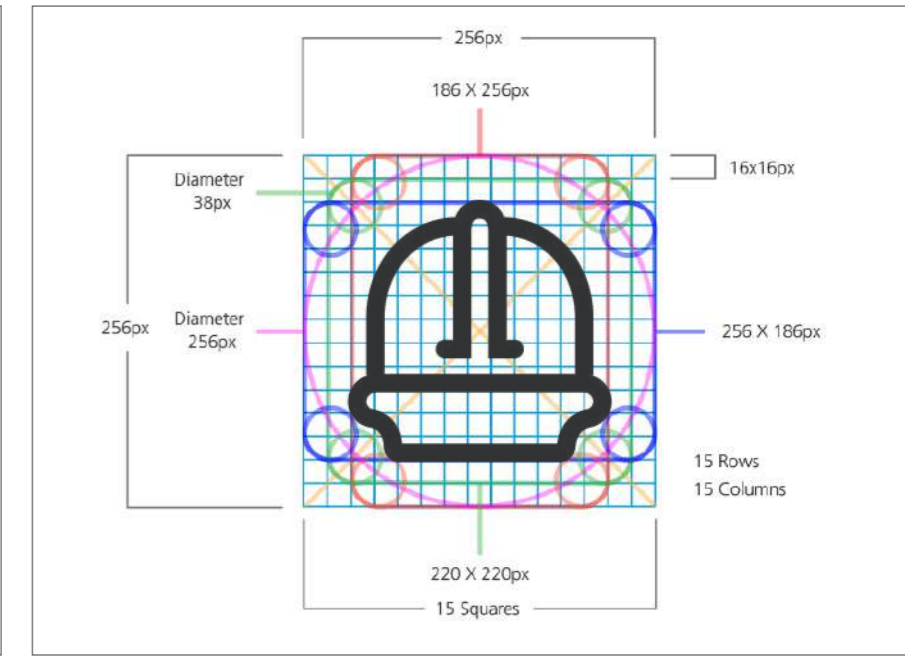
Icons are constructed on a 15 x 15 grid of equal squares with three layers tolerance demarcation.

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

When using colored background, use White icon.
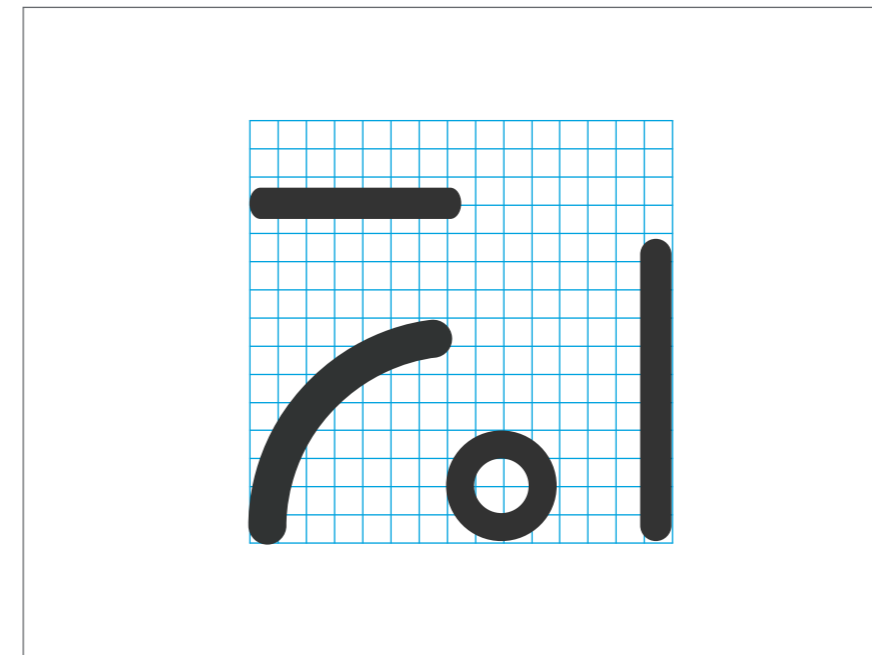
Icons are created from geometric arcs and straight lines. Diagonal lines at 45 degrees can also be used when needed.
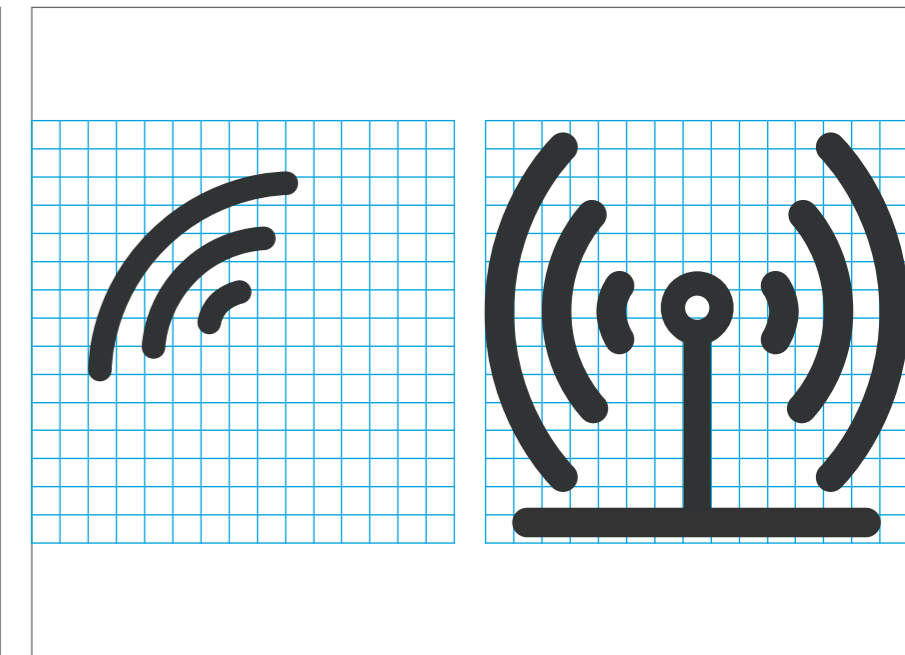
Some icons may require forms that won't easily fit the grid, such as an arc at 45 degrees. In these cases, draw the relevant parts on the grid, and then rotate to finish the icon.

Do not apply drop shadow.
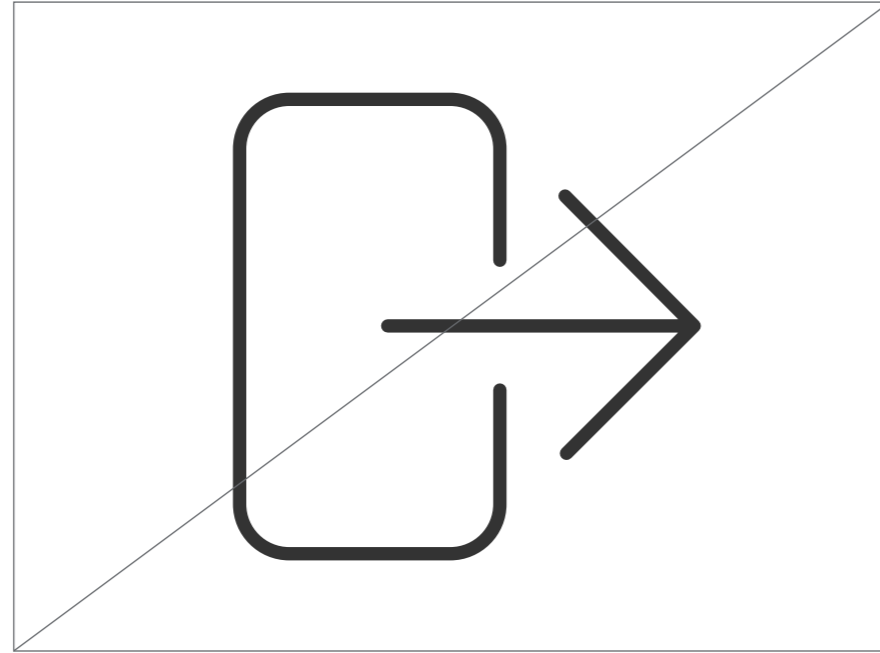
Do not change the weight of the lines.
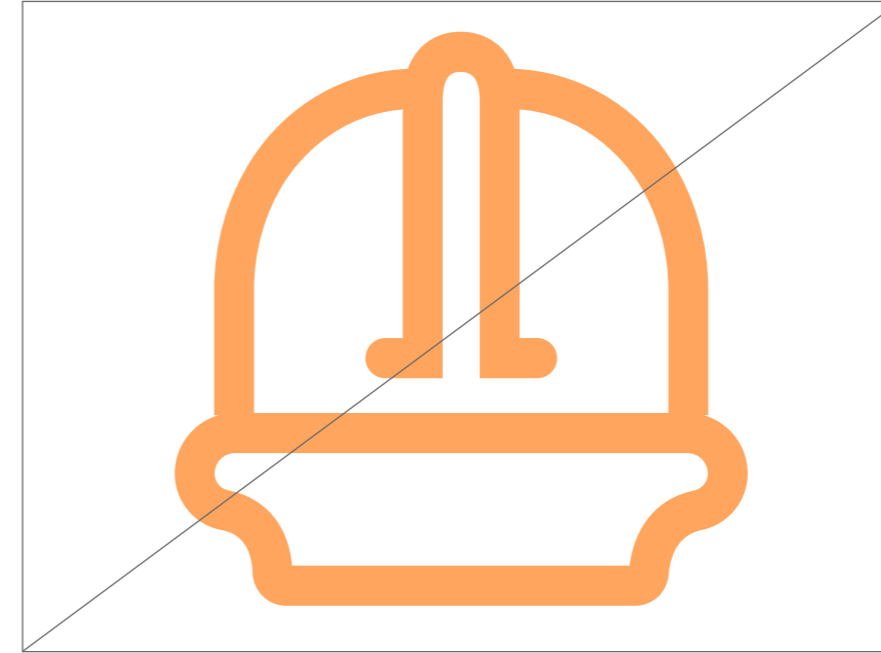
Do not use non-approved colors.

Do not change the style of the icons.
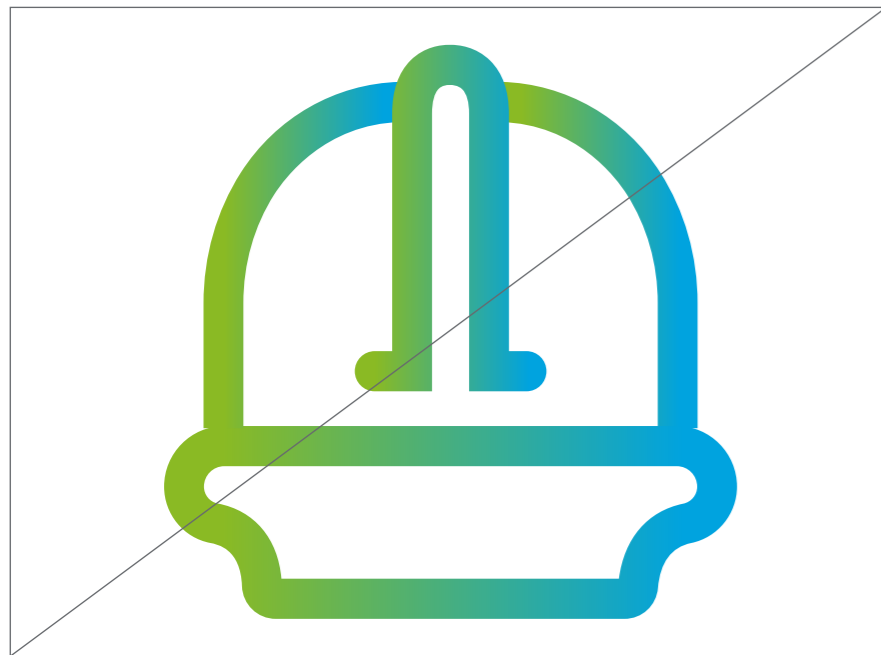
Do not use gradient.

Do not change the clear space.
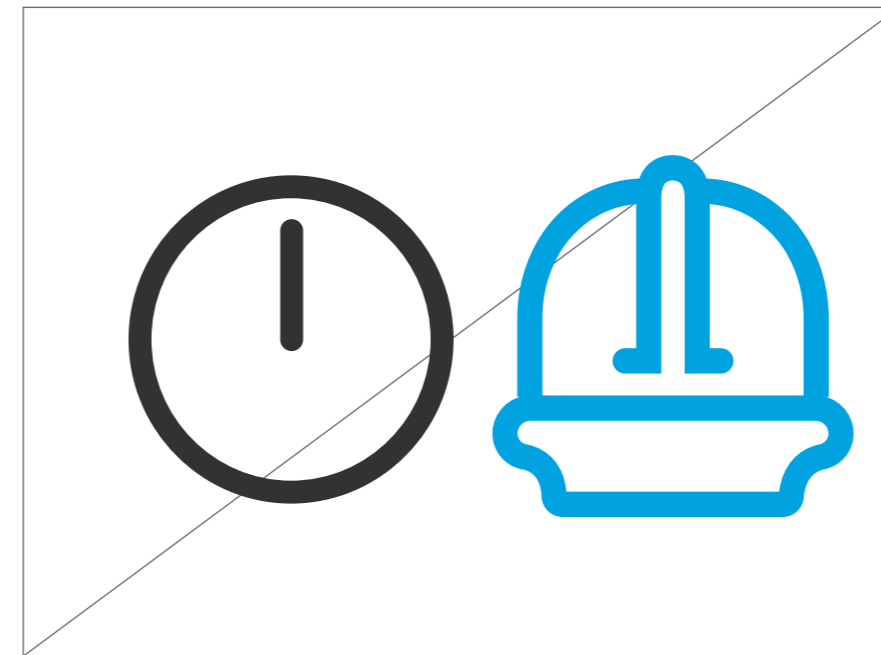
Multiple icons per page should all be the same color.

