90th anniversary logo guidelines

saudi aramco anniversary 2023

th

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Logo colors

There are **three colors** for the 90th anniversary logo.

Logo colors

Use the **blue color** when in close proximity to the Aramco logo

Use the **gradient color** when not in close proximity to the Aramco logo.

Use the **white color** whenever needed on a dark background.

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Logo as a design element

The logo can be used as a design element as a whole with the text and without, or cropped.

To ensure consistency, please crop the logo as specified below. You can also find the cropped artwork in the asset file provided.

Bottom cropping:
Crop the logo from the bottom up to 16% of the logo height.

Left cropping:
Crop the logo vertically from the outer edge of the inner part of number 9 as illustrated.

Two sides cropping:
Crop the logo from the right side where the (th) is ending, until the line intersects with the edge of the circle on the bottom.

In this case the text around the logo should be removed and a full version of the logo must always appear on the designed media.

Logo as a design element

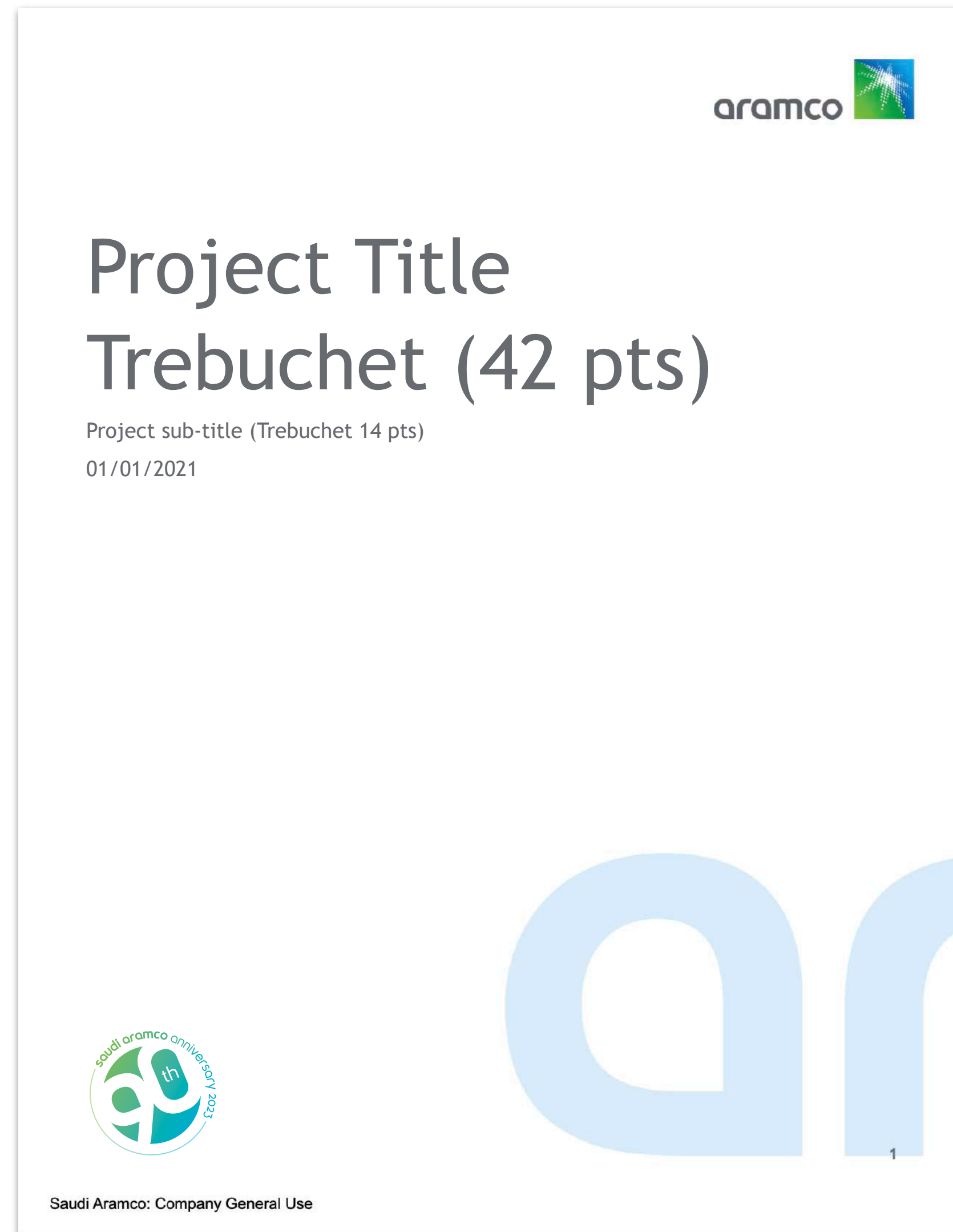When using the logo as a design element, use one of Aramco's primary colors with a transparency of 15%.

When applied on a colored background, use a lighter or darker shade of the same background color. The recommended transparency in this case is 15%.

Report templates

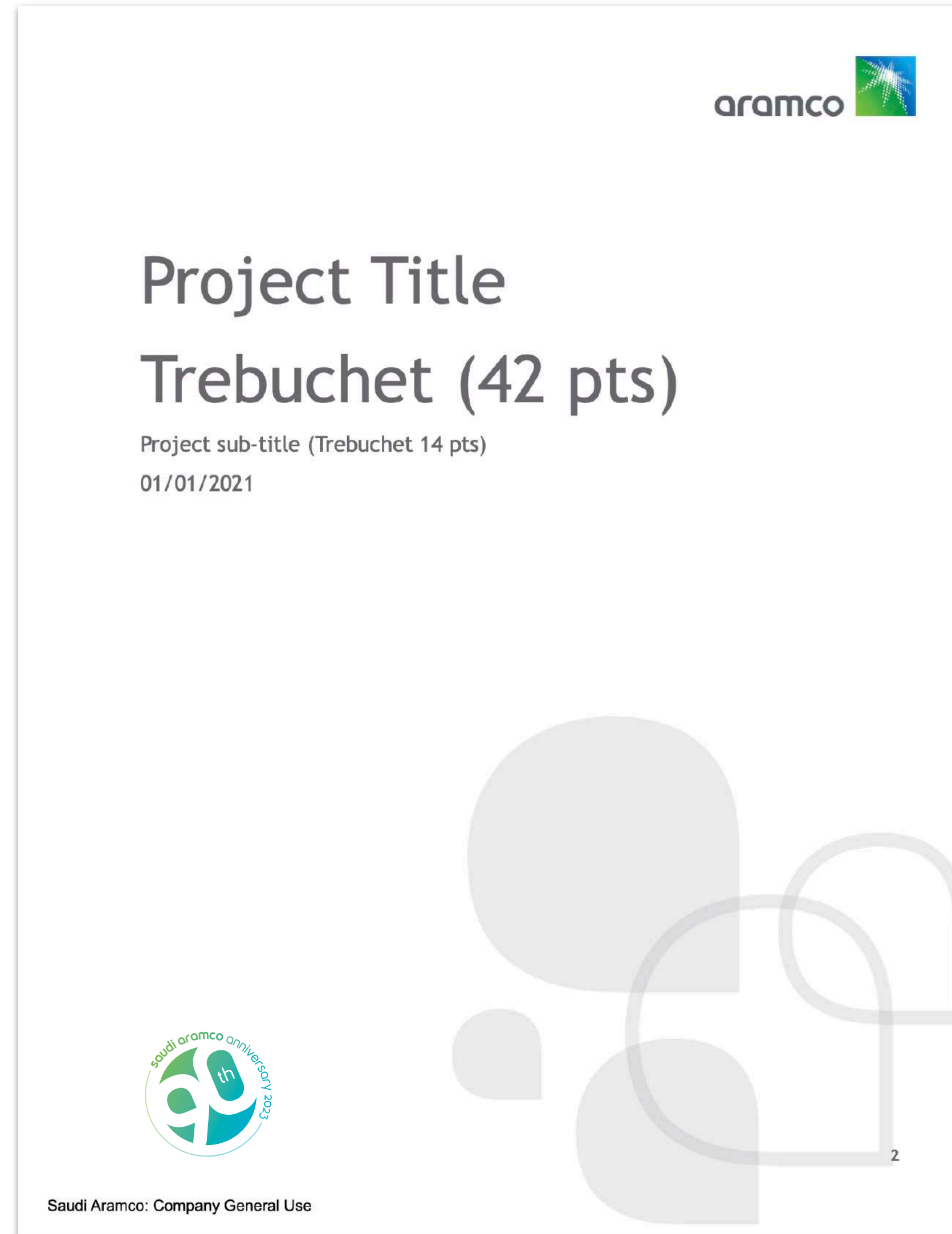You are encouraged to use the updated report covers to celebrate the 90th anniversary.

The following templates are available on the **brand portal.**

Project Title Trebuchet (42 pts)

Project sub-title (Trebuchet 14 pts)

01/01/2021

Saudi Aramco: Company General Use

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Project Title

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Project sub-title (Trebuchet 14 pts)

01/01/2021

aramco

Saudi Aramco: Company General Use

Project Title

Trebuchet (42 pts)

Project sub-title (Trebuchet 14 pts)

01/01/2021

aramco

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Certificates

You are encouraged to use the updated certificate designs to celebrate the 90th anniversary.

