



DACO Dammam Airports Company and  
KFIA King Fahd International Airport

Employee Brand Applications / June 19, 2017



## About us

Formed in 2017, Dammam Airports Company (DACO) leads the development of the aviation infrastructure of the Kingdom of Saudi Arabia's Eastern Region. As such, DACO has an integral role in the Kingdom of Saudi Arabia's strategic plan, Vision 2030.

#### Our purpose

The company's purpose is to drive economic prosperity and social progress by connecting Eastern Saudi Arabia with the world.

#### Our vision

Our vision is to be an airport industry leader by delivering high quality service and providing value for airlines, passengers and business partners alike.

#### Our mission

Our mission is to continually invest in inspiring aviation innovations and strengthen our partnerships to deliver a progressive range of airport management, operational and advisory services.

#### Our values

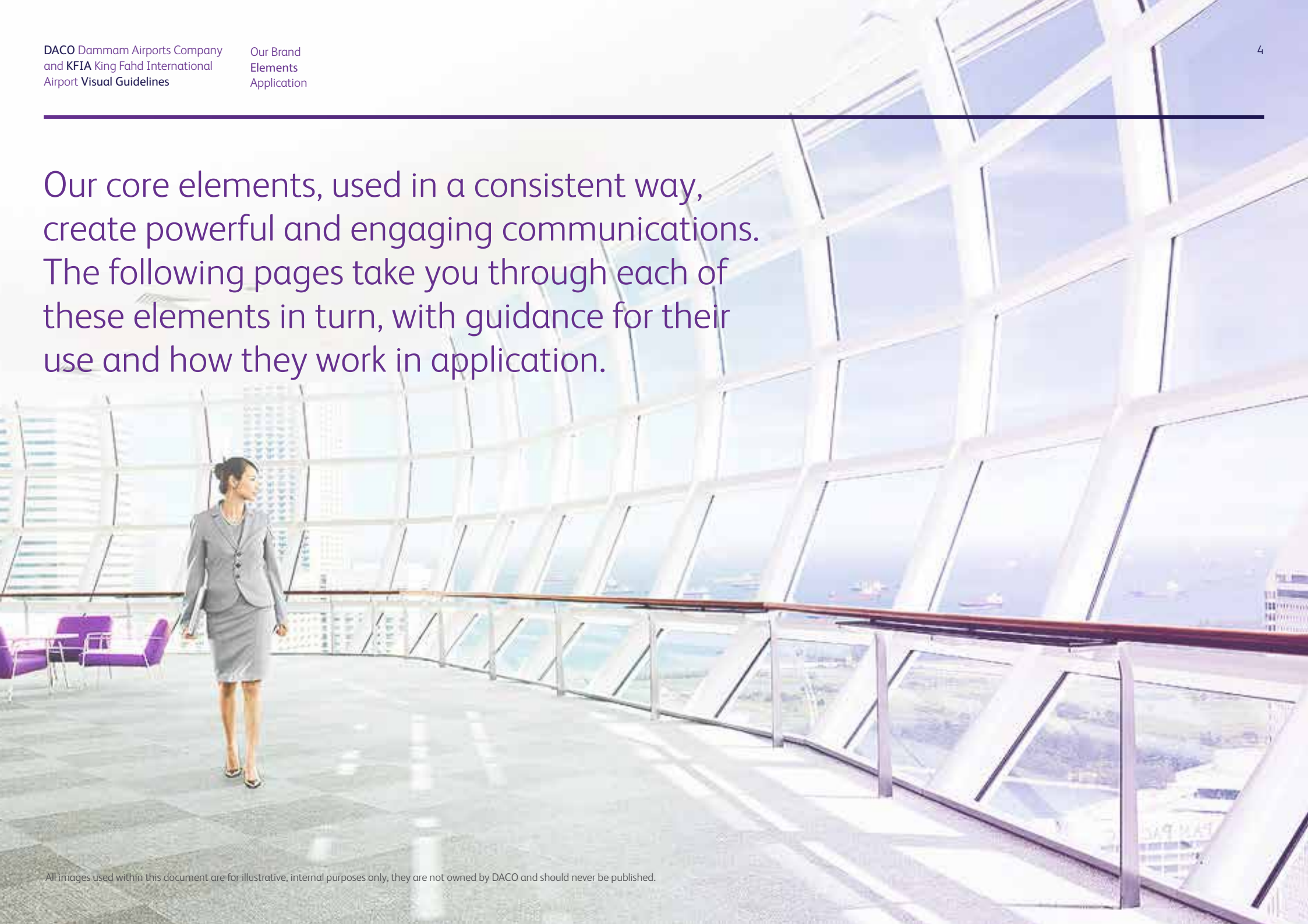
Inspiring, Progressive, Agile and Dynamic