Do not use ready-made icons from different sources.

Photography

The vast majority of our prominent brand imagery falls into one of four categories: Epic scale; Proud experts; Modern facilities; or 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 into any of these categories, but these should be our focus wherever possible, especially for prominent, global communications.

Epic scale
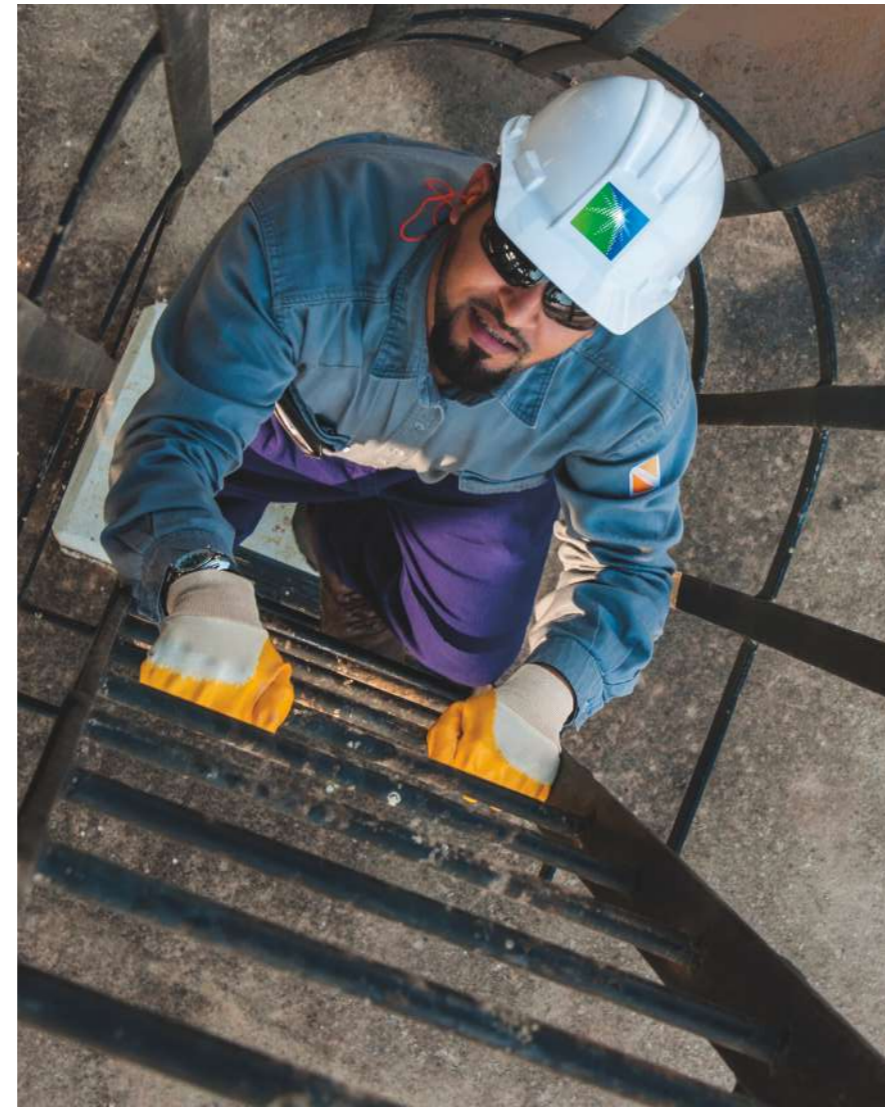
Proud experts

Modern facilities
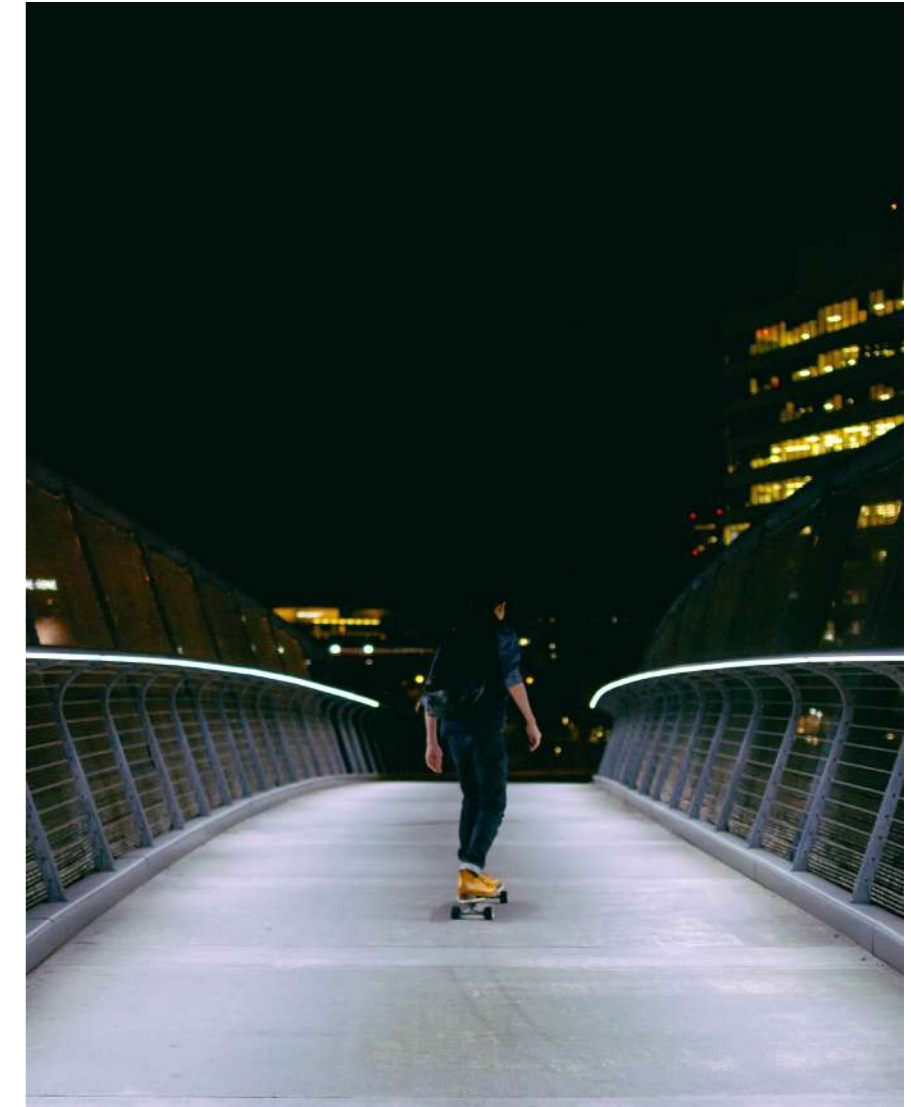
Our impact

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

With a dedicated workforce of over 70,000 employees, we should demonstrate our wide range of skills, expertise, and backgrounds whenever possible.
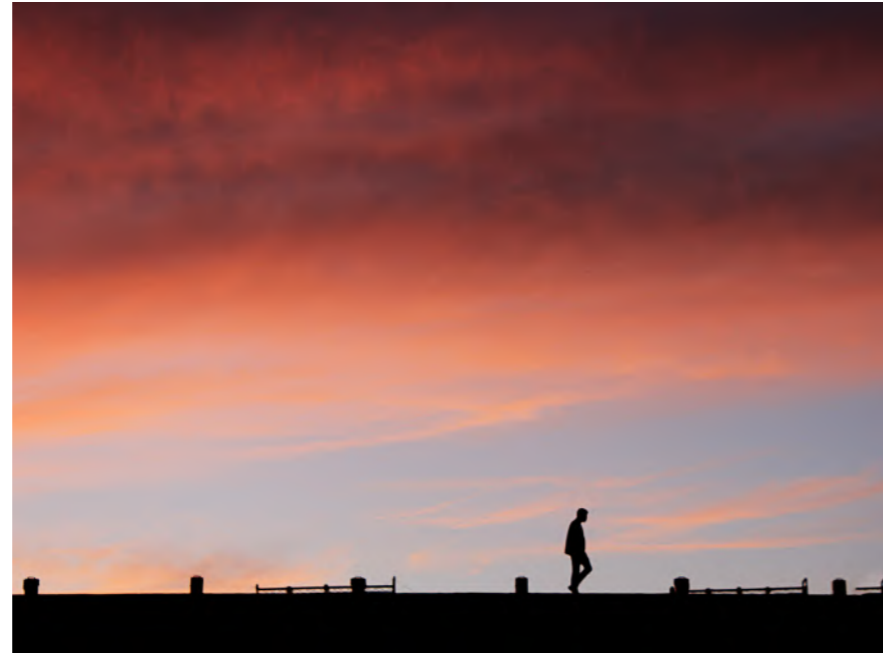
We focus on innovative upstream
and downstream technologies that
make our resources and products
more accessible, useful, sustainable,
and competitive.

We show the impact of our energy and the 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 showcase our impact, focus on scenes in which energy and our sub-products feature.
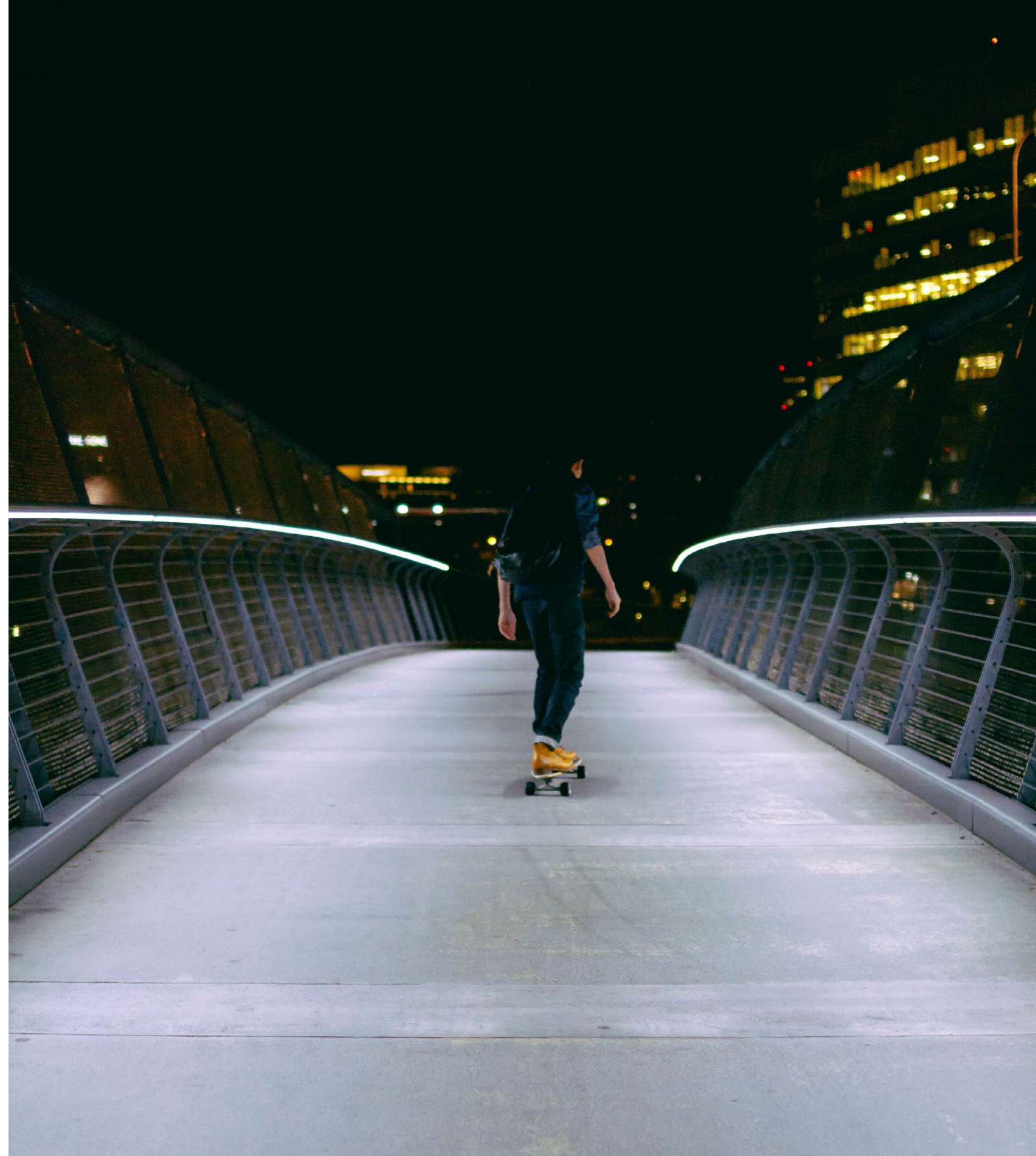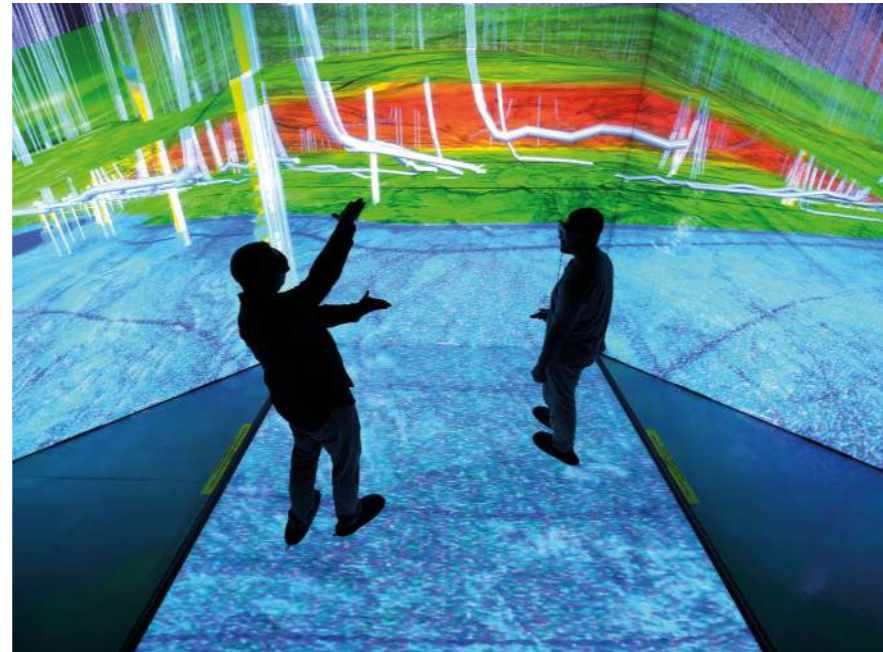
Photographic excellence in lighting, composition, and resolution reflects our status as a technology leader.