The following certificates are available on the **brand portal.**

Certificates

You are encouraged to use the updated certificate designs to celebrate the 90th anniversary.
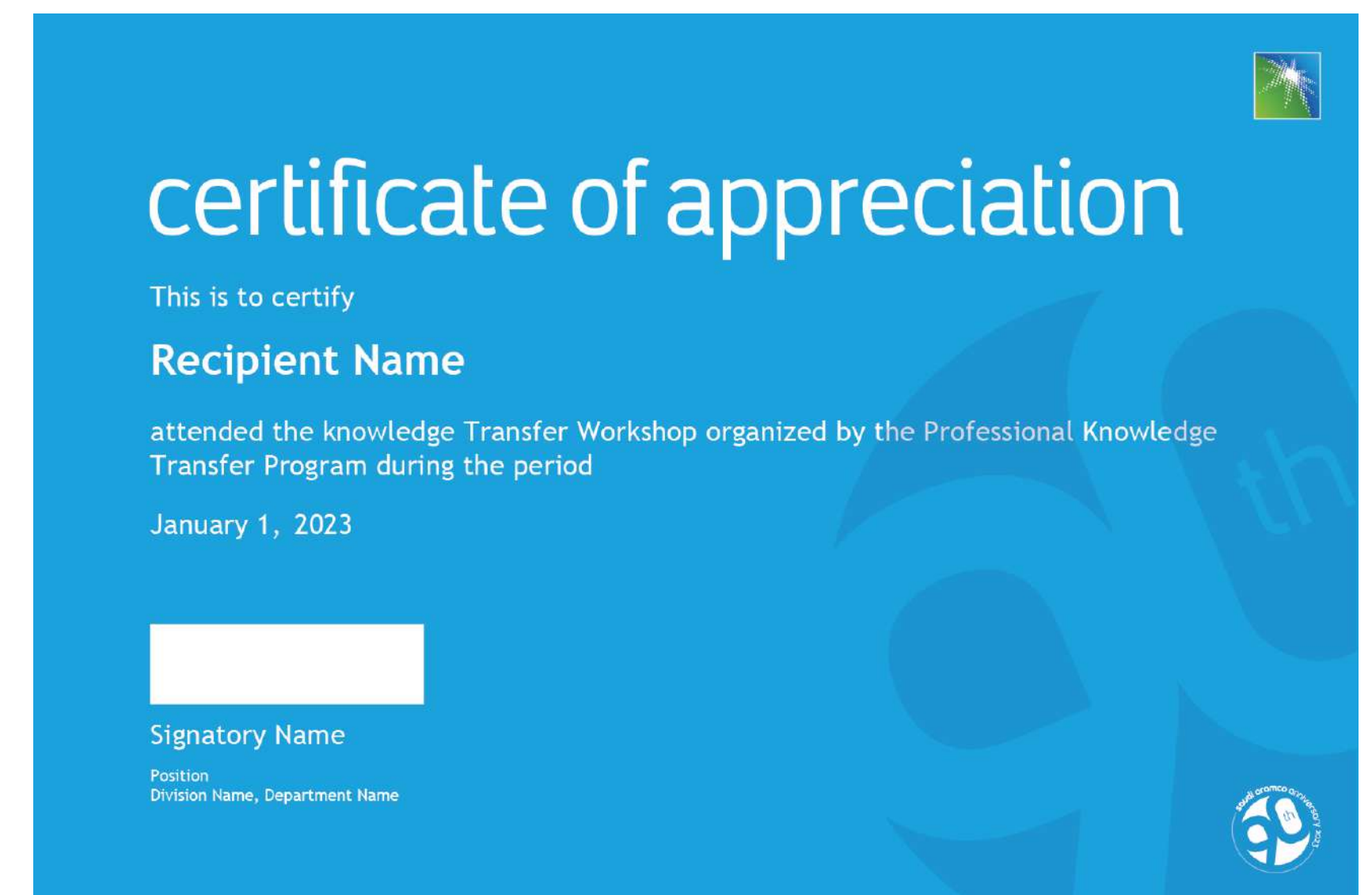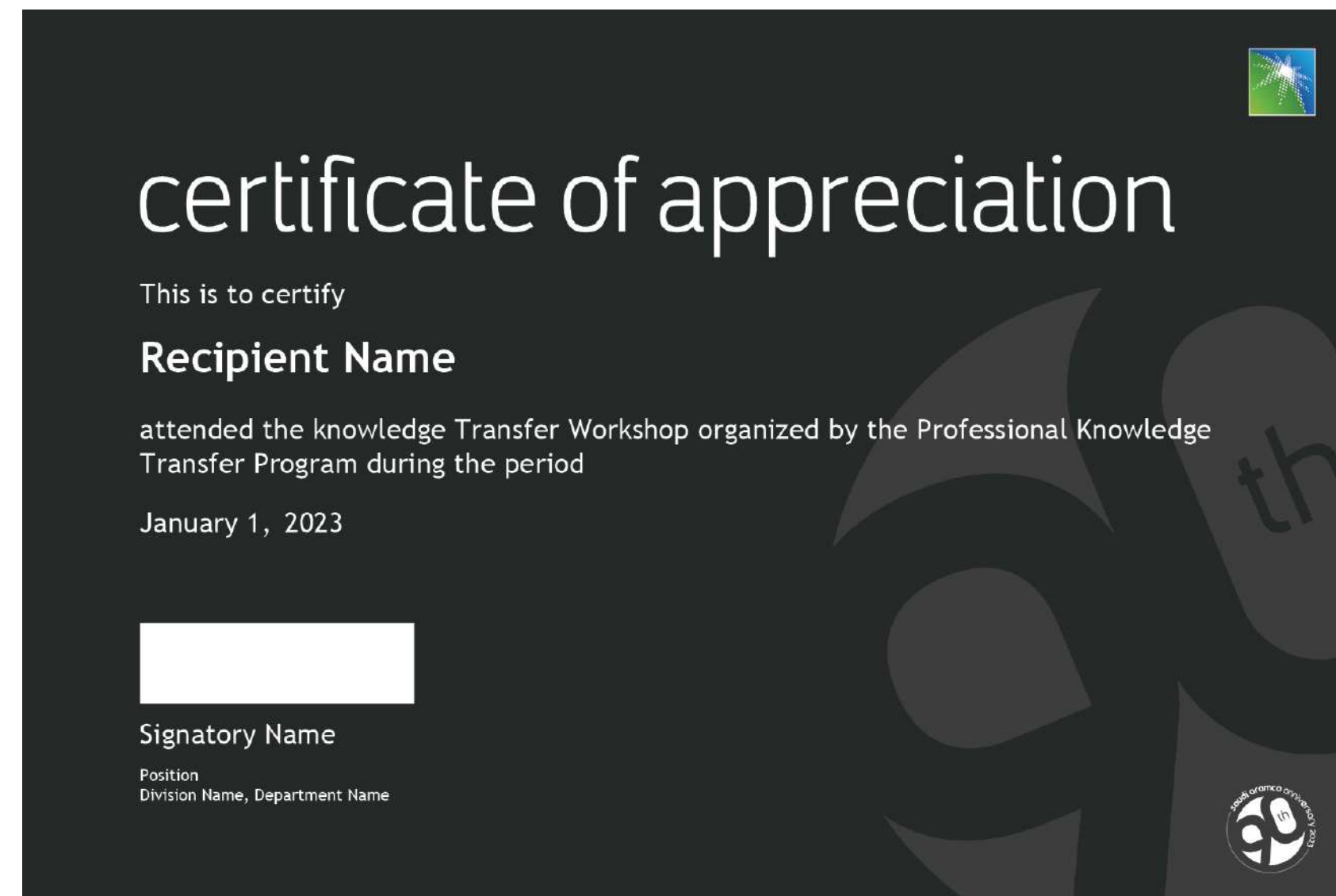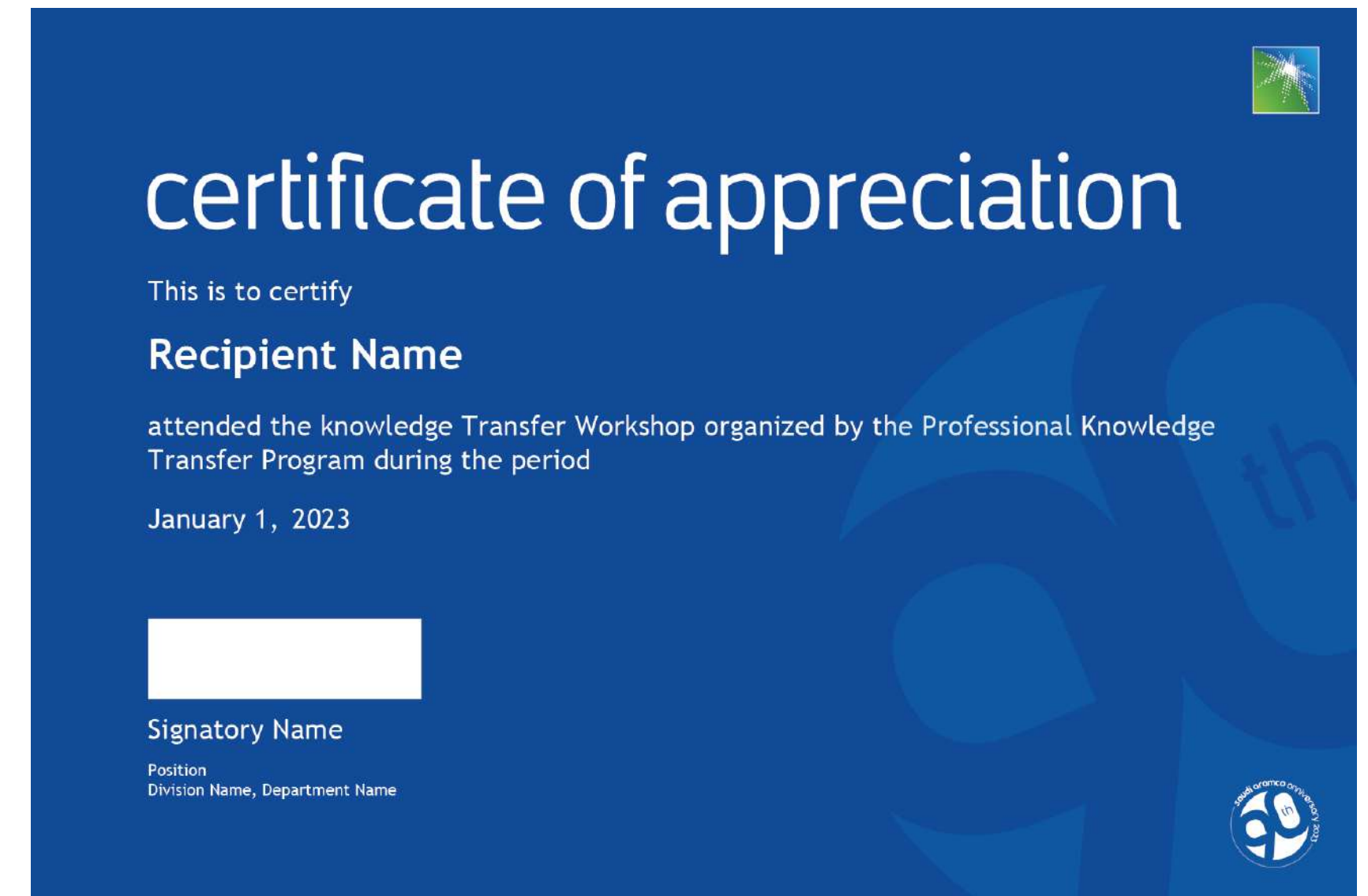
The following certificates are available on the **brand portal.**

