

Brand Guidelines

SAUDI ARAMCO TOTAL REFINING AND PETROCHEMICAL



Introduction

This page shows how to place another logo next to the SATORP logo. The primary logo is used, with a distance equal to the 'sa' width. In Arabic contexts, place the logo on the left; in English contexts, place it on the right. The margins of the co-branded logo should fit within a box equal to the height of the clear space bounding box.

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Brand Positioning

In this section, we outline the foundational insights that drive SATORP's brand positioning. By clearly defining what we stand for, who we serve, how we operate, and why we are committed to our mission, we establish a coherent and compelling narrative that guides all our strategic decisions and communications. Explore the following pages to gain a deeper understanding of our brand's core principles and values.

01 What

A world-class refinery representing the expertise of Saudi Aramco and TotalEnergies, committed to excellence and sustainability.

03 How

Through continuous innovation, sustainable practices, workforce empowerment, and strategic collaborations.

02 Who

Supplying entities like Saudi Aramco, TotalEnergy and Ras Tanura

04 Why

To position itself as an industry leader while contributing to Saudi Arabia's Vision 2030.

SATORP aims for technological superiority, sustainability leadership, social responsibility, and strategic collaborations. These goals drive our mission, positioning us as an industry leader in innovation, environmental stewardship, and community engagement. Explore the following pages to see how these objectives shape our initiatives.

Technological Superiority

This page shows how to place another logo next to the SATORP logo. The primary logo is used, with a distance equal to the 'sa' width. In Arabic contexts, place the logo on the left; in English contexts, place it on the right. The margins of the co-branded logo should fit within a box equal to the height of the clear space bounding box.

Sustainability Leadership

Become the go-to model for sustainable energy solutions and practices, like processing plastic waste oil or bolstering solar energy capacities.

Championing Social Responsibility

Through collaborations with NGOs and global partnerships, strive for a holistic approach in fulfilling social responsibilities, while preserving heritage and adding value to the local community.

Strategic Collaborations

Forge partnerships with local and international entities, creating synergies that aid both SATORP's growth and the larger societal and environmental goals.

SATORP aims to be recognized globally not just as a leading refinery, but as a brand that marries technological advancement with a heart for sustainability and community. They want to be the benchmark against which all refineries measure their success and societal impact.

Global leader in sustainable refining.



SATORP's brand ambition reflects its dedication to pioneering progress, shaping a sustainable future, empowering societal change, and driving growth. By leading in technology, sustainability, social responsibility, and economic diversification, SATORP aspires to set new standards in the industry while making a positive global impact. Explore the following sections to understand our strategic ambitions and their influence.

Pioneering Progress

SATORP aspires to be a frontrunner in introducing cutting-edge technology. Unafraid to explore uncharted territories, SATORP believes in collecting the latest tech under one complex to enhance operational efficiency, safety, and environmental protection.

Shaping a Sustainable Tomorrow

SATORP recognizes its role in reducing carbon emissions and footprints. The brand's aim is to be a leader in sustainable energy solutions, such as processing waste cooking oil and plastic waste oil, together initiatives such as the deployment of solar panels on a considerable scale.

Empowering Societal Change

Through diversity and equal employment opportunities, SATORP seeks to shape an inclusive workforce and society. They are committed to adding value to the local economy and championing welfare for all its workers.

Diversifying for Growth

By introducing new products, diversifying the economy, and increasing shareholder value, SATORP looks to fortify its position in the market while contributing significantly to Saudi Arabia's Vision 2030.

Empowering the future with sustainably generated energy solutions, SATORP is dedicated to pioneering cutting-edge technologies that not only elevate our global community and environment but also drive unparalleled value for our shareholders through superior reliability, cost efficiency, and quality standards. Together we forge a legacy of progress, prosperity, and purpose.”

**Empowering future with
sustainable innovation.**



Constantly push the boundaries of what's possible

Innovation

Act with the future in mind, always

Sustainability

Celebrate diversity, equality, and empowerment

Inclusivity

Root decisions in the welfare of the community

Community Centric

Carry out every action with integrity and accountability

Responsibility

SATORP's brand story is inspired by the Sage archetype, reflecting our pursuit of wisdom and understanding. This foundational identity drives our mission and values, shaping everything we do.

The Sage

Brand Archetype

The Sage archetype embodies the pursuit of wisdom, truth, and understanding. Renowned for its thirst for knowledge, the Sage seeks clarity and believes in the enlightening power of truth, aiming to guide others on their own quests for enlightenment. This archetype represents not just the accumulation of knowledge, but the application of that knowledge to provide guidance, solutions, and leadership.

Goal

Using knowledge to understand and influence the world

Core Desire

The discovery of truth

Gift

The discovery of truth

Strategy

Seek out new knowledge, and understand processes

The Sage archetype perfectly fits SATORP. SATORP's commitment to cutting-edge technologies, sustainability, and inclusivity reflects the Sage's wisdom and ethical grounding. Emphasizing responsibility, leadership, and forward-thinking solutions, SATORP embodies the Sage's qualities, positioning itself as a guiding beacon in the oil and energy sector. Adopting the Sage archetype will cement SATORP's image as a trusted, enlightening, and innovative leader.

A photograph of three SATORP workers in an industrial setting. They are wearing blue hard hats and safety glasses. The worker in the center is gesturing with his hand while talking to the others. The background shows industrial structures under a clear sky.

Leading with wisdom & innovation.

Our brand is deeply rooted in the Sage archetype, guiding our pursuit of knowledge, responsibility, leadership, guidance, and inclusivity. These principles define our commitment to innovation, ethical practices, and a forward-thinking approach, positioning us as a beacon of wisdom and integrity in the industry. Explore how each principle shapes our brand's mission and vision.

Pursuit of Knowledge

The Sage archetype represents the thirst for knowledge and the belief that truth is educative. SATORP's commitment to exploring and integrating cutting-edge technologies—even those unproven—showcases their continuous pursuit of advancement, much like The Sage who seeks understanding.

Responsibility and Leadership

SATORP's brand strengths of Responsibility and Leadership align well with the wisdom, clarity, and thought Leadership of The Sage.

Guidance

The Sage archetype provides wisdom and guidance. SATORP's ambition to set trends in sustainability and their aim to be one step above competitors positions them as a guiding figure in the industry.

Inclusive Vision

Their commitment to diversity, inclusivity, and empowering various demographics also fits the Sage's understanding of the world's intricacies.

Our brand progression is structured in levels. The higher the level, the more advanced and refined our brand becomes. Explore how moving through these levels enhances our brand's depth and effectiveness.

Level 1

Conducting a search for absolute truth by looking to experts to provide answers and objectivity.

Level 2

Aiming to become an expert through critical thinking and analysis.

Level 3

Achieving expert status through wisdom and a high level of confidence in one's area of expertise.

SATORP aims to internalize and embody the Sage archetype through initiatives that foster knowledge sharing, continuous learning, innovation, mentorship, and effective communication. By creating a culture of intellectual curiosity and growth, these programs and channels reflect our commitment to wisdom and guidance, empowering employees and driving collective progress.

Knowledge Sharing & Continuous Learning

Establish a 'SATORP Knowledge Hub' where employees can access educational resources related to the industry, technology, sustainability, and more. Conduct regular workshops, seminars, and training sessions to keep the workforce updated with the latest industry practices and technologies.

Innovation Think Tanks

Organize regular brainstorming sessions where teams can discuss emerging technologies, sustainable practices, and industry trends, fostering a culture of intellectual curiosity.

Employee Mentorship Programs

Create mentor-mentee programs to foster a culture of guidance, ensuring that experienced employees pass down their wisdom to newer members.

Internal Comm. Channels

Organize regular brainstorming sessions where teams can discuss emerging technologies, sustainable practices, and industry trends, fostering a culture of intellectual curiosity.

SATORP is dedicated to external engagement through educational initiatives, academic collaborations, and community involvement. Hosting webinars, partnering with academic institutions, publishing sustainability reports, and engaging with the community highlight SATORP's commitment to spreading knowledge. These efforts reinforce the brand's role as a leader in innovation and environmental stewardship.

Educational Webinars & Workshops

Host webinars or workshops for stakeholders, customers, and the general public on topics like sustainable energy practices, technological advancements, and industry forecasts.

Collaborations with Academic Institutions

Partner with universities and research institutions to sponsor research, offer internships, and collaborate on innovative projects. This not only supports academic progress but also showcases SATORP's commitment to fostering knowledge.

Sustainability Reports & Whitepapers

Regularly publish detailed insights on sustainability efforts, research findings, or industry analyses, positioning SATORP as a thought leader.

Community Engagement

Organize community educational events focusing on energy conservation, the importance of sustainability, and the role of the refining industry in today's world.

Continuing the focus on external engagement, SATORP ensures a strong presence in industry forums, listens to stakeholder feedback, and develops digital platforms for knowledge sharing. By maintaining expert representation, valuing feedback, and creating online resources, SATORP positions itself as an industry sage, committed to continuous learning and thought leadership in the energy sector.

Expert Presence in Industry Forums

Ensure SATORP's representation at industry conferences, panels, and forums. Having key personnel deliver talks or presentations can position the brand as an industry sage.

Feedback & Listening

Implement mechanisms (surveys, feedback forms) for stakeholders and customers to share their insights and opinions. Showcasing that SATORP values external wisdom can reinforce the Sage's attributes of humility and continuous learning.

Digital Platforms for Knowledge

Develop a dedicated section on the website (or even a separate microsite) for articles, blogs, and videos on industry insights, technological innovations, and more. This serves as a knowledge reservoir for anyone interested in the industry.

To fully capture the multifaceted nature of our brand, we explore the subarchetypes that complement the Sage archetype. The Explorer and The Ruler highlight our drive for innovation, leadership, and setting new industry standards. These subarchetypes enrich our brand story, showcasing our commitment to adventure, discovery, and structured excellence.



The Explorer

The Explorer sub-archetype personifies the spirit of adventure, discovery, and the pursuit of new horizons. SATORP's focus on digitalization, innovation, and achieving trendsetter status while implementing cutting edge technologies aligns perfectly with the Explorer's ethos.

The Ruler

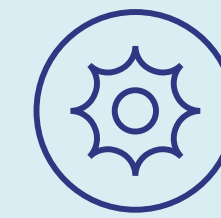
SATORP's ambition to set industry trends and be a step above competitors in aspects of its operation resonates with the Ruler's desire for order and leadership - both external and internal.





People

We respect the diversity of our people and fully support their welfare.



Pride

We take pride in what we do. We're committed to excellence, safety, quality, and the environment.



Professionalism

We conduct our business with competence in an ethical, responsible, and accountable manner.



Partnership

We synergize with our stakeholders to build productive, collaborative, and trusting relationships.

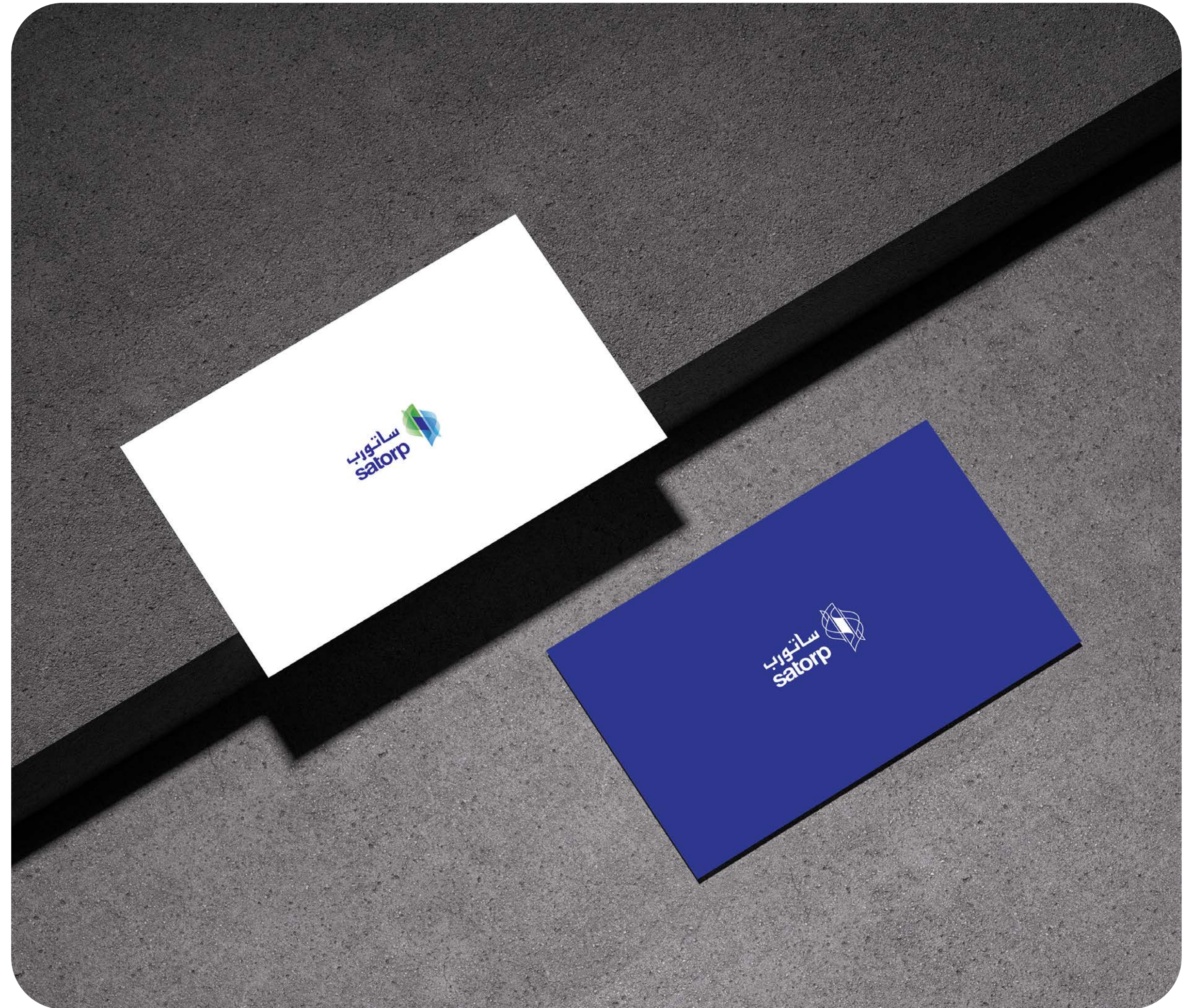
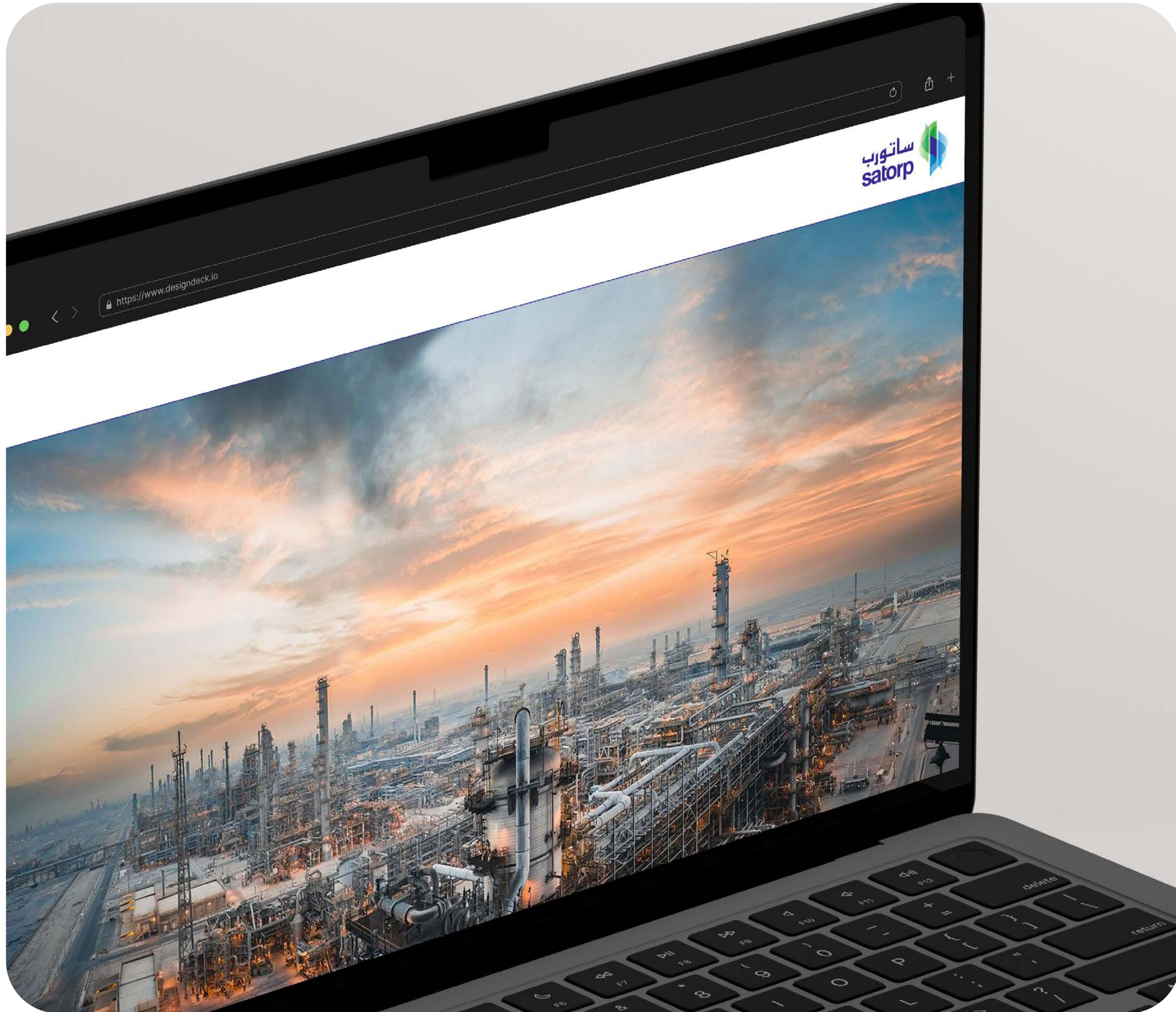
Visual Identity

Logo

The primary logo should be displayed in its original state on a white background. When used on any other color or image, the white lined logo is used to ensure visibility and integrity. For more information about the white logo, please see page 33.



The consistent use of the primary logo ensures strong brand recognition and a cohesive visual presence across all touchpoints.



The brand mark should appear in its original state on a white background. When used on any other color or image, place it within a container to maintain its clarity and prominence.



The consistent use of the brand mark ensures strong brand recognition and a cohesive visual presence across all touchpoints.



The wordmark can be displayed in SATORP blue or white.
When applied on colored backgrounds or images, use the version that provides the best contrast and readability.

ساتورب
satorp

ساتورب
satorp

In select cases where the SATORP Blue background is essential, the full-color brand mark may be applied directly onto it. However, this application is secondary and should be used sparingly. The primary approach prioritizes other background colors and layouts to maintain optimal contrast and visual integrity across various platforms.



Ensure clear space around the logo. For the primary logo and wordmark, use the width of 'sa' as clear space. For the brand mark, match the same size ratio to the wordmark, using 'sa' width as reference.



The same clear space rules apply for the primary logo and wordmark.



The absolute minimum size of all SATORP logos is 25mm in print or 55px on screen.



Minimum size shown at actual size when document viewed at 100% on screen or when it is printed at full size.

Logo

Position

(Primary Logo & Wordmark)

Position the logo in the top right or bottom left of compositions if it's not centered. This ensures visibility across various applications. The minimum space between the edge of the composition and the logo or wordmark should be the width of 'sa'.



sa

sa

sa

sa

Logo
Position
(Brand Mark)

Position the brand mark in the top right or bottom left of compositions if not centered, ensuring visibility across applications. The minimum space between the edge of the composition and the brand mark should match the 'sa' width reference ratio used for the main logo.

sa

sa



sa

sa

When centralising the primary logo, side margins should not exceed the width of 'sa' as a reference. For the brand mark, margins should follow the same 'sa' width ratio. The brand mark may exceed this margin when centralised. For height, although not ideal, it can be tight to the edge if necessary.





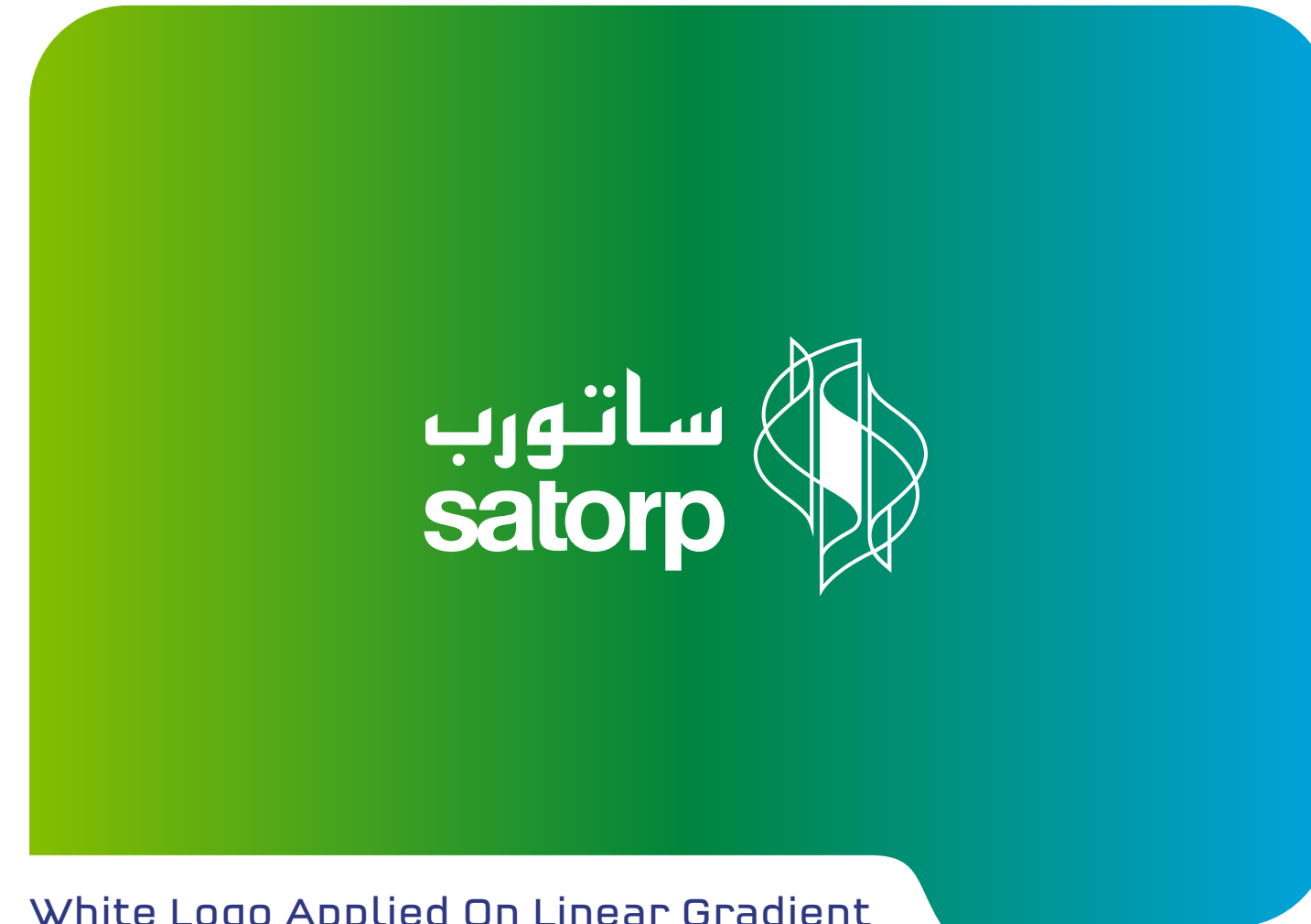
This page offers a range of examples for correct logo positioning, showcasing preferred placements across various layout configurations to ensure consistent alignment and visual balance.



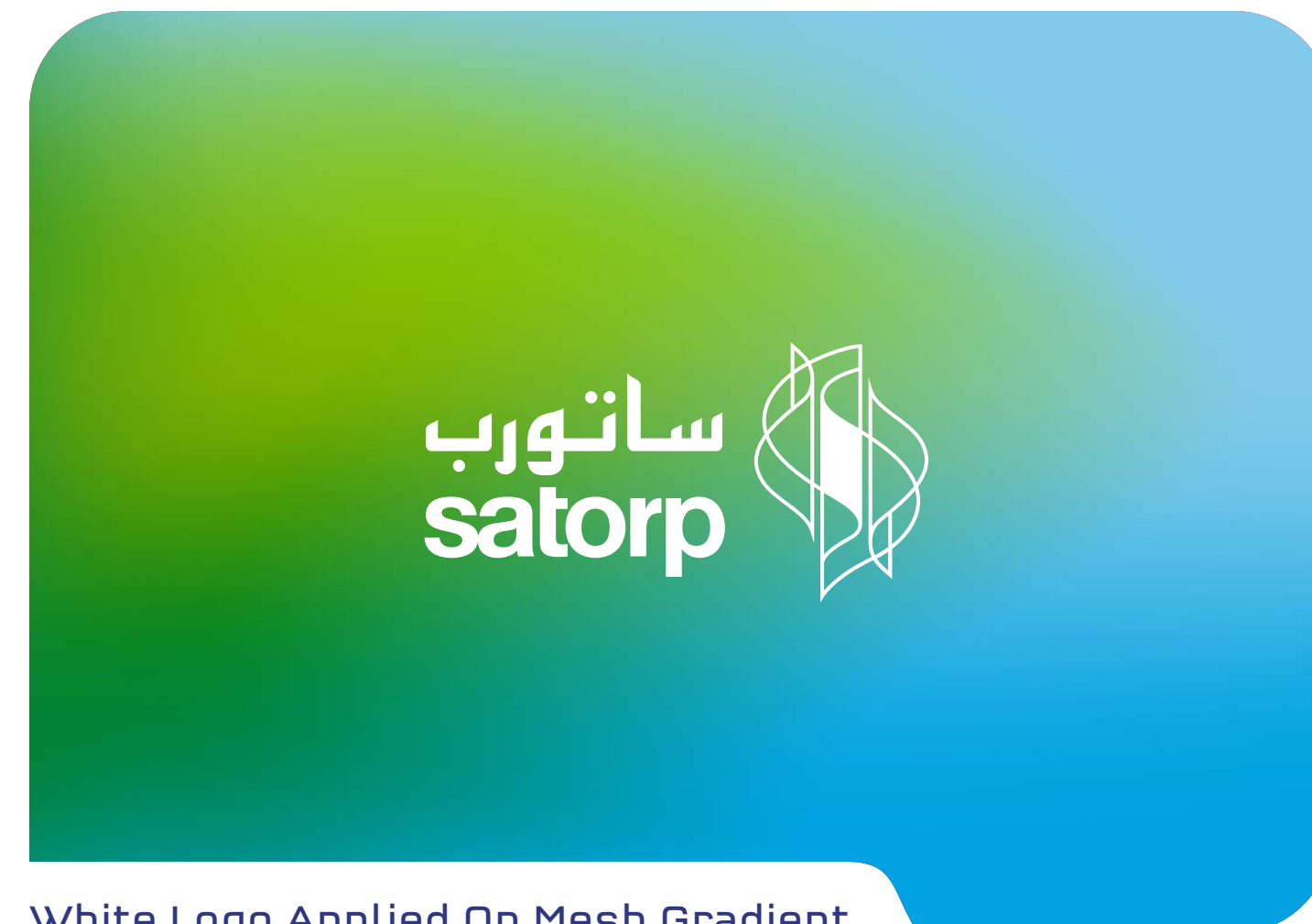
The thickness of the brand mark's stroke is determined by the ratio 3:50, where 50 represents the height of the letter 's'. This proportional approach ensures consistency and harmony in the visual representation of our logo. The white logo should be used on gradients, color backgrounds, or non-busy photos to maintain visibility and integrity. For instance, if the height of the letter 's' is 200px, the stroke thickness would be 12px.



For instance, if the height of the letter 's' is 200px, then the stroke thickness of the brand mark would be 12px.



