ALHILAL BRAND GUIDELINES

V-05 | AUGUST 22

ALHILAL
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THIS MANUAL CONTAINS ALHILAL'S BRAND ELEMENTS

It has been prepared to ensure the success of AlHilal's identity. Please use and respect these guidelines, which are fundamental and flexible enough to allow for a unique expression.

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THIS IS A STORY OF PRIDE IN BEING A UNIQUE CULTURE, A UNIQUE LIFESTYLE AND A UNIQUE KINGDOM.

A STORY OF AMBITION, SUCCESS AND PROGRESS.

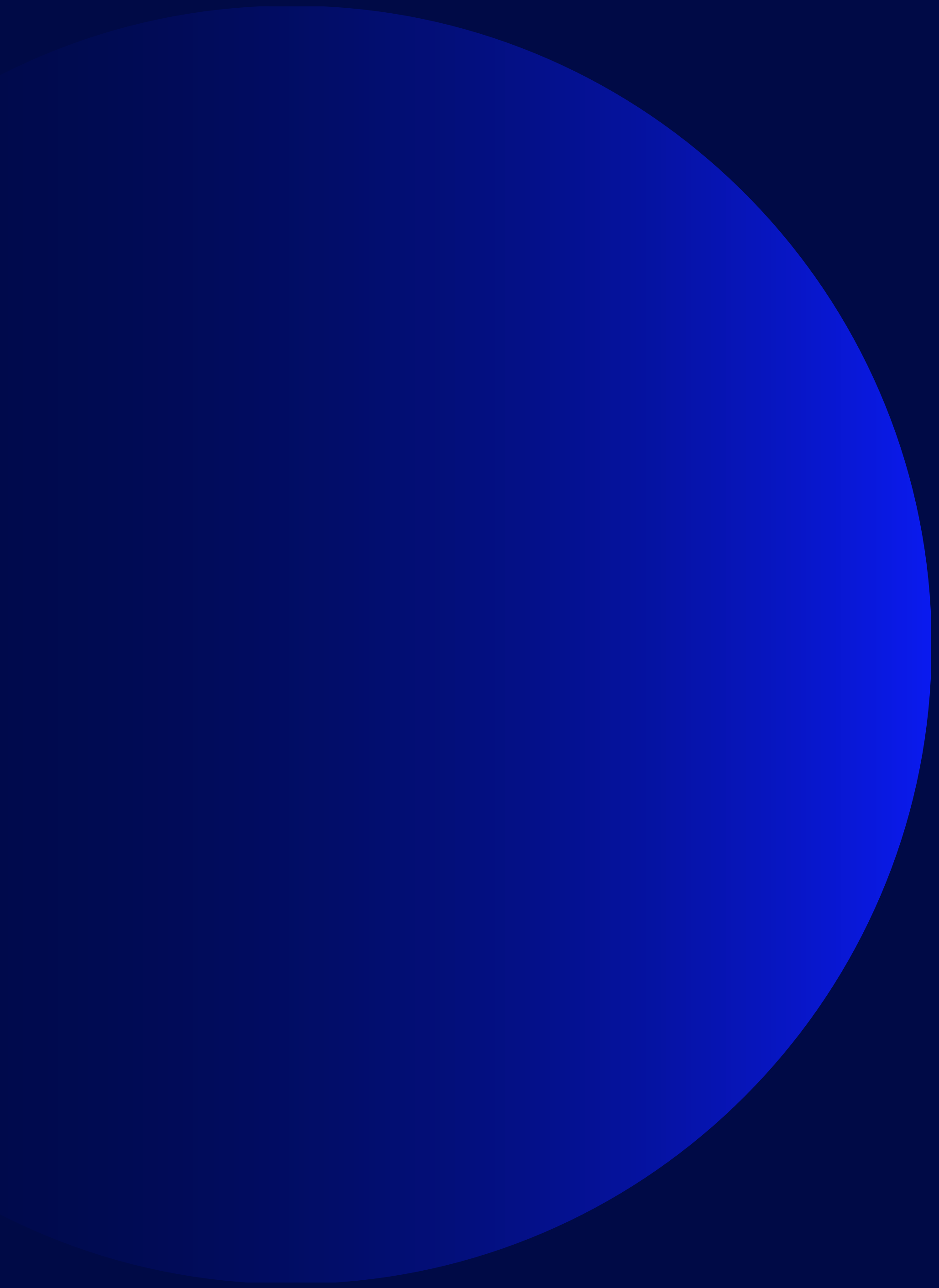## A PROGRESS THAT IS INCREASING LIKE THE PHASES OF THE MOON, GOING BEYOND FOOTBALL, GOING BEYOND SPORT.

Index

00
BRAND DEFINITION
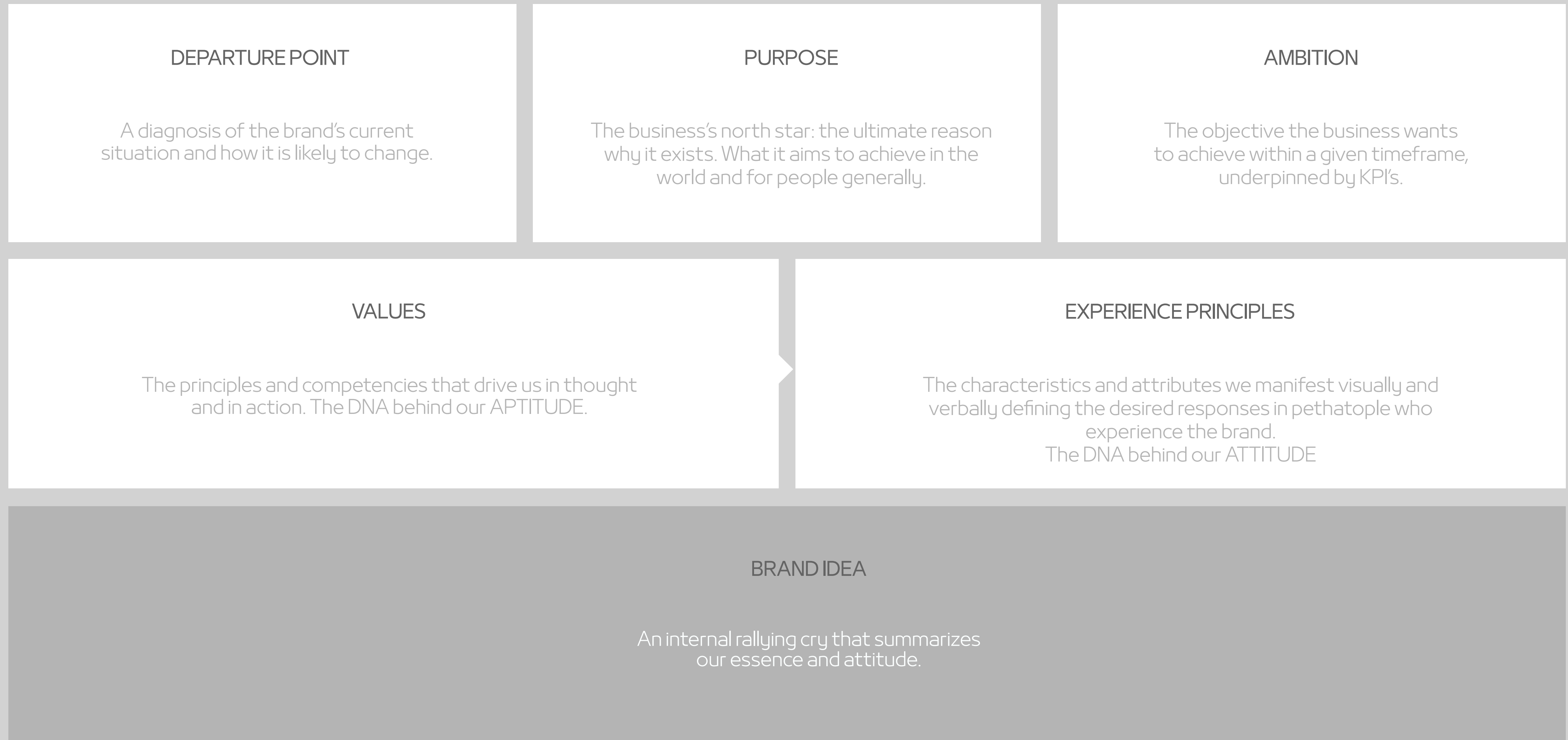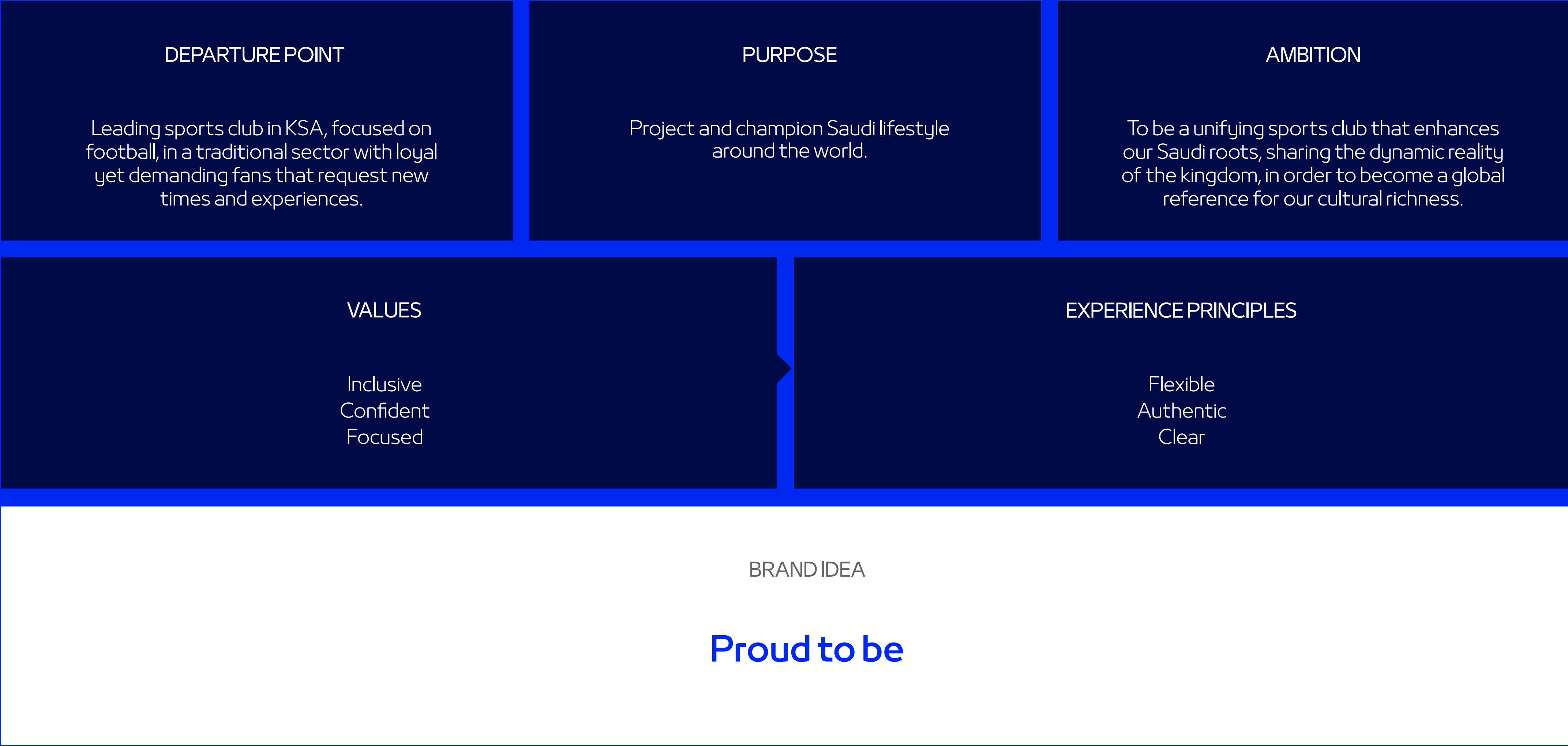# MODEL

DEPARTURE POINT

A diagnosis of the brand's current
situation and how it is likely to change.

PURPOSE

The business's north star: the ultimate reason
why it exists. What it aims to achieve in the
world and for people generally.

AMBITION

The objective the business wants
to achieve within a given timeframe,
underpinned by KPI's.

VALUES

The principles and competencies that drive us in thought
and in action. The DNA behind our APTITUDE.

EXPERIENCE PRINCIPLES

The characteristics and attributes we manifest visually and
verbally defining the desired responses in pethatople who
experience the brand.
The DNA behind our ATTITUDE

BRAND IDEA

An internal rallying cry that summarizes
our essence and attitude.

DEPARTURE POINT

Leading sports club in KSA, focused on football, in a traditional sector with loyal yet demanding fans that request new times and experiences.

PURPOSE

Project and champion Saudi lifestyle around the world.

AMBITION

To be a unifying sports club that enhances our Saudi roots, sharing the dynamic reality of the kingdom, in order to become a global reference for our cultural richness.

VALUES

Inclusive
Confident
Focused

EXPERIENCE PRINCIPLES

Flexible
Authentic
Clear

BRAND IDEA

Proud to be

PROUD TO BE

INCLUSIVE
CHAMPIONS
LEADERS
SAUDI
BLUE
UNIQUE
AUTHENTIC

Our brand architecture follows a monolithic system. It consists of 3 levels:

Level 1 – Master brand: the main brand, around which the entire system is articulated, comprising the values, culture and vision, and under which all the initiatives, sports and services that the club has are encompassed.

**Level 2 – Commercial brand:** brands oriented to our fans, reflecting our core business.

Level 3 – Sub-commercial brands: initiatives that add value and contribute to building our brand. These include the Academy, eSports, lifestyle (such as the Al Hilal gym, café and possible future additions) and our membership program.

We can also visualize transversally the brand with Mouj.

LEVEL 1
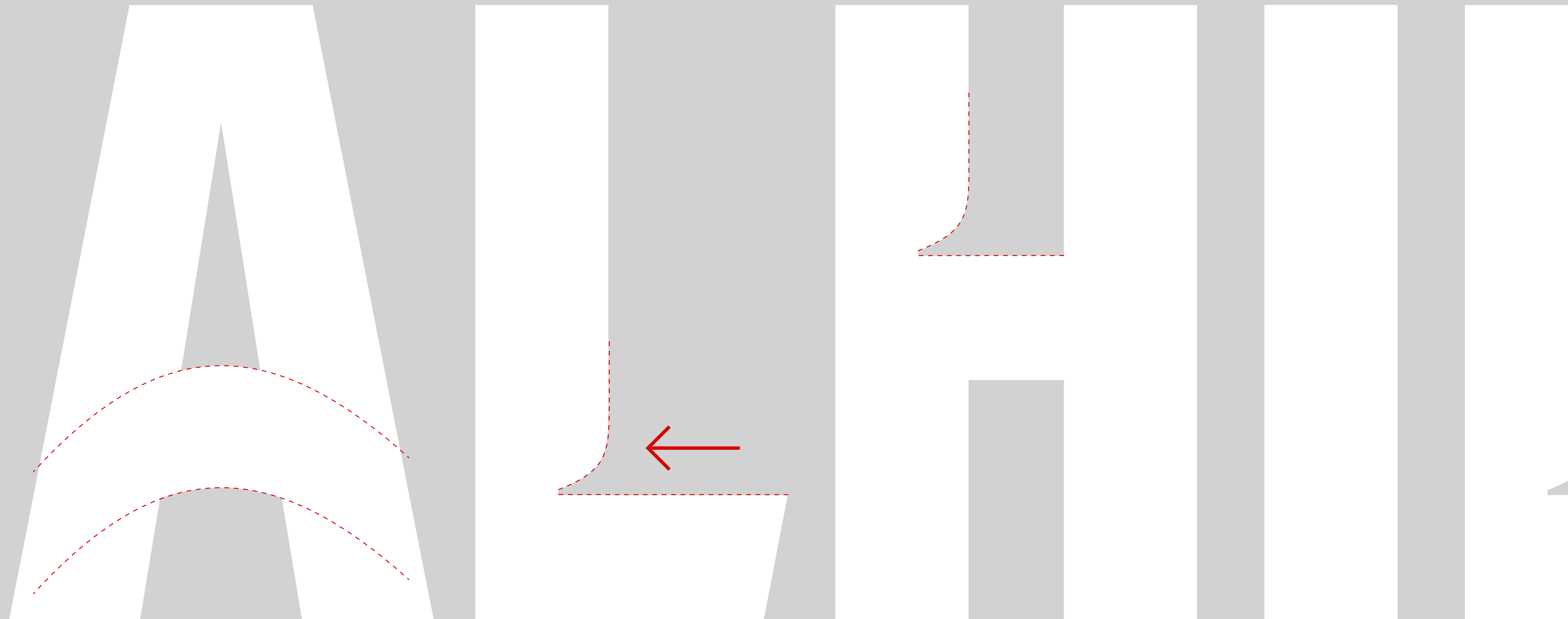Masterbrand

LEVEL 2
Commercial Brand
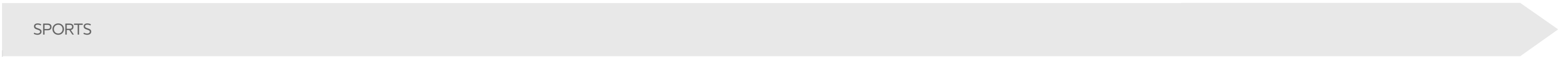
LEVEL 3
Sub-Commercial Brand

SPORTS

CLUB

ACADEMY	ESPORTS	LIFESTYLE	MEMBERSHIP

ACADEMY

ESPORTS

01
LOGOTYPE
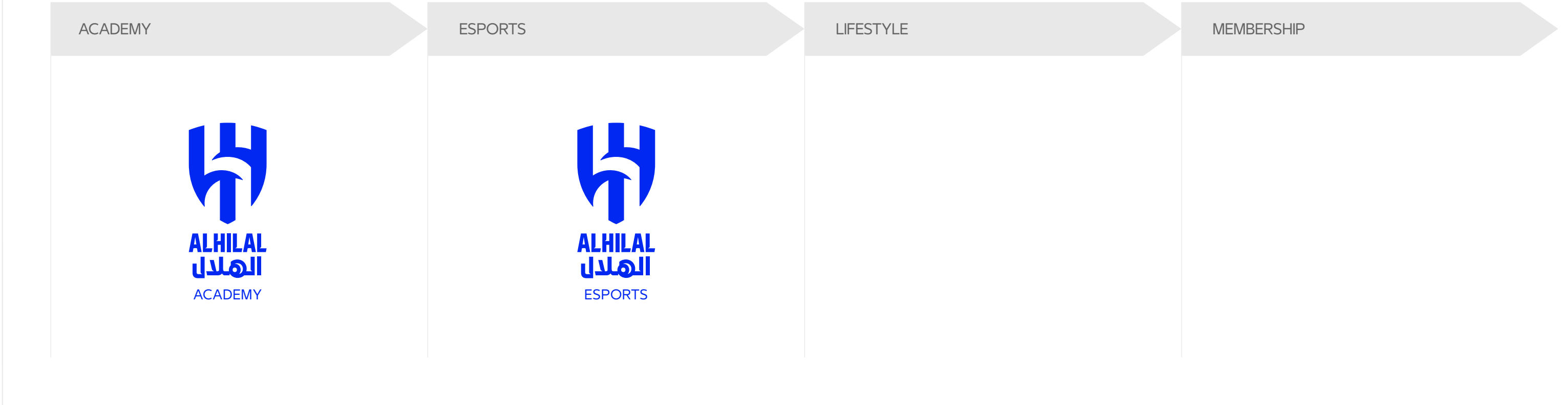
Latin Wordmark

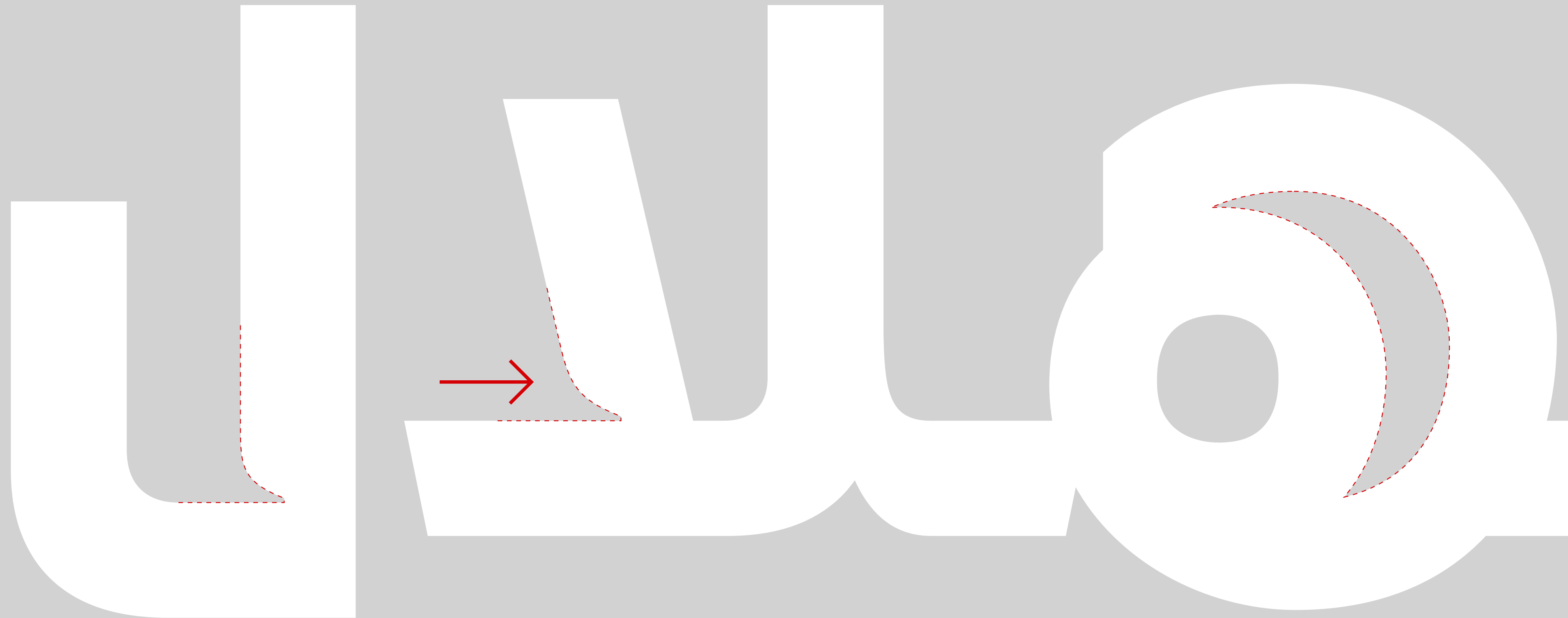Our wordmark synthesizes all the essence of our identity.

Its details and the negative space, that are inspired by the moon, make it unique and distinctive.

Arabic Wordmark

These details are also reflected in
the Arabic version of the wordmark.

Even in this version, we can
see how the moon has been
integrated into the letters.

Positive version

This is our word mark, it is composed
by the name both in Latin and in Arabic.

It is not possible to separate
the two part of the wordmark
and use them separately.

Blue on white or light backgrounds
is the main color combination.

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Negative version

We use this version to apply
the wordmark on blue or
dark backgrounds.

ALHILAL
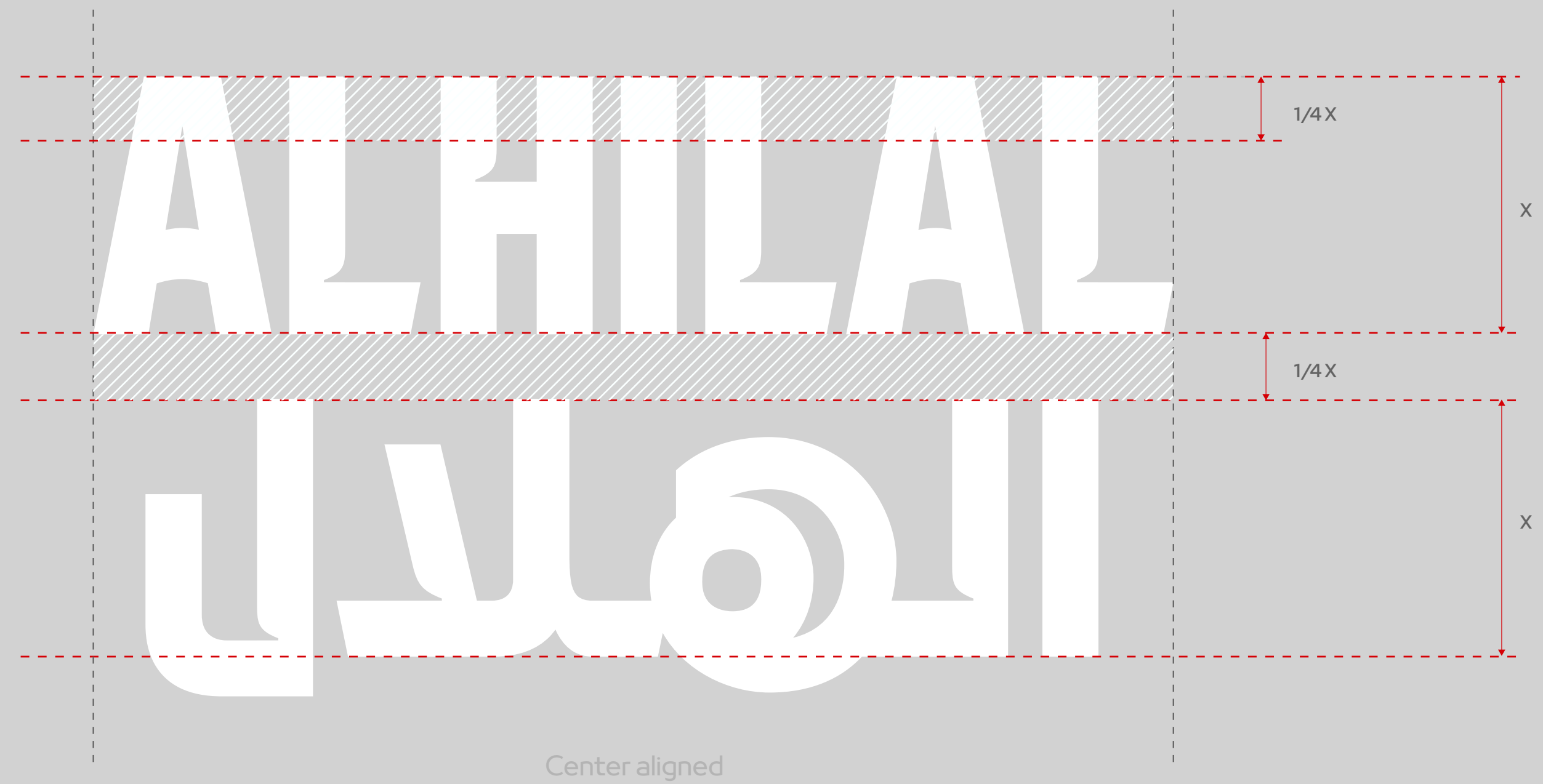
الهلال

Monochromatic versions

The monochromatic version should only be used when the main version cannot be applied for technical or production reasons.

Whenever it's possible, use the positive or the negative version.

Wordmark composition

These are the proportions
of the wordmark, you should
never change them.

ALHILAL
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1/4 X

X

1/4 X

X

Center aligned

Clear space

To preserve the legibility of the
logotype, always respect the clear
space around it as shown on the side.

Never place any other element, whether
text, images or other logos in this area.

The clear space of our wordmark is
the height of the arabic letter ﻫ.
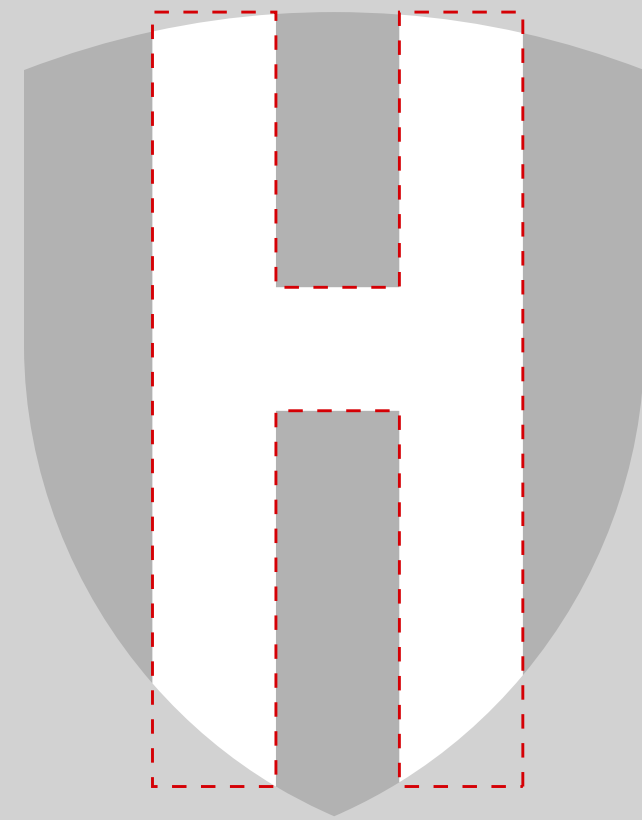
ALHILAL
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Minimum Size

The minimum size is the smallest size at which you can apply the wordmark without losing legibility, always respect it to preserve its visibility.
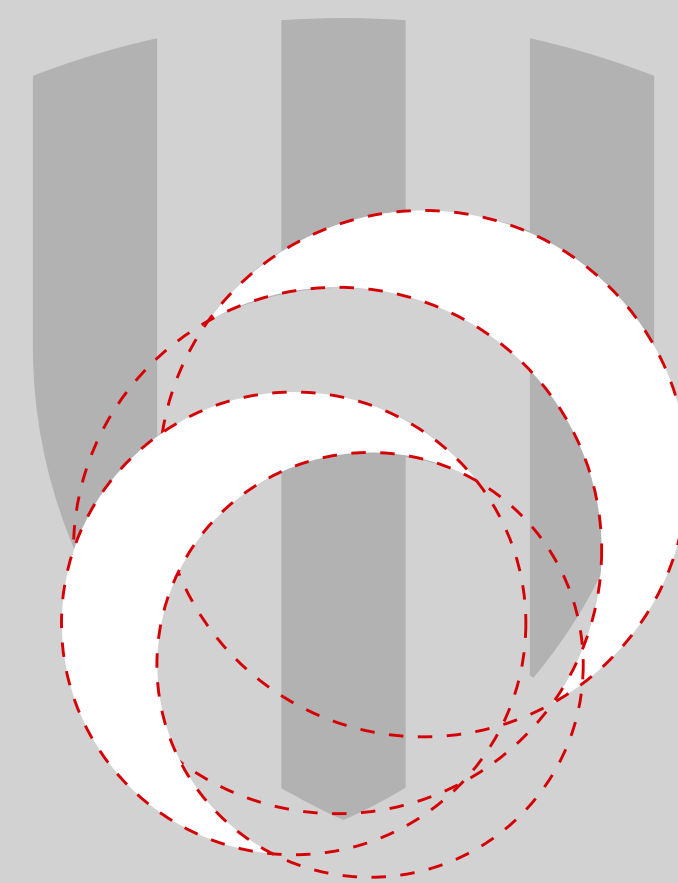
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MINIMUM SIZE
22 mm – 120 px

Symbol

The idea behind our shield is the merger of our initials in latin and arabic, to represent the crescent moon and the containing shield.
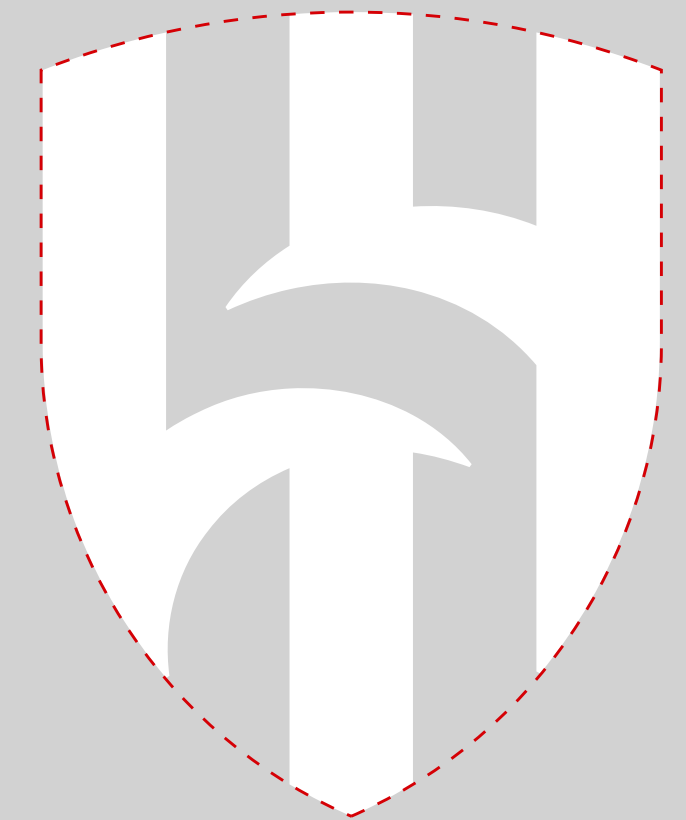

LATIN H

The latin letter H is hidden inside our shield, giving verticality and balance to the shape.

ARABIC ه + CRESCENT MOON

The shape of the arabic letter ه helps us drawing two rotated moons that refer to the idea of the lunar cycle.

The crescent moon is the concept at the base of the entire brand visual universe.

SHIELD

The shield holds all the symbology and gives presence to the symbol making it majestic and solid.

Positive version

This is the main version
of our symbol.

Whenever possible, use this
version to preserve the main
color that identifies the brand.

Blue on white or light backgrounds
is the main color combination.

Always use the logo files
provided and do not recreate
the logo or proportions.

Negative version

We use this version to apply
the wordmark on blue or
dark backgrounds.

Monochromatic version

The monochromatic version should only be used when the main version cannot be applied for technical or production reasons.

Whenever possible, use the positive or the negative version.

Clear space

To preserve the legibility of the
symbol, always respect the clear space
around it as shown on the side.

Never place any other element, whether
text, images or other logos in this area.

The clear space of our symbol is
half of the symbol's width.

Minimum size

The minimum size is the smallest size at which you can apply the symbol without losing legibility, always respect it to preserve its visibility.

MINIMUM SIZE
5 mm – 26 px

Positive version

In the lockup version, the symbol and wordmark coexist in a single logo.

Never change the proportions between the symbol and the wordmark nor the color scheme.

Blue on white or light backgrounds is the main color combination.

Negative version

We use this version to apply the lockup on blue or dark backgrounds.

Monochromatic version

The monochromatic version should only be used when the main version cannot be applied for technical or production reasons.
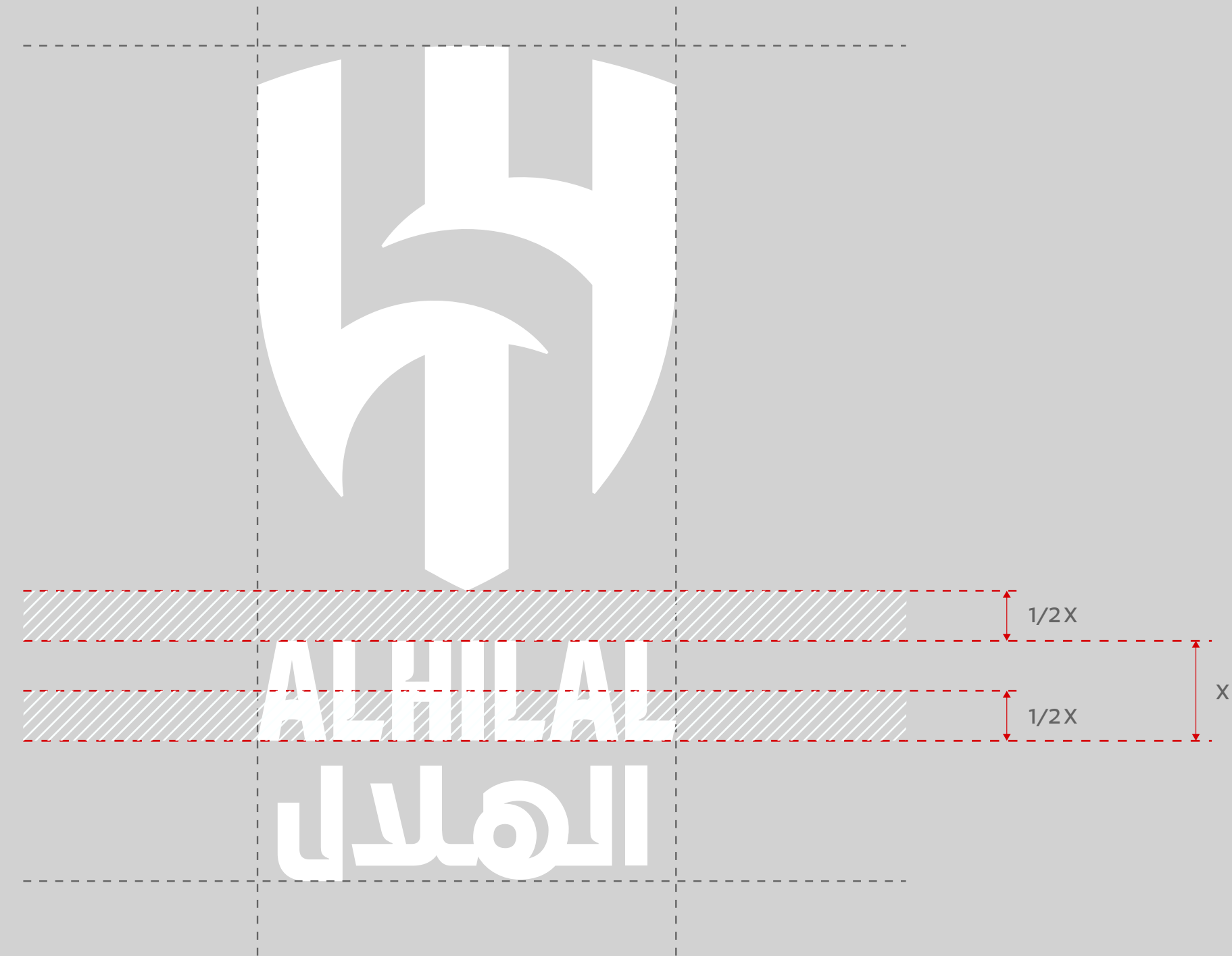
Whenever it's possible, use the positive or the negative version.

Logo lockup composition

These are the proportions of the lockup, you shoud never change them.

Always use the logo files provided and do not recreate the logo or proportions.

1/2X

1/2X

X

Clear space

To preserve the legibility of the symbol, always respect the clear space around it as shown on the side.

Never place any other element, whether text, images or other logos in this area.

The clear space of our symbol is half of the symbol's width.

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Minimum size

The minimum size is the smallest size at which you can apply the lockup without losing legibility, always respect it to preserve its visibility.

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MINIMUM SIZE
22 mm – 120 px

Additional versions

These are alternative versions of our logo that include the stars and the foundation date.

They can only be used in restricted touchpoints like specific events or the official kit .

Any version that does not appear within this guideline should not be used.

These logo versions can be used only upon approval from AlHilal Marketing Team.
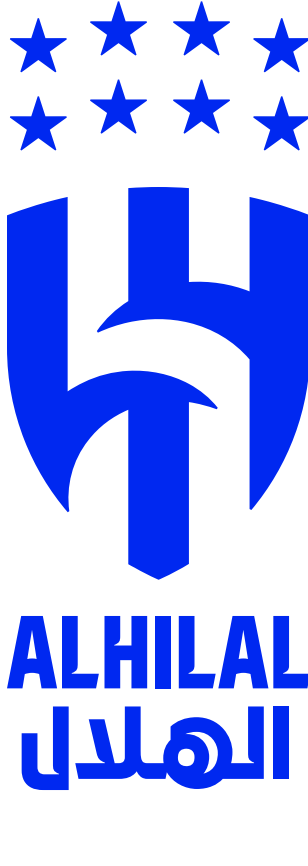
WORDMARK ABOVE SHIELD

WORDMARK ABOVE SHIELD + DATE

WORDMARK BELOW SHIELD + DATE

WORDMARK BELOW SHIELD + DATE + STARS

WORDMARK BELOW SHIELD + STARS

02
COLOR PALETTE

Primary colors

Primary colors are a very important part of our brand visual identity, they identify and differentiate our brand.

Use the right color reference based on the specific color space and production technique.

Secondary colors

The secondary colors add flexibility to our color palette.

Never use them alone, they must be always used along with primary colors to keep the essence of our brand.

FULL WHITE

PURE WHITE

RGB   255 | 255 | 255
CMYK   0 | 0 | 0 | 0
HEX   #ffffff

POWER BLUE

PANTONE 300 C

RGB   0 | 40 | 240
CMYK   100 | 60 | 0 | 0
HEX   #0028f0
RAL   260 40 45
NCS   S 3060 – R90B

COBALT BLUE

PANTONE 2757 C

RGB   0 | 10 | 70
CMYK   100 | 81 | 0 | 51
HEX   # 000a46
RAL   5013
NCS   6722 – R75B

LIGHT GRAY

PANTONE COOL GRAY 4 C

RGB   210 | 210 | 210
CMYK   24 | 17 | 15 | 0
HEX   #d2d2d2
RAL   7035
NCS   1902 – B96G

MEDIUM GRAY

PANTONE COOL GRAY 6 C

RGB   180 | 180 | 180
CMYK   33 | 24 | 20 | 2
HEX   #b4b4b4
RAL   7036
NCS   4201 – Y89R

DARK GRAY

PANTONE COOL GRAY 10 C

RGB   100 | 100 | 100
CMYK   57 | 46 | 40 | 25
HEX   #646464
RAL   7012
NCS   6703 – B19G

Primary color combination matrix

This matrix shows all the possible primary color combinations and how to apply the logo, the symbol and the lockup over different backgrounds.

	FULL WHITE	POWER BLUE	COBALT BLUE	LIGHT GRAY	MEDIUM GRAY	DARK GRAY	MONOCHROME	DARK PHOTO	CLEAR PHOTO
POWER BLUE	H	✕	H	H	H	✕	H	✕	H
FULL WHITE	✕	H	H	H	H	H	H	H	✕
COBALT BLUE	H	H	✕	H	H	✕	✕	✕	✕

Secondary color combination matrix

This matrix shows all the possible color combinations and how to apply the logo, the symbol and the lockup over different backgrounds.

	FULL WHITE	POWER BLUE	COBALT BLUE	LIGHT GREY	MEDIUM GREY	DARK GREY	MONOCHROME	DARK PHOTO	CLEAR PHOTO
LIGHT GREY	✓	✓	✓	✗	✓	✓	✓	✗	✗
MEDIUM GREY	✓	✗	✗	✓	✗	✓	✓	✗	✗
DARK GREY	✓	✗	✗	✓	✓	✗	✓	✗	✗
MONOCHROME	✓	✗	✗	✓	✓	✗	✗	✗	✓

03 TYPOGRAPHY

فخر

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كد

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ابطال

e

win

01

proud

H

aHgkR
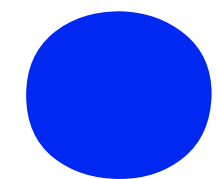
Bukra Font is our corporate typography, it reflects movement, strength and dynamism.

The Bukra typeface tells a story of progress and evolution, its features and shapes express energy and character, favoring brand recognition.

Its correct application maintains a distinctive look in all applications, as well as facilitating legibility, function and format.

It is the backbone of the identity on which all the rest is articulated.

Weight flexibility

We use two styles: the Standard and the Wide, both of them from light to bold.

Each of styles is used with a different purpose as shown here on the side.

Use

The use of two different proportions creates a great balance for both on-screen and in-text use, bringing movement and dynamism to compositions.
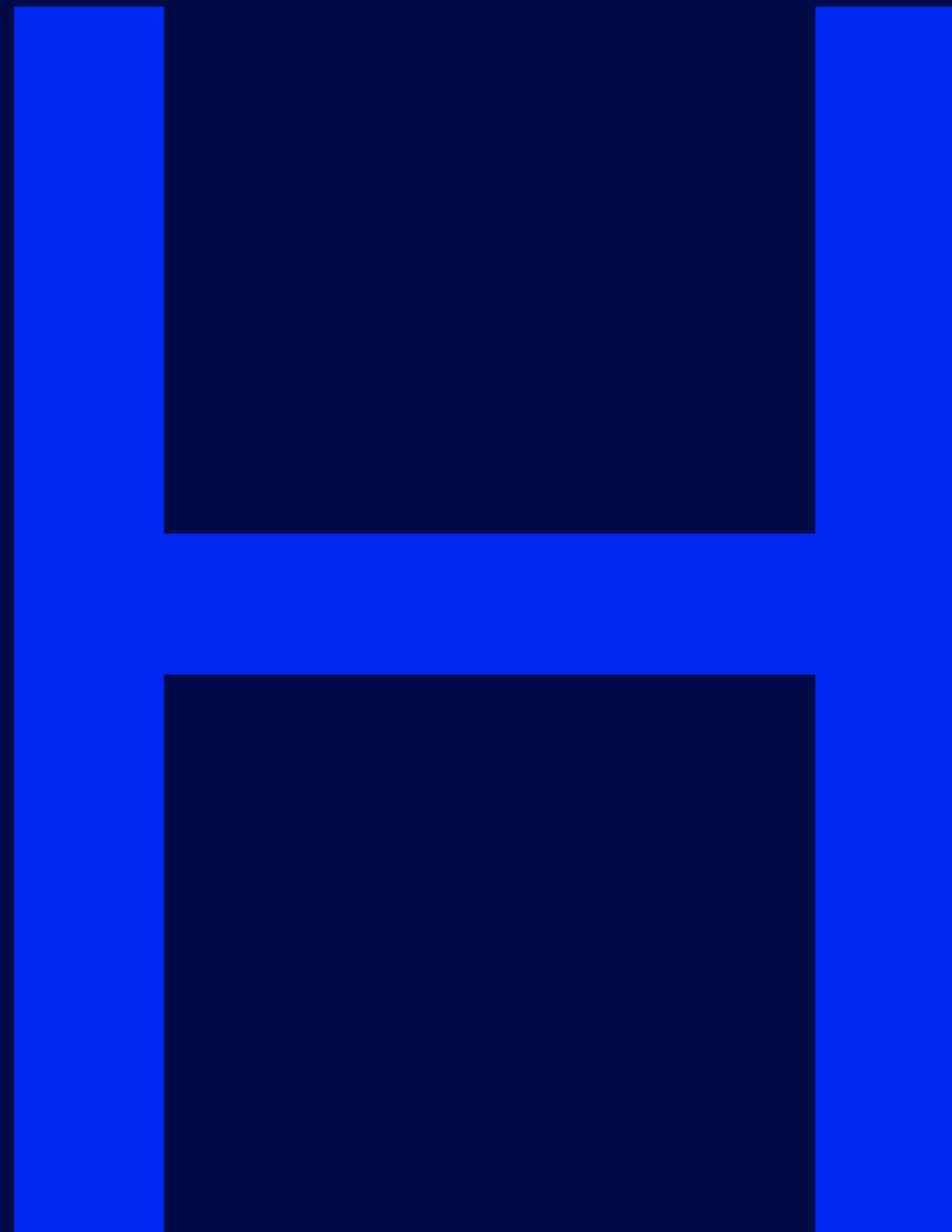
Bukra Font

Standard

Bodycopies
Small headlines
Long texts

Wide

Headlines
CTA
Short texts

Light
Regular
Medium
Semibold
Bold

Wide Light
Wide Regular
Wide Medium
Wide Semibold
Wide Bold

Dual language

The biggest advantage of our typography is that it has a whole family in two scripts, latin and arabic.

This allows us to maintain our typographic style in both cases without losing the essence of the brand.

Latin language

H
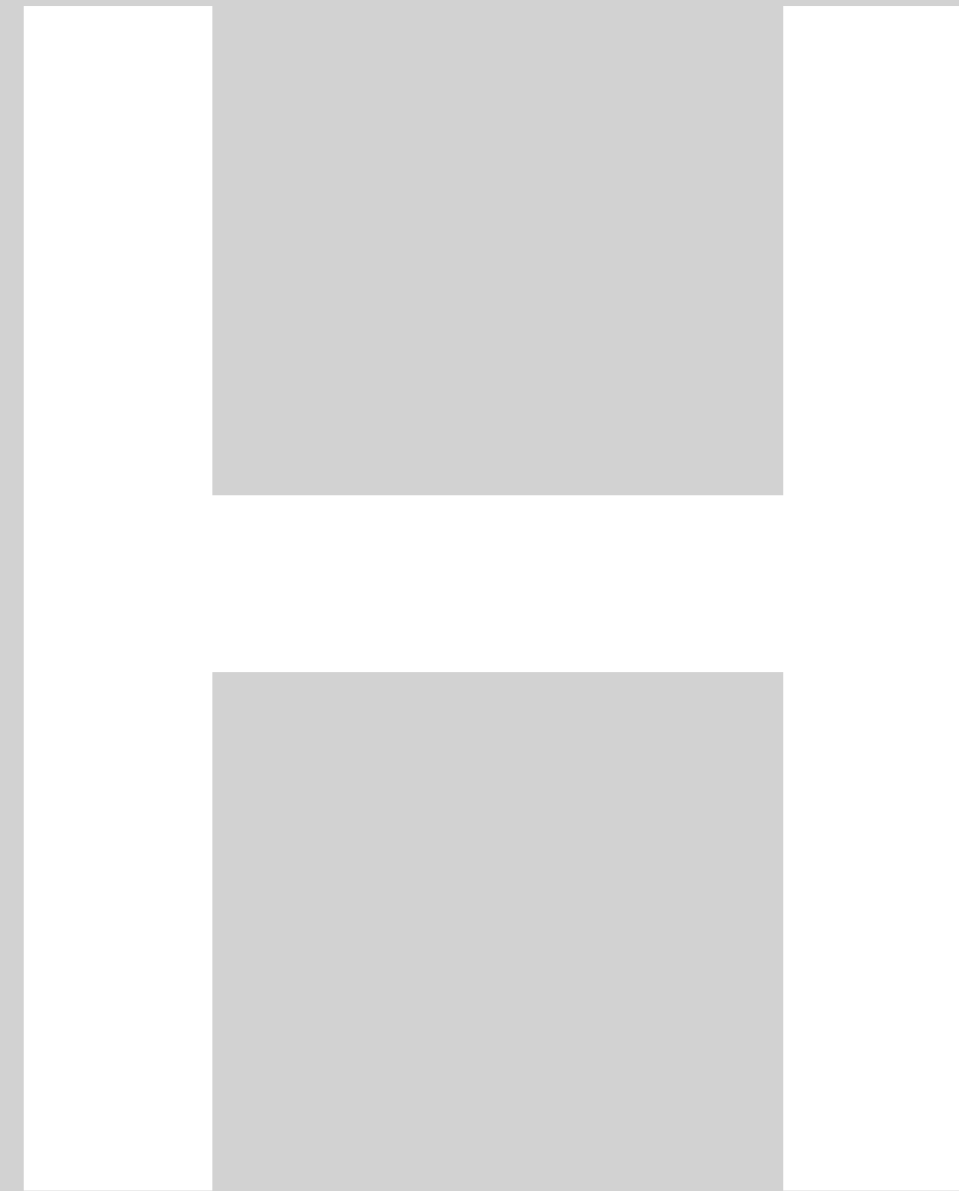
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Arabic language

ه

ه و ي ا ب ت ث ج ح خ ذ ر ز س ش ص
ض ط ظ ع غ ف ق ك ل م ن

Headlines

These are the color combinations allowed for the headlines.

All the combinations that do not appear here are not allowed.

	POWER BLUE	COBALT BLUE	LIGHT GREY	MEDIUM GREY	WHITE FULL
WHITE FULL	PROUD	PROUD	PROUD	PROUD	✕
POWER BLUE	✕	PROUD	PROUD	PROUD	PROUD
COBALT BLUE	PROUD	✕	PROUD	PROUD	PROUD
LIGHT GREY	PROUD	PROUD	✕	✕	PROUD
MEDIUM GREY	PROUD	PROUD	✕	✕	PROUD
DARK GREY	✕	✕	PROUD	PROUD	PROUD

Medium and small texts

These are the color combinations allowed for medium and small texts.

All the combinations that do not appear here are not allowed.

|	POWER BLUE	COBALT BLUE	LIGHT GREY	MEDIUM GREY	WHITE FULL
WHITE FULL	Leaders in sports — Leaders in sports. Proud to be blue.	Leaders in sports — Leaders in sports. Proud to be blue.	✕	Leaders in sports — Leaders in sports. Proud to be blue.	✕
POWER BLUE	✕	✕	Leaders in sports — Leaders in sports. Proud to be blue.	Leaders in sports — Leaders in sports. Proud to be blue.	Leaders in sports — Leaders in sports. Proud to be blue.
COBALT BLUE	✕	✕	Leaders in sports — Leaders in sports. Proud to be blue.	Leaders in sports — Leaders in sports. Proud to be blue.	Leaders in sports — Leaders in sports. Proud to be blue.
LIGHT GREY	Leaders in sports — Leaders in sports. Proud to be blue.	Leaders in sports — Leaders in sports. Proud to be blue.	✕	✕	✕
MEDIUM GREY	✕	Leaders in sports — Leaders in sports. Proud to be blue.	✕	✕	Leaders in sports — Leaders in sports. Proud to be blue.
DARK GREY	✕	✕	Leaders in sports — Leaders in sports. Proud to be blue.	Leaders in sports — Leaders in sports. Proud to be blue.	Leaders in sports — Leaders in sports. Proud to be blue.

04
ICONOGRAPHY

Our iconographic style has been crafted using the shapes and lines of our symbol and wordmark as the basis of our inspiration. This has allowed us to achieve visual consistency across our different brand elements, which ultimately allows us to reflect our values as a brand even more.
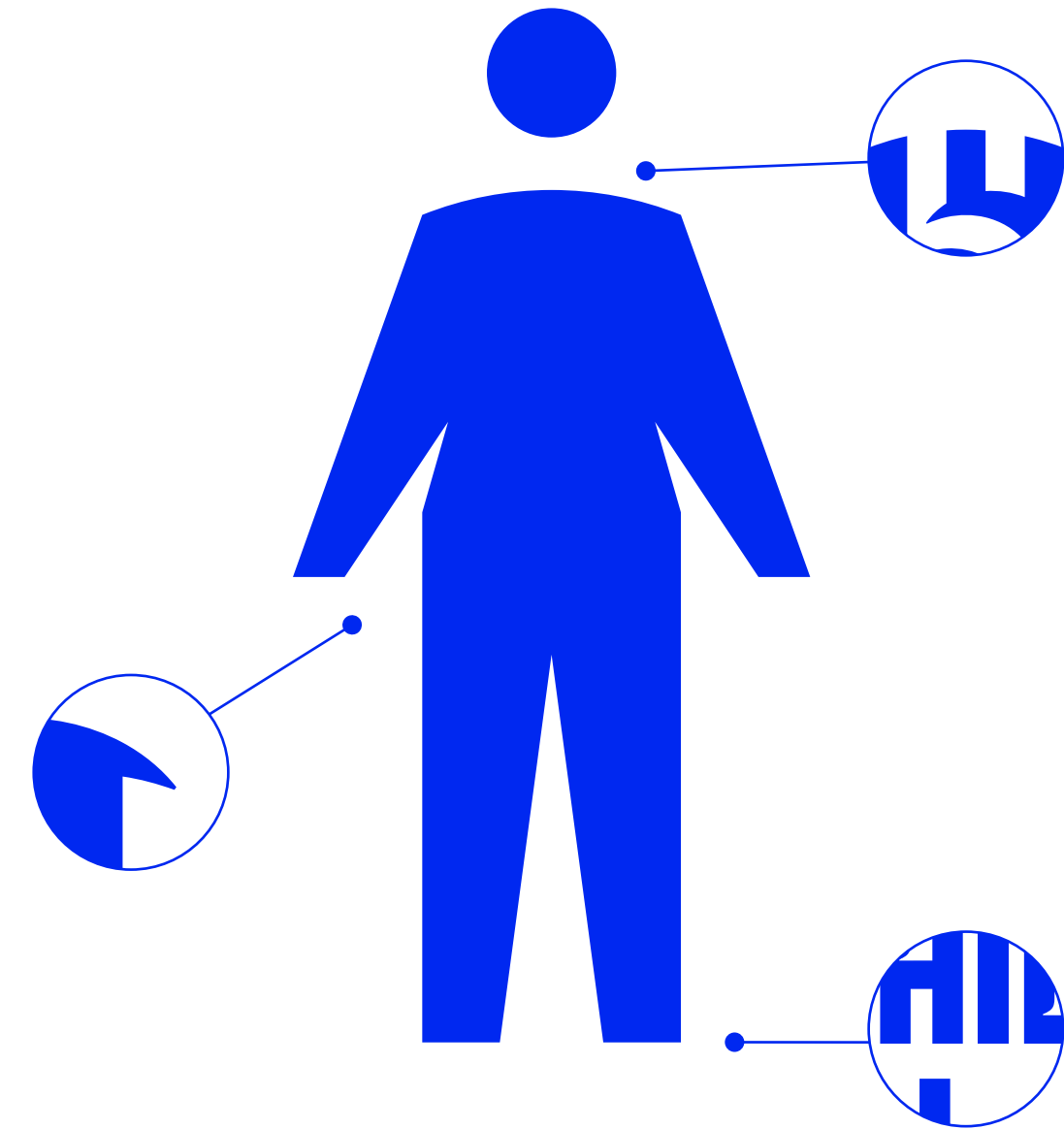
In order to have a consistent collection of icons, it is essential to follow the same grid system when creating new ones. Our grid system is made up of 48x48 units. In addition to following this grid, make sure to use the keyline that works best with the shape of the icon you are going to create.
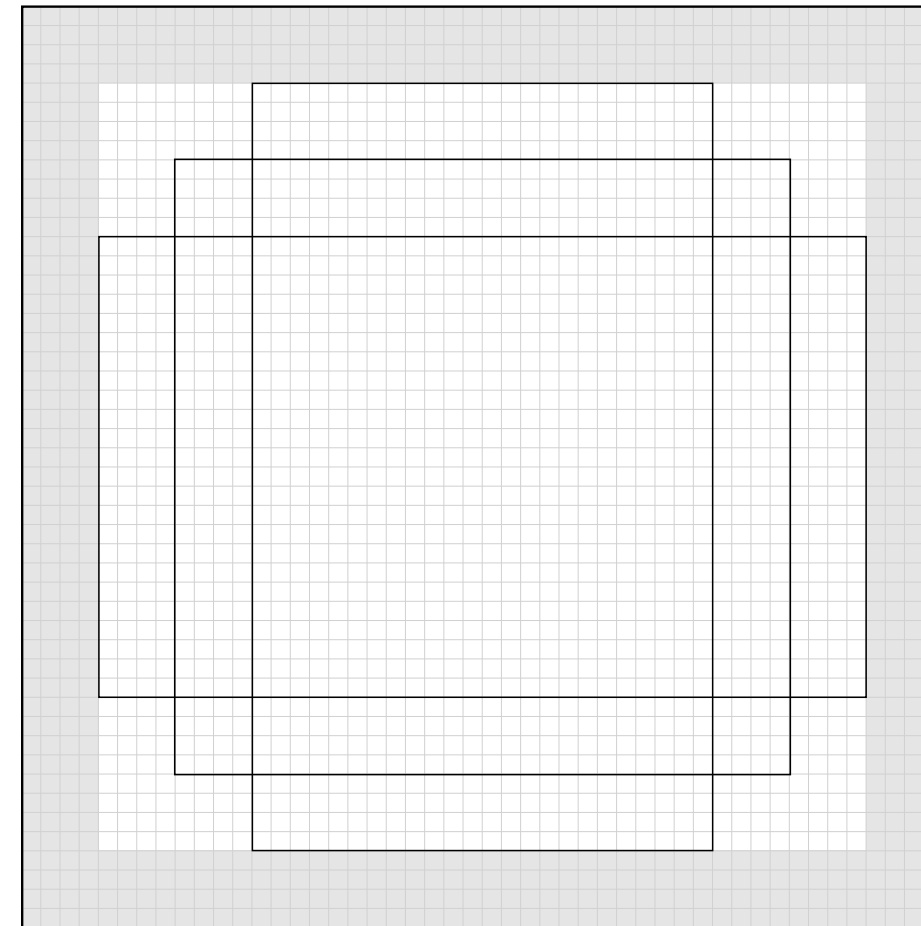
The icon grid establishes clear rules for the consistent, but flexible, positioning of graphic elements. Keyline shapes are the foundation of the grid. By using these core shapes as guidelines, you can maintain consistent visual proportions across system icons.
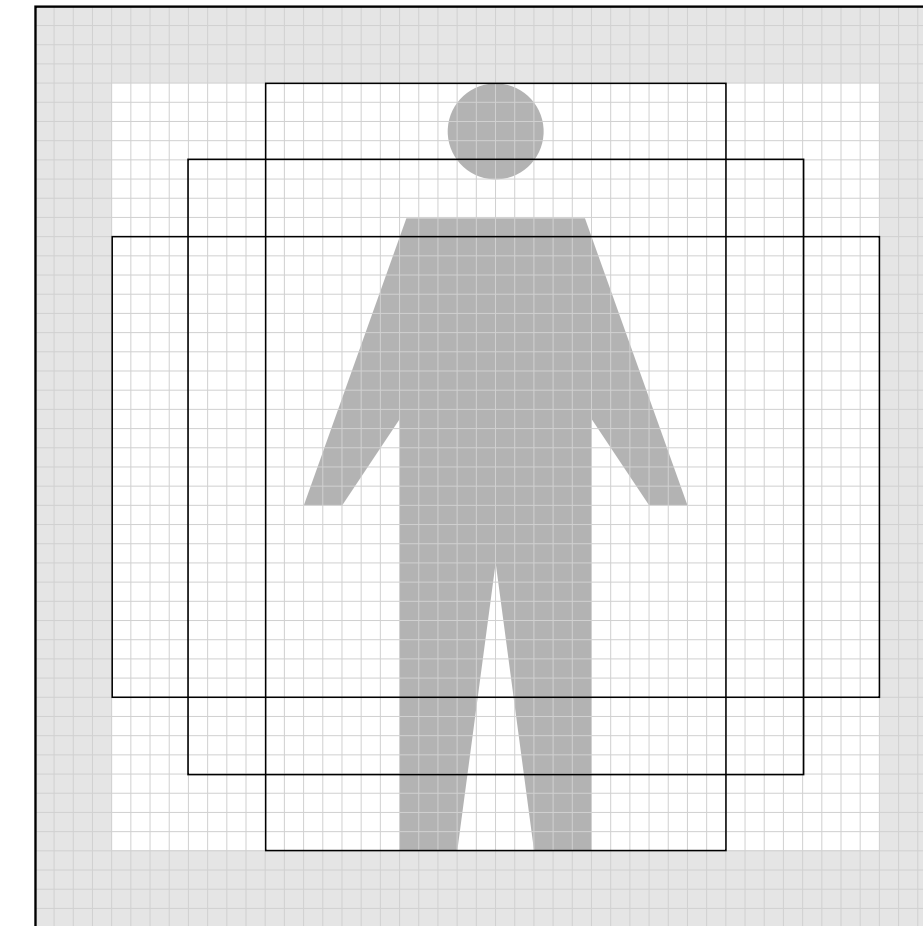
Icon shapes should be bold and geometric. They must have a consistent look, ensuring readability and clarity. Pictogram content should remain inside of the keylines. If additional visual weight is needed, content may extend outside the keylines. No parts of the icon should extend outside of the grid.
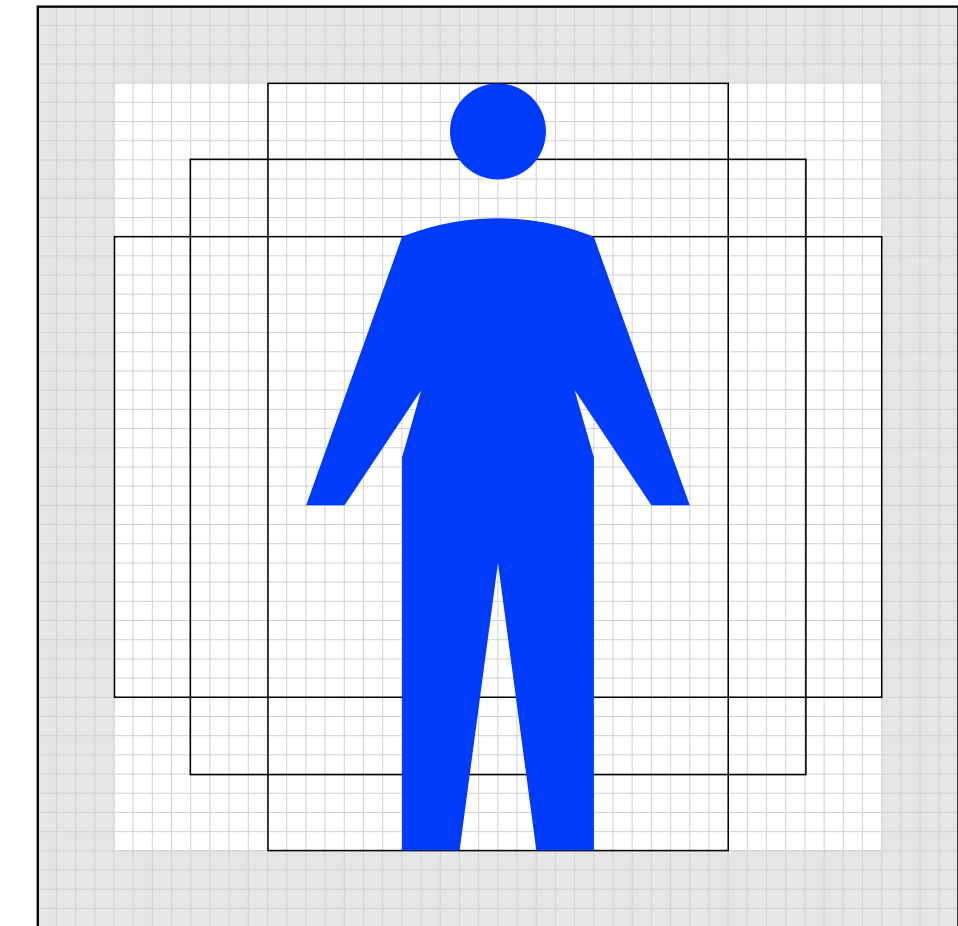
To achieve the same look & feel and consistency, it is important to adjust the original drawing introducing some notes from our logotype shape (diagonal cuts, curved lines, flat base) Doing so we are creating a direct link and a more unique approach in our icons.
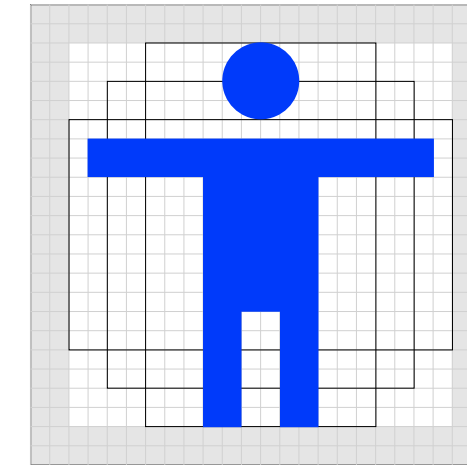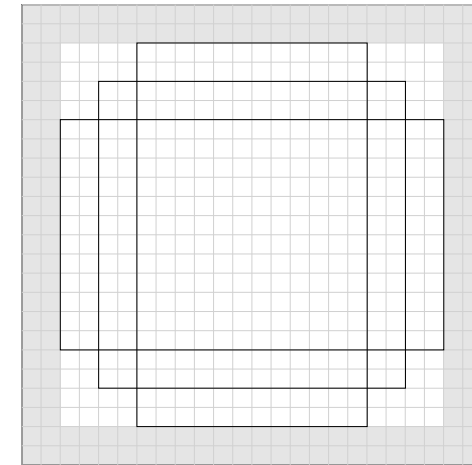
The following set of icons are reflective of our icon style. Use these as a source of inspiration when creating new icons.

