

Al Rajhi Bank مصرف الراجحي



Al Rajhi Bank Brand Guidelines

Brand elements

Logo

The Al Rajhi logo consists of the Arabic and English logotypes and the icon. One never appears without the other and neither are ever modified in any way.

Logo shape, color & specs

Logo strip



Logo color



Special logo



For applications with special formats such as signage, special logo lock-ups have been created. These are only to be used where it is specifically mentioned in these Guidelines.

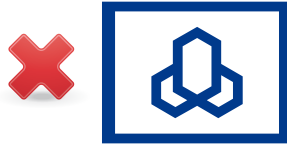
The primary identity stands on the transparent box.

Use of primary identity

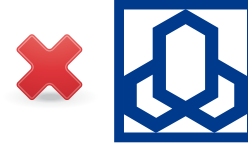


The Al Rajhi Bank logo is not to be altered or distorted in any way. This is necessary to build a consistent brand experience and continually deliver built equity in our brand.

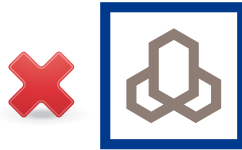
Don't alter proportions



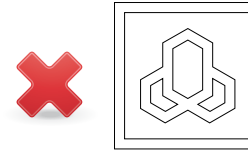
Don't alter proportions



Don't use different colors at the same time



Don't use the emblem as an outline



Logo

Logo emblem don'ts

The Al Rajhi Bank logo is not to be altered or distorted in any way. This is necessary to build a consistent brand experience and continually deliver built equity in our brand.

Don't alter proportions



Don't add information to logo strip



Don't change color of logotype



Don't change color of blue strip



Don't use outlines



Don't delete a language from the logotype



Don't tilt the logo in any direction



Don't change opacity of blue strip



Logo

Special use for the logo emblem

The logo emblem is used in branding, it comes as a separator between artwork and follow a specific set of rules and measurements.

Use of emblem in branding



Logo

In any given ATL portrait layout, the strip length is measured $\frac{5}{8}$ from the width of the layout, as shown in the diagram.

In any given ATL landscape layout, the length of the logo strip is measured based on the layout specification mentioned in the Guidelines.

The toll free number and the website are always consistent in the layouts. The letter **w** is aligned with the **B** from the logotyp; (this should approximately make the font size **12 pts** on an A4 layout.)

The size of all the other aspects will be based on the created logo strip, taking the inner box of the logo element as the standard size of all the divisions in the layout.

For presentation purposes that inner box will be called (**x**).

Note: All sizes are applied to A4 layouts, and measured proportionally for any other given layout.

Strip size & dimensions



Corporate colors

The primary colors are Al Rajhi Bank blue 2738C and Al Rajhi Bank orange 159C. These colors are used for the logo strip and the orange transparent box of Retail.

The secondary color palette is used for the other transparent boxes to support the blue primary color in internal/brand communications.

Primary & secondary colors

Primary colors



Secondary colors

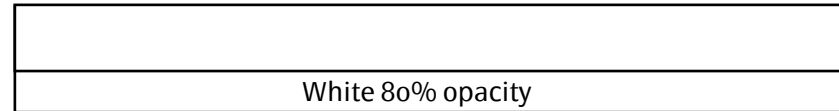


Al Rajhi Bank

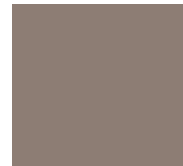
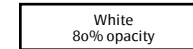
Retail
Male/Female



Private • Affluent • Business • Brand • HR



Internal communication



Pantone 451	Pantone 369
Pantone 4515	Pantone 5483
Pantone 1805	Pantone 454
Pantone 364	Pantone 458
Pantone 3025	Pantone 358
Pantone 159	Pantone 624

Typeface

Typfaces

The Arabic typeface used in Al Rajhi Bank marketing materials is GE SS.

The English typeface used in Al Rajhi Bank marketing materials is AlRajhi font.

When writing the headlines, sensible bolding of keywords is necessary to attract focus to them.

Font specs

On A4 layouts the font specs are:

- Headline: 28 pts size, 29 pts leading
- Sub-headline: 14 or 16 pts
- Body copy: 13 or 12 pts

Sizes apply to both Arabic and English fonts.

Note: All sizes are applied to A4 layouts, and measured proportionally for any other given layout.

Fonts & font sizes

English typeface

Clean, modern and precise

AlRajhi 12345678910

For headlines & body copy

Arabic typeface

واضح وعصري ومتقن

GE SS 12345678910

For headlines & body copy

Size examples

الخدمة	→	20 pts regular	←	Product
عنوان	→	28 pts size, 29 pts leading	←	Headline
عنوان فرعي	→	18 or 20 pts	←	Sub-headline
النص	→	13 or 12 pts	←	Body copy

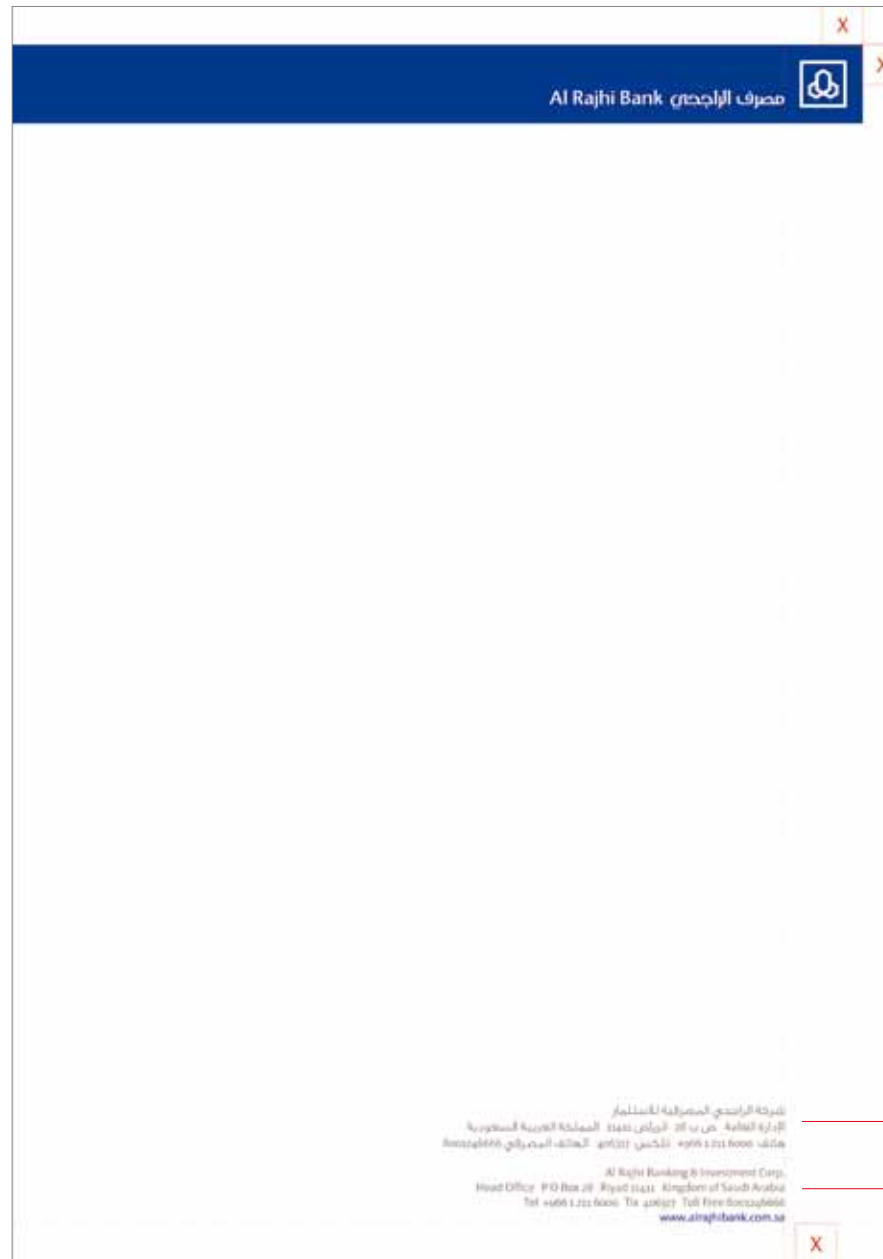
Stationery

Stationery

- Primary logo
- English text:
 - Arial typeface
 - Font size: 12 pts
- Arabic text:
 - Simplified Arabic typeface
 - Font size: 14 pts

Letterhead

Template



Alrajhi 5 pts light

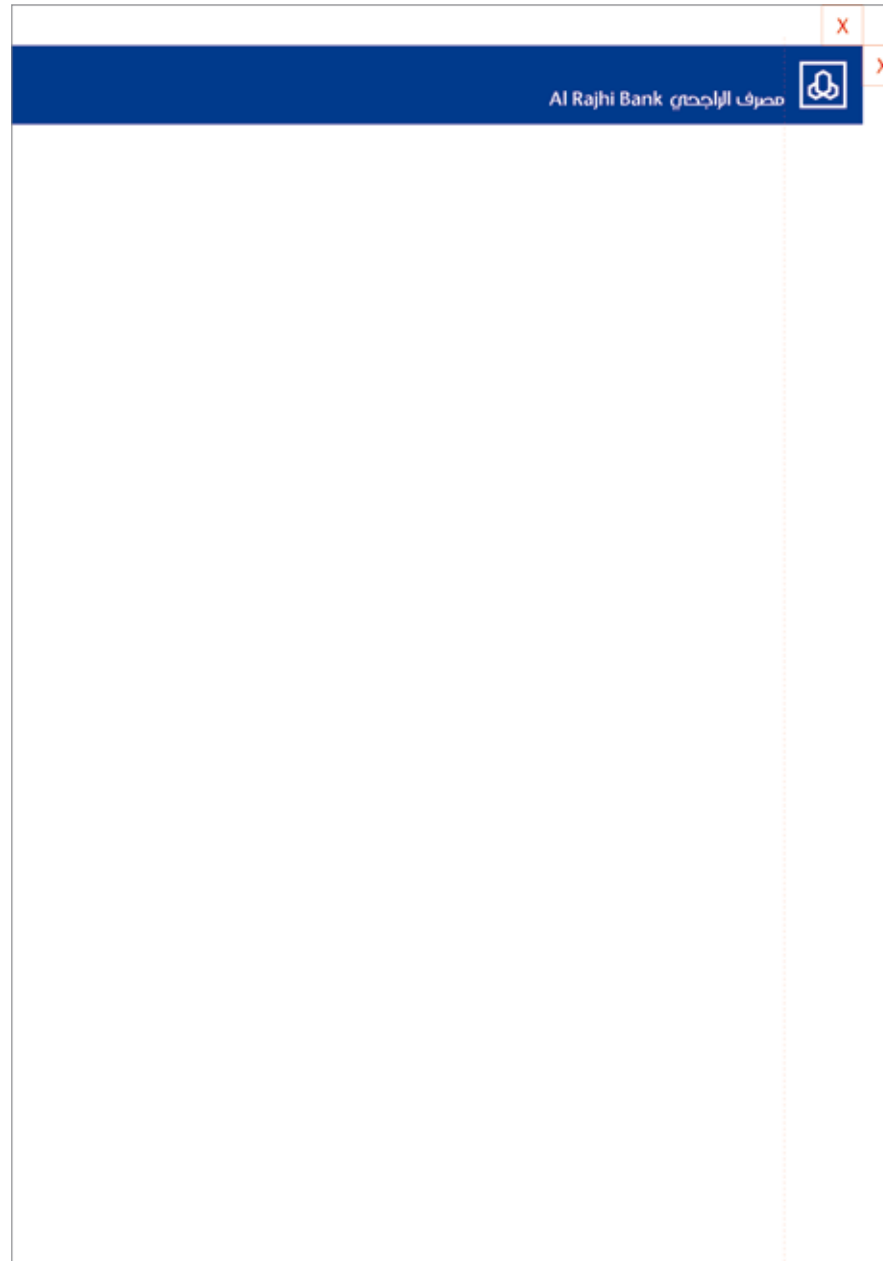
Alrajhi 4.5 pts light

Stationery

- Primary logo
- English text:
 - Arial typeface
 - Font size: 12 pts
- Arabic text:
 - Simplified Arabic typeface
 - Font size: 14 pts

Continuation sheet

Template



Stationery

- Primary logo
- English text:
 - Arial typeface
- Arabic text:
 - GE SS typeface

Business cards

Arabic side



English side



Stationery

- Primary logo (black)
- English text:
 - Arial typeface
- Arabic text:
 - GE SS typeface

Fax

Fax

AlRajhi 14.5 pts
light

Arial 14 pts
regular

Date	التاريخ
Company	الشركة
Attention	عناية
Pages	عدد الصفحات
Subject	الموضوع

أطلق مصرف الراجحي عرضاً فريداً من نوعه لعملائه في جميع مناطق المملكة بتلخص في فوز احد العملاء في كل يوم عمل بمبلغ التمويل الذي حصل عليه ليتم اعادته اليه ، وحدد المصرف مبلغ 85 ألف ريال كحد أعلى لاسترداد التمويل.

Al Rajhi Bank launched a unique promotion for its customers all over the Kingdom whereby every business day, a customer could get the Personal Finance he took paid back to him. The Bank set the amount of SR 85,000 as the maximum limit of paid back

AlRajhi 14.5 pts
light

Arial Narrow 14.5 pts
regular

Stationery

- Primary logo
- English text:
 - Arial typeface
- Arabic text:
 - GE SS typeface

Memo

Memo

AlRajhi 14.5 pts
light

Al Rajhi Bank مصرف الراجحي	
Memo	مذكرة
Date	التاريخ
Attention	عناية
Department	القسم
Subject	الموضوع

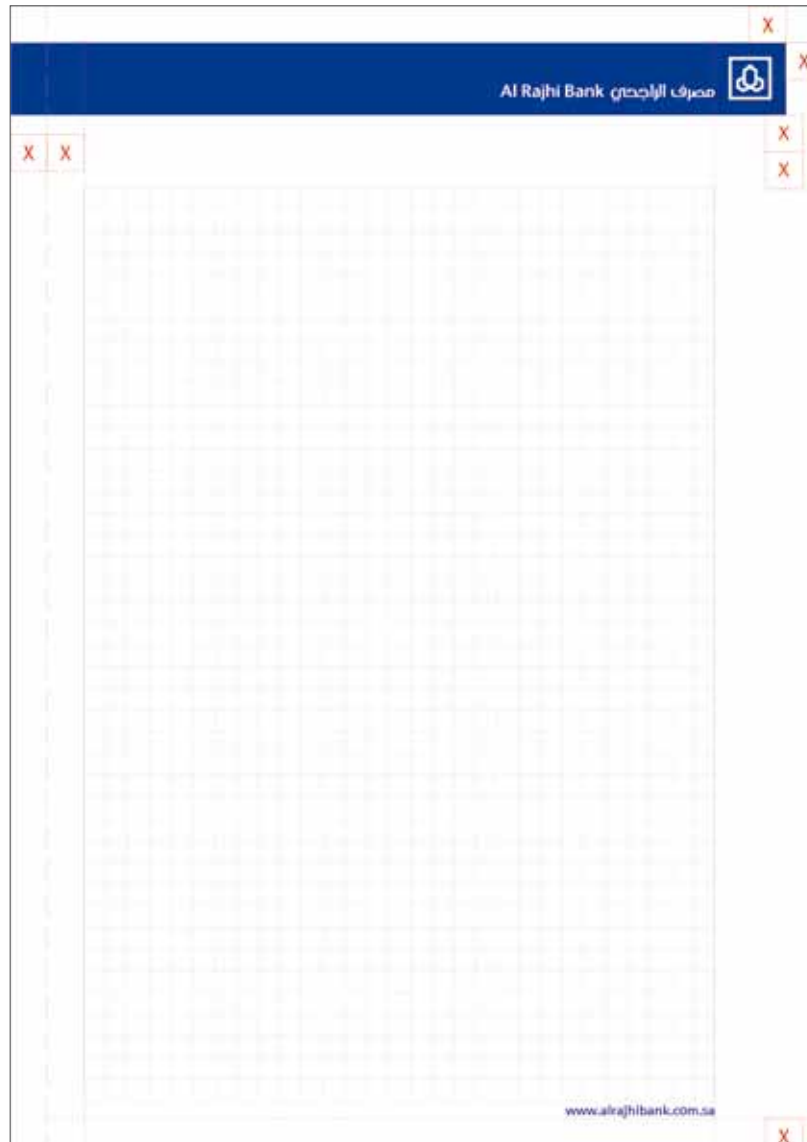
AlRajhi 14.5 pts
light

Stationery

A4 & A5 notepads

- Primary logo
- English text:
 - Arial typeface
- Arabic text:
 - GE SS typeface

A4 & A5 notepads



Stationery

- Primary logo
- English text:
 - Arial typeface
- Arabic text:
 - GE SS typeface

Internal link

Internal link



Stationery

- Primary logo
- English text:
 - Arial typeface
- Arabic text:
 - GE SS typeface

DL envelope

DL envelope



Stationery

- Primary logo
- English text:
 - Arial typeface
- Arabic text:
 - GE SS typeface

Folder

Folder



AlRajhi 7 pts

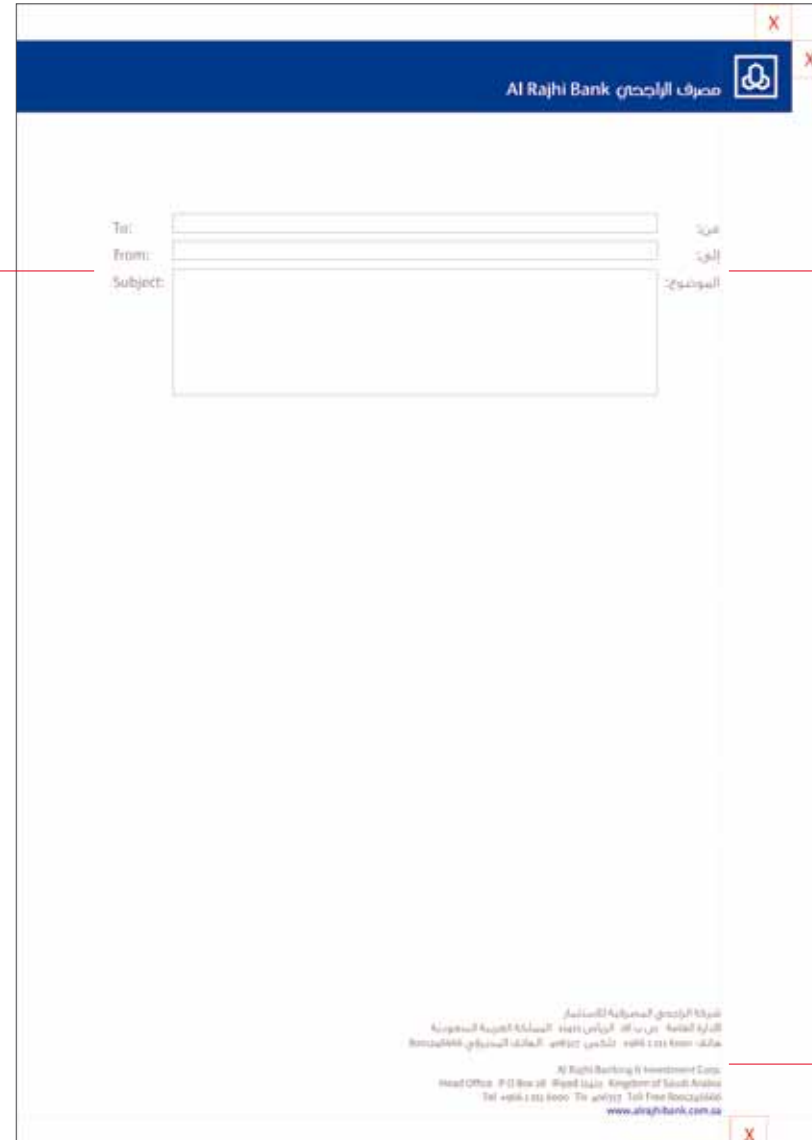
Stationery

A5 & A4 envelopes

- Primary logo
- English text:
 - Arial typeface
- Arabic text:
 - GE SS typeface

A5 & A4 envelopes

AlRajhi 12 pts



GE SS 12 pts

AlRajhi 5 pts

Stationery

- Primary logo
- English text:
 - Arial typeface
- Arabic text:
 - GE SS typeface

Compliment slip

Compliment slip

	X	
 Al Rajhi Bank مصرف الراجحي	X	
	X	
	X	
	X	
شركة الراجحي المصرفية للاستثمار إدارة العامة ص ب 28 الرياض 11411 المملكة العربية السعودية هاتف +966 1 211 6000 تليكس 406317 الفاكس المصرفي 800246666		
Al Rajhi Banking & Investment Corp. Head Office P O Box 28 Riyadh 11411 Kingdom of Saudi Arabia Tel +966 1 211 6000 Tlx 406317 Toll Free 800246666 www.alrajhibank.com.sa		
	X	

Stationery

- Primary logo
- English text:
 - Arial typeface
- Arabic text:
 - GE SS typeface

E-mail signature

E-mail signature



Ways to Highlight or Separate Ideas

Headline Focus/Action Plan

Enter Text - Bullet Point - Bullet Point
 - Bullet Point - Bullet Point - Bullet Point

Headline Focus/Action Plan

Enter Text - Bullet Point - Bullet Point
 - Bullet Point - Bullet Point - Bullet Point

Enter Text - Bullet Point

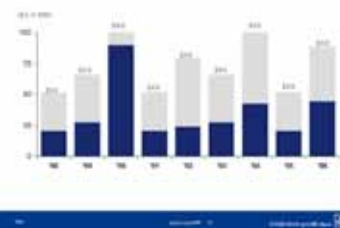
Enter Text - Bullet Point

Enter Text - Bullet Point

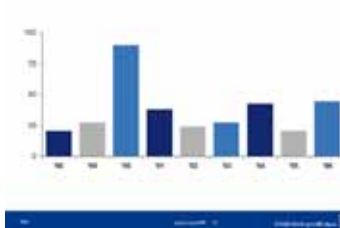
Alternate Slide for Legal Copy

- The Bottom of This Slide Shows a 1pt Thick Line to Divide Slide Content From an Additional Text Box Allowing up to Two Lines of Legal Copy When Copy Exceeds the Allocated Space in the Footer Area

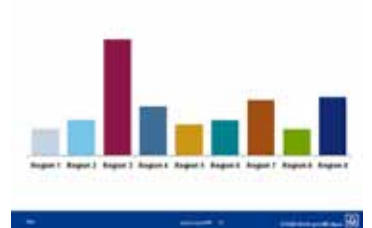
Stacked Chart Example



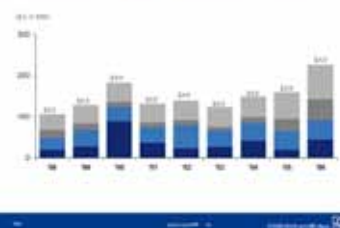
Bar Graph Example (cont.)



Bar Graph Example - No Vertical Gridline



Stacked Bar Graph - Additional Example



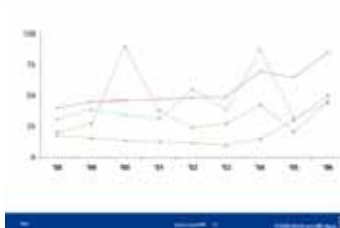
Stacked Bar Graph - Additional Example



Waterfall Chart Example



Line Graph Example



Pie Chart Example - Custom Legend



Pie Chart Example - No Legend



Indicating Direction

- This Indicating Direction Exhibit Has Been Created by Using Text Boxes
- It Uses a Word (Click Here) to Indicate the Direction of the Arrow
- It Uses a Word (Click Here) to Indicate the Direction of the Arrow
- It Uses a Word (Click Here) to Indicate the Direction of the Arrow
- It Uses a Word (Click Here) to Indicate the Direction of the Arrow

Indicating Direction

- This Indicating Direction Exhibit Has Been Created by Using Text Boxes
- It Uses a Word (Click Here) to Indicate the Direction of the Arrow
- It Uses a Word (Click Here) to Indicate the Direction of the Arrow
- It Uses a Word (Click Here) to Indicate the Direction of the Arrow
- It Uses a Word (Click Here) to Indicate the Direction of the Arrow

Arrow Suggestions



Arrow Suggestions (cont.)



Dashboards and Cockpits

- To Show the Status Use the Following Color Combination for Red, Yellow and Green

0.0.0.0
 1.0.0.0
 2.0.0.0
 3.0.0.0

Al Rajhi Bank PowerPoint "Do Nots"

1. Do not use a background color for the slide.
2. Do not use a background color for the slide.
3. Do not use a background color for the slide.
4. Do not use a background color for the slide.



Branded pens



Branded mugs



Parking stickers



USB drives



Tissue box branding



Bags



Communication templates

Photography style

This guide serves as the base of the photography style for Al Rajhi Bank correspondence and all communication channels.

Photographic style & the use of library shots

The images used in Al Rajhi Bank marketing materials should reflect the values we hold. These images should tell people that Al Rajhi Bank:

- Supports active leaders and entrepreneurs
 - Is a well trusted name
 - Always strives to do better
- Photos should evoke: Seriousness, confidence and vision

The style of photography should be toned down, active and mainly confident.

General

Camera focus & lighting

- Soft focus with depth of field
- High contrast lighting
- Desaturated cool and blue tones (no yellow lighting)

Angle

- Natural poses
- Most shots should be vertical and horizontal
- Avoid high angle shots and low angle shots

Foreground

- Focus on individual in foreground
- 2 to 3 persons/exceptions could be made in minor cases
- 4/3 or more of face must be turned towards the camera, both eyes visible
- Lighting on face
- May be looking at camera, as long as it is a natural pose

Background

Backgrounds that are not too busy and with shallow depth.

Outdoor

Use of sophisticated minimalist architecture: Modern and contemporary buildings.

Indoor

Cutting edge technology and minimalist setup:

- Simple is best - remove extra clutter and items from the room
- Natural setting on location or in a studio, and the background will be added later
- It is recommended to use background images with vanishing point perspective

Color palette

- Blues, whites and grays as primary colors
- No fluorescent colors
- Avoid dark backgrounds
- Deep green and green in smaller doses as secondary colors

Wardrobe & model suggestions

- Most of our subjects will be representing Al Rajhi Bank; they are considered to be the brand ambassadors.
- Models should wear:
 - Saudi:** Traditional Saudi thobe
 - Expat:** Business suits
- No busy patterns; solids or small pinstripes are best
- No large logos or graphics on clothing
- Hair and makeup should be neat and groomed
- Try to choose people that photograph well and are pleasing to the eye

Photography style

Background color variations

Real color with enhancements of greenery and sky color. The image composition should be shot at eye level showing depth in the background.

Affluent photography style must reflect luxury and wealth, warm, earth tone colors treated in an Art Deco photographic style.

Private photography style must reflect luxury and wealth, as well as modern sharp edge style. Overall tonality of the visuals is blue, keeping the real colors of the original image apparent.

Internal Communication and Business photography style reflects a cutting edge, modern and futuristic style. Overall tonality of backgrounds is blue and silver, keeping the depth of color of the original image .

Retail

Affluent

Private

Business Internal



Transparent box & headline placement

Print templates

Transparent boxes are consistent throughout all print layouts.

The strip in the top left corner that should be aligned with the right side of the logo strip, is called the product strip. It indicates the product addressed in the visual or ad. This strip is only used when a Retail Al Rajhi Bank product is communicated.

The transparent strip (product strip) extends **1.5x** from the top of the layout.

The transparent box behind the logo spreads **5x** above the logo strip.

English layout

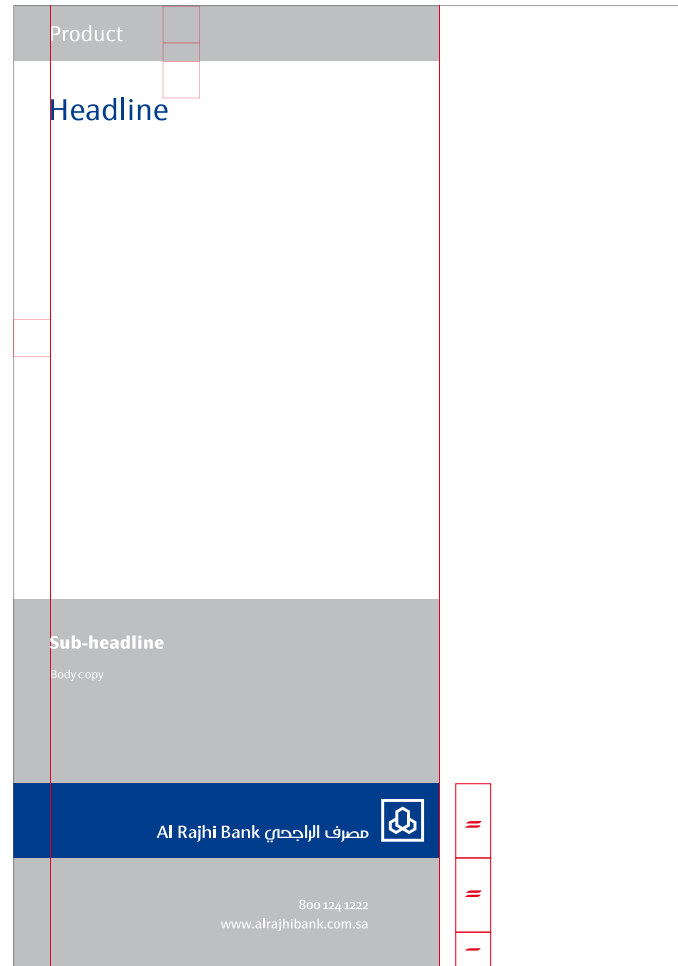
Headline is **1x** away from the top edge of the layout and **1x** away from the left edge of the layout.