White Logo Applied On Linear Gradient



White Logo Applied On Mesh Gradient

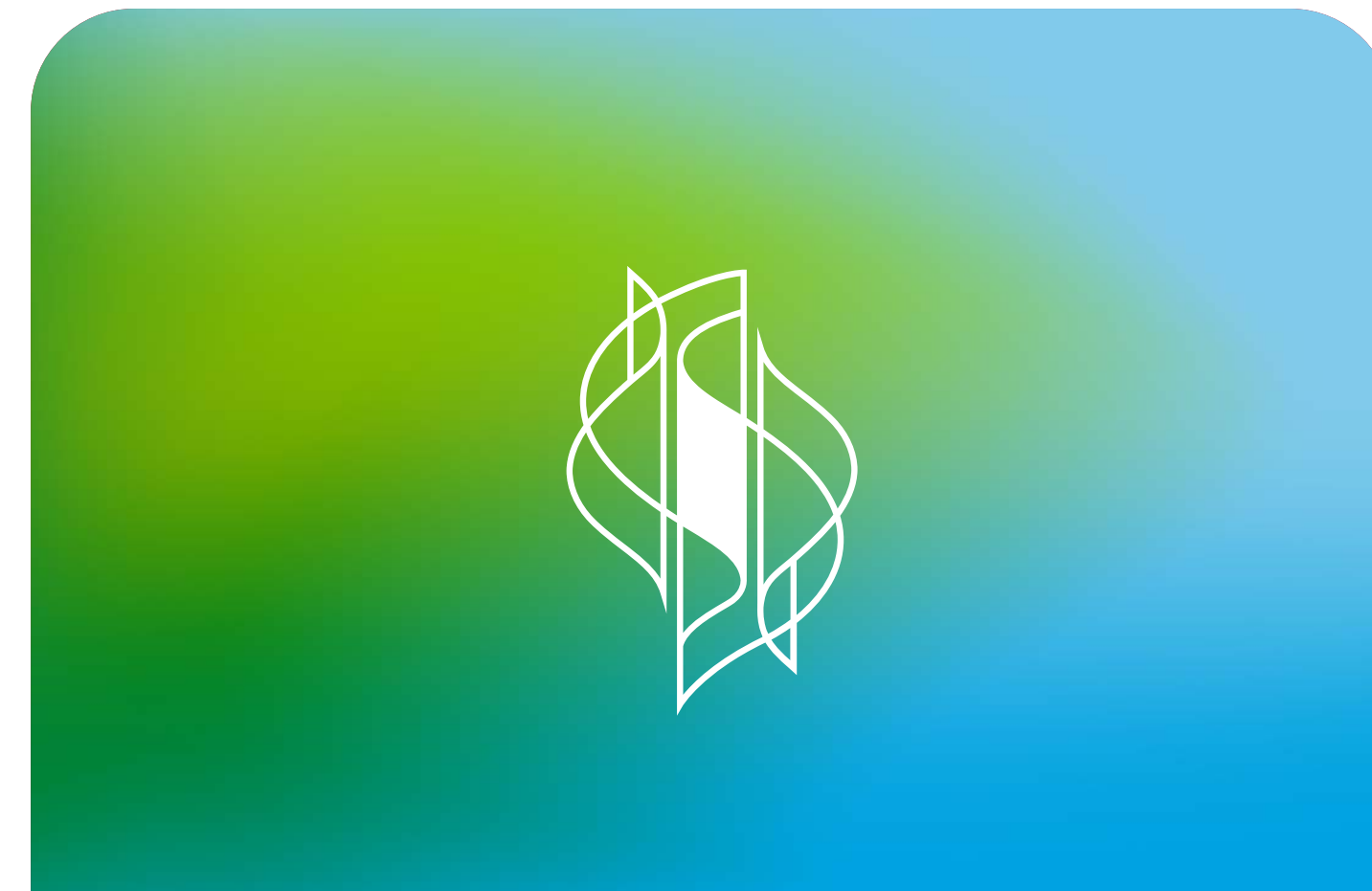


White Logo Applied On Photo

The white brand mark of SATORP follows the same rules as the white primary logo. It can be applied on solid backgrounds, gradients, departmental colors, and non-busy photographs, maintaining visibility and integrity. This ensures that the brand mark remains consistent and recognizable across various applications, reinforcing SATORP's visual identity.



White Brand Mark Applied On Linear Gradient



White Brand Mark Applied On Mesh Gradient

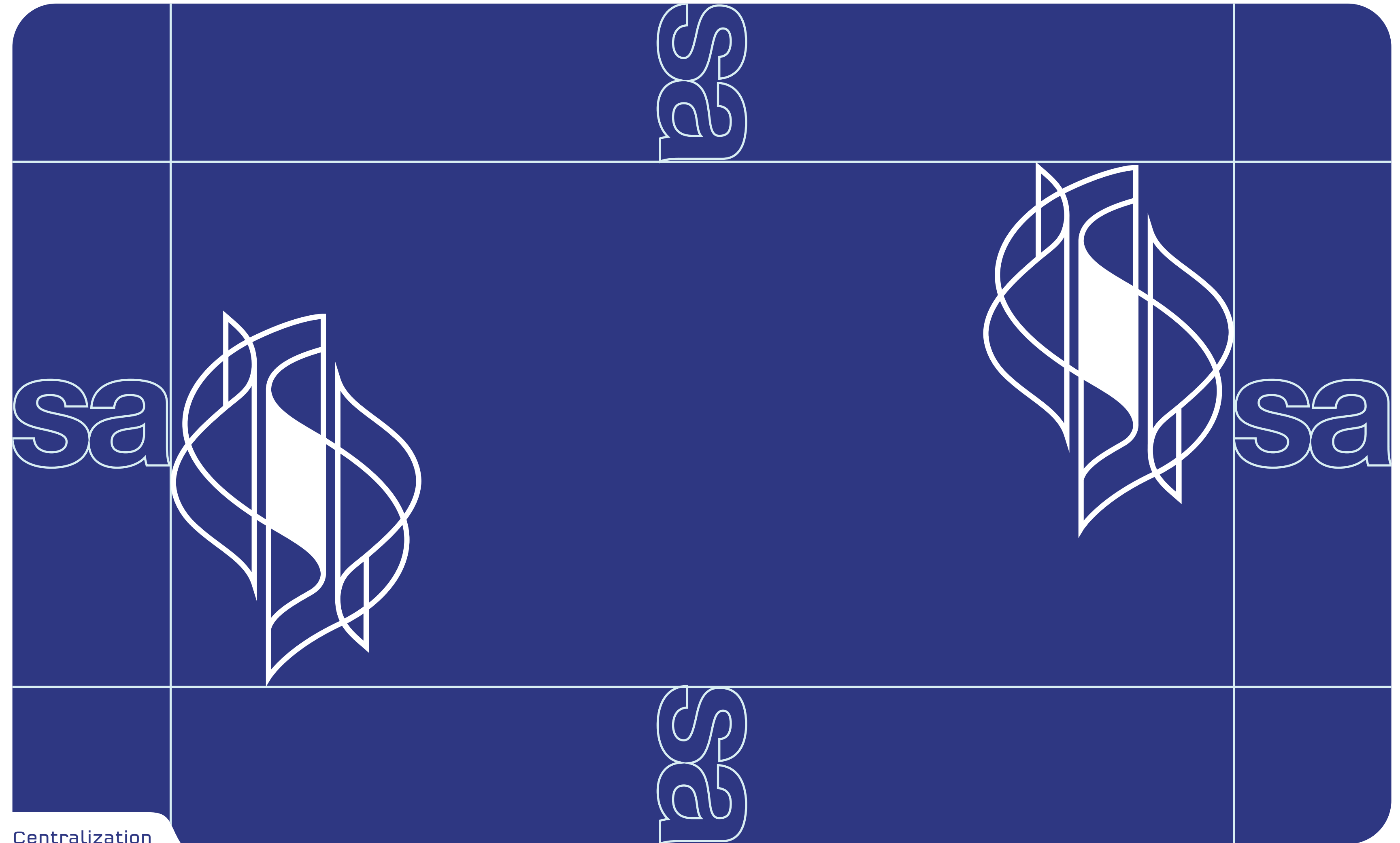
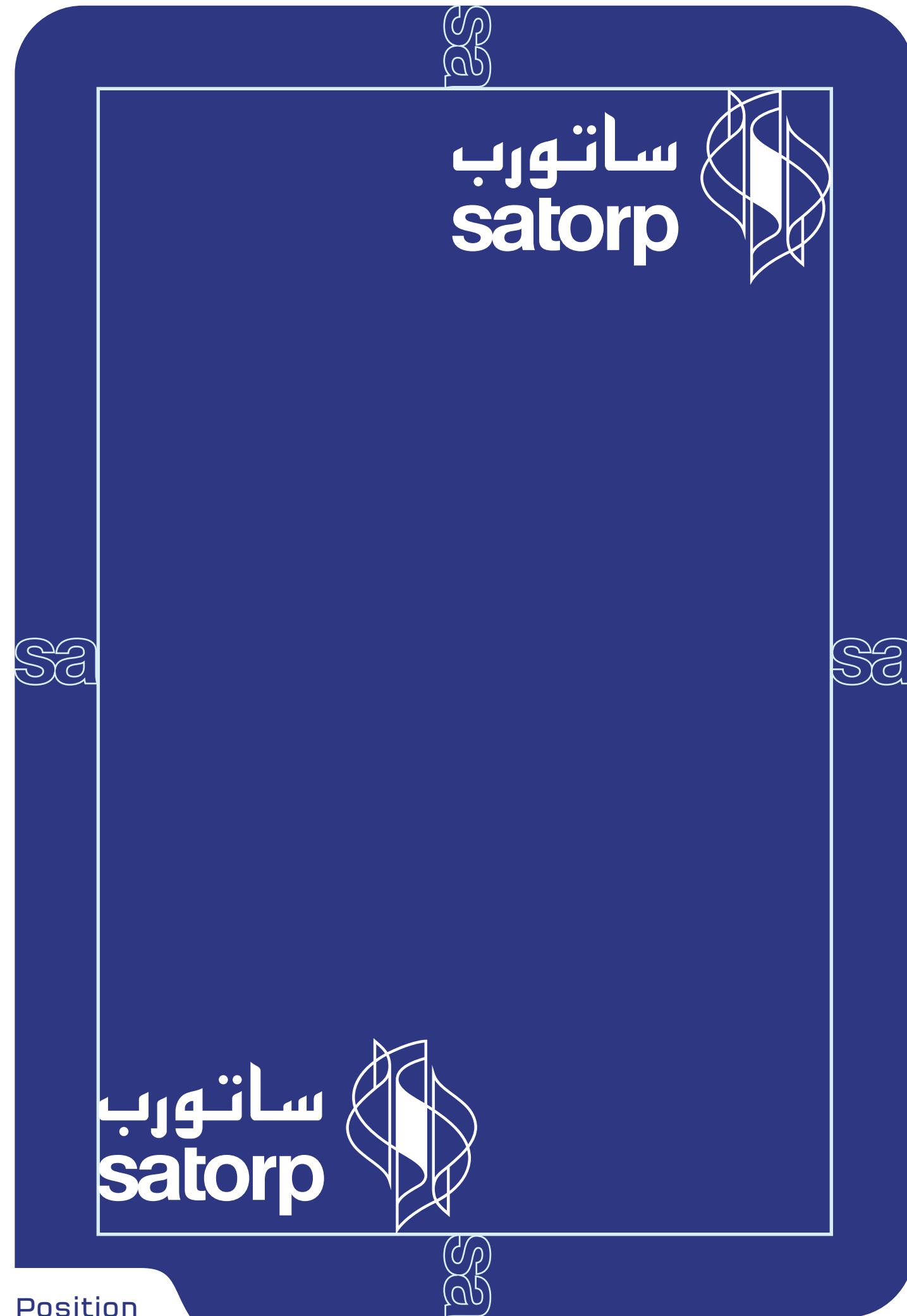


White Brand Mark On Photography

The gold logo or white logo on a gold background is designated for VIP and CEO-related materials. This premium color scheme signifies prestige and exclusivity, aligning with high-level communications and special events. The gold palette enhances the brand's elegance and authority, making it ideal for showcasing SATORP's top-tier initiatives and executive engagements.



The white and gold logos follow the same placement rules as the primary logo. Note that the alignment starts at the end of the outline rather than at the center. This ensures consistent positioning and visual integrity across various applications.



The white and gold brand marks follow the same placement rules as the primary logo. Note that the alignment starts at the end of the outline rather than at the center. For centralization, the negative space is measured from the edges of the line, not the center. This ensures consistent positioning and visual integrity across various applications.



Centralization

Position

The flat logo simplifies the original by removing gradients and incorporating negative space at the intersections of the shapes, matching the line width of the white logo. This version is ideal for printing techniques that cannot reproduce gradients or for embroidery. The flat logo follows the same placement and usage rules as the primary logo, ensuring consistency across all applications. When not applied on a white background, the logo should be rendered in white.



The flat brand mark simplifies the original by removing gradients and incorporating negative space at the intersections of the shapes, matching the line width of the white brand mark. This version is ideal for printing techniques that cannot reproduce gradients or for embroidery. The flat brand mark follows the same placement and usage rules as the primary brand mark, ensuring consistency across all applications. When not applied on a white background, the brand mark should be rendered in white.



Our logo architecture outlines the specific uses for each variation of the SATORP logo, distinguishing between internal and external applications to ensure cohesive branding across all platforms.



Prominent use and for official documentation



Use where the brand is obvious without the name

External



Alt. to the main logo for HR and signage



Alt. to the mark for HR and signage



Alt. to the main logo for flat design needs



Alt. to the brand for flat design needs



Headers and footers



Alt. to the main logo for flat design needs (non-white background)



Alt. to the brand for flat design needs (non-white background)

Internal



For VIP and CEO applications



For VIP and CEO use where the brand is obvious



SATORP's cultural heritage and sustainability

Occasional

Co-Branding

In Tier 3 co-branding, the partner logo is 50% the width of the SATORP primary logo and 50% of its height plus 'sa' width. The space between logos equals the logo height plus 'sa' width. Vertical logos align with top and bottom margins, horizontal logos with side margins, and a dividing line (one-fifth of the Arabic logo thickness) separates them. Only the primary logo is used.



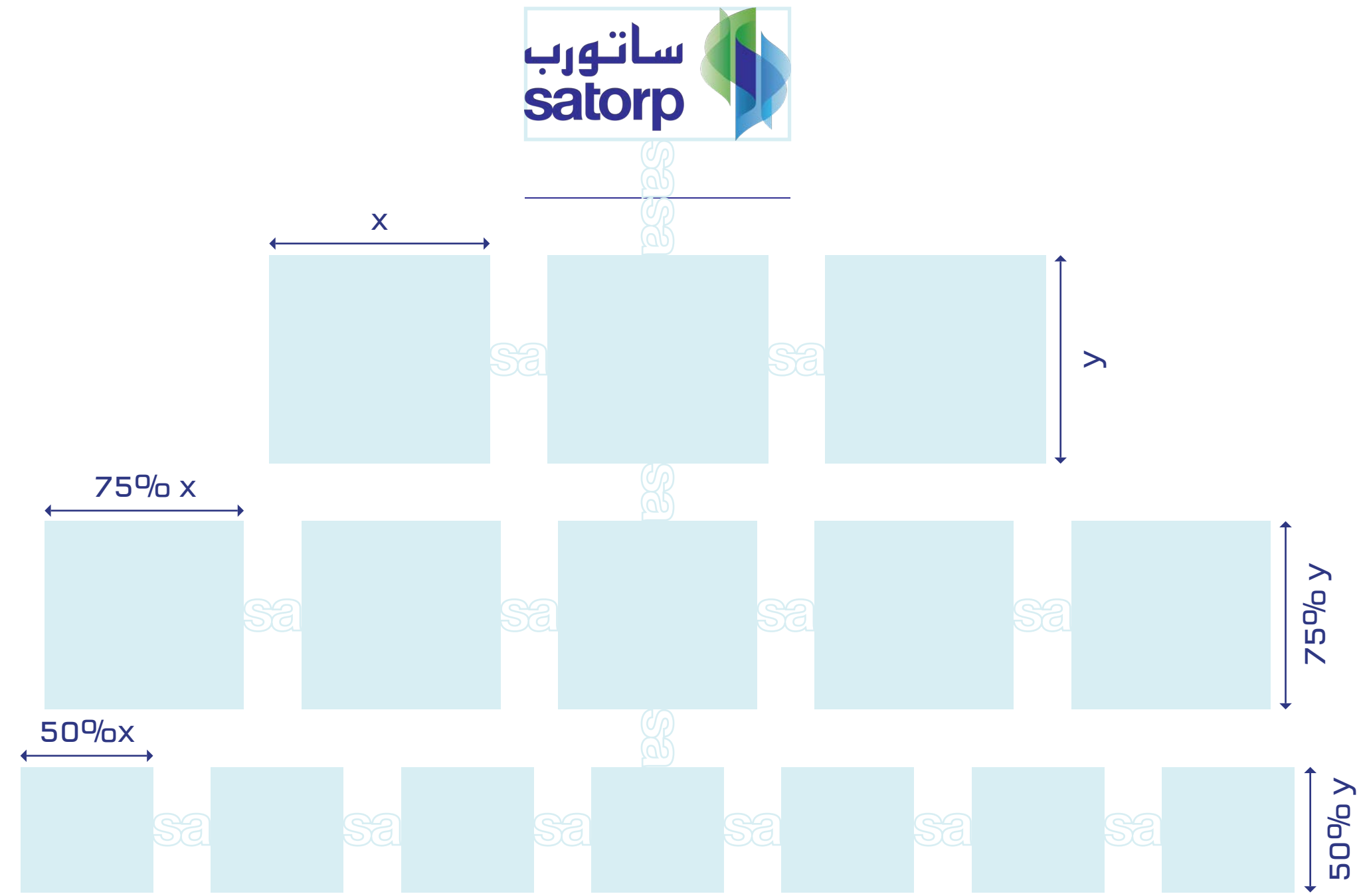
In Tier 2 co-branding, the partner logo is 75% of the SATORP primary logo's width and 75% of its height plus 'sa' width. The margin between logos matches the logo height plus 'sa' width. Vertical logos align with top and bottom margins, horizontal logos with side margins, separated by a dividing line one-fifth the Arabic logo thickness. Only the primary logo is used.



In Tier 1 co-branding, the partner logo matches the SATORP primary logo's width and has a height equal to the logo height plus 'sa' width. The margin between logos equals this combined height. Vertical logos align with top and bottom margins, horizontal logos with side margins, separated by a dividing line one-fifth the thickness of the Arabic logo. Only the primary logo is used.



For logo stacking, use the same partner logo ratios as before, with margins stacked beneath the SATORP logo. The SATORP logo remains the most prominent without needing to follow the original ratio. Spacing between each logo and row equals the 'sa' width, ensuring brand hierarchy and clarity in co-branded communications.



Tagline

The tagline “Expanding Excellence” embodies our commitment to continuous improvement and exceptional quality, reflecting our dedication to pushing boundaries and achieving the highest standards. This tagline represents our ambition to lead and innovate in our industry. It is presented in Satorp font, medium weight, ensuring clarity and strength that align with our brand’s authoritative and forward-thinking identity.

امتداد التميزTM

Satorm Medium Extended

Expanding ExcellenceTM

Satorp Medium -95 Tracking

The “Expanding Excellence” tagline can be applied on solid colors, gradients, and photos to maintain consistency and visibility. It adapts to different contexts, ensuring the message of continuous improvement is always clear. The tagline should always be legible and enhance the overall design, maintaining the brand’s visual identity.

امتداد التميز[™]
Expanding Excellence[™]

Taglines Applied On Block Color

امتداد التميز[™]
Expanding Excellence[™]

Taglines Applied In Gradient

امتداد التميز[™]
Expanding Excellence[™]

Taglines Applied On Gradient



Taglines Applied On Photo

Tagline
Arabic Logo
Add-On

The Arabic tagline can be applied under the primary logo, aligning to its full width. The distance between the logo and the tagline is equal to the height of the rounded lowercase letters, such as 's' or 'a'. The tagline can only be applied to the full-colored logo and in gradient or Satorp blue.



امتداد التميز™



امتداد التميز™

Tagline
English Logo
Add-On

The English tagline can be applied under the primary logo, aligning to its full width. The distance between the logo and the tagline is equal to the height of the rounded lowercase letters, such as 's' or 'a'. The tagline can only be applied to the full-colored logo and in gradient or Satorp blue.



Expanding Excellence™



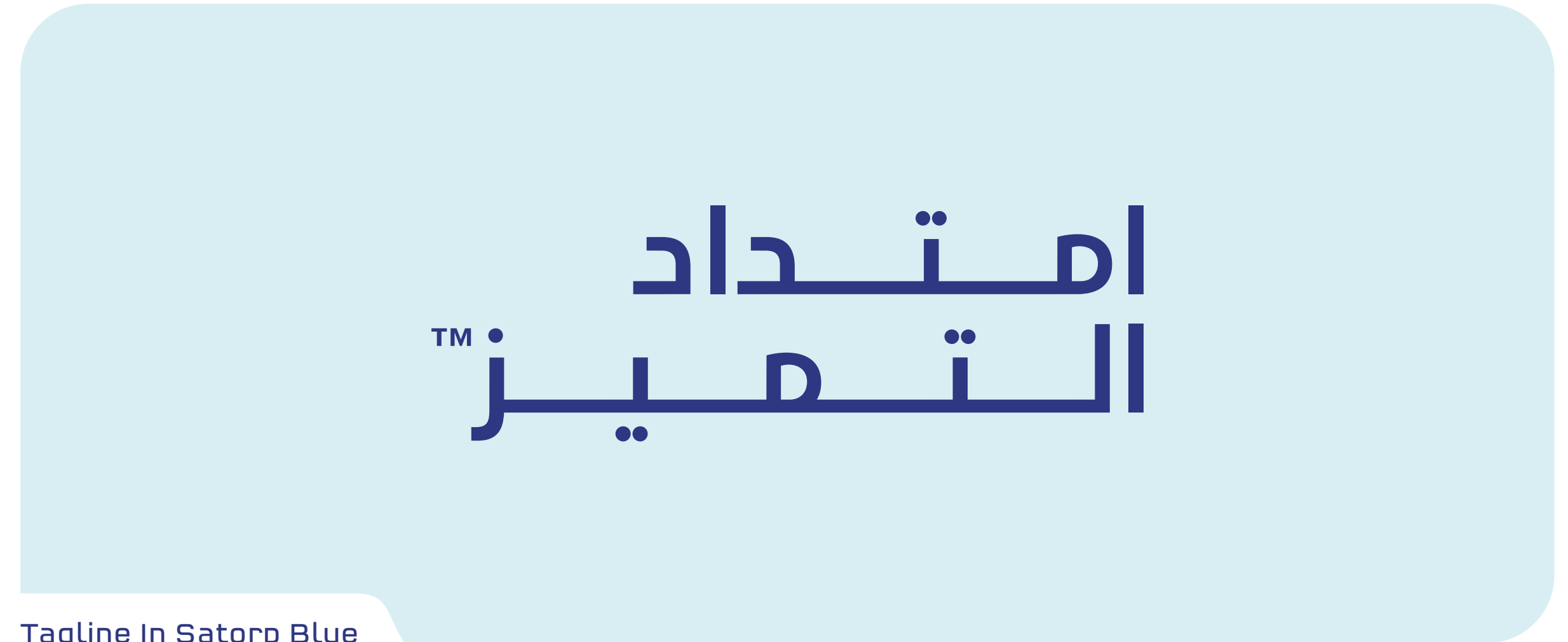
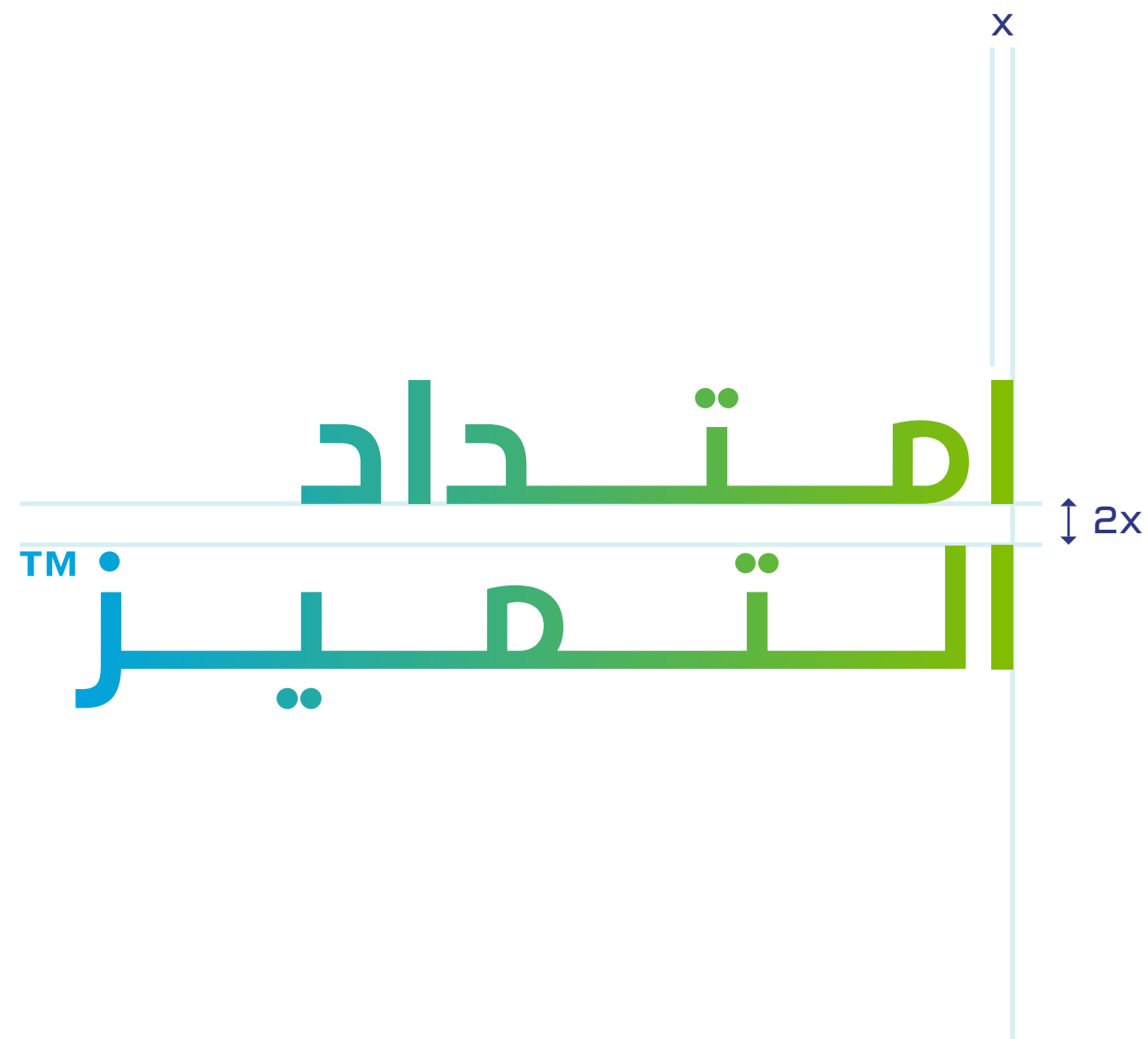
Expanding Excellence™

Tagline
Bilingual Logo
Add-On

The bilingual tagline, stacked on top of each other, can be applied under the primary logo. The English tagline aligns to the full width of the logo, while the Arabic tagline is in the same font size as the English. The distance between the logo and the tagline is equal to the height of the rounded lowercase letters, such as 's' or 'a'. The tagline can only be applied to the full-colored logo. It can be all in SATORP blue or with the Arabic in SATORP gradient. The bounding boxes of both taglines must overlap.



The Arabic tagline can be stacked and aligned to the right, with spacing twice the uniform weight of the font. This ensures a compact and visually balanced presentation, maintaining readability and consistency across various applications.



Tagline In Satorp Blue



Tagline In White

The English tagline can be stacked and aligned to the left, with spacing twice the uniform weight of the font. This ensures a compact and visually balanced presentation, maintaining readability and consistency across various applications.



Expanding
Excellence™

Tagline In Satorp Blue

Expanding
Excellence™

Tagline In White

When stacking the bilingual tagline, the bounding boxes of both lines can overlap. The Arabic should always be in gradient, and the English in SATORP blue or white. Both lines can also be in white if applied on a block color or photo where the gradient is not legible.



امتداد التميز
Expanding Excellence™



امتداد التميز
Expanding Excellence™

Tagline In Satorp Blue



امتداد التميز
Expanding Excellence™

Tagline In White

Both the English and Arabic taglines (excluding the bilingual version) can be rotated 90 degrees clockwise to fit narrow compositions such as flags and banners.

توسيع
الاتقانTM

Expanding ExcellenceTM

Expanding ExcellenceTM

Expanding ExcellenceTM

Color

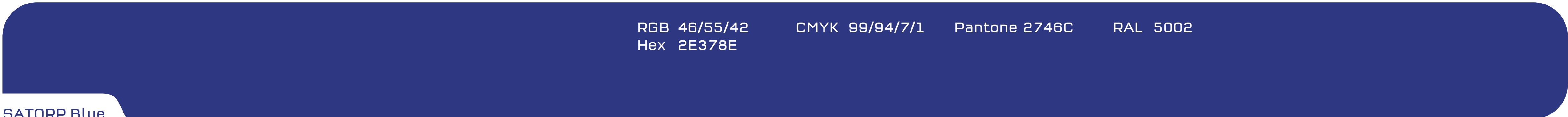
Explore the primary palette, the foundation of SATORP's visual identity. These core colors embody our brand's values and ensure uniformity in all communications.

Screen: RGB and Hexadecimal color values are identical, simplifying input for various applications.

CMYK/Process: CMYK values are from standard stock tests; additional tests may be needed for unique materials.

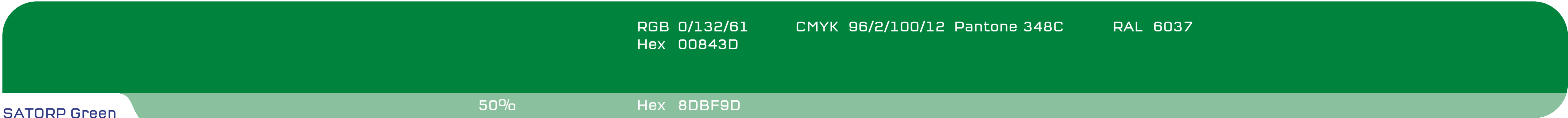
Pantone® matched swatch: PMS values enhance reproduction; extra tests may be needed for unique materials.

Paint: The RAL system is the industry standard. Consider lighting and material types.



