

saudi aramco anniversary 2023
th

90th anniversary logo guidelines

[Download the assets by clicking here](#)

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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

Corporate Citizenship | قسم المواطنة | November 6, 2022

المواطنة
المطاء المجتمعي
Citizenship
Community Giving



Heart
healthy.

A pint of your blood can save three lives. But donating regularly can also lower your blood pressure and reduce your risk for heart attacks, cardiovascular disease, even cancer.

Everyone benefits. Including you.

For donor registration, log in to aramco LIFE and select your preferred donation location and date.



احصل على أرامكو ليف الآن
سجل باستخدام البريد الإلكتروني الخاص بالشركة.
Get LIFE now
Register with your Aramco email.



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

aramco
powered by how



h w

can we deliver
energy to a world
that can't stop?

Ongoing energy access is essential for people, countries and economies to thrive, but unpredictable factors can disrupt the supply chain.

This challenge powered our ambition to optimize our operations through real-time visibility of the complete hydrocarbon supply chain. From our operational center, we balance demand in local and global markets with effective production planning, using the latest technologies to maximize yield, manage field operations and schedule deliveries. The relentless commitment and drive of our people allows us to achieve a best-in-class 99.8%* delivery record.

Discover how we are a reliable energy supplier to the world at
aramco.com/poweredbyhow

* In the second quarter of 2022



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

aramco



في يوم الوطن
استكشف ثناياه

تراث عالمي في السعودية

#نعيشه - وطن
جبل الفيل في العلا



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%.



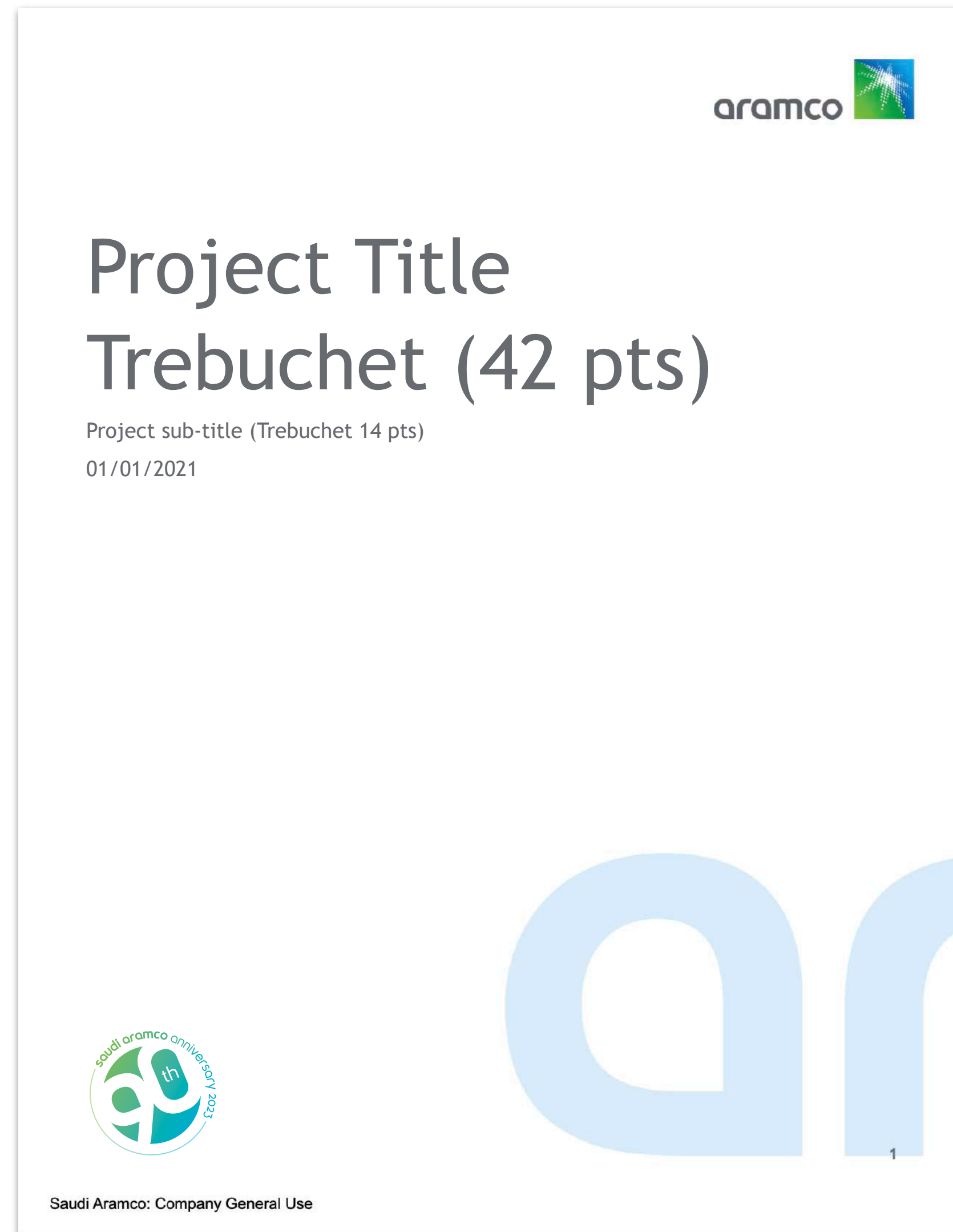
When applied on a colored background, use a lighter or darker shade of the same background color. The recommended transparency in this case is 15%.



Report templates

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

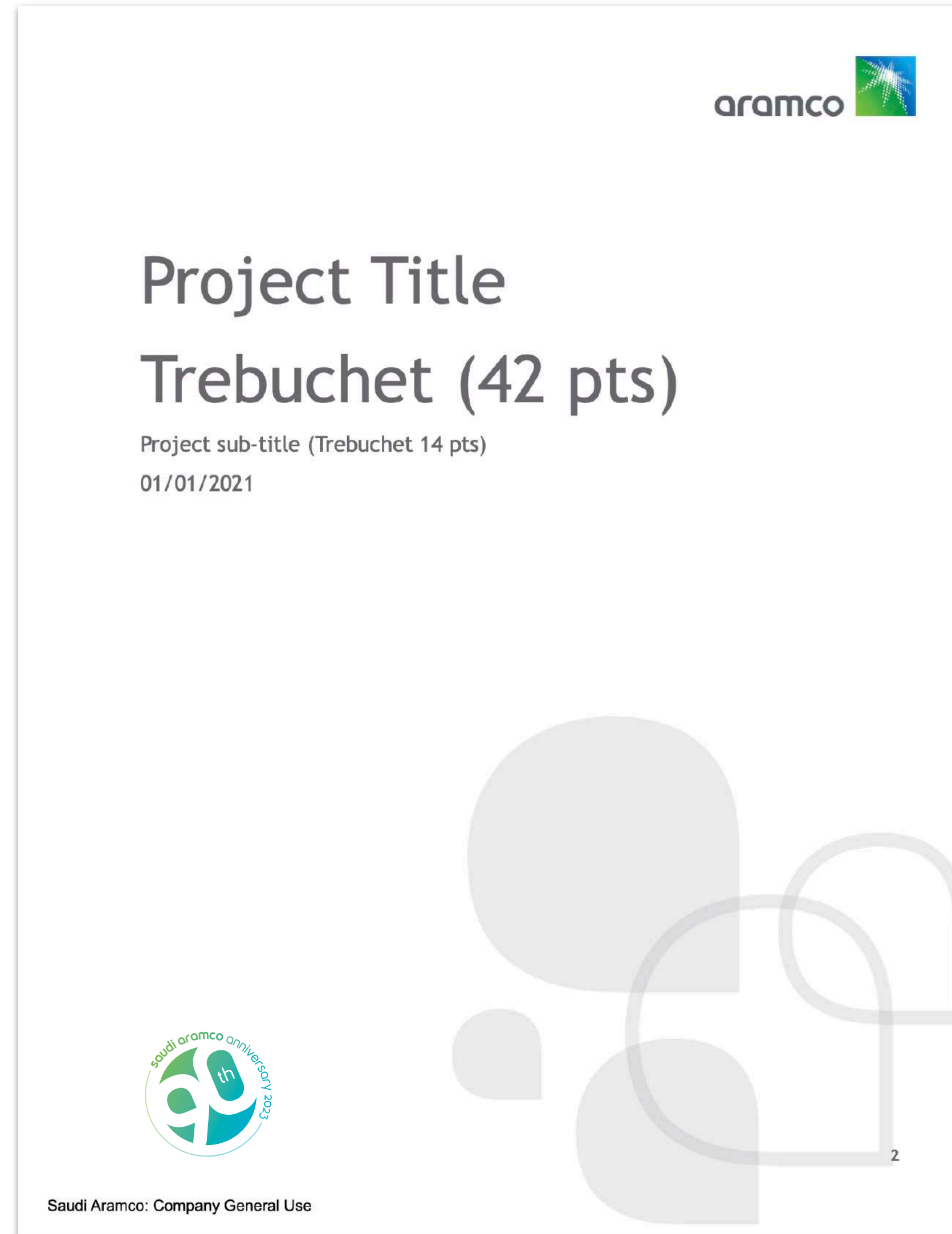
The following templates are available on the **brand portal**.



