

BRAND GUIDELINES



May 2025

WELCOME TO THE ARO BRAND GUIDELINES

— YOUR ESSENTIAL RESOURCE
FOR UNDERSTANDING AND
IMPLEMENTING THE ARO BRAND.



At ARO, we stand for **Well being , Integrity, Safety and Excellence** and our brand reflects the essence of who we are and what we strive to achieve.

These guidelines have been crafted to ensure consistency, clarity, and impact in every touchpoint, ensuring that our brand communicates its identity effectively across all channels.

Whether you're designing, communicating, or creating on behalf of ARO, these principles will guide you to maintain the integrity of our visual and verbal identity. By adhering to these standards, you contribute to building a brand that is trusted, recognizable, and inspiring.

LET'S MAKE ARO
NOT JUST A NAME,
BUT AN EXPERIENCE



01
THE SICENCE
BEHIND ARO BRAND

SECTIONS

The Reason	05
The Positioning	06
Brand Strategy	07
Visual Overview	08

04
BRINGING
ARO TO LIFE

SECTIONS

Inked Impressions	61
Digital Frontier	70
Everyday Presence	79

02
THE SIGNATURE
OF ARO

SECTIONS

The ARO Logo	10
Colors of ARO	27
Typeface Core	35

05
EMPOWERING
CREATIONS

SECTIONS

Downloadable Assets	86
Ready To Use	88
Accessibility Standards	89

03
EMPOWERING OUR
DESIGN LANGUAGE

SECTIONS

Design Structure	46
Creating Depth	47
Capturing the Essence	56



CHAPTER 01

DISCOVER THE CORE OF ARO:
WHO WE ARE, WHY WE EXIST,
AND WHAT WE STAND FOR.

01 / 02 / 03 / 04 / 05



THE REASON

The core purpose that drives ARO,
shaping its vision and inspiring
everything we do.

ARO exists to lead the offshore drilling
industry through robust foundations,
technical expertise, driving efficiency
and sustainability to provide safe
and steady operations.



THE POSITIONING

ARO's unique place in the market,
crafted to resonate with its
audience and differentiate it from
the rest.

- ARO help global energy providers and communities overcome access challenges by offering reliable, innovative, and sustainable solutions.
- ARO provide safe & efficient offshore drilling operations designed to meet immediate and long-term global energy needs, with a focus on sustainability and excellence.
- Uniquely, ARO is committed with exclusive rights to build rigs in Saudi Arabia, paired with our technical expertise and strong strategic partnerships, this positions us to support Saudi's vision for sustainable economic growth.



BRAND STRATEGY

The blueprint that defines ARO's purpose, vision, and approach to building a meaningful connection with its audience.

BRAND MISSION

Lead with excellence, operate safely, drive growth and cultivate a lasting impact.

BRAND IDEA

TIMELESS ENERGY

BRAND VISION

A future where drilling is central to security, sustainability, and prosperity.

VALUES

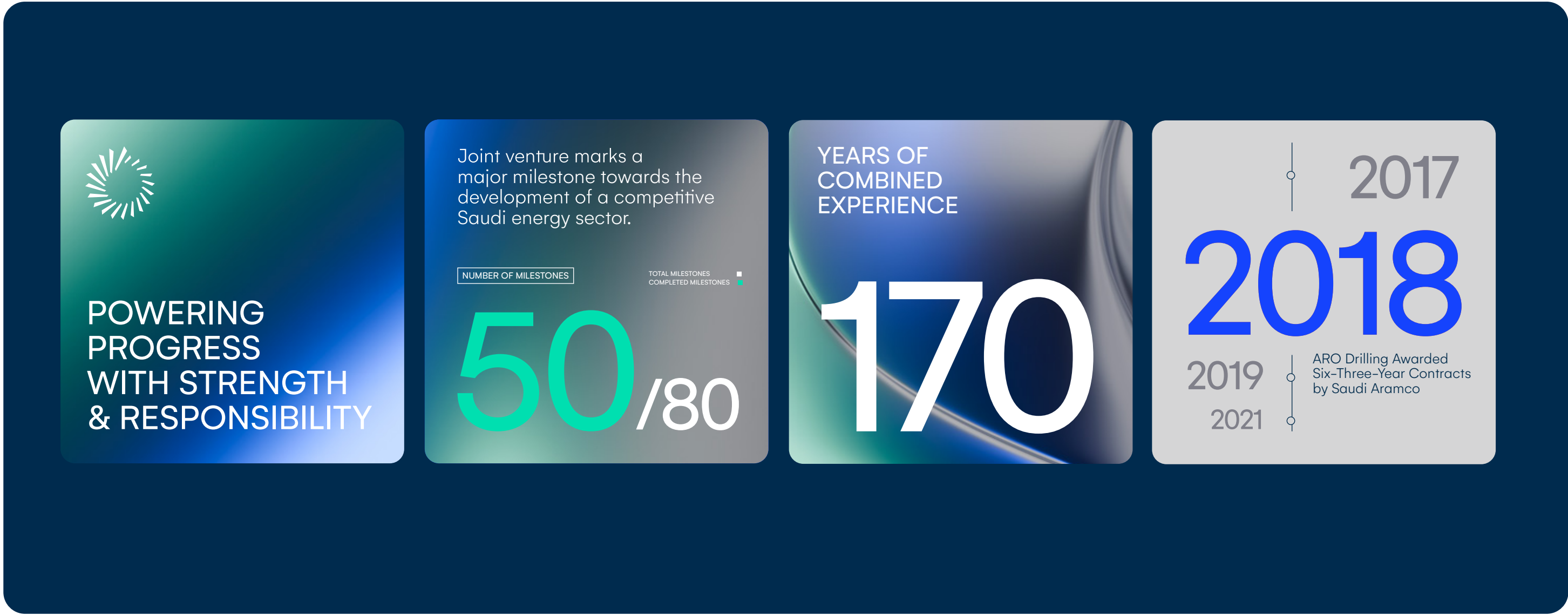
- Well-Being
- Integrity
- Safety
- Excellence

PERSONA

- Professional Leader
- Ambitious Innovator
- Ethical Steward
- Collaborative Explorer



The Reason
The Positioning
Brand Strategy
Visual Overview



CHAPTER 02

EXPLORE THE VISUAL IDENTITY
OF ARO—OUR LOGO, COLORS,
AND TYPEFACE THAT DEFINE US.

01 / 02 / 03 / 04 / 05



The ARO Logo
Colors of ARO
Typeface Core

MEET OUR LOGO

The ARO logo is the cornerstone of ARO’s visual identity, embodying the essence of our brand in a single, recognizable mark.

It serves as the most prominent and versatile representation of who we are, designed to convey our values, vision, and unique positioning with clarity and impact.

This logo is intended to act as the face of the brand, creating an immediate connection with our audience while establishing trust and consistency. It is optimized for scalability, maintaining its integrity whether displayed on a small digital icon or a large-scale billboard.



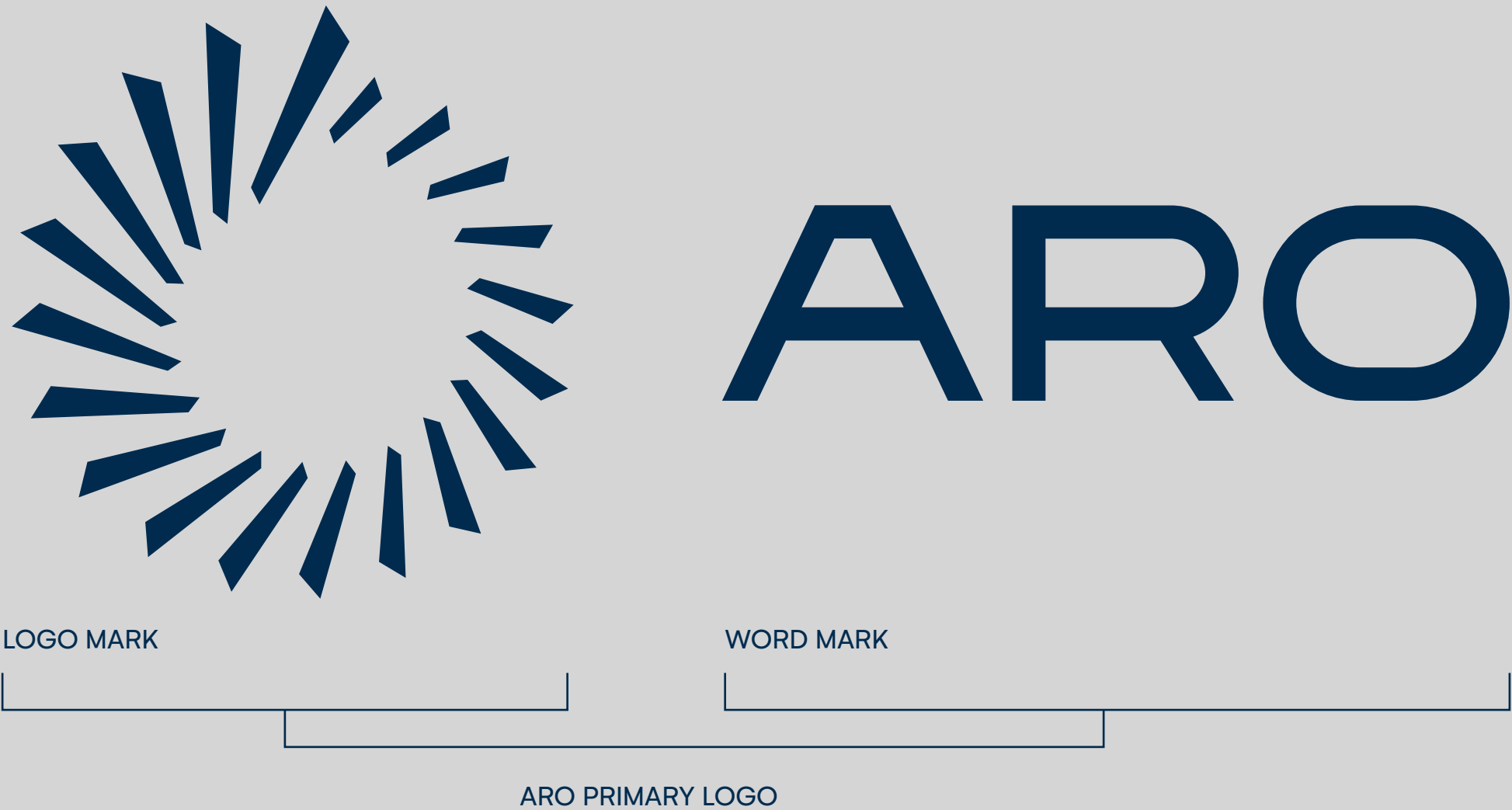
The ARO Logo
Colors of ARO
Typeface Core

PRIMARY LOGO

A new Dimension where it shifts how we see energy, turning it into a dynamic tool for growth, innovation, and positive change, where energy isn't just a resource, but its a transformative force that evolves through time.

Our primary logo has been meticulously crafted to ensure balance, harmony, and legibility across all applications. Its design incorporates our commitment to timeless energy that is here for good, reflecting ARO's excellence, integrity, & sustainability.

By using the primary logo consistently and correctly, we strengthen the recognition and equity of the ARO brand, ensuring it remains a powerful and enduring symbol in the minds of our audience.



USAGE GUIDELINES

- The primary logo must always be used in its original form, with no alterations to its proportions, colors, or elements.
- Ensure a sufficient amount of clear space surrounds the logo to maintain visual prominence and avoid clutter.
- Use the logo on approved brand colors or neutral backgrounds for maximum visibility and consistency.



LOGO LOCKUP

The logo lockup is the structured arrangement of ARO’s logo components, designed to maintain consistency and coherence across various applications.

It defines how the logo interacts with other brand elements, such as taglines, icons, or descriptors, ensuring a unified and professional appearance.

A well-defined lockup ensures the seamless integration of the logo in diverse formats while preserving the brand’s visual hierarchy and balance. The lockup creates a harmonious relationship between the logo, supporting text, and other visual elements, strengthening the brand's identity in every use case.

- Always use the appropriate lockup for the given space and application to maintain visual clarity and balance.
- Do not add, remove, or replace any components of the lockup without approval.
- The proportions and spacing within the lockup must not be altered or rearranged.
- Ensure sufficient clear space around the lockup to prevent overcrowding and maintain its prominence.

By adhering to these guidelines, the logo lockup remains a versatile and cohesive representation of the ARO brand, ensuring its visual integrity and impact across all platforms.



01 ARO LOGO PRIMARY LOCKUP



- The primary lockup of the logo, used for most applications.
- Ideal for standard branding appearance.

02 ARO LOGO SECONDARY LOCKUP



- An arabic configuration of the primary logo, used when arabic layout and appearance is needed.

LOGO CLEAR SPACE

To ensure the ARO logo is always presented clearly and prominently, clear space and minimum size guidelines must be followed. These standards are critical for maintaining the logo's visual integrity, legibility, and impact across all applications, from print to digital.

CLEAR SPACE

Clear space is the protected area surrounding the logo that must remain free of any other graphic elements, text, or images. This space ensures the logo stands out and is not visually crowded.

- Always maintain the specified clear space around the logo in all applications.
- Prevent any distractions and ensures the logo is always the focal point, enhancing recognition and professionalism.
- Ensure the logo appears sharp and well-defined in all formats.

By adhering to these clear space guidelines, the ARO logo will consistently appear polished, professional, and impactful in every application.



- The minimum clear space around the logo is determined by 1/3 the height of the logo mark.
- This unit (1/3 X) is used to measure the required distance on all sides and is called (1 A)

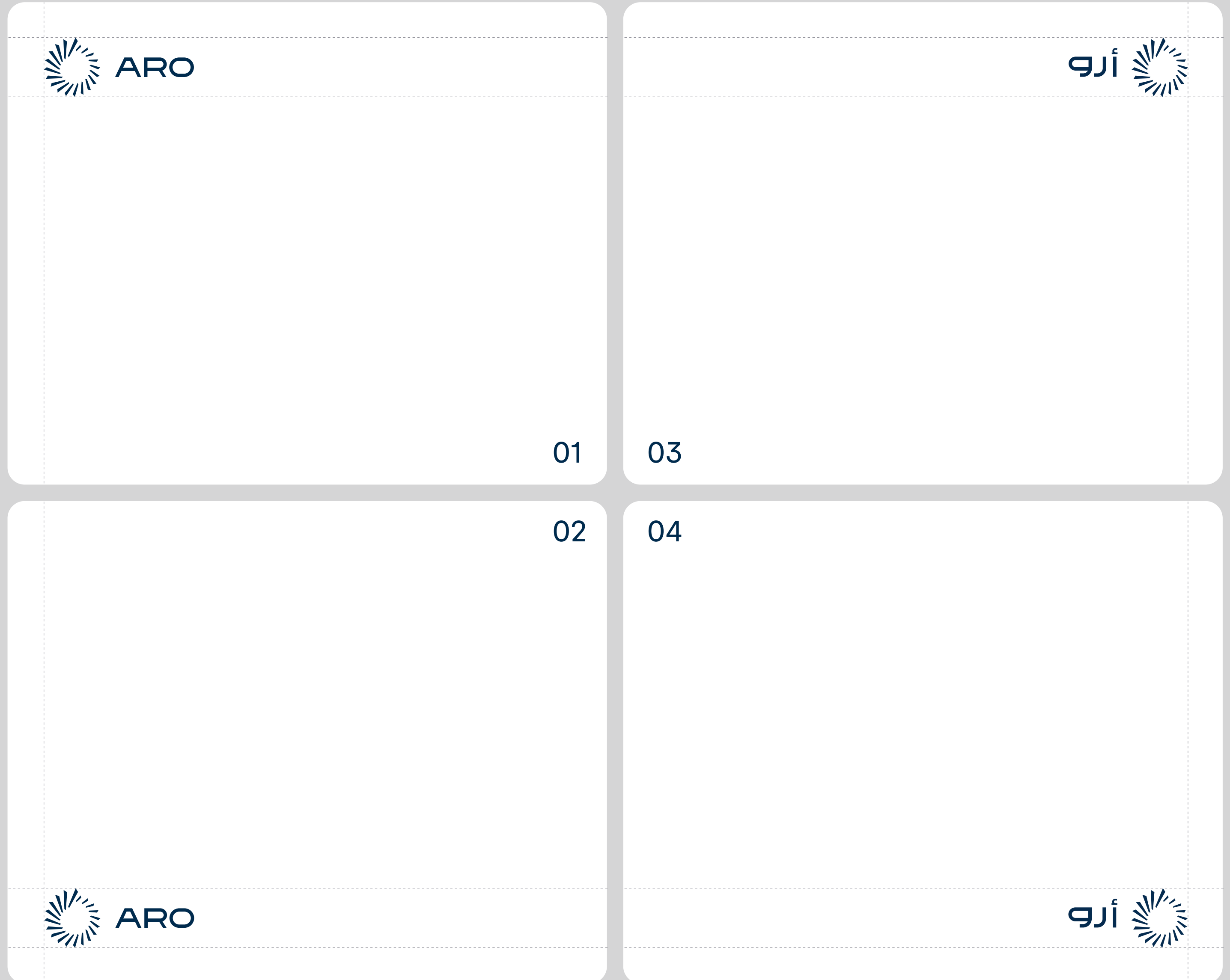


LOGO POSITION

PRINT & DIGITAL APPLICATIONS

- ## ALIGNMENT GUIDELINES

- By following these logo position guidelines, ARO's brand identity will remain strong, professional, and adaptable to any context or medium.





LOGO ON COLOR

The ARO logo's appearance on different backgrounds plays a significant role in ensuring its visibility, clarity, and brand consistency. These guidelines outline how the logo should be used on colored backgrounds to maintain its impact and recognizability.

PRIMARY COLOR BACKGROUNDS

- The primary logo should be used in its full-color version on light or neutral brand colors.
- On darker brand colors, a white version of the logo should be used to ensure legibility.
- Ensure the contrast between the logo and the background is strong enough to maintain visibility as shown.

GRADIENT BACKGROUNDS

- When placed on gradient backgrounds, ensure the logo is positioned over a section with adequate contrast.
- Use the white version of the logo always to ensure maximum contrast and legibility.

By following these guidelines, the ARO logo will remain visually impactful and maintain its integrity across all color and background applications.



The ARO Logo
Colors of ARO
Typeface Core

UNLOCKING NEW DIMENSIONS

ARO is unlocking the potential of energy by bridging the past, present, and future through a relentless commitment to resilience, sustainability, and progress.

The vortex-inspired logo reflects our vision—a passage through time, where energy transforms, adapts, and creates boundless opportunities. The stripes symbolize the gravitational pull of unity, binding innovation, excellence, and purpose.

We're not just creating energy solutions; we're shaping pathways that adapt, evolve, and empower generations to come.



The ARO Logo
Colors of ARO
Typeface Core

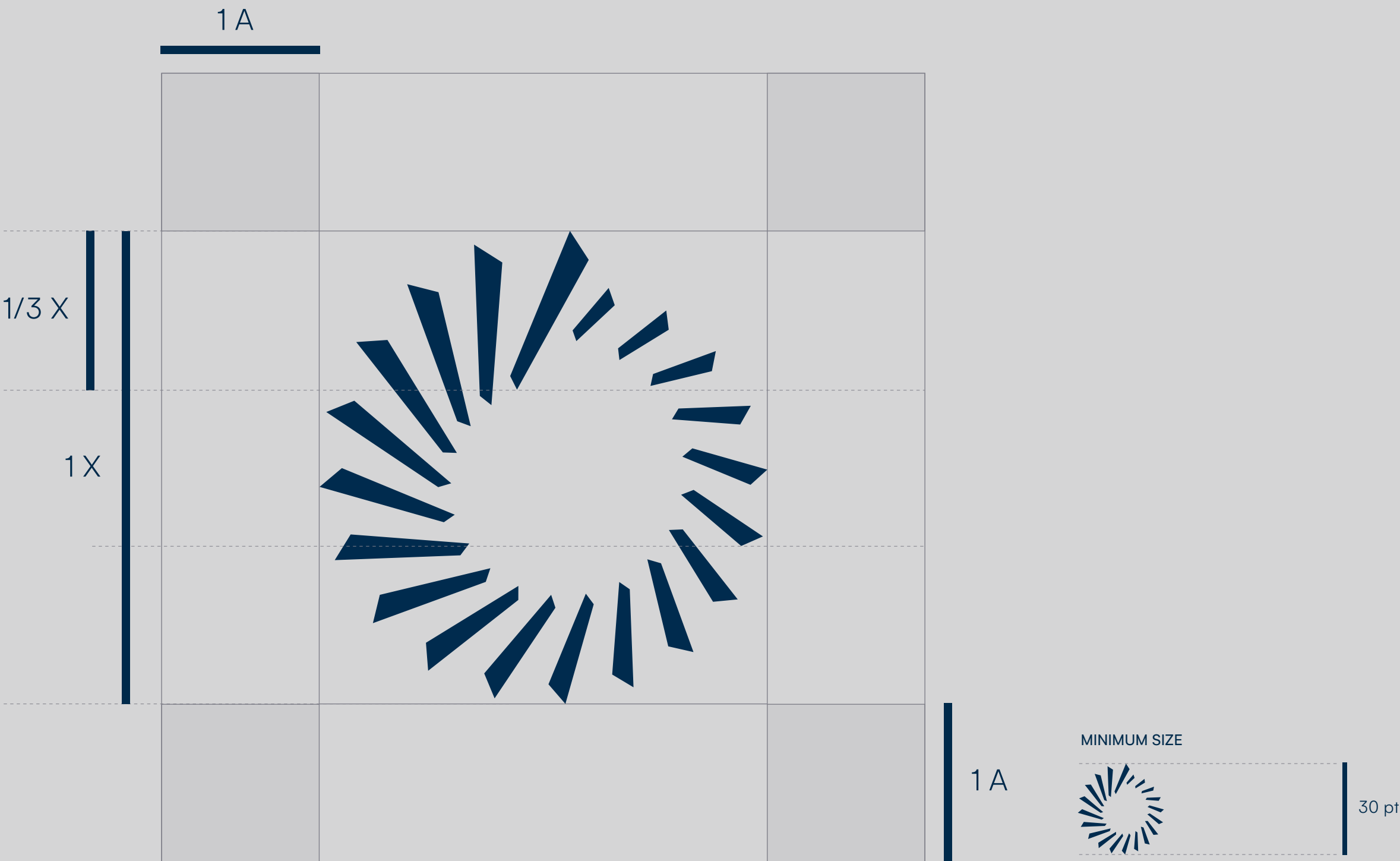
LOGO MARK CLEAR SPACE

To ensure the ARO logo mark is always presented clearly and prominently, clear space and minimum size guidelines must be followed. These standards are critical for maintaining the logo's visual integrity, legibility, and impact across all applications, from print to digital.

CLEAR SPACE

- Always maintain the specified clear space around the logo mark in all applications.
- Prevent any distractions and ensures the logo mark is always the focal point, enhancing recognition and professionalism.
- Ensure the logo mark appears sharp and well-defined in all formats.

By adhering to these clear space guidelines, the ARO logo mark will consistently appear polished, professional, and impactful in every application.





LOGO MARK POSITION

The placement of the ARO logo mark is a crucial aspect of its visual presentation, ensuring consistency, balance, and alignment across various mediums. Proper logo mark positioning reinforces the brand’s identity while maintaining a professional and cohesive aesthetic.

