

دليل استخدام الهوية

Identity

GUIDELINE

PETROLAT
بترولات

المقدمة

INTRODUCTION

PETROLAT
بترولات

PETROLAT corporate identity follows visual standards and a defined graphic style, and is integral to the public perception of our company within Saudi Arabia and globally. Our corporate identity visually expresses our company’s characteristics. correct and consistent use of our corporate identity helps to create and maintain a positive, recognizable image of the company.

This document provides policy for the use of the corporate logos and are to help ensure the consistent use of our corporate identity. Whether you are an employee, contractor, supplier or business partner, it is your responsibility to review and apply these guidelines when using or contemplating the use of PETROLAT corporate identity.

Who can use PETROLAT name and logo ?

PETROLAT employees, approved suppliers, partners and affiliates may use the logo in accordance to this guideline, with the approval of PETROLAT management.

هوية بترولات تتبع المعايير البصرية وأسلوب الرسم المحدد، وهذه الهوية جزء لا يتجزأ من التصور العام داخل المملكة العربية السعودية وعالمياً. إن هويتنا تعبر بصريا عن خصائص الشركة. كما أن الاستخدام الصحيح والمنسق لهويتنا يساعد على خلق والحفاظ على صورة إيجابية معروفة للشركة.

وتنص هذه الوثيقة عن سياسة استخدام الشعار وهي تساعد على ضمان التنسيق في استخدام هويتنا. سواء كنت موظفا أو مقاول أو مورد أو شريك تجاري، ومن مسؤوليتكم مراجعة وتطبيق هذه المبادئ التوجيهية عند استخدام الهوية بترولات.

من يستطيع استخدام اسم وشعار بترولات ؟

الموظفين، الموردین المعتمدين والشركاء والشركات التابعة لها قد تستخدم الشعار وفقا لهذا القواعد التوجيهية، بموافقة من إدارة بترولات.

المقدمة

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المحتويات

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PETROLAT
بترولات

المحتويات CONTENT

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المعايير

STANDARDS

PETROLAT
بترولات

PETROLAT logo is made up from a simple and clear font.

The proper colours used are black and bright yellow, Together these elements form the logo mark and identity.

Formats PETROLAT logo exists only in the formats shown at right. While backgrounds may vary depending on contrast, the logo colours themselves must always remain as specified in these guidelines.

إن شعار بترولات مكون من خط بسيط وواضح.

الألوان المناسبة المستخدمة هي الأسود والأصفر المشرق، معا هذه العناصر تشكل علامة الشعار والهوية.

صيغ شعار بترولات موجودة فقط كما هو موضح هنا. بينما الخلفيات قد تختلف تبعا لتباين الألوان.



Positive full-colour format – This is the preferred full-colour version of the logo. it can be used on white or dark backgrounds, or on backgrounds that provide enough contrast to see the logo clearly and distinctly.



Positive black format – Used on a white or light-coloured background or when printing options are limited to only black.



White Format – Used on a colour background, black background or full-colour image. Use the white logo when printing is limited to one colour or when more contrast is needed between the logo and background.



Reverse Format – logo in enhance bright yellow used on black background, or logo in black on yellow background, or when more contrast is needed between the logo and background.



اصدارات الشعار
LOGO VERSION

المساحة الخالية حول الشعار LOGO CLEAR SPACE

Clear Space for the greatest visual impact, always position the logo within a clear area, free from other text or graphics. This will ensure legibility and will avoid other graphics being incorrectly associated with it. ideally, there should be as much clear space around the logo as possible as illustrated at right.

Use the same guide when deciding the distance from the edge of the logo to the edge of the page. Some exceptions may apply for merchandising and for illustration purposes in this guideline.

ضع دائما الشعار داخل منطقة واضحة وخالية من النص أو الرسومات الأخرى. وهذا يضمن وضوح الشعار وتجنب أي عناصر قد تشوش الشعار. من الناحية المثالية، ينبغي أن يكون هناك مساحة واضحة كما هو موضح على اليمين.

استخدام نفس الدليل عند تحديد المسافة على حواف الشعار في الصفحة. قد تطبق بعض الاستثناءات للتسويق والرسوم ستجدها في هذا الدليل.



Minimum size To ensure optimal reproduction of the logo, make every effort not to scale it to a size smaller than 26 mm (or one inch) wide for print and 126 pixels for web. This does not include the clear space around it. Some exceptions may apply for merchandising.



إن الحد الأدنى لحجم الشعار يضمن الشكل الأمثل للشعار، يجب عدم وع الشعار بحجم أصغر من ٢٦ ملم (أو بوصة واحدة) للطباعة و ١٢٦ بكسل للاستخدام على شبكة الإنترنت. هذا لا يشمل المساحة واضحة حوله. قد تطبق بعض الاستثناءات للتسويق.



الحجم الأصغر المسموح للشعار
MINIMUM SIZE

The examples at right show how PETROLAT logo should NOT be used. Never rearrange, redraw, distort or alter the position, size, alignment or colour of any elements of any version of PETROLAT logo.

Logo artwork Never try to recreate the logo on your own, always use approved digital artwork supplied by PETROLAT office.

it is acceptable to superimpose the company logo onto a photograph, providing the logo is placed in an uncluttered area of the photograph and there is adequate contrast between the background and the logo. The example shown at right illustrates the logo placed on a photo background with insufficient contrast.

الأمثلة على اليمين تبين كيف يجب أن لا تستخدم شعار بترولات. لا تقم بإعادة ترتيب، أو رسم، أو تشويه أو تغيير موقع وحجم ومحاذاة أو لون أو أي عنصر كم عناصر شعار بترولات.



Do not enclose the logo in a box unless the box is outside the required clear space.



Do not do not screen or colour tint the logo.



Do not distort, stretch, skew or rotate the logo.



Do not alter the font of the logo.



Do not change pre-determined colour versions of the logo.



Do not alter the spacing between the characters of the logo.



Do not alter, remove or scale any element of the logo.



Do not place the logo on a background colour or image that is either too busy or does not provide enough contrast to distinctly see the logo.

الحالات الممنوع استخدامها للشعار MISUSE

الخطوط

TYPOGRAPHY

PETROLAT
بترولات

The consistent use of typography for body copy or text gives all PETROLAT printed and electronic materials a common and recognizable appearance. No other typefaces may be used on PETROLAT materials.

English Official Typeface for PETROLAT is DAX medium and dax light. it may all be used in upper and lower case.

Arabic Official Typeface for PETROLAT is GE SS Two Light, medium and bold.

These fonts have a modern appearance in its letterforms, with a universal quality that makes it appropriate for many applications. they can deliver practically any message clearly and efficiently in almost any size.

Dax light :

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
1 2 3 4 5 6 7 8 9 0 # % ? @

Dax 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
1 2 3 4 5 6 7 8 9 0 # % ? @

Dax Bold :

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
1 2 3 4 5 6 7 8 9 0 # % ? @

الخط الإنجليزي
ENGLISH TYPEFACE

إن استخدام الخطوط المعتمدة يعطي جميع مواد بطرولات المطبوعة والإلكترونية مظهر موحد يمكن التعرف عليه.

الخط المعتمد باللغة الإنجليزية هو DAX LIGHT و DAX MEDIUM و DAX BOLD مع إمكانية استخدام الحروف الصغيرة والكبيرة.

الخط المعتمد باللغة العربية هو GE SS UNIQUE LIGHT AND BOLD.

هذه الخطوط لها مظهر عصري وعالمي، مع الجودة التي تجعلها مناسبة لكثير من التطبيقات.

GE SS Unique Light :

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن هـ
و ي آ ئ ء ؤ لا لآ لا ة لأ
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠ # * ?

GE SS Unique Bold :

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن هـ
و ي آ ئ ء ؤ لا لآ لا ة لأ
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠ # * ?

الخط العربي
ARABIC TYPEFACE

الألوان

COLORS

PETROLAT
بترولات

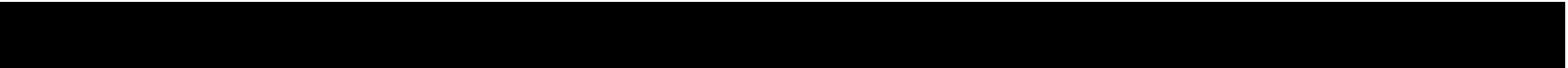
Colors can be an important part of any publication or presentation. it reinforces a company’s image and becomes an identifiable part of a company identity and brand. colour also sets a visual tone and used incorrectly may destroy the integrity of a message.

A colour palette has been developed and should be used in all collateral. To maintain consistency, the colour palette should not be deviated from.

The colours may be screened to a lighter shade, for instance when text is placed over them, however, the logos must never be screened. always use the solid version, or the black and white or reversed out version.

يمكن للألوان أن تكون جزءا هاما من في النشر أو العرض. إنها تعزز صورة بترولات وتصبح جزءا من التعريف بالهوية والعلامة التجارية. كما يحدد اللون الصورة البصرية.

ينبغي أن تستخدم الألوان المحددة للحفاظ على التنسيق، ولا ينبغي أن يستخدم غيرها.



dark black

PANTONE	BLACK C
CMYK	0 C, 0 M, 0 Y, 100 K
RGB	35 R, 31 G, 32 B
RGB	HEX 231F20



bright yellow

PANTONE	YELLOW C
CMYK	0 C, 0 M, 100 Y, 0 K
RGB	255 R, 242 G, 0 B
RGB	HEX FFF200

الألوان الأساسية
PRIMARY COLORS



الألوان الثانوية
SECONDARY COLORS

The secondary color palette is made up of colors that have been chosen to complement the primary colors.

The secondary colour palette should never dominate over the primary colour palette.

They are used for design elements and headings or subheadings on company applications such as publications, maps, media handouts, and PowerPoint presentations. Solid colours or any screen values may be used.

إن لوحة الألوان الثانوية تتكون من الألوان التي تم اختيارها لتكمل الألوان الأساسية.

يجب أن لا تهيمن لوحة الألوان الثانوية على لوحة الألوان الأساسية.

يتم استخدامها لعناصر التصميم والعناوين أو العناوين الفرعية على تطبيقات بترولات مثل المنشورات والخرائط والنشرات الإعلامية، والعروض التقديمية.



