



**CREATING SYMPHONY OF EXCELLENCE**

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# DESIGN GUIDELINES

**09 / 2018**

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**GULF  
DOWNSTREAM  
ASSOCIATION**

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Nordic Tower, Office No. 161, 16th Floor,  
Building 79, Road 2802, Block 428,  
Seef Area, Kingdom of Bahrain



## ABOUT THIS BRAND

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*We provide a platform for sharing knowledge, experience and best practices. This will be achieved by becoming a premier association in the region that connects the downstream companies, technology & service providers, consultants, professional entities, governmental organizations, and academic institutions.*

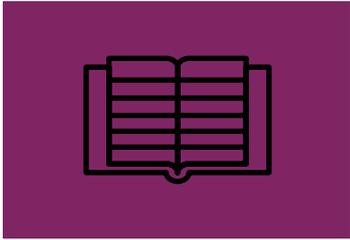
The Gulf Downstream Association (GDA) was established by its founding members from Saudi Aramco, Kuwait Petroleum International (KPI), Bahrain Petroleum Company (BAPCO), Kuwait National Petroleum Company (KNPC) and Abu Dhabi National Oil Company (ADNOC). GDA is a non-profit organisation which aims to bring leading Downstream players together to further develop the industry and draw mutual benefits from sharing knowledge and best practices.

GDA was established in July 2016 by a Cabinet decree by the Council of Ministers in the Kingdom of Bahrain. GDA's Head Office is located in Manama at the GB CORP Tower of Bahrain's Financial Harbour.

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**“ Collaborating for mutual benefits ”**

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# BRAND AND DESIGN GUIDELINES

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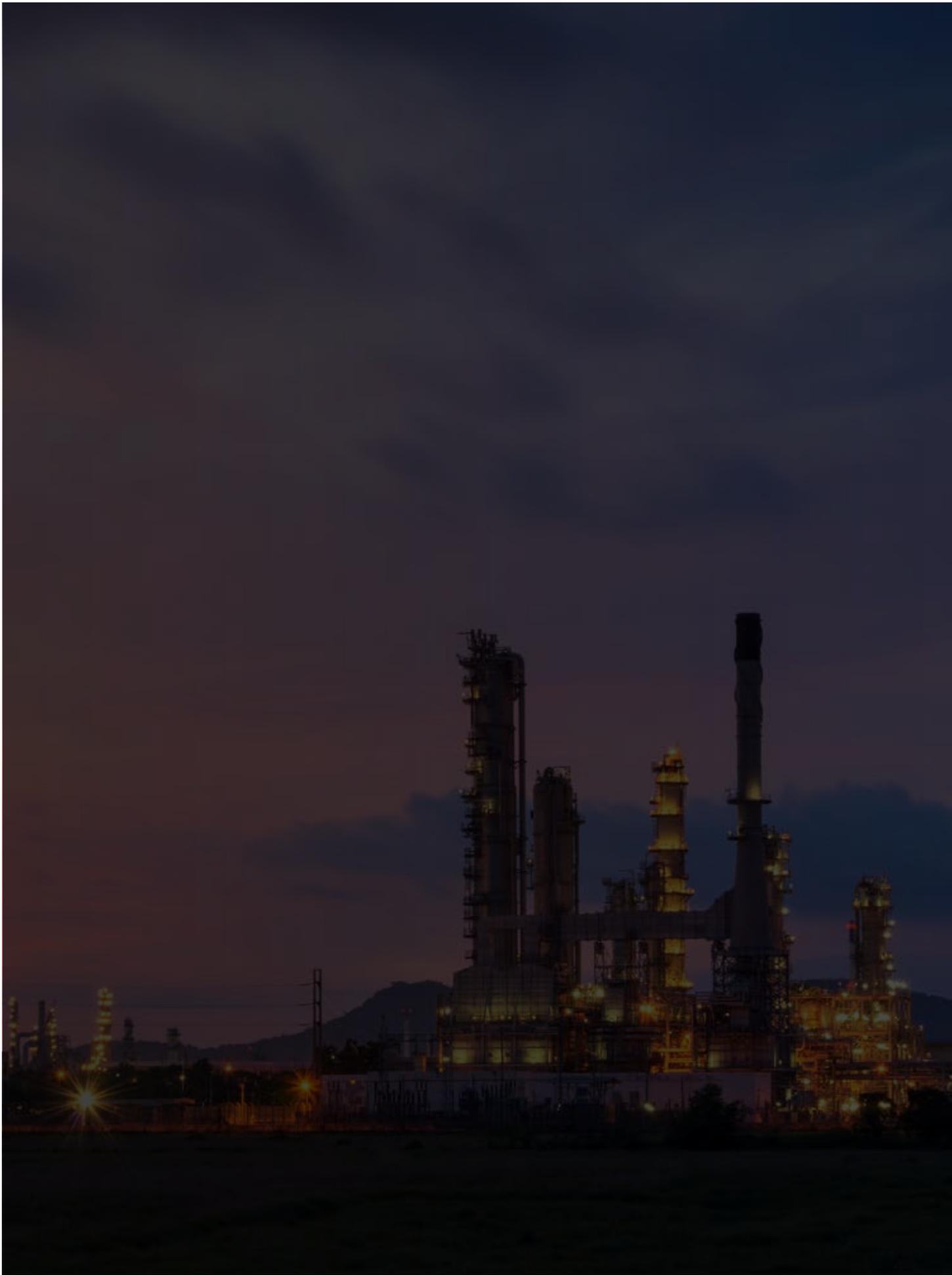
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# SECTION

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## 01

### CORPORATE LOGO DESIGN

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The logo was intentionally designed into a drop shape to associate GDA with the energy sector, specifically in oil and gas.

It represents GDAs' vision to gather the brightest minds, experience, technology and best practices into one "drop" ensuring a brighter future for the industry by making all this information available for all - specially to the next generation.

