

Brand Book Manuals & Guides

This manual also provides in Adobe Acrobat 8.0 PDF file for viewing on Macintosh or Windows platforms. We recommend downloading the file and viewing it on your desktop. All entries on the contents page are linked to their respective pages. The complete file or its individual pages can also be printed on A4 - A3 paper, preferably using a color printer.

Table of Content

SECTION 01 (Brand Basics)

PAGE 05	1.1 Logo Elements
PAGE 06	1.2 Clear Space & Size
PAGE 07	1.3 Logo Placement
PAGE 08	1.4 Some Incorrect Usage (Don'ts)
PAGE 09	1.5 Logo Versions
PAGE 10	1.6 Logo Types
PAGE 11	1.7 Brand Icons

SECTION 02 (Typography)

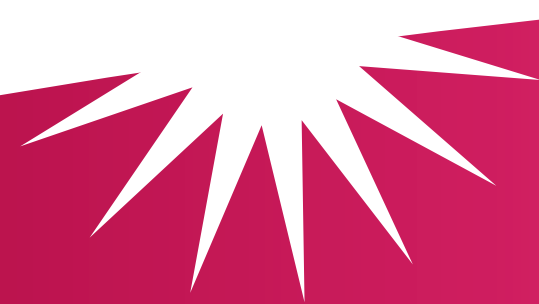
PAGE 13	2.1 English Corporate Typeface
PAGE 14	2.2 Arabic Corporate Typeface

SECTION 03 (Brand Colors)

PAGE 16	3.1 Primary Colors
PAGE 17	3.2 Secondary Colors

SECTION 04 (Corporate Identity)

PAGE 19	4.1 Corporate Identity Details
PAGE 92	4.2 Contact Us



01



Brand Basics

SECTION 01

- 1.1 Logo Elements
- 1.2 Clear Space & Size
- 1.3 Logo Placement
- 1.4 Some Incorrect Usage (Don'ts)
- 1.5 Logo Versions
- 1.6 Logo Types
- 1.7 Brand Icons

1.1 Logo Elements

The **PETROGEN** corporate logo is playing role as representative of our initiative, our people, and our brand to the world. The logo is a valuable corporate asset that must be used in the proper and approved way. Our corporate logo is building block of our corporate identity that ensure our strong existence and represents our company, our people, and our brand to the world. The logo is a valuable corporate asset that must be used in the proper and approved way of designing.

The **PTEROGEN** brand consists of a letter (P). It is the first letter of the brand name

Inside the logo is a road symbol representing road services. above it is the sun, it is the symbol of life, and the sun is the source, which gives us life, light and energy.

The sun has also been a key symbol in ancient cultures. The material which often reflected the power of the sun in a materialized way was gold. It had and kept a special role in human civilizations from ancient cultures till today, not just by the material value that we have given it over time. More important was the meaning of light and energy, which it presented to the cultures in Europe, America or Africa thousands of years ago.

And because the **PETROGEN** brand name compound of the words (Petrol) and (Hydrogen), and sun is composed of hydrogen by almost 70%.

In the future, hydrogen will join electricity as an important energy carrier, since it can be made safely from renewable energy sources and is virtually non-polluting. It will also be used as a fuel for 'zero-emissions' vehicles, to heat homes and offices, to produce electricity, and to fuel aircraft.

Hydrogen has great potential as a way to reduce reliance on imported energy sources such as oil. Before hydrogen can play a bigger energy role and become a widely used alternative to gasoline, many new facilities and systems must be built.



1.2 Clear Space & Size

To Fit in with Clear Space

To ensure prominence and legibility, the brandmark and all its variations are always surrounded by a minimum area of clear space. Nothing should ever intrude into this area, such as a graphic device, imagery or type. The construction of the clear space area is based on the "X", as shown on the right. The minimum area of clear space is shown on the right by the rectangle containing the brandmark and its variations.

The rectangle itself is not visible and does not print.

Note: the clear space shown on this page is a minimum and should be increased in all applications wherever possible.

Minimum Size of Logo

The PETROGEN logo represents its visual strength in various sizes, the minimum size as in Figure (A).

Maximum Size of Logo

There is no maximum size for PETROGEN logo usage. However, But when using the PETROGEN logo at very large sizes (over 3 feet wide) you will need to adjust the size and position of the logo's symbols should be reduced and repositioned closer to the PETROGEN logo so it is legible but unobtrusive.

* The sizes shown are incorrect just to clarify

* Show (1.5 Logo Version) page (16)

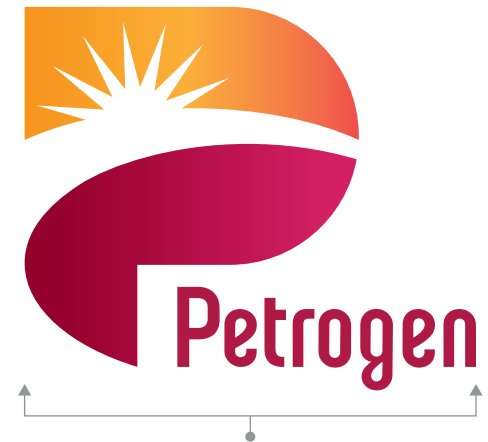


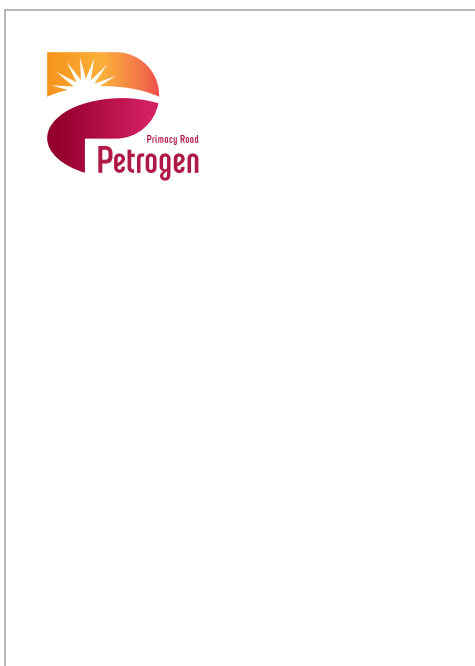
Figure (A)
Minimum size:
For Printing: (width): 1.2 cm
On screen (width): 100 px
* without slogan

1.3 Logo Placement

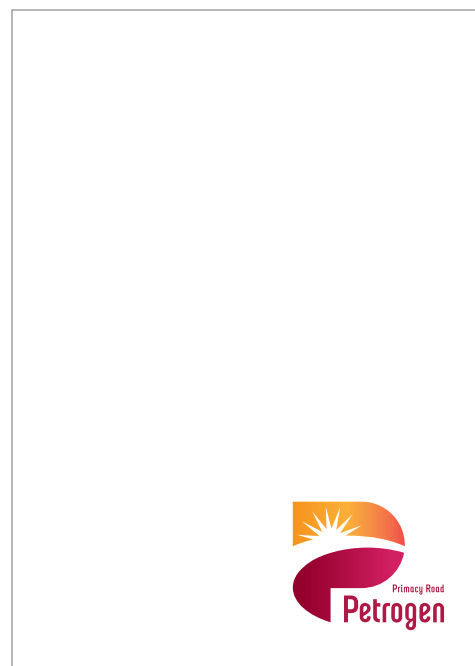
Clear Spacing for the Logo Placement

Try to make sure that the **PETROGEN** logo should appear in the upper left-hand corner, in full color, on a white background. The proper placement in this location for communication purpose helps to build **PETROGEN** logo-awareness.

Preferred Placement Demo



Alternate Placement Demo



1.4 Some Incorrect Usage (Don'ts)

It is extremely important for brand success that the logo be displayed correctly. This includes always using the correct typefaces and the correct relative positioning and size of all elements. The examples on this and the following pages illustrate unacceptable displays.

- 01. Do not outline the logo
- 02. Do not change the color
- 03. Do not distort the logo
- 04. Do not add shadow to any part of the logo
- 05. Do not place logo in a holding shape
- 06. Do not rotate or angle the logo
- 07. Do not add words to the logo
- 08. Do not change gradient value to the logo
- 09. Do not put the logo on complicated photos
- 10. Do not put the logo on a background with insufficient contrast
- 11. Do not add additional graphic elements to the logo
- 12. Do not crop any portion of the logo



1.5 Logo Versions

Logo Versions

The correct methods of using the logo versions of signage, prints etc.

English version



Arabic version



Arabic - English version



English version with slogan



Arabic version with slogan

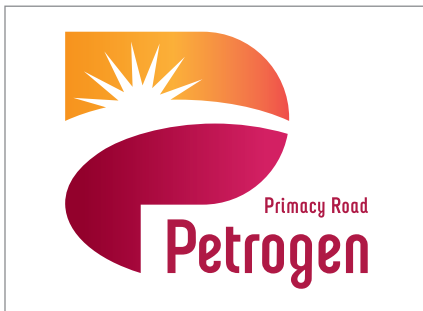


1.6 Logo Types

Logo Types

The correct methods of using the logo types of signage, prints etc.