These icons are recommended to use in physical spaces such as signage, and digital spaces such as web or apps.
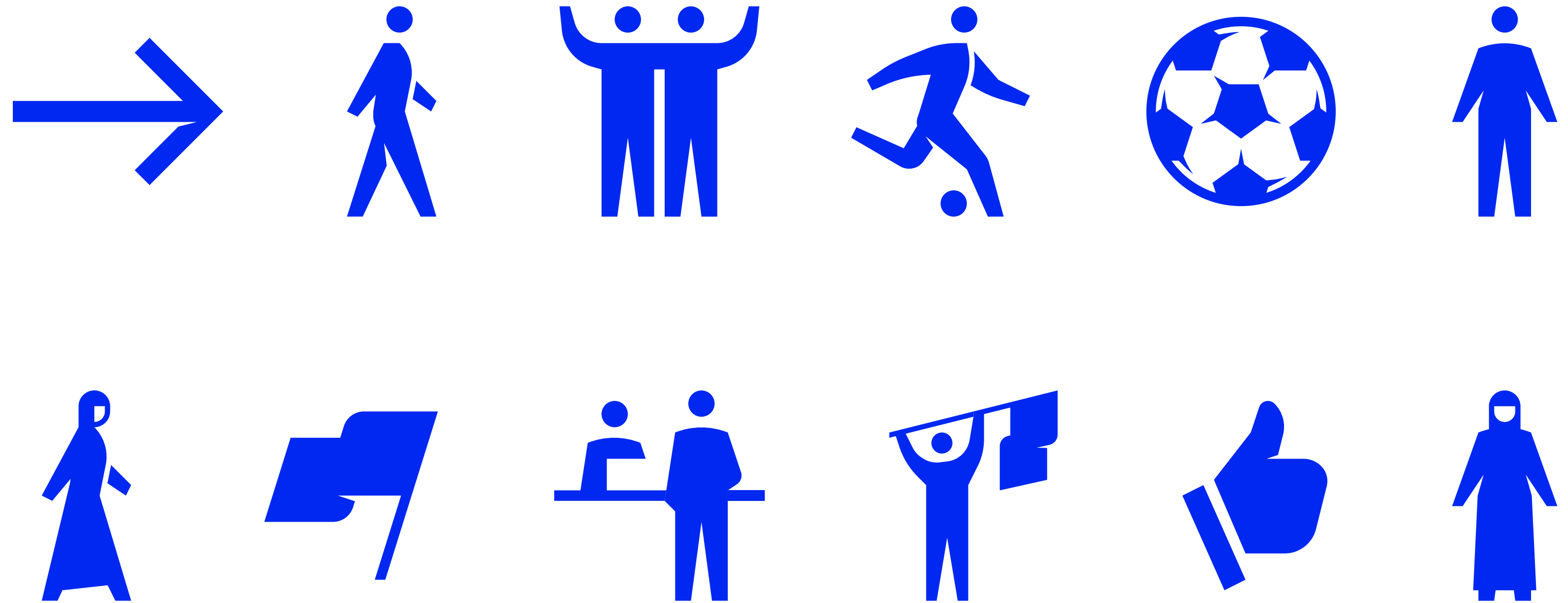
To ensure good legibility in small sizes
in digital spaces, there is a simplified
version of our icons. In this case,
the grid is reduced to 24x24 units
and the icon shape must be simpler,
even avoiding corporate notes.

These simplified icons are recommended
to use in digital spaces such as
web or apps, when the original
ones have legibility issues.
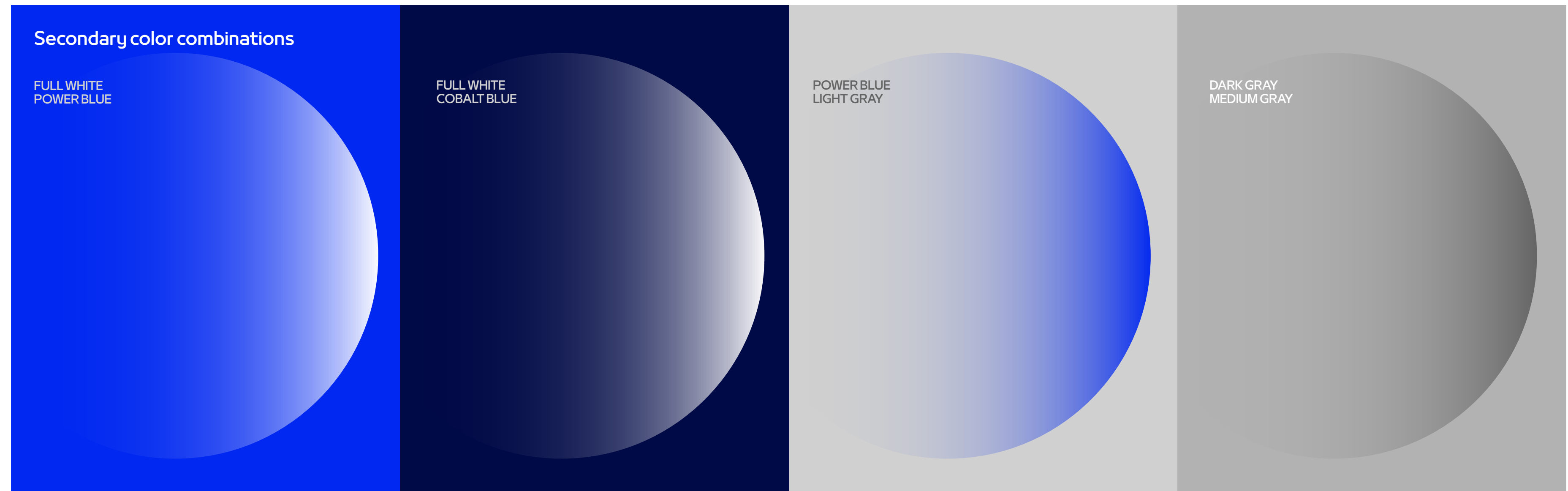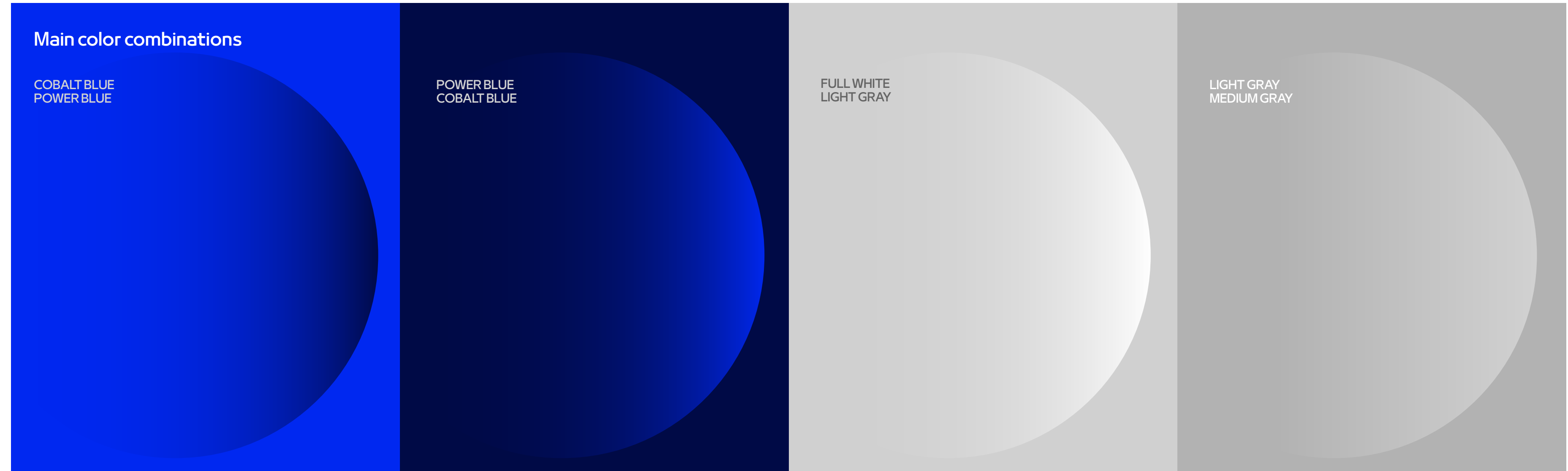
05
KEY VISUAL

The moons

The moons not only refer to the name AlHilal.
They also represent the cycle of the constant
flow of an athlete. The advancement, the
movement and the energy of sports.

This graphic element brings great dynamism
to the compositions. It's a flexible element
that can be composed in various ways, thus
it gives a wide spectrum to the brand.

Moon color combination

These are the color combinations allowed for the moons.

All the combinations that do not appear here are not allowed.

Main color combinations

COBALT BLUE
POWER BLUE

POWER BLUE
COBALT BLUE

FULL WHITE
LIGHT GRAY

LIGHT GRAY
MEDIUM GRAY

Secondary color combinations

FULL WHITE
POWER BLUE

FULL WHITE
COBALT BLUE

POWER BLUE
LIGHT GRAY

DARK GRAY
MEDIUM GRAY

Gradient control

We will manage the gradients of the moons according to the number of moons that will be used in the design.

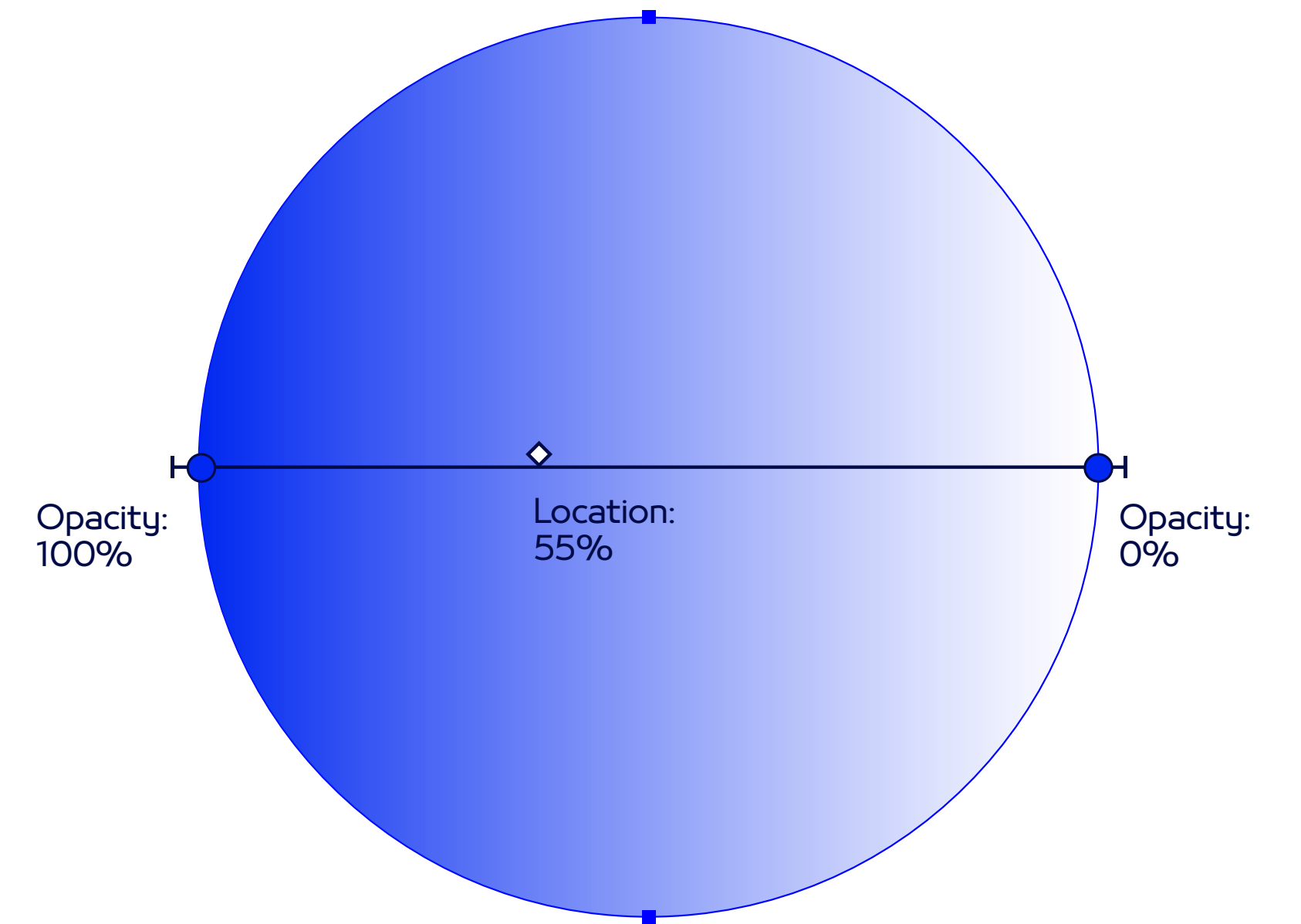The less moons the greater the gradient should be.

In formats where we use a single moon graphic the gradient must be quarter.

In formats where we use more than two moon graphics together we must be apply the crescent gradient.

Crescent gradient

Opacity:
100%

Location:
75%

Opacity:
0%

Quarter gradient

Opacity:
100%

Location:
55%

Opacity:
0%
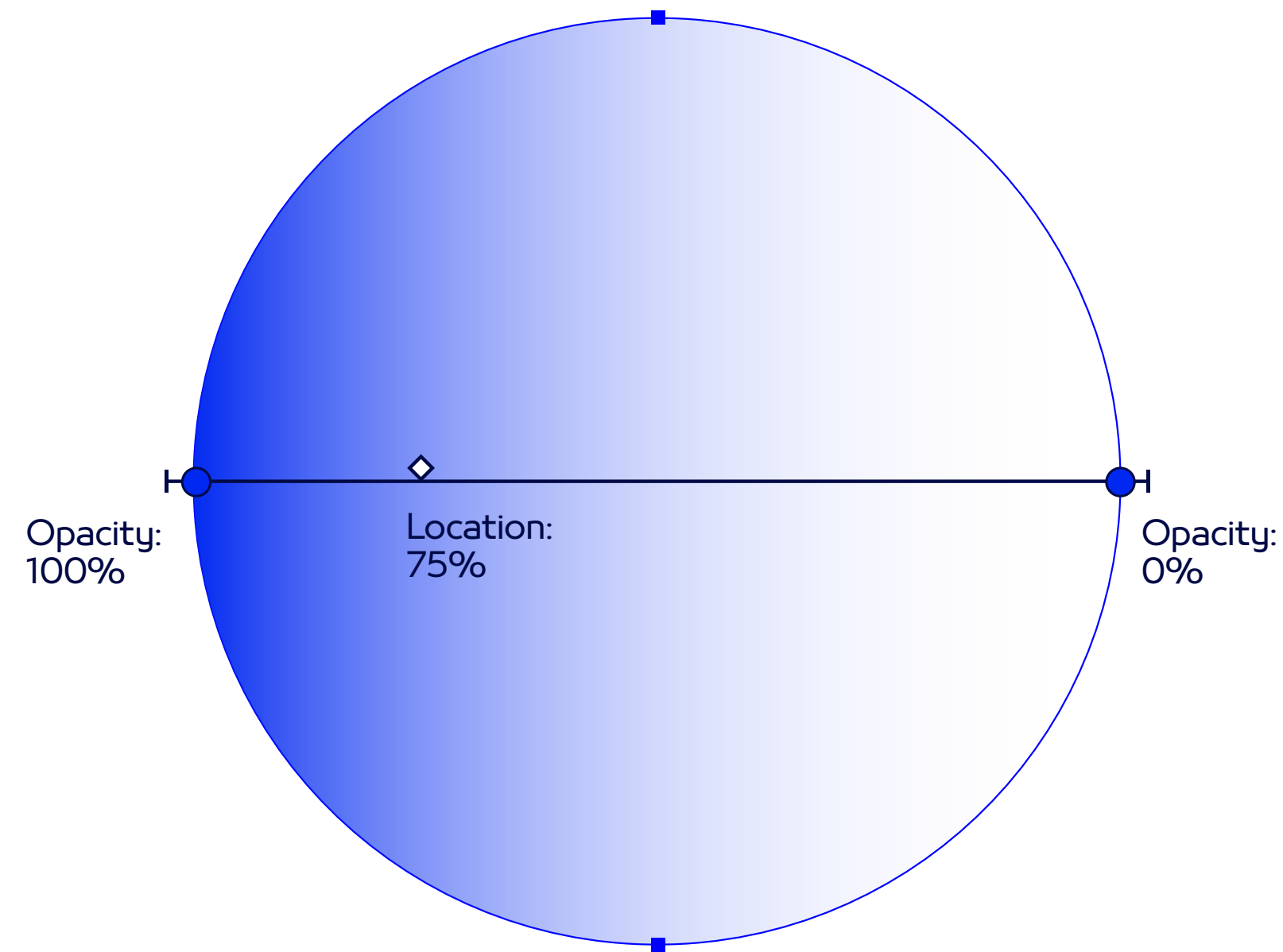
Moons with photos

The moons can also be applied in the following way:

- Over a photo, as a graphic element that makes the composition more dynamic
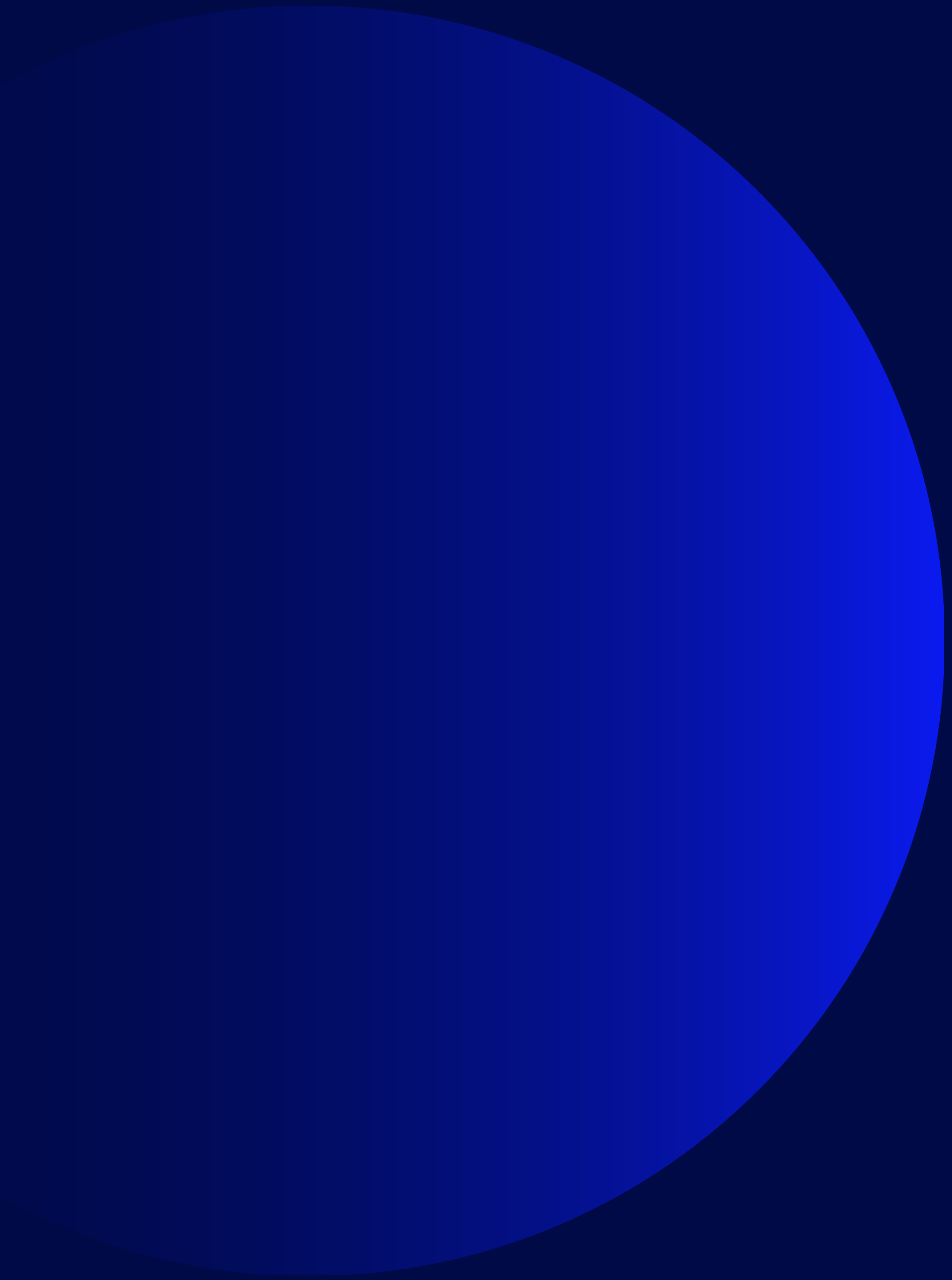- As a mask for a photo, along with a second gradient moon

These visual assets represents the idea of getting closer to the action, of motion an dynamism.

Images without usage rights, for reference only, to show the photographic style.
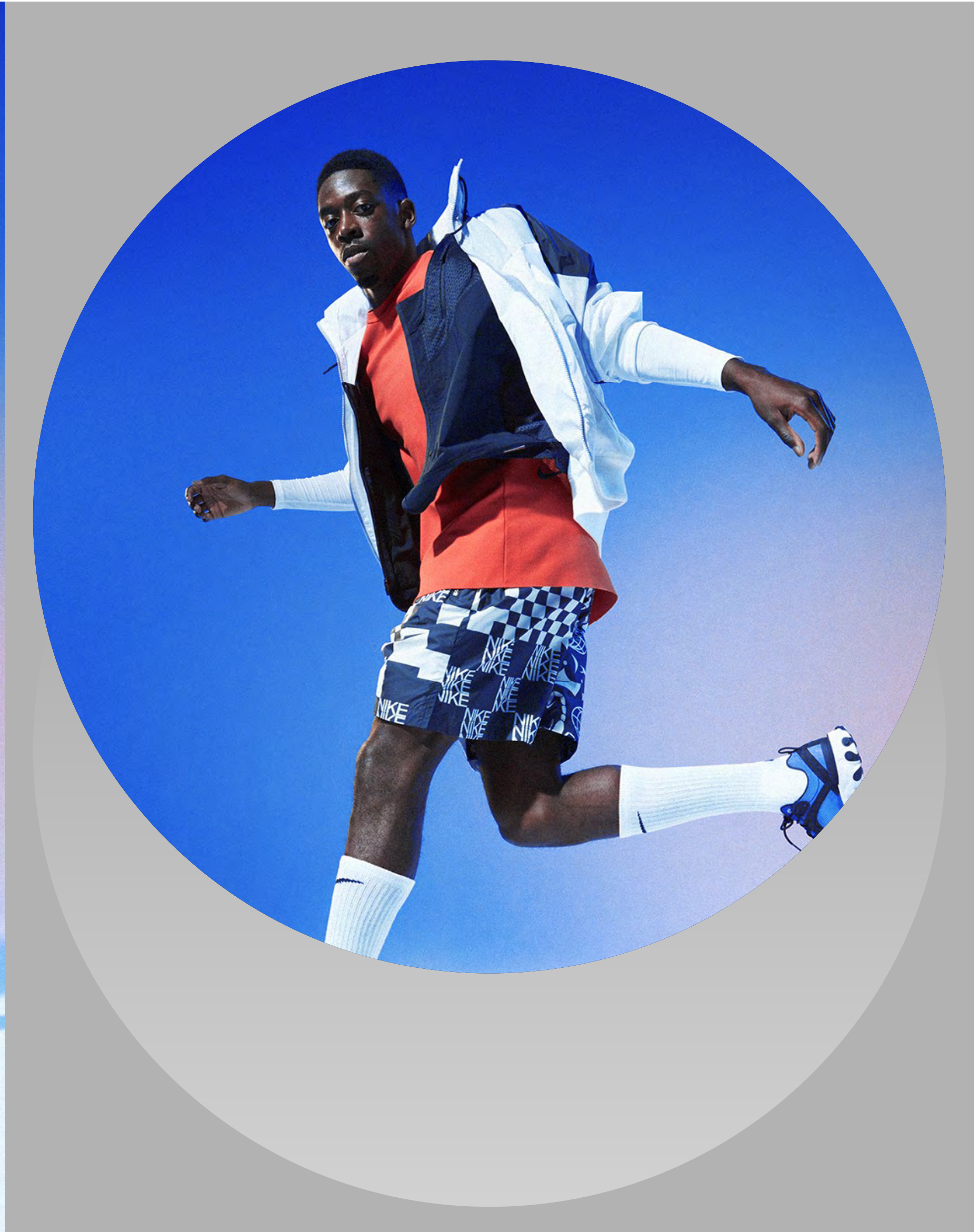
06
IMAGERY

Imagery style

Our imagery has to be a portal to show our brand, so it is key that each image conveys how proud we are through movement, attitude, dynamism and, of course, a touch of blue linked to our main color of the brand.

Key points

- Movement
- Dynamism
- Clean environments
- Touch of blue
- Sky backgrounds
- Nadir angles
- Spontaneity
- Natural poses
- Lights and shadows

(!) Images without usage rights, for reference only, to show the photographic style.

1. Close-Ups

Play with lights and shadows to talk about the moon phases and link it to the Alhilal visual identity.

Blue, white and grey to be used in clothing additional elements and backgrounds.

Show attitude (pride) in poses and gestures.

Portraits of fans should cover the different ages, both male and female, children, young adults, adults and mature adults.

Casting considerations:
• Attractive (not necesariliy beautiful)
• Appropiatecharacter (pride, positive attitude)

⚠ Images without usage rights, for reference only, to show the photographic style.

2. Movement (Outdoor)

Good vibes, energy, in action. White and grey to be used in clothing , additional elements and backgrounds.

Show agility and use environments to link it to our energy and passion for sport and enjoyment of social life (friends, smiles).

Portraits of fans should cover the different ages, both male and female: children, young adults, adults and mature adults.

Casting considerations:
• Attractive (not necesariliy beautiful)
• Appropiate character (pride, positive attitude)

(!) Images without usage rights, for reference only, to show the photographic style.

3. Movement (Studio)

Show movement and dynamism in images that are isolated on blue backgrounds. Conveying energy as frozen in action.

Sport styling with a touch of lifestyle (not purely going to the gym, but conveying style).

Portraits of fans should cover the different ages, both male and female: children, young adults, adults and mature adults.

⚠ Images without usage rights, for reference only, to show the photographic style.

4. Pride

Time to be proud and show who we are, with attitude and spontaneity.

Use environments to link it to our energy and attitude in social environments (friends, smiles). Local views on Riyadh landmarks , prioritizing modernity business district, new metro stations), but mixed with old landmarks as Riyadh Old Town (if aplicable).

Portraits of fans should cover the different ages, both male and female: children, young adults, adults and mature adults.

(!) Images without usage rights, for reference only, to show the photographic style.

5. Stadium

Take advantage of the most creative places inside the stadium to carry out the shooting.

Use environment to link it to our attitude (scale, power).

Ideally stylized closer to fashion shoots) and wearing additional elements scarf, blue items, football) that link it to the club beyond the environment.

Portraits of fans should cover the different ages, both male and female: children, young adults, adults and mature adults.

⚠ Images without usage rights, for reference only, to show the photographic style.
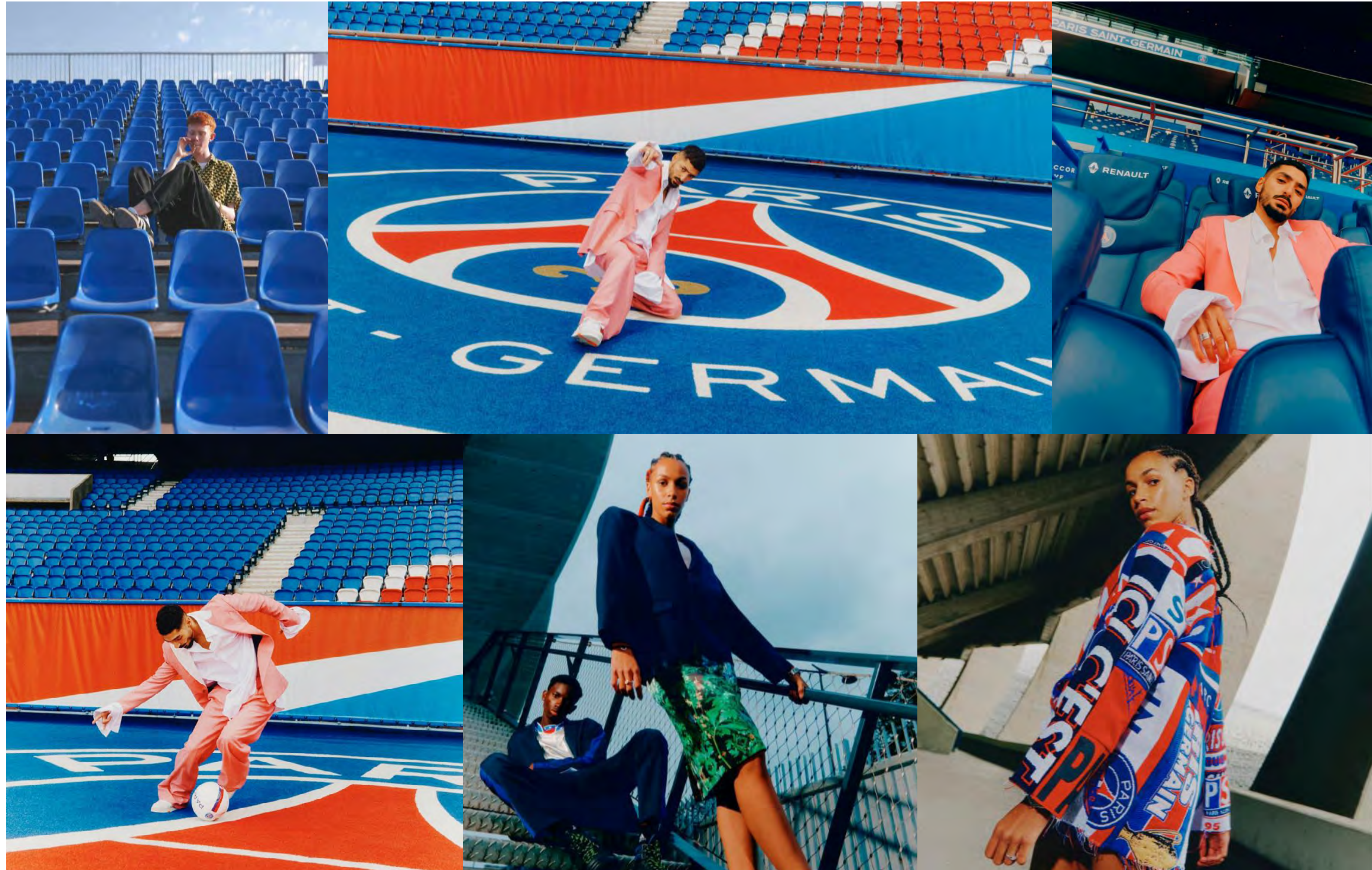
6. Local views

Not only about football.

Connect with different targets.

Local views on Riyadh landmarks,
prioritizing modernity (business district,
new metro stations), but mixed with old
landmarks as Riyadh Old Town
 (if aplicable).

Additional elements are interesting to be
used (cars, shop interiors...).

Additional elements are interesting to be
used (cars, shop interiors...).

Portraits of fans should cover
the different ages, both male and
female: children, young adults,
adults and mature adults.

⚠ Images without usage rights, for reference
only, to show the photographic style.
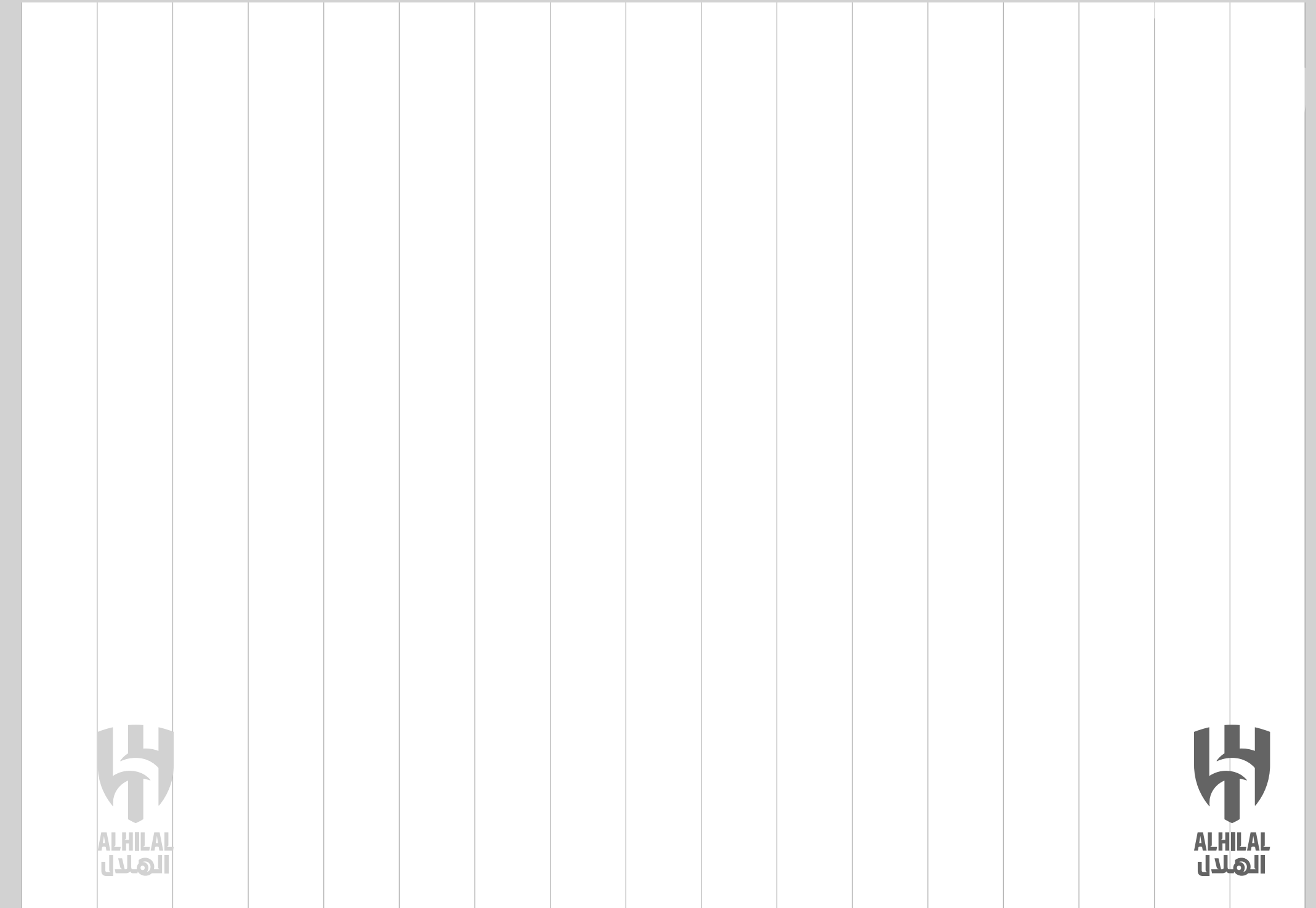
07
LAYOUT

07.1
GRID

DIN formats

The height of the logotype is equal to 1/16 of the longest side of the format.

1/16   DIN vertical format
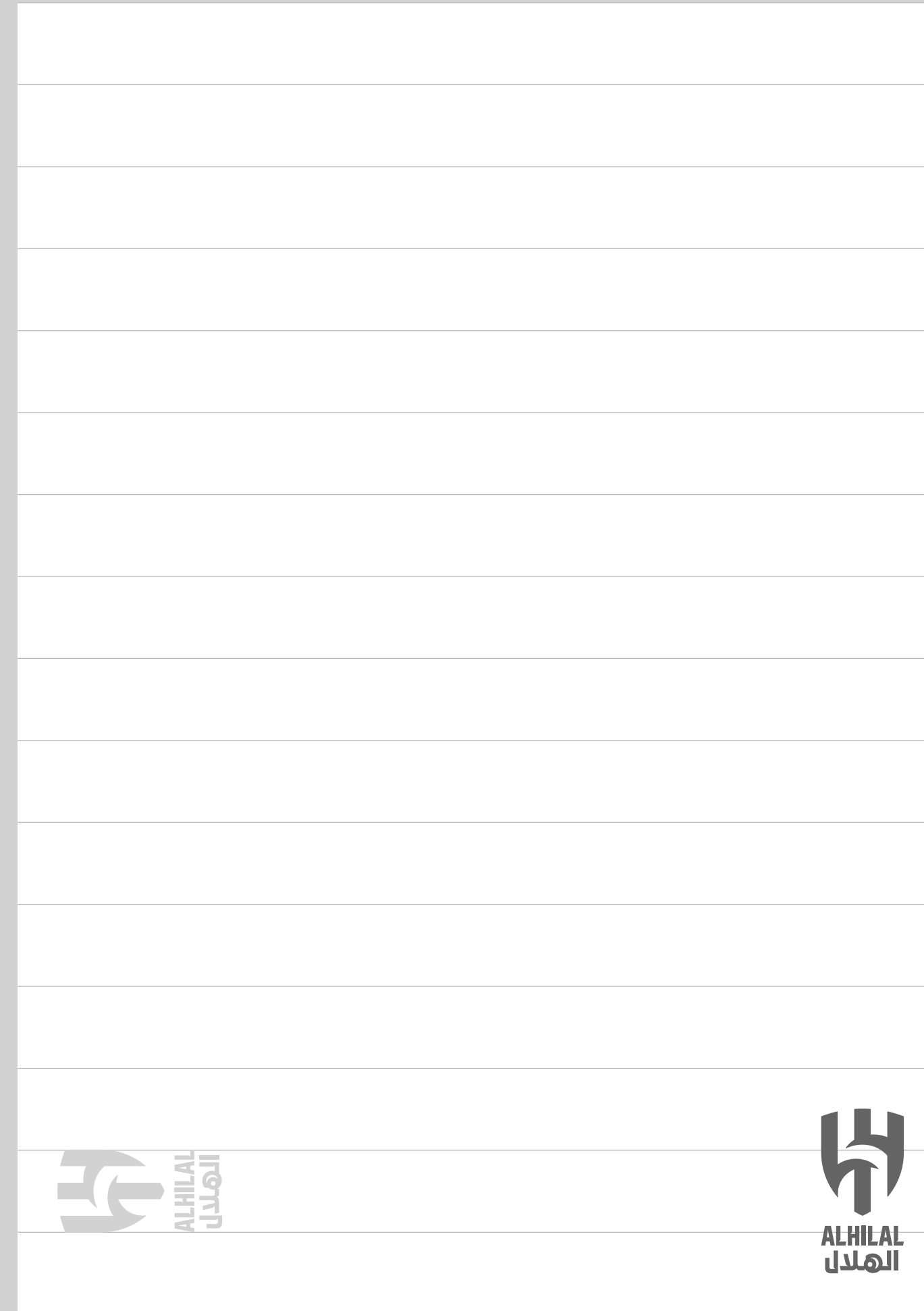
1/16   DIN horizontal format

Other formats

The height of the logo will be determined by the following special formats:

Vertical formats (i.e SM stories, banners, etc.) – The height of the logo is equal to 1/14 of the longest side of the format.

Square Social Media Post – The hight of the logo is equal to 1/14 of a format side.

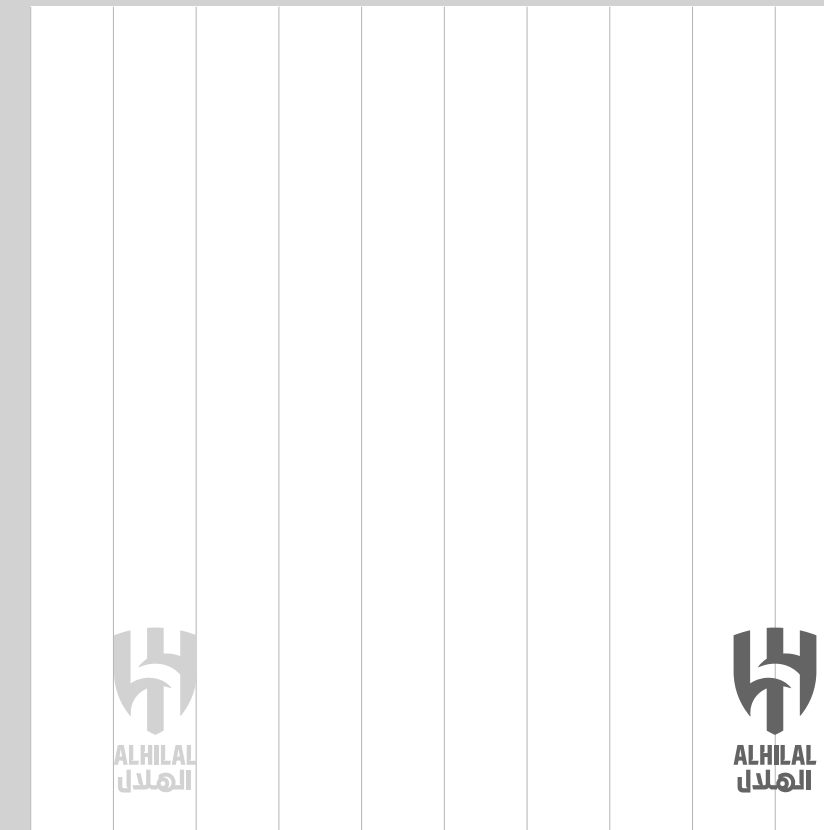**16:9 format** – The height of the logo is equal to 1/22 of the longest side of the format.

Super horizontal formats – The height of the logo is equal to 1/22 of the longest side of the format.

Extra-horizontal formats – The height of the logo is equal to 1/22 of the longest side of the format.
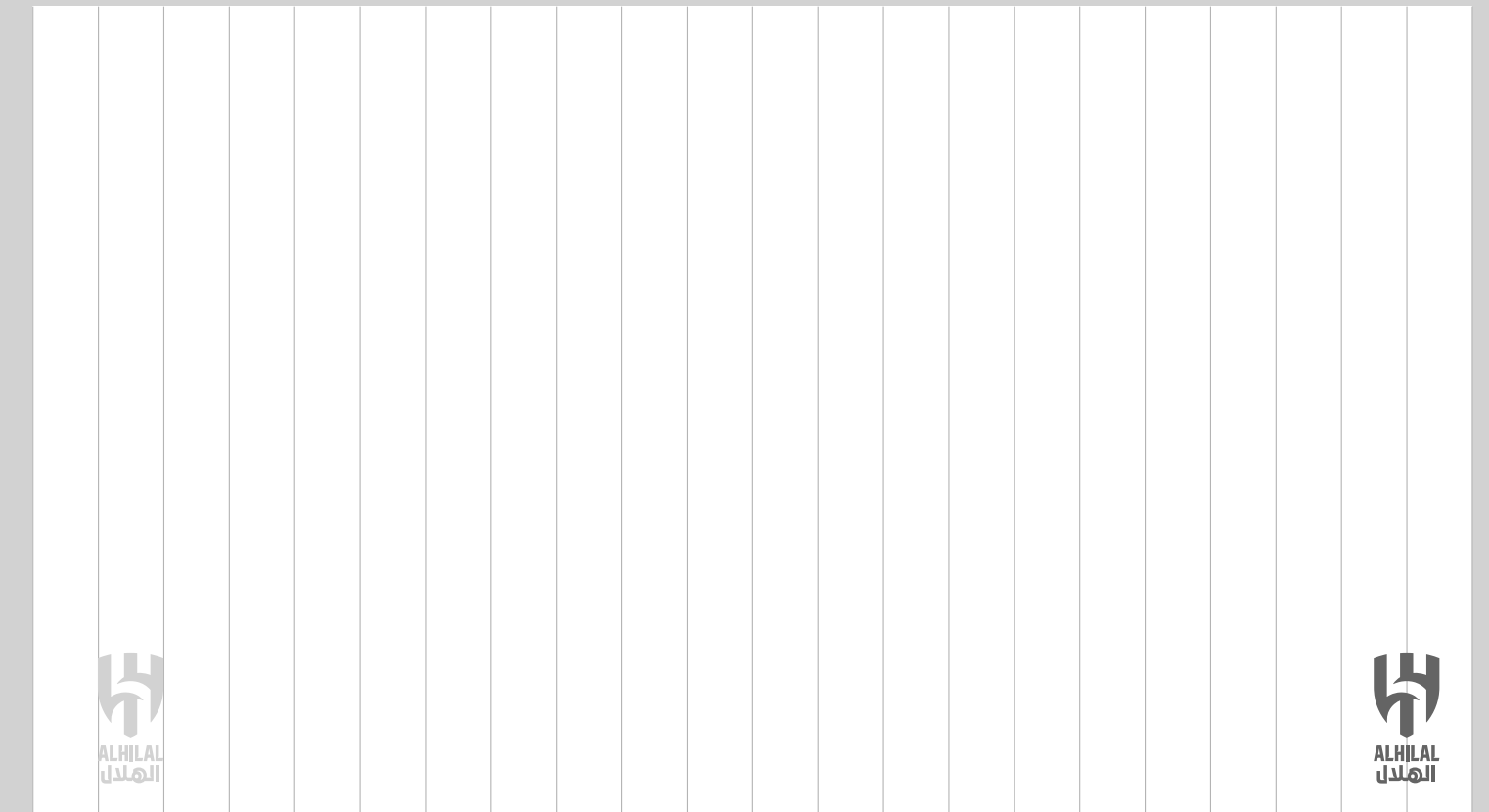
1/14 Vertical formats (i.e SM storie, banner, etc.)
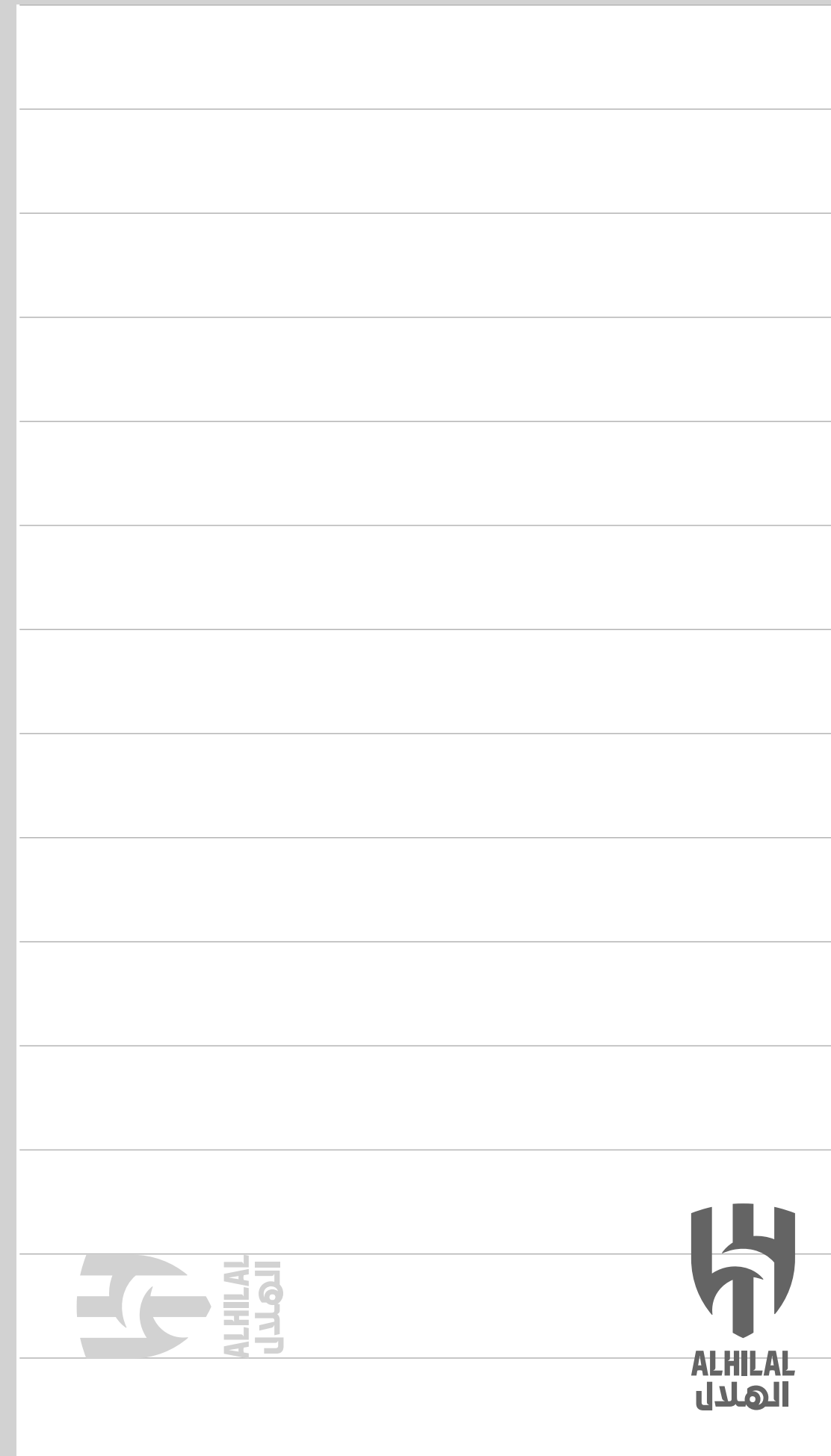
1/10 Social media squared post

1/22 16:9 format (1920 x 1080 px)

1/22 Super horizontal format (i.e full banner (468 x 60 px), billboards 970 x 250 px), etc.
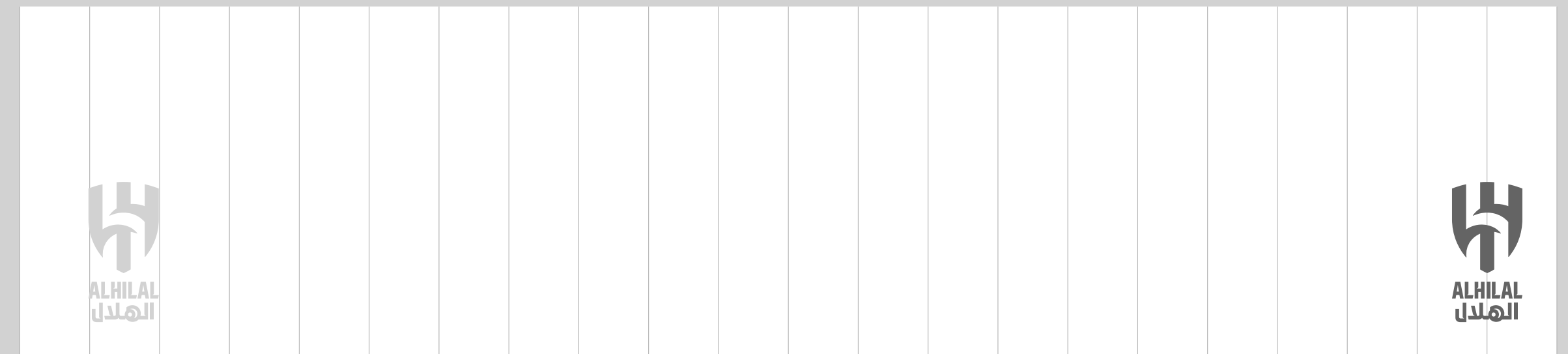
1/22 Extra horizontal format (i.e leaderboard 728 x 90 px), leaderboard (970 x 90 px), etc.

center aligned
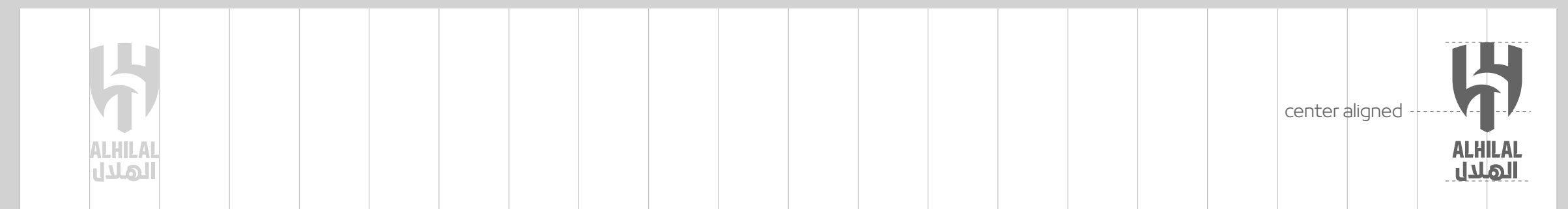
DIN formats

The margin of the regular DIN formats will correspond to the minimum clear space of the logo.

The clear space of our symbol is half of the symbol's width.

1/16   DIN vertical format
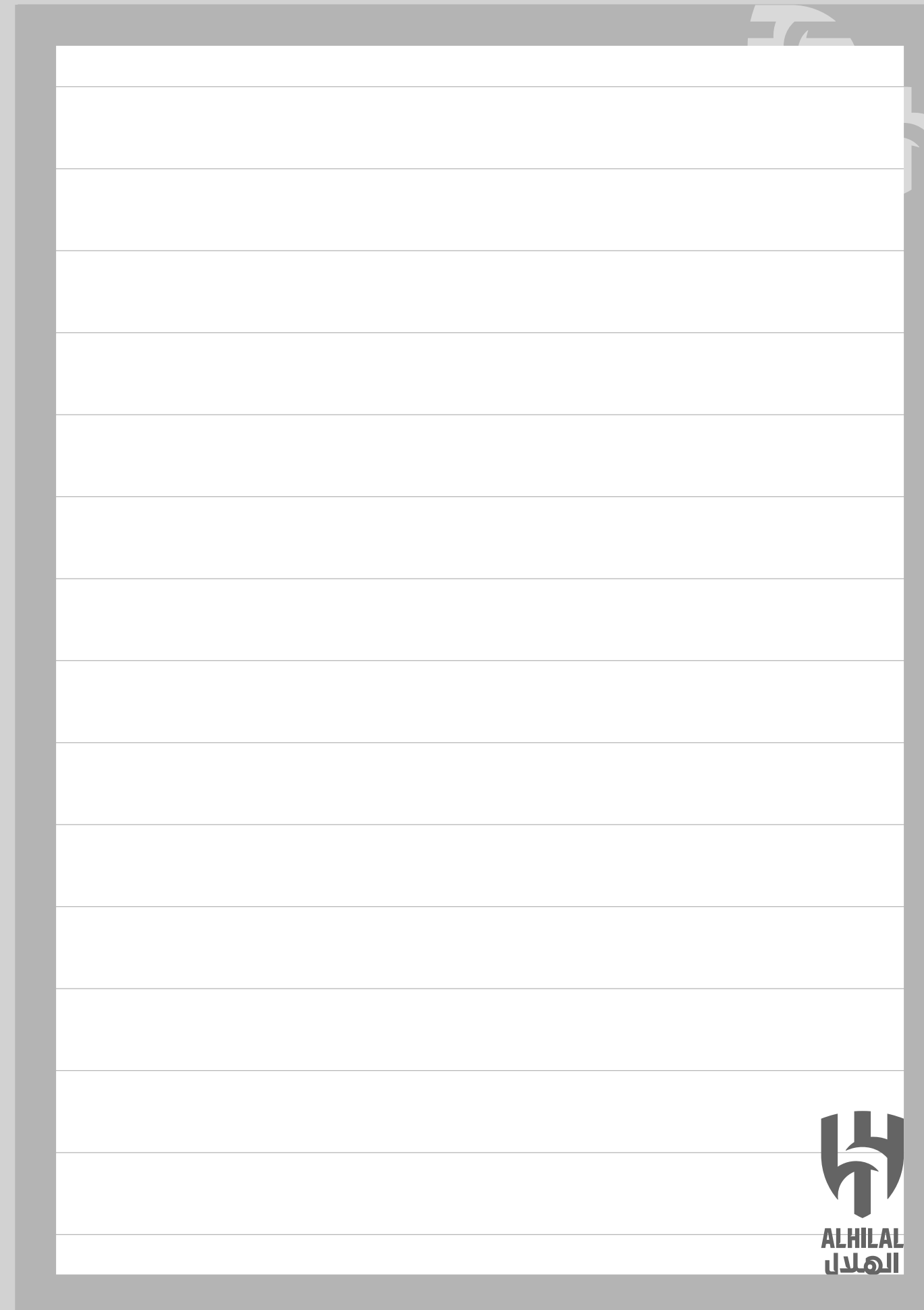
1/16   DIN horizontal format
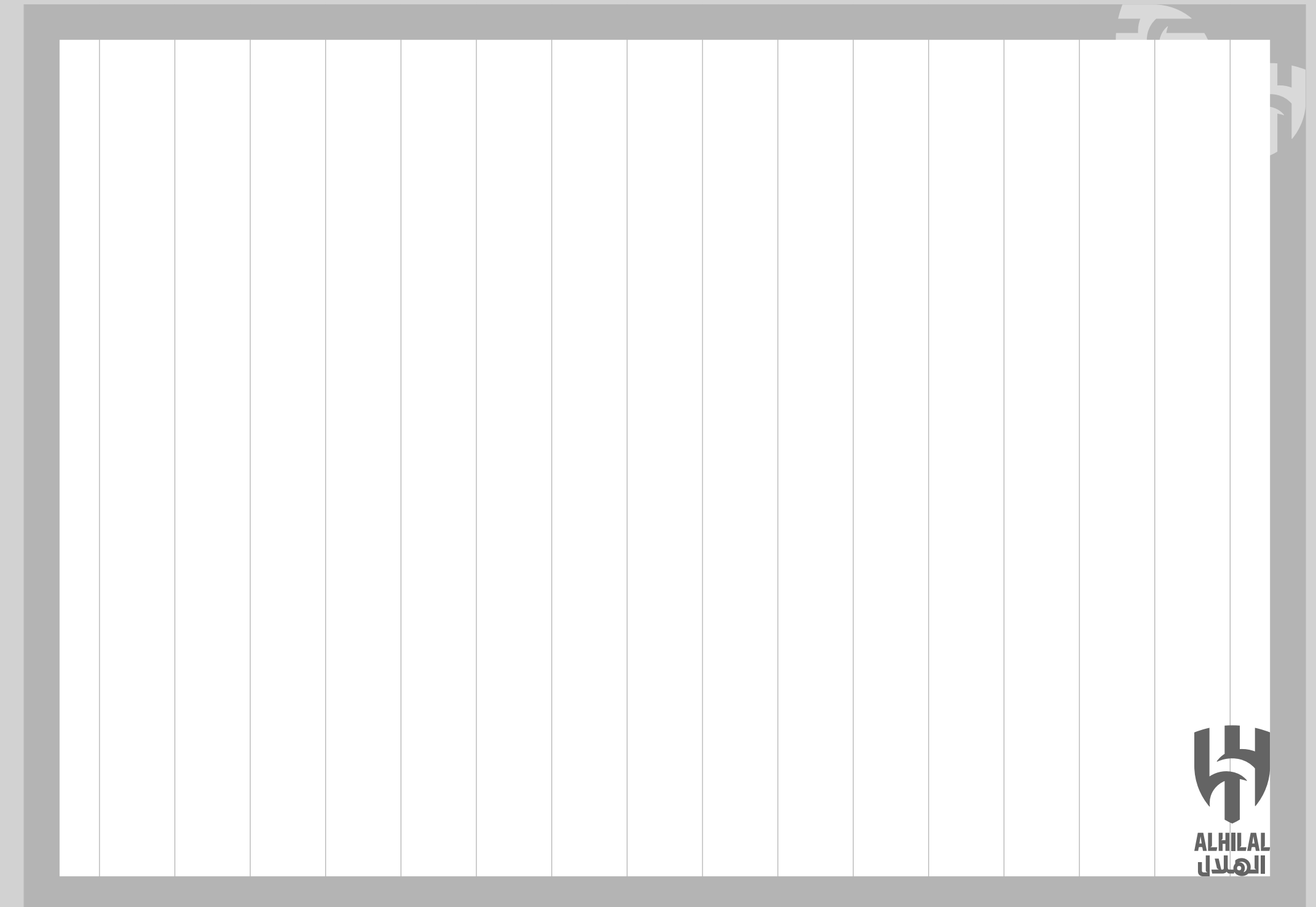
DIN formats

The logotype lockup version can be placed on any corner or vertical center aligned regarding the layout, according to the content and the composition.

