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# A. BRAND STRATEGY & IDENTITY

# A.1 BRAND FOUNDATION

- INTRODUCTION
- BRAND IDEA
- BRAND VISION
- PERSONALITY
- OUR LEGACY BEGAN IN 1933

---

## INTRODUCTION

---

Aramco's Sponsorship Visual Identity Guidelines ensure a consistent and impactful presence across all sponsorship platforms. Rooted in over 90 years of pioneering energy solutions, the identity is driven by the concept of Pushing the Limits of Possibility — emphasizing innovation, clarity, and performance.

These principles shape the brand elements into powerful icons that strengthen our presence on the global stage. Central to the system is the number 33, symbolizing Aramco's rich legacy and forward momentum. Together with the Aramco logo, vibrant colors, precise typography, and dynamic graphics, these elements form a cohesive visual identity that reflects our commitment to excellence and leadership in every sponsorship.

BRAND PERSONALITY

We look ahead, pushing boundaries and shaping the future of energy and sport.

We challenge convention with fresh thinking, smart design, and advanced solutions.

We uplift talent, ideas, and progress, giving people the tools to thrive.

We bring people together, building a sense of belonging across cultures and communities.

We are trusted partners, consistent in our delivery and clear in our commitments.

VISIONARY, INCLUSIVE,  
INNOVATIVE, RELIABLE,  
AND EMPOWERING

---

OUR LEGACY BEGAN  
IN 1933

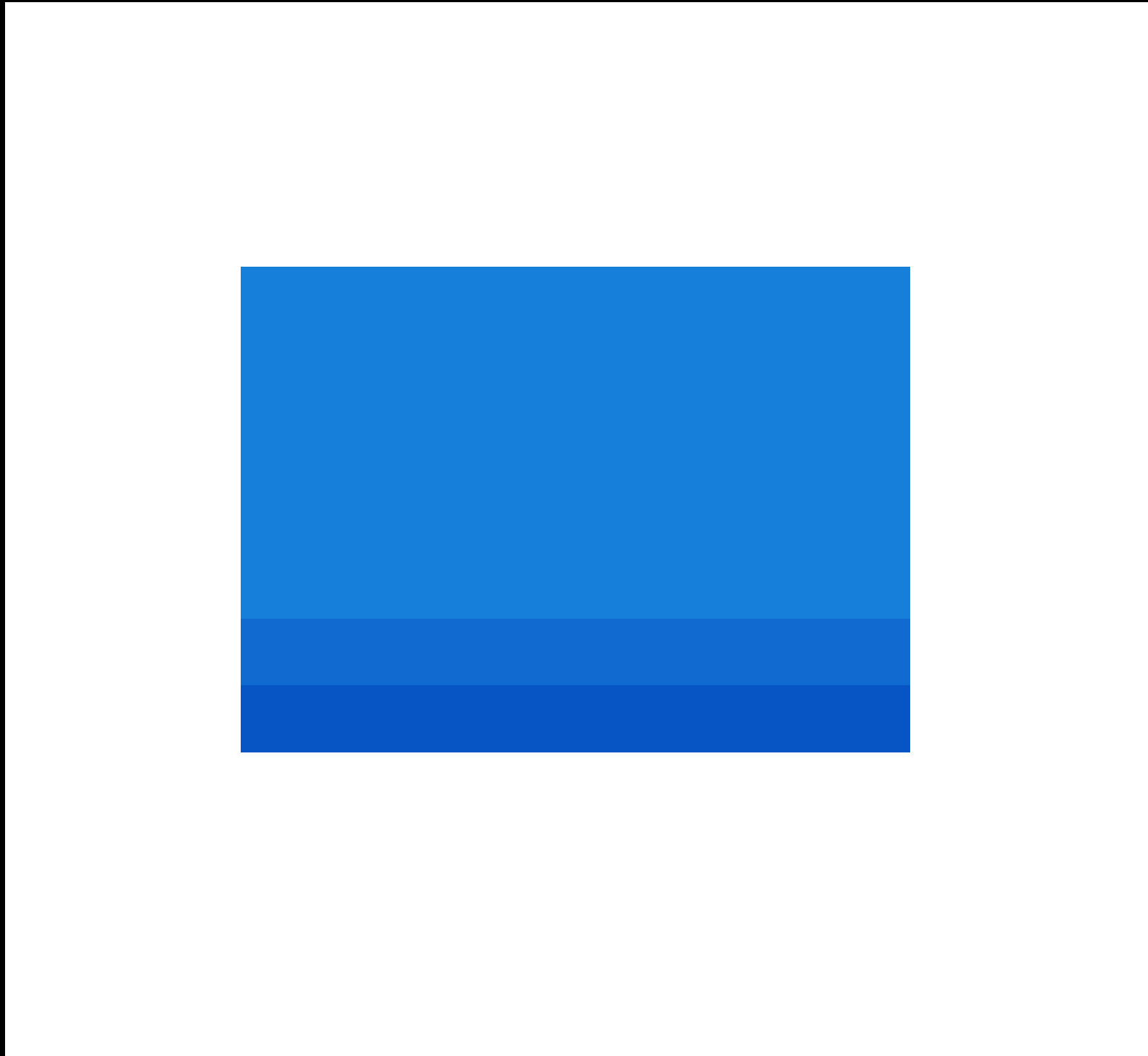
---

OUR HISTORY IS ONE WE'RE PROUD  
OF, AND INSPIRES US AS WE EVOLVE  
AND TRANSITION INTO A NEW ERA  
OF ENERGY.

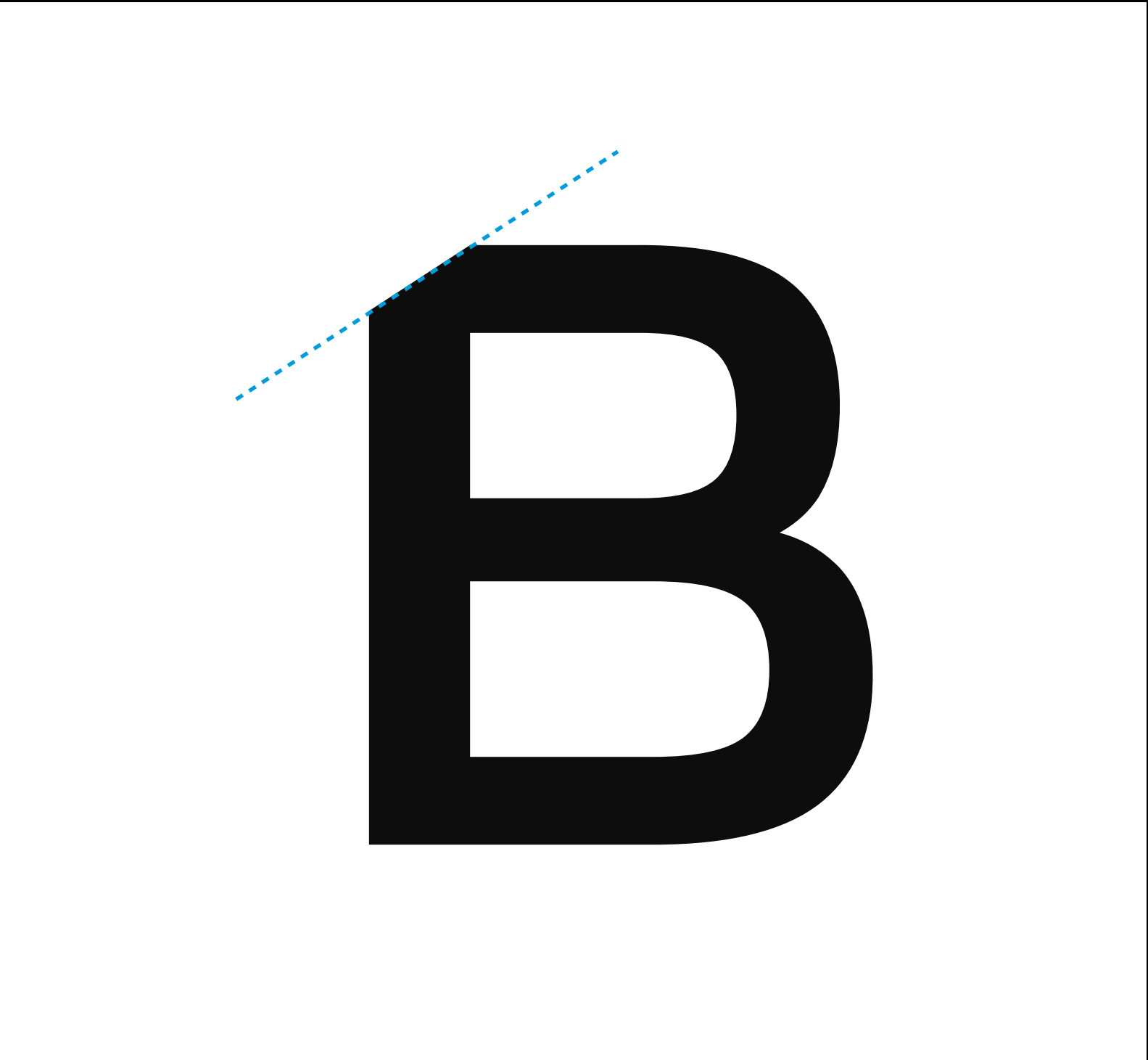
Aramco's history is rooted in exploration and innovation, beginning in 1933 with a small group of pioneers in the Saudi desert. This legacy inspires us as we transition into a new era of energy.

CONCEPT 33

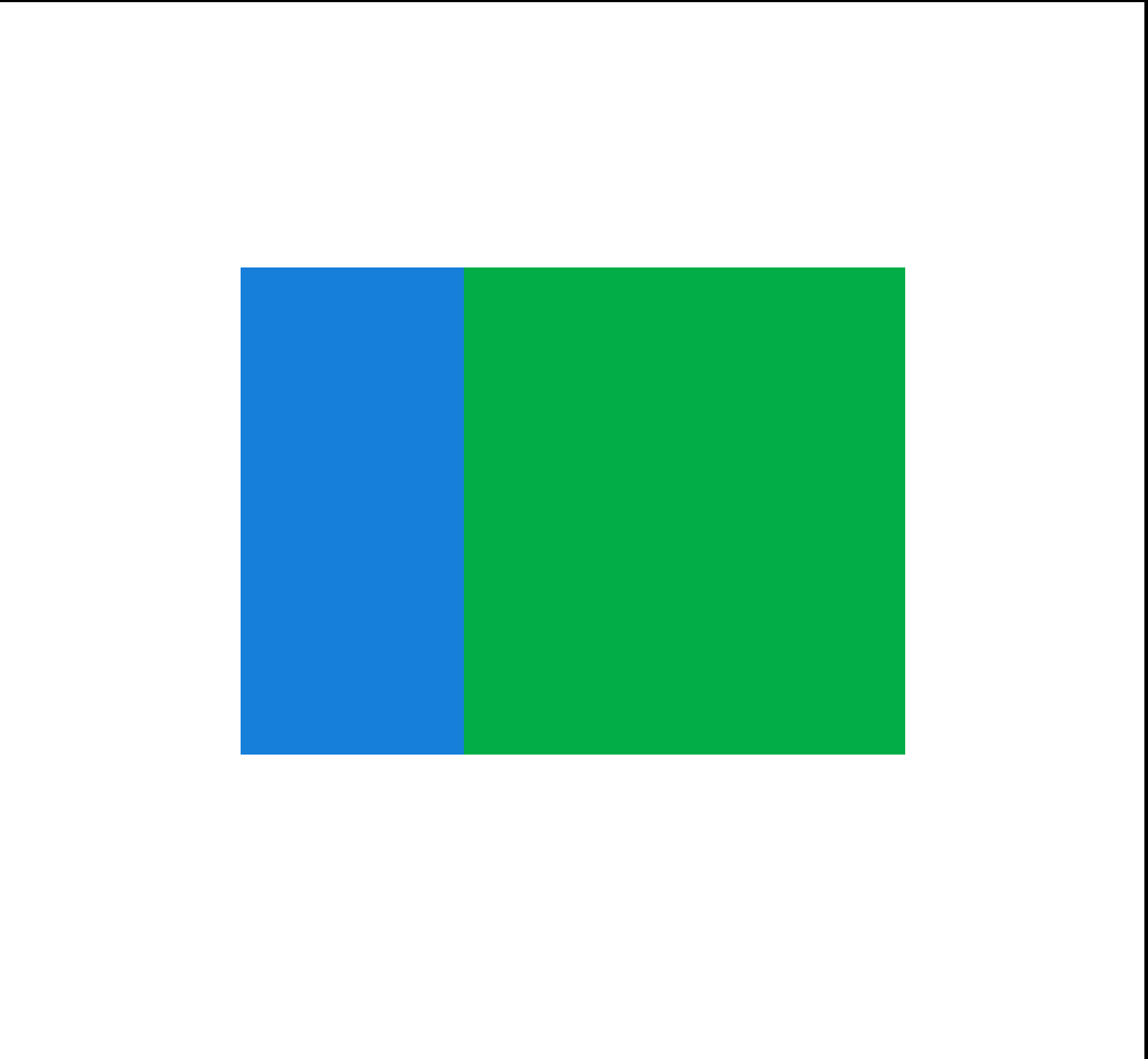
The number 33 symbolizes our rich legacy. Its repetition across the site brings rhythm and consistency to our visual language.



33 Multipliers



33° Angle



33% Proportion

# A.2 BRANDMARK SYSTEM

- OVERVIEW
- COLORS
- KEYLINE LOGO
- ORIENTATION
- CLEAR SPACE
- SCALING PRINCIPLES
- SCALING IN COMPOSITION
- LEGIBILITY
- PLACEMENT

# OVERVIEW

The Aramco Box Logo is available in two equally important colors — Aramco Blue and Aramco Green. Choose the color that provides the best contrast with the background to ensure it remains clear and prominent.

Blue Box logo

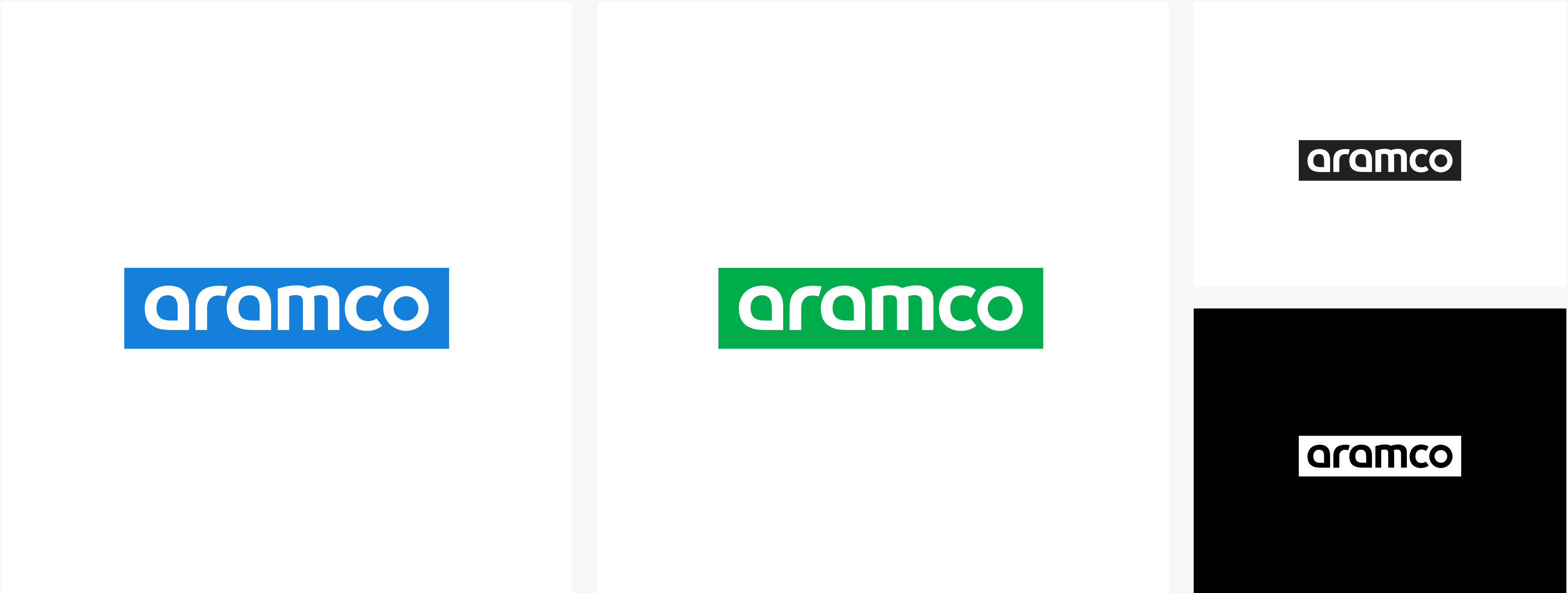


Green Box logo



# COLORS

The primary logo versions are Aramco Blue and Aramco Green. Approved black and white versions are reserved for specific communications, such as logo lockups and co-branding.



Whenever possible we use the full-color logos

# KEYLINE LOGO

The keyline logo features a white outline to improve visibility over busy or low-contrast backgrounds. Use only when primary logo versions are not sufficiently legible. Always use

the official keyline logo files provided — do not manually draw or alter the outline.



# ORIENTATION

We use the Aramco Box Logo in both horizontal and vertical orientations, ensuring it adapts effectively to various sponsorship contexts. This approach reflects how the logo is seen by audiences across different platforms.

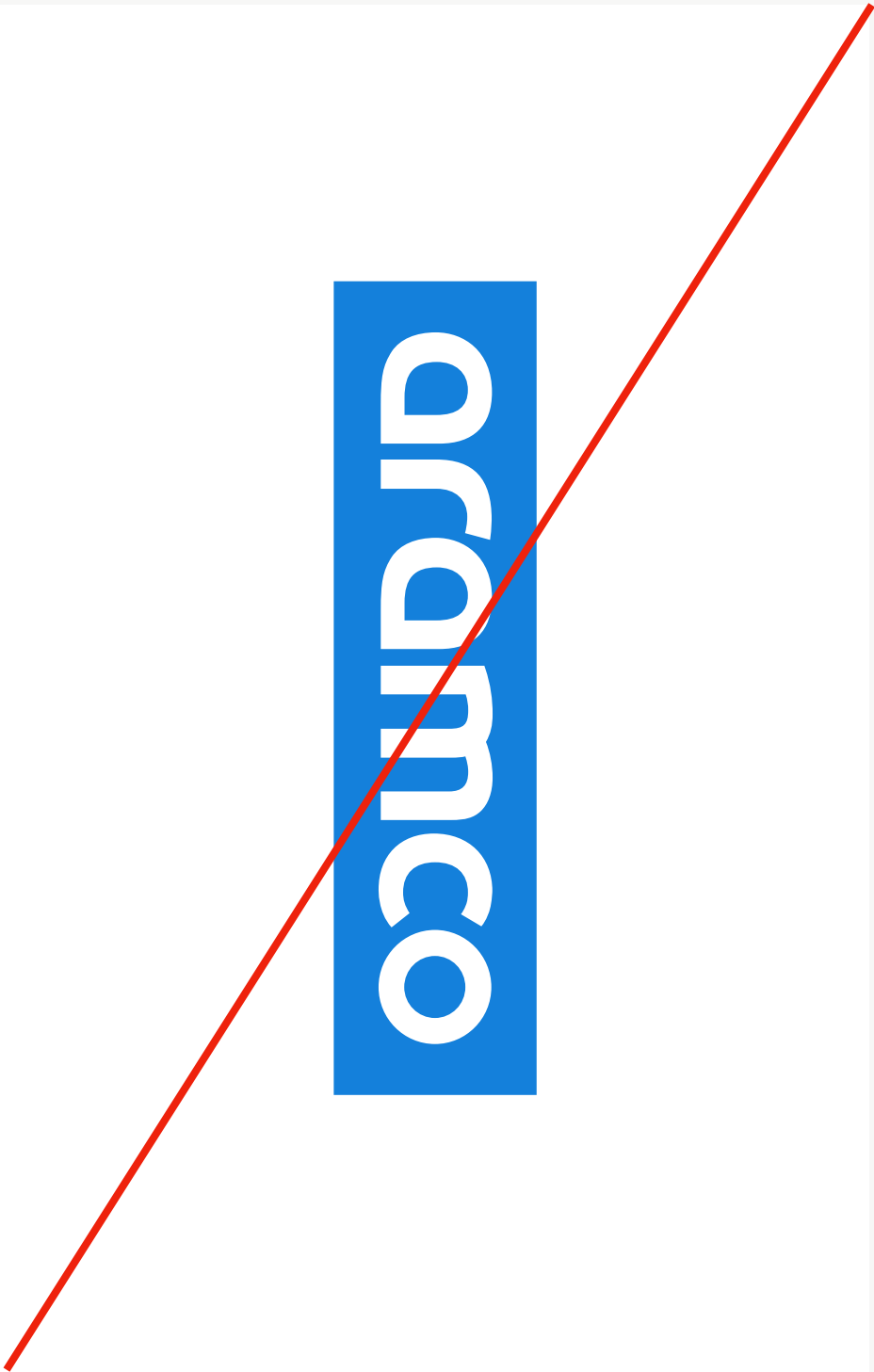
Our flexible identity is designed to work in every scenario. Whether the logo is tall, wide, or small, it must always be clear and readable in each setting.



✓  
**Horizontal**  
This is our standard orientation



✓  
**Vertical – Up**  
Rotate the logo 90° anticlockwise so the logo reads 'upward'



✗  
**Vertical – Down**  
Never rotate the logo 90° clockwise, as it would then face downward.

# CLEAR SPACE

Maintain clear space around the logo equal to at least 100% of its height. No elements should intrude into this space, except when the logo is in a lockup with sponsorship brand elements.

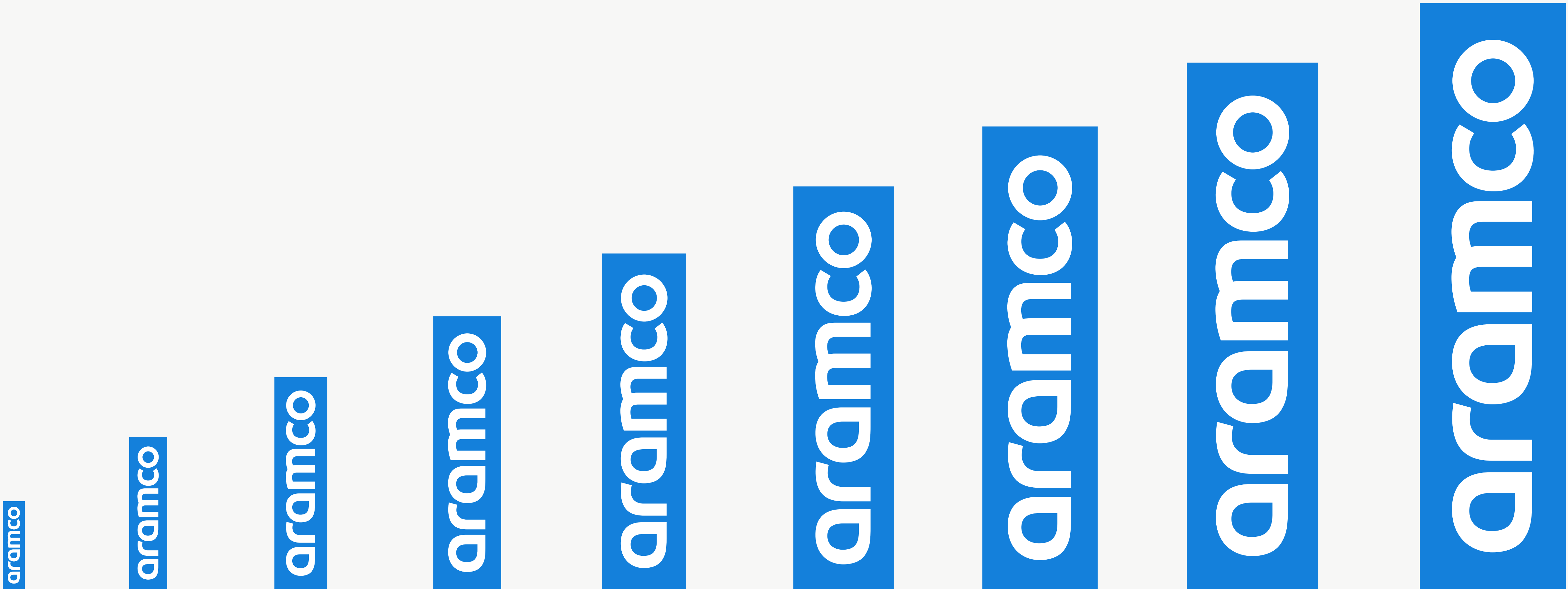
Aramco Box Logo  
The 'x' shown matches the width of the symbol



# SCALING PRINCIPLES

The logo is designed to maintain its form at any size. Scale should be chosen based on audience, communication goals, and tone.

Large scale creates a bold, high-impact presence, while small scale feels more reserved and understated. Always ensure clarity and legibility at the intended size and viewing distance.

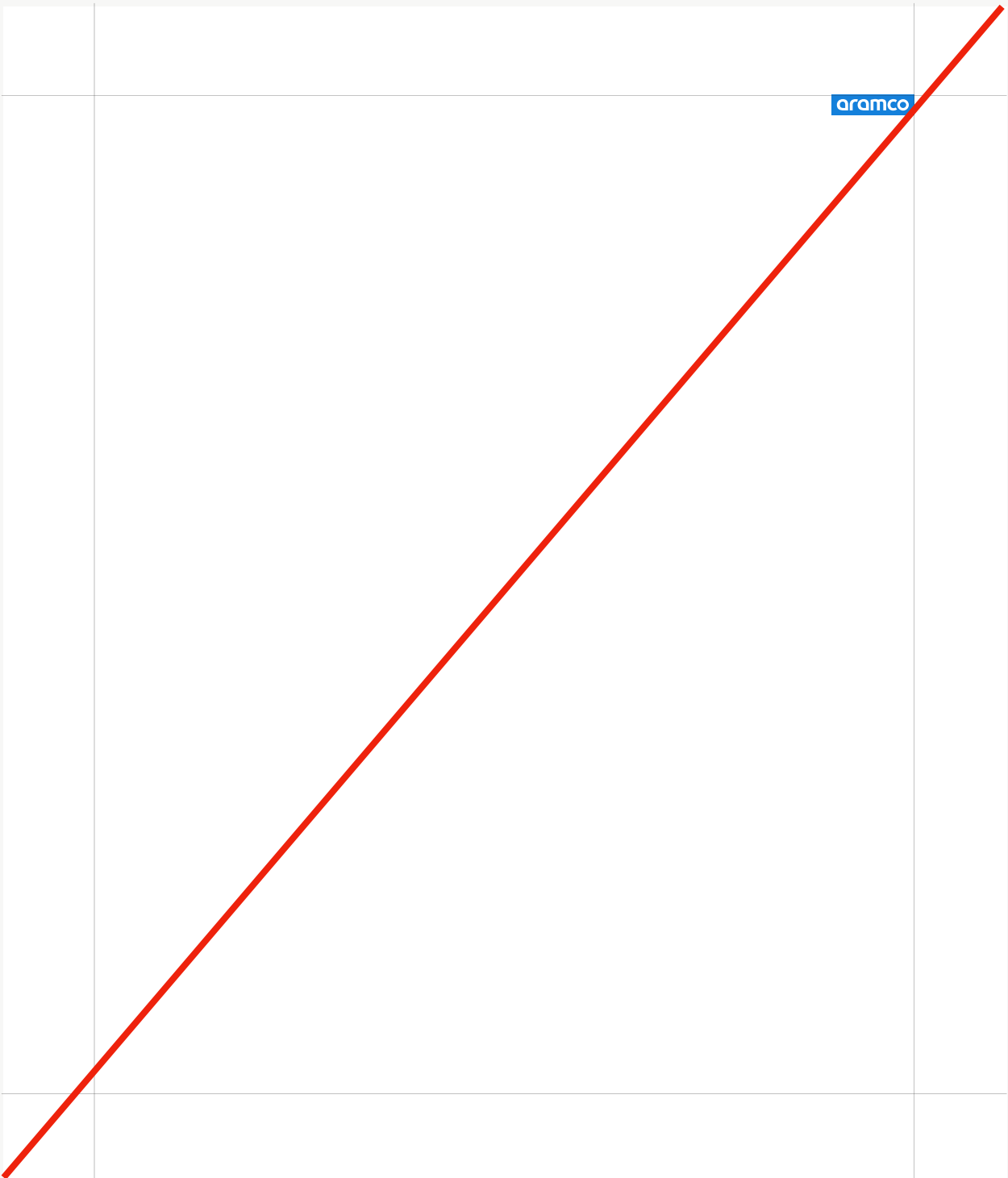


# SCALING IN COMPOSITION

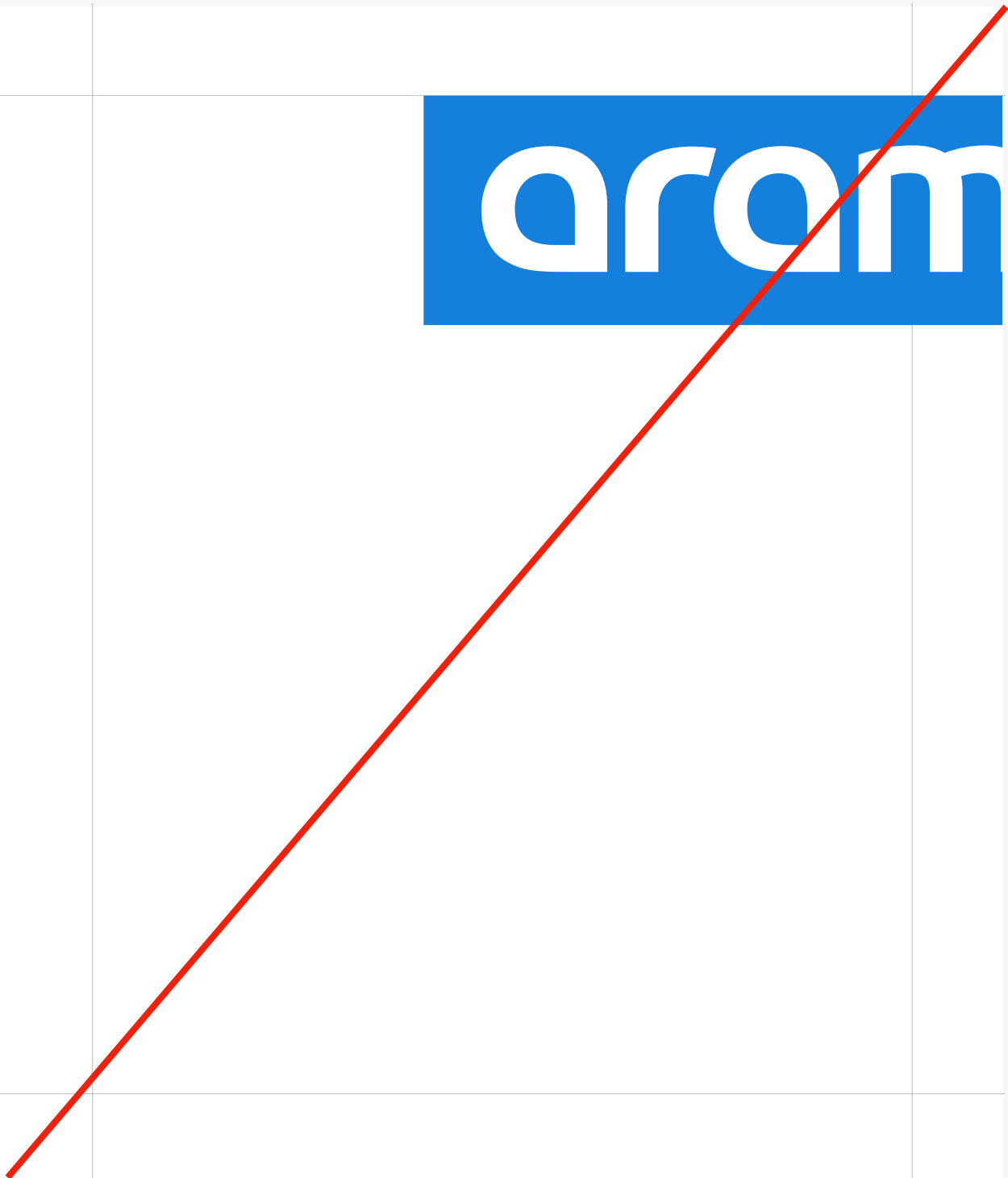
Ensure identity elements are easily seen and understood in the layout. If they are difficult to read, they may be too large or too small. Do not crop identity elements unless done with specific intent and approved as part of the design.



✓  
Logo scaled correctly for the composition



✗  
Logo is too small for the composition



✗  
Logo is too large for the composition

LEGIBILITY

To ensure the logo remains clear and impactful, avoid placing it on backgrounds—solid, patterned, or photographic—that are too close in tone to the logo’s colors. For

example, avoid placing green or blue logos on similar-colored backgrounds. When low contrast is unavoidable, use the provided keyline version to create separation and preserve

legibility. Do not manually draw the keyline — always use the official files. Prioritize high contrast to maintain clarity and brand integrity in all applications.



