

DGA Brand Manual & Guidelines 2023

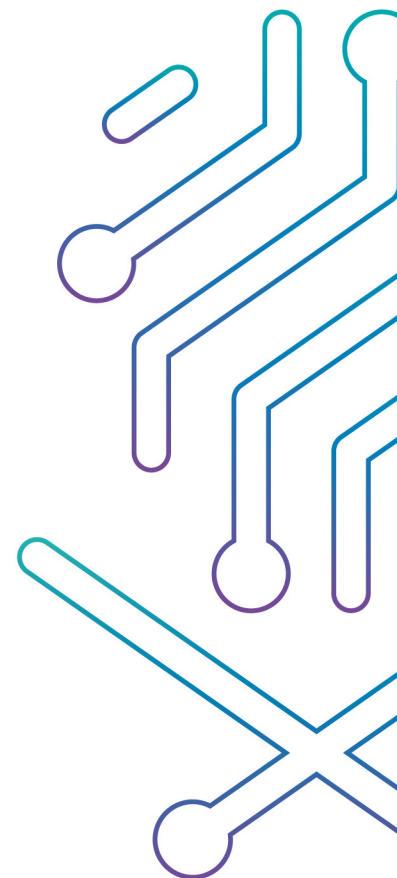
The new Brand Guidelines for Digital Government Authority
to represent your identity and give a consistent visual look.

Volume 2



01. Note:

If you have any questions,
please contact our brand manager
brand@dga.gov.sa



Brand Guidelines

2023



Address:

Kingdom of Saudi Arabia
Riyadh, Digital City

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Free Toll: 199099
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Corporate Images**

Images and Application

01

Brand Identity



Corporate Identity. Have a look when image meets design.



Vision

حكومة رقمية رائدة
لمجتمع ممكن وحيوي.



Mission

تمكين وتطوير الحكومة
الرقمية وتحفيزها وتسريعها
من خلال التميز المؤسسي في
قيادة التحول الرقمي
الذكي والمستدام والمتجدد في
القطاعات الحكومية بالمملكة.



Design is not just what
it looks like and feels
like. Design is how
it works.

المشاركة

Participation

المستفيدون هم محور اهتمام الهيئة لذا نركز على المشاركة الفعالة للمواطنين والقطاع الخاص وتعزيز العمل والتواصل بين الجهات الحكومية لتوفير التقنيات الرقمية وخدمات حكومية رقمية رائدة تلبي طموحات الجميع.

الابتكار

Innovation

نبادر ونلتزم بقيادة الإبداع والابتكار المستمر للمنتجات والخدمات الحكومية الرقمية لتسريع التحول الرقمي وتحسين تجربة المستفيد

التعاون

Collaboration

نتبنى نماذج فعالة ومبتكرة لتعزيز كفاءة العمل الحكومي من خلال التمكين والتعاون والشراكة مع كافة الأطراف في عملية التحول الرقمي لضمان تحقيق مستهدفات الحكومة الرقمية بأفضل معايير الأداء.

الالتزام

Commitment

نمكن الجهات الحكومية من تطبيق السياسات والتوصيات وتتبع معايير التحول الرقمي بما يحقق النتائج المرجوة ويدفع عجلة التقدم لخدمة المستفيدين.

Design goals.

Project brief, goals and content.

Value.

Project Description

How we wanna be
in the future.

قائد التحول الرقمي وتطوير
مستقبل الحكومة الرقمية في
المملكة العربية السعودية

Goals.

Project Goals

What are our goals
to win?

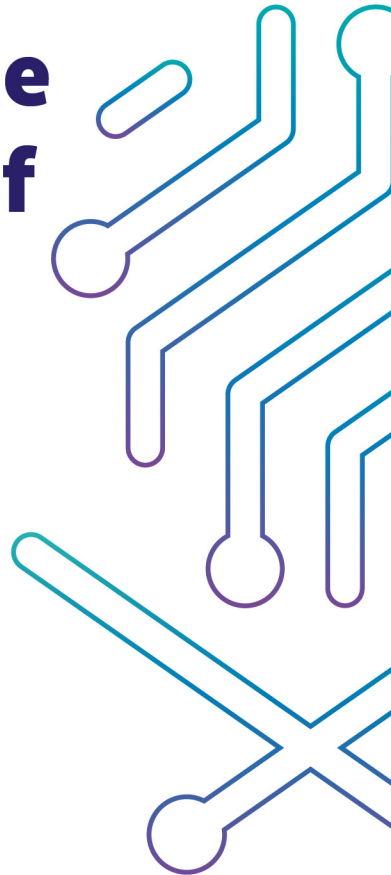
تمكين الجميع بالمملكة من
مستقبل أكثر ازدهاراً
واغتناماً للرقمنة



Design Principle.

**The design
process,
at its best,
integrates the
aspirations of
art, science,
and culture.**

Michael Anderon
Creative Director



02

Logo Guideline



Corporate Logo.

Corporate logo and clearspace.

The corporate logo.

تصميم رمز الشعار على شكل سيفين ونخلة بطابع رقمي مكوّن من خطوط ونقاط تذكر بالعالم الرقمي وتعكس دور الهيئة الريادي في التحول والتخصص الرقمي. تدرج ألوان الرمز يبرز التناغم والترابط في القطاع كتابة الاسم بخط حديث ومؤسسي مع لمسات حيوية رقمية، إشارة للاحترافية والتمكين.

هيئة
الحكومة
الرقمية
Digital
Government
Authority



هيئة
الحكومة
الرقمية

Digital
Government
Authority



هيئة
الحكومة
الرقمية

Digital
Government
Authority



هيئة
الحكومة
الرقمية

Digital
Government
Authority



هيئة
الحكومة
الرقمية

Digital
Government
Authority





هيئة الحكومة الرقمية

Digital Government Authority



هيئة الحكومة الرقمية
Digital Government Authority



هيئة الحكومة الرقمية
Digital Government Authority



هيئة الحكومة الرقمية
Digital Government Authority



Corporate Sub Logo.

Corporate
Sublogo



Corporate Sub Logo.

**Corporate
Sublogo**

السعودية الرقمية
Digital Saudi



السعودية الرقمية
Digital Saudi

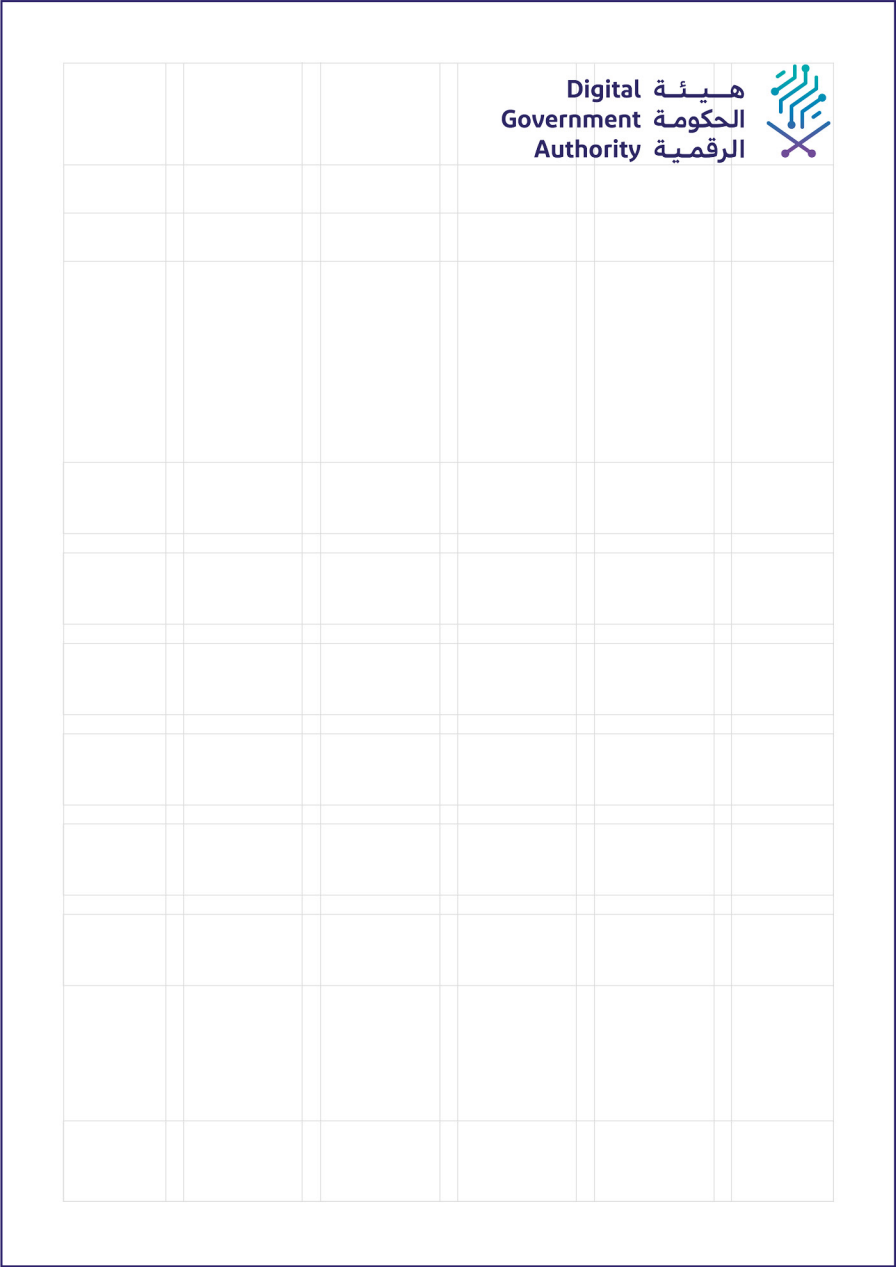


Visual basics.

