ABRAJ ENERGY SERVICES | 20 عشرون عاماً شريك في الطاقة Twenty Years Your Energy Partner

MINI BRAND GUIDELINES
EDITION 2025 · V1.0
QUICK REFERENCE · A2 POSTER

/ QUICK REFERENCE SHEET

Brand at a glance. Eight rules. One page.

A condensed reference of the ABRAJ brand system — covering logo, color, typography, voice and application. Pin it near your desk. When in doubt, defer to the full Brand Guidelines 2025.

01 — LOGO

§ 2.1

The mark, used right.

PRIMARY / ON TEAL

FULL COLOR / ON LIGHT

ARABIC LOCKUP

MONOGRAM (FAVICON / APP)

- Use the standalone **ABRAJ** mark across all social and corporate collateral within Oman.
- For international markets, use the "**ABRAJ — Energy Services**" lockup in EN/AR.
- Maintain clear space equal to the height of the letter "**J**" on all sides.
- Minimum size: **24 mm** in print · **120 px** on screen.

CLEAR SPACE = HEIGHT OF "J"

02 — COLOR

§ 2.2

Palette, precisely tuned.

Role	Name	Hex	Pantone
PRIMARY	Teal	#07788D	PMS 3145C
ACCENT	Crimson	#9E1C29	PMS 7427C
ACCENT	Solar	#EDE939	PMS 394C
ACCENT	Navy	#1B1B40	PMS 5255C
NEUTRAL	Black	#000000	PMS Black
NEUTRAL	White	#FFFFFF	PMS 11-0601
NEUTRAL	Gray	#A7A8A9	Cool Grey 6C

RATIO **60·30·10** Teal · Neutral · Accent USE GUIDE

Gradients are reserved for digital campaigns and hero visuals. Avoid in print, formal documents and small-scale assets.

03 — TYPOGRAPHY

§ 2.3

Voice in type.

H1 / HEADLINE · MICROGRAMMA BOLD · 36PT

DELIVERING SUSTAINABLE PERFORMANCE

H2 / SUBHEAD · MICROGRAMMA BOLD · 28PT

ADVANCED OPERATIONAL EXCELLENCE

BODY · ROBOTO REGULAR · 16PT | CAPTION · 12PT

The onshore drilling facility 134 represents a key asset in our upstream operations, enabling efficient and responsible development of hydrocarbon resources.

Caption — supporting note, citation or photo credit.

ARABIC · 29 ZAWIY (HEADLINE) · ROPA SANS ARABIC (BODY)

تحقيق أداء مستدام

التميُّز التشغيلي المتقدّم — يضمن الاتساق والوضوح عبر جميع المنصات.

Primary EN — Microgramma (Headlines), Roboto (Body). Fallback: Arial / Noto Sans.

Primary AR — 29LT Zawiy (Headlines), Ropa Sans Arabic (Body). Fallback: Noto Sans Arabic.

04 — LOGO MISUSE

§ 2.1

Don't do this.

- NO SKEW OR STRETCH
- NO GRADIENTS
- NO ROTATION
- NO OFF-BRAND COLORS
- NO DROP SHADOWS
- NO CLUTTERED BACKGROUNDS

05 — IMAGERY

§ 2.4

Real, human, technical.

PEOPLE · ENGINEERS | RIGS · SITES | TECH · DASHBOARDS

- High-resolution, professional-grade only.
- Show people in action — PPE always visible.
- Slight desaturation; lift gray + teal tones.
- No generic stock; no compromised safety.

06 — BRAND VOICE

§ 3.1

How we sound.

01 **Authoritative** — Confident and knowledgeable — never arrogant.

02 **Professional** — Clear, precise, and respectful in every channel.

03 **Forward-Thinking** — Innovative and future-oriented in tone and topic.

04 **Human-Centric** — Respectful of people, partnerships and place.

✓ "We engineered a modular solution that reduced on-site construction time by 40%."

− "We built it fast and cheap."

07 — LANGUAGE

§ 3.2

Bilingual, by default.

- **ABRAJ** is always written in **ALL CAPS** — never abrac, abraj or aBraj.
- Primary languages: **American English** and **Modern Standard Arabic**.
- Use the **Oxford comma**; spell out acronyms on first use.
- Place Arabic **first or above** English in dual-language layouts; offer language toggle on digital.
- Numerals: Western (0-9) for English; Eastern Arabic for Arabic copy.
- Never overlay translated text on images — render both versions cleanly and legibly.

08 — APPLICATION

§ 4.1

Where it lives.

Format	Headline	Specs
FEED	DELIVERING SUSTAINABLE	1080×1080 · 12-col grid
STORY	9:16 VERTICAL	1080×1920 · safe area
PRINT	REPORTS & PROPOSALS	A4 · CMYK · Pantone
VIDEO	TITLES & END LOGO	16:9 · 1920×1080

Position the mark in the **top-left** for hierarchy, or **bottom-right** for vertical layouts. Avoid centered placement unless contextually justified.