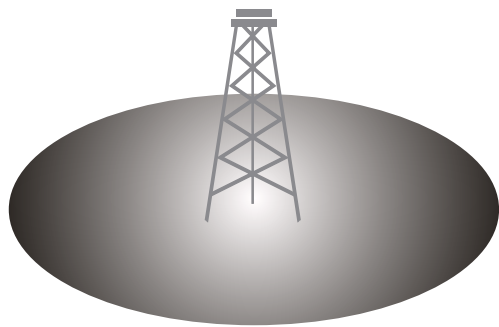


ALMANA 

CORPORATE IDENTITY 2013



Step

1

Created a graphical oil tower on top of an oil-rich land.



Step

2

Adjustments made to oil tower to take the shape of the letter 'A'. The oval arc which represents the oil-rich land, surrounds the tower.



Step

3

'ALMANA HOLDINGS' placed at the center of the arc.



Step











4

Two leaves placed on the top of letter 'N' as 'N' stands for nature. 'A' in orange as it symbolises energy. Dependable navy blue arc connects the 2 elements to become 1.













FONT: HELVETICA NEUE, 85 Heavy











FONT: HELVETICA NEUE, 65 Medium

PROCESS COLOURS	PANTONE FORMULA GUIDE, SOLID-COATED	FONT: HELVETICA NEUE
 CYAN 0 MAGENTA 70 YELLOW 100 BLACK 0	 PANTONE ORANGE 021 COATED	<p>Helvetica Neue 85 Heavy ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 ~!@#\$%^&*()_+:"'{};./</p> <p>Helvetica Neue 65 Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 ~!@#\$%^&*()_+:"'{};./</p>
 CYAN 100 MAGENTA 90 YELLOW 0 BLACK 0	 PANTONE 2736 COATED	
 CYAN 90 MAGENTA 0 YELLOW 100 BLACK 10	 PANTONE 355 COATED	
 CYAN 0 MAGENTA 0 YELLOW 0 BLACK 100	 PANTONE BLACK COATED	
 CYAN 0 MAGENTA 0 YELLOW 0 BLACK 50	 PANTONE COOL GRAY 8 COATED	













PROCESS COLOURS	PANTONE FORMULA GUIDE, SOLID-COATED	FONT: HELVETICA NEUE
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 CYAN 0 MAGENTA 0 YELLOW 0 BLACK 50	 PANTONE COOL GRAY 8 COATED	













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ALMANA
HOLDINGS




PROCESS COLOURS	PANTONE FORMULA GUIDE, SOLID-COATED	FONT: HELVETICA NEUE
 CYAN 0 MAGENTA 70 YELLOW 100 BLACK 0	 PANTONE ORANGE 021 COATED	<p>Helvetica Neue 85 Heavy ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 ~!@#\$%^&*()_+:"'{}.,/</p>
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ALM_MAIN LOGO



ALM_V1



ALM_V2



ALM_V3



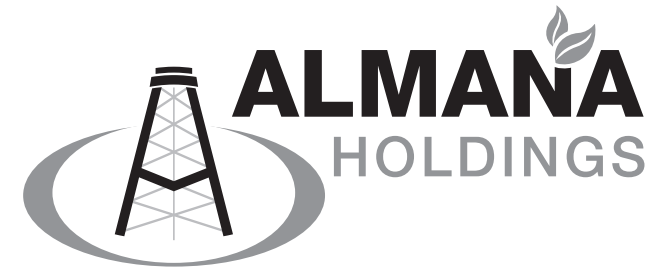
ALM_V4



ALM_MAIN LOGO



ALM_V1



ALM_V2



ALM_V3



ALM_V4



111 SOMERSET ROAD, TRIPLEONE SOMERSET, #06-06, SINGAPORE 238164