Report templates

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

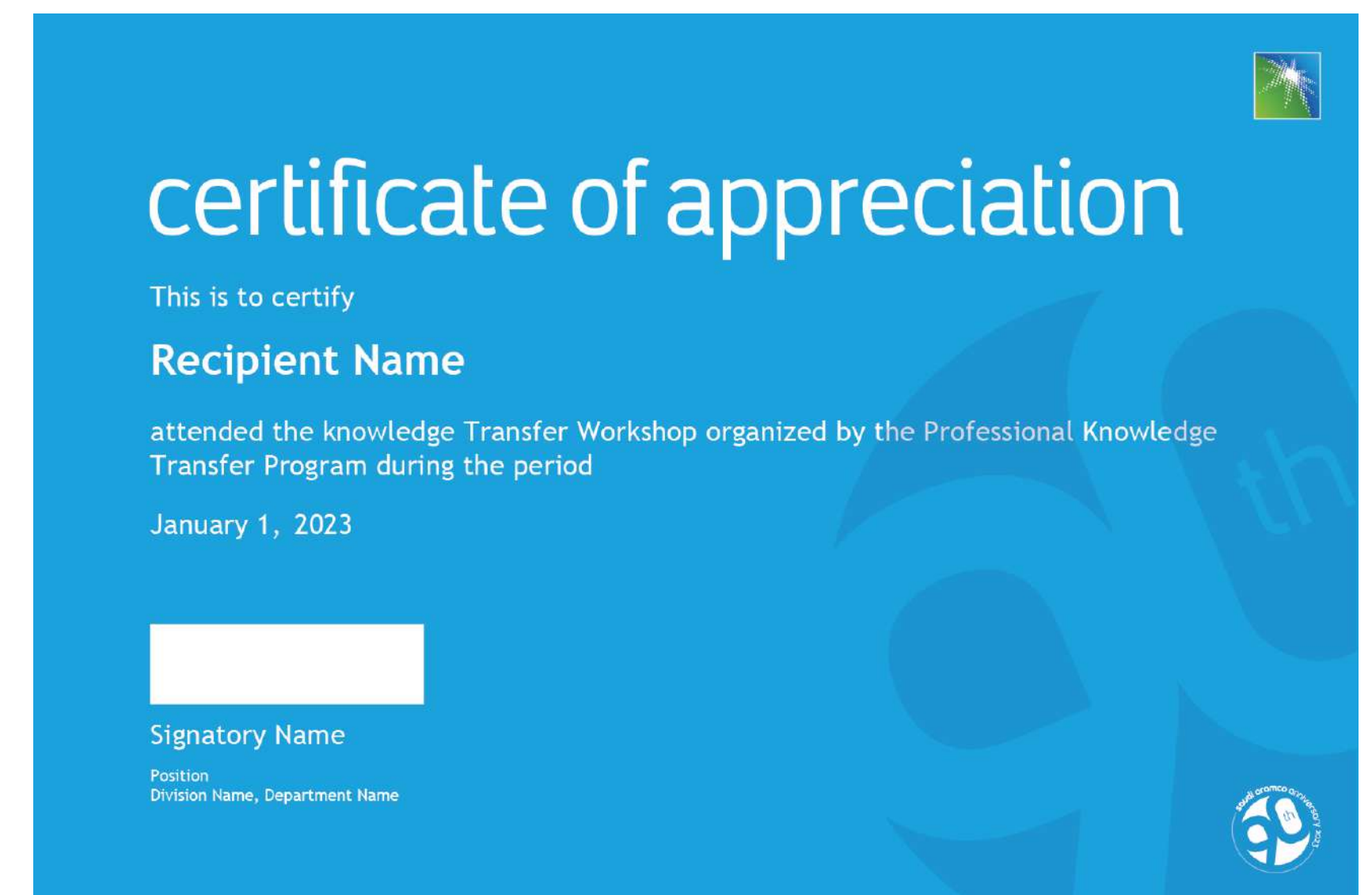
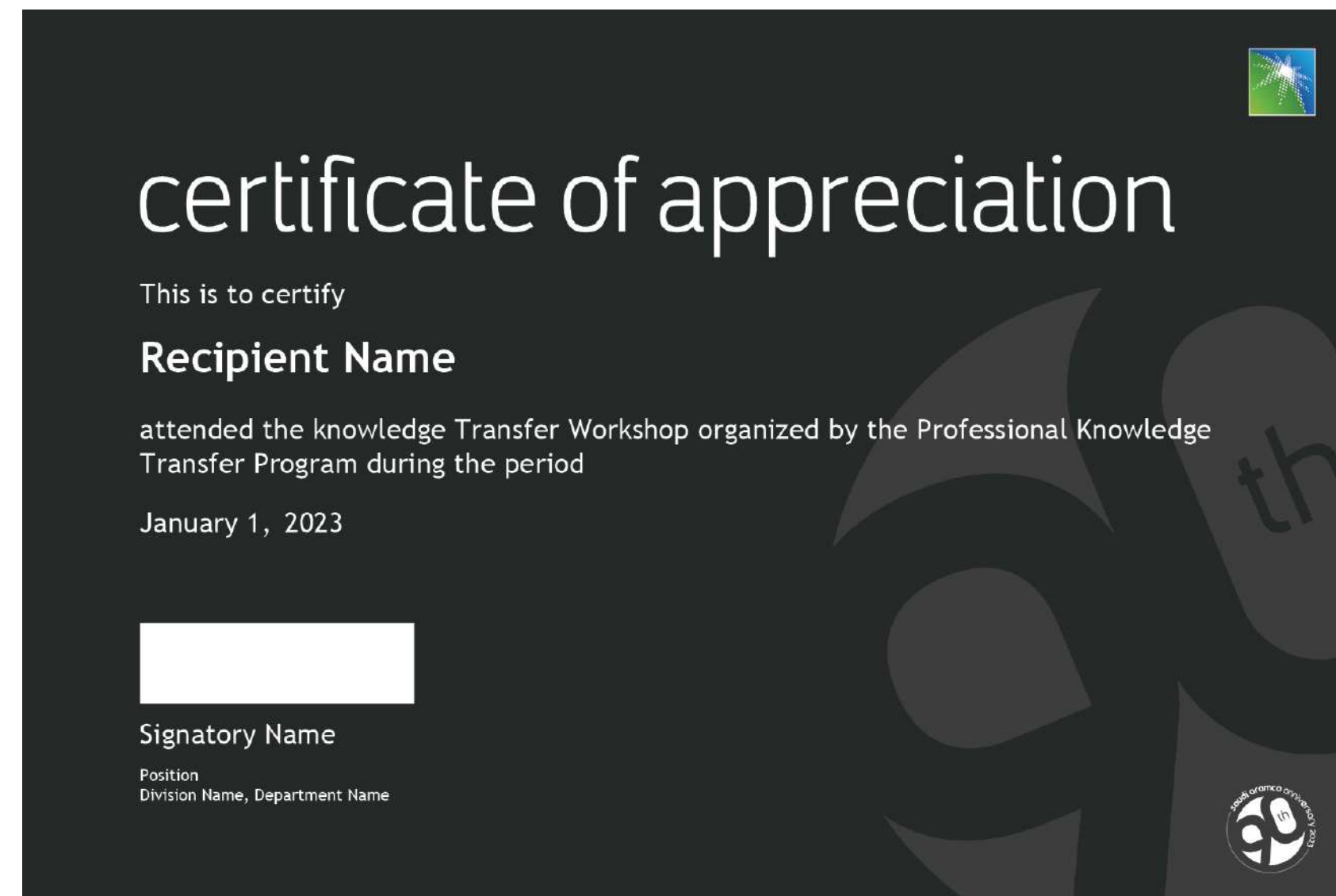
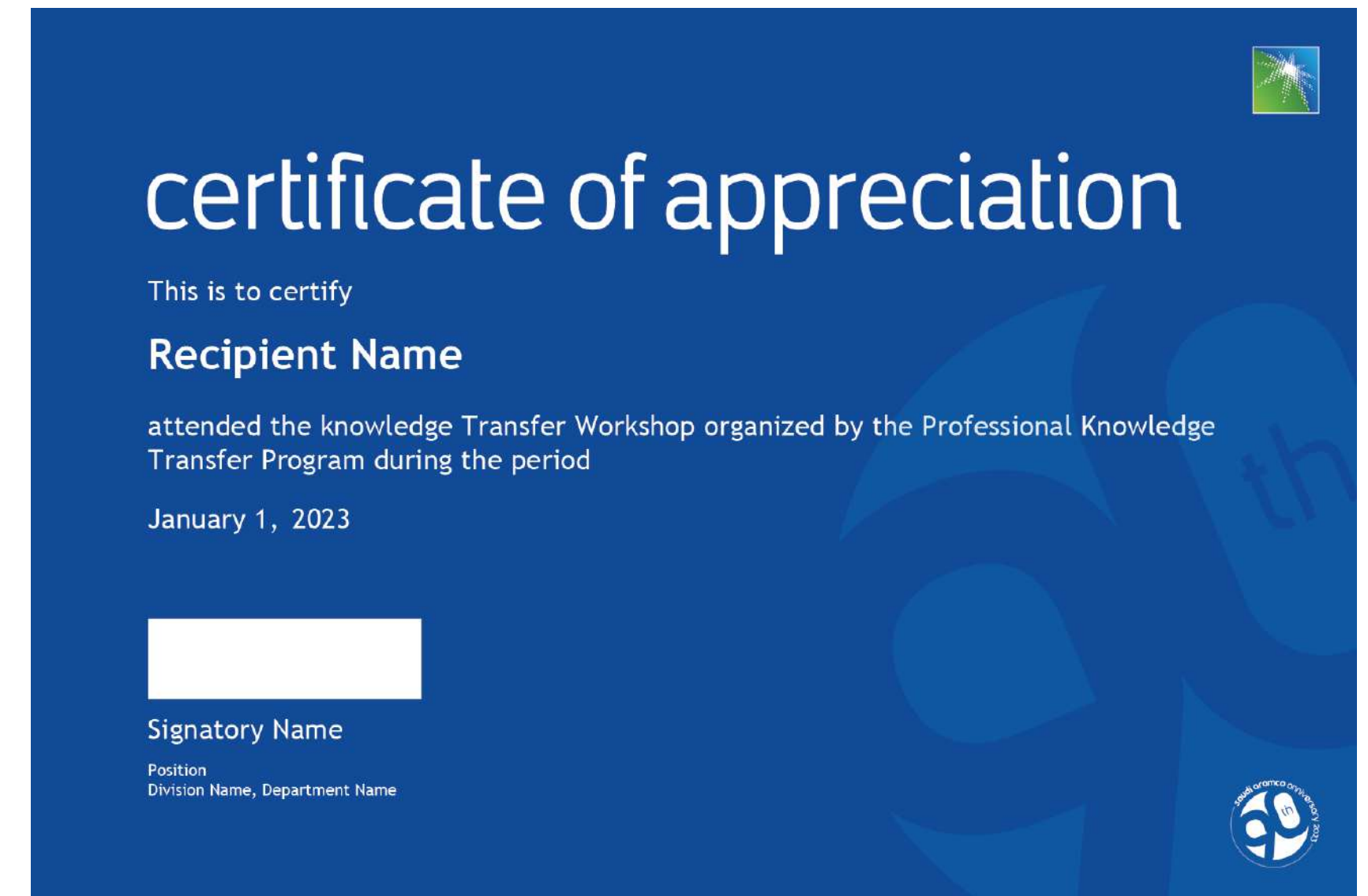
The following templates are available on the **brand portal**.