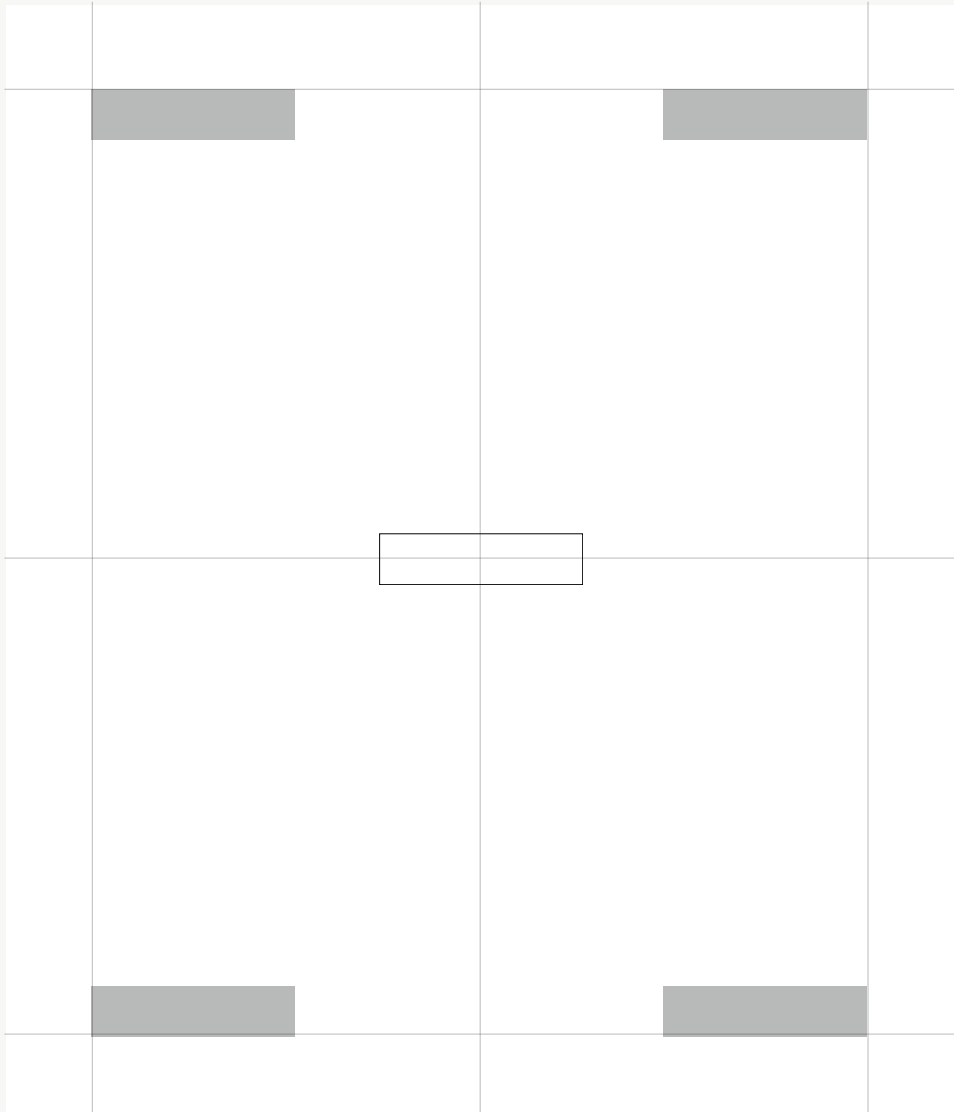
**Low-Contrast Solution**  
Use the provided keyline  
for clear legibility on low-  
contrast backgrounds.



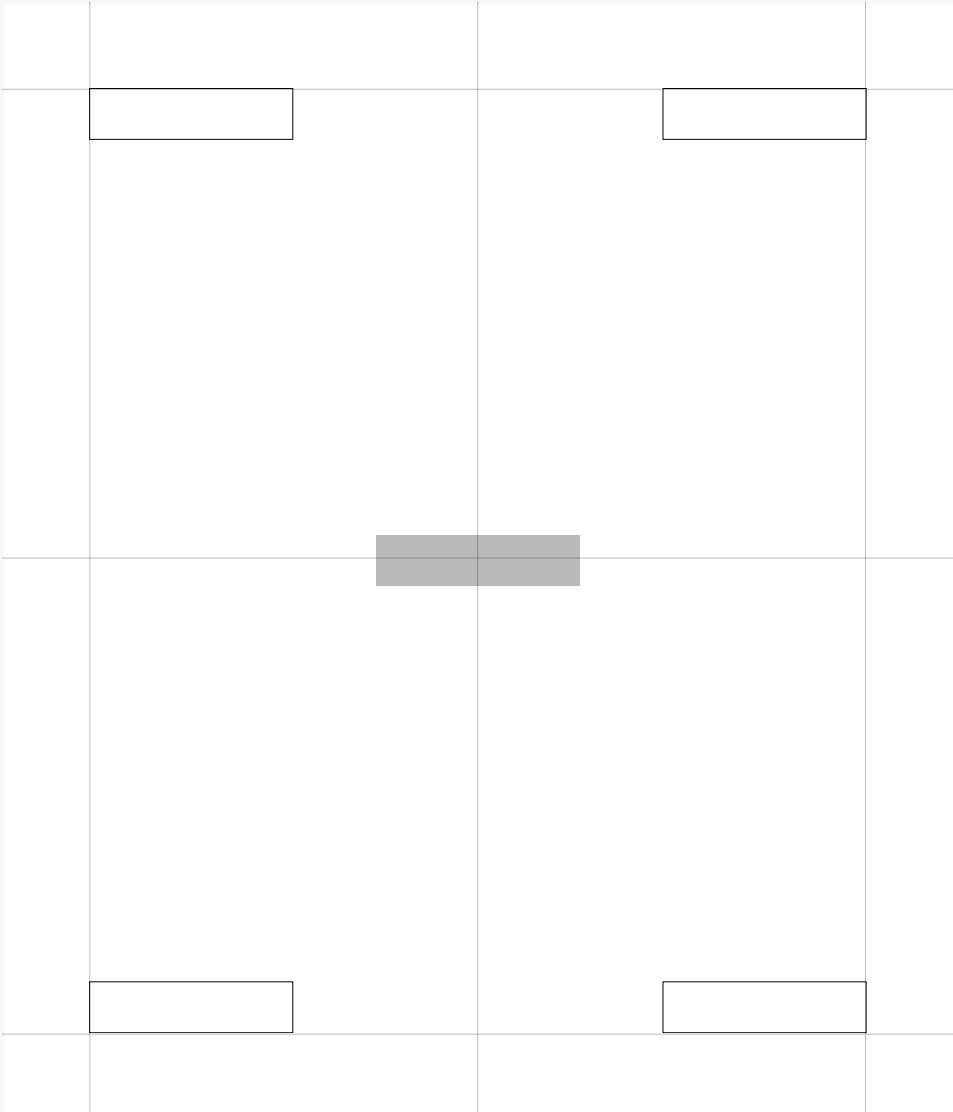
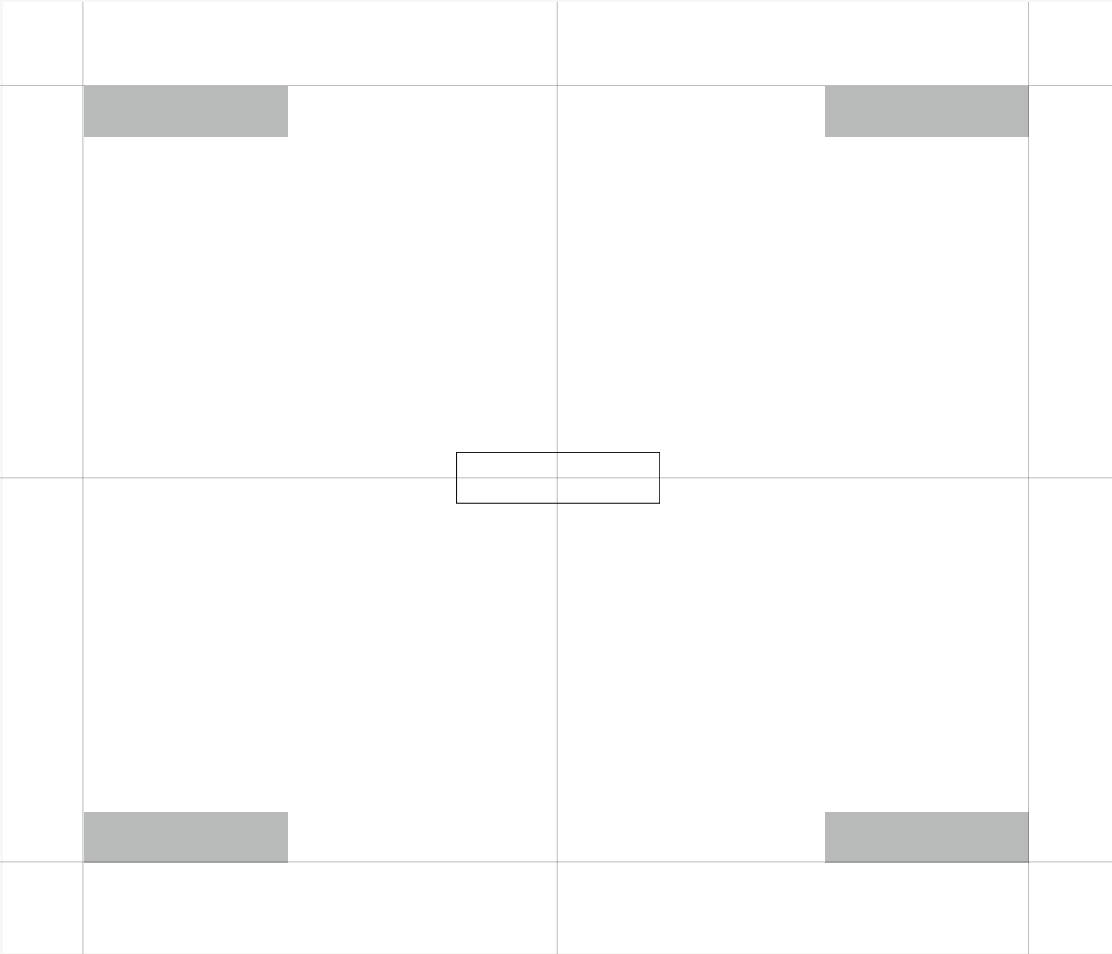
**Poor Contrast Example**  
Avoid placing the logo on  
similar-colored backgrounds  
to maintain visibility.

# PLACEMENT

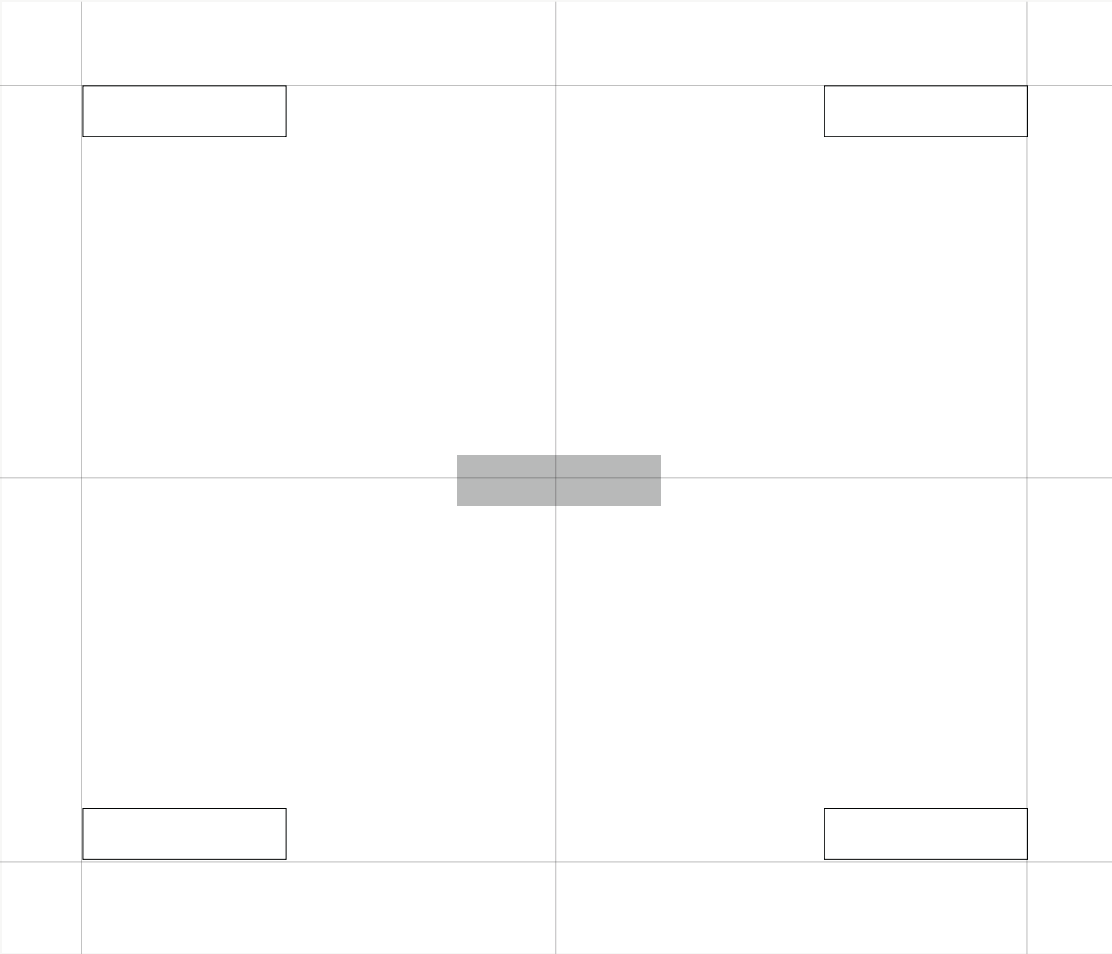
Placement shapes how identity elements are perceived. Corner placements suit informative or direct communications; centered placements create a more expressive and impactful presence.



**Corner Placement**  
Placed in the corner, the identity acts as a signature.



**Center Placement**  
Placed in the center, the identity acts as an expressive element.



# A.3 BRAND COLORS

CORE PALETTE  
USE PROPORTION  
COLOR DON'TS

# CORE PALETTE

The following values define the core palette, used most frequently in the system. Aramco Blue and Aramco Green are the primary brand colors.

Neutral tones act as a foundational element, while additional tints and shades provide range without compromising brand consistency.

Aramco Blue  
Pantone Process Blue C  
C94 M26 Y0 K8  
R20 G128 B219  
#1480DB

33% Multiply

66% Multiply

Aramco Green  
Pantone 355C  
C95 M0 Y100 K0  
R0 G173 B74  
#00AD4A

33% Multiply

66% Multiply

Dark Gray  
Pantone Cool Gray 11C  
C4 M4 Y7 K75  
R50 G50 B50  
#323232

33% Multiply

66% Multiply

White  
C0 M0 Y0 K0  
R255 G25  
#FFFFFF

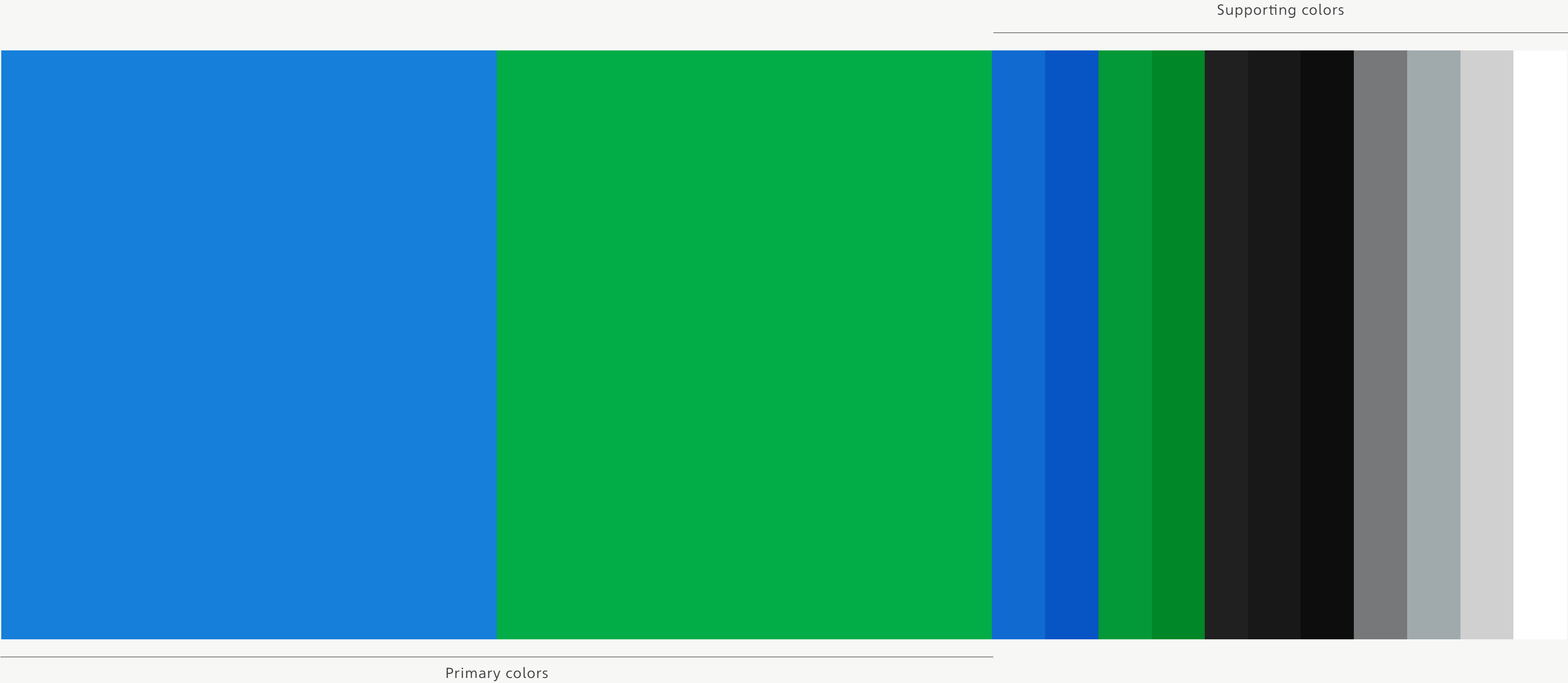
Light Gray  
Pantone 427C  
C1 M0 Y4 K5  
R218 G218 B218  
#D9D9D6

Medium Gray 1  
Pantone 429C  
C0 M2 Y6 K58  
R162 G170 B173  
#A2AAAD

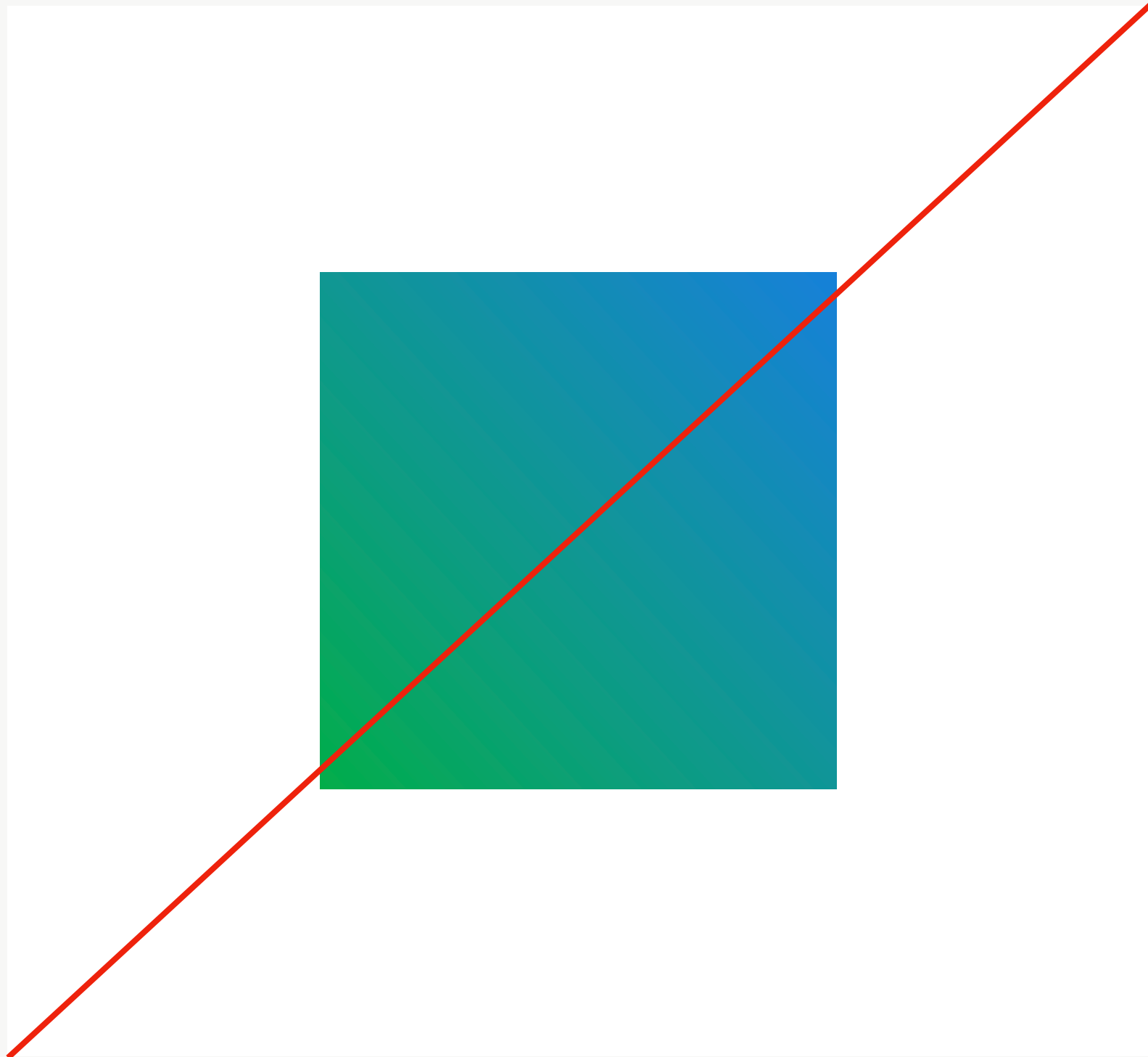
Medium Gray 2  
Pantone Cool Gray 9C  
C0 M2 Y6 K58  
R117 G120 B123  
# 75787B

# USE PROPORTION

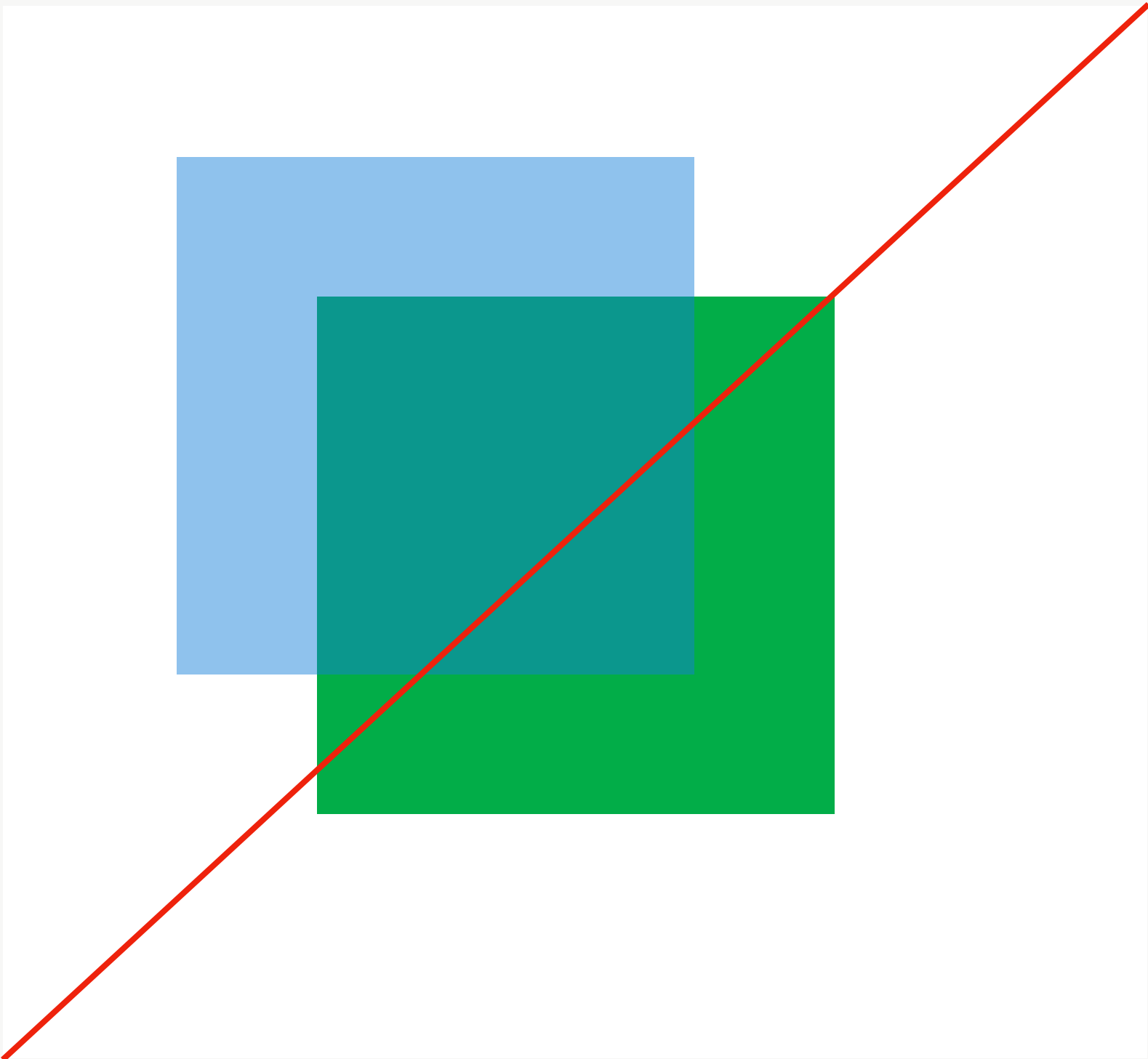
The larger the percentage, the greater the prominence of that color in the system. Aramco Blue and Aramco Green should be used most frequently as primary colors, with all other colors applied in supporting roles.



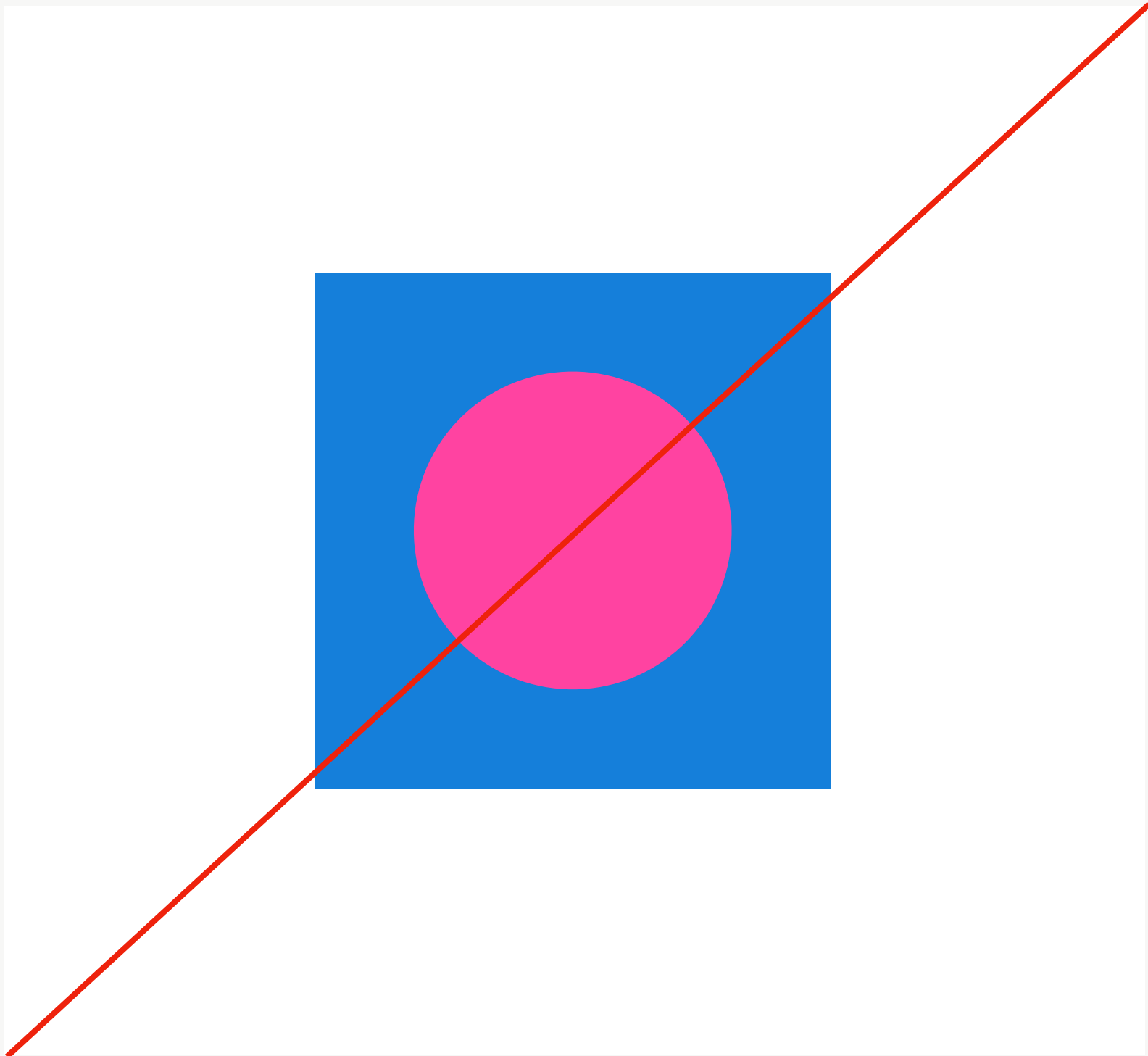
# COLOR DON'TS



✗  
Do not use gradients.



✗  
Do not use transparency or  
adjust opacity of brand colors.



✗  
Do not create new color  
combinations or mix non-  
brand colors.

# B. VISUAL EXPRESSION

# B.1

# TYPOGRAPHY

# SYSTEM

- PRIMARY TYPEFACE
- WEIGHTS
- DUAL-SCRIPT CAPABILITY
- BILINGUAL COMPOSITIONS
- LATIN SECONDARY TYPEFACE
- ARABIC SECONDARY TYPEFACE
- COMBINING OUR FONTS
- USE OF CAPS
- SENTENCE CASE
- HIERARCHY
- TYPE IN COLOR
- TYPE DON'TS

PRIMARY  
TYPEFACE

Manifa Sport is the custom primary typeface for Aramco sponsorship. Designed for headlines and large-scale type, its wide, all-caps structure delivers a bold, commanding presence. Loud, clear, and highly

legible, it is ideal for high-impact sponsorship communications. Created to resonate with a global audience, Manifa Sport reflects the brand’s energy and ambition. It combines precision in form with

visual strength, ensuring consistency and recognition across all platforms. More than a typeface, it is a core visual element that conveys clarity, confidence, and modernity.

MANIFA  
SPORT

WEIGHTS

Manifa Sport is available in seven weights, from ExtraBold to Thin. Each weight maintains clarity and legibility for sponsorship visibility. The range allows flexibility while preserving the bold identity of the brand.

Manifa Sport  
6 weights

MANIFA SPORT  
EXTRABOLD Aa Bb Cc Dd Ee Ff  
Hh 012345  
.,!@%&#"

MANIFA SPORT  
HEFTY Aa Bb Cc Dd Ee Ff Hh 01  
2345.,!@  
%&#"

MANIFA SPORT  
BOLD Aa Bb Cc Dd Ee Ff Hh 0 1  
2 3 4 5 .,!@  
%&#"

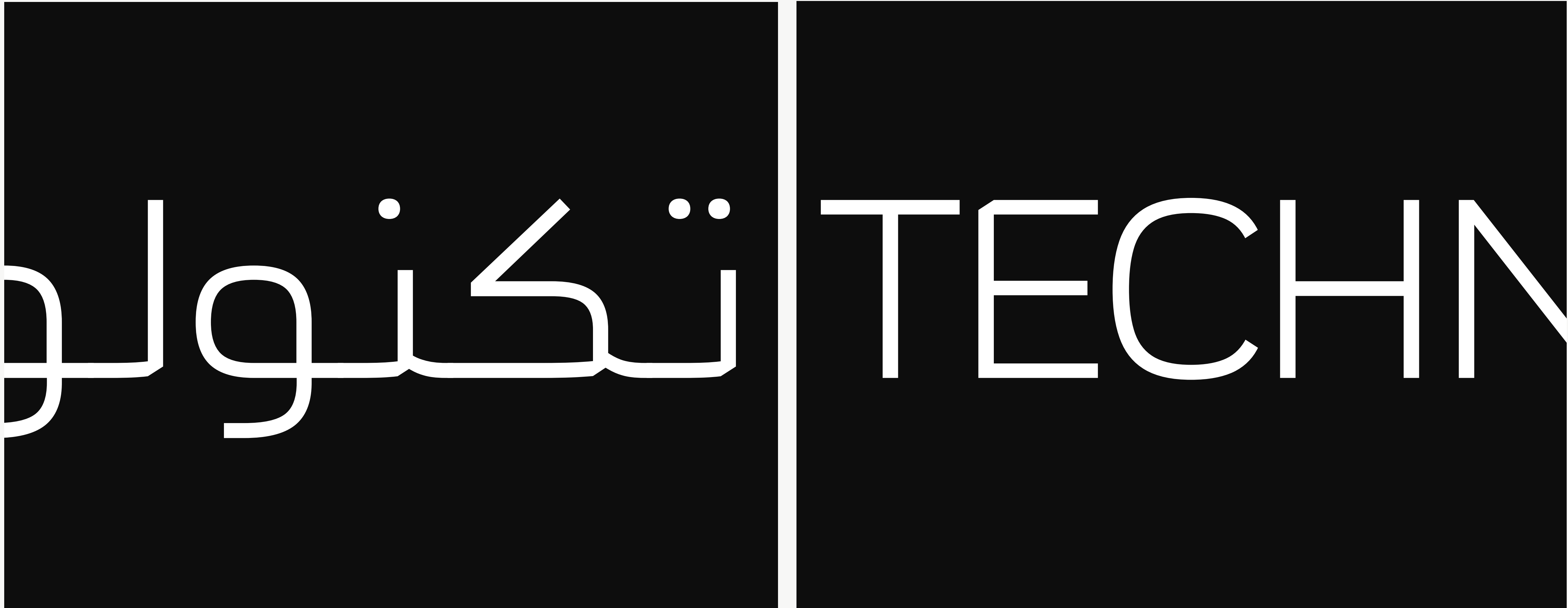
MANIFA SPORT  
LIGHT Aa Bb Cc Dd Ee Ff Hh  
012345.,!@  
%&#"

MANIFA SPORT  
SEMIBOLD Aa Bb Cc Dd Ee Ff  
Hh 012345 .,!?  
@%&#"

MANIFA SPORT  
THIN Aa Bb Cc Dd Ee Ff Hh  
012345.,!@  
%&#"

DUAL-SCRIPT  
CAPABILITY

Our font system supports both Latin and Arabic scripts. Each is designed with its own character but aligns visually when used together, ensuring consistency across sponsorship touchpoints.