Arabic layout

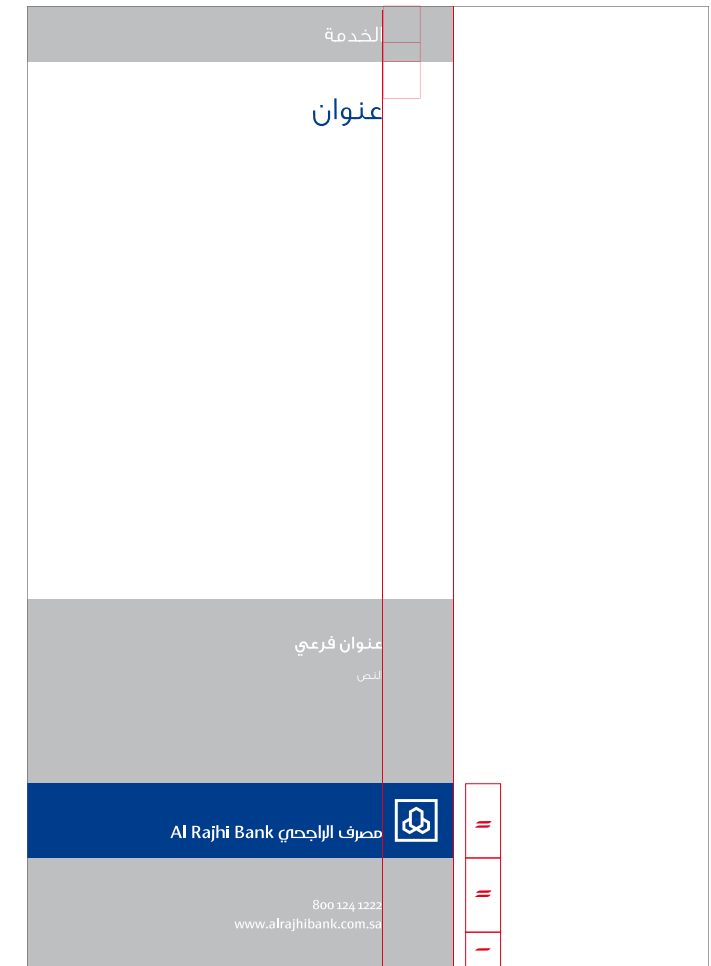
Headline and body copy are always aligned to the letter **ر** in the logotype, and is **1x** away from the top edge of the layout.

Product template

English layout



Arabic layout



Brand communication templates

Print template

The ATL print layouts' font sizes and spaces are consistent throughout all the different segments of the brand.

The transparent box extends **5x** above the top line of the logo strip; the top transparent strip is **1.5x**.

The font size of the product is **20 pts** (regular), centered in the transparent strip.

As demonstrated in the previous section, the ARB logo extends to exactly **5/8** in any given layout.

English layout

Headline is **2x** away from the top edge of the layout and **1x** away from the left edge of the layout.

Arabic layout

Headline and body copy are always aligned to the letter **م** in the logotype.

Logo aspects & restrictions

English template



Arabic template



- Primary box:
 - Color: White
 - Opacity: 80%
- Text:
 - Color: ARB blue pantone 2738C
 - Headline size: 28 pts
 - Body copy size: 13 pts

Note: All sizes are applied to A4 layouts, and measured proportionally for any other given layout.

Print template

- Primary box:
 - Color: White
 - Opacity: 80%
- Text:
 - Color: ARB blue pantone 2738C
 - Headline size: 28 pts
 - Body copy size: 13 pts

Examples

Primary color

International Banking

There is no if, just how
We're committed

Our international network of corresponding banks, our local network of branches - the largest of its kind - combined with our deep-rooted values and corporate banking expertise allow us to wield an extensive knowledge of worldwide cultures, trends, markets and opportunities. And with you in mind, we are able to consistently develop the most innovative products, services, and customized solutions that fit your needs and help your business grow.

Al Rajhi Bank مصرف الراجحي

فخرنا بكم
800 122 8888
www.alrajhibank.com.sa

المصرفية العالمية

معكم أينما كنتم..
وفي كل مكان

نحن نتمتع بصلة عالمية متميزة مع شبكة من البنوك من أكثر من نصف قرن ونتمتع بالمصداقية والشفافية والالتزام بالقيم العالمية والالتزام على تقديم مجموعة متكاملة من الخدمات المصرفية التي تلبي احتياجاتكم المصرفية.

إن مجموعة الشركات في المصرف، بفضل خبرتها المتعددة في مختلف المجالات، توفّر لكم قديماً، فحسب، حلولاً ومنتجاتاً جديدة تفي بمتطلباتكم.

Al Rajhi Bank مصرف الراجحي

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DL template

Logo aspects & restrictions

DL spaces and font sizes for Retail apply to both males and females. The only difference is the signature underneath the logo.

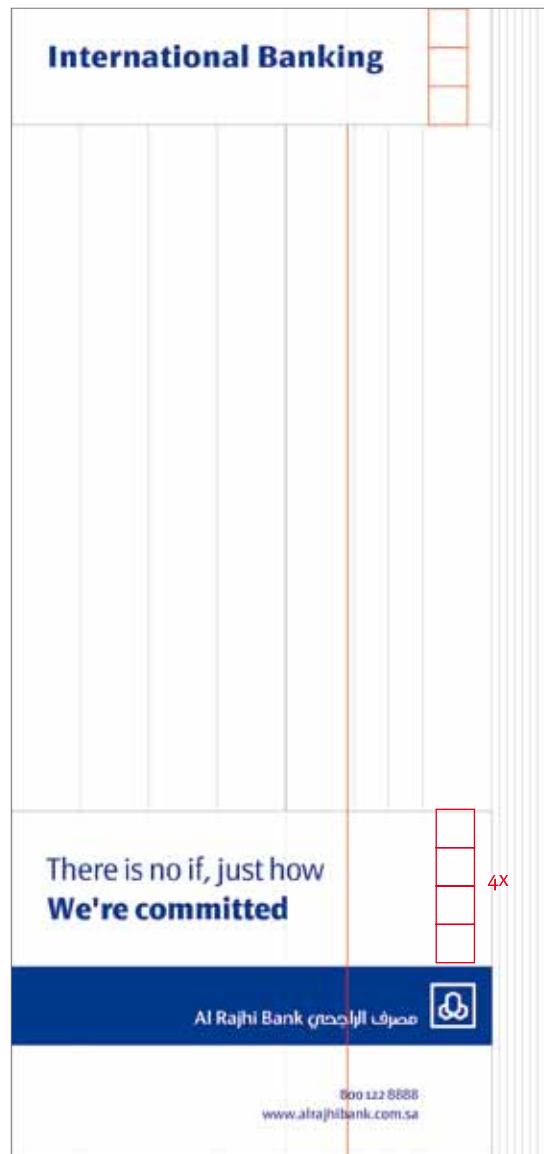
The logo strip length is measured **7/8** from the width of the layout.

The transparent box extends **4x** above the top line of the logo strip; the top transparent strip is **3x**.

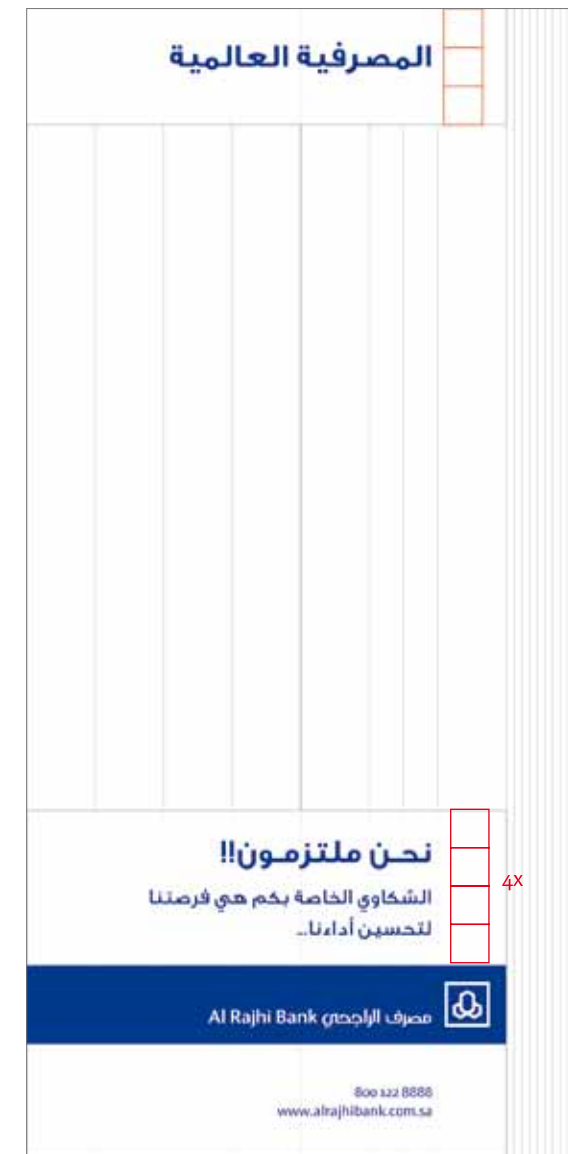
The font size of the product is **25 pts** (bold), centered in the transparent strip.

- Primary box:
 - Color: White
 - Opacity: 80%
- Text:
 - Color: ARB blue pantone 2738C
 - Headline size: 17 pts
 - Body copy size: 11 pts

English template



Arabic template



DL template

Here, examples are shown for the use of different transparent box colors and how they are applied on previous visuals done for the Corporate division.

The white transparent box is usually used on dark visuals, while the blue transparent box is used on visuals with a light environment.

Examples

English template



Arabic template



Print template

Here, examples are shown for the use of different languages.

When we have a multi-language layout, all headlines should be right justified to the letter **م** in the logotype.

Both languages



Print template

This is an example in the use of secondary colors in internal brand communications. These colors are only to be used in internal brand communications; whereas white MUST be used in external brand communications.

Secondary color examples



Retail template

Print template - Males

The print layouts font size and spaces are consistent throughout all the different segments of the brand.

The transparent box extends **5x** above the top line of the logo strip; the top transparent strip is **1.5x**.

The font size of the product is **20 pts** (regular), centered in the transparent strip.

As demonstrated in the previous section, the ARB logo extends to exactly **5/8** in any given layout.

English layout

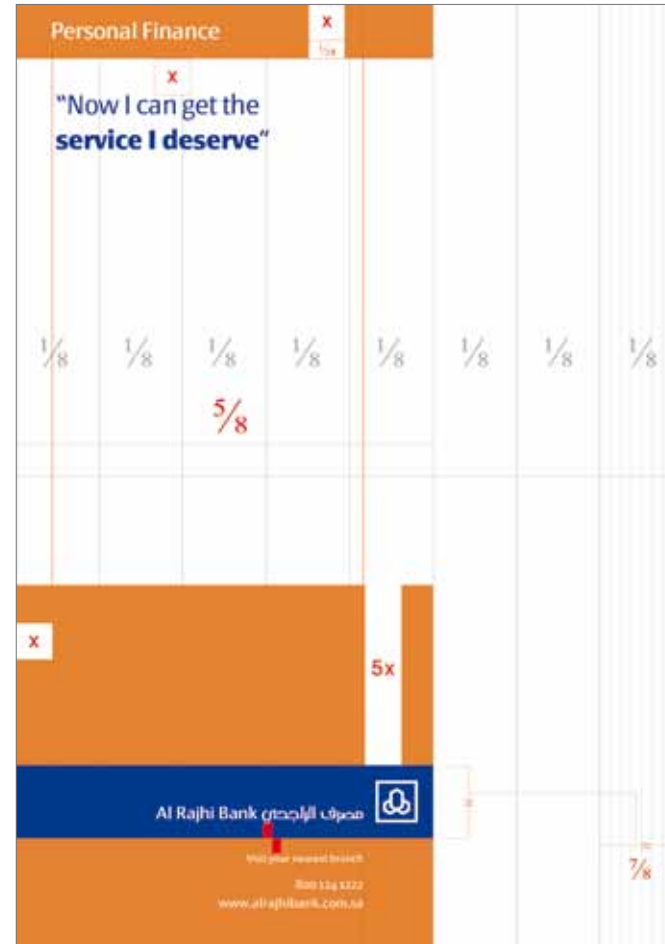
Headline is **2.5x** away from the top edge of the layout and **1x** away from the left edge of the layout.

Arabic layout

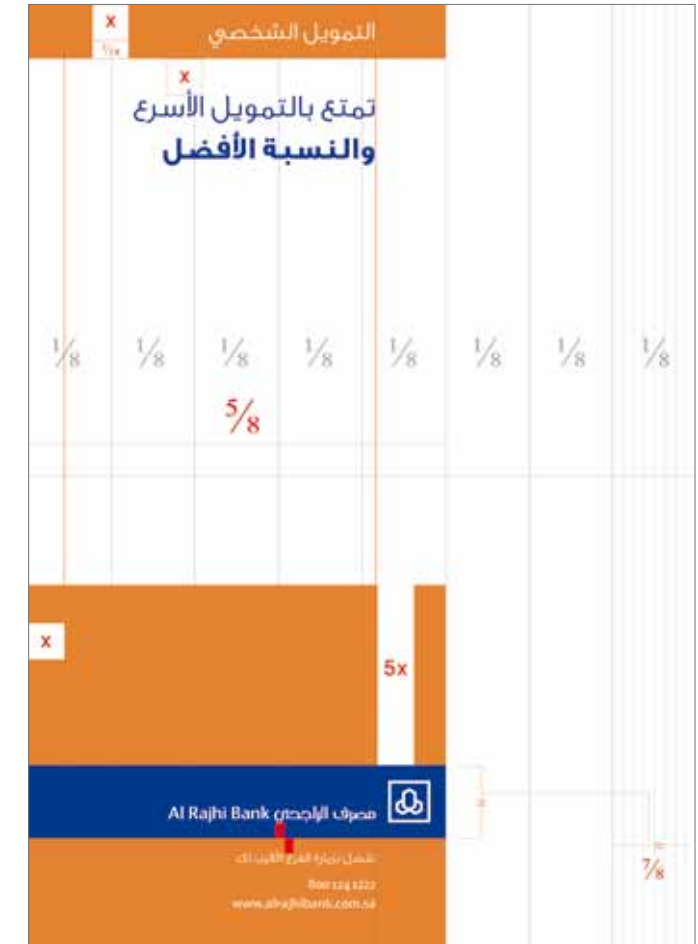
Headline and body copy are always aligned to the letter **م** in the logotype.

ATL - Logo aspects & restrictions

English template



Arabic template



- Primary box:
 - Color: ARB orange pantone 159C
 - Opacity: 85%
- Text:
 - Color: White
 - Headline size: 28 pts
 - Sub-headline size: 20 pts bold
 - Body copy size: 13 pts light

Note: All sizes are applied to A4 layouts, and measured proportionally for any other given layout.

Print template

- Primary box:
 - Color: ARB orange pantone 159C
 - Opacity: 85%
- Text:
 - Color: White
 - Headline size: 28 pts
 - Sub-headline size: 20 pts bold
 - Body copy size: 13 pts light

Examples

English template

Personal Finance

"I can now **consolidate all my outstanding obligations into 1 Shariah compliant installment**"

Join the #1 Shariah compliant Bank

- Consolidate all debts into a single Shariah compliant installment
- Approval within 1 hour and Personal Finance received in 1 working day
- Finance up to 10 50,000 or 30 times your salary
- No guarantor required
- Finance tenure of up to 96 months for the public sector and 84 months for the private sector

Al Rajhi Bank مصرف الراجحي

Visit your nearest branch
800 124 1222
www.alrajhibank.com.sa

Arabic template

بطاقات الراجحي

فلوسك بانتظارك

استخدم بطاقة الصراف الآلي أو البطاقة الائتمانية في الخارج واربح كل ما صرفته


- تأجيل الدفع كلما استخدمت بطاقتك
- ربح كل ما صرفته حتى 20,000 ريال
- رصيد الخصم من 10 يونيو إلى 29 يوليو

Al Rajhi Bank مصرف الراجحي

800 124 1222
www.alrajhibank.com.sa

VISA

Print template

When special elements are added to the layout, such as a QR code or a second party logo, they should be placed in the transparent box and aligned with the middle of the body copy, and should not exceed the  in the logotype.

Examples with special elements

English template



Personal Finance

"I chose to apply for Al Rajhi Personal Finance because I get the chance to win it free of charge"

Choose Personal Finance for your chance to get it free!

- Apply for Personal Finance to enter the daily draw (1 win the amount for free)*
- Get your Personal Finance in just 30 minutes
- Offer is valid until April 30, 2012

*The offer's daily draw dates will run on Thursdays at 1:00pm. Please refer to our Al Rajhi Personal Finance website.

Al Rajhi Bank مصرف الراجحي

Visit your nearest branch
011 124 1222
www.alrajhibank.com.sa

Download the free eBle reader on your smart phone



Arabic template



التمويل الشخصي

"أخترت مصرف الراجحي لأنه حقق لي أهدافي"

احصل على التمويل الشخصي الأسرع والنسبة الأفضل

- احصل على التمويل خلال 30 دقيقة
- احصل على أفضل التمويل في أي وقت وأحد
- هامش ربح مناسب

*تاريخ السحب اليومي سيبدأ يوم الخميس الساعة 1:00 مساءً. يرجى الرجوع إلى موقعنا الإلكتروني للحصول على المزيد من التفاصيل.

Al Rajhi Bank مصرف الراجحي

تفضل بزيارة أقرب فرع لدينا
011 124 1222
www.alrajhibank.com.sa

قم بتحميل قارئ الـ eBle المجاني على هاتفك الذكي



DL template - Males

Logo aspects & restrictions

DL spaces and font sizes for Retail apply to both males and females. The only difference is the signature underneath the logo.

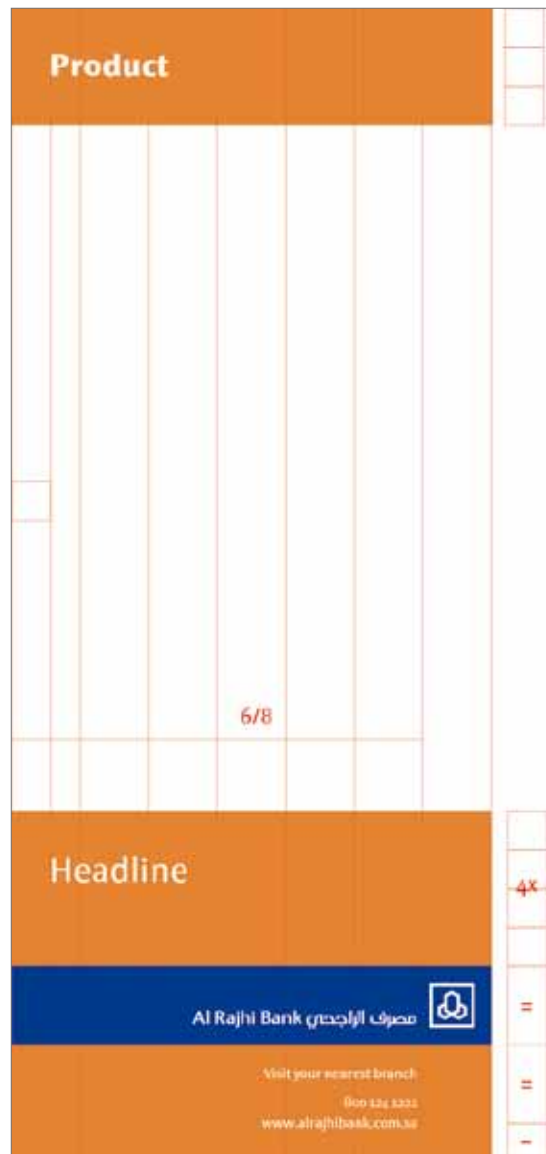
The logo strip length is measured **7/8** from the width of the layout.

The transparent box extends **4x** above the top line of the logo strip; the top transparent strip is **3x**.

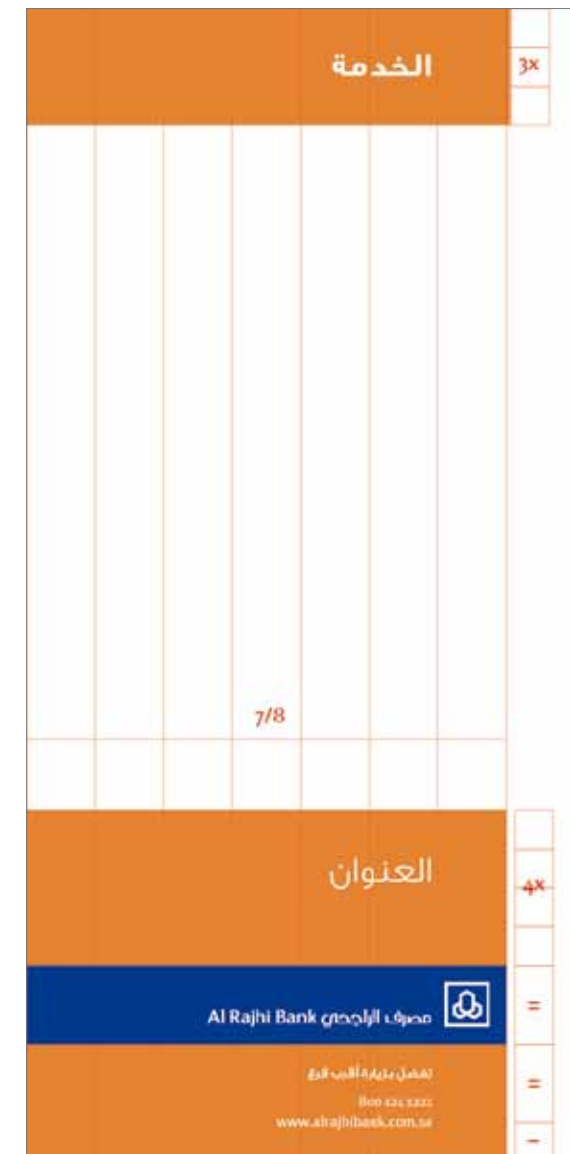
The font size of the product (e.g. HF,PF,CC & CF) is **25 pts** (bold), centered in the transparent strip.

- Primary box:
 - Color: ARB orange pantone 159C
 - Opacity: 85%
- Text:
 - Color: White
 - Product size: 25 pts bold
 - Headline size: 19 pts

English template



Arabic template



DL template - Males

- Primary box:
 - Color: ARB orange pantone 159C
 - Opacity: 85%
- Text:
 - Color: White
 - Product size: 25 pts bold
 - Headline size: 19 pts

Examples

English template



Arabic template



Print template - Females

The ATL print layouts' font sizes and spaces are consistent throughout all the different segments of the brand.

The transparent box extends **5x** above the top line of the logo strip; the top transparent strip is **1.5x**.

The font size of the product (e.g. HF,PF,CC & CF) is **20 pts** (regular), centered in the transparent strip.

As demonstrated in the previous section, the ARB logo extends to exactly **5/8** in any given layout.

English layout

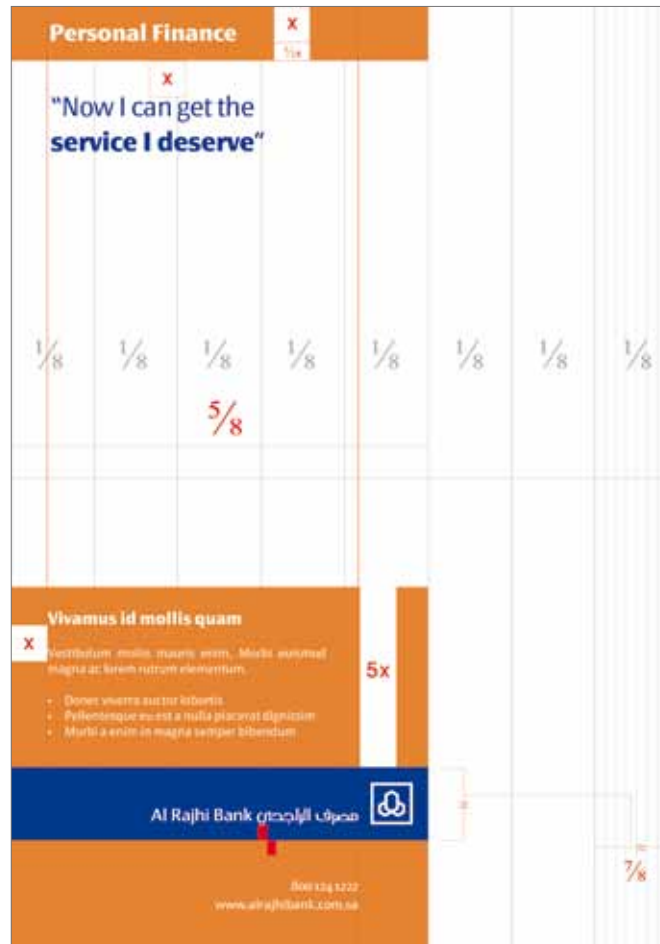
Headline is **2.5x** away from the top edge of the layout and **1x** away from the left edge of the layout.

Arabic layout

Headline and body copy are always aligned to the letter **م** in the logotype.

Logo aspects & restrictions

English template



Arabic template



- Primary box:
 - Color: ARB orange pantone 159C
 - Opacity: 85%
- Text:
 - Color: White
 - Headline size: 28 pts
 - Sub-headline size: 20 pts bold
 - Body copy size: 11 pts light

Note: All sizes are applied to A4 layouts, and measured proportionally for any other given layout.

Print template - Females

- Primary box:
 - Color: ARB orange pantone 159C
 - Opacity: 85%
- Text:
 - Color: White
 - Headline size: 28 pts
 - Sub-headline size: 20 pts bold
 - Body copy size: 13 pts light

Examples

English template



Arabic template



DL template

DL spaces and font sizes for Retail apply to both males and females. The only difference is the signature underneath the logo.

The logo strip length is measured **7/8** from the width of the layout.

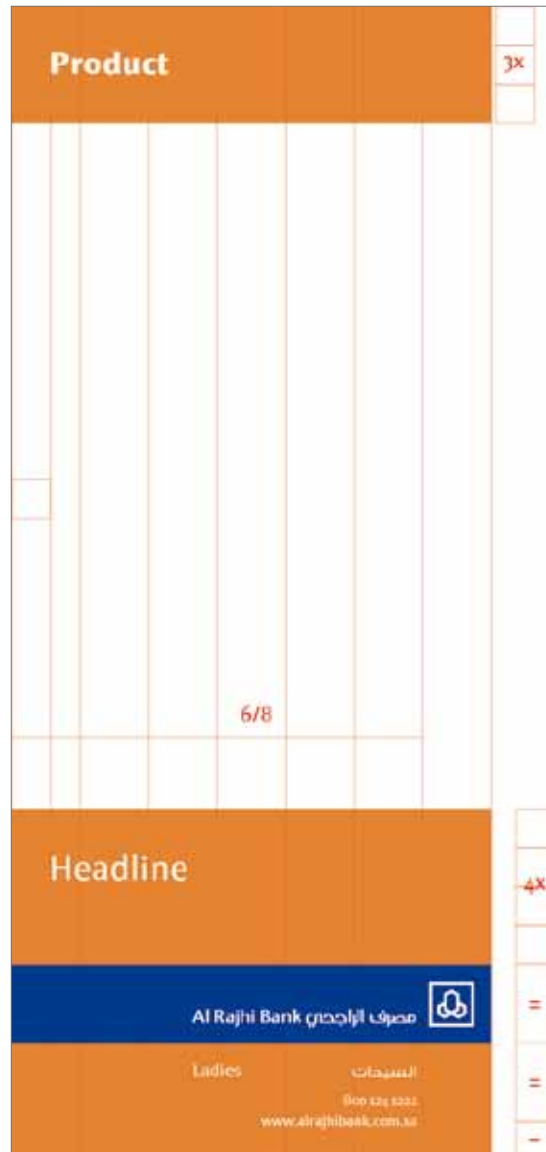
The transparent box extends **4x** above the top line of the logo strip; the top transparent strip is **3x**.