DIN vertical format

DIN horizontal format
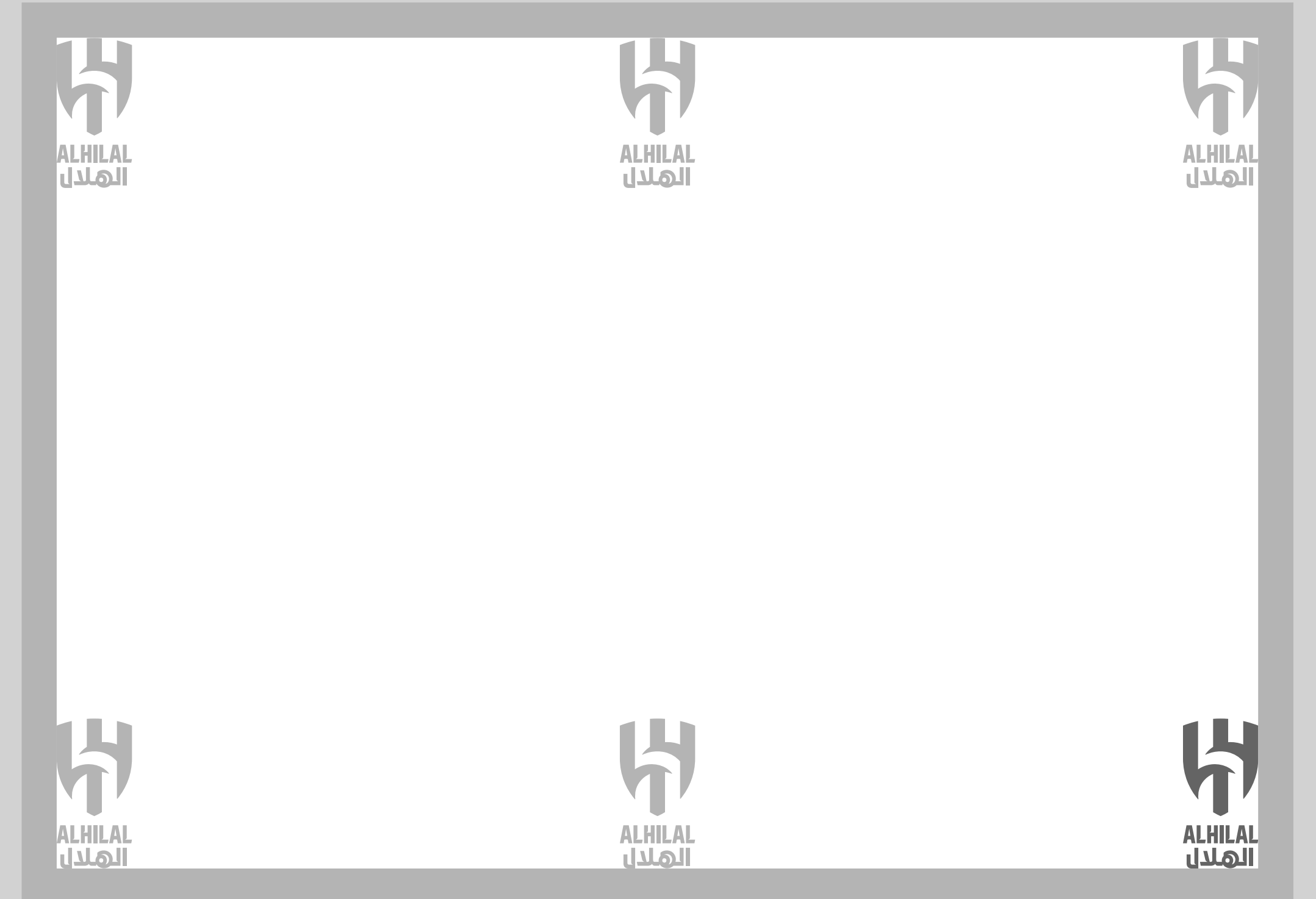
DIN formats

The logotype dissociated version can be placed on any corner or vertical center aligned regarding the layout, according to the content and the composition.

DIN vertical format

ALHILAL
الهلال

ALHILAL
الهلال

DIN horizontal format

ALHILAL
الهلال

ALHILAL
الهلال

Logo in use

The logo can be disassociated from the wordmark to make it more dynamic and flexible in the compositions.

In its disassociated version, the size of the shield is determined by the format grid and the size of the wordmark will be 2/3 of the height of the shield.
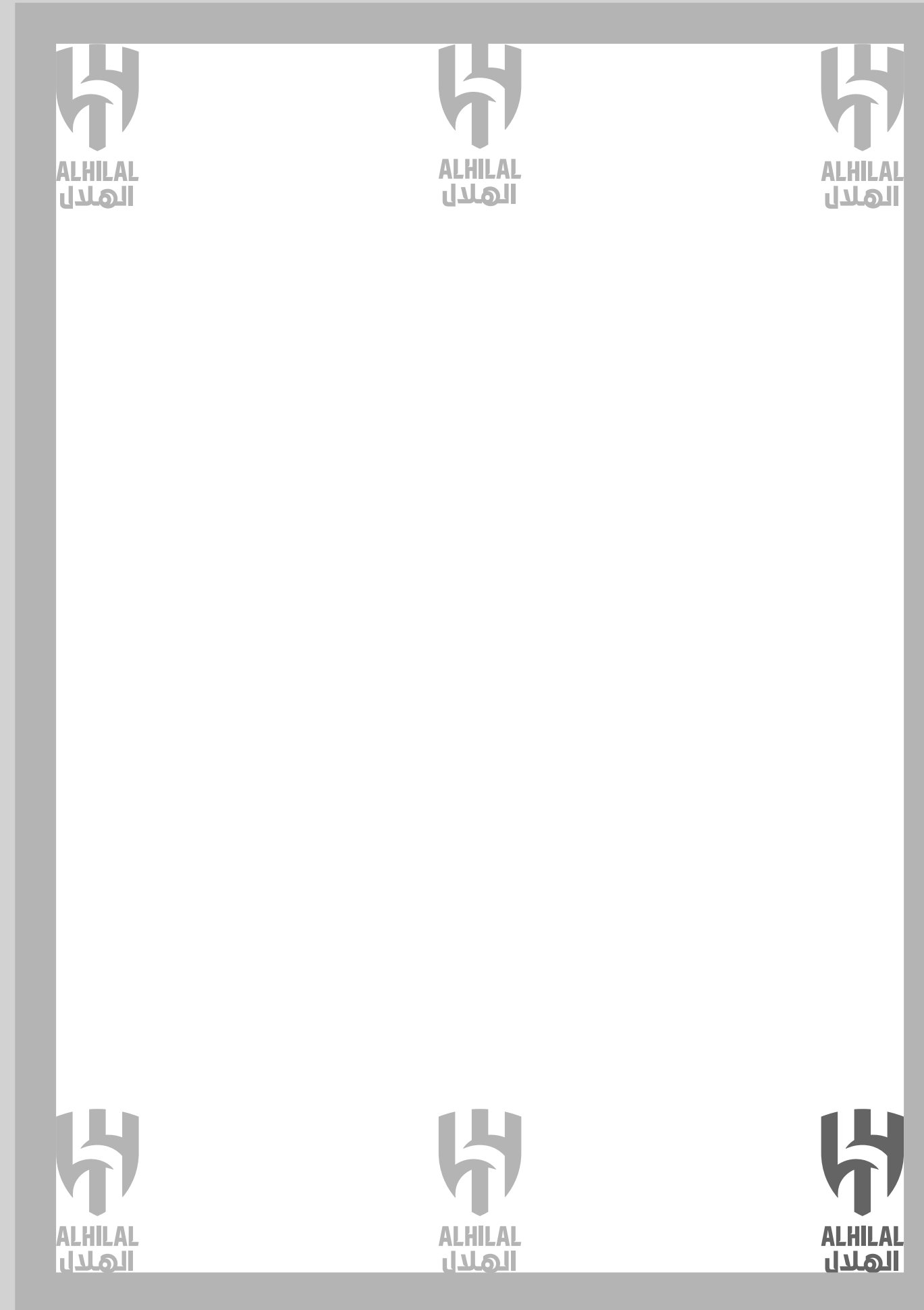
Lockup version

*
Aligned to the edges

This type of composition (aligned to the edges) is also suitable for other versions of the logo, for example with a date, with stars, etc.

Dissociated version

2/3 X

Example with horizontal format 16/9   (1/22)
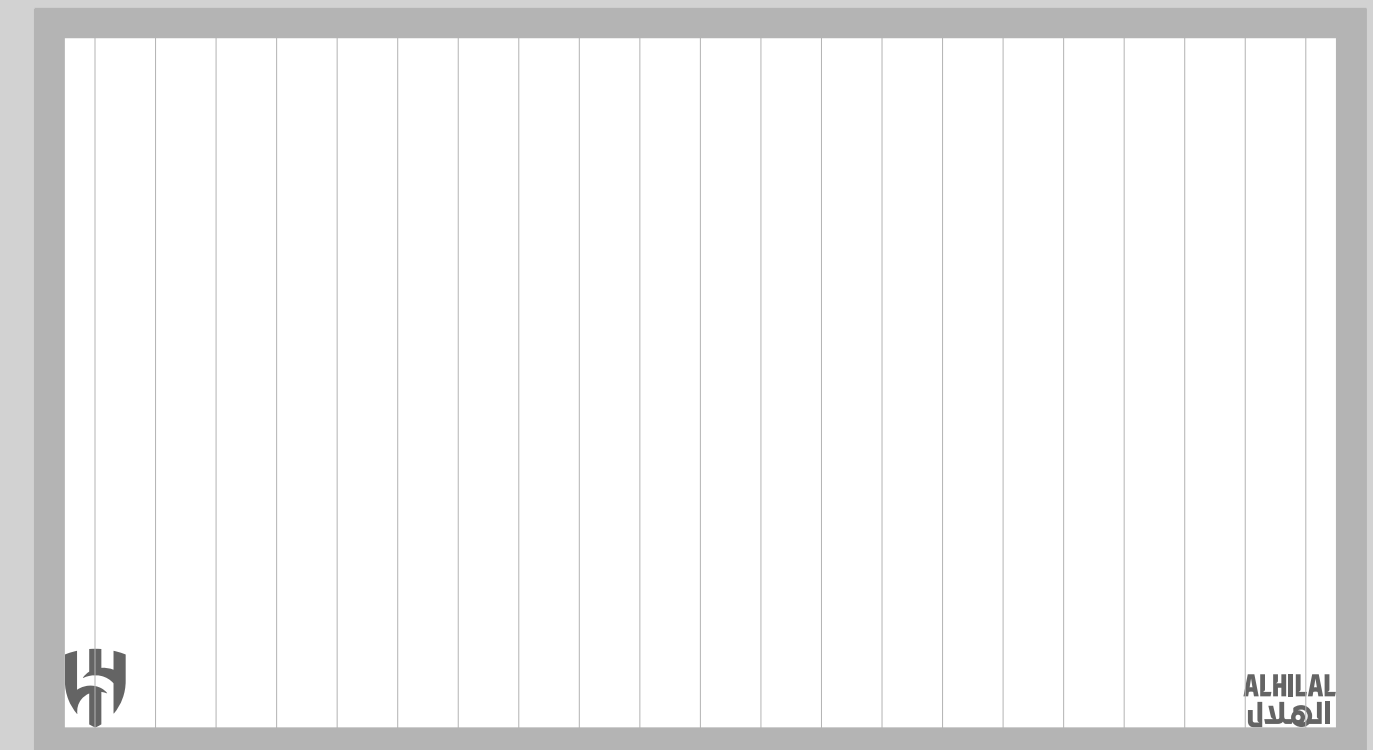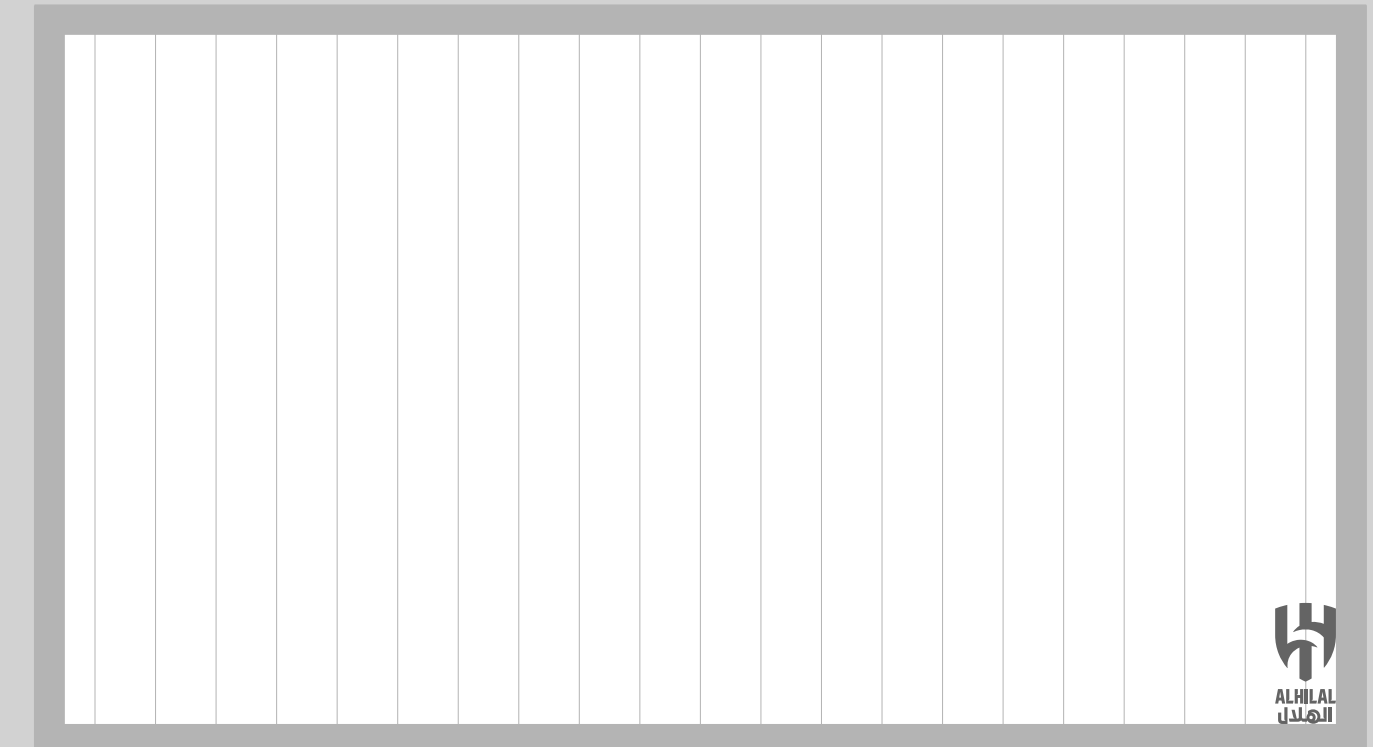
07.2
KEY VISUAL: MOONS

NEW MOON   WAXING CRESCENT   FIRST QUARTER   WAXING GIBBOUS   FULL MOON   WANING GIBBOUS   THIRD QUARTER   WANING CRESCENT
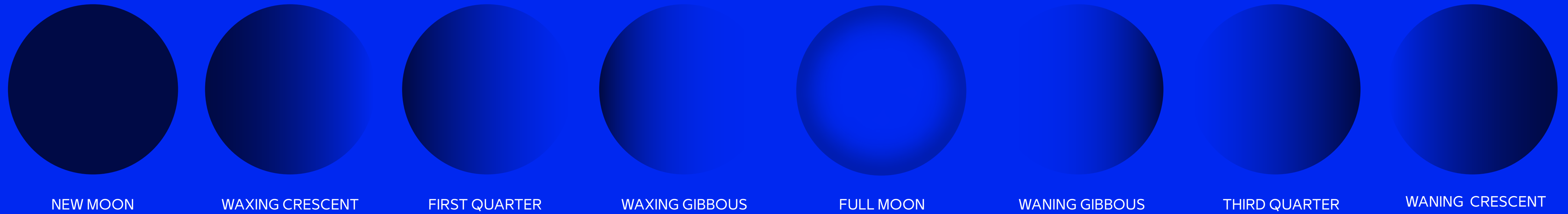
MOON PHASES

The layouts are inspired by the metaphor of the moon phases.

Layouts can feature 1, 2, or 3 moons, for each case many different compositions are possible.

Read the next pages to get inspired and understand how to create the layouts.

1

Moonlight (1 Moon)

Inspired by moonlight bringing a subtle point of light to the visual. For this type of composition we will use only one moon.

2

Two sides of the moon (2 Moons)
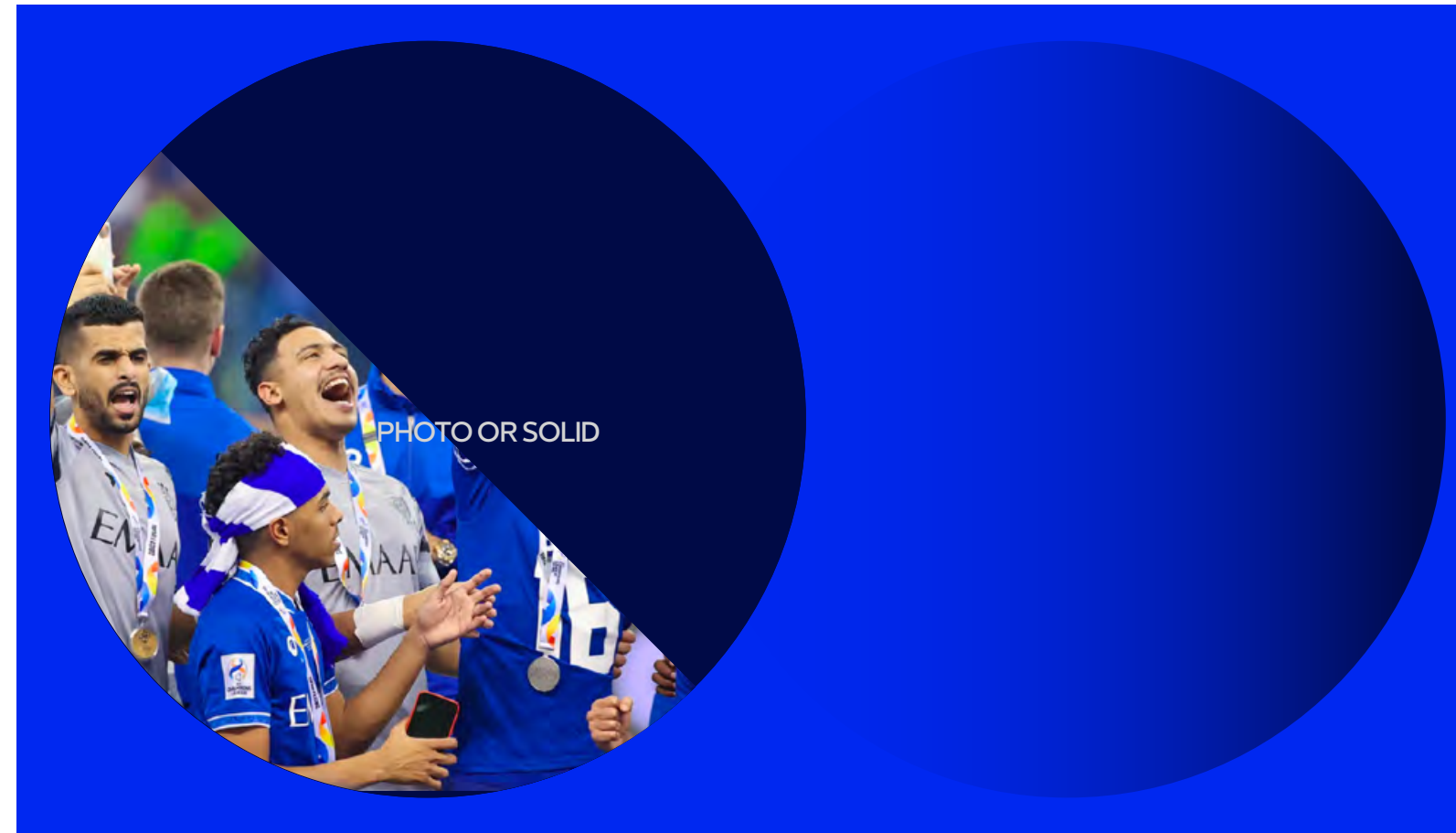
For this type of composition, we will use two moons, as a metaphor for the two sides of the moon.

We can combine them in multiple, flexible, and creative ways.

3

Crescent (3 Moons)

This is the composition that best represents movement and dynamism.

The three moons in crescent order reflect the evolution in sports as a metaphor.

1

Moonlight

Inspired by moonlight bringing a
subtle point of light to the visual.
For this type of composition
we will use only one moon.

1.1   **Moonlight – Right** (1 Moon)

1.2   **Moonlight – Left** (1 Moon)
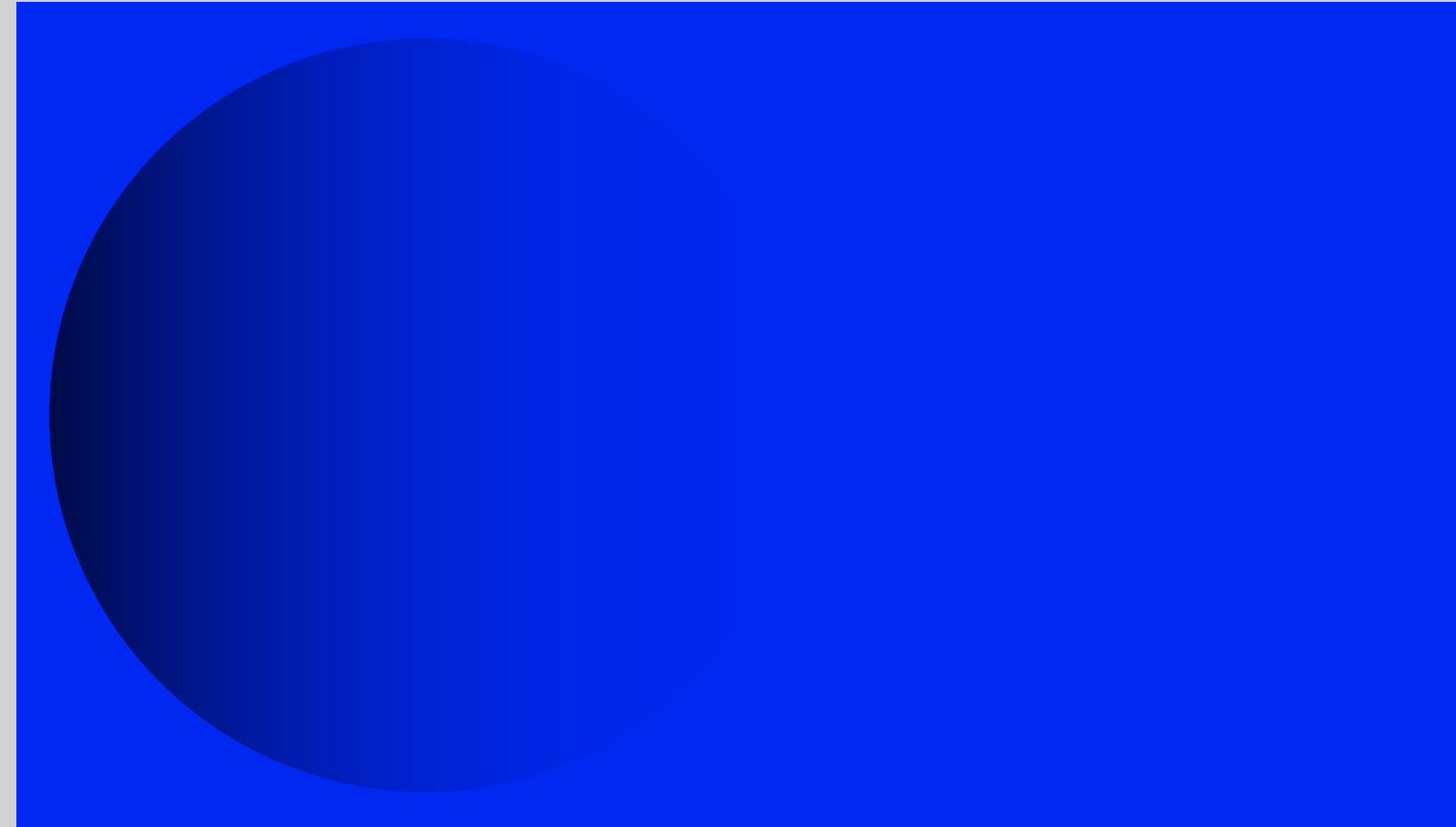
1.3   **Moonlight – Below** (1 Moon)
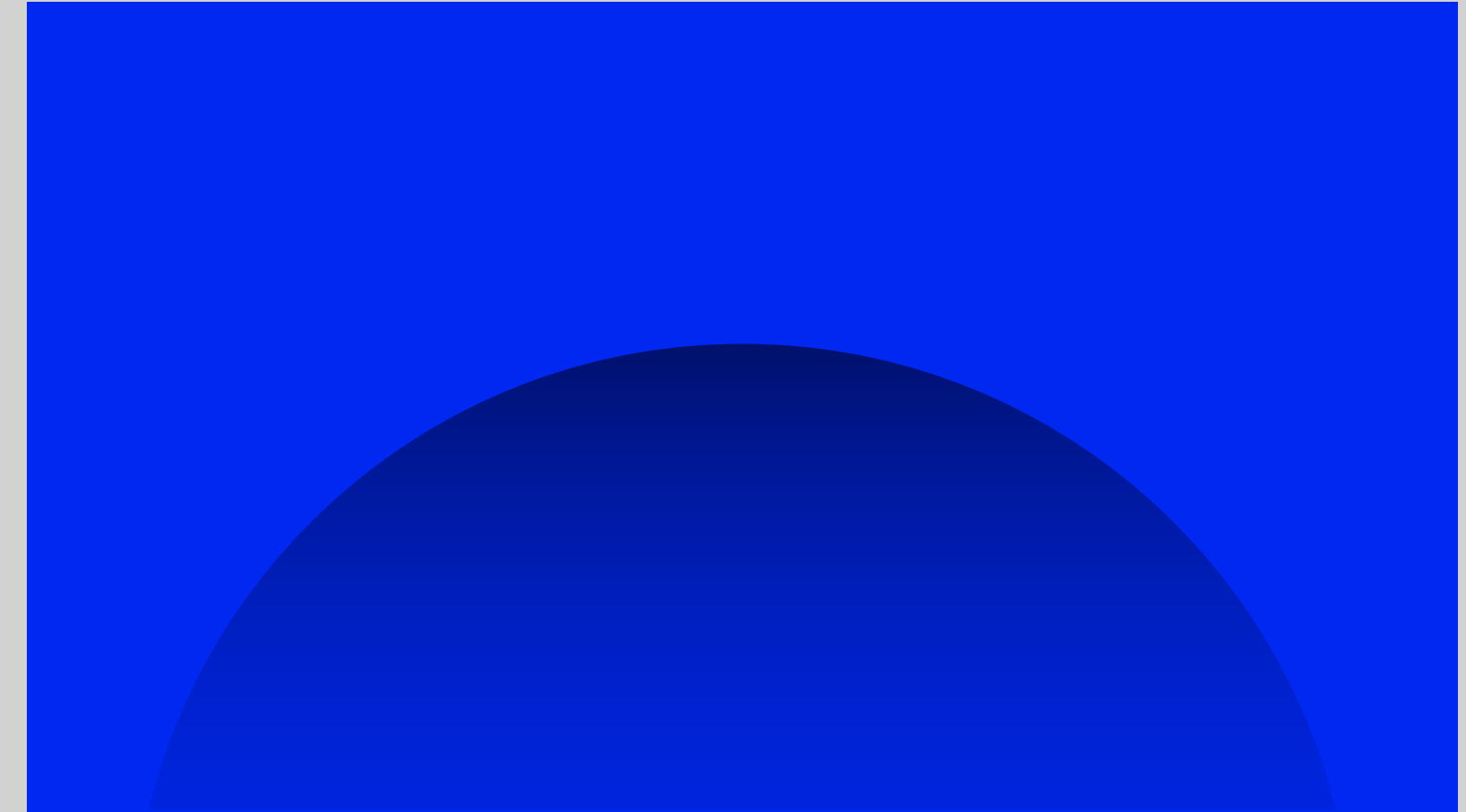
1.4   **Moonlight – Above** (1 Moon)
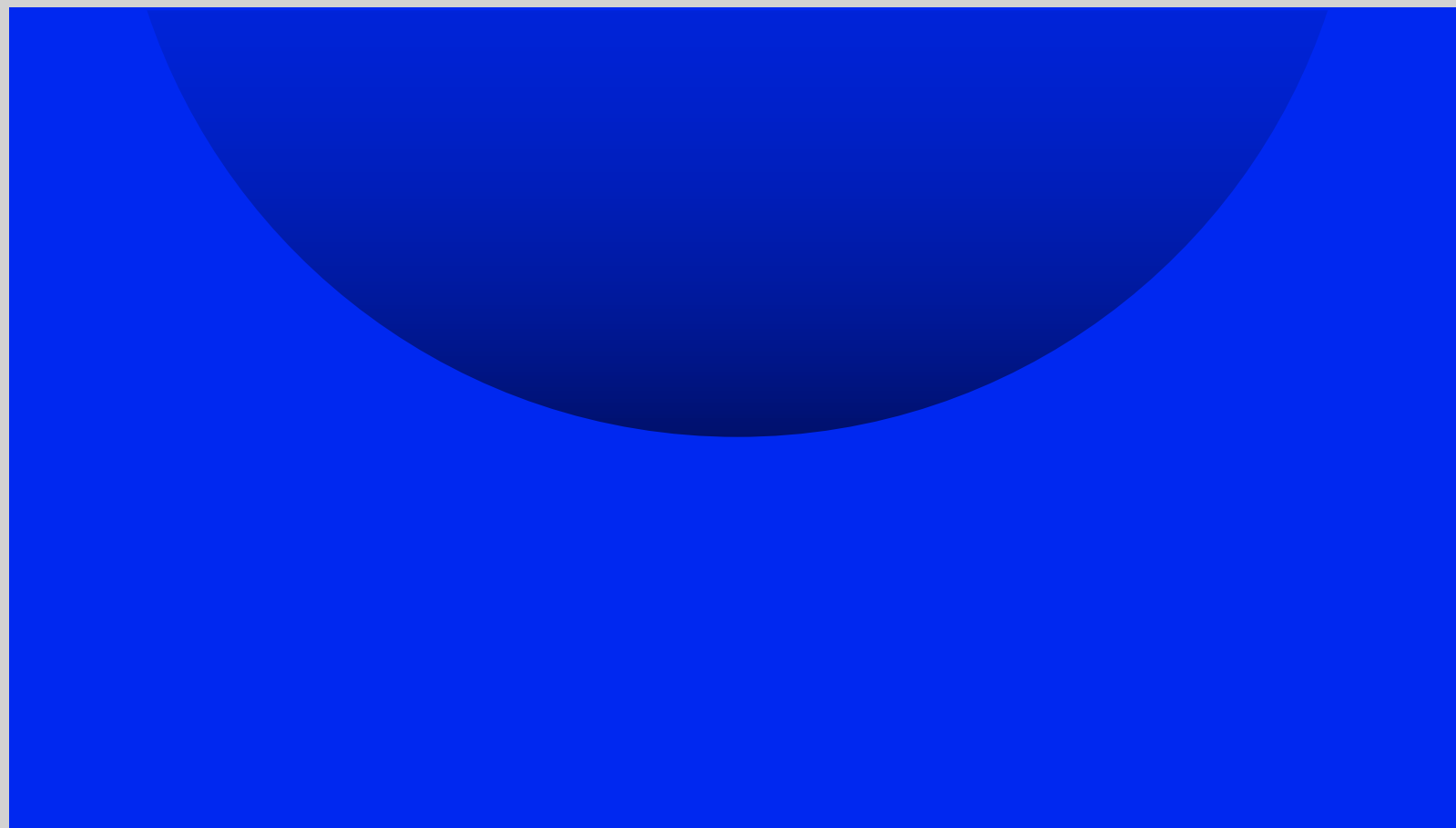
1.5   **Moonlight – Left bleeding** (1 Moon)
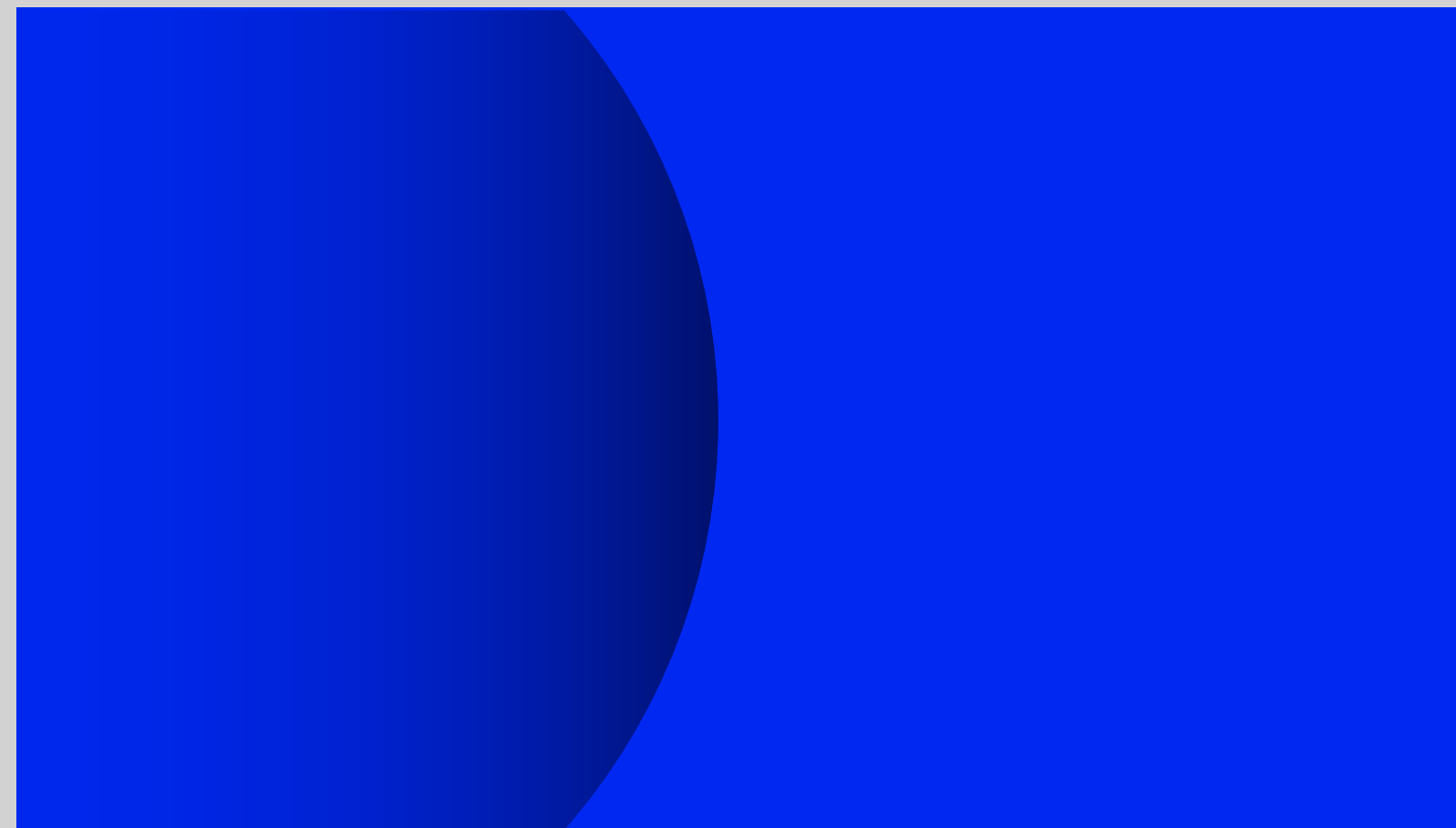
1.6   **Moonlight – Right bleeding** (1 Moon)

⭐ These are basic examples of composition. As long as you respect the rule, you can create a new composition even if it is not shown on this moodboard.

1.7   **Moonlight Split layout** (1 Moon)

1.8   **Moonlight Center aligned** (1 Moon)

This type of layout will only be used when a free space is needed
to place some additional information that may be difficult
to integrate within one of the standard layouts.
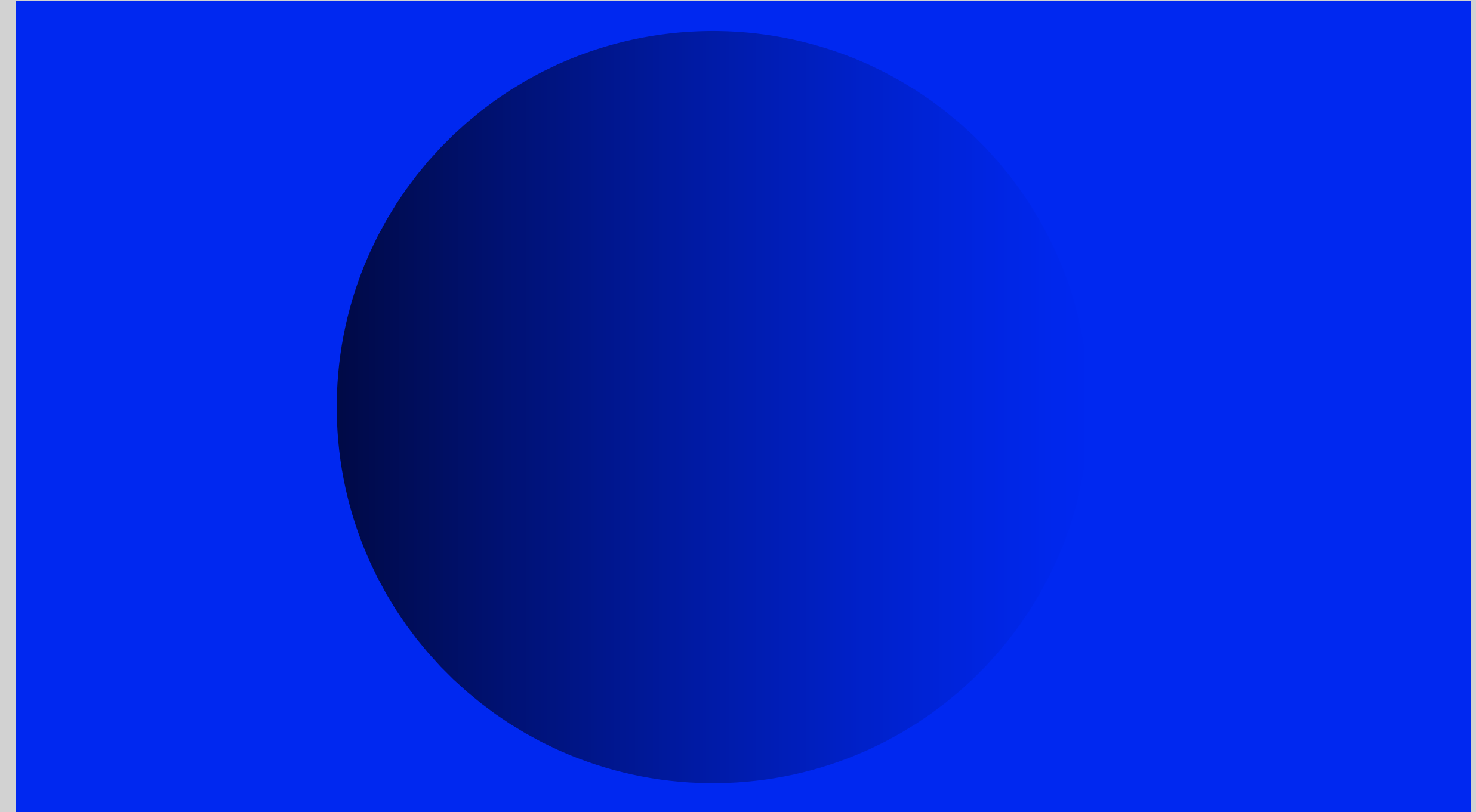
For this kind composition we will use one moon in the centre of our layout.
We must use the gradient, not a photo masked in a circle nor a solid color.
The moon will coexist with a headline or calligraphic element with a strong message.

These are basic examples of composition. As long as you respect the rule,
you can create a new composition even if it is not shown on this moodboard.

2

Two sides of the moon

For this type of composition, we will use two moons, as a metaphor for the two sides of the moon.

We can combine them in multiple, flexible, and creative ways.

2.1 **TSOTM Solid or photo + Gradient** (2 Moons)

PHOTO OR SOLID

2.2 **TSOTM Gradient + Solid or photo** (2 Moons)

PHOTO OR SOLID

2.3 **TSOTM photo + Solid or vice-versa** (2 Moons)

SOLID

2.4 **TSOTM Gradient left + Gradient left** (2 Moons)
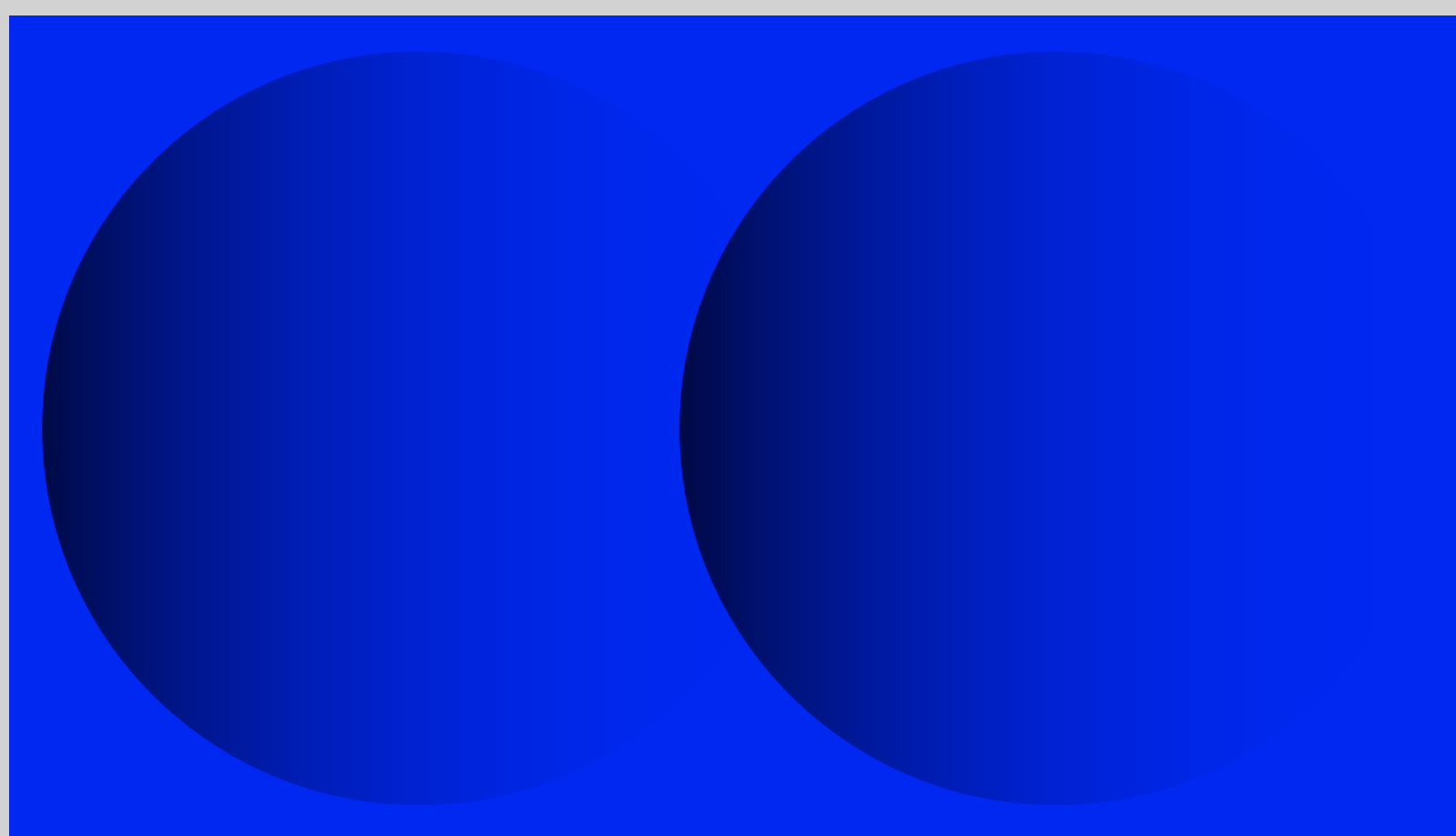
2.5 **TSOTM Gradient right + Gradient right** (2 Moons)
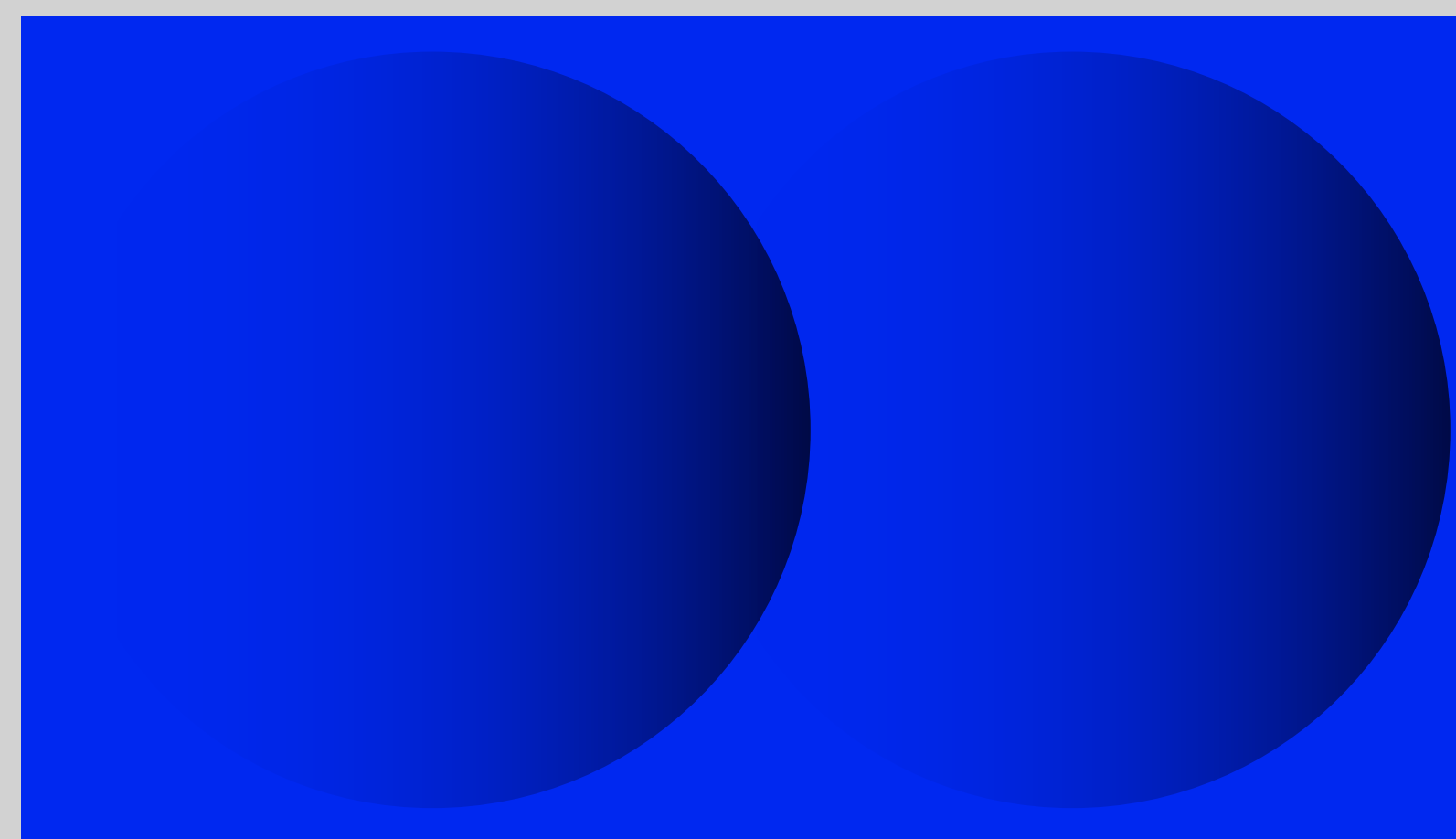
2.5 **TSOTM Gradient left + Gradient right** (2 Moons)

(!) Images without usage rights, for reference
only, to show the photographic style.

(★) Those are basic examples of composition. As long as you respect the rule,
you can create a new composition even if it is not shown on this moodboard.

2.7   TSOTM Split layout (2 Moons)

This type of layout will only be used when a free space is
needed to place some additional information that may be
difficult to integrate within one of the standard layouts.

2.8   TSOTM Full bleeding moon (2 Moons)

For this composition, both moons can be used full bleed.
The one in flat color can be modified and extended, starting from the center
of the moon, to create an area that can be useful to layout content.

Images without usage rights, for reference
only, to show the photographic style.
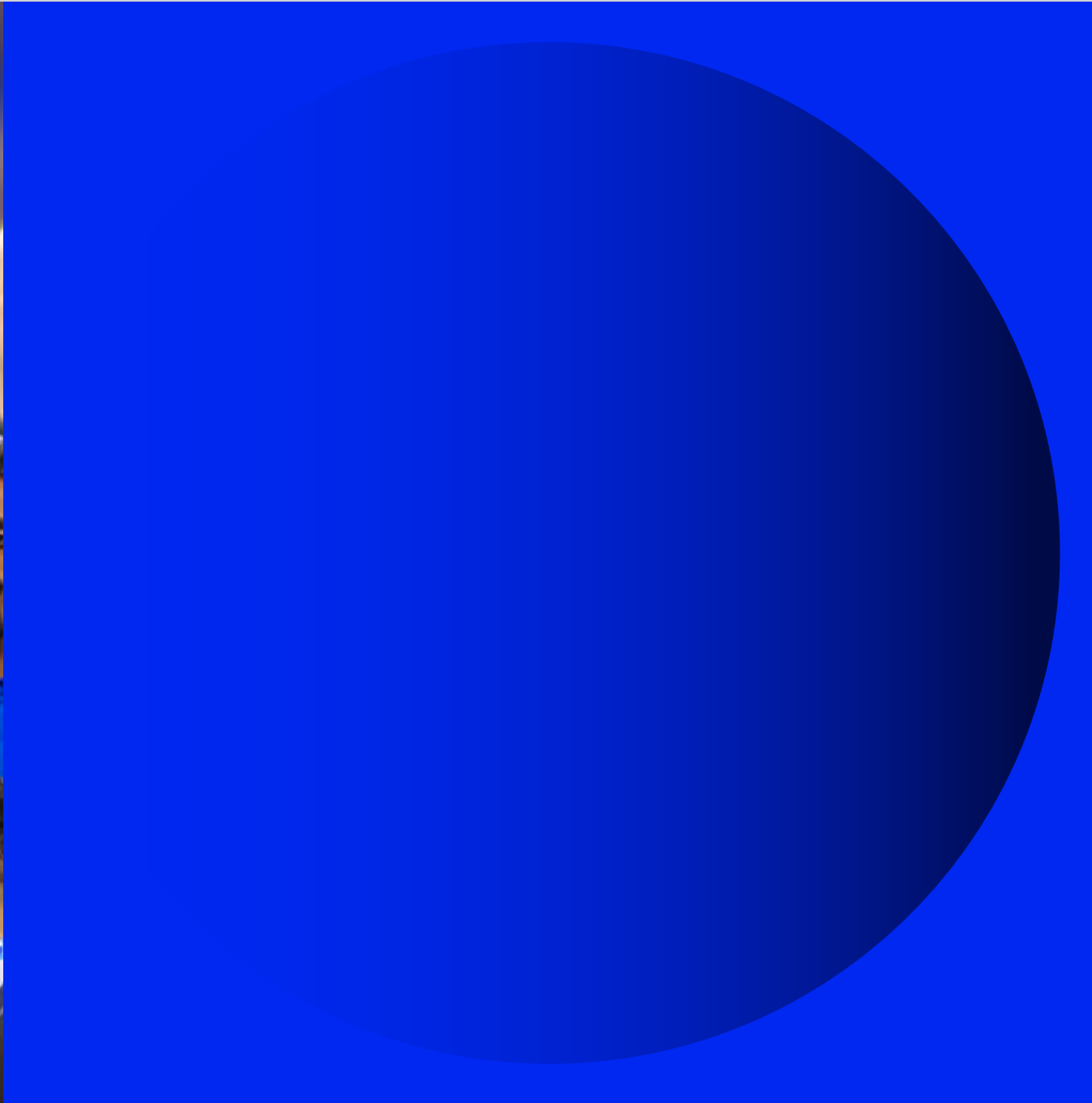
These are basic examples of composition. As long as you respect the rule,
you can create a new composition even if it is not shown on this moodboard.

3

Crescent

This is the composition that best represents movement and dynamism.

The three moons in crescent order reflect the evolution in sports as a metaphor.

3.1 **Crescent – Right to left** (3 Moons)

PHOTO OR SOLID
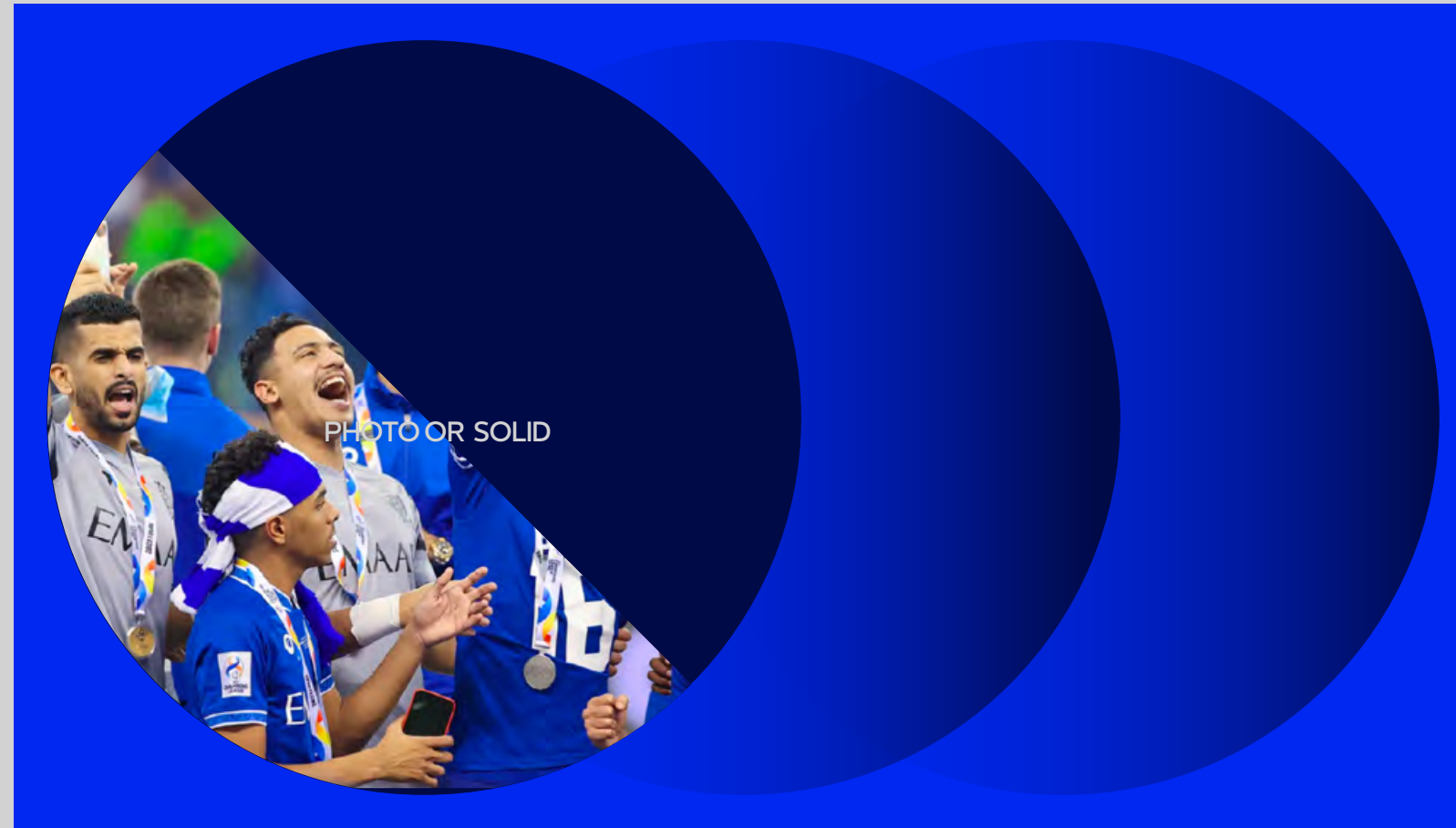
3.2 **Crescent – Left to right** (3 Moons)

PHOTO OR SOLID

3.3 **Crescents + Centered alignment** (3 Moons)

PHOTO OR SOLID

3.4 **Crescent + photo + solid** (3 Moons)

SOLID

3.5 **Solid + photo + Crescent** (3 Moons)

SOLID

3.6 **Crescents only with gradients** (3 Moons)
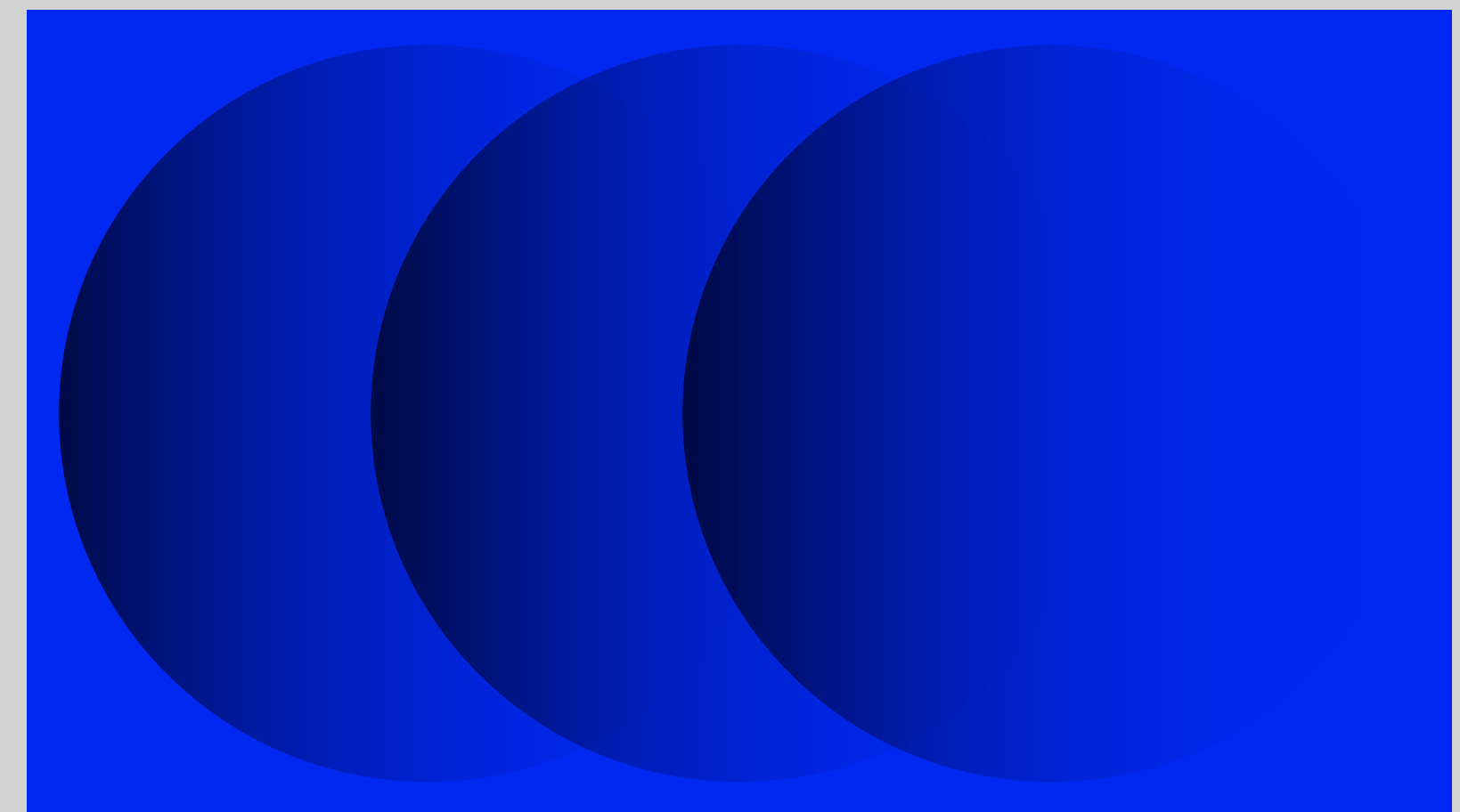
⚠ Images without usage rights, for reference only, to show the photographic style.

✦ These are basic examples of composition. As long as you respect the rule, you can create a new composition even if it is not shown on this moodboard.
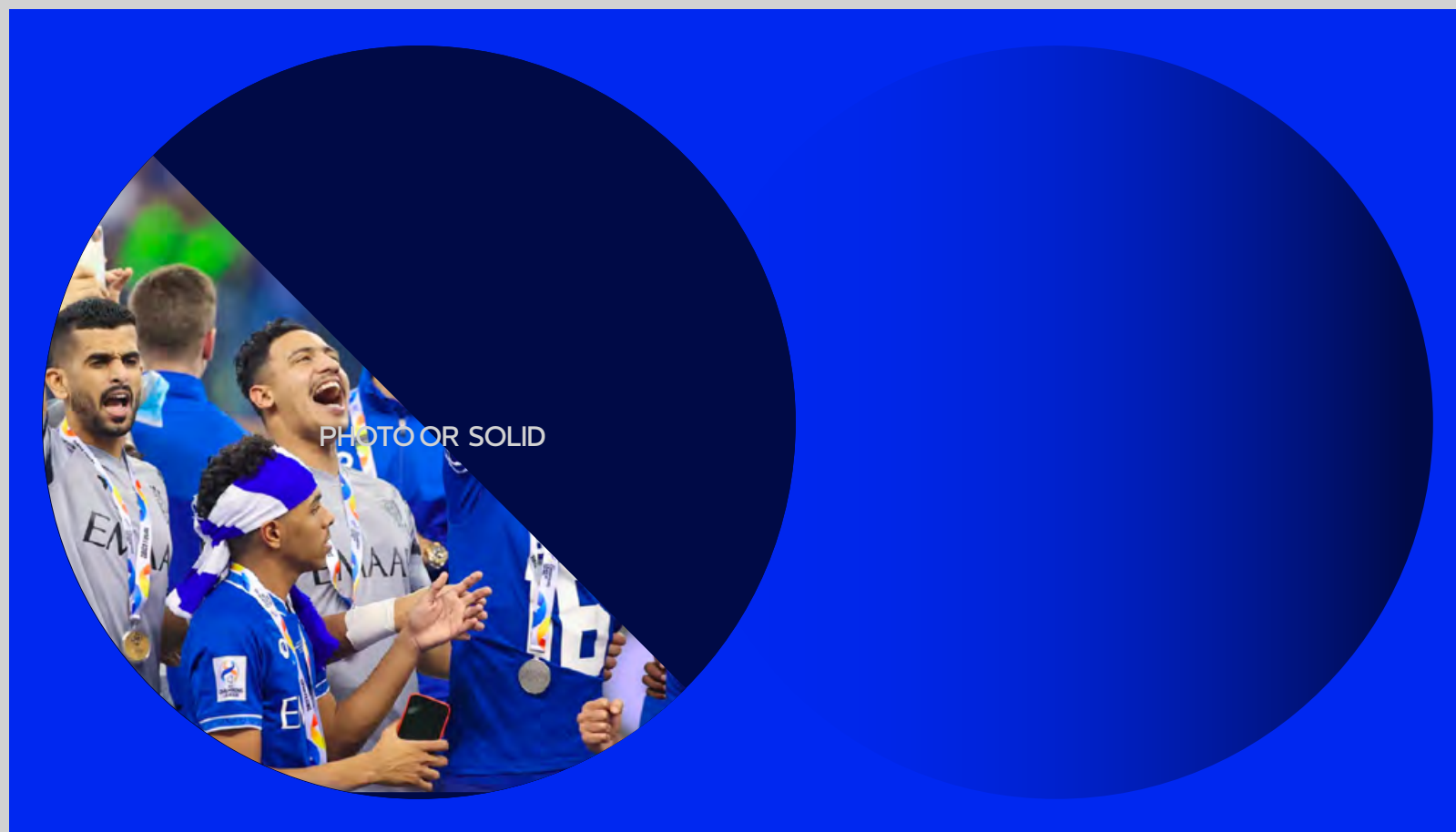
3.7   Crescent Split layout (3 Moons)

This type of layout will only be used when a free space is needed to place some additional information that may be difficult to integrate within one of the standard layouts.

3.8   Crescent Full bleeding moon (3 Moons)

For this composition, the moons can be used full bleed.
The one in flat color can be modified and extended, starting from the center of the moon, to create an area that can be useful to layout content.

These are basic examples of composition. As long as you respect the rule, you can create a new composition even if it is not shown on this moodboard.