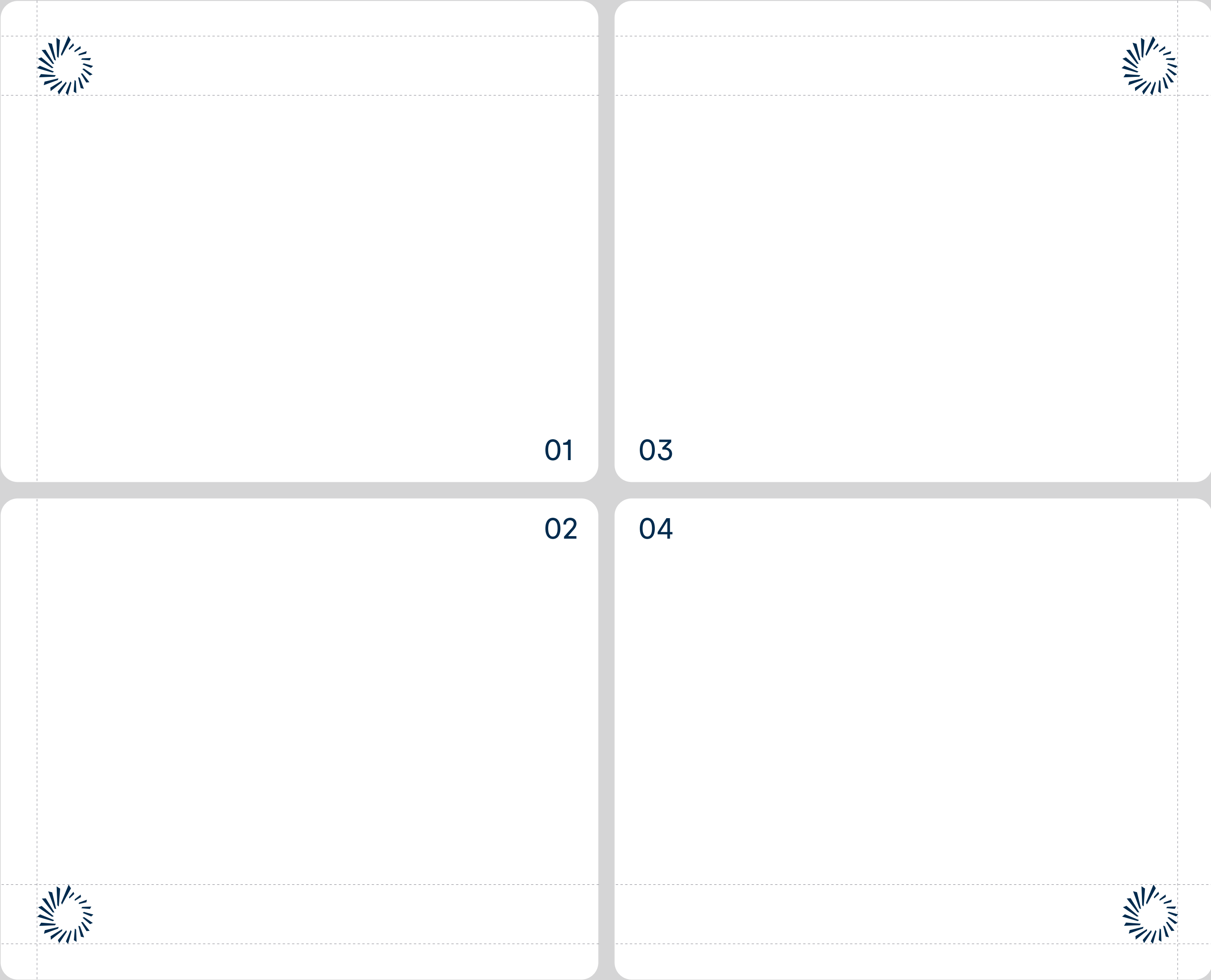
PRINT & DIGITAL APPLICATIONS

- The logo mark is typically positioned in the top-left (01) or bottom-left (02) corner of layouts, as these are the most visually balanced and commonly recognized locations.
- For arabic layout the logo mark is typically positioned in the top-right (03) or bottom-right (04) corner of layouts, as these are the most visually balanced and commonly recognized locations.
- For centered designs (e.g., invitations, certificates), the logo mark should be placed prominently at the center, with clear space.

ALIGNMENT GUIDELINES

- Always align the logo mark to the margins or gridlines of the design to maintain a clean and organized layout.
- Ensure consistent alignment with other elements, such as text and imagery, for visual harmony.

By following these logo position guidelines, ARO’s brand identity will remain strong, professional, and adaptable to any context or medium.



CHOOSING THE RIGHT EXPRESSION

To maintain brand consistency and recognition, it is essential to understand when to use the full ARO logo and when to use the logo mark alone.

Always ensure the logo mark maintains strong brand visibility and is not overused in place of the full logo in key branding touchpoints.

This section will guide users on making the right choice between the full logo and the standalone mark.

01 FULL LOGO



FULL LOGO USAGE

The full logo should be used in situations where brand clarity and maximum recognition are required. Use the full logo when:

- Introducing ARO in formal or external communications.
- On official documents, reports, and corporate presentations.
- In digital and print marketing materials where space allows.
- On large-scale branding, such as billboards and event signage.
- In co-branded applications where ARO needs clear identification.

02 STANDALONE MARK



LOGO MARK USAGE

The logo mark (symbol alone) can be used in more flexible, minimal, or space-constrained environments.

- The ARO brand has already been established in the context.
- On social media profile pictures, favicons, and app icons.
- In branded merchandise, apparel, and accessories.
- As a design element in brand patterns or subtle watermarks.
- On internal materials where the full logo is not necessary.



CO-BRANDING USAGE

When the ARO logo is used alongside other brand logos in a co-branding context, maintaining consistency, balance, and clarity is essential. These guidelines ensure that ARO's brand identity remains strong while complementing its co-branding partners.

LOGO PAIRING PRINCIPLES

- The ARO logo should be given equal prominence to the partner logo in terms of size and placement to reflect a balanced partnership.
- Avoid overshadowing or diminishing the presence of either brand.

SPACING

- Sufficient clear space must be maintained between the ARO logo and the partner logo to ensure visual distinction.
- The clear space around the ARO logo should follow its standard guidelines, with additional space to separate it from the partner logo.

COLOR CONSIDERATIONS

- Ensure the partner logo uses colors that do not clash with ARO's brand palette.

By adhering to these co-branding guidelines, ARO can maintain a strong, consistent presence while fostering partnerships that feel unified and professional.





CO-BRANDING SAMPLES

You can create co-branding samples for ARO on billboards and backdrops by applying the guidelines you outlined. Here’s how to structure the visuals:

BILLBOARD & BACKDROP CO-BRANDING SAMPLES

BALANCED LOGO PLACEMENT

- Ensure ARO and the partner logo are of equal prominence.
- Use side-by-side, stacked, or corner placements depending on the format.

CLEAR SPACE COMPLIANCE

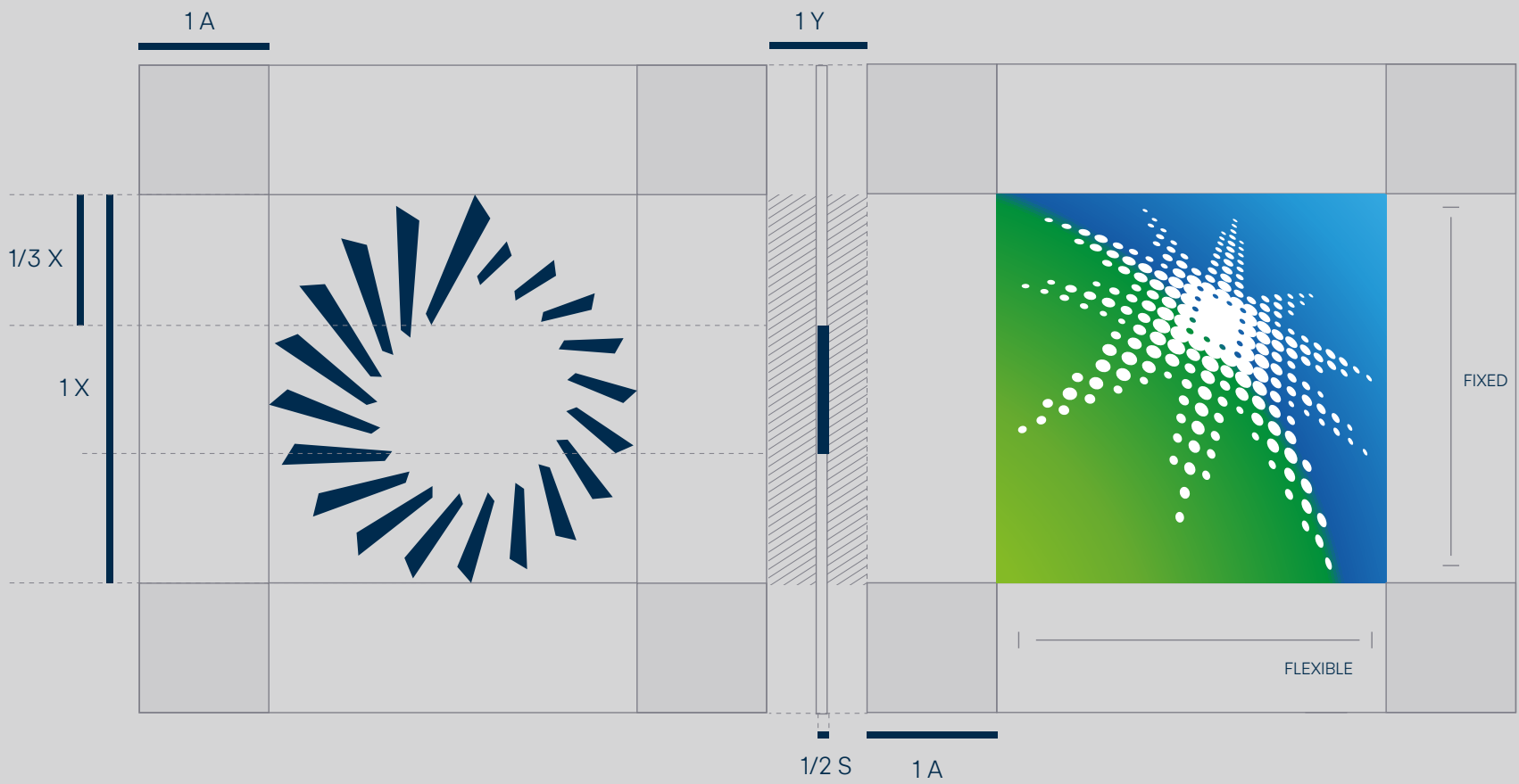
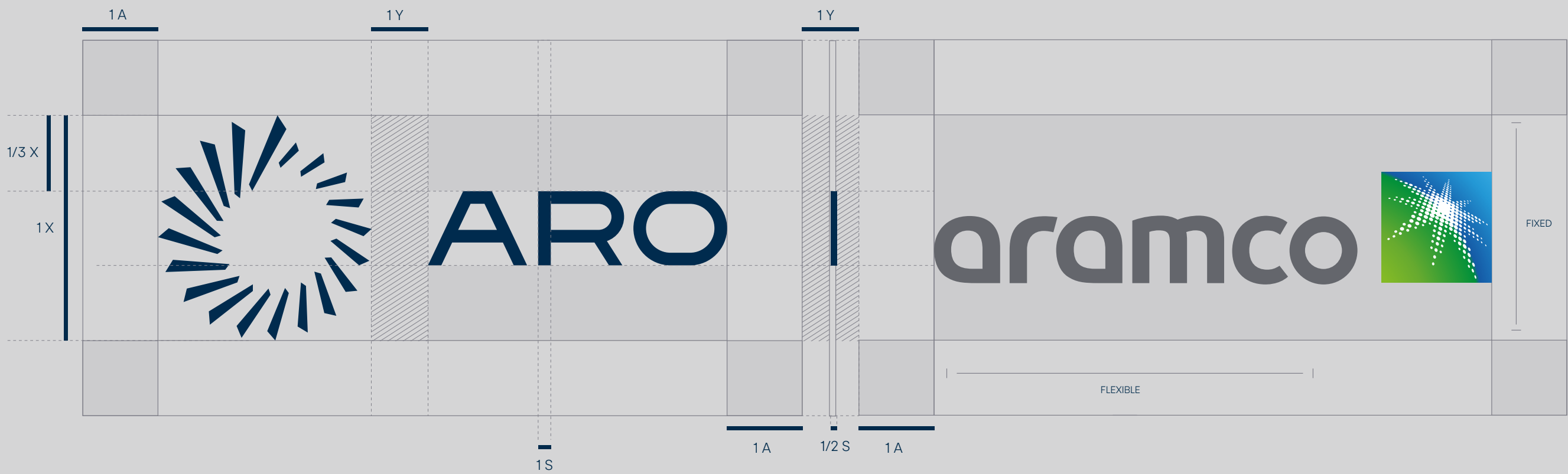
- Maintain proper spacing between the ARO logo and the partner logo.
- Align elements to create a harmonious layout.

COLOR CONSIDERATIONS

- Ensure the background color complements both logos.
- If needed, use a neutral or branded backdrop to avoid clashing colors.

DESIGN SUGGESTIONS

- Billboard Layout: Place ARO’s logo on the left and the partner’s on the right, with a central tagline.
- Backdrop Design: Use a repeating pattern of the ARO logo with space for the partner’s logo in a key location.





CO-BRANDING SAMPLES

You can create co-branding samples for ARO on billboards and backdrops by applying the guidelines you outlined. Here’s how to structure the visuals:

BILLBOARD & BACKDROP CO-BRANDING SAMPLES

BALANCED LOGO PLACEMENT

- Ensure ARO and the partner logo are of equal prominence.
- Use side-by-side, stacked, or corner placements depending on the format.

CLEAR SPACE COMPLIANCE

- Maintain proper spacing between the ARO logo and the partner logo.
- Align elements to create a harmonious layout.

COLOR CONSIDERATIONS

- Ensure the background color complements both logos.
- If needed, use a neutral or branded backdrop to avoid clashing colors.

DESIGN SUGGESTIONS

- Billboard Layout: Place ARO’s logo on the left and the partner’s on the right, with a central tagline.
- Backdrop Design: Use a repeating pattern of the ARO logo with space for the partner’s logo in a key location.



LOGO MISUSE

Maintaining the integrity of the ARO logo is essential to preserving its identity and recognition. Any alteration, distortion, or inappropriate application of the logo can weaken the brand's visual consistency and impact. The following guidelines highlight common misuse scenarios and outline what to avoid.

CLEAR SPACE

Clear space is the protected area surrounding the logo that must remain free of any other graphic elements, text, or images. This space ensures the logo stands out and is not visually crowded.

- Always maintain the specified clear space around the logo in all applications.
- Prevent any distractions and ensures the logo is always the focal point, enhancing recognition and professionalism.
- Ensure the logo appears sharp and well-defined in all formats.

By adhering to these clear space guidelines, the ARO logo will consistently appear polished, professional, and impactful in every application.



USING THE WORD MARK ALONE

ARO

01

RECOLORING



04

TYPOGRAPHY CHANGES



02

BUSY OR LOW-CONTRAST BACKGROUNDS



05

ROTATION OR FLIPPING



03

UNAPPROVED EFFECTS



06

STRENGTHENING BRAND TRUST

Building trust through a strong and unified brand identity is essential for reinforcing ARO’s leadership in the industry. The RIGS branding system is designed to maintain consistency while allowing flexibility in its application alongside the ARO master brand.

This section outlines how the RIGS name, identity, and logo integrate with ARO, ensuring a seamless and professional visual alignment.

KINGDOM 2
BY  ARO



STRUCTURE & BRAND HIERARCHY

The RIGS naming system follows a structured approach that aligns with ARO’s core identity while allowing for differentiation among various product lines and services. Each RIGS name is strategically developed to convey functionality, innovation, and reliability while maintaining a clear association with ARO.

PRIMARY LOCKUP

The ARO logo should always appear in a structured way with the RIG name as shown, ensuring a direct brand association.

PRIMARY COLOR USAGE

RIG branding must always use the ARO color system for consistency as shown, and must always be in one color.

TYPOGRAPHY STANDARDS

RIGS adopts the same primary typeface structure for ARO to create a unified look and feel.

By adhering to these guidelines, ARO ensures that the RIGS brand remains an integral part of its visual system, reinforcing a reputation of excellence, strength, and cutting-edge technology.



1 RIG NAME

Typeface – Transducer Medium
Name Width – Flexible
Name Height – Fixed

2 BY – OUR SIGNATURE

Typeface – Transducer Medium
Width – Fixed
Height – Fixed

3 ARO LOGO

ARO Logo – Primary Logo
Width – Fixed
Height – Fixed



STRUCTURE & BRAND HIERARCHY

To maintain visual harmony, the RIGS brand must always be presented in a way that complements ARO's brand.

CLEAR SPACE & SIZE PROPORTIONS

Maintain minimum spacing and scaling rules to preserve brand integrity.

The structured branding of ARO RIGS ensures that each rig, system, or unit under ARO maintains a recognizable, trusted, and premium identity. This consistency strengthens market confidence, customer trust, and industry recognition.



$1/3 X = 1 A$

- The minimum clear space around the RIG brand logo is determined by $1/3$ the height of the logo mark.
- This unit ($1/3 X$) is used to measure the required distance on all sides and is called (1 A)



SEALING ARO LOGO

The ARO logo is more than just a visual mark—it is the embodiment of the brand’s identity, values, and vision. As the most recognizable element of ARO’s presence, the logo serves as a symbol of trust, innovation, and excellence.

By adhering to the guidelines outlined in this chapter, we ensure that the logo is consistently represented across all touchpoints, maintaining its integrity, clarity, and impact. Proper usage reinforces the brand’s credibility and strengthens its connection with audiences, enabling ARO to stand out in a competitive landscape.

Through careful application and respect for its design, the ARO logo will continue to be a powerful, enduring representation of everything the brand stands for—**Today and in the Future.**



EMOTIONAL IMPACT

The ARO color palette is designed to evoke [emotion/values—e.g., trust, innovation, energy], reinforcing the brand’s mission and vision. These colors create a dynamic and engaging visual identity, leaving a lasting impression on audiences.

By using the ARO color palette thoughtfully and consistently, we can create a visually compelling and unified brand presence.





ARO COLORS BREAKDOWN

The ARO color system is designed to provide flexibility & consistency across all brand applications. It is divided into four categories: Primary, Secondary, Tertiary, and Gradient. Each category serves a distinct purpose and contributes to the brand's cohesive visual identity.

1. PRIMARY COLORS

The primary colors form the core of ARO's identity and are used predominantly across all branding materials. These colors represent the brand's essence and are integral to maintaining a strong and recognizable presence.

2. SECONDARY COLOR

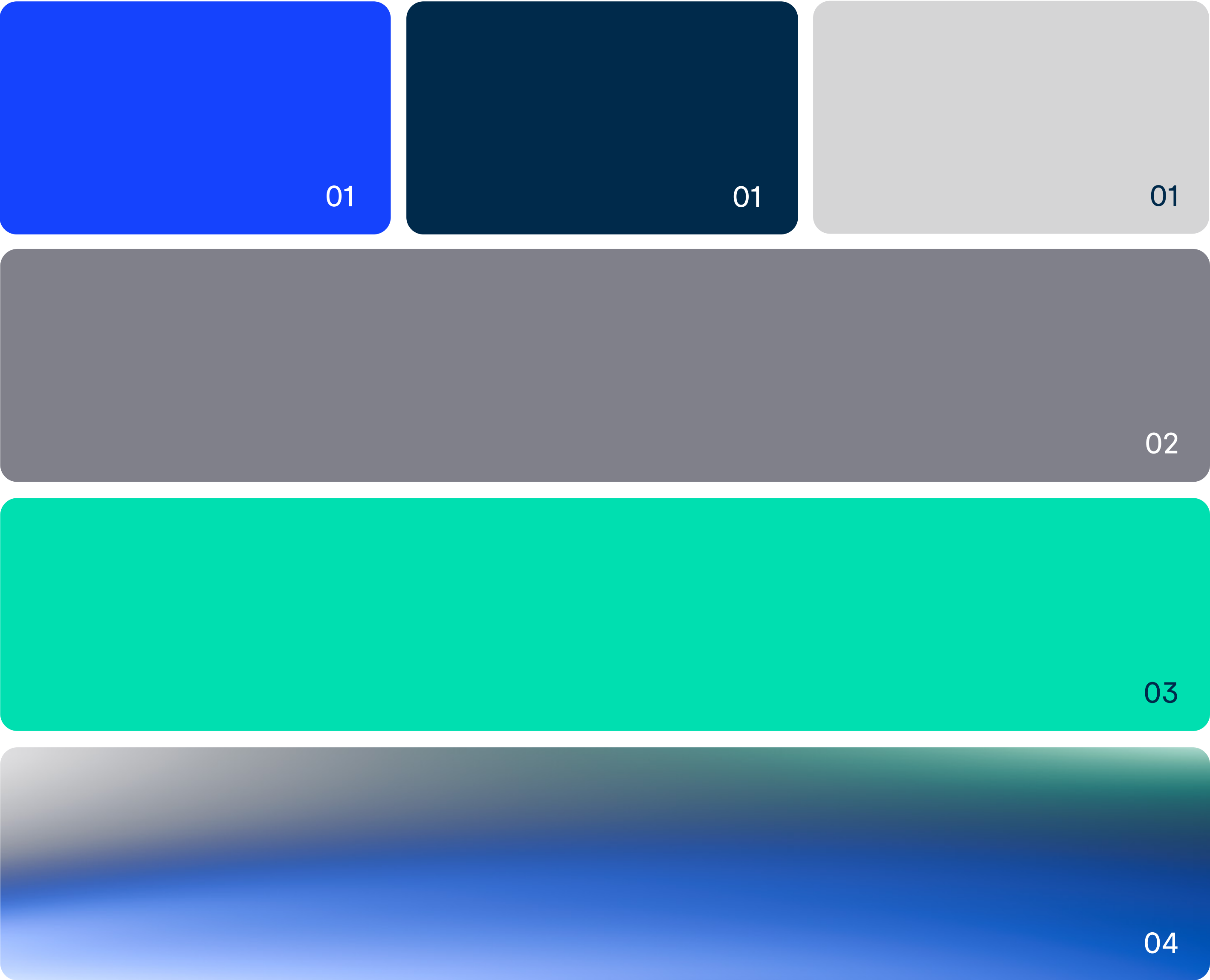
The secondary colors complement the primary palette and add versatility to ARO's visual language. These colors are used to emphasize key elements or provide variety in designs.

3. TERTIARY COLOR

The tertiary colors are used sparingly for accents, illustrations, and dynamic visual elements. These colors provide depth and diversity while maintaining harmony with the primary and secondary palettes.

4. GRADIENT

The gradient combinations are derived from the primary, secondary, and tertiary palettes, ensuring cohesion.



PRIMARY COLORS

The primary colors represent the core identity of ARO and are used predominantly in branding materials. These colors convey the brand's essence and should always be applied in accordance with the guidelines.

ARO BLUE

#2242F3
RGB: (34, 66, 243)
CMYK: (86, 73, 0, 5)
PANTONE: 286 C

ARO DEEP NAVY

#052949
RGB (5, 41, 73)
CMYK: (93, 77, 58, 67)
PANTONE: 539 C

ARO LIGHT GREY

#D5D5D6
RGB (213, 213, 214)
CMYK: (0, 0, 0, 16)
PANTONE: COOL GRAY 1 C

ARO WHITE

#FFFFFF
RGB: (255, 255, 255)
CMYK: (0, 0, 0, 0)
PANTONE: 000 C





SECONDARY COLOR

The secondary color complement the primary palette, adding flexibility and depth to the brand’s design. This color is used sparingly to highlight or support key elements in communications.

ARO GRAY

#808089
RGB (123, 128, 137)
CMYK: (10, 6, 0, 46)
PANTONE: 430 C



TERTIARY COLOR

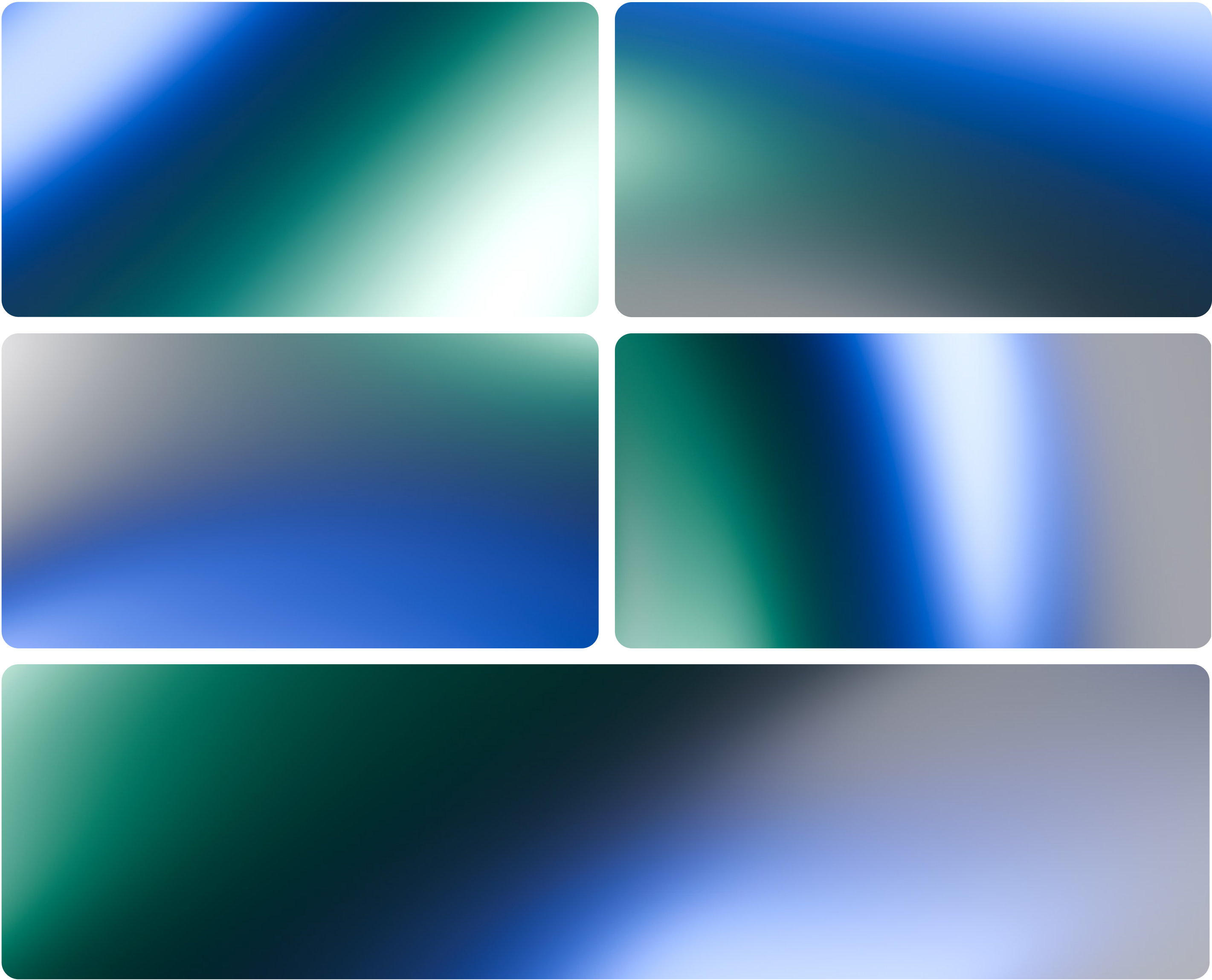
The tertiary color are used sparingly for accents, illustrations, and dynamic visual elements. This color provide depth and diversity while maintaining harmony with the primary and secondary palettes.

