SECTION 01
OUR BRAND

THE IMPORTANCE OF BRAND GUIDELINES 01
OUR GUIDING PRINCIPLE 02
OUR VISION 03
OUR MISSION 04
OUR CORE PURPOSE 05
OUR CORE VALUES 06
OUR BRAND PROMISE 07
OUR BRAND PERSONALITY 08
OUR TAGLINE 09
OUR TONE OF VOICE 10

SECTION 02
OUR BRAND MARQUE

BUILDING THE BRAND 12
THE BRAND MARQUE 13
PRIMARY BRAND MARQUE (Dual) 14
SECONDARY BRAND MARQUE (English) 15
SECONDARY BRAND MARQUE (Arabic) 16
BRAND MARQUE VARIATIONS 17
CLEARANCE 18
INCORRECT USAGE 19
MINIMUM SIZE 20
BRAND SUPER GRAPHIC 21

SECTION 03
TYPOGRAPHY

ENGLISH TYPEFACE (External/Designed Communication) 23
ENGLISH TYPEFACE SIZES AND WEIGHTS (Internal/Non-designed Communication) 24
ARABIC TYPEFACE (External/Designed Communication) 25
ARABIC TYPEFACE SIZES AND WEIGHTS (Internal/Non-designed Communication) 26

SECTION 04
COLOUR PALETTE

PRIMARY COLOUR PALETTE (Coated) 28
PRIMARY COLOUR PALETTE (Uncoated) 29

SECTION 05
PHOTOGRAPHIC STYLE

PEOPLE 31
INDUSTRIAL 32
OMAN 33

SECTION 06
PAPER STOCKS

PAPER STOCKS (Stationery & Corp Literature) 35

SECTION 07
STATIONERY

BILINGUAL BUSINESS CARD 37
LETTERHEAD 38
CONTINUATION SHEET 39
COMPLIMENT SLIP 40
MEMO TEMPLATE 41
DL ENVELOPE 42
C5 ENVELOPE 43
C4 ENVELOPE 44
C3 ENVELOPE 45

SECTION 08
PRINTED COLLATERAL

PRESS FOLDER 47
CD COVER & STICKER 48
CERTIFICATE TEMPLATE 49
A5 NOTEPAD 50
BAG 51

SECTION 09
CORPORATE LITERATURE

BROCHURE TEMPLATE 59-53
ADVERT TEMPLATE (Landscape) 60
ADVERT TEMPLATE (Portrait) 61
DL FLYER (Portrait) 62
A4 NEWSLETTER (Portrait) 63
A2 POSTER (Portrait) 64

SECTION 10
EVENT COLLATERAL

POP-UP TEMPLATE 66
ROLL-UP TEMPLATE 67
PRESS PANEL TEMPLATE 68
A5 INVITATION 69
A5 INVITATION ENVELOPE 70

SECTION 11
MERCHANDISE

CAPS 72
BLUE T-SHIRT 73
ORANGE T-SHIRT 74
BLUE POLO SHIRT 75
ORANGE POLO SHIRT 76
MUGS 77
PENS 78

SECTION 12
UNIFORM

HARD HAT 80
OVERALLS 84-81
LAB COAT 85
LADIES TROUSERS 86
TECHNICIAN UNIFORM 88-87
LANYARDS 91-89
EMPLOYEE NAME BADGE 92

SECTION 13
EVENT COLLATERAL

4X4 BLUE PAJERO 94
4X4 ORANGE PAJERO 95

SECTION 14
OFFICE BRANDING

RECEPTION 97
GLASS PANELS 98
WORK STATION 99
WAYFINDING 100

SECTION 15
DIGITAL

EMAIL SIGNATURE (Option 01) 102
EMAIL SIGNATURE (Option 02) 103
ENGLISH TYPEFACE SIZES AND WEIGHTS FOR EMAIL 104
ARABIC TYPEFACE SIZES AND WEIGHTS FOR EMAIL 105
POWERPOINT (Cover) 106
POWERPOINT (Template) 107
POWERPOINT (Section Divider Templates) 108
THE IMPORTANCE OF BRAND GUIDELINES

THE GOAL OF A BRAND GUIDELINE IS TO PROTECT THE STRENGTH OF YOUR BRAND SO THAT YEAR AFTER YEAR IT WILL CONTINUE TO CREATE VALUE FOR YOUR COMPANY AND YOUR EMPLOYEES.

THIS BRAND GUIDELINE IS INTENDED TO TEACH BRAND MANAGERS, EMPLOYEES AND DESIGN AGENCIES HOW TO CONSISTENTLY APPLY THE BRAND. IT DOES THIS BY EXPLAINING THE IMPORTANCE OF YOUR BRAND AND DESCRIBING IN DETAIL HOW TO CORRECTLY IMPLEMENT THE ELEMENTS OF THE BRAND.

