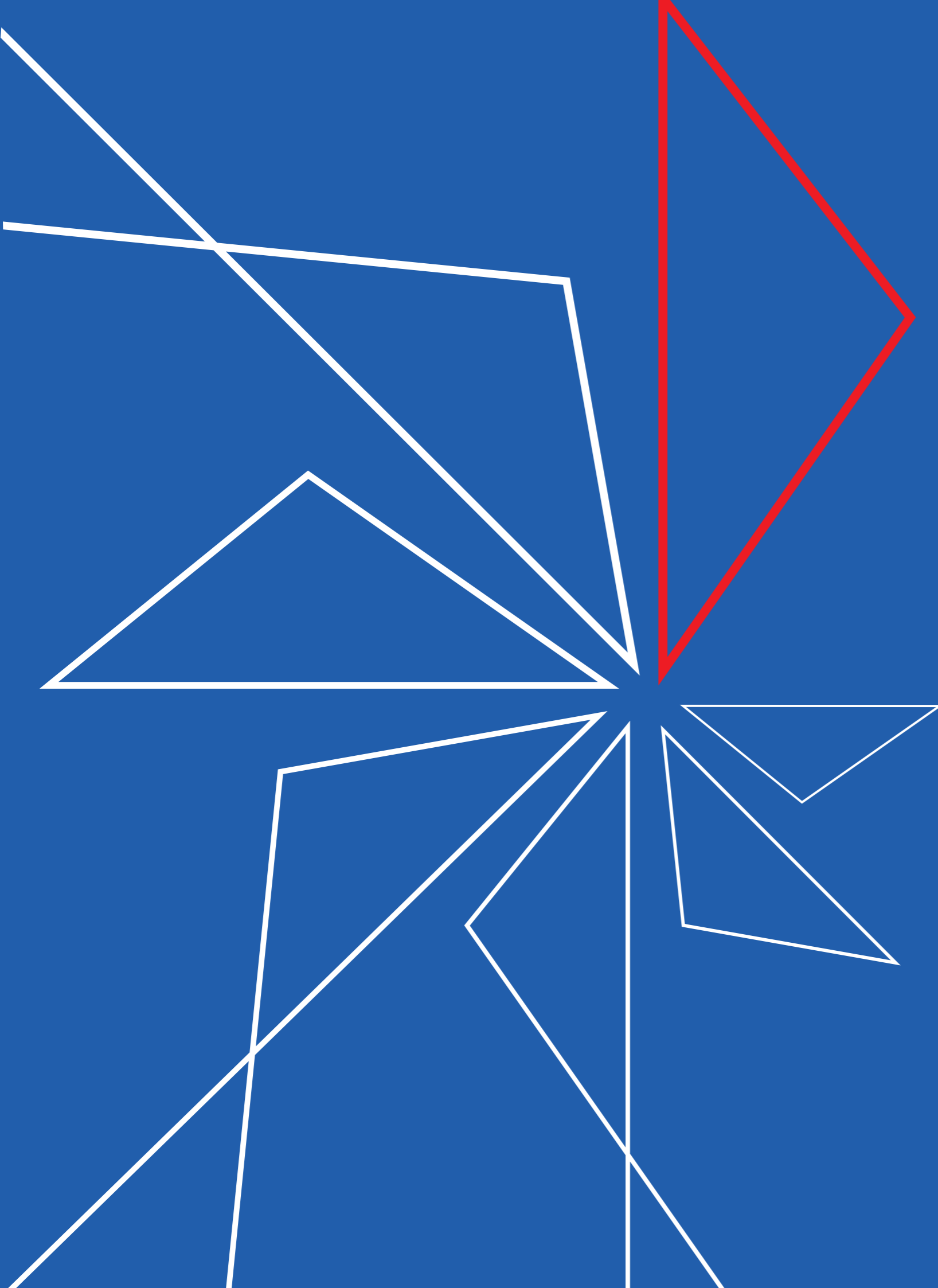


**▶ beyond the possible.**



Overview

## WELCOME

The National Petroleum Construction Company (NPCC), is a world class Engineering, Procurement & Construction Company that provides total EPC solutions to offshore & onshore oil sector. The company was established in 1973 and is headquartered in Abu Dhabi with presence in the Arabian Gulf, Indian Sub Continent, South East Asia, and plans to expand to Caspian Sea and Africa.

This document provides a basic overview of the NPCC identity system. It covers proper use of our identity and specifications and recommendations for print, onscreen, and on-site applications.

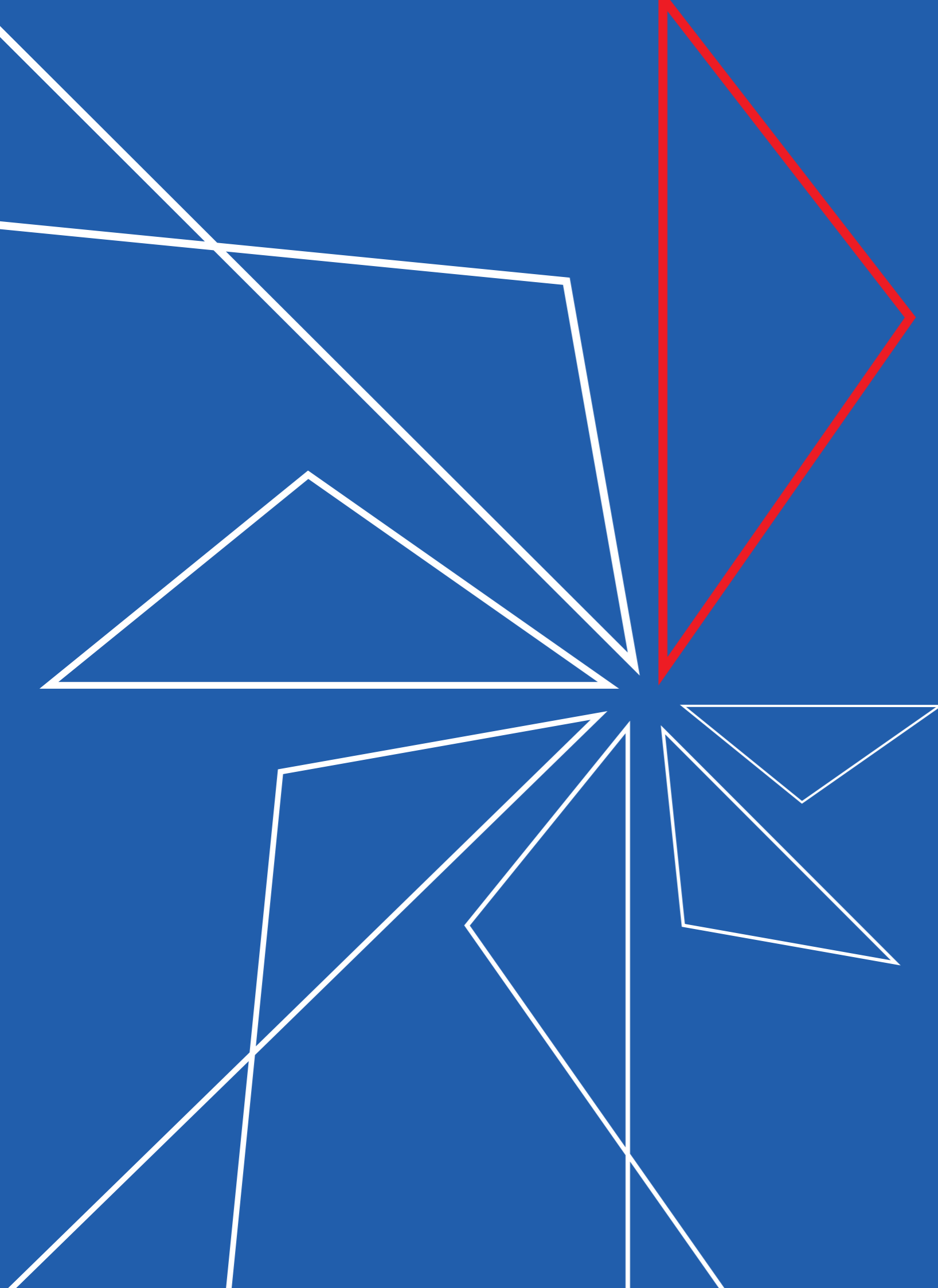
In order to maintain and preserve the NPCC brand identity, we request that our partners respect and follow the guidelines as expressed herein.