Bright yellow gold

Pantone 123
CMYK 0 C, 24 M, 94 Y, 0 K
RGB 255 R, 197 G, 38 B



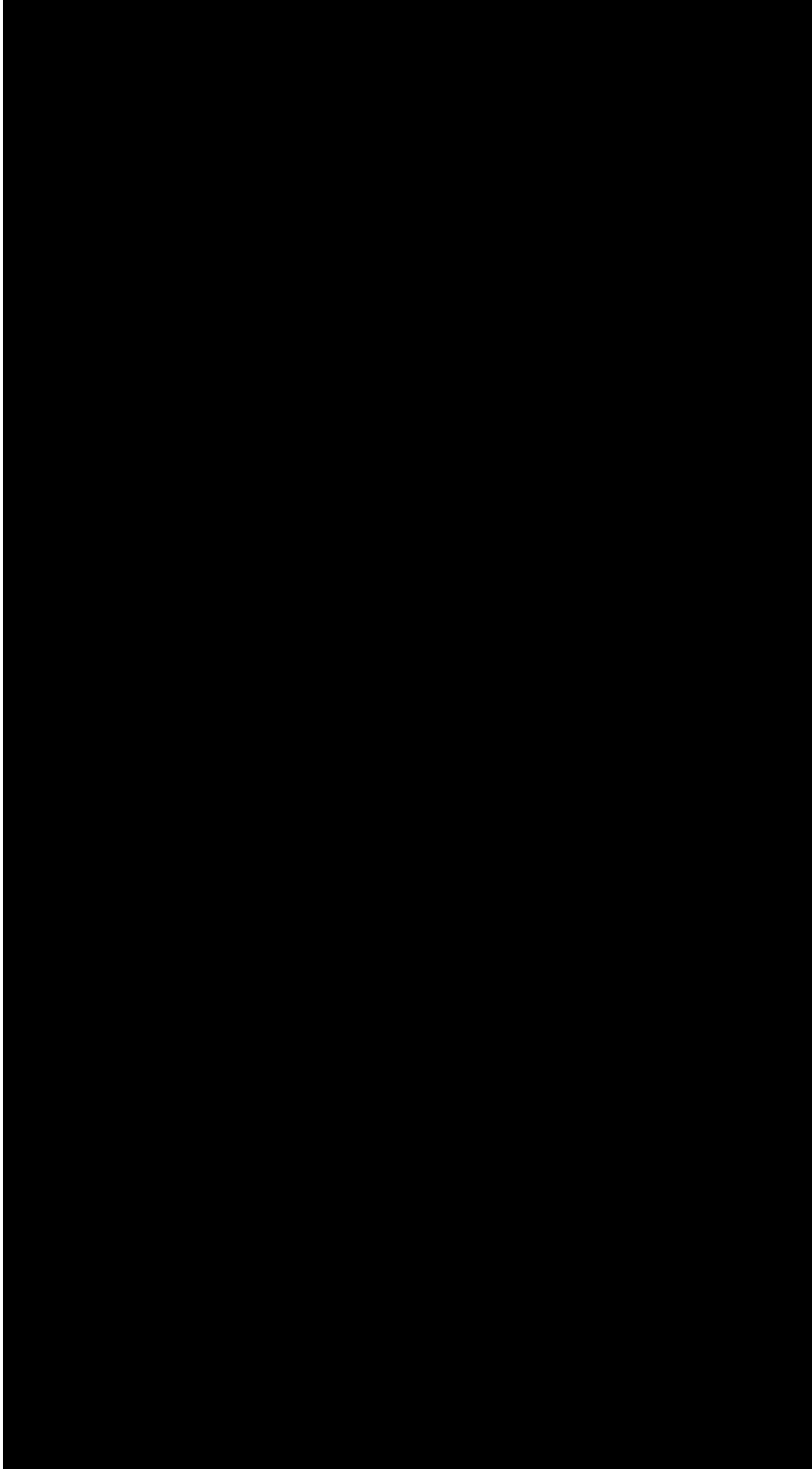
Red

Pantone 1797
CMYK 0 C, 100 M, 99 Y, 4 K
RGB 227 R, 28 G, 35 B



Warm grey beige

Pantone Warm Gray 10
CMYK 0 C, 14 M, 28 Y, 55 K
RGB 138 R, 121 G, 103 B



التظليل
SHADES



القوالب والأنماط

CORPORATE PATTERN

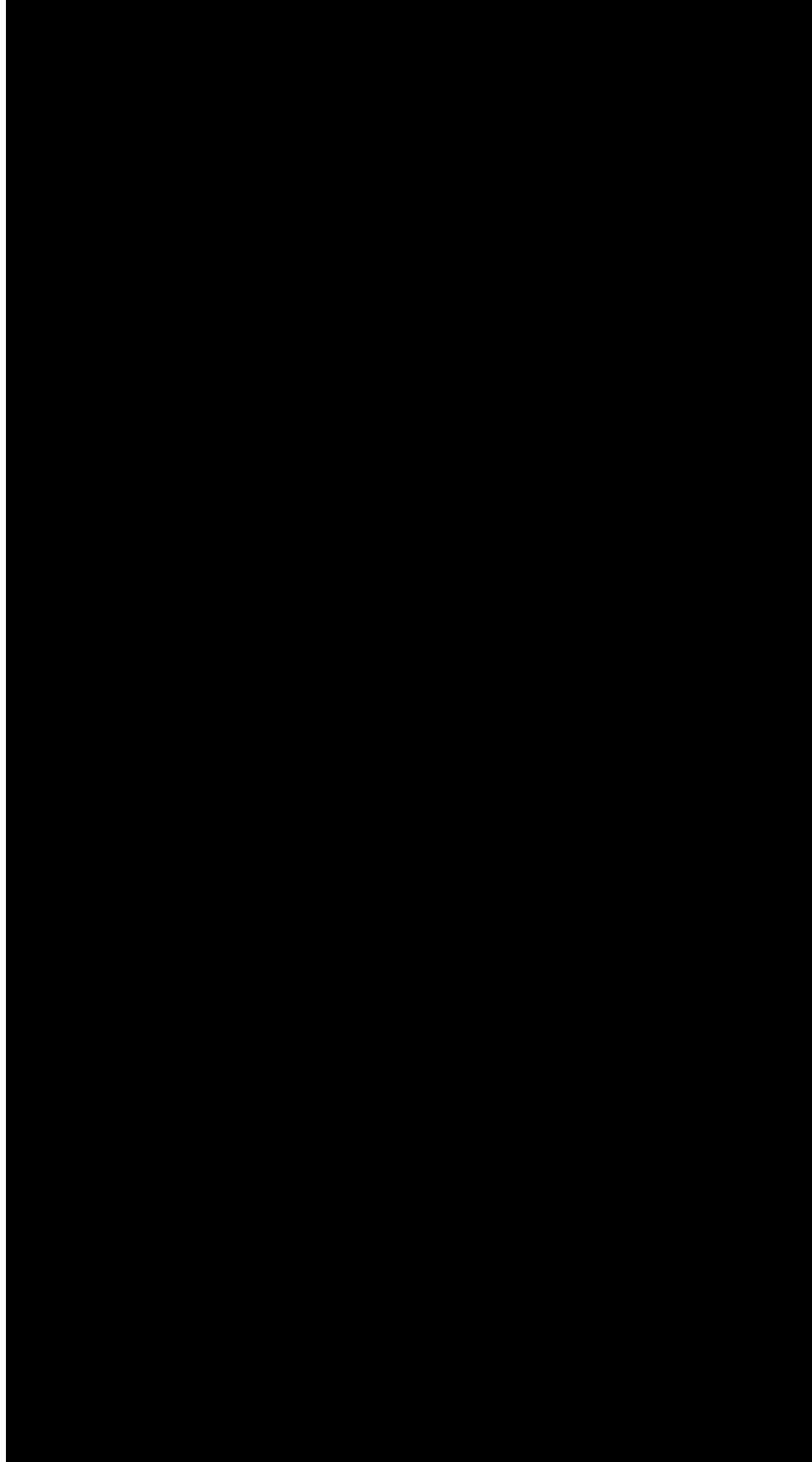
PETROLAT
بترولات

And as our petrol stations are a compound of many important places, such as markets, car washing center, maintenance workshop, etc...