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- ✓ **The logo**
- ✓ **Logo variation**
- ✓ **Logo sizing**
- ✓ **Logo clearspace**

## THE LOGO

The logo was deliberately designed into a drop shape to associate it with the energy sector, specifically oil and gas. The dots on the left symbolize GDA's individual members working together to build a bright future

for the downstream companies in the GCC. The wave symbolizes the change GDA is contributing to the whole industry. Like the waves it brings in new life and new beginnings.

### FULL LOGOTYPE



#### THE GENERAL LOGO

This logo will mostly be used in graphical applications or in CMYK and RGB color printing scenarios.

#### Logo Download Link :

[www.gda.org.bh/gdalogopackage.zip](http://www.gda.org.bh/gdalogopackage.zip)

#### 01. The Logo Symbol

Aside from being associated with royalty, the GDA color represents the services offered by the association like problem solving and creativity.

#### 02. The Logo Title

The title is in english arabic to promote brand retention to the target audience.

# LOGO VARIATION

Branding is more than just one logo variation. Brand identity is a system that represents you, your missions and values. Having a strong branding creates a cohesive experience for your audience and help your business became profitable.

A logo variation is a modified version of the GDA logo that can be uses in specific instances: sometimes due to size or to variours applications.

## SINGLE COLOR VERSION

This version will be used in single color applications such as NCR forms, stamps, acrylic logos and other single color printing applications.



## TWO COLOR VERSION

This version will mostly be used in specific printing situations such as screen printing, vinyl and embroidery



## LANDSCAPE VERSION

This logo will be used in instances when the general logo title area is smaller than 7pt and where the title section of the logo is no longer readable either in printed or digital format.



## LOGO SIZING

Because our logo plays an incredibly important role in our brand and want it to be consistently placed in every type of media, we have specified minimum size usage. We have setup recommended sizes for the use

of our logo to insure it looks good when used in print and digital formats. Regardless of the different variations of our logo, below are the recommended sizes.

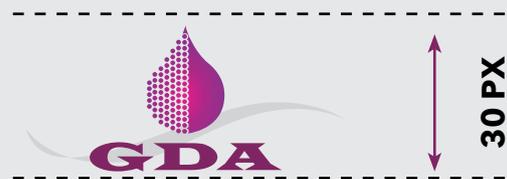
### MINIMUM LOGO SIZE



### SYMBOL



### ICONS



### Note:

The Minimum size has been carefully established to ensure our logo is reproduced correctly in smaller sizes. At Minimum size, the logo is still clearly legible and provides a strong level of identification. When using a lower-quality printing technique (i.e. screenprinting), it is recommended that the logo be used in a larger size.

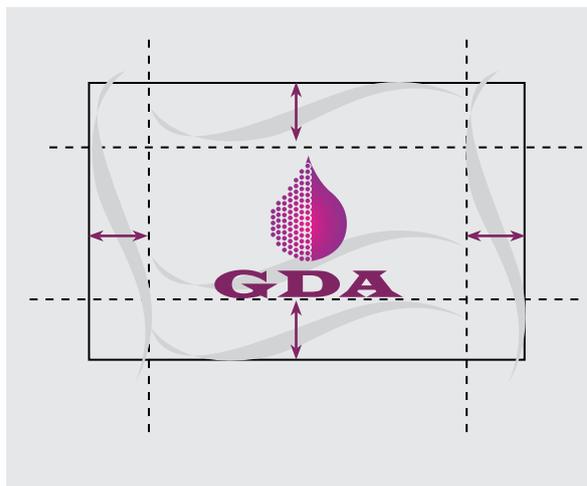
# LOGO CLEARSPACE

The clear space has been established to ensure logo visibility and impact. Maintaining the Clear space zone between the logo and other graphic elements such as type, images, other logos, etc. ensures that the logo

always appears unobstructed and distinctly separate from any other graphic elements.

## LOGO SYMBOL CLEARSPACE

The clear space is determined by using the height of the wave. The measurement will then be the reference point that determines the clearspace that starts from the edge of the logo outwards.



## GENERAL LOGO CLEARSPACE

Regardless of the logo format, the clear space is determined by using the height of the wave. The measurement will then be the reference point that determines the clearspace that starts from the edge of the logo outwards.





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# SECTION

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## 02

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## CORPORATE TYPOGRAPHY

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The selection of a typeface is extremely important in the development of a brand. With millions of font options, defining our typography is a vital step in ensuring consistency throughout our channels of communication. With reported benefits including boosting employee productivity, strengthening brand image and improving communication options, it's becoming increasingly recognized that focusing design resources on a unique corporate typeface is a clever and strategic brand move.

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- ✓ **Primary fonts**
- ✓ **Secondary fonts**
- ✓ **Typography hierachy**

# PRIMARY FONT

## AVENIR

The word Avenir means "future" in French and hints that the typeface owes some of its interpretation to Futura. But unlike Futura, Avenir is not purely geometric; it has vertical strokes that are thicker than

the horizontals, an "o" that is not a perfect circle, and shortened ascenders. These nuances aid in legibility and give Avenir a harmonious and sensible appearance for both texts and headlines.

**Aa Bb Cc Dd Ee Ff Gg Hh**  
**12345678910 @#!\$%&?**

### Light

ABCDFEGHIJKLM  
 NOPQRSTUVWXYZ  
 0123456789

### Regular

ABCDFEGHIJKLM  
 NOPQRSTUVWXYZ  
 0123456789

### Bold

**ABCDFEGHIJKLM**  
**NOPQRSTUVWXYZ**  
**0123456789**

### *Italic*

*ABCDFEGHIJKLM*  
*NOPQRSTUVWXYZ*  
*0123456789*

### ***Bold Italic***

***ABCDFEGHIJKLM***  
***NOPQRSTUVWXYZ***  
***0123456789***

### *Light Italic*

*ABCDFEGHIJKLM*  
*NOPQRSTUVWXYZ*  
*0123456789*

## SPECIFICATION

FONT NAME : AVENIR  
 STYLE : REGULER ,BOLD, MUCH MORE  
 DESIGNER : LINOTYPE  
 VERSION : 01

# SECONDARY FONT

## Nunito Sans

Nunito is a well balanced sans serif typeface superfamily, with 2 versions: The project began with Nunito, created by Vernon Adams as a rounded terminal sans serif for display typography. Jacques Le Bailly extended it

to a full set of weights, and an accompanying regular non-rounded terminal version, Nunito Sans.