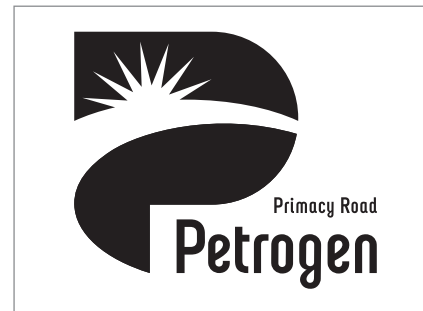
Logo Types (Standard)



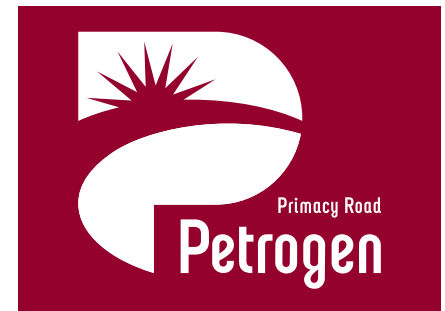
Gradient full colors



Solid colors



Black color



White logo on Maroon background

Logo Types (Narrow)



Maroon logo



Orange logo



Gray logo



White, Orange logo on Maroon background

1.7 Brand Icons



02



Typography

SECTION 02

2.1 English Corporate Typeface
2.2 Arabic Corporate Typeface

Proper Selection of Primary Font & in Detail

Nexa family includes 16 very unique font styles & weights. The font family is characterized by excellent legibility in both – web & print design areas, well-finished geometric designs, optimized kerning etc. Nexa is most suitable for headlines of all sizes, as well as for text blocks that come in both maximum and minimum variations. The font styles are applicable for any type of graphic design – web, print, motion graphics, etc. and other items like posters and logos.

Regular —• A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Special Characters	! " § \$ % & / () = ? ` ; :
	i " ¶ ¢ [] { } ≠ ¿ ' «
	Σ € ® † Ω ¨ / ø π • ± ' æ
	œ @ Δ ° ª © f ð , å ¥ ≈ ç
	√ ~ μ ∞ ... − ≤ < > ≥ ~ > < ◇

2.2 Arabic Corporate Typeface

Proper Selection of Primary Font & in Detail

PETROGEN has selected Swissra as our primary corporate Arabic font; which allows us for representing our messages from the enthusiastic to the practical understanding. Using the careful use of typography reinforce our brand personality to valued customers.

Swissra Font

Swissra is an Arabic typeface that was inspired from Swiss graphic design.

The motivation behind the typeface was to create a neutral and carefully crafted Arabic font family that can be used on many different applications. Swissra also aspires to tribute the experience of Swiss graphic design and pass it on to the Arabic graphic design scene.

Bold —•

ا ب ت ث ج ح خ
د ذ ر ز س ش ص
ض ط ظ ع غ ف ق
ك ل م ن ه و ي ء

Regular —•

ا ب ت ث ج ح خ
د ذ ر ز س ش ص
ض ط ظ ع غ ف ق
ك ل م ن ه و ي ء

Figures —•

. | ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

Special Characters —•

! “ \$ % & / () = ? ` ; :
“ ¶ [] | { } ‘ • ‘ @ , ~
– < > ° * . “ ” ~ ؛ — —
| ”

03



Brand Colors

SECTION 03

-
- 3.1 Primary Colors
 - 3.2 Secondary Colors

3.1 Primary Colors

How to Use the Primary Color & it's Detail?

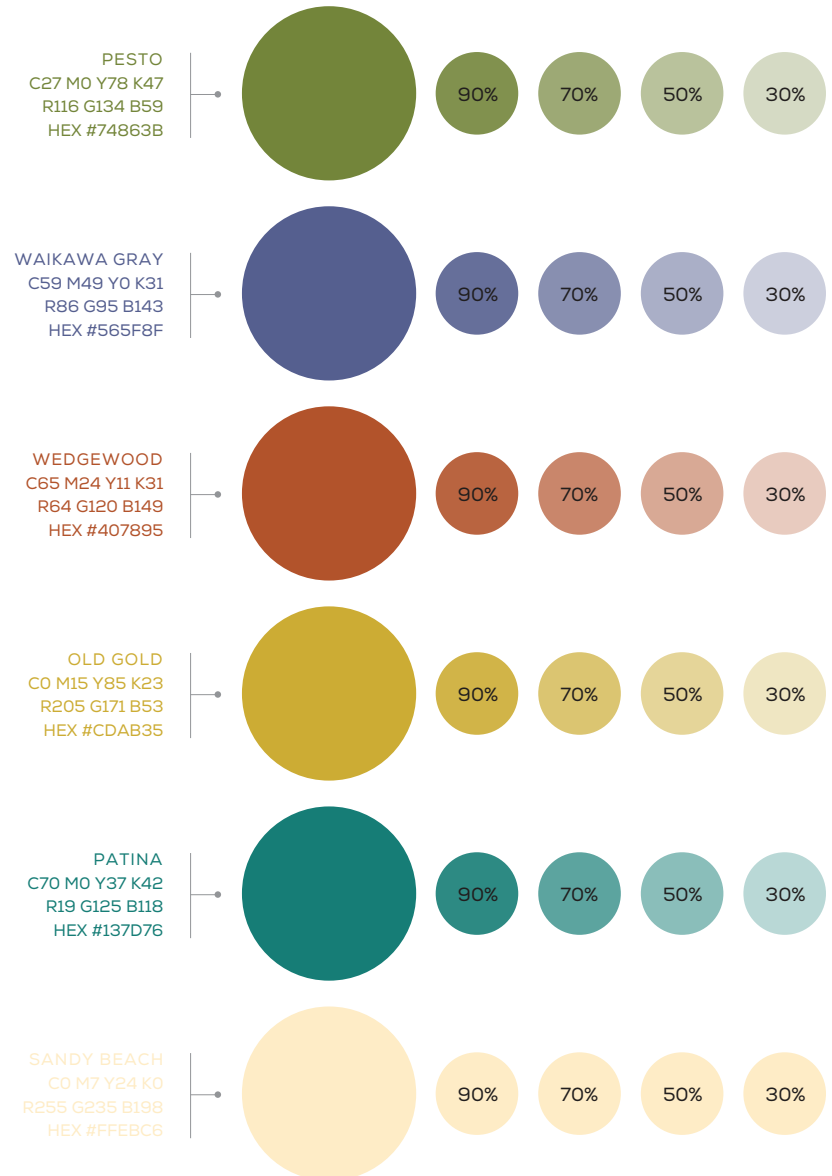
A palette of primary colors has been developed; which will give an extraordinary look of the **PETROGEN** to represent the brand identity to our relevant media. Choose the core colors as the primary color in your layout. We chose 6 basic colors representing the **PETROGEN** identity: (**Maroon** - **Cardinal** - **Cerise** - **Carnation** - **Dark Orange** - **Yellow Orange**).



3.2 Secondary Colors

More Colors with More Detailed Analysis

A palette of secondary colors has been developed; which will give an extraordinary look of the **PETROGEN** to represent the brand identity to our relevant media. The secondary colors are complementary to our official colors, but are not recognizable identifiers for **PETROGEN** logo. Secondary colors would be used in less than 10 percent of the palette in one piece.



04



Corporate Identity

4.1 Corporate Identity Details
4.2 Contact Us

SECTION 04

4.1 Corporate Identity Details

Corporate identity management literally means managing your corporate identity. It is making sure that the corporate identity is applied correctly, consistently to each application, taking into account the costs. We often see many applications are being created under supervision of or in different divisions. Without corporate identity management this easily results in the corporate identity being applied in different manners. Therefore a central corporate identity management is a necessity. It is the only way for your organisation to build and maintain a strong brand.

Our design components our logo, colors, typography and graphics have been carefully crafted to bring The PETROGEN brand to life. The schematic applications on the following pages from stationery to brochures, from advertising to way-finding demonstrate the effectiveness of these components in action.