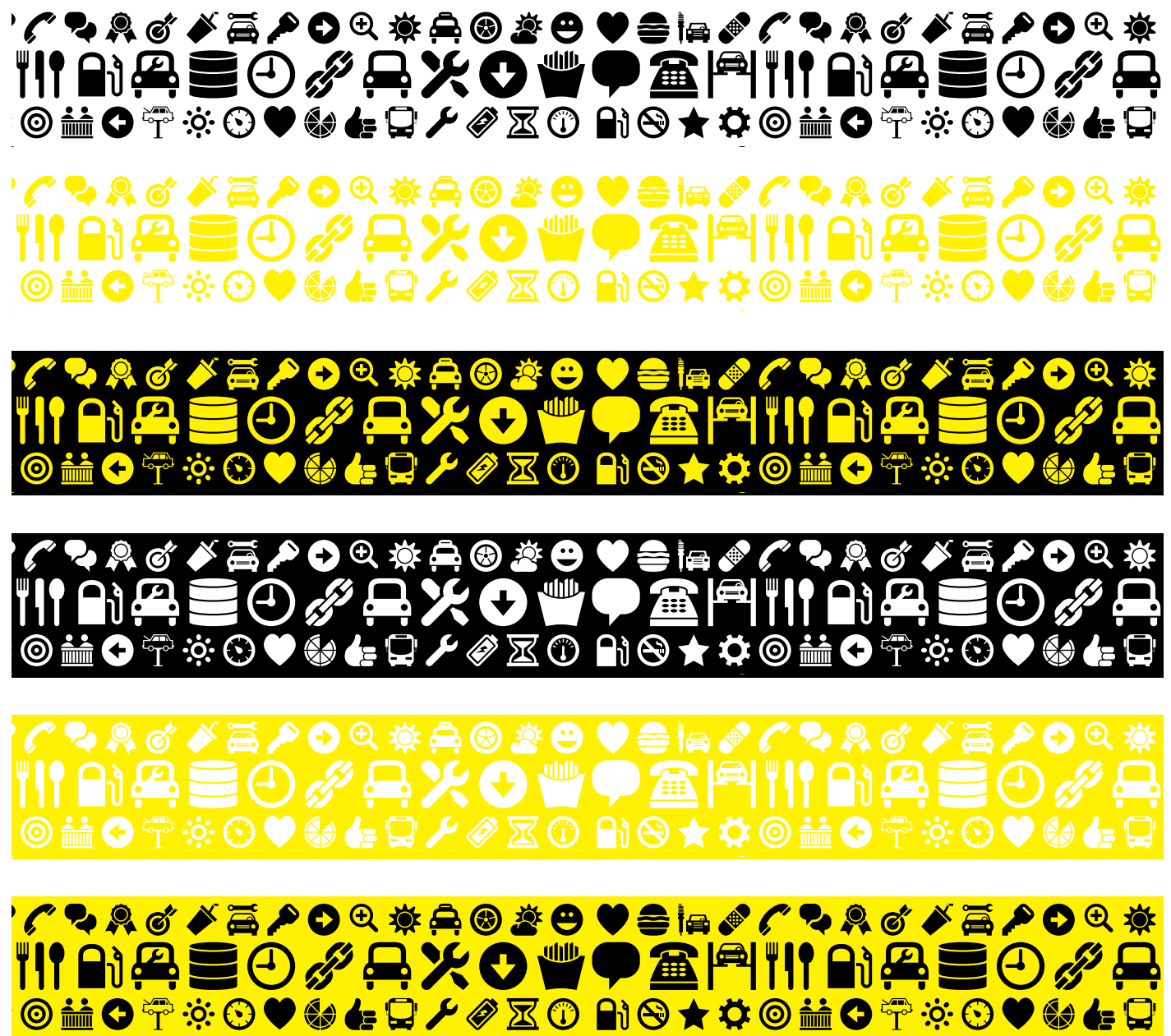
وحيث أت محطاتنا هي عبارة عن مجمع للعديد من الأماكن الهامة، مثل الأسواق، ومراكز غسيل السيارات، ورش صيانة، الخ ...

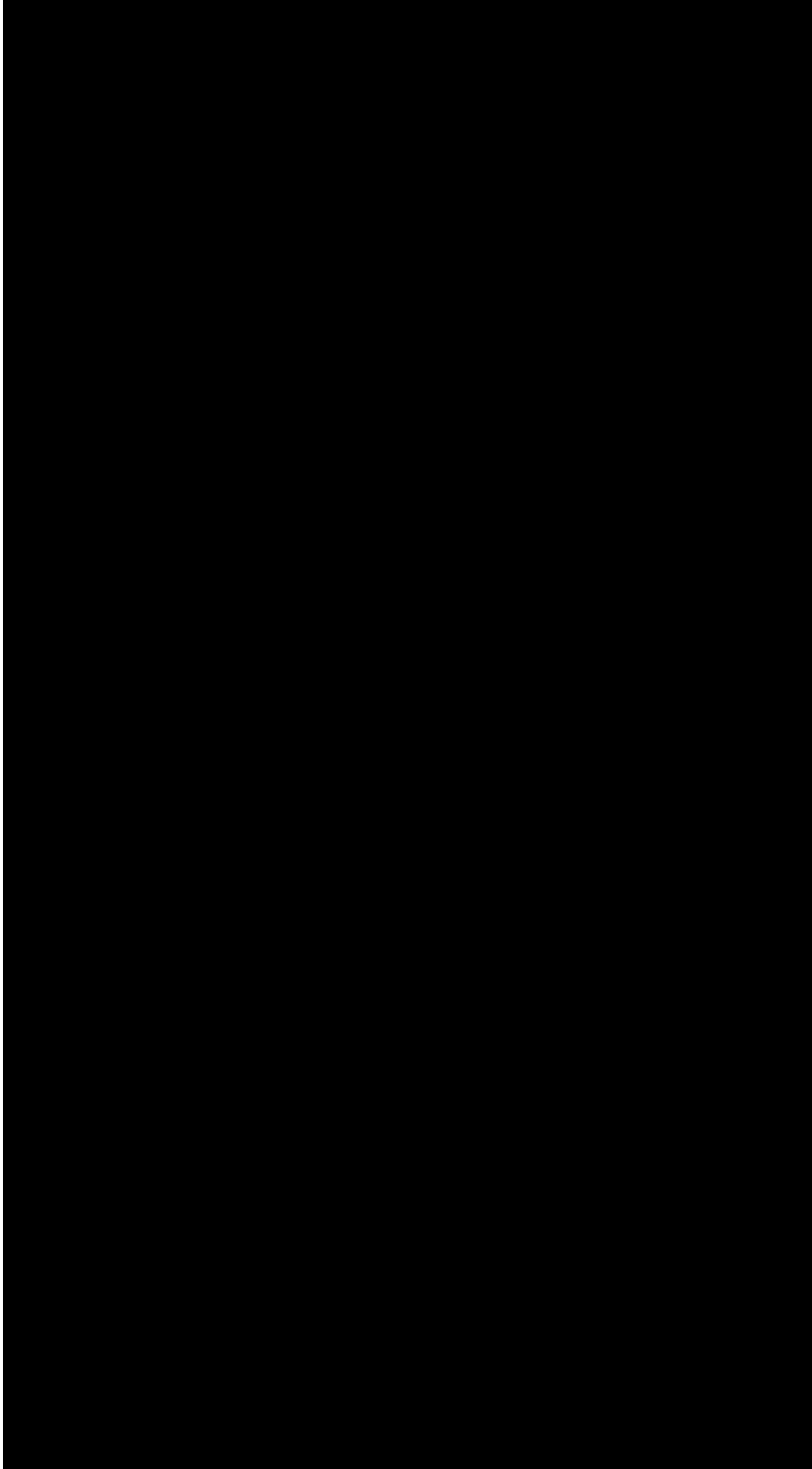
يمكنك أن تجد أي شيء تحتاجه في محطاتنا .

19

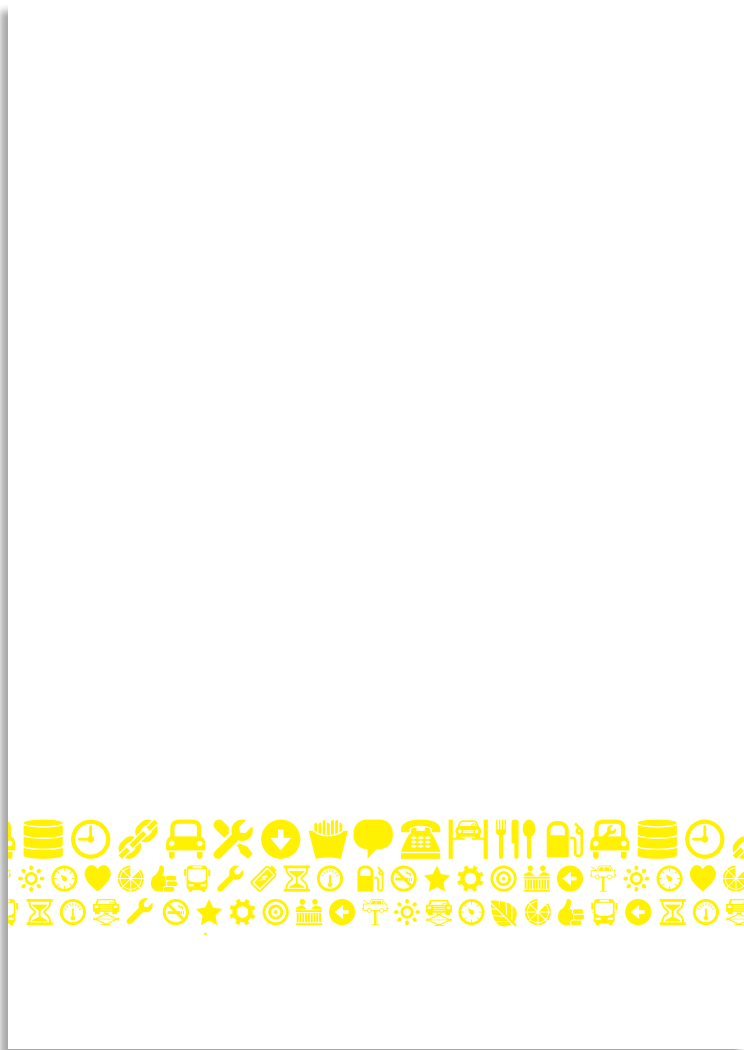
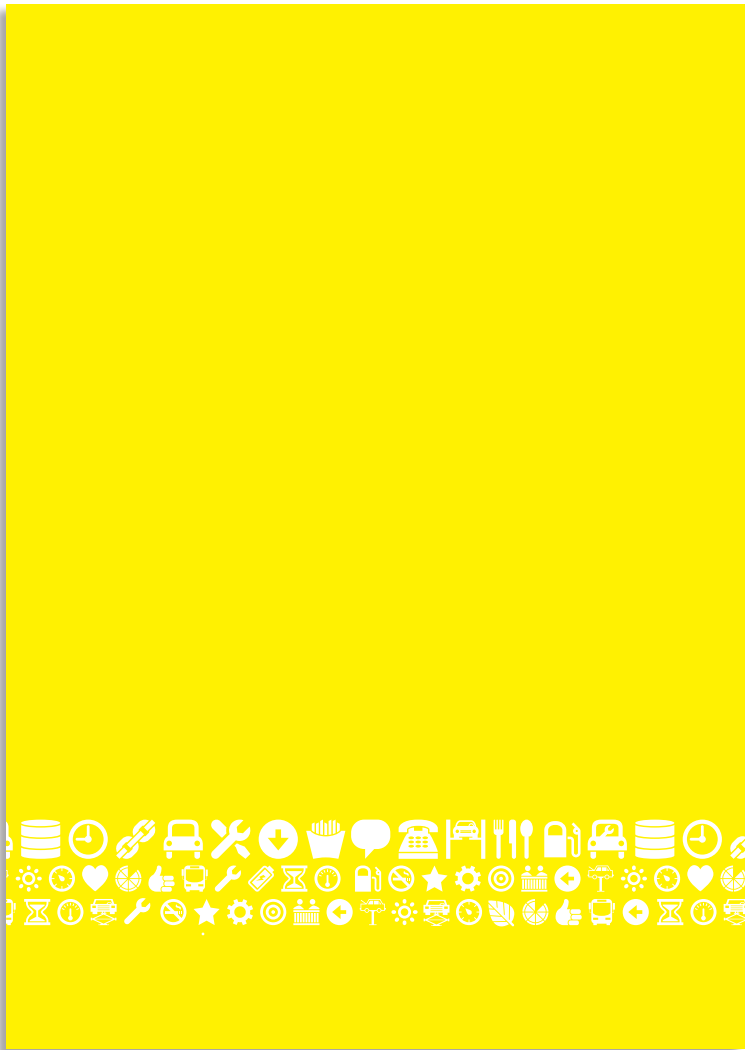