## BILINGUAL COMPOSITIONS

When Arabic and Latin appear in the same composition, the typefaces are balanced in weight, proportion, and rhythm. This preserves legibility and impact, whether in headlines or body text, and creates a unified visual voice for global and regional audiences.

AMCO SPONSORSHIP EMBRACES A BILING  
PROACH, ENSURING CLARITY AND IMPACT  
AND نظام البصري يدعم تكاملاً سلساً،  
MANIFA SPORT حيث تعمل عناصر  
الخط مع الخطة العربية للحفاظ على هوية العلامة. في كل من  
CREATĖ A CONSISTENT EXPERIENCE،  
GI ORAI MARKETS، أحياء أحياء

LATIN SECONDARY  
TYPEFACE

Ghawar is used for body copy and long Latin text. Designed for clarity and easy reading, it works well in both print and digital applications.

0123.,!/?@%&#  
Ghawar

A Ā Ă Ą B C Ć Č D Ď Đ E Ē Ė Ę Ě F G Ğ H I Ī J K L Ł Ľ Ł M N Ń N Ň Ŋ  
O Ō Ŏ OE P Q R Ř Ŕ S Š Ţ Ť Ŧ U Ū Ŭ Ů Ű V W Ŵ X Y Ŷ Ÿ Z Ž Ž Ž ž a  
ā ą b c d d' đ e ē é ě f g ğ h i ī j k ĸ l ł ľ m n ŋ ñ o ō ŏ oe p q r  
ř ŕ ŗ s ś ş š t ț ŧ u ū ŭ ů ı v w ŵ x y ŷ z ź ż ź Ź Π Ω π ω 1 2 3 4 5 6 7 8 9 0  
1 2 3 4 5 6 7 8 9 0 1 2 3 4 5 6 7 8 9 0 ! @ # % & \* ( ) \_ + < > ? : ; { } ^  
£ ¤ \$ ¥ € ¢ © ® ™ € ↕ ↖ ↗ ↘ ↙ ◊ °

# ARABIC SECONDARY TYPEFACE

Haradh is used for body copy and long Arabic text. Clear, legible forms ensure comfortable reading in all sponsorship communications.

خط حروف

[illegible]

# COMBINING OUR FONTS

Use Manifa Sport for headlines to create bold, impactful statements — ideally in Bold weight. Keep headlines concise and direct. For subheads, Manifa Sport may be set

in lighter or heavier weights to adjust emphasis.  
  
For body copy and longer text, use Ghawar to ensure clarity and easy reading.

1

DESIGNED FOR CLARITY. BUILT FOR IMPACT.

OUR VOICE

We communicate with strength and simplicity. Every element of our visual system — from typography to layout — is crafted to connect with audiences and leave a lasting impression.

Headline and body pairing: Manifa Sport for impact, Ghawar for clarity.

PUSHING BOUNDARIES, SHAPING TOMORROW

INNOVATING BEYOND CONVENTIONAL LIMITS

Strong, bold headlines use Manifa Sport in uppercase for maximum emphasis.

INNOVATING FOR A SUSTAINABLE FUTURE

We believe that innovation is key to achieving a sustainable future. Our ongoing commitment to research and development drives us to create energy solutions that are both efficient and environmentally responsible, ensuring that we meet the needs of today while protecting the planet for future generations.

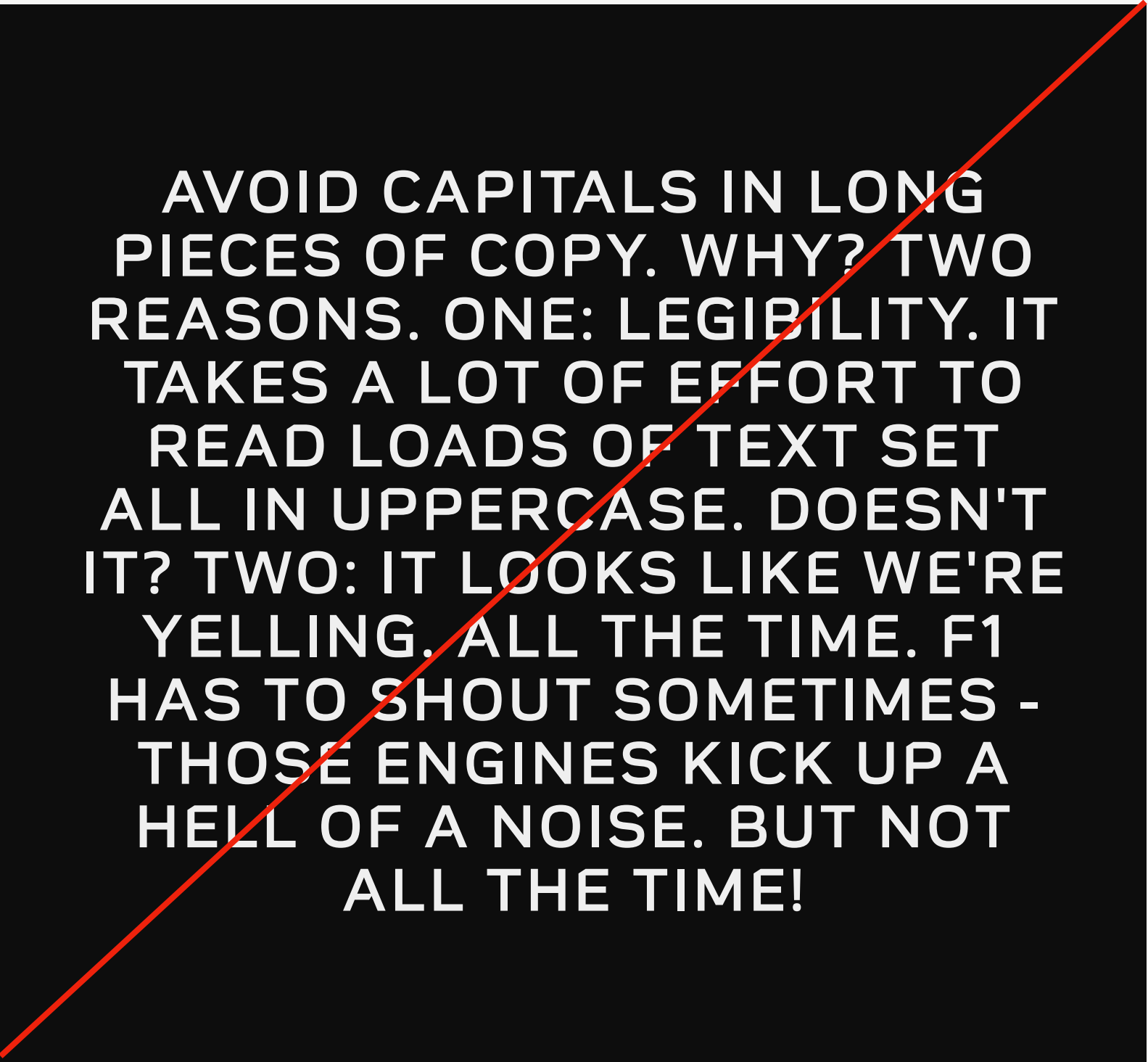
Balanced hierarchy: Manifa Sport headlines supported by Ghawar body copy for readability.

# USE OF CAPS

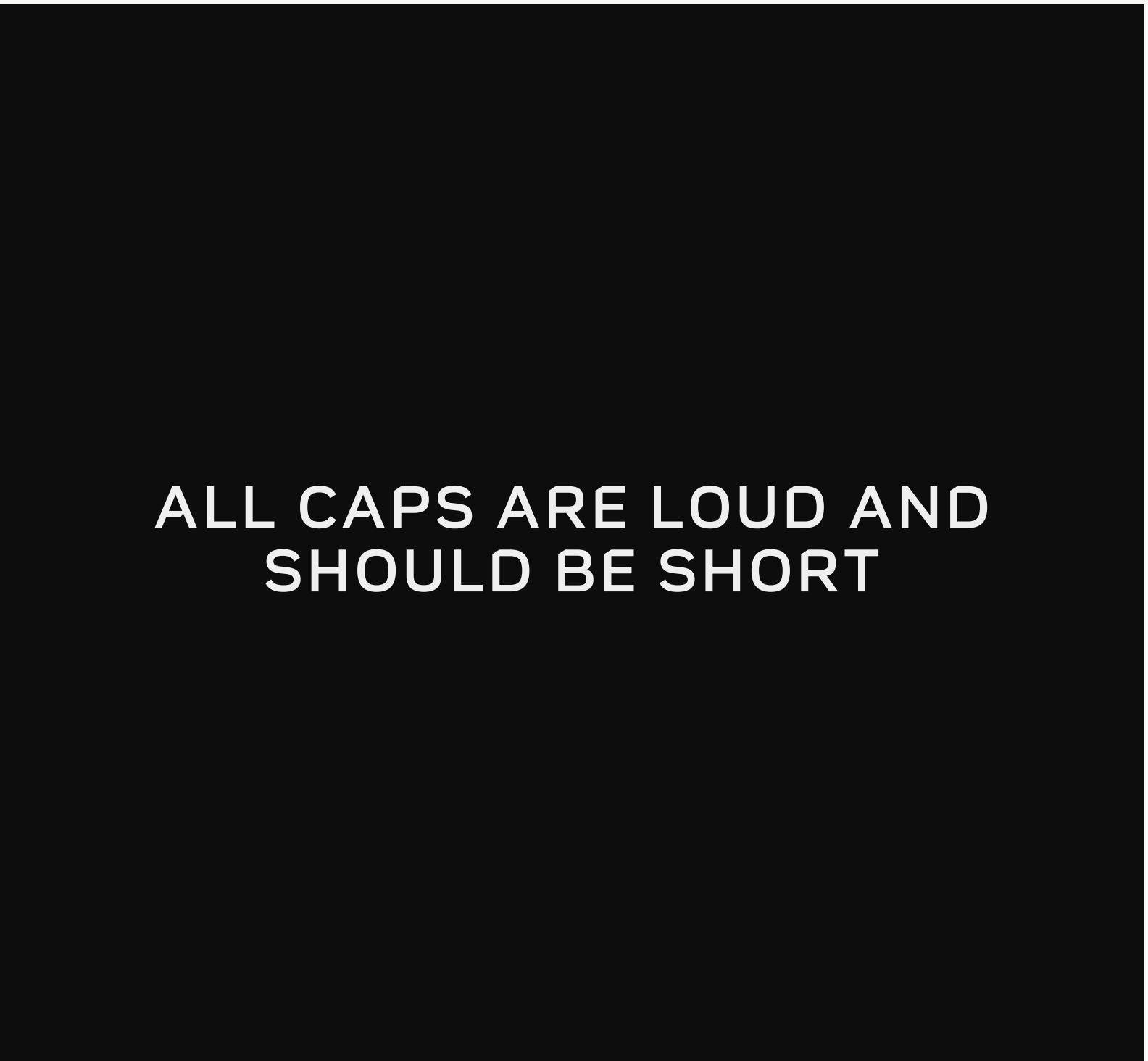
Uppercase can be effective for emphasis, but it should be used with restraint. Avoid setting long passages in all caps, as it reduces legibility and overwhelms the reader. Keep uppercase titles short and impactful, ideally between 3–7 words. Use Manifa Sport for titles, while Ghawar should remain in sentence case for body copy and longer text.



✗  
Don't use all caps in Ghawar.



✗  
Don't set long passages in all caps.



✓  
Use all caps sparingly. Keep titles in uppercase short and impactful — ideally 3–5 words for maximum clarity and emphasis.

# SENTENCE CASE

Use sentence case with Ghawar for body copy and long text to ensure readability.

Do not use sentence case with Manifa Sport for long-form copy — it may only be used for short elements like subheads, callouts, or secondary titles (under ~25 words).

Body copy or long forms of text should use Ghawar our body copy font that is designed for readability even at smaller sizes. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem.

Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt.

Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Aenean commodo ligula eget dolor. Aenean massa.

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem.

Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt.

Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec

✓  
Always use sentence case for body copy and longer text.

**Avoid using it as body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.**

**Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem.**

**Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt.**

**Cras dapibus. Vivamus elementum semper nisi.**

**Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus.**

**Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.**

**Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem.**

**Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt.**

**Cras dapibus. Vivamus elementum semper nisi.**

✗  
Do not use Manifa Sport for long-form copy

**Sentence case (upper and lowercase) headlines are less shouty. But they can still be bold.**

✓  
Sentence case can be used for secondary short text elements (under ~25 words).

HIERARCHY

Use sentence case with Ghawar for body copy and long text to ensure readability.

Do not use sentence case with Manifa Sport for long-form copy — it may only be used for short elements like subheads, callouts, or secondary titles (under ~25 words).

Header  
Manifa Sport SemiBold  
Use in all caps. Keep headlines short, impactful, and direct.

Subhead  
Manifa Sport Regular  
Use sentence case. Smaller size or lighter weight to create clear hierarchy below the header.

Body copy  
Ghawar Regular  
Use for long-form text. Designed for readability and clarity in extended copy.

BUILT FOR  
GLOBAL IMPACT

CLARITY AND ENERGY AT THE  
HEART OF COMMUNICATION.

Aramco’s sponsorship identity has been designed to provide a consistent and recognizable voice across every platform. At its core, the system is rooted in clarity, energy, and impact — three principles that ensure our communications are bold enough to stand out on the global stage while remaining flexible enough to adapt to a wide range of audiences and applications.

The design toolkit brings together typography, photography, color, and graphic devices into a single system that is both adaptable and disciplined. Each element has been carefully considered not as an isolated component, but as part of a larger whole. This holistic approach allows the brand to

maintain integrity in the smallest applications, such as digital banners, while also scaling confidently to the largest arenas, such as international sporting events.

Flexibility is central to the system. Different types of communication demand different tones — expressive, informative, or premium — and the guidelines provide clear direction on how to adapt the tools accordingly. From vibrant, high-energy layouts used in live sports broadcasts to more restrained and elegant treatments for VIP communications, the system ensures that every expression feels intentional and on-brand.

Equally important is the role of photography. Images are not only illustrative but act as a vital storytelling tool. By distinguishing between rights-controlled subjects and Aramco-owned contexts, the guidelines establish a clear framework for when to defer to partner rules and when to apply Aramco’s own style. This balance allows us to respect partnerships while ensuring that our own identity remains visible and consistent wherever possible.

Ultimately, the sponsorship identity is more than just a set of visual rules. It is a framework for building trust, recognition, and impact across every channel where Aramco shows up. By combining discipline

with creativity, the system empowers designers and partners alike to communicate with precision while leaving room for innovation. The result is a sponsorship identity that is not only consistent, but also dynamic, inspiring, and unmistakably Aramco.

Aramco’s sponsorship identity has been designed to provide a consistent and recognizable voice across every platform. At its core, the system is rooted in clarity, energy, and impact — three principles that ensure our communications are bold enough to stand out on the global stage while remaining flexible enough to adapt to a wide range of audiences and applications.

TYPE IN COLOR

Type color is used to create clear contrast and maintain legibility across all applications. Our system relies on two core colors for text: dark gray on light backgrounds and white on dark or colored backgrounds.

Colored type is reserved only for secondary elements, such as buttons or functional labels, and should never compete with primary messaging. This approach ensures clarity, consistency, and a unified voice across every application.



✓  
Use dark gray type on light backgrounds



✓  
Use white type on dark or colored backgrounds



✓  
Ensure type color contrasts clearly with the background

TYPE DON'TS



✗  
Don't use italics



✗  
Don't use outlined or  
stroked type



✗  
Don't use low-contrast  
color combinations.

# B.2 PHOTOGRAPHY DIRECTION

PHOTOGRAPHY STYLE  
SECONDARY STYLE  
COLOR TREATMENT

# PHOTOGRAPHY STYLE

Our photography style uses motion blur to show speed, movement, and energy. A 33-degree angle can be applied as a guiding principle, but the blur may also be applied in other directions if it better fits the image.

Naturally captured motion blur is preferred when possible. The blur must be purposeful. It should add impact without overpowering the image. Subjects must remain clear and recognizable.

Avoid heavy distortion that reduces legibility or distracts from the message.

**Important:** *When working with partner imagery, their brand rules take priority. Ensure no treatments conflict with their guidelines.*



## SECONDARY STYLE

Our secondary photography style uses high-resolution, static images that highlight sharpness and detail. This style is best for moments where clarity is essential, such as showcasing people, equipment, or environments.

Use this style to balance the dynamic motion blur of the primary approach. Together, both styles create a cohesive brand identity that represents sponsorship with clarity and impact.

**Important:** *When working with partner imagery, their brand rules take priority. Ensure no treatments conflict with their guidelines.*



# COLOR TREATMENT

Photography should use natural, authentic colors that reflect reality. Adjust brightness and contrast only to improve clarity and maintain consistency with the brand palette.



✗  
Do not apply artificial filters or color distortions.



✗  
Do not use black & white photography — keep full, natural color.



✗  
Do not use overly saturated photography that distorts natural tones.

# B.3 GRAPHIC DEVICES

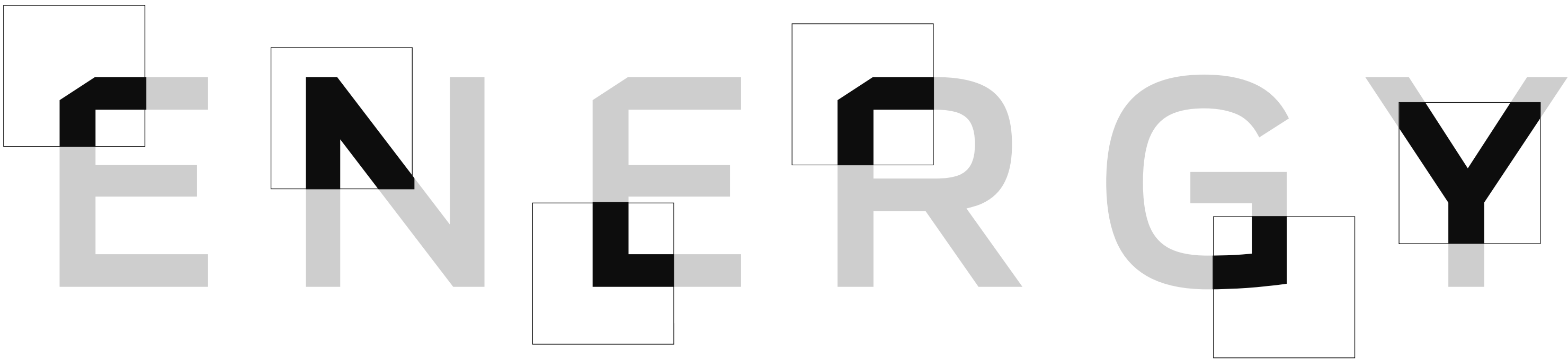
- OVERVIEW
- SCALE & GRID
- COLOR
- IMAGERY
- TYPE

# OVERVIEW

Our graphic devices are derived from the word Energy, the foundation of the sponsorship identity. Individual letterforms are abstracted and scaled within the grid to create bold, oversized shapes.

These forms are never meant to be read as typography. Instead, they function as dynamic graphic elements that bring rhythm, structure, and distinction to layouts. Whether used as color fields, patterns, or image

masks, the devices add energy and recognizability to the brand’s visual system.

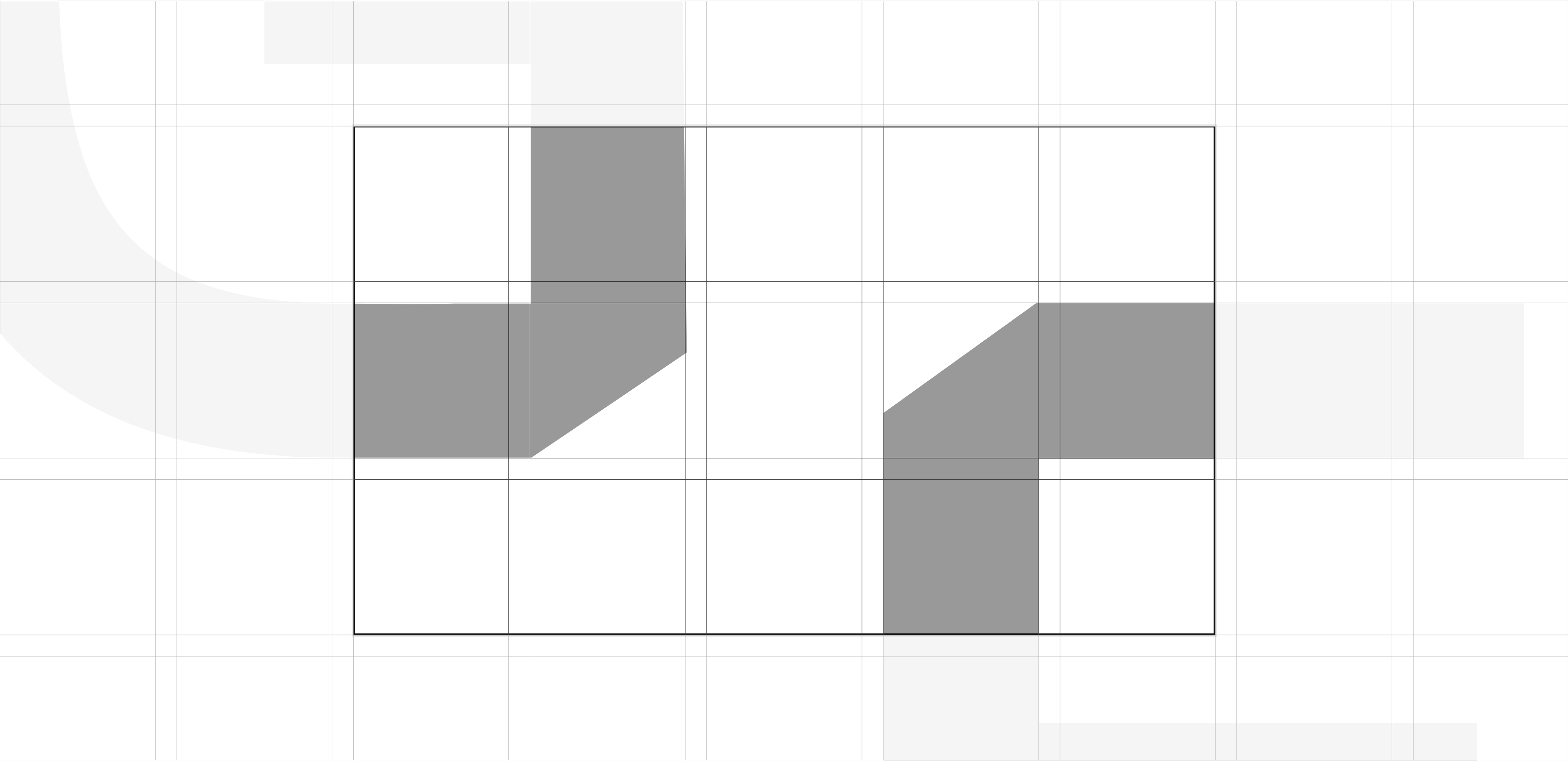


# SCALE & GRID

Graphic devices must always be scaled beyond recognition as letters and treated as abstract forms. Use the grid as a guide to size and position them, ensuring balance and rhythm within the composition.

At large scale, the devices act as bold visual backdrops that structure the layout and add energy. At smaller scales, they risk being read as typography and should not be used.

Note: For instructions on how to build and apply the grid, see the Layout System chapter.



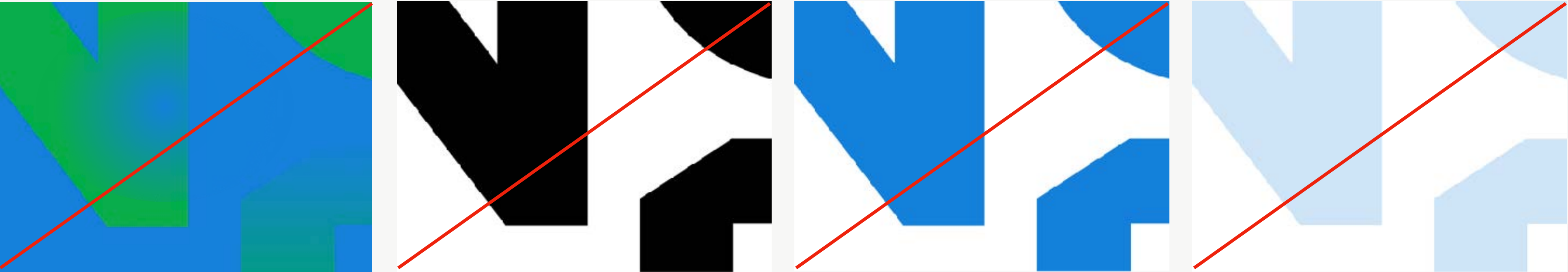
# COLOR

Graphic devices may be filled with two official brand colors.  
Combinations should remain balanced so text and other elements stay clear and readable.

Acceptable color combinations



Incorrect color applications



✗  
Do not use gradients  
they create inconsistency.

✗  
Do not use black and white  
the contrast is too strong.

✗  
Do not use brand colors with white  
creates excessive contrast

✗  
Do not use washed-out tints  
they appear weak and off-brand.

IMAGERY

Graphic devices may be filled with photography to create dynamic, context-specific applications. Images can act as fills or backgrounds framed within the devices.



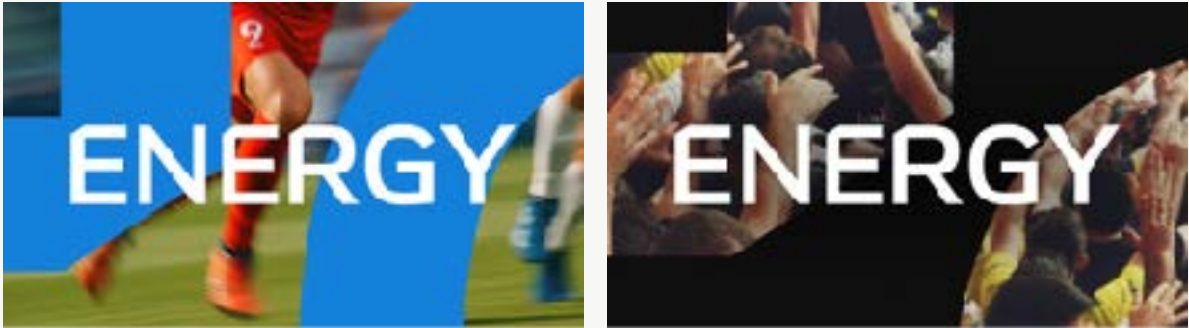
TYPE

Typography should always be clear, legible, and stand out from the background. Use type confidently, maintaining strong contrast and balance with graphic elements.

Acceptable type combinations

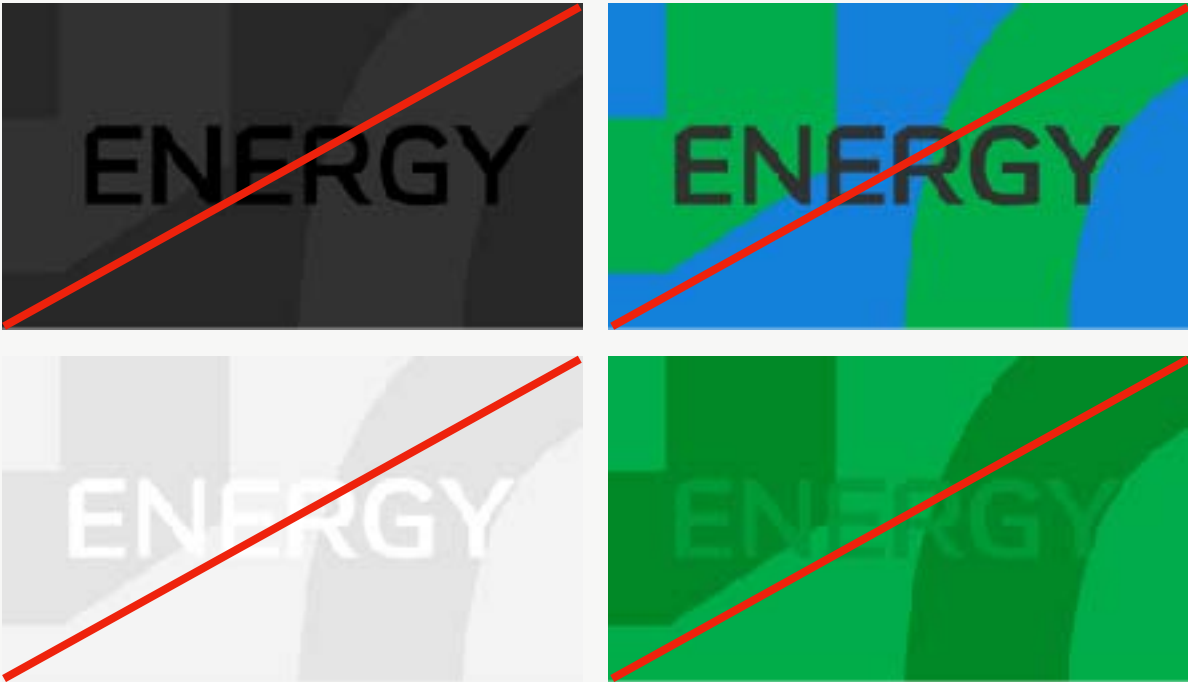


✓  
Use high-contrast type so text is easy to read against the background.



✓  
Overlap text with graphics when possible to create bold, dynamic layouts.

Incorrect type applications



✗  
Do not use low-contrast type that blends into the background.



✗  
Do not space out graphics excessively to fit the text. Overlapping is preferred.

# C. APPLICATION & COMPOSITIONS

# C.1 COMPOSITION SYSTEMS

- ELEMENTS (TOOLKIT)
- THE GRID
- DYNAMIC ALIGNMENT
- OTHER ALIGNMENTS
- ALIGNMENT DOS AND DON'TS
- MODES OF COMMUNICATION
- TOOLKIT IN PRACTICE
- EXPRESSIVE COMPOSITION
- INFORMATIVE COMPOSITION
- PREMIUM COMPOSITION
- COMMUNITY COMPOSITION
- SUMMARY OF COMPOSITION APPROACHES

# ELEMENTS (TOOLKIT)

Each element of the visual system works as part of a unified toolkit. When combined with intent, they build communications that are bold, adaptable, and unmistakably Aramco.



**Identity**  
Conveys who we are.



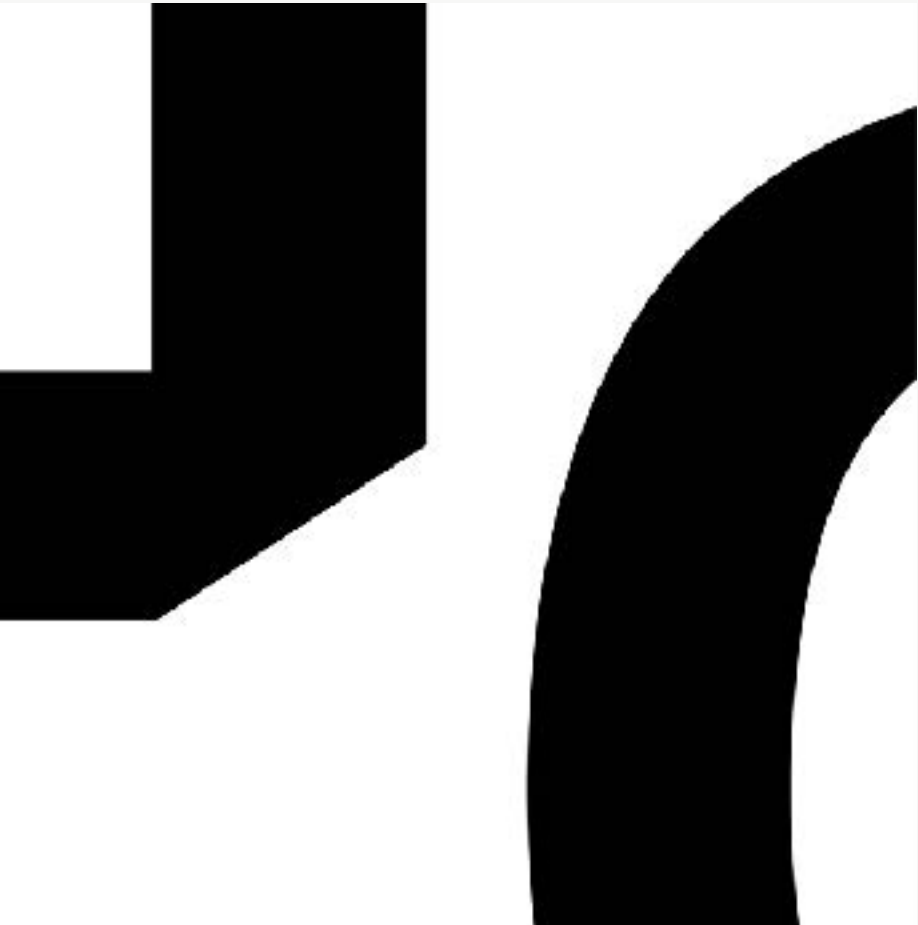
**Typography**  
Carries information with clarity.



**Color**  
Adds expression and energy.



**Imagery**  
Captures moments and emotion.



**Graphic elements**  
Provide rhythm and structure.

# THE GRID

The layout grid is designed for clarity and consistency, using a square system that complements the all-caps typography style.