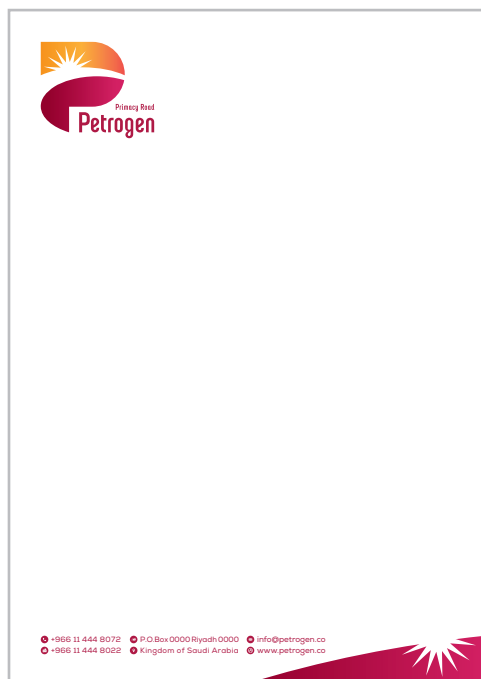


Corporate Identity

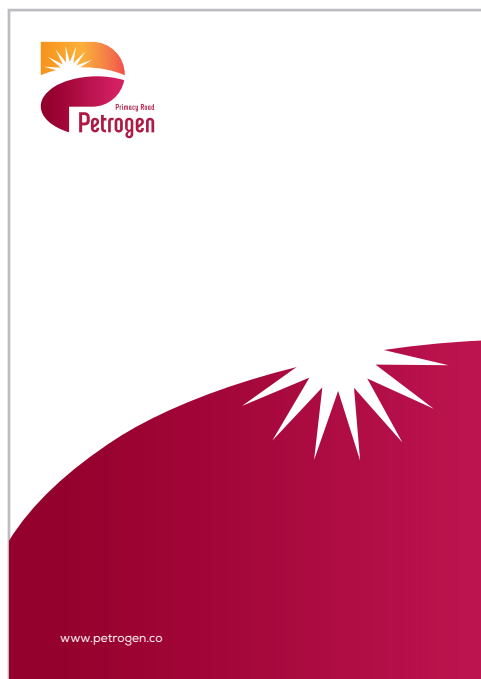
-Stationery

SECTION 04

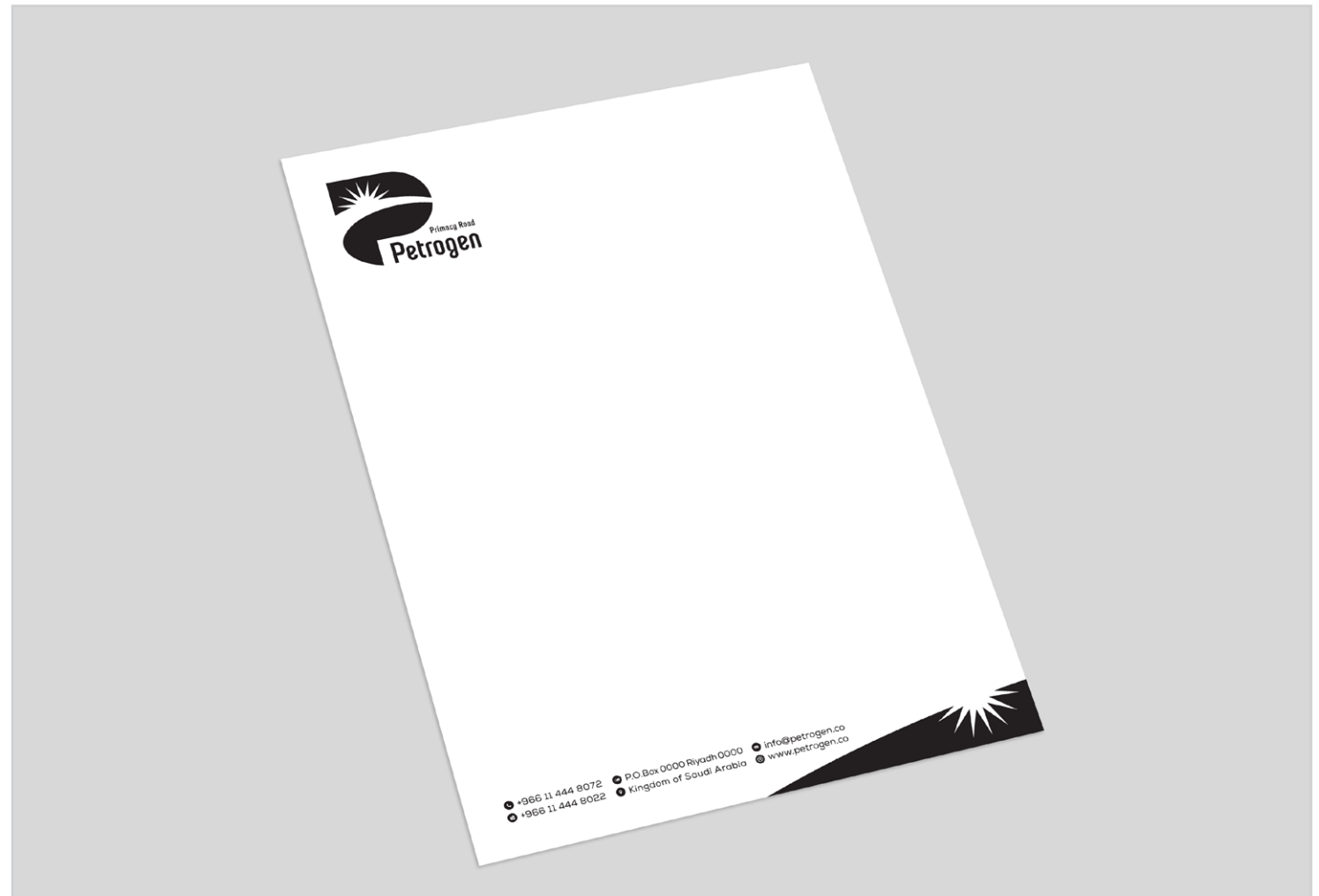
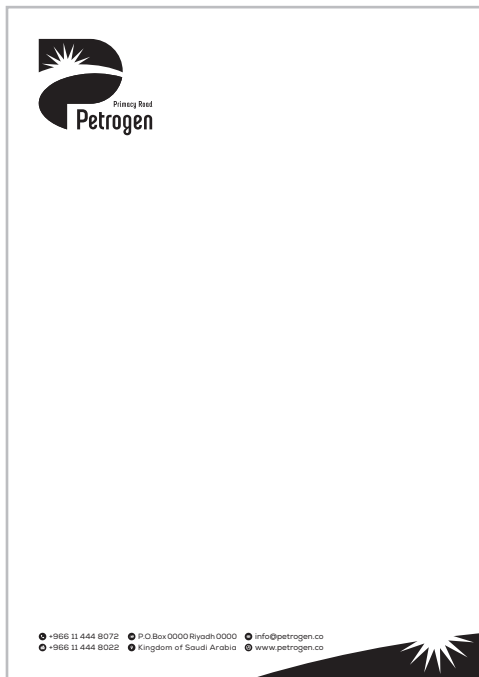
Stationery / Letterhead Front



Stationery / Letterhead Back



Stationery / Fax Sheet



Stationery / Business Card



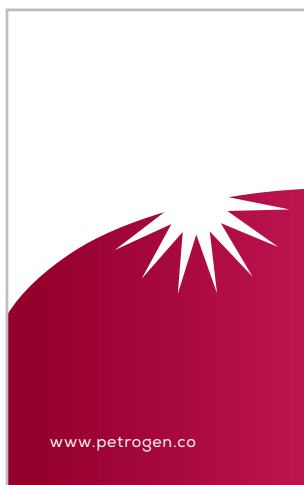
Stationery / Envelope DL



Stationery / Envelopes A5, A4



Stationery / ID Card



Stationery / Payment Voucher



سند صرف
Payment Voucher

Date: / / التاريخ: SR ريال H. هـ.

Pay to Mr./Messrs: لصرفوا إلى السيد/السادة:

Amount: مبلغ وقدره:

☐ Cash: نقداً

☐ Bank: شيك رقم: Check No. بتاريخ: / / البنك:

Being: وذلك مقابل:

* This voucher is not valid unless its stamped.

Management الإدارة Cashed by أمين الصندوق Received by المستلم

+966 11 444 8072 P.O.Box 0000 Riyadh 0000 info@petrogen.co
+966 11 444 8022 Kingdom of Saudi Arabia www.petrogen.co

Stationery / Receipt Voucher



سند قبض
Receipt Voucher

Date: / / التاريخ: SR ريال H. هـ

Received From Mr./Messrs.: إستلمنا من السيد/السادة:

Amount: مبلغ وقدره:

☐ Cash: ☐ نقداً

☐ Bank: البنك: Date: / / التاريخ: Check No. شيك رقم:

Being: وذلك مقابل:

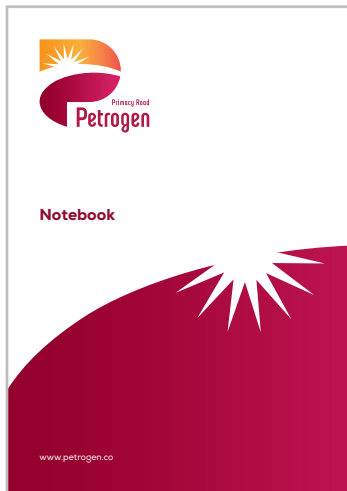
* This voucher is not valid unless its stamped.