ألوان القوالب
PATTERN COLORS





Stipes

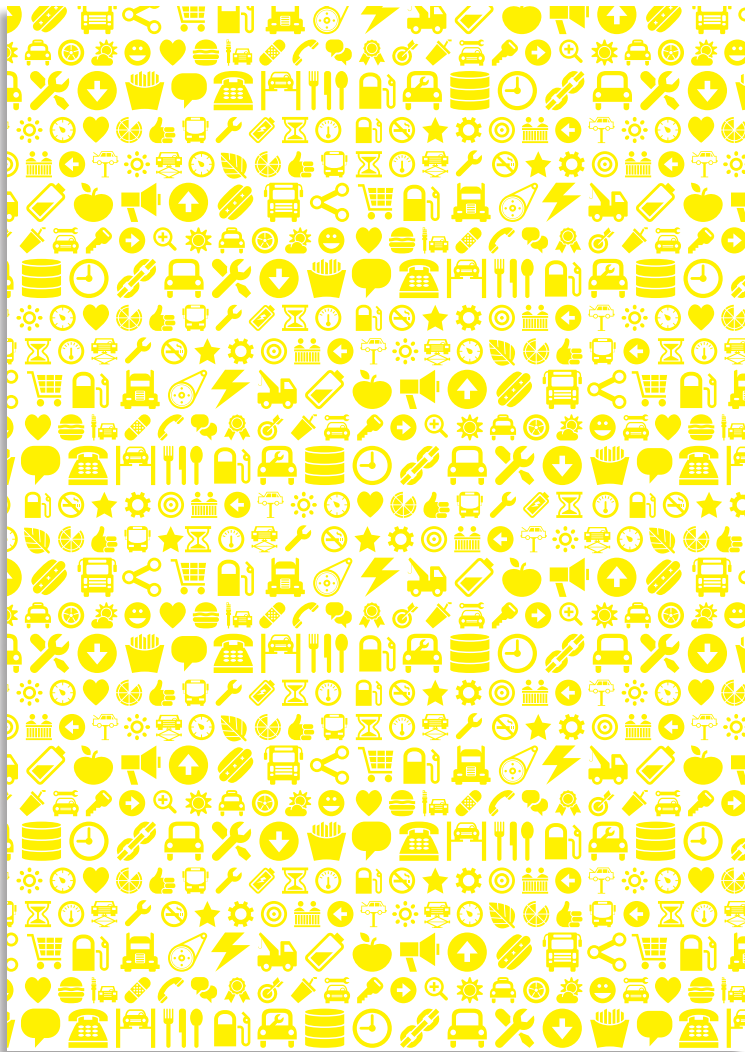
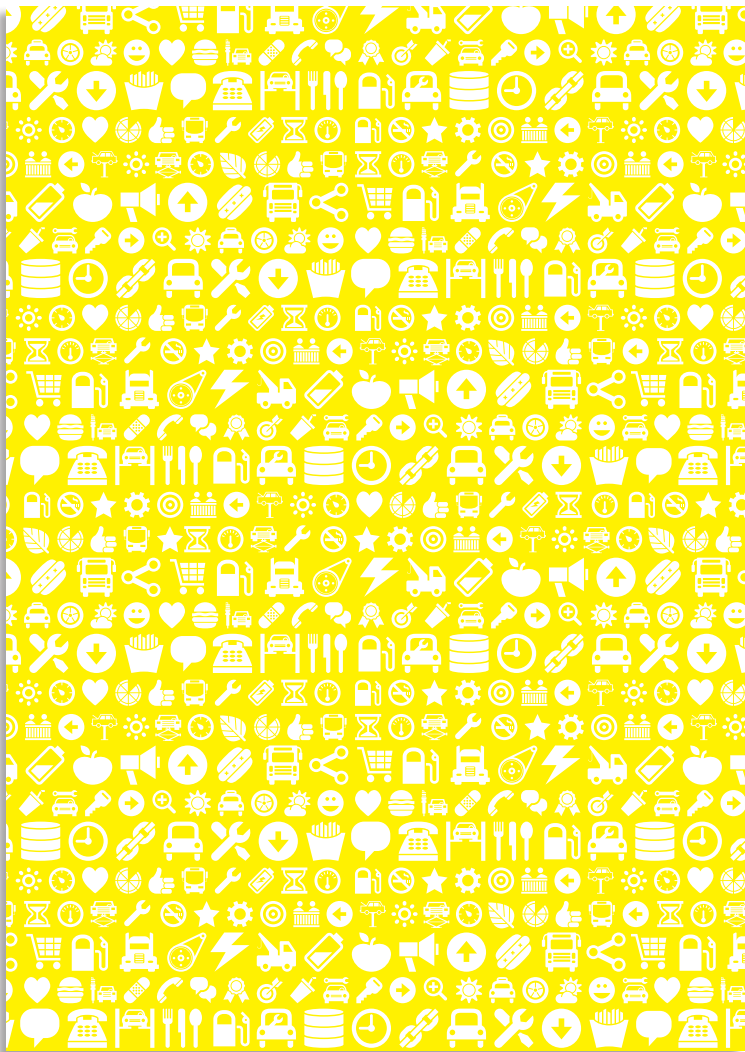


خيارات القوالب
PATTERN OPTIONS



Background

خيارات القوالب
PATTERN OPTIONS



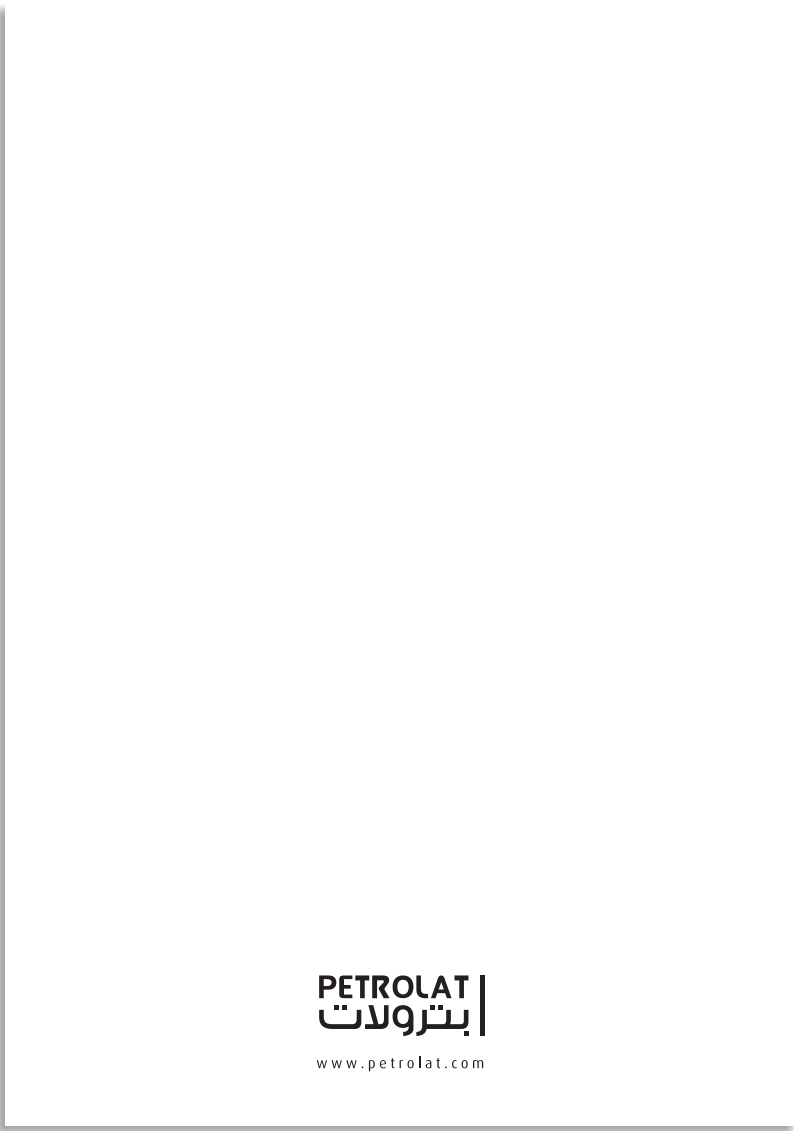
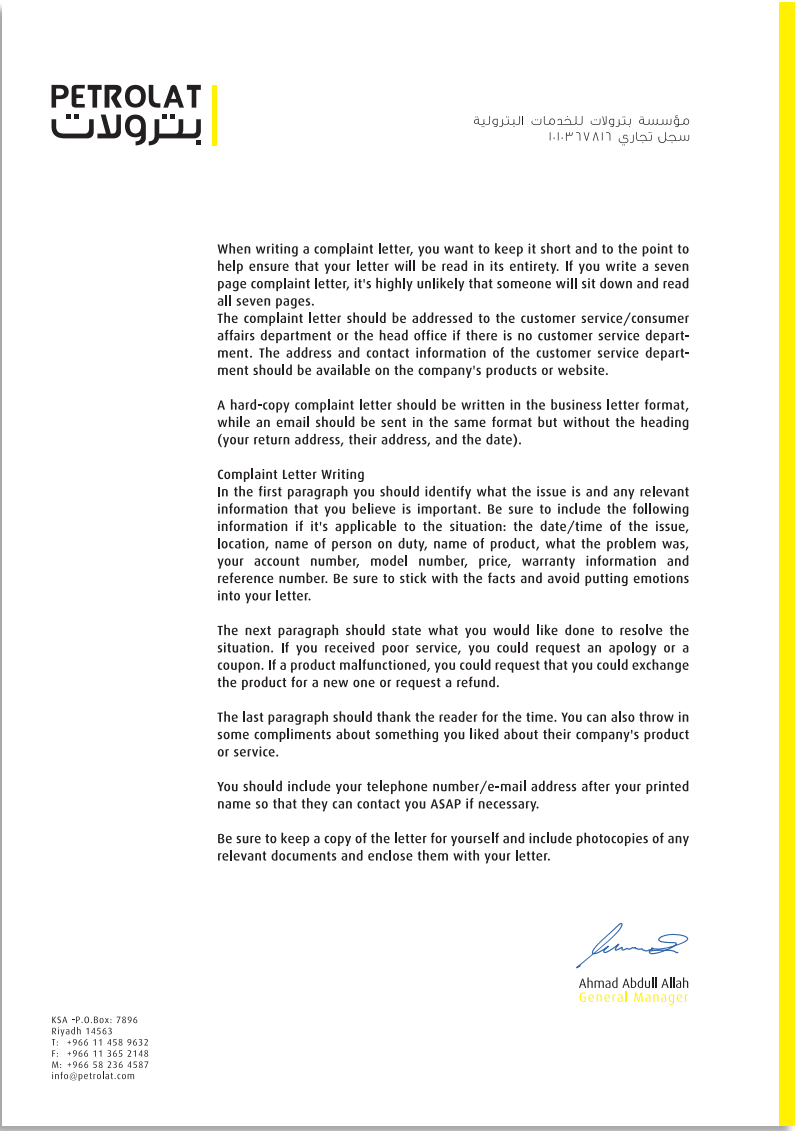
القرطاسية