**Aa Bb Cc Dd Ee Ff Gg Hh**  
**123456789 @#!\$%&?()**

Light  
ABCDFEGHIJKLM  
NOPQRSTUVWXYZ  
0123456789

Regular  
ABCDFEGHIJKLM  
NOPQRSTUVWXYZ  
0123456789

Bold  
ABCDFEGHIJKLM  
NOPQRSTUVWXYZ  
0123456789

Extra Bold  
**ABCDFEGHIJKLM**  
**NOPQRSTUVWXYZ**  
**0123456789**

Extra Light  
ABCDFEGHIJKLM  
NOPQRSTUVWXYZ  
0123456789

Semi Bold  
ABCDFEGHIJKLM  
NOPQRSTUVWXYZ  
0123456789

## SPECIFICATION

FONT NAME : NUNITO SANS  
STYLE : REGULER ,BOLD, MUCH MORE  
DESIGNER : GOOGLE  
VERSION : 01

# HIERACHY

## FONT HIERACHY

Typographic hierarchy is a system for organizing type that establishes an order of importance within the data, allowing the reader to easily find what they are looking for and navigate the content.

Below are guidelines to be observed when creating communication materials for Gulf Downstream Association.

### HEADING H-1

AVENIR 40 PT / 50 PT

**Aa Bb Cc Dd Ee Ff Gg Hh**  
**123456789 @#!\$%&?**

### HEADING H-12

AVENIR 23 PT / 27 PT

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn**  
**12345678910 @#!\$%&?\*()<>+**

### SUBTITLE

AVENIR 11 PT / 15 PT

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Op Qq Ss**  
**12345678910 @#!\$%&?\*()<>**

### BODY TEXT

AVENIR 9 PT / 14 PT

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Op Qq Ss**  
**12345678910 @#!\$%&?\*()<>**

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*" Good design  
is caused  
by proper  
typography."*

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# SECTION

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## 03

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## CORPORATE COLOURS SYSTEM

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Brands and color are inextricably linked because color offers an instantaneous method for conveying meaning and message without words. Colours can provoke lots of different emotions. Colours have always been interlinked with branding. It is vital that such distinctive colour usage be implemented for GDA's to recognise the brand even if it is only by colour.

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- ✓ **Primary colours**
- ✓ **Secondary colours**

# PRIMARY COLOURS

Brands and color are inextricably linked because color offers an instantaneous method for conveying meaning and message without words.

Color is the visual component people remember most about a brand followed closely by shapes/symbols then numbers and finally words.

<b>PURPLE</b>	80%	<b>COLORS CODE</b>  CMYK : C048 M098 Y035 K016 Pantone : 242C / 241U RGB : R131 G036 B096 Web : # 82235F
	60%	
	40%	
	20%	

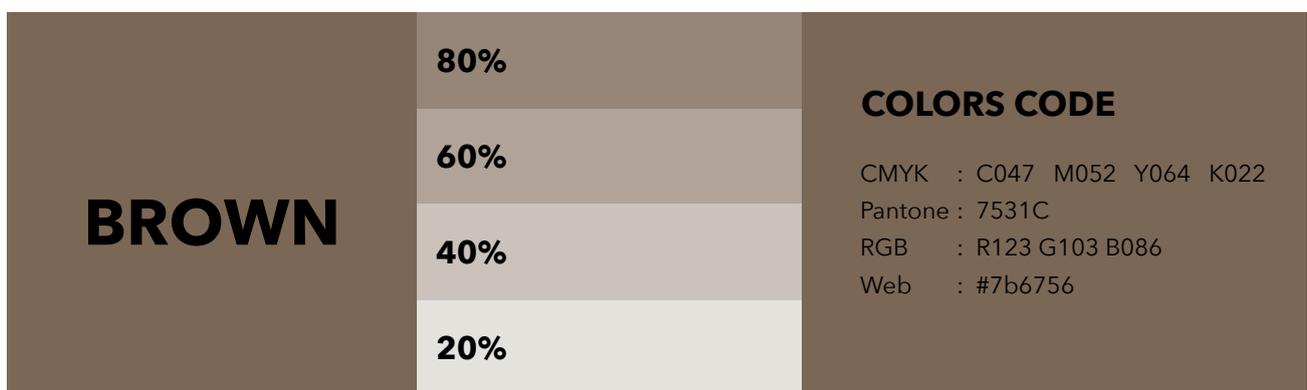
<b>BLACK</b>	80%	<b>COLORS CODE</b>  CMYK : C060 M020 Y020 K100 Pantone : Black RGB : R000 G005 B017 Web : #000511
	60%	
	40%	
	20%	

<b>GRAY</b>	80%	<b>COLORS CODE</b>  CMYK : C044 M035 Y035 K001 Pantone : Cool Gray 7C / 7U RGB : R150 G152 B153 Web : #969899
	60%	
	40%	
	20%	

## SECONDARY COLOURS

Research has reinforced that 60% of the time people will decide if they are attracted or not to a message - based on color alone!

Color is the visual component people remember most about a brand followed closely by shapes/symbols then numbers and finally words.