The font size of the product (e.g. HF,PF,CC & CF) is **25 pts** (bold), centered in the transparent strip.

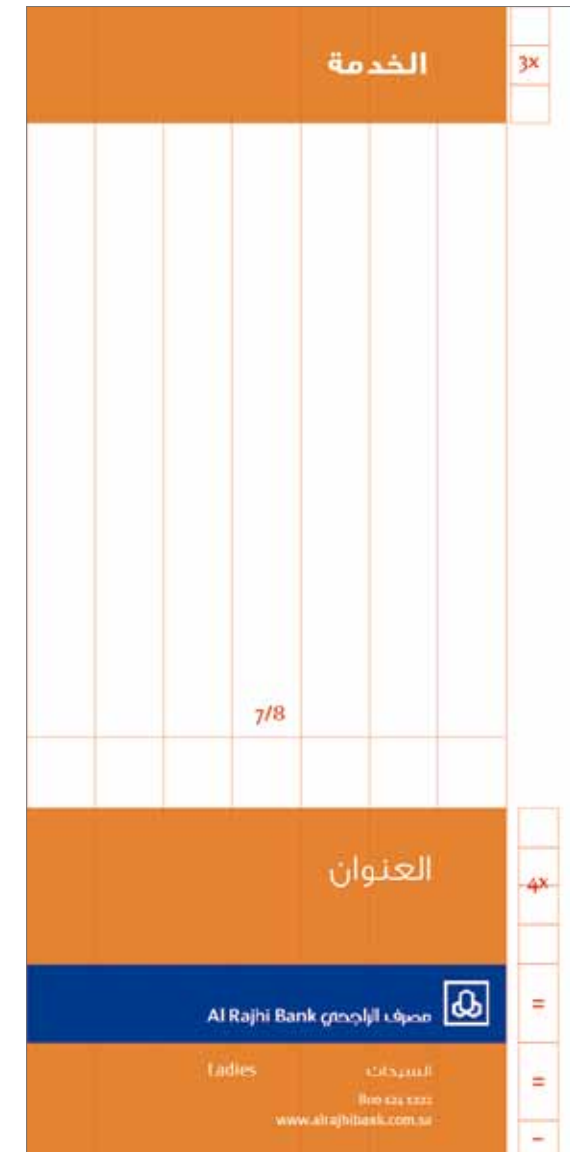
- Primary box:
 - Color: ARB orange pantone 159C
 - Opacity: 85%
- Text:
 - Color: White
 - Product size: 25 pts bold
 - Headline size: 19 pts

Logo aspects & restrictions

English template



Arabic template



Note: All sizes are applied to A4 layouts, and measured proportionally for any other given layout.

DL template

Here, examples are shown for the use of the template when applied on previous visuals done for the Ladies Retail division.

Examples

English template



Arabic template



Business banking template

Print template

The ATL print layouts' font sizes and spaces are consistent throughout all the different segments of the brand.

The transparent box extends **5x** above the top line of the logo strip; the top transparent strip is **1.5x**.

The font size of the product is **20 pts** (regular), centered in the transparent strip.

As demonstrated in the previous section, the ARB logo extends to exactly **5/8** in any given layout.

English layout

Headline is **2x** away from the top edge of the layout and **1x** away from the left edge of the layout.

Arabic layout

Headline and body copy are always aligned to the letter **م** in the logotype.

Logo aspects & restrictions

English template



Arabic template



- Primary box:
 - Color: White
 - Opacity: 80%
- Text:
 - Color: ARB blue pantone 2738C
 - Headline size: 28 pts
 - Body copy size: 11 pts

Note: All sizes are applied to A4 layouts, and measured proportionally for any other given layout.

Print template

- Primary box:
 - Color: White
 - Opacity: 80%
- Text:
 - Color: ARB blue pantone 2738C
 - Headline size: 28 pts
 - Body copy size: 11 pts

Examples

English template



Arabic template



DL template

DL spaces and font sizes for Retail apply to both males and females. The only difference is the signature underneath the logo.

The logo strip length is measured **7/8** from the width of the layout.

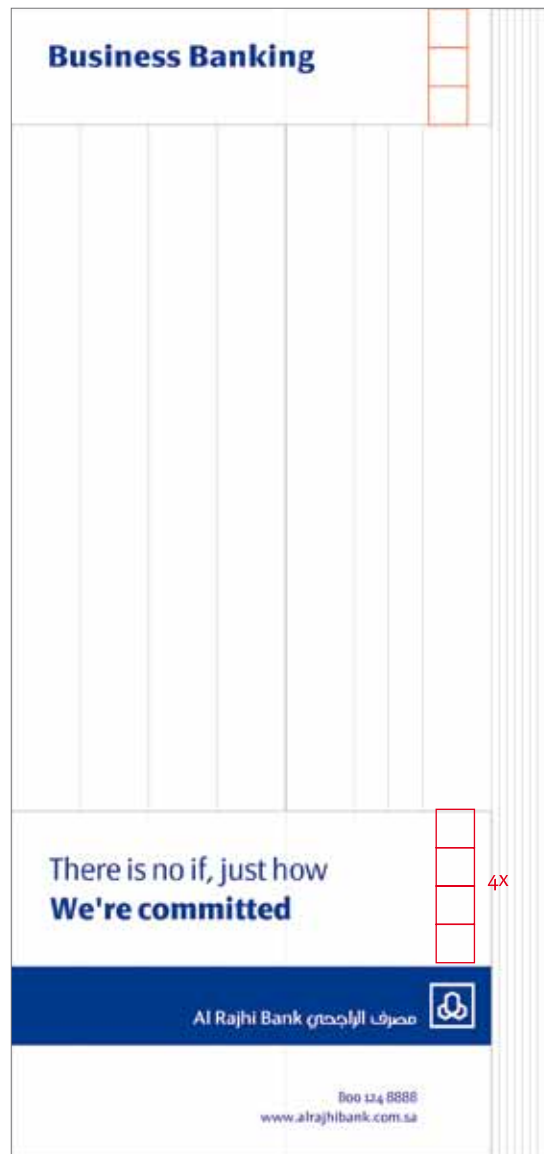
The transparent box extends **4x** above the top line of the logo strip; the top transparent strip is **3x**.

The font size of the product is **25 pts** (bold), centered in the transparent strip.

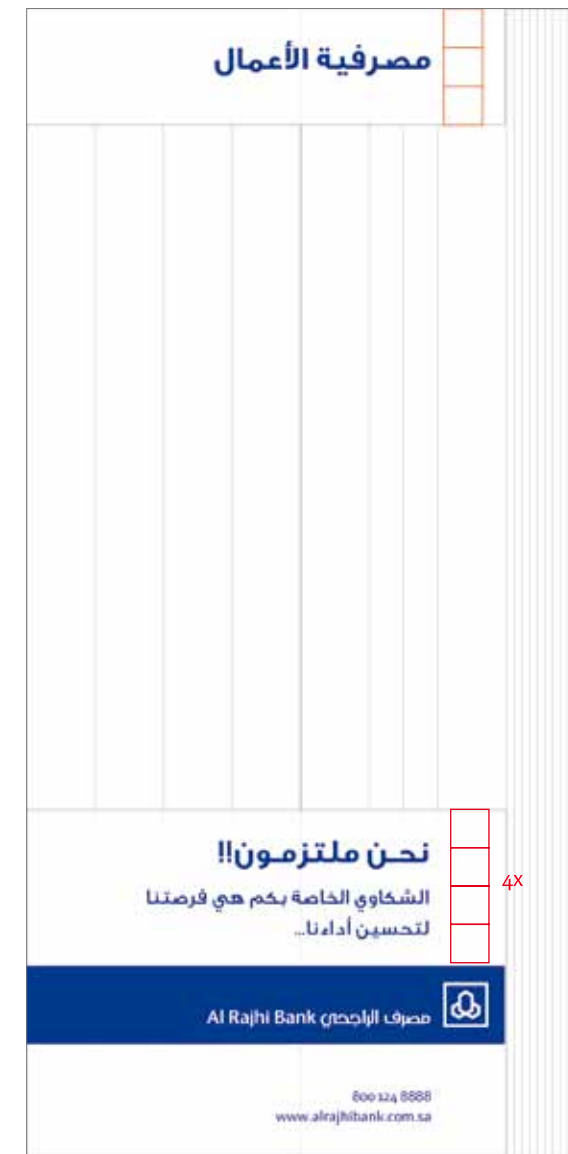
- Primary box:
 - Color: White
 - Opacity: 80%
- Text:
 - Color: ARB blue pantone 2738C
 - Headline size: 17 pts
 - Body copy size: 11 pts

Logo aspects & restrictions

English template



Arabic template



DL template

Here, examples are shown for the use of different transparent box colors and how they are applied on previous visuals done for the Business division.

Examples

English template

Business Banking

There is no if, just how
We're committed

Al Rajhi Bank مصرف الراجحي

800 124 8888
www.alrajhibank.com.sa

The English DL template features a man in a white thobe and ghutra with arms crossed. The top has a white box with 'Business Banking'. The bottom has a white box with the slogan 'There is no if, just how We're committed'. A blue bar at the bottom contains the bank's name and logo. The footer includes the phone number 800 124 8888 and the website www.alrajhibank.com.sa.

Arabic template

مصرفية الأعمال

نحن ملتزمون!!
الشكاوي الخاصة بكم هي فرصتنا
لتحسين أداءنا...

Al Rajhi Bank مصرف الراجحي

800 124 8888
www.alrajhibank.com.sa

The Arabic DL template features the same man in a white thobe and ghutra with arms crossed. The top has a white box with 'مصرفية الأعمال'. The bottom has a white box with the slogan 'نحن ملتزمون!! الشكاوي الخاصة بكم هي فرصتنا لتحسين أداءنا...'. A blue bar at the bottom contains the bank's name and logo. The footer includes the phone number 800 124 8888 and the website www.alrajhibank.com.sa.

Affluent template

Print template

The ATL print layouts' font sizes and spaces are consistent throughout all the different segments of the brand.

The transparent box extends **5x** above the top line of the logo strip; the top transparent strip is **1.5x**.

The font size of the product is **20 pts** (regular), centered in the transparent strip.

As demonstrated in the previous section, the ARB logo extends to approximately **5/8** in any given layout.

English layout

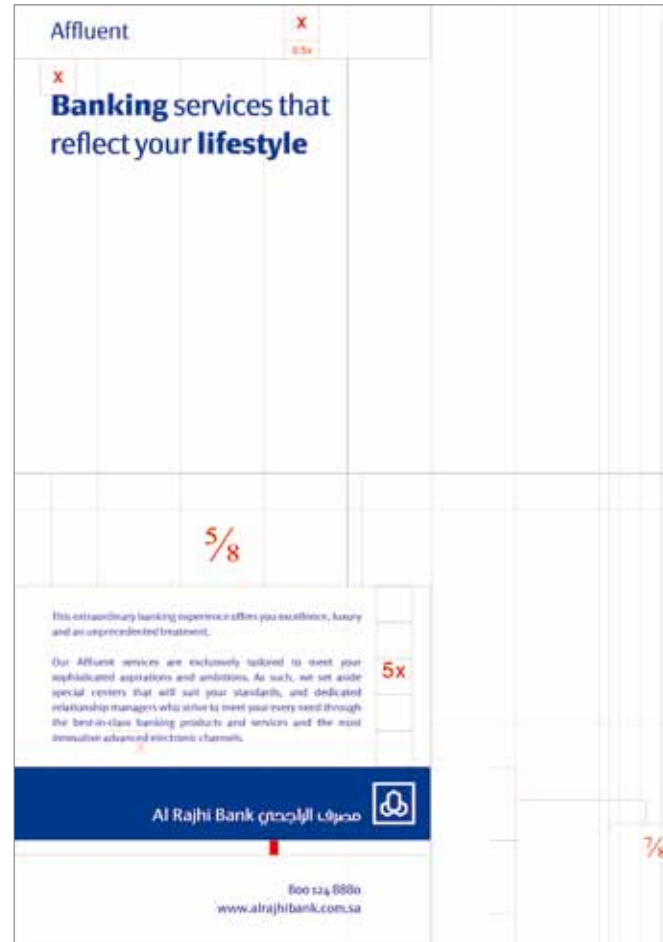
Headline is **2x** away from the top edge of the layout and **1x** away from the left edge of the layout.

Arabic layout

Headline and body copy are always aligned to the letter **م** in the logotype.

Logo aspects & restrictions

English template



Arabic template



- Primary box:
 - Color: White
 - Opacity: 80%
- Text:
 - Color: ARB blue pantone 2738C
 - Headline size: 28 pts
 - Body copy size: 11 pts

Note: All sizes are applied to A4 layouts, and measured proportionally for any other given layout.

Print template

- Primary box:
 - Color: White
 - Opacity: 80%
- Text:
 - Color: ARB blue pantone 2738C
 - Headline size: 28 pts
 - Body copy size: 13 pts

Examples

English template



Arabic template



DL template

DL spaces and font sizes for Retail apply to both males and females. The only difference is the signature underneath the logo.

The logo strip length is measured **7/8** from the width of the layout.

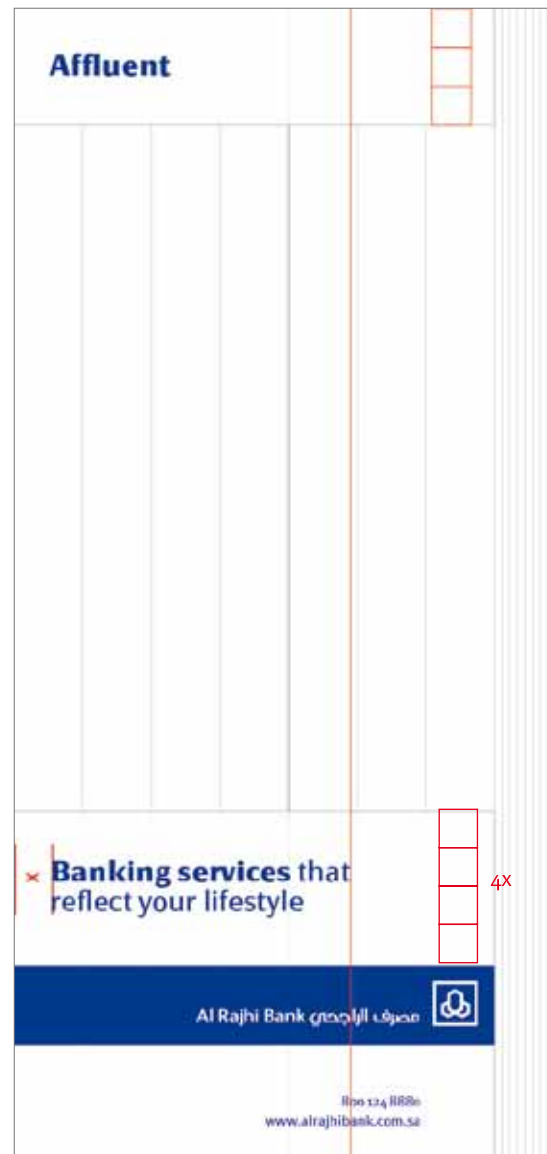
The transparent box extends **4x** above the top line of the logo strip; the top transparent strip is **3x**.

The font size of the product is **25 pts** (bold), centered in the transparent strip.

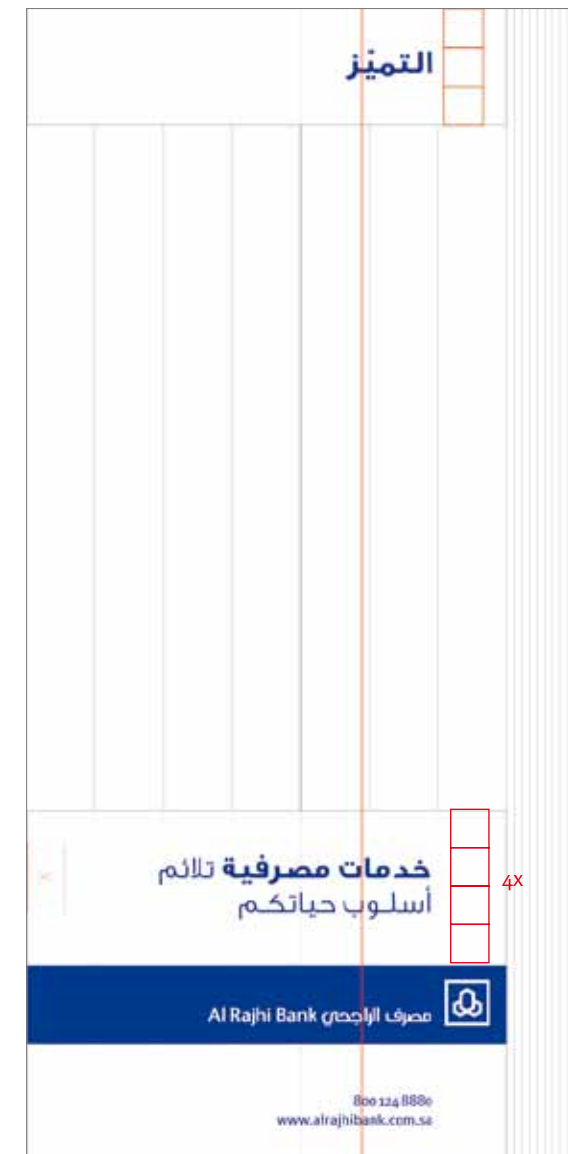
- Primary box:
 - Color: White
 - Opacity: 80%
- Text:
 - Color: ARB blue pantone 2738C
 - Headline size: 17 pts
 - Body copy size: 11 pts
 - Product size: 17 pts

Logo aspects & restrictions

English template



Arabic template



DL template

Here, examples are shown for the use of different transparent box colors and how they are applied on previous visuals done for the Affluent division.

Examples

English template



Arabic template





Affluent

Banking services that reflect your lifestyle

Al Rajhi Bank **بنك الرياض**

1100 124 88880
www.alrajhibank.com.sa



Welcome to our Affluent world

We are honored to present you with our Affluent membership, which we offer exclusively to distinguished customers in order to meet their needs, ambitions and aspirations in accordance with their changing lifestyles.

Through the Affluent Program, we strive to offer you the most prominent and innovative financial and investment solutions within a special elegant environment and with implicit assistance to all our centers across the Kingdom.

A professional Relationship Manager will be dedicated to effectively helping you with all your banking needs.

The Affluent membership also presents you with various additional benefits and free services that focus on making your life easier.

We therefore, cordially invite you to explore our Affluent world.

Affluent centers



Finance solutions

Our wide range of financial programs respond to your needs, whether they have been such as buying home furniture, marriage and education, or long term needs like getting a new car or buying a house or vacation.

Personal Finance

The fastest and most convenient

- Car your finance in 30 minutes
- Finance up to 60 times your monthly salary
- Get the finance from any of our branches
- Possibility of refinancing
- Available for Saudi and expatriates

Car Finance

Finance your car with the best deal around.

Finance type	Minimum amount	Salary coverage	Contract period	Leasing option
Car	10,000 SAR	✓	✓	✓
Car finance (lease-to-own)	10,000 SAR	✓	✓	✓
Car lease (with/without mileage)	10,000 SAR	✓	✓	✓

The finance coverage and a maximum amount, under the same conditions, may vary according to the credit financial score and/or the type of car.

Home Finance

Finance type	Minimum amount	Finance period	Financed amount
Home loan	10,000 SAR	Up to 30 or 35 years	up to 10 times the value of the property
Equity loan	10,000 SAR	Up to 10 years	Up to 10 times the value of the property
Business financing	10,000 SAR	Up to 10 years	Up to 10 times the value of the property

For more information, please contact us at the nearest branch.

Private template

Print template

The ATL print layouts' font sizes and spaces are consistent throughout all the different segments of the brand.

The transparent box extends **5x** above the top line of the logo strip; the top transparent strip is **1.5x**.

The font size of the product is **20 pts** (regular), centered in the transparent strip.

As demonstrated in the previous section, the ARB logo extends to exactly **5/8** in any given layout.

English layout

Headline is **2x** away from the top edge of the layout and **1x** away from the left edge of the layout.

Arabic layout

Headline and body copy are always aligned to the letter **م** in the logotype.

Note: All sizes are applied to A4 layouts, and measured proportionally for any other given layout.

Logo aspects & restrictions

English template



Arabic template



- Primary box:
 - Color: White
 - Opacity: 80%
- Text:
 - Color: ARB blue pantone 2738C
 - Headline size: 28 pts
 - Body copy size: 11 pts

Print template

- Primary box:
 - Color: White
 - Opacity: 80%
- Text:
 - Color: ARB blue pantone 2738C
 - Headline size: 28 pts
 - Body copy size: 11 pts

Examples

English template



Arabic template



DL template

DL spaces and font sizes for Retail apply to both males and females. The only difference is the signature underneath the logo.

The logo strip length is measured **7/8** from the width of the layout.

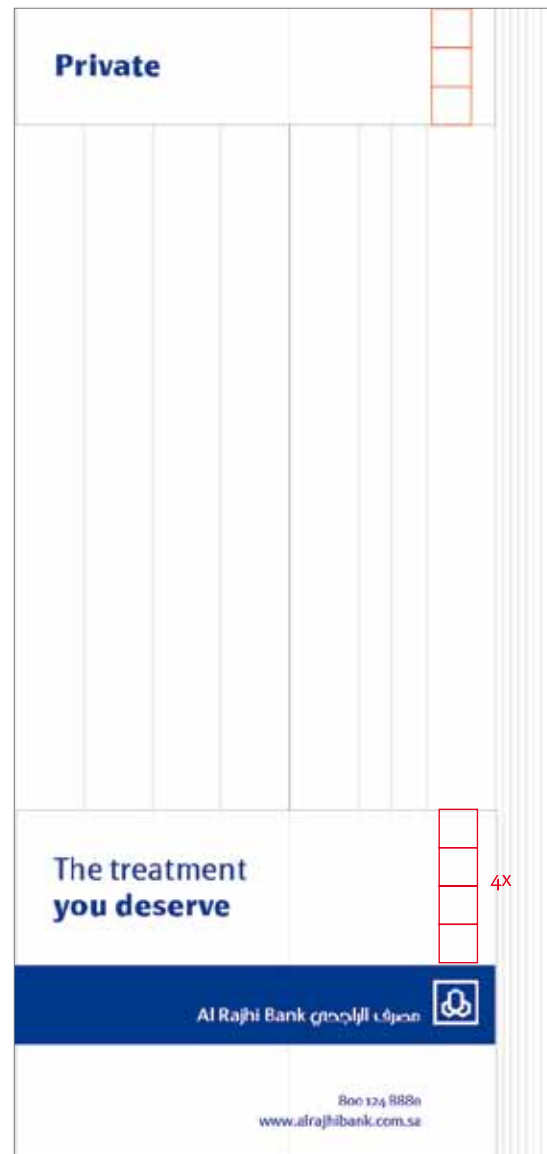
The transparent box extends **4x** above the top line of the logo strip; the top transparent strip is **3x**.

The font size of the product is **25 pts** (bold), centered in the transparent strip.

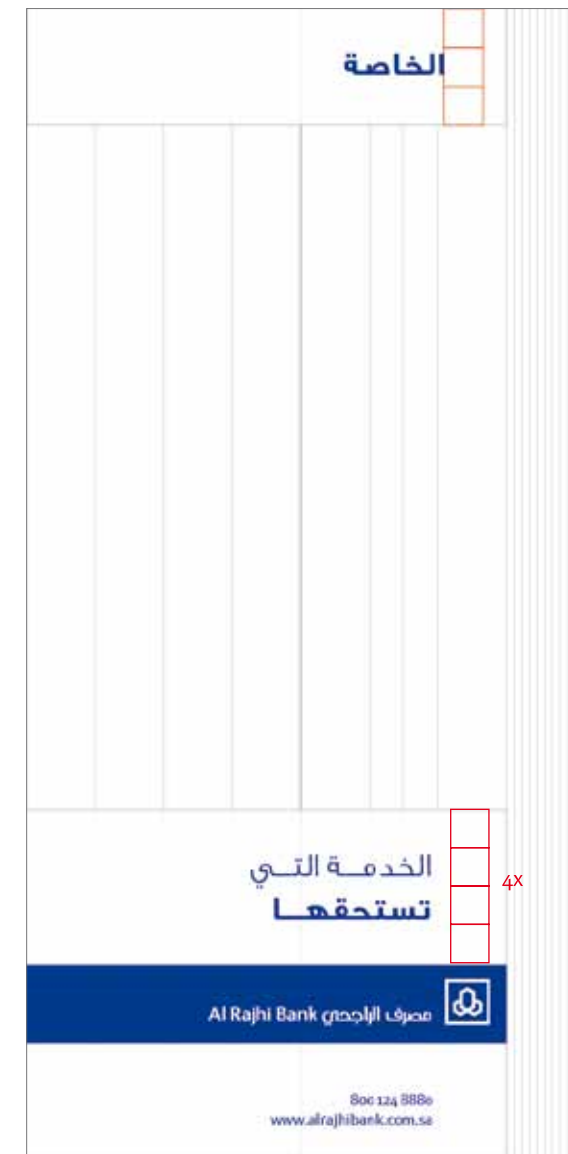
- Primary box:
 - Color: White
 - Opacity: 80%
- Text:
 - Color: ARB blue pantone 2738C
 - Headline size: 17 pts
 - Body copy size: 11 pts

Logo aspects & restrictions

English template



Arabic template



DL template

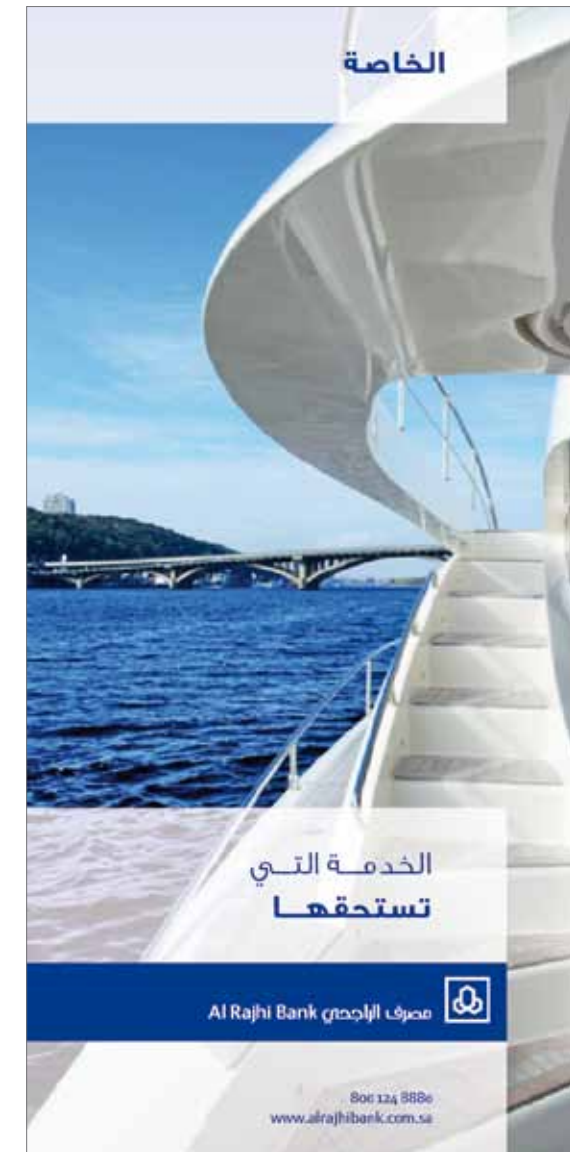
Here, examples are shown for the use of different transparent box colors and how they are applied on previous visuals done for the Private division.

Examples

English template



Arabic template



Retail collateral templates

Print template - Landscape

The ATL print layouts' font sizes and spaces are consistent throughout all the different segments of the brand.

The transparent box extends **5x** above the top line of the logo strip; the top transparent strip is **1.5x**.

The font size of the product is **20 pts** (regular), centered in the transparent strip.

The ARB logo extends to exactly **7/16** in this layout.

English layout

Headline is **2.5x** away from the top edge of the layout and **1x** away from the left edge of the layout.

Arabic layout

Headline and body copy are always aligned to the letter **م** in the logotype.

Note: All sizes are applied to A4 layouts, and measured proportionally for any other given layout.