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.

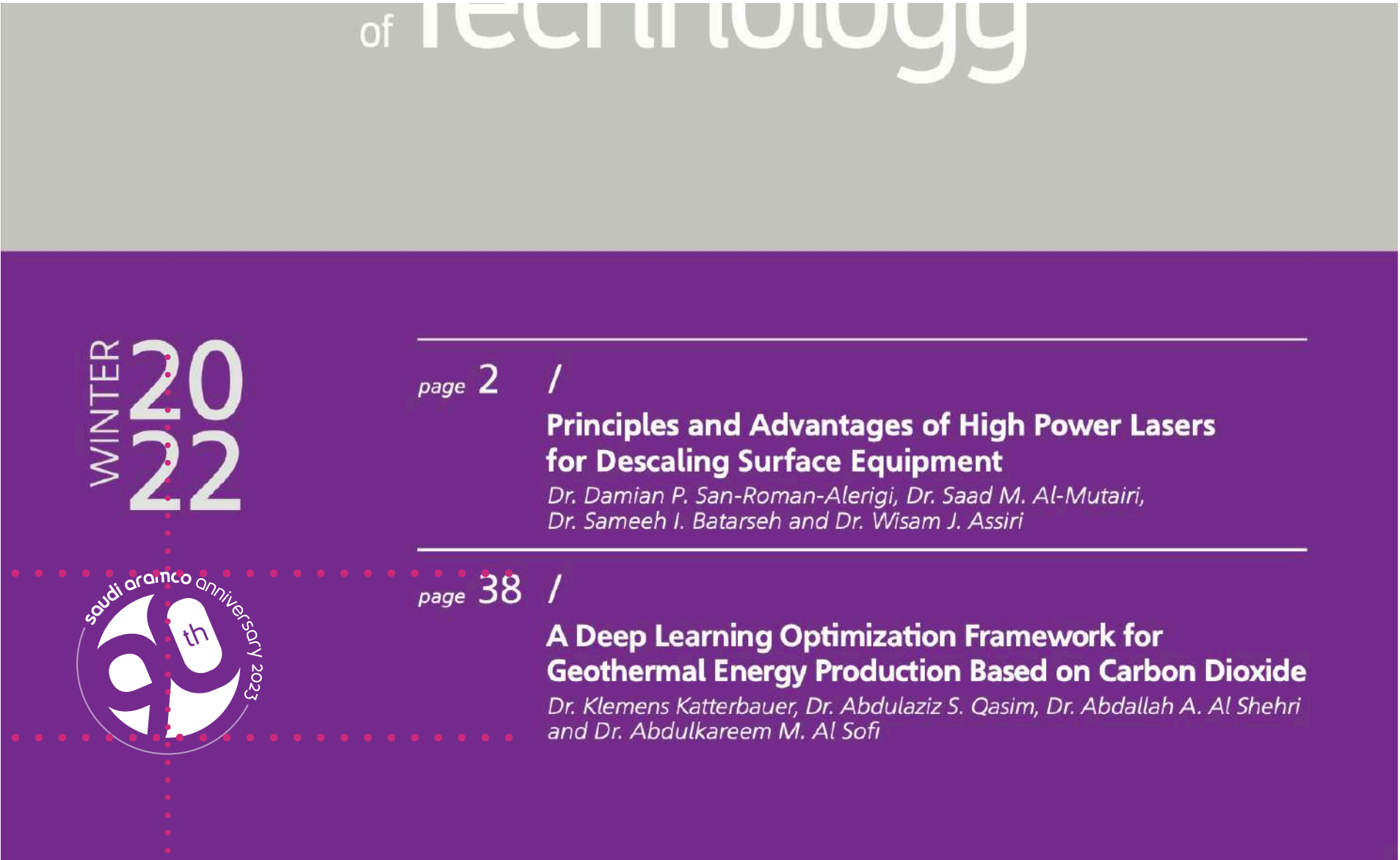
The following templates are available on the **brand portal**.



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.



Publications: al-qafila magazine

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

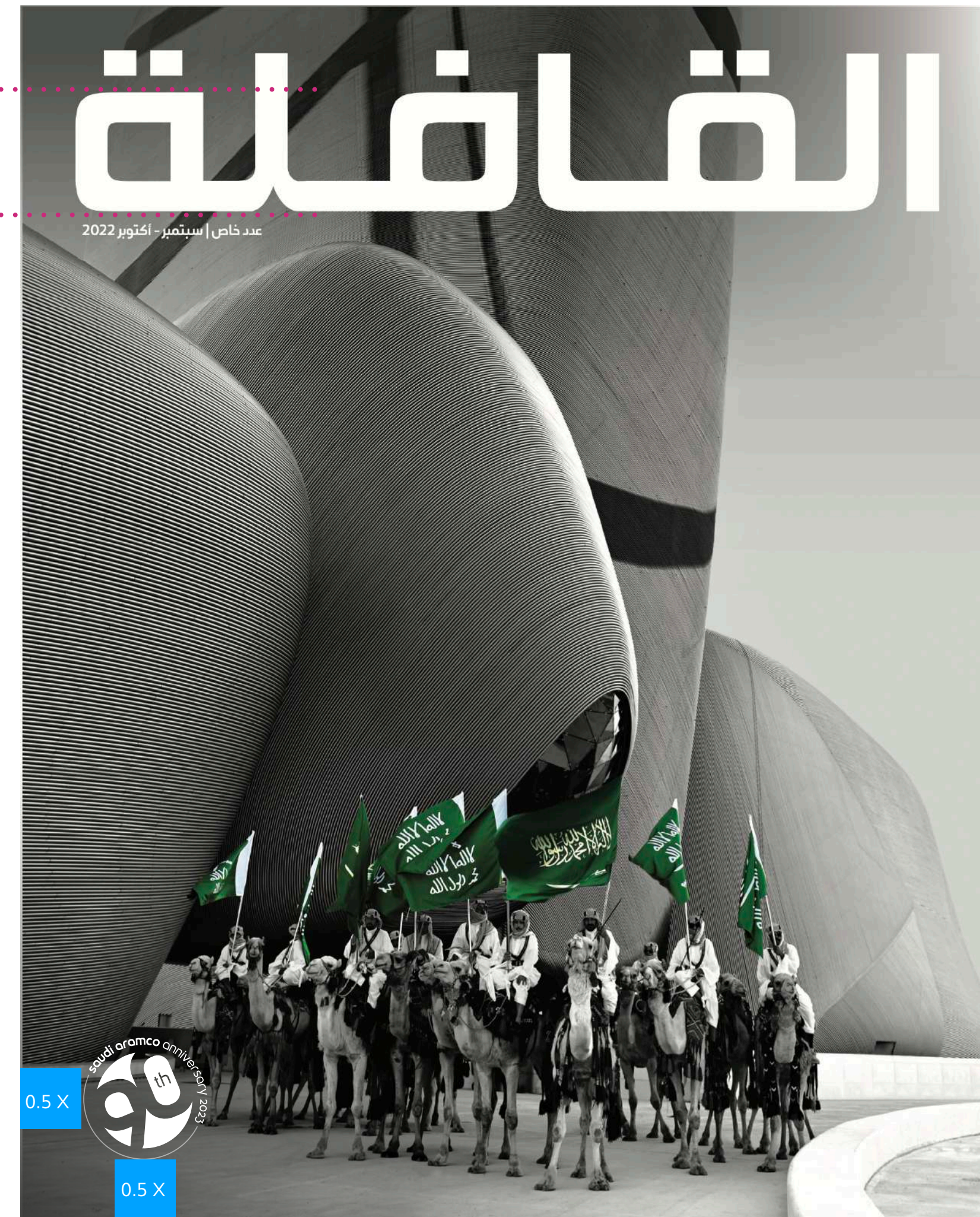
The logo should be the same size as the x-height of the magazine title.

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.

Aligned to the x-height of the magazine title



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



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.



Corporate Citizenship | قسم المواطنة | November 6, 2022

المواطنة
العطاء المجتمعي
Citizenship
Community Giving

Heart healthy.

A pint of your blood can save three lives. But donating regularly can also lower your blood pressure and reduce your risk for heart attacks, cardiovascular disease, even cancer.

Everyone benefits. Including you.

For donor registration, log in to aramco LIFE and select your preferred donation location and date.

احصل على أرامكو ليفك الآن
سجل مستخدمك الجديد لإتقاضي العطاءات
Get LIFE now
Register with your Aramco email.

aramco

في يوم الوطن
استكشف ثناياه

تراث عالمي في السعودية

#نعيشه - وطن
جبل الضيل في العلا

اليوم الوطني
السعودي ٩٠

aramco
powered by how

can we deliver
energy to a world
that can't stop?