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# SECTION

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## 04

## CORPORATE STATIONERY

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Establishing trust is an important part of attracting and maintaining members. The main purpose of business stationery is to depict GDA in a positive and professional manner. Professional stationery tells members and potential members that the association is professional and legitimate. Quality stationery will leave a long lasting impression. It is basically the face of the company.

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- ✓ **Letterhead**
- ✓ **Business Card & Envelope**
- ✓ **Folders**

# LETTERHEAD

Corporate and business stationery is more than simply the letterhead you use. It encompasses not only the letterhead, but also envelopes, invoices, labels, presentation folders,, business cards, calendars

- to name just a few. A cohesive and coordinated look of these items in your office will help convey professionalism, and it makes it easy for members to recognize you through any method of communication.

## Usage :

An important aspect of a business letter, other than its intent and purpose, is its letterhead. A business letter-head is a must for all businesses, as it also serves as an additional advertising and branding tool.

## Dimension :

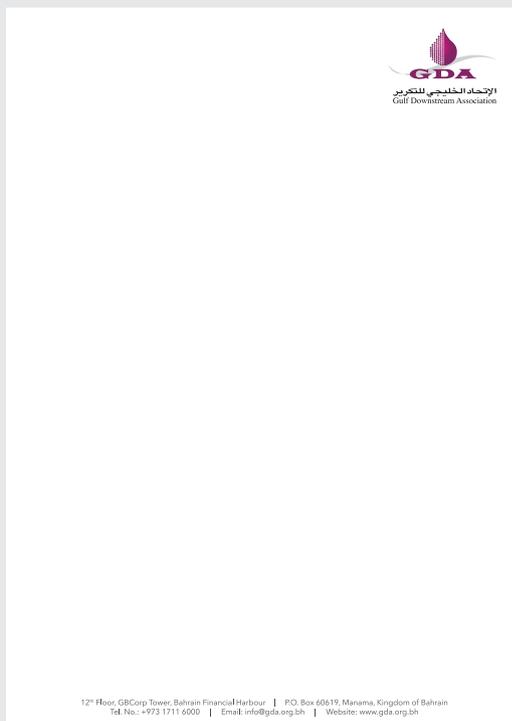
297 x 210 mm  
A4

## Weight :

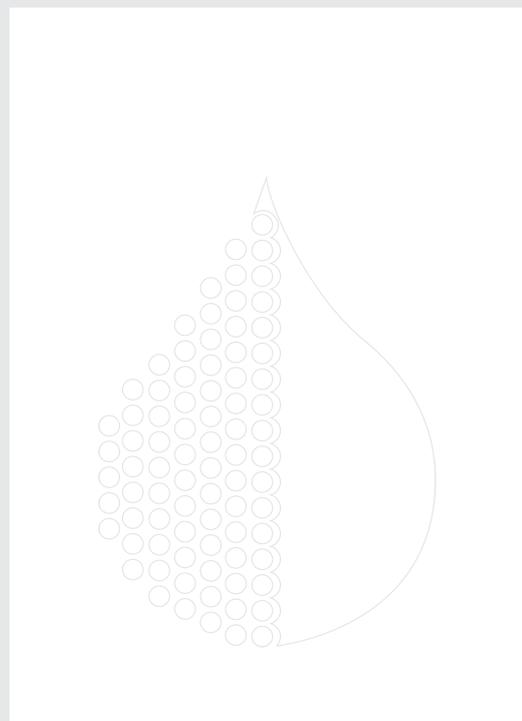
144 gsm Uncoated white

## CORPORATE LETTERHEAD

### Front side



### Back side



# BUSINESS CARD & ENVELOPE

The most obvious benefit of printing stationery is that it acts as continuous marketing for GDA. Every time a member or potential member comes across the stationery, it reinforces brand retention.

This also goes beyond just the individual who you will be giving it to. Using stationery with your information printed on it also reinforces the word of mouth recommendation.

## BUSINESS CARD

### Front side



### Back side



### Usage :

Business cards elevate our contacts' first impressions about GDA. It does not only provide tangible information about our association, it is also something that a contact can take with them that keeps GDA from just being a name that floats around in the ether.

### Dimension :

90 X 55 mm

### Weight :

300 gsm Uncoated white

## ENVELOPE



DL

C5

C4

### Dimension : Weight :

DL, C4, C5 144 g/m Uncoated white



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# SECTION

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## 05

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## CORPORATE DIGITAL SYSTEM

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Consistently communicating the brand platform at every level of interaction with customers is key to increasing brand engagement in a saturated marketing landscape. A study shows that a majority of people searching for GDA does so through digital means. Extending visual identity to the digital realm is therefore critical to formulating and executing a successful brand-building strategy.