STATIONARY

PETROLAT
بترولات

Business correspondence is a primary expression of our corporate identity. The importance of a consistent, organized and professional appearance cannot be over- emphasized. a standard format has been created for approved stationery. Only these formats may be used. Use pre-printed letterhead whenever you are planning to mail correspondence. There are also templates that allow you to print the body of the letter and all identity elements (logo and address block) on a laser printer.

letterhead front
21 cm x 29.7 cm



ورق المراسلة
LETTER HEAD

letterhead back

letterhead front
21 cm x 29.7 cm

PETROLAT
بترولات

When writing a complaint letter, you want to keep it short and to the point to help ensure that your letter will be read in its entirety. If you write a seven page complaint letter, it's highly unlikely that someone will sit down and read all seven pages.

The complaint letter should be addressed to the customer service/consumer affairs department or the head office if there is no customer service department. The address and contact information of the customer service department should be available on the company's products or website.

A hard-copy complaint letter should be written in the business letter format, while an email should be sent in the same format but without the heading (your return address, their address, and the date).

Complaint Letter Writing

In the first paragraph you should identify what the issue is and any relevant information that you believe is important. Be sure to include the following information if it's applicable to the situation: the date/time of the issue, location, name of person on duty, name of product, what the problem was, your account number, model number, price, warranty information and reference number. Be sure to stick with the facts and avoid putting emotions into your letter.

The next paragraph should state what you would like done to resolve the situation. If you received poor service, you could request an apology or a coupon. If a product malfunctioned, you could request that you could exchange the product for a new one or request a refund.

The last paragraph should thank the reader for the time. You can also throw in some compliments about something you liked about their company's product or service.

You should include your telephone number/e-mail address after your printed name so that they can contact you ASAP if necessary.

Be sure to keep a copy of the letter for yourself and include photocopies of any relevant documents and enclose them with your letter.

Ahmad Abdullah
General Manager

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M: +966 58 236 4587
info@petrolat.com

PETROLAT
بترولات
www.petrolat.com

letterhead back

ورق المراسلة
LETTER HEAD

الكروت
BUSINESS CARD



PETROLAT
بترولات

When writing a complaint letter, you want to be clear and concise. Help ensure that your letter is read by the right person by including all seven pages.
The complaint letter should be addressed to the customer service department. The address and contact information of the company's customer service department should be available on the company's website or in the back of the product.

A hard-copy complaint letter should be written in the same language as the product while an email should be sent in the same language as the product. (your return address, their address, and the date)

Complaint Letter Writing

In the first paragraph you should identify what the issue is and provide information that you believe is important. Be sure to include the date/time of the location, name of person on duty, name of product, price, warranty information, your account number, model number, and any other information that you can provide. Be sure to stick with the facts and avoid putting emotion into your letter.

The next paragraph should state what you would like done to resolve the situation. If you received poor service, you could request an apology or a refund. If a product malfunctioned, you could request that you could exchange the product for a new one or request a refund.

The last paragraph should thank the reader for the time. You can also include compliments about something you liked about their company or service.

You should include your telephone number/e-mail address so that they can contact you ASAP if necessary.

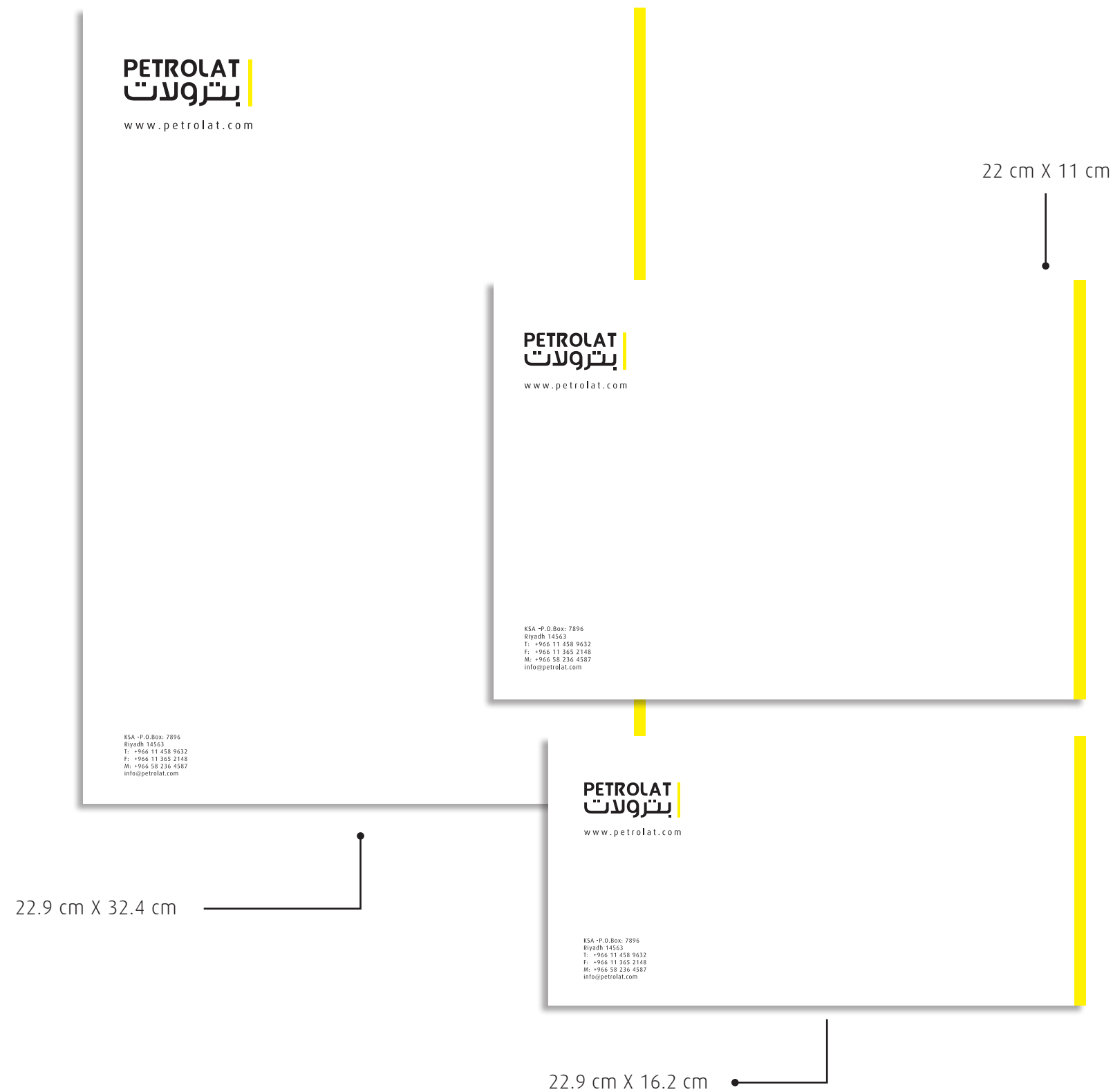
Be sure to keep a copy of the letter for your records and enclose them with relevant documents and enclose them with the letter.