SATORP Blue

RGB 46/55/42 Hex 2E378E	CMYK 99/94/7/1	Pantone 2746C	RAL 5002
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SATORP Green

RGB 0/132/61 Hex 00843D	CMYK 96/2/100/12	Pantone 348C	RAL 6037
50%	Hex 8DBF9D		



SATORP Lime

RGB 132/189/0 Hex 84BD00	CMYK 54/2/100/0	Pantone 376C	RAL 6018
50%	Hex C0D78B		



SATORP Cyan

RGB 0/163/224 Hex 00A3E0	CMYK 86/8/2/0	Pantone 299C	RAL 5012
50%	Hex 82CAEB		



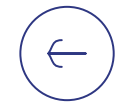
SATORP Ice

RGB 216/238/243 Hex D8EEF3	CMYK 14/0/3/0	Pantone N/A	RAL N/A
50%	Hex EDF7F8		

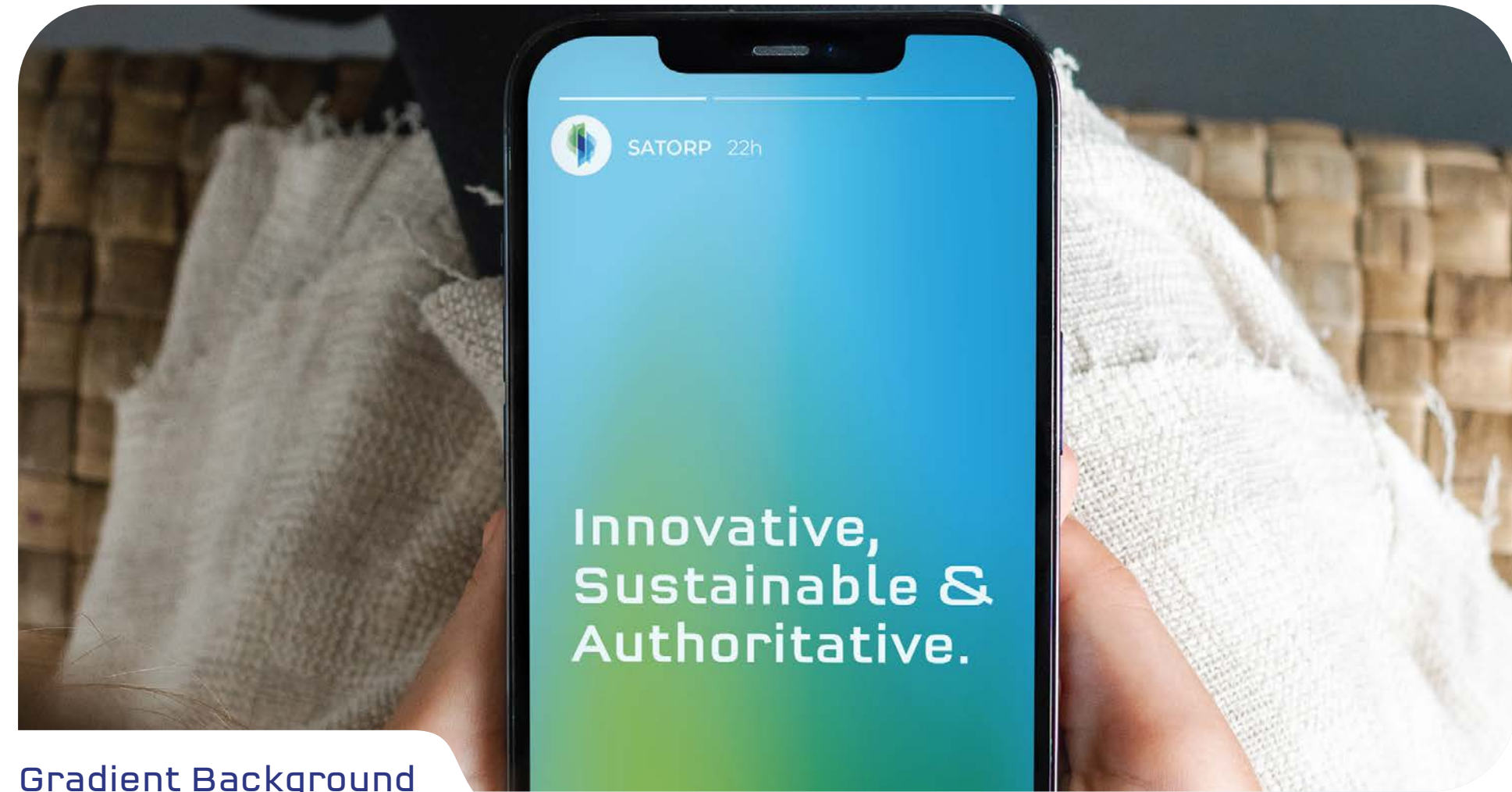
Our primary color palette, carefully selected to represent our values of innovation and sustainability, serves as the cornerstone of our visual identity, ensuring consistency and recognizability across all our communications.



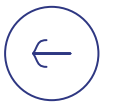
Blue Background



Our iconic blue background stands as a symbol of trust and dependability, anchoring our brand's identity in communication.



Gradient Background



The gradient background in our palette flows seamlessly from vibrant to calm, illustrating our dynamic yet steady approach to innovation and energy solutions.

Subtle gradient applications are used as highlights, in text or as decorative elements, adding a layer of depth and sophistication to our visual storytelling.



Subtle Gradient Application



Our alternative background color, ice, provides a clean and refreshing visual break, reflecting our commitment to clarity and precision in all we do.

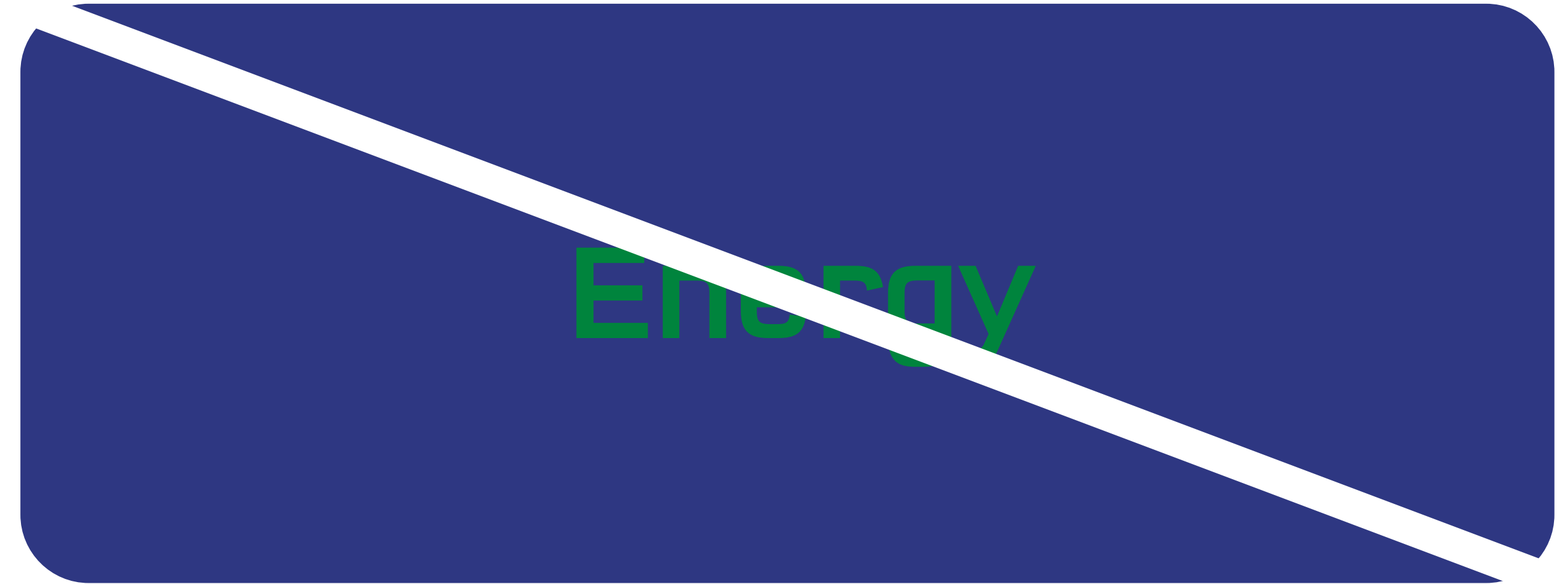


Alternative Background





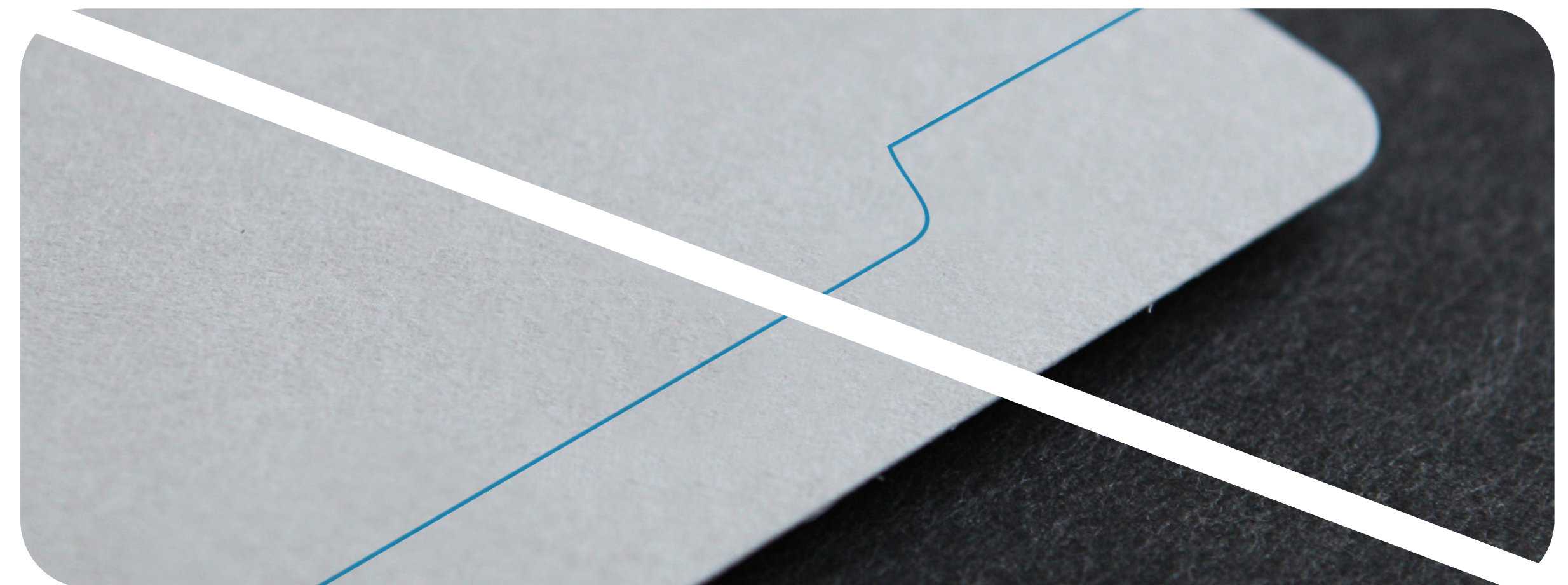
Do not use lime green and cyan for backgrounds



Use only blue, ice, gradients and white for text.



Avoid white text on ice backgrounds.



Limit graphical elements to blue, ice, and white.

SATORP's linear gradient, a key element that adds subtlety and sophistication to our branding. This section outlines how to utilize this gradient to convey motion and continuity, ensuring a cohesive a look across all platforms.



SATORP Lime

RGB 132/189/0

Hex 84BD00



SATORP Green

RGB 0/132/61

Hex 00843D



SATORP Cyan

RGB 0/163/224

Hex 00A3E0

SATORP's linear gradient for typography is specifically designed for enhanced legibility, using only two colors. This approach ensures that text remains clear and readable while maintaining a cohesive and dynamic appearance across all platforms.



SATORP Lime

RGB 132/189/0

Hex 84BD00

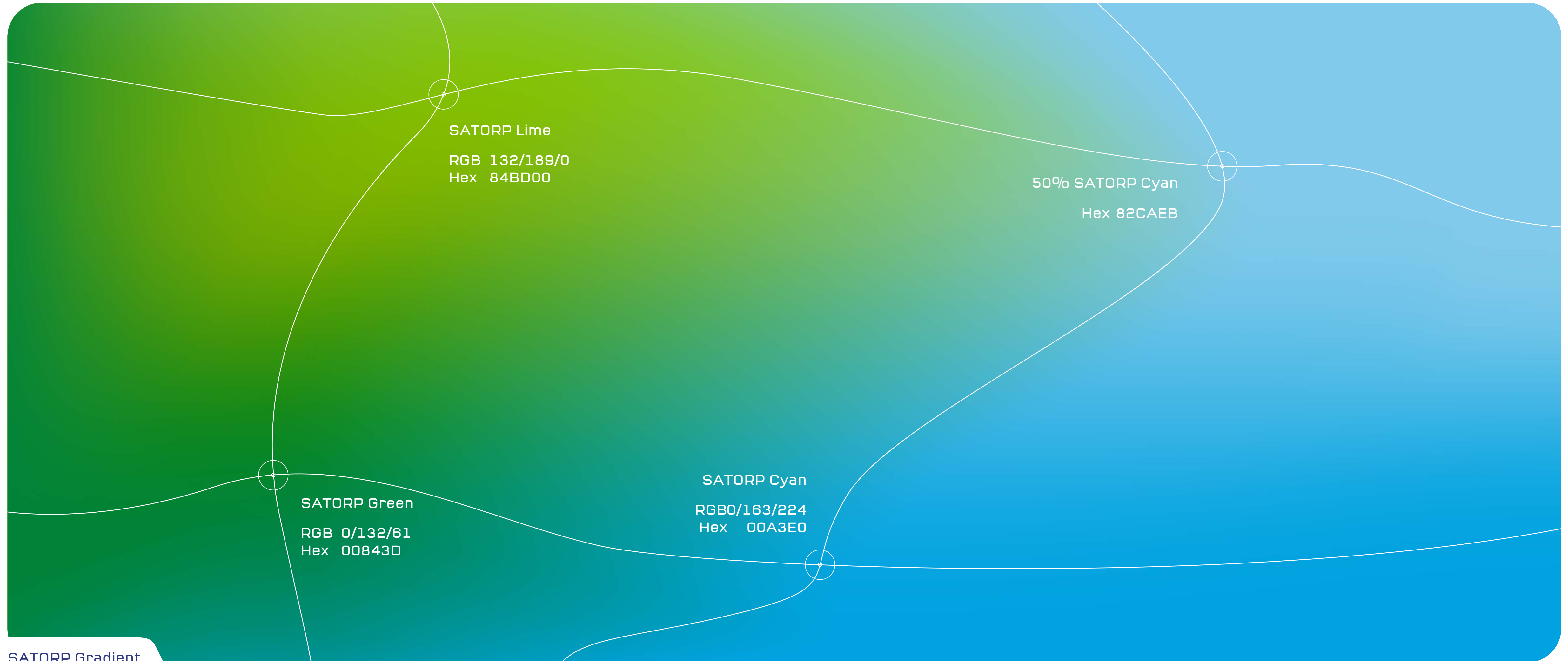


SATORP Cyan

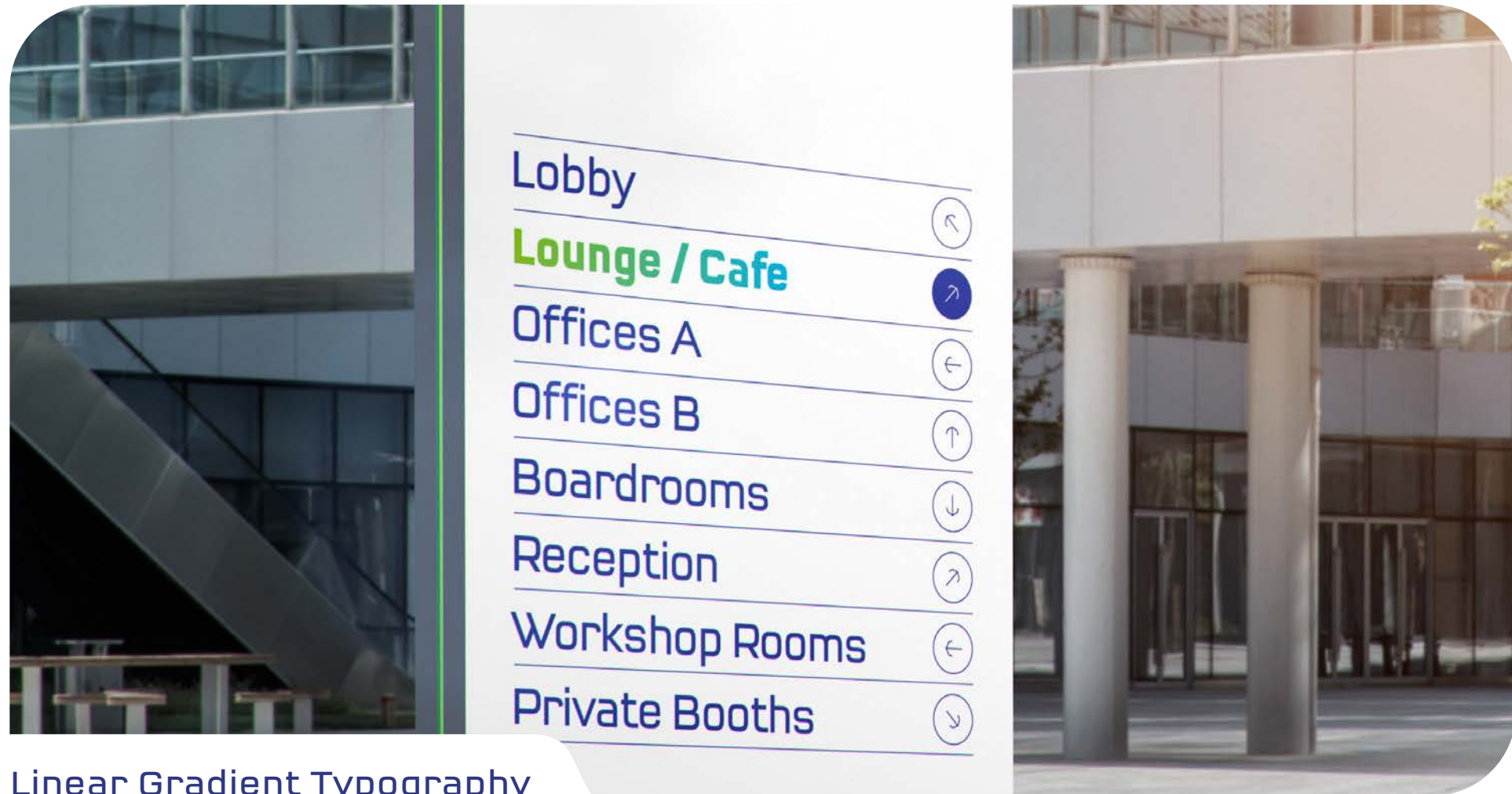
RGB 0/163/224

Hex 00A3E0

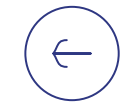
Delve into the use of SATORP's mesh gradient, designed to create a vibrant and textured visual impact. This page will guide you through its effective application, highlighting how to integrate this complex gradient to enhance depth in our branding materials.



Navigate through this section to see exemplary uses of SATORP's gradients. Here, we demonstrate the versatility and visual appeal of our gradient styles in various applications, providing inspiration and guidelines for effective implementation in your projects.



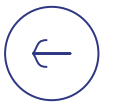
Linear Gradient Typography



Apply the linear gradient across typography to infuse text with a dynamic, visually engaging appearance that enhances readability and impact.



Linear Gradient Highlight



Use a subtle highlight under typography with a softer shade of the primary color to emphasize key textual elements without overwhelming the overall design.

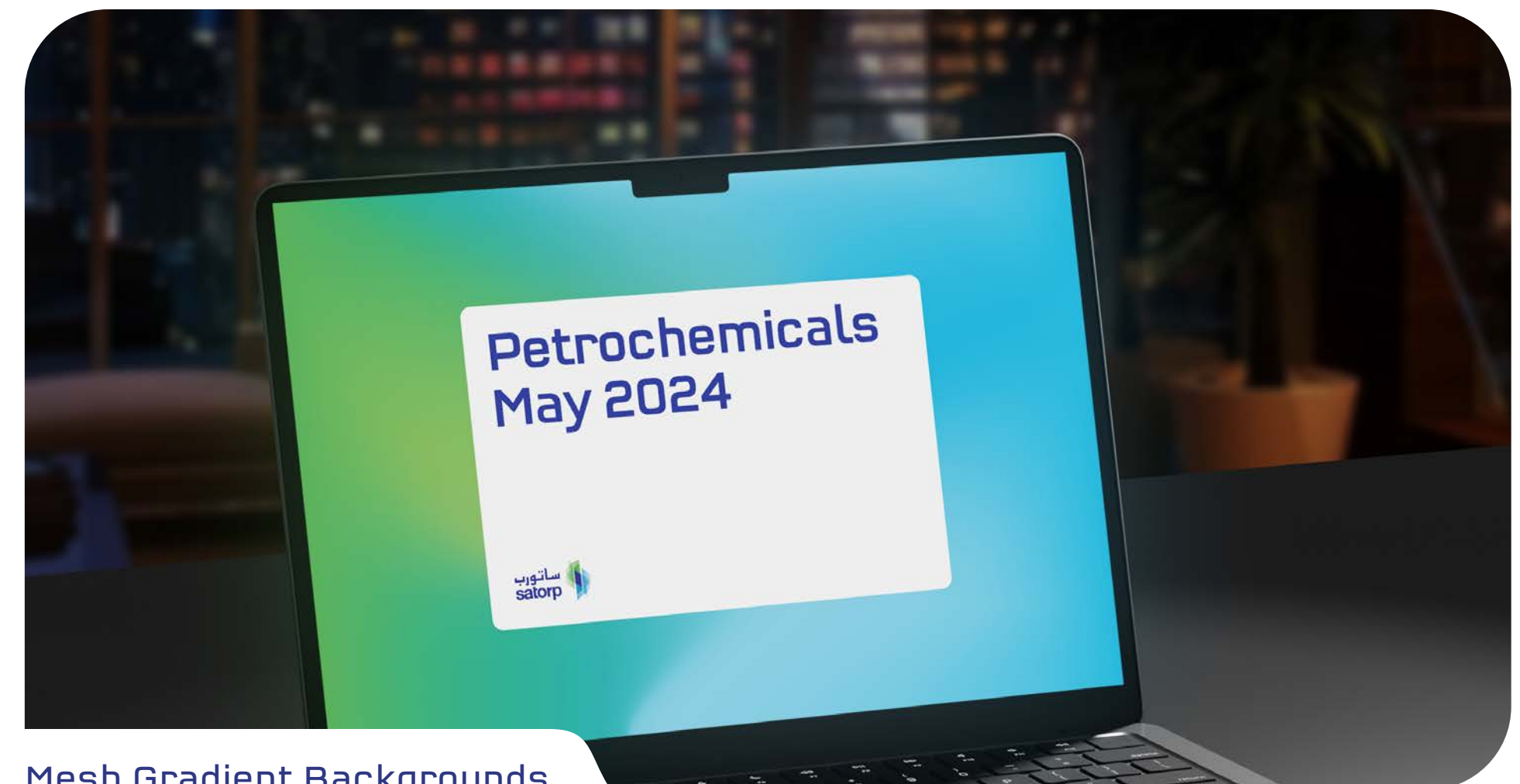
Incorporate the linear gradient into line elements to create a sense of movement and depth, seamlessly connecting content across the layout.



Linear Gradient Lines



Utilize the mesh gradient for backgrounds to provide a rich, textured backdrop that adds complexity and visual interest to your design compositions.

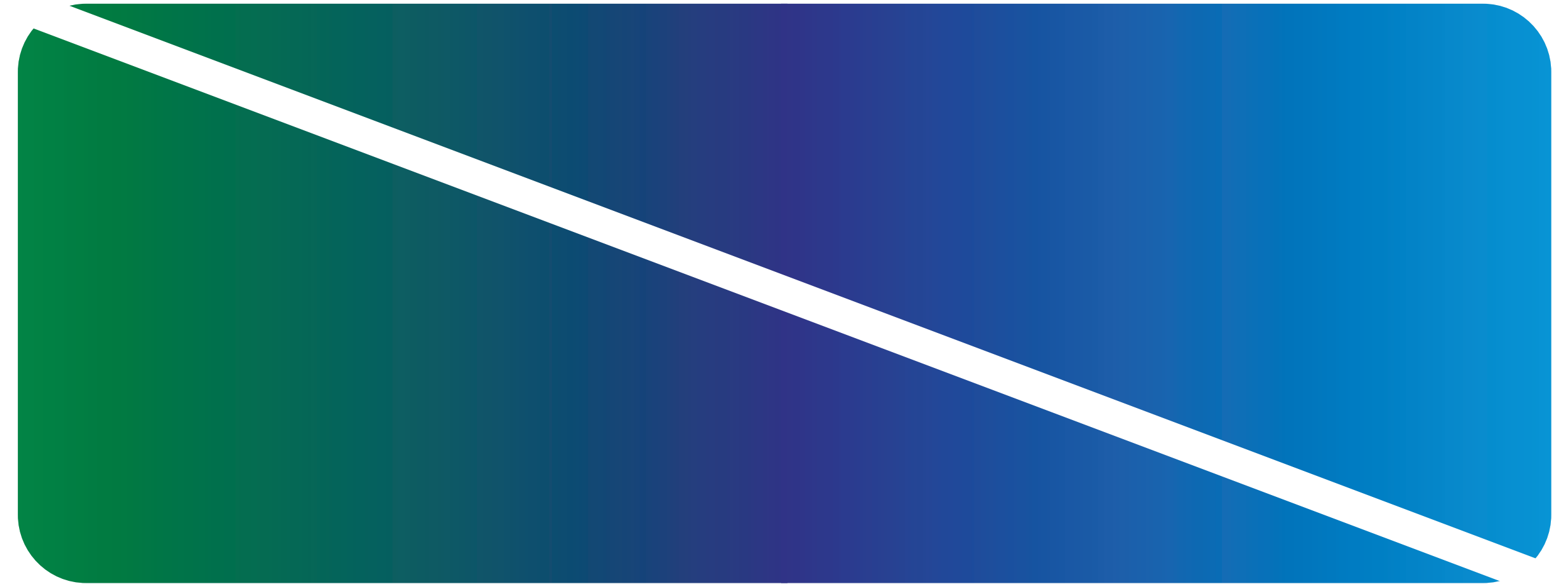


Mesh Gradient Backgrounds





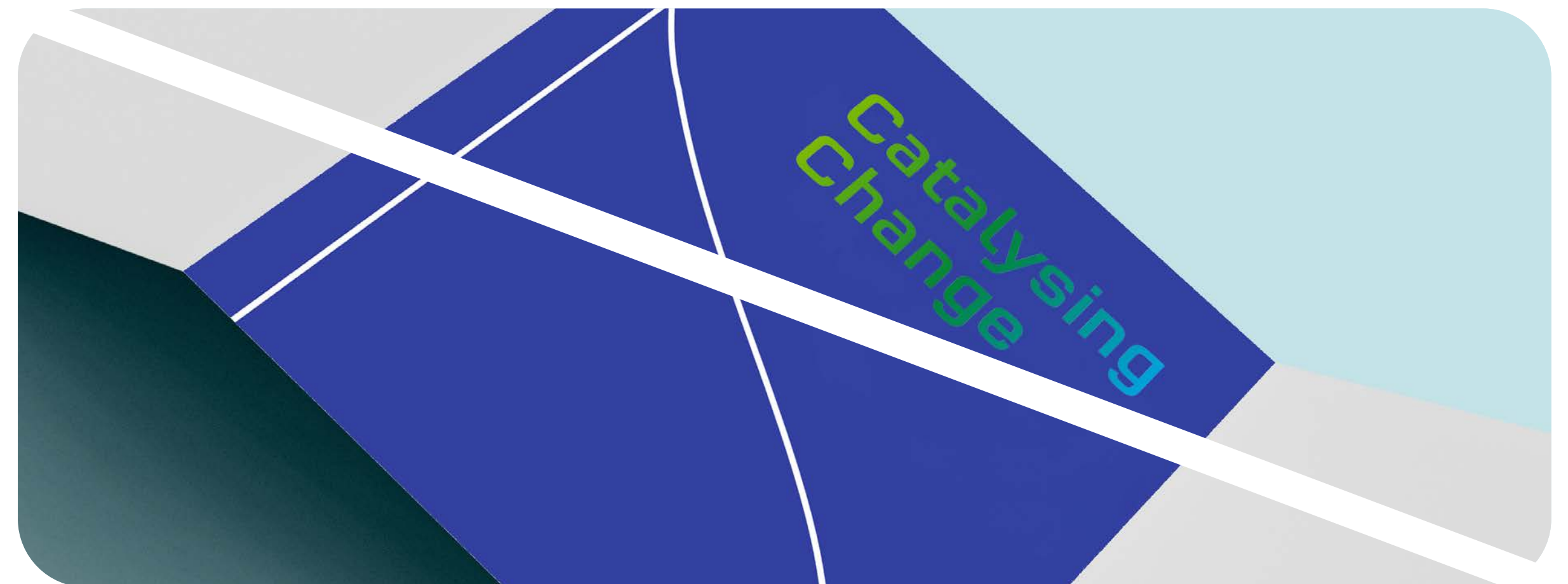
Avoid using gradient backgrounds in print to ensure clarity and quality.



Do not alter the colors of the gradients to maintain brand consistency.



Refrain from using the mesh gradient for highlights to keep design elements clear and distinct.



Use only lime green and cyan from the gradient for typography, avoiding the full gradient spectrum.

Color
Secondary Palette

Our color palette reflects the core values our departments: red for **(energy, innovation, passion)**, orange for **(creativity, growth, efficiency)**, yellow for **(safety, security, awareness)**, pear green for **(growth, prosperity, stability)**, light blue for **(reliability, stability, efficiency)**, and purple for **(wisdom, dignity, inclusivity)**. For color pairing details, see the following pages.

Screen: RGB and Hexadecimal color values are identical, simplifying input for various applications.

CMYK/Process: CMYK values are from standard stock tests; additional tests may be needed for unique materials.

Pantone® matched swatch: PMS values enhance reproduction; extra tests may be needed for unique materials.

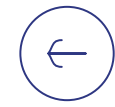
Paint: The RAL system is the industry standard. Consider lighting and material types.