In case of any new design application please check with NPCC team before production.

## OVERVIEW

This is an overview of the basic design elements that make up the 'toolkit' of our brand. They are the logotype, the colour palette, our typefaces, the photography style, the supergraphic, plus our tone of voice.

1. Brand Core
2. Brand Identity
3. Colour Palette
4. Typography
5. Imagery
6. Secondary graphic
7. Infographic
8. Tone of Voice
9. Corporate Stationary
10. Wayfinding & Signages
11. Brand Elements



Brand  
Core

# Our Promise

Continuously Improving. Doesn't believe in standing still. From a Fabricator to an EPC company.

- We find efficiencies.
- We discover extra value.
- We believe in growing.
- We believe in breaking the mould.
- We believe in going beyond the norm.
- We believe in pushing boundaries.
- We believe in continuously moving ahead.
- We look for new opportunities, new approaches and new possibilities.
- Learning. Growing. Continuously Improving.
- We have been doing this for more than 40 years.
- We deliver higher standards, deliver beyond our promise.
- We deliver beyond the possible.

# Our Values



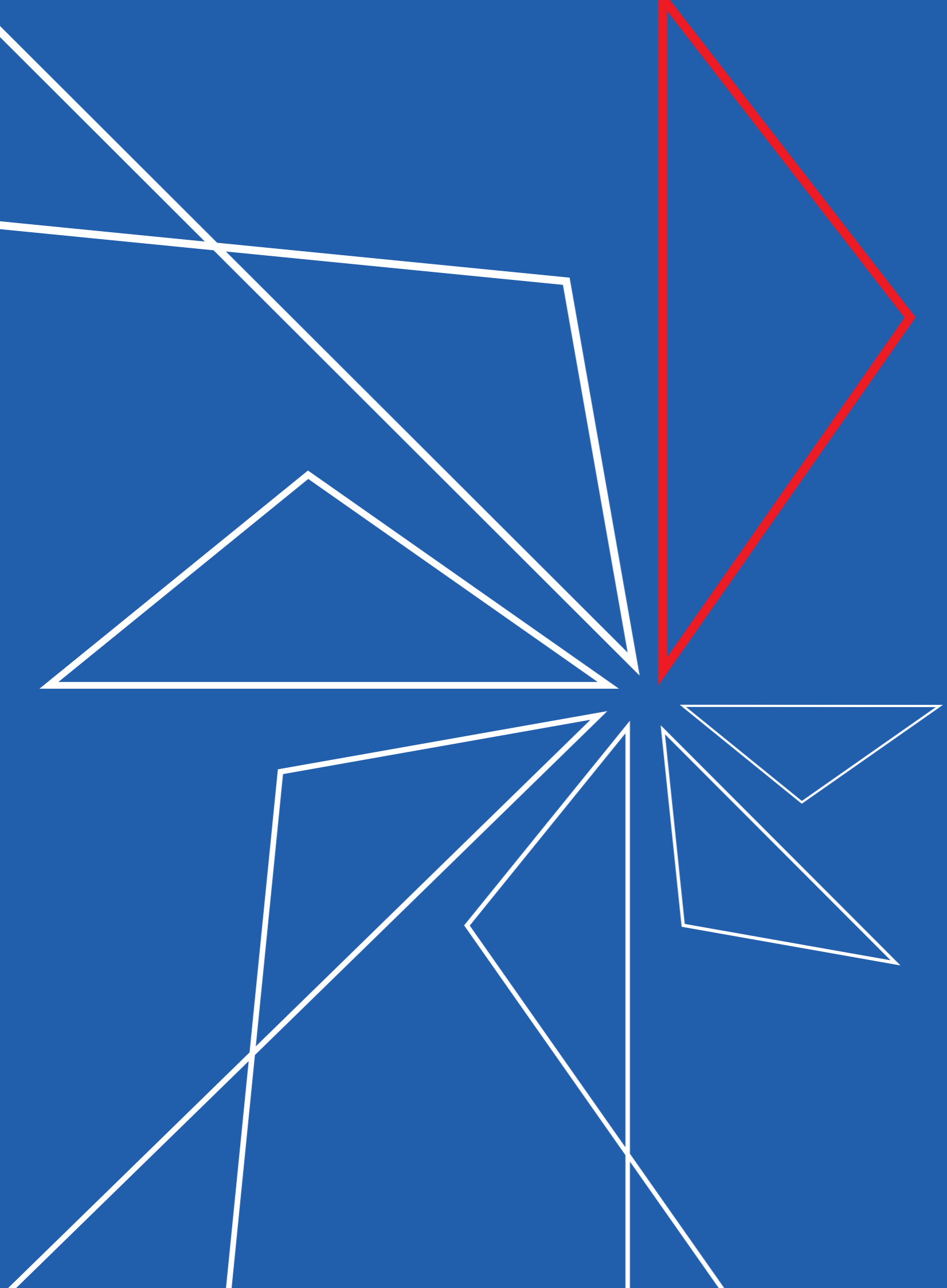
# Our Vision

NPCC endeavours to be a leading EPC Organization in the Energy Sector.

