



King Abdulaziz City for
Science and Technology

Brand Guideline

kacst.gov.sa

Welcome to KACST's brand guidelines

Introduction

This guide reviews how KACST's visual identity is used to ensure compliance across all relevant media pursued by the organization.

It covers the fundamentals of using logos, colors, and other design elements to create a consistent and strong visual appearance.

It also serves as a design guide, providing distinction and vitality for the identity's future requirements.



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Brand Assets



- ×
 1. Logo
 2. Signature
 3. Logo Lockups
 4. Use on different backgrounds
 5. Clear Space
 6. Co-Branding
 7. Incorrect usage of elements



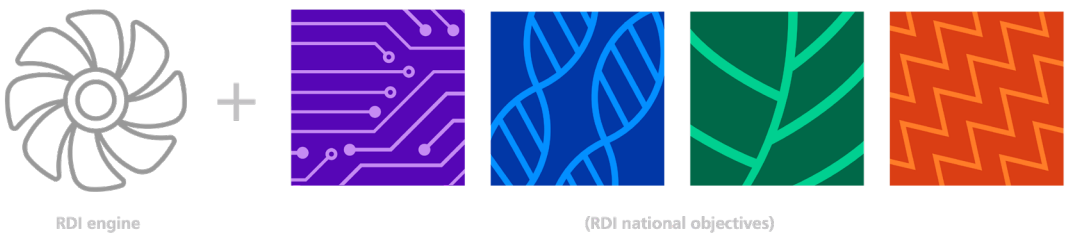
Logo

1

Concept:

Inspired by KACST strategy, we are utilizing the concept of the engine to represent KACST as the kingdom's RDI engine.

We creat the logo by reviving the old KACST logo which was linked to KACST's wide range of scope, and presenting the new logo that represents the four main RDI national objectives in abstract shapes within the logo.



Signature

2

Brand Assets



Logo Components:

KACST logo is made up of two elements: Symbol and the KACST wordmark

- Symbol
- English wordmark

Symbol



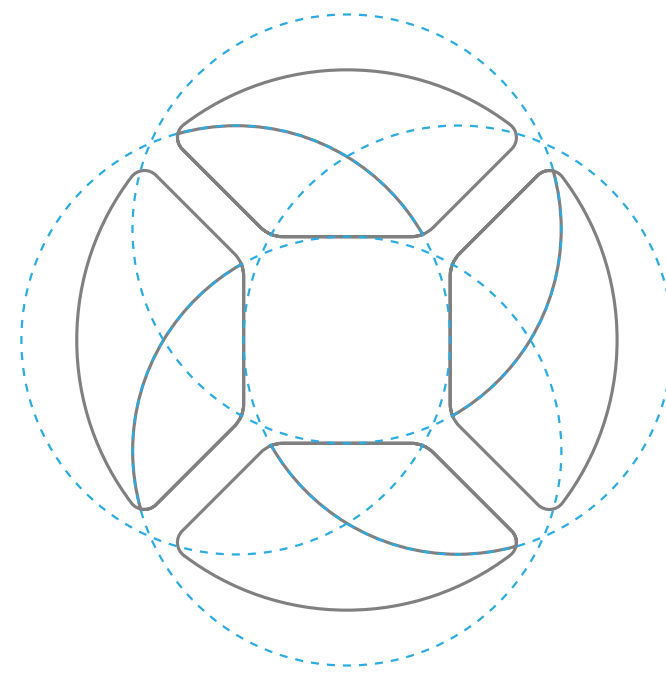
KACST

English
wordmark

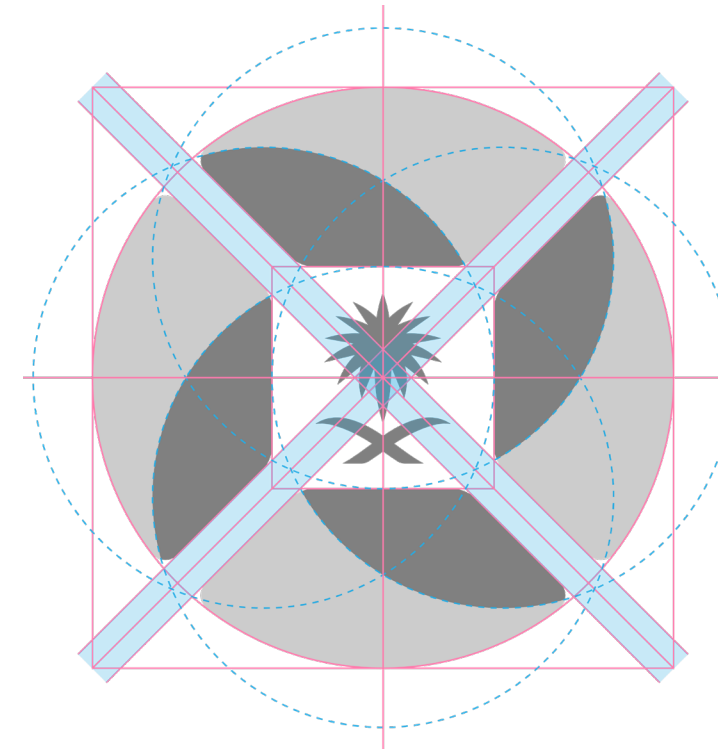


Logo Components:

