

Saudi Aramco and
**the art
of safety**



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The cover image is a detail from the July 1983 poster "Include Safety in your Vacation Plans."

Printed in Saudi Arabia.

Disclaimer: The information contained in this book is historical and is not intended as a guide for safe working practices.



Saudi Aramco and

the art of safety





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The juxtaposition of art and safety is not an obvious one. Art is about creativity, imagination, and challenging norms to discover and express new ways of sharing the human experience. Safety is almost the polar opposite of this. It requires adherence to rules and procedures, and following tried and trusted methods to ensure a better life for all. Safety practices exist to protect life and limb, while art is an expression of the most sublime of human endeavors, and the pinnacle of human needs – creating works of beauty and resonance that help identify us as a community.

Over the past 80 years, Saudi Aramco has faced the unique challenge of promoting safety education by harnessing this juxtaposition and bringing art and safety together. From the company's earliest days, operating as the California Arabian Standard Oil Company (CASOC), it was understood that safety underpinned the company's success, and that safety education was an integral part of its operations. Ever since the arrival of the first safety engineer in the port of Al-Khobar in 1940, Saudi Aramco has used creativity to promote safety at work and in the communities in which it operates.

The safety engineers, educators, designers, and writers who were instrumental in safety promotion are unlikely to have viewed themselves as artists, or indeed that the product of their efforts was art. In fact, they were primarily technical safety experts using all means at their disposal, including art, to make Saudi Aramco's workplaces as safe as possible. *Saudi Aramco and the Art of Safety* brings together a broad overview of the work of these safety practitioners; however, it is not only a book about safety. It is a visual story that outlines a journey of how art was harnessed in the interests of safety, and in turn how safety was ingrained in the very culture of Saudi Aramco.

The application of art to corporate ends, and safety in particular, is not unique to Saudi Aramco. In the U.S., a government sponsored program between 1936 and 1943, led by the Work Projects Administration, published more than a thousand posters to publicize exhibits, community activities, theatrical productions, and health and educational programs. In the U.K., posters devoted to safety and accident prevention were published by the Royal Society for the Prevention of Accidents from the 1930s to the 1970s, while in The Netherlands during the early decades of the 20th century, the country's Labor Council published a series of posters that have become renowned for their graphic and sometimes macabre depiction of workplace accidents.

What makes Saudi Aramco's contribution to this oeuvre unique is its longevity, its diversity, and its breadth. With its beginnings in 1940 it continues to this day; the company has boasted unparalleled diversity, with an audience comprising multiple languages and cultures; and its safety communications not only address workplace safety but also community, industrial, and environmental safety.

This book brings together a small selection of the many thousands of individual safety communications materials produced by the company. It reflects the journey taken in building an organization where safety has always been, and always will be a foundational principle. To enhance this visual journey, the material is presented chronologically, starting from the very first posters created in 1941, and ending with the array of multilingual materials supporting the company's Lifesaving Rules in 2019. Posters are also categorized to give a clear idea of how perceptions of safety and its representation have changed over time, together with the issues addressed.

This method serves to tell the story of how safety practices evolved at Saudi Aramco, as it grew from a New York-based oil exploration and production company to an international energy and chemicals hub in Dhahran that transformed the Kingdom of Saudi Arabia.

This transformation of both the company and the Kingdom is reflected in its safety communications materials. In the absence of printing presses preceding industrialization of the Kingdom, enterprising engineers took on the task of hand drawing posters with these individual works of industrial art giving birth to an enduring spirit of innovation in safety communications. As the Kingdom's road network expanded in the 1980s, so too did the company's attention to road safety. As communities grew around oil facilities, so did advice and information about safety in the home and communities. The essence of the safety advice and information provided has changed little over the past 80 years but the means in which it has been presented has transformed the understanding of safety, and woven it into the company's very fabric that has made Saudi Aramco a provider of energy to the world.

While the intention of this book is not to provide safety advice, it is nevertheless replete with such advice. The wealth of guidelines and instructions found in these pages – whether as a reminder to wear the correct protective equipment, keep household chemicals out of reach of children, or drive according to road conditions – are as relevant today as when they were first issued. The effectiveness of this messaging, however, is tied to context. The posters making up the lion's share of this book, together with other publications, are held up as historical artefacts rescued from filing-cabinet archives where they have been stored since their initial production and release.

Everything seen within the coming pages was at one time pinned to walls, or placed on desks in workshops, oil rigs, offices, and laboratories – in fact, in any location where Saudi Aramco personnel spent their time. The posters "have been torn loose from their original living context."¹ They are presented here as artistic creations that, through safety, tell an

ongoing journey of corporate social responsibility (CSR). While their unifying topic is safety, collectively they produce a narrative that began when the seed of safety was first planted in 1940, and grew into the CSR ecosystem that Saudi Aramco sustains today.

Posters are never designed as enduring works of art. They "are ephemeral and transient ... Most are forgotten as quickly as they are produced."² In the case of safety, they are intended to communicate a message as simply and unambiguously as possible. This is the language of posters; using visual techniques to communicate simply, yet effectively.

Poster design is often centered on "hitting the viewer in the eye"³ as this medium has to often compete for space, with their limited lifespan being taken into account. However, this is not especially the case with Saudi Aramco, where each workplace has a dedicated space designated for monthly safety publications. Although not fighting for space, posters do compete for attention to get their message across. Familiarity can also be an issue – a poster in the same place, every month, albeit a different design, does create a challenge; getting the viewer to recognize there is in fact a new topic and design occupying the space, and stopping long enough to take in a message. "Posters are supposed to shout,"⁴ but in the case of safety posters the message must be clear and unambiguous. There is no room for misunderstanding, and so there are times when "shouting" to be seen must take second place to the poster's priority; projecting a clear and understandable safety message.

The designers whose work appears in this book have faced a wide range of challenges over the decades, some of which were, and still are, particular to Saudi Aramco. The most obvious of these is the bilingual requirement to have both English and Arabic text for the company's primary target audiences. At first glance this obstacle appears to be quite simple, however, it does raise a number of issues. The most immediate is translation, as the majority of the materials are created in English and then translated into Arabic. Translation is an art in itself and different approaches can affect the understanding of the final product. Examples of the difficulties of effective translation are laid bare in the coming pages, but one example from 1981 is a clear illustration of the problem. An electrical hazards poster for the home was headlined "Beauty and a beast," which when translated into Arabic was titled "Beauty and a hazard," reflecting the subtle challenges associated with rhyming in different languages, and cultural reference points with the fairytale innuendo truly lost in translation.

Another more visual challenge was typography because in print, English and Arabic behave very differently. Arabic is always written in cursive script and there are no capital letters. This makes the creation of fonts that look the same in both languages a challenge. Where Arabic flows, English is staccato. Where English adds space between letters to fill a line, Arabic stretches a single letter to take up space. Nevertheless, Saudi Aramco's designers found ways of turning this into an opportunity, experimenting with Arabic typography in a way that was far ahead of its time.

Yet another challenge was making similar topics interesting and eye-catching month after month, year after year. The stickmen of the 1940s quickly gave way to more elaborate artwork as professional Lebanese artists took over design from engineers in Dhahran. By the 1970s design was controlled by the newly created Loss Prevention Department, while the printing and production of safety materials was being done in the fast industrializing areas surrounding Dhahran. Artistic techniques adapted with the times yet were still influenced by their cultural and corporate environment. This was evident in the changing depiction of people and their pastimes, as when American ownership of the company ended in 1988, and the Saudi Arabian Oil Company was created. No longer did foreign travel and water sports feature quite as frequently, and more practical home safety advice came to the fore.

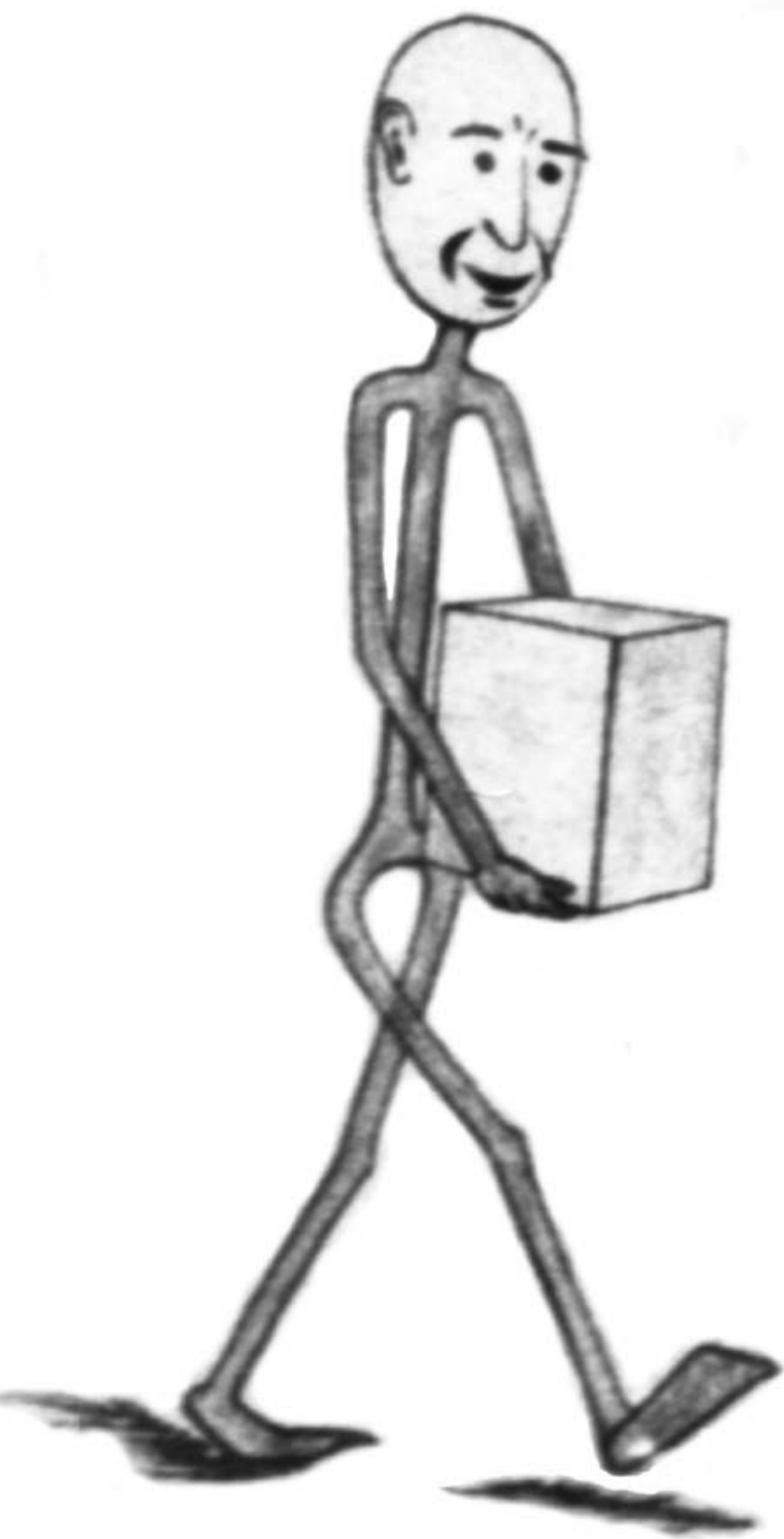
The fortunes of these publications also followed the rise and fall of the oil price, as well as global events. In the aftermath of World War II the sudden surge in employment at Aramco created an intense need for safety information. With the energy crisis of the mid-1970s and the rapid expansion of the company's operations, the production of safety publications was reinvigorated following a period of relative quiet. The early 1980s again saw a similar spurt of new safety publications – all of which are still being produced today.

The longevity of posters, and the durability of Saudi Aramco's safety publishing output, is symptomatic of the company's safety culture, while also being an important element of it. Posters imbue a safety culture on two levels – in abstract they are a reminder of the pervasiveness of safety, keeping it constantly fresh and challenging. At a concrete level posters are cultural because they are art. Despite their temporary nature they remain cultural artefacts that have made a real and lasting contribution to the visual heritage of Saudi Arabia, and indeed to Saudi Aramco's tradition of CSR.

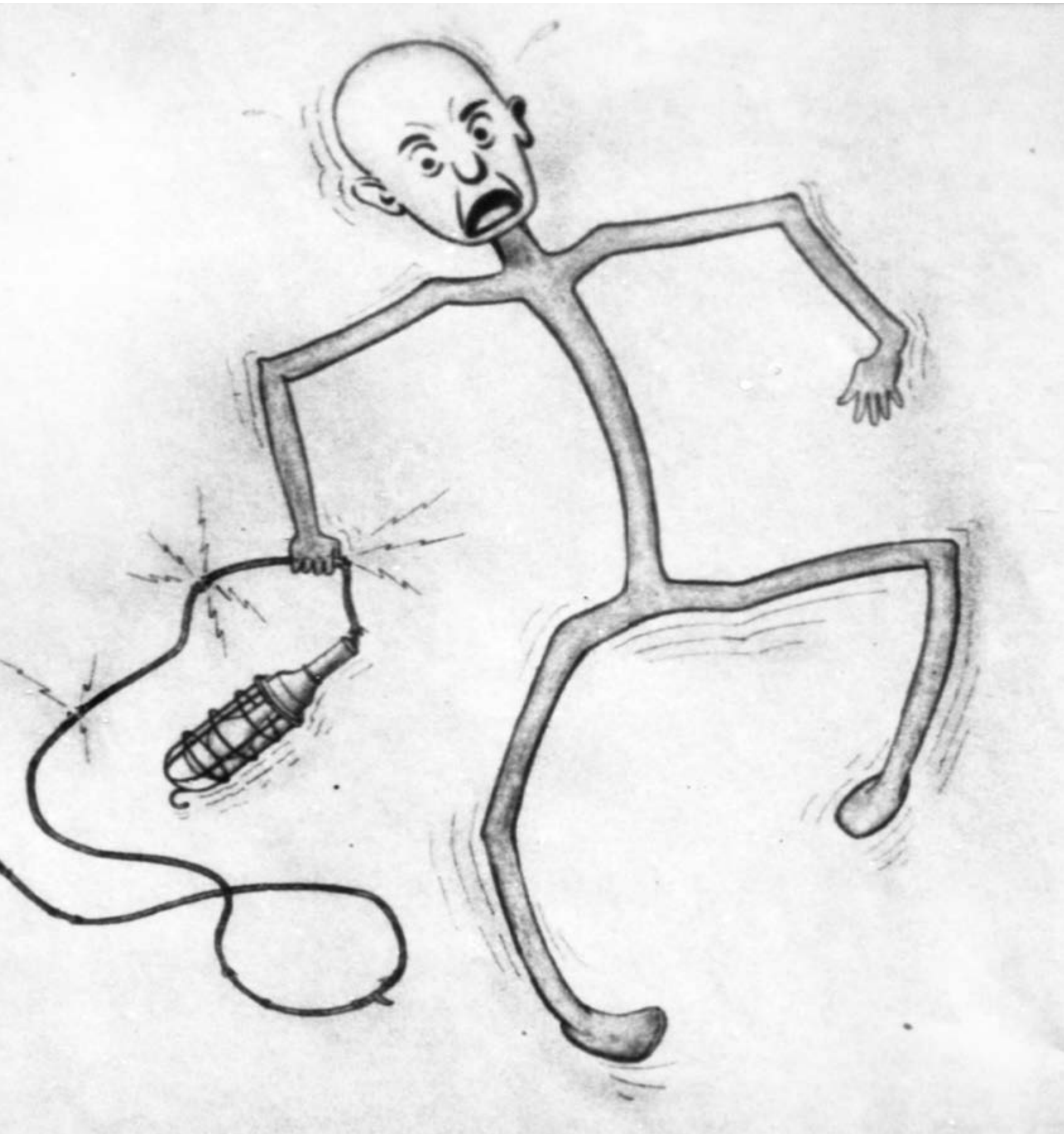
This book is a vibrant reminder of the enduring centrality of safety for Saudi Aramco, of how the success of the company was and is built on its people, and how cooperation and shared experience made safety a key part of everyday life.

It is also a celebration of Saudi Aramco's accomplishments, the innovation and resilience of its safety pioneers, the imagination that led to a flourishing creativity in the realm of safety, and the people who turned art from artefact into a lived reality.

* References can be found on Page 396.



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When Andy Anderson arrived at Al-Khobar Pier in September 1940, the challenges faced by the American safety engineer as he disembarked after a three-month journey from California across the Pacific and Indian oceans were unlike any he had experienced in his 20 years of working in the oil and gas industry.

Prior to his move to the Middle East, Anderson was renowned for his use of new and innovative techniques to promote safety awareness during his time with the Standard Oil Company of California. Hired as California Arabian Standard Oil Company's (CASOC) first ever safety engineer in Saudi Arabia, he brought the ingenuity and experience gained from his extensive work in Texas, New Mexico, and Canada. As reported some years later in the *Sun and Flare*, the company's newspaper at the time, while in the U.S. he had "gained a reputation for making safety interesting by filming and showing safety motion pictures containing reenactments of actual accidents," using company employees as actors.

The conditions he faced when he first took up his new posting were far different to those found in a more industrialized North America. Anderson arrived at a fishing village linked by a 10 kilometer oiled road to a small camp known as CASOC Town, near Jebel Dhahran in Saudi Arabia's Eastern Province. At the time, the camp housed 400 American CASOC employees.

Two major events affected the safety of both the industry and the region before Anderson's arrival. The first brought home the urgent need to implement safety measures and instill a positive safety culture among the workforce; while the second turned life upside down for the fledgling community. The first event took place in July 1939 when a devastating explosion and fire at Dammam Well No. 12 killed five men. The explosion, which destroyed the derrick and took 10 days to bring under control, was a sobering reminder of the necessity for safety procedures in every aspect of the business.

The second event followed just two months later in September 1939 with the outbreak of World War II. Although the effects of the war were not felt in Saudi Arabia initially, the ripple effects did impact the area as oil demand ramped up because of the Allied war effort.

Anderson immediately set to work to find ways of spreading the message of safety, but his tried and tested methods could not be applied in Saudi Arabia, where workers lived in *barasti* palm frond houses, infrastructure was rudimentary, and the concept of safety at work was an unfamiliar notion. The first alternative he used was arguably his most recognized safety legacy – posters.

Despite this seemingly simple exercise, he was presented with a number of unexpected challenges. There were no printing presses in the area, and there was a chronic shortage of paper due to logistical supply issues brought about by the war. However, there was a much larger and more fundamental challenge to face: the workforce demographics. A *Land Transformed*, a Saudi Aramco publication released in 2006, notes: "Almost all Saudis who came to work at the company were entering the industrial world for the first time ... most were unaware of the rules of the workplace and unfamiliar with some of the simplest industrial tools." The publication's authors were referring to drills, welding machinery, and drilling equipment, but were also likely highlighting the lack of safety behaviors and practices that are essential to a safe work environment, both then and today.

The war put a halt to all but essential tasks, and due to a slowdown in operations, Anderson put engineers to work designing the very first posters that began a legacy of safety culture creativity that endures to this day. The company's first posters provided information on a multitude of workplace hazards using "stickmen" figures, with a number of these artworks featured in a 1945 edition of *Life* magazine, under a feature titled: "Oil Company Teaches Arabs Safety on the Job." The use of stickmen figures over more realistic portrayals of individuals may have been down to the limited artistic ability of the engineer artists, an intent to keep the artwork simple, or related to cultural sensitivities.

The first safety poster ever produced carried the tagline of "Watch this board," and explained what a safety poster was, and its intended purpose. The message was quite literal

advice to "watch this space," and this poster became the basis of hundreds of others that were produced prior to the end of World War II in 1945.

All posters were hand-drawn weekly, single editions, with no mass mechanical reproduction and distribution limited to one or two locations in the work camp, unlike today when print runs occur by the thousands and posters are distributed Kingdom-wide. Instead, workers congregated at a poster site to view the latest edition each time a new one was released.

While the Dammam Well No.12 fire was likely one of the driving forces behind the appointment of a safety engineer at CASOC, it was the less obvious, day-to-day activities that predominantly served as educational topics for posters. Topics included road traffic etiquette, hand tool usage, electrical hazards, materials handling, and good housekeeping.

Unlike the rest of the industrialized world, where safety advice was about communicating best practices, CASOC was dealing with the challenge of using posters to introduce workers to safety concepts for the very first time. Examples included precautions to take when riding on the back of a truck, standing alongside a truck rather than behind it when pushing it out of the sand, and highlighting the hazards of wearing a "loose head cloth" near rotating machinery.

When the war did eventually reach the distant outpost of Jebel Dhahran, Anderson was very much still finding his feet and developing his methods to implement effective safety programs. In October 1940, Italian aircraft launched a bombing raid on Allied oil operations in the Arabian Gulf. Although the raid was intended for a refinery in Bahrain, the airmen caught sight of the flares and lights around Dhahran, and mistakenly bombed the wrong target.

Although damage from the raid was minimal – amounting to severed oil and water lines and a few small craters – it did bring home the fact that oil facilities in Saudi Arabia were a potential target. This led to operations being scaled back and safety poster attention being focused on the war effort. Two examples of this are posters displaying a reminder to observe blackout restrictions at night to prevent lights becoming potential targets for enemy aircraft, and to save tires by driving carefully as there was a shortage of rubber at the time.

These new posters were displayed in communal locations twice a week from when they first appeared in 1941. Records of these early posters survive only as a handful of photographs taken by the CASOC Engineering Department at the time to properly document this new and innovative method of safety communication. These posters heralded the very beginnings of a safety culture forming within the company that would ultimately become Saudi Aramco.

Posters were not the only form of media used by the Engineering Department, with Anderson wanting to start a company newspaper; but with paper being a scarce resource, his plans were stalled until the war was over. In the meantime, other methods were used to raise safety awareness, one of these being the mounting of a loudhailer on a company vehicle to broadcast safety messages at select times of the day in places where workers congregated. Anderson also oversaw the painting and posting of the company's first warning signs.

With the end of the war and a ramp-up in operations to accommodate global post-war economic growth, the Arabian American Oil Company, or Aramco as the company was named from 1944, saw a renewed emphasis on creative dissemination of safety messages. This involved safety storytelling in the pages of the *Sun and Flare*, mass safety meetings, and competitions for safety contributions. The most high profile of these initiatives was a poster competition which reached out not only to the growing American workforce, but also to local employees, and the large contingent of Italian workers. Submissions were exhibited in community facilities and voted on, but despite the level of engagement and enthusiastic response, the entries never made it into print and another decade would pass before regular posters became part of the company's safety culture.



Why stickmen?

CASOC poster No. 55, Electrical hazards, 1942

The stickmen posters produced during World War II were innovative given the circumstances of wartime shortages, and lack of print production facilities in the region. The conditions in the Kingdom at the time cannot fully explain the use of stickmen over more complete human illustrations. The use of this simple imagery can be linked to a number of possible reasons.

Artistic ability – Drawing human figures is a particular skill that not everyone is able to master, especially engineers tasked with drafting safety posters. Yet if the human forms they created are considered a little basic, the technical drawing ability of the engineers was exceptional when taking into consideration the attention to detail. Examples of this include the light in the poster above, or the valves, tools, facilities, and other equipment. These posters were created to raise awareness about equipment and working conditions, and therefore the finer aspects of drawing people were secondary to the intended safety message.

Literacy levels – CASOC established the region's first formal school shortly after it began operations in the 1930s, with widespread schooling becoming the norm after the formation of the Ministry of Education in 1953. Considering the limited level of education of the workforce at the time, posters had to communicate their message in as visual a format as possible. This is evident in the poster shown above educating workers about electricity with the pain and surprise etched into the man's face while sparks fly off the wire he is holding. While the exact steps to be taken to prevent this are explained in the accompanying text, the intended warning is clear from the drawing alone.

Cultural sensitivities – Safety applies to everyone and this message had to be clearly conveyed to an entire workforce. Operations around Dhahran at the time included workers from the Kingdom, elsewhere in the Arabian Gulf region, and from around the world. The use of generic stickmen ensured clarity of messaging, and avoided any ambiguity or misunderstanding. There was no clothing or other discerning features, ensuring that the poster focused on the safety message rather than anything else.

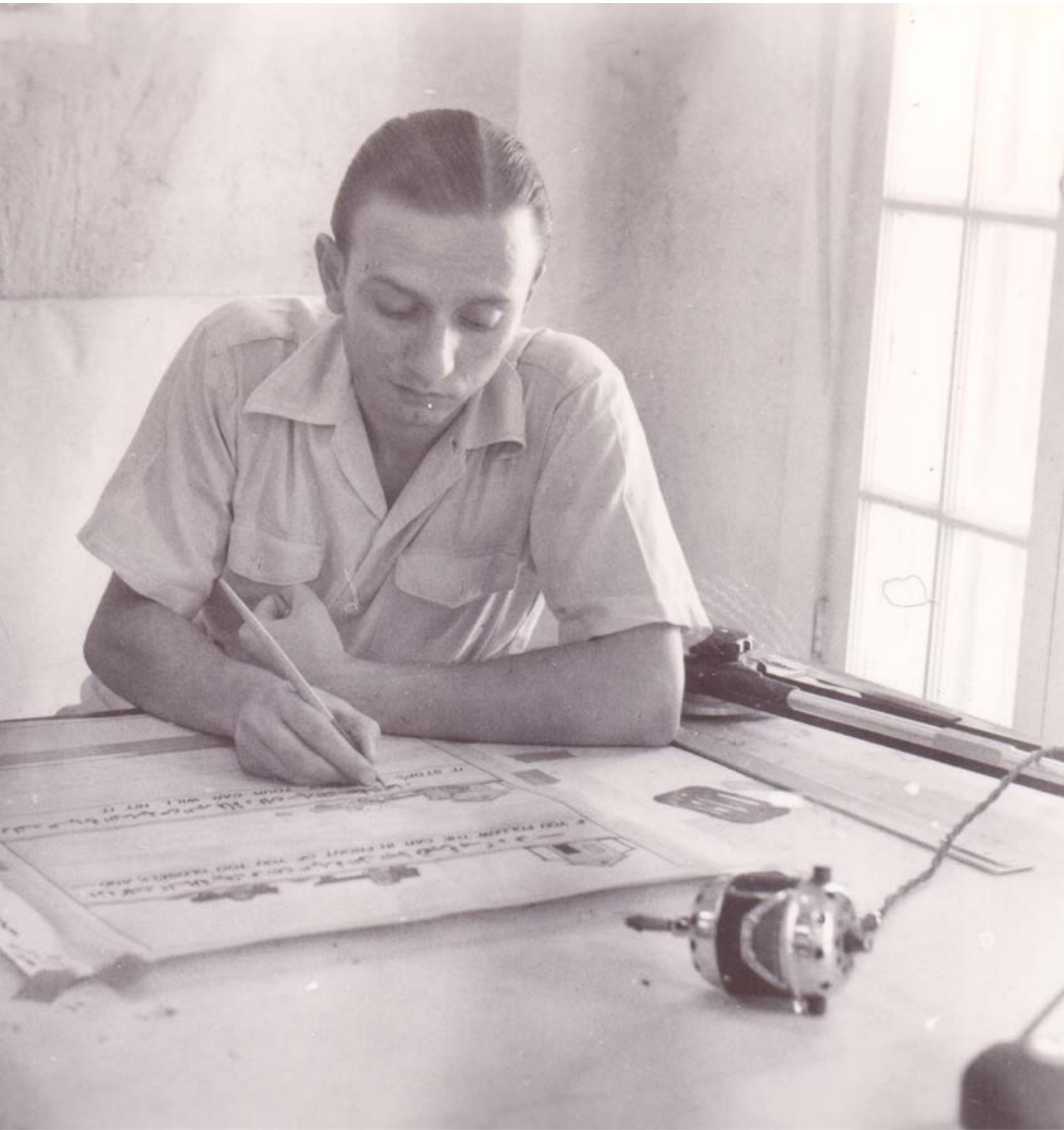


Safety communication | 1941

The first safety poster ever produced carried the tagline of "Watch this board," and explained what a safety poster was and its intended purpose. The message was quite literal advice to "watch this space," and this poster became the basis of hundreds of others that were produced prior to the end of World War II in 1945.



An engineer at a drawing board illustrates a poster that would eventually be hung on a wall in company premises to spread the safety message.





Employees congregate around a poster to view the latest safety message in this 1941 photo. Posters were not mass produced and so were only available in a few select locations on company premises.





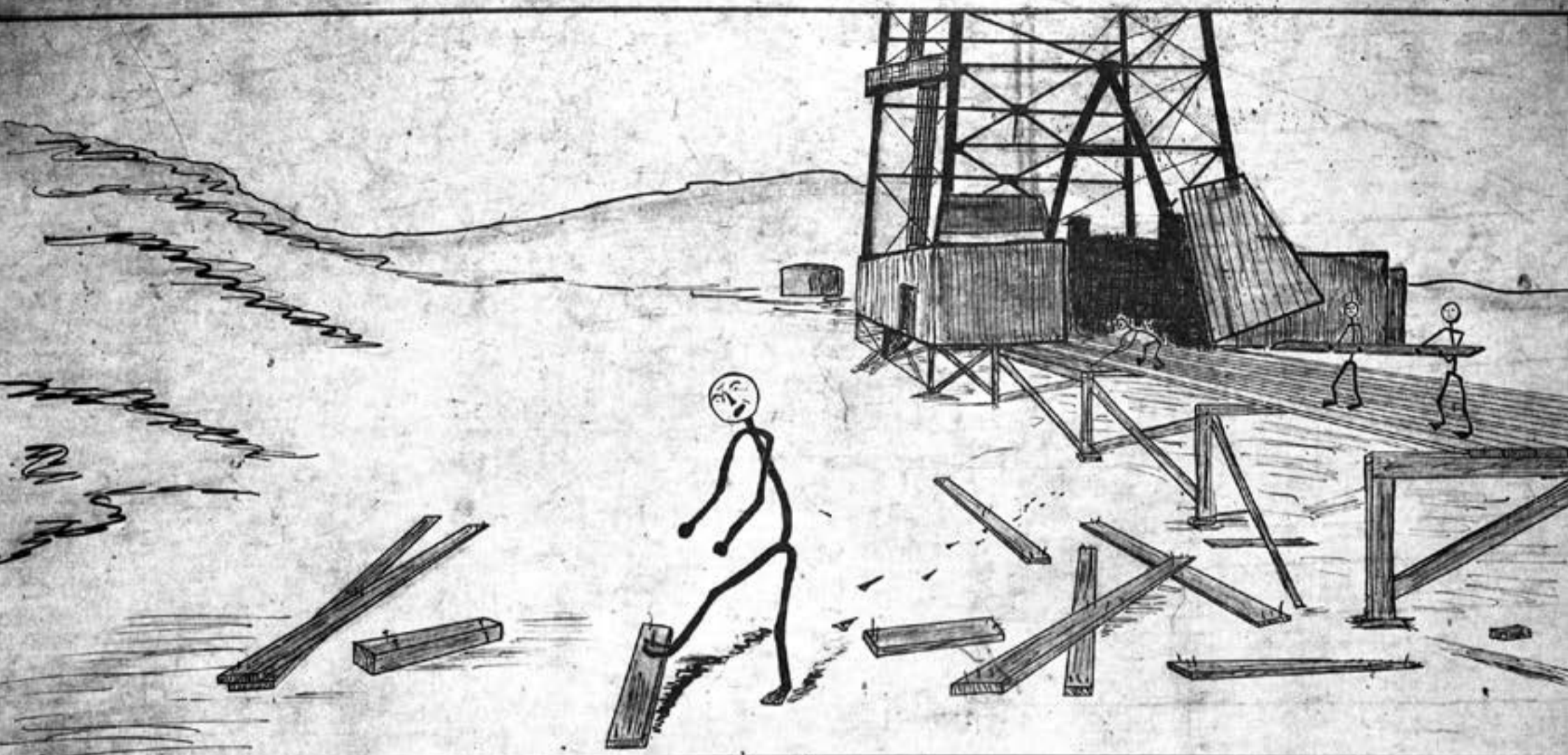
Chemical safety | 1942

Futuristic fonts

CASOC poster No. 9, Good housekeeping, 1941

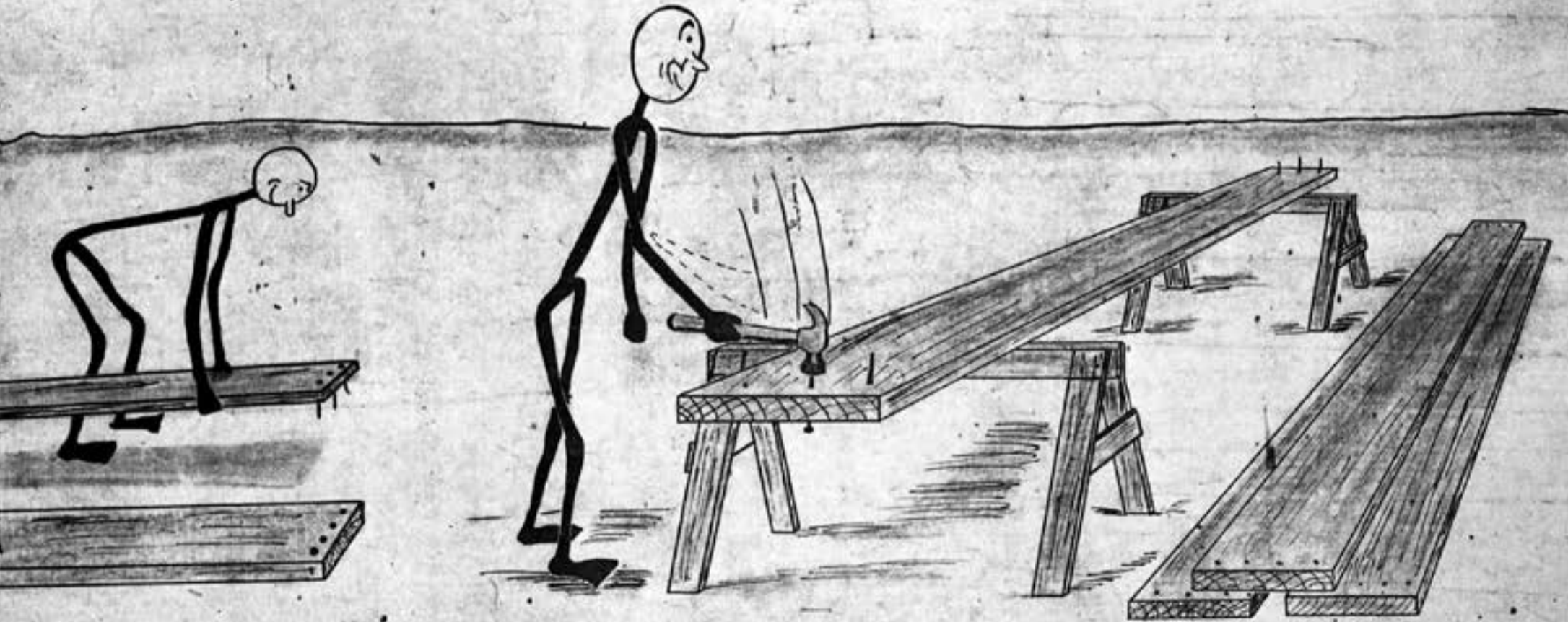
Safety First: The message of this poster on the facing page is quite simple in the story that it tells. The stickman's contorted face following a nail having pierced his foot outlines how poor housekeeping can affect safety. Within this clear message is an artistic innovation that was far ahead of its time, and one that would only be widely adopted many decades later – typographic design of the Arabic script.

Notice the design of the words "ابتعد عن الخطر" or "Safety First" as it is in English. The English font, in outline and with a shadow, has been recreated in the Arabic font at the base of the poster. This might seem like a simple and obvious design element, but typesetting and the availability of Arabic fonts for printing presses at the time would have made the reproduction of this font impossible. As this poster, along with all others from this period, were hand drawn, the designer was allowed the freedom to be creative with the Arabic fonts in ways that would not be possible for printing presses until much later in the century, making the typography of this poster ahead of its time.



لا تدع المسامير البارزة من الألواح الخشبية وتساؤها. لأن الدغس عليها الزها يحدث الاصابات.

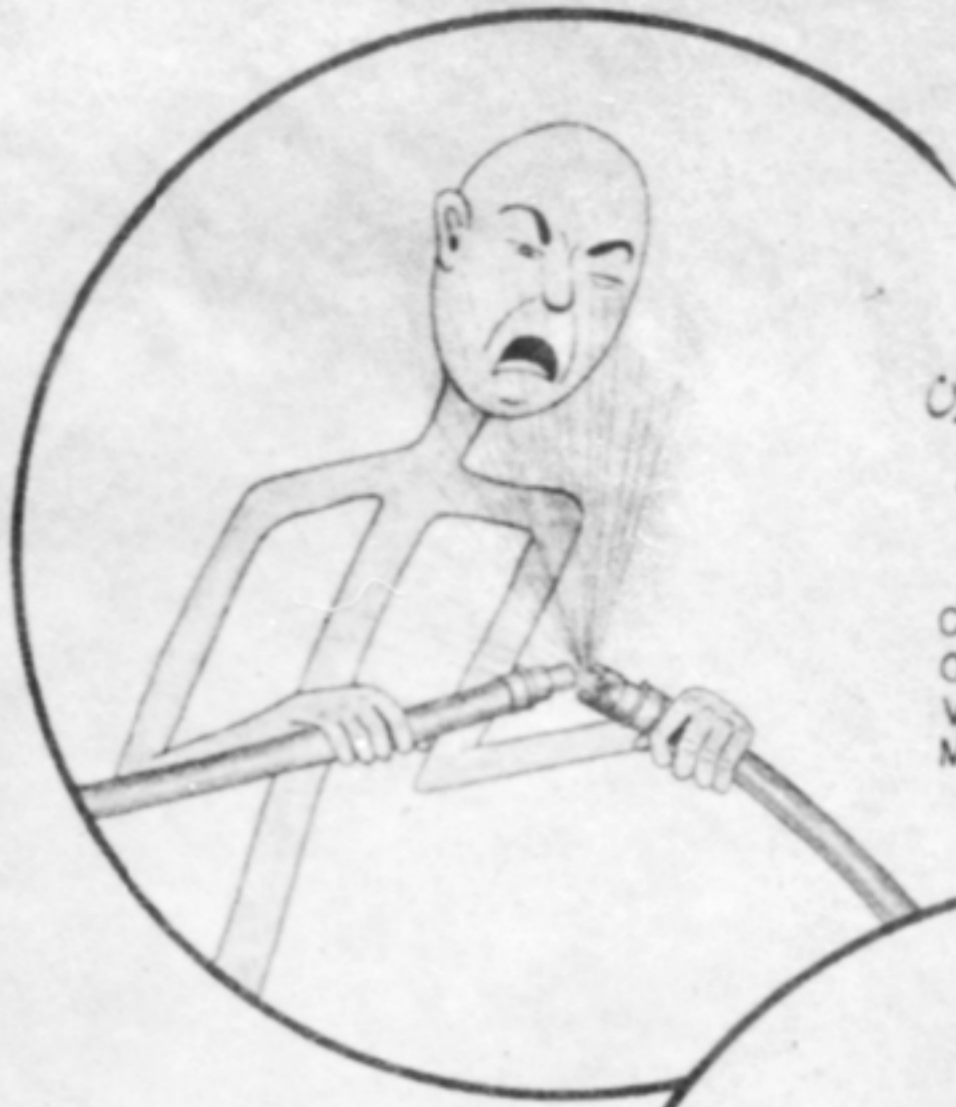
DON'T LEAVE NAILS PROTRUDING FROM BOARDS.
STEPPING ON THEM MAY CAUSE INJURIES.



ضع الألواح على الأرض موجهة رؤوس المسامير إلى
الأسفل، وعندما تتمكن من خلعها فاصنع ذلك حالاً.

ابتعد عن الخطر

SAFETY FIRST LAY BOARDS DOWN WITH THE NAILS POINTING DOWNWARD
AND WHENEVER POSSIBLE REMOVE THE NAILS AT ONCE.

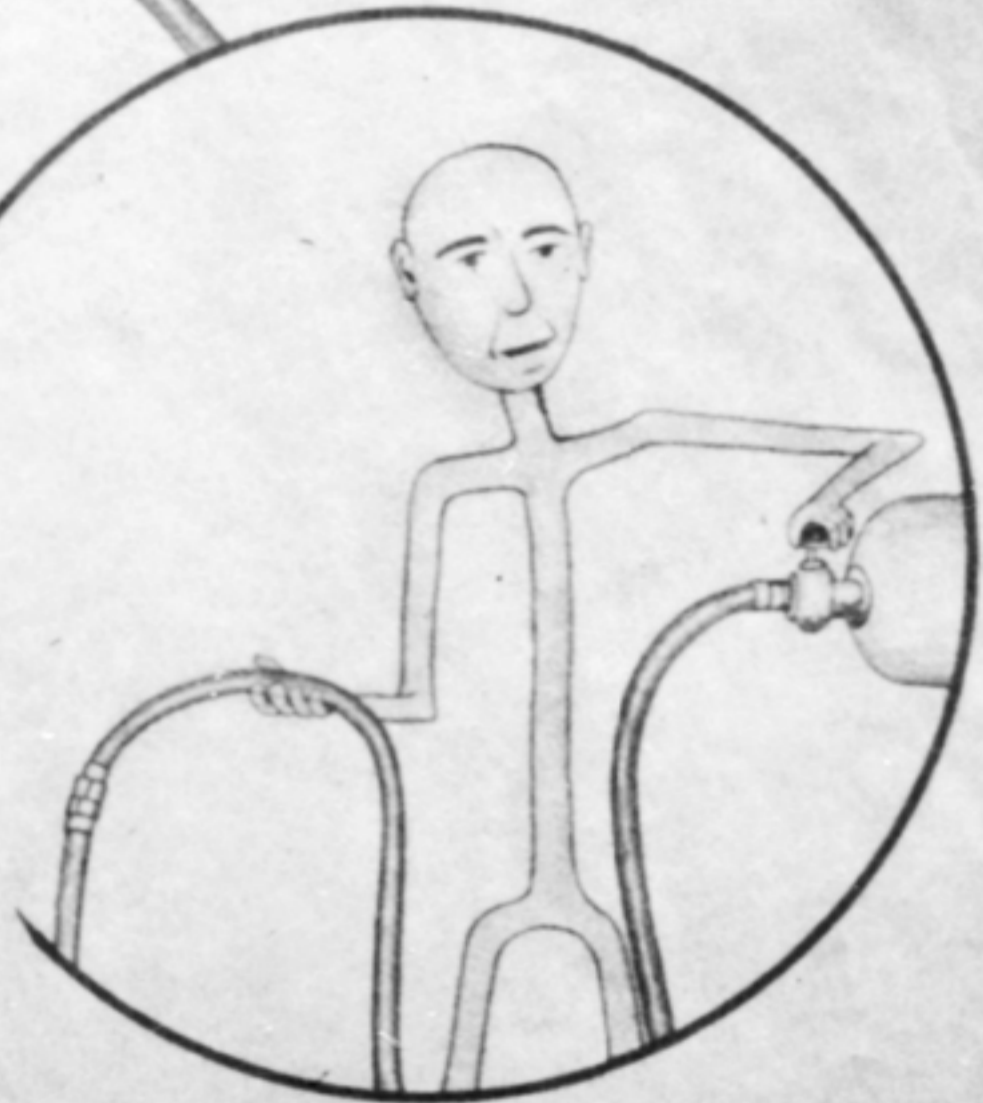


من الخطر ان نفتح موصلات انابيب
الهواء ، بدون ان تغلق اولاصمام الضبط في الخزان
لانته يحتمل ان يدخل الرمل والفتبار في عينيك .

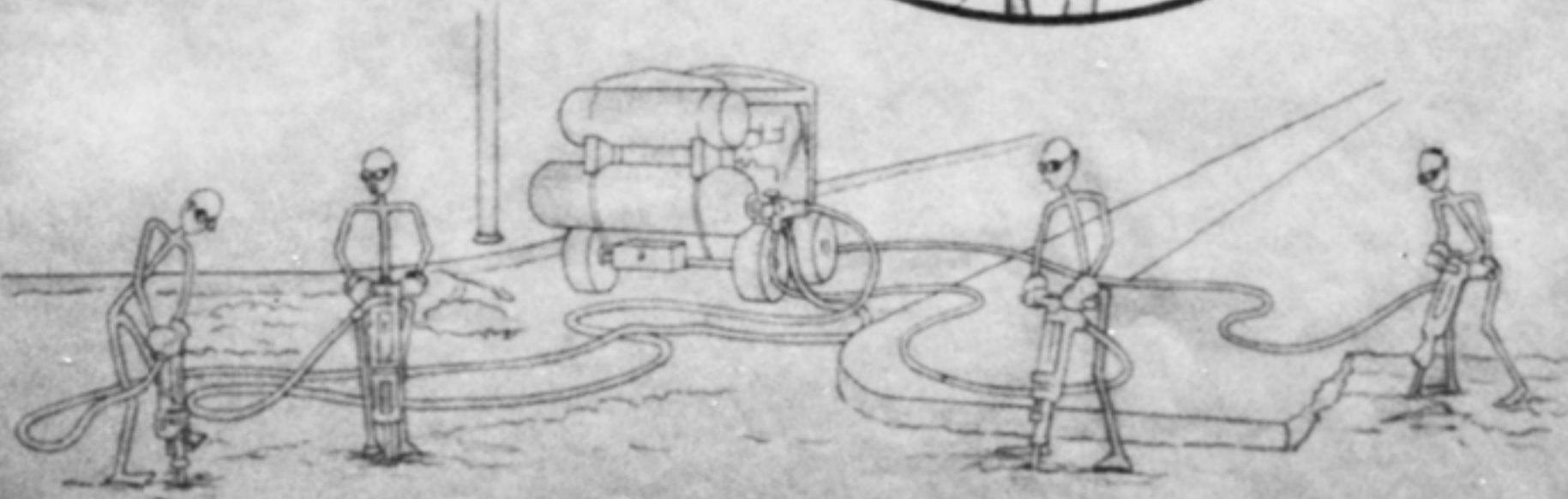
IT IS DANGEROUS TO BREAK QUICK-
COUPLING AIR HOSE CONNECTIONS WITH-
OUT FIRST TURNING OFF THE CONTROL
VALVE AT THE TANK. DUST AND SAND
MAY BE BLOWN INTO YOUR EYES.

السلامة اولاً

اغلق صمام الهواء قبل
فصل انابيب الهواء عن بعضها
وقبل اخراج منقب الهواء .



SAFETY FIRST - TURN
OFF THE AIR VALVE BEFORE DIS-
CONNECTING AIR HOSES AND
BEFORE REMOVING THE AIR
HAMMER.

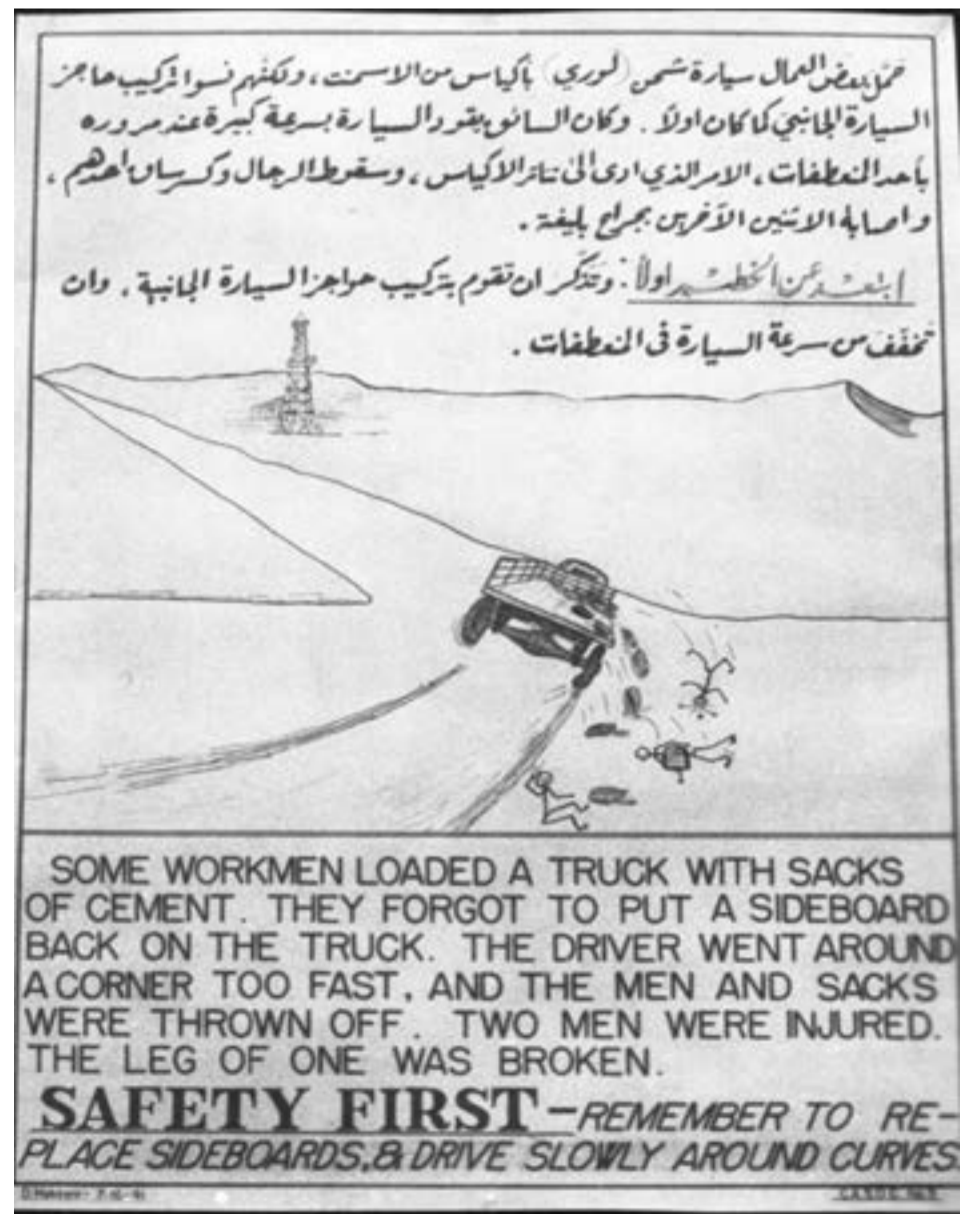


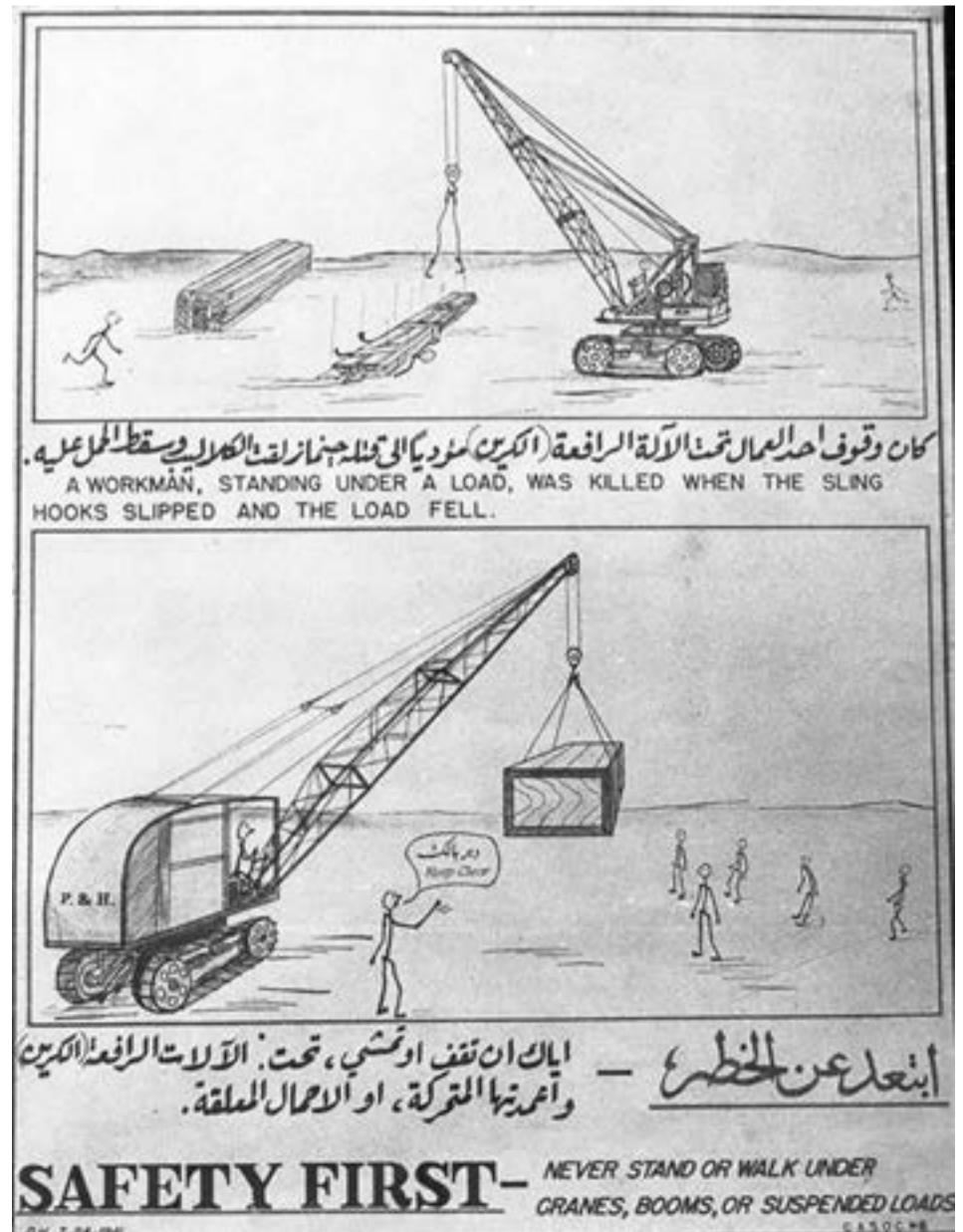


Translating "Safety"

CASOC poster No. 59, Compressed air, 1942

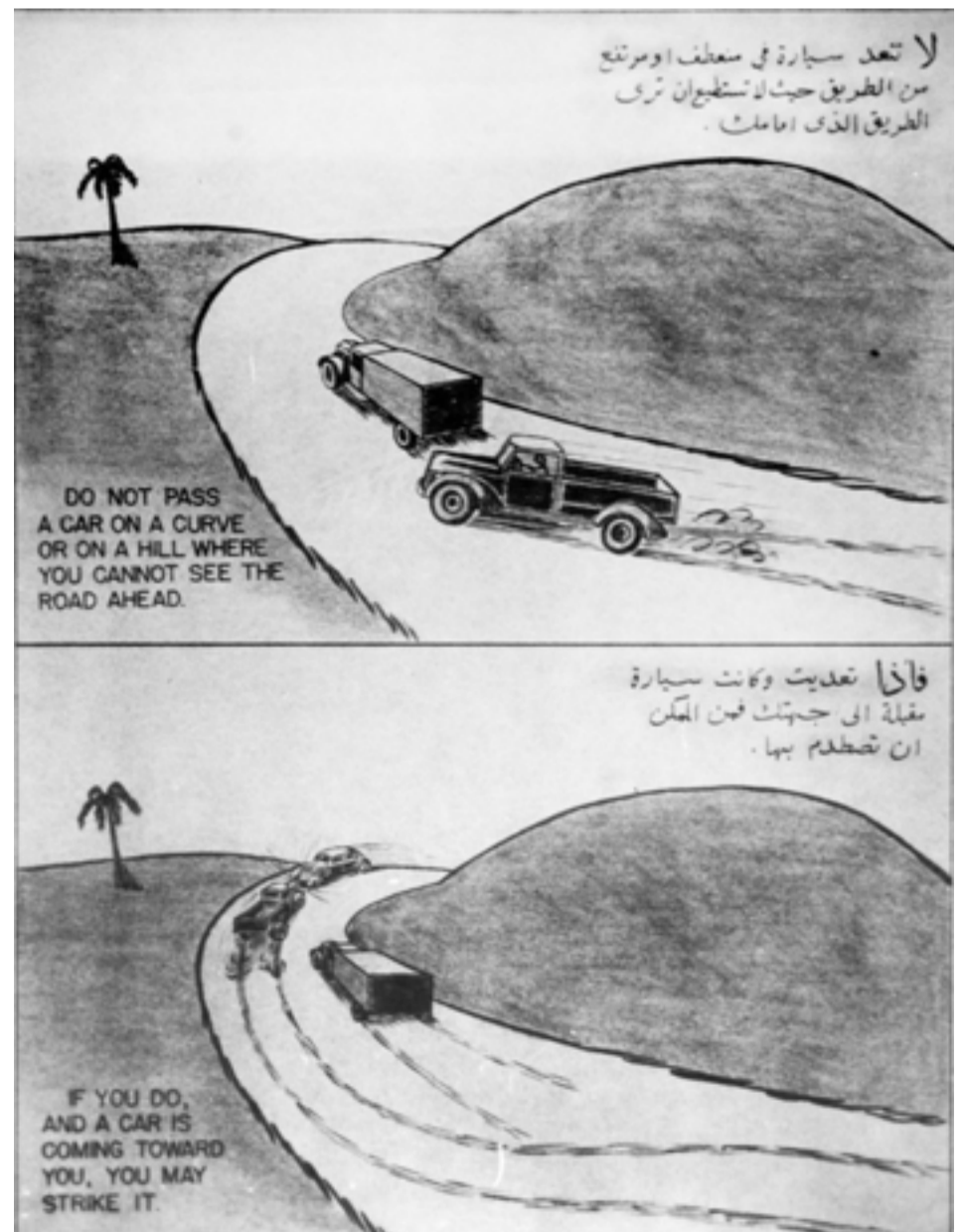
A major problem faced by CASOC safety engineers, along with designers and translators, was finding an Arabic equivalent of the word "safety." The company's very first posters used an Arabic translation of "Stay away from danger." The word "first" was added to the slogan to become "Stay away from danger first," before the *ابتعد عن الخطر* was replaced with *السلامة*. The majority of Arabic words have a three-letter root word, and in this case it is *سلم* (slm), which means "unhurt," or "whole," and is also the root for the word "peace." In contemporary use, there are two terms that are almost interchangeable for safety, *أمان* and *سلامة*. The first, *salaamah*, refers to being safe from injury, while the second, *aman*, is used in the context of security.







Hand tools | 1942



Road safety – defensive driving | 1942



Photos for posterity

Each poster from this time was painstakingly created by an engineer at a drawing board and from there was directly pasted onto a wall to share its message. Because the posters were not mass produced their preservation was difficult. The harsh climate, with high temperatures, humidity, wind, and sand would have caused the paper to perish and tear, and the ink to run and fade. As no duplicate copies were available to preserve for posterity, the safety engineers resorted to photography to ensure their work would not be forgotten. While not every single poster was photographed, the great many that were give a comprehensive view of the range of topics and the artistic ability of the engineers who created them.

These photos were kept by generations of Saudi Aramco engineers and only recently came to light as they had been held in a personal collection and were returned to the company as part of a haul of historical photos. The photos shown here are at their original size.

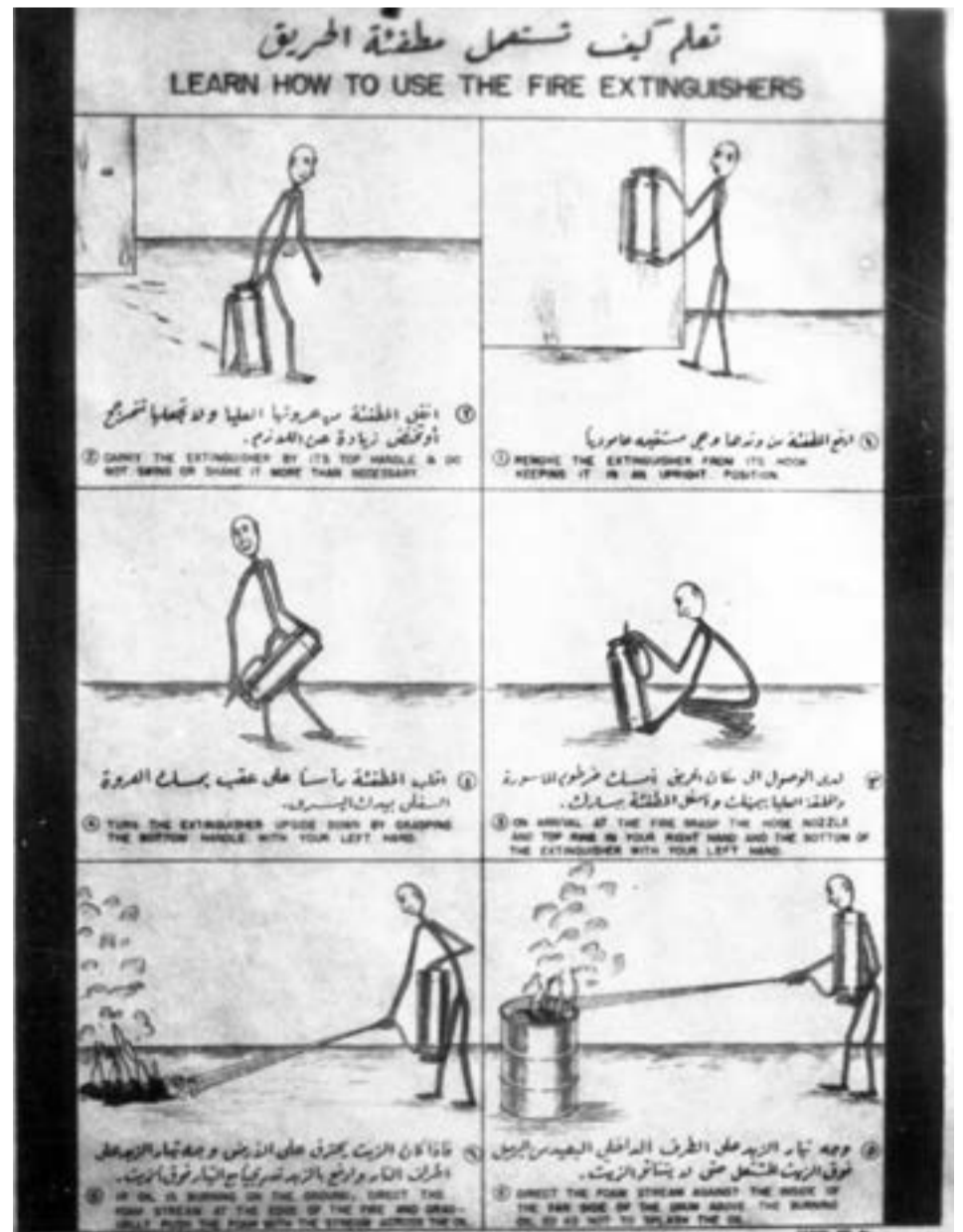
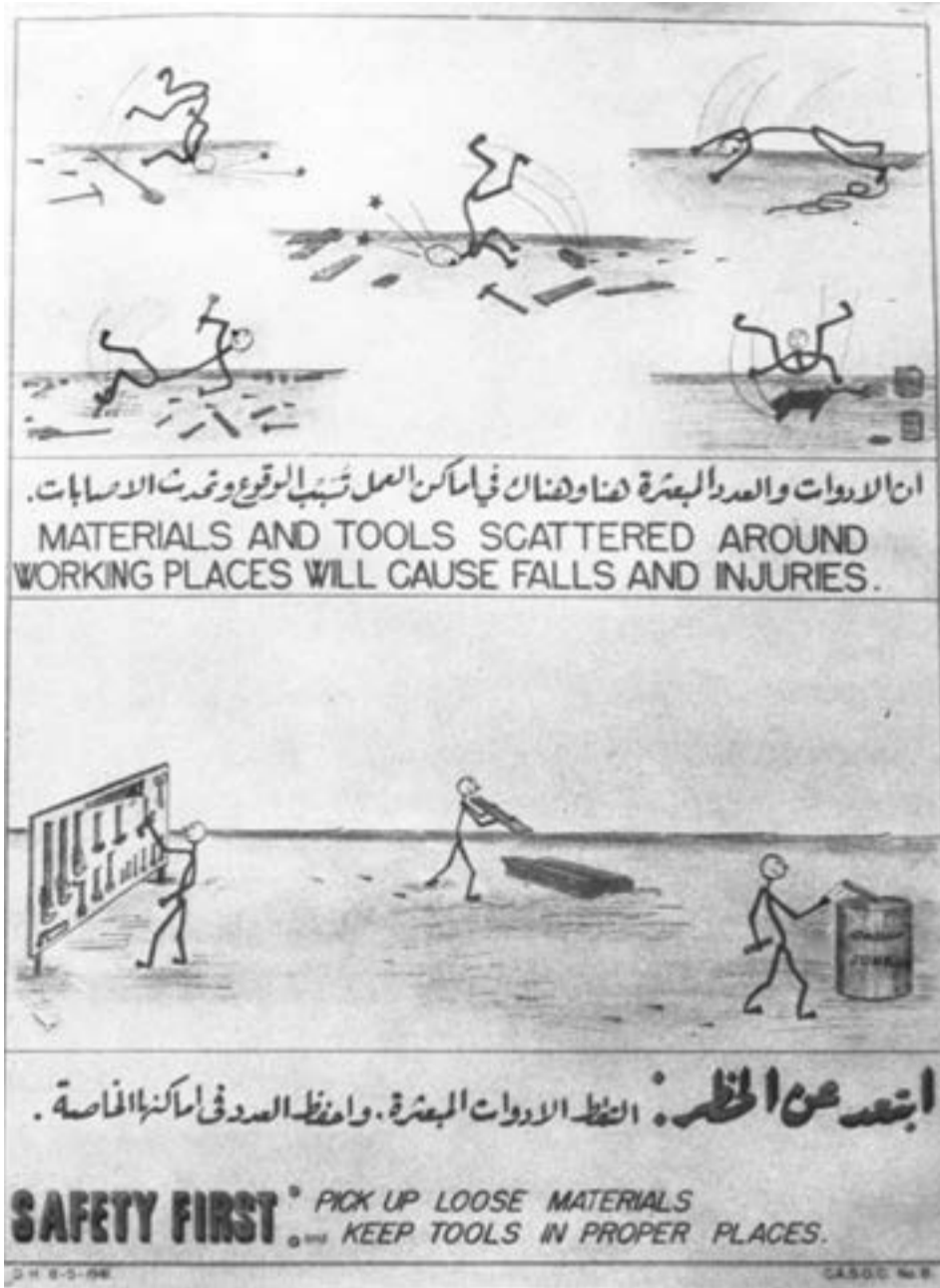


Storytelling posters

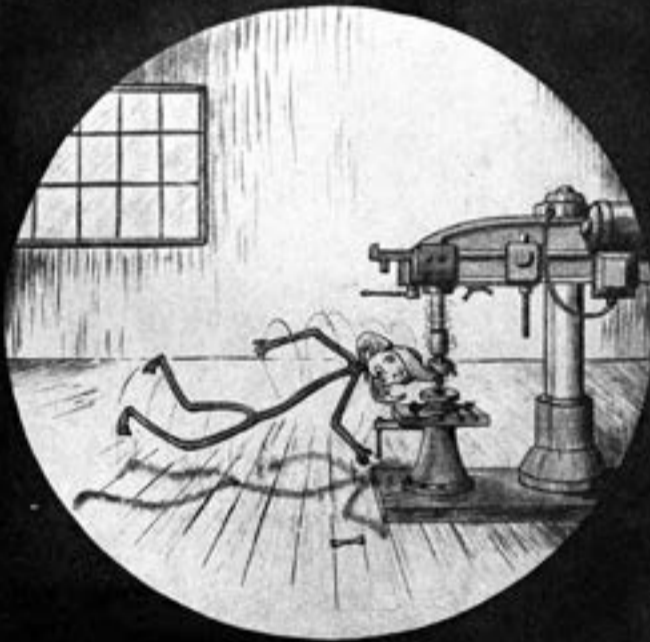
CASOC poster No. 47, Excavation safety, 1942

Industrial safety posters at the time usually relied on a simple message warning about a particular hazard, such as "Protect your hands" or "Falls can be fatal." However, these sorts of hazards and workplaces were unfamiliar to many working for the company at this time, meaning posters were adapted to communicate not only a slogan, but also tell an entire story. As the creators of the posters could not rely on previous experience in the workplace to convey their messages, they needed to tell a story from the origin of the hazard to safe completion of the job. Posters were also "consumed" differently, with workers collectively gathering around to discuss them, rather than only seeing them in passing, as was commonplace in other more advanced industrial workplaces.

The hazards of open excavations are shown in this poster, starting at the top right with workers creating a trench and then going home for the night. A hapless victim falls into the unguarded trench and is found when the workers return the next morning. The final panel presents the ideal situation which includes a barricade and a neatly arranged workplace against a setting sun.



لا تلبس القمحة والآلية المشددة (العاسعة التي تتحرك
من الجوانب) حول المناقب وغيرها من الماكينات المتحركة
لقد أصيبوا العمال بأصابات خطيرة عندما التقطت
البسمة العاسعة بالماكينات المتحركة



**DON'T WEAR LOOSE HEADCLOTHS OR LOOSE CLOTHING
AROUND DRILL PRESSES AND OTHER MOVING MACHINERY**
WORKMEN HAVE BEEN INJURED SERIOUSLY WHEN THEIR
LOOSE CLOTHING CAUGHT IN MOVING
MACHINERY

Rotating equipment | 1942



Road safety – pedestrians | 1941
Poster on display next to a fire extinguisher.



Road safety – defensive driving | 1942

ان الخطر كل الخطر في الركوب على
السيارة وارجلكم مدلاة من
الخلف مثل هذا .

IT IS DANGEROUS TO RIDE
ON A TRUCK WITH YOUR
LEGS HANGING OVER THE
BACK END LIKE THIS.

لأنه من الممكن ان تقف السيارة فجأة بينما سيارة
اخرى تنهض فينسبب من ذلك ان تصطدم
بسيارتكم، وتسحق ارجلكم مثل هذا .

BECAUSE IF YOUR TRUCK SHOULD STOP
SUDDENLY AND ANOTHER TRUCK WAS
FOLLOWING CLOSELY IT MIGHT RUN
INTO YOUR TRUCK AND CRUSH YOUR
LEGS LIKE THIS.

ومن الممكن ان تسقطوا من السيارة اذا
السيارة صدمت بتواء .

OR YOU MAY FALL
OFF IF THE TRUCK
HITS A BUMP.

ابتعدوا عن الخطر
واركبو دائما داخل السيارة .

BE SAFE
ALWAYS RIDE INSIDE

CASOC NO 25



One of the many bomb shelters built during World War II in the camp after an Italian aircraft dropped its bombs on Dhahran, although the raid had been destined for Bahrain.

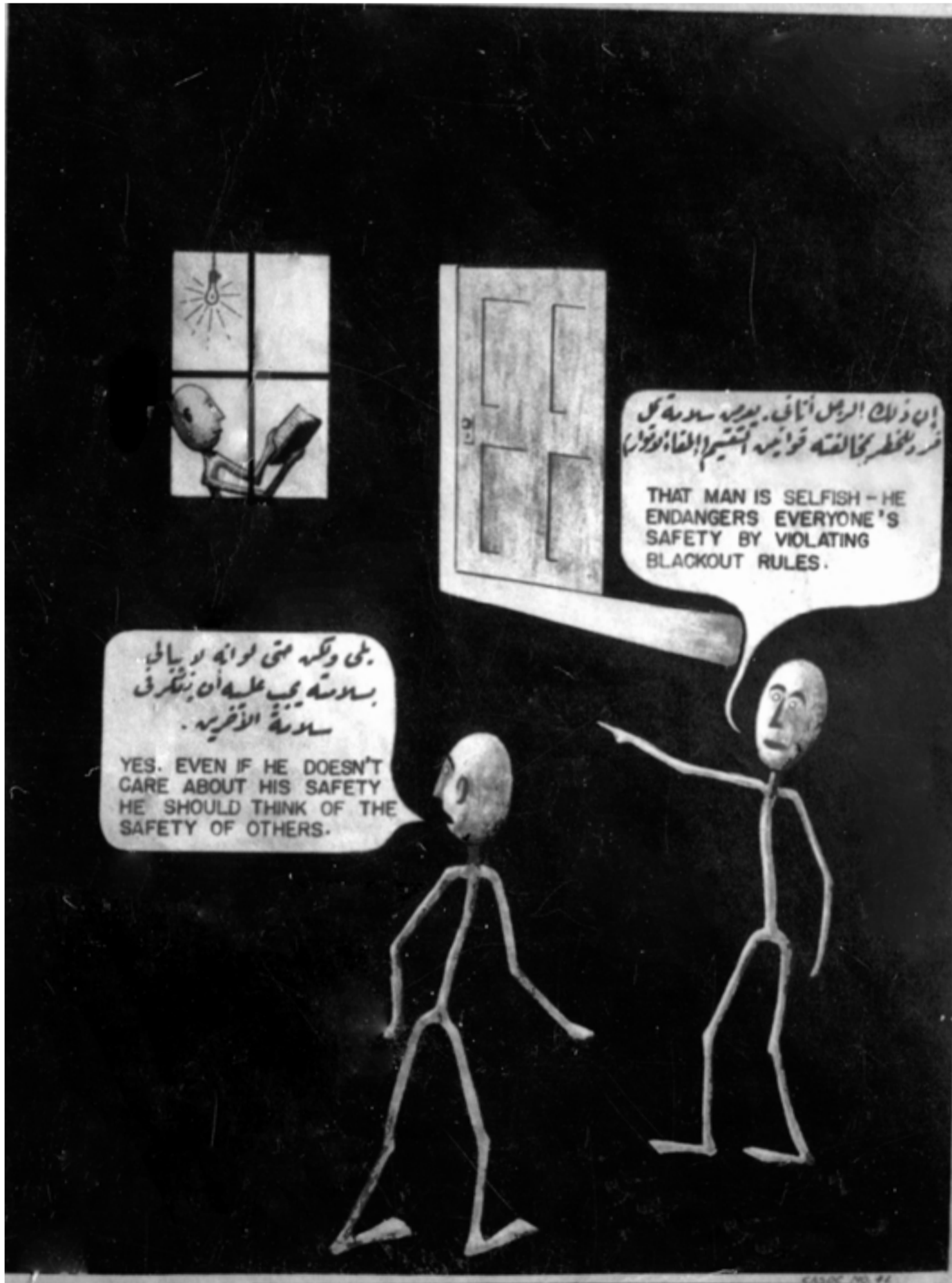


Bombing raid

The morning after Italian aircraft inadvertently bombed Dhahran in October 1940, locals went to inspect the damage. One American resident, Oliver Boone, had his camera to hand and captured the scene, including people gathered at the bomb site and the minimal damage to pipes.

The impromptu inspection was not without a moment of drama as Wallace Stegner describes in *Discovery! The Search for Arabian Oil*.

“The next morning at Dhahran there were about 50 or 60 Americans, along with a number of Saudis, scratching around in the line of small bomb craters that ran along a level stretch of ground, then up and over a rise and down the other side. They were searching for bomb fragments to keep as souvenirs. All at once Oliver (“Danny”) Boone burst from one of the craters, running as if for his life. The others, following his panic-stricken, backward-straining gaze, saw two Saudis who had just come over the rim, each carrying a dud bomb.” The unexploded bombs were later safely disposed of.



Safety communication | 1942

The "blackout" poster encourages observance of the nighttime blackouts to prevent enemy aircraft from using the lights as a target.



The deadly gas

CASOC poster No. 56, Home safety, 1942

From the very beginning of Aramco's safety awareness development, efforts were made to promote safety at home. Two surviving examples of this are "Kill the mosquito before it kills you" and warnings on "carbon monoxide." The carbon monoxide poster shows the grinning specter of "Death" leaning over a sign warning of the hazards of having fuel-burning heaters in enclosed spaces. Lying inert on the floor below the hooded figure of "Death" is a stickman body in a closed room.

**اقتل البعوض
قبل
ان تقتلك**

**KILL THE MOSQUITO
BEFORE
IT KILLS YOU**

البعوض ينشر مرض الملاريا

MOSQUITOES SPREAD MALARIA

(1) بيض البعوض يطفو على الماء.
(2) البعوض ينشأ بشكل دود متلوي.
(3) البعوض يخرج من الشرنقة.

(1) MOSQUITO EGGS FLOAT ON WATER.
(2) MOSQUITO LARVAE OR "WRIGGLERS".
(3) MOSQUITOES EMERGING FROM PUPAE.

البعوض يبيض على الماء الراكد (ونادرًا على الماء الجاري) والبيض يتفقس إلى أشياء صغيرة تتلوي (شبيهة بالدود) ثم يخرج منها البعوض بعد أسبوع إلى عشرة أيام ويظهر. البعوض ينشر مرض الملاريا بواسطة قرصه للاستئناس العالين من الملاريا ومن ثم ينقل المرض إلى الناس الآخرين.

MOSQUITOES LAY EGGS ON STILL WATER (SELDOM ON RUNNING WATER) AND THE EGGS HATCH INTO "WRIGGLERS" (SMALL WORM-LIKE THINGS FROM WHICH AFTER A WEEK TO TEN DAYS, THE MOSQUITOES EMERGE AND FLY AWAY. MOSQUITOES SPREAD MALARIA BY BITING PERSONS SICK WITH MALARIA, AND THEN CARRYING THE FEVER TO OTHER PEOPLE.

صد الملاريا بتأديف بيض البعوض والأشياء الصغيرة الشبيهة بالدود.

PREVENT MALARIA BY DESTROYING MOSQUITO EGGS AND WRIGGLERS.

انزع المياه الراكدة من المستنقعات.
ضع زيتًا على المياه الراكدة التي لا يمكن تصريفها.
افرج المياه من الآبار في وقتها مرتين أسبوعياً وغطها بقطعة القماش (الزقود) الثقاف.

DRAIN POOLS OF STAGNANT WATER.
PUT OIL ON STAGNANT POOLS THAT CANNOT BE DRAINED.
DRAIN AND DRY WATER WELLS ONCE A WEEK AND COVER WITH CLOTH SCREENS.

Fighting malaria

CASOC poster No. 30, Home safety, 1942

In 1941 CASOC launched a campaign to fight malaria, which was endemic throughout much of Saudi Arabia at the time. This poster was part of the education effort that saw the incidence rate of malaria fall from 200 cases per 1,000 employees in 1945 to virtually nil five years later.

السلامة أولاً
في
أعمالنا

SAFETY
COMES FIRST
in
ARAMCO



Aramco Safety No.113

Safety communication, 1948

At the end of World War II, CASOC saw a rapid expansion of operations, both in oil production and further afield in development and infrastructure projects, that would play a significant role in transforming Saudi Arabia into a modern industrial society. This had major implications for health and safety in the workplace due to the resulting rapid rise in the number of employees, which “soared from 2,000 in 1944 to over 20,000 in 1948,” as recorded in *A Land Transformed*.

While posters continued to be produced during this time, very few survived. Two of those that do, from 1948, after the company was renamed from CASOC to the Arabian American Oil Company – or “Aramco” for short – were produced in black and white. One of these promotes the idea of a safety culture with the words “Safety comes first,” and includes the company’s very first safety branding by using its logo of a palm tree in the desert.

تذكر واطع نظم السلامة

REMEMBER & OBEY THE SAFETY RULES!

الشكل الدينامي
معناه: خفف السرعة
Diamond Shape
Means
SLOW DOWN



معنى هذا الشكل
قف
This Shape
Means
STOP



ان شكل اشارة الطريق له معناه عند السائق الحذر

فافهمه
وانتبه اليه



TO THE SAFE DRIVER

*THE SHAPE OF A ROAD SIGN
HAS A MEANING!*

**KNOW THEM
HEED THEM**

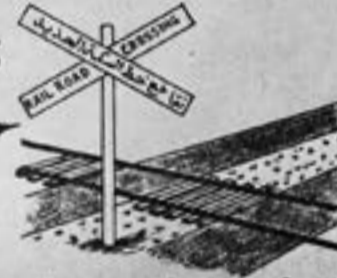
PREVENT ACCIDENTS امنع وقوع الحوادث

الشكل المستطيل معناه
الاستعلامات
Rectangular Shape
Means
INFORMATION

ممنوع الوقوف
**NO
PARKING**



معناه
تقاطع السكة الحديدية
Means
RAIL ROAD
CROSSING



ARAMCO SAFETY NO. 161

مشاركة الزيت العربية الامريكيتي، السلامة رقم ١٦١



Road signs

As Aramco expanded rapidly after the end of World War II, so too did its fleet of vehicles. This expansion required training of drivers and education for all road users. Posters, such as that shown on the left, providing information on different types of road signs, were accompanied by the creation of the signs themselves. In the example above, a wrecked truck was used as a signboard – an implicit reminder of the consequences of not following the poster's instructions.



First-aid classes

First-aid classes were offered to employees from 1941 when they were taught the essentials of how to provide basic medical assistance such as bandaging wounds, immobilizing fractures, and cardiopulmonary resuscitation (CPR). The photo above was taken at one of the first classes organized by the Engineering Department, with Andy Anderson on the right. One of the course's earliest attendees was a stockman, Suliman Saleh Olayan, who later went on to become a contractor for Aramco as part of the company's program to encourage entrepreneurial development. Olayan later set up a trucking company, which became a New York-based conglomerate of over 50 companies. He is second from the left. The photo at the top is a stretcher-carrying exercise from a first-aid class conducted in 1941.



Before radio broadcasting was a possibility, other options were put to use. Here, a loudhailer mounted on a vehicle branded with the Aramco Safety logo makes safety announcements to passing workers.

PRIZE WINNING SAFETY LETTERS

The Safety Letter Contest - on the theme "How To Get People to Work Safely" produced these three 1st-prize winning letters - one from each District:

1st Prize-Winning Letter -- from Connie Ridgway, Abqaiq District :::

Have you ever heard a broken record repeat the same chorus over and over again? True, you may get up and move the needle on the record but strangely enough, those few words of song sound in your mind over and over again. You cannot help hearing them. By the same token, constant safety advice, repeated over and over, is sooner or later instilled in the mind of the worker it is striving to impress. Safety practice, as well as advice, must be repeated over and over again. So, let safety advice be repetitious. No one ever died of boredom.

1st Prize-Winning letter -- from Don R. Larkin, Dhahran District :::

TELL the workers what their job is and the IMPORTANCE of their job.

START each job with full instructions, EXPLAIN, INSTRUCT, DEMONSTRATE the proper and safest method. Make sure that each worker is COMPETENT and UNDERSTANDS how to operate machinery before full time assignment.

Do not relax training and supervision, carry it on full time on each job.

Assign inexperienced men to work with trained personnel.

ESTABLISH safety standards and see that they are enforced. Insist on proper clothing, use of safety devices and proper spacing of workers. PROTECT yourself by watching out for other fellows. THINK BEFORE ACTING.

1st Prize-Winning Letter -- from A. C. Vick - Ras Tanura District :::

Part of each new employee's instruction should include a period devoted to the Company's Safety Program in general, and especially that part that has a direct bearing on the kind of work he will do. He should be told where and how safety equipment can be obtained.

After he is at work, contacts by Safety men will show whether he is familiar with and following safe procedures. Ask him to tell of any hazards encountered and what he thinks could be done to make them safe.

Extend this work in the field to all employees and they will work safely.

Second and Third prize-winning letters will be published in coming issues.

"How to get people to work safely"

In 1947, the *Sun and Flare* hosted a safety letter contest where both employees and residents were encouraged to write a letter on the theme "How to get people to work safely." The winning letters, one each from Abqaiq, Dhahran, and Ras Tanura, were published in the April 18th edition, and their advice is still relevant today.

SPEAKING OF PICTURES...

... OIL COMPANY POSTERS TEACH ARABS SAFETY ON THE JOB



POSTER ADVOCATES GOGGLES EVEN IN HEAT. ENGLISH TEXT IS FOR AMERICANS



ANDERSON'S ARTISTS MANAGED EXPRESSION EVEN IN "STICK MAN" DRAWINGS



LOOSE-CLOTHING POSTER IS ESPECIALLY AIMED AT THE RETURNING WORKMEN



THE POSTERS ARE NUMBERED RIGHT TO LEFT FOR ARABIAN READING HABITS

Life magazine

An article from a 1945 issue of *Life* magazine displays a range of stickmen posters. These images were captured following a visit by journalists to Saudi Arabia. The Kingdom was in the headlines at the time with U.S. President Franklin Roosevelt having met with King Abdulaziz in February of that year aboard a U.S. navy cruiser in the Suez Canal. This meeting laid the foundation for strong U.S.-Saudi relations that would continue for decades. For this reason, magazine journalists had traveled to oil producing nations of the Middle East, to profile the industry and the people behind its success. These journalists recognized how posters, a common means of communication in workplaces throughout the world, had been adapted and transformed to suit the environment in which Aramco operated at the time.

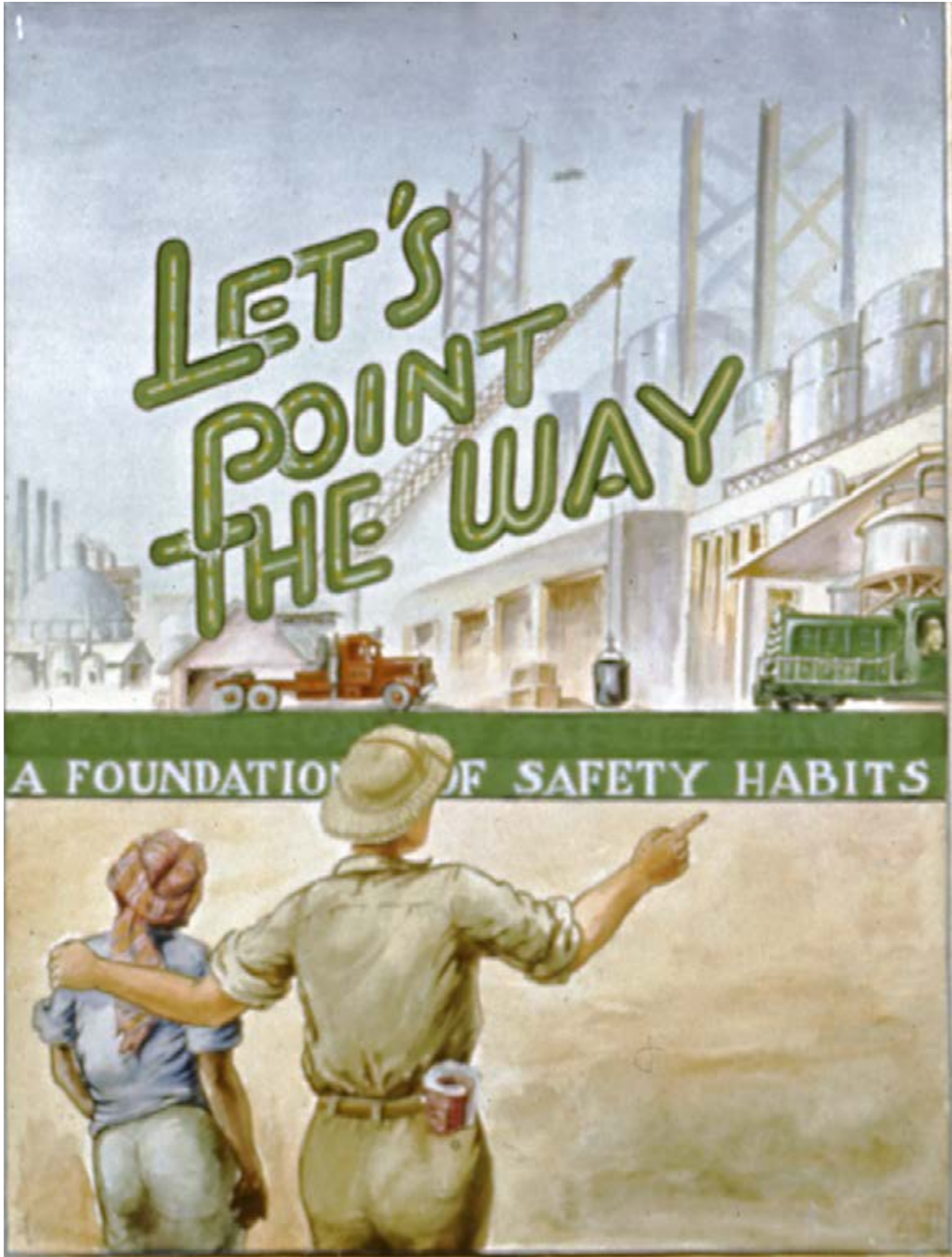


Poster prize

In 1948, with the rapid expansion of the workforce, including almost 2,000 Italians from the former colony of Eritrea, the Engineering Department made a concerted effort to modernize the posters. Central to this effort was an employee contest to design a safety poster, the intent of which, according to the *Sun and Flare*, was "to arouse interest in accident prevention and safety consciousness on the part of all employees."

As a sign of the times, prizes were categorized into three groups – Americans, Arabs, and Italians – with the grand prize being a trip to either Paris, Mecca, or Rome depending on the nationality of the winner. A number of other prizes were also on offer, including radios, Rolex watches and canteen vouchers. This contest was promoted in the *Sun and Flare*, with all 136 entries put on display at various locations, including Abqaiq, Ras Tanura, and Al Aziziyah, to encourage voting. Thanks to recently discovered color photographs of the contest winners' award ceremony, it is possible to still appreciate the very best-of-the-best submissions. These rare slides are all that remain of the early color posters produced for the company, but the first color posters were only printed in the late 1950s.

The English and Arabic winners and the runners-up are in the photo on the facing page and a selection of the entries for the competition are presented on the following pages.





William J. Matthews (right) is congratulated at the 1948 award ceremony for his winning poster (on the facing page) that won him a trip to France. The winning Arabic poster entry is on the left of the photo.



S.A.G.

Look Around
For Safety

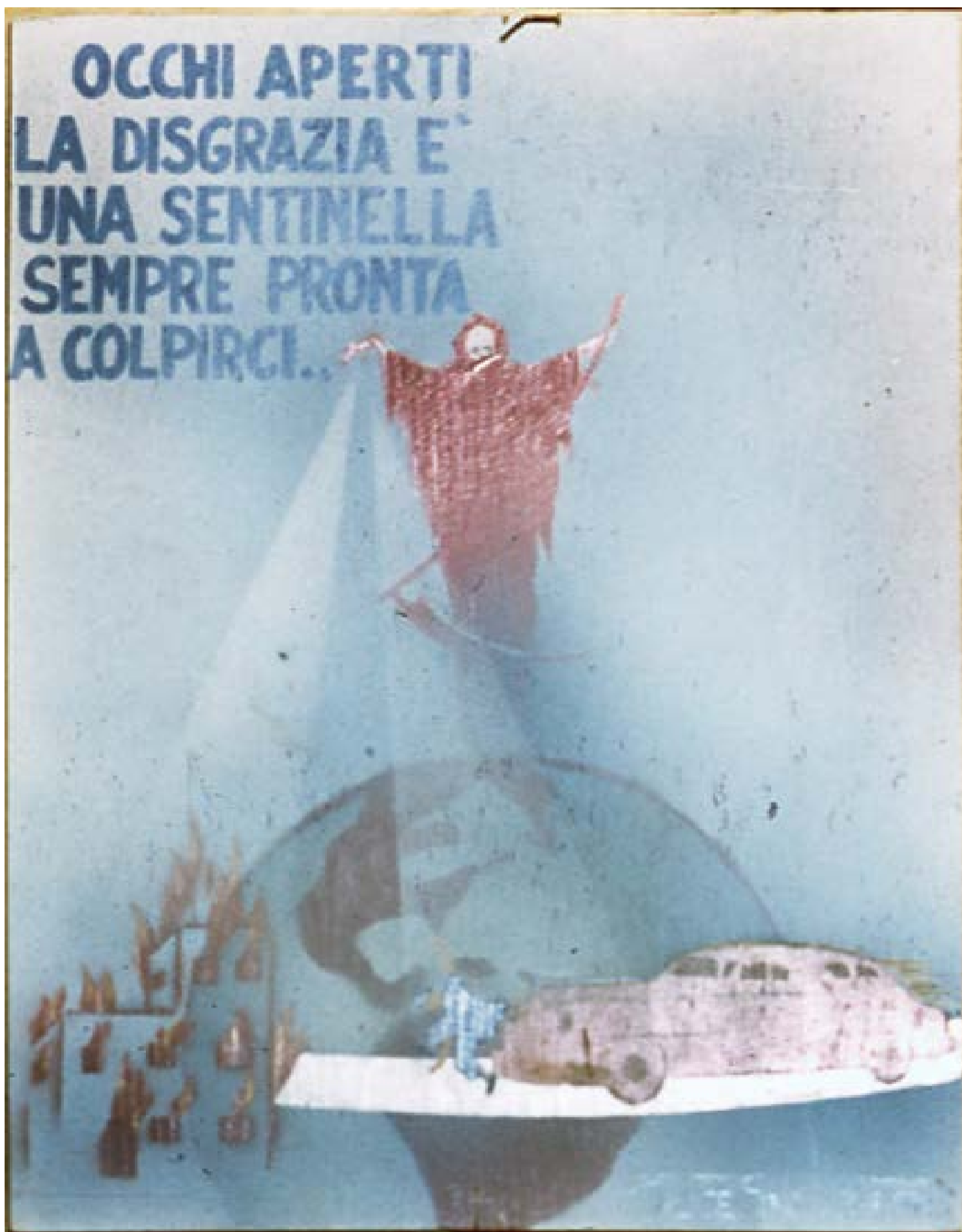
CHI ALLE NORME
SI ATTERRÀ
TANTE
DISGRAZIE
EVITERÀ..



Italian employees of Aramco also entered the competition. The winning entry (above) was created by Ottavio Fareri. It translates as "Those who follow the rules, will avoid any accident. Caution."







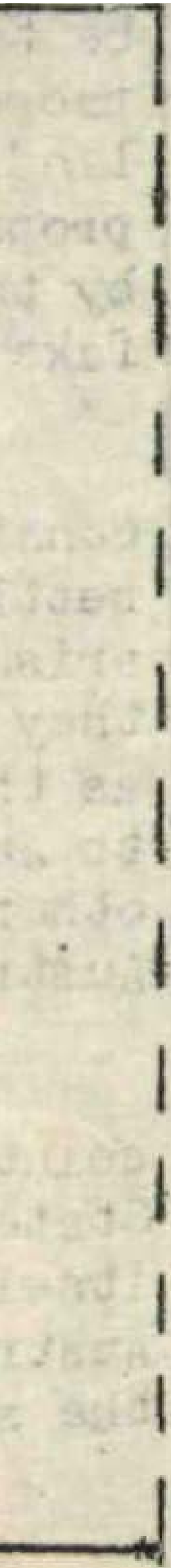
This Italian entry reads: "Keep your eyes open – Misfortune is watching and always ready to strike."

How do you know
You won't be next?



DOWN WITH UP!!





The short life of Joe Cigar

A great example of safety-related creativity was the arrival of “Cigar Man” – a short-lived character used in the *Sun and Flare*. From February 1947, Joe Cigar featured weekly with a tale about the woes in his life because of having failed to follow basic safety rules. Told in a folksy, fireside story fashion, the tales were accompanied by illustrations similar to those of the poster stickmen, albeit with more cigar-shaped appendages.

“Tales of a cigar” cited statistics from a particular incident category to relay a serious message in humorous garb using puns, irony, and contemporary cultural references. For back injuries caused by not lifting heavy objects using the correct technique, the tagline is “It wasn’t his I.Q. that made him stoop-ed,” and to highlight an incident where a tool had slipped and caused a head injury – “Man uses wrench, on wrong nut.” Even Lana Turner, a famous actress from the 1930s, is mentioned when Joe Cigar talks about contact with hot surfaces, and when it comes to “striking against objects” Joe makes an impassioned plea: “Comrades, the time is ripe for revolution ... I have presented facts and more facts, trying to convince you that it is time for revolution against industrial accidents and injuries.” Sadly, Joe Cigar did not remain when the company took a more formal approach to safety communication, but some of his wise tales can be seen on the following pages.

FACTS AND FIGURES

Sure, accidents happen, but it's the injuries that result that really hurt.

During the first 15 days of February there were 33 Dhahran and Abqaiq men who continued to be off-duty as the result of industrial injuries. From February 1 to 12, fifteen more were added — total: 48 men; 4,416 man hours lost; 552 work days. That's enough to get a good start on almost any job!!!

THE NEW ONES: (For the Record)

Abqaiq General Services	1
Dhahran General Services	7
Abqaiq Producing	4
Dhahran Producing	1
Dhahran Medical Department	1
Dhahran Personnel Department	1

Of this number, there were 4 foot injuries, two toes, two fingers, two eyes, two hands, one strained back and one burn.

HOW IT ALL BEGAN — THE CIGAR MAN

Well, I dropped a humidor full of cigars one day and in the mess that followed there was one cigar who particularly resented the treatment. He gave vent to his leafy temperament with a puffy stream of words in Cigar language—Tampa dialect. Being interested in all languages and dialects (not to mention talking cigars) we became fast friends; and old Joe, I called him Joe because that was his name, told me these tales, while we were lying around the room at night. (See above.)



GERONIMO!!!
LOOK OUT BELOW !!!

"The Tale of a Cigar - No. 1"

"See this picture," Old Joe Cigar said, pointing to the wat-sis at the left below, "well, let me tell you about it.

"You know the law of gravity is really very simple — when a body is dropped or becomes loose from its moorings, it will fall to the earth. A fellow named Newton had to have an apple drop on his head to find that out. You'd think people would take his word for it.

HISTORY

"History is full of falls — the Colossus of Rhodes, Rome, Walls of Jericho, Humpty-Dumpty, Stock Market. Yep, people oughta know about the law of gravity by now.

BUT, DO THEY?

"However, actually, there were 119 persons who lost close to 2,000 days of work during 1946 because of an accident from a falling object or an object dropped — in Aramco's operations. Of course, the type depicted here seldom results in injury to the human body; human dignity, yes!

INTERCEPTION

"By dropped or falling is simply meant something hurling through space in the direction of the ground — only somebody's noggin' or foot intercepts the pass. Result: pain and lost time — even death. All, carelessness.

YOU TELL THE BOYS

"You're a Safety man, tell the guys to secure their tools, materials and selves when working over other men; to get plenty help when lifting big stuff; work together as a team when lifting together; use skids for unloading; stay out from under cranes and other spots where things might fall; wear their safety hats and shoes — they'll look funnier with a hole in their head. Bench work," he continued, "and work under machinery and automobiles is only as safe as the fastness of the object worked on; pile material carefully and only as high as it can go without falling over; just think how you could do it safely and then do it that way.

THE GREATEST NUMBER

"Well, after all," he argued, "more of these kind of injuries occurred in 1946 than any other type — 119 — from objects falling or dropped. We oughta drop the injury rate, instead, in 1947."

GOODNIGHT

Then Joe climbed up into his favorite ash tray and went to sleep. I snuffed out one of his relatives and did likewise. — From the Annals of the Safety Engineering Division.

AND IN THE NEXT ISSUE

"ROLL OUT THE BARREL",
another Joe Cigar tale.

The Phoney Ponies Will Gallop -

The Dhahran Turf Club announces the first racing meet of the 1947 season will be held in the Clubhouse at 8:30 p.m. on March 2, 1947.

A new track is in the offing which will be sure to lower preceding track records. In accordance with the new method of operation, the time limit between races will be 15 minutes in place of the former 25.

For all those who have not formerly attended we wish to state that there will be mutual tickets prices at one rupee, the odds will be posted at reasonable intervals, and all monies received will be returned to the bettors. Come and enjoy yourselves and watch your selections coming down the stretch.

One other rule has been adopted which should enrich some lucky person and that is, all breakage up to and including the fifth race will be given to the lucky sponsor of the winner of the sixth race. The sponsor will be determined by the number on his mutual ticket for the sixth race. Six numbers will be drawn from the Racing Commissioner's hat - the lucky holders of these numbers chosen will be the sponsors. Only one horse is allowed a sponsor. If a sponsor is chosen for more than one horse, the first horse picked will be sponsor and another number will be chosen.

All final decisions will be made by the attending judge.

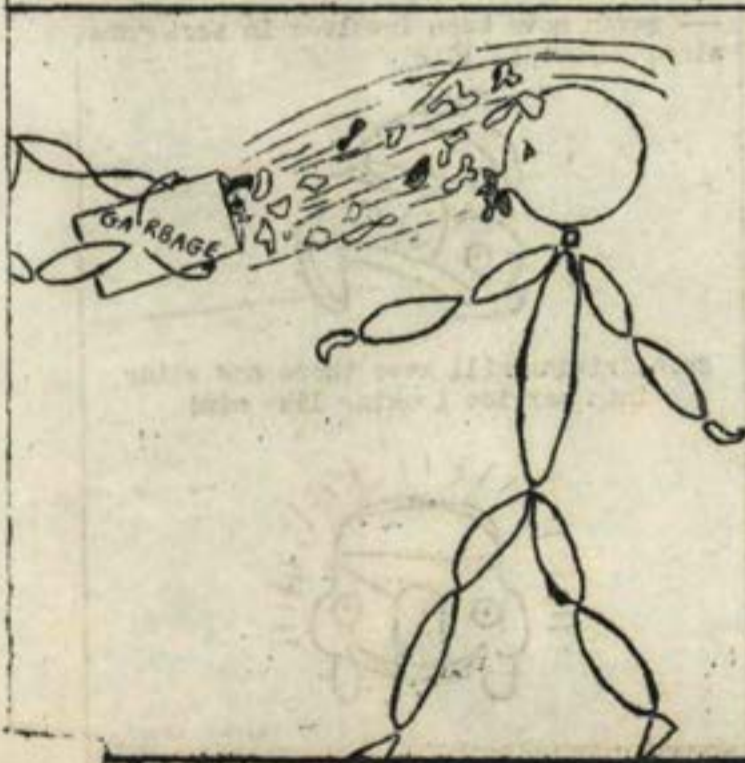
The date: Sunday evening, March 2, 8:30 pm

Tale of a Cigar -- No. 4 -

"The custom", Joe propounded, "of the men folk walking on the outside of the street originated a long, long time ago in narrow English and European streets where people were in the habit of tossing their garbage into the street from a second story window. A true gentleman walked on the outside, so that his lady friend was protected from this onslaught of slop. My immortal brush has caught a moment of this in the scene at the left, below. This is a rotten business and how it piles up on one.

"And accidents from flying objects, although not of the same type, piled up 44 during 1946 -- lost time, broken bones, torn flesh, a lot of pain and suffering were the wages paid.

THIS IS A ROTTEN BUSINESS !



"Most flying objects haven't much self control, so it's mainly up to you to stay out of their way. Swinging loads on cranes fall into this class. Some drilling tools, and others, too, have bad swinging and flying habits. Machinery that is not in proper repair occasionally flies to pieces. Particles from hand tools, if allowed to burr up or if used improperly, send some awful sharp, penetrating and painful injuries out looking for a place to happen. Breaking glass can fly, too; as well as hot liquids, chemicals handled incorrectly or molten lead.