#### Our proposition

Strengthening connections through inspiring aviation progress.



Our core elements, used in a consistent way, create powerful and engaging communications. The following pages take you through each of these elements in turn, with guidance for their use and how they work in application.





DACO Dammam Airports  
Company Logo

**Modern Aviation** Our logo is composed of a symbol, logotype and dual language descriptor. A clean, fresh, modern brand with a contemporary, abstract symbol represents the expanding nature of Dammam across North, East, South and West and the international connectivity that is made accessible. It can also be seen as a propeller or compass.

**Using the ® Symbol** The ® symbol is placed on the right-hand side of our trade marked DACO logo, in a smaller type size than the mark itself, and in a raised (superscript) position. Always ensure this is visible and proportionally correct on each DACO communication.



DACO Dammam Airports  
Company Logo

There is more than one version of artwork for our logo. It is essential the correct artwork is used in the appropriate situation as explained in the following pages.

We also have a single colour black logo, for where colour use is limited. Never draw your own version of the logo or use it in a colour that has not been specified.

We have to stick to these rules to ensure we always appear consistent across all our communications. Always use master artwork supplied.

Primary logo – light background version



Primary logo – dark background version



Secondary logo – single-colour version (limited use)



Secondary logo – dark background version (limited use)



DACO Dammam Airports  
Company Logo

To ensure maximum legibility and maintain the stature of our logo it is important to adhere to a minimum size and exclusion zone, an area of clear space around the logo in which no other graphic element should enter.

Our Minimum size is 25mm in width, our exclusion zone scales proportionally to the height of our symbol in the descriptor lock-up. Wherever possible we use our primary logo in full colour. A single colour and white out version are also available for use in small scale or for low cost print jobs.

Exclusion zone



Minimum size





DACO Dammam Airports  
Company **Shorthand Logo**

A logo lockup without the descriptor is available for use across collateral. This is particularly useful when using the logo across merchandise and at small sizes.

Our symbol can also be used as a standalone graphic – especially on Social Media icons and apps.

Shorthand logo



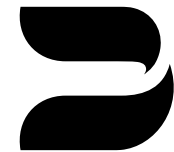
Minimum size



Primary symbol



Secondary symbol (single-colour version)



DACO Dammam Airports  
Company Considerations

We encourage you to become familiar with the correct use of the DACO logo. Please note that the logo has been carefully crafted and master artwork should always be used.



Don't adjust the gradient within the logo



Don't recolour the logo



Don't stretch or squeeze the logo



Don't place the logo in type



Don't use the logo on complicated imagery



Don't use a gradient over another gradient



Don't adjust the master lock-up order



Don't resize any of the elements



Don't separate the logo in any circumstances

DACO Damman Airports Company  
and KFIA King Fahd International  
Airport Colours

Purple is a colour strongly associated with trust. We are a distinctly purple brand and use our core colours across leading communications to make our brand instantly recognisable.