**Row Height**  
Each row height is calculated using the letter height, aligning perfectly with our all-caps typography

**Gutter Spacing**  
Gutters are set using the average space between letters, ensuring a clean and organized design.

**Column Width**  
The width of each column mirrors the row height, maintaining balance across the layout.



DYNAMIC  
ALIGNMENT

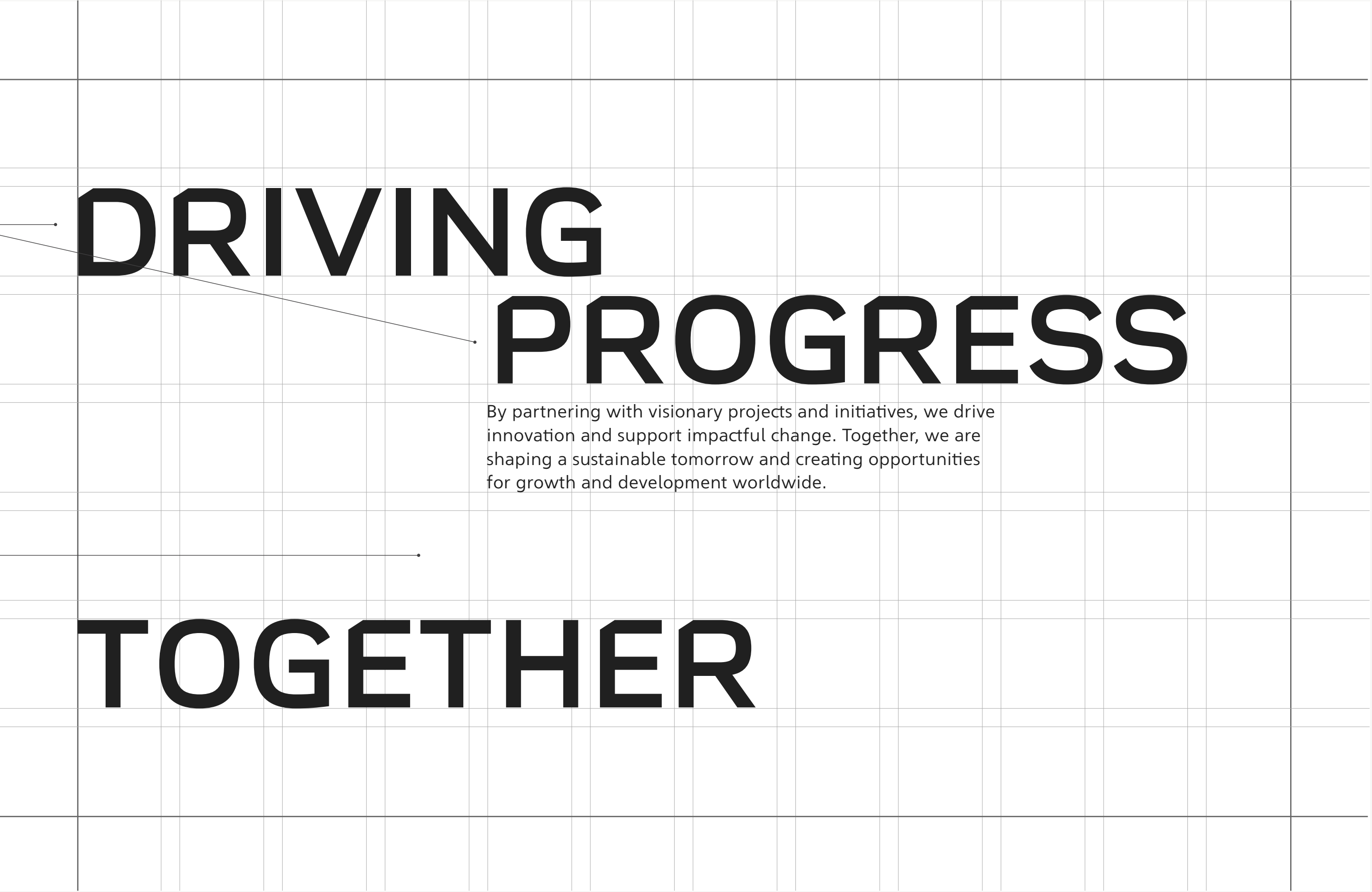
Dynamic alignment allows text to shift left or right within the grid, creating variation while maintaining consistency.

Skipping rows introduces spacing and rhythm, giving type room to breathe and improving clarity.

This approach mirrors the motion principles of our brand — making layouts feel active and forward-looking, even in static form.

Flexible text alignment  
Text can be aligned left or right within the grid

Skipping rows for added space



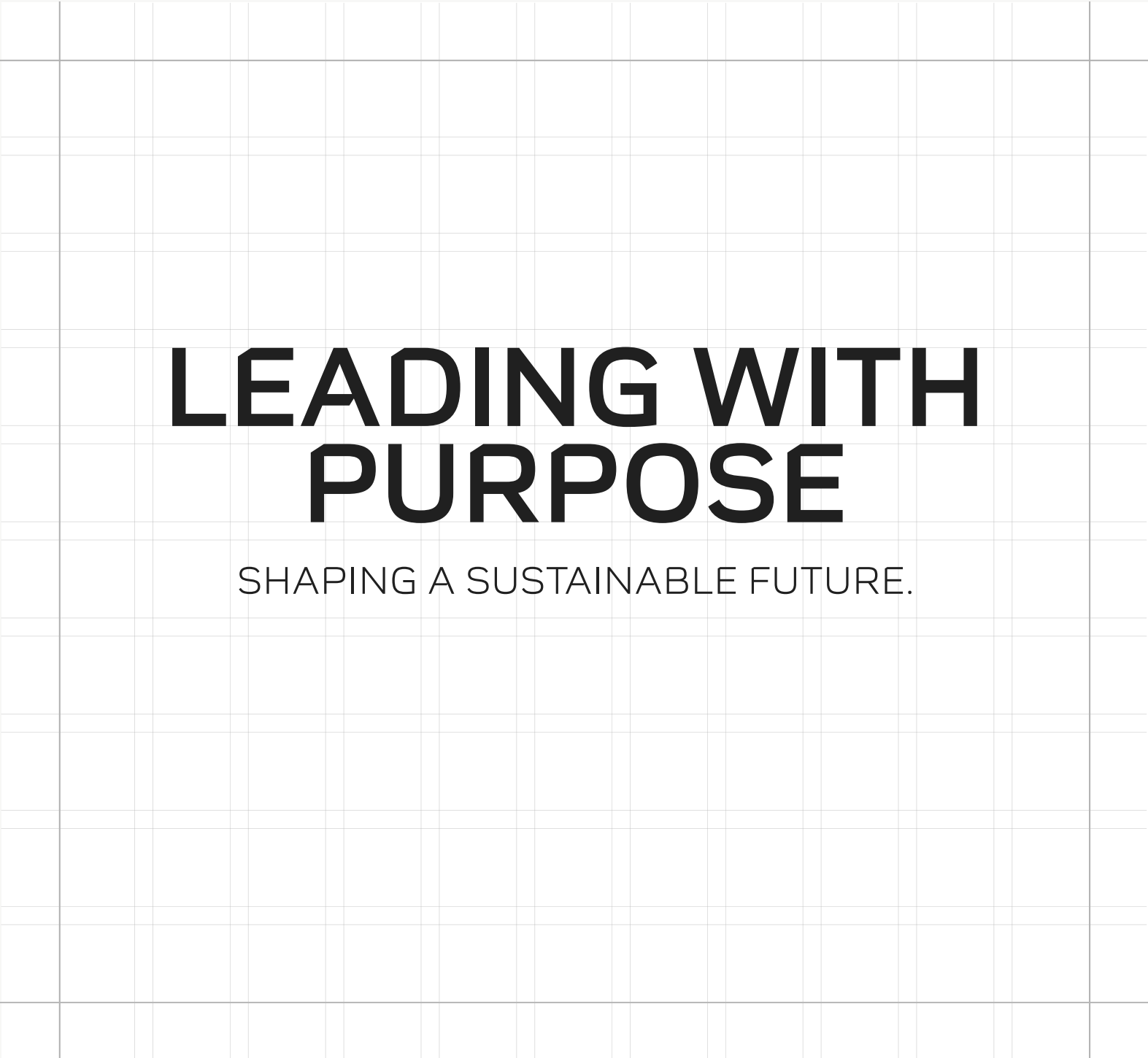
By partnering with visionary projects and initiatives, we drive innovation and support impactful change. Together, we are shaping a sustainable tomorrow and creating opportunities for growth and development worldwide.

## OTHER ALIGNMENTS

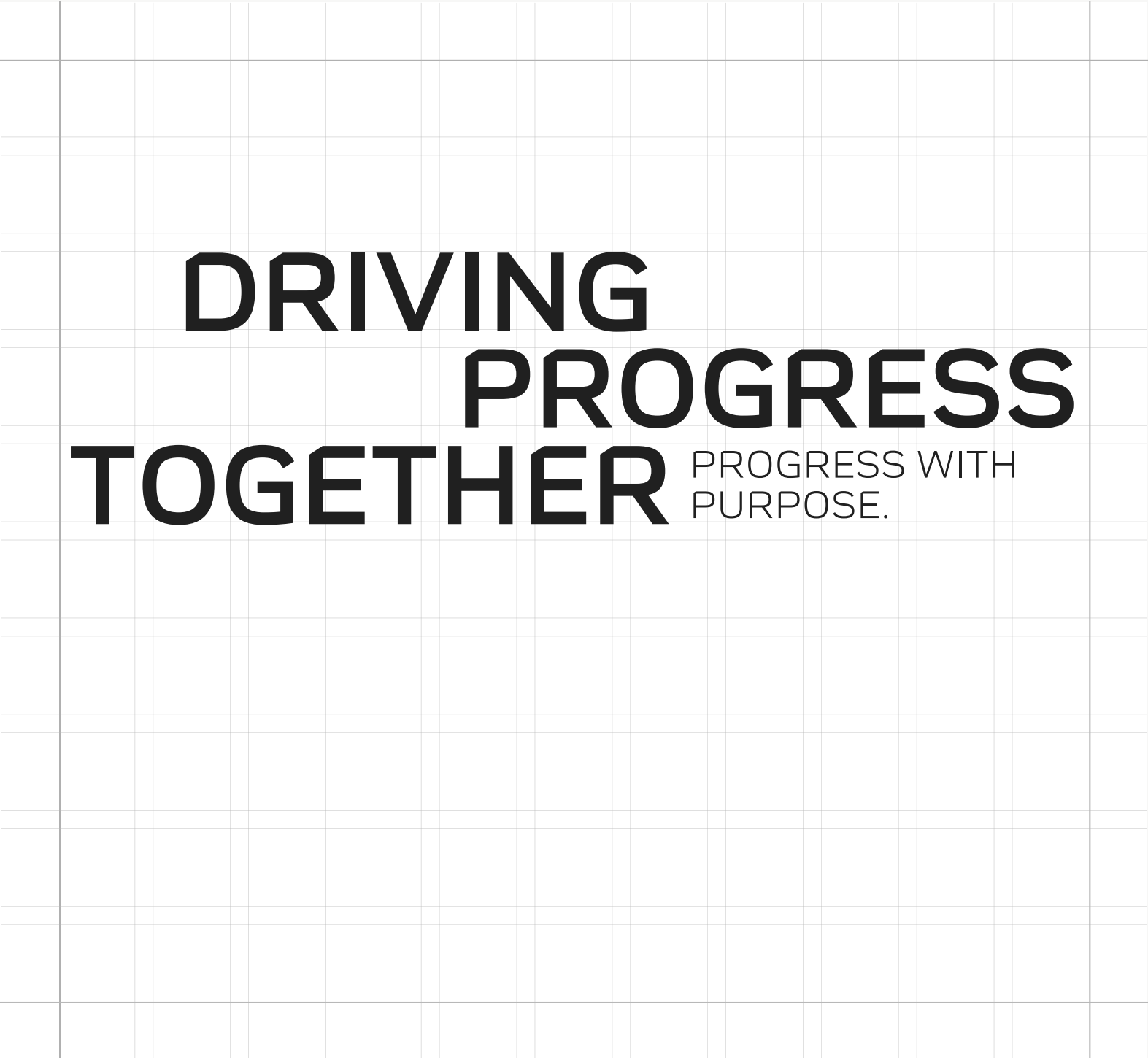
Dynamic alignment is the primary approach. Center and left alignments are secondary options that provide flexibility for specific communication needs.



**Left alignment**  
Provides structure and clarity. Best for information-heavy layouts.

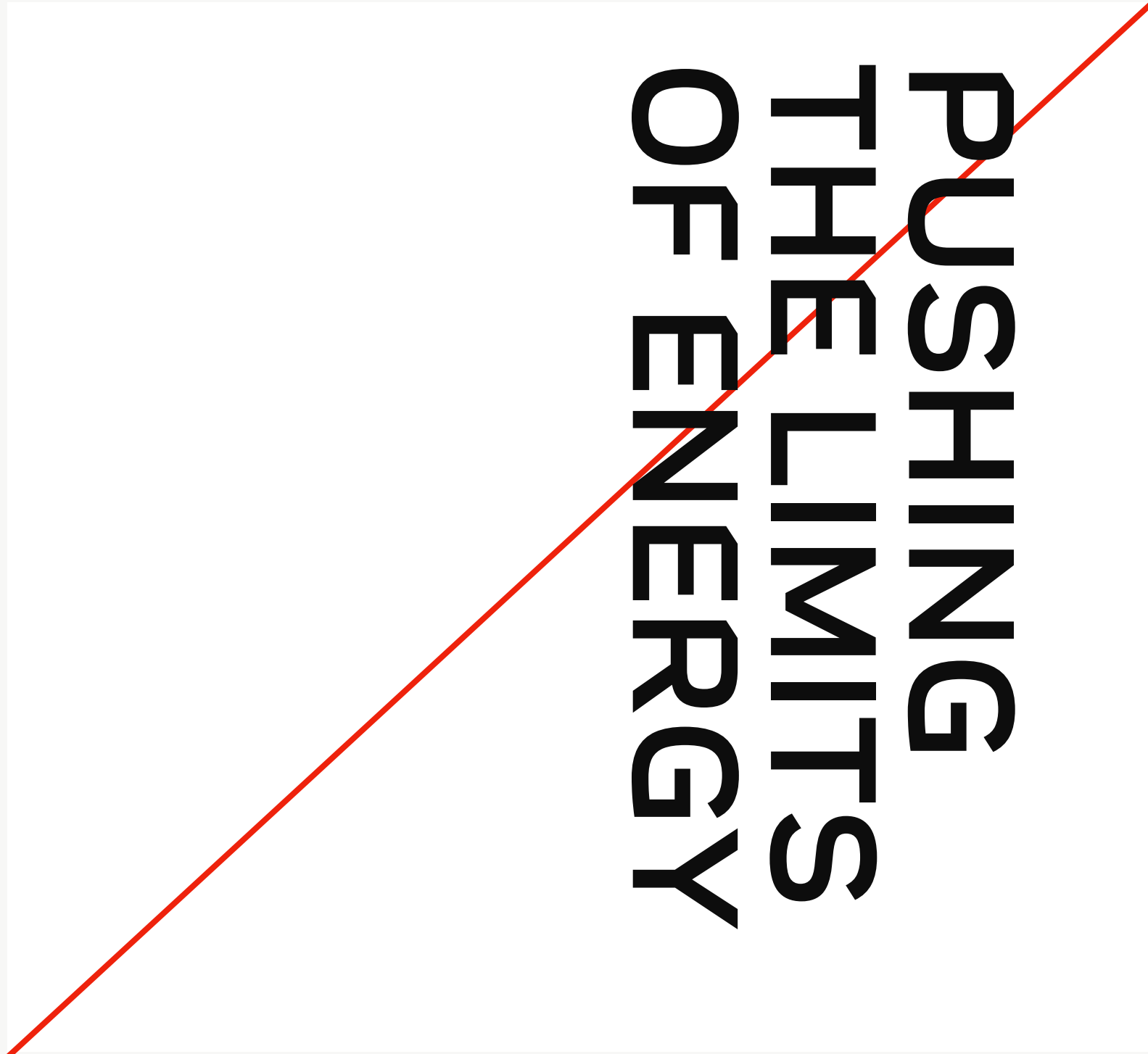


**Center alignment**  
Creates balance and focus. Best for single messages or formal expressions.

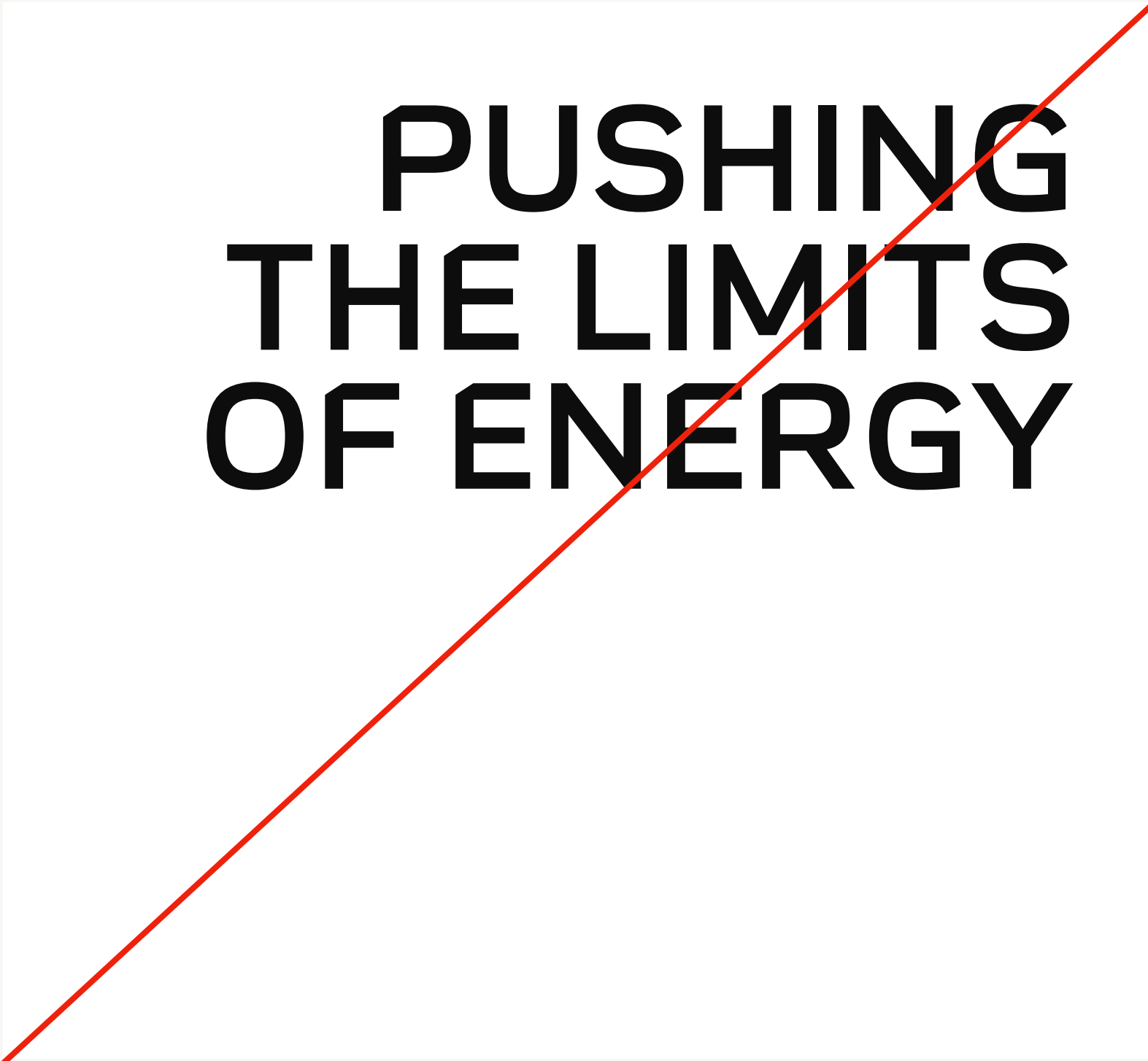


**Dynamic alignment**  
Conveys energy and movement. Our primary approach for sponsorship layouts.

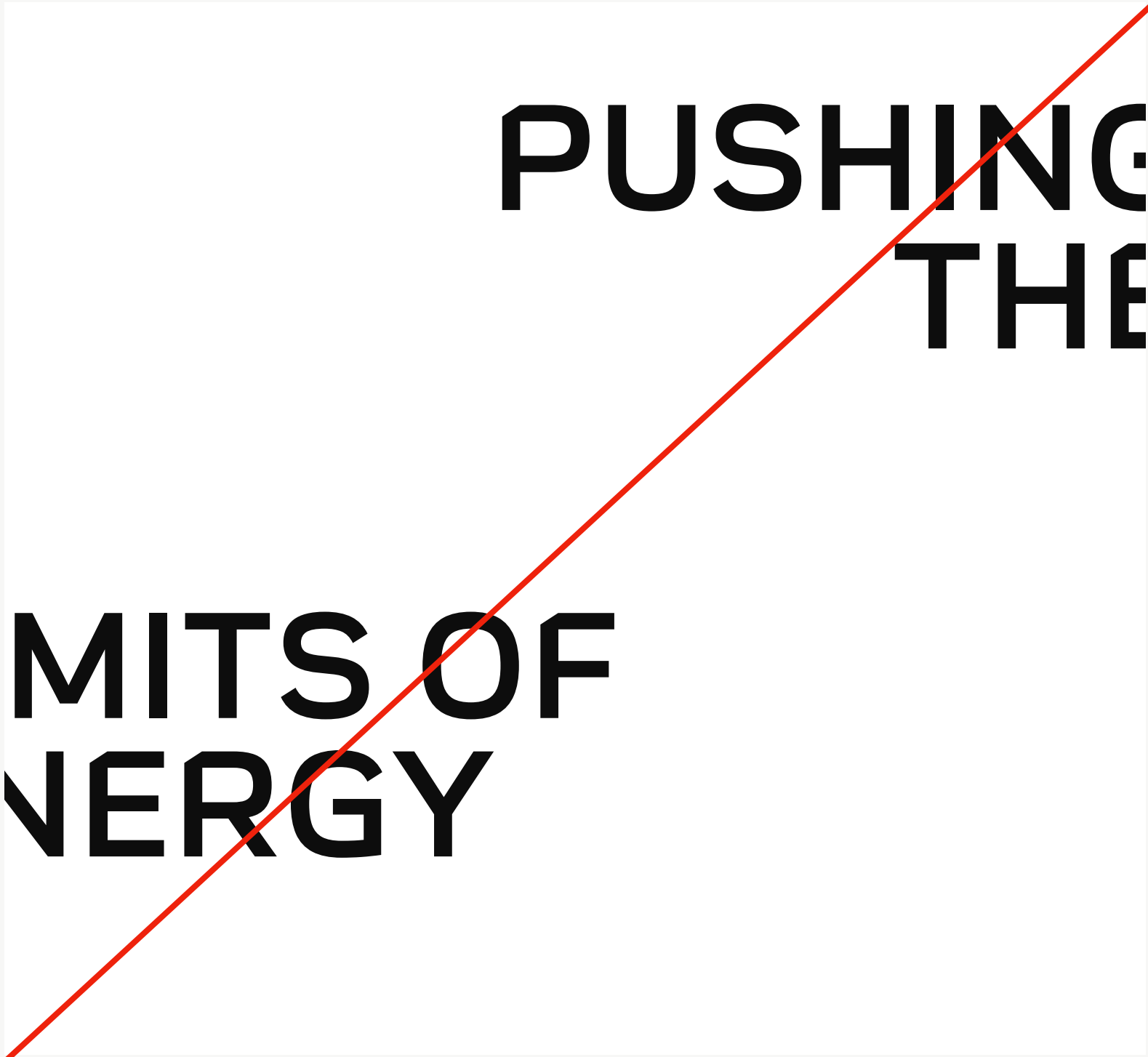
ALIGNMENT DOS  
AND DON'TS



✗  
Do not rotate the text



✗  
Do not right align all  
the text



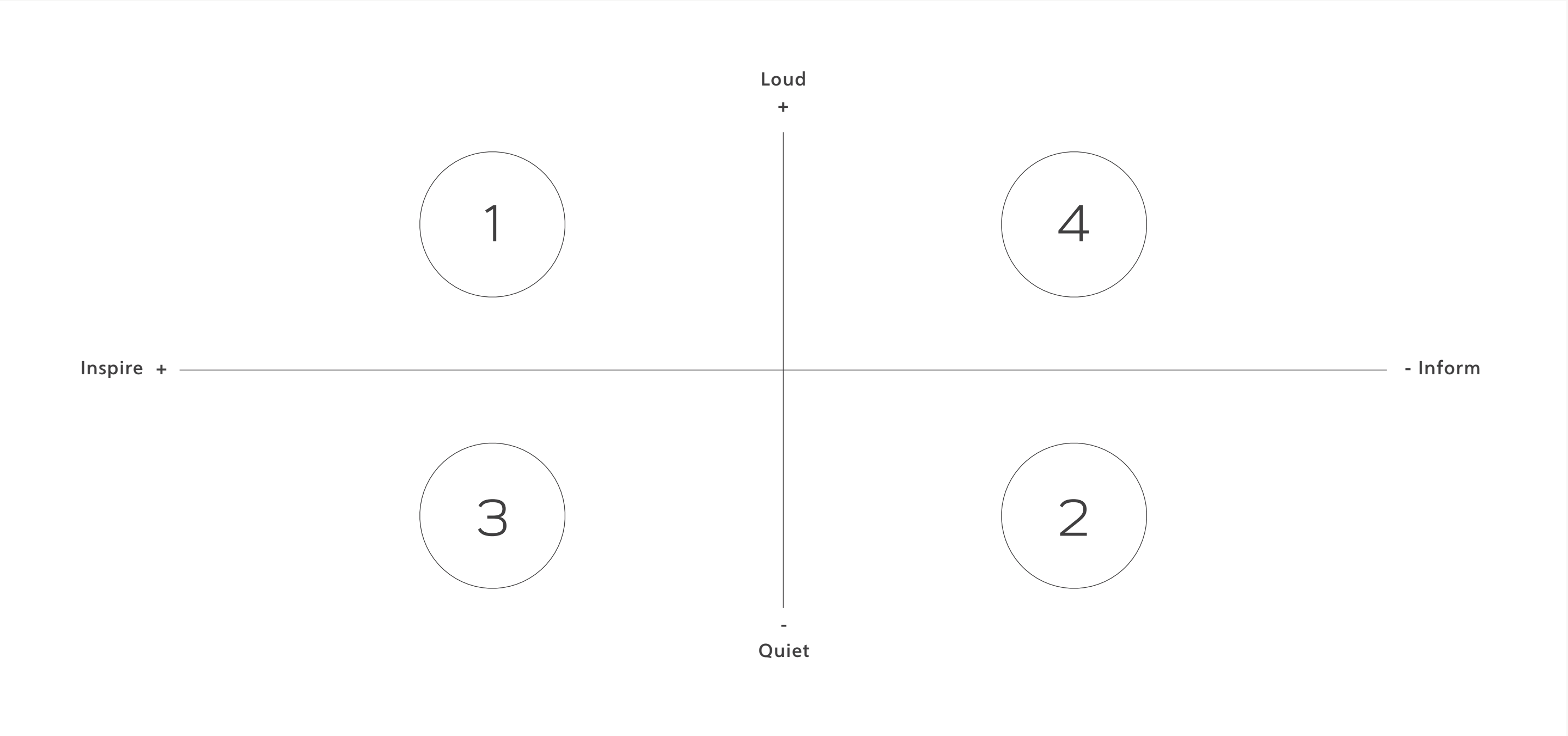
✗  
Do not crop the text

# MODES OF COMMUNICATION

In application, each element of the toolkit forms the core building blocks of our visual identity. How these elements are combined in a layout depends on the type of communication and the tone of voice.

The chart below serves as a reference for how different applications can be expressed within the system.

Expression matrix showing modes of communication from quiet to loud, and from informative to inspiring.



Modes of expression

- |                                                           |                                                                      |                                                             |                                                                    |
|-----------------------------------------------------------|----------------------------------------------------------------------|-------------------------------------------------------------|--------------------------------------------------------------------|
| <b>1</b><br><b>Expressive</b><br>Bold, dynamic, energetic | <b>2</b><br><b>Informative</b><br>Clear, structured, detail-oriented | <b>3</b><br><b>Premium</b><br>Refined, restrained, elevated | <b>4</b><br><b>Community</b><br>Inclusive, vibrant, people-focused |
|-----------------------------------------------------------|----------------------------------------------------------------------|-------------------------------------------------------------|--------------------------------------------------------------------|

# TOOLKIT IN PRACTICE

Each composition uses the same toolkit with different emphasis. Color, typography, imagery, and graphics shift in priority to match the tone. Use this chart to choose the right balance for each application.

Toolkit

**Identity**  
Conveys who we are.

**Typography**  
Carries information with clarity.

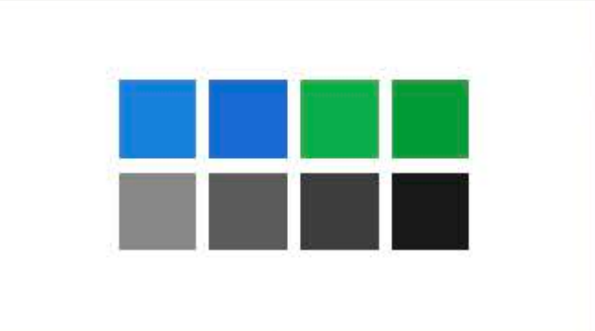
**Color**  
Adds expression and energy.

**Imagery**  
Captures moments and emotion.

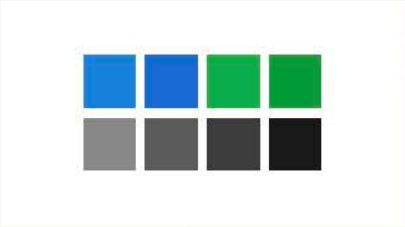
**Graphic elements**  
Provide rhythm and structure.

Example hierarchy breakdowns

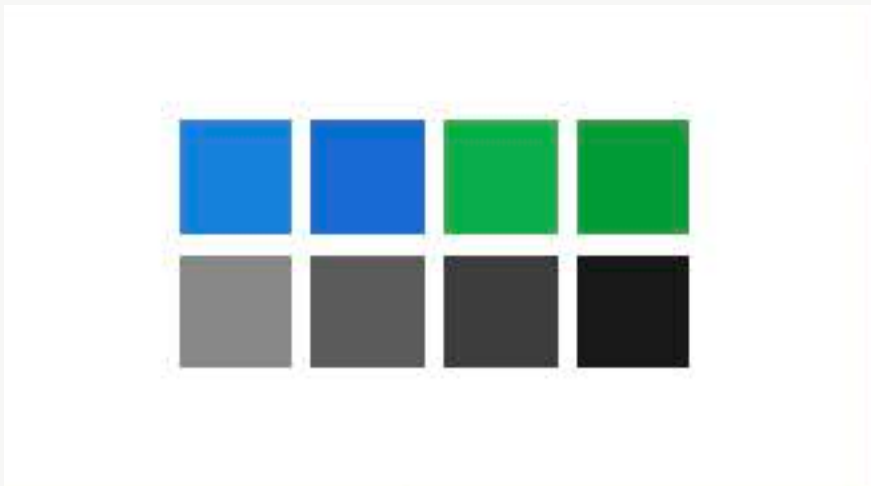
1  
**Expressive**  
Bold, dynamic, energetic



2  
**Informative**  
Clear, structured, detail-oriented



3  
**Premium**  
Refined, restrained, elevated



4  
**Community**  
Inclusive, vibrant, people-focused



# 1. EXPRESSIVE

## LOUD & INSPIRING

Example application

**Tone**  
Bold, dynamic, energetic.

**Use**  
Headlines are short, striking, and need to capture attention quickly.

**Toolkit**

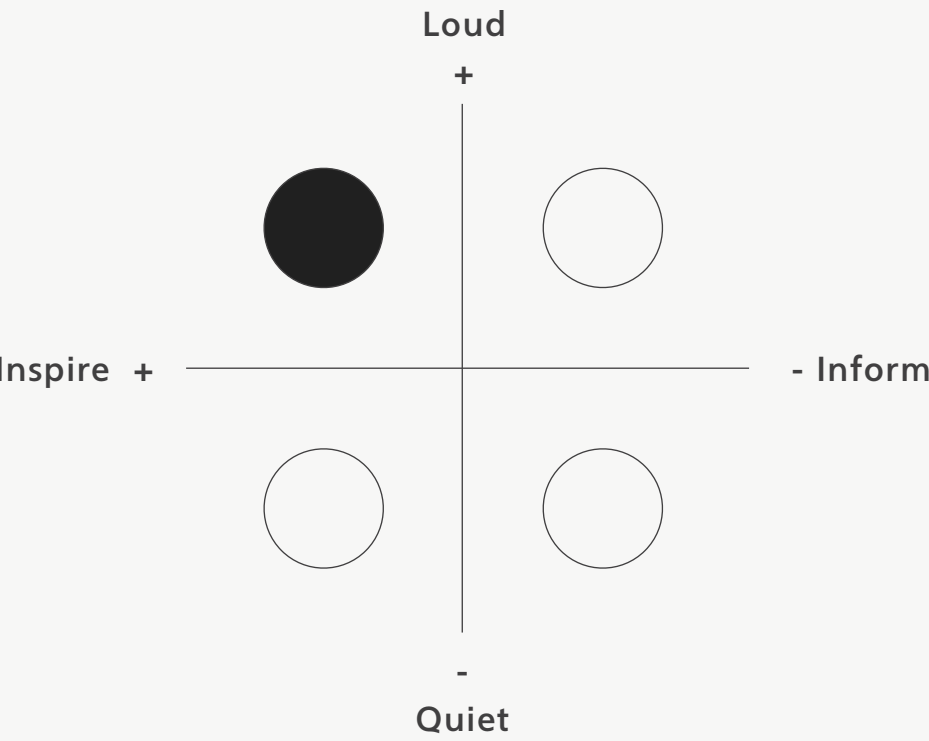
Manifa Sport  
● ● ● ● ●

Ghawar  
● ● ○ ○ ○

Imagery  
● ● ● ● ●

Colors  
● ● ● ● ●

Graphics  
● ● ● ● ●



## 2. INFORMATIVE

### CLEAR & STRUCTURED

### Example application

## Tone

Clear, structured,  
accessible.

Use

Large amounts of copy  
need to be easily read  
and understood.