Correct
Logo
Placement

Explanation.

To place the DGA logo in the correct way please use one of the approved styles that are shown on the Top right.
To place the DGA logo in other ways is not allowed.



Top Arabic
Orientation

Visual basics.

Correct Logo Placement

هيئة
الحكومة
الرقمية



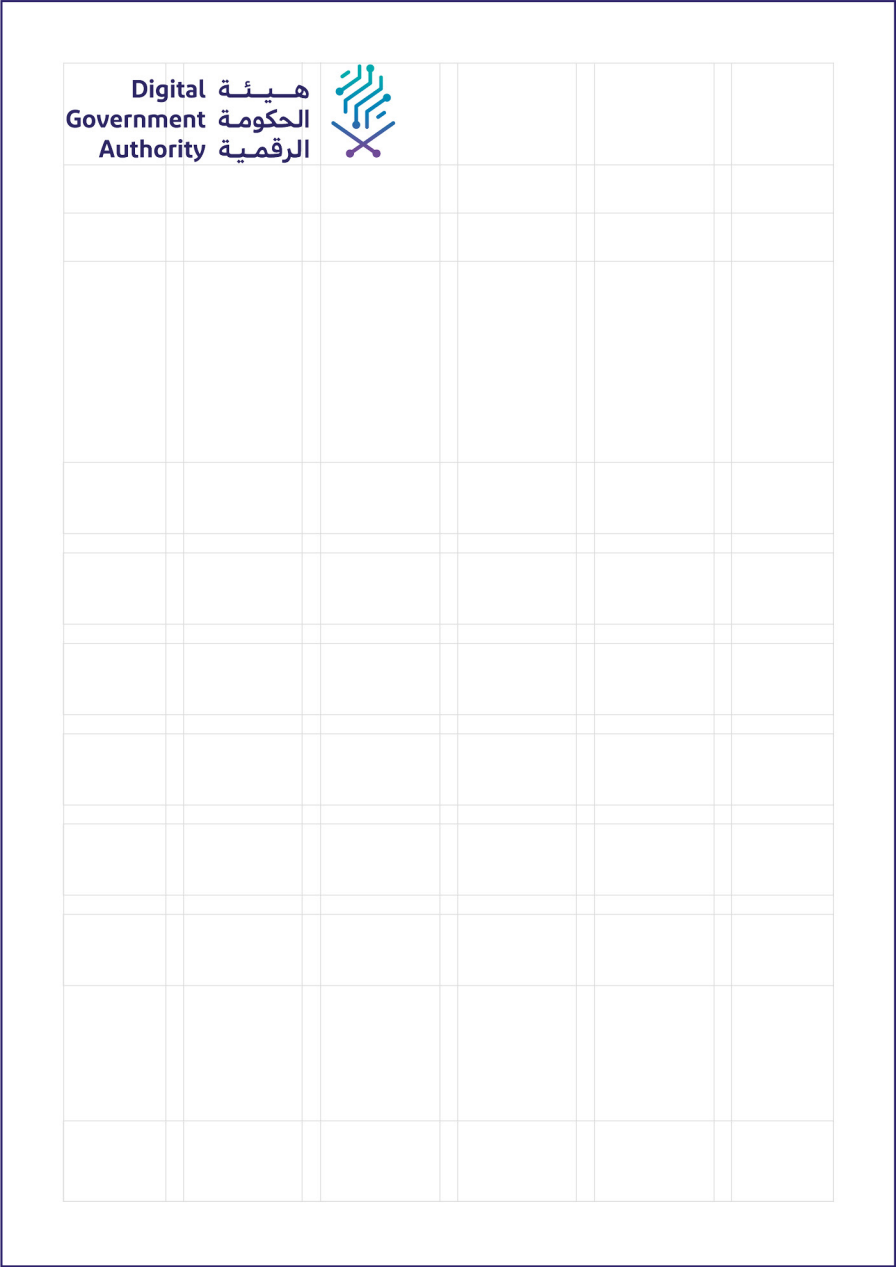
Bottom Arabic
Orientation

Visual basics.

Correct Logo Placement

Explanation.

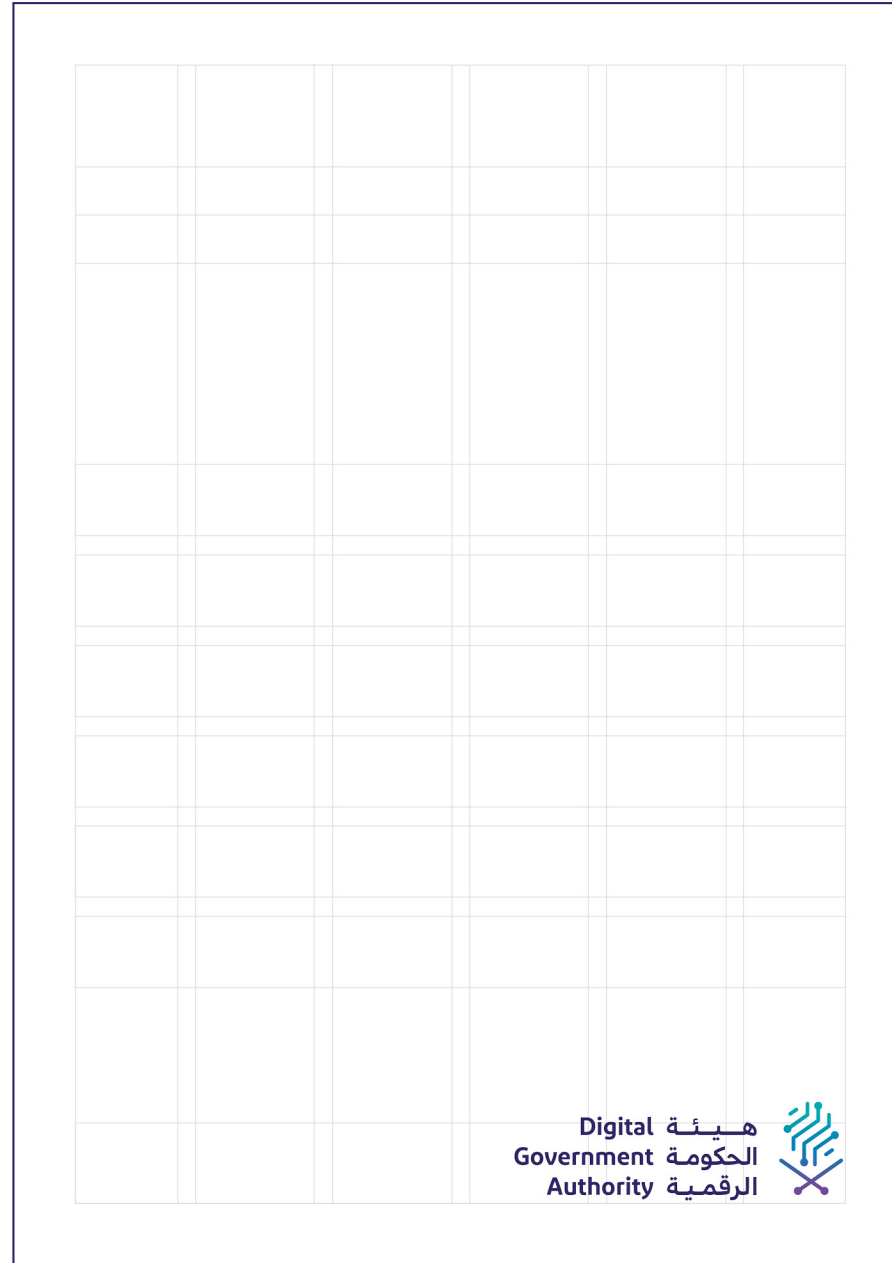
To place the DGA logo in the correct way please use one of the approved styles that are shown on the Top Left.
To place the DGA logo in other ways is not allowed.



Top English
Orientation

Visual basics.