# Our Mission

- To be a the leading international Engineering, Procurement and Construction (EPC) company in Offshore and Onshore Oil & Gas, and other energy sectors in the Middle East, South Asia and South-East Asia
- To create value for our clients and be a reliable EPC partner of choice, offering one stop solution to our customers.
- To strive for operational excellence in both the management and execution of projects by diligently importing best practices, maintaining international standards in the quality of work and improving productivity.
- To maintain commitment to our HSE Policy at all levels of the company, demanding similar standards from its vendors, subcontractors and business partners.
- To maintain our commitment towards our employees' development, careers and their well-being.
- To continue to provide employment opportunities and training to UAE Nationals, and focusing on their career development.
- To continuously persue enhancement of our capabilities and performance.





Brand  
Identity

Primary Arabic Logotype



Logotype

Original version



Reversed version



Full Greyscale version



Reversed greyscale version



The logotype comprises the letters 'NPCC' and the words National Petroleum Construction Company in the Arabic descriptor version.

Primary English Logotype



Original version



Reversed version



Full Greyscale version

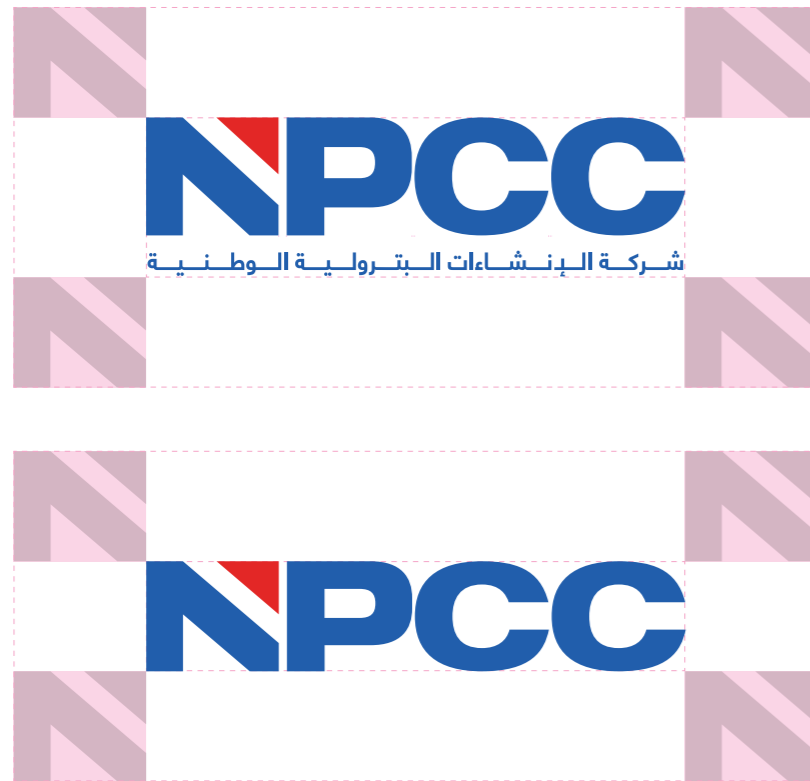


Reversed greyscale version



The logotype comprises the letters 'NPCC' and the words National Petroleum Construction Company in the English descriptor version.

Exclusion zone



Logo Proportion & Spacing



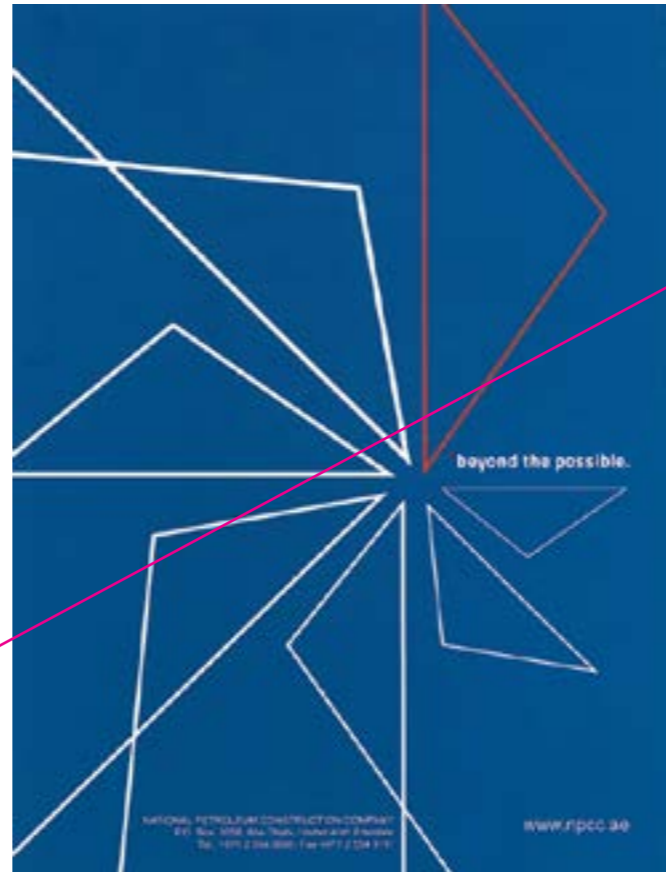
Preferred sizes



This guide refers to the smallest size at which the NPCC brand identity may be reproduced to ensure its legibility. The minimum reproduction size of the NPCC brand identity is based on the height of the NPCC brand identity. However, when space limitations dictate the use of a reproduction size that is smaller than the recommended minimum, contact NPCC for approval of those special applications. Observe the reproduction size requirements of the brand identity to avoid poor quality or distortion.



1. Do not place the brand identity on a background which alters its legibility.
2. Do not stretch or distort the brand identity.
3. Do not alter the colors of the brand identity.
4. Do not apply drop shadows to brand identity.
5. Do not add extra elements to the brand identity.
6. Do not add any extra co-branding to the brand identity.
7. Do not alter the brand identity.
8. Do not cut out elements in the brand identity.