## Toolkit

Manifa Sport



Ghawar



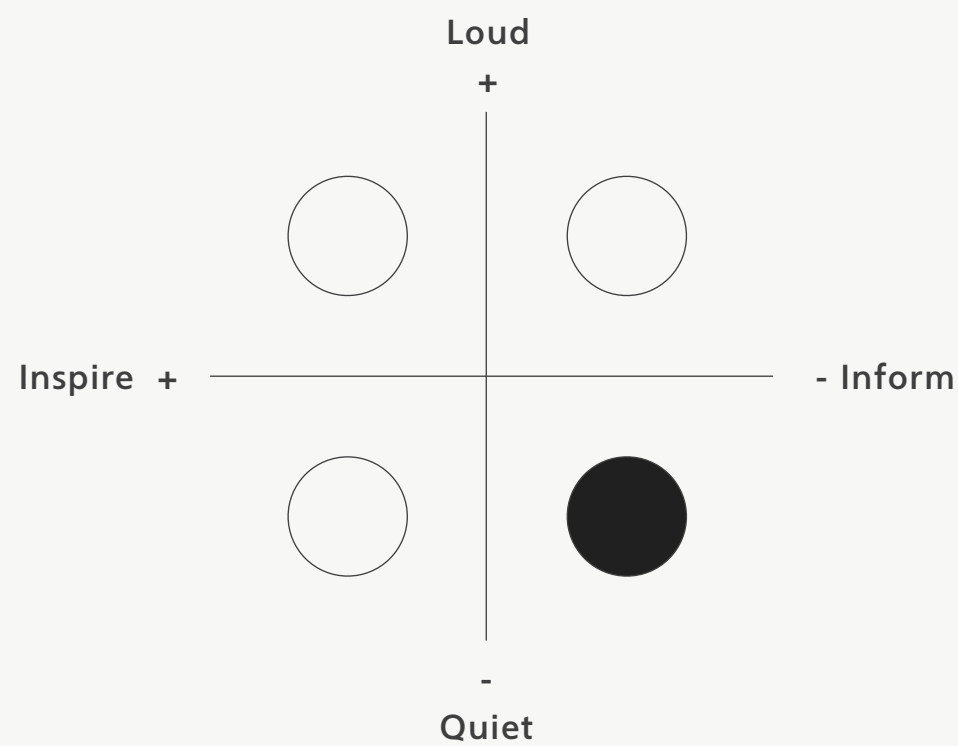
## Imagery



## Colors



## Graphics



How sport, culture, and  
technology connect under one  
unified visual language.



FUELING OUR  
INNOVATION  
IN GLOBAL  
SPONSORSHIP

|                                                |  |
|------------------------------------------------|--|
| Sponsorship brand element or application area. |  |
|------------------------------------------------|--|

## Outlook

Clarity in high-impact environments.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus.

Fusce vulpulate eleifend sapient. Vestibulum purum quam,  
scelerisque uit, mollis sed, nonummy id, metus. Nullam  
accumsan lorem in dui. Cas ultricies mi etque turpis henderit  
fringilla. Vestibulum ante ipsum primis in faucibus orci  
luctus et ultrices posuere cubilia curae; In ac dui quis  
mi consectetur lacinia. Nam pretium turpis et arcu.  
Duis arcu titor, suscipit eget, imperdiet nec, imperdiet  
lacinia, ipsum. Sed aliquam ultrices mauris. Integer ante  
arcu, aenean ut, consectetur eget, posuere ut, mauris.  
Praesent adipiscing. Phasellus ullamcorper ipsum rutrum  
nunc. Nunc nonummy metus. Vestibulum volutpat  
pretium libero. Cas id dui. Aenean ut eros et nisl sagittis  
vestibulum.

Evolution

Dynamic and authentic, balancing partner

Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus. Maecenas eget condimentum semper libero, sit amet adipiscing sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem.

Maecenas nec odio et ante tuncidum tempus. Donec vitae sapien ut libero venenatis faucibus. Nullam quis ante. Etiam sit amet orci eget eros faucibus tuncidum. Duis leo. Sed fringilla mauris sit amet nibh. Donec sodales sagittis magna. Sed consequat, leo eget bibendum sodales, augue velit cursus nunc, quis gravida magna mi a libero.

Visual System

Scaled, aligned, and flexible

Aenean tellus metus, bibendum sed, posuere ac,  
mattis non, nunc. Vestibulum fringilla pede sit amet  
augue. In turpis. Pellentesque posuere. Praesent turpis.  
Aenean posuere, tortor sed cursus feugiat, nunc augue  
blandit nunc, eu sollicitudin urna dolor sagittis lacus.  
Donec elit libero, sodales nec, volutpat a, suscipit non,  
turpis. Nullam sagittis. Suspendisse pulvinar, augue ac  
venenatis condimentum, sem libero volutpat nibh, nec  
pellentesque velit pede quis nunc. Vestibulum ante  
ipsum primis in faucibus orci luctus et ultrices posuere  
cubilia Curae; Fusce id purus. Ut varius trincidunt libero.  
In dui magna, posuere eget, vestibulum et,

tempor auctor, justo. In ac felis quis tortor malesuada  
pretium. Pellentesque auctor necque nec urna. Proin sapien  
ipsum, porta a, auctor quis, euismod ut, mi. Aenean viverra  
rhoncus pede. Pellentesque habitant morbi tristique  
senectus et netus et malesuada fames ac turpis egestas. Ut  
non enim eleifend felis pretium feugiat. Vivamus quis a  
est. Phasellus. In hac habitasse platea dictumst. Curabitur  
at lacus ac velit ornare lobortis. Curabitur a felis in nunc  
fringilla tristique.

### 3. PREMIUM

#### REFINED & ELEVATED

Example application

**Tone**  
Elegant, refined,  
restrained.

**Use**  
Communications target  
VIP audiences or require  
a sense of exclusivity  
and sophistication.

**Toolkit**

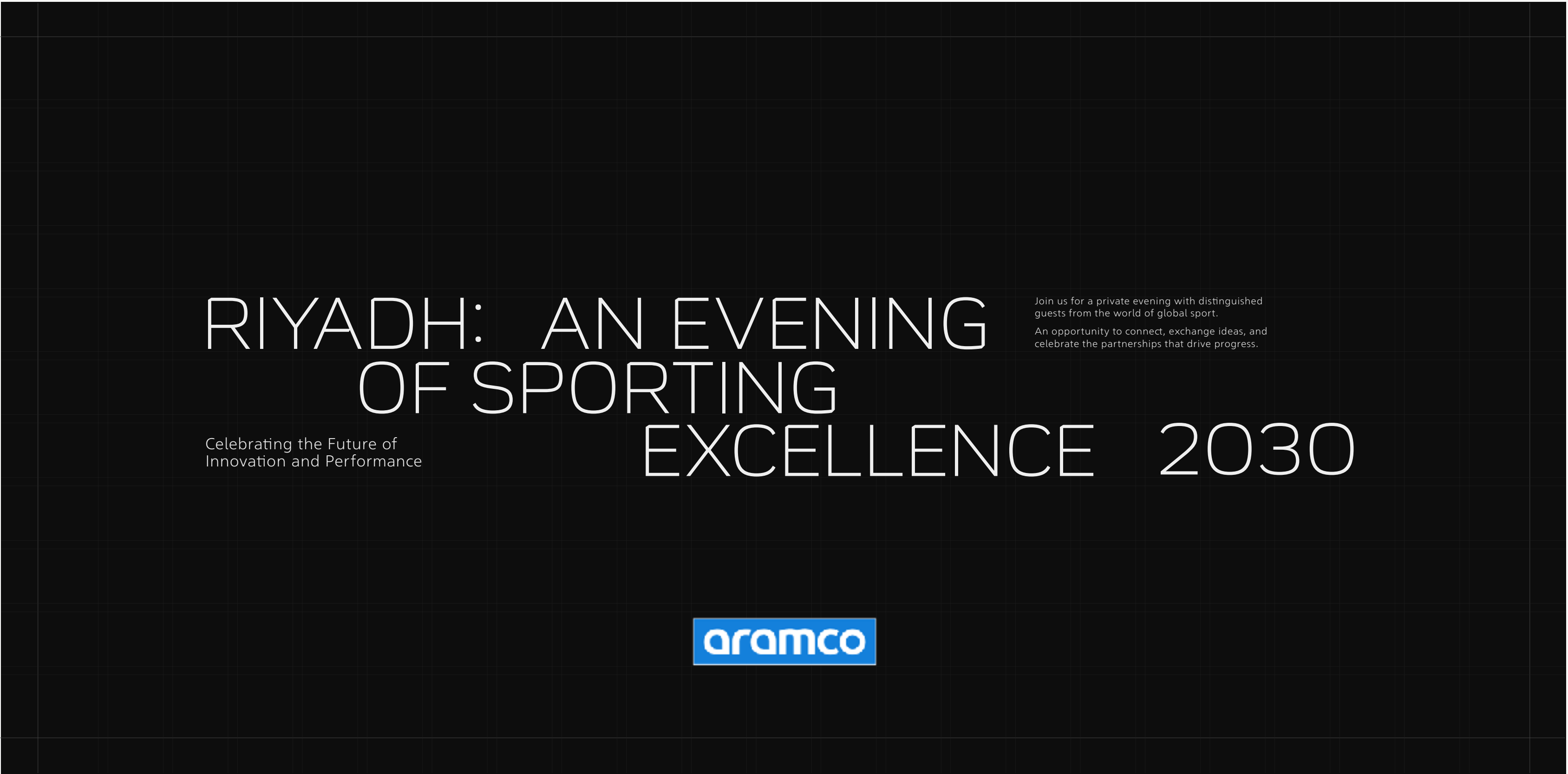
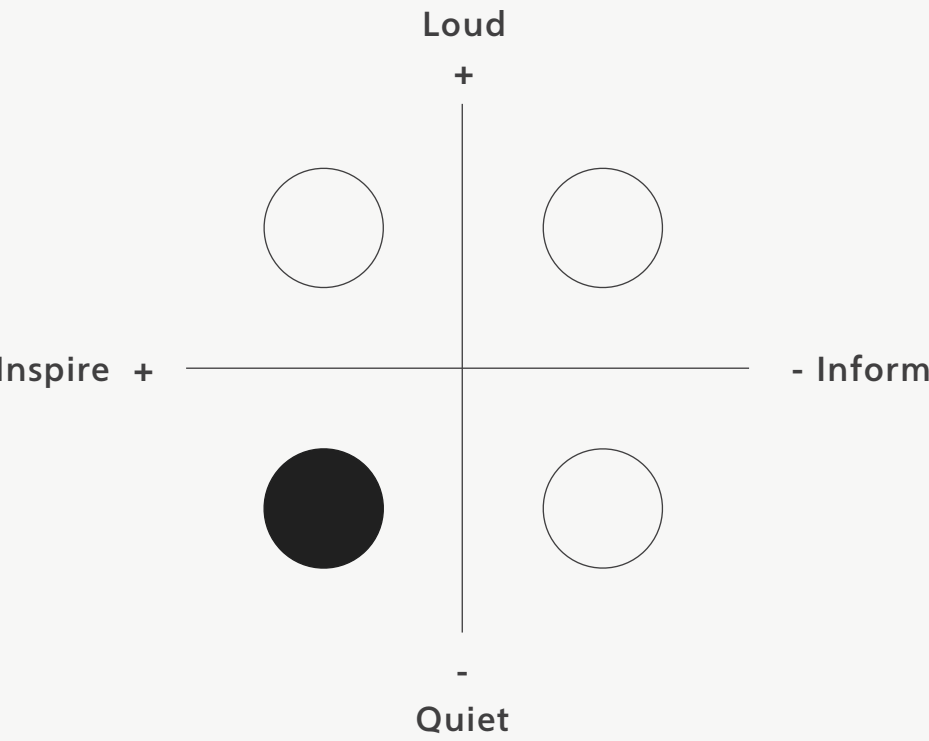
Manifa Sport  
● ● ● ● ○

Ghawar  
● ● ○ ○ ○

Imagery  
● ● ● ○ ○

Colors  
● ○ ○ ○ ○

Graphics  
● ● ● ● ○



# 4. COMMUNITY

## INCLUSIVE & VIBRANT

Example application

**Tone**

Inclusive, vibrant, people-focused.

**Use**

Highlighting community, fans, and shared experiences. Ideal for fan activations, social campaigns, and event materials.

**Toolkit**

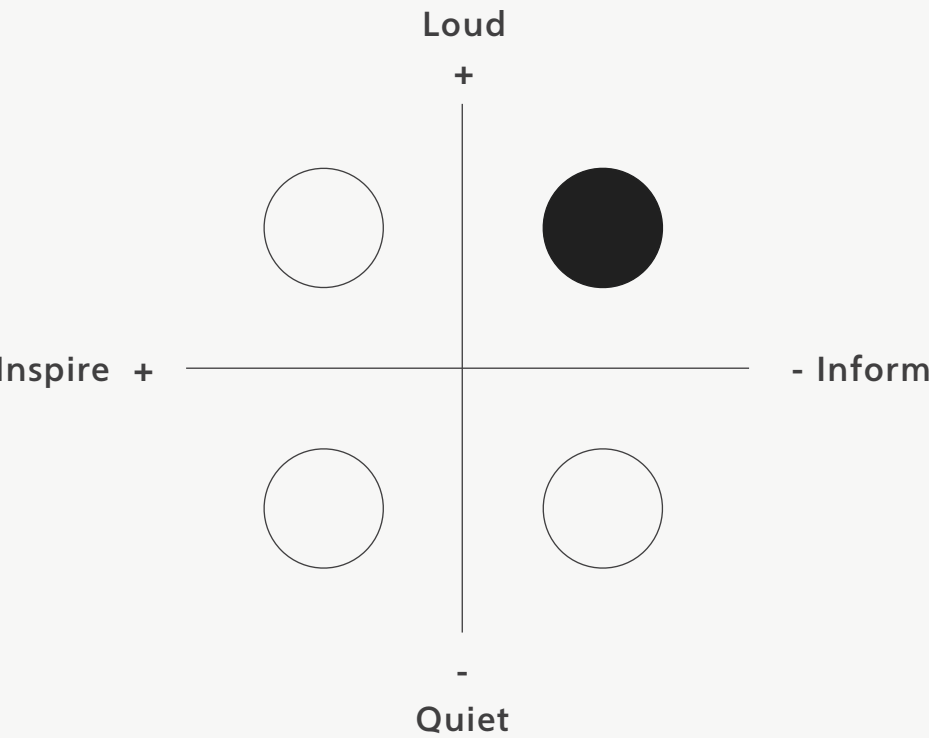
Manifa Sport  
● ● ● ● ○

Ghawar  
● ● ● ○ ○

Imagery  
● ● ● ● ●

Colors  
● ● ● ● ●

Graphics  
● ● ● ○ ○



# COMPOSITION OVERVIEW

This page shows all four composition approaches at a glance for quick reference. Each style is defined by its tone, intended use, and application of the toolkit. Use this overview to identify the right approach at a glance before diving into the detailed guidance that follows.

1.  
**Expressive**  
Loud & inspiring
2.  
**Informative**  
Informative & Quiet
3.  
**Premium**  
Inspiring & Quiet
4.  
**Community**  
Loud & Informative



- Tone**  
Bold, dynamic, energetic.

**Use**  
Headlines are short, striking, and need to capture attention quickly.
- Toolkit**

Manifa Sport  
● ● ● ● ●

Ghawar  
● ● ○ ○ ○

Imagery  
● ● ● ● ●

Colors  
● ● ● ● ●

Graphics  
● ● ● ● ●



- Tone**  
Clear, structured, accessible.

**Use**  
Large amounts of copy need to be easily read and understood.
- Toolkit**

Manifa Sport  
● ○ ○ ○ ○

Ghawar  
● ● ● ● ○

Imagery  
● ● ● ○ ○

Colors  
● ○ ○ ○ ○

Graphics  
○ ○ ○ ○ ○



- Tone**  
Elegant, refined, restrained.

**Use**  
Communications target VIP audiences or require a sense of exclusivity and sophistication.
- Toolkit**

Manifa Sport  
● ● ● ● ○

Ghawar  
● ● ○ ○ ○

Imagery  
● ● ● ○ ○

Colors  
● ○ ○ ○ ○

Graphics  
● ● ● ● ○



- Tone**  
Inclusive, vibrant, people-focused.

**Use**  
Highlighting community, fans, and shared experiences. Ideal for fan activations, social campaigns, and event materials.
- Toolkit**

Manifa Sport  
● ● ● ● ○

Ghawar  
● ● ● ○ ○

Imagery  
● ● ● ● ●

Colors  
● ● ● ● ●

Graphics  
● ● ● ○ ○

THE DESIGN PRINCIPLES  
COMBINE SIMPLICITY,  
ELEGANCE, AND A SENSE OF  
DYNAMIC EXPRESSION.

Rather than following  
convention, the layouts  
are driven by the energy  
and progression of the  
33-degree angle – a

deliberate choice that  
brings movement and  
tension into the visual  
language. This creates  
layouts that feel cohesive

and vibrant, with a  
recognizable edge that  
adds character across  
applications.

# D. MOTION DESIGN PRINCIPLES

# D.1

# THE CORE IDEA

The cut-outs are a nod to Aramco’s legacy: the spirit of sport and innovation. We draw them from the letters in the word where it all began – energy.

- ENERGY BECOMES SHAPES
- EXAMPLE OF USE
- 33-DEGREE CUT
- COLORS, IMAGES AND VIDEO

# ENERGY BECOMES SHAPES

To ensure the letters function as graphic elements rather than typography, scale is key. The letters used to create the fifth element are set to a minimum of 166% of the canvas size.



Canvas 100%

Letter min.  
160%



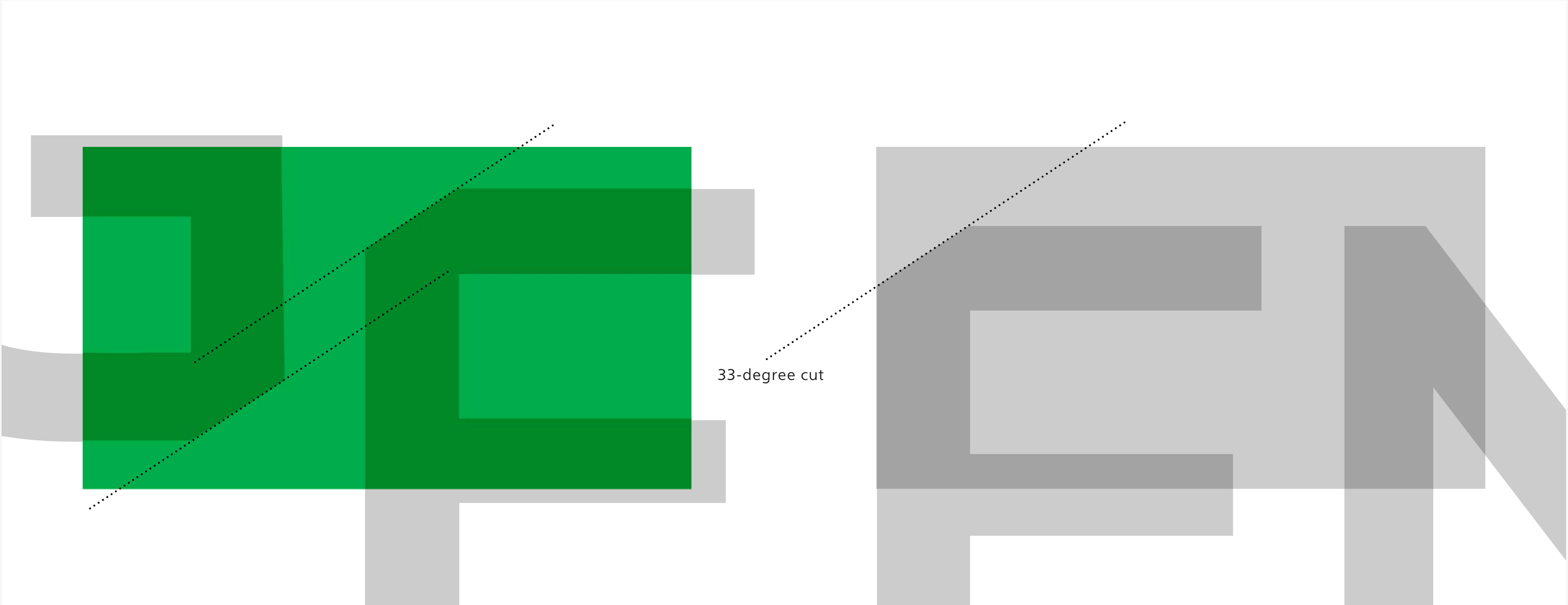
# EXAMPLE OF USE

We always use the shape of at least two letters when creating background design to maintain brand recognition. Make sure the shapes are aligned in both scale and spacing.



# 33-DEGREE CUT

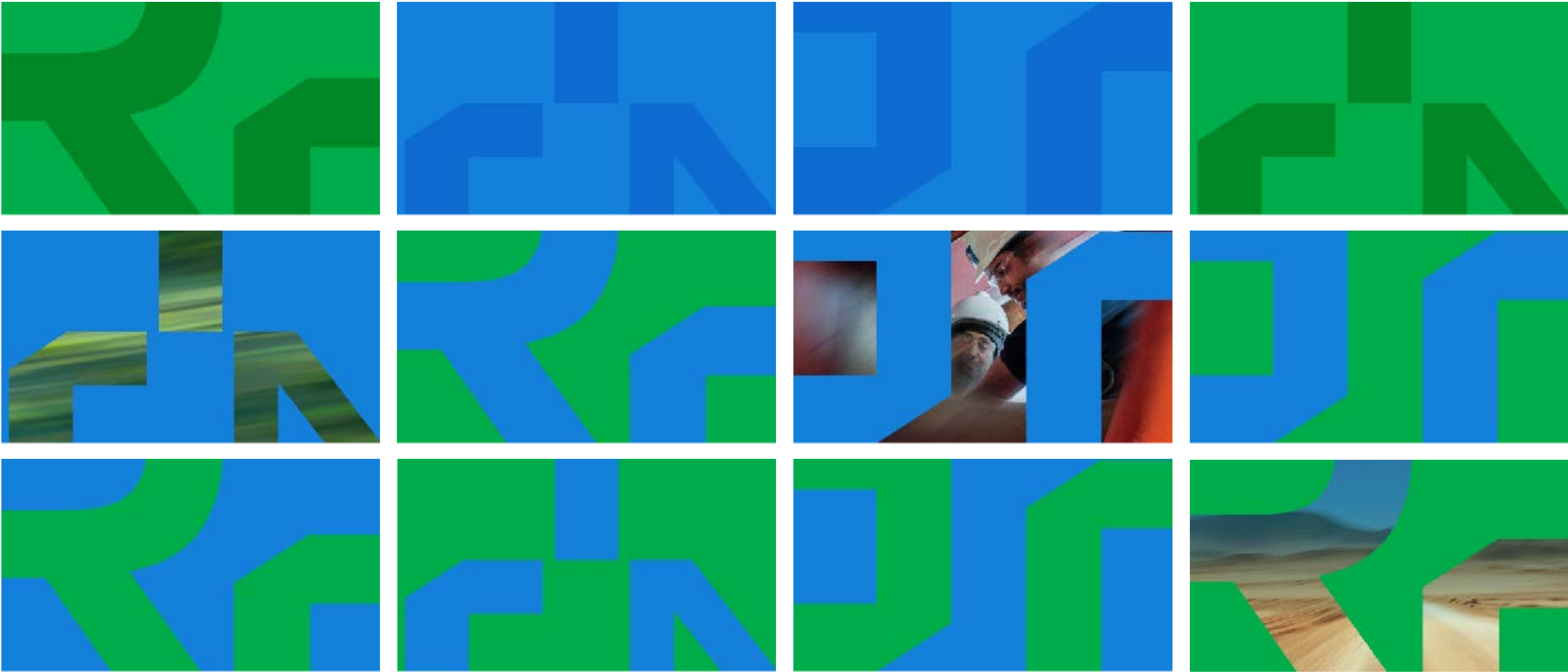
To maintain brand recognition across all assets, always include at least one 33- degree angled letter in the design of the fifth element.



# COLORS, IMAGES AND VIDEO

To keep the identity and design vibrant, flexible and relevant, the lettersforms can be combined with images or footage that suit the event they are created for. Depending on the asset, image, or footage, the letterforms or background can

additionally be exchanged to fit the context.



# D.2

# TYPOGRAPHY & MESSAGING

The cut-outs are a nod to Aramco’s legacy: the spirit of sport and innovation. We draw them from the letters in the word where it all began – energy.

- UNALIGNED LEFT ALIGNMENT
- UNALIGNED RIGHT ALIGNMENT
- ADDING A METADATA LAYER
- ADDING A METADATA LAYER FOR LEFT ALIGNED MESSAGING
- EXAMPLE OF USE

# UNALIGNED LEFT ALIGNMENT

We want to express our sponsorship of sport and velocity in a dynamic, vibrant way. That is why the messaging is deliberately unaligned - a reference to being first to the goal.

Here, two out of three lines are aligned either left or right, while one

line breaks the pattern and stands out from the rest.

See example of right alignment on the next page.

Top left alignment



Top left unaligned alignment



# UNALIGNED RIGHT ALIGNMENT

We want to express our sponsorship of sport and velocity in a dynamic, vibrant way. That’s why the messaging is deliberately unaligned - a reference to being first to the goal.

Here, two out of three lines are aligned either left or right, while one

line breaks the pattern and stands out from the rest.

Top right alignment



Right unaligned alignment



# ADDING A METADATA LAYER

To amplify which event we are sponsoring, a metadata layer can be added between elements of the main message. This allows for a lock-up that includes both the core message and contextual event information.

The metadata layer consist of the event name, location and date/year. It can “slide” horizontally, but must remain aligned with the letterforms in the main messaging, as shown in the example.

Top right alignment



Right unaligned alignment



ADDING A METADATA  
LAYER FOR LEFT  
ALIGNED MESSAGING

FIRST HEADER

NAME OF SPONSOR EVENT

THEN ONE

LOCATION

DATE AND YEAR

MORE HERE

Branding space

aramco

Left aligned messaging

ADDING A METADATA  
LAYER FOR RIGHT  
ALIGNED MESSAGING



# D.3 IMAGES & VIDEO

IMAGES & VIDEO

# IMAGES & VIDEO

In general, all images and video should convey a sense of motion - either captured directly in the original photo (1A-1C) or added during post-production (2-4). When using images from the Aramco photo library, always add a motion element to align

sponsorship identity with the more static corporate imagery.

To further emphasize motion, images can also be rotated according to the 33-degree principle (3).

Natural motion



Added motion

33-degree angle rotation and motion blur

33 angle motion blur

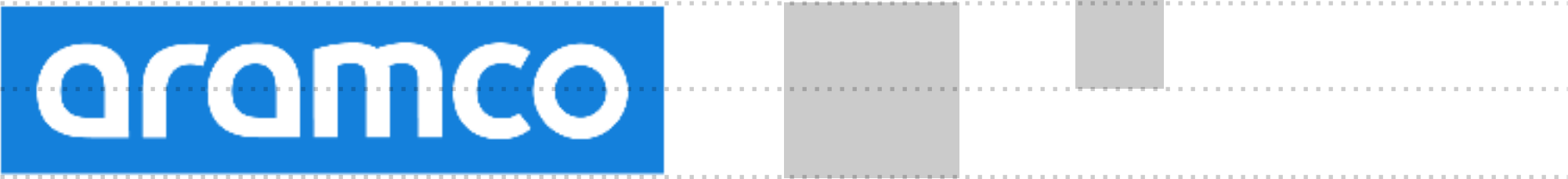
# D.4

# WORDMARK, GRID & MARGINS

IT'S ALL CONNECTED  
MARGINS & SPACING  
GRID & BRAND SPACE  
PORTRAIT GRID

# IT’S ALL CONNECTED

Using the Aramco wordmark as a foundation, we’ve developed a flexible, easy-to-use grid system for all assets



*Grid starts with the Aramco wordmark*

# MARGINS & SPACING

Use the height of the wordmark divided by four to define the grid and margins for every asset. This measurement also determines the margin and spacing.

The wordmark can be placed in any corner (choose one), depending on placement, asset, and the design.



### Wordmark placement

The wordmark can be placed in all corners. Blue or green depending on the background



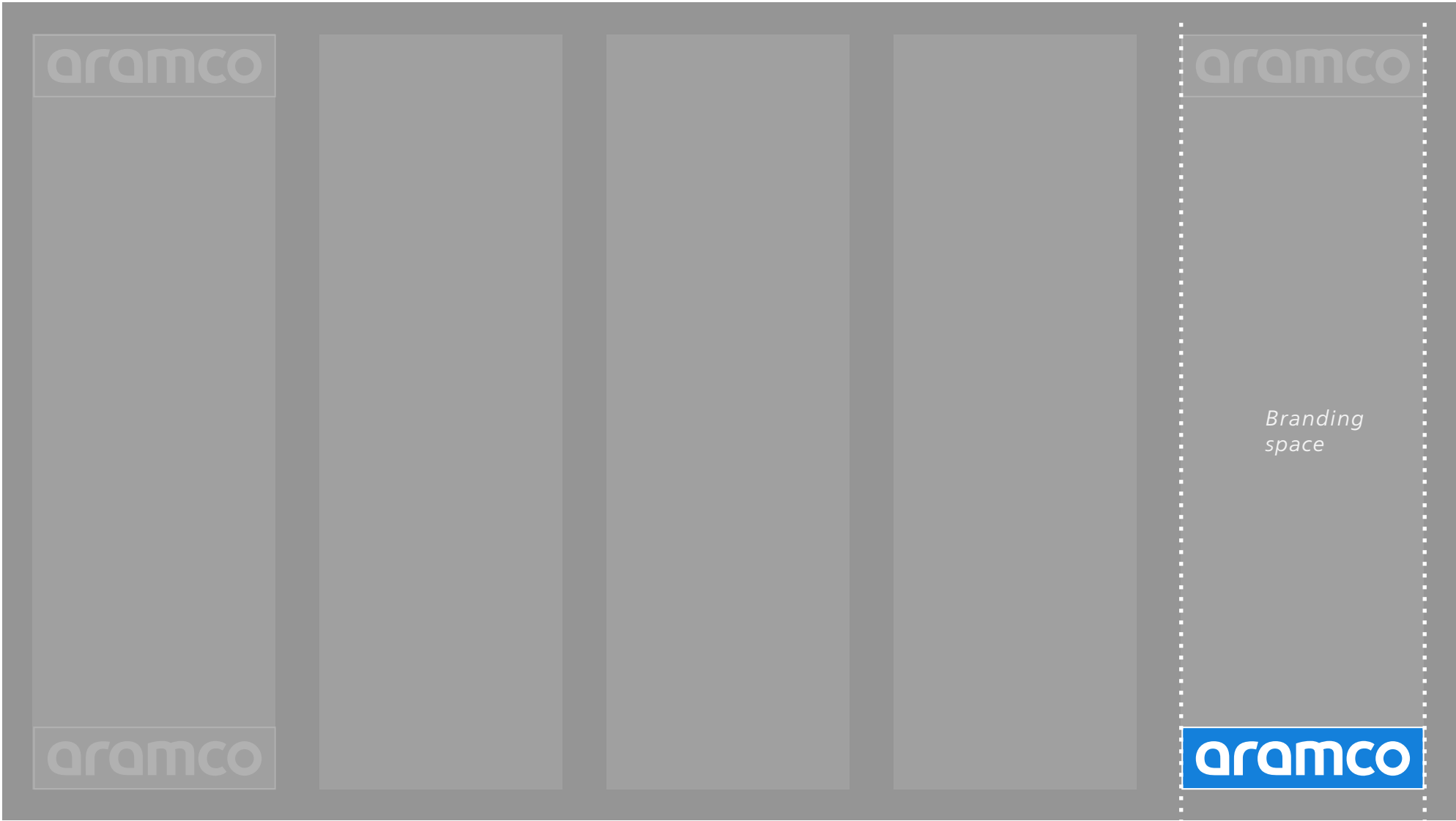
### Margins

The wordmark placement also works as outer margins for placement for copy, CTA and branding elements.

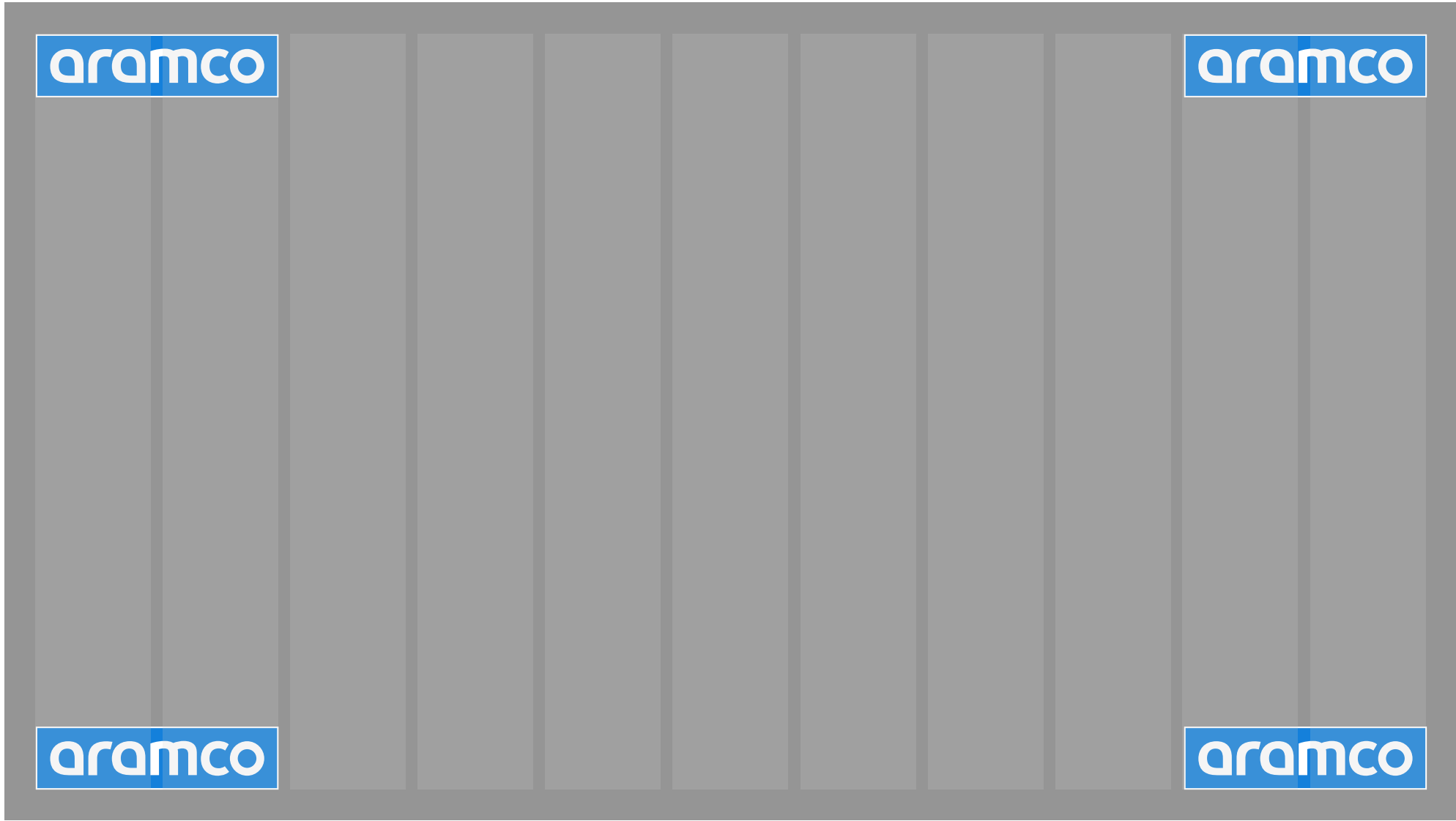
# GRID & BRAND SPACE

The size of the wordmark determines the number of columns in the grid. Depending on the content, this number can be further divided if needed – offering flexibility while maintaining consistency.

