

RAWABI HOLDING BRAND GUIDELINES

Version 2 - April - 2024





WELCOME

As brand guardians, it is our shared responsibility to safeguard and build the Rawabi Holding Brand.

These brand guidelines serve as a comprehensive roadmap that outlines the visual and verbal elements that define Rawabi's identity. Its primary purpose is to ensure consistency and coherence across all brand communications. This document encompasses essential elements like logo usage, color palette, typography, imagery style, and tone of voice. By providing clear instructions and examples, these guidelines will empower individuals both within and outside the organization to accurately represent the brand, fostering recognition, trust, and a strong, unified brand image.



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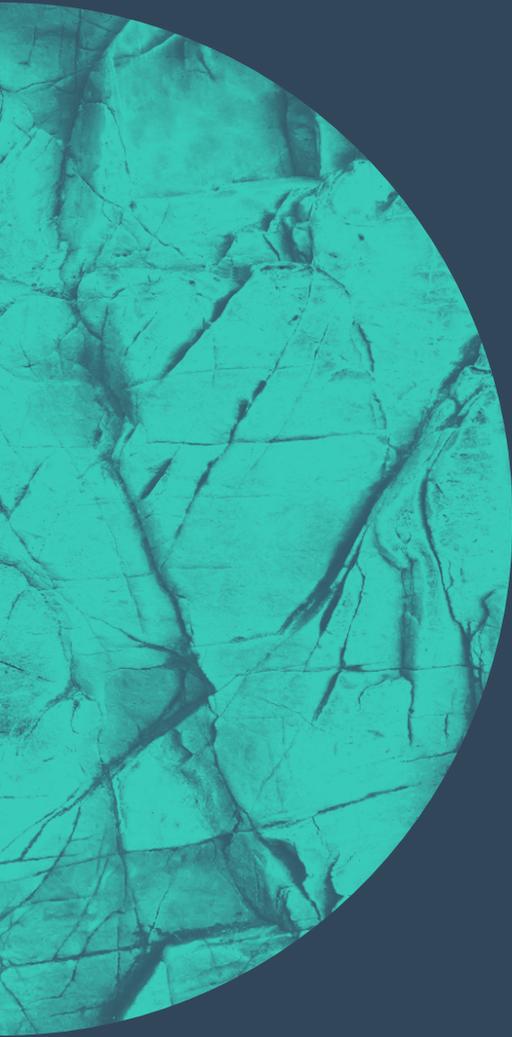
STRATEGY

Rawabi's brand is driven by purpose, people, and innovation.

In this section, we lay out Rawabi's brand strategy, highlighting the brand's promise, mission, vision, and core values. These elements serve as the foundation of how Rawabi will position itself globally.

BRAND MODEL





Brand promise

EMPOWER
NEXT

BRAND MANIFESTO

Our story is a story of people.
A Rawabi powered by people.
A Rawabi empowered by people.

Yes, our achievements are many.
Yes, we've come a long way.
But we're not ones to rest
on our laurels.
We propel forward.
We boldly envision and blaze a
path into the future.

For our future.
Our nation's future.
And in turn, the world's future.

Betterment and impact.
For business and more
importantly, people.

Rising to the next challenge.
Asking the next big question.
Creating the next big idea.
Embracing the next person.
Imagining and entering an
exciting next-era.

All "powered by people".
This is Rawabi Holding.

Empower Next

MISSION & VISION

MISSION

Create positive value and impact across industries and communities through technical excellence, empowered people, and progressive thinking.

VISION

Pioneering the future, setting the standard.

VALUES

OUR ETHOS

HUMAN
CENTRIC

People are the backbone of Rawabi Holding. Along with industry knowledge and strong technical expertise, being powered by people is our uniqueness.

HOW WE BEHAVE

ALWAYS
INNOVATING

Trailblazers even during hard times, we overcome every obstacle with our commitment to deliver. We do not back away from challenges and always find solutions to client's challenges.

WHAT WE DO

VALUE
CREATORS

As a one-stop shop with an unmatched portfolio, we are attentive and dedicated to maximizing our clients' potential since day one.

BOILER PLATE

Established in Saudi Arabia, Rawabi Holding is a leading conglomerate, offering unparalleled services to diverse sectors such as Energy, Electric, Petrochemicals, Specialized Contracting, Offshore Services, and more.

With a track record of sustained growth over decades, we are unwavering in our pursuit of excellence. Our dedicated team, driven by passion and commitment, leaves a lasting and positive impact across all that we undertake.

Rawabi Holding is on a mission to create positive value and impact across industries and communities through technical excellence, empowered people, and progressive thinking.

For more information, visit rawabiholding.com.

TONE OF VOICE

The tone of voice and the writing style of the brand shape perceptions and foster emotional connections with our audiences.

Our tone of voice and writing style are focused, inspire action, and portray Rawabi Holding's dynamism and motion.

WRITING STYLE

SIMPLE IS SMART.

Keep sentences short.
Speak like real people do.

SOUND CONFIDENT AND RELIABLE.

Earn trust by demonstrating knowledge and industry expertise.

BE TRANSPARENT AND TRUE.

Ensure business approach and brand personality are front and center in communications.

BE POSITIVE.

Write in a positive, active, and inspiring voice.
Avoid negative terminology.

BE HUMAN. BE 'DIALOGICAL'.

Initiate a 'conversation' when you write.

BE ACCESSIBLE.

Show a predisposition to discuss.
Create 'engagement'.

BE INSPIRING.

Keep the brand promise in mind when writing copy and accurately portray our areas of focus.

BE CONSEQUENTIAL.

If 'this', then 'that' when you construct phrases.
Substantiate your viewpoints & thinking.

BE LOGICAL.

Demonstrate practicality. Always take a sensible approach.

BE CONSTANT.

Stay steadfast in your opinion and commitment.
Use tangible examples to demonstrate your point.

BE SPECIFIC.

Address communications to audience needs:
speak directly to what they want/need.



BRANDMARK

A brandmark, often recognized as a logo, distills a brand's core and identity into a visual emblem.

For Rawabi Holding, the reimagined brandmark pays homage to the previous brand identity, while seamlessly mirroring the company's journey of growth, maintaining the thread of familiarity while eloquently symbolizing the company's evolving progress.

It is imperative to consistently follow the brandmark's prescribed proportions and refrain from distorting it.

INSTITUTIONAL LOGO

The Rawabi trefoil design points in three distinct directions— left, right, and up— symbolizing our continuous growth and diversification, never downward.

The institutional logo serves as a visual representation of the organization's identity and values. To ensure consistent and accurate representation, be sure to follow the provided guidelines for its usage:

1. Exclusive use for official communications:

The institutional logo should be solely utilized for official communication with governments and contractors.

2. Internal documents for the board and directors:

The institutional logo can be used on internal documents aimed at the board of directors and other senior stakeholders.

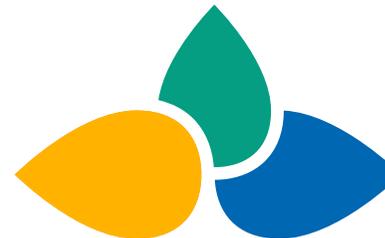
The institutional logo is always bilingual and accompanied by the lockup of the descriptor.

The institutional logo is restricted to limited use and should not be applied for commercial purposes. It must always be used in its entirety and without distortion.

NEVER change the brandmark and always use the original file provided by the Corporate Communications Department at Rawabi Holding

Institutional - primary logo

Symbol - Rawabi Trefoil



Wordmark

RAWABI روابي
HOLDING القابضة

Descriptor

LOGO YELLOW

PMS 1375C
RGB 255 179 00
HEX #ffb300
CMYK M35 Y100



LOGO GREEN

PMS 3278C
RGB 05 158 130
HEX #059e82
CMYK C90 Y65 K7



LOGO BLUE

PMS 2145C
RGB 00 103 178
HEX #0067b2
CMYK C100 M70



LOGO GREY

PMS 7546C
RGB 60 70 90
HEX #3c465a
CMYK C45 M20 K75



COMMERCIAL LOGO

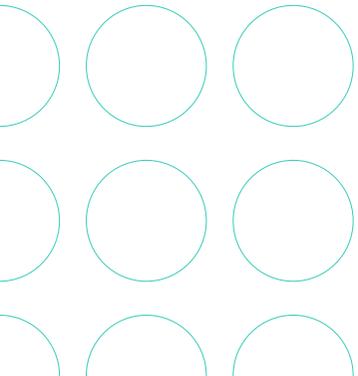
The Rawabi trefoil design points in three distinct directions— left, right, and up— symbolizing our continuous growth and diversification, never downward.

The commercial logo is Rawabi's primary logo. It is used for all our public communications and it comprises two essential elements: The English wordmark 'Rawabi' and the accompanying symbol.

These elements should consistently remain in their designated positions. There are two versions of the primary commercial logo: one for light backgrounds and another for dark backgrounds, featuring a white wordmark.

When employing the commercial logo, be sure to always maintain the bilingual descriptor "Rawabi Holding" within the same visual area. The descriptor should not be attached or paired with the logo but should be visibly present in the same space.

NEVER change the trademark and always use the original file provided by the Corporate Communications Department at Rawabi Holding



Commercial - primary logo

Symbol - Rawabi Trefoil

Wordmark

Descriptor



RAWABI HOLDING روابي القابضة

LOGO YELLOW

PMS 1375C
RGB 255 179 00
HEX #ffb300
CMYK M35 Y100



LOGO GREEN

PMS 3278C
RGB 05 158 130
HEX #059e82
CMYK C90 Y65 K7



LOGO BLUE

PMS 2145C
RGB 00 103 178
HEX #0067b2
CMYK C100 M70



LOGO GREY

PMS 7546C
RGB 60 70 90
HEX #3c465a
CMYK C45 M20 K75



MONOCHROME LOGO

The monochrome logo should be used when the production method or the material does not accept the primary full-color logo.

It can also be used when the background interferes with the legibility of the colors of the primary logo. In this case, the monochrome logo must be used to retain maximum legibility.

NEVER change the brandmark and always use the original file provided by the Corporate Communications Department at Rawabi Holding

Institutional logo - monochrome



Commercial logo - monochrome



CLEAR SPACE & MINIMUM SIZE

Clear space

Rawabi's brandmark should always be surrounded by a clear space. When placing the brandmark on imagery, use the designated clear space as a guide to protect the brandmark from distracting the elements. The clear space specified is the minimum and should be increased whenever possible. These elements should always stay in the same place.

Minimum size:

To ensure visibility and legibility, the brandmark should always be larger than the minimum size. The minimum size of the primary brandmark is **10mm** in width or **28px** on screen.

Clear space



The minimum clear space is the height of the letter "R"

Minimum size



Minimum size for the primary brandmark is 10mm width

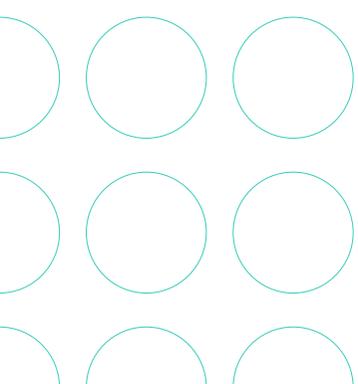
COLOR VARIATIONS

To choose the correct version, always prioritize the legibility of the logo.

The first choice should always be the **primary full-color version**, both for the institutional and the commercial logos.

The use of the monochrome version is conditioned to preserve the legibility or attend to the production requirements.

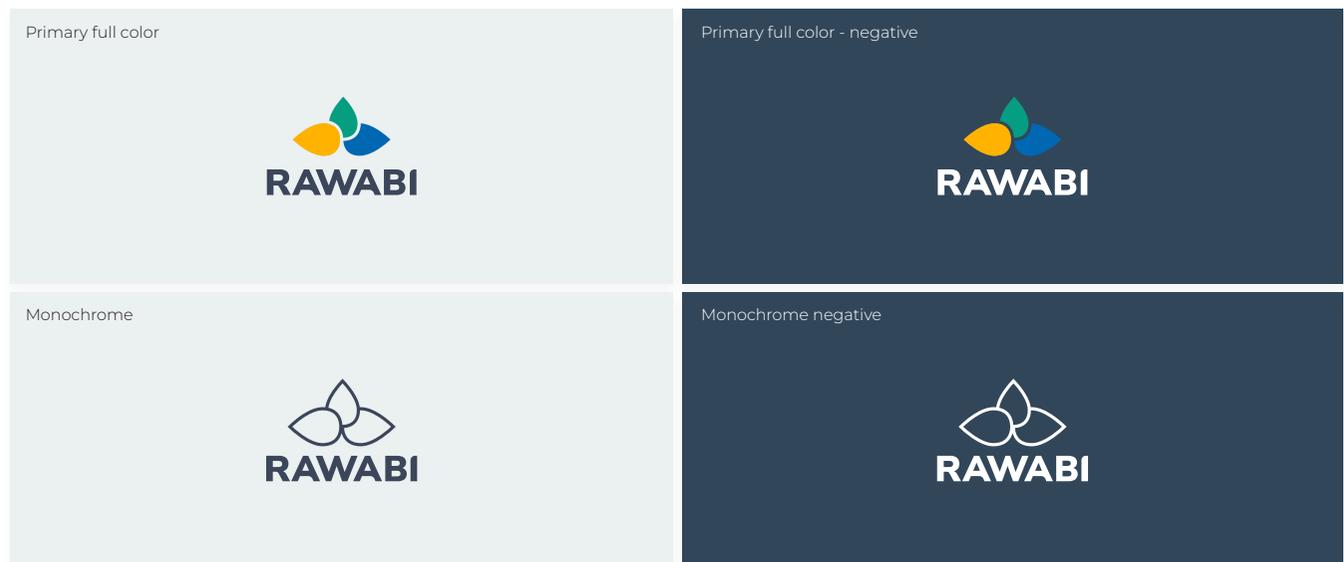
NEVER change the brandmark and always use the original file provided by the Corporate Communications Department at Rawabi Holding



Institutional logo



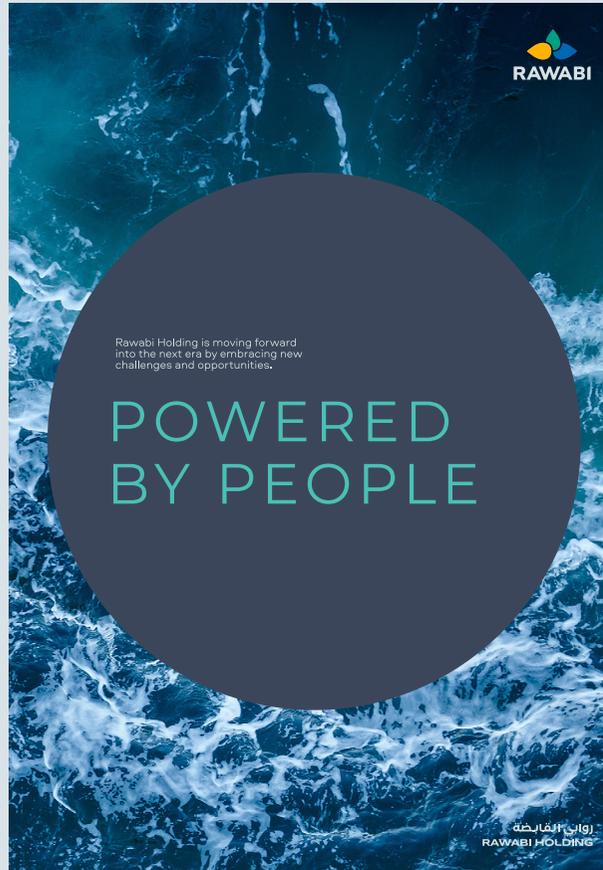
Commercial logo - Primary logo



Primary logo - white wordmark



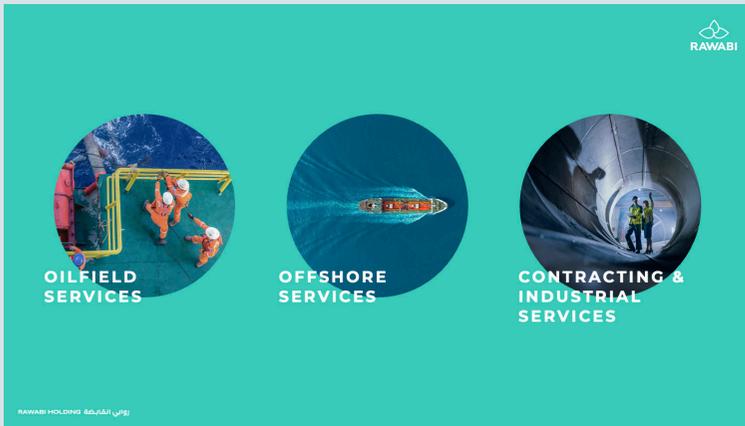
Primary logo - white wordmark



Primary logo



Monochrome logo



WORDMARK

The Rawabi wordmark can be used in specific situations:

1. When the space available compromises the legibility of the brand. E.g. vertical flags, pens, etc.

2. When paired with JV's and partner companies.

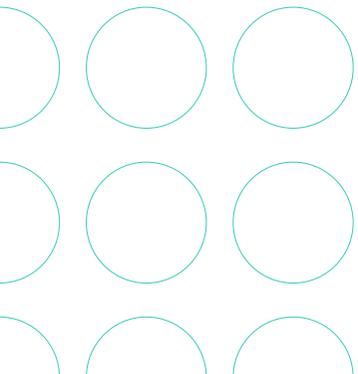
Consult with the Corporate Communications Department at Rawabi Holding before utilizing this.

NEVER change the brandmark and always use the original file provided by the Corporate Communications Department at Rawabi Holding

Wordmark

RAWABI

RAWABI



WORDMARK

Clear space:

Rawabi's wordmark should always be surrounded by a clear space.

When placing the wordmark on imagery, use the designated clear space as a guide to protect the wordmark from distracting elements. The clear space specified is the minimum and should be increased whenever possible.

There are two versions of the logo: one for light backgrounds and another for dark backgrounds with a white wordmark.