"I'm not talking about eye injuries here, either; but the only way there won't be 44 or more injuries from flying objects in 1947, is if we keep an eye out for possibilities of flying objects and then cut off their wings."

Joe is always so abrupt - he rolled over, tucked his head under his cigar band and dreamt about the next tale he would tell: "AND WAS HIS FACE RED?" -- from the Annals of the Safety Engineering Division.

- injuries from BEING STRUCK BY FLYING OBJECTS.

Attention: Naval Reservists

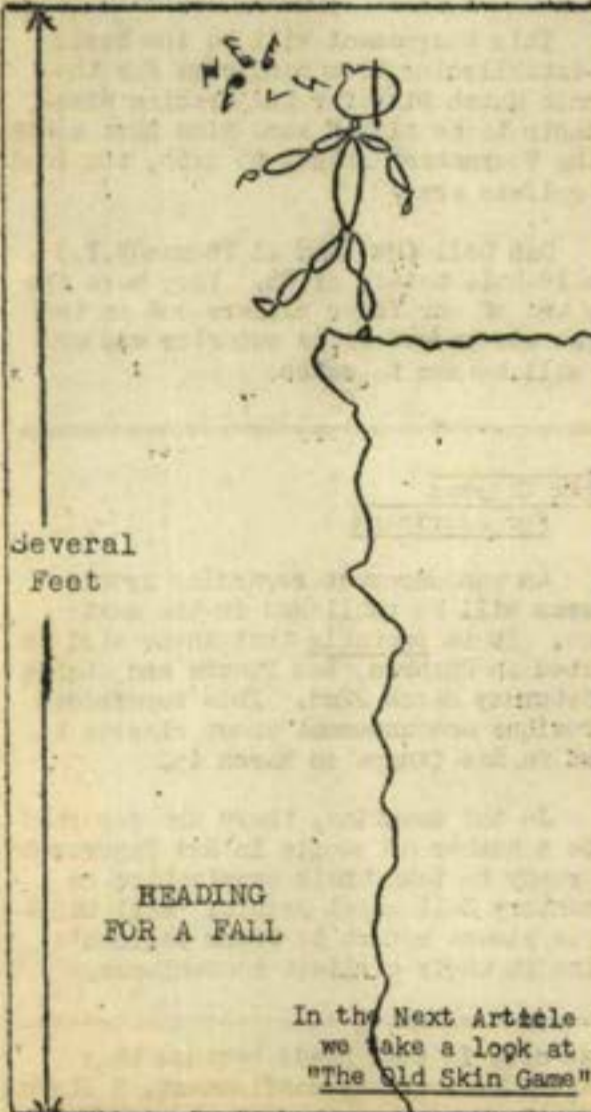
The Company has just received a booklet entitled "Your Place in the Post-War Naval Reserve", which it is believed, may answer certain pertinent questions you may have in mind regarding your future as a reservist.

This booklet may be obtained at the libraries in Dhahran, Ras Tanura and Abqaiq. As a limited number were received, the copies may not be removed from the libraries.

One of the Finest —

Hamilton Osborne, our Cairo Agent informs that the Chateau Brillantmont at Lausanne, for girls 16 to 20, is one of the finest schools of its kind in Switzerland.

A brochure covering all the features that make this school outstanding is on file in the Education Division Office at Jebel School. Please get in touch with Harry Ashford or "Mac" Nearpass if you are interested. Rates are also given with the material Ozzie sent down here.



Tale of A Cigar — No. 6 —

"This portrait-landscape," Hoe Cigar, expounded, defending his latest artwork, "is entitled Heading For A Fall and is a psychopathic study of a man on his way to becoming an acrophobic in one easy lesson — a quick jump. Now, you might say a man would have to be pretty high to pull off a stunt like that, but it sure is one way to sober up in a hurry!"

Food For Thought

"The only reason I lent my brush to this thought was because I found, rummaging thru some records, that Aramco employees tried the acrophobic trail at least 39 times with success during 1946. That's right — 39 individuals fell from elevations of one kind or another during the last year and landed at the bottom and in the hospital for lost days and no little misery. (For the theory explaining why things fall, see "Tale of a Cigar — No. 1".)

Operation Go-Boom!

"In more technical circles, this type of injury is politely referred to as 'Operation Go-Boom', a purely descriptive term of what happens to people who fall down and go —. In Aramco's labors there are many, many types of possible operation go-booms, to delineate them would only bore you more. Let it suffice that any platform, piece of ground, object that is above the level of the area below it, is an elevation. I know that sounds redundant as a parrot — but you get the picture, don't you?"

Head Over Heels

"Most of those who headed for and fell a fall during the last year, looked up from their final position to a derrick floor, a grease pit, a storehouse dock, a ladder, a scaffold, a motor vehicle, a makeshift used for a ladder or scaffold. There are other possibilities, too, but I'll let you supply them.

Puzzle It Out

"The ways to prevent this type of injury are not all simple — some are so simple they are ignored. I wonder if the supervisors on the type of jobs that have the hazards of this kind present couldn't puzzle it all out for themselves — after all they know more about their own jobs than I do. If they could — they certainly would ease a welcome fall during 1947 — a fall in the injury rate from falls from elevations — 39 falls are pretty tough on the accident record — not to mention the injured person in operations go-booms."

And then Joe fell back into his ash-tray and went boom — boy, was he loaded. —From the Annals of the Safety Engineering Division.

Who is He?

He was born in Tarentum, Pennsylvania, on February 5, 1906, without a silver spoon in his mouth. He may like to give people the impression he is a Southerner because his last habitat was Jackson, Mississippi.

As a youngster, his Mother Henrietta, had great hopes for the stocky lad, who grew to a hulk of 5' 9 1/2", tipping the scale at 190. But his teacher deeply wondered. Little else is known about his earlier life.

Prior to coming to Arabia a year ago this month, for two years he worked for Gocony Vacuum.

He has no physical defects. Lately he doffed his beard because of certain reasons best known to himself.

Girls, he is eligible!

His mannerisms when being introduced smacks of southern training..... not verging on the Kentucky Colonel type or does it? As a terpsichorean artiste he ranks one of the best, as the ladies will avow.

Among his clan he is darned well liked, because he is a good mixer and seems to be even-tempered.

He is not afraid of work as evidenced by his recent assignment in Al Kharj. He is now with Dhahran Construction and his daily chores bear respected mention. He enjoys the respect of all who work with him and that goes for Americans and Arab employees alike.

Often he can be seen working out doors without a shirt, however if he is smart he will not go shirtless when hot weather comes to stay. His name will be found all by itself somewhere in this edition. You'll say: "That's him!"

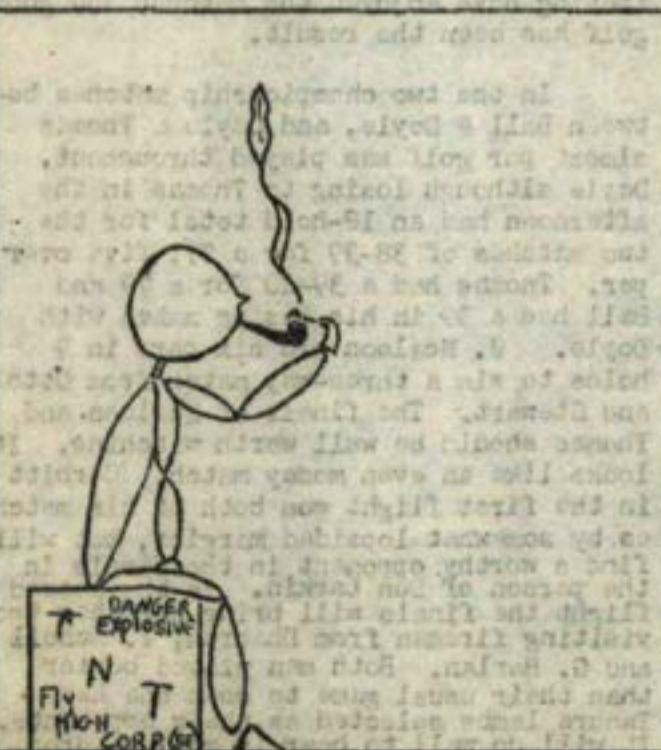
Tale of a Cigar -- No. 15

The Havana Chamber of Commerce would'nt be very proud of Joe Ciarg's picture today - not with a pipe smoker in it - but Joe was flying pretty high.

"We have, in our race," he theorized, "some whose occupation is to explode for the amusement of the practical joker. It is not the best occupation for a cigar - it tears you apart in no time at all.

"But there aren't many human beings who are built to stand the onslaught of an explosion. At least 7 persons found that out during 1946 while working for Aramco -- painful and serious disabilities resulted.

**LEARN TO FLY
IN ONE EASY LESSON**

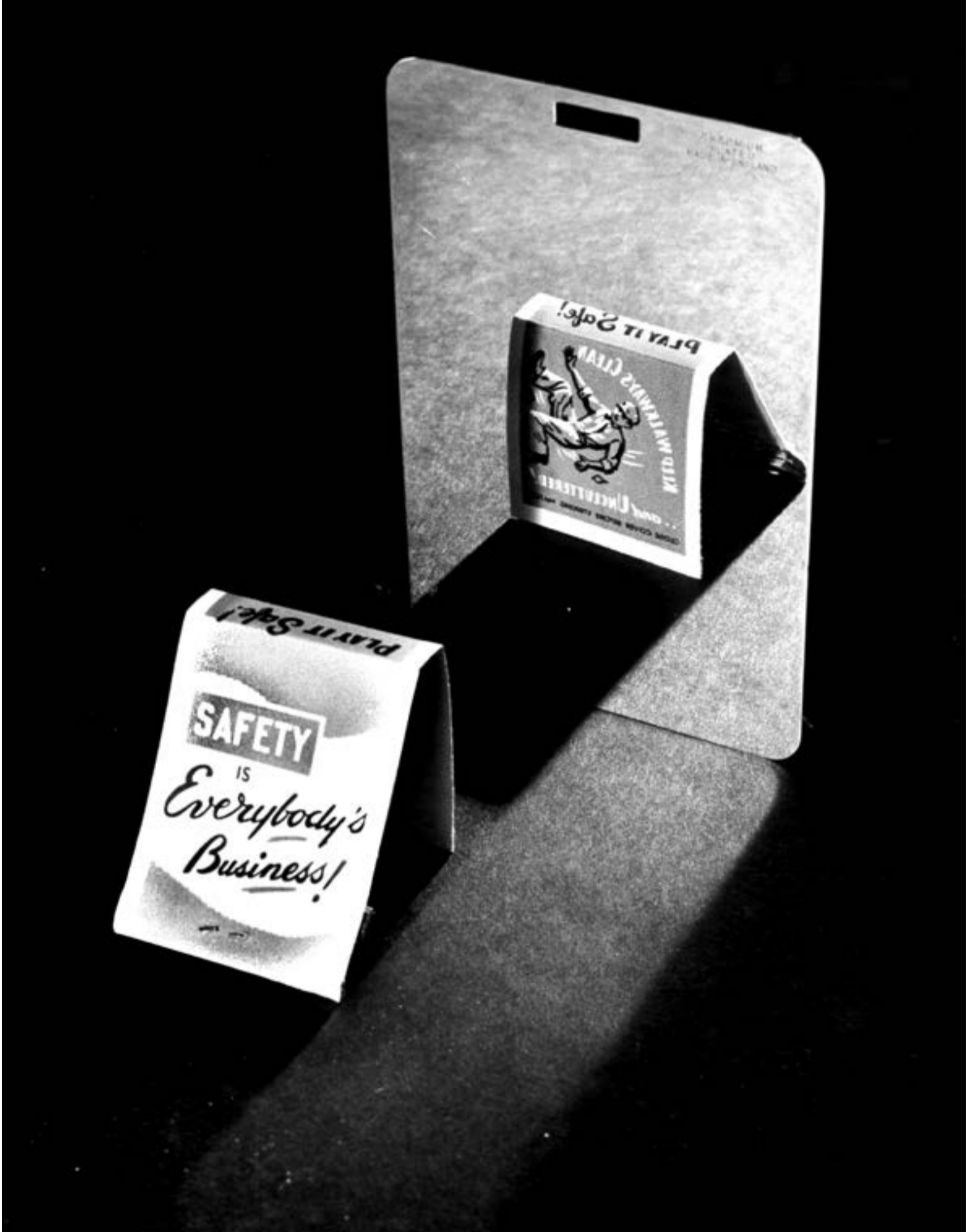


7 Injuries from EXPLOSIONS

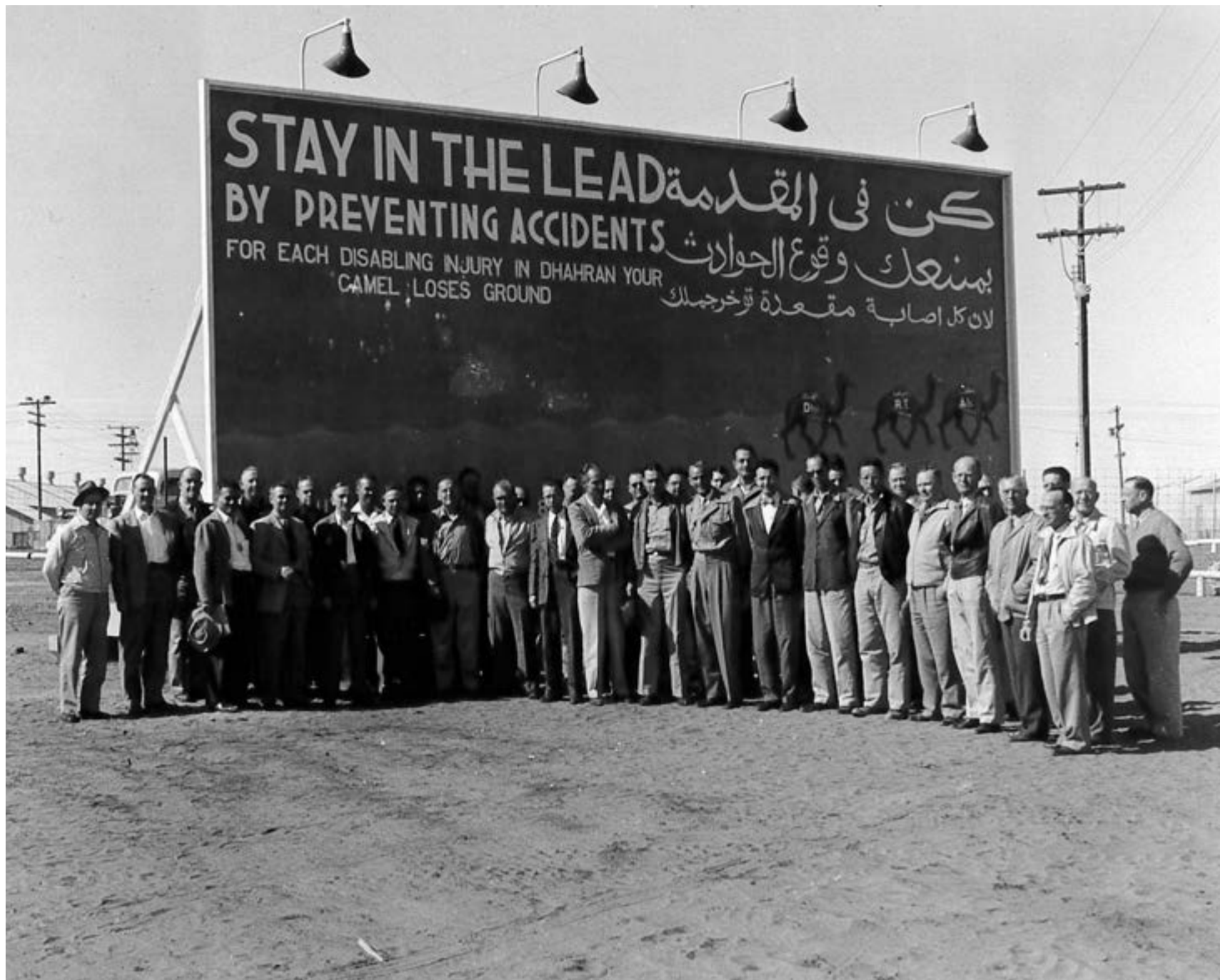
"It seems that acetylene generators, boilers, tires and tubes, lines and headers, cyanide baths, fire boxes are the most habitual offenders where explosions are concerned around here; although there are many explosion potentials.

"Most of the explosions in 1946 could have been prevented had proper instructions been given inexperienced workmen or had proper supervision been maintained. Wariness to explosions should be a very good habit for every person working in or around oil, gas and petroleum products operations. Open flames are never permitted where there is the slightest suspicion of danger; smoking must be restricted; other precautions are essential.

"There's no use getting all blown up about it; ordinary common sense, proper maintenance and inspection, and obedience to regulations will guard you pretty carefully. But relaxing your attentiveness, such as our character in the picture, may give you a quick flying lesson, with several side trips; and they'll learn about the accident bit by bit, as they pick up the pieces," and he lapsed off into his thoughts about his relatives who had gone the way of all 'flash'-cigars. And Next Week - "In the Groove".



50



A group of mostly American employees gather in Dhahran in front of the "Camel Race" board highlighting the need to prevent accidents.

In 1950, Aramco reached an important transformation milestone when the first all-Saudi crew for a gas-oil separation plant (GOSP) began work in Abqaiq. The success of this transition was immediate, with three other GOSPs in the Abqaiq area being run by Saudi crews only a year later. This shift to Saudization not only changed the demographics of the company's workforce, but also the way in which safety messages were communicated. Until this point, safety education had been largely reactive, seeking ways to counter the most common causes of injuries and accidents. By the 1950s this had evolved to become more inclusive, relying less on explaining to workers what was wrong with their work, and more on including them in the process of improving workplace practices.

In 1952, the number of Aramco employees reached a peak of just over 24,000, a high mark it would not see again for another 20 years. This rapid increase of the workforce in the post-war years was brought about with the growth of the company's refining and export capacities, coupled with the harnessing of new oilfield discoveries. Beginning with the Abqaiq GOSP teams, Saudization came to be implemented in a more practical way with a training program that saw thousands of Saudi employees gain new skills and learn while on the job. Safety was an integral part of this training, but unlike initiatives of the preceding decade, it was now taking place at a different level.

For all of their ingenuity and creativity, the mediums used previously, such as the Joe Cigar series, and the *Sun and Flare* contests, catered more for American workers and camp residents than for the majority of employees, who lived in more rudimentary conditions and largely out of reach of the media that provided safety education. The first concerted effort to make safety more participatory in Aramco was the Accident Prevention Contest, known as the Camel Race.

Formally labelled the T.V. Stapleton Trophy, after the Aramco General Manager who first sponsored the contest, the Camel Race was a contest between the company work areas of Dhahran, Abqaiq, and Ras Tanura with an aim to keep their accident rates as low as possible. In each area, progress was monitored on a large billboard featuring three camels, which were moved weekly based on the latest injury data. In the initial years of the contest, weekly updates were also reported in the *Sun and Flare*.

This race concept was all about incident prevention, and specifically which area had the lowest rate of disabling injuries. A large open-air ceremony would take place at the end of each quarter with employees gathering to witness the presentation of a trophy to the winning area. In later years, this trophy was replaced by gifts awarded to winning areas, with the grand winner each year – the “safest area overall” – given the privilege of having the words “The Home of Safety” placed on its entrance gate.

In more recent times, Aramco's safety programs have matured away from a contest style format. Incentive programs are no longer viewed as effective measures of safety as they can discourage incident reporting. Modern day safety programs are usually based on positive safety actions, such as safe behaviors and incident prevention, rather than seeking to limit or contain unsafe actions or events.

Nevertheless, at the time this initiative was the beginning of a company trend aimed at making safety more reliant on employee participation, and less on management instruction. Awarding trophies for celebrating positive safety statistics was a practice maintained well into the 1990s, after which it began to lose credibility and was replaced with more positive measures.

With a focus on building a more inclusive safety culture, the communication of safety information changed significantly through the decade. The *Sun and Flare*, primarily a news source for American employees, was used less frequently for safety education and instead efforts were moved to the workplace. Posters continued to be an important means of

communicating safety messaging but became infrequent and switched to a letter-sized format to encourage widespread distribution.

In another significant step, Aramco began to make use of technologies that had not been readily available during the wartime restrictions. Improved messaging and print capabilities can be seen in the posters produced early in the decade for the Saudi Government Railroad, which was built by Aramco on the government's behalf.

Aramco safety posters from the late 1950s displayed a much more competent artistic ability, improved reproduction of lettering, and printing in three colors – a vast improvement on the monochrome hand-crafted posters from only a decade earlier.

Nevertheless, the true application of safety-related creativity can be seen with the launch of *Safety Target* in 1957. This was a folder containing loose pages of safety information as well as a poster printed on heavier card, covering safety topics in both English and Arabic.

The *Safety Target* messaging was much more sophisticated than preceding media formats, and underlined the greater roles and responsibilities of Saudi employees in the company's safety journey. Stickmen falling victim to myriad hazards were transformed into proactive workplace participants making active contributions to improving safety conditions and behaviors.

Safety Target permitted a more considered and in-depth review of safety issues, and was produced as a folder containing up to 10 pages of safety information in Arabic and English on different topics. Whereas posters could highlight a specific issue, they had very little scope to examine and present the comprehensive preventive measures that gave rise to an enduring safety culture. The creation of *Safety Target* changed this, and was the harbinger of Saudi Aramco's lasting contribution to safety.

The company had an operational calendar, which focused on a specific safety topic each month. The *Safety Target* flyers provided a variety of information related to the monthly topic, such as eye protection or housekeeping, as well as additional information related to traffic safety and safety in the home. This folder was distributed to key operational personnel, who then posted the contents on noticeboards and walls in high-traffic common areas.

The folder itself was a work of art; an illustration depicting the monthly safety topic was printed on the cover in both Arabic and English – Arabic opening from the right, and English from the left. The flyers themselves were designed using a combination of illustrations and photographs, with an emphasis on distinguishing between the correct and incorrect action of carrying out work to ensure a safe work environment at all times. The characters used to relay this message were caricatures that allowed for very little misunderstanding as to which was a positive or negative action, with the suave, handsome character always leading the way to safety.

This juxtaposition of suave vs. uncouth as polar opposites of appropriate safety characters did not survive beyond the early 1960s, as Saudization became more than a training and education program, and moved to being a part of the very fabric of the company's operations.

The posters and other safety communication put out during the 1950s reflected a recognition by Aramco that change was needed to reduce the injury rate among the workers. *Safety Target* went one step further and instead of simply trying to reduce the number of injuries, it sought to include employees in designing lasting solutions for improved workplace environments. This trend began to transform the way in which safety was viewed in the decades to come.



Aramco employees display the warning signs they made.



A safety meeting held in Ras Tanura in 1950, hosted by T.V. Stapleton, Aramco's General Manager.

اطفا العلبس المحترقه



- ١- لا تجر ء فالجرى يزهد اللهب اشتعالا .
- ٢- اذثر بهساطاو (بهطائيه) او يستر او بردا ء صوفي ان امكن . لفة حول عنقك اولاً ء ثم استلق على الارض وتقلب بهبط .
- ٣- اذا لم يكن لديك شي ء تدر به ء تدرد على الارض وتقلب بهبط .
- ٤- لا تستشق اى لهب ء ضع يدك اليسرى على كتفك الايمن واليمن على كتفك الايسر واستر وجهك بذراعيك من اجل الوقايه .
- ٥- اذا كان في متناول يدك ما ء فقبل نفسك بالما ء وتقلب في الما . العرشوش على الارض .
- ٦- اذا احترقت ملابس غيرك فاصعل بهمثل هذه التعليمات . ورسا كان من الضروري ان توقده او تخطره الى الاستلقا ء حتى يكتنك تقليبه . وفي حال وجود الما ء استعمله حالاً .
- ٧- بعد اطفا اللهب اطلب الطبيب وسيارة الاسعاف حالاً ء وعالج المصاب من الصدمة بالطريقة الاتيية :
 - أ- مدد المصاب بطريقة مريحة وابق راسه اوياً من قدميه .
 - ب- احفظه دافئاً .
 - ج- اذا كان واعياً اعطه بعض المنعشات الدافئة كالشاي او القهوة .
 - د - لا تعطه منعشاً اذا كان فاقد الوعي



TO PUT OUT A CLOTHING FIRE

SAFETY INSTRUCTION CARD NO. 23

As part of safety education for local employees, a series of safety instruction cards were produced on a range of technical and home safety topics with step-by-step advice. The topics included what to do when one's clothing catches fire, as shown in the example above, how to use pipe wrenches, and safety for carpenters.



5

—
Employees at Ras Tanura demonstrate the latest available models of self-contained breathing apparatus above a sign reading "Danger: Poison Gas. Keep Away."



The safety dispensary office issued personal protective equipment, such as safety shoes and gloves.



Young Saudi workers in Ras Tanura pose in front of the accident prevention billboard after an award ceremony.



Signs of the times

In the 1950s, safety became noticeably more visible, even tangible. Beyond print media, its essence could be seen and felt through initiatives such as quarterly open-air meetings, achievement certificates, increased signage, training classes, giveaway items, and the availability of personal protective equipment.







Spot the difference

The Safety Division in the company's Industrial Relations Department was seeking ways to familiarize the raft of new workers in the early 1950s with common hazards in the workplace, and the correct way of doing things.

A booklet was planned, titled *General Safety Practices*, to illustrate the correct way of going about a number of common activities in workshops and warehouses. The idea was aimed at the many men who would have been entering the industrial workforce for the first time and so would have been unfamiliar with safety protocols, and the machinery and equipment.

The "wrong way" is illustrated in the photos on the left of these examples, with the "right way" alongside presented in a way that makes the correct method clear without use of words.



A contact sheet of the photos taken by an Aramco photographer of the National Safety Council award ceremony in Dhahran, as reported in the *Sun and Flare* (below).

F. H. Neuman
Editor

Sun and Flare

Published Every Wednesday
by the Public Relations Dept.

Vol. XV, No. 17 Printed by Arabian American Oil Co., Dhahran, Saudi Arabia. April 29, 1958



National Safety Council Head Presents Awards

Howard Pyle, president of the National Safety Council, arrived in Dhahran Monday morning, April 27, to begin a six-day tour of Aramco facilities and to give personal recognition of the organization he heads to the safety achievements made by Company personnel.

His Majesty Invites Aramco Executives To al-Murrah Meet

His Majesty King Sa'ud bin Abd 'al-'Aziz invited five Aramco executives to be his guests at his annual inspection of the al-Murrah tribes, Sunday, April 19. Honoring retiring Aramco Board Chairman Fred A. Davies, His Majesty also invited President Norman Hardy, Vice President Robert A. Eeds, William Burleigh, Government Relations, and

Highlighting the visit of the top NSC official, who has been governor of Arizona and a member of President Eisenhower's White House staff, is the awarding of special safety citations to each of the three districts and to Aramco as a whole.

On Monday afternoon, in a ceremony outside the Consolidated Shops Building, Pyle presented Dhahran District with the Award of Honor, highest recognition obtainable from the National Safety Council for an outstanding safety record. The following day Abqaiq District employees received the

Achievements recognized

Aramco's 1958 safety statistics were recognized and acknowledged by the U.S. National Safety Council (NSC) and the company was awarded a number of trophies. Howard Pyle, the then-president of the NSC, undertook a six-day tour of the company's facilities in April 1959 to present the awards. Pyle, who had previously been an Arizona State Governor and a member of President Dwight Eisenhower's staff, presented four awards, for Dhahran, Abqaiq, and Ras Tanura, as well as to the company as a whole. One of these award ceremonies was captured by an Aramco photographer in black and white (on the facing page). Interestingly, Pyle carried with him his own small, subminiature camera beloved of spy movies, which used 8 mm x 11 mm film instead of the then-standard 35 mm film, an extremely rare and advanced piece of technology for the time. The color film processed by Pyle, along with some of the grainy images of the Ras Tanura refinery, are shown here. In the photo on the right, Pyle (on the left of the photo) is with the Ras Tanura refinery manager.

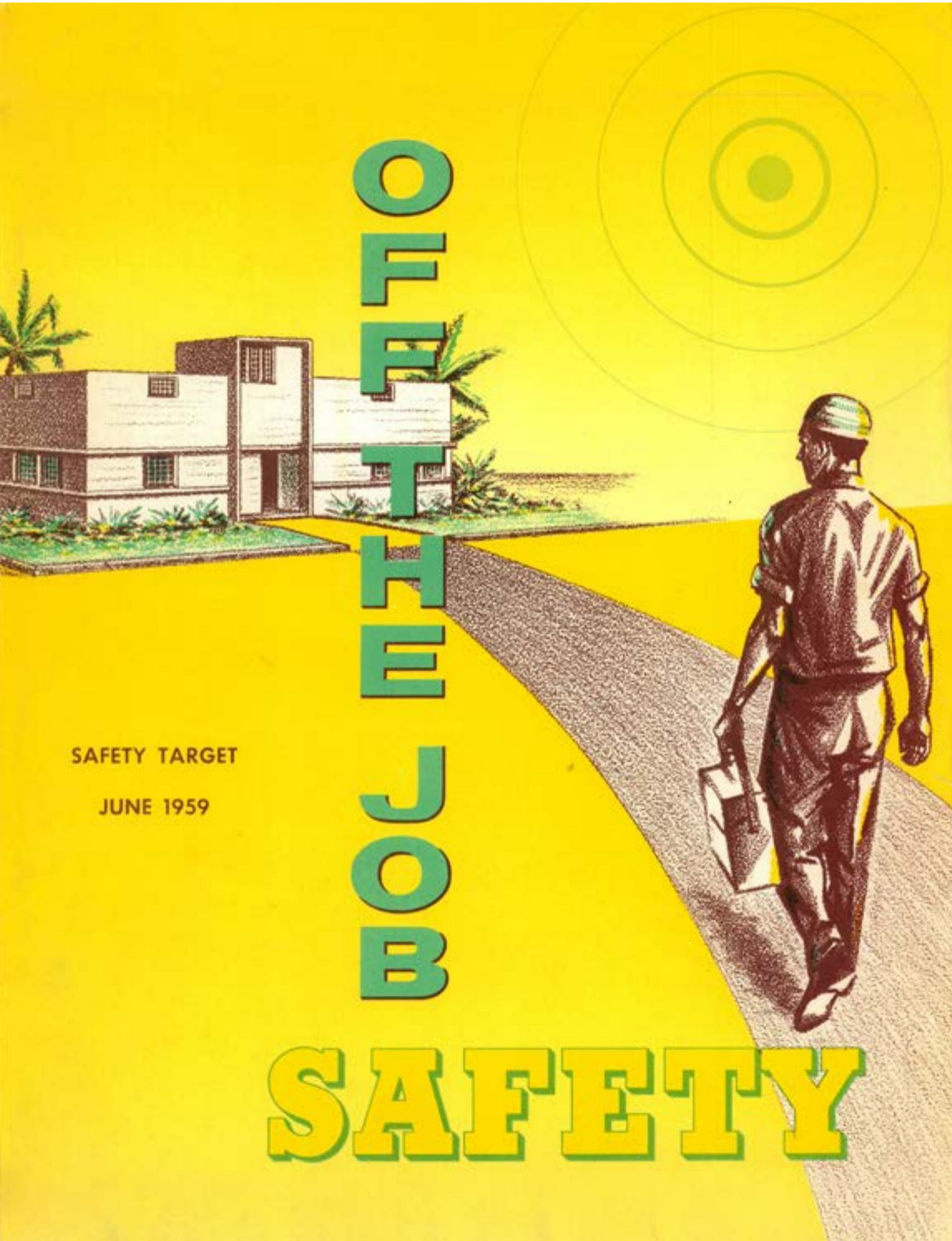
This visit is memorable to this day not only for being a milestone in Aramco's heritage of safety excellence, but for its use of advanced photographic techniques, and appearance on the cover page of the *Sun and Flare*, alongside another prestigious news event – an invitation from King Saud to Aramco executives to attend a gathering of the Al Murrah tribe.



Processed film from the miniature camera used by Howard Pyle. Actual size.



The three grainy photos are from Howard Pyle's miniature camera. He is seen in the top photo (left) while touring the Ras Tanura plant.



SAFETY TARGET

JUNE 1959

SAFETY

June 1959

Dimensions: The *Safety Target* covers measured approximately 28 cm x 42 cm when folded open.



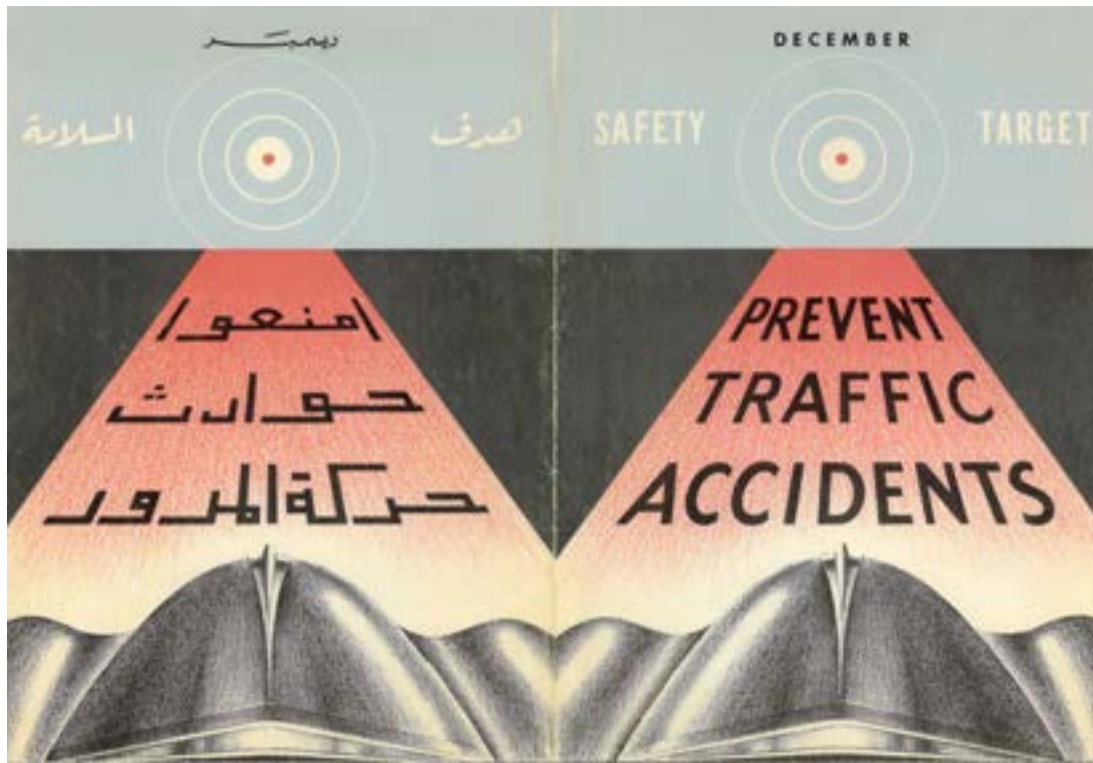
February 1957



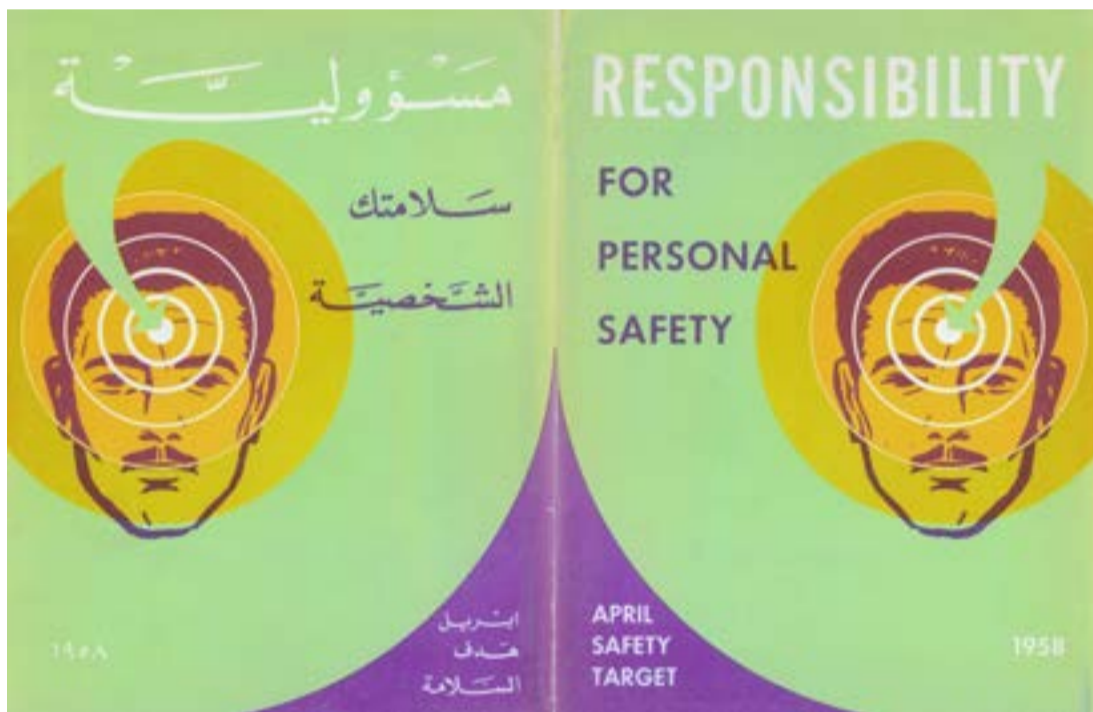
August 1957



June 1958



December 1957



April 1958

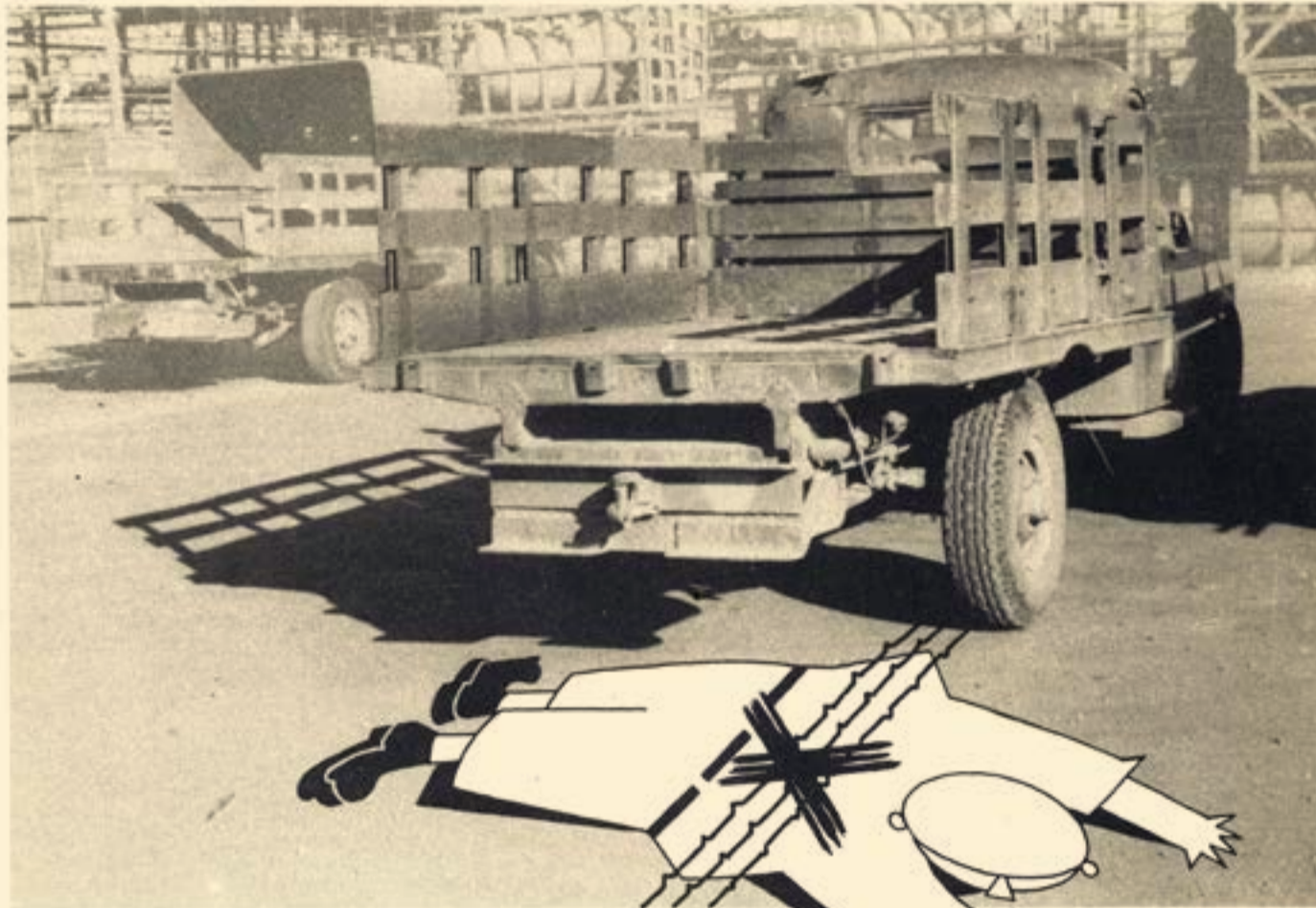
On target

Safety Target first appeared in 1957 and was released on a monthly basis for over a decade. With its colorful and original artwork, this folder contained useful safety information that drew attention in offices and workshops alike. The need for bilingual materials in Arabic and English allowed designers the flexibility to create a work of art that was hidden until the folder was spread open to reveal its symmetry in design.

Because each folder was created by a graphic designer, Arabic typography was used creatively to mirror the English. There are two main differences between Arabic and English fonts: Arabic is written from right to left and is normally cursive. There are also no capital letters, which makes mimicking fonts between the languages difficult. However, in the August 1957 and June 1959 (on previous page) editions, single letters were used in the Arabic version to create the same effect as in the English. The challenge of capital letters was addressed through use of bold fonts and different colors, while the December 1957 edition – Prevent Traffic Accidents – used an angular font in Arabic without sacrificing the joining of the letters.



FEB 1957



X marks the spot
 where the injured didn't make it!

- Let the driver know you're there.
- Wait until equipment stops before getting off.
- Keep off tow bars, tail gates and fork lifts.
- Don't ride loads.

AND GRABBING RIDES ON TRUCKS AND POWER MOVERS DOESN'T PAY



DON'T FALL INTO AN ACCIDENT

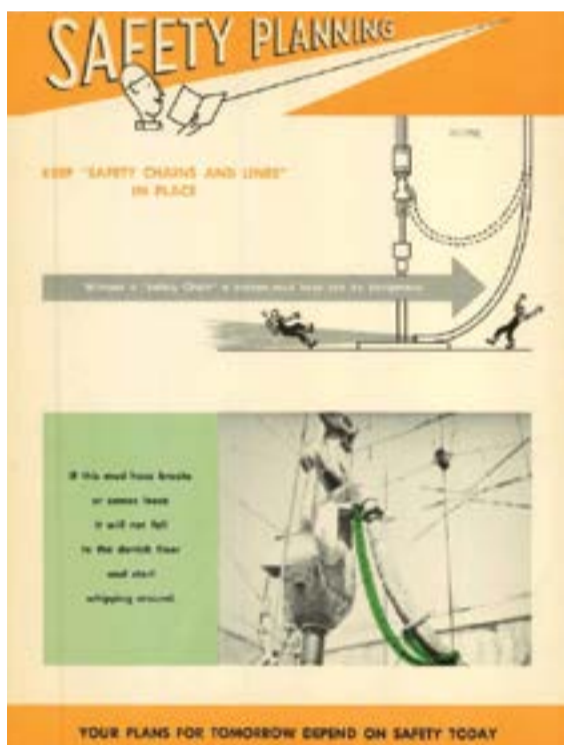
The selection of pages from *Safety Target* on these pages shows the range of design and illustration techniques adopted, as well as the spectrum of safety topics addressed by the monthly flyers.



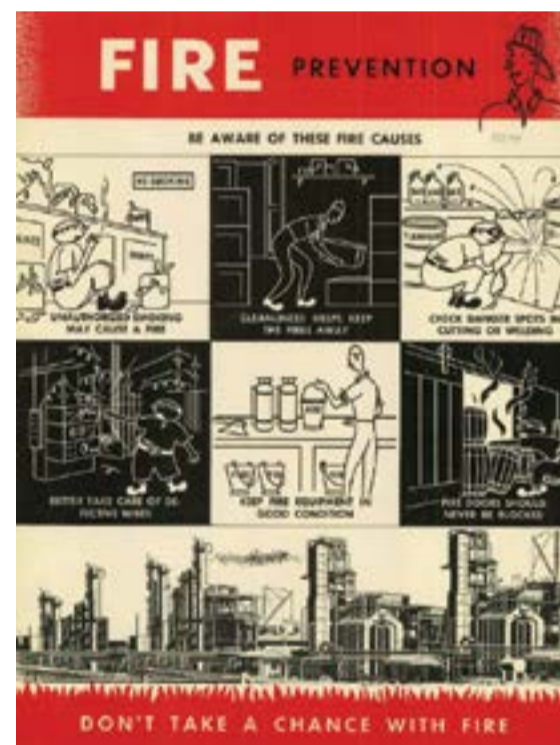
April 1957



May 1957



December 1958



October 1957



July 1957



December 1959

PERSONAL HEALTH



November

SAFETY
TARGET

November 1957

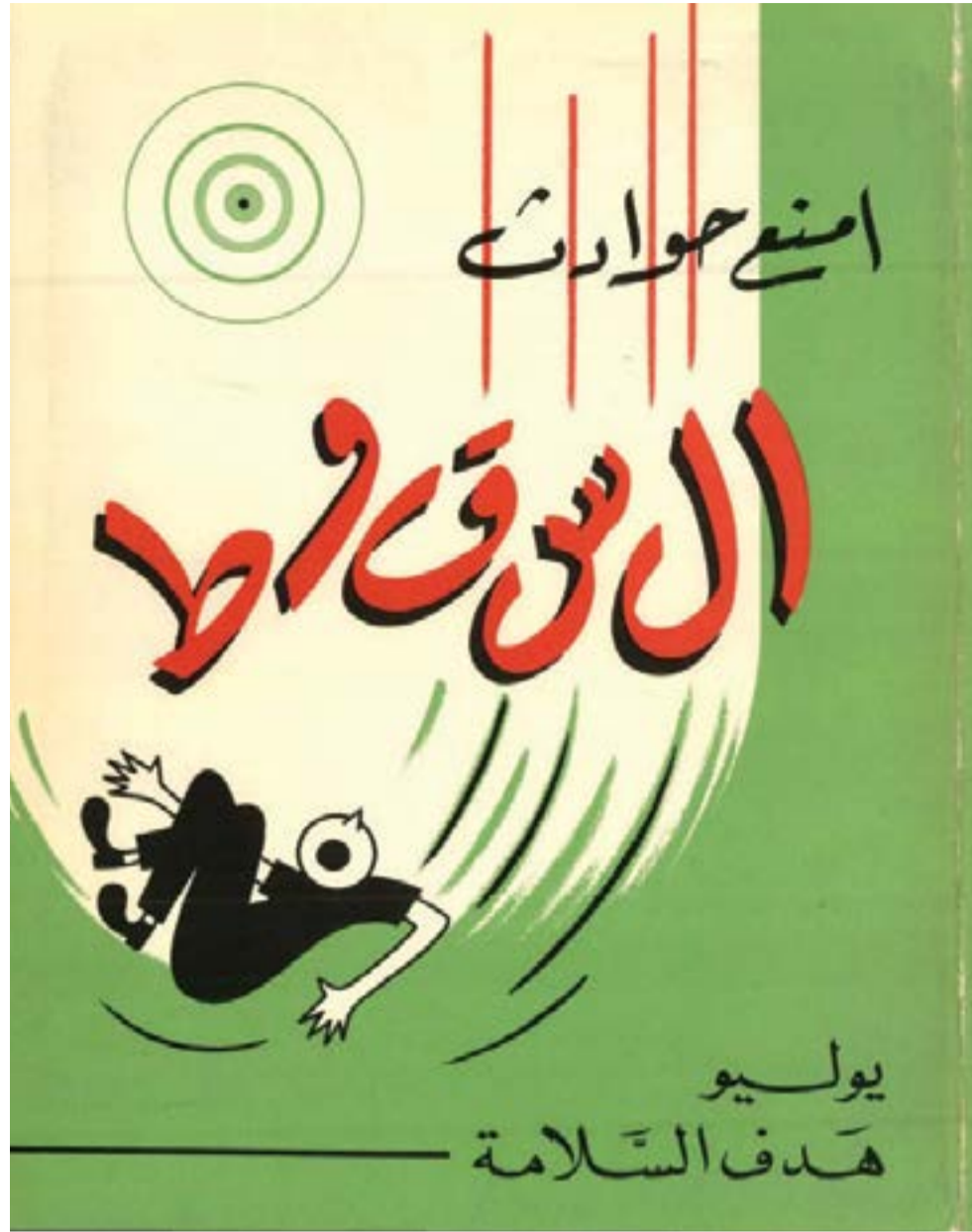


سَلَامَة
السَّيْر والمَشَاة

TRAFFIC AND
PEDESTRIAN SAFETY

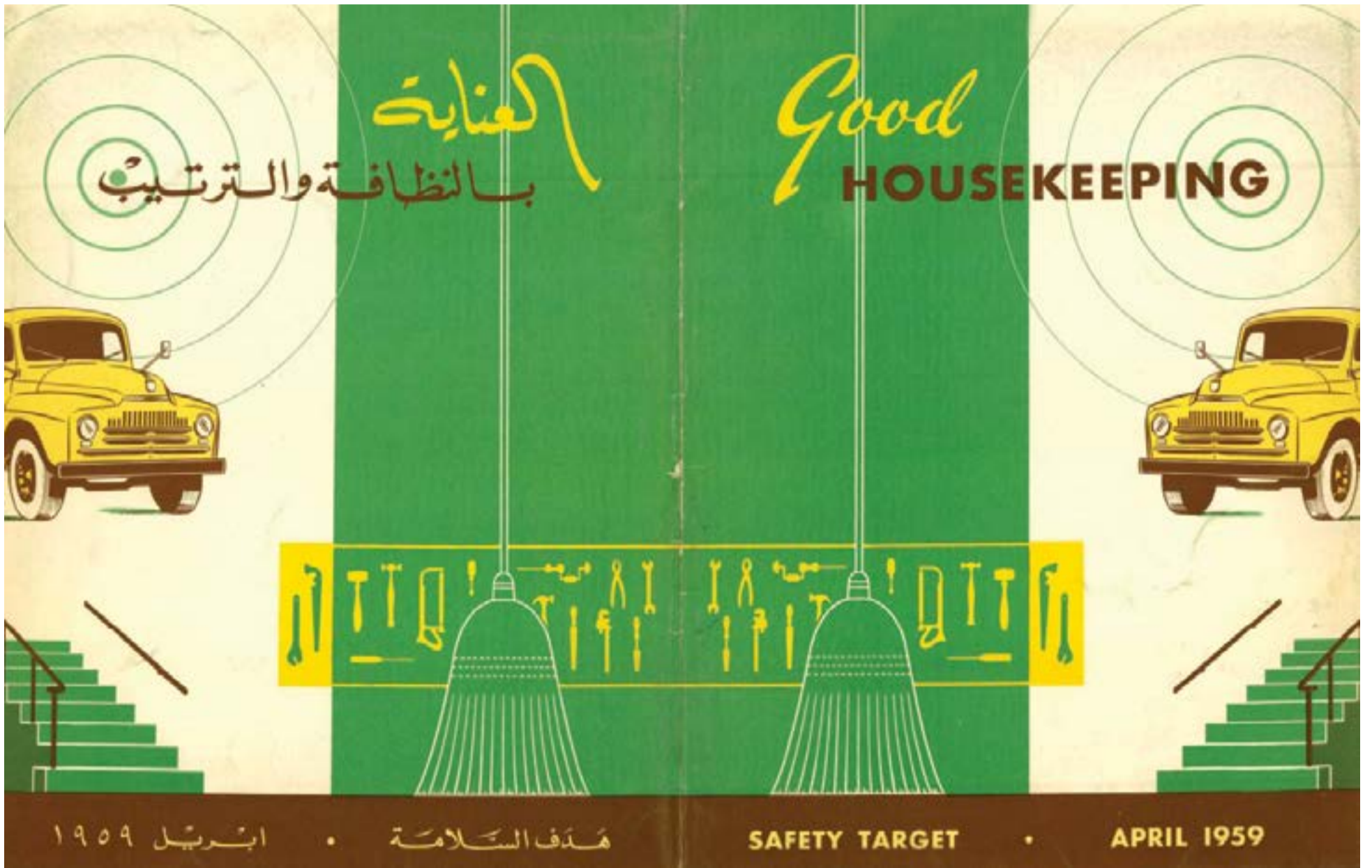
هَدَف السَّلَامَة
يَنَايِر ١٩٥٩

SAFETY TARGET
JANUARY 1959



July 1958





April 1959



August 1958

حَدْر الصَّيْفِ

السَّلَامَةُ والمَاء

هَدَف السَّلَامَةُ • مَآيُو ١٩٥٩



SUMMER HEAT

WATER SAFETY



SAFETY TARGET • MAY 1959

معدات الوقاية الشخصية

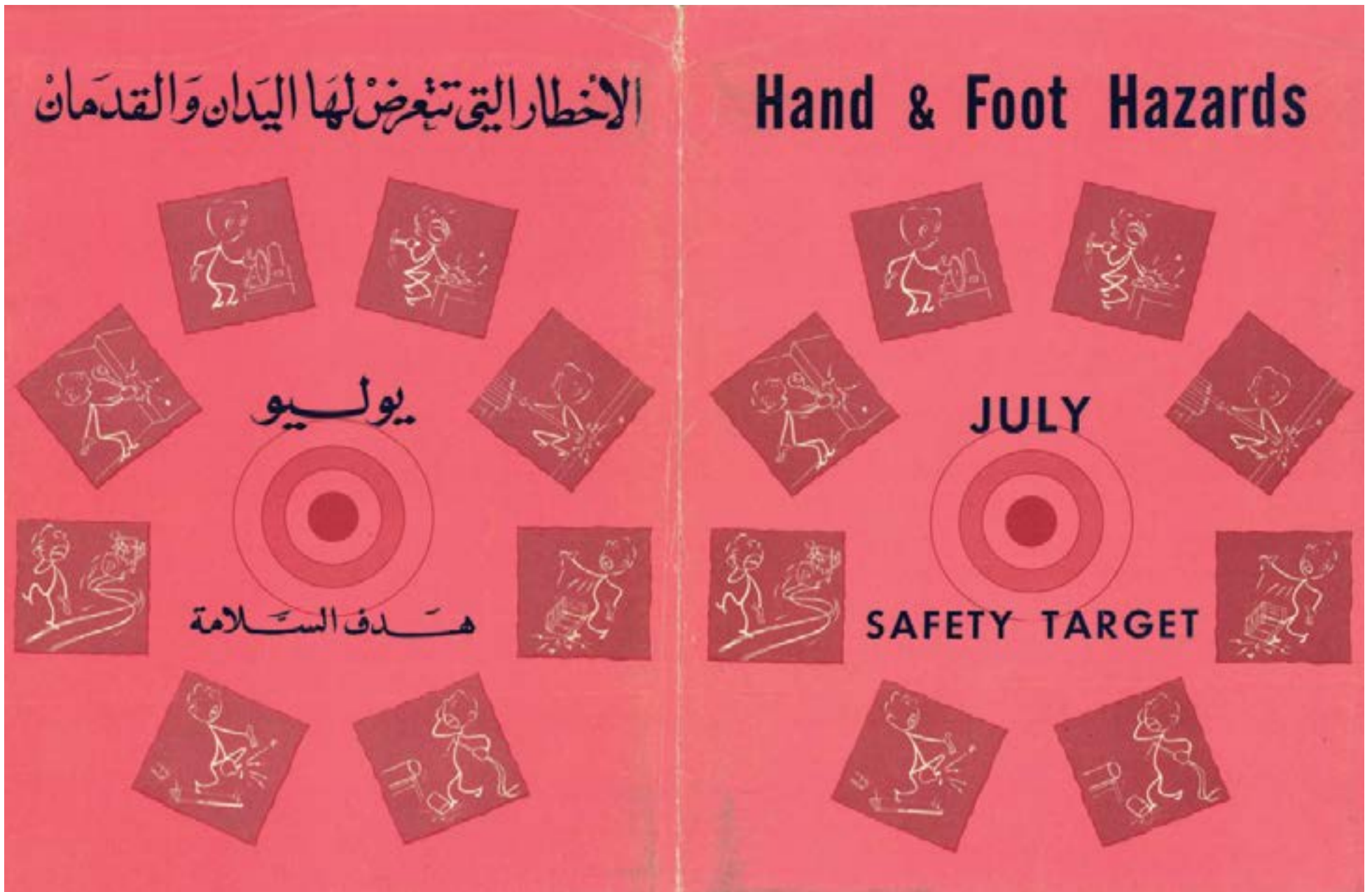


مهدف السلامة • نوفمبر ١٩٥٨

PERSONAL PROTECTIVE EQUIPMENT



SAFETY TARGET • NOVEMBER 1958



July 1957



September 1959

CHEMICALS and GASES

READ THE LABEL

Before putting it near mouth
READ THE LABEL

Before drinking it
READ THE LABEL

Before using it
READ THE LABEL

The label will tell you

- It is harmful to swallow
- It is harmful to touch
- It is harmful to inhale ... the contents of the bottle or box or can

DON'T GUESS - READ THE LABEL

Even if you think you know what's inside
READ THE LABEL

CHEMICALS and GASES

TWO KILLERS:

CARBON TETRACHLORIDE (CCl₄)

Warning: Toxic liquid. From the chemical carbon tetrachloride, toxic liquid is added to the gas. (Carbon tetrachloride does not react with water.)

Carbon tetrachloride (CCl₄) is a component of the flame retardant in the foam in a number of products. It is a colorless, odorless, non-flammable liquid with a boiling point of 76.7°C.

Use a warning label and a hazard identification label on CCl₄ and place the CCl₄ in a container of appropriate size and use the warning label on the container.

HYDROGEN SULFIDE (H₂S)

Warning: Toxic liquid. From the chemical hydrogen sulfide, toxic gas is added to the liquid. (Hydrogen sulfide does not react with water.)

H₂S is a colorless, odorless, non-flammable gas with a boiling point of -60.3°C. It is a component of the gas in a number of products. It is a colorless, odorless, non-flammable gas with a boiling point of -60.3°C.

Use a warning label and a hazard identification label on H₂S and place the H₂S in a container of appropriate size and use the warning label on the container.

CHEMICALS and GASES

IDENTIFYING PETROLEUM PRODUCTS

It may be hard to tell what is in this tank.

The wrong petroleum product may cause accidents.

RIGHT

There is an opening in the tank. It is a mistake to use the wrong petroleum product.

CHEMICALS and GASES

Handling of Compressed Gas Cylinders

Compressed gas cylinders can be very dangerous if handled incorrectly.

In a recent accident, a compressed gas cylinder was dropped from a height of 10 feet. The cylinder struck a person's head, causing a serious injury.

FLYING OXYGEN TANK KILLS TWO

The tank fell from the top of the building and struck two people on the ground. The tank exploded, causing a fire and the death of two people.

CHEMICALS and GASES

Ten Rules for LABORATORY SAFETY...

1. **THINK** in terms of safe practices constantly.
2. **BE FAMILIAR** with every step of the job you are going to do.
3. **CHECK** each apparatus first and chemical or liquid before starting procedure.
4. **MAINTAIN** an awareness of the danger in handling chemicals.
5. **REMEMBER** that the safe way to accomplish any job is the best way.
6. **GUARD** your coworkers' safety and your own.
7. **PREPARE** your counter/attack against possible accident by having first aid kit.
8. **ACT** promptly and calmly when confronted with an emergency.
9. **SUBMIT** to safe practice immediately when you see the need for one.
10. **BE CERTAIN** your laboratory has safety equipment and conduct periodic safety drills.

CHEMICALS and GASES

HANDLE COMPRESSED GAS CYLINDERS WITH CARE

UNSAFE

The Cylinder Should be Tied

CHEMICALS and GASES

USE GAS WELDING AND CUTTING EQUIPMENT SAFELY

MAKE SURE CONNECTIONS ARE TIGHT

AVOID INJURY

Before using gas welding or cutting equipment, make sure that all cylinders, regulators and hose connections are tight. Tighten connections with correct torque gas pressure is applied and stored in one side of regulator before opening cylinder valves. Check hose and connections periodically for leaks by using soapy water.

CHEMICALS and GASES

PERSONAL PROTECTIVE EQUIPMENT FOR PERSONS HANDLING CHEMICALS

Chemicals in any form can be safety stored, handled and used if their hazardous properties are understood and the necessary precautions, including the use of proper techniques and personal protective equipment are observed.

The correct type of equipment to be used depends on the hazard of the chemical. To avoid such equipment, personal protective equipment should be used for persons handling hazardous materials.

RESISTANCE (goggles)

RESISTANCE (gloves)

RESISTANCE (boots)

RESISTANCE (respirator)

RESISTANCE (face shield)

Remember, however, that protective equipment must not be relied on as a substitute for safe methods of handling or use. Such equipment provides only limited protection, and unless others in the vicinity are so equipped, they are also endangered by unsafe handling practices or equipment settings.



Chemicals and gases

Flyers included in the July 1959 *Safety Target* show the sheer breadth of topic coverage that appeared in a single issue. The Smart and Sorry characters, who appeared regularly in the early years of the *Safety Target*, made frequent appearances to highlight hazards and underline best safety practices, but these were not the only visual elements used – a skull and crossbones lie morosely behind information on home poisonings, while a newspaper clipping is the centerpiece of a warning on compressed gas cylinders.

In this edition, Smart and Sorry remain the lead characters. Smart introduces the issue, peering over the General Manager's letter to supervisors, while Sorry shows what can happen when failing to read a label properly. There is a potential drawback in using the Smart and Sorry caricatures because the negative character may draw more attention due to it being more interesting and entertaining. The Smart figure, always doing the right thing, can be perceived as "boring" in comparison.



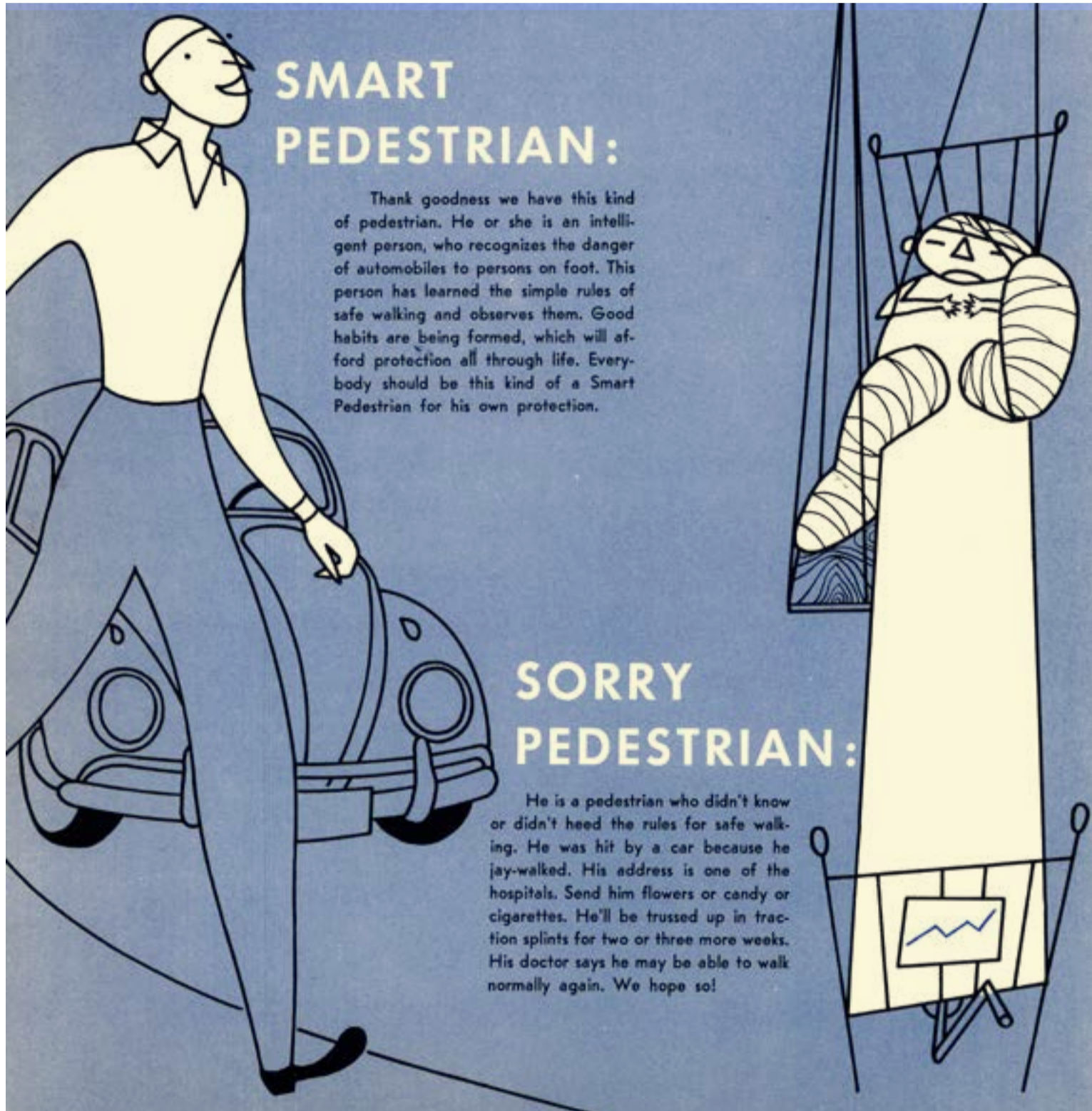
Simple, yet elegant

The use of simple, yet elegant, imagery to illustrate technical situations, while still portraying a safety message was achieved in different ways on the *Safety Target* covers. The July 1959 edition (above) uses yellows and reds to denote caution while the rising hazardous gases are implied in the swirling lines. The October 1959 cover (facing page) uses sweeping flames and crisp, bright colors, as a mesmerizing and compelling reminder of one of the most prominent dangers associated with the oil industry. Its impact can be seen through the comparative size of the flames to the refinery, which is being swallowed by a rising inferno wrapping itself around the structure's columns.

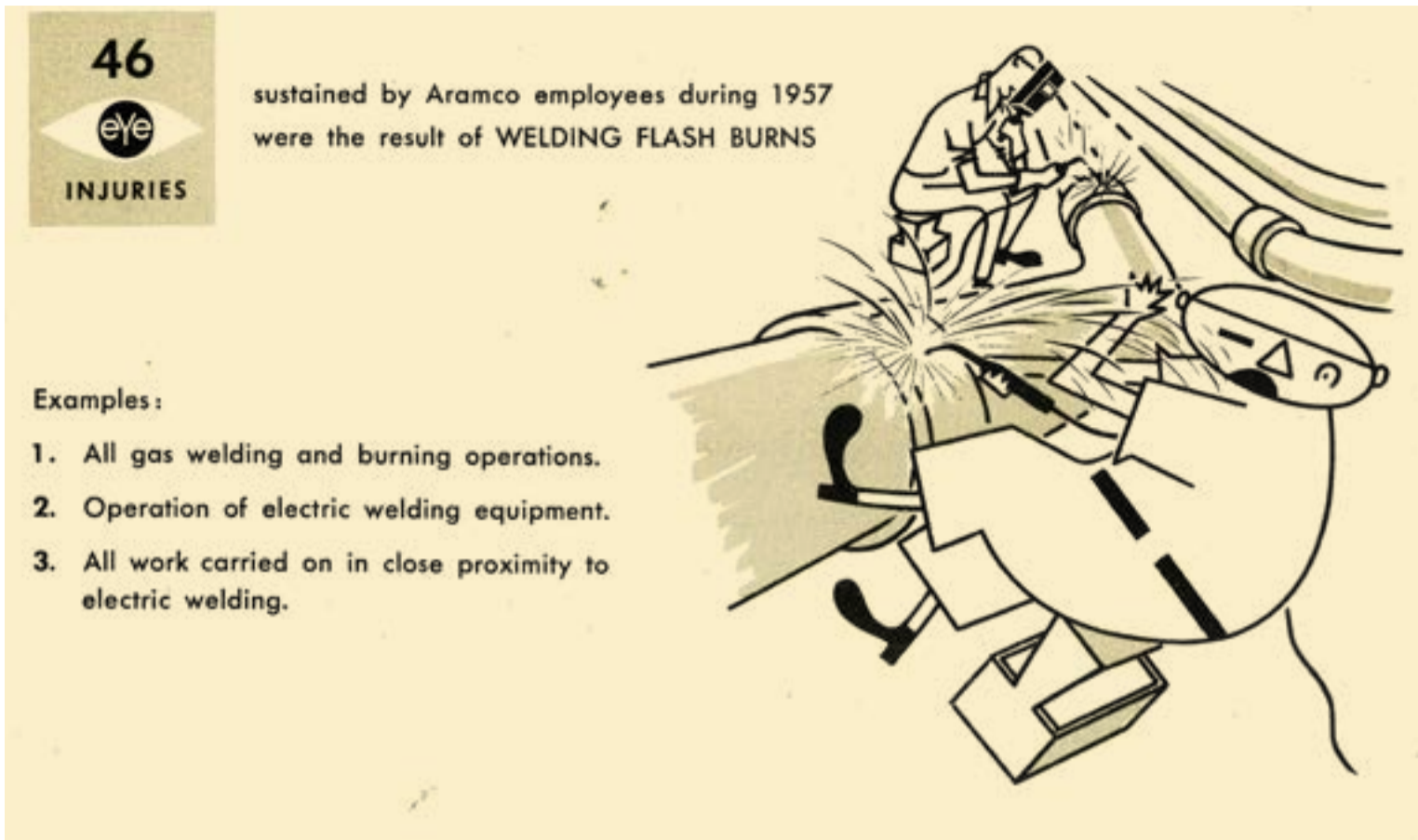
FIRE PREVENTION

SAFETY
TARGET
OCTOBER
1959





November 1959



March 1958



September 1957

Safety caricatures

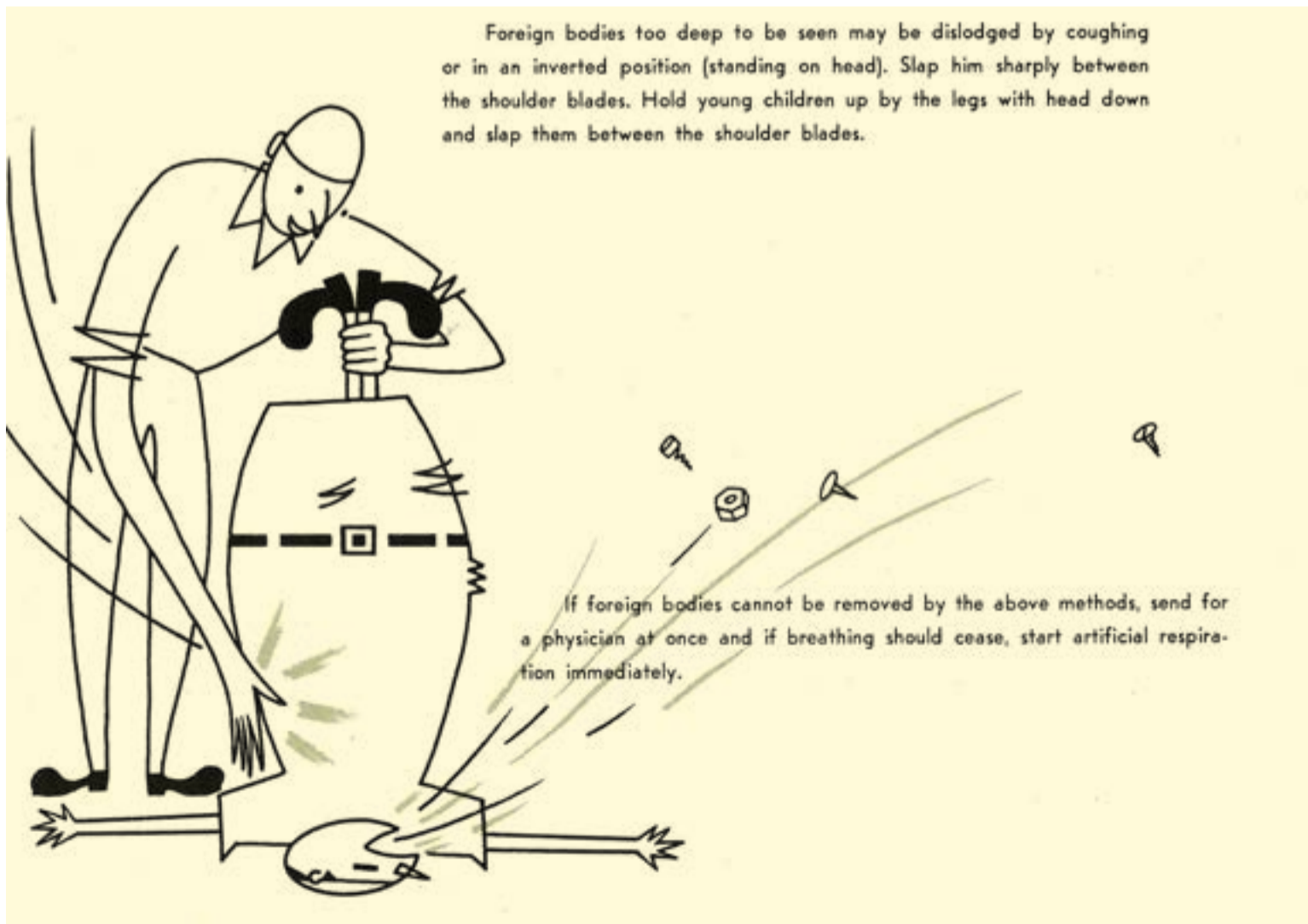
A prominent feature in the *Safety Target* of the 1950s was the humorous illustration of safety through the juxtaposition of two opposing characters – Smart, the tall, suave, safety-conscious figure, and Sorry, the more rotund, hapless, accident-prone figure. Smart was shown as leading the way in safety, while Sorry, his less lithe colleague, had a more slapstick approach, failing to recognize hazards and causing injuries as a result.

The November 1959 *Safety Target* described the two characters as Smart Pedestrian and Sorry Pedestrian. While Smart Pedestrian was “an intelligent person who recognizes the danger of automobiles to persons on foot,” Sorry Pedestrian was hit by a car while jaywalking as he “didn’t heed the rules for safe walking.”

This tale of Smart vs. Sorry was repeated in numerous scenarios month after month, from using hand tools to car maintenance. The implication of Smart being safe and saving the day, while showing Sorry how to do things correctly appeared in almost every edition of *Safety Target*, before being phased out in the early 1960s. Using caricatures to illustrate safety behaviors could be seen as mirroring the use of the stickmen 10 years earlier, as they both provided ease of understanding.



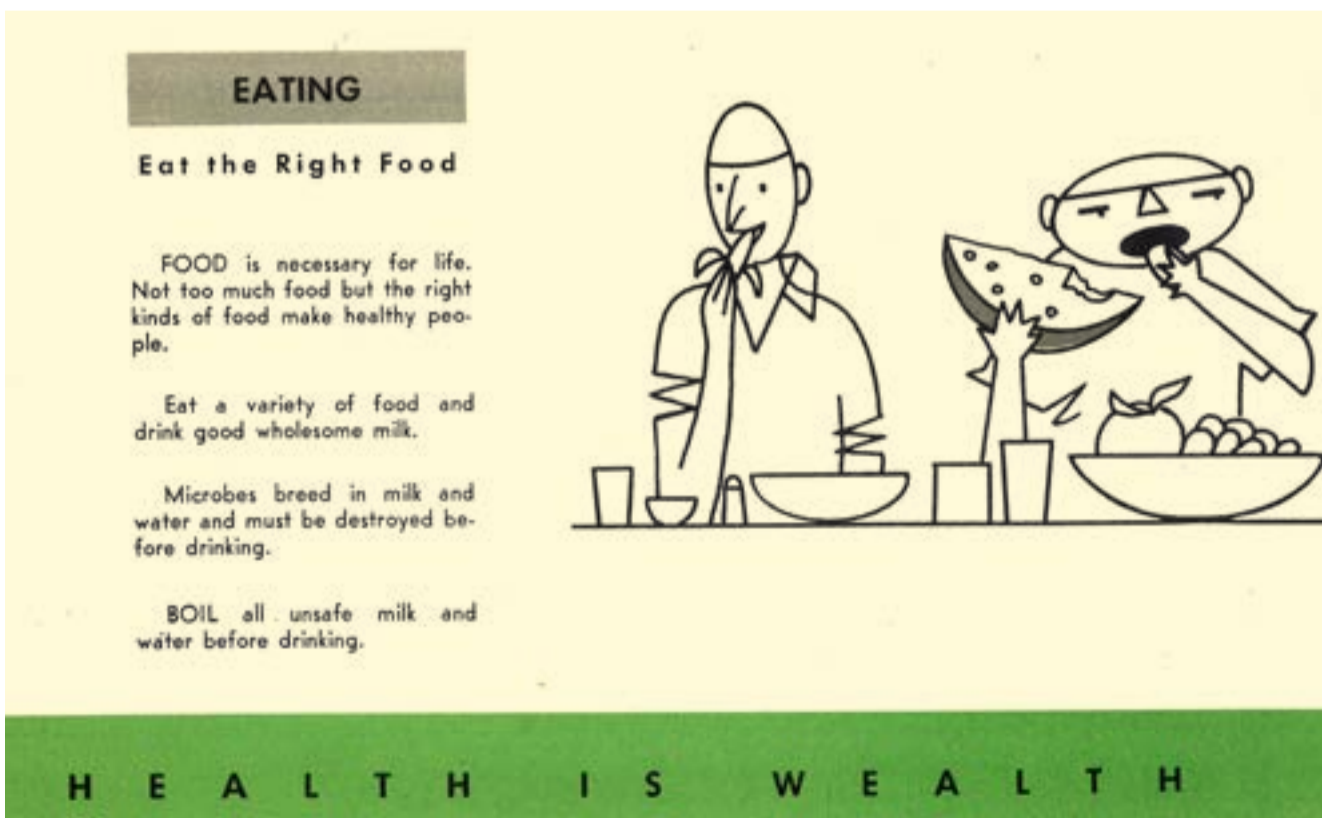
January 1957



September 1958



February 1957



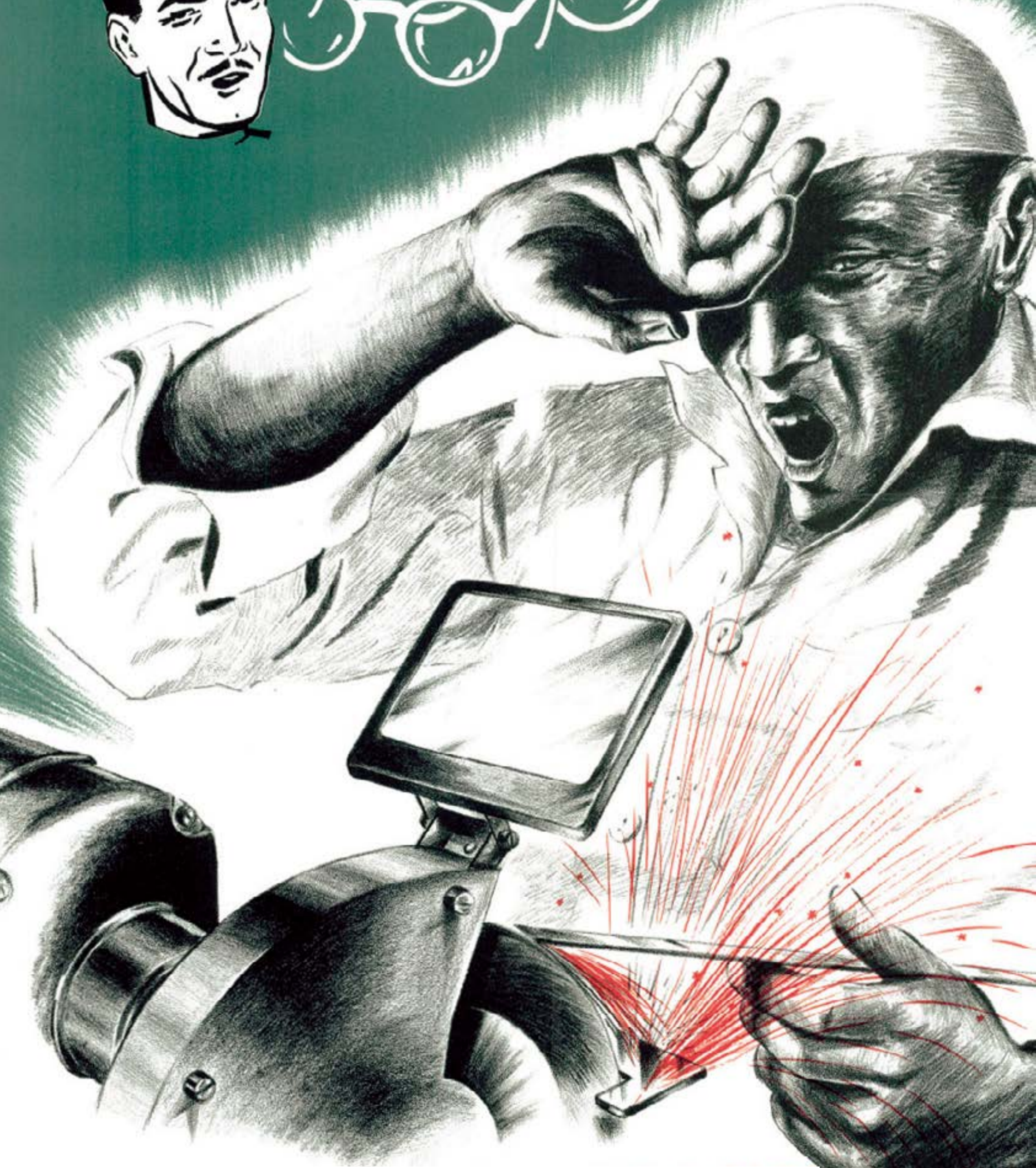
November 1957





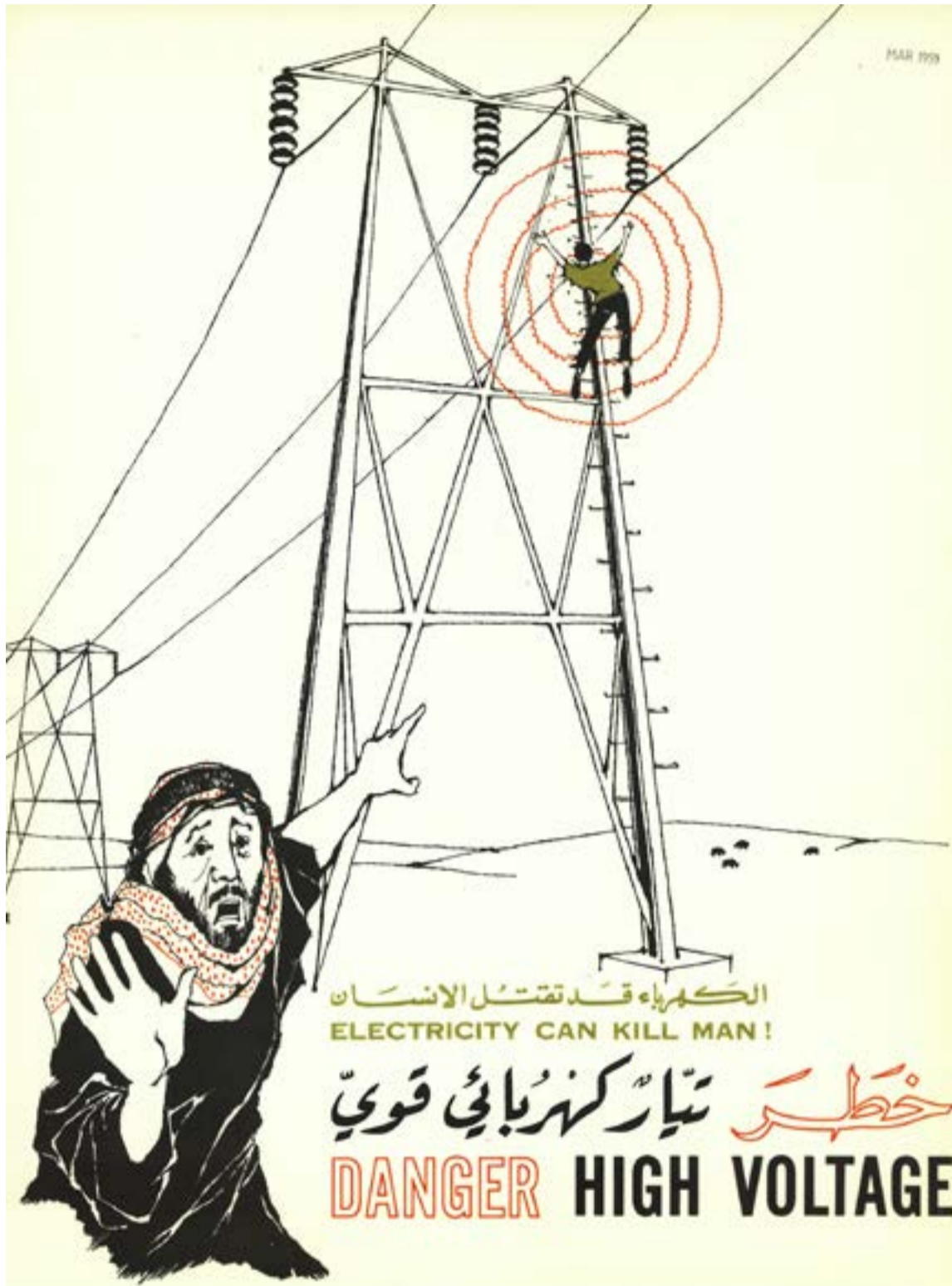
Position yourself in a safe location | January 1959

كنك ان تحصل على كثير من النظارات
كن ليست لك سوى عيّنات اثنتين





A poster from 1958 illustrates the hazards related to not wearing protective eyewear with the message that "You can get more goggles but you only have one pair of eyes."



Electrical hazards | March 1959

The introduction of color

Included in every *Safety Target* folder was a poster carrying a simple message for that month's theme. These were initially printed at letter size to fit into the folder without creasing the imagery.

A noticeable feature in these early posters was that they warned workers about the dangers associated with being careless or not following rules. Danger lies in wait for inattentive workers who fall prey to dropped loads, flying particles, and fire. Workers were portrayed as victims of a dangerous work environment, lacking agency or ability to improve their conditions. This approach was not uncommon in safety messaging at the time, but it was quickly seen as failing to encourage positive reinforcement of behaviors, and was replaced with a much more inclusive approach that empowered workers to make their workplaces safer.

The other striking aspect of these early posters was the use of only one or two colors to create a dynamic image. For example, a poster from January 1958 (on page 101) used a single color – red – on yellow paper to warn of the danger of walking under suspended loads, and showed the shadow of the load forming a menacing red chasm about to swallow the startled worker.

وقاية

العين

انك تعتمد على بصرك
أكثر مما تعتمد على حواسك
الأخرى مجتمعة

النظر 87%
السمع 7%
الشم 3%
اللمس 1%
الذوق 1%

حافظ على عينيك دائماً وأبداً - كن حكيمًا وحافظ على عينيك



eye PROTECTION

You depend on your **eyesight** more than on all your other senses combined
VISION... 87%

SOUND 7%
SMELL 3%
TOUCH 1%
TASTE 1%

PROTECT YOUR EYES TODAY AND EVERYDAY
be wise - protect your **eyes**





Good housekeeping | June 1957



Railroad posters – good housekeeping

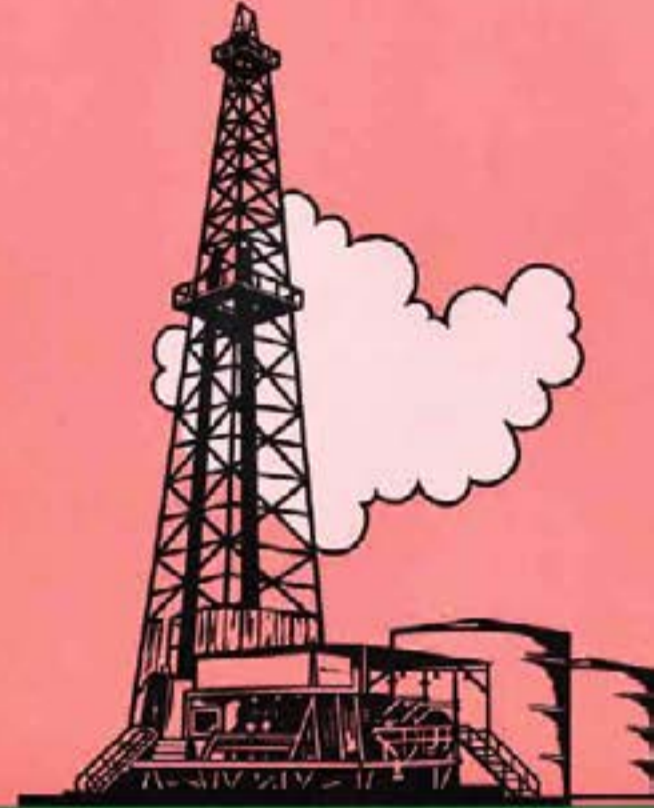
In the late 1940s and early 1950s Aramco became involved in another Kingdom initiative – the Saudi Arabian railroad project – for which it also produced posters promoting worksite safety. The railroad posters were markedly different to the company's regular posters, which were being produced in colorful, emotive, and creative formats with catchy messages. In contrast, posters used for railroad workers were produced in black and white, and contained instructional and functional messaging that was in many ways similar to the early stickmen posters. Interestingly, photographs were used to illustrate messages – a medium that was not brought into regular use in company posters for another three decades.

Why these designs were so different is not clear, with logistics, timing, and a need for immediate dissemination of safety information all possibilities. By this point, company posters were being produced through a print and design house in Beirut, Lebanon. It may not have been possible or efficient for the railroad posters to be delayed by using a more stylized, and time consuming, approach.



60

في العمل وخارج العمل



عليك يتوقف منع الحوادث



ON THE JOB
OFF THE JOB
IT'S **UP TO YOU**
TO PREVENT
ACCIDENTS



The 1960s was a time of significant change, both in Saudi Arabia as well as in the global oil industry. The decade kicked off with the formation of the Organization of the Petroleum Exporting Countries (OPEC), with Saudi Arabia a founding member. As with other oil-producing countries, the Kingdom was becoming more assertive in terms of its desire to derive as much wealth as possible from its resources. In doing so, the Kingdom also channeled this wealth toward modernization and development projects in the country, which in turn necessitated a greater investment for improvement in human resources, including education and training.

With this growth in both the Saudi workforce and community projects, such as schools and housing, it was important to ensure that safety communications kept up with developments. This was not simply a matter of producing sufficient safety materials, but also adapting these materials to the appropriate audience.

The provision of safety information was one of the less obvious realizations of Thomas Barger's vision, a man who would go on to become the company's Chief Executive Officer in 1961. As described in *Energy to the World*, a publication documenting the history of Saudi Aramco, "He brought to the CEO post wide-ranging interests and a genuine concern for the welfare of Saudi employees and the country in general."

Barger laid out a 12-point guide setting out his vision for the company. This guide included "maximizing Saudi participation; ameliorating the impact of the enterprise on Saudi society; providing technological and managerial assistance to Saudi society and its economy; setting standards of behavior in accordance with best industrial practice; and ensuring competent technical, managerial, administrative and craft skills were provided within the company."

His vision did not explicitly mention safety, but implementing his vision did inherently rely on behaviors and practices that ensured the continued development and well-being of the company, its employees, and the Kingdom. During this time of transition there was a marked increase in both the quantity and quality of safety materials available in Arabic. This was evident in two ways and began building the momentum in safety communications that came to underpin a true and sustainable safety culture in Saudi Aramco.

The first medium in which this trend was evident was the increased availability of materials printed specifically to raise awareness and educate employees about safety – notably safety posters and *Safety Target*. While posters had been frequently used in the past, their use had been erratic, and by the late 1950s they had been reduced to regular letter-sized paper.

At the time, both publications were printed in Lebanon and then shipped to Dhahran, with the reduction in poster size having been a way to save space during shipping. The 1960s saw the beginning of a new practice; publishing two full-size posters on a monthly basis. At the same time, the posters also began focusing on off-job safety concerns, such as home and traffic safety.

Arabic-language safety materials aimed at workers had been published elsewhere in the Arab-speaking world but for Aramco, and as Barger outlined in his 12-point vision, safety was not simply a matter of protecting workers, it was a matter of benefitting the community. As an American company, Aramco had access to a wealth of safety materials being produced in the U.S. at the time; however, instead of simply replicating and translating existing materials, Aramco took the decision to tailor its material to suit the people and environment of the Kingdom.

The first poster of the decade (on the facing page) was a reflection of how this vision came to encapsulate the desire to build a safer society. With the headline "At work and at home" in large Arabic script, the poster was divided horizontally, with the top half showing an image of a man in a hard hat, and the same man in a *takkayah* or skullcap in the bottom half. He is staring out at the reader from two inseparable halves – work and home, signified by an oil rig and a large modern house respectively. Tucked away is the English script, with the message "It's up to you to prevent accidents." The theme of safety being an individual

responsibility was repeated regularly throughout the decade in different ways, with a recurring message that safety should not only be a focus in the workplace, but also in the community.

This notion was elaborated on in the monthly *Safety Target* packages with the first edition of 1960 titled "Your Safety Program" including an insert encouraging all employees to make use of the company's Safety Suggestion Report. This form was part of an incident prevention program that stressed the point that "the most effective way to prevent an accident is to remove an unsafe condition or correct an unsafe practice before it causes an accident, and possibly an injury." The same edition went on to set out how safety is dependent on leadership, sound engineering design, as well as training. However, "in the final analysis the success or failure of a safety program depends on each employee."

Throughout the remainder of the 1960s, *Safety Target* continued this theme of calling for safety to become a personal habit, rather than simply a set of rules to be followed. A recurring message was the need to take personal responsibility for actions. "Accidents don't happen. They are caused," is a stark reminder from December 1960, while the Assistant General Manager's message in February 1961 called for workers to "Take steps to be safe," and set a positive personal safety example.

The philosophy of each employee playing a part in creating a safer work environment was encouraged with annual *Safety Target* themes. In 1962 this was "Safety around the clock," while 1964 saw the theme shift to "Safety is your job." These overarching messages gave way to focused monthly themes in later years, but the underlying idea remained unchanged – individual actions and behaviors, whether they be practicing defensive driving, protecting your hands, or preventing fires, are the foundation of a safe environment.

The July 1969 issue is the last surviving edition of *Safety Target*, and is dedicated to road safety. It encourages the use of seat belts, stating that it "is the most important single safety device ... available to motorists" and should be used "in town, even though speeds may be slow."

The second medium through which Aramco focused safety communication in Arabic was its new Arabic newspaper, *Al Qafilah Al Zeit*, meaning "The Oil Caravan." The newspaper was launched at the tail end of 1959 and immediately began publishing regular safety-focused articles. Aramco's English-language newspaper, the *Sun and Flare*, had been published since 1945 but by the 1960s had changed its approach to company safety news. This was a reflection of the increasing number of mediums now available, with newspapers no longer being the educational platform they had once been for the company.

Throughout the 1960s the ratio of Saudi employees to expatriates averaged about four to one. Although the overall number of employees remained low, as *Energy to the World* expresses: "While fewer in number [than in previous decades], Aramco's Saudi employees by the start of the 1960s were a much more stable, better trained and better paid workforce than ever before."

These factors contributed to a more positive safety climate that was reflected in frequent articles in *Al Qafilah*. These articles acted as reminders of how safety had become a part of the way of life – not only for Aramcons, as the company employees had come to be known, but also for families and communities throughout the region.

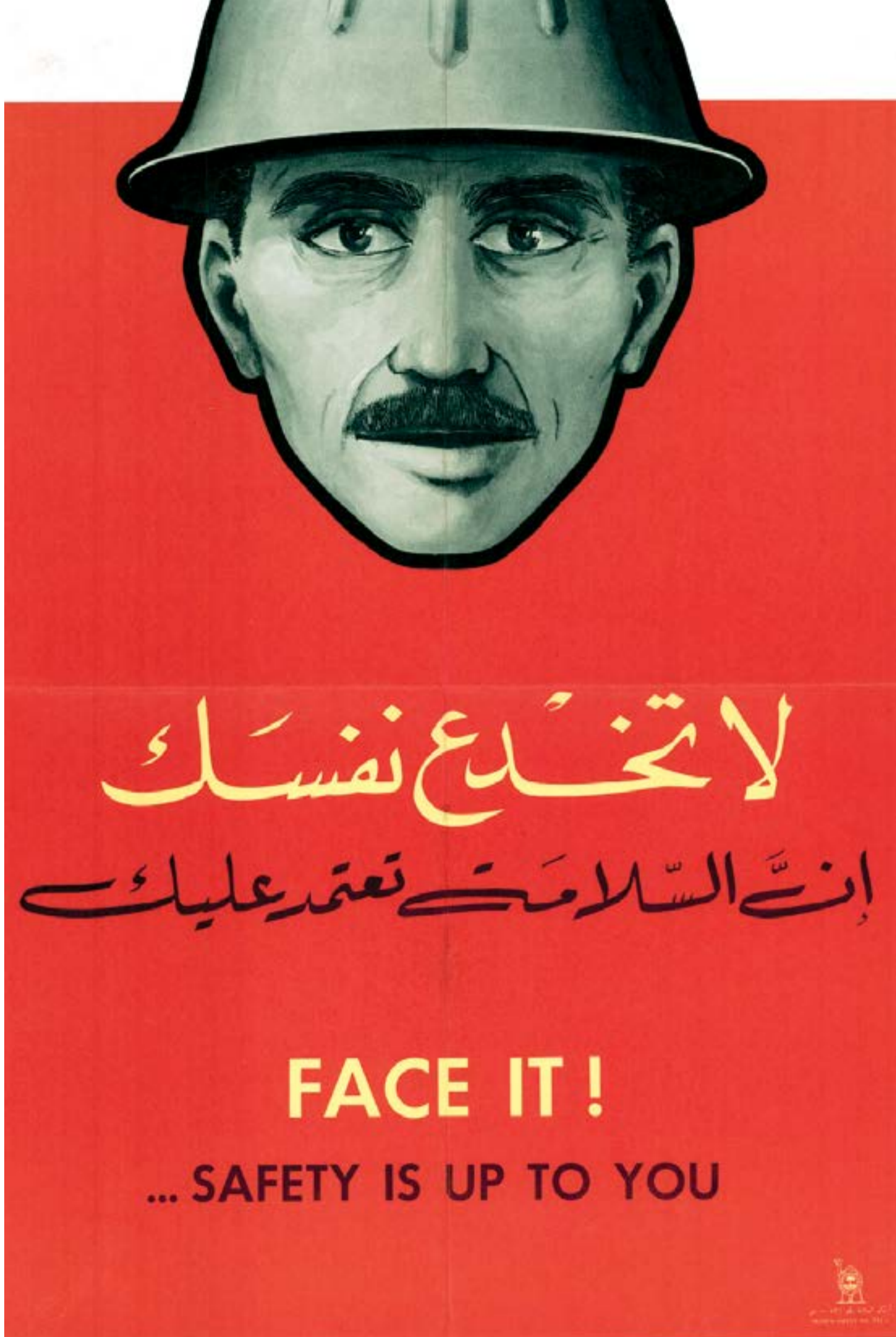
Workplaces are constantly evolving as equipment improves; as technology renders certain jobs obsolete and creates others; and as work practices adapt to new conditions. This constant change requires reappraisal of safety practices, and reimagining of how this is communicated. Throughout the 1960s the means of sharing Aramco's safety culture evolved with the ever-changing makeup of the workforce and growth of the community around its operations. There would be constant adaptation in the decades to come, while the techniques adopted in the 1960s laid the foundation for the diversity and engagement that would be manifest in how safety was presented over the next 20 years.

An ephemeral medium

The challenge of posters as a communication medium is that they can be forgotten almost as quickly as they are produced. To avoid this, designs need to stand out, especially if they are fighting against other materials for wall space. Despite this, and although posters are often ephemeral, Aramco's designers did have one advantage – a captive audience.

Aramco's audience was workers who, for the most part, followed a set routine and visited the same locations on a daily basis. Innovative design was necessary to avoid "location fatigue" in that any poster in the same place, even if it does change, becomes familiar. Each edition needed to jar perceptions enough to grab the audience's attention, even though their presence was guaranteed.

One way to achieve this was by making eye contact through a dominant central image. This technique was used regularly and is demonstrated in the January 1960 poster "Safety is up to you" (shown on the previous page) and one from June 1962 (alongside). Both carry a similar theme, with a face staring out, the eyes demanding attention and reflecting the worker who upholds safety.





Position yourself in a safe location | May 1961

Simplicity

Sometimes a simple illustration is extremely effective in maintaining focus, with accompanying words being almost superfluous. Examples of this are the January and May 1961 posters. The May publication illustrates the danger of being located too close to aircraft engines, with the image of the man anxiously clutching a pole as he is sucked into the engine telling the whole story. At the time this poster was produced jet engines were being used on some passenger aircraft but propeller airplanes were still commonplace, hence the need to raise awareness of the intake hazard of jet engines. Meanwhile, the January poster tells a similarly simple story with the wrecked cars and black figure spread out on the road symbolizing the devastating effect of road accidents. However, the effectiveness of the imagery is undermined by the overall message of the poster, which offers no concrete action that can be taken to prevent accidents.

المحوارات عواقبها وخيمة!



ACCIDENTS
DON'T
PAY...

ask the man who had one!