TEAL ACCENT

#46DBB2
RGB (70, 219, 178)
CMYK: (68, 0, 36, 14)
PANTONE: 3245 C

ARO GRADIENTS

Gradients add a dynamic and modern feel to the ARO brand, creating a sense of movement and innovation. The gradient combinations are derived from the primary, secondary, and tertiary palettes, ensuring cohesion.

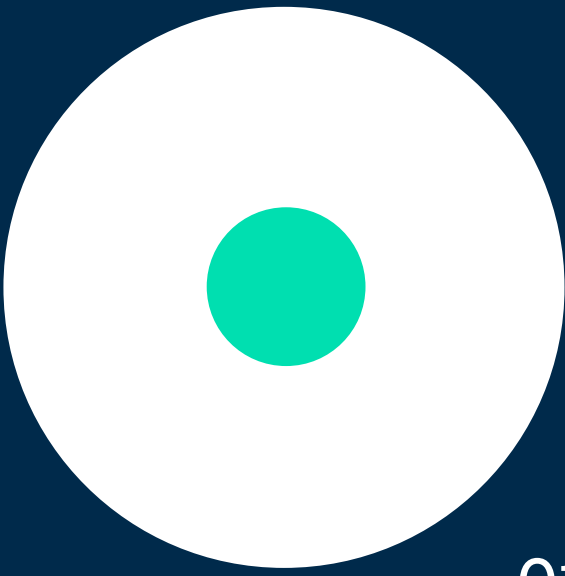


SUGGESTED PAIRINGS

ARO’s color system is designed for versatility, impact, and brand consistency. The strategic pairing of colors ensures a balanced, engaging, and dynamic visual presence across all applications. The Primary, Secondary, Tertiary, and Gradient categories work together to create depth, contrast, and clarity.

TODAY AND
IN THE FUTURE

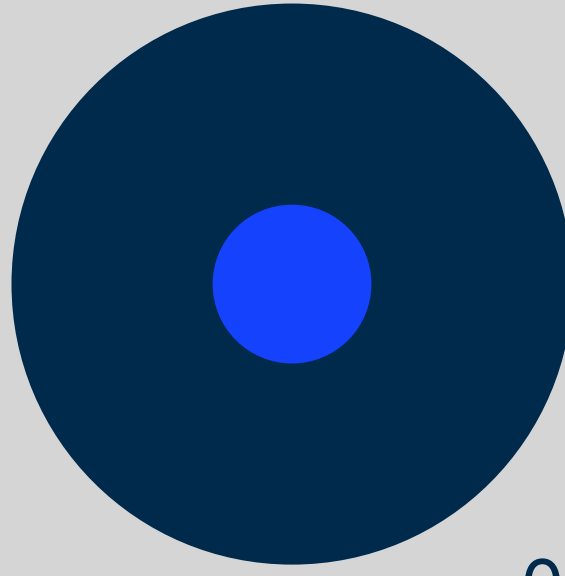
When using the colors together, primarily with text, ADA compliance should be followed.



01

TODAY AND
IN THE FUTURE

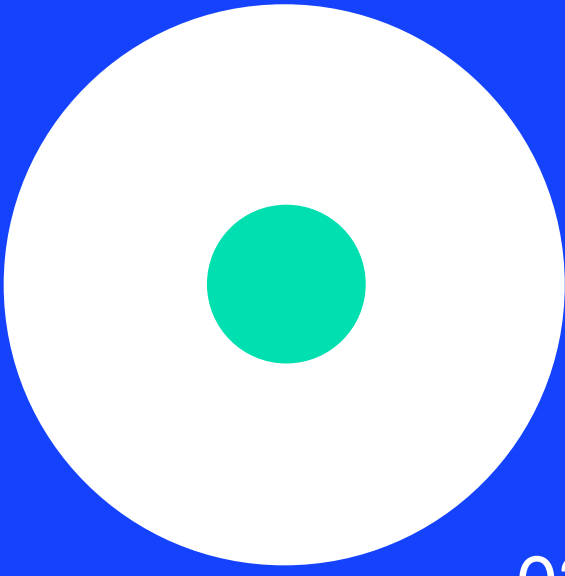
When using the colors together, primarily with text, ADA compliance should be followed.



03

TODAY AND
IN THE FUTURE


When using the colors together, primarily with text, ADA compliance should be followed.



02

TODAY AND
IN THE FUTURE

When using the colors together, primarily with text, ADA compliance should be followed.



04

01

- BACKGROUND
- MAIN TEXT
- APPLIED FOR ACCENTS

02

- BACKGROUND
- MAIN TEXT
- APPLIED FOR ACCENTS

03

- BACKGROUND
- MAIN TEXT
- APPLIED FOR ACCENTS

04

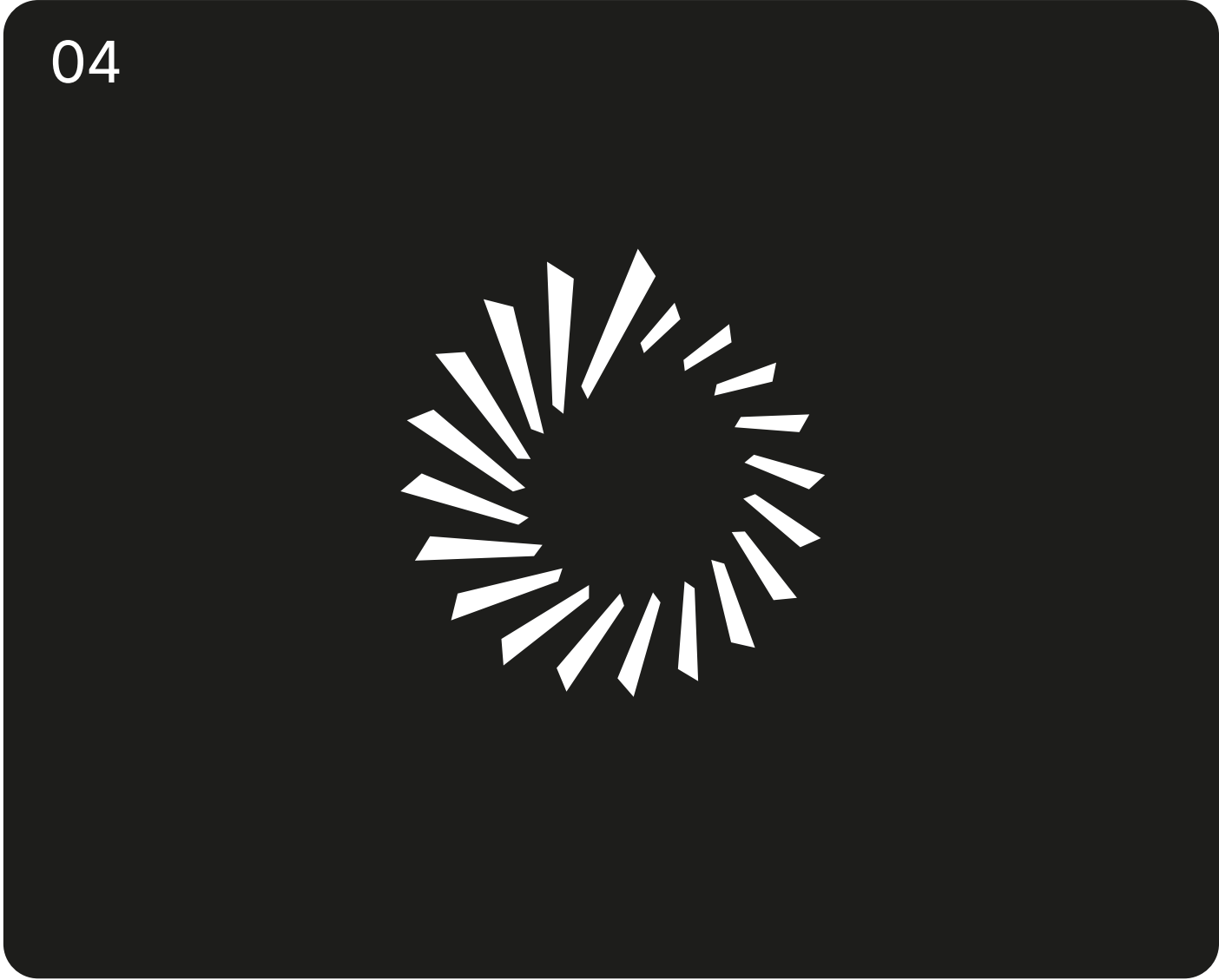
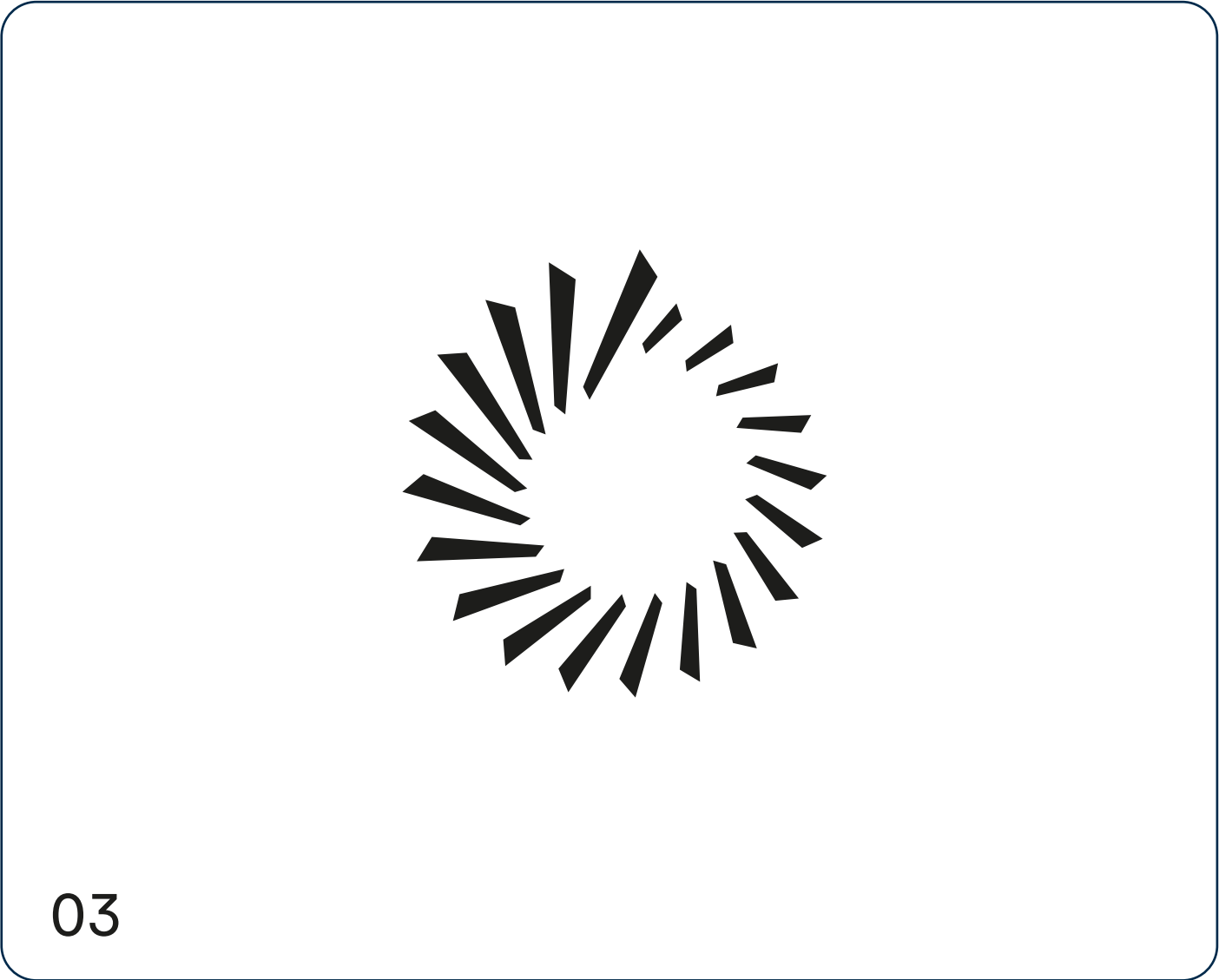
- BACKGROUND
- MAIN TEXT
- APPLIED FOR ACCENTS



PRINT LIMITATIONS

While ARO’s visual identity is designed for flexibility across digital and print platforms, certain print limitations must be considered to maintain color accuracy, material compatibility, and production quality.

In such cases, the ARO black or white logo serves as an ideal solution. By anticipating these limitations, ARO ensures that its brand identity remains consistent, high-quality, and visually impactful across all printed materials.



TYPEFACE THAT SPEAK FOR ARO

Typeface is an essential component of ARO's brand identity, serving as the visual voice that communicates the brand's personality, professionalism, and values.

The chosen typefaes reflect ARO's modern, innovative, and forward –thinking ethos while ensuring clarity, readability, and versatility across various platforms and touchpoints.



PRIMARY TYPEFACE

Typography is more than just the arrangement of letters; it is the voice of ARO’s identity, reflecting its values, ethos, and personality. The chosen typefaces for ARO establish a modern, forward-thinking brand while ensuring clarity, consistency, and versatility across every medium. With a seamless blend of form and function, ARO's typography is designed to communicate innovation, reliability, and professionalism.



WEIGHT

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789!@#\$%^&*()_+

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789!@#\$%^&*()_+

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789!@#\$%^&*()_+

**AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789!@#\$%^&*()_+**

**AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789!@#\$%^&*()_+**

**AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789!@#\$%^&*()_+**





CREATING A BALANCED LOOK

Typeface plays a fundamental role in shaping ARO’s brand presence, and its composition is designed to ensure a structured, readable, and aesthetically balanced hierarchy across all communications

- 1. TYPEFACE PAIRING & HIERARCHY
- 2. ALIGNMENT & LAYOUT LOOK

By adhering to these composition principles, ARO’s typeface remains strong, structured, and effortlessly adaptable across various touchpoints, reinforcing brand consistency and recognition.

WE ARE
HERE TO MAKE
A DIFFERENCE

HOW DID
WE START?
2017

Joint venture marks a major milestone towards the development of a competitive Saudi energy sector.

50/80

INCREASE IN THE
DATA GIVEN BY
2025

By 2025, ARO anticipates a significant increase in the volume and quality of data available to analyze sales and key performance indicators (KPIs).

This growth will enable more precise tracking of sales trends, customer behaviors, and operational efficiencies, offering actionable insights to drive strategic decision-making. With enhanced data analytics, ARO aims to optimize its sales processes, improve forecasting accuracy, and set measurable, data-driven KPIs to ensure sustained growth and market competitiveness.

TYPEFACE PAIRING & HIERARCHY

Typeface plays a crucial role in defining ARO’s brand personality, ensuring clear communication while maintaining a visually appealing structure. The careful pairing of typefaces creates contrast, hierarchy, and a seamless reading experience across all brand materials. ARO’s typeface system is designed with a balance of modernity and sophistication.

This structured approach to typeface pairing and hierarchy enhances brand clarity, improves readability, and ensures a cohesive aesthetic across all ARO communications. The combination of weights, styles, and spacing ensures that the typography remains both functional and expressive, reinforcing ARO’s innovative and trustworthy identity.

By adhering to these composition principles, ARO’s typeface remains strong, structured, and effortlessly adaptable across various touchpoints, reinforcing brand consistency and recognition.



HEADLINES,
SUBHEADLINES
& TITLES — GELION

WEIGHT: REGULAR
CAPS: ALL CAPS

Used for primary headlines, key messages, and section titles.

Regular weight offers a refined and sophisticated feel.

ABC

MAIN
PARAGRAPH
— GELION

WEIGHT: REGULAR
CAPS: NORMAL

Acts as a bridge between the headlines and body text.

Regular normal caps adss an editorial touch.

Abc

BODY TEXT
& PARAGRAPHS
— GELION

WEIGHT: LIGHT
CAPS: NORMAL

Light weight for subtle emphasis or secondary content.

Maintains a professional yet approachable tone.

Abc

EMPHASIS
— GELION

WEIGHT: REGULAR
CAPS: ALL CAPS
STROKE: 1 PT

APPEARANCE > TYPE >
STROKE 1 PT > ADD NEW EFFECT >
CONVERT TO SHAPE > RECTANGLE >
W 10 PX > H 5 PX

ABC

Used for special importance, value, or prominence given to something.

NUMBERS &
DATA APPLICATIONS
— GELION

WEIGHT: REGULAR
CAPS: NORMAL
SIZE RATIO: 2:1

Used for code snippets, and numerical data.

Ensures clarity and consistency in structured content.

10/20

CALLOUTS
— GELION

WEIGHT: REGULAR
CAPS: ALL CAPS
UNDERLINE

Used for a statement drawing critical attention.

ABC

The ARO Logo
Colors of ARO
Typeface Core

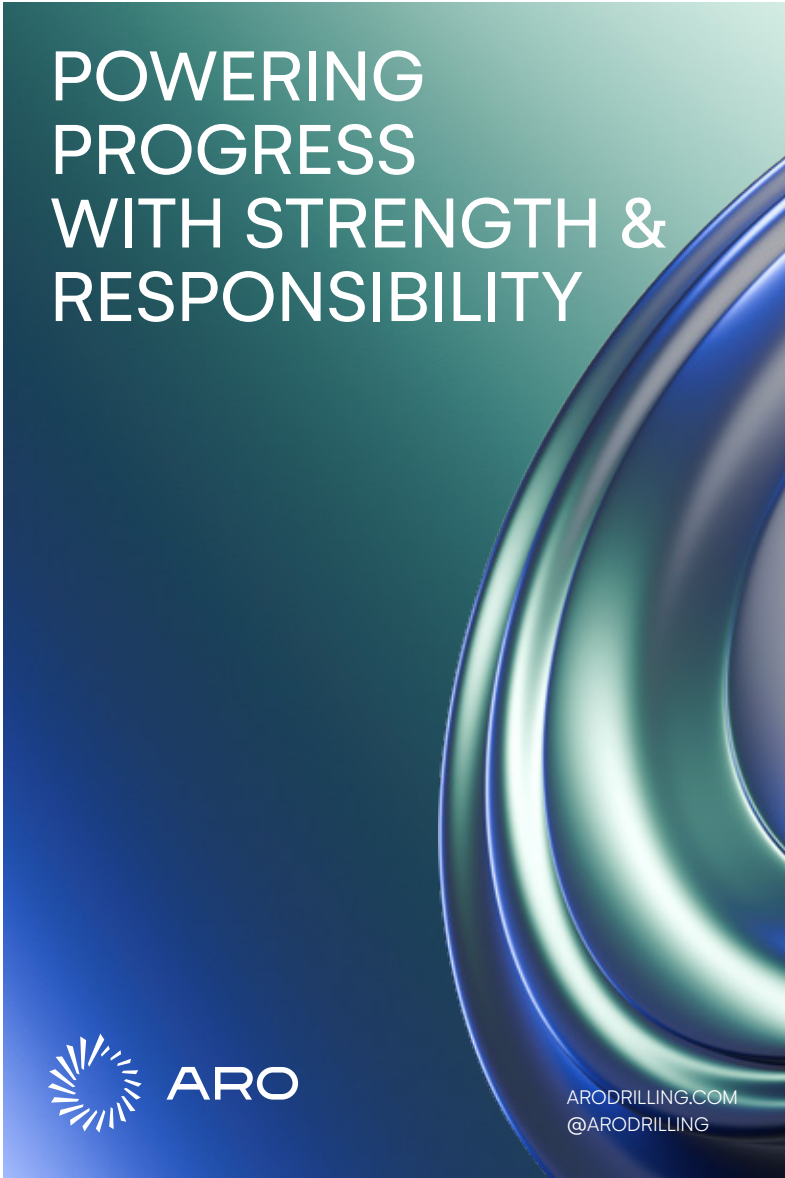


ALIGNMENT & LAYOUT LOOK

The alignment and layout of ARO’s typography are fundamental in maintaining a clean, professional, and visually structured brand identity. Consistent alignment ensures readability, while thoughtful spacing enhances the flow of information, creating an intuitive and engaging experience.

- Left-aligned text is the primary standard across all brand materials, as it provides a natural reading flow and improves legibility.
- To maintain a balanced composition, adequate spacing is essential between headings, subheadings, body text, and other design elements. Line heights are carefully adjusted to improve readability without overcrowding, and margins are proportionally distributed to prevent visual clutter.
- Contrast plays a critical role in ARO’s typography layout, ensuring accessibility and clarity. High contrast between text and background colors maintains visibility across all mediums.

ARO’s alignment and layout approach emphasize clarity, hierarchy, and a seamless reading experience. Whether in digital or print applications, the structured yet adaptable layout ensures a polished and professional brand presence, reinforcing ARO’s commitment to sustainability and excellence.



A4 PORTRAIT 210 X 297 M



INSTAGRAM POST 1080 X 1350 P



LANDSCAPE 841 X 341 M



PRESENTATION 1920 X 1080 P

ARABIC TYPEFACE

Typography is more than just the arrangement of letters; it is the voice of ARO’s identity, reflecting its values, ethos, and personality. The chosen typefaces for ARO establish a modern, forward-thinking brand while ensuring clarity, consistency, and versatility across every medium. With a seamless blend of form and function, ARO’s typography is designed to communicate innovation, reliability, and professionalism.



WEIGHT

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ
ع غ ف ق ك ل م ن ه و ي
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ +

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ
ع غ ف ق ك ل م ن ه و ي
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ +

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط
ظ ع غ ف ق ك ل م ن ه و ي
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ +

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ
ع غ ف ق ك ل م ن ه و ي
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ +



CREATING A BALANCED LOOK

Typeface plays a fundamental role in shaping ARO's brand presence, and its composition is designed to ensure a structured, readable, and aesthetically balanced hierarchy across all communications

- 1. TYPEFACE PAIRING & HIERARCHY
- 2. ALIGNMENT & LAYOUT LOOK

By adhering to these composition principles, ARO's typeface remains strong, structured, and effortlessly adaptable across various touchpoints, reinforcing brand consistency and recognition.

إعادة تعريف الحفر
البحري بأعلى المعايير

كيف
بدأنا؟
2017

المشروع المشترك يمثل علامة
فارقة رئيسية نحو تطوير قطاع
طاقة سعودي تنافسي.

50/80

زيادة في البيانات
لمقدمة بحلول عام 2025

بحلول عام ٢٠٢٥، تتوقع شركة ARO زيادة كبيرة في حجم وجودة البيانات المتاحة لتحليل المبيعات ومؤشرات الأداء الرئيسية (KPIs).

سيساهم هذا النمو في تمكين تتبع أكثر دقة لاتجاهات المبيعات وسلوكيات العملاء وكفاءة العمليات، مما يوفر رؤى قابلة للتنفيذ لدعم عملية اتخاذ القرارات الاستراتيجية. من خلال تعزيز تحليل البيانات، تهدف ARO إلى تحسين عمليات المبيعات، وزيادة دقة التنبؤات، ووضع مؤشرات أداء رئيسية قابلة للقياس تعتمد على البيانات لضمان نمو مستدام وتعزيز القدرة التنافسية في السوق.



The ARO Logo
Colors of ARO
Typeface Core

TYPEFACE PAIRING & HIERARCHY

Typeface plays a crucial role in defining ARO’s brand personality, ensuring clear communication while maintaining a visually appealing structure. The careful pairing of typefaces creates contrast, hierarchy, and a seamless reading experience across all brand materials. ARO’s typeface system is designed with a balance of modernity and sophistication.

This structured approach to typeface pairing and hierarchy enhances brand clarity, improves readability, and ensures a cohesive aesthetic across all ARO communications. The combination of weights, styles, and spacing ensures that the typography remains both functional and expressive, reinforcing ARO’s innovative and trustworthy identity.

By adhering to these composition principles, ARO’s typeface remains strong, structured, and effortlessly adaptable across various touchpoints, reinforcing brand consistency and recognition.