Powerpoint templates

You are encouraged to use the updated powerpoint templates designed to celebrate the 90th anniversary.

The following templates are available on the **brand portal.**

Project title (50pt) lorem ipsom

Presentation descriptor (12pt)

Date

Publications: journal of technology

On the **Journal of Technology,** the logo is used in **white.**

Logo text is aligned to the top of the page number of the second article and the solid circle is aligned to the last line of the article's author list as illustrated. Please ensure center alignment with the issue date.

Alignment to the top of article page number

Alignment to the last line of the article's author list.

Centered with issue date.
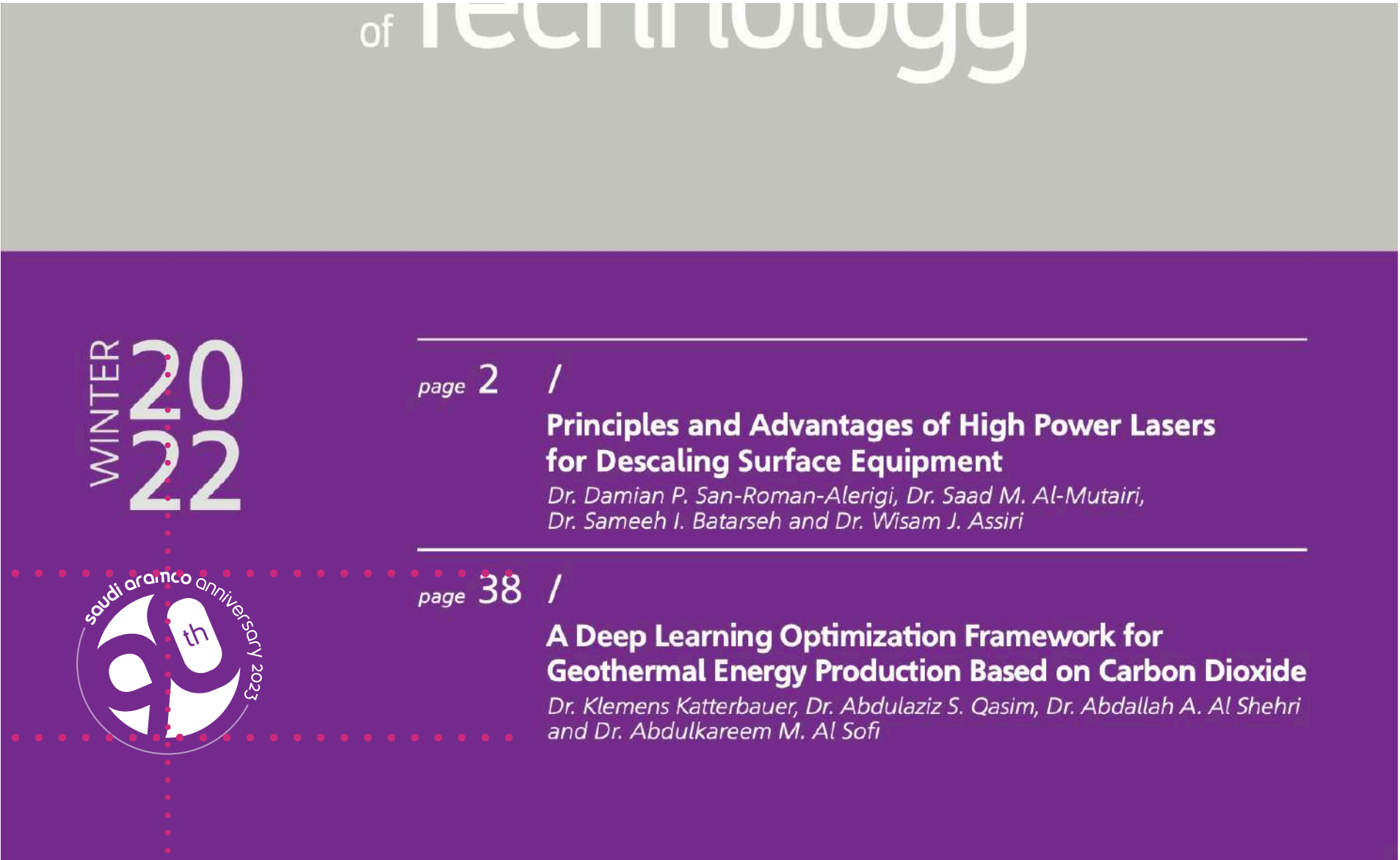
Publications: al-qafila magazine

On the **Al-Qafila Magazine,** the logo is white with a dark gradient behind it to give more visibility.

The logo should be the same size as the x-height of the magazine title.

The logo should be positioned at the bottom left corner of the page, with a space unit of half of the x-height from the left and bottom edges of the page.

1 X

عدد خاص | سبتمبر - اكتوبر 2022

الـقـافـلـة

Aligned to the x-height of the magazine title

عدد خاص | سبتمبر - أكتوبر 2022

Position with the space of 0.5 X of the x-height.