Hand tools | February 1961



Use of PPE | November 1960

لا تصعد حاملاً للأدوات - اعمل الحبل لرفعها



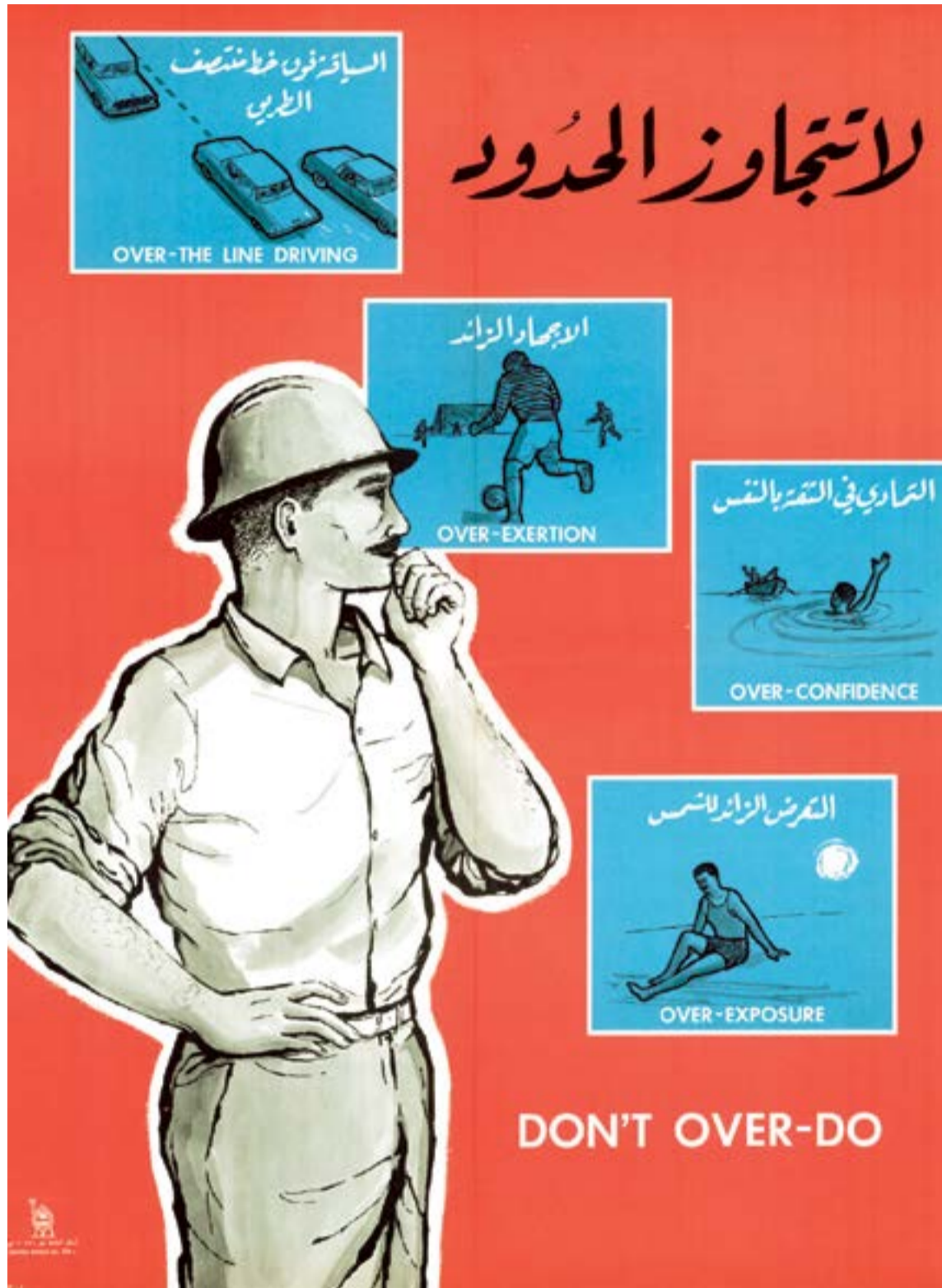
use a line - don't carry it



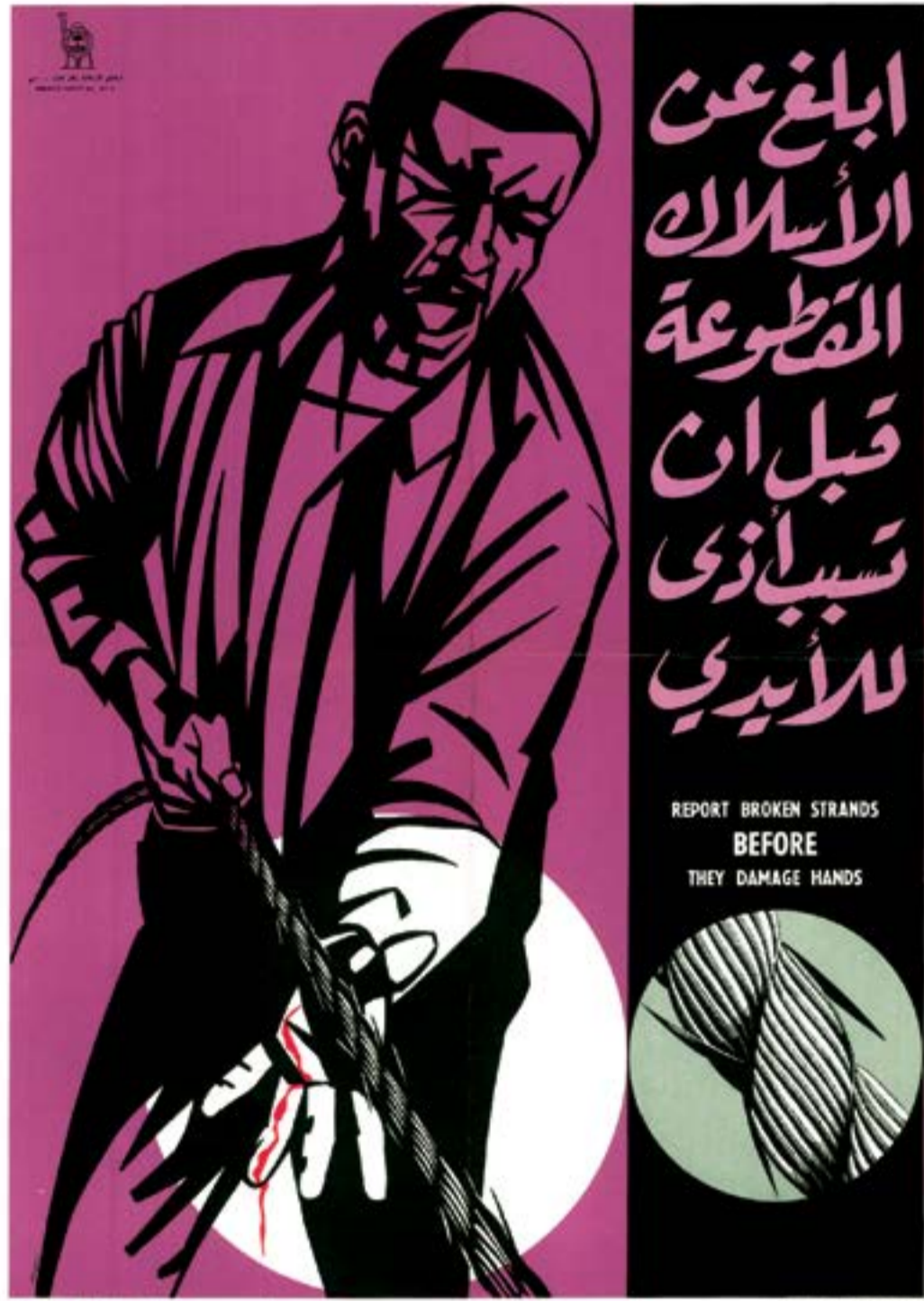
الدراجاتُ مأمونةٌ لكنَّ راكبيها يُسببون الحوادثُ



bicycles are safe riders can cause accidents



It's up to you | July 1962



Handling cables

Hand hazards, February 1960

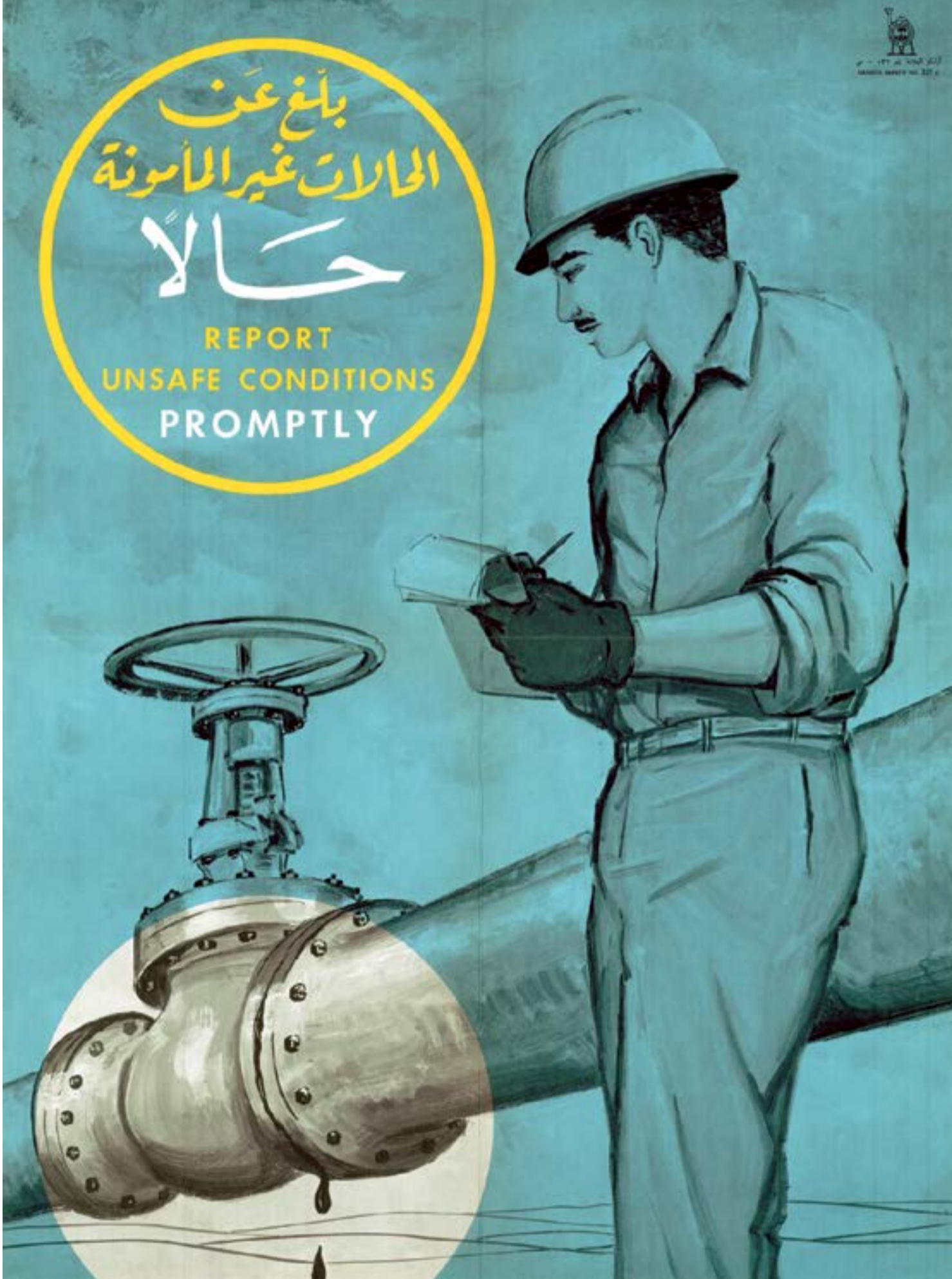
The blood dripping out of this poster from an injured hand makes the message immediate and real. The consequences of the injury etched on the face of the man are not contained within the borders of the poster. The injured hand reaches out of the page, reinforcing the message that these injuries are not abstract, and can affect everyone.

سر في جانب واحد من الطريق

لا تسر
في منتصف
الطريق

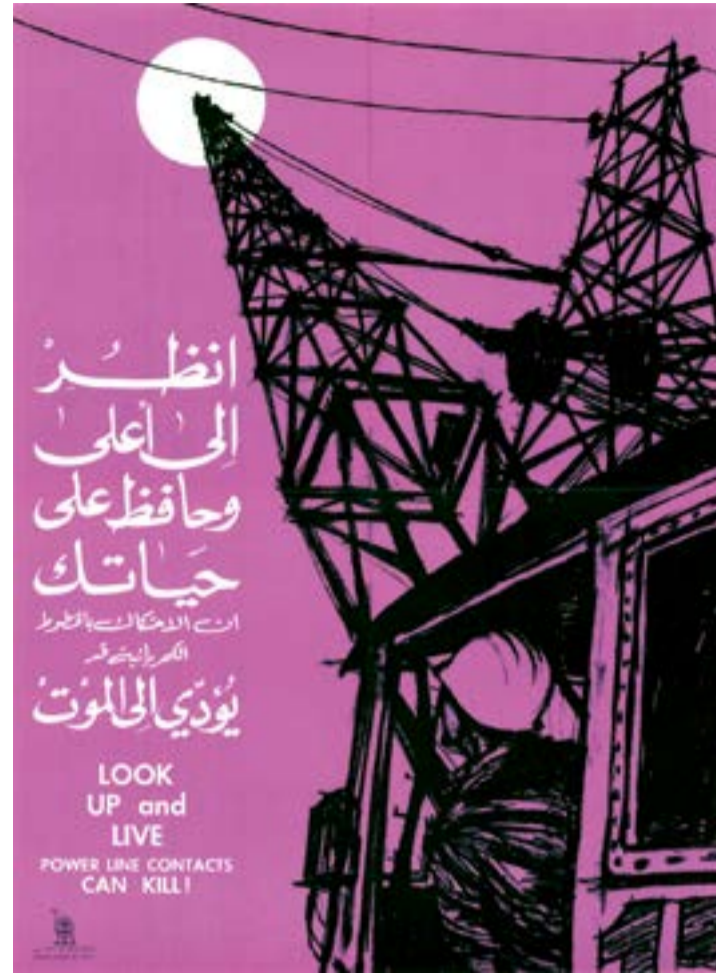
drive
in one
lane
don't
straddle
two!







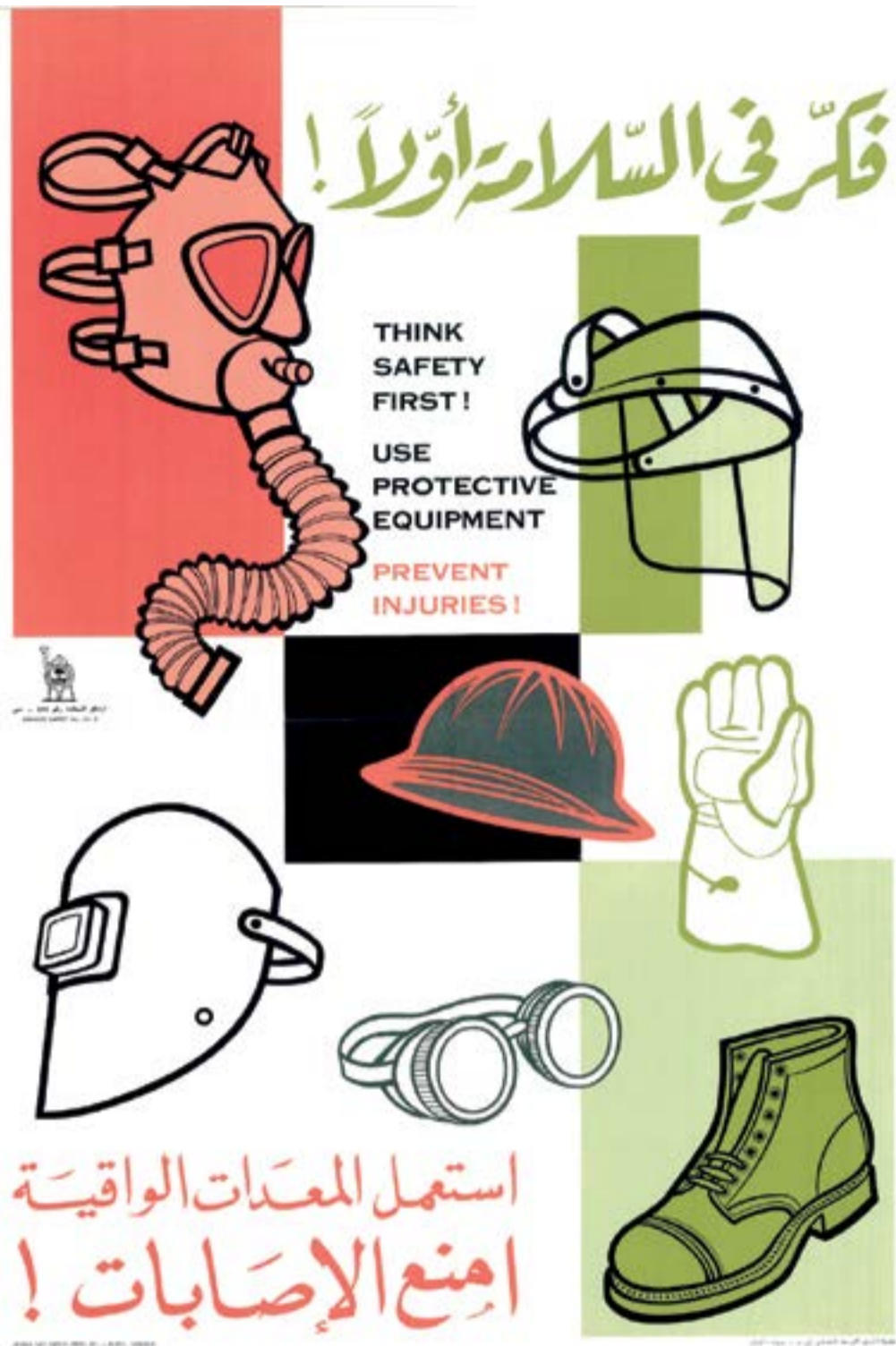
Road safety – defensive driving | January 1963



Electrical hazards | September 1963



Compressed air | July 1964



Bilingual directions

Use of PPE, March 1960

A consideration for poster designers was the inclusion of both English and Arabic in materials, and how the audience might process images and messages differently. Arabic readers start at the top right of a page, while English readers do the opposite, starting at the top left. Balance of design is important so as not to lose the interest of either audience, using visual cues in either text or design. This is a delicate process that can inadvertently give precedence to one language or visual system over the other.

The above poster from March 1960 related to personal protective equipment overcame this quandary. The most prominent text is in Arabic, which would seem to exclude English readers who would “enter” the poster from the top left. However, the breathing-apparatus mask compels the English audience into the poster, as it stares down at the English text. The color blocks act as stepping stones, creating opposing diagonal lines for audiences of both languages. There is also a natural exit for both languages with the Arabic text leading out of the poster in one direction, and the safety shoe serving the same purpose for the English audience.

The poster on the facing page uses vertical divisions to segregate the steps in the story, leading to the conclusion – if the poster is read from right to left. Nevertheless, the movement in the poster, with the man walking carelessly towards his misfortune, allows it to be read effectively from either direction, accommodating both English and Arabic viewers.

الحوادث
 تقع
 سريعاً
 كما
 يقظاً

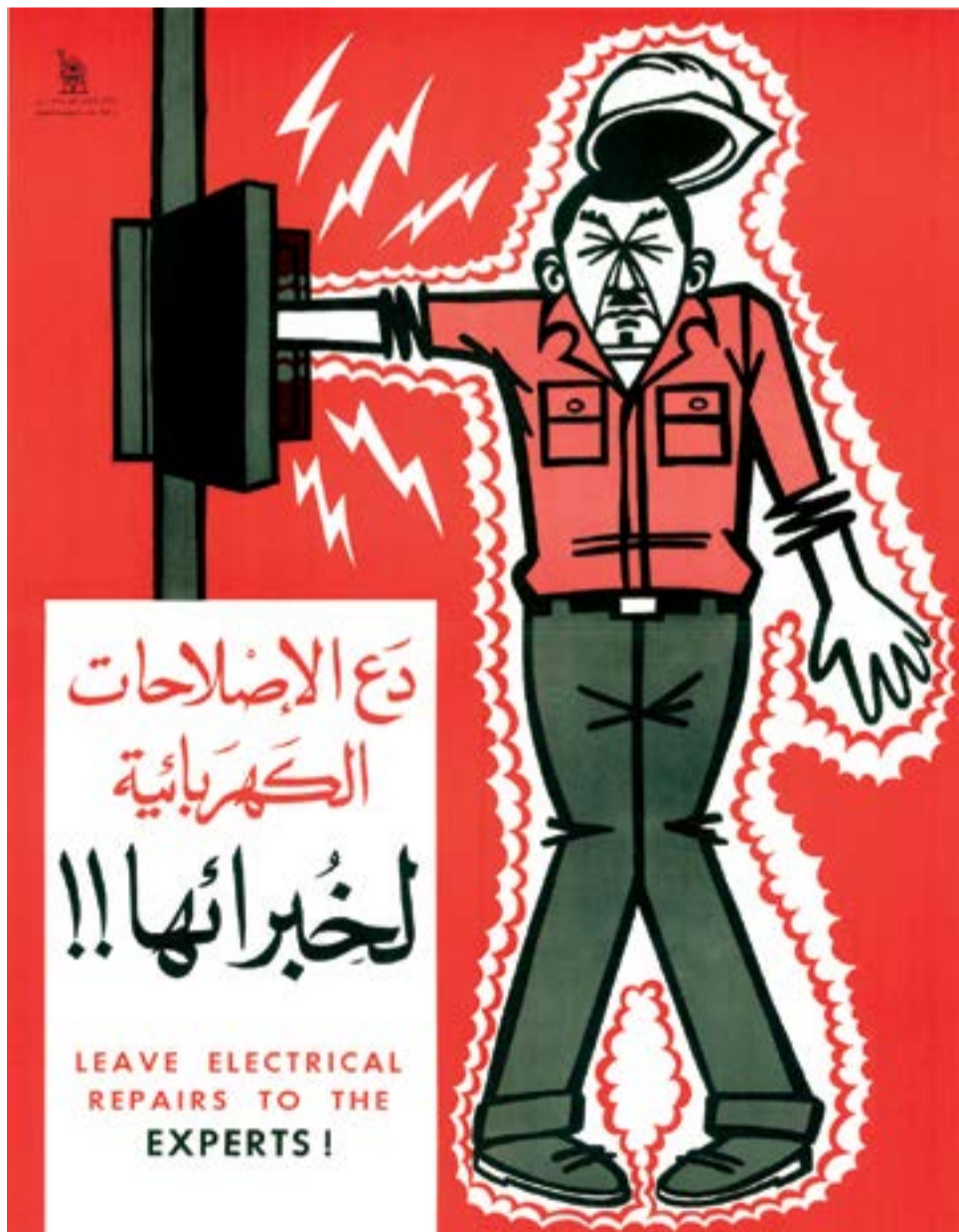
ACCIDENTS
 HAPPEN
QUICKLY
 BE ON
 THE ALERT



PRINTED ON DEMAND - WORLD BEST QUALITY PAPER AND

طبع في لبنان - طباعة الشرق الأوسط للتصميم في بيروت

It's up to you | April 1960





It's up to you | April 1964

Depicting pain

Each of the three posters on these two pages use similar techniques to illustrate pain and movement. The exaggerated mouth, open wide in a silent scream, from the December 1965 poster, voices the flashes of pain radiating from the crushed thumb. In the April 1964 poster the perfectly triangular nose in the compressed rectangular face intensifies the hammer blow to the head. The use of lines radiating from a single point to signify eyes shut tight in pain is also employed in the December 1963 poster showing the effect of an electric shock. The intense shaking induced by an electric current passing through a person is symbolized in the ragged line around the figure and exaggerated by the elbows that have been transformed into conducting wire.



اترك مسافة كافية
تجنب التصادم
من الخلف

KEEP YOUR DISTANCE AVOID REAR-END COLLISIONS!

إياك أن تجتاز السيارة التي أمامك
قبل أن تعطي لسائقها إشارة بذلك

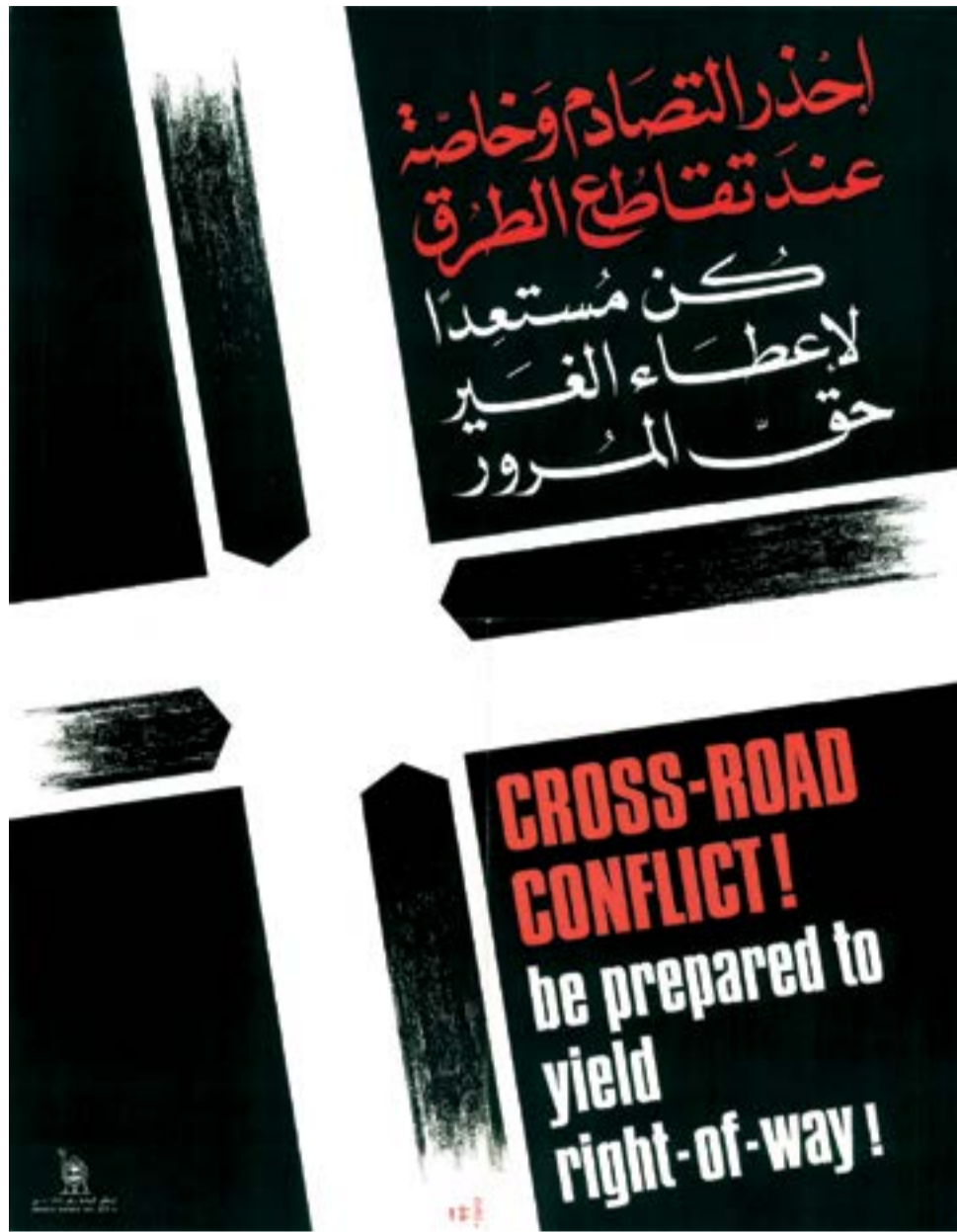


GOING TO PASS?  ALWAYS
SIGNAL FIRST

Turn signal

Road safety – rules of the road, June 1965

Text often plays an important role beyond the meaning of the words themselves. The way in which the words are designed, and the use of typography, can transform text into an image that reinforces visual cues. The importance of using turn signals is spelt out in the words of this poster from 1965, but the message is amplified with a large red spot, as the dot on the “i,” symbolizing a car’s rear light. The alternating red and white letters mimic the flashing of a turn signal, indicating what every driver needs to do – use their turn signals.



كُنتُ مُسْتَعِجِلًا لَقَدِ بَدَتِ لِمَارِهَا لَمْ يَنْبَهْنِي أَحَدٌ لَقَدِ بَدَتِ مَأْمُونَةً

IT WAS IN A HURRY IT LOOKED LIKE THE EASIEST WAY I DIDN'T SEE IT NOBODY TOLD ME TO WATCH OUT IT LOOKED SAFE ENOUGH بِصُورَةٍ كَافِيَةٍ

لا يُوجَدُ مُبَرَّرٌ لِأَيِّ حَادِثٍ

NO EXCUSE for an ACCIDENT

إذاعة صوت العرب
www.sawt-arab.com



ابتعد عن المعدات حتى يتم فحصها!

**STAND
CLEAR**

**UNTIL
EQUIPMENT
IS TESTED!**

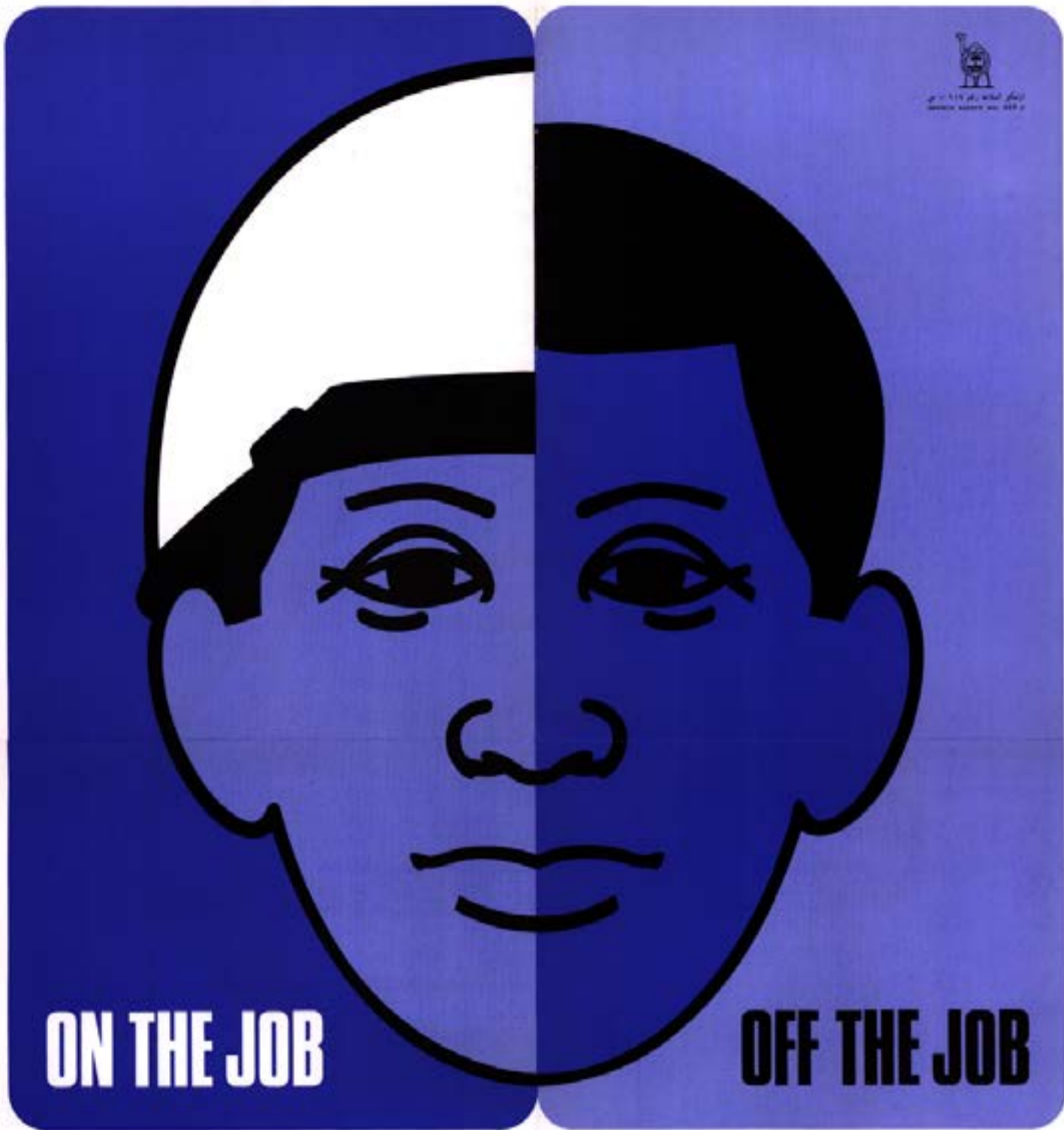


Negative space

Position yourself in a safe location, March 1961

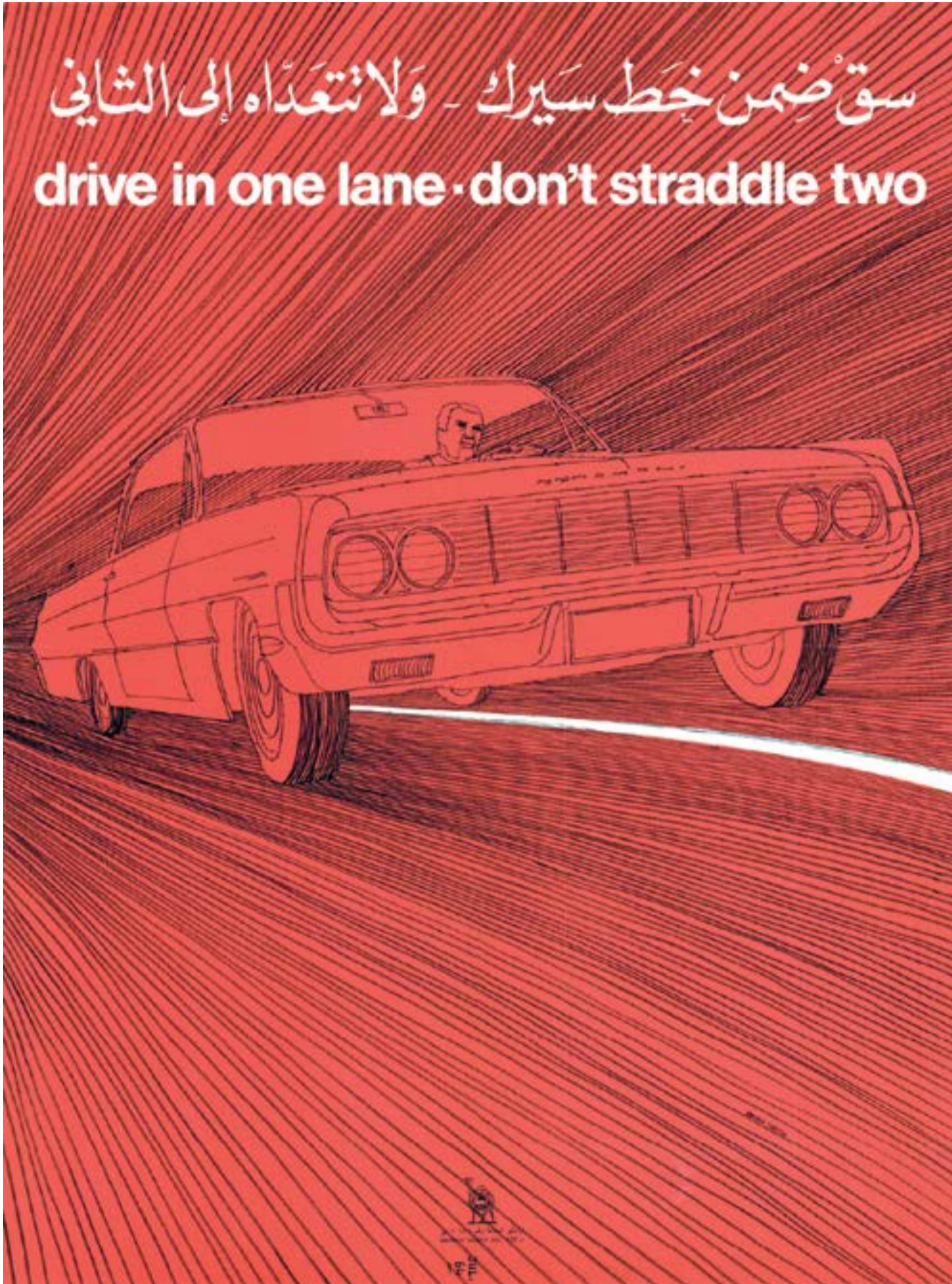
Effective posters draw a reader in and then focus the eye, holding the viewer's attention. This poster from March 1961 highlighting the importance of positioning oneself in a safe location, employs a number of techniques to achieve this in its apparent simplicity. The central element is the white figure seeming to block the entrance to the hazardous location. Meanwhile, it is also a negative space with no features to the figure, drawing attention to the text, with the distinctly different font and color of the text in the English and Arabic allowing each to stand out on their own. This white shape also serves as a subliminal warning of what would happen if one fails to adhere to the advice. The shape is not a person, but the outline of a person, as would be done with a chalk outline of the victim at a crime or accident scene. What makes this outline particularly effective is that it jumps out of the page as a result of the sense of depth created by the crane being partially hidden behind the white figure.





سَامَتِكَ اِثْنَا، لِعَمَلٍ وَخَارِجِ لِعَمَلٍ تَتَوَقَّفُ عَلَيْكَ
YOUR SAFETY IS UP TO YOU!

سِقْ ضَمِنْ خَطِّ سَيْرِكْ - وَلَا تَتَعَدَّاهِ إِلَى الثَّانِي
drive in one lane · don't straddle two



138

Storytelling – the peak

Road safety – rules of the road, July 1964

The car surging out of the darkness captures a story at its peak. The driver is flouting the advice of the headline as he glares through the windshield with the angle of the car – not flat on the road, but almost flying – conveying a sense of being impervious to the rules. The converging lines create an optical illusion, giving a sense of speed, while the exclusive use of red creates a feeling of imminent danger. The audience is left to imagine what could happen when the rules of the road are ignored.



لا جَدوى من وقاية العين بعد فوات الأوان !
TOO LATE FOR EYE PROTECTION!



Storytelling – the consequences

Eye safety, March 1967

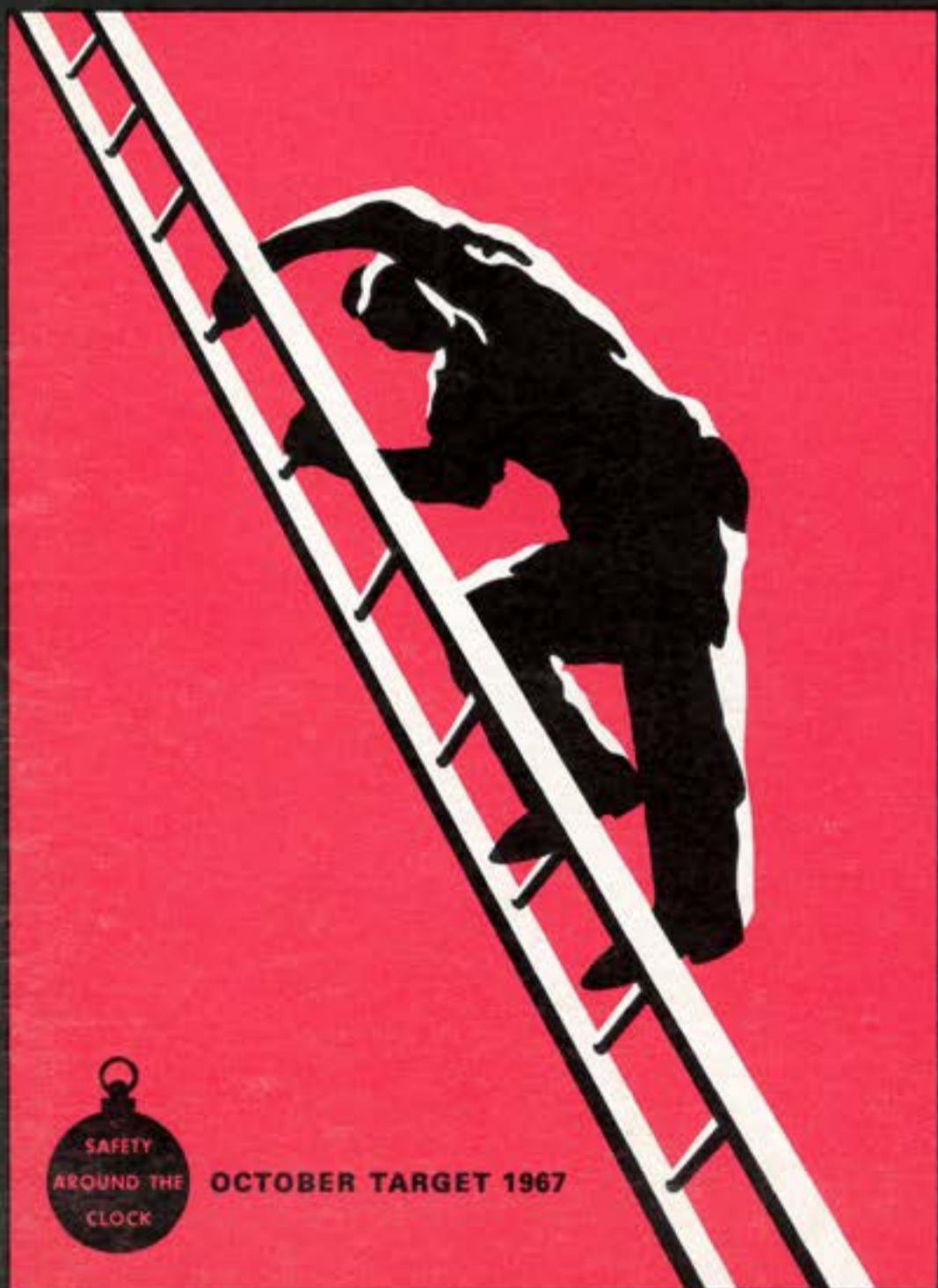
This minimalist design tells a story using limited color, and therefore requires a gradual interpretation of black and white shapes. As the face comes into focus, the significance of the red blotch becomes apparent and a sad story unfolds instantaneously. Knowing its conclusion through such a visual jolt, the impact of the story lies in the safety lesson it relates – always use personal protective equipment to ensure your story does not have a similar ending.

Leading safely

Each edition of *Safety Target* covered a broad spectrum of safety issues, as can be seen from this example from October 1967. Much of the information relates to aspects of fire prevention at work and at home, but there is also a focus on road safety and motorcycling tips. The General Manager's letter addresses the role of a supervisor, with a focus on traits that define a good safety leader. The importance of leadership engagement was an essential part of the company's safety culture – something that was promoted long before such attitudes to safety had become more commonplace.



ARAMCO SAFETY TARGET

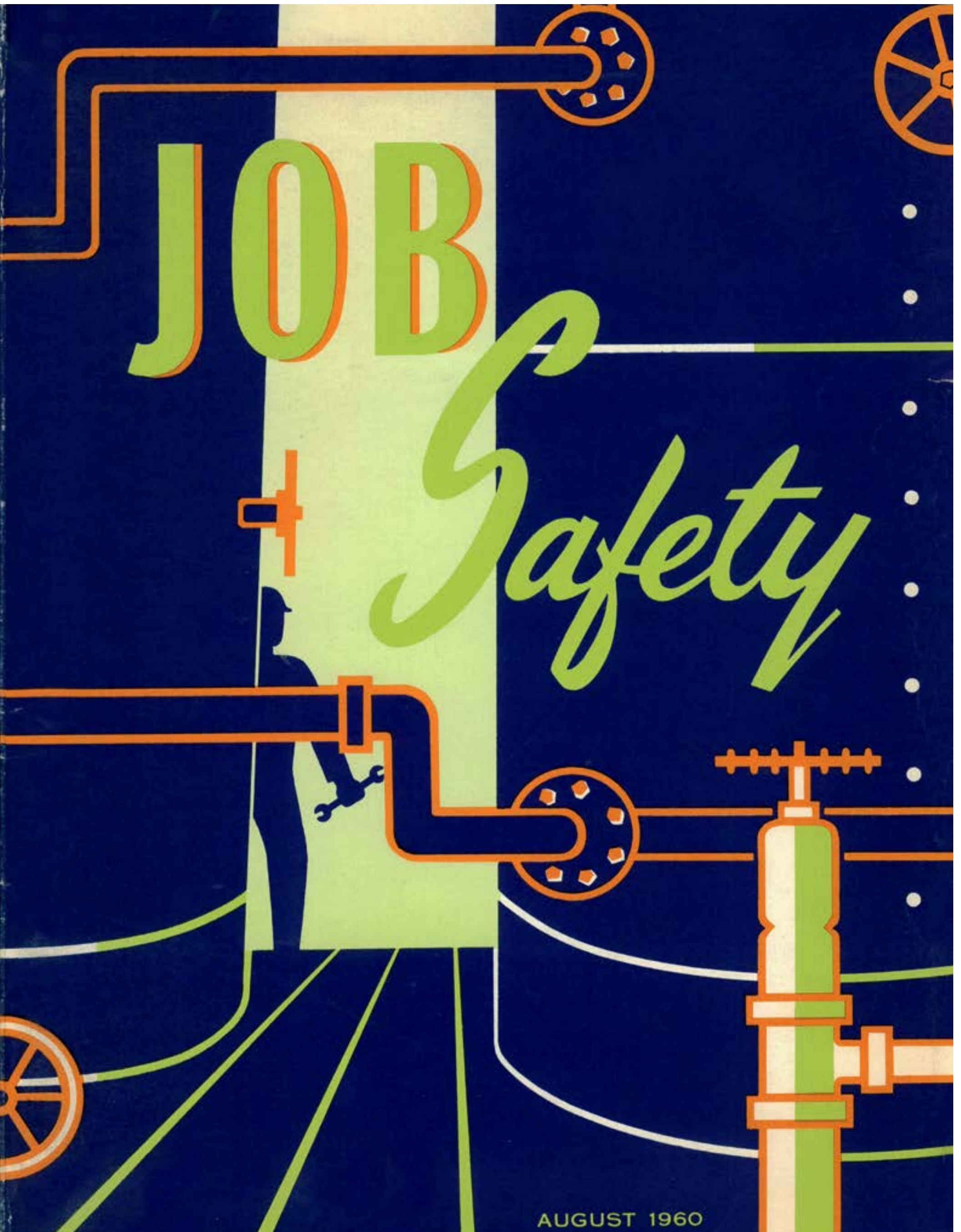


OCTOBER TARGET 1967





August 1960



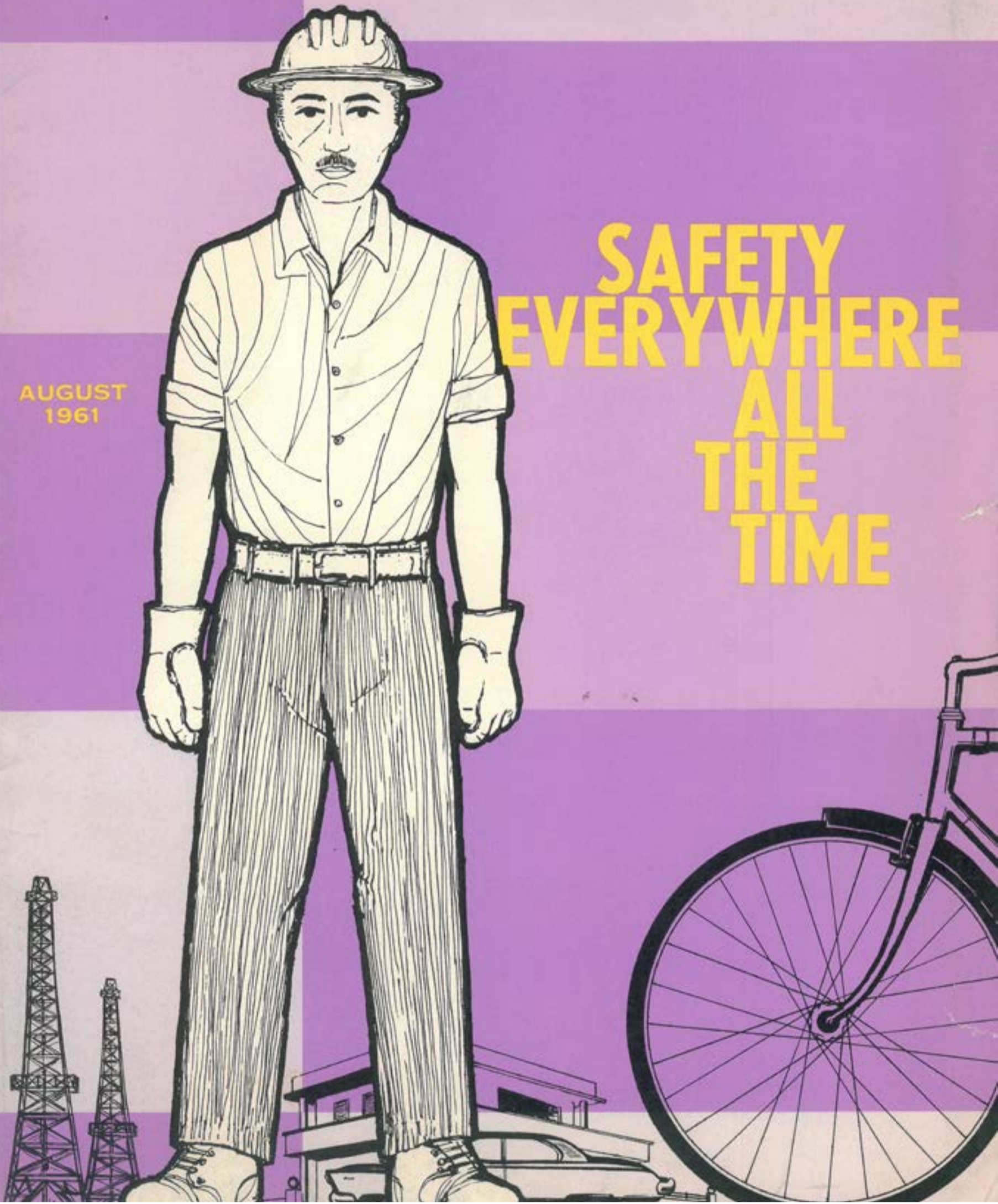
Dimensions: The *Safety Target* covers measured approximately 28 cm x 42 cm when folded open.

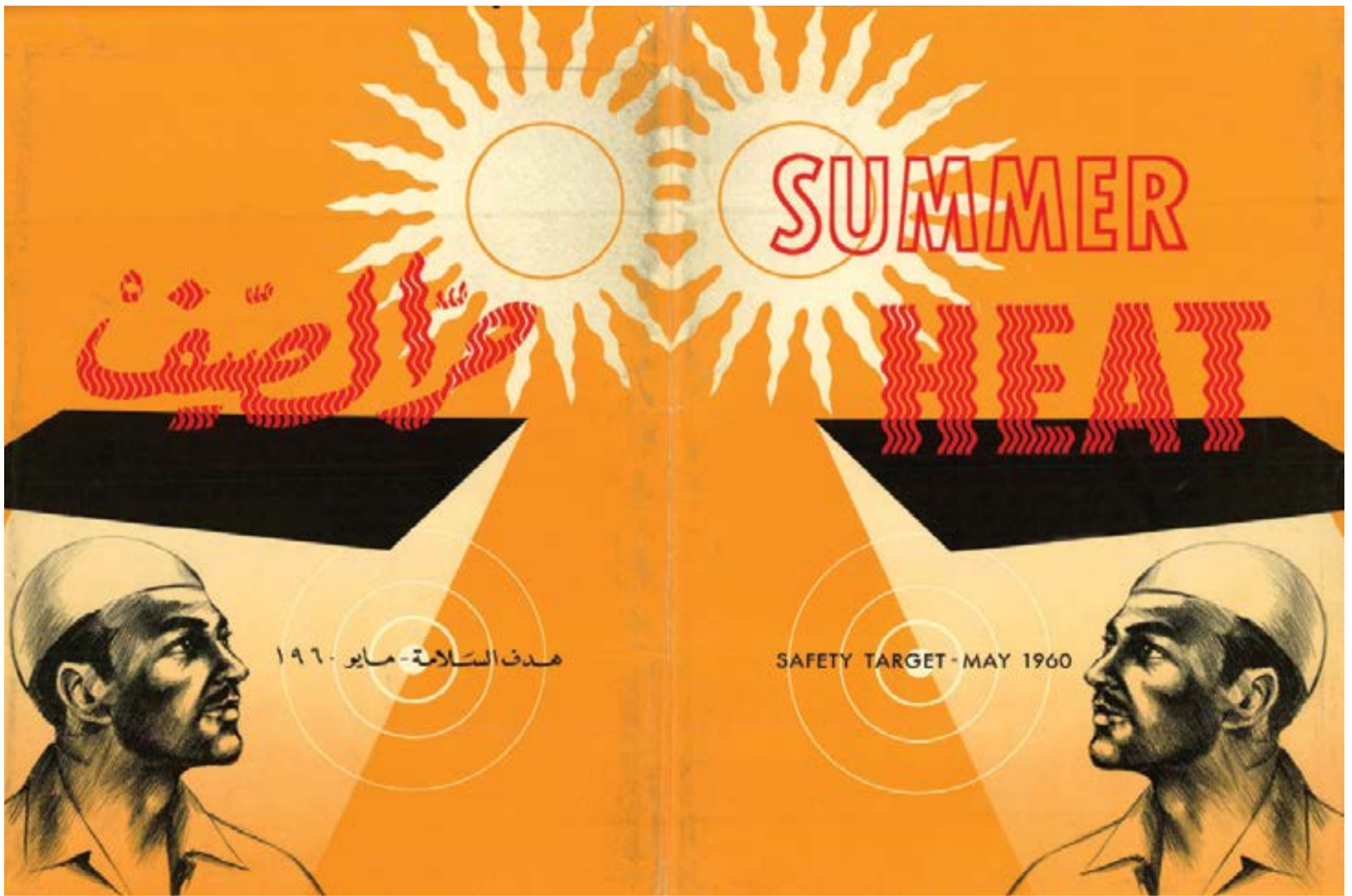


August 1961

AUGUST
1961

**SAFETY
EVERYWHERE
ALL
THE
TIME**





May 1960



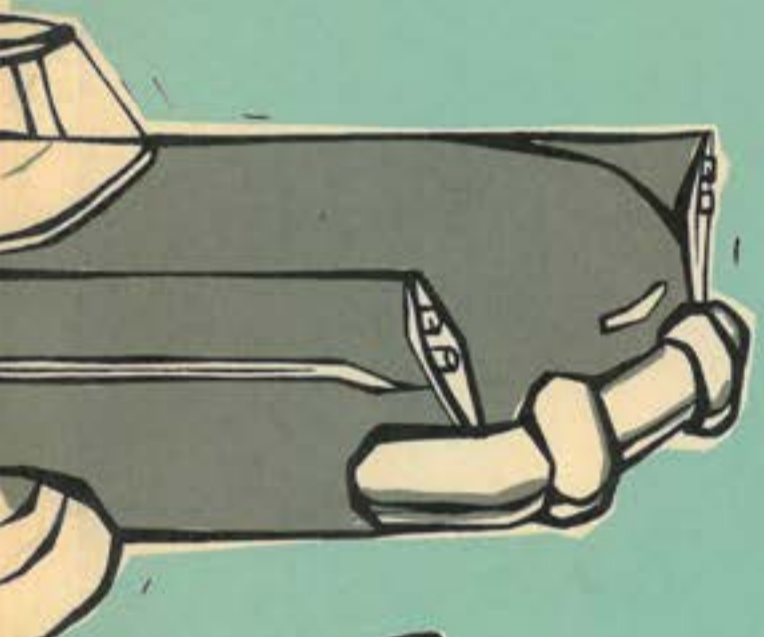
November 1960

السَّلامَة
طَوَالَ
السَّيُوفِ



لهدفه شهر نوفمبر 1962

SAFETY
AROUND THE
CLOCK



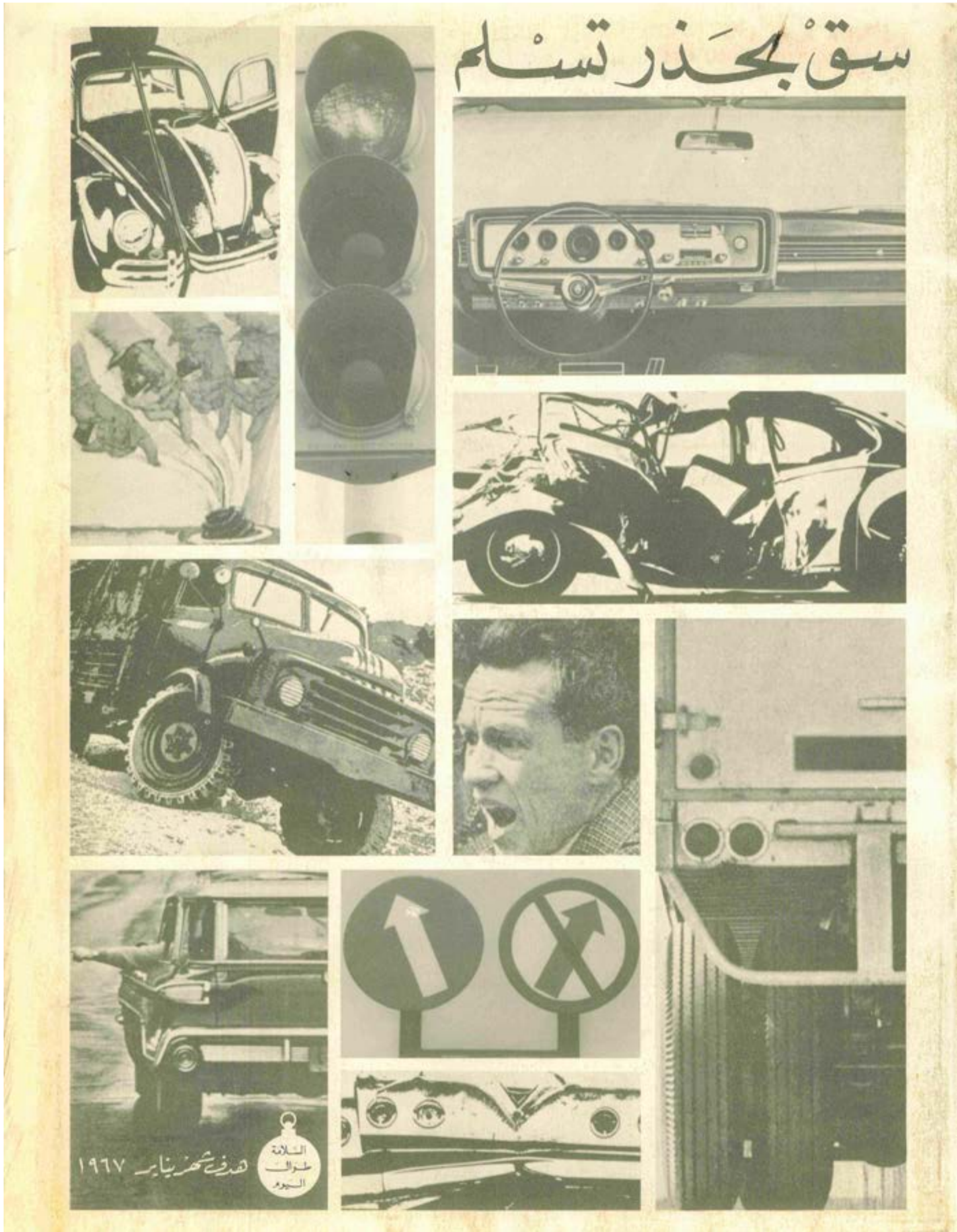
NOVEMBER TARGET 1962



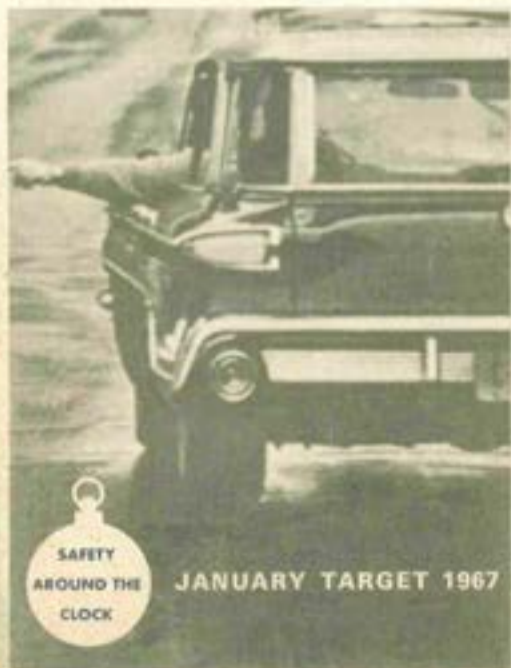
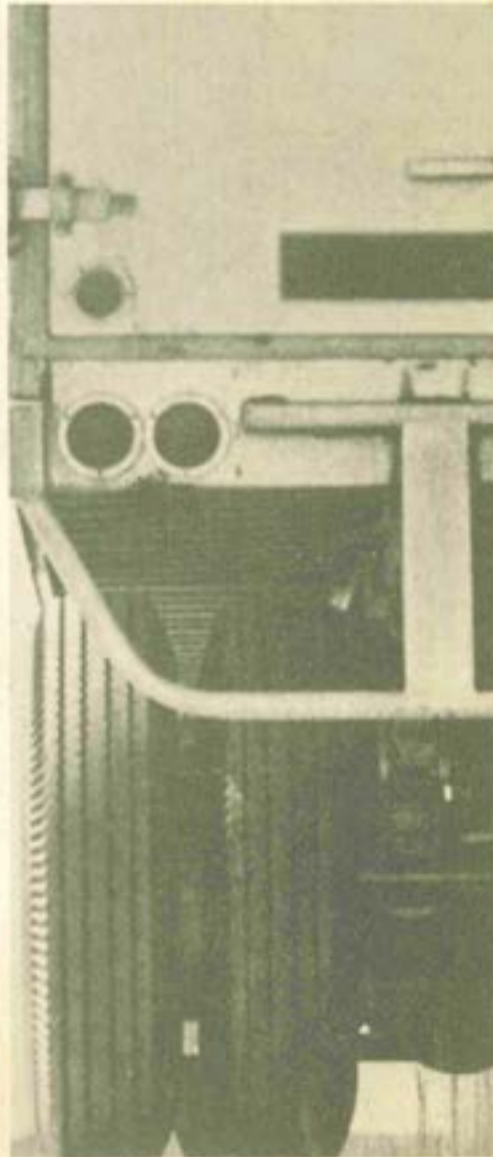
September 1963



August 1964

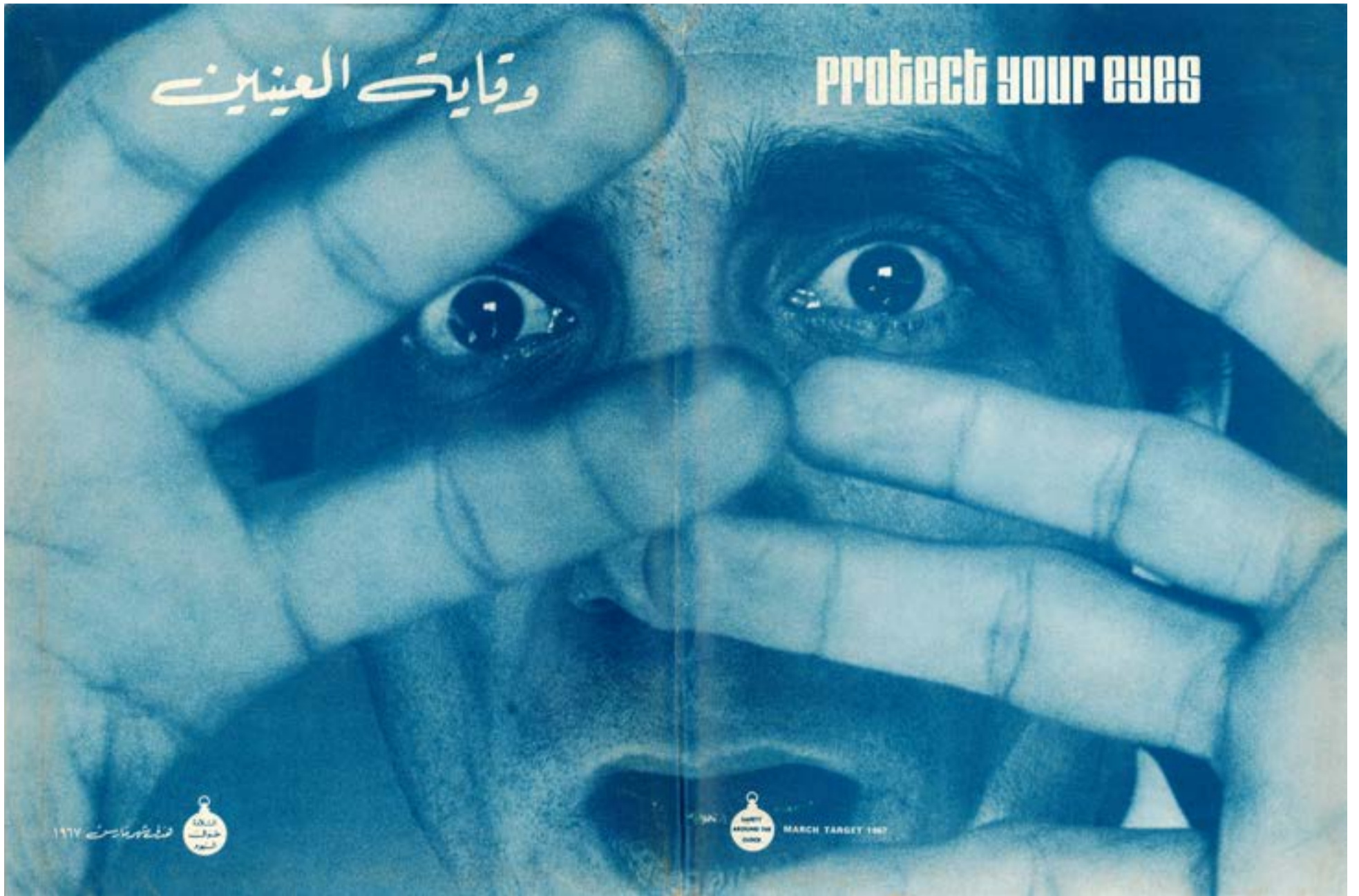


drive and survive



SAFETY
AROUND THE
CLOCK

JANUARY TARGET 1967



March 1967

YOUR HOME SAFETY

Reminders

CHILDREN UP TO 6 MONTHS

Newborn babies are helpless and need absolute protection. Soon they'll move about and need an even more watchful eye.

They'll begin to wiggle and roll from side to side.

The sides of the crib must be kept up at all times. It is important to have a firm mattress that fits the crib properly.

Babies should not be left alone on anything from which they might fall. They'll start grabbing things often.

Be sure that the bars of the crib are so spaced that they can't catch their head between them.

They may start to suck on toys, crib rails, and other pointed objects.

Remove everything from around and in the crib - extra pillows, bedding, blankets, toys, or anything else they're likely to put in their mouth. Avoid hanging small objects near their reach.

They'll be helpless to wave for someone to come.

They should not be left alone in the bath at any time for any reason whatever.

Protect YOUR CHILDREN

YOUR HOME SAFETY

Reminders

CHILDREN AROUND 12-15 MONTHS

They're eager to examine the world about them. Practically everything within sight is exciting and interesting.

They want to roam all over the house.

They need freedom, but they need limits, too. Gates at the head and foot of the stairways will prevent many a fall. Later on they'll be able to take the stairs in their stride.

They'll poke and probe with their index finger to find out about things.

Closest light sockets should be taped or capped. Electric fans or heaters should be out of reach. Stoves equipped with anything potentially dangerous in them should be locked.

They'll put practically everything in their mouth.

All household poisons and medicines should be kept out of their reach. Pins, buttons, needles, and other small objects should be put away.

They're curious about many things, especially those higher than their eye level.

Lift them up occasionally to satisfy their curiosity.

Table cloths should not hang over the edge of the table.

Keep containers of hot food and liquids in the center of the table, out of their reach, and get handles parallel with the front of the stove.

Protect YOUR CHILDREN

YOUR HOME SAFETY

Reminders

CHILDREN AROUND 3 YEARS

Three-year-olds have greater self-control. They are more and more mobile on their feet.

They hurry up and down stairs.

Stairs should have strong rails for support and should be clear of objects or cluttered arrangements on which children can trip.

They often enjoy competitive play with siblings.

Their toy trucks or engines should be strong enough to bear their weight as well as their passengers. They'll all take turns pushing each other around.

They're proud to see simple results.

They'll feel the important numbers of the family when they do small tasks related to their ability. They should not be asked to do anything potentially hazardous, like carrying a guest or carrying a knife or a heavy glass container.

They can take verbal direction.

They can now understand the reasons for various safety measures, such as keeping the floor clear of their toys and of other objects that can be tripped over.

Protect YOUR CHILDREN

YOUR HOME SAFETY

Reminders

CHILDREN AROUND 2 YEARS

Two-year-olds are adventurers who sometimes seem so mature that parents may forget they still need a loving eye to watch over them.

They can rotate their furniture; this means they can turn a door back.

Doors that open to potential danger should be locked so that youngsters can't dash out suddenly.

They take things apart, fit them together again, and experiment with their wit.

The kitchen is a favorite place for this activity. Here they can play creatively with pots and pans and with empty cardboard boxes. These are safe. Things which are dangerous, such as knives, motor-eye mixers, electrical equipment, and machines should be put out of the way. Two-year-olds are not yet mature enough to use them safely.

They climb on to things.

They should be protected from falls. Windows from which they enjoy staring the world should have guards on them. Screens used to be fire and security screens. Car doors should be locked.

They like to play with and in water.

Pools, ponds, canoes should be fenced in or screened over. Water isn't safe until the child learns to respect it.

Protect YOUR CHILDREN

YOUR HOME SAFETY

TAKE SAFETY HOME TALK DEC. 1

CHILDREN AROUND **4** YEARS

Reminders

Four-year-olds are finding their place in the world. They cover a lot of ground—in all directions.

They can ride tricycles competently.

They should be taught to ride on the sidewalk and to watch for cars in the driveway.

They can throw and catch a ball.

They'll have more fun and be safer in a playground or enclosed play area. They should be cautioned not to dart after the ball if it rolls out into the street or driveway.

They climb over fences and up trees.

They will be protected from falls if taught how to get a good footing and a proper handhold. They need clothes that give them freedom of action and shoes that are good for climbing.

Their attention span is lengthening; they can sit for a comparatively long time at interesting manual tasks.

They will enjoy building simple things and at the same time can begin to learn the safe way to use tools. They can learn to help safely in the kitchen or about the house.

Protect YOUR CHILDREN

Child's play

With rapid workforce expansion and growth in the urban areas of Dhahran, Al-Khobar, and Dammam, safety shifted toward a focus on the prevention of injuries in homes. Providing useful advice to employees and their families became an integral part of Aramco's safety efforts. Particular attention was paid to road safety, but the broad range of safety advice is illustrated by this sequence of flyers about caring for young children.

These flyers from *Safety Target*, from consecutive months in 1960, discuss the developmental stages in a child's growth, how they come to explore and interact with the world around them, and how to use this information to ensure they do so in a safe manner. As the majority of the company's workforce at the time was male, this information was clearly intended to be taken home and shared with families and within communities.



March 1961



March 1964

DRIVER SAFETY



WHAT'S THE SCORE?

If, as traffic experts say, speed in itself doesn't cause accidents, just what are the real dangers of excessive speed?

Here are four basic reasons why traveling at excessive speeds is dangerous:

1. A driver has less time to think and act in an emergency situation.
2. The faster you're traveling, the greater the distance required to come to a stop.
3. An accident at high speed is likely to be more serious than a similar accident at a lower speed.
4. The faster you travel the greater limitations are placed on your ability to scan and see ahead and to the sides.

Actually, speeding is no guarantee of getting some place in the fastest possible time. At best, the speeder may gain only a few minutes over the driver who tries to keep up a steady, even pace at a moderate speed.

The few minutes gained are never worth the risk involved.

TAKE
SAFETY HOME
TALK
DECEMBER 24,
1963



DECEMBER, 1963

THE RIGHT WAY IS THE SAFE WAY



summer heat

DESERT TRAVEL

Tell your supervisor when you are working, or a friend and neighbor when you are off duty, where you are going and the time you expect to return. Take sufficient water, food, salt, tire tools, signals and flares.

STOP IF YOU ARE LOST

Do not continue to drive for a long distance after you are certain you have lost your way. If we know approximately where you are, it will be easier to find you. Burn signals and flares after dark.

TAKE IT EASY IF YOU GET STUCK

Don't overwork and overheat yourself. It is better to take hours to work yourself out of a situation slowly. It is easier to drive out of sand in the early morning when it is damp from dew that might condense during the night. If you are forced to remain overnight, build a fire for signal purposes and wait for someone to come. An emergency is a time for calm, clear thinking. Don't expect a search party after nightfall except in cases of known emergency.

DO NOT LEAVE YOUR VEHICLE

It is not easy to locate a vehicle in the desert; it is extremely

difficult to find a man who is walking. Relax in the shade of your vehicle during the heat of the day and wait until the cool of evening to dig yourself out or attempt strenuous repairs. Keep your body covered as clothing holds moisture and aids in body cooling.

PARK ON HIGH GROUND

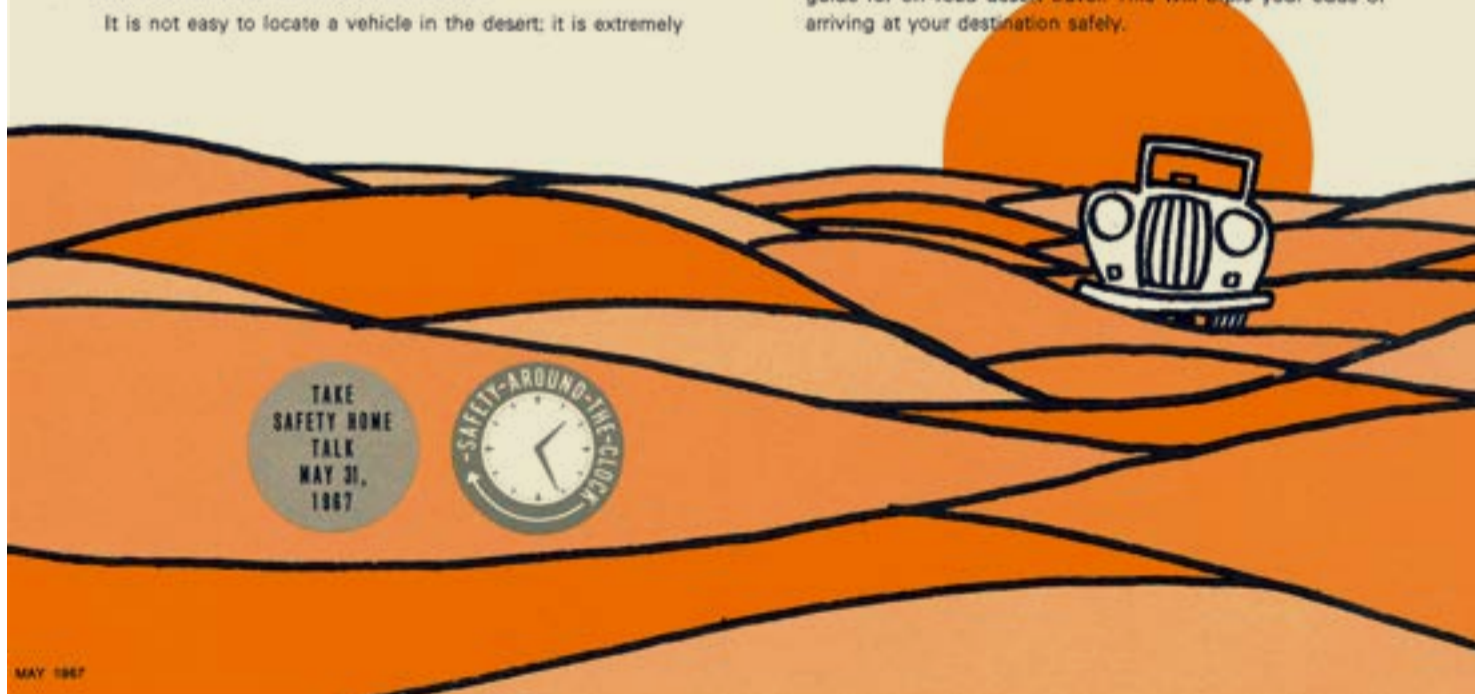
If your vehicle is in running condition when you are lost, park it on high, unobstructed ground. Searchers will find you more quickly.

SIGNALS

During the day make a smudge pot by filling a can with sand and gasoline or oil from the crankcase. If you do not have a regular smoke bomb. Burn a rubber tire. This makes a smoke signal during the day and a visible light at night. Use a mirror to reflect signals in the sunlight.

USE THE BUDDY SYSTEM

It is extremely important that you take two vehicles and a guide for off-road desert travel. This will triple your odds of arriving at your destination safely.



MAY 1967

May 1967


SAFETY MEETING

THE SAFE JOB

PERSONAL PROTECTIVE EQUIPMENT

It is an established fact that Safety Equipment goes a long way toward preventing injuries when there is an accident. But merely having protective devices is not enough; they must be used to be effective. Safety glasses in your pocket or at home are not going to help your eyes if something flies at them. Gloves on the shelf or in your back pocket won't save your hands. Safety hats on the bench, or being used to catch chips, will not protect your head from that falling object. There is no excuse for not using safety equipment when you have it. Having it and neglecting to use it is worse than not having it at all.

Use the safety equipment that has been issued to you.



USE YOUR PERSONAL PROTECTIVE EQUIPMENT

November 1962

DRIVER SAFETY

WHEN DOES A MOTOR VEHICLE BECOME A "HYDROPLANE"?

WE HAVE RECEIVED SOME VERY STARTLING INFORMATION relating certain facts that are best known to those who are in the business of driving and not government inspectors on motor vehicles.

Safety Engineers have been studying the conditions that cause most of our accidents to occur with increasing road conditions, that is, when the tires are in the state of complete failure to back up their loadings. Some are the facts and strongly suggest you make them known to your driver.

The Bureau of the Company in England has been conducting research in this area for a year and their findings brought about the following facts:

At 24 mph on a wet road, water starts to build up between a wheel and a shaft's tire tread, reducing the contact area. At speed, the water moves to one side, at 125 feet, the contact of the tire is a few square inches. Before the tread can grip the surface of water is evaporated and road is lost in distance between 8 and 9 miles of water a second. At high speeds, the area of road on the road has about 1/100th of a second or which is 1/10. Because of the water beneath the tread of the remaining contact area. Eventually it spreads to the rear and some of the load touches the road and you start skidding like a water-ski. If you wear head restraints, of course, that you skidding occurs.

In some recent tests for the Automobile and Space Administration it was found that, in a 50-mile speed race, an auto skidding on 100 mph per hour actually "hydroplaned" on wet pavement surfaces. The tires were riding on the water-out of contact with the pavement with loss of steering and brake control.

ALERT YOUR DRIVERS TO THIS FACT: For years safety people have been telling drivers, "Slow Down When It Rains." This is not the reason why the loss of control over a vehicle on wet road surfaces—that, we didn't know, why? **WE DO NOW!** In application of the principles discovered it was found a car's wheels "hydroplane" on wet surfaces. At around 40 mph they found the tires actually leave the road if there is as much as 1/10 of an inch of moisture on the road. The tire pressure had a part in the matter, it appears the lower the tire pressure and the faster the speed, the better off the road surface does the vehicle "hydroplane." So do not wonder you can't steer or brake control a vehicle at normal speeds on wet weather—your car, the wheels aren't on the ground.

HOW CAN YOU KNOW THIS—DO WE NEED THE ADVICE?

SLOW DOWN IN WET WEATHER

Don't Risk It! Slow Down!

THIS SAFETY MESSAGE IS REPEATED IN 1964



safety is YOUR job

November 1964

FALLS IN BUSES

Most Company employees ride the buses from their homes to work. Getting onto and off buses while carrying packages, water cans and books in both hands is an unsafe practice.

To protect yourself, against falling put smaller items together in a bag or box so that all items can be carried in one hand leaving the other hand free to hold onto the safety rails.

Another thing you must remember is to avoid getting onto or off a bus while it is still moving. You should wait until the bus comes to a complete stop.

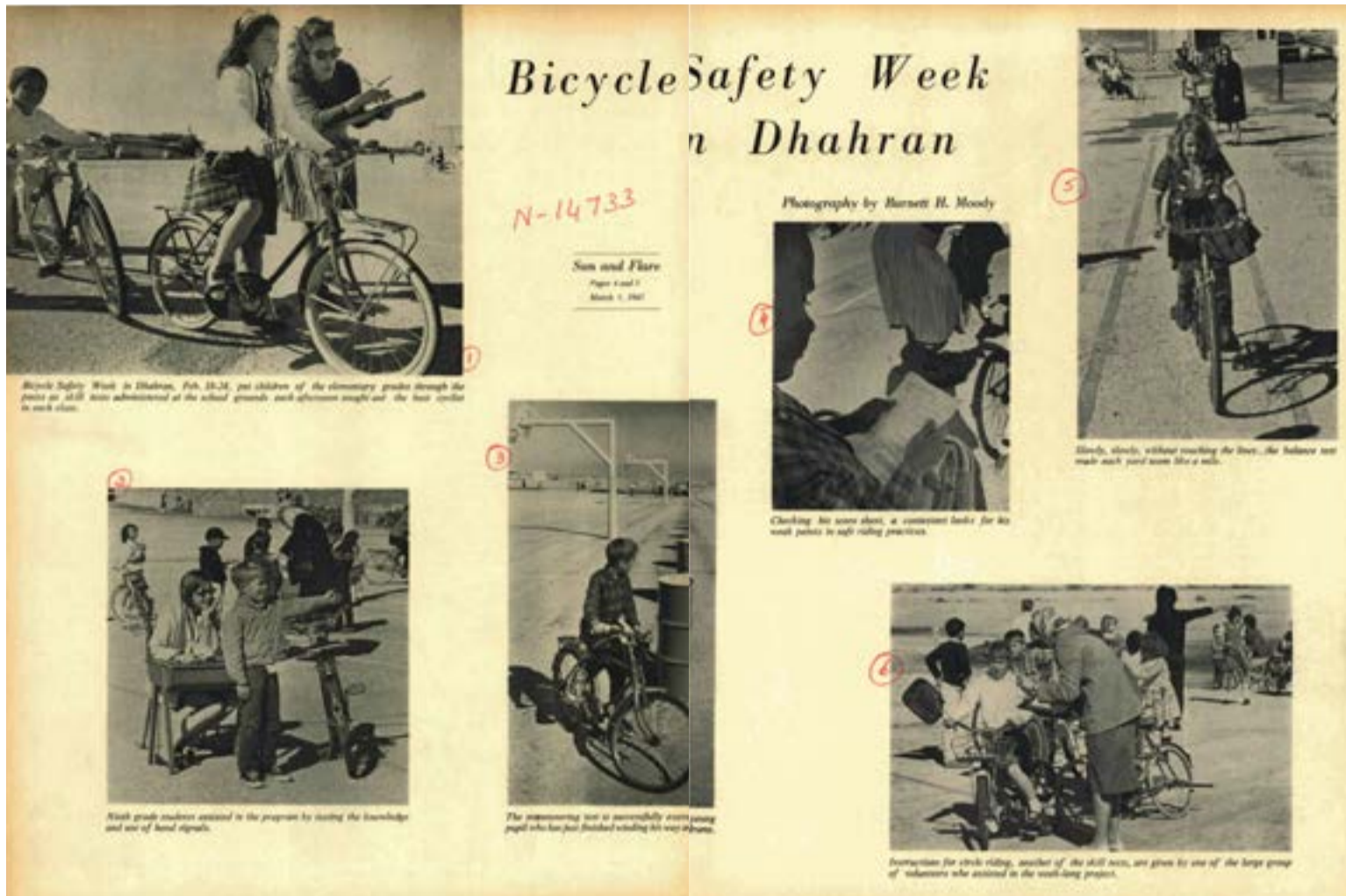


FALLS

Use handholds when getting on or off

BRANCO SAFETY TARGET (2) SEPTEMBER 1968

September 1968



Making headlines

The Aramco newspapers – *Sun and Flare* in English and *Al Qafilah* in Arabic – played an important role in showing just how much safety is part of the fabric of the communities that have grown around the company. The *Sun and Flare* articles shared news of safety-related events, underlining their reach beyond the workplace and into the family environment, while articles from *Al Qafilah* focused on lessons learned from incidents, and provided educational content.

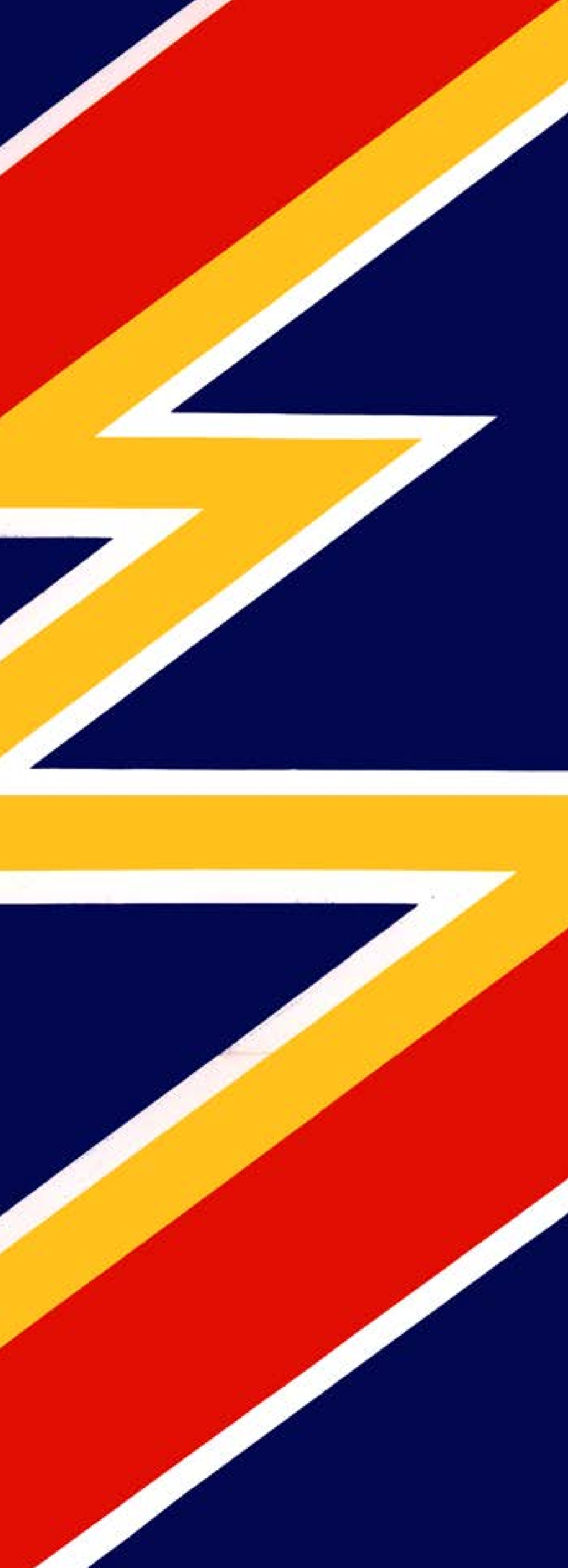
These newspapers were printed on tabloid-size paper approximately 43 cm x 28 cm.



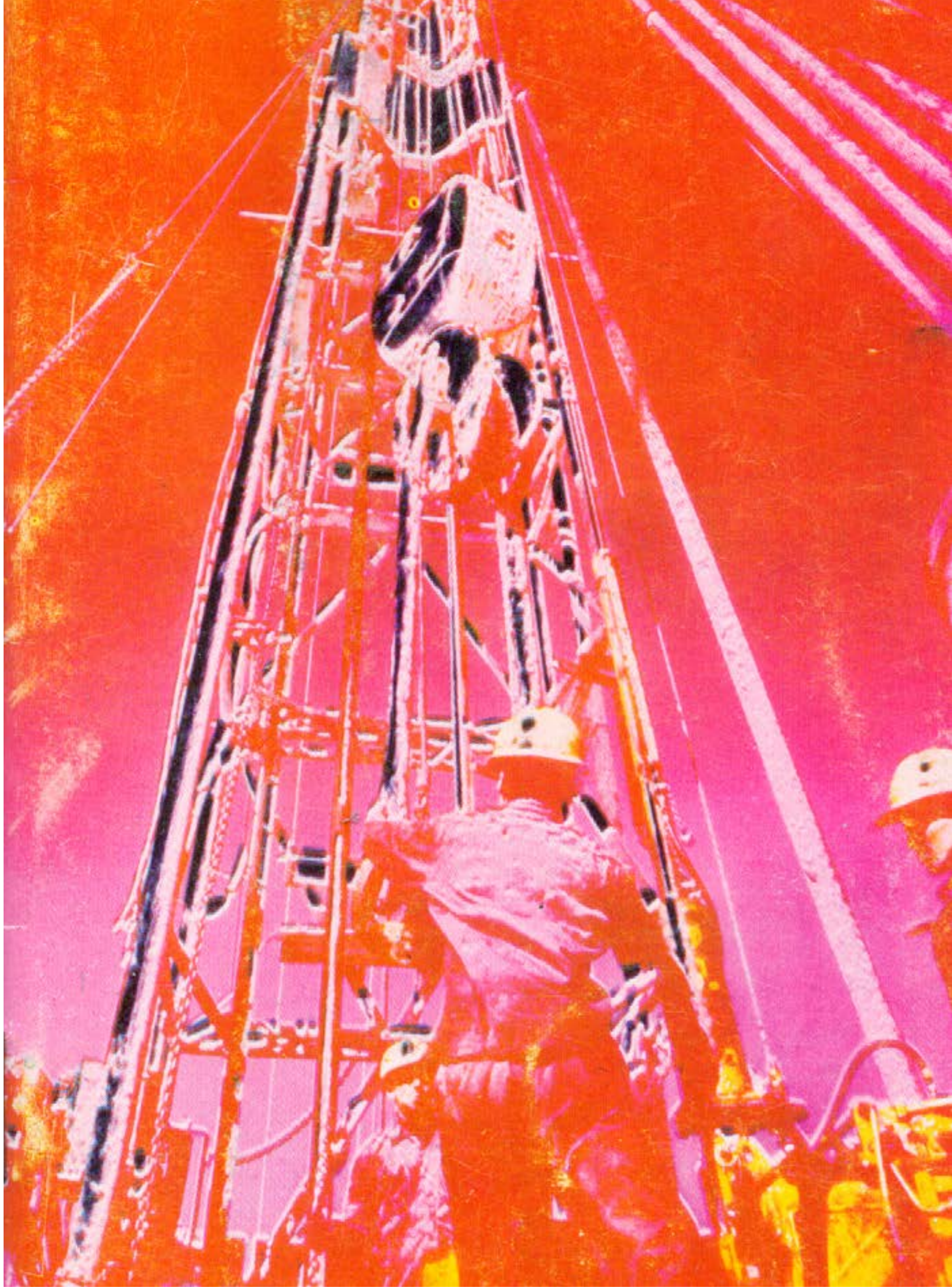


Accident investigators

Learning from incidents is an important step in improving safety, and thorough accident investigation has always been a responsibility of Saudi Aramco engineers. Detailed photos are critical to any investigation. These photos of road accidents were initially taken as a reminder of what remains after an accident. Where these photographs once allowed investigators to interpret a sequence of events leading to unintended consequences, they now provide a glimpse of the technology and environment of the time. As windows into the past, they also serve as a reminder that, however much technology changes, it is the human factor that determines how safe we are able to make our world. This is underlined by a snippet from a 1967 accident report that describes how a one-armed, one-eyed man lost control of his vehicle. This sampling of photos from accident scenes ranges from 1941 until the 1970s, before instant cameras provided almost immediate color photos without the need to process negative film.



70



The Loss Prevention Handbook for New Employees was one of the very first publications produced by the newly created department. This cover detail is emblematic of the efforts to make safety more engaging by packaging it in bright colors, while at the same time maintaining the weight of the subject matter.

Dimensions: 15 cm x 9 cm.

Safety communication was given a fresh impetus in the 1970s for much the same reason as it had a few decades earlier – a sharp rise in the number of employees. Interestingly, forecasts for the decade had not predicted such a sharp turn in the company's fortunes.

Studies prepared for Aramco management in 1970 estimated a rise in production, albeit a gradual one, that would be easily handled while furthering the company's plans to reduce its in-country payroll. This forecast, as recorded in *Energy to the World*, projected a fall in the number of workers from nearly 11,000 in 1970 to just 6,000 a decade later, with only 400 Americans expected to remain on the payroll. However, two events occurred to completely upend this forecast and change the trajectory of world oil markets, as well as the role of Aramco as a supplier of this crucial commodity.

Anticipated demand for oil from the U.S. led Aramco executives to revise their forecasts, and early in the decade they shifted into expansion mode. In 1971, production jumped by 27% to 4.5 million barrels of oil per day (bpd). In effect, Saudi Arabia became the "swing producer" in world oil markets, meaning the country had enough spare capacity to increase production as needed to address any shortfalls in demand, a role that had been largely filled by the U.S. until the early 1970s. Between 1970 and 1973, the Saudi share of global oil exports rose substantially from 13% to 21%.

This rise in demand put an upward pressure on prices. OPEC, representing oil-producing nations, had been demanding higher prices from the operating companies, and the Saudi Arabian government had been pressing Aramco to comply with OPEC demands. The price of oil had until this point been trading in a narrow band at about \$2 a barrel for almost three decades, and governments worldwide were seeking better margins to fund much-needed development projects. Negotiations between OPEC and producers took a sharp turn in 1973 as a result of geopolitical events in the Middle East, with the Egyptian-Israeli war leading to OPEC imposing an oil embargo on oil-consuming countries, effectively cutting output by 5% per month.

The embargo was short-lived but, as *Energy to the World* highlights, "from October 1973 to January 1974, the price of a barrel of Arabian light crude soared from \$3.01 to \$11.65," while the "U.S. role in brokering peace talks among Israel, Egypt and Syria contributed to the decision to lift the embargo in January 1974." Oil prices skyrocketed by more than 400% in a year, and with demand pressures building Aramco was doing all it could to ramp up production. From 5.75 million bpd in 1972 production rose to 9.66 million bpd by 1980 as a result of measures taken by Aramco, such as taking 'Udhailiyah, located in the Ghawar oil field, back into production after being mothballed in 1959. The oil export facility at Ras Tanura was also expanded to become one of the largest oil export facilities in the world.

Unsurprisingly, this level of expansion saw an immediate boost in personnel, from 10,606 in 1970 to more than 46,000 in 1980. Although this increase created parallels with the 1940s as far as worker safety was concerned, there was one major difference. Despite tens of thousands of new workers joining the company, and additional offices being opened outside of the Kingdom, training was already widely accessible and a safety infrastructure was in place. Safety practices were well established and had shown their value over the preceding 30 years, and proving highly successful in Aramco's operations. Now they had to be ramped up to ensure safety was maintained amid the expansion.

Little survives from the Aramco safety archives of the early 1970s, with this absence likely being an indication of how little demand there was for printed safety materials from the relatively small and experienced workforce at the time. The handful of posters that do exist bear little relation to the creativity and color of their predecessors. However, there was a noticeable change from 1974 onward when posters were not only reintroduced on a monthly basis, but also began to appear in full color.

This advent of regular color posters presaged the creation of the Loss Prevention Department, effectively the company's safety department, in January 1975. Together with the rollout of regular posters came the creation of special interest safety publications, addressing specific topics in greater depth. One of the first examples of this was the *Loss Prevention Handbook for New Employees*. It came with a reminder from Hugh Goerner, then-president of the company: "Rules, permits, posted instructions and manuals do not create a safe environment; rather, they are tools and symbols designed to assist people in performing their duties in a safe, efficient manner. This handbook is one of the tools."

Other titles published during the early years of LPD included the *Office Safety Manual*, *Drive and Survive: An Aramco guide to safety driving and desert travel*, *Loss Prevention Requirements for Contractors*, and the *Gas Operations Accident Prevention Handbook*. These publications reflected the wide range of responsibilities covered by this new department as it geared up to communicate safety messages more comprehensively throughout the company.

The first poster from this new, colorful beginning was October 1974 and over the next six years these posters covered not only the expected operational safety issues, such as hydrogen sulfide hazards, use of personal protective equipment, and adherence to work permits, but also an ever-wider range of home and off-job safety issues. This included what to do when stranded in the desert, use of car restraints for children, and wearing life vests for recreational boating. Color was splashed in myriad striking combinations, which seldom included a photo but were instead illustrated by a professional artist. In many cases the artist incorporated lettering as part of the overall message, with, for example, blood from an injured worker dripping down to form the words "Big Pipe is a Killer." Such morbid

messaging appeared at regular intervals – "The Sea Can Kill," "Falls Kill," "Explosions Kill" – although positive messaging alongside dramatic artwork was more commonly used. Photos began to appear regularly, albeit intermittently, toward the close of the decade and this change was accompanied by more upbeat slogans, such as "Take Safety With You All the Way!" or "Get a Head Start on Safety!"

April 1971 was a significant month for safety as this saw the introduction of the Occupational Safety and Health Act in the U.S. This quickly led to the creation of the Occupational Safety and Health Administration (OSHA) under the U.S. Ministry of Labor. Although Aramco was governed according to the laws and regulations of the Kingdom of Saudi Arabia, the company came to follow the best practice guidelines set out by OSHA, which aim to ensure the health and safety of employees. Aramco took the lead in adopting OSHA standards and continues to use the agency as a guide to safety practices in the workplace today. At the time this Act was introduced, Aramco was an American-owned company and came under its remit, benchmarking many of its safety metrics against American peers.

American ownership of the company was changing, however, and through most of the decade, the Saudi government had been purchasing stakes in the company – initially with a 25% stake in 1973, and acquiring full control in 1980.

The second significant shift in safety communications during this period of accelerated growth was the addition of the *Safety Letters* and *Safety Lines* to the company's media repertoire. The first surviving examples of these are English samples, with Arabic versions following three years later. There was little difference between the two titles of information sheets apart from the name, with *Safety Lines* surviving for little more than a year. However, this marked the proud beginning of the single-page *Safety Letters* that are still being published in both English and Arabic today.

Those initial versions were printed in black and white using line drawings that were similar in some ways to the stickmen of three decades earlier, albeit with improved artistic renditions and a more creative nuance. The topics addressed in these publications were often inspired by events encountered, or caused, by employees or their families. The danger of hairspray aerosols being turned into a flaming torch while smoking a cigarette, and the use of flammable solvents such as kerosene to wash clothing, were highlighted. An overhead power line that was shut down when a kite became entangled in the cables, was an entry in one edition, while the consequences of swallowing poisonous plants featured in another.

In one incident in an Aramco community, some cooking that was left unattended resulted in the fire department rushing to a house, only to discover that all of the house windows had been wired and nailed shut. This was a common practice at the time in order to keep dust and bugs out of the house, and although no one was injured in the incident, it did highlight the importance of having more than one escape route prepared in the event of a fire.

The *Safety Letters* also served as a messaging service, announcing in one edition the availability of chemical fire extinguishers in the community commissary. Vehicle safety featured regularly, covering general issues such as pedestrian etiquette and safety at intersections, with other regular topics including safety recommendations for local conditions, such as how to prepare for a trip into the desert and other hot weather tips.

Most of the *Safety Letters* were devoted to operational safety and used actual events as potential teaching opportunities. Examples from 1975 include the hazards associated with cleaning steam lines – "Do not stand at the open end of a process pipe" – and the importance of not taking short cuts, after a high-pressure nitrogen tank exploded when an operator used a makeshift bypass after removing a malfunctioning regulator.

The *Safety Letters* were printed by the Aramco printing facility. However, the posters required greater expertise as they were printed in color and this was done by specialized print houses. In the 1960s, Aramco's publication printer of choice was the Middle East Export Press, based in Beirut, Lebanon, but this was shifted to a local print house in Dammam during the mid-1960s, reflecting the growing industrial capacity of the local economy and also bringing to an end the logistical endeavor of transporting thousands of publications over the 2,000 km distance between the two cities.

In late 1973, printing was again moved; this time to Jiddah on the Kingdom's Red Sea coast, more than 1,000 km from Dhahran. At the time, printing requirements had decreased significantly with *Safety Target* no longer being produced and the number of Aramco employees at its lowest point in 30 years. This was all about to change and a sharp increase in the workforce saw the return in demand for safety information for an expanding number of sites. As a result, printing of all safety publications returned to Dammam in 1976.

The decade closed with another significant addition to the safety communications portfolio; the launch of the company's annual *Loss Control Report* in 1978. Precursors of this annual review of the company's safety performance produced in previous decades, titled the *Accident and Fire Prevention Report*, comprised pages and pages of performance statistics with little narrative and almost no color.

Few of these original reports survive today, with this report undergoing a transformation from a statistical performance overview to a reflection of the company's responsibilities on the corporate and social fronts, which would evolve significantly in the decades to come.

posters

This was the first poster published as part of a drive to reinvigorate the promotion of safety, with colorful artwork returning to workplaces in Aramco. Its message is simple, yet emphatic through the use of diagonal lines and simple colors to create a sense of movement, so drawing the eye to the message.

Dimensions: The posters in this chapter measured approximately 58 cm x 43 cm.

أرامكو السلامة - أكتوبر ١٩٧٤م
ARAMCO SAFETY - OCTOBER 1974

استعمل الأداة الصَّحِيحَةَ بالطَّرِيقَةَ الصَّحِيحَةَ!
USE THE RIGHT TOOL IN THE RIGHT WAY !



Electrical hazards | May 1979

Powerful stories

These two posters from 1979 both address a similar issue – electrical hazards. In the May poster the red and yellow lightning bolt, resembling the one brandished by the superhero character Flash Gordon, is simple yet arresting, with the jagged bolt directing the viewer's eye down to the message. The October poster is equally simple yet dramatic, telling a story with a single image of a hard hat destroyed by electricity. The viewer is left wondering how it happened and what the fate of the wearer was, which helps to drive home the message of ensuring the correct personal protective equipment is always used.



Use of PPE | October 1979



Diagonal messaging

Road safety – seat belts, May 1975

Use of color underlines the message of this poster, with black text on the shaded boxes pointing to the image of the sole occupant of the vehicle; a child in the rear seat, also in black. The use of the black text and image on color backgrounds, and the diagonal positioning of the Arabic at the top right to the English at the bottom left, coaxes readers of either language to look into the poster, the angled text enhancing the flow. This colorful diagonal is juxtaposed with an opposite diagonal created by the white spaces containing the warning that “road accidents kill.”

البيس سيطرة الحياة wear a life vest



Typographic travails

As in previous decades, the difficulties, and innovation, in using Arabic typography to emulate the variety and visual incongruities of those used in English text can be seen in these three posters from the mid-1970s. Different sizes and font types, used at different angles and in different colors, all help to draw and hold the audience's gaze. This was done regularly with English text on posters, but the Arabic writing system makes it more difficult to replicate the same kind of variety. Arabic text does not use capital letters, and is always cursive.

An example of Arabic typographic innovation that overcame the difficulties can be seen in the poster from June 1976 (on facing page). The simple message is given equal weighting in both languages, and the Arabic and English fonts are the same style and size. Different colors for each language also help to make the slogan stand out for audiences of either language.

The April 1975 poster (below left) focuses on the use of PPE and uses upper and lowercase writing, a cursive font, block letters, and text at an angle – all of which challenge the viewer, holding attention for a moment longer. In contrast, the Arabic text of the same poster is a single font, albeit using different sizes, and all lettering is horizontal.

