

**GENERAL INSTRUCTION MANUAL**

850.002

ISSUING ORG. PUBLIC RELATIONS DEPARTMENT

ISSUE DATE  
07/12/2004REPLACES  
NEW

SUBJECT CORPORATE GIFTS WEBSITE

APPROVAL  
AIIPAGE NO.  
1 OF 6**Content:**

This instruction sets forth definitions, procedures and interdepartmental responsibility for purchasing gift items from the Corporate Gifts Website. The text includes:

1. Introduction
2. Purpose
3. Conditions
4. Procedure
5. Responsibilities
6. The Corporate Gifts Program
7. Approval Authority
8. Management Directives

**1.0 INTRODUCTION**

- 1.1 Part of Public Relations' responsibility (see management directives) is to review and approve gift items that are presented by Saudi Aramco and ensure that these gifts positively reflect the company's image of excellence. Company organizations have traditionally rewarded deserving employees with gifts as incentives for a completed project or provided such items as part of a corporate campaign; as well as providing gifts to individuals outside the company.
- 1.2 Since the Corporate Identity & Advertising Unit (CI&AU) of the Public Relations Department is charged with the review and approval of company gifts to ensure compliance with its guidelines, it has a corporate gift website (a pre-approved selection of company gifts).

**2.0 PURPOSE**

- 2.1 The main goals of the Corporate Gifts Website are the following:
  - 2.1.1 Provide Saudi Aramco departments with a high quality, wide-ranging selection of corporate identity compliant gifts.
  - 2.1.2 Promote the company's image.
  - 2.1.3 Simplify purchasing procedures by ensuring efficiency through B2B and save both money and time.

**3.0 CONDITIONS**

- 3.1 Gift items that are identical or similar to items available through the Corporate Gift Website cannot be purchased from any other source.
- 3.2 The gift items displayed are not intended for use as Service or Safety Awards. For either of the mentioned categories, please contact Personnel and Loss Prevention Departments.

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- 3.3 Gift items not available through the Corporate Gifts Website may be purchased from outside vendors after approval is obtained from the Public Relations Department.
- 3.4 The addition of text to any gift item requires prior approval from the Public Relations Department and will change both price and delivery time. Purchasing Department will initiate a Change Order to reflect the additional changes.

**4.0 PROCEDURES**

- 4.1 The Corporate Gifts Web Site is located at <http://corporategifts.aramco.com.sa>,
- 4.2 The user reviews all categories and subcategories displayed on the homepage.
- 4.3 The user may compile a number of gift items and save it through a “wish list” or email that page to a colleague within Saudi Aramco for review and selection. Emphasis shall be placed on price confidentiality being kept inside Saudi Aramco.
- 4.4 All gift items have a minimum quantity order that users cannot go under.
- 4.5 Once selection is complete, authorized users may connect to B2B to finalize the purchase.
- 4.6 Delivery Times: Delivery is from Vendor to the User’s Office. Users are recommended to allow at least 7-10 working days. User Name or any extra contact information must be added in Additional Delivery Details within B2B.
- 4.7 Primary support and help on all matters can be obtained from the SAP Knowledge Center at 872-7767 or visit the site: <http://sapb2b.aramco.com.sa>. For matters related to the Corporate Gifts Website, please call Corporate Identity Unit at 873-2699 during normal working hours.

**5.0 RESPONSIBILITIES**

- 5.1 The Public Relations Department is responsible for managing the Corporate Gifts Website and ensuring that compliance and quality standards are met.
- 5.2 The Purchasing Department is responsible for negotiating and signing contracts with vendors.
- 5.3 The User Departments utilizing this service are responsible for allocating money for the purchase of Gifts from their budgets, and purchases will be charged to their accounts.
- 5.4 The Public Relations Department is responsible for photographing items, providing basic descriptions, product information and inspection of stock and items for quality.
- 5.5 The Vendors are responsible for maintaining stock as specified in the contract, ensuring quality, and timely delivery of purchased items to the user.

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3 OF 6**6.0 THE CORPORATE GIFTS PROGRAM**

- 6.1 The Corporate Gifts Web Site is a virtual display case of high quality, corporate compliant gifts for employees. This site is a solution that saves the company time, money, and resources while encouraging the growth of e-commerce within the Kingdom. By having the Gift Items pre-approved by Corporate Identity, departments no longer have to submit designs or samples to the Public Relations Department for review. Because the vendors have already signed agreements with the Purchasing Department, departments no longer have to search for vendors and go through the bidding process. The items displayed can only be viewed on this Website; actual purchases are made by qualified requestors through the B2B system, using information obtained from the Corporate Gifts Website.