0.5 X

0.5 X
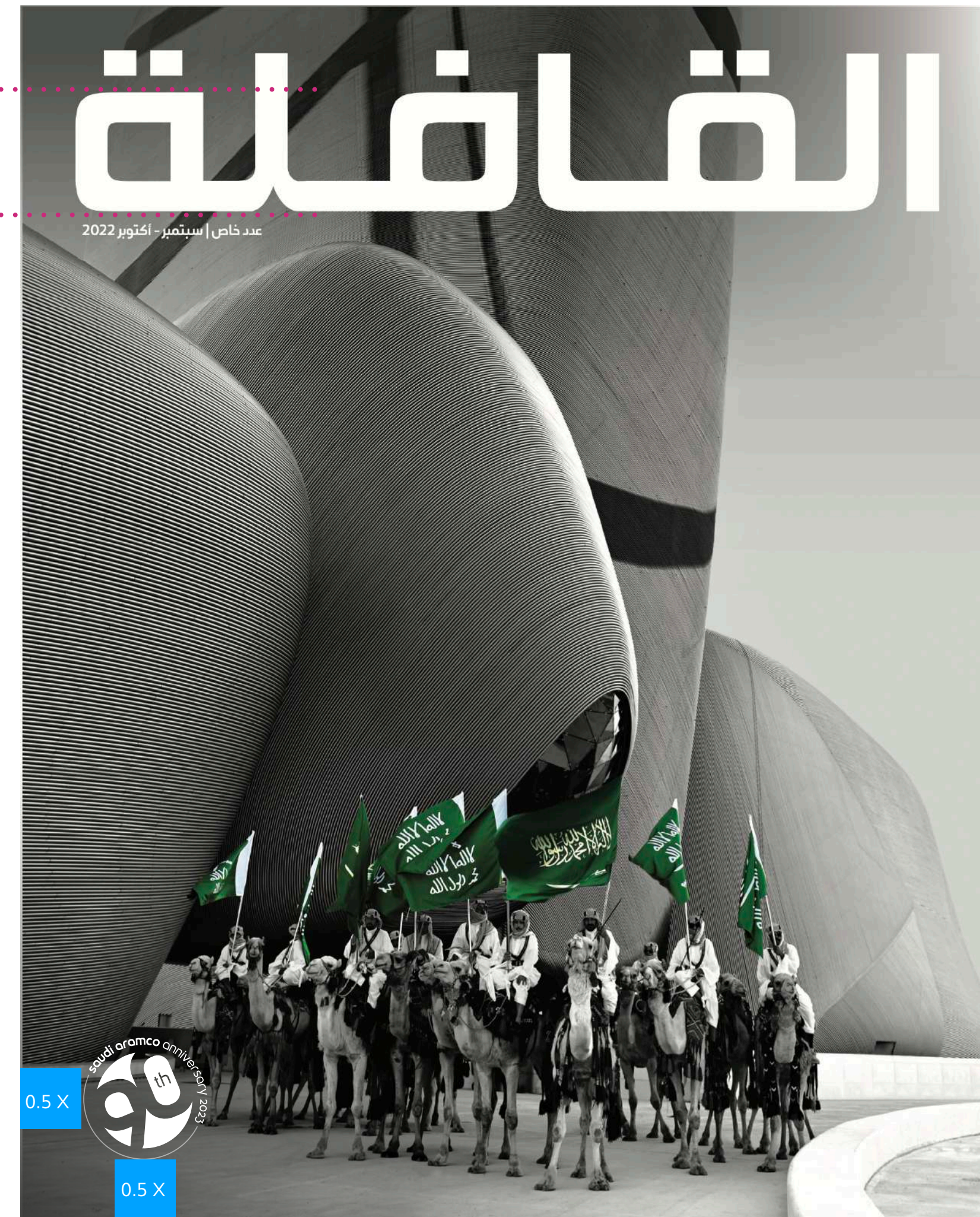
Publications: weeklies

On **Al-Qafila,** the logo is placed on the bottom-left.

On **The Arabian Sun,** the logo is placed on the bottom-right.

The size for both is **38 mm X 37.364 mm** and the white, blue, or gradient-colored logos can be used.

Campaigns

For campaigns, the logo can be positioned on the **bottom right** or **left-hand corner.**

The size should be twice the size Aramco logo.

In instances where a special logo is placed, such as the National Day logo, the 90th anniversary logo can appear beside it.

= 1x

2 X

Events

The logo can be positioned on the **bottom right** or **left corner.**

The size should be the same height as the event logo.
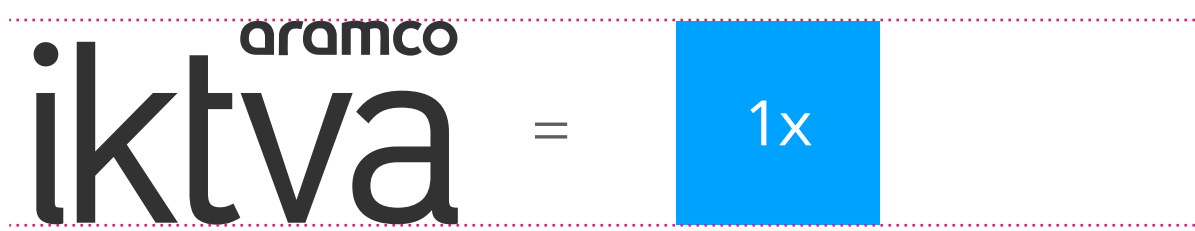
Fleet stickers

When branding company fleets, the design element can be used, ensuring legibility of the 90 and the (th). The logo is to be placed on the back of the vehicle.

Once the design is created, the design needs to be submitted to the brand compliance team for approval.

Window stickers

The logo can be applied on the buildings windows. When applying the logo to a window, it is recommended to leave a space between each application of one window. The size should be **1/3 the size of the window** and the recommended color is **light gray**.
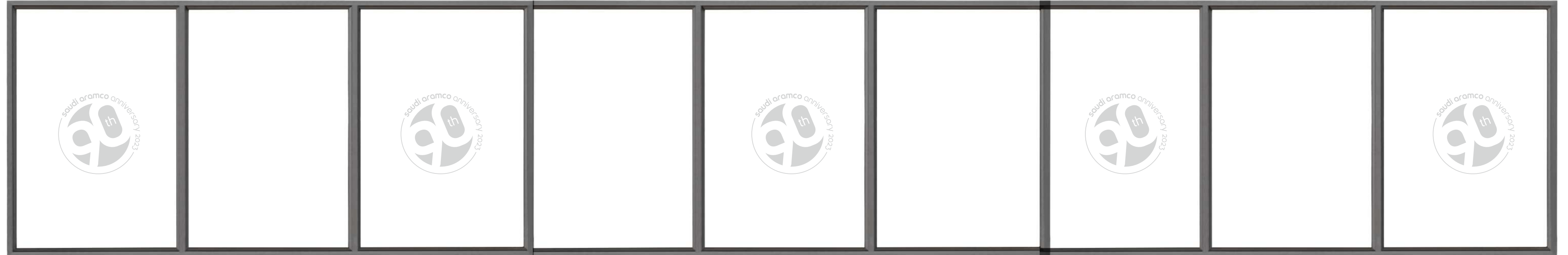
Mass email announcements

On **standard mass e-mail announcements,** the logo is placed on the bottom-left at all times.

The color of the logo can be **white** or **blue**. The logo should be 1.5 times larger than the Aramco logo.

On fully designed e-mail announcements, the logo is recommended to be placed on the **bottom-left** if possible.

The color of the logo can be white or blue. The logo should be 1.5 times larger than the Aramco logo.

Ramadan and 'Id email announcements

The logo must be placed on the **bottom right** of the announcement, replacing the gradient bar on all senior management announcements. It should be two times larger than the Aramco logo. The gradient logo is to be used on light backgrounds and the **white** logo on dark backgrounds.

Aramco twitter account

The logo must be placed on the **bottom right** of the of the twitter account header and have the same width as the "follow" button.

The **blue** logo is to be used on light backgrounds and the **white** logo for dark backgrounds.
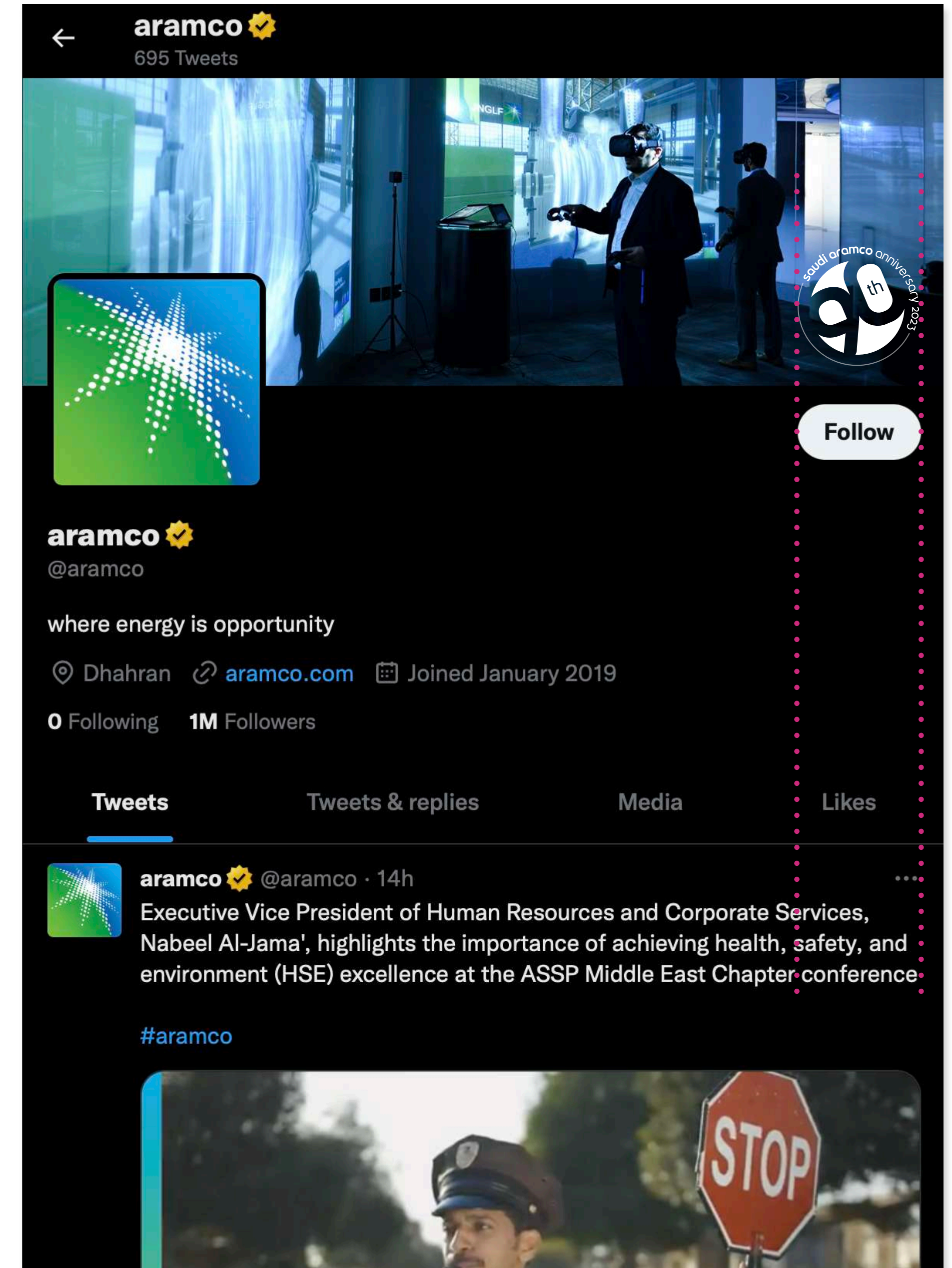
Aramco LIFE web page and app