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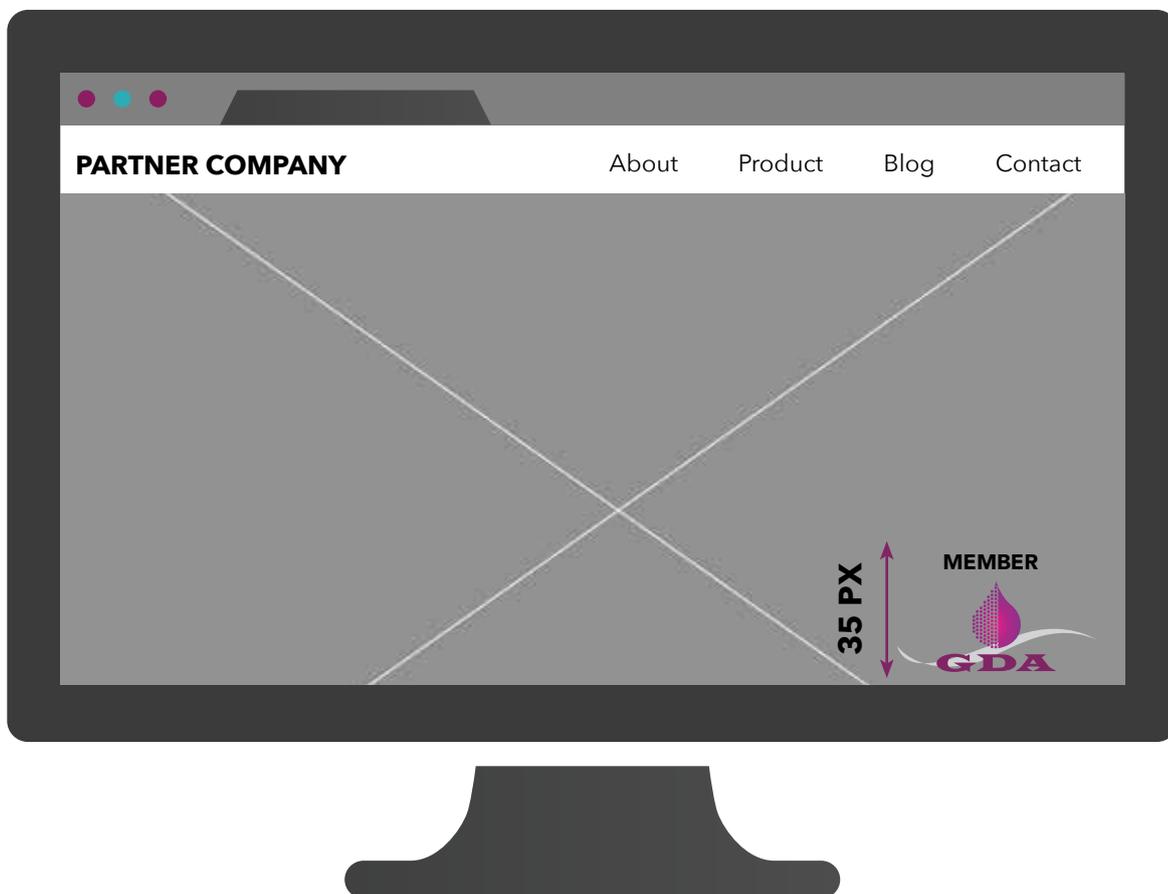
- ✓ **Desktop usage**
- ✓ **Mobile usage**

# DESKTOP/WEBPAGE USAGE

Digital capability is becoming more necessary for businesses that are seeking to build or enhance their brands through brand building programmes. Digital is a powerful tool for brands and with many brand-

building benefits. Expanding GDA branding guidelines to digital channels is necessary to will ensure consistency in GDAs' communications.

## DESKTOP



*GDA Logo will be not less than 35 pixels height X proportion on normal devices and 70 pixels height X proportion for retina devices.*

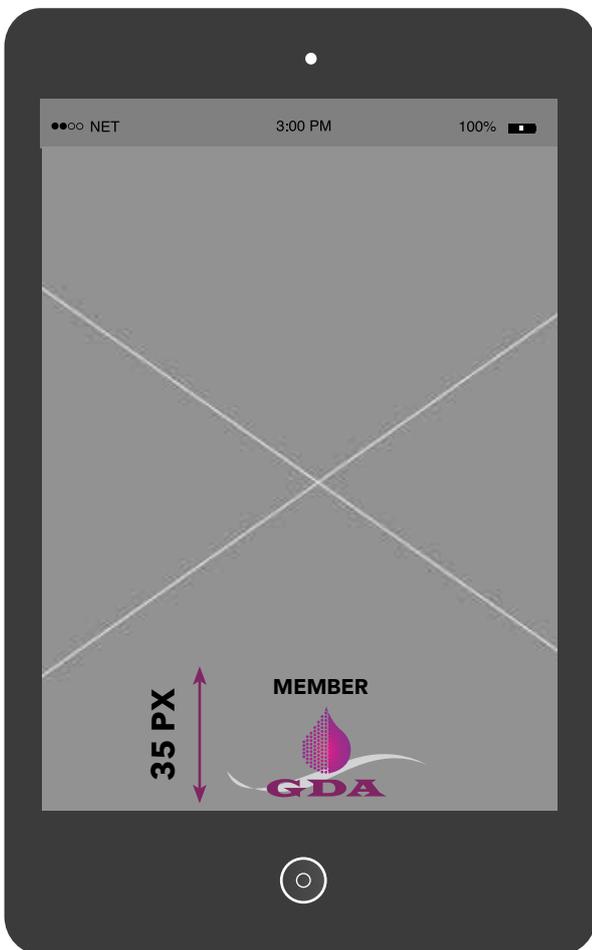
**Usage :** Members will be receiving a "GDA Member" website badge which can be displayed on their websites. The logo may be placed depending on the receiving party's guidelines but it is suggested that the logo be placed on the right side of the footer.

# MOBILE DESIGN

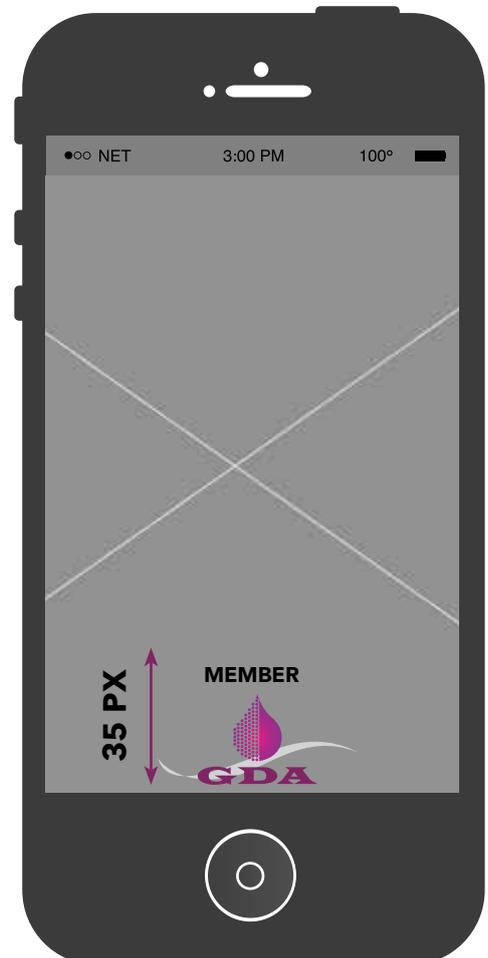
Ninety percent of the population now view websites using their mobile devices. A suggested location for the logo when viewed should therefore be defined to ensure the GDA logo is clearly viewed for tablets or

mobile devices. GDA suggests that it's logo be placed centred on the footer, but this is dependant on the members' guidelines. We ask thought that the size will not be less than 35 px in height x proportion.