Same distance between them

To preserve visual harmony in our artwork we must keep the same distances between the moons and distribute them equally.
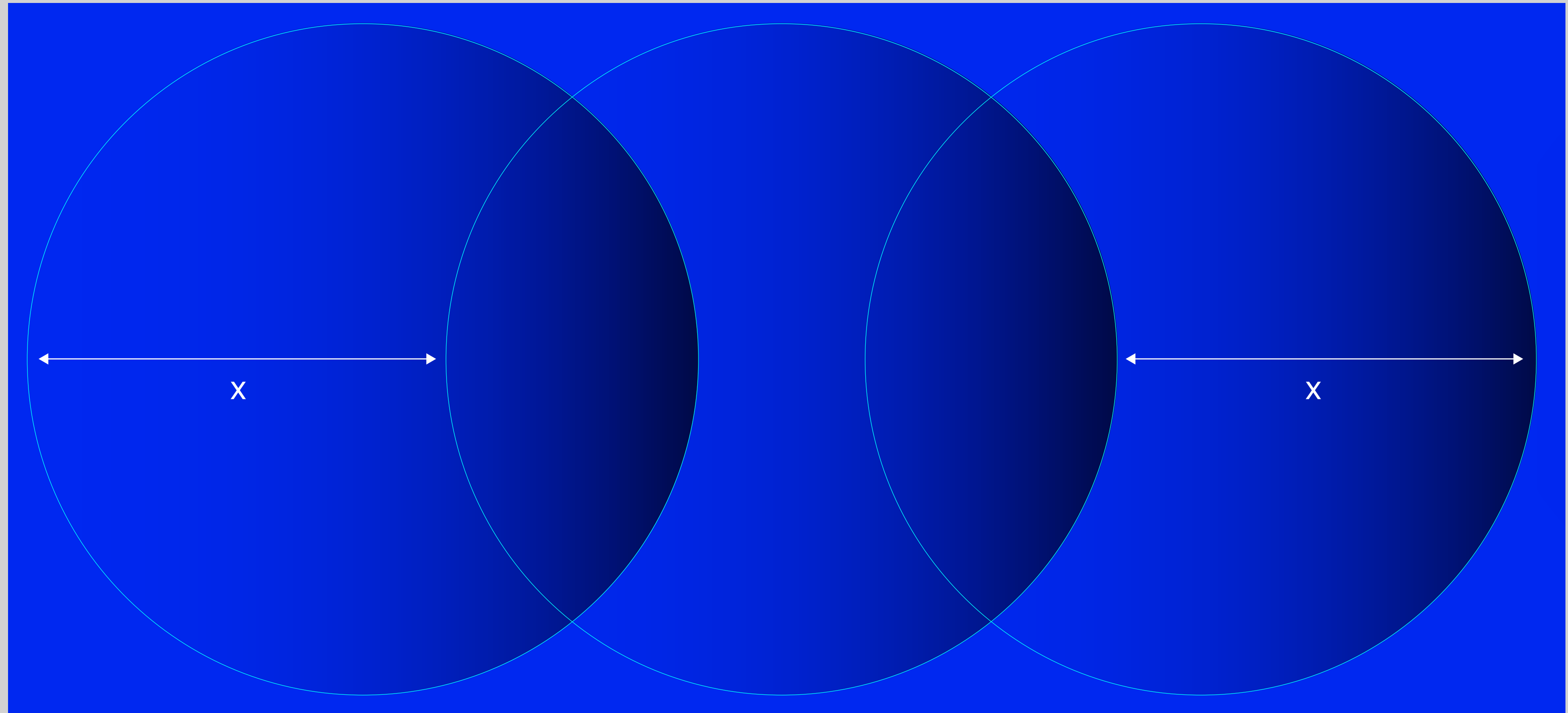
Margins and bleeding

 The moons can be placed within the layout in different ways: within margins, full bleeding or out of the bleed.

 This will depend on the type of communication to be made and the coexistence with the rest of the elements.
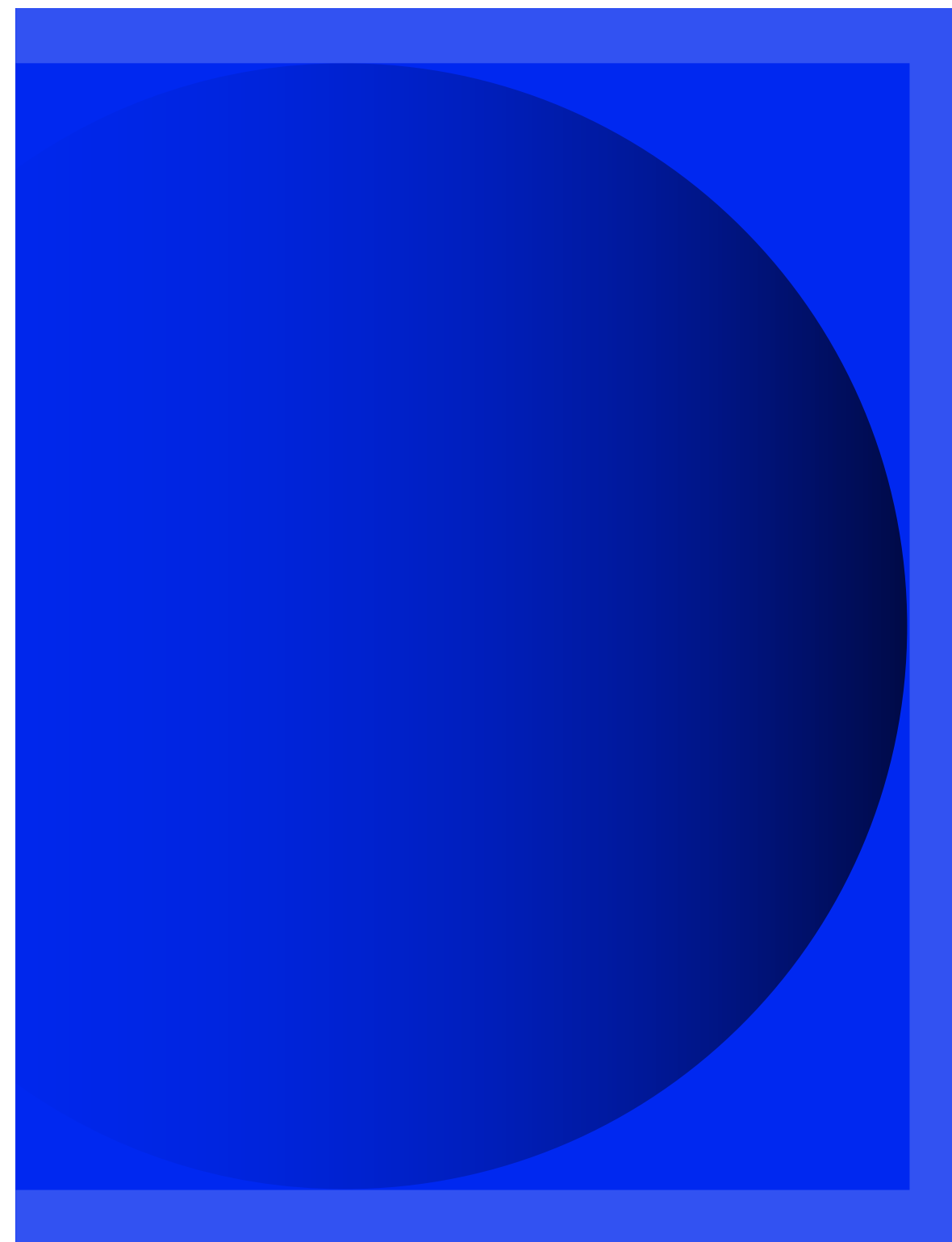
Respecting margins
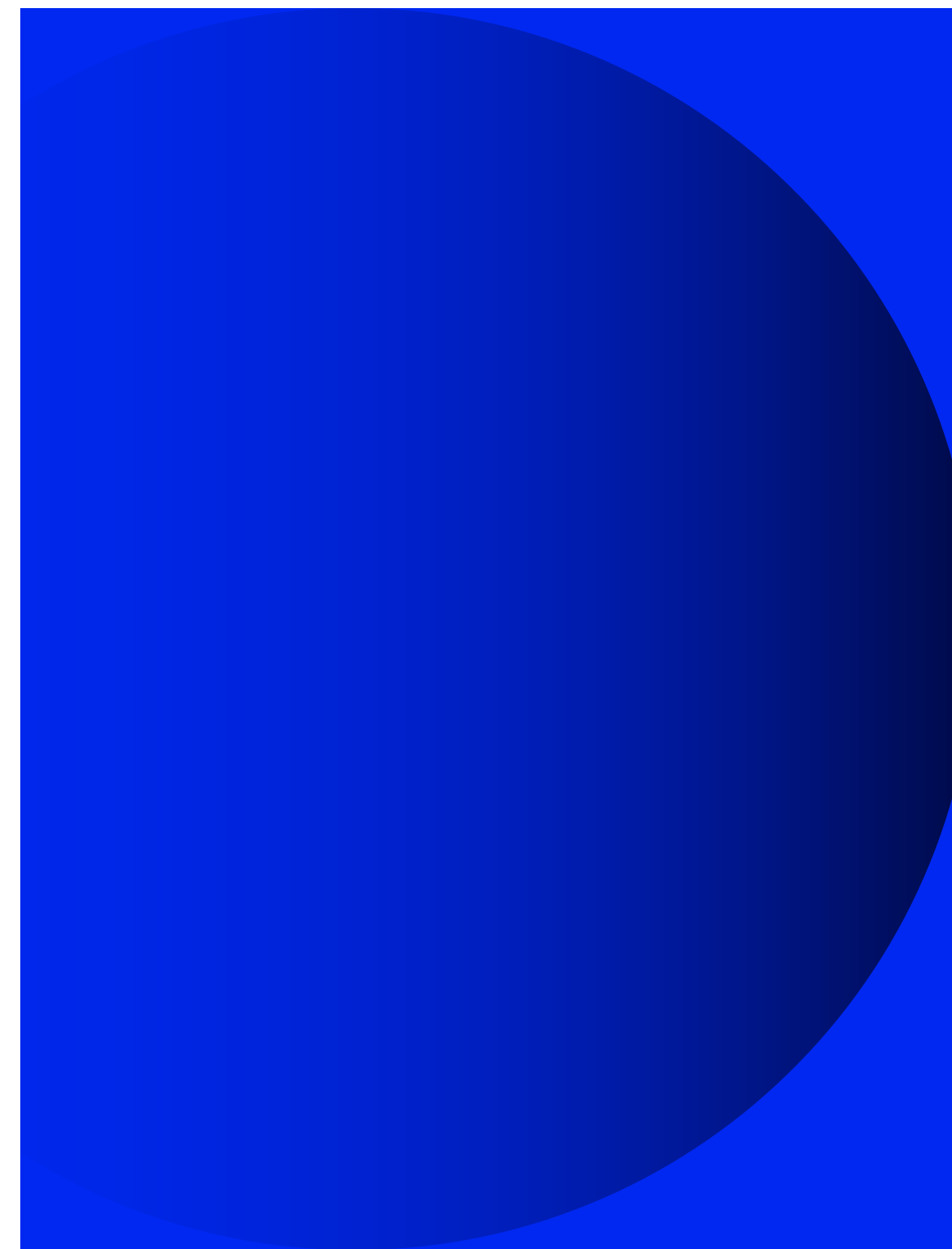
Full bleeding
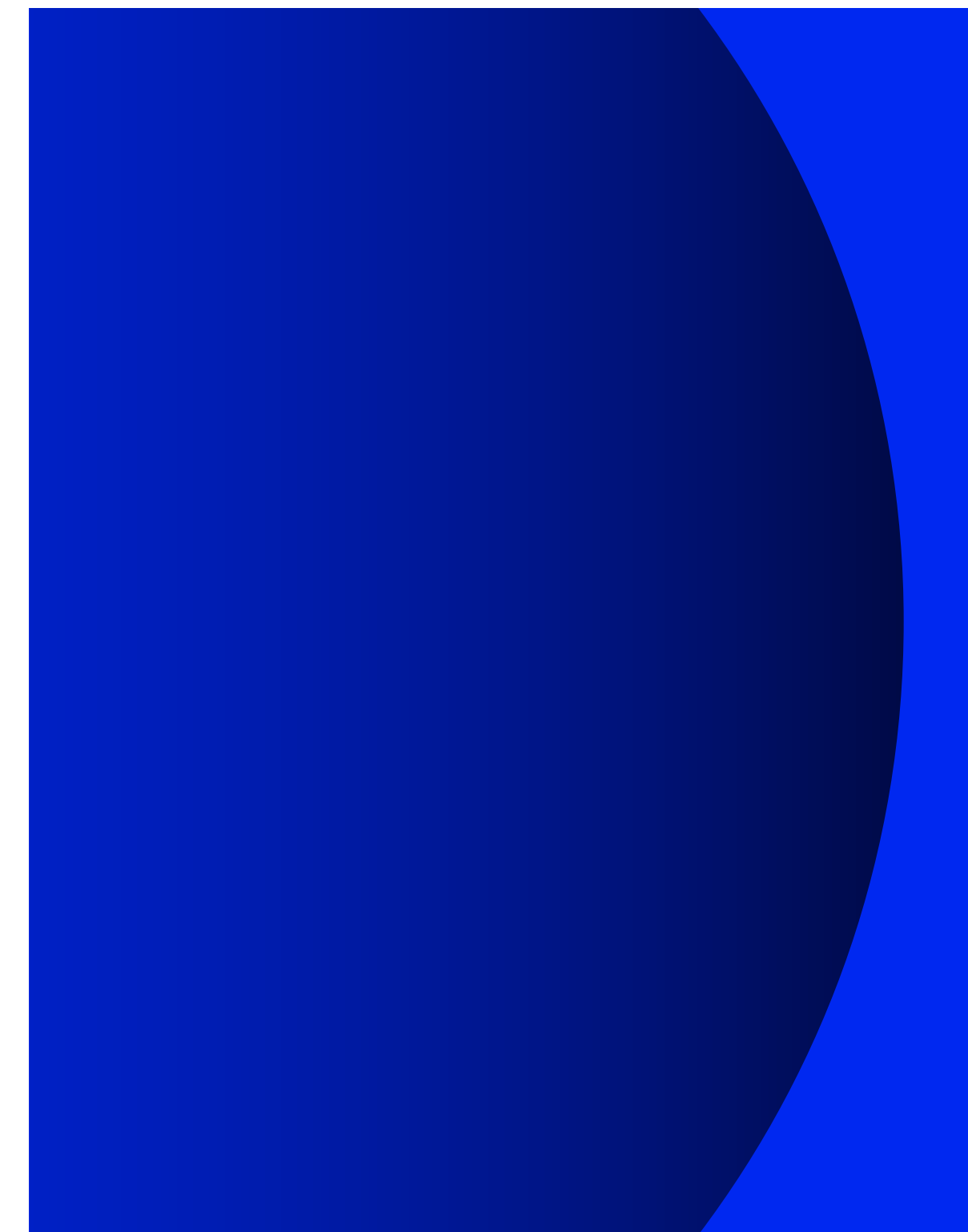
Out of bleeding

Don't place moons with different distances between them
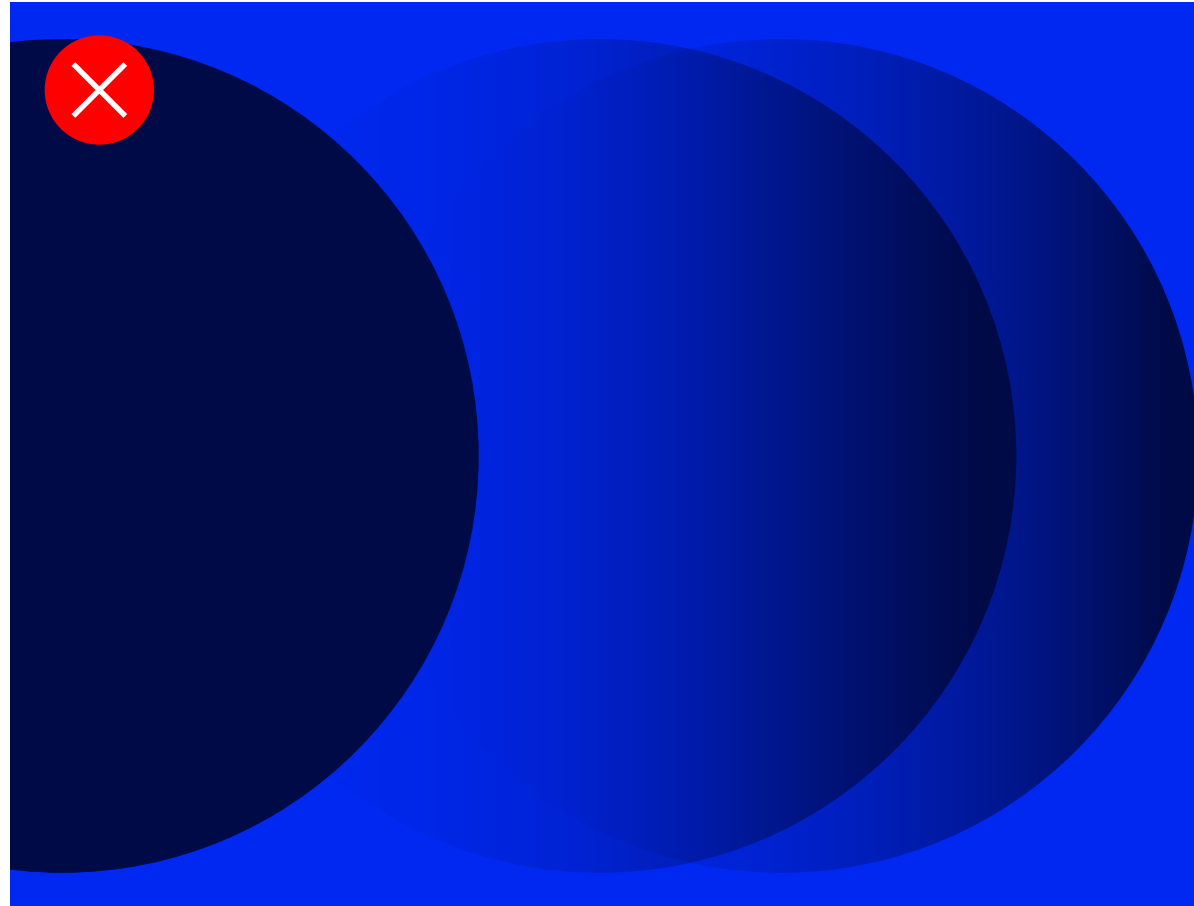
Don't mix moons of different sizes
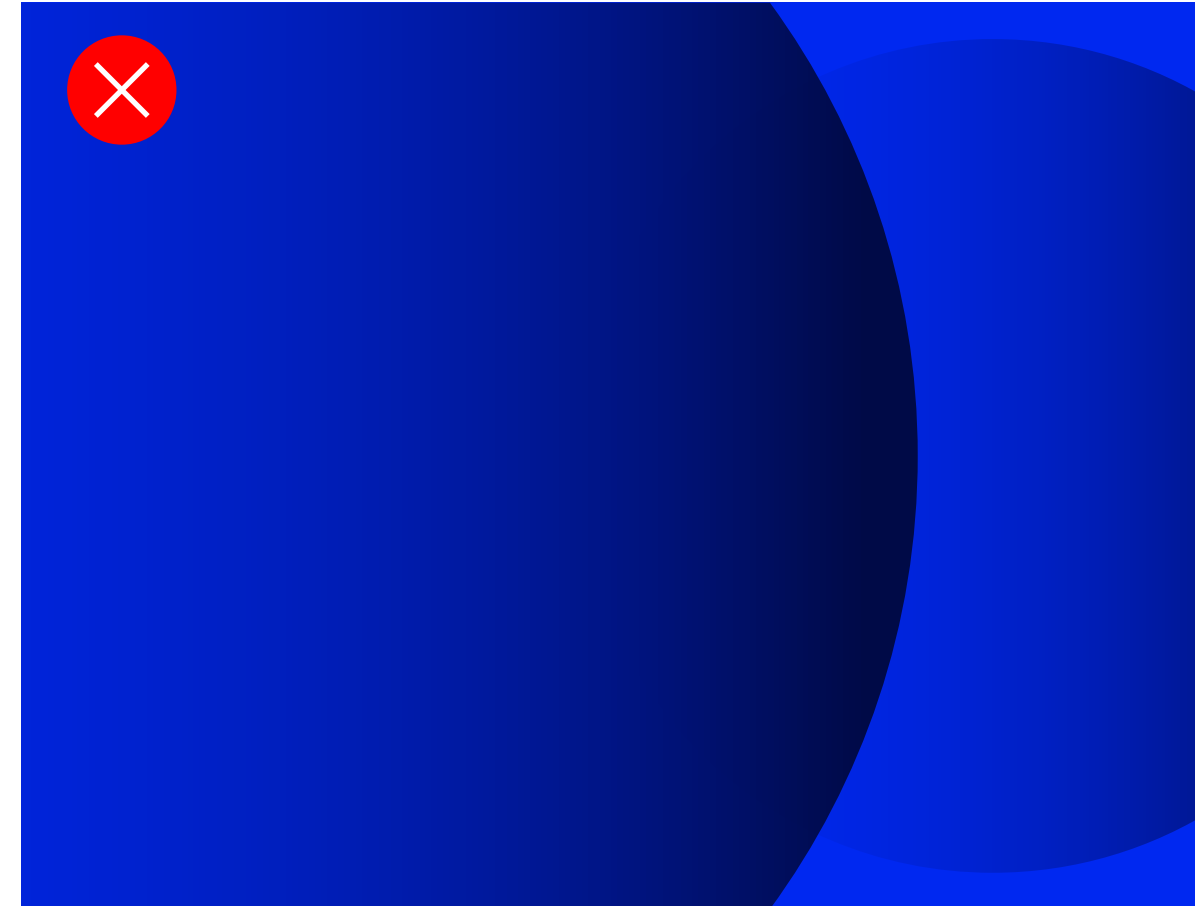
Don't use more than three moons
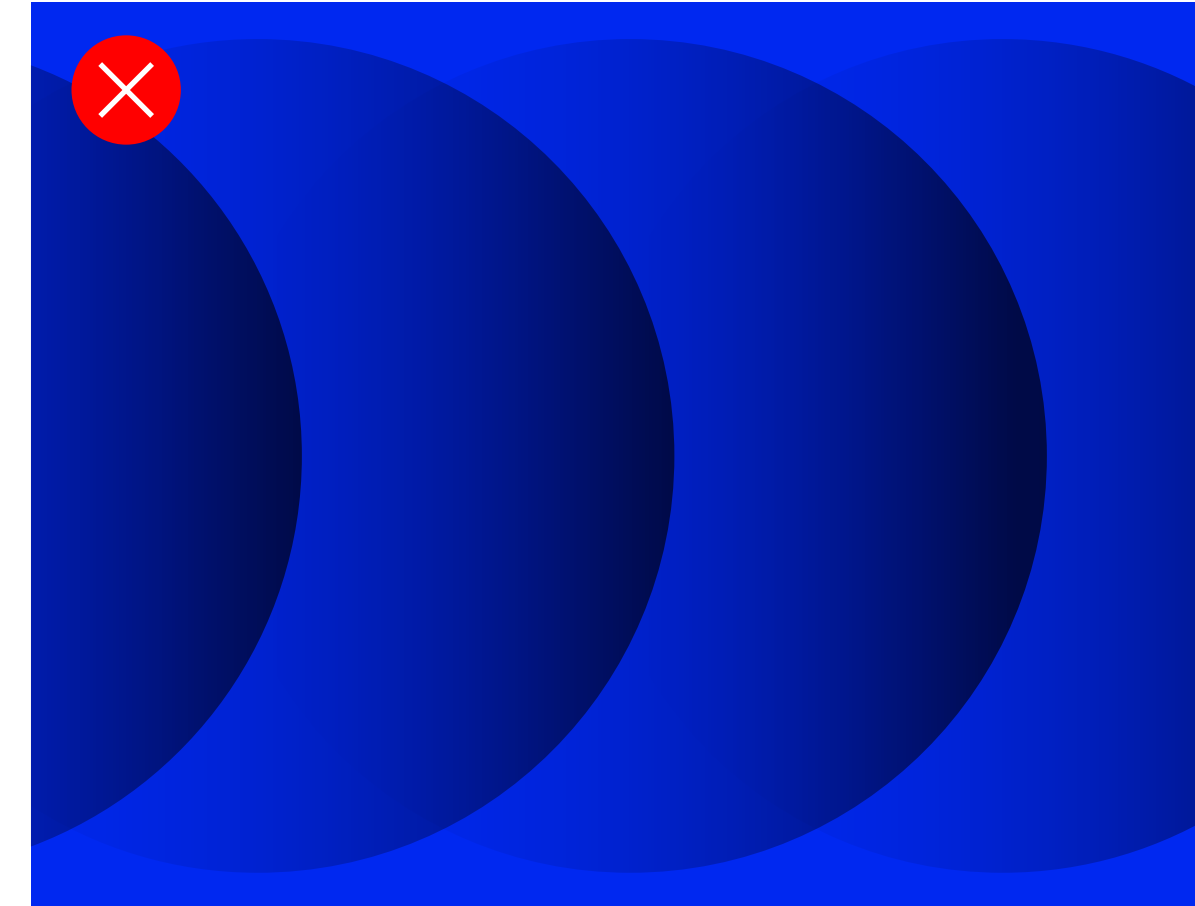
Don't place gradients of different colored moons in the same layout
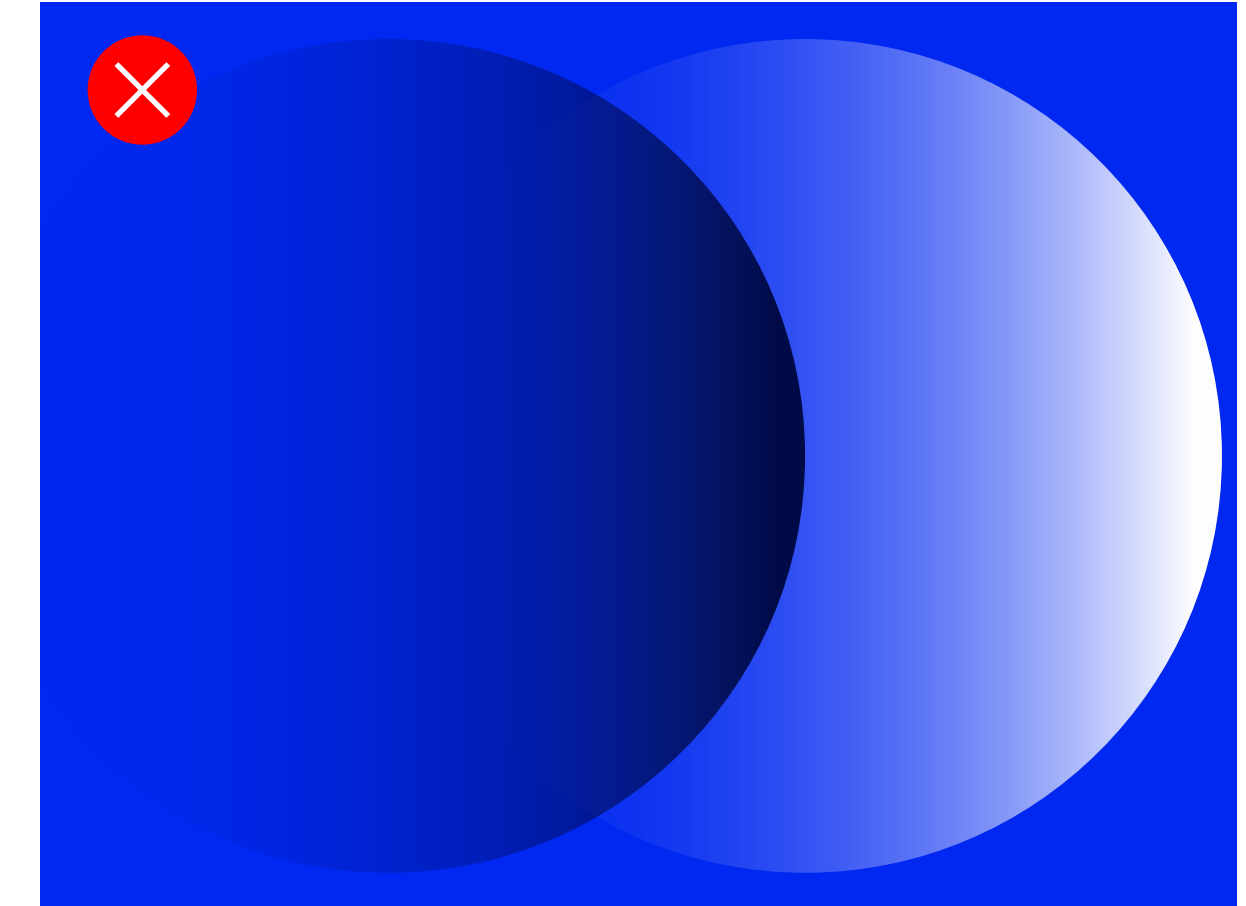
Don't overlap two photos

Don't use more than one solid color shape

Don't place moons with small distances between them
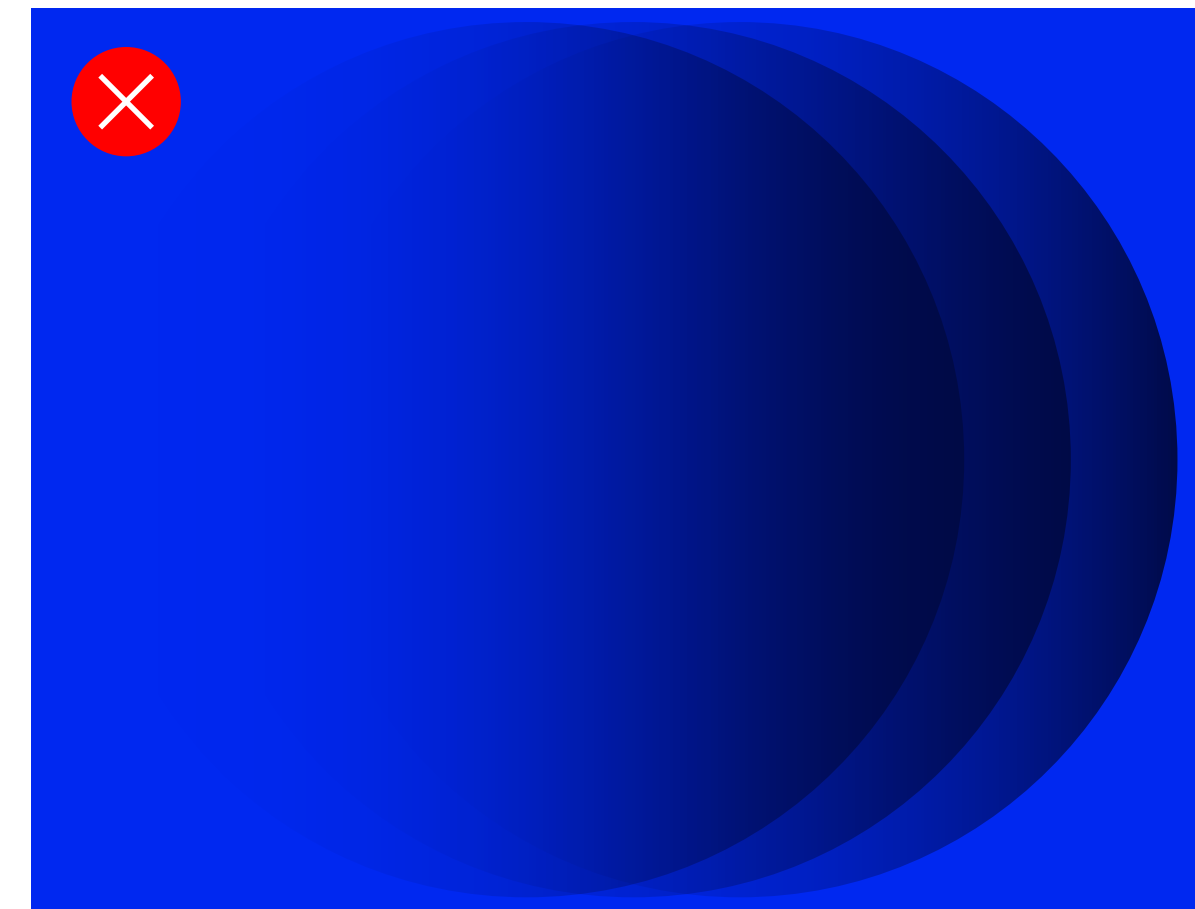
Don't apply veiling or transparencies to the photos

⚠ Images without usage rights, for reference only, to show the photographic style.

4

Calligraphy

Our calligraphy is created to leverage on our arabic history and roots but provide a modern touch when combined with our wordmark.

This supporting asset will provide dynamism and distinctiveness to our touchpoints.

Type of calligraphy

We apply our calligraphy for these three types of graphics: words, numbers and versus.

To ensure consistency, there are a limited amount of words that can be used with the calligraphy. Please contact the Marketing team to receive these files.

Words

Numbers
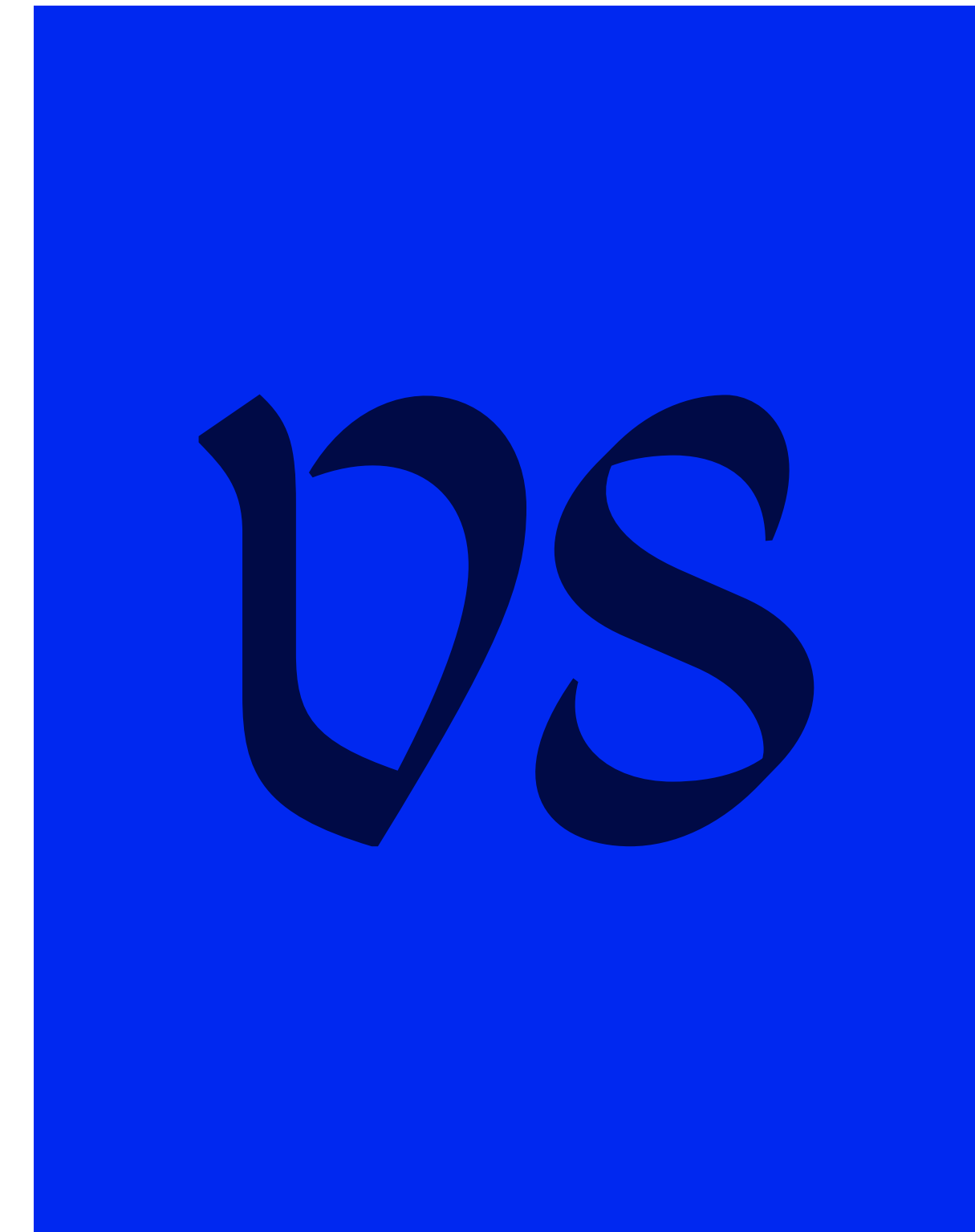
Versus

Usage with moon graphics

There is a perfect connection between moon graphics and calligraphy and we have to create a good mix between them. Here are some examples of how to use it:

PROUD
TO BE BLUE

Don't apply the calligraphy with no legibility
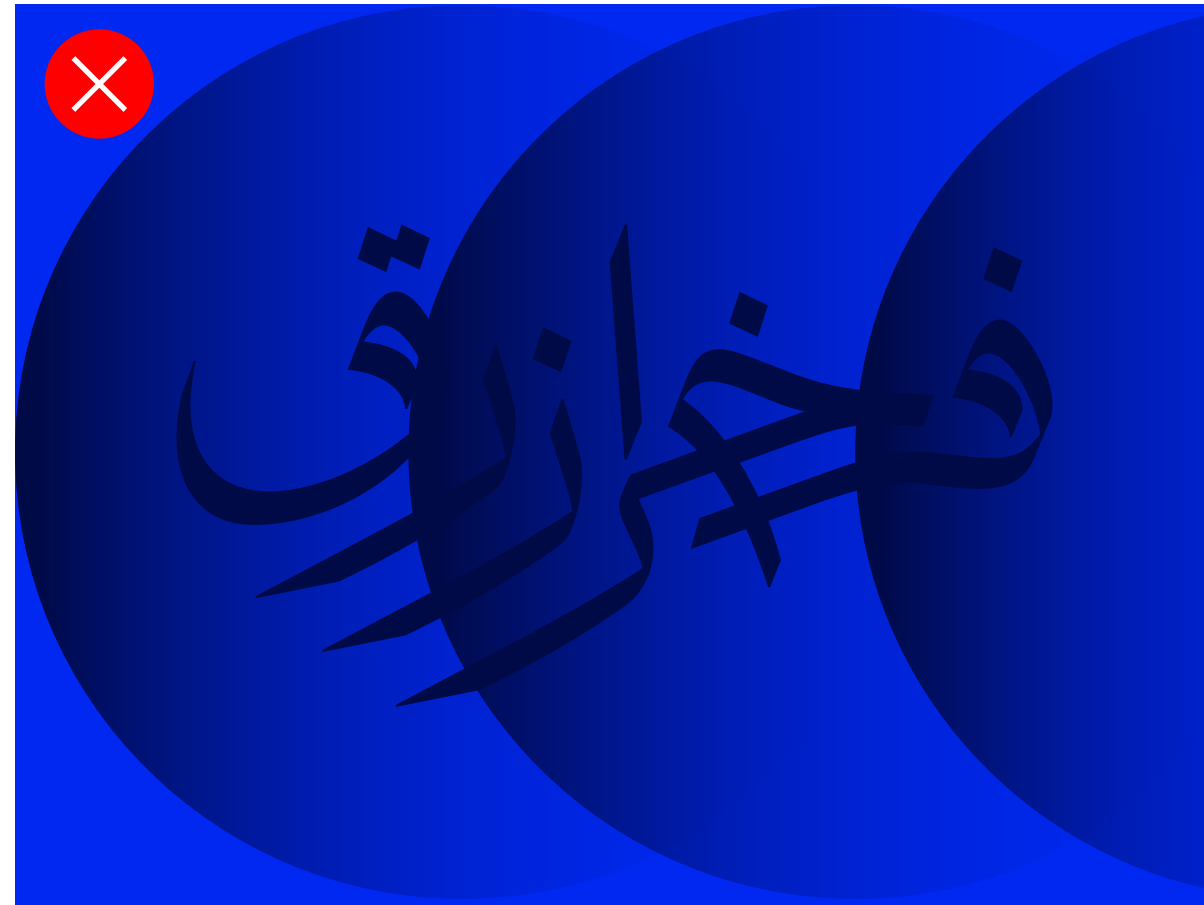
Don't apply the calligraphy with no legibility and apply another moon graphic
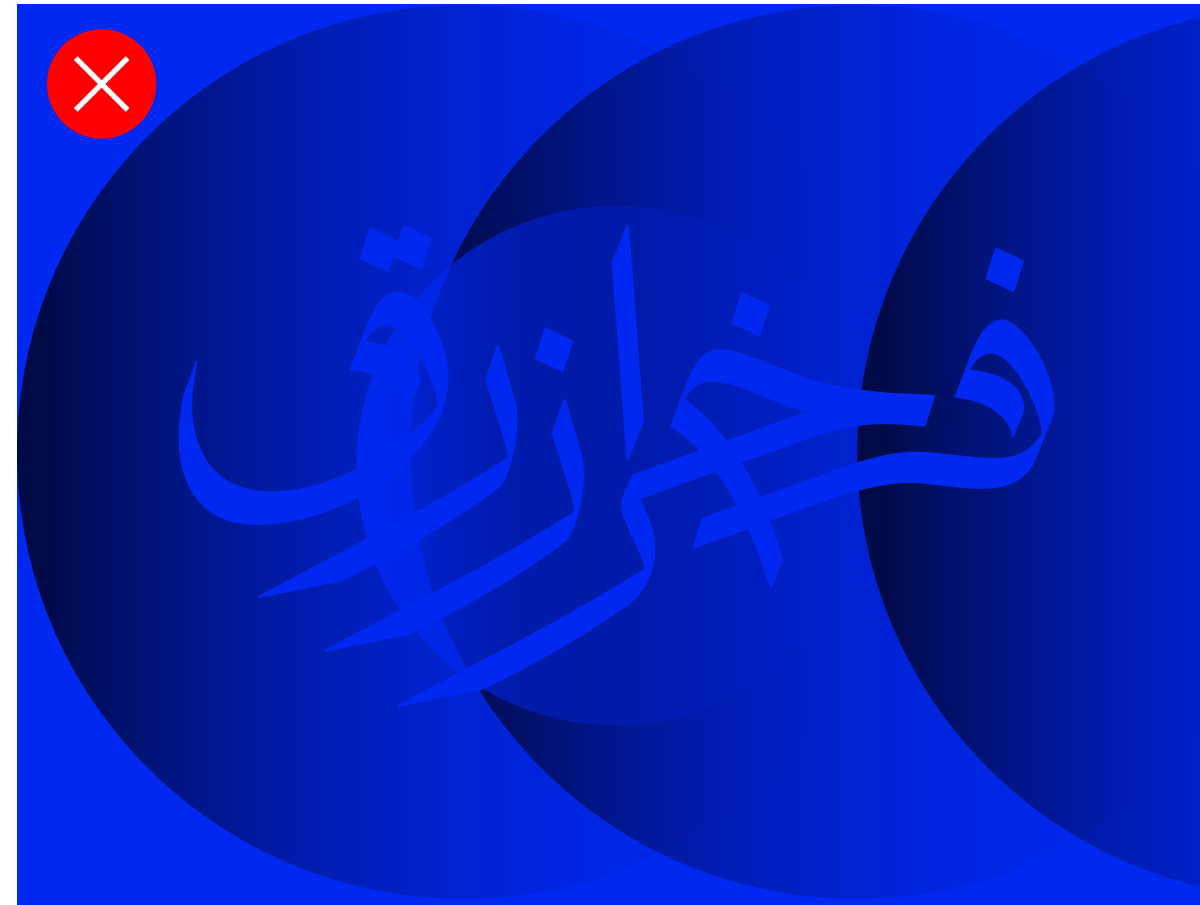
Don't use different colors

Don't place calligraphy on a photography with no legibility

Don't overlap two calligraphies
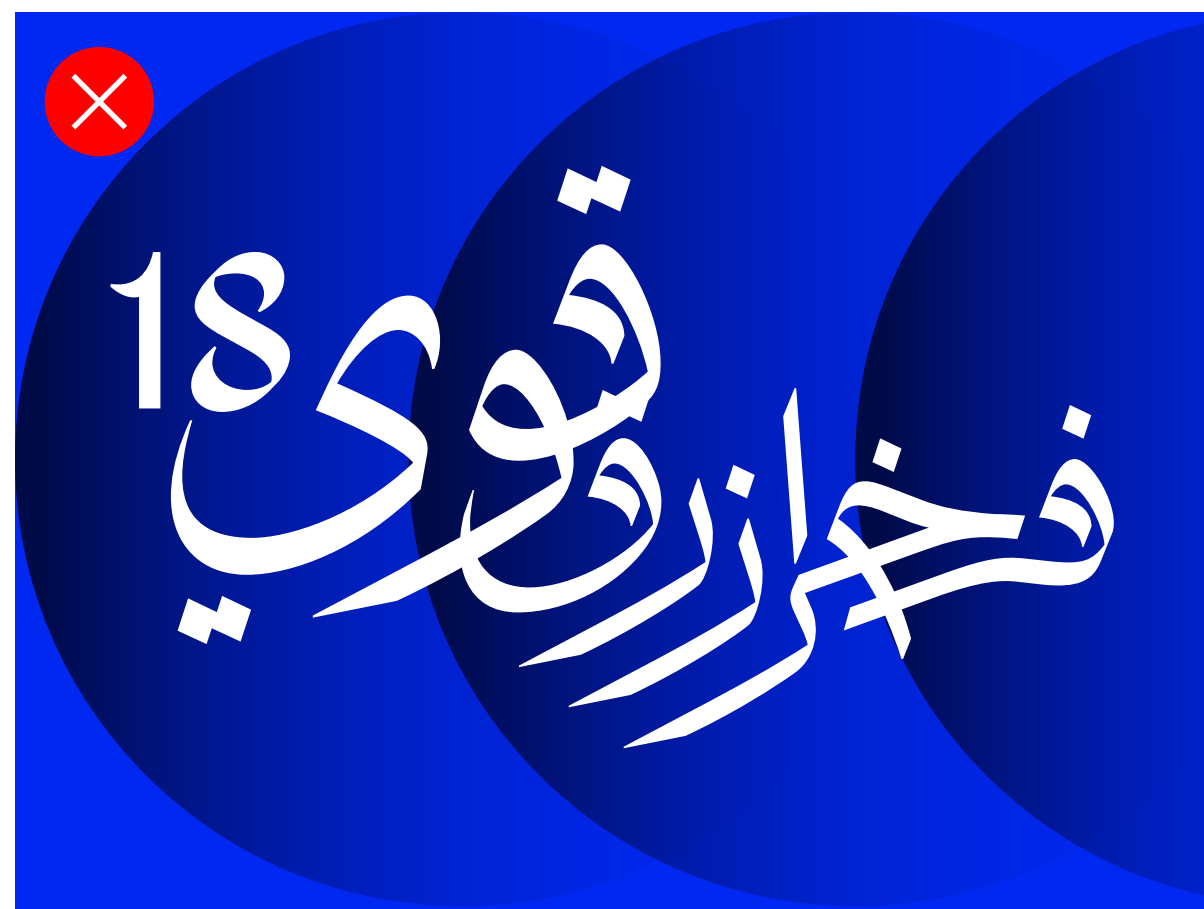
Don't use more than one solid color
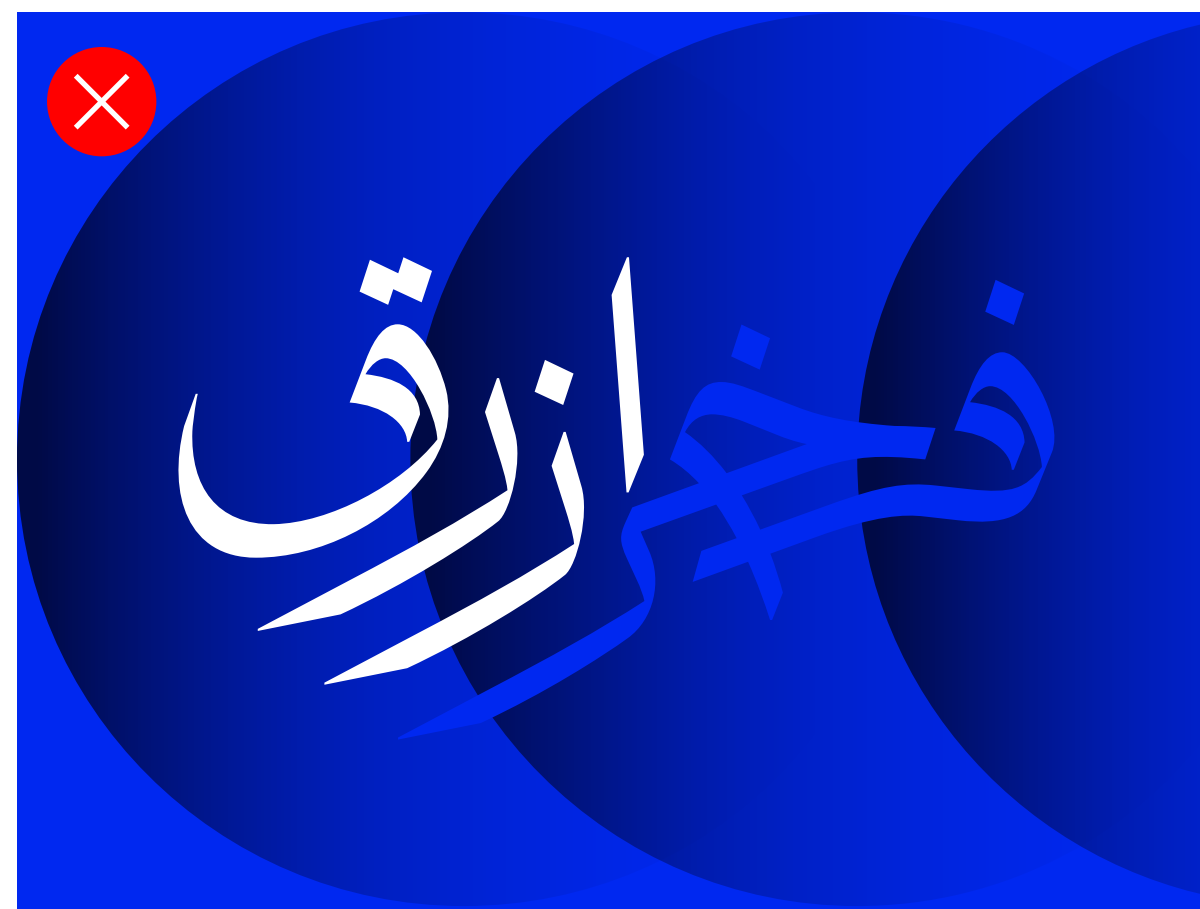
Don't place calligraphy behind of moon graphics
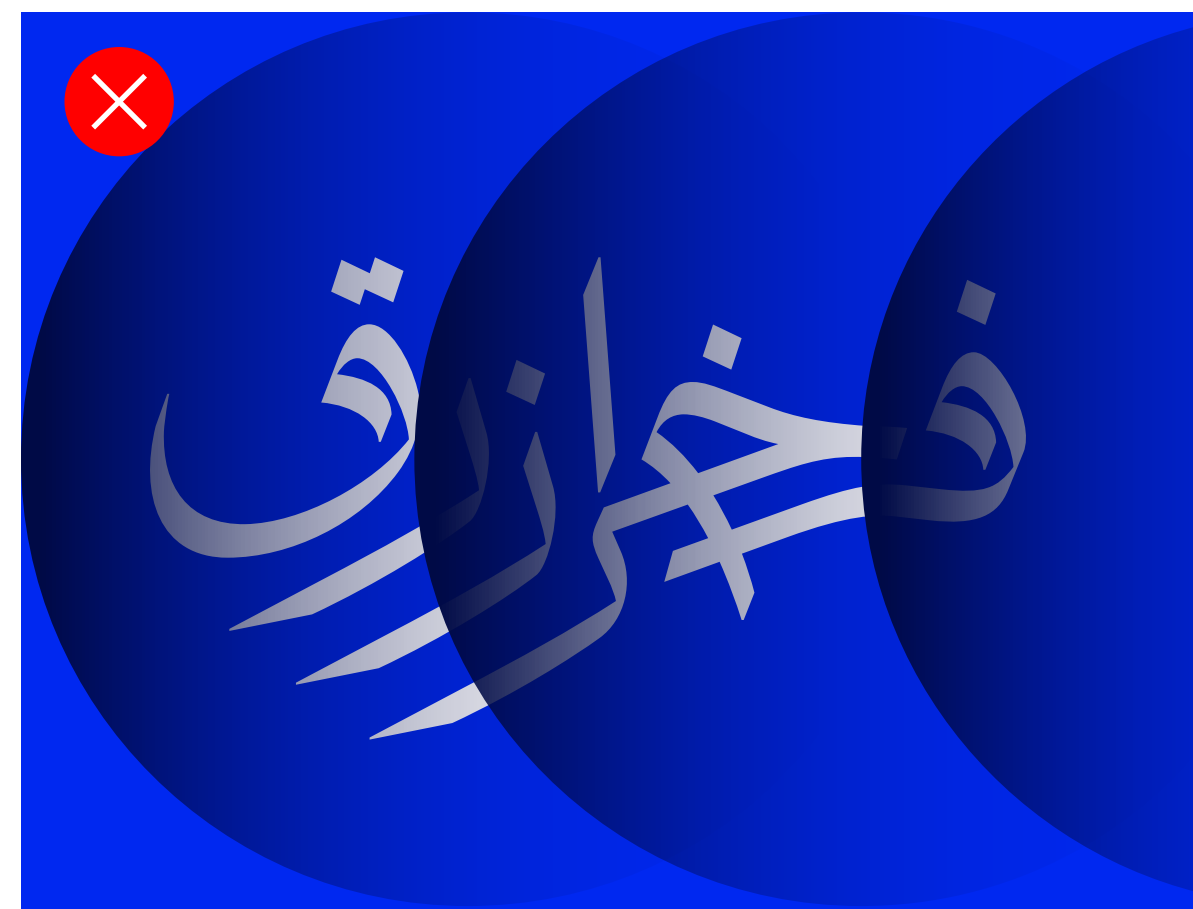
Don't apply the calligraphy out of the publication

⚠ Images without usage rights, for reference only, to show the photographic style.

07.3
TYPE IN USE

How to translate the moon phases metaphor to texts

The way we set typography is expressive strong and dynamic.

The capitalized headlines will play with moons and calligraphy to create very diverse compositions.

Staggerd text – These headlines will break with the classic editorial compositions with the purpouse of expressing a step, a blow, an advance, coherently with the metaphor of the moon phases.

Standard compositions – These headlines will be used when staggered text cannot be used due to technical requirements.

Staggered texts

PROUD
TO BE SAUDI

Standard composing texts

PROUD TO BE

Typographic styles

Typographic styles determine the hierarchy we want to give to the information.

Please follow the rules shown on the right, for each type of text.

This will provide better comprehension and readability.

PROUD TO BE BLUE

Bukra Wide Medium (preferred)
Bukra Wide Semibold / Bold (allowed)

Headline 'quick hook' (uppercase)   style

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED.

Bukra Regular / Medium / Light

Emphasiser or subtitle (uppercase or lowercase)   style

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Bukra Regular / Medium / Light

Body copy and other info (lowercase)   style

Typographic styles

Typographic styles determine
the hierarchy we want to
give to the information.

This will provide better
comprehension and readability.

فخور
بكوني أزرق

Bukra Wide Medium (preferred)
Bukra Wide Semibold / Bold (allowed)

- -
style   Headline 'quick hook'

Bukra Regular / Medium / Light

طريقة لوريم إيبسوم

- -
style   Emphasiser or subtitle

هناك حقيقة مثبتة منذ زمن طويل وهي أن المحتوى
المقروء لصفحة ما سيلهي القارئ عن التركيز على
الشكل الخارجي للنص أو شكل توضع الفقرات في
الصفحة التي يقرأها. ولذلك يتم

Bukra Regular / Medium / Light

- -
style   Body copy and other info

Composing texts

The placement of the headlines can be staggered once.

The paragraphs can be aligned with the second or the first rung of the headline.

The spacing and placement between blocks will be defined by the grid.

Latin

LEADING SPORTS

LOREM IPSUM

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Arabic

قيادة الرياضة

طريقة لوريم إيبسوم

هناك حقيقة مثبتة منذ زمن طويل وهي أن المحتوى المقروء لصفحة ما سيلهي القارئ عن التركيز على الشكل الخارجي للنص أو شكل توضع الفقرات في الصفحة التي يقرأها. وذلك يتم

Composing texts

The placement of the headlines can be staggered once.

The paragraphs can be aligned with the second or the first rung of the headline.

The spacing and placement between blocks will be defined by the grid.

Latin

LEADING SPORTS

LOREM IPSUM
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Arabic

قيادة الرياضة

طريقة لوريم إيبسوم
هناك حقيقة مثبتة منذ زمن طويل وهي أن المحتوى المقروء لصفحة ما سيلهي القارئ عن التركيز على الشكل الخارجي للنص أو شكل توضع الفقرات في الصفحة التي يقرأها. ولذلك يتم

⊛ see chapter grid on page 54

Composing texts

When the headline is composed by
two words and it is applied at a large
scale like in the example on the side,
it is also possible to align each word
to one of the two extremes.

The spacing and placement between
blocks will be defined by the grid.

Latin

LEADING

←

LOREM IPSUM
Lorem ipsum dolor sit amet, consectetuer
adipiscing elit, sed diam nonummy nibh
euismod tincidunt ut laoreet dolore magna
aliquam erat volutpat.

→

SPORTS

Arabic

قيادة

→

←

الرياضة

طريقة لوريم إيبسوم
هناك حقيقة مثبتة منذ زمن طويل وهي أن
المحتوى المقروء لصفحة ما سيلهي القارئ عن
التركيز على الشكل الخارجي للنص أو شكل توضع
الفقرات في الصفحة التي يقرأها. ولذلك يتم
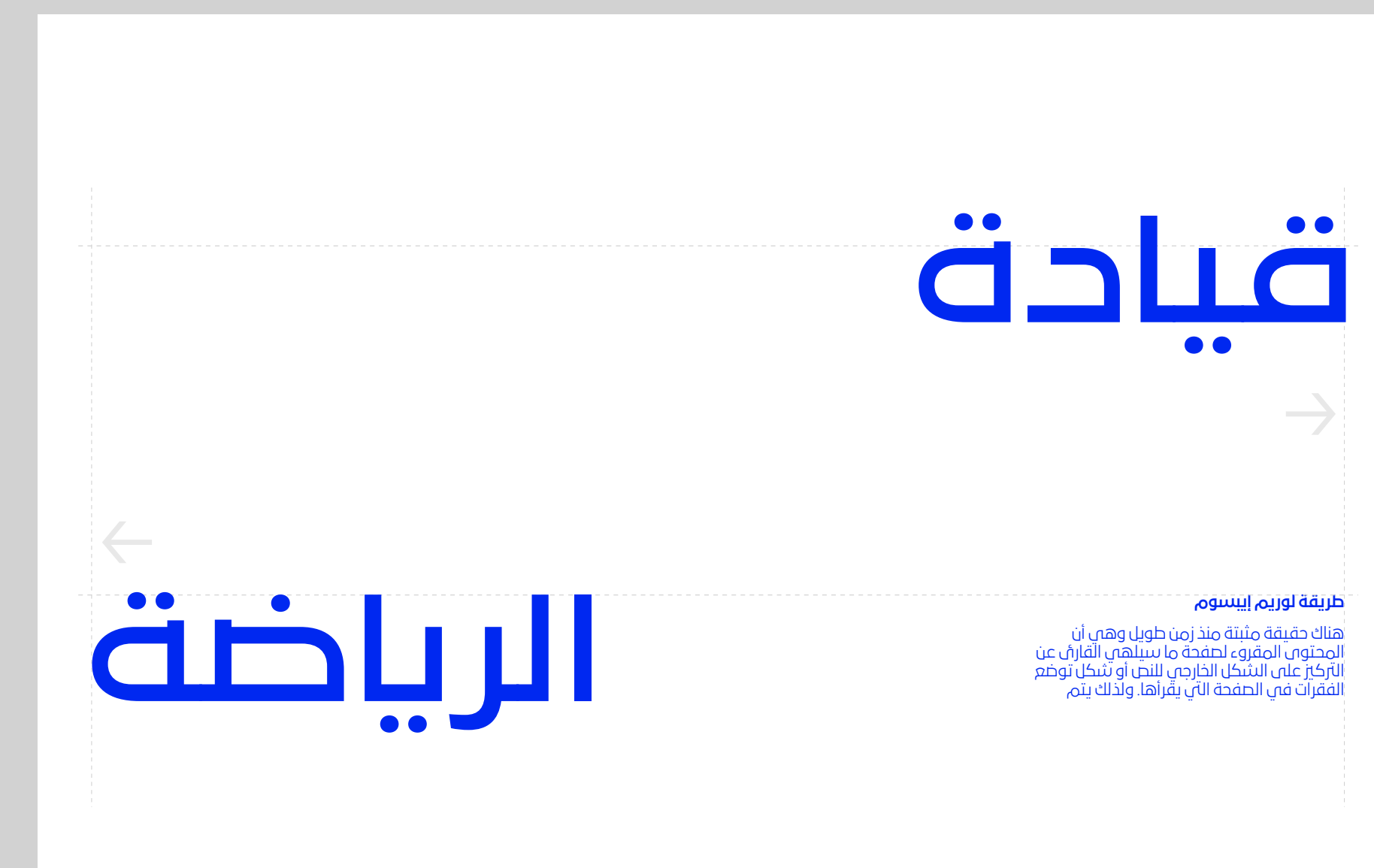
(★) see chapter grid on page 54

Composing texts

If, for technical reason, the text can't be staggered, then we can compose the headline in the standard way.

The alignment of the text blocks will respect the reading direction: left side for latin and right side for arabic.

The spacing and placement between blocks will be defined by the grid.

Latin

LEADING SPORTS

LOREM IPSUM
Lorem ipsum dolor sit amet, consectetuer
adipiscing elit, sed diam nonummy nibh
euismod tincidunt ut laoreet dolore magna
aliquam erat volutpat.

Arabic

قيادة الرياضة

طريقة لوريم إيسوم
هناك حقيقة مثبتة منذ زمن طويل وهي أن
المحتوى المقروء لصفحة ما سيلهي القارئ عن
التركيز على الشكل الخارجي للنص أو شكل توضع
الفقرات في الصفحة التي يقرأها. ولذلك يتم
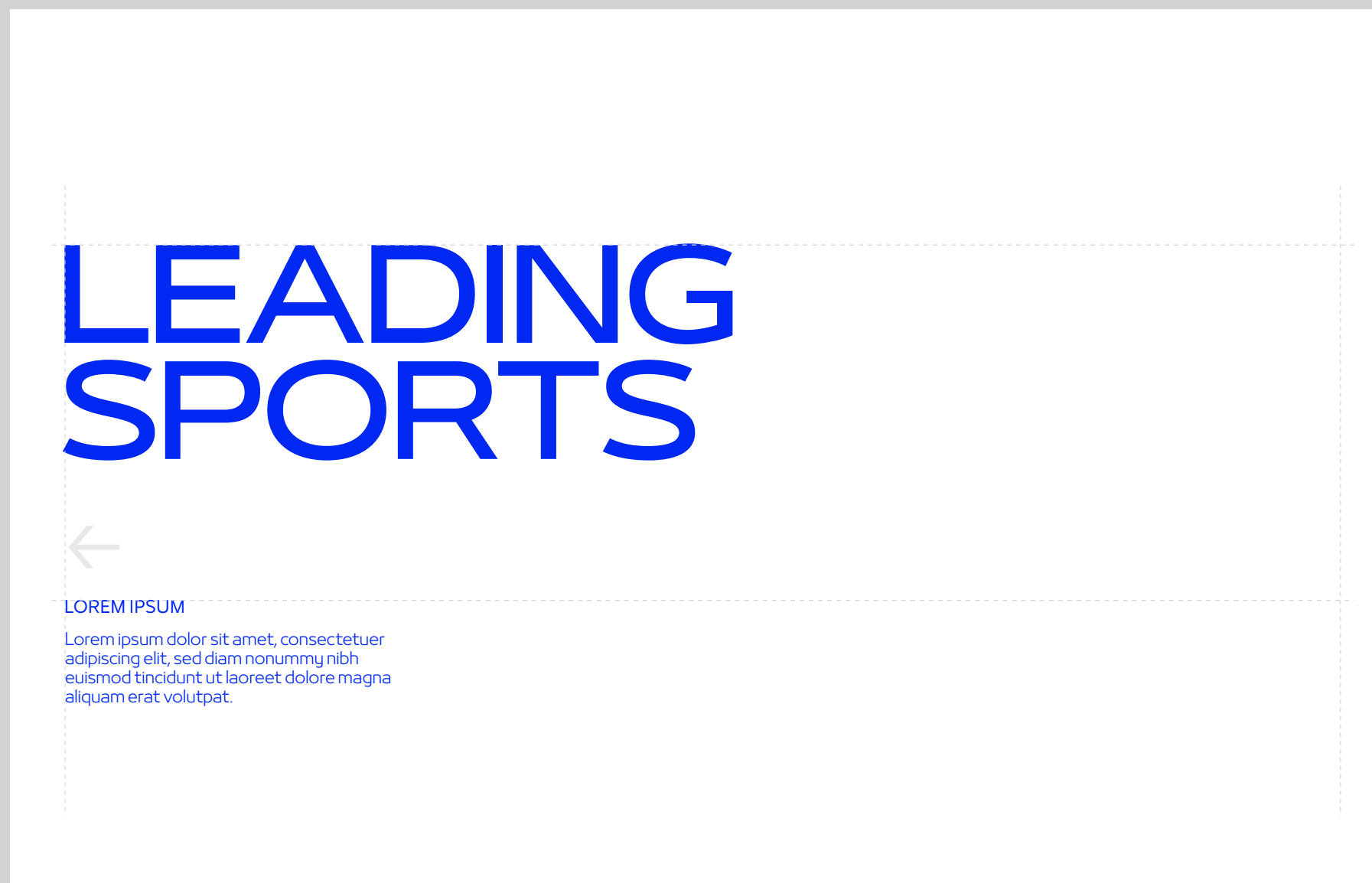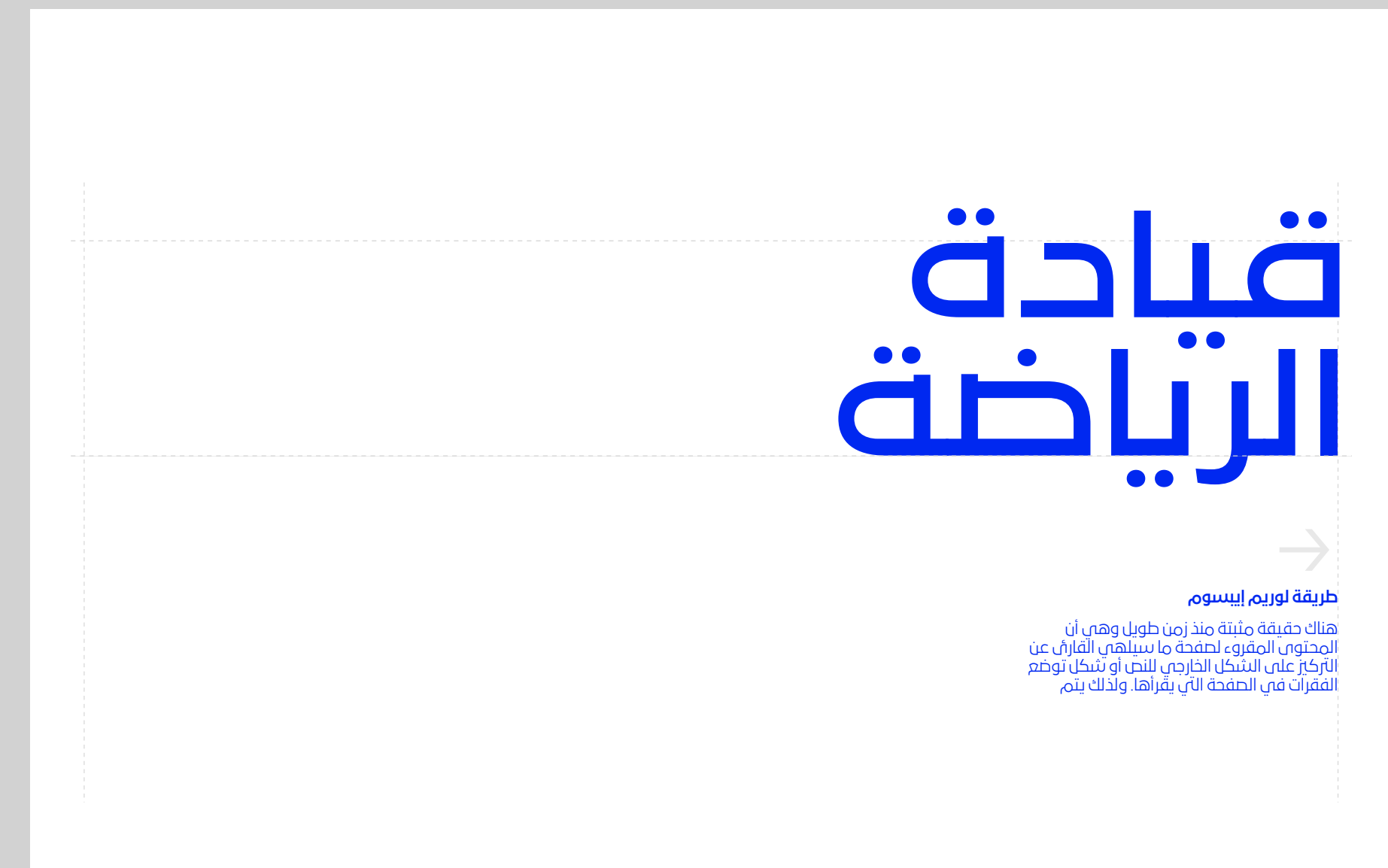
⊛ see chapter grid on page 54

Composing texts

We can center a sentence, a call-to-action, a number or a headline to highlight them.