Minimum size:

To ensure visibility and legibility, the wordmark should always be larger than the minimum size. The minimum size of the primary wordmark is **10mm** in width or **28px** on screen.

NEVER change the brandmark and always use the original file provided by the Corporate Communications Department at Rawabi Holding.

Wordmark clear space



Minimum size

RAWABI

10mm width
28px width



DESCRIPTOR

PLACEMENT, PROPORTION, AND ALIGNMENT

The descriptor identifies the holding company, subsidiaries, and joint ventures of Rawabi.

The descriptor must always be within the same frame as the commercial logo but never attached to it.

The descriptor has two versions:

- Single line
- Two lines

It can be displayed with different alignments based on the visual requirement:

- Left alignment
- Right alignment

Descriptor fonts:

- English: Syncopate Bold
- Arabic: Lama Sans Arabic

Single line descriptor



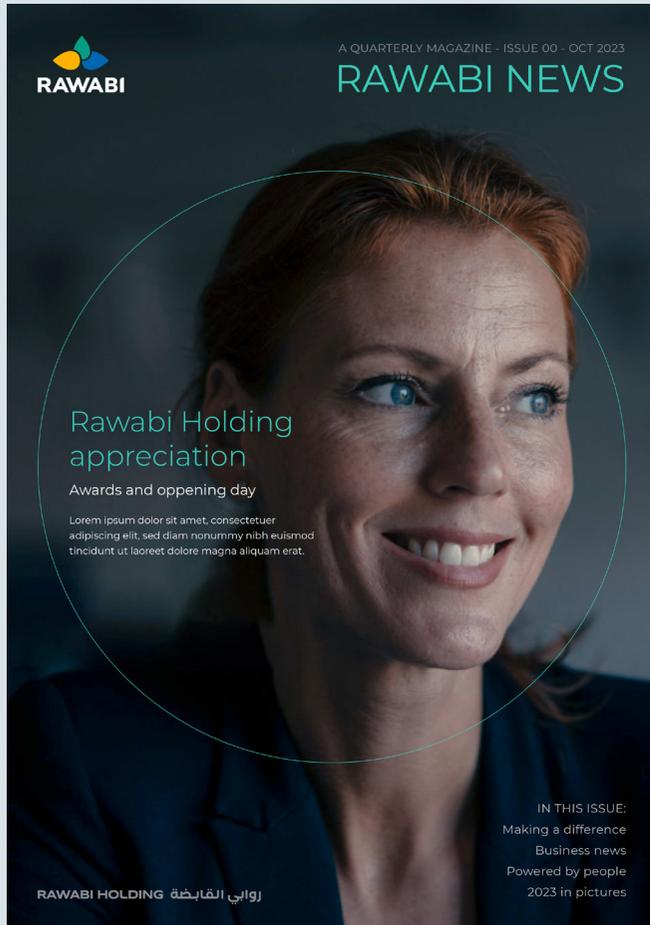
Double line descriptor



Descriptor application example:



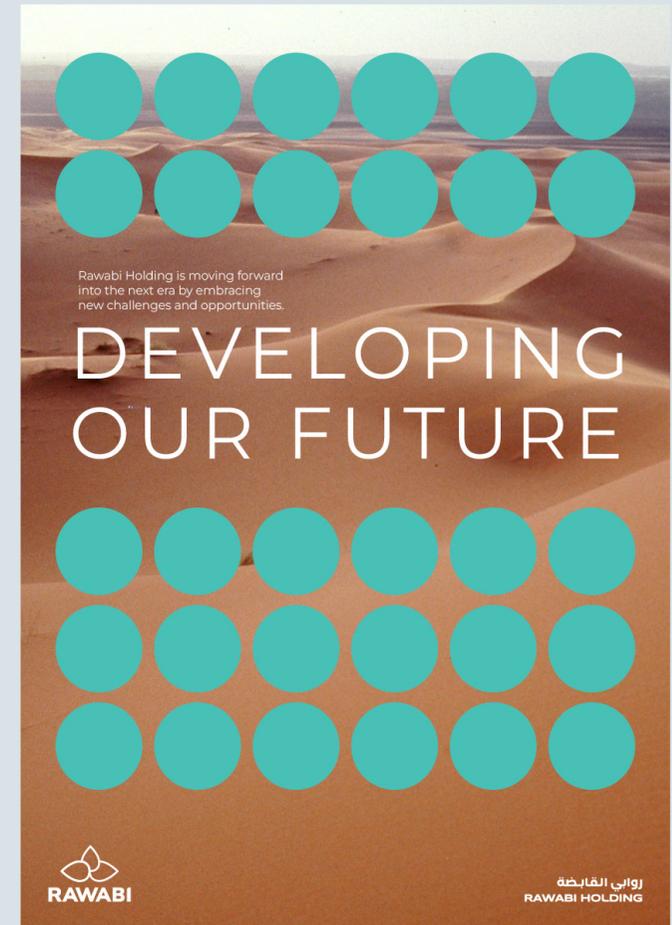
Descriptor single line



Descriptor two lines - left aligned



Descriptor two lines - right aligned



TAGLINE

(OVERVIEW & TYPOGRAPHY)

Rawabi Holding's tagline succinctly conveys the organization's essence of being powered by its human capital, that is its people.

It can be used in sign-out materials, as a title in corporate pieces, or as a promotional content signature (e.g.: video outros).

The primary placement should be at the lower right of the layout and must never be used as an attachment with the Rawabi logo.

Tagline

POWERED BY PEOPLE

Montserrat Regular
Tracking: 100

Montserrat Bold
Tracking: 100

TAGLINE

(VARIATIONS & PROPORTIONS)

The tagline must be applied using the primary colors of Rawabi's palette. The selection of the color must obey the best legibility possible.

The proportion of the tagline to the logo is half the height of the letter "R" in the wordmark.

Montserrat Bold
Tracking: 100

POWERED BY **PEOPLE**

POWERED BY **PEOPLE**

POWERED BY **PEOPLE**

The tagline must be applied using the primary colors of Rawabi's palette. The selection of the color must obey the best legibility possible.

x [**R** POWERED BY **PEOPLE**] ½x

The proportion of the tagline in relation to the logo is half the height of the letter "R" in the wordmark.

روابي القابضة
RAWABI HOLDING



Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip

GROWTH
THROUGH
EMPOWERMENT



rawabi.com X | @RAWABIHOLDING

POWERED BY PEOPLE

روابي القابضة
RAWABI HOLDING



Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip

ENERGY



rawabi.com X | @RAWABIHOLDING

POWERED BY PEOPLE

INCORRECT USES

To maintain consistency across the brand, it is imperative to use the correct and approved brandmark.

The brandmark has been designed and aligned with specific proportions to preserve a distinct visual identity. Use the brandmark solely in the specified and approved versions, avoiding any cropping, distortion, or modifications.

NEVER change the brandmark and always use the original file provided by the Corporate Communications Department at Rawabi Holding.



Do not rotate.



Do not distort.



Do not unevenly scale.



Do not alter the brandmark colors.



Do not use the primary logo in monochrome.



For the monochrome version, do not use colors other than graphite or white.



Do not alter brandmark distances.



Do not alter brandmark proportions.



Do not alter brandmark element positions.



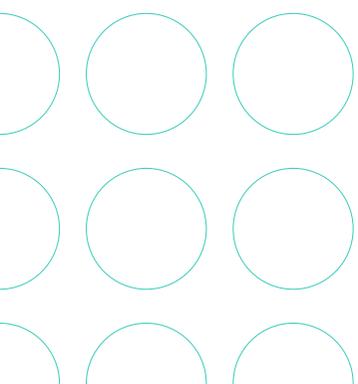
Do not place the brandmark on a visually distracting background.



Do not alter the brandmark opacity.



Do not apply shadow, glow, or any other effects on the brandmark.





TYPOGRAPHY

Typography plays a major role in Rawabi's identity, as it conveys our personality and values through our distinctive lettering style.

Our typeface is consistently applied to all documentation and communication materials.

ENGLISH PRIMARY FONT - MONTERRAT

In English, the chosen font is digital-ready and open-sourced with a modern and refined appeal. Both primary fonts (English and Arabic) were selected for the synergy between them and can work together if needed.

Opt for a light font over a bold one to maintain a sense of openness and inclusivity.

The primary font is the one used most frequently. For headlines, highlights, and large numbers, use Montserrat Light. For non-heading formats and general text, use Montserrat Regular.

Montserrat - Google font

Empower next

Empower next

Empower next

1 2 3
PEOPLE

PEOPLE

MONTERRAT LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MONTERRAT REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MONTERRAT SEMI BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MONTERRAT BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

STED IN
ORTUNITY

Rawabi Holding is moving forward into the next era by embracing new challenges and opportunities.

روابي القابضة
RAWABI HOLDING

Rawabi Holding is moving forward into the next era by embracing new challenges and opportunities.

POWERED BY PEOPLE

روابي القابضة
RAWABI HOLDING

DEVELOPING
OUR FUTURE

روابي القابضة
RAWABI HOLDING

COMMITTED
TO BETTER

Rawabi Holding is moving forward into the next era by embracing new challenges and opportunities.

روابي القابضة
RAWABI HOLDING

VISION

Create positive value across industries and communities through technical excellence, empowered people, and progressive thinking.

VALUES

HUMAN-CENTRIC
ALWAYS INNOVATING
VALUE CREATORS

روابي القابضة
RAWABI HOLDING

DEVELOPING
OUR FUTURE

روابي القابضة
RAWABI HOLDING

EMPOWER
NEXT

MISSION

Create positive value and impact across industries and communities through technical excellence, empowered people, and progressive thinking.

VISION

Create positive value and impact across industries and communities through technical excellence, empowered people, and progressive thinking.

VALUES

HUMAN-CENTRIC
ALWAYS INNOVATING
VALUE CREATORS

روابي القابضة
RAWABI HOLDING

POWERED
BY PEOPLE

Rawabi Holding is moving forward into the next era by embracing new challenges and opportunities.

روابي القابضة
RAWABI HOLDING

INVESTED
OPPORTUNITY

Rawabi Holding is moving forward into the next era by embracing new challenges and opportunities.

روابي القابضة
RAWABI HOLDING

ENERGY

Rawabi Holding is moving forward into the next era by embracing new challenges and opportunities.

روابي القابضة
RAWABI HOLDING

DEVELOPING
OUR FUTURE

Rawabi Holding is moving forward into the next era by embracing new challenges and opportunities.

روابي القابضة
RAWABI HOLDING

POWERED BY PEOPLE

Rawabi Holding is moving forward into the next era by embracing new challenges and opportunities.

روابي القابضة
RAWABI HOLDING

ENGLISH SYSTEM FONT - TAHOMA

Tahoma is our system font for all digital applications. This selection is digital-ready, complements our design fonts, and is compatible with any device or system.

Use this font when using the primary font is not feasible (e.g. e-mail signatures).

Tahoma - System font

Empower next

Empower next

123
PEOPLE

PEOPLE

TAHOMA
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

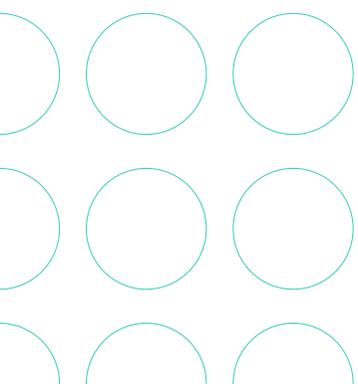
TAHOMA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ARABIC PRIMARY FONT - LAMA SANS

In Arabic, our chosen primary font, Lama Sans, is clean and easy to read. Both primary fonts (English and Arabic) have the same design characteristics and can be applied together, following the guidelines, if needed.

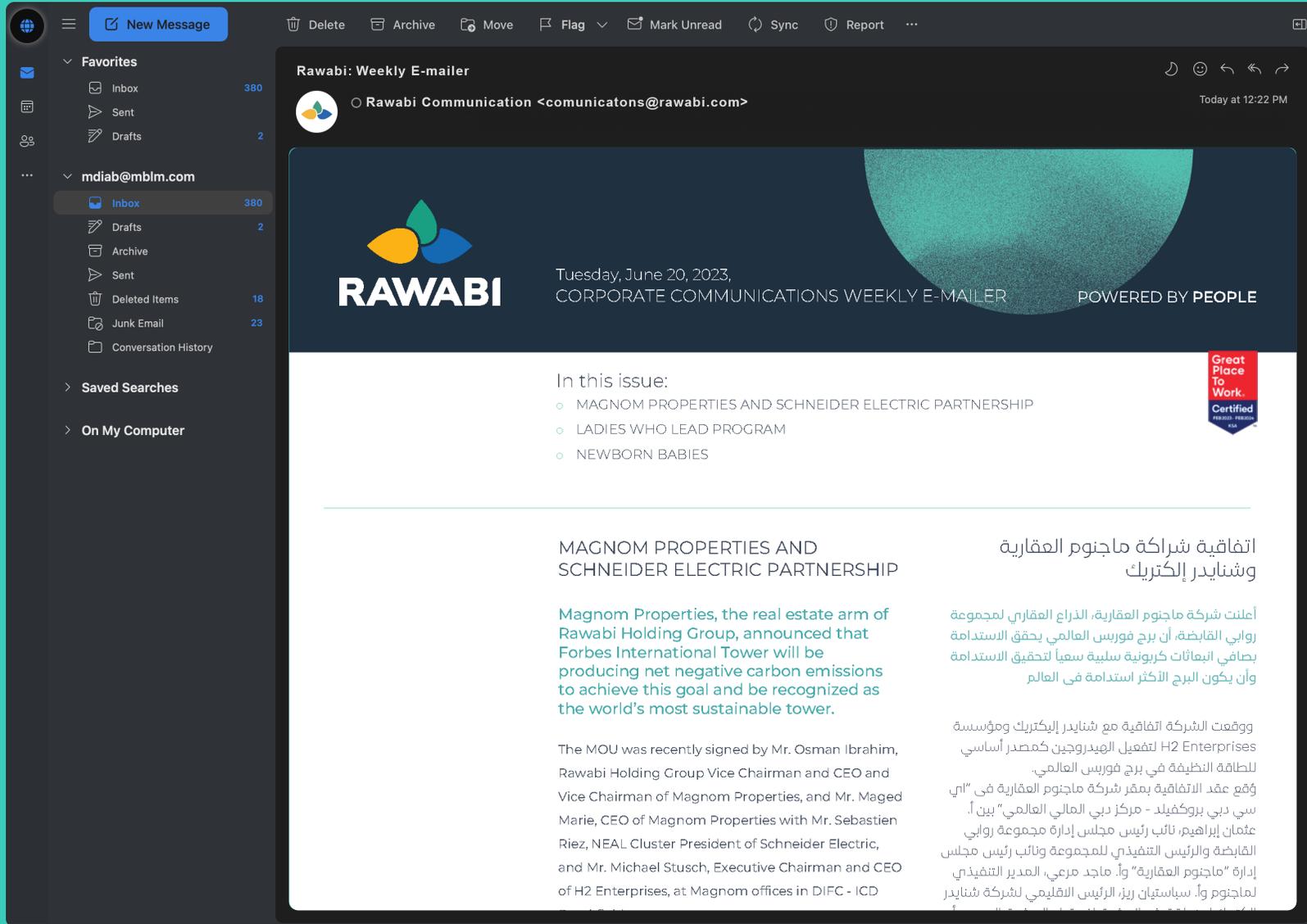
Our primary Arabic font is our most frequently used and recognized font.

The font is digital-ready and open-sourced, with a modern appeal.



Lama Sans - Baianat Type Design - open source font





ARABIC SYSTEM FONT - TAHOMA

In Arabic, Tahoma is our chosen system font. This selection is digital-ready, complements our design fonts, and is compatible with any device or system.

Use this font when using the primary font is not feasible (e.g. e-mail signatures).

Tahoma - System font

ننهض بالغد
ننهض بالغد
أشخا ص

أشخا ص

TAHOMA
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 ه و ي

TAHOMA 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 ه و ي

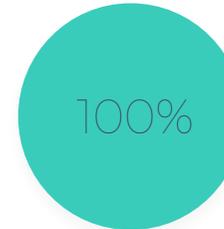
TYPOGRAPHY HIERARCHY

The hierarchy is essential to guide audiences and help them understand a message quickly and intuitively.

Following the correct typography hierarchy makes visuals better organized and easier to read on a visual, transmitting a message with objectivity and clarity.

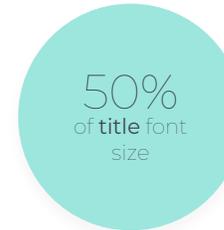
Font hierarchy proportions

العنوان
خط لاما خفيف
100%



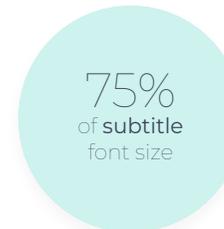
TITLE ALL CAPS
MONTSERRAT
LIGHT 100%

العنوان الفرعي خط لاما متوسط
مرحبًا بك في عالم اللغة العربية. هذا
نص تجريبي لفرض العرض فقط



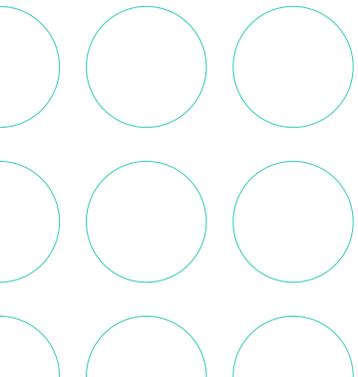
Subtitle Montserrat Medium
Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

النص الكتابي خط لاما خفيف
مرحبًا بك في عالم اللغة العربية. هذا نص تجريبي لفرض
العرض فقط. يمكن استخدامه لملء الفراغات واختبار
التنسيق والخطوط في التصميم. نتمنى لك يومًا سعيدًا!



Body copy Montserrat light
Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Nullam hendrerit mi vel augue
lacinia, eget lacinia ipsum varius.

Maecenas varius nisi at justo posuere, non
euismod leo vulputate. Vivamus ut massa
nec ligula dignissim suscipit.





COLOR PALETTE

A color palette is a coordinated set of colors that are used consistently throughout various design materials and branding elements.