HEADLINES, SUBHEADLINES & TITLES — SST ARABIC

WEIGHT: ROMAN

Used for primary headlines, key messages, and section titles.

Regular weight offers a refined and sophisticated feel.

أبجد

BODY TEXT & PARAGRAPHS — SST ARABIC

WEIGHT: LIGHT

Light weight for subtle emphasis or secondary content.

Maintains a professional yet approachable tone.

أبجد

NUMBERS & DATA APPLICATIONS — SST ARABIC

WEIGHT: REGULAR
CAPS: NORMAL
SIZE RATIO: 2:1

Used for code snippets, and numerical data.

Ensures clarity and consistency in structured content.

10/20

MAIN PARAGRAPH — SST ARABIC

WEIGHT: ROMAN

Acts as a bridge between the headlines and body text.

Regular normal caps adds an editorial touch.

أبجد

EMPHASIS — SST ARABIC

WEIGHT: REGULAR
CAPS: ALL CAPS
STROKE: 1 PT

APPEARANCE > TYPE >
STROKE 1 PT > ADD NEW EFFECT >
CONVERT TO SHAPE > RECTANGLE >
W 20 PX > H 10 PX

أبجد

Used for special importance, value, or prominence given to something.

CALLOUTS — SST ARABIC

WEIGHT: REGULAR
CAPS: ALL CAPS
UNDERLINE

Used for a statement drawing critical attention.

أبجد

The ARO Logo
Colors of ARO
Typeface Core

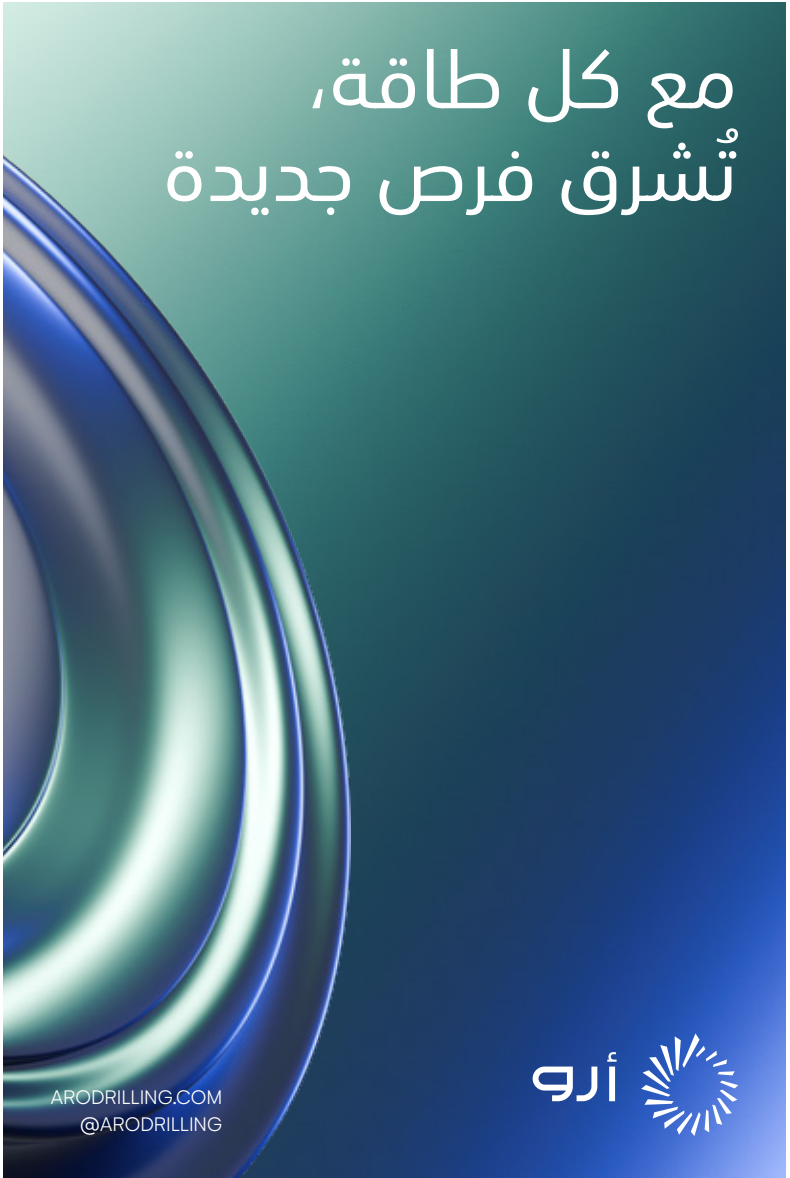


ALIGNMENT & LAYOUT LOOK

The alignment and layout of ARO’s typography are fundamental in maintaining a clean, professional, and visually structured brand identity. Consistent alignment ensures readability, while thoughtful spacing enhances the flow of information, creating an intuitive and engaging experience.

- Right-aligned text is the primary standard across all brand materials, as it provides a natural reading flow and improves legibility.
- To maintain a balanced composition, adequate spacing is essential between headings, subheadings, body text, and other design elements. Line heights are carefully adjusted to improve readability without overcrowding, and margins are proportionally distributed to prevent visual clutter.
- Contrast plays a critical role in ARO’s typography layout, ensuring accessibility and clarity. High contrast between text and background colors maintains visibility across all mediums.

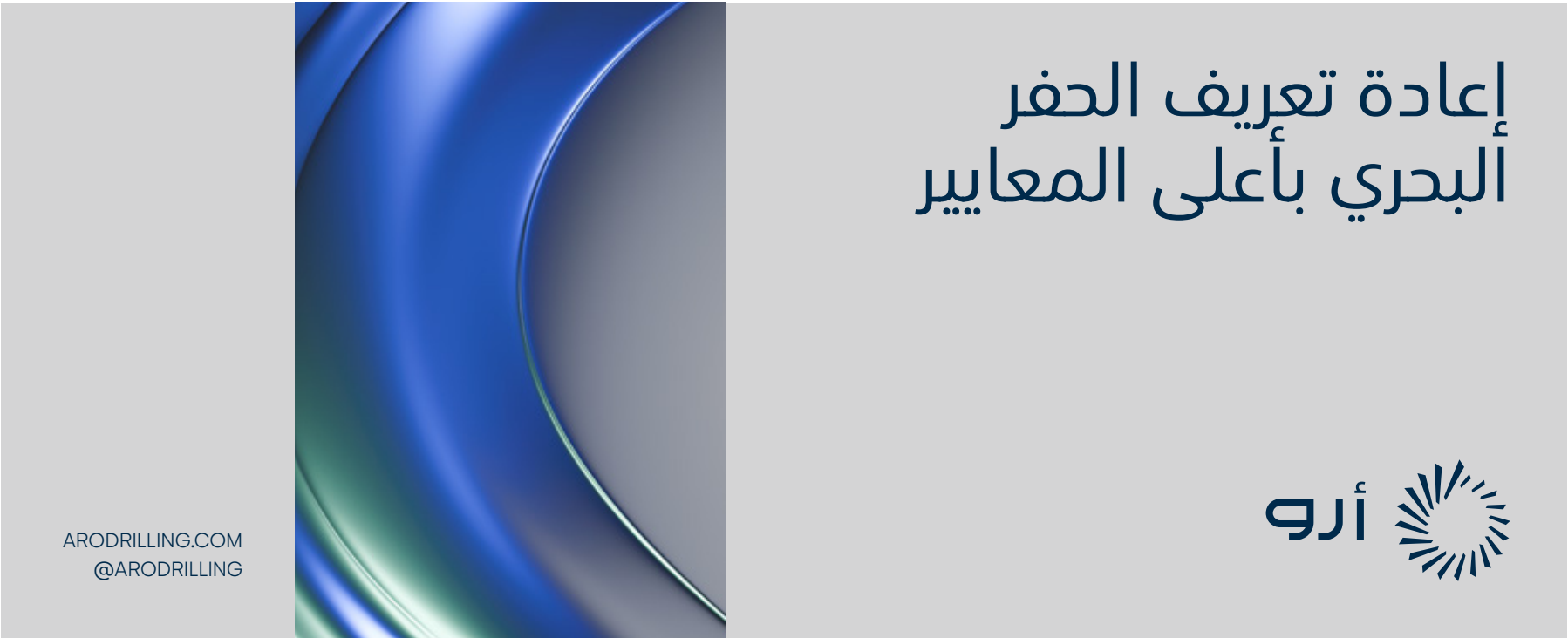
ARO’s alignment and layout approach emphasize clarity, hierarchy, and a seamless reading experience. Whether in digital or print applications, the structured yet adaptable layout ensures a polished and professional brand presence, reinforcing ARO’s commitment to sustainability and excellence.



A4 PORTRAIT 210 X 297 M



INSTAGRAM POST 1080 X 1350 P



LANDSCAPE 841 X 341 M



PRESENTATION 1920 X 1080 P

CHAPTER 03

DISCOVER THE DESIGN
LANGUAGE THAT CREATE A
COHESIVE AND DISTINCTIVE
VISUAL WORLD FOR ARO.

01 / 02 / 03 / 04 / 05



VISUAL CORE OF ARO

The ARO design language is built on a foundation of clarity, consistency, and adaptability, ensuring a seamless visual identity across all brand touchpoints.

The ARO design language is built on three core visual elements: **3D**, **Gradient**, and **Solid**, each contributing to a unique and dynamic brand identity. These elements work together to create a balanced, modern, and visually engaging experience across all brand applications.

Together, these three elements define the ARO design language, allowing for versatility across digital and print applications. Whether creating high-tech interfaces, immersive visuals, or structured compositions, the combination of 3D, Gradient, and Solid ensures a distinctive, future-focused, and cohesive brand experience.



3D VORTEX

Bring depth, realism, and a futuristic appeal to ARO’s visual identity. By incorporating dimensional forms of the vortex, 3D elements enhance the sense of innovation and technological advancement. This adds a layer of sophistication and a cutting-edge feel to the brand.



GRADIENT

Provide fluidity and movement, symbolizing ARO’s adaptability and forward-thinking approach. These gradients seamlessly blend colors to create vibrant, immersive visuals that add depth and energy to designs. They are used strategically in backgrounds, overlays, and graphic treatments to establish a sense of progression and transformation.



SOLID

Solid color form the foundation of ARO’s design system, ensuring clarity, stability, and boldness. By utilizing flat colors, structured typography, and clean layouts, solid elements establish a strong, confident presence. This aspect of the design language reinforces trust, simplicity, and professionalism, making ARO’s communications direct and impactful.



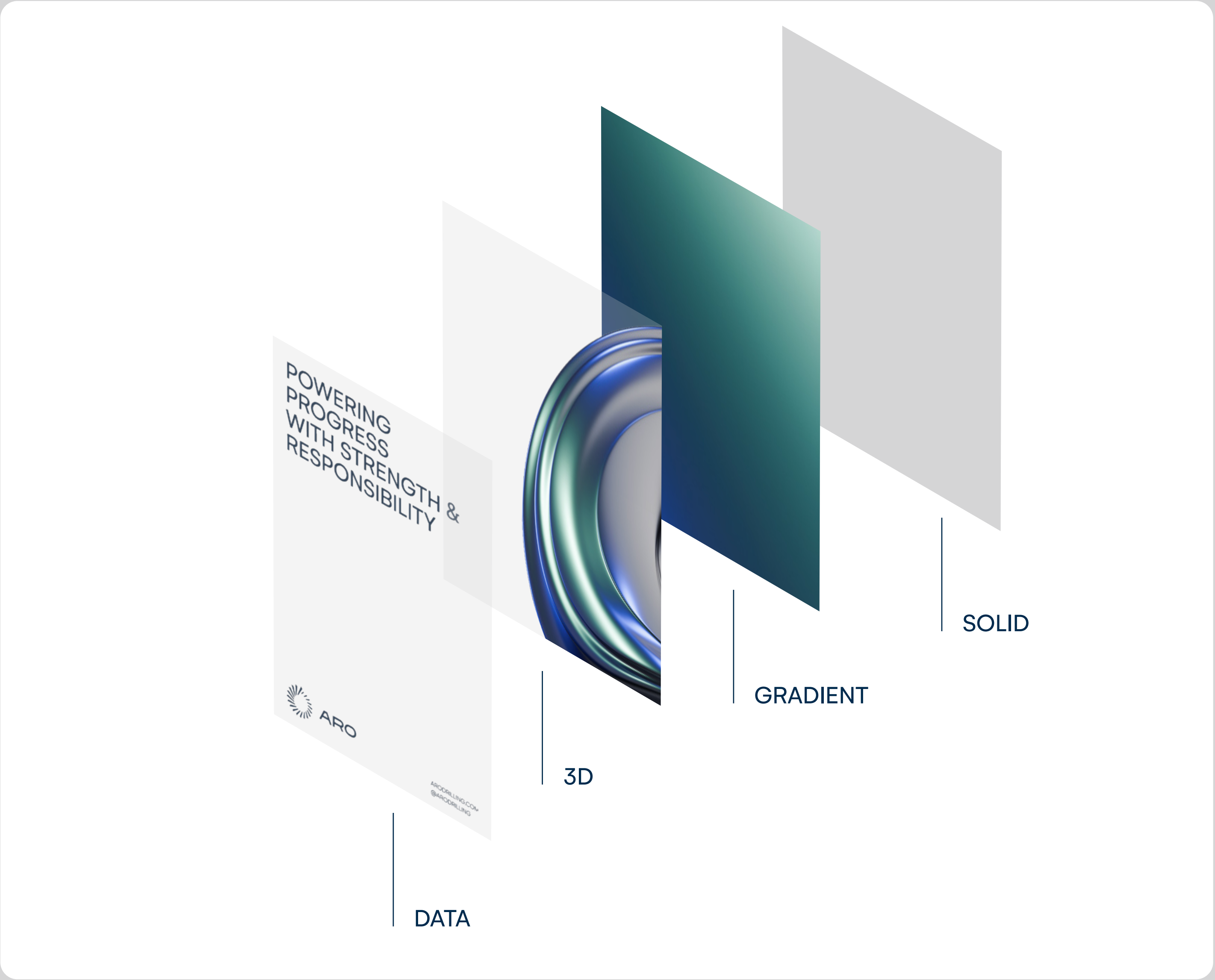
Design Structure

Creating Depth
Capturing the Essence

VISUAL CORE
STRUCTURE

Rooted in a structured system of typography, color, iconography, and composition, the design language provides a cohesive framework that enhances both functionality and aesthetics. At its core, ARO's design structure is modular and scalable, allowing flexibility while maintaining brand integrity.

The interplay between primary and secondary elements, such as typography, gradient, 3D, and solid, creates a dynamic yet harmonious brand presence. With a focus on modern simplicity and purposeful design, ARO's design language reinforces trust, innovation, and professionalism in every application, from digital interfaces to printed materials.



LAYOUT DEPTH

The ARO design language is built on a foundation of clarity, consistency, and adaptability, ensuring a seamless visual identity across all brand touchpoints.

The ARO design language is built on three core visual elements: 3D, Gradient, and Solid, each contributing to a unique and dynamic brand identity. These elements work together to create a balanced, modern, and visually engaging experience across all brand applications.

Together, these three elements define the ARO design language, allowing for versatility across digital and print applications. Whether creating high-tech interfaces, immersive visuals, or structured compositions, the combination of 3D, Gradient, and Solid ensures a distinctive, future-focused, and cohesive brand experience.

The choice between Minimal, Semi, and Complex layouts depends on the purpose of the design, the target audience, and the amount of information being communicated. By adapting the layout style to suit each context, ARO ensures its designs remain visually appealing, impactful, and aligned with the brand's identity.



MINIMAL

Minimal layouts emphasize simplicity, clarity, and focus. These designs use solid primary color, a limited number of elements, and a clear hierarchy to communicate a single, strong message effectively.

SEMI

Semi layouts strike a balance between simplicity and detail. They offer slightly more room for content and design elements without overwhelming the viewer. They always use gradient backgrounds.

COMPLEX

Complex layouts are designed for content-heavy applications where multiple elements, sections, and levels of information need to coexist in a structured manner.



LAYOUT CREATION

At its core, ARO’s layout is modular and scalable, allowing flexibility while maintaining brand integrity. Grid systems and alignment principles guide layouts, ensuring balance and readability, while a well-defined visual hierarchy directs attention to key messages.

The ARO layout is crafted around main essential visual elements: 3D, Gradient, People and Solid, each adding depth and energy to a vibrant brand identity.

In the following section, we’ll dive into each layout grid and its design intricacies, offering you the tools to create a flawless composition that embodies a bold, future-forward, and seamless brand experience.

LAYOUT 01



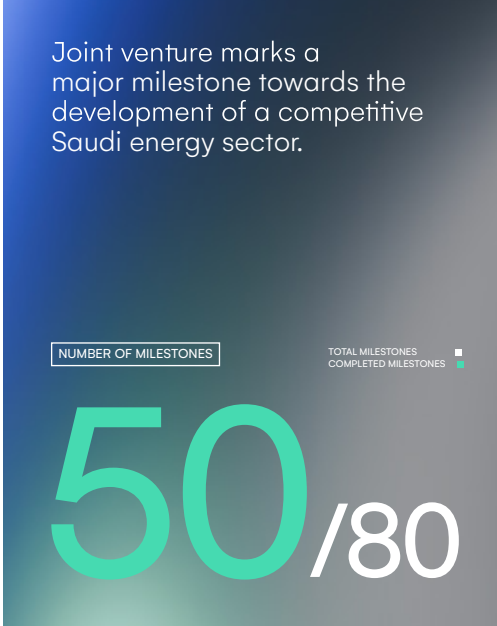
LAYOUT 02



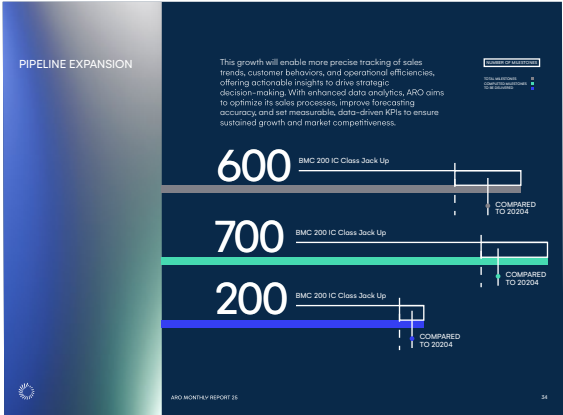
LAYOUT 03



LAYOUT 04



LAYOUT 05



LAYOUT 06



LAYOUT 07



LAYOUT 08



LAYOUT 09

By 2025, ARO anticipates a significant increase in the volume and quality of data available to analyze sales and key performance indicators (KPIs).

This growth will enable more precise tracking of sales trends, customer behaviors, and operational efficiencies, offering actionable insights to drive strategic decision-making. With enhanced data analytics, ARO aims to optimize its sales processes, improve forecasting accuracy, and set measurable, data-driven KPIs to ensure sustained growth and market competitiveness.

LAYOUT 10



STRUCTURING GRID HARMONY

The ARO Grid System is the foundation of its design structure, ensuring alignment, consistency, and clarity across all brand applications. It provides a flexible yet structured approach to layout composition, guiding the placement of elements such as typography, images, icons, and logos. Whether in print, digital, or environmental design, the grid serves as a visual blueprint that maintains ARO’s aesthetic integrity.

GRID PHILOSOPHY

01

SPACING RULES

03

STRUCTURE & VARIATIONS

02

APPLYING THE GRID

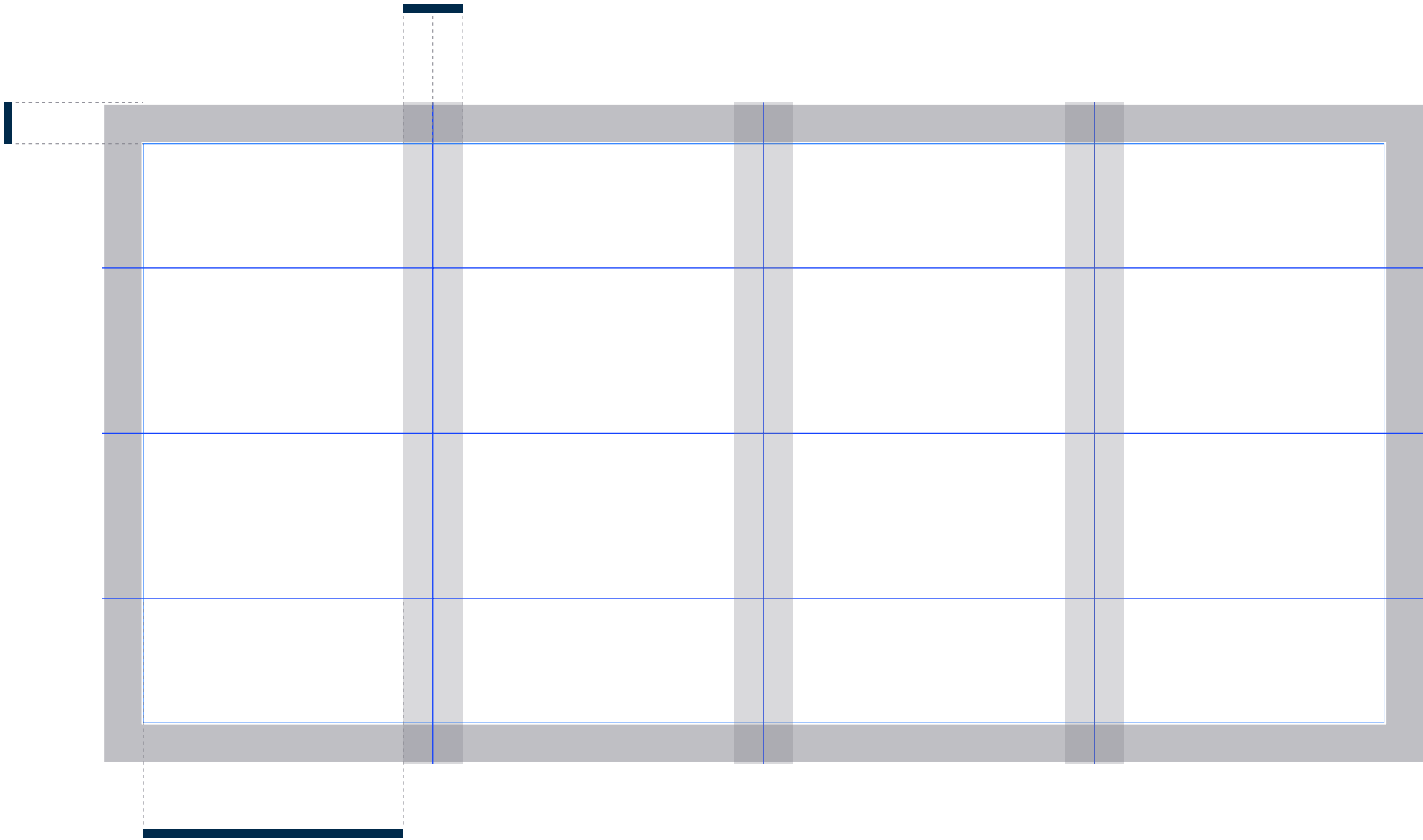
04



GRID PHILOSOPHY

A well-structured grid enhances readability, visual impact, and brand cohesion. The ARO Grid System follows a modular, scalable approach, allowing adaptability across different formats while maintaining a consistent brand feel.

HOW TO CREATE YOUR GRID



Ensures **balance** by defining proportions and spacing.

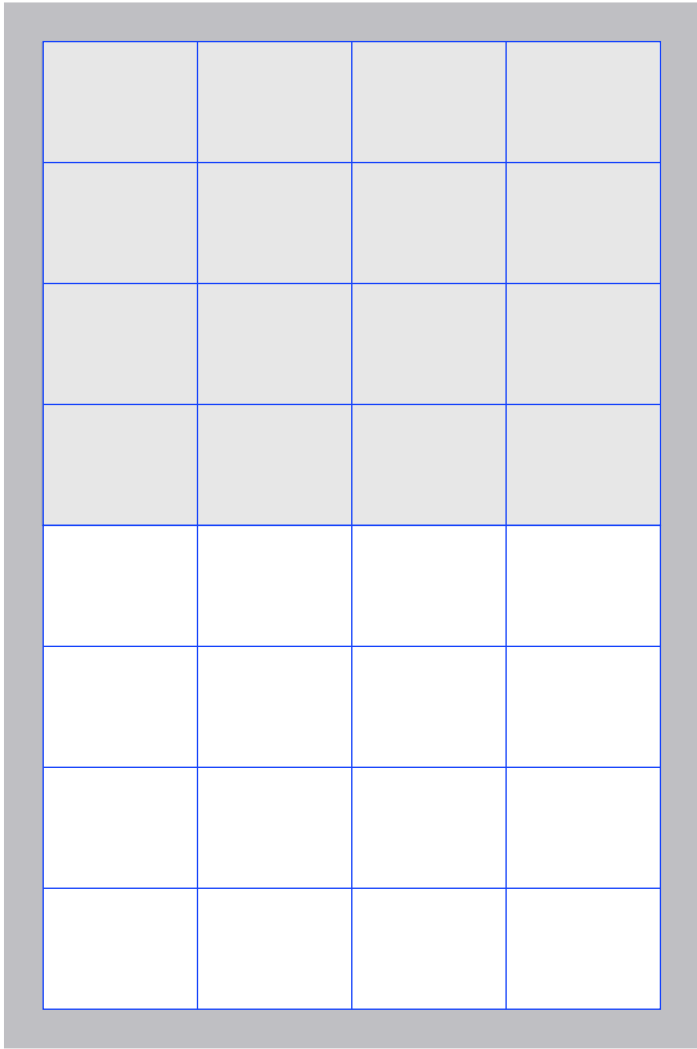
Creates **hierarchy** for clear and effective communication.