ULTIMATELY YOUR BRAND IS ONE OF YOUR MOST IMPORTANT ASSETS. IT IS ESSENTIAL THAT EVERYONE UNDERSTANDS THE VALUE OF YOUR BRAND AND KNOWS HOW TO APPLY IT CONSISTENTLY ACROSS EVERY TOUCHPOINT.
OUR GUIDING PRINCIPLE
ENGAGE. CREATE. DELIVER.

WHAT DOES IT MEAN TO BE ‘ENGAGING’?
People and companies with an engaging personality are charming and attractive. Engaging people tend to be appealing, likeable and captivating. They have the ability to hold the attention of the room, whilst delivering information which is relevant to the task at hand.

WHAT DOES IT MEAN TO BE a ‘CREATOR’?
A person or thing that brings something into existence. The creator is someone who always adds value. Creators can’t help but succeed. Whether at a macro or micro level, building wealth requires having the mindset of a creator.

WHAT DOES IT MEAN TO BE a ‘DELEIVERER’?
A person who acts rather than merely talking or thinking. People who are capable and passionate about delivering are a rare breed. This trait demands meticulous attention to detail, and drive to achieve a defined goal and pride in the output of the task at hand.

To a degree, it requires one to be tenacious in all aspects of one’s daily drive for excellence.
OUR VISION

TO BE RECOGNISED AS A WORLD-CLASS REFINERY BUSINESS, DELIVERING QUALITY OIL PRODUCTS ACROSS THE WORLD, DRIVING DUQM’S GROWTH AND OMAN’S PROSPERITY.
**OUR MISSION**

**IN ORDER TO ACHIEVE OUR VISION, OUR MISSION IS:**

1. To provide our products safely, efficiently and in an environmentally conscious manner
2. To pursue excellence in every facet of the business
3. To deliver the finest quality products
4. To become an instrumental contributor to regional development
5. To provide employment opportunities by developing and implementing world-class training and career development programmes.
OUR CORE PURPOSE
TO ENABLE GROWTH, CREATE OPPORTUNITY AND DELIVER SHAREHOLDER VALUE.
OUR CORE VALUES
WE BELIEVE IN...

TEAMWORK
RESPECT
INTEGRITY
PROFESSIONALISM
OUR BRAND PROMISE

DELIVER.

To translate this promise into meaningful actions, we have articulated the following 5 Service Values:

1. We promise more effective, safe and environmentally conscious execution that saves time and money
2. We promise high-quality products and services benchmarked against industry best-practice
3. We promise sustainable economic returns for all stakeholders
4. We promise superior service based on our customers’ definition of ‘excellence’
5. We promise exceptional employee management across recruitment, training and development.
OUR BRAND PERSONALITY

WE ARE...

COLLABORATIVE

BEST-IN-CLASS

INTELLIGENT

FOCUSED
OUR TAGLINE
FUELLING PROSPERITY.
BUILDING LEGACIES.

PROSPERITY
- Prosperity is the state of flourishing, thriving and good fortune.
- Prosperity encompasses wealth but also includes other factors such as happiness and health.

LEGACY
- Legacy is about life and living. It’s about learning from the past, living in the present, and building for the future.
- Your legacy is putting your stamp on the future. Here's our contribution to Oman’s future.

IMPORTANT
- The tagline should never feature directly with or alongside the brand identity.
- If the tagline features on the same design it should never be used larger than the brand identity typography.
- When the brand tagline is used on its own without the brand identity, the size is flexible.
- For examples of correct usage please see the brand collateral samples.
OUR TONE OF VOICE

A DISTINCT TONE OF VOICE IS ESSENTIAL IF A COMPANY IS TO BE HEARD PROPERLY. IT MEANS THE BRAND CAN ACCURATELY EXPRESS ITSELF THROUGH LANGUAGE, SEPARATING IT FROM OTHERS AND BUILDING TRUST WITH STAKEHOLDERS AND PARTNERS.

OUR TONE OF VOICE IS CONFIDENT, PROUD AND FOCUSED. WE WILL BE A LEADER IN OUR FIELD, A BENCHMARK FOR THE INDUSTRY.

Sample copy

Duqm Refinery & Petrochemical Industries Company LLC (DRPIC) is a major new greenfield refinery strategically located near Duqm Port on the south eastern coast of the Sultanate of Oman. It represents one of Oman’s most significant undertakings to date in the energy field and will ensure that the country remains a market leader in petrochemical refinement for decades to come.

A joint venture between the state-owned Oman Oil Company (OOC) and the International Petroleum Investment Company (IPIC), the refinery has the capacity to process around 230,000 barrels per day from a variety of crude mixtures. Among its many state of the art features, it boasts the largest single train unit hydrocracker in the world, designed to produce 74,000 Bpsd.