Natural light and contrast.

Natural backlighting.

Natural saturation.

Shallow to medium depth of field.
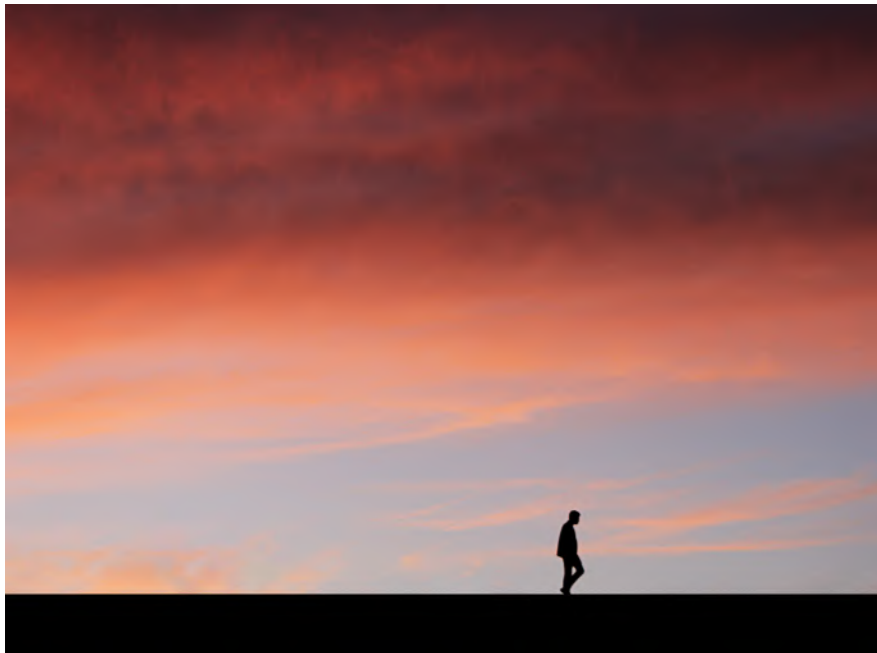
Warm tonality.

Interesting cropping.

Shot under normal circumstances.

Interesting angles.

In certain situations, we use stock photography. Follow the criteria below 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 px.

- Formats should be one of the following: high-resolution JPEG(.jpg), TIFF (.tif), or RAW files.

- Users should not rename the image file; consistent naming

helps to track images and usage.

- Users should not edit or alter photographs, e.g, merging two images, using staged filters, etc.
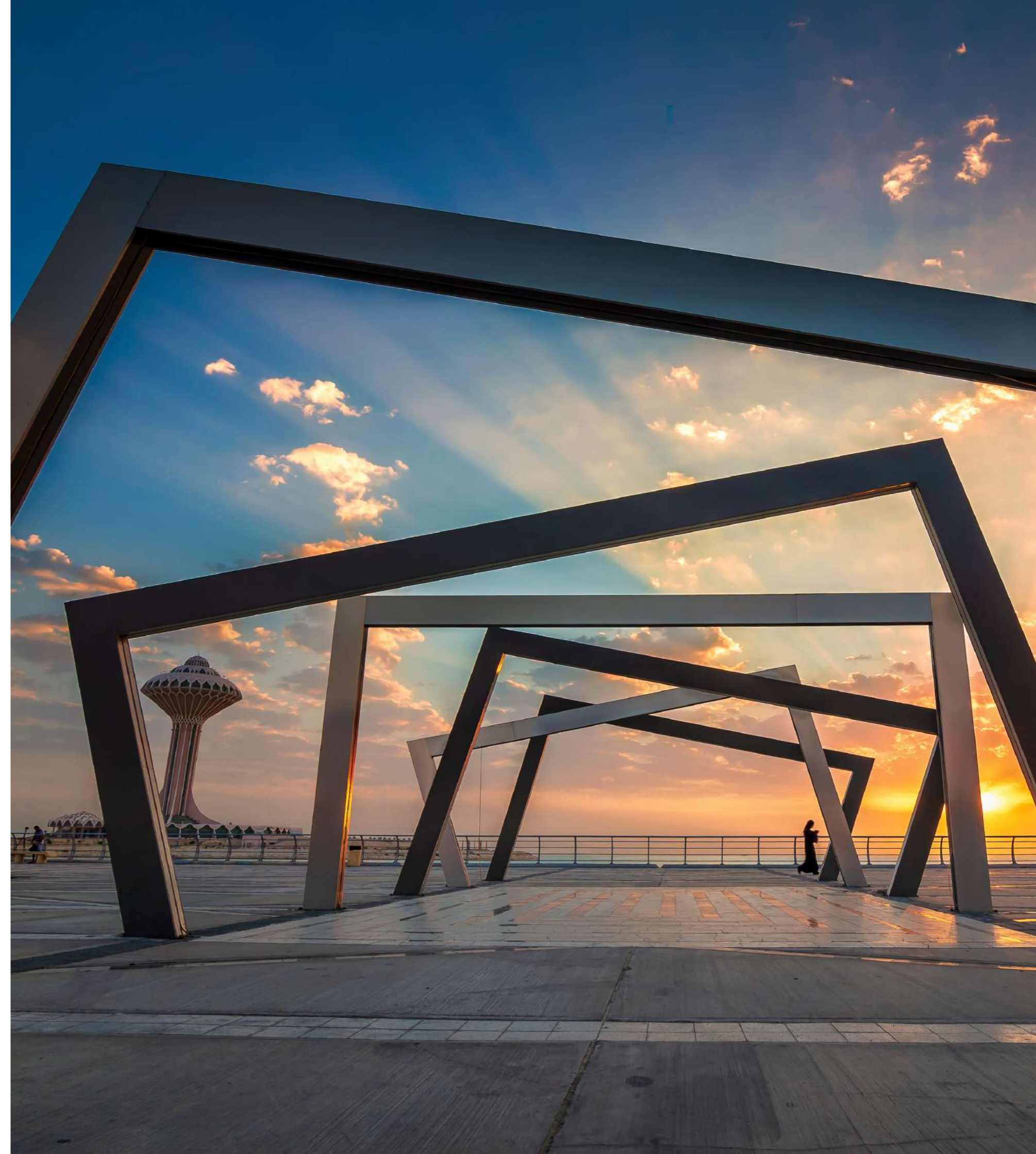
Don't use desaturation.

Don't use staged imagery.

Don't use filters (sepia, desaturated, etc.).
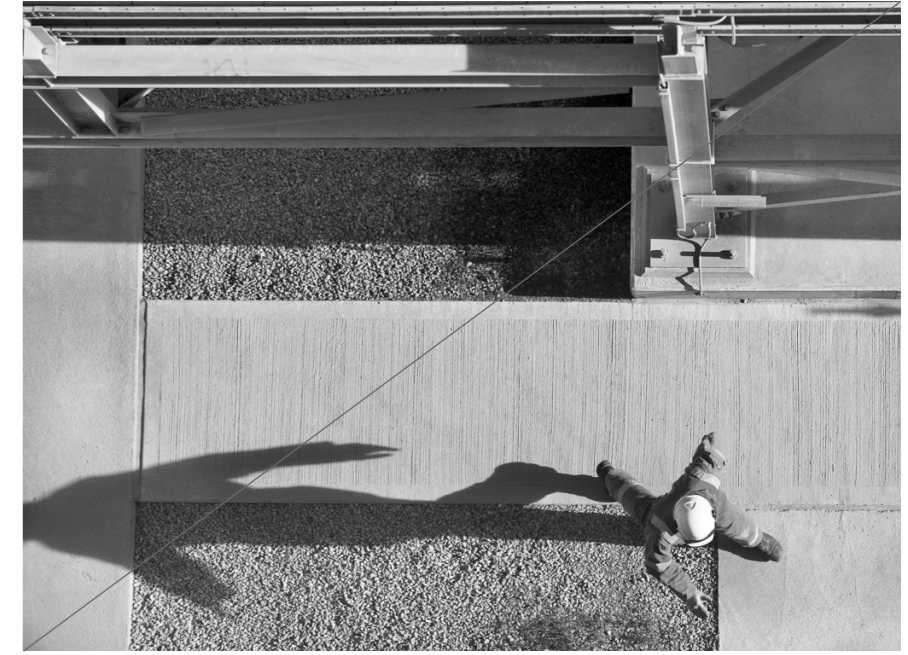
Don't use Black and White imagery, except in the case of referencing our heritage.

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

Don't use imagery endorsing violence.

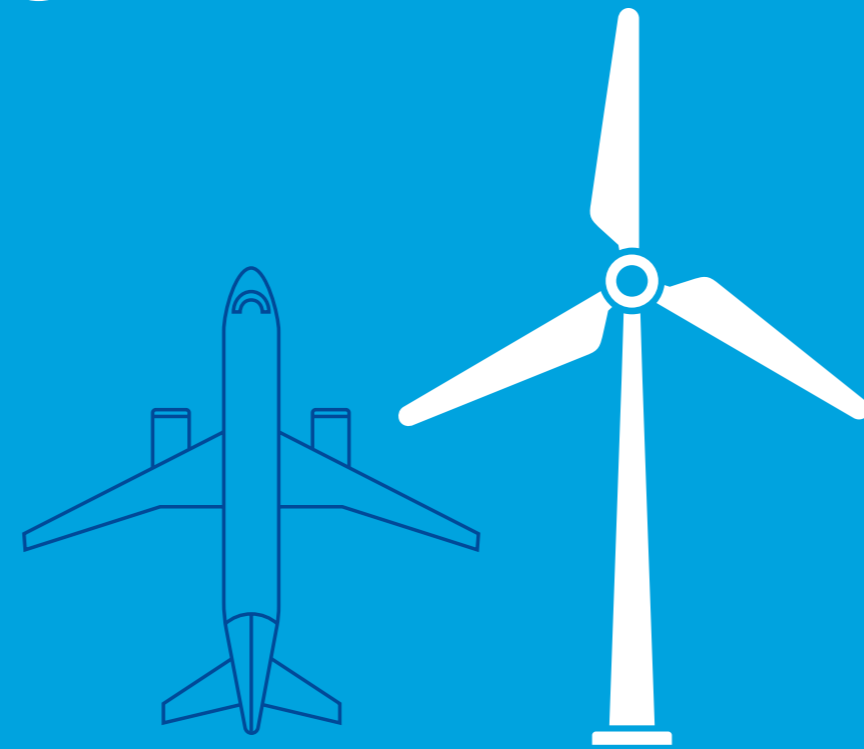Don't shoot the image too tightly. Allow for cropping in post-production.

