



●
CORPORATE IDENTITY
BRAND
GUIDELINE



The Power of Our Brand

Our brand book introduces the heritage and history of KNPC. It inspires us to feel proud of our great institution and become brand ambassadors with all sense of pride and belonging.

We aspire to create a great future for our beloved nation while introducing our powerful brand to our community and partners, in order to become the core of invigoration.

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Brand Positioning



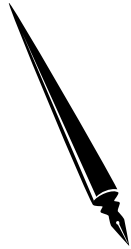
Why Use a Brand Guideline?

Having brand guidelines maintains consistency on every level and ensures KNPC projects the same image in every scenario.

From logo to brand colors to messaging, the guidelines act as a reference for everyone in the company and also work to maintain the integrity of our brand for increased recognition, strengthening the emotional connection between us and our stakeholders.

When the KNPC image is consistent across all levels, it elevates recognition within the industry and amongst stakeholders.

For more information, please contact the Corporate Communication Department.



KUWAIT **RUNS** ON KNPC

Statement



KNPC IS AT THE **CORE** OF KUWAIT

Communication





Brand Logo



Brand Logo

This is our brand logo that must be used in all communications.





Logo Elements & Description

The logo consists of two major elements; the emblem and the typeface. These two elements cannot be separated and should always be used as one shape.

The graphical elements that make the KNPC logo represent important shapes. The flame shows growth and progress, and the boat represents hope and moving forward.



The Flame



The Boat



The red represents the fire flame, symbolizing energy.
The blue represents the sea, symboling prosperity and wisdom.
The green represents earth, symbolizing fertility and richness.



Approved Formats

The logo structure has to remain the same.

In all communications the colors vary based on the background used.

The brand main background color is white.

The logo should be neither gradient nor 3D.



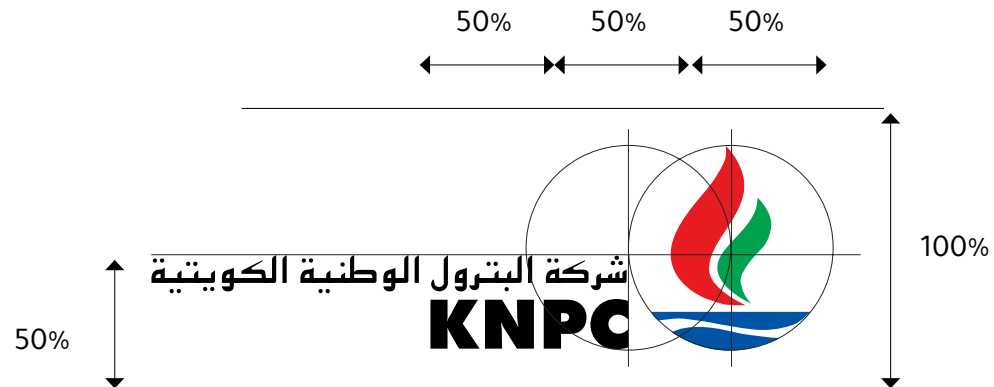
Logo Geometry, Spacing and Proportions

The logo is designed in a way to maintain visibility for all elements. The logo elements cannot be moved around or displaced under any circumstance.

The horizontal logo should ONLY be used when the vertical logo is not possible.



The below logo to be used in special cases.



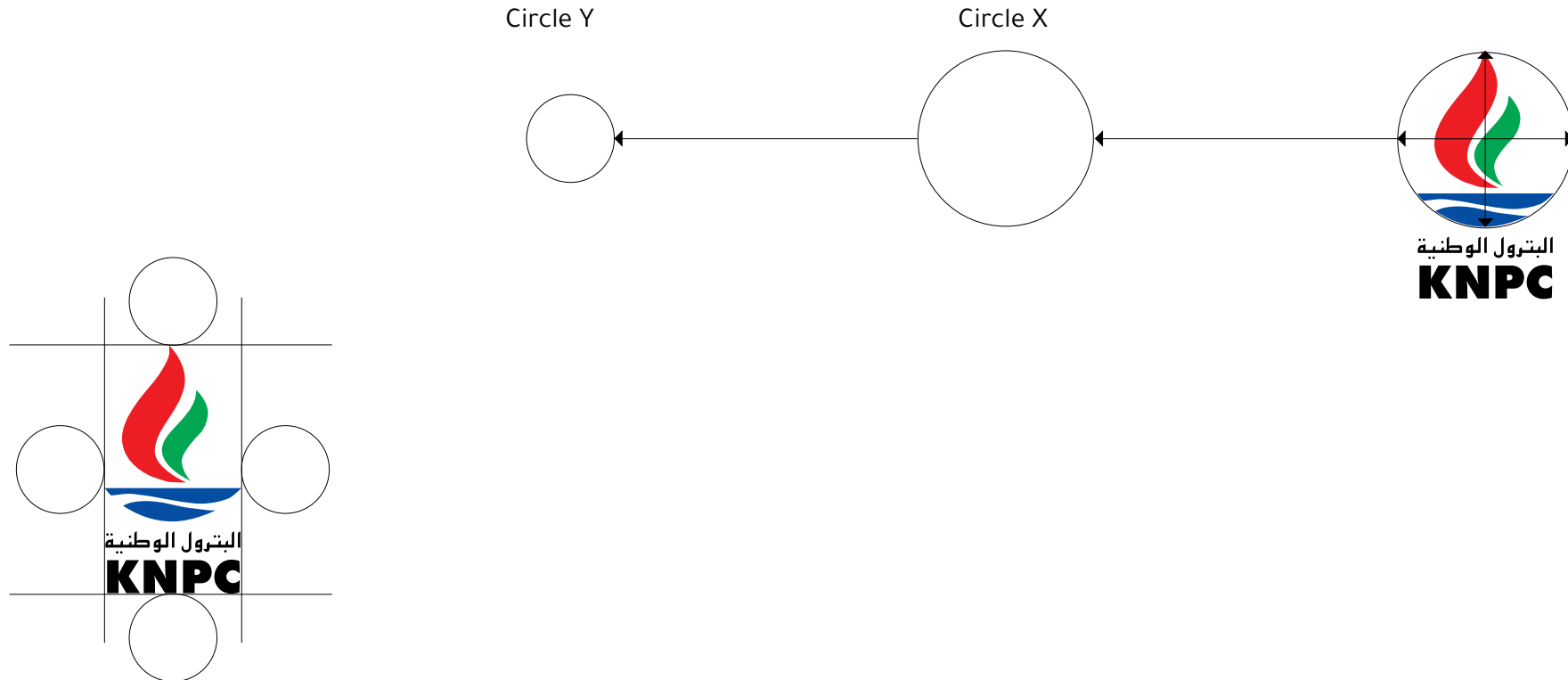


Protective Area (Clear Space)

The safe area is based on the core graphical elements of the logo.

It is represented by circle x, which is divided by 2 to form circle y which represents the safe area of the logo position.

On certain cases circle y can be 75% of circle x.

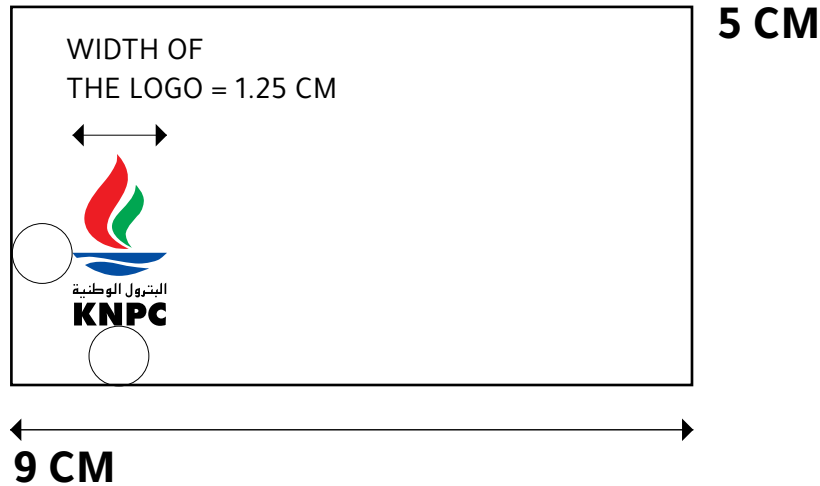




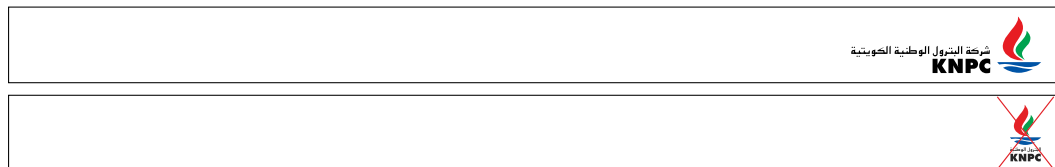
Minimum and Desirable Size For Print/Online Environment

For materials **above A5 size**, the logo should be at a size of **10%** from the smallest side.

For materials of **A5 size and below**, the logo should be at a size of **25%** from the smallest side.



In case of extreme sizes such as (usb, pen, ribbons, etc...) where the logo has to show in a powerful way, we will reverse the equation, meaning: the the logo should be at size of **75%** from the smallest side.



75 PERCENT OF 1 CM = 0.75 CM



Approved Secondary Color Variation

It is always preferred to have the logo as full color in all communications. If it is a must to use it as one color, it is preferred to have it black on a light color background or white on a dark background.

Also the logo can be used embossed on gold, silver and leather.

Gold



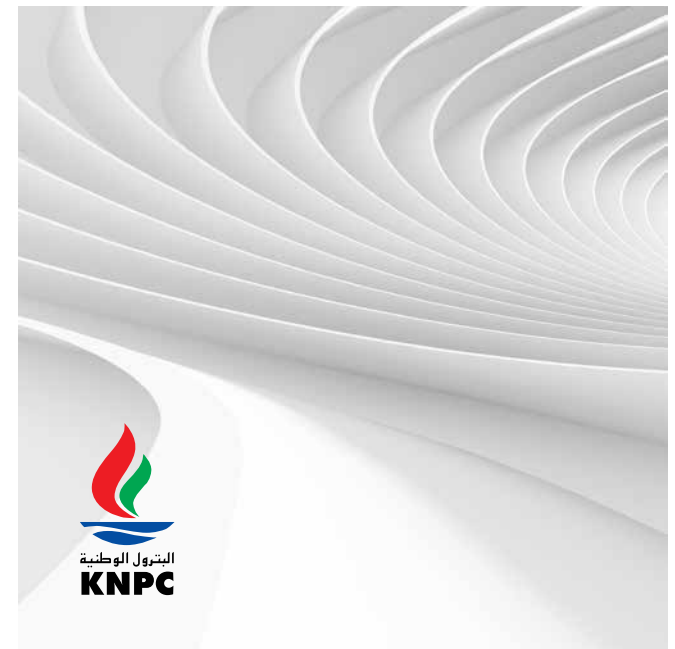
Silver





Logo Vs. Backgrounds

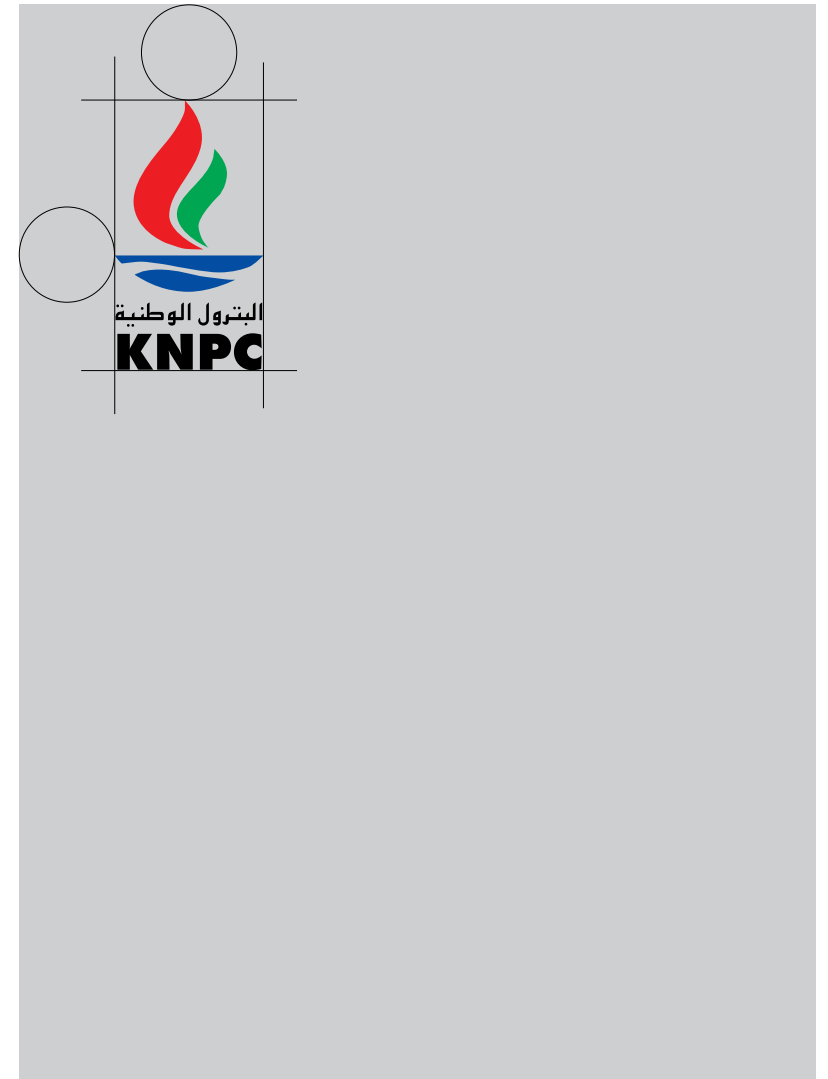
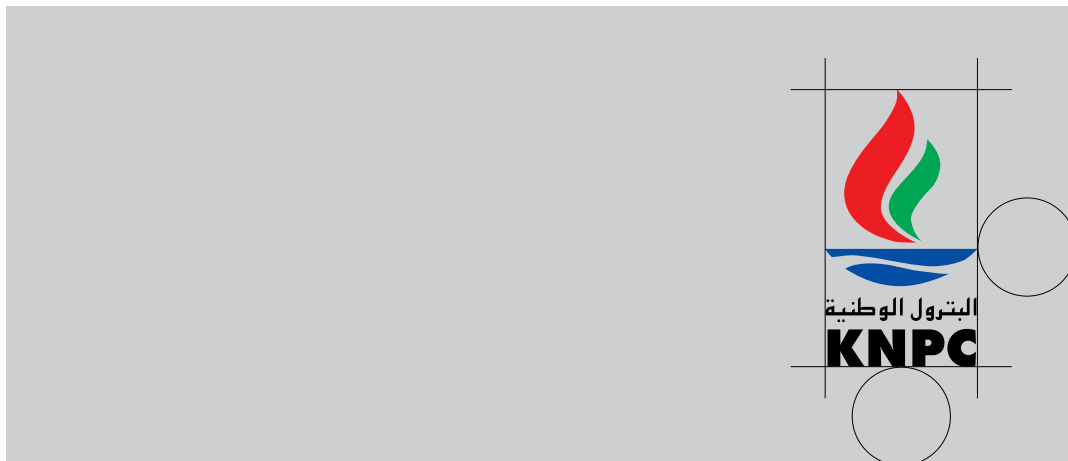
The logo must be visible on all types of imagery and backgrounds. This can be achieved by maintaining the safe area and using simple, clear imagery that does not conflict with the brand. No stroke is allowed around the logo.