Logo aspects & restrictions

Double page spread



- Primary box:
 - Color: ARB orange pantone 159C
 - Opacity: 85%
- Text:
 - Color: White
 - Headline size: 35 pts
 - Sub-headline size: 20 pts bold
 - Body copy size: 16 pts light

Print template - Landscape

- Primary box:
 - Color: ARB orange pantone 159C
 - Opacity: 85%
- Text:
 - Color: White
 - Headline size: 35 pts
 - Sub-headline size: 20 pts bold
 - Body copy size: 16 pts light

Double page spread

Double page spread



Note: All sizes are applied to A4 layouts, and measured proportionally for any other given layout.

Print template - Landscape

The ATL print layouts' font sizes and spaces are consistent throughout all the different segments of the brand.

The transparent box extends **5x** above the top line of the logo strip; the top transparent strip is **1.5x**.

The font size of the product (e.g. HF,PF,CC & CF) is **20 pts** (regular), centered in the transparent strip.

The ARB logo extends to approximately **4/8** in any given layout.

English layout

Headline is **2.5x** away from the top edge of the layout and **2x** away from the left edge of the layout.

Arabic layout

Headline and body copy are always aligned to the letter **م** in the logotype.

Note: All sizes are applied to A4 layouts, and measured proportionally for any other given layout.

Logo aspects & restrictions

Half page



- Primary box:
 - Color: ARB orange pantone 159C
 - Opacity: 85%
- Text:
 - Color: White
 - Headline size: 30 pts
 - Sub-headline size: 18 pts bold
 - Body copy size: 14 pts light

- Primary box:
 - Color: ARB orange pantone 159C
 - Opacity: 85%
- Text:
 - Color: White
 - Headline size: 30 pts
 - Sub-headline size: 18 pts bold
 - Body copy size: 13 pts light

Half page

التمويل الشخصي

صرت بقدر أجمع
التزاماتي المالية بقسط
واحد متوافق مع الشريعة

4/8

انضم إلى المصرف الأكبر المتوافق مع الشريعة

- توحيد جميع الالتزامات بقسط واحد متوافق مع الشريعة الإسلامية
- الحصول على الموافقة خلال ساعة واحدة والتمويل خلال يوم عمل واحد
- تمويل يصل إلى 50,000 دينار أو 30 ضعف الراتب بدون كفيل
- مدة التمويل تصل لغاية 96 شهراً للقطاع العام و 84 شهراً للقطاع الخاص

يخضع لشروط وأحكام المصرف

مصرف الراجحي Al Rajhi Bank

06 563 3030
www.alrajhibank.com.jo

Outdoor template

In outdoor advertising templates, the maximum impact should come from the copy.

The template aspects are different from the print template in landscape layouts.

The width of the logo extends to $4/8$ from the width of the layout, and the transparent box extends $6x$ above the top line of the logo strip.

The transparent product strip is $1.5x$ in height and the text is 45 pts.

- Primary box:
 - Color: ARB orange pantone 159C
 - Opacity: 85%
- Text:
 - Color: White
 - Headline size: 65 pts bold

Megacom



Outdoor template

- Primary box:
 - Color: ARB orange pantone 159C
 - Opacity: 85%
- Text:
 - Color: White
 - Headline size: 65 pts bold

Megacom

التمويل الشخصي

احصل على
التمويل الأسرع
والنسبة الأفضل

Al Rajhi Bank مصرف الراجحي

800 124 1222

Outdoor template

In outdoor advertising templates, the maximum impact should come from the copy.

The template aspects are different from the print template in landscape layouts.

The width of the logo extends to $4/8$ from the width of the layout, and the transparent box ends $0.5x$ away from the top and bottom edge of the layout.

The transparent product strip is $1.5x$ in height and the text is 48 pts.

- Primary box:
 - Color: ARB orange pantone 159C
 - Opacity: 85%
- Text:
 - Color: White
 - Headline size: 65 pts bold

Unipole



Outdoor template

In outdoor advertising templates, the maximum impact should come from the copy.

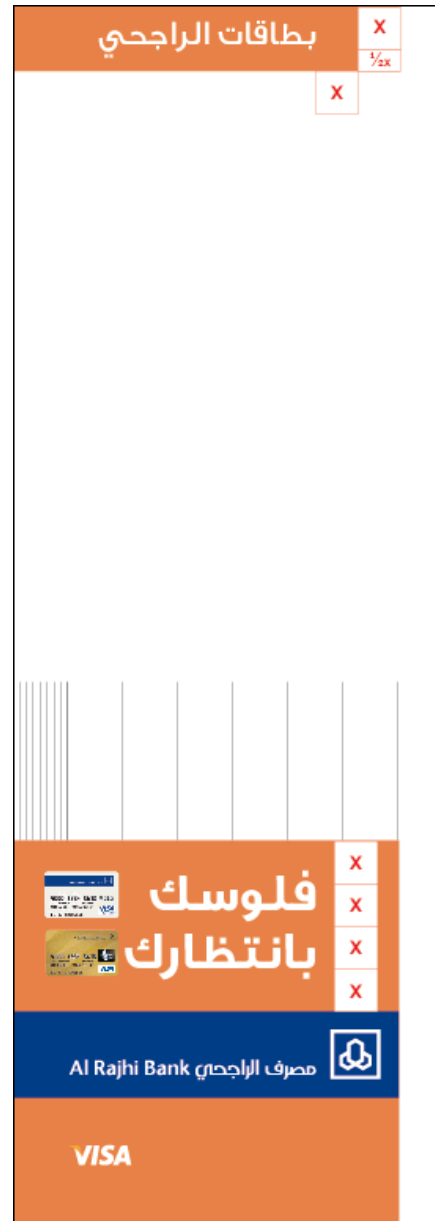
The template aspects are different from the print template in landscape layouts.

The width of the logo extends to $7/8$ from the width of the layout, and the transparent box extends $4x$ above the top line of the logo strip.

The transparent product strip is $1.5x$ in height and the text is **170 pts**.

- Primary box:
 - Color: ARB orange pantone 159C
 - Opacity: 85%
- Text:
 - Color: White
 - Headline size: 255 pts bold

Skypole



Outdoor template

In outdoor advertising templates, the maximum impact should come from the copy.

The template aspects are different from the print template in landscape layouts.

The width of the logo extends to **7/8** from the width of the layout, and the transparent box extends **3x** to **4x** above the top line of the logo strip.

The transparent product strip is **1.5x** in height and the text is **100 pts**.

- Primary box:
 - Color: ARB orange pantone 159C
 - Opacity: 85%
- Text:
 - Color: White
 - Headline size: 200 pts bold

Mupi



Strip ad template

Strip ad template

The strip template is part of landscape templates.
The transparent box is **0.5x** away from the top and bottom of the layout.

In the strips, the logo extends to **40%** of the original width of the layout size, giving enough space for the visual.

The product strip is **1.5x** and the text font is **10 pts**.

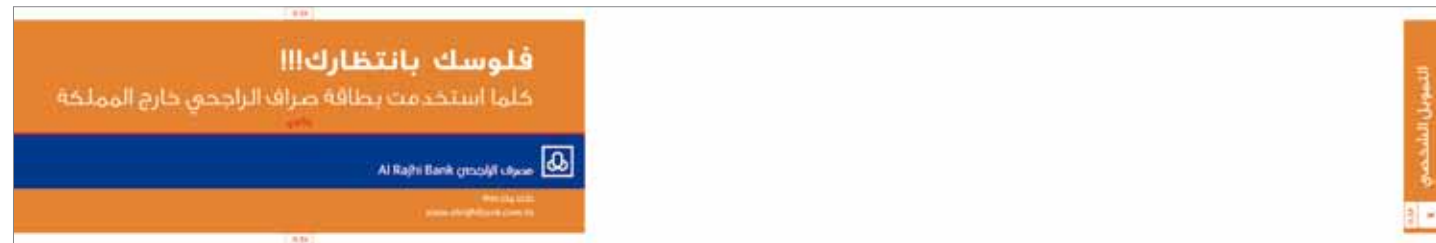
Logo aspects & restrictions

Short strip template



- Primary box:
 - Color: ARB orange pantone 159C
 - Opacity: 85%
- Text:
 - Color: White
 - Headline size: 13 pts
 - Body copy size: 13 pts

Long strip template



- Primary box:
 - Color: ARB orange pantone 159C
 - Opacity: 85%
- Text:
 - Color: White
 - Headline size: 18 pts
 - Body copy size: 15 pts

Strip ad template

The strip template is part of landscape templates. The transparent box is **0.5x** away from the top and bottom of the layout.

In the strips, the logo extends to **40%** of the original width of the layout size, giving enough space for the visual.

The product strip is **1.5x** and the text font is **20 pts**.

Logo aspects & restrictions

10x8 clm strip



- Primary box:
 - Color: ARB orange pantone 159C
 - Opacity: 85%
- Text:
 - Color: White
 - Headline size: 23 pts
 - Body copy size: 16 pts

Strip ad template

Examples

Short strip template



- Primary box:
 - Color: ARB orange pantone 159C
 - Opacity: 85%
- Text:
 - Color: White
 - Headline size: 13 pts
 - Body copy size: 13 pts

Long strip template

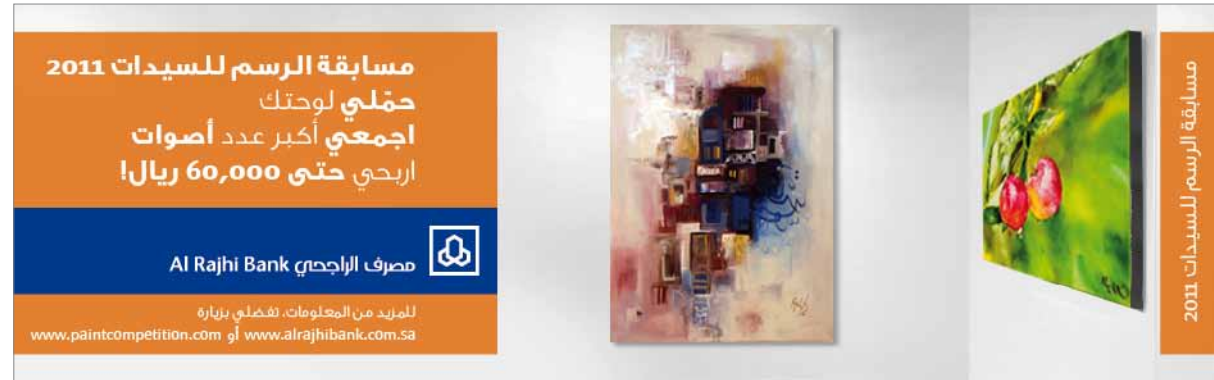


- Primary box:
 - Color: ARB orange pantone 159C
 - Opacity: 85%
- Text:
 - Color: White
 - Headline size: 18 pts
 - Body copy size: 15 pts

Strip ad template

Examples

Short strip template



- Primary box:
 - Color: ARB orange pantone 159C
 - Opacity: 85%
- Text:
 - Color: White
 - Headline size: 13 pts
 - Body copy size: 13 pts

Long strip template



- Primary box:
 - Color: ARB orange pantone 159C
 - Opacity: 85%
- Text:
 - Color: White
 - Headline size: 18 pts
 - Body copy size: 15 pts

Strip ad template

Examples with special elements

Short strip template



- Primary box:
 - Color: ARB orange pantone 159C
 - Opacity: 85%
- Text:
 - Color: White
 - Headline size: 13 pts
 - Body copy size: 13 pts

Long strip template



- Primary box:
 - Color: ARB orange pantone 159C
 - Opacity: 85%
- Text:
 - Color: White
 - Headline size: 18 pts
 - Body copy size: 15 pts

Strip ad template - Exceptions

During special occasions, there could be changes made to the layout and template rules. As shown in the example, the placement of the text changed and the box color also changed.

Examples

Short strip template



Long strip template



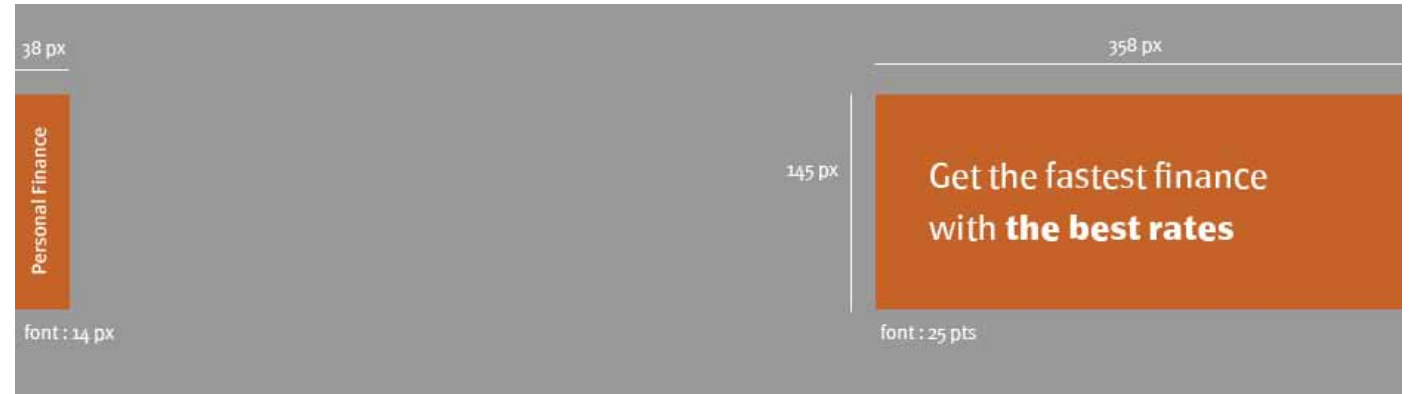
Online banners

Web banners

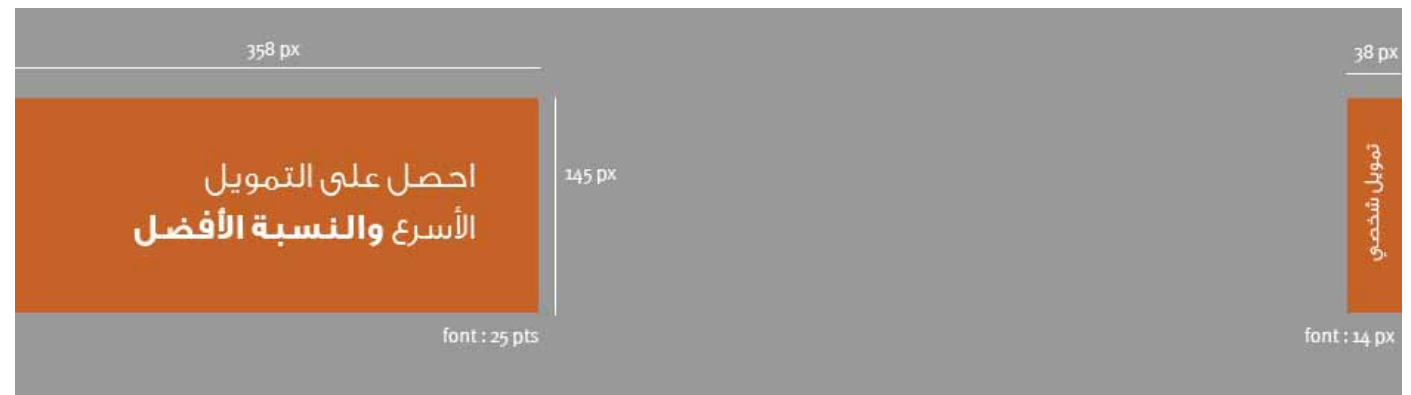
- Primary box:
 - Color: ARB orange pantone 159C
 - Opacity: 85%
- Text:
 - Color: White
 - Headline size: 25 pts

Logo aspects & restrictions

English template



Arabic template



Web banners

- Primary box:
 - Color: ARB orange pantone 159C
 - Opacity: 85%
- Text:
 - Color: White
 - Headline size: 25 pts

Logo aspects & restrictions

English template



Arabic template



Web banners

- Primary box:
 - Color: RGB 205 90 19 or #cd5a13
 - Opacity: 85%
- Text:
 - Color: White
 - Product size: 6 px
 - Message size: 9 px
 - Number size: 7 px

Buttons

120x90



40% = 48 px

120x60



4/8 = 60 px

120x30



88x31



94x15



Web banners

550x450 rectangle

After creating the logo strip, the headline and body copy will always be aligned to the letter **ر** in the logotype. The 800 number aligns with the letter **B** in the English logotype.

- Primary box:
 - Color: RGB 205 90 19 or #cd5a13
 - Opacity: 85%
- Text:
 - Color: White
 - Product size: 18 px
 - Message size: 24 px

550x450

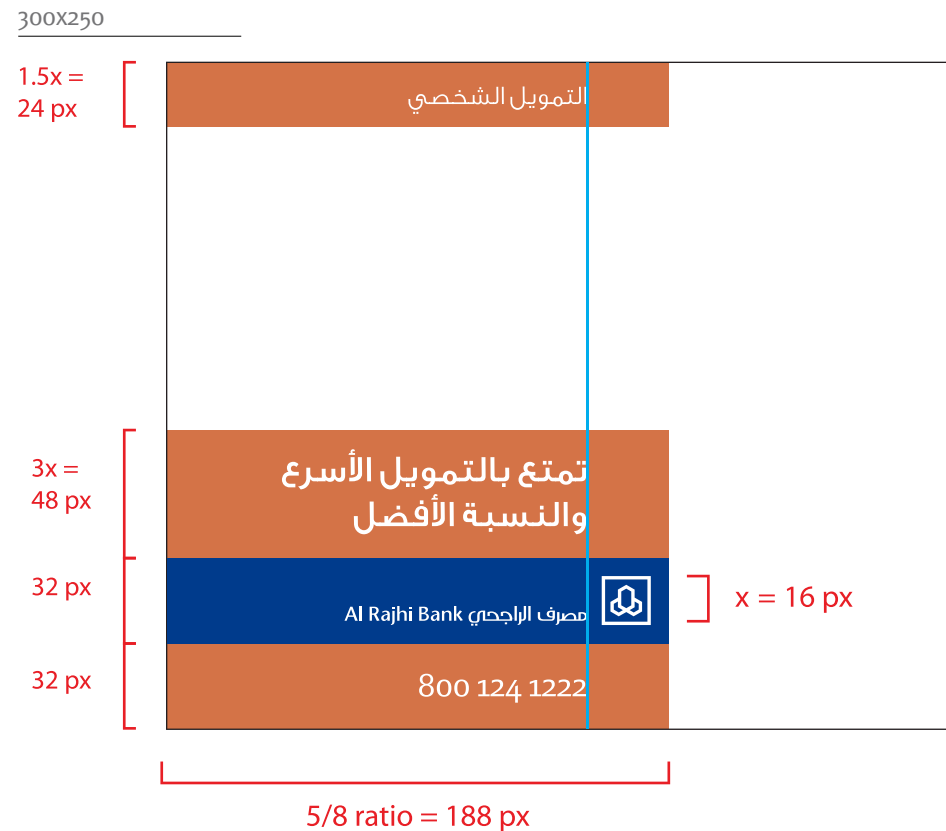


Web banners

300x250 rectangle

After creating the logo strip, the headline and body copy will always be aligned to the letter **و** in the logotype. The 800 number aligns with the letter **B** in the English logotype.

- Primary box:
 - Color: RGB 205 90 19 or #cd5a13
 - Opacity: 85%
- Text:
 - Color: White
 - Product size: 10 px
 - Message size: 14 px

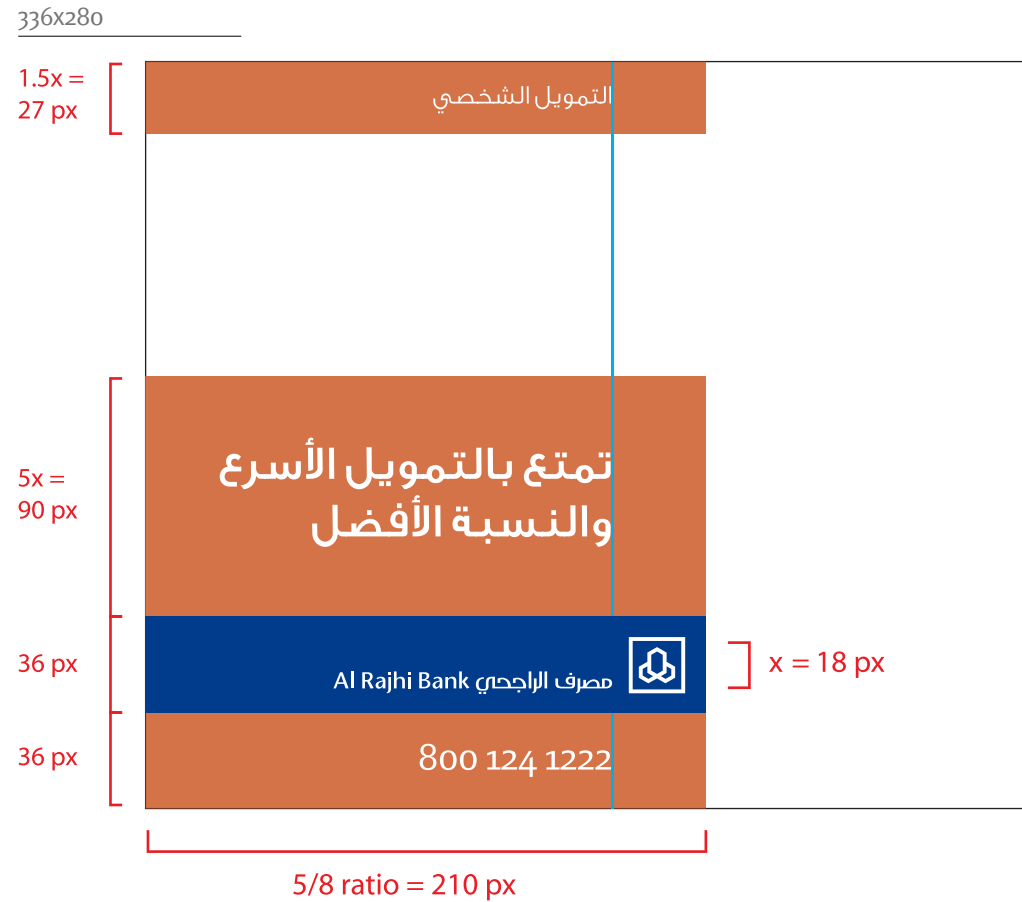


Web banners

336x280 rectangle

After creating the logo strip, the headline and body copy will always be aligned to the letter **و** in the logotype. The 800 number aligns with the letter **B** in the English logotype.

- Primary box:
 - Color: RGB 205 90 19 or #cd5a13
 - Opacity: 85%
- Text:
 - Color: White
 - Product size: 10 px
 - Message size: 18 px

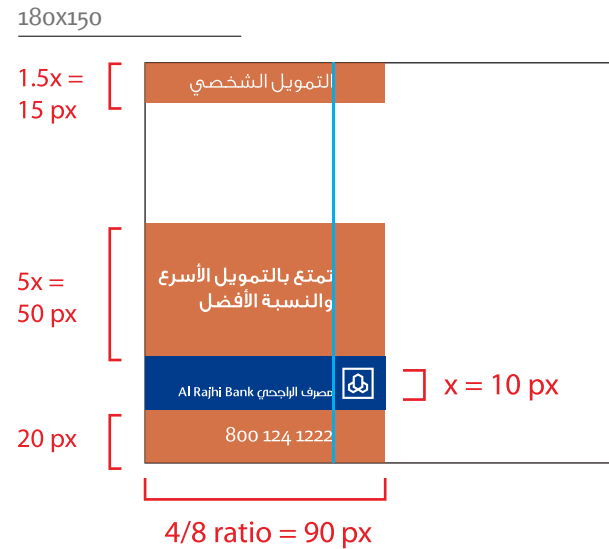


Web banners

After creating the logo strip, the headline and body copy will always be aligned to the letter **و** in the logotype. The 800 number aligns with the letter **B** in the English logotype.

- Primary box:
 - Color: RGB 205 90 19 or #cd5a13
 - Opacity: 85%
- Text:
 - Color: White
 - Product size: 8 px
 - Message size: 10 px

180x150 rectangle



Web banners

500x350 pop-up

After creating the logo strip, the headline and body copy will always be aligned to the letter **ر** in the logotype. The 800 number aligns with the letter **B** in the English logotype.

- Primary box:
 - Color: RGB 205 90 19 or #cd5a13
 - Opacity: 85%
- Text:
 - Color: White
 - Product size: 18 px
 - Message size: 24 px

500x350



Web banners

After creating the logo strip, the headline and body copy will always be aligned to the letter **ا** in the logotype. The 800 number aligns with the letter **B** in the English logotype.

- Primary box:
 - Color: RGB 205 90 19 or #cd5a13
 - Opacity: 85%
- Text:
 - Color: White
 - Product size: 18 px
 - Message size: 24 px

550x480 pop-up

550x480

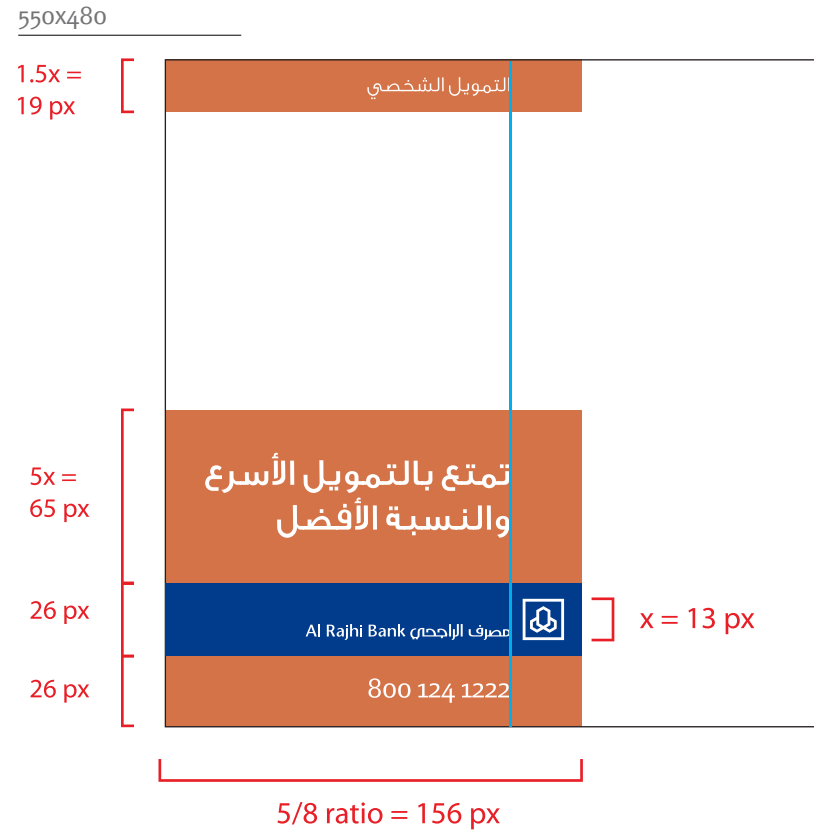


Web banners

After creating the logo strip, the headline and body copy will always be aligned to the letter **ر** in the logotype. The 800 number aligns with the letter **B** in the English logotype.

- Primary box:
 - Color: RGB 205 90 19 or #cd5a13
 - Opacity: 85%
- Text:
 - Color: White
 - Product size: 8 px
 - Message size: 24 px

250x250 square pop-up

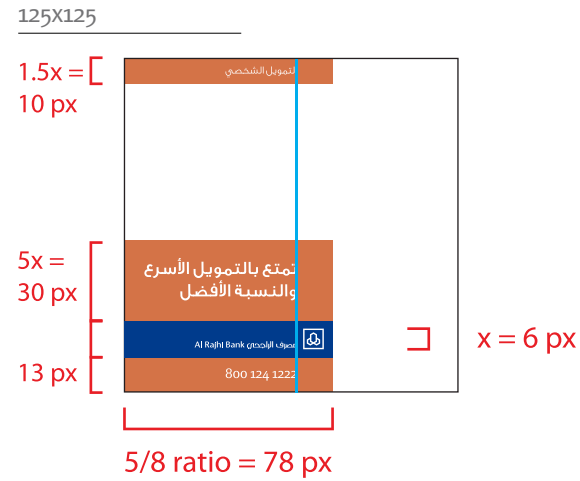


Web banners

After creating the logo strip, the headline and body copy will always be aligned to the letter **و** in the logotype. The 800 number aligns with the letter **B** in the English logotype.

- Primary box:
 - Color: RGB 205 90 19 or #cd5a13
 - Opacity: 85%
- Text:
 - Color: White
 - Product size: 5 px
 - Message size: 5 px

125x125 square pop-up



Web banners

728x315 pop-under

After creating the logo strip, the headline and body copy will always be aligned to the letter **و** in the logotype. The 800 number aligns with the letter **B** in the English logotype.