- Symbol



Mono Outlines



Constructions



KACST Symbol

Logo Lockups

3

Brand Assets



Division Lockups:

- Horizontal - EN



Horizontal - Main Logo

English



Division Lockups:

- Vertical - EN

Vertical
Main Logo

English





Bilingual Lockups:

- Horizontal
- Main English Brand Name
- Arabic Full Description



KACST

مدينة الملك عبدالعزيز
للعلوم والتقنية



Bilingual Lockups:

- Vertical
- Main English Brand Name
- Arabic Full Description



KACST

مدينة الملك عبدالعزيز
للعلوم والتقنية

Use On Different Backgrounds

Brand Assets



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Logo Variations:

- 1- Full-Color on white
- 2- Full-Color on navy blue
- 3,4,5,6 - Full-Color on any color background from primary color palette

Note: when we use one of our primary colors palette as a background, the logo should be used with white circle device except the navy blue.

01



03



05



02



04



06



Use On Different Backgrounds

Brand Assets



Logo Variations:

- 1- Mono-Color on white/dark gray/black
- 2- Mono Gray Scale - Color on white/dark gray/black

Note: when we use one of our primary colors pallete as a background, the logo should be used with white circle device except the navy blue.

01



02



Clear Space

5

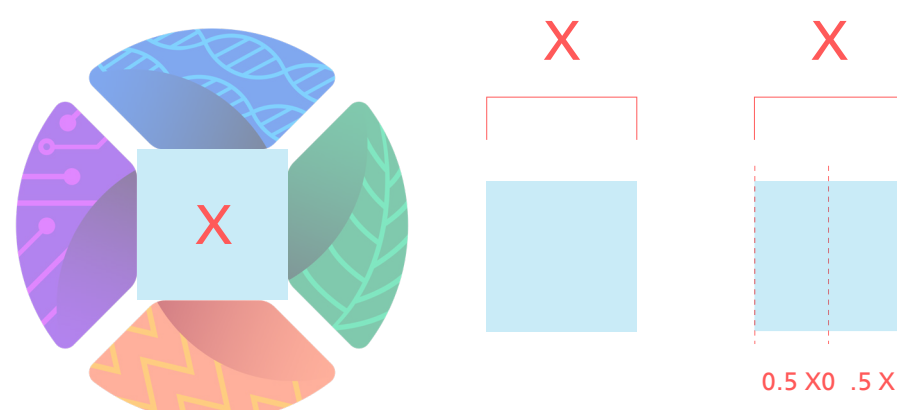
Brand Assets



Logo Constructions:

The brand mark must be bordered by a protection zone for an overall prominent position, clear legibility, and coherence with the rest of the design elements.

The space around the logo from all four sides should be equal to 1 to 2 X from each side, found in the icon:
 $X \times \text{measure unit} = \text{Square shape inside the logo height and width.}$