The brand space (marked with yellow) occupies either the last or first column. If possible, it should remain free of any content except for the wordmark, allowing for the design to breathe and placing clear emphasis on branding.

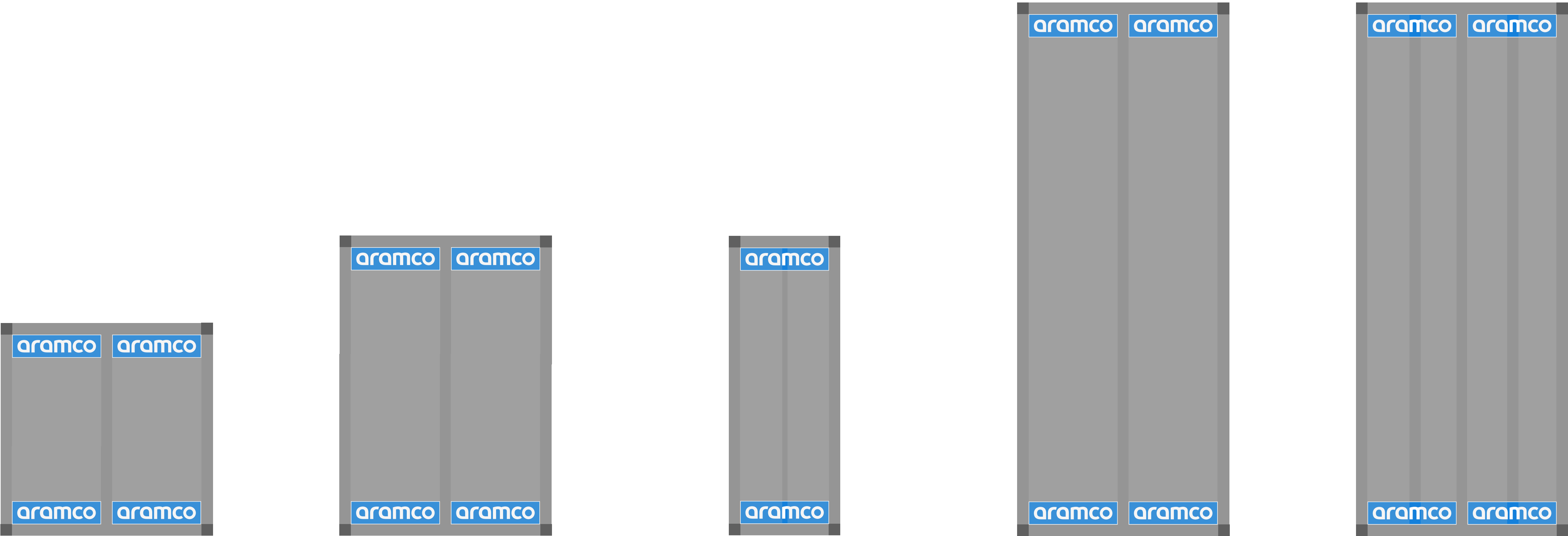


Large column grid



Small column grid

# PORTRAIT GRID



# D.5 SPONSORSHIP LAYOUT EXAMPLES

EXAMPLES OF USE

EXAMPLES OF USE



EXAMPLES OF USE



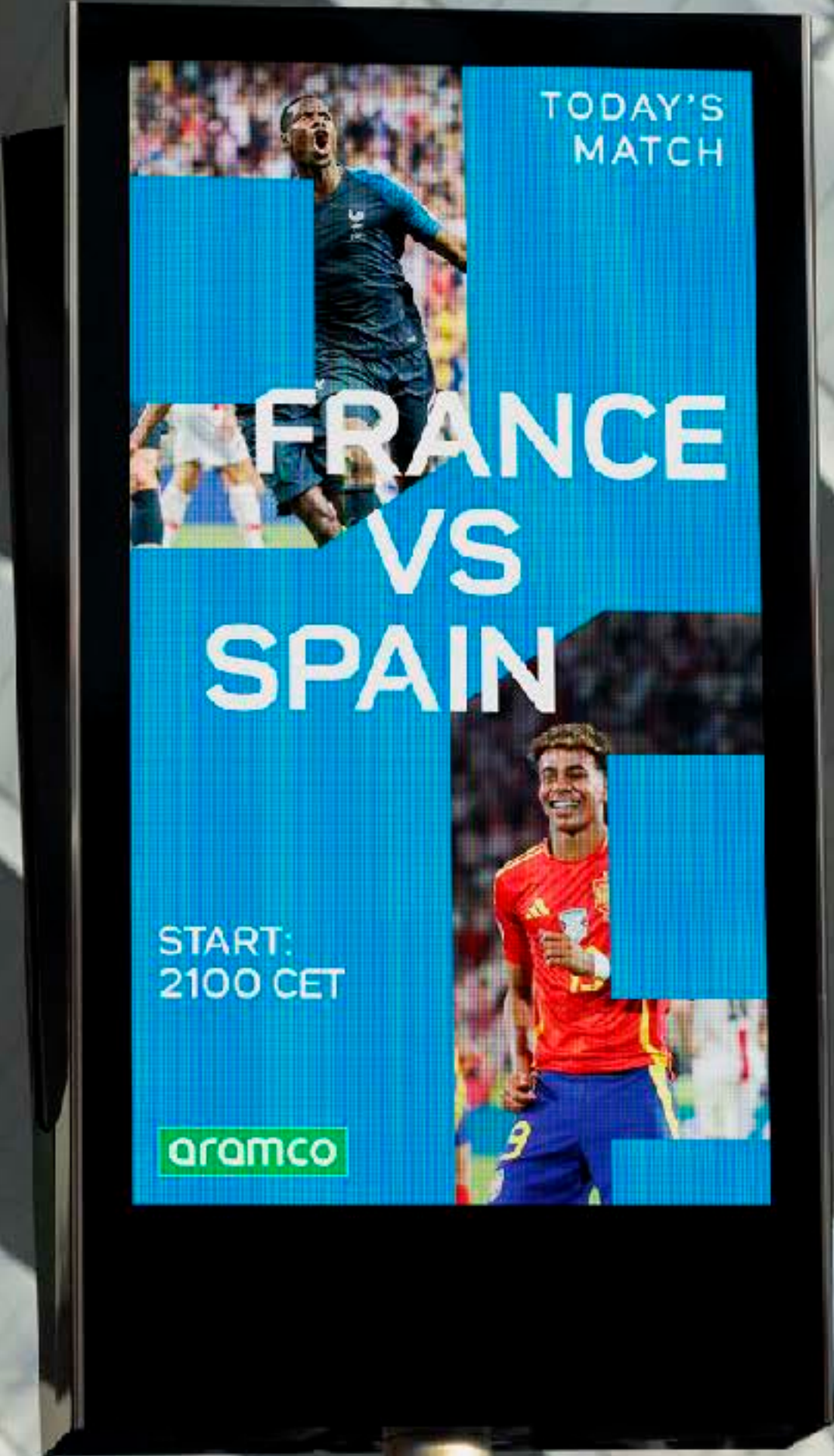
EXAMPLES OF USE



# D.6 COMMS EXAMPLES

- OUTSIDE STADIUM
- OUT OF HOME
- SOCIAL MEDIA
- BRANDED FAN ZONE

OUTSIDE  
STADIUM

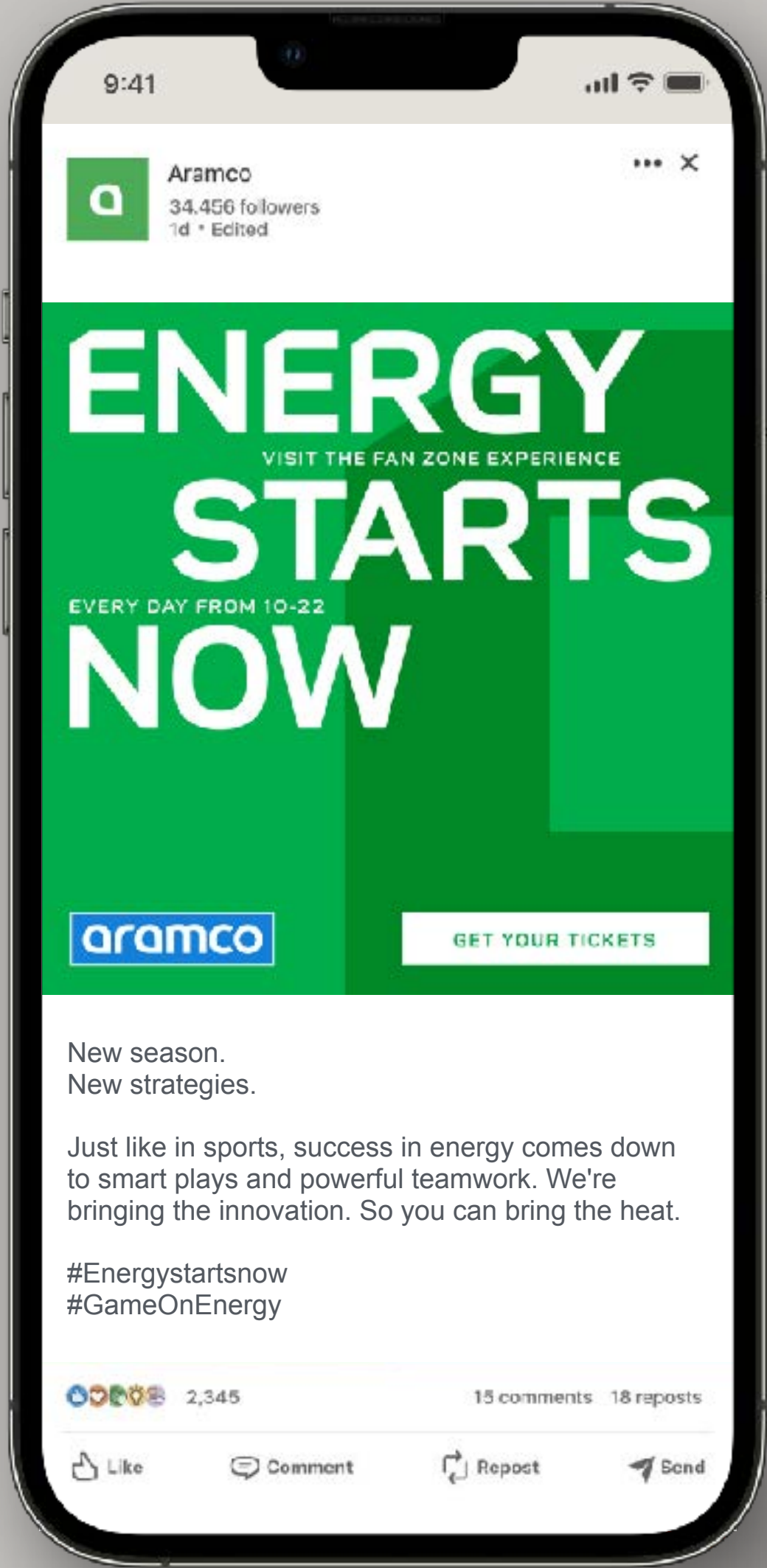


ENERGY S IS HERE

OUT OF HOME



SOCIAL MEDIA



## BRANDED FAN ZONE



ENERGETIC,  
INTENTIONAL,  
FLEXIBLE

The motion principles  
consist of several objects  
and behaviors that  
together create a distinct  
and elegant system for all  
moving elements. A few,

yet effective, elements  
ensure a coherent and  
consistent expression  
across all digital  
touchpoints.

# E. MOTION PRINCIPLES & IDENTITY

E.1

PRINCIPLES OF  
MOTION

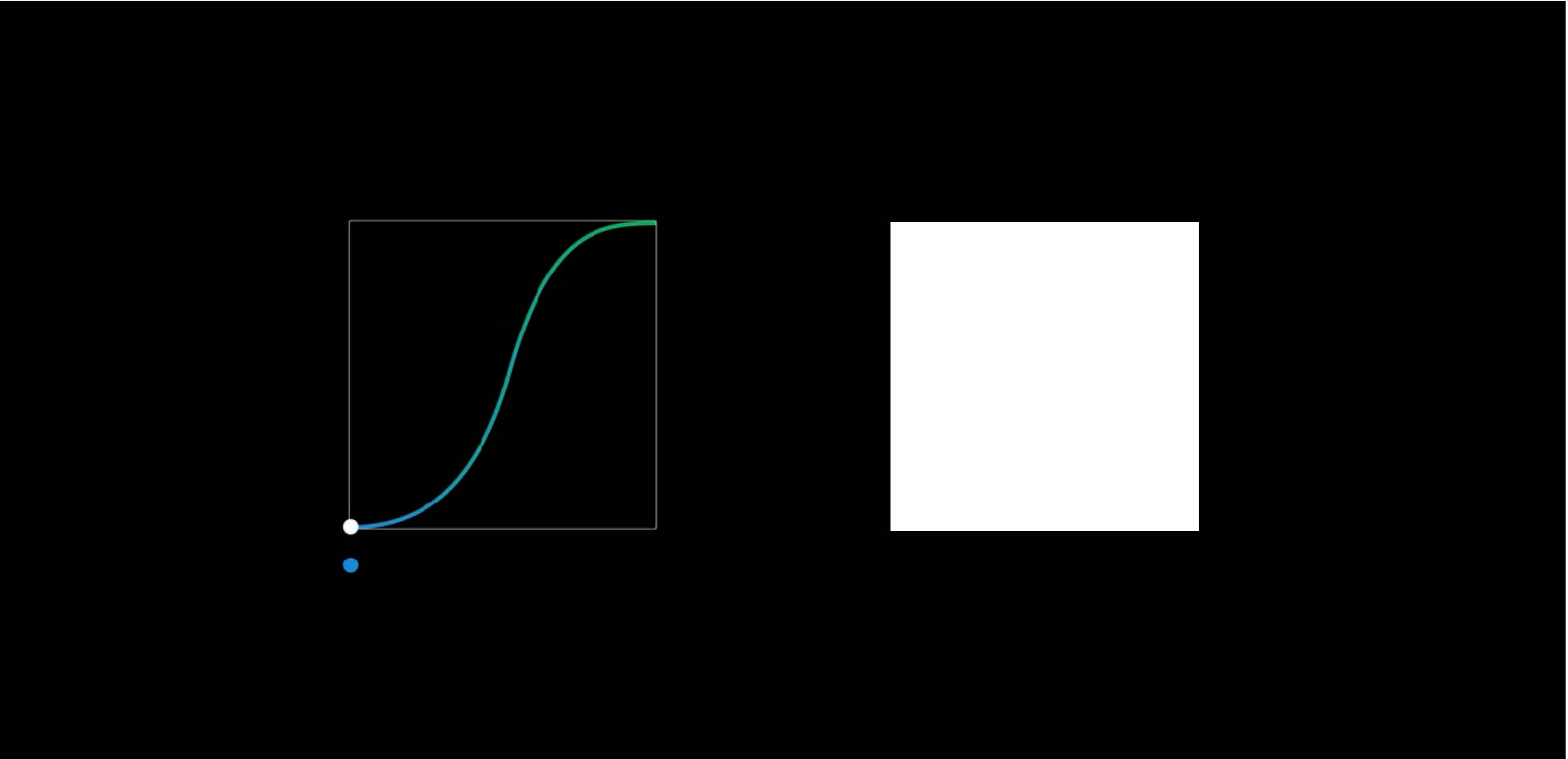
The guiding principles for creating motion graphics that reflect the look and feel of the Aramco sponsorship identity.

ARAMCO .33 EASING CURVE  
PRINCIPLES OF MOTION

# ARAMCO .33 EASING CURVE

Use easing that is long and gentle, avoiding any sudden movements and accelerations.

Apply easing to every transition. Objects should move slowly and gracefully.



# PRINCIPLES OF MOTION

Designed to spark engaging and distinctive content – while remaining easy to implement.

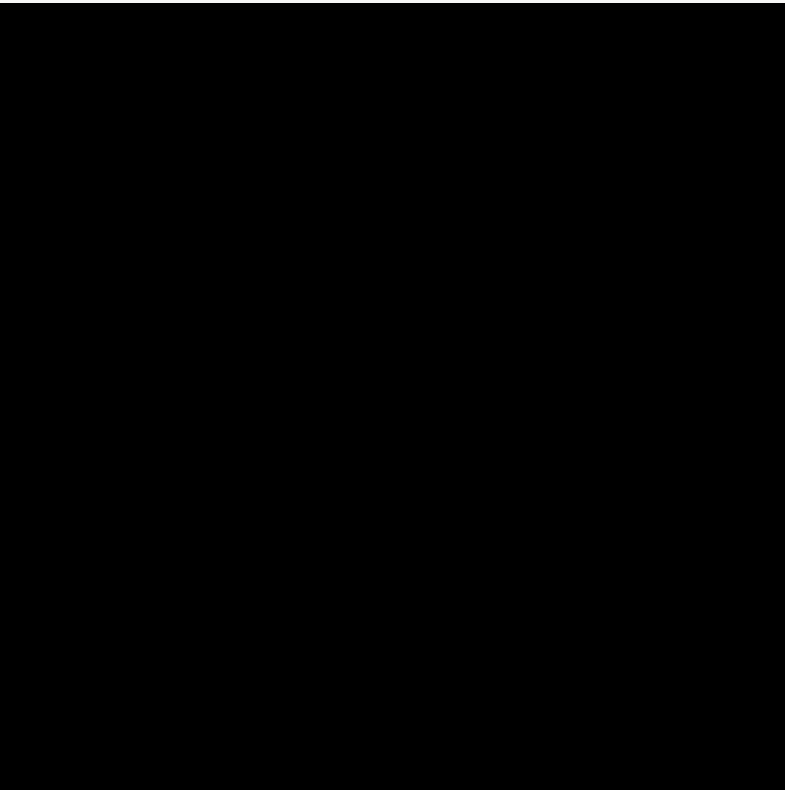
The motion language is composed of a set of behaviors and elements. These can be combined to create animations and transitions that carry the Aramco sponsorship identity.



**Vertical motion**  
Objects can move on the x-axis



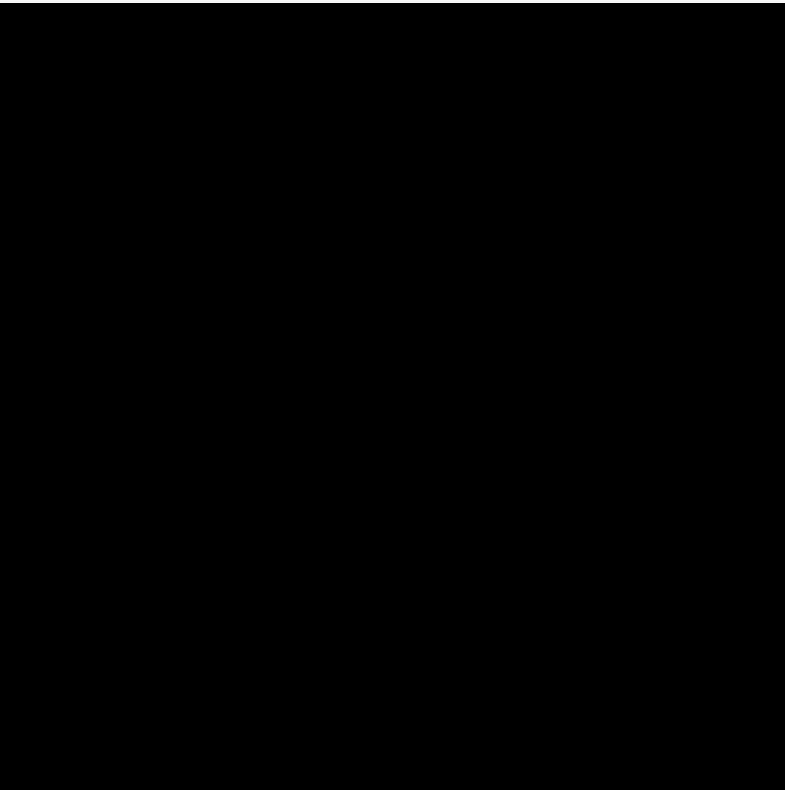
**Horizontal motion**  
Objects can move on the y-axis



**Delay**  
When moving several objects together, a small delay between each object is applied.



**Parallax**  
To create a sense of depth, parallax is always added when revealing content in layers, meaning that the layer below moves slower than the one above.



**Flash**  
Complements the movement along the axes, adding a new dynamic layer. To be used only on secondary content and paragraph text, and never on headlines.

# E.2 GRAPHIC ELEMENTS

LOOP - DYNAMIC  
LOOP - CONTINUOUS

# LOOP – DYNAMIC

The letterforms serve as a backdrop for the typographic content. The dynamic animation varies in pace and can be used to complement transitions or motion in the text.

Vertical motion + delay



Horizontal motion + delay



# LOOP – CONTINUOUS

The continuous version of the letterform animation is designed to add life and variation to otherwise static content, such as keynote slides or screens displaying static information.

Horizontal motion continuous



Vertical motion continuous



# E.3

# LAYOUTS FOR SCREENS & SOCIAL MEDIA

GRIDS  
TYPE  
WORDMARK

# GRIDS

Specifically for screens, we’ve established a versatile square grid suited for various formats. The grid size is determined by the size of the header text.

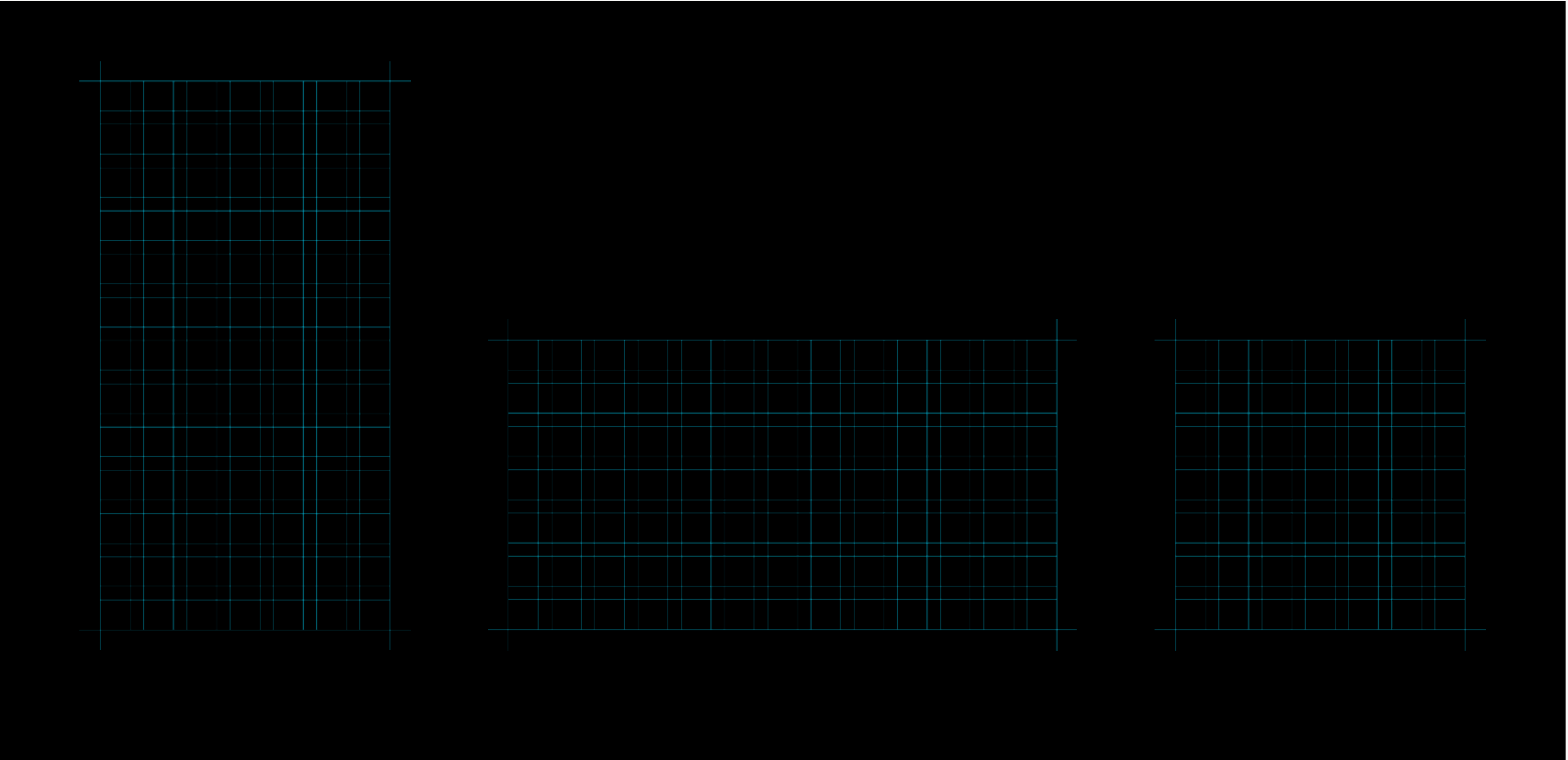
The square grid provides a structured foundation for organizing text and

wordmarks with clarity and consistency.

By dividing the layout into equal-sized squares, designers can align type elements precisely, ensuring balance across compositions. Headings, body copy and captions

should snap to both horizontal and vertical grid lines, maintaining consistent spacing and hierarchy. When used effectively, a square grid enhances legibility, reinforces brand cohesion and creates a clean,

professional aesthetic across all text-based layouts.



TYPE

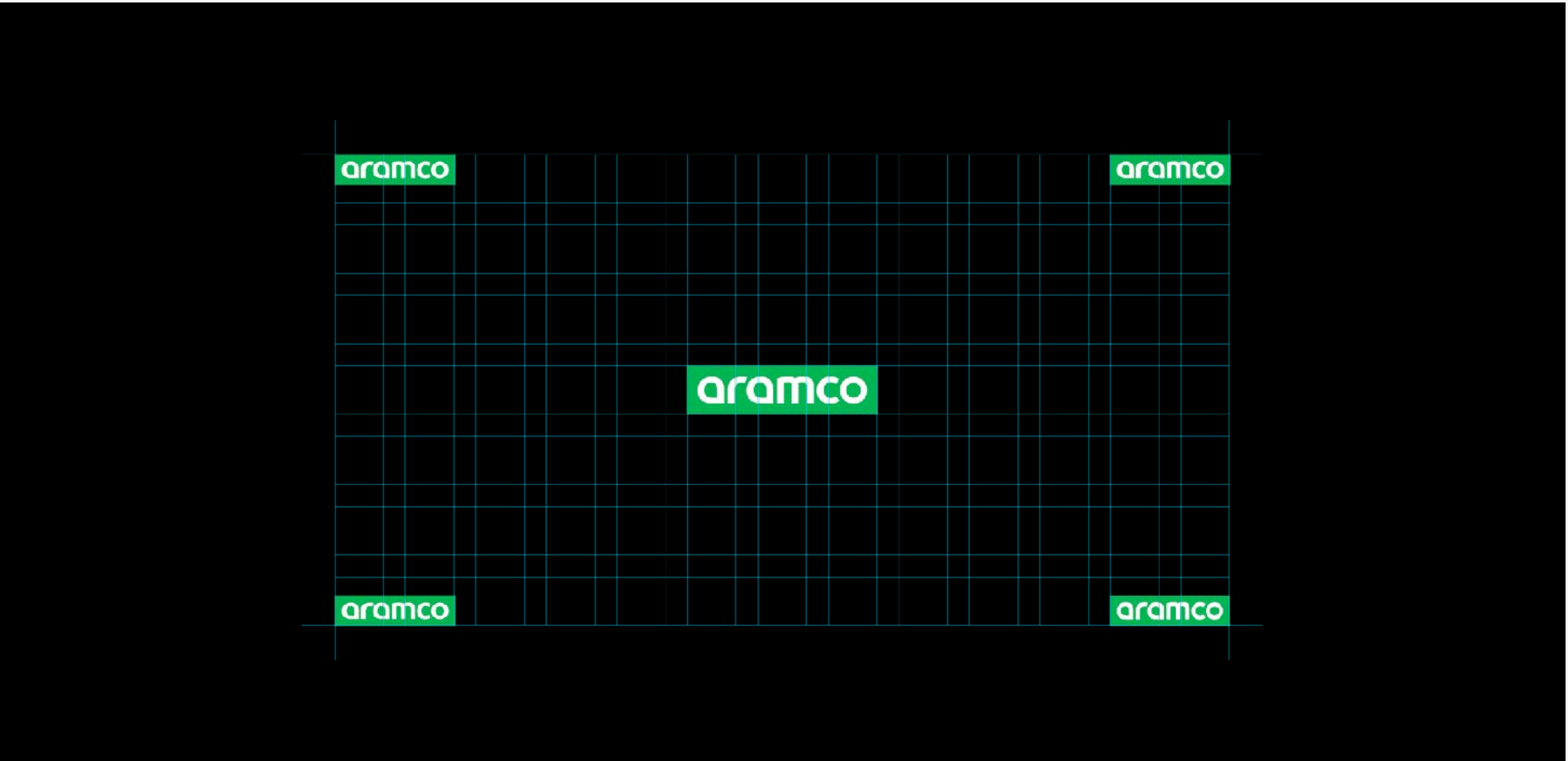
Use the square grid to create dynamic and fluid layouts that introduce contrast and visual tension.

Headers can be scaled to 150% to create more impactful headlines, as long as they are either center-aligned or top-aligned to the original grid.



# WORDMARK

The wordmark must be placed in a corner or centered on the screen, but only one wordmark should appear at a time.



