



ALULA

## BRANDING GUIDELINES

NOVEMBER 2019

THE PROMISE OF ALULA

**DISCOVER AN ANCIENT WORLD  
HIDDEN FOR CENTURIES**

Behind rocks and mountains, beyond the desert you will find an unexpected destination. An oasis of harmony shaped by nature is opening its doors to the rest of the world. An authentic journey through time that is offering a visionary dream. The world's most kept secret preserved by traditional tribes, guardians of the legendary incense road. One of the eldest civilizations is unveiling its unique heritage. Explore cultural and natural wonders beyond all your expectations. ALULA, an open living museum that is offering a unique experience of authenticity. A true place of humankind legacy.



## THE ESSENCE OF ALULA

### **Heritage carved in rocks**

Architecture in AlUla merges with the landscape, and creates outstanding works of art. It is within this union that the uniqueness of AlUla is found.

### **Silence and Monumentality**

A deep and ancient silence covers the desert, the dramatic canyons, and the pristine rocks. There is a deeply comforting feeling in the realization of our smallness when experiencing the full scale of natural powers.

### **Timeless authenticity**

AlUla is sublime. Its presence is humbling. Everything in AlUla reflects the authenticity of a landscape that has remained unaltered for centuries.

## THE ALULA BRANDING PLATFORM

### **Purpose**

To unveil timeless wonders of AlUla to the world and enrich lives through unique, enjoyable and immersive experiences.

### **Positioning**

The place of Heritage for the world. A place to touch history while enjoying arts and culture, monumental landscape, wildlife and the warmth of its people. A gateway to Arabia, where the past reveals its inner secrets and its unparalleled richness.

### **Values**

Admire rarity - Remain authentic - Share refinement - Experience mystery

### **Personality**

Be exceptional - Be engaging - Be imaginative - Be challenging

THE ALULA EXPERIENCE SCOPE

**THE SYMBOL**  
is definitely **Hegra**

**THE CONCEPT**  
is all about **Travelling back**

**THE ORIGINALITY**  
is **North Arabia Kingdoms**

**THE PERCEPTION**  
is **Authenticity** and **Sophistication**

**THE EMOTION**  
is **Monumentality** and **Silence**

## ALULA KEY MESSAGES

### HERITAGE

AlUla is home to a series of fascinating historical and archaeological sites covering more than 200,000 years of human history and activities. An open living museum where to meet with civilizations from ancient times.

### NATURE

AlUla's landscape is as monumental as its history. It features sandstone canyons, volcanic plains, mountains, valleys, oases covered in palm trees and reveals colours you have never seen before.

### ARTS & CULTURE

AlUla is a cradle of human history offering a bounty of ancient and traditional cultural and artistic charms. Immerse yourself in ancient civilizations, come and explore this magical land of investigation.

### ADVENTURE

After diving into AlUla's past, celebrate its present in a cultural oasis offering traditional and contemporary activities. Epic adventures await in this enchanting place.

**ALULA has to be seen to be believed.**

DESIGN CORE VALUES

**SYMBOLIC**  
**craft from the past**

**STRONG**  
**and unexpected emotion**

**MYSTICAL, AUTHENTIC AND ANCIENT**  
**in a sophisticated and luxurious way**

# SUMMARY

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## USES FOR TABLET & WORDMARK LOGOTYPES

The tablet logo is coming directly from AIUla. It is a loyal and strong design of the typical engraved cornerstones found in AIUla a couple of centuries Before the Common Era. It features the AIUla word in Latin letters, readable from the bottom to the top, as one of the meaning of AIUla is elevation. It showcases the Arabic writing, inspired by carved ancient inscriptions. A symbolic representation of Hegra's doors is one of its core components. This tablet logo is also a journey though time as the inscriptions and art depictions on the right follow the chronology of the civilizations that built AIUla's uniqueness.

The spirit of AIUla is so rich and diverse that it needs a storyteller logo. This logo has to be used sparingly, on exceptional supports and impact-producing formats or when you want to tell the whole story of AIUla through one strong creative output.

On every other classical support or format and when rational about AIUla is displayed - that means in the greatest majority of the cases - please use the wordmark logo.

FUNDAMENTALS

**T A B L E T   L O G O T Y P E**



# MAIN LOGOTYPE

Golden textured version



## SECONDARY LOGOTYPE



Silver  
textured version



Anthracite  
textured version



Bronze  
textured version



White  
textured version



Brown  
vector version



Black  
vector version



Gold  
vector version



White  
vector version

## LOGOTYPE USES

Application over coloured background.  
Prefer the golden textured version  
when possible.



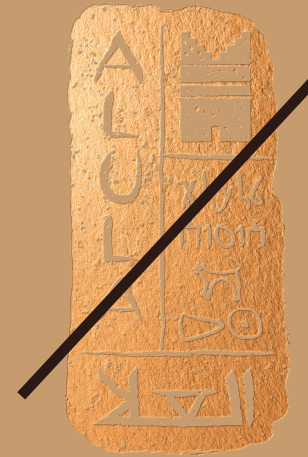


## LOGOTYPE USES

Application over coloured background.

Prefer the golden textured version.

If not possible, use the brown one or the white one.





## LOGOTYPE USES

Application over photography background.  
Prefer the golden textured version  
when possible.





## LOGOTYPE USES

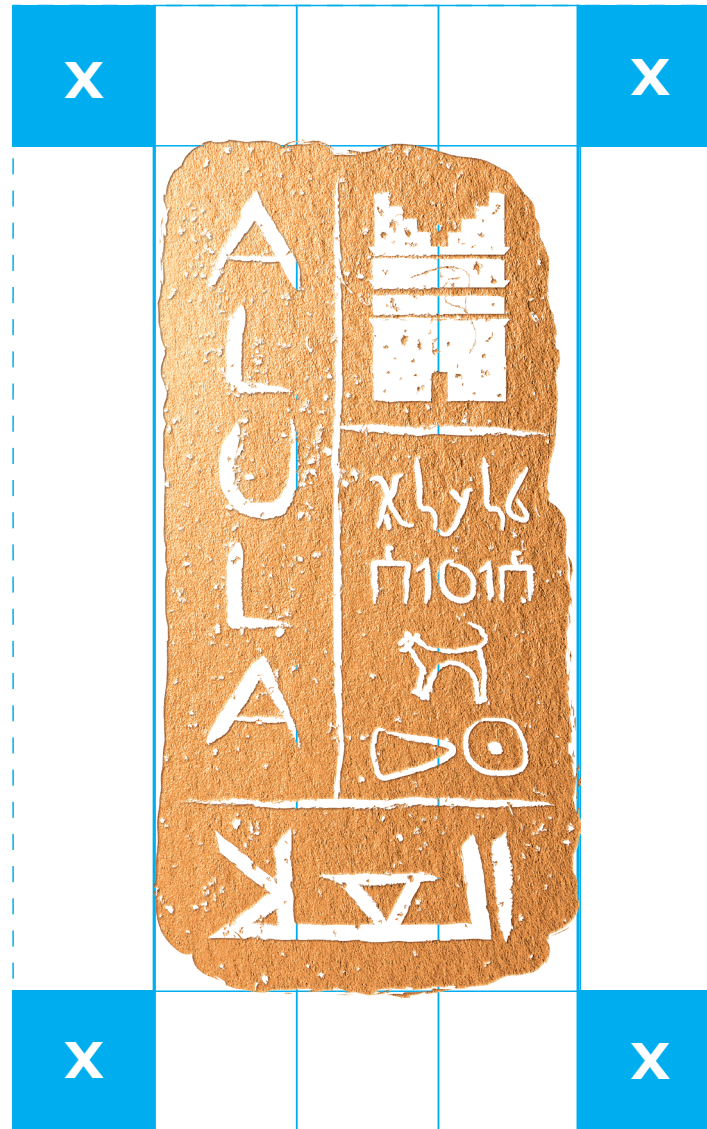
Application over coloured background.  
Prefer the golden textured with white elements version.





