

ARAB NEWS

_Identity Booklet

Innovation Media Consulting Group

ARAB NEWS

_ Introduction

The Arab News new identity reflects its new positioning as a media brand that aims to be 'The Voice of a Changing Region' and one that is firmly anchored in the timeless values of Islam. To achieve that a classical yet vibrant logo was created.

The look and feel of the brand aims to reflect its more than 40 years of being the only english voice communicating from KSA and now also to reflect its new course of being the voice of dynamic region that is changing before our very eyes.

ARAB NEWS

_ Guidelines

The new identity reflects Arab News. It is elegant, institutional and revealing. However, the new identity can only make a positive impact if it is used consistently and correctly.

The Identity Style Guide has been developed to provide a comprehensive understanding of the new Arab News identity. It shows how to correctly implement the new design elements on print and online.

ARAB NEWS

_ The Logo

Whether it is seen on screen or in print, the logo is the strongest style element. Its two iterations, the main one and the stacked are distinctive and unique.

The Arab News logo has been designed to reproduce at a minimum height of 10 mm in print. The newspaper masthead is 123 pts. On the web the minimum size of the logo is 30 pixels deep. There is no maximum reproduction size of the logo.

Two versions are available for optimum results . vresion A and B.

logo_masthead version A



logo minimum size Version B



Version B_To be used up to 89 pts / 20 mm / 57 pixels

ARAB NEWS

_ The Logo

The Arab News identity should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.

The area is defined by using a third of the height of the logo which is referred to as x . A margin of clear space equivalent to $0.3x$ is drawn around the logo to create the invisible boundary of the area of isolation.



ARAB NEWS

_ The Logo

The logo should be used either using black or in reverse using white.

Never should colour be used on the logo. When using a backdrop only the brand's colour palette should be used.

It is important that the appearance of the logo remains consistent.

The logo should not be misinterpreted, modified or added to. The logo must never be redrawn, adjusted or modified in any way. It should only be reproduced from the artwork provided (see Annex_1).



ARAB NEWS



ARAB NEWS

ARAB NEWS _ The Logo

The stacked logo follows the same guidelines as the main logo.
The sole exception is when used on social media.

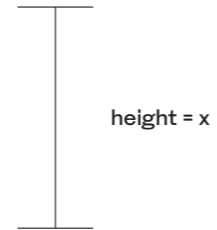
logo version A

A large, high-resolution version of the stacked logo. The word "ARAB" is positioned on the top line and "NEWS" is on the bottom line, both in a bold, black, serif typeface. The letters are closely spaced and have a classic, elegant appearance.

logo minimum size version B

A smaller, minimum-size version of the stacked logo. It maintains the same serif typeface and stacked layout as version A, but is scaled down to fit the "minimum size" requirement.

ARAB NEWS _ The Logo



ARAB NEWS _ The Logo

ARAB
NEWS



ARAB NEWS

_ The Logo

The files below — App Logo and the URL Favicon — were delivered to Arab News in the relevant format.

app logo



favicon



ARAB NEWS _ The Logo

The Arab News sub brands, as any other display of the brand, should be discreet and effective, and never overshadow or depart from the brand.

The Arab News Sub Brands will be identified by a strap below the logo.



ARAB NEWS _ The Logo

Here's some examples of how the logo should not be used.

Do not use colour in the logo

ARAB NEWS

Do not use outline the logo

ARAB
NEWS

ARAB NEWS

_ The Logo

Here's some examples of how the logo should not be used.

Do not use colour while reverting the Logo



Do not condense or expand the Logo

ARAB NEWS

ARAB NEWS

_ The Logo

Here's some examples of how the logo should be used — and not used — with pictures.