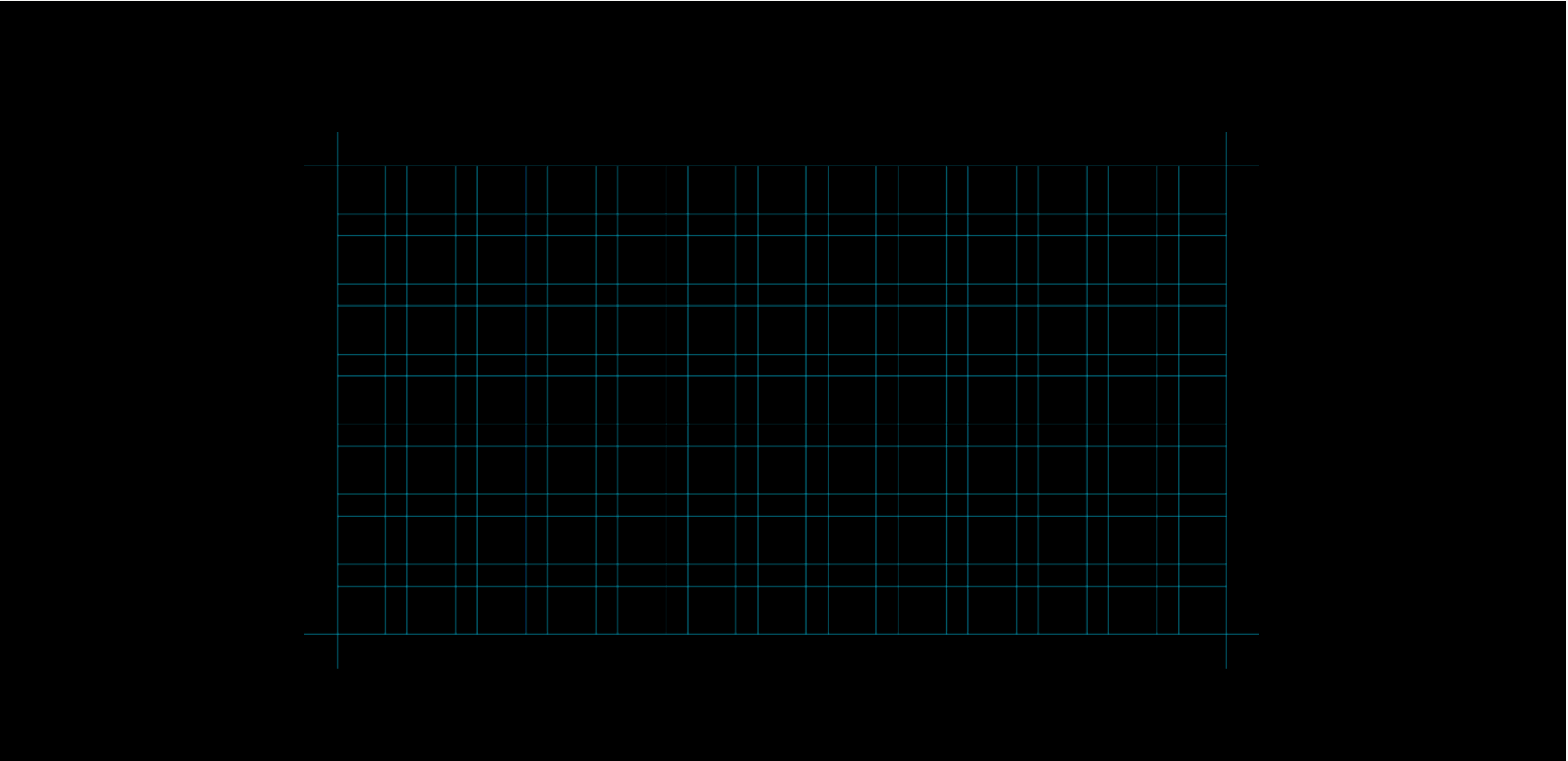
# E.4

# ANIMATED WORDMARK

WORDMARK ANIMATION

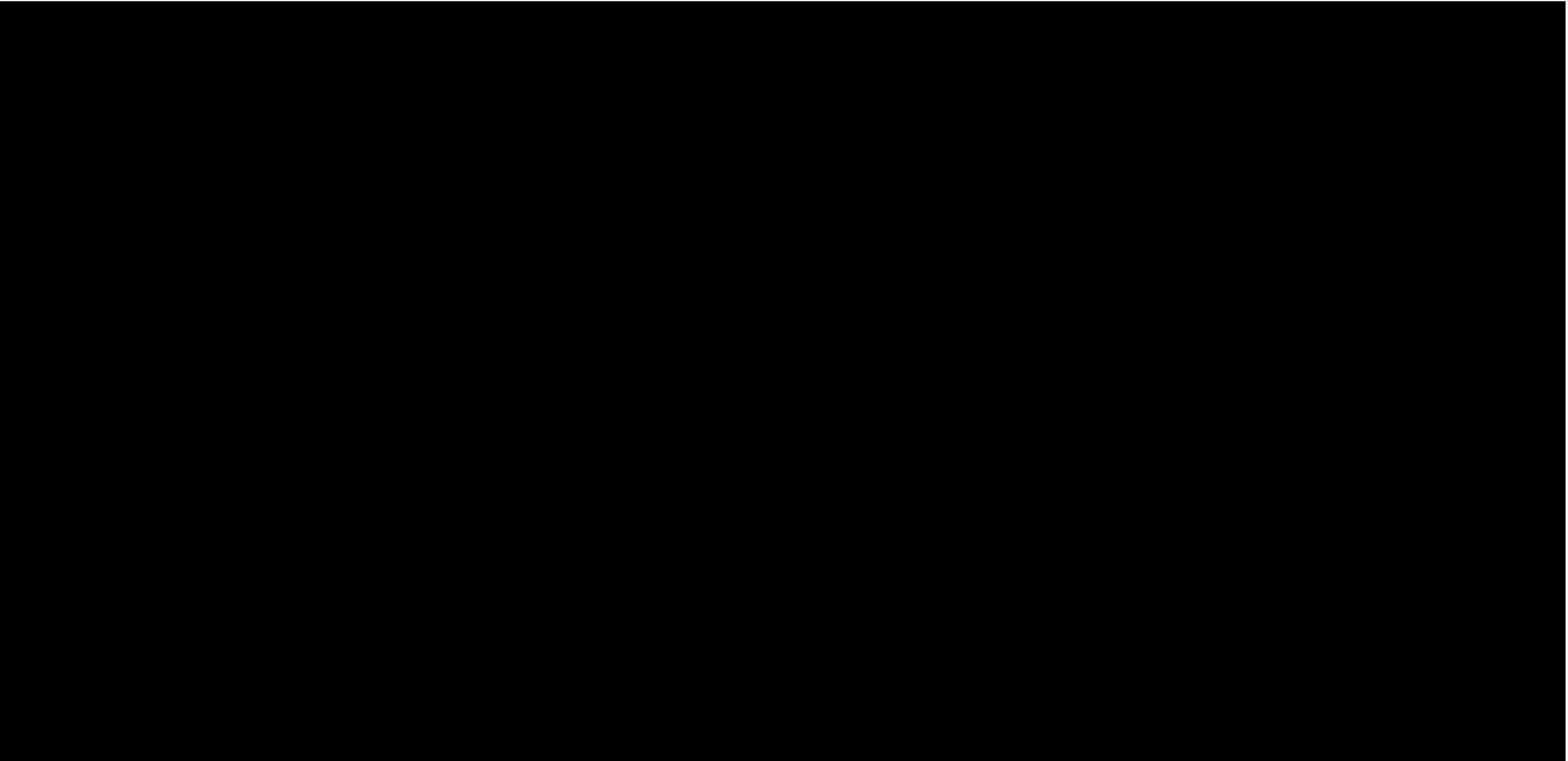
# WORDMARK ANIMATION

The wordmark animation uses vertical or horizontal motion + delay.



# WORDMARK ANIMATION

The wordmark animation uses vertical or horizontal motion + delay.



## WORDMARK ANIMATION

Wordmark animation should follow the direction of the transition.



# E.5 HERO MESSAGE MOTION

ANIMATION

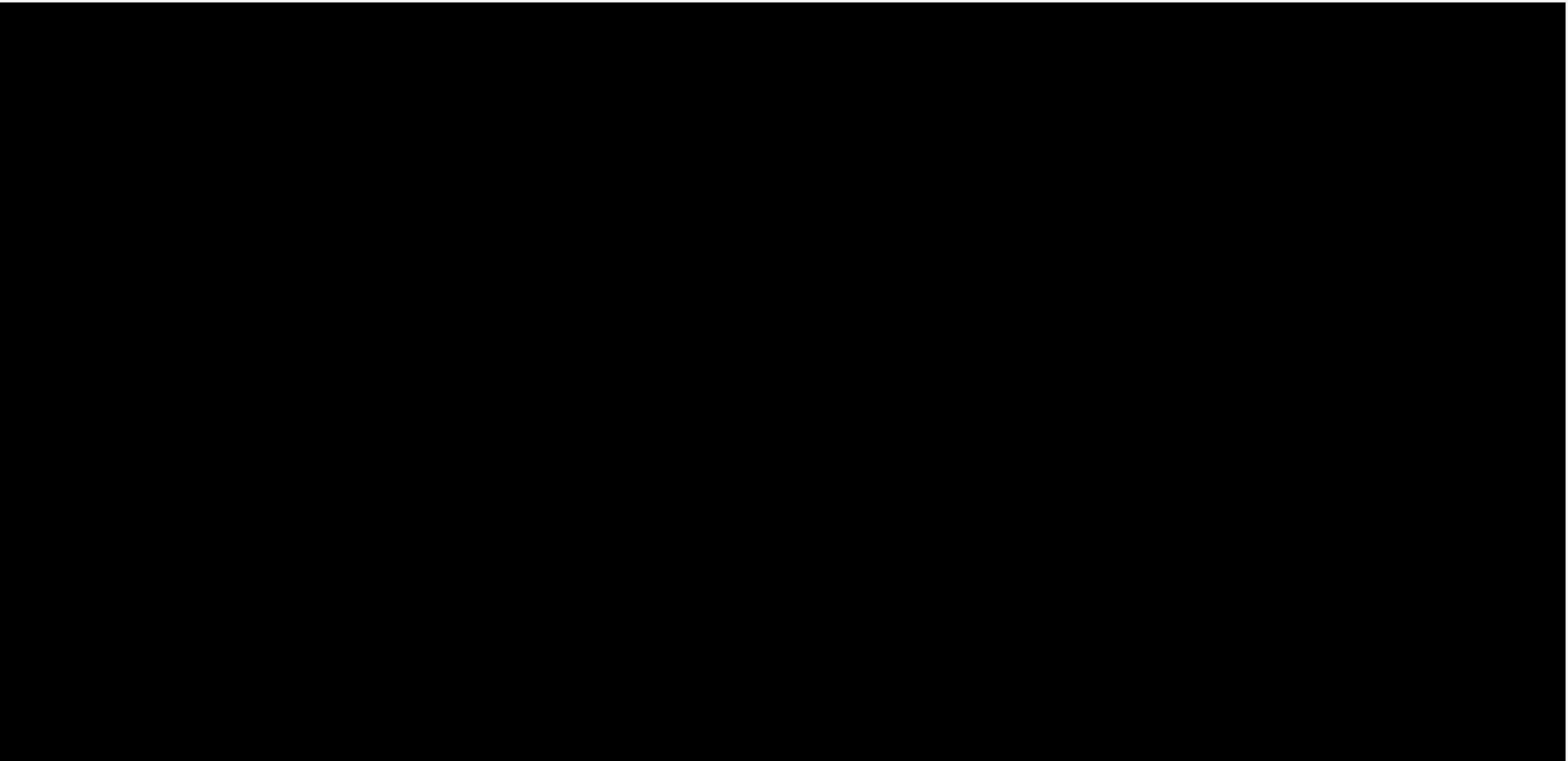
ANIMATION + WORDMARK

# ANIMATION

A uniquely crafted hero message animation, designed to captivate and stand out from conventional design principles. It is powerful enough to serve as a standalone visual centerpiece.

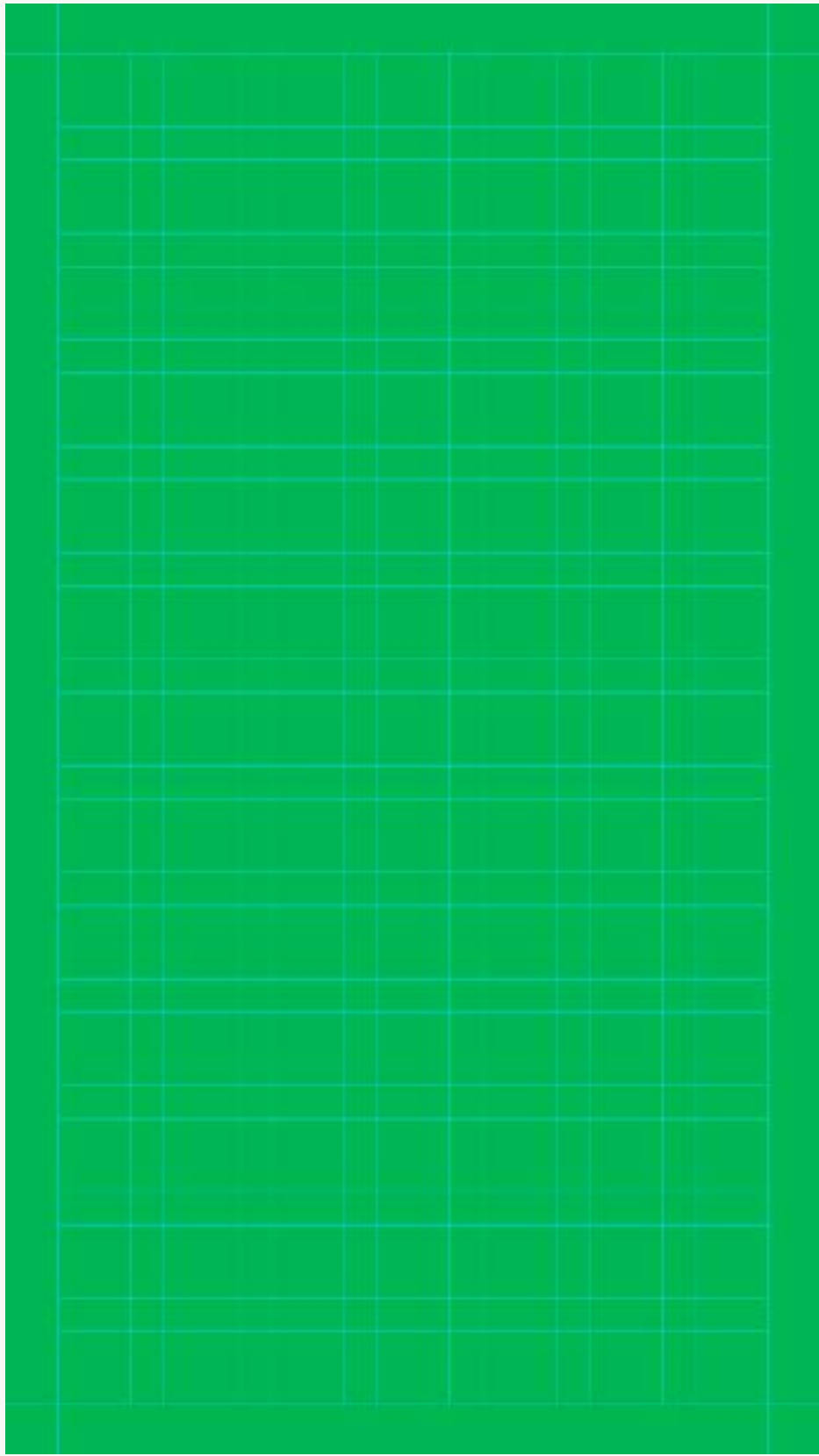
As the only example, this animation is based on a combination of both horizontal and vertical motion within masks.

This animation style is reserved for the Hero Text Animation only.

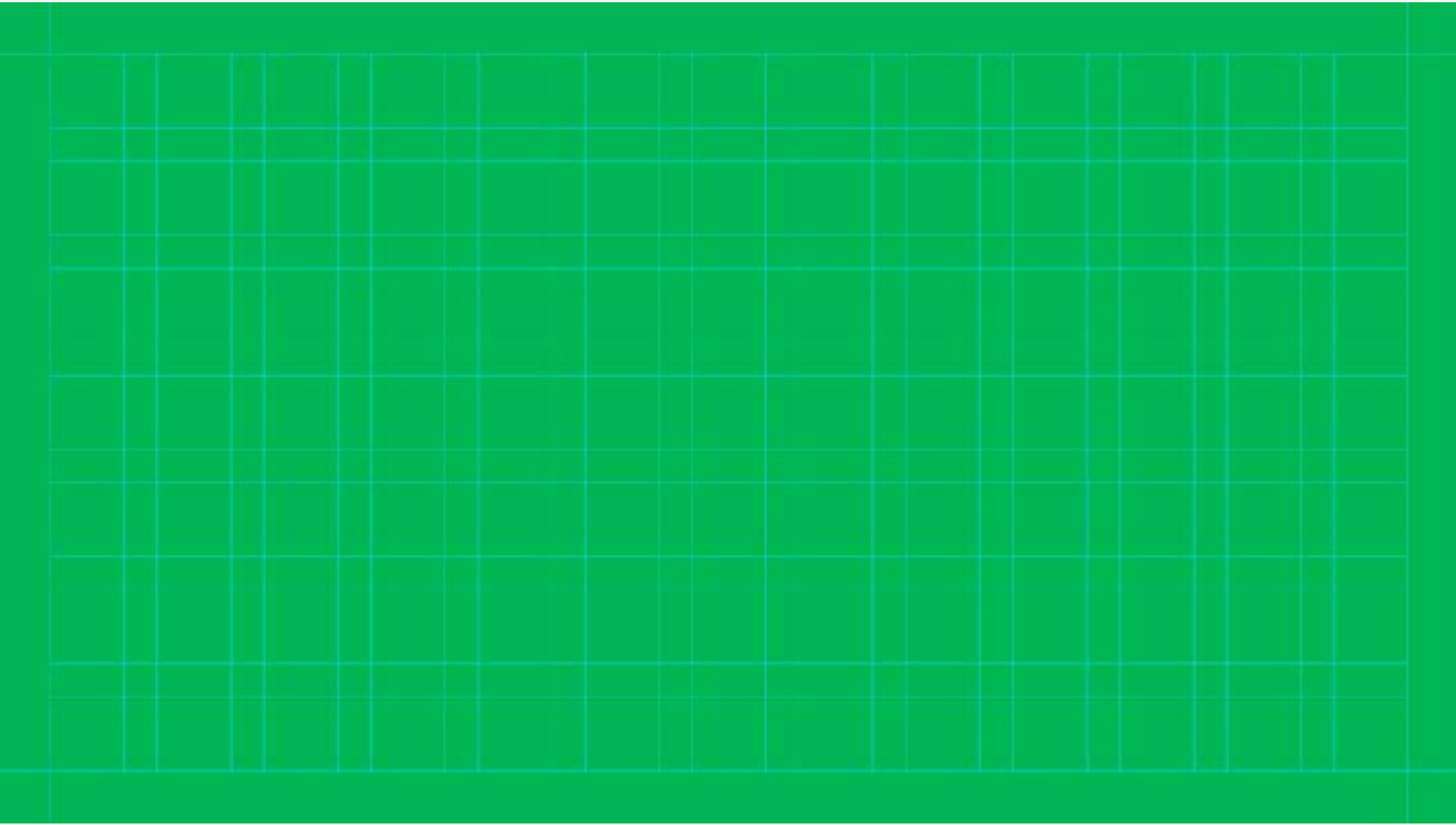


# ANIMATION + WORDMARK

Combine the hero message with the animated Aramco sponsorship wordmark, placing it in line with the text to establish a strong brand connection.



Portrait



Landscape



Narrow format

# E.6

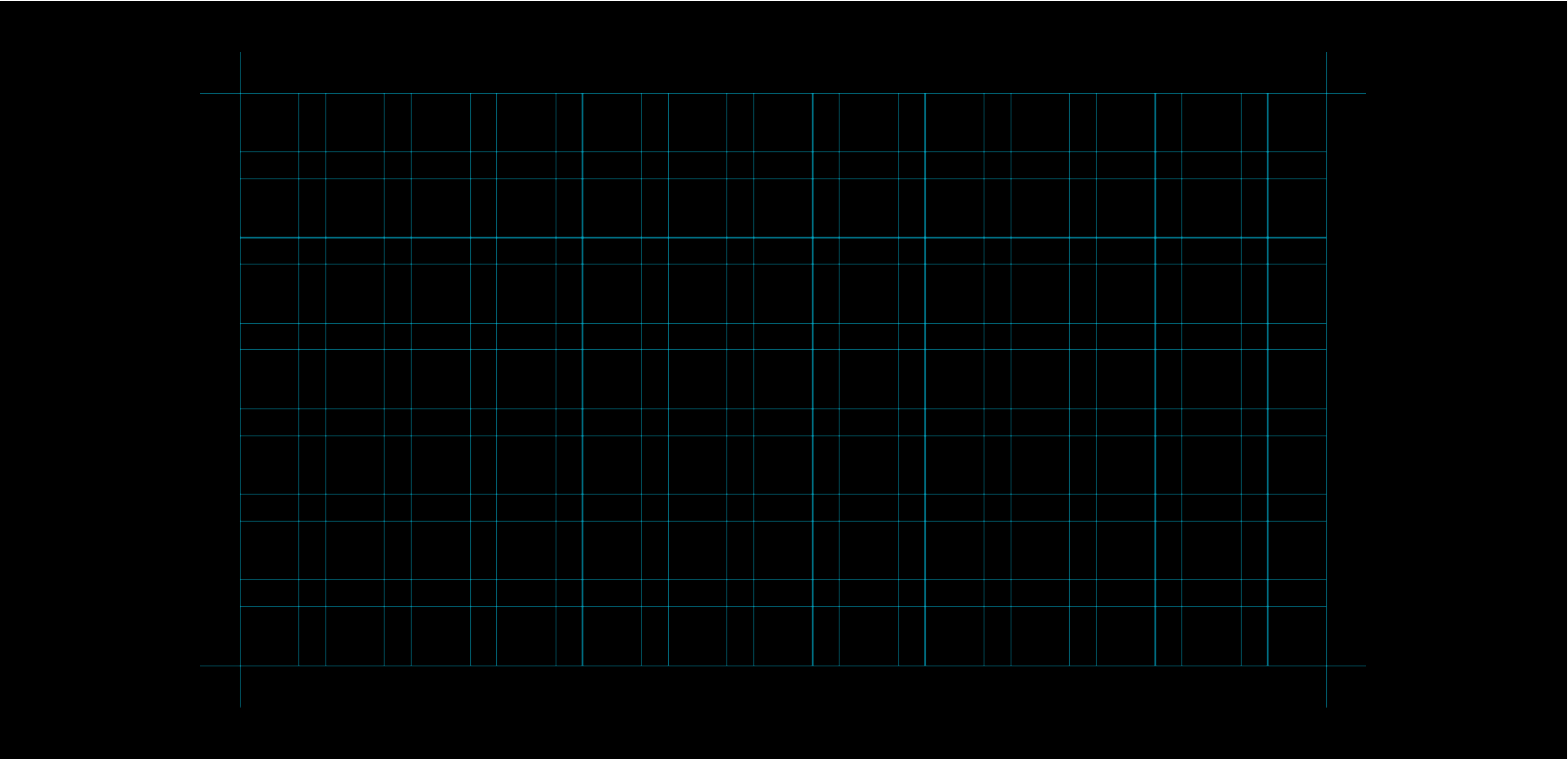
# TYPOGRAPHY

# MOTION

- MASK
- MASK + ACCENTS
- MASK + ACCENTS 150 %
- POSITION X OR Y
- POSITION X AND Y
- PARAGRAPH TEXT

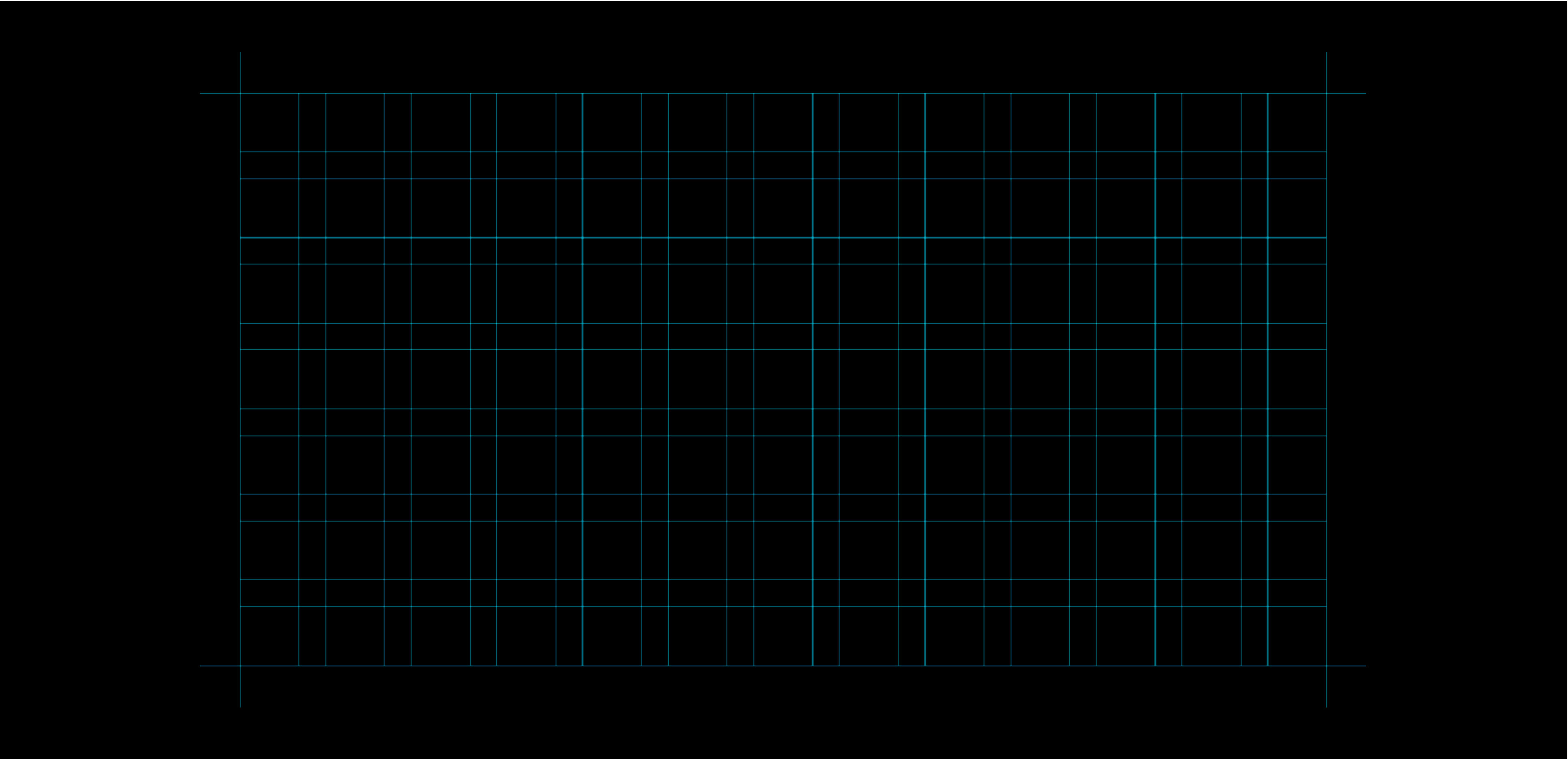
# MASK

Mask and position.  
Added **delay** on individual lines



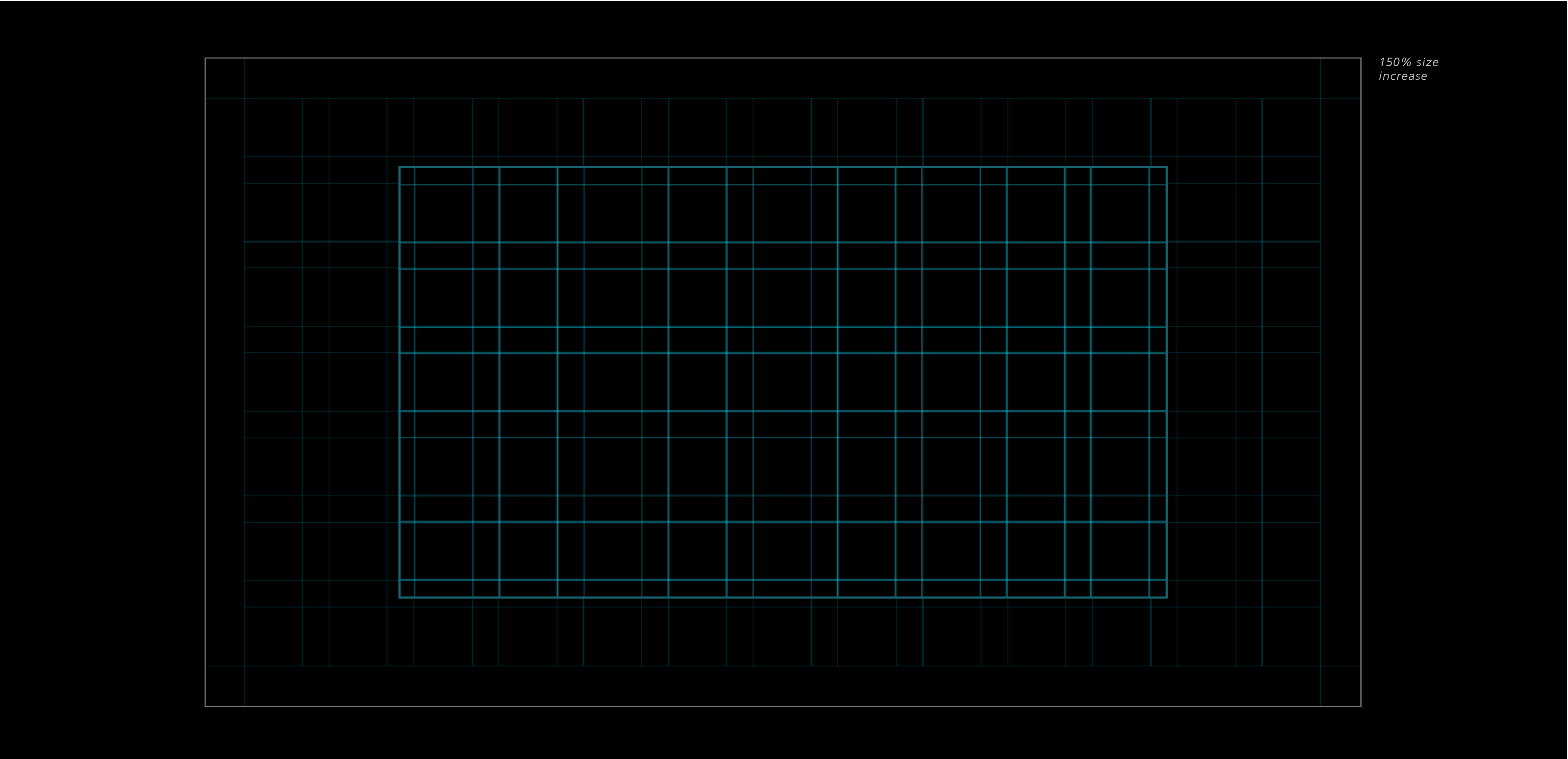
# MASK + ACCENTS

Type animation with accent text.  
Accents are animated using **flash** mode.  
Type is masked and animated **vertically** using **delay**.



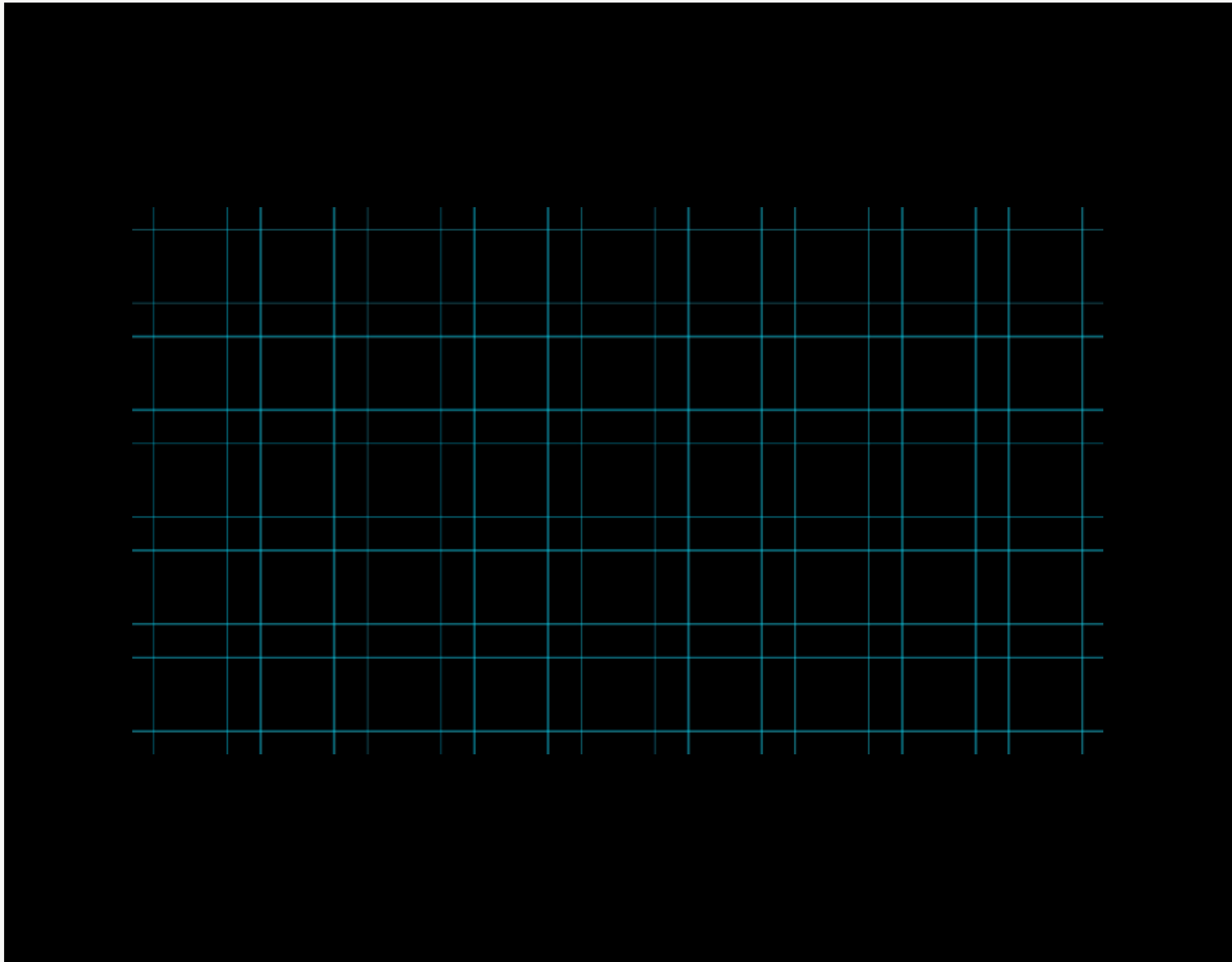
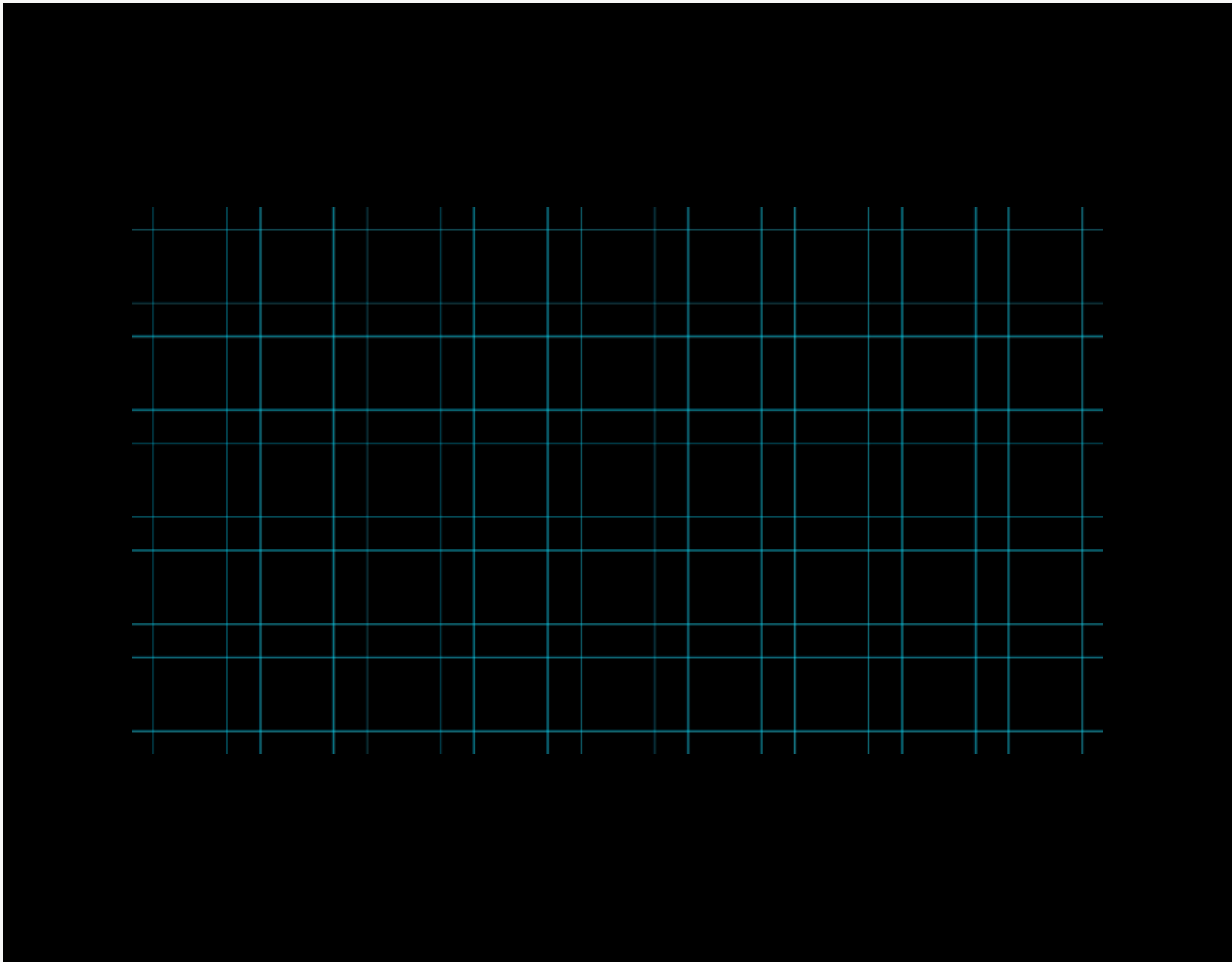
# MASK + ACCENTS 150%

For greater impact, header text can be scaled up by 150%.