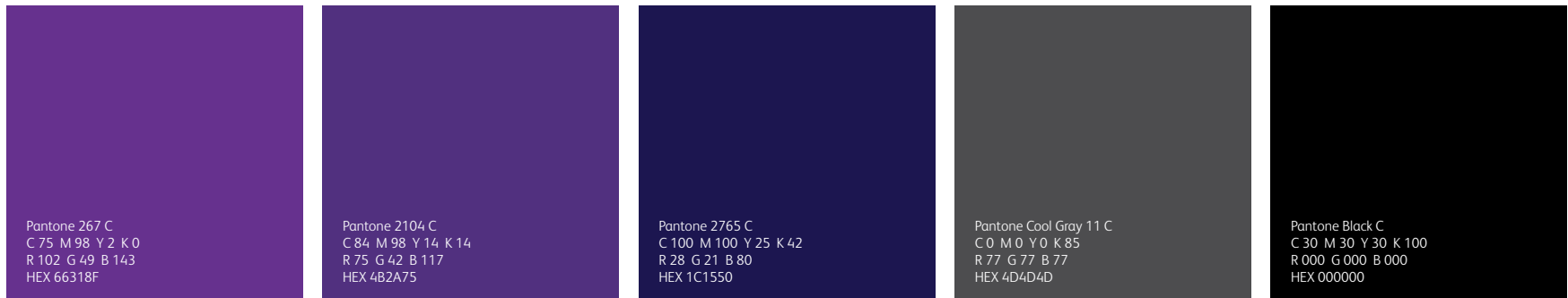
**CMYK colours**

For consistency in printed materials when Pantone (PMS) colours are not used, always, use the colour specifications given here rather than any standard breakdowns. 'C' stands for 'cyan', 'M' for 'magenta', 'Y' for 'yellow', and 'K' for 'black'. Wherever possible, conduct print-testing and proofing prior to production.

**RGB and HEX colours**

For website and digital production, use the RGB breakdowns given, where 'R' stands for 'red', 'G' for 'green', and 'B' for 'blue'. For consistency in colours on screen please use the colour specifications given here rather than any other breakdowns.