- Primary box:
 - Color: RGB 205 90 19 or #cd5a13
 - Opacity: 85%
- Text:
 - Color: White
 - Product size: 19 px
 - Message size: 24 px

728x315



Web banners

940x450 pop-under

After creating the logo strip, the headline and body copy will always be aligned to the letter **و** in the logotype. The 800 number aligns with the letter **B** in the English logotype.

- Primary box:
 - Color: RGB 205 90 19 or #cd5a13
 - Opacity: 85%
- Text:
 - Color: White
 - Product size: 19 px
 - Message size: 28 px

940x450



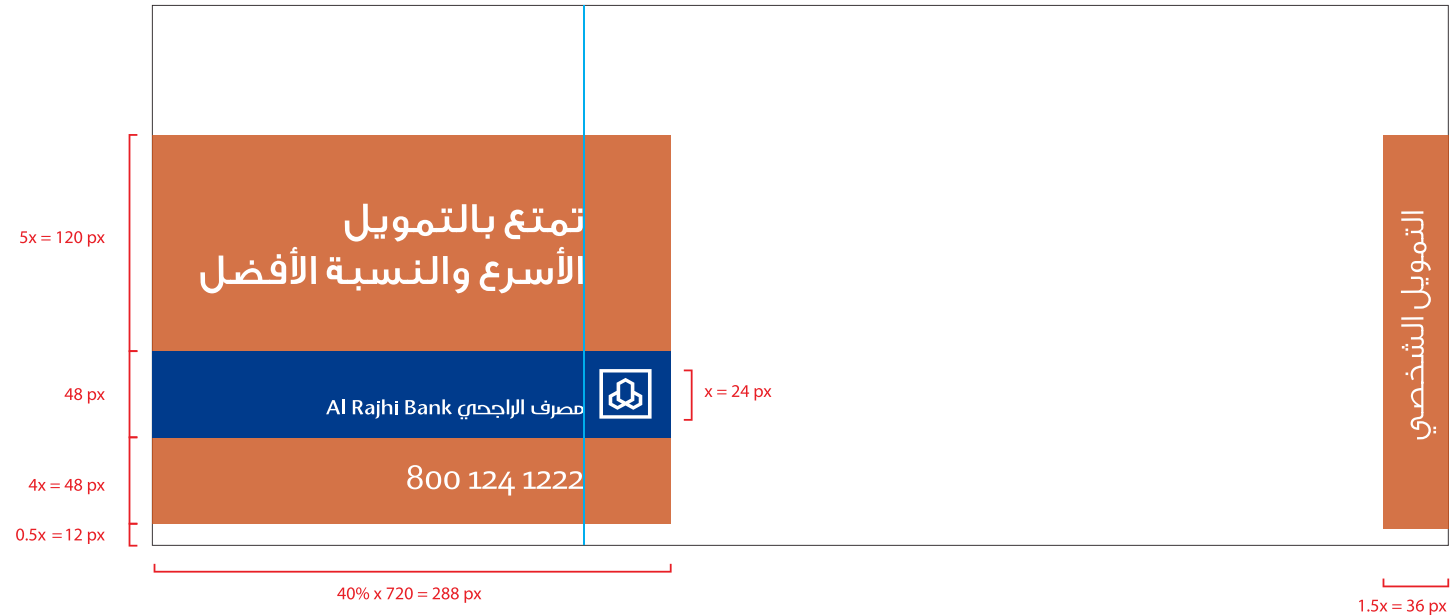
Web banners

After creating the logo strip, the headline and body copy will always be aligned to the letter **و** in the logotype. The 800 number aligns with the letter **B** in the English logotype.

- Primary box:
 - Color: RGB 205 90 19 or #cd5a13
 - Opacity: 85%
- Text:
 - Color: White
 - Product size: 19 px
 - Message size: 24 px

720x300 pop-under

720x300



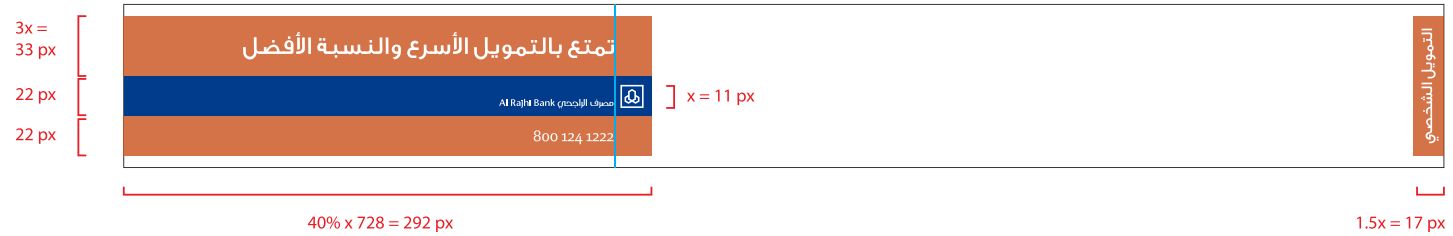
Web banners

After creating the logo strip, the headline and body copy will always be aligned to the letter **و** in the logotype. The 800 number aligns with the letter **B** in the English logotype.

- Primary box:
 - Color: RGB 205 90 19 or #cd5a13
 - Opacity: 85%
- Text:
 - Color: White
 - Product size: 9 px
 - Message size: 14 px

728x90 leaderboard

728x90



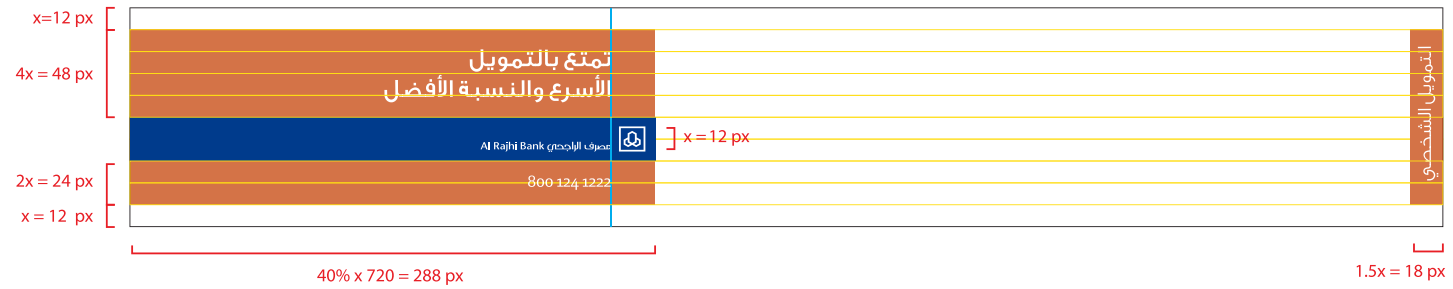
Web banners

After creating the logo strip, the headline and body copy will always be aligned to the letter **و** in the logotype. The 800 number aligns with the letter **B** in the English logotype.

- Primary box:
 - Color: RGB 205 90 19 or #cd5a13
 - Opacity: 85%
- Text:
 - Color: White
 - Product size: 11 px
 - Message size: 14 px

720x120 leaderboard

720x120



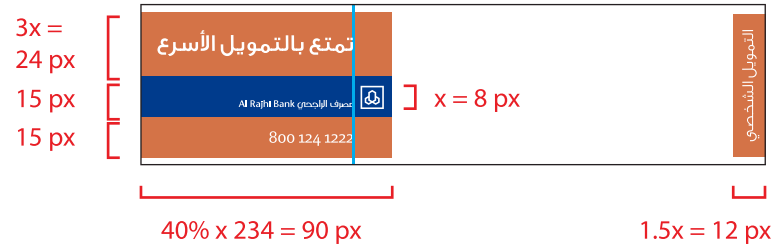
Web banners

After creating the logo strip, the headline and body copy will always be aligned to the letter **ا** in the logotype. The 800 number aligns with the letter **B** in the English logotype.

- Primary box:
 - Color: RGB 205 90 19 or #cd5a13
 - Opacity: 85%
- Text:
 - Color: White
 - Product size: 6 px
 - Message size: 9 px

234x60 half banner

234x60



Web banners

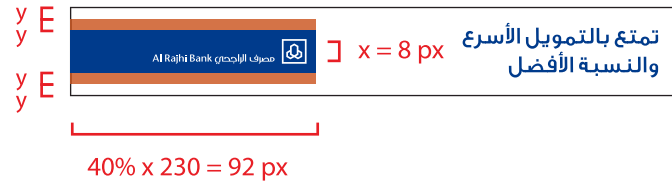
After creating the logo strip, the headline and body copy will always be aligned to the letter **ب** in the logotype. The 800 number aligns with the letter **B** in the English logotype.

- Primary box:
 - Color: RGB 205 90 19 or #cd5a13
 - Opacity: 85%
- Text:
 - Color: #1B4298
 - Product size: 9 px

230x33 small banner

234x60

y = 0.5
x = 4 px



Web banners

300x100 - 3:1 rectangle

After creating the logo strip, the headline and body copy will always be aligned to the letter **م** in the logotype. The 800 number aligns with the letter **B** in the English logotype.

- Primary box:
 - Color: RGB 205 90 19 or #cd5a13
 - Opacity: 85%
- Text:
 - Color: White
 - Product size: 9 px
 - Message size: 12 px



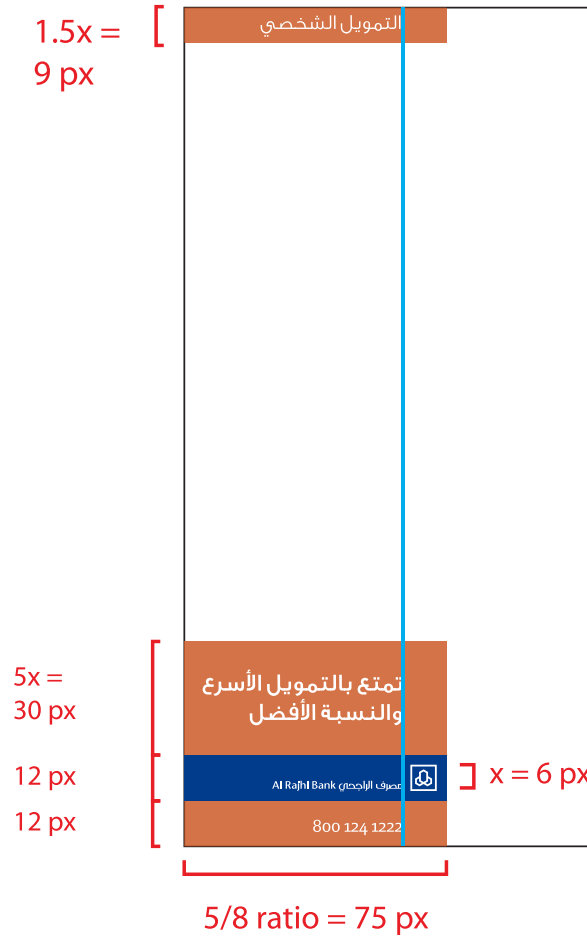
Web banners

120X240 vertical rectangle

After creating the logo strip, the headline and body copy will always be aligned to the letter **م** in the logotype. The 800 number aligns with the letter **B** in the English logotype.

- Primary box:
 - Color: RGB 205 90 19 or #cd5a13
 - Opacity: 85%
- Text:
 - Color: White
 - Product size: 6 px
 - Message size: 7 px

120X240



Web banners

240x400 vertical rectangle

After creating the logo strip, the headline and body copy will always be aligned to the letter **و** in the logotype. The 800 number aligns with the letter **B** in the English logotype.

- Primary box:
 - Color: RGB 205 90 19 or #cd5a13
 - Opacity: 85%
- Text:
 - Color: White
 - Product size: 10 px
 - Message size: 12 px

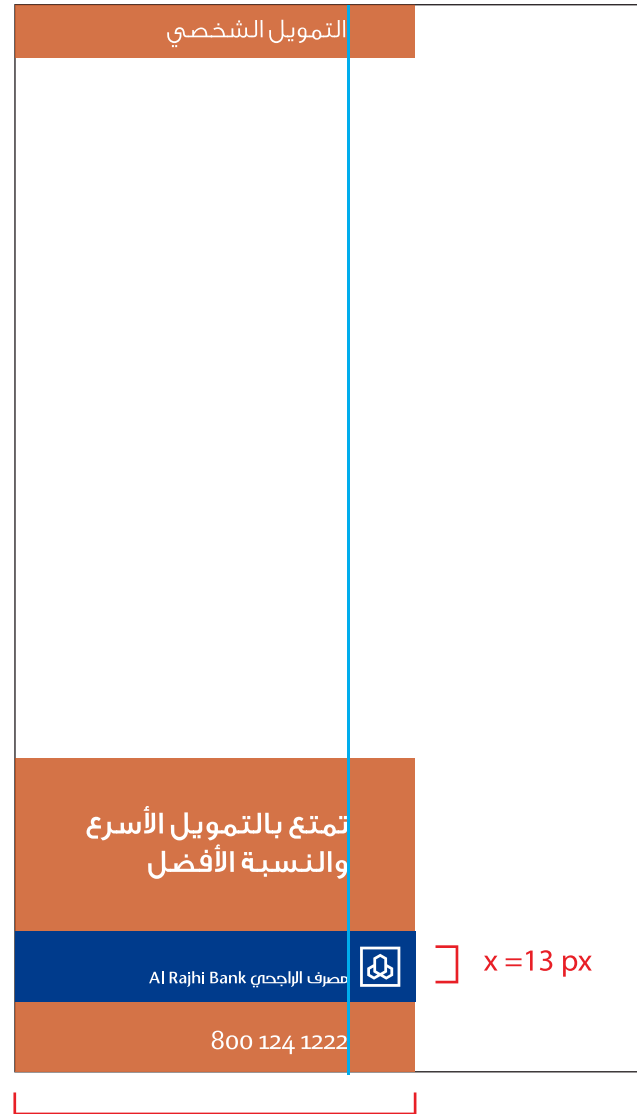
240x400

1.5x =
20 px

5x =
65 px

26 px

26 px



5/8 ratio = 150 px

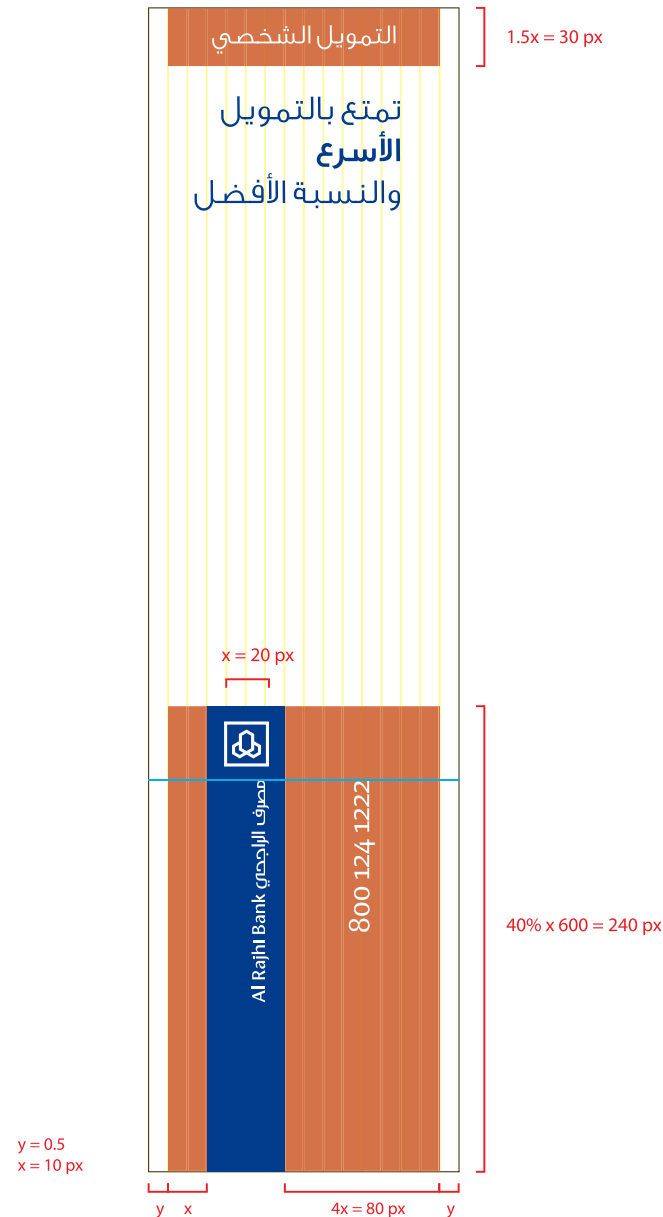
Web banners

160x600 wide skyscraper

After creating the logo strip, the headline and body copy will always be aligned to the letter **م** in the logotype. The 800 number aligns with the letter **B** in the English logotype.

- Primary box:
 - Color: RGB 205 90 19 or #cd5a13
 - Opacity: 85%
- Text:
 - Color: White
 - Product size: 14 px
 - Message size: 18 px

160x600



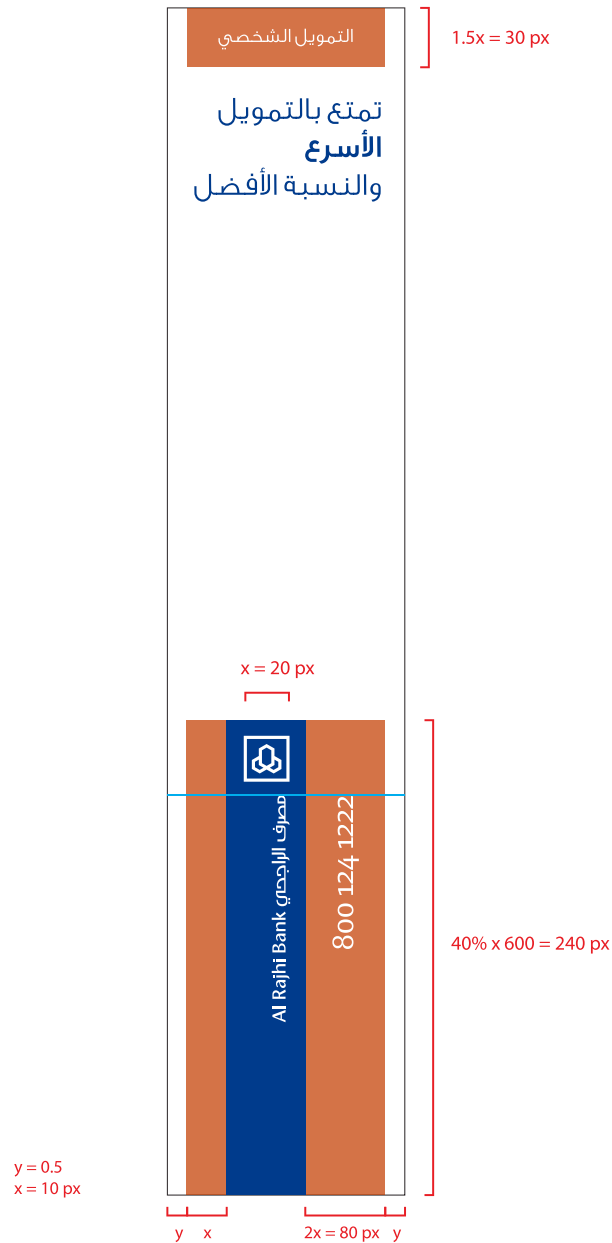
Web banners

120x600 wide skyscraper

After creating the logo strip, the headline and body copy will always be aligned to the letter **م** in the logotype. The 800 number aligns with the letter **B** in the English logotype.

- Primary box:
 - Color: RGB 205 90 19 or #cd5a13
 - Opacity: 85%
- Text:
 - Color: White
 - Product size: 14 px
 - Message size: 18 px

120x600

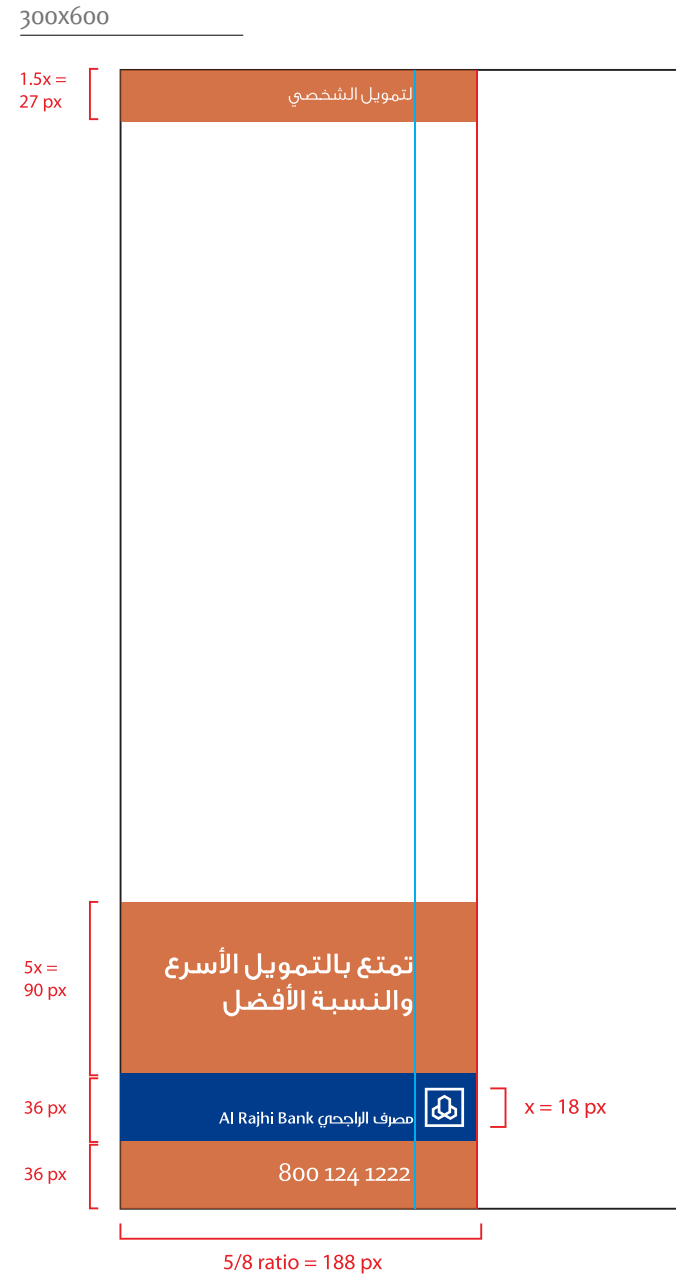


Web banners

300x600 half page ad

After creating the logo strip, the headline and body copy will always be aligned to the letter **ر** in the logotype. The 800 number aligns with the letter **B** in the English logotype.

- Primary box:
 - Color: RGB 205 90 19 or #cd5a13
 - Opacity: 85%
- Text:
 - Color: White
 - Product size: 10 px
 - Message size: 16 px



Mobile & tablet app templates

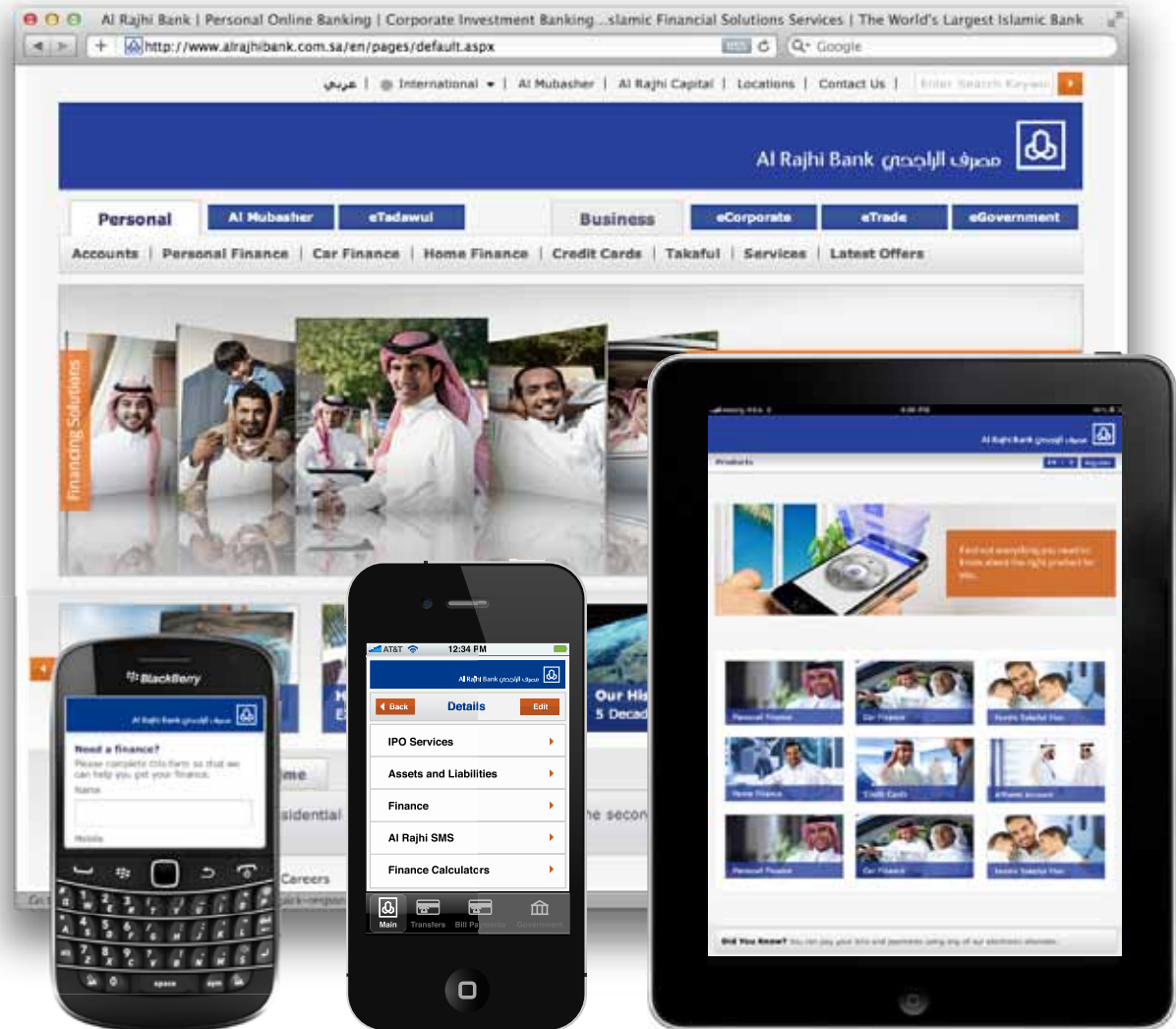
This style guide outlines the principles and standards for the creation of mobile apps for Al Rajhi Bank.

The document is intended to be used by designers, developers and mobile app producers. It aims to establish a consistent quality of treatment for fundamental elements across all mobile and tablet apps.

Main areas:

1. Rules for logo positioning and usage
2. Information on the structure and the limitations of graphical elements
3. Specifications of screen elements

Please note that we have provided examples for iOS platforms as a reference. The guidelines could be applied on any other platform, following the development rules and guidelines set by mobile producers such as Android, Blackberry or Windows.



Mobiles & tablets

Even on the same mobile platform, screen sizes and resolutions can vary based on device type. For instance, the screen size and resolution on the Samsung Galaxy S2 is different than that of the Samsung Galaxy S; the same goes for Blackberry mobile devices.

Consequently, for an application to have a consistent look and feel across a variety of devices, user interface elements and graphics need to gracefully scale from large tablets to smaller phones.

The Al Rajhi design strategy that targets a diverse range of devices and screen sizes focuses on the following:

- Layouts are flexible to accommodate various heights and widths
- Layouts should be optimized on larger devices to take advantage of extra screen space
- Applications should provide the right content, on the right device and at the right time

Devices & displays



The Arabic typeface used in Al Rajhi marketing materials is GE SS.

The English typeface used in Al Rajhi Bank marketing materials is AlRajhi font.

English typeface

Clean, modern and precise

AlRajhi 12345678910

For headlines & body copy

Arabic typeface

واضح وعصري ومتقن

GE SS 12345678910

For headlines & body copy

Type replacement for specific devices and platforms

Generally, mobile devices use their own system fonts, and thus there may be little control over the typeface when designing apps.

The Al Rajhi Bank main fonts come first on any communication material, be it Arabic or English.

A graceful degradation will result in finding other alternatives for some platforms and devices. That is where “Verdana” font comes to replace AlRajhi font in English layouts and “Tahoma” for Arabic layouts.

As a third alternative, system fonts come as a solution for typography wherever the 2 first options are not applicable (Helvetica on iOS, Droid or Roboto for Android phones).