Secondary Latin texts will be placed on the left, while arabic text will be placed on the right.

The spacing and placement between blocks will be defined by the grid.

Latin

LEADING SPORTS

LOREM IPSUM
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Arabic

قيادة الرياضة

طريقة لوريم إيبسوم
هناك حقيقة مثبتة منذ زمن طويل وهي أن المحتوى المقروء لصفحة ما سيلهي القارئ عن التركيز على الشكل الخارجي للنص أو شكل توضع الفقرات في الصفحة التي يقرأها. ولذلك يتم
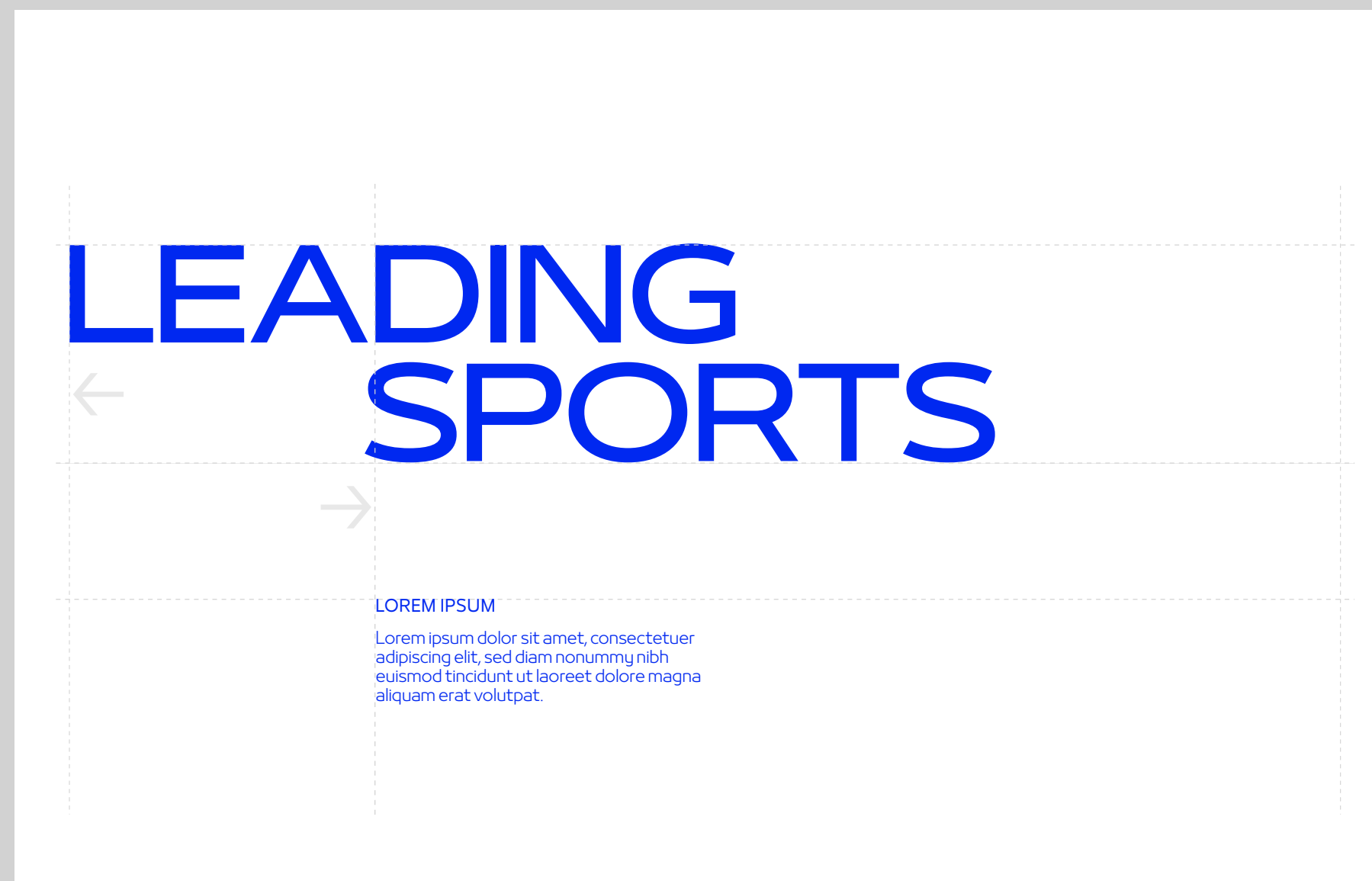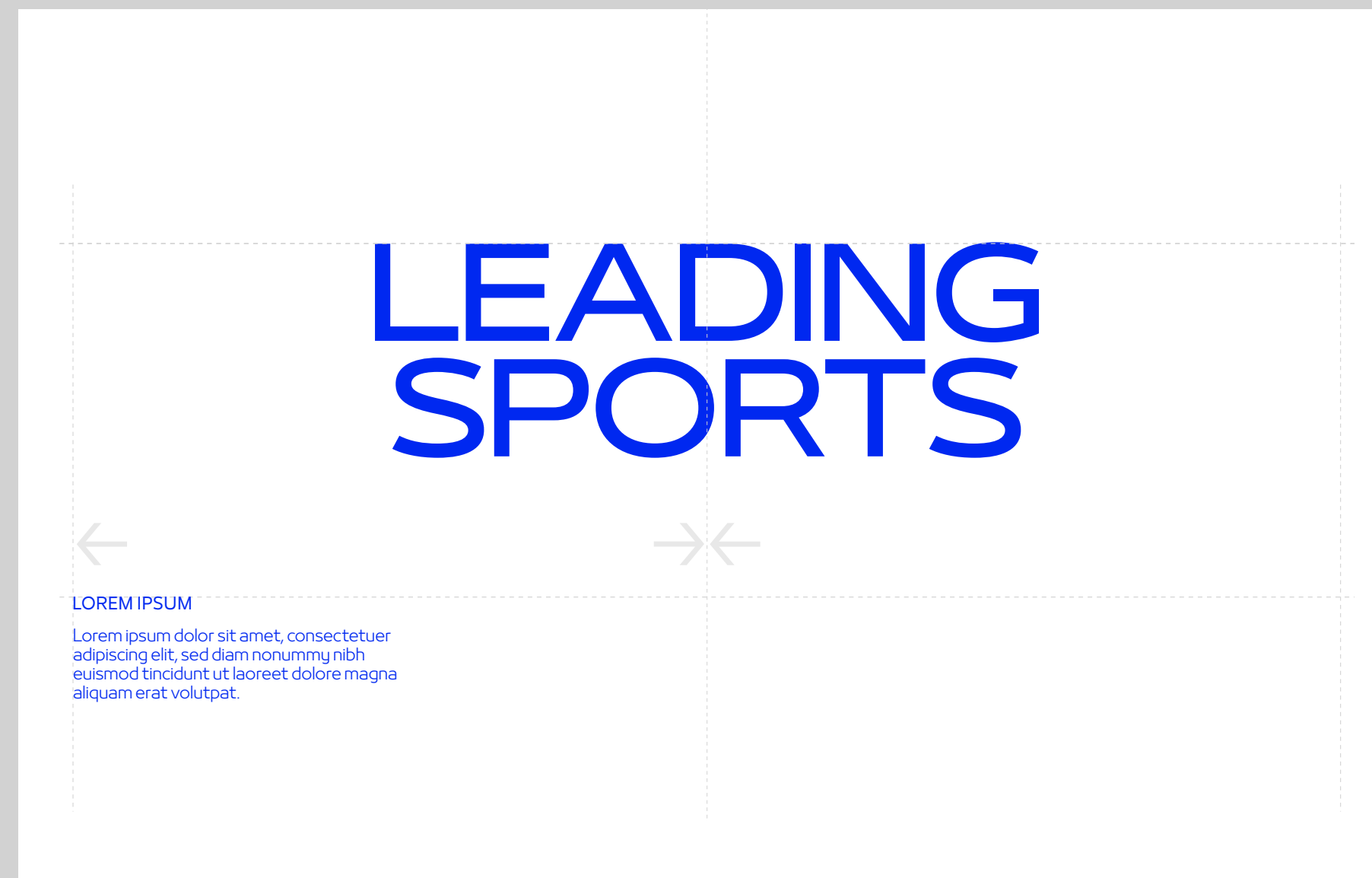
★ see chapter grid on page 54

Composing texts

Center-aligned headlines can be typeset with the calligraphy developed for the brand.

Place the calligraphy between the two lines of the sentence in a way that it does not interfere with the legibility.

Latin

LEADING
SPORTS

Arabic

قيادة
الرياضة

Composing texts

Center-aligned headlines,
as long as the starters are
short, can be staggered.

Place the calligraphy between the
two lines of the sentence in a way that
it does not interfere with the legibility.

Latin

LEADING

SPORTS

Arabic

قيادة

الرياضة

Bilingual text

We can use the same text sizes if you want to give them the same importance.

This is an example of how text works in horizontal formats.

Preference latin

LEADING SPORTS

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

قيادة الرياضة

هناك حقيقة مثبتة منذ زمن طويل وهي أن المحتوى المقروء لصفحة ما سيلهي القارئ عن التركيز على الشكل الخارجي للنص أو شكل توضع الفقرات في الصفحة التي يقرأها. ولذلك يتم
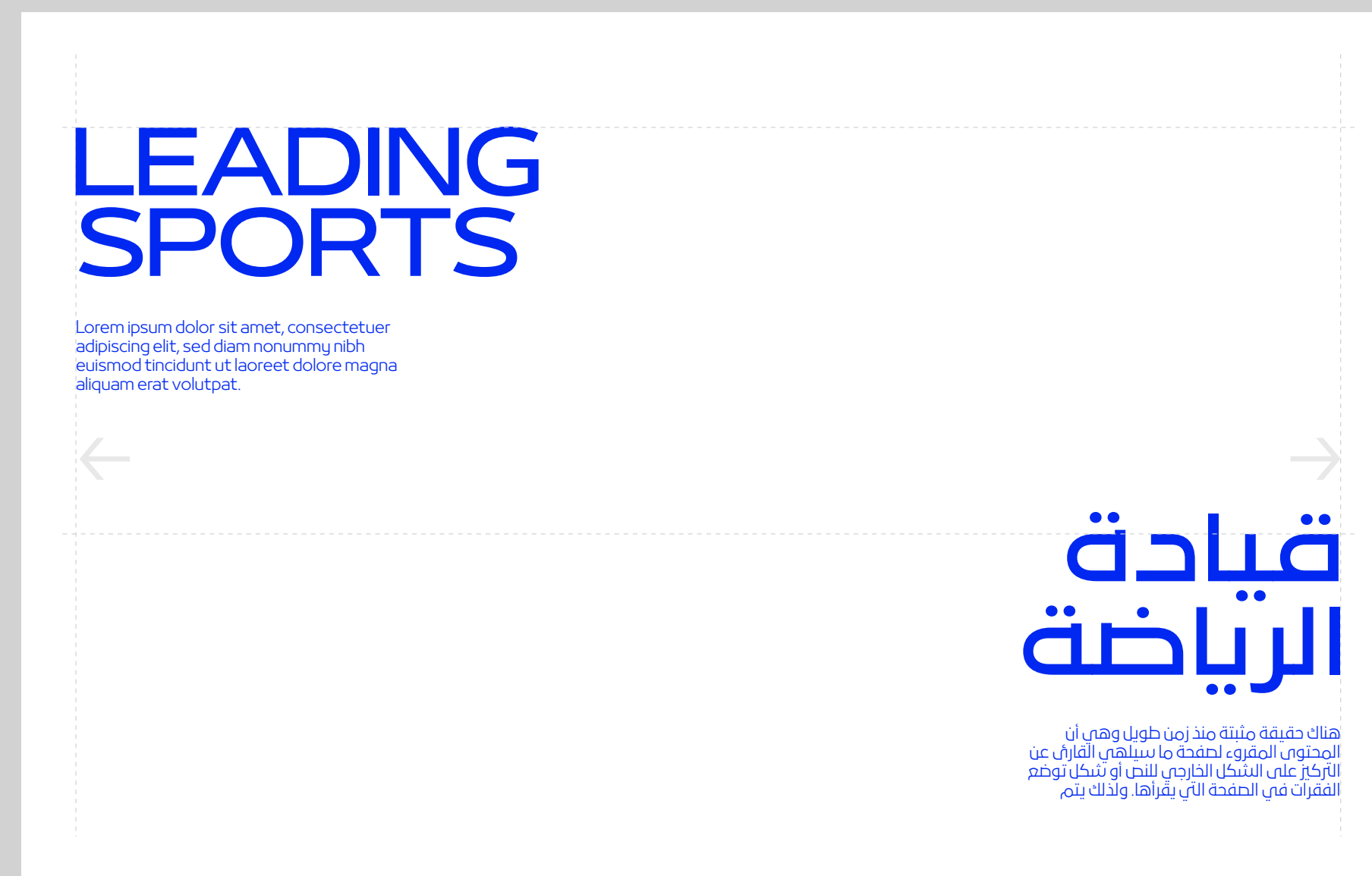
Place the latin headline above the arabic one if we want to give more relevance to it.

Always respecting the reading direction of each language.

Preference arabic

قيادة الرياضة

هناك حقيقة مثبتة منذ زمن طويل وهي أن المحتوى المقروء لصفحة ما سيلهي القارئ عن التركيز على الشكل الخارجي للنص أو شكل توضع الفقرات في الصفحة التي يقرأها. ولذلك يتم

LEADING SPORTS

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Place the arabic headline above the latin one if we want to give it more relevance.

Always respecting the reading direction of each language.

Bilingual text

If both languages have the
same relevance, align them
at the same height.

If the artboard allows it, you can
align both languages to the center.

If both languages have the same
preference, use the same size.

If one of the two languages
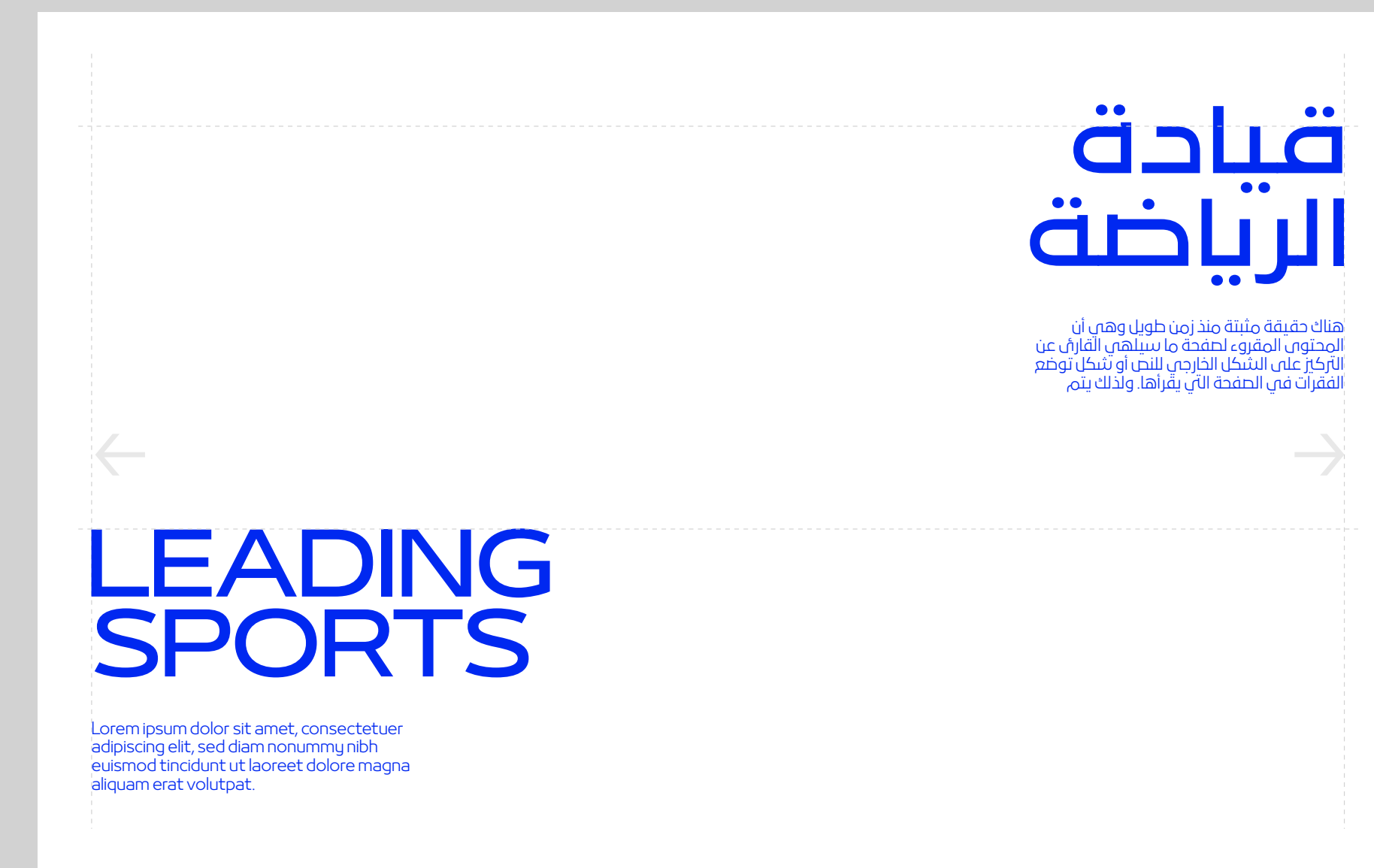has preference over the
other use a larger size.

Reading direction aligned

LEADING
SPORTS

قيادة
الرياضة

Lorem ipsum dolor sit amet, consectetuer
adipiscing elit, sed diam nonummy nibh
euismod tincidunt ut laoreet dolore magna
aliquam erat volutpat.

هناك حقيقة مثبتة منذ زمن طويل وهي أن
المحتوى المقروء لصفحة ما سيلهي القارئ عن
التركيز على الشكل الخارجي للنص أو شكل توضع
الفقرات في الصفحة التي يقرأها. ولذلك يتم

Center aligned

LEADING SPORTS
قيادة الرياضة

Lorem ipsum dolor sit amet, consectetuer
adipiscing elit, sed diam nonummy nibh
euismod tincidunt ut laoreet dolore magna
aliquam erat volutpat.

هناك حقيقة مثبتة منذ زمن طويل وهي أن
المحتوى المقروء لصفحة ما سيلهي القارئ عن
التركيز على الشكل الخارجي للنص أو شكل توضع
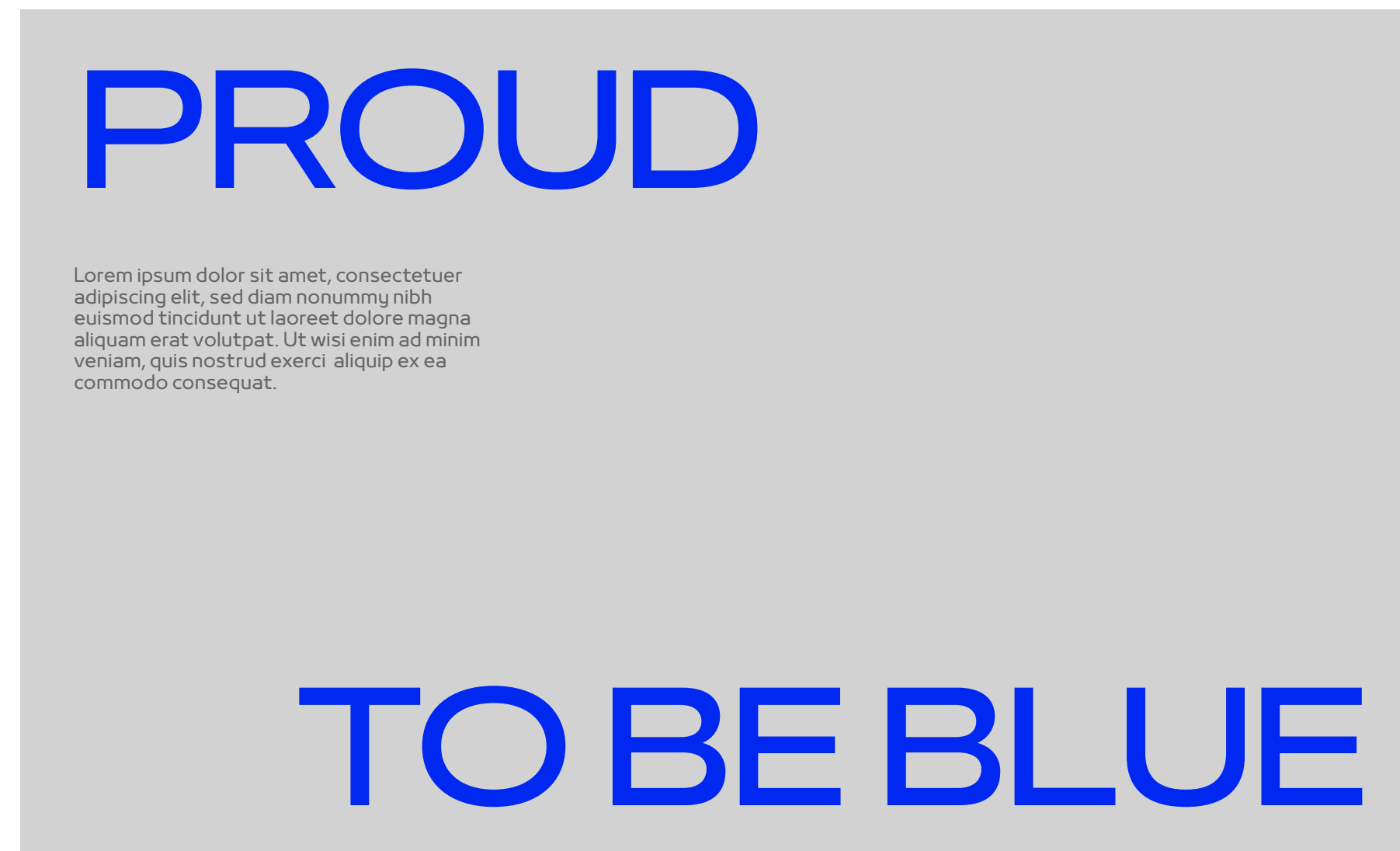الفقرات في الصفحة التي يقرأها. ولذلك يتم

Don't use different sizes on the same headline.

For a correct hierarchy of information and legibility, the headline in a single language should use a single size.
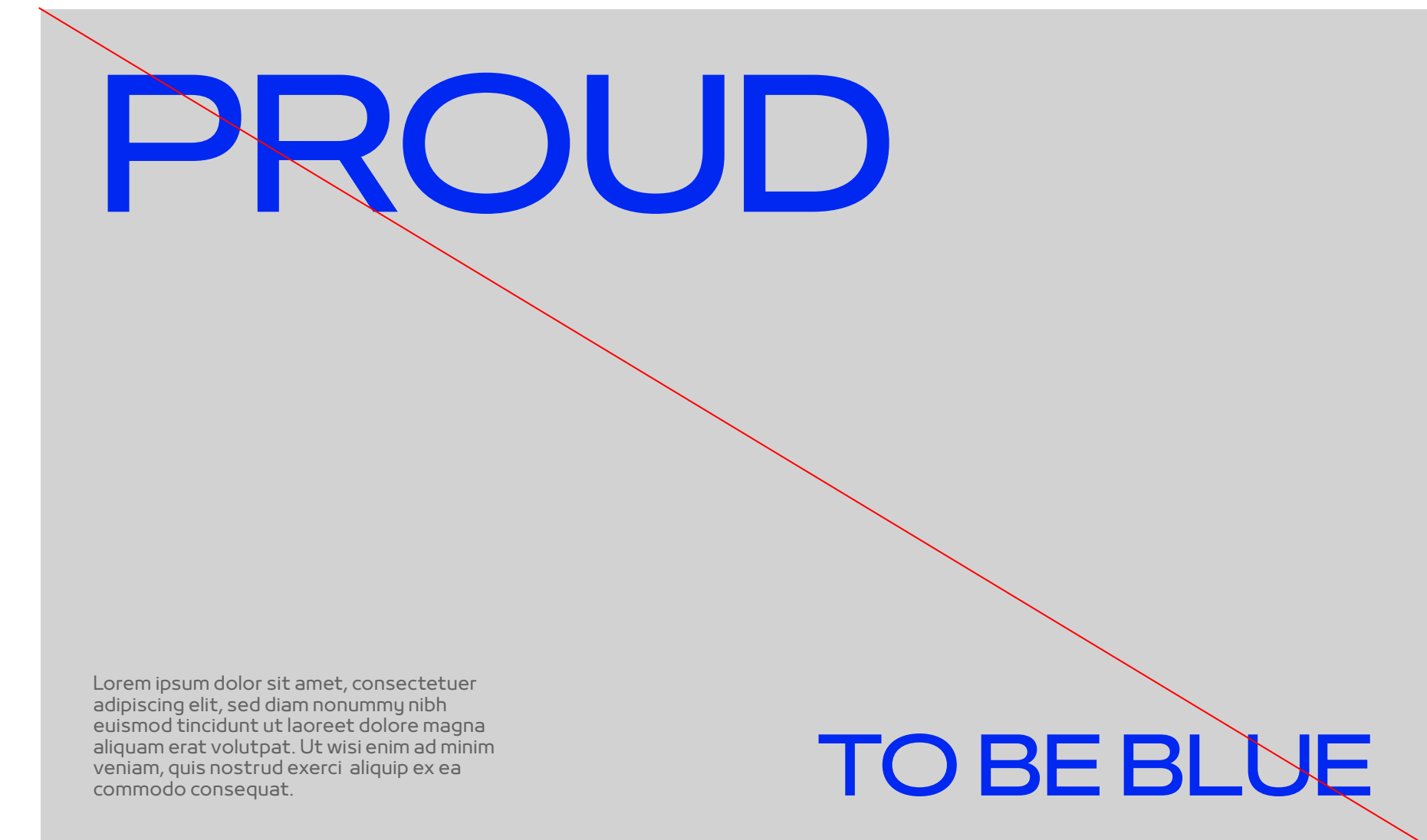
It is important that the headlines are short and concise.

To create a clear hierarchy, make sure the informative paragraph and the headline have enough contrast.

Do

PROUD

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci aliquip ex ea commodo consequat.

TO BE BLUE

Don't

PROUD

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci aliquip ex ea commodo consequat.

TO BE BLUE

Don't stagger headlines more than once.

For a correct application of the visual identity, headlines should not be staggered more than once.

If the headline is long, the third line will be aligned with the second line.

Do

PROUD
TO BE
LEADER

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci aliquip ex ea commodo consequat.

Don't

PROUD
TO BE
LEADER

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci aliquip ex ea commodo consequat.

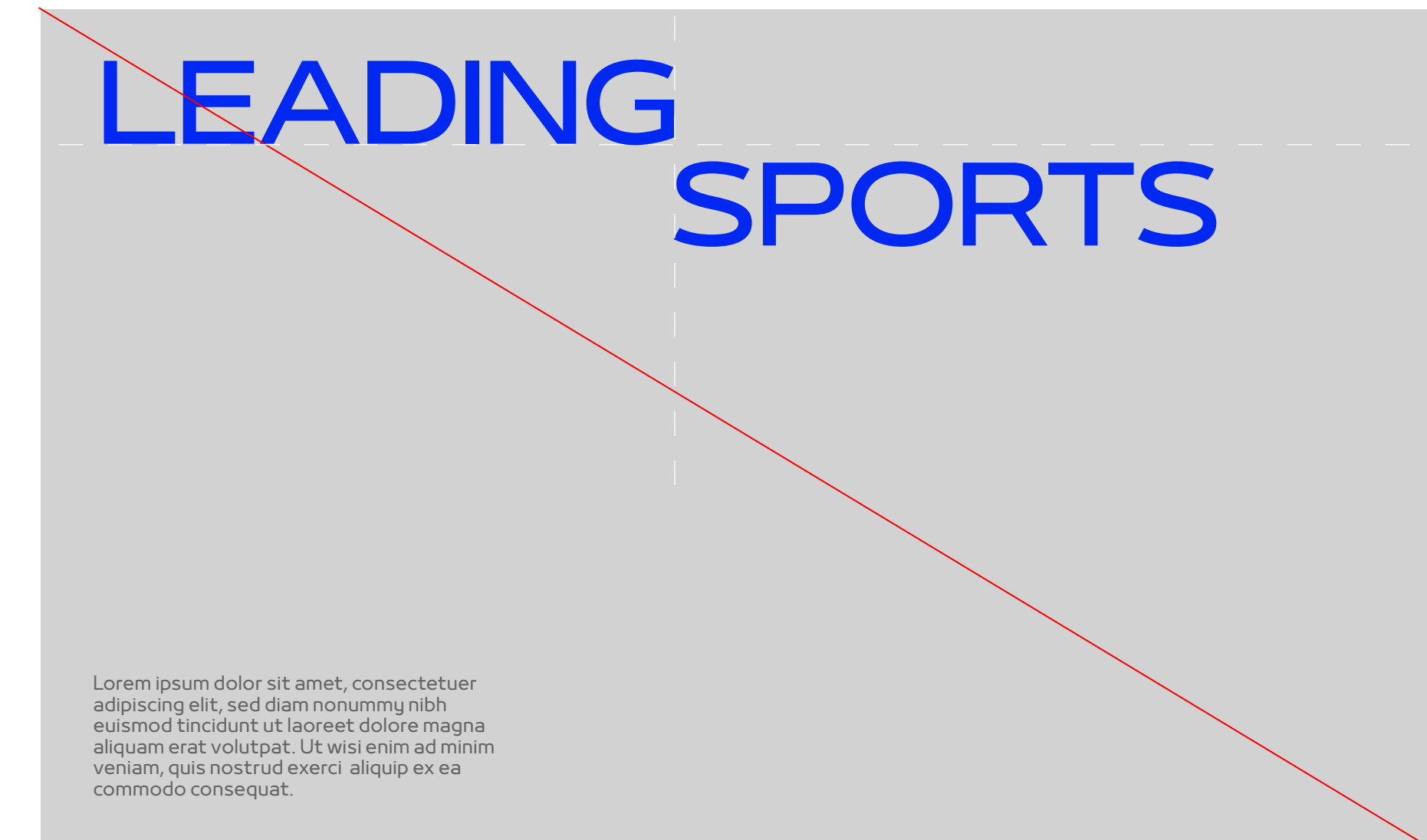## Don't align the second line at the end of the first.

For a correct application, the staggered texts must support each other.

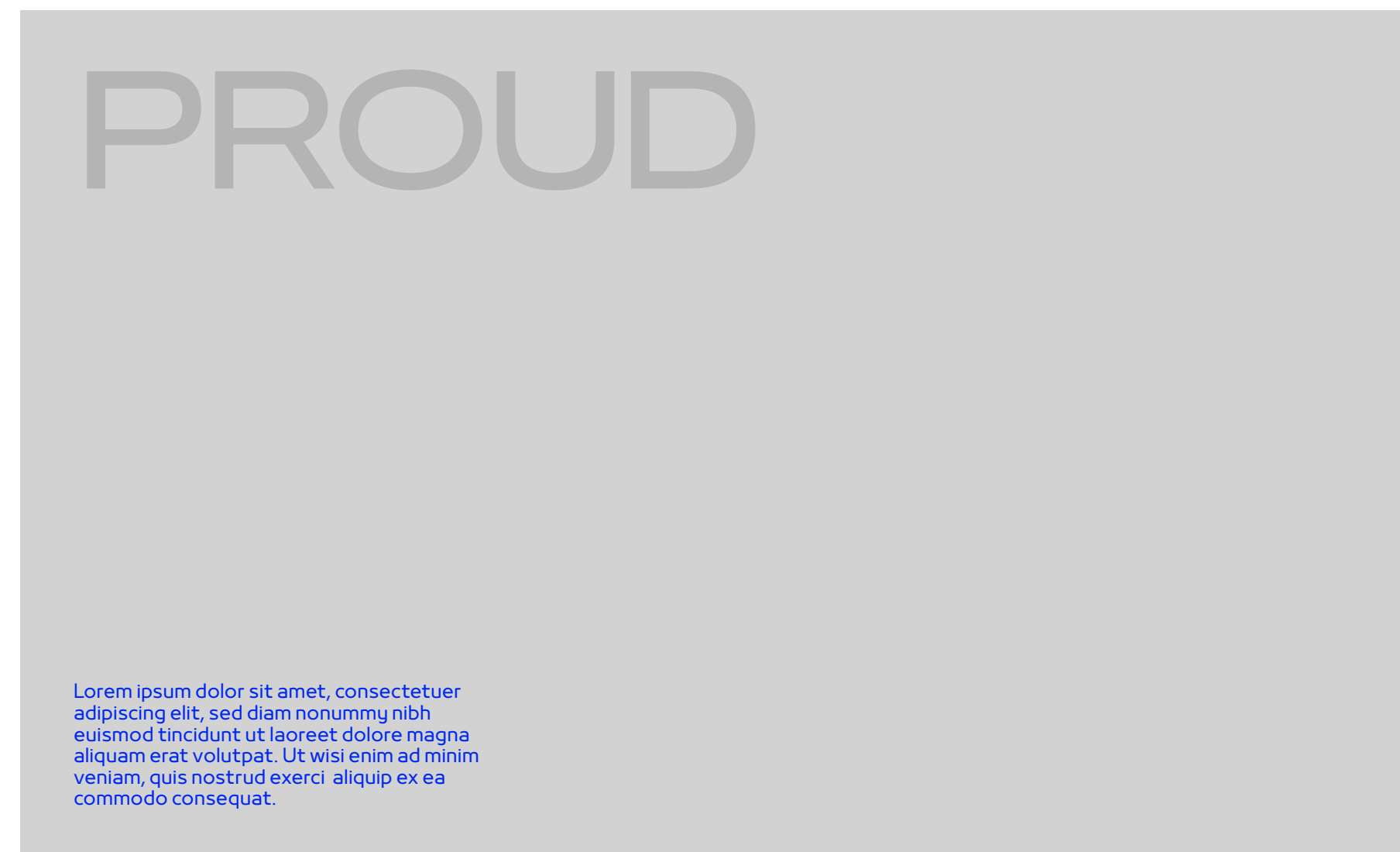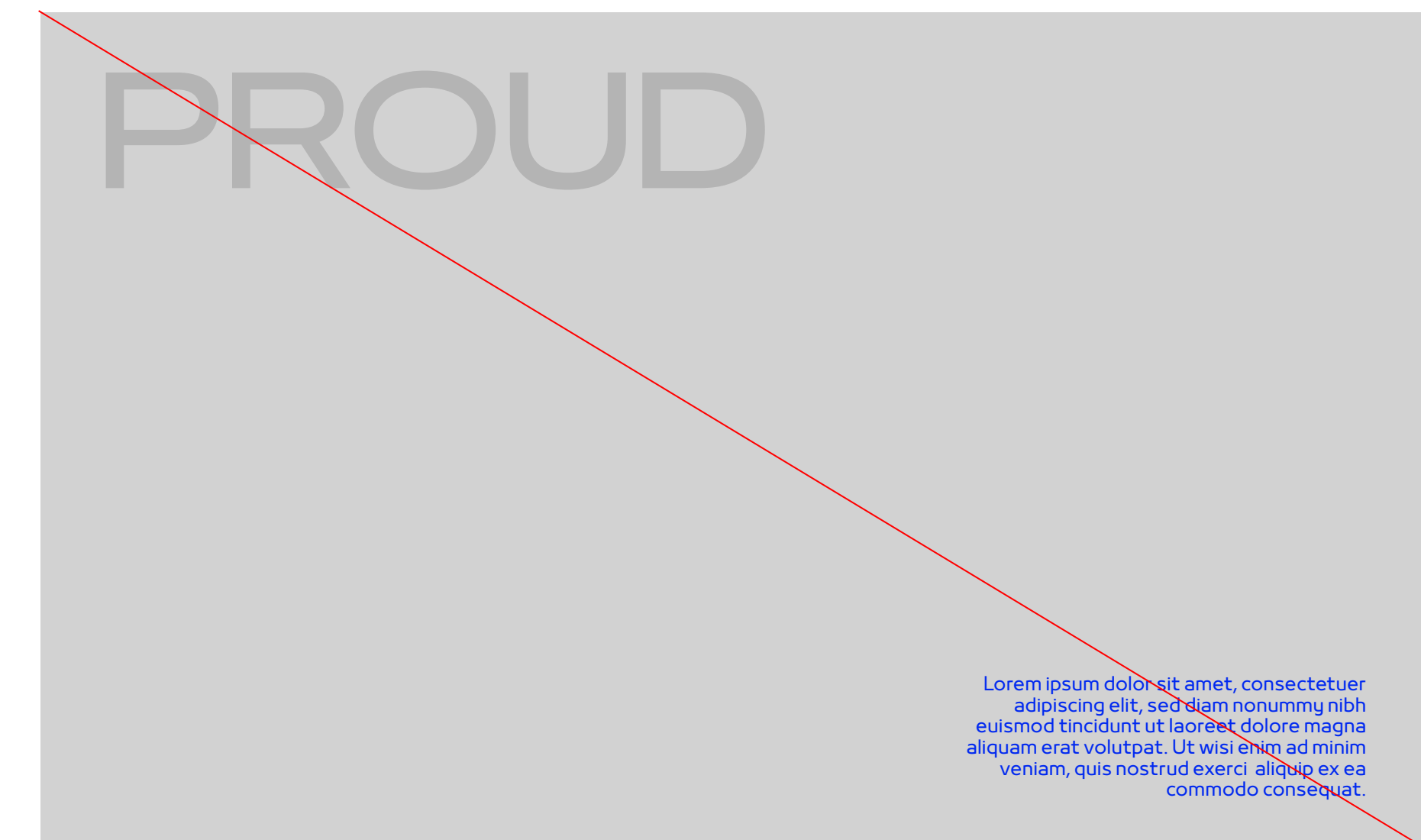Make sure that the next staggered line starts from the last 4 or 3 letters of the upper word.

Do

LEADING
SPORTS

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci aliquip ex ea commodo consequat.

Don't

LEADING
SPORTS

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci aliquip ex ea commodo consequat.

Don't align Latin texts to the right side or arabic texts to the left side.

Always respect the reading direction of the language.

Do

PROUD

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci aliquip ex ea commodo consequat.

Don't

PROUD

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci aliquip ex ea commodo consequat.

Staggered headlines in Latin must begin from left to right.

For a correct application of the hierarchy of the information and understanding of the message, the staggered headlines must follow the reading direction.

For latin texts, the first word should be aligned to the left, while for arabic the first word should align to the right.
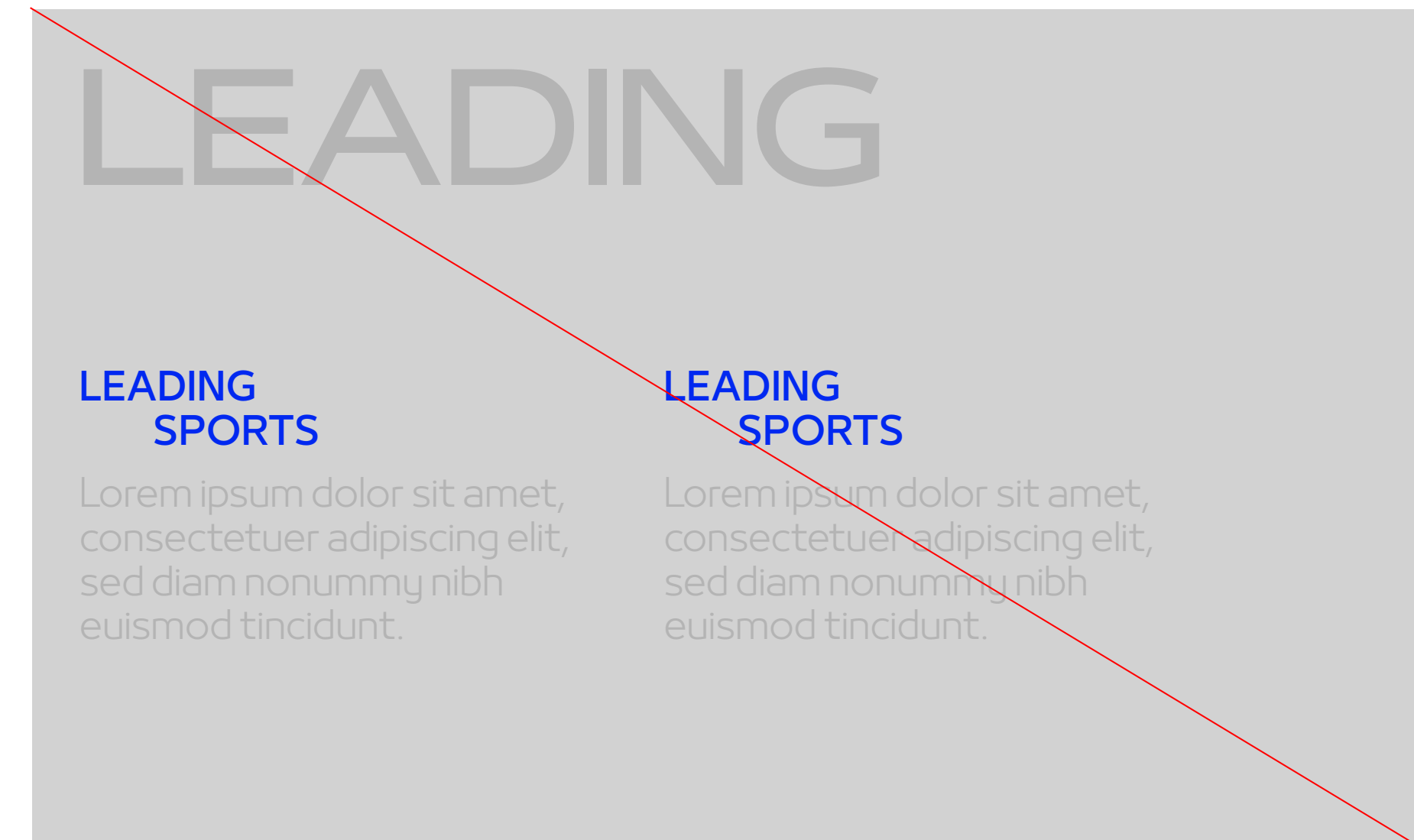
Do

Don't

LEADING

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci aliquip ex ea commodo consequat.

SPORTS

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci aliquip ex ea commodo consequat.

LEADING

SPORTS

Don't stagger subtitles.

To ensure the correct reading
of the message, we should
not stagger the subtitles.

Do

LEADING

LEADING SPORTS

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit,
sed diam nonummy nibh
euismod tincidunt.

LEADING SPORTS

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit,
sed diam nonummy nibh
euismod tincidunt.

Don't

LEADING

**LEADING
SPORTS**

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit,
sed diam nonummy nibh
euismod tincidunt.

**LEADING
SPORTS**

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit,
sed diam nonummy nibh
euismod tincidunt.

Don't write headlines in lowercase.

The headlines must always be write in Bukra Wide and in capital letters.

Do

PROUD TO BE BLUE

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci aliquip ex ea commodo consequat.

Don't

Proud to be blue

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci aliquip ex ea commodo consequat.

Don't stagger more than one title per composition.

We should not apply stagger when two titles compete with the same hierarchy.

In the case of bilinguals we will align to the margin according to reading order.

Do

LEADING SPORTS

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

قيادة الرياضة

هناك حقيقة مثبتة منذ زمن طويل وهي أن المحتوى المقروء لصفحة ما سيلهي القارئ عن التركيز على الشكل الخارجي للنص أو شكل توضع الفقرات في الصفحة التي يقرأها. ولذلك يتم

Don't

LEADING SPORTS

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

قيادة الرياضة

هناك حقيقة مثبتة منذ زمن طويل وهي أن المحتوى المقروء لصفحة ما سيلهي القارئ عن التركيز على الشكل الخارجي للنص أو شكل توضع الفقرات في الصفحة التي يقرأها. ولذلك يتم

Don't align both languages to the same side.

Align the texts according to the reading direction: left for latin and right for arabic.

Do

LEADING
SPORTS

Lorem ipsum dolor sit amet, consectetuer
adipiscing elit, sed diam nonummy nibh
euismod tincidunt ut laoreet dolore magna
aliquam erat volutpat.

قيادة
الرياضة

هناك حقيقة مثبتة منذ زمن طويل وهي أن المحتوى
المقروء لصفحة ما سيلهي القارئ عن التركيز على
الشكل الخارجي للنص أو شكل توضع الفقرات في
الصفحة التي يقرأها. ولذلك يتم

Don't

LEADING
SPORTS

Lorem ipsum dolor sit amet, consectetuer
adipiscing elit, sed diam nonummy nibh
euismod tincidunt ut laoreet dolore magna
aliquam erat volutpat.

قيادة
الرياضة

هناك حقيقة مثبتة منذ زمن طويل وهي أن المحتوى
المقروء لصفحة ما سيلهي القارئ عن التركيز على
الشكل الخارجي للنص أو شكل توضع الفقرات في
الصفحة التي يقرأها. ولذلك يتم

07.4
BUILDING THE LAYOUT

Example build up: horizontal formats

- Divide the longest side of the layout in 22 equal parts (follow the rule in chapter 6.1: Grid – Layout – Other formats)

- Place the logo at the proper size: 1/22

- Set the margins: half the width of the logo.
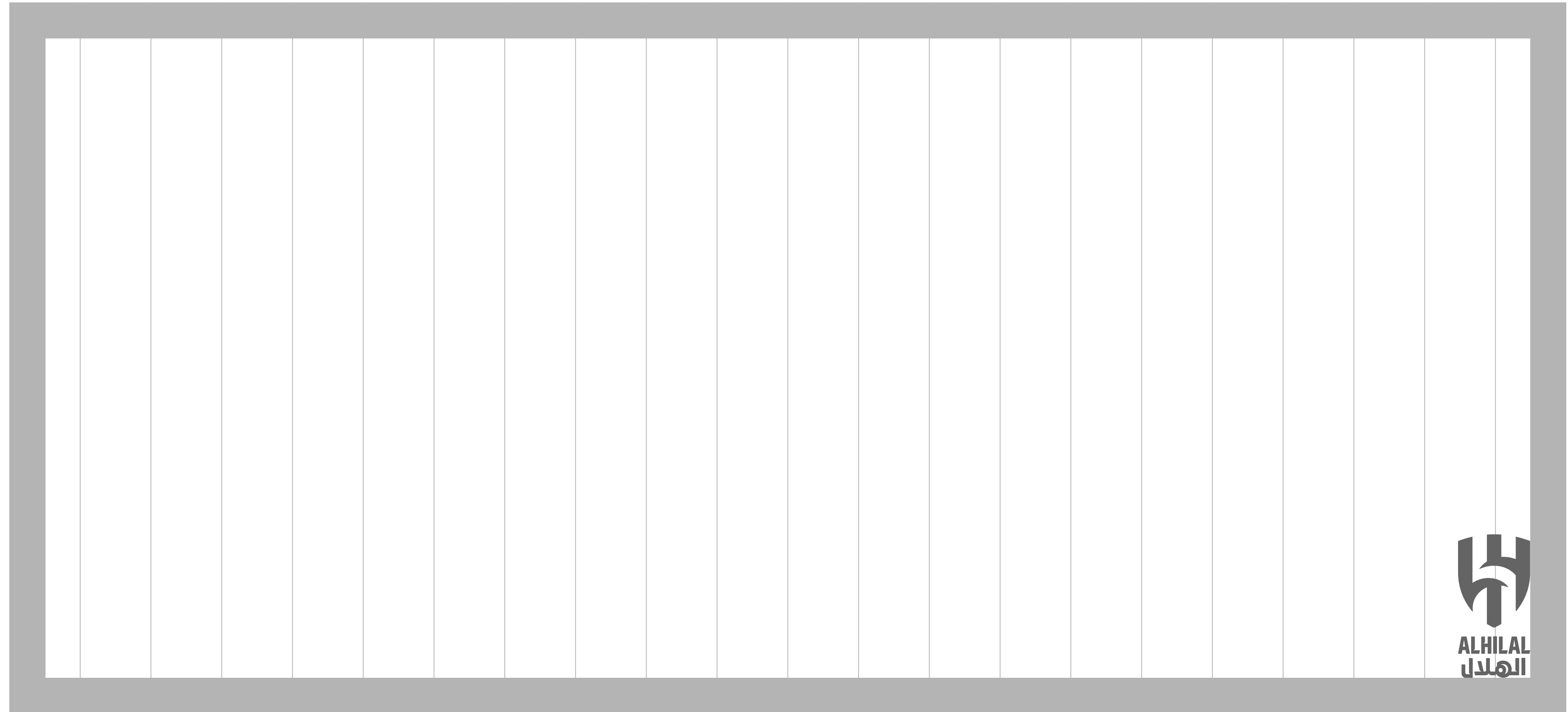
Example build up: horizontal formats

• In this case, we want to use the dissociated logo version, so we must place symbol and logo in the correct proportions. (Wordmark = 2/3 Symbol)

ALHILAL
الهلال
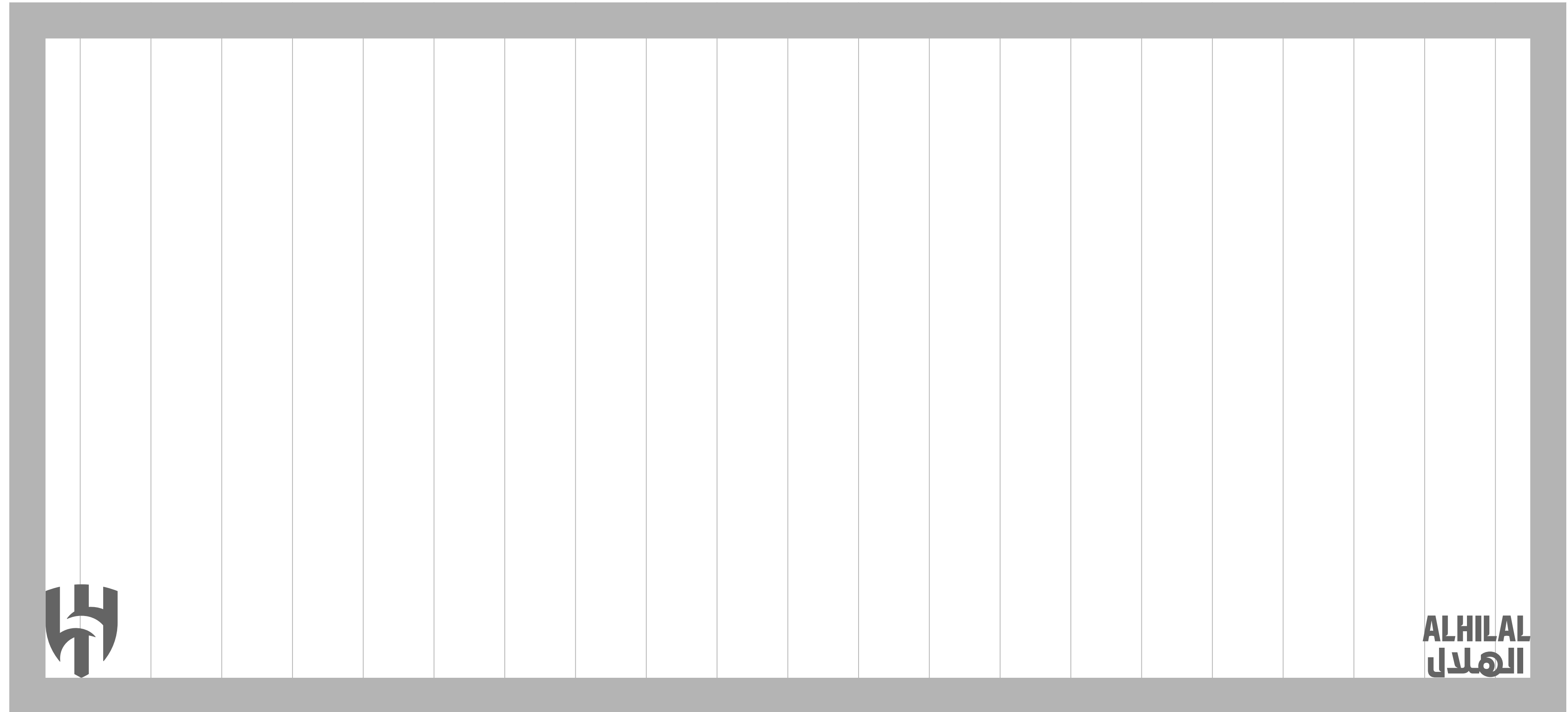
Example build up: horizontal formats

- Placing the key visual: crescent composition using 3 moons placed respecting margins.
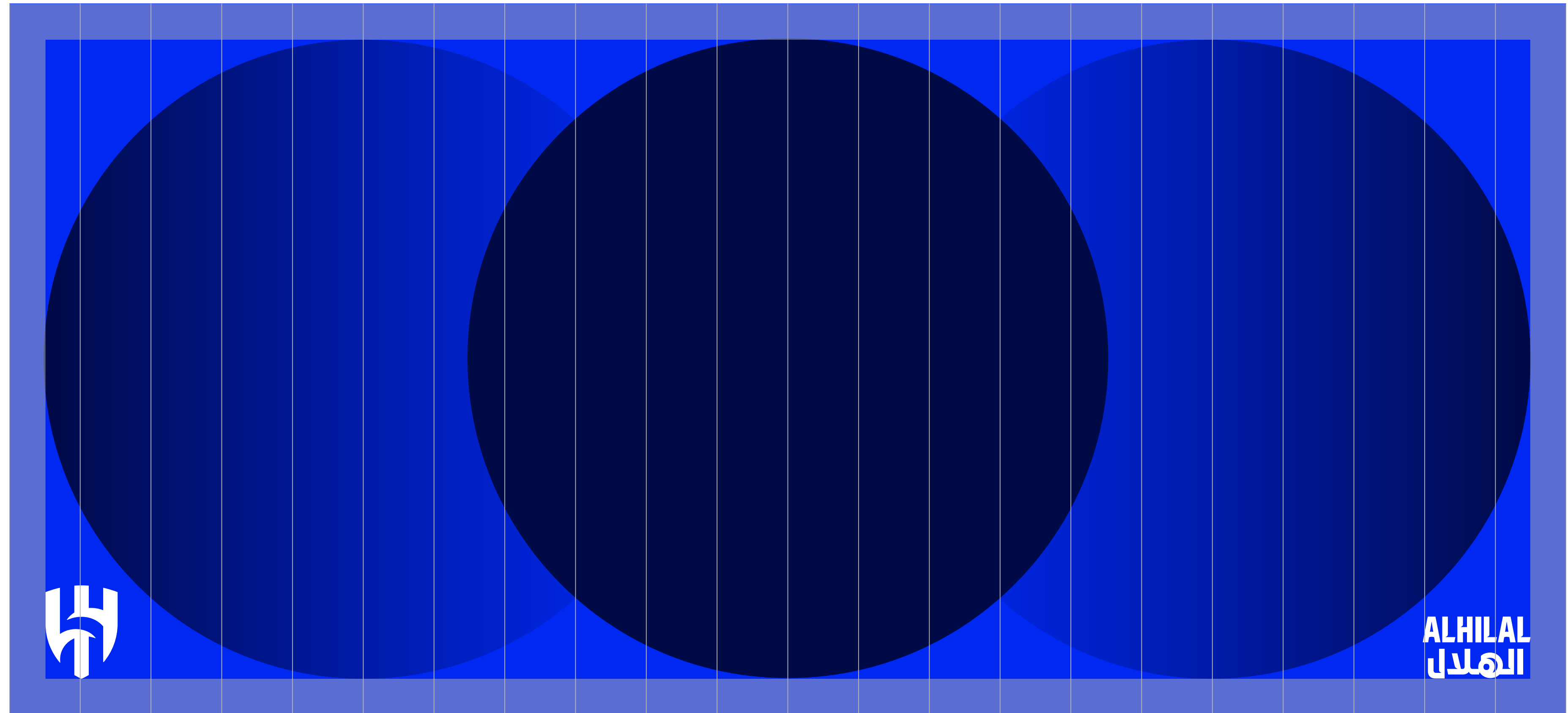
Example build up: horizontal formats

• Place the photo inside the mask.

⚠ Images without usage rights, for reference
only, to show the photographic style.

Example build up: horizontal formats

- Place the headline staggered throughout the artwork.

GO HARD

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

alhilal.com

OR GO HOME

ALHILAL الهلال

⚠ Images without usage rights, for reference only, to show the photographic style.

Example build up: horizontal formats

- Well done! you have now created your billboard.

GO HARD

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

alhilal.com

OR GO HOME

ALHILAL
الهلال

⚠ Images without usage rights, for reference only, to show the photographic style.

Example build up: several formats

- Split the layout in the corresponding sections with respect to the longest side (follow the rule in chapter 6.1: Grid – Layout – Other formats)

- Place the logo in the proper size.

- Set the margins: half the width of the logo.

- Place the logo whitin your artwork.