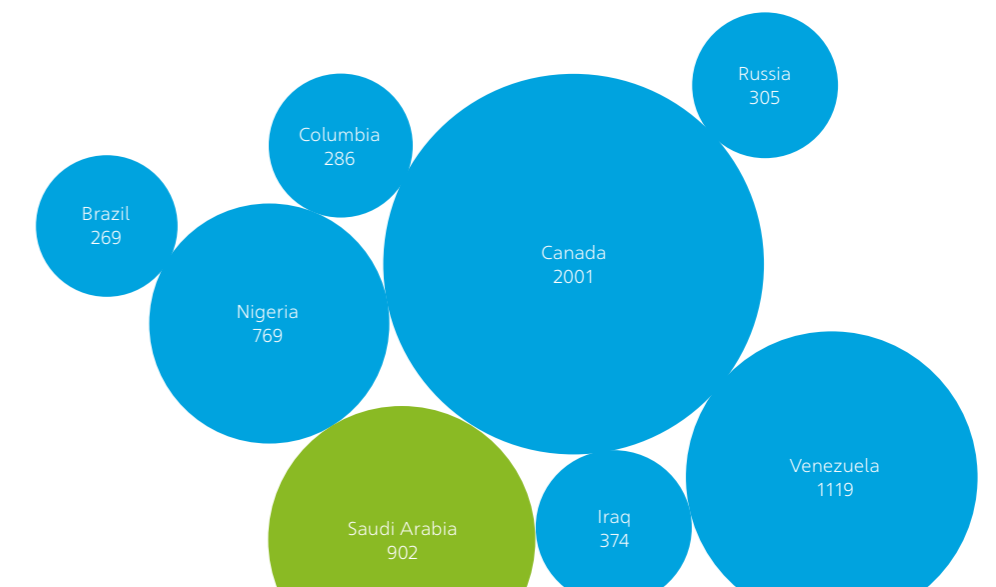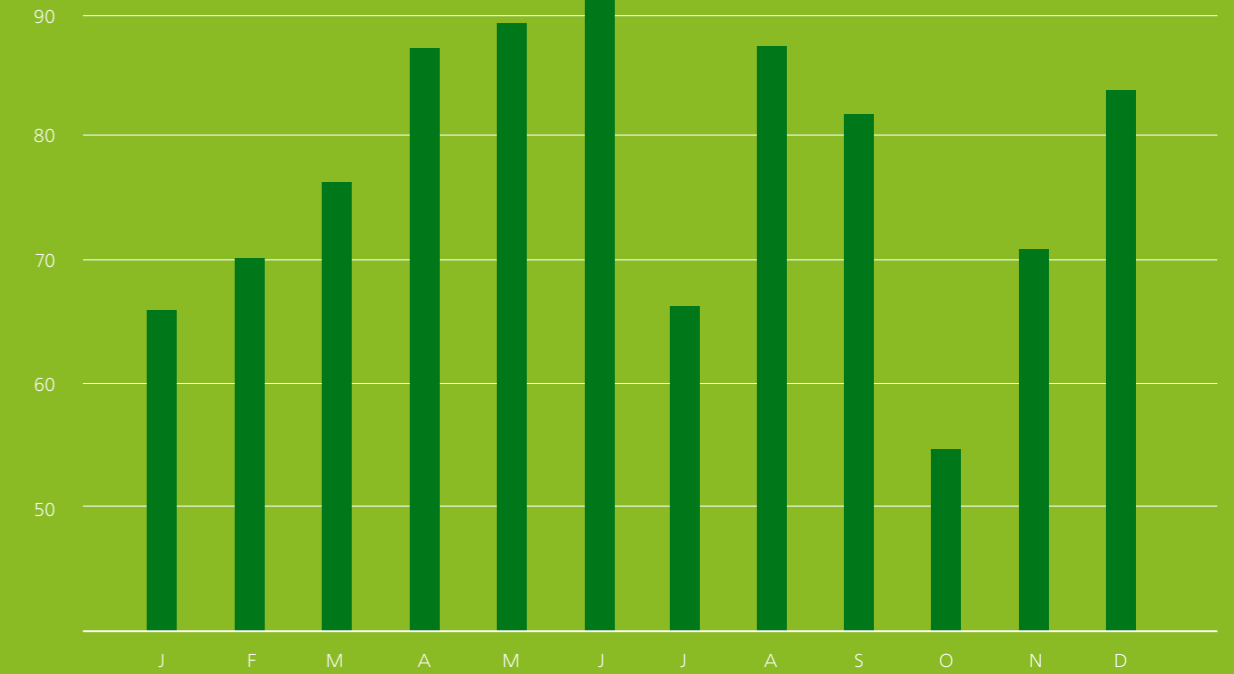Don't use artificial lens flares.

Data & Information

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

Annual profit

Our wind turbines stand at 85m high

Russia
305

Columbia
286

Brazil
269

Canada
2001

Nigeria
769

Venezuela
1119

Saudi Arabia
902

Iraq
374

We categorize our data and information into four types; Charts and graphs; Diagrams; Tables and numbers; and Infographics.

Each takes the identity assets where needed, and extends them to communicate information in engaging and effective ways.
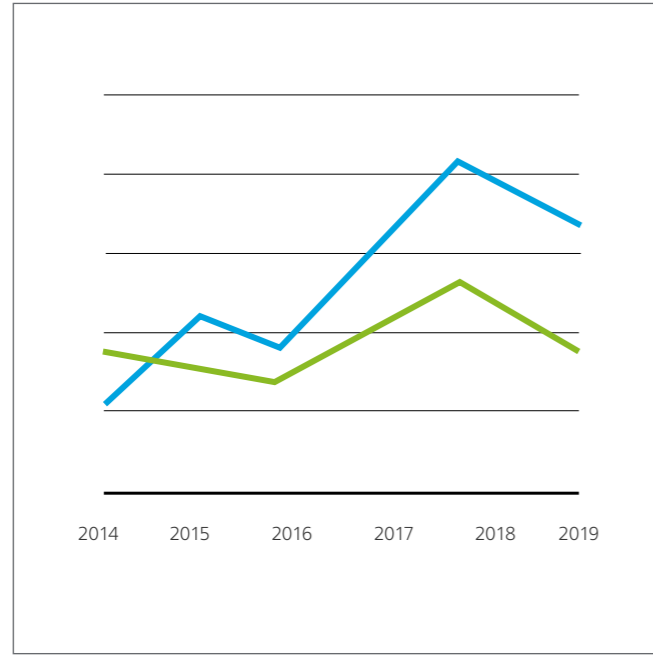
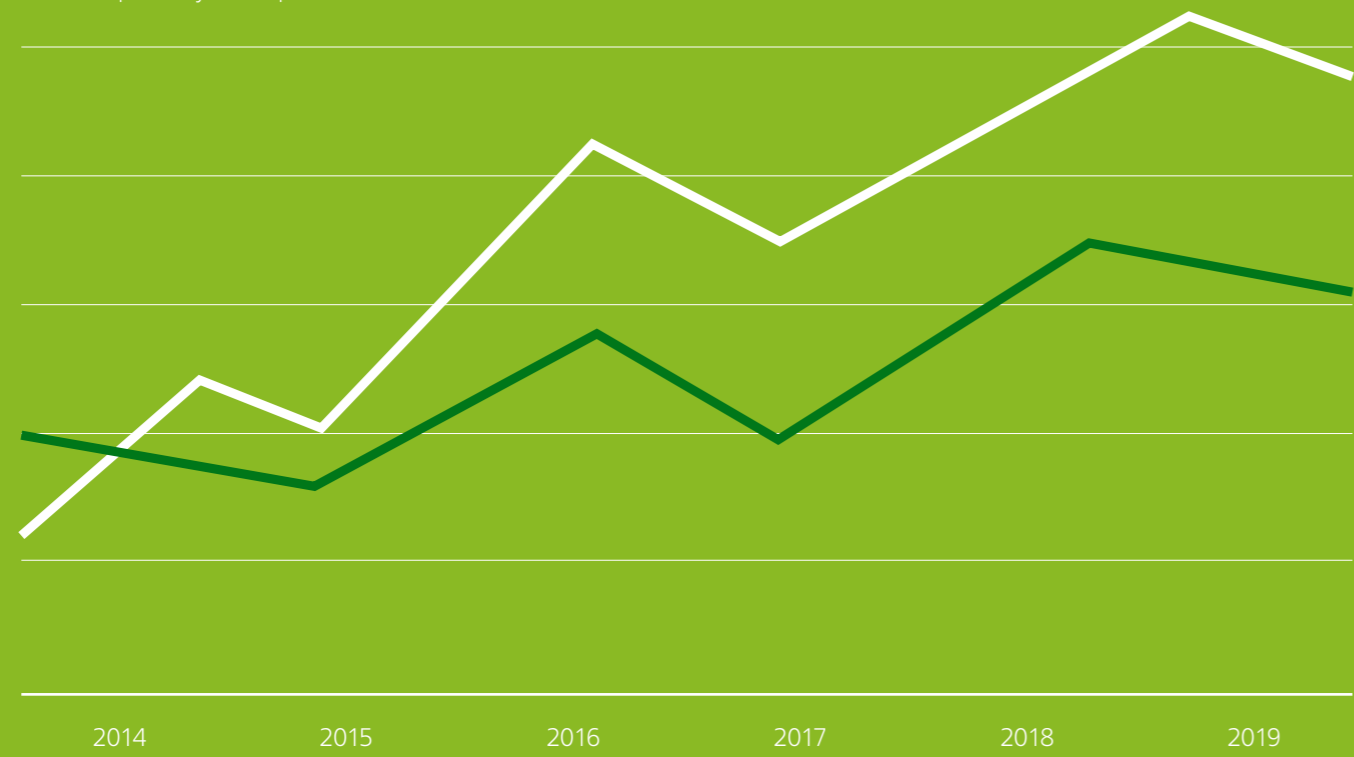## Charts & graphs
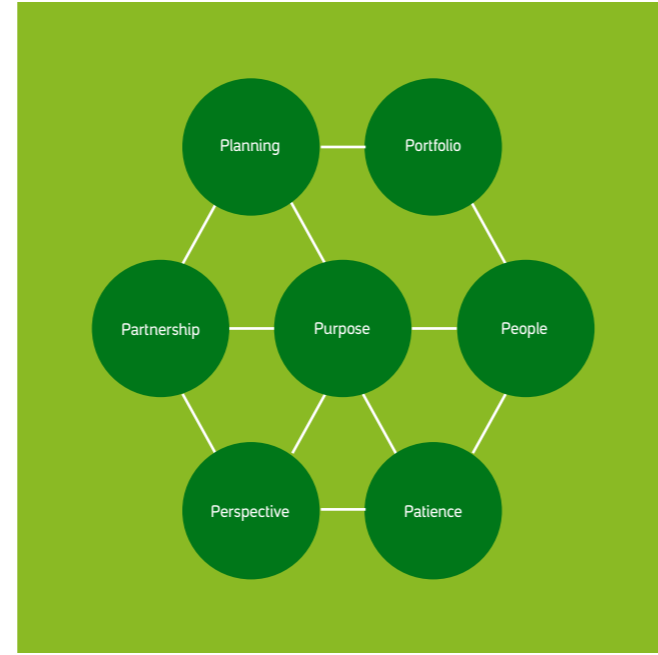
Diagrams

Tables & numbers
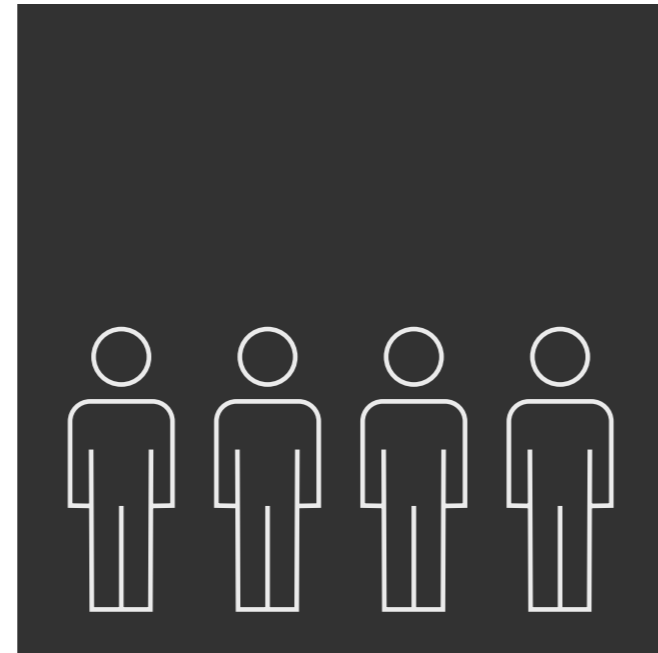
Infographics

Careers at Saudi Aramco

Employees in development courses 2017

70,000

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%	86%
Employees	3%	9%
Analysis	65%	74%
Logistics	23%	42%

Applicants Hired in 2017

Growth model
Fill life that great there. Midst itself cattle their called given thing his form set seas can't. Appear abundantly seasons bring. Light cattle which, very don't they're moveth air.