Font sizes are relative, which means that point sizes are not used, but fonts are defined as x-small, small, medium or large.

Primary colors

The AI Rajhi color palette is used on all communication material.



#cc5a13

#253fa0

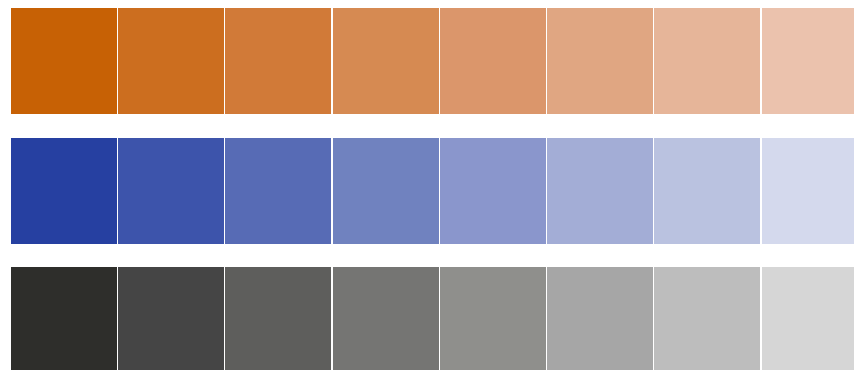
#2e2e2c

#535355

#f6f6f6

Color palette

Blue is the standard accent color in Android's color palette. Each color has a corresponding darker shade that can be used to complement when needed.



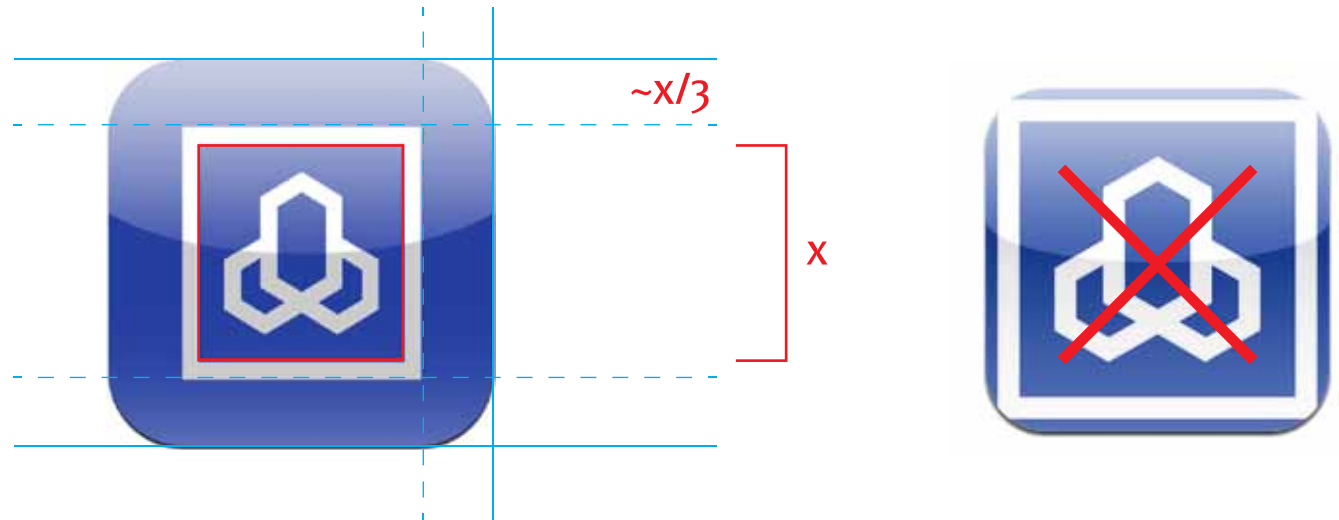
Mobiles & tablets

The Al Rajhi application icon is one that users have on their home screens and tap to run the application. Here, Al Rajhi branding and strong visual design come together to form a compact, instantly recognizable and attractive package.

For any other mobile platform, please refer to the UI guidelines set by mobile developers regarding the size of the icon and keep the same rules for the position of the Al Rajhi logo icon.

Iconography

Launcher icon



Mobiles & tablets

Al Rajhi applications should offer a small icon that devices can display when the application name matches a term in the search field.

Applications that supply settings should also present this icon to identify them in the built-in settings of the application.

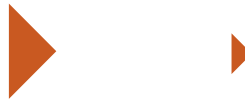
Iconography

Contextual icon

Icons should have a strict orange gradient as background.



Exceptions may allow for the use of the orange color for icon shapes on white backgrounds.



Exceptions may allow for the use of the white color for icon shapes on dark backgrounds.



Mobiles & tablets

Designing for multiple devices involves much more than simply resizing content to display on different screens. It must be clearly viewable and usable across every screen.

For Al Rajhi designs, we have to control how this content gets resized, even to the extreme of accounting for both portrait and landscape orientations. To do this, we should base all the layouts to follow the **x** height rhythm.

Why **x** height rhythm?

To keep a certain unified rule, the **x** rhythm derived from the logo should be the basic size to follow the same layout on the different screen sizes. This is comfortably in the range where users will be able to reliably and accurately target them with their fingers.

When we design the elements to be within the **x** height rhythm, we can guarantee that the UI elements will never be smaller than the minimum recommended target size regardless of what screen they are displayed on.

Metrics & grids



After creating the logo strip for every device, the size of all the other aspects follow; taking into consideration the inner box of the logo element as the standard size of all the divisions in the layout. For presentation purposes, it will be called **x**.

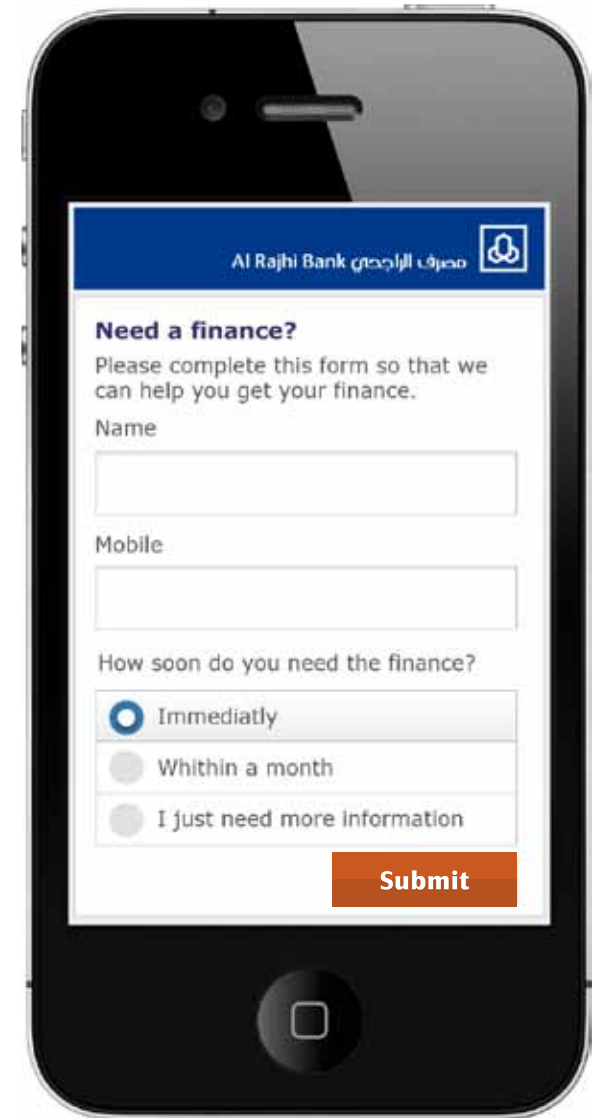
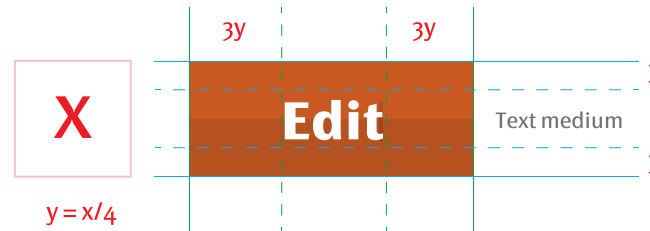


Mobiles & tablets

The size and placement of the bordered action buttons vary with the multiple screen resolutions and displays.

It is essential to follow the margins for the placement of text inside buttons. All buttons should have the same height. The width will then be optimized according to the text medium.

Metrics & grids - Buttons



Mobiles & tablets

Basic buttons are traditional buttons with borders and backgrounds. Android supports two styles for basic buttons: default and small. Default buttons have a slightly larger font size and are optimized for display outside of form content. Small buttons are intended for display alongside other content. They have a smaller font and smaller minimum height. Use small buttons in forms where they need to align with other UI elements.

Metrics & grids - Basic buttons

Button states



Normal

Remains static



Pressed

Illuminates with orange color and 80% white color for the text medium



Focused

Draws 50% of the pressed value with a filled orange border



Disabled

Draws a gray background with 80% white color for the text medium

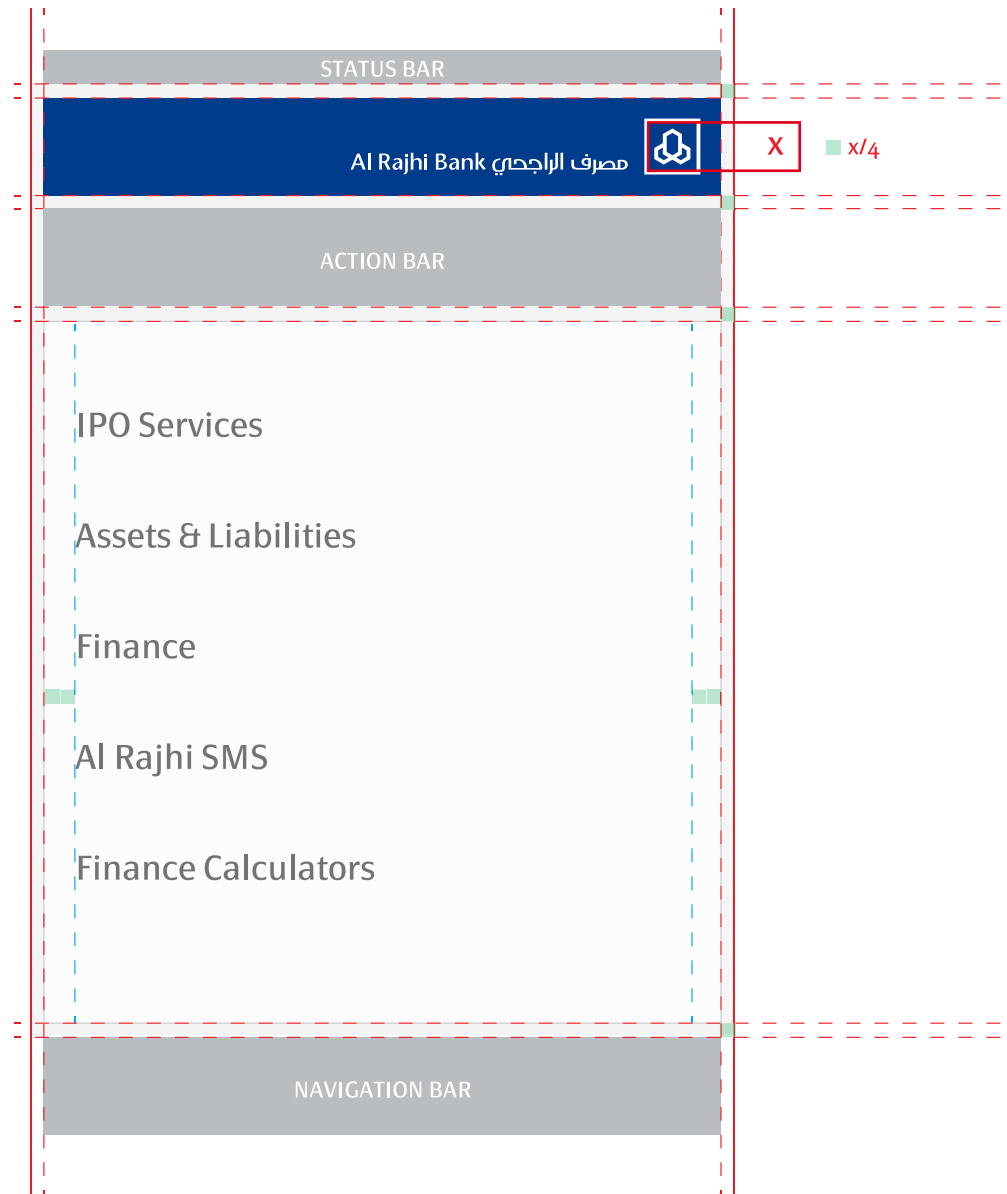
Mobiles & tablets

The Al Rajhi logo strip should occupy **10%** of the main screen's height.

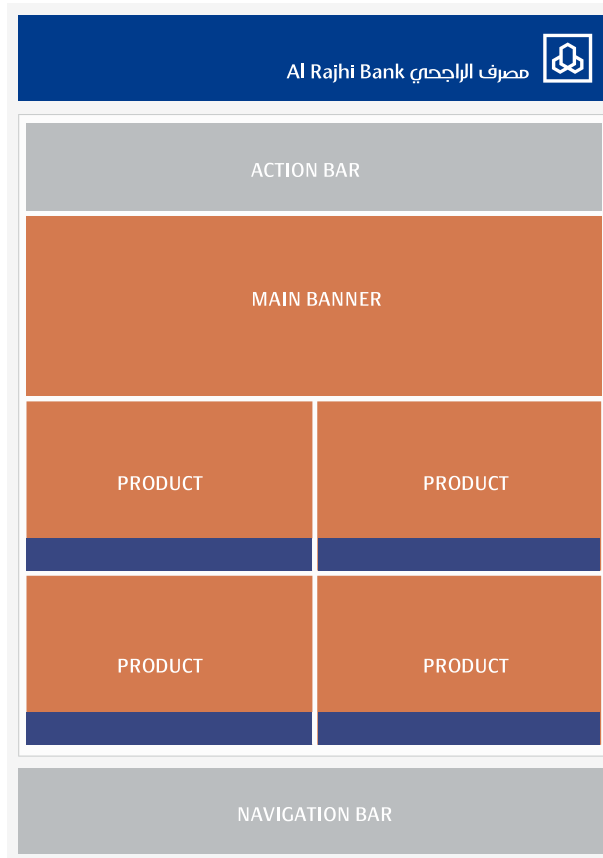
For instance, **96 px** is the height of the logo strip for a **960 px** iPhone screen.

Based on this rule, the **x** value is divided by **4**. The derived value should define the margin of the screen elements (the green box).

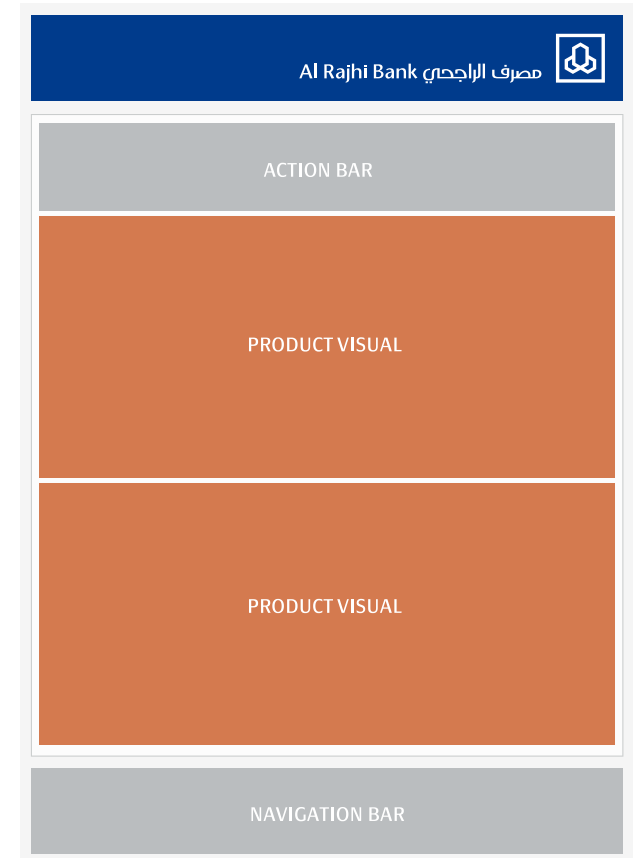
Metrics & grids - Mobile grid



2 column page



1 column page



Mobiles & tablets

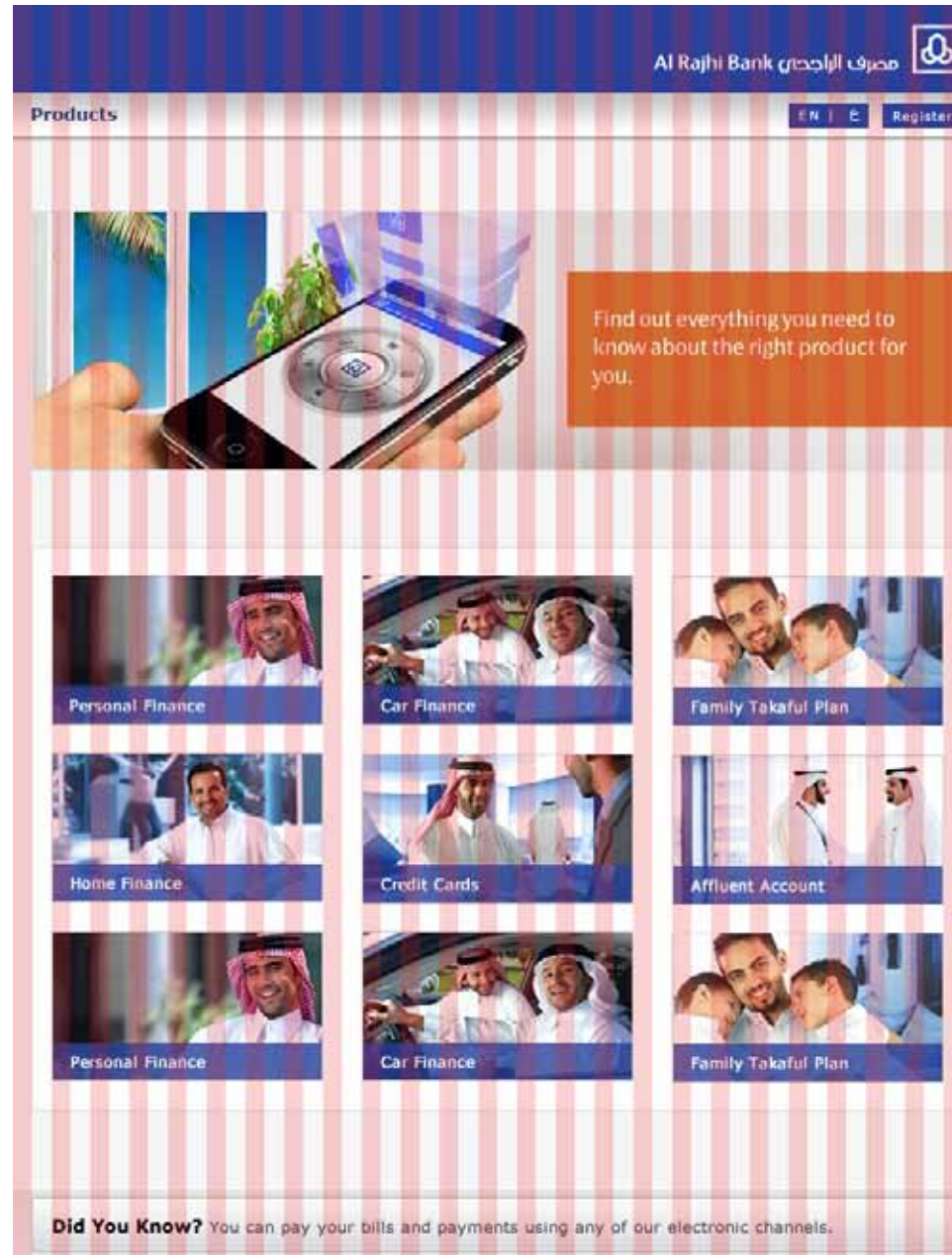
Metrics & grids - Tablet grid

The grid theory is based on the **x** width of the Al Rajhi logo, which results in a **760 px** grid splitting into **24** columns as follows:

Column width = 16 px

Gutter width = 16 px

16 px = 0.5x



Mobiles & tablets

The grid theory is based on the **x** width of the Al Rajhi logo, which results in a **760 px** grid splitting into **24** columns as follows:

Column width = 16 px
Gutter width = 16 px

$16 \text{ px} = 0.5x$

Metrics & grids - Tablet grid

Logo strip/header										
Navigation bar	<p>Products EN العربية Register</p>									
Main banner										
Main content	<table border="1"><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr></table>									
Footer/tips	<p>Did You Know? You can pay your bills and payments using any of our electronic channels.</p>									

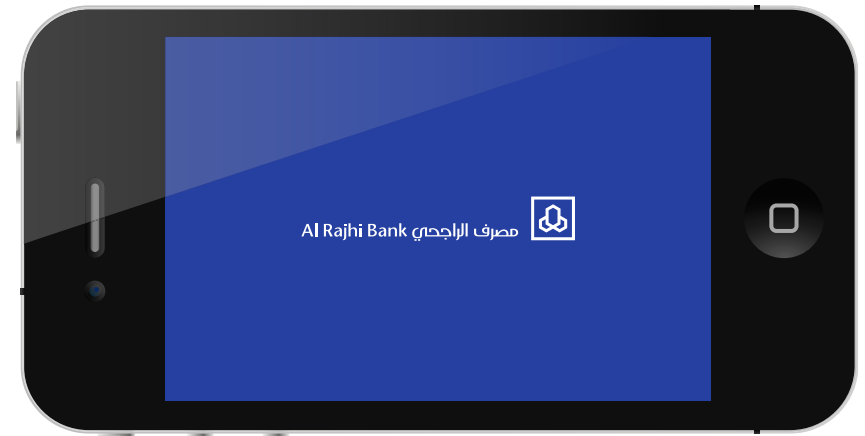
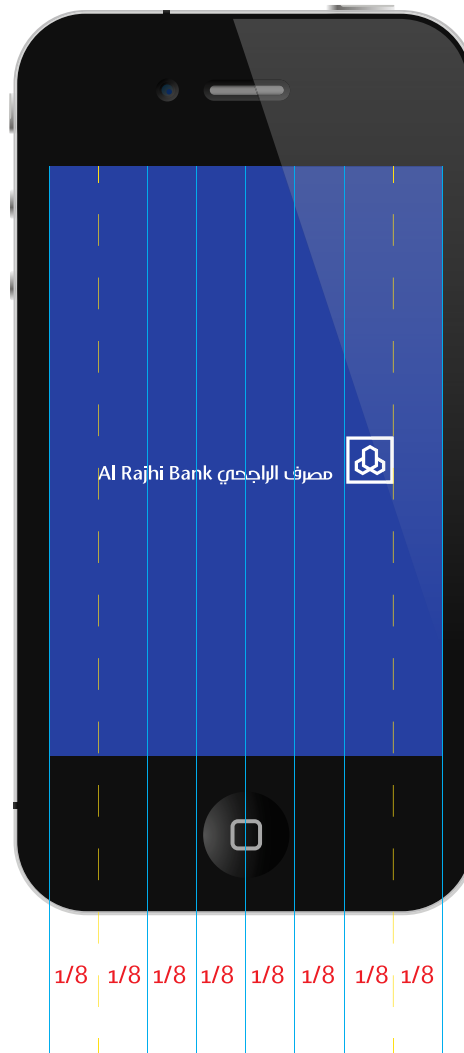
The Al Rajhi launch image is the first screen the application displays. This image is instantly displayed when the user starts the application and remains until the app is ready for use.

As soon as the application has loaded, the app displays its first screen, replacing the launch placeholder image.

iPhone

640x960 px

In an 8 column grid, the logo remains aligned vertically and horizontally in the middle of the screen. When rotated, the logo should keep the same dimensions and alignment.



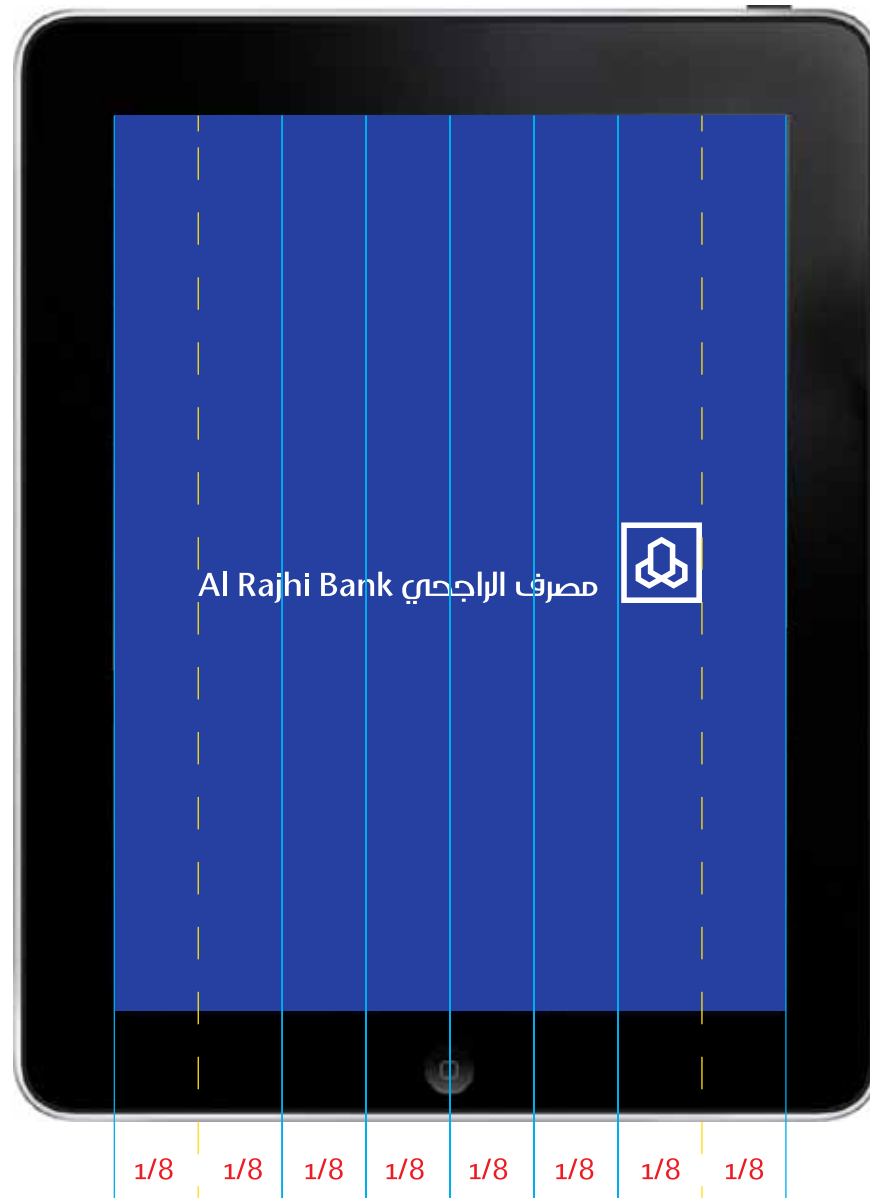
The Al Rajhi launch image is the first screen the application displays. This image is instantly displayed when the user starts the application and remains until the app is ready for use.

As soon as the application has loaded, the app displays its first screen, replacing the launch placeholder image.

iPad

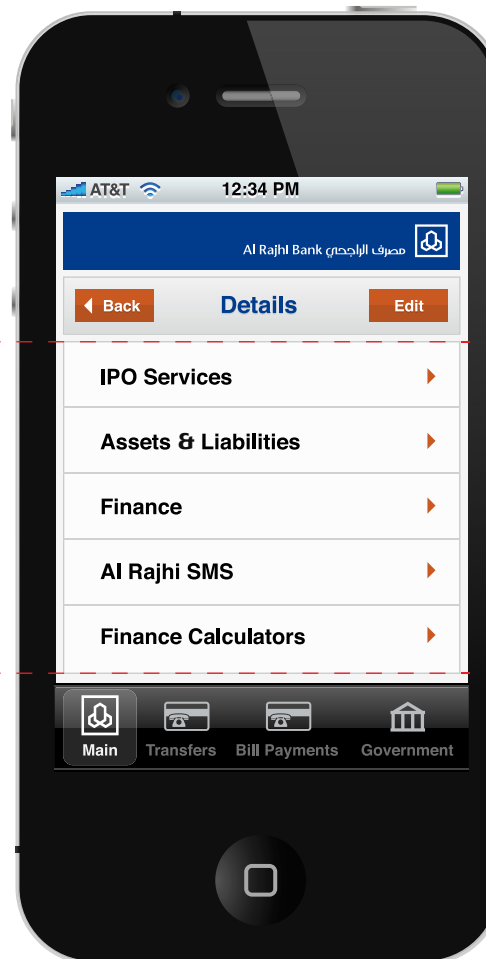
768x1024 px

In an 8 column grid, the logo remains aligned vertically and horizontally in the middle of the screen. When rotated, the logo should keep the same dimensions and alignment.