Enhances **alignment** between text, imagery, and graphic elements.



STRUCTURE & VARIATIONS

ARO’s design system incorporates multiple grid structures depending on the format and medium.



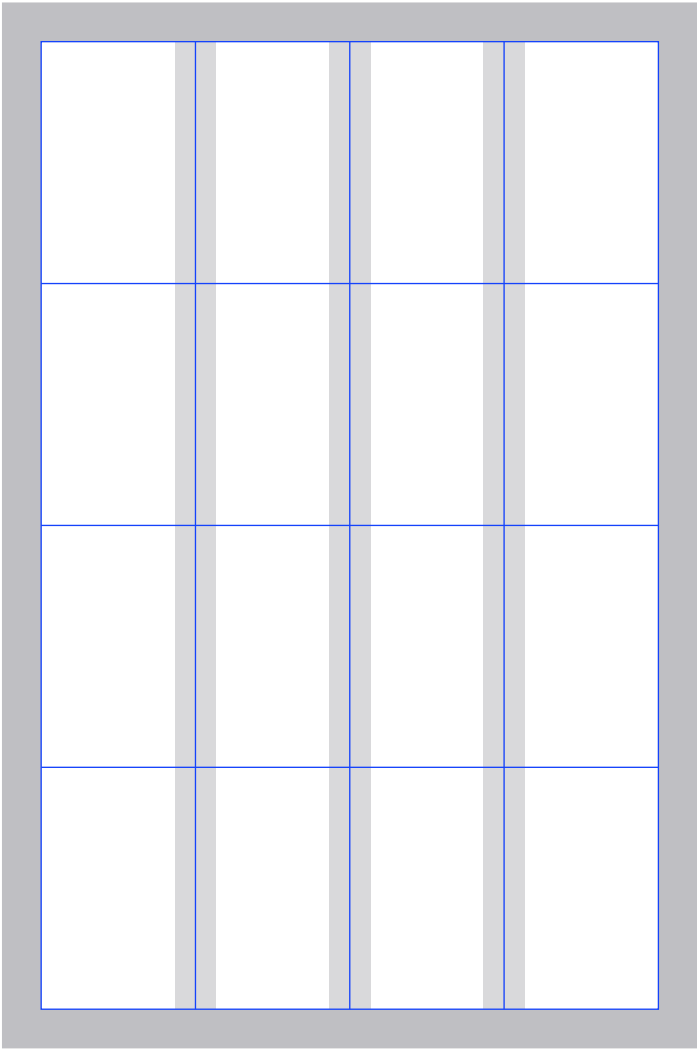
BASELINE GRID

A baseline grid ensures consistency in text alignment, spacing, and flow. This is essential for maintaining a structured reading experience.

- Uses a consistent line height across all typography.
- Aligns text elements to an invisible grid to enhance readability.
- Defines padding and spacing for a cohesive structure.

EXAMPLE USAGE:

Posters & Banners – Minimal use.
Digital appearance uses.



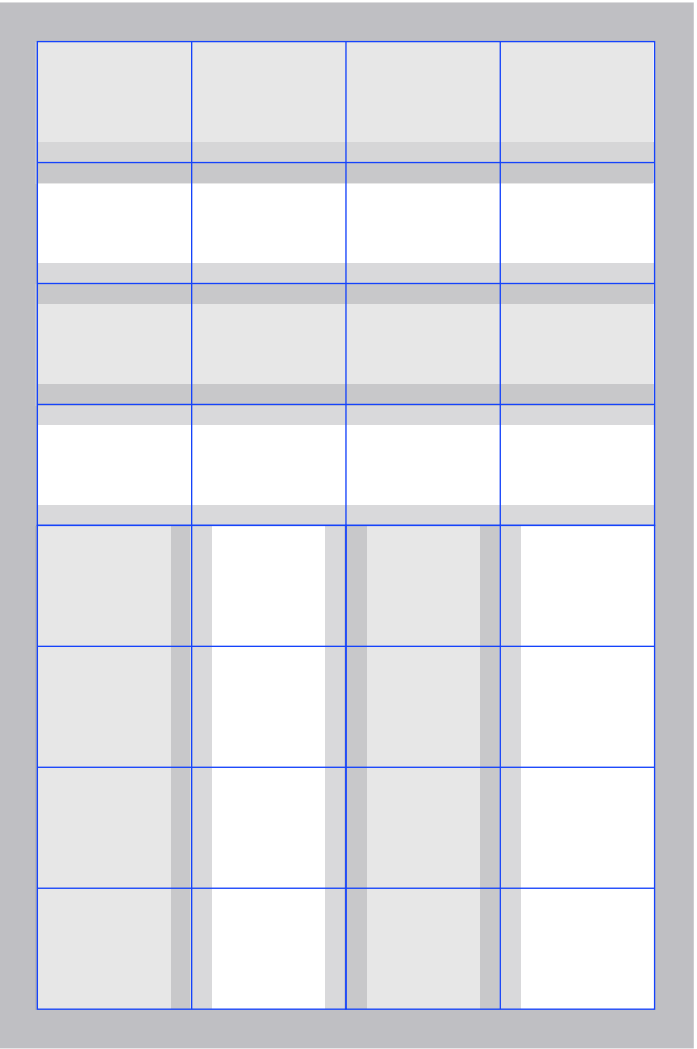
COLUMN GRID

The column-based grid system allows flexible layouts while keeping designs clean and structured.

- **2-Column & 3-Column Grids** — Ideal for editorial design and web layouts.
- **4-Column & 6-Column Grids** — Used in complex page compositions for maximum adaptability.
- **12-Column Grid** (Responsive Web Design) — A standard for digital applications, ensuring fluidity across screen sizes.

EXAMPLE USAGE:

Posters & Brochures: 3 or 4-column grids for structured layouts.
Web & Mobile Interfaces: 12-column responsive grids for adaptability.



DYNAMIC GRID

For more creative and visually engaging layouts, ARO allows the use of modular or asymmetrical grids while maintaining alignment principles.

- **Modular grids** break sections into uniform blocks for a structured but flexible design.
- **Dynamic layouts** add dynamic movement while keeping balance through careful spacing.

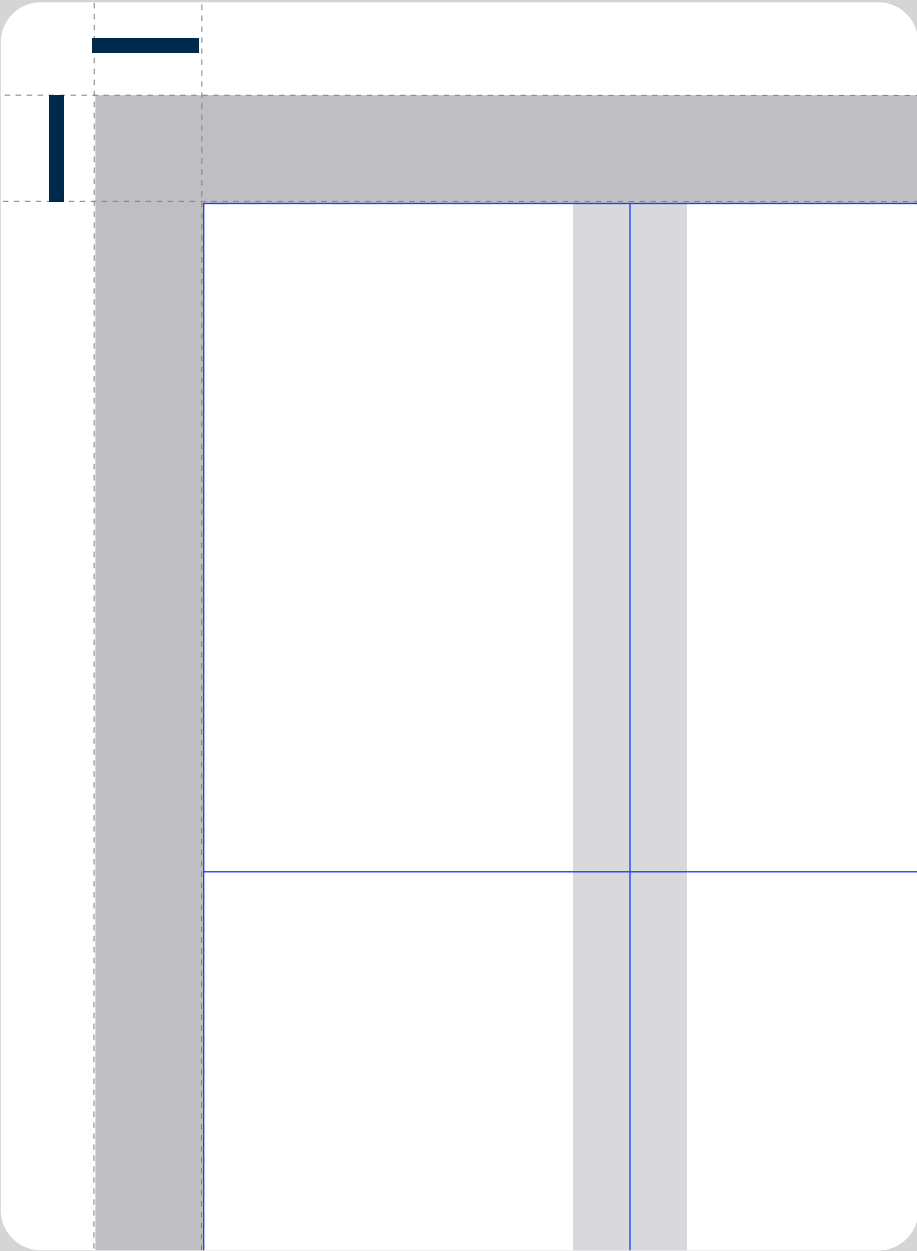
EXAMPLE USAGE:

Infographics & Data Visualizations.
Marketing Collateral & Presentations.



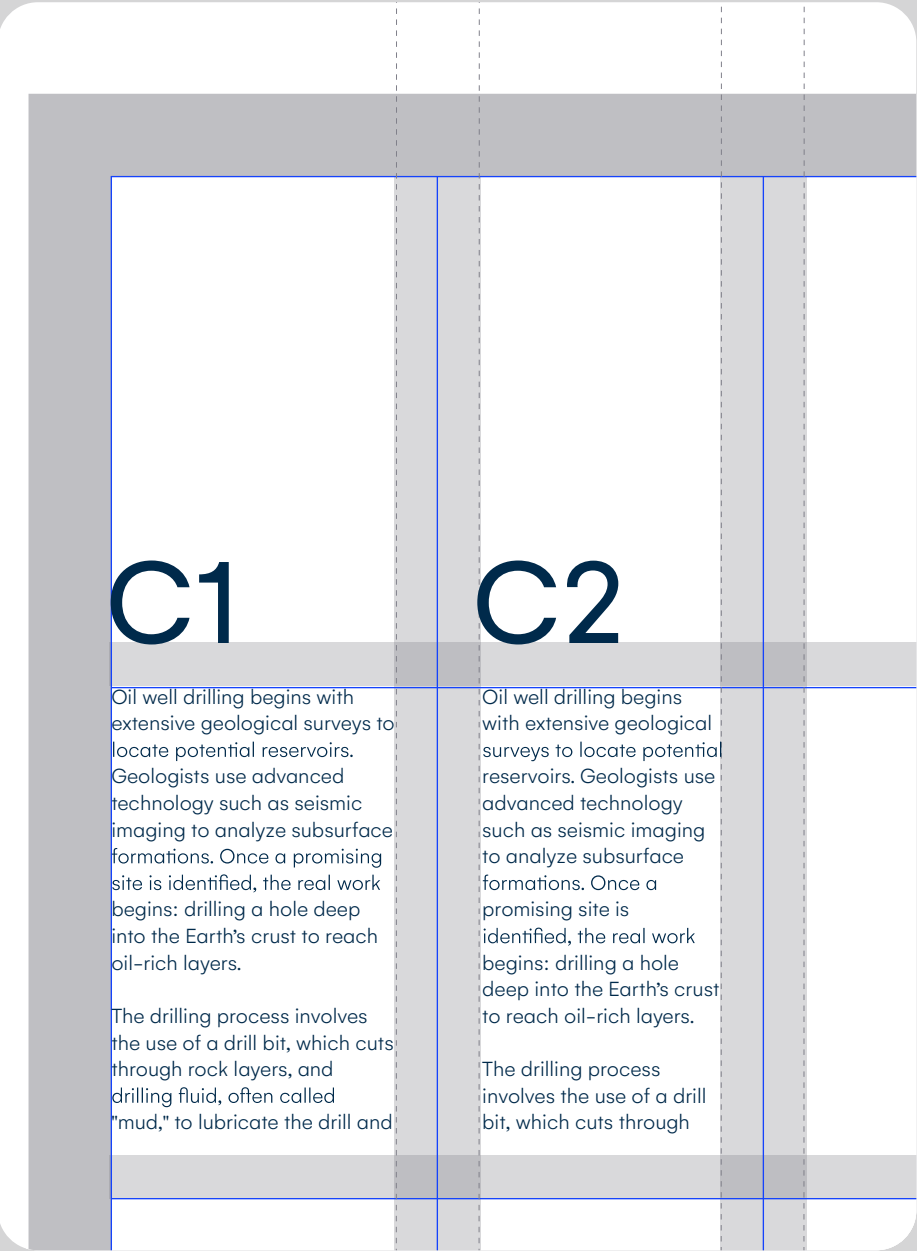
SPACING RULES

Proper use of spacing enhances legibility, balance, and visual clarity. ARO's grid system follows defined margin and padding ratios to ensure alignment.



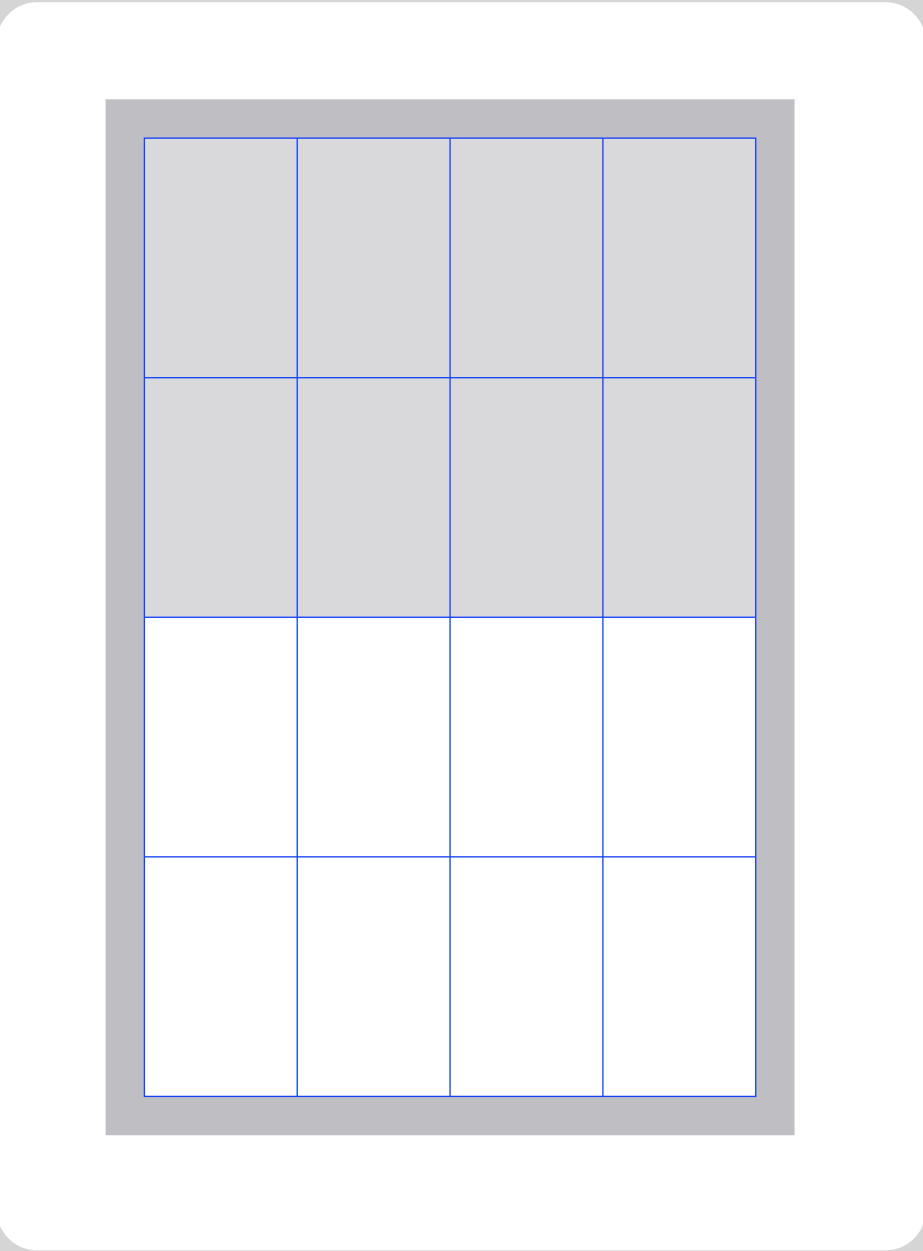
STANDARD MARGINS

Maintain safe zones to prevent overcrowding.



CONSISTENT GUTTER WIDTHS

Define space between columns to create structure.



WHITESPACE USAGE

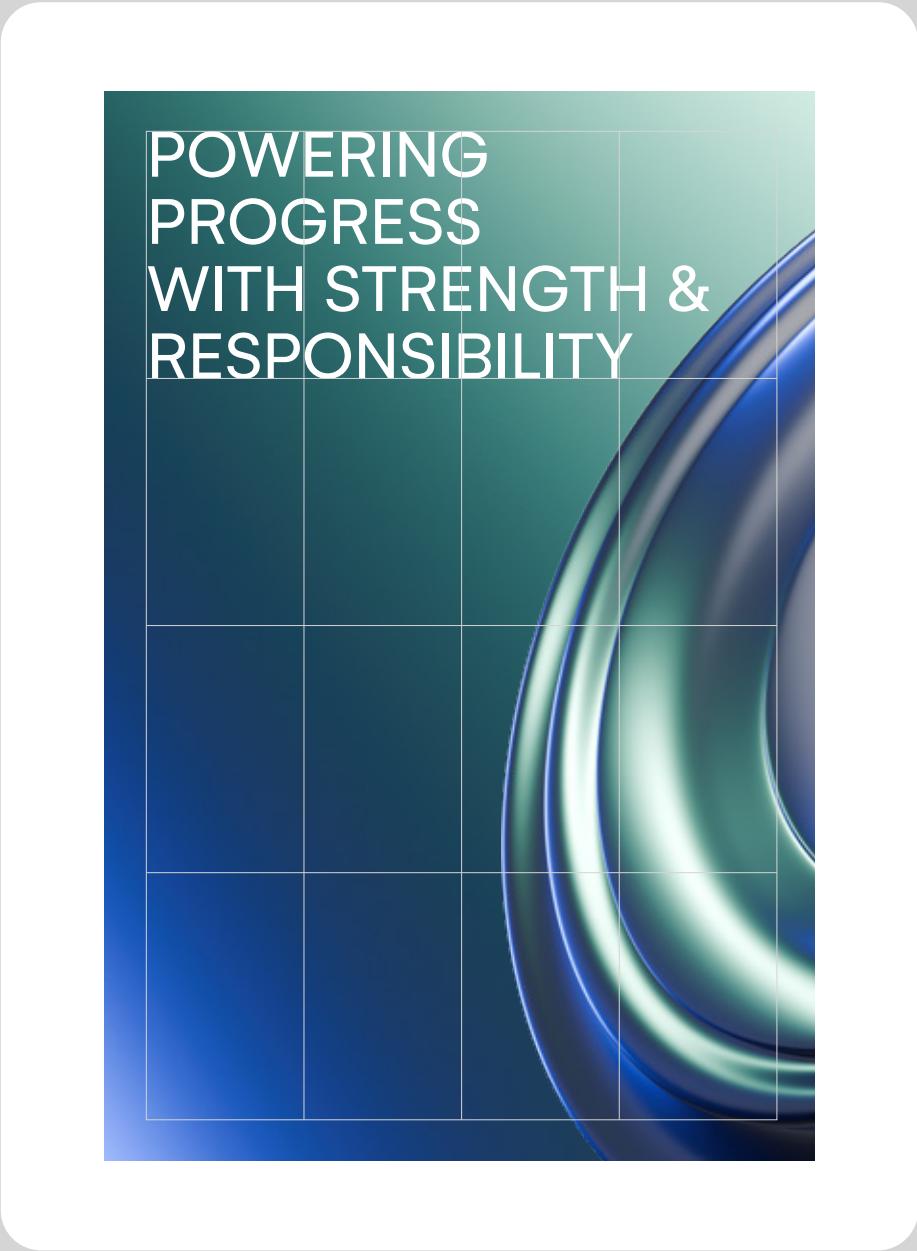
Enhances readability and highlights key elements.



Design Structure
Creating Depth
Capturing the Essence

APPLYING THE GRID

By adhering to ARO’s Grid System, designers ensure a visually balanced, professional, and easily adaptable brand presence across all media.



TYPOGRAPHY ALIGN

Aligns with the baseline grid for consistency.



LOGOS & VISUAL ELEMENTS

Follow the column structure for structured placement.



LAYOUTS & UI DESIGN

Responsive grids adapt to various screen sizes.



ICONS

A process to aid in the creation of any new icons to ensure consistency across ARO icon usage.

- 80 x 80 pixel grid as a foundation, icons should be created on a 80 x 80 pixel grid.
- Line weight as a general rule the line weight should be 2px, this rules works well on both digital and print. Icons are to be created from single line weight and should be consistent across the document. Keep it simple and clean.



FRAMING ARO THE FUTURE

Photography plays a crucial role in defining ARO’s visual identity, conveying its innovation, strength, and forward-thinking approach.

The imagery used across ARO’s branding should be more than just aesthetically pleasing—it should tell a story, evoke trust, and reinforce the brand’s values.





CAPTURING OUR PEOPLE

At the core of ARO’s brand are its people—the visionaries, creators, and innovators who bring the brand to life every day. Capturing the essence of ARO means more than showcasing products or spaces; it’s about highlighting the human spirit that drives the brand forward.

HEROIC FRAMING

Use compositions that position individuals as the focal point—wide angles for context, close-ups for emotion.

AUTHENTIC MOMENTS

Capture candid interactions, natural expressions, and genuine emotions.

HUMAN CONNECTIONS

Small teams collaborating, sharing ideas, or celebrating milestones.

INNOVATION IN ACTION

Small teams collaborating, sharing ideas, or celebrating milestones.

ARO’s people are the pulse of the brand. Capturing them with authenticity and respect transforms them from employees into heroes of the ARO story—making the brand not just something people see but something they feel.

ALL IMAGES USED ARE FOR ILLUSTRATIVE PURPOSES ONLY.



SUBJECT MATTER & COMPOSITION

ARO’s photography should align with its brand positioning, ensuring a consistent look and feel across all applications.

DO

- Use high-resolution, professional photography.
- Ensure subjects are well-lit, clear, and aligned with ARO’s brand tone.
- Maintain a balance of negative space for a clean, premium look.
- Incorporate ARO’s grid system when designing layouts with photography.

DON'TS

- Use generic stock images that lack authenticity.
- Apply heavy filters or unnatural color corrections.
- Overcrowd images with unnecessary elements.
- Use low-resolution or pixelated visuals.

By adhering to these composition principles, ARO’s photography remains strong, structured, and effortlessly adaptable across various touchpoints, reinforcing brand consistency and recognition.

ALL IMAGES USED ARE FOR ILLUSTRATIVE PURPOSES ONLY.

PEOPLE & CULTURE

ARO is built on collaboration and expertise. Photography featuring people should be authentic, confident, and engaging.

- **Experts & Engineers** — Showcasing professionalism and dedication.
- **Teamwork & Collaboration** — Capturing real interactions in a work environment.
- **Human-Centric Storytelling** — Images that convey trust, empowerment, and leadership.



INDUSTRY & SUSTAINABILITY

Images should highlight cutting-edge technology, precision, and innovation, reinforcing ARO’s leadership in the field.

- **Equipment & Machinery** — Showcased with sharp details and well-lit compositions.
- **Processes & Workflows** — Capturing moments of creation and progress.
- **Materials & Textures** — Close-up shots that emphasize quality and durability.
- **Nature & Technology Integration** — Showcasing how ARO merges innovation with environmental responsibility.