Correct Logo Placement



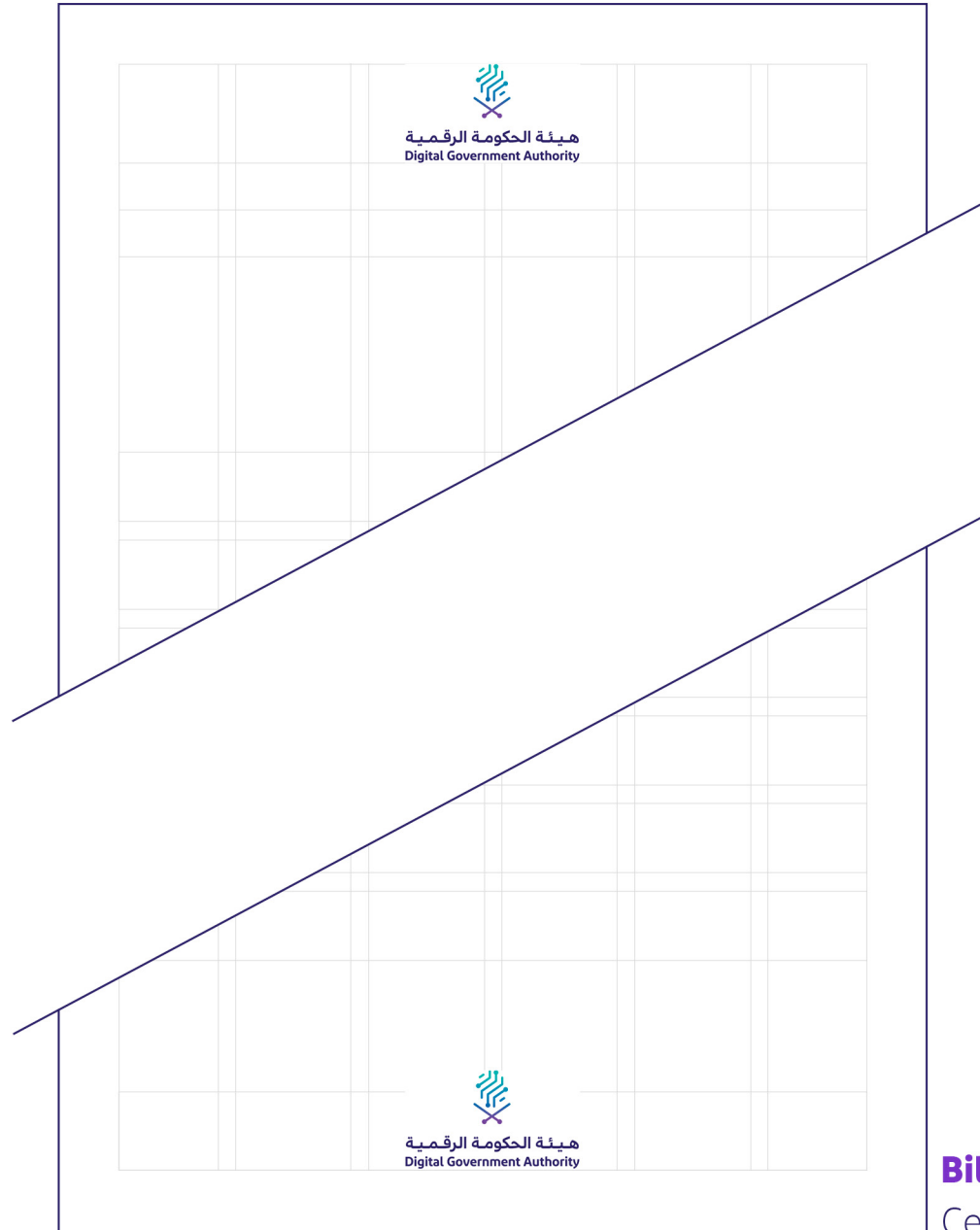
Bottom English
Orientation

Visual basics.

Correct Logo Placement

Explanation.

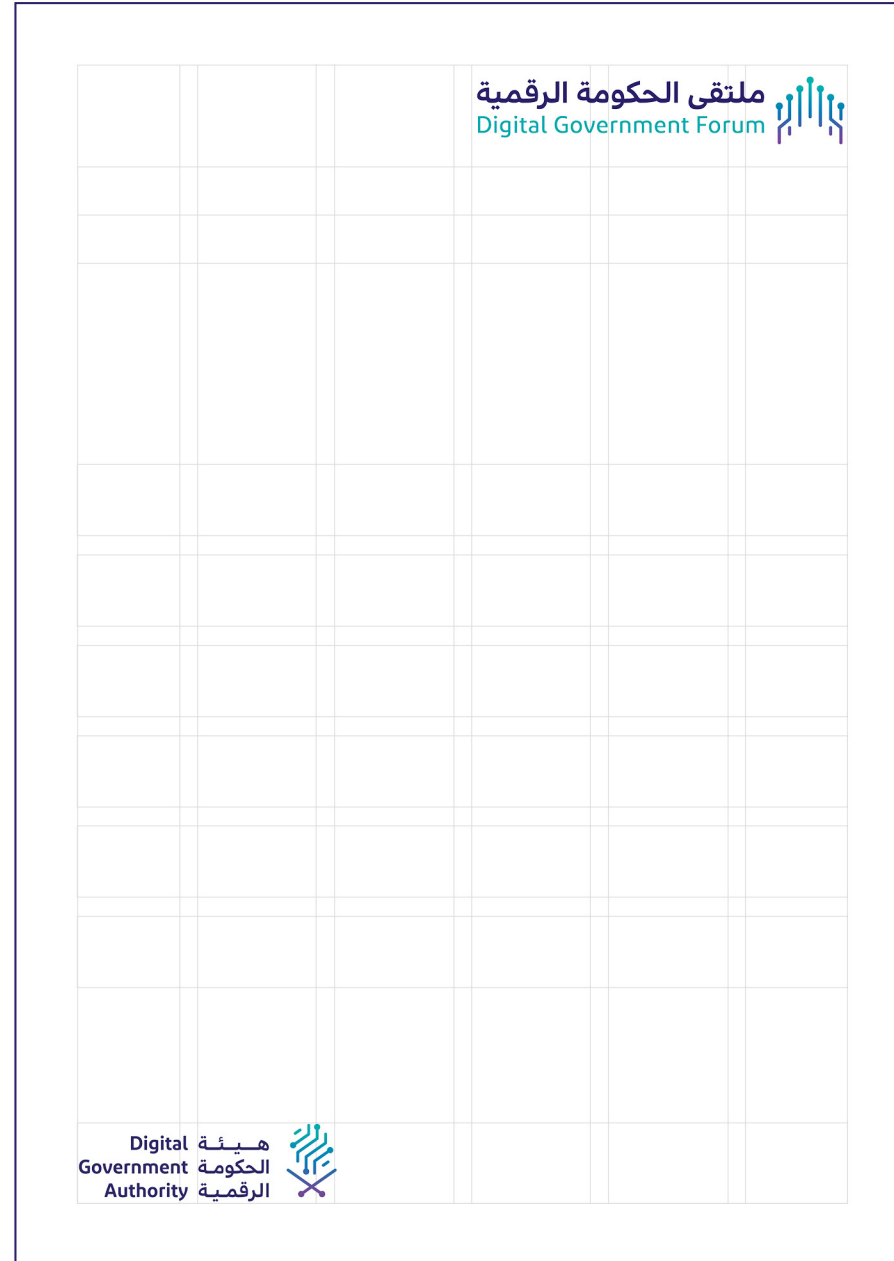
To place the DGA logo in the correct way please use one of the approved styles that are shown on the Top and Bottom Center.



Bilingual
Central Orientation

Visual basics.

Correct Logo Placement



Internal
Event

Visual basics.

Correct Logo Placement



Event With
Partner

03

Colors, Typo, Icon
& Graphic Element



Primary color system.

Corporate Color System.

Brand colos and usage.

لغة الألوان رقمية بامتياز وتعكس
سمات شخصية هويتنا المؤسسية.

Corporate colors



Dark Blue
Primary Color A.



Purple
Primary Color B.



Turquoise Blue
Primary Color C.



Green
Primary Color D.

Color Tones



100%



80%



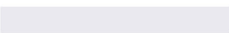
60%



40%



20%



10%

Color Tones



100%



80%



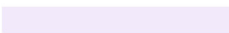
60%



40%



20%



10%

Color Tones



100%



80%



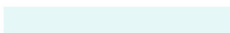
60%



40%



20%



10%

Color Tones



100%



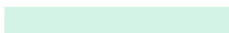
80%



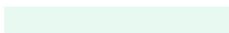
60%



40%



20%



10%

Color codes

Dark Blue

Primary Color A.

Primary Color A

Color Codes

CMYK : C100 M100 Y25 K12
RGB : R42 G32 B106
Web : #2a206a

Purple

Primary Color B.

Primary Color B

Color Codes

CMYK : C75 M81 Y0 K0
RGB : R124 G50 B201
Web : #7c32c9

Turquoise Blue

Primary Color C.

Primary Color C

Color Codes

CMYK : C75 M5 Y35 K0
RGB : R0 G171 B175
Web : #00abaf

Green

Primary Color D.

Primary Color C

Color Codes

CMYK : C70 M0 Y63 K0
RGB : R28 G193 B130
Web : #1cc182

Secondary color system.

Corporate
Color
System.