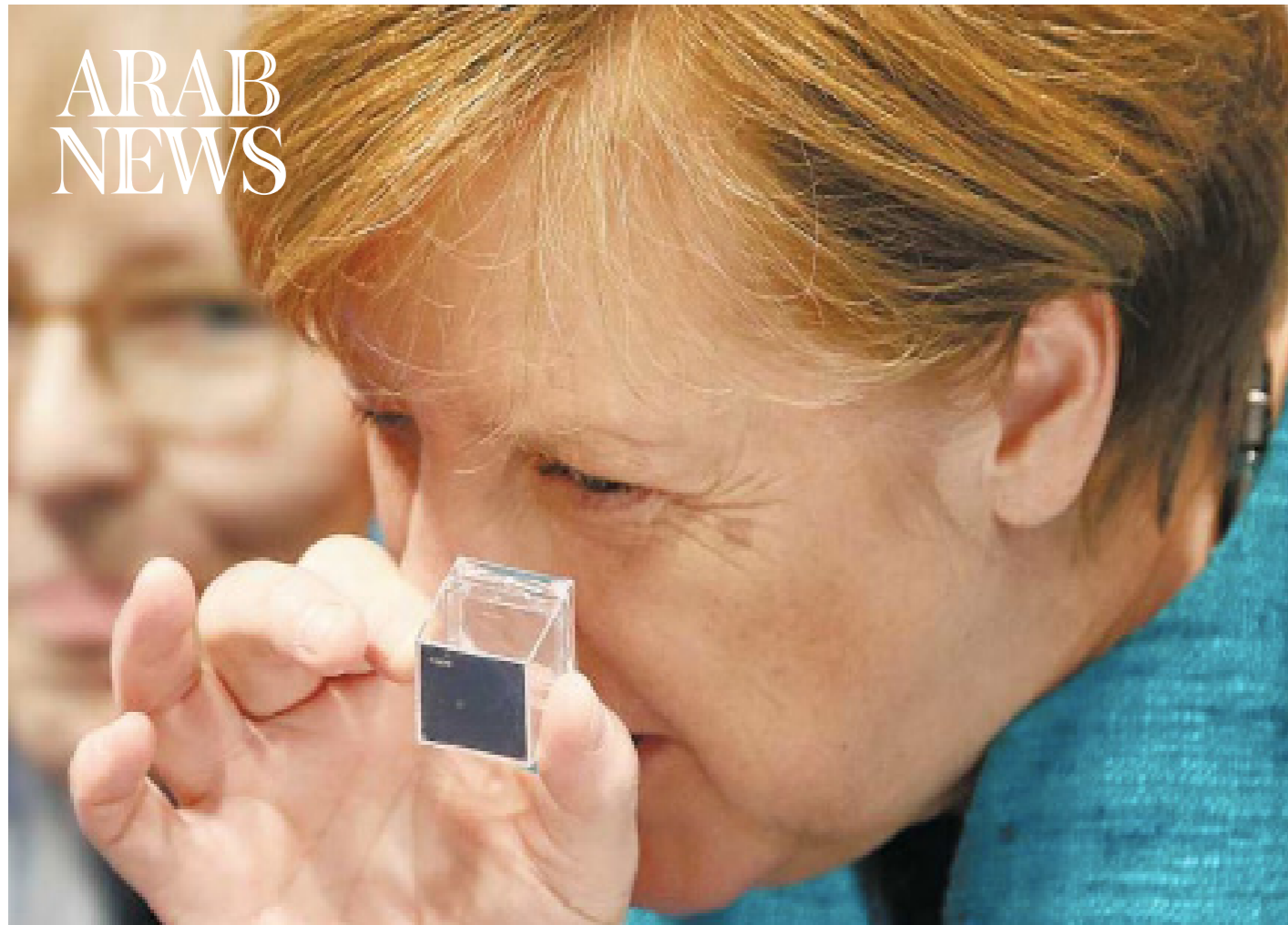
When placed over a photograph or illustration the colour of the logo can only be black or white.

The Logo should be placed always at the top left corner with suitable space (see below).



ARAB NEWS

_ The Logo

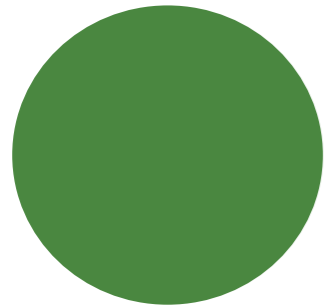


ARAB NEWS

_ Colour Palette

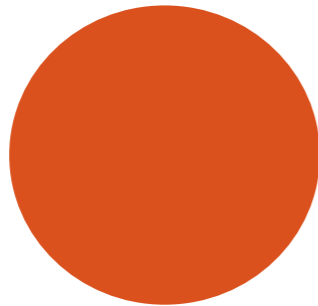
The colour palette to be used as backgrounds for the logo is also the one that is used on the newspaper and the digital platforms and should be used always in connection with the respective sections.