## TABLET

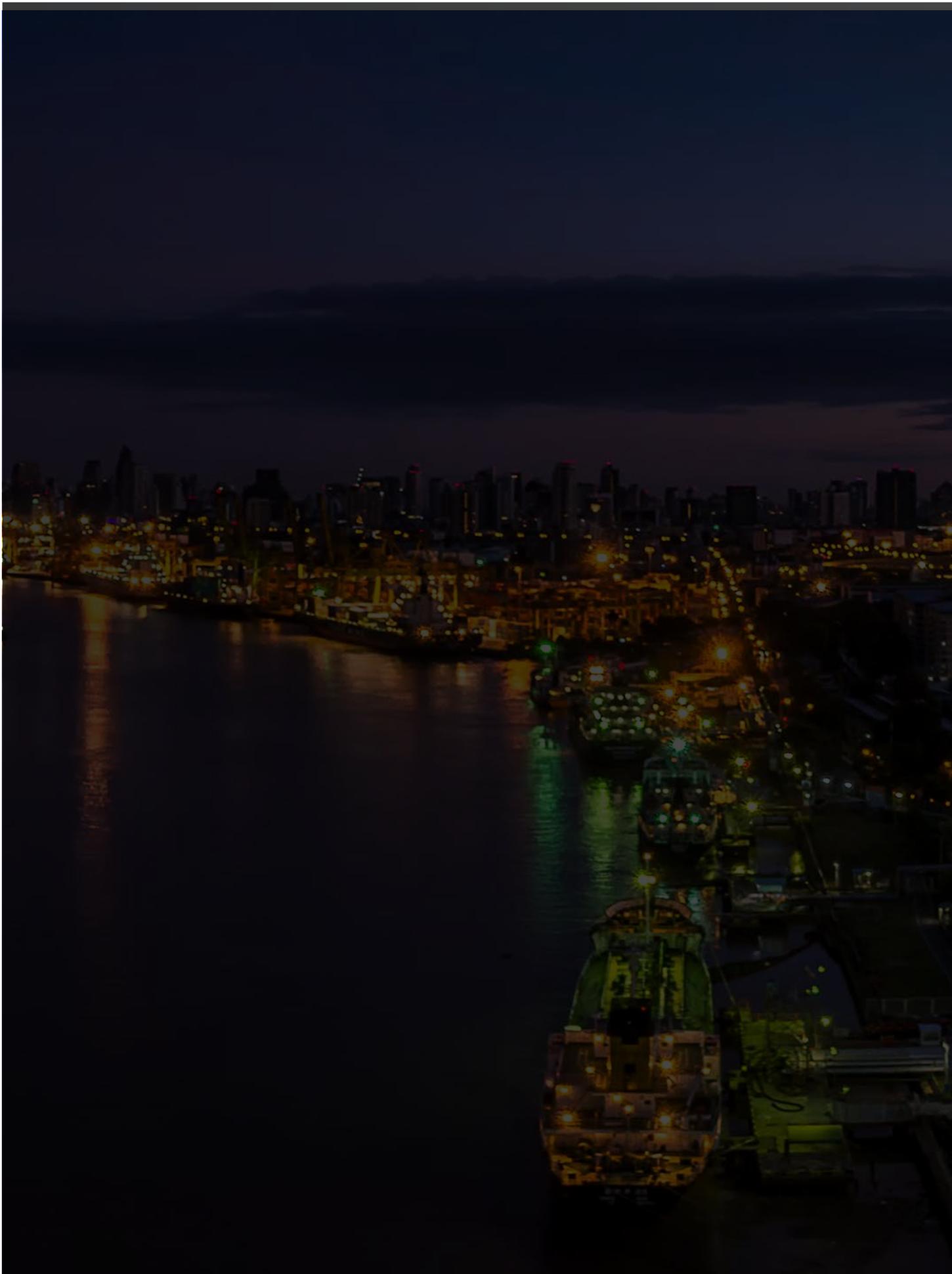


## MOBILE



*GDA Logo will be not less than 35 pixeld height X proportion on normal devices and 70 pixels height X proportion for retina devices.*

**Usage :** Members will be receiving a "GDA Member" website badge which can be displayed on their websites. The logo may be placed depending on the receiving party's guidelines but it is suggested that the logo be placed on the middle of the footer.



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# SECTION

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## 06

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## CORPORATE IMAGERY SYSTEM

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A imagery system guide, is a framework to follow when creating or purchasing images for GDA. It defines the criteria for images so that all associated works possess a definitive visual vernacular. This is important for GDA because it will help extend our brand guide beyond the logo and into the world of content marketing. This will help make it easier for audiences to recognise and build GDA's value online.

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- ✓ **Photography**
- ✓ **Image effect**

# PHOTOGRAPHY

In today's age of branding and identity, commercial photography does more than simply sell a product; it also conveys the personality of the brand, reinforces values, and increases GDA's visibility. 80% or more

of our audience are on social media and therefore pictures are a valuable tool to promote GDA and a rulebook should be established to achieve consistency and facilitate brand recognition.