CHAPTER 04

TRANSFORMING THE BRAND
FROM A VISUAL IDENTITY INTO
A TANGIBLE EXPERIENCE.

01 / 02 / 03 / 04 / 05



PRECISION IN EVERY DETAIL

Print materials serve as a tangible extension of ARO’s identity, leaving a lasting impact through carefully crafted design and premium execution.

Each print element is an opportunity to communicate ARO’s vision, ensuring every inked impression is bold, clear, and unmistakably ARO.



PREMIUM AESTHETICS

ARO’s business cards and stationery are more than just communication tools—they are a reflection of the brand’s professionalism, innovation, and attention to detail. Every element, from typography to material selection, is carefully considered to create a refined and lasting impression.

DESIGN & LAYOUT

ARO’s business cards embody clarity, balance, and premium aesthetics. The design follows a minimalist approach, ensuring that the logo, typography, and essential details stand out with precision and sophistication.

Clean and structured layout – for maximum readability.

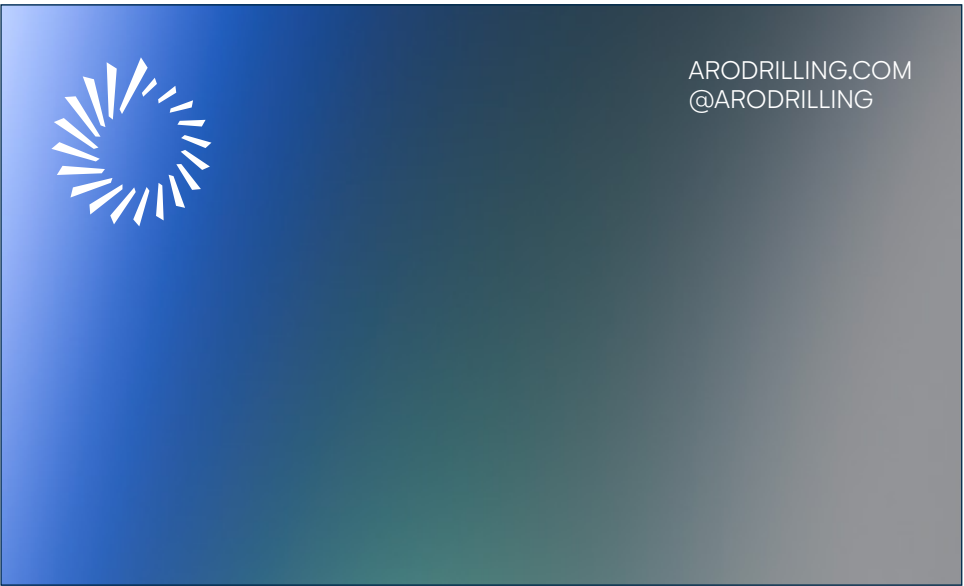
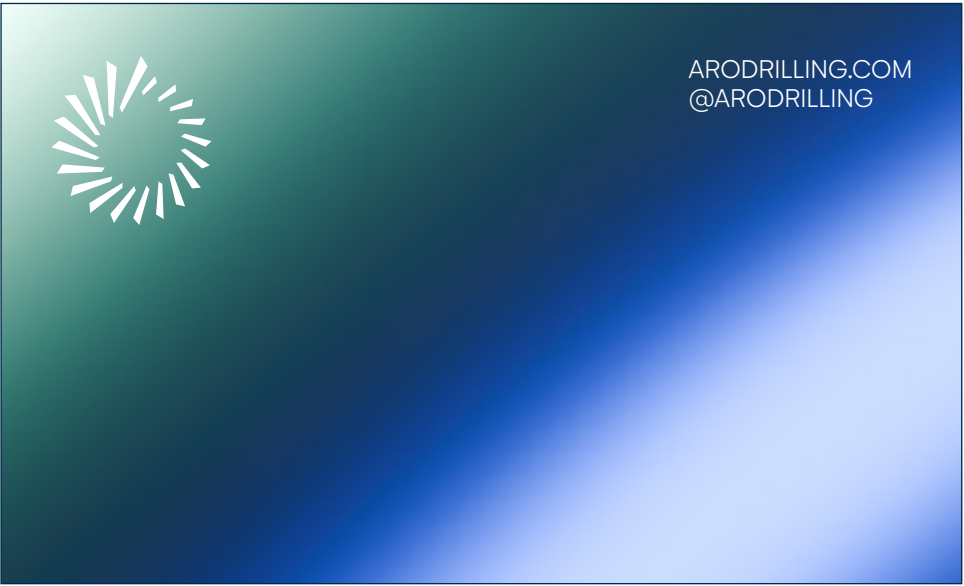
Ample clear spacet – to maintain a premium, uncluttered feel.

High-quality materials † –with matte, soft-touch, or spot gloss finishes.

Color variationst – that align with ARO’s primary and secondary palette.

By upholding these guidelines, ARO’s business cards and stationery become an extension of the brand experience, ensuring every interaction is as impactful and memorable as the brand itself.

BUSINESS CARDS



Inked Impressions
Digital Frontier
Everyday Presence

SIGNATURE OF EXCELLENCE

ARO’s letterhead is a cornerstone of professional communication, embodying the brand’s precision, innovation, and commitment to excellence. Every detail is meticulously designed to ensure a clean, structured, and visually balanced layout, making correspondence feel refined and impactful.

DESIGN & LAYOUT

Minimalist & Professional — A structured design that prioritizes clarity and readability.

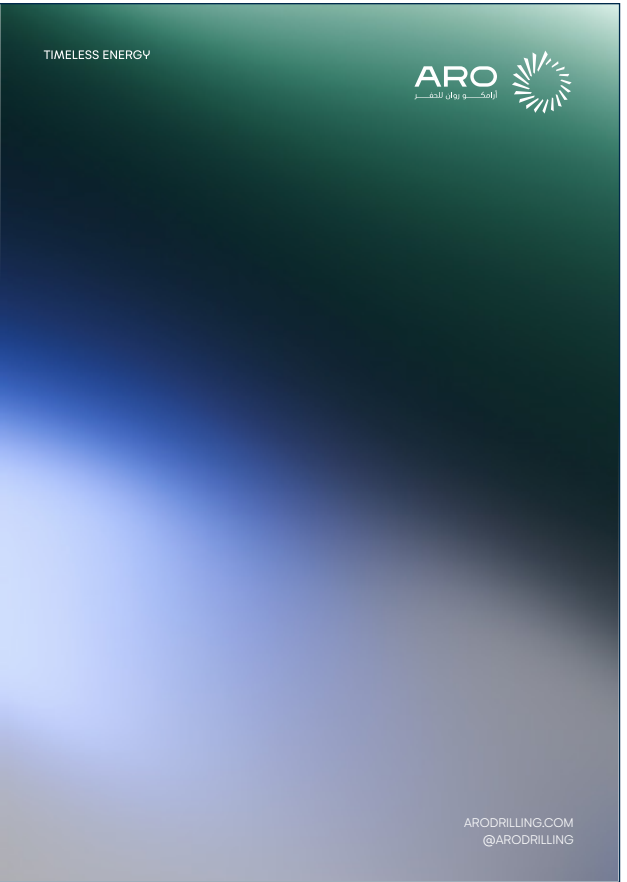
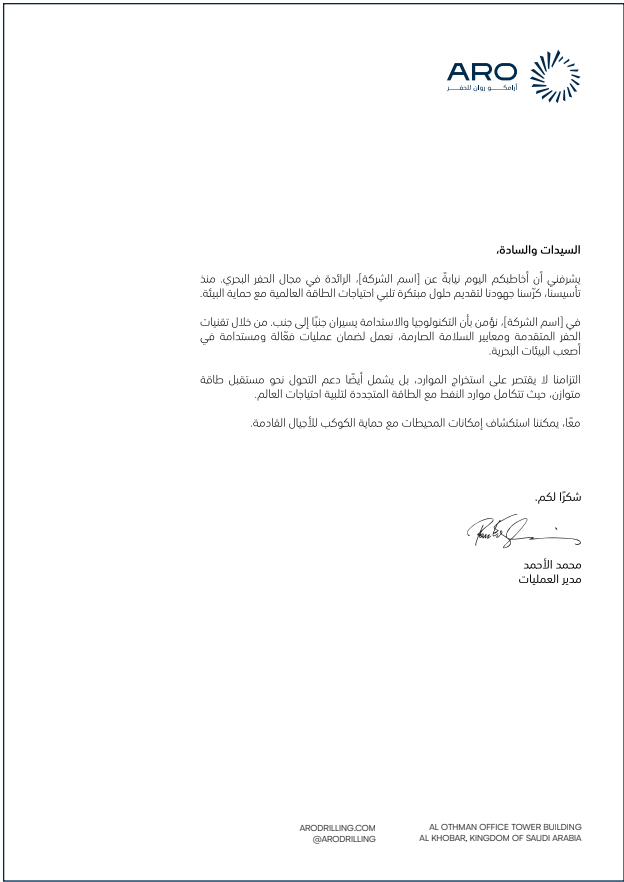
Logo Placement — Strategically positioned to maintain a strong brand presence without overpowering the content.

Typography & Hierarchy — Consistent font usage, ensuring legibility while maintaining a modern aesthetic.

Whitespace & Margins — Well-balanced to enhance readability and visual appeal

ARO’s letterhead is more than just stationery—it’s a brand signature, reinforcing trust, credibility, and excellence in every communication.

LETTERHEADS





ARO’S FIRST IMPRESSION

The envelope is often the first physical touchpoint of ARO’s brand, setting the tone for professionalism, innovation, and attention to detail. A well-designed envelope reinforces brand identity while ensuring that communication remains sleek, structured, and instantly recognizable.

DESIGN & LAYOUT

Minimalist & Elegant — A clean, structured composition that maintains a premium feel.

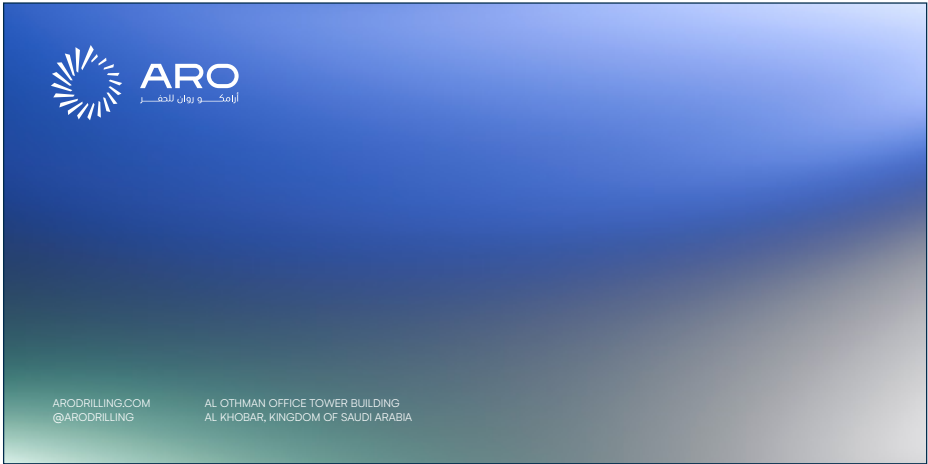
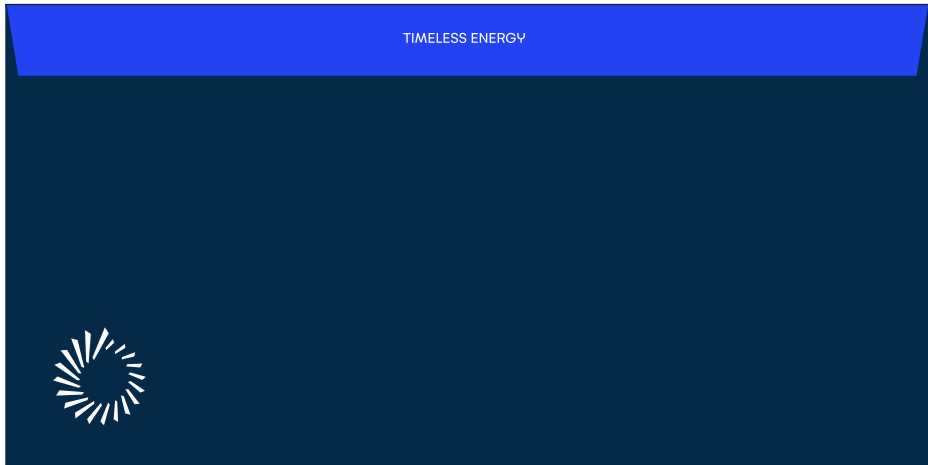
Logo Placement — Positioned for visibility without overwhelming the design.

Typography & Readability — Clear and well-balanced address fields.

Subtle Branding — Use of gradients, embossing, or foiling for a sophisticated touch.

ARO’s envelope is more than just packaging—it’s a first impression that speaks volumes, ensuring that every interaction is as refined and impactful as the brand itself.

ENVELOPES DL



ARO’S FIRST IMPRESSION

The envelope is often the first physical touchpoint of ARO’s brand, setting the tone for professionalism, innovation, and attention to detail. A well-designed envelope reinforces brand identity while ensuring that communication remains sleek, structured, and instantly recognizable.

DESIGN & LAYOUT

Minimalist & Elegant — A clean, structured composition that maintains a premium feel.

Logo Placement — Positioned for visibility without overwhelming the design.

Typography & Readability — Clear and well-balanced address fields.

Subtle Branding — Use of gradients, embossing, or foiling for a sophisticated touch.

ARO’s envelope is more than just packaging—it’s a first impression that speaks volumes, ensuring that every interaction is as refined and impactful as the brand itself.

ENVELOPES A4 – A5



Inked Impressions
Digital Frontier
Everyday Presence

A STATEMENT OF SOPHISTICATION

ARO’s presentation folder is more than just a document holder—it is an extension of the brand’s identity, designed to convey professionalism, structure, and innovation. Every detail, from material selection to layout composition, reinforces ARO’s bold, future-driven aesthetic.

DESIGN & LAYOUT

Minimalist & Clean Layout — The folder should feature a balanced composition, ensuring a professional yet modern look.

Branding Elements — The ARO logo should be placed strategically for high visibility without overwhelming the design.

Typography & Color — Consistent with ARO’s brand guidelines, maintaining legibility and contrast.

ARO’s folder isn’t just a tool for organizing documents—it’s a statement of trust, professionalism, and excellence, ensuring every touchpoint reinforces the brand’s identity with impact and precision.

FOLDER



ARO’S STORY UNFOLDED

ARO’s brochure is more than just an informational piece—it’s a tactile experience that communicates the brand’s vision, innovation, and precision. Designed with a structured, modern, and visually engaging layout, the brochure should seamlessly balance content, imagery, and whitespace to create an immersive reading experience.

DESIGN & LAYOUT

Minimalist Composition — A clean, well-structured layout ensures clarity and professionalism.


Typography & Hierarchy — Headlines should be CAPS and future-forward, while body text remains highly readable and concise.

Imagery & Graphics — A mix of 3D elements, gradients, and solid color applications should reinforce ARO’s visual language.

Whitespace Balance — Proper spacing enhances readability and provides a premium feel.

ARO’s brochure isn’t just an informational tool—it’s a brand ambassador, designed to captivate, inform, and leave a lasting impression.


BROCHURE



WELCOME TO ARO

By 2025, ARO anticipates a significant increase in the volume and quality of data available to analyze sales and key performance indicators (KPIs).

This growth will enable more precise tracking of sales trends, customer behaviors, and operational efficiencies, offering actionable insights to drive strategic decision-making. With enhanced data analytics, ARO aims to optimize its sales processes, improve forecasting accuracy, and set measurable, data-driven KPIs to ensure sustained growth and market competitiveness.


AROORILLING.COM @AROORILLINGAL OTHMAN OFFICE TOWER BUILDING AL KHOSRAH, KINGDOM OF SAUDI ARABIA

HOW DID WE START? 2017

By 2025, ARO anticipates a significant increase in the volume and quality of data available to analyze sales and key performance indicators (KPIs).

This growth will enable more precise tracking of sales trends, customer behaviors, and operational efficiencies, offering actionable insights to drive strategic decision-making. With enhanced data analytics, ARO aims to optimize its sales processes, improve forecasting accuracy, and set measurable, data-driven KPIs to ensure sustained growth and market competitiveness.

We are committed to meeting the highest standards of corporate citizenship by protecting the **health and safety** of our employees, safeguarding the environment and making a positive impact on the communities where we do business.



01 SUSTAINABILITY

The ability to meet the needs of the present without compromising the ability of future generations to meet their own needs.

02 ENERGY RECYCLING

The process of capturing and reusing energy that would otherwise be wasted.

03 PRODUCTIVITY

A measure of the efficiency of production, often expressed as the ratio of output to input in a given time period.

02 ENERGY RECYCLING

The process of capturing and reusing energy that would otherwise be wasted.

WORKFORCE IN THE INDUSTRY

By 2025, ARO anticipates a significant increase in the volume and quality of data available to analyze sales and key performance indicators (KPIs).

This growth will enable more precise tracking of sales trends, customer behaviors, and operational efficiencies, offering actionable insights to drive strategic decision-making. With enhanced data analytics, ARO aims to optimize its sales processes, improve forecasting accuracy, and set measurable, data-driven KPIs to ensure sustained growth and market competitiveness.

NUMBER OF MILESTONES

TOTAL MILESTONES COMPLETED MILESTONES TO BE DELIVERED

600

BMC 200 IC Close Jack Up

COMPARED TO 20204

700

BMC 200 IC Close Jack Up

COMPARED TO 20204

200

BMC 200 IC Close Jack Up

COMPARED TO 20204

ENVIRONMENTAL CHALLENGES

OIL WELL DRILLING

Oil well drilling begins with extensive geological surveys to locate potential reservoirs. Geologists use advanced technology such as seismic imaging to analyze subsurface formations. Once a promising site is identified, the real work begins: drilling a hole deep into the Earth's crust to reach oil-rich layers.

DRAWBACKS

However, offshore drilling is not without its drawbacks. Environmental concerns are a major issue, as the process can disrupt marine and pose risks of oil spills. Such incidents can have zeffects on wildlife, water quality, and coastal communities. Additionally, offshore drilling contributes to carbon

COSTS & INVESTMENT

1

The cost of drilling a single well averages \$100 million.

\$100_M

2

Deepwater projects exceed \$500 million in costs.

\$500_M

3

Global annual spending on offshore infrastructure exceeds \$150 billion.

\$150_B

4

Cost recovery typically requires 5 to 7 years of continuous production.

5-7_{Years}



A MARK OF EXCELLENCE

ARO’s certificate design is a symbol of achievement, trust, and brand prestige. It embodies the brand’s commitment to innovation and professionalism, ensuring that every recipient feels a sense of pride and recognition.

DESIGN & LAYOUT

Minimalist & Elegant Composition — A structured layout with well-defined hierarchy.

Typography & Readability — The recipient’s name should be prominent, with supporting details in a refined, legible typeface.

ARO Branding — Subtle yet impactful placement of the logo and design elements to maintain sophistication.

Whitespace & Balance — Ensuring clarity and an uncluttered aesthetic.

ARO’s certificate is more than just a document—it’s a testament to excellence, designed to leave a lasting impression while upholding the brand’s high standards.

CERTIFICATE



IDENTITY IN EVERY DETAIL

ARO’s name tag is more than a simple identifier—it’s a representation of professionalism, clarity, and brand unity. Designed with precision, it ensures legibility, comfort, and a sleek aesthetic, reinforcing ARO’s futuristic and innovative essence.

DESIGN & LAYOUT

- Minimalist & Functional** — A clean, structured design that enhances readability.
- Logo Placement** — Strategically positioned for subtle but effective branding.
- Typography & Hierarchy** — The name should be the focal point, with additional details (title, department) in a smaller, refined typeface.
- Whitespace & Contrast** — Ensures maximum legibility against any uniform or background.

The ARO name tag is not just an accessory—it’s a statement of identity and excellence, ensuring every representative carries the brand with confidence and sophistication.

NAME TAG



ARO IN THE DIGITAL SPACE

ARO’s digital presence is where the brand comes to life dynamically and interactively.

The Digital Frontier is where ARO’s vision meets technology—turning the brand’s identity into an immersive and impactful experience.





ARO’S DIGITAL PRECISION

ARO’s email signature serves as a professional and consistent brand touchpoint, reinforcing credibility and innovation in every communication. It should be clean, structured, and visually aligned with ARO’s design language while maintaining clarity and functionality. BUSINESS CARDS

DESIGN & LAYOUT

Minimalist & Well-Organized — A clear structure ensuring readability.

Consistent Typography — Use ARO’s approved fonts for a polished look.

Logo Placement — Subtle and non-intrusive, maintaining brand recognition.

Whitespace & Hierarchy — Ensuring a clear distinction between name, title, and contact details.

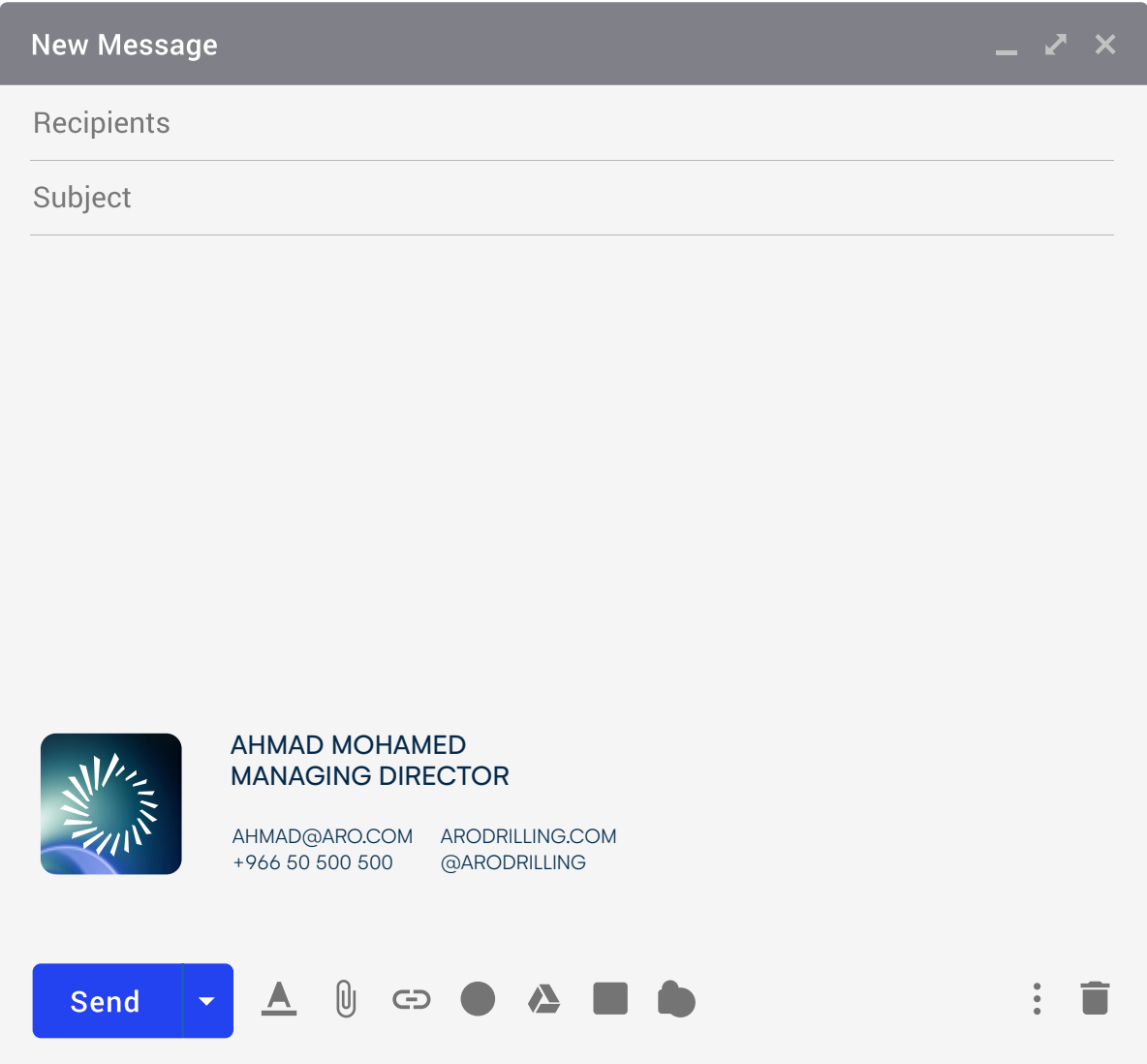
ARO’s email signature isn’t just a sign-off—it’s a refined extension of the brand, reinforcing trust and professionalism with every message sent.