Employee Name
Employee Position

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PETROLAT
بترولات
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الأظرف
ENVELOPES



ورق الفاكس
FAX SHEET

PETROLAT |
بترولات

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FAX	فاكس
To:	إلى:
Att:	عناية:
From:	من:
Phone:	هاتف:
Fax:	فاكس:
Date:	تاريخ:
Pages:	صفحات:
Re:	إشارة:

100

بطاقة تعريف
ID CARD



PETROLAT
بترولات



Employee Name
Employee Position

اسم الموظف
المسمى الوظيفي

www.petrolat.com

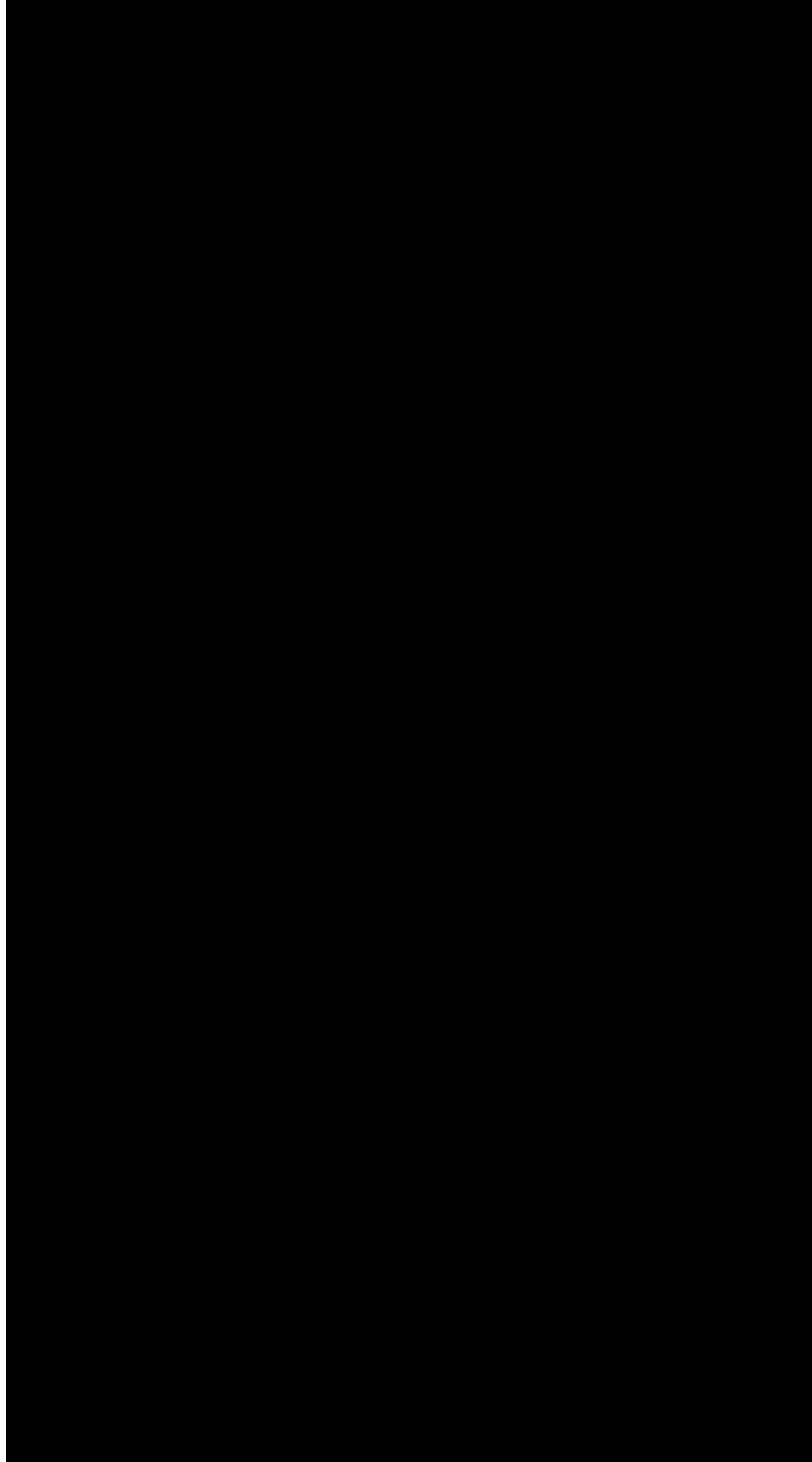


100

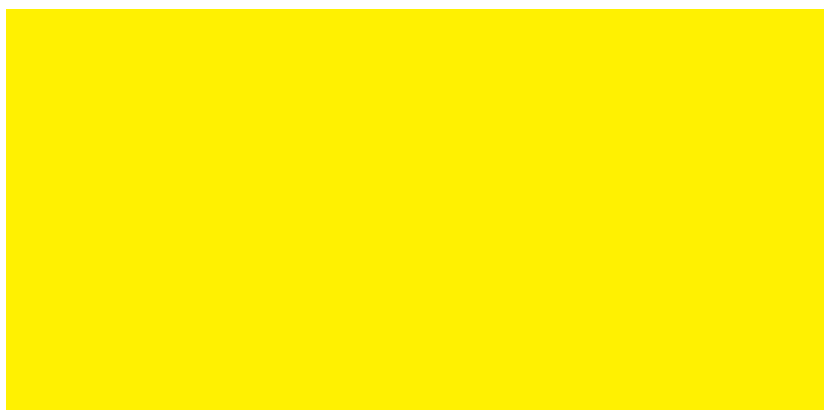
تطبيقات

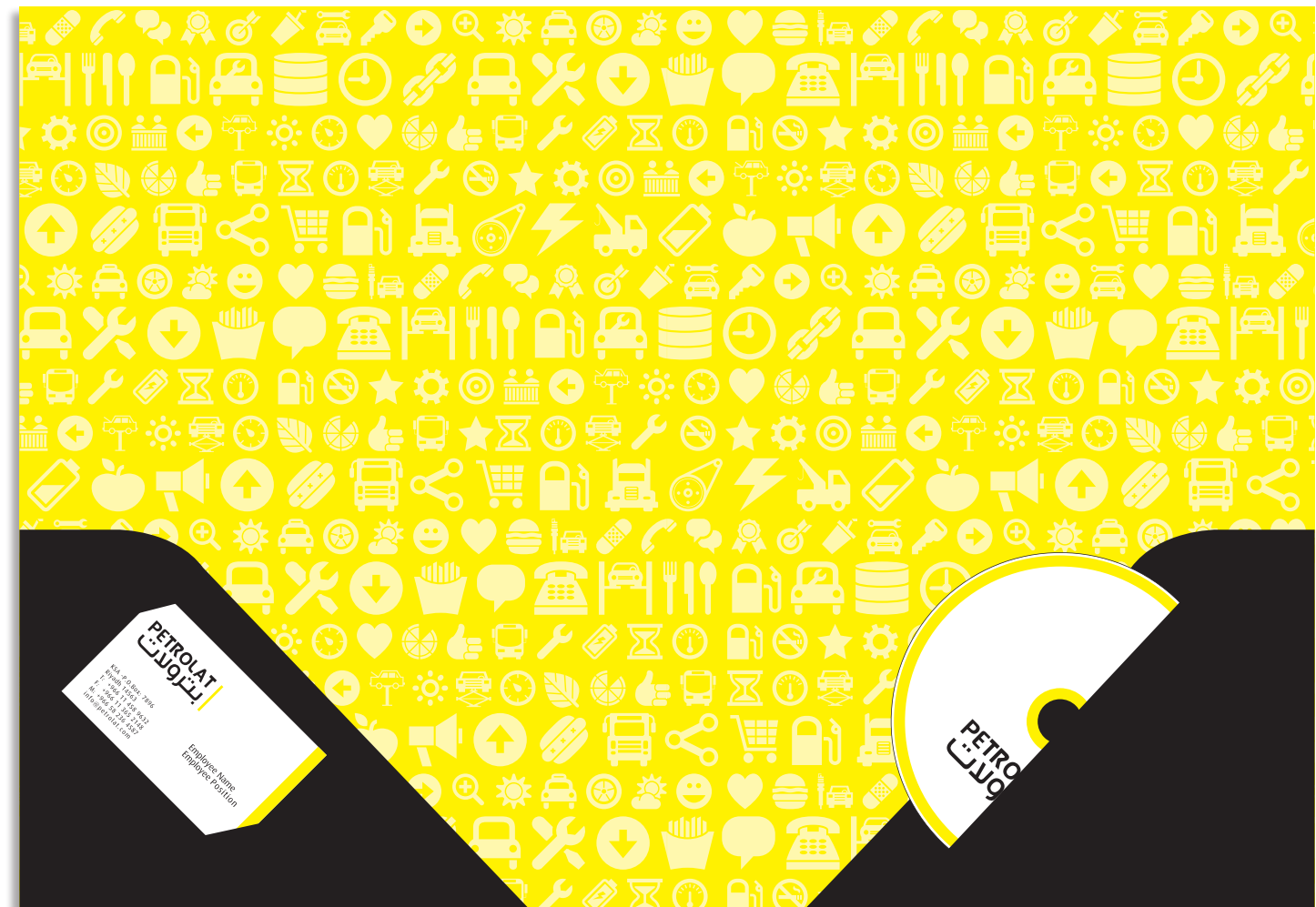
APPLICATIONS

PETROLAT
بترولات



الفولدر (الغلاف)
FOLDER OUTSIDE





الفولدر (الداخل)
FOLDER INSIDE

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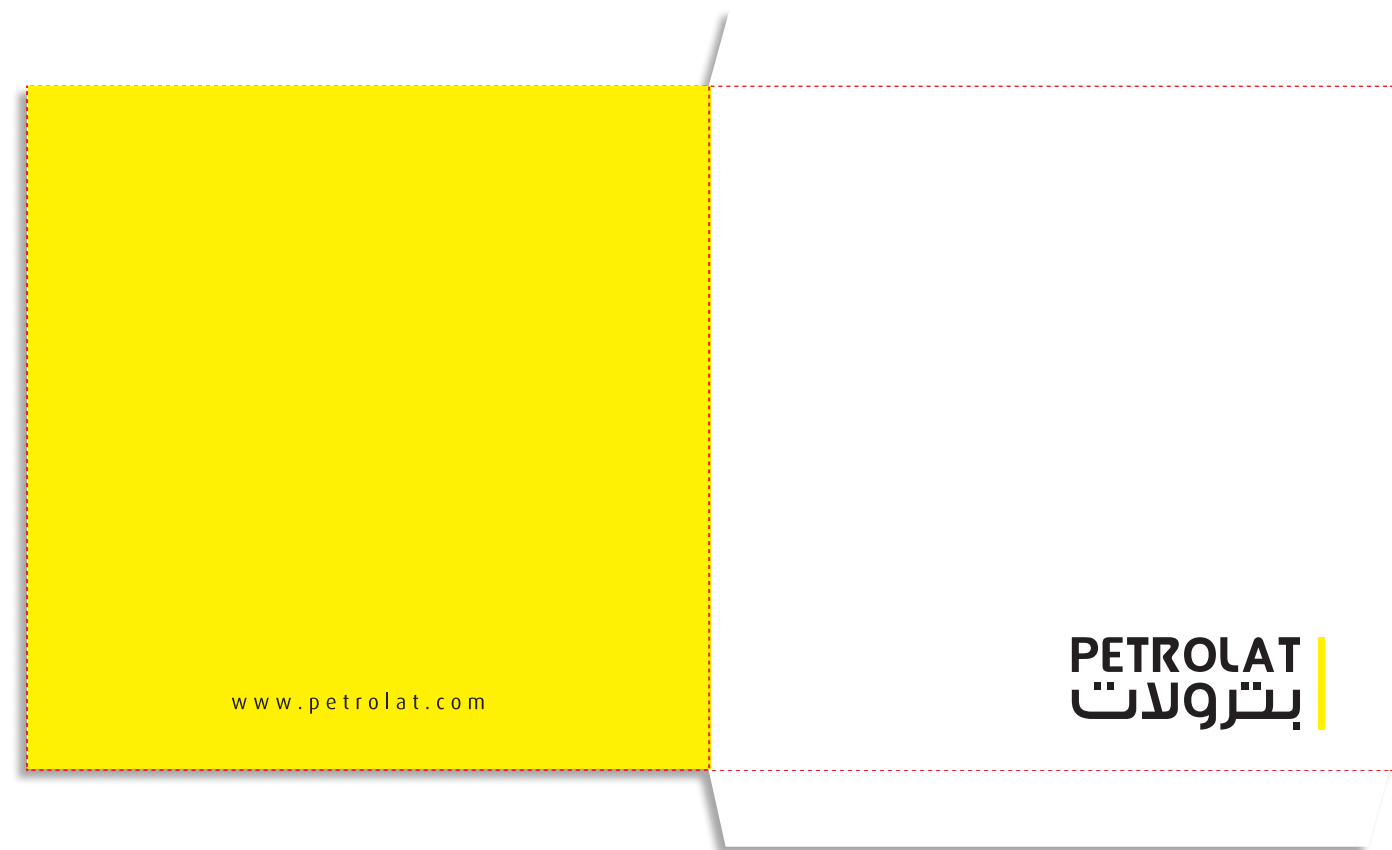
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بنترولات