The color palette for Rawabi is strategically selected to align with a brand's identity, values, and overall aesthetic. It is well-defined and enhances visual cohesion across different marketing collateral.

PRIMARY COLOR PALETTE

Our primary palette consists of 4 colors:

- Rawabi Concrete
- Rawabi Teal
- Rawabi Graphite
- White

These colors are used externally and internally across all channels and touchpoints. They are mainly used for external communication, including brand graphics, logos, typography, iconography, and data & information.

Screen

The RGB and Hexadecimal color values are identical and are provided to facilitate applications.

CMYK/Process

CMYK values have been determined by print tests on typically available stock. When using unusual materials, further print tests may be required.

Pantone

PMS values are spot colors that allow greater control of reproduction. When using unusual materials, further print tests may be required.

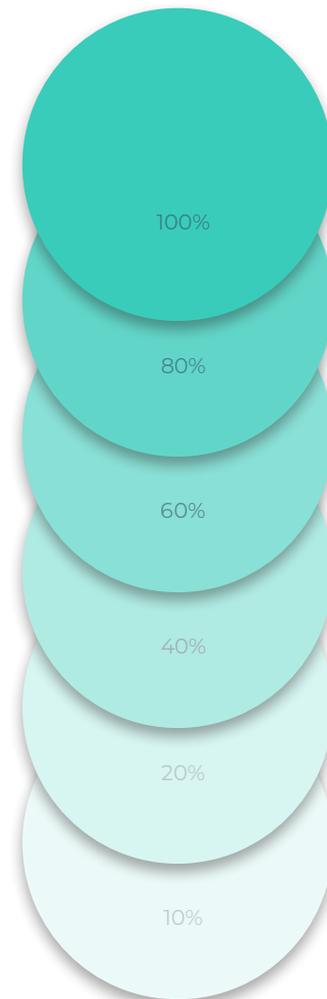
RAWABI CONCRETE

PMS 427C
 RGB 215 225 225
 HEX #d7e1e2
 CMYK C6 Y2 K10



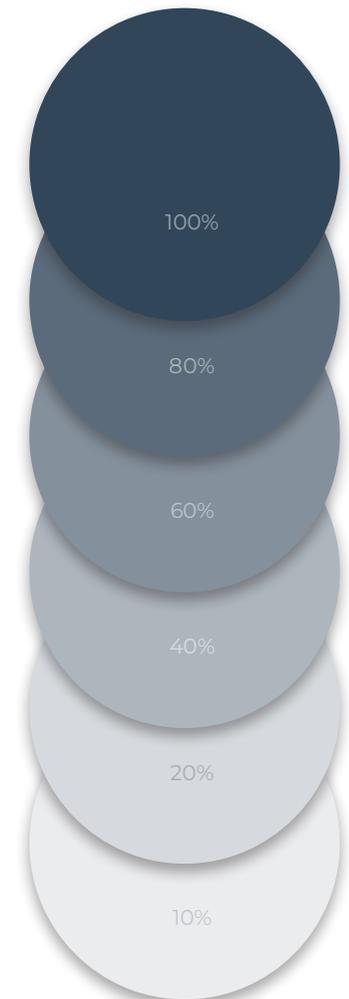
RAWABI TEAL

PMS 3265
 RGB 58 204 186
 HEX #3accba
 CMYK C70 Y43



RAWABI GRAPHITE

PMS 7546C
 RGB 60-70-90
 HEX #3c465a
 CMYK C45 M20 K75



SECONDARY COLOR PALETTE

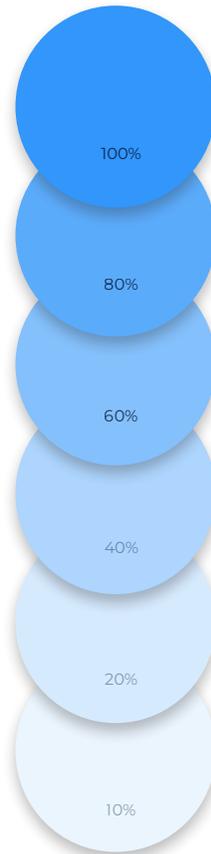
Our secondary palette comprises 4 colors:

- Rawabi Sky Blue
- Rawabi Royal Blue
- Rawabi Leaf Green
- Rawabi Warm Yellow

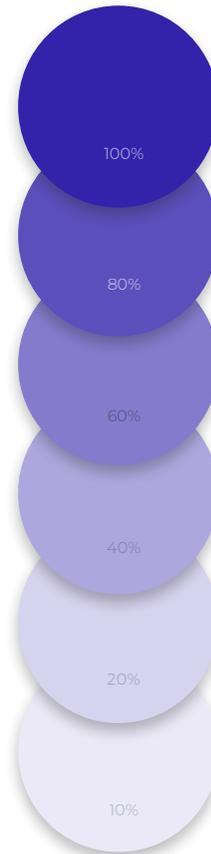
These colors bring vibrancy and energy to our materials. They can be used to highlight information, in charts, icons, etc.

Avoid combining more than two secondary colors. You can combine them with primary colors as an accent color for small elements, graphics, icons, or keywords.

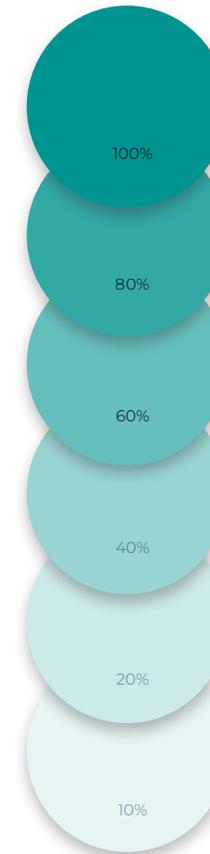
SKY BLUE
PMS 299C
RGB 50 150 250
HEX #3296fa
CMYK C80 M15



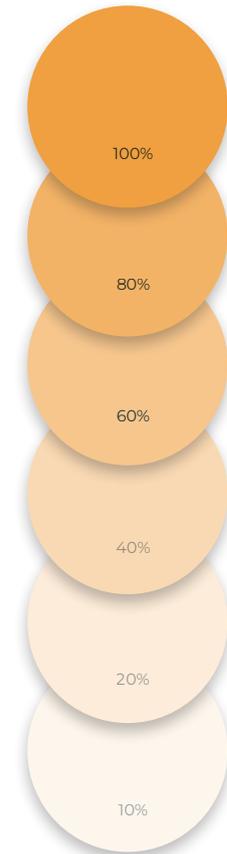
ROYAL BLUE
PMS 2736C
RGB 50 35 170
HEX #3223aa
CMYK C100 M90



LEAF GREEN
PMS 7716C
RGB 0 148 144
HEX #009490
CMYK C90 Y40 K20



WARM YELLOW
PMS 144C
RGB 240 160 0
HEX #f0a040
CMYK C5 M40 Y100



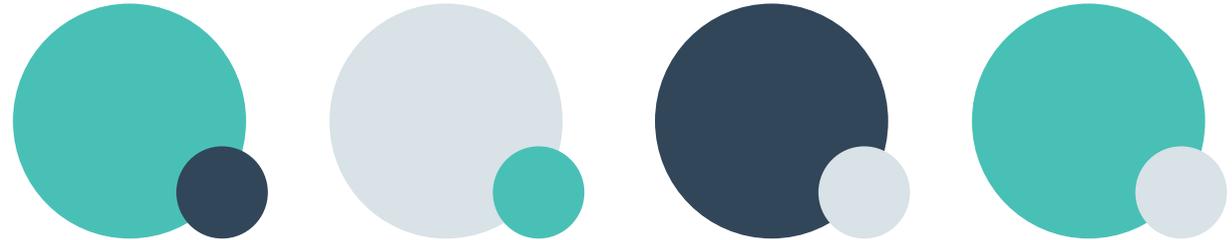
COLOR COMBINATIONS

When combining the colors from Rawabi's color palettes, the primary colors are the preferential choice. To use them together, select a main color and use the other as an accent. Never use two primary colors with the same proportion in the materials and always ensure the maximum legibility.

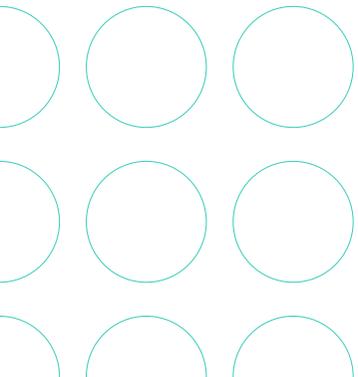
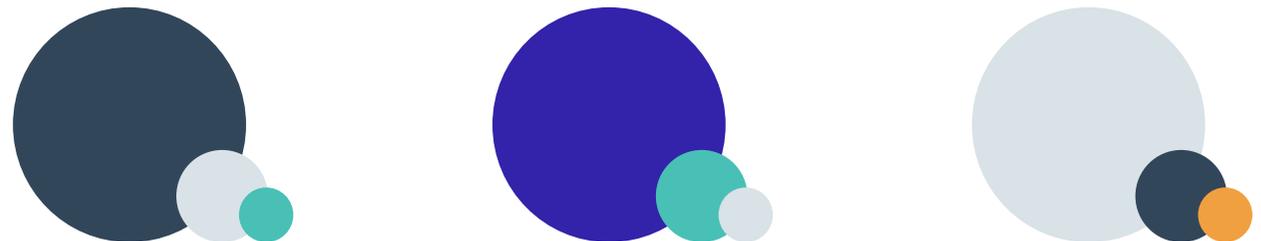
Avoid combining more than two secondary colors. A primary color should be combined with a maximum of one secondary color for utmost legibility.

You can combine secondary with primary colors as an accent color for small elements, graphics, icons, or keywords.

Two color combination



Three color combination



EMPOWER
NEXT



RAWABI

INNOVATION



RAWABI

RAWABI

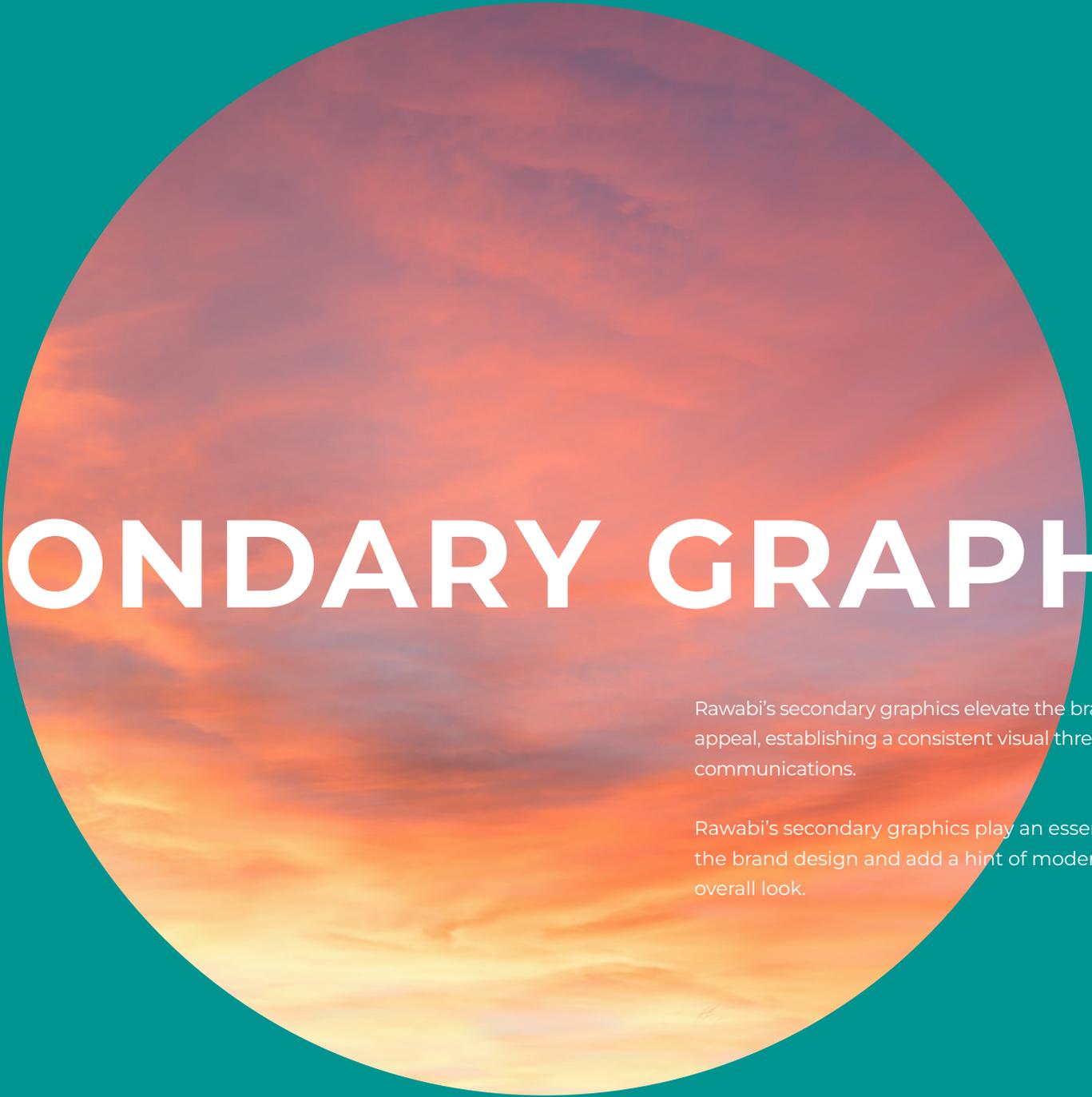
rawabi.com

EMPOWERMENT



RAWABI

RAWABI



SECONDARY GRAPHICS

Rawabi's secondary graphics elevate the brand's visual appeal, establishing a consistent visual thread across all communications.

Rawabi's secondary graphics play an essential part in the brand design and add a hint of modernity to the overall look.

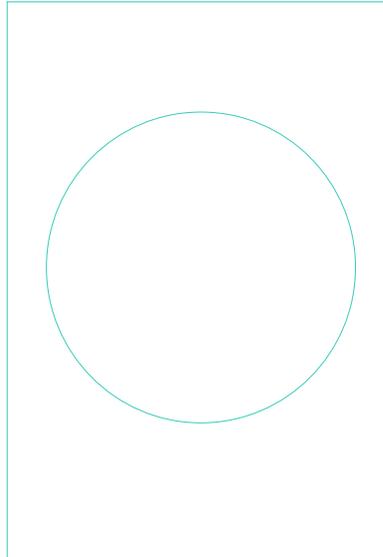
SECONDARY GRAPHICS

The states of matter are secondary graphics and add a visual element to the creative design. It can be present through every communication piece like a visual constant.

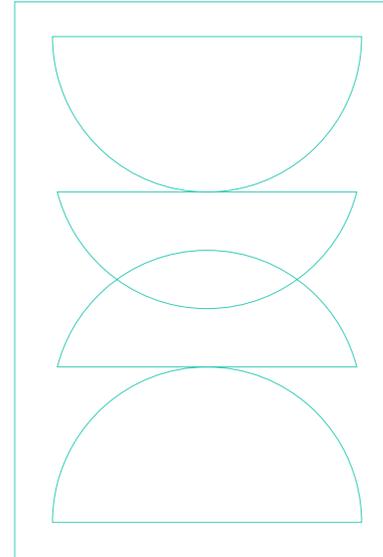
The use of secondary graphics is not mandatory. Other brand elements may be enough to portray Rawabi's visual identity in a distinct manner.

Use secondary graphics only when there is a solid reason, such as elevating the look and feel of brand materials.