Logo Placement

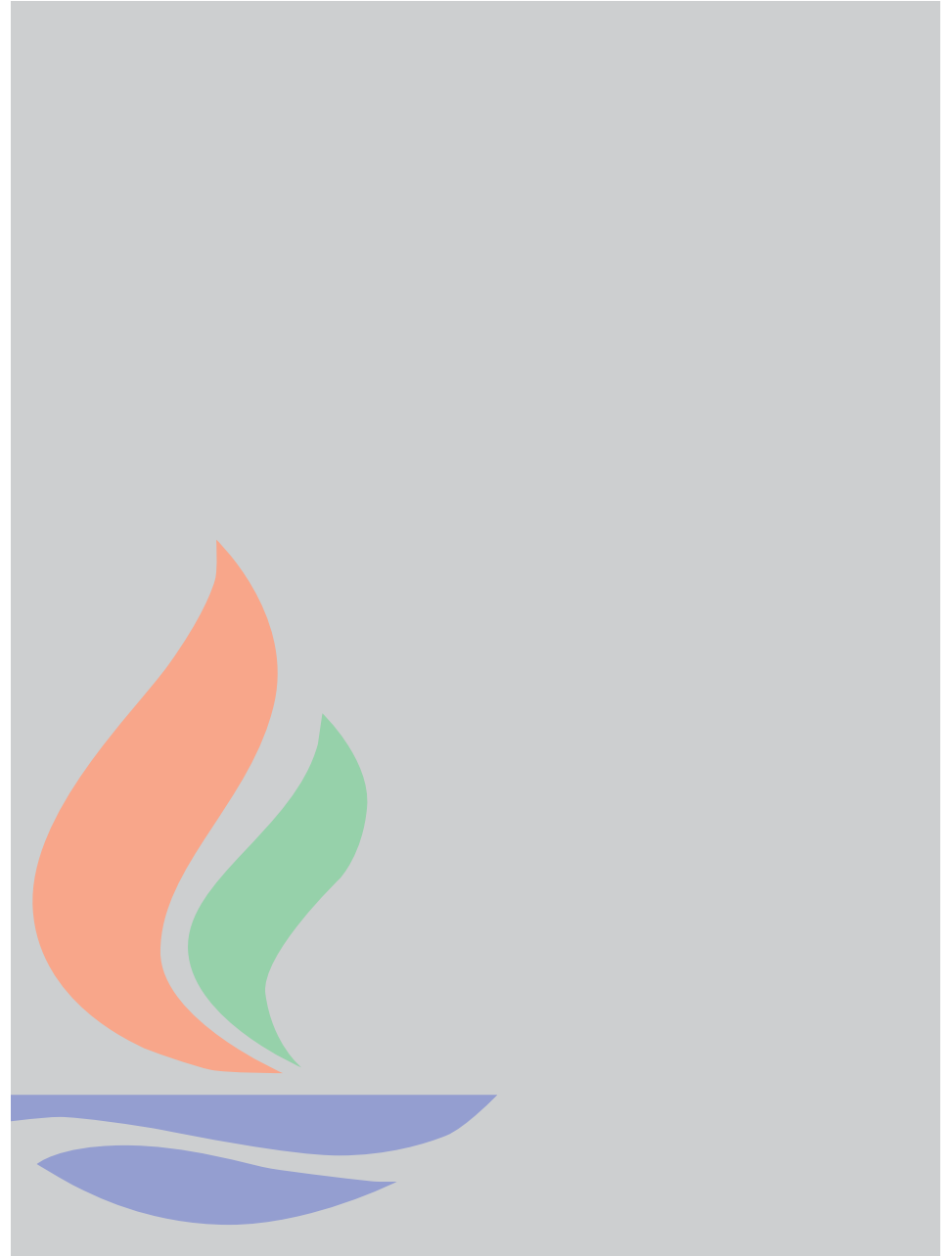
The logo can be placed in any corner of the layout based on the content and the objective.





Cropping and Containing the Logo

The logo cannot be cropped. In case of watermark use, cropping should always retain the flame element.

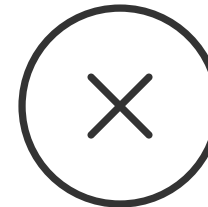
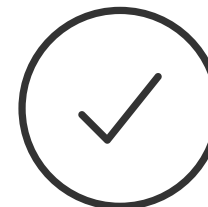




Incorrect Uses/Restrictions

The logo should be used in respect to its proportions.

The logo should not be outlined.





Alignment and Placement

The logo should always be aligned to the copy in the communication or to a certain object that is relevant to the topic.

Alignment can differ based on the layout.



We Are Here to Introduce the Solutions

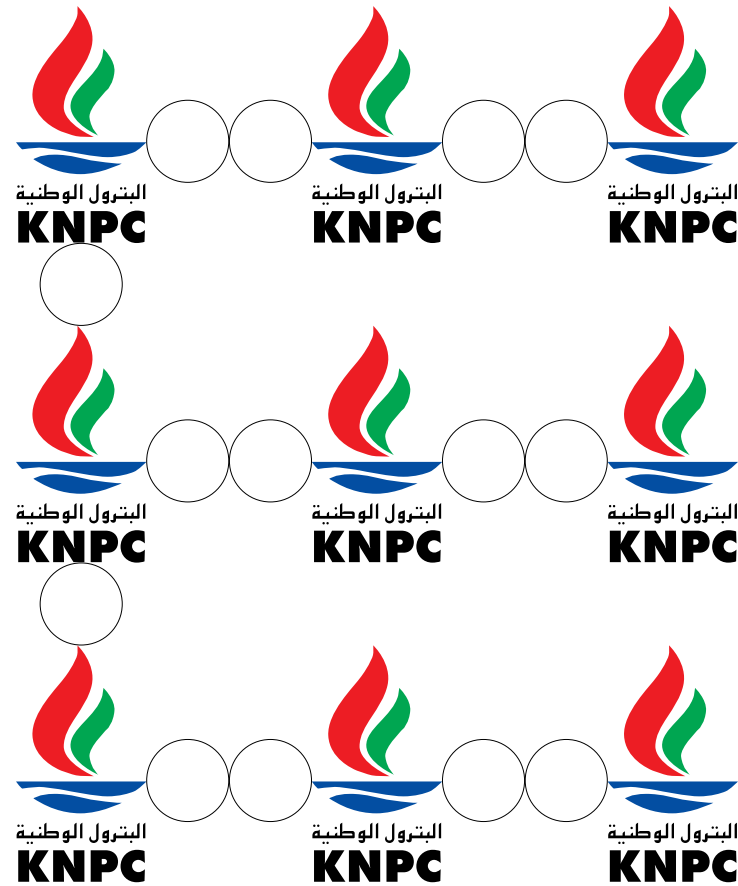
Sub Headline Shape Example

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Repeating the Logo

The logo safe area must be doubled when it comes to duplication of the logo.

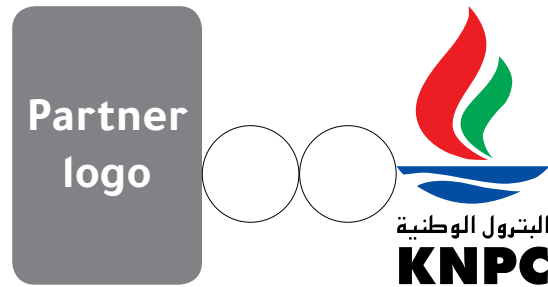




Co-Branding (Subsidiaries/Partners/Internal)

The logo safe area must be doubled when it comes to positioning against partner logo and sub-brands.

Usage of sub-brands/internal logos should be limited. Departments and division sub-brands are not accepted. Temporary campaign logos can be accepted.







Colors



Primary Color Palette



RED PROCESS CMYK

CYAN: 0
MAGENTA: 100
YELLOW: 100
BLACK: 0

RED PROCESS RGB

RED: 220
GREEN: 31
BLUE: 38

RED PANTONE

PANTONE 185 C

HEX

E41F27

RAL

RAL 3028



GREEN PROCESS CMYK

CYAN: 100
MAGENTA: 0
YELLOW: 100
BLACK: 0

GREEN PROCESS RGB

RED: 1
GREEN: 159
BLUE: 78

GREEN PANTONE

PANTONE 354 C

HEX

00A04E

RAL

RAL 6037



Secondary Color Palette and Neutrals



BLUE PROCESS CMYK

CYAN: 100
MAGENTA: 80
YELLOW: 0
BLACK: 0

BLUE PROCESS RGB

RED: 1
GREEN: 86
BLUE: 163

BLUE PANTONE

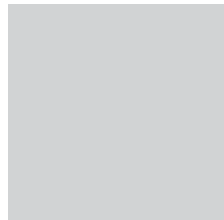
PANTONE 2728 C

HEX

0756A3

RAL

RAL 5000



Black Process CMYK

CYAN: 0
MAGENTA: 0
YELLOW: 0
BLACK: 20



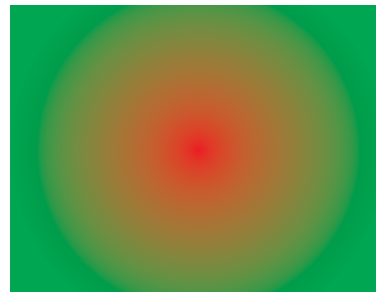
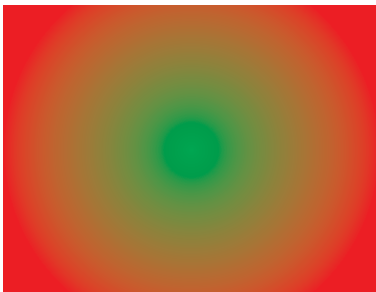
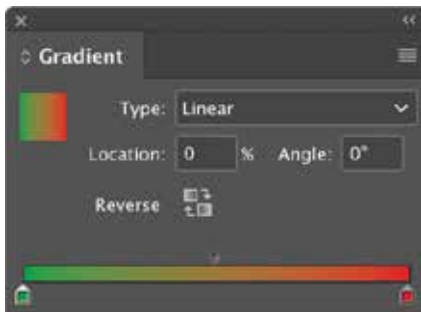
Black Process CMYK

CYAN: 0
MAGENTA: 0
YELLOW: 0
BLACK: 70



Color Gradients

The usage of color gradient should always convey all primary colors of the brand.





Color Pairings

The usage of color pairing should always convey all primary colors of the brand.



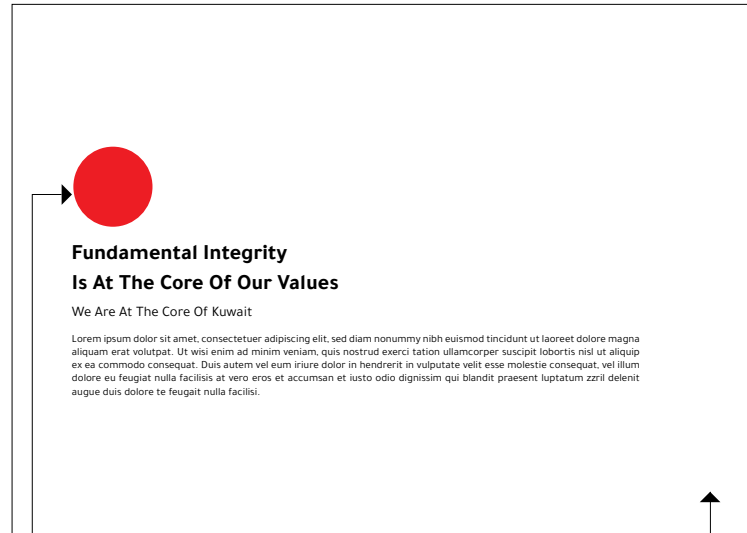
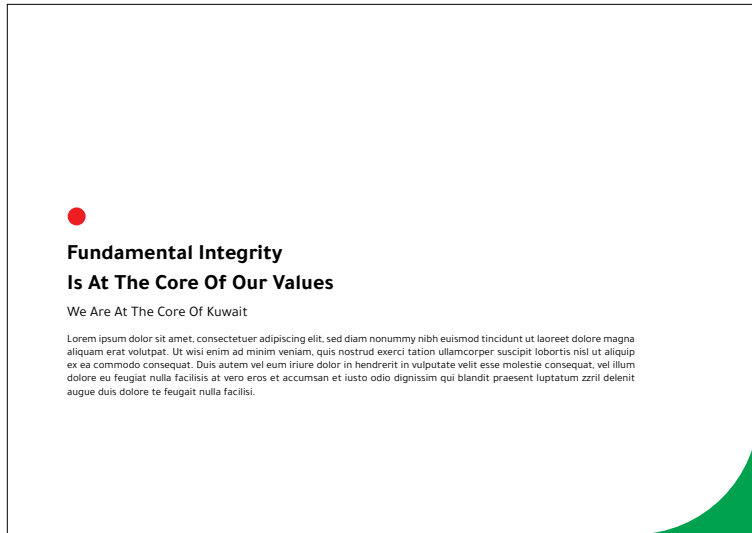


Using Color Palettes (Application Examples)

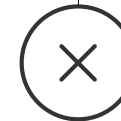
The color palette should always reveal the 2 main colors in any type of branding.
Secondary Colors can be used as needed.



●
Correct Uses



Size of the Red circle should be balanced to the size of main headline.



Missing the Green Corner color.



- **Tone of Voice, Blueprint and Typography**



Writing Style

Our messages and communications should be always:

Clear - Messages and communications that are direct and to the point without technical phrases, easy to understand.

Formal - No humor, catchphrases or gimmicks. We are a professional company talking to a wide range of people on a professional level.

Informative - Messages that we deliver must educate the reader on what/how/why/when.

Expertized - We are the leaders of our field and we know the industry perfectly.

Inspirational - We are excited about what we do and that comes across in our communications.

Enticing - Delivering communications that make the readers take notice of our message and encourage them to get involved.

Patriotic - We love Kuwait, the country and community, and all our efforts are to empower it.

Credible - We are a renowned, trustworthy company with many years of experience and a solid track record that you can trust.

Engaging - We want people to get to know us, learn about what we do and interact with us.

Responsible - We care about the important matters and lead by example.



The Core Attributes

TRUSTWORTHY

We honor the importance of trust and invite assurance by working with integrity and upholding strong moral principles.

CONSISTENT

We work within a set of finely tuned guidelines that ensures reliable and positive results in everything we do.

TRANSPARENT

We work openly, disclosing everything, providing relevant updates and recognizing the importance of honesty.

COMMITTED

We are dedicated to delivering every service and product to the highest standard, no matter the challenges.

PR
BRANDING
COMMUNICATION
ACTIVATION
CSR

Informative, Expertized, Clear, Formal

Inspirational, Clear, Expertized

Clear, Enticing, Patriotic, Credible

Engaging, Enticing, Clear

Informative, Patriotic, Enticing, Responsible

● Writing Tips

PR EXAMPLE

Always at the heart of Kuwait and working to build a brighter future, KNPC is launching a new initiative inviting the public to go green for 24 hours.

لأن الكويت دائماً في قلبنا، ولأنها جوهر وجودنا. نحن نعمل معاً من أجل بناء مستقبل أكثر إشراقاً، ولذلك نفتخر هذا العام بإطلاق مبادرة متميزة تحت اسم "اليوم الأخضر" لحث أهل الكويت على وقف النشاطات التي تؤثر على سلامة بيئتنا لمدة 24 ساعة.

ACTIVATION EXAMPLE

We are KNPC, and we know your most important item is your phone. Our energy gives your devices their heartbeat, and if you'd like to join us in our booth, we'd like to teach you how you can power your electronics in a way that's better for the environment.

نحن في شركة البترول الوطنية الكويتية ندرك جيداً مدى ارتباطك بهاتفك المحمول. لذلك نحن ندعوك لزيارة جناحنا كي نكتشف معاً طرقاً أخرى لاستخدام الهاتف المحمول والأجهزة الإلكترونية بشكل يوفر استهلاك الطاقة ويحمي البيئة. حيّاك!

CSR EXAMPLE

At KNPC, nothing is more important to us than Kuwait and the environment. We are proud to center ourselves in building a better Kuwait and we invite you to help us with our mission on Friday at Messilah for our monthly beach clean day.

في شركة البترول الوطنية الكويتية، ليس هنالك ما هو أكثر أهمية بالنسبة لنا من الكويت والبيئة. نحن فخورون أن بناءً كويت أفضل جوهر أولوياتنا. ندعوكم لمساعدتنا في مهمتنا هذه يوم الجمعة في شاطئ المسيلة ضمن فعالياتنا الشهرية لتنظيف الشواطئ.



Fonts, Styles and Treatment

Primary Fonts

Primary English Typeface

Tajawal Bold For Headlines and Main Titles

Secondary English Typeface

Tajawal Regular For Sub HI, Body Copy and Bullet Points

العنوان الرئيسي كشكل ومضمون

Tajawal Bold For Headlines and Main Titles

العنوان الرئيسي كشكل ومضمون

Tajawal Regular For Sub HI, Body Copy and Bullet Points

Secondary Fonts

Primary English Typeface

Calibri Bold For Headlines and Main Titles

Secondary English Typeface

Calibri Regular For Sub HI, Body Copy and Bullet Points

العنوان الرئيسي كشكل ومضمون

Calibri Bold For Headlines and Main Titles

العنوان الرئيسي كشكل ومضمون

Calibri Regular For Sub HI, Body Copy and Bullet Points



Fonts, Styles and Treatment

Playing with typography is allowed for the brand as long as it conveys a creative and clear branding message.

Justifying is preferred for English and Arabic. Unjustifying is allowed on certain cases when text becomes broken, as long as it is consistent across the communication.

WE ARE
AT THE
CORE
OF KUWAIT

العنوان
الرئيسي
كشك
ومضمون



Font Colors

In order to maintain unified communication, the following font colors may be used.