The February 1975 (below right) fire prevention poster shows similar typographic disparity with English text again using a cursive font, and upper and lowercase block letters – effectively shouting out the message. The Arabic text is less dominant and much smaller, although it keeps the same colors as the English text.



Use of PPE | April 1975



Fire prevention | February 1975



Different approaches

Both of the posters on these pages, published an entire year apart, deal with a prominent safety concern at a time when the Kingdom's road network was rapidly expanding. They show the grim consequences of road accidents by displaying the gruesome aftermath of a lack of attention while driving, one metaphorically and the other literally. The red splash across the 1974 poster symbolizes death without directly mentioning it. A year later, the poster uses a morbid photo that acts as a clear link between an indifference to safety, and death, in a way that came to be frequently used at this time.



الاصطدام يعني الموت

HEAD-ON COLLISIONS = DEATH

شهد شهر نوفمبر سائناً آخر من ارامكو يلاقي حتفه على الطريق عندما اصطدمت سيارته وجها لوجه مع سيارة تادمة على طريق الهولف على بعد عشرة كيلومترات جنوب خسرقي
بقيق - عين دار - الهولف

IN NOVEMBER ANOTHER ARAMCO DRIVER WAS KILLED INSTANTLY IN A HEAD-ON COLLISION ON THE HOFUF ROAD, TEN KILOMETERS SOUTH OF THE
ABQAIQ-AIN-DAR-HOFUF WYE.

كن دائما منتبها كل لحظة على الطريق - لا تدع سائناً آخر يهدم مقدمة سيارتك! كن مستعدا للخروج من الطريق الى الصحراء لتفادي كارثة الاصطدام وجها لوجه
KEEP ALERT EVERY SECOND ON THE ROAD. DON'T LET ANOTHER DRIVER HIT THE FRONT END OF YOUR CAR! BE PREPARED TO TURN OFF THE ROAD
INSTANTLY AND INTO THE DESERT TO AVOID A HEAD-ON CRASH.

ATRAMCO PRINTING PRESS, DUBAI

ARAMCO LOSS PREVENTION NOVEMBER 1975

إدارة منع الحوادث - الامارات - مايو 1975
ARABCO LOSS PREVENTION MAY, 1975



الطائرات:
اقرب منها من جهة التحميل او من
الخلف، اياك ان تقرب من الامام

AIRPLANES:
APPROACH FROM
LOADING SIDE OR REAR,
NEVER FROM FRONT

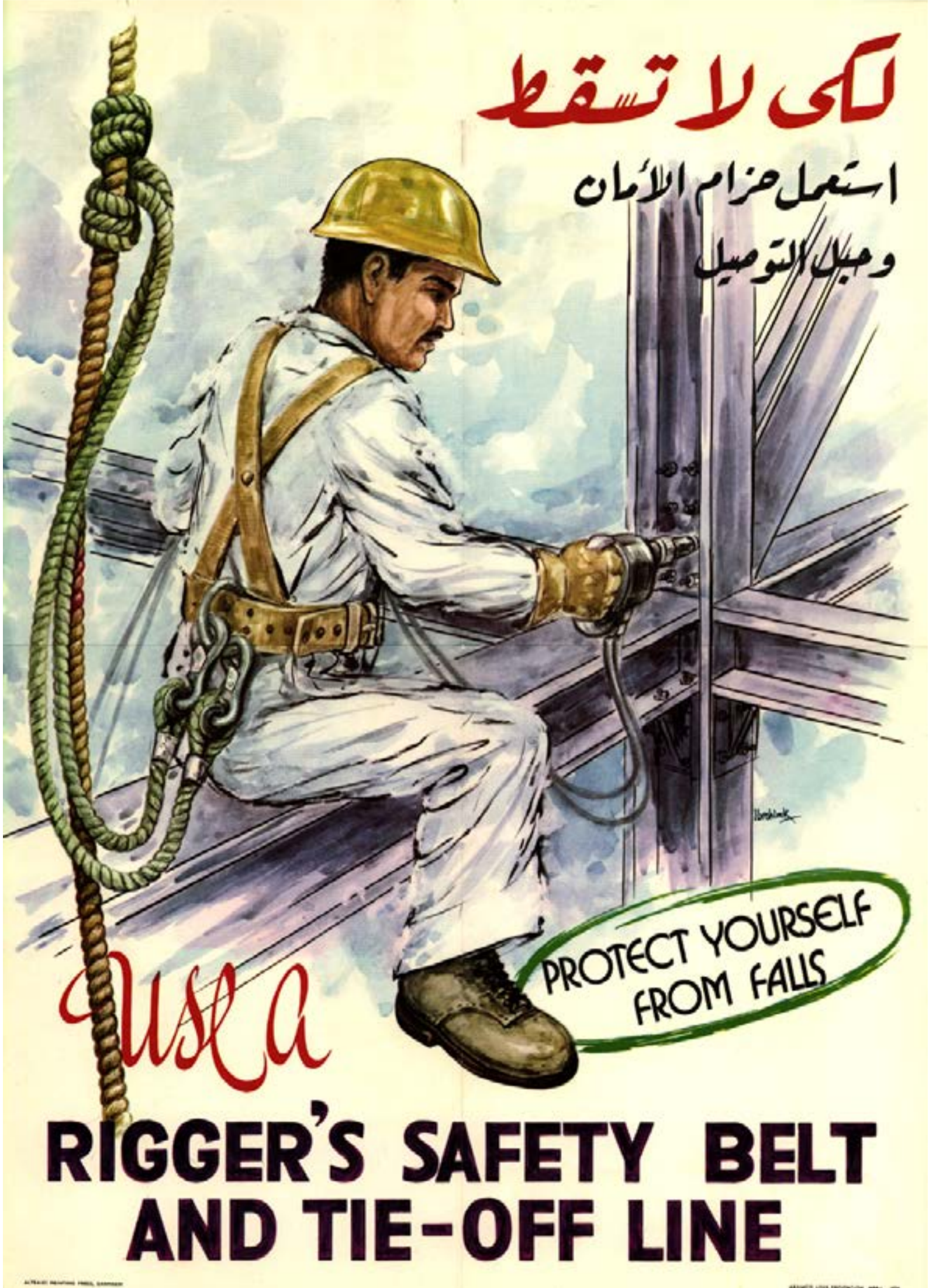
خطر:
ريش المحرك قاتلة
DANGER: PROPELLOR BLADES KILL

الهليكوبتر:
اقرب منها من الامام
اياك ان تقرب من الخلف

HELICOPTERS:
APPROACH FROM FRONT
NEVER FROM REAR



دار الامارات للطباعة - جدة
DAR AL ASFAHANI & CO. - JEDDAH





Safe in the sun | July 1976



Electrical hazards | September 1975

البحر فطر على حياتك

THE SEA CAN KILL

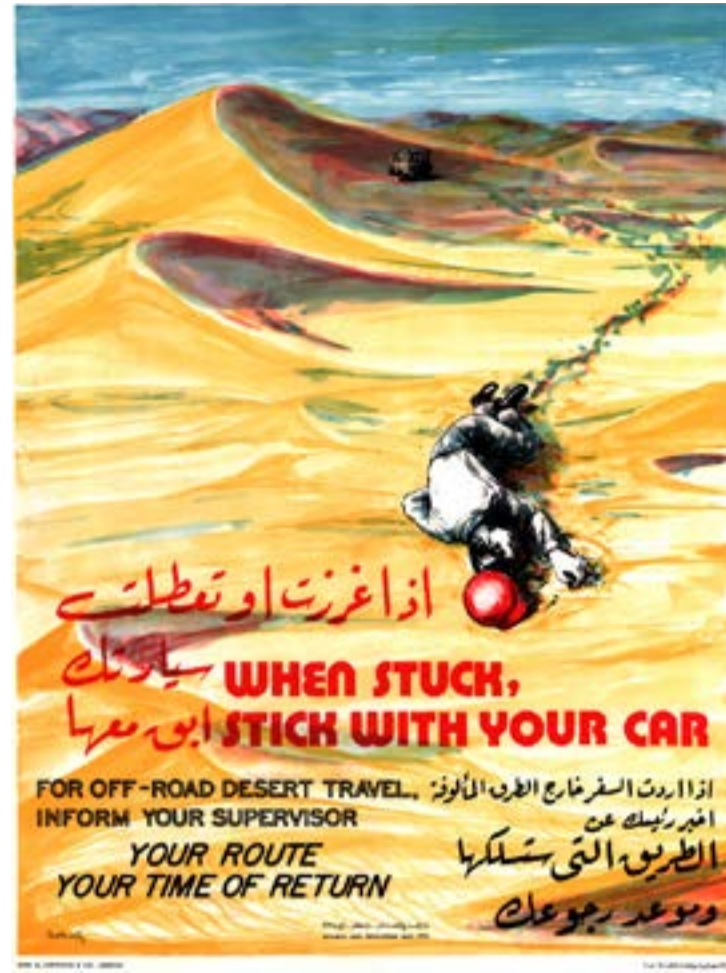


البس ستر النجاة

WEAR LIFE VESTS



Personal hygiene | August 1976



Journey safety | May 1975



Gas cylinders | September 1976



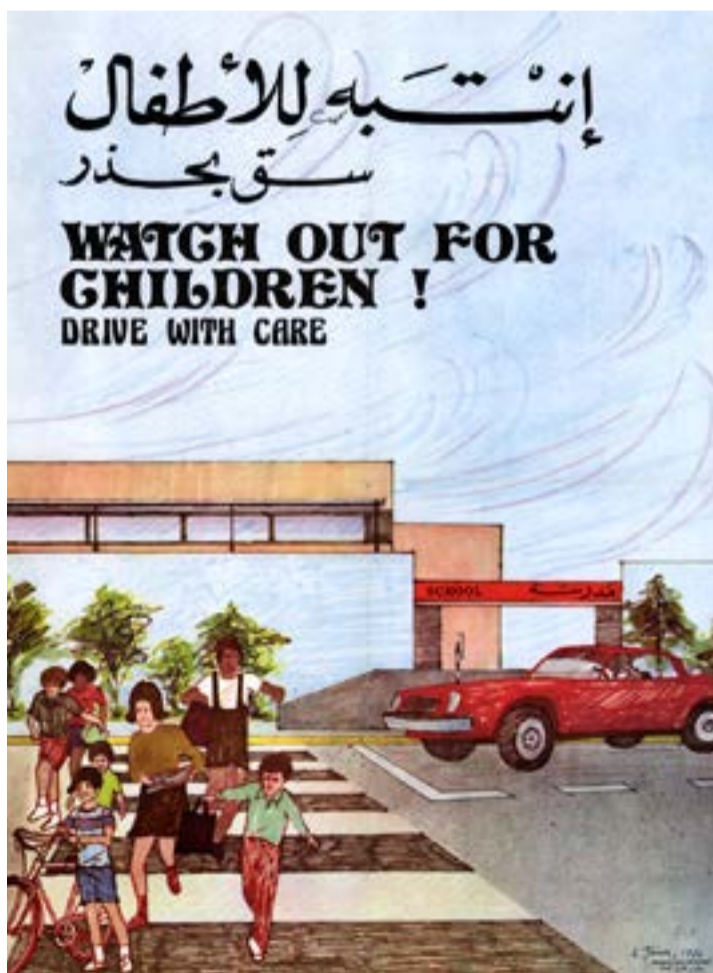
Road safety – speed | December 1976



Hand tools | November 1976



Electrical hazards | May 1976



Road safety – pedestrians | October 1976



Fire prevention | February 1976



حافظوا على أعمالكم للعمل
نظيفة ومرتبّة

KEEP WORK AREAS
CLEAN & NEAT!



Water safety | June 1977



Home safety | June 1977



Safety communication | September 1976



Fire prevention | February 1977



Hand tools | November 1978



Chemical safety | September 1976



المطر والضباب يزيدان من
افطار الطريق

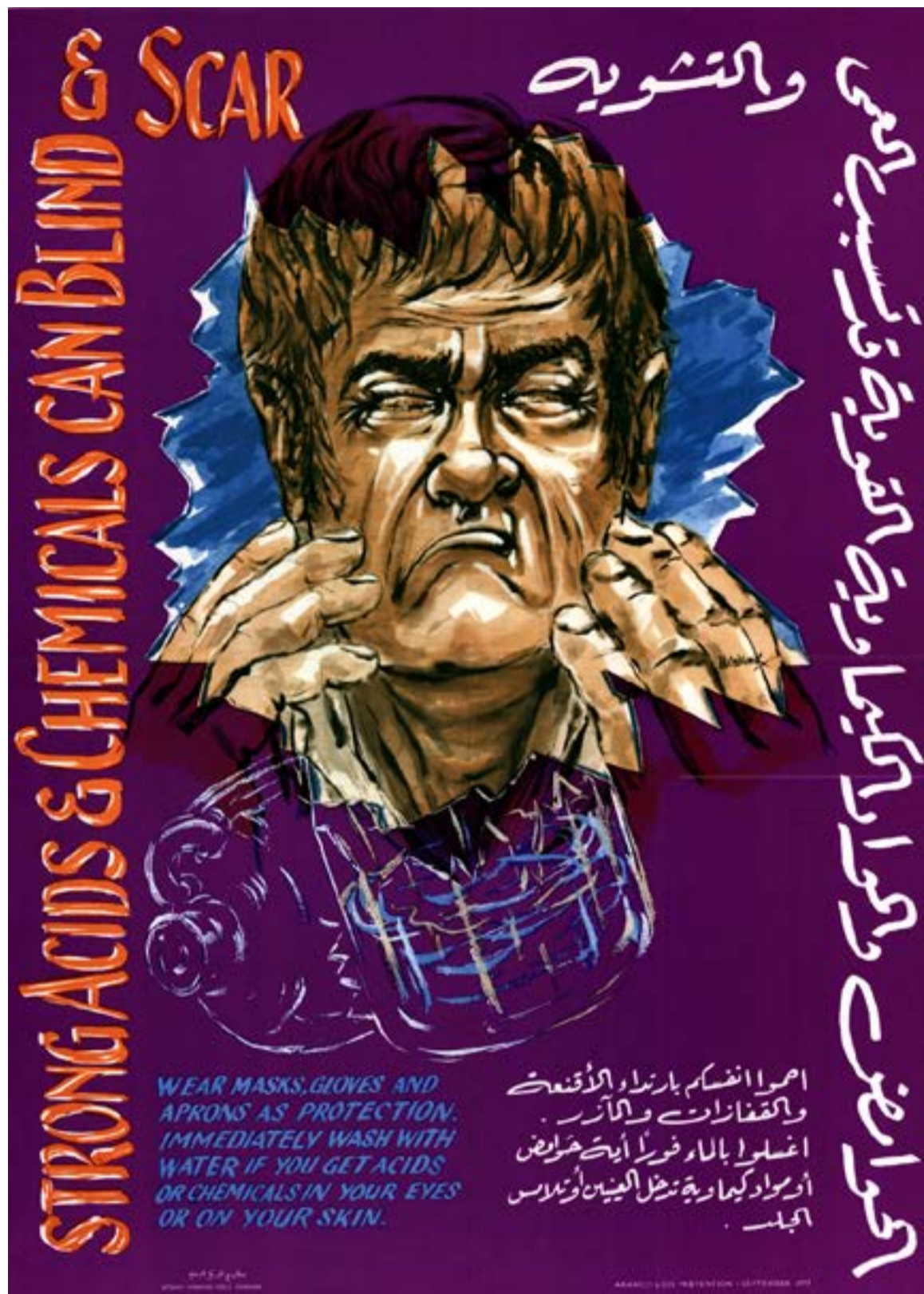
خفف السرعة عندما تكون
الطريق مبللة

RAIN & FOG CREATE

ROAD HAZARD

reduce speed when roads are wet!

إبراهيم
ARABIC LOSS PREVENTION - DECEMBER 1977

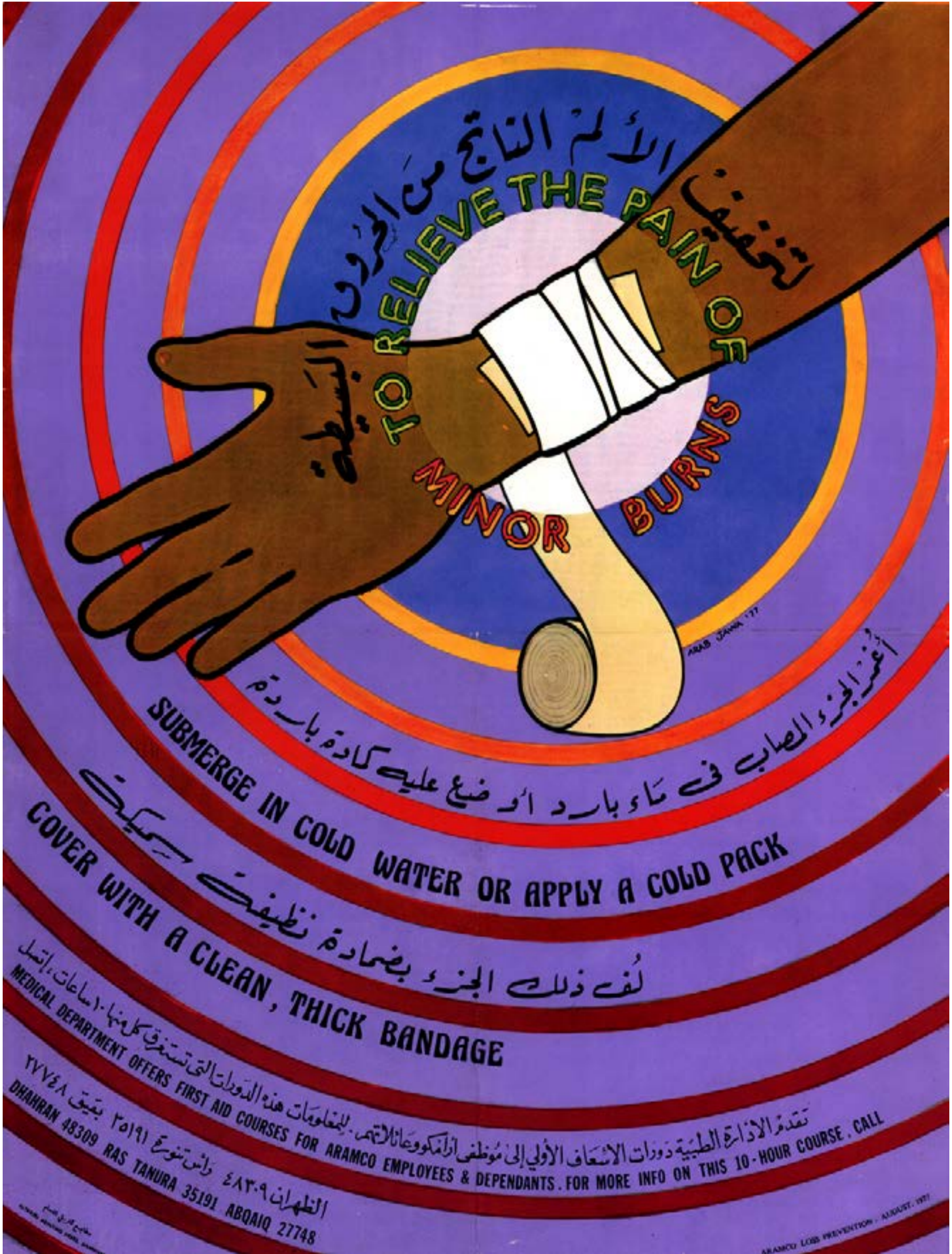


Chemical safety | September 1977

Movie models

The placement and text color in this September 1977 poster, focused on chemical hazards, make it difficult to read in either language, but the image is gripping with its resemblance to a horror movie. The anguished face staring blindly through the torn shroud, and the man tearing at his skin, conveys the pain and misery he is enduring, enticing viewers to engage with the mismatched text and discover the cause of his extreme discomfort.

Another poster that appears to take its lead from the style of popular film posters, this time from August 1977, encourages enrolment in first-aid classes. The psychedelic colors and swirling design overlaid by a bandaged hand all focus attention, but in this instance the design, striking as it is, overpowers the text of the message itself. Instead of immediate reading, the viewer's gaze is drawn around in circles and thrown off the edge of the poster without being able to absorb the words effectively.



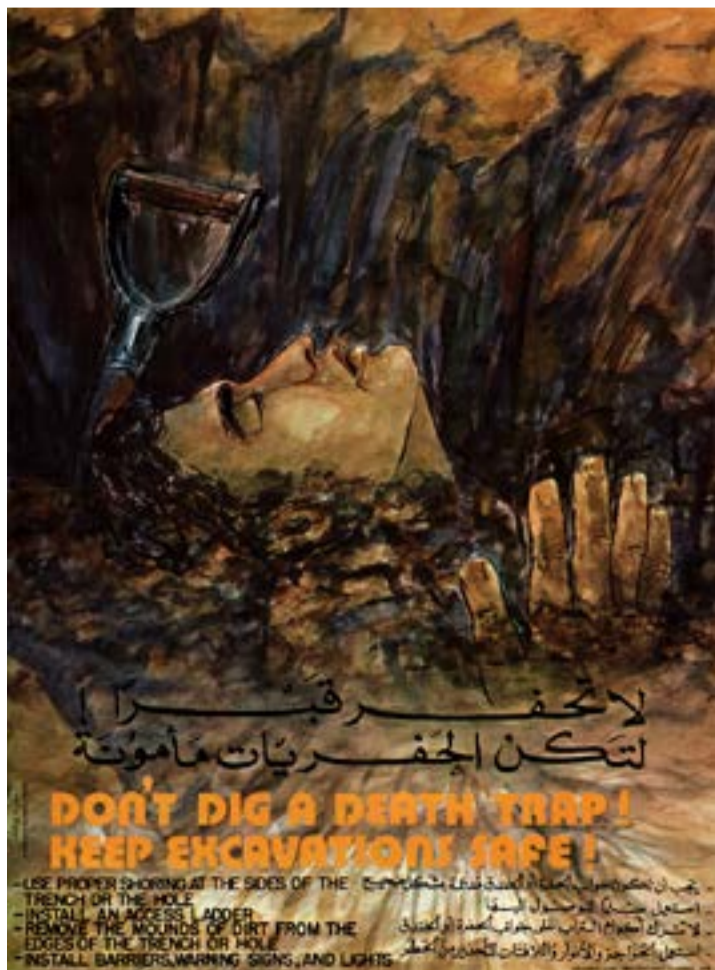
First aid | August 1977



Fire prevention | April 1977



Good housekeeping | January 1977



Excavation safety | April 1978



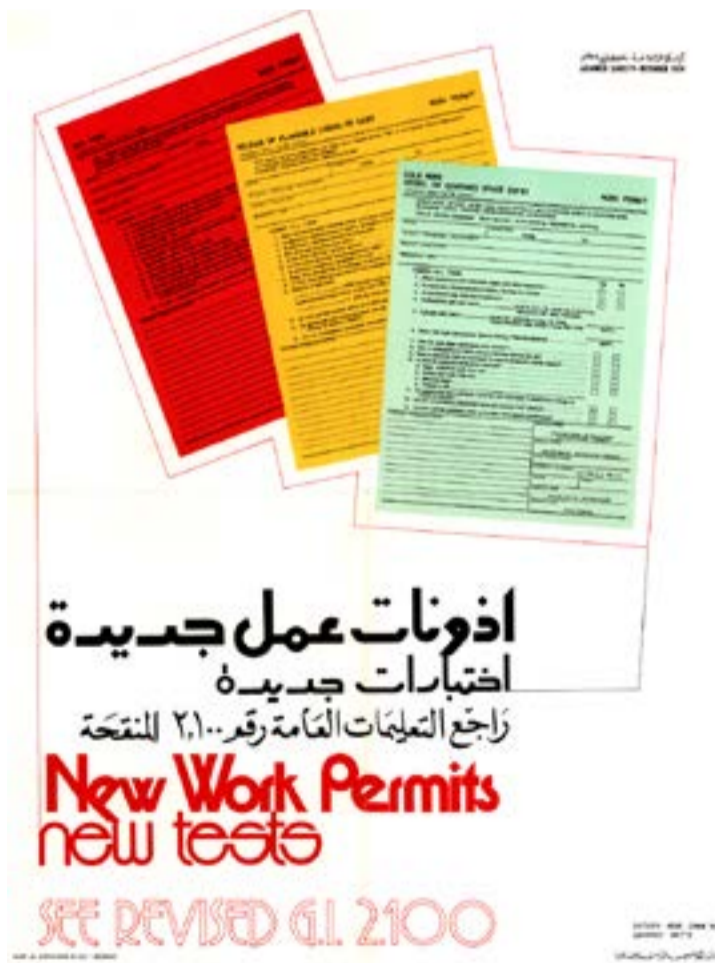
Road safety – defensive driving | December 1979



Good housekeeping | March 1977



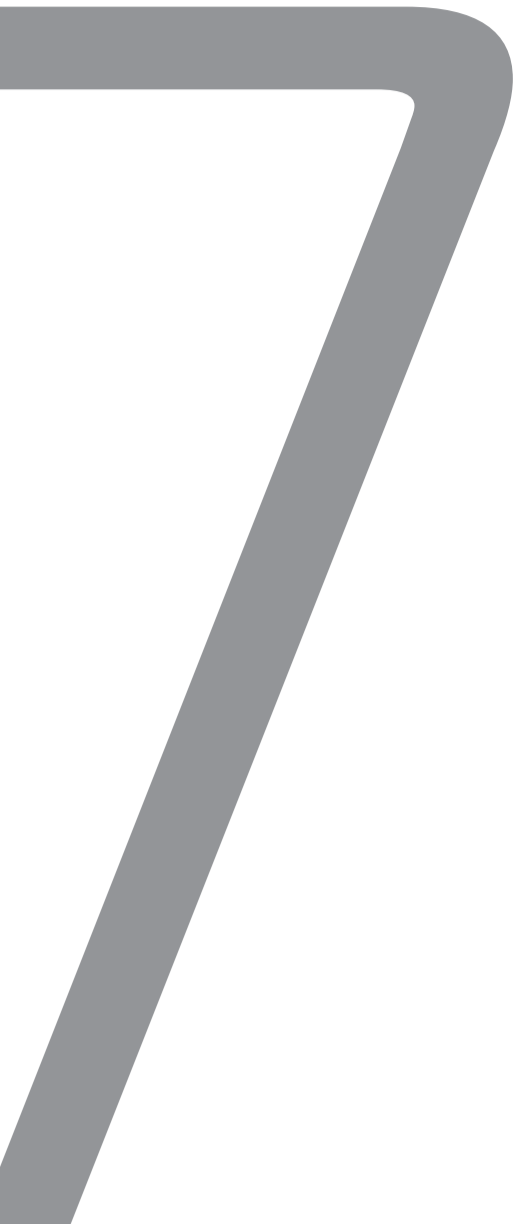
Fire prevention | February 1977



Work permits | December 1975



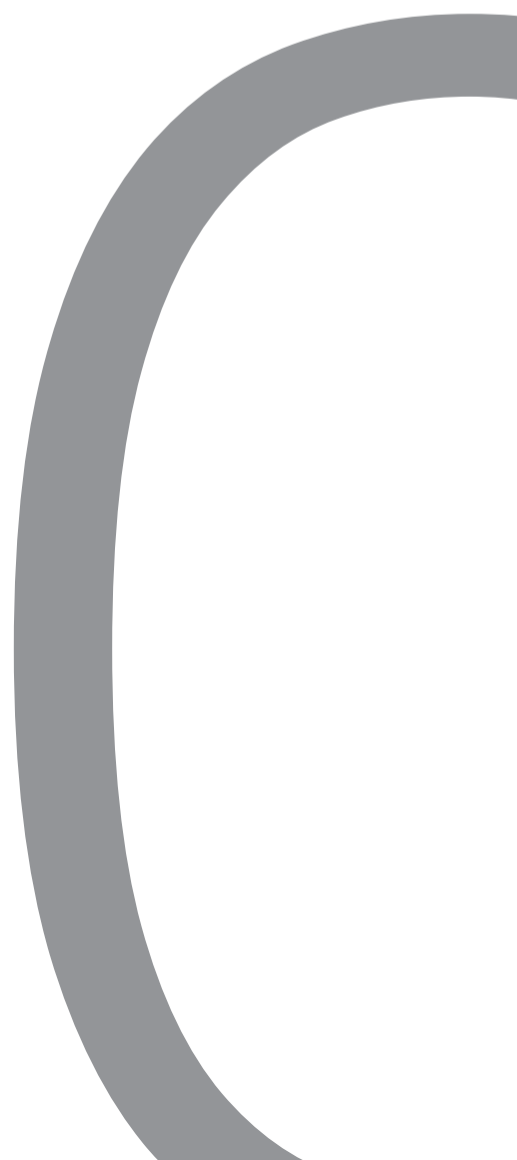
Heavy equipment | 1975



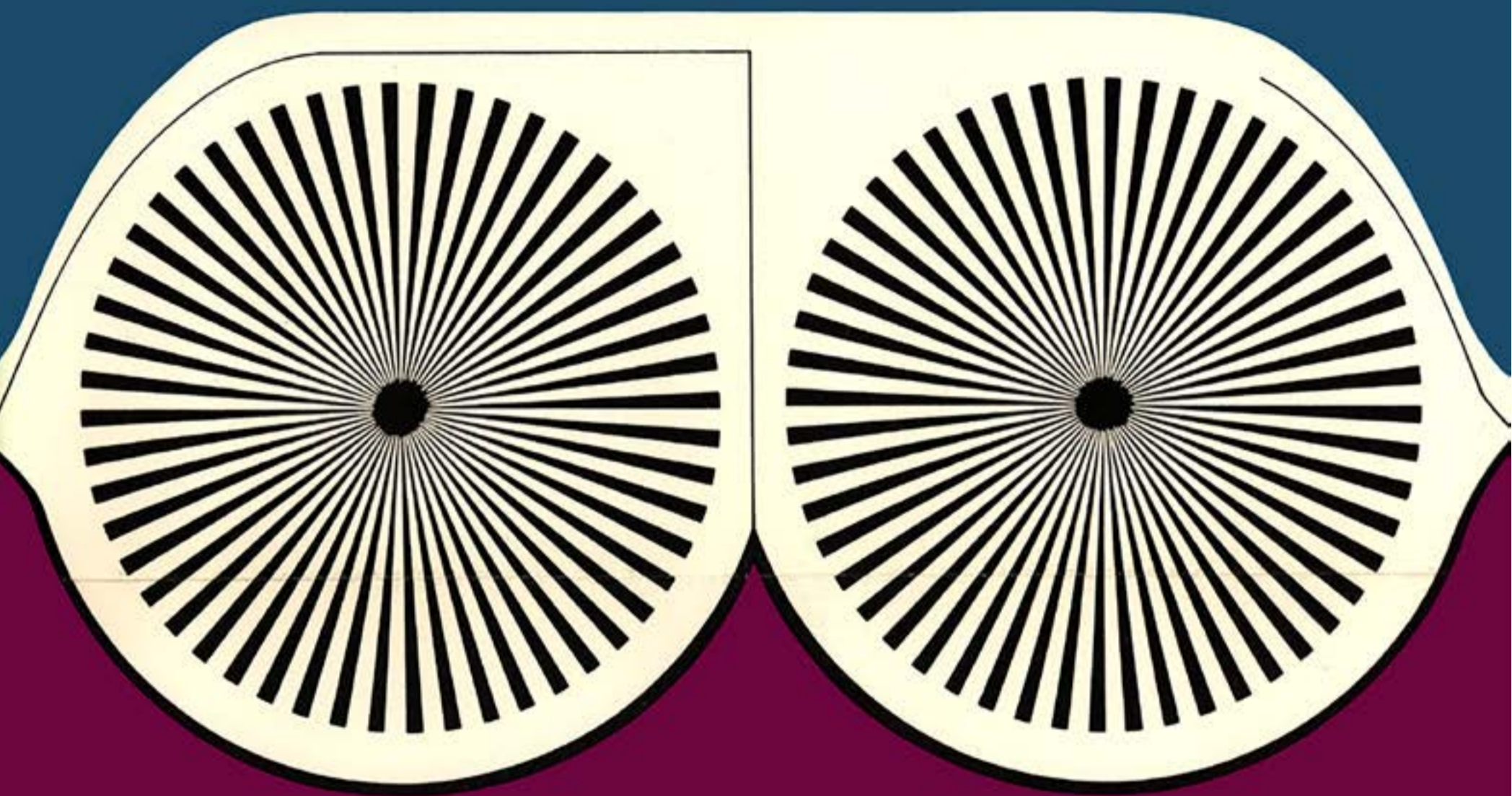
Staring back

Eye safety, October 1978

This poster highlights the importance of eye protection and holds the viewer's gaze with its hypnotic, swirling orbs that are neither eyes nor safety goggles, yet both at the same time. The wide open space with its contrasting solid colors adds to the effect, drawing focus back to the center of the image. The text above the eyes, "Save your eyesight," acts as a furrowed brow and adds to the intensity of the stare and the effect of the poster.



حافظ على سلامة عينيك
SAVE YOUR EYESIGHT



193

in full color

فقْدان البَصْرِ ككارثة البسّ نظّارات السّلامة
BLINDNESS IS DEVASTATING. WEAR SAFETY GLASSES OR GOGGLES



لا تُخزّن أوعية الأحماض في مكان عال

DO NOT STORE ACIDS AT HIGH LEVELS

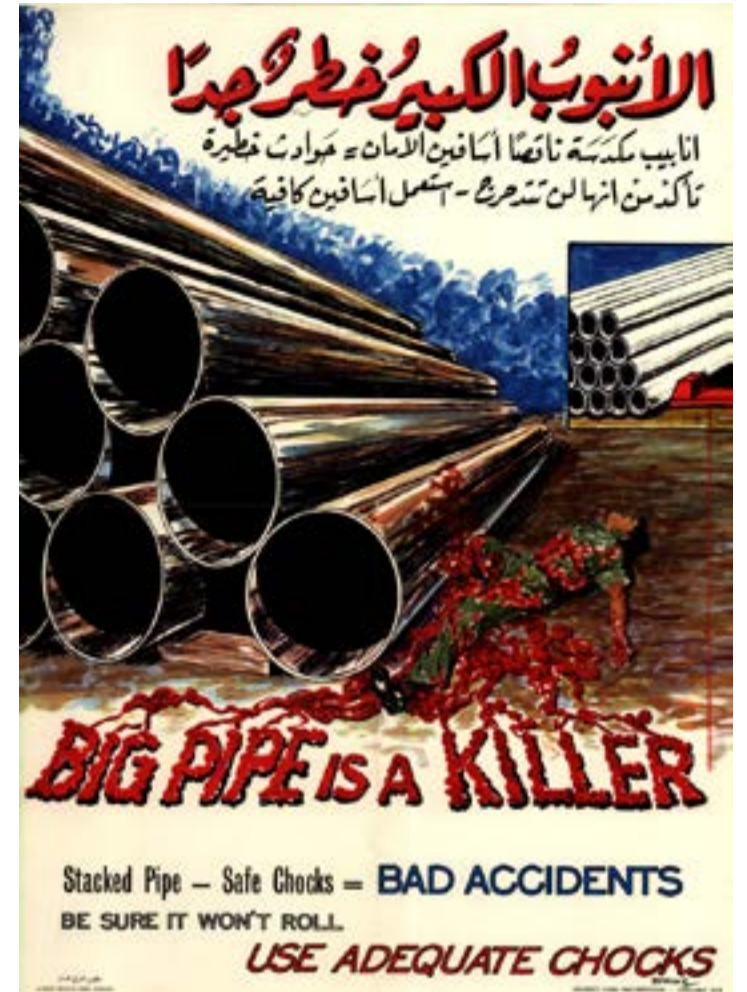
فسقوطها قد يحدث إصابات خطيرة
من انسكاب الأحماض وتطاير قطراته

**FALLING ACID CONTAINERS CAN CAUSE
INJURIES FROM SPILLAGE AND SPLASH**

Text as image

Chemical safety, August 1978

The use of text as the actual image amplifies the message at the same time as being a metaphor, as seen on the facing page where the letters form the trajectory of a falling bottle. The viewer sees more than just letters, however, and the use of a bottle to replace the letter "i" in ACID adds an element of tension, disseminating the sense of an impending hazard through more than words alone.



Good housekeeping | January 1978



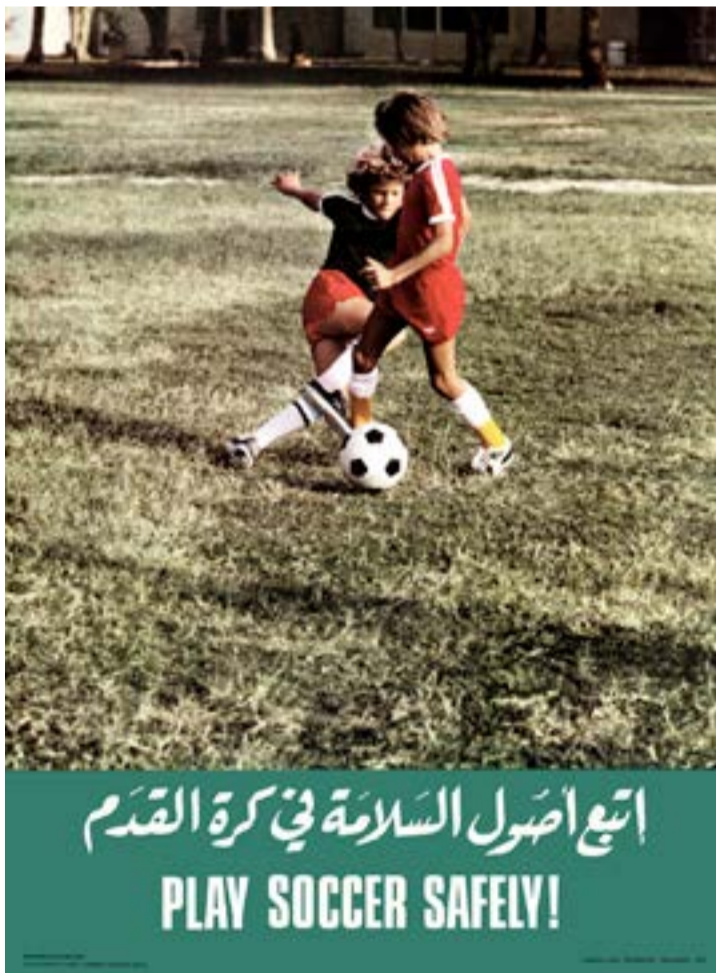
Safe in the sun | July 1978



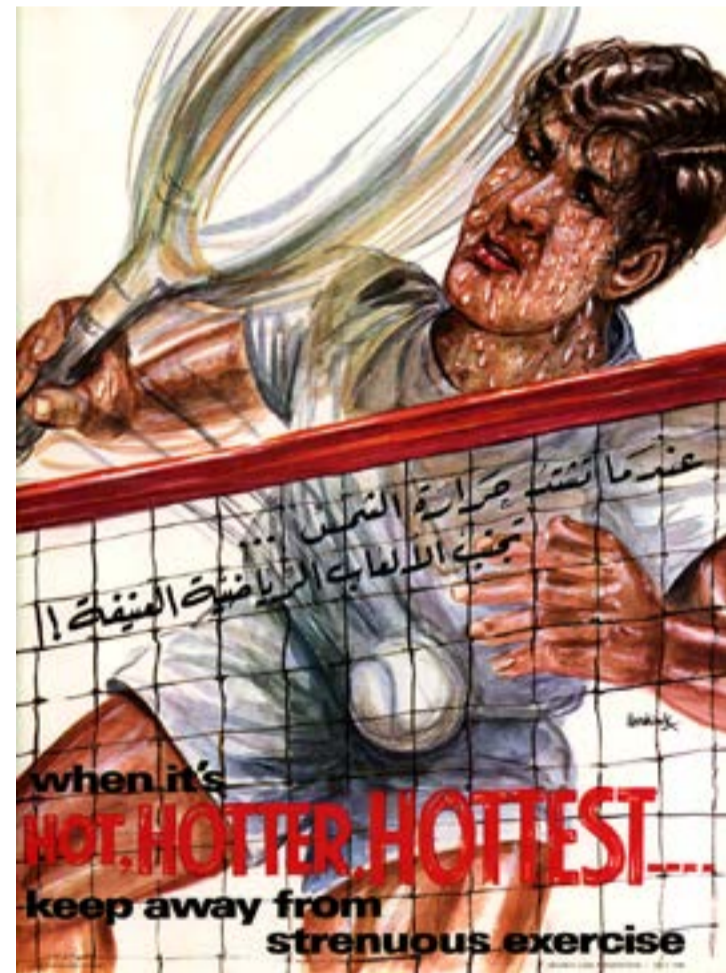
Spotlight

Fire prevention, February 1978

The danger of smoking in bed is made clear in this poster, the main focus visually pinpointed by using a "spotlight" on the nascent fire, while the rest of the image remains in shadowed darkness, with the victim asleep and unaware of his impending fate.



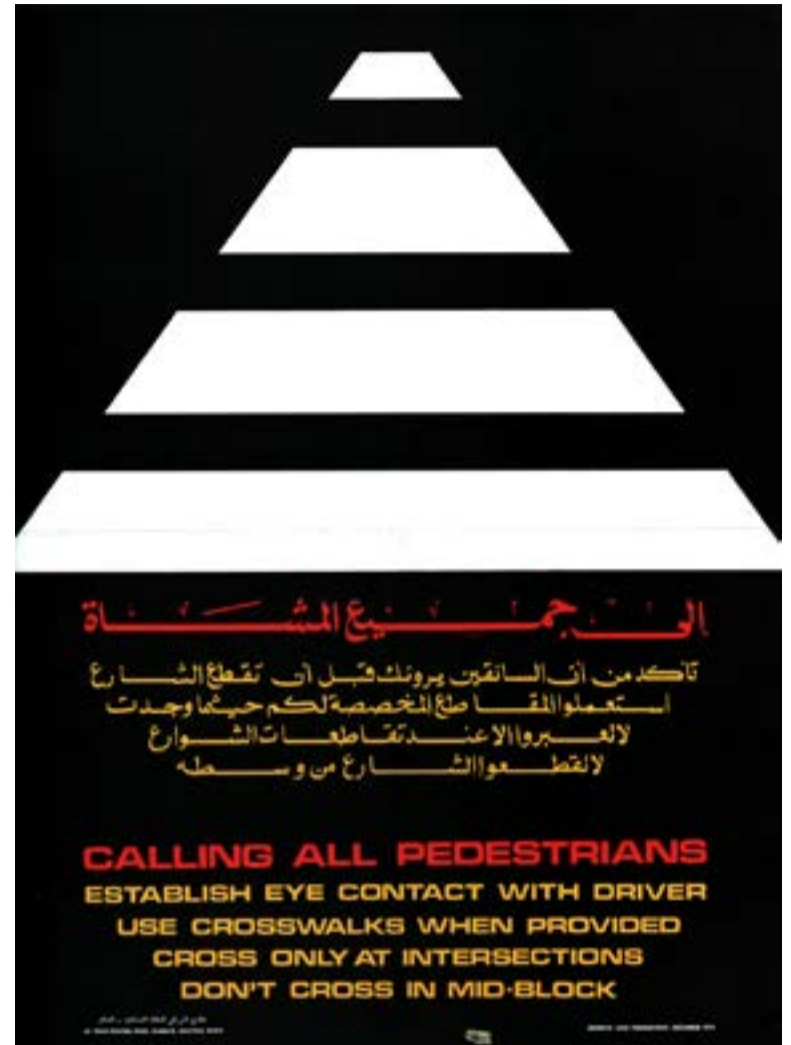
Recreational safety | December 1979



Safe in the sun | July 1978

Abstract space

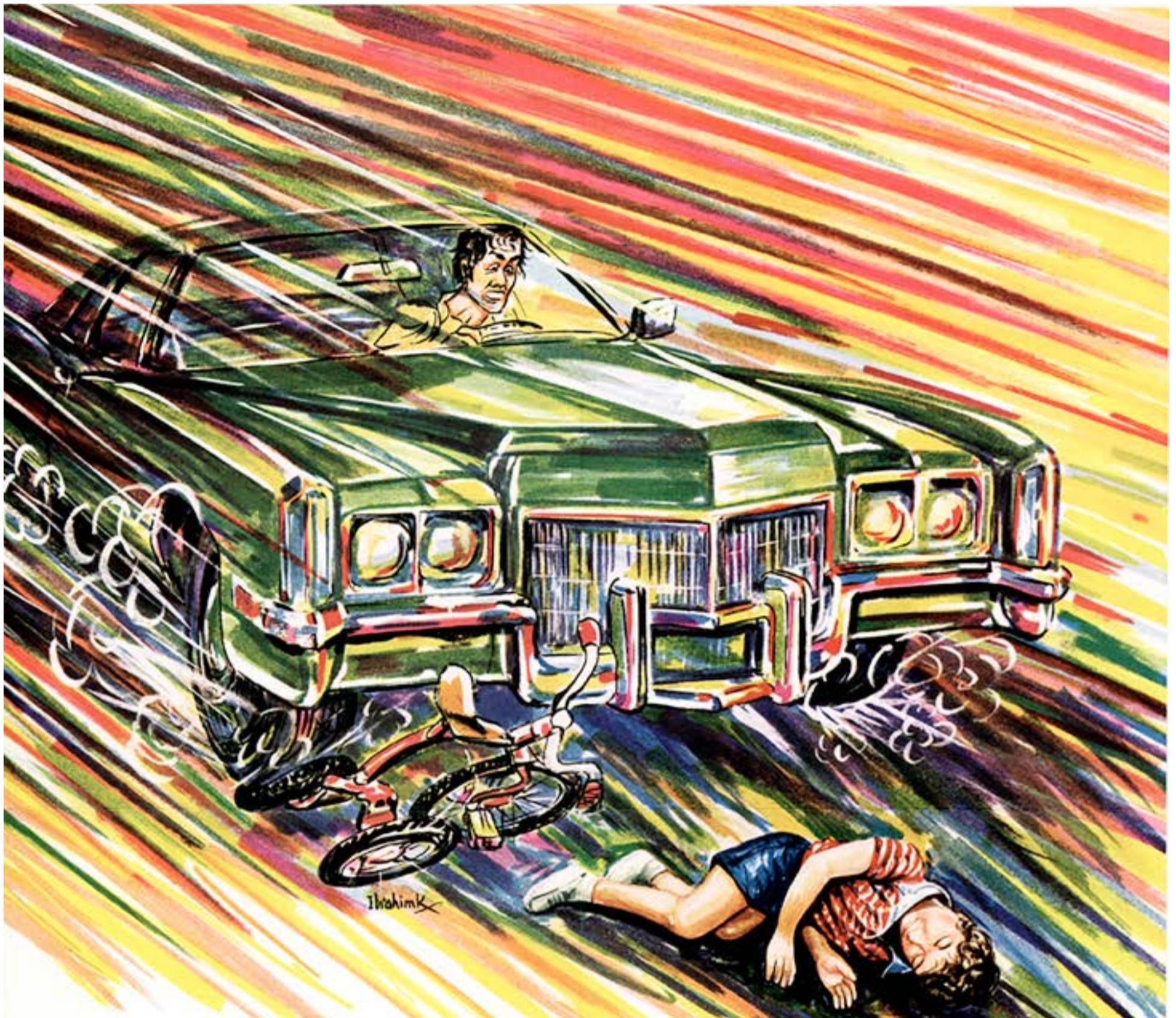
Using negative space – the space around or within an image – is an artistic technique that coerces the audience’s mind to fill in the gaps, piece together, and complete the image themselves. Two examples of this are shown in the December 1978 poster focused on pedestrian crossings, and the March 1979 poster centered on clean workplaces. The pedestrian crossing can only be understood when viewed with the text below. The white lines of the crossing stretching into the distance are also a pillar, sitting on the foundation of the text setting out pedestrian best practices. The March 1979 poster creates the impression of two spotlights, one red and one green, which combine where they meet to create white light. At the same time the clean-cut lines and sharp colors reinforce the idea of “clean and neat.”



Road safety – pedestrians | December 1978



Good housekeeping | March 1979



توقف السرعة!
انتبه للأطفال!

SLOW DOWN!!

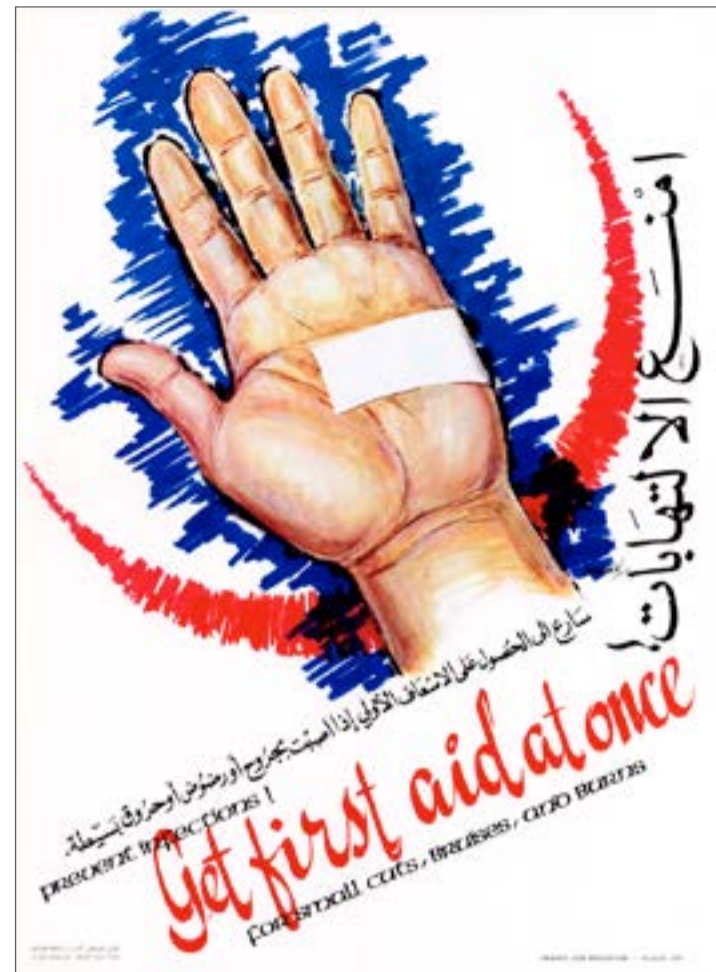
watch out for CHILDREN !

مطابع الزيتية - الامارات العربية المتحدة
© 1979 - All Rights Reserved - Beirut, Lebanon 1979

ARAMCO LOSS PREVENTION — DECEMBER 1979



Gas cylinders | August 1978



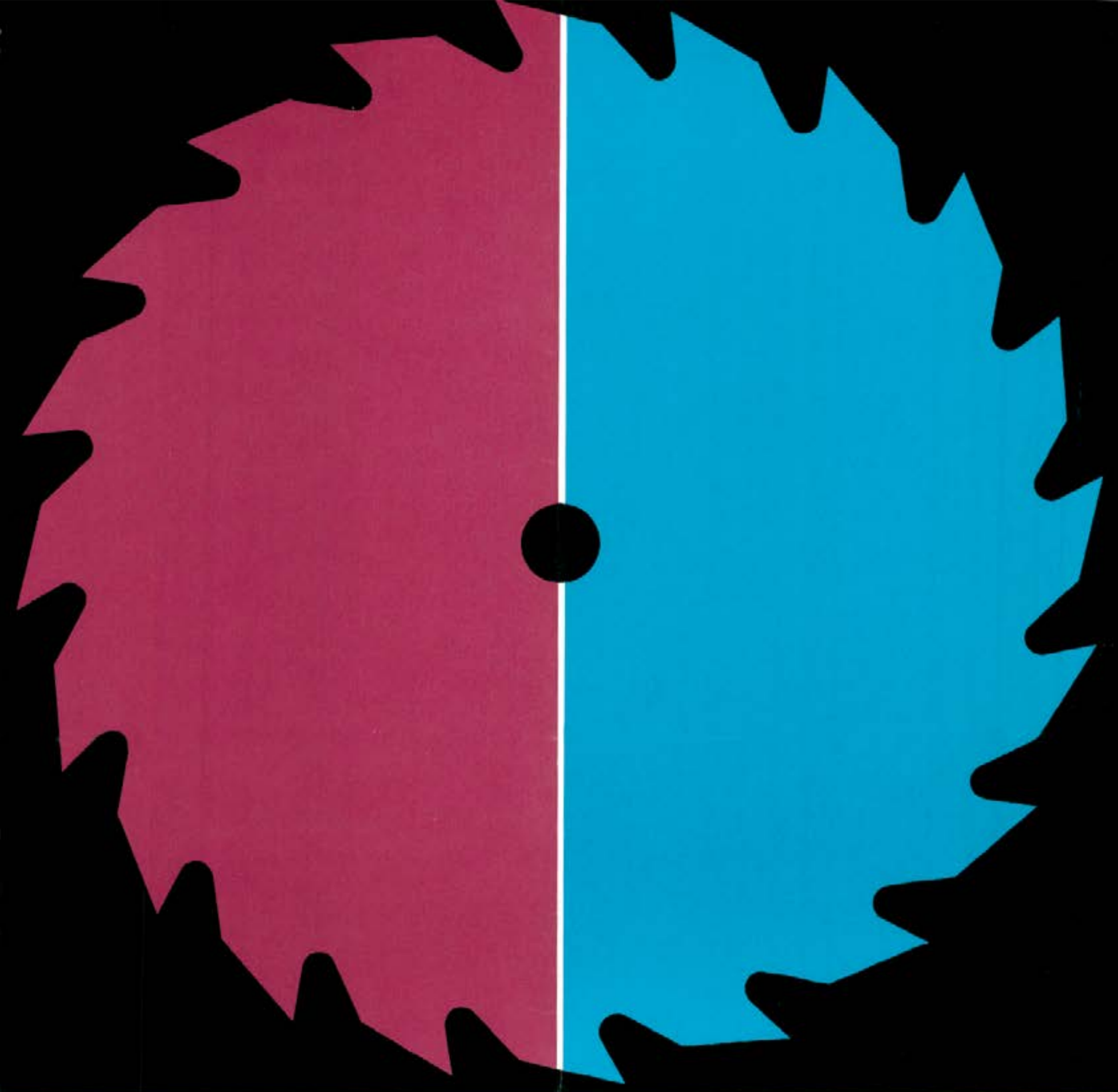
First aid | August 1979



Good housekeeping | March 1979



Use of PPE | January 1978



لا ترفع الحواجز الواقية عن الآلات

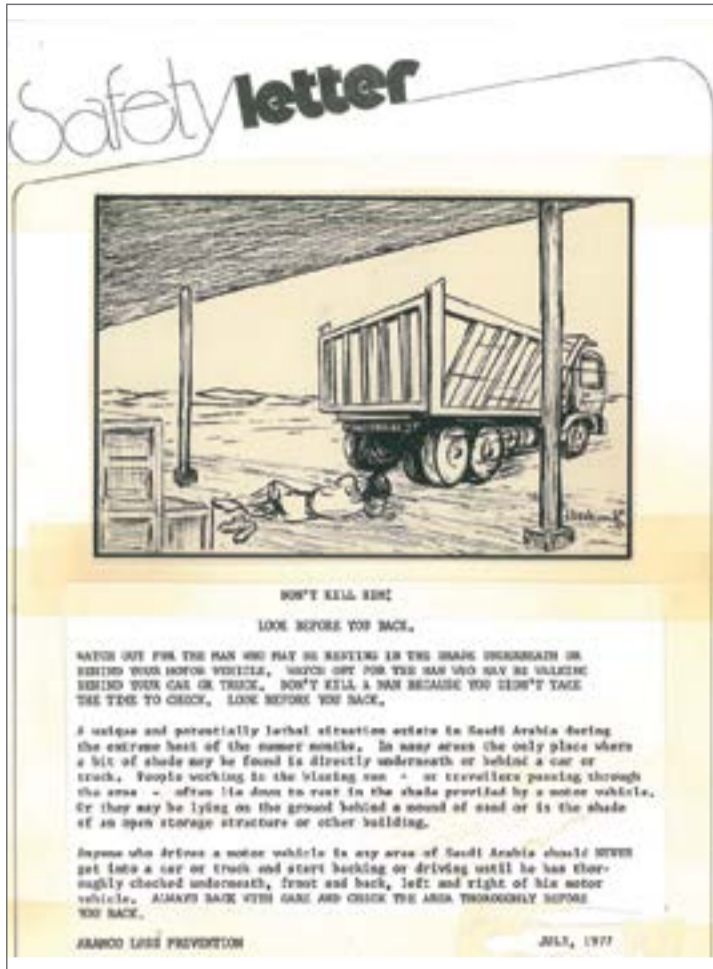
KEEP GUARDS ON MACHINERY

Full color vs. spot color

Rotating equipment, January 1979

While color printing had been used for Aramco safety materials since the 1950s, it was not until the mid-1970s that full color began to be used on a wide scale. Using spot color was common practice at the time, a process that adds a touch of color to an otherwise black and white page, or combines two or three colors to give the impression of a multitude of colors. The technology needed for full color printing, also known as process color printing, has existed in some form since the early 20th century but is a more complex and costly process, and was originally used sparingly. It requires photographic separation of the original color item, whether a photograph or poster, into four main component colors – cyan, magenta, yellow, and black, known in the printing and graphics industry as “CMYK.” These four colors are then printed individually to create a full color image.

The poster on the facing page uses all four process colors in a way that is counterintuitive. Although all the colors are in the image, each retains its distinct borders and never do two colors merge to create shades, tones, or variations of the process colors. This clear separation of the colors underscores the message of the poster – the need to create a clear barrier between hazardous machinery and the people around it.



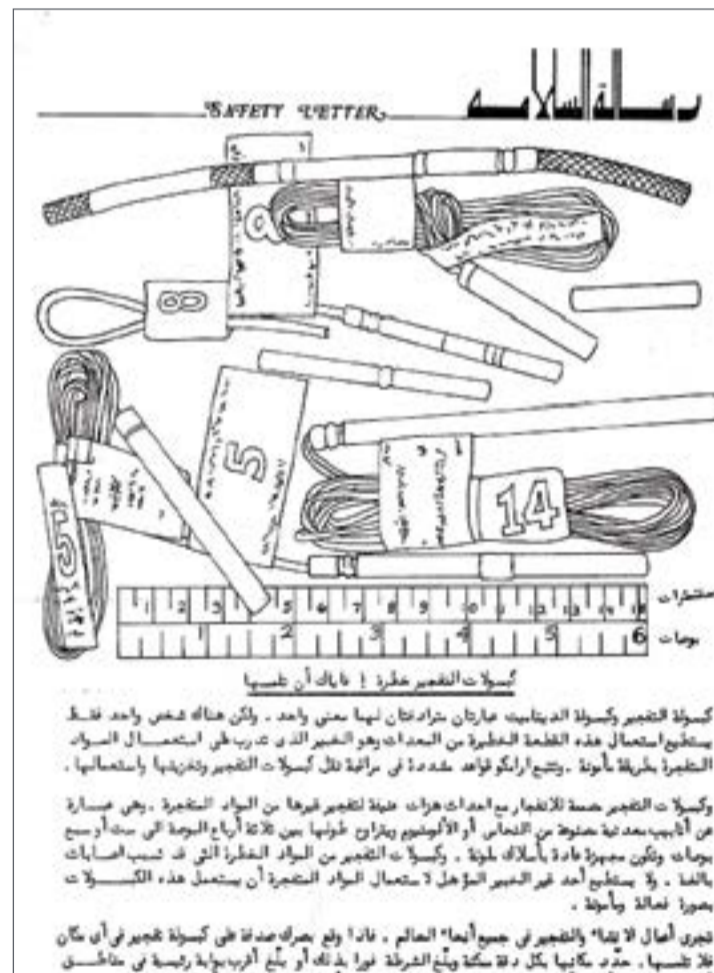
Heavy equipment | July 1977



Journey safety | January 1976

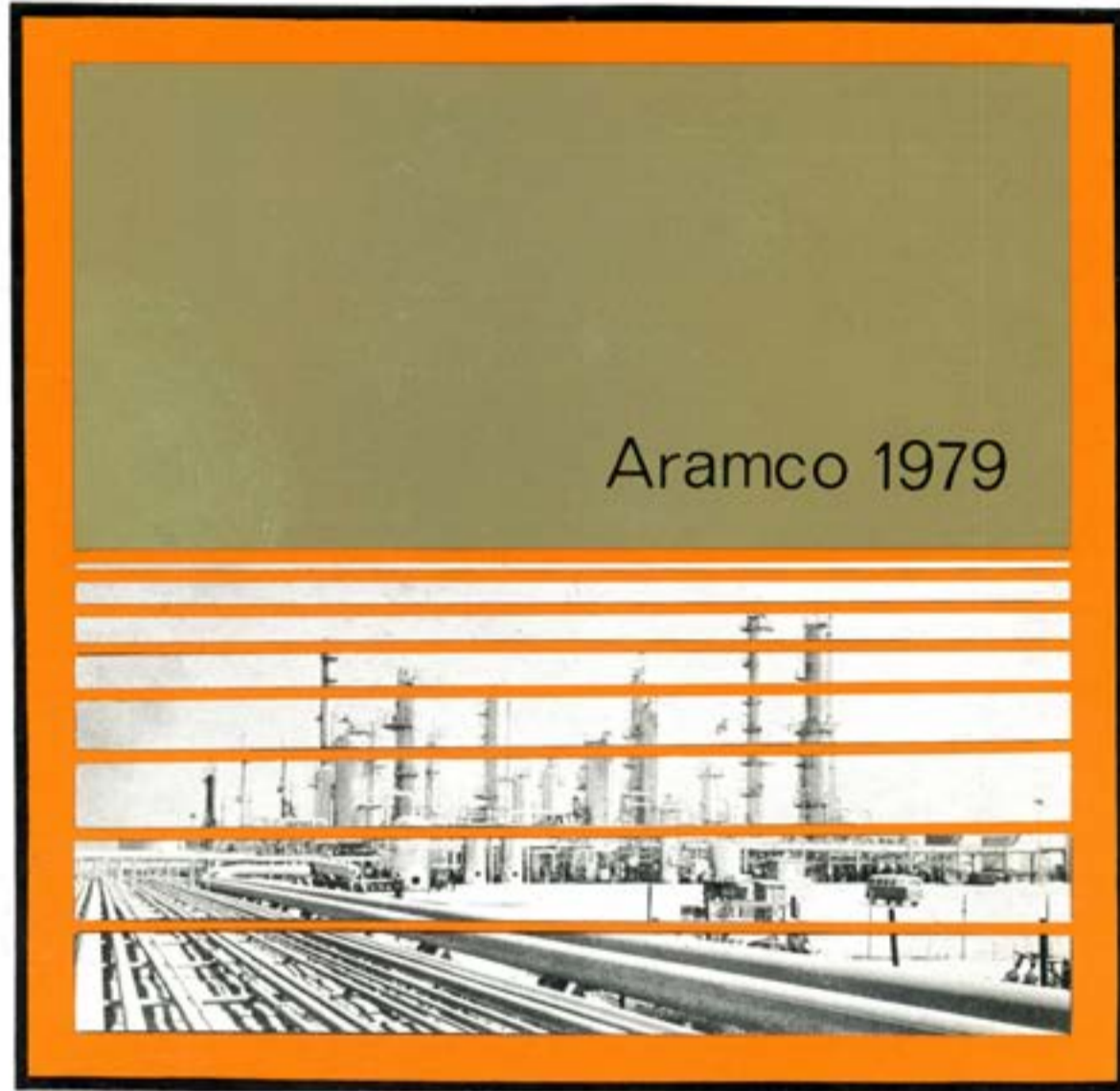


Rotating equipment | August 1976



Hazards of detonators | February 1978

ANNUAL LOSS CONTROL REPORT

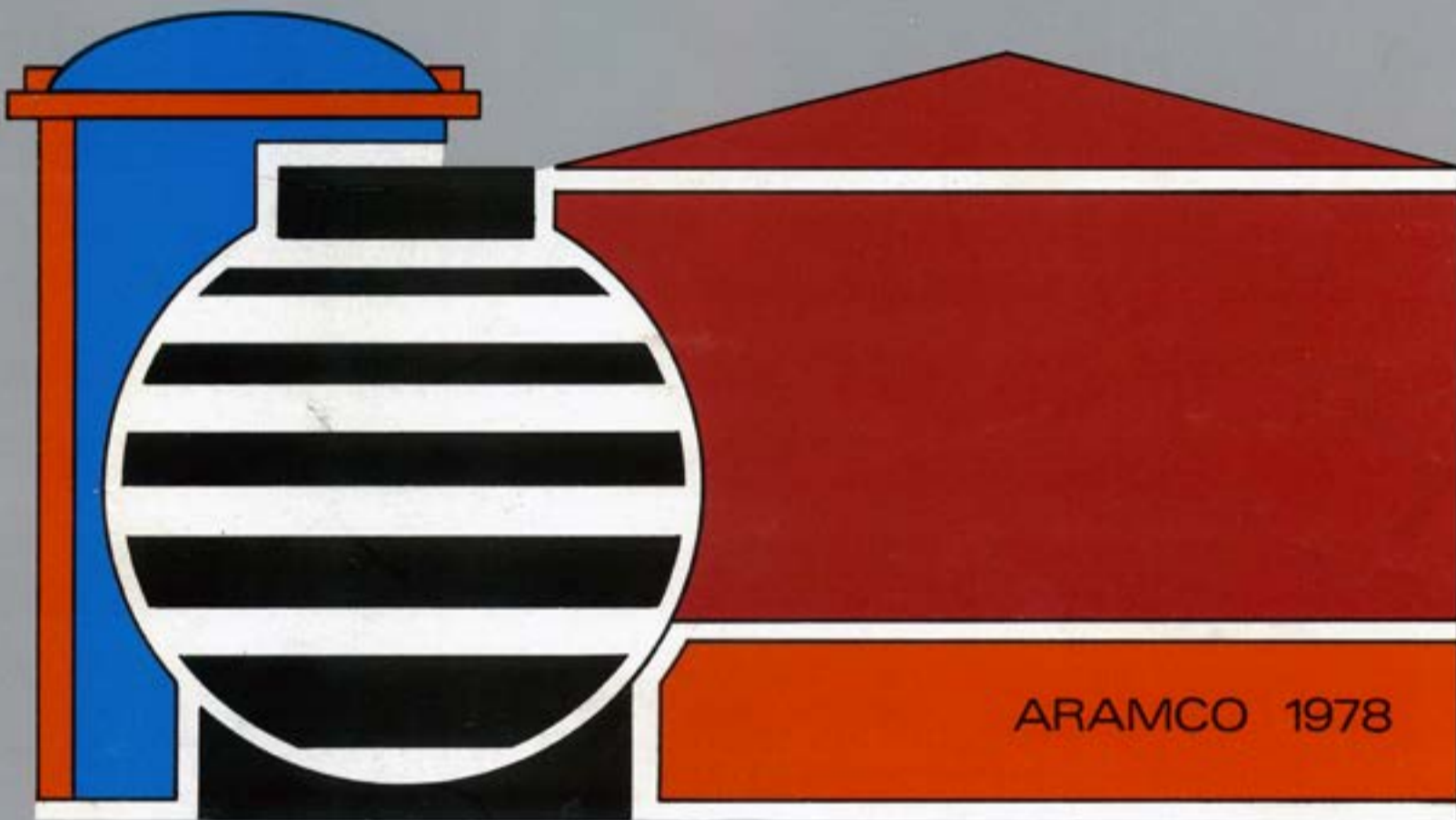


Aramco 1979



LOSS PREVENTION DEPARTMENT

ANNUAL LOSS CONTROL REPORT



ARAMCO 1978

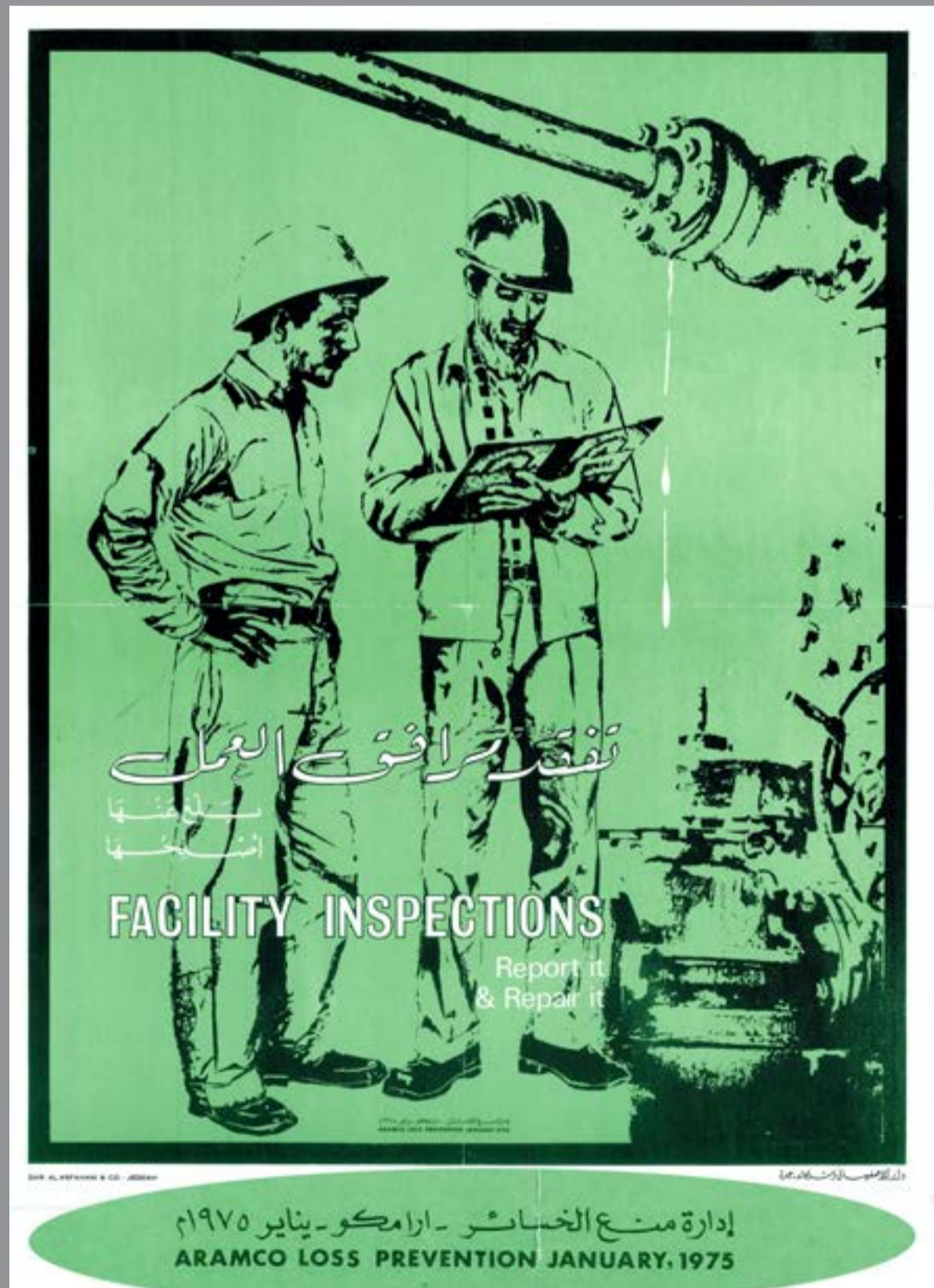


LOSS PREVENTION DEPARTMENT



Window decal produced in 1948 in the U.S. with the Aramco Safety logo on a gold background.

Dimensions: Diameter 7.5 cm.



Inspection and prevention | January 1975
To mark its launch in January 1975, the new Loss Prevention Department used the first poster of the year to introduce itself to the company.



1950s and 1960s



This cover from a children's calendar for 1985 displays the Loss Prevention logo that was used from the creation of the department in the mid-1970s until the company was renamed in 1988.

Dimensions: 21.5 cm x 30 cm.



This logo reflects the change in the company's name to Saudi Aramco in 1988, and remained in use until new company branding was released in 2000.

Symbols of safety

The year 1975 was significant in the overall corporate structure of Aramco in that it saw the creation of its Loss Prevention Department – a department entirely focused on improving the safety of the company. The shift from safety being perceived as an engineering task to a standalone function was telling. Since its launch, LPD's role has been to promote individual and operational safety, while simultaneously protecting the environment and preventing financial loss.

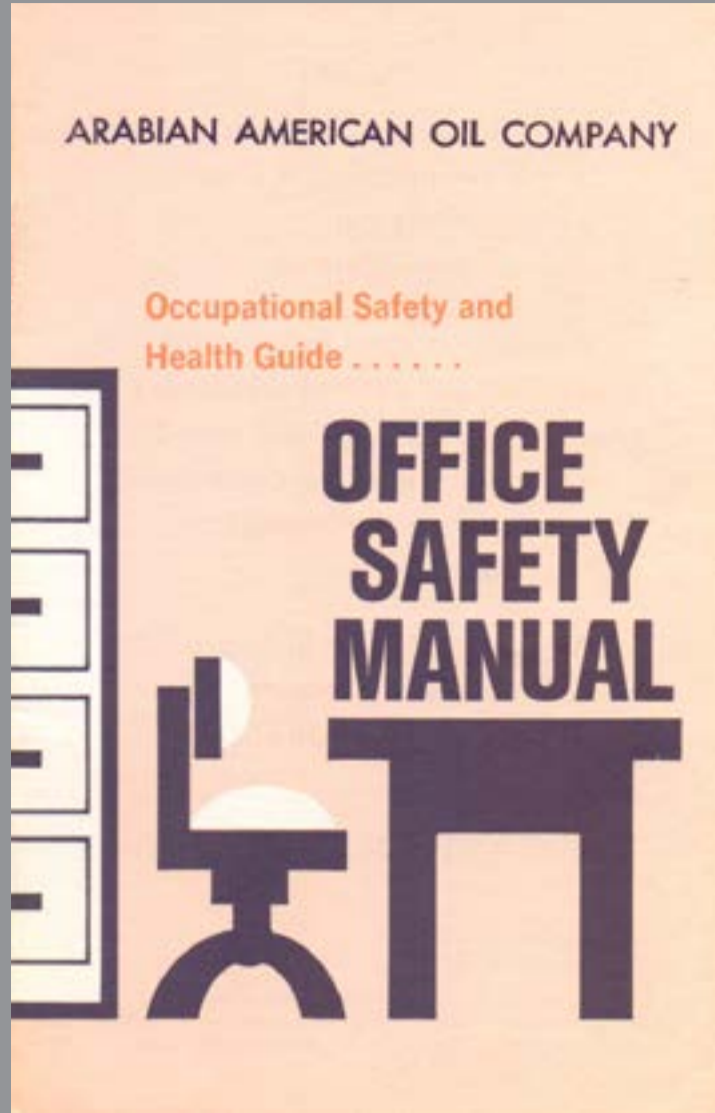
The subtle change in name from "safety" to "loss prevention" was also one of a number of updates in the way that the concept of safety was branded throughout the company. This change began simply enough, with the words "CASOC Safety" printed at the footer of safety posters before being replaced with a palm tree logo in 1944 when the company officially converted to Aramco. This was again modified in the 1950s when the logo was replaced with a camel carrying the same emblem under its hump. During the late 1960s branding of safety materials virtually disappeared as the volume of printed material decreased, but emerged again as "Aramco Loss Prevention" in 1975 alongside a new logo. The circular logo with a palm tree at its center appeared on LPD materials, but at the same time LPD refreshed its brand with the launch of the flowing letters "LP" carried on a shield, symbolizing the protective role of this new department.

In May 1990, the logo underwent a further transition when the font type around its circular edge changed to reflect the new ownership of the company – Saudi Aramco Loss Prevention.

The dawn of a new millennium signaled a new logo for Saudi Aramco, an energy burst on a blue and green background. As the company's brand grew around the world, LPD began carrying this new logo on all its safety materials.



This colorful logo was used on letterheads and Loss Prevention stationery and promotional items in the years immediately after the department was created in 1975.



This *Office Safety Manual* was produced in the U.S. for Aramco in 1979.

Dimensions: 17.5 cm x 14 cm.



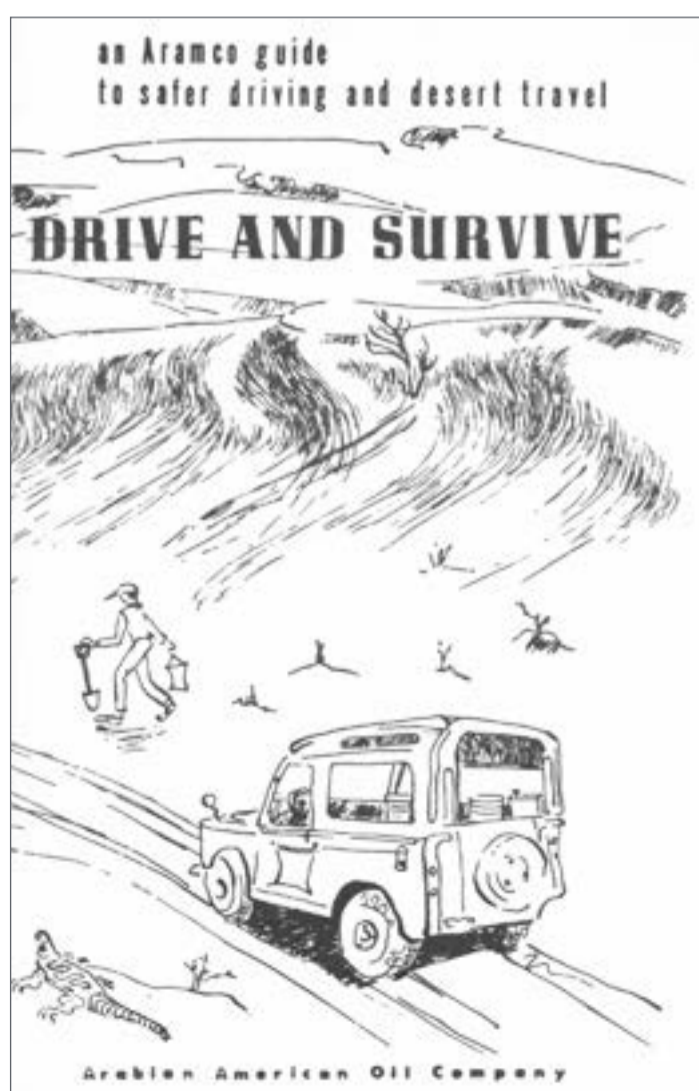
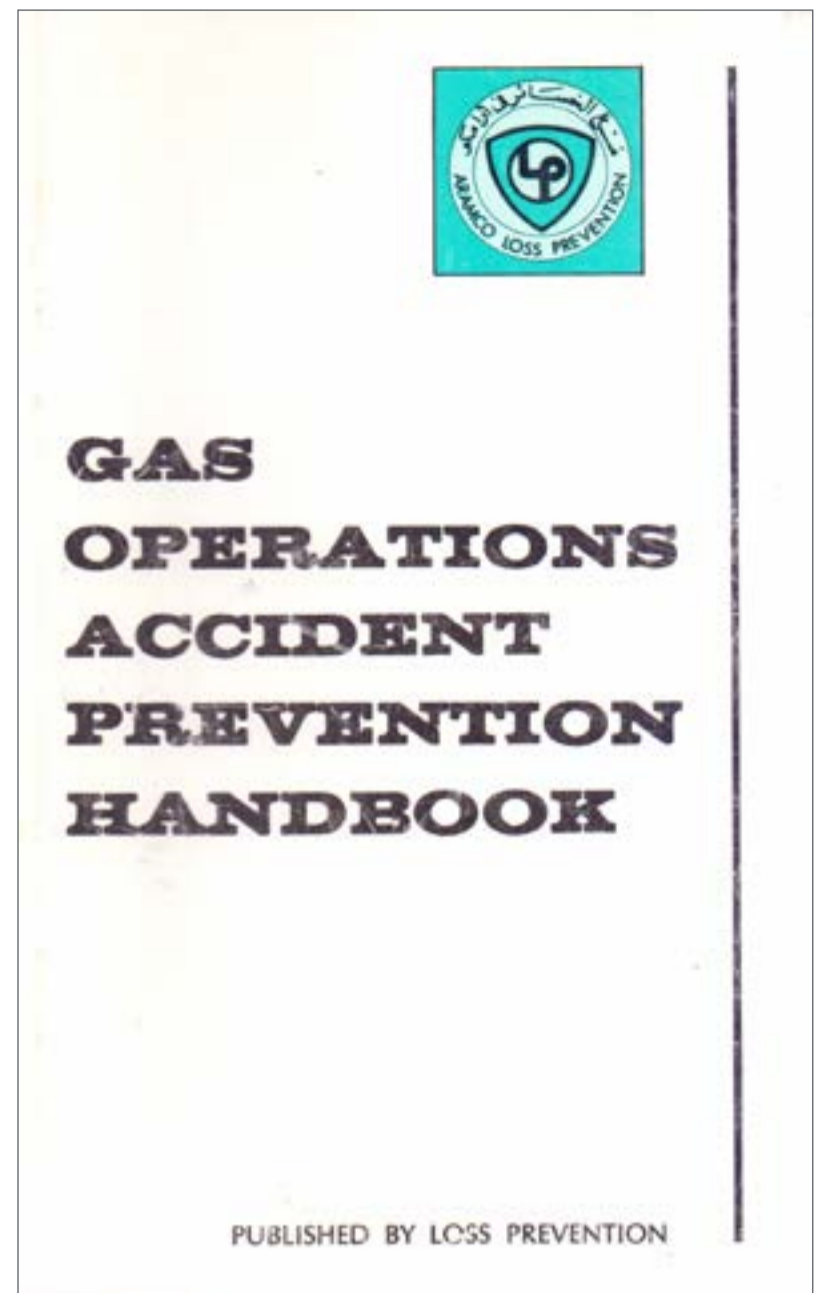
Dimensions: 4.6 cm x 11 cm.

Road safety was a consistent concern and many of the first publishing efforts by LPD were stickers, cards, and giveaway items about road safety, such as this silver sticker (above) reminding all vehicle users to fasten their seat belts and the tire pressure card (left).

Dimensions: 9 cm x 6.5 cm when folded.

In the 1970s Aramco began development of the Master Gas System (MGS) at the request of the Saudi Arabian government. This was a plan to design, develop and operate a gas-gathering and processing system to fuel the country's growing industrial network. This handbook in support of employees working on the MGS was one of the very first produced by the new Loss Prevention Department.

Dimensions: 17.5 cm x 12 cm.



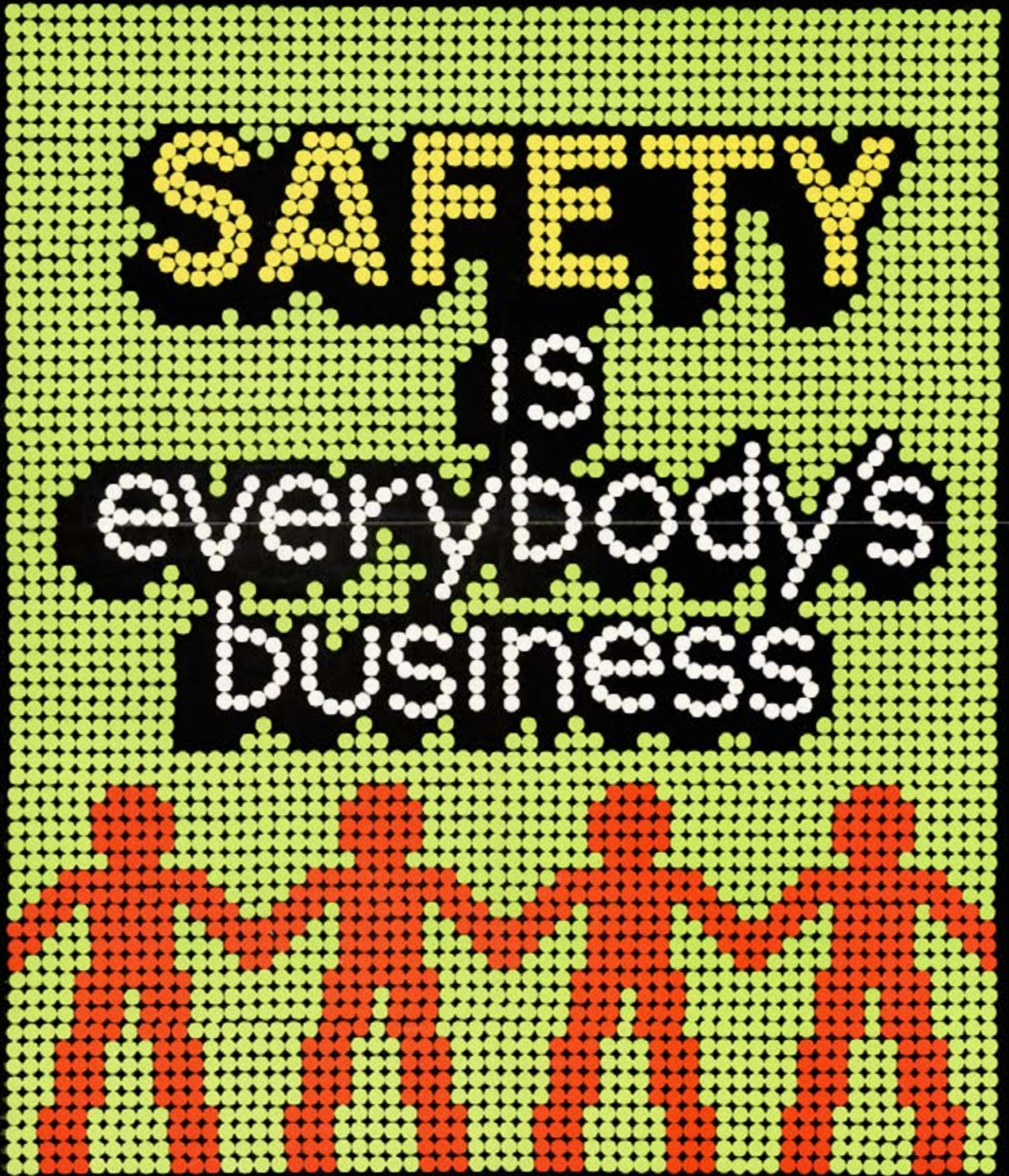
Desert travel for both operational and recreational purposes is a common occurrence for Saudi Aramco personnel. Special consideration must be given to preparations for driving in remote and difficult terrain, as this 1975 booklet spelt out.

Dimensions: 21.5 cm x 14 cm.



80

السلامة مسؤولية الجميع



GRAPHIC DESIGN: NINOY LUMBOY, ANISO



ARAMCO LOSS PREVENTION
DECEMBER 1983 - LP

Slogans are a commonly used method of ensuring safety awareness in a memorable and long lasting manner. They act as constant reminders of best practice, as well as an aid in building a resilient safety culture. Slogans such as "Life revolves around safety" and "Safety is everybody's business" were among those used on Aramco safety posters in the 1980s. Yet for all their witticism and ubiquity, they were only a small part of the overall drive for safety, as the slogan "Safety is a full-time job" implies. Its sentiment of always having to work at safety proved symptomatic of Aramco's safety promotional efforts throughout the decade, particularly as the optimism of the early years was replaced with a more sober outlook on the back of sharp oil price declines, which in turn led to mothballing of facilities and extensive job cuts.

Despite challenging global economic conditions, the 1980s were also a time of focused consolidation and transformation for the company. The decade marked the naming of Ali I. Al-Naimi as the first Saudi president of the company in 1984, as well as the renaming of the company from the Arabian American Oil Company to the Saudi Arabian Oil Company, or "Saudi Aramco" in 1988. This name change reflected the new formal ownership structure of a company established by royal decree, which assumed all the responsibilities of Aramco.

This decade was a prolific time in the company for safety communications, and also marked the 50th anniversary of signing the Concession Agreement between Saudi Arabia and the Standard Oil Company of California in 1933.

Unlike the outlook for the 1970s, company planners were prepared for the upswing in oil demand that was forecast for this decade. A sharp rise in the number of employees was anticipated, with 75,000 expected by 1985. The decade launched as the forecast predicted, and a substantial investment was made in safety training to accommodate the rise in personnel. New impetus was also given to Saudization, with the company employing 327 university graduates in 1980 – more than the combined total of Saudi graduates hired over the previous 20 years, and clearly signaling the company's commitment to investing in the people of the Kingdom.

The price of oil more than doubled in 1980 following the outbreak of war between Iran and Iraq. The conflict between these two oil-producing nations led to an almost immediate 6% fall in global production, but this gradually recovered as the war dragged on, and other states such as Venezuela, Russia, and Nigeria increased supply. The spike in prices was short-lived with a sharp decline from 1982 onward, eventually bottoming out at \$10 a barrel in 1986.

The effect of this was felt immediately at Aramco, with the number of employees starting to decrease again through a phased withdrawal that began from 'Udhailiyah and continued with a massive mothballing operation. The offshore fields of Marjan, Zuluf and Safaniya, along with gas-oil separation plants at Hawiyah, Haradh and 'Uthmaniyah, and the facilities at Khurais, Harmaliya and Mazalij were all mothballed. Most of these operations were, however, gradually brought back online from 1988 onward, following the establishment of the Saudi Arabian Oil Company.

Throughout this time of global economic turmoil and transformation within the company, the rollout of safety education and communications built momentum. It was also during this time that LPD launched a number of monthly publications for the first time, resulting in a boost in topic scope as well as volume of printed materials.

The new safety publications supplemented the posters, which remained the mainstay of safety communication, as well as the fledgling *Safety Letters*. In general, posters conveyed a single easy-to-grasp safety message, while the letters contained more information, albeit brief, on a single page. This linear approach to safety became much more dynamic as the company's safety communications matured to cater for an increasingly diverse workforce, in terms of both language and skill levels.

The first of three new safety periodicals was the *LP Newsletter* launched in 1981. In contrast to the simple messaging of the *Safety Letters*, this publication was aimed at "engineers, craftsmen, and operations management." It provided more detailed and complex information that went beyond the slogans of posters, or the essential advice communicated through the *Safety Letters*. In the first edition, Ahmad Saleh, the LPD Manager at the time, said: "The purpose of this newsletter is to keep company personnel advised of significant fire and safety activities, and recent advances in materials, equipment and processes, especially where such fire and safety technological advances might find application in our operations. Another aim of the newsletter is to highlight incidents and near-misses that occur in the areas of oil and gas operations as well as support functions, and to discuss ways in which such incidents can be avoided in the future."

Articles were submitted by engineers throughout the company and highlighted a number of immediate safety incidents and concerns. One of the early editions describes how crude oil was being used to stabilize sand near 'Uthmaniyah, a common practice at the time. The men spraying the oil did not notice another employee using an oxyacetylene torch downwind of them – a potential ignition source. The alarm was raised but as the torch was being shut off, a vapor cloud suddenly ignited. The fire was contained and extinguished with no injuries; however, this incident brought home the importance of the correct use of work permits, implemented to identify and prevent such risks.

Another incident, this time emphasizing the importance of language for safety communication, was reported in Ras Tanura and described how the cutting disc of a portable grinder disintegrated. In 1981, the company had already suffered two fatalities as a result of portable grinder discs breaking apart while in use. The investigation into the latest of the incidents, which resulted in a minor injury, found that the discs being used were not of the correct rating. Incorrect replacement discs had been ordered due to the unavailability of the required disc in the equipment catalog. As reported in the November 1981 *LP Newsletter*: "After the incident, the catalog was carefully examined, and it was eventually discovered that the high-speed discs had been incorrectly listed under the heading 'Wheels'."

An article in a 1983 newsletter illustrated the extensive work being undertaken by LPD, and how rapid implementation of "lessons learned" was leading to a safer community for future generations. This incident occurred in one of the company's community swimming pools when a concentrated chlorine solution was injected into the pool following a power failure, exposing a group of children to elevated levels of chlorine, which resulted in coughing and dizziness. The pool was immediately evacuated, and the children taken to a nearby medical clinic for treatment. A subsequent investigation found that a power failure had led to a

build-up of chlorine when a pump failed to automatically restart after power was restored. As a result, standards were revised to ensure such a situation could not occur again.

In the first years of its existence, the *LP Newsletter* underwent a number of design transformations before settling on a design that would carry the bimonthly publication into the next decade. It first made use of generic photos for its cover page, before moving on to featuring prominent personalities in the company alongside their contributions to safety. An example of this is the November 1984 cover, which featured a 1970 photo of Al-Naimi as the superintendent in Abqaiq.

Covers of the newsletter then became more colorful, with a move away from a focus on individuals to more technical aspects, such as reporting near misses and incidents.

The 1980s also saw a shift to a softer, more community-oriented approach to safety with the launch of *Panorama* magazine in 1982. The publication's debut edition set out its purpose as a "spotlight on safety," giving, as the name suggests, a wide view of safety. The magazine's content focused less on technical specifics and more on aspects of on-the-job safety across all of Aramco's operations, as well as highlighting specific safety achievements.

The very first *Panorama* featured an interview with John Kelberer, the chairman of the Aramco board at the time. When asked about his view of the slogan "Safety is everybody's business," he said: "It is everybody's business. You cannot delegate responsibility for safety. The Loss Prevention Department's job is to see to it that managers and supervisors have the necessary information and tools to carry out an effective safety program, and to bring to the attention of management any areas where improvement is necessary."

Other articles in the launch edition included awards to employees and family members for having used lifesaving skills in emergency scenarios; the importance of not letting a ghutra, the traditional Arab headdress worn by men, obscure a view of the road while driving; and eye injuries from racquet sports – all wrapped up under a cover highlighting the importance of fire training.

The January 1983 edition of *Panorama* highlighted the hazards of new technology in an article focused on the dangers of being oblivious to traffic while wearing Walkman headphones, the portable media player of its time. Although still ostensibly dedicated to on-the-job safety, *Panorama* was quickly shifting its focus to off-the-job safety, with articles such as "Outdoor Cooking Tips," "Sail Into Summer Safely," "Don't Let Fire Be An Uninvited Guest in Your Home," and "Size Up Hazards that Endanger Your Children."

Recognizing the broader utility of articles in *Panorama*, from 1984 its focus moved almost exclusively to off-the-job safety, with one of the final workplace-related articles being an interview with Al-Naimi. In the interview, he discussed a corporate loss prevention program launched the previous year, saying: "The objective of this program is to integrate safety into every facet of Aramco's operations, and to instill the importance of safety in all personnel." When asked what safety-related slogan he would encourage each employee to practice, he said: "'One safety day at a time' appears on many of our company publications. I think it is a most appropriate saying because safety is not something you practice occasionally but something that, to be effective, has to be practiced continually."

As part of the transition to an off-the-job safety publication with a wider target audience, in the same year *Panorama* began publishing an Arabic language edition that mirrored the English version. An editorial column expressed the publication's purpose as increasing safety awareness and "to integrate on-the-job safety knowledge off the job." The direct translation of the title in Arabic means "spotlight on safety," reflecting the original intention of the magazine.

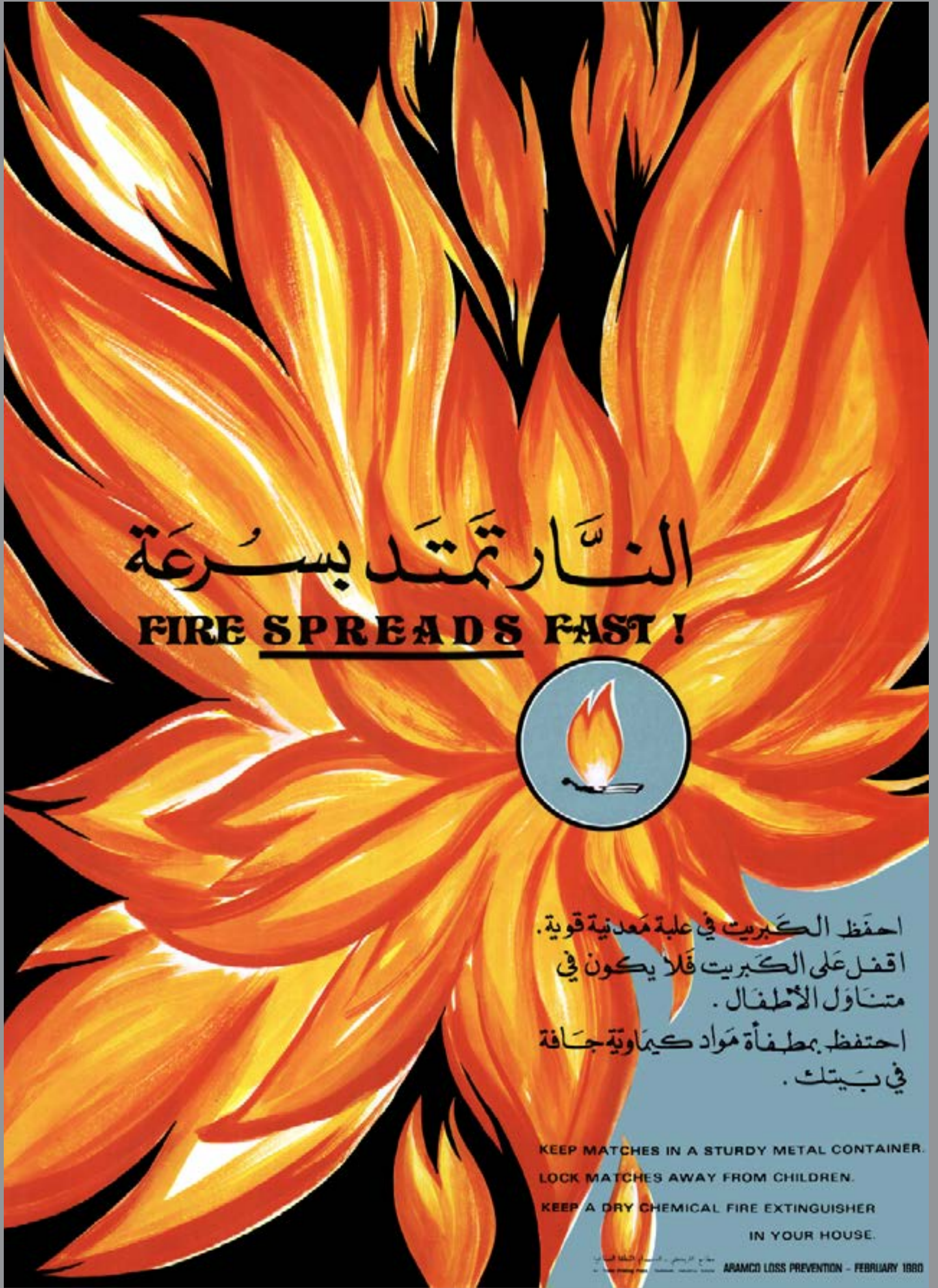
With this shift in focus, there was still a very real need for dedicated on-the-job safety information in an easy-to-access format. The *Panorama* magazine format proved to be a challenge in the workplace as it required dedicated reading time, and could not be easily shared in a workshop or other industrial setting. To overcome these challenges, LPD launched the *Manager's Monthly Safety Packet (MMSP)* in 1984 at around the same time that *Panorama* was transitioning to a more off-the-job publication. In many ways, the *MMSP* picked up where *Safety Target* had left off 15 years earlier, albeit in a simpler format than the illustrated folders of the 1960s.

In the *MMSP*'s first edition, Younis Slail, LPD's Manager, explained its purpose: "These packets will contain five-minute safety talks, safety film suggestions, references and handouts, posters or checklists ... to make pertinent on-the-job and off-the-job safety material readily available to Aramco departments."

The *MMSP* inserts were color coded, with blue paper used for off-the-job information and green for on-the-job. Each edition's theme followed the Aramco operational calendar, much the same as *Safety Target* had done previously. The operational calendar focused on a specific monthly safety theme and would remain in use until 2016. Monthly themes included chemicals and gases, personal protective equipment, hand tools, and traffic and fire safety. This themed approach ensured that essential safety information was repeated at regular intervals to ensure best practices did not lapse. Although the calendar was followed closely each year, additional information was also featured so that safety was not focused on one particular theme, and the *MMSP* followed suit by adding pertinent information together with the monthly theme. All of this would then be posted in the workplace and break rooms, and on office walls.

Apart from these regular periodicals, LPD also continued publishing specialized titles, a practice initiated in the 1970s. This saw an added emphasis on off-the-job safety with publications including *Fun and Safety Afloat*, outlining safety techniques when boating, *100 Useful Phrases*, an Arabic-English phrase book for use in emergency situations, and children's publications such as a coloring book, calendar, road safety booklet, and stickers. LPD's communication efforts also addressed immediate concerns through safety information action alerts, such as equipment recalls or hazardous situations.

As part of the company's mission to build an understanding of safety beyond on-the-job incident prevention, the publishing spree of the 1980s also brought about a range of new titles that continue in some form today. At the company's golden anniversary celebrations in 1983, Ahmed Zaki Yamani, the oil minister at the time, said: "Aramco is now a Saudi Arabian institution that 'speaks our language.'" LPD's broad communications strategy throughout the decade built on the solid foundations of a safety culture that had been decades in the making, underlining the point that safety never quits, no matter how challenging the circumstances.



Fire prevention | February 1980



Safe in the sun | July 1980



Water safety | June 1980

MAY, 1933 — 1983

مايو ١٩٣٣-١٩٣٣

50
years
of
progress



عاش
من
التقدم

ذكري سعيدة لنشوء ارامكو

HAPPY ANNIVERSARY ARAMCO!

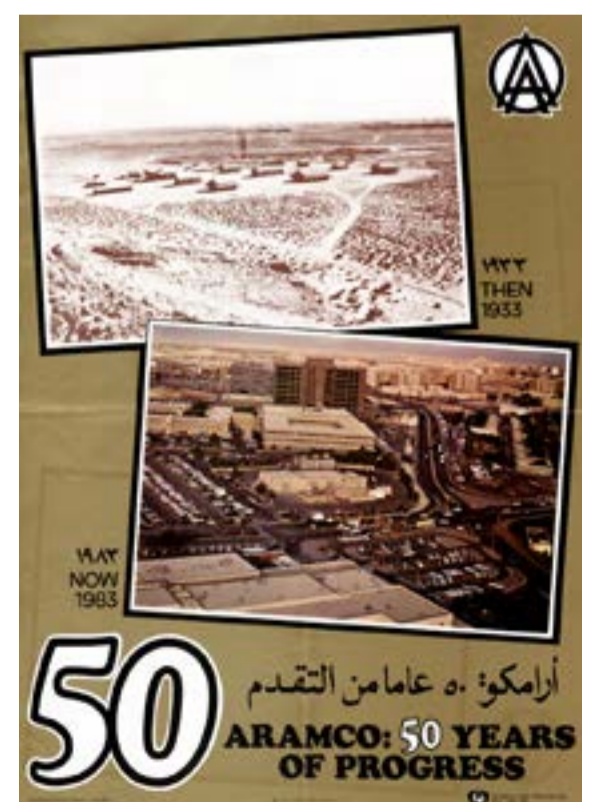
DESIGN & ARTWORK — KEN SAATCHI SAATCHI

ARAMCO LOSS PREVENTION MAY 1982 - 12P

Past and future

Anniversary commemoration, 1983

These posters from 1983 commemorate 50 years since the signing of the Concession Agreement that ultimately led to Saudi Aramco's creation. They tell the story of the technological and economic strides achieved in the preceding five decades. This was all built on the riches hidden in the sands of the Kingdom, represented in the image from November (on the facing page) by the background of stratigraphy in shades of red, orange, and yellow – the layers of rock beneath the surface that were tapped for the resource that transformed the desert nation.