Management الإدارة Cashier أمين الصندوق Received by المستلم

+966 11 444 8072 P.O.Box 0000 Riyadh 0000 info@petrogen.co
+966 11 444 8022 Kingdom of Saudi Arabia www.petrogen.co

[illegible]

Stationery / Notebook



Stationery / Postpaid Card



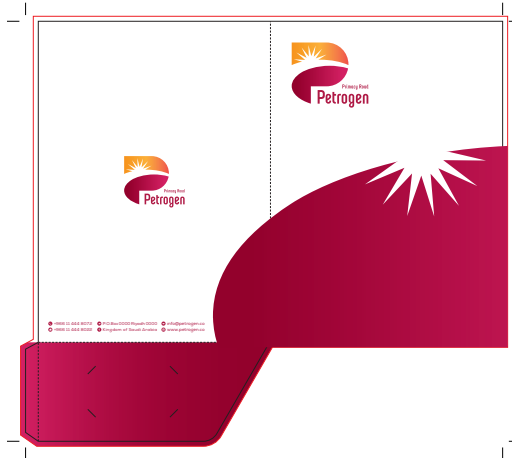
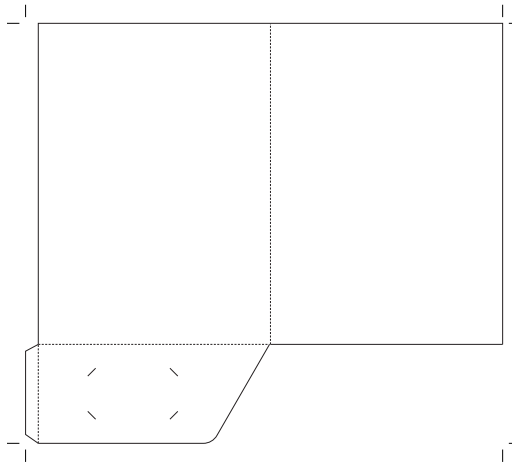


Corporate Identity

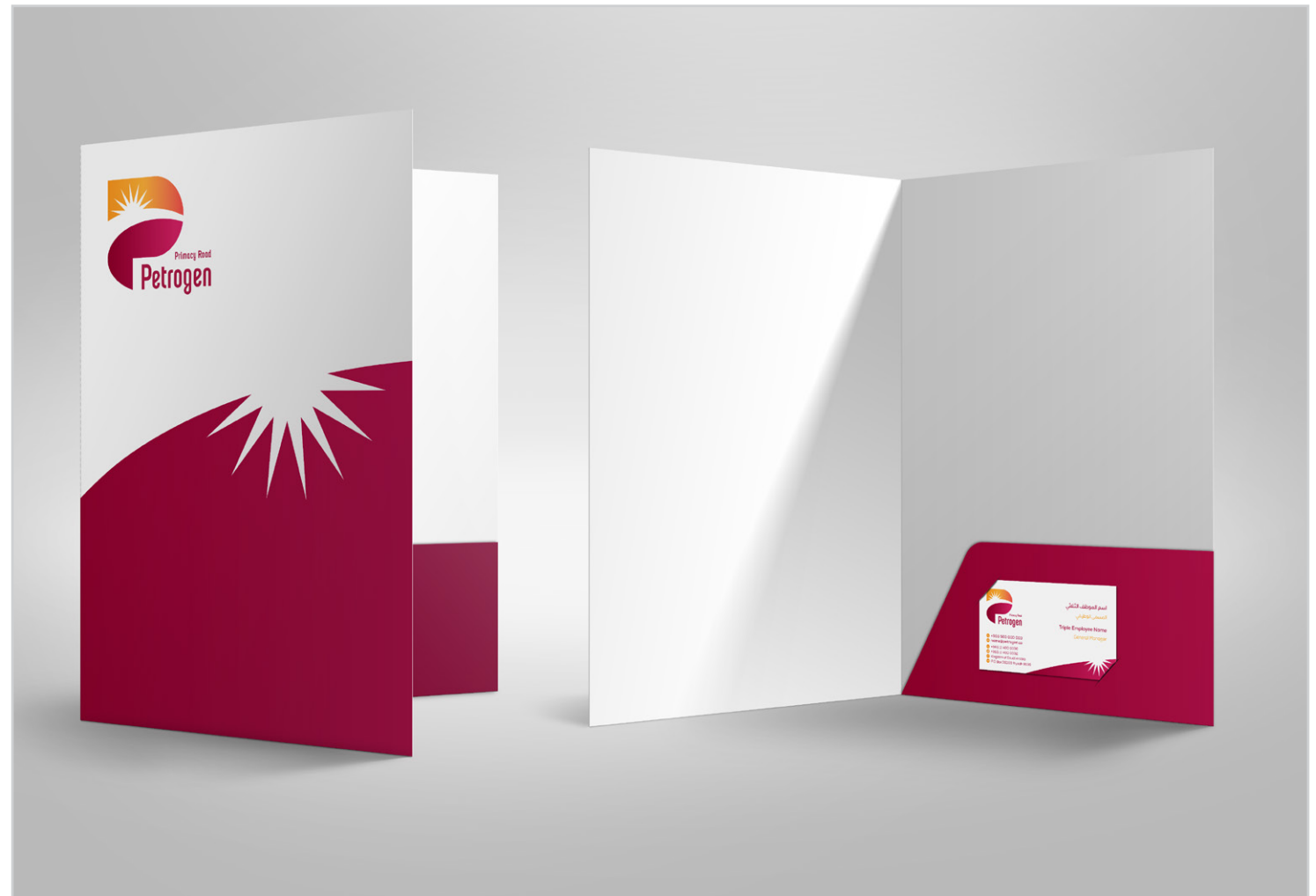
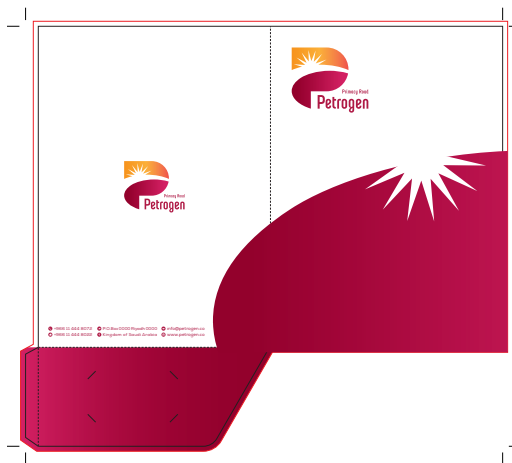
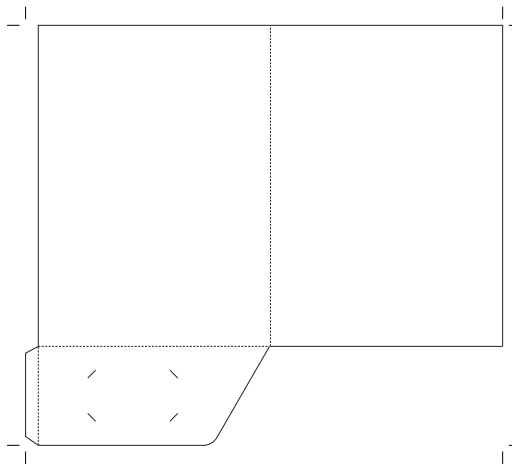
-Applications

