The Arab Gulf States Institute in Washington
Building bridges of understanding

Corporate Style Guide
Brandmark
Typography
Color
Applications
Imagery
Primary English Brandmark

The Arab Gulf States Institute in Washington utilizes the brand symbol, company name and tagline in the primary brandmark.

This is the preferred brandmark, and should be applied to most branded materials by default.
Primary Brandmark (No Tagline)

Removal of the tagline from the primary brandmark should be considered for occasions where its legibility may be greatly reduced.

See Applications for examples.
Primary Arabic Brandmark

The Arab Gulf States Institute in Washington utilizes the brand symbol, company name and tagline in the primary brandmark.

This is the preferred brandmark, and should be applied to most branded materials by default.
Primary Arabic
Brandmark
(No Tagline)

The Arab Gulf States Institute in Washington utilizes the brand symbol, company name and tagline in the primary brandmark.

This is the preferred brandmark, and should be applied to most branded materials by default.
Primary Brandmark
Minimum Size & Space Requirements

Standards regarding minimum size and space are required to preserve the integrity and legibility of the primary brandmark across all brand applications.

The height of four sails from the brandmark acts as adequate clear space surrounding the logo. In rare instances where room is minimal, clear space can be determined with two sails.

The primary brandmark must be at least 0.70” in height.

NOTE: This most benefits the brandmark when printed, as it ensures minimum tagline legibility.
Secondary Brandmark

The secondary brandmark utilizes the brand symbol and company acronym, and can be used for occasions where space and size restrictions may not allow use of the primary brandmark, such as signage materials.

See Applications for examples.
Secondary Brandmark Minimum Size & Space Requirements

Standards regarding minimum size and space are required to preserve the integrity and legibility of the secondary brandmark across all brand applications.

The height of four sails from the brandmark acts as adequate clear space surrounding the logo. In rare instances where room is minimal, clear space can be determined with two sails.
Brandmark Symbol

The brandmark symbol alone can be used for special occasions where the company name is already present elsewhere, such as social media.

See Applications for examples.
Incorrect Brandmark Usage

In order to preserve brand quality and consistency, certain changes to the brandmark must be avoided.

For brand accuracy across all applications, please use the original brandmark assets provided.
Brandmark

Typography

Color

Applications

Imagery
English Brand Type Family

The Arab Gulf States Institutes in Washington uses Open Sans as the brand typeface across all branded materials. Open Sans can be downloaded here.

Open Sans Light
Open Sans Light Italic

Open Sans Regular
Open Sans Regular Italic

Open Sans Semibold
Open Sans Semibold Italic
Arabic Brand Type Family

The Arab Gulf States Institutes in Washington uses Frutiger Arabic as the brand typeface across all branded materials.

Frutiger ca downloaded here.
Example of Typographic Style & Hierarchy

The following guideline is a style and hierarchy example for print publications.

To ensure brand consistency and legibility, use best judgment and practices to determine similar typographic hierarchy for all branded materials.

**Title:** Lorem Ipsum Dolor Sit Amet Consectetur Adipiscing

**Author Name/Secondary Title**

**Subhead**


- Bullet Point. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi sed pulvinar nisi.
- Bullet Point. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi sed pulvinar nisi.

Incorrect Type Usage

In order to preserve brand quality and consistency, certain typographic changes must be avoided. Adherence to these guidelines will ensure brand consistency and legibility across all communications and media materials.

- NEVER PLACE BODY TYPE OVER COMPLEX TEXTURES OR PATTERNS
- NEVER APPLY EFFECTS TO BODY TEXT
- NEVER STRETCH OR DISTORT BODY TEXT
- NEVER USE UNAPPROVED TYPEFACES
Brandmark
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Color Palette

Specific colors must be used in conjunction with all branded materials in order to maintain brand consistency and effectiveness.

**NOTE:** In order to achieve intended colors, PMS must be used for AGSIW Orange and AGSIW Blue when printing materials professionally. Colors may be perceived differently depending on screen settings, paper finish, and inks when printing digitally.
Full Color Brandmark Usage

Specific guidelines must be followed when applying the color palette to the full color brandmark.

PROPER FULL COLOR BRANDMARK USAGE

AGSIW Orange is applied to the brand symbol. AGSIW Blue is applied to the brand logotype. The is the preferred full color application and must be used wherever possible.

Black is a proper alternative if the full color brandmark cannot be applied.
Inverted Color Brandmark Usage

Specific guidelines must be followed when applying the color palette to the inverted brandmark.

PROPER INVERTED COLOR BRANDMARK USAGE

If the background is AGSIW Orange, AGSIW Blue or Black, use the inverted brandmark only.

This simplifies its application and minimizes the risk of clashing and/or vibrating colors.
Correct Brandmark Usage with Photography

Specific guidelines must be followed when applying the brandmark over imagery. Proper application allows for optimum legibility across all branded materials.

PROPER BRANDMARK USAGE

When applying the brandmark against an area of an image that is considerably bright, use the full color brandmark.

When applying the brandmark against a color or shade that would otherwise risk legibility, use the inverted brandmark.

If appropriate, set a black overlay against images for brandmark visibility. Use best judgment when adjusting transparency to determine effective contrast between the image and the brandmark.
Incorrect Brandmark Usage with Photography

Specific practices must be avoided when applying the brandmark over imagery. Proper application allows for optimum legibility across all branded materials.