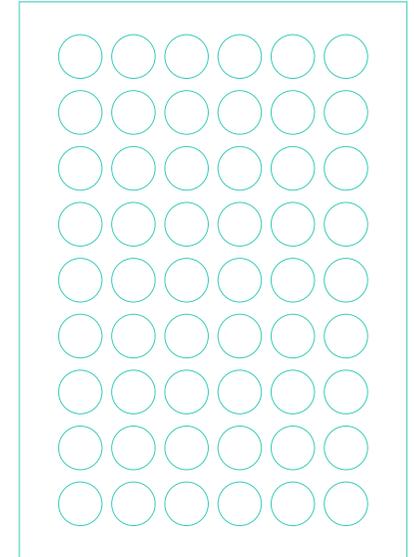
States of matter



GAS

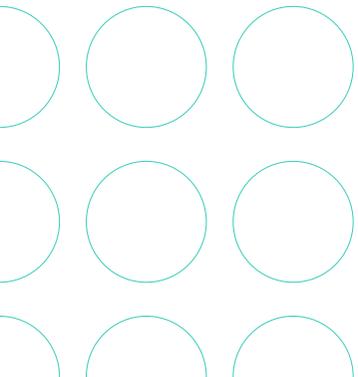


LIQUID



SOLID

Textures

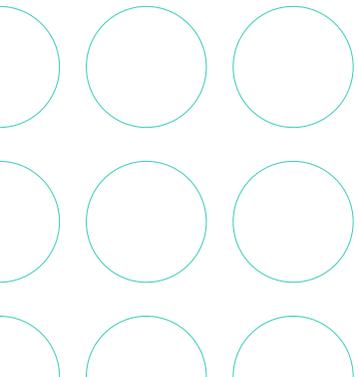
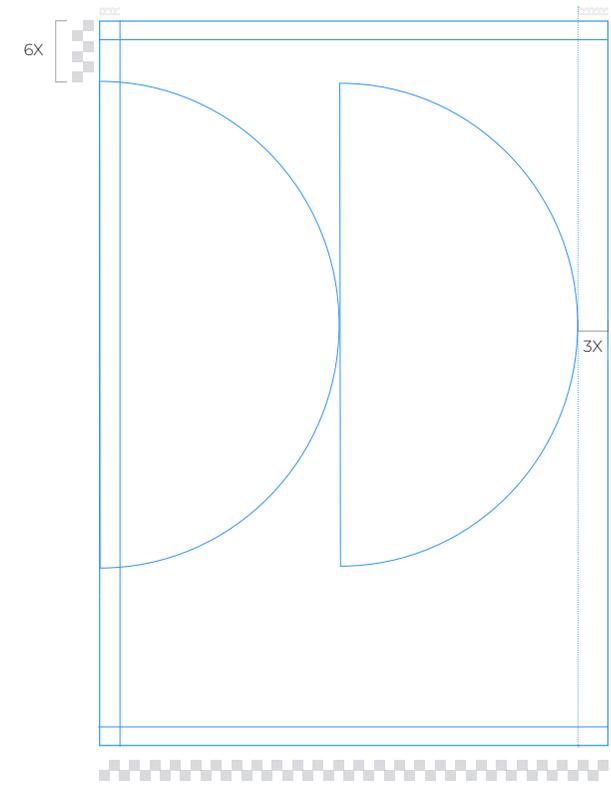
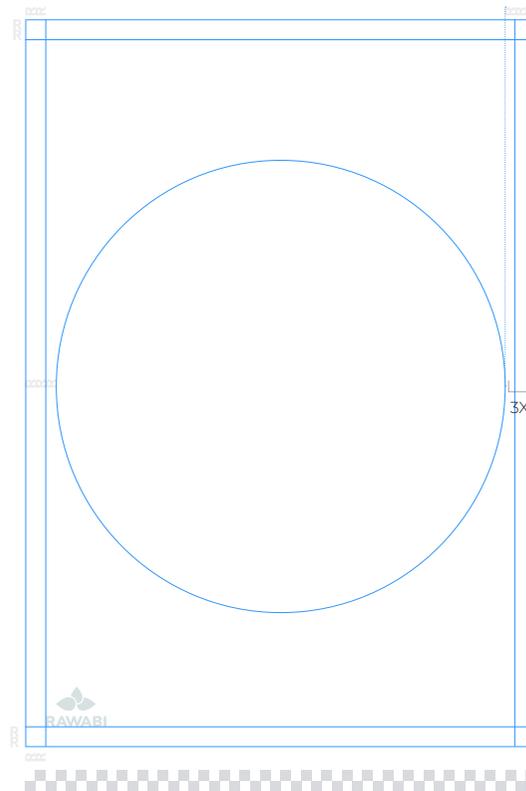


PROPORTIONS

For the correct proportion and placement of the graphics, we divide the height of the layout space with the specifications mentioned below:

- X value is the height of the letter R in the Rawabi wordmark. It can also be obtained by dividing the width of the artboard into 50 parts.
- The minimum weight of the line is 0.5pt.
- Any of these graphic elements can be filled with an image, color, or approved-style texture.
- Use only primary colors for lines.

Always follow these specifications.

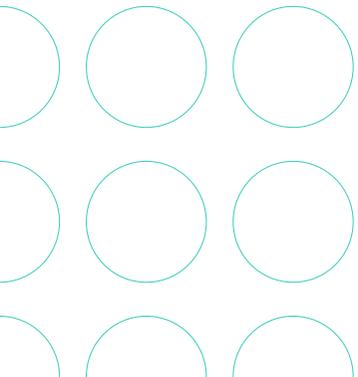
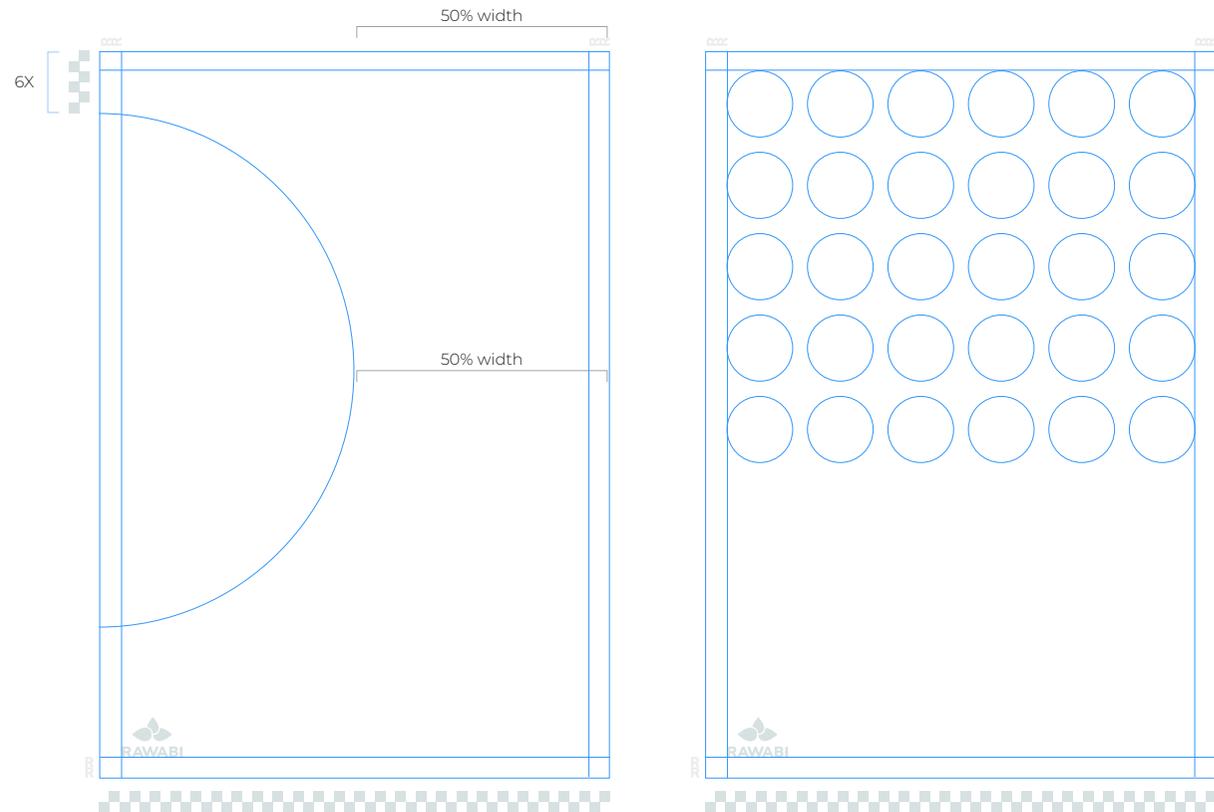


PROPORTIONS

For the correct proportion and placement of the graphics, we divide the height of the layout space with the specifications mentioned below:

- X value is the height of the letter R in the Rawabi wordmark. It can also be obtained by dividing the width of the artboard into 50 parts.
- The minimum thickness of the line is 0.5pt
- Any of these graphic elements can be filled with an image, color or approved-style texture.
- Use only primary colors for lines.

Always follow these specifications.



HOW TO APPLY

The secondary graphics can be applied in a variety of combinations to create a dynamic, energetic, and modern brand expression.

The graphics can be used as a container for imagery, textures, or colors. They can also be applied as an outline to highlight a particular element of an image.

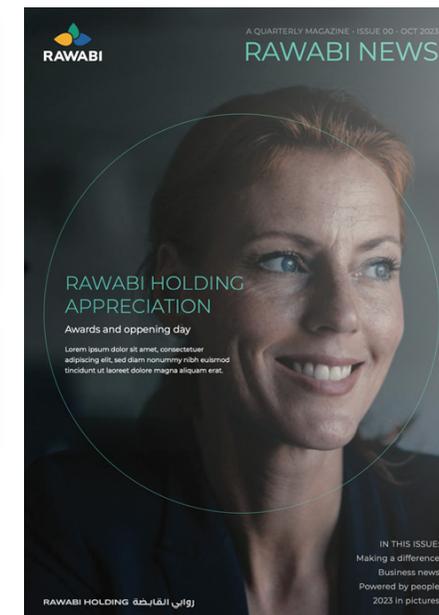
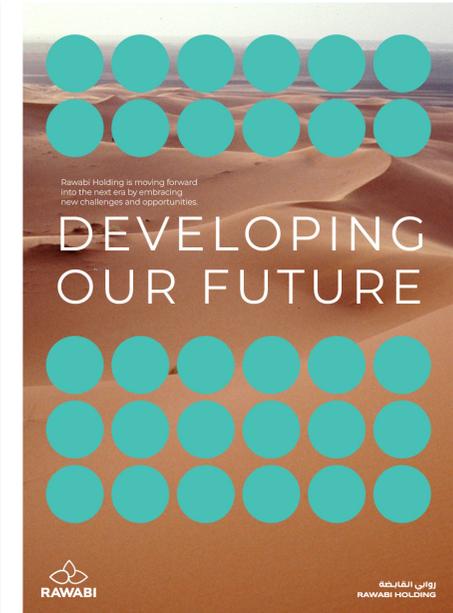
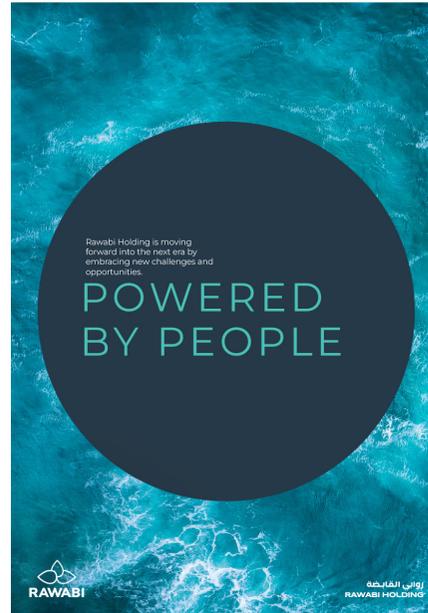
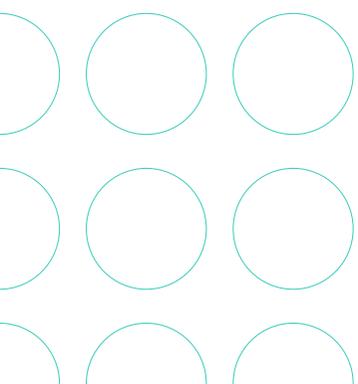
The usage of the graphics must be carefully defined. They must obey the purpose of the material:

- Protect an area for important information
- Highlight a visual
- Visually translate a headline, etc.

The secondary graphics can contain, overlap, or interact with the copy to create movement and depth. The criteria to define the combination between the copy and the secondary graphics is legibility.

Use the right-aligned text as the primary option if the copy is written in Arabic.

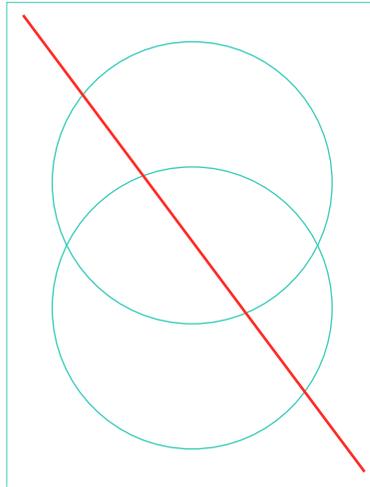
It's important to keep in mind that the use of secondary graphics is not mandatory. Other brand elements (fonts, colors, imagery, and iconography) can keep the brand identity consistent.



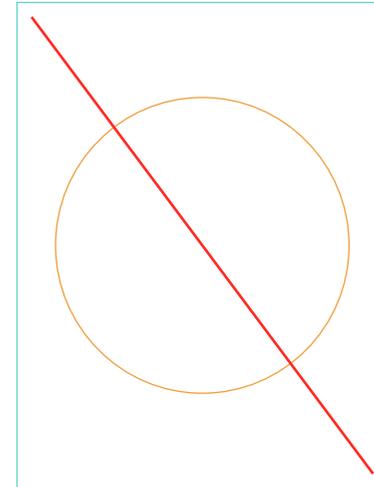
INCORRECT USES

To maintain consistency across the brand, it is imperative to use the secondary graphics correctly.

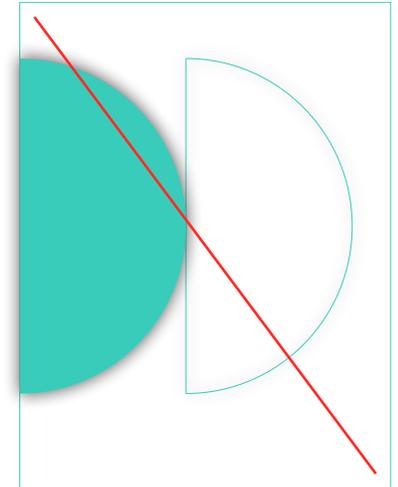
The secondary graphics have been designed and aligned with specific proportions to preserve a distinct visual identity.



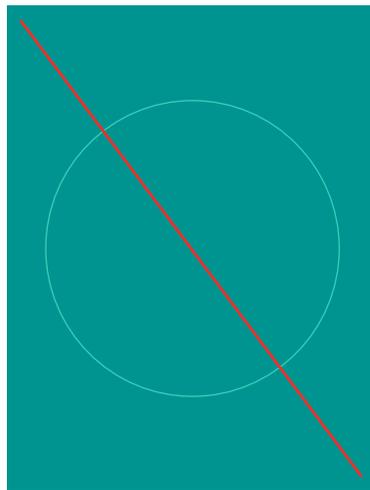
Do not intersect full circles.



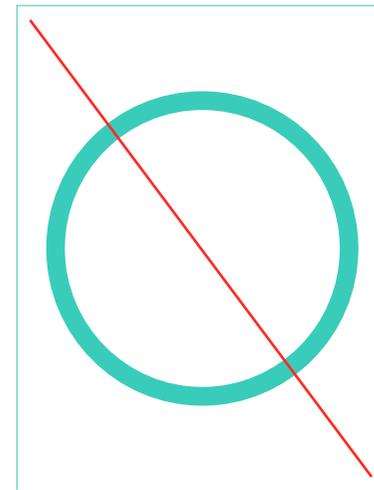
Do not use secondary colors for lines. Use primary colors only.



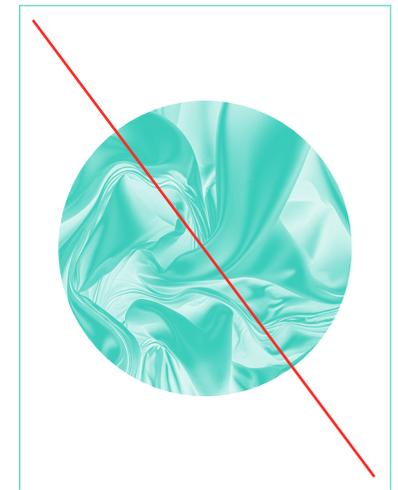
Do not use shadow or glow effects.



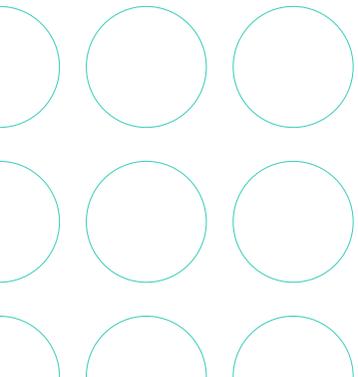
Make sure of legibility.



Do not use thick lines.



Do not use meaningless textures. Textures must show one of the matter states.






RAWABI, A GLOBAL COMPANY POWERED BY PEOPLE

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip.

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RAWABI HOLDING روابي القابضة rawabi.com POWERED BY PEOPLE




ENERGY

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip.

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RAWABI HOLDING روابي القابضة rawabi.com POWERED BY PEOPLE




IGNITING SUCCESS BOLDLY

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RAWABI HOLDING روابي القابضة rawabi.com POWERED BY PEOPLE




SHAPING A SUSTAINABLE FUTURE

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RAWABI HOLDING روابي القابضة rawabi.com | @RAWABIHOLDING POWERED BY PEOPLE




SHAPING A SUSTAINABLE FUTURE

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip.

RAWABI HOLDING روابي القابضة rawabi.com | @RAWABIHOLDING POWERED BY PEOPLE

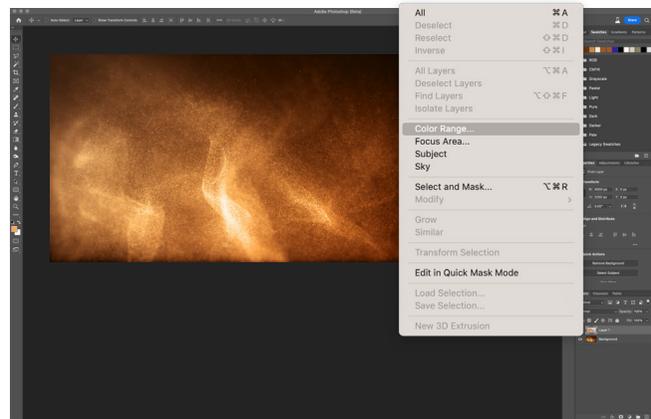
HOW TO CREATE RAWABI TEXTURES

Rawabi textures are inspired by states of matter (solid, gas, liquid) and energy. They are an important element of our identity.

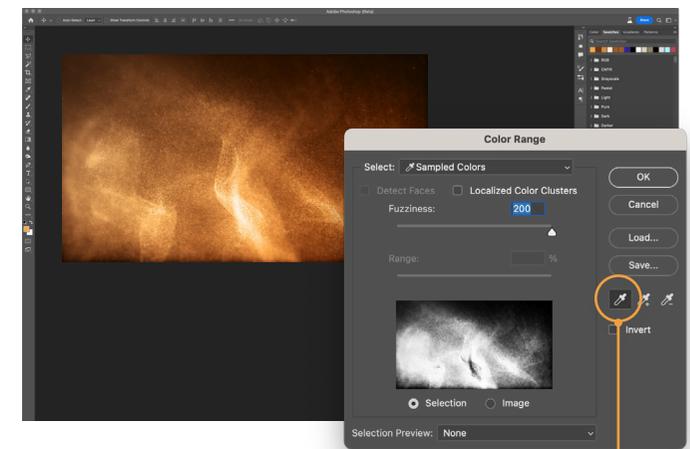
To create the textures, please follow the steps on this page to obtain the correct look of the textures, keeping them consistent and aligned with the Rawabi brand expression.