**7.0 APPROVAL AUTHORITY**

- 7.1 Division Head or above signature authority is required for purchases from the SAP B2B Website.

**Concurrence:**


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**Manager, Purchasing Department**


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**Manager, Public Relations Department**
**8.0 Management Directives**

- 8.1 Letter from Khalid G. Buanin, Executive Director, SAA, April 17, 2000 (pages 4-5).

- 8.2 Letter from Abdullatif A. Al-Othman, Executive Director, SAA, Sept, 30, 2001 (page 6).

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SAUDI ARAMCO AFFAIRS  
R-3236 Administration Building East, Dhahran  
874-5-5722; Fax 873-0101

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April 17, 2000

ALL MEMBERS OF EXECUTIVE AND GENERAL MANAGEMENT

**CORPORATE IDENTITY COMPLIANCE**

Effective April 24, 2000, Saudi Aramco will have a new corporate logo, which consists of an "energy burst" symbol and the words "Saudi Aramco" in special Arabic and English fonts. This logo is subject to stringent regulations governing the proper design of the symbol and typography, the exact colors to be used in the logo, and the spacing and placement of the various elements. In addition, there is an associated set of colors, fonts and other design elements that are to be used in all corporate communications, whether directed toward audiences outside the company or for internal use. These visual elements provide a "look and feel" to our corporate communications and other applications that is unique to Saudi Aramco.

Therefore, as per the directives of company management, utilization of the old "SAOC" corporate logo and the utilization of any departmental, divisional, team or other organizational symbol are to cease immediately. All Saudi Aramco departments will now use the approved corporate logo (in addition to the departmental name, where appropriate) in all future communications and signage.

Before producing any item bearing the new logo, Public Relations Department's approval is required. In addition, designs for all publications and other printed matter—whether they include a logo or not—must be approved by Public Relations, in order to ensure compliance with the new corporate identity guidelines. PRD is coordinating efforts with Information Technology's Graphics Unit in this regard.

In general, existing stocks of items like stationery, signage, clothing and protective equipment, badges, etc. bearing the old logo should be exhausted before items bearing the new logo are ordered. Exceptions include high-profile signage and communications items which are seen by the general public or large numbers of Saudi Aramco employees, which should be rebranded with the new logo earlier. In the case of some internal publications or other applications, interim designs bearing neither the old nor the new logo may be approved.

Final corporate identity standards manuals will be distributed to concerned company organizations. These manuals will contain specific regulations and guidelines concerning a wide range of logo applications. In the interim, however, close coordination between user organizations and the Public Relations Department's Corporate Identity Project Team is necessary to ensure consistent usage and high-quality application of the new Saudi Aramco corporate identity. The Corporate Identity Project Team can be contacted during normal business hours at 03-874-7388, or by fax at 873-2775.

SAUDI ARABIAN OIL COMPANY (Saudi Aramco)

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G. I. Number Approved

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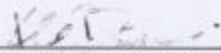
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We appreciate your support throughout this corporate identity program. We also appreciate your efforts to safeguard the value of our new corporate logo, and your communicating these guidelines to all employees within your organization.

  
KHALID G. BUAINAIN  
Executive Director (A)  
Saudi Aramco Affairs

\* CHANGE

\*\* ADDITION

NEW INSTRUCTION ☒

COMPLETE REVISION ☐



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APPROVAL  
AIIPAGE NO.  
6 OF 6**SAUDI ARAMCO AFFAIRS**Room MA-285, Dhahran  
Tel No: 875-5722 Fax No: 873-0101

September 30, 2001

000018

Executive and General Management:

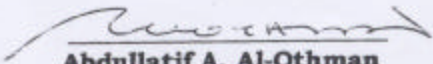
**CORPORATE IDENTITY COMPLIANCE**

Recently, the Corporate Identity Team (CIT) has noted deviations from its guidelines on a variety of applications and projects. The involved departments have been notified of the violations, yet incorrect applications continue to appear. As a result, use of the logo without the consultation of or approval by the CIT is leading to an inconsistent company image.

We kindly solicit your cooperation in reminding departments and employees within your organization to obtain Public Relations Department's approval before producing any item, whether structures bearing the new logo, stationery, signage, booklets, gift items, publications, etc.

The support and encouragement that you provide in order to ensure that employees take ownership and responsibility of the company's new corporate symbol and visual identity is much appreciated, and we look forward to continuing to work closely with you and your organization on this issue.

Your support is greatly appreciated.

  
**Abdullatif A. Al-Othman**  
Executive Director  
Saudi Aramco Affairs

cc: Corporate Management