Introducing Solutions

Subheadline Place

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.



BLACK: 70

Introducing Solutions

Subheadline Place

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BLACK: 100

Red and green can be used as titles and subtitles only on white backgrounds, or when certain text needs to be highlighted. Blue can also be used in similar way.

Introducing Solutions

Subheadline Place

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Introducing Solutions

Subheadline Place

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Introducing Solutions

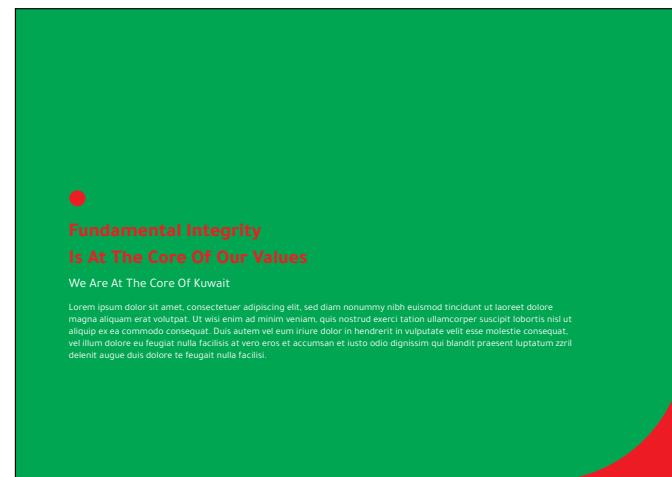
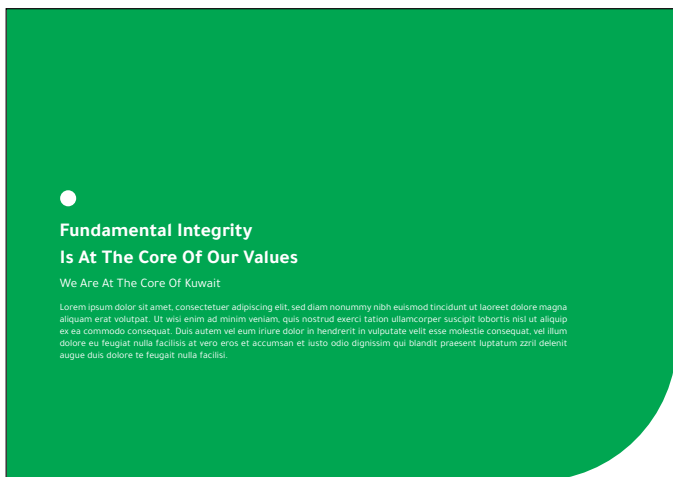
Subheadline Place

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Font Colors

White may also be used as a font color, but only with our brand colors.

Red and green can be used as titles and subtitles only on white backgrounds, or when certain text needs to be highlighted.



●
Capitalization Guidance

HEADLINE:	Title Case
SUBHEADLINE:	Title Case
BODY COPY:	Sentence Case
Company Name:	Title Case
Land Marks:	Title Case
Job Title:	Title Case

Basic English grammar rules apply to capitalization.

We Are Here to Introduce the Solutions

Subheadline Shape Example

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Size Relationships

English

Introducing Solutions

Subheadline Place

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● Size between: 24 - 28

● Size between: 18 - 22

● Size between: 9 - 12

● Size between: 22 - 26

● Size between: 16 - 20

● Size between: 7 - 10

عربي

العنوان الرئيسي

العنوان الثانوي كشكل ومضمون

لهذا السبب ، على مدار السنوات ، سأأتي جميعًا ، والذين سيحاولون ممارسة التمارين الرياضية من خلال الاستفادة من الوصفة. لهذا السبب ، على مدار السنوات ، والذين سيحاولون ممارسة التمارين الرياضية من خلال من الوصفة.



Right Way of Name Usage

In order to maintain unified communication, our Company's name should be used in the following ways.

Official Designations (English)

Kuwait National Petroleum Company

The full name is used in all formal media and content.

KNPC

The abbreviation may be used in formal media and content if the full name was used once in the same content.

The abbreviation may be also used on informal & internal material.

The abbreviation must be in capitals.



- Kuwait Petroleum Company
- Kuwait National Petroleum
- National Petroleum Company
- Knpc
- K.N.P.C.

Official Designations (Arabic)

شركة البترول الوطنية الكويتية

The full name is used in all formal media and content.

البترول الوطنية

The abbreviation may be used in formal media and content if the full name was used once in the same content.

The abbreviation may be also used on informal & internal material.

The abbreviation must be used between quotation marks.



- ◀ شركة البترول الوطنية
- ◀ شركة البترول الكويتية
- ◀ البترول الوطنية الكويتية
- ◀ الوطنية الكويتية
- ◀ الوطنية

●
Alignment Examples

Introducing Solutions

Subheadline Place

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—————● **If HL and Sub HL are aligned left, body copy should follow.**

Introducing Solutions

Subheadline Place

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————— **If HL and Sub HL are aligned center, body copy should follow.**

Alignment Examples



**Fundamental Integrity
Is at the Core of Our Values**

We Are at the Core of Kuwait

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

**Fundamental Integrity
Is at the Core of Our Values**

We Are at the Core of Kuwait

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**Fundamental Integrity
Is at the Core of Our Values**

We Are at the Core of Kuwait

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.







Imagery Style



Characteristics of Photography

The brand imagery guidelines should follow 4 main pillars:

Emotional

to link our stakeholders to our brand and create an emotional relationship.

Moving forward

to show our progress and growth.

Togetherness

to show that it is a human brand that cares about the community.

Determined

to show that our brand is a consistent brand when it comes to achieving goals.



MOVING FORWARD

DETERMINED

LOOK AND FEEL

EMOTIONAL

TOGETHERNESS

●
Categories of Photos

Inspirational

Lifestyle images to convey togetherness, growth and progress.



Institutional

To convey our work progress.



Informative

To convey facts and figures.



Individual

Taken in full-face view with neutral expression and light background elements.



● Securing Images and Approvals

All images should follow the 4 main pillars:

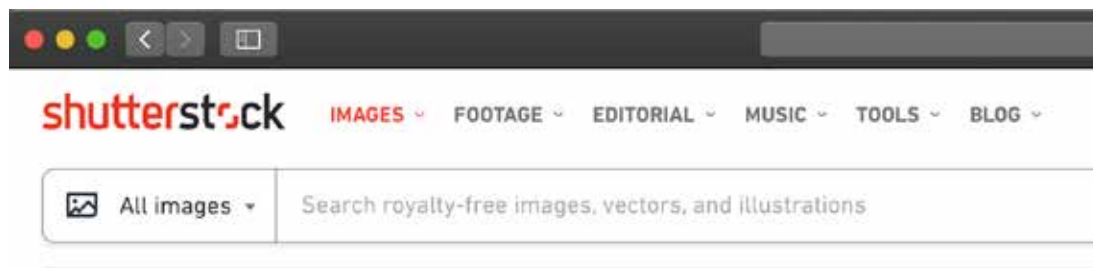
Emotional: to link our stakeholders to our brand and create an emotional relationship.

Moving forward: to show our progress and growth.

Determined: to show that our brand is a consistent brand when it comes to achieving goals.

Togetherness: to show that it is a human brand that cares about the community.

Images can be found in our image library, Shutterstock and alternative services. Any images used must have copyright clearance. Google images should be avoided.



●
Selecting and Using Photography

TONALITY

THE ENERGY FLARE

The flare design element will be used across all visuals to reinforce the core idea visually, that the flare is the core of the sun reflecting on various elements of life.

The usage of energy flare to be limited to corporate visuals.

The flare vs the corporate image should not conflict with the seriousness of the picture. The flare should not overpower the main focus in the image and should only complement and empower the elements in the visual.





Correct and incorrect Uses



Image contains the energy flare



Image is inspirational



Image portrays authenticity



Image cropping should maintain the main point



Image missing the energy flare



Image is not inspiring

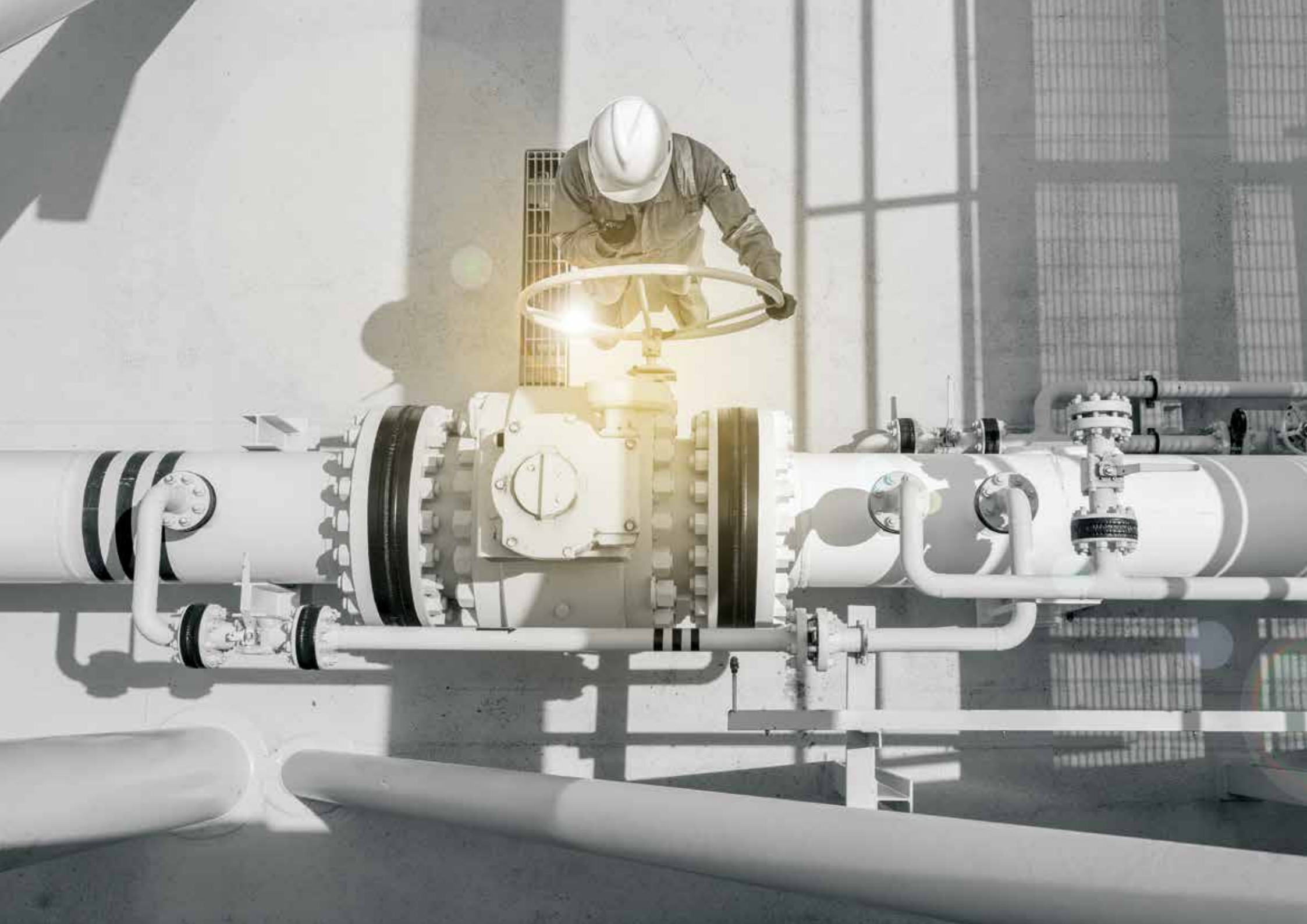


Image is conveying the past



Image is cropped badly





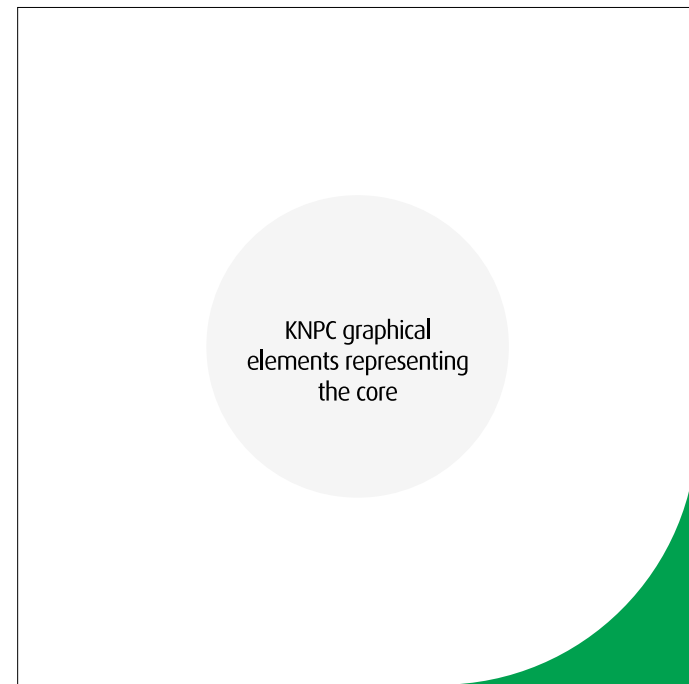
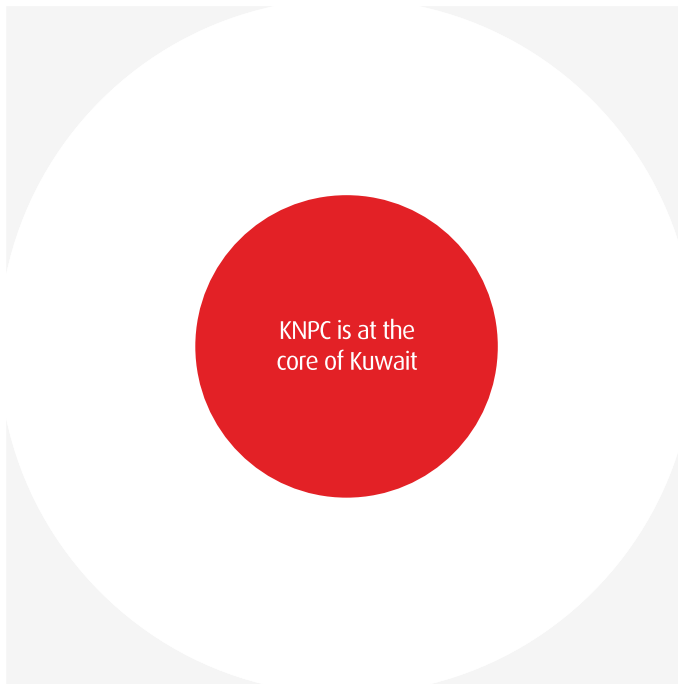


Graphics & Icons



Graphic Device

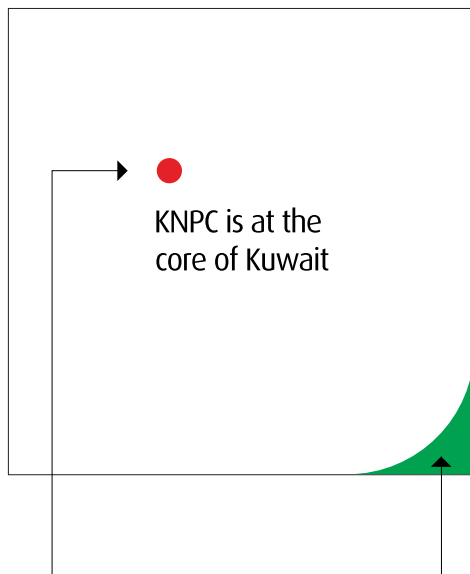
The main graphical element is the circle, representing the core of the brand.



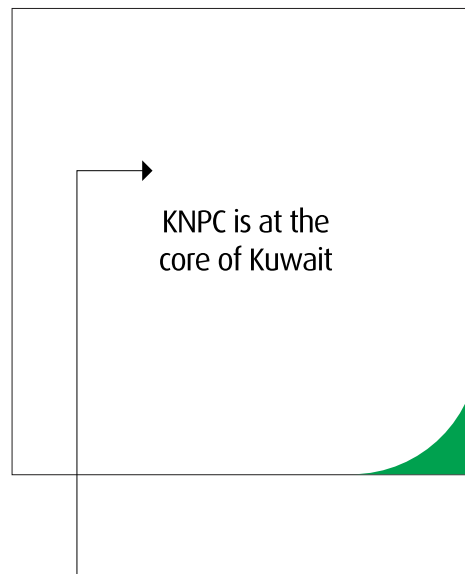
Graphic Types and Usage

The circle and the curved edge are the main design element to be used in all our communications.