The refinery is situated on a 900 hectare site just north of the Port of Duqm. The Duqm area has been earmarked as Oman’s next industrial and economic hub, to be known as the Special Economic Zone (SEZ). Duqm Refinery is the cornerstone of this undertaking. Over the next 15 years, up to 15$ billion will be invested in infrastructure development in and around the port in order to create a world-class industrial zone, with the production of petrochemicals as its central function. When finished the SEZ will be the largest development of its kind in the Middle East and North Africa.
BUILDING THE BRAND

THE VISUAL THOUGHT

‘CONSISTENCE EXCELLENCE’
A ‘tick’ is an internationally recognised symbol for quality and approval. The ‘tick’ symbol is inspired by the shape of the Omani coastline. Multiple ticks suggest ‘Consistent Excellence’.

STEP 01
We take this idea of ‘Consistent Excellence’ and form a new symbol. The marque begins life as a single diagonal line. This line is then reflected and extended upwards to form a single tick.

STEP 02
The step is repeated for a second time. The repetition and extension of the lines suggest growth and development.

STEP 03
The step is then repeated for a third time. Finally, the brand icon is complete.
THE BRAND MARQUE

BASIC ELEMENTS

In this guideline, we use the term ‘BRAND MARQUE’ to refer to the ‘ICON’ used collectively with the ‘WORD MARQUE’ It is critical that the consistency of the marque is maintained and guarded in all its manifestations.

The two elements combined are referred to as the ‘BRAND MARQUE’
PRIMARY BRAND MARQUE
DUAL LANGUAGE

Our primary marque is a bespoke cut marque which expresses the Duqm Refinery brand across all media expressions. This brand marque should be used across all collateral targeted at English and Arabic speaking audiences.

PLEASE NOTE: It is critical that the consistency of the marque is maintained and guarded in all its manifestations. The marque, should always be reproduced in full colour, except when it appears on a coloured background or when production is limited. Please refer to page 17 to view brand marque variations.
SECONDARY BRAND MARQUE

ENGLISH

When targeting an English speaking market the English version of the marque can be used. This version will only be utilised in exceptional circumstances. Our preference is to use the dual language marque.
SECONDARY BRAND MARQUE

ARABIC

When targeting an Arabic speaking market the Arabic version of the marque can be used. This version will only be utilised in exceptional circumstances. Our preference is to use the dual language marque.

PLEASE NOTE: It is critical the consistency of the marque is maintained and guarded in all its manifestations. The marque, should always be reproduced in full colour, except when it appears on a coloured background or when production is limited. Please refer to page 17 to view brand marque variations.
BRAND MARQUE VARIATIONS

The brand marque variations extend the primary marque to accommodate a wider range of media formats or scenarios.

FULL COLOUR

MONO

MONO REVERSED

MONO REVERSED
CLEARANCE
SPACE TO BREATHE

Our brand needs ample space to express itself. The diagram below should explain this simply using once the X height of the ‘ICON’ as a gauge.
INCORRECT USAGE

Our brand marque should be treated with respect and remain legible at all times. Here are a few examples of what NOT to do with our marque. All brand marque artwork should be supplied and not created from scratch.

**X PLEASE DO NOT**
- Reposition the brand ‘ICON’
- Compromise legibility
- Squash the brand marque
- Add a drop shadow to the brand marque

**X PLEASE DO NOT**
- Stretch the brand marque
- Alter the size of the ‘ICON’
- Alter the orientation of the brand marque
- Alter the brand marque colours
- Outline the brand marque
MINIMUM SIZE

The brand marque lock-up can appear at a minimum size of 25mm on printed collateral and advertising, to maintain legibility.

Please note: It is critical the consistency of the marque is maintained and guarded in all its manifestations. The marque, should always be reproduced in full colour, except when it appears on a coloured background or when production is limited. Please refer to page 17 to view brand marque variations.
The brand super graphic should be used as a secondary brand graphic across selected Duqm collateral. The usage of the super graphic is at the designer’s discretion. It should NEVER be the dominant element to any design.
ENGLISH TYPEFACE
EXTERNAL/DESIGNED COMMUNICATIONS

All English external/designed communications use the Avenir font family. It is a timeless sans-serif typeface recognised for its strength and readability.

**AVENIR**

45 BOOK

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG
the quick brown fox jumped over the lazy dog

55 ROMAN

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG
the quick brown fox jumped over the lazy dog

65 Medium

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG
the quick brown fox jumped over the lazy dog

85 Heavy

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG
the quick brown fox jumped over the lazy dog

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG
the quick brown fox jumped over the lazy dog
ENGLISH TYPEFACE SIZES AND WEIGHTS
INTERNAL/NON-DESIGNED COMMUNICATIONS

All internal/non-designed English communications use the Arial font family i.e email, PowerPoint presentations & fax for example

HEADLINE - FONT & SIZE
ARIAL BOLD - 12 PTS

SUBHEAD - FONT & SIZE
ARIAL BOLD - 11 PTS

BODY TEXT FONT & SIZE
ARIAL REGULAR - 11 PTS

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG

the quick brown fox jumped over the lazy dog

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG

the quick brown fox jumped over the lazy dog
ARABIC TYPEFACE
EXTERNAL/DESIGNED COMMUNICATIONS

All external/designed Arabic designed communications use the GE Dinar font family. It compliments the Avenir font family.