Primary colour palette



Our gradient

Location 60%  Angle: 30°

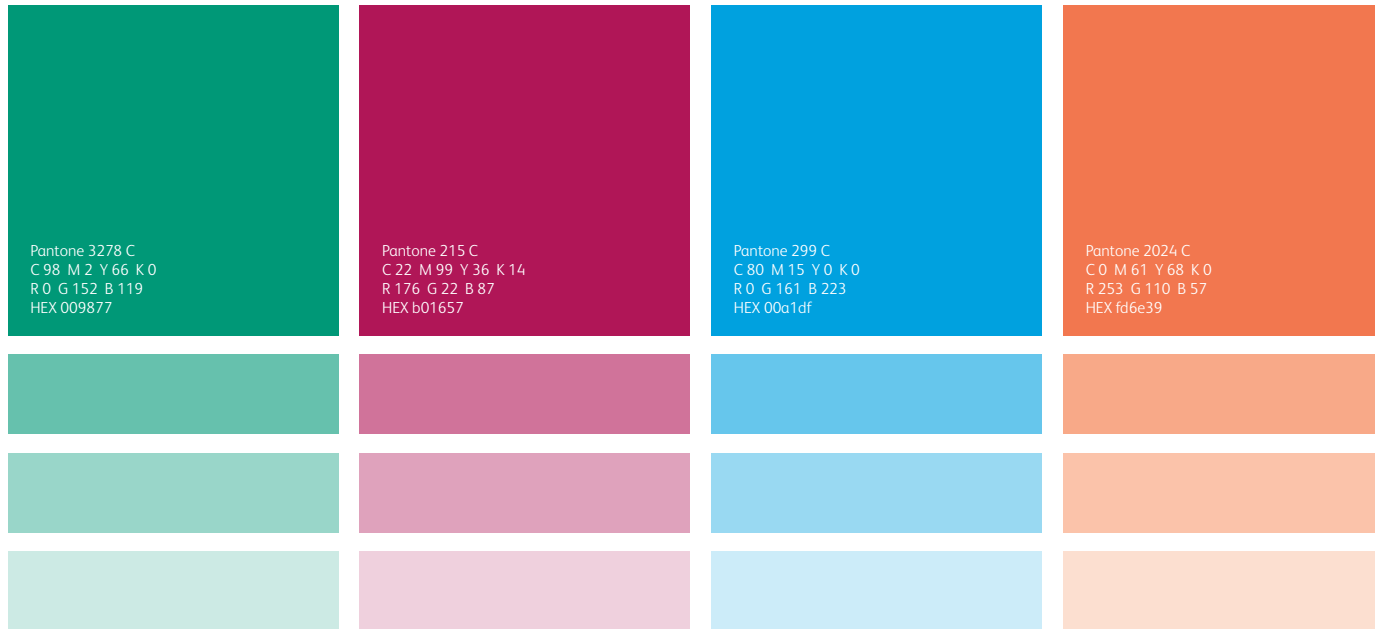


**Note**

Colours represented throughout this guideline are not meant to precisely match actual Pantone® colour standards. For proper reference, refer to the current Pantone® Colour Formula guide. Pantone® is the property of Pantone, Inc.

An expanded palette of secondary, supporting colours, are available for use across lower level communications to provide visual differentiation. For example these may be used across charts and diagrams. 60%, 40% and 20% tints of these colours may also be applied.

Secondary colour palette



**Note**  
Colours represented throughout this guideline are not meant to precisely match actual Pantone® colour standards. For proper reference, refer to the current Pantone® Colour Formula guide. Pantone® is the property of Pantone, Inc.

DACO Dammam Airports Company  
and KFIA King Fahd International  
Airport Typefaces

FS Albert is a charismatic type: a warm, friendly sans serif face with a big personality. Open, strong and amenable, and available in a wide range of weights and styles, FS Albert suits almost every task you put it to. When working on-screen, e.g. PowerPoint and Internet, use Arial.

Typeface

# Opening up your world

Our headline font is FS Albert Light set in sentence case. This has a bold, professional clarity which reflects our determined nature. You can purchase this font at: [www.fontsmith.com/fonts/fs-albert](http://www.fontsmith.com/fonts/fs-albert)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Our body copy font is FS Albert Light set in sentence case. This has a bold, professional clarity which reflects our determined nature. You can purchase this font at: [www.fontsmith.com/fonts/fs-albert](http://www.fontsmith.com/fonts/fs-albert)

DACO Dammam Airports Company  
and KFIA King Fahd International  
Airport Photography

Our photography conveys the professional, rigorous and insightful perspective we hold on the aviation industry. We use crisp, dynamic photography shot at considered and interesting angles. Desaturated tones with an emphasis on purple help to create a uniformed and ownable style.