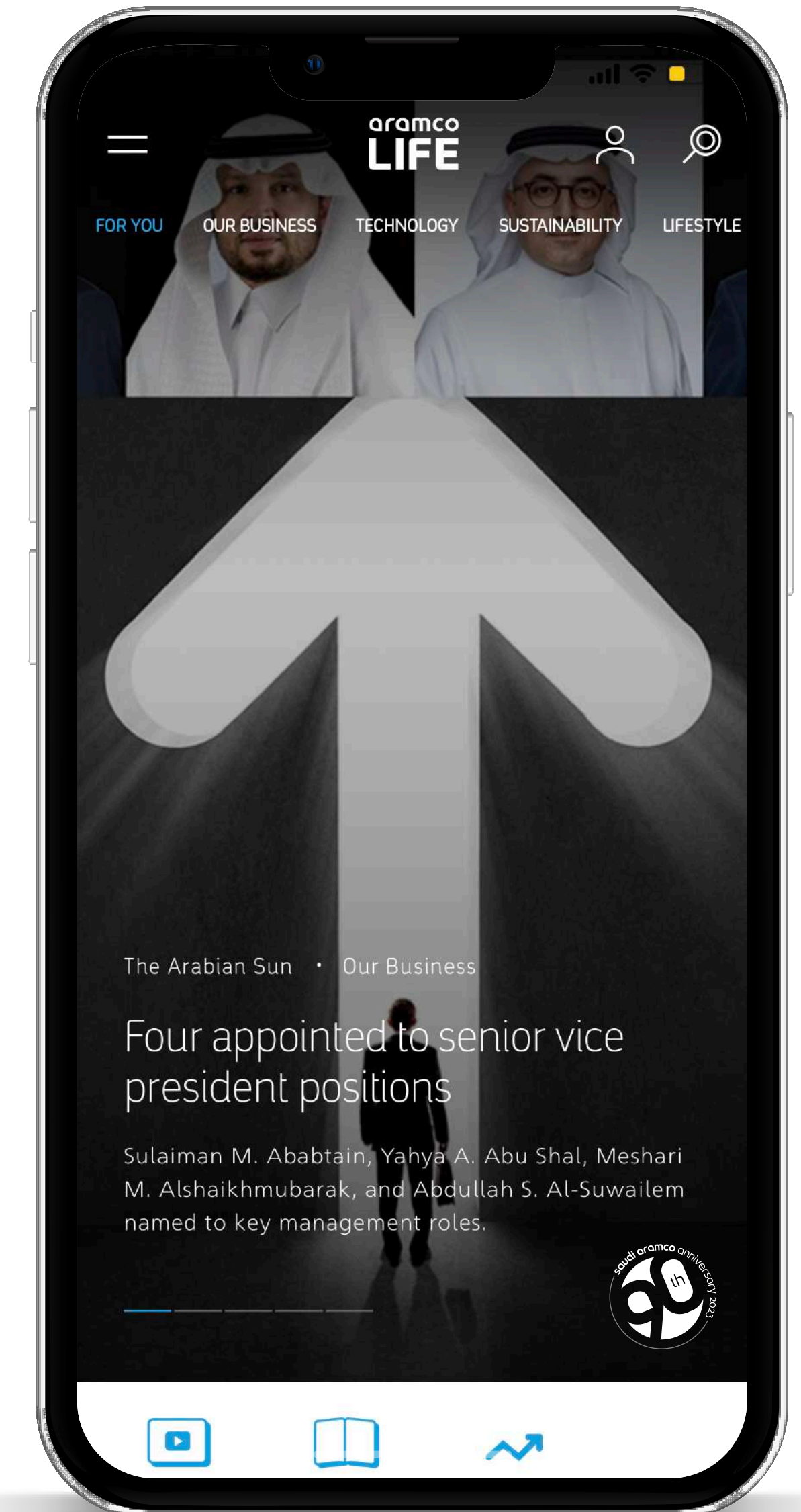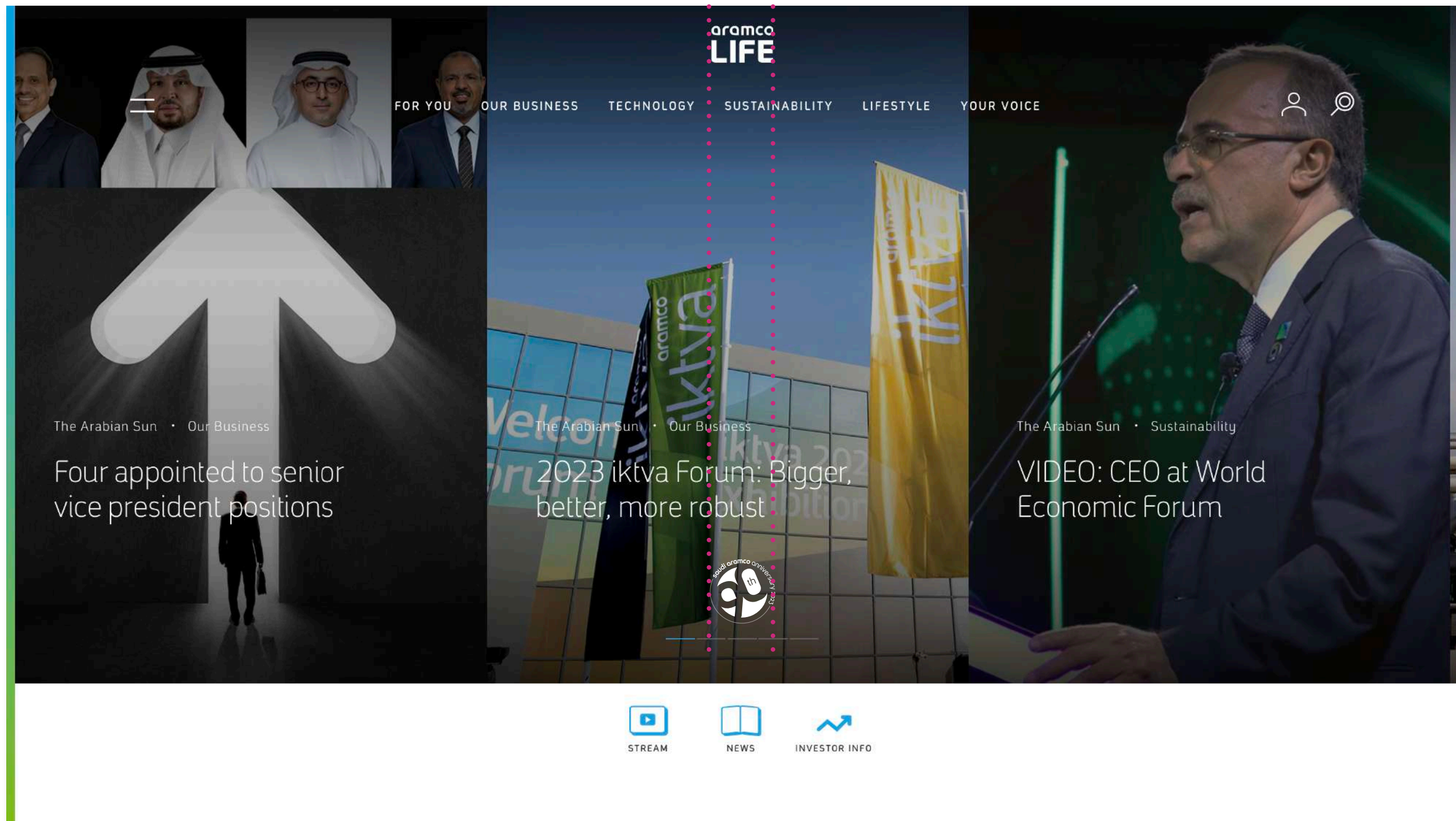**Web page**

The logo is positioned in the **center** of the global navigation, and has the same width as the "Aramco LIFE" logo. The **White** is to be used on dark backgrounds, and a **gradient** is to be used on on light backgrounds.