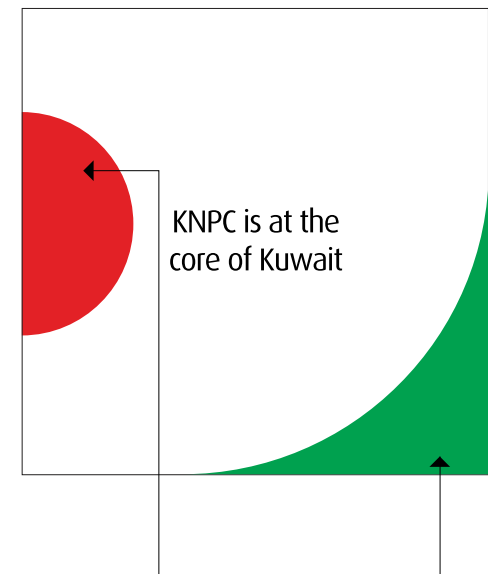
The weight of the elements can vary in size and placement, but it is a must to have the color weight equal in all designs (red, green must all appear).



✓ The size of the elements is adjusted based on the design need.



✗ Red circle is missing



✗ The size of the elements is imbalanced.

Iconography Types and Usage

Our brand icons have a curved shape. This is a style that must be followed in all communications. Icons can be found on Shutterstock and similar platforms.

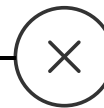
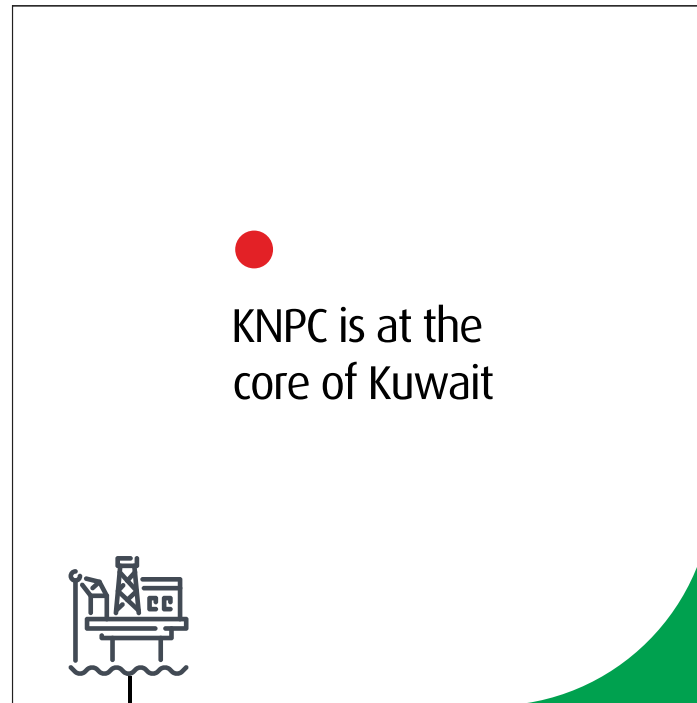
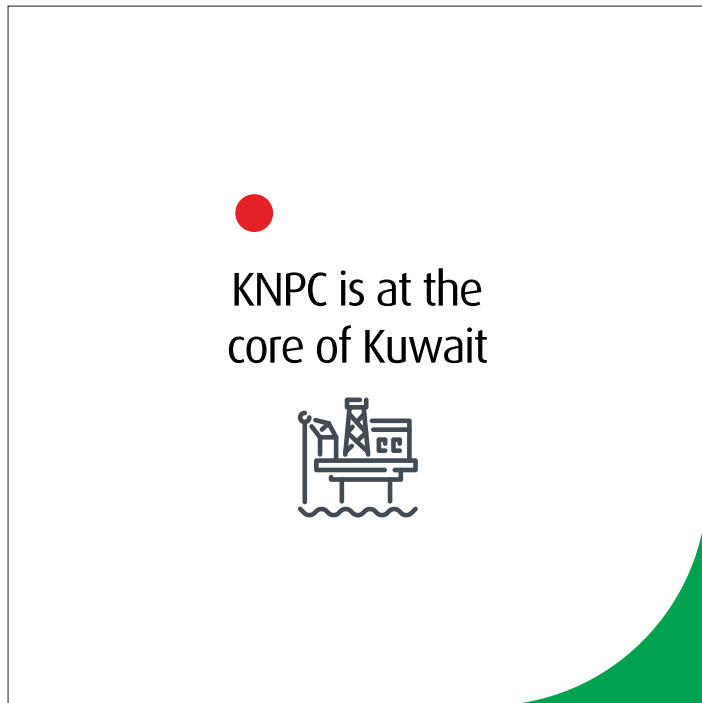
Image Source:

<https://www.shutterstock.com/image-vector/oil-gas-related-line-icon-set-1434377237>



Incorrect Uses

Icon usage should be in line with the copy and the visual implementation. The balance of the visual weight of objects, colors, texture and space should be consistent among all communication layouts.







Corporate Stationary

Letterhead

Scaled to 50%



المسؤول الوطنية
KNPC

Ref.: CCD/MNGR/1422/10/

Date: June 3, 2022
Mr. Jassim Muhammad Al-Jassim
General Director
After Greetings,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet magna erat volutpat. Ut wisi enim ad veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

With sincere appreciation and respect,



Jassim Muhammad Al-Jassim
CEO

إحدى شركات مؤسسة البترول الكويتية - ص.ب 70 الصفاة، 13001 الصفاة، الكويت - هاتف: +965 23989900 - ب.ت 8149 رأس المال 1587.000.000 د.ك
A Subsidiary of Kuwait Petroleum Corporation - P.O. Box: 70 Safat 13001, Safat - Kuwait - Tel.: +965 23989900 - C.R. 8149 Capital: 1587,000,000
www.knpc.com



المسؤول الوطنية
KNPC

Ref.: CCD/MNGR/14/10/22

التاريخ: 3 يونيو 2022
الأخ الفاضل/ جاسم محمد الجاسم
المدير العام
تحية طيبة وبعد،

المحترم

النص كئشكئ ومضمون النص . ومضمون النص كئشكئ . النص كئشكئ ومضمون النص كئشكئ ومضمون النص كئشكئ . النص كئشكئ ومضمون النص كئشكئ ومضمون النص كئشكئ .

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النص كئشكئ ومضمون النص كئشكئ . النص كئشكئ ومضمون النص كئشكئ . النص كئشكئ ومضمون النص كئشكئ . النص كئشكئ ومضمون النص كئشكئ .

وتقبلوا خالص التقدير والاحترام،



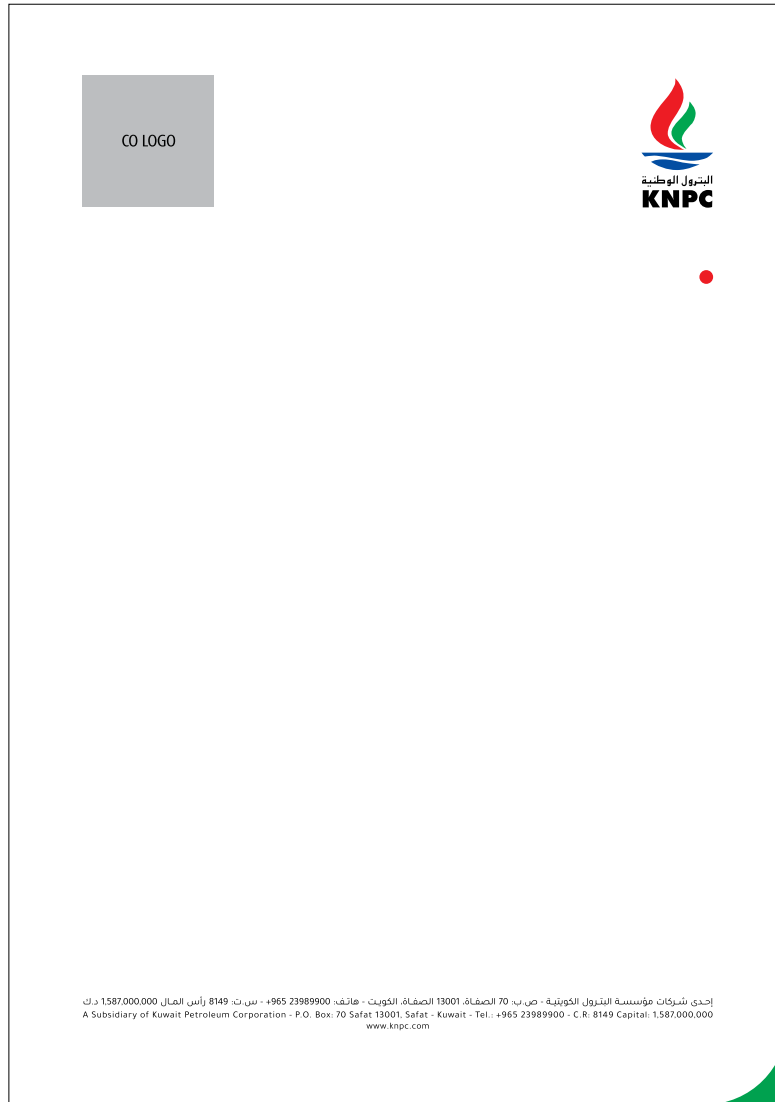
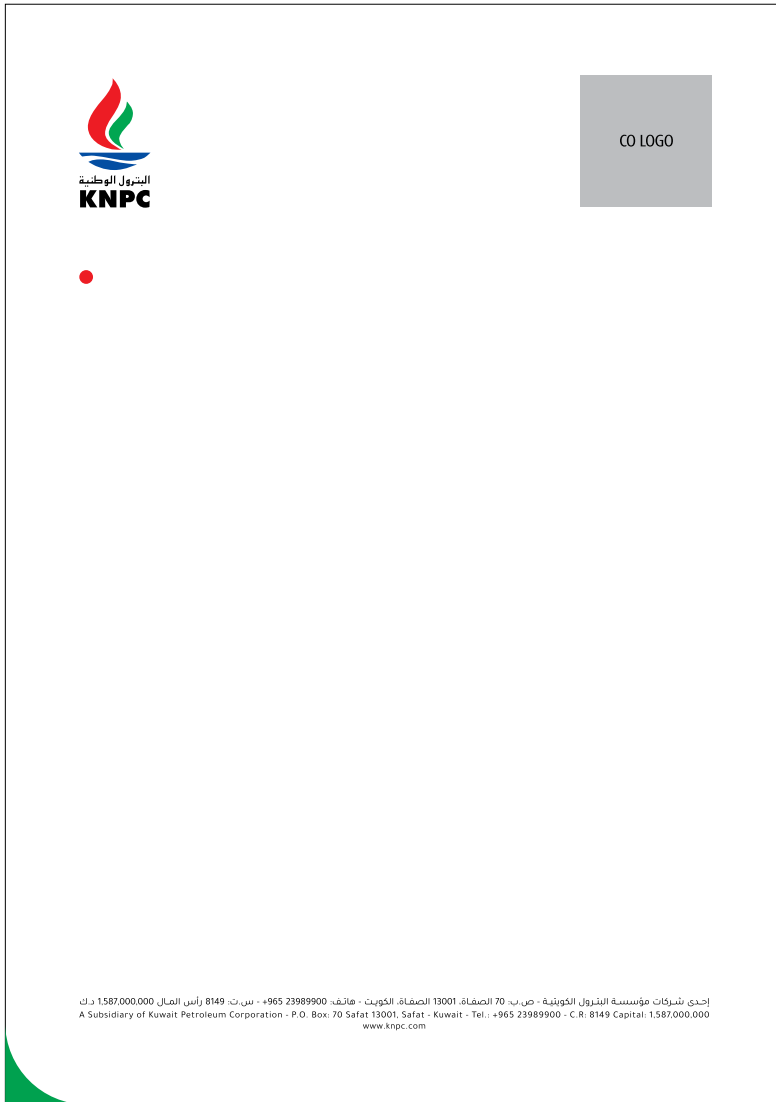
جاسم محمد الجاسم
الرئيس التنفيذي

إحدى شركات مؤسسة البترول الكويتية - ص.ب 70 الصفاة، 13001 الصفاة، الكويت - هاتف: +965 23989900 - ب.ت 8149 رأس المال 1587.000.000 د.ك
A Subsidiary of Kuwait Petroleum Corporation - P.O. Box: 70 Safat 13001, Safat - Kuwait - Tel.: +965 23989900 - C.R. 8149 Capital: 1587,000,000
www.knpc.com



Co-branded Letterhead

Scaled to 50%



Business Card

جاسم محمد الجاسم
مراقب أول
دائرة العلاقات العامة والإعلام

شركة البترول الوطنية الكويتية
ص.ب: 70 الصفاة - 13001 الكويت
مكتب : +965 23880000
موبايل: +965 23880000
البريد الإلكتروني: j.jasem@knpc.com

Jasem Mohammed Al Jasem
Senior Controller
Corporate Communication Dept.

Kuwait National Petroleum Company
P.O. Box 70 Safat, 13001 - Kuwait
Off: + 965 2388XXXX
Mob.: +965 XXXXXXXX
Email: j.jasem@knpc.com



البتترول الوطنية
KNPC

www.knpc.com



البتترول الوطنية
KNPC

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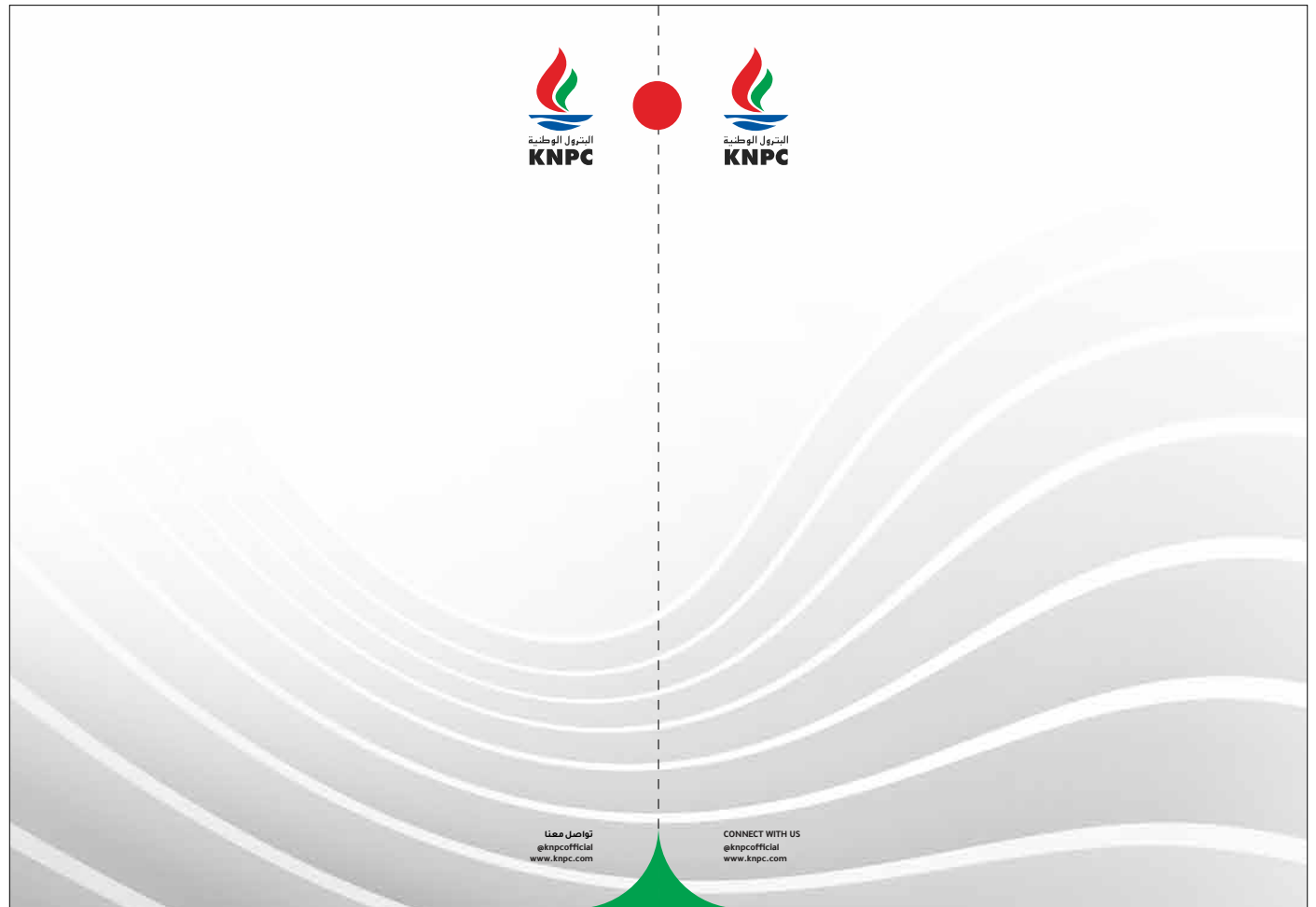