## NPCC'S MAJOR ACHIEVEMENTS (All projects bid competitively)

### ONGOING

- ZADCO'S UZ-750 EPC-1 PROJECT (US\$ 850 M)
- ADMA-OPCO'S SUMM LULU FULL FIELD DEVELOPMENT PROJECT PHASE 1 (US\$ 750 M) & PACKAGE-2 (US\$ 1,700 M)
- ADMA-OPCO'S NASR FULL FIELD DEVELOPMENT PROJECT PHASE 1 (US\$ 800 M)
- ADMA-OPCO'S ZAKUM OIL LINES REPLACEMENT PROJECT (US\$ 90 M)
- ADMA-OPCO'S ADDITIONAL GAS SUPPLY TO ONSHORE & FLEXIBIL PROJECT

### COMPLETED

- ZADCO'S SATAH FULL FIELD DEVELOPMENT PROJECT (US\$ 500 M)
- ADCO'S QUBAH-WYRA FULL FIELD DEVELOPMENT PROJECT (US\$ 500 M)
- ADCO'S BAB THAMMAMA-G AND HABSHAN-2 DEVELOPMENT PROJECT (US\$ 600 M)
- ADMA-OPCO'S INTEGRATED GAS DEVELOPMENT PROJECT (US\$ 400 M)
- ADCO'S NORTH EAST BAB (NEB) DEVELOPMENT (US\$ 600 M)
- ADMA-OPCO'S GAS PROCESSING FACILITIES (GPF) PROJECT (US\$ 250 M)
- GASCO'S OAG PACKAGE-2 PROJECT (US\$ 250 M)



## Nomenclature

# NPCC\_logo\_preferred\_CMYK.eps

### EPS-files

NPCC\_logo\_preferred\_CMYK.eps  
NPCC\_logo\_reversed\_CMYK.eps  
NPCC\_logo\_greyscale.eps  
NPCC\_logo\_reversed\_greyscale.eps

### PNG-files

NPCC\_logo\_preferred\_RGB.png  
NPCC\_logo\_reversed\_RGB.png  
NPCC\_logo\_greyscale.png  
NPCC\_logo\_reversed\_greyscale.png

This page explains the file naming system for the artwork of the various versions of the logotype. The file name contains all the key information to identify the appropriate logotype version for each application.

Logotype artwork is supplied in EPS and PNG file formats. For professionally printed documents, always use EPS files. PNG files should be used for Microsoft Office and web-based applications only.

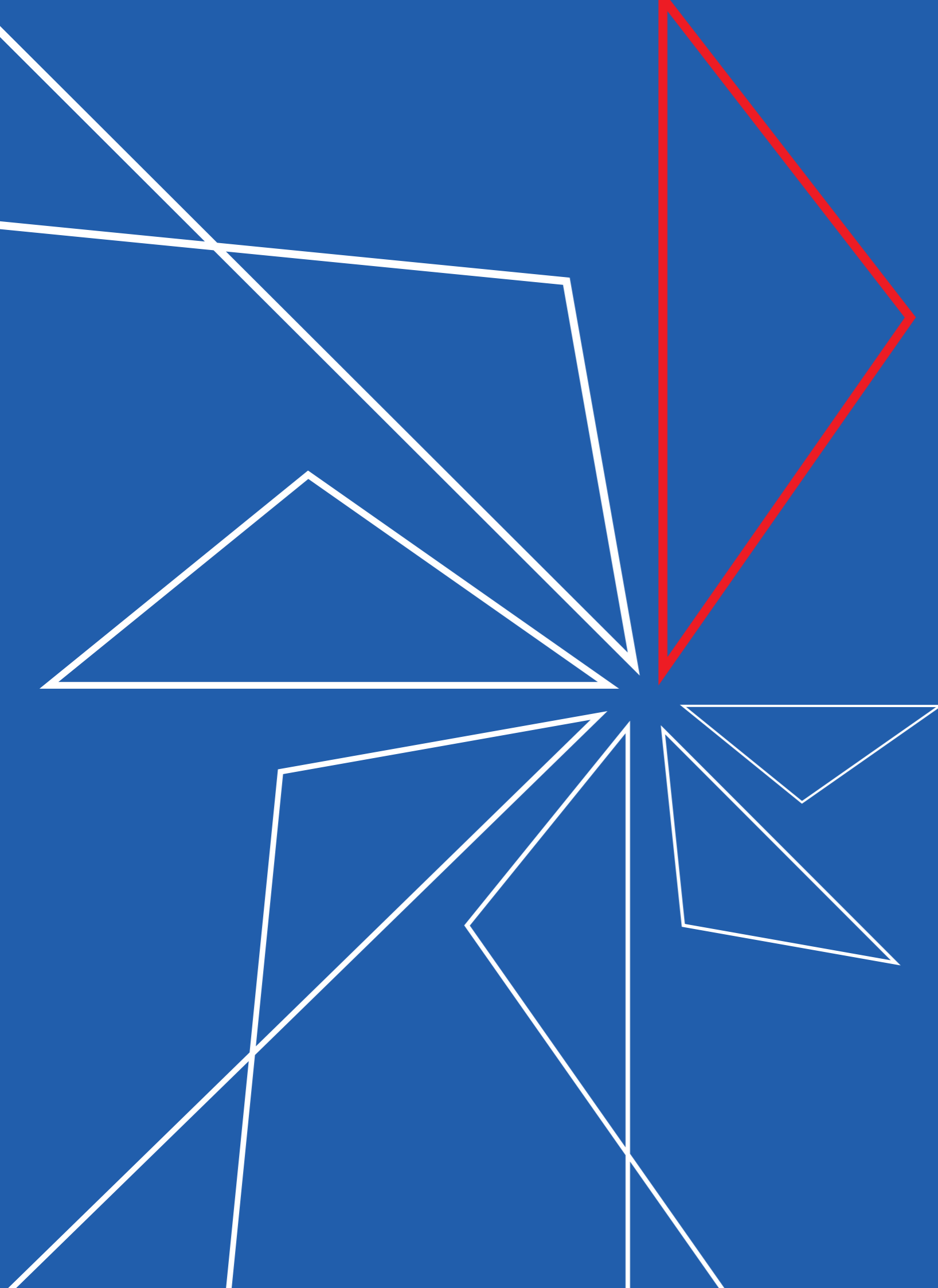
Tagline

The NPCC tagline should be used when possible.