SECTION 04

Applications / Folder Outside



Applications / Folder Inside



Applications / Stamp



Applications / CD and Jacket



Applications / Profile Cover



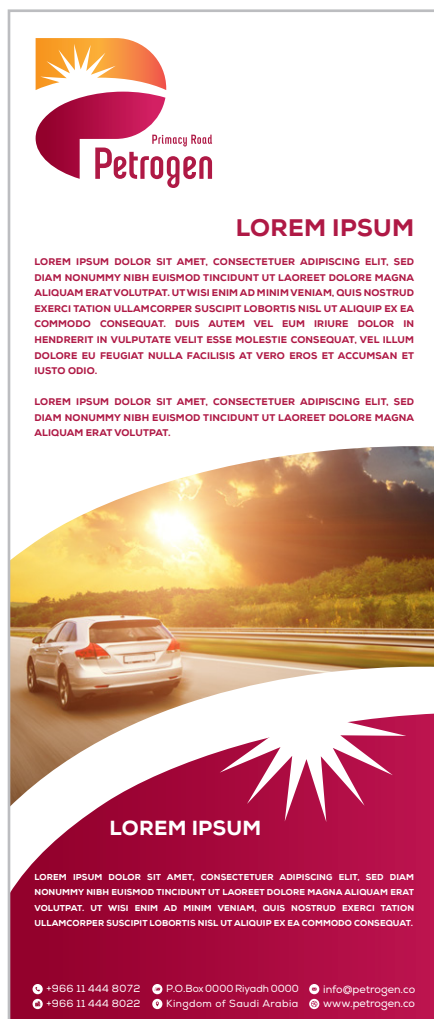
Applications / Profile Cover Back



Applications / Profile Inside



Applications / RollUp



Applications / Exhibition Popup



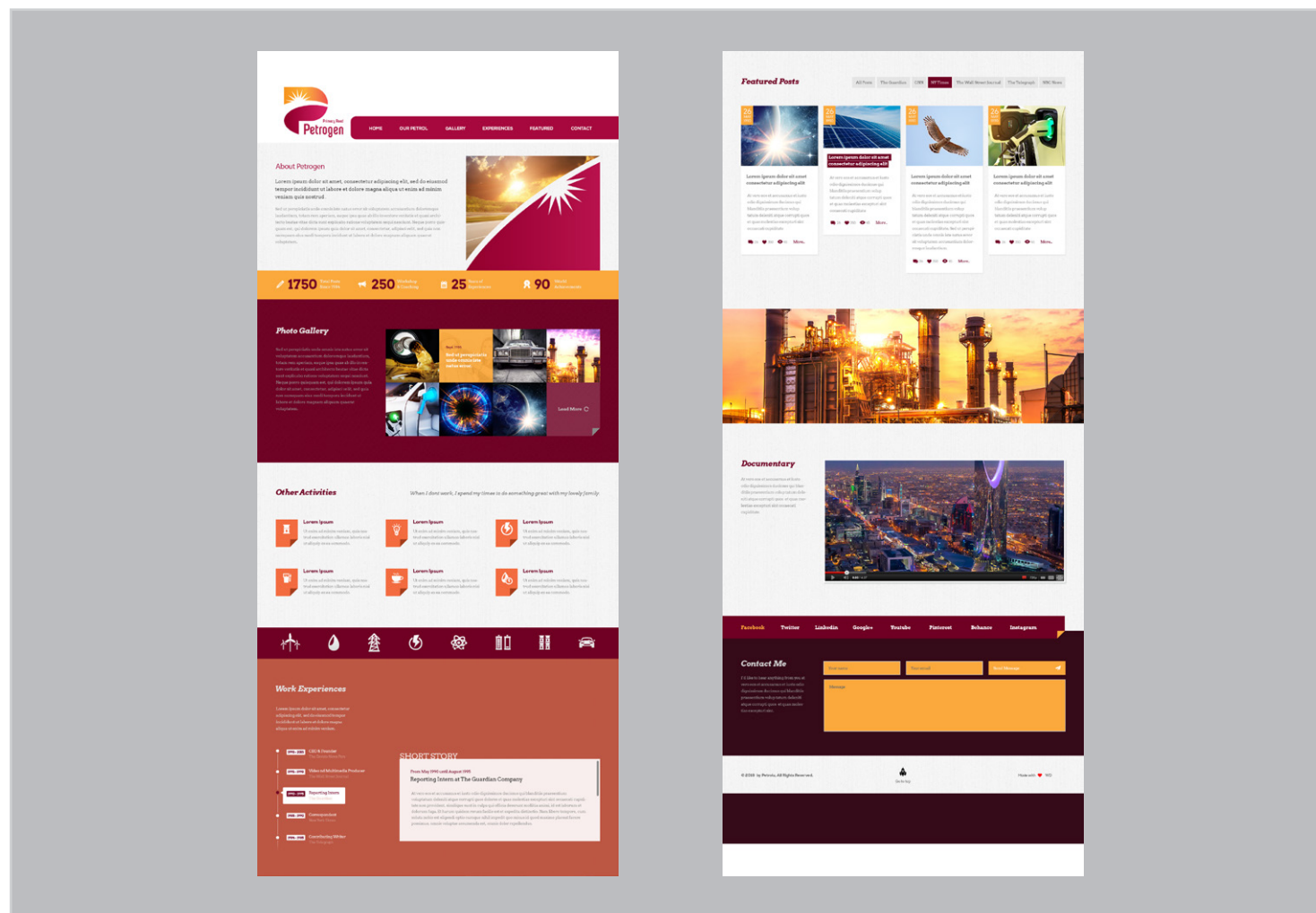


Corporate Identity

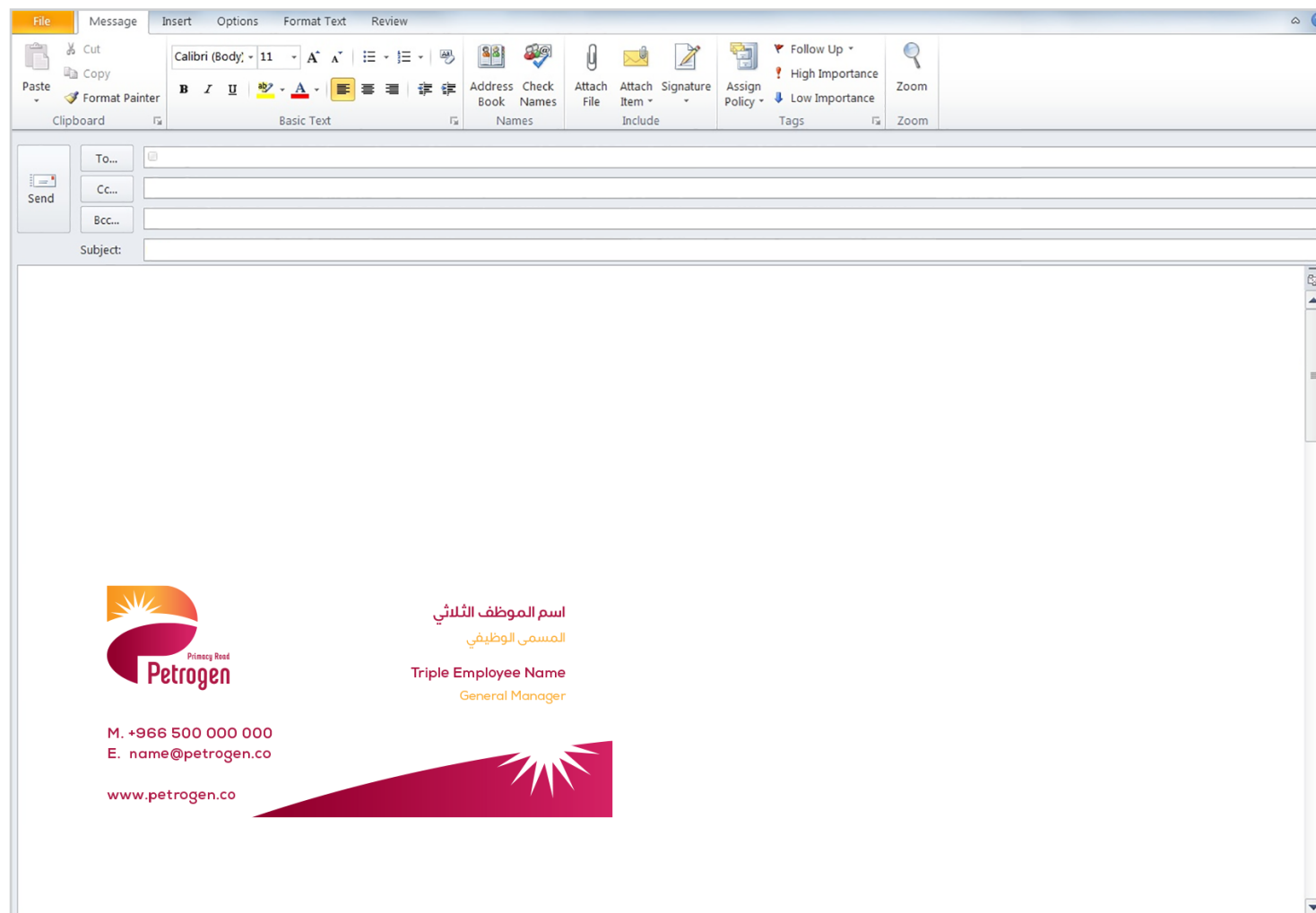
-Electronic Media

SECTION 04

Electronic Media / Website



Electronic Media / Email Signature



Electronic Media / Presentation Slides



Electronic Media / Social Posts





Corporate Identity

-Uniform

SECTION 04

Uniform / Set V.1



Uniform / Set V.2