1/14

1/10

1/10

1/22
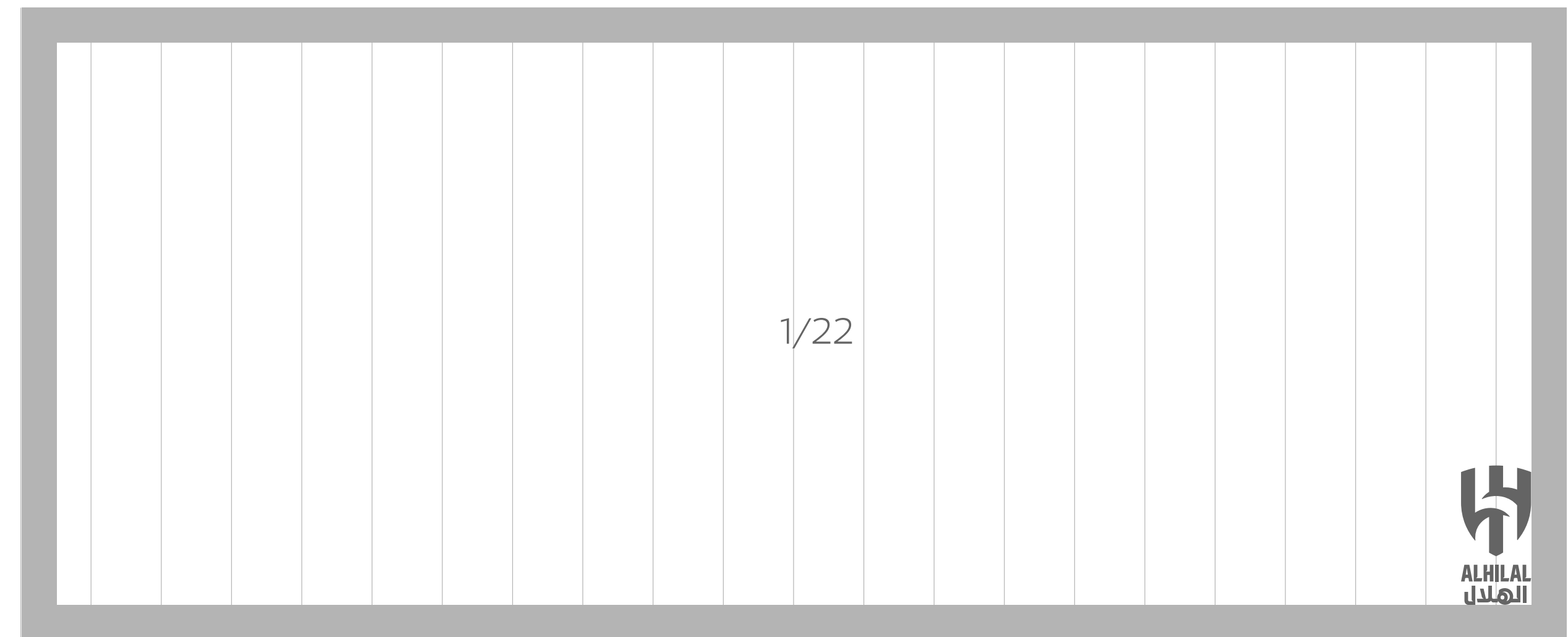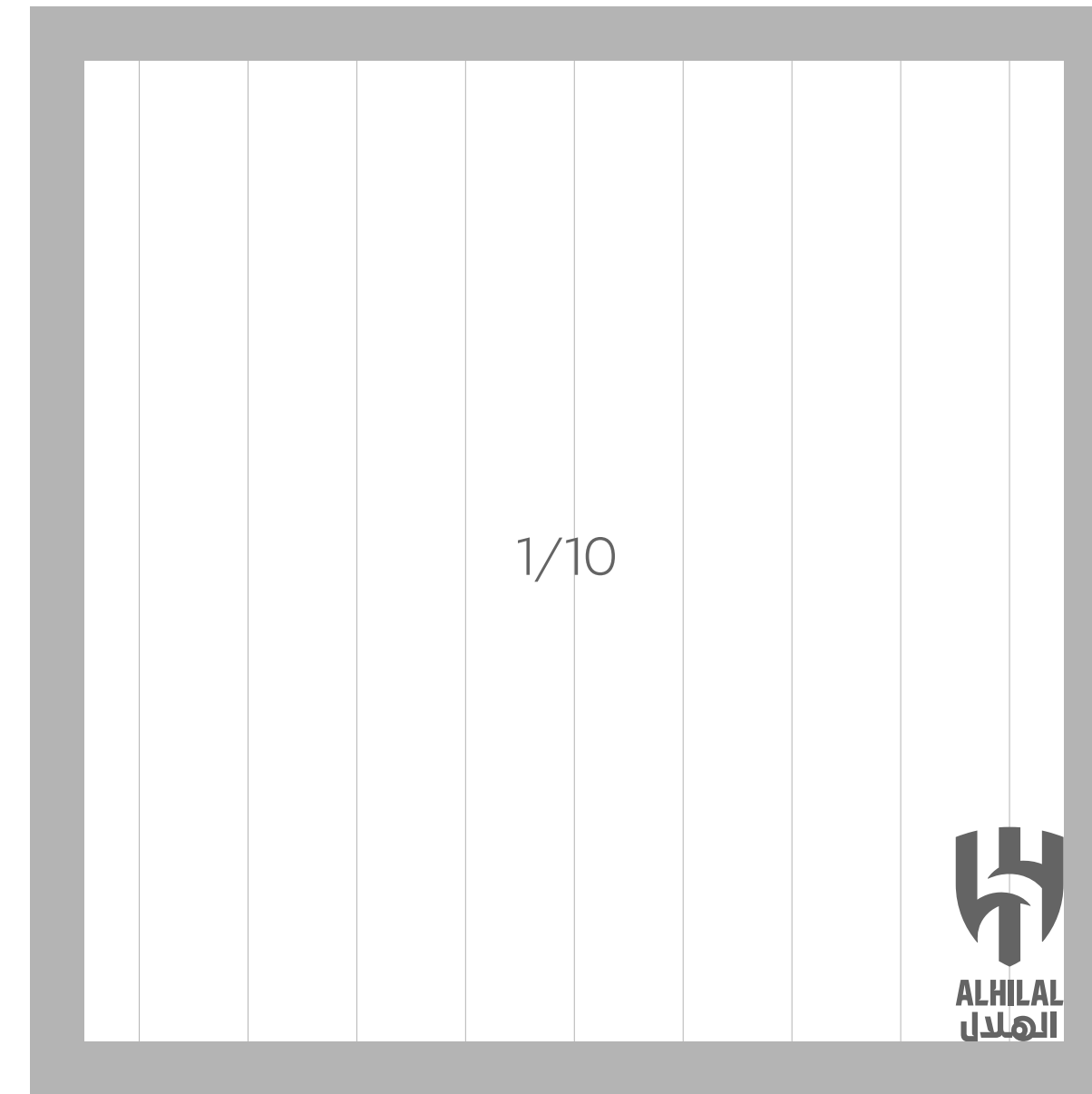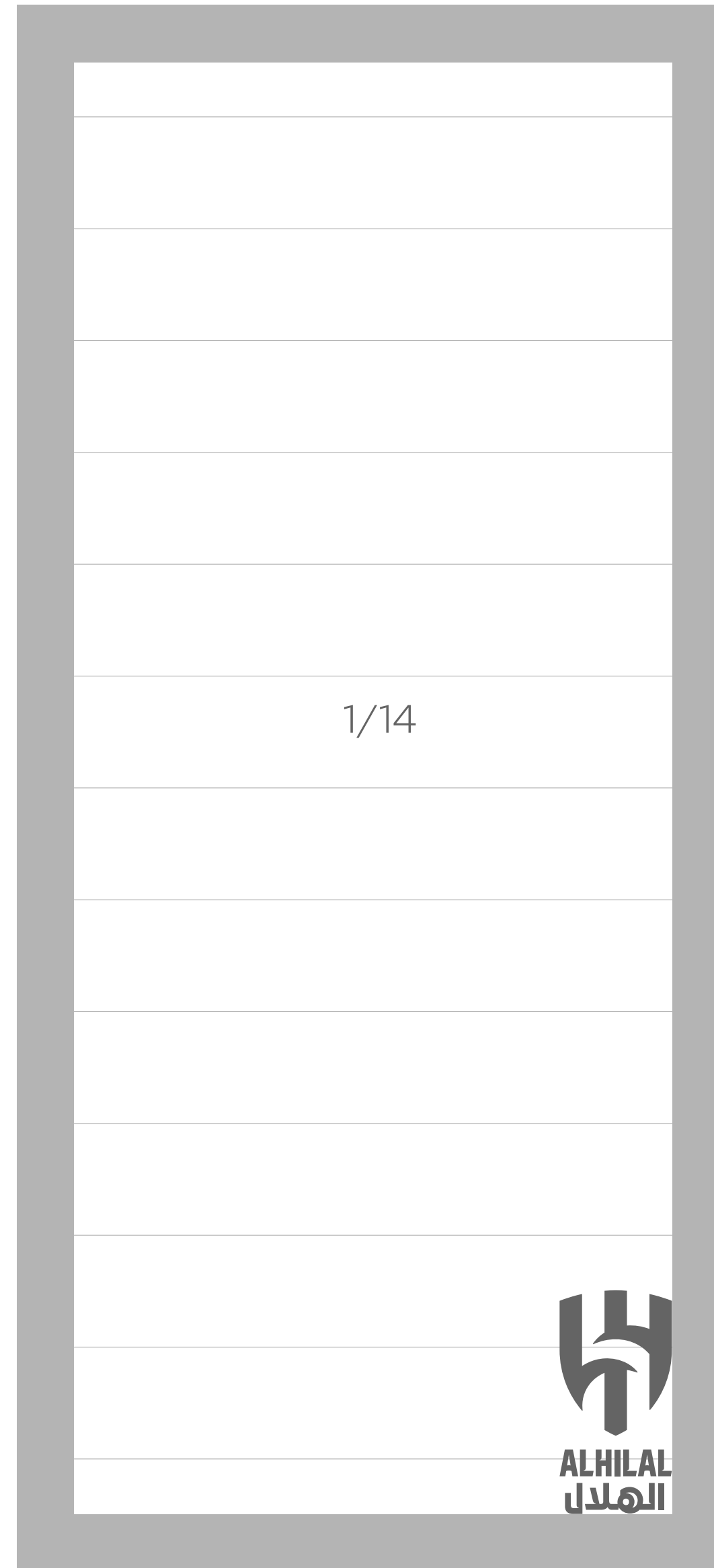
Example build up: several formats

- Apply the color background.
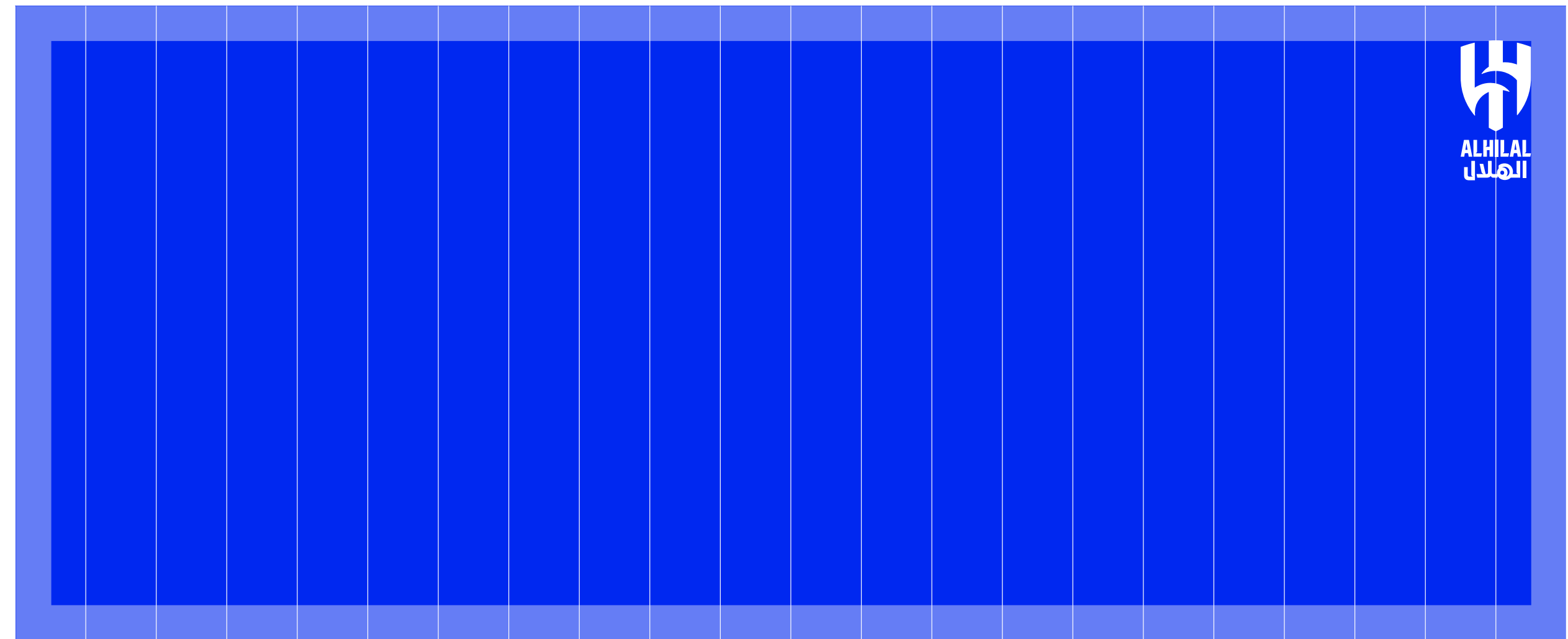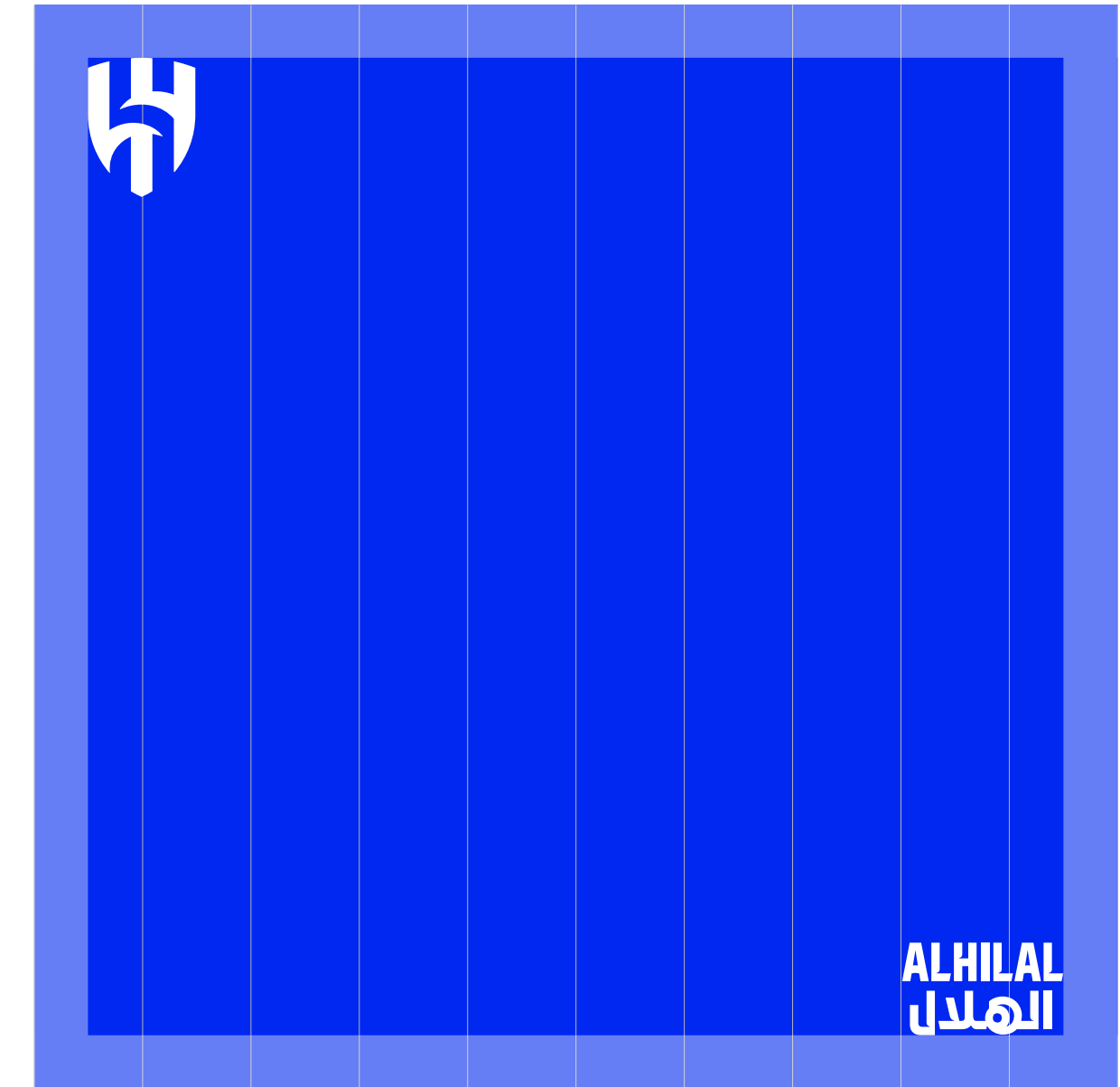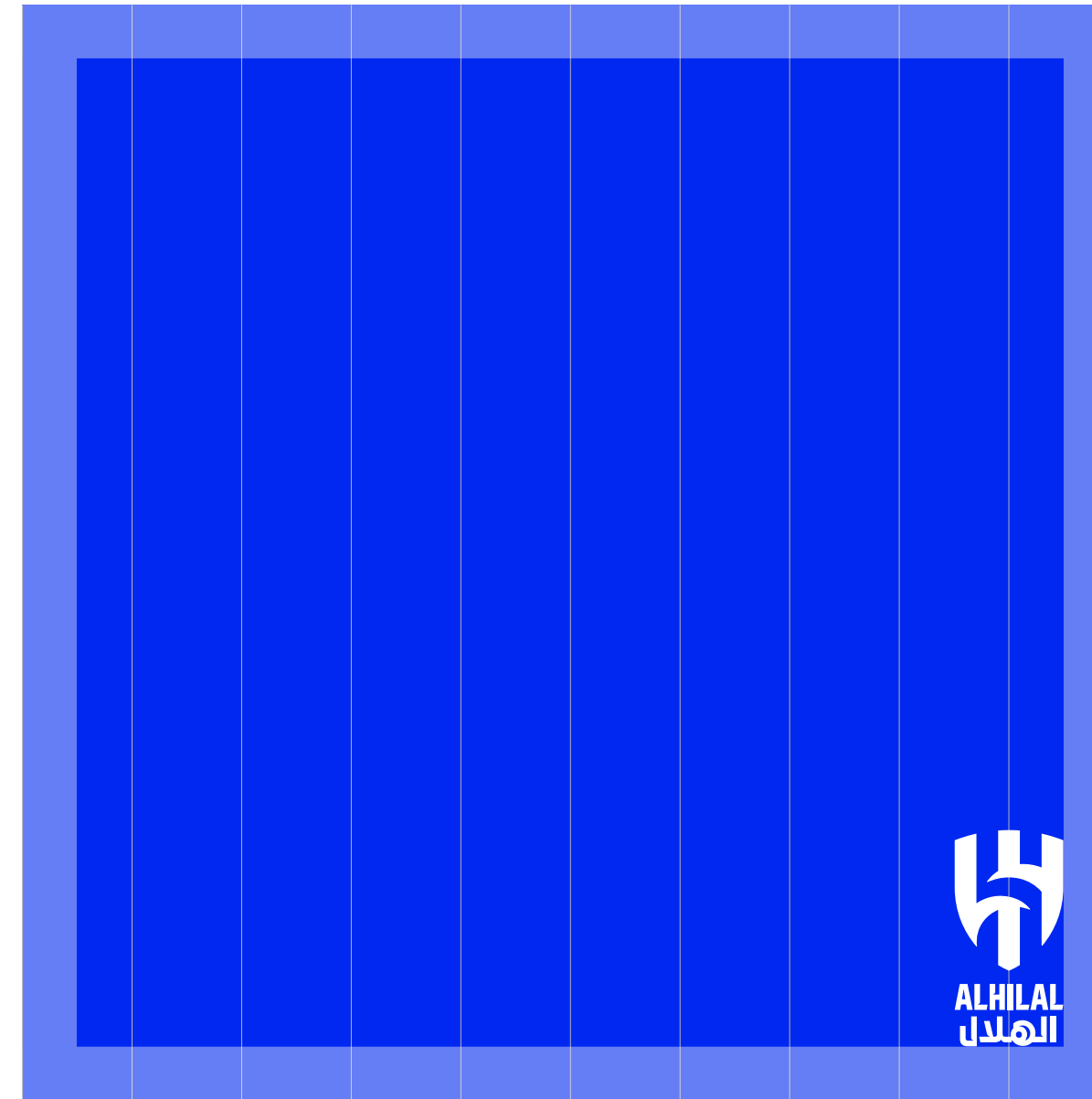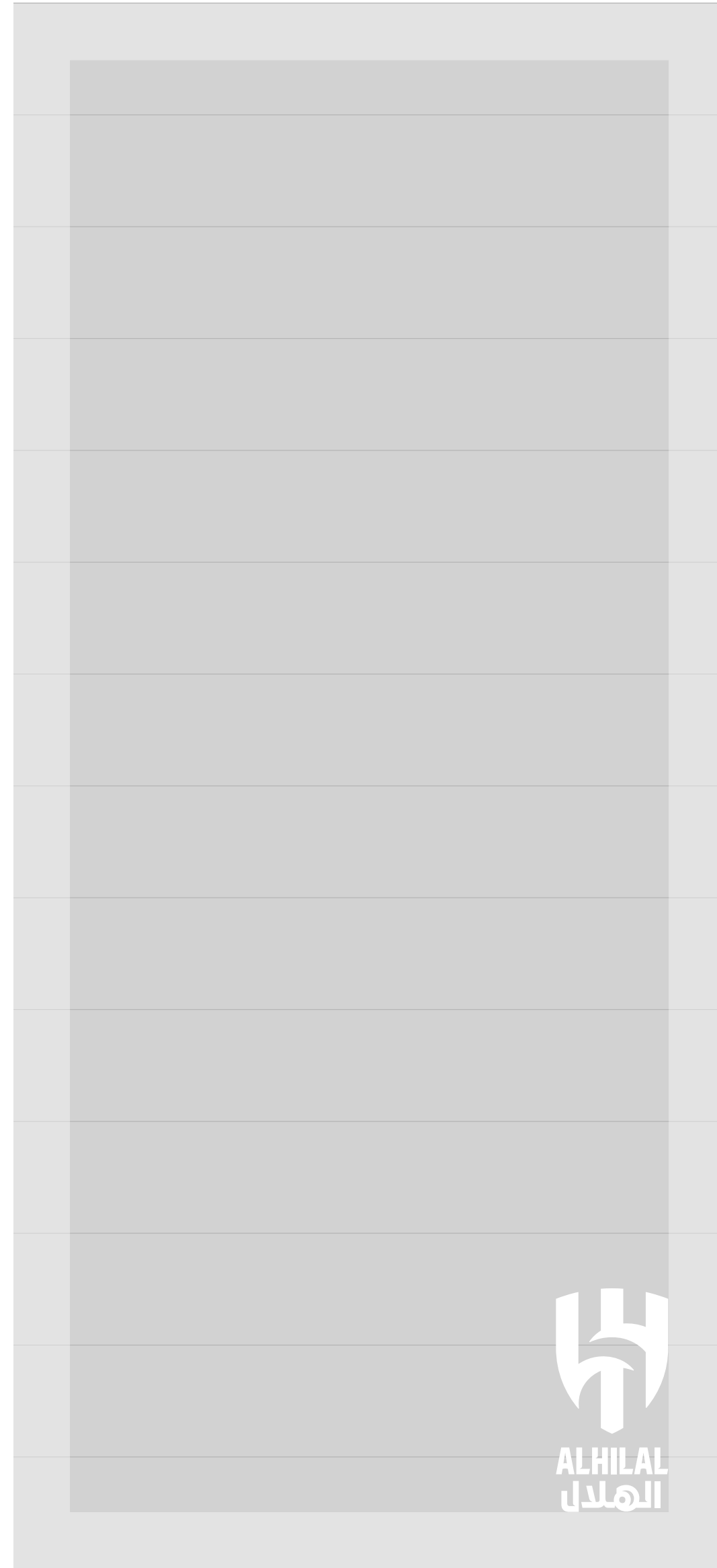
Example build up: several formats

- Following the previous steps, build your composition by playing with moons, shapes and photos in creative ways. This slide shows how flexible the system can be.
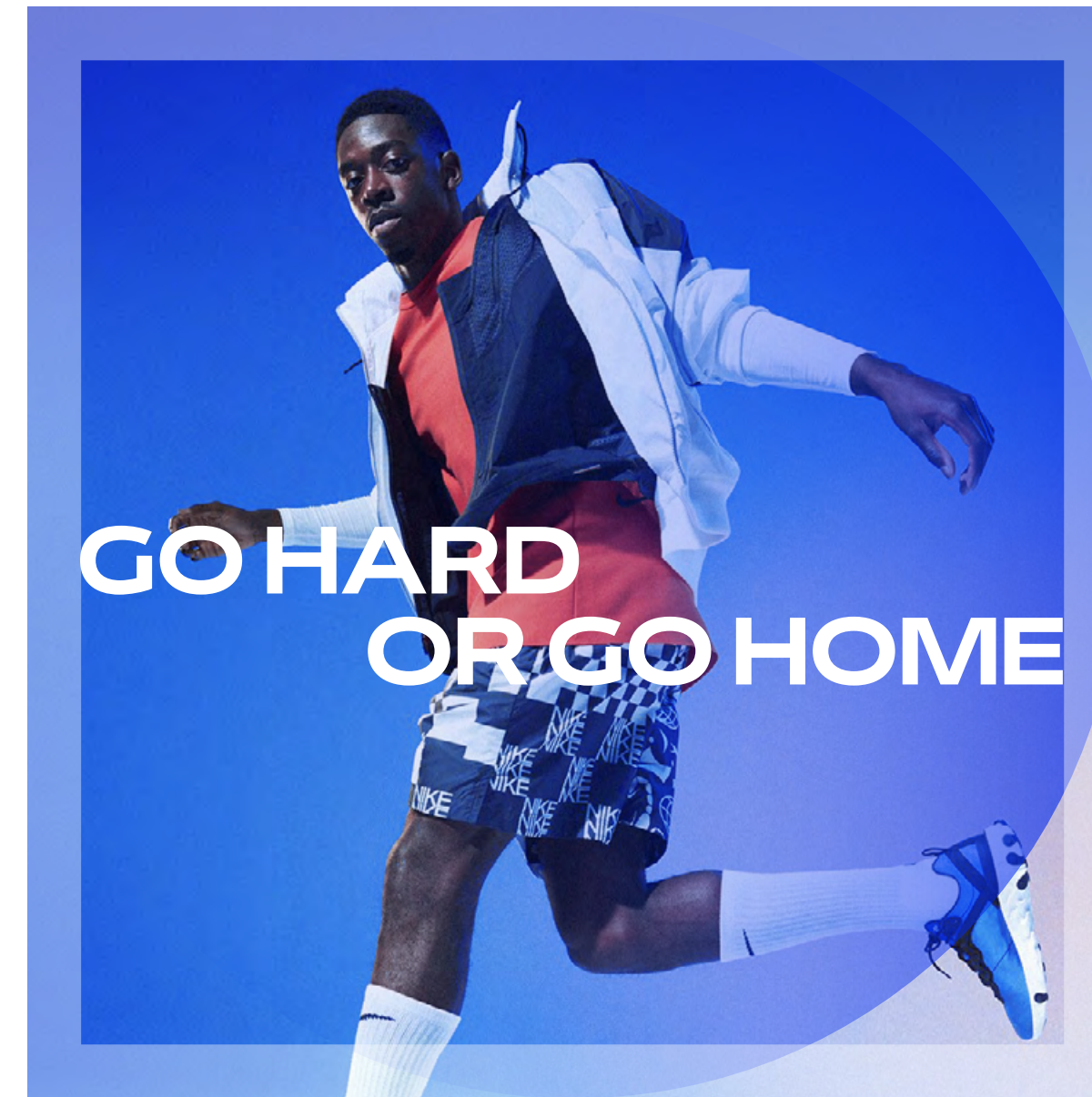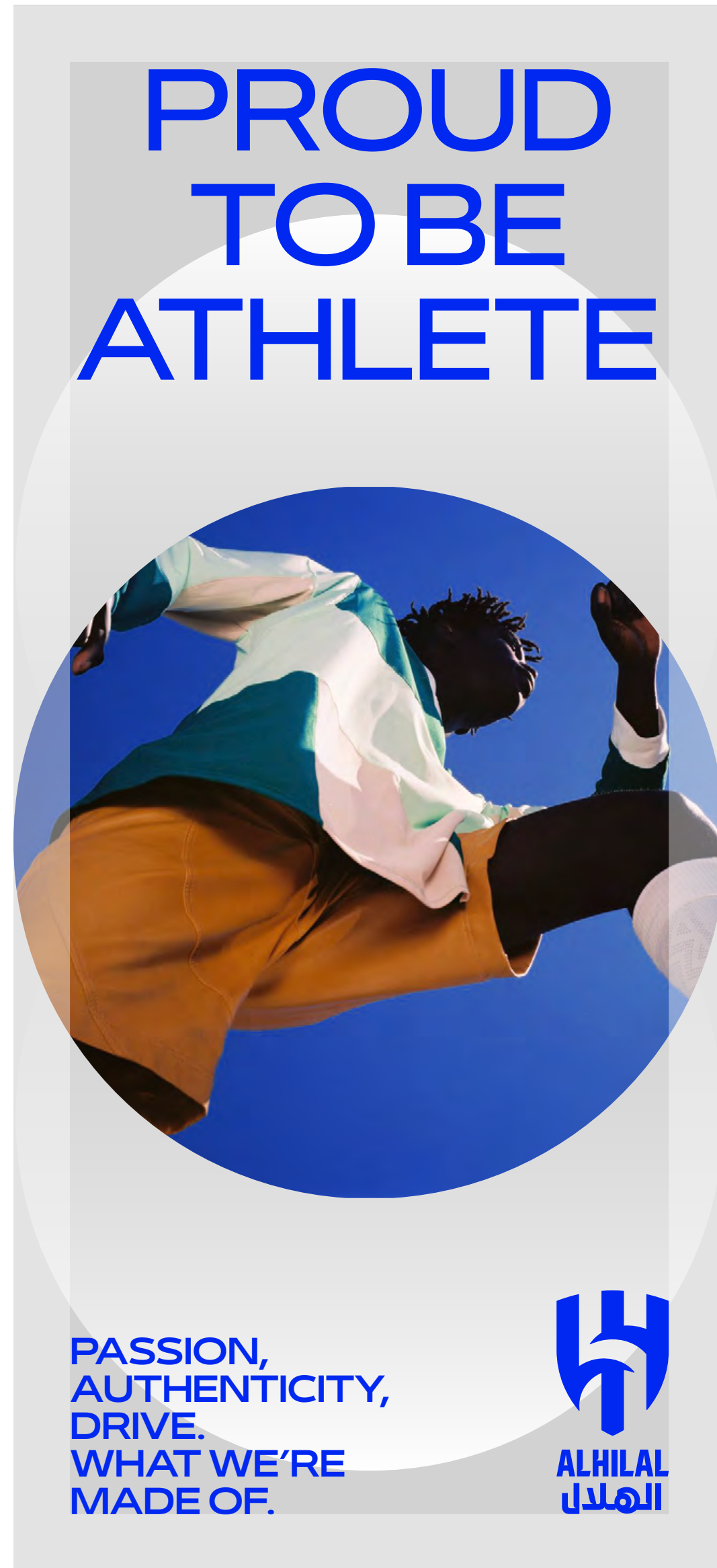
PROUD TO BE ATHLETE

PASSION, AUTHENTICITY, DRIVE. WHAT WE'RE MADE OF.

ALHILAL الهلال

GO HARD OR GO HOME

PROUD TO BE

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod.

alhilal.com

ALHILAL الهلال

ONE TEAM ONE LEGACY

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod.

alhilal.com

⚠ Images without usage rights, for reference only, to show the photographic style.

Example build up: several formats

- Well done! you have now created your artworks.
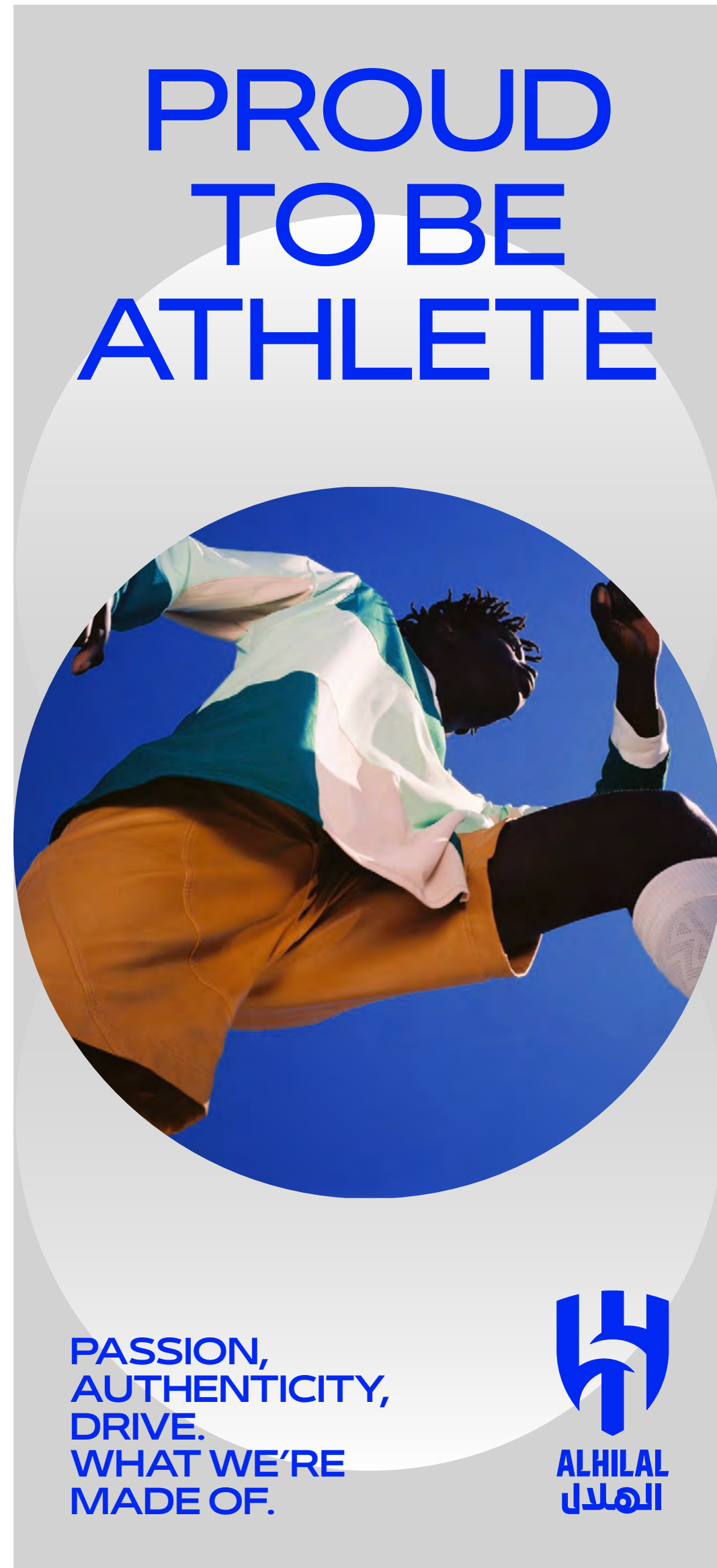
PROUD
TO BE
ATHLETE

PASSION,
AUTHENTICITY,
DRIVE.
WHAT WE'RE
MADE OF.

ALHILAL
الهلال

GO HARD
OR GO HOME

PROUD
TO BE

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit, sed
diam nonummy nibh euismod.

alhilal.com

ALHILAL
الهلال

ONE TEAM
ONE LEGACY

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit, sed
diam nonummy nibh euismod.

alhilal.com

ALHILAL
الهلال

08
COBRANDING

08.1
INTRODUCTION

Scenarios

There are two scenarios of co-branding:

- Shared leadership (50/50)
- Lead by Alhilal

Each of them expresses a different relationship between the leading brand and the partner. The following rules are a guidance to reflect the nature of that relationship.

Categories

Four categories of logos have been defined and each category has different relative proportion due to its design.

If the the logo design is vertical, squared, horizontal or wide, the relative proportion to Alhilal's logotype varies to correctly balance the two logos.

Vertical
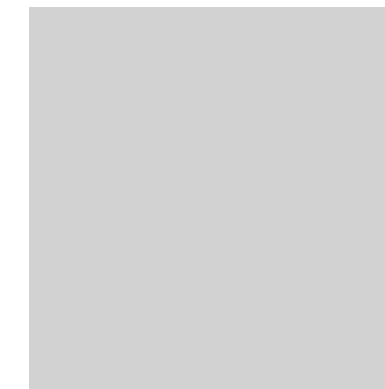
Squared
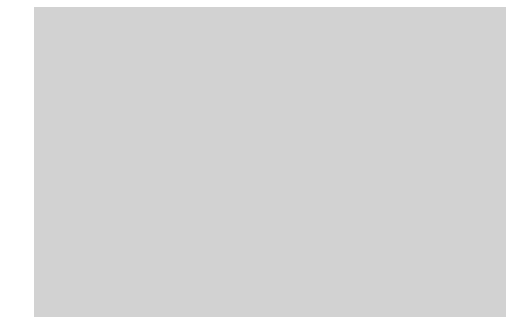
Horizontal
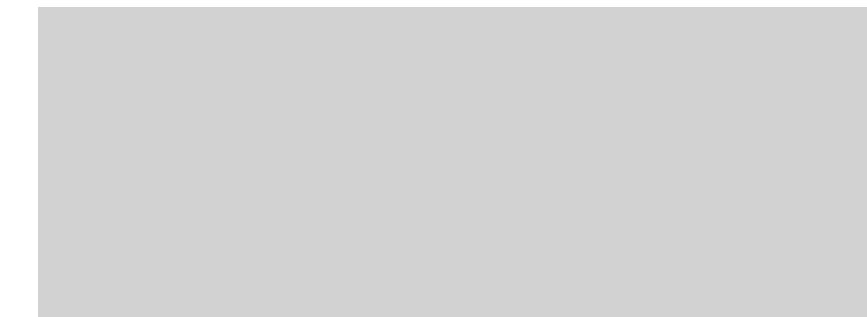
Wide

08.2
SHARED LEADERSHIP

Alhilal's brand is sharing the leadership with the partner, so both brands have the same relevance and for this reason their logotypes should have a similar size.

To achieve the proper balance between logotypes we can follow the structure shown on this page.

In the following pages are shown examples of how to cobrand different categories of logotypes (vertical, squared, horizontal, wide) with our logotype lockup version.
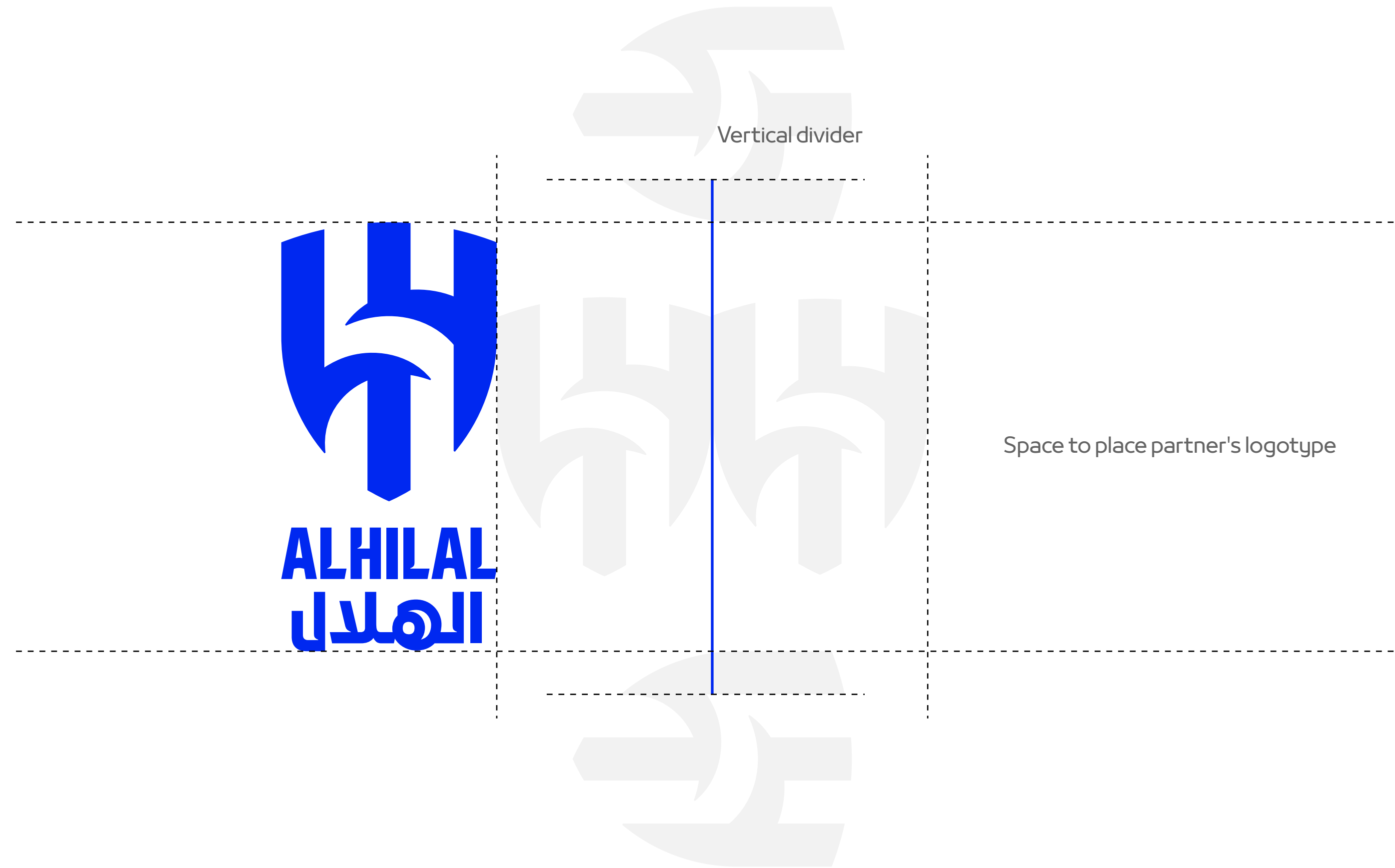
Vertical divider

Space to place partner's logotype

ALHILAL
الهلال

Vertical logotype

This is the relative proportion for a cobranding with vertical logotypes.

The reference (x) is the height of Alhilal's lockup logotype. The relative proportion refers to the partner logotype height.

These percentages are a reference, **visual adjustment is always required** depending on the specific design of the partner logotype.
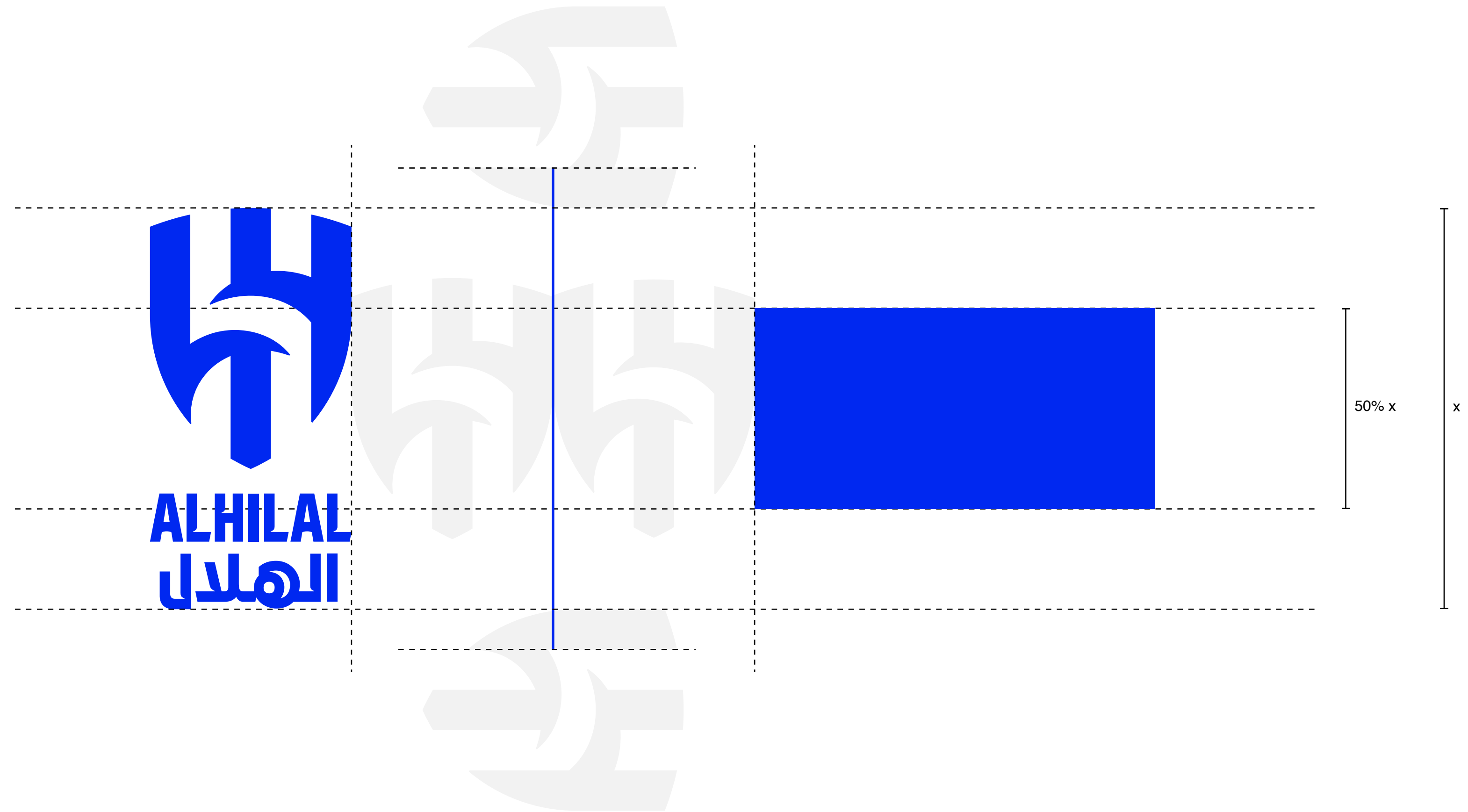
x
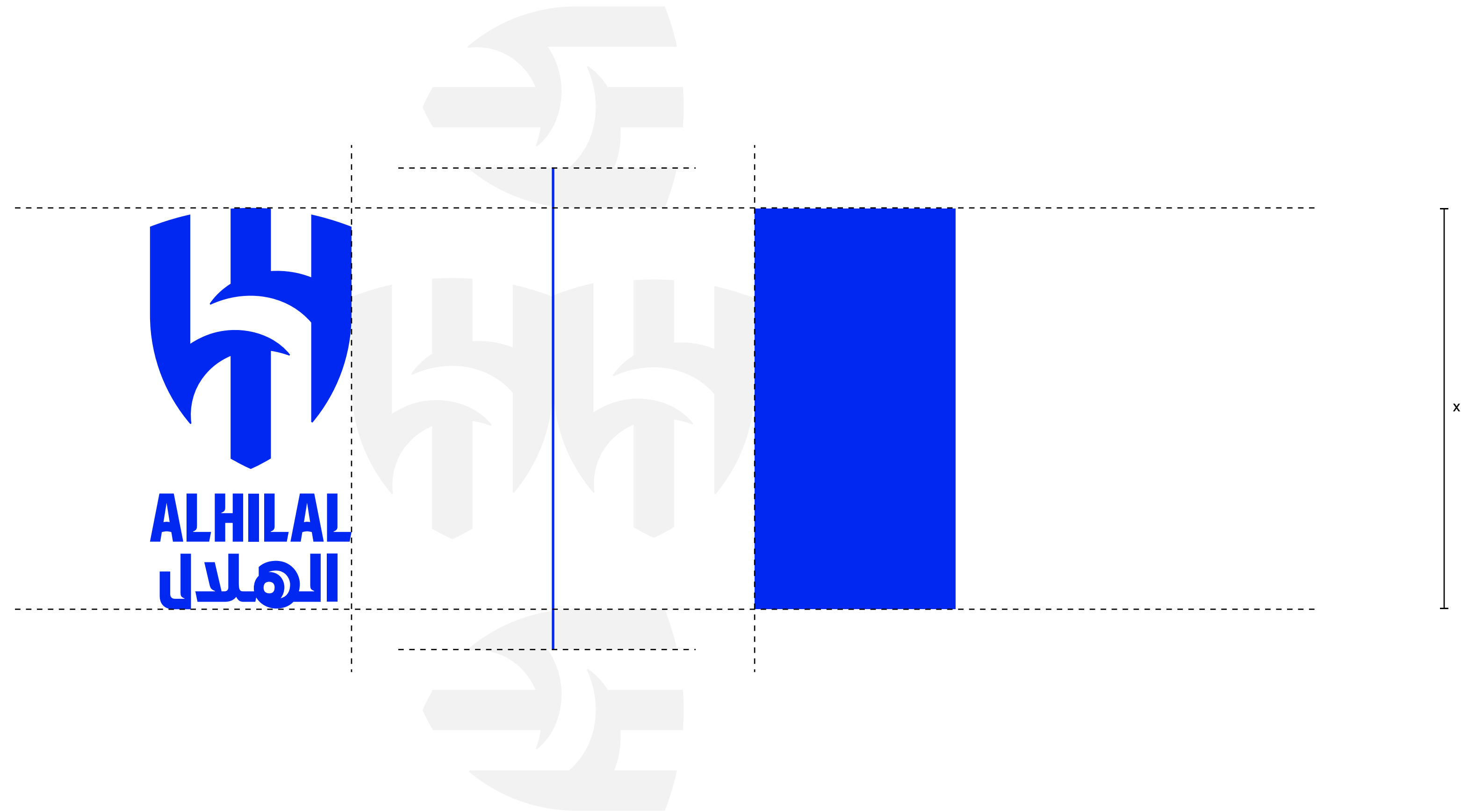
Vertical logotype

This is the relative proportion for a cobranding with vertical logotypes.

The reference (x) is the height of Alhilal's lockup logotype. The relative proportion refers to the partner logotype height.

These percentages are a reference, **visual adjustment is always required** depending on the specific design of the partner logotype.

Vertical logotype

This is the relative proportion for a cobranding with vertical logotypes.

The reference (x) is the height of Alhilal's lockup logotype. The relative proportion refers to the partner logotype height.

These percentages are a reference, **visual adjustment is always required** depending on the specific design of the partner logotype.

Squared logotype

This is the relative proportion for a cobranding with squared logotypes.

The reference (x) is the height of Alhilal's lockup logotype. The relative proportion refers to the partner logotype height.

These percentages are a reference, **visual adjustment is always required** depending on the specific design of the partner logotype.
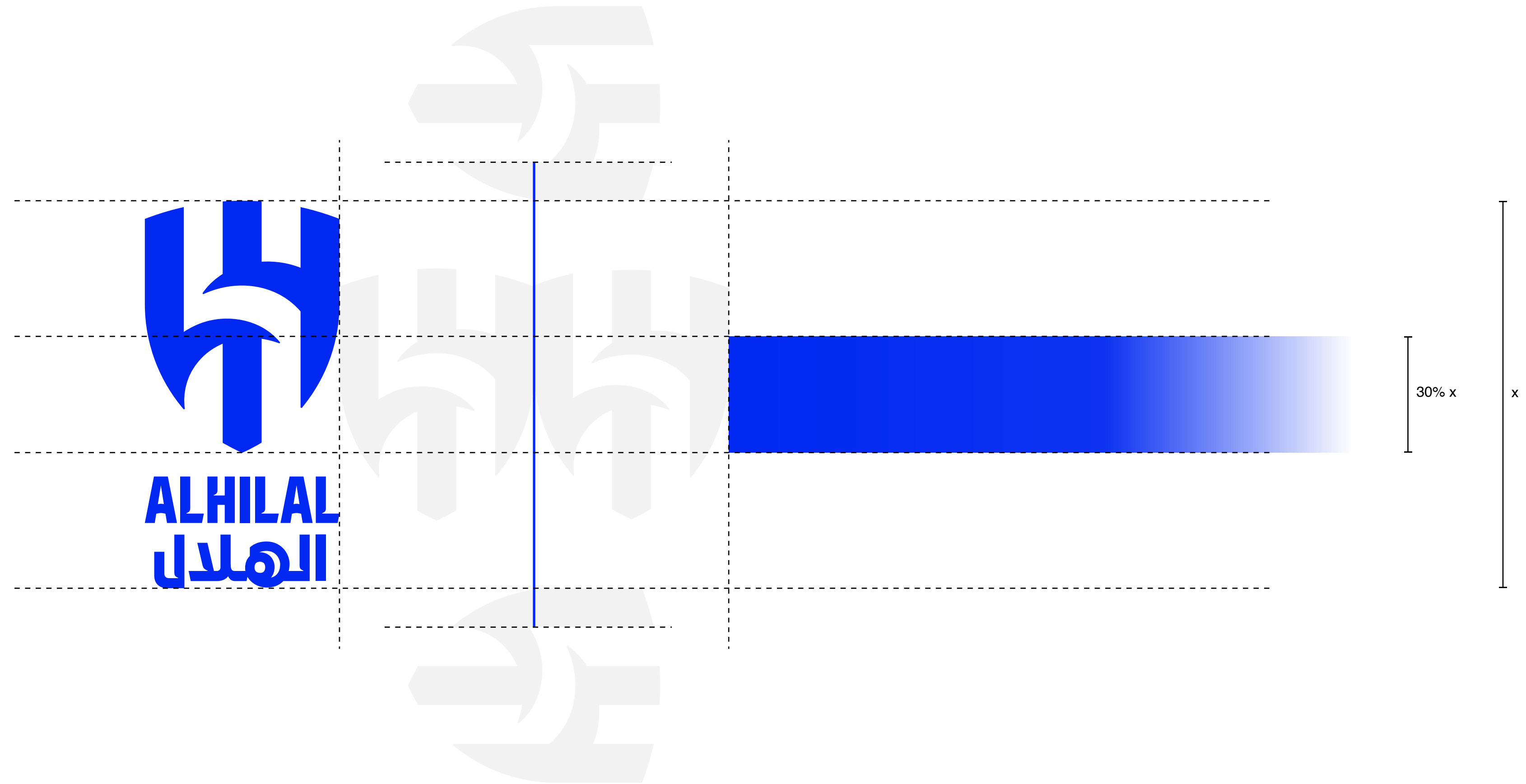
75% x

x

Squared logotype

This is the relative proportion for a cobranding with squared logotypes.

The reference (x) is the height of Alhilal's lockup logotype. The relative proportion refers to the partner logotype height.

These percentages are a reference, **visual adjustment is always required** depending on the specific design of the partner logotype.
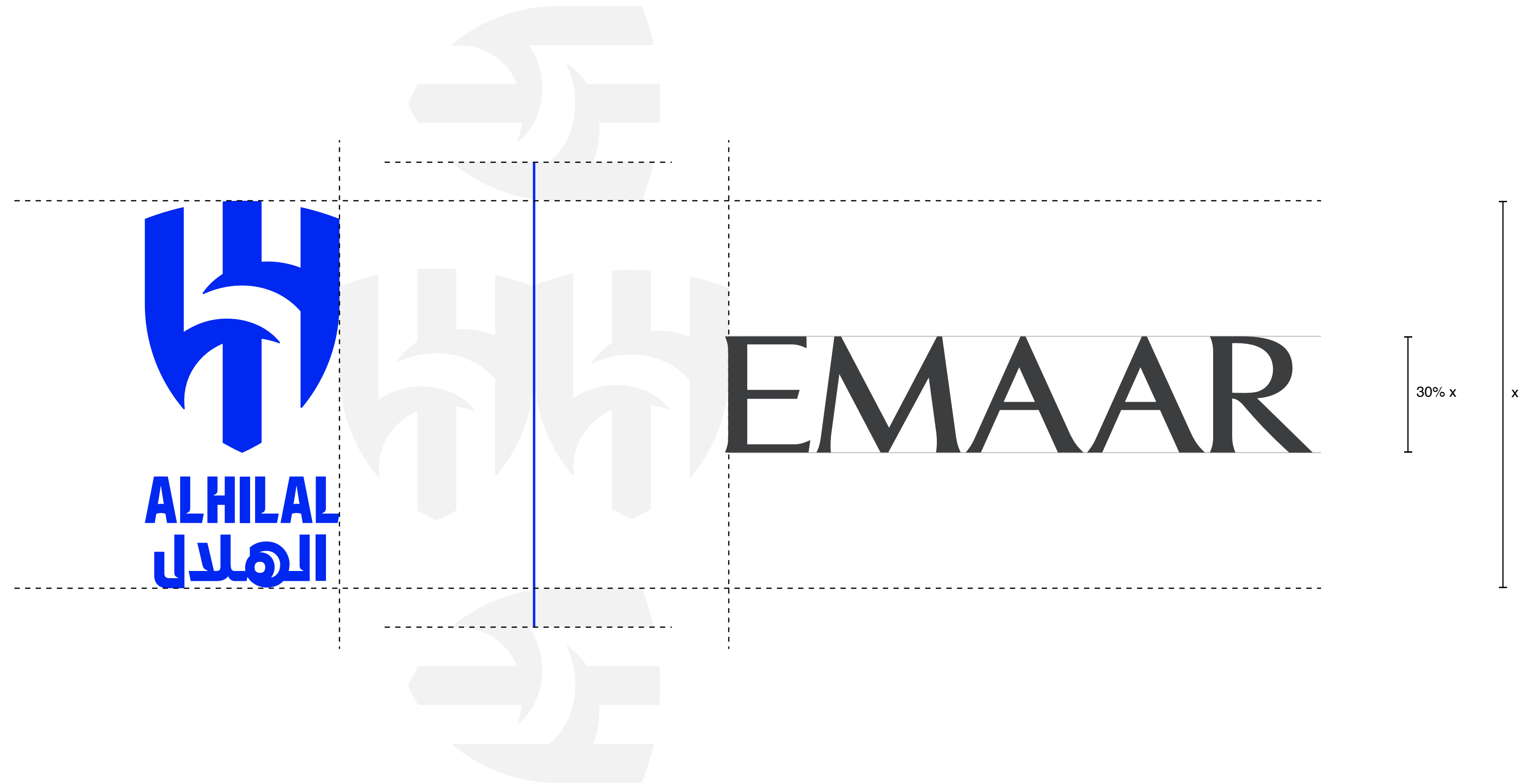
75% x

x

Squared logotype

This is the relative proportion for a cobranding with squared logotypes.

The reference (x) is the height of Alhilal's lockup logotype. The relative proportion refers to the partner logotype height.

These percentages are a reference, **visual adjustment is always required** depending on the specific design of the partner logotype.

Horizontal logotype

This is the relative proportion for a cobranding with horizontal logotypes.

The reference (x) is the height of Alhilal's lockup logotype. The relative proportion refers to the partner logotype height
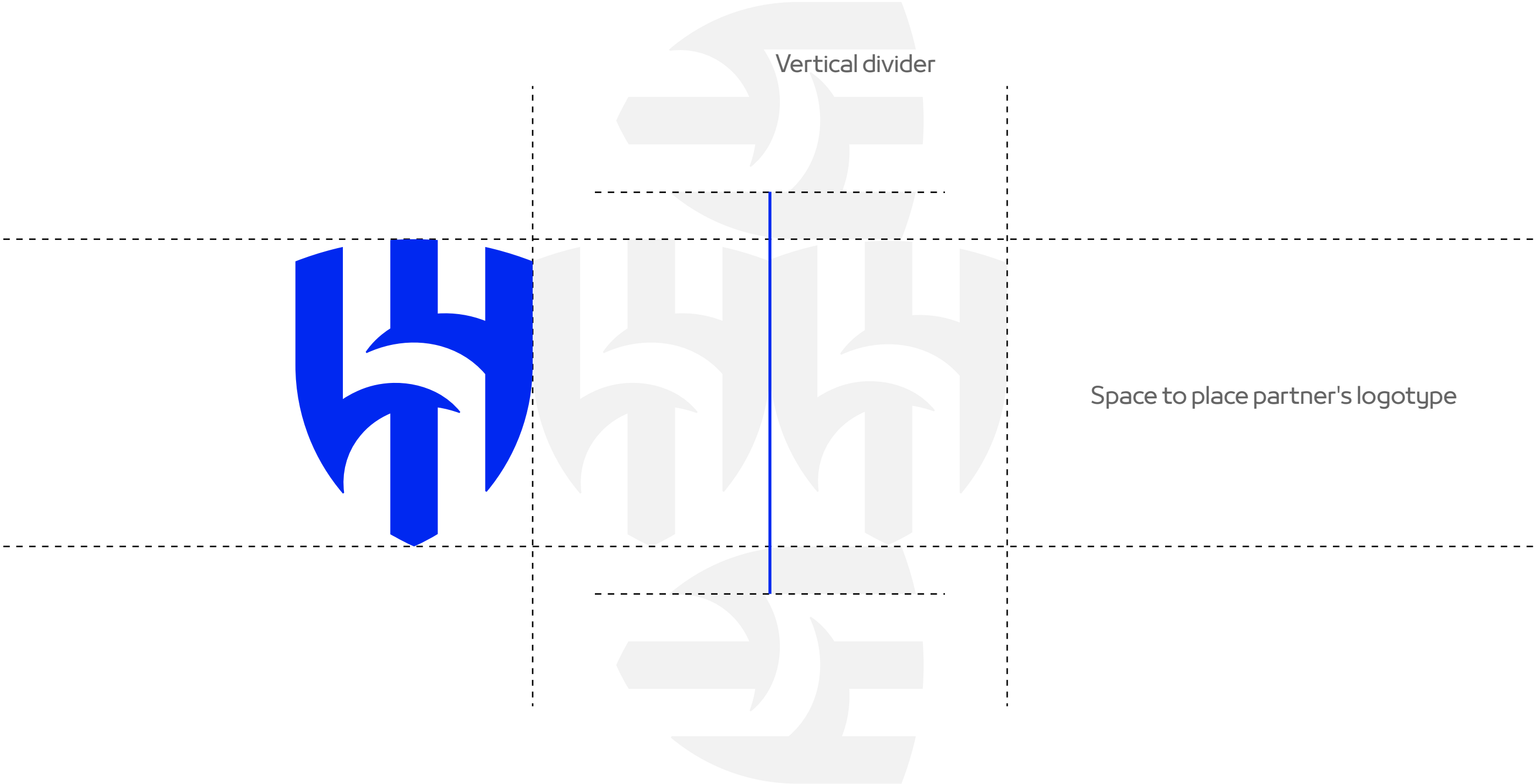
These percentages are a reference, **visual adjustment is always required** depending on the specific design of the partner logotype.

50% x

x

Horizontal logotype

This is the relative proportion for a cobranding with horizontal logotypes.

The reference (x) is the height of Alhilal's lockup logotype. The relative proportion refers to the partner logotype height

These percentages are a reference, **visual adjustment is always required** depending on the specific design of the partner logotype.

50% x

x

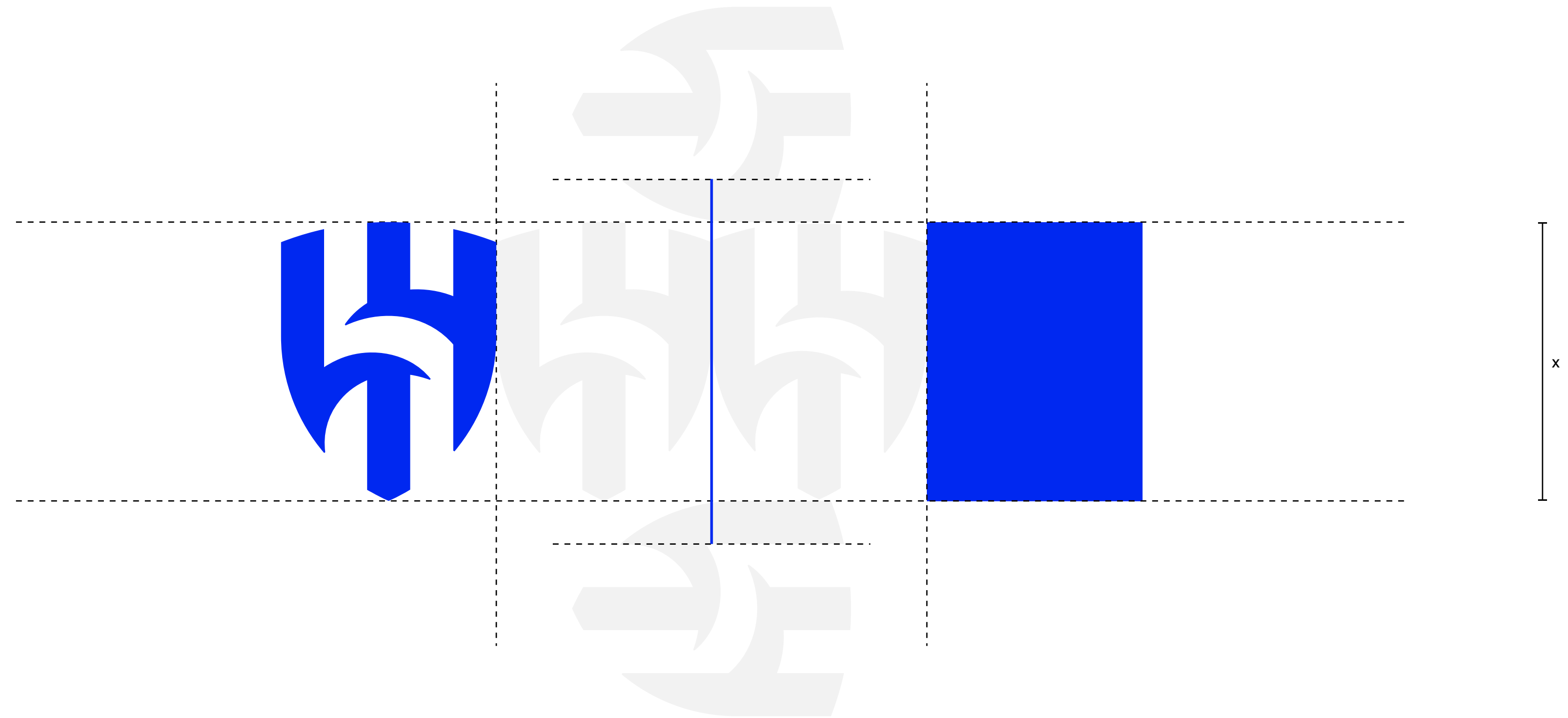## Horizontal logotype

This is the relative proportion for a cobranding with horizontal logotypes.

The reference (x) is the height of Alhilal's lockup logotype. The relative proportion refers to the partner logotype height

These percentages are a reference, **visual adjustment is always required** depending on the specific design of the partner logotype.

Wide logotype

This is the relative proportion for a cobranding with horizontal logotypes.

The reference (x) is the height of Alhilal's lockup logotype. The relative proportion refers to the partner logotype height

These percentages are a reference, **visual adjustment is always required** depending on the specific design of the partner logotype.
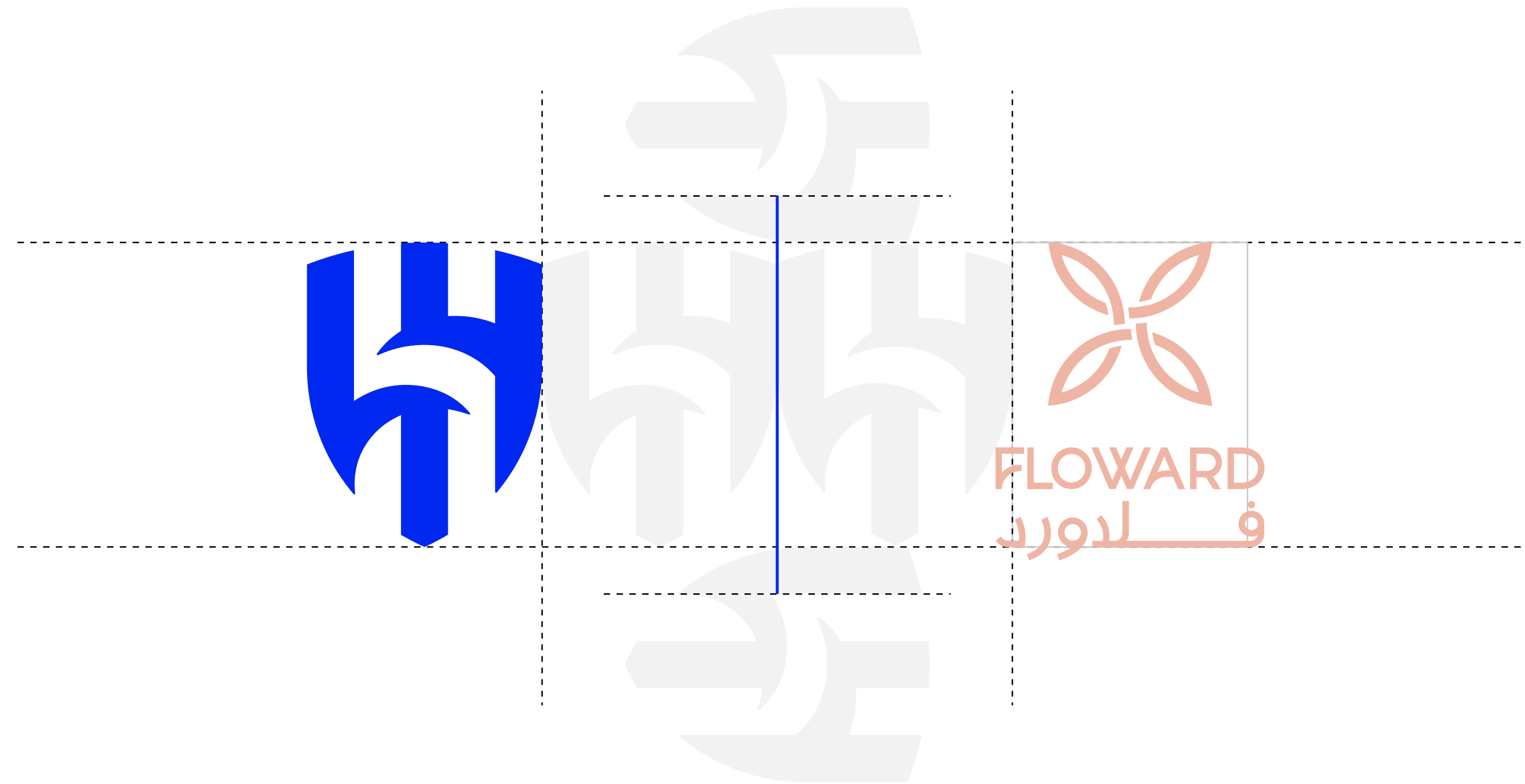
ALHILAL
الهلال

30% x

x

Wide logotype

This is the relative proportion for a cobranding with horizontal logotypes.