## SAFETY ZONE & MINIMAL SIZE

To ensure legibility of the AIUla brand.



X = 1/5 of the logotype width



15mm

## DON'T

To ensure legibility and consistency of the AIUla brand.



Do not rescale an element



Do not change typography



Do not flip



Do not use any effect



Do not change colours



Do not stretch



Do not rotate



Do not use on busy background



FUNDAMENTALS

**WORDMARK LOGOTYPE**

# MAIN LOGOTYPE

Golden textured version



## SECONDARY LOGOTYPE



Silver  
textured version



Anthracite  
textured version



Bronze  
textured version



White  
textured version



Brown  
vector version



Black  
vector version



Gold  
vector version



White  
vector version

## LOGOTYPE USES

Application over coloured background.  
Prefer the golden textured version  
when possible.



ALULA



ALULA



ALULA



ALULA



ALULA

## LOGOTYPE USES

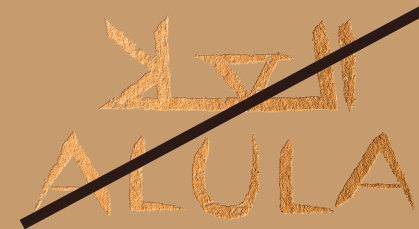
Application over coloured background.

Prefer the golden textured version.

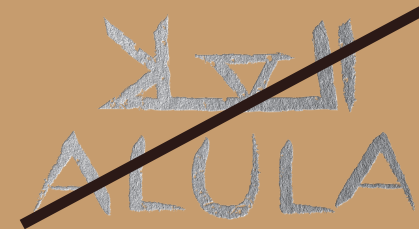
If not possible, use the white one or the brown one.



الذخيرة  
ALULA



الذخيرة  
ALULA



الذخيرة  
ALULA



الذخيرة  
ALULA



الذخيرة  
ALULA



## LOGOTYPE USES

Application over photography background.  
Prefer the golden textured version  
when possible.



الاولا  
ALULA

The image shows the Alula logotype in a golden, textured font. The Arabic script 'الاولا' is positioned above the Latin word 'ALULA'. This version is applied over a photograph of desert rock formations under a starry night sky.



~~الاولا  
ALULA~~

The image shows the Alula logotype in a light grey, textured font, crossed out by a diagonal orange line. This version is applied over a photograph of a starry night sky.



الاولا  
ALULA

The image shows the Alula logotype in an orange, textured font. This version is applied over a photograph of a starry night sky.



الاولا  
ALULA

The image shows the Alula logotype in a dark grey, textured font. This version is applied over a photograph of a starry night sky.



الاولا  
ALULA

The image shows the Alula logotype in a white, textured font. This version is applied over a photograph of a starry night sky.



## LOGOTYPE USES

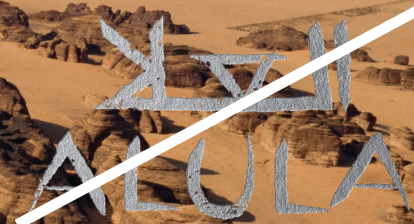
Application over photography background.  
Prefer the golden textured version  
when possible.

An aerial photograph of a vast desert canyon with layered rock formations and a small green oasis in the distance. The logotype 'الاولا ALULA' is overlaid in the center in a white, textured, hand-drawn style.

الاولا  
ALULA

The logotype 'الاولا ALULA' in a golden, textured, hand-drawn style, crossed out by a white diagonal line.

الاولا  
ALULA

The logotype 'الاولا ALULA' in a blue, textured, hand-drawn style, crossed out by a white diagonal line.

الاولا  
ALULA

The logotype 'الاولا ALULA' in an orange, textured, hand-drawn style, crossed out by a white diagonal line.

الاولا  
ALULA

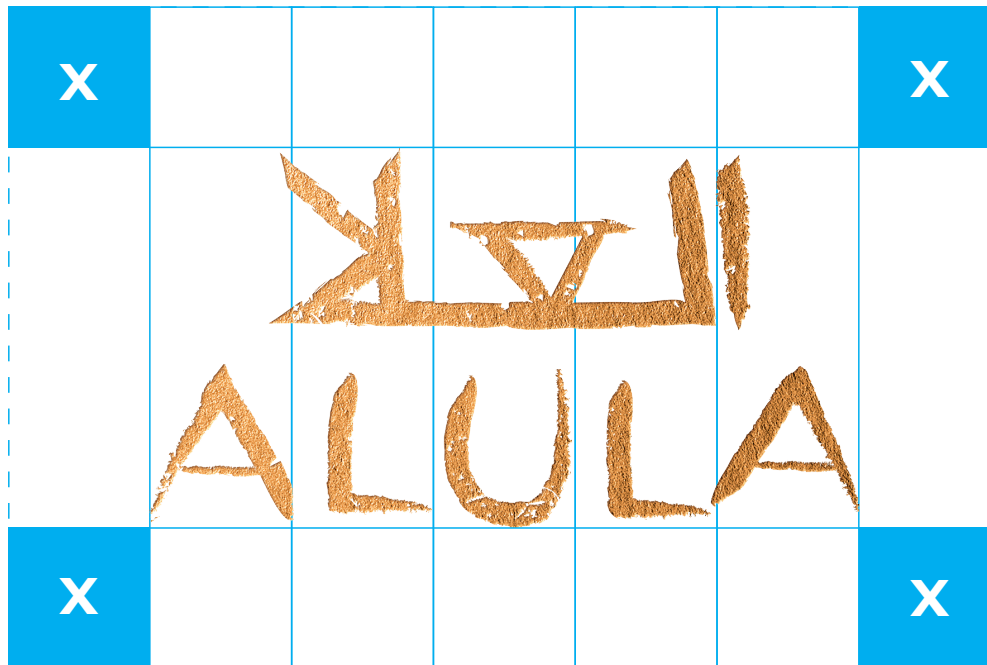
The logotype 'الاولا ALULA' in a dark blue, textured, hand-drawn style, crossed out by a white diagonal line.

الاولا  
ALULA



## SAFETY ZONE & MINIMAL SIZE

To ensure legibility of the ALULA brand.



X = 1/5 of the logotype width



10mm



## DON'T

To ensure legibility and consistency of the ALULA brand.



Do not rescale an element



Do not change typography



Do not change order



Do not change colours



Do not create a new version



Do not stretch



Do not rotate



Do not use any effect



Do not use on busy background

FUNDAMENTALS

**GRAPHICAL ELEMENTS**

## SHAPE & LINES

The shape and lines are inspired by ancestral cornerstones found in AlUla.