SATORP Red		50%	RGB 211/13/46 Hex D30D2E	CMYK 2/100/94/0	Pantone 199C	RAL N/A	30%	Hex EDB6BE
SATORP Orange		50%	RGB 219/94/38 Hex DB5E26	CMYK 2/82/100/0	Pantone 1665C	RAL N/A	30%	Hex F3CDB6
SATORP Yellow		50%	RGB 221/169/23 Hex DDA917	CMYK 10/35/100/0	Pantone 124C	RAL N/A	30%	Hex F4E5B9
SATORP Pear Green		50%	RGB 179/193/0 Hex B3C100	CMYK 38/8/100/0	Pantone 397C	RAL N/A	30%	Hex EAEDBA
SATORP Light Blue		50%	RGB 95/193/201 Hex 5FC1C9	CMYK 67/0/24/0	Pantone 319C	RAL N/A	30%	Hex CBEAEC
SATORP Purple		50%	RGB 148/92/198 Hex 945CC6	CMYK 51/73/0/0	Pantone 2583C	RAL N/A	30%	Hex DDCDE5

Review these examples to see how the secondary palette colors replace gradients, providing distinct, clear representations for different departmental communications within SATORP.



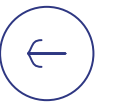
Colored Typography



Use secondary colors for typography to distinguish text and enhance visual hierarchy.



Colored Highlight



Apply highlights under typography using secondary colors to subtly emphasize key information.

Incorporate secondary colors in line elements to add vibrancy and define separation in layouts.



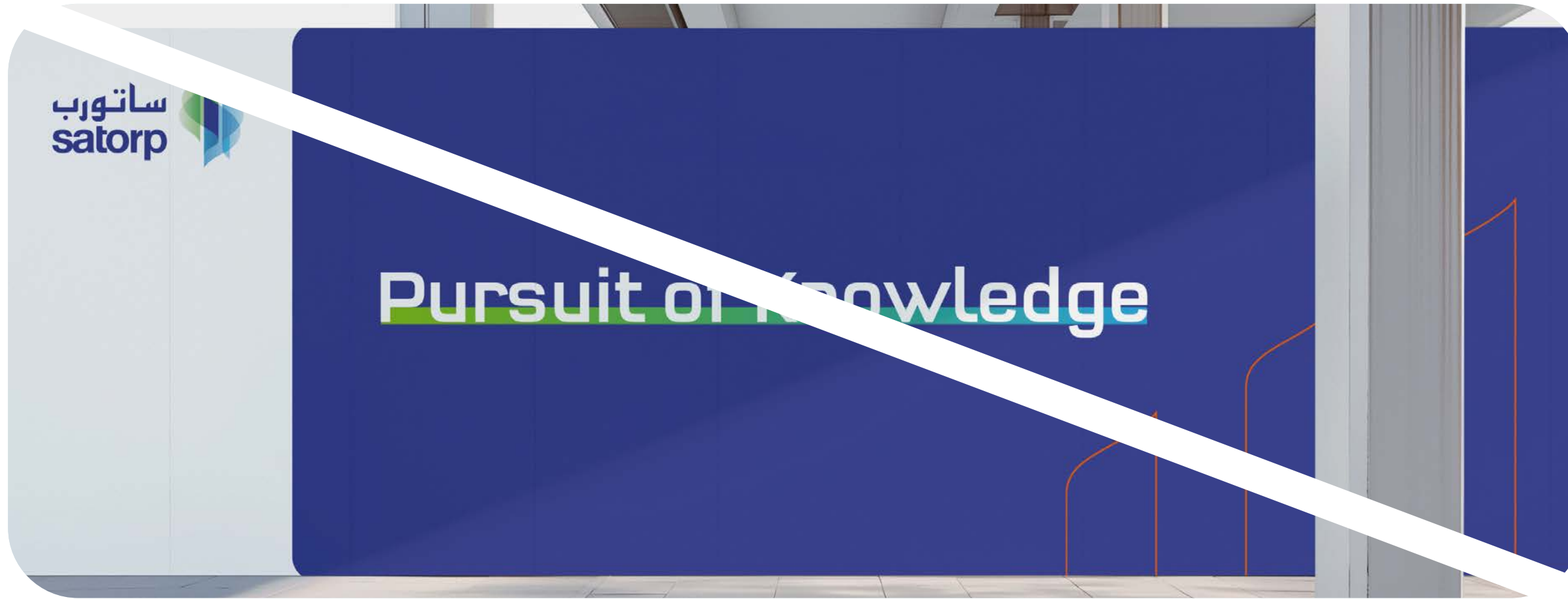
Colored Lines

Utilize secondary colors for backgrounds to clearly differentiate departmental content while maintaining unity.



Colored Backgrounds

The core principles are essential for preserving the integrity of the SATORP brand. This guide provides clear rules for all your branding efforts, ensuring consistency across every interaction.



Avoid combining secondary colors and gradients in the same composition to maintain visual clarity.



Ensure each department uses its assigned secondary color to prevent confusion and maintain brand integrity.



For optimal contrast, use all colors against either a blue or white background.



Do not apply elements in secondary colors on photography.

Color
Pairing 1
(Red & Pear
Green)

These two colors can be paired together to create a bold and vibrant gradient that stands out. This pairing evokes a sense of creativity and energy, aligning with SATORP's values of innovation and passion. The vibrant hues of orange and purple create a dynamic contrast that captures attention and is ideal for visually engaging materials. This gradient pairing ensures a consistent and appealing visual identity across applications.

RGB 211/13/46 CMYK 2/100/94/0 Pantone 199C RAL N/A
Hex D30D2E

SATORP Red

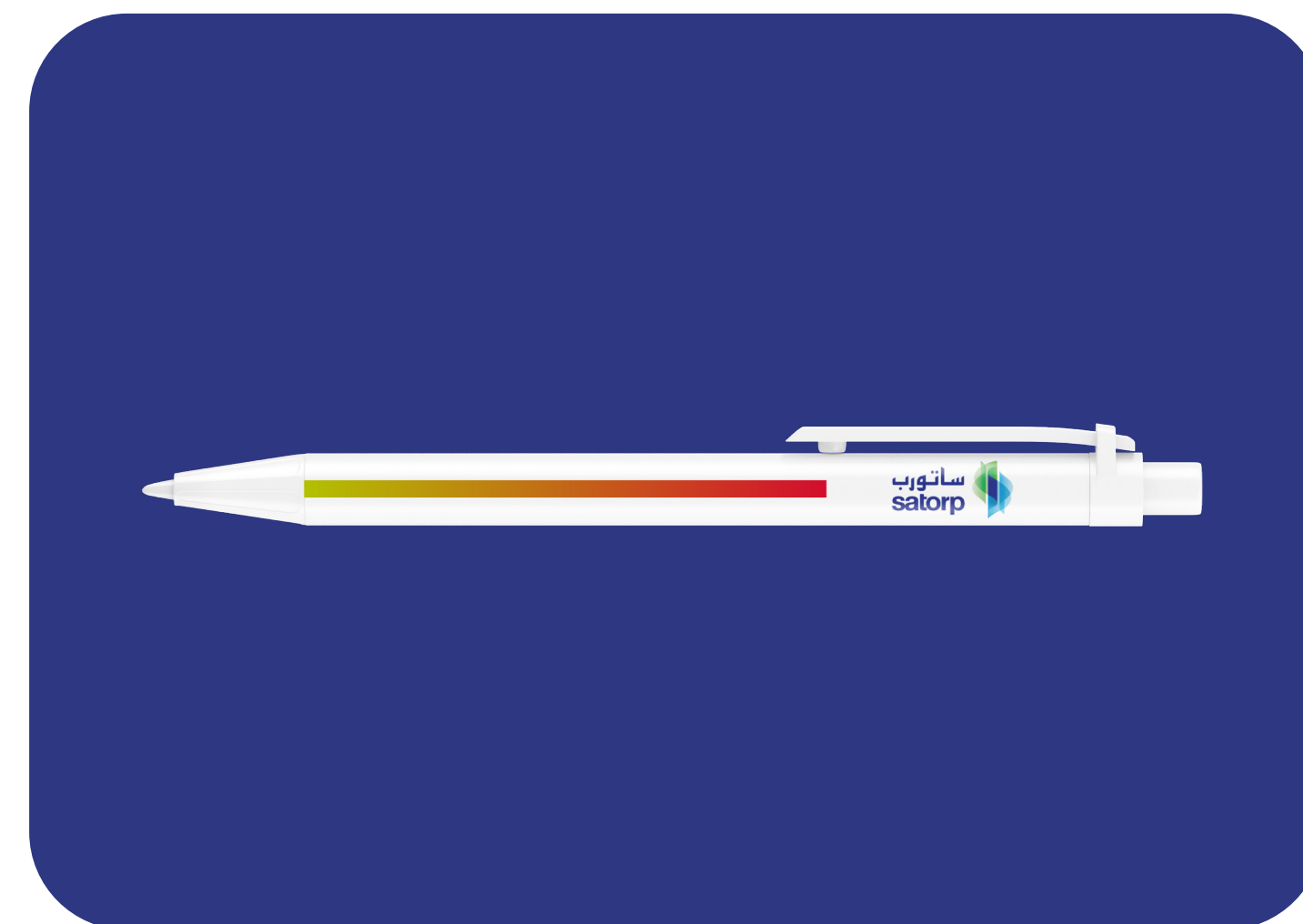
RGB 179/193/0 CMYK 38/8/100/0 Pantone 397C RAL N/A
Hex B3C100

SATORP Pear Green



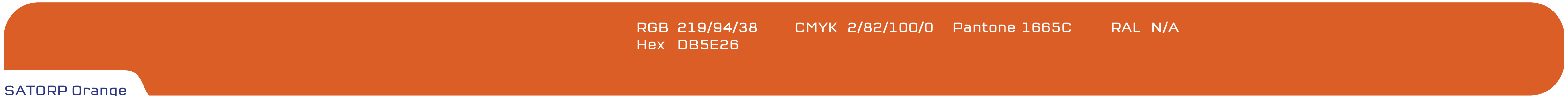
Color
Pairing 1
Application

The pairing gradients, created by combining two of the SATORP secondary colors, are designed to be used in the same manner as the main SATORP gradient. These gradients should be applied consistently across various materials and platforms, ensuring a cohesive visual identity. They enhance the overall aesthetic by adding depth and vibrancy, while maintaining the core values and visual language of the SATORP brand.

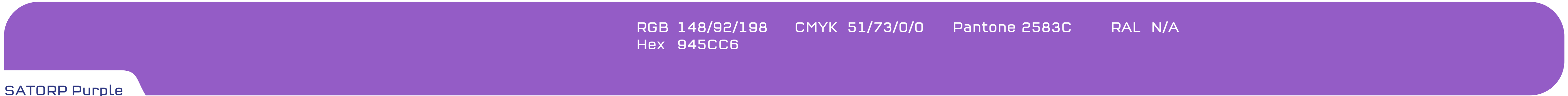


Color
Pairing 2
(Orange &
Purple)

This pairing is designed to evoke a sense of creativity and energy, aligning with SATORP's values of innovation and passion. The vibrant hues of orange and purple create a dynamic contrast that is visually engaging and ideal for capturing attention. This gradient pairing is used to enhance various materials, ensuring a consistent and appealing visual identity across all applications.



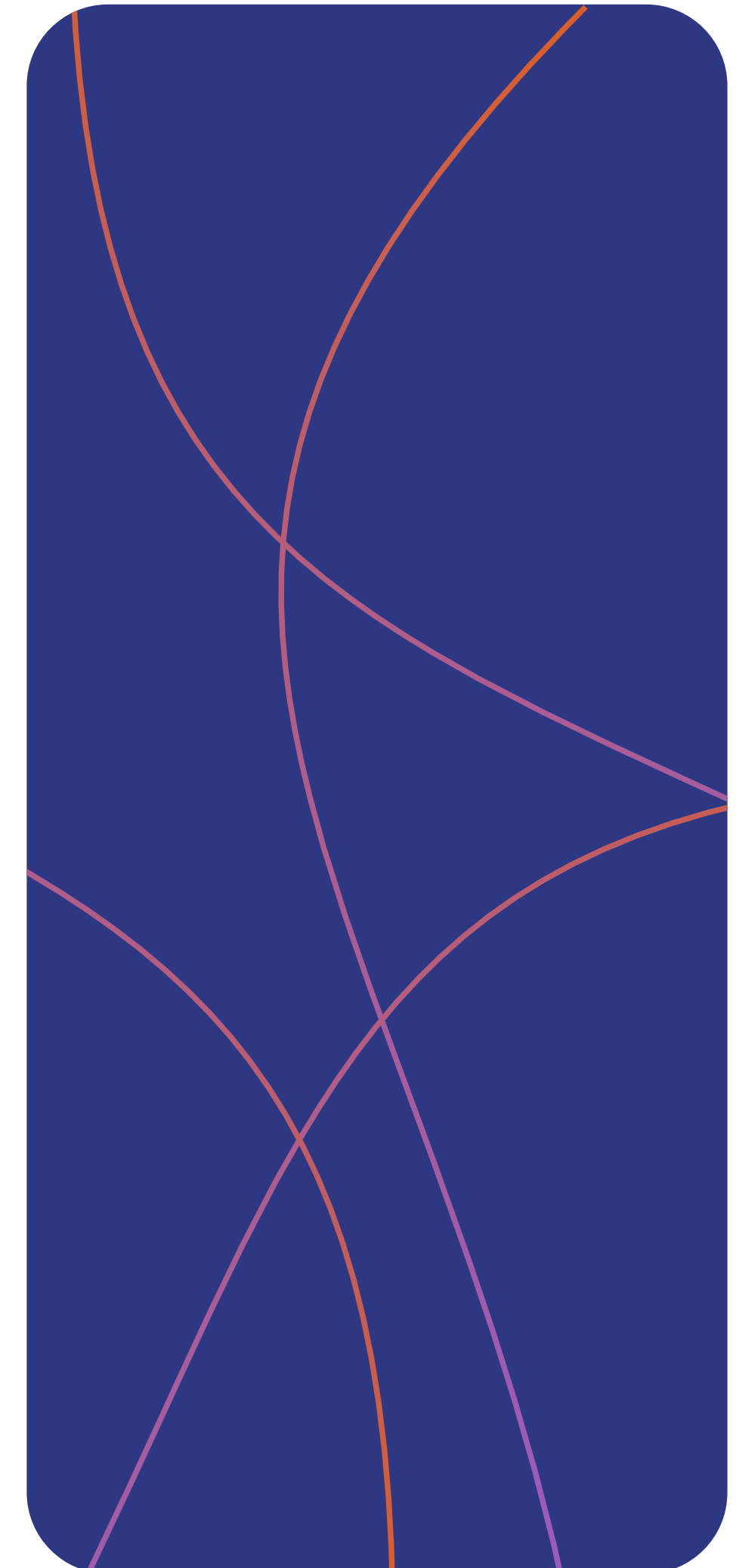
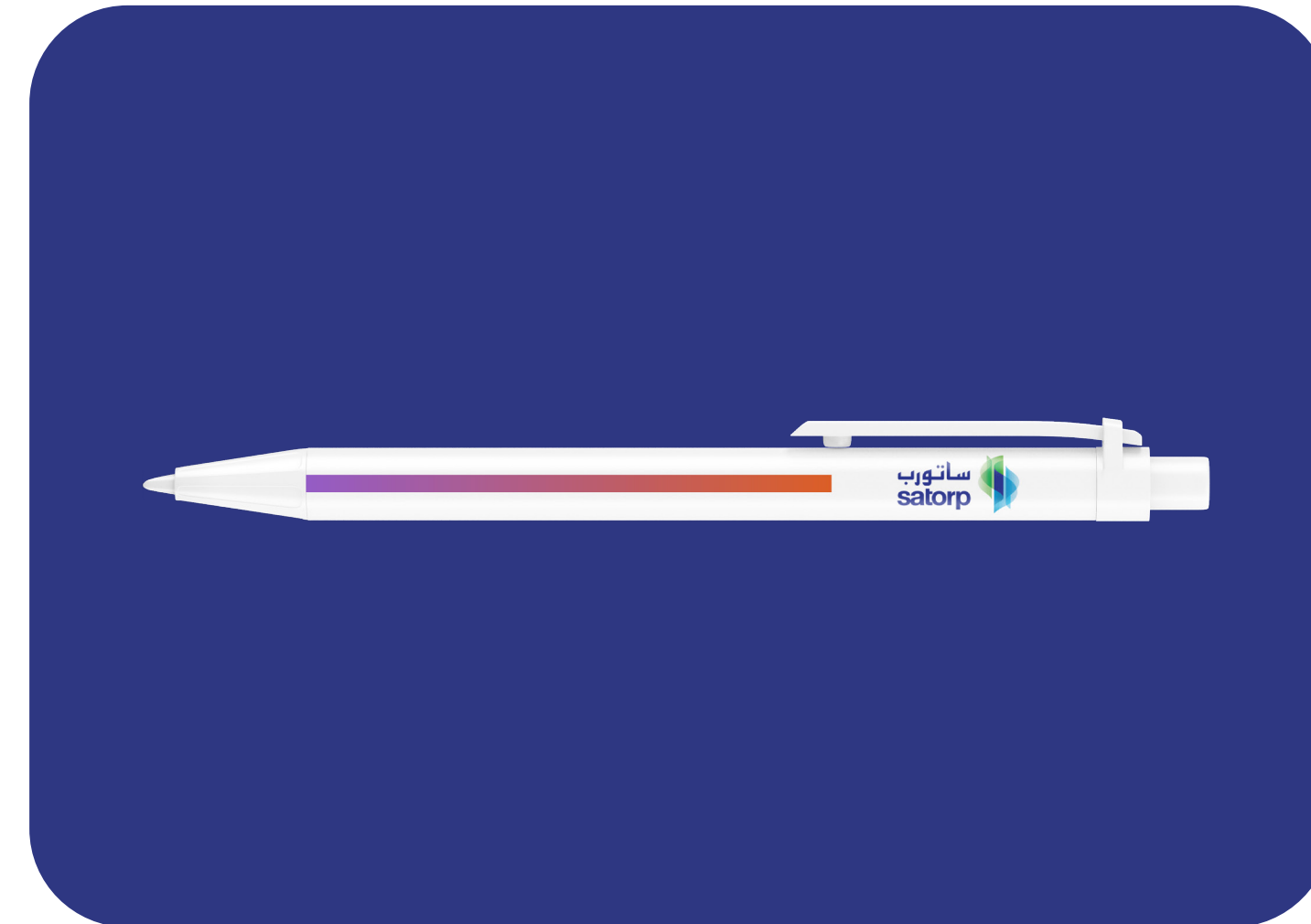
SATORP Orange



SATORP Purple



The pairing gradients, created by combining two of the SATORP secondary colors, are designed to be used in the same manner as the main SATORP gradient. These gradients should be applied consistently across various materials and platforms, ensuring a cohesive visual identity. They enhance the overall aesthetic by adding depth and vibrancy, while maintaining the core values and visual language of the SATORP brand.



Color
Pairing 3
(Yellow & Light
Blue)

SATORP Yellow and SATORP Light Blue form a harmonious pairing that symbolizes reliability, efficiency, and awareness. The blend of these colors creates a calming yet alert gradient, perfect for designs that need to communicate trust and clarity. This pairing is commonly used in a new gradient to provide a balanced and professional look, ensuring that the visual presentation is both engaging and reassuring.

RGB 221/169/23 CMYK 10/35/100/0 Pantone 124C RAL N/A
Hex DDA917

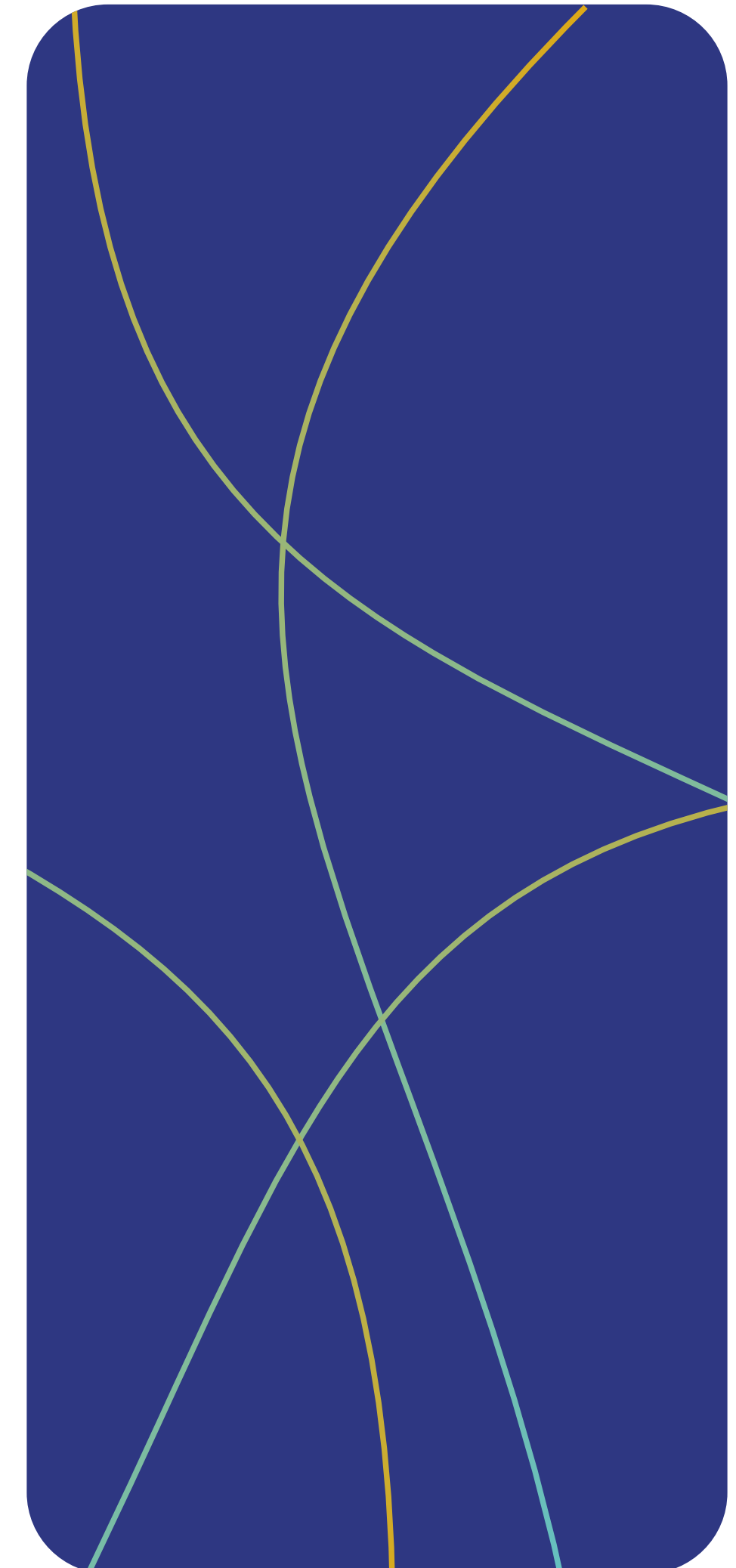
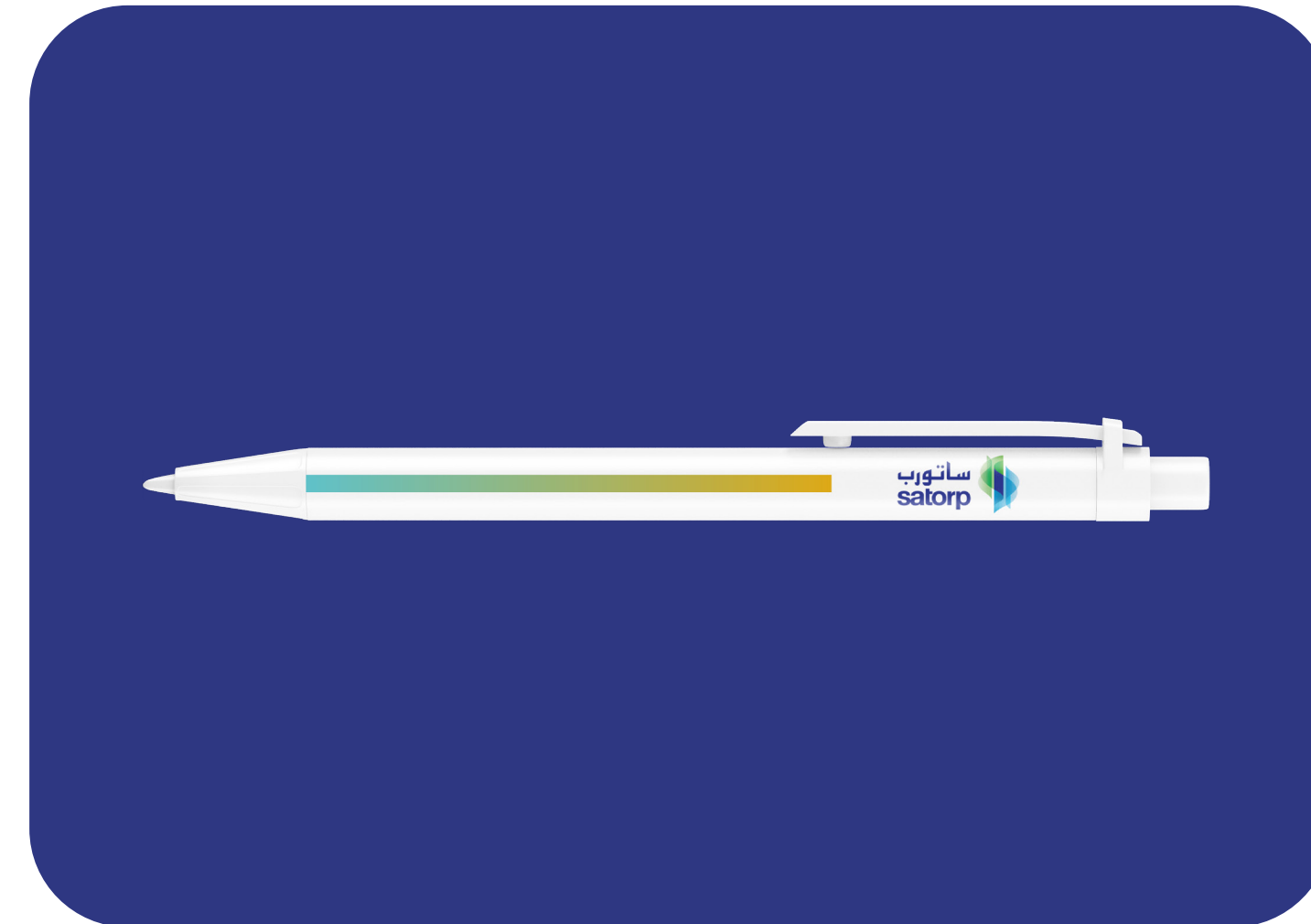
SATORP Yellow

RGB 95/193/201 CMYK 67/0/24/0 Pantone 319C RAL N/A
Hex 5FC1C9

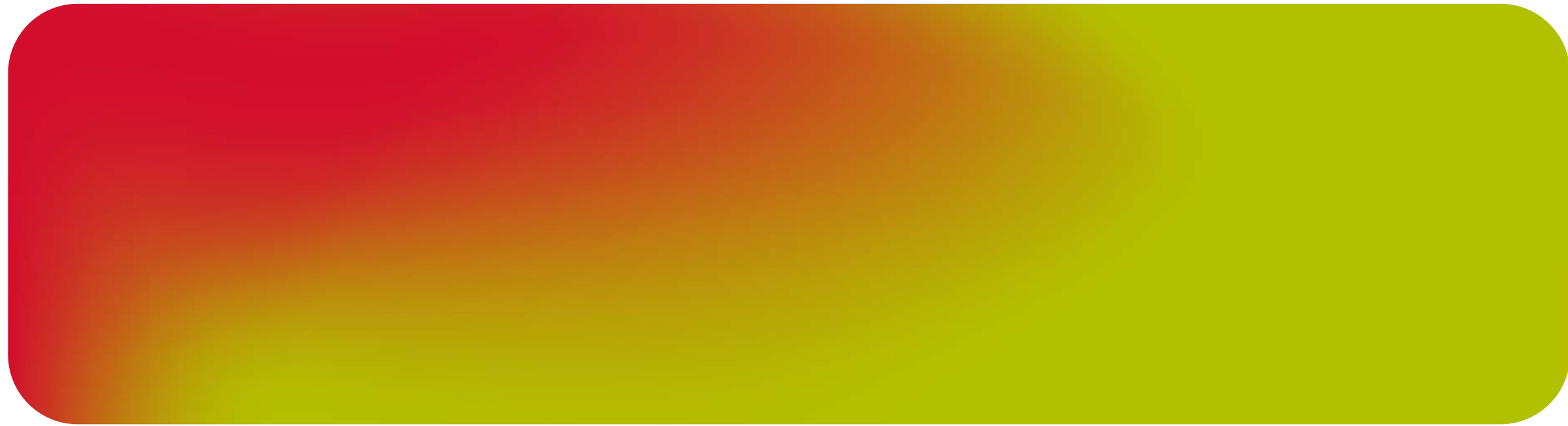
SATORP Light Blue



The pairing gradients, created by combining two of the SATORP secondary colors, are designed to be used in the same manner as the main SATORP gradient. These gradients should be applied consistently across various materials and platforms, ensuring a cohesive visual identity. They enhance the overall aesthetic by adding depth and vibrancy, while maintaining the core values and visual language of the SATORP brand.



The pairing gradients, just like the main SATORP gradient, include both mesh gradients and gradient typography. This allows for a consistent and visually appealing representation across various applications. The examples show how each pairing gradient can be effectively utilized, demonstrating their versatility and alignment with the brand's visual identity.