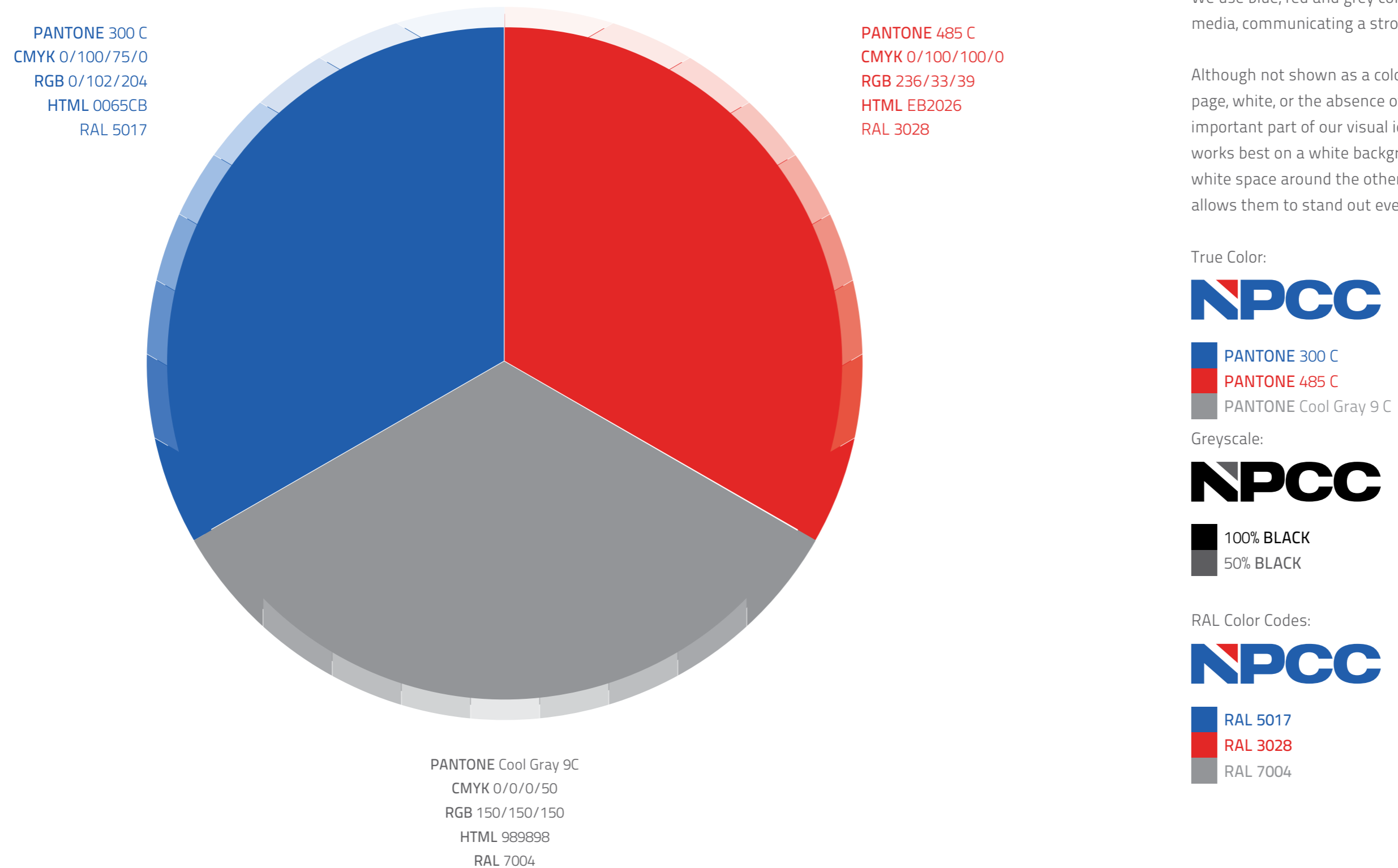
**beyond the possible.** ] 1x  
└──────────────────────────────────┘ 10x

**beyond the possible.** ] 1x  
└──────────────────────────────────┘ 10x





Color  
Palette



We use blue, red and grey consistently across all media, communicating a strong and clear identity.

Although not shown as a colour swatch on this page, white, or the absence of colour is also an important part of our visual identity. Our logotype works best on a white background and generous white space around the other design elements allows them to stand out even better.

True Color:



- PANTONE 300 C
- PANTONE 485 C
- PANTONE Cool Gray 9 C

Greyscale:

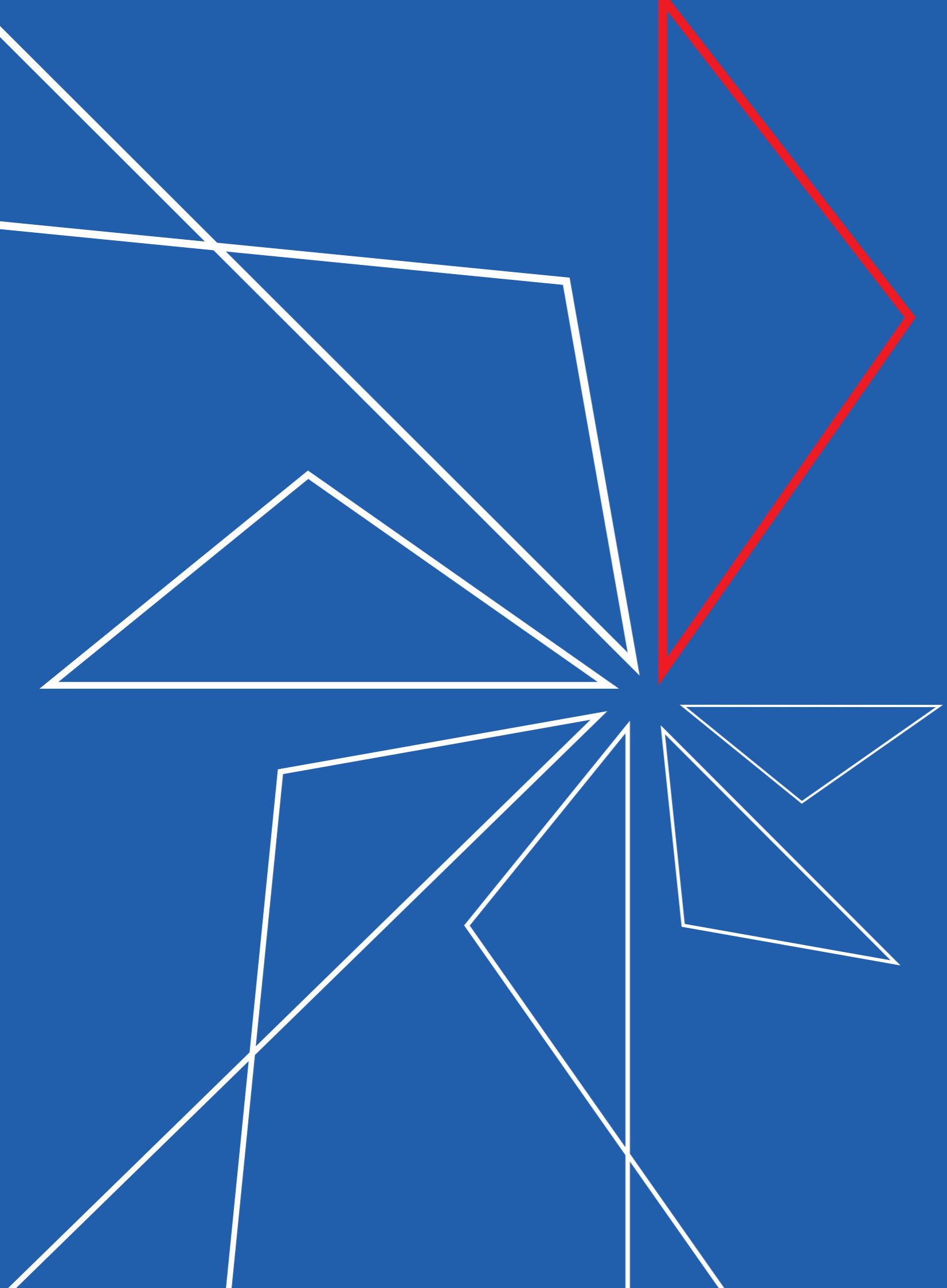


- 100% BLACK
- 50% BLACK

RAL Color Codes:



- RAL 5017
- RAL 3028
- RAL 7004



▶ Typography

Headline typeface

# Titillium Maps 750

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Body text typefaces

# Titillium Maps 250

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

The primary typeface.  
For professionally printed documents.

Our primary font family is Titillium and it is widely used in both internal and external NPCC communications. This sans serif font is available in various weights. For our purposes, however, the most commonly used are 750 and 250. The use will depend on the needs and emphasis of our particular communication material.

Headline typeface

هلفتيكا نويه العربية بولد

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

Body text typefaces

هلفتيكا نويه العربية الرومانية

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

The primary Arabic typeface.

For professionally printed documents.

Our primary arabic font family is Helvetica Neue Arabic and it is used in both internal and external NPCC communications. For our purposes the most commonly used are Bold and Roman weights.

Headline typeface

# Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Body text typefaces

# Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Typeface for documents created internally.

For internally published documents, created with Microsoft Office applications such as Word or PowerPoint, main headlines should always be set in Arial.

All body text and sub-headlines in internally published documents should be set in Arial Regular. Arial Bold may also be used for sub-headlines, or to highlight text passages.

Headline typeface

# Titillium Maps 750

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Body text typefaces

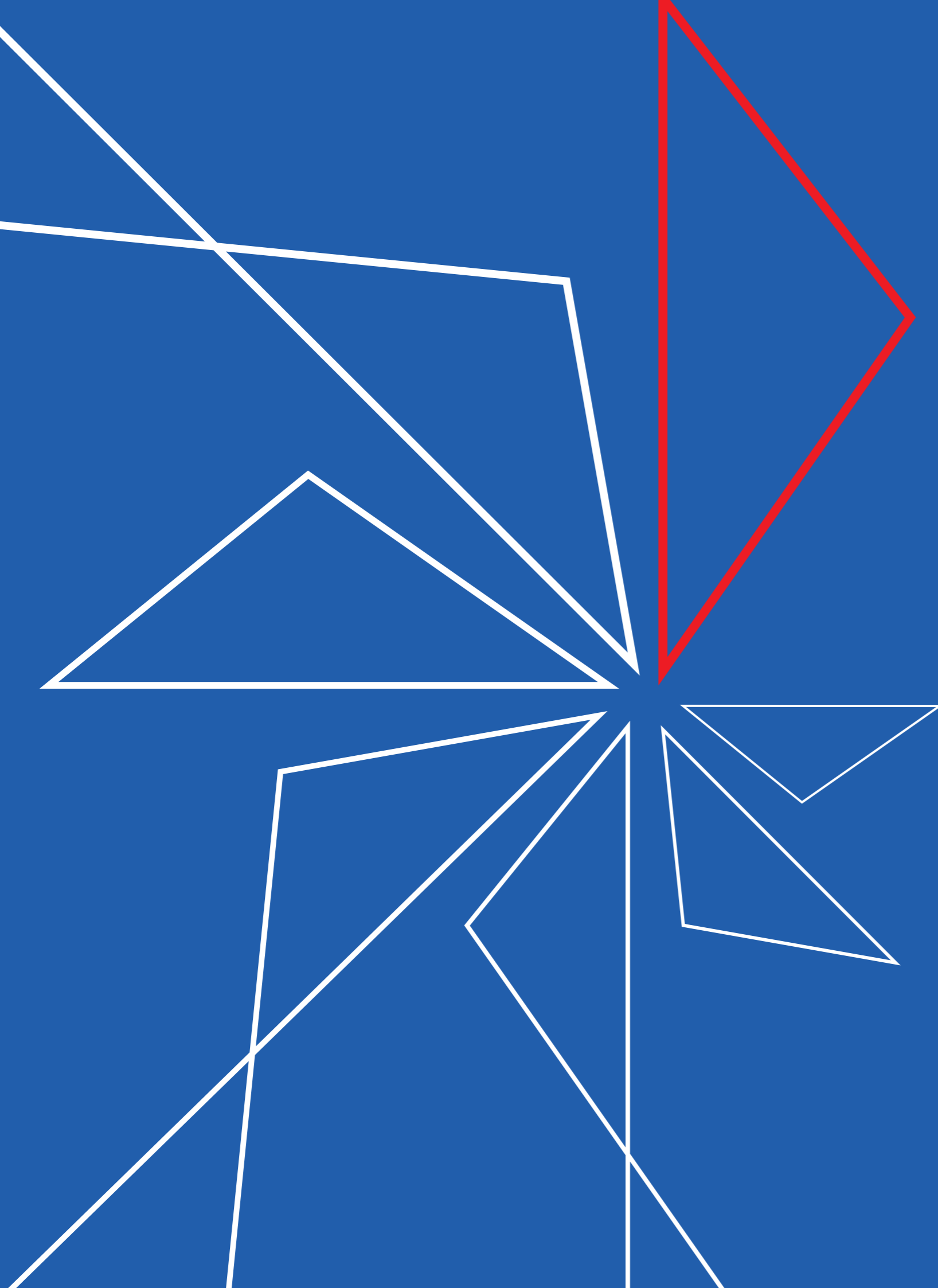
# Titillium Maps 250

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Typefaces for web application / digital.