App

The logo is positioned in the **bottom-right** corner. **White** can be used on dark backgrounds and a **gradient** can be used on light backgrounds.

Aramco web pages

The logo must be placed on the **bottom right** of the of the global navigation, under Aramco logo. The **white** logo logo should be placed on a tag that will be either a gradient or blue color.

The width of the tag should be the same as the Aramco logo.
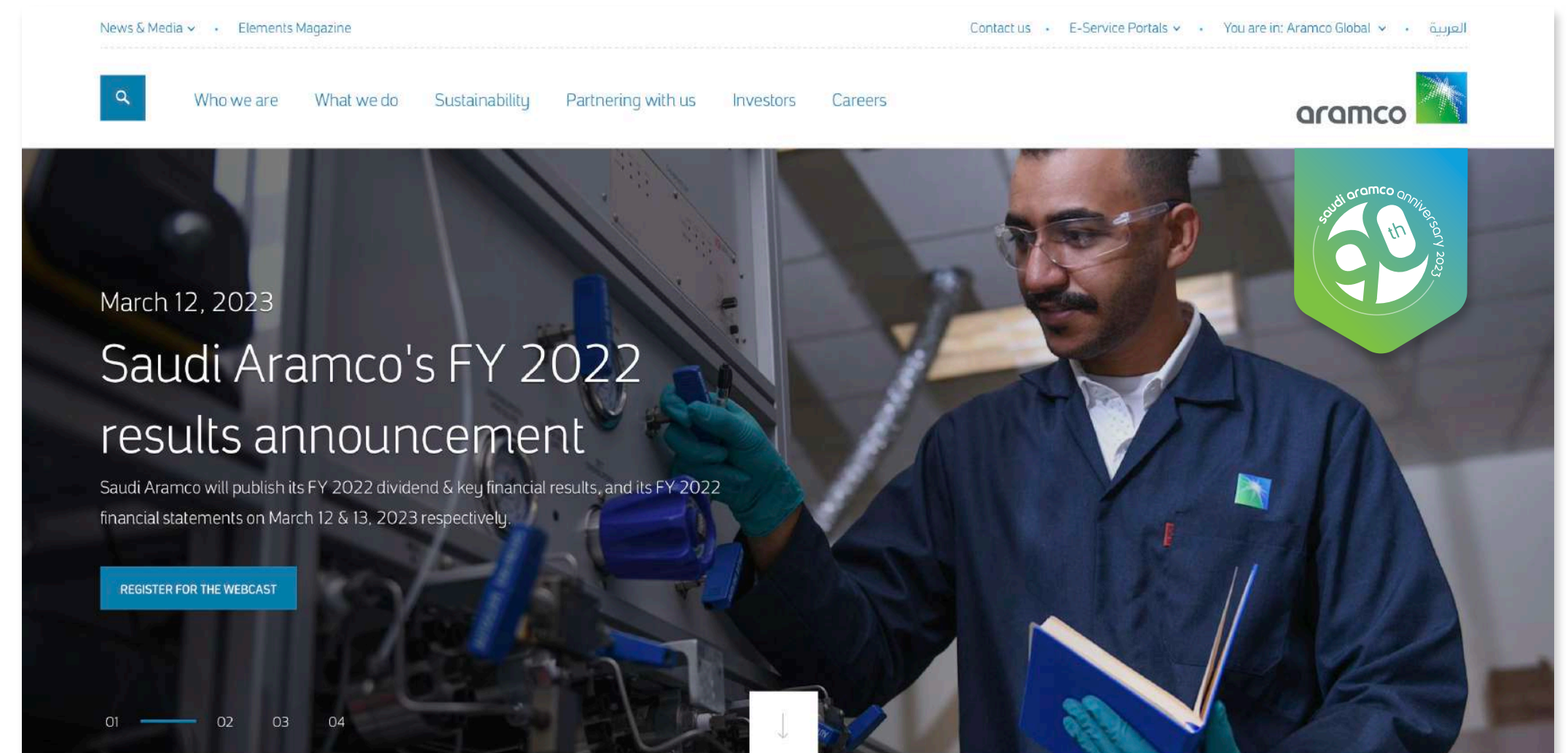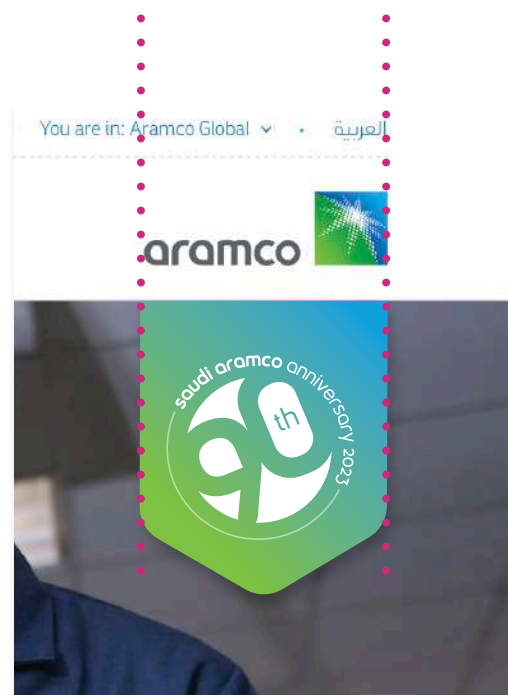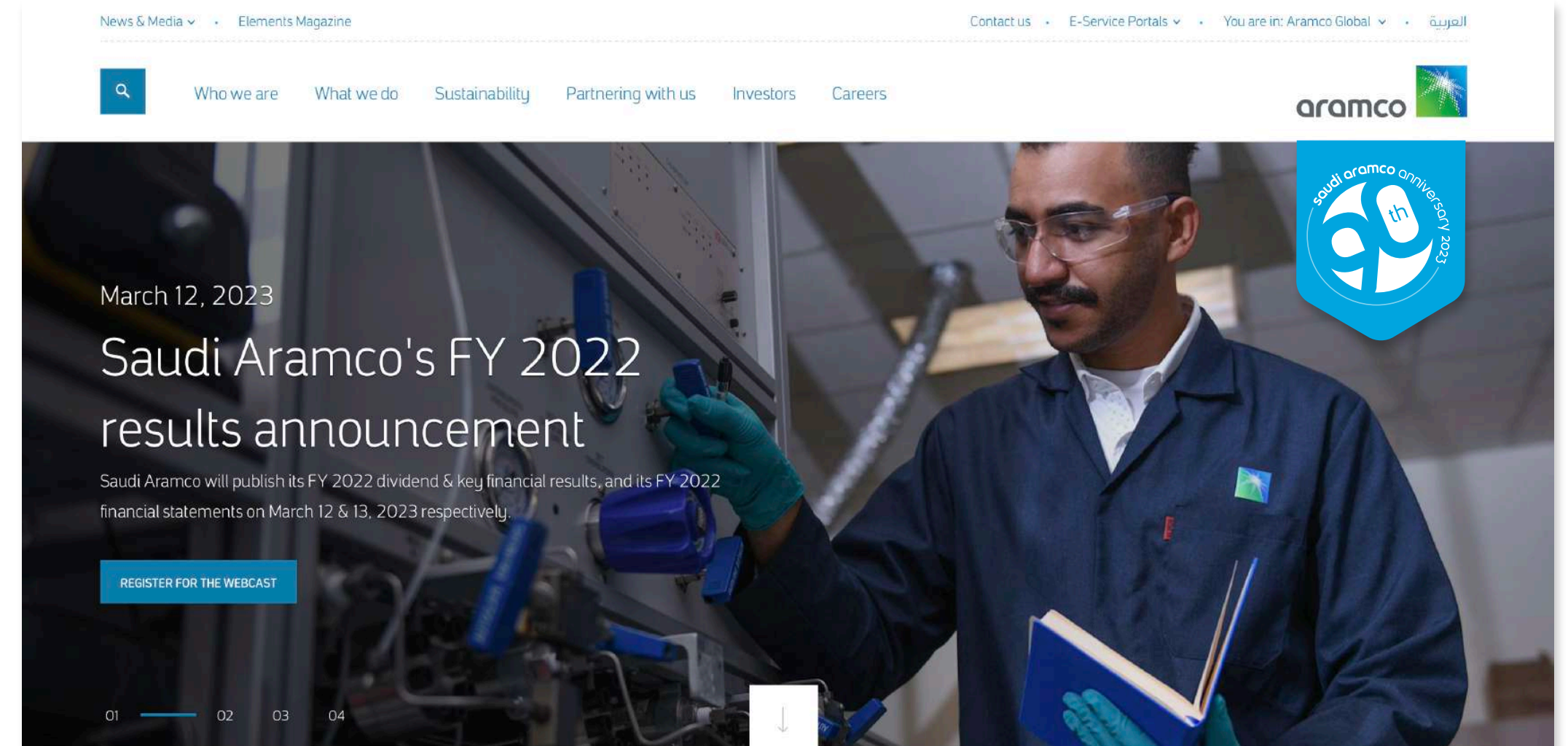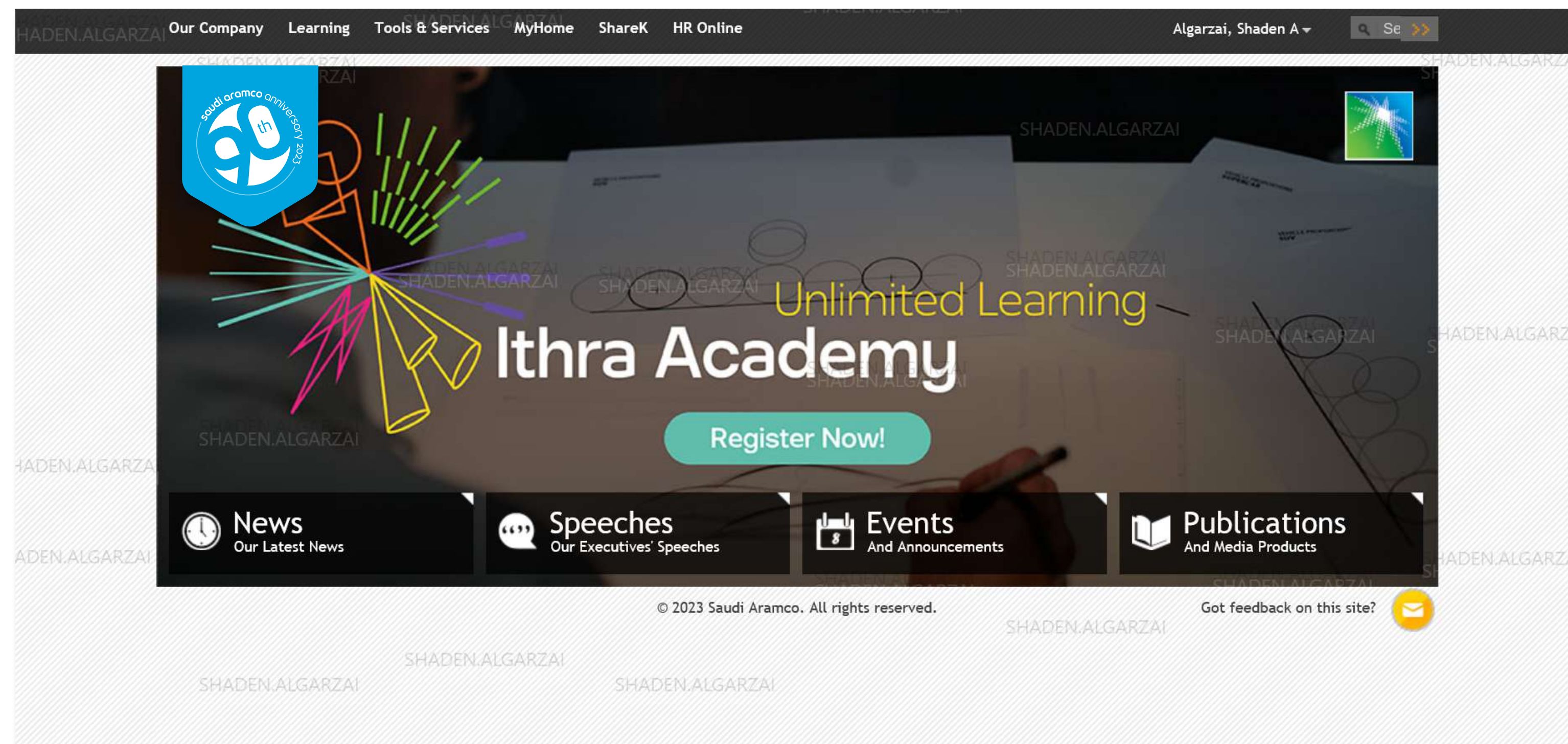
My home page