Uniform / T-Shirt V.1



Uniform / T-Shirt V.2



Uniform / Cap





Corporate Identity

-Vehicles

SECTION 04

Vehicles / Oil Truck



Vehicles / Pickup



Vehicles / Van



Vehicles / Sedan





Corporate Identity

-Flags

SECTION 04

Flags / V.1



Flags / V.2



Flags / V.3





Corporate Identity

-Signage

SECTION 04

Signage / 3D Logo





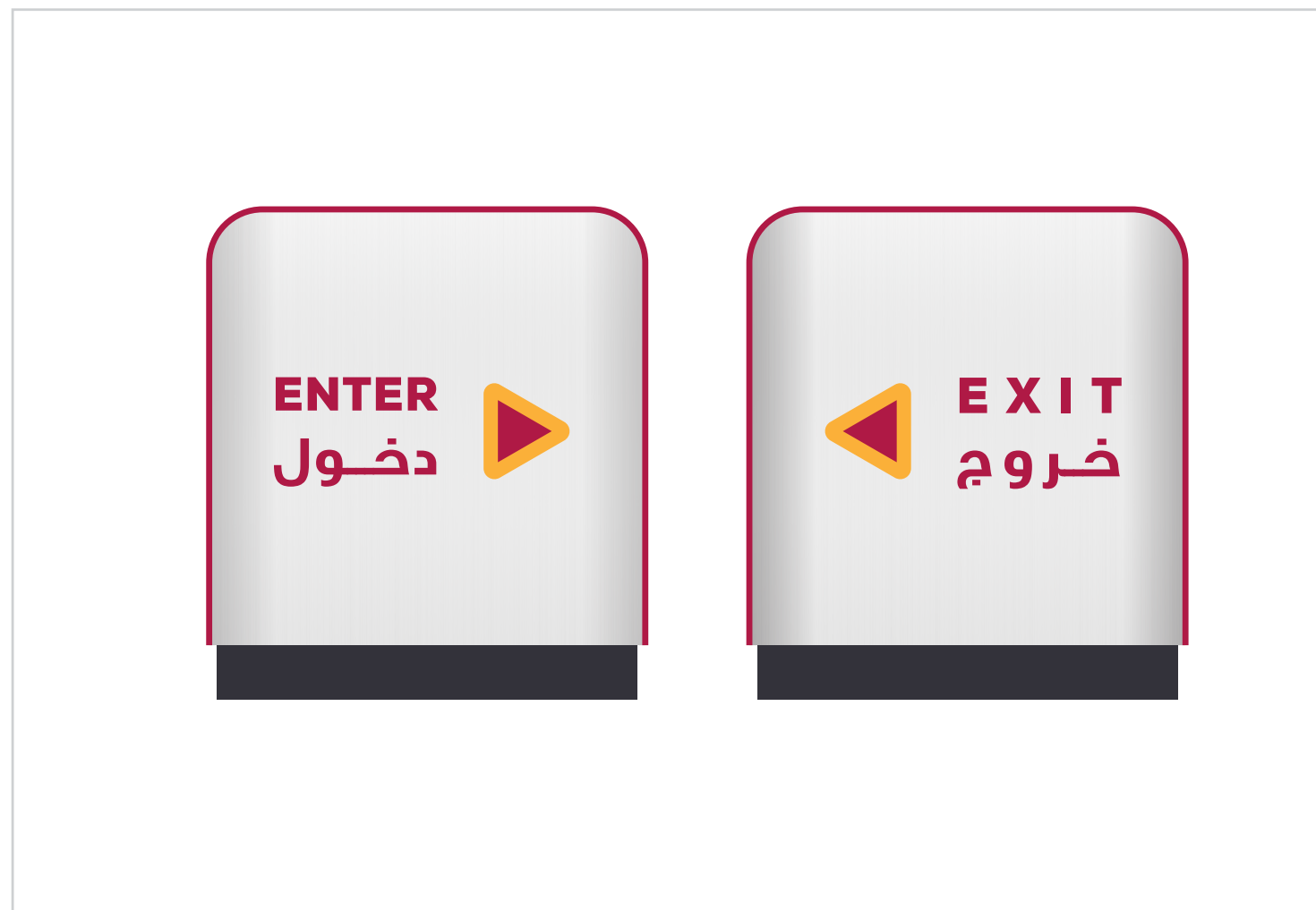
Signage / Carved Logo



Signage / Pylon V.1



Signage / Site Directional Sign



Signage / Site Directional Sign



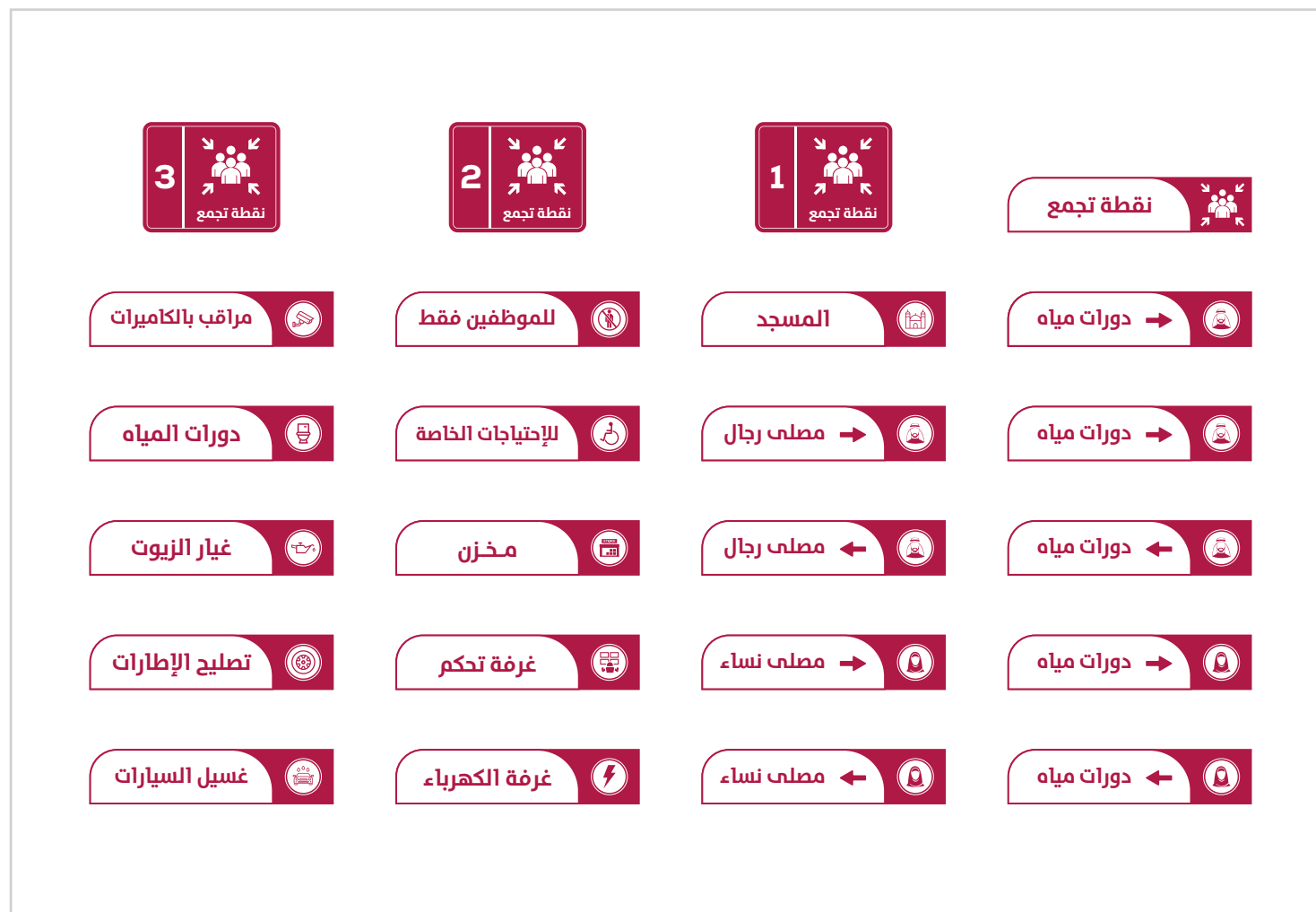
Signage / Store Sign



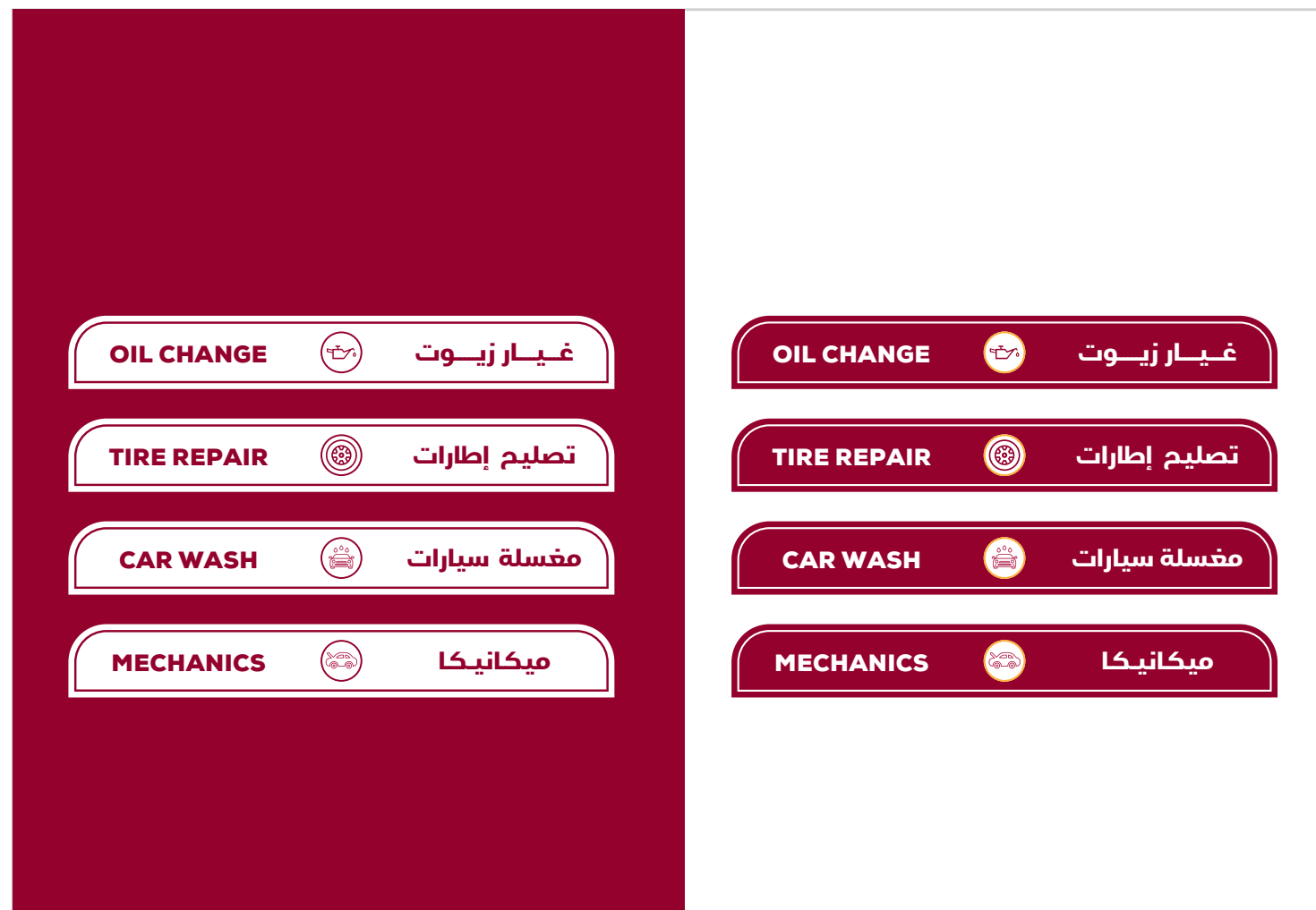
Signage / Freestanding Sign



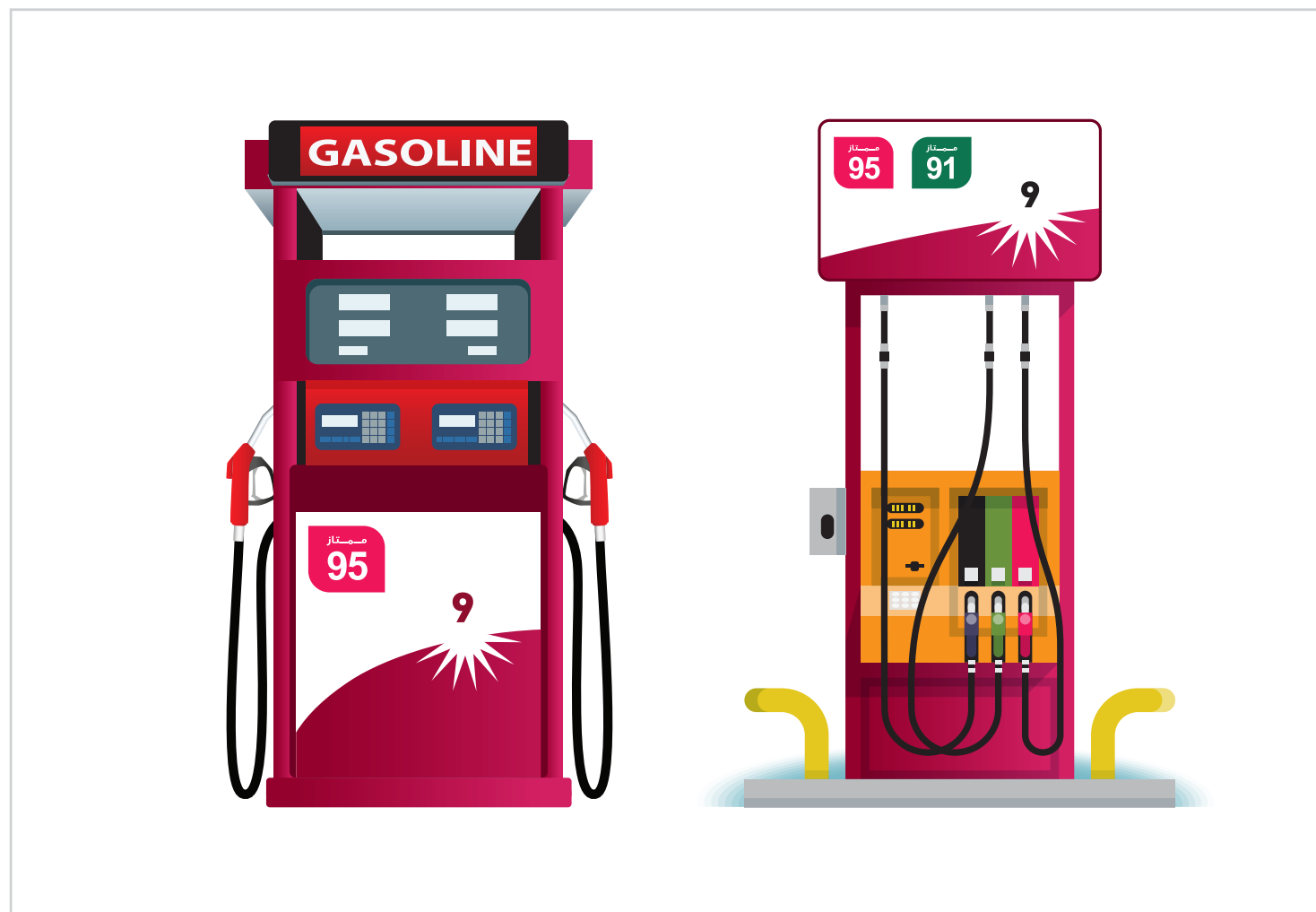
Signage / Identification Signs