For web-based applications, main headlines should be set in Titillium Maps 750. Please note that no other weight of Titillium should be used.

All body text and sub-headlines in web applications are set in Titillium 250.



Imagery

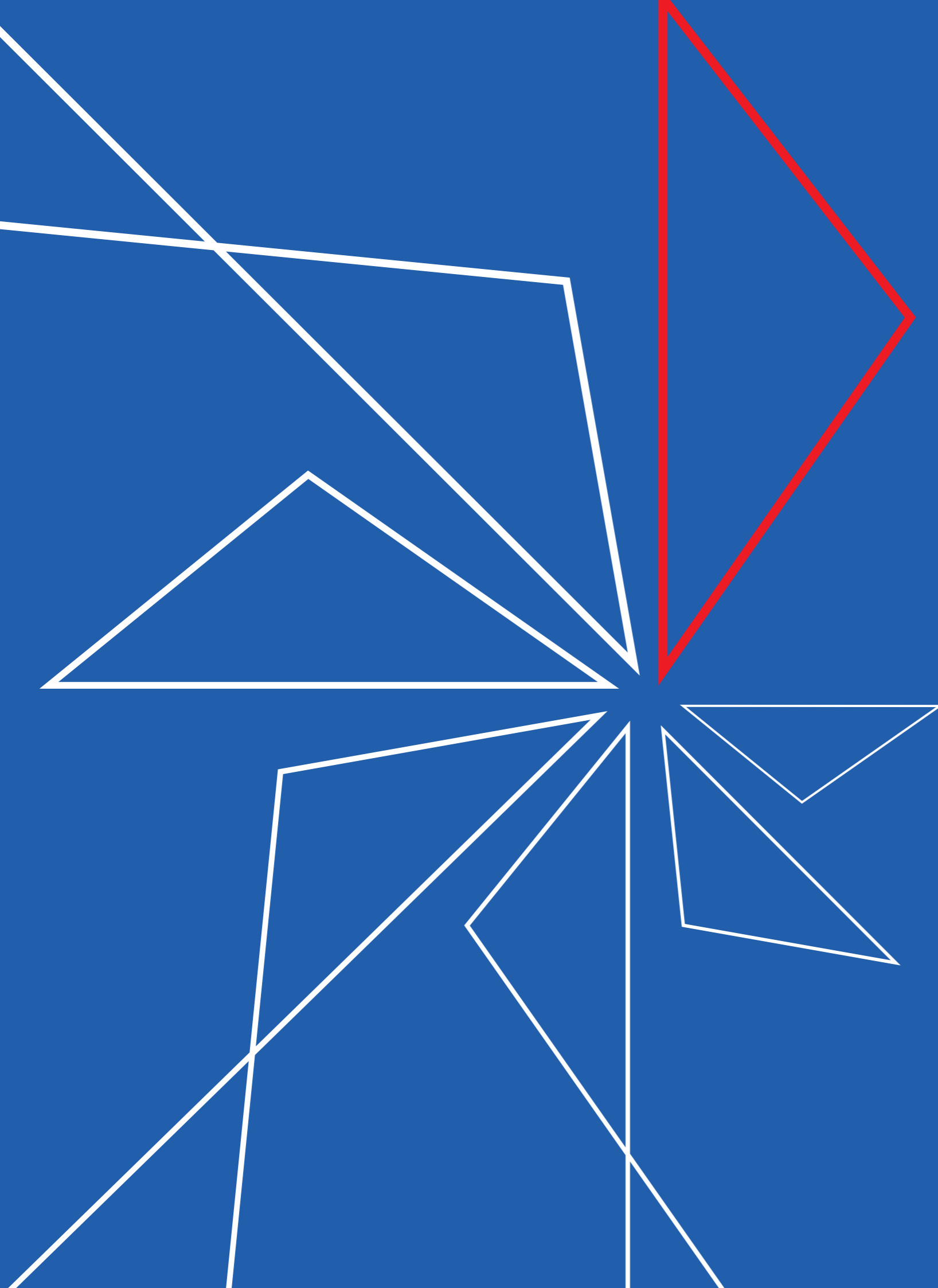




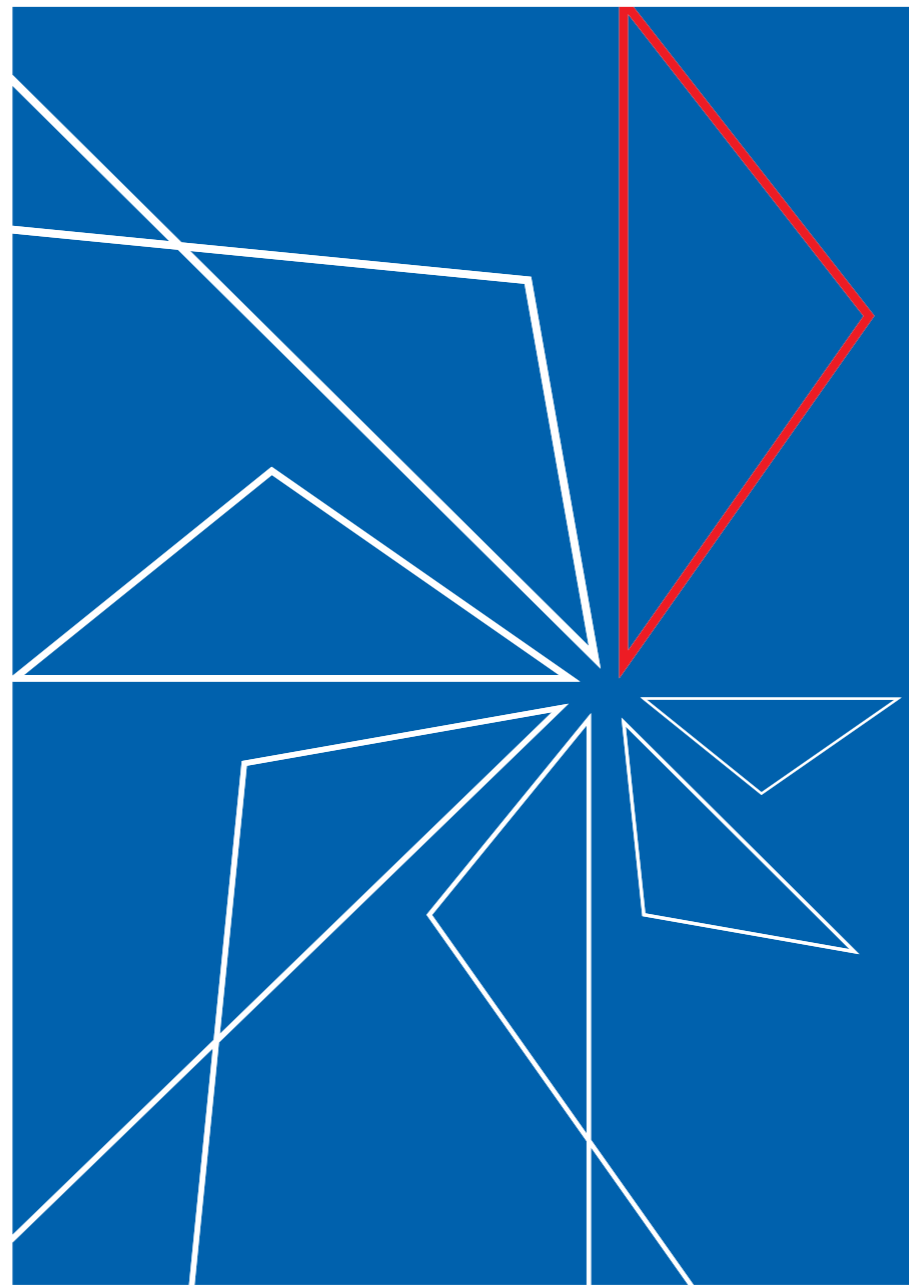
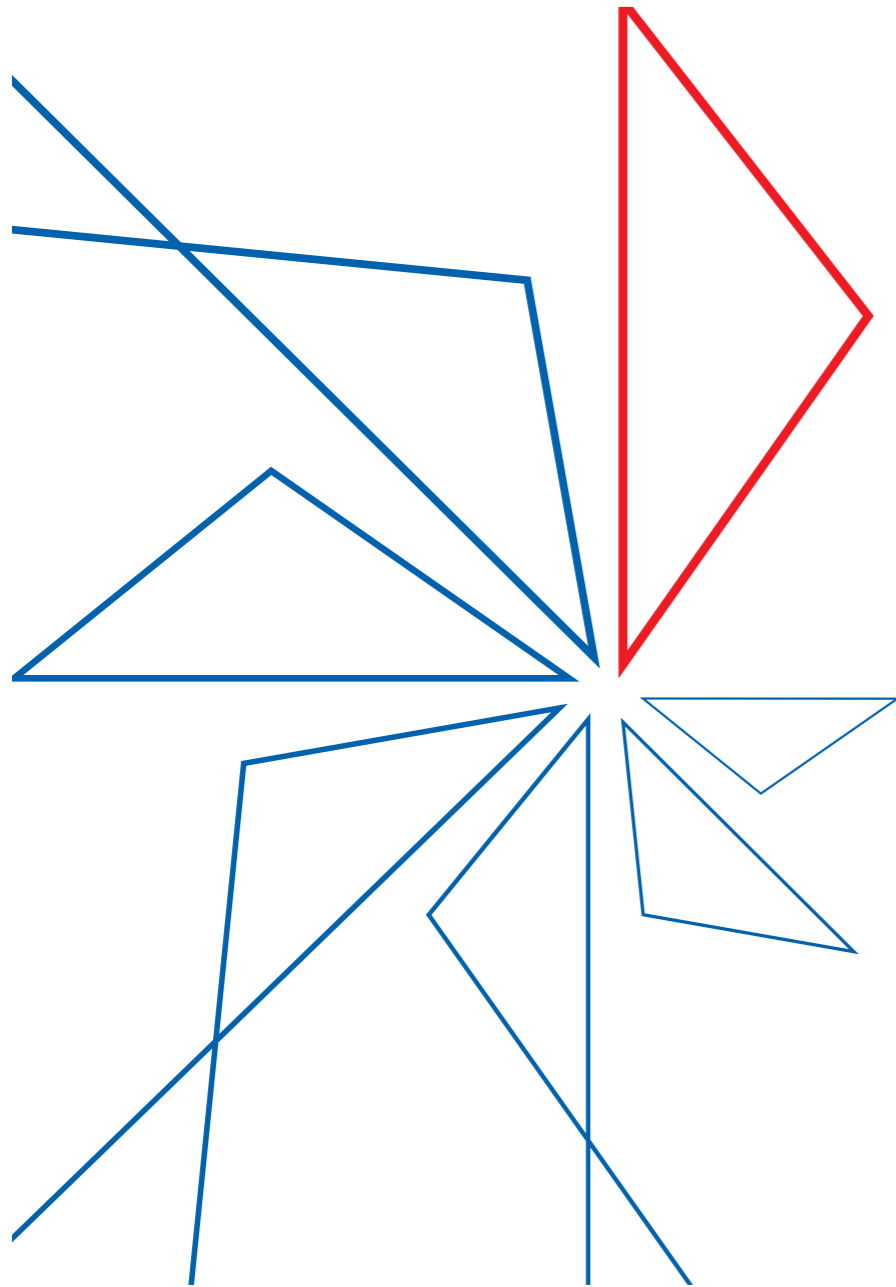
## Photographic Style.

Photography plays an important role in our communications. It is often easier to communicate a message through an image than with words. Therefore we