Corporate colors



Color codes

Color Codes

CMYK : C100 M99 Y38 K32
RGB : R27 G22 B81
Web : #1b1651

Color Codes

CMYK : C90 M82 Y0 K0
RGB : R60 G51 B177
Web : #3c33b1

Color Codes

CMYK : C75 M5 Y35 K0
RGB : R0 G171 B175
Web : #00abaf

Color Codes

CMYK : C80 M44 Y0 K0
RGB : R0 G130 B222
Web : #0082de

Color Codes

CMYK : C29 M2 Y0 K0
RGB : R190 G227 B255
Web : #bee3ff

Color Codes

CMYK : C11 M4 Y0 K0
RGB : R232 G239 B253
Web : #e8effd

Color Codes

CMYK : C36 M100 Y16 K7
RGB : R165 G2 B108
Web : #a5026c

Color Codes

CMYK : C19 M100 Y100 K12
RGB : R180 G0 B0
Web : #b40000

Color Codes

CMYK : C0 M88 Y59 K0
RGB : R255 G48 B74
Web : #ff304a

Color Codes

CMYK : C0 M78 Y44 K0
RGB : R255 G86 B103
Web : #ff5667

Color Codes

CMYK : C0 M59 Y64 K0
RGB : R255 G134 B88
Web : #ff8658

Color Codes

CMYK : C0 M41 Y86 K0
RGB : R255 G169 B43
Web : #ffa92b

Color Codes

CMYK : C2 M10 Y70 K0
RGB : R255 G225 B90
Web : #ffe163

Color Codes

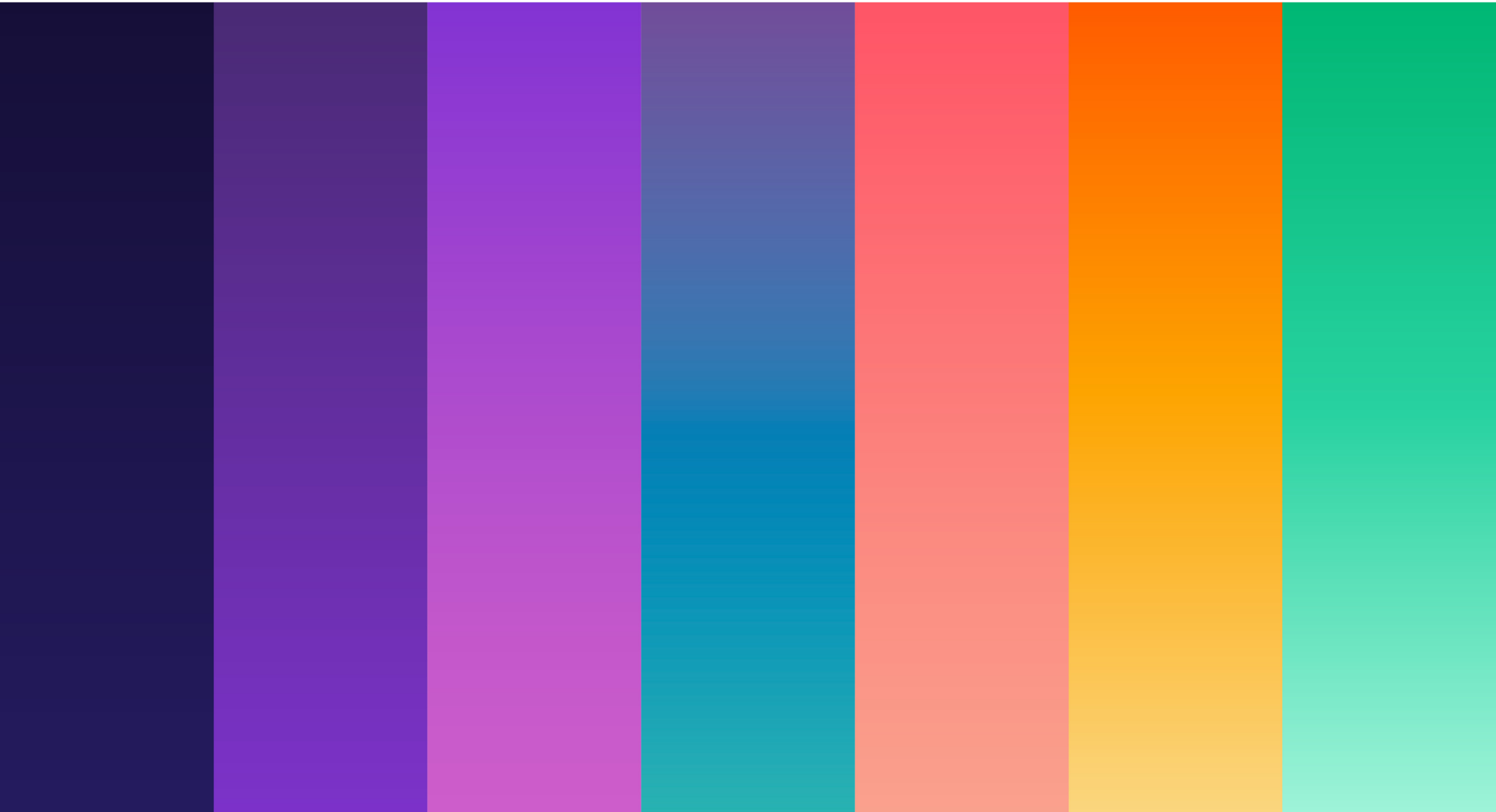
CMYK : C1 M20 Y32 K0
RGB : R251 G214 B181
Web : #fbd6b5

Color Codes

CMYK : C80 M7 Y71 K0
RGB : R17 G161 B108
Web : #11a16c



Color Gradient



Corporate Typography.

Corporate Typography and Usage.

Diodrum Font Family

Font Description

A modern sans serif font

Diodrum is a spurless sans family for the Latin script. “Spurless” typefaces features smooth transitions from letters’ stems into their curved strokes. The design is generally mono-linear. **Diodrum’s** x-height has tall, and its counter-forms are large and open. Instead of being drawn with straight lines, **Diodrum’s** diagonals swell outward.

This gives letters with prominent diagonals an increased dynamism. The **Diodrum** typeface appears friendly & legible and is available in six weights; the lightest is an ExtraLight font – a unique addition to our library.

Due of its multiple weights, versatile range and formal style, **Diodrum** is an excellent choice for usage in Corporate Design and UI/UX Design applications.

The **Diodrum** family was designed by Jérémie Hornus, Clara Jullien, and Alisa Nowak – an international trio of designers based in Paris, France.



Style a

Diodrum Extra-Light

A pixel-perfect font
for our design.

Font Letter

A	B	C	D	E	F
G	H	I	J	K	L
M	N	O	P	Q	R
S	T	U	V	W	X

Font Figures

1	2	3	4	5
6	7	8	9	0

Style b

Diodrum Light

A pixel-perfect font
for our design.

Font Letter

A	B	C	D	E	F
G	H	I	J	K	L
M	N	O	P	Q	R
S	T	U	V	W	X

Font Figures

1	2	3	4	5
6	7	8	9	0



Style c

Diodrum Regular

A pixel-perfect font
for our design.

Font Letter

A	B	C	D	E	F
G	H	I	J	K	L
M	N	O	P	Q	R
S	T	U	V	W	X

Font Figures

1	2	3	4	5
6	7	8	9	0

Style d

Diodrum Medium

A pixel-perfect font
for our design.

Font Letter

A	B	C	D	E	F
G	H	I	J	K	L
M	N	O	P	Q	R
S	T	U	V	W	X

Font Figures

1	2	3	4	5
6	7	8	9	0



Style e

Diodrum Semi-Bold

A pixel-perfect font
for our design.

Font Letter

A	B	C	D	E	F
G	H	I	J	K	L
M	N	O	P	Q	R
S	T	U	V	W	X

Font Figures

1	2	3	4	5
6	7	8	9	0

Style f

Diodrum Bold

A pixel-perfect font
for our design.

Font Letter

A	B	C	D	E	F
G	H	I	J	K	L
M	N	O	P	Q	R
S	T	U	V	W	X

Font Figures

1	2	3	4	5
6	7	8	9	0

Windows Typography.

Windows Typography and Usage.



Default Font

Tahoma Font Family

Font Description

A modern sans serif font

Lorem Ipsum is simply dummy text of the printing

an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing



Style a

Tahoma Regulra

A pixel-perfect font
for our design.

Font Letter

A	B	C	D	E	F
G	H	I	J	K	L
M	N	O	P	Q	R
S	T	U	V	W	X

Font Figures

1	2	3	4	5
6	7	8	9	0

Style b

Tahoma Bold

A pixel-perfect font
for our design.

Font Letter

A	B	C	D	E	F
G	H	I	J	K	L
M	N	O	P	Q	R
S	T	U	V	W	X

Font Figures

1	2	3	4	5
6	7	8	9	0

Iconography system.

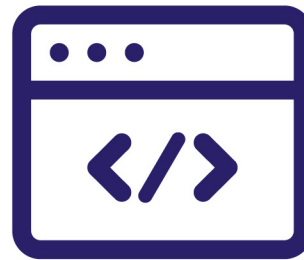
Iconography.

DGA Iconography.

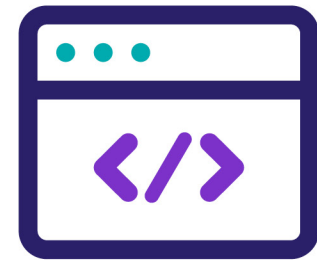
An icon is a pictogram displayed on a screen or print layout in order to help the user navigate through the content in a easier way.

The icon itself is a small picture or symbol serving as a quick, “intuitive” representation of a software tool, function, feature or a data file.

Icon types.



Dark Blue Icon
No Background



Color Mix
No Background

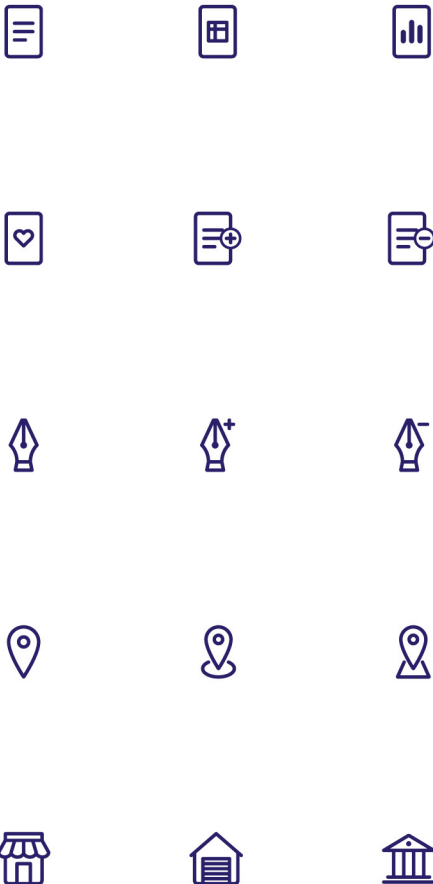


Light Blue Icon
No Background

Use of DGA's Icon Set.

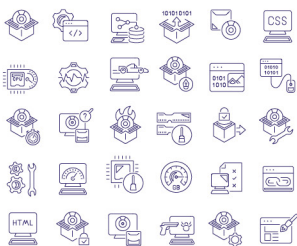
You can use the approved icon set for your print and web design development.