To use the textures with Pantone colors, generate a greyscale PSD file and apply the Pantone in Adobe Illustrator.

1. Open the image and go to Select > Color Range

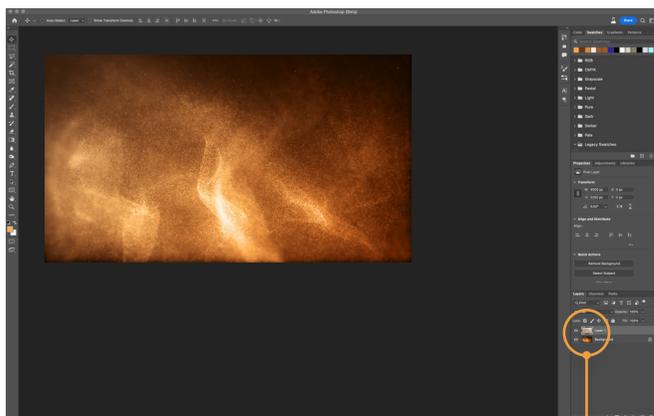


2. The dialog box will appear



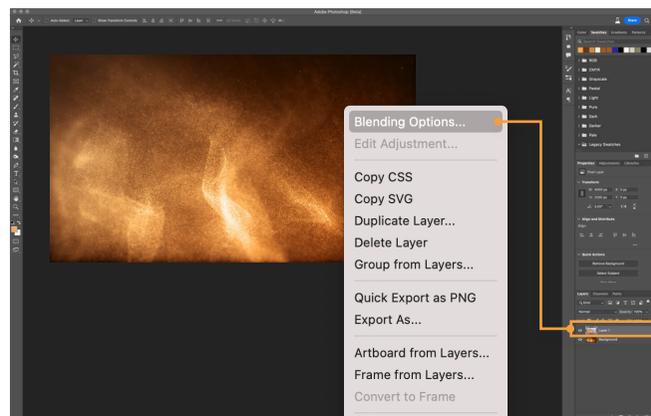
Use the eyedrop to select the areas of the image you want to create the texture. If the texture is applied in Pantone, it must be as dark as possible.

3. Create a new layer

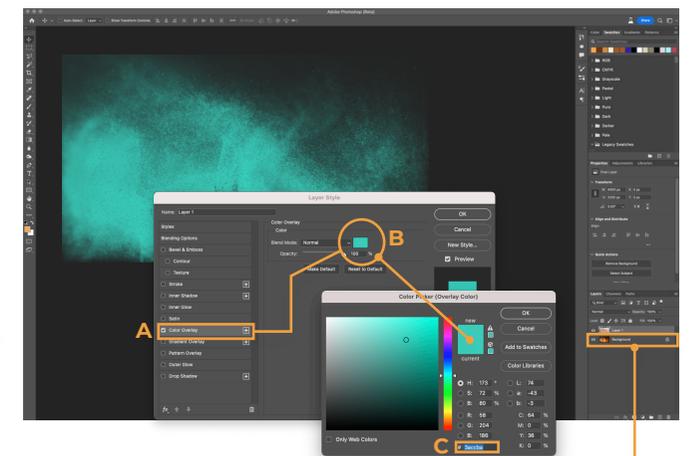


Copy and paste the selection into a new layer.

4. Right-click the layer and go to 'Blending Options'



5. Select the 'Color Overlay' option (A)



Click on the color box (B) enter one of Rawabi's color codes (C) and click OK.

6. Hide the bottom layer and save the file as a PNG.



ICONOGRAPHY

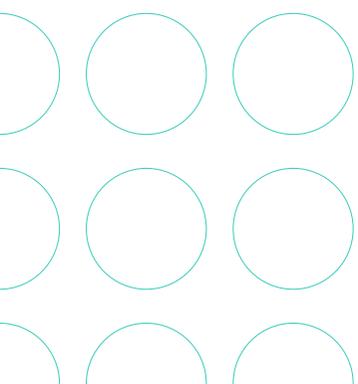
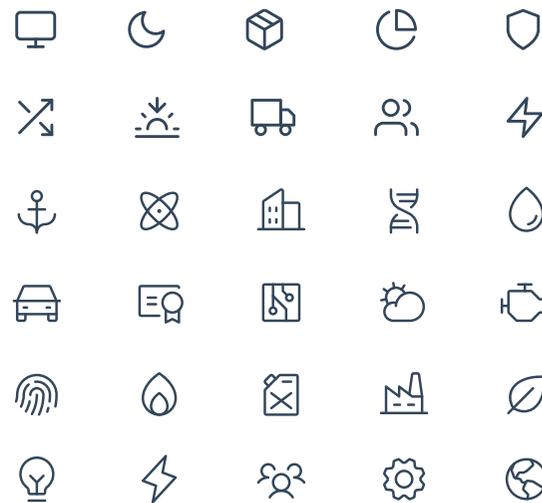
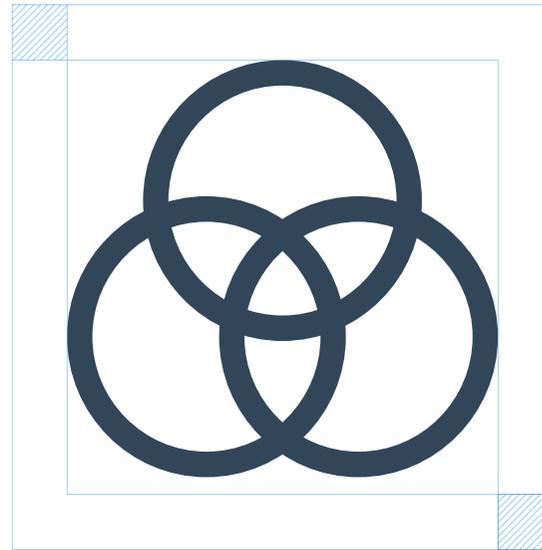
The Rawabi Holding icon set enhances communication visually and follows the guidelines for stroke and color to maintain legibility and contrast.

ICONOGRAPHY

The Rawabi icon set was designed to add a visual component to communication, making it easier and more comprehensible.

The icons must be applied to observe the minimum stroke of 0.5 pt and be proportional to the information.

The icon set can be used in any of the colors from the color palette, preserving the legibility and contrast with the background.

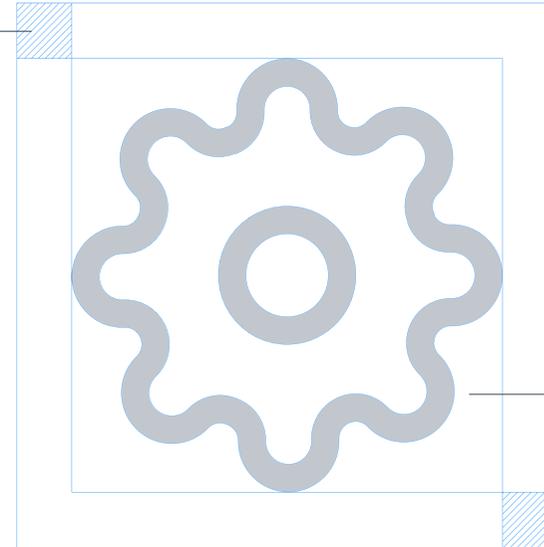


LINE WEIGHT & COLORS

The minimum clear space for icons is **DOUBLE** the thickness of the icon line.

The minimum line weight is 1mm/4px.

The minimum clear space for icons is **DOUBLE** the thickness of the icon line



The minimum line thickness is 1mm / 4px



The icons can be used inside a container and with primary or secondary colors. Do not use different colors in the same visual space. Make sure that the color has enough contrast to be perfectly visualized.

They can be applied as well without the container in one single color. Make sure that the color has enough contrast to be perfectly visualized.



IMAGERY

Imagery is a vital component of Rawabi's identity. Thoughtfully chosen visuals effectively convey our brand's essence, creating a positive resonance with our audience.

CATEGORIES

We use images that represent our brand in a positive and dynamic light. We show partnership and trust and only use images that determine how we wish to be perceived. The styling of people in our images will trigger various signals to audiences. Therefore, we pay attention to the type of clothing a person is wearing, facial expressions, and body language. When using images, ensure they align with our brand personality and complement our brand colors. To portray our wide range of activities, we have created different categories for our images:

People: General people showcased in offices, plants, or construction sites, portrayed with a positive look, and hopeful and energetic expression.

People in action: People will be included in two different settings. The first is an office environment, and the second is a heavy-duty work setting that requires physical effort. The difference between these two types of images will be in the mood, action, and people's attitudes.

Our sites/environments: It will focus on the view of our premises and operations.

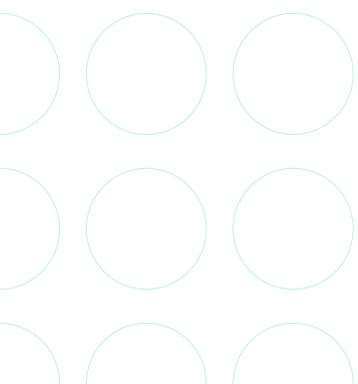
PEOPLE



PEOPLE IN ACTION



ENVIRONMENTS



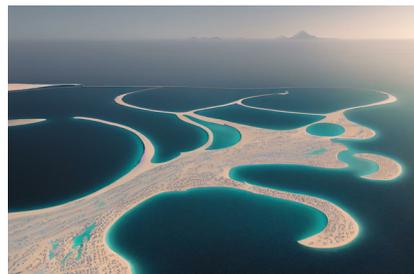
CATEGORIES

Macro view: The macro design is set to portray the bigger picture or a clear size of the corporation and its forward-thinking business goals.

Micro details: Use the Super Zoom feature to capture engaging textures that accentuate the essence of the subject you aim to depict.

Textures: Related to the states of matter that we work with - solid, liquid, gas - and energy.

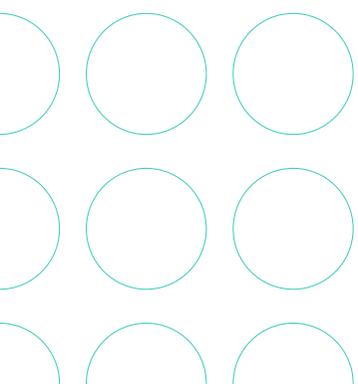
MACRO



MICRO



TEXTURES



TREATMENT

When selecting or shooting images for Rawabi, it is important to consider the overall look and ensure they align with our categories and brand personality.

The images we use involve people from offices and sites, who are the focus of the image and have minimal background noise.

The environment should reflect our company in action and with background colors that are desaturated/cold. Vibrant, saturated colors should be avoided.



50% of free area
(minimum)

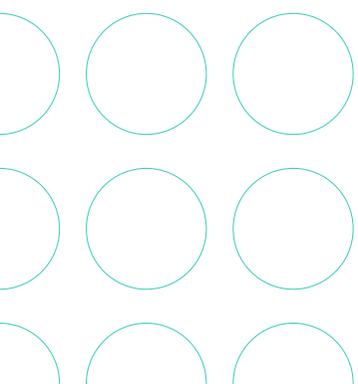
50% of focus area
(maximum)

- Background colors:
- . Desaturated
 - . Avoid vibrant colors
 - . Logo non-legible colors

- Background environment
- . Corporate
 - . Nature
 - . Industrial

Avoid noisy, crowded, vibrant, or in-focus background

Focus on people/
expression/movement



FRAMING

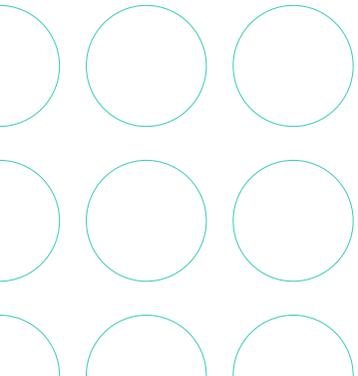
When selecting an image, consider the framing of the image and how it will sit and be incorporated into Rawabi's branding.

The suggested final image format is 16:9 and should be configured according to where the image will appear.

Whether a website header or a digital banner, the image should be surrounded by a clean area.



Recommended image format is 16:9



PEOPLE

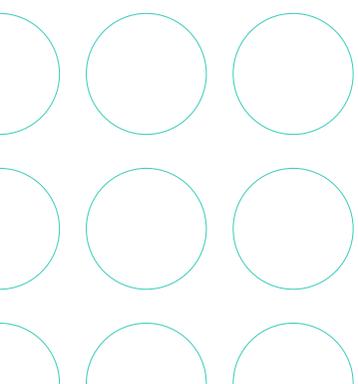
When choosing an image or conducting a photo shoot, it is important to focus on the person's expression and ensure they are acting naturally and not posed. If displaying more than one person, focus on portraying partnership and trust, ensure the image is not posed, and the people look natural. Use an equal mix of men, women, and different nationalities, to ensure the people are wearing suits and traditional clothes.

Natural light is preferred for people's images. In the composition, the subject shouldn't occupy more than 50% of the frame and must be positioned to the side, leaving enough free space on the side.

People in action: People will be included in two different settings. The first is an office environment, and the second is a heavy-duty work setting that requires mainly physical effort. The difference between these two types of images will be in the mood, action, and people's attitudes.

Our sites/environments: It will focus on the view of our premises and operations.

Remember, Rawabi is a globally diverse company powered by its people.



1 person:

- Natural pose and facial expression
- Desaturated colors



Group of people:

- Natural pose and facial expression
- Desaturated colors



2 people:

- Natural pose and facial expression
- Desaturated colors



Profile:

- Blurred background
- Desaturated clothes color
- Subtle smile
- Placed to the side of the composition

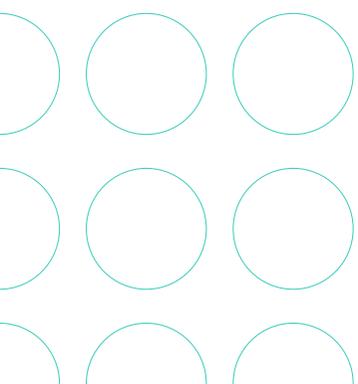
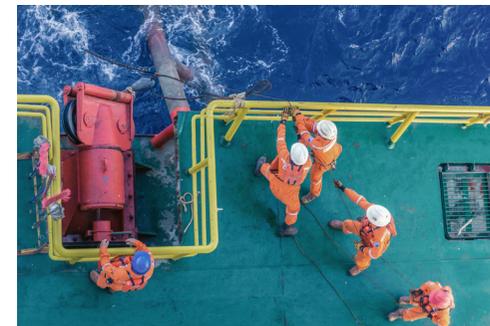
SCENES

Photographic excellence in lighting, composition, and resolution reflects Rawabi's core remit as a leading business entity in Saudi Arabia.

We must portray our scale, size, and reach. We are a confident company, and that should be reflected in our photography.

For our environments, the images must have:

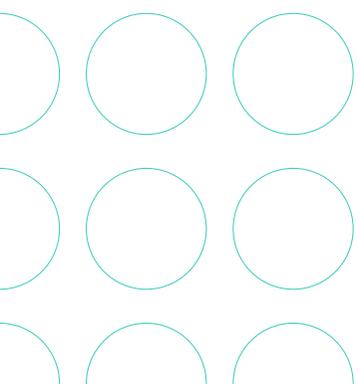
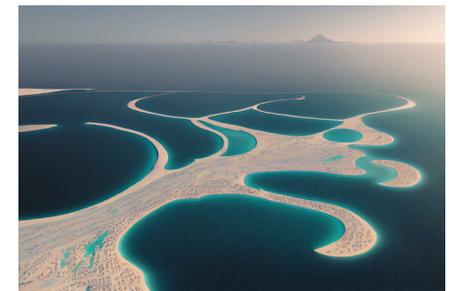
- Natural light and contrast
- Natural saturation
- Light depth of field
- Shoot natural situations and environments
- Interesting angles



STOCK IMAGES

When stock assets are necessary, please pay attention to some key points of the Rawabi imagery:

- Follow our image guidance described in the previous pages.
- Choose images that help us tell a story.
- Formats should be one of the following: high-resolution JPG, TIFF, or RAW files.
- For digital media, PNG files are acceptable.
- When downloading an image from a stock library, do not rename it, as it makes it difficult to track.
- Always obtain the required image rights.



INCORRECT USES

We maintain simplicity and sophistication when selecting images, and we always avoid certain elements such as busy backgrounds, saturated objects, colors that can reduce the logo legibility, etc.

When selecting images, remember to keep it simple and avoid overcrowded or messy images with a lot going on in the background.

Also, avoid posed or fake-looking images that don't accurately or clearly represent our business.



Avoid fake poses/smiles



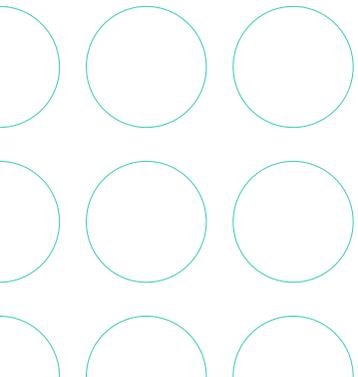
Avoid noisy backgrounds



Avoid images with poor lighting



Avoid images with the wrong atmosphere



STATIONERY

Through meticulously crafted stationery, Rawabi Holding will come to life, showcasing its essence in a tangible form.

Maintaining visual consistency across stationery reinforces a cohesive brand image, leaving a lasting impression on recipients.



rawabi.com

Amin Nasser
CEO

Saudi Aramco
P.O. Box 5000, Dhahran, 31311
Kingdom of Saudi Arabia

Renewable Energy Solutions: We specialize in harnessing the power of renewable resources such as solar, wind, hydro, and geothermal energy. Our customized solutions ensure efficient energy generation while minimizing the impact.

Energy Efficiency Consulting: Our experienced professionals provide tailored energy audits, efficiency assessments, and recommendations to optimize energy usage in commercial, industrial, and residential settings. By identifying areas of improvement, we help our clients reduce costs and increase energy productivity.

Smart Grid Technologies: We leverage advanced smart grid technologies to create intelligent energy distribution networks that enhance reliability, manage peak demand, and enable seamless integration of renewable energy sources. **Energy Storage Solutions:** With a focus on grid-scale and decentralized storage systems, we offer innovative solutions that enable efficient storage and utilization of excess renewable energy, ensuring a steady power supply during peak demand periods.