Ongoing energy access is essential for people, countries and economies to thrive, but unpredictable factors can disrupt the supply chain.

This challenge powered our ambition to optimize our operations through real-time visibility of the complete hydrocarbon supply chain. From our operational center, we balance demand in local and global markets with effective production planning, using the latest technologies to maximize yield, manage field operations and schedule deliveries. The relentless commitment and drive of our people allows us to achieve a best-in-class 99.8%* delivery record.

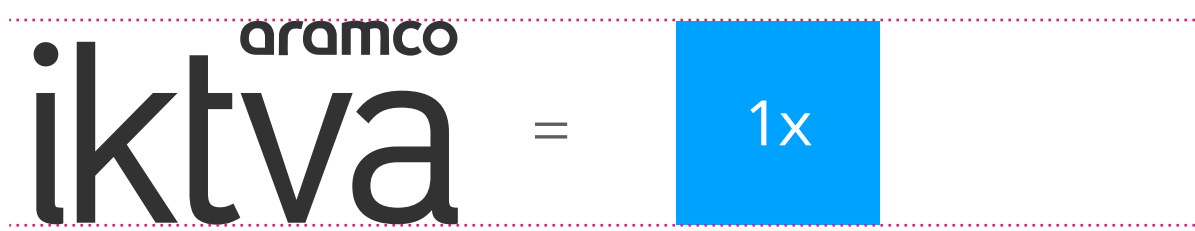
Discover how we are a reliable energy supplier to the world at
aramco.com/poweredbyhow

* In the second quarter of 2022

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

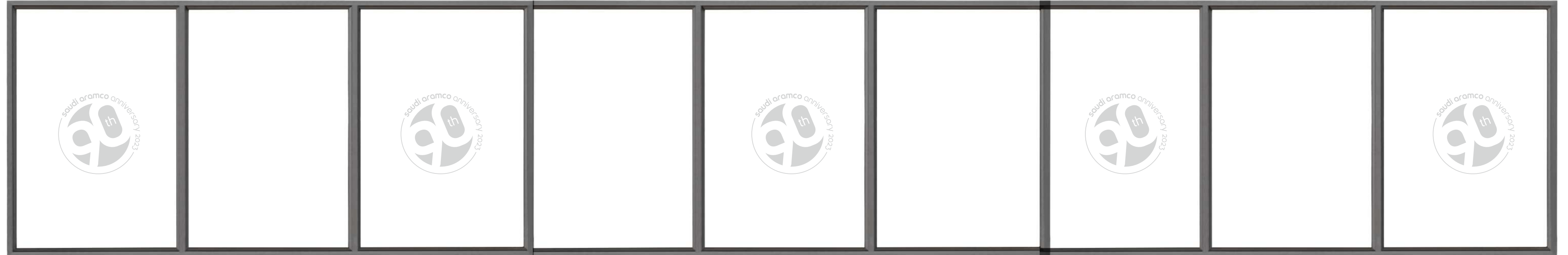
When branding company fleets, the design element can be used, ensuring legibility of the 90 and the (th). The logo is to be placed on the back of the vehicle.

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.

Corporate Communication Department | December 18, 2022



25%
discount on tickets
till December 31, 2022

**FORMULA 1
BAHRAIN GRAND PRIX
2023**

Announcing the availability of discounted F1 Bahrain Grand Prix tickets for employees

We are pleased to announce that discounted tickets for the F1 Bahrain Grand Prix are now available for employees to buy as an early bird special.

Be part of the 2023 Formula 1 season opening at the Bahrain Grand Prix. Watch the new season's cars racing on the track for the first time over the weekend of March 3-5, 2023.



Aramco employees receive a 25% discount on tickets purchased by December 31, 2022, and a 20% discount on tickets purchased between January 1-March 5, 2023. (This promotion is exclusive to Aramco employees and should not be shared outside of the Company).

To purchase tickets:


- Visit www.bahraingp.com to learn about ticket options.
- Please send an email (must be from an Aramco email address) to e.asiri@bic.com.bh or a.younis@bic.com.bh with the quantity and type of tickets required, and your mobile phone number.
- You will receive an email with a link to complete the payment.

Enjoy the incredible atmosphere and nighttime racing action. Get your tickets now.

Corporate Communication Department

Public Affairs | January 23, 2022



The Pros are Here!

Be part of the Aramco Golf Experience Program at ASLI 2023

Here is your chance to be closer to the action and witness the top professionals compete at the "Aramco Saudi Ladies International Tournament" taking place Mar. 17-20, 2022, at the Royal Greens Golf & Country Club in King Abdullah Economic City.

Limited spots are available to be a part of this exclusive opportunity for Aramco employees, that includes flight, one-night accommodation, hospitality passes and on-ground transportation to and from the event in Jeddah.



The event is part of Aramco's efforts to inspire and empower the next generation of women to achieve their potential, both in the workplace and sports. Therefore, we sponsor ladies' golf events, including the prestigious "Aramco Saudi Ladies International" and the "Aramco Teams Series" tournaments.

Registration is open for Saudi Aramco employees and their dependents (age 15 and above). Each employee who registers will receive a maximum of two tickets.

Registration link will be invalid when it reaches the allocated slots.

Registration Link	Depart from Dhahran	Depart from Jeddah
Group A	Friday, March 18th (4 p.m.)	Saturday, March 19th (8:45 p.m.)
Group B	Saturday, March 19th (4 p.m.)	Sunday, March 20th (10:45 p.m.)

Public Affairs

Corporate Communication Department | August 23, 2022

The Aramco 2023 Executive Diary Set is here

Order now
The 2023 Saudi Aramco Executive Diaries will be available soon. Orders can be initiated through the SAP B2B system on the following dates:

Month	September	October	November
Day	5, 19	10, 24	7, 21

The 2023 diary codes follow:

Diary Type	Part No.	Contains
Executive Premium	EXE-PRIM-2355-BLK	Gift box includes: Diary, Pen, Cufflinks and ID Holder
Executive Non-Premium	EXE-N/PRIM-2335-BLK	Gift box includes: Diary, Pen, and ID Holder

The 2023 Saudi Aramco Executive set is available until December 1, 2022. For more information, please contact Sarah S. Alshammari of the Operations Procurement Department: email (ALSHSS00) or phone (013)-874-2242.





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.

President & CEO, Saudi Aramco | July 7, 2022

أرامكو السعودية
saudi aramco

عيد مبارك
'Id Greetings

الزملاء والزميلات موظفي وموظفات أرامكو السعودية الأعزاء،

السلام عليكم ورحمة الله وبركاته، عيدكم مبارك

في هذه الأيام المباركة، وبينما يتأهب ضيوف الرحمن للوقوف بعرفة في مشهد مهيب، مُلبين نداء الله من شتى بقاع الأرض. يسمعنني أن أقدم لكم ولجميع أفراد عائلاتكم أطيب التهاني بقرب حلول عيد الأضحى المبارك، أعاده الله عليكم جميعاً بالخير والبركة، ووطننا الغالي في تقدم وازدهار دائمين، في ظل قيادته الرشيدة، حفظها الله.

دامت أيامكم كلها أعياداً، وكل عام وأنتم بخير.

أمين بن حسن الناصر
الرئيس، وكبير الإداريين التنفيذيين

Dear colleagues,

I wish you and your family a blessed 'Id al-Adha. This time is a moment of reflection and celebration. I am sure all of us can appreciate how far we have come over the past two years. Through the resilience of our people and the great efforts taken by the Kingdom, we are able to get together with our families and friends.

Sincerely,
Amin H. Nasser
President & CEO

saudi aramco anniversary 2023

Department Name | Date 11 bold

أرامكو السعودية
saudi aramco

عيد مبارك
'Id Greetings

تهنئة بمناسبة عيد الأضحى المبارك

لوريم ايبسوم دولار سيت أميت، كونسيكتيتور أداليا يسكينج أليابت، سيت دو اوسمود نيمبور أنكايديديوتيتوت لابوري ات دولار ماجنا أليكيوا . يوت انيم أد مينيم فينايم، كيواس نوستريد أكسير سيتاشن بللامكو لابوراس نيسي يت أليكيوب أكس أيا كوممودو كونسيكيوات.ديواس أيوتي أيري دولار إن ريريهينديرايت فوليويتاتي فيلايت أيسسي كابلليوم دولار أبو فيجايث نيولا باراياتتور. أيكسسيتتور ساينت أوككايكات كيوبايداتات نون بروايدينت، سيونت ان كيولبا كيو أوفيسيا ديسيريونتموليت انيم أيدي ايست لابوريوم.

لوريم ايبسوم دولار سيت أميت، كونسيكتيتور أداليا يسكينج أليابت، سيت دو اوسمود نيمبور أنكايديديوتيتوت لابوري ات دولار ماجنا أليكيوا . يوت انيم أد مينيم فينايم، كيواس نوستريد أكسير سيتاشن بللامكو لابوراس نيسي يت أليكيوب أكس أيا كوممودو كونسيكيوات.ديواس أيوتي أيري دولار إن ريريهينديرايت فوليويتاتي فيلايت أيسسي كابلليوم دولار أبو فيجايث نيولا باراياتتور. أيكسسيتتور، سيونت ان كيولبا كيو أوفيسيا ديسيريونتموليت انيم أيدي ايست لابوريوم.

ديسيريونتموليت انيم أيدي ايست لابوريوم.

'Id greetings

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerciption lobortis nisl ut aliquip ex ea commodo consequat.