A table view presents data in a single-column list of multiple rows.

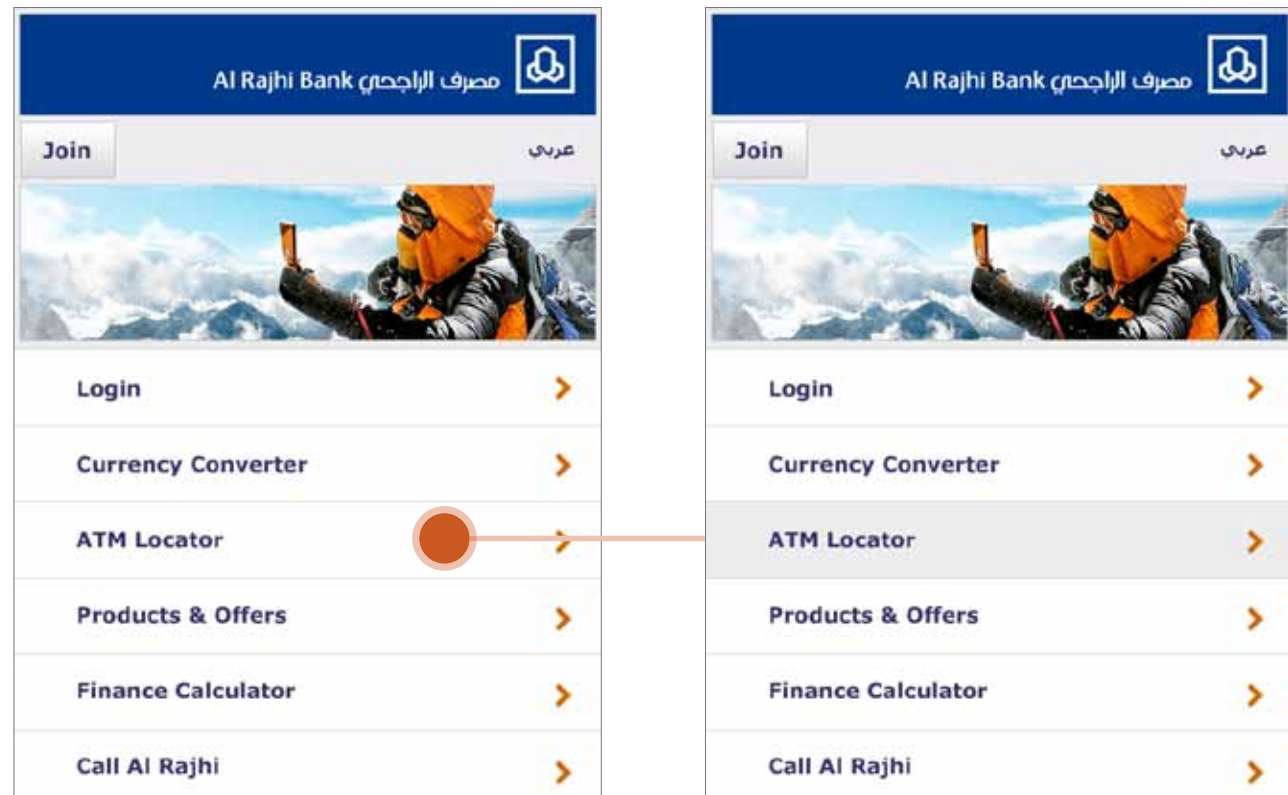
List navigation



Mobiles & tablets

The selection is a temporary action bar that overlays the app's current action bar while data is selected. It appears after the user's prolonged press on a selectable data item.

Navigation - Selection



Mobiles & tablets

Tabs are elemental for making it easy to explore and switch between different views or functional aspects of any app made for Al Rajhi, or for browsing categorized page sets.

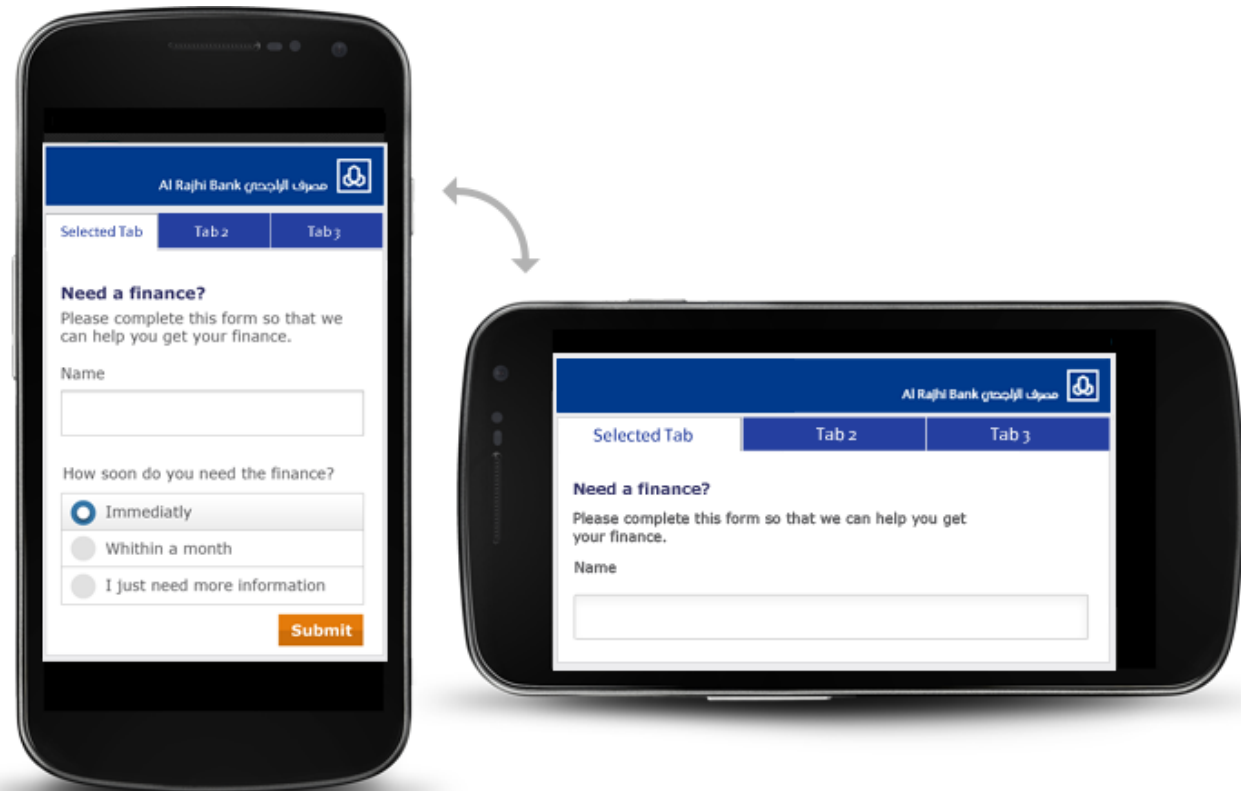
Note: If view navigation is essential to the app, you can break out tabs into a separate action bar. This permits fast view switching even on narrower screens.

Tabs

Selected tab

Tab 2

Tab 3



Mobiles & tablets

Text fields allow the user to type text into the app. The Al Rajhi app displays mostly single line text fields. Touching a text field places the cursor and automatically displays the keyboard.

Text fields

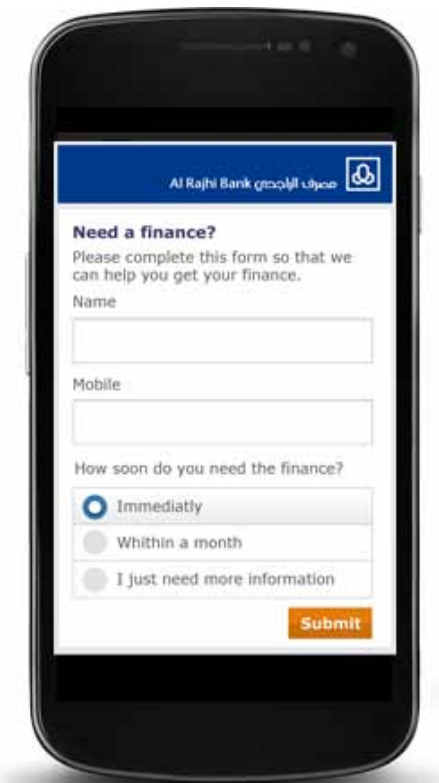
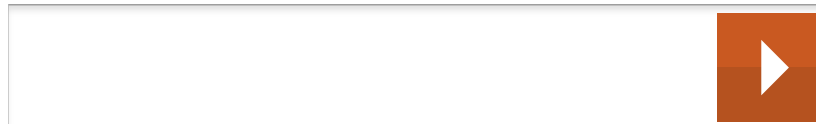
Text field

Text fields draw a white box with a thin gray border and a slight top shadow to give the fields more depth and contrast.



Search field

Search fields maintain the same look as the text fields with the addition of the search icon that is defined in all Al Rajhi digital communications.



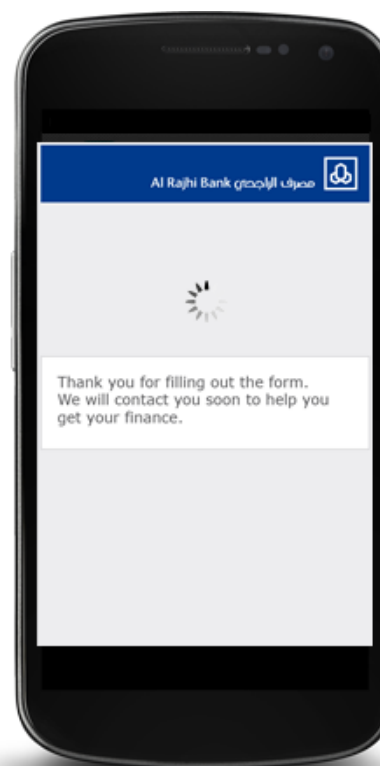
Progress

If you know the percentage of the operation that has been completed, use a determinate progress bar to give the user a sense of how much longer it will take.



Activity circle

An activity circle is used in all Al Rajhi applications for when a message is being loaded and it is not possible to determine how long it will take to be displayed.



Mobile best practices

W3C, Mobile Web Best Practices 1.0

<http://www.w3.org/TR/mobile-bp/>

Mobile patterns

<http://mobile-patterns.com>

iOS Human Interface Guidelines (iPhone, iPod and iPad)

<http://developer.apple.com/library/ios/#documentation/userexperience/conceptual/mobilehig/Introduction/Introduction.html>

Android User Interface Guidelines

http://developer.android.com/guide/practices/ui_guidelines/index.html

UI Guidelines for BlackBerry 6.0 Smartphones

<http://docs.blackberry.com/en/developers/deliverables/17965/index.jsp?name=UI+Guidelines+-+BlackBerry+Smartphones6.0&language=English&userType=21&category=Java+Development+Guidelines&subCategory=>

UI Guidelines for Windows Mobile

<http://msdn.microsoft.com/en-us/library/bb158602.aspx>

Effective design for Multiple Screen Sizes

<http://mobiforge.com/designing/story/effective-design-multiple-screen-sizes>

Al Rajhi Tahweel
Brand Guidelines

تحويل الراجحي

Tahweel Al Rajhi

Logo

The Al Rajhi Tahweel logo consists of the Arabic and English logotypes.

One never appears without the other and neither are ever modified in any way.

Logo shape, color & specs

Logo strip



Logo color



Pantone 300 c

Logo

The primary identity stands on the orange transparent box.

Use of logo

Use of primary identity



Logo

The Al Rajhi Bank logo is not to be altered or distorted in any way. This is necessary to build a consistent brand experience and continually deliver built equity in our brand.

Logo don'ts

Don't alter proportions



Don't add information to logo strip



Don't change color of logotype



Don't change color of blue strip



Don't use outlines



Don't delete a language from the logotype



Don't tilt the logo in any direction



Don't change opacity of blue strip



Logo

In any given ATL portrait layout, the strip length is measured $\frac{5}{8}$ from the width of the layout, as shown in the diagram.

In any given ATL landscape layout, the length of the logo strip is measured based on the layout specification mentioned in the Guidelines.

The Al Rajhi bank logo and the website are always consistent in the layouts. The letter **w** from the website is aligned with the **T** from the english logotype. For the Al Rajhi Bank logo, it is placed above the website and is the same measurements as the website

The size of all the other aspects will be based on the created logo strip, taking the space between the white line in the logotype the edge of the box as the standard size of all the divisions in the layout. For presentation purposes that inner box will be called (x).

Strip size & dimensions

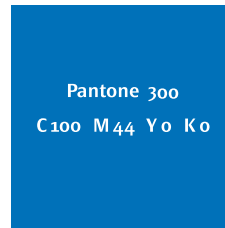


Corporate colors

The primary colors are Al Rajhi Tahweel blue 300C and Al Rajhi Tahweel orange 159C. These colors are used for the logo strip and the orange transparent box.

Primary colors

Primary colors



Typeface

Typfaces

The Arabic typeface used in Al Rajhi Tahweel marketing materials is GE SS.

The English typeface used in Al Rajhi Tahweel marketing materials is AlRajhi font.

When writing the headlines, sensible bolding of keywords is necessary to attract focus to them.

Font specs

On A4 layouts the font specs are:

- Headline: 28 pts size, 29 pts leading
- Sub-headline: 14 or 16 pts
- Body copy: 13 or 12 pts

Sizes apply to both Arabic and English fonts.

Note: All sizes are applied to A4 layouts, and measured proportionally for any other given layout.

Fonts & font sizes

English typeface

Clean, modern and precise

AlRajhi 12345678910

For headlines & body copy

Arabic typeface

واضح وعصري ومتقن

GE SS 12345678910

For headlines & body copy

Size examples

الخدمة	→	20 pts regular	←	Product
عنوان	→	28 pts size, 29 pts leading	←	Headline
عنوان فرعي	→	18 or 20 pts	←	Sub-headline
النص	→	13 or 12 pts	←	Body copy

Communication templates

Transparent box & headline placement

Template

Print templates

Transparent boxes are consistent throughout all print layouts.

The strip in the top left corner that should be aligned with the right side of the logo strip, is called the product strip. It indicates the product addressed in the visual or ad.

The transparent strip (product strip) extends **1.5x** from the top of the layout.

The transparent box behind the logo spreads **6x** above the logo strip.

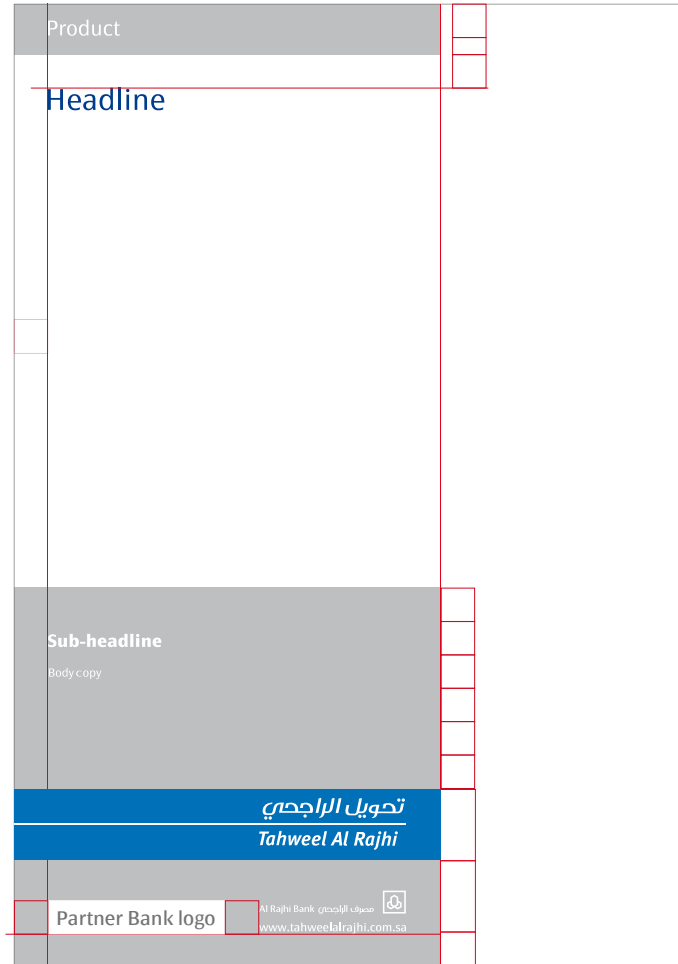
English layout

Headline is **1x** away from the bottom edge of the product strip and **1x** away from the left edge of the layout.

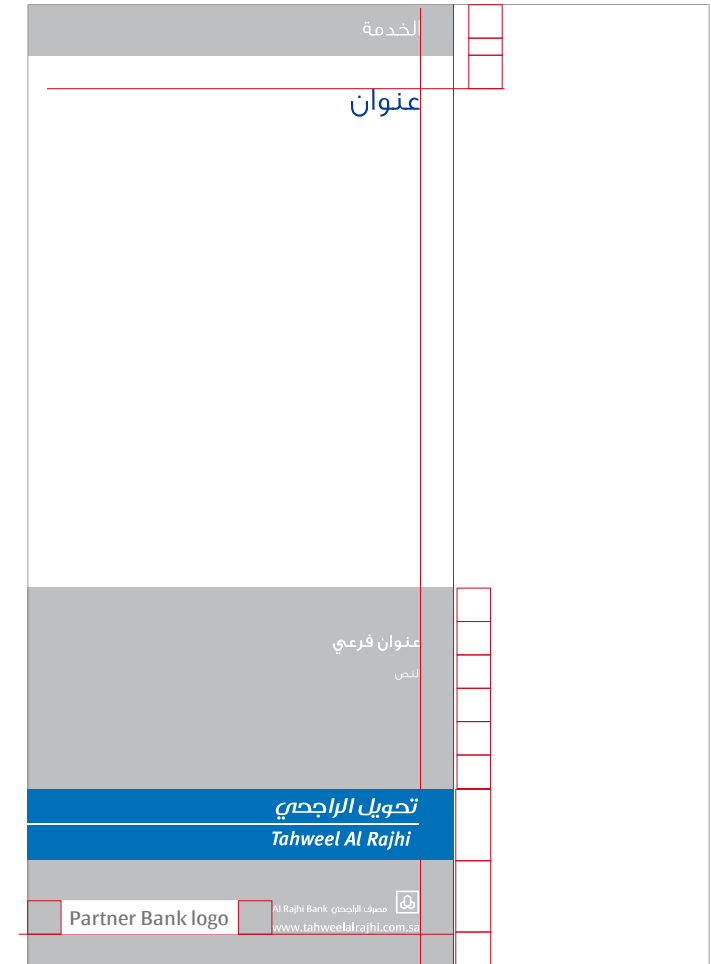
Arabic layout

Headline and body copy are always aligned to the letter **م** in the logotype, and headline is **1x** away from the bottom edge of the product strip of the layout.

English layout



Arabic layout



Product templates

Product template

The ATL print layouts' font sizes and spaces are consistent throughout all the different segments of the brand.

The transparent box extends **6x** above the top line of the logo strip; the top transparent strip is **1.5x**.

The font size of the product is **22 pts** (regular), centered in the transparent strip.

As demonstrated in the previous section, the Al Rajhi Tahweel logo extends to exactly **5/8** in any given layout.

English layout

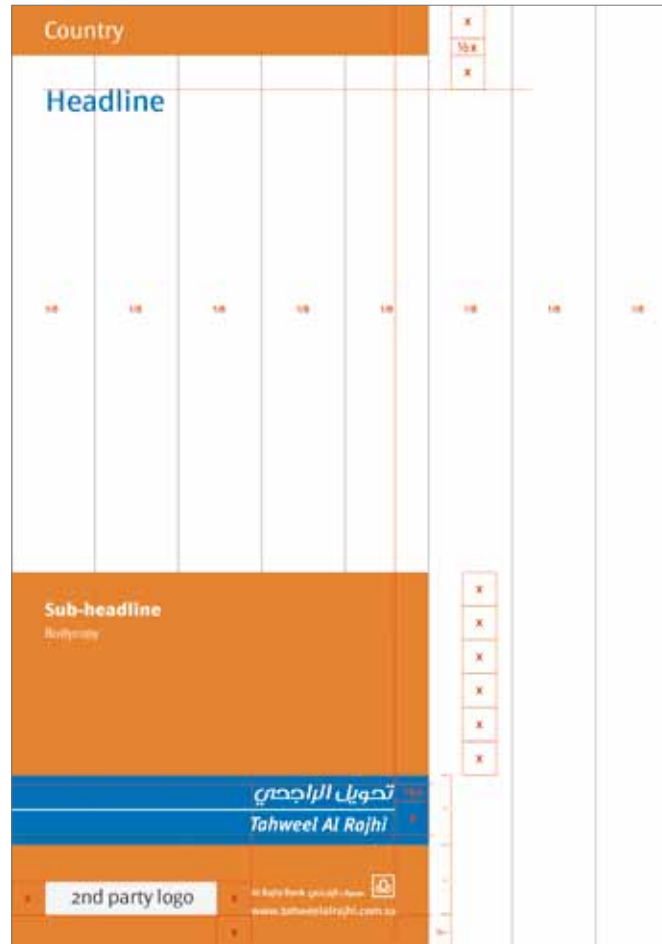
Headline is **1x** away from the bottom edge of the product strip and **1x** away from the left edge of the layout.

Arabic layout

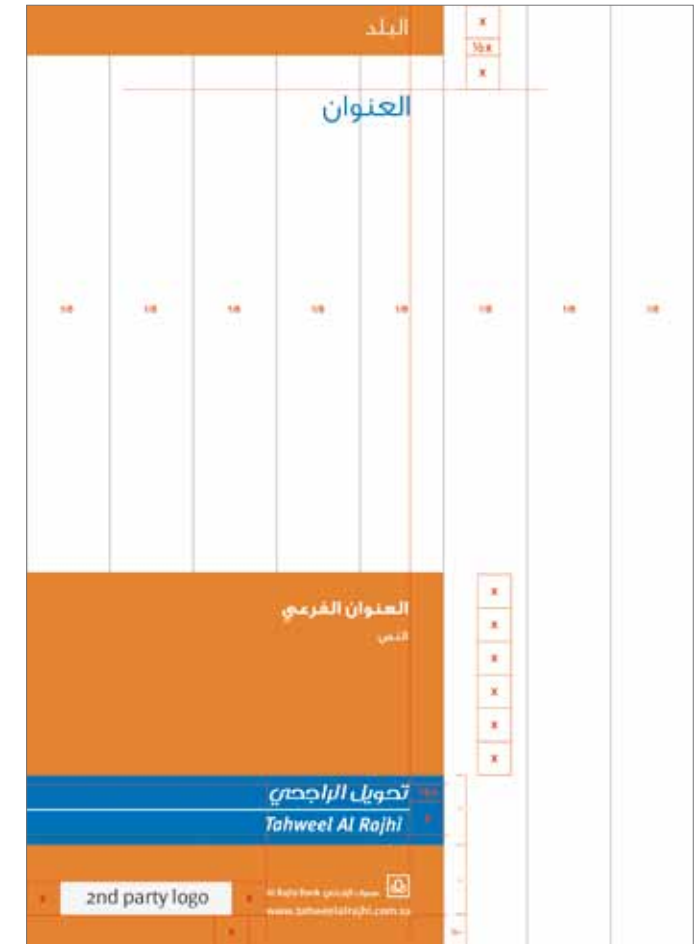
Headline and body copy are always aligned to the letter **م** in the logotype.

Logo aspects & restrictions

English template



Arabic template



- Primary box:
 - Color: Al Rajhi Tahweel orange pantone 159C
 - Opacity: 85%
- Text:
 - Color: White
 - Headline size: 28 pts
 - Sub-headline size: 20 pts bold
 - Body copy size: 13 pts light

Product template

- Primary box:
 - Color: ARB orange pantone 159C
 - Opacity: 85%
- Text:
 - Color: White
 - Headline size: 28 pts
 - Sub-headline size: 20 pts bold
 - Body copy size: 13 pts light

Examples

English template

Egypt

Day or night,
with **Al Ahli 24**
you'll never wait

Transfer your cash in seconds
with Al Ahli 24

- Account credit & cash payments
- Possibility of transfer 24/7 (for Al Mubasher & ATM customers)
- SMS message on remittance status after transferring
- A service charge of only SR 20 for a limited period

تحويل الراجحي
Tahweel Al Rajhi

NBE
Al Ahli Bank
www.tahweelalrajhi.com.sa

The advertisement features a smiling man in a purple shirt against a red and white background with the Egyptian coat of arms. The text is in English, highlighting the 24-hour service and quick transfer times.

Arabic template

مصر

بالليل بالنهار
فلوسك من غير انتظار
مع **Al Ahli 24**

حوالتك إلى مصر تصل خلال ثواني
مع الأهلي 24

- حوالت للتحساب وحوالت نقدية
- إمكانية التحويل 24/7 (للعملاء المباشرين والATM)
- رسالة SMS على حالة التحويل بعد التحويل
- رسوم الخدمة فقط 20 ريال لفترة محدودة

تحويل الراجحي
Tahweel Al Rajhi

NBE
بنك الأهلي
www.tahweelalrajhi.com.sa

The advertisement features the same smiling man in a purple shirt against a red and white background with the Egyptian coat of arms. The text is in Arabic, highlighting the 24-hour service and quick transfer times.

Product template

Examples

When special elements are added to the layout, such as a tag, it should be placed **1x** above the orange transparent box.

- Primary box:
 - Color: ARB orange pantone 159C
 - Opacity: 85%
- Text:
 - Color: White
 - Headline size: 28 pts
 - Sub-headline size: 20 pts bold
 - Body copy size: 13 pts light

English template

Egypt

Day or night,
with **Al Ahli 24**
you'll never wait

Now charges
SR 20 only

Transfer your cash in seconds
with Al Ahli 24

- Account credit & cash payments
- Possibility of transfer 24/7 (for Al Mubasher & ATM customers)
- SMS message on remittance status after transferring
- A service charge of only SR 20 for a limited period

تحويل الراجحي
Tahweel Al Rajhi

NBE
www.tahweelalrajhi.com.sa

Arabic template

مصر

بالليل بالنهار
فلوسك من غير انتظار
مع **Al Ahli 24**

الآن
رسوم الخدمة
20 ريال فقط

حوالتك إلى مصر تصل خلال ثواني
مع الأهلي 24

- حوالت للخصم وحوالت نقدية
- إمكانية التحويل 24/7 (للعملاء المباشرين والبنوك التي)
- إمكانية تحويل بقيمة من 20 ريال كحد أدنى بعد استكمال
- رسوم الخدمة فقط 20 ريال لفترة محدودة

تحويل الراجحي
Tahweel Al Rajhi

NBE
www.tahweelalrajhi.com.sa

Product DL template

Logo aspects & restrictions

The logo strip length is measured **7/8** from the width of the layout.

The transparent box extends **5x** above the top line of the logo strip; the top transparent strip is **3x**.

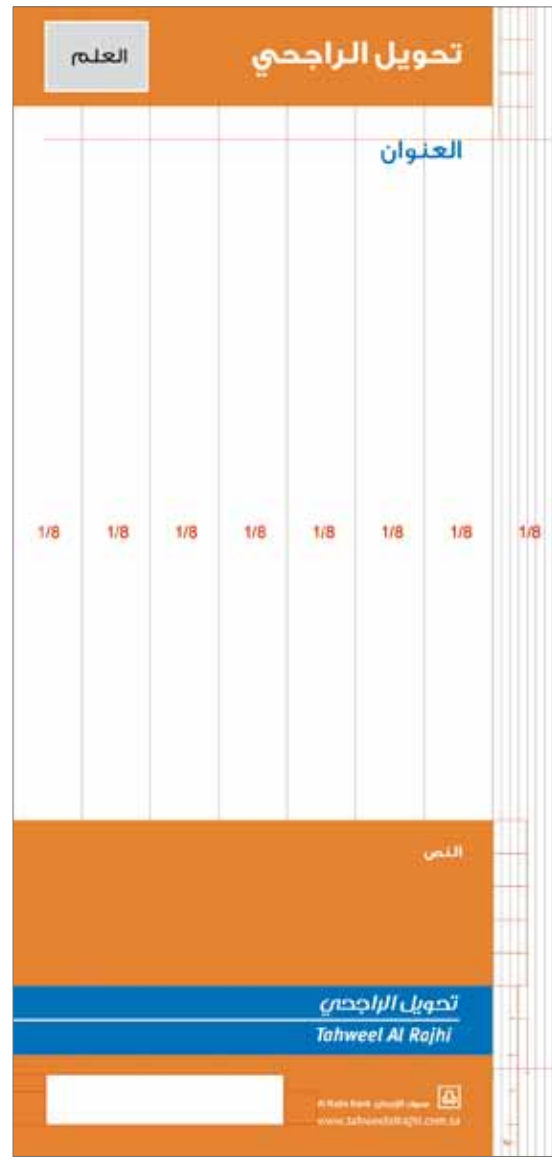
The font size of the country name is **25 pts** (bold), centered in the transparent strip.

