

GENERAL INSTRUCTION MANUAL

ISSUING ORG. PUBLIC RELATIONS DEPARTMENT

SUBJECT CORPORATE IDENTITY GUIDELINES

G. I. Number 850.003 **Approved**ISSUE DATE
01/19/2009REPLACES
07/12/2004APPROVAL
AllPAGE NO.
1 OF 6**Content:**

This instruction sets forth definitions, procedures and interdepartmental responsibility for following the Corporate Identity Guidelines. The text includes:

1. Introduction
2. Purpose
3. Conditions
4. Procedure
5. Responsibilities
6. Approval Authority
7. Management Directives

1.0 Introduction

- 1.1** Since April 24, 2000, Saudi Aramco has had a corporate logo that 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 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 for internal and external audiences.
- 1.2** Since the Advertising and Corporate Identity Unit (A&CIU) of the Public Relations Department is charged with the review and approval of the application of the Corporate Identity Components, no usage of the Corporate Identity Components is permitted without prior approval by the A&CIU. This review and approval process is mandatory to ensure both consistency and quality in the application of the Corporate Identity Components.

2.0 Purpose

- 2.1** The main goals of the A&CIU review and approval process are the following:
- 2.1.1 Provide Saudi Aramco departments with a high quality, wide-ranging application of the corporate identity.
 - 2.1.2 Promote the company’s image.
 - 2.1.3 Encourage employee ownership of the brand by clarifying guidelines and providing examples.

3.0 Conditions

- 3.1** Written guidelines for the majority of applications can be found in the following publications:
- 3.1.1 Corporate Identity Guidelines & Applications.
 - 3.1.2 Corporate Identity Visual Language Guide.
 - 3.1.3 Corporate Identity Messaging Guide.
 - 3.1.4 Corporate Identity Internal Signage Guidelines.
 - 3.1.5 Online PDF versions can be found at <http://prd/corpidentity.htm>.
- 3.2** The Corporate Identity Team can be contacted to answer questions related to the application of the Corporate Identity.
- 3.3** **Any printed calendar, produced by a Saudi Aramco organization, must use the same theme and template as the principal printed calendar produced by PRD for that year. No printed calendar may be released without review and approval by CI&DU.
- 3.4** ** Logo creation and use by all Saudi Aramco organizations is covered by the following guidelines:

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SUBJECT CORPORATE IDENTITY GUIDELINES

APPROVAL All PAGE NO. 2 OF 6

- 3.4.1** The Saudi Aramco logo is the ONLY logo that may be used to represent any organization in Saudi Aramco.
- 3.4.2** Ongoing programs (e.g., Stop Smoking Campaign) and systems may have their own logos, provided they do not incorporate the name or identity of a Saudi Aramco organization.
- 3.4.3** Campaigns with a limited time must incorporate the start and end dates, or the year of the campaign if it will last the full year, at the base of the logo.
- 3.4.4** All logos MUST be approved by A&CIU before the logos are used by any Saudi Aramco organization.

4.0 Procedures

- 4.1** The user reviews the relevant Corporate Identity standards as outlined in section 3.1 before creating the design.
- 4.2** The user brings a color draft of a publication, or a picture or plan of a large object or space, to the Corporate Identity Office (r-2239-1, East Admin, Dhahran). The user fills out the top half of a service request form to provide contact information.
- 4.3** A&CIU will review the submission and recommend the following:
 - 4.3.1 Approve as is.
 - 4.3.2 Approve with changes and detail the changes.
 - 4.3.3 Reject with an explanation and alternative options.
- 4.4** A&CIU will ensure that the standards are clearly applied and will alert proponent management of discrepancies that need to be addressed.
- 4.5** Any attempt to bypass this process can result in the vendor involved being banned from future work with Saudi Aramco, and the department absorbing the additional cost of redoing the work in a compliant fashion. Repeat violations will be documented and reported to the proponent's management.

5.0 Responsibilities

- 5.1** The Public Relations Department is responsible for ensuring that all applications of the Saudi Aramco brand are consistent and of high-quality.
- 5.2** The user is responsible for following guidelines and obtaining approval from A&CIU.
- 5.3** The A&CIU is responsible for review and approval of all brand applications, and to clarify and explain the use of the brand to customers.
- 5.4** The vendors are responsible for following established guidelines and obtaining review and approval from A&CIU before producing branded items.

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07/12/2004APPROVAL
All PAGE NO.
3 OF 6**6.0 Approval Authority****6.1** A&CIU Stamp, signed by an A&CIU rep, is required for approval.**Approved By:**
Manager, Public Relations Department**7.0 Management Directives****7.1** Letter from Khalid G. Buanin, Executive Director, SAA, April 17, 2000 (pages 4-5).**7.2** Letter from Abdullatif A. Al-Othman, Executive Director, SAA, Sept, 30, 2001 (page 6).

GENERAL INSTRUCTION MANUAL

ISSUING ORG. PUBLIC RELATIONS DEPARTMENT

SUBJECT CORPORATE IDENTITY GUIDELINES

G. I. Number 850.003 Approved

ISSUE DATE 01/19/2009 REPLACES 07/12/2004

APPROVAL All PAGE NO. 4 OF 6

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)

GENERAL INSTRUCTION MANUAL

ISSUING ORG. PUBLIC RELATIONS DEPARTMENT

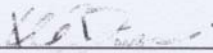
SUBJECT CORPORATE IDENTITY GUIDELINES

G. I. Number 850.003 Approved

ISSUE DATE 01/19/2009	REPLACES 07/12/2004
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APPROVAL All	PAGE NO. 5 OF 6
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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 All PAGE NO. 6 OF 6

SAUDI ARAMCO AFFAIRSRoom MA-285, Dhahran
Tel No: 875-5722 Fax No: 873-0101

September 30, 2001

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Executive and General Management:

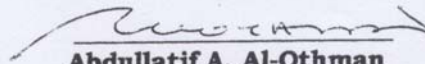
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Recently, the Corporate Identity Team (CIT) has noted deviations from its guidelines on a variety of applications and projects. The involved departments have been notified of the violations, yet incorrect applications continue to appear. As a result, 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