البتترول الوطنية
KNPC

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●
Document Folder (Paper)

Scaled to 40 percent



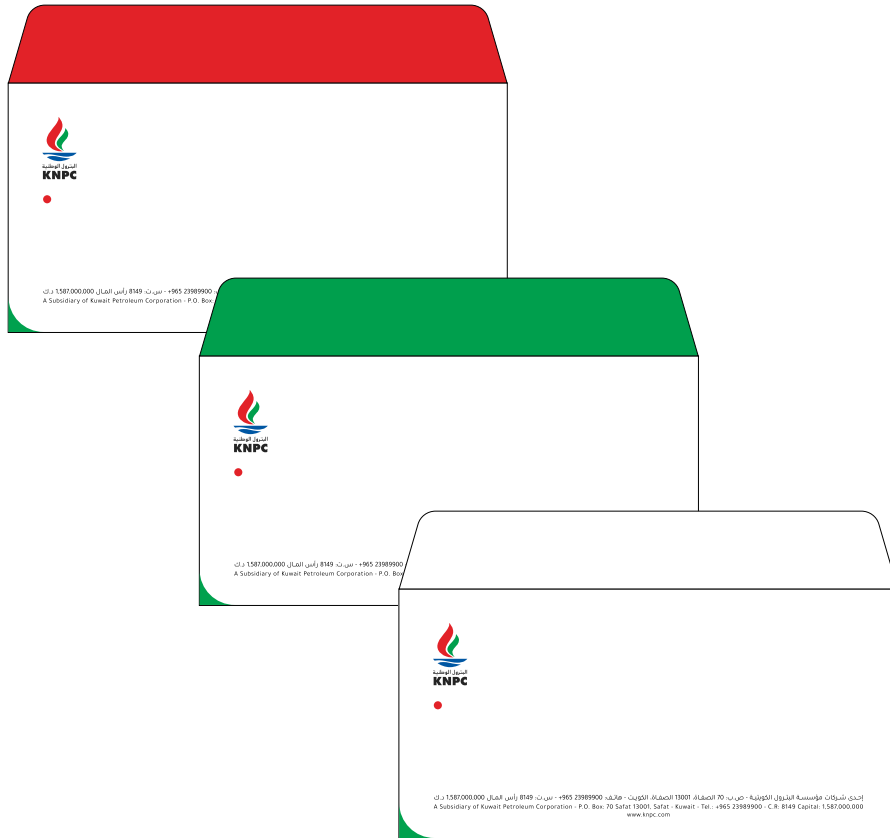
●
Document Folder (Paper)

Scaled to 40 percent

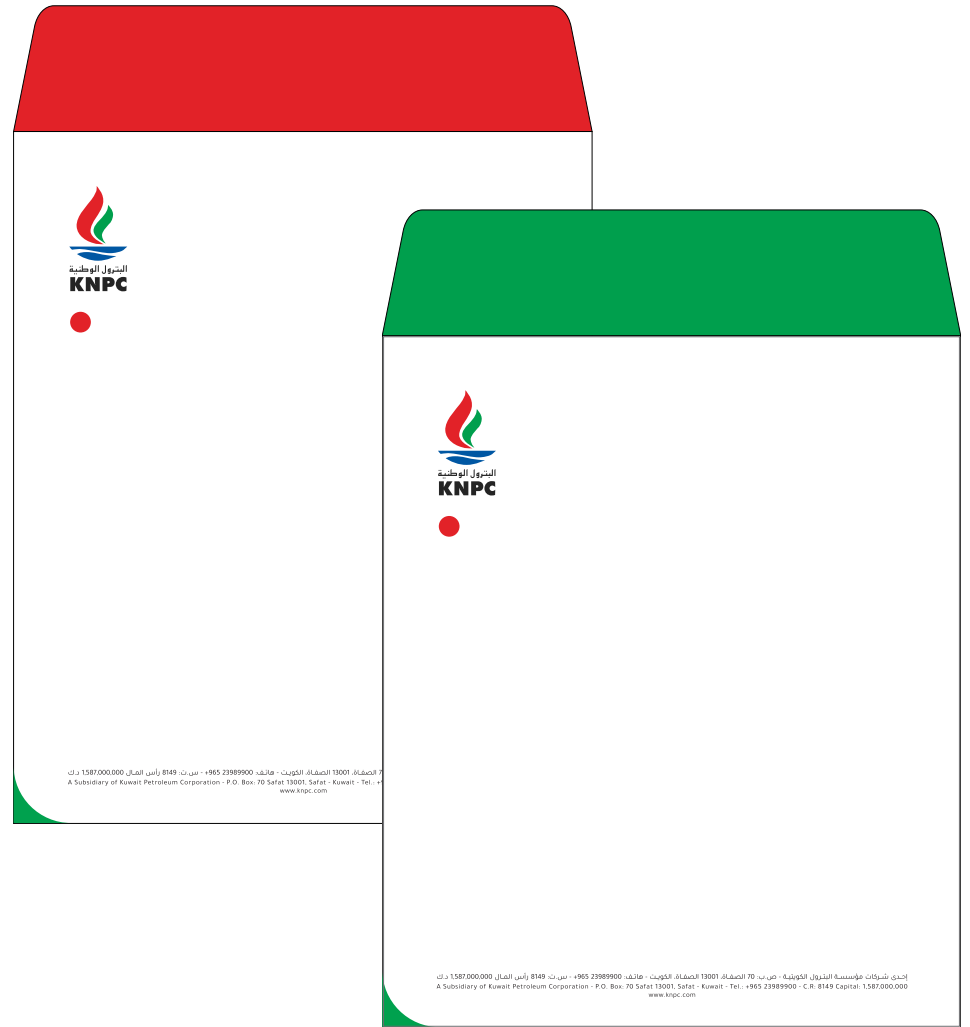


●
Envelopes

Scaled to 30 percent



DL Size



A4 Size



Envelopes / One Color

Scaled to 50 percent

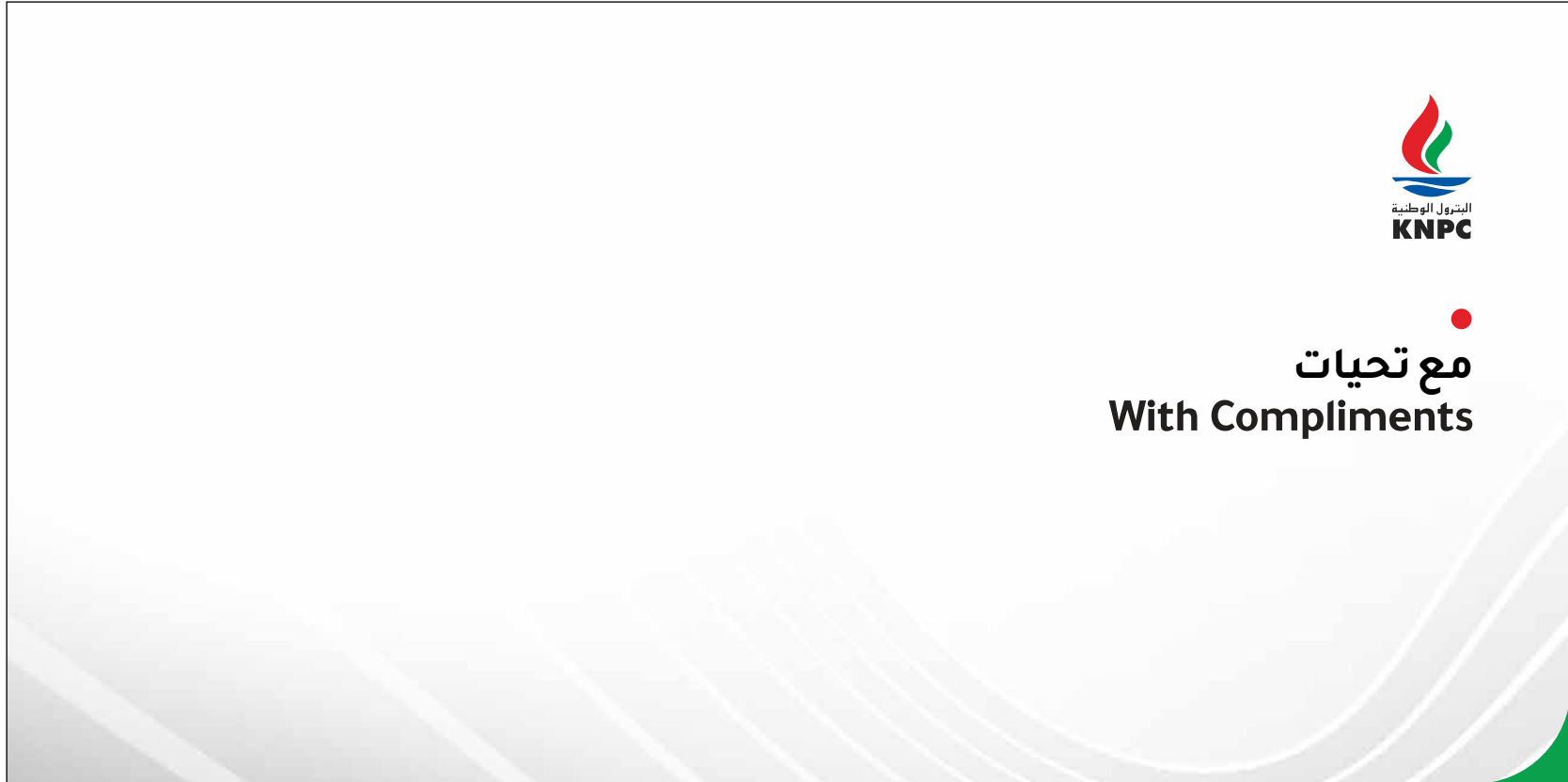


DL Size



A4 Size

●
Compliment Slip



Certificate

Scaled to 35 percent



Logo of the National Petroleum Company (KNPC) featuring a stylized flame in red, green, and blue above the text "الشركة الوطنية KNPC".

This Certificate is Presented to

Jasem Mohammed Al-Jasem

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

15/12/2021
Date


Signature



Logo of the National Petroleum Company (KNPC) featuring a stylized flame in red, green, and blue above the text "الشركة الوطنية KNPC".

أُخِيتَ هَذِهِ السَّحَابَةُ لِـ

محمد جاسم الجاسم

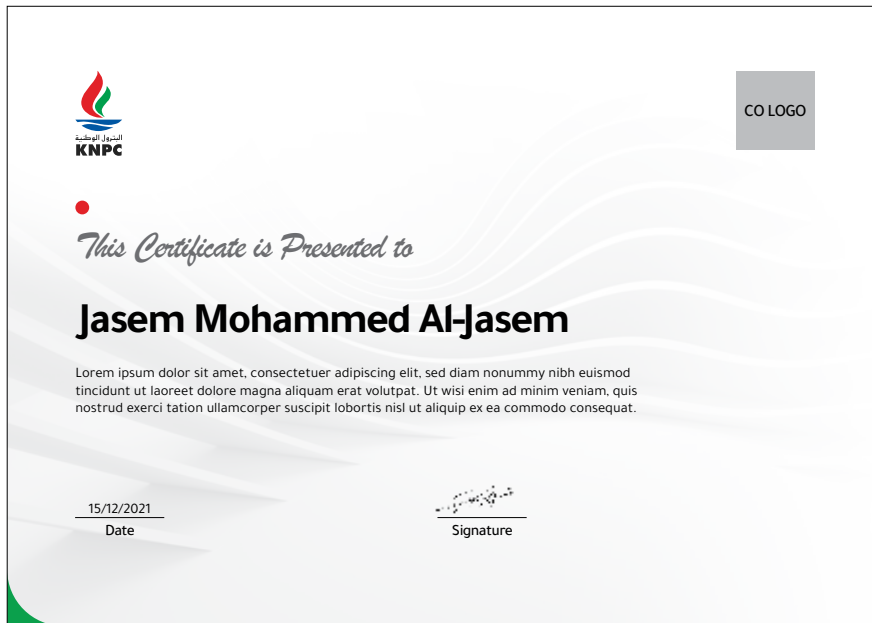
هذا النص للقراءة فقط هذا النص للقراءة فقط هذا النص للقراءة فقط هذا النص للقراءة فقط هذا النص للقراءة فقط هذا النص للقراءة فقط هذا النص للقراءة فقط هذا النص للقراءة فقط هذا النص للقراءة فقط هذا النص للقراءة فقط

15/12/2021
التاريخ


التوقيع

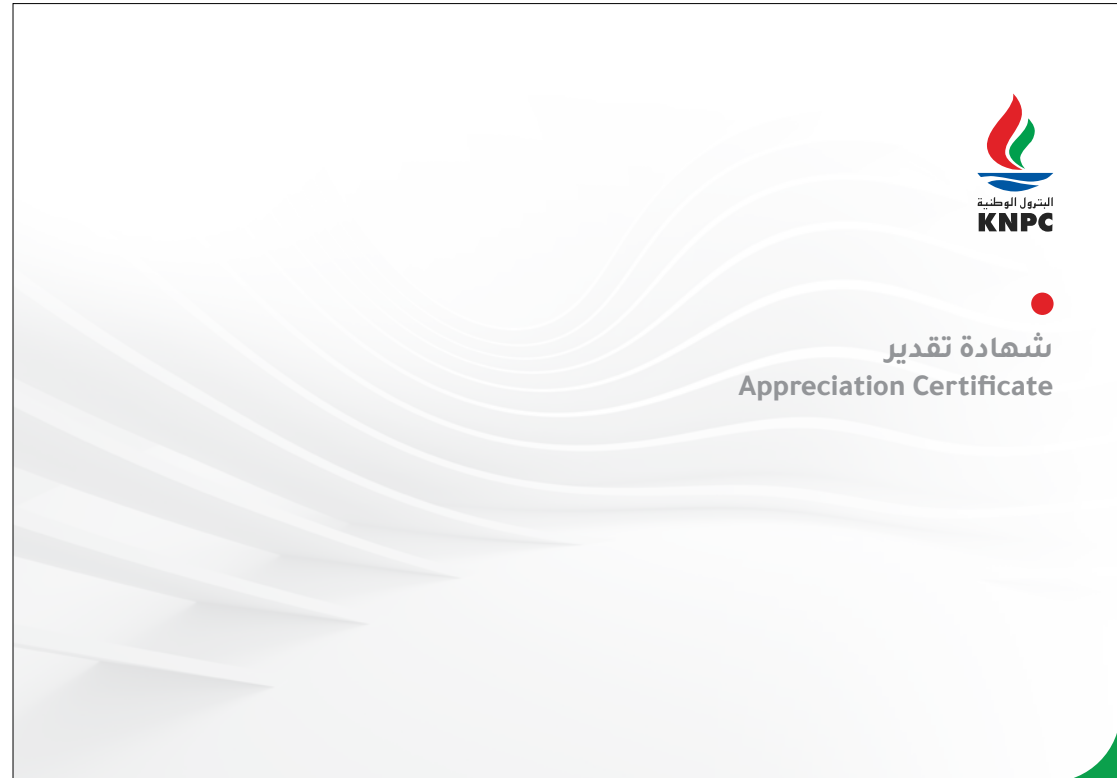
Co-branded Appreciation Certificate

Scaled to 35 percent



●
Certificate Folder

Paper Cover



Leather cover





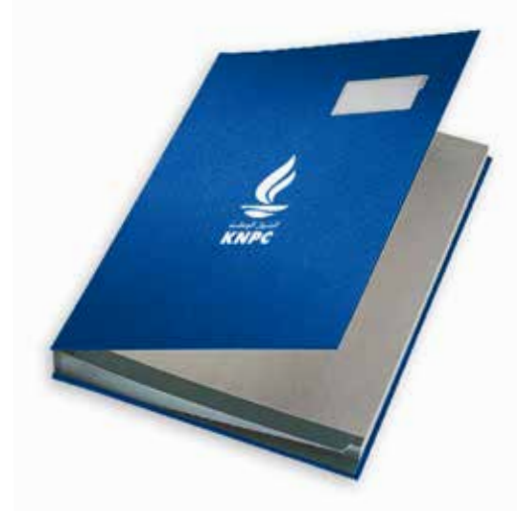
Signing Folder






Mail Folder

Folder can be created in any of the brand primary or secondary colors (red, green, blue and grey)



●
Agenda of Meeting




<Add Meeting Subject>
 Meeting Agenda

Meeting Logistics	
Date:	
Time:	
Location:	
Subject:	
Chairperson:	
Reference:	