NEWS



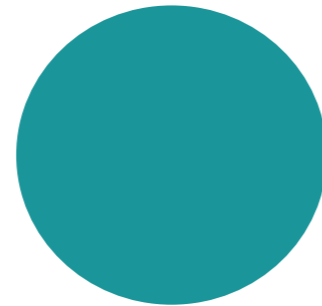
CMYK
C 74,4% M 25,74%
Y 98,42% B 10,31%
RGB R 75 G 135 B 64

OPINION



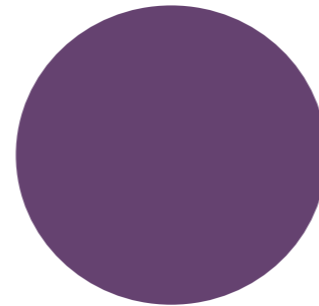
CMYK
M 80% Y 100% B 10%
RGB R 218 G 82 B 31

BUSINESS / SPORT ENTERTAINMENT

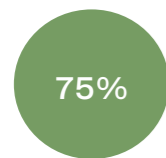


CMYK
C 82,32% M 22,53%
Y 40,68% B 1,46%
RGB R 0 G 148 B 153

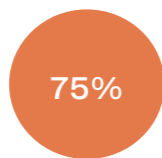
& FINALLY + WEEKEND



CMYK
C 55% M 75%
Y 15% B 30%
RGB R 102 G 66 B 112



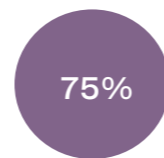
75%



75%



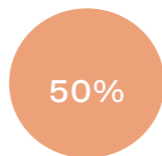
75%



75%



50%



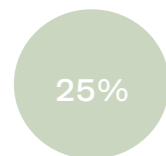
50%



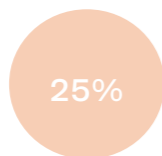
50%



50%



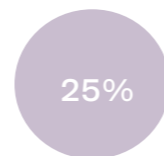
25%



25%



25%



25%

ARAB NEWS

_ Colour Palette



ARAB NEWS

_ Typography

The Identity Font for the Arab News brand is Isento, a sans serif font designed by Dino dos Santos.

ISENTO LIGHT

abcdefghijklmnopqrstvwxyz
abcdefghijklmnopqrstvwxyz
1234567890±!"#\$%&/()=?*

ISENTO BOOK ITALIC

abcdefghijklmnopqrstvwxyz
abcdefghijklmnopqrstvwxyz
*1234567890±!"#\$%&/()=?**

ISENTO LIGHT ITALIC

abcdefghijklmnopqrstvwxyz
abcdefghijklmnopqrstvwxyz
*1234567890±!"#\$%&/()=?**

ISENTO MEDIUM

abcdefghijklmnopqrstvwxyz
abcdefghijklmnopqrstvwxyz
1234567890±!"#\$%&/()=?*

ISENTO BOOK

abcdefghijklmnopqrstvwxyz
abcdefghijklmnopqrstvwxyz
1234567890±!"#\$%&/()=?*

ISENTO MEDIUM ITALIC

abcdefghijklmnopqrstvwxyz
abcdefghijklmnopqrstvwxyz
1234567890±!"#\$%&/()=?*

ARAB NEWS

_ Typography

ISENTO BOLD

abcdefghijklmnopqrstuvxyz
abcdefghijklmnopqrstuvxyz
1234567890±!"#\$%&/()=?*

ISENTO EXTRABOLD

abcdefghijklmnopqrstuvxyz
abcdefghijklmnopqrstuvxyz
1234567890±!"#\$%&/()=?*

ISENTO BOLD ITALIC

abcdefghijklmnopqrstuvxyz
abcdefghijklmnopqrstuvxyz
*1234567890±!"#\$%&/()=?**

ISENTO EXTRABOLD ITALIC

abcdefghijklmnopqrstuvxyz
abcdefghijklmnopqrstuvxyz
*1234567890±!"#\$%&/()=?**

ARAB NEWS

_ Annex 1

The file below was delivered to Arab News in all the relevant formats for a correct usage of both Logo and Main Strap Line. The file and its contents should be distributed to all the appropriate stakeholders and partners.

ARAB NEWS _ Logo

The Arab News logo has been designed to reproduce at a minimum height of 10 mm in print. The newspaper masthead is 123 pts. On the web the minimum size of the logo is 30 pixels deep. There is no maximum reproduction size of the logo.