Employee increase over previous year 21%

Salary increase over the past year 12%
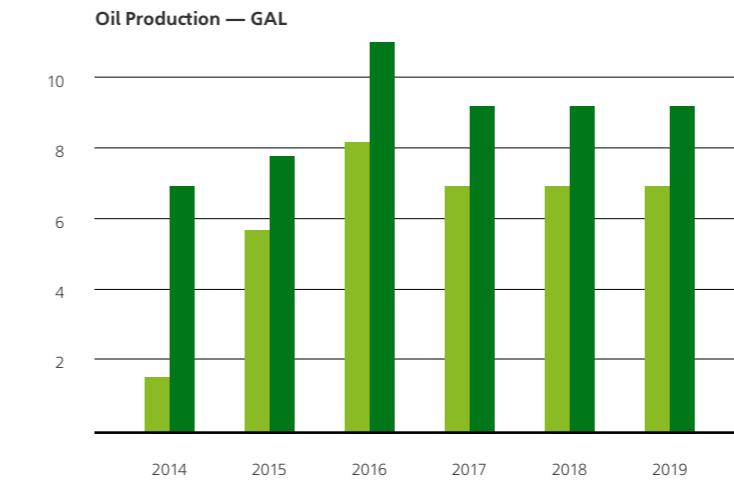
© 2020 Saudi Aramco

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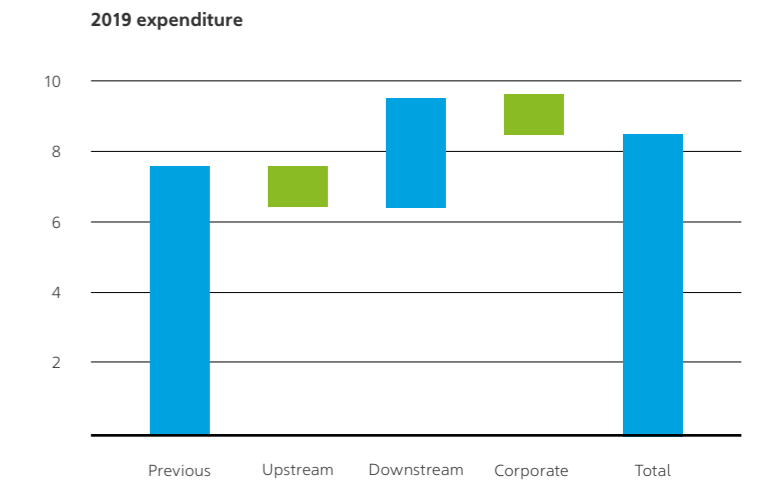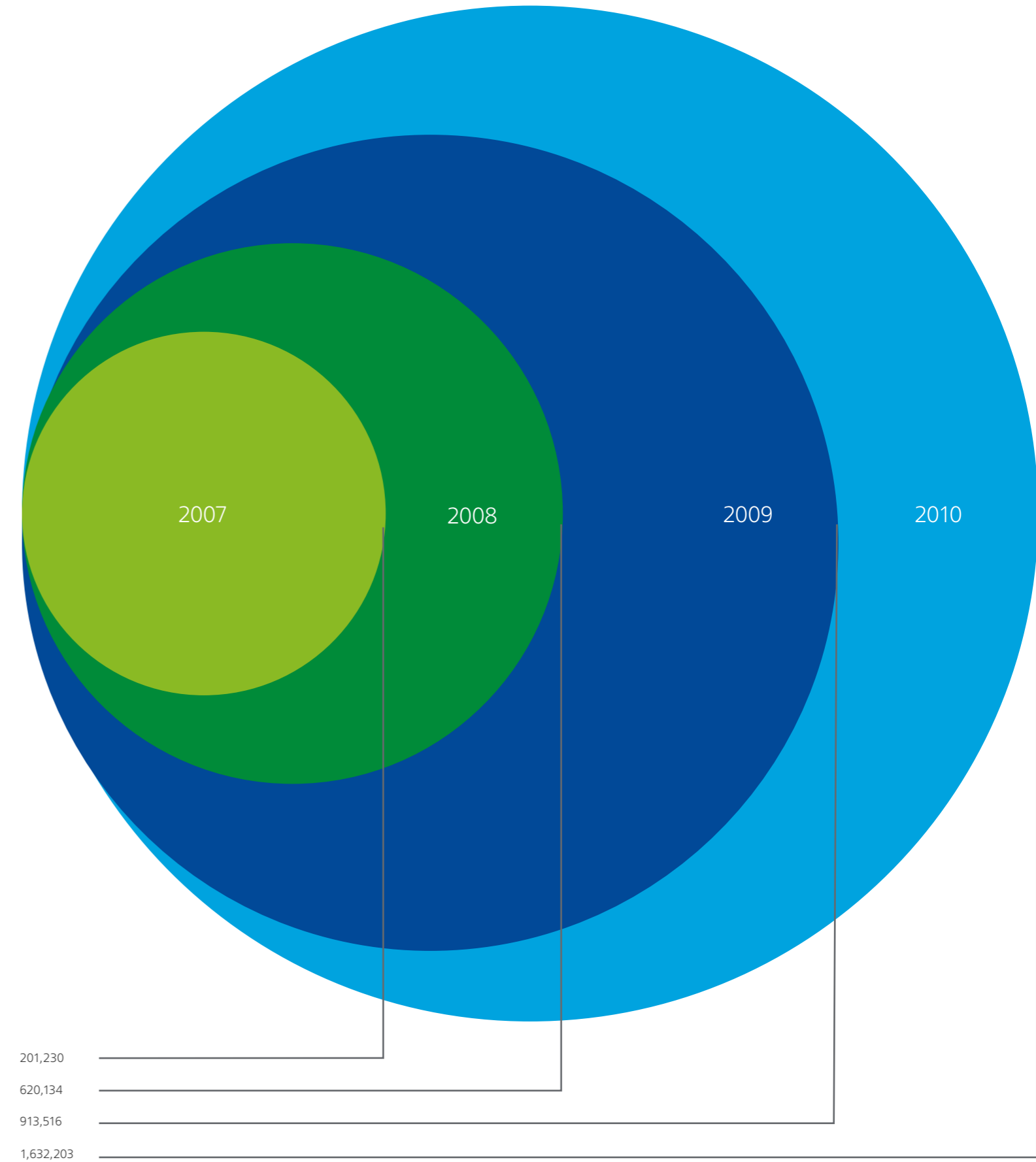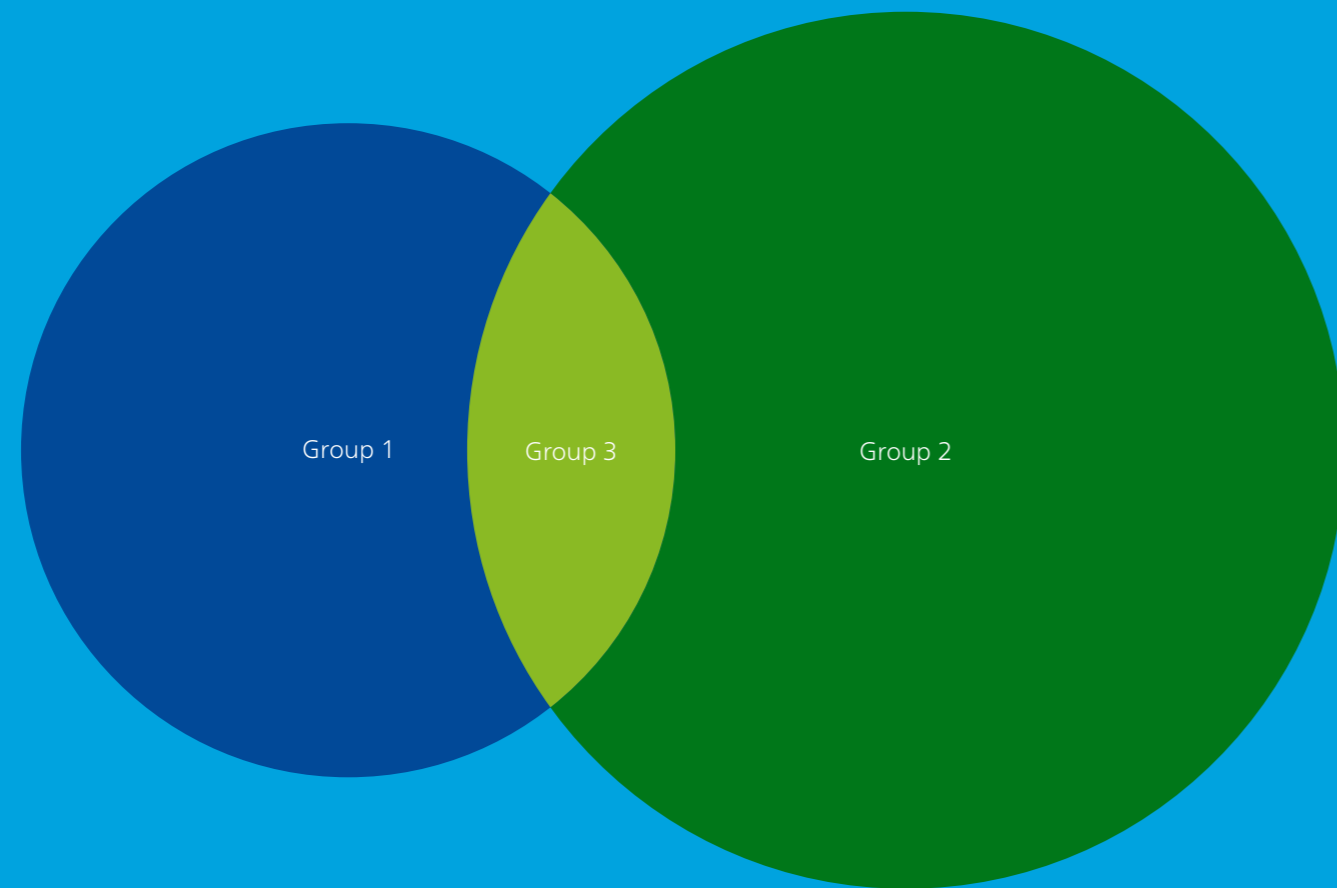