The reference (x) is the height of Alhilal's lockup logotype. The relative proportion refers to the partner logotype height

These percentages are a reference, **visual adjustment is always required** depending on the specific design of the partner logotype.

30% x

x

Wide logotype

This is the relative proportion for a cobranding with horizontal logotypes.

The reference (x) is the height of Alhilal's lockup logotype. The relative proportion refers to the partner logotype height

These percentages are a reference, **visual adjustment is always required** depending on the specific design of the partner logotype.
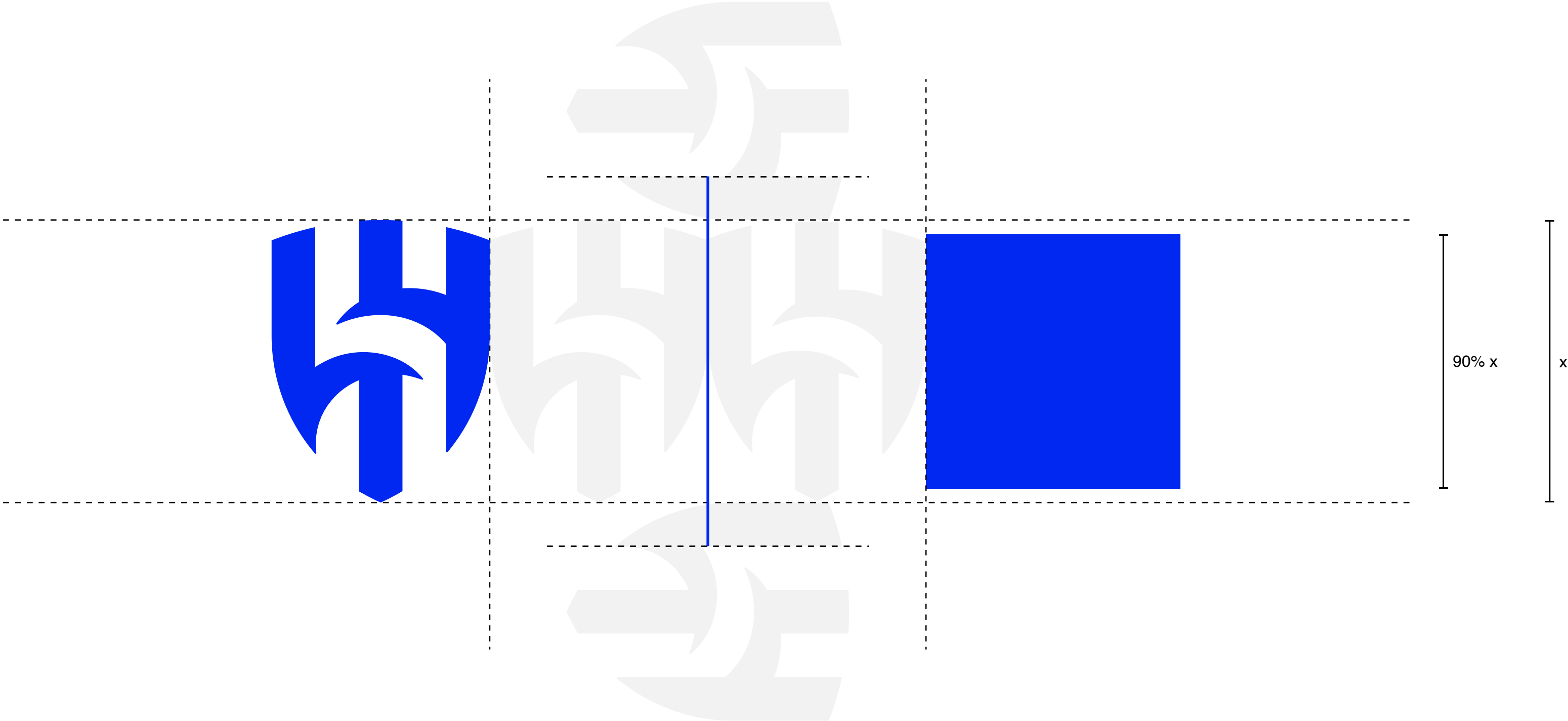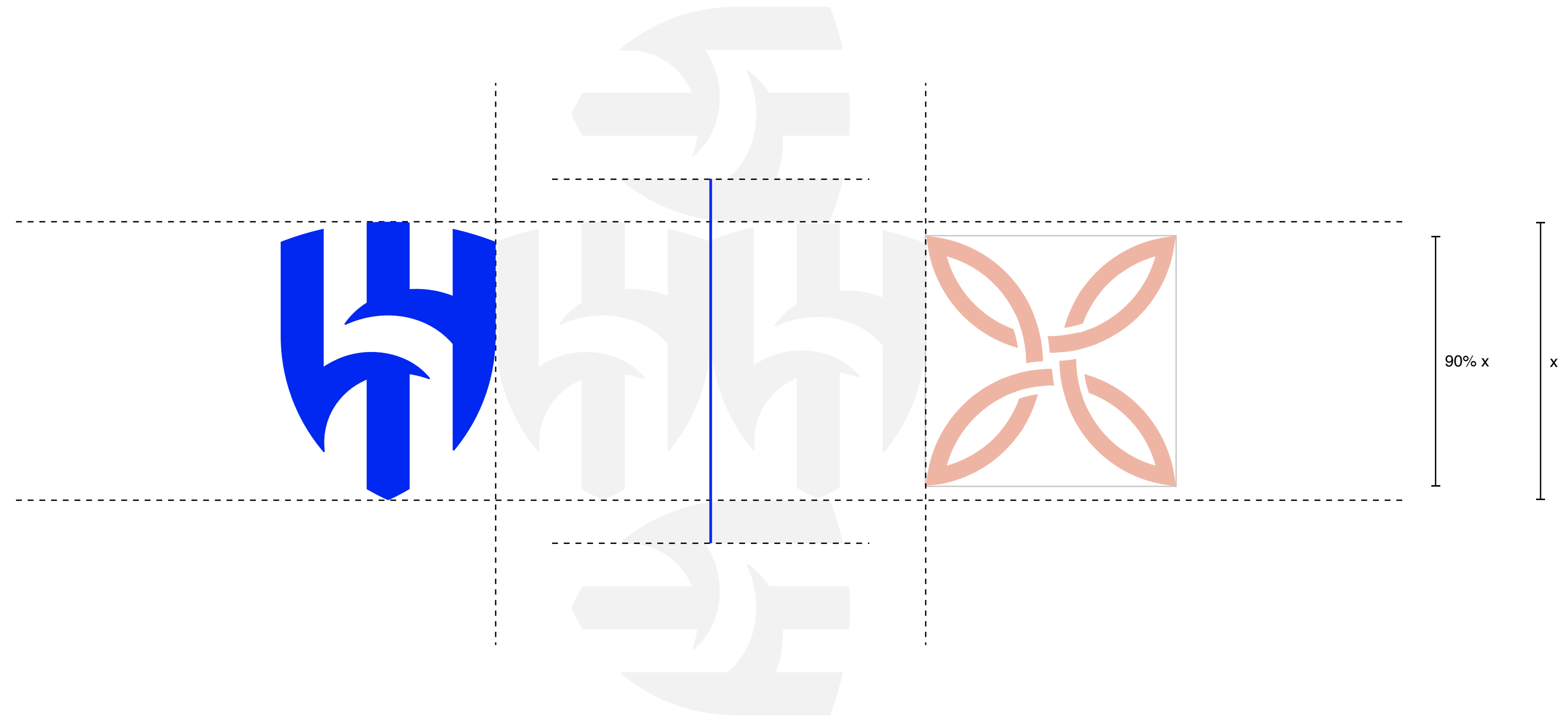
Alhilal's brand is sharing the leadership with the partner, so both brands have the same relevance and for this reason their logotypes should have a similar size.

To achieve the proper balance between logotypes we can follow the structure shown on this page.

In the following pages are shown examples of how to cobrand different categories of logotypes (vertical, squared, horizontal, wide) with our symbol.

Vertical divider

Space to place partner's logotype

Vertical logotype

This is the relative proportion for a cobranding with vertical logotypes.

The reference (x) is the height of Alhilal's symbol. The relative proportion refers to the partner logotype height.

These percentages are a reference, **visual adjustment is always required** depending on the specific design of the partner logotype.
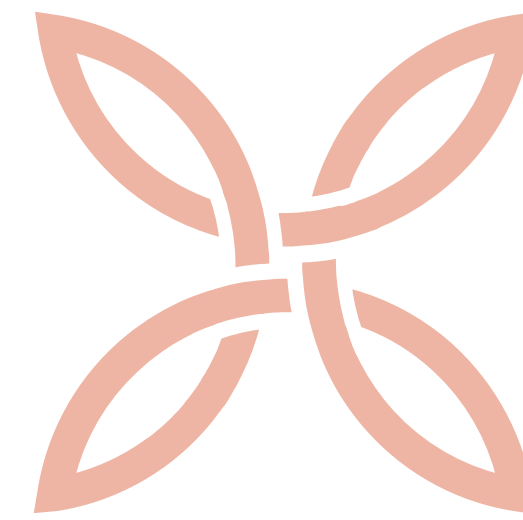
x

Vertical logotype

This is the relative proportion for a cobranding with vertical logotypes.

The reference (x) is the height of Alhilal's symbol. The relative proportion refers to the partner logotype height.

These percentages are a reference, **visual adjustment is always required** depending on the specific design of the partner logotype.
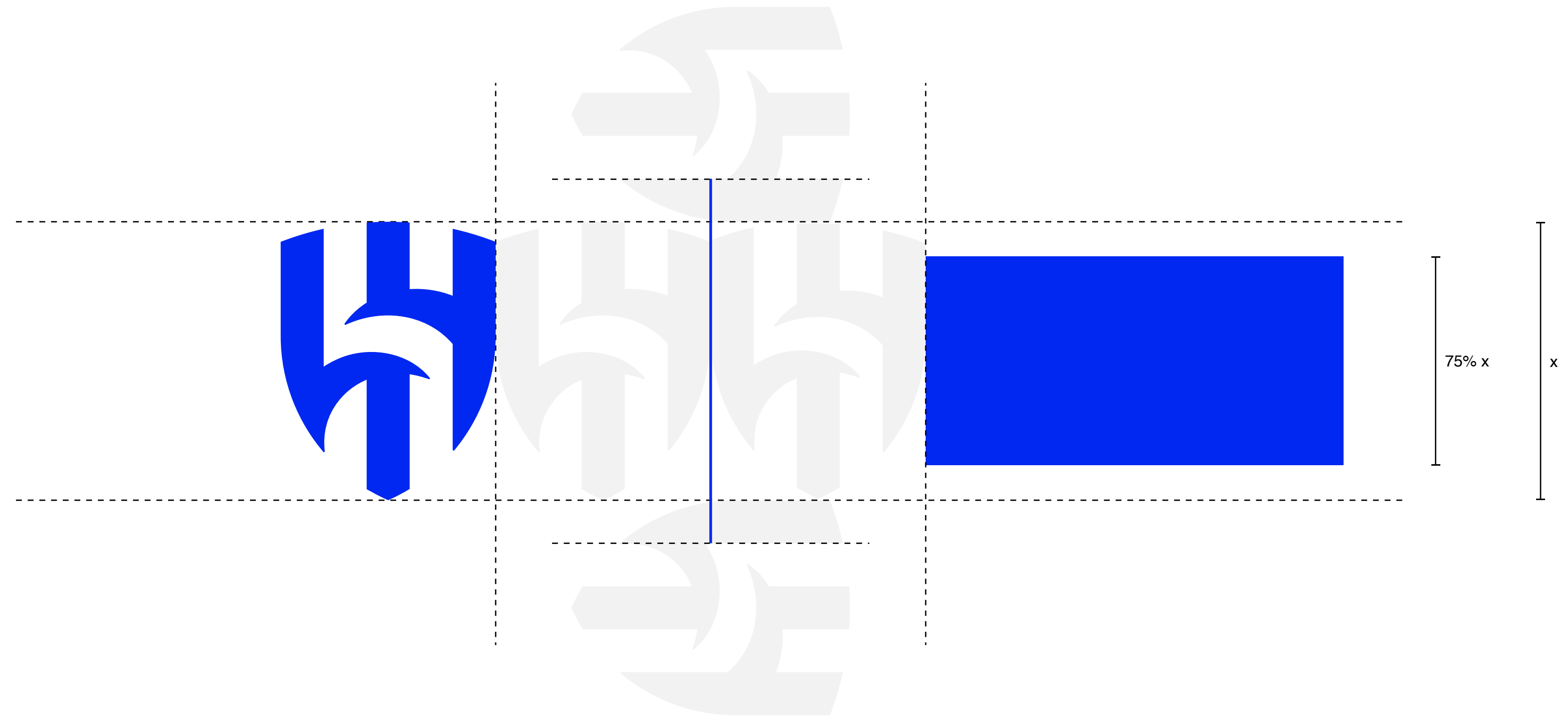
FLOWARD
فـــلاورد

Vertical logotype

This is the relative proportion for a cobranding with vertical logotypes.

The reference (x) is the height of Alhilal's symbol. The relative proportion refers to the partner logotype height.

These percentages are a reference, **visual adjustment is always required** depending on the specific design of the partner logotype.
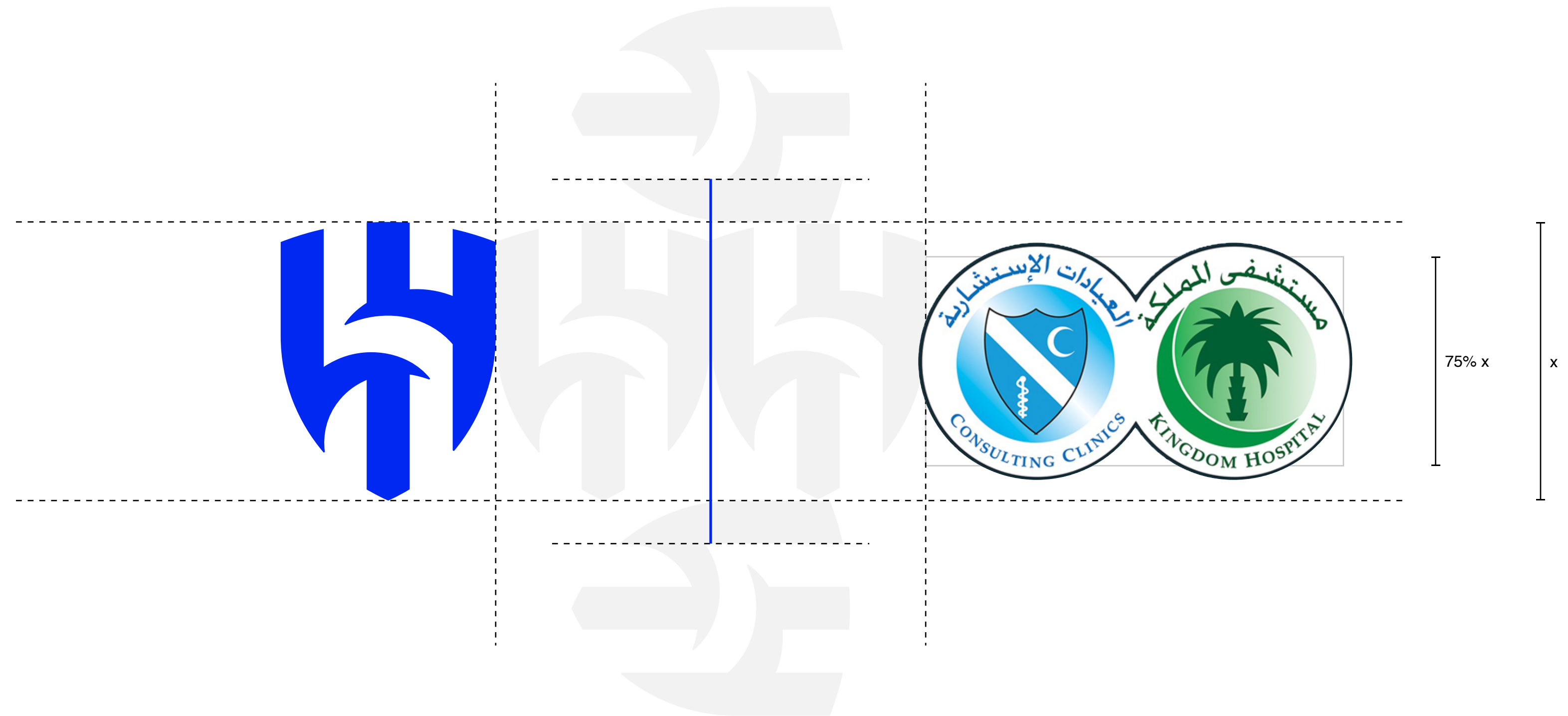
Squared logotype

This is the relative proportion for a cobranding with squared logotypes.

The reference (x) is the height of Alhilal's symbol. The relative proportion refers to the partner logotype height.

These percentages are a reference, **visual adjustment is always required** depending on the specific design of the partner logotype.

90% x

x

Squared logotype

This is the relative proportion for a cobranding with squared logotypes.

The reference (x) is the height of Alhilal's symbol. The relative proportion refers to the partner logotype height.

These percentages are a reference, **visual adjustment is always required** depending on the specific design of the partner logotype.
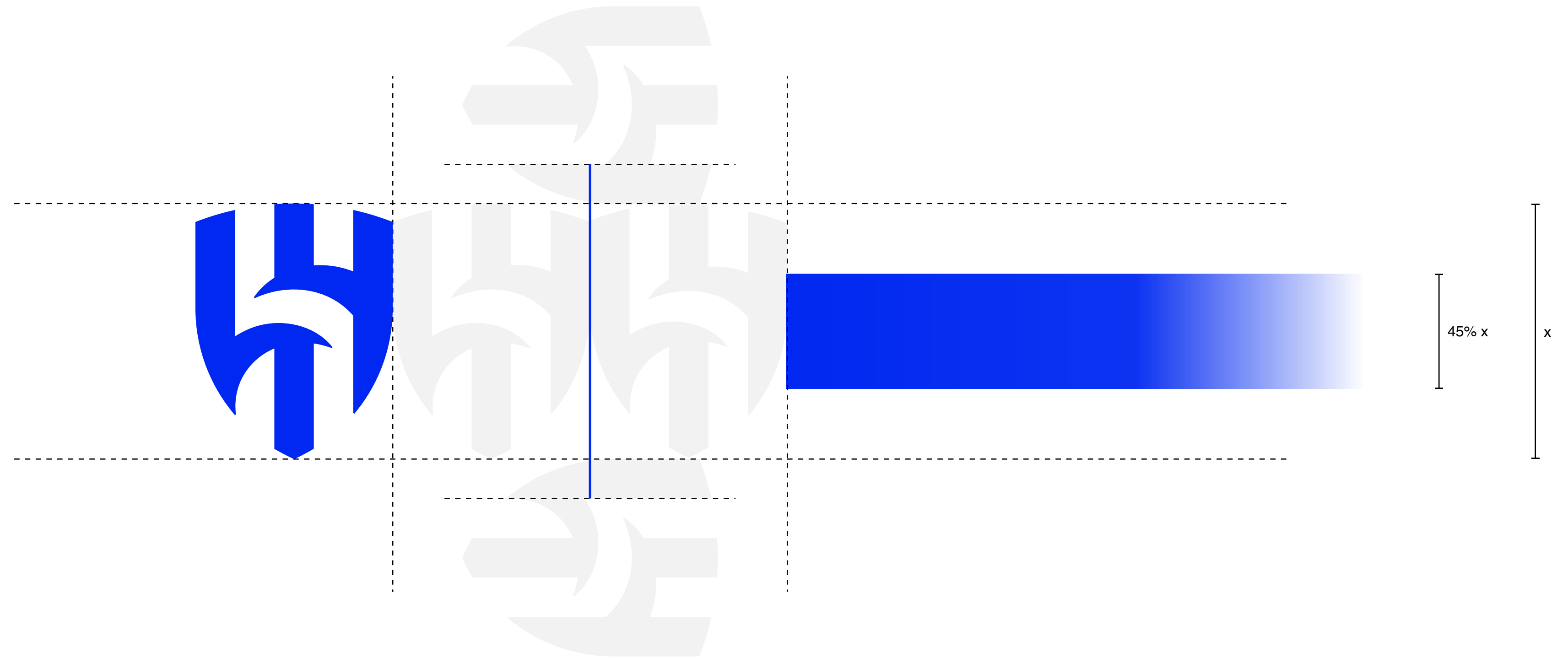
90% x   x

Squared logotype

This is the relative proportion for a
cobranding with squared logotypes.

The reference (x) is the height of Alhilal's
symbol. The relative proportion refers
to the partner logotype height.

These percentages are a reference,
**visual adjustment is always
required** depending on the specific
design of the partner logotype.

Horizontal logotype

This is the relative proportion for a cobranding with horizontal logotypes.

The reference (x) is the height of Alhilal's symbol. The relative proportion refers to the partner logotype height.

These percentages are a reference, **visual adjustment is always required** depending on the specific design of the partner logotype.
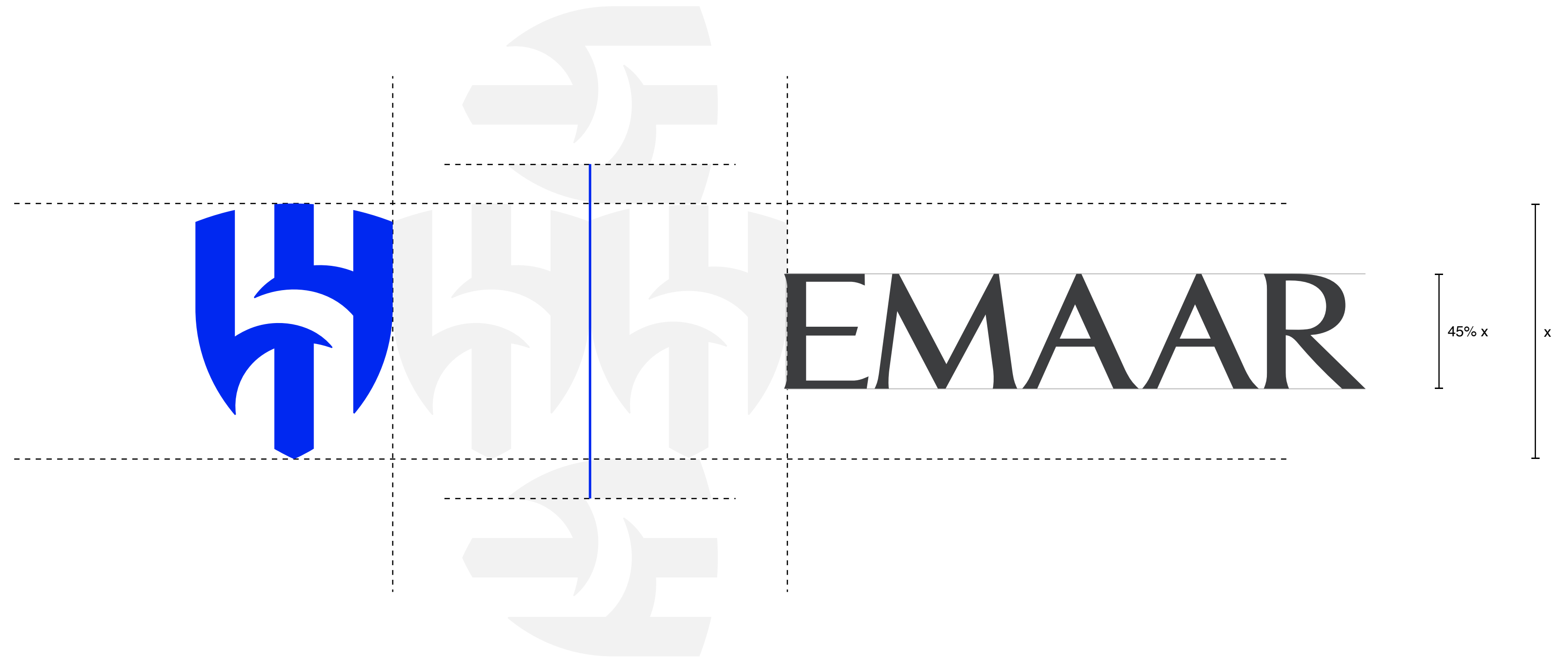
75% x

x

Horizontal logotype

This is the relative proportion for a cobranding with horizontal logotypes.

The reference (x) is the height of Alhilal's symbol. The relative proportion refers to the partner logotype height.

These percentages are a reference, **visual adjustment is always required** depending on the specific design of the partner logotype.

75% x   x

Horizontal logotype

This is the relative proportion for a
cobranding with horizontal logotypes.

The reference (x) is the height of Alhilal's
symbol. The relative proportion refers
to the partner logotype height.

These percentages are a reference,
**visual adjustment is always
required** depending on the specific
design of the partner logotype.

Wide logotype

This is the relative proportion for a cobranding with wide logotypes.

The reference (x) is the height of Alhilal's symbol. The relative proportion refers to the partner logotype height.

These percentages are a reference, **visual adjustment is always required** depending on the specific design of the partner logotype.

45% x

x

Wide logotype

This is the relative proportion for a cobranding with wide logotypes.

The reference (x) is the height of Alhilal's symbol. The relative proportion refers to the partner logotype height.

These percentages are a reference, **visual adjustment is always required** depending on the specific design of the partner logotype.

EMAAR

45% x

x

Wide logotype

This is the relative proportion for a cobranding with wide logotypes.

The reference (x) is the height of Alhilal's symbol. The relative proportion refers to the partner logotype height.

These percentages are a reference, **visual adjustment is always required** depending on the specific design of the partner logotype.

08.3
LEAD BY ALHILAL

When Alhilal leads the communication piece, our logotype should be bigger than the partner's logotype.

To achieve our leading position, first of all, we must align the logotypes as if we were doing a shared leadership cobranding. Once we have the "shared leadership" proportions, we have to scale down the partner's logotype by 50%. If we were doing a cobranding with more than one partner, we must scale them by 40%.

Whenever possible, we should use the monochromatic version of the partner's logotype adopting Alhilal's corporate colors.

Do not use Alhilal's dissociated logo versión for this kind of cobranding. You can use the lockup version or just the symbol.

ALHILAL
الهلال

EMAAR

Cobranding with more than one logotype: scale down to 40%

Cobranding with one logotype: scale down to 50%

EMAAR

EMAAR

التعاونية
Tawuniya

jahez

TEAM

شاورمر
shawarmer

FLOWARD
فــلاورد

In this page is shown an example of a leading by Alhilal cobranding communication piece with one secondary partner.

ONE TEAM
ONE LEGACY

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod.

alhilal.com

In this page is shown an example
of a leading by Alhilal cobranding
communication piece with
five secondary partners.

ONE TEAM
ONE LEGACY

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit, sed
diam nonummy nibh euismod.

alhilal.com

Qiddiya   EMAAR   Tawuniya   jahez   TEAM

In this page is shown an example of a mixed cobranding scenario. There is a shared leadership with Qiddiya and both of them are leading a cobranding with other four secondary partners.

ONE TEAM
ONE LEGACY

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit, sed
diam nonummy nibh euismod.
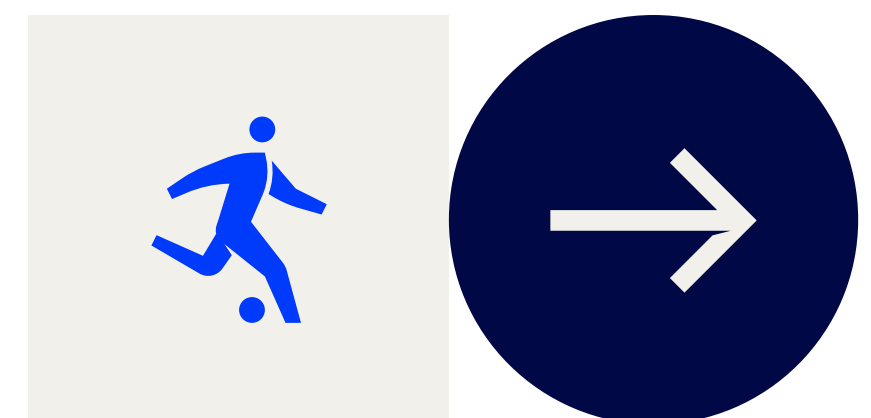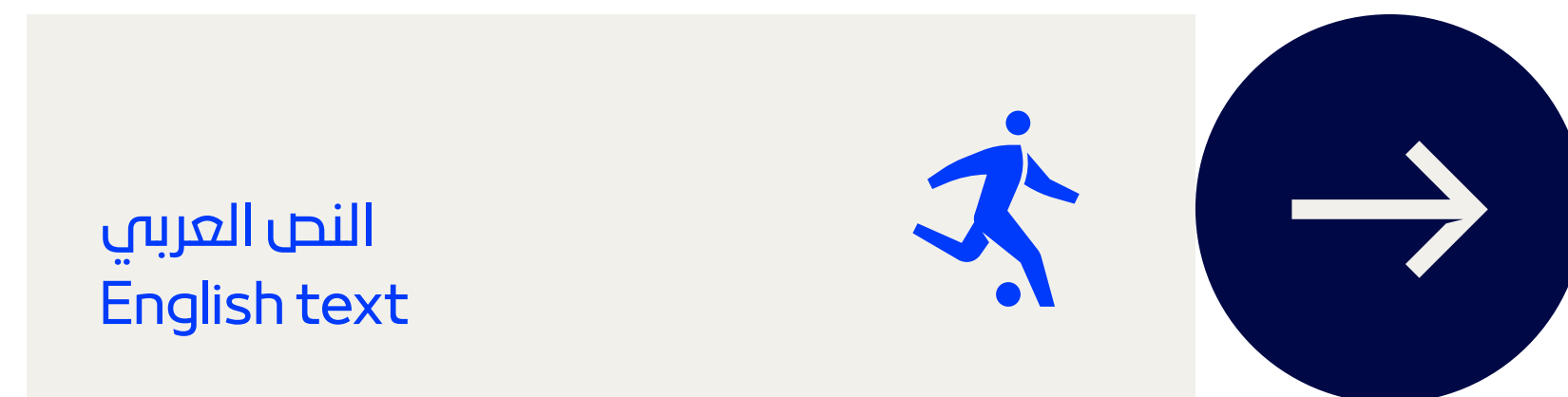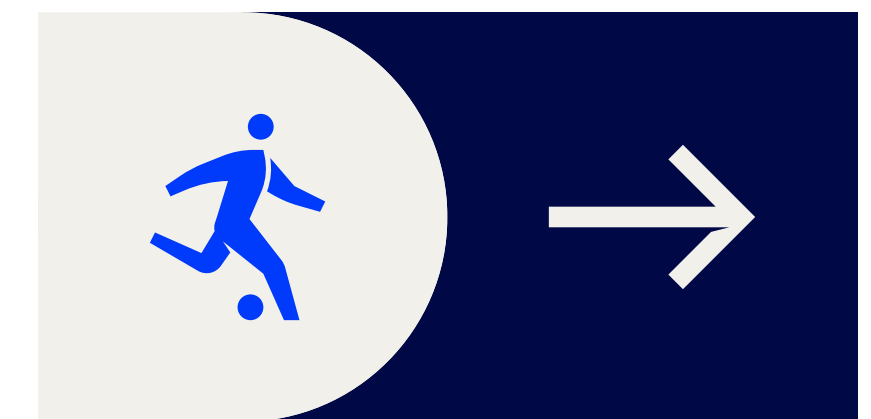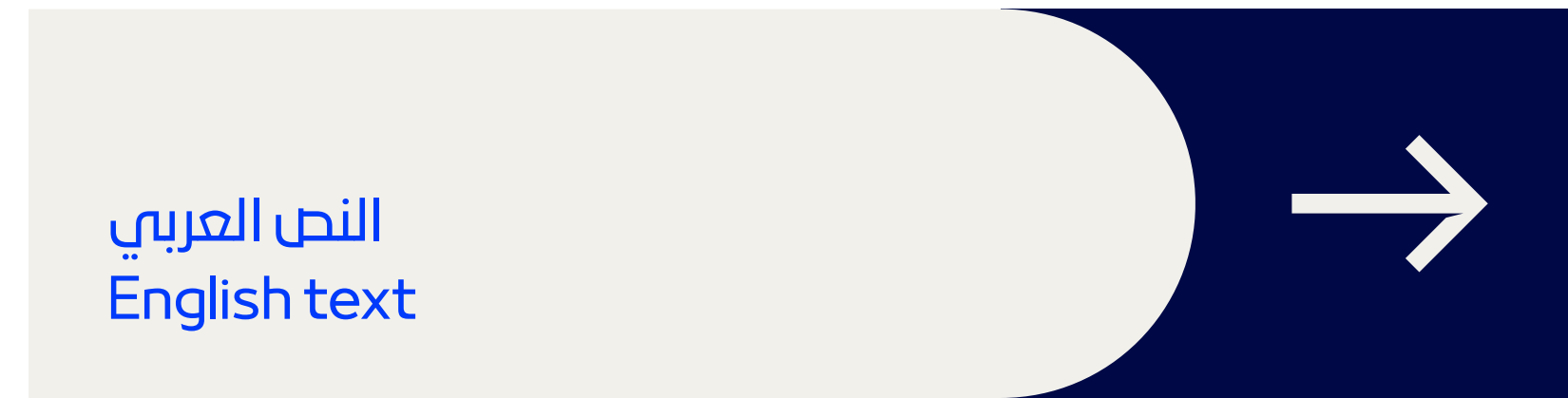
alhilal.com

09
SIGNAGE
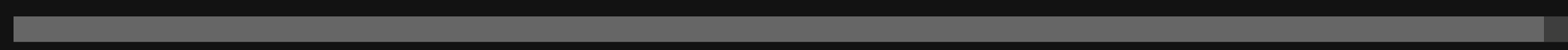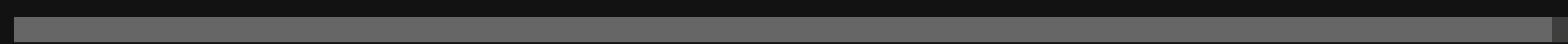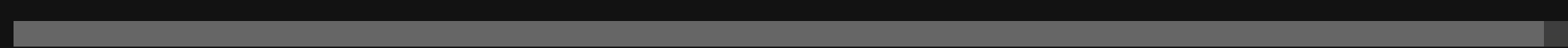
Directional (horizontal version)

On this page are shown the scheme to build up different types of horizontal directionals.

النص العربي
English text

ARROW

النص العربي
English text

ARROW

النص العربي
English text

PICTO

ARROW

PICTO

ARROW

النص العربي
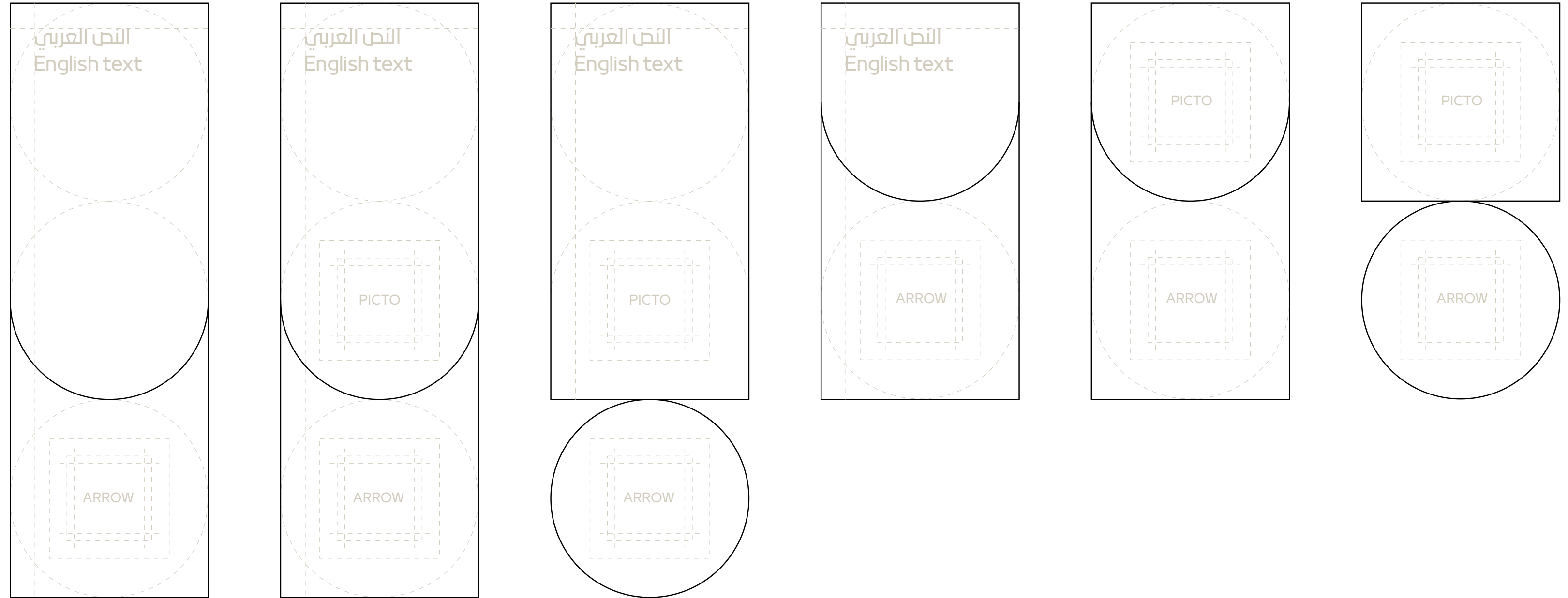English text

PICTO
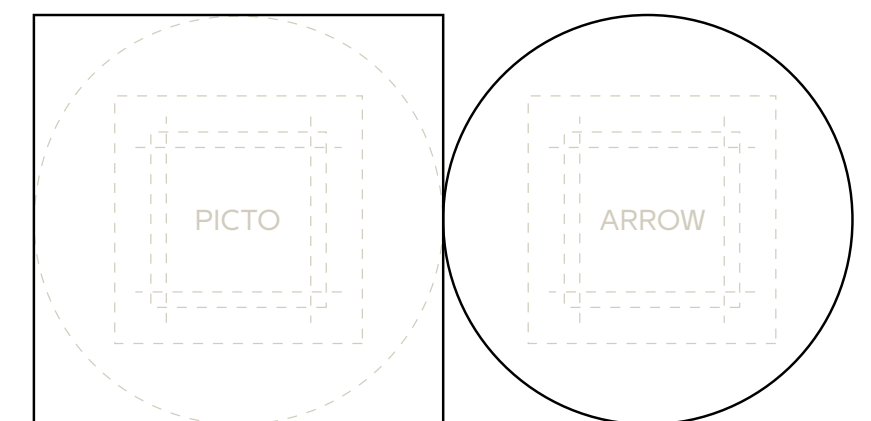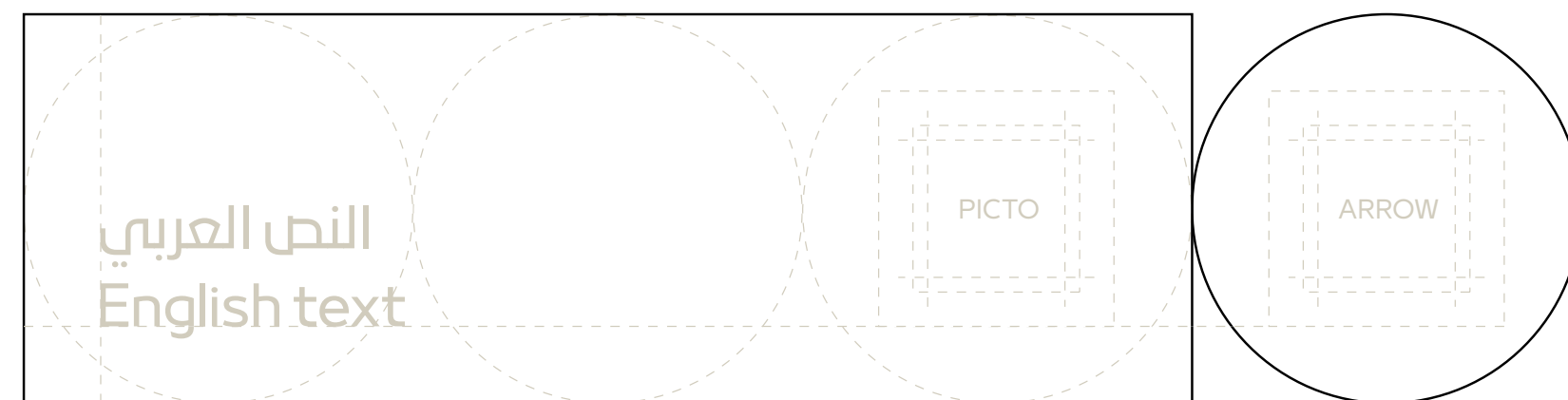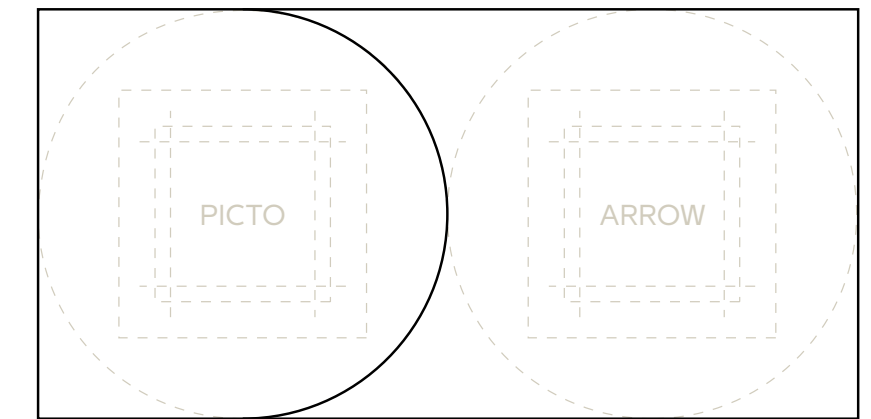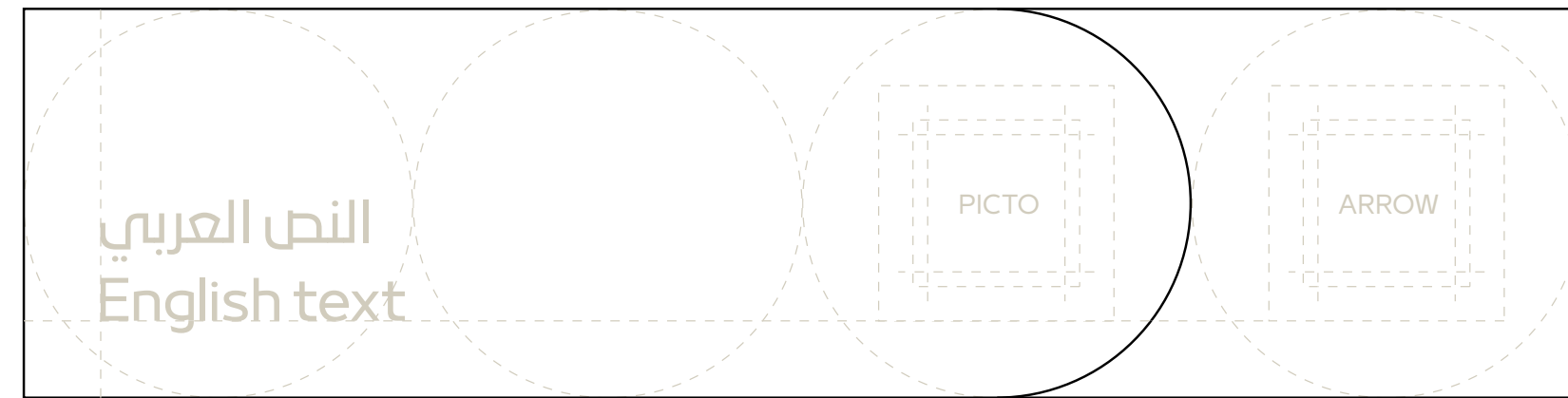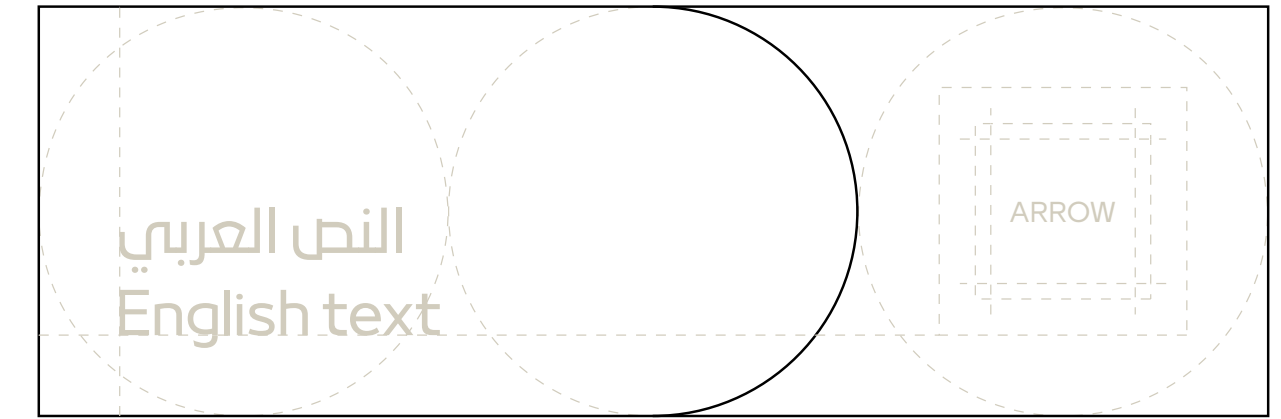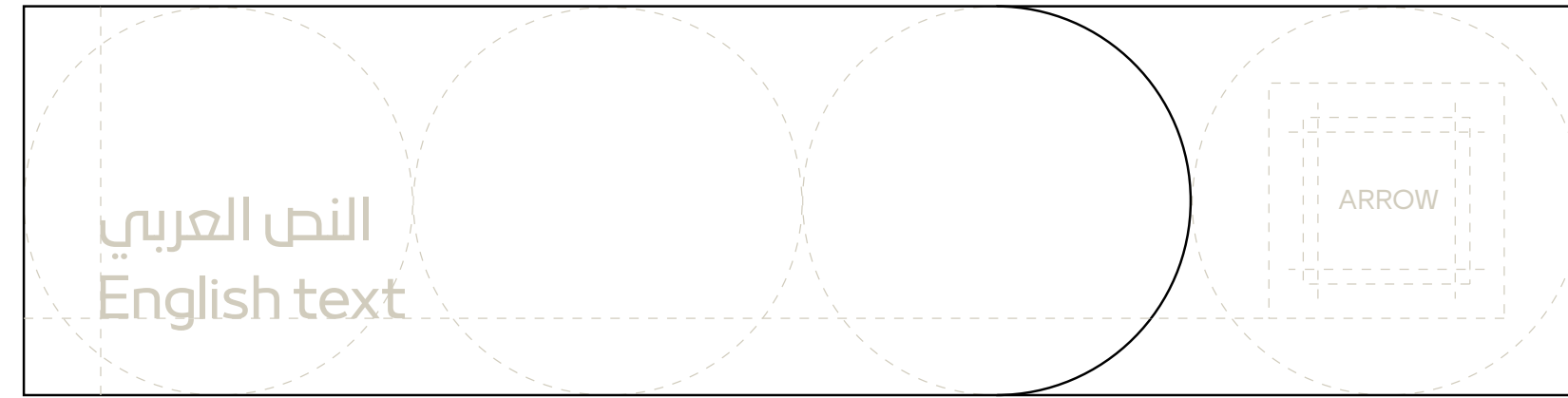
ARROW

PICTO

ARROW

Directional (horizontal version)

The colours in the horizontal signages are: White for arrows and backgrounds. Power Blue for texts and pictograms. Cobalt blue for the backgrounds of the arrows.

النص العربي
English text

النص العربي
English text

النص العربي
English text

النص العربي
English text

النص العربي
English text

النص العربي
English text

Directional (vertical version)

On this page are shown the scheme to build up different types of vertical directionals.

النص العربي
English text

النص العربي
English text

النص العربي
English text

النص العربي
English text

PICTO

PICTO

PICTO

PICTO

PICTO

ARROW

ARROW

ARROW

ARROW

ARROW

ARROW

Directional (vertical version)

The colours in the vertical signages are:
White for arrows and backgrounds.
Power Blue for texts and pictograms.
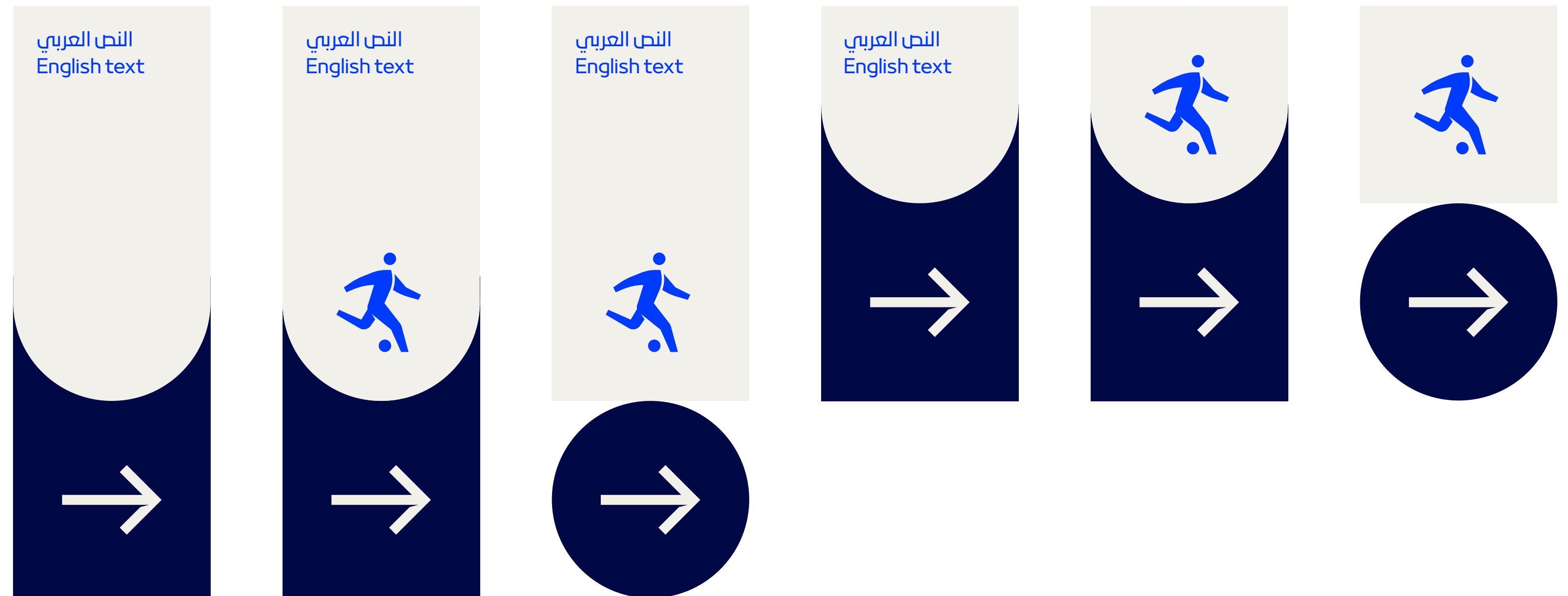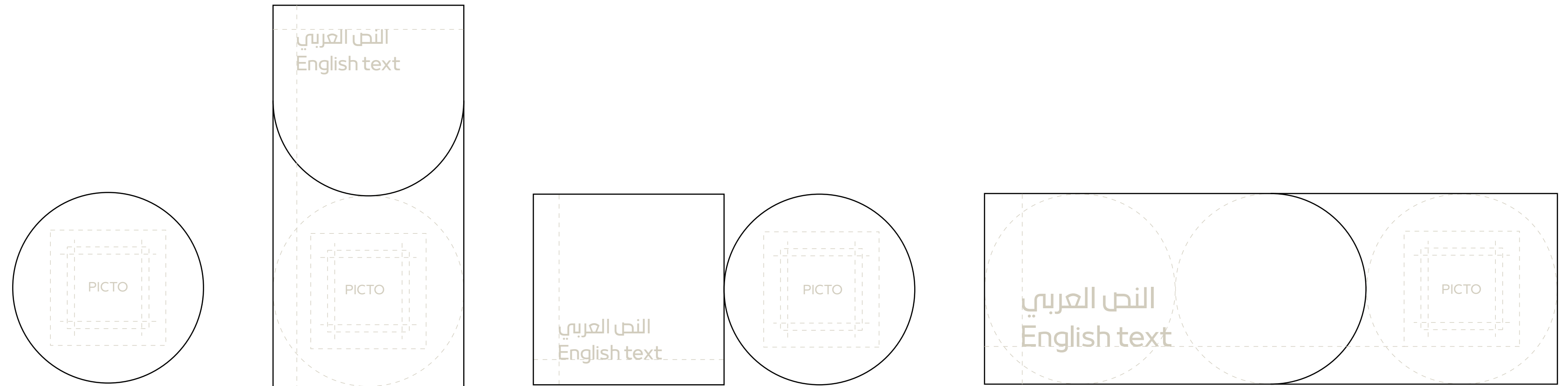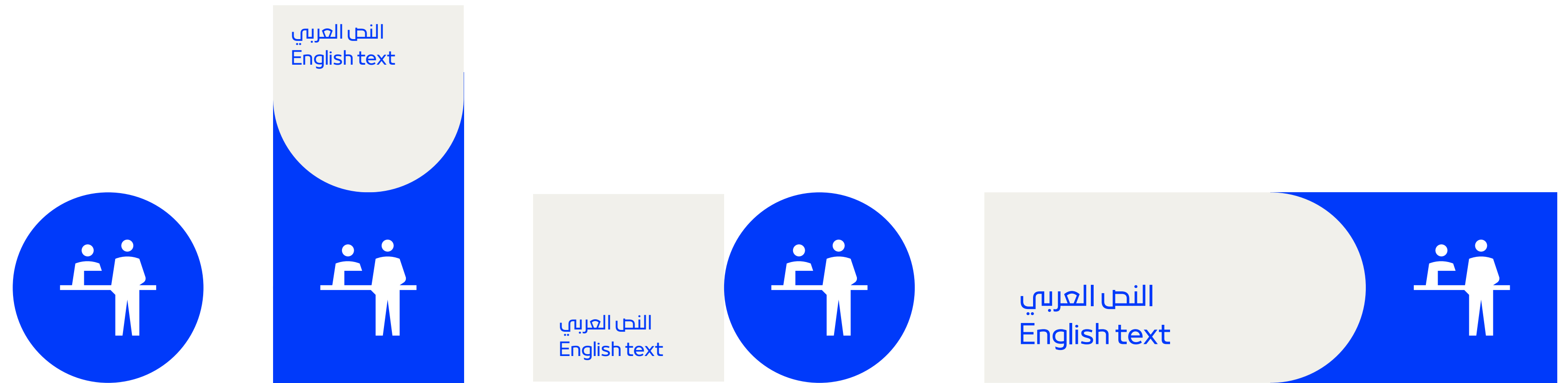Cobalt blue for the backgrounds
of the arrows.

النص العربي
English text

النص العربي
English text

النص العربي
English text

النص العربي
English text

Positional

On this page are shown the scheme to build up different types of positional signage.

النص العربي
English text

PICTO

النص العربي
English text

PICTO

PICTO

النص العربي
English text

PICTO

Positional

The colours in the positional signages
are: White for backgrounds and
pictograms. Power Blue for texts and
backgrounds of the pictograms.

النص العربي
English text

النص العربي
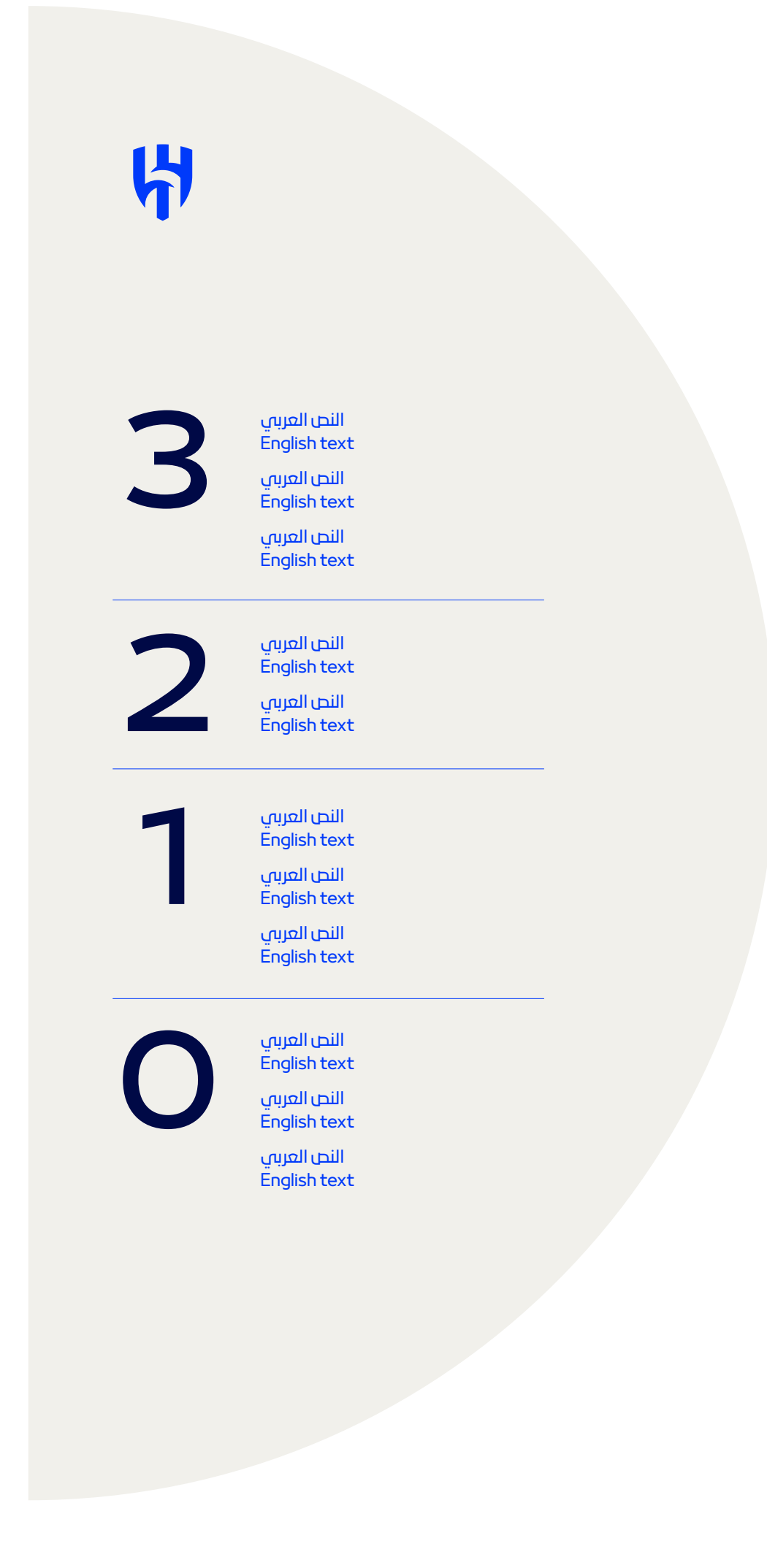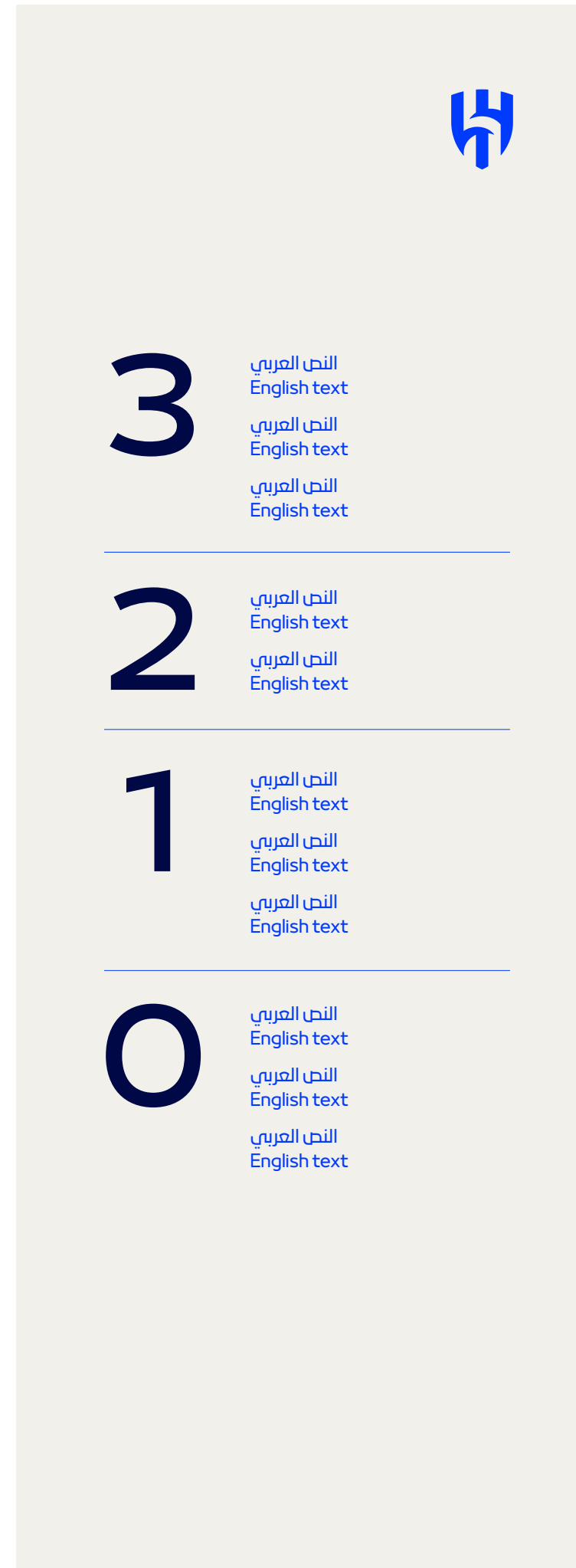English text

النص العربي
English text

Entry Directory

There are two possibilities for the main directory signage. One is to build a rectangular totem and the other, is to build a semicircle signage attached to the wall.

The colours in the entry directory signages are: White for backgrounds. Power Blue for texts and symbol. Cobalt Blue for numbers.