GE SS TWO
Light

نص حكيم له سر قاطع وذو شأن عظيم مكتوب على ثوب أخضر ومغلف بجلد أزرق

GE SS TWO
Medium

نص حكيم له سر قاطع وذو شأن عظيم مكتوب على ثوب أخضر ومغلف بجلد أزرق

GE SS TWO
Bold

نص حكيم له سر قاطع وذو شأن عظيم مكتوب على ثوب أخضر ومغلف بجلد أزرق
ARABIC TYPEFACE SIZES AND WEIGHTS
INTERNAL/NON-DESIGNED COMMUNICATIONS

All Arabic internal/non-designed communications use the system font Arial (OTF).

**HEADLINE - FONT & SIZE**
ARIAL BOLD - 12 PTS

**SUBHEAD - FONT & SIZE**
ARIAL BOLD - 11 PTS

**BODY TEXT FONT & SIZE**
ARIAL REGULAR - 11 PTS

نص حكيم له سر قاطع وذو شأن عظيم مكتوب على ثوب أخضر ومغلف بجلد أزرق

نص حكيم له سر قاطع وذو شأن عظيم مكتوب على ثوب أخضر ومغلف بجلد أزرق
## PRIMARY COLOUR PALETTE

### COATED

<table>
<thead>
<tr>
<th>Colour</th>
<th>Pantone® Roll No.</th>
<th>CMYK Values</th>
<th>RGB Values</th>
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<tr>
<td><strong>Pantone® 3005 C</strong></td>
<td></td>
<td>C:100 M:45 Y:02 K:00</td>
<td>R:00 G:117 B:201</td>
</tr>
<tr>
<td><strong>Pantone® Orange 172 C</strong></td>
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<td>R:240 G:76 B:35</td>
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<tr>
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<td>R:77 G:77 B:79</td>
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<tr>
<td><strong>Pantone® 877 C</strong></td>
<td></td>
<td>Special Colour*</td>
<td>Silver Metallic</td>
</tr>
<tr>
<td></td>
<td></td>
<td>C:00 M:00 Y:00 K:45</td>
<td>R:156 G:158 B:161</td>
</tr>
</tbody>
</table>

Special Colour* to be used for special event collateral.
PRIMARY COLOUR PALETTE
UNCOATED

Pantone® 3005 U
C:89 M:49 Y:00 K:00
R:00 G:117 B:201

Pantone® Orange 172 U
C:00 M:75 Y:70 K:00
R:255 G:103 B:76

Pantone® Process Blk U
C:00 M:00 Y:00 K:85
R:77 G:77 B:79

Pantone® Process Blk U
C:00 M:00 Y:00 K:45
R:156 G:158 B:161

Pantone® 877 U
Special Colour*
Silver Metallic
*To be used for special event collateral
PEOPLE
CANDID & ENGAGING

Candid natural shots of employees which illustrate the guiding principle Engage. Create. Deliver. Full colour and black & white photography.
INDUSTRIAL
DYNAMIC & VIBRANT

Imagery should be taken from interesting angles, showcasing the scale of operations. Full colour and black & white photography.
OMAN
SCENIC

Imagery should illustrate the beauty of Oman. Full colour and black & white photography.
PAPER STOCKS

STATIONERY & CORPORATE LITERATURE

Uncoated Option
For stationery & corporate literature.

Option 1 – Stock
Mohawk* Superfine Ultra White Smooth.

Paper weights recommended for stationery:
Letterhead 100gsm, Envelope 216gsm,
Business Card 352gsm.

* Please visit the Mohawk web site to see a full list of the green credentials of this range of paper. www.mohawkpaper.com.

Coated Option
For corporate literature.

Stock
Scheufelen Papers – Heaven 42*
Absolutewhite, Soft Matt Coated.

Paper weights available:
115g/m², 150g/m², 170g/m²,
250g/m² & 300g/m².