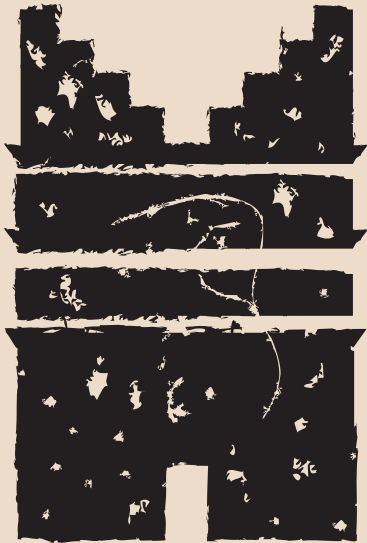


Artwork exposed in the Saudi National Museum, Riyadh, «Inscriptions engraved in Lihyan script, around the 3rd century BCE, AlUla».



# HEGRA'S SYMBOL

The Nabatean door is an interpretation of Hegra's architecture.





## WRITINGS

Typography has been designed such as the carved inscriptions in AlUla.





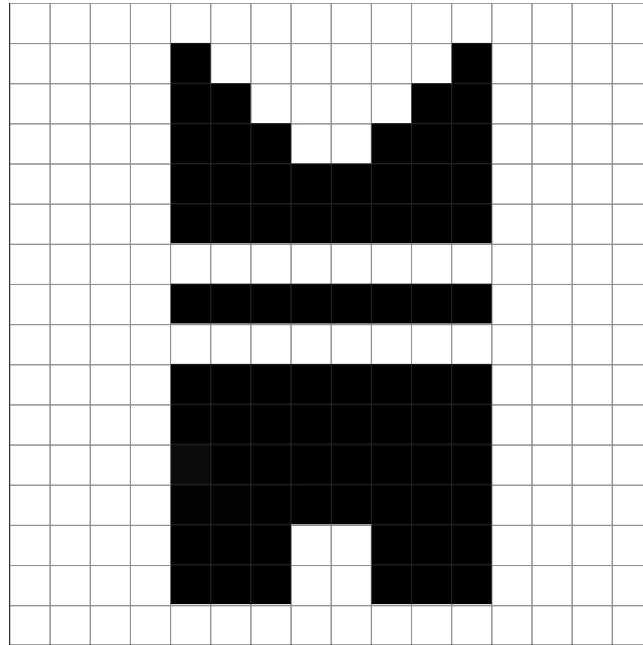
## INSCRIPTIONS

Inscriptions and art depictions follow the chronology of ancient civilizations.

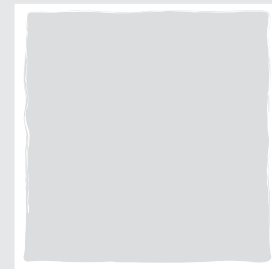
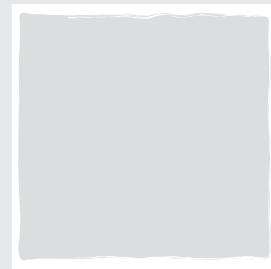
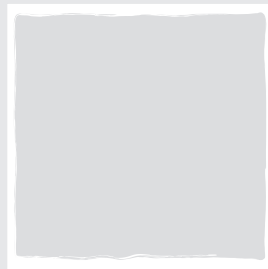
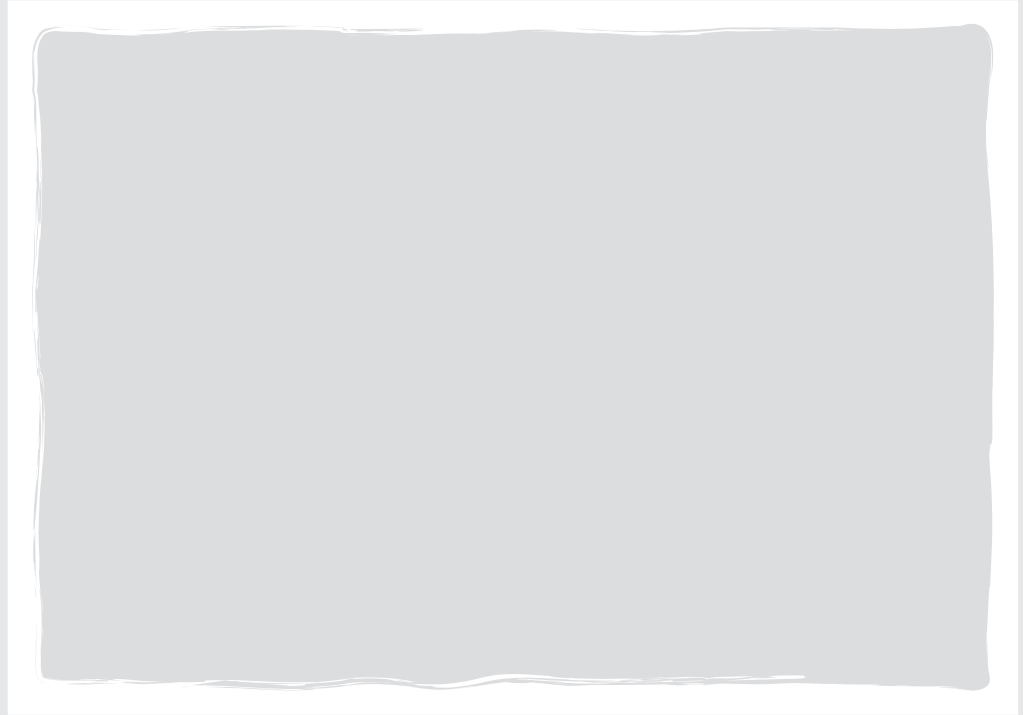
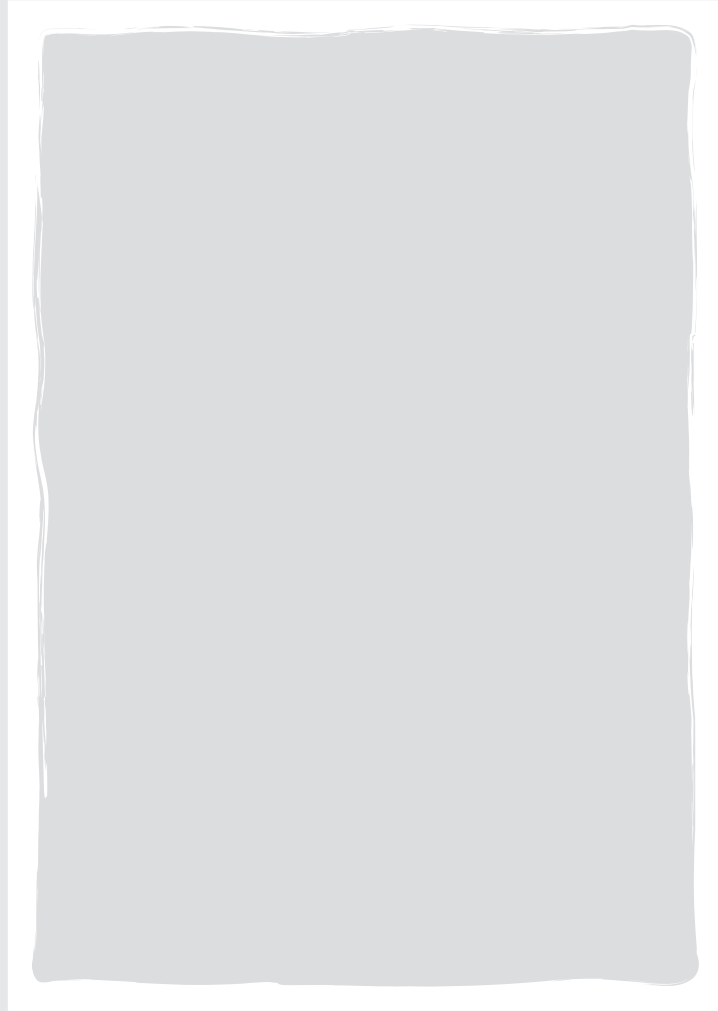