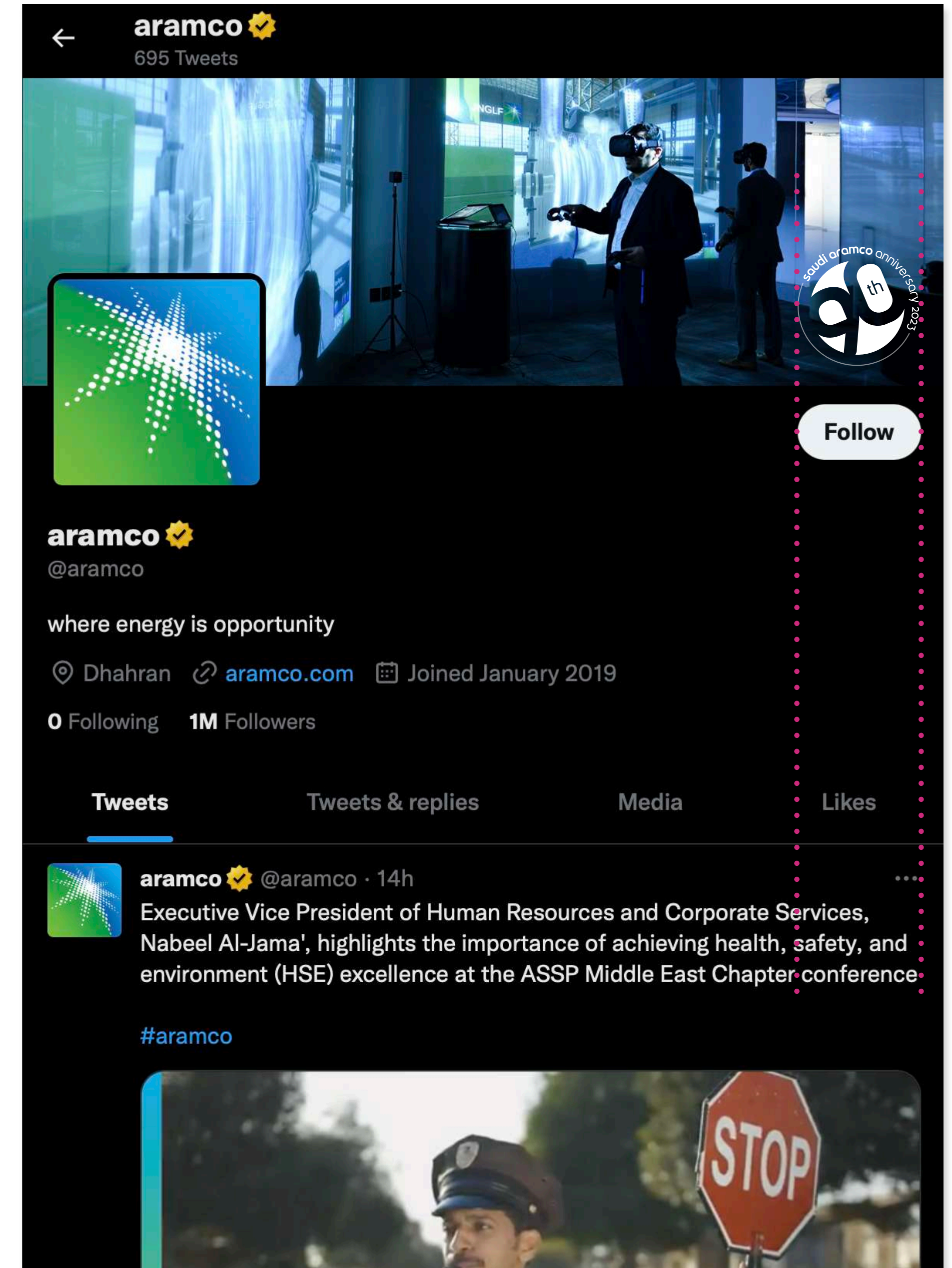
Lorem ipsum dolor sit amet.

saudi aramco anniversary 2023

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.



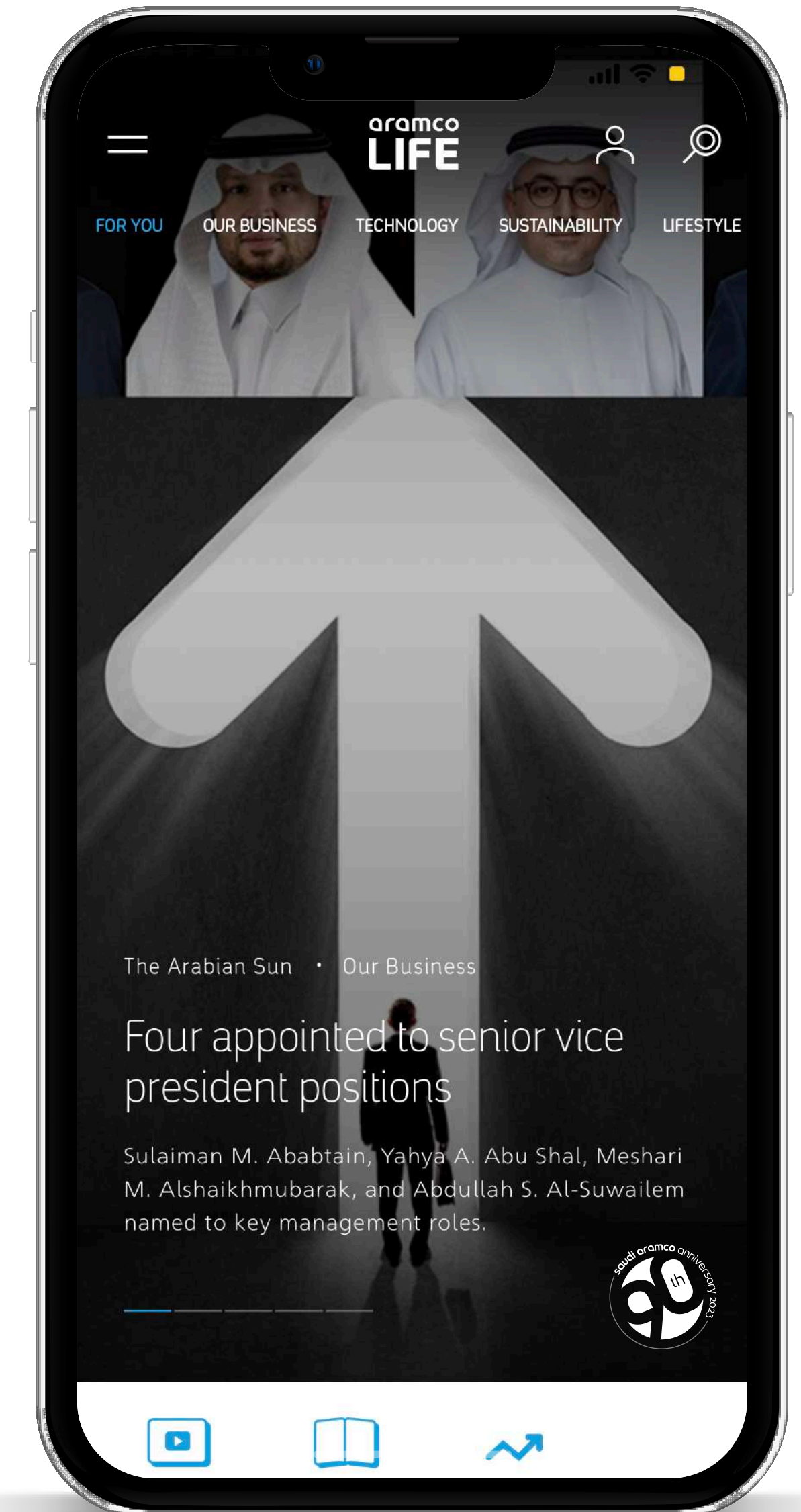
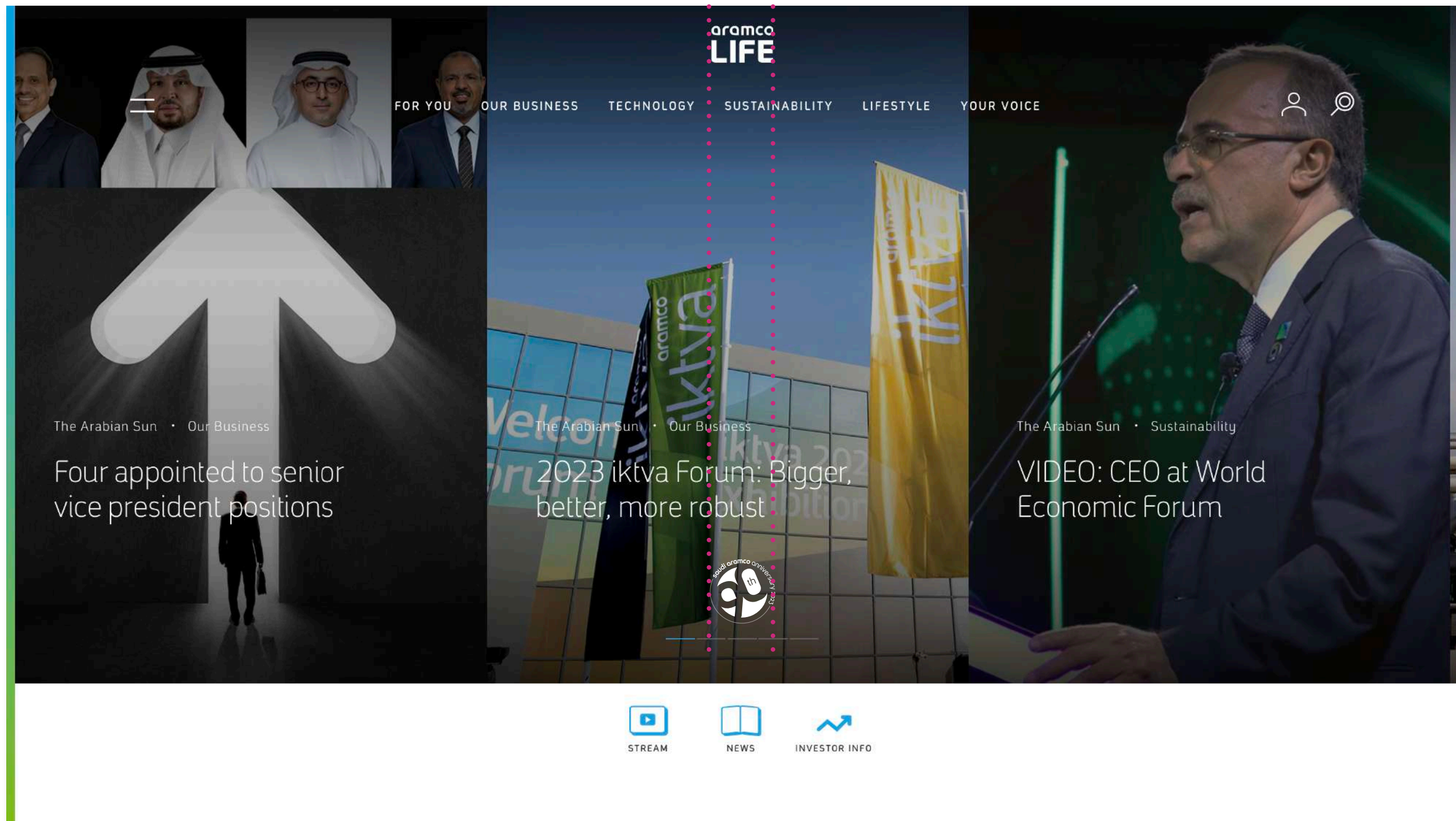
Aramco LIFE web page and app