EMAIL SIGNATURE



AHMAD MOHAMED
MANAGING DIRECTOR

AHMAD@ARO.COM ARODRILLING.COM
+966 50 500 500 @ARODRILLING



Inked Impressions
Digital Frontier
Everyday Presence

DIGITAL CANVAS

ARO’s desktop backgrounds are more than just visuals—they are a reflection of the brand’s identity in the digital workspace. Designed to be both aesthetic and functional, these backgrounds maintain ARO’s futuristic, innovative, and structured visual language while ensuring a clean and professional look.

DESIGN APPROACH

Minimalist Yet Striking — A balance between bold aesthetics and workspace usability.

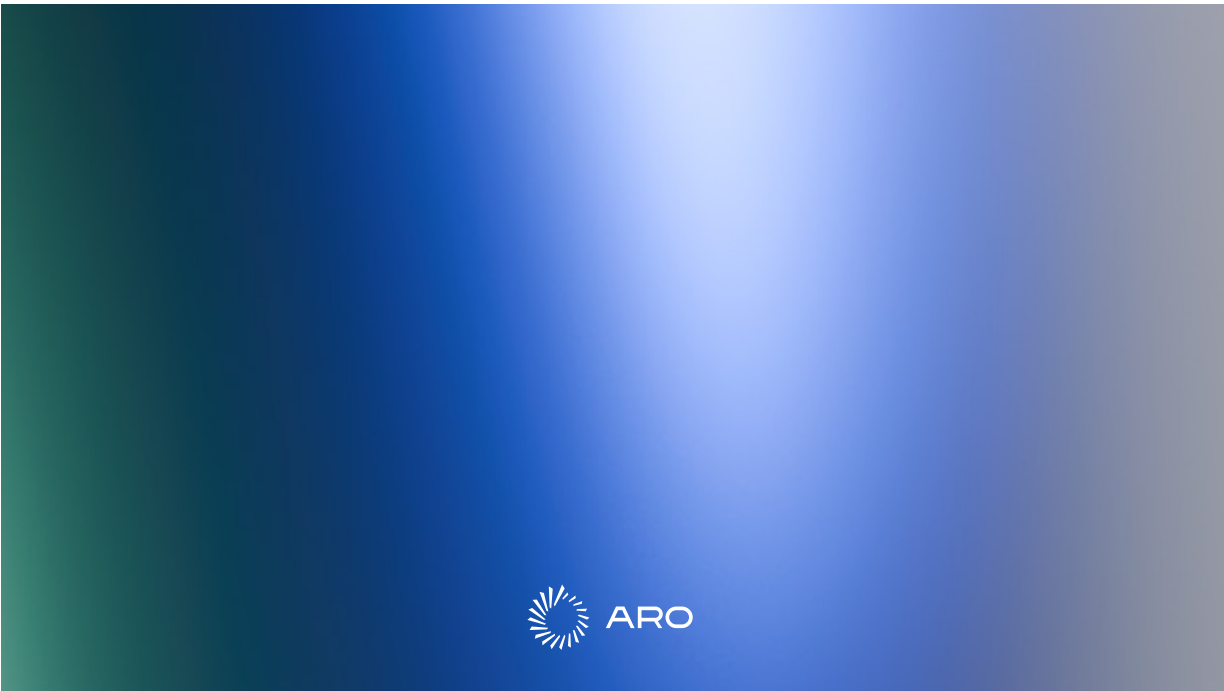
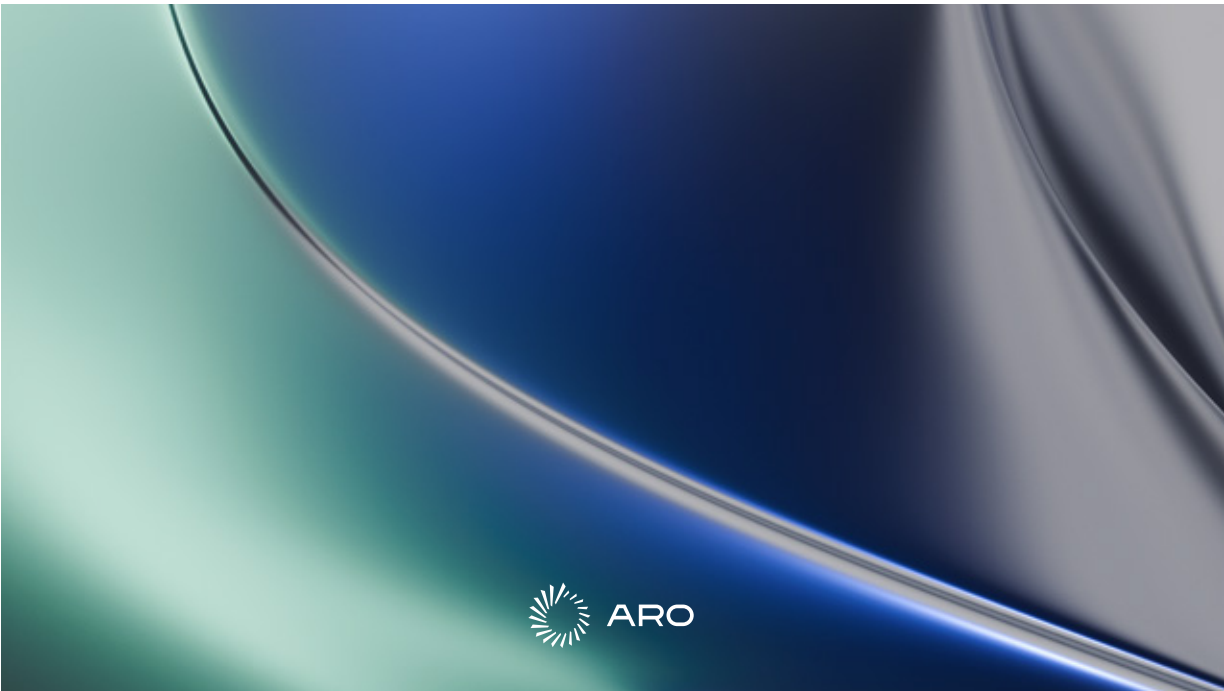
Brand Consistency — Incorporating ARO’s 3D elements, gradients, and solid compositions.

Subtle Branding — The ARO logo should be present but unobtrusive, maintaining a clean look.

Adaptability — Optimized for various screen resolutions, ensuring clarity and sharpness.

ARO’s desktop backgrounds aren’t just wallpapers—they are a daily visual statement, reinforcing the brand’s presence while maintaining a sleek, distraction-free workspace.

DESKTOP BACKGROUNDS



Inked Impressions
Digital Frontier
Everyday Presence

IDENTITY IN THE SPOTLIGHT

ARO’s social media appearance are dynamic visual representation of the brand’s essence, serving as a bold introduction to ARO’s identity on digital platforms. Designed to be visually engaging yet functional, these headers should reflect the brand’s innovative, futuristic, and structured aesthetic while ensuring clarity and adaptability across various platforms.

DESIGN APPROACH

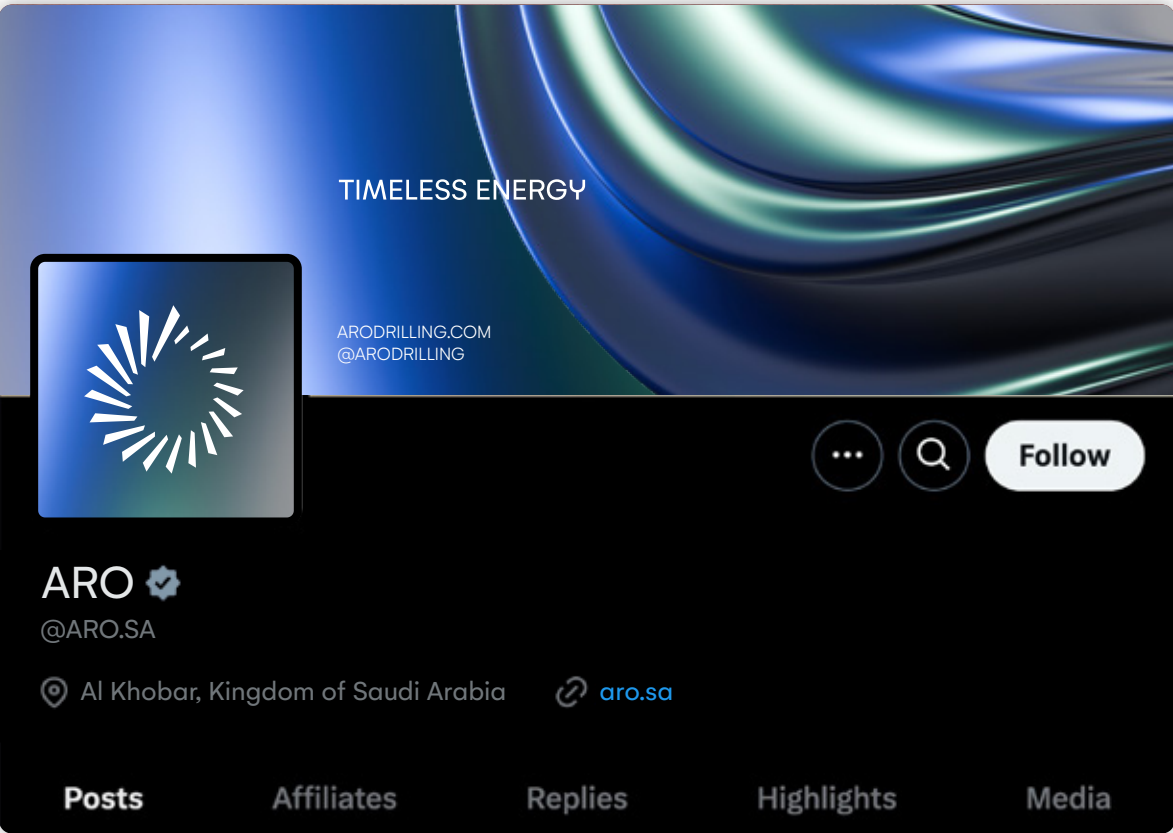
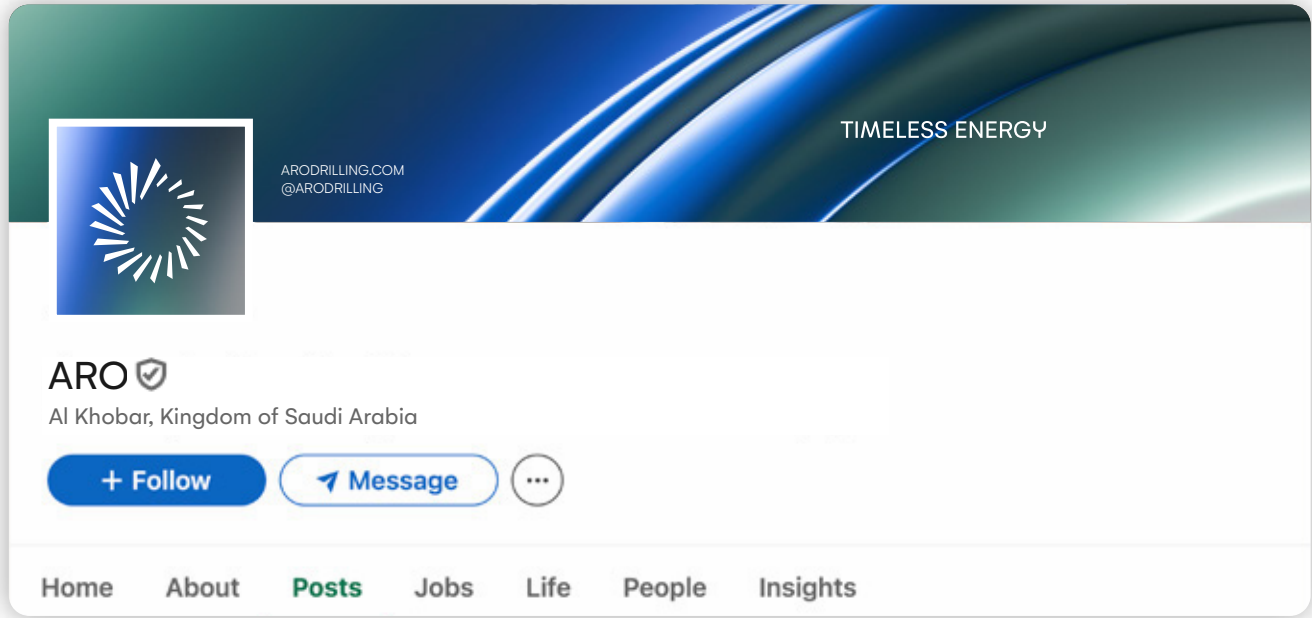
Eye-Catching & Balanced — A structured layout with clear focal points, drawing attention without overwhelming the viewer.

Brand Consistency — Incorporating ARO’s primary colors, typography, and visual elements such as gradients or 3D shapes.

Whitespace & Hierarchy — Ensuring that important information (if any) stands out, with ample space around it.

ARO’s social media appearance isn’t just a placeholder—it’s an invitation to explore the brand, reflecting ARO’s dynamic presence while maintaining the professionalism and innovation that define its identity.

SOCIAL MEDIA APPEARANCE



Inked Impressions
Digital Frontier
Everyday Presence

ENGAGING ARO'S DIGITAL AUDIENCE

ARO's social media are an opportunity to engage, inform, and inspire the digital audience with the brand's identity. Whether it's a quick visual update or a more detailed campaign, each story and post should reflect ARO's bold, innovative, and futuristic aesthetic while maintaining clarity and visual consistency across platforms.

DESIGN APPROACH

Clean & Bold Design — Posts should have a clear focal point, whether it's the logo, product, or message.

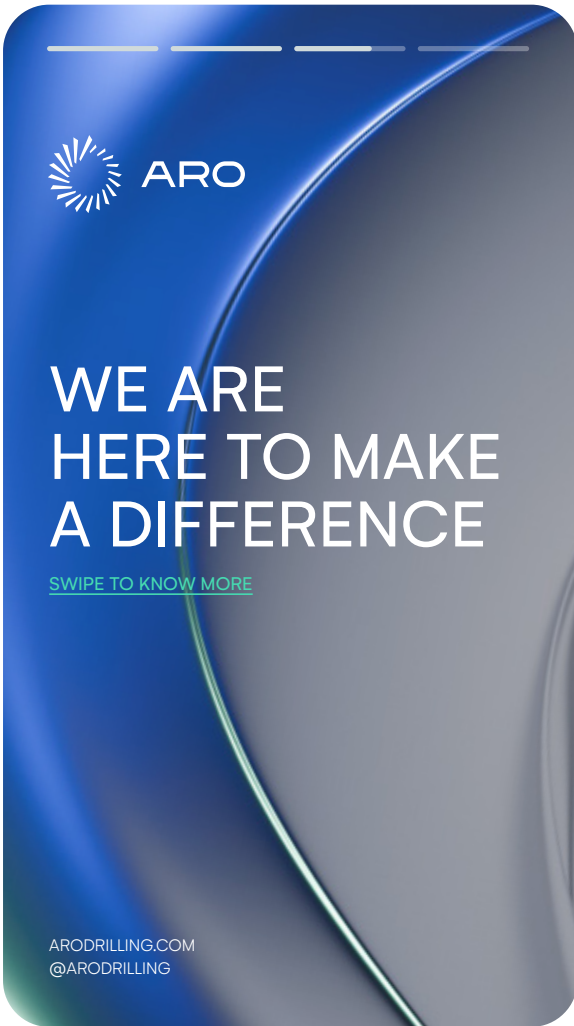
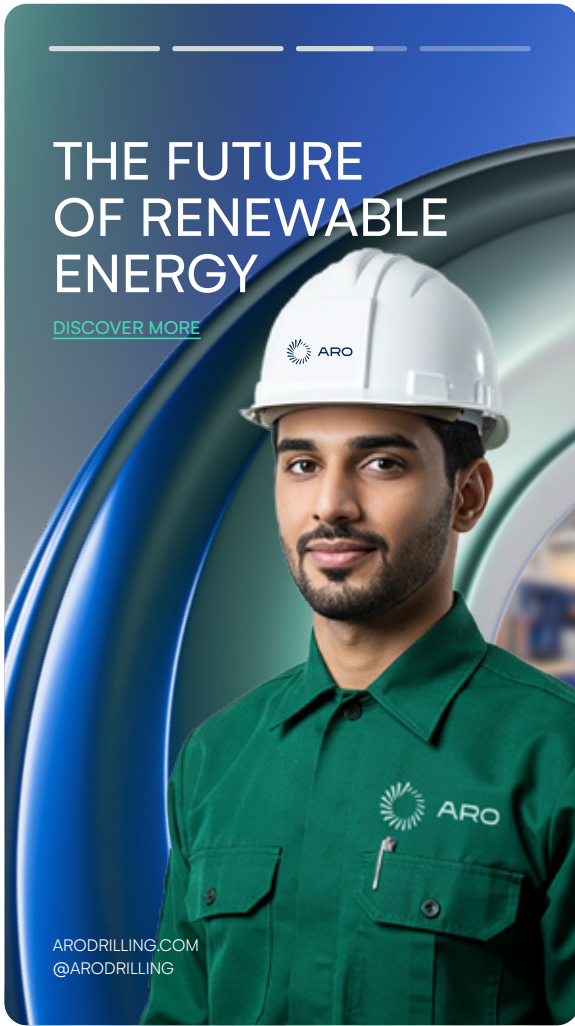
Typography & Hierarchy — Headlines should be prominent and easy to read, while any additional text should complement the message.

Visual Consistency — Maintain a consistent color palette, using ARO's primary, secondary, and gradient tones to create recognition across all platforms.

Imagery & Graphics — A mix of 3D visuals, solid backgrounds, and subtle gradients should form the foundation of the post's visual identity.

ARO's social media should serve as a dynamic showcase of the brand, reinforcing its identity with every interaction and ensuring that each visual is a step toward greater audience engagement and brand loyalty.

SOCIAL MEDIA STORIES & POSTS



ENGAGING ARO'S DIGITAL AUDIENCE

ARO's social media are an opportunity to engage, inform, and inspire the digital audience with the brand's identity. Whether it's a quick visual update or a more detailed campaign, each story and post should reflect ARO's bold, innovative, and futuristic aesthetic while maintaining clarity and visual consistency across platforms.

DESIGN APPROACH

Clean & Bold Design — Posts should have a clear focal point, whether it's the logo, product, or message.

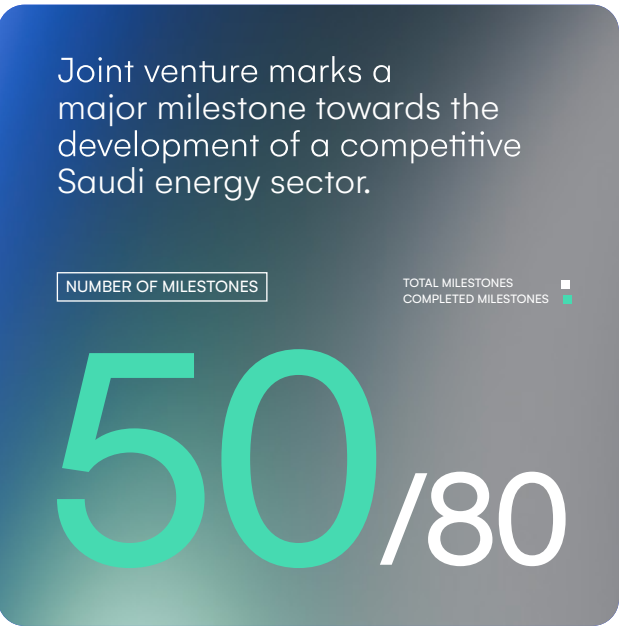
Typography & Hierarchy — Headlines should be prominent and easy to read, while any additional text should complement the message.

Visual Consistency — Maintain a consistent color palette, using ARO's primary, secondary, and gradient tones to create recognition across all platforms.

Imagery & Graphics — A mix of 3D visuals, solid backgrounds, and subtle gradients should form the foundation of the post's visual identity.

ARO's social media should serve as a dynamic showcase of the brand, reinforcing its identity with every interaction and ensuring that each visual is a step toward greater audience engagement and brand loyalty.

SOCIAL MEDIA STORIES & POSTS



Inked Impressions
Digital Frontier
Everyday Presence

CONNECTION IN THE DIGITAL WORLD

ARO’s digital newsletter is a direct line of communication with its audience, offering an opportunity to share important updates, insights, and brand stories in a visually engaging and informative format.

DESIGN APPROACH

Clean & Structured Layout — Easy-to-read sections with clear headings, utilizing ample whitespace to ensure content is digestible.

Brand Consistency — Use ARO’s primary colors, typography, and logo consistently across the newsletter for recognition and cohesion.

Engaging Imagery — High-quality visuals should reflect ARO’s 3D, gradient, and solid design elements, creating a strong visual identity.

Typography & Hierarchy — Headlines should be CAPS and distinct, with sub-headings and body text following a clear visual hierarchy for easy navigation.

ARO’s digital newsletter isn’t just a communication tool—it’s an opportunity to reinforce brand identity, connect with the audience, and showcase ARO’s innovative spirit in every edition.

DIGITAL NEWSLETTER

WELCOME
TO JOURNEY
— A NEWSLETTER BY ARO.

We’re just getting started with this newsletter. For more from ARO, visit our [Website](#), [Instagram](#), [X](#), and [LinkedIn](#).

ARODRILLING.COM
@ARODRILLING

01
THE SICENCE
BEHGIND DRILLING
[READ MORE](#)

03
THE SICENCE
BEHGIND DRILLING
[READ MORE](#)

05
THE SICENCE
BEHGIND DRILLING
[READ MORE](#)

02
THE SICENCE
BEHGIND DRILLING
[READ MORE](#)

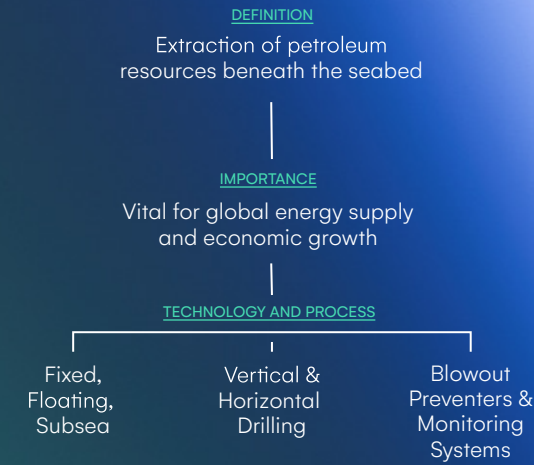
04
THE SICENCE
BEHGIND DRILLING
[READ MORE](#)

06
THE SICENCE
BEHGIND DRILLING
[READ MORE](#)

THE SCIENCE BEHIND DRILLING

Oil well drilling begins with extensive geological surveys to locate potential reservoirs. Geologists use advanced technology such as seismic imaging to analyze subsurface formations. Once a promising site is identified, the real work begins: drilling a hole deep into the Earth’s crust to reach oil-rich layers.

The drilling process involves the use of a drill bit, which cuts through rock layers, and drilling fluid, often called “mud,” to lubricate the drill and carry debris to the surface. Engineers monitor every stage closely, ensuring the well remains structurally sound and safe from environmental hazards.



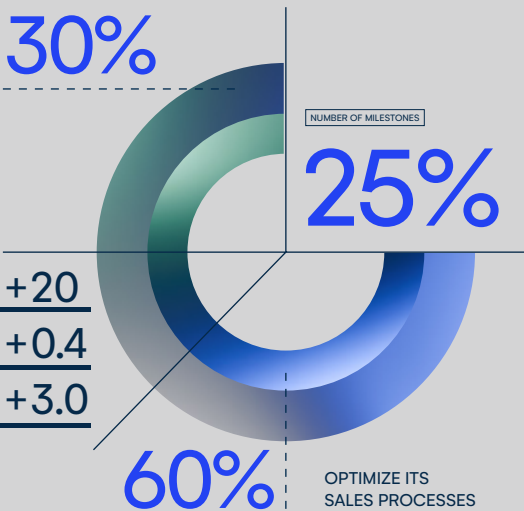
+170

However, offshore drilling is not without its drawbacks. Environmental concerns are a major issue, as the process can disrupt marine ecosystems and pose risks of oil spills. Such incidents can have devastating effects on wildlife, water quality, and coastal communities. Additionally, offshore drilling contributes to carbon emissions, exacerbating the challenges of climate change. The industry also faces criticism for its impact on indigenous communities and local fishing industries, who often rely on the same marine resources for their

INCREASE IN THE DATA GIVEN BY 2025

By 2025, ARO anticipates a significant increase in the volume and quality of data available to analyze sales and key performance indicators (KPIs).

This growth will enable more precise tracking of sales trends, customer behaviors, and operational efficiencies, offering actionable insights to drive strategic decision-making. With enhanced data analytics, ARO aims to optimize its sales processes, improve forecasting accuracy, and set measurable, data-driven KPIs to ensure sustained growth and market competitiveness.



Oil well drilling begins with extensive geological surveys to locate potential reservoirs. Geologists use advanced technology such as seismic imaging to analyze subsurface formations. Once a promising site is identified, the real work begins: drilling a hole deep into the Earth’s crust to reach oil-rich layers.