# FAVICON



# FRAME





FUNDAMENTALS

**COLOUR PALETTE**

#34241d

C45  
M60  
Y58  
K82

R52  
G36  
B29

#ffffff

CO  
MO  
YO  
KO

R255  
G255  
B255

#cba675

C45  
M60  
Y58  
K82

R203  
G166  
B117

#000000

CO  
MO  
YO  
K100

RO  
GO  
BO

#4a4a49

CO  
MO R74  
YO G74  
K85 B74

#e3e3e3

CO  
MO R227  
YO G227  
K15 B227

#f7dc86

CO  
M10 R??  
Y55 G??  
K5 B??

#a03026

CO  
M85 R??  
Y75 G??  
K40 B??

#4f8fcc

C70  
M35 R??  
YO G??  
KO B??

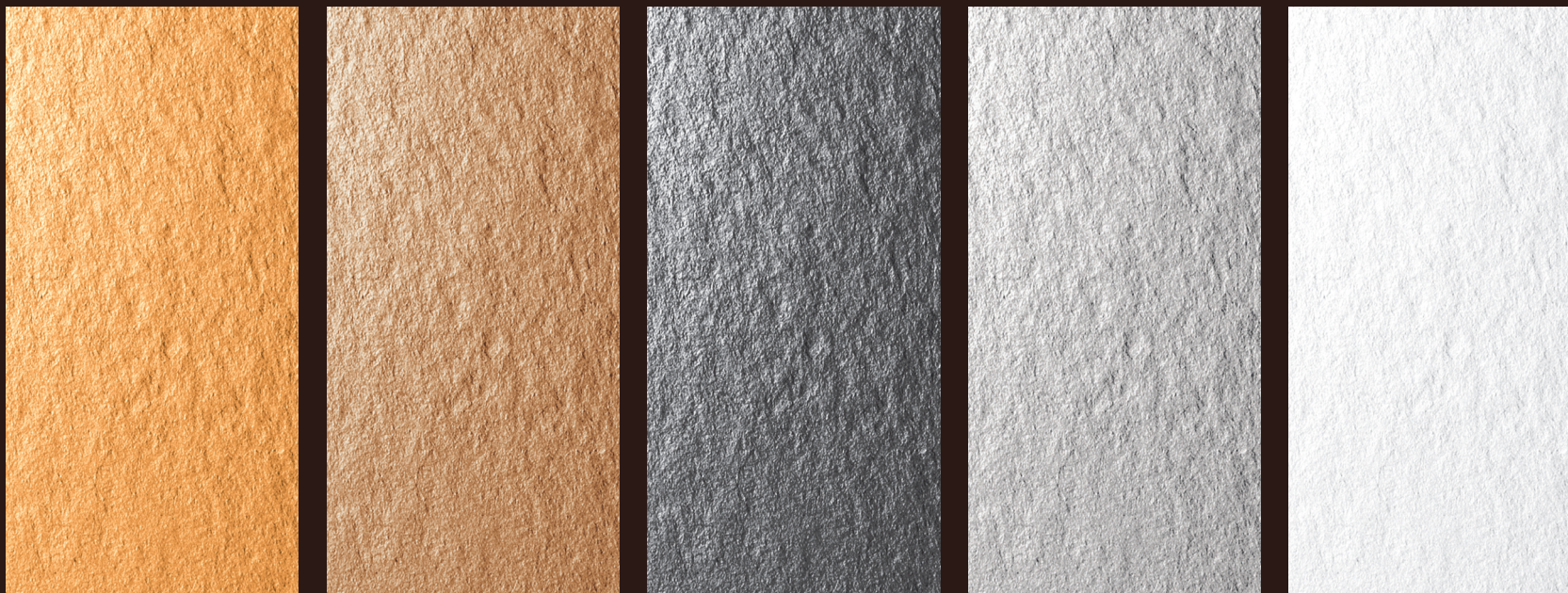
#007858

C100  
MO R??  
Y70 G??  
K30 B??

FUNDAMENTALS

**M A T E R I A L**

# METAL MATERIAL



FUNDAMENTALS

**TYPOGRAPHY**

# TYPOGRAPHY

For all Latin texts

Geometrica Light & **Bold**

TITLES, SUB-TITLES, CURRENT TEXTS, **HIGHLIGHTS**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 . , : + & @ « » / ? ! \*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789 . , : + & @ « » / ? ! \***