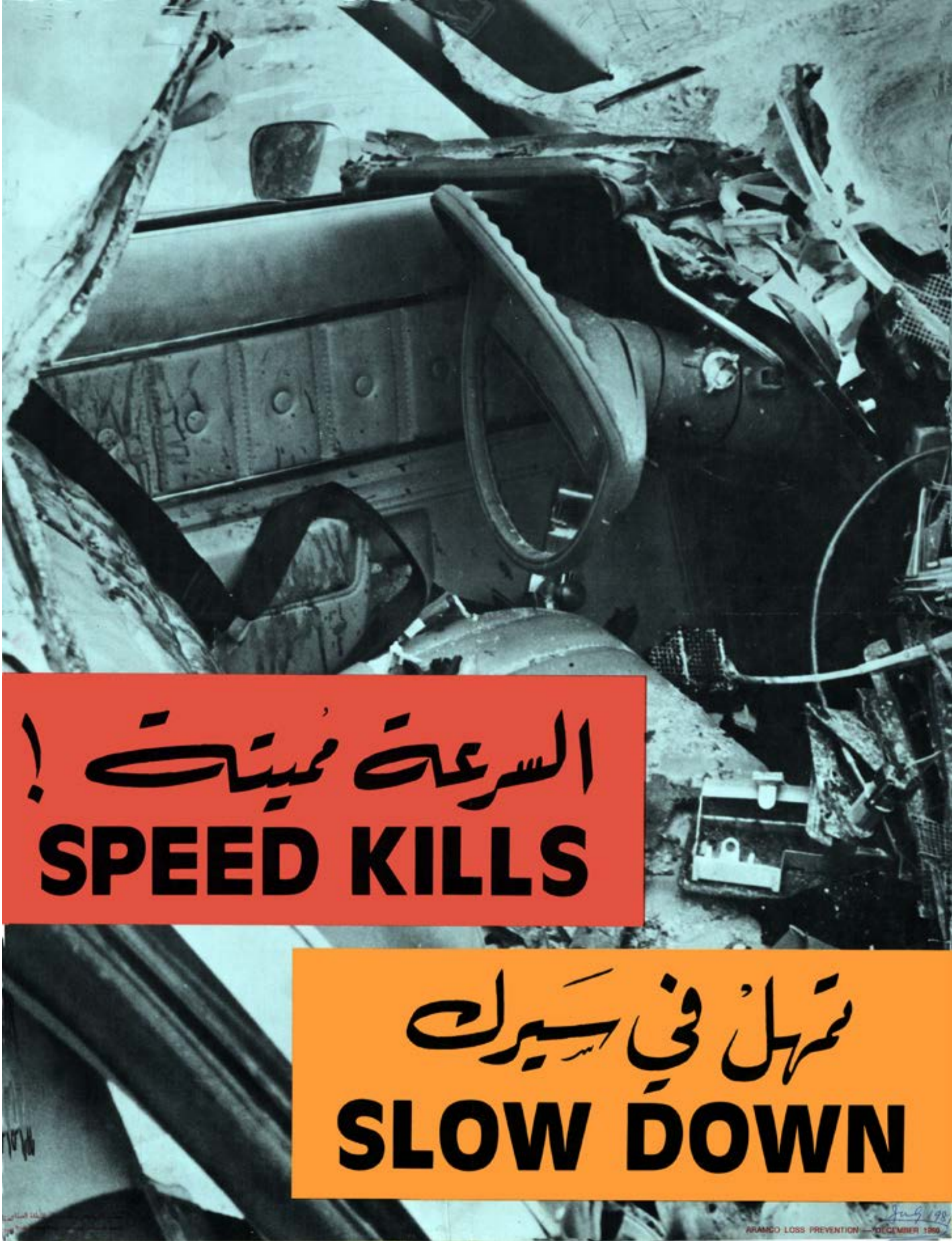


الاحتفاظ بتقاليد الماضي... لتأمين المستقبل...



*Preserving the past...
Insuring the future...*



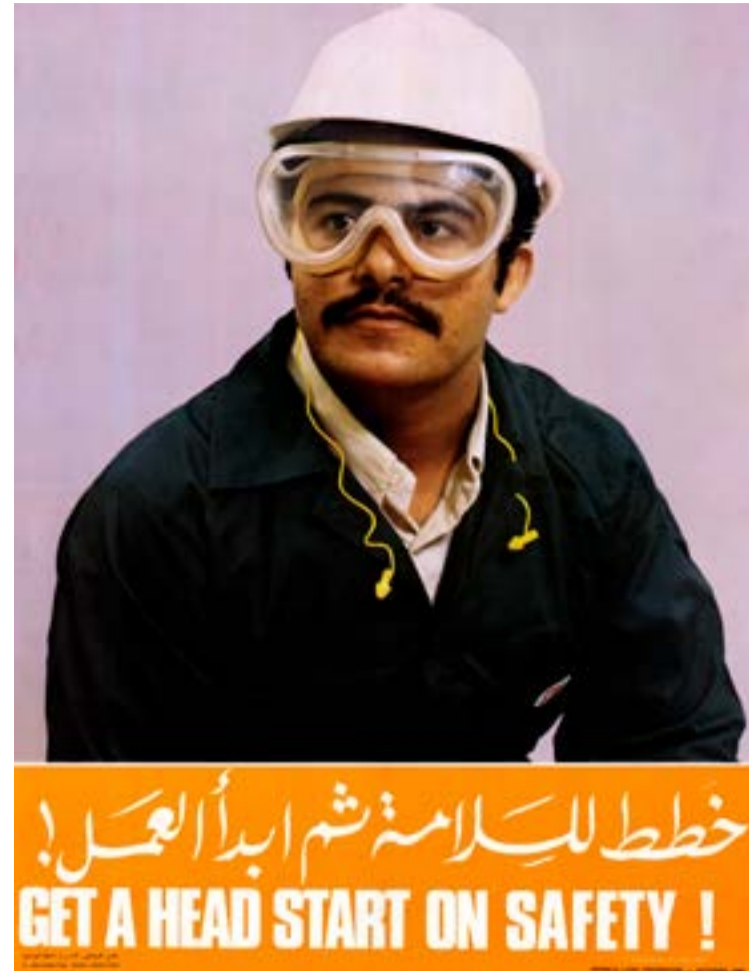


السرعة مُبْتَلَى !
SPEED KILLS

تَمَهَّلْ فِي سَيْرِكَ
SLOW DOWN



Recreational safety | August 1981



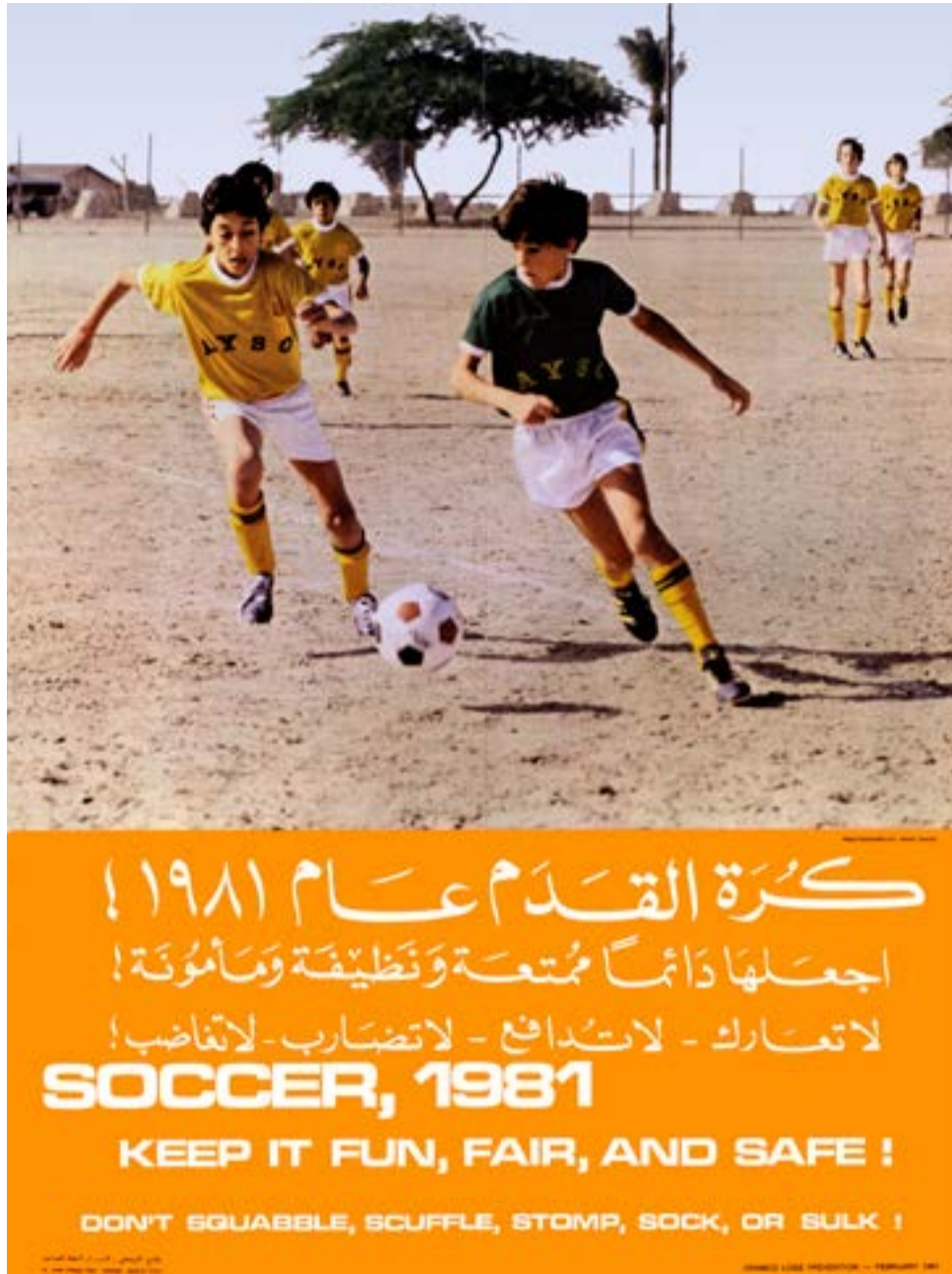
Use of PPE | October 1980



Hand hazards | January 1980



Position yourself in a safe location | August 1980



Recreational safety | February 1981



Journey safety | August 1981

استعمل
قوائم المعاينة
واجعلها جزءاً من برنامج
منع الخسائر في ادارتك!

**MAKE AND USE
INSPECTION
CHECK LISTS
AS PART OF YOUR DEPARTMENT'S
LOSS PREVENTION PROGRAM!**

امنع الاصابات والحوادث المميتة... امنع وقوع ضرر او تلف للمعدات والمواد
باجراء معاينات دقيقة في مواعيد محددة!

**PREVENT INJURIES AND DEATH... PREVENT DAMAGE OR DESTRUCTION OF
EQUIPMENT AND MATERIALS WITH SCHEDULED THOROUGH INSPECTIONS**

اعرف الاخطار

KNOW THE HAZARDS!



صمّم الاخطاء

FIX THE FAULTS



Printed by Al-Wafa P. Press

THIS POSTER WON FIRST PLACE AS BEST OVERALL SAFETY POSTER IN THE PETROLEUM SECTION
OF THE NATIONAL SAFETY COUNCIL, POSTER CONTEST, OCTOBER, 1981, IN CHICAGO, ILLINOIS

ARAMCO LOSS PREVENTION - JANUARY 1981

H.M. DLOPHY, LOSS PREVENTION SUPPORT SERVICES
KEN BAKER, GRAPHIC COMPOSITION AND DESIGN

First-place winner


Inspection and prevention, January 1981

This poster from January 1981 won first place as the "Best overall safety poster" in an annual competition held in the U.S. and sponsored by the petroleum section of the National Safety Council. Of all the posters produced over the preceding years, this one seems an unlikely winner, given its heavy reliance on text, limited use of color, and absence of any illustration. However, the white text does stand out, drawing attention by creating a third dimension to the poster and leading into the rest of the information.

Joint effort

Hand tools, September 1980

The new publications launched in the 1980s allowed a multifaceted approach to addressing safety concerns. There had been a number of incidents at the time when grinder discs had disintegrated while in use, leading to severe injuries. This poster provides general advice for the selection and use of grinders, while much greater detail was given in an edition of the *Loss Prevention Newsletter*, which discussed one of the incidents and provided both lessons learned and best practices to follow.



استعمل عجلات متينة للأعمال الصعبة !
USE TOUGH WHEELS FOR ROUGH JOBS !

الانحلال المفاجئة من مهمة قديم مسورة يمكن أن تسبب الموت أو إصابات خطيرة. قد يكون بين سرعة العجلات في السرعة لكل من الحمل والسرعة الزائدة من أنها مشدودين . استعمل العجلات المتينة بالارتباط والمقوام بالألياف الزجاجية للأعمال الصعبة بأداة قديم مشدودين .

- FLYING PIECES FROM A BROKEN GRINDING WHEEL CAN CAUSE SERIOUS INJURIES OR DEATH.
- MATCH THE WHEEL RPM RATING WITH THE GRINDER RPM.
- USE RESIN BONDED WHEELS REINFORCED WITH FIBERGLASS FOR ROUGH JOBS DONE WITH A PORTABLE GRINDER.

الصحنون الطائرة؟ ربما
FLYING SAUCERS? maybe!

السيارات الطائرة؟ أكيد
FLYING HARD HATS? definitely!

HARD HATS OR OTHER HEAVY THINGS KEPT ON THE BACK WINDOW SHELF OF YOUR VEHICLE CAN TURN INTO DANGEROUS OBJECTS IF YOU HAVE TO BRAKE SUDDENLY OR ABRUPTLY CHANGE SPEED OR DIRECTION. YOU COULD SUFFER A FRACTURED NECK OR SERIOUS HEAD INJURY FROM THE STRIKING FORCE OF THE FLYING OBJECT.

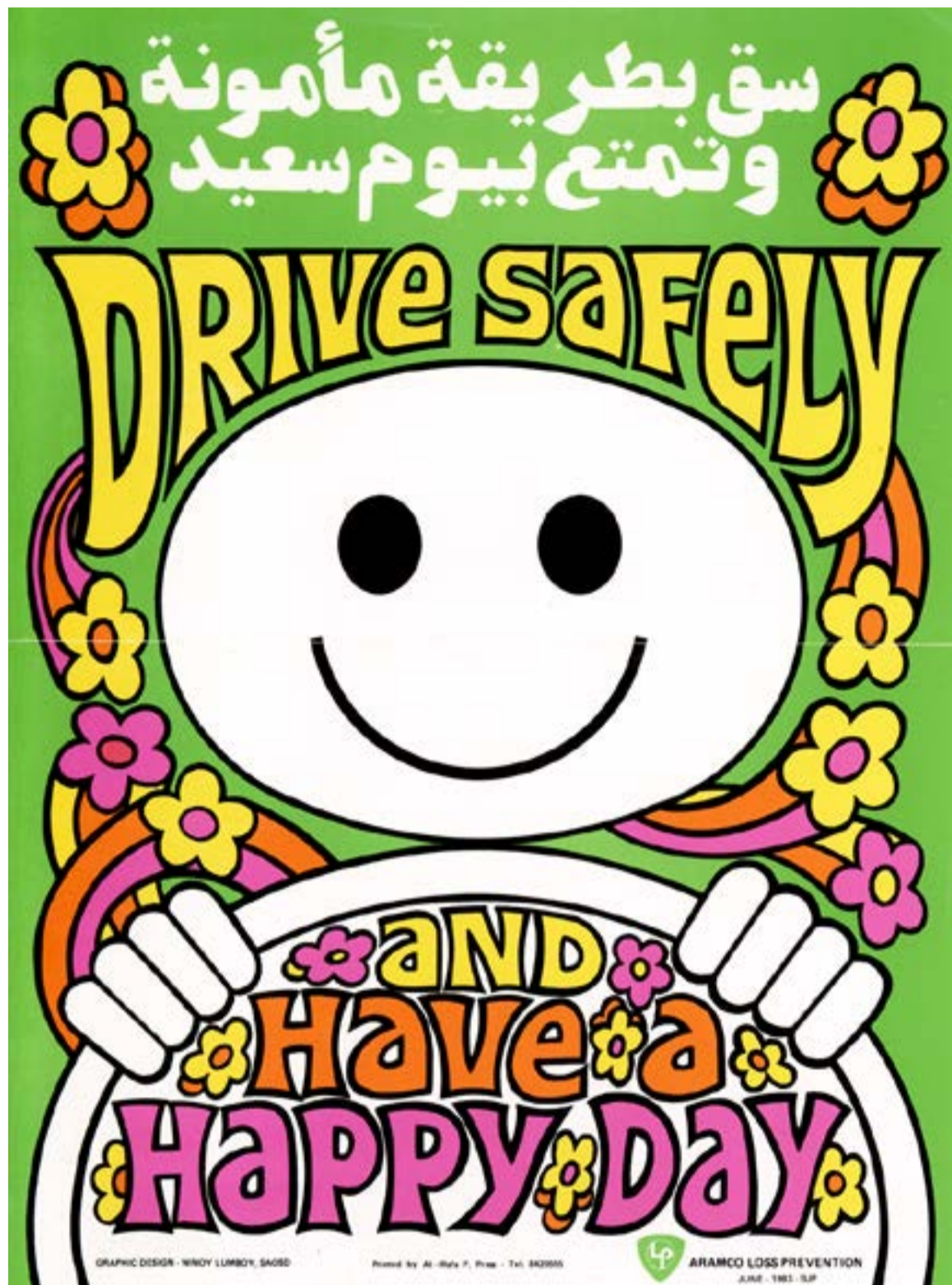
قبات السيارة وأية أشياء ثقيلة توضع على الرف الخلفي للسيارة يمكن أن تتحول إلى قذائف خطيرة عندما تستعمل الفرامل فجأة أو تغير الاتجاه أو السرعة فجأة فتضرب بشدة في الرأس أو الكتف أو الساق.

Road safety – loose objects | April 1982



لا تحمّل المقابس فوق طاقتها!
 أمتنع الحرائق!
don't overload outlets!
PREVENT FIRES!

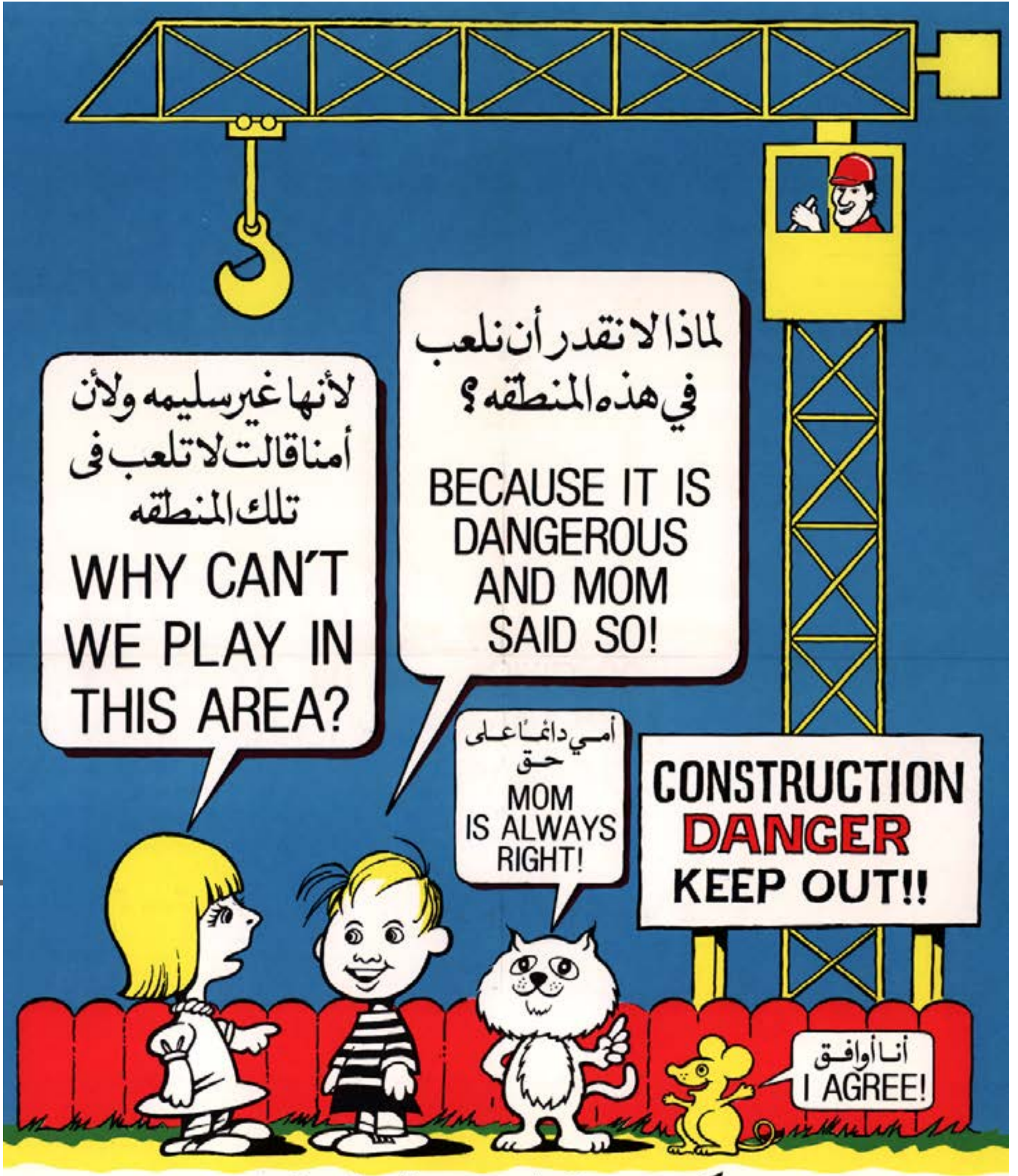
Electrical hazards | April 1982



Road safety – defensive driving | June 1983

Popular culture

For a brief period in the 1980s the safety posters came to life with bright illustrations, bold colors, and techniques that gave a nod to popular culture. These included the smiley face encouraging happy driving (1983), the Charlie Brown cartoon character look-alike (1982), and the computer game screen proclaiming that “Safety is everybody’s business” (1983) at the beginning of this chapter. This outburst of color and creativity coincided with a time of abundance in the oil industry, with high oil prices. The tide turned midway through the decade as oil prices collapsed again. In this bleak environment, safety publications still continued at their relentless pace, albeit with the tone and flavor of these experimental artworks replaced by much plainer, and more easily reproducible, formats.



كلنا مسئول عن السلامة
SAFETY IS EVERYONE'S BUSINESS

IDEA SUBMITTED BY LEW FREEMAN, C&I FPD
ILLUSTRATION BY KEN BAKER, ABOAIG GRAPHIC DESIGN

Printed by Al-Wafa P. Press - Tel. 8420590

ARAMCO LOSS PREVENTION - JULY 1982

حافظ على اللياقة البدنية لكي تعمل بأمان



KEEP FIT
to work safely

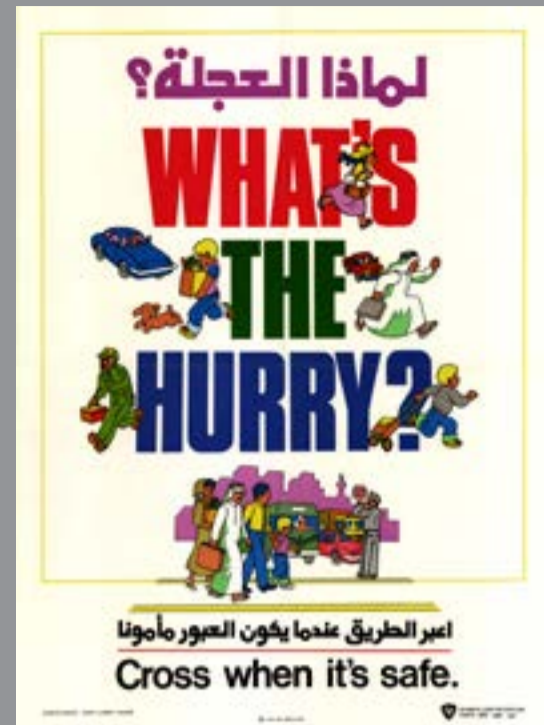
Artistic movement

Saudi Aramco employs people from all around the world, bringing a range of expertise to its operations in the Kingdom. In the early 1980s, one of these expatriate workers – Ninoy Lumboy from the Philippines – was based in the Office Services Department in Abqaiq. During his time with the company Lumboy was not just an office worker, he was an artist and turned his creative expertise to safety posters. For the three years from 1982 to 1984 he designed almost every poster published by the Loss Prevention Department.

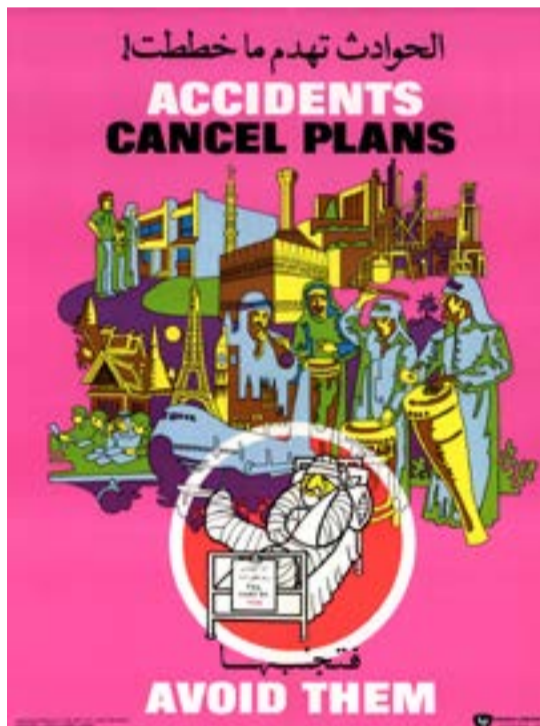
While Lumboy was prolific, he was also amazingly inventive, merging elements of the cubism and impressionism art movements with pop art to create colorful and striking posters. He described his technique as “crosshatchism” – a method of painting where an artwork is rendered with multiple layers of intersecting sets of parallel lines. The posters in the following pages are among Lumboy’s early work and this technique is evident in a number of them.

One of the last of his posters published by Aramco, shown on the facing page, is from August 1985. Using his trademark technique, it features symmetry and blocks of color to create a sense of movement and energy for its message to “Keep Fit.”

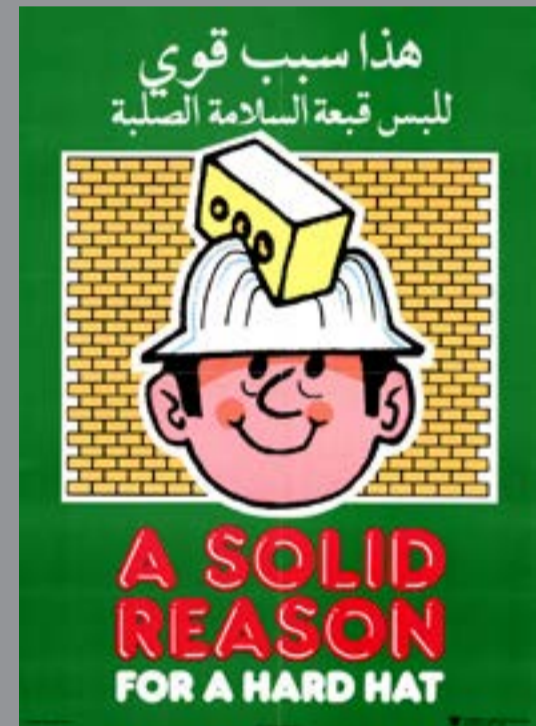
His posters appear on this page and the following six pages, on pages 212 and 224, while his GCC Traffic Week posters appear on page 263.



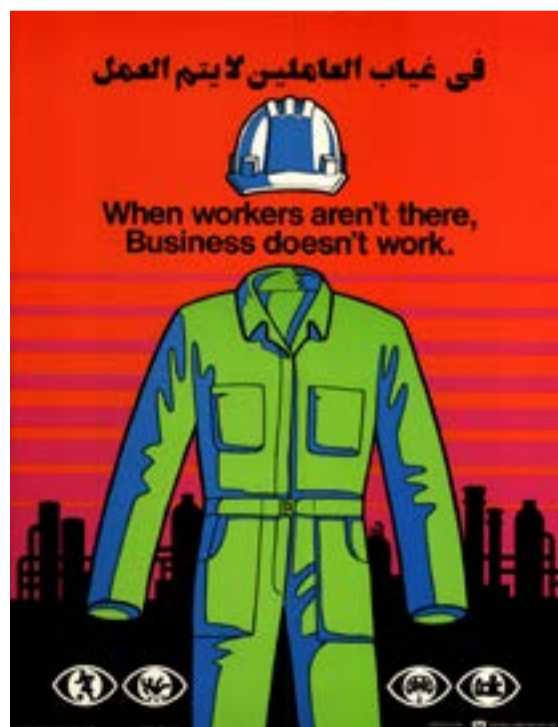
Road safety – pedestrians | March 1984



Recreational safety | September 1982



Use of PPE | October 1983



Inspection and prevention | July 1984



Safety communication | December 1982

أجعل السلامة من ضمن خطط الاجازة



**Include SAFETY
in your Vacation Plans.**

K3006 - 5/10/83 LUMBOY_A04050

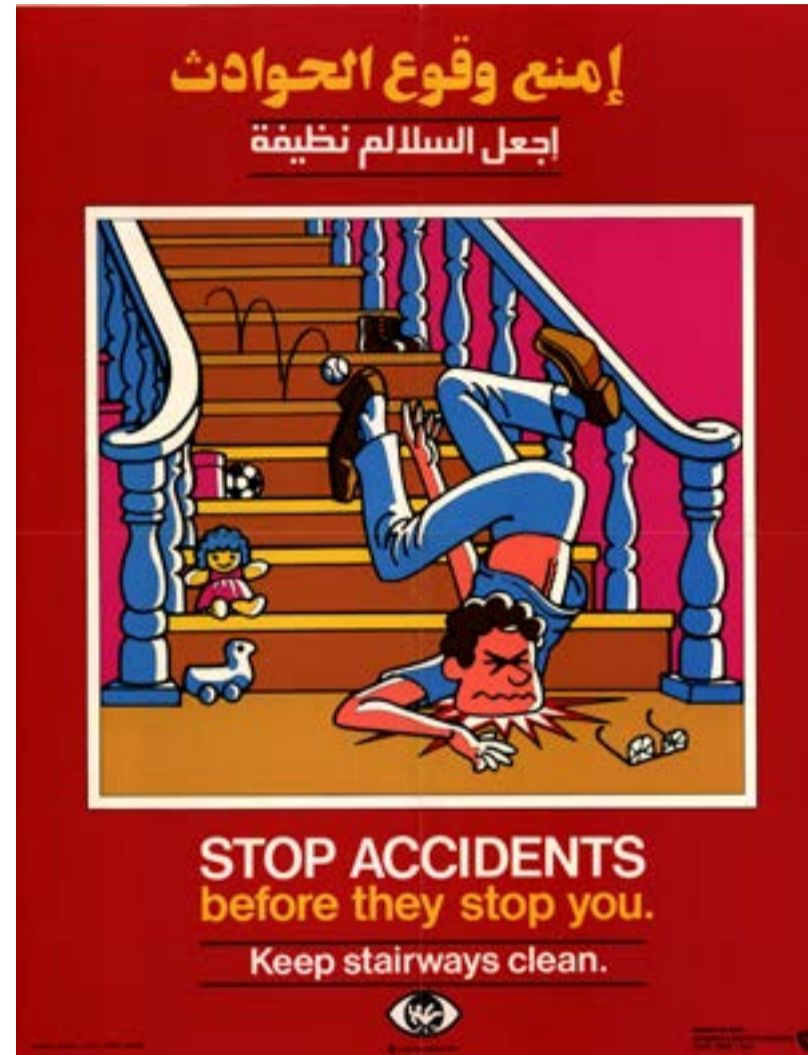
© 1983 ARAMCO

ARAMCO LOSS PREVENTION
JULY 1983 - 8.P.

Around the world

Recreational safety, July 1983

With a large expatriate workforce, foreign travel was, and remains, a regular occurrence for many Aramcons, and posters encouraged inclusion of safety in travel planning. This example from July 1983 employs a masterful inversion of the concept of a stained-glass window. At its center, in color, is an Arab family with elements particular to the Middle East – camels, date palms, and a mosque – all in bright, vibrant colors. Surrounding the central square are various well-known tourist destinations depicted in linocut style, including the Eiffel Tower, Japanese pagodas, the Statue of Liberty, and a bull fighter. Similar landmarks were represented in a poster later in the same year, with a globe opening to reveal the destinations on offer.





Gas cylinders | September 1984



Fire prevention | February 1984



Eye safety | September 1984

لماذا المجازفة؟

لا تسبح لوحده أبدا - ولا تبعد كثيرا ولا تسبح في أماكن تجهلها.
اسبح دائما مع رفيق لك.

WHY
RISK
IT?

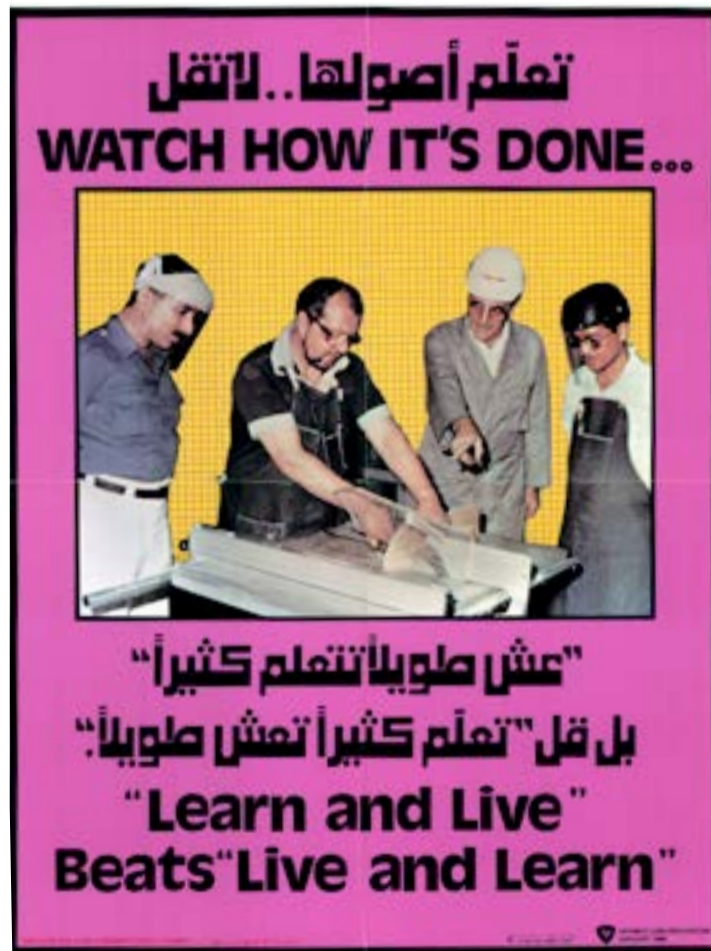


NEVER...
swim alone, be out too far,
in unknown waters.

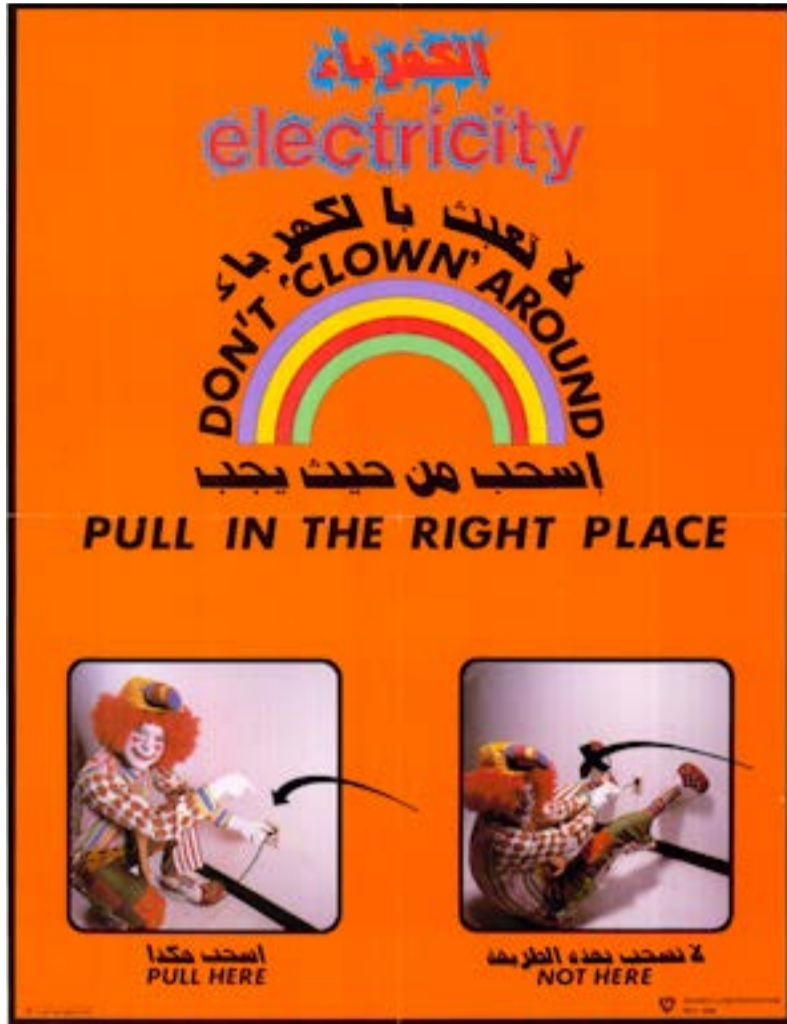
Use the buddy system.



Good housekeeping | April 1985



It's up to you | January 1985



Electrical hazards | May 1985



Use of PPE | October 1986



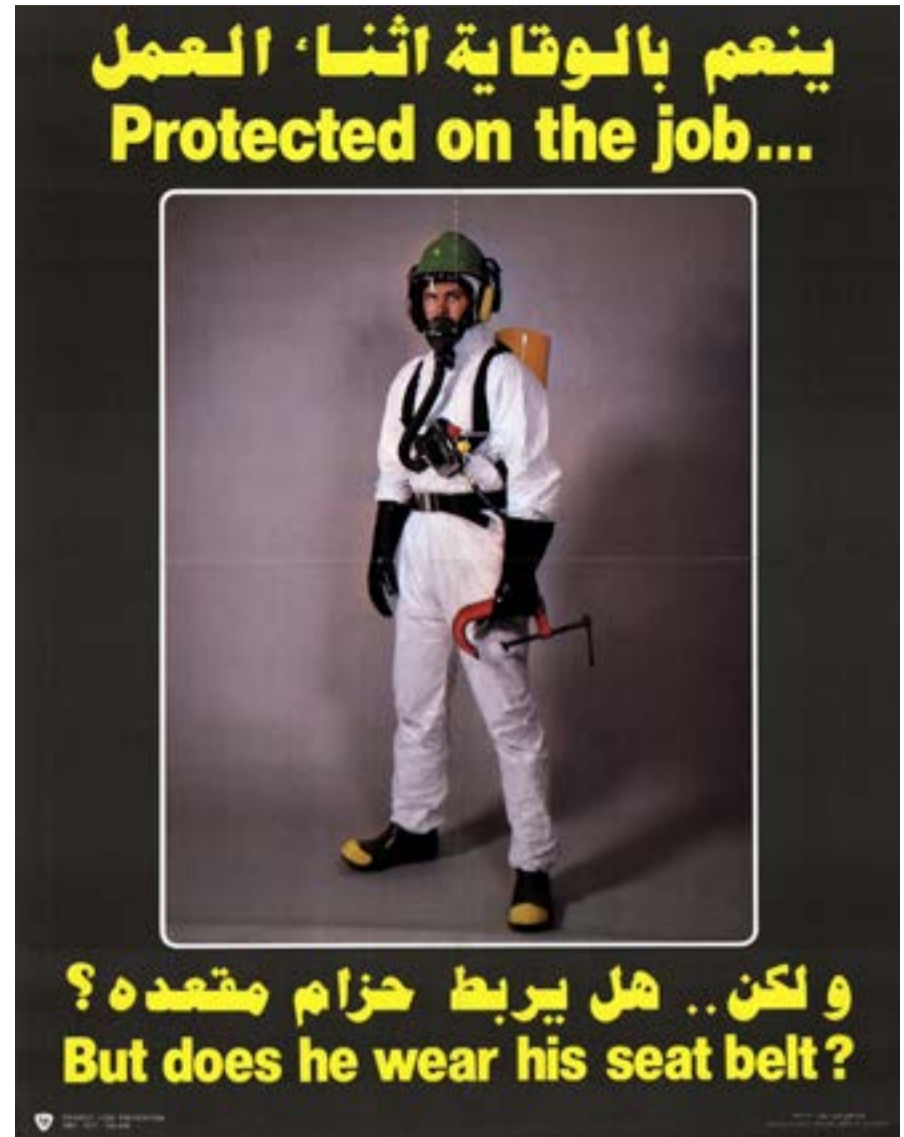


Community focus

As much as the photo posters from 1986 onward lacked the artistic flair of their earlier kin, they did introduce another element that arguably made them more effective than the illustrations that preceded them. In a development that would become standard practice for the company's safety publications, models in the posters were employees and their family members. This made the messaging in the posters more immediate and relevant. Even the serious messaging, for example in the October 1987 editions (on the facing page) encouraging seat belt use, takes on a humorous angle for their tongue-in-cheek approach. Many of the models are employees shown in their workplaces, or children living in the community, depending on whether the message was operational or community based. Again, humor could be seen in the messaging, as the example from November 1989 shows, with children in a sandpit making a statement about the safe use of equipment.



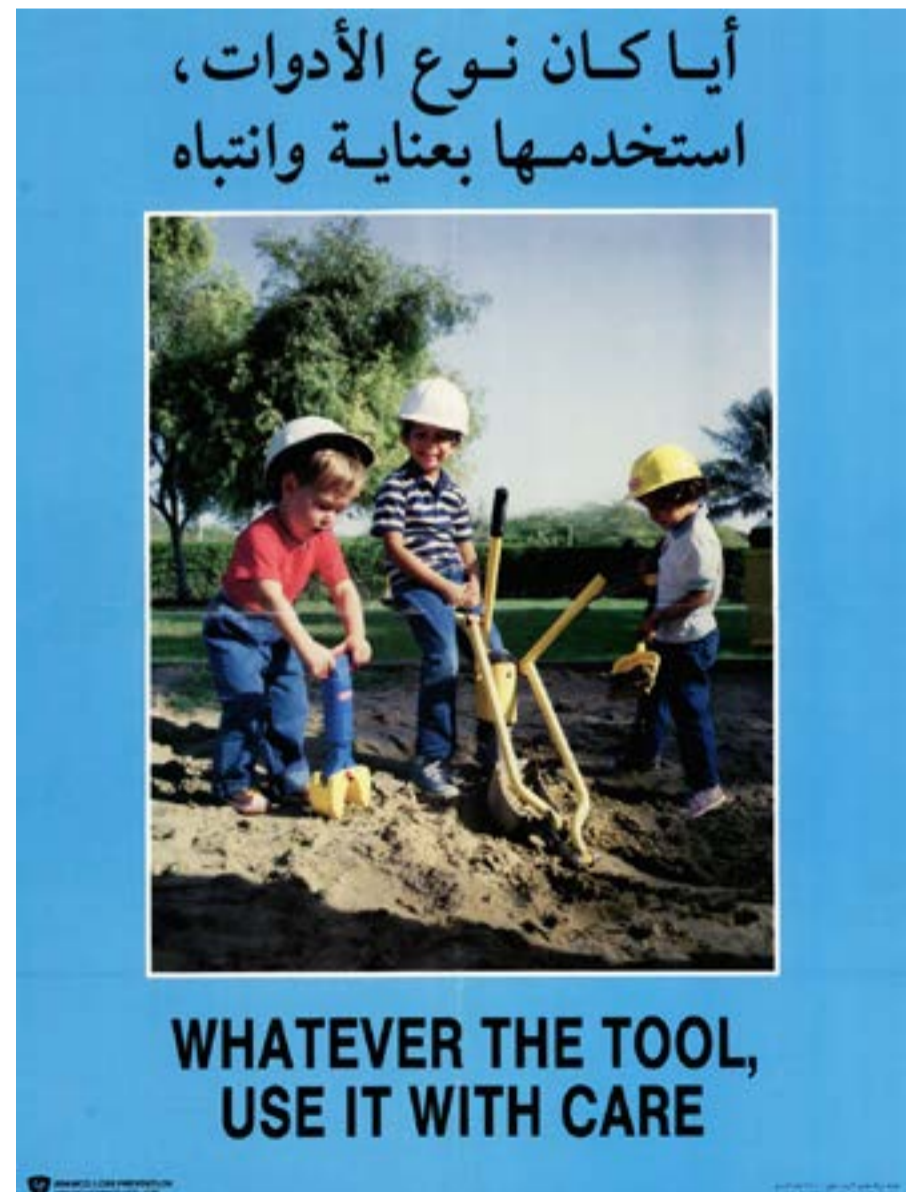
Road safety – seat belts | October 1987



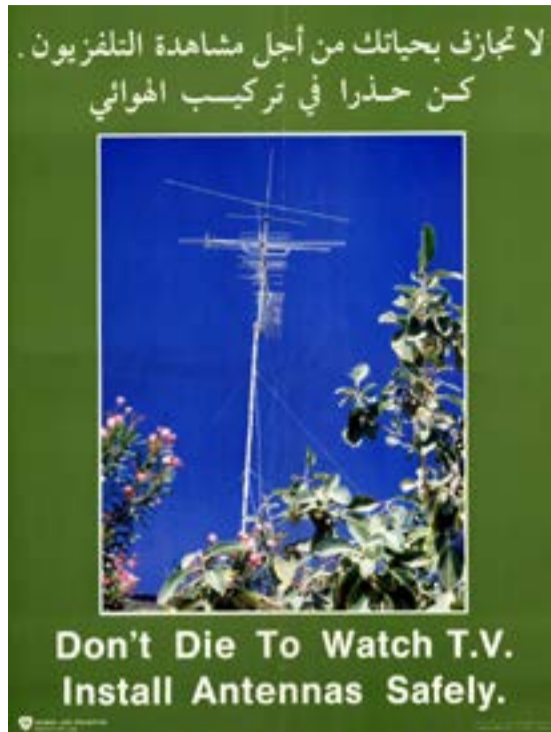
Road safety – seat belts | October 1987



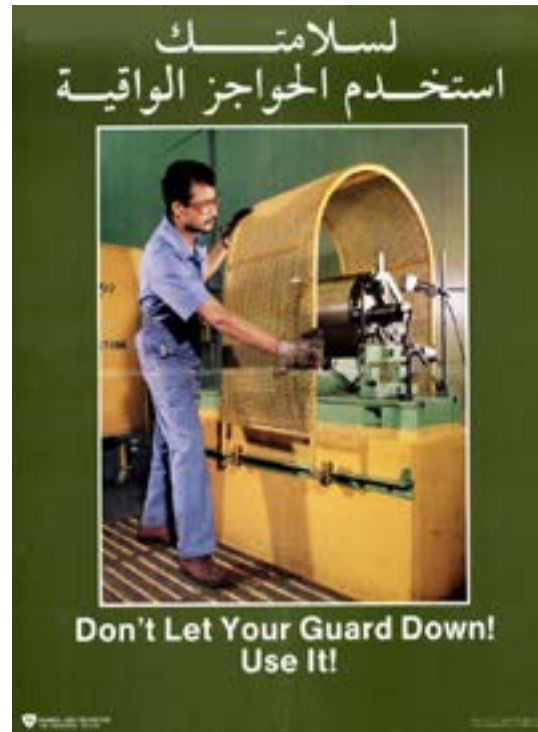
Inspection and prevention | January 1988



Home safety | November 1989



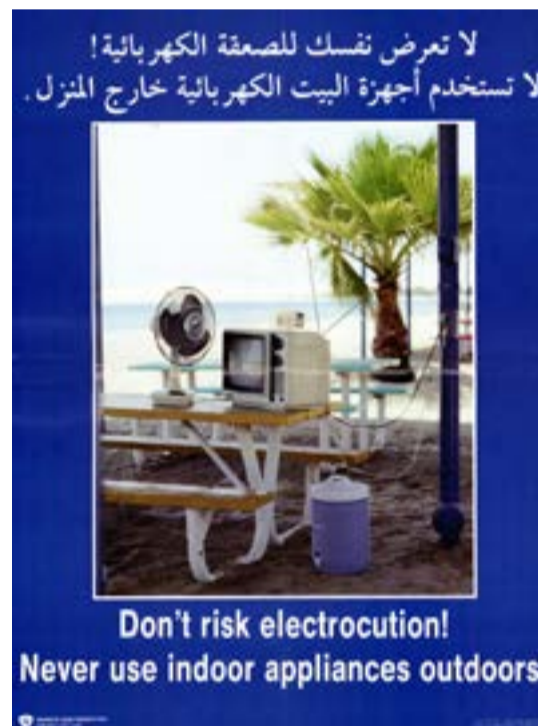
Home safety | May 1988



Rotating equipment | December 1988



Home safety | April 1987



Electrical hazards | May 1989

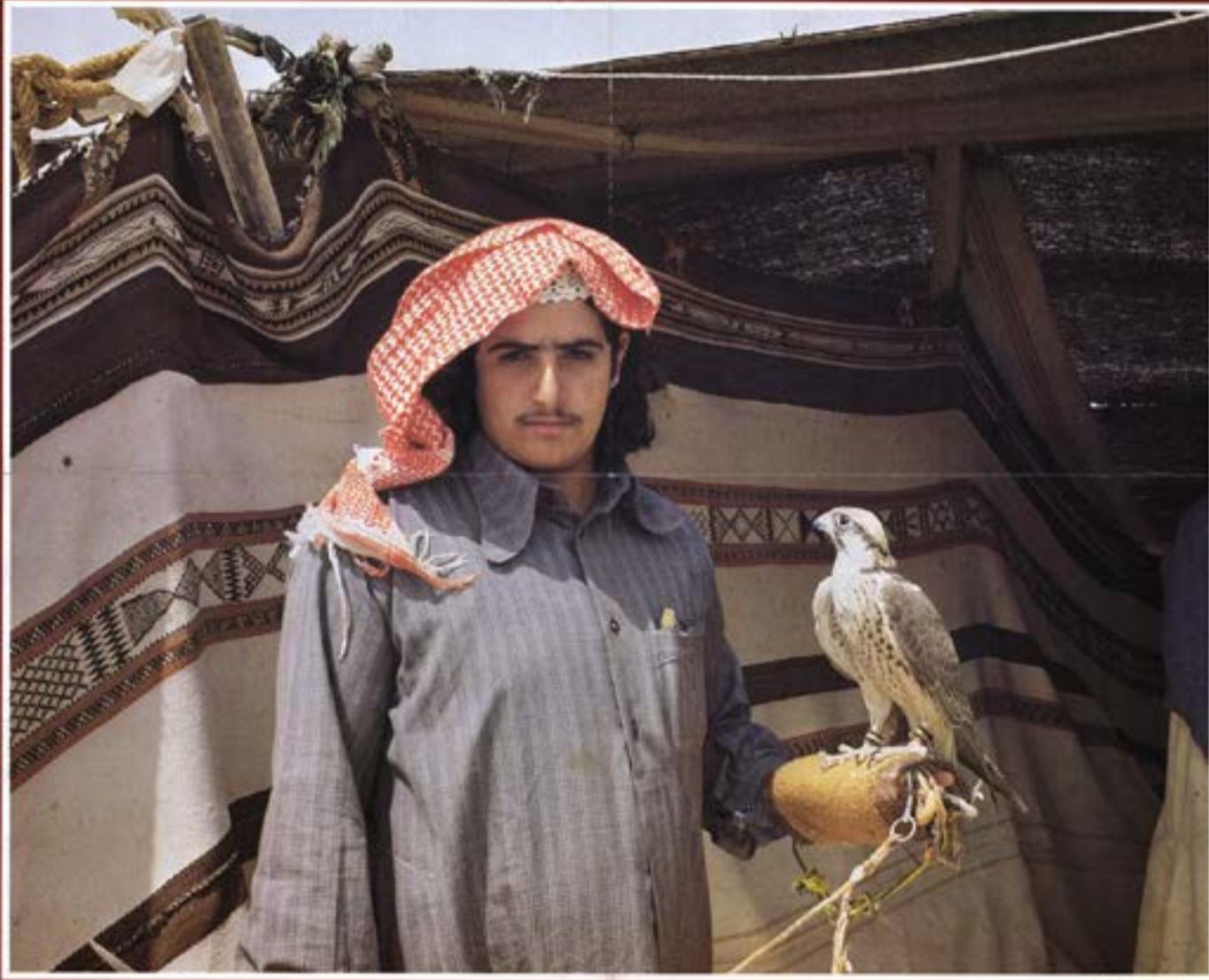


Process safety | January 1989



Fire prevention | April 1988

مهما كانت هوايتك
عليك التعرف الى أخطارها



**Whatever Your Hobby
Know the Hazards**

ARAMCO LOSS PREVENTION
1987 DECEMBER OFF-JOB

مهما كانت هوايتك
عليك التعرف الى أخطارها

Recreational safety | December 1987

أصلح مشاكل السيارة وهي في الورشة
حتى لا تفاجأ بها في الطريق



**Find your problems in the garage
Not on the road!**

Road safety – maintenance | March 1989

افحص ضغط الاطارات
قبل أن تبادر بقيادة سيارتك.



**BEFORE YOU DRIVE AWAY,
CHECK THE TIRE PRESSURE.**

Road safety – tires | July 1989

لا تكن ممن يغالون
لكن عندما تقضي متطلبات العمل إلبس معدات الوقاية الشخصية



**Don't Go Overboard,
But When The Job Requires It,
Wear Personal Protective Equipment**

OSHA 3092 (10-88) OSHA 3092 (10-88)

Use of PPE | October 1988

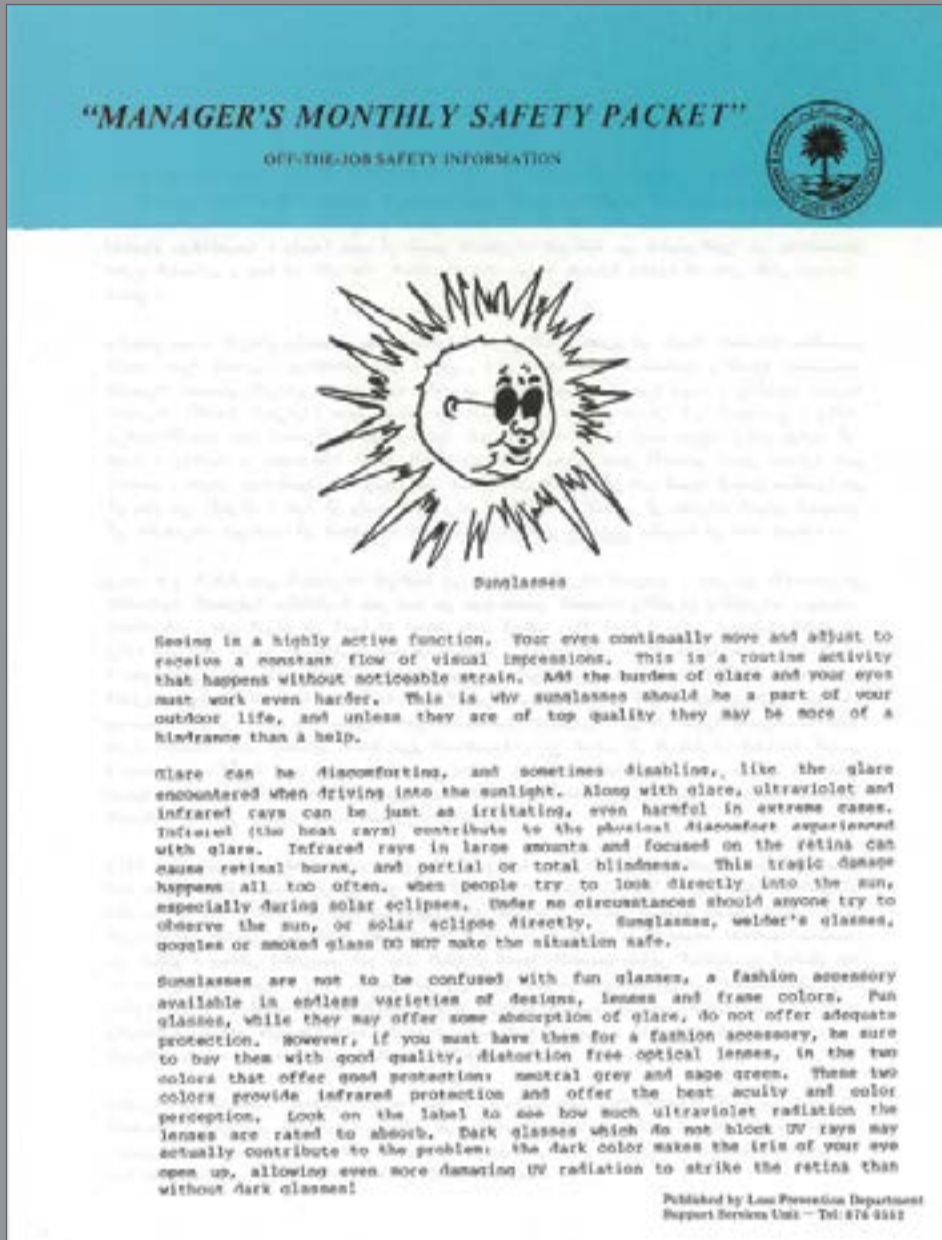
لا تجلب لنفسك المتاعب!
تعلم أصول رفع الأحمال بطريقة مأمونة



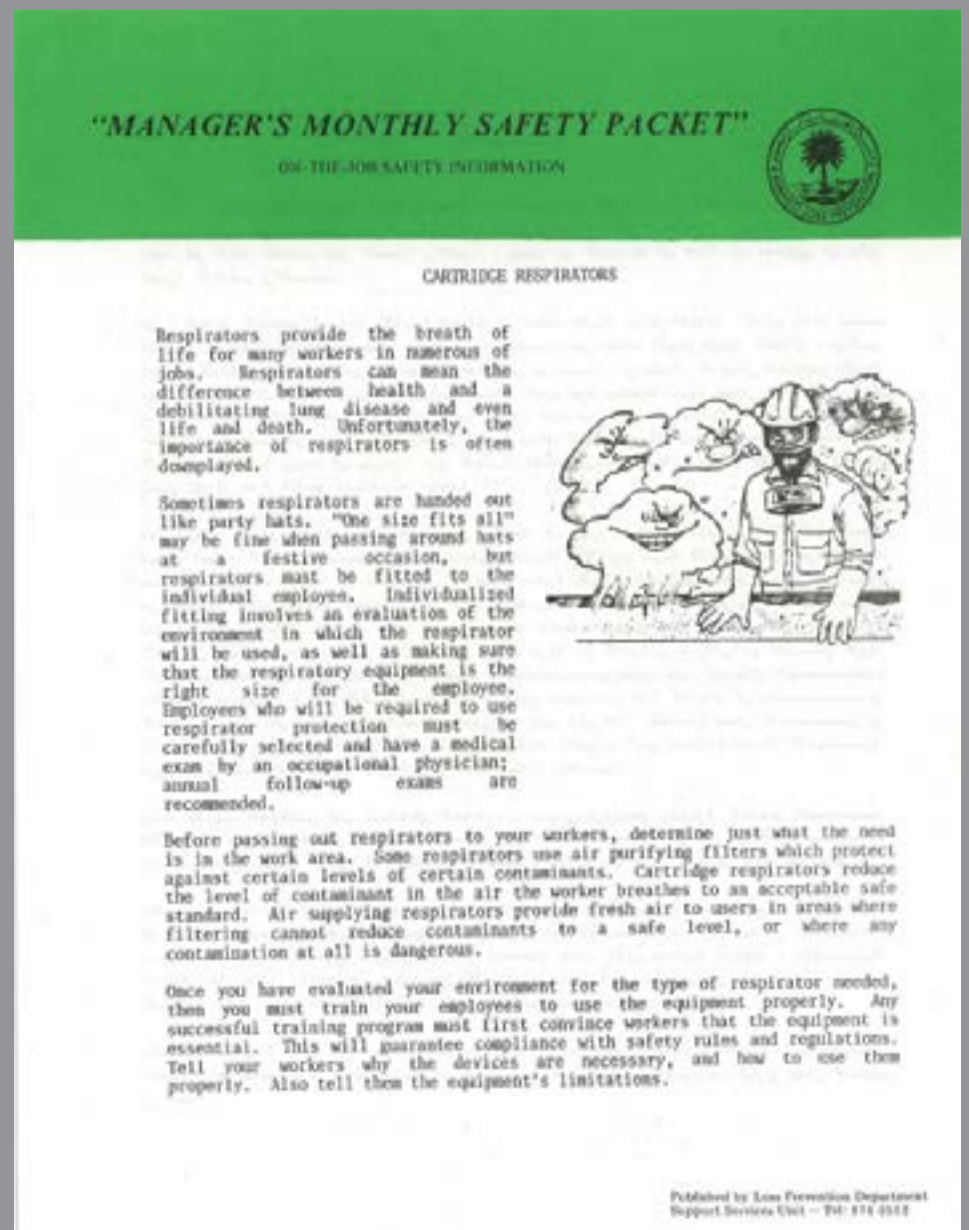
**DON'T PICK UP TROUBLE!
LEARN TO LIFT SAFELY.**

OSHA 3092 (8-89) OSHA 3092 (8-89)

Materials handling | August 1989



Safe in the sun | August 1987

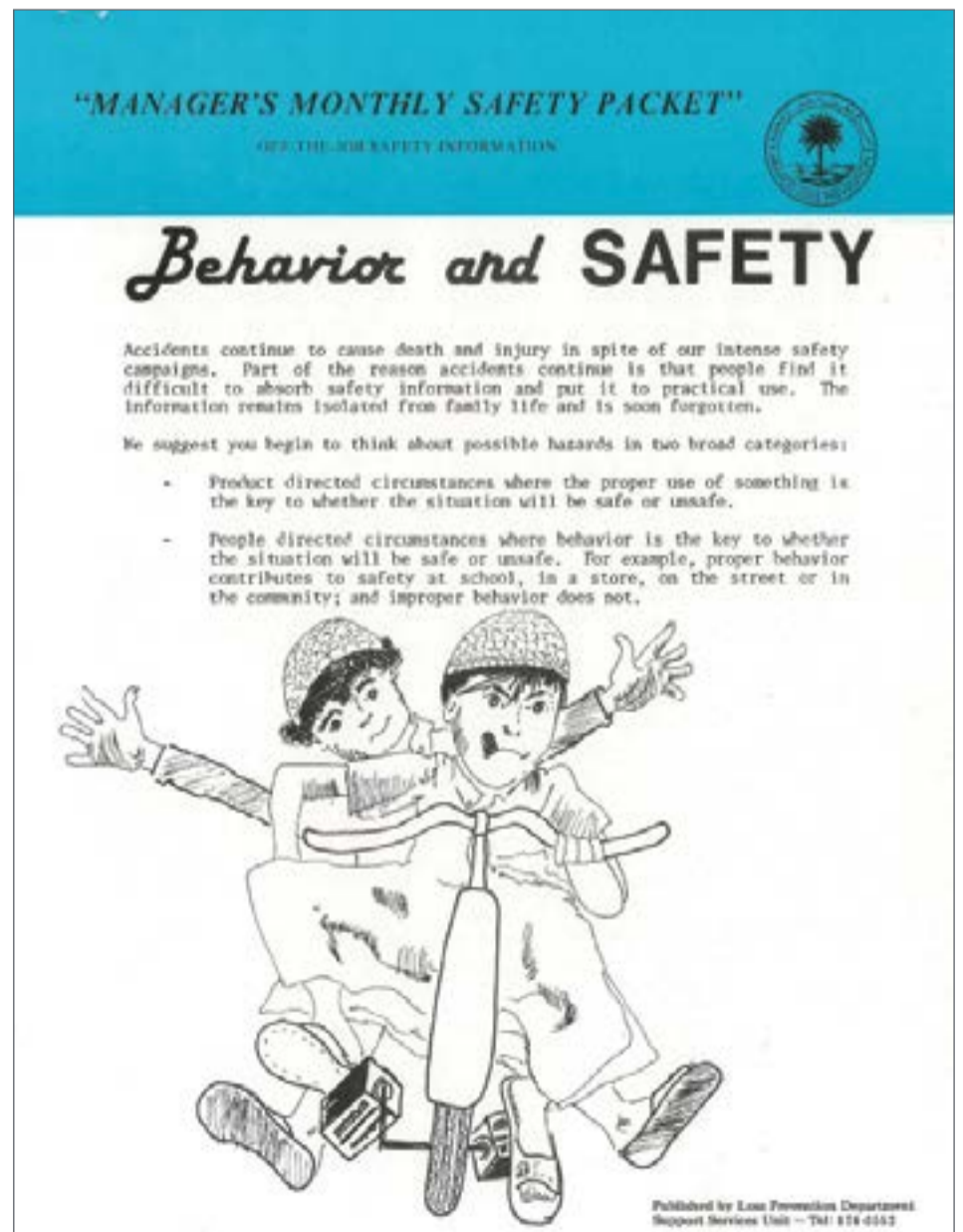


Use of PPE | October 1987



Road safety – defensive driving | December 1986

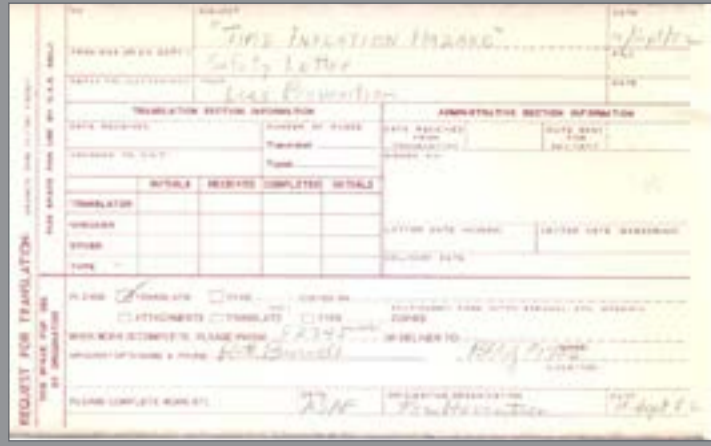
The *Manager's Monthly Safety Packet* utilized colored mastheads to indicate different areas of safety – blue for off-the-job and green for on-the-job. The “traffic-light” masthead in red, yellow, and green was used briefly for traffic-related information, before more sober colors returned.



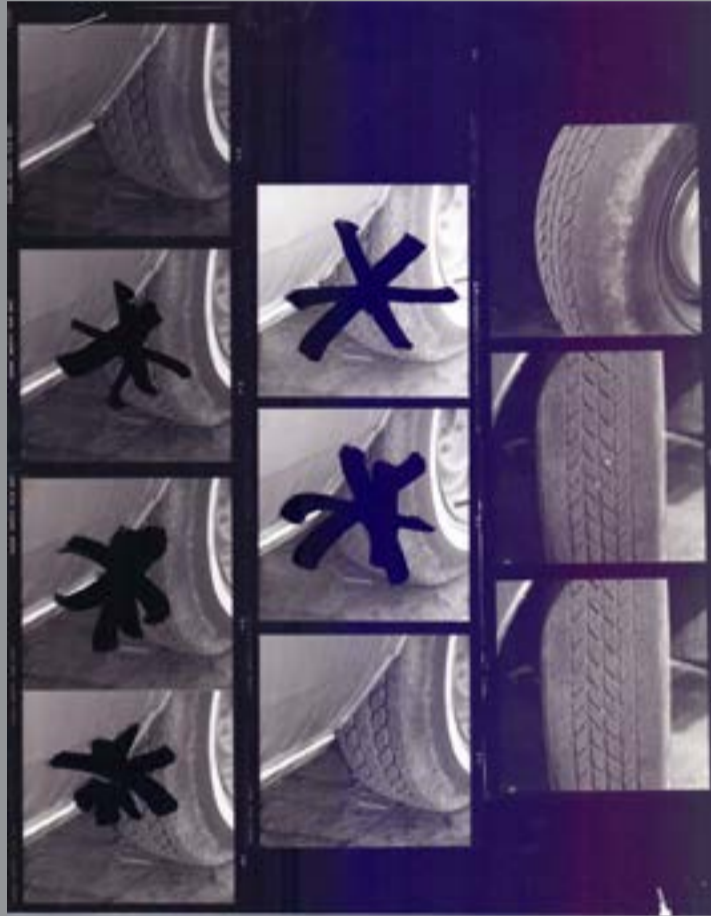
It's up to you | June 1985



Step 1: Concept



Step 3: Translation



Step 4: Photographs



Step 2: Manuscript

Making Safety Letters

Before computers and publishing programs were widely available, the process of creating a printed publication was completed on paper and film. It began with a memo, and then a write-up of the topic. A request for translation and arranging appropriate photographs then followed.

The various elements – text, headlines, masthead, photographs – were typeset and pasted onto light-sensitive silver bromide paper to allow a negative film to be made. The red blotches on the negative film were a special paste used to correct any unwanted marks or errors on the negative, much like white correction fluid on plain paper. The negatives were transferred to a printing plate to produce the final product.



Step 5: Layout of English and Arabic versions

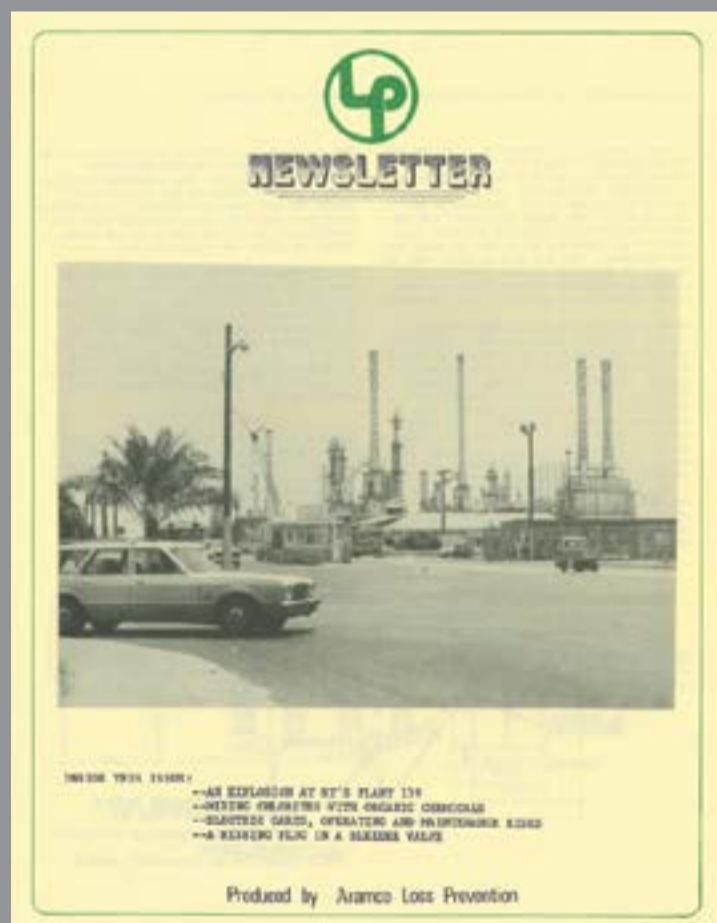


Step 6: Reproduction

Step 7: Printing



May 1987



March 1981



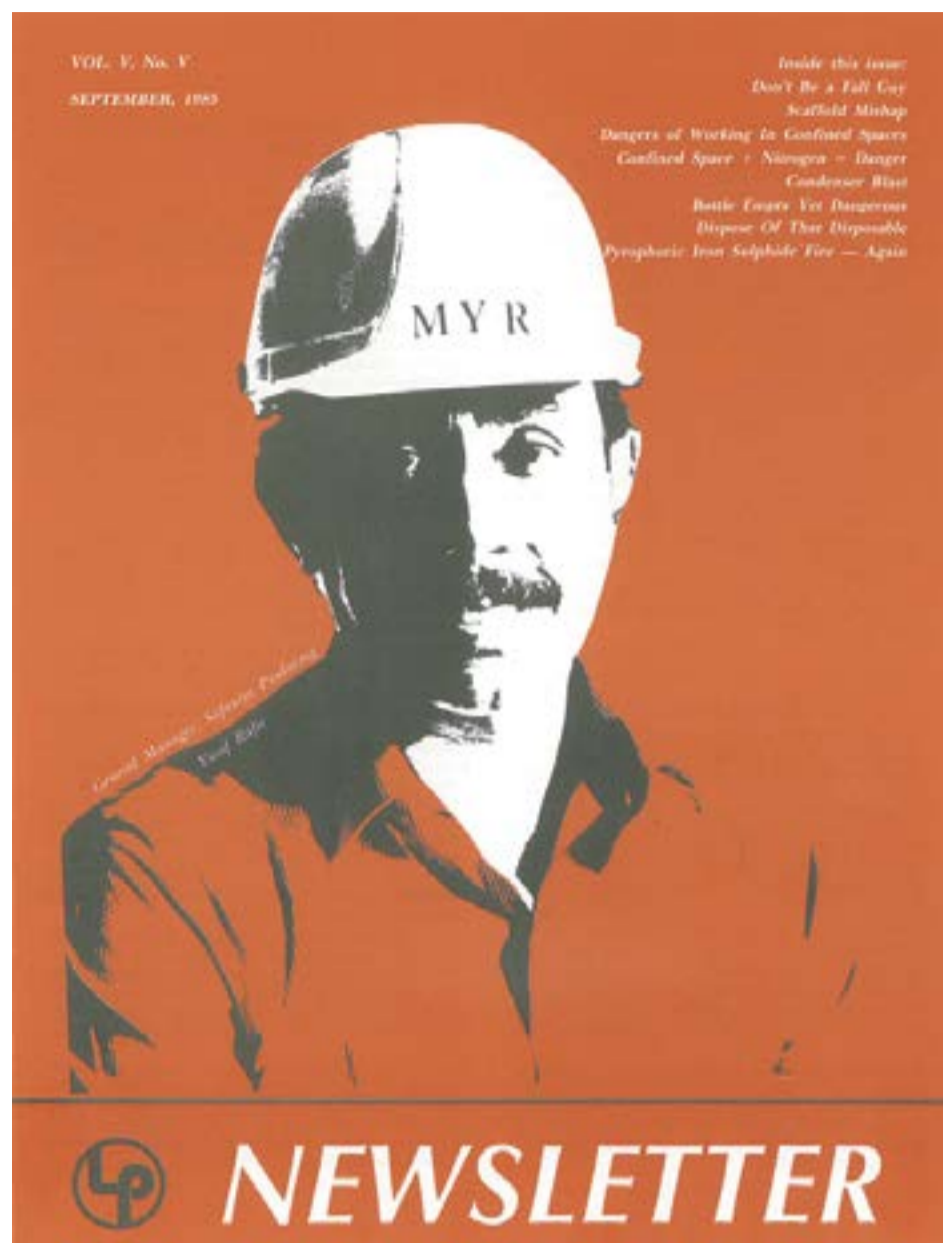
March 1989

Changing faces

The design of the bi-monthly technical safety publication, the *LP Newsletter*, underwent a few reincarnations in the first years of its existence, before taking on a more consistent format from 1986.

In 1985 the covers carried posterized images of senior Aramco personalities. The September edition featured Yusof Rafie (right), who was then General Manager of Safaniya Producing. He went on to become a director of the company.

The cover from 1984 (below) carries a 1970 photo of Ali Al-Naimi (on the right in the photo). He had been named as Chief Executive Officer of Aramco earlier in 1984, the first Saudi to hold the position.



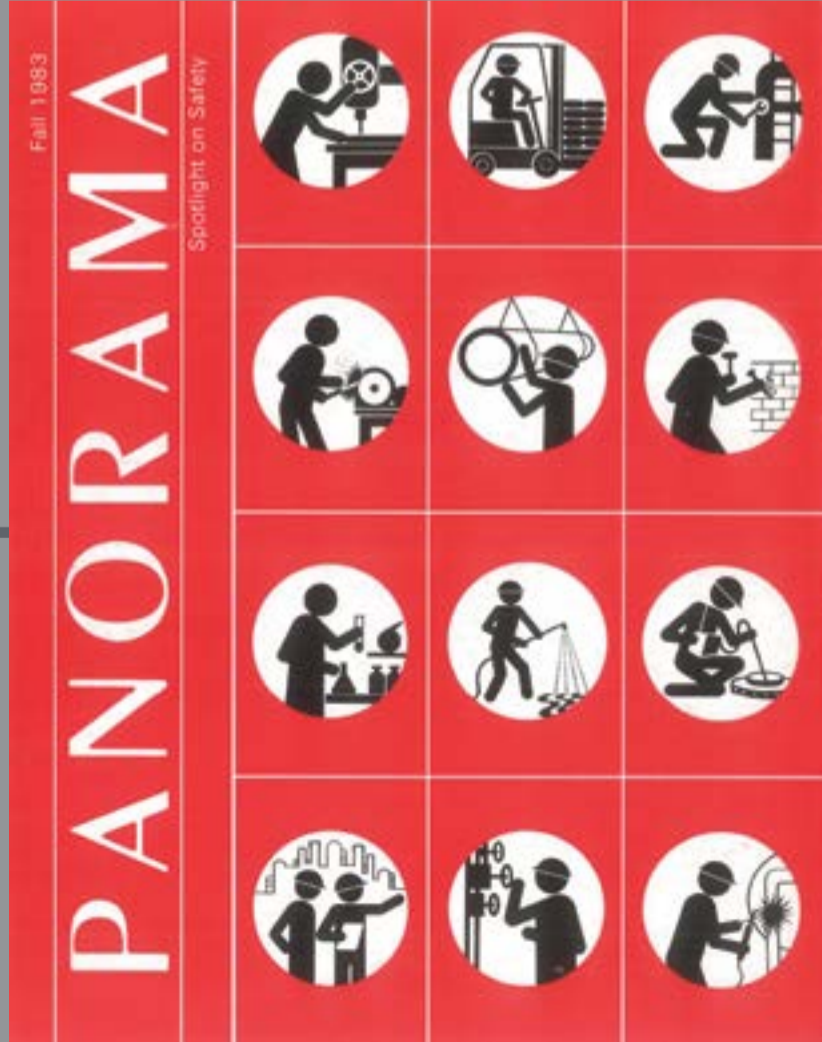
September 1985



November 1984



First quarter | 1984



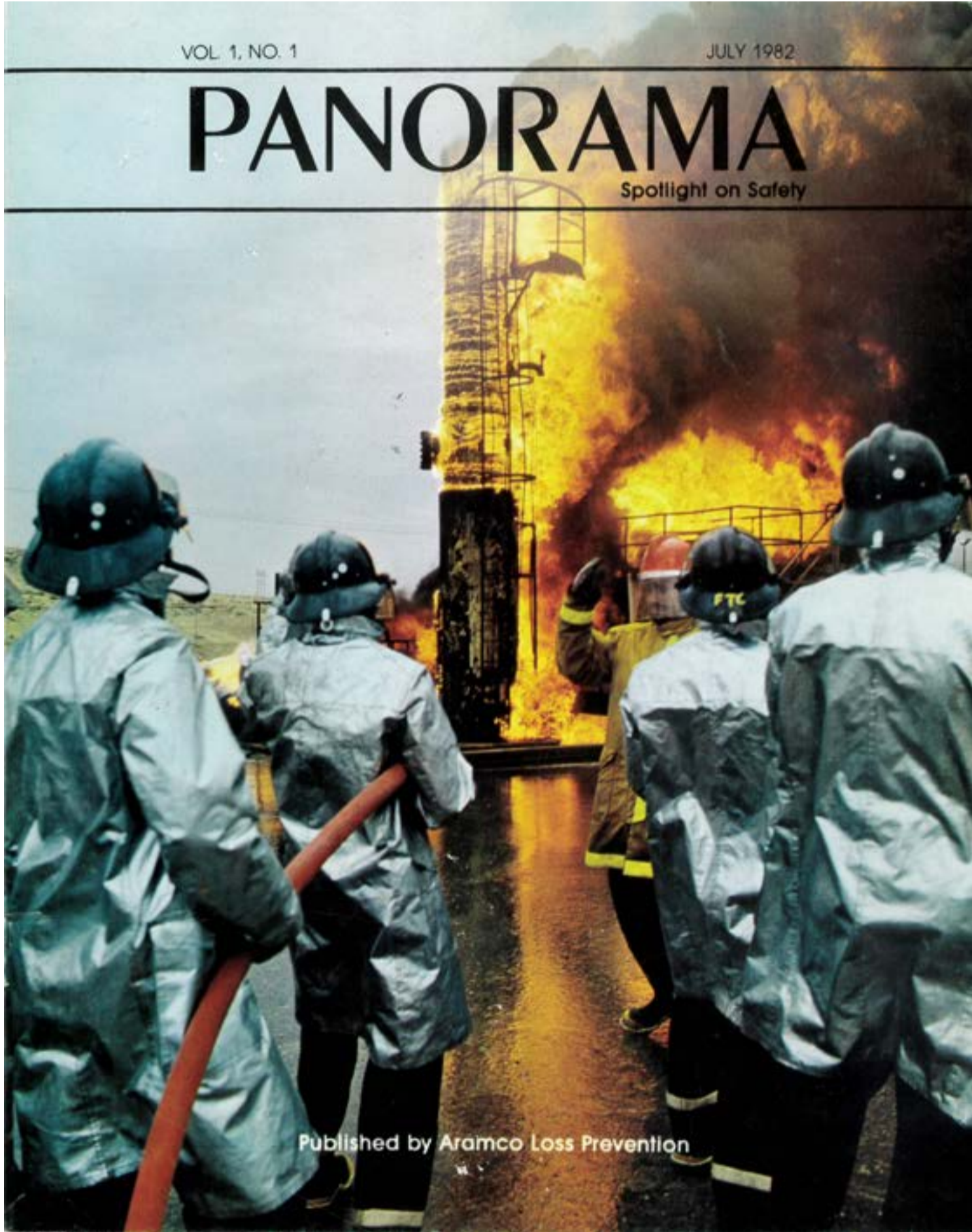
Fall edition | 1983

VOL 1, NO. 1

JULY 1982

PANORAMA

Spotlight on Safety



Published by Aramco Loss Prevention

The first edition of the quarterly *Panorama* magazine | July 1982



ADVICE TO THE WISE PARENT

The safe behavior and attitudes that you teach your children now are likely to be the ones they'll carry throughout their lifetimes — hopefully, long lifetimes. Don't let up...keep reinforcing them.



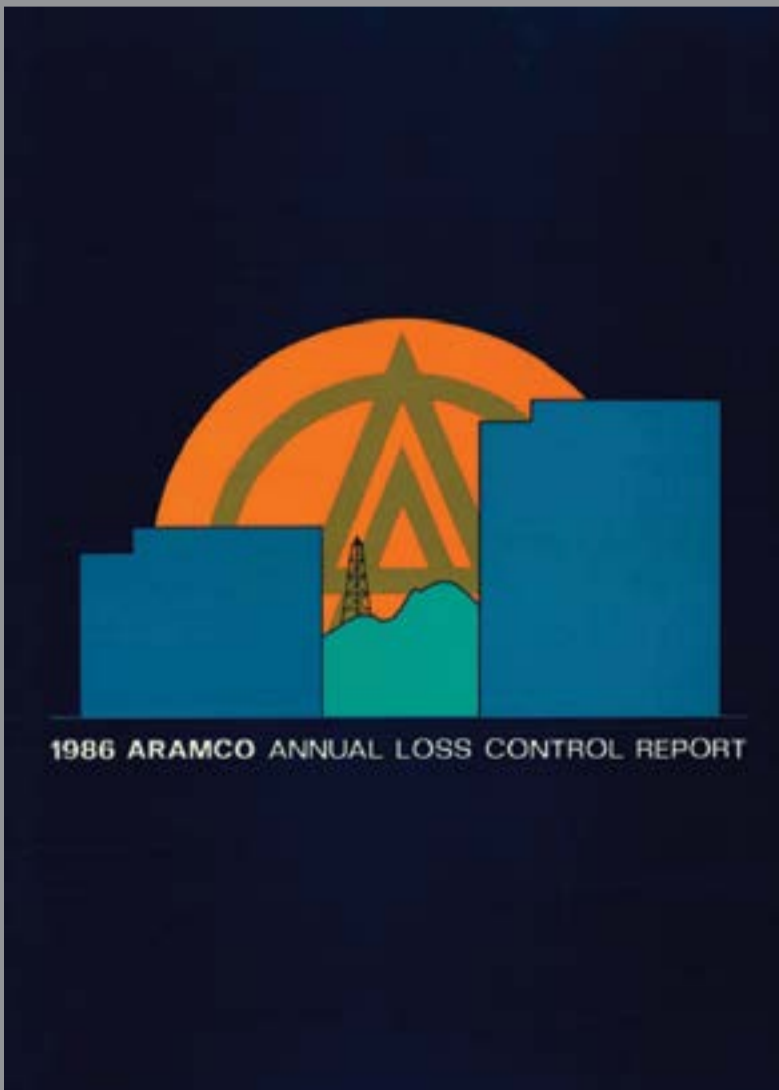
Second quarter | 1989



Extract from first quarter | 1988



ادارة منع الخسائر
أرامكو ١٩٨٠



1986



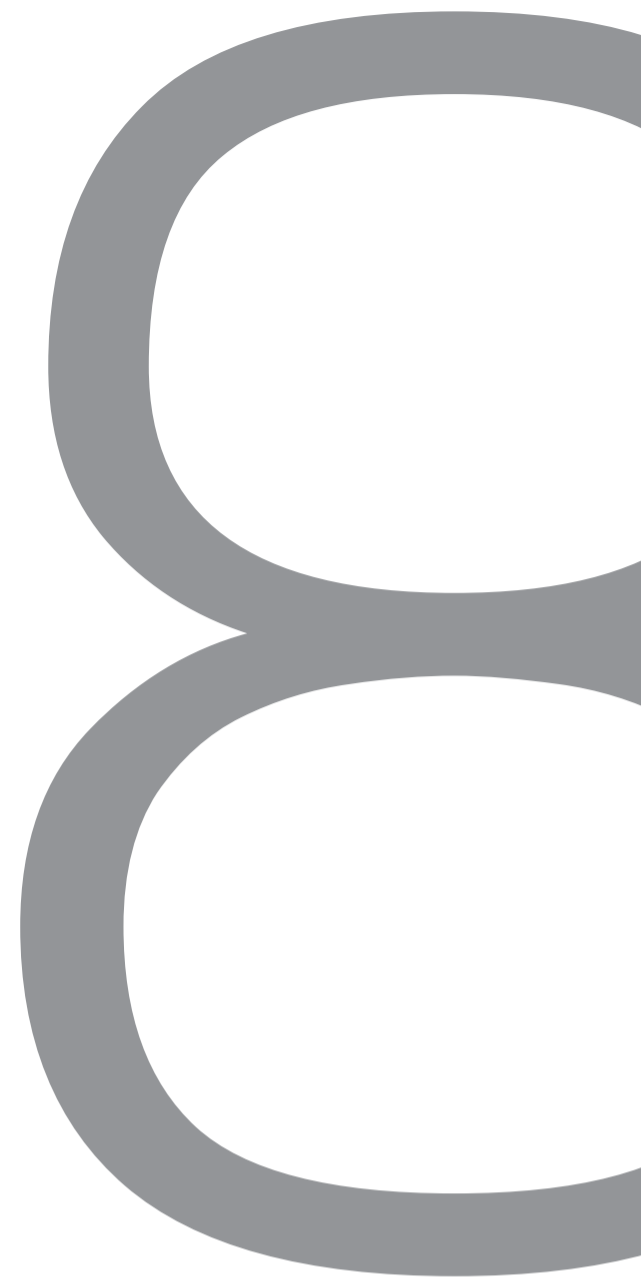


LOSS PREVENTION DEPARTMENT

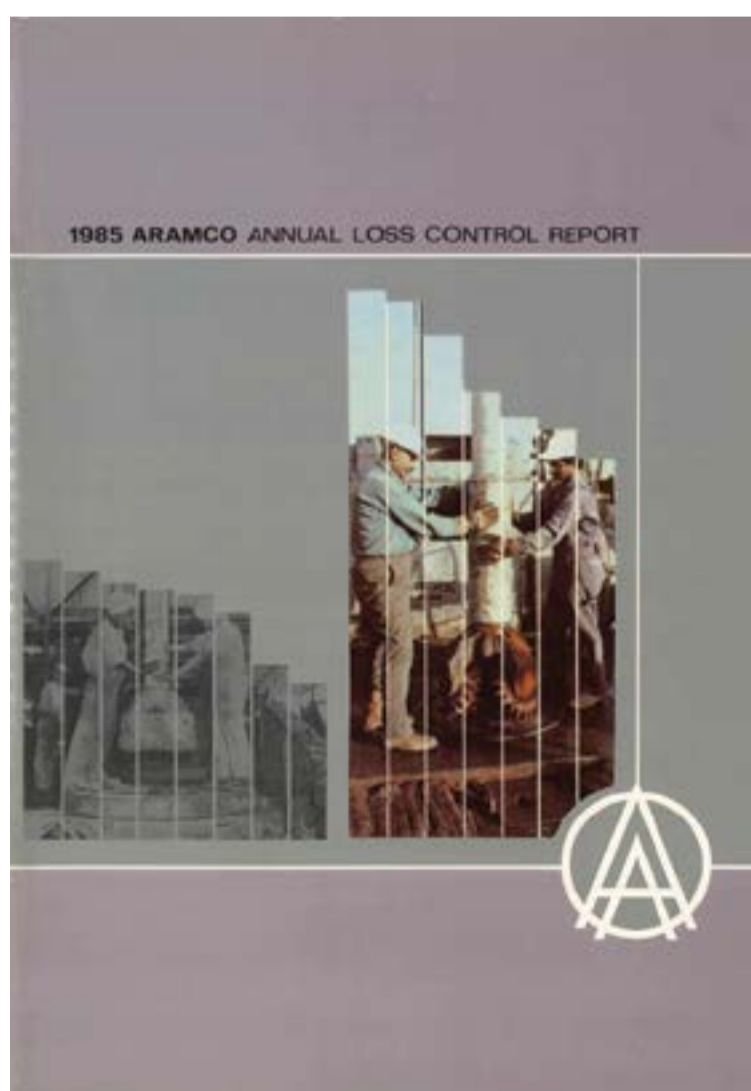
ARAMCO 1980

Printed by Al-Wake P. Press - Tel. 8320516

1980

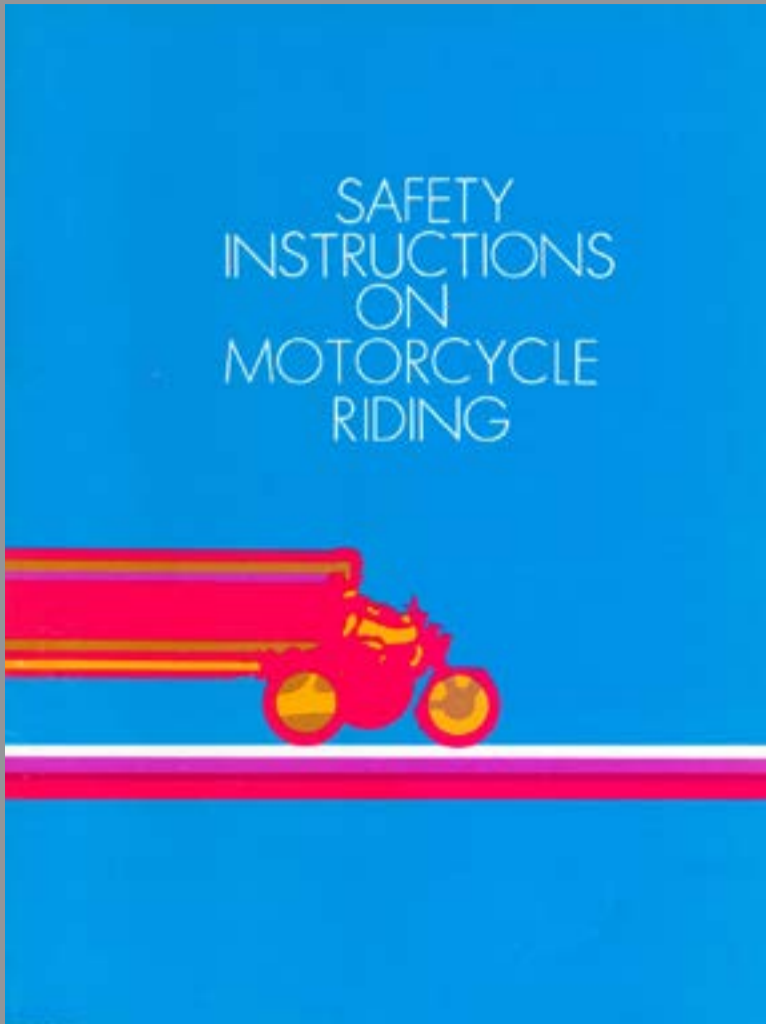


1985



255

safety never quits

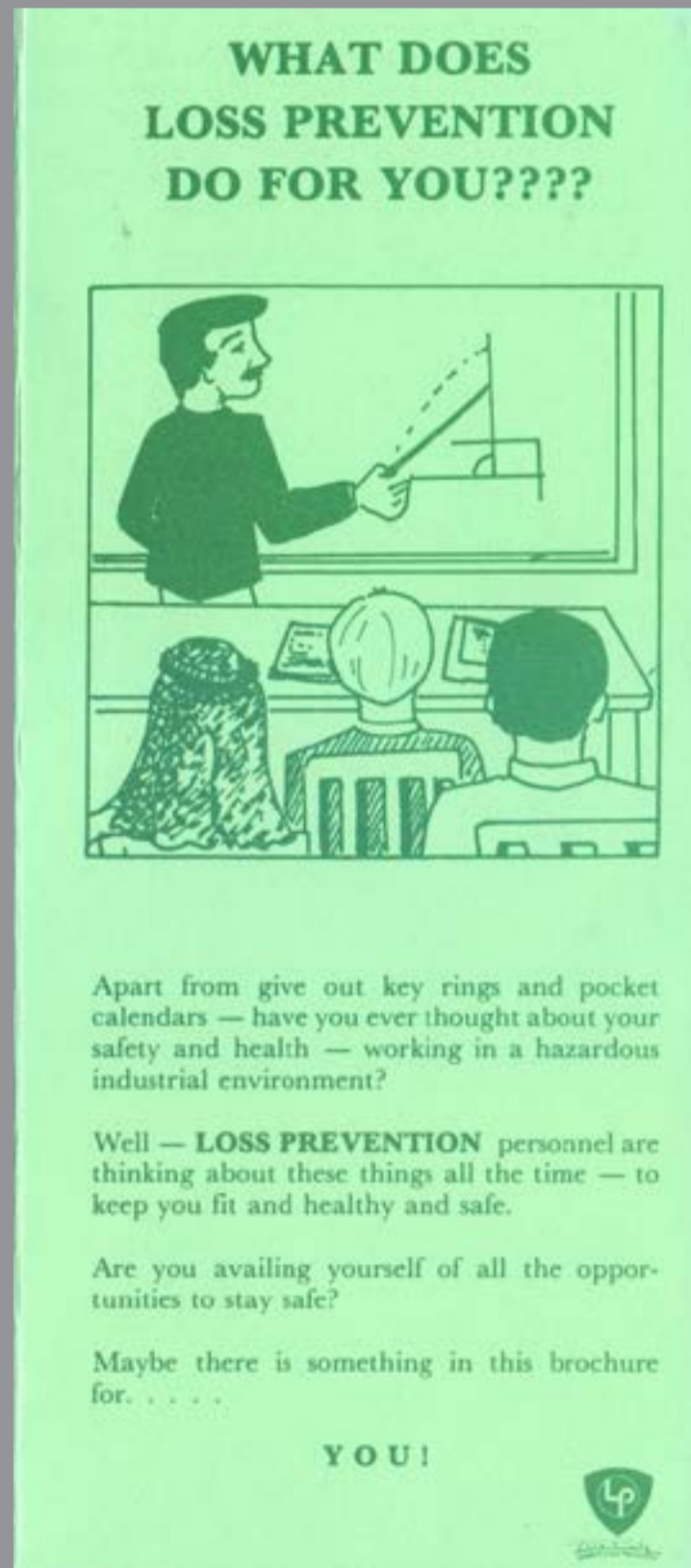


Dimensions: 21.5 cm x 16 cm.



Dimensions: 21 cm x 11 cm.

Dimensions: 21.5 cm x 9 cm. Letter-size paper folded in three to form a pamphlet.



H₂S



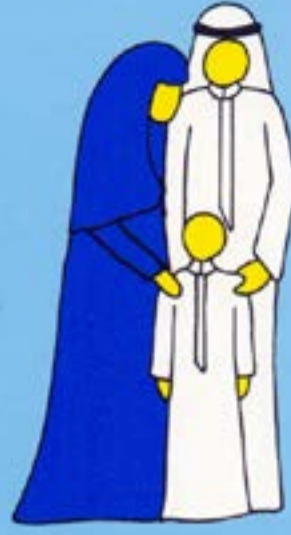
hydrogen sulfide
the
invisible killer



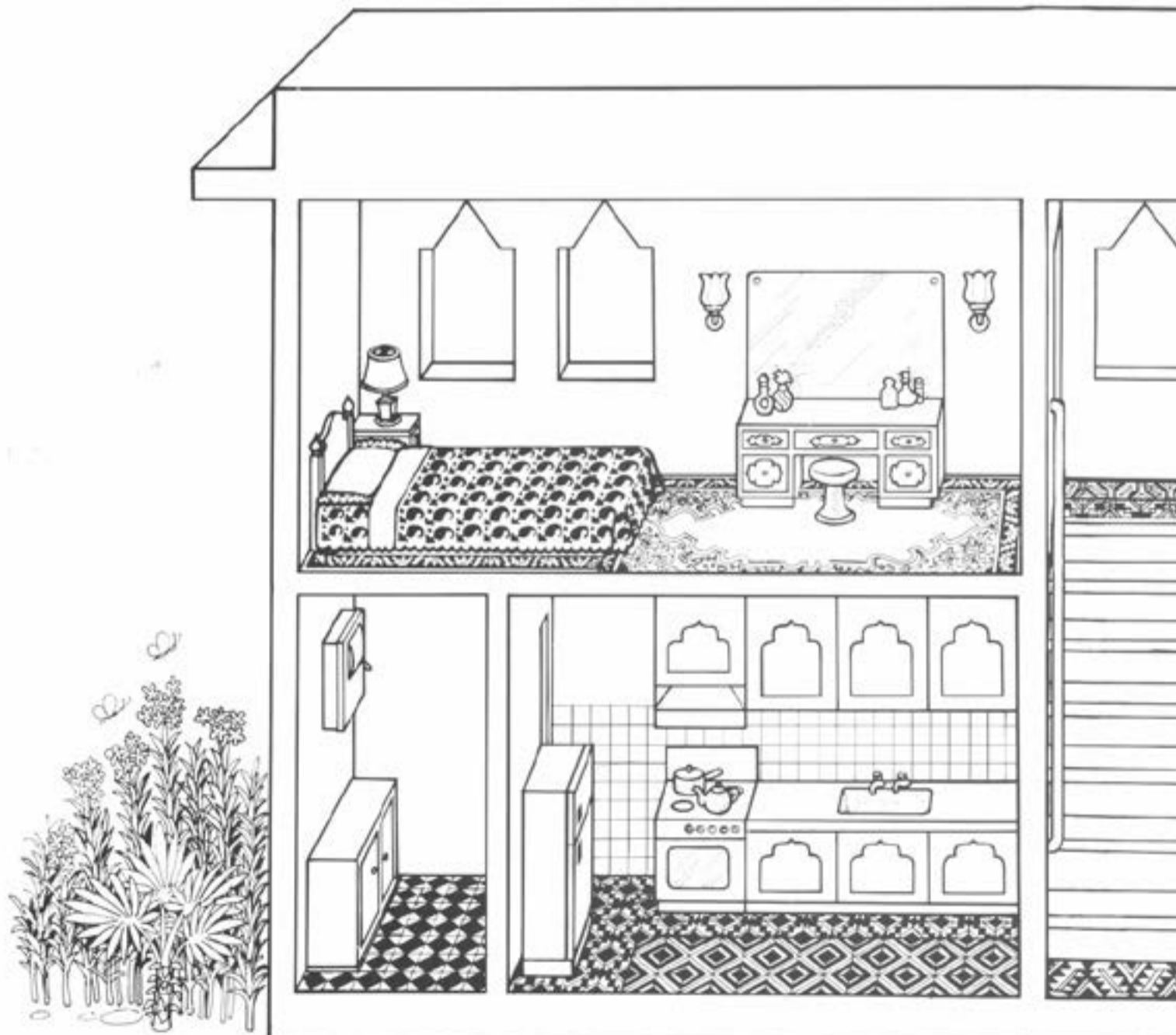
ARAMCO
POCKET GUIDE
ON
HEALTH HAZARDS

The line drawing below is a coloring-in page from *The Home and Family Safety Handbook*.

Dimensions: 21 cm x 21 cm.