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

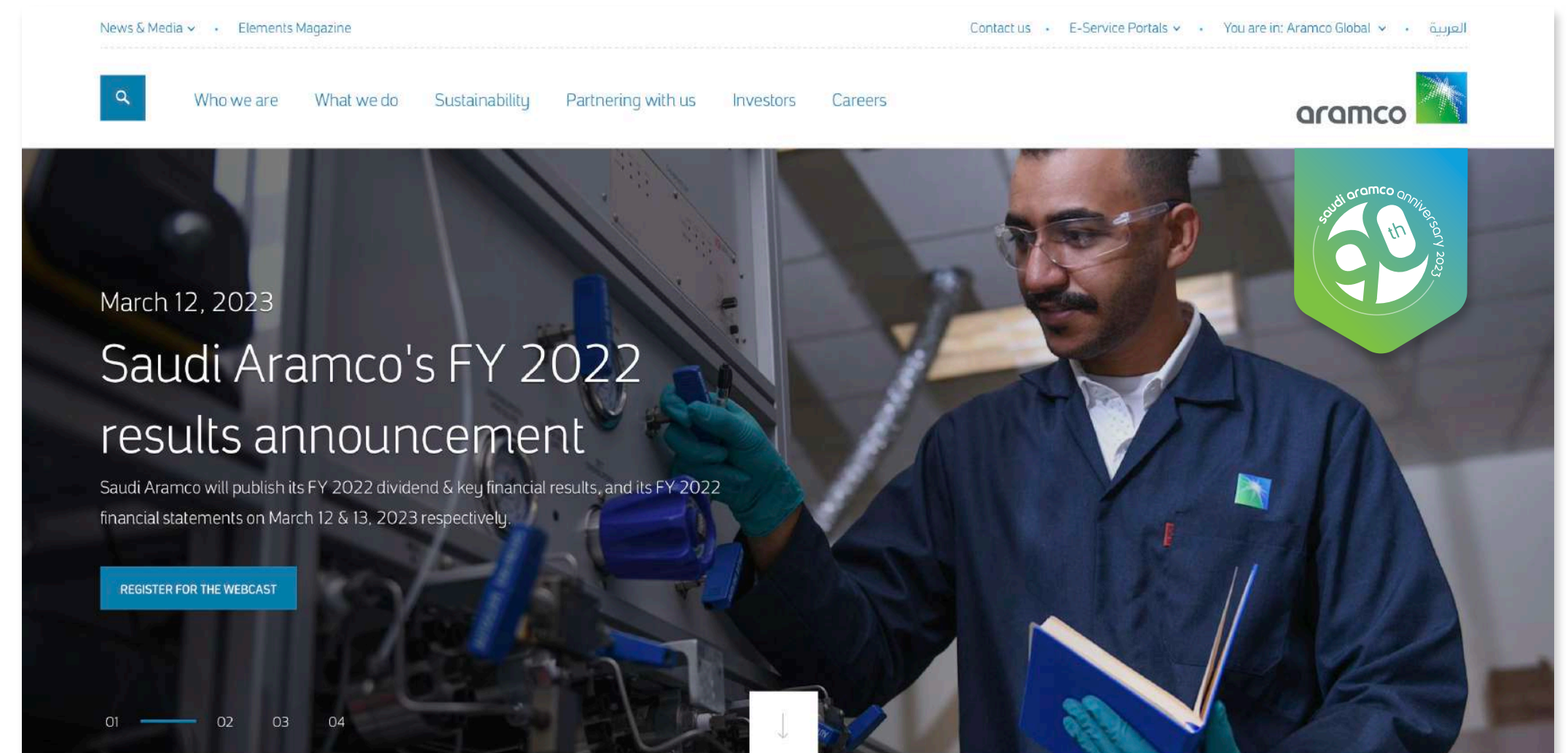
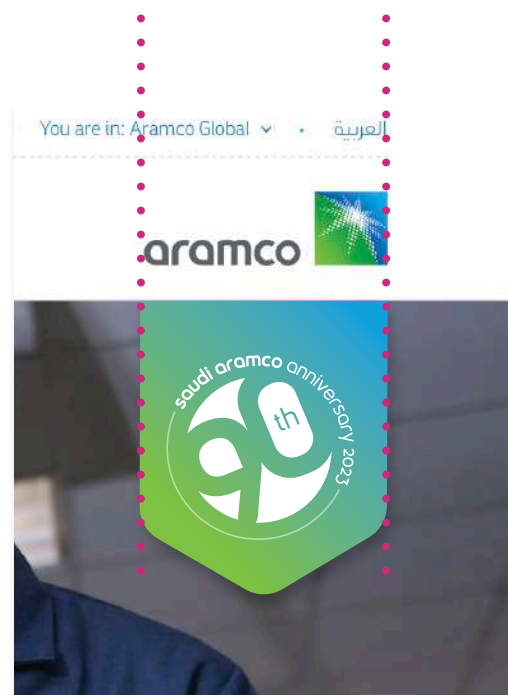
The logo is positioned in the **bottom-right** corner. **White** can be used on dark backgrounds and a **gradient** can be used on light backgrounds.



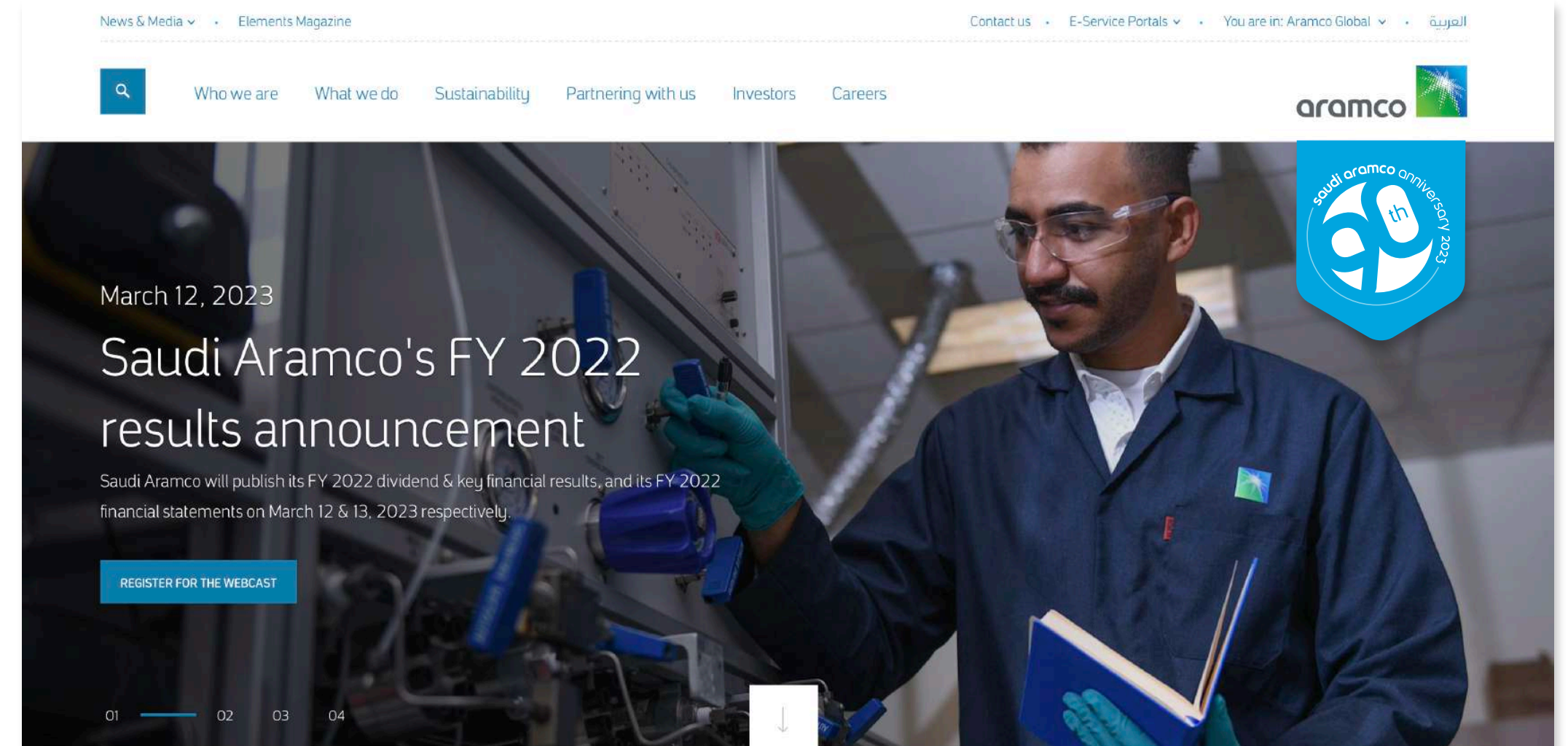
Aramco web pages

The logo must be placed on the **bottom right** of the of the global navigation, under Aramco logo. The **white** logo 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.