Invitees:		
Name	Job title	Initial

Page 1 of 2



Agenda Items		
#	Item Description	Time
1	Safety Moment By <Add Name>	
2	Minutes from Previous Meeting	
3	<FILL IN AS APPROPRIATE>	
4	<FILL IN AS APPROPRIATE>	
5	<FILL IN AS APPROPRIATE>	
6	Meeting Recap	
7	Confirm Next Meeting Date	

Page 2 of 2

Agenda of Meeting



بنود جدول الأعمال		
الوقت المخصص	البند	#
	لحظة السلامة، من تقديم <أضف الاسم>	1
	مراجعة محضر الاجتماع السابق	2
	<أضف البند كما هو مناسب>	3
	<أضف البند كما هو مناسب>	4
	<أضف البند كما هو مناسب>	5
	ملخص الاجتماع	6
	تحديد موعد الاجتماع القادم	7



<موضوع الاجتماع> جدول الأعمال

بيانات الاجتماع	
	التاريخ:
	الوقت:
	الموقع:
	الموضوع:
	رئيس الاجتماع:
	المرجع:

المُدعوون:	المسمى الوظيفي	المُعَرِّف (Initial)

Minutes of Meeting



Minutes of Meeting (MoM)

Section 1.0 – The Logistics & Documentation

Meeting Logistics		
Date:		
Time:		
Location:		
Subject:		
Chairperson:		
Reference:		
MoM Prepared by:	Name	Job title
MoM Reviewed by:	Name	Job title
MoM Approved by:	Name	Job title

Attendees:		
Name	Job Title	Initial



Apologies:		
Name	Job Title	Initial

Distribution:

Section 2.0 – Action Items / Points of Discussion

#	Action Item / Description	Action By	Target Date

Meeting concluded at <TIME>
 Next Meeting <DATE> at <TIME>

Minutes of Meeting



المعتدرون: الاسم	المسمى الوظيفي	المُعزف (Initial)

التوزيع:

2. البنود التي تمت مناقشتها

#	البند	موكل إلى	تاريخ التنفيذ

اختتم الاجتماع في «الوقت»
الاجتماع القادم في «التاريخ - الوقت»




محضر اجتماع

1. البيانات الأساسية

بيانات الاجتماع	
التاريخ / الوقت:	
الموقع:	
الموضوع:	
المرجع:	
رئيس الاجتماع:	
أعد المحضر من قبل:	
روجع المحضر من قبل:	
اعتمد المحضر من قبل:	

الحضور: الاسم	المسمى الوظيفي	المُعزف (Initial)

Fax Cover Sheet



المشورل الوطنية
KNPC

FACSIMILE MESSAGE

Date: _____ Ref. _____

From: <Name OR Title> _____

To: <Name OR Title> _____ Fax No. <Add Fax No.> _____
<Business Name> _____

Copy: <Name> OR Title _____ Fax No. <Add Fax No.> _____
<Business Name> _____

Subject: _____

Pages to follow excluding cover sheet: _____

Special Instructions or Comments

IF COPY IS RECEIVED INCOMPLETE, PLEASE CALL (_____)

Confidentiality Statement

This facsimile contains private or other sensitive information of the sender and is intended solely for the recipient named above. If you are not the intended recipient, you should hold this message in confidence and be aware that any disclosure, copying, distribution or use of this information is prohibited. (1) Do not use this information or disclose to others. (2) Please notify the sender by telephone. (3) Please return this message via fax, to the sender named below. We appreciate your cooperation with this request.

<Sender's Name>
<Sender's Title>



المشورل الوطنية
KNPC

رسالة بالفاكس

Ref. _____ التاريخ: _____

من: _____ <الاسم أو المسمى الوظيفي>
إلى: _____ <الاسم أو المسمى الوظيفي>
_____ <الجهة>

نسخة إلى: _____ <الاسم أو المسمى الوظيفي>
_____ <الجهة>

الموضوع: _____

هذا الفاكس يتألف من (_____) صفحات باستثناء الغلاف

تعليمات أو ملاحظات خاصة

إذا كانت هذه الرسالة غير كاملة أو غير مقروءة يرجى الاتصال بالرقم (_____)

بيان يتعلق بالسرية

هذه الرسالة تحتوي على معلومات خاصة وحساسة وموجهة حصراً إلى المرسل إليه الوارد اسمه أعلاه. إذا لم تكن أنت الشخص الموجهة إليه هذه الرسالة فينبغي أن تحافظ على سريتها وأن تتبى إلى أن إفشاء هذه المعلومات أو نسخها أو توزيعها أو استخدامها بأي شكل من الأشكال ممنوع تماماً.
(1) لا تستخدم هذه المعلومات أو نقلي أمرها للأخرين. (2) يرجى إخبار المرسل بالهاتف المشار إليه. (3) يرجى إعادة هذه الرسالة بالفاكس إلى المرسل المذكور أدناه. إن تعاونك مع هذا الغلاف له مزايا عظيمة.

<المرسل>
<المسمى الوظيفي>



Medical Treatment Form



طلب إجراء فحص وعلاج طبي

التاريخ:

حضرة الفاصل طبيب

تحية طيبة وبعد،

نرجو التفضل بفحص وعلاج الموظف المذكور اسمه أدناه وإفادتنا بالنتيجة.

اسم الموظف:

الرقم الوظيفي:

الدائرة / القسم:

موقع العمل:

رقم الهاتف:

وتفضلوا بقبول فائق الاحترام،

اسم المسؤول:

التوقيع:

(لاستعمال الطبيب)

ملاحظات الطبيب المعالج:

اسم الطبيب:

التوقيع:

التاريخ:

التوزيع:

البيضاء: الملف الشخصي


الصفراء: دائرة الموظف

الخضراء: الملف الطبي (المستوصف / المستشفى)

الحمراء: الملف



Procedure Template English



الشركة الوطنية
KNPC

Document Title:	
Document Number:	
Revision Number:	
Effective Date:	
Validity:	
Document Custodian:	


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Signatures	
Prepared By:	_____ Name Job Title
Reviewed By:	_____ Name Job Title
Approved By:	_____ Name Job Title

Access Rights:
 By Holders only General accessible

Note: These signatures apply to the entire document.

Document No:	Title:
Date:	Rev. No.:




الشركة الوطنية
KNPC

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S #	DESCRIPTION	Page #
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5	RESPONSIBILITY	
6	<FILL IN AS APPROPRIATE>	
7	DOCUMENTS AND RECORDS	
8	Annexure-1	
9	Annexure-2	
10	Annexure-3	

Document No:	Title:
Date:	Rev. No.:



الشركة الوطنية
KNPC

REVISION HISTORY

REVISION	DATE	DESCRIPTION
0		First Issue

Document No:	Title:
Date:	Rev. No.:

Procedure Template Arabic



تاريخ الإصدار

رقم الإصدار	التاريخ	الوصف
0		الإصدار الأول

رقم المستند: _____
 عنوان المستند: _____
 رقم الإصدار: _____
 التاريخ: _____



الفهرس

م	الموضوع	رقم الصفحة
1	المقدمة	
2	نطاق العمل	
3	المراجع	
4	التعريفات العامة	
5	المسؤولية	
6	أضيف الموضوع كما هو مناسب»	
7	الوثائق والسجلات	
8	الملحق-1	
9	الملحق-2	
10	الملحق-3	

رقم المستند: _____
 عنوان المستند: _____
 رقم الإصدار: _____
 التاريخ: _____



عنوان المستند:	
رقم المستند:	
رقم الإصدار:	
تاريخ سريان المستند:	
هذا المستند صالح لغاية:	
الدائرة المعنية:	

سرية المعلومات
 إن المعلومات الواردة في هذا المستند مملوكة حصراً لشركة البترول الوطنية الكويتية (KNPC). وبناءً على ذلك، فإن كافة حقوق الطبع والنشر لما يتضمنه المستند محفوظة للشركة، ولا يُسمح بنسخ ونشر أي جزء من المستند بأي شكل من الأشكال دون إذن خطي من إدارة شركة البترول الوطنية الكويتية.

التوقيع	
إعداد:	الاسم المسمى الوظيفي
مراجعة:	الاسم المسمى الوظيفي
اعتماد:	الاسم المسمى الوظيفي

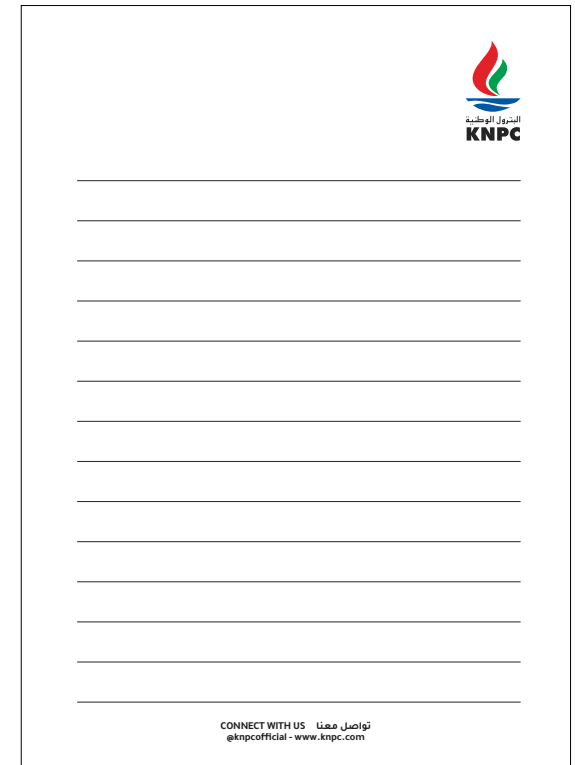
صلاحيات الاطلاع على المستند: متاحة للجميع
 لملك المستند فقط
 تنويه: تنطبق هذه التواريخ على المستند بأكمله

رقم المستند: _____
 عنوان المستند: _____
 رقم الإصدار: _____
 التاريخ: _____

●
Note Pad



●
Note Pad



●
Note Cube



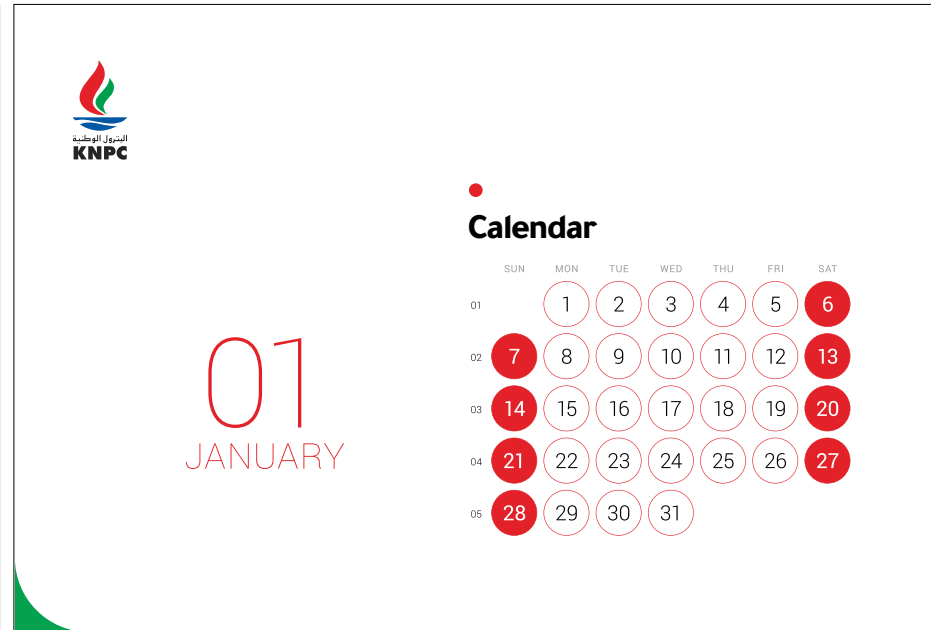
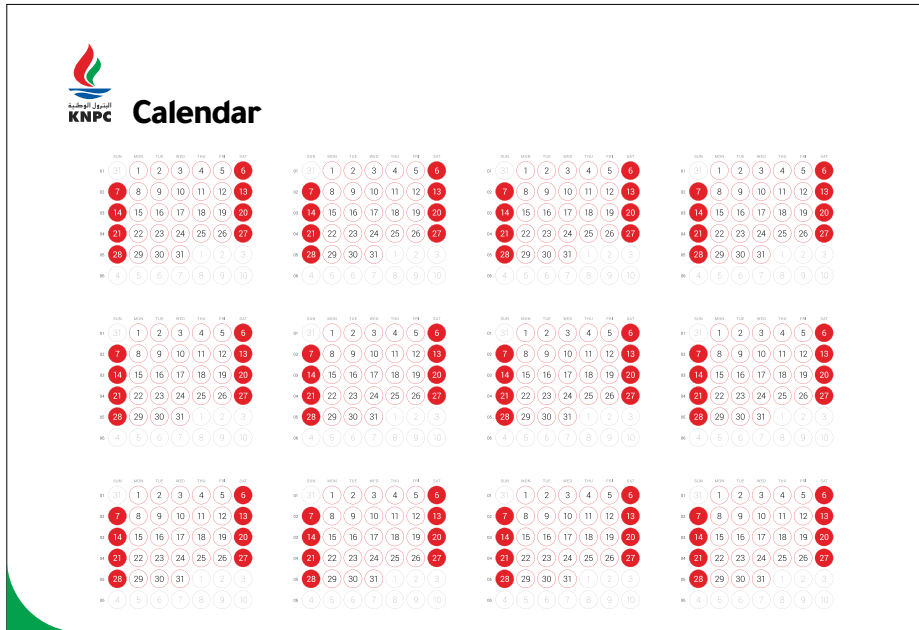
●
Stick it Note

 <p>Date: _____ التاريخ: From: _____ من: To: _____ إلى:</p>	 <p>Date: _____ التاريخ: From: _____ من: To: _____ إلى:</p>
 <p>ملاحظات مختصرة Short Note</p>	 <p>عاجل Urgent</p>

●
CD Label/CD Sleeve



Annual Calendar








Digital/Electronic Applications

ABOUT US OUR BUSINESS INNOVATION STRATEGIC PROJECTS SUSTAINABILITY MEDIA



البنزول الوطنية
KNPC

Refinery

MINA AL AHMADI REFINERY

Mina Al-Ahmadi Refinery (MAA) was built in 1949 as a simple Refinery with a refining capacity not exceeding 25,000 bpd.

LATEST NEWS

[VIEW ALL NEWS >](#)

17.03.2020
Hashem Checks Work Progress at KNPC

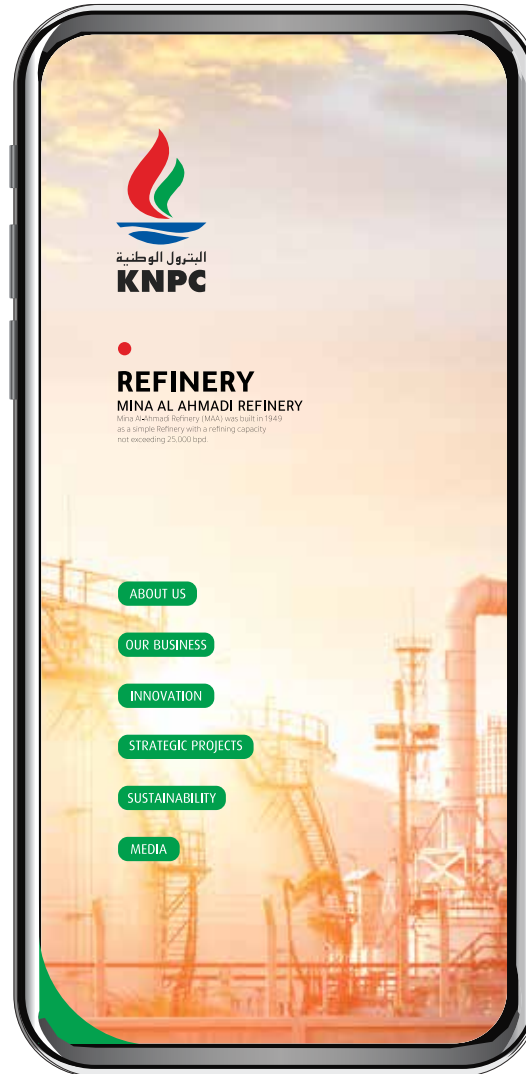
18.03.2020
KNPC has taken additional precautionary measures to face the risks of corona.

09.03.2020
Operating Naphtha Conversion Unit No. 107 in MAA

OUR BUSINESS

Petroleum Refining Gas Liquefaction Petrol Stations

Website - Mobile Version





Power Point Slides

- A range of PowerPoint slides have been designed based upon the wide slide dimensions of (16:9).
- Designs have been created for generic blank slides, title slides, index slides, content slides, slides with images and data slides.
- PowerPoint works in RGB colors. Primary and secondary colors can be used to highlight data and pull out information as required.
- The typing font for PowerPoint is Tajawal & Calibri for both English and Arabic.