LOGO_MASTHEAD VERSION A

ARAB NEWS | 123 pts / 28.5 mm / 82 pixels

LOGO MINIMUM SIZE VERSION B

ARAB NEWS | 42 pts / 10 mm / 30 pixels

Version B_ To be used up to 89 pts / 20 mm / 57 pixels

STACKED LOGO

VERSION B **ARAB NEWS**

VERSION A **ARAB NEWS**

NOTE The stacked logo follows the same guidelines as the main logo. The sole exception is when used on social media.

ARAB NEWS
The Voice of a Changing Region

ARAB NEWS
The Voice of a Changing Region

ARAB NEWS
The Voice of a Changing Region

ARAB NEWS
The Voice of a Changing Region

ARAB
NEWS

*The Voice of a
Changing Region*

ARAB
NEWS

*The Voice of a
Changing Region*

ARAB
NEWS

*The Voice of a
Changing Region*

ARAB
NEWS

*The Voice of a
Changing Region*

ARAB NEWS

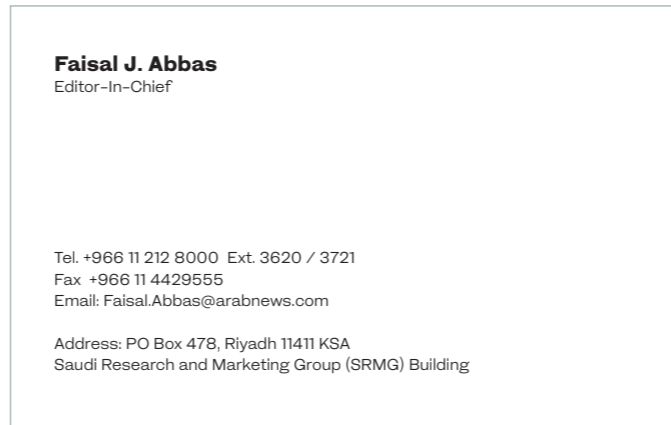
_ Stationery & Other Materials

The following pages show examples of how the Arab News brand is being properly applied. Consider them a reference guide as you develop your material.

ARAB NEWS

_ Stationery & Other Materials

Business Cards



Note _ Pantone P 176-6 U

ARAB NEWS

_ Stationery & Other Materials

Letterheads

ARAB NEWS
THE VOICE OF A CHANGING REGION

ARAB NEWS
THE VOICE OF A CHANGING REGION
Faisal J. Abbas

ARAB NEWS
THE VOICE OF A CHANGING REGION
Office of the Editor-in-Chief

A SAUDI RESEARCH AND PUBLISHING COMPANY PUBLICATION
PO Box 478, Riyadh 11411 KSA
Saudi Research and Marketing Group (SRMG) Building
Tel: +966 11 2128000 / Fax: +966114429555
www.arabnews.com

A SAUDI RESEARCH AND PUBLISHING COMPANY PUBLICATION
PO Box 478, Riyadh 11411 KSA
Saudi Research and Marketing Group (SRMG) Building
Tel: +966 11 2128000 / Fax: +966114429555
www.arabnews.com

A SAUDI RESEARCH AND PUBLISHING COMPANY PUBLICATION
PO Box 478, Riyadh 11411 KSA
Saudi Research and Marketing Group (SRMG) Building
Tel: +966 11 2128000 / Fax: +966114429555
www.arabnews.com