* Please visit the Scheufelen web site to see a full list of the green credentials of this range of paper. www.scheufelen.com.
BILINGUAL BUSINESS CARD

TRIM SIZE
85mm x 55mm

PRINT
2 Spot (3005 U & Orange 172 U)
+ Process Black U (45% & 85%)

STOCK & WEIGHT
Mohawk Superfine UW Smooth – 352gsm

FINISHES
Embossing (web address)

PLEASE NOTE: Do not attempt to recreate artwork from scratch. Please use supplied artwork templates.
Dear Mr Ahmed Nasir

[Long, bulleted text that is not transcribed]

Kind Regards

[Signatures]

Name of Recipient

Address Line 01 to go here

Address Line 01 to go here

PO Box 0000, Duqm

Sultanate of Oman

© DUQM REFINERY 2014

All RIGHTS RESERVED
CONTINUATION SHEET

TRIM SIZE
A4 – 210mm x 297mm

PRINT
2 Spot (3005 C & Orange 172)
+ Process Black (45% & 85%)

STOCK & WEIGHT
Mohawk Superfine UW Smooth – 100gsm

PLEASE NOTE: Do not attempt to recreate artwork from scratch. Please use supplied artwork templates.
COMPLIMENT SLIP

TRIM SIZE
A4 – 210mm x 99mm

PRINT
2 Spot (3005 C & Orange 172)
+ Process Black (45% & 85%)

STOCK & WEIGHT
Mohawk Superfine UW Smooth – 100gsm

PLEASE NOTE: Do not attempt to recreate artwork from scratch. Please use supplied artwork templates.
MEMO TEMPLATE
TRIM SIZE
A4 – 210mm x 297mm
PRINT
2 Spot (3005 C & Orange 172) + Process Black (45% & 85%)
STOCK & WEIGHT
Mohawk Superfine UW Smooth – 100gsm

PLEASE NOTE: Do not attempt to recreate artwork from scratch. Please use supplied artwork templates.
DL ENVELOPE

FOLDED SIZE
220mm x 110mm

PRINT
2 Spot (3005 C & Orange 172)
+ Process Black (45% & 85%)

STOCK & WEIGHT
Mohawk Superfine UW Smooth – 216gsm

PLEASE NOTE
Do not attempt to recreate artwork from scratch. Please use supplied artwork templates.
C5 ENVELOPE

FOLDED SIZE
162mm x 114mm

PRINT
2 Spot (3005 C & Orange 172)
+ Process Black (45% & 85%)

STOCK & WEIGHT
Mohawk Superfine UW Smooth – 216gsm

PLEASE NOTE
Do not attempt to recreate artwork from scratch. Please use supplied artwork templates.
C4 ENVELOPE

FOLDED SIZE
229mm x 324mm

PRINT
2 Spot (3005 C & Orange 172) + Process Black (45% & 85%)

STOCK & WEIGHT
Mohawk Superfine UW Smooth – 216gsm

PLEASE NOTE: Do not attempt to recreate artwork from scratch. Please use supplied artwork templates.
C3 ENVELOPE

FOLDED SIZE
324mm x 45.8mm

PRINT
2 Spot (3005 C & Orange 172)
+ Process Black (45% & 85%)

STOCK & WEIGHT
Mohawk Superfine UW Smooth – 216gsm

PLEASE NOTE: Do not attempt to recreate artwork from scratch. Please use supplied artwork templates.
PRESS FOLDER

FOLDED SIZE
220mm x 307mm

PRINT
2 Spot (3005 C & Orange 172)
+ Process Black (45% & 85%)

STOCK & WEIGHT
Mohawk Superfine UW Smooth – 352gsm

PLEASE NOTE: Do not attempt to recreate artwork from scratch. Please use supplied artwork templates.
CD COVER & STICKER

COVER FOLDED SIZE
135mm x 135mm

PRINT
2 Spot (3005 C & Orange 172) + Process Black (45% & 85%)

STOCK & WEIGHT
Mohawk Superfine UW Smooth – 352gsm

STICKER SIZE
120mm x 120mm

PRINT
CMYK

STOCK & WEIGHT
CD STICKER PAPER

PLEASE NOTE: Do not attempt to recreate artwork from scratch. Please use supplied artwork templates.
CERTIFICATE OF ACHIEVEMENT

This certificate is awarded to ____________________________

for successfully completing ________________________________

President's Name to go Here
President

Vice President's Name to go Here
Vice President

PLEASE NOTE: Do not attempt to recreate artwork from scratch. Please use supplied artwork templates.
A5 NOTEPAD

FOLDED SIZE
A5 – 148.5mm x 210mm

PRINT
2 Spot (3005 C & Orange 172)
+ Process Black (45% & 85% & 15%)

STOCK & WEIGHT
Mohawk Superfine UW Smooth – 100gsm

FINISH
Ring bound or gummed

PLEASE NOTE: Do not attempt to recreate artwork from scratch. Please use supplied artwork templates.
BAG

FOLDED SIZE
280mm x 430mm

PRINT
2 Spot (3005 C & Orange 172)
+ Process Black (45% & 85% & 15%)

STOCK & WEIGHT
Mohawk Superfine UW Smooth – 352gsm

PLEASE NOTE: Do not attempt to recreate artwork from scratch. Please use supplied artwork templates.
PLEASE NOTE: Do not attempt to recreate artwork from scratch. Please use supplied artwork templates.
Please note: Do not attempt to recreate artwork from scratch. Please use supplied artwork templates.
MESSAGE FROM THE CHAIRMAN

Quo Catus et patis probatur luxue in rebus suis, ut in hactenus consistit. Habet autem munus vitae cupiditatis, et habet vacua quas hactenus sequuntur indules, seta.