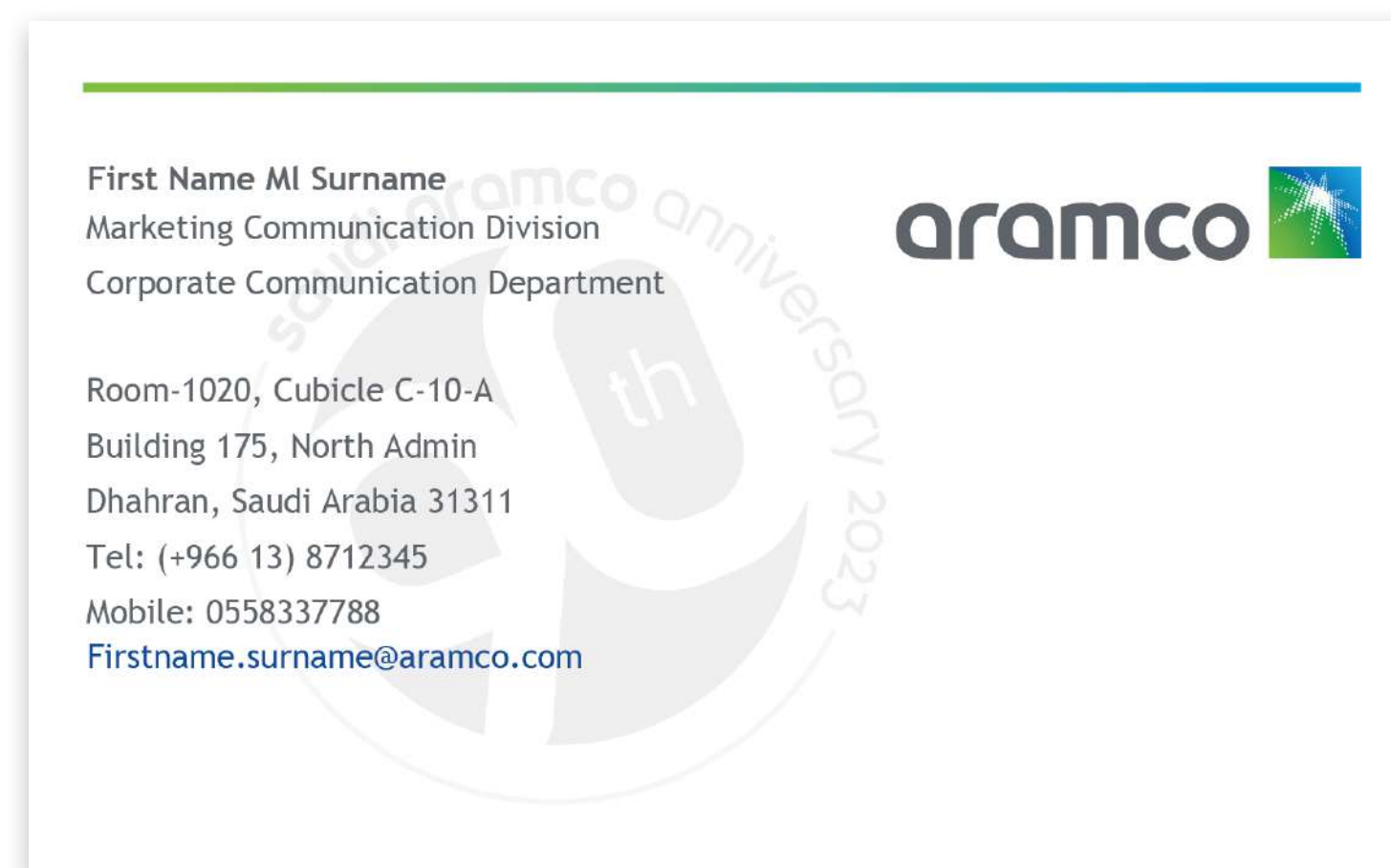The logo must be placed on the **top-left corner** of the web banner with the tag.

The **white** logo is to be place on a **blue** tag. The tag should be two times wider than the Aramco logo.