ARAB NEWS

_ Stationery & Other Materials

Envelopes

ARAB NEWS

The Voice of a Changing Region

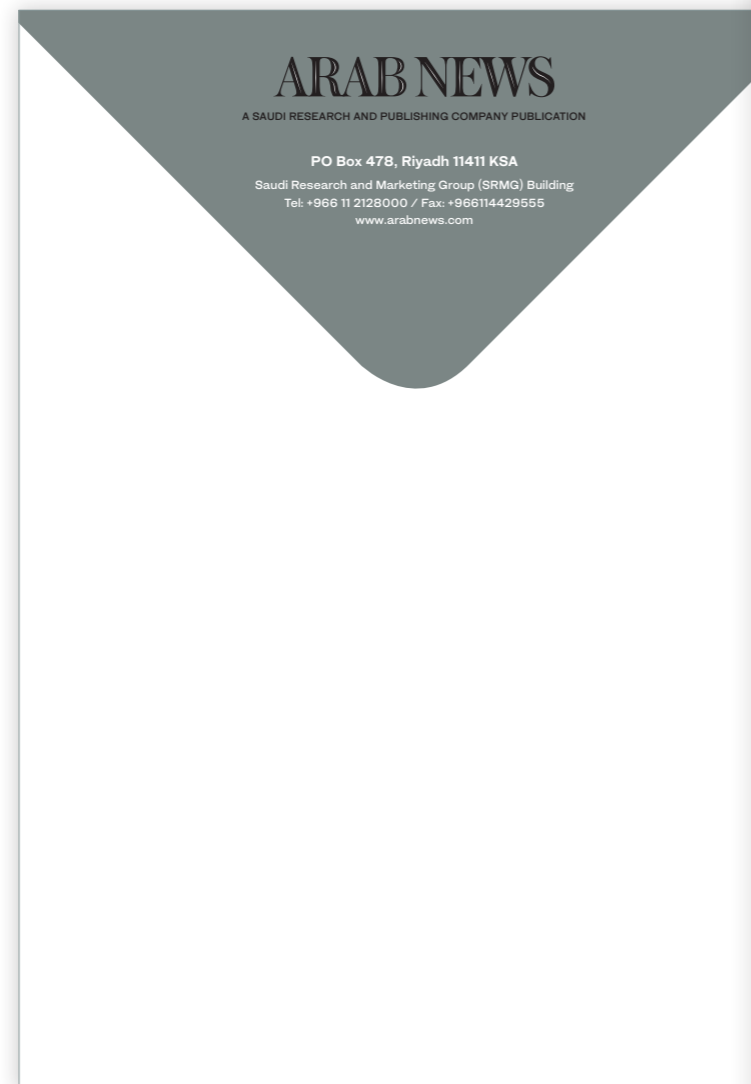
ARAB NEWS

A SAUDI RESEARCH AND PUBLISHING COMPANY PUBLICATION

PO Box 478, Riyadh 11411 KSA

Saudi Research and Marketing Group (SRMG) Building
Tel: +966 11 2128000 / Fax: +966114429555
www.arabnews.com