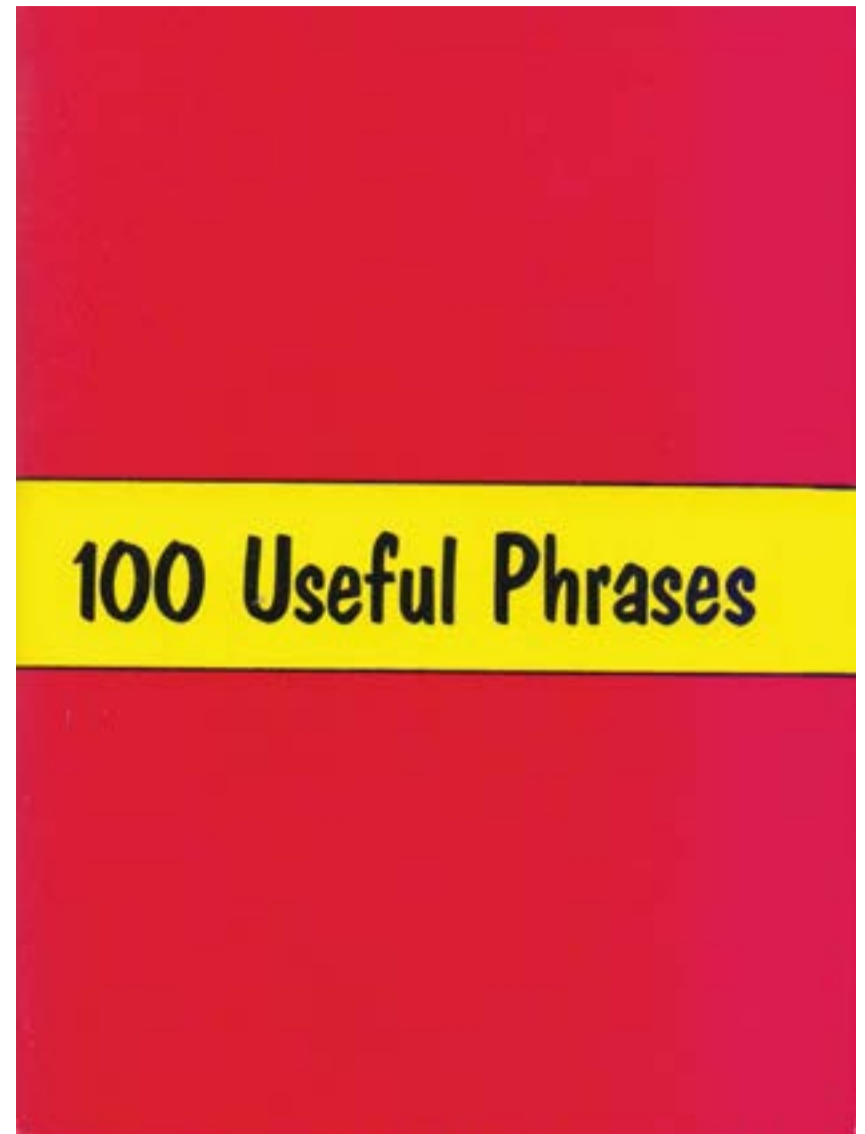
The Home and Family Safety Handbook



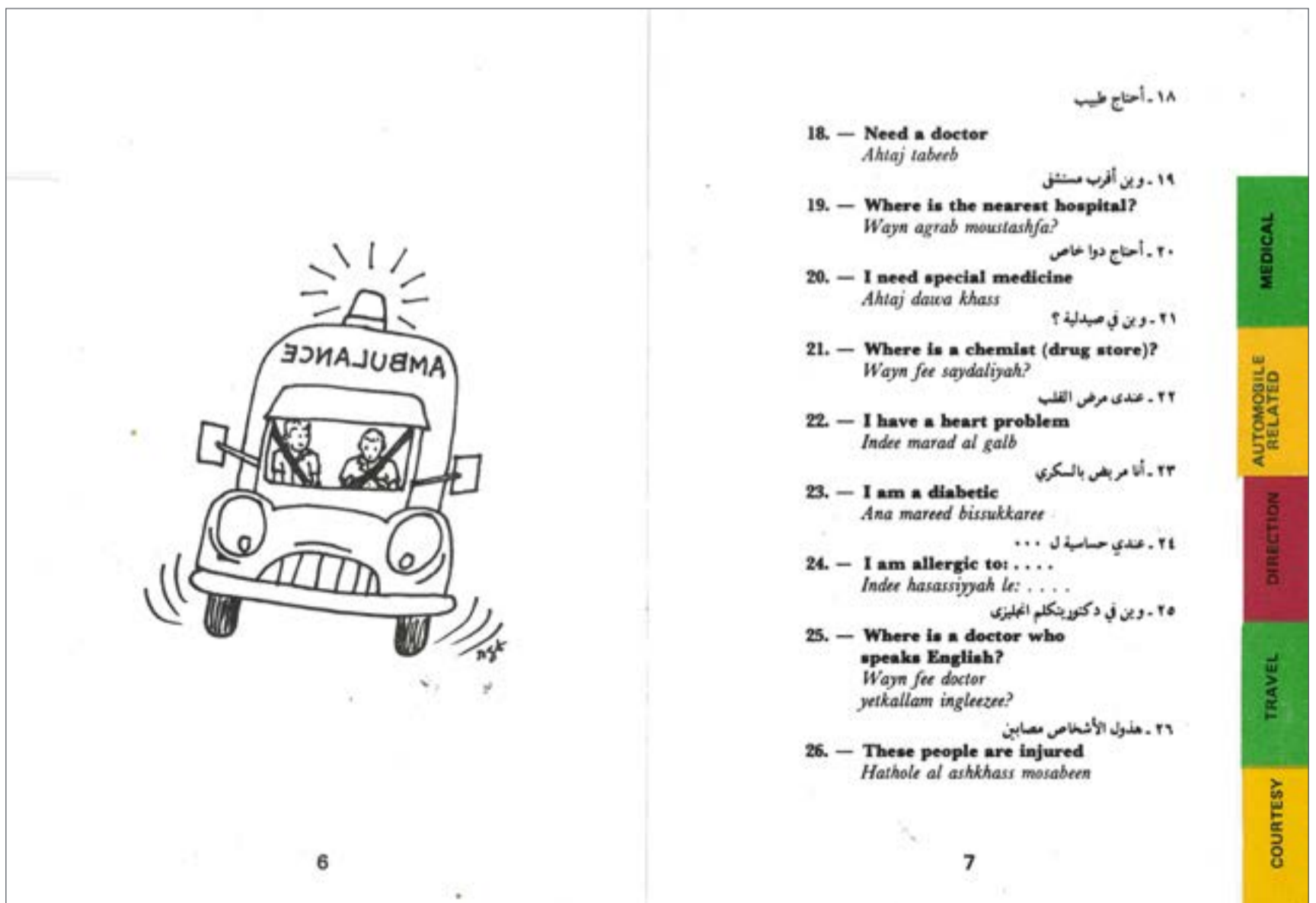
Safety phrases

In 1984, Saudi Aramco's Loss Prevention Department published *100 Useful Phrases*, a mini bilingual dictionary of frequently used phrases and those used in emergencies and other urgent situations. The dictionary was published to help English speakers communicate in Arabic when calling emergency services, asking for help or directions, seeking medical care, resolving traffic issues, or exchanging courtesies. The dictionary included the Arabic translation of phrases and their phonetic transcriptions in English to help the user pronounce them correctly.

More recently, efforts to bridge the language gap included publishing the *Saudi Aramco English-Arabic Dictionary of Oil and Gas*, a compilation of several bilingual glossaries, developed by the company's translators and technical experts, in the areas of oil and gas operations as well as related areas such as geology and chemicals. This dictionary, issued in 2019, set the standard for translation of company print and digital material.



Dimensions: 15 cm x 11 cm.



Quiz Qualify Squash Meet

Kochinski and Graded for the final 1982 Kingdomwide Squash Tournament April 21-23. Competition from Jiddah and other Eastern players, Kochinski earned third place Eastern Province losing semifinalist narrowly beaten after a tough Jiddah No. 4 seed. Jiddah represented by their No. 1 taking first and second respectively.

Med Raza

Life of Mohammed Dhahran Health April 27, after a was 49 years old. Raza, a graduate of the Aligarh Muslim University of India, arrived in Saudi Arabia in 1962 after her marriage and lived with her husband in al-Khobar. She was well-known in English classes she had taught at various schools.

Raza are her husband; their daughter, will enter seventh grade at Baldwin High School, India; and two sons in al-Khobar. She works in Aramco Department and lives at Aramco Box

Sandroses	9	2
Sandbaggers	6	6
Angels	5	6
Dust Devils	3	9
Dune Bugs	0	11

In Case of Emergency
Call 110

Bad News Babe In RI Women

Ras Tan...
Bad News Babe 15
The babes managed to scoreless for five innings...
Bad News Babe 6
Both teams displayed skill as these two veterans...
Standings
Bad News Babe
Beach Nuts
Green Sox
Surfettes
Smashers
Thatcher's Catchers
In next week's action play the Smashers at 6:30 meet the Green Sox at 8:30 and the Beach Nuts at 8:30 and the Green Sox at 8.

Nominations For School Board

The Aramco School Board will hold an election on one three-year term of the four areas. Persons interested in a position on the Board should submit petitions in Abqaiq high office lobby, in junior high reception area at the Navy Club and in 'Udhaili high reception area. The deadline for submission petitions is May 10.




Cradle of

March 19 — Huda...
Y. S. Alumary, A...
March 26 — Gemma...
C. Bridges, Abqaiq



ARAMCO LOSS PREVENTION

TRAFFIC WEEK
May 8th to 14th 1982

			
Railroad crossing with gates	Road narrows	Road narrows from right side	Sound about
			
Railroad crossing without gates	Animal crossing	Road works	Children crossing
			
Entry prohibited	Overtaking prohibited	Speed limit 50 KPH	

When you are driving, It is your full-time job.
Bad driving, not bad luck, causes accidents.

Loss Prevention's safety message, above, will be carried into many homes during Traffic Week, May 8-14, when the design will appear on all Aramco Commissary paper bags. Other safety reminders scheduled to be evident throughout Aramco communities include banners, signs booklets and bumper stickers. Informational materials may be obtained from local Loss Prevention Units.

May 5, 1982/8

Printed by Ea

A unified approach

By the 1980s traffic incidents had become a concern for countries across the Gulf region, not only Saudi Arabia. Although Aramco had recognized and included driving and road use in its safety information since the 1940s, in 1984 the Gulf Cooperation Council (GCC) initiated an annual safety event that continued to take place for the next 35 years – GCC Traffic Week. The event was a unified approach by GCC member states – Saudi Arabia, Kuwait, the United Arab Emirates, Qatar, Bahrain, and Oman – to address traffic accidents. GCC Traffic Week took place during spring each year, with each GCC member hosting events providing information and awareness on a specific theme in parallel with their GCC neighbors.

Aramco had hosted its own traffic week just two years earlier, in 1982, to focus on wearing seat belts. As reported in the *Arabian Sun*, "the week of May 8 has been proclaimed by the Saudi Arab Government as 'Traffic Week', as a timely reminder that the use of seat belts at all times would significantly reduce the number of fatalities ... from automobile accidents." The use of seat belts was the theme used in the first GCC Traffic Week in 1984, and it may be that Aramco's traffic week was in part a catalyst for this, hence the similar theme and close timing.

Aramco remained an integral part of the Kingdom's efforts in support of the GCC event, producing special publications, posters, leaflets, stickers, and other small giveaway items promoting traffic week and its theme every year. Millions of promotional bags filled with these special items were handed out to employees and families at events hosted by the company around the Kingdom. In 2008 Saudi Aramco created the Traffic Safety Signature Program to coordinate the company's outreach initiatives with government organizations, and ensure continued emphasis on road safety awareness in the Eastern Province and the rest of the Kingdom.

إلى والدي
TO MY FATHER
دفتر تلوين - السلامة في المرور
TRAFFIC SAFETY COLORING BOOK



١٠ سنوات
10 Years Old

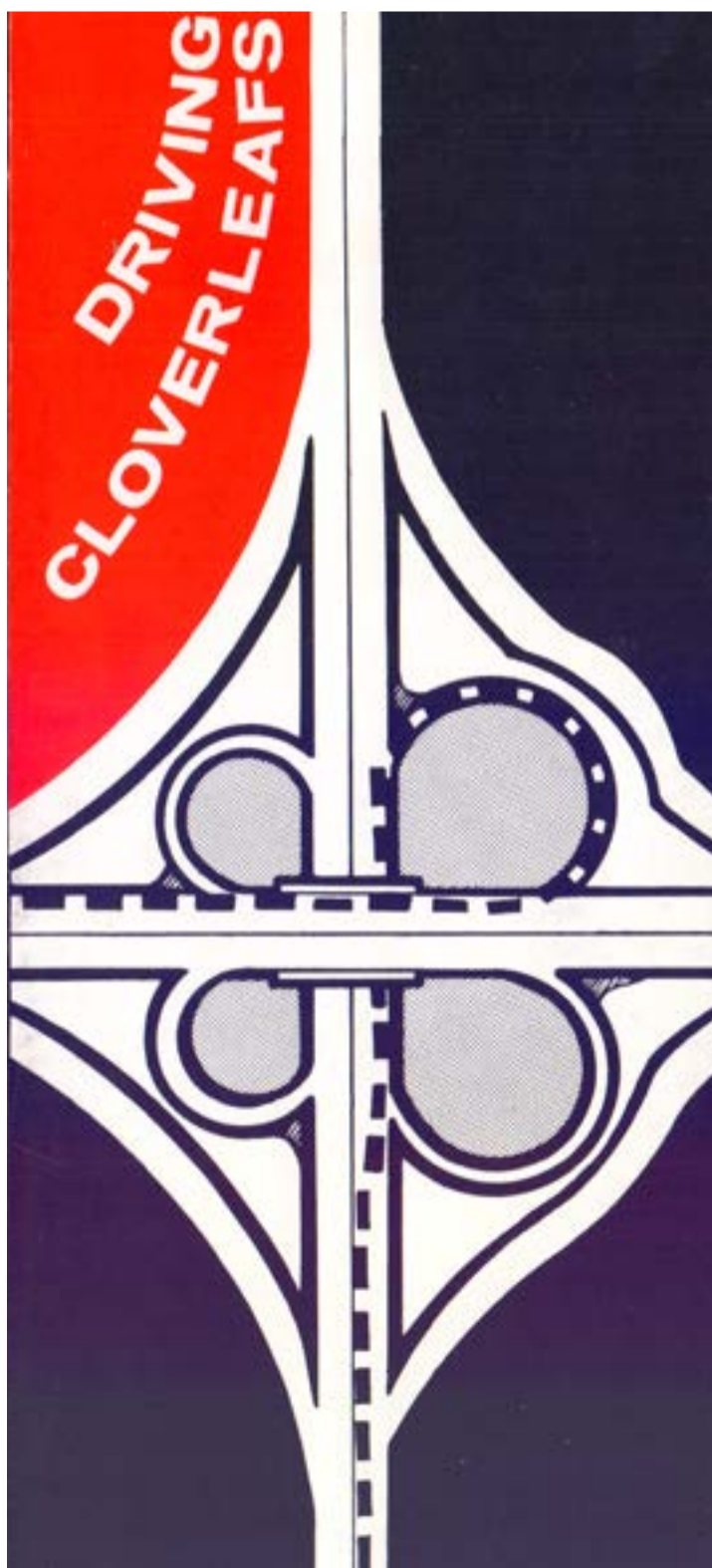
أبى : التزم بقوانين المرور — ولا تسرع
Follow traffic regulations and don't speed.

مها القحطاني
Maha Al-Qahtani

Published to coincide with GCC Traffic Week in 1987, *To My Father* is a collection of drawings submitted from schools in the Eastern Province of Saudi Arabia, as part of a competition organized by the Loss Prevention Department. The dimensions of the book were 30 cm x 30 cm.



Dimensions: 18 cm x 4.7 cm.



Bookmarks from 1989, posters (on the facing page) from 1983 and 1984, and a 1982 pamphlet about best practices while driving through highway interchanges are an example of the variety of material published in support of the annual GCC Traffic Week.

Dimensions: 21.5 cm x 9 cm. Letter-size paper folded in three to form a pamphlet.



Dimensions: 30 cm x 21.5 cm.



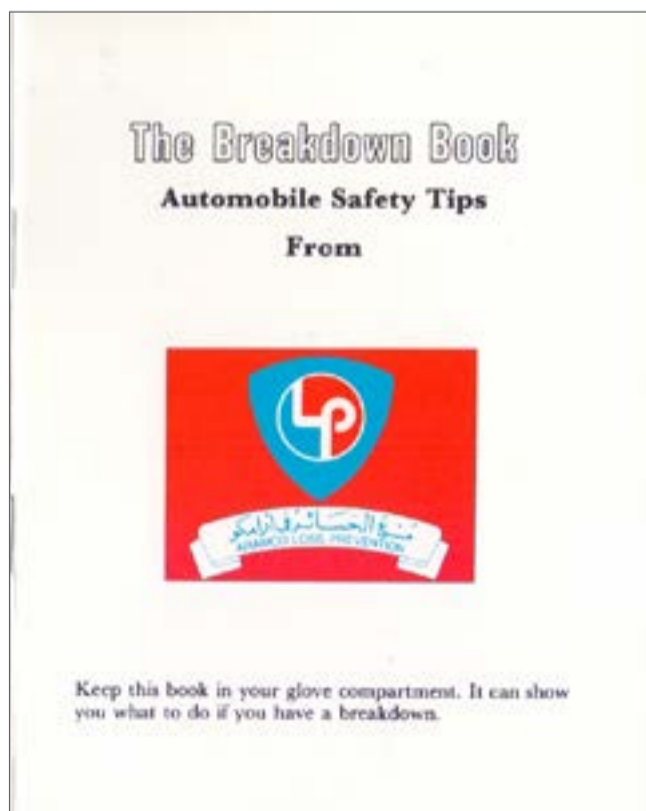
Dimensions: 30 cm x 21.5 cm.



Dimensions: 27 cm x 17 cm.



Dimensions: 21.5 cm x 14 cm.



Dimensions: 14 cm x 11 cm.

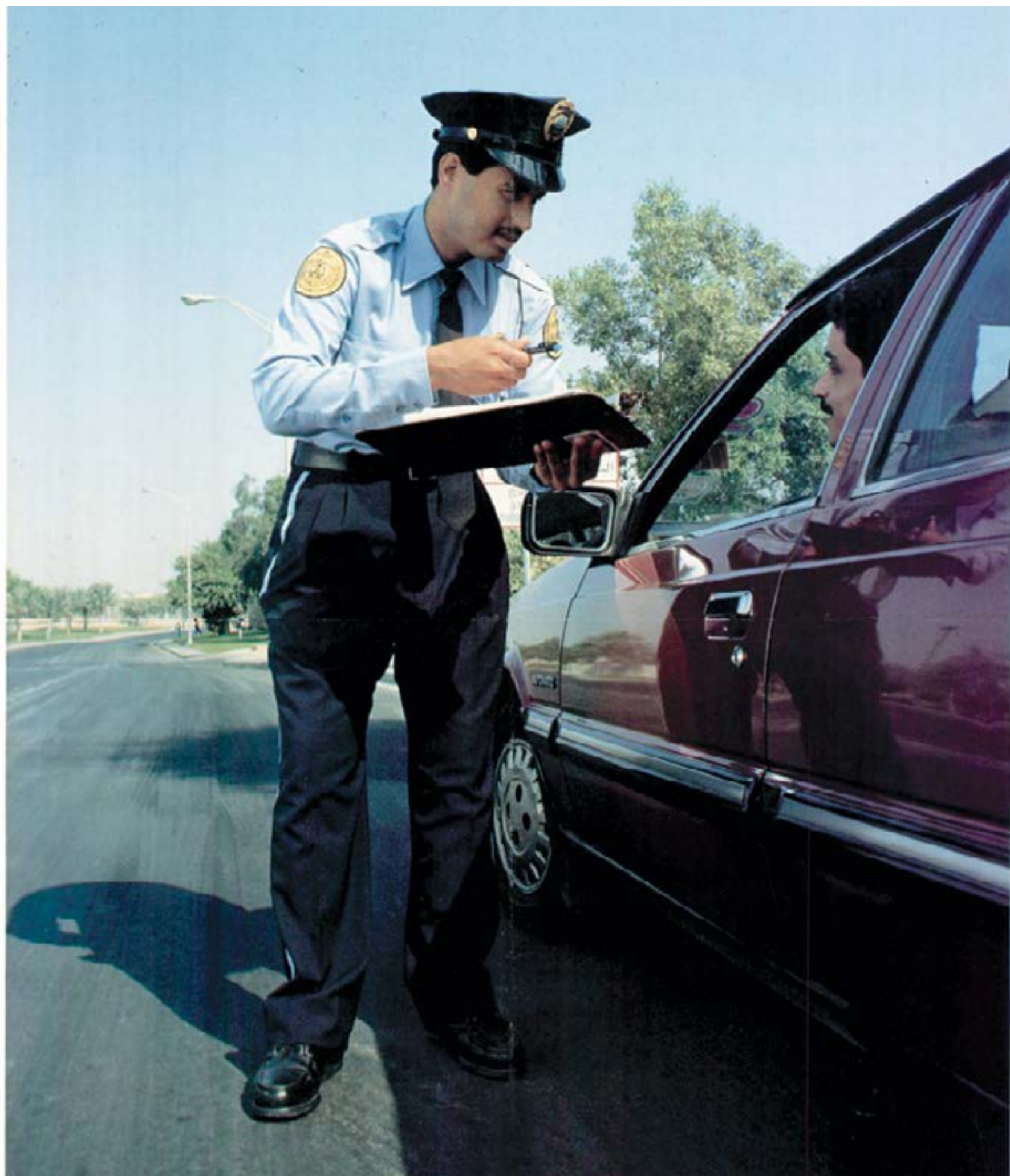
The title of the 1982 Traffic Week booklet above reads: "This signal means you must come to a complete stop. Aramco thanks you for participating in Traffic Week."

The Breakdown Book (left) was issued as part of the first GCC Traffic Week in 1984.

The stickers on the facing page are from different years throughout the decade and are reproduced here at about half their actual size.



Dimensions: 8.5 cm x 29 cm.



90

سلامتي تعتمد عليك



**My safety depends on
you!**



SAUDI ARAMCO LOSS PREVENTION
1991 JANUARY OFF-JOB

شركة أرامكو السعودية - المصفاة
P.O. Box 11554, Dhahran 31111, Saudi Arabia

One of the most memorable goals in football history was scored in 1994 by Saeed Al-Owairan. Saudi Arabia was playing its first ever World Cup game, against Belgium, when the Saudi striker made an 80-yard dash to score a goal that would take his team to the next round, and Al-Owairan into the history books. A Saudi national hero and household name overnight, Al-Owairan's fame was immediately harnessed by Saudi Aramco with him appearing in a number of posters and other safety publications, promoting the use of seat belts, encouraging defensive driving, and with an appeal to "Be a Winner" by adhering to the speed limit.

While promoting road safety awareness was supported from the company's very first safety programs, the 1990s saw a fresh impetus in this area. An October 1990 edition of the *Arabian Sun*, as the *Sun and Flare* had come to be named from 1973, set the tone for safety messaging for much of the decade. Reporting on the release of the company's 1989 *Loss Control Report*, highlighting an "enviable safety record," the article lists safety accomplishments of the preceding year, including an increased emphasis on driver training. "This emphasis is due to the fact that, since 1979, on and off-the-job motor vehicle accidents have accounted for 91% of all accident-related employee fatalities."

Great strides were made in driving awareness of road safety issues with a number of initiatives rolled out in the 1980s to reduce the number of deaths on the Kingdom's roads. The inaugural GCC Traffic Week – an annual event – had been launched in 1984, with Aramco playing a key role in its success over the coming decades. While the main focus was the high number of off-job deaths on the road, it did also have a knock-on effect where measures were taken to improve the safety of the company's extensive fleet of vehicles. This was especially important considering the vast area covered by Saudi Aramco's operations, as well as the frequent travel requirements of the company's workforce. Two effective measures that resulted in an immediate decline in on-job motor vehicle accident fatalities were a revision of tire specifications in 1987 following a high incidence of tire tread separations, as well as the implementation of a rule in 1989 requiring use of seat belts in all company vehicles. The compulsory need to wear seat belts in the Kingdom was only implemented in 1999.

Despite the safety successes being recorded for employees, the number of accidents on the Kingdom's roads continued to be a cause for concern. In his letter introducing the 1996 *Loss Control Report*, Abdallah Jum'ah, President and Chief Executive Officer, remained "troubled by the high frequency of off-the-job traffic accidents." This emphasis on community traffic safety was encapsulated in the use of Al-Owairan as a role model for the company's road safety campaign in 1995. He was a national hero and was portrayed as a "winner," not only on the football field, but on the roads as well, setting an example for all members of the community to follow.

Traffic safety was a dominant theme throughout the decade and led to the production of numerous special publications. These included titles such as *What Kind of Driver are You?; On Every Trip ... Be alert, stay safe!; Rauf and the Race Car; and Ignoring a Red Traffic Light is Dangerous.*

While safer roads were a top priority addressed in safety publications, it was by no means the only topic covered. The breadth and diversity of issues addressed by the Loss Prevention Department, and which fell under the umbrella of "safety," is illustrated by a publication released in 1991 with the unassuming title of *Protection Against Chemical Agents*. This booklet, however, was not one of the usual home safety books outlining the importance of keeping household cleaning agents away from children. "There is a variety of chemical agents but those of primary concern are the blistering agents (mustard gas) and nerve agents." This booklet was produced in response to the invasion of Kuwait by Iraq in 1990, which served as the catalyst for the Gulf War. Following the start of the conflict, Iraqi military forces fired missiles at the coalition forces based in Dhahran, who were led by the United States. There were widespread fears that these missiles could contain chemical or biological weapons, such as poison gases, and all residents within range of these missiles were issued with gas masks, and instructions on how to use them, in the event of such an attack.

Other topics were inspired by more positive events as Saudi Aramco expanded beyond its traditional role of being an oil exploration and production company. The 1993 *Loss Control Report* identified the way in which the company had undergone a rapid transformation

from being the leading oil producer to becoming "responsible for virtually all petroleum functions in the Kingdom – exploration, production refining, distribution, and marketing." Unsurprisingly, this diversification was also reflected in the safety information published. In 1992, the *Corporate Loss Prevention Manual* was printed in a convenient pocket-sized format, while the company's first *Construction Safety Manual Handbook* arrived only a year later. Both of these aimed to provide basic safety information in an easily understandable and accessible way that addressed the wide range of operations Saudi Aramco came to embrace throughout the 1990s.

The *Corporate Loss Prevention Manual* was aimed primarily at managers and intended for development and implementation of a loss prevention program, including the training of personnel. In 2003, this manual was superseded by the *Safety Management System*, which provides a framework for "programs, procedures, and processes managers must implement to meet the broader objectives set by corporate (safety) policy." Meanwhile, the *Construction Safety Manual Handbook* was a set of safety rules condensed from the *Construction Safety Manual*, and was intended to be "used at job sites by company representatives and contractor supervisors and safety officers." While the *Construction Safety Manual* remains the primary reference for safety standards across the company, a pocket-sized version was repackaged and released as the *Safety Handbook* in 2008.

More targeted information, such as *Ali drives a tanker truck...* was intended not only as a guide on best practices for particular workers, but also as a window on the work of Saudi Aramco and how it encompassed so much more than simply oil production. Loss Prevention publications were able to adapt to these changes in the company's responsibilities and maintained the flow of diverse safety information for the many target audiences that fell under the Saudi Aramco umbrella.

The provision of off-the-job safety information was an area that received particular attention, with concerted attention paid to two areas of concern in the community – home fires and road traffic accidents. While most safety materials were aimed at employees, there was also a noticeable effort toward improving the safety of children.

This is seen in the number of coloring and activity books produced, which had two specific aims – to teach children about the basics of safety and instill a foundation of safety best practice for later in life, and also to engage adults and parents as conduits of these practices. This led to the production and publication of titles such as *Hi! I'm Beepo*, and *Follow Nabih*, alongside information pamphlets for adults, such as *Kitchen Fire Safety*.

Children's traffic safety books included the *Traffic Safety Coloring Book*, which had first been printed by Aramco in 1970, *The Careful Cat and Careful Kids Coloring Book*, and *Be a Smart Pedestrian ... Be a Safe Pedestrian*. The depth of community safety participation can also be seen in titles such as *Skate Safely* and *Water Safety*, that were published alongside the *Panorama* magazine, which continued to promote off-the-job safety through articles covering topics such as heat illness, first aid, water safety and home fire safety. Besides these regular safety items, the publication also delved into more specific topics through articles such as "The Hidden Hazards of Quilting," "Don't Play Around with Toy Safety," "Cosmetics and Safety: Test Your IQ," "Are You a Safe Sailor?" and "A Clean Person is a Happy Person."

In a decade of immense expansion and diversification, Saudi Aramco's safety publications provided a strong foundation, reiterating the fundamentals of best safety practices while adapting to new challenges, from war in the early months of the decade to the threat of the Y2K bug potentially impacting operations as computer systems ticked over into a new millennium.

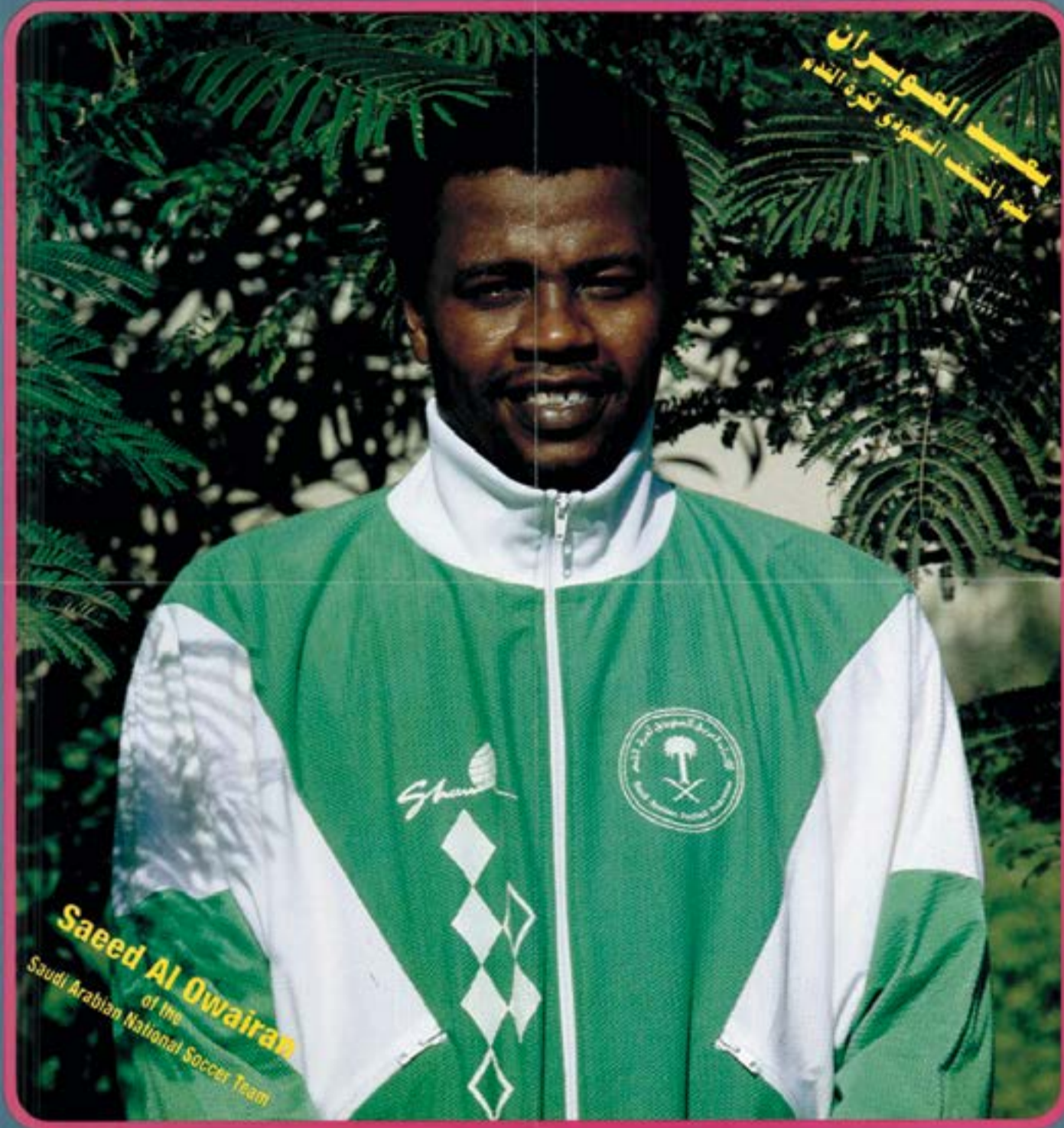
The decade's first edition of the *Manager's Monthly Safety Packet* carried an extract from a *Safety Target* published in 1960, which said: "In the final analysis, the success or failure of a safety program depends on each employee." In the final *Loss Control Report* for the decade, Jum'ah wrote: "Our future prosperity depends on the commitment of every employee to act responsibly and safely at all times, and to encourage the same in others." The resonating similarities in these messages, despite being written almost 40 years apart, is not only clear evidence of the enduring nature of Saudi Aramco's longstanding safety culture, but also of how messages are repackaged, modified, and adapted to accommodate constantly evolving audiences, environments, and business needs.

Role model

Road safety – defensive driving, March 1995

Following his performance in the 1994 World Cup, Saeed Al-Owairan became the face of defensive driving for Saudi Aramco. The concept was to use Al-Owairan as a role model to encourage everyone to “Be a winner” and practice defensive driving techniques. Al-Owairan, who was 27 years old at the time, had spent his football career with Al-Shabab Football Club, the first such club to be established in Riyadh. Al-Owairan was named as Asian Footballer of the Year on his return from his goal triumph to Saudi Arabia, and went on to play for the national team at the 1998 World Cup.

سعيد يقول لك : « كن فائزاً سق بطريقة وقائية.»



Saeed says, “Be a winner,
Drive Defensively.”

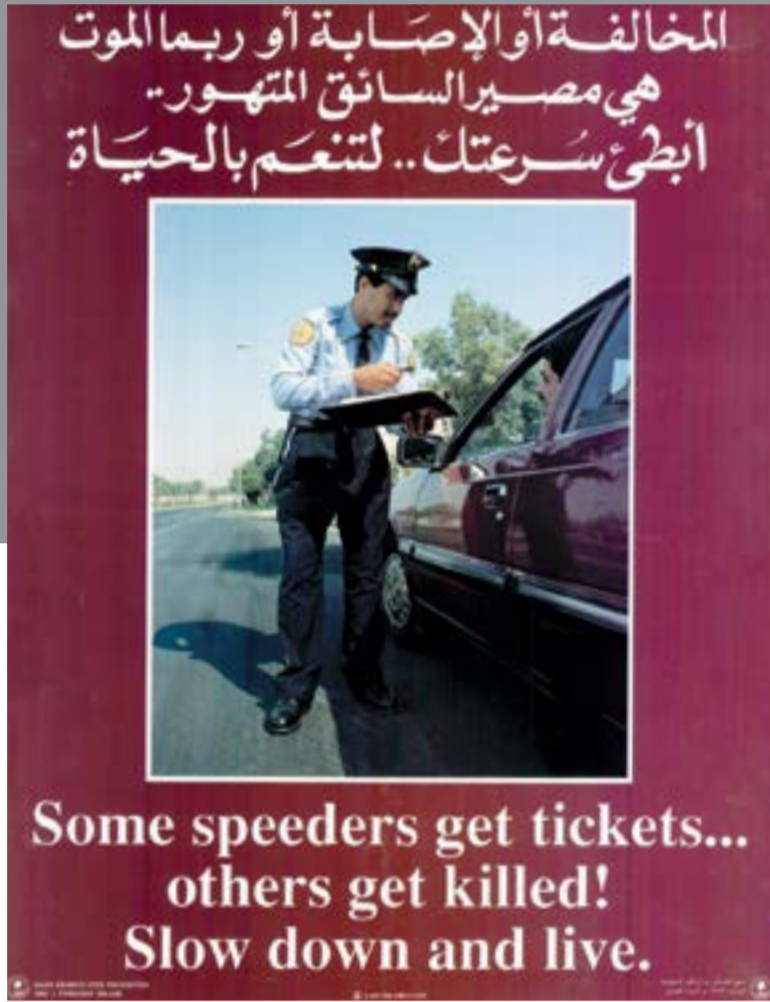


SAUDI ARAMCO LOSS PREVENTION
TRAFFIC WEEK 1996

© 1996 SAUDI ARAMCO

مع الحجاز في ارامكو السعودية
اسبوع المرور ١٩٩٦م





Road safety – speed | February 1992

Road safety – seat belts | March 1990



Road safety – education | December 1991

علم أطفالك

ألا يخرجوا أيديهم أو رؤوسهم من نوافذ السيارة.
اربط لهم أحزمة السلامة!



**Never let children lean out the window.
Buckle them up!**

أطفئ السيارة ومحرك السيارة دائماً
عند تعبئة خزان السيارة بالوقود.



Always turn off the engine and put out
cigarettes while refueling!

SAUDI ARABIA LIFE PREVENTION
1991 - 1992

مع السلامة من الحوادث
1991 - 1992

Fire prevention | September 1991

احم الأطفال!
Protect children!



علمهم سلامة المرور.
Teach them traffic safety.

SAUDI ARABIA LIFE PREVENTION
1991 - 1992

مع السلامة من الحوادث
1991 - 1992

Road safety – rules of the road | June 1991

المعاينة...
هي جزء من مسؤولية كل موظف



**Inspection...
a part of everyone's job!**

SAUDI ARAMCO LOSS PREVENTION
1991 JANUARY ON-JOB

www.aramco.com

275

Hidden message

Inspection and prevention, January 1991

The intention of this poster is clear – to encourage employees at all levels to play a part in ensuring that any faulty equipment or facility is reported and fixed before it causes an incident. What drives the message home in this poster, and emphasizes that safety is everyone's job, is a creative touch that only Aramcons would notice – staring out of the poster, and partially hidden in the shadows, is the Chief Executive Officer of the time, Ali Al-Naimi.



Road safety – pedestrians | January 1990

Be seen at night

While use of photos had become the norm, in some circumstances safe practices could not be adequately captured on film. An example from January 1990 is the need to be visible while exercising at night. The poster resorts to illustrations, which had been commonplace during the 1980s, while four years later two contrasting photos were used as a more realistic version of how to “be seen.”

أحرص على سلامتك في الشارع
STREET SMART

Daytime خلال النهار Nighttime خلال الليل

ارتدِ ملابس فاتحة واجعل الآخرين يرونك.
Wear bright clothing and *be seen!*

SAUDI ARABICO LOSS PREVENTION
OCTOBER 1994 - OFF-JOB

مع الحفاظ في أرمكك السعودية
أكتوبر ١٩٩٤ - خارج العمل

Road safety – pedestrians | October 1994

لا تتشابه كل الأعمال،
وإن كانت جميعها مهمة

**Not all jobs are the same,
but every job is
important!**

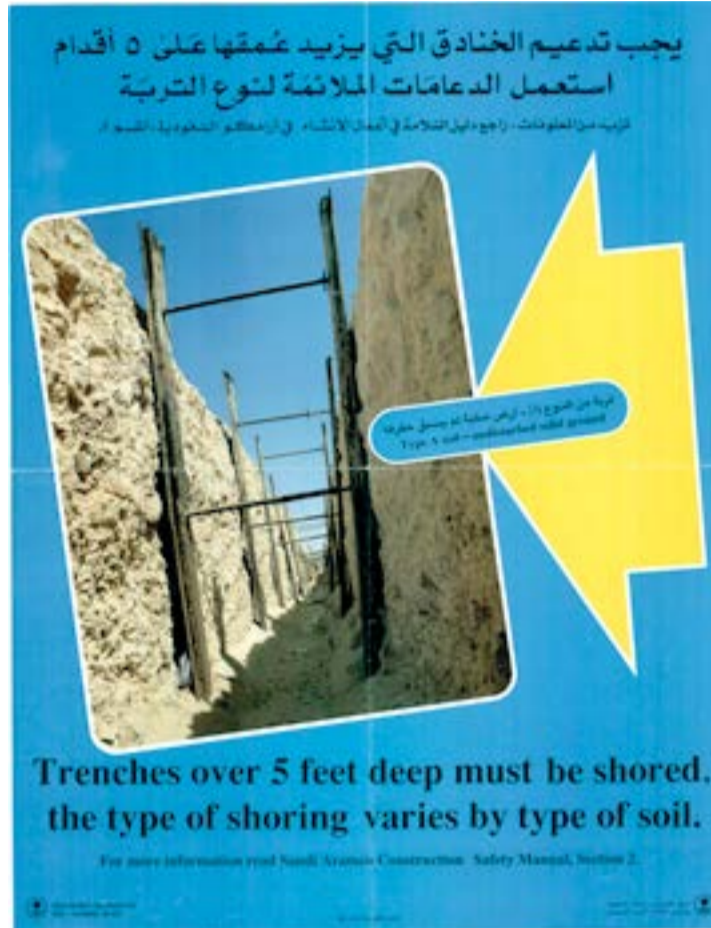


أد عمك بأمان
Do yours safely!

SAUDI ARAMCO LOSS PREVENTION
1980 - NOVEMBER ON-JOB

© 1993 SAUDI ARAMCO

منح الحسائر - أرامكو السعودية
نوفمبر 1993م - أثناء العمل



Excavation safety | December 1992



Electrical hazards | November 1994

الأزياء التي تقي الأطفال من السقوط
FALL FASHIONS FOR KIDS



استعمل معدات الوقاية الشخصية.
Wear personal protective gear.


ان كنت تعرف أسلوباً أسلم للقيام بعملك...
لماذا لا تقدم اقتراحاً بذلك؟



If there's a safer way to do your job...
why not put it in writing?

SAUDI ARABIAN ROAD PREVENTION
AND TRAINING CENTER

الأشياء المكومة في السيارة قد تتطاير
وتعرض الركاب للخطر



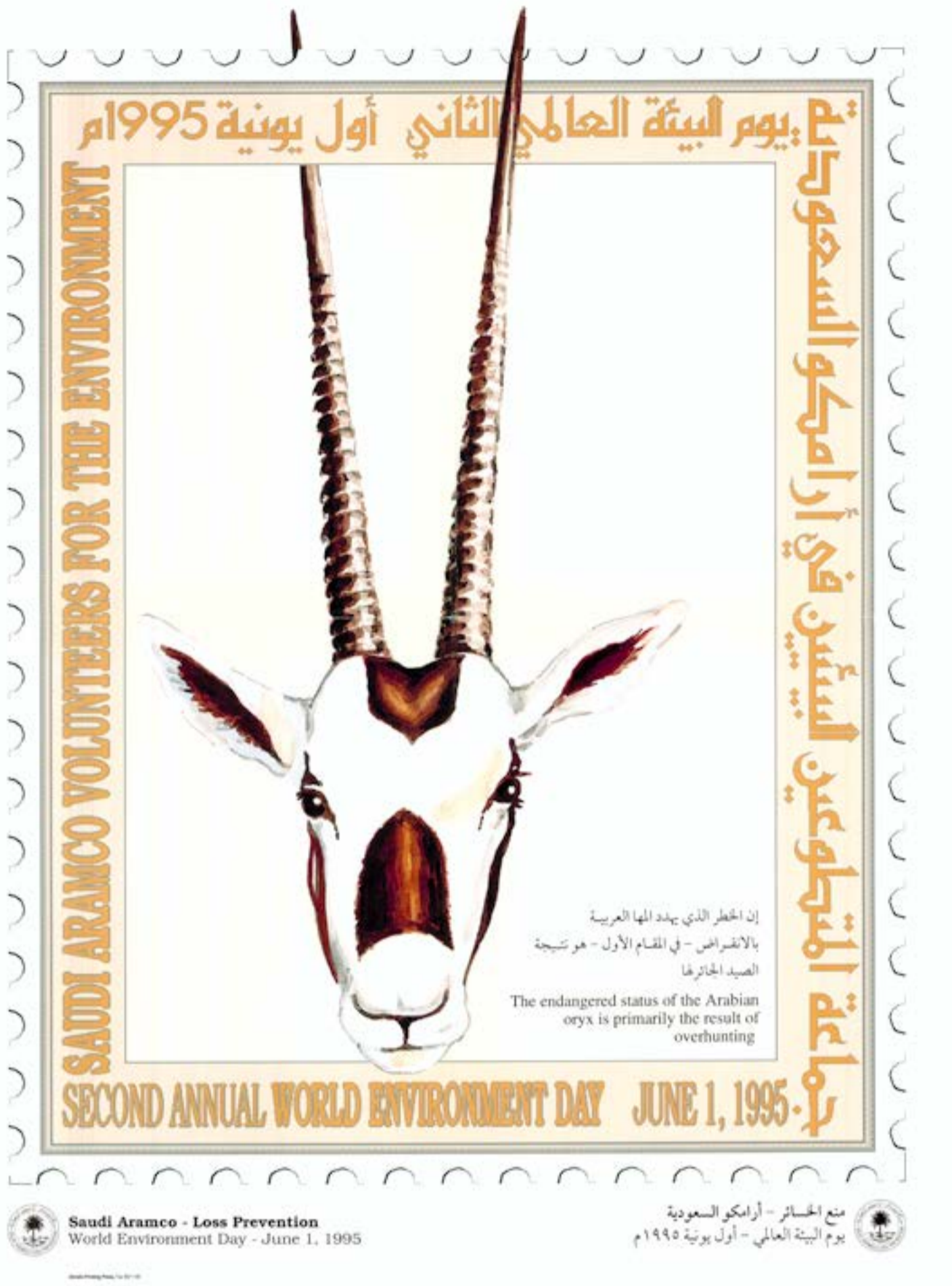
**CAR CLUTTER
CAN KILL!**

SAUDI ARABIAN ROAD PREVENTION
AND TRAINING CENTER

مركز السلامة المرورية
الرياض 11561



Environmental awareness | October 1993

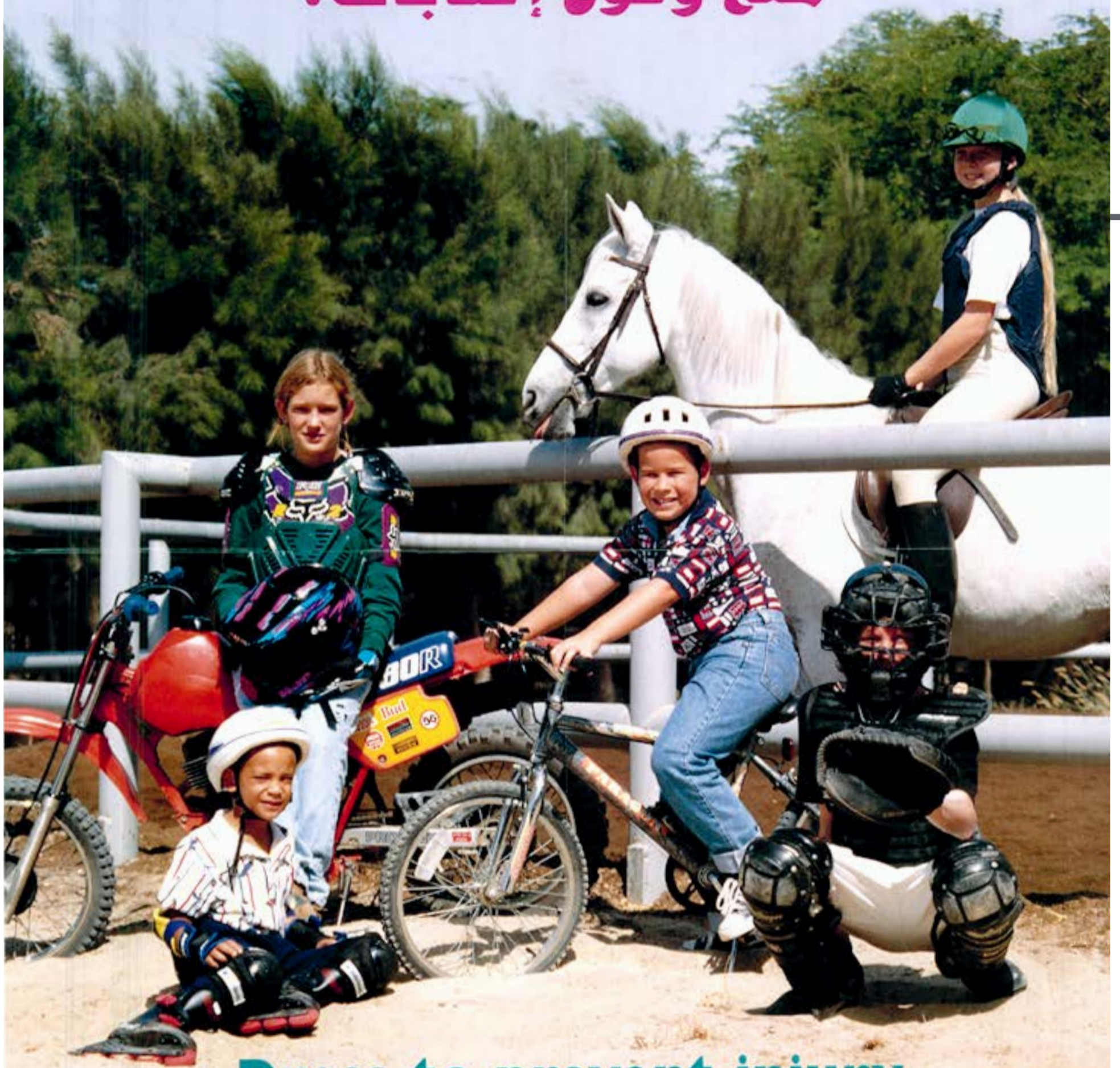


Changing focus

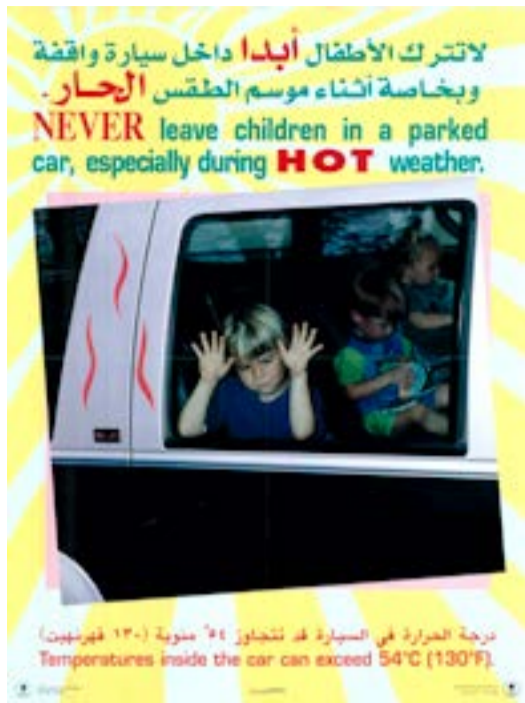
Environmental awareness, June 1995

In the mid-1990s, a number of environmental posters were produced by the Loss Prevention Department. The subjects included recycling and general environmental awareness, as shown here, but also included issues that are now handled by Saudi Aramco's Environmental Protection Department, such as chemical disposal and respiratory protection.

ارتدِ الملابس الواقية المناسبة لمنع وقوع إصابات.



**Dress to prevent injury.
Wear the proper protective gear.**



Safe in the sun | July 1996



Safe in the sun | July 1994



Home safety | October 1997

Seasonal subjects

While the company's operational calendar largely determined the subject matter of posters for the workplace, the off-the-job posters tended to address seasonal concerns. During the winter in Saudi Arabia – from October to March – outdoor activities such as horse riding, cycling, baseball, and gardening are popular as the outdoor temperatures fall to bearable levels. The danger of flash floods during winter rains was also included, but during the summer, when daytime temperatures can reach 50°C, safety advice focused on heat-related issues, such as drinking enough water, protection from the sun, and not leaving children in cars.

بغض النظر عن حالة البحر ، فإن الانتقال
من قارب إلى آخر يحتاج دائماً
لتعاون الجميع .

Regardless of sea conditions,
transfer always requires
HELPING HANDS.





Use of PPE | October 1999



It's up to you | December 1997



Working at heights | December 1995



Road safety – defensive driving | June 2002

Humps on the road

Collisions with camels are still responsible for some of the road accidents on the Kingdom's vast road network. Major highways are fenced off so that camel herds cannot wander onto the road, but minor roads have no such fencing, meaning camels can often be seen on the asphalt. Over the years, this hazard has been highlighted regularly, as this selection of posters shows.



Road safety – defensive driving | August 2008



Road safety – defensive driving | June 2016

احترس!

الخطر الكامن وراء التل
لا يمكن توقعه



Caution!

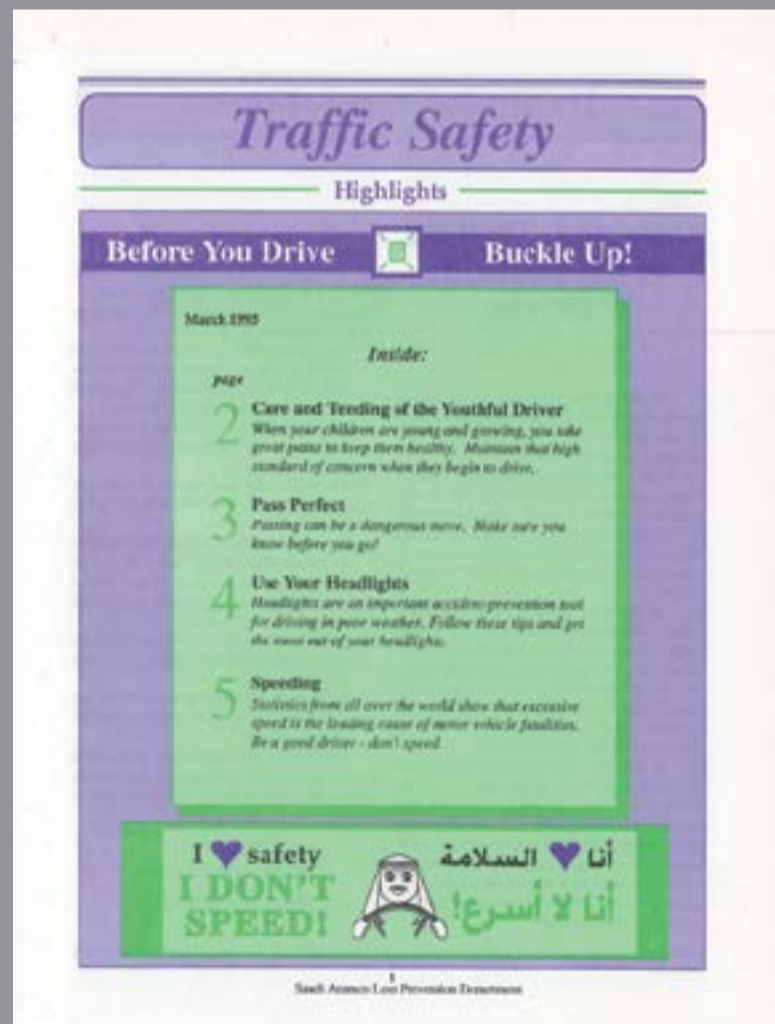
YOU NEVER KNOW WHAT DANGERS
LIE OVER THE NEXT HILL.



1999



1995



Dimensions: The *Manager's Monthly Safety Packet*, *Safety Letters*, *Loss Control Report* and *Panorama* were all printed on letter-size paper approximately 28 cm x 20 cm. The *LP Newsletter* was also produced as letter size, but was a six-page publication, printed on a single sheet of paper and folded in three to appear as letter size.

Safety Letter

Saudi Aramco Loss Prevention



Flat-Blade Screwdrivers



Screwdrivers are among the simplest and most commonly used hand tools. Unlike power tools or chisels, screwdrivers do not normally require personal protective equipment. But if in doubt, wear safety gloves and safety glasses with side shields. It always pays to protect yourself while you work.

Keep these basic safety rules in mind when using a flat-blade screwdriver:

- Make sure the tip of the screwdriver fits into the slot on the head of the screw. It should not be too loose or too tight, and should be the same width as the slot of the screw.
- Keep a screwdriver in good repair. Check for a broken handle, bent shaft or blade, or twisted tip.
- Do not use a screwdriver as a cold chisel, a prying tool, or a punch.
- Do not use a screwdriver near electrically energized equipment.
- Do not expose a screwdriver to excessive heat. It could soften the blade.
- Repair worn tips by using a file to regain a good straight edge. That way the screwdriver won't slip out of the slot as easily.
- Secure your work in a vise, clamp, or on a flat surface when using a screwdriver.
- Position yourself appropriately, and do not apply excessive force because the screwdriver may slip and gouge your free hand or body.
- Do not carry screwdrivers in the pockets of coveralls or other clothing.

November 1997 Oil Job

ISSN 1319-1837

1997

Loss Prevention Safety Letter

Carbon Monoxide In Your Home

How many of you really know what carbon monoxide (CO) is? CO is an invisible, odorless, colorless gas created when fossil fuels such as gasoline, wood, coal, propane, oil, and methane burn incompletely. You may have heard that vehicles, lawnmowers, and generators produce CO, but did you know it can also be found at home? It is important to realize this because exposure to CO is dangerous to your health, and could even be fatal.

CO is poisonous if inhaled. It replaces oxygen in the bloodstream, leading to suffocation. Just how ill you get from exposure to CO varies from person to person, depending on age, overall health, concentration of exposure, and length of exposure. Mild effects can include flu-like symptoms, while extreme ones can include difficulty breathing and can even lead to death.

So where can you find CO in your home? An enclosed garage with a vehicle engine running is one of the most obvious places. CO can also be found anywhere that you use fuel-burning household cooking and heating equipment like these:

- Gas-fueled space heaters
- Gas-fueled ranges
- Gas-fueled furnaces
- Liquid-fueled heaters
- Charcoal grills
- Gas-fueled water heaters

Now that you know the dangers of CO, the next thing to know is how to protect yourself from CO poisoning. Adopt safe practices:

- Never leave your car's engine running in an attached garage where CO can become concentrated and infiltrate your home.
- Never burn charcoal and other CO-producing fuels indoors.
- Ensure proper installation and venting of household cooking and heating equipment. If you are not sure have them inspected by a qualified technician.
- Service fuel-burning cooking and heating equipment annually by qualified personnel to ensure fuel-burning efficiency. Always follow the manufacturer's instructions for use and maintenance.

Be on the lookout for any symptoms of CO poisoning if you suspect CO exposure.

1. Shut down cooking and heating equipment.
2. Have everyone leave the house right away. Leave doors open as you go.
3. Use a neighbor's telephone to call 911 or your local emergency number.
4. Call a qualified technician to repair suspect equipment immediately.

CO exposure is serious business. Take all the necessary precautions to avoid CO poisoning in your home.



March 2000 Special Edition

ISSN 1319-1837

1999

Fall Protection

Recently, a painter working at a height of 3.5 meters fell from a pipe. Fortunately, his injuries were minor because he was wearing a full-body harness that was correctly attached to a substantial anchor by a lanyard.

Engineering Out Hazards

The importance of preventing falls by the installation of platforms, ladders and/or suitably erected scaffolding cannot be over-emphasized. Falls from heights continue to be a cause of severe injury and death, particularly among construction and maintenance workers. Saudi Aramco has specific requirements for work in elevated areas. These detailed requirements can be found in the Saudi Aramco Construction Safety Manual (CSM), Section 1.9.6, and in Saudi Aramco General Instructions (GIs) 2.100, 6.020 and 6.001. If adequate elevated work platforms cannot be provided, the correct choice and use of personal fall protection (fall arrest system) is crucial.

Fall Arrest Systems

Fall arrest is achieved by the use of a full-body harness and lanyard which, with the point of anchorage, form the fall protection system. As required by Saudi Aramco and stated in the CSM, always wear a full-body harness where falls in excess of 1.5 meters (5 feet) are possible. A full-body harness acts as a shock absorber, distributing the energy of the fall and your weight over your shoulders, thighs, and buttocks. This allows you to remain suspended without restricting blood flow or constricting your breathing while you wait for rescue.

Fall Restraint Systems

In contrast to the fall arrest system, the fall restraint system (waist belt and lanyard) is designed to restrict the wearer to a position where he cannot fall. It is not designed to arrest a fall. If an individual falls while using only a waist belt, there is a good chance that the individual could be severely injured, as shown in the first two illustrations below. Due to the pressure exerted around the diaphragm, the belt can also cause breathing difficulties if the victim remains suspended in a waist belt for any length of time.



Always use an appropriate, properly installed fall arrest or restraint system when working aloft.

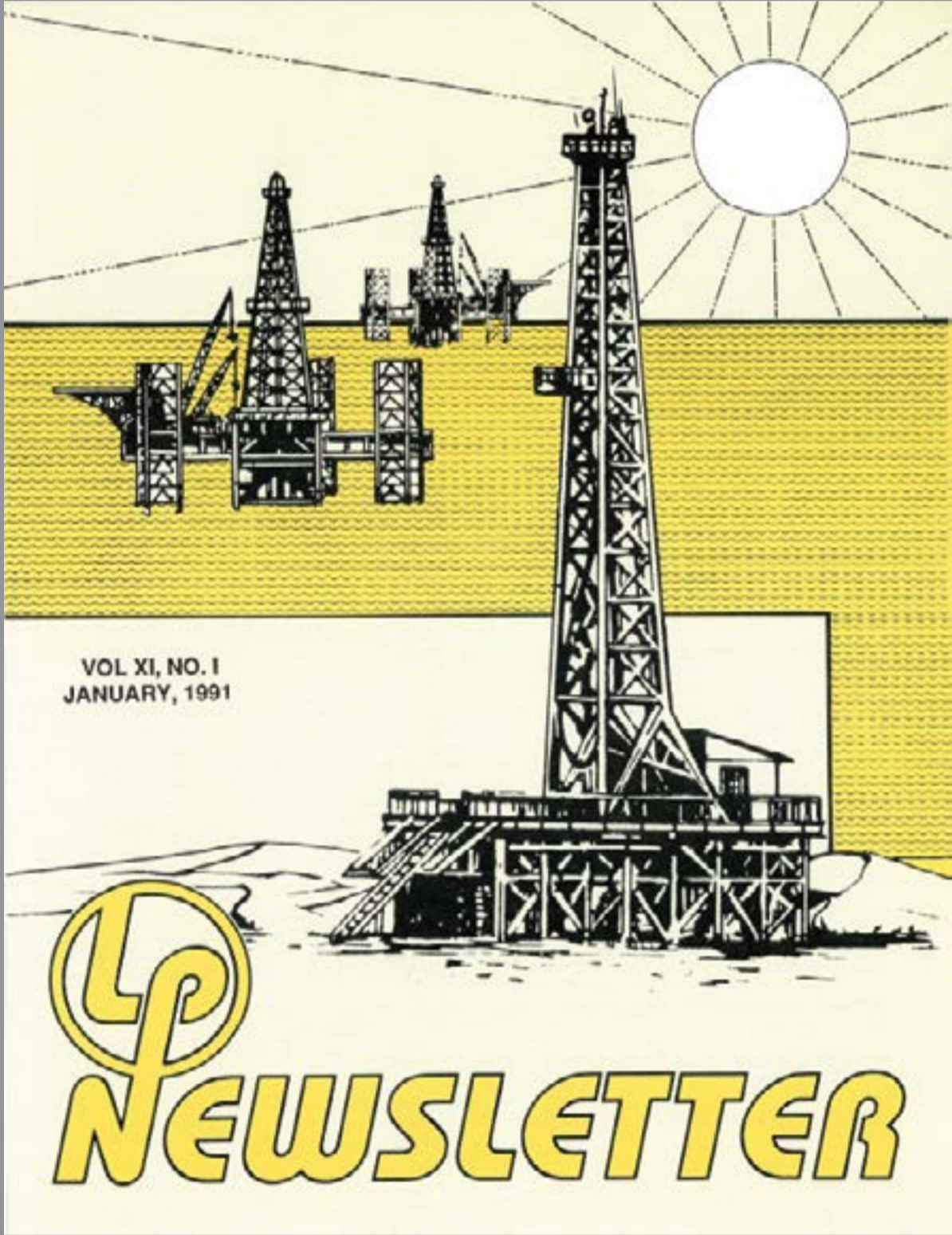
July 1996 - Oil Job

ISSN 1319-1837

1998

291

on the road





1993



1994



1997



1999

293

on the road



Second quarter | 1996



First quarter | 1994

To reduce both the physical and mental stress of your hobby, plan your tasks to alternate regularly between sitting, standing, and walking.



Spotlight on community

Whether desert camping, working in the garden, or watching the kids roller skating, Saudi Aramco's attention to safety is all encompassing, as this selection of images and articles from *Panorama* shows. The 1991 *Loss Control Report* stated: "Safety cannot be an issue that is forgotten when work is over for the day." But much more than simply offering advice on home safety, *Panorama* also offered a glimpse into life within the company's residential communities. The sidewalks with children on bicycles, the quilting housewife, tree-lined streets, and beaches and playgrounds, all give a perspective on a place where safety is encouraged as a way of life rather than as a set of rules.

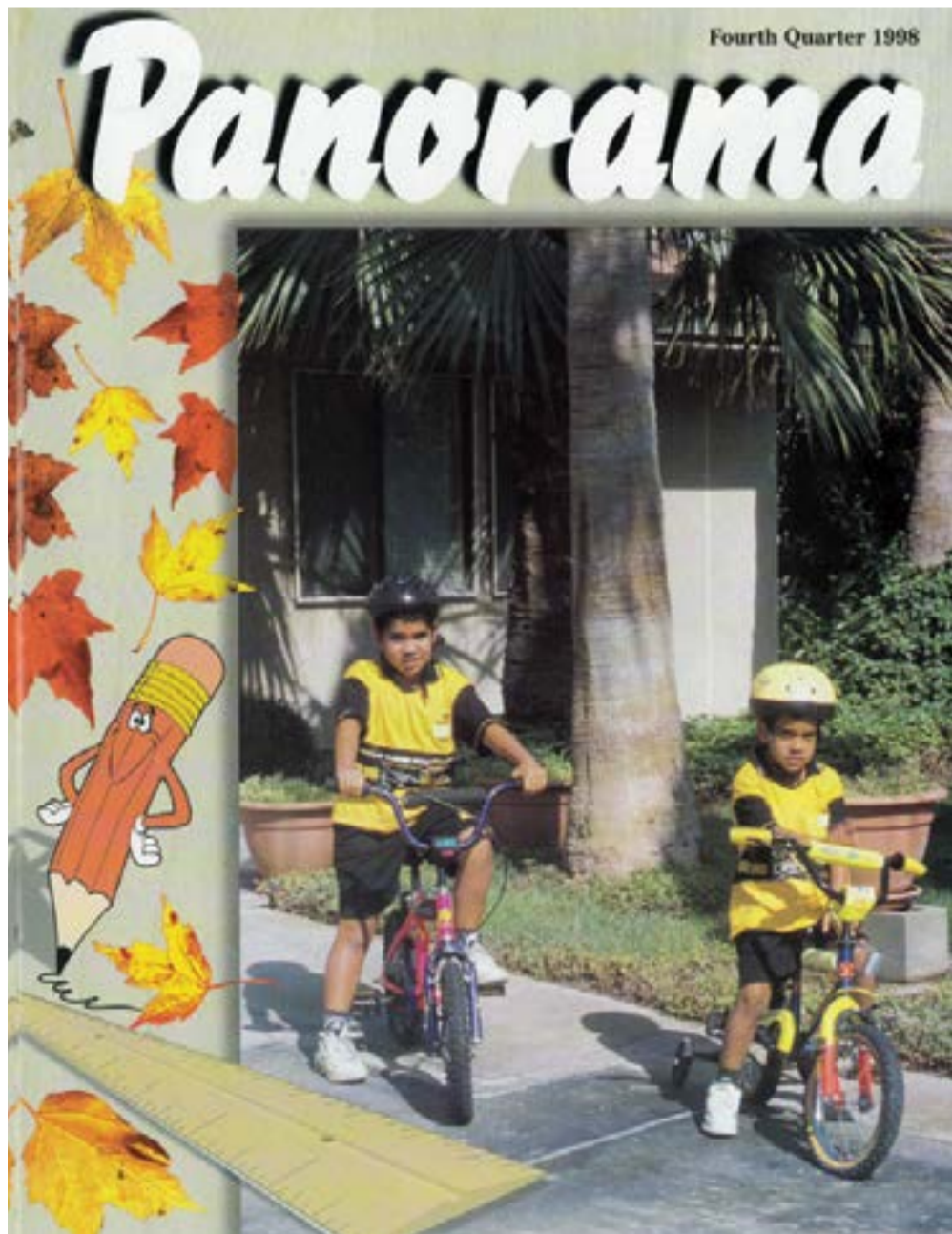
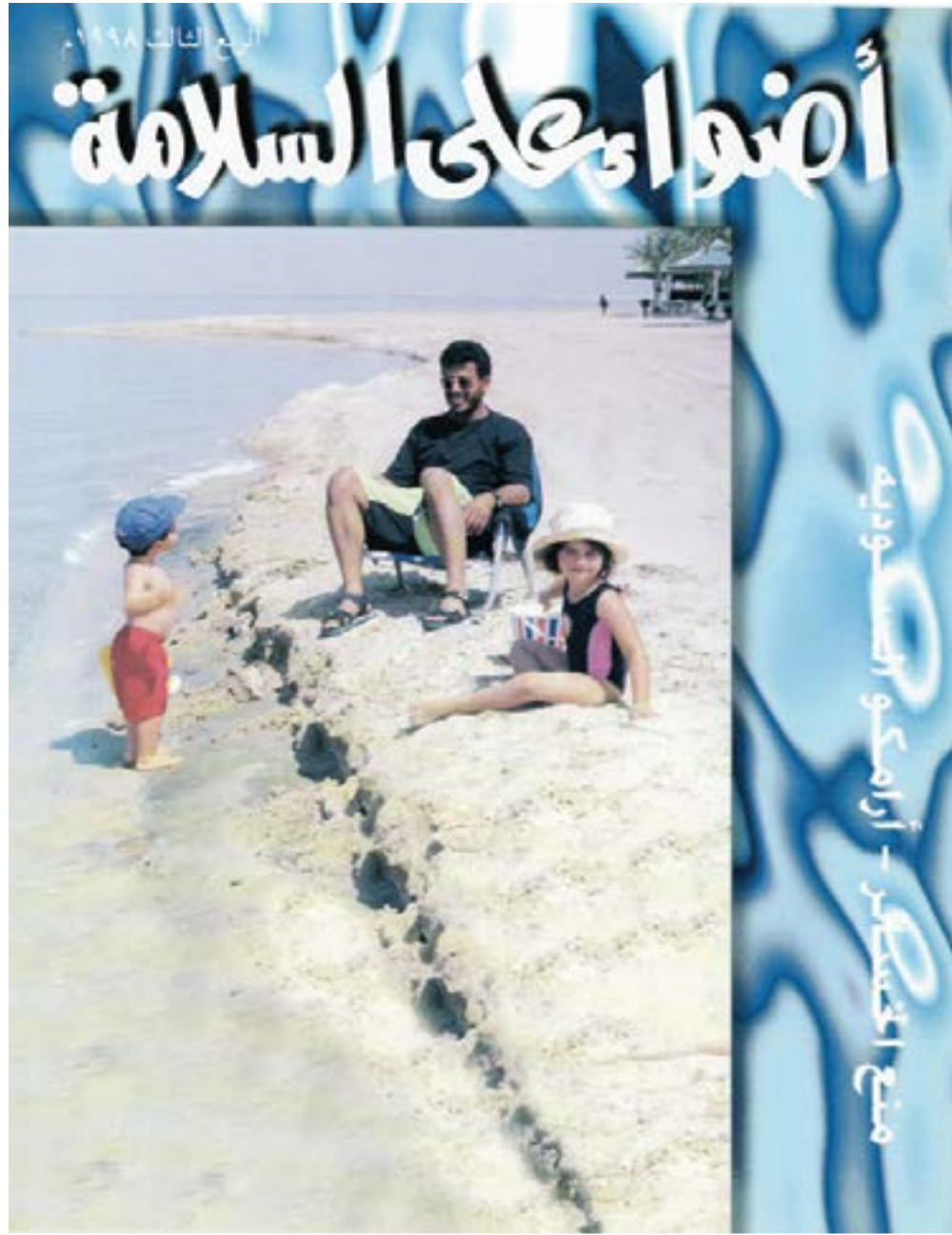
Fourth quarter | 1997

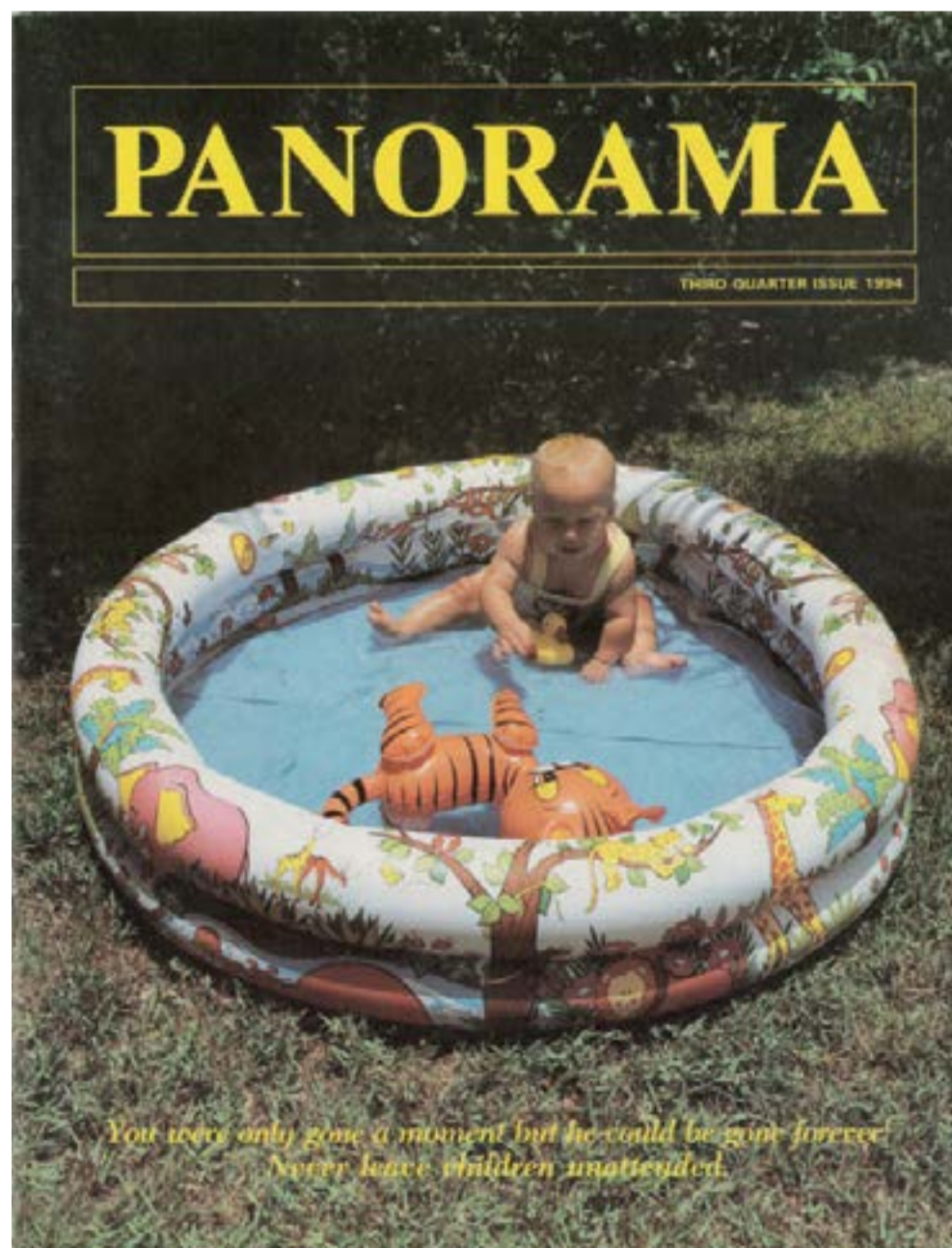
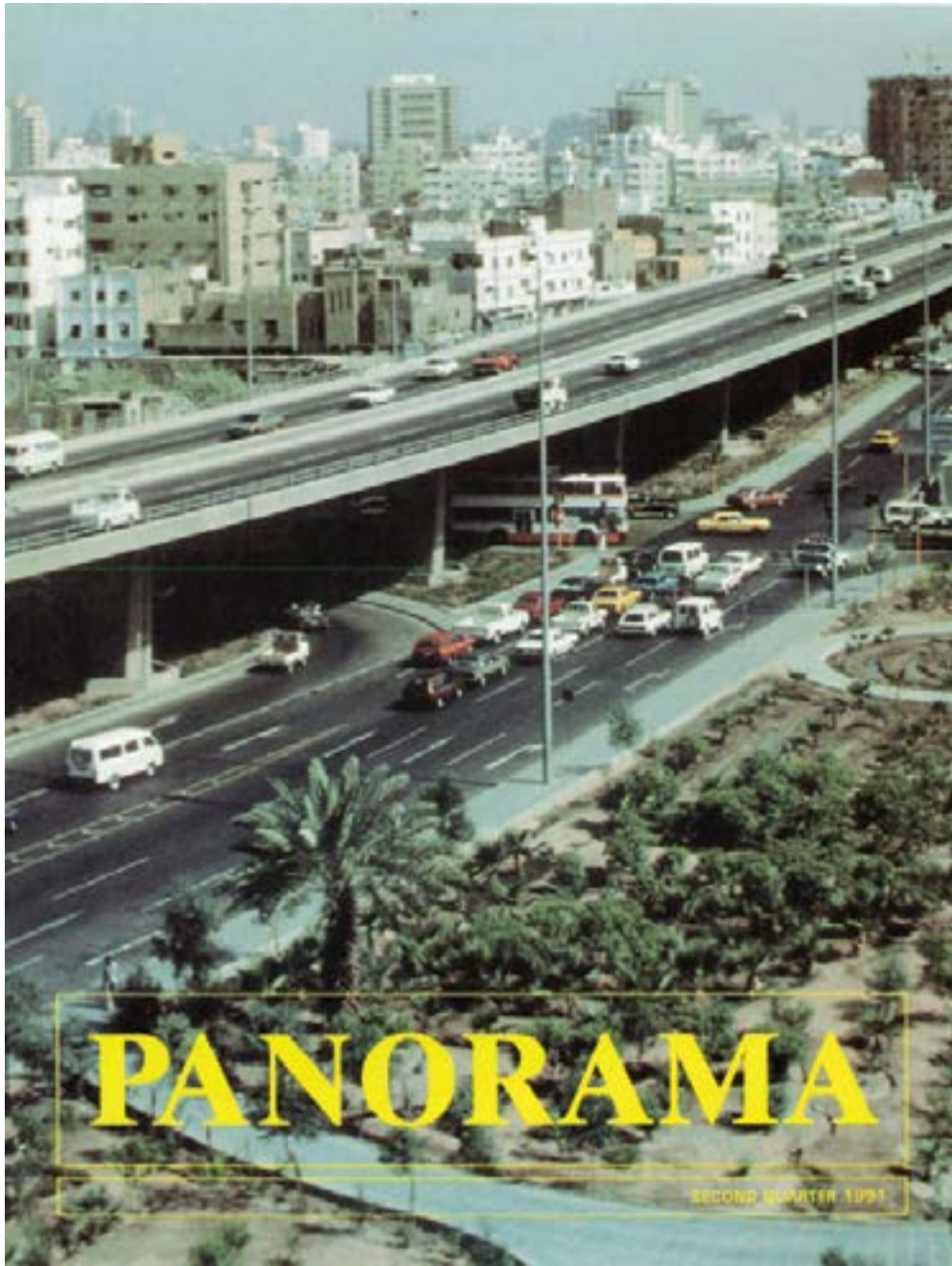
Fourth quarter | 1990



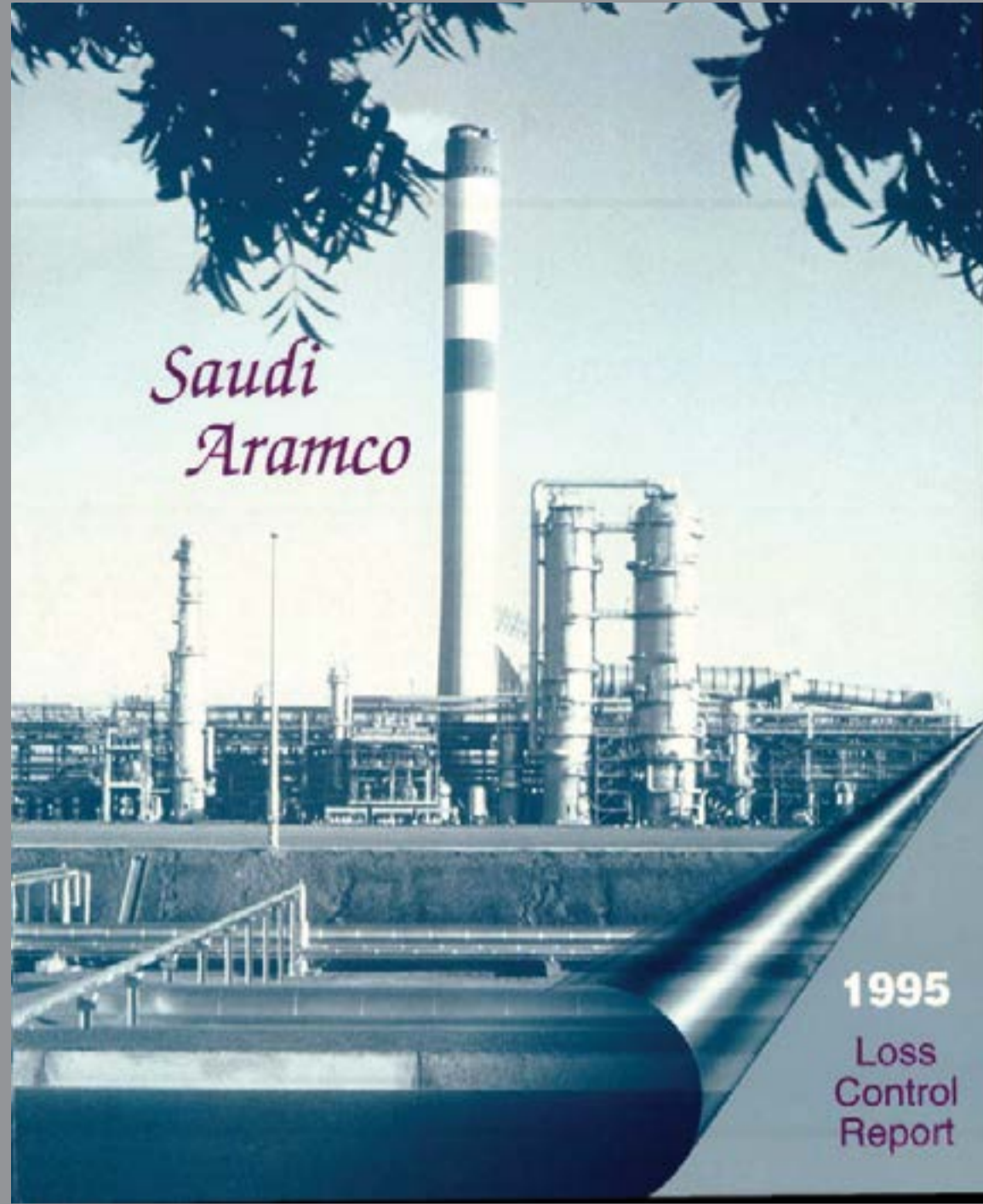
School is in session. Watch out for kids.

نقد ابتدأت المنة الدراسية. احرص على سلامة الصغار.

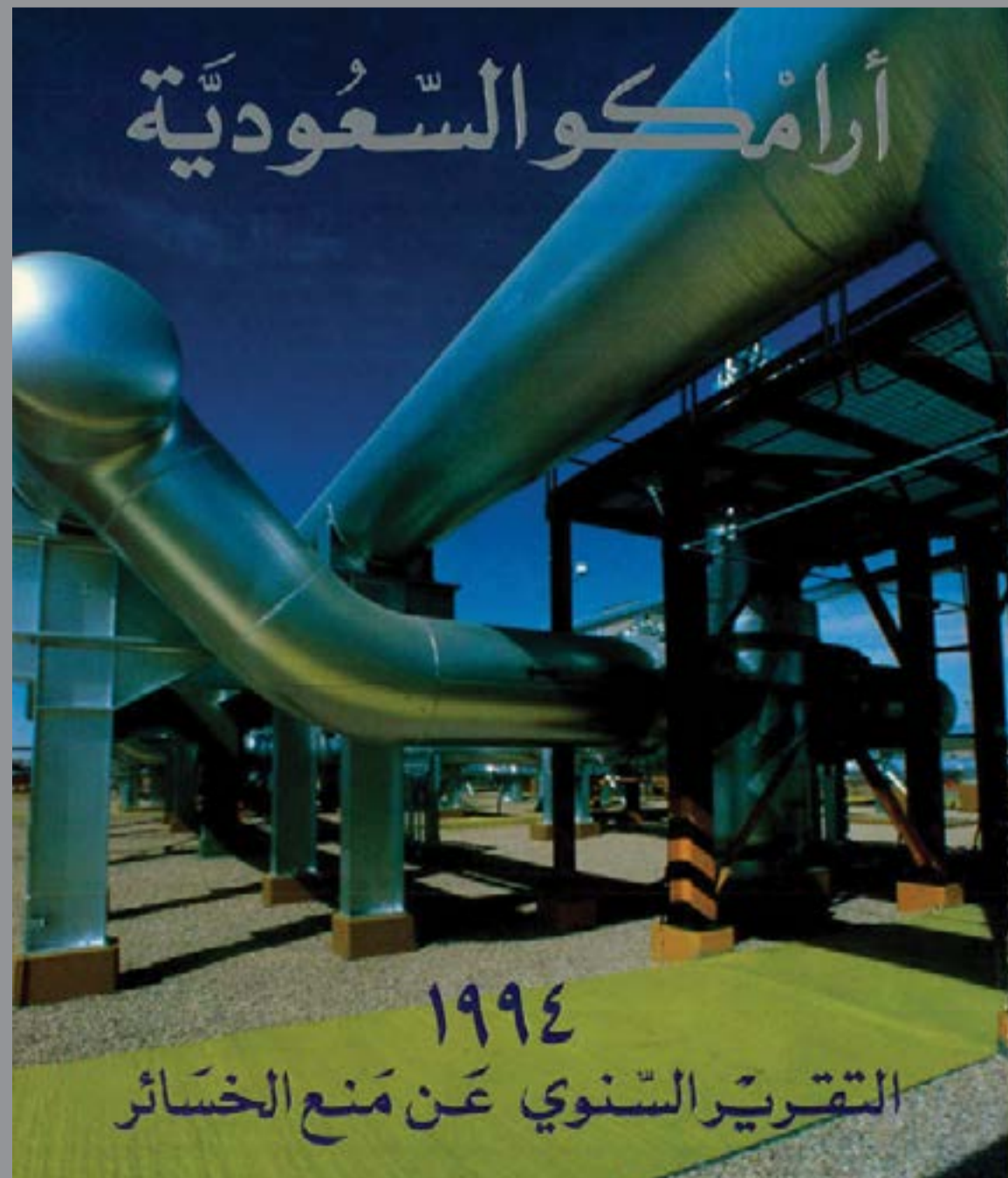


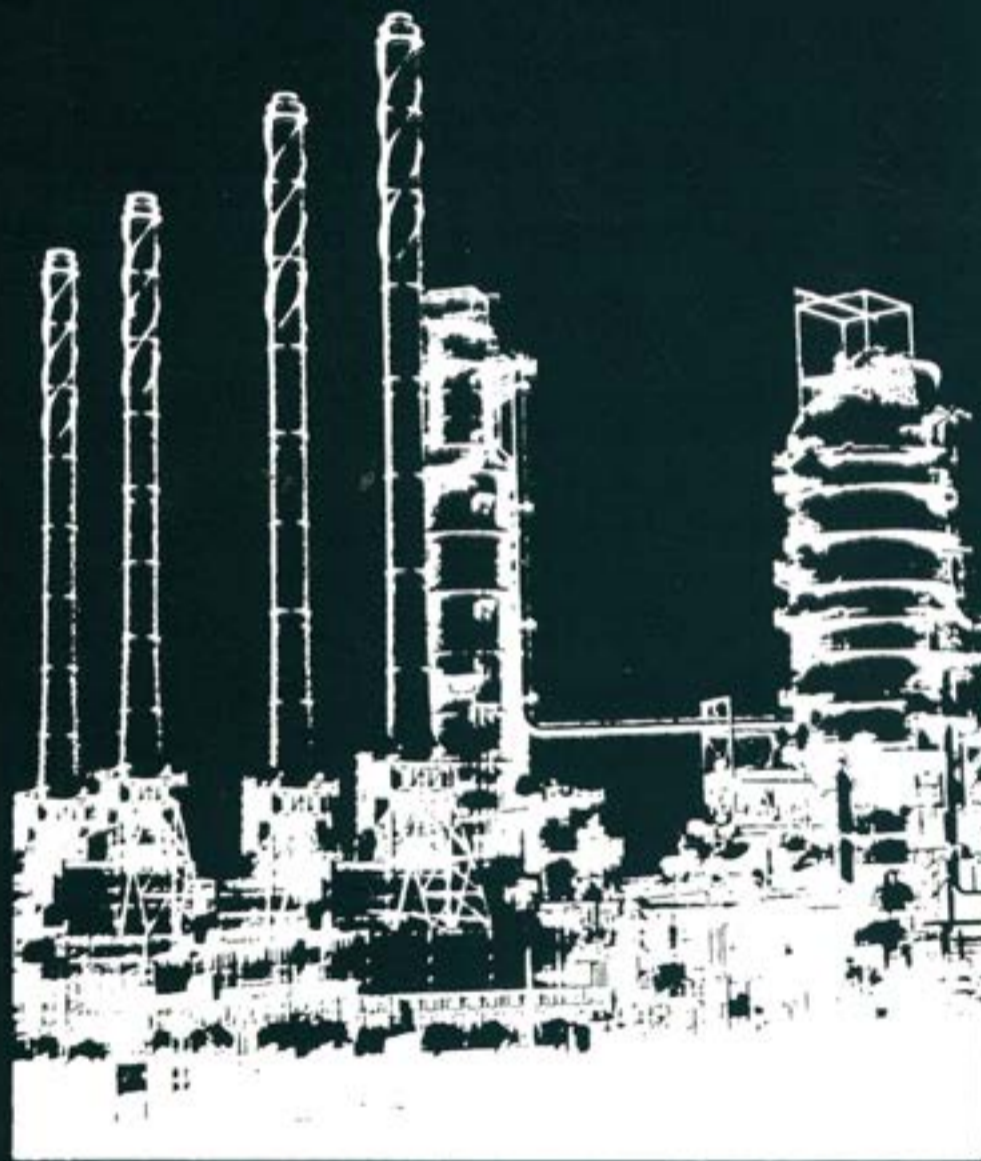


1995



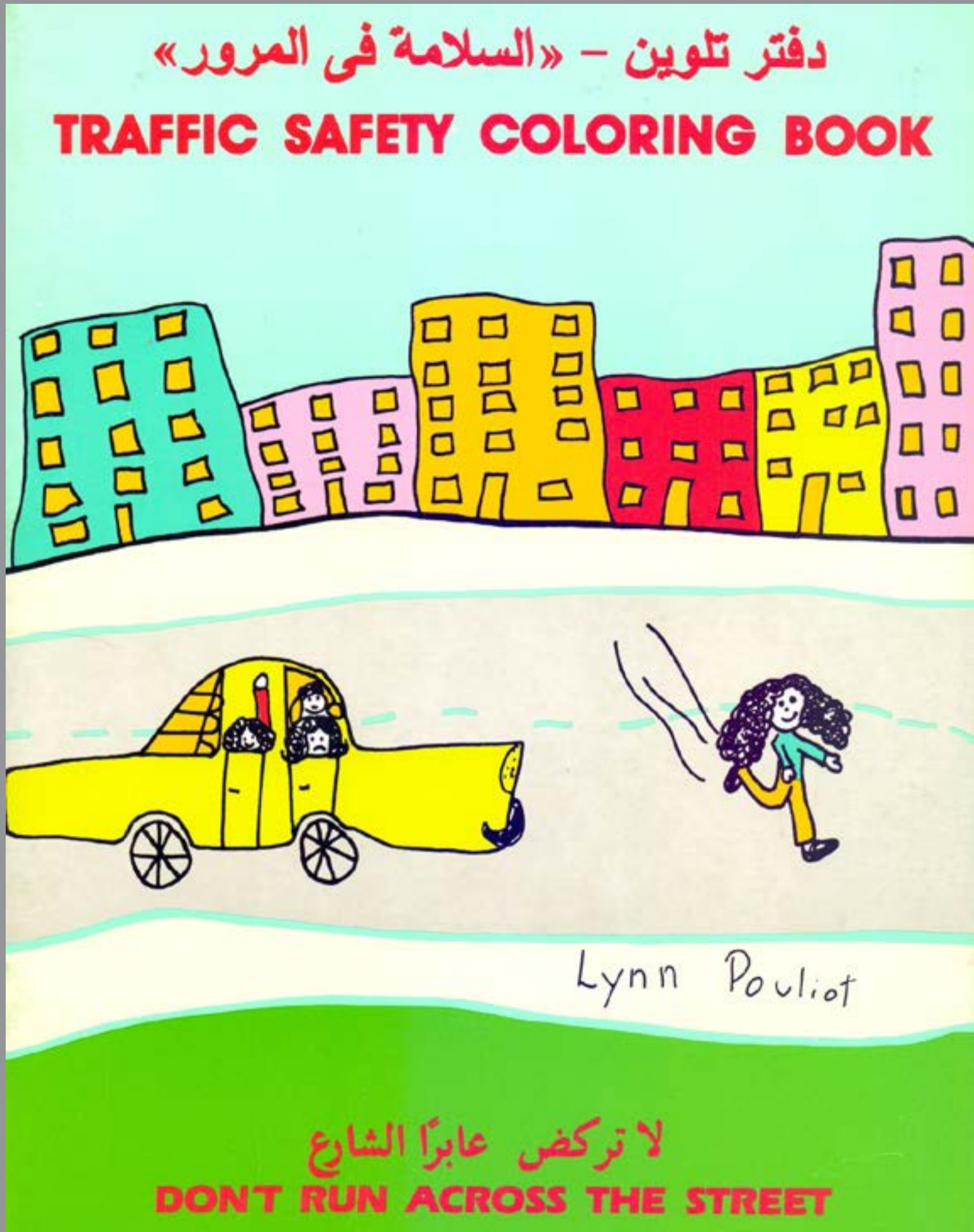
1994





Saudi Aramco

1991 Loss Control Report

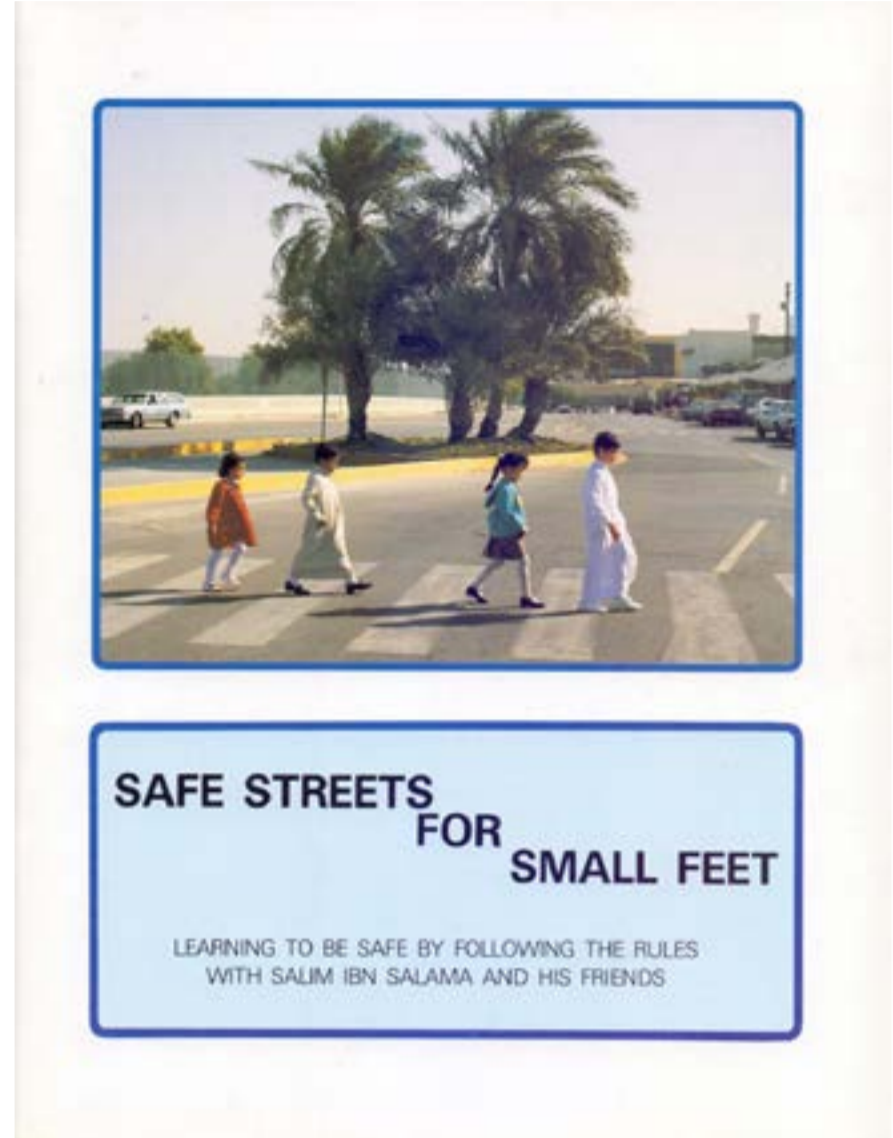


Kids' play

School children became an important audience for the company's safety publications as part of efforts to instill road safety awareness at an early age in the community. This cover of a children's coloring book is one of the many such publications from that era. The illustrations were provided by Dhahran Middle School fourth grade pupils. This book was first published in the 1970s, and reissued in 1995.

Dimensions: 28 cm x 21.5 cm.

Dimensions: 28 cm x 21.5 cm.



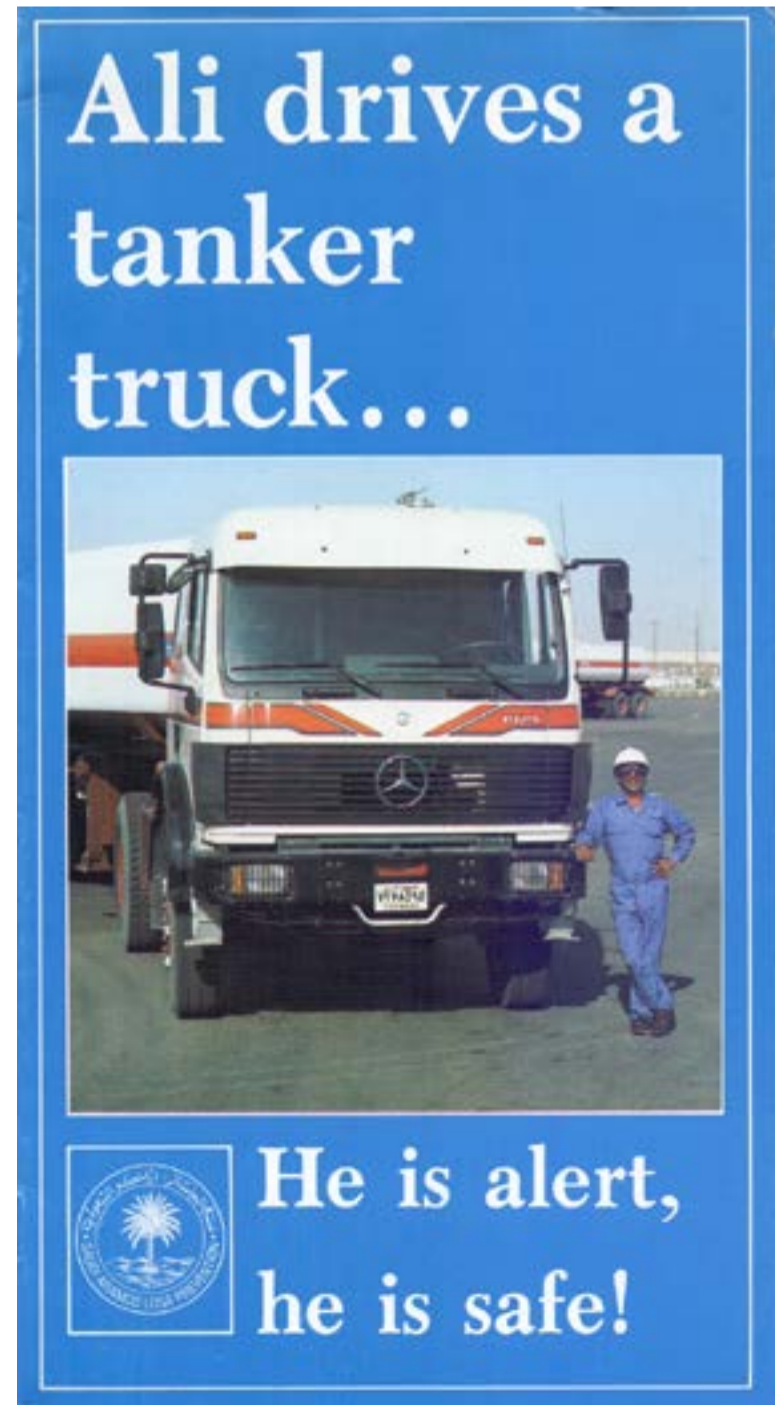
Dimensions: 24 cm x 12 cm.