Icon Set Example



Icon Set Example

SOFTWARE



TRANSPORT TECHNOLOGY



SMART HOUSE



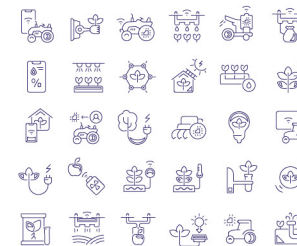
MODERN GADGETS



ECO AND BIOTECHNOLOGY



AGRICULTURAL TECHNOLOGY



3D PRINTING



INNOVATIONS



SMART CITY



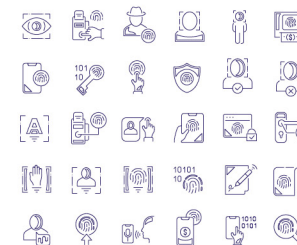
BUSINESS TECHNOLOGY



ENERGY TECHNOLOGY



BIOMETRICS



PRODUCTION TECHNOLOGY



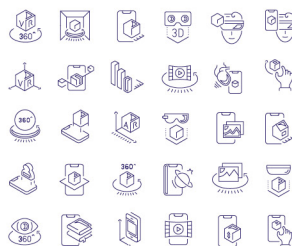
HARDWARE



INDUSTRIAL 4.0



VR AND AR TECHNOLOGY



EDUCATIONAL TECHNOLOGY



SPACE TECHNOLOGY



NATURAL TECHNOLOGY



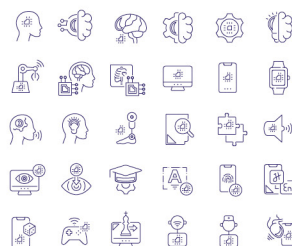
ROBOTS



INTERNET TECHNOLOGY



ARTIFICIAL INTELLIGENCE



CONSTRUCTION TECHNOLOGY

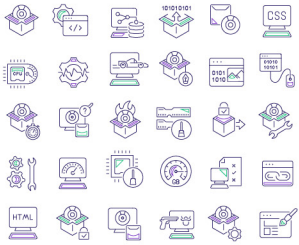


MEDICAL TECHNOLOGY

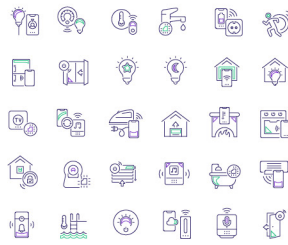


Icon Set Example

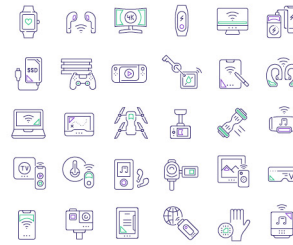
SOFTWARE



TRANSPORT TECHNOLOG

**SMART HOUS**

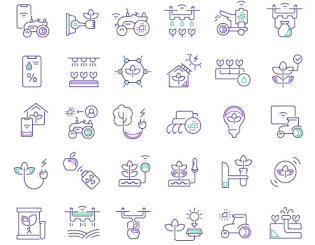
MODERN GADGETS



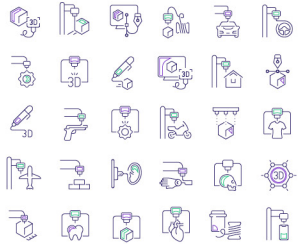
ECO AND BIO TECHNOLOGY



AGRICULTURAL TECHNOLOGY



3D PRINTING



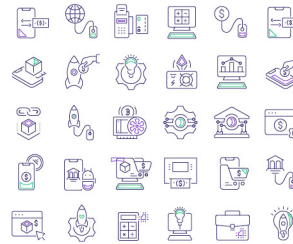
INNOVATIONS



SMART CITY



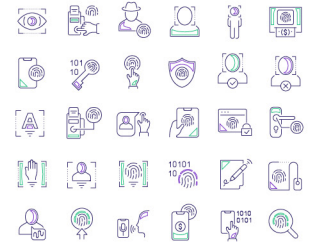
BUSINESS TECHNOLOGY



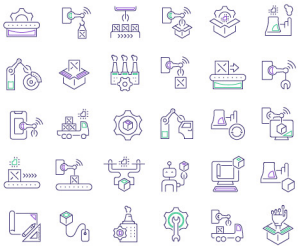
ENERGY TECHNOLOGY



BIOMETRICS



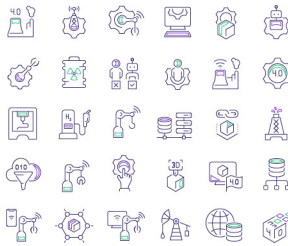
PRODUCTION TECHNOLOGY



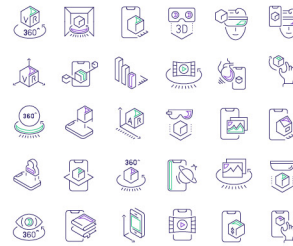
HARDWARE



INDUSTRIAL 4.0



VR AND AR TECHNOLOGY



EDUCATIONAL TECHNOLOGY



SPACE TECHNOLOGY



NATURAL TECHNOLOGY



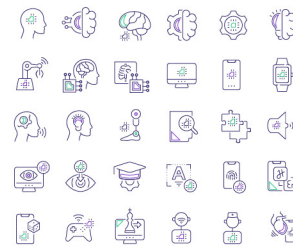
ROBOTS



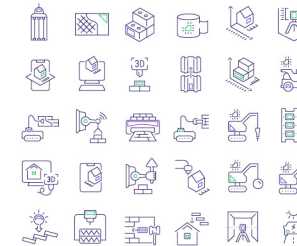
INTERNET TECHNOLOGY



ARTIFICIAL INTELLIGENCE



CONSTRUCTION TECHNOLOGY

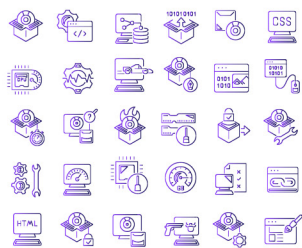


MEDICAL TECHNOLOGY



Icon Set Example

SOFTWARE



TRANSPORT TECHNOLOGY



SMART HOUSE



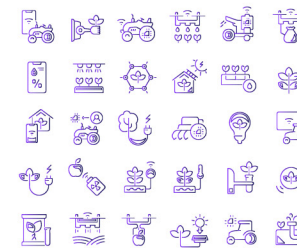
MODERN GADGETS



ECO AND BIO TECHNOLOGY



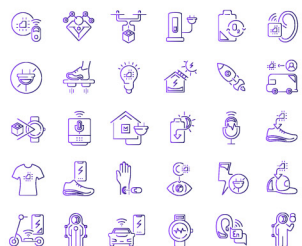
AGRICULTURAL TECHNOLOGY



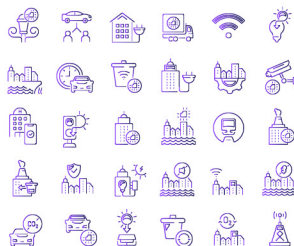
3D PRINTING



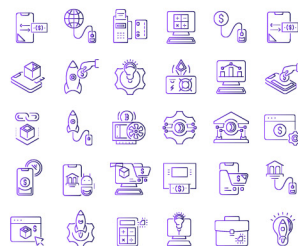
INNOVATIONS



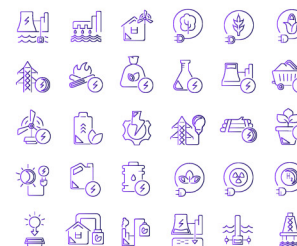
SMART CITY



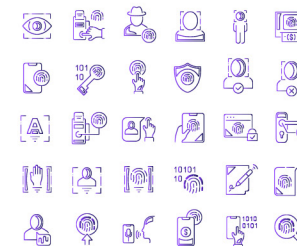
BUSINESS TECHNOLOGY



ENERGY TECHNOLOGY



BIOMETRICS



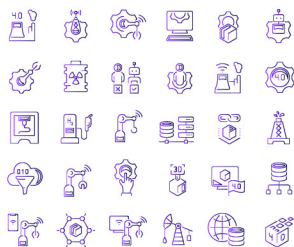
PRODUCTION TECHNOLOGY



HARDWARE



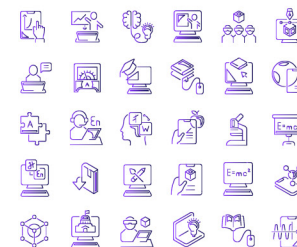
INDUSTRIAL 4.0



VR AND AR TECHNOLOGY



EDUCATIONAL TECHNOLOGY



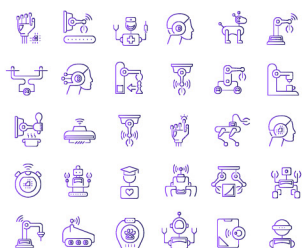
SPACE TECHNOLOGY



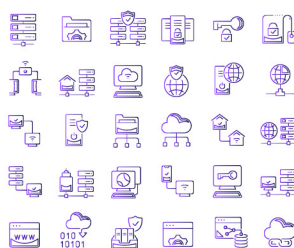
NATURAL TECHNOLOGY



ROBOTS



INTERNET TECHNOLOGY



ARTIFICIAL INTELLIGENCE



CONSTRUCTION TECHNOLOGY



MEDICAL TECHNOLOGY



Infographic system.

Info- graphics System.

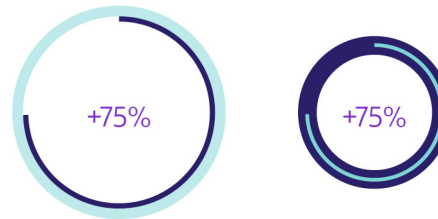
DGA Infographics.