Envelopes



ARAB NEWS

The Voice of a Changing Region

Bags



Mugs



Notepads



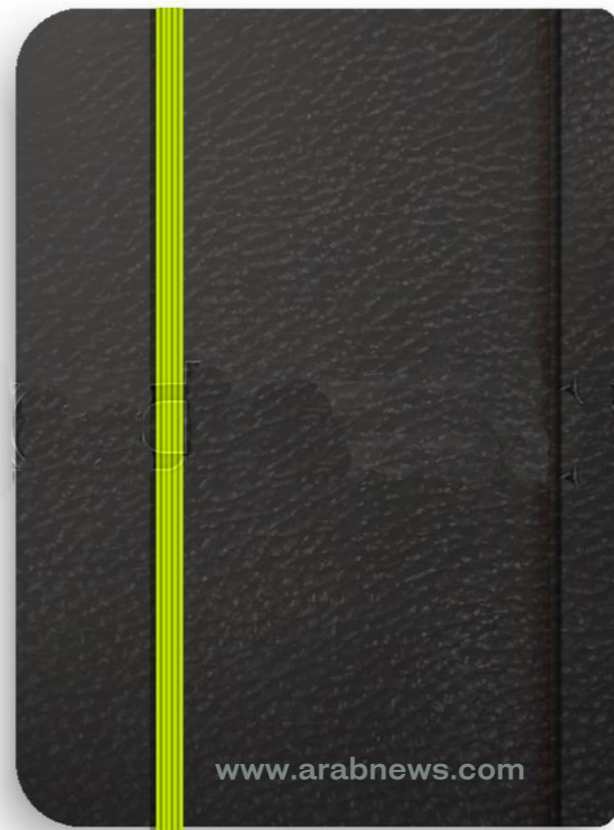
FRONT



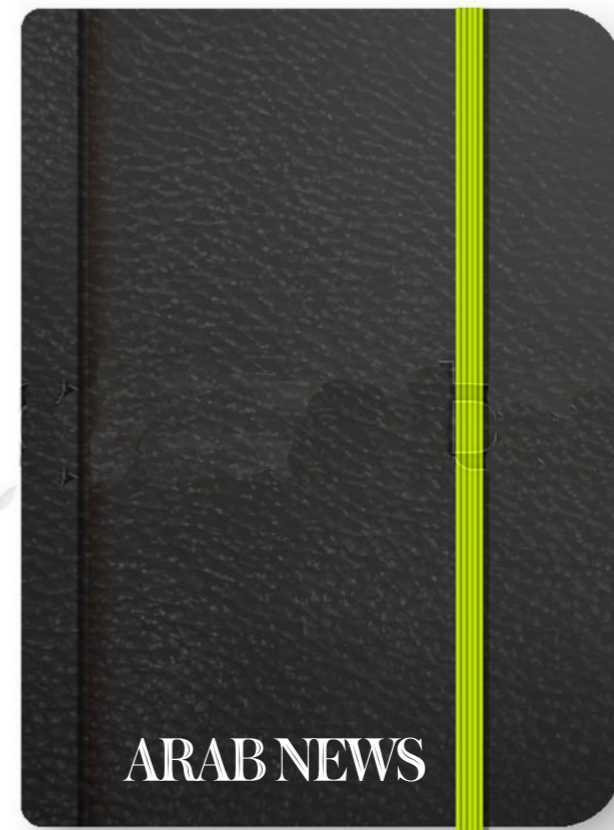
BACK



Organizers



Back



Front

Hats



ARAB NEWS

_ Stationery & Other Materials

Pins



Power Point Presentations

ARAB NEWS

1. First Order of Business

1.1 New Ideas for Communication

The Voice of a Changing Region

1. Modes of Commerce

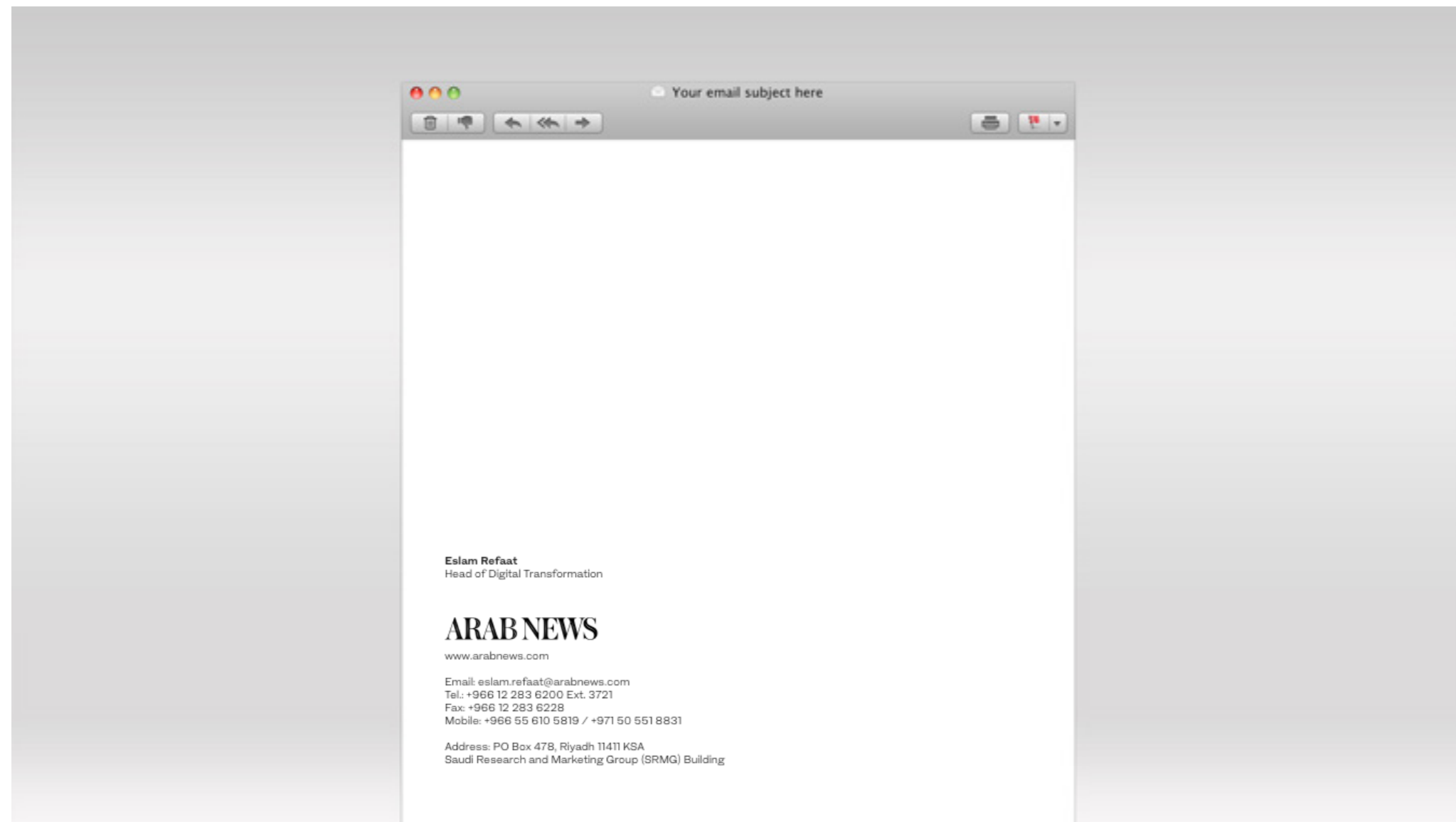
1.1 Interactive Walls



ARAB NEWS

The Voice of a Changing Region

E-mail Signature



E-newsletter

[View this email in your browser](#)

ARAB NEWS

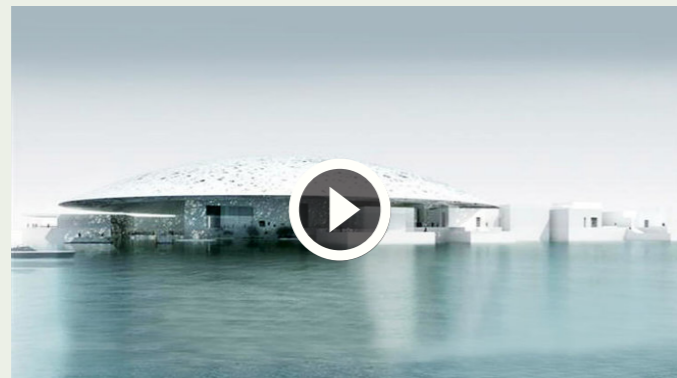
Daily brief

February 19, 2018

Good morning. What not to miss today,

By Arab News

All large, successful companies understand the need to keep changing to remain relevant. This is why today we are announcing not only from today, you will notice an enhanced design and a much friendlier user experience — and that is by no means all we are announcing. Change is the only constant, and no one understands that better than we do at Arab News; having reported on regional developments since 1975, we have seen leaders rise and fall, wars begin and end, revolutions, economic booms, crises and much more.



Calling all art fans: Louvre Abu Dhabi opening date announced

Confusion, lack of confidence and irrational decisions are usually symptoms of a midlife crisis. And a newspaper celebrating a redesign or a relaunch has long been a thing of the past, suitable only for history books and museums. However, as Arab News turns 43 this month, the future could not be any brighter for the Middle East's leading English-language daily. a facelift, but a vision — a masterplan we call Arab News 2020. My mandate upon assuming the editorship of this newspaper in