●
Power Point Slides



المشروع الوطنية
KNPC


●
**Add Presentation
Title Here**

Add Subtitle or Presenter's Name Here



2021

●
Power Point Slides



البتترول الوطنية
KNPC

●
Click to Edit Text

- Click to edit text
 - Click to edit text
 - Click to edit text

2021 Add Subject / Department 5

●
Power Point Slides



●
Click to Edit Text

Click to add / edit text Click to add /
edit text Click to add / edit text Click
to add / edit text Click to add / edit
text.



2021

Add Subject / Department

8

●
Power Point Slides



●
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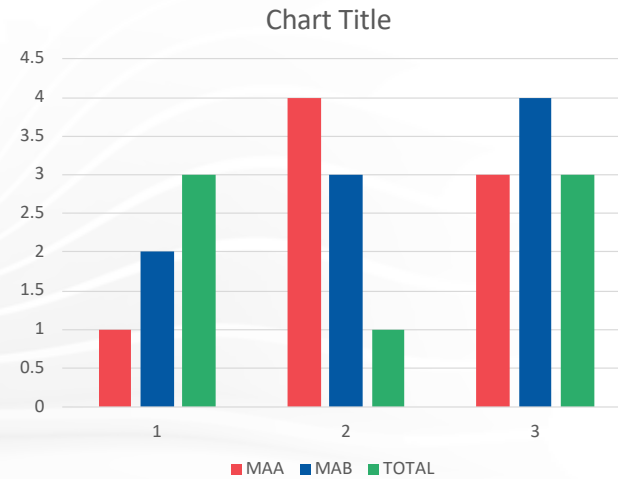
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●
Power Point Slides



●
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text.



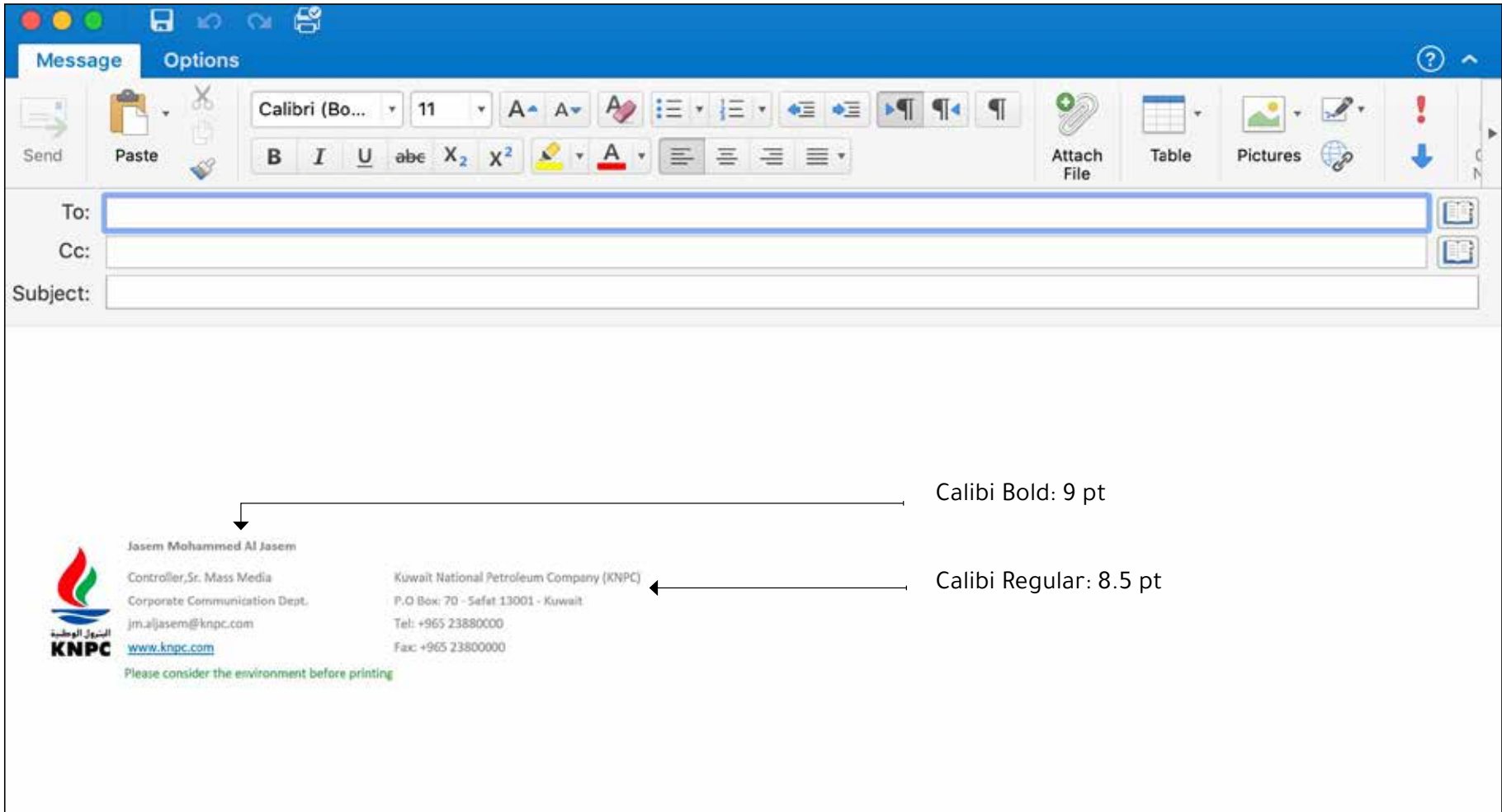
2021

Add Subject / Department

9

Email Signature

It is not recommended to add any other sub-brands / elements to the email signature



●
Screen Savers/Desktop Screen





Display Screens

Size of Display Screens: 1920 (H) X 1080 (W).





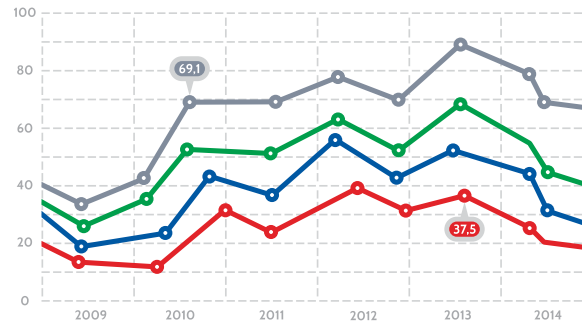
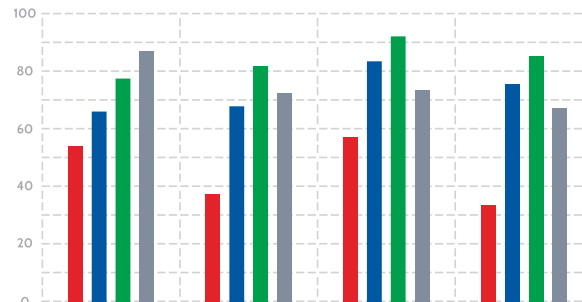
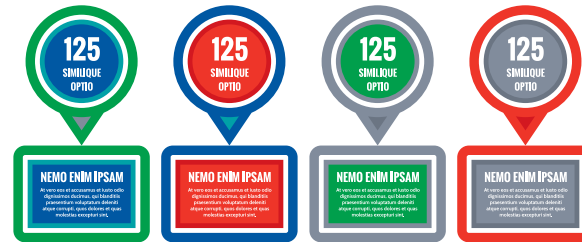
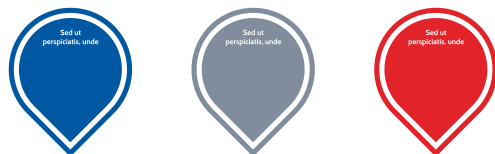
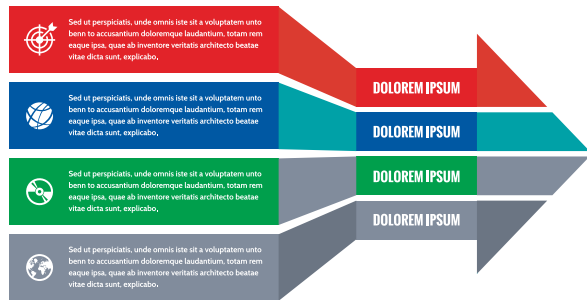
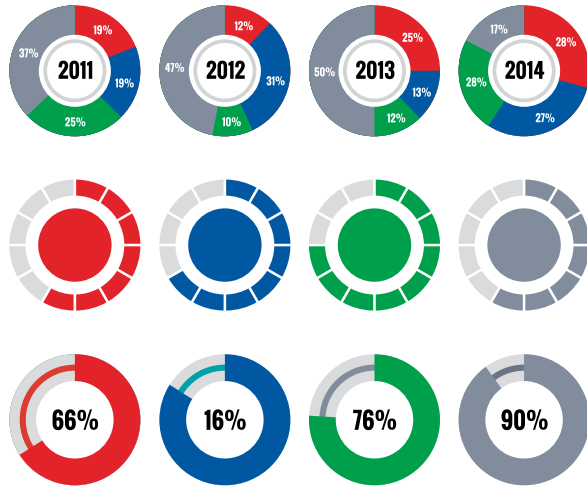
Applications/Application Icons

The app icons should be filled in full white color with no strokes. The icon should be placed on one of the 3 main colors and must be aligned in the center.



Infographic

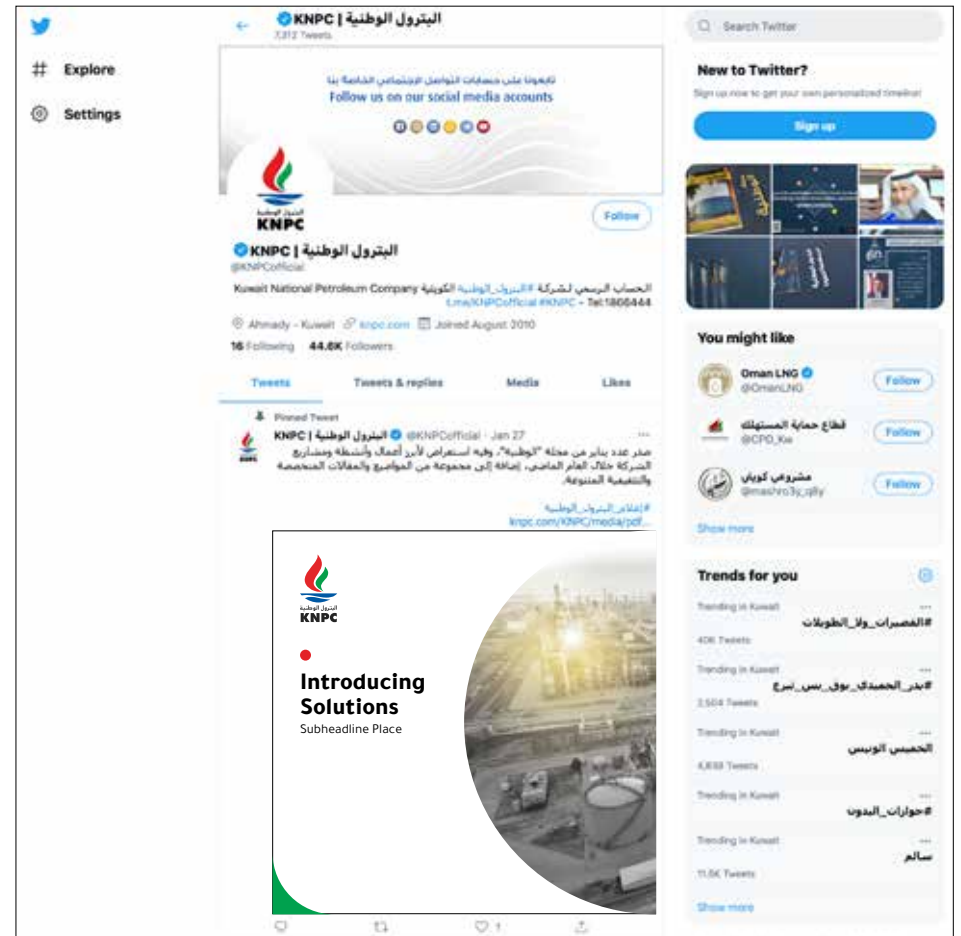
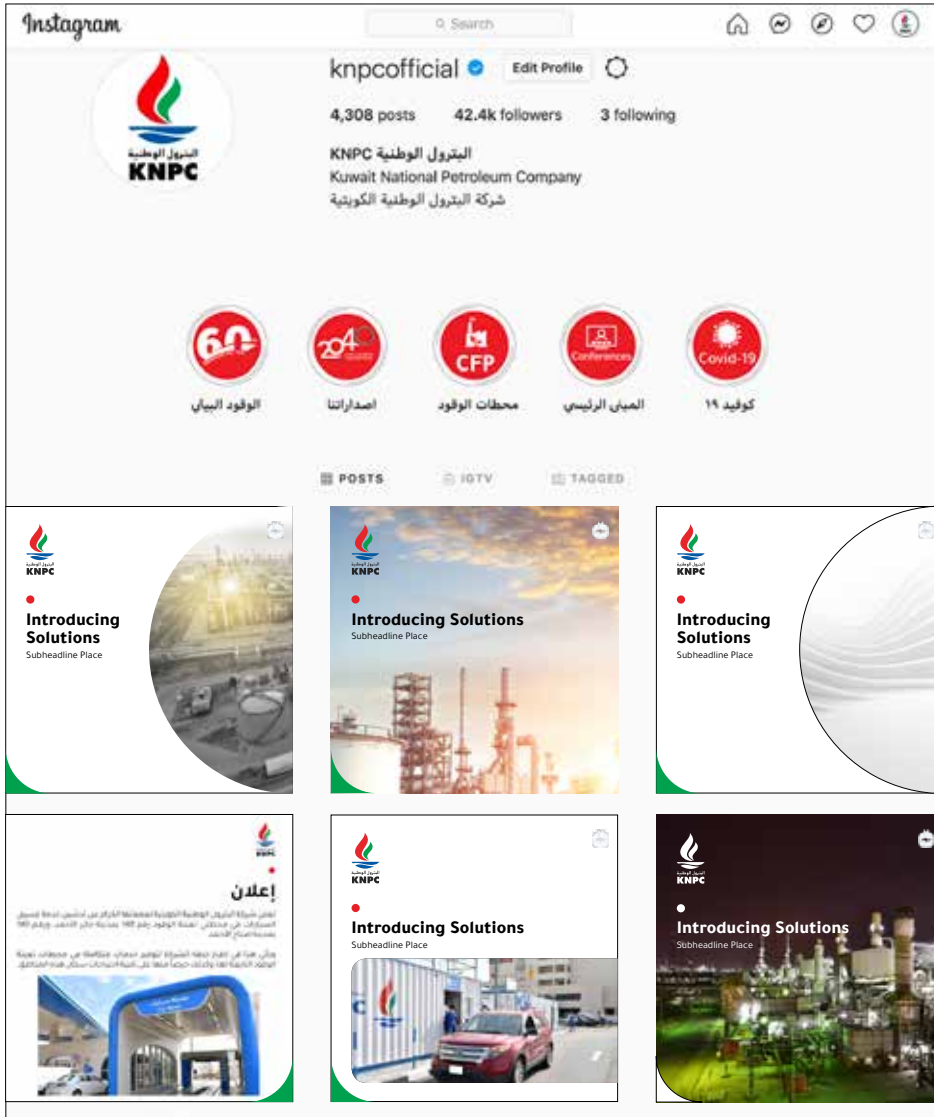
The style of infographic elements should be simple, clear to the viewer and in line with the look and feel of the brand. All designs should show the main colors and the secondary color can be added if needed.