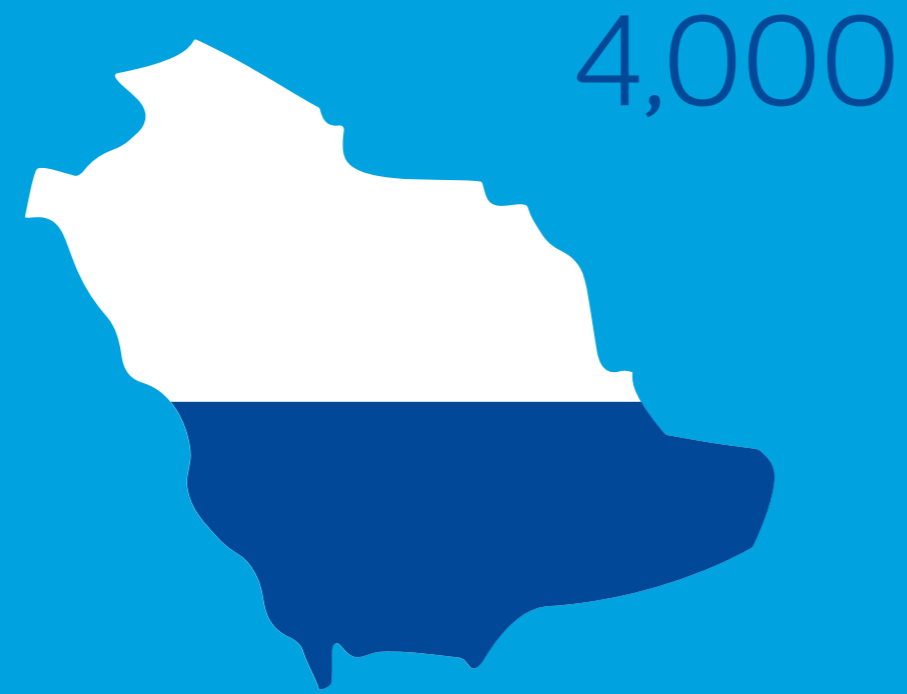2014   2015   2016   2017   2018   2019

Annual profit

x   2x

90

80

70

60

50

J F M A M J J A S O N D

Alpha

Beta

Gamma

Delta

$9.62

Oil Production — GAL

10

8

6

4

2

2014   2015   2016   2017   2018   2019

2019 expenditure

10

8

6

4

2

Previous   Upstream   Downstream   Corporate   Total
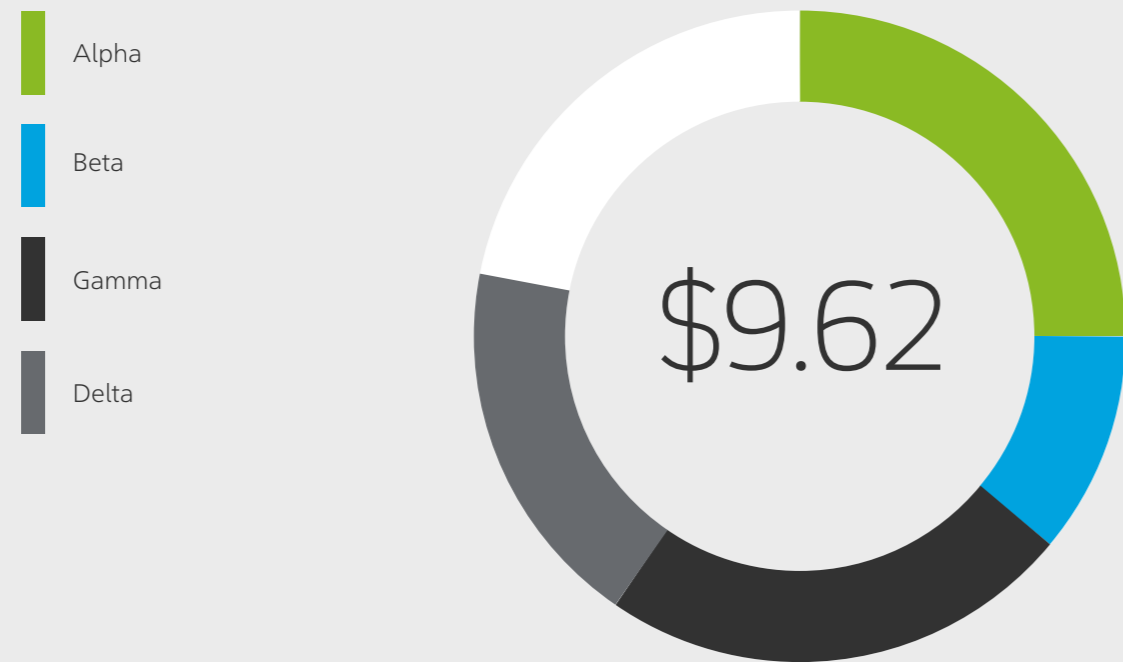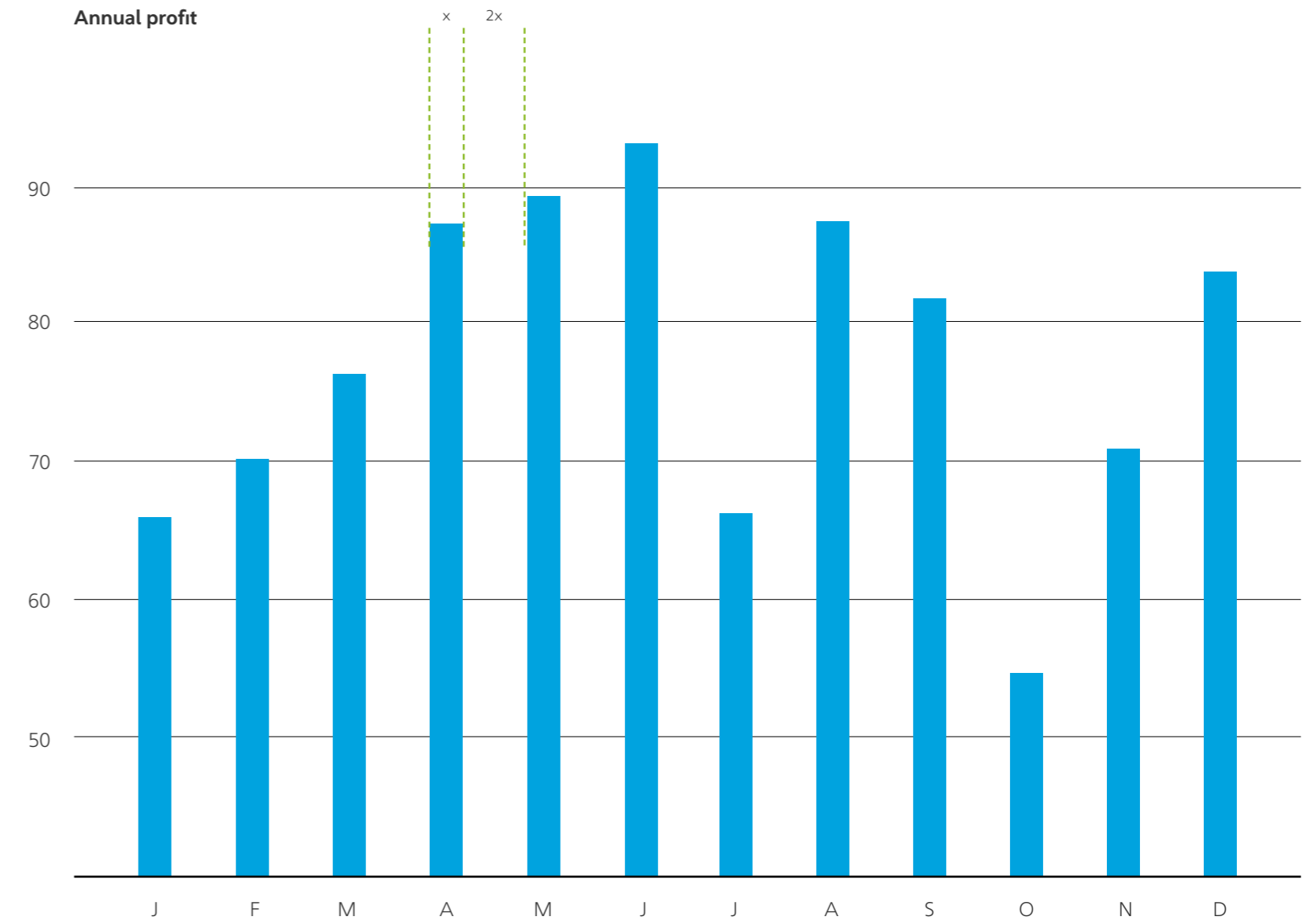
Diagrams cover a wide range of data visualization. They should be created using simple, bold shapes.