Technology development

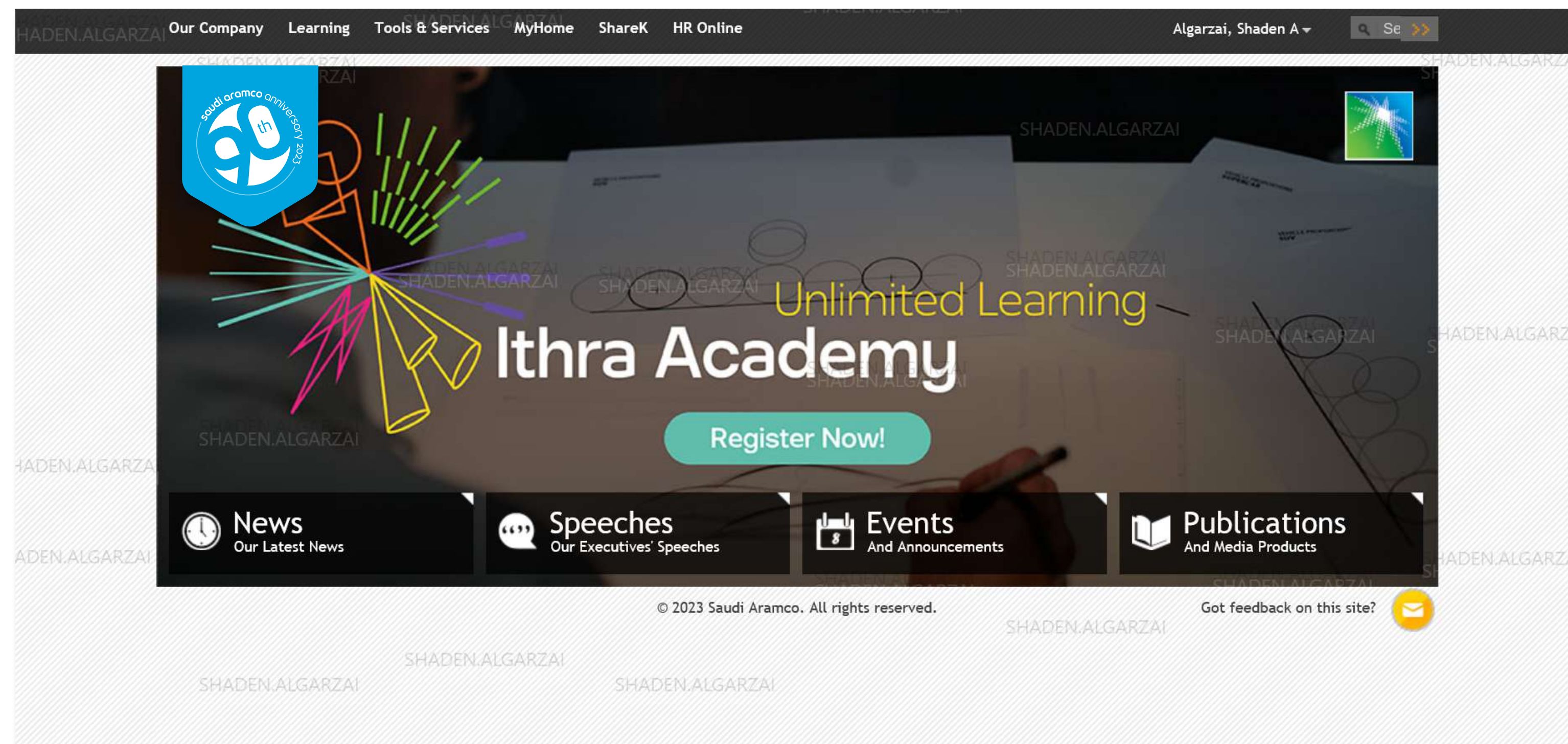


Technology development

My home page

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

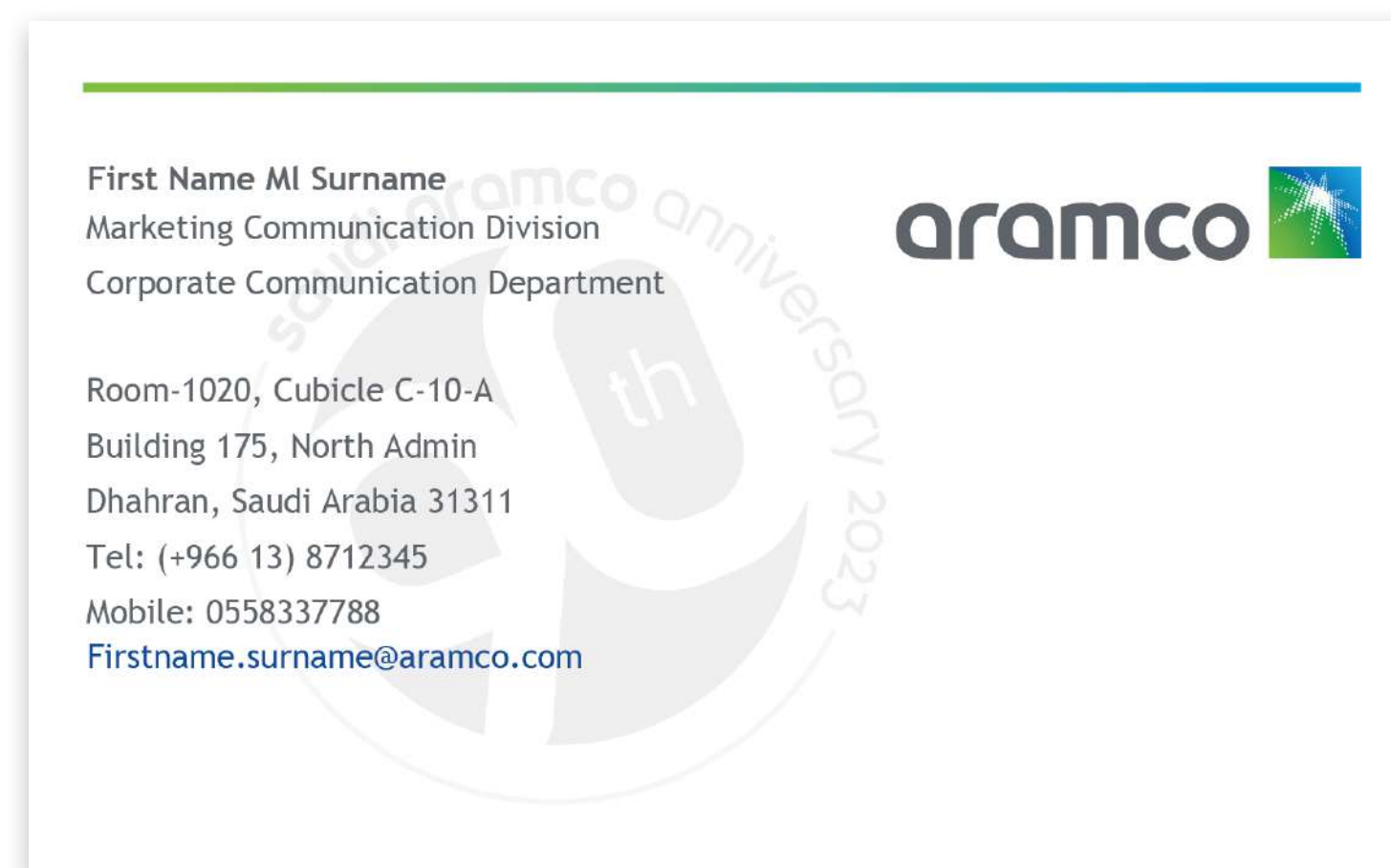
The **white** logo is to be placed on a **blue** tag. The tag should be two times wider than the Aramco logo.