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Ahmad Abdullah
General Manager



الفولدر (الداخل)
CD & CD JACKET



PETROLAT |
بترولات

AT |
بتر

lat.com



الختم
STAMP



About Us

When writing a complaint letter, you want to keep it short and to the point to help. If you write a seven page complaint letter, it's highly unlikely that someone will s. The complaint letter should be addressed to the customer service/consumer aff customer service department. The address and contact information of the custom company's products or website.

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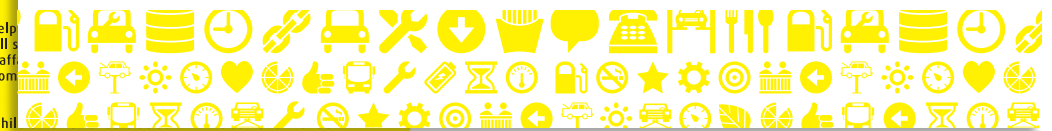
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PROFILE



PETROLAT
بترولات

PROF'PROFILE



About Us

But Us

When writing a complaint letter, you want to keep it short and to the point so that your letter will be read in its entirety. If you write a seven-page complaint, highly unlikely that someone will sit down and read all seven pages. The complaint letter should be addressed to the customer service department or the head office if there is no customer service department; contact information of the customer service department; company's products or website.

A hard-copy complaint letter should be written in triplicate (three copies). All three copies should be sent in the same format (hard copy, email, address, and the date).

Letter Writing
Paragraph you should have is important: the first paragraph should contain the following information:

A hard-copy complaint letter should be sent to the company's products or website, and the information of the customer should be read in its entirety. If you want to keep it, the letter should be addressed to the head office if there is no other information of the customer.

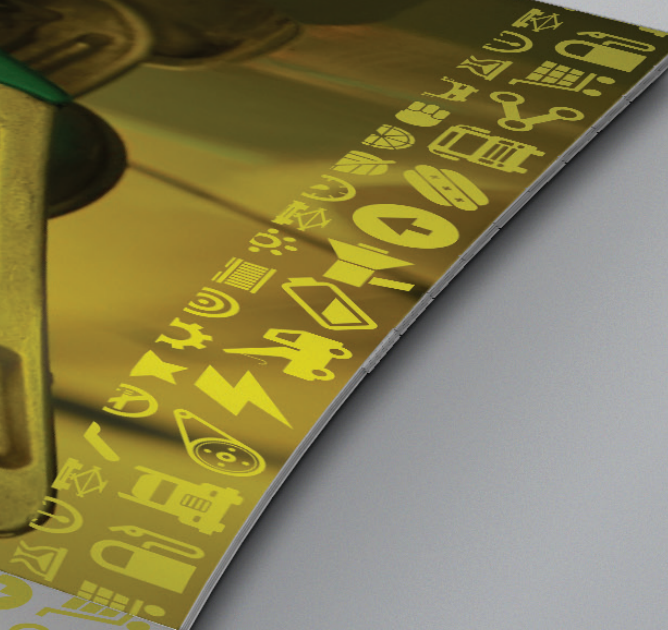
Complaint Letter Writing

Complaint Letter Writing


In the first paragraph you should identify what the issue is and any relevant information and reference number. Be sure to include the following information: the date/time of the issue, location, name of product, what the problem was, your account number, model number, and any other relevant information. Be sure to stick with the facts and avoid using emotional language. The address and phone number of the customer service department should be available on the business letter format, while an email address and website should be sent in the same format but without the heading (your return address, etc.). If you write a seven-page complaint letter, it's better to keep it short and to the point to help ensure it will sit down and read all seven pages.

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...ant information
...ation if it's applica-
...el number, price, warranty
... the facts and avoid putting



مطوية LEAFLET



PETROLAT | بترولات

MAIN ADDRESS

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M: +966 58 236 4587
info@petrolat.com
www.petrolat.com

When writing a complaint letter, you want to keep it short and to the point to help ensure that your letter will be read in its entirety. If you write a seven page complaint letter, it's highly unlikely that someone will sit down and read all seven pages. The complaint letter should be addressed to the customer service/consumer affairs department or the head office if there is no customer service department. The address and contact information of the customer service department should be available on the company's products or website.

A hard-copy complaint letter should be written in the business letter format, while an email should be sent in the same format but without the heading (your return address, their address, and the date).

Complaint Letter Writing
In the first paragraph you should identify what the issue is and any relevant information that you believe is important. Be sure to include the following information if it's applicable to the situation: the date/time of the issue, location, name of person on duty, name of product, what the problem was, your account number, model number, price, warranty information and reference number. Be sure to stick with the facts and avoid putting emotions into your letter.

The next paragraph should state what you would like done to resolve the situation. If you received poor service, you could request an apology or a coupon. If a product malfunctioned, you could request that you could exchange the product for a new one or request a refund.

The last paragraph should thank the reader for the time. You can also throw in some compliments about something you liked about their company's product or service.

You should include your telephone number/e-mail address after your printed name so that they can contact you ASAP if necessary.

Be sure to keep a copy of the letter for yourself and include photocopies of any relevant documents and enclose them with your letter.

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Before writing a complaint letter, you should identify what the business does, where it is located, and what its products and services are. This information is important to include in the letter. The address and contact information should be written in the same format as the return address, but without the return address, then address, and the date.

Complaint Letter Writing

In the first paragraph you should identify what the issue is and any relevant information that you believe is important to the situation. The date/time of the issue, location, name of person or company, name of product, what the problem was, your account number, model number, price, warranty information and reference number. Be sure to stick with the facts and avoid putting emotions into your letter.

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TEXT HERE



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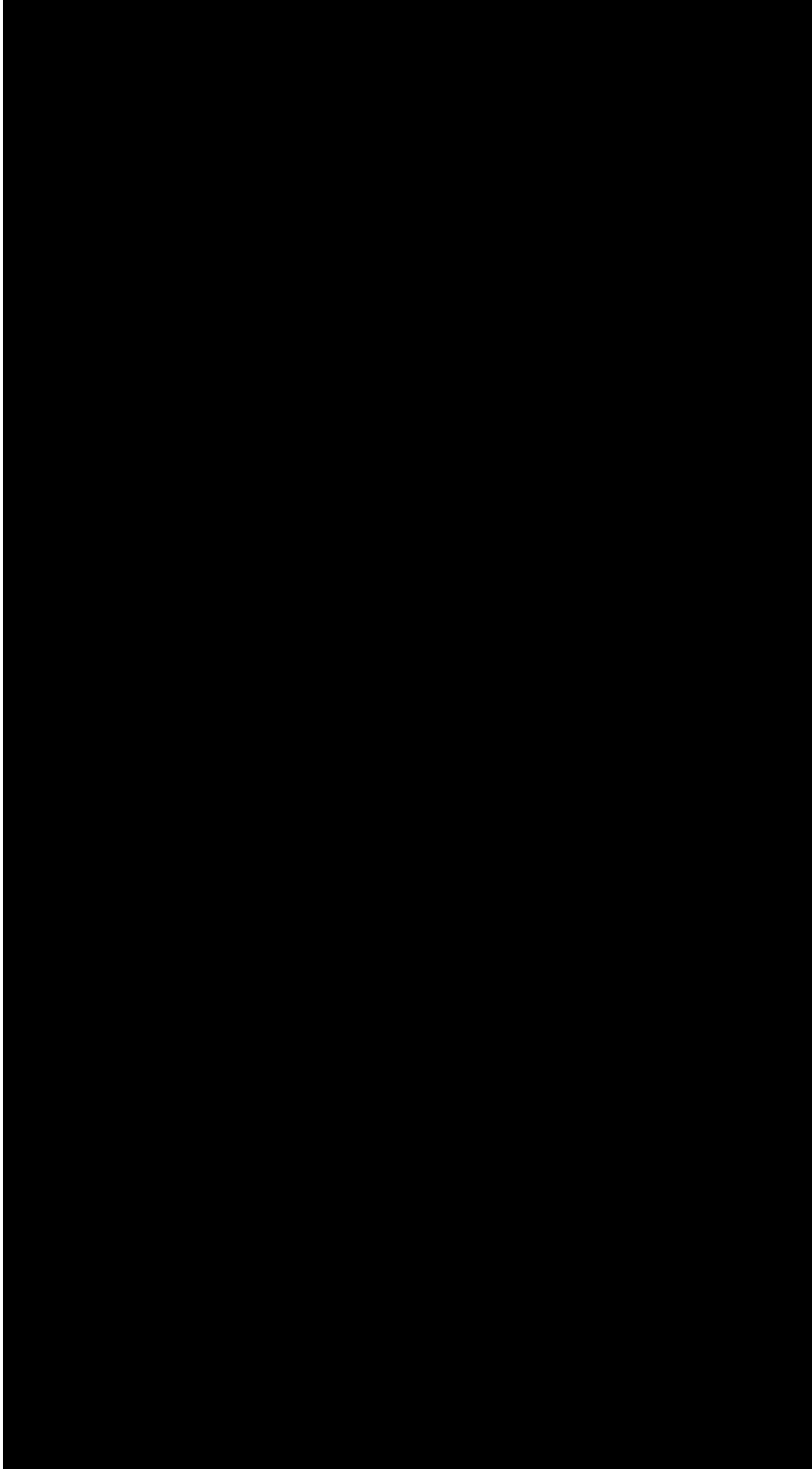
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الموقع الإلكتروني WEBSITE