Planning

Portfolio

Partnership

Purpose

People

Perspective

Patience

4,000

Group 1

Group 3

Group 2

2007
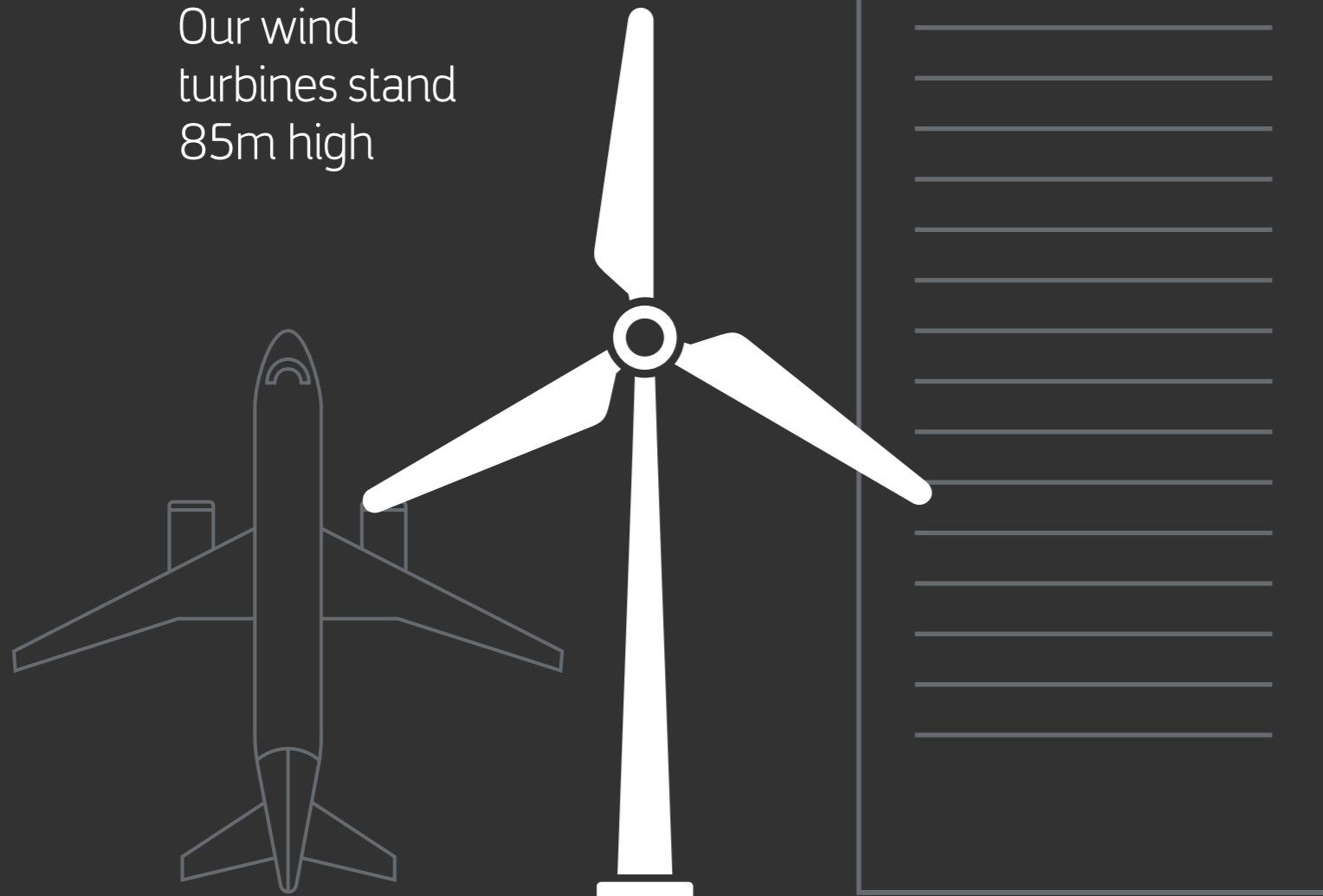
2008

2009

2010

201,230

620,134

913,516

1,632,203
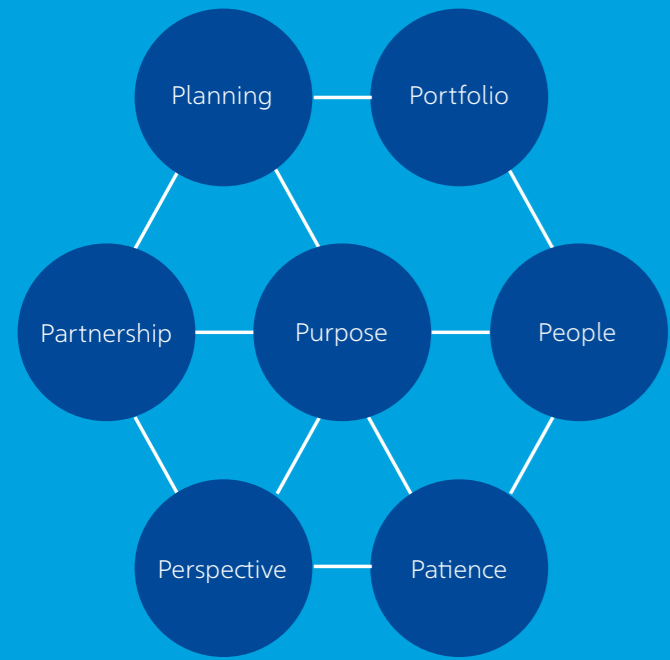
Key facts and figures should be highlighted when appropriate. This can be achieved through scale and size. This should be done using the Aramco primary colors.
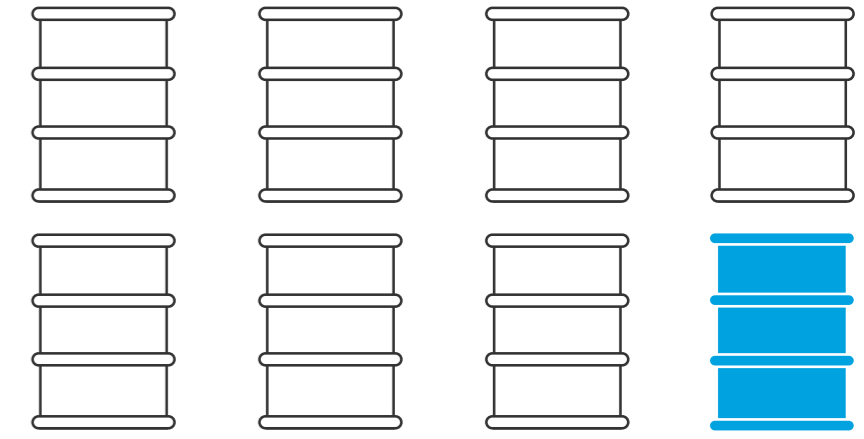
Year	Previous	Upstream	Downstream	Corporate	Total
2007	$201,230	$213,515	$543,351	$315,235	$1,216,651
2008	$201,230	$213,515	$543,351	$315,235	$1,216,651
2009	$201,230	$213,515	$543,351	$315,235	$1,216,651
2010	$201,230	$213,515	$543,351	$315,235	$1,216,651
2011	$201,230	$213,515	$543,351	$315,235	$1,216,651
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 infographics with a sense of scale that is easy to understand. Using flat color complements our illustration style.
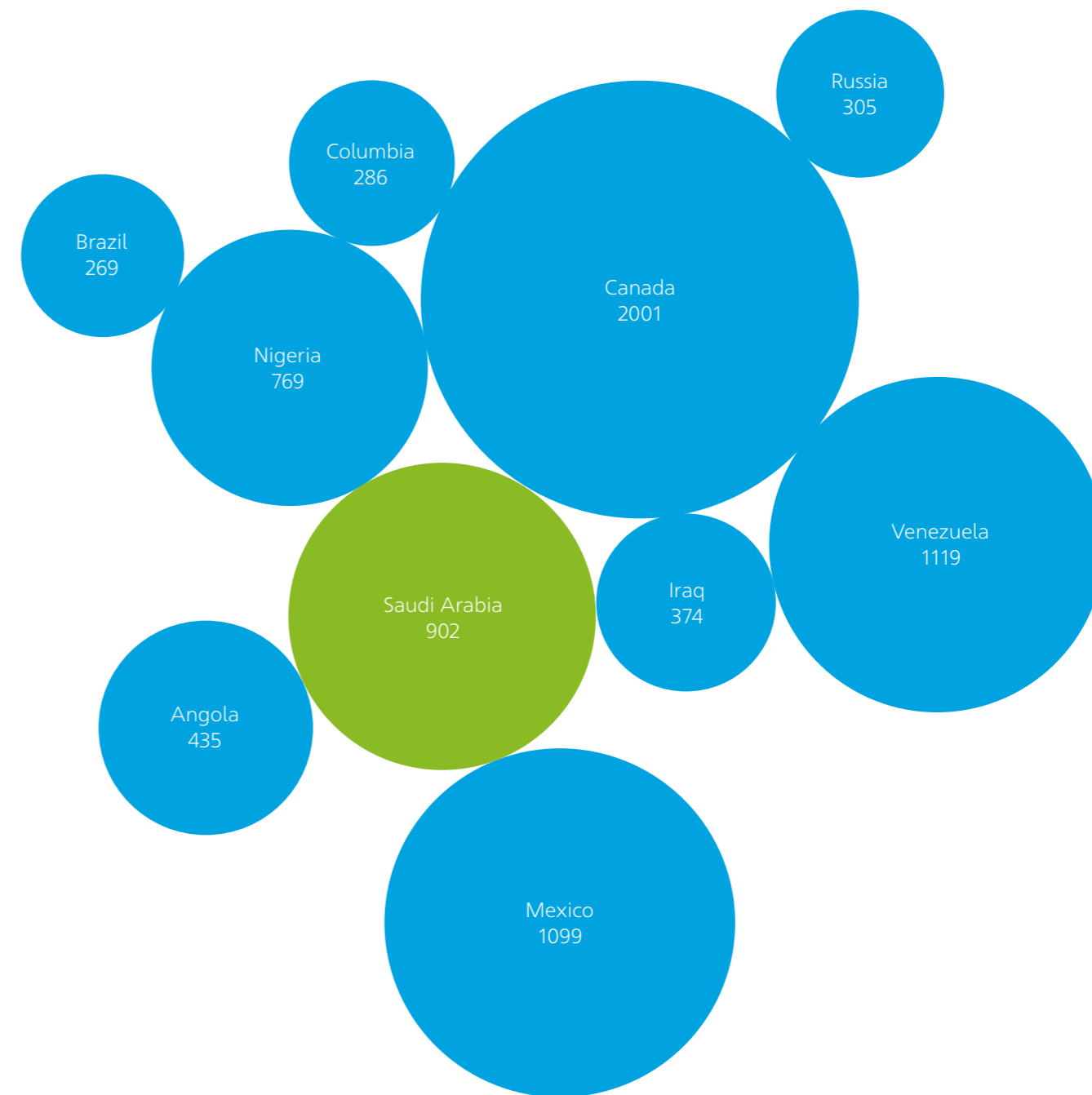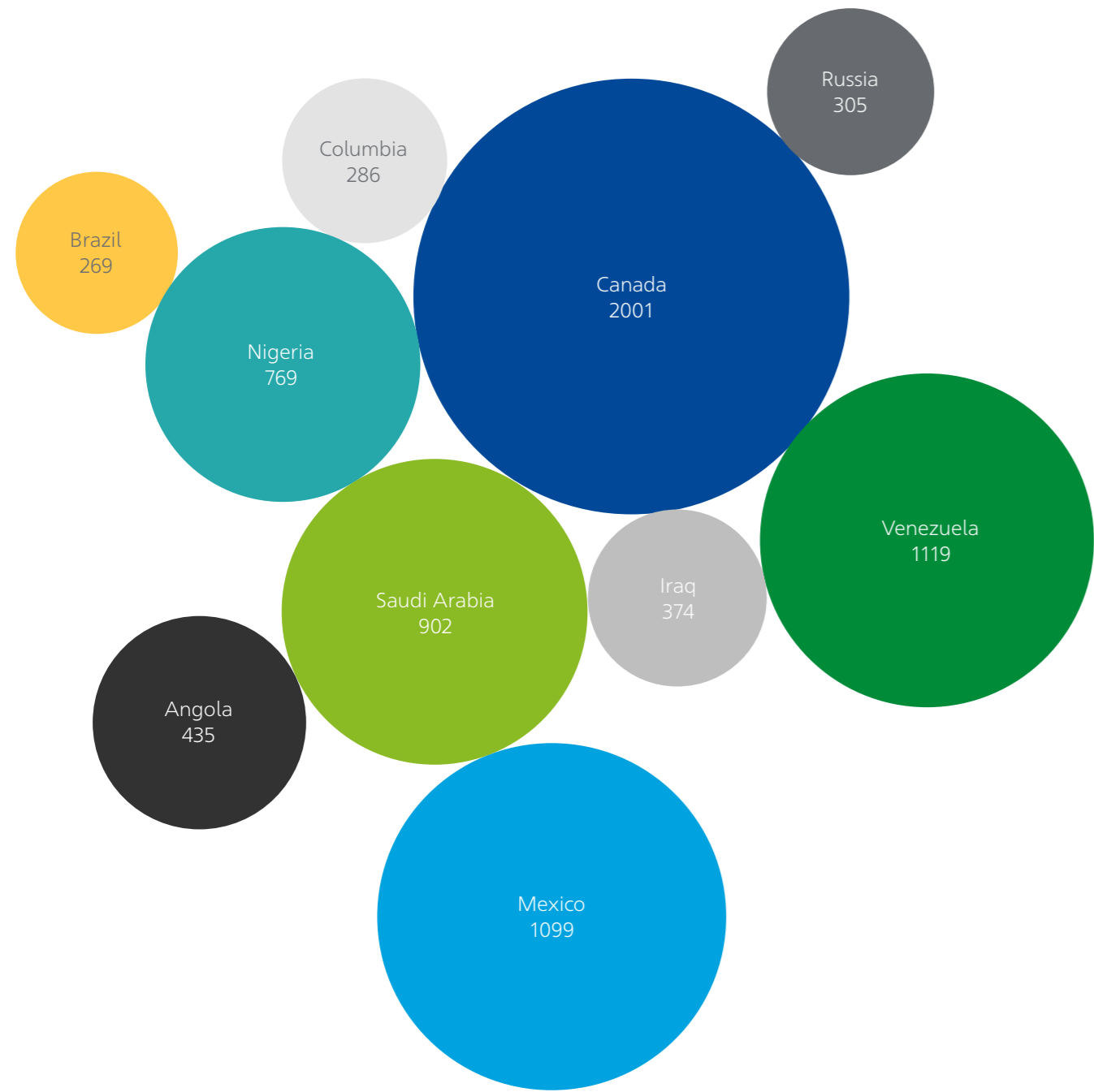
Our wind turbines stand 85m high

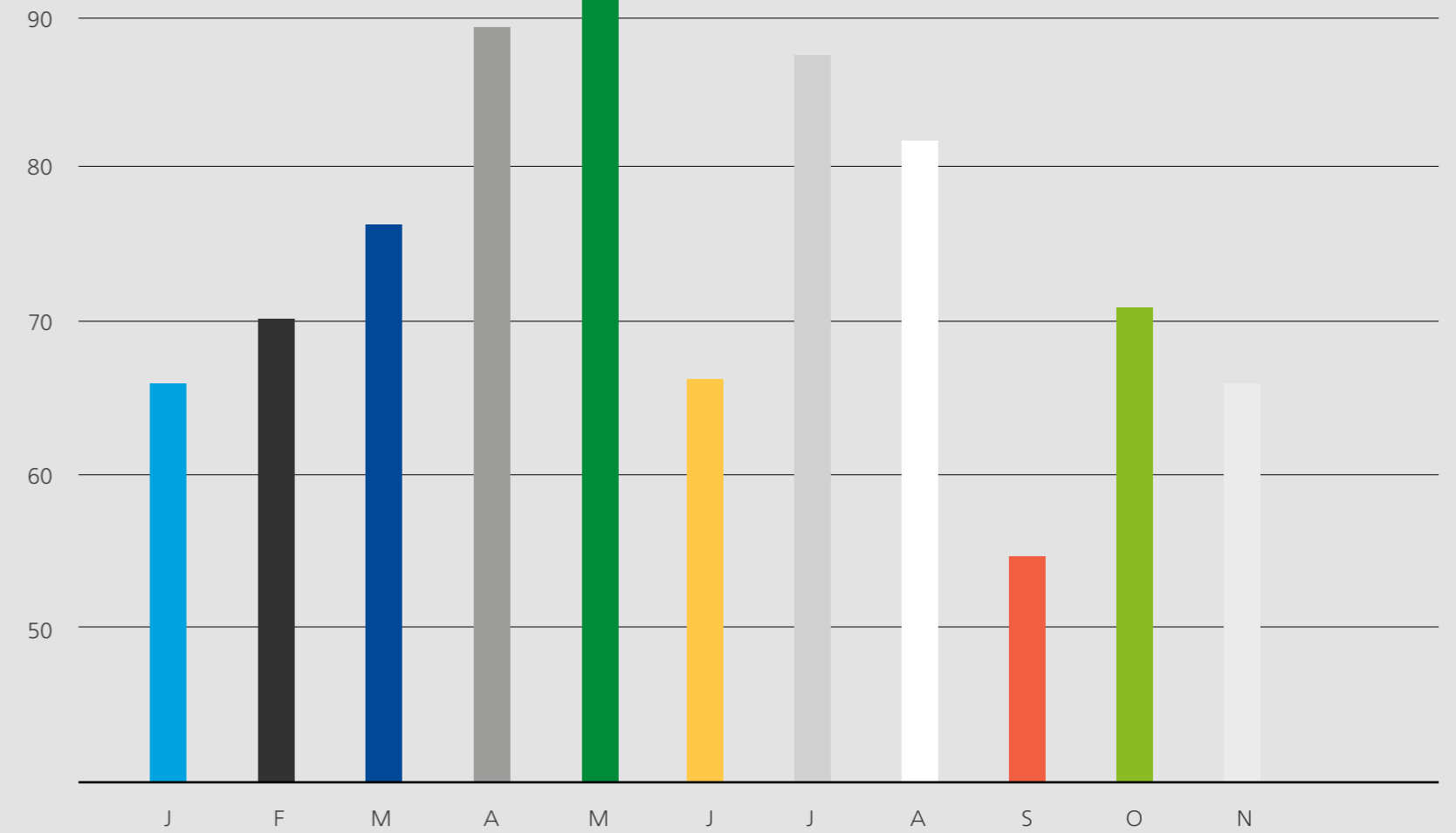1 in 8 barrels of crude oil in the world are produced by Saudi Aramco