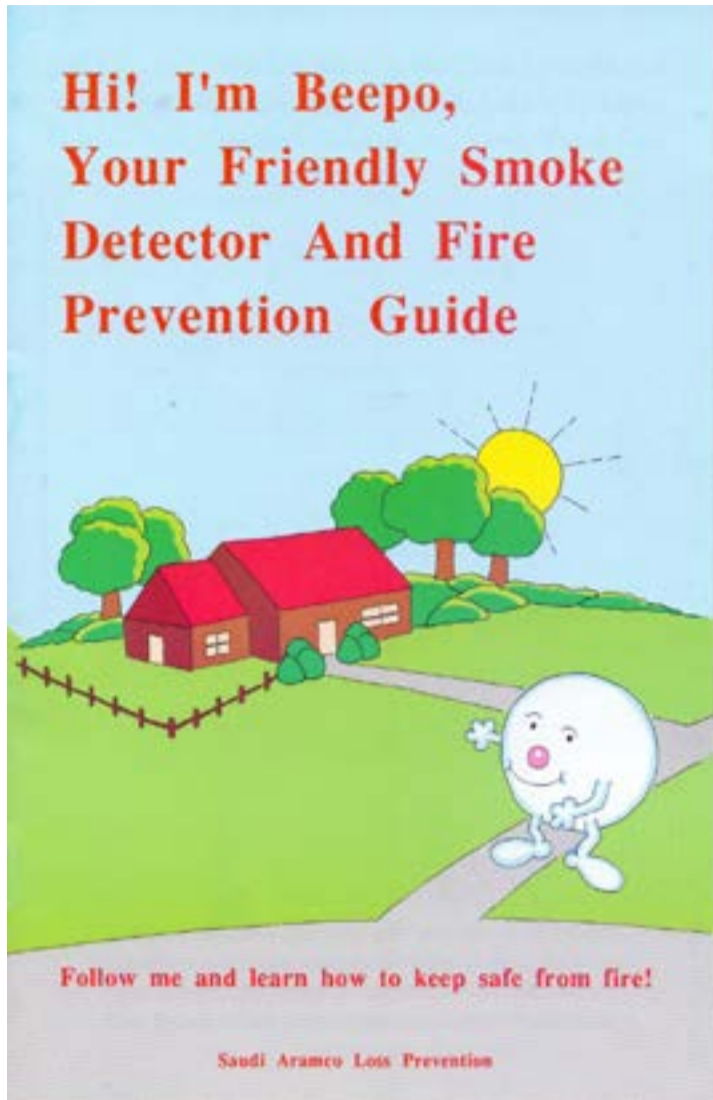


**وصايا
السلامة السبع
من أجل
أسبوع بلا حوادث ...**

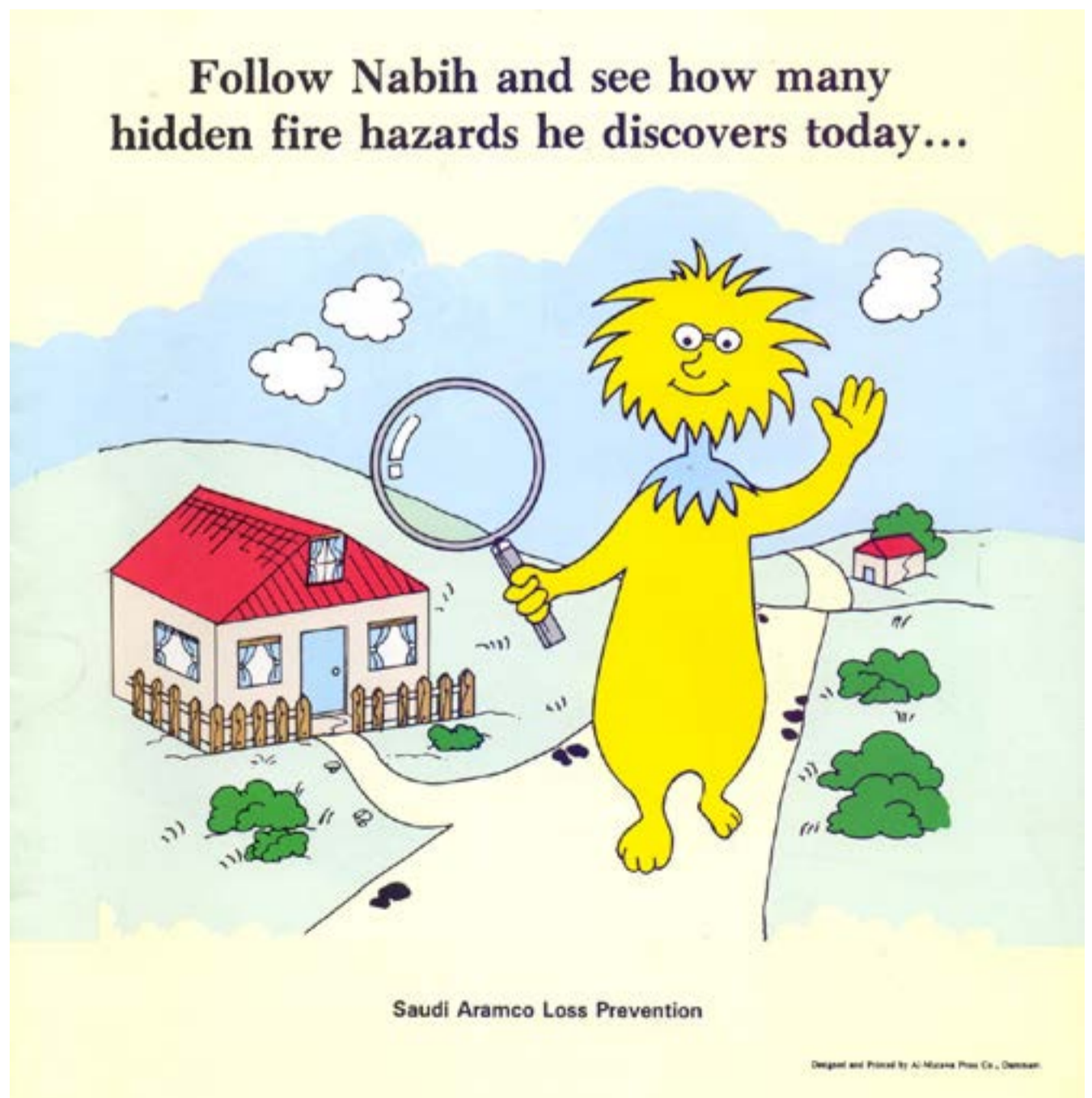
منع الحوادث في أرامكو السعودية
الطبعة الثانية - ١٩٩٤م

Dimensions: 26 cm x 14 cm.





Dimensions: 21.5 cm x 14 cm.



Dimensions: 21.5 cm x 21.5 cm.

The Careful Cat and Careful Kids



Coloring Book

Dimensions: 28 cm x 21.5 cm.

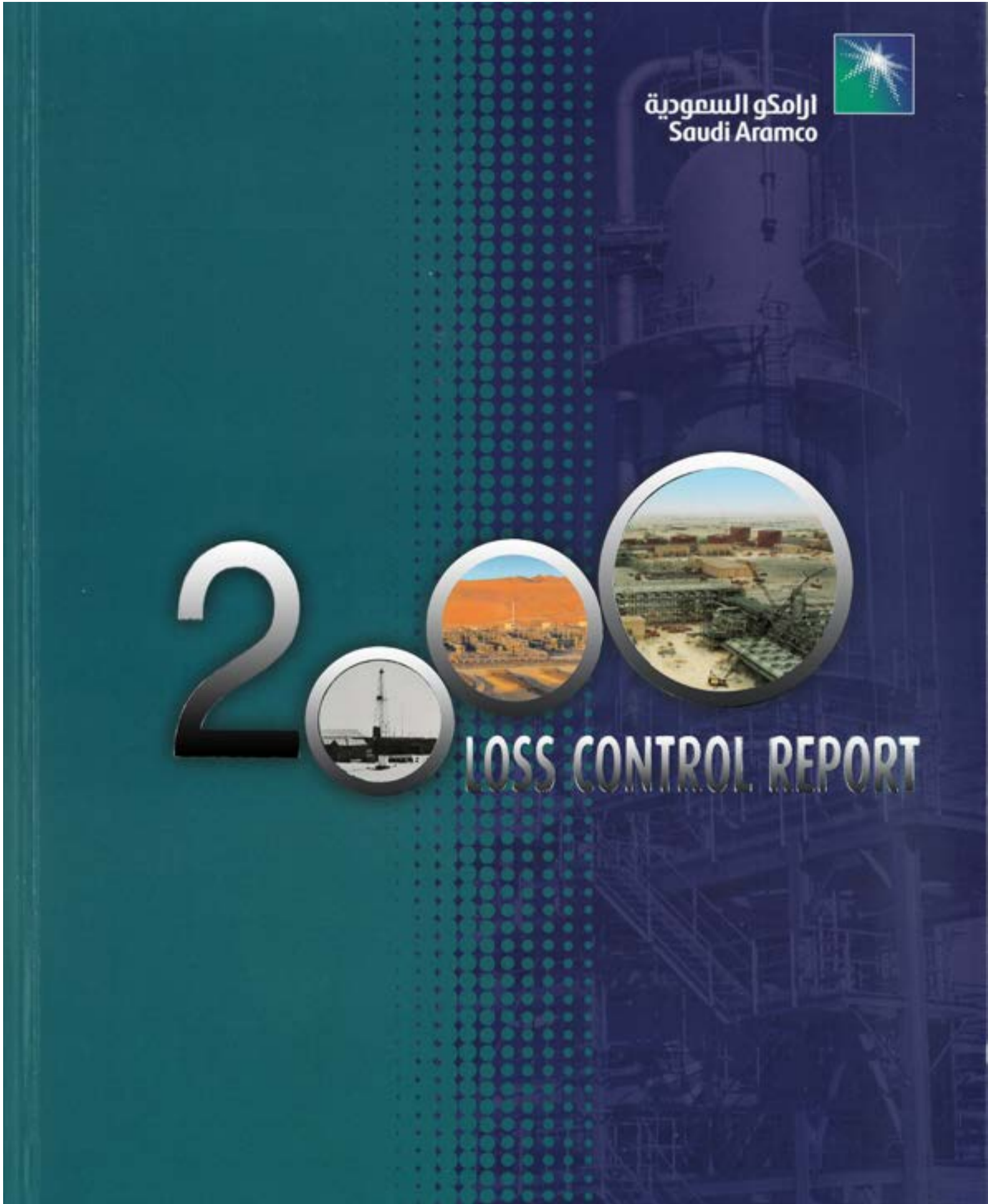
Follow my lead

Safety education for children took on new impetus in the company during the 1990s, with a plethora of books and stationery being produced, such as school book covers, rulers, stickers, and keyrings. These efforts focused on two main topics – home fires and road safety. Enduring characters of this decade created for children in the community, began with Careful Cat, including a short movie filmed in Dhahran, and continued with Beepo the smoke detector, and Nabih the fire inspector.

20



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Past, present, and future

Loss Control Report, 2000

In 2000, Saudi Aramco revamped its corporate identity and adopted a new logo. The cover of the year's *Loss Control Report* encapsulates this new identity with the logo at the top right. The report's cover blends from dark blue to teal through the brand's familiar grid of spots, and is overlaid on a photo of a refinery, symbolizing the integrated depth of the company's operations. Safety rises out of this in the silver embossed lettering and title of the report, while the three zeros act as windows for the past, present, and future of Saudi Aramco.

Dimensions: 28 cm x 21.5 cm.

In the final years of the 20th century Saudi Aramco commissioned an independent study to benchmark its safety practices and procedures against those of its industry peers. The findings suggested that while the company's safety performance was good, its systems had begun to slip and needed to be updated with the latest concepts, such as behavior-based safety and process safety management.

No time was wasted in implementing drastic enhancements to reshape the way in which safety was addressed at all levels throughout the company, in what became known as the "Loss Prevention Improvement Project." As Abdallah Jum'ah, Chief Executive Officer at the time, stated in his *Loss Control Report* message in 2001: "To implement a progressive loss prevention system, the company began revising its safety incentive program – first formalized in the 1980s – away from measures of consequence, such as loss statistics, to measures of control that proactively assess management systems."

Jum'ah reiterated the importance of these changes the following year by stating: "We need to place greater emphasis on proactive approaches to managing safety ... I expect the company will experience a subtle but important shift in its corporate safety culture. I see this emerging culture as more mature, characterized by a strong sense of personal responsibility and accountability for safety as each employee accepts ownership of the safety process."

These changes came at a turbulent time in global markets with the price of oil rising steadily, from around \$25 a barrel early in the decade to a peak of almost \$150 a barrel during the 2008 Global Financial Crisis. As prices approached their peak, fears rose of an emerging energy crisis, but these were short-lived as the economic crisis led to recession, and by 2009 oil prices had stabilized at around \$70 a barrel with supply concerns having all but disappeared.

Khalid A. Al-Falih, who became Chief Executive Officer in 2008, said that the year had been "an extremely volatile year for the global petroleum industry ... Saudi Aramco faced the dual challenges of continuing to grow in scope and complexity while at the same time working to adjust to more demanding market conditions." In his introductory message for the *Loss Control Report* he said that "our efforts were directed toward strengthening our company's safety culture to empower everyone to be safety conscious, focus on safe behavior, and most importantly, accept personal responsibility for their own safety and that of their colleagues in the workplace."

This was a period of substantial investment and expansion of Saudi Aramco's operations, both in the Kingdom and around the world. Speaking at the launch of the new Saudi Aramco starburst corporate logo in 2000, Jum'ah told employees that "this energy burst represents ... our company's commitment to meet the energy needs of the world." This commitment was put to the test during the decade, and took on a different dimension as Saudi Aramco formed joint ventures for domestic exploration, as well as international operations in regions including the U.S., South Korea, and Malaysia, among others. Between 2000 and 2010, 18 new oil fields and 11 new gas fields were discovered.

There was also a noticeable boost in capital spending from 2005 onward, which led to facilities being able to boost sustainable production capacity of crude oil to almost 12 million bpd. From the first crude oil increment project at Shaybah, in the middle of the Rub' al-Khali desert, in 1998, the company completed an unparalleled roster of projects, adding more than 3.8 million bpd of production capacity, and more than 6.3 billion standard cubic feet per day of raw gas processing capacity by 2010.

In addition to expanding its global presence and building on its relationships to ensure reliability of supply, Saudi Aramco was also implementing a world-class safety system, moving away from the use of accident and injury statistics to measure safety performance levels, and instead focusing on safety management and enhancing its safety culture.

This approach was elaborated on in the 2003 *Loss Control Report*, which noted: "Emphasis is placed on risk-based management approaches ... Risk-based safety management identifies hazards, analyzes the risks associated with these hazards in terms of both consequences and likelihood, and assesses measures to control these risks."

This shift in focus was subtly manifested in a number of ways through information communicated by the Loss Prevention Department. In 2001, the *Manager's Monthly Safety Packet* was renamed as the *Monthly Safety Packet*, with the change to a more egalitarian title being a sign of the changing nature of safety management across the company, and a focus on taking individual responsibility for actions instead of simply following orders. In June of the same year, the *Monthly Safety Packet* stopped carrying its regular feature of "Safety Milestones."

Previously, this feature had listed accomplishments such as "1 Million accident-free kilometers" and "2 Million IDI-free Man-hours." This signalled a shift in that safety was no longer measured by avoiding accidents, but instead rewards were adapted to reflect a more proactive approach, whereby safety was measured holistically, making it part of an environment to be nurtured rather than achieved by a prize. The articles in the *Monthly Safety Packet* continued to contribute to building this environment until its final edition in December 2006, when it was decided that the Loss Prevention website was a more effective medium for sharing information previously included in the *Packet*.

The most significant manifestation of the new approach was the launch of the *Safety Management System (SMS)* in 2005. In effect, this system replaced the *Corporate Loss Prevention Manual*, first released in 1982, which was designed as a pocket book with a durable plastic cover and pages bound together with screws. This manual was a guide for managers to ensure a comprehensive system of safety rules was in place and being followed. In contrast, the SMS was designed as a foundation for a sustainable safety culture, of which rules formed a single part. As Jum'ah explained in his preface to the 2005 *Loss Control Report*, the new system defined a broad set of safety program elements emphasizing proactive approaches to safety management. "Our leadership in safety performance translates into business success," he said.

The enhancements made as part of the Loss Prevention Improvement Project were incremental, with many small initiatives contributing to a more solid safety foundation. In 2001 the monthly Loss Prevention quiz was launched on the LPD website, drawing thousands of entries. This quiz is still held every month and continues to draw interest from thousands of employees across the company. In 2002, scaffold tags were introduced, implementing a system whereby only scaffolding structures that bore a tag, and had been inspected and approved for use, could be accessed by workers.

In 2007, the company hosted its first ever Process Safety Technical Exchange Meeting. This brought together management and process safety professionals from companies throughout the region to enhance understanding, share best practices, and promote risk assessment methodologies. The event was a great success and has been hosted biannually ever since, with it being renamed the Saudi Aramco Process Safety Conference in 2018.

In 2008, the *Safety Handbook* was launched, which brought together a core set of basic safety rules for everyone in the company. At the time of launch, it was described as "a departure from traditional safety manuals in several ways. For the first time it gathers Saudi Aramco's minimum safety standards into a single document. It applies to all employees not just operations employees, and is useful in every area from office safety to fall protection, from electrical safety to vehicle safety."

All of these developments were part of a wider trend to build an increased awareness of safety. In the second *LP Newsletter* of 2000, an article about bringing new facilities online noted that "the process is just one more illustration of the fact that safety doesn't just happen by chance. Every safe day in Saudi Aramco is the result of the combined efforts of many employees working to make safety happen."

This idea of a collective contribution to safety was expanded in the third *LP Newsletter* of 2000: "Safety in Saudi Aramco is a system; many different components work together to produce a target result ... Even if you think your part in Saudi Aramco's overall safety system is small, it's not. Each component is vital in the overall interdependent safety system. And because of each contribution, we're all safer."

نظام بطاقات العمل على السقالات في أرامكو السعودية Saudi Aramco Scaffold Tagging System



البطاقة الحمراء

رقم التخزين في نظام ساب في أرامكو السعودية 117277-1000.
توضح أن السقالة لم يتم فحصها أو أنها غير
مأمونة الاستخدام (أي شخص آخر غير عمال تركيب
السقالات).

Red Scaffold Tag

Saudi Aramco Material Supply SAP # 1000123277.

Indicates the scaffold has not been inspected or is not safe for use (by anyone other than the scaffold erection craftsmen).



البطاقة الخضراء

رقم التخزين في نظام ساب في أرامكو السعودية 117290-1000.
توضح أن السقالة مكتملة وتم فحصها وأنها
مأمونة الاستخدام في وقت الفحص.

Green Scaffold Tag

Saudi Aramco Material Supply SAP # 1000123290.

Indicates the scaffold is complete, has been inspected, and is safe for use at the time of inspection.



البطاقة الصفراء

رقم التخزين في نظام ساب في أرامكو السعودية 117292-1000.
توضح أن السقالة قد تم فحصها ولا يمكن
استخدامها إلا من قبل الأشخاص الذين يستخدمون
أحزمة الوقاية الشخصية الواجبة من السقوط بما
فيها أحزمة وقاية كامل الجسم وأربطة التعليق.

Yellow Scaffold Tag

Saudi Aramco Material Supply SAP # 1000123292.

Indicates the scaffold has been inspected and may be used only by workers wearing a properly anchored personal fall arrest system, including a full body harness and lanyard.

Important Instructions:

- Never use a scaffold less than 6 m (20 ft) tall unless it has been inspected by the Supervisor of the Scaffold Erection Crew. The Scaffold Supervisor must sign the green or yellow scaffold tag before the scaffold can be used.
- Never use a scaffold over 6 m (20 ft) tall unless it has been inspected and the scaffold tags have been signed by both the Supervisor of the Scaffold Erection Crew and a qualified Scaffold Inspector.
- Never use a scaffold when the red *do not use scaffold* message is showing or if the date of the next inspection written on the scaffold tag insert has passed.



أقلام الكتابة الخاصة
اسماء رقم 117296-1000
Permanent Marker Pens
SAP # 1000123296

تعليمات هامة:

- لا تستعمل أية سقالة يقل ارتفاعها عن 6 أمتار (20 قدماً) لم يفحصها رئيس فريق تركيب السقالات بحسب أن يوقع رئيس فريق تركيب السقالات على بطاقة السقالة الخضراء والصفراء قبل بدء استخدام السقالة.
- لا تستعمل أية سقالة يزيد ارتفاعها على 6 أمتار (20 قدماً) ما لم تفحص وتعمل بطاقة موقعة من قبل رئيس فريق تركيب السقالات ومفتش السقالات المفوض.
- لا تستعمل أية سقالة تحمل لافتة "لا تستعمل السقالة" باللون الأحمر أو إن كان تاريخ الفحص التالي قد انقضى.

للمزيد من المعلومات يرجى الاتصال بمكتب منع الخسائر في منطقتك أو زيارة موقع منع الخسائر على الإنترنت
FOR MORE INFORMATION, PLEASE CONTACT YOUR AREA LOSS PREVENTION OFFICE OR VISIT
THE LOSS PREVENTION INTRANET SITE AT lp.aramco.com.sa

منع الخسائر طبعة خاصة يونيو 2002
Loss Prevention, Special Edition, June 2002



Scaffold tagging

Working at heights, June 2002

In 2002, scaffold tags were introduced by Saudi Aramco to control access to scaffolding structures. This special poster from June 2002 sets out instructions on the new system.

Dimensions: The posters in this chapter measured approximately 58 cm x 43 cm.



First prize

Road safety – defensive driving, March 2001

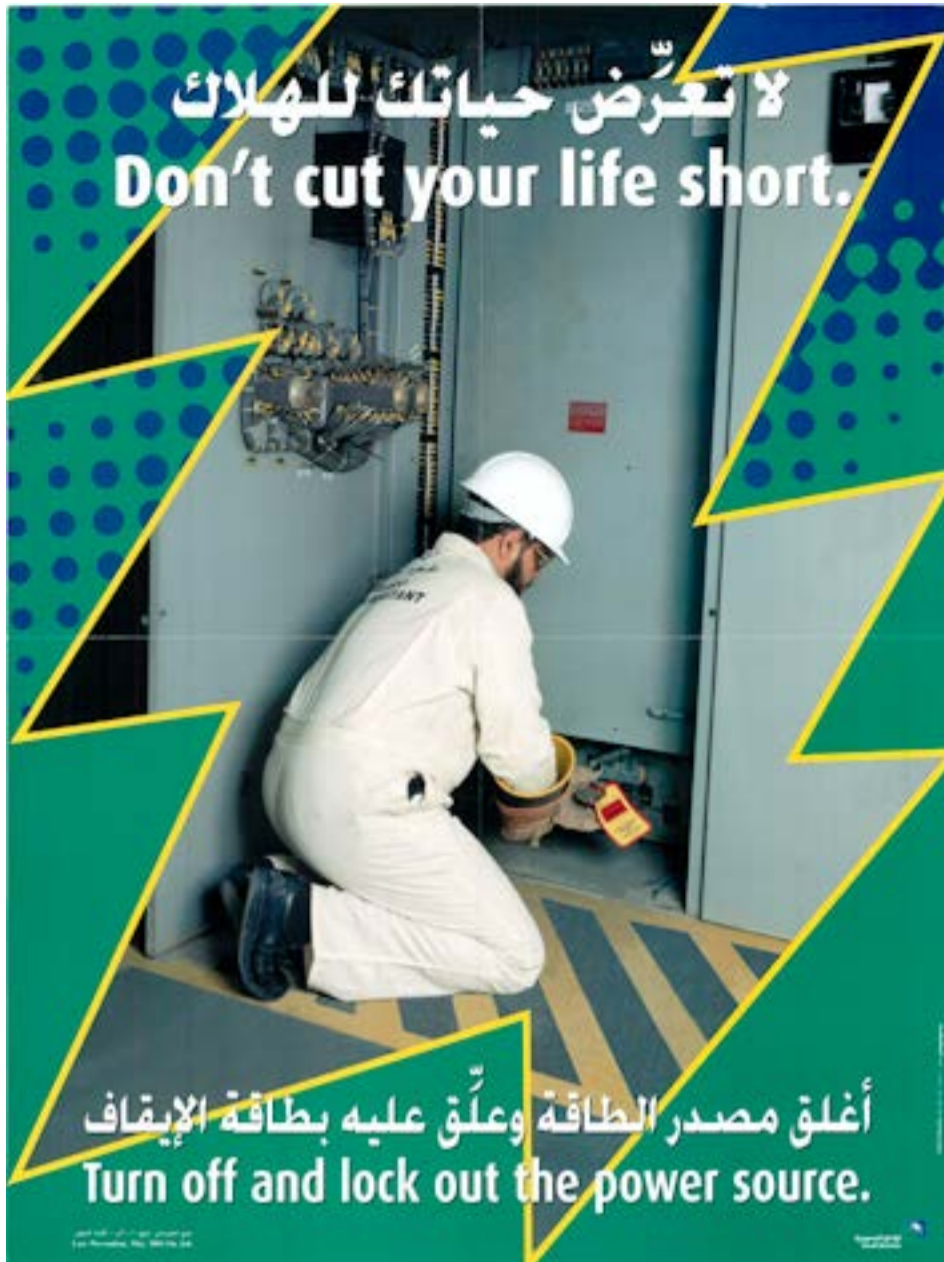
This poster was awarded first prize in an annual media competition held by the American Society for Industrial Security International, a U.S.-based organization. It is a reminder of the company's early realization of how mobile phones can be a deadly distraction on the road.



Planting the seeds

Road safety – education, March 2001

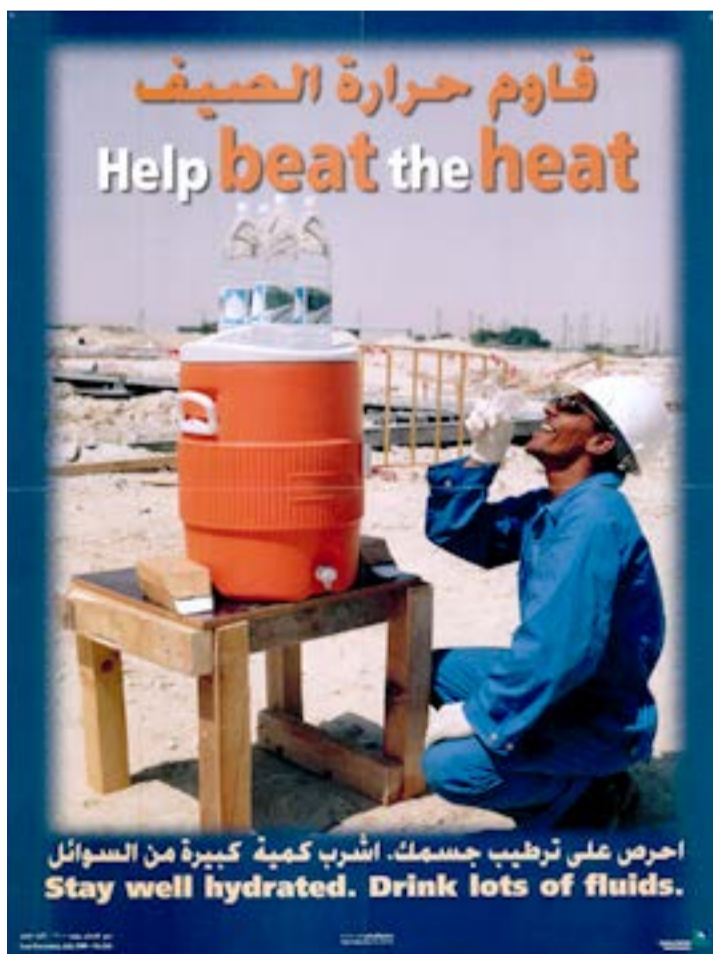
Multiple elements in this GCC Traffic Week poster draw attention to the importance of schools in planting the seeds of a safer society. This class of students looking out at the viewer from within the outline of a stop sign adds a third dimension to the poster. The learning process is illustrated at the top, with a busy highway fading into the background below; but it is the students in the center that engage the viewer with an unspoken plea to stop unsafe road behaviors.



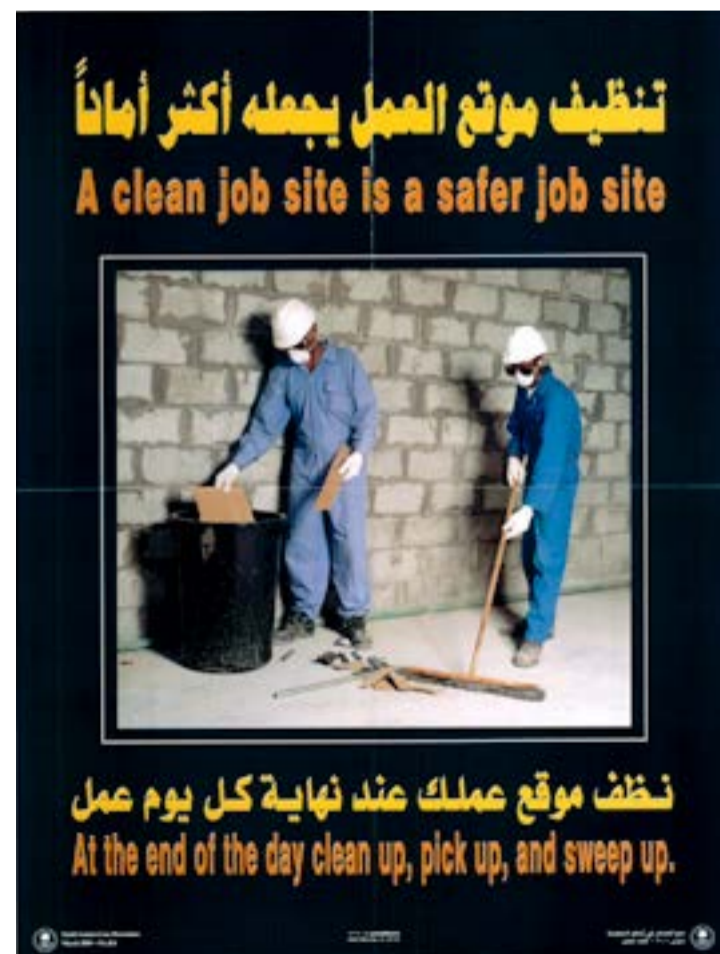
Lockout/tagout

Electrical hazards, May 2001

The use of a lightning bolt to frame a worker at an electrical installation highlights the importance of using the lockout/tagout system to ensure power sources are switched off before work begins. The background to the lightning bolt, in the new corporate colors adopted a year before, uses the transformational grid of spots to signify how safety underlies the company's business, and that safety and Saudi Aramco are synonymous. This visual technique was used intermittently on safety posters until the company's rebranding in 2015.



Safe in the sun | July 2000



Good housekeeping | March 2000

دراجات الأطفال (سكوتر) ظاهرة جديدة

لكن استخدامها داخل المتاجر يعتبر حتماً ظاهرة خاطئة

Scooters might be "in" but riding them
in stores is definitely "out."



ارتد معدات الوقاية الشخصية دائماً.

واستخدم دراجتك في مناطق مأمونة

Always wear your personal protective equipment,
and ride your scooter in safe places.



خطر استخدام ألواح التزلج الكهربائية hoverboards have a hidden hazard.



Hoverboards pose a serious fire risk.

No hoverboard has been independently certified for electrical safety.

تتسبب ألواح التزلج الكهربائية في نشوب الحرائق

ليس هنالك نوع معتمد من أي جهة اختيار مستقلة تفيد بأن ألواح التزلج الكهربائية لا تتسبب في أخطار كهربائية

يمنع استخدام هذا النوع من ألواح التزلج في جميع مرافق أرامكو السعودية وأحيائها السكنية
They are banned in all Saudi Aramco facilities and communities.

أبريل 2016 - خارج العمل
April 2016 Off-Job

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Recreational safety | April 2016

Popular hazards

Recreational safety, June 2001

Scooters were a top selling toy in 2000, and grabbed the popular imagination of children and urban commuters around the world. In fact, the fad was so popular in Saudi Aramco communities that a poster (on the facing page) was issued to remind users that scooter use indoors in places such as supermarkets was not "in." This poster serves a dual purpose with the child also using full personal protective equipment for the activity.

A similar poster was produced 15 years later, in April 2016, when a hoverboard craze led to similar widespread use. This time, however, the hazard was not only focused on use in busy areas, but also the possibility of batteries bursting into flames.

احرص على تسجيلهم بدورات تدريبية لتعلّم السباحة تحت إشراف مدرب محترف.

Protect your children from drowning. Enroll them in swimming classes offered by a professional.

احرص من المخطوطة حول برامج تعلم السباحة المتعلّم على مكاتب الترفيه في منطقتك.
For information on classes offered, call the Recreation office in your area.

مركز الترفيه
Recreation Center
100, P.O. Box 100, 100, 100

Water safety | July 2005

عند استخدام الأدوات اليدوية، ارتد دائماً معدات الوقاية الشخصية المناسبة.

When operating hand tools, always wear the correct personal protective equipment for the job.

مركز الترفيه
Recreation Center
100, P.O. Box 100, 100, 100

Hand tools | November 2002



Photo opportunity

Home safety, January 2002

Photos were first used on Aramco safety posters in the mid-1970s to show the devastating effects of accidents. The photos were of a car that had been involved in a head-on collision (November 1975, on page 177) and a crane that had fallen over, resulting in a fatality (January 1976). The first photos of people used on a poster appeared later that same decade (December 1979, on page 196). From the late-1980s, the use of photos became the norm with these photos almost always being male, or children in the case of off-the-job safety messages.

This gradual introduction of the use of photographs on safety materials can be explained by cultural sensitivities, and more specifically the concept of aniconism in Islam, or the avoidance of images of living beings in Islamic art. Where Islamic art uses calligraphy and geometric designs, the designers of Saudi Aramco's safety publications had to rely on drawn representations of men to ensure that the message was clearly communicated. As the technology for photography, such as instant cameras, became widely available and images became regularly broadcast through newspapers, magazines, and television, so their use in company publications was embraced. This poster from January 2002 is one of the first to use a photo of a woman in a company safety publication.

امنع حوادث الصدمات الكهربائية
Prevent electrical shock.



اتبع دائماً الإجراءات الصميعة عند العزل والإغلاق ووضع بطاقات الإيقاف، حسب بند التعليمات العامة في أرامكو السعودية رقم ١٢-٦ «العزل والإغلاق واستخدام بطاقات الإيقاف»

Always follow proper isolation and lockout and tagout procedures as per General Instruction (GI) 6.012, *Isolation, Lockout, and Use of Hold Tags.*

© 2003 Saudi Aramco
 All Rights Reserved. May 2003 - 100 00



مفسلة طوارئ العينين:
وسيلتك الأولى لإزالة أية أجسام غريبة من عينيك

The emergency eye wash station:
Your first tool for removing any foreign object from your eyes.

© 2005 Saudi Aramco
 All Rights Reserved. December 2005 - 100 00

إرامكو السعودية
 South Aramco



المعادن المعرضة لحرارة الشمس قد تسبب لك الحروق في فصل الصيف. احم نفسك بلبس القفازات والملابس الواقية

In the summer, exposed metal can get so hot that it can burn you. Protect yourself by wearing gloves and protective clothing.

مع الحفاظ على سلامة
San Francisco, July 2003 - 10-18



يجب أن يكون ارتفاع الشوكات عن سطح الأرض بين ١٥ - ٢٥ سنتيمتراً (٦-١٠ بوصات).

Forks should be between 15 to 25 cm (6 to 10 in) above the ground.

أثناء نقل المواد، إبق الأحمال عند مستوى منخفض

When transporting material, keep loads low.

مع الحفاظ على سلامة
San Francisco, December 2001 - 10-18

ستظل مريم تنتظر لكن أباه لن يعود للبيت مرة أخرى

Mariam may be waiting, but her father will never come home again.



لقد كان أحد ضحايا حوادث المرور لعام ٢٠٠٣ (١٤٢٤هـ) البالغ عددهم ٤,٢٩٣ متوفى

He was one of the 4,293 who died in traffic crashes during 2003 (1424H).

لنضع حداً لحوادث المرور!
Stop traffic crashes now!

Emotional tactics

Road safety – defensive driving, March 2005

The changing attitude to safety messaging in the new century can be seen in the methods used in the GCC Traffic Week posters from 2005. Road safety messages from the previous century had largely been about following the rules of the road to avoid death. The company was moving away from the use of accident statistics to measure safety, and so too did messaging about traffic safety move away from shock tactics to more subtle and engaging posters.

The three posters on these pages appeal to emotion and empathy, self-preservation, and a sense of personal and national pride to encourage safe driving. The girl staring out of the window (in the poster on the left), waiting vainly for her father to come home, is a silent plea to spare one's own family the trauma that this girl and her father suffered. Three images of the aftermath of accidents are placed next to startling statistics (below) of traffic collisions in the Kingdom to underscore the message that this could happen to anyone. The final poster (on the facing page) is a call to take courtesy onto the road. However, more than simply being a personal effort, it makes the appeal one of national pride by referring to "Arab hospitality", showing the welcoming attitude in the home being carried seamlessly onto the streets.

These methods continued to be used in various ways in traffic safety posters as part of the company's broader transition to addressing safety by managing and controlling risks instead of simply demanding adherence to rules.

في عام ٢٠٠٣ (١٤٢٤هـ) بلغ عدد حوادث المرور ٢٦١,٨٧٢ حادثاً
In 2003 (1424H) there were 261,872 traffic collisions

تسببت في ٤,٢٩٣ حالة وفاة
causing 4,293 deaths

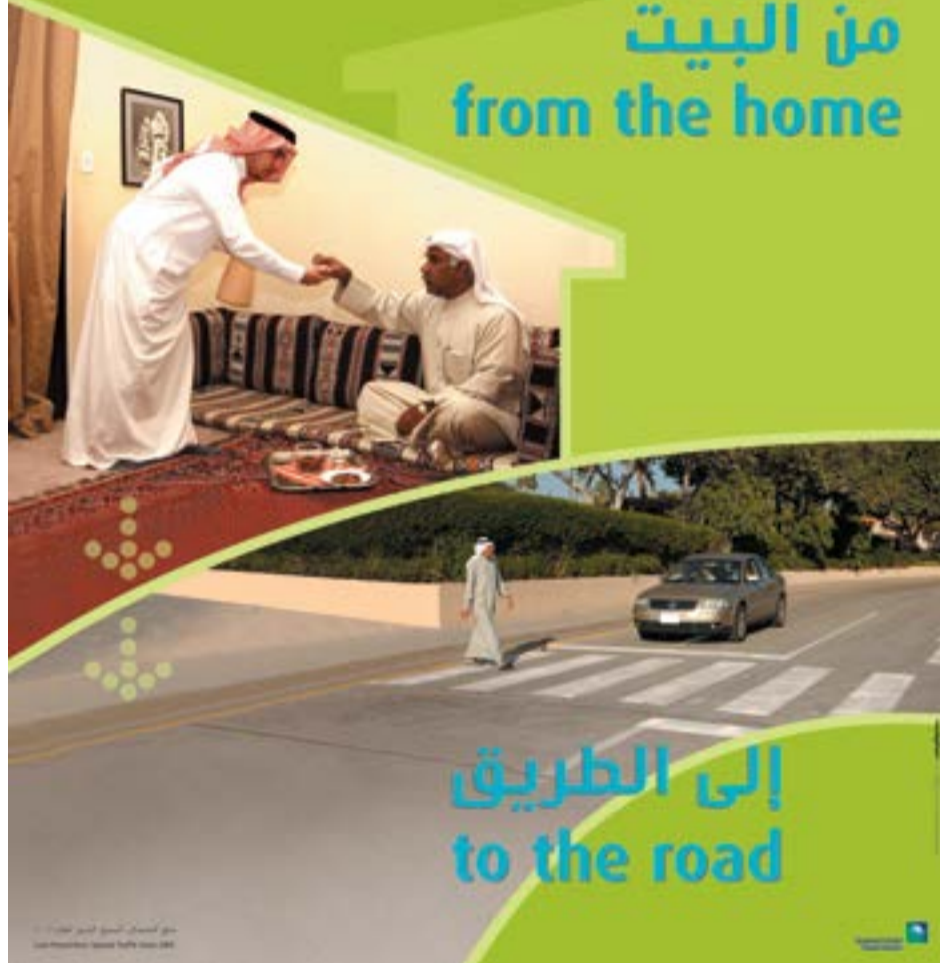
و ٣٠,٤٣٩ إصابة
and 30,439 injuries.

لنضع حداً لحوادث المرور!
Stop traffic crashes now!



انقل الكرم والذوق العربي
Extend the famous Arab hospitality
and courtesy

من البيت
from the home



إلى الطريق
to the road

يمكن تجنب آلام الظهر.
 احرص على تحسين وضع جسمك.
**Back pain is preventable.
 Improve your posture.**

الوقوف
Standing

الجلوس
Sitting

النوم
Sleeping

الرفع
Lifting

منع الإصابة بآلام الظهر
 Loss Prevention, Special Issue December 2006
 Back Safety Campaign 2006 - 1431
 حملة التوعية من إصابات الظهر 1431 - 2006
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أرامكو السعودية
 Saudi Aramco

أيًا كانت وسيلة نقل أطفالك إلى المدرسة ...
No matter how your children get to
school ...



تأكد من وصولهم سالمين
Make sure they get there safely!

موقع المشاة - شارع العين
Site Presentation, September 2006 - Off Job ©Copyright 2005, Saudi Aramco

الأسكو والبنجول
Saudi Aramco

نحن فريق ملتزم بالسلامة المرورية.
We are committed to traffic safety.



كن من الفريق الفاز.
Join our winning team!



الالتزام فيه الأمان! Safety is a commitment!

شركة أبوظبي للتأمين
Abu Dhabi Insurance Company PJSC

شركة الإمارات للتأمين
South America

It's up to you | March 2006

امرض على تحسين صحتك وانعم بالسعادة.
اجعل اللياقة البدنية جزءاً من حياتك
اليومية.



Improve your health and happiness.
Make fitness part of your daily life.

شركة أبوظبي للتأمين
Abu Dhabi Insurance Company PJSC

شركة الإمارات للتأمين
South America

Mental health | June 2007

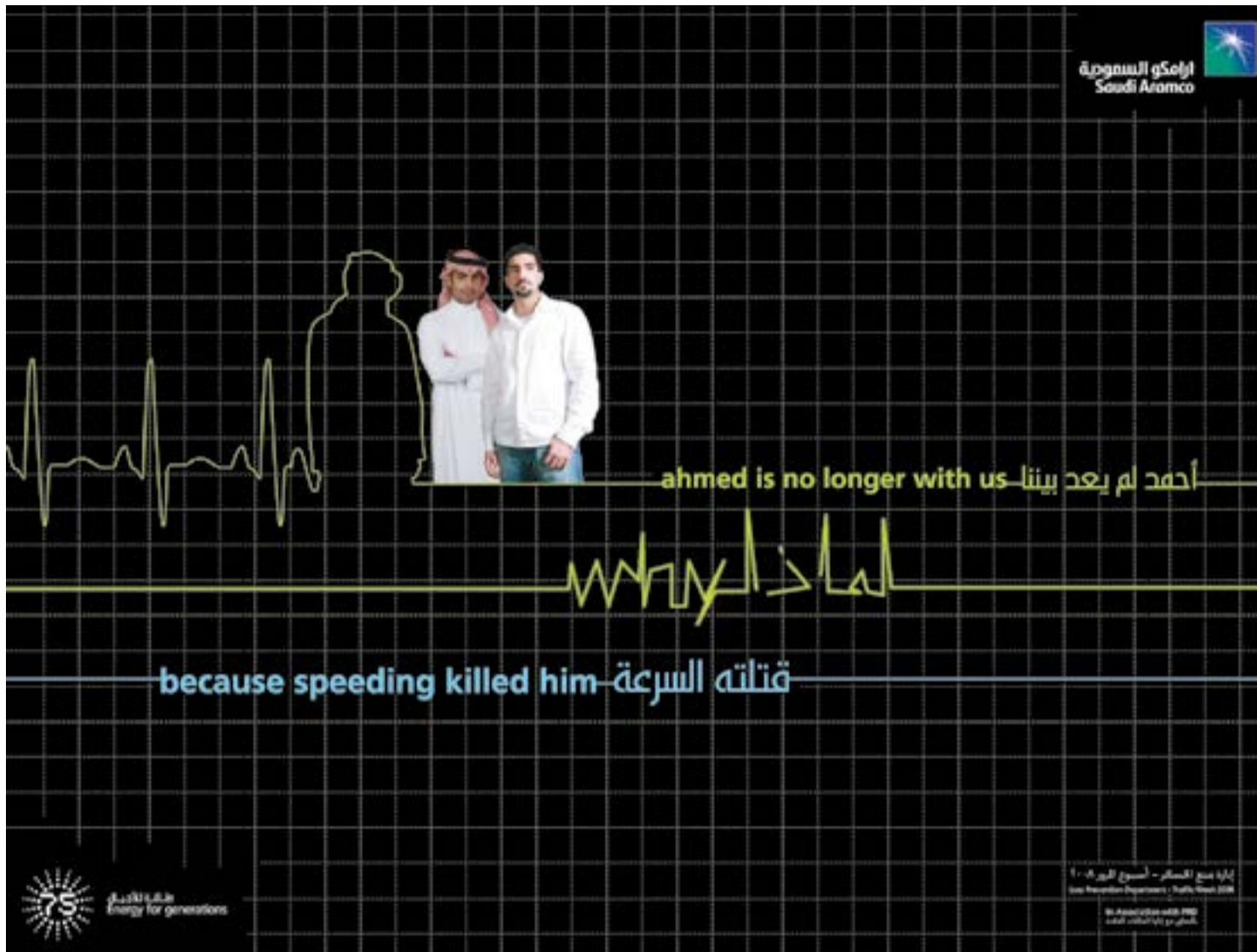
عند ممارسة رياضة المشي أثناء الليل:

- ✓ اجعل الآخرين يرونك، ارتد ملابس زاهية ومواد عاكسة للضوء.
- ✓ سرف في الأماكن المخصصة للمشاة

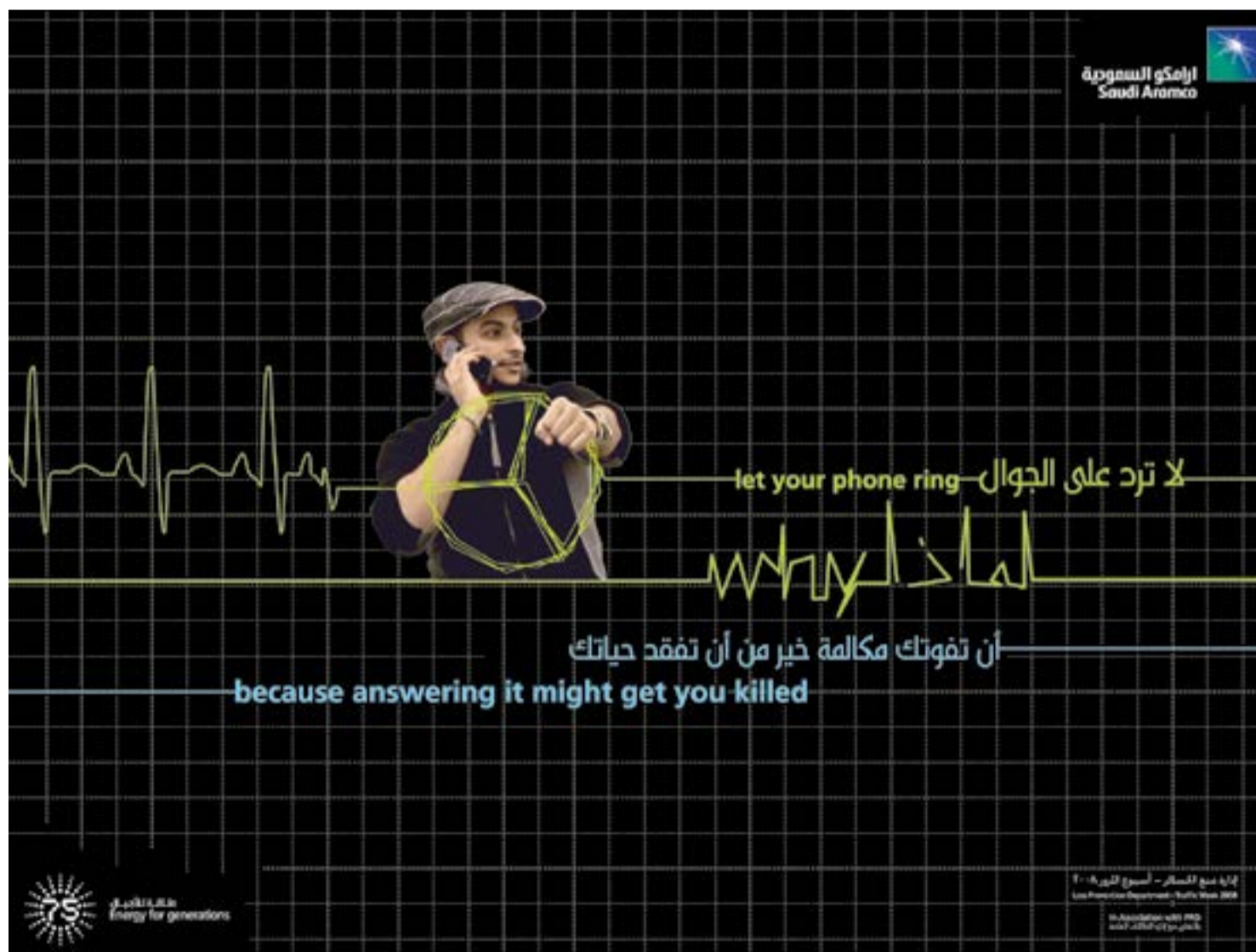
When walking at night

- ✓ Be visible, wear bright clothing and/or a reflective item
- ✓ Walk in designated walking areas

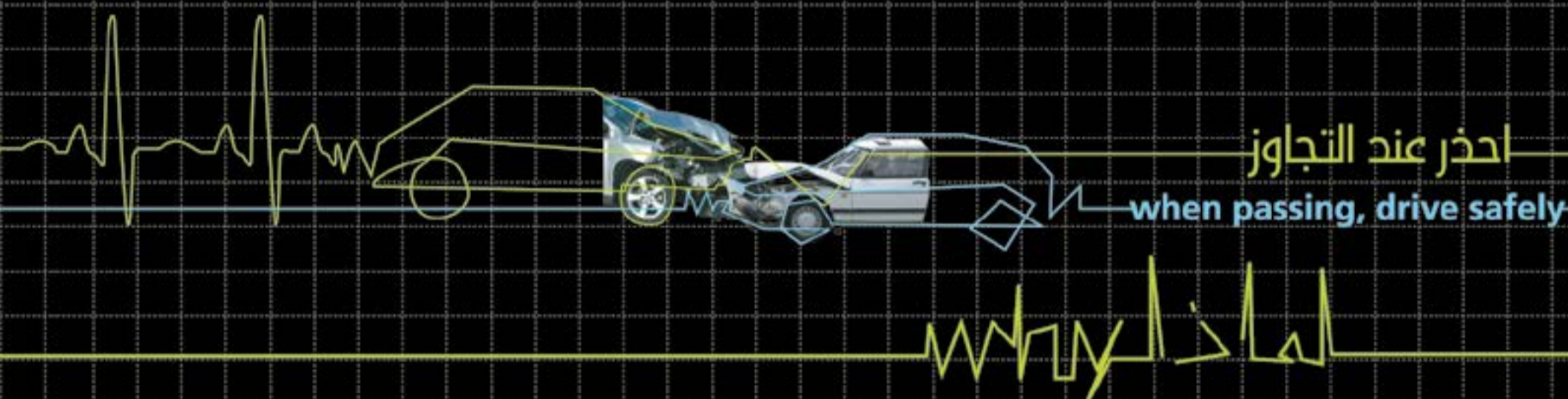




Road safety – speed | March 2008



Road safety – defensive driving | March 2008



لأن التجاوز الخاطيء قد يكلفك حياتك و حياة الآخرين
because wrong overtaking kills

From the heart


GCC Traffic Week, March 2008

The variety and frequency of posters, as well as other publications, focused on road safety was an indication of the importance this topic had been given, and continues to command, in Saudi Aramco's dedication to making safety a part of daily life in the Kingdom.

This set of posters from the 2008 GCC Traffic Week event is a striking example of the creative efforts spent on keeping the topic of road safety engaging, while also ensuring that it remained fresh and noticeable. A number of different design elements are successfully combined in these posters. The perpendicular grid, signifying the order imposed by an organized road network, is disrupted by the lines emulating a heart rate monitor that merge with prominent causes of road accident deaths – overtaking, not wearing seat belts, and distracted driving. The monitor line recommends best practice with a flat line, implying an absence of life, asking "Why?" in both English and Arabic, before providing an answer.

The different fonts, with the text "Why?" itself being both words and an image, divides the posters horizontally, disrupting the natural flow of the gaze. The displaced images, torn out of their normal context and disrupting the order of the posters, emphasized how failing to follow rules of the road can have tragic consequences.

كن أكثر حذراً أثناء القيادة
في شهر رمضان المبارك
Be extra cautious when
driving during Ramadan




سق بطريقة وقائية
DRIVE DEFENSIVELY

مع المصنّع أسبتمبر 2011 - حراج العمل
Loss Prevention, August 2011 - Off Job

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1996

ملكك توقي المزيد من العذر مند
السياسة أننا، شهر رمضان
Take Extra Care when Driving
this Ramadan



Always be alert for the road.
If you become drowsy ...

- Pull over safely and rest.
- Stretch when safely away from traffic.
- If you can, take a taxi or share a ride.

كن مستعداً للطريق.
إذا غلبك النعاس ...

- أخرج عن الطريق بأمان واسترح لبعض الوقت.
- مارس تمارين تمديد الجسم حينما تكون بعيداً عن حركة المرور.
- اطلب سيارة أجرة أو اركب مع آخرين، قدر الإمكان.

مع المصنّع أسبتمبر 2009 - حراج العمل
Loss Prevention, August 2009 - Off Job

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الرجل السعودية
Saudi Aramco

2009

Ramadan reminders

During the Islamic holy month of Ramadan, everyday routines are changed to accommodate the daily fast from sunrise to sunset. Fasting fatigue can have a negative effect on drivers, and Saudi Aramco has a long history of raising awareness about this. The time of day when greatest caution is required is just before sunset when people may be rushing to get home for Iftar, the breaking of the fast. As well as practicing defensive driving, and avoiding driving when tired, posters also encouraged a holistic lifestyle that is central to Ramadan.

2011

Make it home safely
لتصل بيتك
أمناً وقت الإفطار

اعط نفسك متسعاً من
الوقت لقضاء رحلتك ولكن
سياقتك وقائية وأمنة.

Allow plenty of time for
your journey. Drive safely
and defensively.



مع المصنّع أسبتمبر 2011 - حراج العمل
Loss Prevention, August 2011 - Off Job

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2012

اجعل يومك متوازناً في شهر رمضان
Balance your day during Ramadan



خطط لأوقاتك جيداً. استرح وتناول كمية كافية من الطعام والشراب
لتنتمكن من أداء مهامك في العمل والمنزل والسياسة بأمان.

Plan your time well. Rest, eat and hydrate appropriately
to carry out work, home and driving tasks safely.

مع المصنّع يوليو 2012 - حراج العمل
Loss Prevention, July 2012 - Off Job

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لا تقد بسرعة وقت الإفطار
مارس عادات القيادة الوقائية دائماً

never speed to break your fast
always practice defensive driving

75

أرامكو السعودية
Saudi Aramco




LP Newsletter

**Offshore Personnel
Transfers** ●●●●

and

- **Weathering the Heat**
- **Elevating Work Platforms**



Number 7
July 2008

The *LP Newsletter* underwent a number of design changes throughout the decade using the company's starburst logo and corporate colors in different ways, becoming more sophisticated while still remaining true to its original purpose – the provision of technical safety information.

Dimensions: The *LP Newsletter*, *Safety Letters*, *Monthly Safety Packet*, *Loss Control Report* and *Panorama* were all printed on letter-size paper approximately 28 cm x 20 cm.



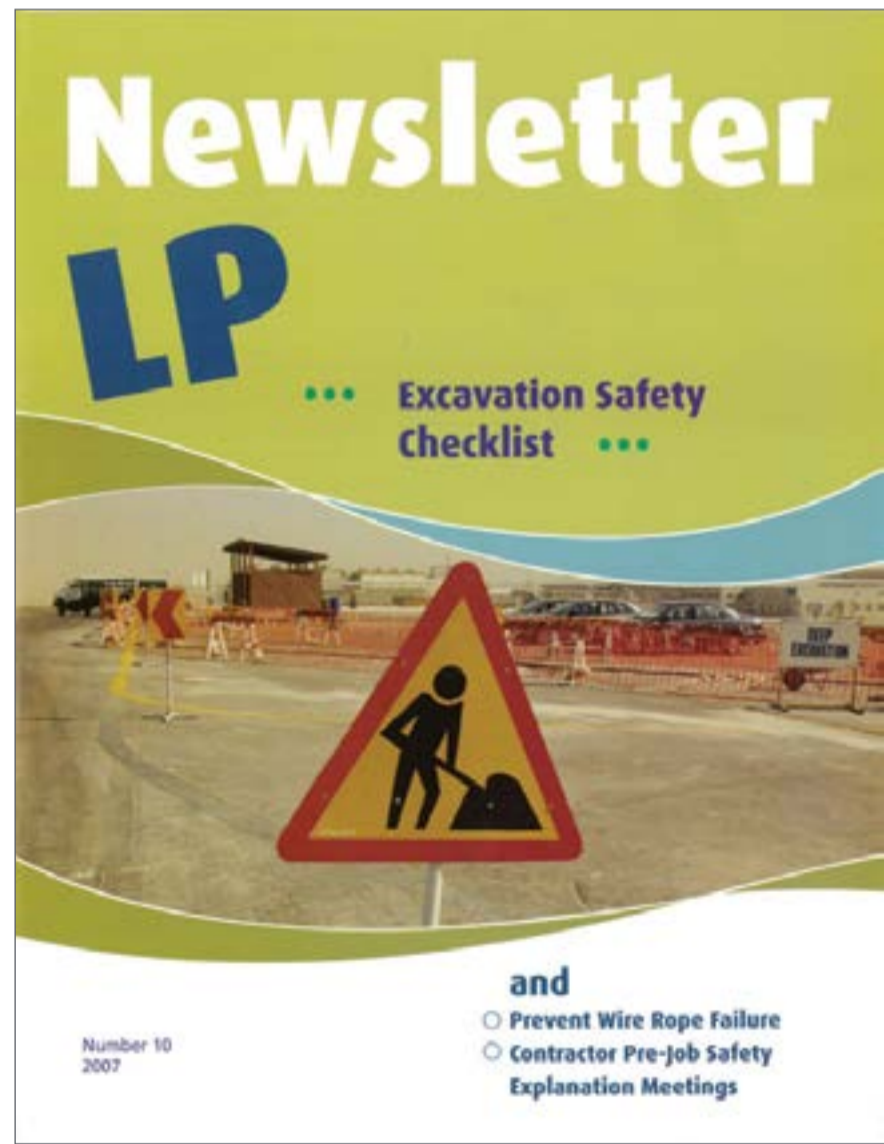
2000



2001



2005



2007

لا تجعل الكهرباء تصيبك بالصدمات!

تأكد أن منزلك مأمون من أخطار الكهرباء عن طريق فحص البنود الواردة في القائمة التالية:

المقابس

افحص المقابس للتأكد من عدم وجود أجزاء مفككة قد تسبب الميخونة الرائدة ونؤدي إلى نشوب حريق. استبدل الأغطية الجدارية المكسورة أو المفقودة وتأكد من وجود أغطية السلامة على جميع المقابس غير المستخدمة التي يمكن للأطفال الوصول إليها. لا تحسّل المقابس بأكثر من طاقاتها بتوصيل عدة أجهزة بمقبس واحد.

الأسلاك

تأكد أن الأسلاك الكهربائية في حالة جيدة غير مهترئة أو متسفة. وتأكد من وضعها بعيداً عن مناطق الحركة المستمرة. تذكر أنه لا ينبغي أبداً تثبيت الأسلاك في الجدران بالمسامير أو الدبابيس، أو ربطها بأشياء أخرى. لا تضع الأسلاك تحت السجاد أو المفرشات أو قطع الأثاث.

أسلاك التمديد

لا تحسّل أسلاك التمديد بأكثر من طاقاتها. وعليك استخدام هذه الأسلاك بصفة مؤقتة فقط. فهي ليست مصممة كمديل دائم لأسلاك التمديد الصنعية.

القوابس

استخدم دائماً القوابس المناسبة للمقابس الموجودة في منزلك. ولا تترع منها الشوكه الثالثة (العارض) لجعلها مناسبة للدخول في مقابس ثنائية الشوكات. لا تحاول أبداً إدخال قابس في مقبس بالقوة إذا لم يكن مناسباً.

فوائد دوائر الأعطال الأرضية (GFCIs)

قد تساعد فوائذ دوائر الأعطال الأرضية في منع حدوث الصعقات الكهربائية. لذا يجب استخدام هذه الفوائذ في جميع المناطق التي يحتمل فيها تلامس الماء مع الكهرباء. اختر فوائذ دوائر الأعطال الأرضية بصفة منتظمة طبقاً لتعليمات الشركة المنتجة للتأكد من أنها سالحة للعمل.

مصباح الإنارة

افحص المصباح الكهربائي لجميع المصابيح في تجهيزات الإنارة للتأكد من أنها الصنعية المناسبة لهذه التجهيزات. وتأكد أن المصباح مثبتة بإحكام. فقد تسبب المصباح غير المثبتة حادثة في حدوث الميخونة الرائدة.

الماء والكهرباء لا يجتمعان

لا تترك أبداً الأجهزة المؤسلة بالكهرباء بالقرب من الماء. إذا سقط جهاز مؤسّل بالكهرباء في الماء، لا تحاول إخراجها. انفصل أولاً مصدر التيار في لوحة المفاتيح، ثم اترع قابس الجهاز إذا كان لديك أحد الأجهزة مبللاً بالماء. فلا تستخدمه حتى يفحصه الكهربائي المختص.

منع الحوادث
رسالة السلامة
السلامة

مايو 2005 - تاريخ العمل

رقم 1719 - 187

Cleanup Is Part of the Job

It doesn't take much for a fire to break in the kitchen. To prevent an injury workplace, a few little things can go wrong in a few seconds. Working conditions in an area are subject to change. Consider your daily routine and think of ways to keep your workplace tidy and safe.

LOSS PREVENTION SAFETY LETTER

Work these habits into your daily routine to help keep your workplace tidy and safe:

- Stack items so that they don't block aisles.
- Move all objects away from stairways where they could be tripping hazards.
- Once you have finished with a tool or a piece of equipment, put it back in its proper place. If you have no designated place for tools, create one.
- Clean up spills immediately. Spills create serious slipping hazards.
- Put trash in the right containers, better yet, separate your trash and place it in designated recycling containers. If there are no trash containers in a convenient location, talk to your supervisor.
- Make sure machinery and tools are clean at the end of each day. Give your equipment a thorough going-over. If you find something damaged or defective, report it immediately and take the item out of service until it is fixed.
- Make sure all materials are appropriately labeled and properly stored. In addition, ensure that the equipment you need for a particular day's work is close at hand. This will save time and effort.

Good housekeeping is everyone's job. Working together to keep things tidy will not only ensure a clean workspace, it will also help to ensure a safe one.

A tidy workplace is a safer workplace.

April 2008 187-1719 187-1719

النظافة جزء من العمل

من أسهل العمل غير المنظم. لا يصعب أبداً نشوب حريق في المطبخ. لمنع إصابة مكان العمل، قد يحدث خطأ بسيط في ثوانٍ معدودة. ظروف العمل في منطقة تتغير باستمرار. فكر في روتينك اليومي وبحث عن طرق للحفاظ على مكان العمل نظيفاً وآمناً.

رسالة السلامة لمنع الحوادث

اتبع هذه العادات في مكان العمل لتجنب الحوادث:

- رتب الأشياء في مكان العمل بحيث لا تكون عائقاً في الممرات.
- انقل جميع الأدوات بعيداً عن الممرات التي قد تكون خطيرة.
- بعد الانتهاء من استخدام أداة أو قطعة معدات، ضعها في المكان المخصص لها. إذا لم يكن هناك مكان مخصص للأدوات، فقم بإنشاء واحد.
- امسح الانسكابات فوراً. فهي تسبب في وقوع أسوأ الحوادث.
- ضع المعدات بعيداً عن الممرات المخصصة لها. بعد الانتهاء من وضع الأدوات المخصصة في الممرات الخاصة بإعداد المنتج الكومبيوتر إذا لم يكن هناك مكان مخصص للمعدات، فقم بإنشاء مكان مخصص للأدوات.
- اترك على نظافة الآلات والأدوات وإزالة قمامات بقايا المعدات في نهاية كل يوم عمل. إذا وجدت شيئاً أو شيئاً آخر منها قوياً أو قوياً، فقم بإبلاغه فوراً حتى يتم إصلاحها.
- تأكد من وضع الأدوات المخصصة بعيداً عن الممرات المخصصة لها. بالإضافة إلى ذلك، تأكد من وضع المعدات التي تستخدمها للعمل في أماكن مخصصة لها. إذا لم يكن هناك مكان مخصص للمعدات، فقم بإنشاء مكان مخصص للأدوات.

النظافة ومسئولية الجميع. العمل معاً للحفاظ على مكان العمل نظيفاً وآمناً. لا يصعب أبداً ضمان مكان العمل فقط. بل يتطلب أيضاً على الجميع العمل معاً.

تأكد من مكان العمل نظيفاً وآمناً

April 2008 187-1719 187-1719

مجموعة السلامة
الشهرية

نولسو ٢٠٠٤ ردمد ١٣١٩-١٨١٠

أفطار الطقس الحار
والوقاية منها

٢ حافظ على السوائل في جسمك

٣ حوادث الانزلاق والتعثر والسقوط
تزداد أخطار التعرض لحوادث الانزلاق والتعثر والسقوط مع كل خطوة تخطوها.

٤ الأمراض التي تسببها الحرارة قد تكون خطيرة
الذين يعملون في الأماكن المكشوفة ويتعرضون لحرارة الصيف يواجهون مخاطر من نوع خاص. حيث
قد ينجم عن الحرارة مخاطر صحية خطيرة، لا سيما في بيئة العمل. قد تؤدي الحرارة إلى الإصابة بالأمراض التي تسببها الحرارة.

٦ أخطار الطقس الحار على السيارات
فصل الصيف هو الوقت الذي يكثر فيه السفر أثناء الإجازات وتكون فيه حرارة الطقس في أوج
ارتفاعها. لذا، احم نفسك وأسرتك من الأخطار التي يسببها الطقس الحار للسيارات.

٧ حادث وفاة بسبب تفكك عجلة شاحنة: دروس مستفادة
شارك زملائك في معرفة التوصيات الواردة في النشرة الصادرة بشأن هذه الحوادث. وذلك من أجل منع
وقوع حوادث مماثلة في منطقتك عملك.

٨ معلومات إضافية

٩ نموذج طلب الفيديو والأفلام بالفاكس

يسمح بإعادة نشر المقالات الواردة في هذه النشرة بشرط الإشارة إلى المصدر. مجموعة السلامة الشهرية وأمانة إدارة صحة العمال في أرامكو السعودية.

2004

After changing its name by dropping the word "Manager" from its title, this bundle of useful safety information for operational environments was discontinued in 2006. As with many other print publications at the time, the logistics of printing no longer made sense when information could be communicated online.

Manager's Monthly SAFETY PACKET

January 2000 South African Loss Prevention Department ISSN 1119-1810

Inspection and Job Planning

Page	Contents
2	Safety Achievement Awards
3	Poison-proof Your Home Follow the steps outlined in this article to protect your children from common substances found in the home that can be poisonous.
4	Crane Safety Cranes are used on many job sites where extended reach and heavy lifting are necessary. With well-maintained cranes, good operating practices, and properly trained operators and supervisors, crane-related accidents can be significantly reduced.
6	Rigging Precautions Rigging a load safely is as important as operating a crane safely. Rigging crews must be aware of and observe the necessary precautions required for a safe lift.
7	Gas Monitor Inspection and Calibration Regularly inspecting and calibrating your equipment is vital to preventing severe injury.
8	Additional Resources
9	FAX Order Form For Videos/Films

Articles may be reprinted without permission, provided Manager's Monthly Safety Packet and South African Loss Prevention are credited.
Page 1

2000

The Monthly Safety Packet August 2002 ISSN 1119-1810

Health and Hygiene

- Does Your Child Need a Booster Seat?**
- Shortcuts Are Risky Business**
Workplace shortcuts are responsible for many serious injuries. Simply put, shortcuts are accidents waiting to happen.
- First Aid Kits**
Make your first aid kit a more effective tool by stocking it with the essential supplies and learning how to use them properly.
- Minor Skin Injuries**
Unless treated promptly, minor skin injuries such as nicks, cuts, scratches, or abrasions can have serious consequences.
- Good Hand Washing**
Good hand washing is the most effective way to prevent infections. Read on to learn how to properly wash your hands.
- Additional Resources**
- Video/Film Fax Order Form**

2002

333

The Monthly Safety Packet December 2006 ISSN 1119-1810

Occupational Hazards

- Anatomy of a Lift**
- Manual Handling Devices**
Use manual handling devices properly to help you move heavy loads safely and reduce the risk of back injury.
- Manual Materials Handling**
Handling material is a task that is all too often taken for granted, with little attention given to the consequences if performed incorrectly.
- Never Ignore a Near Miss**
It is everyone's interest to report a near miss, determine what went wrong and take action to prevent something worse from happening in the future.
- Protect Your Child from Medicine Poisoning**
With the many different types and colors of medicine around today, it is easy to see how a child could mistake medicine for tempting pieces of candy.
- Additional Resources**

Note: This is the last issue of the Monthly Safety Packet. For information on operational safety, visit ip.aramco.com.sa.

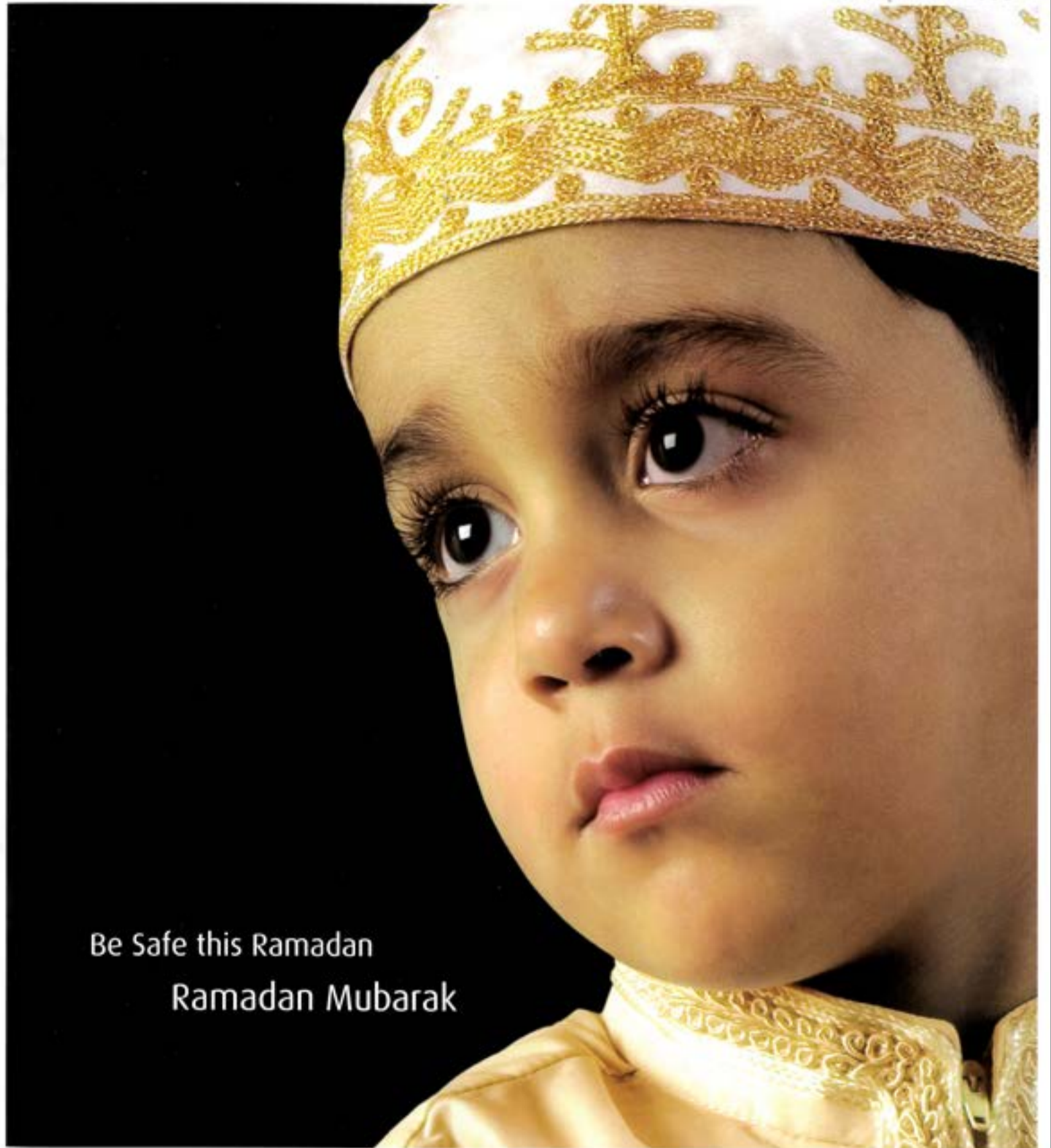
2006

a proactive approach

Panorama

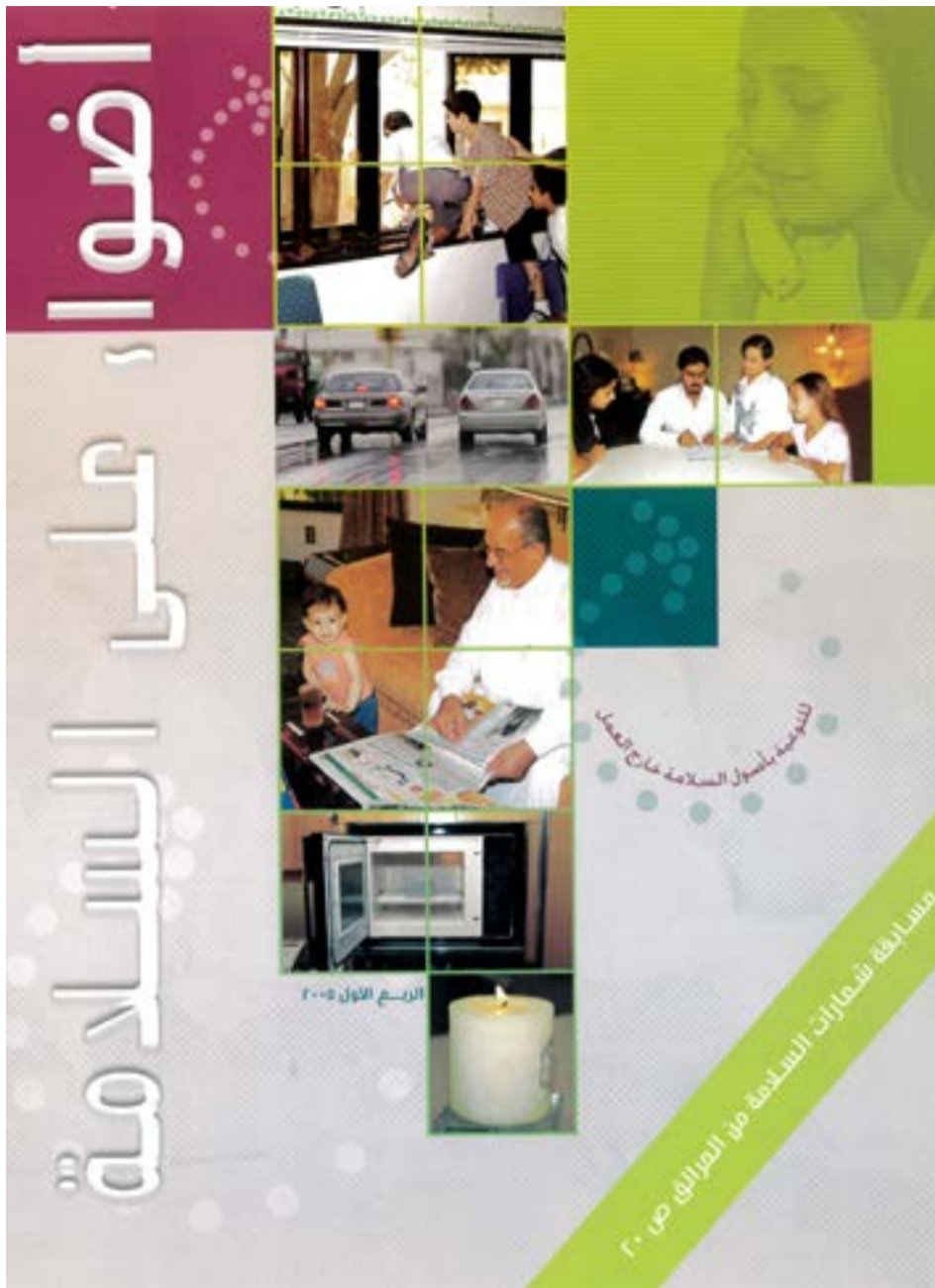
PROMOTING FAMILY SAFETY

4th Quarter 2006

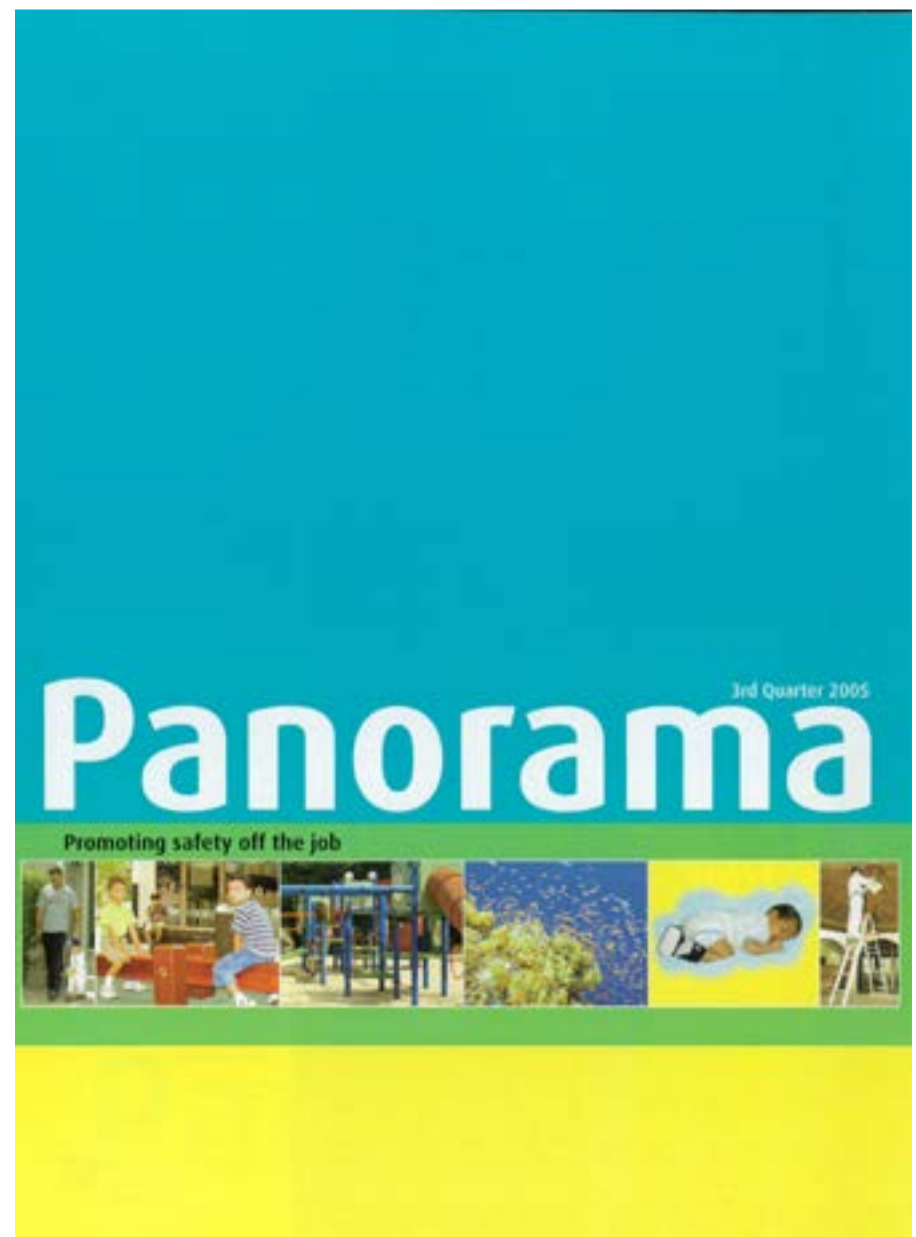


Be Safe this Ramadan
Ramadan Mubarak

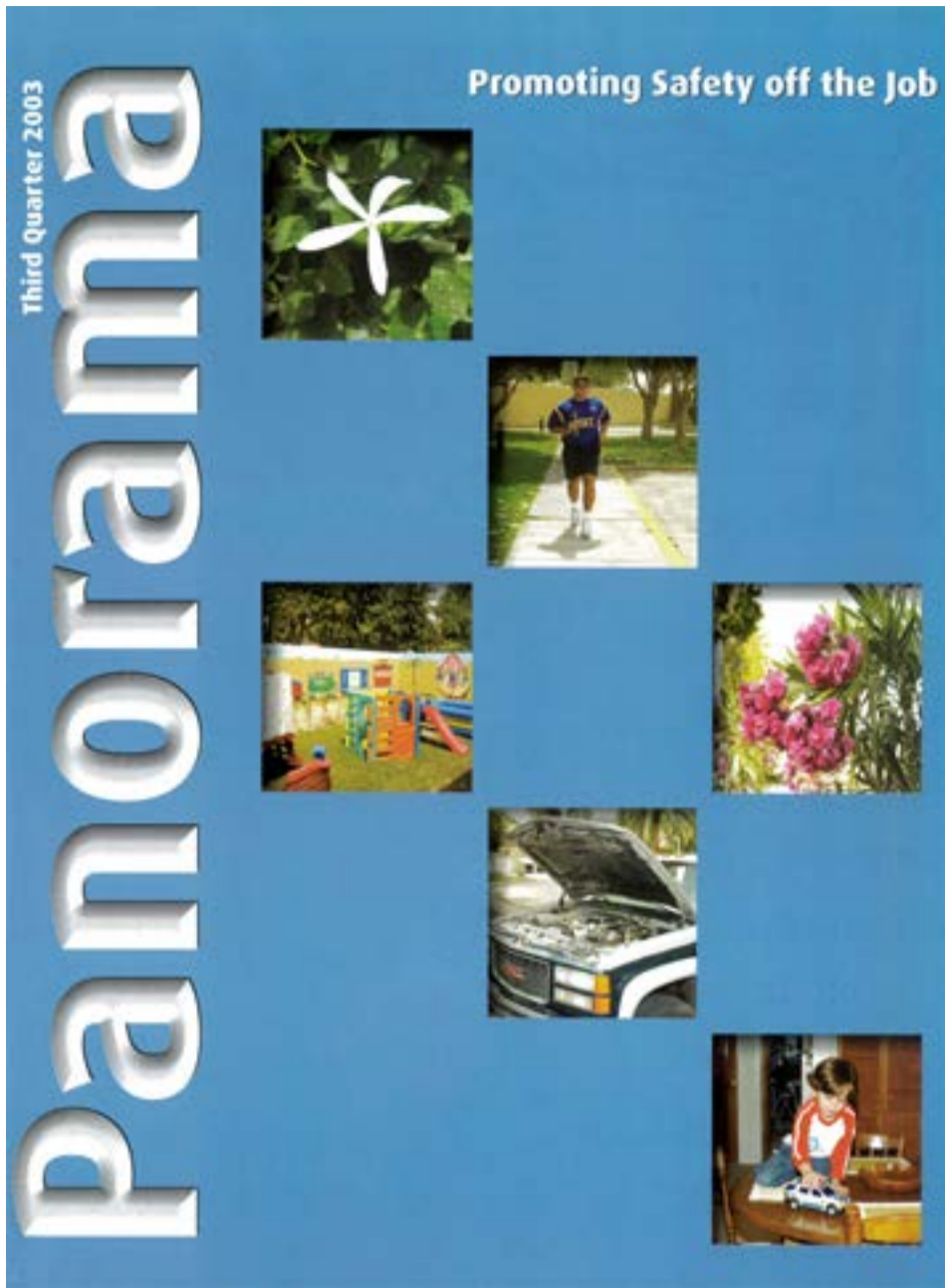
Panorama shines its spotlight on community safety with children frequently featuring on the cover. The collage approach to the cover design was replaced with the use of a single image, making for a more striking visual, such as that seen on the Ramadan issue of *Panorama* in the fourth quarter of 2006.



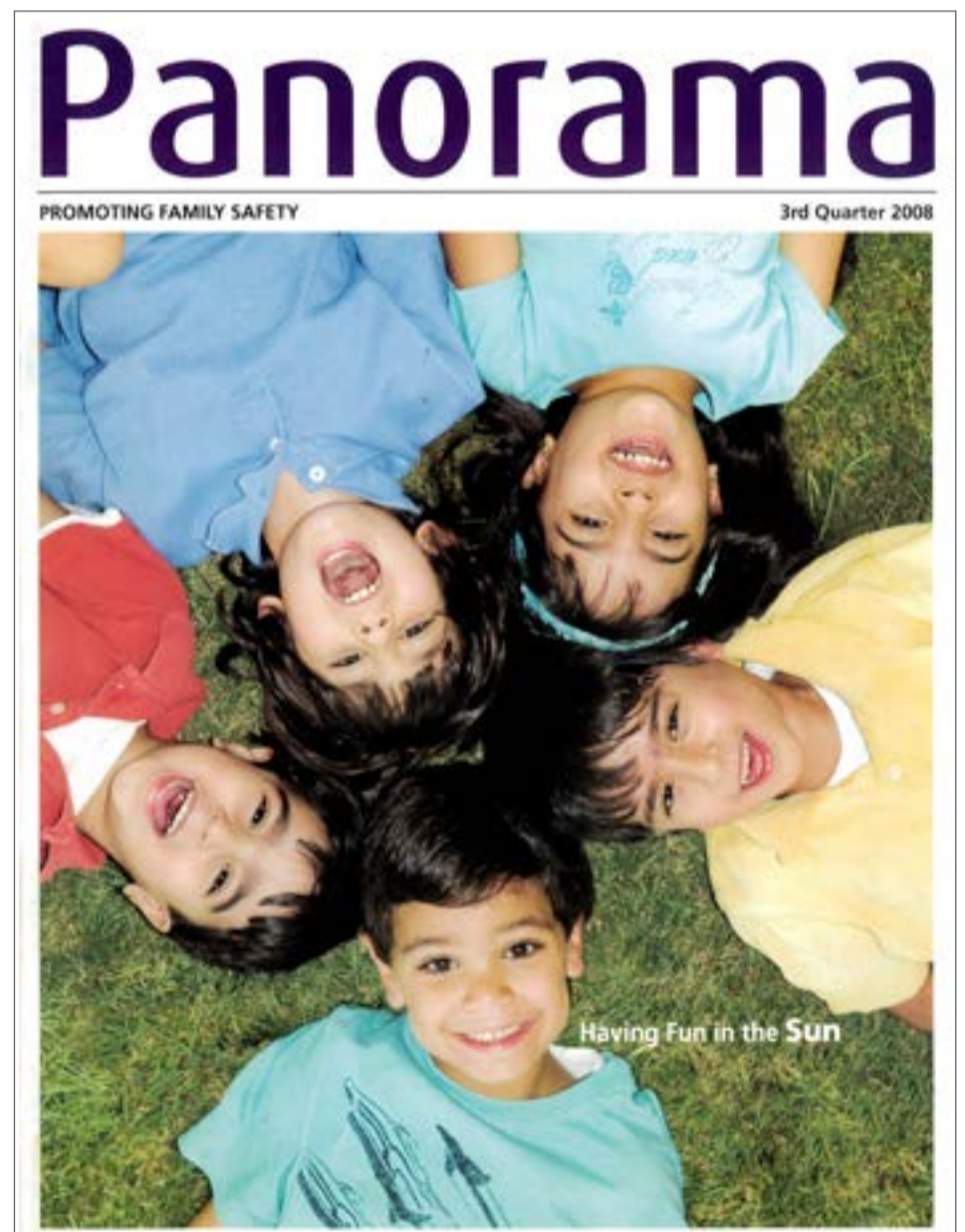
First quarter | 2005



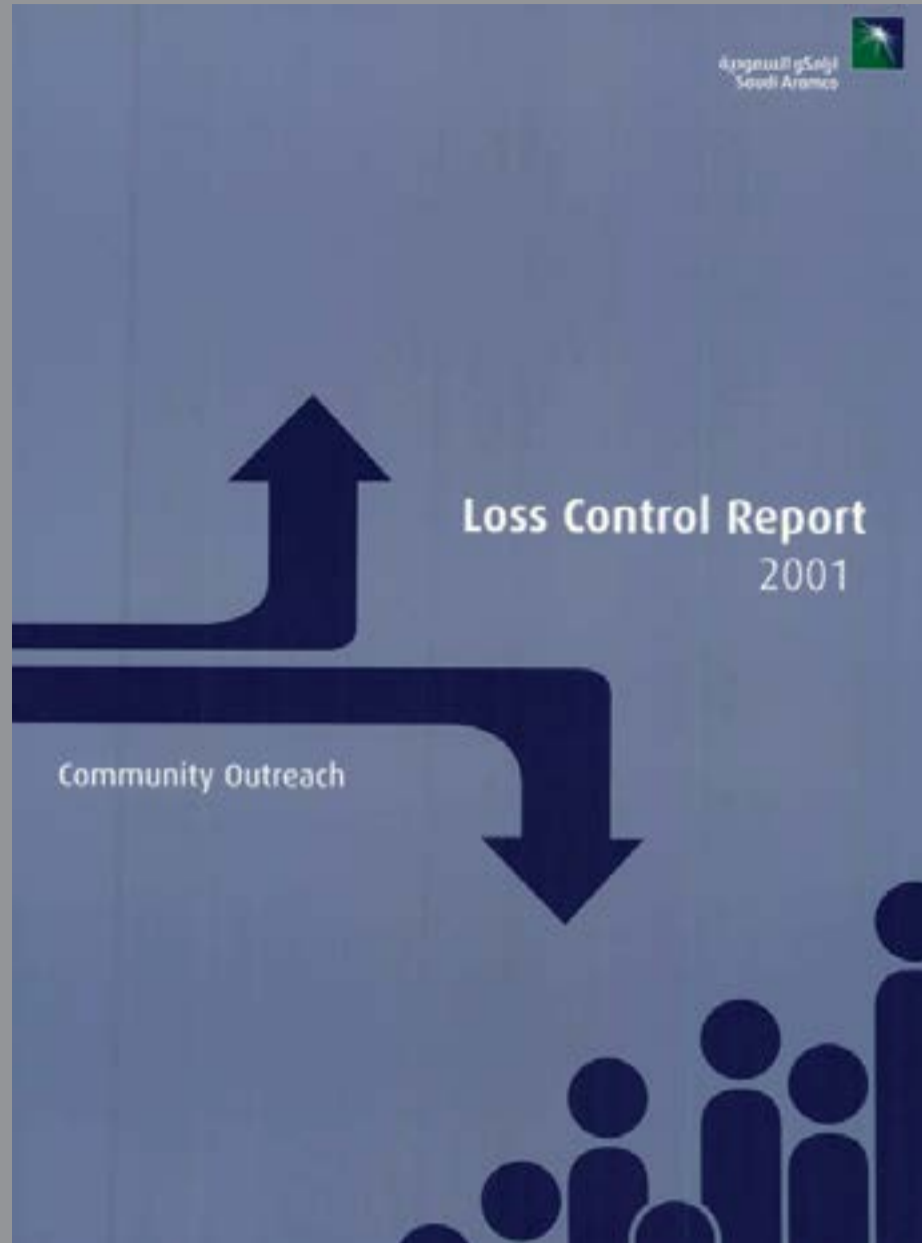
Third quarter | 2005



Third quarter | 2003



Third quarter | 2008



2001

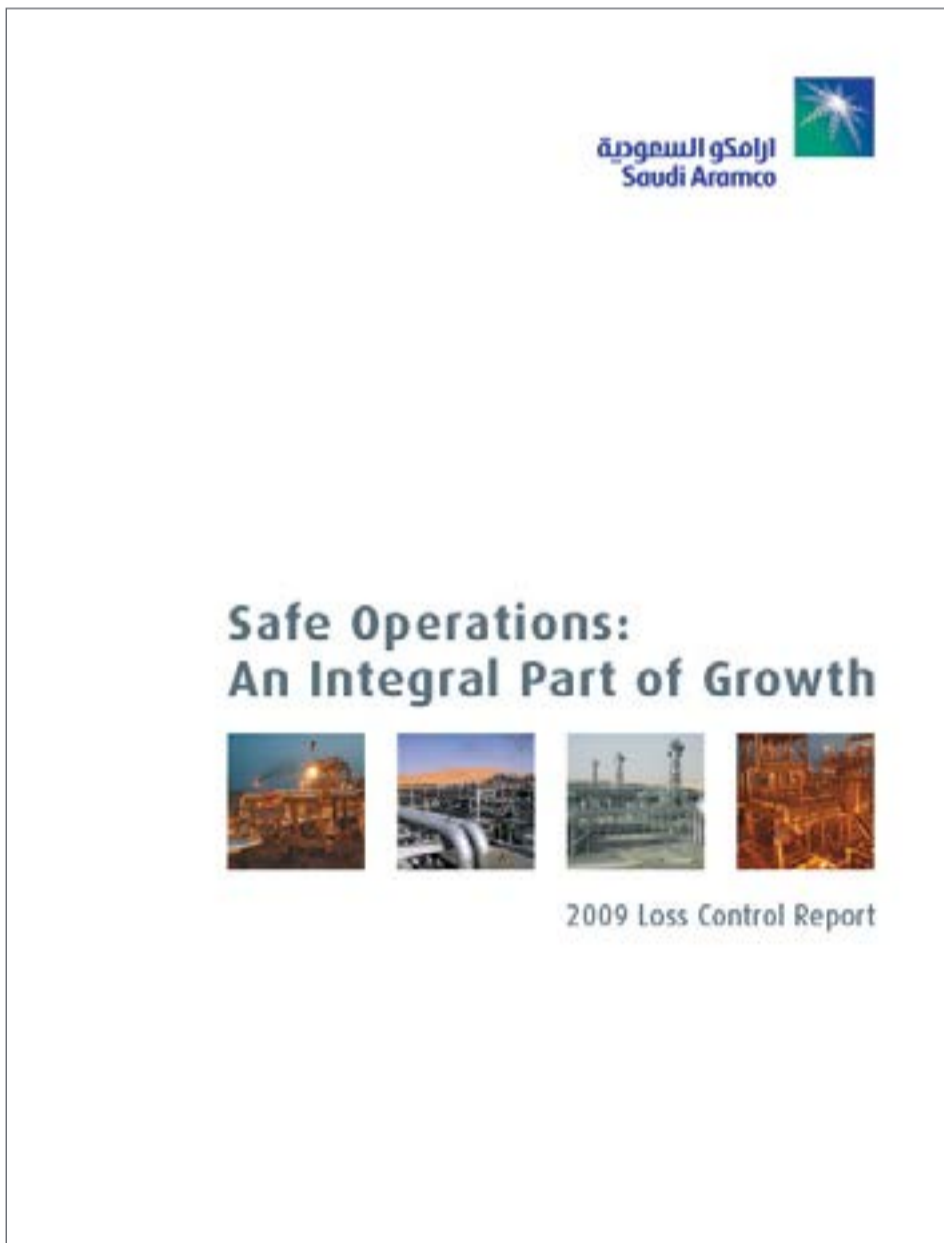


2006

2007



2009

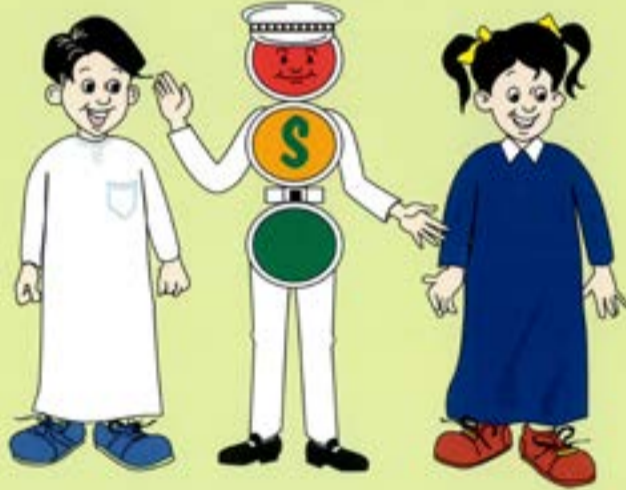


ليلة القرقيعان



Dimensions: 24 cm x 16.5 cm.

Safetyman Saves the Day



A children's story and activity book

by
Saudi Aramco Loss Prevention

Dimensions: 28 cm x 21.5 cm.



Keep Us Safe!



Children's Activity Book

Loss Prevention Department

Dimensions: 21.5 cm x 29 cm.

341

Of all the books published by the Loss Prevention Department, the most colorful and creative are those aimed at children. Both the Nabih and Beepo characters developed in previous decades were given a makeover to assist in their role of encouraging younger members of households to lead by example when it comes to fire hazards. In addition to these characters, a *Children's Activity Book* went beyond this topic to focus on road and bicycle safety, while ليلة القرقيعان , *The Night of Gergaan* (on the facing page), which was only published in Arabic, was a celebration of the community spirit around the month of Ramadan.

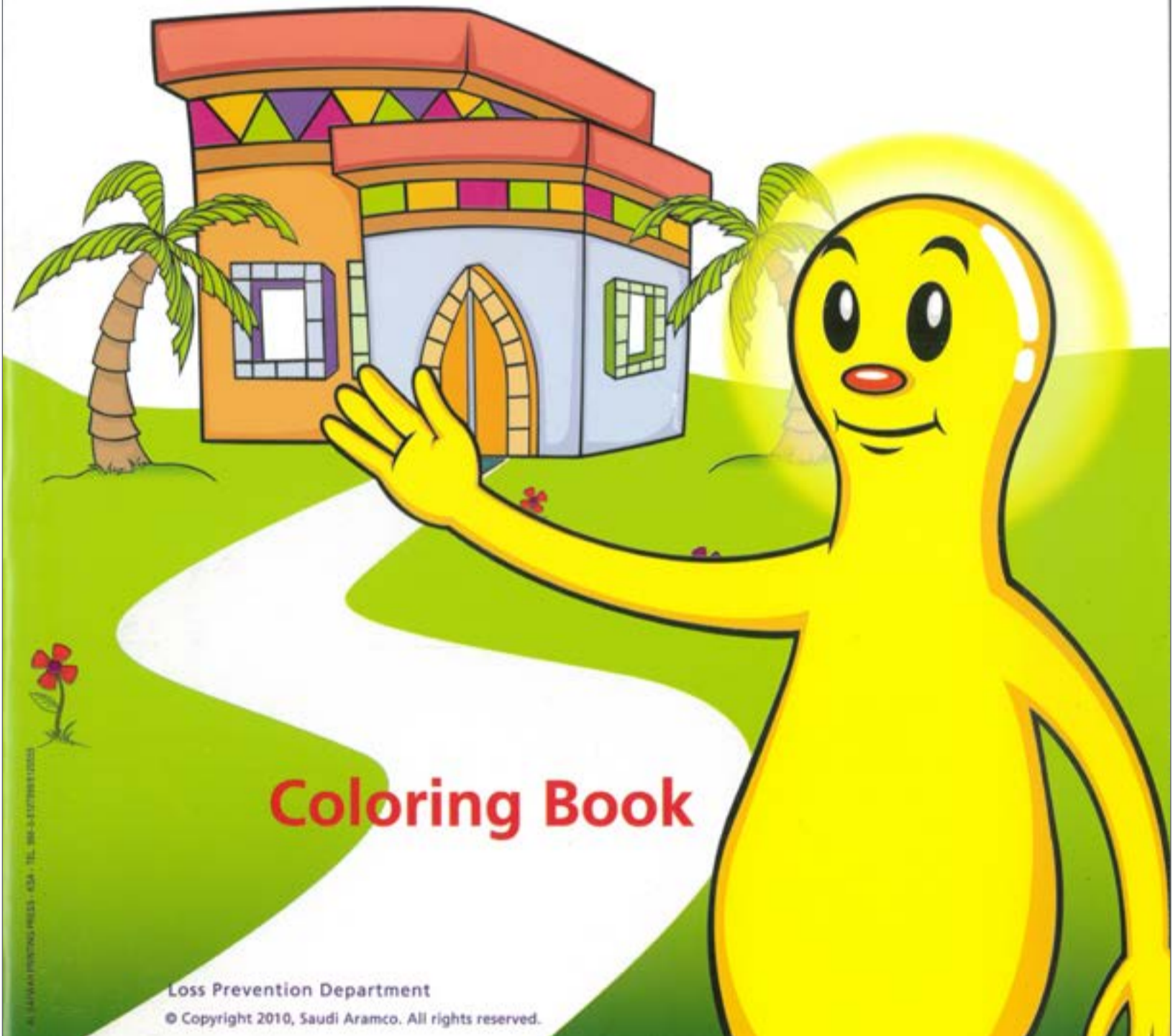
Gergaan is an annual celebration held on the night of the full moon during Ramadan. Children dress up in traditional clothes and go from house to house to receive treats, similar to some cultural traditions in many Western countries. This children's activity book was a reminder of the importance of this event in Saudi Arabia, and what children can do to spend the evening as happily as possible.

Titles for adults included *Bringing Safety Home*, which covered all aspects of safety in and around the home and community, including water and electrical, as well as the more specific *Smoke Detectors Save Lives*.

ارامكو السعودية
Saudi Aramco



Follow Nabih



Coloring Book

Loss Prevention Department
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AL JAWHAR PRINTING PRESS - USA TEL: 888-832-7862



Smoke Detectors Save Lives



What Every Family Should Know About Smoke Detectors

www.saudiaramco.com/communitysafety

Dimensions: 24 cm x 16.5 cm.

Bringing Safety Home Booklet



Dimensions: 20 cm x 14 cm.

Loss Prevention Department



Dimensions: 28.5 cm x 21 cm.

Safe on the road

A host of traffic safety publications aimed at both adults and children made up the majority of the books released. For children coloring and activity books included titles such as *Traffic Safety Comes First* (with the Arabic cover alongside), and *Be Traffic Smart* which doubled as a calendar and provided first-person advice on how to travel safely. Titles for adults included advice on the popular pastime of ATVs, and motorcycle safety.