## TYPOGRAPHY

For all Arabic texts

### HelveticaNeueLT Arabic Roman & **Bold**

TITLES, SUB-TITLES, CURRENT TEXTS, **HIGHLIGHTS**

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

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

TERRITORY EXPRESSION

**GRAPHICAL ELEMENTS USE**



# TABLET LOGO PLACEMENT

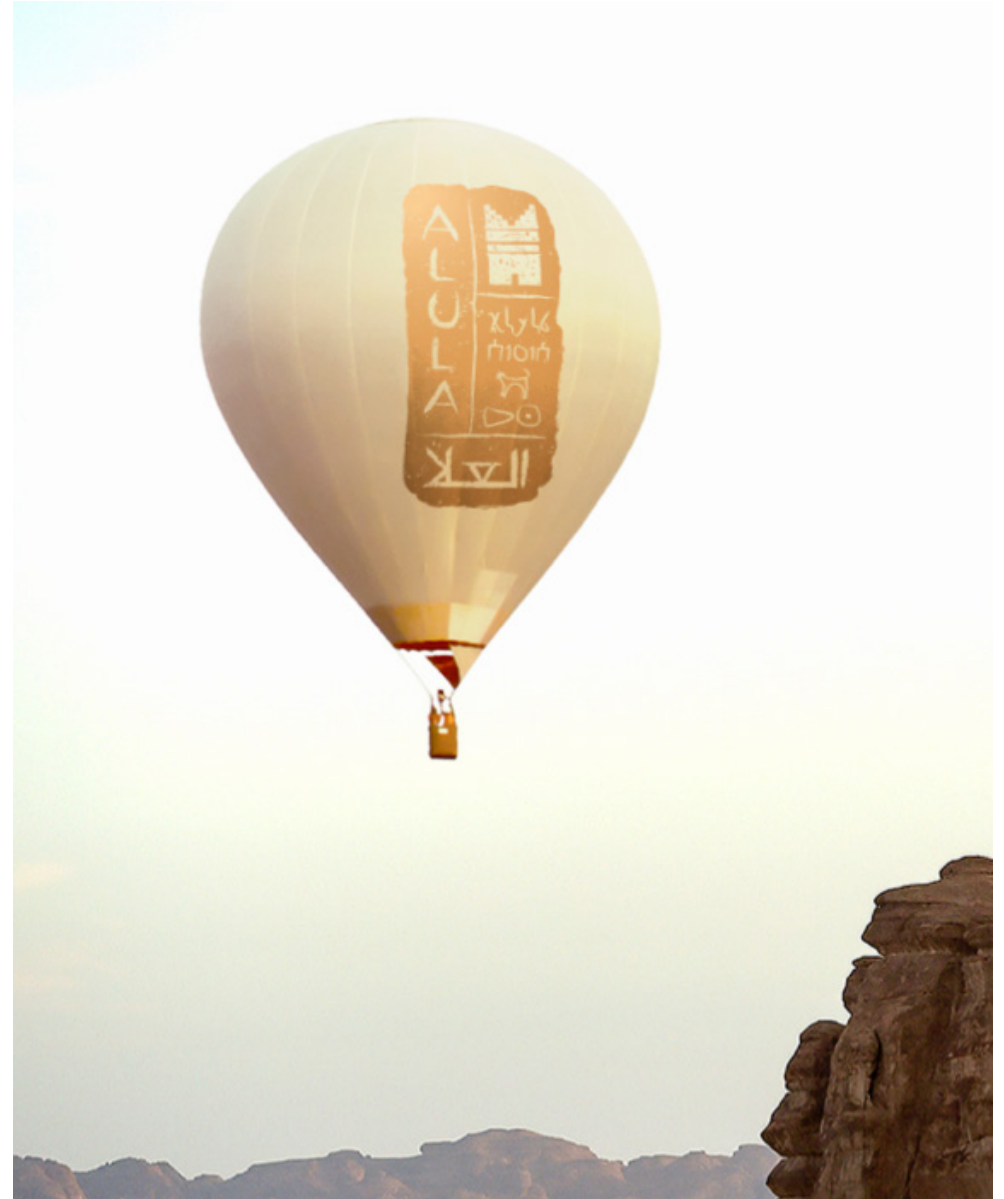
Advertising and visual supports





# TABLET LOGO APPLICATION

Impact-producing formats







## TEXT FRAME

Hegra's symbol, logotype and strings




Used to frame messages





# TEXTE FRAME APPLICATION

Advertising and visual supports



TAKE THE RIDE OF YOUR LIFE

Experience in AlUla an immersive journey through heritage, arts and culture, nature and adventure. Rediscover wonder through a place for rejuvenation and reawakening.

After diving into AlUla's past, celebrate its present in a cultural oasis offering traditional and contemporary activities. Epic adventures await in this enchanting place.

**AlUla has to be seen to be believed.**

ALULA



TRAVEL ACROSS CULTURES

Experience in AlUla an immersive journey through heritage, arts and culture, nature and adventure. Rediscover wonder through a place for rejuvenation and reawakening.

AlUla is a cradle of human history offering a bounty of ancient and traditional cultural and artistic charms. Immerse yourself in ancient civilizations, come and explore this magical land.

**AlUla has to be seen to be believed.**

ALULA



HEAR THE SILENCE

Experience in AlUla an immersive journey through heritage, arts and culture, nature and adventure. Rediscover wonder through a place for rejuvenation and reawakening.

AlUla's landscape is as monumental as its history. It features sandstone canyons, volcanic plains, mountains, valleys, oases covered in palm trees and reveals colours you have never seen before.

**AlUla has to be seen to be believed.**

ALULA

TERRITORY EXPRESSION

**COBRANDING**



# COBRANDING



## EXPERIENCE SCULPTED BY NATURE

Experience in AlUla an immersive journey through heritage, arts and culture, nature and adventure. Rediscover wonder through a place for rejuvenation and reawakening.

AlUla's landscape is as monumental as its history. It features sandstone canyons, volcanic plains, mountains, valleys, oases covered in palm trees and reveals colours you have never seen before.

**AlUla has to be seen to be believed.**

الأحلام  
ALULA

المدينة الملكية لمحافظة العلا  
Royal Commission for AlUla 

# JOURNEY THROUGH TIME

[experiencealula.com](http://experiencealula.com)

الأحلام  
ALULA

المدينة الملكية لمحافظة العلا  
Royal Commission for AlUla 



## COBRANDING



العلوة  
ALULA

### MEANING OF TANTORA

Tantora is a sundial in AlUla's old town, used by locals for centuries to both tell time and mark the changing of the seasons. The daylight striking through the sundial and hitting a stone marks the first day of winter, the beginning of an annual festival celebrating the return of agricultural activity to the region.

مركز التواصل الدولي  
CENTER FOR INTERNATIONAL  
COMMUNICATION

شتاء، طنطورة  
winter at Tantora

الهيئة الملكية لمحافظة العلا  
Royal Commission for AlUla

CICSaudi

TERRITORY EXPRESSION

**MAIN THEMES**



HERITAGE



ARTS & CULTURE



NATURE



ADVENTURE





## HERITAGE

AlUla is home to a series of fascinating historical and archaeological sites covering more than 200,000 years of human history and activities.





## ARTS & CULTURE

AlUla is a cradle of human history offering a bounty of ancient and traditional cultural and artistic delights. Immerse yourself in ancient civilizations, come and explore this magical land.





## NATURE

AlUla's landscape is as monumental as its history. It features sandstone canyons, volcanic plains, mountains, valleys, oases covered in palm trees and reveals colours you have never seen before.





## ADVENTURE

After diving into AIUla's past, celebrate its present in a cultural oasis offering traditional and contemporary activities. Epic adventures await in this enchanting place.