Leading Energy **Innovation**

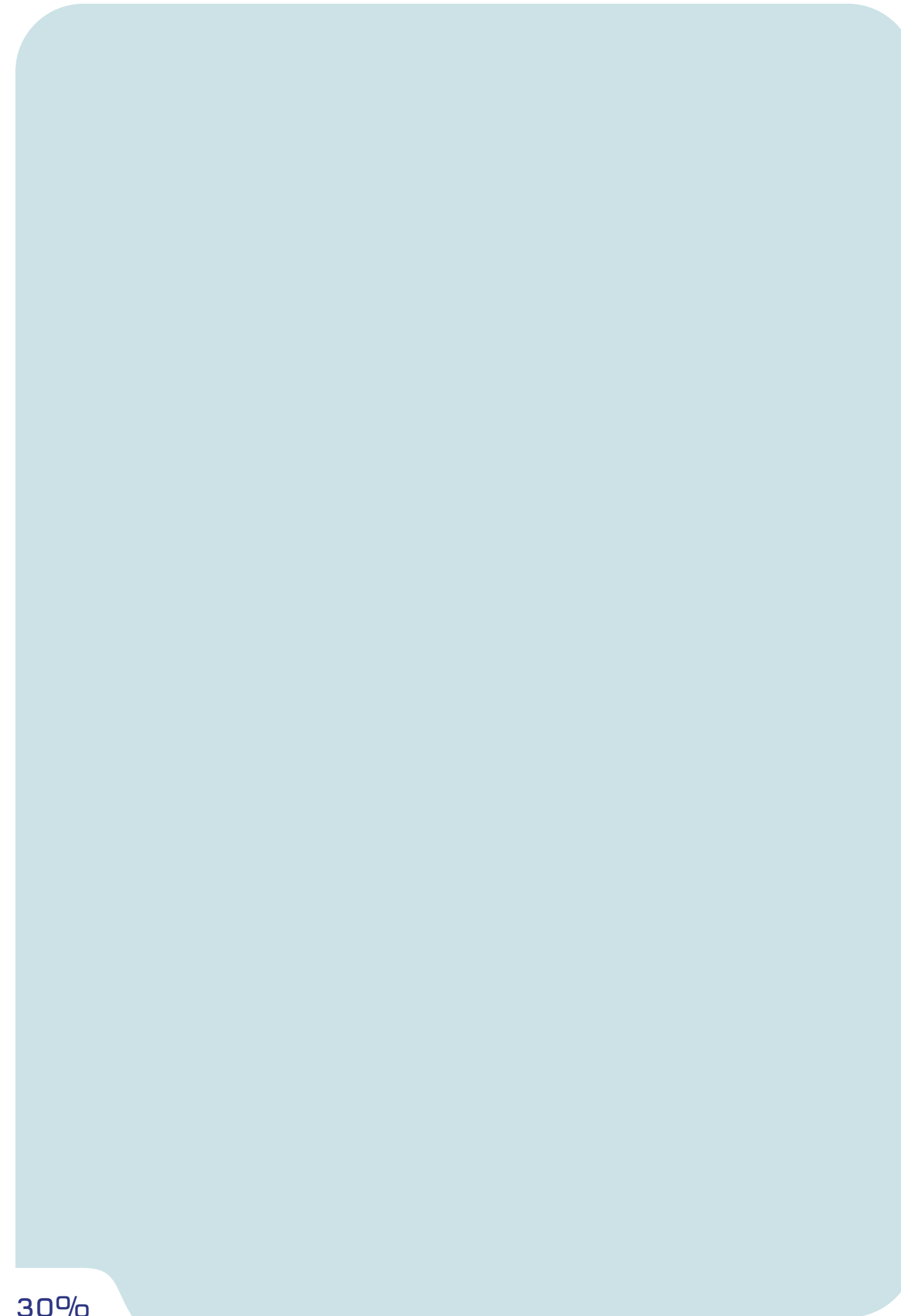
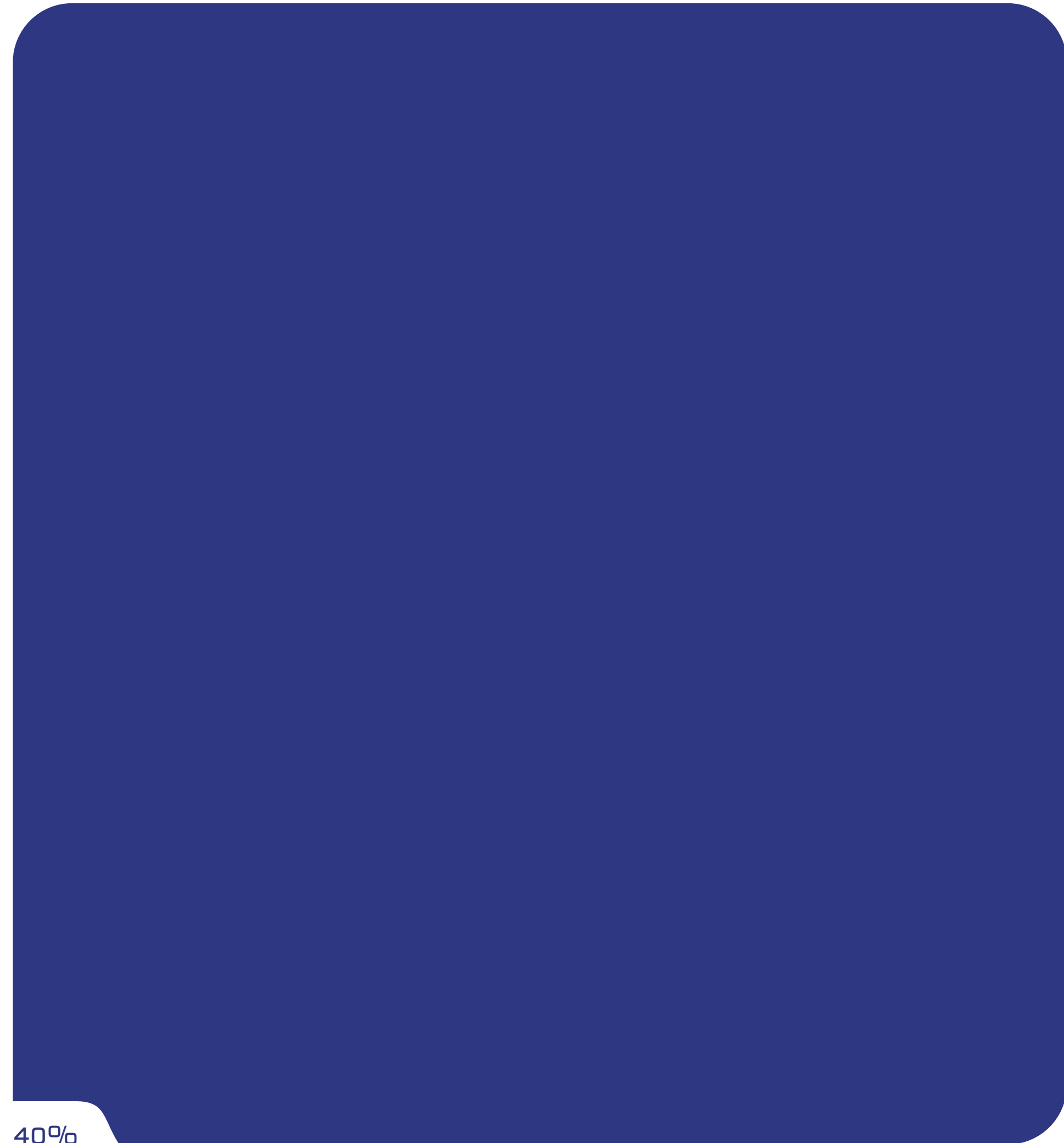


Leading Energy **Innovation**

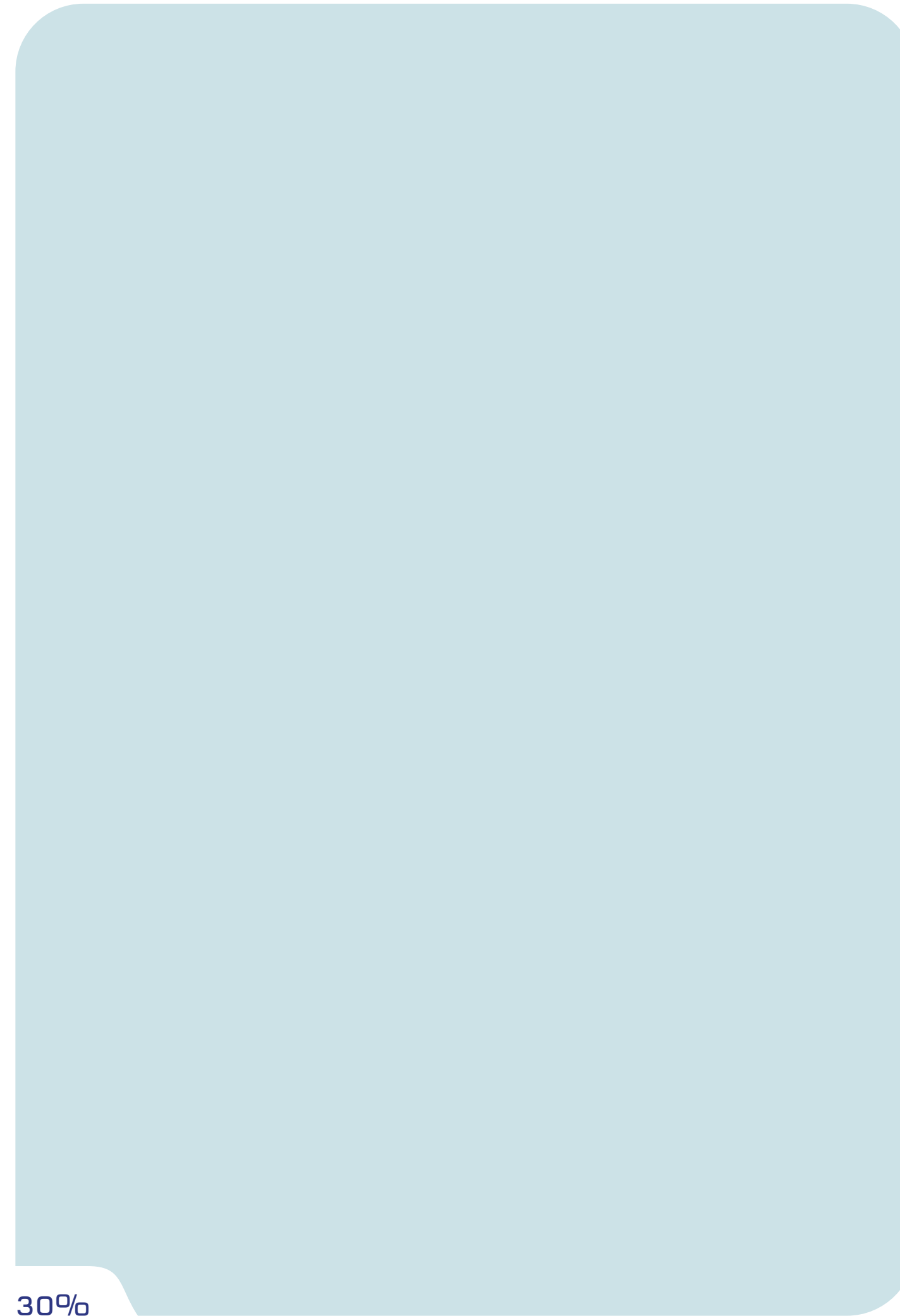


Leading Energy **Innovation**

Externally, SATORP Blue dominates, used in the logo, typography, backgrounds, and other elements. White is an alternate dominant color, making up 40%. Ice is also used prominently for backgrounds. The rest of the color palette (20%) includes the SATORP Gradient and highlights in green, lime, and cyan for attention. Secondary palette block colors (10%) offer vibrant alternatives, adding a dynamic spectrum to the brand identity.



Internally, SATORP Blue remains dominant in the logo, typography, and key elements. White is used alternately for 40% of the design. Ice is a significant alternative for backgrounds. Pairing gradients replace the primary palette for 20%, adding a fresh look. Secondary palette block colors (10%) provide vibrant highlights, enhancing the dynamic identity within internal applications.



Typography

The SATORP font family is crafted to convey trust, strength, and innovation. Its modern design reflects reliability, while the range of weights adds a dynamic, forward-thinking feel. Emotionally, it balances authority with approachability, reinforcing SATORP's commitment to excellence and leadership.

A a b B C c ن ه و و ا ي
Satorp ساتورب

SATORP

Light

ساتورب

خفيف

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
!?,;.()

ي و ه ن م ل ك ق ف غ ع ظ ط ض ص ش س ز ر ذ خ ح ج ث ت ب ا
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩
! ، ، ، ()

SATORP
Regular

ساتورب
عادي

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
!?,;.()

ي و ه ن م ل ك ق ف غ ع ظ ط ض ص ش س ز ر ذ خ ح ج ث ت ب ا
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩
! ؟ ، ؛ . ()

SATORP

Medium

ساتورب
خفيف

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
! , ; . ()

ي و ه ن م ل ك ق ف غ ع ظ ط ض ص ش س ز ر ذ د خ ح ج ث ت ب ا
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩
! ؟ ، ؛ . ()

SATORP

Bold

ساتورب

غامق

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9
! ? , ; . ()

ي و ه ن م ل ك ق ف غ ع ظ ط ض ص ش س ز ر ذ د خ ح ج ث ت ب ا
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩
! ؟ ، ؛ . ()

The English text hierarchy establishes a structured use of SATORP font weights to guide the reader through information. Bold is used for main headings and titles, Medium for subheadings, and Regular for body text, with specific tracking settings to enhance readability and design flow.

Learn More About SATORP

PIONEERING PROGRESS

SATORP aspires to be a frontrunner in introducing cutting-edge technology. Unafraid to explore uncharted territories, SATORP believes in collecting the latest tech under one complex to enhance operational efficiency, safety, and environmental protection.

EXPAND AND EXPLORE

LEARN MORE

SATORP
Bold / Medium

-50 / -100 Tracking

TitleCase

SATORP
Regular / Medium

0 / +100 Tracking

TitleCase / Uppercase

SATORP
Regular / Light

0 Tracking

Case

SATORP
Medium

+25 Tracking

Uppercase

SATORP
Medium

+25 Tracking

Uppercase

The Arabic hierarchy for SATORP ensures clarity and consistency across all brand communications. The distinct weights create a balanced visual flow, reinforcing readability and professionalism. This hierarchy maintains a cohesive brand image without requiring tracking adjustments, preserving the integrity of the Arabic script.

تعرف على ساتورب

ريادة التقدم

تطمح ساتورب أن تكون في طليعة الشركات في إدخال أحدث التقنيات. وبجراحة لا تعرف الحدود، تؤمن ساتورب بجمع أحدث التقنيات تحت مجمع واحد لتعزيز الكفاءة التشغيلية، والسلامة، وحماية البيئة.

التوسع والاستكشاف

ديزمل فرعاً

SATORP
Bold / Medium

SATORP
Regular / Medium

SATORP
Regular / Light

SATORP
Medium

SATORP
Medium

The highlight and gradient styles emphasize key phrases with precise alignment and gradient orientation. The highlight rectangle aligns to the width of the text, extending in height from the baseline to the top of the lowercase “e” bowl, serving as a standard for all languages. Gradient colors start with green, transitioning to blue—left-to-right for English and right-to-left for Arabic—ensuring consistency across languages.

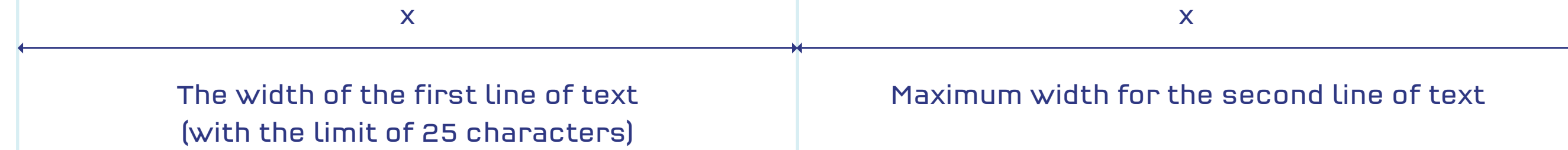
Pursuit of Knowledge

Pursuit of Knowledge

For typography indentation, align the bottom of the text to the bottom edge of the line or shape, ensuring a seamless connection. If the text spans two lines, the first line should also follow this alignment rule. For both single and two-line text, the last character should align precisely with the anchor point where the line begins to curve. This setup ensures that the typography integrates smoothly with the line design.

Pursuit of Knowledge

The limitations for typography indentation require text lines to be limited to two lines, with the first line containing no more than 25 characters. The width of the first line, labeled 'X,' sets the alignment standard, while the second line should not exceed this width. Both lines align to an anchor point at the curve for a cohesive and structured appearance.



Constantly push the
boundaries of what's possible

Must be limited to 2 lines

~~and inspiring progress~~

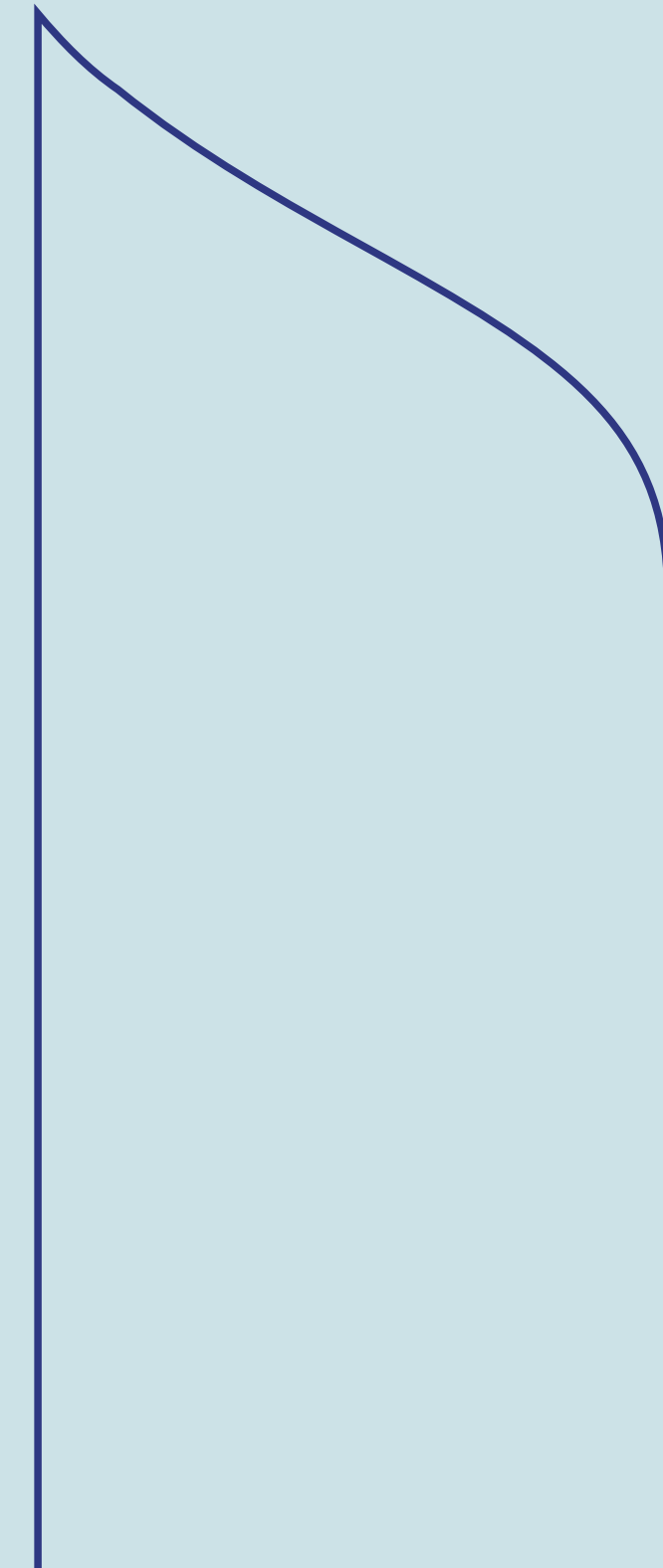
Graphical Assets

Explore how all graphical elements in our branding initiate from the tip of each Arabic letter in our logo. This unique approach ensures a consistent and distinctive visual identity, using these starting points to create a recognizable style across all our communications.

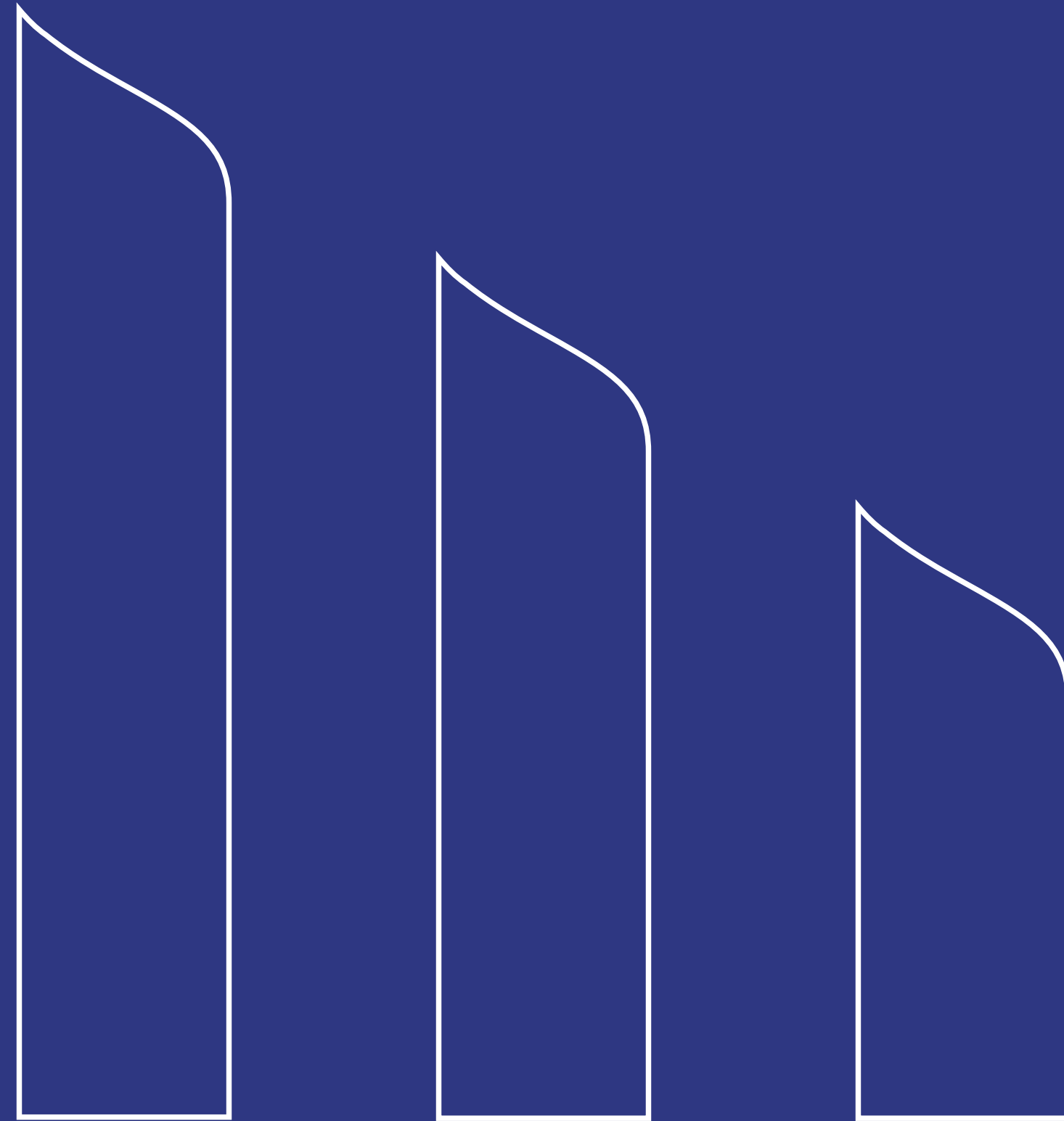


ساتورب
satorp

The image shows the Satorp logo in white on a dark blue background. The Arabic word 'ساتورب' is positioned above the English word 'satorp'. A small white circle highlights the top tip of the letter 'ا' in the Arabic word, indicating the starting point for the branding's graphical elements.



Discover the concept of ramps, where three of our signature shapes are isolated and aligned angularly to create a striking visual arrangement. This section demonstrates how ramps can be used effectively to emphasize direction and add a dynamic element to our layouts, distinguishing them from the continuous shifting pattern.



Explore these examples to see how ramps, consisting of three angularly aligned shapes, create impactful visual statements. This section highlights their utility in guiding the viewer's eye and adding architectural elegance to our designs.



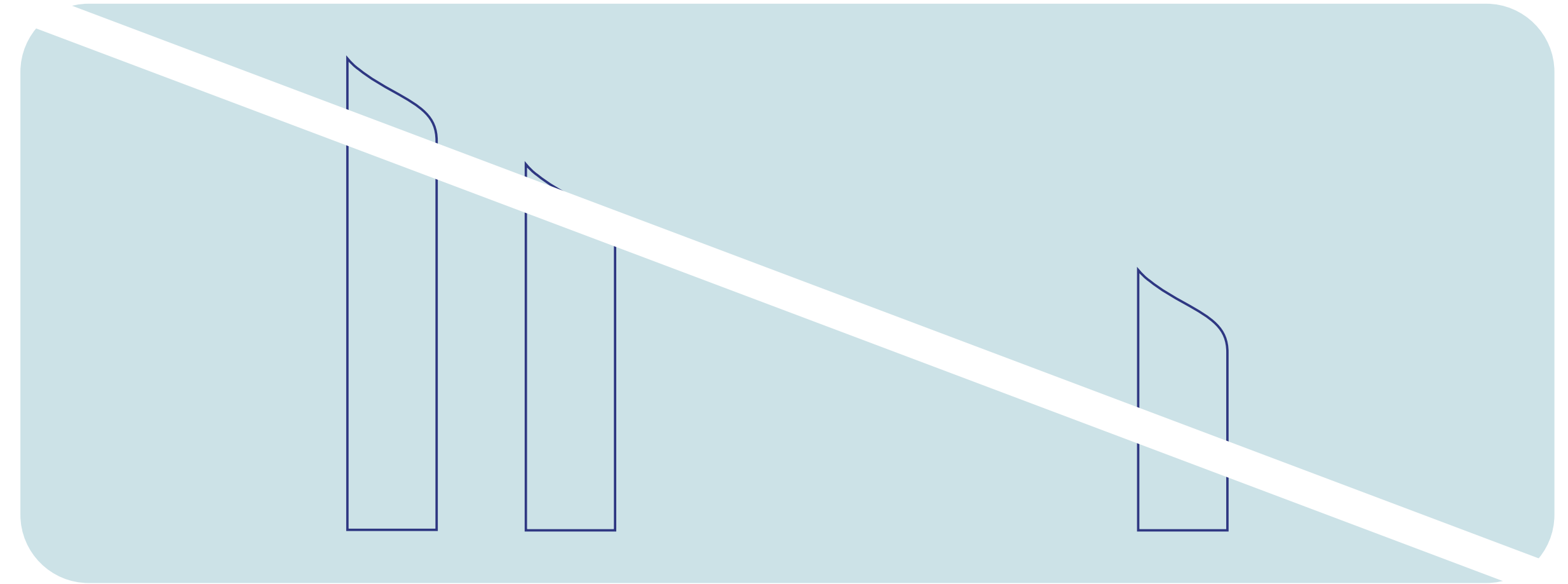
Graphical elements can overlay or frame photographs, adding depth and visual interest while enhancing narrative cohesion.

Graphical elements can encircle typography or stand alone as flat, either to emphasize key text or to maintain simplicity and balance in the layout.