Electric Vehicle Infrastructure: As electric vehicles become increasingly popular, we provide end-to-end solutions for the design, installation, and maintenance of charging infrastructure. Our goal is to support the widespread adoption of electric vehicles and facilitate the transition to sustainable transportation.

At [Company Name], we pride ourselves on our commitment to quality, reliability, and exceptional customer service. By collaborating closely with our clients, we develop customized energy solutions that align with their unique needs and sustainability goals.

We invite you to explore our website at [Website] to learn more about our services, projects, and success stories. Feel free to reach out to our dedicated team at [Phone Number] or [Email Address] for any inquiries or to schedule a consultation.

Thank you for your time, and we look forward to the opportunity to collaborate with you in building a greener and more sustainable future.



Osman Ibrahim
Vice Chairman & CEO

روابي القابضة
RAWABI HOLDING

86FB+CQ3, Prince Turkey Street
Alkurmah, Al Khobar 34412
Kingdom of Saudi Arabia



روابي للطاقة
RAWABI ENERGY

Amin Nasser
CEO

Saudi Aramco
P.O. Box 5000, Dhahran, 31311
Kingdom of Saudi Arabia

Renewable Energy Solutions: We specialize in harnessing the power of renewable resources such as solar, wind, hydro, and geothermal energy. Our customized solutions ensure efficient energy generation while minimizing the impact.

Energy Efficiency Consulting: Our experienced professionals provide tailored energy audits, efficiency assessments, and recommendations to optimize energy usage in commercial, industrial, and residential settings. By identifying areas of improvement, we help our clients reduce costs and increase energy productivity.

Smart Grid Technologies: We leverage advanced smart grid technologies to create intelligent energy distribution networks that enhance reliability, manage peak demand, and enable seamless integration of renewable energy sources. **Energy Storage Solutions:** With a focus on grid-scale and decentralized storage systems, we offer innovative solutions that enable efficient storage and utilization of excess renewable energy, ensuring a steady power supply during peak demand periods.

Electric Vehicle Infrastructure: As electric vehicles become increasingly popular, we provide end-to-end solutions for the design, installation, and maintenance of charging infrastructure. Our goal is to support the widespread adoption of electric vehicles and facilitate the transition to sustainable transportation.

At [Company Name], we pride ourselves on our commitment to quality, reliability, and exceptional customer service. By collaborating closely with our clients, we develop customized energy solutions that align with their unique needs and sustainability goals.

We invite you to explore our website at [Website] to learn more about our services, projects, and success stories. Feel free to reach out to our dedicated team at [Phone Number] or [Email Address] for any inquiries or to schedule a consultation.

Thank you for your time, and we look forward to the opportunity to collaborate with you in building a greener and more sustainable future.



Osman Ibrahim
Vice Chairman & CEO

rawabi.com/energy

86FB+CQ3, Prince Turkey Street
Alkurmah, Al Khobar 34412
Kingdom of Saudi Arabia

BUSINESS CARDS

These business cards are specifically designed to clearly represent the key details of the company representative.

The name and surname of the cardholder are written in both English and Arabic.

Specifications:

- Size: 9 x 5 cm
- Colors: 4 x 4
- Paper: Arjo Wiggins Conqueror Cx22
Diamond White 350 GSM

NEVER change the template and always use the original file provided by the Corporate Communications Department at Rawabi Holding.

INSTITUTIONAL



COMMERCIAL





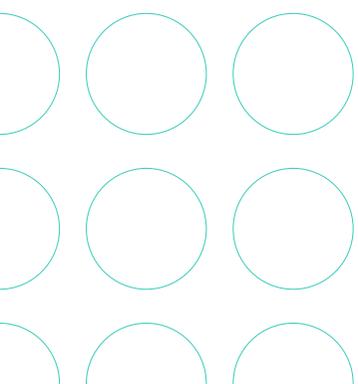
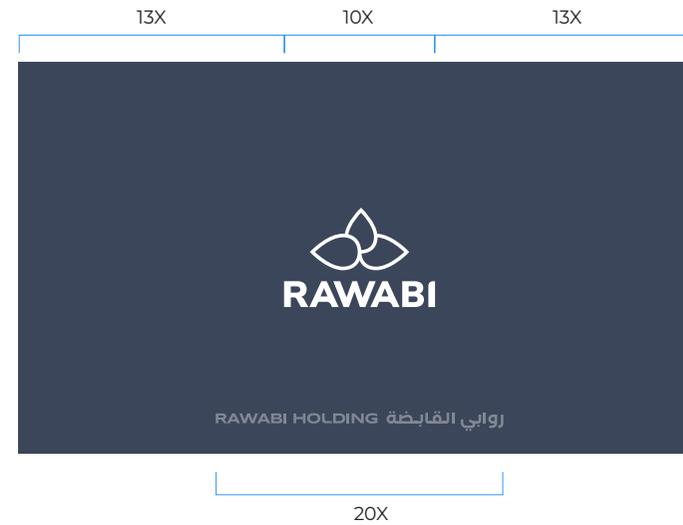
COMPLIMENT SLIPS (EN/AR)

The compliment slips use a minimalistic design, showcasing Rawabi's logo and descriptor on one side and the message on the other.

Specifications:

- Size: 20 x 11 cm
- Colors: 4 x 2
- Paper: Arjo Wiggins Conqueror Cx22
Diamond White 350 GSM

NEVER change the template and always use the original file provided by the Corporate Communications Department at Rawabi Holding.



مع خالص التحيات
WITH COMPLIMENTS

RAWABI HOLDING روابي القابضة

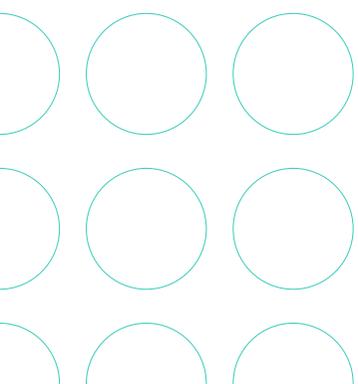
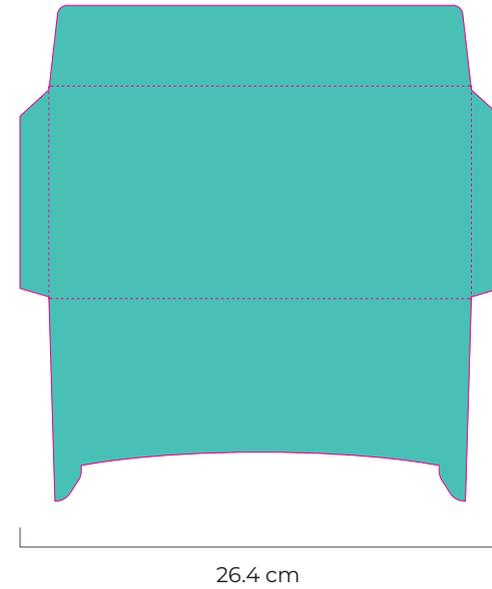
ENVELOPES DL

The Rawabi envelopes are designed in a way that showcases the company details (on the bottom right), the name (bottom left), and the logo (top left).

Specifications DL:

- Colors: 2 x 1
- Paper: Arjo Wiggins Conqueror Cx22 Diamond White 120 GSM

NEVER change the template and always use the original file provided by the Corporate Communications Department at Rawabi Holding.



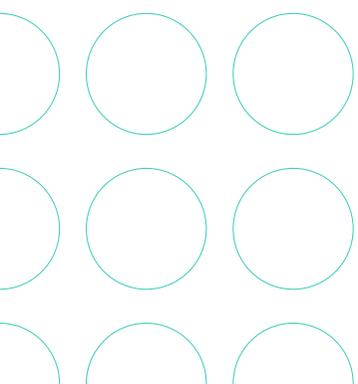
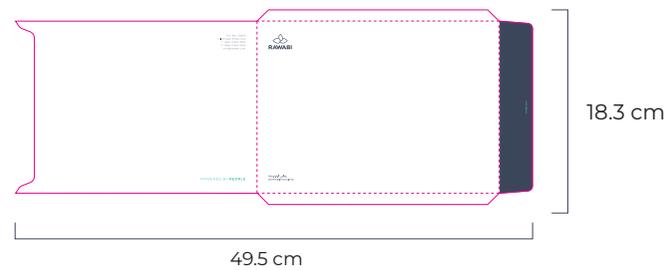
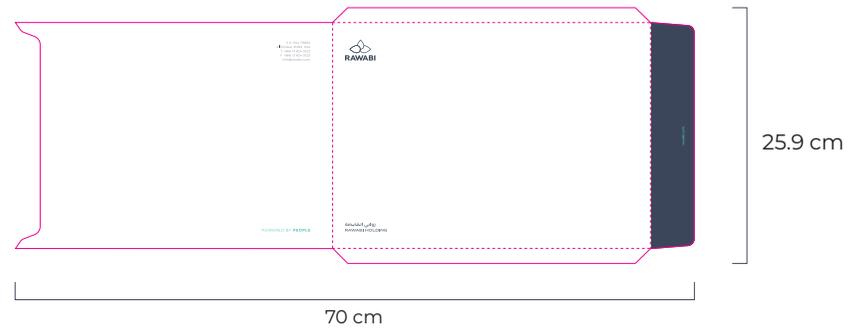
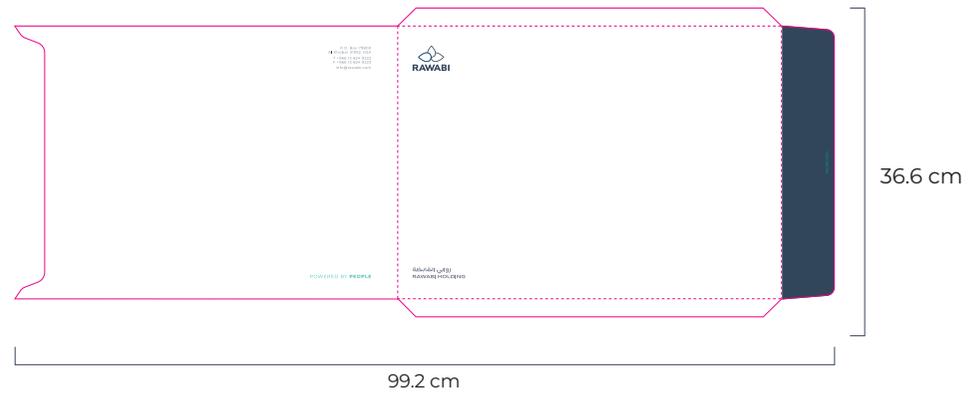
ENVELOPES

Specifications C3/C4/C5:

- Colors: 2 x 1
- Paper: Arjo Wiggins Conqueror Cx22 Diamond White 120 GSM

NEVER change the template and always use the original file provided by the Corporate Communications Department at Rawabi Holding.

ENVELOPES - C5 / C4 / C3 - LANDSCAPE



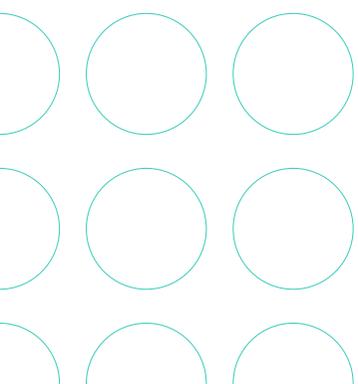
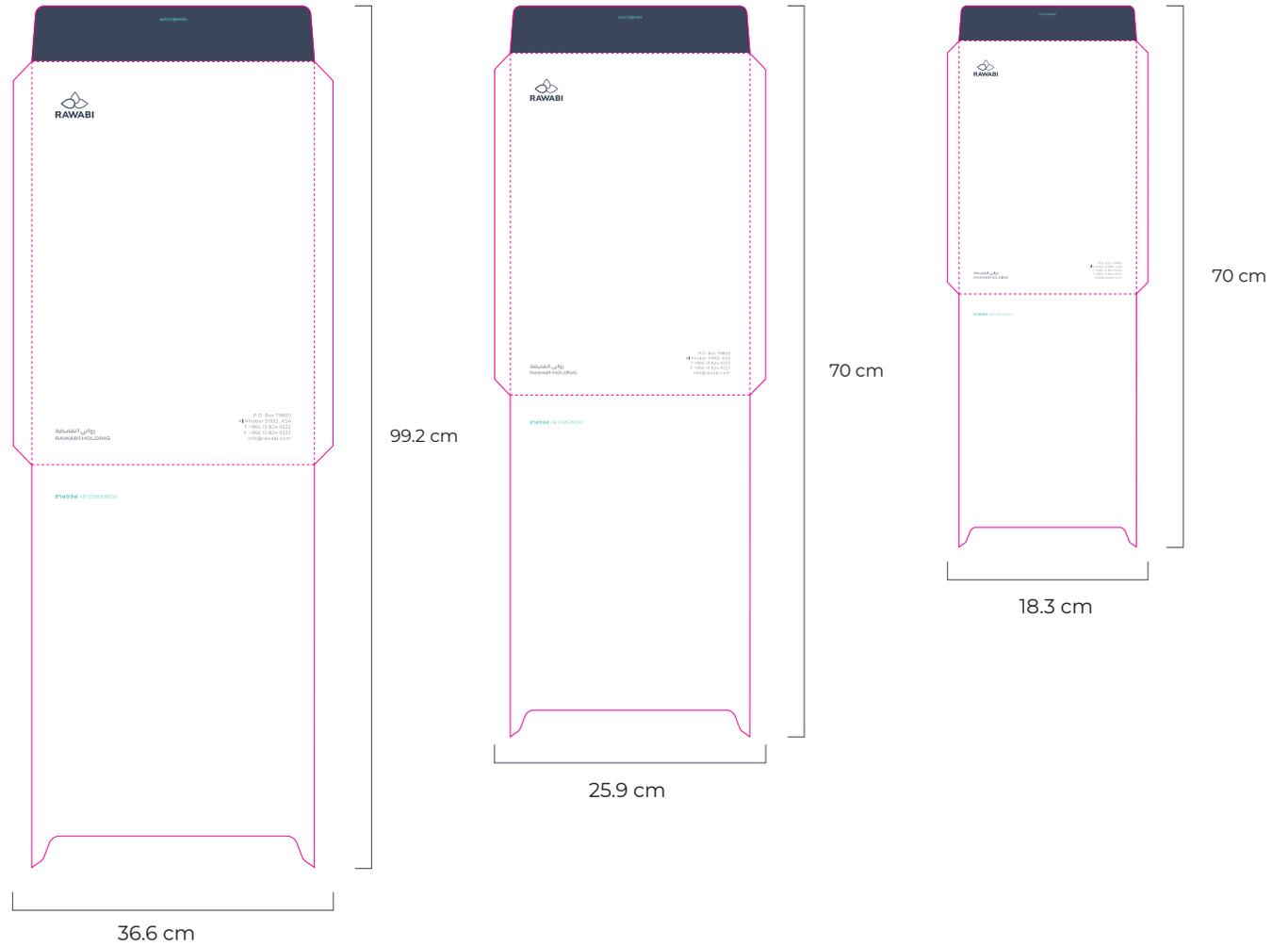
ENVELOPES

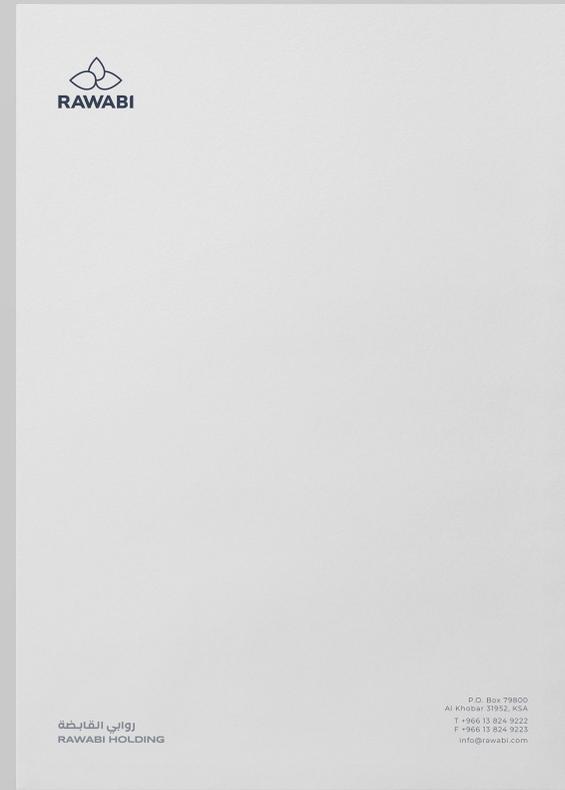
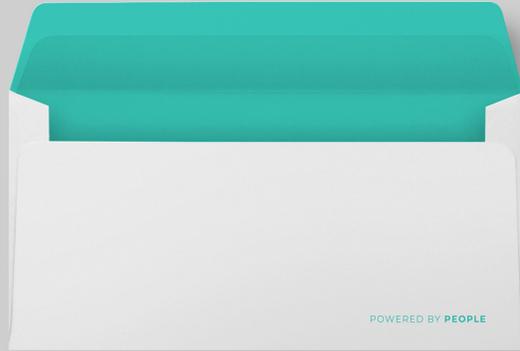
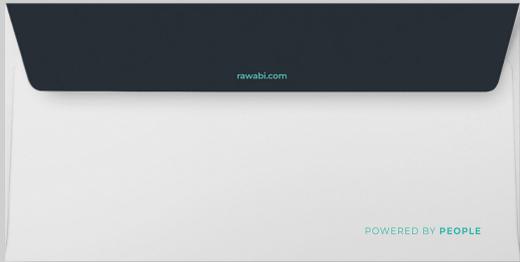
Specifications C3/C4/C5:

- Colors: 2 x 1
- Paper: Arjo Wiggins Conqueror Cx22
Diamond White 120 GSM

NEVER change the template and always use the original file provided by the Corporate Communications Department at Rawabi Holding.