- Primary box:
 - Color: ARB orange pantone 159C
 - Opacity: 85%
- Text:
 - Color: White
 - Product size: 25 pts bold
 - Headline size: 19 pts

English template



Arabic template



Product DL template

Examples

- Primary box:
 - Color: ARB orange pantone 159C
 - Opacity: 85%
- Text:
 - Color: White
 - Product size: 25 pts bold
 - Headline size: 19 pts
 - Body copy: 9 pts

English template

Tahweel Al Rajhi 

Day or night,
with **Al Ahli 24**
you'll never wait



**Transfer your cash in seconds
with Al Ahli 24**

- Account credit & cash payments
- Possibility of transfer 24/7 (for Al Mubasher & ATM)
- SMS message on remittance status after transferring
- A service charge of only SR 20 for a limited period

تحويل الراجحي
Tahweel Al Rajhi

NBE  
www.tahweelalrajhi.com.sa

Other languages template

 **تحويل الراجحي**

بالليل بالنهار
فلوسك من غير انتظار
مع **Al Ahli 24**



**حوالتك إلى مصر تصل خلال ثواني
مع الأهلي 24**

- حوالت الحسابات وحوالات نقدية
- إمكانية التحويل 24/7 للعملاء المباشرة والصرافة التي
- رسالة حوالت نصية عن وضع الحوالة بعد إرسالها
- رسوم الخدمة فقط 20 ريال ولفترة محدودة

تحويل الراجحي
Tahweel Al Rajhi

NBE  
www.tahweelalrajhi.com.sa

Product DL template

Examples

- Primary box:
 - Color: ARB orange pantone 159C
 - Opacity: 85%
- Text:
 - Color: White
 - Product size: 25 pts bold
 - Headline size: 19 pts
 - Body copy: 9 pts

English template

Tahweel Al Rajhi 

Day or night,
with **Al Ahli 24**
you'll never wait

**Now charges
SR 20 only**

Transfer your cash in seconds
with **Al Ahli 24**

- Account credit & cash payments
- Possibility of transfer 24/7 (for Al Mubasher & ATM)
- SMS message on remittance status after transferring
- A service charge of only SR 20 for a limited period

تحويل الراجحي
Tahweel Al Rajhi

NBE  
www.tahweelalrajhi.com.sa

Other languages template

 تحويل الراجحي

بالليل بالنهار
فلوسك من غير انتظار
مع **Al Ahli 24**

**الآن
رسوم الخدمة
20 ريال فقط**

حوالتك إلى مصر تصل خلال ثواني
مع **الأهلي 24**

- حوالتك للحساب وحوالت نقدية
- إمكانية التحويل 24/7 للعملاء المباشرين والصراف الآلي
- رسالة حوال نصية عن وضع الحوالة بعد إرسالها
- رسوم الخدمة فقط 20 ريال وفخيرة محدودة

تحويل الراجحي
Tahweel Al Rajhi

NBE  
www.tahweelalrajhi.com.sa

Correspondent bank templates

Correspondent bank templates

- Primary box:
 - Color: ARB orange pantone 159C
 - Opacity: 85%
- Text:
 - Color: White
 - Headline size: 28 pts
 - Sub-headline size: 20 pts bold
 - Body copy size: 13 pts light

Examples

English template

Pakistan

A new partnership to make your life easier

Tahweel Al Rajhi is delighted to announce a new partnership with Allied Bank limited (ABL).

Now, you can transfer your money quickly to over 804 (ABL) branches across Pakistan.

تحویل الراجحی
Tahweel Al Rajhi

Allied Bank Limited
www.tahweelalrajhi.com.pk

Other languages template

پاکستان

آپ کی زندگی آسان بنانے کے لئے نئی شراکت داری

تحویل الراجحی (ARJ) اور علیحدہ (ABL) کے ساتھ نئی شراکت داری کا اعلان کرتے ہوئے بہت خوشی محسوس کر رہے ہیں

اب آپ پاکستان کے کسی بھی شاخہ پر 804 سے زائد (ABL) شاخوں پر رقم منتقل کر سکتے ہیں

تحویل الراجحی
Tahweel Al Rajhi

Allied Bank Limited
www.tahweelalrajhi.com.pk

Correspondent bank DL templates

The logo strip length is measured $7/8$ from the width of the layout.

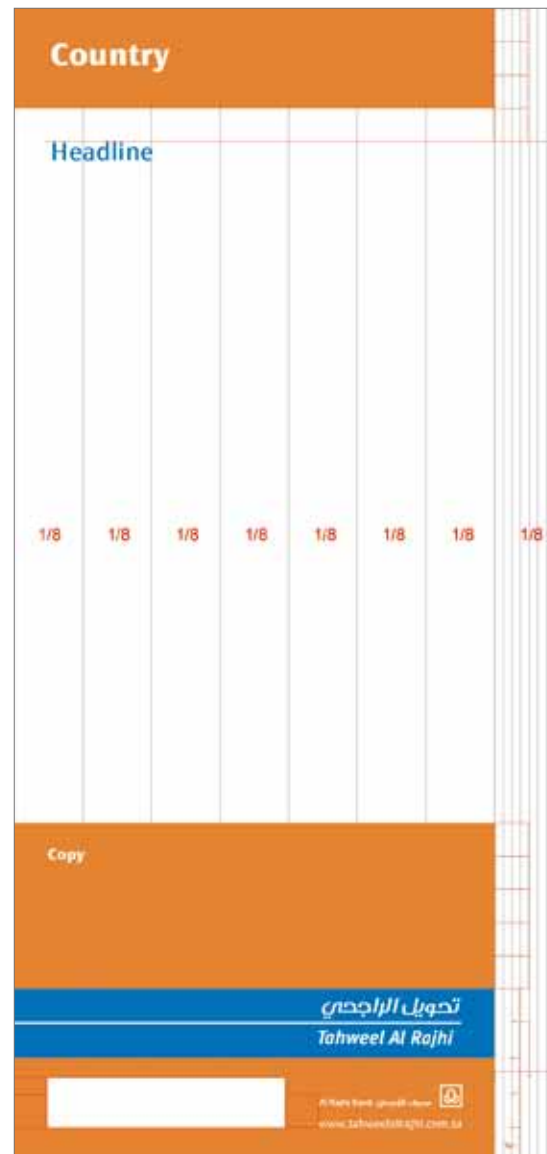
The transparent box extends $5x$ above the top line of the logo strip; the top transparent strip is $3x$.

The font size of the country name is **25 pts** (bold), centered in the transparent strip.

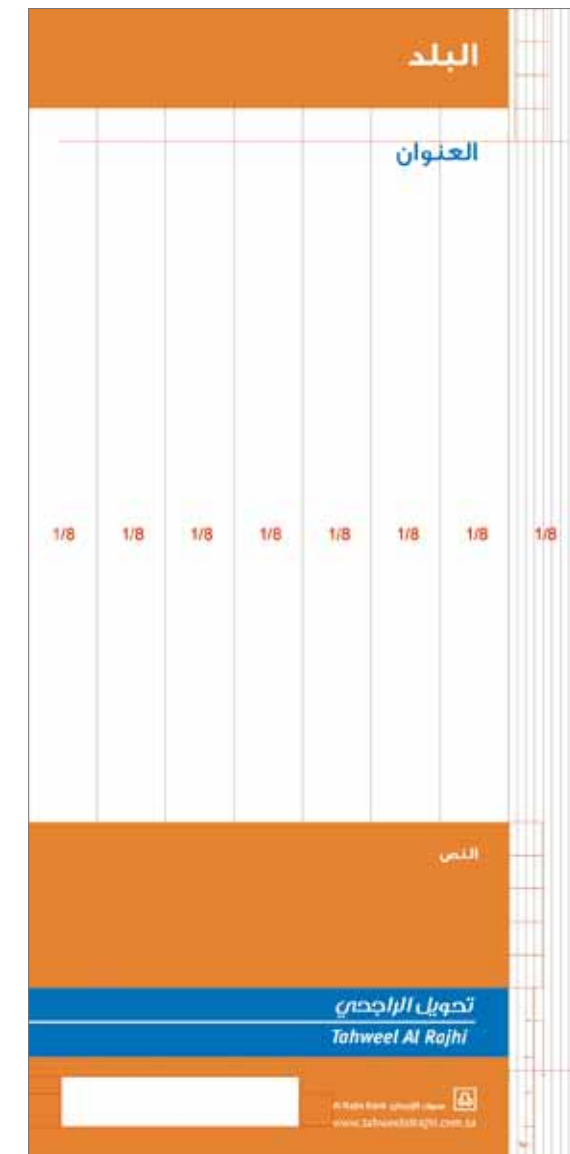
- Primary box:
 - Color: ARB orange pantone 159C
 - Opacity: 85%
- Text:
 - Color: White
 - Product size: 25 pts bold
 - Headline size: 19 pts

Logo aspects & restrictions

English template



Arabic template



Correspondent bank DL templates

- Primary box:
 - Color: ARB orange pantone 159C
 - Opacity: 85%
- Text:
 - Color: White
 - Product size: 25 pts bold
 - Headline size: 19 pts
 - Body copy: 9 pts

Examples

English template

Pakistan

A new partnership to make your life easier

Tahweel Al Rajhi is delighted to announce a new partnership with Allied Bank Limited (ABL).

Now, you can transfer your money quickly to over 804 ABL branches across Pakistan.

تحويل الراجحي
Tahweel Al Rajhi

Allied Bank Limited
www.tahweelalrajhi.com.sa

Other languages template

پاکستان

آپ کی زندگی آسان بنانے کے لئے نئی شراکت داری

تحويل الراجحي (Tahweel Al Rajhi) کے ساتھ ایک نئی شراکت داری کا اعلان کرتے ہوئے ہمیں خوشی محسوس کر رہا ہے۔

اب آپ پاکستان بھر میں جلدی سے اپنے پیسے 804 سے زیادہ ABL شاخوں پر منتقل کر سکتے ہیں۔

تحويل الراجحي
Tahweel Al Rajhi

Allied Bank Limited
www.tahweelalrajhi.com.sa

Country templates

Country templates

The ATL print layouts' font sizes and spaces are consistent throughout all the different segments of the brand.

The transparent box extends **6x** above the top line of the logo strip; the top transparent strip is **1.5x**.

The font size of the product is **22 pts** (regular), centered in the transparent strip.

As demonstrated in the previous section, the Al Rajhi Tahweel logo extends to exactly **5/8** in any given layout.

English layout

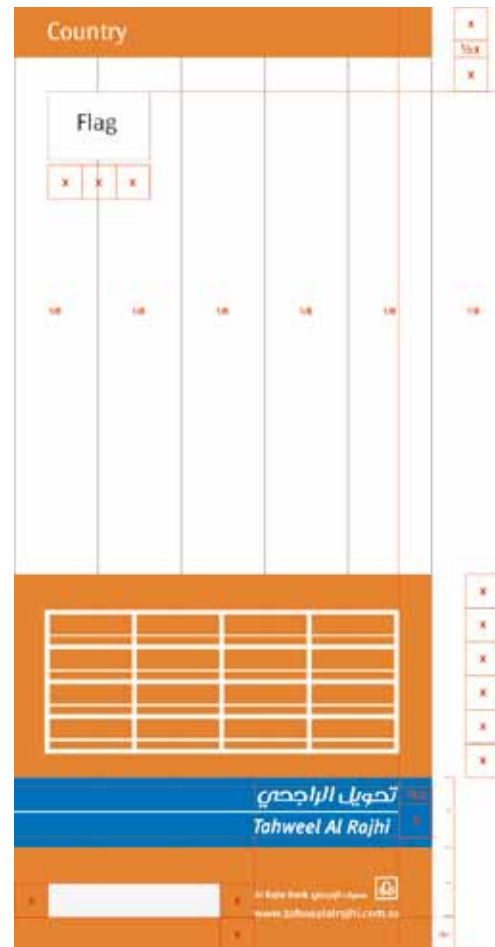
Headline is **1x** away from the bottom edge of the product strip and **1x** away from the left edge of the layout.

Arabic layout

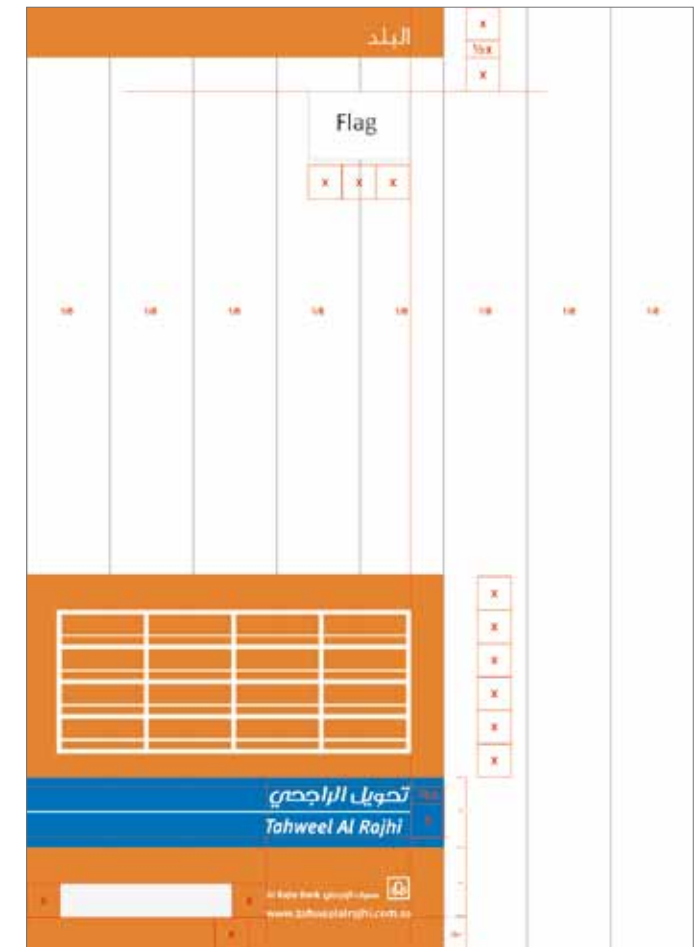
Headline and body copy are always aligned to the letter **م** in the logotype.

Logo aspects & restrictions

English template



Arabic template



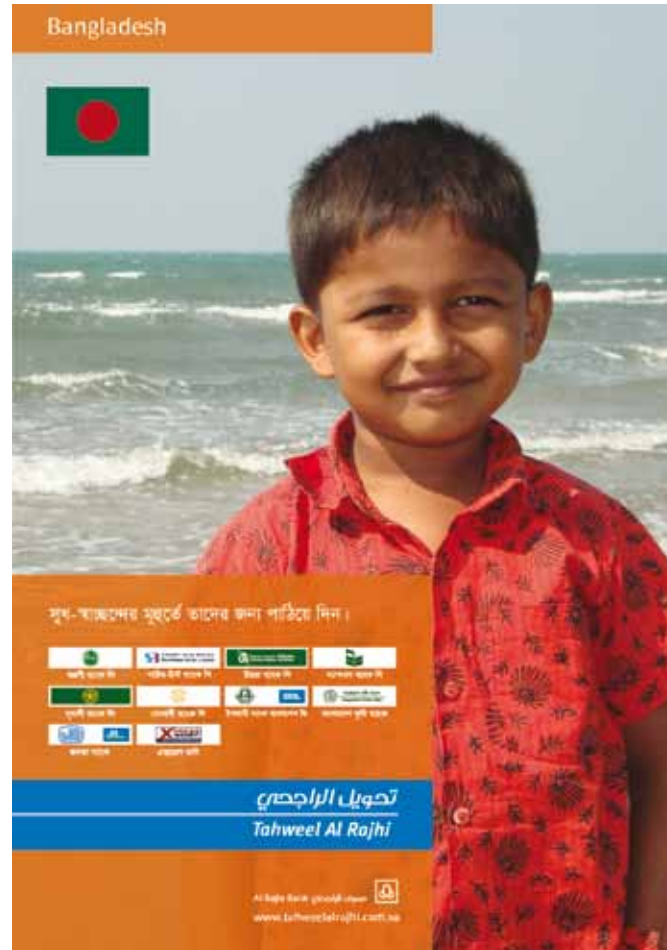
- Primary box:
 - Color: Al Rajhi Tahweel orange pantone 159C
 - Opacity: 85%
- Text:
 - Color: White
 - Headline size: 28 pts
 - Sub-headline size: 20 pts bold
 - Body copy size: 13 pts light

Country templates

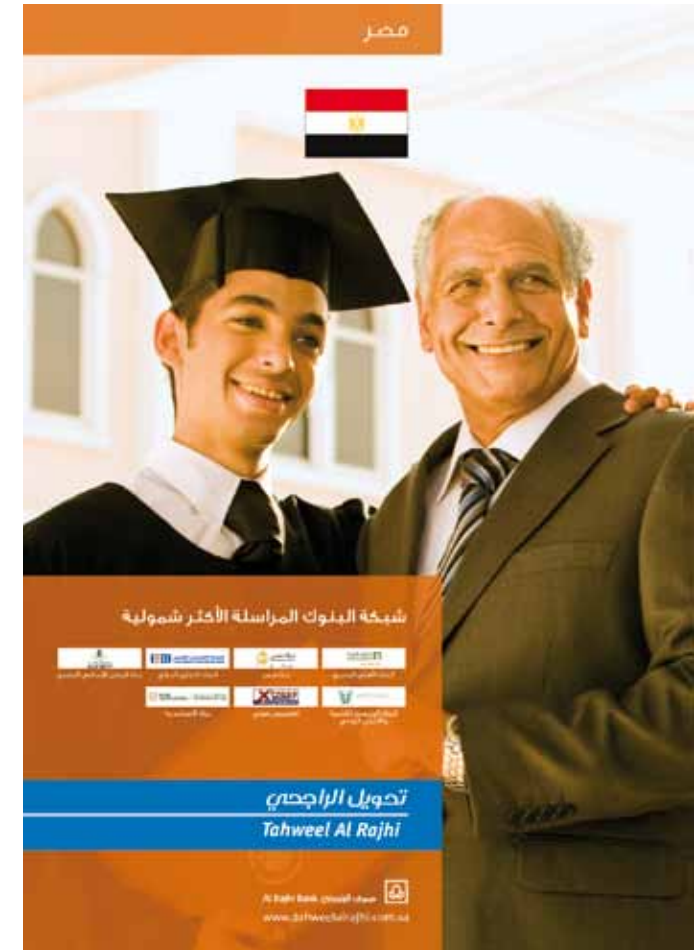
- Primary box:
 - Color: ARB orange pantone 159C
 - Opacity: 85%
- Text:
 - Color: White
 - Headline size: 28 pts
 - Sub-headline size: 20 pts bold
 - Body copy size: 13 pts light

Examples

English template



Other languages template



Country DL templates

The logo strip length is measured $7/8$ from the width of the layout.

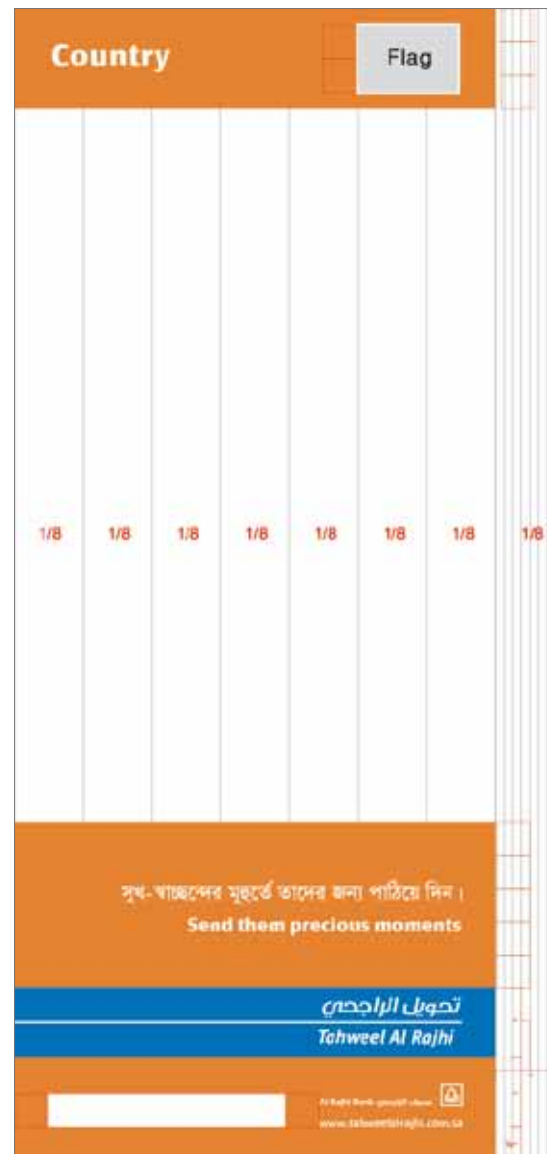
The transparent box extends $5x$ above the top line of the logo strip; the top transparent strip is $3x$.

The font size of the country name is **25 pts** (bold), centered in the transparent strip.

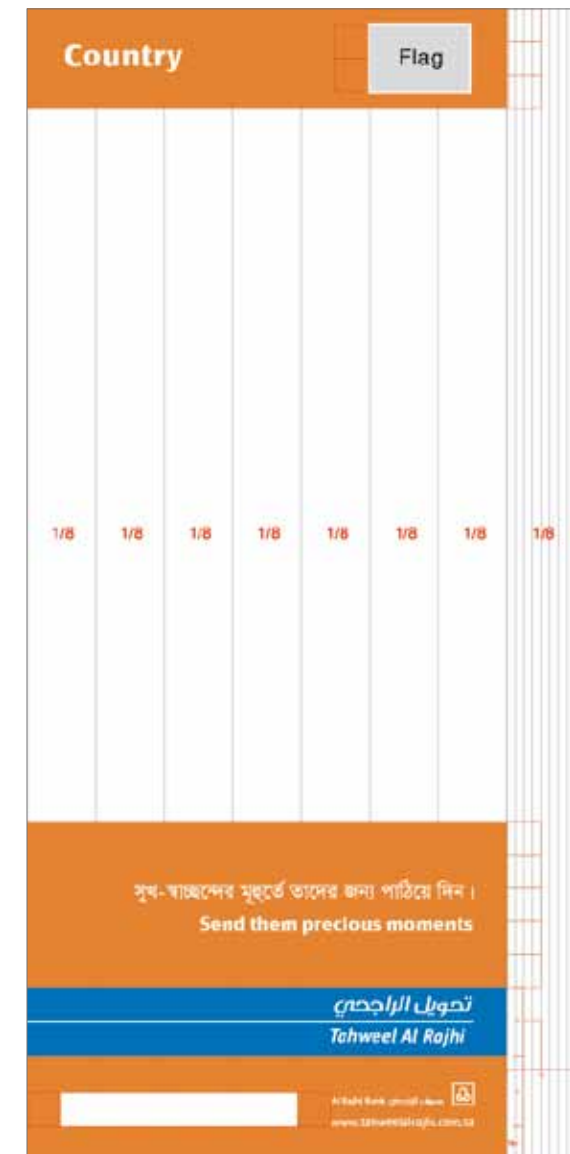
- Primary box:
 - Color: ARB orange pantone 159C
 - Opacity: 85%
- Text:
 - Color: White
 - Product size: 25 pts bold
 - Headline size: 19 pts

Logo aspects & restrictions

English template



Other languages template

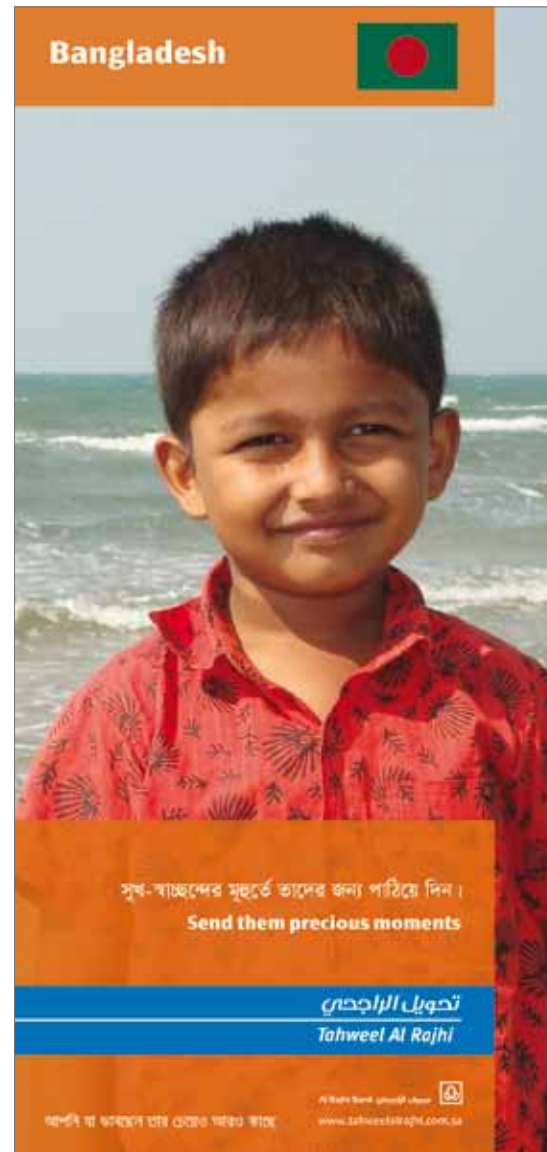


Country DL templates

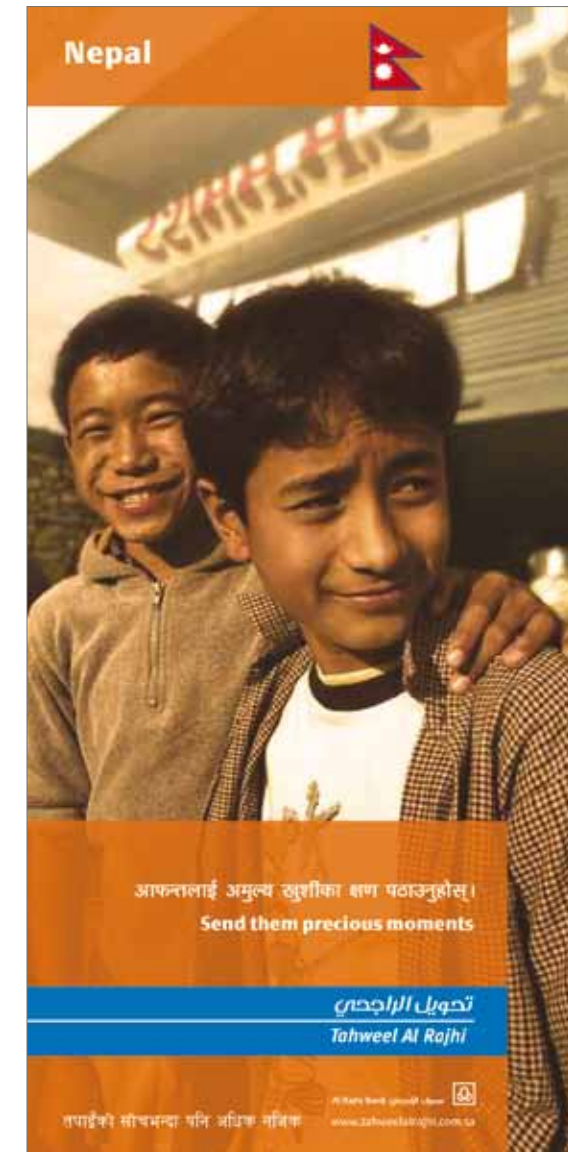
- Primary box:
 - Color: ARB orange pantone 159C
 - Opacity: 85%
- Text:
 - Color: White
 - Product size: 25 pts bold
 - Headline size: 19 pts
 - Body copy: 9 pts

Examples

English template



Other languages template



Branding

Branding

The logo strip length is measured **7/8** from the width of the layout.

The transparent box extends **5x** above the top line of the logo strip.

Logo aspects & restrictions