## A. Composition

Photographs and videos will follow the rule of thirds when it comes to composition. Subjects can either be located along the dashed lines or in their intersects.

## B. Depth - of - field

Depth of field is one of the most important expressive tools available in photography. Not only does it add interestingness to the photo but it also adds emphasis to the subject. GDA photographs will have their focused area on the subjects and allow the rest to be "blurred" out.

## C. Voice

Most of the GDA photographs will be communicate "collaboration" and "team-work" because it is one of the core beliefs of the association.



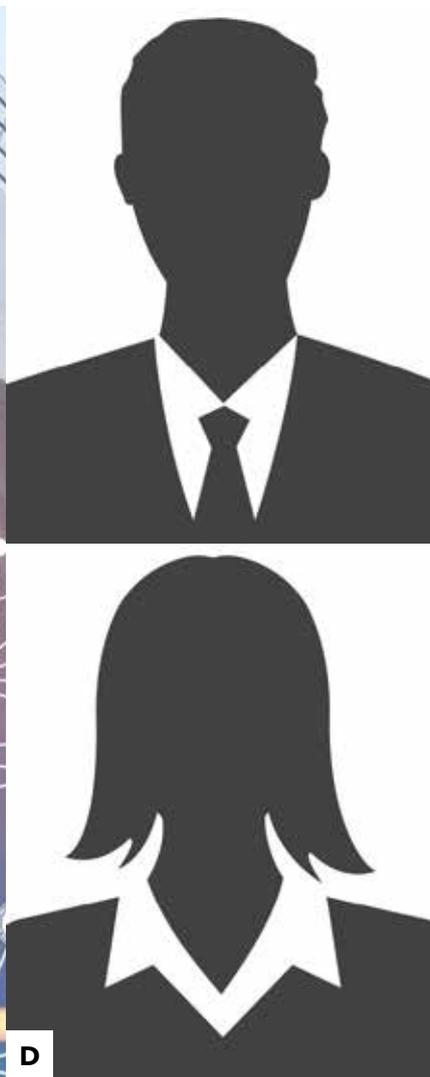
# IMAGE EFFECT

Designers are increasingly adding great photography for branding and storytelling, and when done well it sends a powerful message. Most of the internet can be broken down into text and images and therefore it

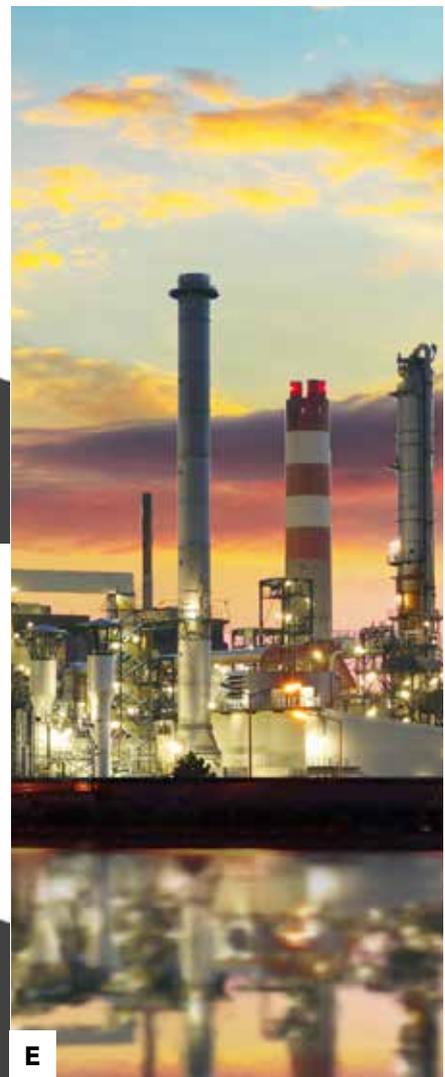
is essential to be relevant while keeping professionalism in the images and the effects that are to be used in GDA's communications.



C



D



E

## Image Effect

Double exposures and graphic impositions are allowed provided it conveys a message of collaboration and networking.

## SPOC/SME/Members Photos

Corporate attire should be worn when taking photos for members/staff/SME and SPOC's. A offwhite background is suggested.

## Image Pallet

Adding a tint of the GDA color to the advertisement images. This can be achieved either when taking the photo or by photo manipulation.



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# SECTION

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## 07 TEMPLATES AND DESIGN ELEMENTS

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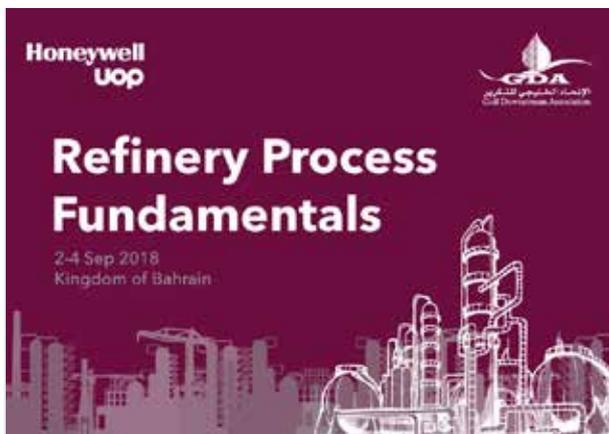
In order to visually tell GDA's story well, we need to have proper and professional design elements in place. All of these individual elements work together to create a cohesive look and feel for GDAs' communication. We have developed a template and design element that will help GDA's collaterals look authentic and unique.

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- ✓ **Some example icons**
- ✓ **Contact Us**

# DESIGN

Visual designs will also follow the rule of thirds. 1/3 will be allotted for imagery, 1/3 for negative space and 1/3 will be for text.



