



Logo Standards

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2.1

Our Logo

Our identity has been designed to reflect our brand values and personality.

In order to convey the strength and professionalism of the brand, it is essential that a consistent and confident brand representation be maintained across all applications. The brand mark should only be reproduced from master artwork and never redrawn or manipulated in any way, other than the approved formats mentioned in this document.



2.2

Logo Format

Our main logo features custom English typeface. For specific requirements we have the logo in Arabic and bilingual formats.

Main**Arabic****Bilingual**

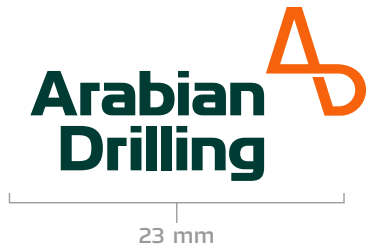
2.3

Minimum Size

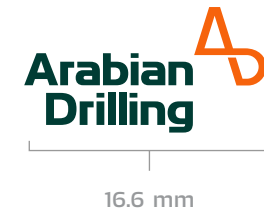
There are recommended logotype sizes for certain standard paper sizes, as well as a minimum size.

This ensures consistency across all communication materials. The minimum size is the smallest size for which the trademark can ever be reproduced. But it is not a default size, and there is a general preference to make the trademark larger than this.

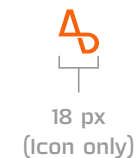
Letterhead Size



Business Card Size



Minimum Size



2.4

Exclusion Zone

A minimum exclusion zone has to surround the brand mark.

This is to ensure that it is always prominent and does not become obscured by surrounding information or text elements.

In all brand applications, this zone must be used unless instructed otherwise. The formula for this exclusion zone is obtained from height of the square of the logo, as demonstrated in the diagrams below.



2.5

Usage with background

Applying the logo on certain mediums enforces alternative adaptations.

On Brand colours (Background)

Colour logo with white background



White wordmark on orange background.



On Image

(Image with having sufficient contrast.)



2.6

Alternative Usage

Applying the logo on certain mediums enforces alternative adaptations.

Brand & White Usage

If there are color limitations in the medium of production, the logo is to be produced in 100% black or white.



Special Production

Silver Foil



When applying the logo in a special production method, such as foiling - Silver foil is recommended.

2.7

What Not to Do

Incorrect Logo Usage

The examples shown here demonstrate different ways of unacceptable logo alterations. They are here to show how the brand becomes undermined by any alteration to the logo. Always reproduce the logo from master artwork. Do not attempt to recreate the logo.



Do not skew the logo nor distort its proportions.



Do not use stroke element within the logo.



Do not use stroke element over colored background.



Do not change alignment of logo elements and text.



Do not flip colors.



Do not apply drop shadow, or any other effects.



Do not tilt the logo.

Brand Elements

Brand Colours

Our brand is comprised of four colours that has been endorsed to be used through our communication media.

The preferred application is Pantone® Matching System (**PMS**), which has coated (**C**) and uncoated (**U**) variation, based on the application produced. You can also convert these spot colours to four-colour process (**CMYK**), for reproduction in four-colour process printing. The other colouring option (**RGB**) is provided for the multimedia and web usage.

Primary Colours



Pantone 1505 C

Pantone 1505 U

R 246	C 0
G 99	M 75
B 12	Y 100
	K 0

#f6630c



Pantone 3305 C

Pantone 561 U

R 0	C 90
G 60	M 51
B 52	Y 70
	K 55

#003C34

Thank You

For the versions of this manual and logos, or for guidance on logo selection and use, you may consult Arabian Drilling's communication via the following contact address:

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