●
Social Media




Social Media



Social Media

- YouTube ^{KW}
- Home
- Explore
- Subscriptions
- Library
- History
- Your videos
- Watch later
- Liked videos
- Show more
- SUBSCRIPTIONS
- Kuwait Petroleum Co...
- Browse channels
- MORE FROM YOUTUBE
- YouTube Premium
- Gaming

Search



شركة البترول الوطنية الكويتية
KNPC
We are at the **CORE** of Kuwait

KNPC Twitter

KNPC - البترول الوطنية
2.65K subscribers

CUSTOMIZE CHANNEL MANAGE VIDEOS

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

كلمة البترول الوطنية وفريق عدسة البيئة الكويتية عن كتاب مواسم
503 views · 6 months ago

تابعونا عبر شبكات التواصل - Follow us on our Social Media Channels - الاجتماعي

تويتر - Twitter
<https://twitter.com/KNPCofficial>

الانستغرام - Instagram
<https://www.instagram.com/KNPCofficial/>
READ MORE

Popular uploads ▶ PLAY ALL





Corporate Marketing

●
Paper Bag

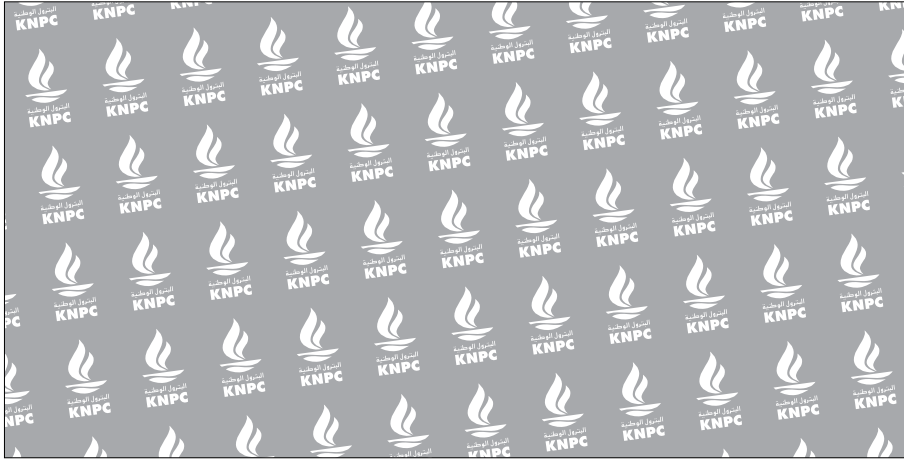


●
Fabric Bag



●
Wrapping Paper

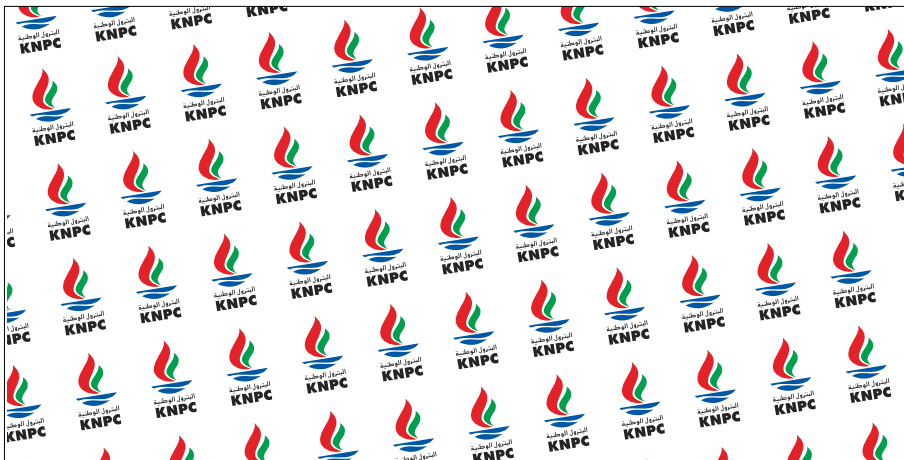
Fancy silver paper with printed white



Fancy silver paper with spot UV



Standard wrapping paper



Standard wrapping paper with primary color (red/green)



●
Gift Ribbon



●
Pen



●
Bookmark



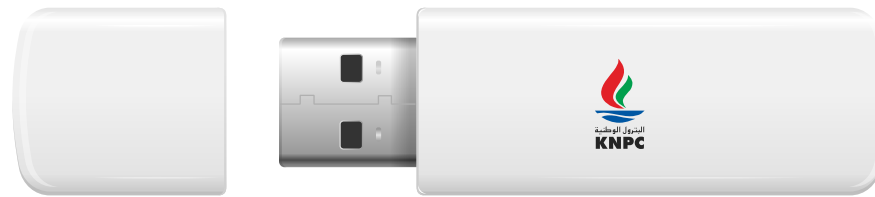
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Tissue Box



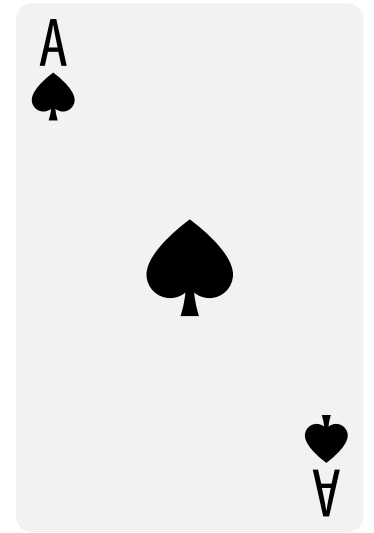
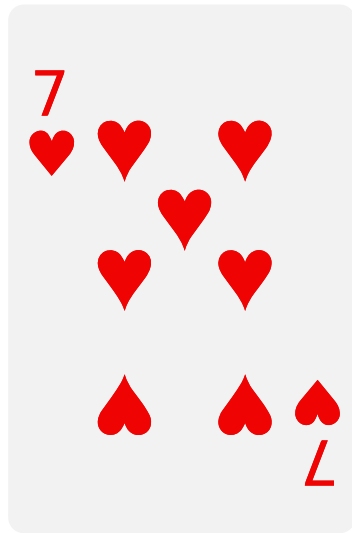
●
Flag



●
USB Memory Stick



●
Playing Cards





Mouse Pad



●
Mug



●
Office Desktop Set



- Other Giveaway/Gift Examples







Corporate & Retail Uniform

ID Card (Front/Back)

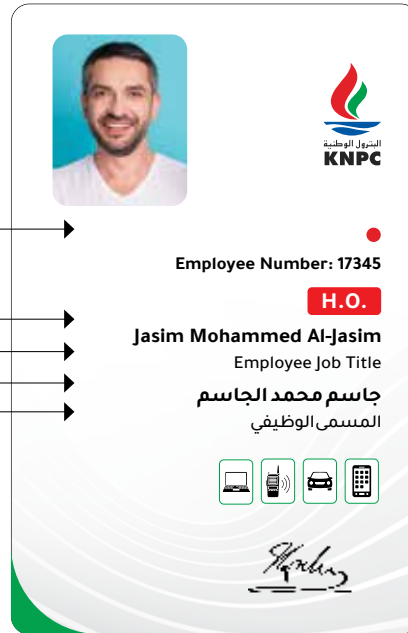
Tajawal Bold: 7 pt

Tajawal Bold: 8 pt

Tajawal Medium: 7 pt

Tajawal Bold: 8 pt

Tajawal Medium: 7 pt



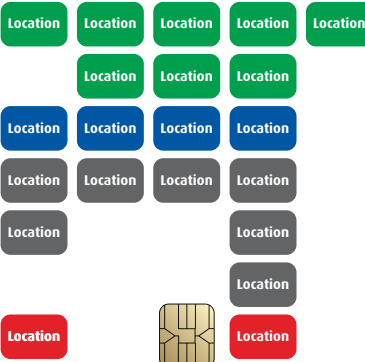
Nationality: Kuwaiti
Civil ID: 445544554545

Tajawal Bold: 6 pt

Dept: Corporate Communication

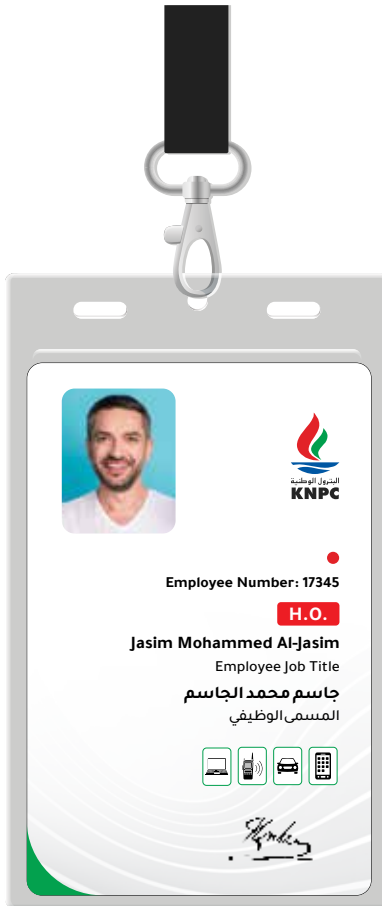
Tajawal Bold: 8 pt

Location Permitted To Enter



التي شركات مؤسسة البترول الكويتية
A Subsidiary of Kuwait Petroleum Corporation

●
ID Holder (Case)





ID Lanyard/Clip



●
Helmet (Different Colors)



Fire
(Red)



Operations
(Green)



Instrument
(Orange)



Safety
(Pea Green)



Tech Services, Inspection
& Other depts (Grey)



Team Leader and Above
(Gold)



Visitors
(White)



Electrical
(Yellow)



Projects
(Sky Blue)



Mechanical Maintenance
(Tan)



Security
(Copper Blue)



Back Logo



One-Piece Overall



●
Shirt & Trousers





High Visibility Vest



●
Cap and Crew Vest (E.g. Photographer/Videographer)



Silk screen printing
or embroidery





Corporate Staff



●
Corporate Staff







Corporate & Retail Communications

●
Newsletter (English/Arabic)




التكامل
جوهر قيمتنا

نحن في شركة البترول الكويتية الوطنية نرؤى على القيام بمهامنا على أكمل وجه رغم جميع التحديات. نحن نتعامل مع كل خطوة من مشاريعنا وفق قيم الاحترام والتعاون.




Fundamental
integrity is at the core of our values

At KNPC, we center ourselves on doing the right thing, no matter the challenges involved. We tackle every step of every project with respect and moral soundness.




Fundamental
integrity is at the core of our values

At KNPC, we center ourselves on doing the right thing, no matter the challenges involved. We tackle every step of every project with respect and moral soundness.

●
Corporate Brochure Covers
(English/Arabic)



LOREM IPSUM
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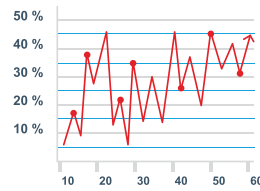
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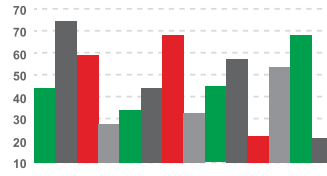
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Headline to be placed here

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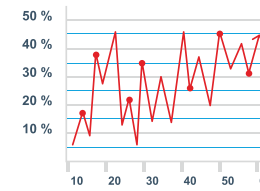
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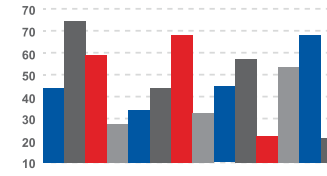
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●
Flyer



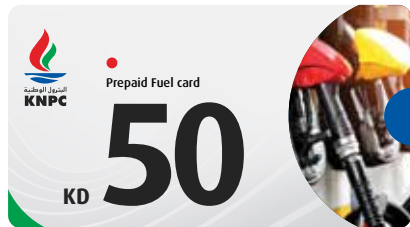
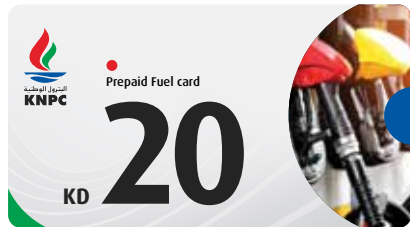
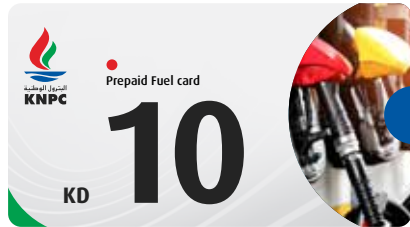
●

تعزيز دور المرأة
جوهر قيمنا

●

Female empowerment
is at the core of our ethics

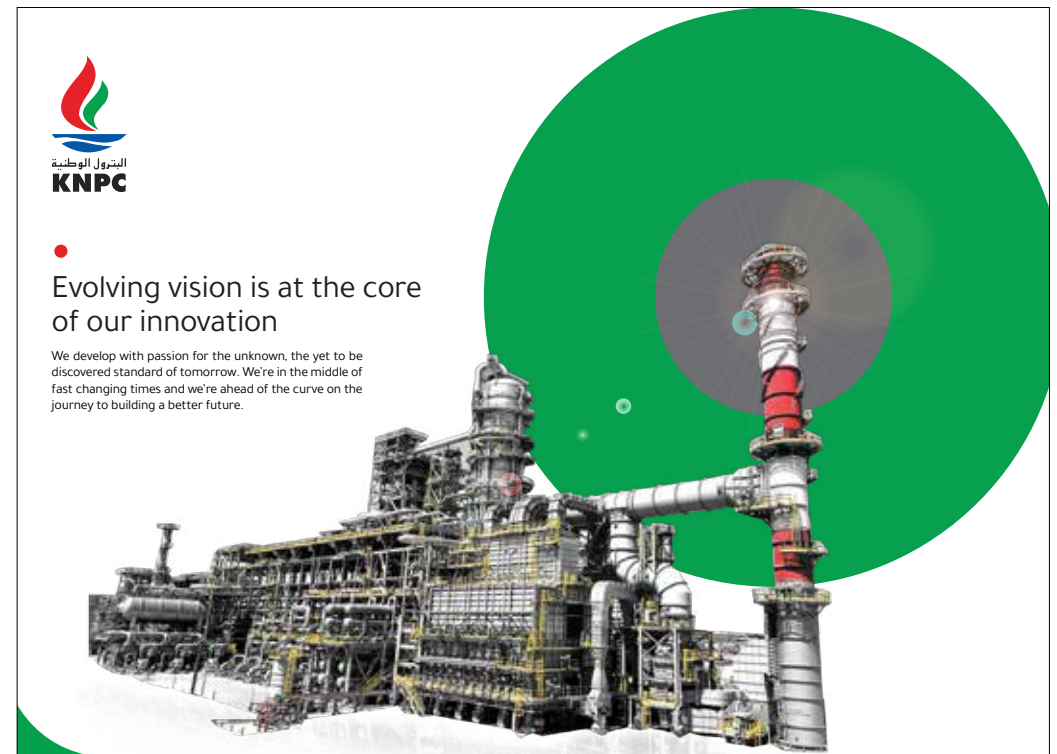
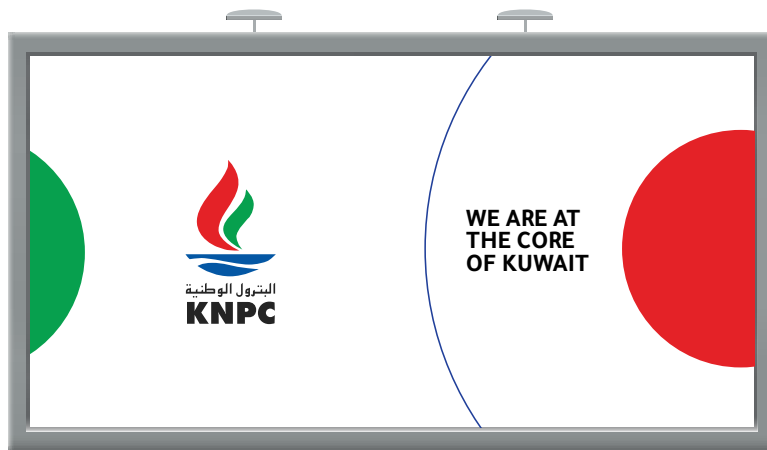
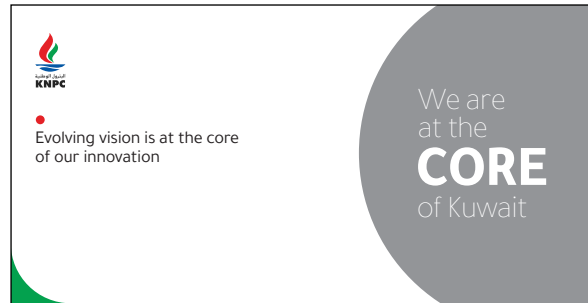
●
Petrol Card





- **Advertising & Promotion**

●
Corporate Advertising
(Print/Online/Outdoor)



●
Corporate Advertising
(Print/Online/Outdoor)




البتروال الوطنية
KNPC

Fundamental
integrity
is at the core
of our values

●
At KNPC, we center ourselves on doing the right thing- no matter the challenges involved. We tackle every step of every project with respect and moral soundness.




البتروال الوطنية
KNPC

●
Fundamental
integrity is at the
core
of our values

●
Pop Up Booth







Corporate Vehicle Livery (Full Wrap/Side Wrap/Logo Only)



Pool Car (Sedan/Suv and Security Suv/Pickup)





Bus and Fuel Tanker





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