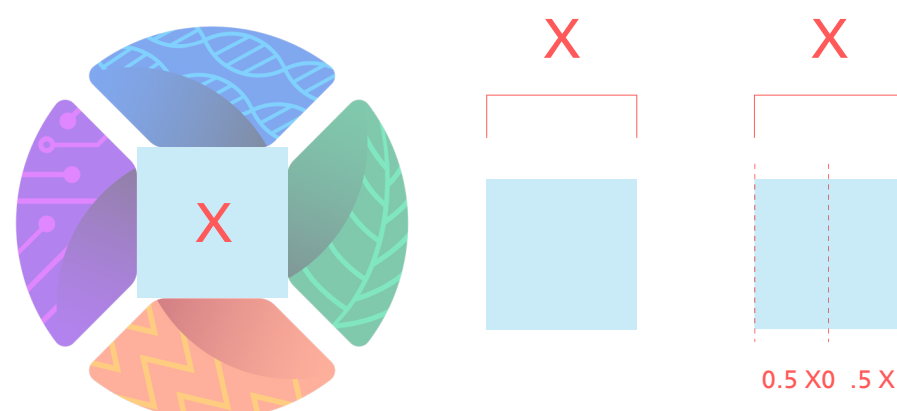




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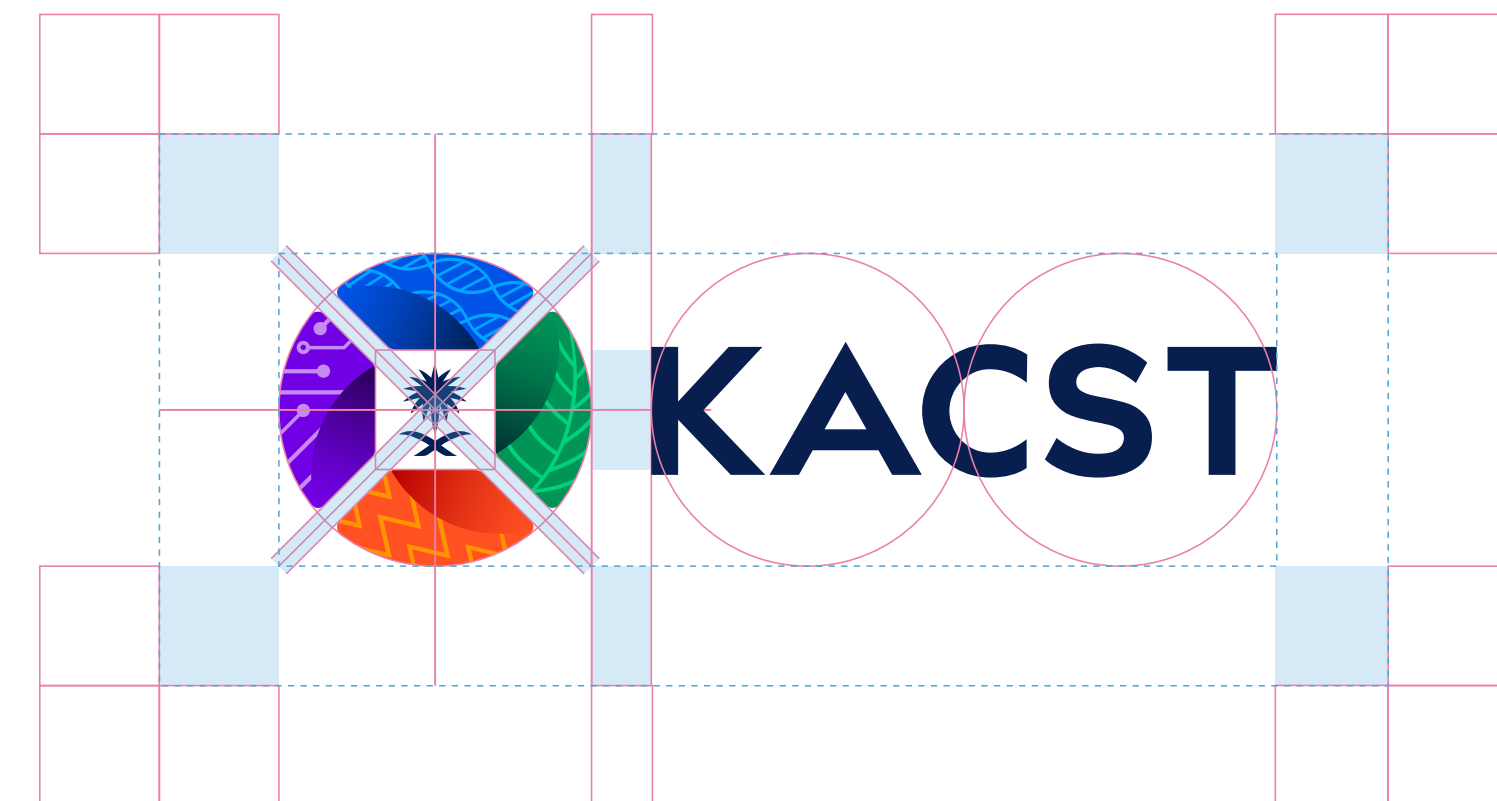
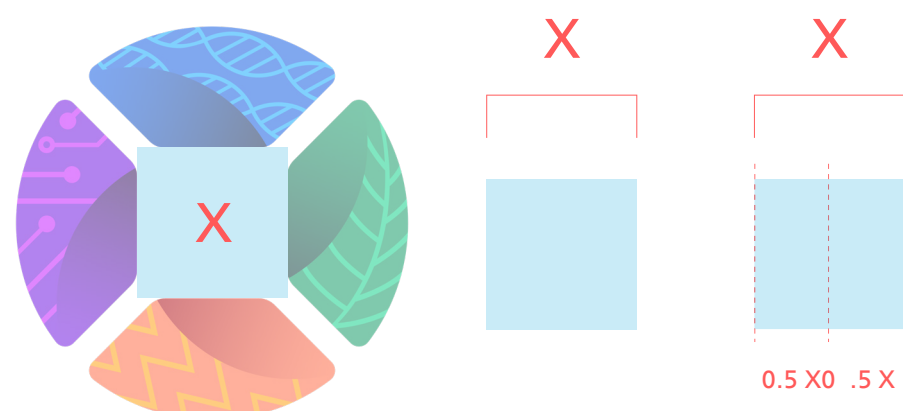
Clear Space



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Co-Branding

Brand Assets



6

When there is a collaboration with another brand, both logos are separated with a dummy line that has the height of KACST's symbol. Keep in mind that KACST's logo has clear space.



Incorrect Usage Of Elements



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The consistent visual presentation of the brand logo will help maximize building a strong brand. The following are examples of incorrect logo usage. Following these guidelines will help ensure the most consistent and distinctive visual expression of the brand.



DO NOT use drop-shadows



DO NOT mix Colors



DO NOT outline the logo



DO NOT angle the logo



DO NOT stretch or squeeze the icon or typography



ONLY use the APPROVED primary colors



DO NOT use on full image background



DO NOT change the placement of the icon or the logotype

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