Email signatures
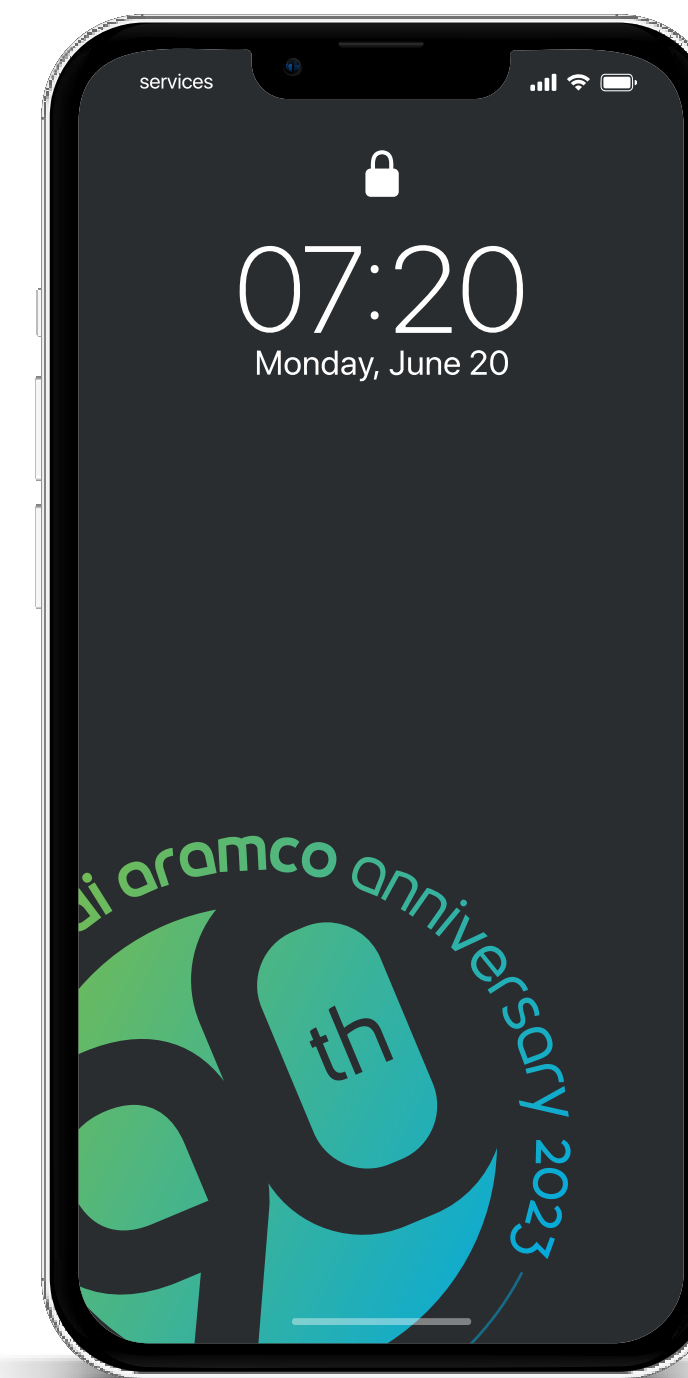
The logo must be placed behind the text using Aramco Gray with a transparency of 10%.

The signature template is available on the **brand portal.**

First Name Ml Surname
Marketing Communication Division
Corporate Communication Department

Room-1020, Cubicle C-10-A
Building 175, North Admin
Dhahran, Saudi Arabia 31311
Tel: (+966 13) 8712345
Mobile: 0558337788
Firstname.surname@aramco.com

iPhone screens

Three iPhone screen design options are available for download on the **brand portal.**
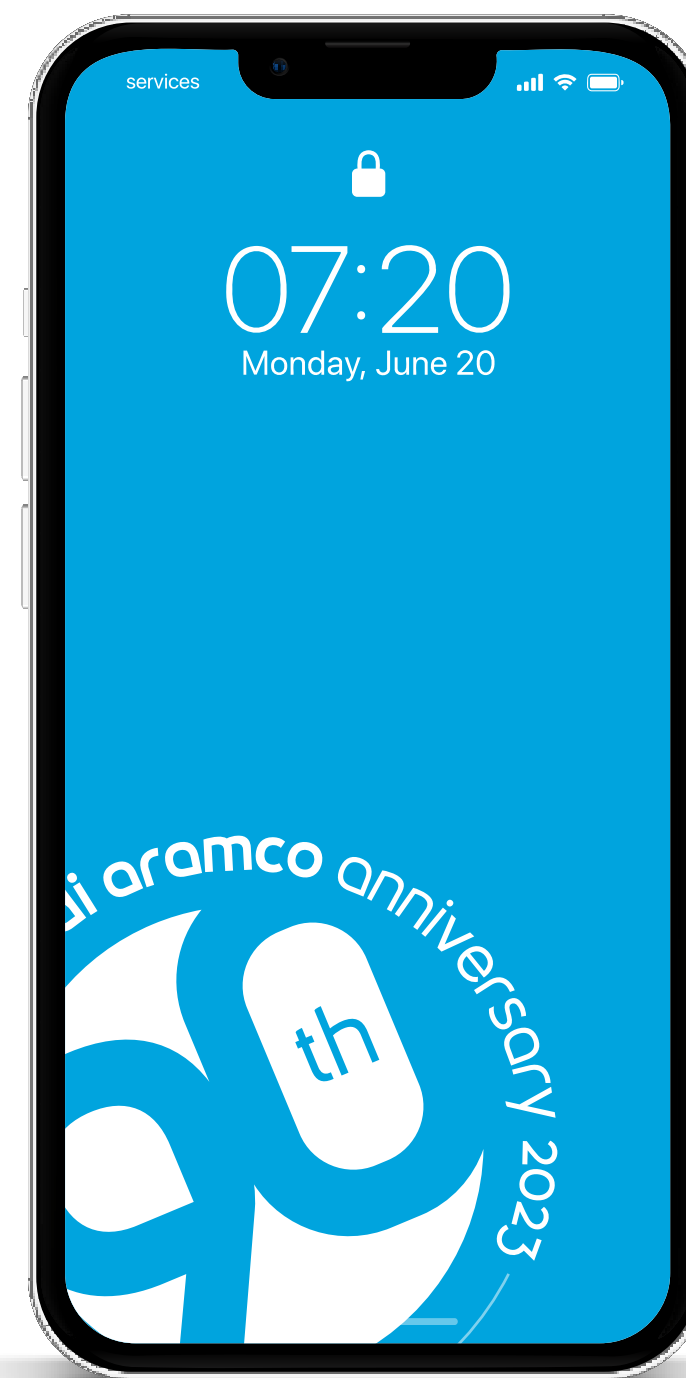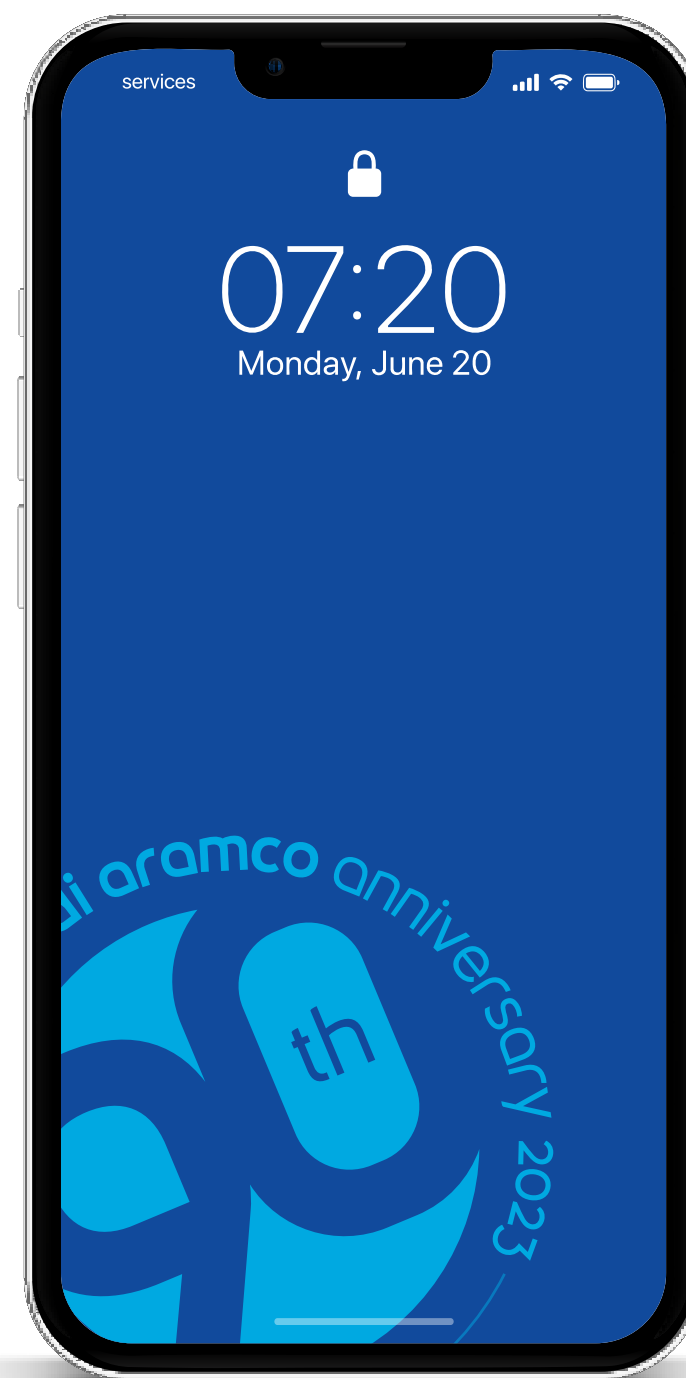
Smart watch screens

Three smart watch screen designs
are available for download on
the **brand portal.**

Exhibits

A 3D structure is to be placed on
the reception desk.

Logo animation

Position the logo in the center. The size is dictated by the frame size.

The **final frame must end** with the Aramco logo. The 90th anniversary logo to appear in the frame before.

To transition to the Aramco logo, zoom in to the center **(white space)** of the The 90th anniversary logo.

Sponsorship

When adding the The 90th anniversary logo to a sponsored event, make sure that it does not interfere with Aramco's branding and is used as a secondary element.

Once the design is created, the design needs to be submitted to the brand compliance team for approval.

Digital calendars

On the digital operational calendars, the logo is placed on the **bottom-right** of the English copy, and **bottom-left** of the Arabic one.The size of the logo should be two times larger than the symbol from the Aramco logo. and the **gradient**-colored logo is to be used.

Hero installations