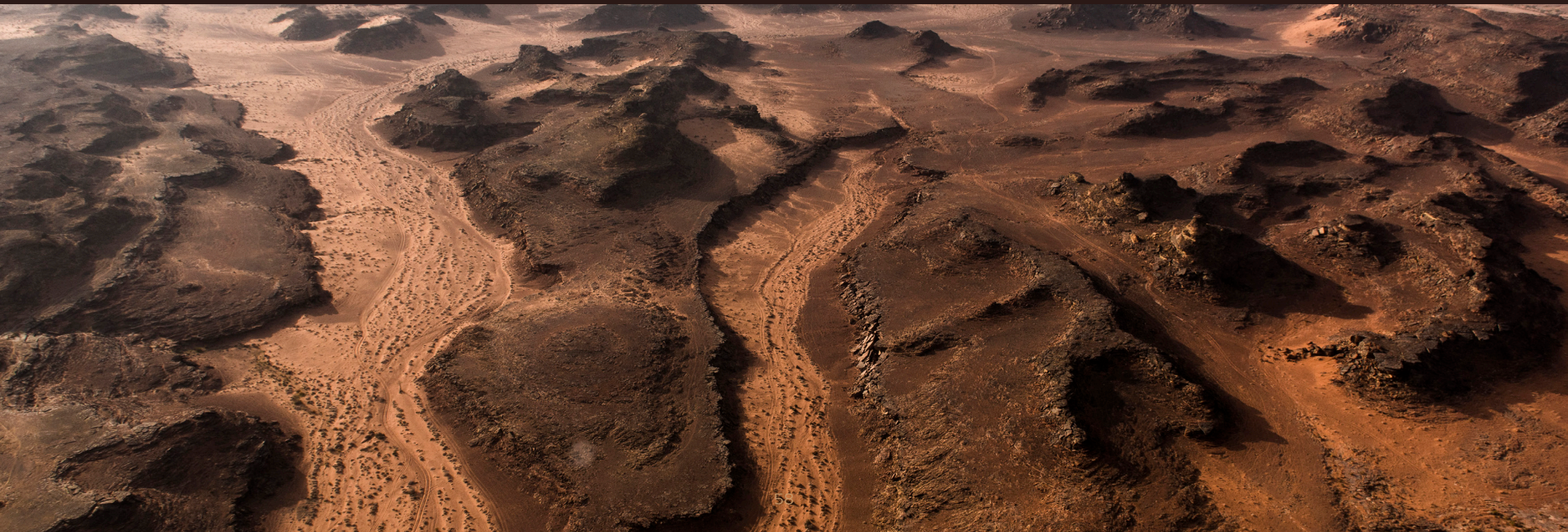
TERRITORY EXPRESSION

**IMAGE STYLE**





# MAJESTIC LANDSCAPES



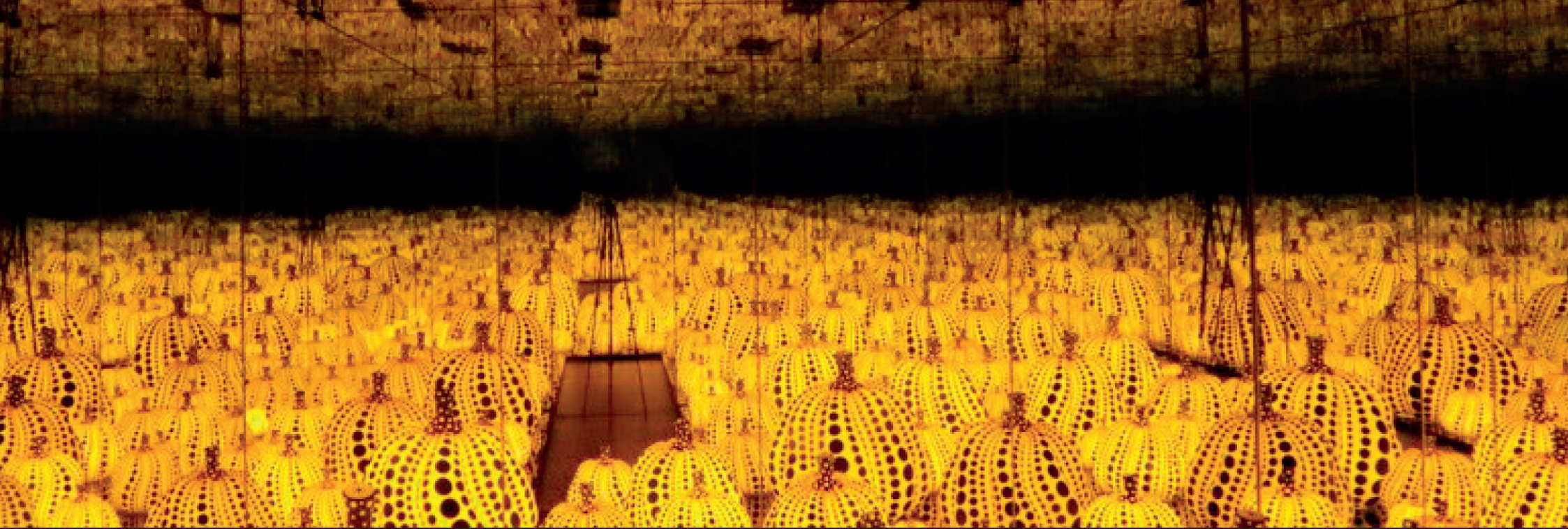




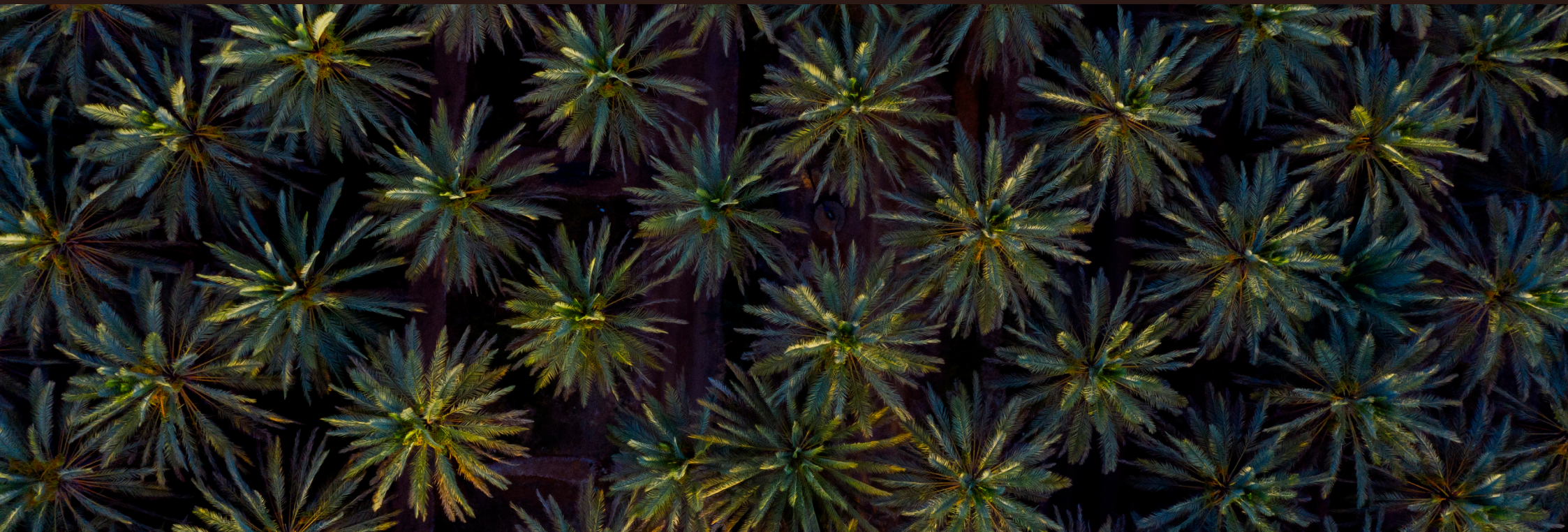
IMMERSIVE PERSPECTIVE







HYPNOTIC SETTING







AMPLITUDE AND SCENERY







## PROFOUND COLOURS







AUTHENTIC ESSENCE





DIGITAL

**S O C I A L M E D I A**

## STORYTELLING GUIDELINES

RCU's content must generate engagement and cohesion. Therefore, we need to organize all the content within an editorial matrix helping rationalize all of RCU's social activations.