التوقيع
EMAIL SIGNATURE



Best Regards

Employee Name
Employee Position

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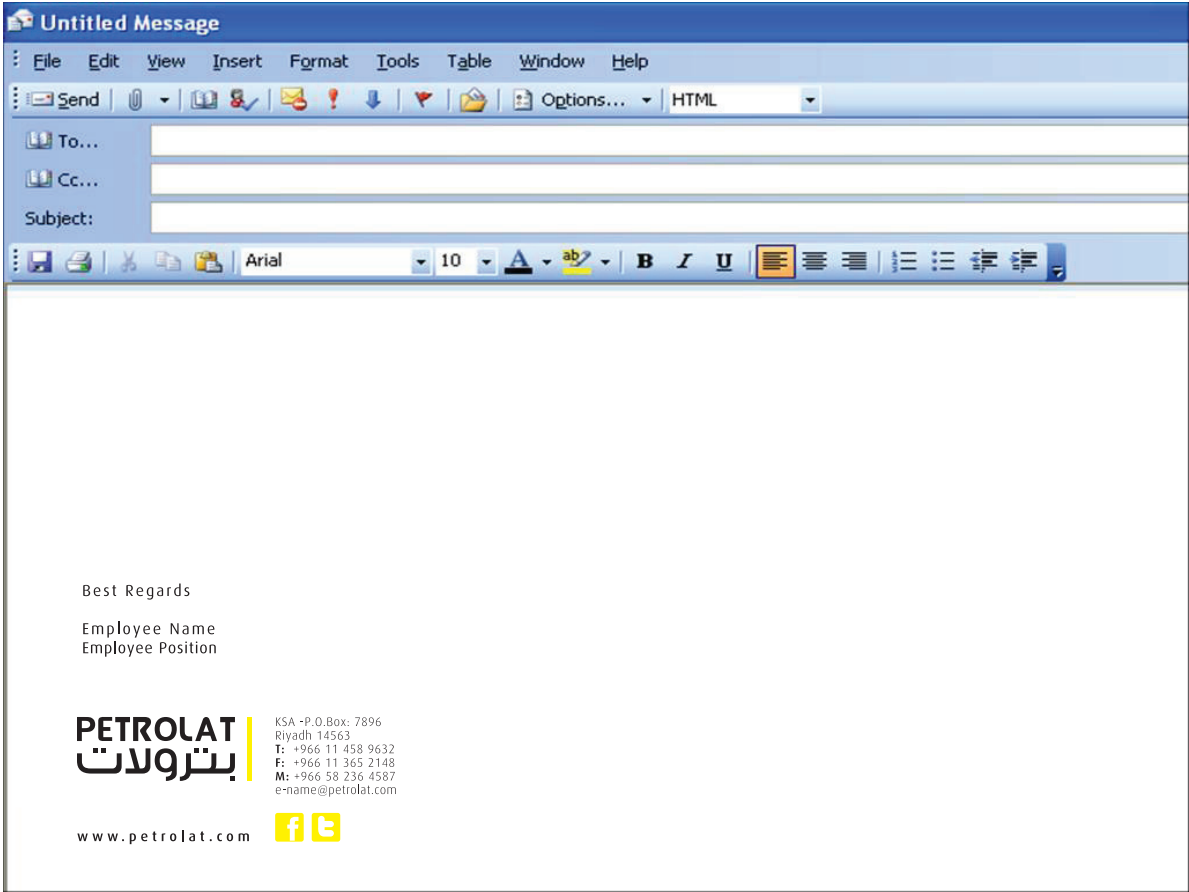
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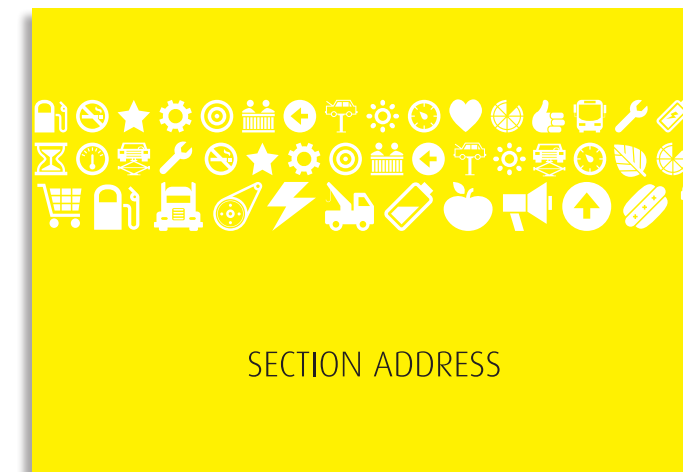
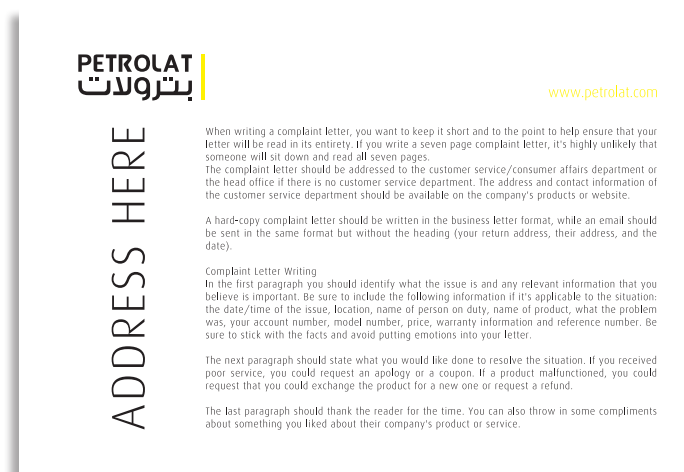
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UNIFORM

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اللباس الموحد للمشرفين
SUPERVISORS' UNIFORM



اللباس الموحد للعاملين
WORKERS' UNIFORM



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تي - شيرت
T-SHIRTS





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المركبات

VEHICLES

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السيارات
CARS

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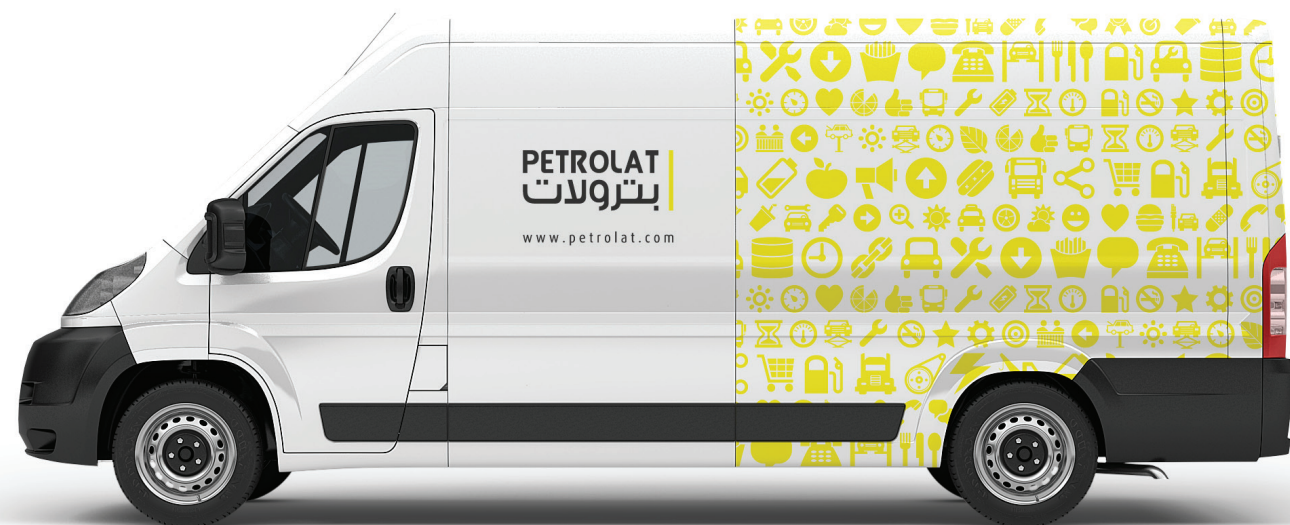


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الفانات
VAN

لوحات

SIGNAGES

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ساعات العمل

Working Hours

الأيام من السبت إلى الخميس
التاسعة صباحا إلى الثانية عشر ظهرا

أيام الجمعة
الرابعة عصرا إلى الحادية عشر ليلا

لوحة أوقات الدوام
WORK TIME SIGNAGE



لوحات الحجز
RESERVATION SIGNAGE

اللوحات الخارجية
OUTDOOR SIGNAGE





لوحة المحطة
STATION SIGNAGE

مینی مارکت

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لوغات اُفری
OTHER SIGNAGE

مواد دعائية

GIFT ITEMS

PETROLAT
بترولات

أكياس
BAG





أعلام
FLAG



معطر جو للسيارات
PAPER AIR FRESHENER



علبة مناديل
TISSUE BOX



تقويم CALENDER



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W Design Agency, all designs and artwork in this guideline is one of W Design magnificent work.

Ideas, Concepts, designs and innovations are the soul of W Design's creative minds 2014

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