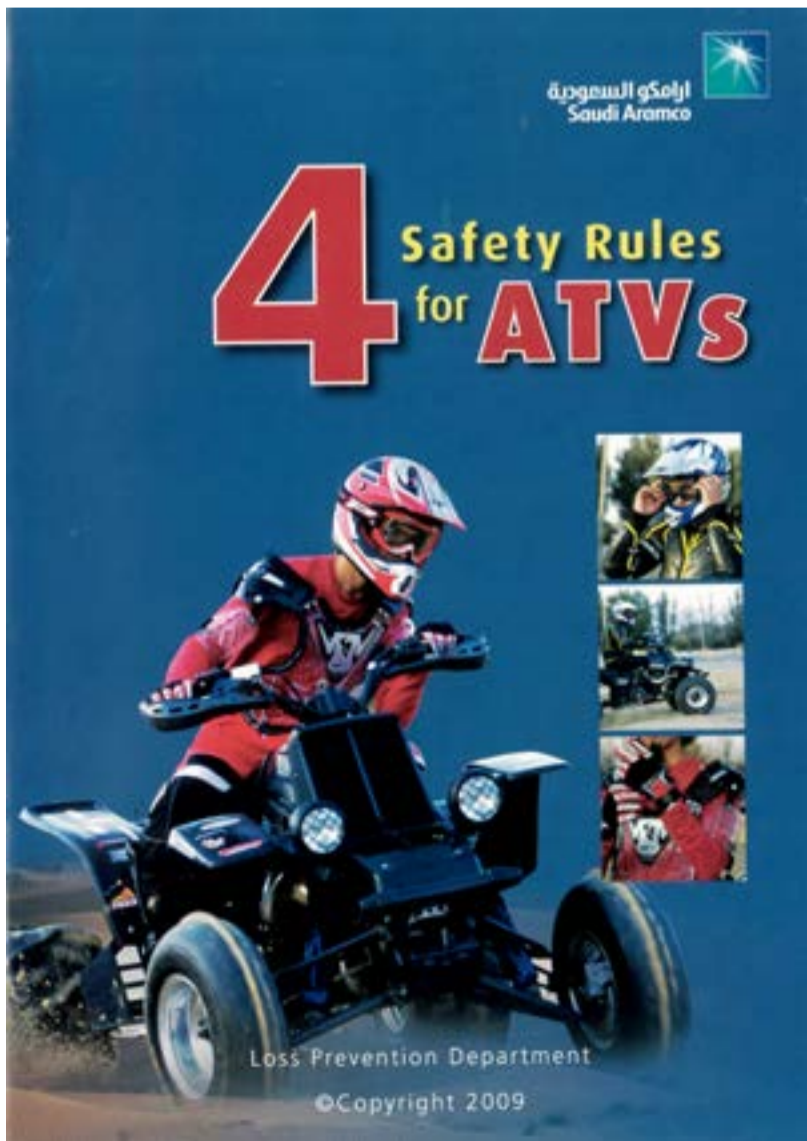


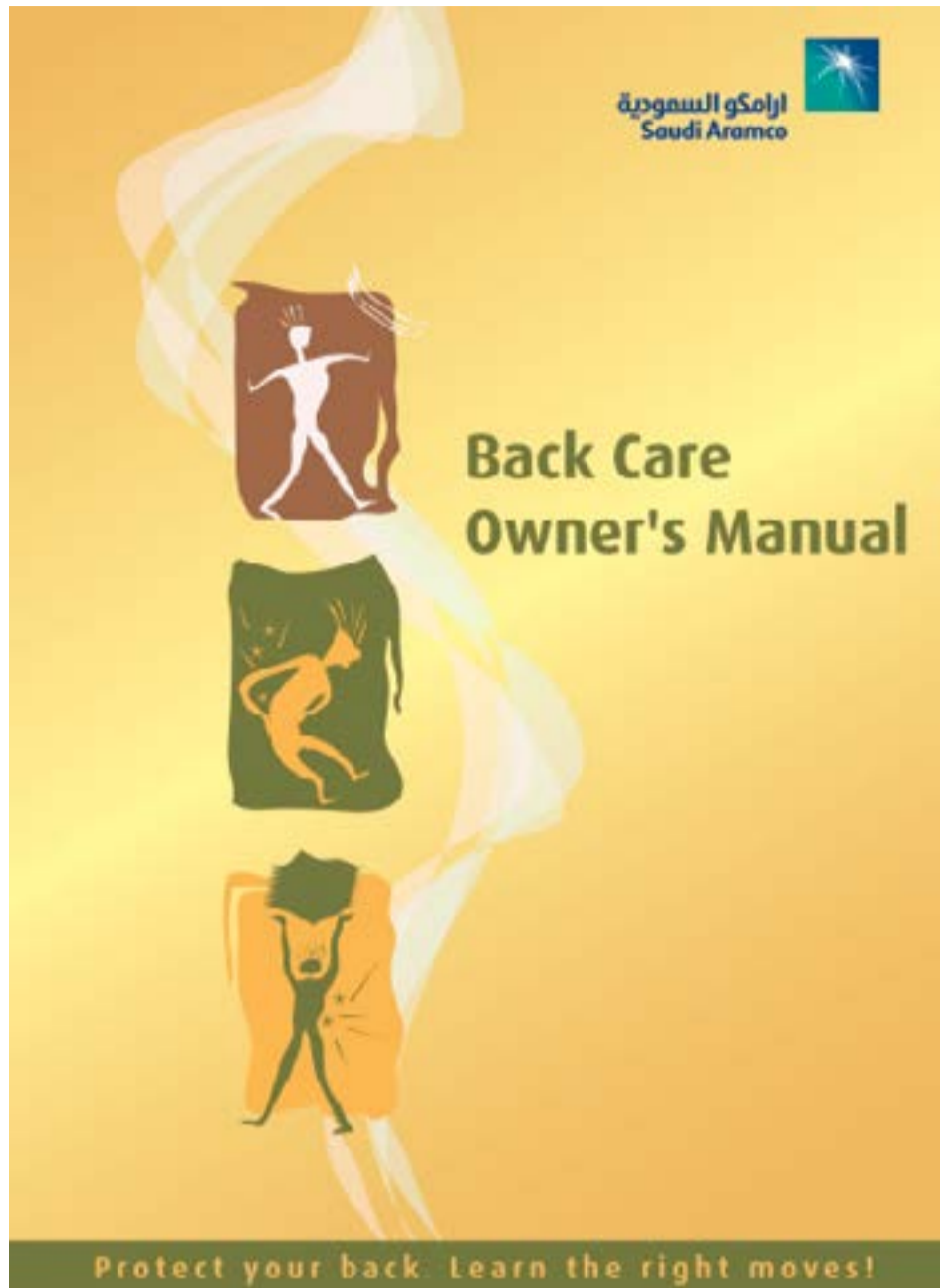
Dimensions: 28 cm x 21 cm.



Dimensions: 20 cm x 14 cm.

Dimensions: 21.5 cm x 14 cm.

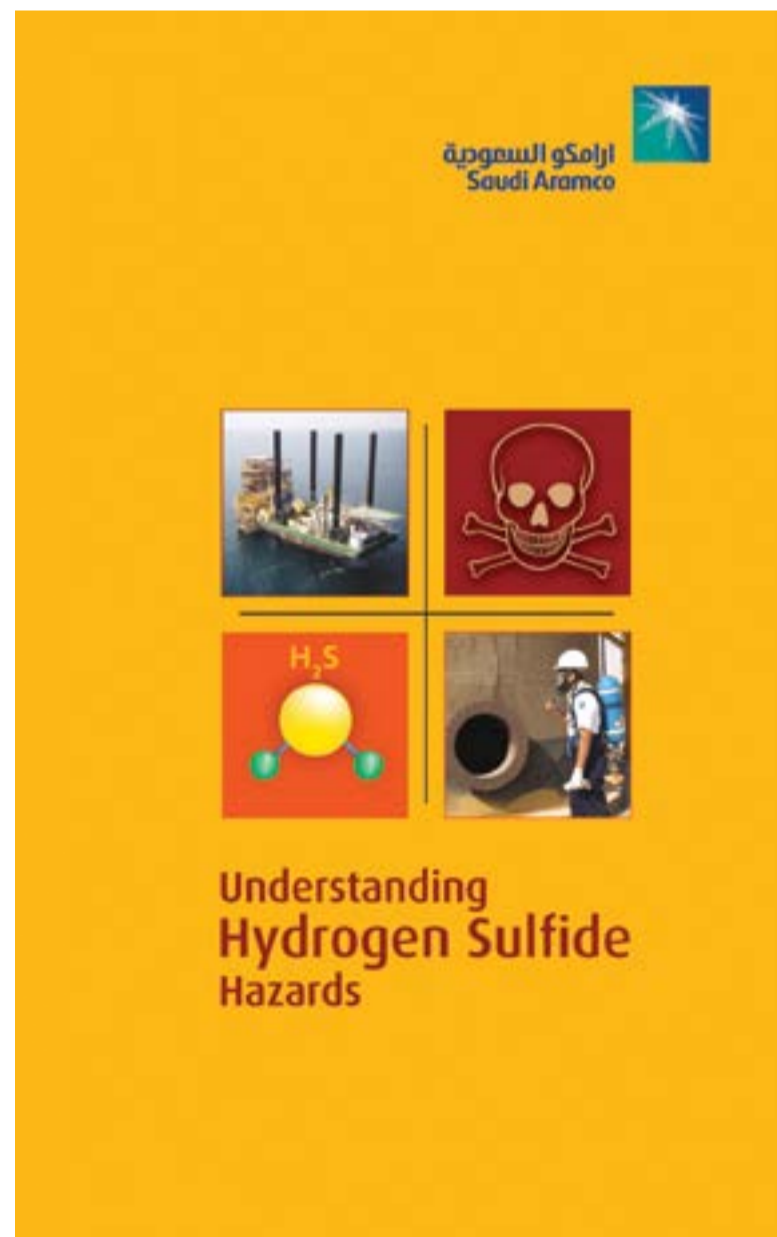




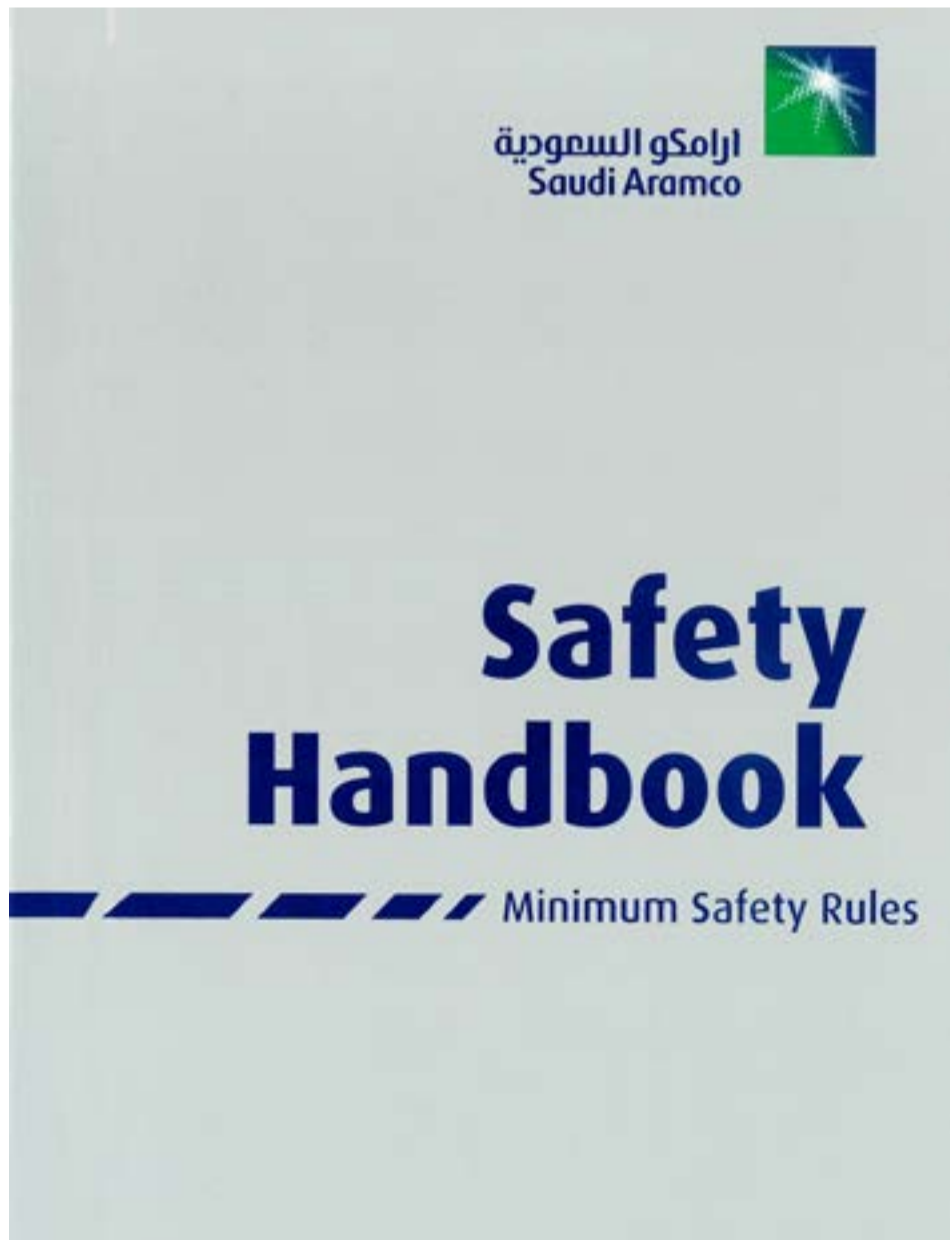
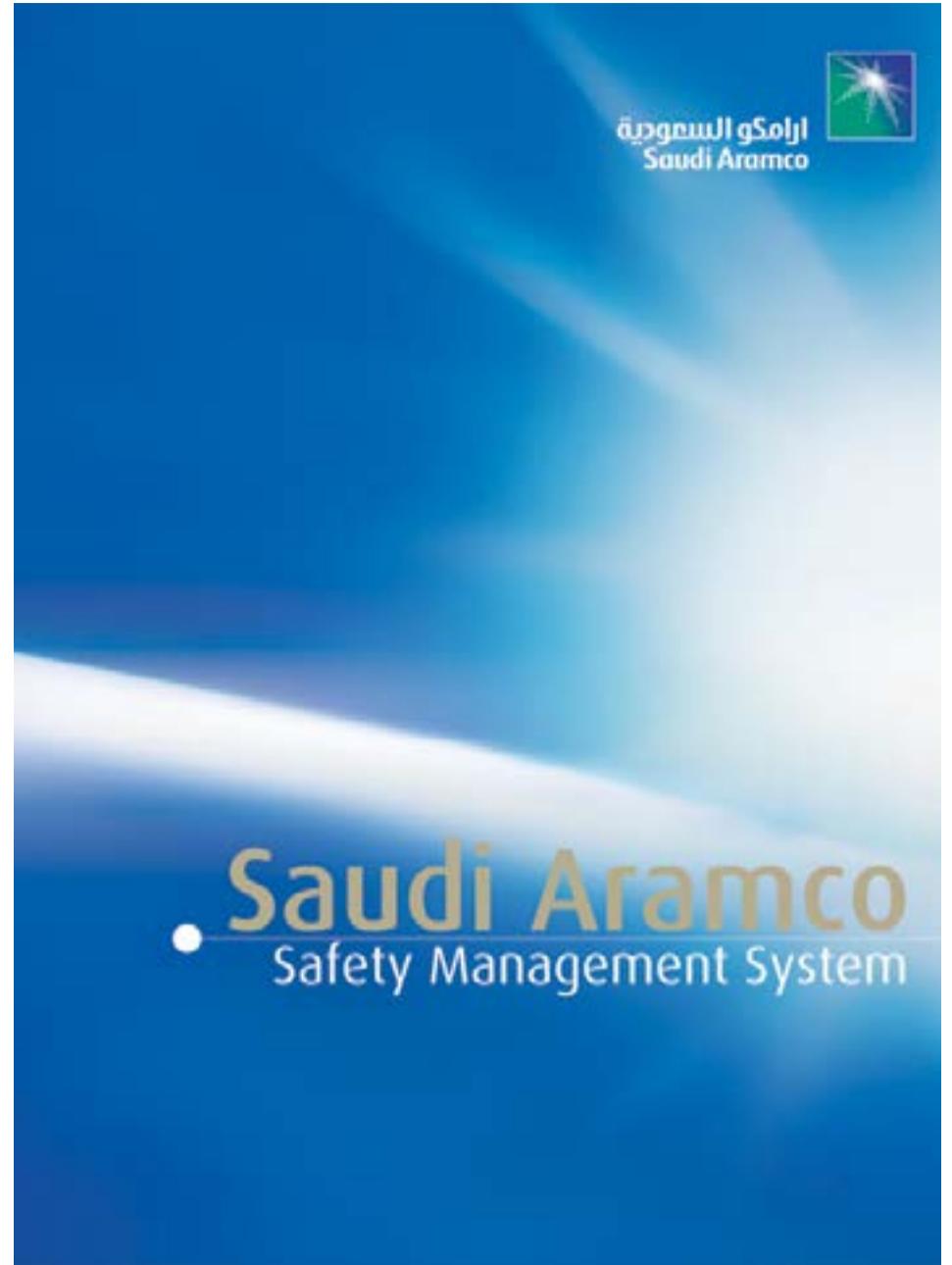
Safe at work

Most aspects of operational safety were covered in monthly publications, such as the *Safety Letters* and the *Monthly Safety Packet*, but some concerns deserved more in-depth information to ensure all aspects of a specific hazard were addressed. A dedicated booklet helps spread the information as it is not tied to a particular date or event. Two such booklets include the *Back Care Owner's Manual*, related to materials handling, and one addressing a constant threat in oil production – hydrogen sulfide in *Understanding Hydrogen Sulfide Hazards*.

Dimensions: 20 cm x 14 cm.



Dimensions: 16.5 cm x 9.5 cm.



The unassuming cover of the *Safety Management System* (above) hides the importance of this manual, with the contents reformulating the foundations of the company's safety culture, once again reaffirming it as a proactive industry leader in the development of safety at work.

Dimensions: 28 cm x 21.5 cm.

The *Safety Handbook* was first produced in 2008 in a pocket-sized design to make it convenient to carry in shirt pockets for quick reference. The handbook covers all areas of operational safety and has been updated regularly since its first release. It remains a core reference for Saudi Aramco's minimum safety rules for every employee in the company.

Dimensions: 15 cm x 10 cm.



20

10



قواعد السلامة الرئيسية

اتبع أساسيات السلامة بشكل صحيح

Lifesaving Rules

Safety — Get the basics right

زندگی بچانے کے اصول

حفاظتی تدابیر کے بنیادی اصولوں کا جاننا لازمی ہے

Mga patakarang pangkaligtasan

Kaligtasan - Makuha ang mga pangunahing kaalaman

जीवन रक्षक नियम

सुरक्षा - मूल बातें सही हो जाओ

安全救生规则

安全 - 做好基本安全工作



The number of megaprojects completed by Saudi Aramco since 2010 is a reflection of the company's abilities, and role as a global, integrated energy and chemicals producer. Such large-scale projects included the offshore Manifa oil field, Fadhili Gas Plant, Wasit Gas Plant, Sadara chemicals complex, and the Master Gas Expansion Project. However, one project stood out from all others for both its symbolism and contribution to the Kingdom of Saudi Arabia, going far beyond the economic fabric underpinning the Kingdom's success – The King Abdulaziz Center for World Culture, also known as "Ithra."

Ithra was completed in 2018 and towers over the Dhahran skyline from the site of Dammam Well No. 7, the Kingdom's first commercial oil well. Its purpose from the very beginning was to be a place "using science, innovation, arts and culture to inspire creativity and a love of learning, helping to transform Saudi Arabia into a knowledge economy," as described on the Ithra website. The creativity symbolized by the construction of the center is not new; it is the manifestation of the same creativity that has been a fundamental part of Saudi Aramco's growth, and its constant reimagining of ways to bring safety into the lives of its diverse workforce and residential communities, and the Kingdom in its entirety.

Ground was broken on Ithra in 2008, and a decade later its doors opened. It now stands as a beacon of change in the Kingdom, celebrating human potential and encouragement of creativity. That creativity has underpinned not only the development of the traditional cultural terrain in the Kingdom, such as films and literature, but also the visual material that has become part of the safety culture which has taken root in Saudi Aramco.

The importance of this safety culture was evident in a number of ways during the 2010s, which began with a sobering reminder of the need for safety at the forefront of operations in the oil industry. Writing in the 2010 *Loss Control Report*, then Chief Executive Officer Khalid A. Al-Falih, referring to the Deepwater Horizon disaster in the Gulf of Mexico, said: "This devastating incident underlined the need to maintain ... an ongoing focus on the development of a mature and progressive safety culture ... This need is even more pronounced as we continue to expand the scale and complexity of our operations."

Safety became even more important in light of the number of large capital projects that progressed during this time. This is highlighted by the 2012 *Loss Control Report*, which stated: "The size and complexity of many of the capital expansion projects ... brought with them new safety challenges."

These challenges were made evident with an increasing reliance on a large and diverse contractor workforce. Contractors were expected to adhere to the same safety standards and responsibilities as Saudi Aramco employees, which included rules outlined in the company's new *Construction Safety Manual*, establishing safety management contractual requirements for contractor companies and their employees, as well as the minimum safety requirements for job site activities. This focus extended to enhanced safety and health at contractor residential camps.

A popular addition to contractor safety education came in 2015 with the launch of the See Safety campaign. This campaign was developed as a dedicated low-literacy initiative, which used predominantly visual elements to convey safety messages to a rapidly expanding multilingual workforce. Through the use of images, not words, the campaign used posters, a comic book, and an animated film to target common construction site hazards that were leading to fatalities and injuries. See Safety was designed to reach every contractor, regardless of language, so that the minimum safety standards could be clearly understood.

The diversity of workers and their myriad languages was again a focus in 2019, this time with the launch of what the company called its "Lifesaving Rules." This initiative was a culmination of Saudi Aramco's on-the-job safety communications combined with statistical data, which together elicited a specific need to not only communicate basic safety requirements, but also to establish personal accountability for safety.

While the company maintains comprehensive general instructions, standards, and guides to ensure safe working practices, these requirements were not always understood or comprehensively practiced by site personnel and contractors, who, as stated in the 2018 *Annual Safety Review* (previously the *Loss Control Report*), are the ones "most exposed to risk and most likely to be involved in incidents."

To ensure maximum reach and knowledge retention, the Lifesaving Rules were translated into four additional languages – Chinese, Urdu, Hindi, and Tagalog – the first time this had been done for company safety materials. The additional languages represented those most commonly spoken by the contractor workforce at the time.

Where campaigns such as See Safety, Isolation Awareness (2017), or Keep up with Fall Prevention (2014) focused on specific safety issues to raise awareness, the regular safety publications continued to provide brief, yet essential, safety information reminders. To use a construction analogy, if campaigns are the new buildings that enable an organization to function and fulfil its obligations, the monthly publications are the maintenance and upkeep of those buildings to ensure operations continue to run smoothly.

Topics that had been the mainstay of safety over the past 80 years continued to be addressed, including traffic safety, use of personal protective equipment, and ensuring safety around water. However, new topics were introduced that gave a glimpse of the depth of the company's safety culture – minor injury reporting, process safety, emergency preparedness, and empowering every employee to stop work if they observe an unsafe situation. This epitomized the dynamic nature of the company's safety culture, treating it as "a continuing journey, not an end point; it involves ever-increasing knowledge, communication, reflection, awareness and feedback – all channeled into proactive efforts to collectively prevent incidents and injuries," as stated in the 2011 *Loss Control Report*.

In addition to new topics, efforts were made to improve the visual appeal of the safety publications, as seen with the splashes of color in the *Safety Letters*, the dynamic covers of *Panorama*, and the creation of *Safety in Focus*, renamed from the *LP Newsletter* in June 2011. The approach to editorial content remained the same, but the new name was perhaps an unwitting part of making the company's safety culture more egalitarian. No longer was the publication solely about the Loss Prevention Department's efforts within the large multinational organization of Saudi Aramco; overnight it was transformed from a newsletter into a more authoritative source of safety information for every Aramcon, bringing, as the title implies, safety into perspective across the company's operations.

A further significant, albeit more subtle, change that took place for publication production was the complete rebranding of the company in 2015. Bringing a fresh approach and a crisp, clean appearance, this rebrand included a new corporate identity based on a reinvigorated starburst logo to ensure a common identity for all published materials, including safety publications. The creative variety within the uniformity required by the new branding guidelines engendered a greater sense of shared origins, and a uniformity in corporate culture that transferred to the company's safety culture as well. The rebranding also ensured materials were easily identifiable as being Saudi Aramco's, from signs to buses, and, of course, publications.

The transformation of safety posters through the new guidelines can be seen with the myriad colors and styles from early in the decade giving way to more considered and subtle colors with clear, concise messaging. This cautious experimentation of rejuvenating designs succeeded thanks to an 80-year track record of safety communication, and because throughout that time, an active and engaged audience had been built up.

As Yasir Al-Rumayyan, Chairman of the Saudi Aramco Board of Directors, said in the company's 2019 *Annual Report*: "It has been almost nine decades since the Kingdom granted an initial concession to explore for oil across the remote sands of the Arabian desert. Over that time, our company has built a reputation for both safety and reliability."

These qualities were clear to all as the decade drew to a close through two events, both of which engendered a sense of pride among employees but for vastly different reasons. The first was the attacks on the Abqaiq, Khurais, and Shaybah facilities in 2019. Looking back at how the company responded to these events and restored production in a short time, Al-Rumayyan noted that the people of Saudi Aramco had "demonstrated remarkable resilience in the face of unprecedented adversity" following these attacks.

Amin Nasser, Chief Executive Officer following Al-Falih, noted in his foreword to the *Annual Report* how "through an inspiring display of unity across our workforce, production was restored to pre-attack levels within 11 days and the impact on the markets proved negligible."

The second telling event was the success of the company's initial public offering (IPO) on Tadawul – the Saudi Arabian Stock Exchange – in late 2019. As well as providing investors, and employees, with an opportunity to directly own a stake in the company, the IPO also allowed an opportunity for the world to view the company through an entirely new lens. "What it came to know could not make me prouder," said Nasser. "Our men and women have exemplified time and again a culture of resilience, the pride they take in their work, and our total commitment to safely, reliably and responsibly deliver energy that is building a brighter tomorrow."



Fire prevention | February 2010



Road safety – education | March 2011



Heavy Equipment Basics

أساسيات استخدام المعدات الثقيلة

For all equipment:

- Maintain in good condition.
- Use certified operators only.
- Inspect and use correctly for the required job and with the applicable safety precautions.

For specific equipment requirements, always refer to the applicable manufacturer's instructions and the Saudi Aramco General Instructions.

صنع الخصاص شعار السلامة "الاستخدام الصحيح للمعدات الثقيلة" - ديسمبر 2010
Loss Prevention, Safety Theme Proper Use of Heavy Equipment, December 2010

جميع المعدات:

- المحافظة عليها في حالة جيدة.
- التشغيل يتم فقط من قبل الأشخاص المصرح لهم.
- المعاينة والاستخدام بطريقة صحيحة لأداء المهام المطلوب إنجازها مع مراعاة احتياطات السلامة الواجب اتباعها.

للحصول على أية متطلبات محددة بشأن أي من المعدات، يجب دائماً الاطلاع على تعليمات الشركة المصنعة والتعليمات العامة ذات الصلة في أرامكو السعودية.

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لا تترك الأطفال لوقدهم داخل السيارة Never leave children alone in a vehicle.

Children can easily be harmed or possibly die from: **قد يتعرض الأطفال للأذى أو للوفاة - لا سمح الله - بسبب:**

- Heat stroke on a hot day. **ضربة شمس في الأيام الحارة**
- Carbon monoxide poisoning, if the engine is left running. **التسمم بغاز أول أكسيد الكربون، في حال ترك المحرك في وضع التشغيل.**
- A collision, if they cause the vehicle to move. **حادث اصطدام، إذا تسبب الأطفال في تحريك السيارة.**
- Other hazards (taken away, wandering off outside the car, etc.). **أخطار أخرى (الاختطاف، الخروج من السيارة إلى أماكن غير مأمونة... إلخ).**

ARAB PRESS (03) 8651910 - aramco.com



المراقبون يشكلون جزءاً مهماً من استخدام المعدات الثقيلة بأمان

Spotters are a critical part of safe heavy equipment operations



AFAN PRESS 031 856 150 aramco@gmail.com

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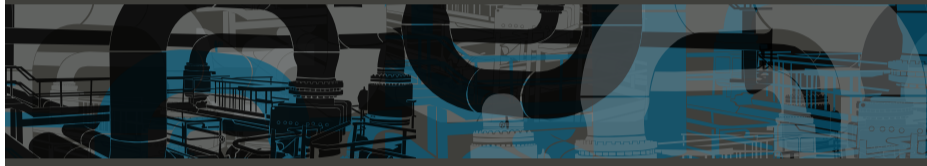
- استخدم المراقبين إن كان هناك ما يحجب عنك الرؤية.
- حدد إشارات يدوية واضحة قبل بدء العمل للتواصل مع المراقب.
- توقف فوراً إذا كنت لا تستطيع رؤية المراقب.

- Use spotters every time your view is obstructed.
- Establish clear hand signal communication with the spotter prior to the task.
- If you cannot see the spotter, stop immediately.



لكل عمل أخطار معينة. تعرّف عليها و احرص على حماية نفسك.
استخدم معدات الوقاية الشخصية اللازمة.

Every job has specific hazards. Know these and protect yourself;
wear the required personal protective equipment.



أرامكو السعودية
Saudi Aramco

منع الحوادث أكتوبر 2010 - أثناء العمل
Loss Prevention, October 2010 - On Job

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Use of PPE | October 2010

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the art of safety

أرامكو السعودية
Saudi Aramco

Protect yourself from crushing and dropped object hazards
إحم نفسك من فطر الأقسام التي تسبب السحق والأشياء المتدلية



مخاطر السحق بين جسمين.
Pinch point (crushing) hazards.

مخاطر الانحشار بين جسمين.
"Caught between" hazards.



مخاطر سقوط الأشياء والمواد المتدلية.
Falling object and dropped material hazards.



احذر الأخطار واحرص على سلامتك.

Be aware of the risks
and ensure your personal safety.

منع الحوادث مايو 2011 - أثناء العمل
Loss Prevention, May 2011 - On Job

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Position yourself in a safe location | May 2011



كتابة الرسائل النصية أثناء المشي يشكل خطراً. Texting while walking is dangerous

لن تر حركة المرور لأنك غير منتهبه لها. توقف لإنهاء كتابة الرسالة قبل عبور الشارع.
You won't see traffic because you're not looking for it. Stop and finish your text first.

إدارة منع الخسائر
Loss Prevention Department

قف
STOP
Accidents
يخفينا حوادث

أرامكو السعودية
Saudi Aramco

Special Traffic Issue 2012

إصدار خاص بالسلامة المرورية ٢٠١٢

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Road safety – pedestrians | March 2012

Safe in the sun | June 2012



أرامكو السعودية
Saudi Aramco

افذر الاجهاد الحراري Be Cautious of Heat Stress

لا تعرض صحتك وسلامتك للخطر. خذ فترات من الراحة واحرص على شرب كمية كافية من السوائل.
Don't risk your health and safety. Take regular breaks and stay well hydrated.



Heat Index	Work: Rest Periods (Minutes) *	Minimum Water Needed (1 cup = 250 ml)	الحد الأدنى المطلوب من المياه (كوب = ٢٥٠ مليلتر)	فترات عمل، استراحة (بالدقائق) *	مؤشر الحرارة
≥ 52	20:10	1 cup every 10 minutes	كوب واحد كل ١٠ دقائق	١٠:٢٠	٥٢ ≤
39-51	30:10	1 cup every 15 minutes	كوب واحد كل ١٥ دقيقة	١٠:٣٠	٥١-٣٩
30-38	50:10	1 cup every 20 minutes	كوب واحد كل ٢٠ دقيقة	١٠:٥٠	٣٨-٣٠
25-29	Normal/scheduled	1 cup every 20 minutes	كوب واحد كل ٢٠ دقيقة	اعتيادي حسب جدول العمل	٢٩-٢٥

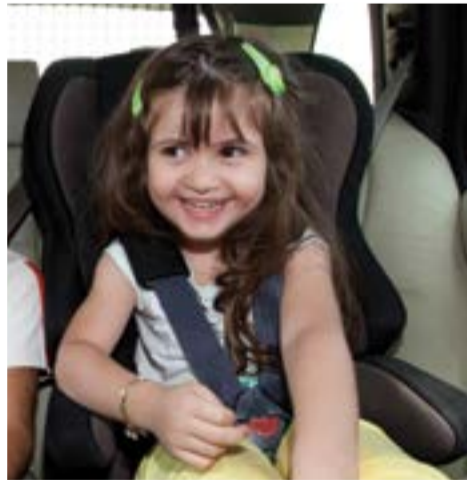
* مثال ١٠:٢٠ تعني ٢٠ دقيقة من العمل و ١٠ دقائق فترة استراحة. حساب مؤشر الحرارة ونسبة من المعلومات ذات الصلة، راجع دليل سلامة التشغيل، الجزء الأول، الفصل ١٣ بعنوان "الاجهاد الحراري".
* For example, 20:10 is 20 minutes work and 10 minutes rest period. For heat index calculations and related information, refer to the Construction Safety Manual, Chapter I-13, "Heat Stress."

منع الخسائر، يونيو ٢٠١٢. أثناء العمل
Loss Prevention, June 2012 On Job

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السياسة بأمان تجعل مجتمعاتنا آمنة للجميع. Driving safely keeps our communities safe for everyone.



لا تسرع. لا تقطع إشارات المرور. لا تكن سائقاً متهوراً. No speeding. No running red lights. No reckless driving.

منع الحوادث، يناير ٢٠١٢م - خارج العمل
Loss Prevention, January 2012 - Off Job

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افرص دائماً على الاقتراب من المروحيات
من عند الأماكن **المامونة**
Always observe **safe**
helicopter approach zones

استخدم فقط خطوط المشاة. لا تقرب من المروحية من الأمام ولا من الخلف.
Use the designated approach area only. NEVER approach from the front or rear of the helicopter.

منع الحوادث ديسمبر 2012 - أثناء العمل
Loss Prevention, December 2012 On Job

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أرامكو السعودية
Saudi Aramco

الاستراحة داخل أو أسفل المركبات أو
الأليات قد تكون **مميّتة**.
Resting in or under vehicles or machinery
can be **DEADLY**.

من أجل سلامتك، استخدم فقط الأماكن المخصصة للاستراحة.
For your own safety, only use designated rest areas.

منع الحوادث أغسطس 2013 - أثناء العمل
Loss Prevention, August 2013 On Job

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أرامكو السعودية
Saudi Aramco



Process safety | September 2014



Fire prevention | February 2014



Working at heights | June 2014



Use of PPE | September 2013



It's up to you | January 2013



Recreational safety | July 2013



Eye safety | October 2013





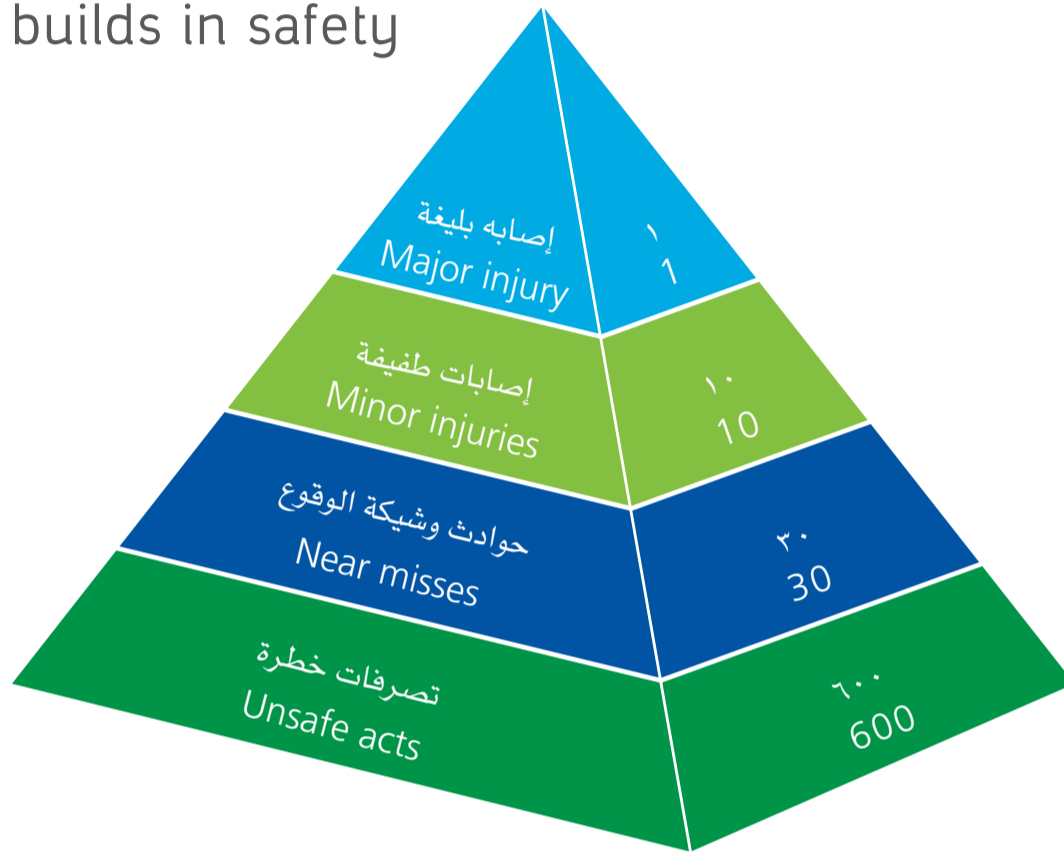
تعرف على اتجاه الرياح know which way the wind blows



Don't get caught by hydrogen sulfide.
If you hear the alarm, check the windsock
and walk upwind or crosswind
to escape the fumes.

لا تصبح ضحية تسرب غاز كبريتيد الهيدروجين.
إذا سمعت صوت صافرة الإنذار بتسرب الغاز، انظر إلى
قمع اتجاه الرياح ثم سر عكس اتجاه الرياح أو عبرها
حتى لا تتعرض للأبخرة.

هرم الحوادث
يساعد على تحقيق السلامة
the loss pyramid
builds in safety



Report near misses
and minor injuries to help
prevent major injuries

التبليغ عن الحوادث وشيكة الوقوع
والإصابات الطفيفة يساعد على
منع وقوع الإصابات البليغة

Minor to major

Safety communication, July 2015

Safety is entrenched through learning from past incidents, and one way of ensuring this is through the reporting of near misses and minor incidents. As Khalid A. Al-Falih noted in the 2014 *Loss Control Report*, when referring to the introduction of a new key performance indicator: "The minor-to-major injury ratio, as a corporate key performance indicator, encourages the consistent and timely reporting of all incidents, allows us to learn from minor incidents and identify emerging risks, and helps drive behavioral change."

This poster outlines the theory behind the importance of reporting minor incidents and preventing major injuries.



دع الملابس تحميك من الحرارة let the clothing take the heat



365

solid foundations

> Requirements for electrical arc flash personal protective equipment (PPE) have changed.

> New arc-flash rated PPE can help to better absorb an uncontrolled release of energy, and prevent burns.

> You have until March 2017 to replace existing PPE with new arc-rated clothing.

GI 2.721 *Electrical Arc Flash Hazard Mitigation* has been revised.

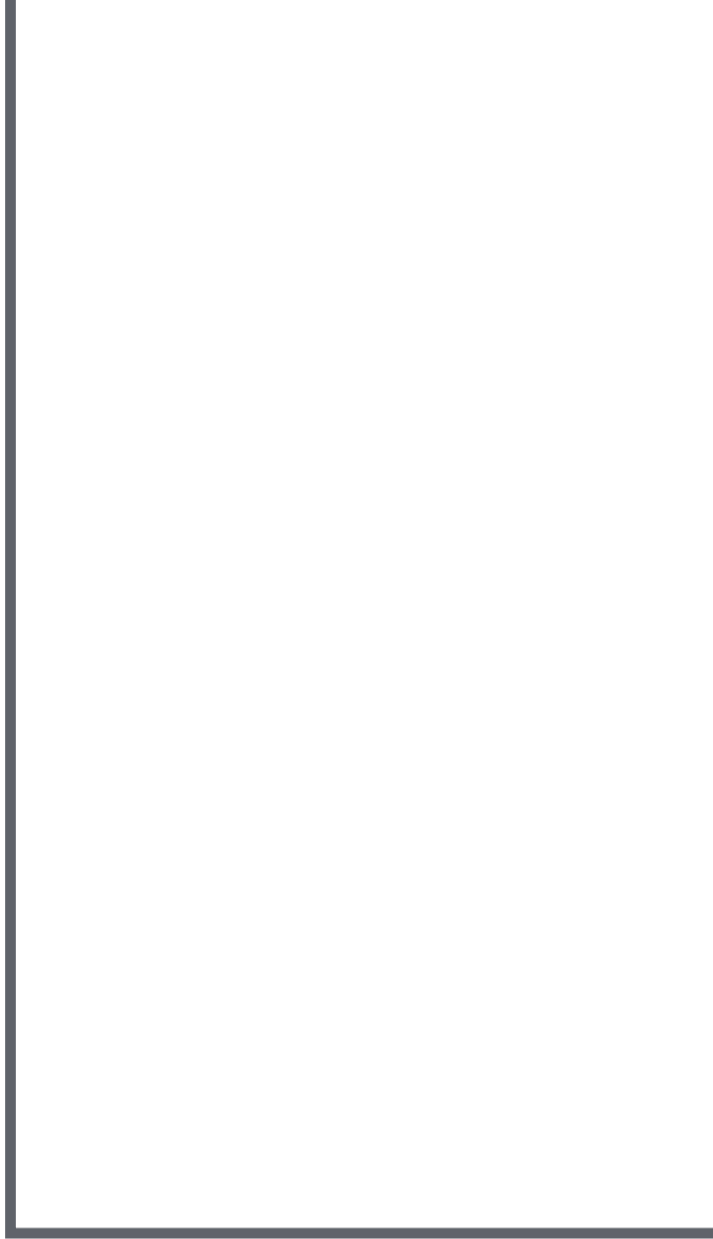
< تغيرت متطلبات معدات الوقاية الشخصية (PPE) اللازمة للحماية من خطر القوس الكهربائي الومضي.

< معدات الوقاية الشخصية الجديدة الواقية من القوس الكهربائي الومضي يمكنها امتصاص الطاقة الخارجة عن السيطرة والوقاية من الحروق.

< في موعد أقصاه الأول من شهر مارس 2017، يجب استبدال جميع معدات الوقاية الشخصية (PPE) الحالية بالمعدات الجديدة المقاومة لخطر القوس الكهربائي.

تم تنقيح بند التعليمات العامة بعنوان

GI 2.721 *Electrical Arc Flash Hazard Mitigation*



يجب تثبيت مانع للانحسار على
جميع معدات رفع العمال

all manlifts must be fitted with
anti-entrapment devices

أثناء العمل أغسطس 2017
August 2017 On-the-job

أثناء العمل نوفمبر 2017
© 2017 Saudi Aramco

Heavy equipment | August 2017



If the alarm on
your personal gas
monitor sounds:

1. Stop work immediately, warn your coworkers.
2. Check the wind direction using windsocks, streamers, or flags.
3. Evacuate upwind or crosswind of the affected area.
4. Notify your supervisor so that appropriate follow-up action can be taken.

أثناء العمل أكتوبر 2017
October 2017 On-the-job

إذا رن جرس
إنذار جهازك
لكشف الغاز:

- 1- توقف عن العمل فوراً و حذّر زملائك.
- 2- تحقق من اتجاه الرياح مستخدماً قبع الرياح أو لافتة أو علم من القماش.
- 3- قم بالإخلاء باتجاه عكسي أو متعامد مع المنطقة المتضررة.
- 4- بلغ رئيسك في العمل حتى يتمكن من اتخاذ إجراءات المتابعة المناسبة.

أثناء العمل نوفمبر 2017
© 2017 Saudi Aramco

Hydrogen sulfide | October 2017



احم
نفسك

احرص دائماً على استخدام معدات
الحماية الشخصية المعتمدة والمخصصة
للمخاطر متى لزم الأمر.

protect
yourself

always use approved, hazard-specific
personal protective equipment
where required.

أثناء العمل نوفمبر 2017
November 2017 On-the-job

أثناء العمل نوفمبر 2017
© 2017 Saudi Aramco

Use of PPE | November 2017



you are
empowered
to **stop**
unsafe jobs

لديك كامل
الصلاحيّة
على
إيقاف
الأعمال الغير آمنة

- Immediately stop any unsafe job that has the potential to injure personnel, damage equipment, or harm the environment, and report it to your supervisor.

Saudi Aramco Safety Handbook, Basic Safety Rules No. 1 and 4.

- أوقف أي عمل غير آمن قد يؤدي إلى إصابة الموظفين أو تلف المعدات أو ضرر للبيئة وأبلغ رئيسك فوراً.

راجع Basic Safety Rules رقم 1 و4 في كتيب Safety Handbook الخاص بأرامكو السعودية.



Stopping unsafe work

It's up to you, February 2017

"The promotion of our Stop Work Authority once again reiterated that all personnel are empowered to immediately stop any unsafe job within our operating facilities, project sites, or communities," said Amin Nasser, Chief Executive Officer. This long-standing authority was promoted in 2017 through a companywide safety campaign coupled with a wide range of safety-related publications, including this poster showing a regular employee setting an example for his colleagues.



change happens; manage it

- > With new equipment, procedures, or chemicals come new hazards.
- > If it is not a replacement in kind, it is a change.
- > Always follow the Management of Change procedures outlined in SMG 05-001-2017.

أثناء العمل، ديسمبر 2017
December 2017 On-the-job

قد يحدث التغيير. لذا، احرص على إدارته بطريقة صحيحة

- < قد تجلب المعدات والإجراءات والمواد الكيميائية الجديدة بعض الأخطار غير المألوفة.
- < إذا لم يكن الاستبدال بنفس النوع، إذاً فهو تغيير.
- < اتبع دائماً إجراءات إدارة التغيير كما هي موضحة في SMG 05-001-2017.

أرامكو السعودية، © 2017
© 2017, Saudi Aramco.

Process safety | December 2017

Safety in the pipeline

Virtually all publications dedicated to promoting safety are focused on the safety of the individual, ensuring that no harm comes to workers. Another less obvious, but equally important, aspect of industrial safety is ensuring that hazardous materials, such as oil and gas, stay in the vessels and pipes during processing, transportation, and storage. The largest industrial disasters have occurred when the technology designed to harness the energy of hydrocarbons has failed. The task of keeping hydrocarbons in their containing vessels is known as process safety.

Publications focused on process safety have been released by Saudi Aramco, aimed particularly at engineers and plant operating staff. However, the topic has now become more widely known and understood through posters such as these that were released between 2016 and 2017.



سلامة عمليات التشغيل تضمن سلامة المعامل process safety ensures a safe plant



- Process safety aims to prevent the release of hazardous materials so that we have safe operations.
- This protects people, communities, assets, and the environment.

Keep it in the pipes and vessels.
Keep process safety in mind.

➤ تهدف سلامة عمليات التشغيل إلى منع تسرب المواد الخطرة وتسيير العمل بأمان.

➤ تحمي الناس، والمجتمعات، والممتلكات، والبيئة.

احرص على ابقاء محتويات الأنابيب والخزانات داخلها.
احرص على مراعاة أصول سلامة عمليات التشغيل.



Sun and Flare | May 1958



First aid | January 1999



Road safety – speed | March 2015

Embracing diversity

Women have always been present in the workplace in Saudi Aramco, albeit predominantly in supporting roles such as office workers, nurses, and teachers. This contribution was acknowledged in the *Sun and Flare* column "Women at Work," which appeared once a month in the late 1950s with "Men at Work" taking up the other three weeks every month. Women's status in the workplace was portrayed in a 1984 poster (on page 234) with the message that "Safety is everyone's full-time job."

Women have not featured regularly in safety posters but changing dynamics in society have been reflected in increasing representation. This has been for safety messaging related to recreational safety, home safety, and traffic safety. A more recent stride in workplace diversity and integration is shown in the promotion of fire resistant clothing designed specifically for women (shown on the facing page).



Your future is
full of options

أمامك مستقبلٌ
حافل بالخيارات

Female flame resistant clothing is now
available through B2B.

To learn more, view the FRC catalog
available on the Loss Prevention website.

الملابس النسائية المقاومة للهب متوفرة
الآن على نظام الشراء في الشركة B2B.

لمعرفة المزيد، راجع قائمة الملابس المقاومة
للهب على موقع إدارة منع الخسائر.

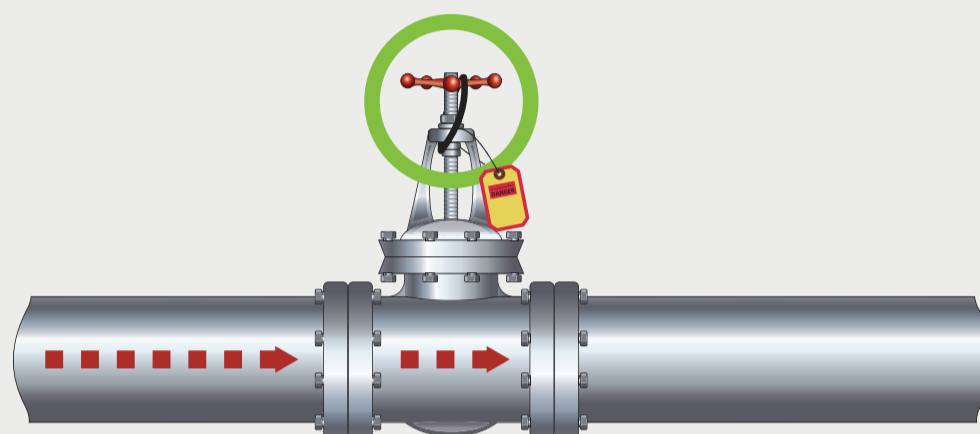


blinding

is a method of positive isolation

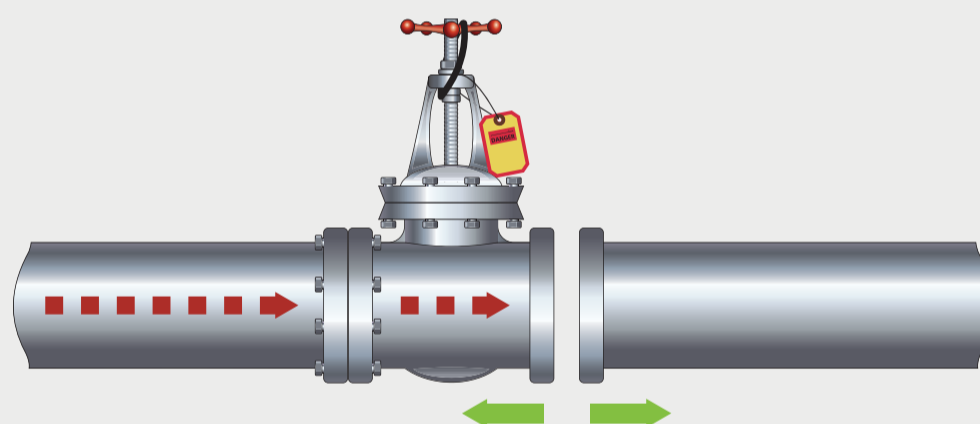
1

Lock and tag the valve in the closed position. All contents must be depressurized, vented and flushed/purged before any work is performed.



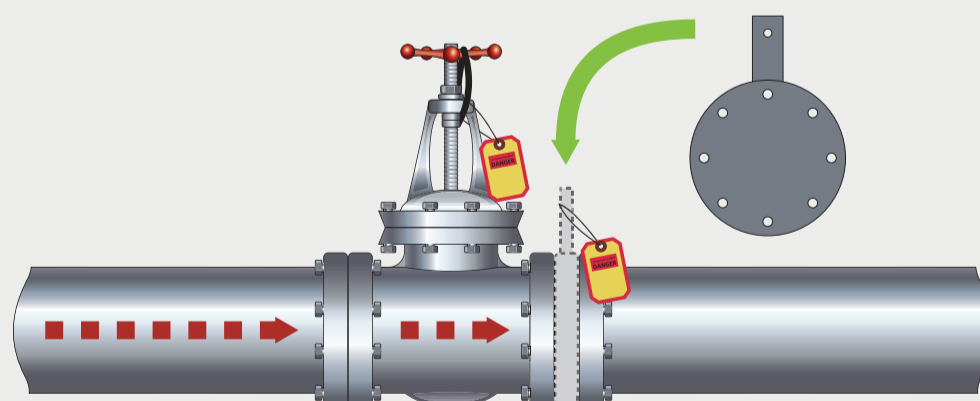
2

Unbolt the flange and separate the flange faces.



3

Insert the blind at the isolated side of the valve, and tag the blind.



For more information, refer to Saudi Aramco G.I. 6.012



Road safety – rules of the road | August 1967



Safety communication | November 1983



Recreational safety | June 1985



Slip, trips, and falls | November 1986



Road safety – pedestrians | November 1967

In two languages

373

Translation has always posed a challenge for the poster designers, particularly as technical terms in the oil and gas industry do not always have commonly used Arabic equivalents. In such cases, the translator had to either explain the meaning of the term, Arabize it, or transliterate it (phonetically transcribe the English term using the Arabic alphabet). In one poster from 1941 (on page 26), “crane” was translated to الكرين (آلة الرفع) or “lifting machine (the crane),” both explaining the term and transliterating it for an Arab audience that may have been more familiar with the English term. A more recent example is the translation of “blinding” (a method of sealing pipes used in oil processing facilities), which was frequently translated to التعمية, a literal translation that means “to make blind.” This translation did not accurately illustrate the action of blinding a pipe, and thus the term سدادة meaning “plug” has been used since 2017.

Other challenges facing translators include linguistic tools such as rhyming (“alert/alive” or “safety belts save lives”), colloquialisms (“dressed to kill” or “give us a break”), or acrostics where the first letters in a word are used to spell out a second message. Such challenges (illustrated on this page) often resulted in literal translations so the play on words for traffic safety “give us a brake” (November 1967) was translated unambiguously as “Traffic stops for children” (توقف لمرور الاطفال), while “don’t fall for it” (November 1986) about slip, trip, and fall hazards was translated as “avoid the dangers of falling” (تجنب اخطار السقوط).

Literal translations are seldom ideal and often a single word can require a whole sentence in a second language. This can be seen in the August 1967 poster where the single word “suicide” is translated as “overtaking another vehicle on a bend is a suicide attempt.”

An example of the evolution of a translated phrase can be seen in “play it safe”, which has been used frequently to encourage safety in sports. In 1985 the phrase was translated as “follow safety principles” (اتبع اصول السلامة) while in 1996 it became “play safely” using the Arabic word “aman” (العب بأمان), which denotes security. The phrase took on a more colloquial flavor in the Arabic translation of 2018 and became equivalent to the English use of “play it safe” (العبها صح).



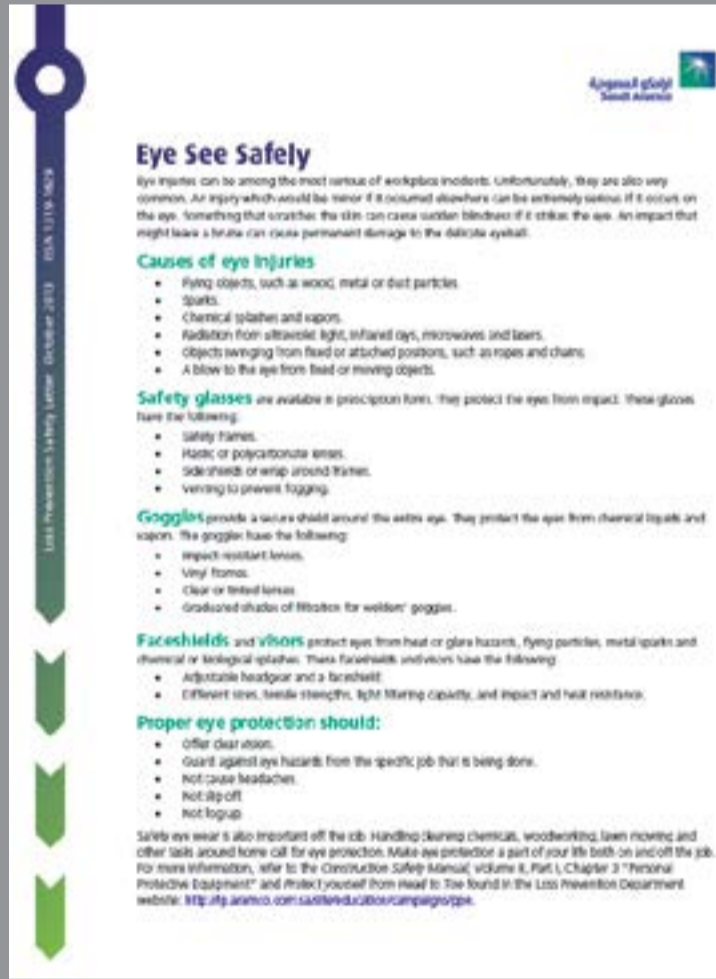
2011



2010



2015



2013

Dimensions: The Safety Letters, Loss Control Report, Panorama and Safety in Focus were all printed on letter-size paper approximately 28 cm x 20 cm.



hook yourself to safety

According to the U.S. Occupational Safety and Health Administration (OSHA), falls are the number one cause of death among industrial/construction workers. Yet, this loss can be prevented by using the correct fall protection systems and procedures. When possible, work shall be performed on the ground to minimize exposure to falls from heights.

If working at 1.8 m (6 ft) or more above the ground, you must be protected by one of the following fall protection systems:

- Fixed fall protection system — a complete guardrail system, such as scaffolding with top rails, mid rails, and toe boards/toe plates on all sides.
- Personal fall arrest system — equipment to stop (arrest) a worker if they fall, such as a full-body harness with a shock absorbing lanyard (self-retracting lifeline).

If a complete fixed fall protection system is not in place or available, you must use a personal fall arrest system, and:

- Be trained to work at heights (equipment, procedure, and rescue).
- Inspect personal fall arrest equipment prior to each use to ensure no damage or wear.
- Never use fall arrest equipment that has been involved in a fall. Remove it from service immediately.
- Never use a safety belt (body belt) as part of the system.
- Remain 100% tied off at all times — never be disconnected.

Anchor points

Anchor yourself correctly and securely to an approved anchor point. An anchor point needs to be able to safely support 2,268 kg (5,000 lb) dead weight. If you are unsure what an approved anchor point is, check before connecting yourself — do not guess. Do not use guardrails or scaffolding posts as anchor points.

A fall protection system is there for your safety; make sure you use it. Always wear personal fall arrest equipment when needed.

Kitchen safety

Kitchen or grease fires are a leading cause of home fires.

Prevention

Take these steps to avoid kitchen fires:

- Never leave cooking unattended on the stove or in the oven.
- Keep appliances clean.
- Use caution when wearing loose fitting clothing while cooking.
- Turn pot handles to avoid knocking them over.
- Don't overload electrical outlets.
- Only use microwave safe utensils and cookware in microwave ovens.
- Keep combustibles away from the stove.

If a fire starts...

1. Smother a grease fire — never put water on a cooking fire!
2. If a cooking pan catches fire:
 1. Put on an oven mitt.
 2. Slide an appropriate size lid onto the pan.
 3. Turn off the burner.
3. If food in the oven catches fire:
 1. Keep the door shut.
 2. Turn the oven off.
 3. If the fire doesn't go out, call the fire department.
4. If a fire starts in your microwave:
 1. Keep the microwave door shut.
 2. Turn off the appliance.
 3. Unplug it.

Use a fire extinguisher if necessary — make sure you know how to use it before a fire starts. A multipurpose class ABC extinguisher is best for kitchen use.

Loss Prevention Safety Letter | December 2014 | www.aramco.com.sa | ISSN 1319-1829

السلامة في المطبخ

أحد أسباب الحرائق المنزلية هو الحرائق الناتجة عن الموقد.

الوقاية

اتخذ الخطوات التالية لتجنب حرائق المطبخ:

- لا تترك الطعام على الموقد أو داخل الفرن دون مراقبته.
- احرس على نظافة الأجهزة المستخدمة في المطبخ.
- كن أكثر حذراً أثناء طهي الأطعمة لأنك لن تلاحظ ملامسة فتيلها.
- قفد حذراً عند ارتداء ملابس فضفاضة.
- لا تترك مقالي المطبخ في الداخل لتجف. ومن الأفضل أن يكون ذلك في مكان جيد التهوية أو بالخارج.
- لا تملأ المقالي الكهربائية بكميات أكثر من طاقتها.
- عند طهي باستخدام الفرن الكهربائي، احرس على استخدام الأواني والأوعية المناسبة.
- احفظ المواد القابلة للاحتراق بعيداً عن الفرن.

إذا شُيئت حريقاً...

- أطفئ الحريق، لكن لا تستخدم الماء في إطفاء حرائق الموقد.
- إذا اشتعلت الحريق في مقالي:
 1. استخدم المقالي المناسبة لإطفاء الحريق.
 2. ضع على المقالي غطاء بغطاء مناسب.
 3. اطفئ شمعات الموقد.
- إذا اشتعلت الحريق في الأوعية داخل الفرن:
 1. ابق على باب الفرن مغلقاً.
 2. اطفئ الفرن.
 3. إذا لم تنطفئ الحريق، اتصل بفرق الإطفاء.
- إذا اشتعلت الحريق في فرن الميكروويف:
 1. ابق على باب الفرن مغلقاً.
 2. اطفئ الفرن.
 3. اخرج سلك الفرن من مقبض الكهرباء.

استخدم مقالي حريق بعد الضرورة، لكن احرس على معرفة كيفية استخدامها قبل تشويده أي حريق. (أعد الممتلكات من الموقد، ابدأ مع الإطفاء باستخدامها في إطفاء حرائق الموقد.)

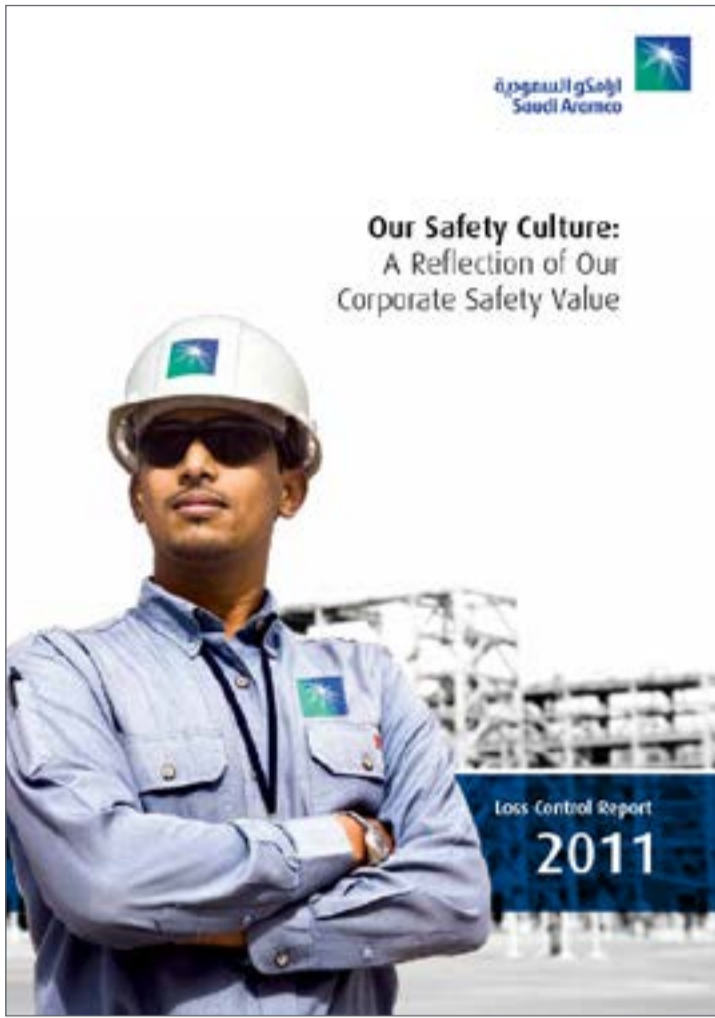
www.aramco.com.sa | ISSN 1319-1829 | أرامكو السعودية | ديسمبر 2014



أرامكو السعودية
Saudi Aramco

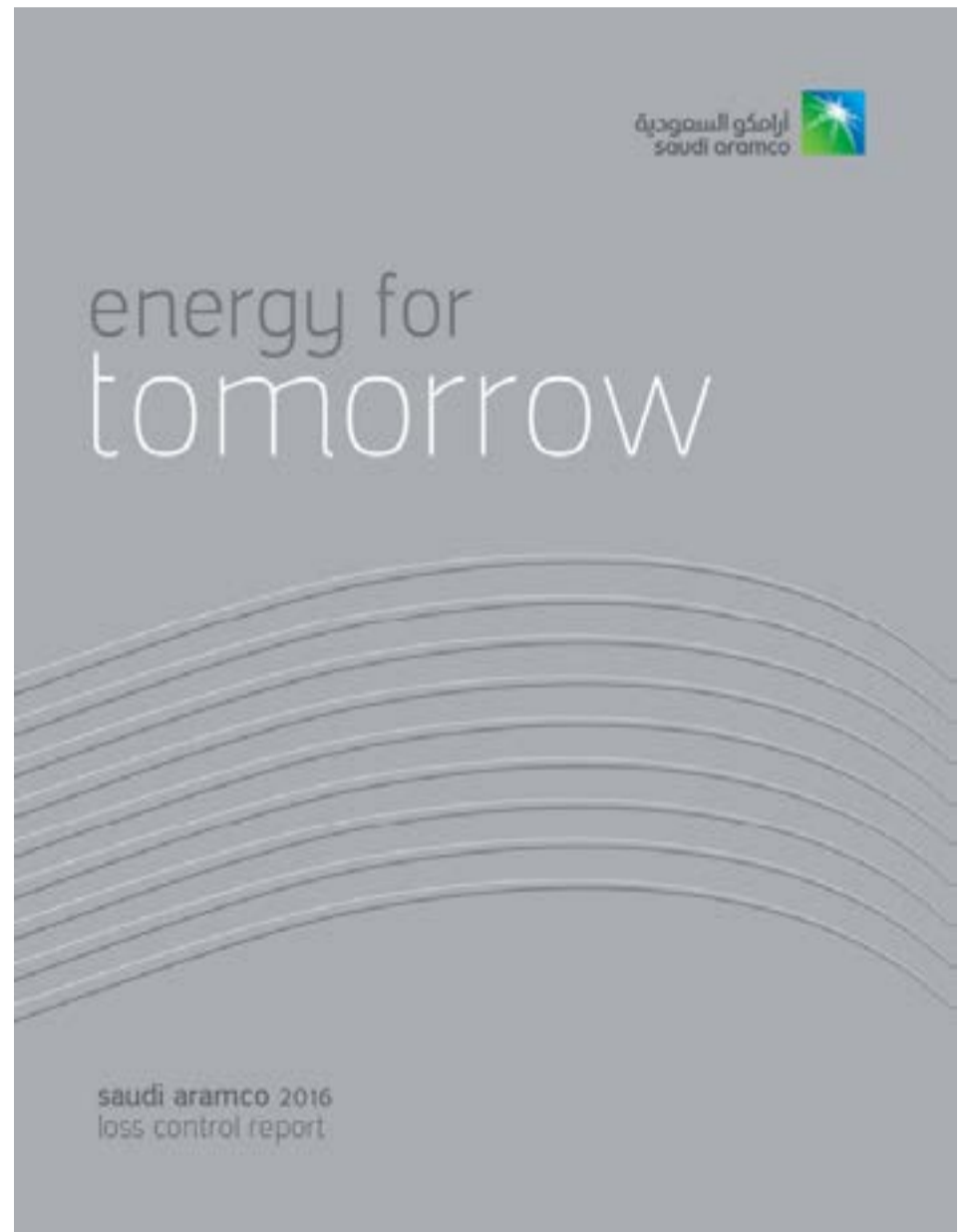
Taking Safety **into the Future**

2013 Loss Control Report



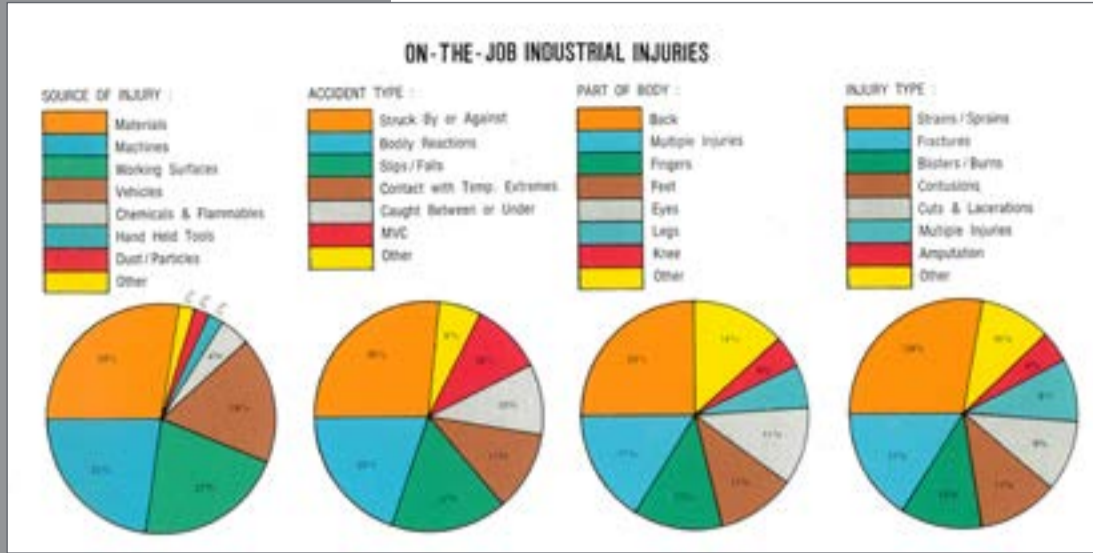
2011

2012

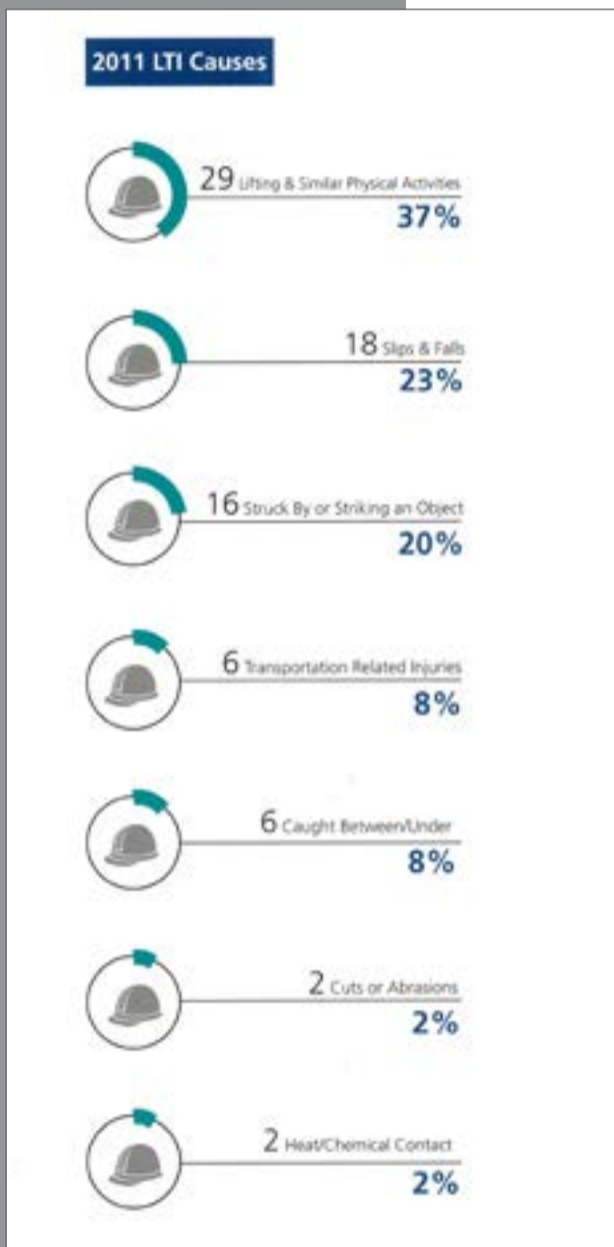


2016

377



1979



2011

Keeping track

The company's workplace injury statistics have been presented every year since 1978 in the *Loss Control Report*, and in the *Accident and Fire Prevention Report* preceding this. The *Loss Control Report* issued for the year 2000 included statistics for each decade dating back to 1950. A key measure for workplace safety is a company's lost time injury (LTI) rate, with Saudi Aramco's LTI rate having improved dramatically from 1.43 in the 1950s to 0.014 in 2018. LTIs refer to incidents that result in a worker not being able to return to work, and this rate measures the annual number of LTIs for every 1,000 workers. Other safety statistics recorded by the company include motor vehicle accidents, off-job injuries, and fires. Over the decades the way in which the data have been presented has continually adapted to keep statistics engaging and easily understandable.

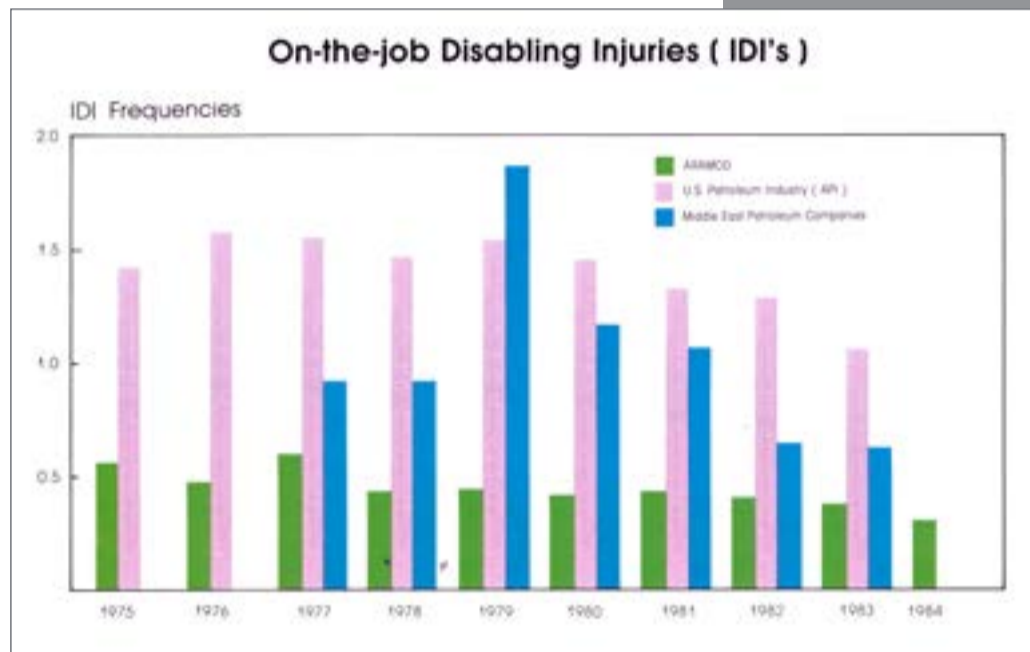


1982

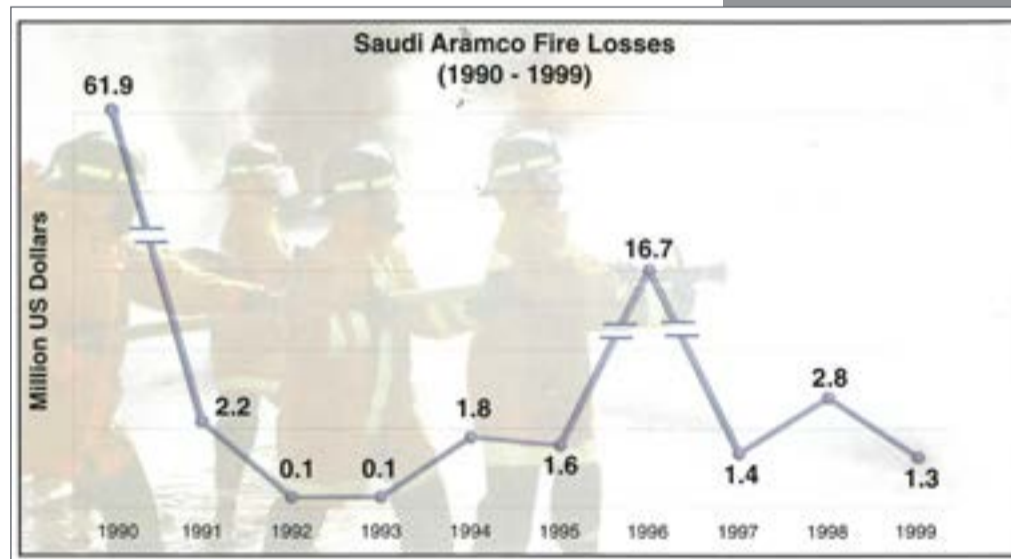
1951



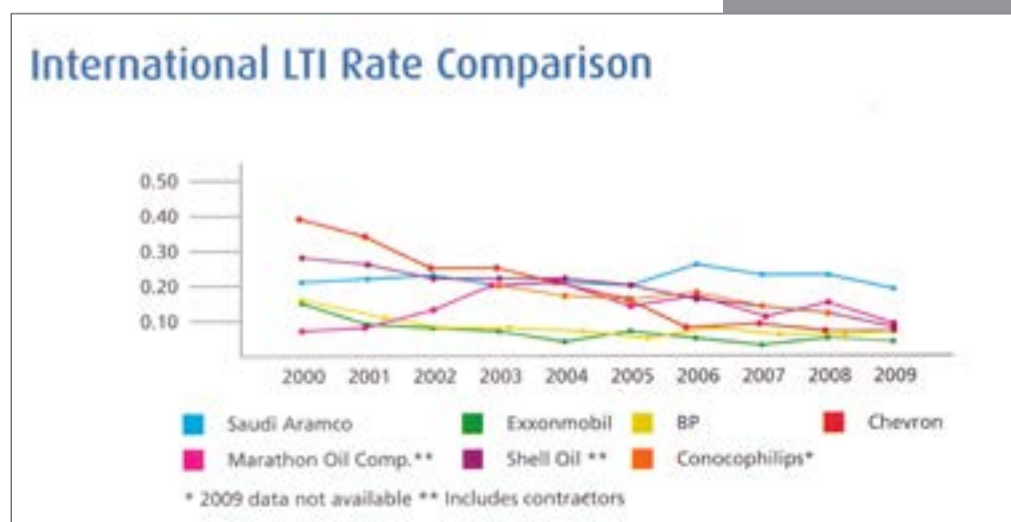
1984



1999

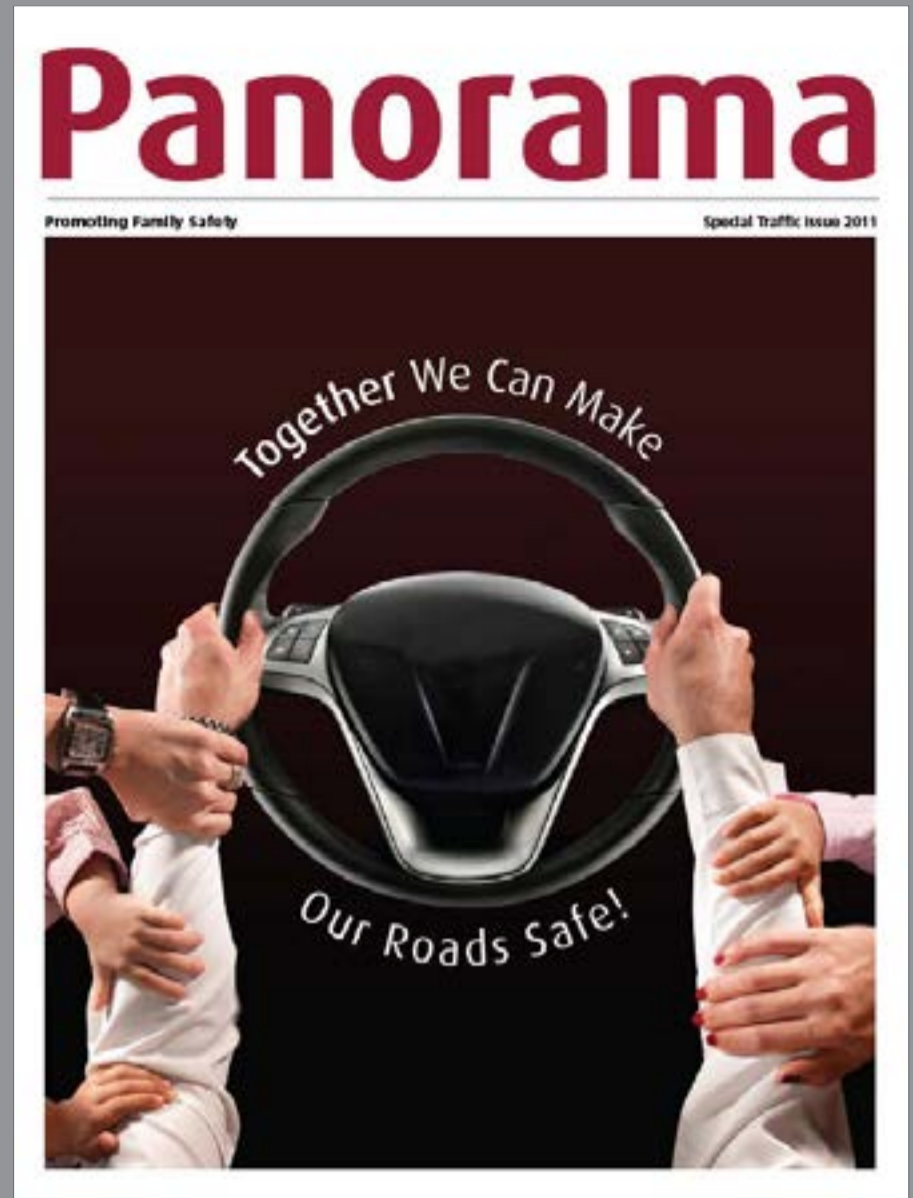


2009





Second quarter | 2015



Second quarter | 2011



Third quarter | 2013



Second quarter | 2014

Panorama

PROMOTING FAMILY SAFETY

3rd Quarter 2010





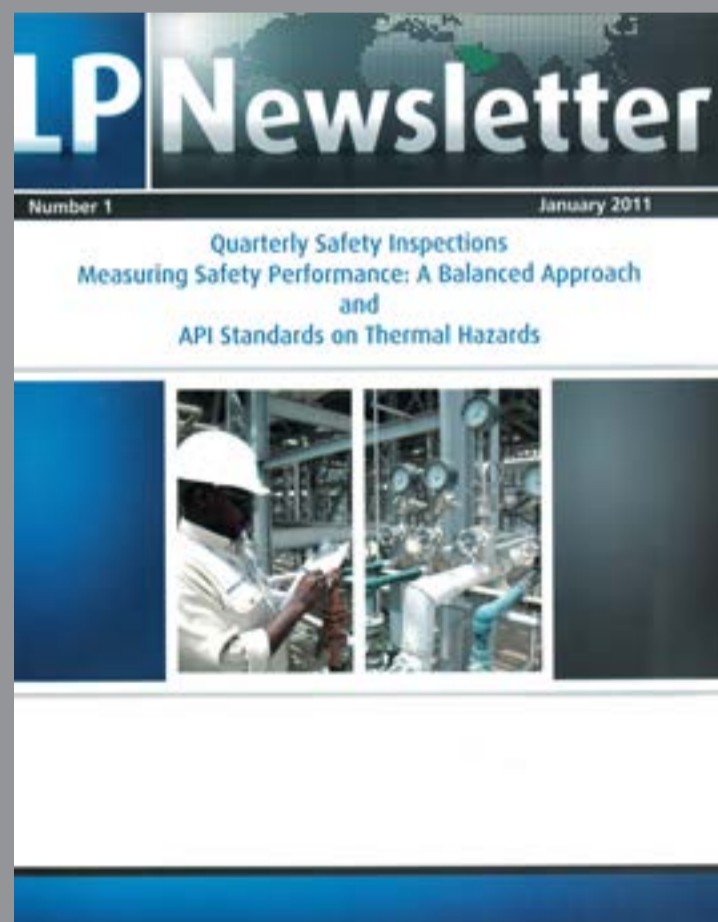
2014



2016



2011

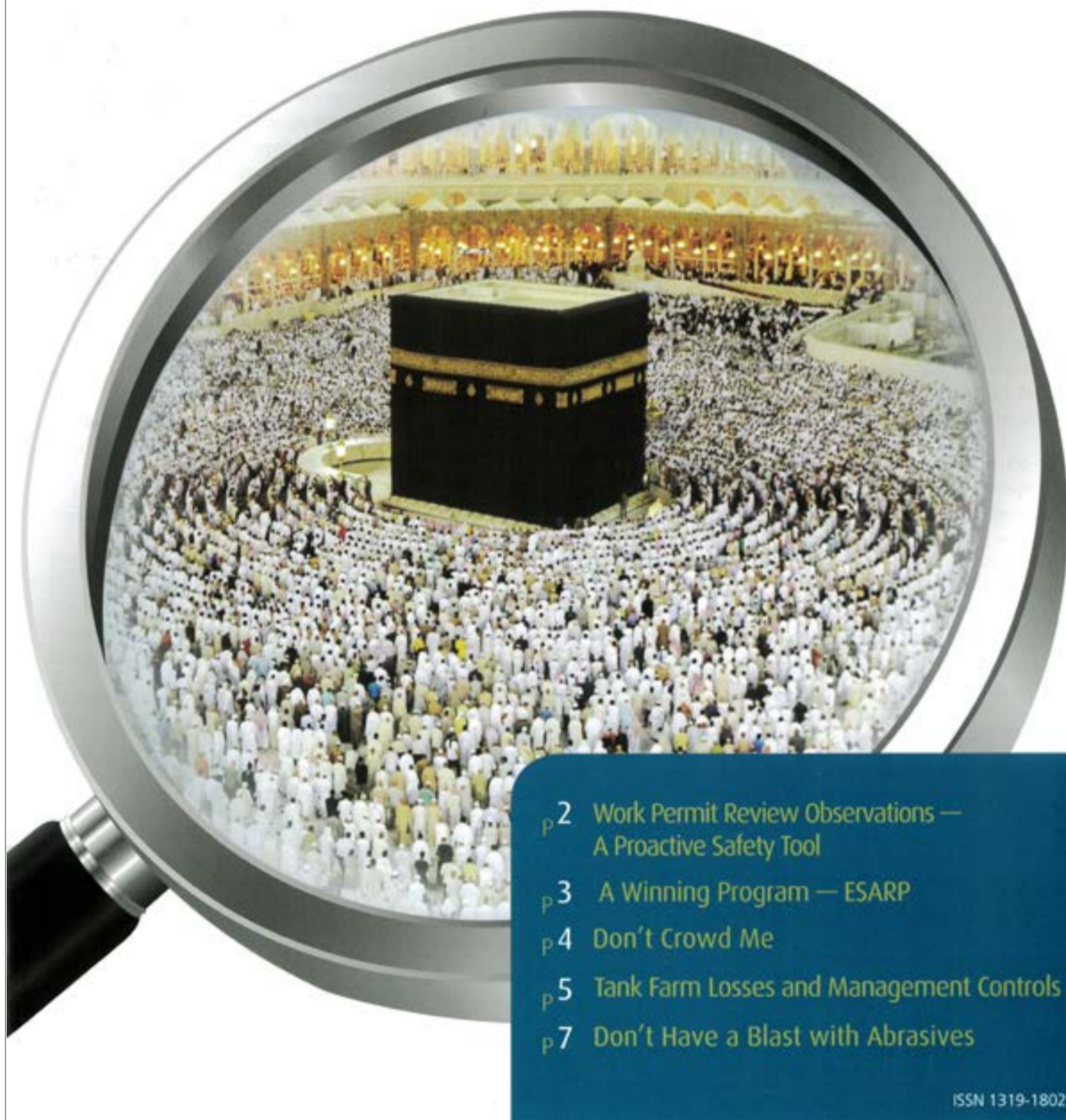


2011

Safety in FOCUS

December 2013

Loss Prevention Department

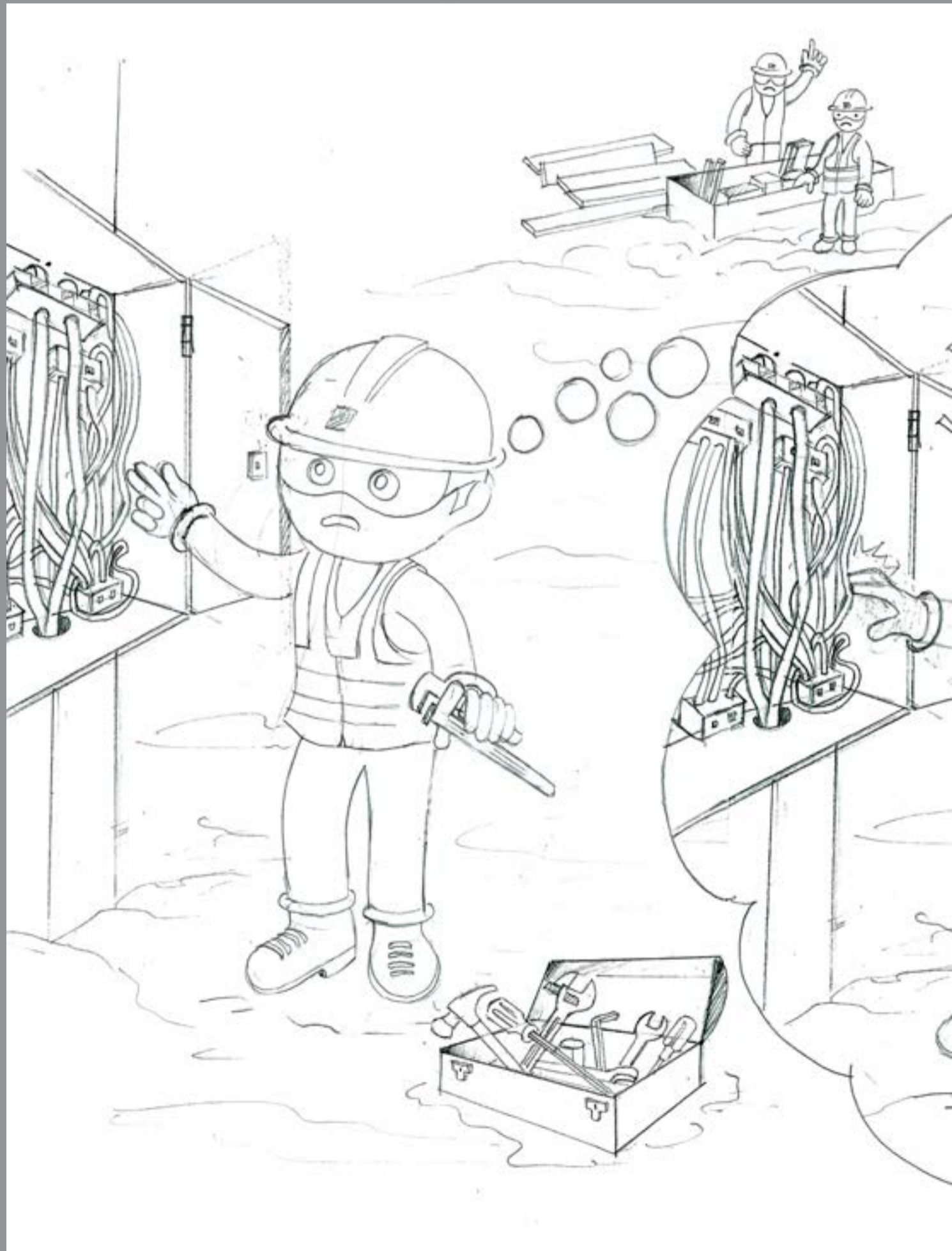


- p 2 Work Permit Review Observations — A Proactive Safety Tool
- p 3 A Winning Program — ESARP
- p 4 Don't Crowd Me
- p 5 Tank Farm Losses and Management Controls
- p 7 Don't Have a Blast with Abrasives

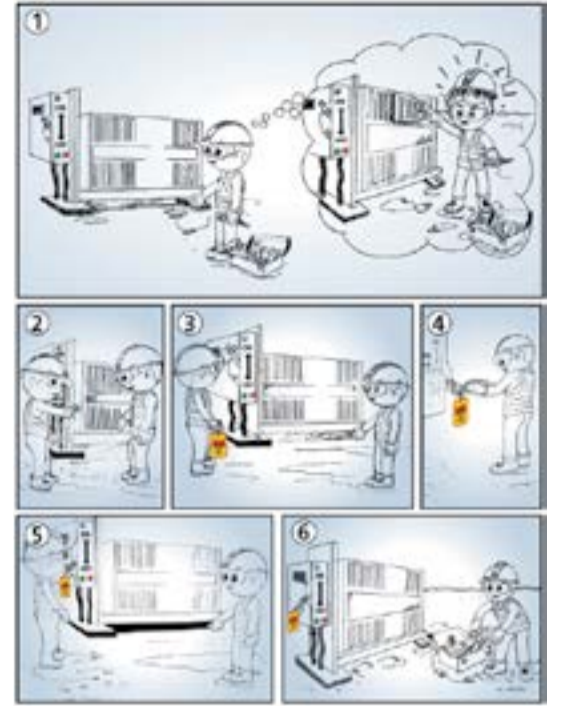
ISSN 1319-1802

Seeing safety

Materials for the See Safety campaign in 2015 needed to tell a story through images and display how to follow best safety practices in a way that could be easily understood, irrespective of the language or literacy level of the audience. The artwork here is a detail from a concept that was then used in the *See Safety* comic book – an educational item used as part of the campaign.



Dimensions: 29 cm x 22.5 cm.



PAGE - 6
DANEL - 1 & 2





ارامكو السعودية
Saudi Aramco



الثعلب سامي Sami Fox

يذهب في رحلة ويتعلم من حركة المرور
Goes On a Journey and Learns About Traffic

A coloring Book | كتاب تلوين

Dimensions: 28 cm x 21.5 cm.



Dimensions: 21.5 cm x 21.5 cm.

Characters for kids

One of the company's most enduring and popular traffic safety books for children has been *Sami Fox Goes on a Journey*. It was published as a coloring and a story book in separate English and Arabic editions.

Keeping children engaged is an increasingly difficult proposition in the age of the internet, and it was with this in mind that a new generation of characters was developed to teach a younger audience about fire safety. Nabih and Beepo, who had featured prominently in the 1990s, were retired. In their place a new family with a safety mascot was brought to life, making safety personal through the story of a young girl who is advised on best practices by a friendly dinosaur. Their first adventure about fire safety was released in 2019.





Dimensions: 16 cm x 12.5 cm.

Fall prevention

The 2011 campaign, hosted by the Loss Prevention Department, focused on all aspects of fall prevention. Three booklets were produced: *Fall Prevention on the Job: Step-by-Step*; *Keep Steady on Your Feet at Home*; and *Don't Let Exercise Pull You Down*. All three publications were easily identifiable, with the same characters and design uniting them. The Arabic version of the on-job publication is shown here.



Dimensions: 21.5 cm x 14 cm.




Dimensions: 21.5 cm x 14 cm.


Lifesaving Rules

A set of eight pictograms was developed to represent each of the Lifesaving Rules. These pictograms were used across the campaign, and aided in understanding when the rules were rolled out in Hindi, Urdu, Chinese and Tagalog. The original two quick cards – published in English and Arabic – are shown here.

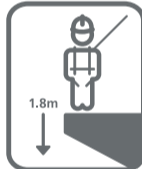
Dimensions: 13 cm x 9 cm when folded in five. 9 cm x 45 cm unfolded.



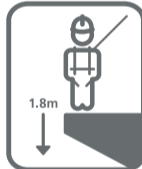
1. احصل على تصريح عمل عند الحاجة




2. تحقق من العزل قبل البدء بأي عمل




3. احصل على تصريح قبل الدخول إلى الأماكن المحصورة




4. استخدم معدات الحماية من السقوط عند العمل على المرتفعات




5. اتبع كافة قواعد السلامة المرورية




6. احصل على تصريح قبل البدء بأعمال الحفر




7. استخدم معدات الحماية الشخصية المطلوبة لعملك




8. ضع نفسك في مكان آمن دائمًا


القواعد المنقذة للحياة
 اتبع أساسيات السلامة بشكل صحيح

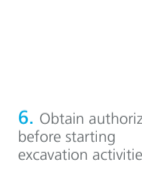
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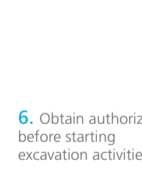
1. Obtain a valid work permit when required




2. Verify isolation before starting any work




3. Obtain authorization before entering a confined space



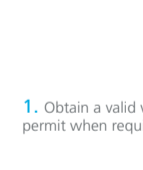
4. Use required fall protection equipment when working at heights



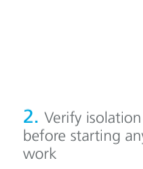
5. Follow all traffic safety rules




6. Obtain authorization before starting excavation activities



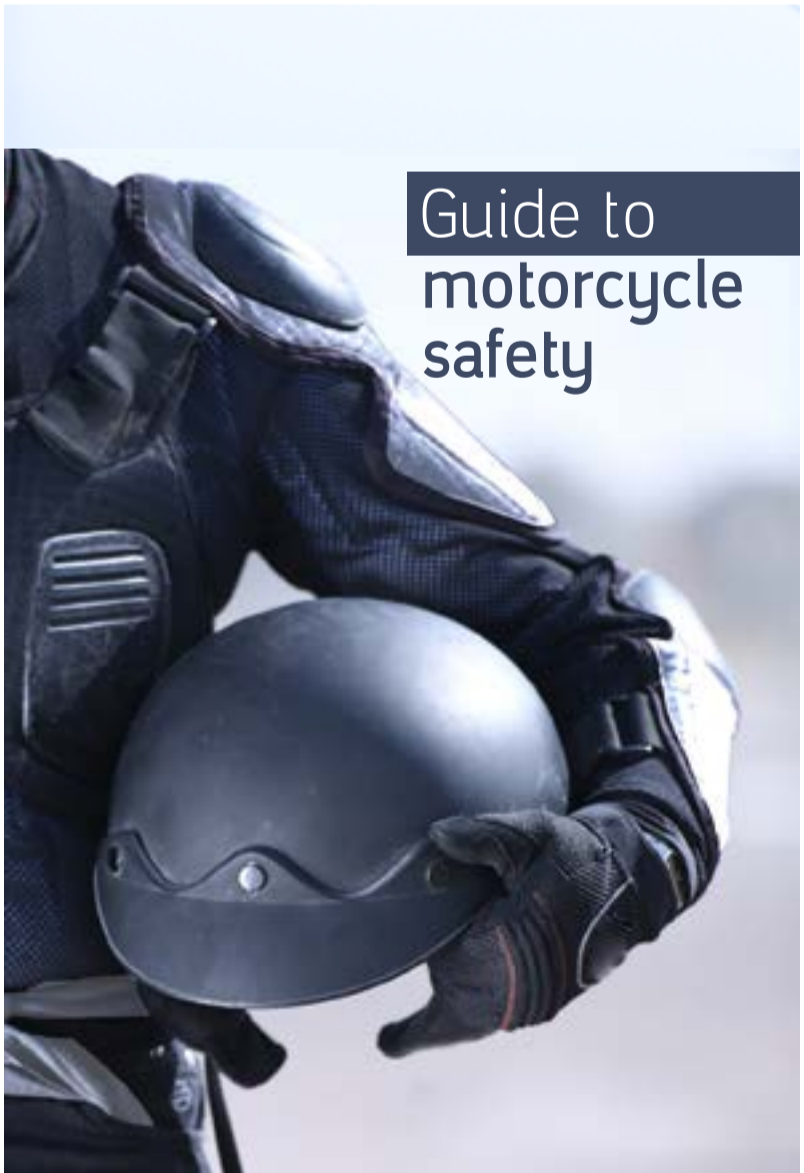
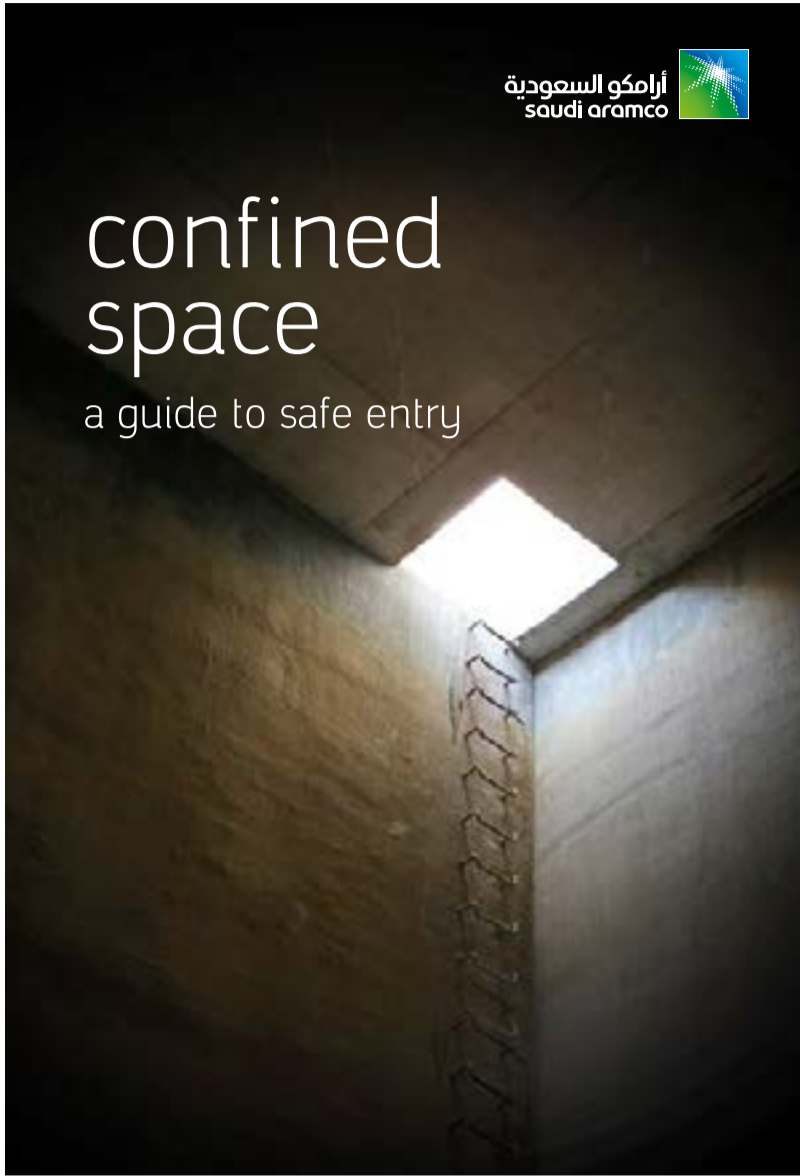
7. Use the required PPE for your job



8. Always position yourself in a safe location


lifesaving rules
 Safety – Get the basics right

<





heavy
equipment
safety

Uniformity of design

With the new corporate branding launched in 2015, LPD began a process of redesigning its safety handbooks with a consistent size and format to make them easily recognizable and easy to use. The titles on this page, all reproduced here at full size, provide thorough yet easily understandable information on a range of on-the-job and off-the-job topics.



Office safety

TAKE SAFETY H



HOME

أصول السّلامية في بيتك





Saudi Aramco and the Art of Safety brings together a remarkable collection of safety-related materials that demonstrate how art has been embraced in the interests of safety by the world's largest energy company.

Over the past 80 years, Saudi Aramco has faced the challenge of promoting safety education by bringing together both safety and art in a range of print media, including posters, magazines, and newsletters to name a few. From its very first poster of the 1940s, through the pop art culture of the 1980s to the contemporary designs evident today, this extensive collection charts the evolution of the company's corporate social responsibility journey and an enduring safety culture.

This book is a vibrant reminder of the enduring centrality of safety, and of how the success of the company was and will always be built on its people's willingness to share their experiences to ensure safety remains a key part of everyday life. It is also a celebration of Saudi Aramco's accomplishments, the innovation and resilience of its safety pioneers, the imagination that has led to a flourishing culture of creativity, and the people who turned art into a living reality.