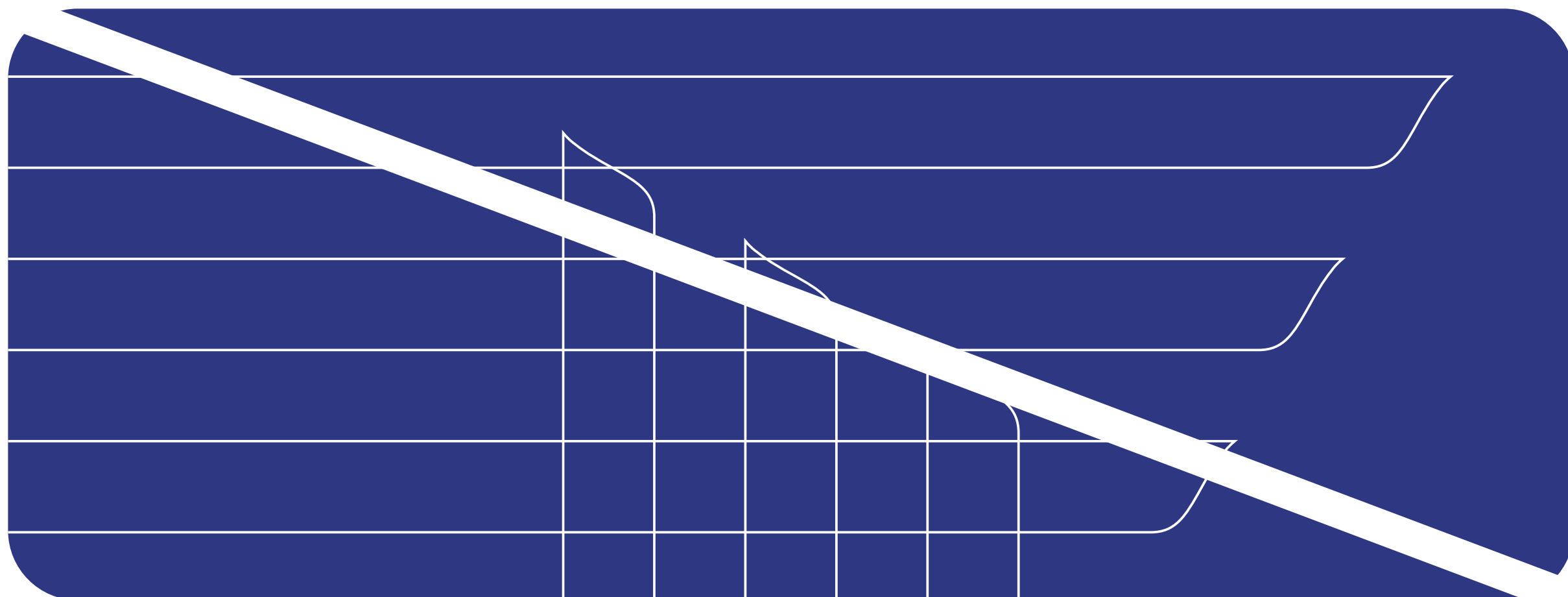




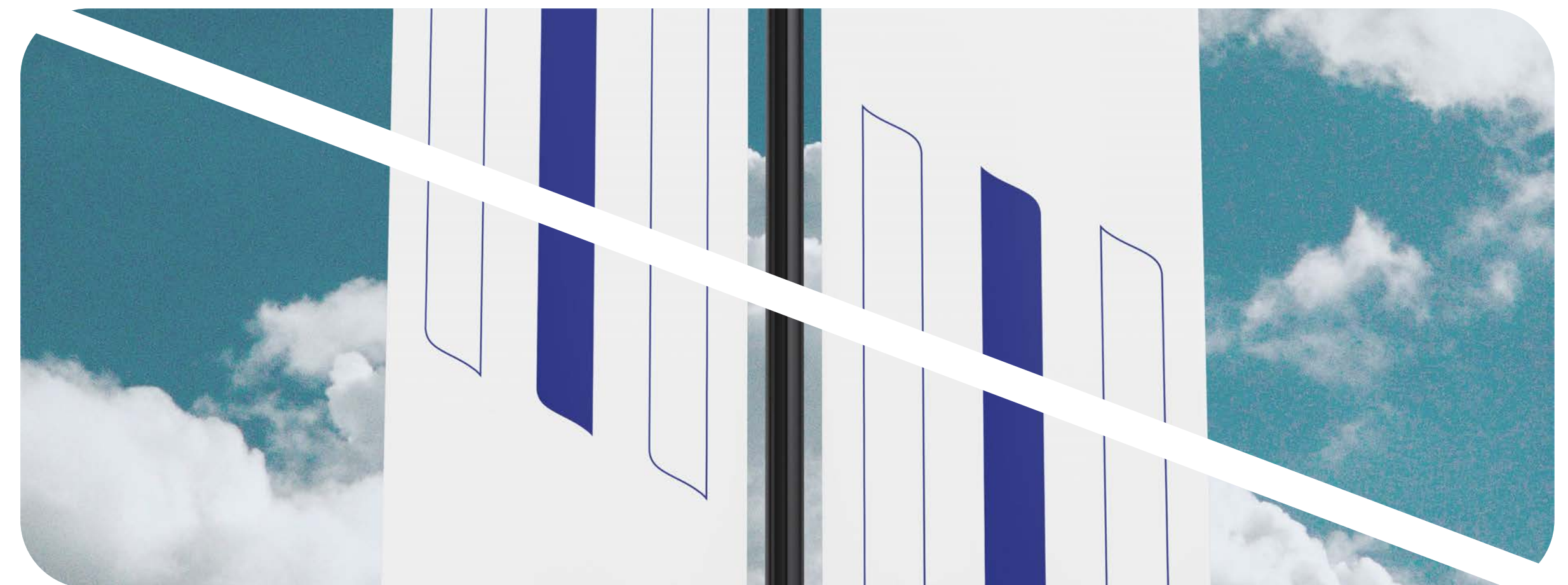
Maintain shape positioning within the ramp to preserve design alignment and intent.



Ensure equal spacing between shapes in a ramp to maintain uniformity and visual harmony.



Avoid overlapping two ramp elements to prevent visual clutter and maintain clarity in the layout.



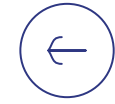
Use a consistent line or fill style for ramps; do not mix within the same element for coherence.

Discover how our fluidic lines, originating from the top curvature of each shape, enhance our branding. This design choice mirrors the fluidity of our logo, creating a seamless visual flow that underscores the dynamic nature of SATORP.



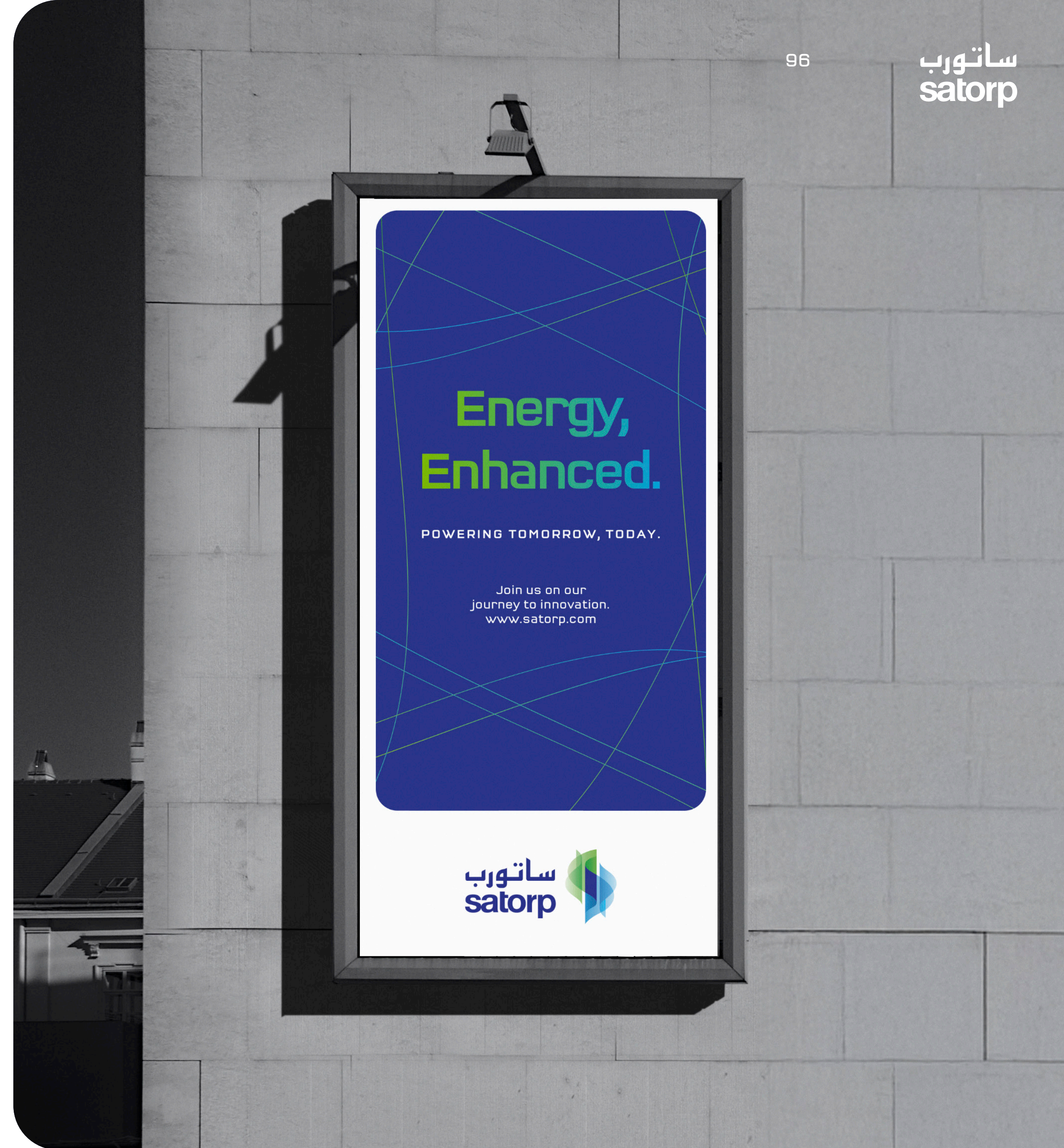
Graphical Assets
Fluidic Lines
Examples

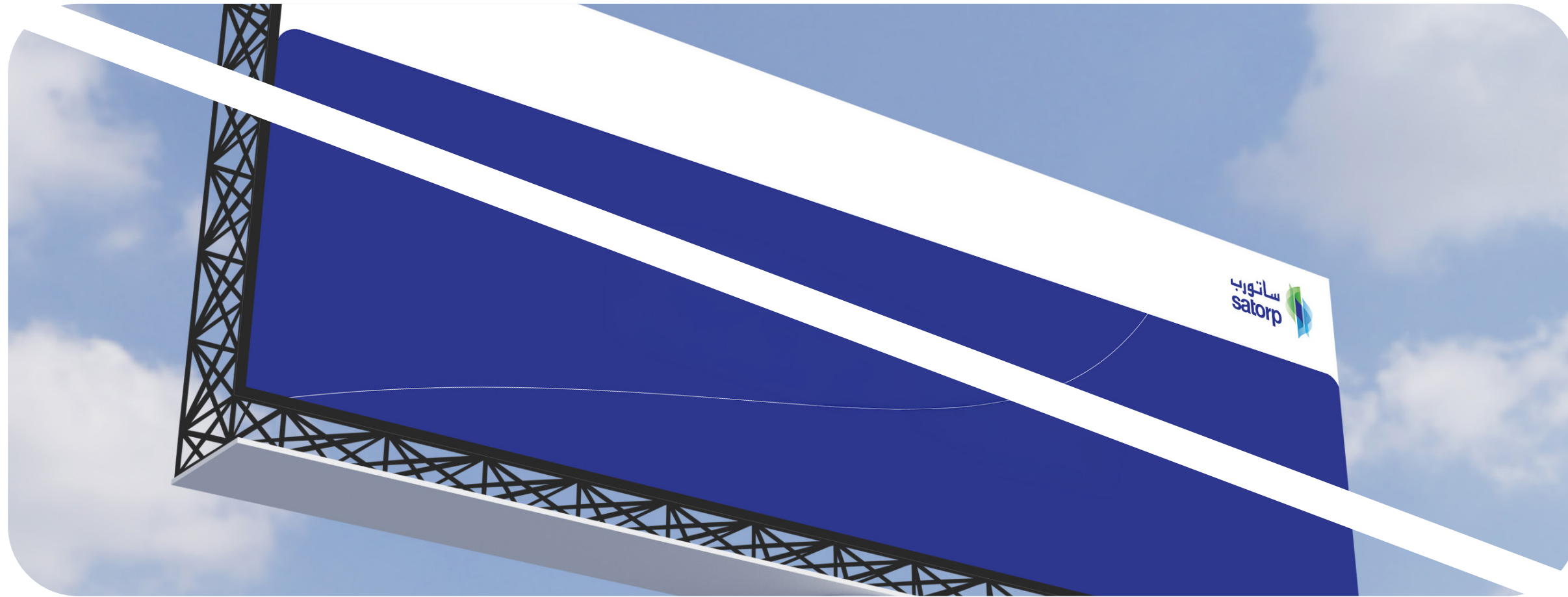
Explore how fluidic lines are creatively integrated across our branding. These examples demonstrate their adaptability and how they visually enhance communications with flowing continuity.



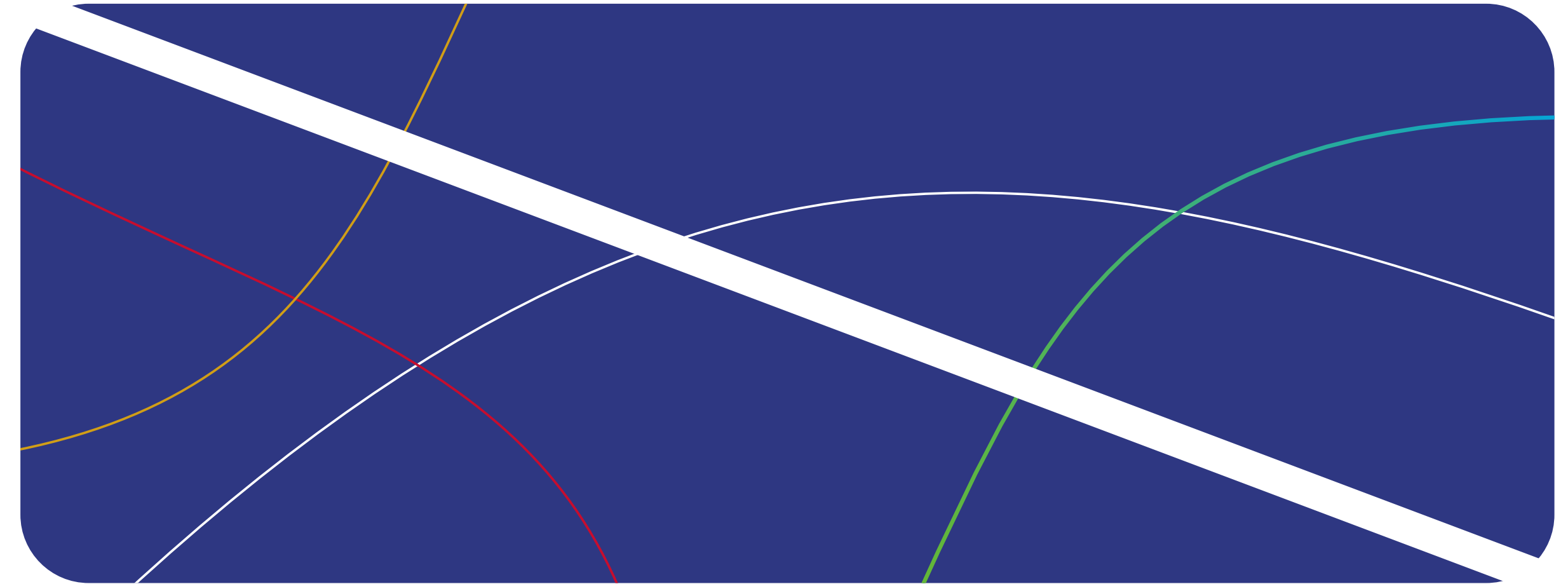
Graphical elements can overlay or frame photographs, adding depth and visual interest while enhancing narrative cohesion.

Graphical elements can encircle typography or stand alone as flat, either to emphasize key text or to maintain simplicity and balance in the layout.

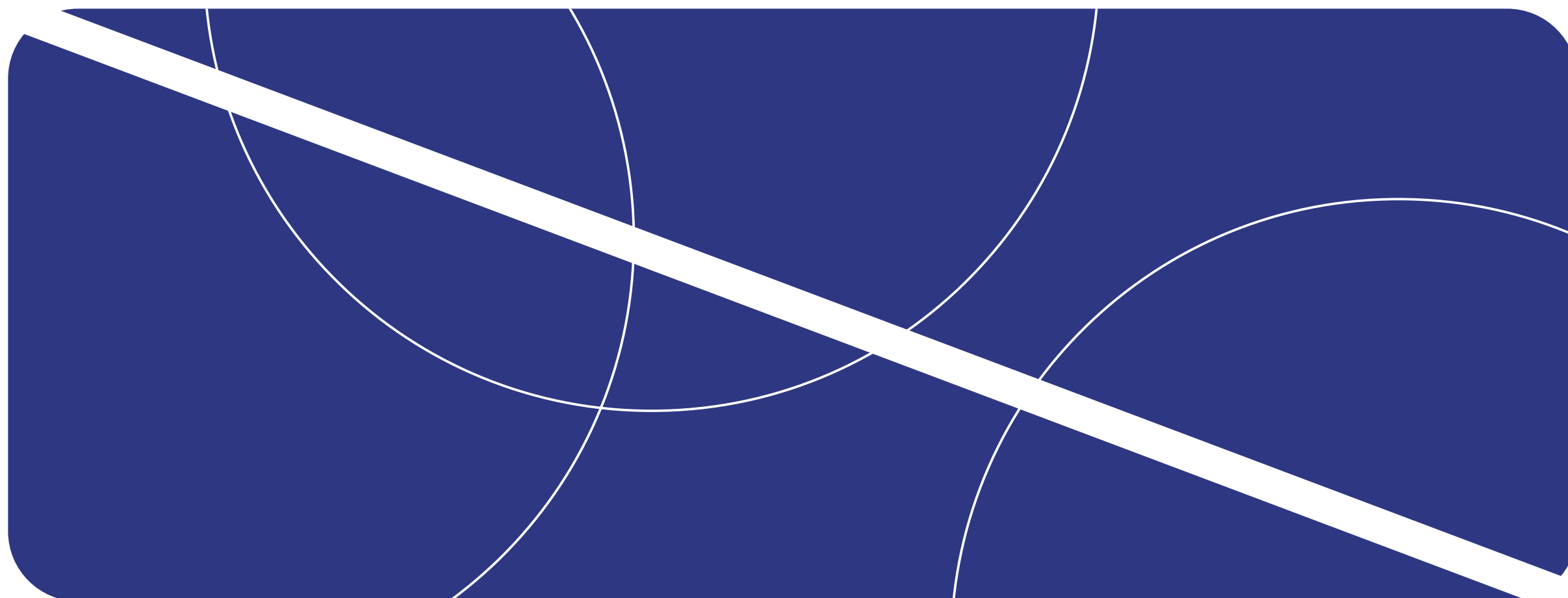




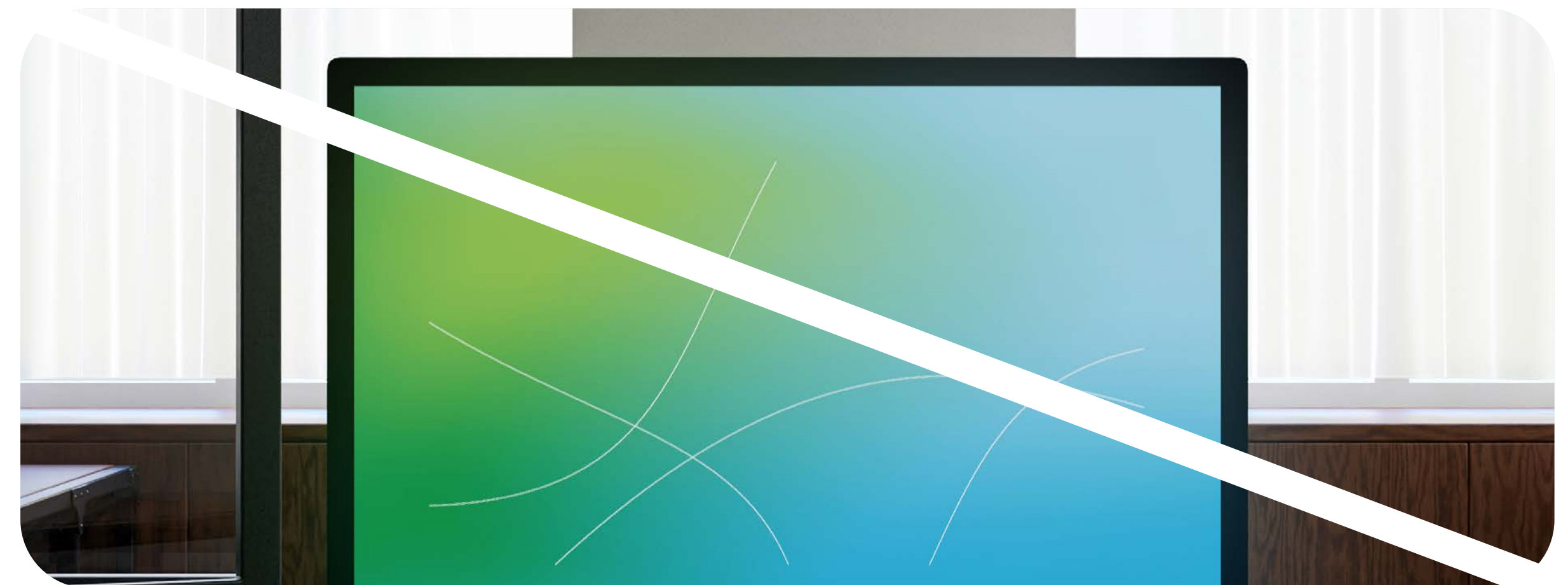
Use multiple lines for visual harmony; avoid a single fluidic line.



Do not use fluidic lines in different colors within a single composition to maintain visual coherence.

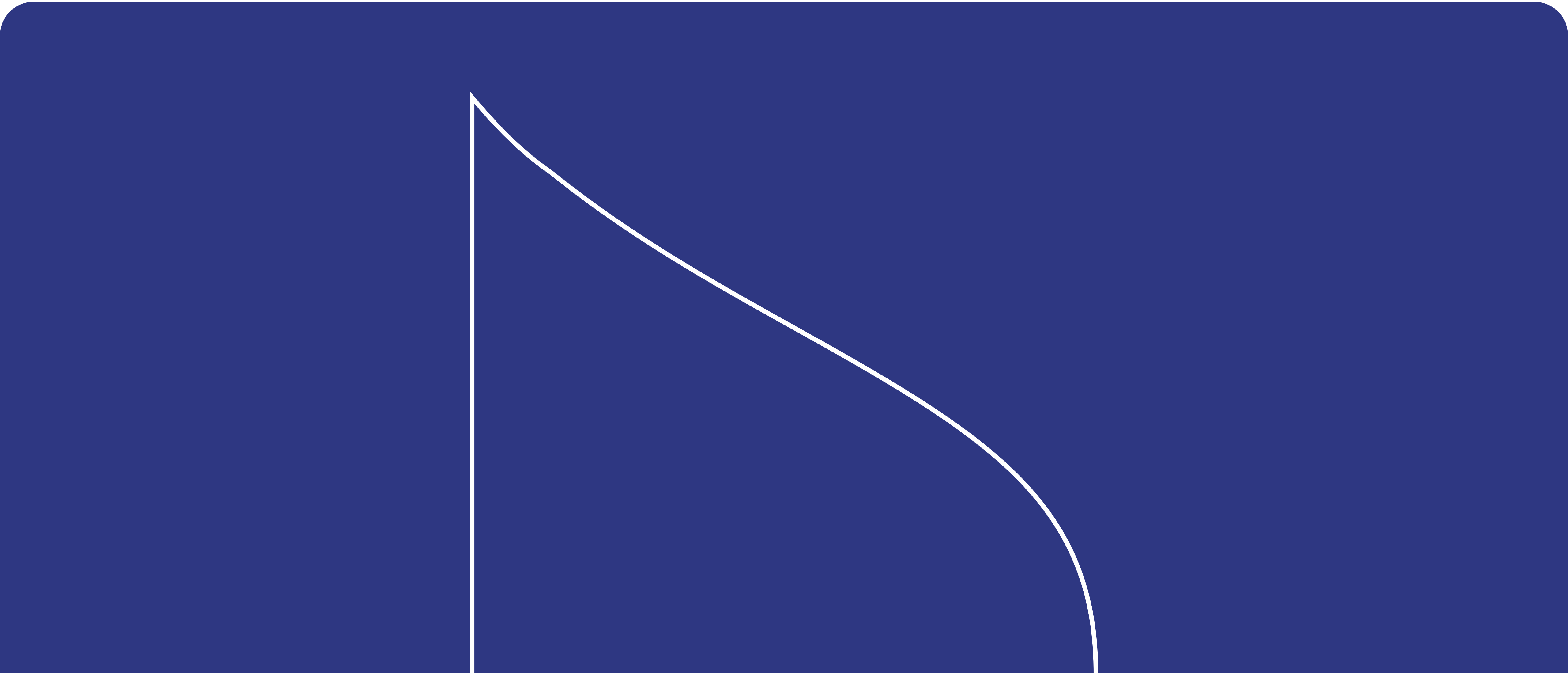


Keep the original shape of the fluidic lines unchanged to preserve the integrity of the design.



Ensure the fluidic lines touch the edge of the composition or container.

Introducing the Pinnacle Curve, an abstract graphical element derived from SATORP's signature shape. This dynamic curve is designed to highlight and emphasize key elements within our designs, adding a touch of boldness and fluidity to our visual identity.



Graphical Assets
Pinnacle Curve
Examples

Explore these examples to see how the Pinnacle Curve is artfully integrated into our designs. These elements demonstrate its versatility in emphasizing key elements and enhancing the overall aesthetic of our visual communications.

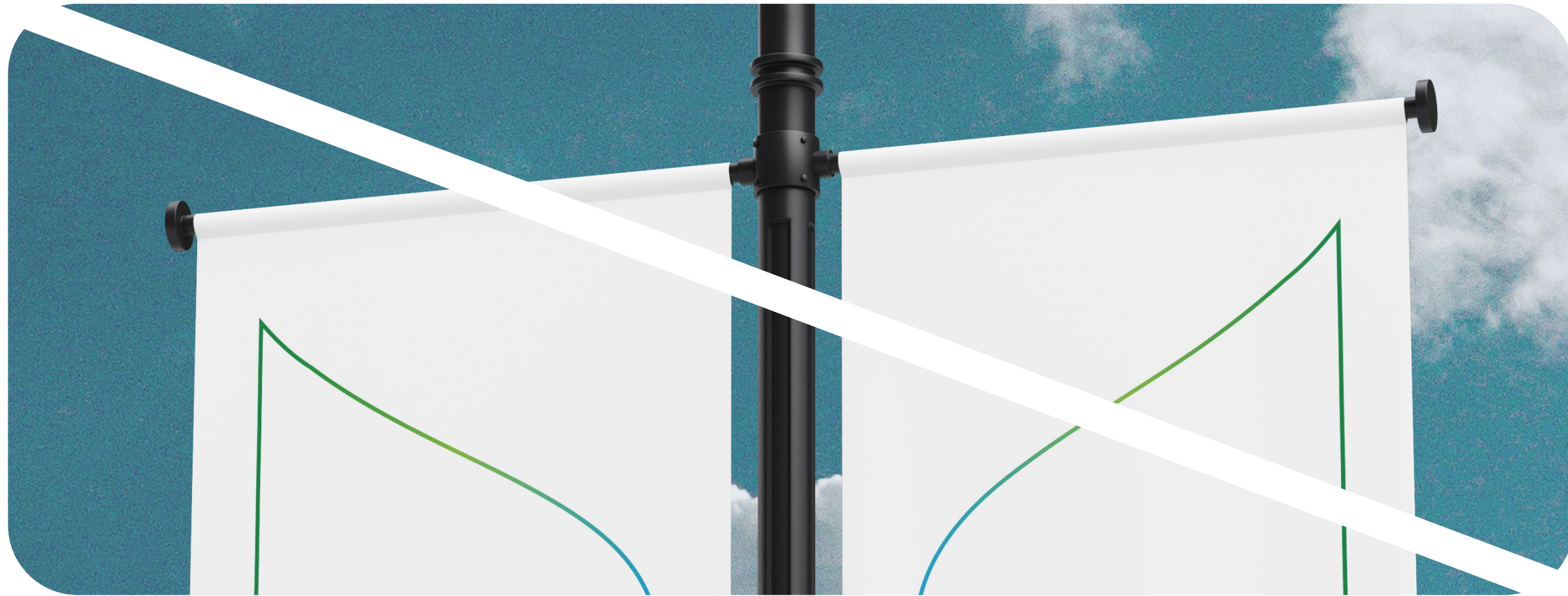


Graphical elements can overlay or frame photographs, adding depth and visual interest while enhancing narrative cohesion.

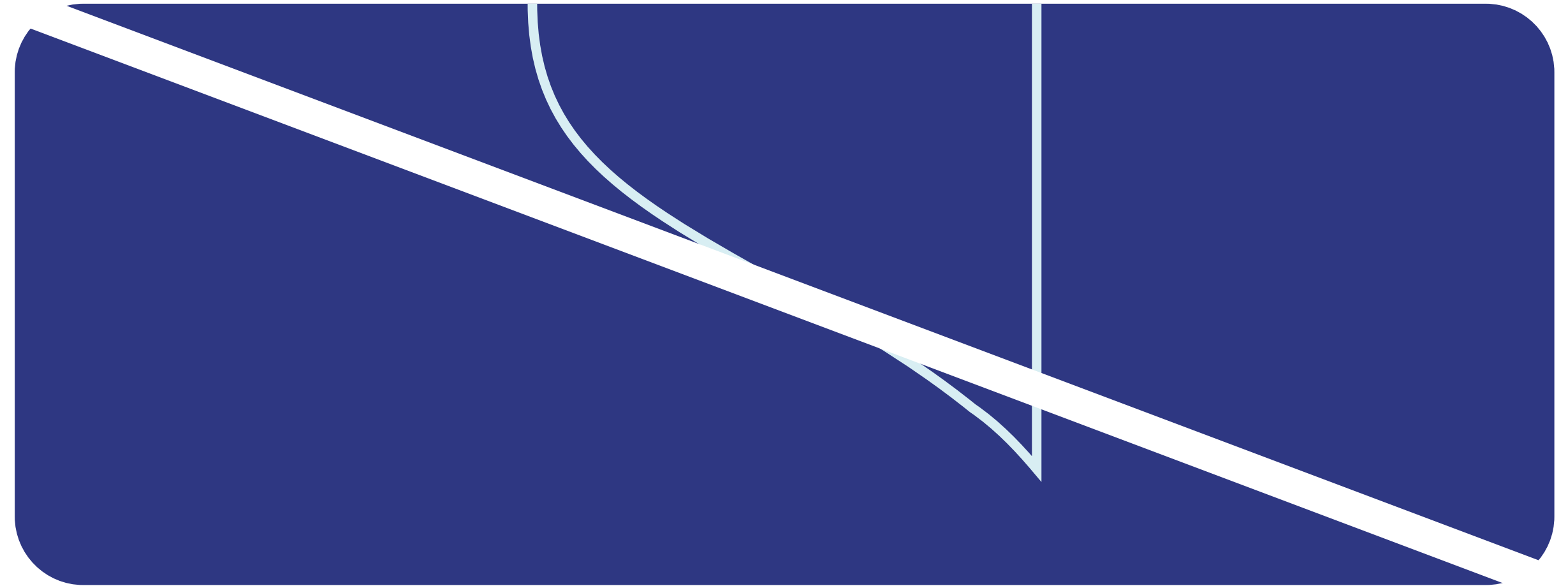
Graphical elements can encircle typography or stand alone as flat, either to emphasize key text or to maintain simplicity and balance in the layout.