have to make sure we always select appropriate and relevant photos for everything we publish.

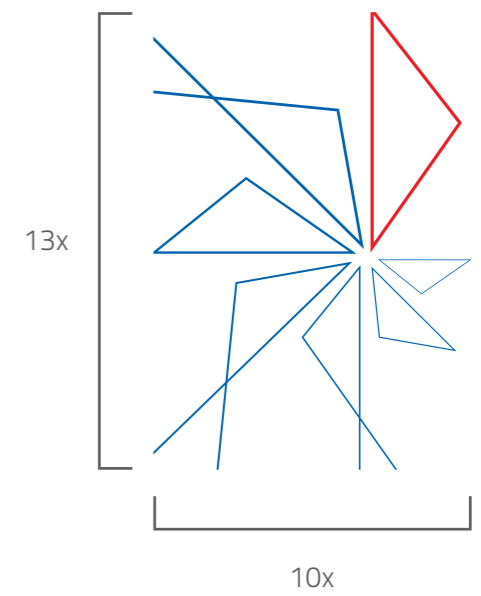
Whether sourcing stock library images or briefing a photographer, it is important that our images feel and look local and adhere to the standards set by the respective governmental agencies in the UAE.



Secondary  
Graphic



The supergraphic is a device derived from the symbol of the brand identity, that allows us to create distinctive and recognisable layouts.



▸ **beyond the possible.**