**GDA STRIVES TO**

Establish	Develop	Launch	Build
Establish relationships with other regional and international organizations and associations by creating alliances.	Develop relationships with academic institutions and private sector industry players to exchange expertise, promote research and align sector needs.	Launch a wide range of services from technical conferences, strategic round table seminars and best practice forums.	Build relations with conference organizers and use benchmarking with best models to create useful events.

The Gulf Downstream Association (GDA) is established by its founding members from Saudi Aramco, Kuwait Petroleum International, Bahrain Petroleum Company, Kuwait National Petroleum Company and Abu Dhabi National Oil Company. The GDA is a non-profit organization which aims to bring leading Downstream players together to further develop the industry and draw mutual benefits from sharing knowledge and best practices.

GDA's vision is to become an internationally recognized association that serves as a catalyst for the strong and sustainable growth of the Downstream Industry.

GDA's mission is to provide a platform for sharing knowledge, experience and best practices. This will be achieved by becoming a premier association in the region that connects the downstream companies, service providers, governmental organizations, and academic institutions.

**OUR CORE VALUES**

- Collaborate and network to promote knowledge sharing
- Foster excellence in all activities
- Provide high quality services with best values
- Support and champion sustainability as a priority
- Promote innovation and continuous development
- Strive to be a respected institution driving the industry

**OUR FOUNDING MEMBERS**

12th Floor, Q8 Corp Tower, Bahrain Financial Harbour, Manama, Kingdom of Bahrain. Tel. No. +973 17114000. Email: info@gda.org.bh. Website: www.gda.org.bh

**GDA STRIVES TO**

Establish	Develop	Launch	Build
Establish relationships with other regional and international organizations and associations by creating alliances.	Develop relationships with academic institutions and private sector industry players to exchange expertise, promote research and align sector needs.	Launch a wide range of services from technical conferences, strategic round table seminars and best practice forums.	Build relations with conference organizers and use benchmarking with best models to create useful events.

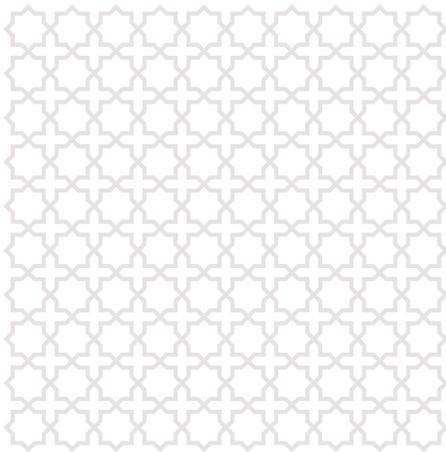
## Working together for a better downstream industry.

12th Floor, Q8 Corp Tower, Bahrain Financial Harbour, Manama, Kingdom of Bahrain. Tel. No. +973 17114000. Email: info@gda.org.bh. Website: www.gda.org.bh

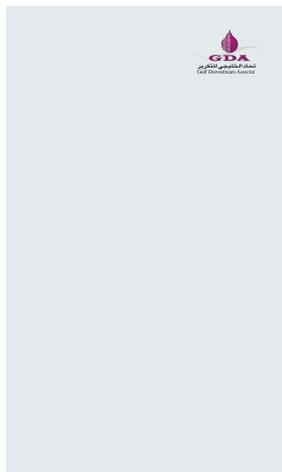
# DESIGN ELEMENTS

Design elements will act as supplements to help create a unique identity for GDA. Some of the elements of this section must be observed as this has been agreed upon at the formation of GDA.

## Patterns



## GDA Logo Position



The GDA logo will always be positioned on the upper right of any material observing minimum space to ensure its visibility. Please share any of your creatives to GDA to make sure the right logo version of the logo is used.

## Founding Members Logos



NOTE: The logos are the properties of their respective companies. Please obtain permission from its owners directly or through GDA before using any of their logos in your communication materials.

## Address Line

12th Floor, GBCorp Tower, Bahrain Financial Harbour,  
Manama, Kingdom of Bahrain

Tel. No.: +973 17116000  
Email: info@gda.org.bh  
Website: www.gda.org.bh



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# SECTION

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## 08

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## CORPORATE ICONOGRAPHY

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Iconography enhances understanding. Because certain icons can be associated with commands, concepts, and ideas, including those in the branding guidelines can be a great way to increase a viewer's understanding of a situation, or about what GDA wants from them.

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- ✓ **Some example icons**
- ✓ **Contact Us**

# ICONOGRAPHY

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Our digital world is incredibly icon-rich. There are core functions with literally thousands of iconic representations. Customized iconography can present important communication and branding opportunities. We have

developed an icon system that creates a platform for uniformity. When your icons work individually as well as a whole, the result is an intuitive flow that provides brand consistency.

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## SOME EXAMPLE ICONS



# THANK YOU FOR INTEREST

## **contact us**

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For further information please contact us :

Claudia Hardt  
Marketing and Communications Manager

**E** : [claudia.hardt@gda.org.bh](mailto:claudia.hardt@gda.org.bh)

**W** : [www.gda.org.bh](http://www.gda.org.bh)

**T** : +973 1711 6009

# WE LOVE WORKING COLLABORATING WITH YOU

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**LOOKING FORWARD TO  
YEARS OF PARTNERSHIP**

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**GULF  
DOWNSTREAM  
ASSOCIATION**

Nordic Tower, Office No. 161, 16th Floor,  
Building 79, Road 2802, Block 428,  
Seef Area, Kingdom of Bahrain

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## **A Short Summary**

The Gulf Downstream Association (GDA) was established by its founding members from Saudi Aramco, Kuwait Petroleum International (KPI), Bahrain Petroleum Company (BAPCO), Kuwait National Petroleum Company (KNPC) and Abu Dhabi National Oil Company (ADNOC). GDA is a non-profit organisation which aims to bring leading Downstream players together to further develop the industry and draw mutual benefits from sharing knowledge and best practices.

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