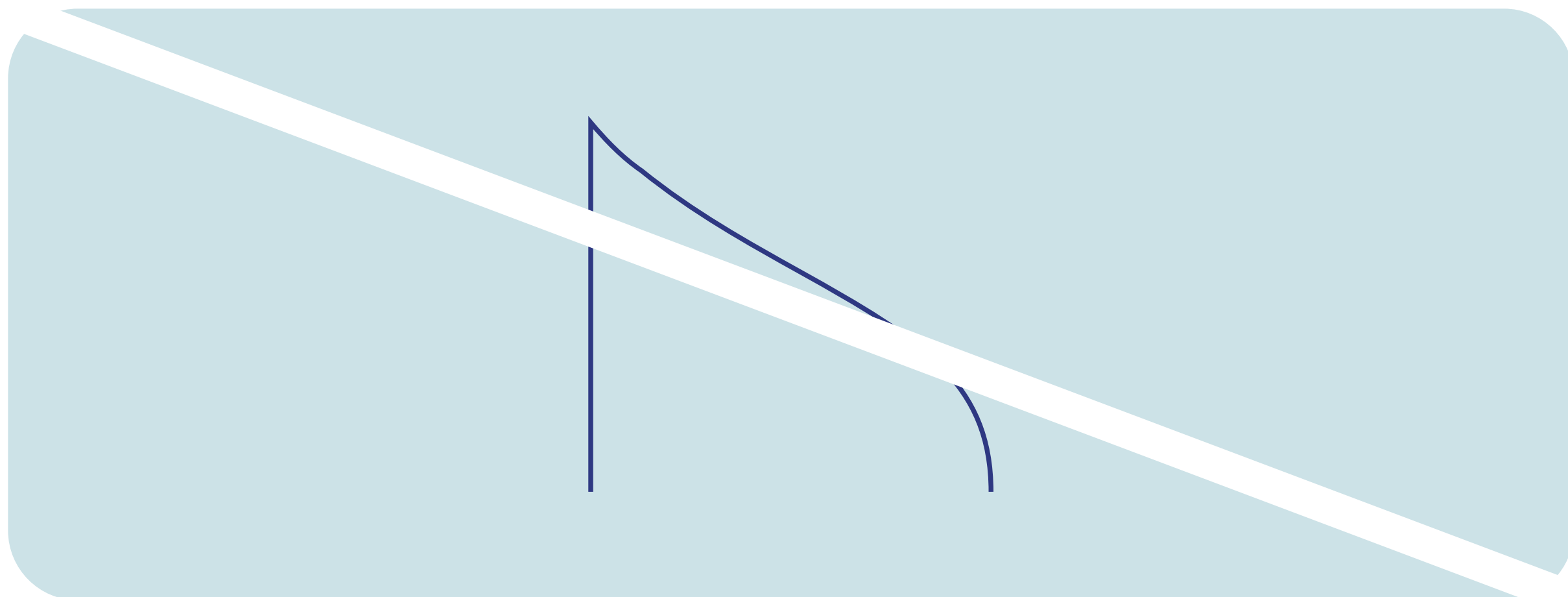
The Pinnacle Curve should be used to highlight and enhance key elements within our designs. Ensure it flows naturally, maintains its abstract form, and complements rather than overpowers the primary content. Consistent application of these principles will ensure the Pinnacle Curve adds elegance and cohesion to our visual identity.



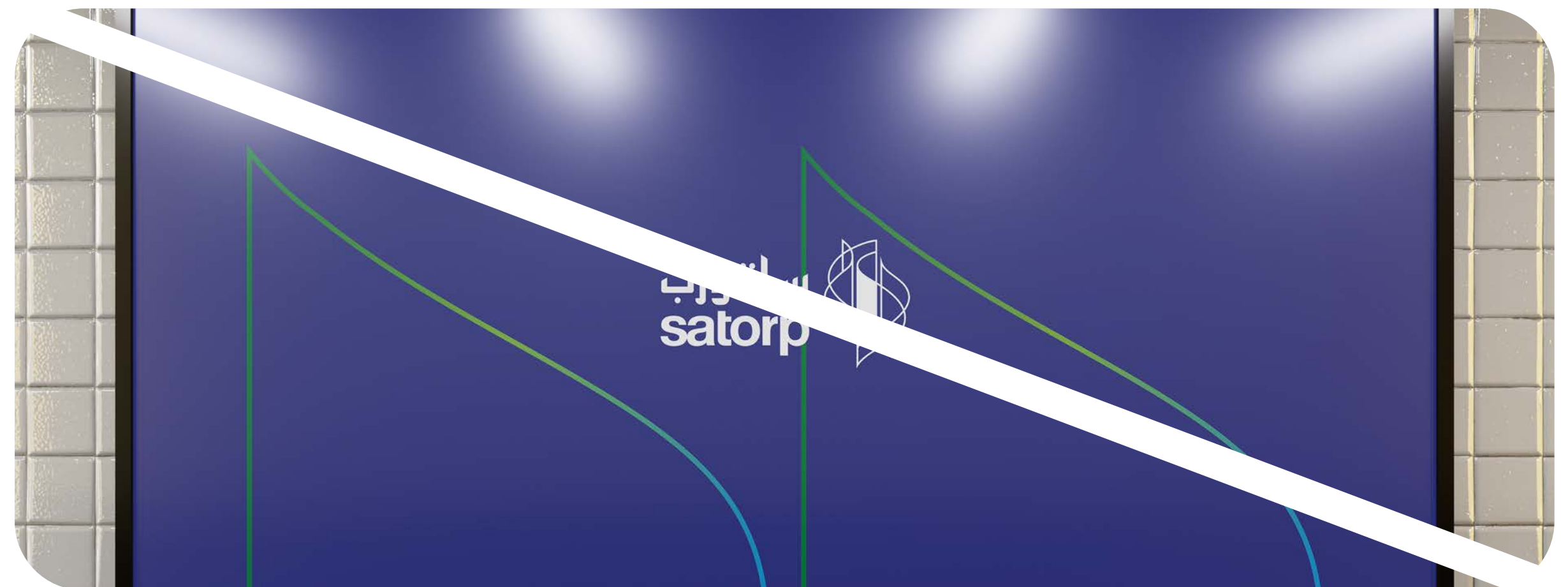
Do not mirror the shape when using this graphical element.



Do not rotate the shape when using this graphical element.

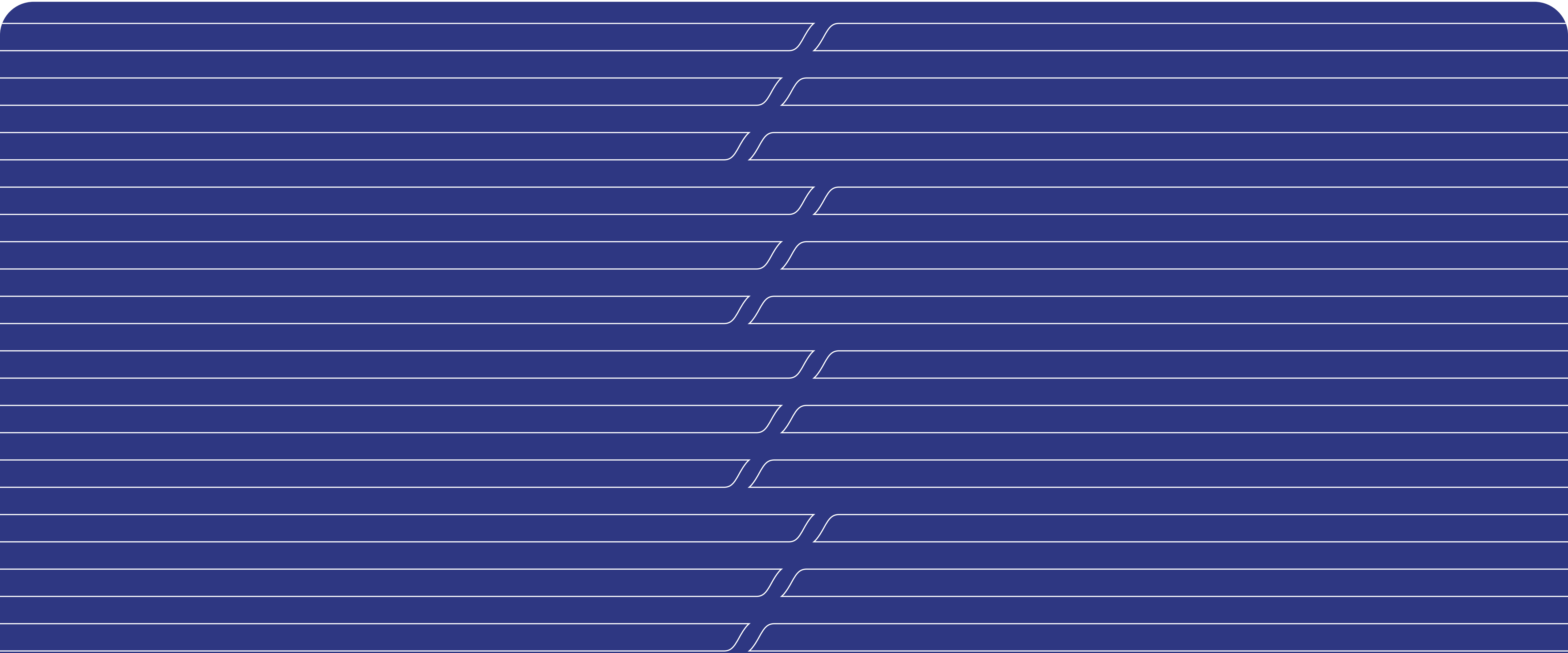


Ensure the shape touches the edge of the composition or container.

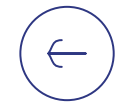


Do not repeat the shape when using this graphical element.

Explore the shifting pattern, a dynamic design element where the signature shape is aligned by its top angle in groups of three. This repetitive arrangement shifts slightly with each row, creating a visually engaging pattern that conveys movement and rhythm within our branding.

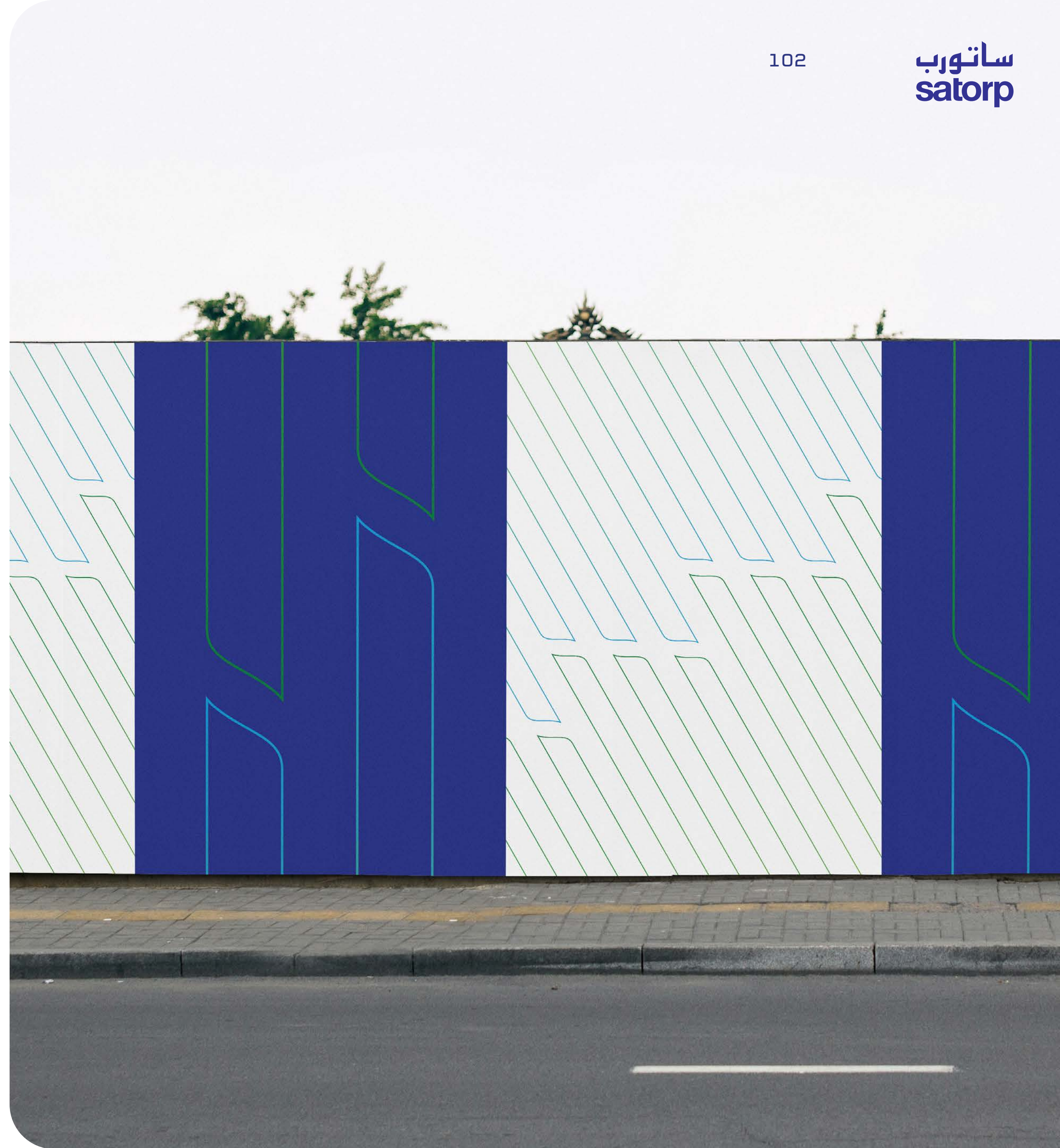


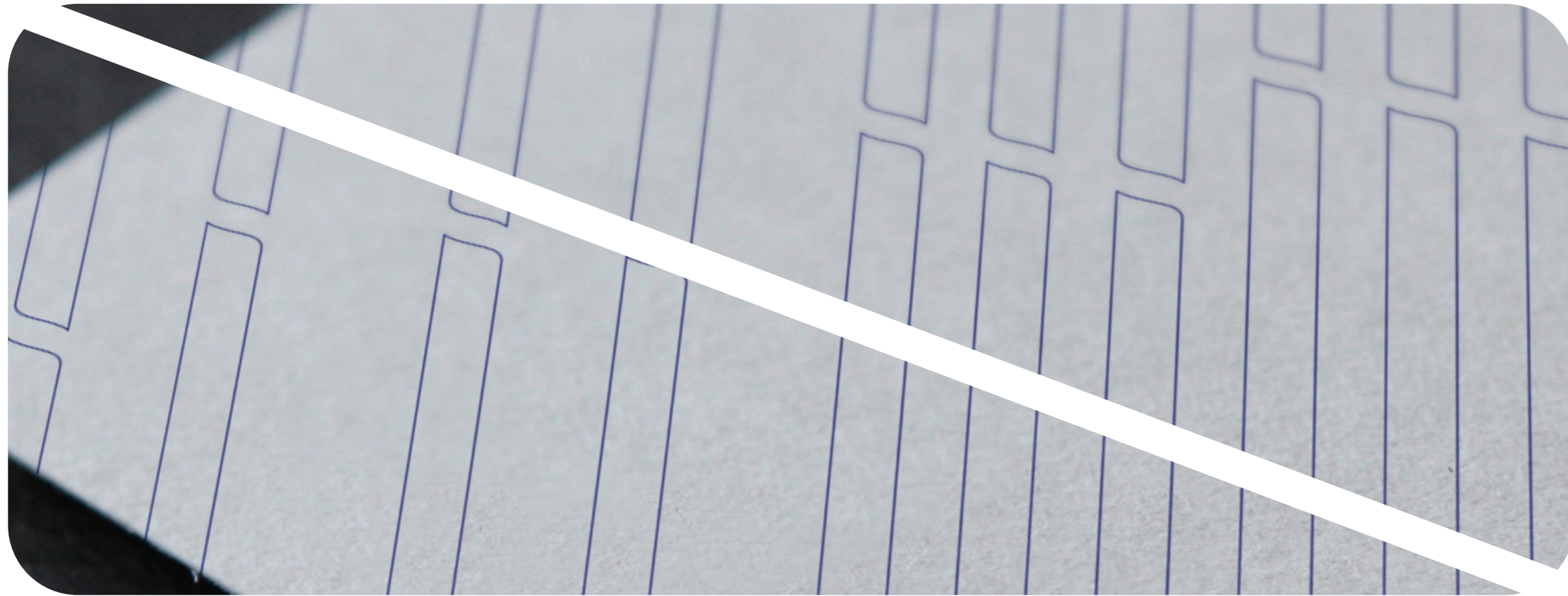
Discover the innovative use of our shifting pattern through these examples, where the repetitive alignment of our signature shape creates a captivating visual dance. Each instance demonstrates how this pattern brings dynamic movement and a unique aesthetic to our branded materials.



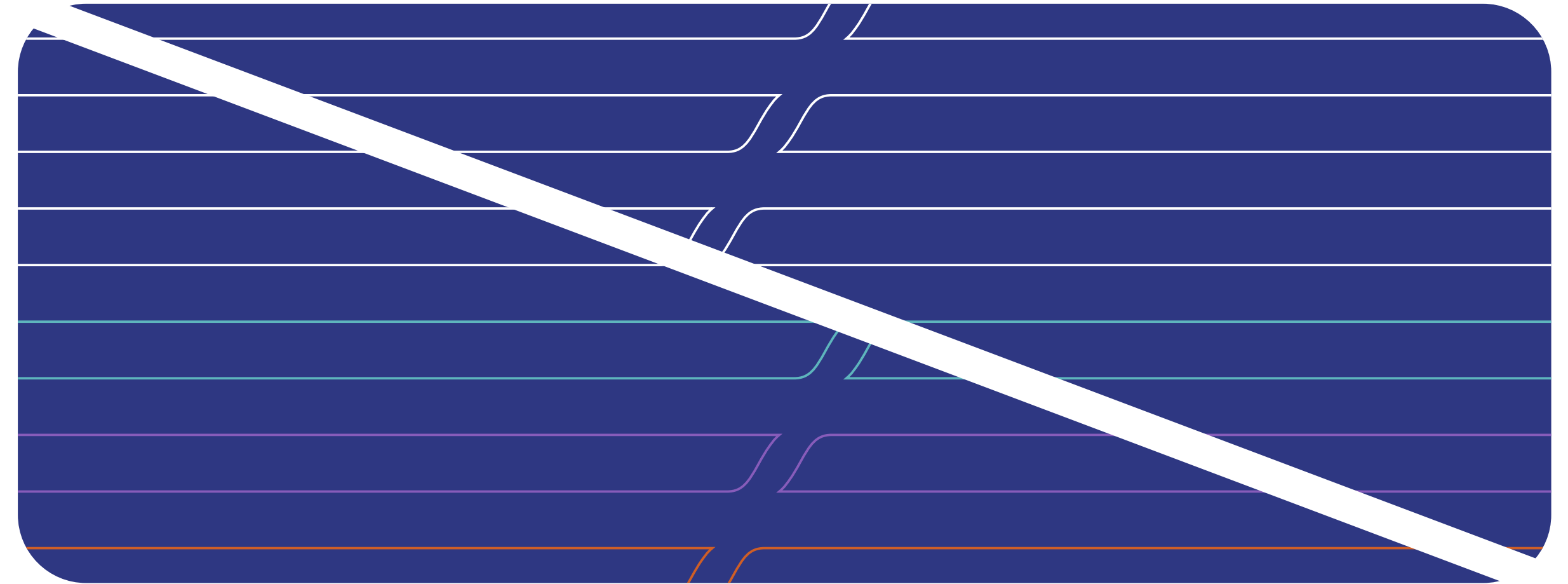
Graphical elements can overlay or frame photographs, adding depth and visual interest while enhancing narrative cohesion.

Graphical elements can encircle typography or stand alone as flat, either to emphasize key text or to maintain simplicity and balance in the layout.

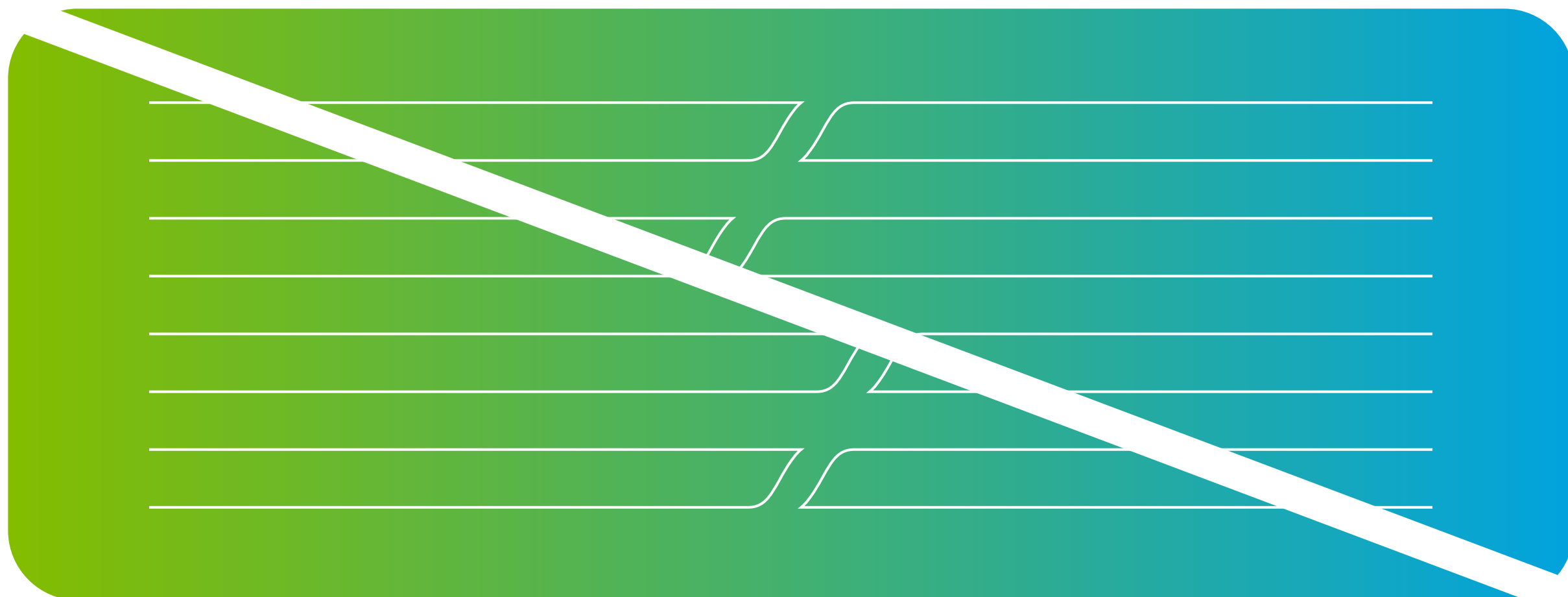




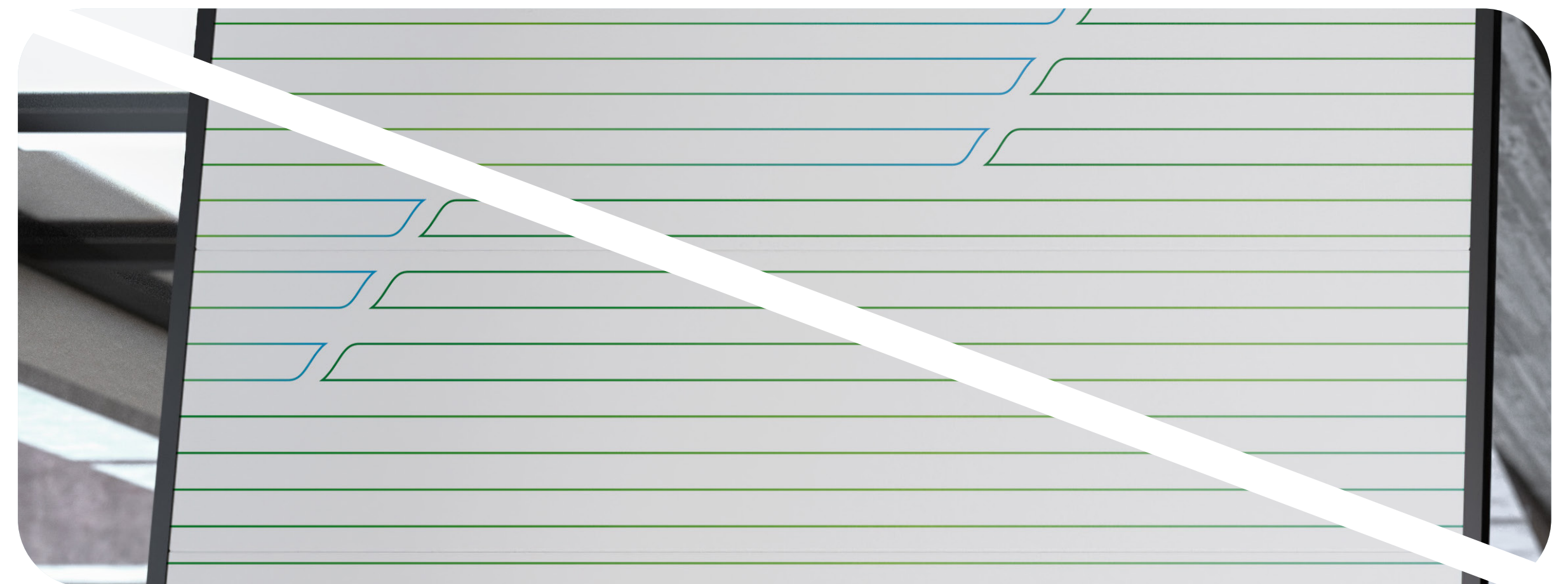
Ensure spacing within the pattern is uniform, avoiding irregular gaps.



Maintain the same color for all shapes within the pattern to ensure coherence.

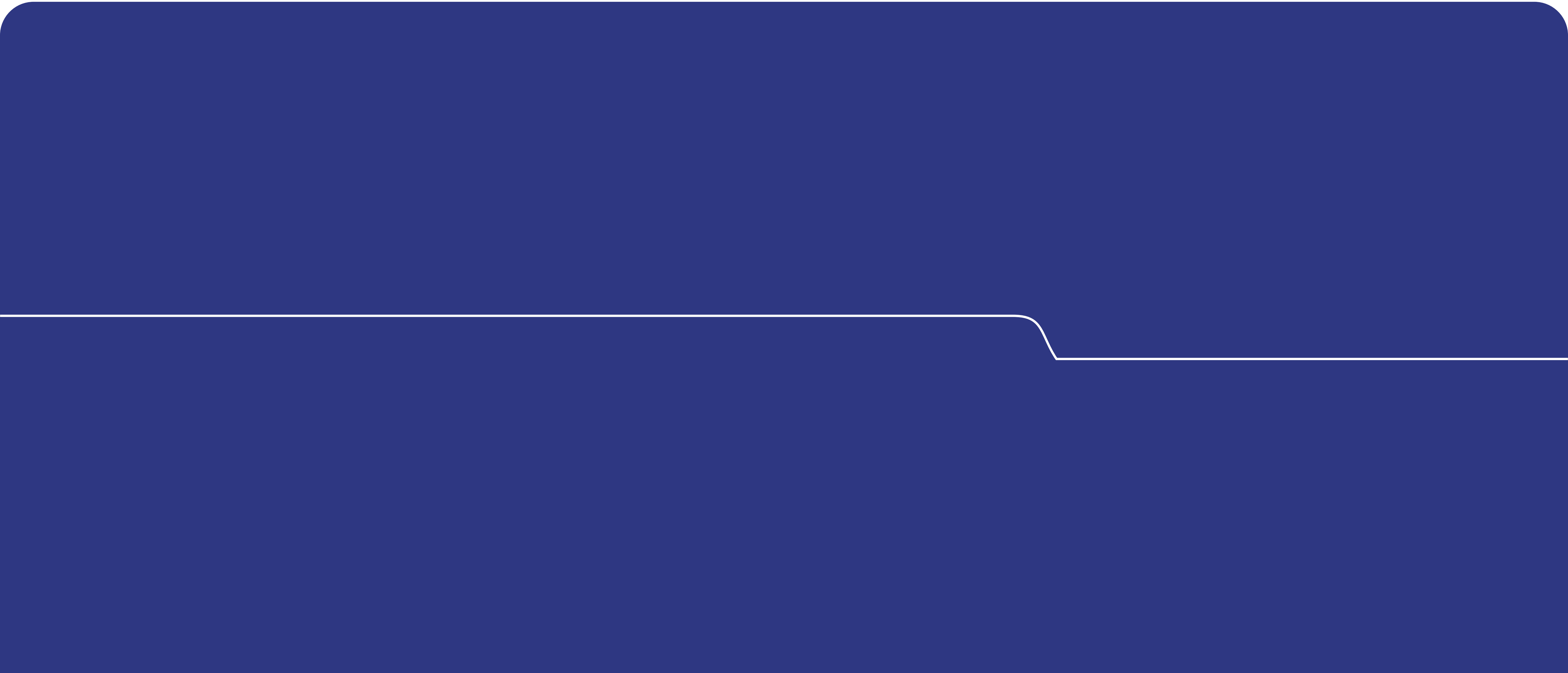


Ensure the shape extends to the edge of the composition or container.



Keep shapes in their original positions to maintain the pattern's structure and flow.

Learn how our signature shape can indent straight lines to accommodate text or create engaging negative space, enhancing the layout and adding a distinctive stylistic touch to our designs.