ENVELOPES - C5/C4/C3 - PORTRAIT



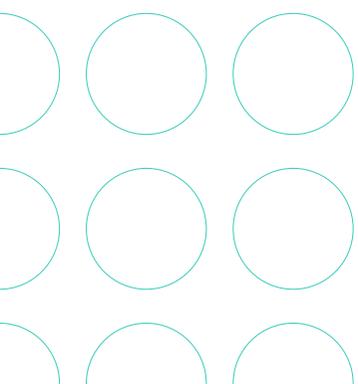


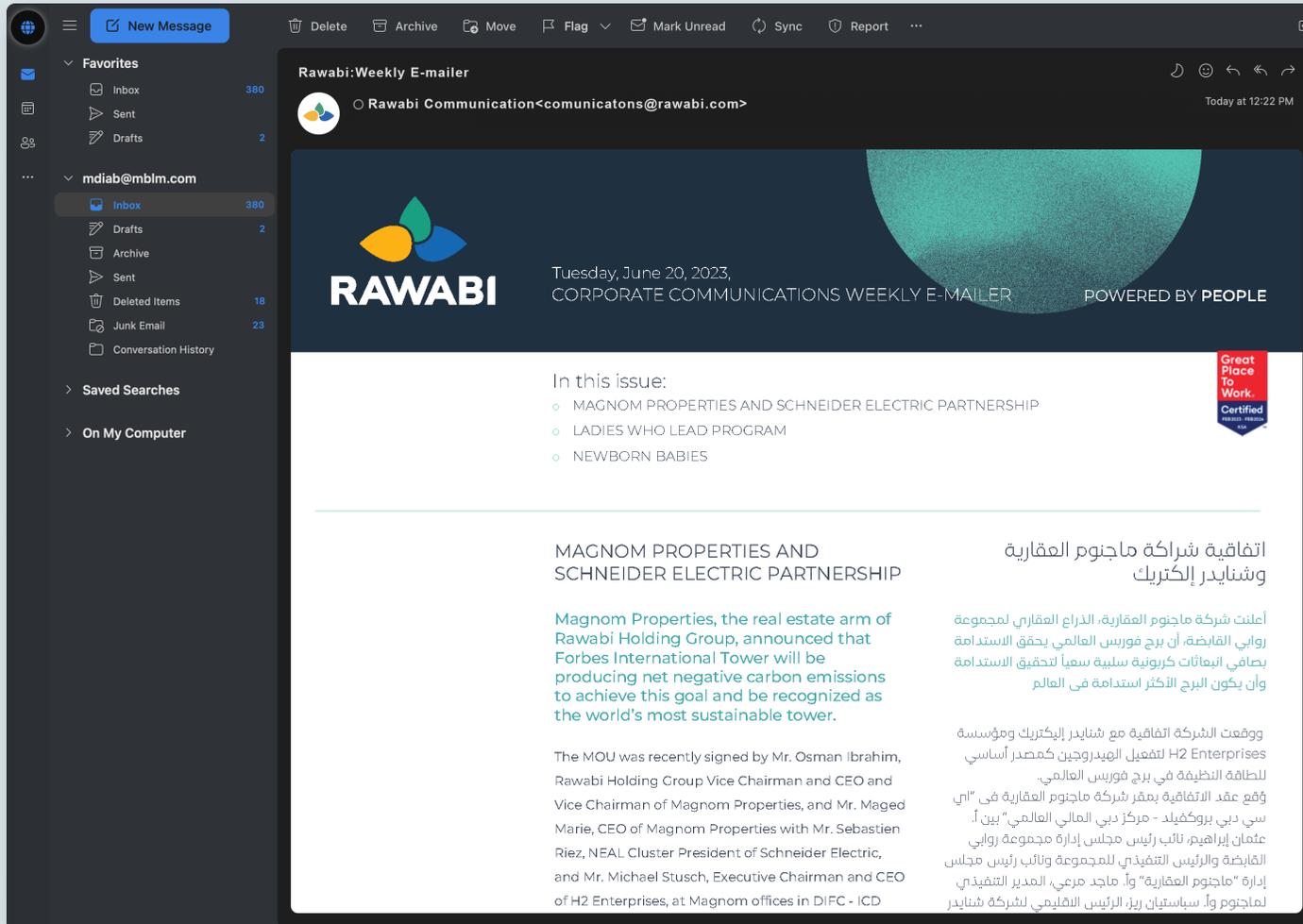
WEEKLY E-MAILER

The weekly e-mailer template used is composed of multiple elements. The banner encompasses the logo with the e-mailer subject heading, date, and tagline.

Template file format: Microsoft Word (.dotx)

NEVER change the template and always use the original file provided by the Corporate Communications Department at Rawabi Holding.





E-MAIL ANNOUNCEMENTS

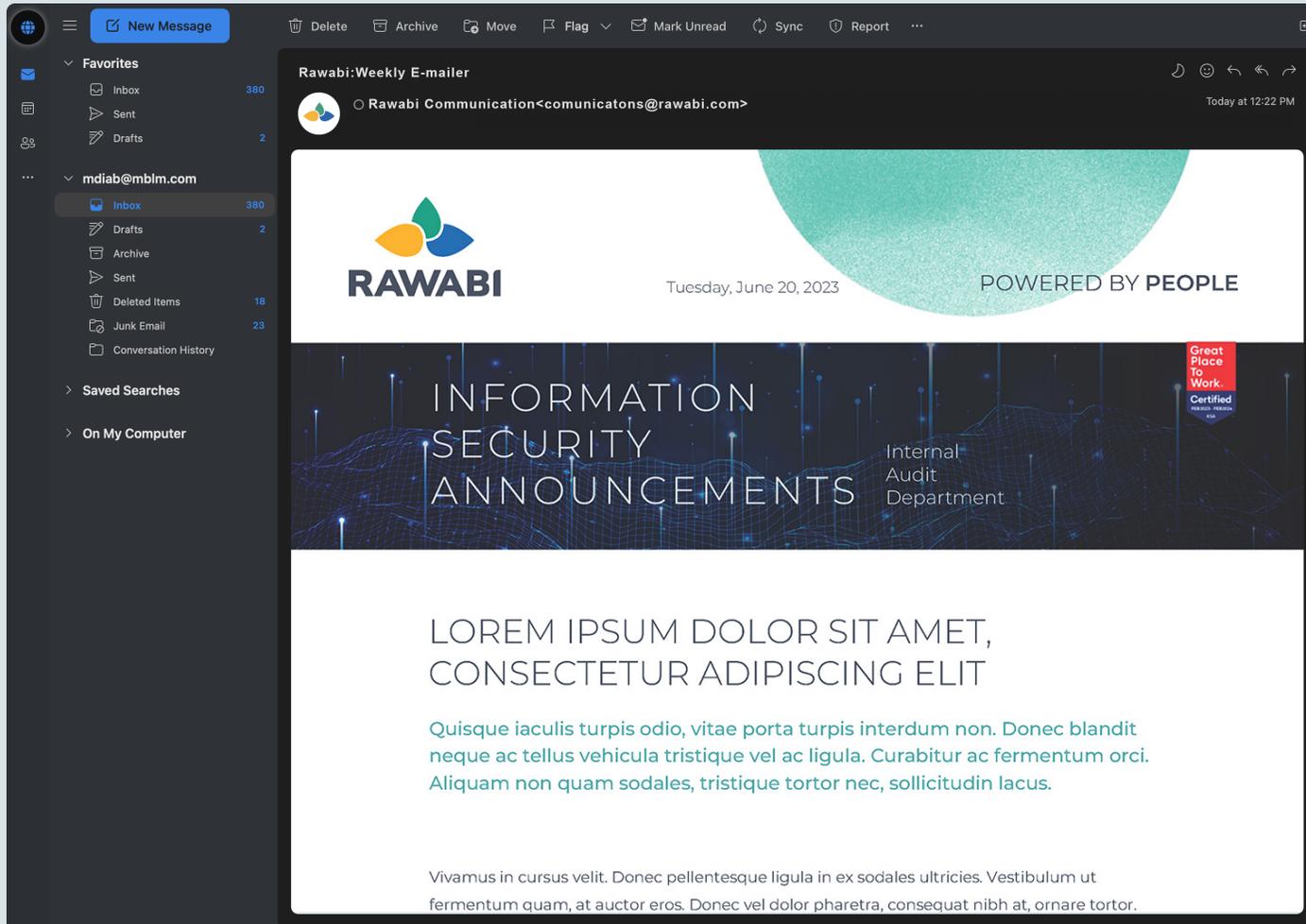
The Rawabi email announcements will have a format that showcases the company's logo, descriptor, date, and brand tagline.

The email banner is 875 x 170 pixels - 100DPI. Follow the same format for the best legibility and brand consistency.

Template file format: Microsoft Word (.dotx).

NEVER change the template and always use the original file provided by the Corporate Communications Department at Rawabi Holding.



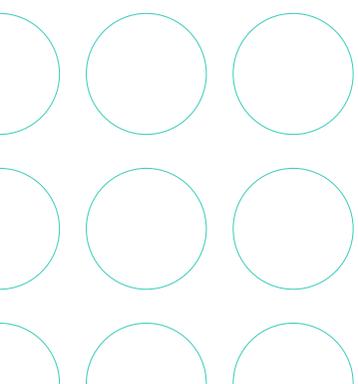
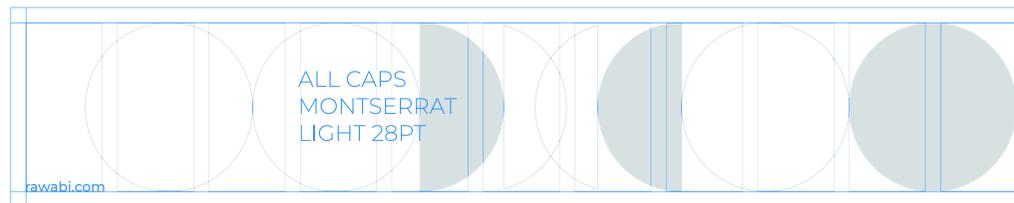


E-MAIL HEADERS

Template file format:
PSD with smart layers objects.

Find the instructions about how to use the PSD templates in the Social Media chapter of this guidelines document.

NEVER change the template and always use the original file provided by the Corporate Communications Department at Rawabi Holding.



PPT TEMPLATE

Our presentations must reflect our values and how we approach our business.

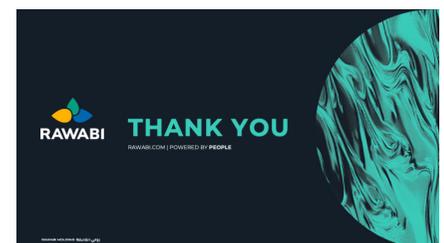
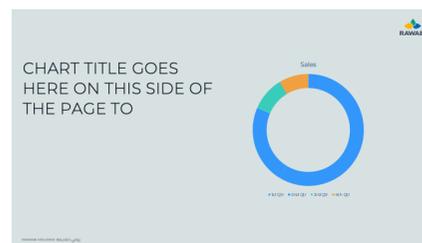
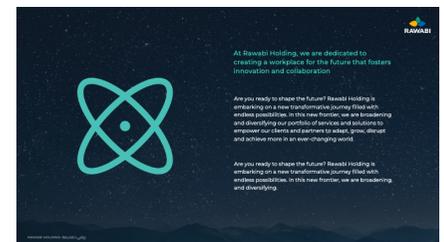
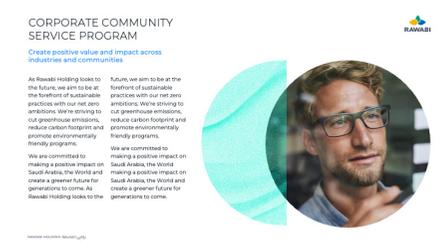
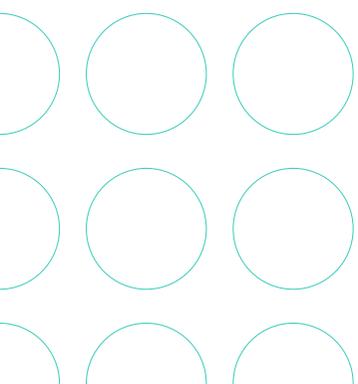
Keep them clean and avoid an overload of content in one slide, keeping it focused, clean, and easy to understand.

The PPT template was designed to offer a variety of slide configurations catering to different content types.

The presentation template is designed on Microsoft PowerPoint for ease of use. The fonts are available within the file and must never be replaced with an alternative.

For English use MONTSERAT
For Arabic use LAMA SANS
as in the original file.

NEVER change the template and always use the original file provided by the Corporate Communications Department at Rawabi Holding.



ESSING THE POWER OF RAWABI PEOPLE IN SAUDI
L OVER THE WORLD

**Value and impact
and communities**

In the future, we aim to be at the forefront of sustainable practices with our net zero ambitions. We're striving to reduce our carbon footprint and promote environmentally friendly programs.

At Rawabi Holding, we aim to be at the forefront of sustainable practices with our net zero ambitions. We're striving to reduce our carbon footprint and promote environmentally friendly programs.

We are committed to making a positive impact on Saudi Arabia, the World and generations to come. As Rawabi Holding looks to the future, we aim to be at the forefront of sustainable practices with our net zero ambitions. We're striving to reduce our carbon footprint and promote environmentally friendly programs.

CORPORATE COMMUNITY SERVICE PROGRAM
Create positive value and impact across industries and communities

At Rawabi Holding, we aim to be at the forefront of sustainable practices with our net zero ambitions. We're striving to reduce our carbon footprint and promote environmentally friendly programs.

In the future, we aim to be at the forefront of sustainable practices with our net zero ambitions. We're striving to reduce our carbon footprint and promote environmentally friendly programs.

We are committed to making a positive impact on Saudi Arabia, the World and generations to come. As Rawabi Holding looks to the future, we aim to be at the forefront of sustainable practices with our net zero ambitions. We're striving to reduce our carbon footprint and promote environmentally friendly programs.

ANOTHER APPLICATION OF THE FULL IMAGE

OILFIELD SERVICES

OFFSHORE SERVICES

WITH FULL IMAGE
ROUND CIRCLE

The title will be Rawabi is powered by people

RAWABI TITLE GOES HERE
EMPOWER NEXT

VERSION 1 - OCTOBER 2023

PATHFINDERS

RAWABI HOLDING TITLE GOES HERE
EMPOWER NEXT

VERSION 1 - OCTOBER 2023

harnessing the power of Rawabi people in Saudi and around the world

Create positive value and impact across industries and communities through technical excellence, empowered people, and progressive thinking.

As we evolve and transition into the next era of growth, we remain dedicated to our 'powered by people' philosophy, delivering transformative change, innovative solutions, and high performance standards to build a prosperous tomorrow for all.

At Rawabi Holding, we aim to be at the forefront of sustainable practices with our net zero ambitions. We're striving to reduce our carbon footprint and promote environmentally friendly programs. We are committed to making a positive impact on Saudi Arabia, the World and generations to come.

EMPOWERING

DIVIDER TITLE GOES HERE WITH MORE SPACE

INNOVATIVE

EMPOWERING

RAWABI



NEW EMPLOYEE ORIENTATION REQUEST FORM

NEW EMPLOYEE DETAILS (TO BE FILLED BY HR – RECRUITMENT UNIT ONLY)

Employee Name	Employee number	Business unit
Designation	Employee dept.	Joining date
Initiated by	Signature	Date

NEW EMPLOYEE DEPARTMENT

HEAD OFFICE

Department Manager(s) /Unit Heads	<input type="radio"/> All Managers	<input type="radio"/> Selected Managers (Specify)
	<input type="radio"/> all Unit Heads	<input type="radio"/> Selected Unit Heads (Specify)
1. _____	2. _____	
3. _____	4. _____	

Corporate Center	<input type="radio"/> Financial Advisor, Zakat & Taxation	<input type="radio"/> Group Legal Counselor	<input type="radio"/> Group HSE Manager
	<input type="radio"/> Group Internal Audit Director *	<input type="radio"/> Other	

Executive Management	<input type="radio"/> Group President & CEO *	<input type="radio"/> VP, Corporate Services
	<input type="radio"/> VP, Treasury & Strategy	<input type="radio"/> VP, Oilfield Services

BUSINESS UNITS

General Manager(s)	<input type="radio"/> ROG	<input type="radio"/> RCS	<input type="radio"/> RUSS	<input type="radio"/> RIG	<input type="radio"/> RE/RSE	<input type="radio"/> RVOS	<input type="radio"/> OTHERS
	1. _____	2. _____					
3. _____	4. _____						

New Employee Dept. Manager(Name)	Signature	Date
----------------------------------	-----------	------

FOR CORPORATE COMMUNICATIONS DEPARTMENT USE ONLY

Corporate Orientation	Orientation Date	Availability of selected Managers	<input type="radio"/> Yes <input type="radio"/> No	Remarks
-----------------------	------------------	-----------------------------------	---	---------

CCD Officer	Name:	Signature:	Date:
-------------	-------	------------	-------

CCD Manager Approval	Name:	Signature:	Date:
----------------------	-------	------------	-------

FOR CORPORATE COMMUNICATIONS DEPARTMENT USE ONLY

Safety Orientation	Orientation Date	Remarks
--------------------	------------------	---------

Group HSE Manager Approval	Name:	Signature:	Date:
----------------------------	-------	------------	-------

STAFF ID

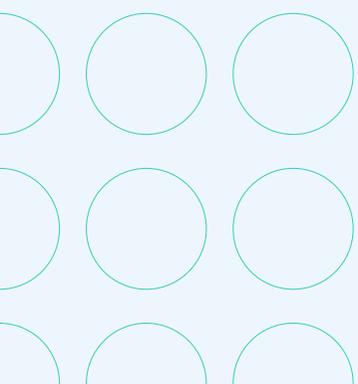
Staff IDs are designed to identify the holder, and their position, and to showcase the purpose of their presence on the company premises.