The drilling process involves the use of a drill bit, which cuts through rock layers, and drilling fluid, often called “mud,” to lubricate the drill and carry debris to the surface. Engineers monitor every stage closely, ensuring the well remains structurally sound and safe from environmental hazards.



Inked Impressions
Digital Frontier
Everyday Presence

LEGACY OF INNOVATION

ARO’s annual report is not just a reflection of the past year’s achievements; it is a showcase of the brand’s continued growth, innovation, and commitment to its mission. Designed to be both informative and visually engaging.

DESIGN APPROACH

Structured & Easy to Navigate — A clear layout with distinct sections for financial data, key performance indicators (KPIs), company milestones, and future goals.

Brand Consistency — Every page should reflect ARO’s visual identity, from the color palette, typography, and gradients to the subtle incorporation of the logo and 3D design elements.

Imagery & Infographics — Use high-quality visuals, charts, graphs, and infographics to simplify complex data and make the content more engaging and accessible.

Typography & Hierarchy — Headlines should be CAPS and distinct, with sub-headings and body text following a clear visual hierarchy for easy navigation.

ARO’s annual report is a comprehensive overview of the company’s achievements, goals, and vision, serving as both a corporate reflection and a compelling brand document that aligns with the future-driven, innovative identity of the company.



ANNUAL REPORT



Inked Impressions
Digital Frontier
Everyday Presence

PROFESSIONAL PRESENCE

ARO’s digital business card is an extension of the brand’s identity, offering a modern, efficient, and eco-friendly way to connect with others while maintaining a professional image.

DESIGN APPROACH

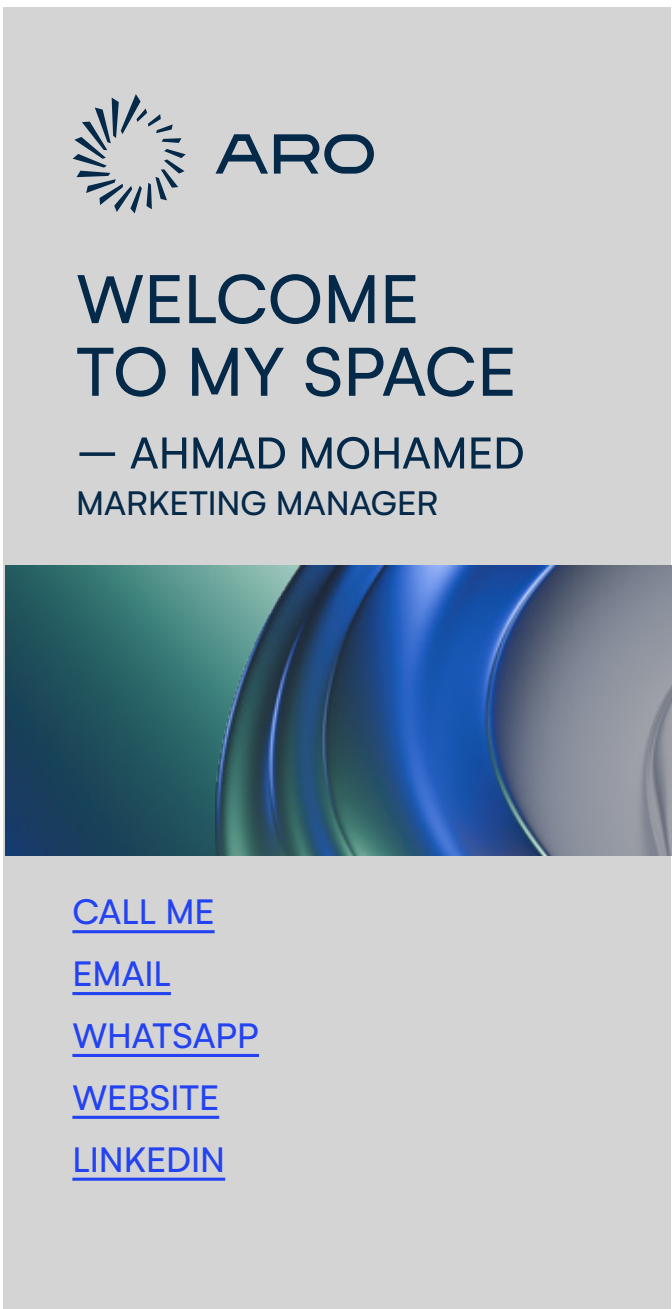
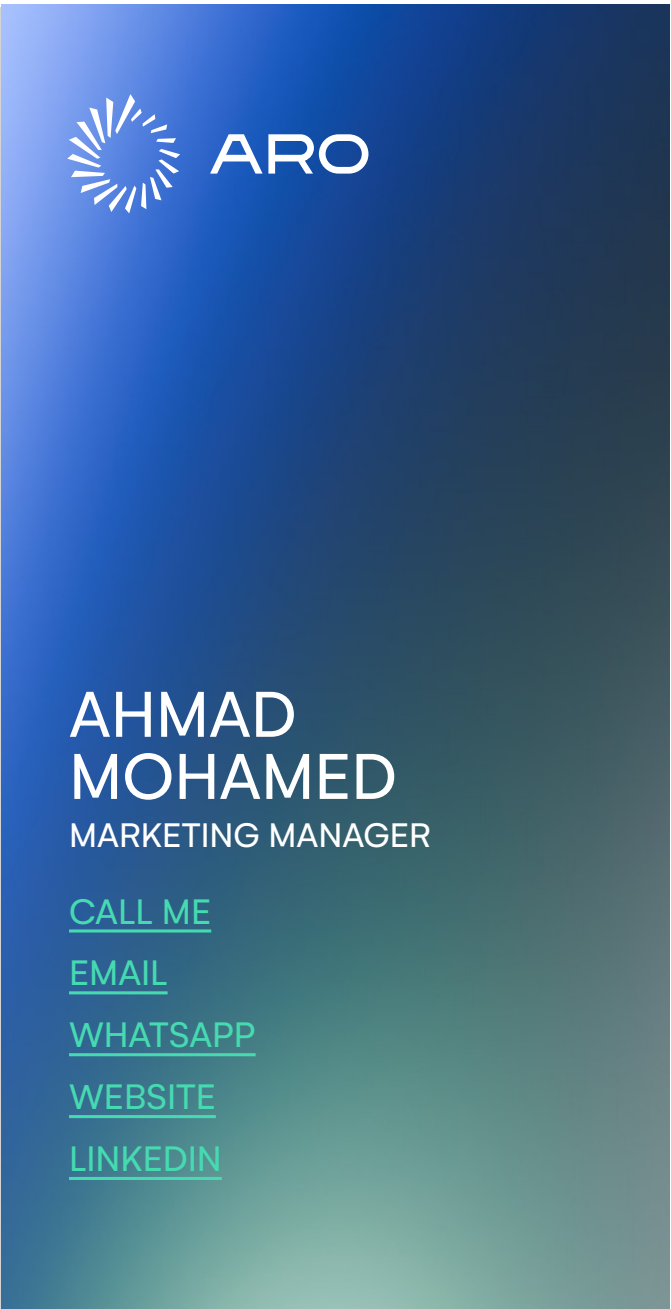
Minimalist & Professional — Clean, structured layout with essential information clearly displayed.

Brand Consistency — The card should reflect ARO’s primary colors, typography, and logo, ensuring seamless integration with other digital touchpoints.

Interactive & Dynamic — Utilize clickable elements (such as website links, social media handles, and email) to enhance functionality and engagement.

ARO’s digital business card not only reinforces the brand’s modern, forward-thinking approach but also provides a convenient, eco-friendly way to maintain connections while staying aligned with the company’s visual identity and innovative spirit.

DIGITAL BUSINESS CARD



EVERYDAY ESSENTIALS

ARO’s brand doesn’t just exist in digital and corporate spaces—it seamlessly integrates into daily life through thoughtfully designed branded merchandise.

This section focuses on how ARO extends its identity beyond traditional branding materials, ensuring that every item reflects the company’s bold, future-driven, and innovative spirit.





DRESSING FOR SAFETY

ARO’s site uniforms are designed to ensure safety, functionality, and a strong brand presence across all operational environments. The uniform system reflects the company’s commitment to professionalism, safety standards, and brand consistency.

BRANDING ELEMENTS IN UNIFORM

Brand Recognition — The ARO logo and brand colors are strategically placed to maintain visibility and reinforce identity.

Functional Design — Comfortable, durable, and practical for various job roles, ensuring ease of movement and efficiency.

Customization — Different uniform variations for field operators, engineers, and administrative staff while maintaining a cohesive look.

Uniforms should always be worn correctly, with branding elements intact and visible to maintain a professional appearance.

UNIFORM



HELMET





DRESSING THE ARO IDENTITY

ARO’s brand extends beyond logos and digital presence—it becomes part of everyday fashion and lifestyle through thoughtfully designed apparel and wearables.

BRANDING ELEMENTS IN APPAREL

Logo Placement — ARO’s logo can be subtly embroidered for a premium look or screen-printed with a solid finish.

Typography & Taglines — Incorporate clean and minimal typography, ensuring any text-based branding remains sleek and impactful.

Color Palette — Apparel should adhere to ARO’s primary, secondary, and gradient color schemes, ensuring consistency across all wearables.

ARO’s apparel should be more than just merchandise—it should be a statement of belonging. Whether worn by employees, partners, or brand advocates, ARO wearables should make an impact while remaining versatile, stylish, and aligned with the brand’s forward-thinking essence.

T-SHIRTS & POLO SHIRTS



HOODIES & SWEATSHIRTS



JACKETS & WINDBREAKERS



CAP & HEADWEAR



ARO’S DIGITAL LIFESTYLE

ARO’s presence extends beyond visuals into the tech-driven world, offering sleek, functional, and innovative accessories that seamlessly integrate into modern lifestyles.

BRANDING ELEMENTS IN TECH ACCESSORIES

Logo Placement — Positioned discreetly yet prominently through laser engraving, UV printing, or embossing.

Typography & Taglines — ARO’s signature typefaces and minimal design elements should enhance rather than dominate.

Color Integration — Accessories should align with ARO’s primary and secondary color palettes, incorporating gradients and metallic or matte finishes.

ARO’s branded tech accessories should not only serve as marketing tools but also as essential, high-quality gadgets that blend style, innovation, and practicality. Whether in the office, at home, or on the go, these accessories reinforce ARO’s forward-thinking, technology-driven presence in people’s daily lives.

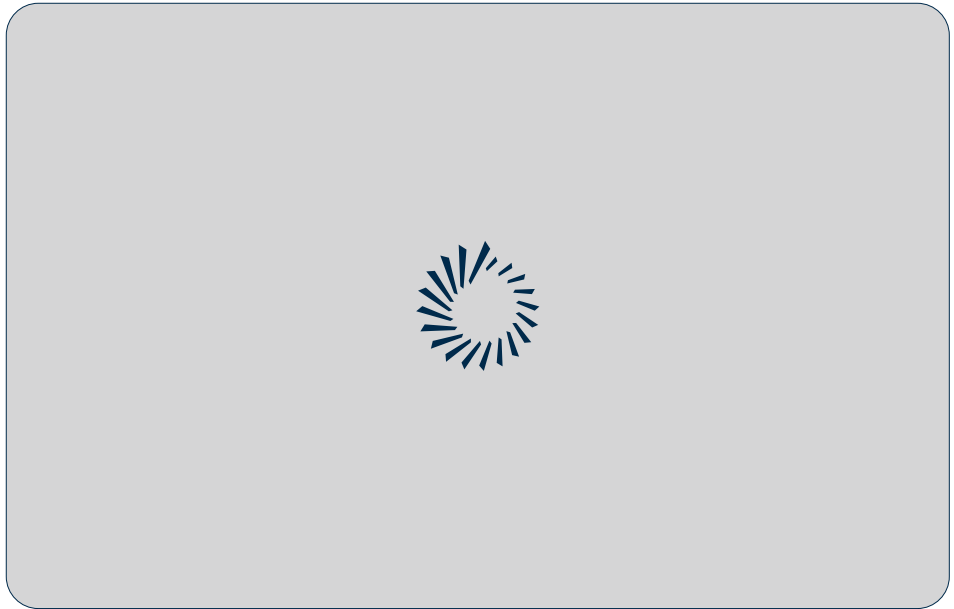
POWER BANKS



USB FLASH DRIVES



LAPTOP SLEEVES & CASES



MOUSEPADS & DESK MATS



ARO IN MOTION

ARO’s brand doesn’t just stay in offices or digital screens—it moves with you. Everyday Carry (EDC) items are designed to bring functionality, style, and innovation into daily routines while reinforcing ARO’s bold, future-driven identity. Whether it’s a sleek keychain, a minimalist cardholder, or a high-quality travel pouch, ARO’s EDC collection ensures that the brand is seamlessly integrated into modern lifestyles.

BRANDING ELEMENTS IN EVERYDAY CARRY ITEMS

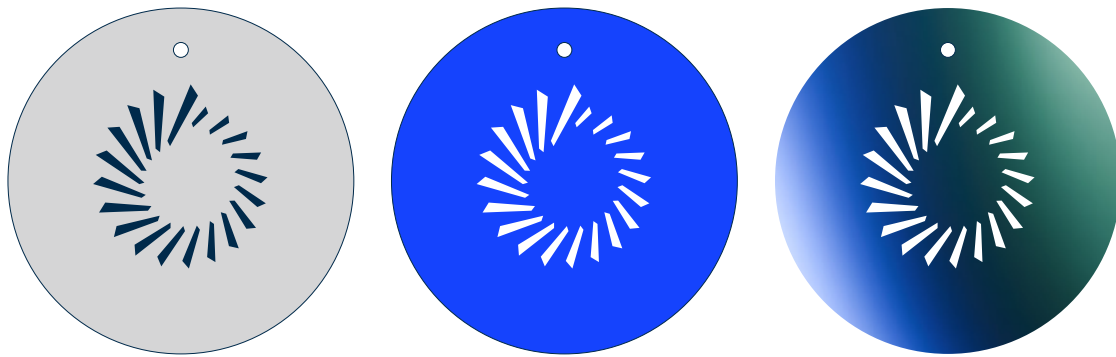
Logo Placement — Applied discreetly yet effectively through embossing, engraving, or premium printing techniques.

Typography & Taglines — Incorporate ARO’s signature typefaces and minimal design cues for a refined, modern look.

Color Integration — Items should align with ARO’s primary, secondary, and gradient color schemes, ensuring visual consistency across all brand assets.

Everyday Carry items are more than just branded merchandise—they’re designed to be indispensable tools that enhance daily life while carrying ARO’s bold and innovative spirit wherever they go.

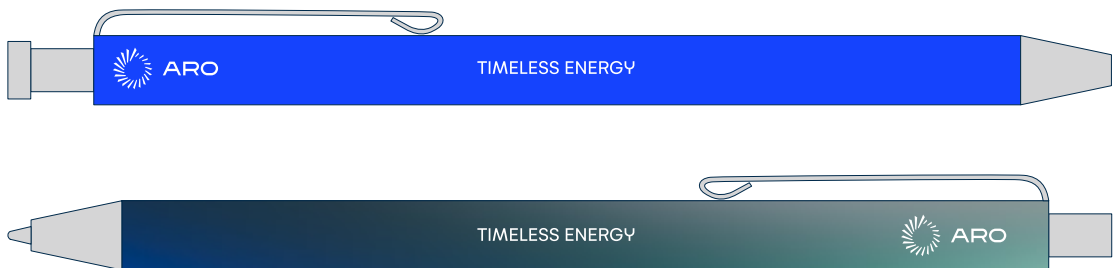
KEYCHAINS & MULTI-TOOLS



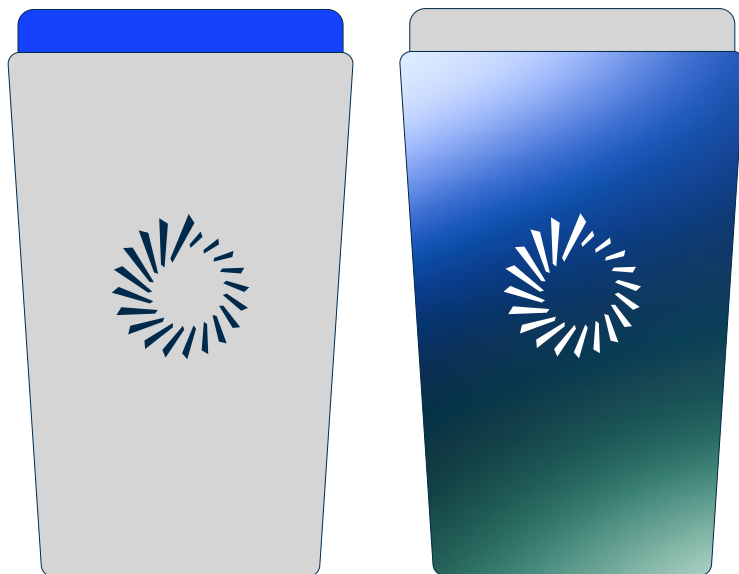
CARDHOLDERS & WALLETS



NOTEBOOKS & PENS



MUGS – TRAVEL MUGS





ARO IN THE PUBLIC EYE

ARO’s identity can transcend the digital world and physical spaces, making its presence felt in public environments through impactful signage, displays, and communal furniture.

BRANDING ELEMENTS IN PUBLIC SPACES

Logo Placement — Ensure the logo is strategically placed to capture attention without dominating the entire design. It should feel integrated into the space.

Typography & Messaging — Use bold and readable fonts for quick comprehension, ensuring that any message is clear, concise, and impactful.

Color Integration — Public-facing designs should fully embrace ARO’s primary, secondary, and gradient color schemes, ensuring brand recognition even in crowded or competitive environments.

These elements help transform everyday spaces into representations of ARO’s innovative spirit, making the brand a constant, tangible presence in people’s lives.

PHYSICAL EXECUTION



BOARDS & SIGNAGE



POSTERS & BANNERS



FLAGS



CHAPTER 05

TRANSFORMING THE BRAND
FROM A VISUAL IDENTITY INTO
A TANGIBLE EXPERIENCE.

01 / 02 / 03 / 04 / 05



THE TOOLKIT

The ARO brand is a living, evolving identity—one that thrives through consistent yet flexible execution.

This chapter is designed to equip creators, designers, and collaborators with the tools they need to bring ARO’s bold and future-driven vision to life, while maintaining the integrity of its identity.



Downloadable Assets
Ready To Use
Accessibility Standards

THE ESSENTIAL ARO ASSETS

The essential ARO assets—all in one place. Access high-resolution files that allow for seamless branding across digital and print platforms.

Tip: Always use the correct file formats for their intended use (e.g., vector files for print, PNGs for digital).



PRIMARY & SECONDARY LOGOS



In various file formats (AI, PNG, SVG, etc.) with color and monochrome options.

[DOWNLOAD](#)

RIGS LOGO BRANDED



Official logo variations for RIGS, ensuring alignment with ARO’s brand identity.

[DOWNLOAD](#)

TYPOGRAPHY FILES



Licensed latin & arabice fonts for both digital and print use.

[DOWNLOAD](#)

BRAND GRADIENT & 3D



Approved gradients and 3D for creative applications.

[DOWNLOAD](#)

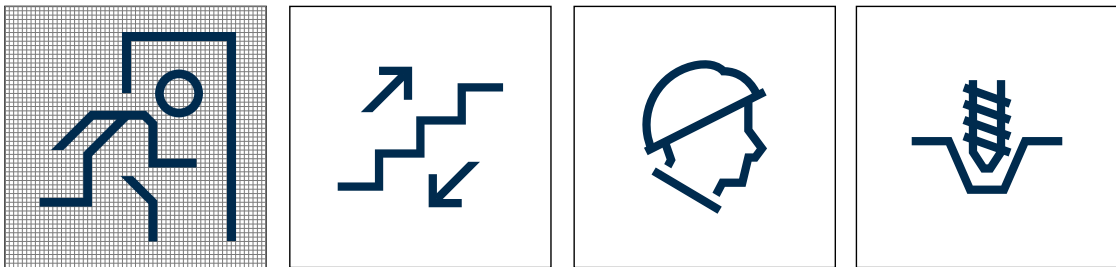
COLOR PALETTE FILES



Approved color codes for digital and print use.

[DOWNLOAD](#)

ICON LIBRARY



Custom icons that align with ARO’s visual identity.

[DOWNLOAD](#)

Downloadable Assets
Ready To Use
Accessibility Standards

DESIGNS FOR EVERY NEED

Simplify the creative process with pre-built templates tailored to ARO’s brand standards. These templates ensure brand consistency while offering enough flexibility for creativity and adaptation.

Tip: Customize content while maintaining brand colors, typography, and grid systems for consistency.



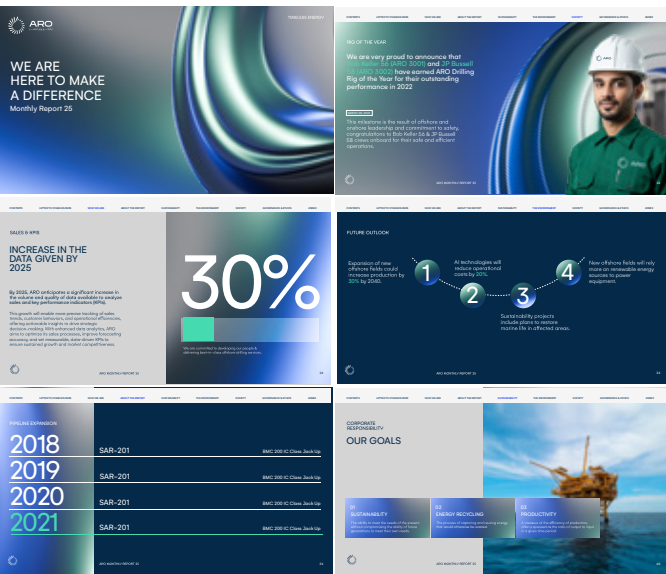
STATIONERY FILES



Business cards, letterheads, envelopes, and folders designed for seamless professional branding.

[DOWNLOAD](#)

REPORTS & DOCUMENTS



Consistent branded slides for internal and external use.

[DOWNLOAD](#)

SOCIAL MEDIA LAYOUTS



Story, post, and banner templates optimized for engagement.

[DOWNLOAD](#)

EVENT MATERIALS



Name tags, signage, and invitation templates for brand-aligned events.

[DOWNLOAD](#)

Downloadable Assets
Ready To Use
[Accessibility Standards](#)

DESIGNING FOR EVERYONE

ARO is committed to creating inclusive experiences. Accessibility isn’t just an afterthought—it’s embedded in the design process to ensure all users can engage with ARO’s content.

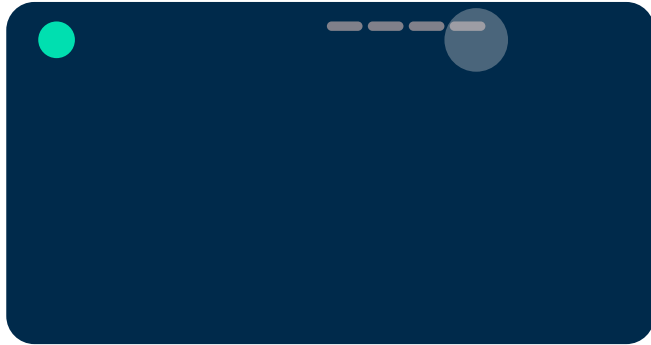
Tip: When in doubt, test your design against accessibility checkers to ensure compliance.

COLOR CONTRAST



Ensure text and visual elements meet WCAG contrast standards for readability.

KEYBOARD NAVIGATION



Design digital assets to be navigable without a mouse for broader accessibility.

TYPOGRAPHY LEGIBILITY

WE ARE
HERE TO MAKE
A DIFFERENCE

[SWIPE TO KNOW MORE](#)

Use clear, scalable fonts with appropriate spacing and size.

INCLUSIVE IMAGERY



Use diverse, representative visuals in photography and graphics.

ALT TEXT & DESCRIPTIONS



Offshore oil rig floating in the open sea during sunset, equipped with cranes, drilling towers, and operational structures. The platform stands on sturdy columns above the water, reflecting the golden light of the evening sky.

Apply descriptive alt text to all images and graphics for screen readers.



EMPOWERING YOUR CREATIVITY, PROTECTING THE BRAND

The tools provided here are designed to make working with the ARO brand simple, efficient, and impactful. While there's room for creative expression, the core identity remains a constant—ensuring that every touchpoint reflects ARO's **bold, innovative, and future-driven spirit**.

Use this toolkit as a foundation. **Build from it, Evolve it,** and most importantly **create with intention**.



STAY CONNECTED WITH ARO

— THANK YOU FOR EXPLORING
THE ARO BRAND GUIDELINES

Consistency and **precision** are key to maintaining the integrity of our visual identity. For any questions, approvals, or further guidance, please reach out to our brand team. Together, we ensure that ARO's presence remains strong, unified, and impactful across all platforms.

For inquiries, asset requests, or brand approvals,
contact: Marketing team of ARO
Marcomm@arodrilling.com





LET'S SHAPE THE FUTURE OF
ARO, ONE DESIGN AT A TIME