upon assuming the editorship of this newspaper in September 2016 was to make it “more global, more digital.” Thus, part of our 2020 vision is to become the No. 1 digital source for regional news and views.

Subtitle style with link

laces on the planet at the moment: Saudi Arabia. It is rare to be the newspaper of record in a country undergoing such massive, rapid reforms. [What is happening in the Kingdom](#), from curbing the powers of the religious police to allowing women to drive, is no less significant than the fall of the Berlin Wall in 1989 — and we are delighted to be able to report this story at first hand.

Opinion



Frank Kane

Extending the OPEC cuts deal: An option or a must?

Abdellatif El-Menawy is a critically acclaimed multimedia journalist, writer and columnist who has covered war zones and conflicts worldwide.



Abdulrahman Al-Rashed

Cynical culture minister plays politics with art

El-Menawy is a critically acclaimed multimedia journalist, writer and columnist who has covered war zones.



Enjoying the Daily Brief? Forward it to a friend!
They can [click here to sign up](#).

Not enjoying it?
To unsubscribe from the Arab News Daily Brief, [click here](#).

ARAB NEWS

This e-mail was sent to you by ArabNews.com.
To ensure delivery to your inbox (not bulk or junk folders), please add our e-mail address, arabnews@arabnews.com to your address book.

Share this email  

© 2017 SAUDI RESEARCH & PUBLISHING COMPANY, All Rights Reserved And subject to Terms of Use Agreement.



Innovation Media Consulting Group