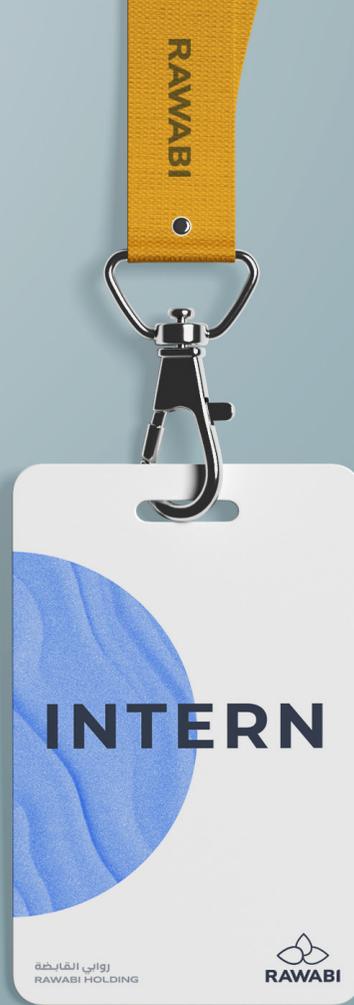
Visitor badges are designed to confirm and identify individuals present on the office premises. They are designed in a varied manner to differentiate between visitors, VIPs, interns, etc. Multiple such variations can be designed using the designated color palette and textures.

Template file format: Adobe Illustrator

Specifications:

- Size: 5.4 x 8.5 cm
- Colors: digital color print
- Material: recycled plastic





E-MAIL SIGNATURE

Logo: 126 x 150 px

**Farah Alghamdi**

Arial bold 18.6 pt

Director-Corporate
Communications & Sustainability

Arial regular 14 pt

farah.alghamdi@rawabi.com

Arial bold 14 pt #49c0b6

T +966 13 8249222 Ext. 5001

M +966 55 3146668

Arial regular 14 pt

www.rawabi.com

Arial bold 14 pt #49c0b6

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Arial regular 8 pt



APPLICATIONS

Integrating the Rawabi Holding identity into the environments, uniforms, sites, and digital applications is vital, not only for maintaining visual consistency but also for providing a tangible presence.





RAWABI HOLDING TOWER
برج روابي القابضة

- | | | |
|---|--|---|
| 9 | > RAWABI HOLDING
روابي القابضة | |
| 8 | > RAWABI HOLDING
روابي القابضة | > RAWABI INTEGRATED GAS
روابي المتكاملة للغاز |
| 7 | > RAWABI HOLDING
روابي القابضة | |
| 6 | > RAWABI HOLDING
روابي القابضة | |
| 5 | > RAWABI VALLIANZ
OFFSHORE SERVICES
روابي فايفانس للتخدمات البحرية | > RAWABI VALLIANZ
INTERNATIONAL
روابي فايفانس الدولية |
| 4 | > RAWABI BUTEC
روابي بوتك | > RAWABI SPECIALIZED
CONTRACTING
روابي للمقاولات المتخصصة |
| 3 | > RAWABI SAPURA
روابي ساپورا | > RISAL
ريسال |
| | > RAWABI TRAINING CENTER
مركز روابي للتدريب | > RAWABI REAL ESTATE
روابي العقارية |
| 2 | > RAWABI HOLDING
روابي القابضة | |
| 1 | > RAWABI HOLDING
روابي القابضة | > RAWABI TRAVEL & TOURISM
روابي للسفر و السياحة |



POWERED BY PEOPLE

















2024 روابي القابضة RAWABI HOLDING

JAN

MON	TUE	WED	THU	FRI	SAT	SUN
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

FEB

MON	TUE	WED	THU	FRI	SAT	SUN
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

MAR

MON	TUE	WED	THU	FRI	SAT	SUN
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

APRIL

MON	TUE	WED	THU	FRI	SAT	SUN
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

MAY

MON	TUE	WED	THU	FRI	SAT	SUN
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

JUN

MON	TUE	WED	THU	FRI	SAT	SUN
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

JULY

MON	TUE	WED	THU	FRI	SAT	SUN
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

AUG

MON	TUE	WED	THU	FRI	SAT	SUN
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

SEP

MON	TUE	WED	THU	FRI	SAT	SUN
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

OCT

MON	TUE	WED	THU	FRI	SAT	SUN
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

NOV

MON	TUE	WED	THU	FRI	SAT	SUN
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

DEC

MON	TUE	WED	THU	FRI	SAT	SUN
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



SOCIAL MEDIA

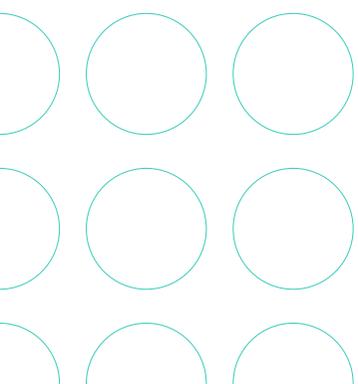
Social media plays a vital role in communication.

By incorporating Rawabi's elements into social media templates, the brand's vibrancy and identity will shine through, fostering a strong online presence that resonates with our core audience and maintains visual coherence across platforms.

AVATAR

Our social media channels play a crucial role in communicating our brand with the external world.

To build a strong identity and create a connection with them, our brand must be consistent, relevant, and aligned with our message and other channels.



INSTAGRAM

(POST, STORIES, GALLERY)

Rawabi will maintain a consistent design for its Instagram posts and stories. Stories will follow a 9:16 format, while posts will adhere to a 1:1 format. This uniform approach will ensure brand consistency across all content.

Template file format:

- PSD with smart layers objects

Find the instructions about how to use the PSD templates in the Social Media chapter of this guidelines document.

[Find instructions on how to use the PSD templates in the Social Media chapter of this guidelines document](#)

Instagram story 9:16



Instagram post 1:1



RAWABI SMART OBJECTS PSD: HOW TO EDIT

Templates have a smart object PSD:

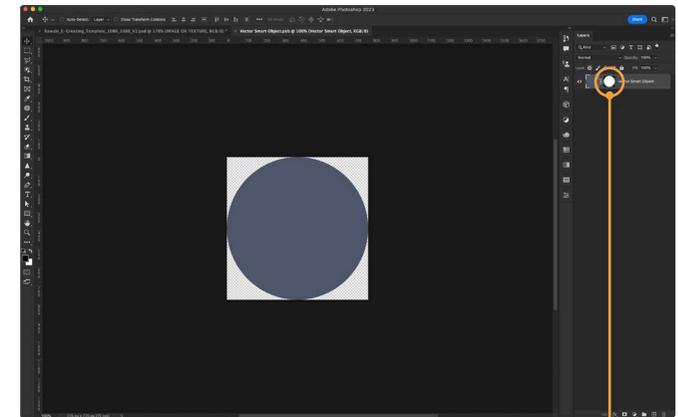
- E-mail headers
- E-greetings
- Screen announcements

The process of editing is straightforward and should be followed for the best efficacy and legibility.

1. Open the PSD and double-click on the smart object layer



2. A new window will open separately



Add image or texture (done as shown in Secondary graphics section) then, apply the mask.

3. Change the copy



- Open 'COPY' group to modify text layers
- Follow the same font weight and size

4. Apply the most legible logo and descriptor



- Within the folders DESCRIPTORS and LOGOS, you will find versions suitable for both light and dark backgrounds

- Select the layer with the most legible version for the selected background color

5. Select the background color



The background colors are inside the color folder. Select the preferred one and hide the others.



BRAND HIERARCHY

Brand hierarchy is an integral part of a company's brand strategy. It structures its products and services and establishes a cohesive and well-organized brand portfolio.

Rawabi Holding's brand hierarchy will help brand guardians to efficiently navigate the brand's diverse portfolio and leverage its potential to build long-term value.

BRAND ARCHITECTURE

A pure unitary (one brand) model is best aligned with Rawabi Holding, given its current business organization, practice, and previous history.

CORPORATE NAME	RAWABI HOLDING											
CORPORATE BRAND	INSTITUTIONAL LOGO				COMMERCIAL LOGO							
CORPORATE DIVISIONS	RAWABI INVESTMENT HOLDING	RAWABI ENERGY HOLDING		RAWABI INTEGRATED INDUSTRY	RAWABI HOLDING COMPANY	RAWABI CONTRACTING HOLDING						
SUBSIDIARIES	RAWABI INVESTMENT	RAWABI ENERGY		RAWABI INTEGRATED INDUSTRY		RAWABI CONTRACTING						
INVESTED COMPANIES	   	 	          	 		  						
JOINT VENTURES												
FULLY-OWNED COMPANIES												
SPONSORSHIPS	RAWABI											
CSR PROGRAMS												

RAWABI SUBSIDIARIES

Employ the subsidiary lockup to emphasize and communicate a distinct Rawabi business division.

Descriptor

The descriptor will be used to identify the division.

Composition

The descriptor must consistently be positioned under the commercial logo.

The descriptor size should be one-third of the width to the right of the Rawabi wordmark in the commercial logo.

Note

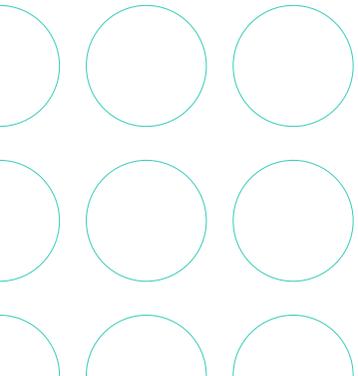
The creation of a subsidiary logo requires approval from the Corporate Communications Department (CDD) and must conform to the guidelines outlined in this document.

Never alter, revise, or manually recreate the descriptor.

Subsidiaries descriptor - one line



Subsidiaries descriptor - two lines - left or right alignment



RAWABI JOINT VENTURES

Employ the joint venture lockup to convey the collaboration between Rawabi and the new company in the venture.

Descriptor

No descriptor is to be used in this scenario.

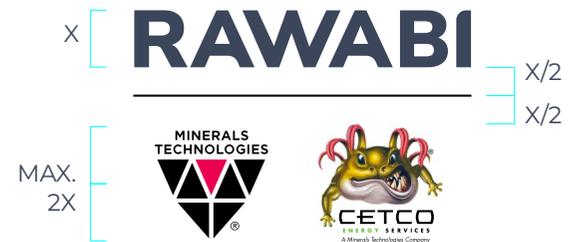
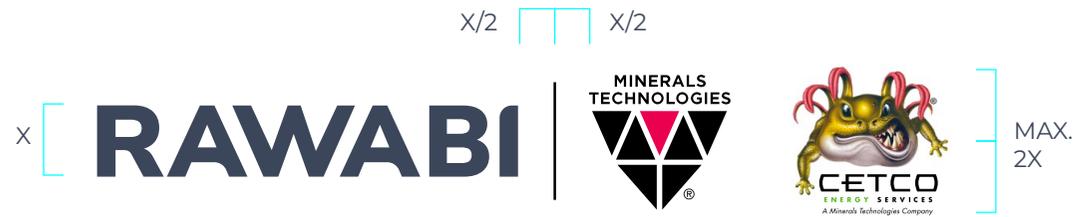
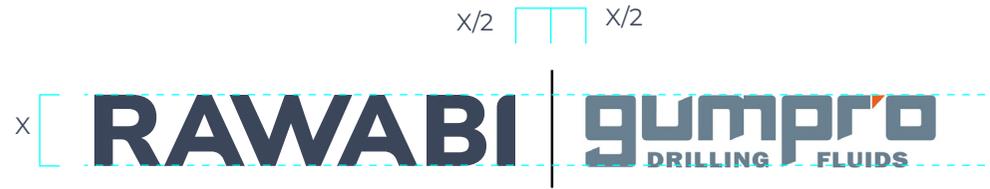
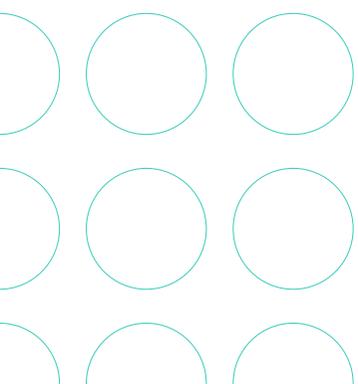
Composition

Lock the wordmark and partner logo together. Ensure that both the wordmark and partner logo are of equal size, with neither of them appearing more dominant.

Note

The creation of a subsidiary logo requires approval from the Corporate Communications Department (CDD) and must conform to the guidelines outlined in this document.

Never alter, revise, or manually recreate the descriptor or the logo.



Rawabi Holding



عبد العزيز التركي
Abdulaziz Alturki
رئيس مجلس الإدارة
Chairman

abdulazizalturki@rawabi.com
M. 966 012 3456 7891
D. 966 012 3456 7891



روابي القابضة
RAWABI HOLDING

Subsidiaries



رامي ناصر
Rami Nasser
مدير عام
General Manager

remnasser@rawabi.com
M. 966 012 3456 7891
D. 966 012 3456 7891



روابي المتكاملة الغاز
RAWABI INTEGRATED GAS



جون دو
John Doe
المدير العام، روابي للنفط والغاز
General manager, Rawabi Oil & Gas

johndoe@rawabi.com
M. 966 012 3456 7891
D. 966 012 3456 7891



روابي للنفط والغاز
RAWABI OIL & GAS

Rawabi Holding



RAWABI

Amin Nasser
CEO
May 30, 2023

Saudi Aramco
P.O. Box 5000, Dhahran, 31311
Kingdom of Saudi Arabia

Dear Mr. Nasser,

I am writing to you with a proposal for potential collaboration between our organizations. We have been following your organization's exceptional work in the sector and believe that joining forces could bring substantial benefits to both parties.

Your work has a proven track record in the oil and gas sector, with 12 of experience and a strong reputation for excellence. Our expertise spans various areas, including exploration, production, refining, and distribution. By combining our resources, technical capabilities, and industry knowledge, we can enhance operational efficiency, drive innovation, and achieve sustainable growth together.

We are seeking explore collaboration opportunities such as joint ventures, technology partnerships, or knowledge-sharing initiatives. We believe that by leveraging our complementary strengths, we can tackle industry challenges more effectively and capitalize on emerging opportunities. We would greatly appreciate the opportunity to discuss these possibilities further and identify potential areas of synergy.

Thank you for considering our proposal. We look forward to the chance to meet and discuss how our organizations can mutually benefit from a strategic collaboration. Please let us know your availability for a meeting, and we will gladly accommodate your schedule. Should you have any questions or require additional information, please do not hesitate to contact me.

Osman Ibrahim
Vice Chairman and CEO
Rawabi Holding



روابي القابضة
RAWABI HOLDING

8074-C24, Prince Turkiyah Street
Alurubain, Al Postbox 54412
Kingdom of Saudi Arabia

Subsidiary



RAWABI ENERGY

Amin Nasser
CEO

Saudi Aramco
P.O. Box 5000, Dhahran, 31311
Kingdom of Saudi Arabia

Dear Mr. Nasser,

Renewable Energy Solutions: We specialize in harnessing the power of renewable resources such as solar, wind, hydro, and geothermal energy. Our customized solutions ensure efficient energy generation while minimizing the impact.

Energy Efficiency Consulting: Our experienced professionals provide tailored energy audits, efficiency assessments, and recommendations to optimize energy usage in commercial, industrial, and residential settings. By identifying areas of improvement, we help our clients reduce costs and increase energy productivity.

Smart Grid Technologies: We leverage advanced smart grid technologies to create intelligent energy distribution networks that enhance reliability, manage peak demand, and enable seamless integration of renewable energy sources.

Energy Storage Solutions: With a focus on grid-scale and decentralized storage systems, we offer innovative solutions that enable efficient storage and utilization of excess renewable energy, ensuring a steady power supply during peak demand periods.

Electric Vehicle Infrastructure: As electric vehicles become increasingly popular, we provide end-to-end solutions for the design, installation, and maintenance of charging infrastructure. Our goal is to support the widespread adoption of electric vehicles and facilitate the transition to sustainable transportation.

At [Company Name], we pride ourselves on our commitment to quality, reliability, and exceptional customer service. By collaborating closely with our clients, we develop customized energy solutions that align with their unique needs and sustainability goals.

We invite you to explore our website or [website] to learn more about our services, projects, and success stories. Feel free to reach out to our dedicated team at [Phone Number] or [Email Address] for any inquiries or to schedule a consultation.

Thank you for your time, and we look forward to the opportunity to collaborate with you in building a greener and more sustainable future.

Ahmed AlQadhi
Managing Director, Rawabi Energy



8074-C24, Prince Turkiyah Street
Alurubain, Al Postbox 54412
Kingdom of Saudi Arabia

Joint Ventures



كيفن اورلاندي
Kévin Orlandi
المدير العام، روابي آرشر
General manager, Rawabi Archer

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M. 966 012 3456 7891
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روابي آرشر
RAWABI ARCHER



جون دو
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General manager

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روابي سيتكو
RAWABI CETCO



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General manager

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روابي وايلد كات
RAWABI WILDECAT



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D. 966 012 3456 7891



روابي المتحدة للخدمات السلامة
RAWABI UNITED SAFETY SERVICES

Joint Ventures



روابي سيتكو
RAWABI CETCO

Amin Nasser
CEO

Saudi Aramco
P.O. Box 5000, Dhahran, 31311
Kingdom of Saudi Arabia

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Thank you for your time, and we look forward to the opportunity to collaborate with you in building a greener and more sustainable future.

John Doe
General Manager, Rawabi CETCO



8074-C24, Prince Turkiyah Street
Alurubain, Al Postbox 54412
Kingdom of Saudi Arabia

Subsidiary



روابي المتحدة للخدمات السلامة
RAWABI UNITED SAFETY SERVICES

Amin Nasser
CEO

Saudi Aramco
P.O. Box 5000, Dhahran, 31311
Kingdom of Saudi Arabia

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Thank you for your time, and we look forward to the opportunity to collaborate with you in building a greener and more sustainable future.

John Doe
General Manager,
Rawabi United Safety Services



8074-C24, Prince Turkiyah Street
Alurubain, Al Postbox 54412
Kingdom of Saudi Arabia

These brand guidelines were designed to maintain consistency, quality, and excellence across all of our communication. If you wish to find out more about our brand and the standards, please contact the Corporate Communications Department via communications@rawabiholding.com