يوضح الشكل مثالا لاستخدام تشكيلة ألوان الهوية، بالملاحظات التالية:

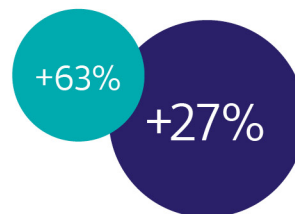
- تلوين المحتوى - مثل الإنفوجرافيك أو البيانات - باستخدام الألوان الرئيسية
- ثم بالاستعانة بالألوان الثانوية

Examples one.

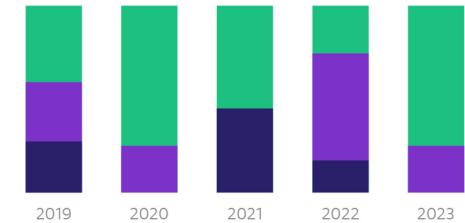
Round Diagram



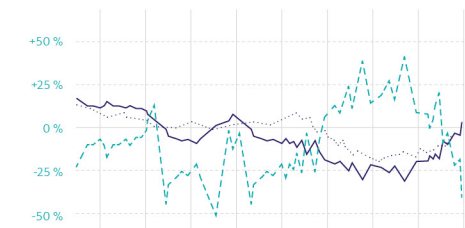
Comparison Round



Histogram Thick



Data / Chart



Examples two.

Table for Data

Main Title		2022
1.	Title 1	22,000
2.	Title 2	22,000
Total		522,000

Comparison Bar Chart



Infographic series.

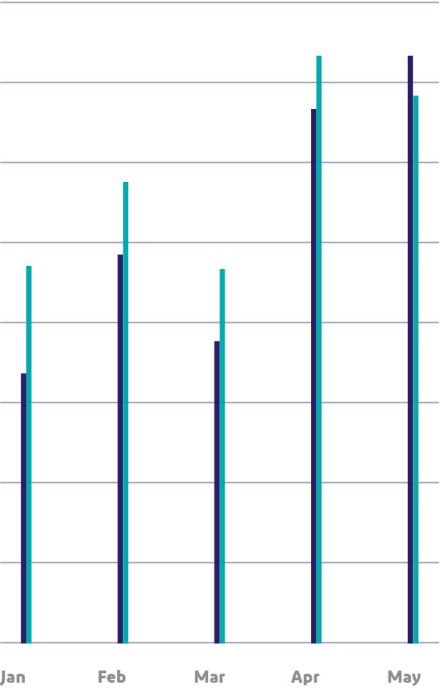
Usage.

Important:

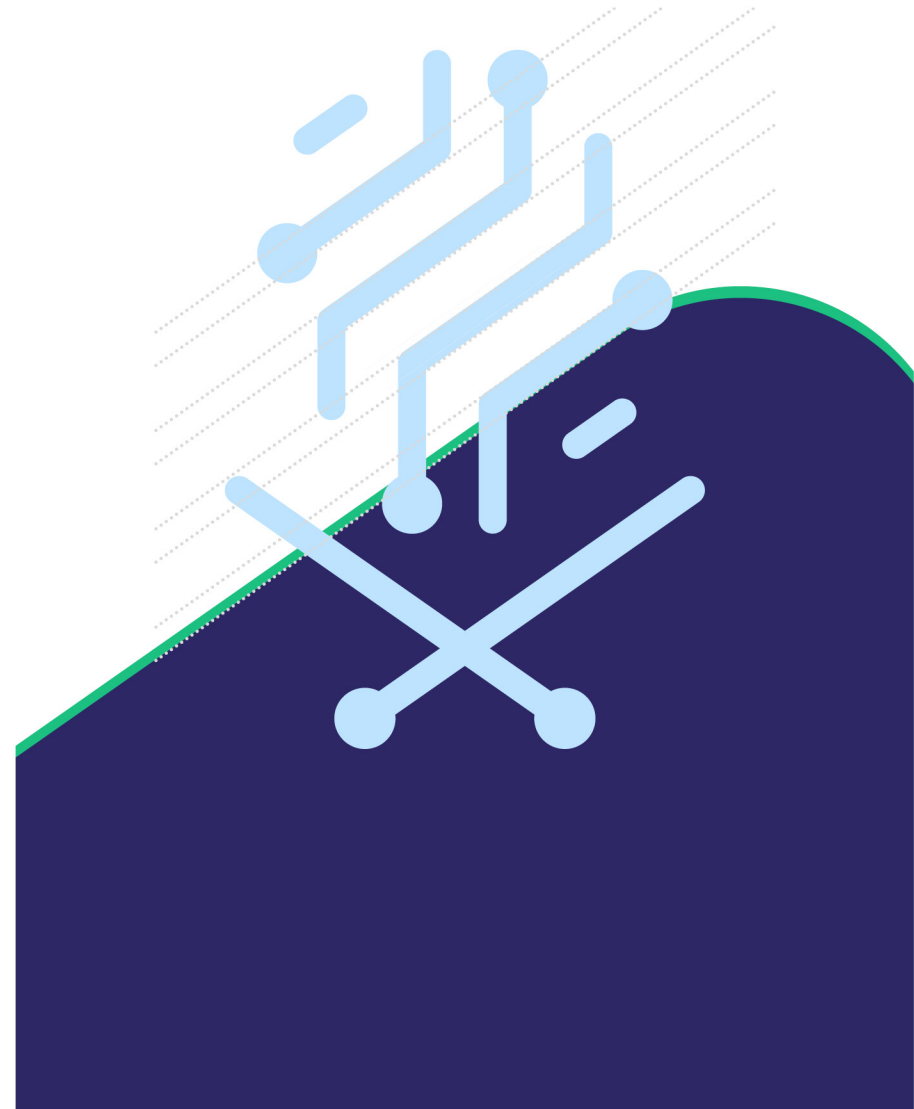
Please use the approved infographic set for your print, presentation and web design development.