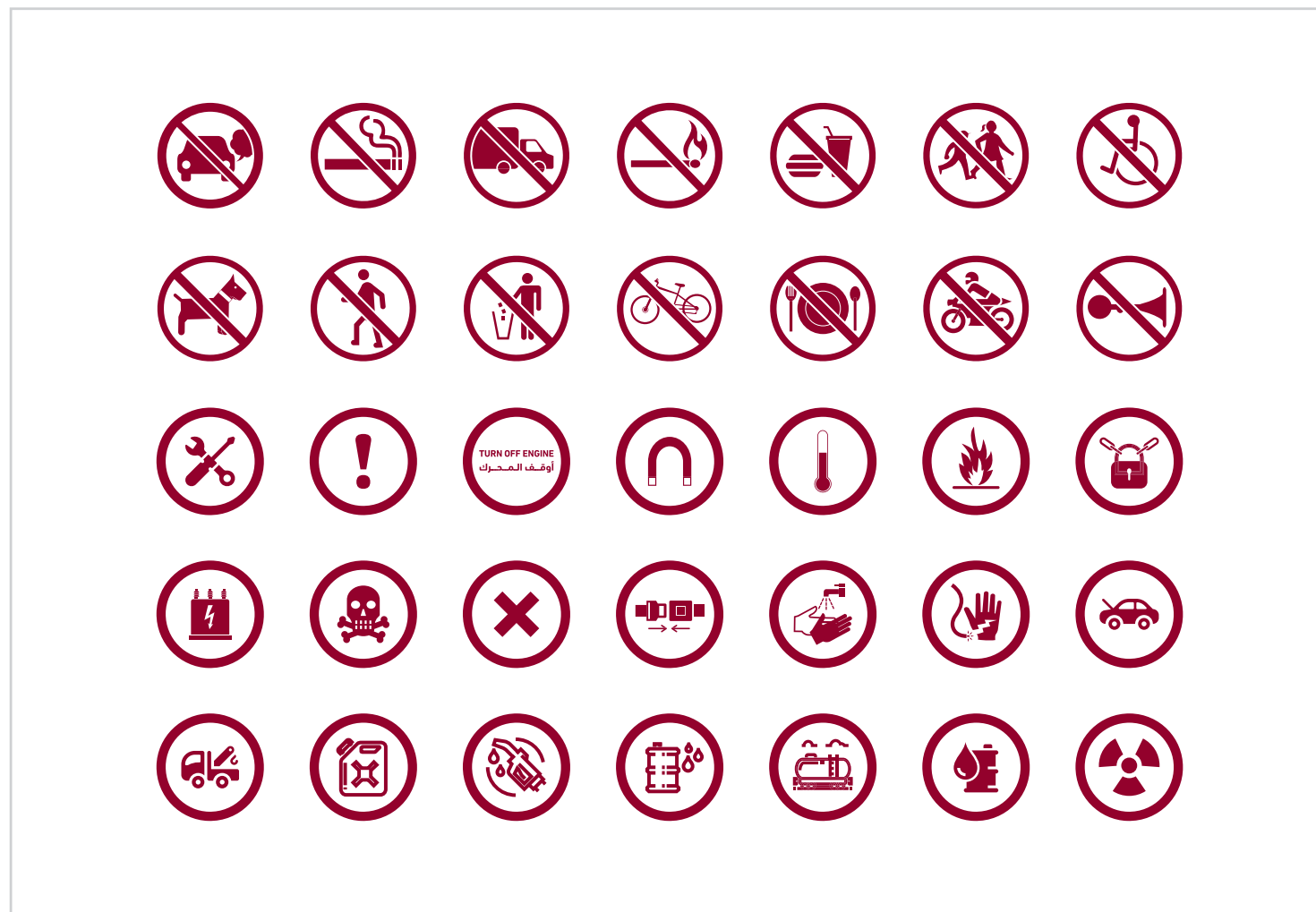
Signage / Store Signs



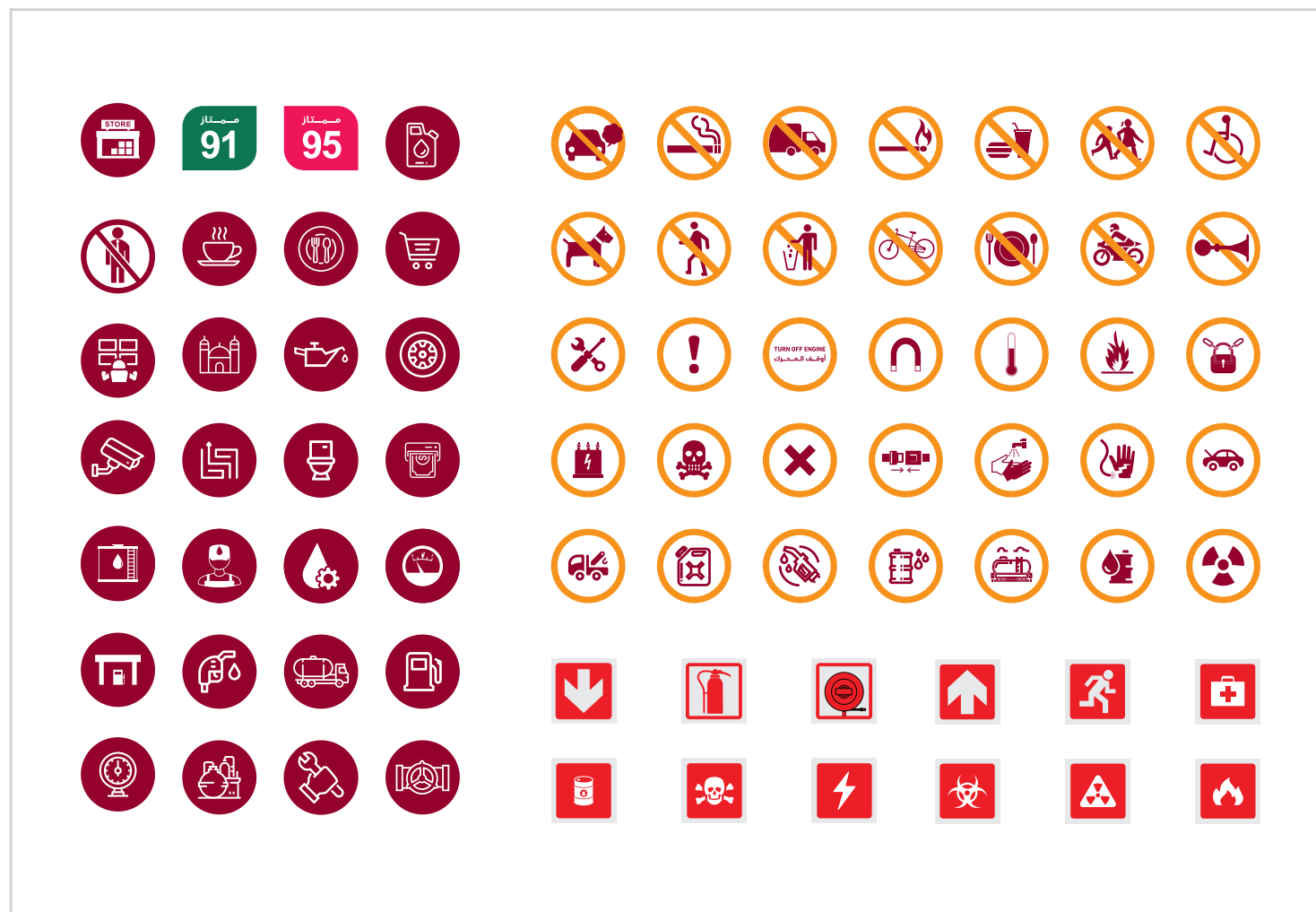
Signage / Pumps Theme



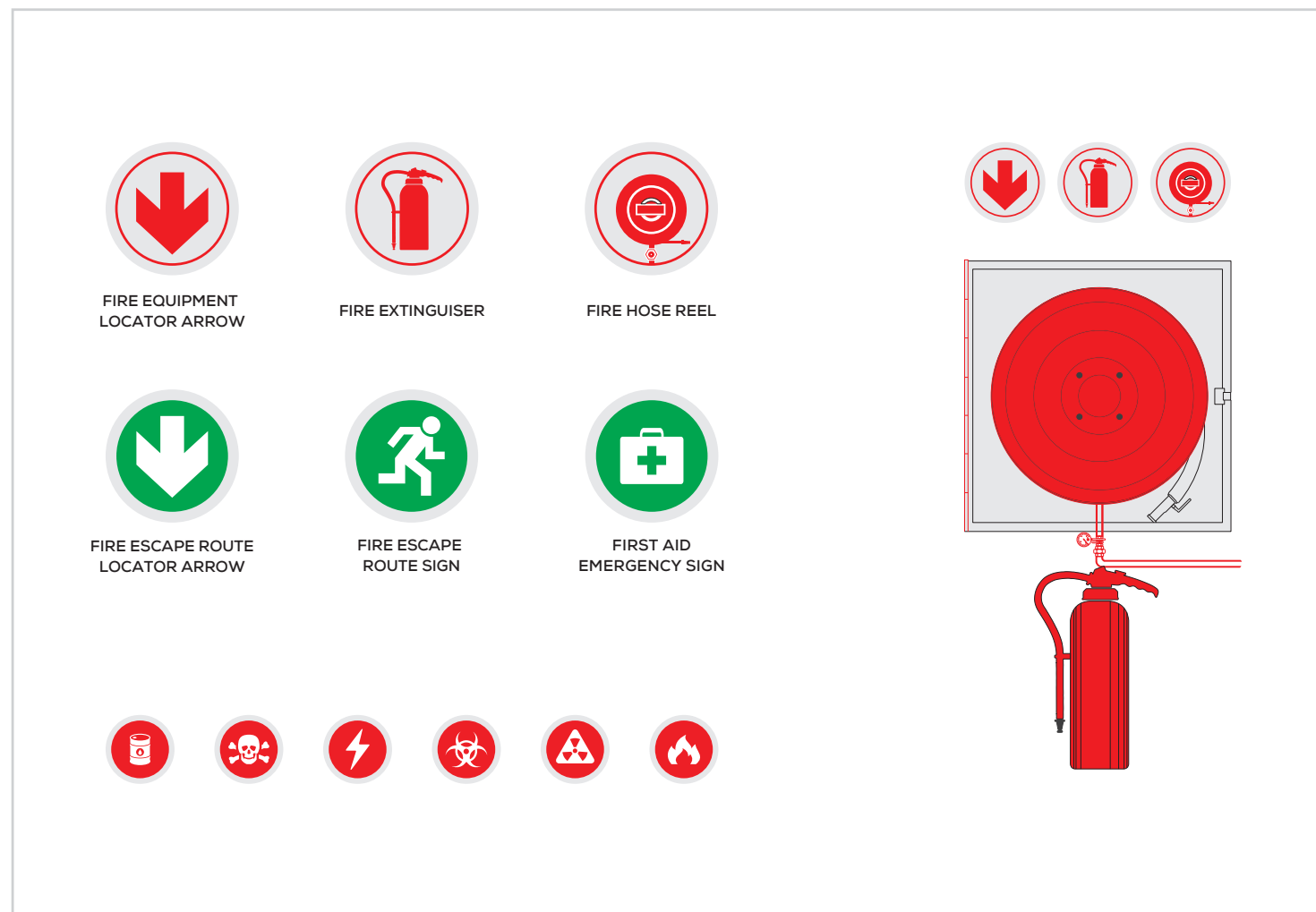
Signage / Informative Stickers (1)



Signage / Informative Stickers (2)



Signage / Safety Stickers



Signage / Road Sign V.1



Signage / Road Sign V.2



Signage / Road Sign V.3



Signage / Unipole Sign



Signage / Billboard



Signage / Danglers



Signage / Logo Poster



Signage / Signatures Sign



Signage / Hanging Poster



Signage / Office Sign





Corporate Identity

-Gift Items

SECTION 04

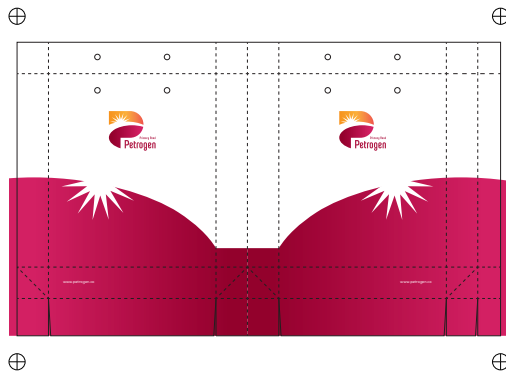
Gift Items / Mag



Gift Items / Flash Memory



Gift Items / Bag



Gift Items / Paper Air Freshener



4.2 Contact Us

Contact Information

We have tried our level best to focus our brands portfolio of world class designs and expert group; through our corporate extended brand guideline. Here you'll got to know brand tools has additional resources and guidance on the entire PETROGEN brand.

If you have any question, please feel free to contact with our special team.

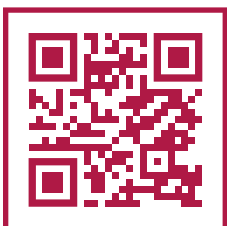


info@petrogen.co



www.petrogen.co

Thanks.





Innovation Ideas

WD Agency all designs & artwork in this guideline is one of WD magnificent work. Ideas, Concepts, designs, and innovations are the soul of WD's creative minds (2020).

www.wd-adv.com



www.petrogen.co