15% Increase in Production

Quo Catus et patis probatur luxue in rebus suis, ut in hactenus consistit. Habet autem munus vitae cupiditatis, et habet vacua quas hactenus sequuntur indules, seta.

MESSAGE FROM THE CEO

Quo Catus et patis probatur luxue in rebus suis, ut in hactenus consistit. Habet autem munus vitae cupiditatis, et habet vacua quas hactenus sequuntur indules, seta.

Please note: Do not attempt to recreate artwork from scratch. Please use supplied artwork templates.
PLEASE NOTE: Do not attempt to recreate artwork from scratch. Please use supplied artwork templates.
BROCHURE TEMPLATE
INSIDE SPREAD

OUR VISION

QUO CATUS ET PATIS PRIDE LIAM LICAE ESNOS HORTES, VIR IA TESCIBULIUM CONFENA TABE RNINAM MANUM VER TE CONFICI TUSATUSSUL HOCUM MAXIMILICA NERUM QUASDAC IVILIUS, SENTIA. QUO CATUS ET PATIS. QUO CATUS ET PATIS PRIDE LIAM LICAE ESNOS HORTES, VIR I A TESCIBULIUM CONFENA TABE RNINAM

OUR MISSION

QUO CATUS ET PATIS PRIDE LIAM LICAE ESNOS HORTES, VIR IA TESCIBULIUM CONFENA TABE RNINAM MANUM VER TE CONFICI TUSATUSSUL HOCUM MAXIMILICA NERUM QUASDAC IVILIUS, SENTIA. QUO CATUS ET PATIS. QUO CATUS ET PATIS PRIDE LIAM LICAE ESNOS HORTES, VIR I A TESCIBULIUM CONFENA TABE RNINAM

PLEASE NOTE: Do not attempt to recreate artwork from scratch. Please use supplied artwork templates.
BROCHURE TEMPLATE
INSIDE SPREAD

OUR REFINERY

23.5% INCREASE IN PRODUCTION

QUO CATUS ET PATIS PRIDELIAM LICAE ES NOS HORTES,
VIR IA TESCIBULIUM CONFENA TABERNINAM MANUM VERTE
CONFICU TUSATSSUL, HOCUM MAXIMILICA NERUM QUAS
DAC IVLIUS, SENTIA. OS, QUE NOS, NIENSUS.

DUQM REFINERY

PLEASE NOTE: Do not attempt to recreate artwork from scratch. Please use supplied artwork templates.
BROCHURE TEMPLATE
BACK COVER
ADVERT TEMPLATE
LANDSCAPE

HEADLINE TO GO HERE
SUB-HEADLINE TO GO HERE
Sub-headline to go here

Abo. Dandernatur! Quibus, samentem inullor ecusamuri fugit volupti ut fugias nos dolupta dest eos eici blabore pe voluptas versus. Illoquias maximi, vere vereic tet omnihit pe venis et aborae dolupia dolore repria incid rerum que voluptuasam, alqui cum fugit fuga. Aspient otquetantio.

Dissumqui deribusame sin nihicus aut eis sincipis as constet, od unda cons ecquae et officiat ommod quid eos eamno quo sediendis nos doluptatus sit aut aut facem aut volupti aut quod. Ex non rem dolaut accabo.

Itatia duolum rerferum faciodeset aut hit eos recte. Pe nos volupmque offici ipo vel eveliese voliurum volupta eriemmentixia, senisqiae esti nate velledebis dolrectatur du ir reficid id as uta voloors et aut voluptat. Gentit quisas aribusaperm nius id qui adigerem doloras.

Abo. Dandematur! Quibus, samentem inullor ecusamurs fugit volupti ut fugias nos dolupta dest eos eici blabore pe voluptas versus. Illoquias maximi, vere vereic tet omnihit pe venis et aborae dolupia dolore repria incid rerum que voluptuasam, alqui cum fugit fuga. Aspient otquetantio.

PLEASE NOTE: Fici aut poria eiosapic totati dipasadquad quid ut ipsum noqui isst fugia. Itatus cui qua voluptateare contum, odd et, coreaque quera dolor ci offe totusquia doluptate tempore pedebut dumae eia qua aliquo.

FUELING PROSPERITY. BUILDING LEGACIES.

VISIT US ONLINE
DUQMREFINERY.COM

PLEASE NOTE: Do not attempt to recreate artwork from scratch. Please use supplied artwork templates.
PLEASE NOTE: Do not attempt to recreate artwork from scratch. Please use supplied artwork templates.
Please note: Do not attempt to recreate artwork from scratch. Please use supplied artwork templates.
ARTICLE HEADING TO GO HERE
Sub-heading to go here

Conserve energy and money or just do it for the fun of it. Every 1000 litres of waste oil that you retain is equal to a savings of £1000. Now that’s the sort of thing you can get excited about.