# POSITION X OR Y

Animated position, **horizontally** or **vertically**.  
Added **delay** on individual text lines.  
Use only for 150% scaled text to avoid odd end placements.



## POSITION X AND Y

For large type, a more dynamic animation style can be used by animating movement both **vertically** and **horizontally** at the same time.

Use only on header text to create impactful, simple messages and animation loops.

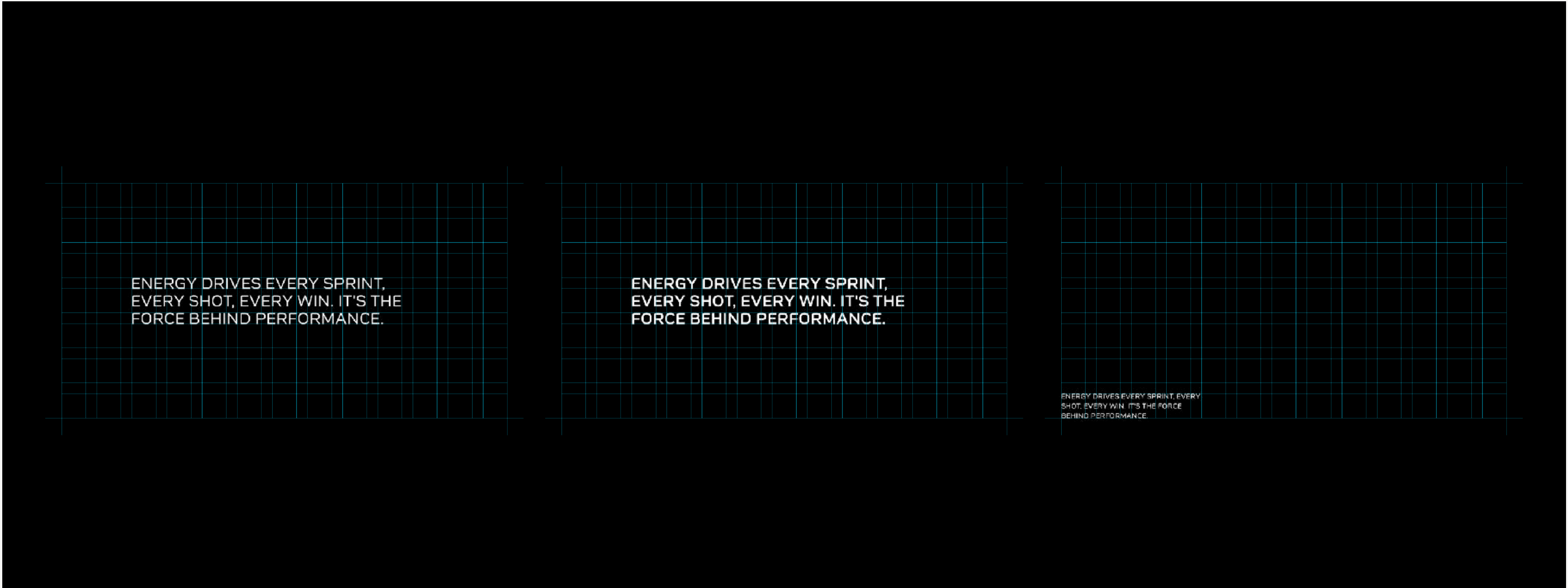


ENERGY  
STARTS  
NOW

# PARAGRAPH TEXT

Paragraph text is used for more extensive content. To add contrast to the axis-based motion, it can feature a delayed typewriter effect.

Additionally, paragraph text uses a custom **flash** animation to enhance visual interest.



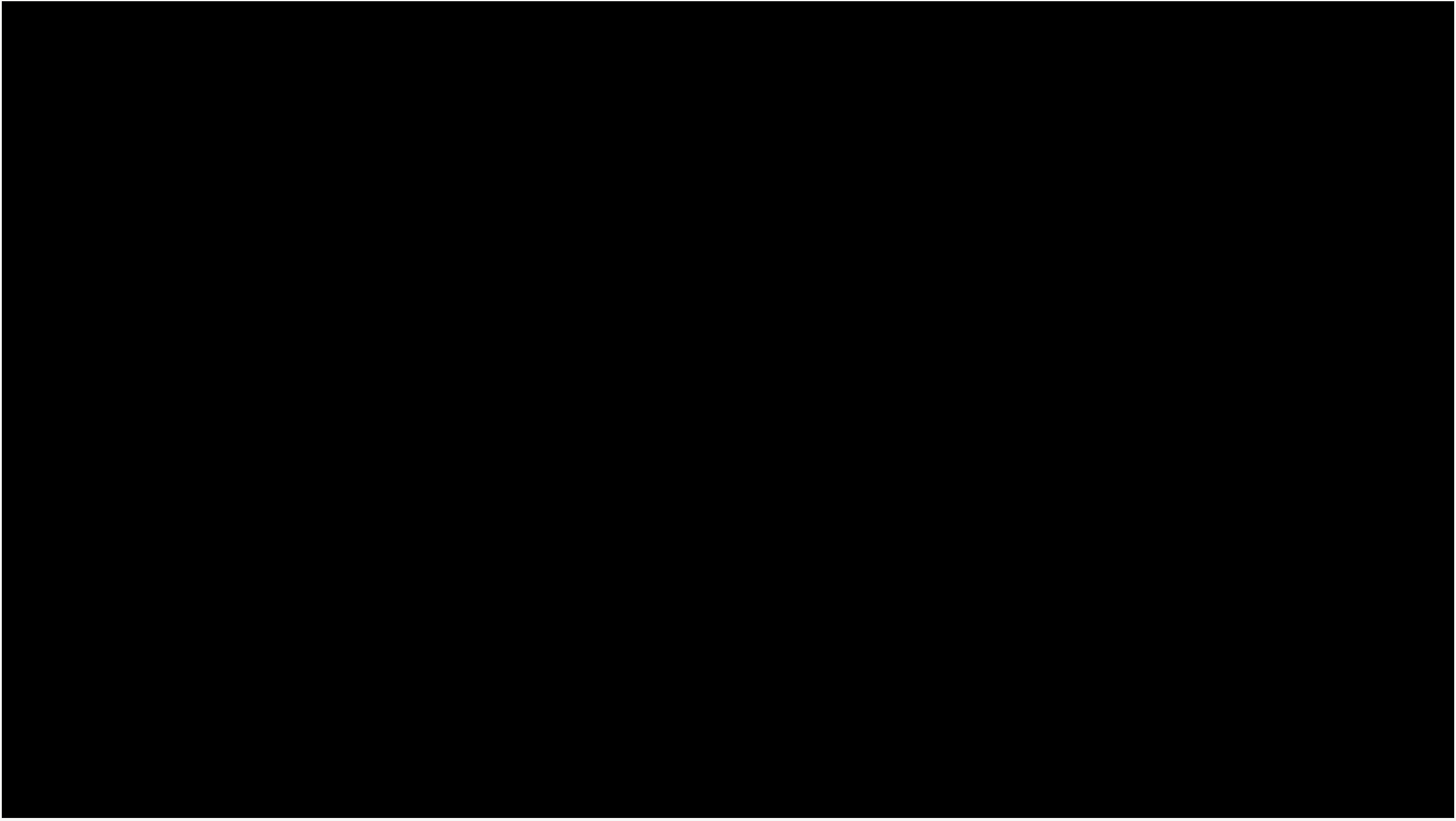
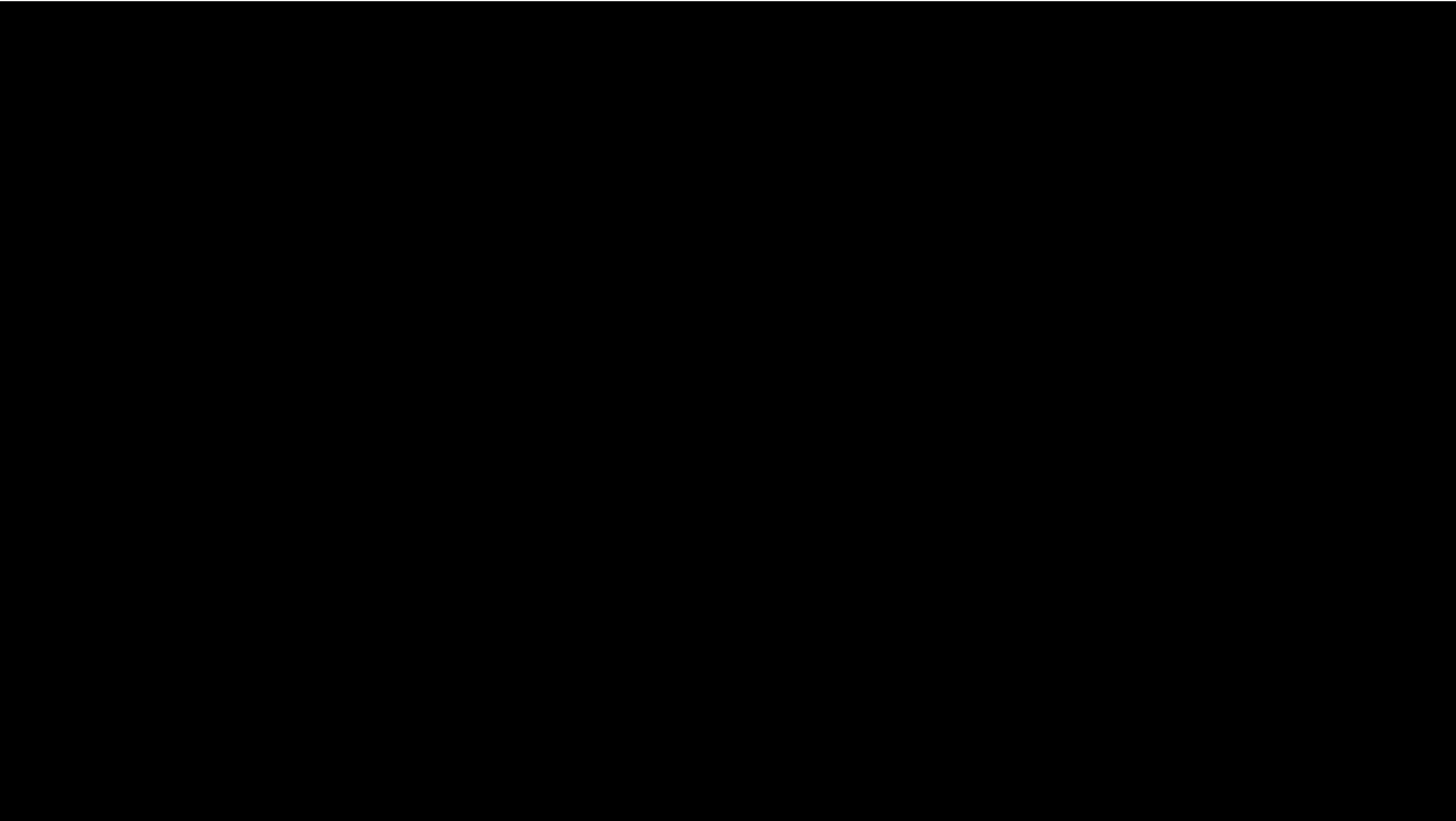
# E.7 TRANSITIONS

TRANSITIONS

# TRANSITIONS

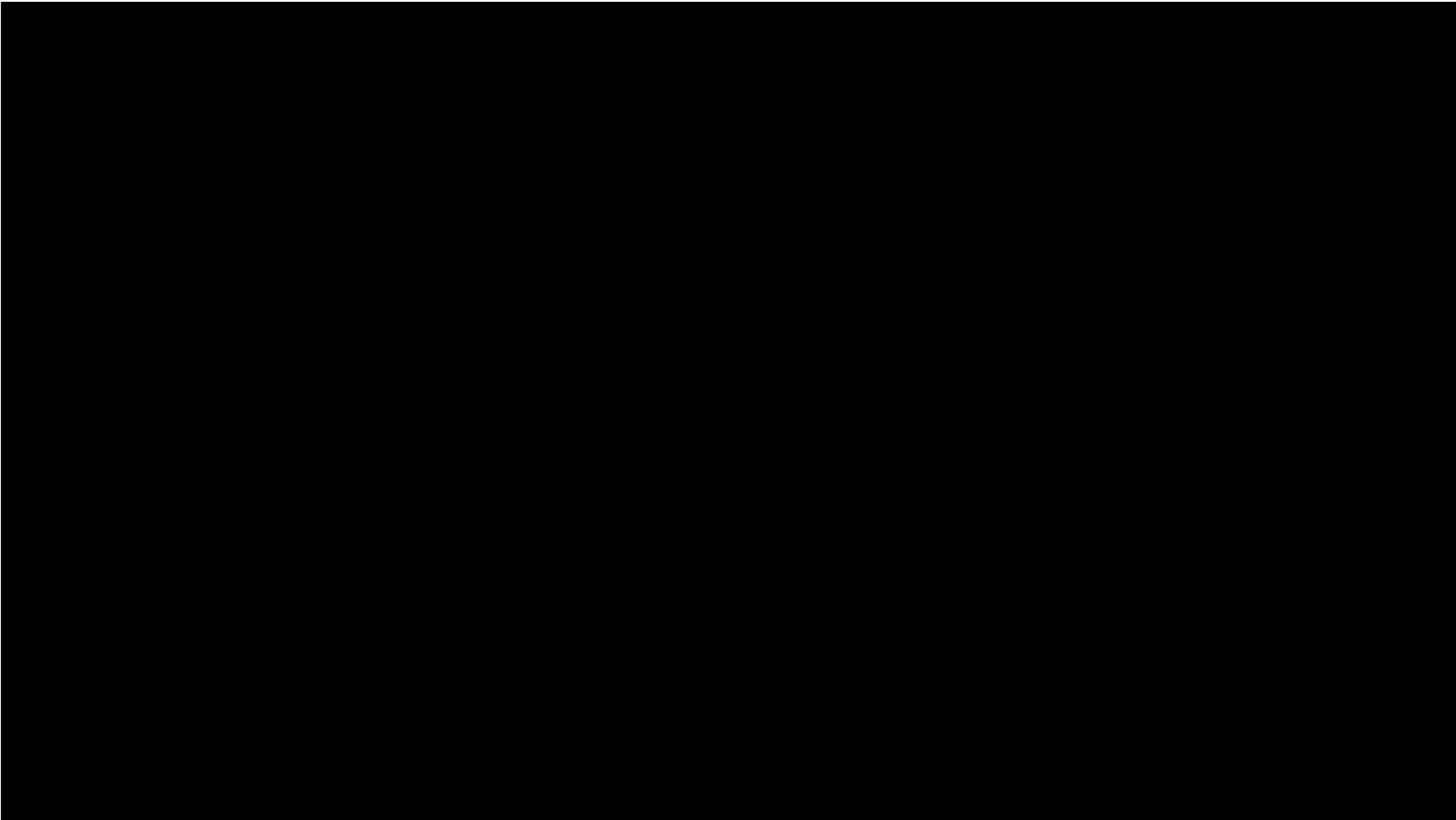
Transitions should be snappy but not rushed, matching the tempo of the sport and the rhythm of the message.

Transitions should be used to change content, and can carry short messages or the wordmark alone.



# TRANSITIONS

Example of a fast transition with only letterforms and the animated Aramco sponsorship wordmark.



E.8

IMAGE IN MOTION

EXAMPLES

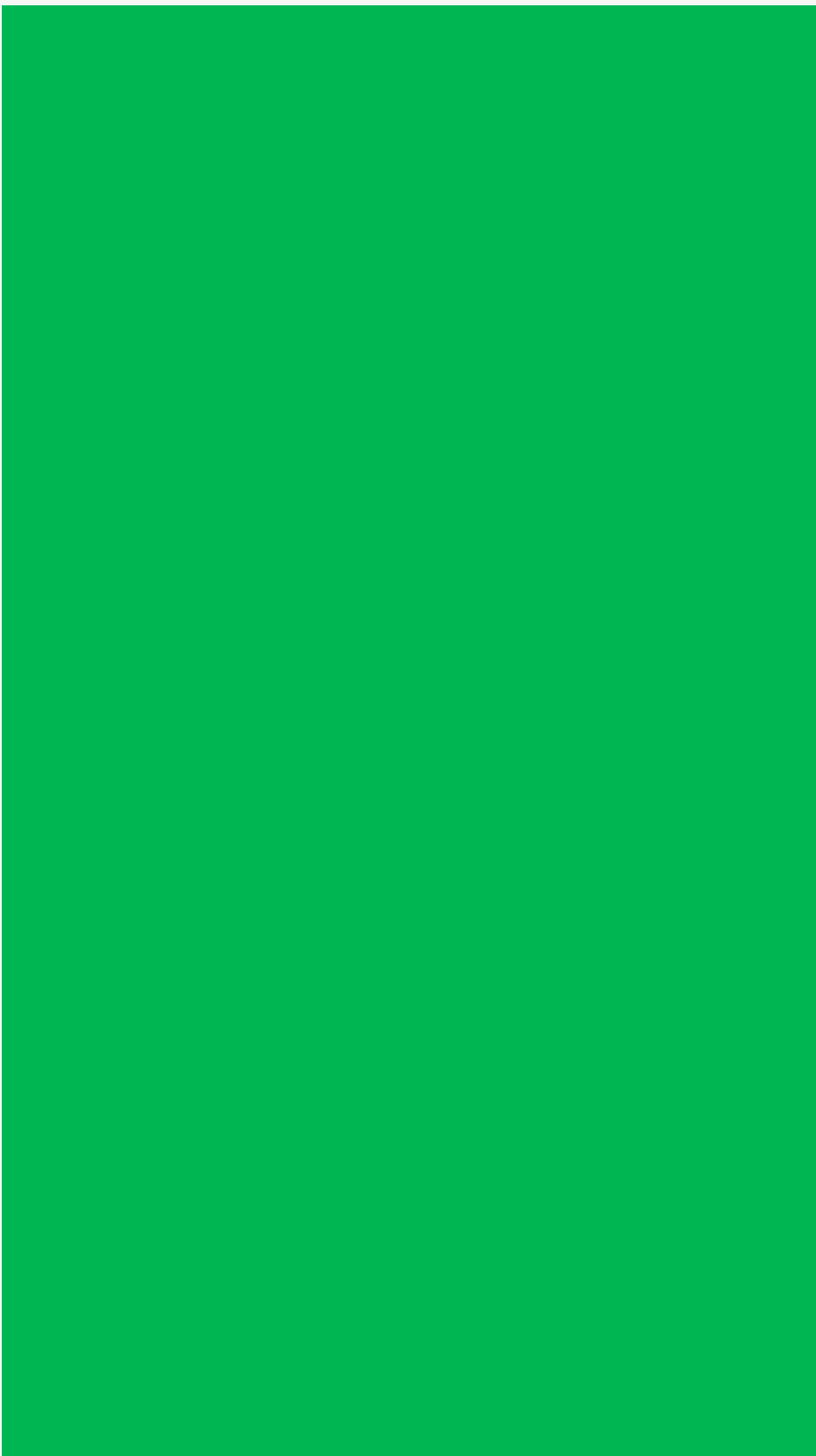
EXAMPLES

Images can be presented in three key ways: masked within letterforms, overlaid with graphic shapes, or used as full-screen visuals.

To maintain visual interest and energy, always apply subtle movement along the x or y axis - ensuring the image is never static.

When using masked imagery, consider incorporating flash animations to introduce variation and dynamic pacing within the composition.

Always use parallax when moving static imagery.



# E.9 VIDEO ELEMENTS

TYPE ON VIDEO TRANSITION  
TYPE ON VIDEO TRANSITION 2  
VIDEO PRODUCTION ELEMENTS  
COUNTDOWN TIMER  
TRANSITION

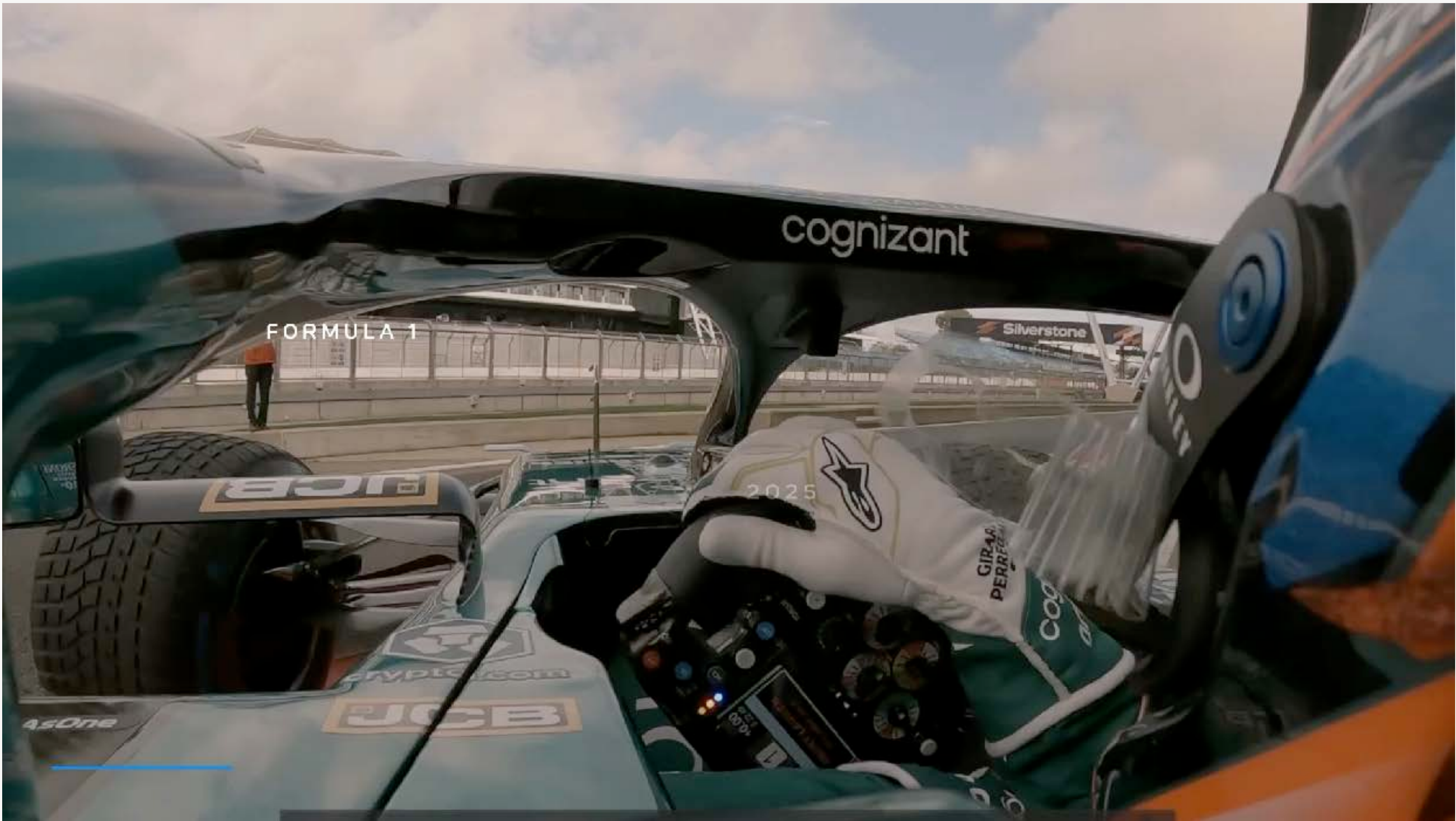
# TYPE ON VIDEO + TRANSITION

Two modes of type animation:  
Animated in using a mask, and  
pushed out using a wipe, followed by  
a wordmark animation.



# TYPE ON VIDEO + TRANSITION 2

When using text over video or imagery, a 20% black matte should be added under the text to ensure legibility.



# VIDEO PRODUCTION ELEMENTS

Various video elements, all based on the principles of motion and type.



Lower third



Corner wordmark + text



Corner wordmark

# COUNTDOWN TIMER

Example of countdown timer designed for contexts such as a fan zone or the lead-up to a TV broadcast, combining typography, dynamically animated letterforms, and video.



# TRANSITION

Fast transition used between clips during a sports event.

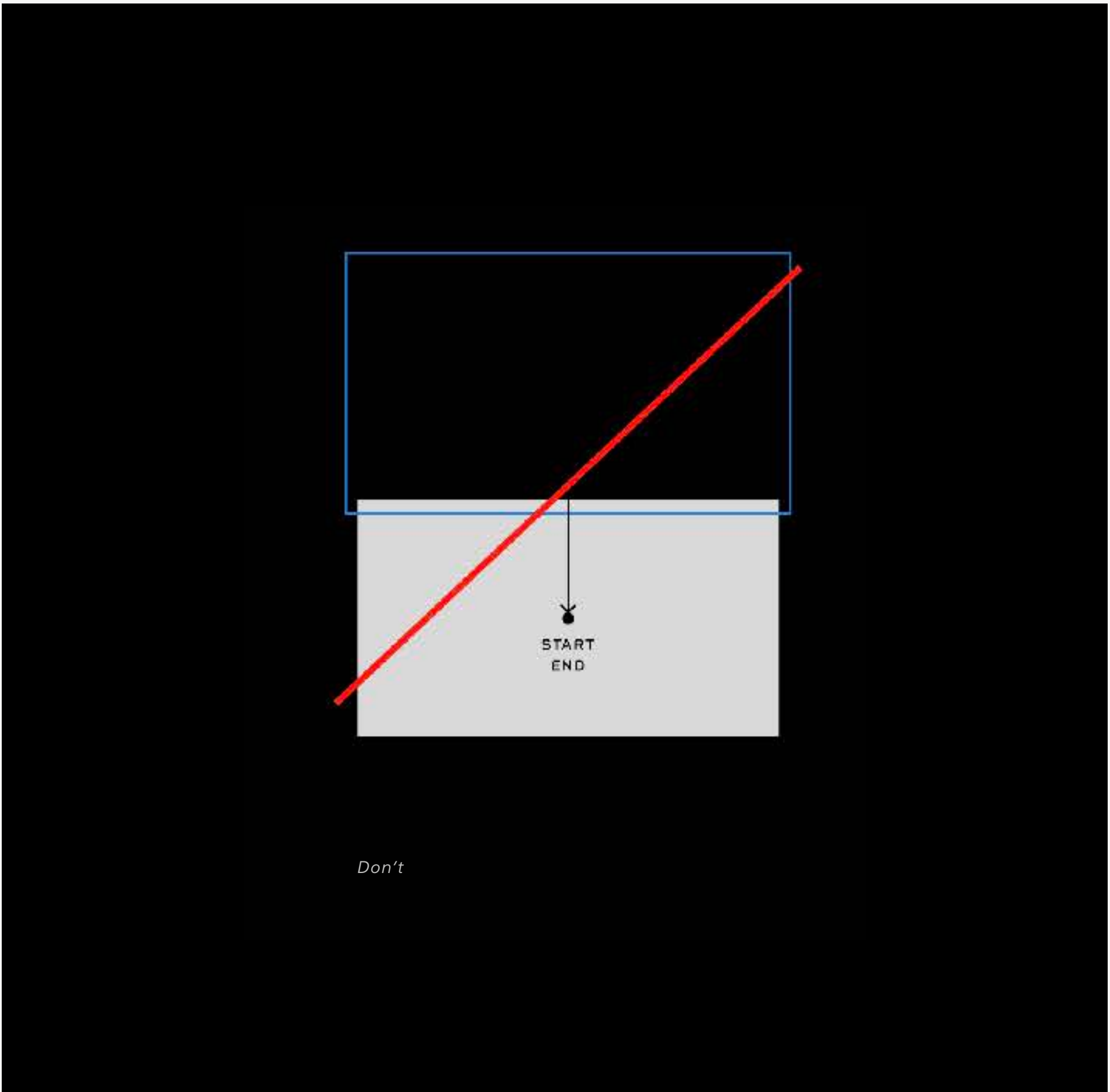
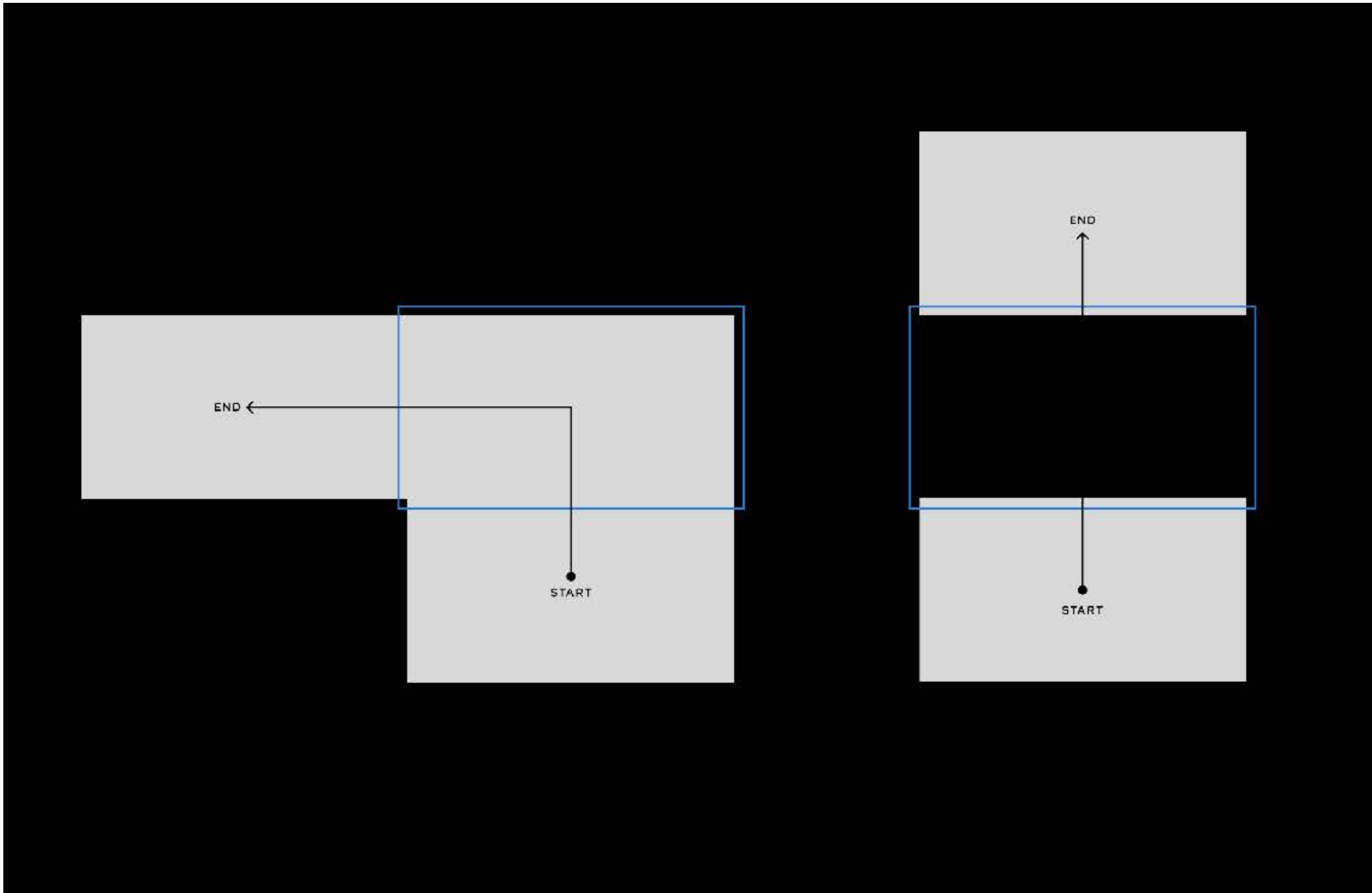


# E.10 COMPOSING MOTION GRAPHICS

STAY ON TRACK  
PUTTING IT ALL TOGETHER

# STAY ON TRACK

To maintain a continuous and cohesive flow, elements should animate out in a different direction than they animate in. This contrast creates dynamic movement and keeps transitions feeling intentional and fluid.



FUELING  
EVERY  
VICTORY

# E.11      DOS & DON'TS

DOS & DONT'S

## EXAMPLES

A simple set of rules to help you stay on track.

Always be intentional and follow a natural progression in motion

Always use the easing curve.

Always refer to the design system. Motion is an extension of the design and follows the layout principles of the core system.

Avoid mixing directions of movement.

Use the flash mode only on secondary graphics such as letter shapes and paragraph text.

Never use image masks on top of letter forms.



Dos



Don'ts

# E.12

# EXAMPLES OF USE

Use these examples for reference on how to apply the different principles, elements, and variations to create diverse and dynamic motion graphics that all share the same DNA.

VERTICAL MOTION + DELAY

VERTICAL AND HORIZONTAL  
MOTION + DELAY + PARALLAX +  
VIDEO

VERTICAL AND HORIZONTAL  
MOTION + DELAY

VERTICAL MOTION + DELAY

VERTICAL MOTION  
+ DELAY



VERTICAL AND HORIZONTAL MOTION +  
DELAY + PARALLAX + VIDEO



VERTICAL AND  
HORIZONTAL MOTION  
+ DELAY



VARIOUS EXAMPLES