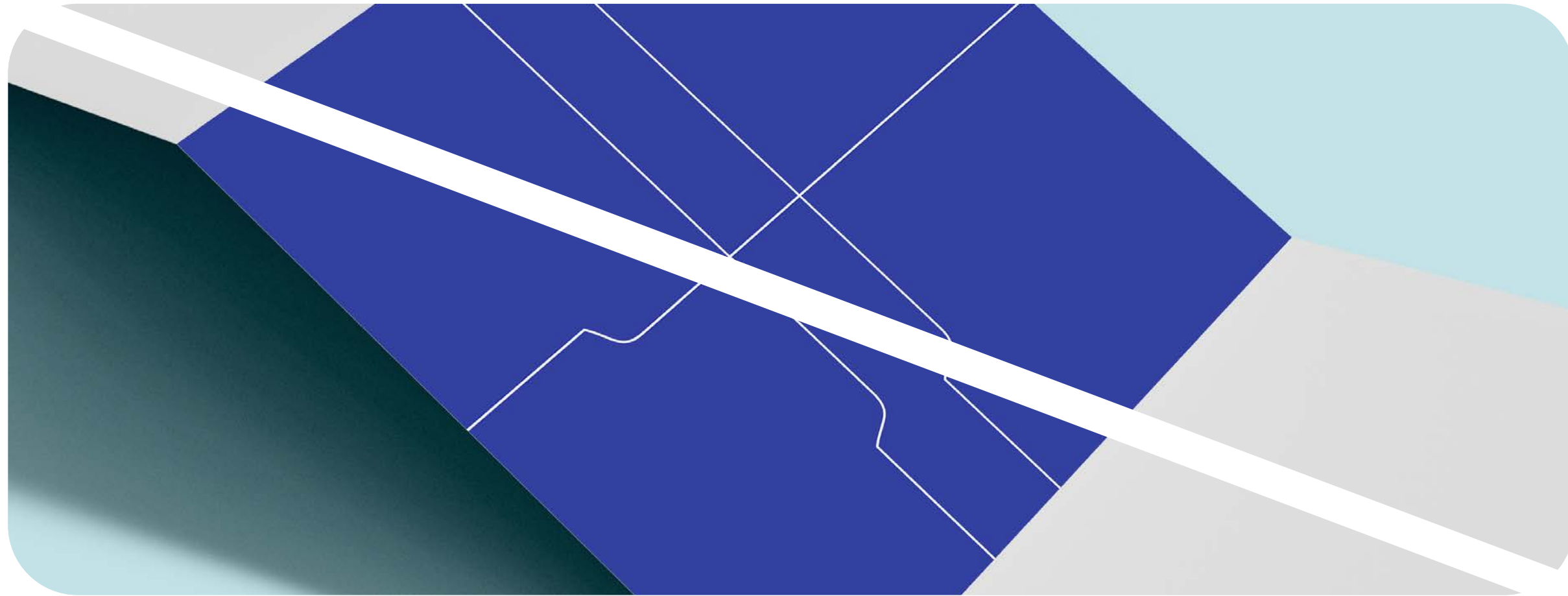
Explore how line indentation with our signature shape transforms layouts by integrating text and creating dynamic negative spaces, as demonstrated in these practical examples.



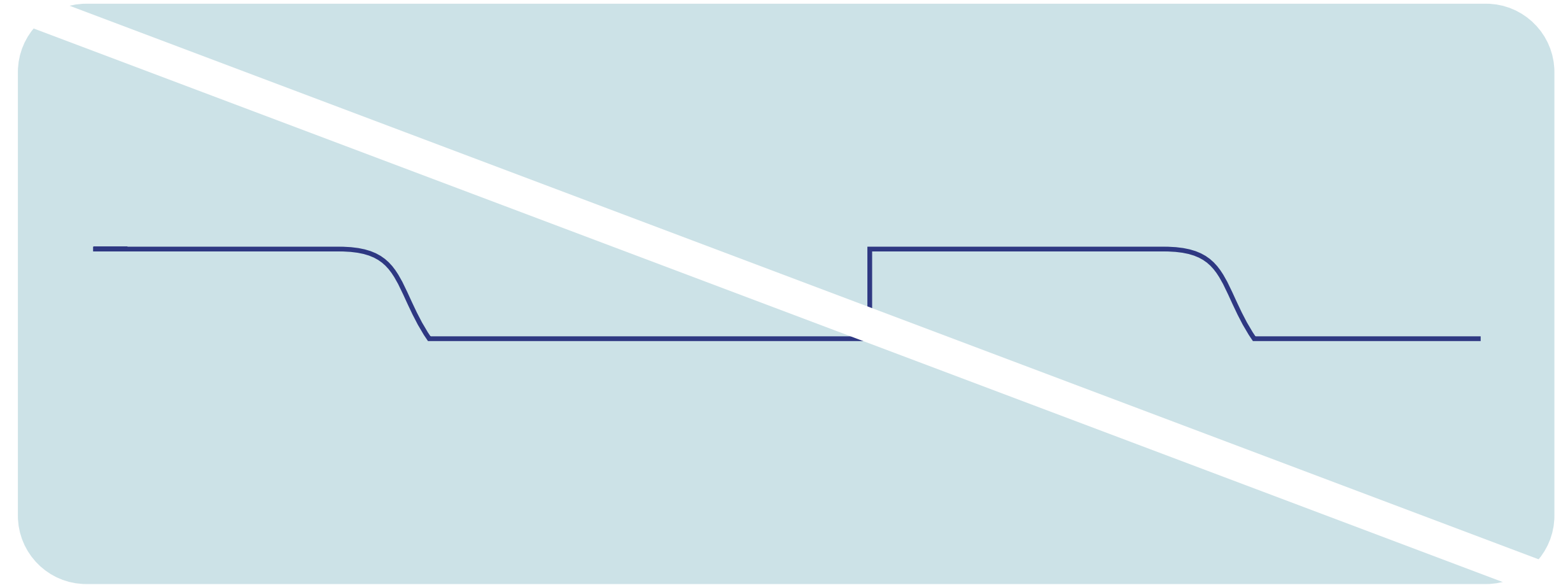
Graphical elements can overlay or frame photographs, adding depth and visual interest while enhancing narrative cohesion.

Graphical elements can encircle typography or stand alone as flat, either to emphasize key text or to maintain simplicity and balance in the layout.





Avoid overlapping indent lines to maintain clarity and structure in the design.



Limit each line to a single indent to ensure visual simplicity and effectiveness.



Ensure text does not overlap with the indent to preserve readability and neatness.



Do not alter the shape of the indent to keep a consistent and professional appearance.

Discover the application of our signature shape to indent rectangles, enhancing our layouts by integrating structured text blocks and creating visually appealing negative spaces. This section showcases practical examples of how shape indentation can be utilized to refine and elevate our design elements.



Graphical Assets

Shape
Indentation
Examples

Explore these examples to see how shape indentation effectively utilizes rectangles to organize text and add visual interest, demonstrating the versatility and impact of this design technique in our communications.



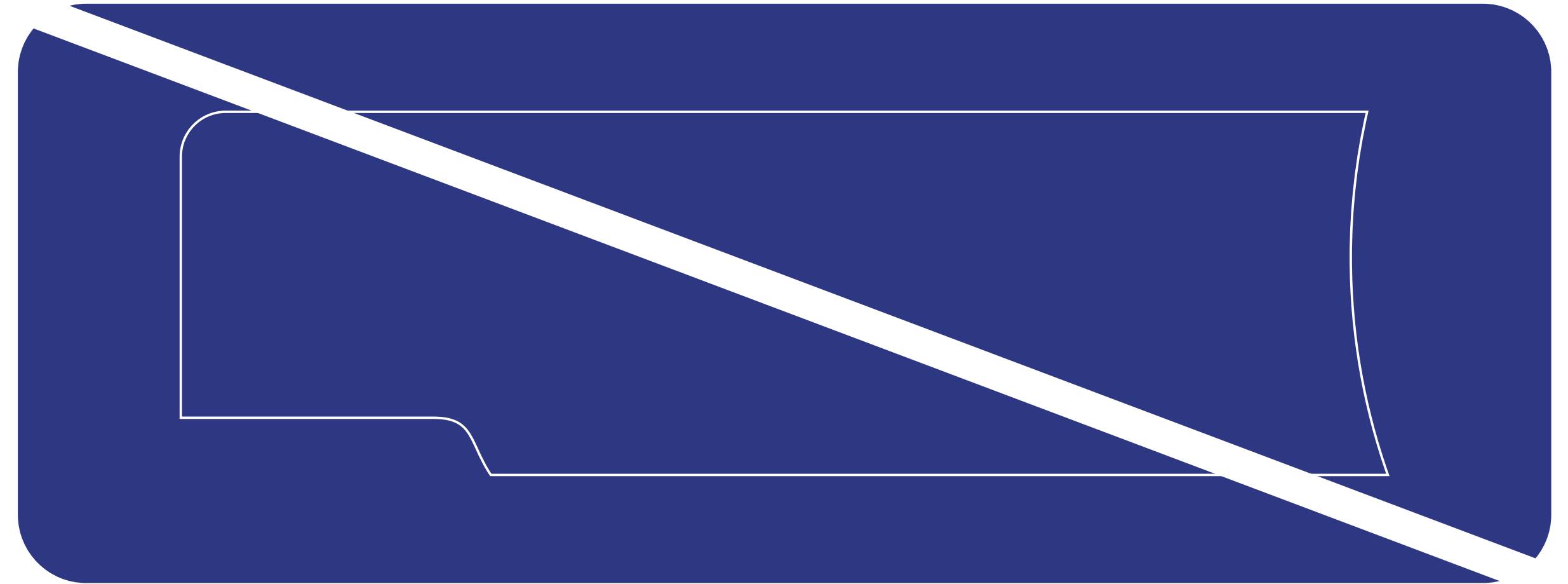
Graphical elements can overlay or frame photographs, adding depth and visual interest while enhancing narrative cohesion.

Graphical elements can encircle typography or stand alone as flat, either to emphasize key text or to maintain simplicity and balance in the layout.

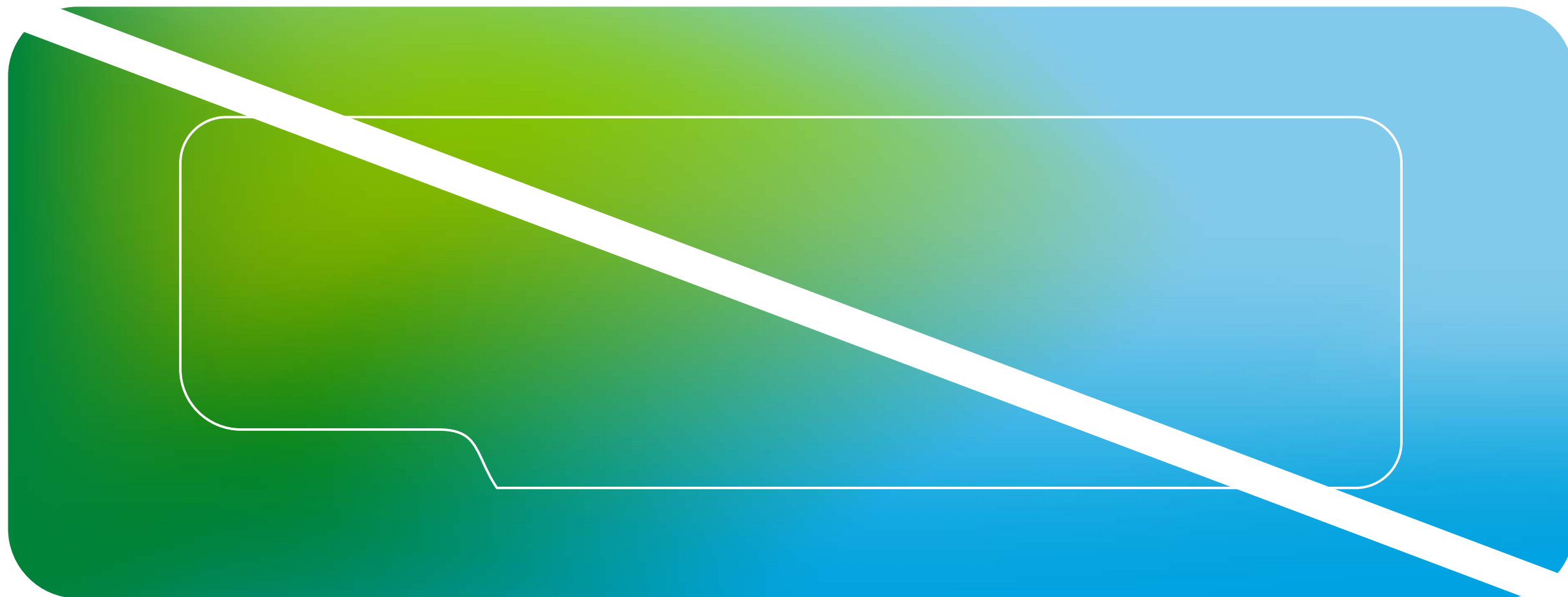




Ensure each shape contains only one indent to maintain design simplicity and focus.



Ensure that shapes creating indentations are always rounded corner rectangles.



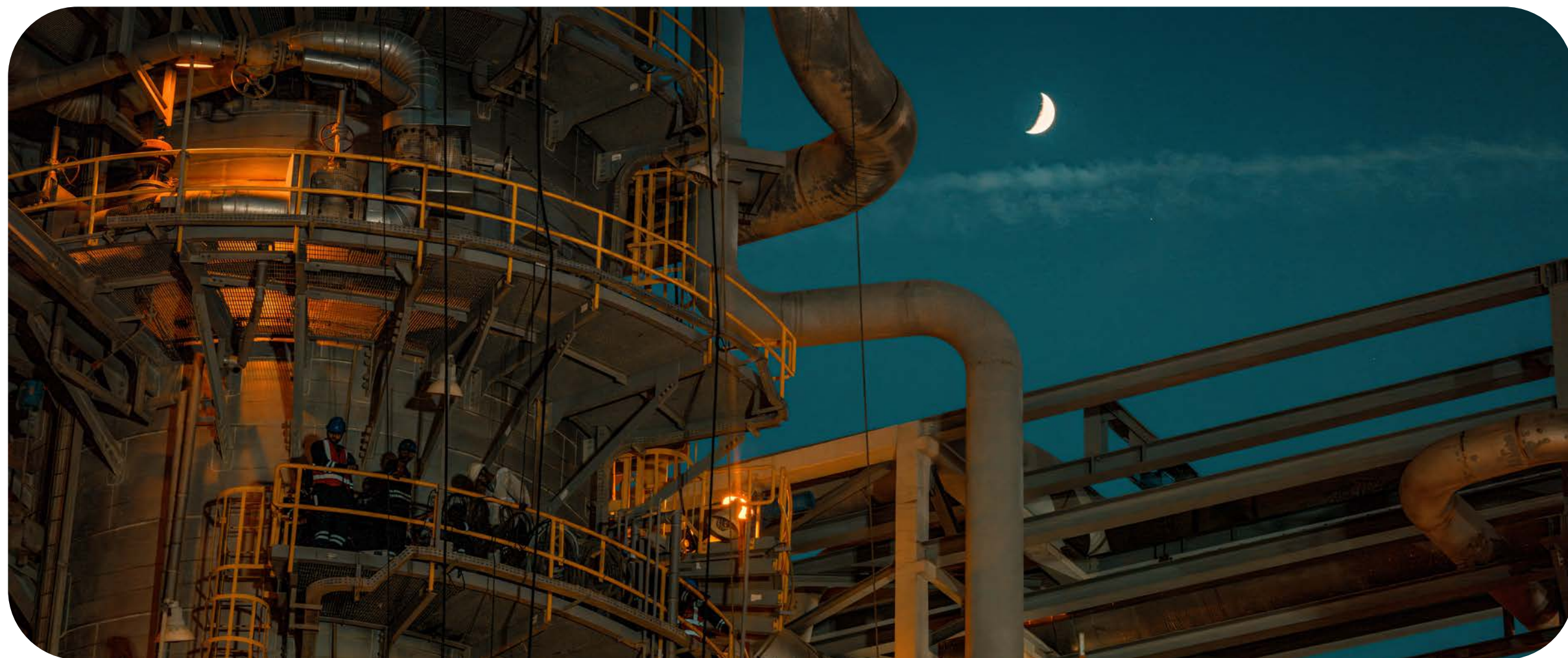
Keep indent corners sharp to preserve the design's geometry.



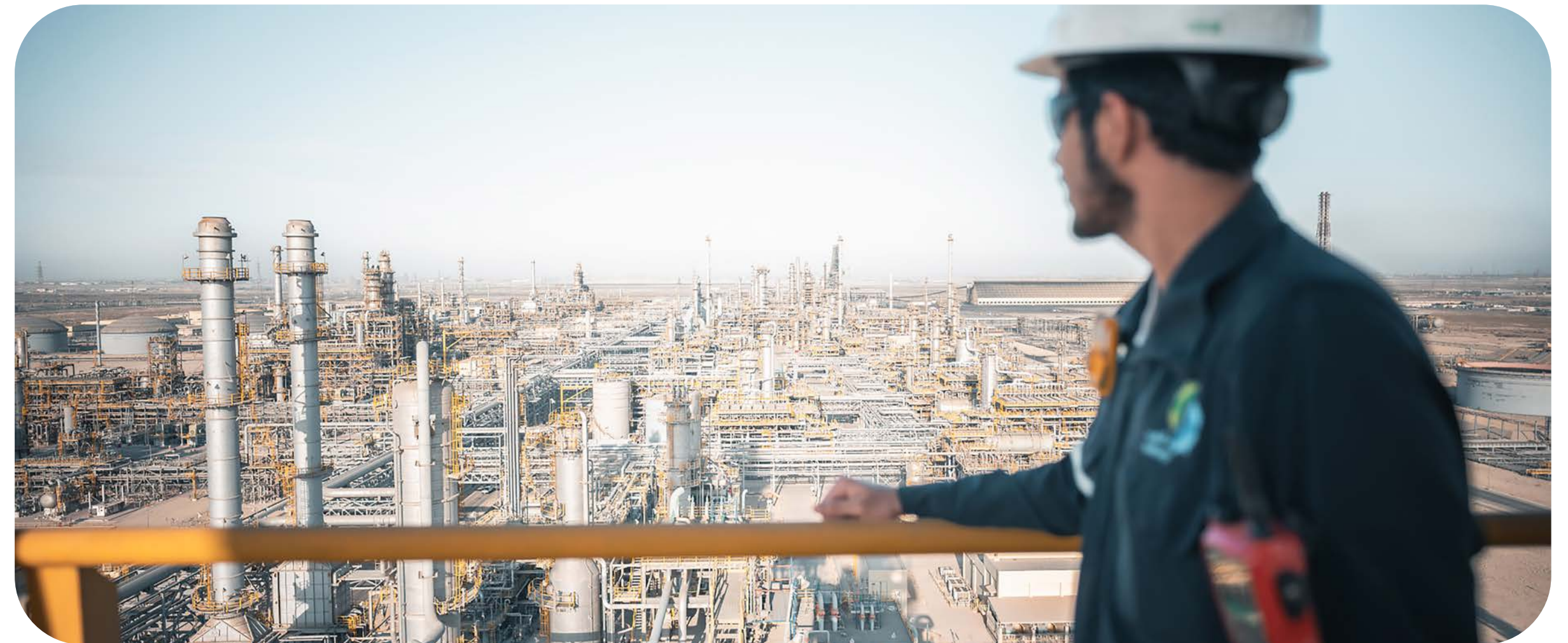
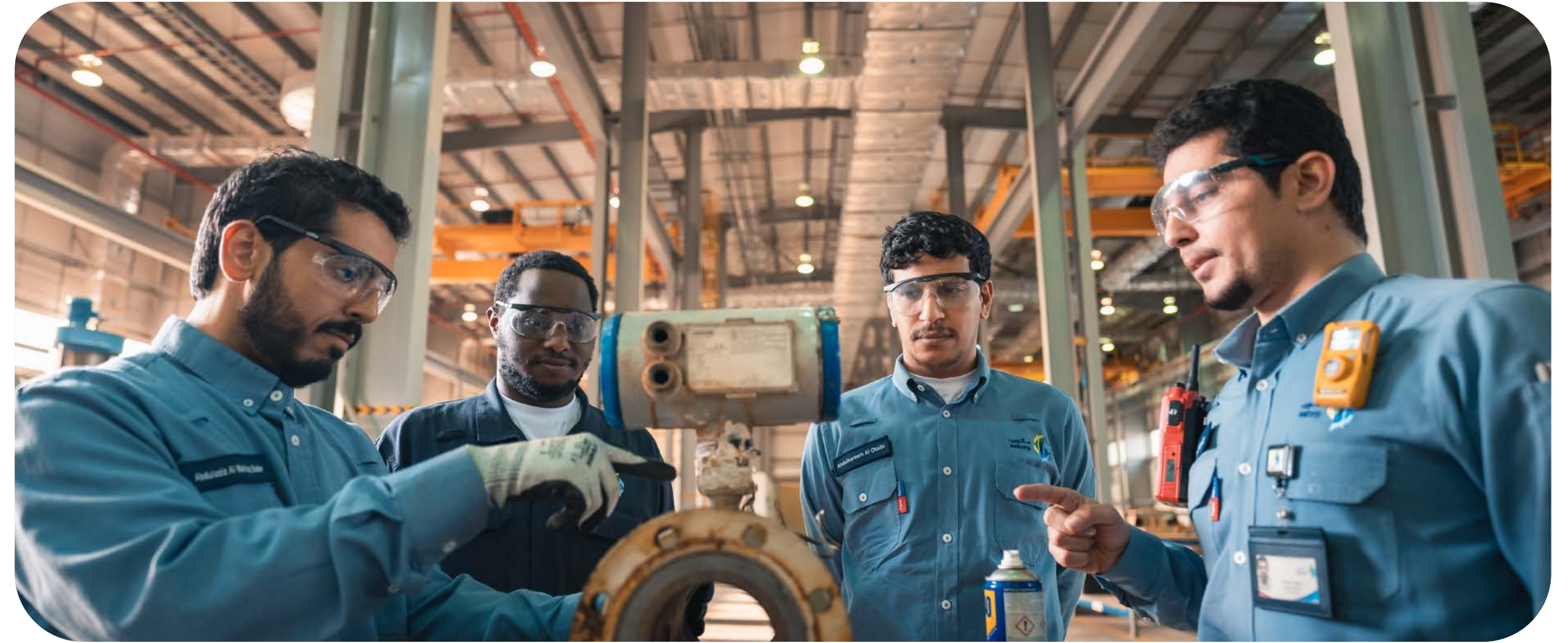
Do not alter the shape of the indent to maintain the integrity and continuity of the design style.

Photography

Capture the innovations and technological advancements of SATORP's facilities. Images should highlight the scale, efficiency, and modernity of our operations, showcasing cutting-edge equipment and clean, well-maintained environments.



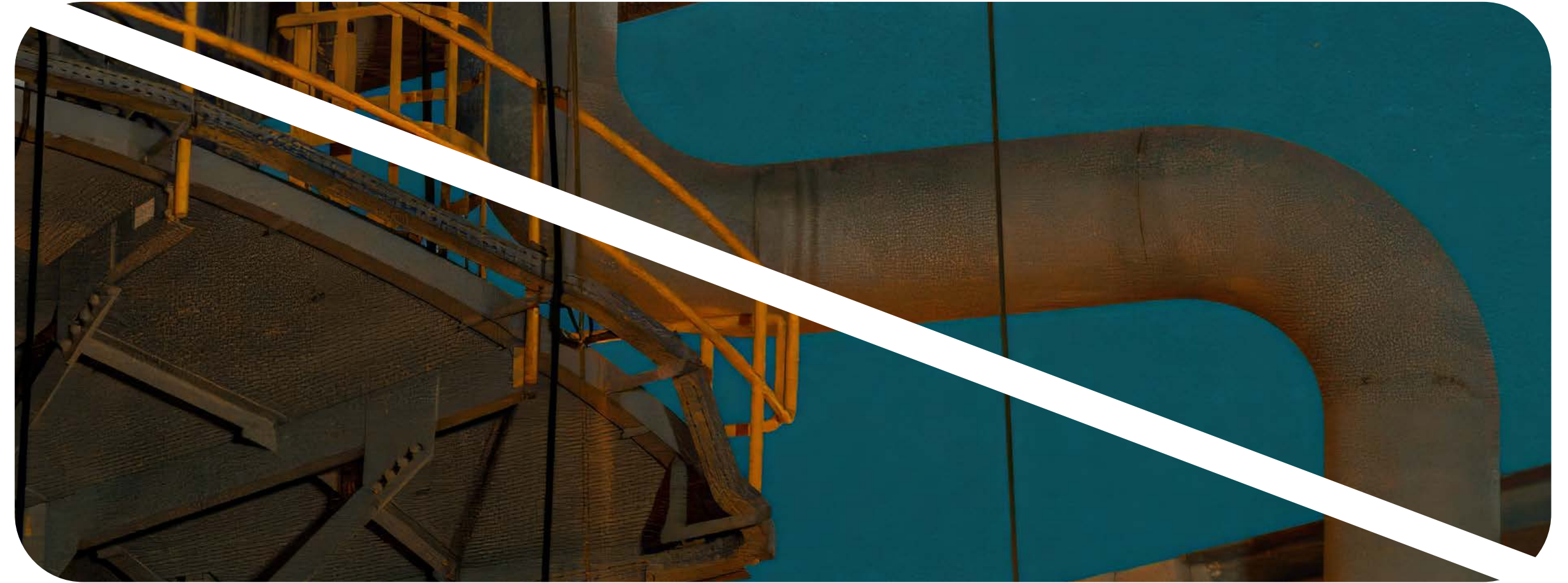
Photographs of our staff should emphasize teamwork, diversity, and expertise. Show our people in action, engaging in their tasks with a sense of pride and professionalism, reflecting the collaborative spirit of SATORP.



Explore the core principles essential for preserving the integrity of the SATORP brand. This guide provides clear rules for all your branding efforts, ensuring consistency across every interaction.



Don't apply block color filters on images.



Don't show close-ups of any machinery without context or added value.



Don't use stock imagery that clearly doesn't represent SATORP.



Don't apply gradient filters on images.

Marketing Examples



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satorp

Innovation in Every Molecule



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Enhanced.

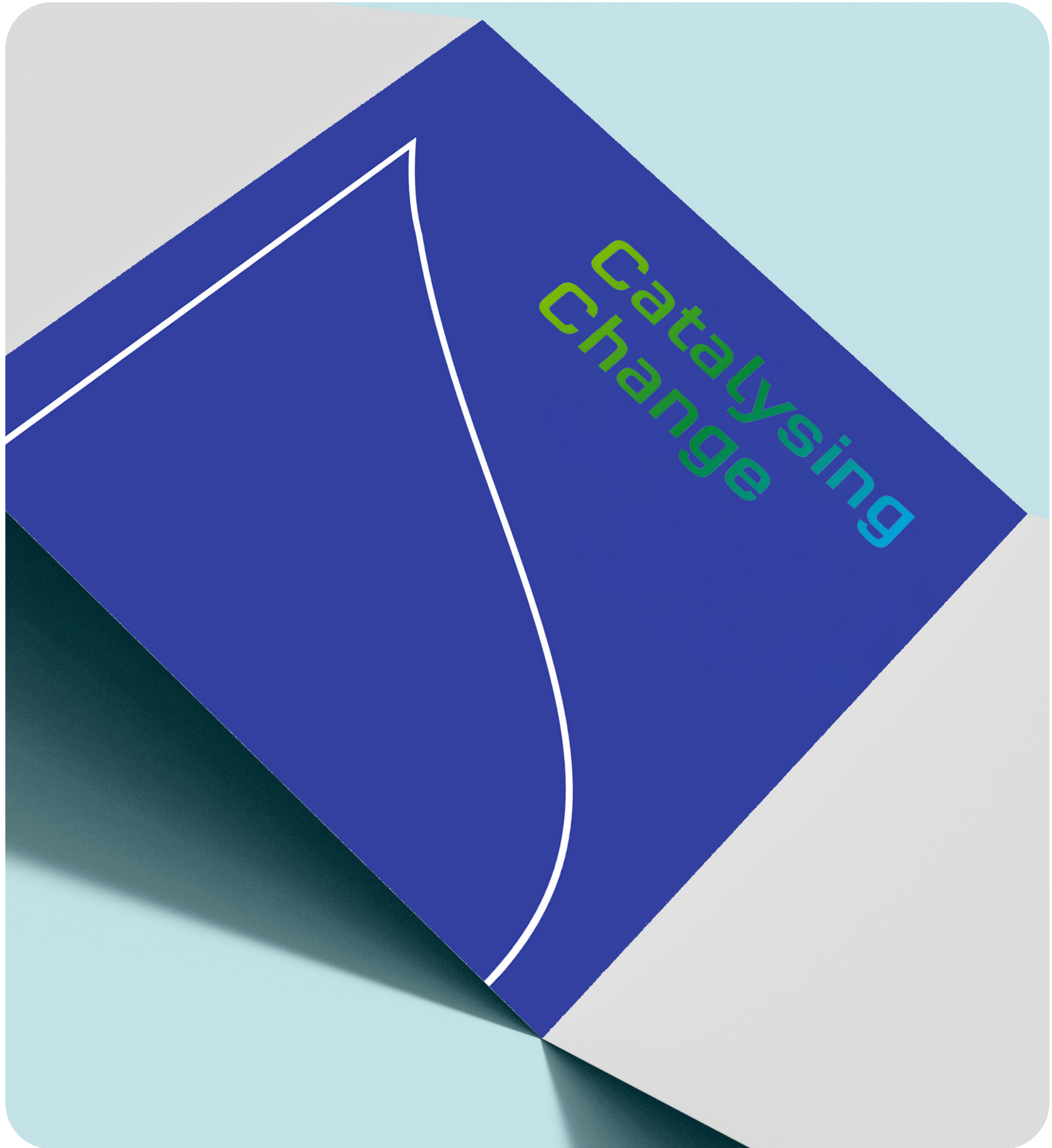
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Thank You