Table Heading to go here

<table>
<thead>
<tr>
<th>Table Heading to go here</th>
<th>XX%</th>
<th>XX%</th>
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</tr>
</tbody>
</table>

Sub-heading to go here

Please note: Do not attempt to recreate artwork from scratch. Please use supplied artwork templates.
A2 POSTER
PORTRAIT

OUR CORE VALUES.
TEAMWORK.
RESPECT.
INTEGRITY.
PROFESSIONALISM.

FUELLING PROSPERITY.
BUILDING LEGACIES.

PLEASE NOTE: Do not attempt to recreate artwork from scratch. Please use supplied artwork templates.
<table>
<thead>
<tr>
<th>EVENT COLLATERAL</th>
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<tbody>
<tr>
<td>POP-UP TEMPLATE</td>
<td>66</td>
</tr>
<tr>
<td>ROLL-UP TEMPLATE</td>
<td>67</td>
</tr>
<tr>
<td>PRESS PANEL TEMPLATE</td>
<td>68</td>
</tr>
<tr>
<td>A5 INVITATION</td>
<td>69</td>
</tr>
<tr>
<td>A5 INVITATION ENVELOPE</td>
<td>70</td>
</tr>
</tbody>
</table>

**POP-UP TEMPLATE**

**PLEASE NOTE:** Do not attempt to recreate artwork from scratch. Please use supplied artwork templates.
ROLL-UP TEMPLATE

**FLYER HEADING**

**SUB-HEADING**

FUELLING PROSPERITY.
BUILDING LEGACIES.

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PRESS PANEL TEMPLATE

PLEASE NOTE: Do not attempt to recreate artwork from scratch. Please use supplied artwork templates.
A5 INVITATION

SIZE
210mm x 148.5mm

PRINT
2 Spot (3005 C & Orange 172) + CMYK

STOCK & WEIGHT
Mohawk Superfine UW Smooth – 352gsm

FINISH
Silver Foiling

PLEASE NOTE: Do not attempt to recreate artwork from scratch. Please use supplied artwork templates.
C5 INVITATION ENVELOPE

SIZE
210mm x 148.5mm

PRINT
Pantone® 877 (Metallic Silver)

STOCK & WEIGHT
Mohawk Superfine UW Smooth – 216gsm

FINISH
Embossing

PLEASE NOTE: Do not attempt to recreate artwork from scratch. Please use supplied artwork templates.
CAPS

merchandise

CAPS
BLUE T-SHIRT
ORANGE T-SHIRT
BLUE POLO SHIRT
ORANGE POLO SHIRT
MUGS
PENS
MERCHANDISE
CAPS 72
BLUE T-SHIRT 73
ORANGE T-SHIRT 74
BLUE POLO SHIRT 75
ORANGE POLO SHIRT 76
MUGS 77
PENS 78

BLUE T-SHIRT
ORANGE T-SHIRT

MERCHANDISE
CAPS 72
BLUE T-SHIRT 73
ORANGE T-SHIRT 74
BLUE POLO SHIRT 75
ORANGE POLO SHIRT 76
MUGS 77
PENS 78
MERCHANDISE
CAPS 72
BLUE T-SHIRT 73
ORANGE T-SHIRT 74
BLUE POLO SHIRT 75
ORANGE POLO SHIRT 76
MUGS 77
PENS 78

BLUE POLO SHIRT
ORANGE POLO SHIRT
MERCHANDISE
CAPS 72
BLUE T-SHIRT 73
ORANGE T-SHIRT 74
BLUE POLO SHIRT 75
ORANGE POLO SHIRT 76
MUGS 77
PENS 78

MUGS
PENS

MERCHANDISE
CAPS 72
BLUE T-SHIRT 73
ORANGE T-SHIRT 74
BLUE POLO SHIRT 75
ORANGE POLO SHIRT 76
MUGS 77
PENS 78
HARD HAT
OVERALLS – FRONT

UNIFORM
HARD HAT 80
OVERALLS 81-84
LAB COAT 85
LADIES TROUSERS 86
TECHNICIAN UNIFORM 87-88
LANYARDS 89-91
EMPLOYEE NAME BADGE 92
OVERALLS – BACK

UNIFORM
HARD HAT 80
OVERALLS 81-84
LAB COAT 85
LADIES TROUSERS 86
TECHNICIAN UNIFORM 87-88
LANYARDS 89-91
EMPLOYEE NAME BADGE 92
## OVERALLS – FRONT

<table>
<thead>
<tr>
<th>Uniform Type</th>
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<tbody>
<tr>
<td>HARD HAT</td>
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<tr>
<td>OVERALLS</td>
<td>81-84</td>
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<tr>
<td>LAB COAT</td>
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</table>
OVERALLS – BACK