3
النص العربي
English text
النص العربي
English text
النص العربي
English text

2
النص العربي
English text
النص العربي
English text

1
النص العربي
English text
النص العربي
English text

0
النص العربي
English text
النص العربي
English text
النص العربي
English text

3
النص العربي
English text
النص العربي
English text
النص العربي
English text

2
النص العربي
English text
النص العربي
English text

1
النص العربي
English text
النص العربي
English text
النص العربي
English text

0
النص العربي
English text
النص العربي
English text
النص العربي
English text

3
النص العربي
English text
النص العربي
English text
النص العربي
English text

2
النص العربي
English text
النص العربي
English text

1
النص العربي
English text
النص العربي
English text
النص العربي
English text

0
النص العربي
English text
النص العربي
English text
النص العربي
English text

3
النص العربي
English text

النص العربي
English text

النص العربي
English text

2
النص العربي
English text

النص العربي
English text

1
النص العربي
English text

النص العربي
English text

النص العربي
English text

0
النص العربي
English text

النص العربي
English text
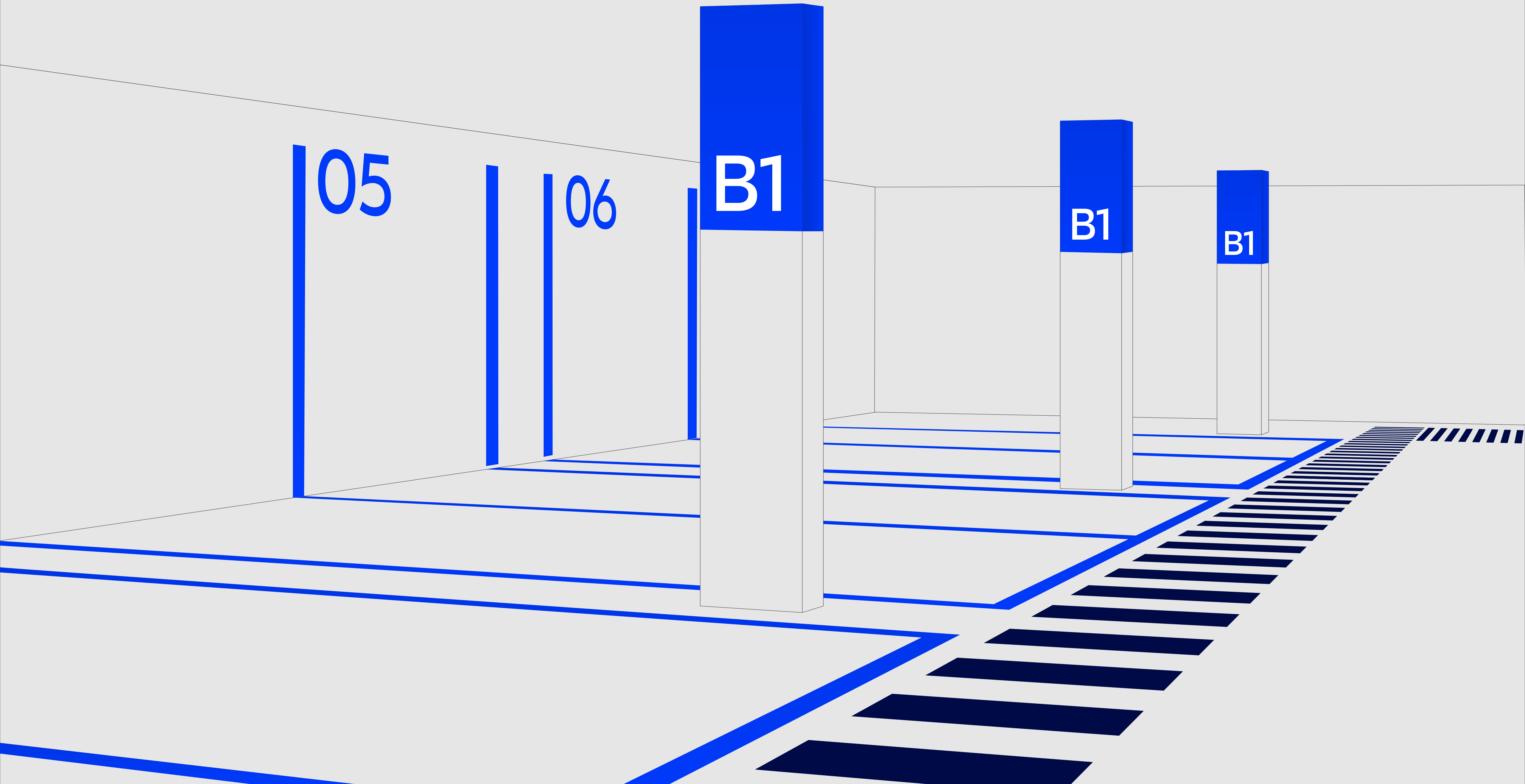
النص العربي
English text

Floor Directory

There are two possibilities for the floor directory signage. One is to build a rectangular totem and the other, is to build a semicircle signage attached to the wall.

The colours in the entry directory signages are: White for backgrounds and arrows. Power Blue for texts and floor number. Cobalt Blue for circle containers of the arrows.

3

النص العربي
English text

النص العربي
English text

النص العربي
English text

النص العربي
English text

النص العربي
English text

النص العربي
English text

النص العربي
English text

النص العربي
English text

3

النص العربي
English text

النص العربي
English text

النص العربي
English text

النص العربي
English text

النص العربي
English text

النص العربي
English text

النص العربي
English text

النص العربي
English text

04

05

06

Meeting room
04

Meeting room
04

Meeting room

04

Meeting room

04

Meeting room

04

Meeting room
04

10
SOCIAL MEDIA
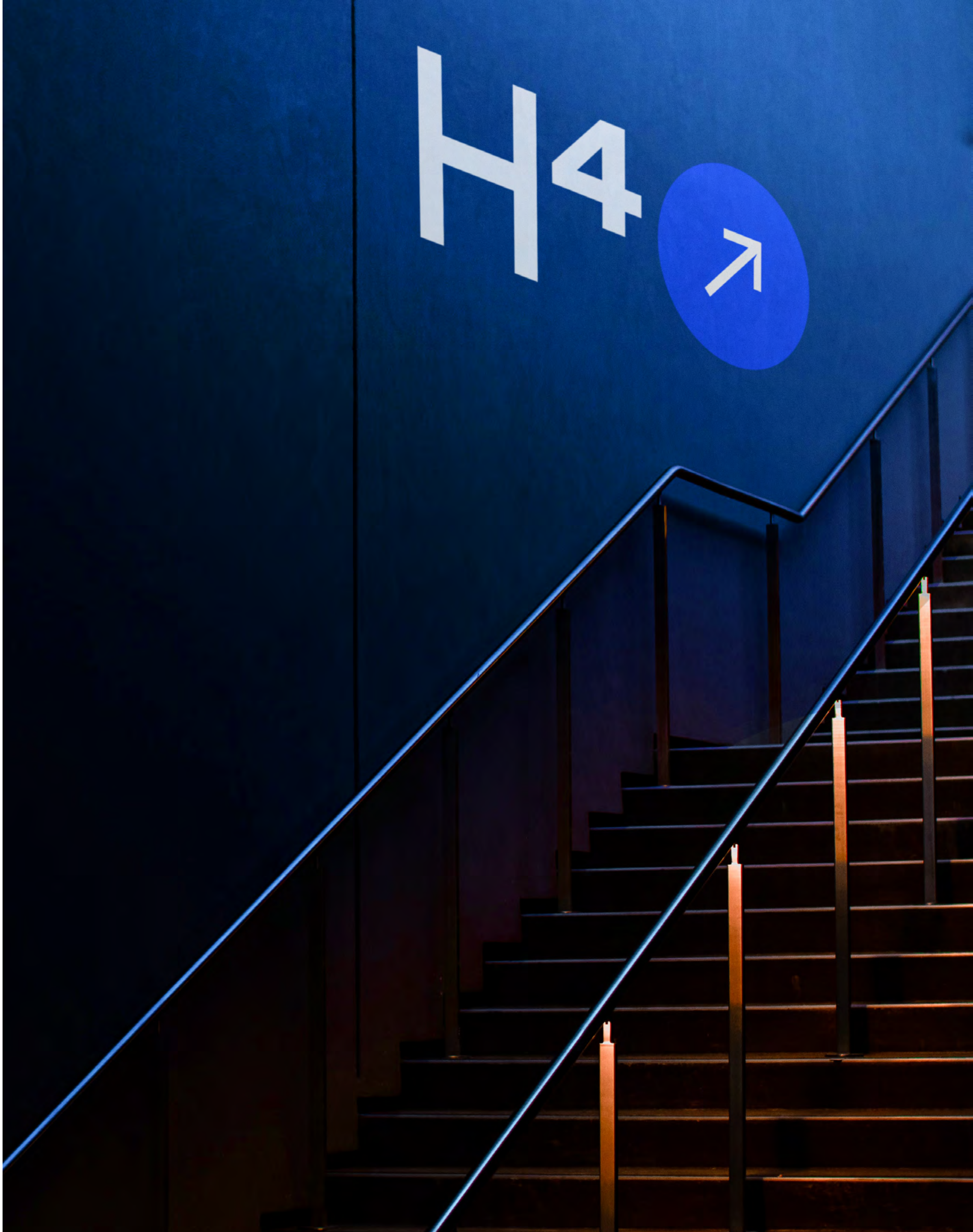
In our social media, there is no need to use the lockup version of our logotype. In most of the cases it will appear followed by the name of the account (Alhilal, Alhilal FC, etc)

To preserve the main color that identifies the Brand, our avatar will be the main version of our symbol: blue on white

To preserve the legibility of the symbol, always respect the clear space around it as shown on this slide. The clear space of our symbol is half of the symbol's width.
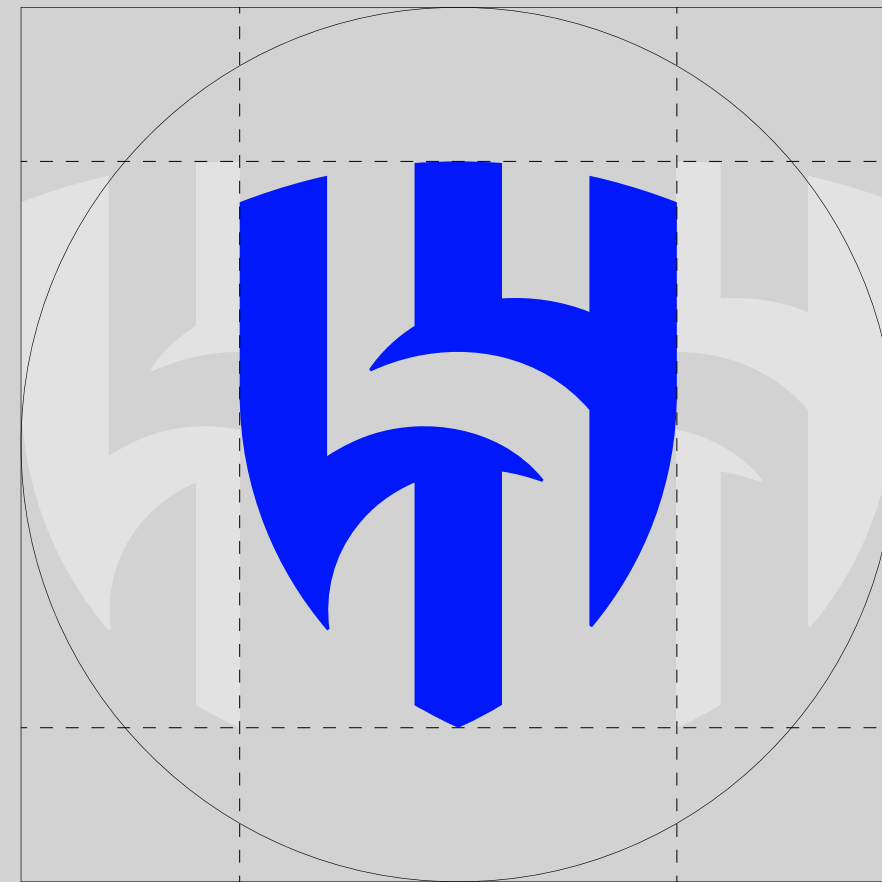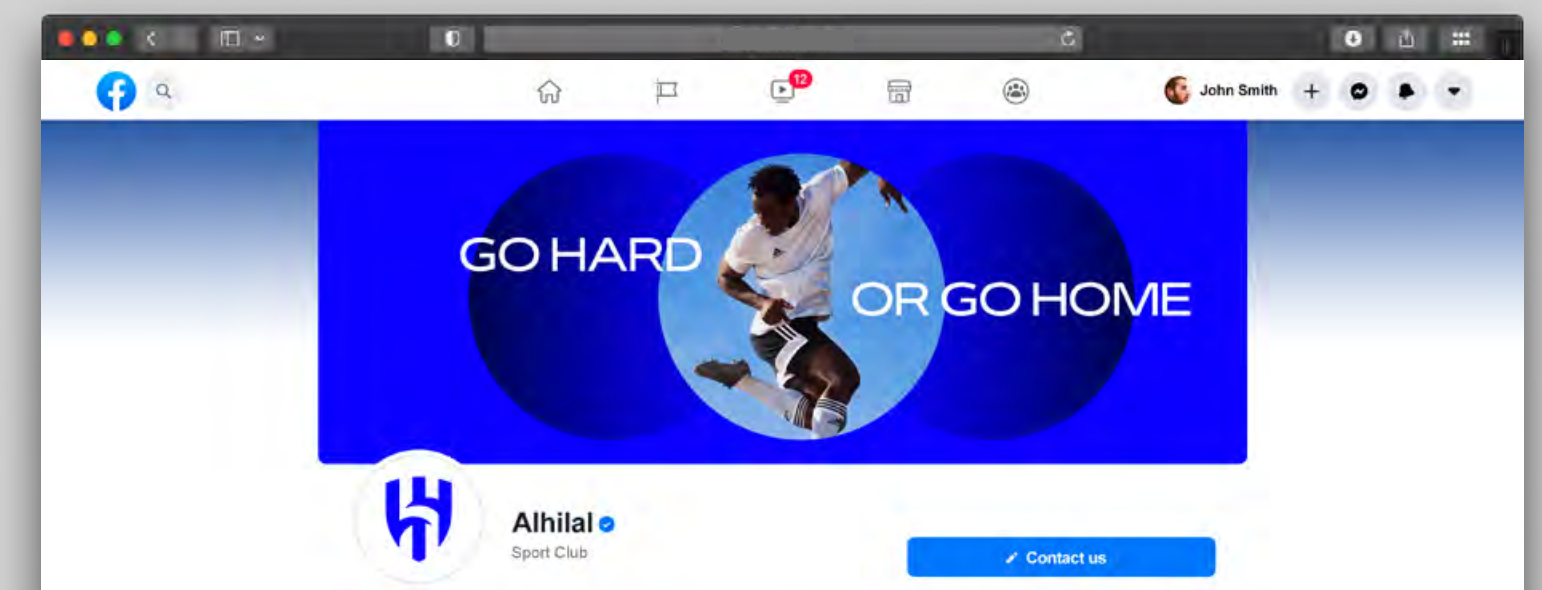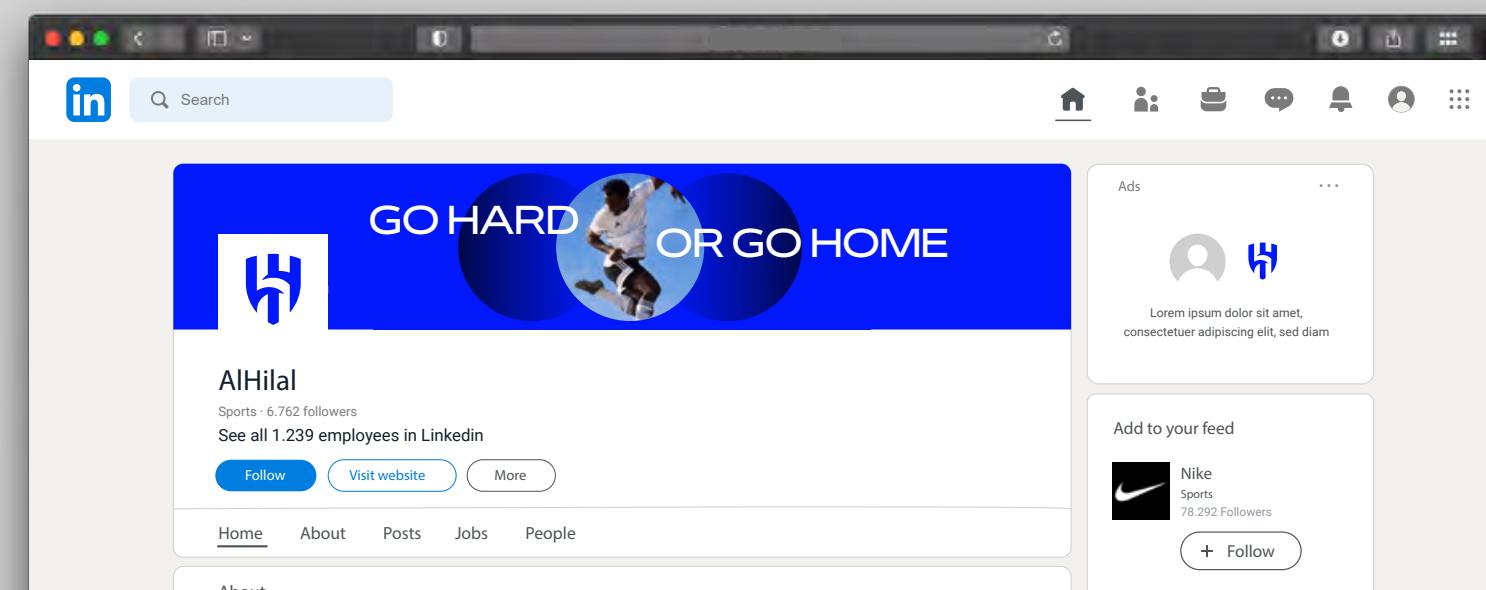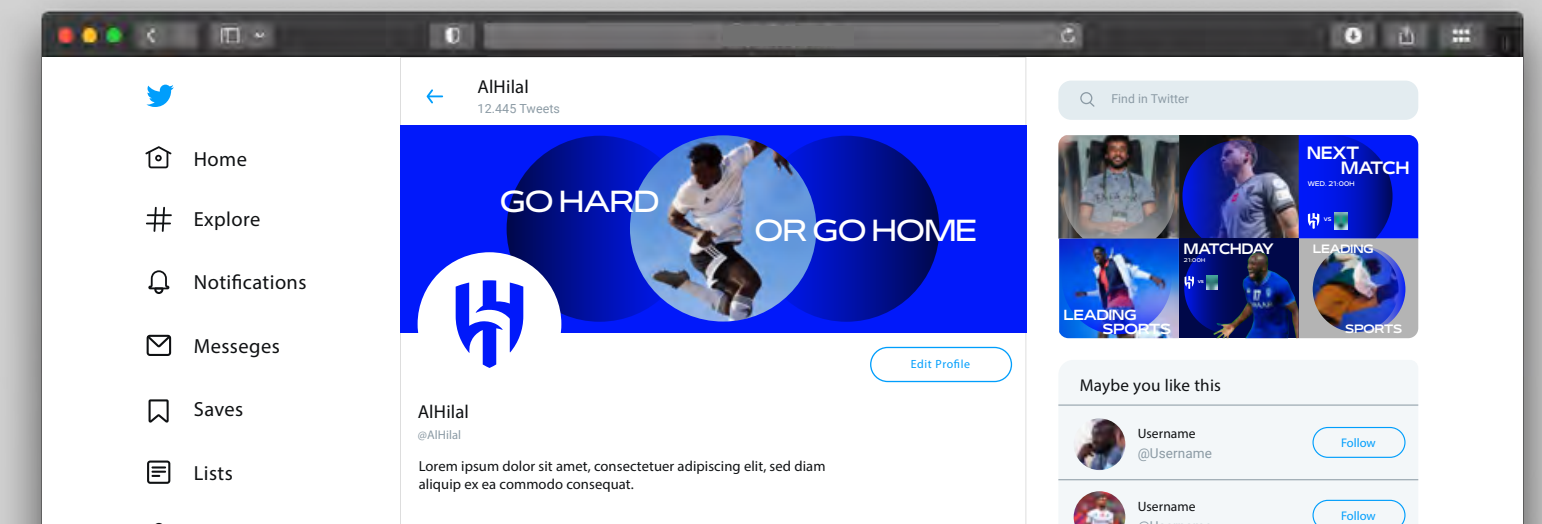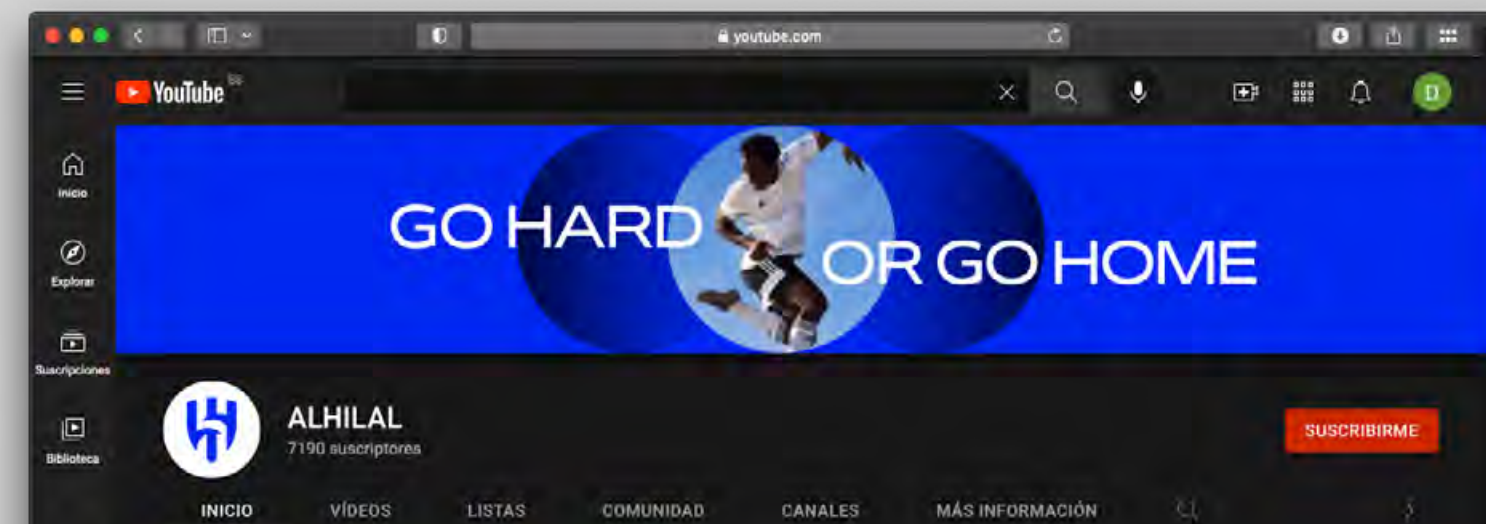
Covers on social media platforms should use the basic brand elements from our layout system: our typography, colors, imagery, and layout system.

On this page are sample cover applications for different social media platforms. As detailed in the previous page, the icon remains constant and unchanged across platforms.
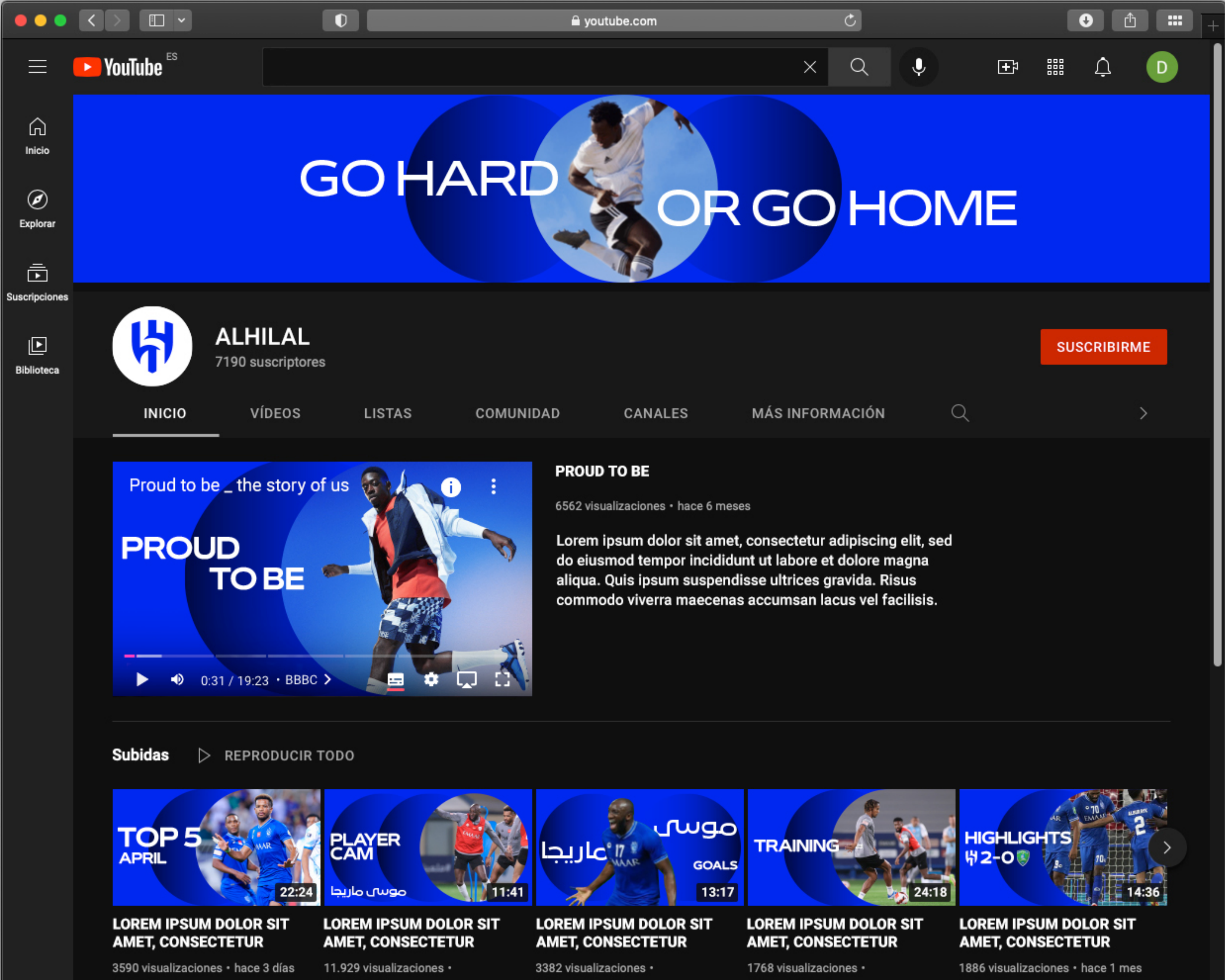

Images without usage rights, for reference only, to show the photographic style.

Poster frames

For our poster frames we can be all blue, choosing different layouts for different kind of videos.

HIGHLIGHTS
2-0

TRAINING

PLAYER
CAM
موسى ماريجا

TOP 5
APRIL

MEET
موسى ماريجا

موسى
ماريجا
GOALS

⚠ Images without usage rights, for reference only, to show the photographic style.

Poster frames

Another option could be using
different layouts and corporate
colours for different kind of videos.
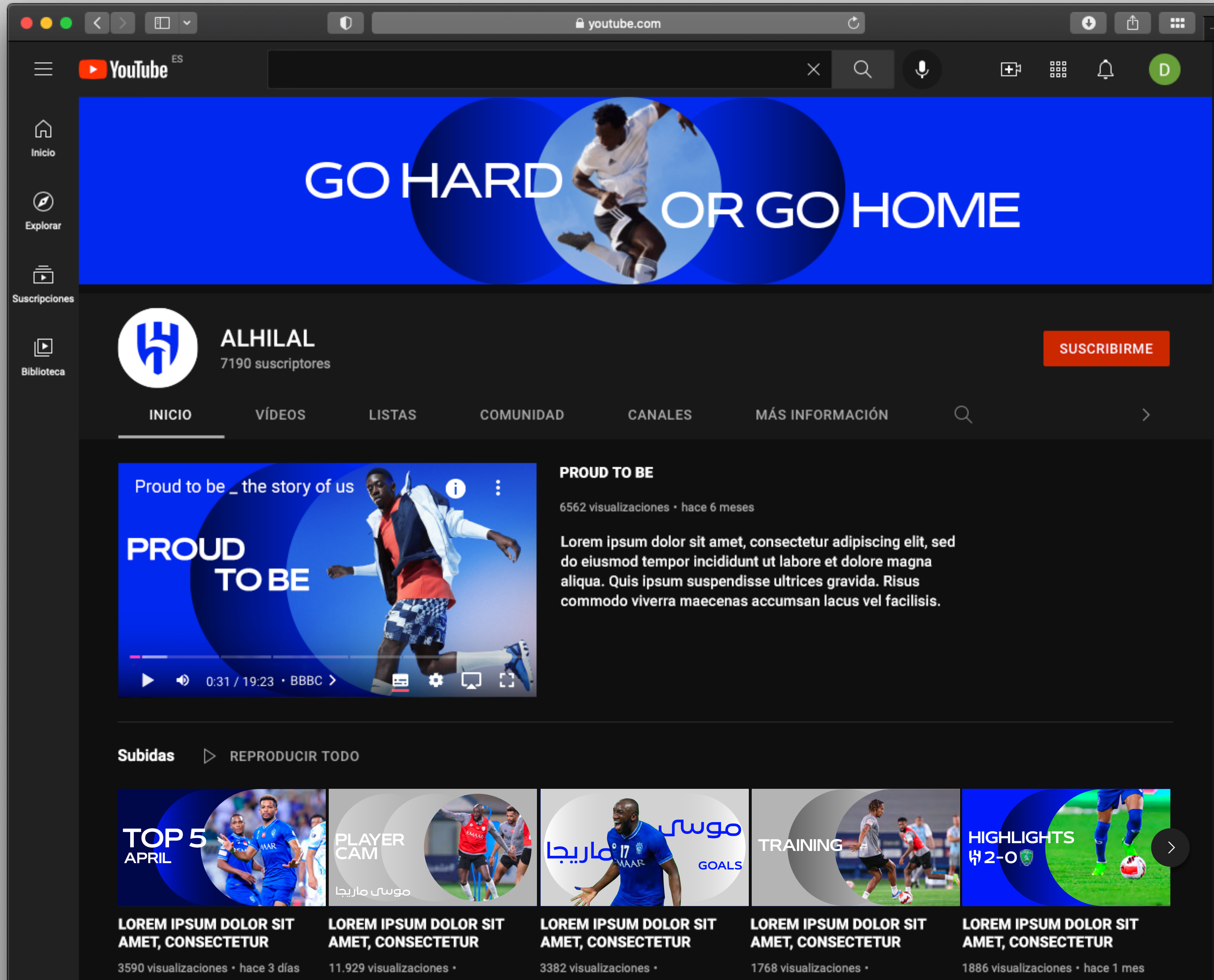
To be in contact with our fans, we can post either corporate content or tactical communications.

Corporate posts

Tactical posts

⚠ Images without usage rights, for reference only, to show the photographic style.

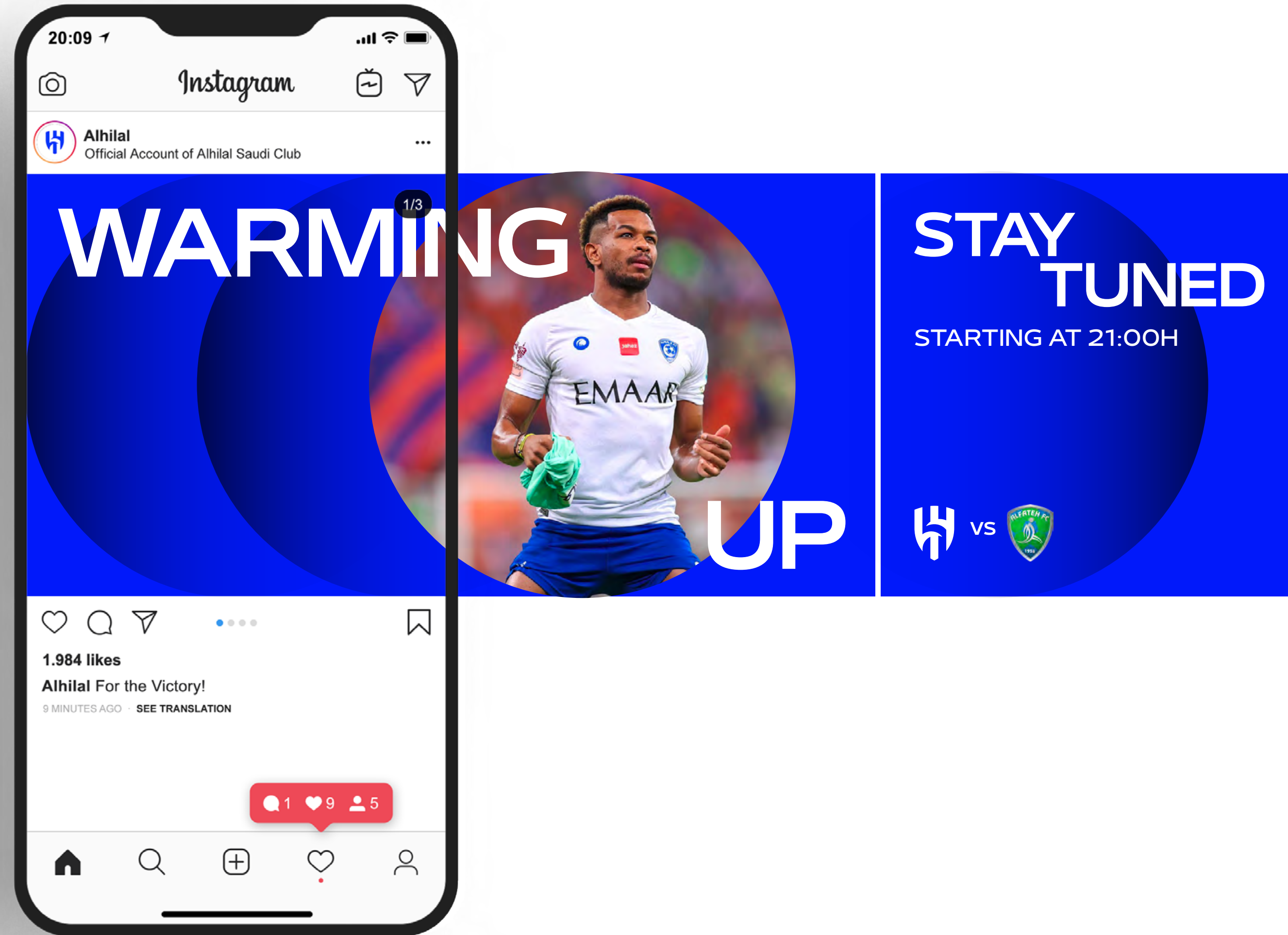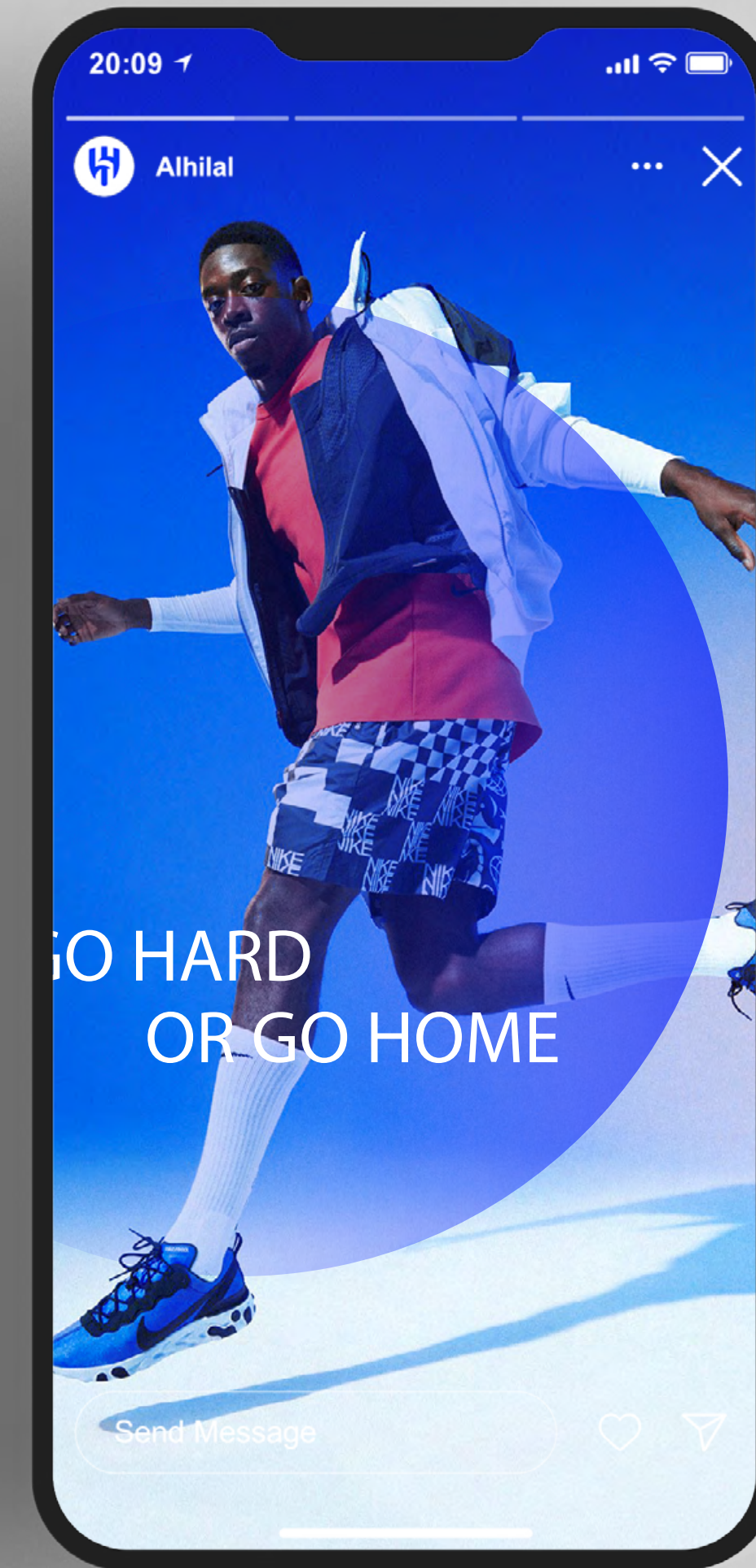Images without usage rights, for reference only, to show the photographic style.

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OR GO HOME

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@AlHilal

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746 Following   746 Followers

Tweets   Tweets and replies   Multimedia   Likes

Pinned Tweet
AlHilal @AlHilal · March 23 2020
Loremp Ipsum #Dolor
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GOAL
2-0
MIN 87

123   345   234

AlHilal @AlHilal · March 23 2020
Loremp Ipsum #Dolor

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GOAL
2-0 MIN 87
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123   345   234

Pinned Tweet
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Loremp Ipsum #Dolor
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WARMING
UP
EMAAR

123   345   234

AlHilal

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6.762 followers
5 days

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● ● 2987

823 comments

Page post

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GO FURTHER

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823 comments

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11
APPLICATION EXAMPLES

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New Email

To: John Doe
Subject: Project update

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GO HARD OR GO HOME

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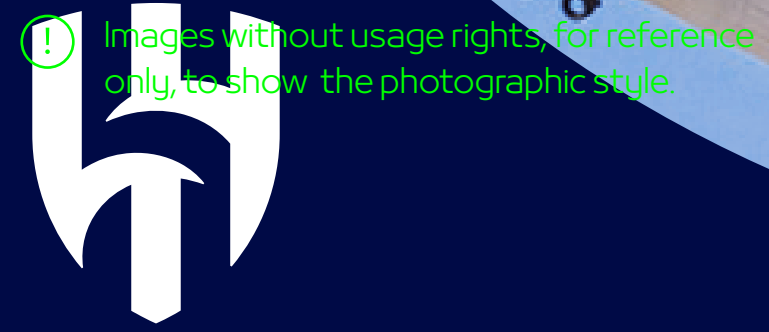Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

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Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutp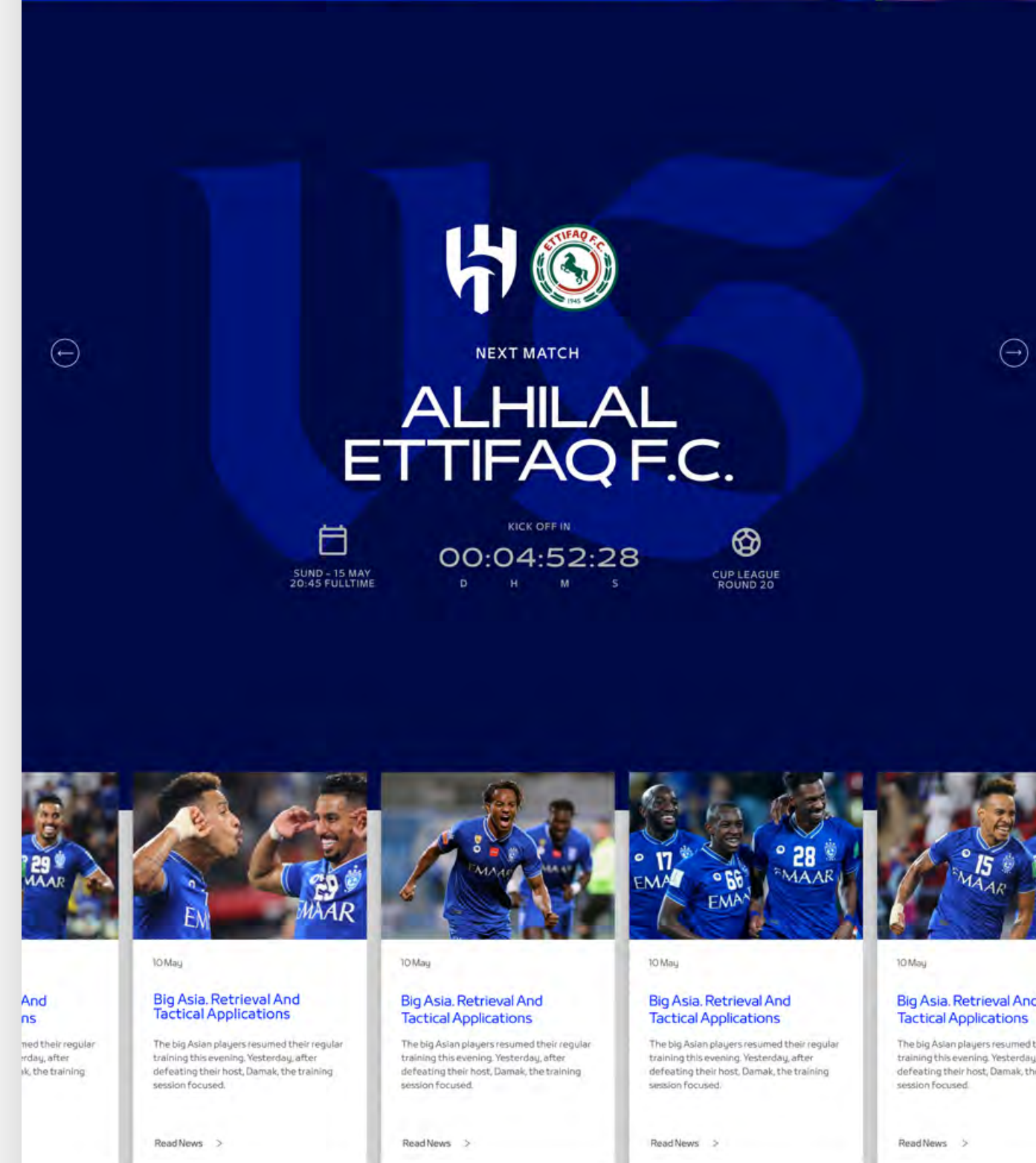at. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te facilisi.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat vo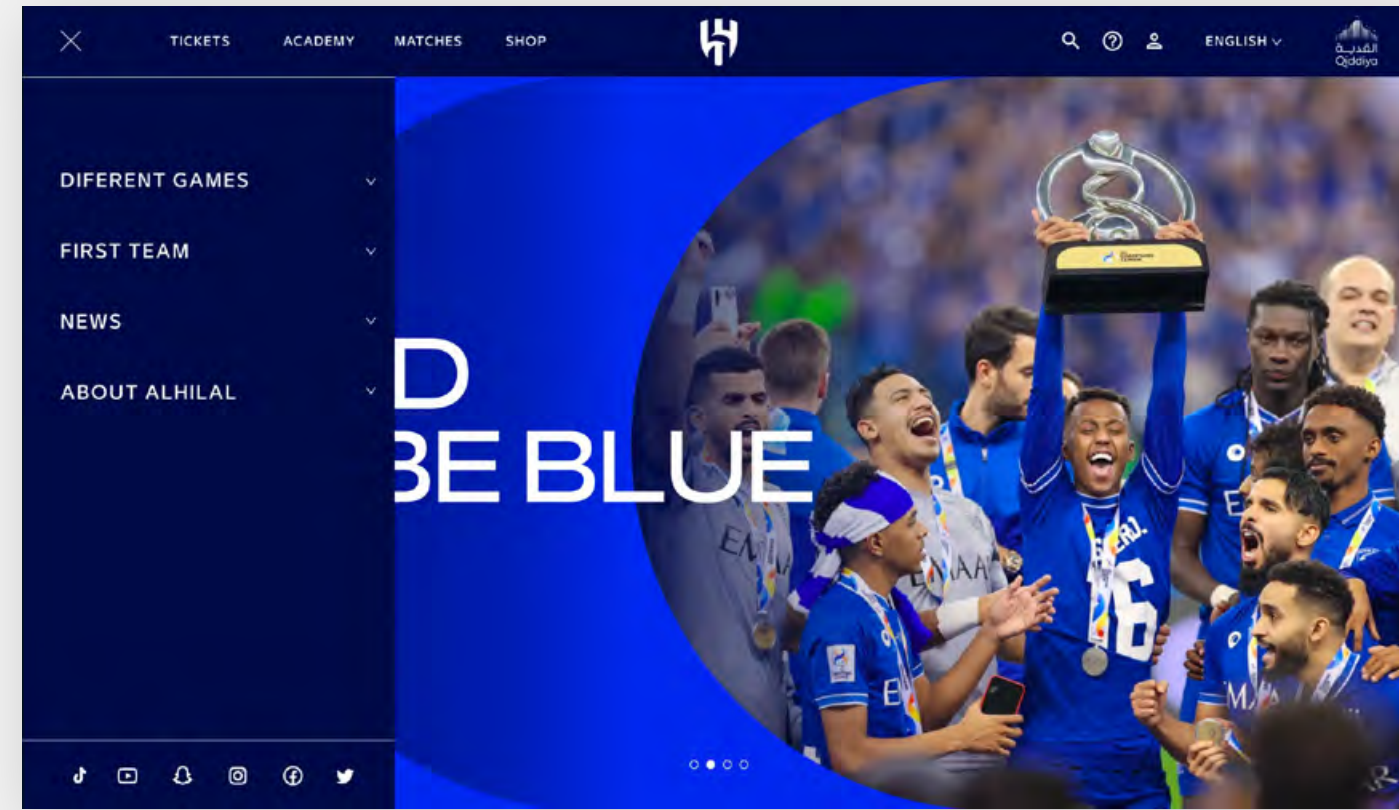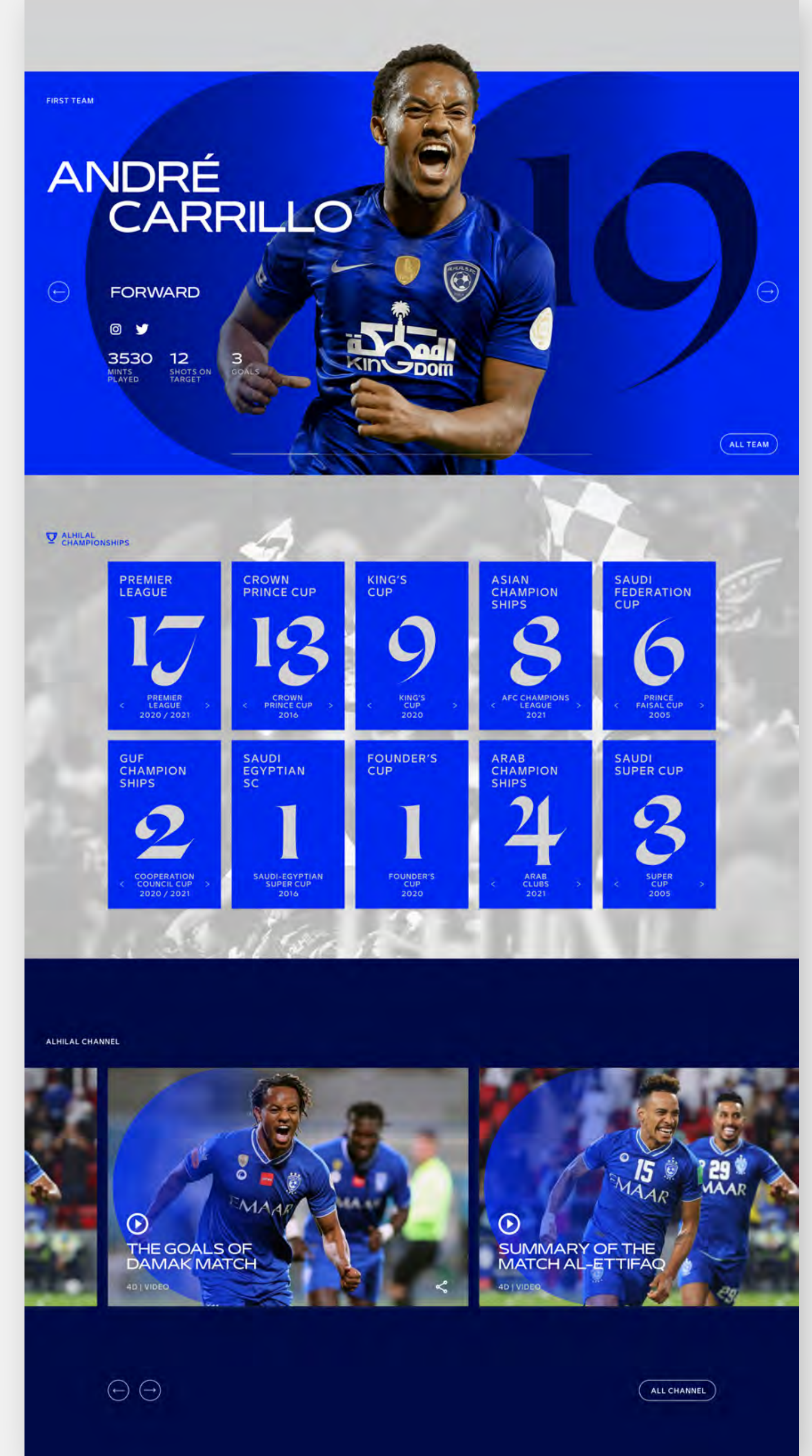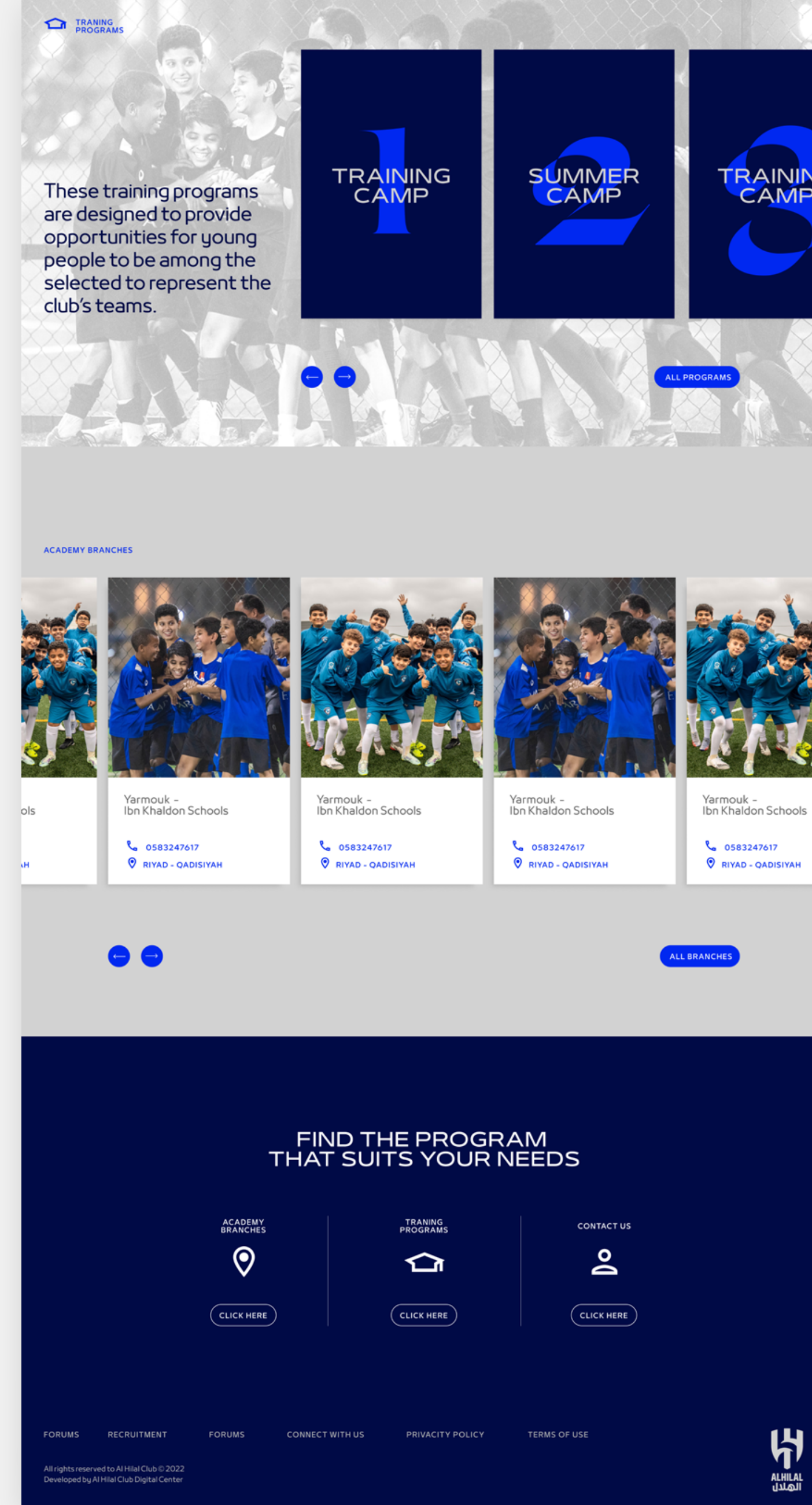lutpat. Ut wisi enim ad minim veniam, quis nostrud exerci Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit.

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17	13	9	8	6
PREMIER LEAGUE 2020 / 2021	CROWN PRINCE CUP 2016	KING'S CUP 2020	AFC CHAMPIONS LEAGUE 2021	PRINCE FAISAL CUP 2005

GUF CHAMPION SHIPS	SAUDI EGYPTIAN SC	FOUNDER'S CUP	ARAB CHAMPION SHIPS	SAUDI SUPER CUP
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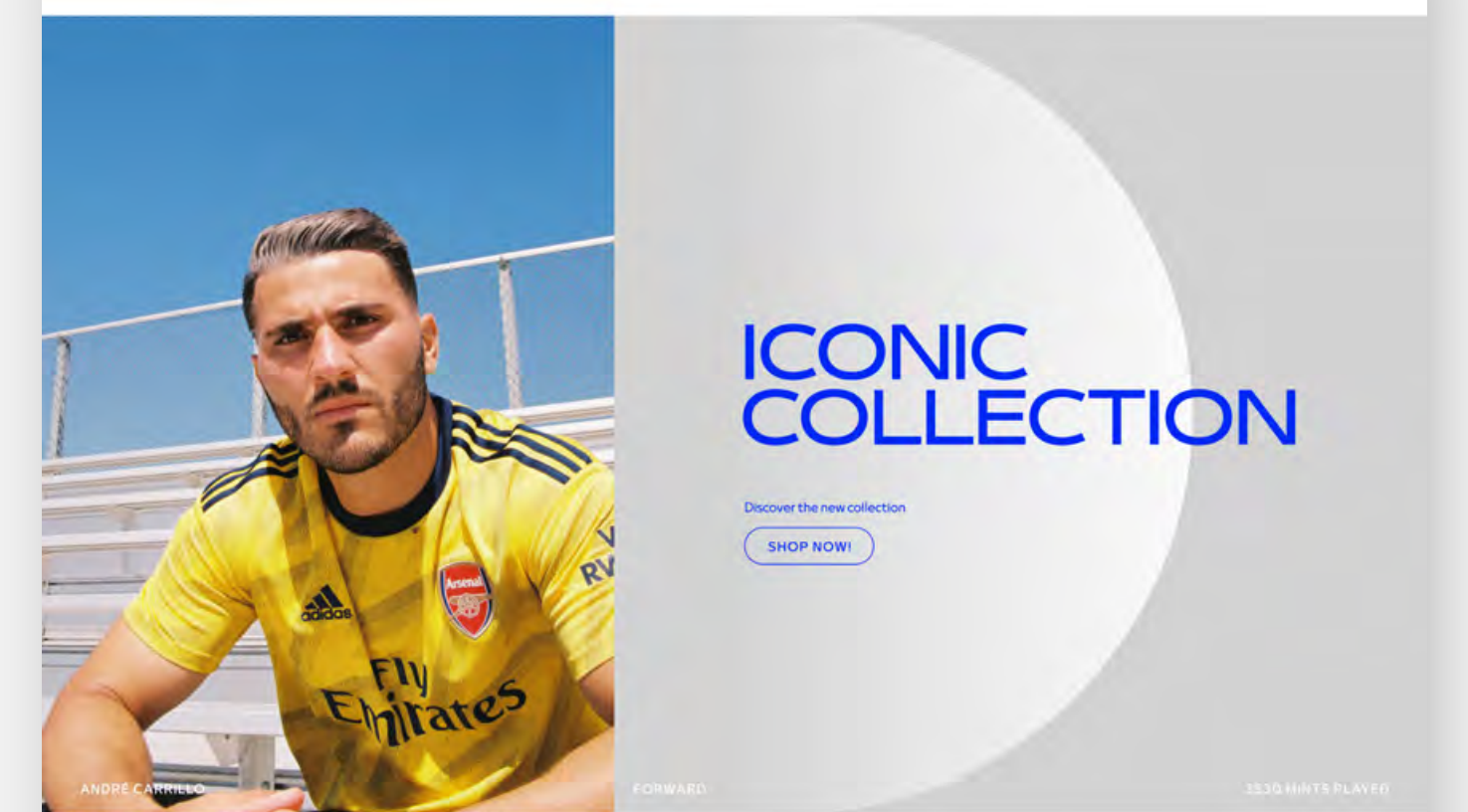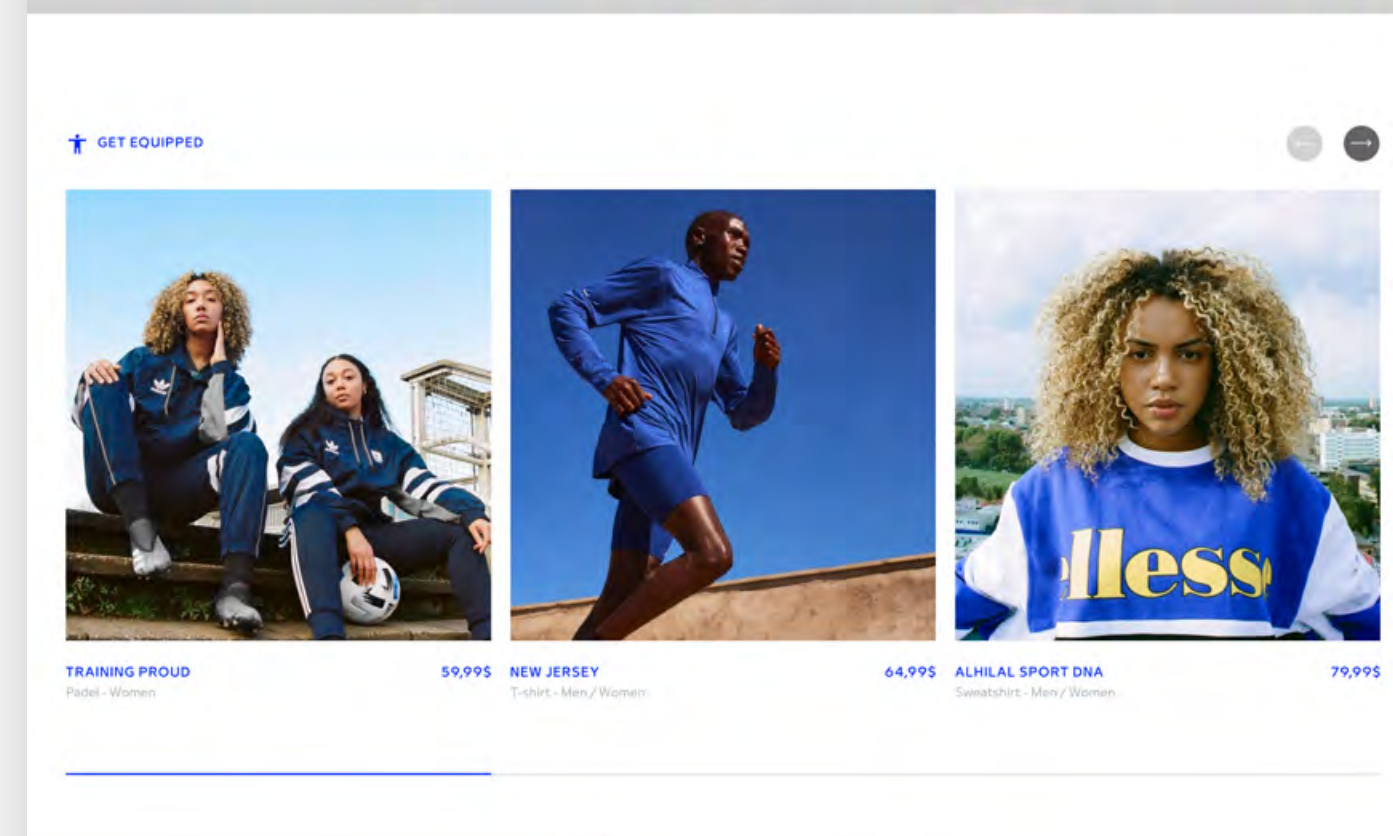Subject: Project update

New Email
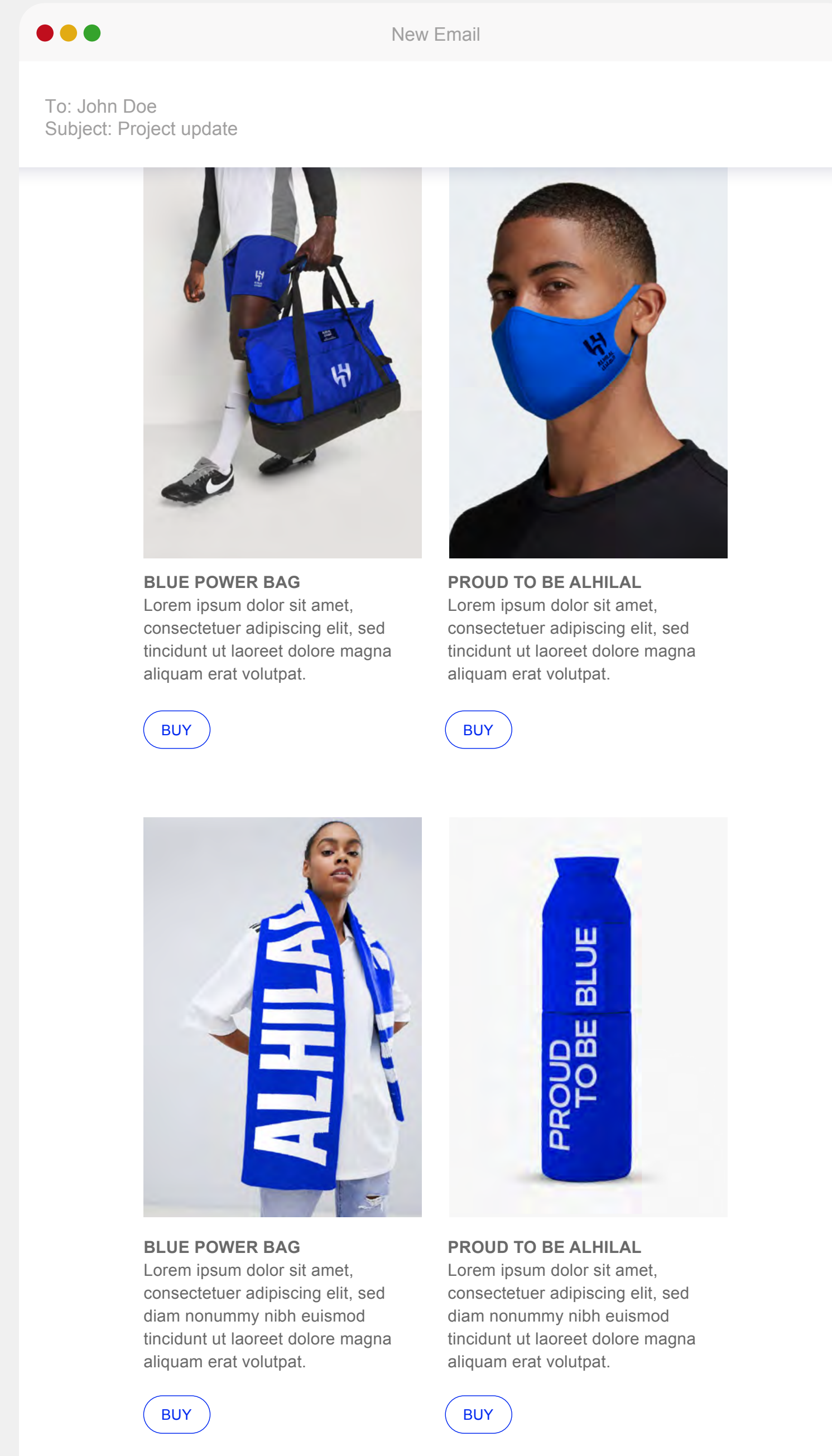
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