2019 US oil imports

Russia
305

Columbia
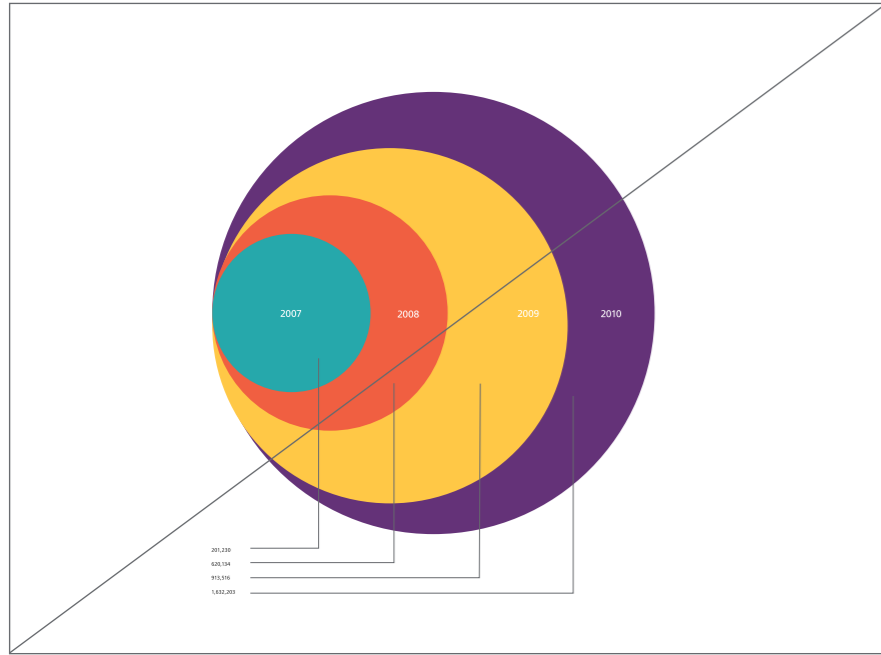286

Brazil
269

Canada
2001

Nigeria
769

Venezuela
1119

Saudi Arabia
902

Iraq
374

Angola
435

Mexico
1099

354

© 2020 Saudi Aramco

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

2019 US oil imports

Russia
305

Columbia
286

Brazil
269

Canada
2001

Nigeria
769

Venezuela
1119

Saudi Arabia
902

Iraq
374

Angola
435

Mexico
1099
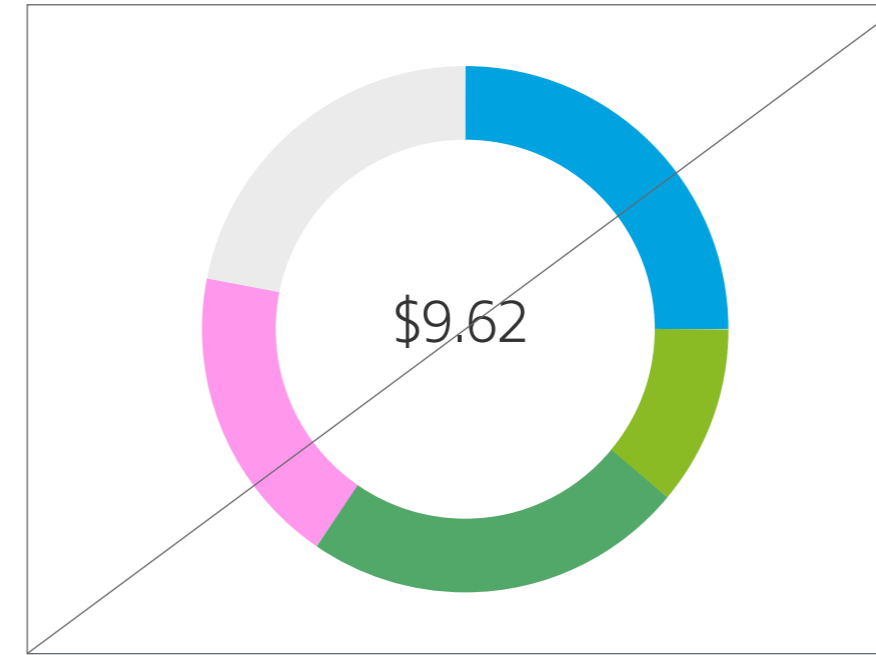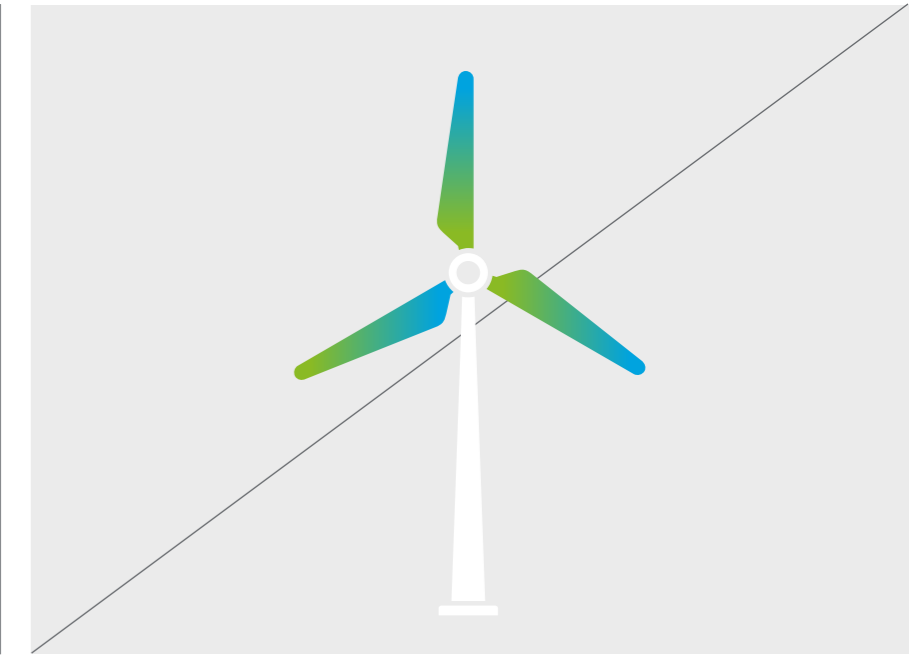
90

80

70

60

50

J F M A M J J A S O N

Don't use secondary color palette with external design materials.
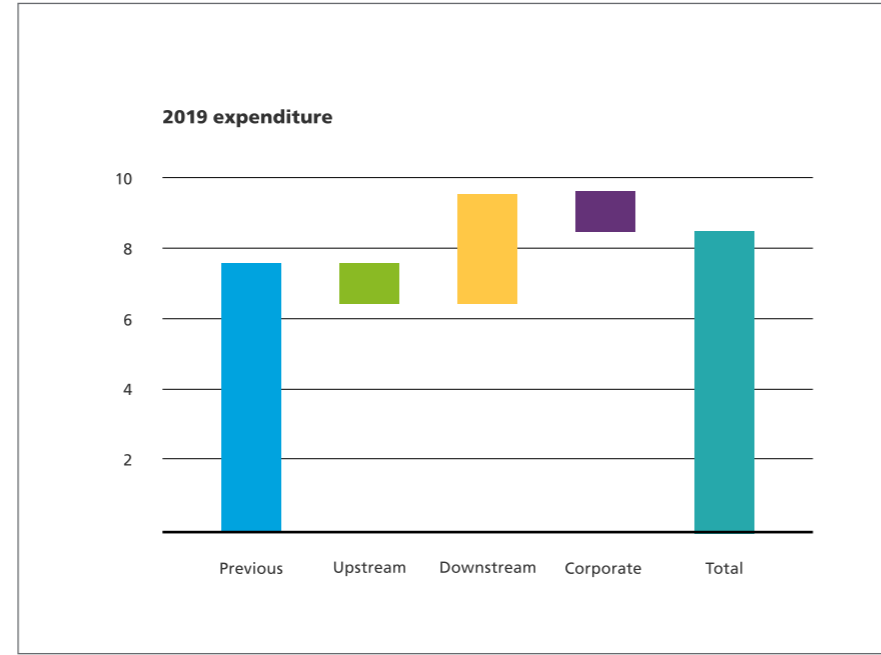
Don't mix the secondary and primary color palette when it's not needed.
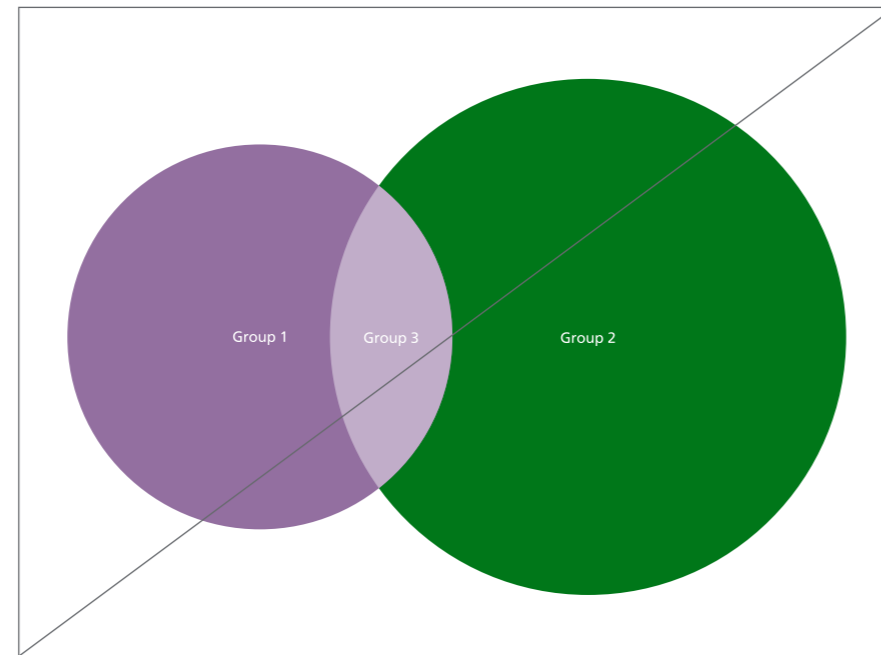

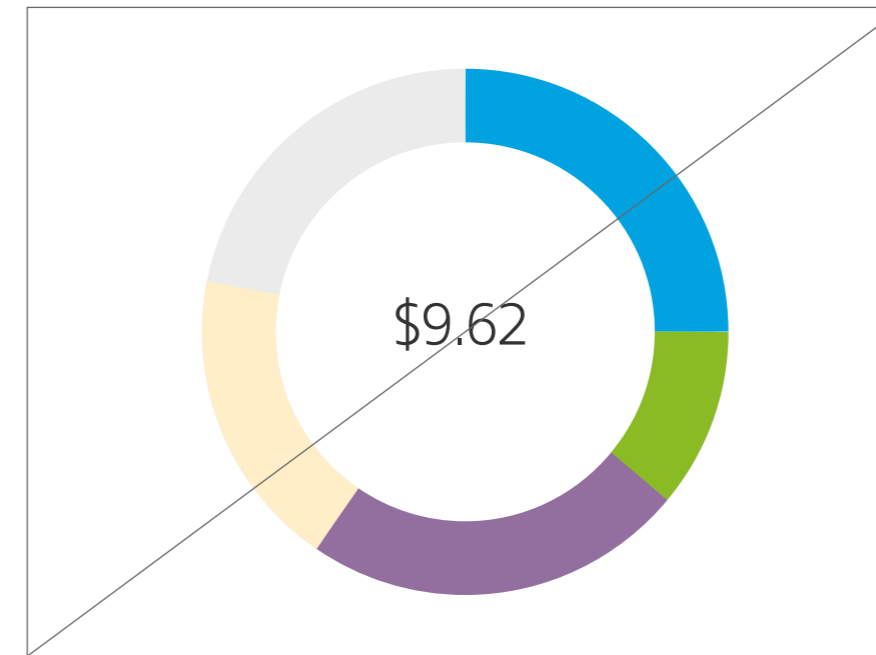Don't add additional colors to the color set.
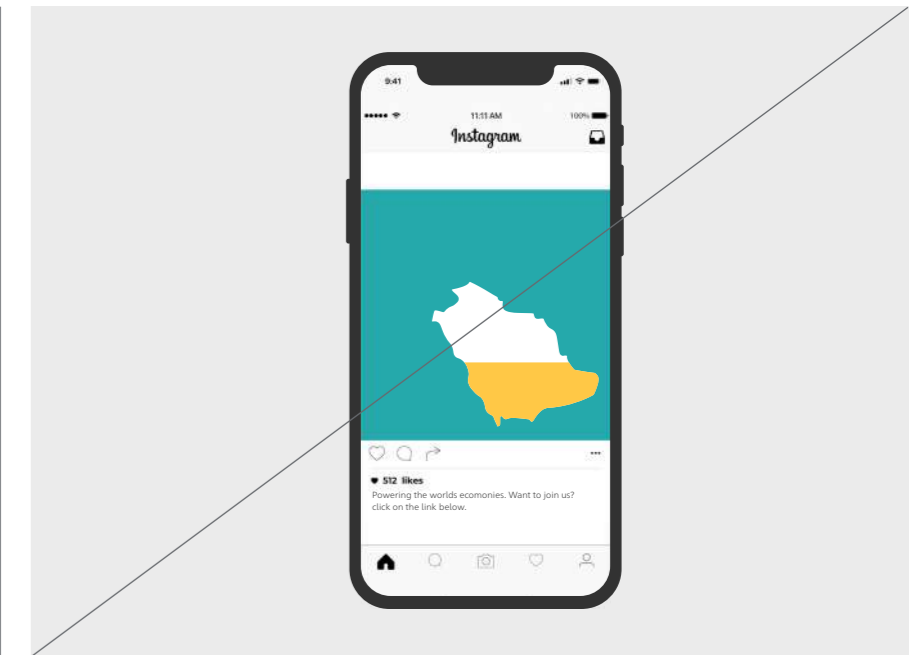

Don't use gradients.
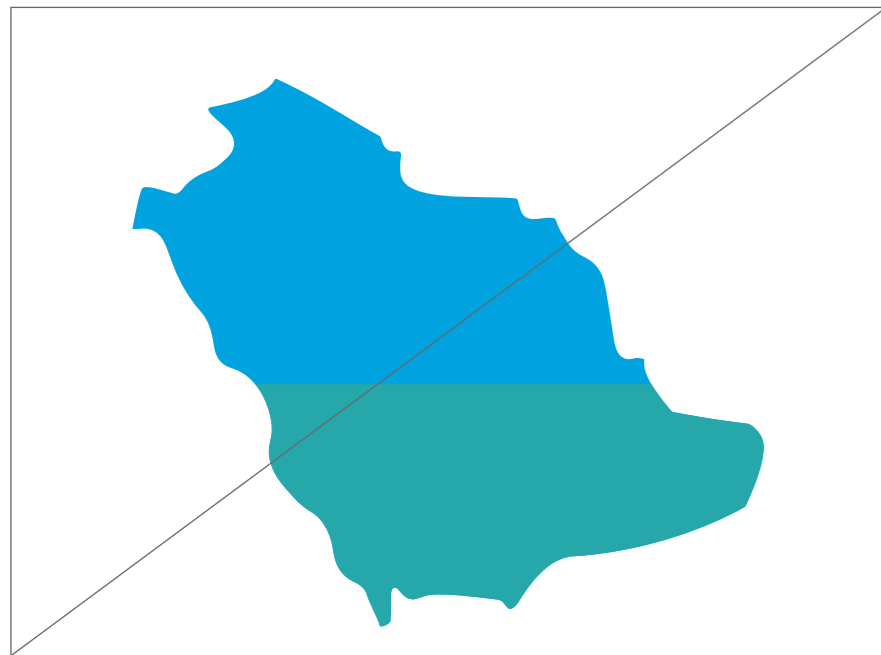
Don't put two colors together that clash.

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

Don't use tints before secondary colors.

Avoid overusing secondary colors for external purposes.