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LAB COAT 85
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LANYARDS 89-91
EMPLOYEE NAME BADGE 92

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LAB COAT
<table>
<thead>
<tr>
<th>UNIFORM</th>
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</thead>
<tbody>
<tr>
<td>HARD HAT</td>
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<td>89-91</td>
</tr>
<tr>
<td>EMPLOYEE NAME BADGE</td>
<td>92</td>
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</tbody>
</table>

**LADIES TROUSERS**
**TECHNICIAN UNIFORM**

<table>
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<tr>
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<tr>
<td>Technician Uniform</td>
<td>87-88</td>
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<td>Lanyards</td>
<td>89-91</td>
</tr>
<tr>
<td>Employee Name Badge</td>
<td>92</td>
</tr>
</tbody>
</table>
TECHNICIAN UNIFORM

UNIFORM
HARD HAT 80
OVERALLS 81-84
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LANYARDS 89-91
EMPLOYEE NAME BADGE 92
**UNIFORM**
- HARD HAT 80
- OVERALLS 81-84
- LAB COAT 85
- LADIES TROUSERS 86
- TECHNICIAN UNIFORM 87-88
- LANYARDS 89-91
- EMPLOYEE NAME BADGE 92

**LANYARDS**

**EMPLOYEE**

**FULL NAME OF EMPLOYEE**

**TITLE OF EMPLOYEE**

**ID NO.**

---

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### LANYARDS

**CONTRACTOR**

<table>
<thead>
<tr>
<th>Item Description</th>
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UNIFORM
HARD HAT 80
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LANYARDS
VISITOR
EMPLOYEE NAME BADGE

UNIFORM
HARD HAT 80
OVERALLS 81-84
LAB COAT 85
LADIES TROUSERS 86
TECHNICIAN UNIFORM 87-88
LANYARDS 89-91
EMPLOYEE NAME BADGE 92
4X4 BLUE PAJERO
OFFICE BRANDING

RECEPTION
GLASS PANELS
WORK STATION
WAYFINDING

RECEPTION
GLASS PANELS
WORK STATION
WAYFINDING

DIRECTORY

CHAIRMANS OFFICE
CEO OFFICE
OFFICES 1-10

MEETING ROOM 01
MEETING ROOM 02
MEETING ROOM 03

HUMAN RESOURCES
PROCUREMENT
FINANCE
IT

LEVEL 01
MEETING ROOM 01
MEETING ROOM 02
MEETING ROOM 03

FIRST NAME HERE
SURNAME HERE
R01

© DUQM REFINERY 2014
ALL RIGHTS RESERVED
Dear Sir,

Clet fugit molum hicti ut experes ut etur reptate voluptur elecabo nereae uplpiet aspersp eruntis venient maiorsne quauturi modi auda solupta il maiores maio quanum, tem re ne dolorendis cum quidessi aut taut alttus aut qui aut voluto unissuet rehernmi, altur rapiedi isum nes que di voloeb endt, quas tem.

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Kindest Regards

NAME TO GO HERE
EMPLOYEE TITLE TO GO HERE

PO BOX 144, SULTANATE OF OMAN
T: +968 (2) 0000 0000
F: +968 (2) 0000 0000

FUELLING PROSPERITY. BUILDING LEGACIES.
DUQMREFINERY.COM
Dear Sir,

Clet fugit molum hicti ut experes ut etur reptate volorum elecabo reriaep utdipiet aspersp enuntis verient maiornse
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Kindest Regards

NAME TO GO HERE
EMPLOYEE TITLE TO GO HERE

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T +968 (2) 0000 0000  U +968 (2) 0000 0000  M +968 (2) 0000 0000
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ENGLISH TYPEFACE SIZES AND WEIGHTS FOR EMAIL

All non-designed English communications use the Arial font family.

**SUBHEAD - FONT & SIZE**
Arial Bold - 11 pts

**BODY TEXT FONT & SIZE**
Arial Regular - 11 pts

---

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG
the quick brown fox jumped over the lazy dog

---

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG
the quick brown fox jumped over the lazy dog
ARABIC TYPEFACE SIZES AND WEIGHTS FOR EMAIL

All external/designed Arabic designed communications use the GE Dinar font family. It compliments the Avenir font family.

**SUBHEAD - FONT & SIZE**
ARIAL BOLD - 11 PTS

**BODY TEXT FONT & SIZE**
ARIAL REGULAR - 11 PTS

نص حكيم له سر قاطع وذو شأن عظيم مكتوب على ثوب أخضر ومغلف بجلد أزرق

نص حكيم له سر قاطع وذو شأن عظيم مكتوب على ثوب أخضر ومغلف بجلد أزرق
POWERPOINT – COVER

PRESENTATION TITLE
DD.MM..YY – 00.00 am/pm
POWERPOINT
SECTION DIVIDER TEMPLATES