- **INCORRECT BRANDMARK USAGE**
  - Avoid applying the brandmark over a busy area.
  - **SOLUTION:** Apply a black overlay to the image, or reposition/crop the image to allow the brandmark to be against a more spacious area of the image.
  - Avoid having minimal contrast between the image and the brandmark.
  - **SOLUTION:** Use the full color brandmark, or apply a black overlay to the image if appropriate.
  - Avoid using the full color brandmark against areas that are considerably colored or shaded.
  - **SOLUTION:** Use the inverted brandmark.
Brandmark
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Business Card Application

AGSIW's business cards utilize a two-sided format, featuring the full color brandmark with company information on the front and the brandmark symbol applied exclusively on the back.

Given the minimal room available, clear space for the brandmark is reduced as shown.
Letterhead & Envelope Application

AGSIW’s letterhead and envelope apply the full color brandmark with appropriate clear space as shown.
Folder Application

Folders use AGSIW Orange with a mirrored design—the inverted English brandmark is applied to the front cover, while the inverted Arabic brandmark is applied to the back. Images are framed inside the iconic sail shapes and mirrored as shown.
Whitepaper (Cover) Application

AGSIW’s whitepaper cover may use either the full color or inverted brandmark against high-quality imagery. The title of the whitepaper is positioned inside solid AGSIW Orange as shown.
Executive Summary

• On November 27, 2014 at the Vienna OPEC meeting, the cartel members decided not to cut production, leading to a dramatic fall in the price Brent Crude oil to below $70—lower than at any time since 2010. What motivated OPEC, pushed by Saudi Arabia, to refuse to production cuts?

• Disagreements over the price of oil in light of very different costs of production and political-economic conditions? A strategy to undercut U.S. shale producers by driving prices below their economic viability? Or a plot by the U.S. and Saudi Arabia to undermine the Russian economy, ISIS, and Iran?

• All of these ideas have been broached by commentators as possible motivations for the plunging prices of oil. Underlying these political arguments is an important secular trend in oil production—namely that shale oil, conservation, and alternative energy sources are decreasing reliance on OPEC oil, which accounts for about 40% of global daily production.

• The U.S. imported 50% of its crude oil in 2010, but that number is likely to fall to about 20% by 2015.

• Although predicting oil prices is difficult in light of the multiplicity of political and economic factors that influence prices, it is likely that as Europe recovers, continued American, Chinese, and Indian economic growth will lead to a sustained increase in oil prices. At the same time, the shale oil boom is likely to continue, albeit after a shakeout of the more inefficient producers.

Policy Recommendations

Arab Gulf States:

• It appears that Saudi Arabia is willing to continue to play the role of oil “hegemon”—a role it repeatedly played as the swing producer since the mid-1970s. Yet this role is fraught with uncertainty and controlling volatile oil markets is not a simple task.

• While the cost of production including capital costs is well under $10 a barrel for Saudi Arabia and a few others in the Middle East, the more important constraint oil producers face is a budgetary one, with almost all countries likely to face a budget deficit with current oil prices with a price range of $66 a barrel for Qatar and $140 for Iran.

• Without budgetary restraint, OPEC producers will be increasingly weakened, forcing them to tap into their financial reserves to avoid facing political and economic turmoil. At this point, these countries need to exercise restraint and avoid excessive borrowing.

United States:

• If the U.S. Government stops efforts to conserve energy and promote alternative sources of energy, the U.S. will once again become reliant on OPEC oil, despite the current fall in oil prices.

1 For research assistance and comments, I would like to thank Bora Park, Vanessa Cheuk, Sahil Gupta, and Katheryn Lee.

2 http://www.reuters.com/article/2014/09/12/us-oil-politics-idUSKBN0H71R920140912

3 http://online.wsj.com/articles/oil-price-slump-strains-budgets-of-some-opec-members-1412952367
Brochure Application

AGSIW's brochure utilize the sail shape on the cover, as well as many interior pages, and apply generous use of AGSIW Orange as a solid background.
PowerPoint Application

AGSIW’s PowerPoint templates apply the brand color palette as solid backgrounds throughout the presentation. The sail shape is used on most slides as shown, with the use of the single or double sails being interchangeable.
Brandmark
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Imagery
Image Subject

In order to maintain visual consistency throughout all branded applications, all uses of imagery should meet specific guidelines.

Correct choice of the image subject ensures that content stays relevant and appropriate.

Unless material focuses on one particular topic, versatility should be considered when choosing both image subjects and locations.

It is preferred to use imagery that focuses on events, locations and topics relevant to the content of the material. Imagery should tell stories and describe—never distract.

NOTE: Being mindful of sensitive details found in imagery (cultural, political, etc.) ensures that content is free of offense and controversy.

Shown left is an example of a safe image, as this fighter jet shows no apparent affiliation with sensitive parties.
Image Style

Correct usage of the image style ensures that content remains visually consistent throughout all AGSIW branded materials.

Depth of field allows focus on individual subjects. This is an efficient way to avoid distractions in photography, or to bring attention to particular elements within an image.

Image subjects should not be abstract, but should be clear in immediately showing the subject of the image.

Landmarks, persons or objects should be prominent. Busy locations such as cities should show identifiable buildings.
Image Quality

Being mindful of what qualifies as high-quality imagery ensures that AGSIW branded materials use consistently clear, impactful photography.

**GOOD QUALITY** can be determined by a clear subject matter, balanced sharpness and contrast or depth of field.

**POOR QUALITY** imagery is busy, too abstract, pixelated or visually generic (often seen in many low-end stock photographs).

Shown left is an image of microphones that could be used to show a press conference setting, but the lack of faces and a clear location prevents this image from being relevant or impactful.