Email signatures

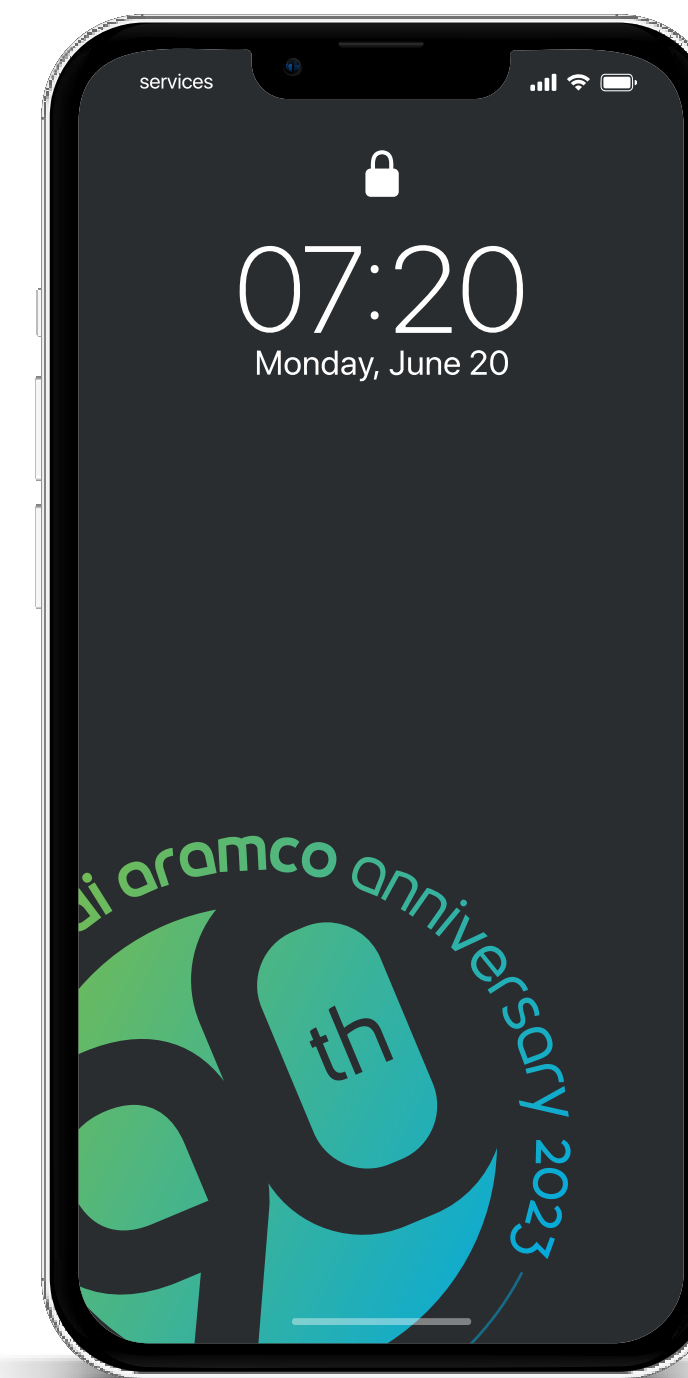
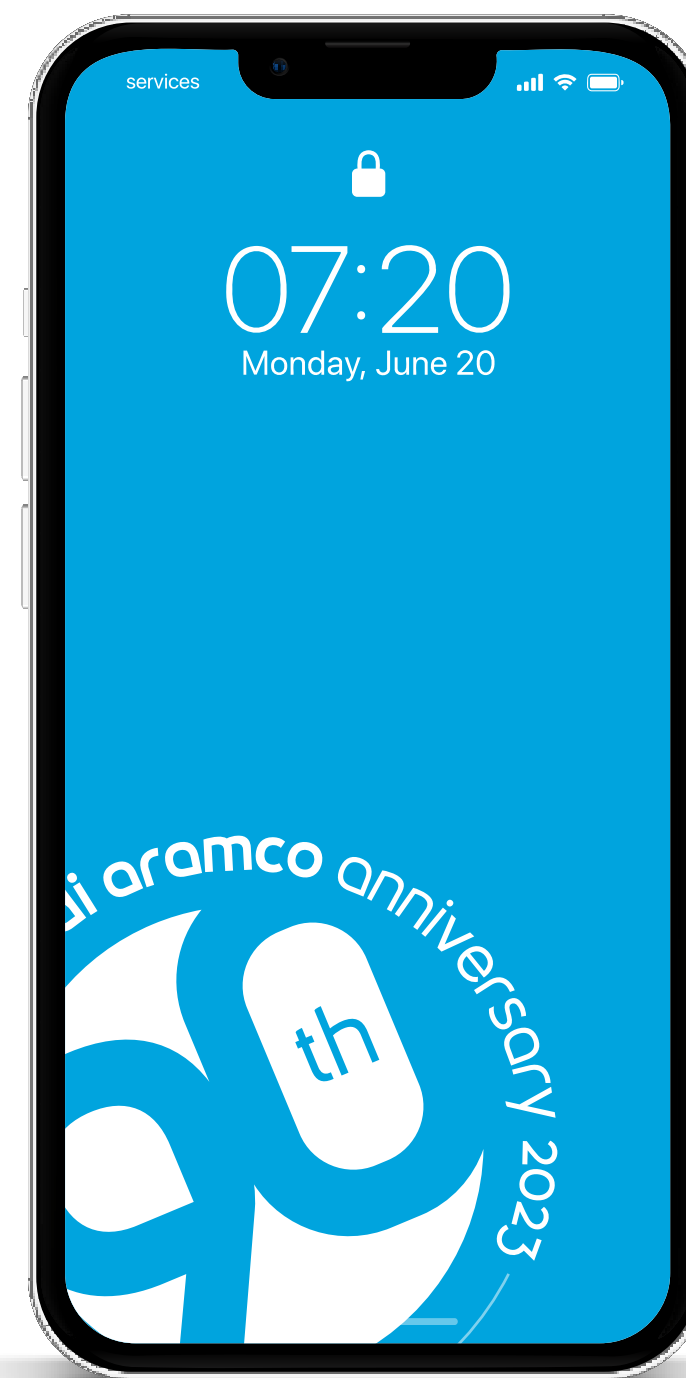
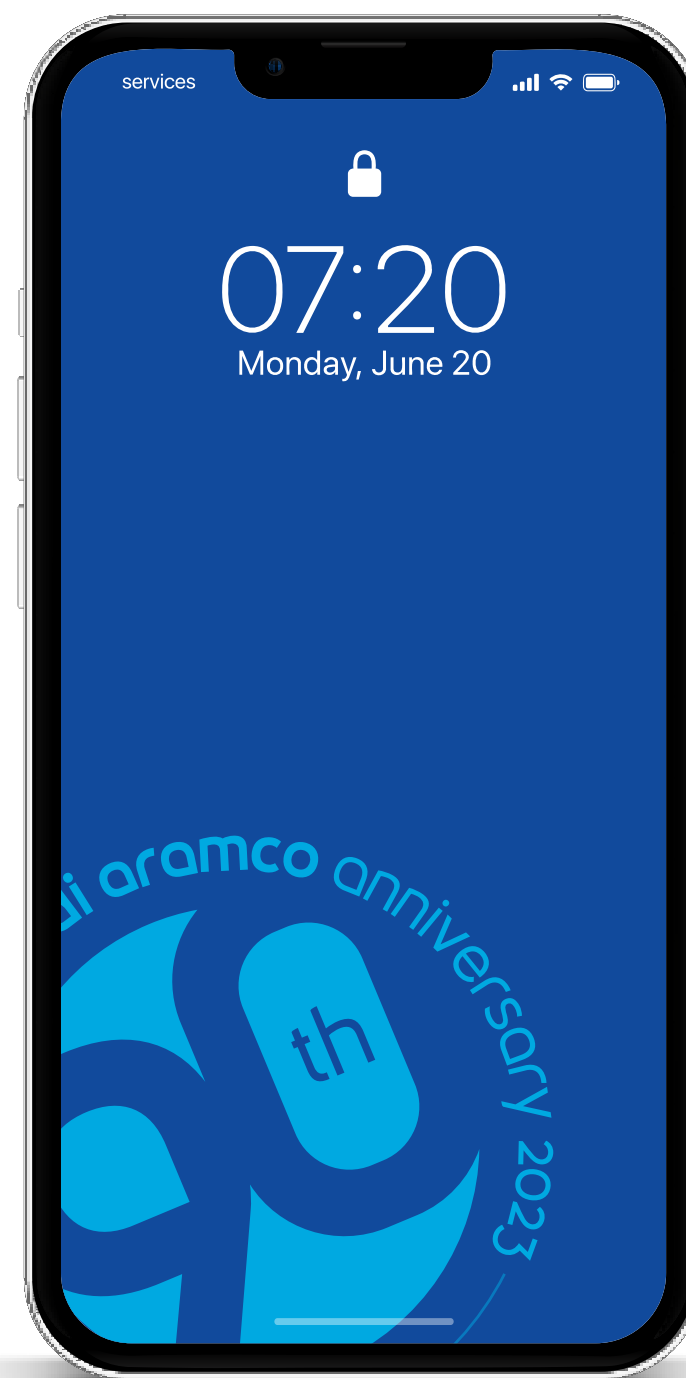
The logo must be placed behind the text using Aramco Gray with a transparency of 10%.

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



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.

التقويم السنوي 2023 | 1445 | 1444

أرامكو السعودية
saudi aramco

يناير
جمادى الآخرة 06 رجب 07 1444

فبراير
شعبان 08 رمضان 09

مارس
شعبان 08 رمضان 09

أبريل
رمضان 09 شوال 10

مايو
شوال 10 ذو القعدة 11

يونيو
رمضان 09 شوال 10 ذو القعدة 11

يوليو
ذو القعدة 11 ذو الحجة 12

أغسطس
شوال 10 ذو القعدة 11

سبتمبر
ذو القعدة 11 ذو الحجة 12

أكتوبر
رمضان 09 شوال 10 ذو القعدة 11

نوفمبر
شوال 10 ذو القعدة 11

ديسمبر
ذو القعدة 11 ذو الحجة 12

رمضان (قابل للتعديل) | اليوم الوطني | يوم التأسيس | العيدان والمناسبات | عطلة نهاية الأسبوع | العطلات البيئية

2023 operational calendar | 1444 | 1445

أرامكو السعودية
saudi aramco

January
Jumada II 06 Rajab 07 1444

February
Rajab 07 Sha'aban 08

March
Sha'aban 08 Ramadan 09

April
Ramadan 09 Shawwal 10

May
Shawwal 10 Dhu-al-Qa'dah 11

June
Dhu-al-Qa'dah 11 Dhu-al-Hijjah 12

July
Dhu-al-Hijjah 12 Muharram 01 1445

August
Muharram 01 Safar 02

September
Safar 02 Rabi' I 03

October
Rabi' I 03 Rabi' II 04

November
Rabi' II 04 Jumada I 05

December
Jumada I 05 Jumada II 06

Ramadan (tentative) | National Day | Founding Day | Holidays | Weekends | Rescheduled days off

Hero installations