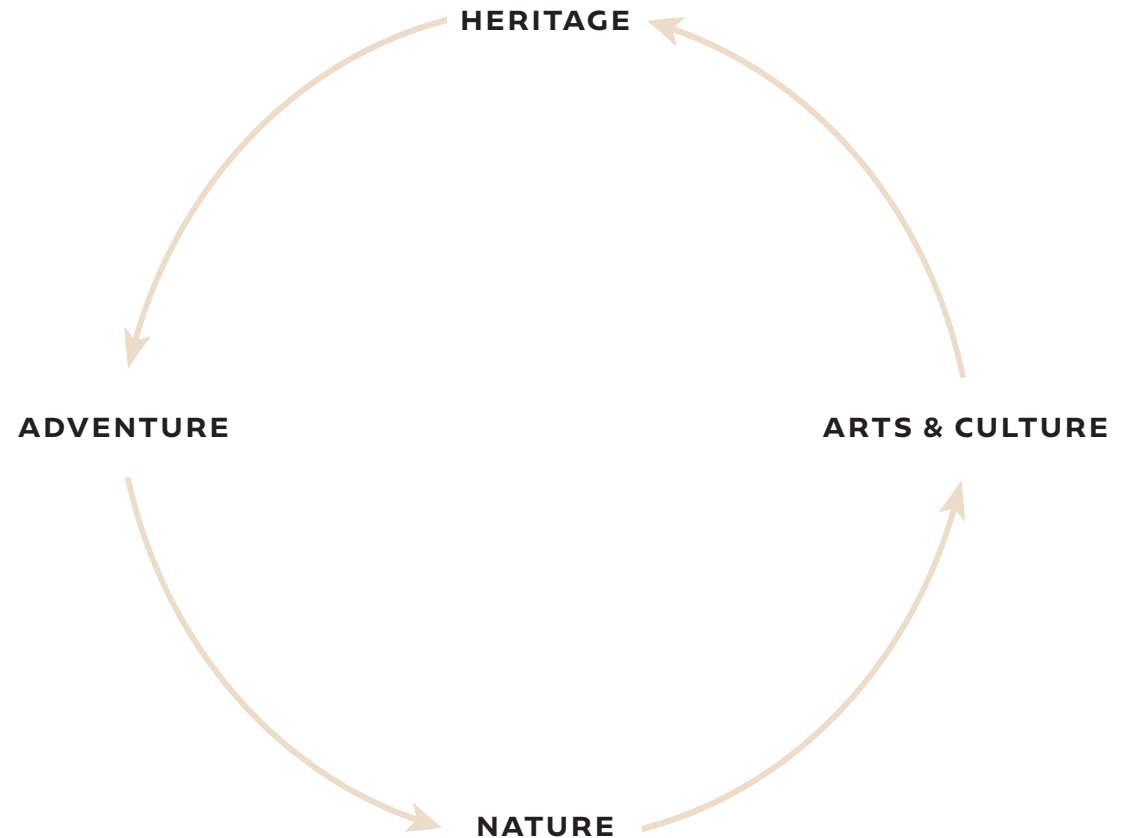
Our strategy consists in building a content approach built upon 4 messaging pillars, each to be identified in the content through the use of a graphic code.

**Heritage:** demonstrating the RCU's commitment in the protection of historical wonders of ancient civilizations.

**Arts & Culture:** presenting the numerous artistic and cultural initiatives and projects.

**Nature:** all topics related to nature preservation and wildlife.

**Adventure:** raising the awareness around activities to be experienced.





## STORYTELLING FORMAT

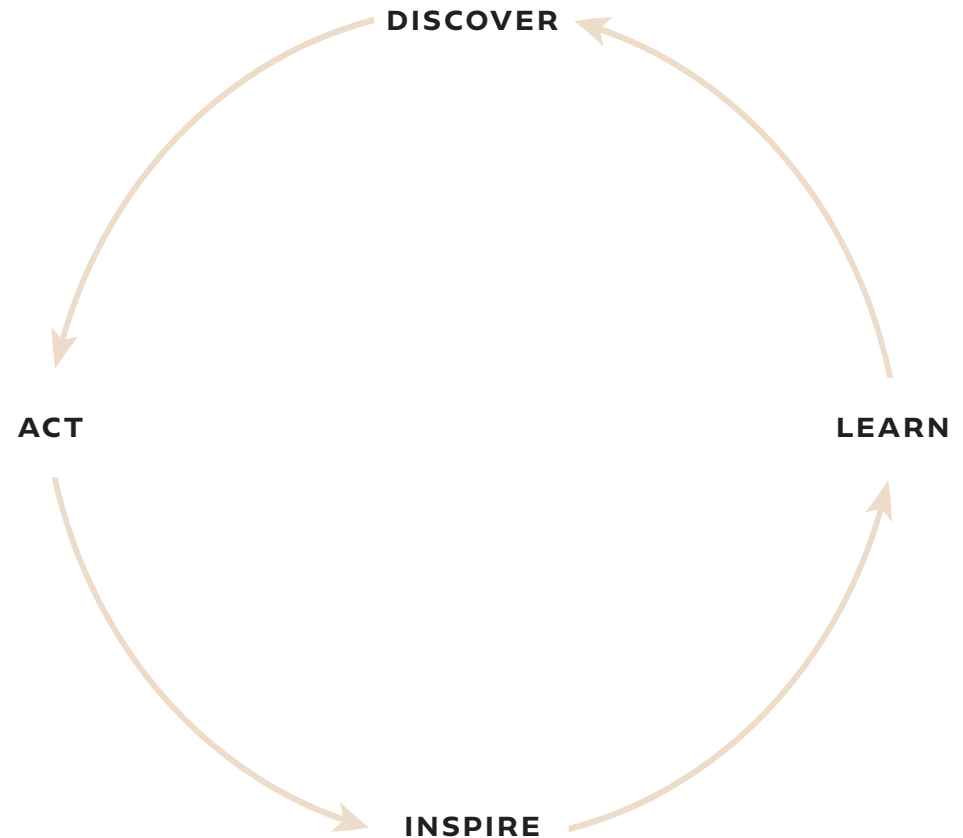
It is important to develop a content approach that is adapted to the audiences' needs and habits. RCU's communications objective can be synthesized in 4 elements:

**Discover:** the wonders of AIUa.

**Learn:** share the news and key figures about projects and initiatives.

**Inspire:** provide the audience with context through high-end experts involved in key projects.

**Act:** engage the audience into real action in AIUa.



# STORYTELLING MATRIX

## Heritage archaeological

RCU will protect and preserve AIUla's archeological treasure and create an open-air living museum taking visitors in a journey through time, an immersive experience across civilizations.