**Customized
Infographic
Design.**

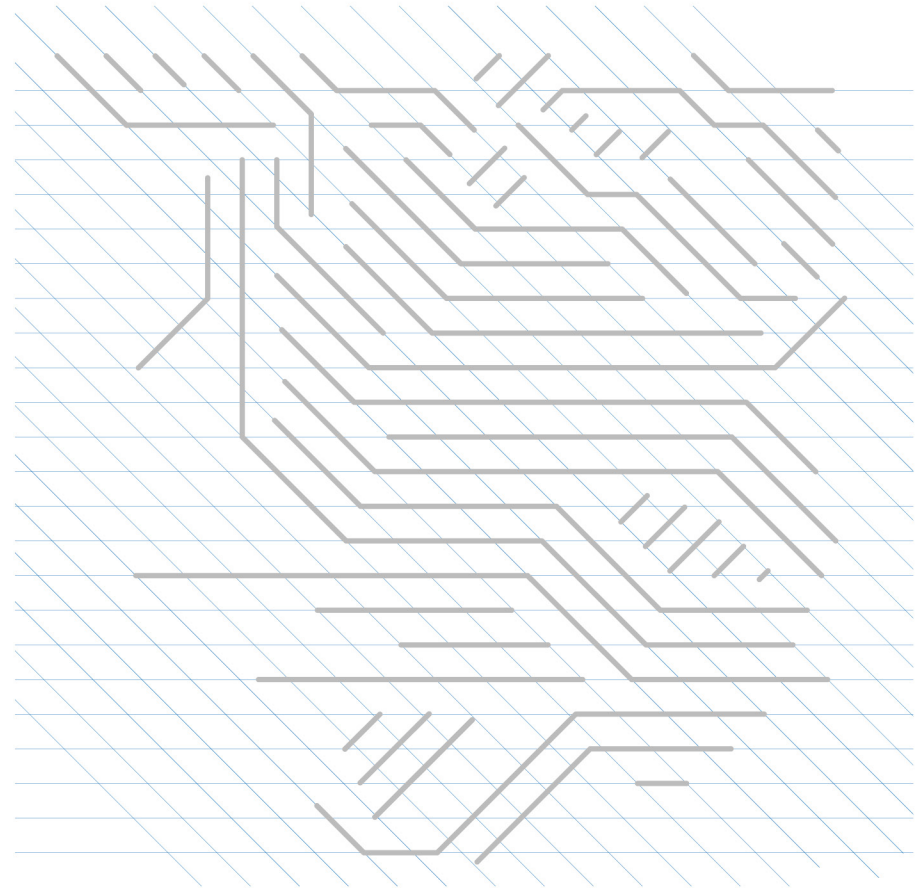
Histogram Thick



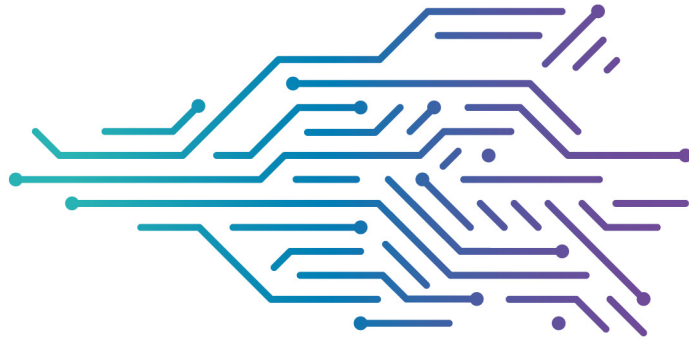
Design Style and Theme / Lines



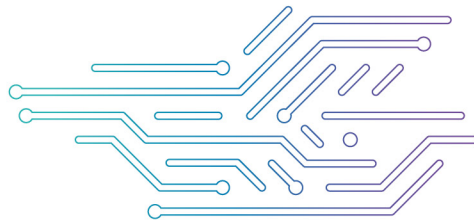
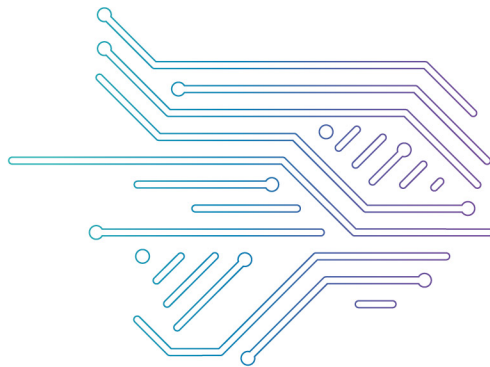
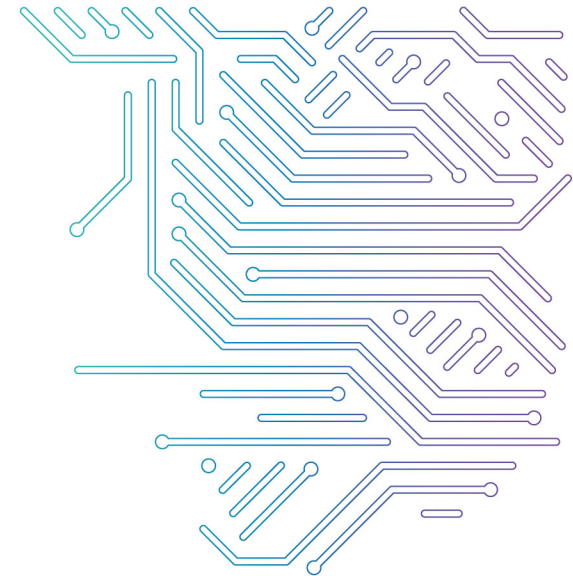
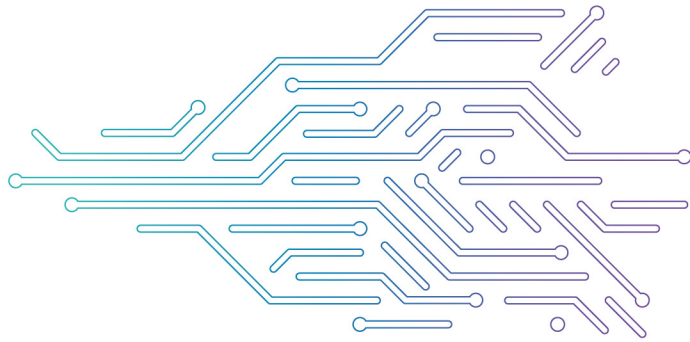
Design Graphic element Grid



Design Graphic element Fill Color



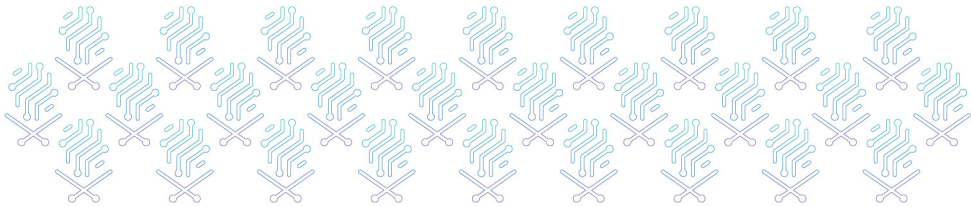
Design Graphic element Stroke Color



Design Graphic element Fill Color Dark Background



Design Graphic element Strip Design / Pattern



04

Corporate Stationery



Signages communication.

Corporate Stationery System.

Signages

This shows the approved layout with the primary elements of the DGA stationery system for the frontside of letterheads.

Usage:

The corporate Signages will be used for all official Internal / External communication of DGA .

Parameter

Dimensions:

-

Paper Weight:

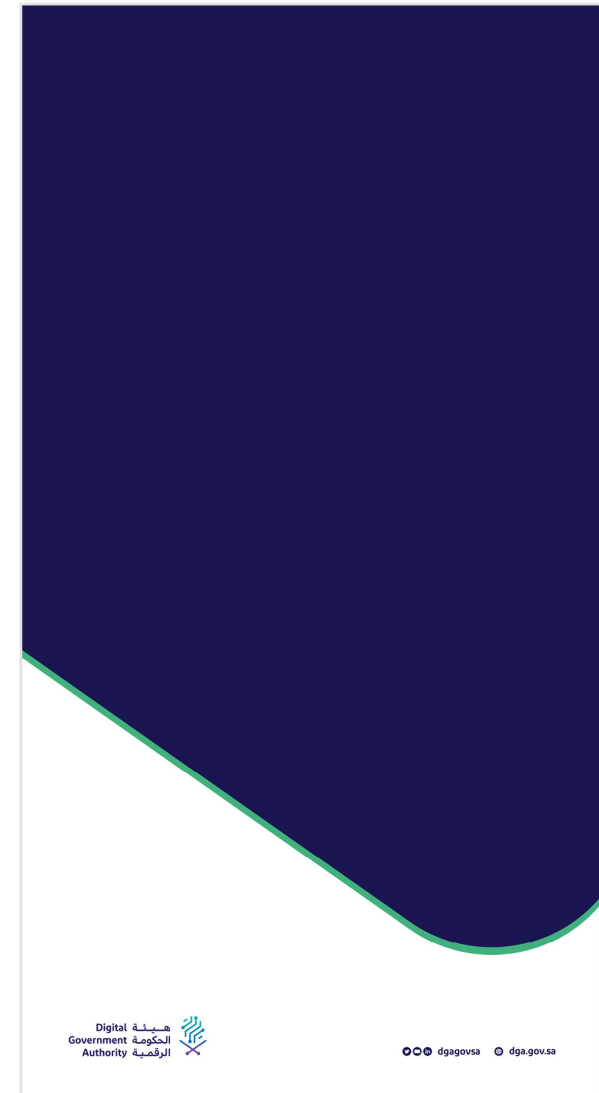
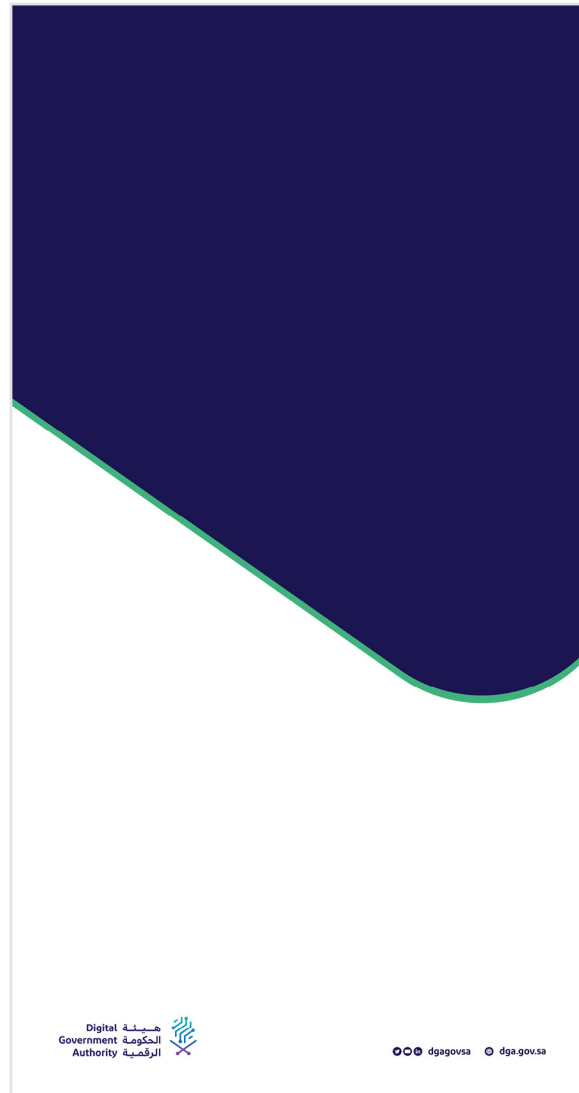
-

Print:

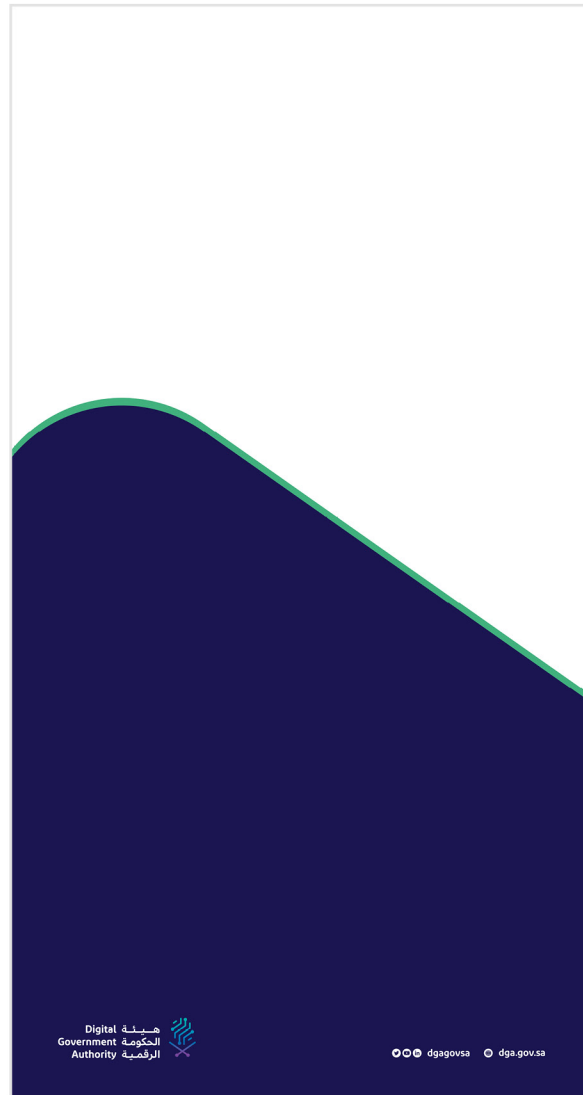
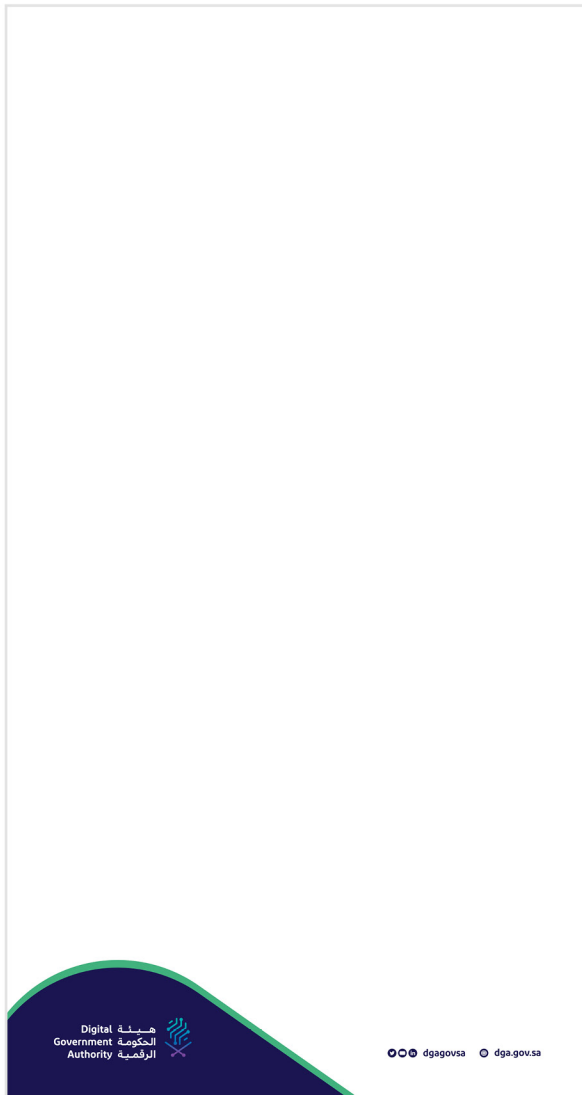
CMYK Digital Printing



Social Media Template.



Social Media Template.



05

Application and Corporate Images



Image systems.

Brand Image System.

DGA image system.

Corporate Images are responsible to transfer the values of DGA to our customers or our potential customers. It is a composite psychological impression that continually changes with the firm's circumstances, media coverage, performance, pronouncements, etc.

DGA use various corporate advertising techniques to enhance their public image in order to improve their desirability as a supplier, employer, customer, borrower, partner, etc.

Colored Images.

Requirements for
DGA Corporate Image System

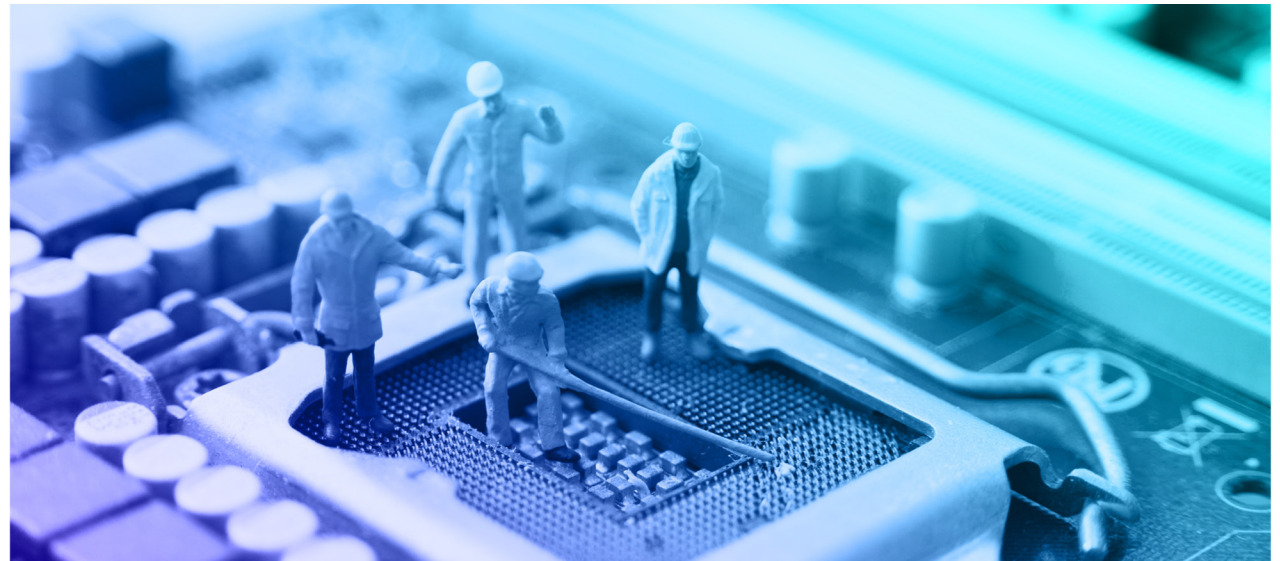
- high contrast
- sharp images
- minimalistic look



Black & White Images.

Requirements for
DGA Corporate Image System

-
- high contrast
- sharp images
- minimalistic look
- modern and businesslike



Black & White Images.

Requirements for
DGA Corporate Image System

- high contrast
- sharp images
- minimalistic look
- modern and businesslike



Mood board

Image Mood Board

DGA mood boards.

Mood boards and style elements are highly and extremely useful for establishing the aesthetic feel of a design structure. It usually fits into the process somewhere after wireframes and before design process and mockups. Things and designs that can be explored in the mood board include photography style, color palettes, typography, patterns and the overall look and feel.

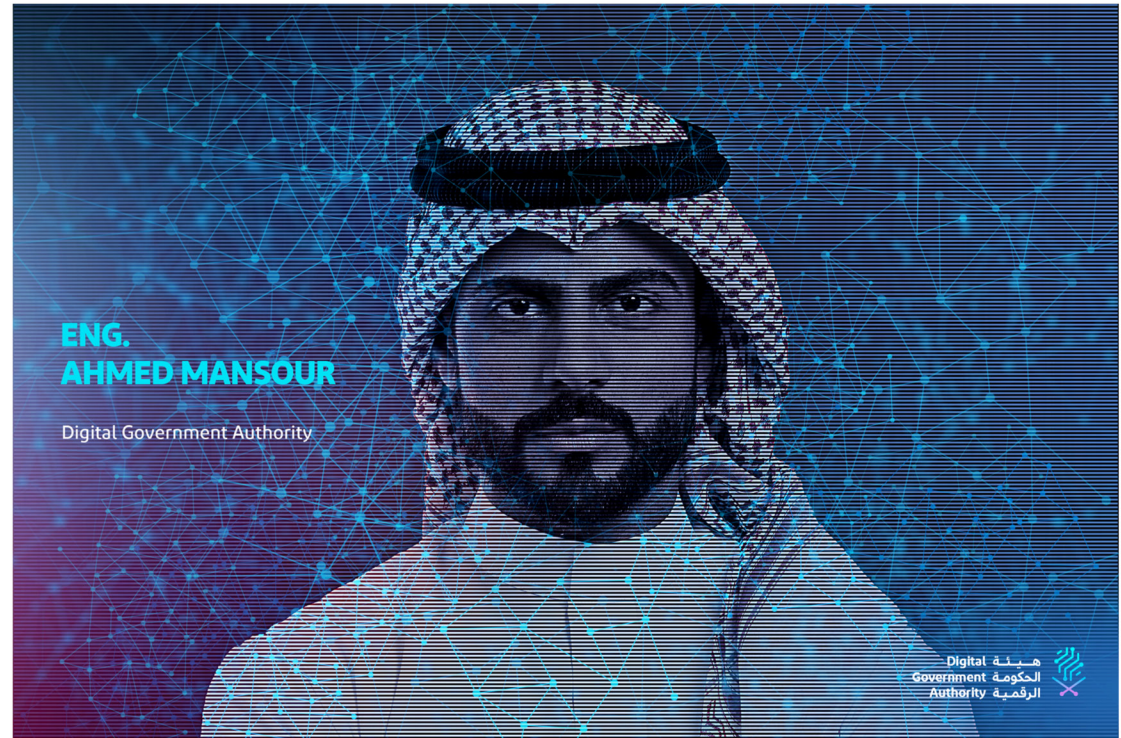


Mood board

Image Mood Board

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هيئة الحكومة الرقمية
Digital Government Authority

photo
here

الاسم يأتي هنا
Name Comes Here

المسمى الوظيفي
Job Description

ID 00000000



Digital
Government
Authority
هيئة
الحكومة
الرقمية



اهلاً وسهلاً
بكم..

هيئة
الحكومة
Authority الرقمية





هيئة الحكومة الرقمية
Digital Government Authority

مكتب معالي المحافظ
Office of HE the Governor



هيئة
الحكومة
الرقمية
Digital
Government
Authority





محجوز
Reserved

VIP Seat

هيئة
الحكومة
الرقمية
Digital
Government
Authority



000 dga.gov.sa dga.gov.sa





DGA Brand Guidelines

2023

Contact

Address:

Kingdom of Saudi Arabia
Riyadh, Digital City
RHMA3071

Online:

brand@dga.gov.sa
www.dga.gov.sa



Thank you

www.dga.gov.sa