## Arts & Culture

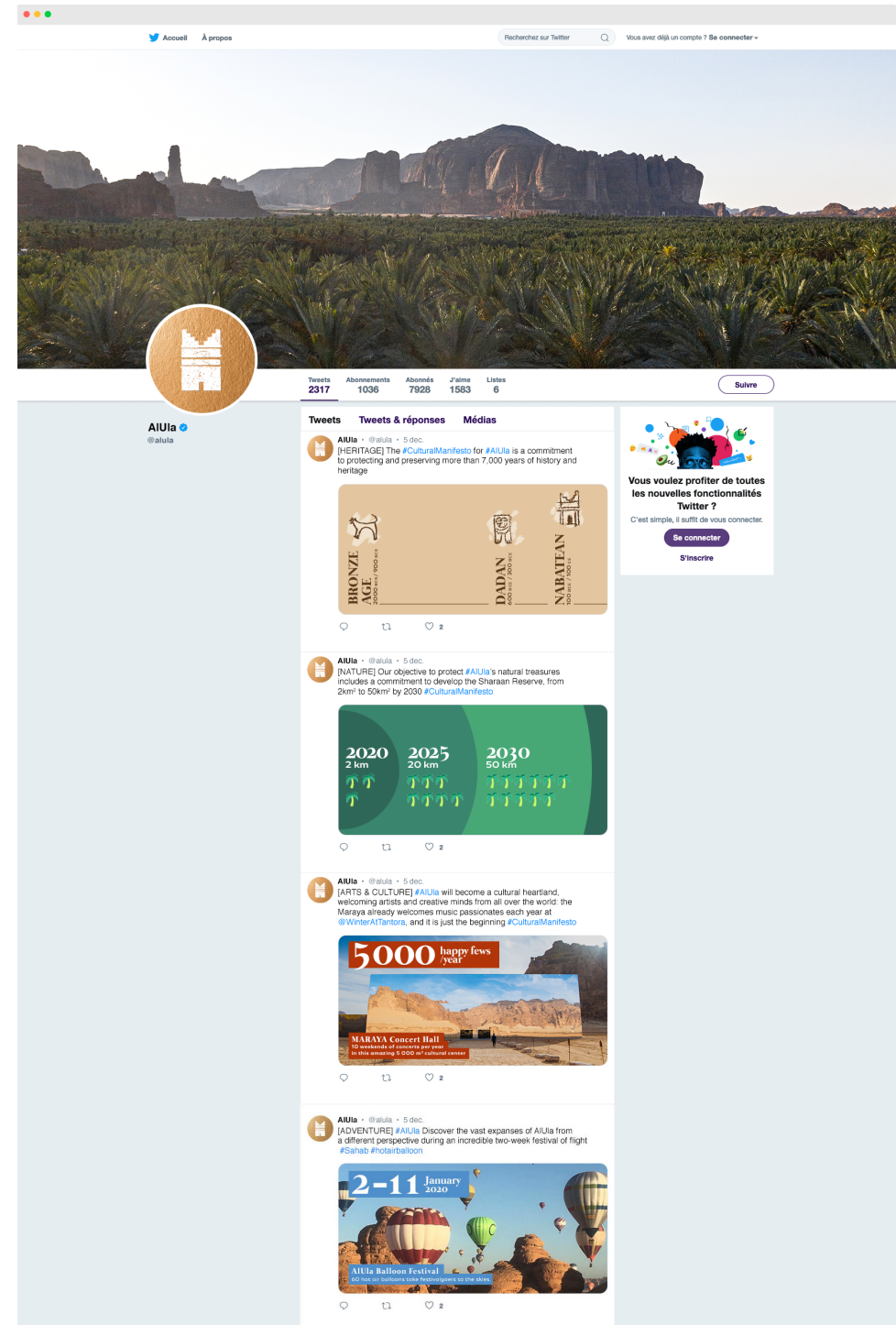
A revived cultural heartland: AIUla has been inspiring creativity for over 7,000 years; it is our legacy to write the next chapter of AIUla's history by inviting creative minds from all over the world to create in AIUla a renewed crossroad for cultural exchange and knowledge transfer.

## Nature

AIUla's nature inspired creativity over history: landscapes and biodiversity should be preserved from human activity, and all economic development projects will be made in order to protect flora and fauna.

## Adventure

AIUla is a land for adventurer. A unique place to experience ballooning over historical sites, camel riding through the desert or hiking in landscapes like no other. AIUla is one of the last frontiers to be discovered.





## HERITAGE

Sharing the wonders of ancient civilizations.

Color to be used for Twitter and/or LinkedIn posts dedicated to Heritage topics. Educate on the exceptional history of AIUla. Showcase the protection and preservation activities from RCU and partners.

## NATURE

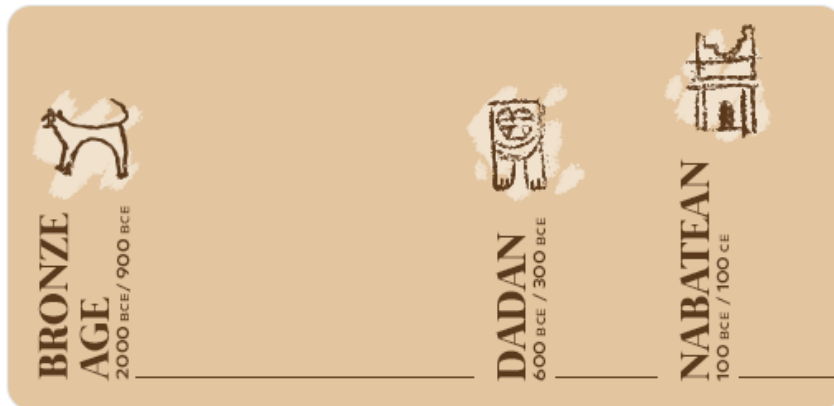
Showcasing the natural beauty and amazing landscapes.

Color to be used for Twitter and/or LinkedIn posts dedicated to Nature topics. Educate on the natural treasures of AIUla. Showcase the protection and preservation activities from RCU and partners.



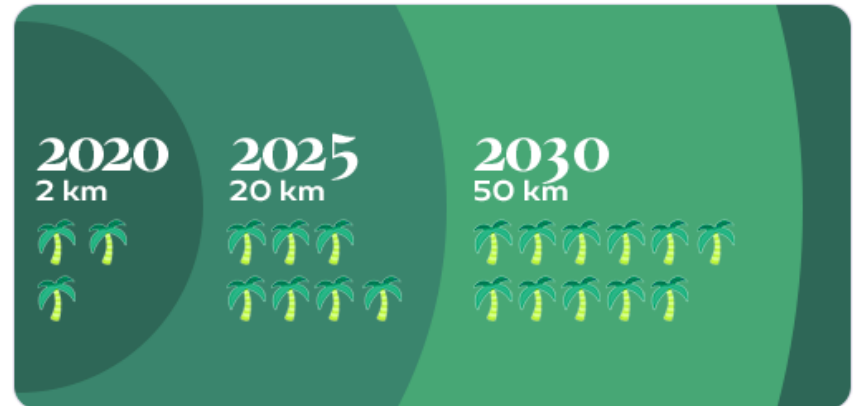
AIUla • @alula • 5 dec.

[HERITAGE] The [#CulturalManifesto](#) for [#AIUla](#) is a commitment to protecting and preserving more than 7,000 years of history and heritage



AIUla • @alula • 5 dec.

[NATURE] Our objective to protect [#AIUla](#)'s natural treasures includes a commitment to develop the Sharaan Reserve, from 2km<sup>2</sup> to 50km<sup>2</sup> by 2030 [#CulturalManifesto](#)



## ARTS & CULTURE

Inspiring artists and tourists from all over the world.

Color to be used for Twitter and/or LinkedIn posts dedicated to Arts and Culture topics. Detail the cultural development projects in AIUla. Share the main artistic and cultural events taking place in AIUla.

## ADVENTURE

Inspiring explorers and pioneers from all over the world.

Color to be used for Twitter and/or LinkedIn posts dedicated to Adventure topics. Unveil the potential of AIUla as a thrilling place for adventure. Share the emotion to be experienced in AIUla.



AIUla • @alula • 5 dec.

[ARTS & CULTURE] #AIUla will become a cultural heartland, welcoming artists and creative minds from all over the world: the Maraya already welcomes music passionates each year at @WinterAtTantora, and it is just the beginning #CulturalManifesto



AIUla • @alula • 5 dec.

[ADVENTURE] #AIUla Discover the vast expanses of AIUla from a different perspective during an incredible two-week festival of flight #Sahab #hotairballoon







CONTACTS

Antoine Hillion  
antoine.hillion@havas.com

Eric Mironneau  
eric.mironneau@havas.com