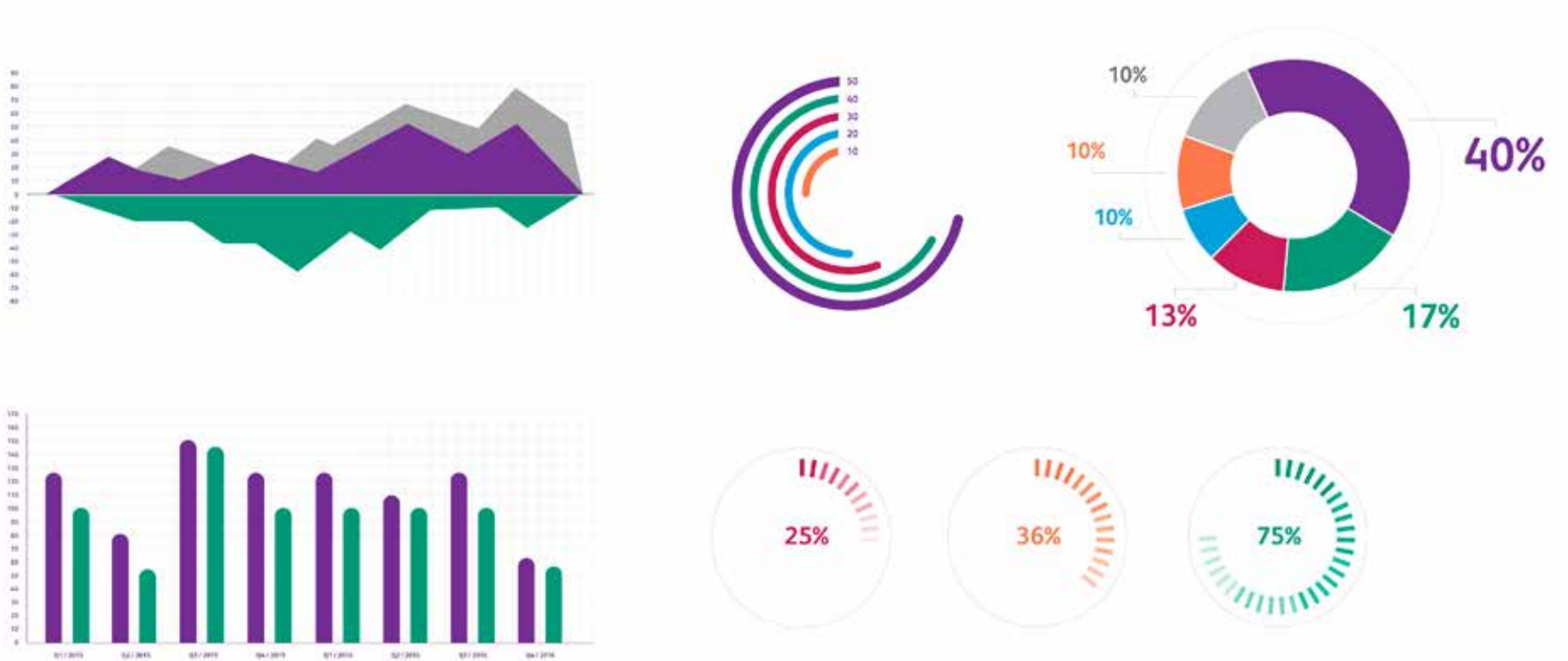


DACO Dammam Airports Company  
and KFIA King Fahd International  
Airport Charts, Graphs and Diagrams

To ensure consistency in DACO literature, a recommended style has been developed for bar graphs, charts and diagrams. This demonstrates how the DACO orange and blues work together and are integrated into our graphic style.

Please follow these examples when visualizing data online or in printed material. These have been designed to be visually striking, and to illustrate important data in an easy-to-digest format

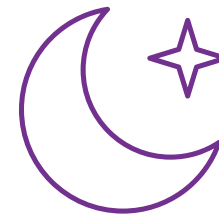
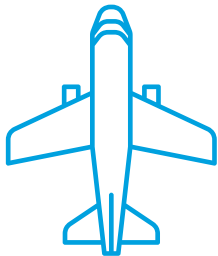
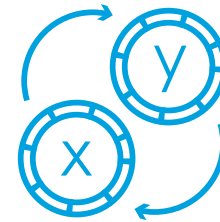
Example charts, graphs and diagrams



DACO Dammam Airports Company  
and KFIA King Fahd International  
Airport Icons

Icons are a useful communication medium, they can quickly convey a concept, function or product. Using simple line work and using the DACO colours creates an ownable style of icon as demonstrated here. These can be used online, within the airport environments and used on information screens.

Example icons





DACO Dammam Airports Company  
and KFIA King Fahd International  
Airport Holding device

Our holding device plays an important role in the look and feel of our literature system, social media and advertising. It is important to use it consistently and correctly at all times. This will support us to create communications that are instantly recognisable. It is essential the correct artwork is used in the appropriate situation and is always scaled maintaining proportions.

Holding device



Holding device social media example



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This section demonstrates how our core elements are brought together across communications to make our brand distinctive. Please use these examples for direct guidance and as a steer when designing.





الاسم  
العنوان  
البلد



Private and Confidential  
A/N Other  
Building  
Street  
Town/Code  
Country

Our Reference: ABCD0000000  
Your Reference: ABCD000  
Thursday 1st June, 2017

Dear Sir/Madam

In this example, text is aligned left, using upper and lower case. The body text is set in 10pt Arial Regular, with 14pt leading. In this example, **emphasis is achieved by emboldening.**

Different methods of emphasis should not be used within the same letter. Capital letters are only used within references, for the beginning of sentences and for proper nouns. Punctuation is used as shown.

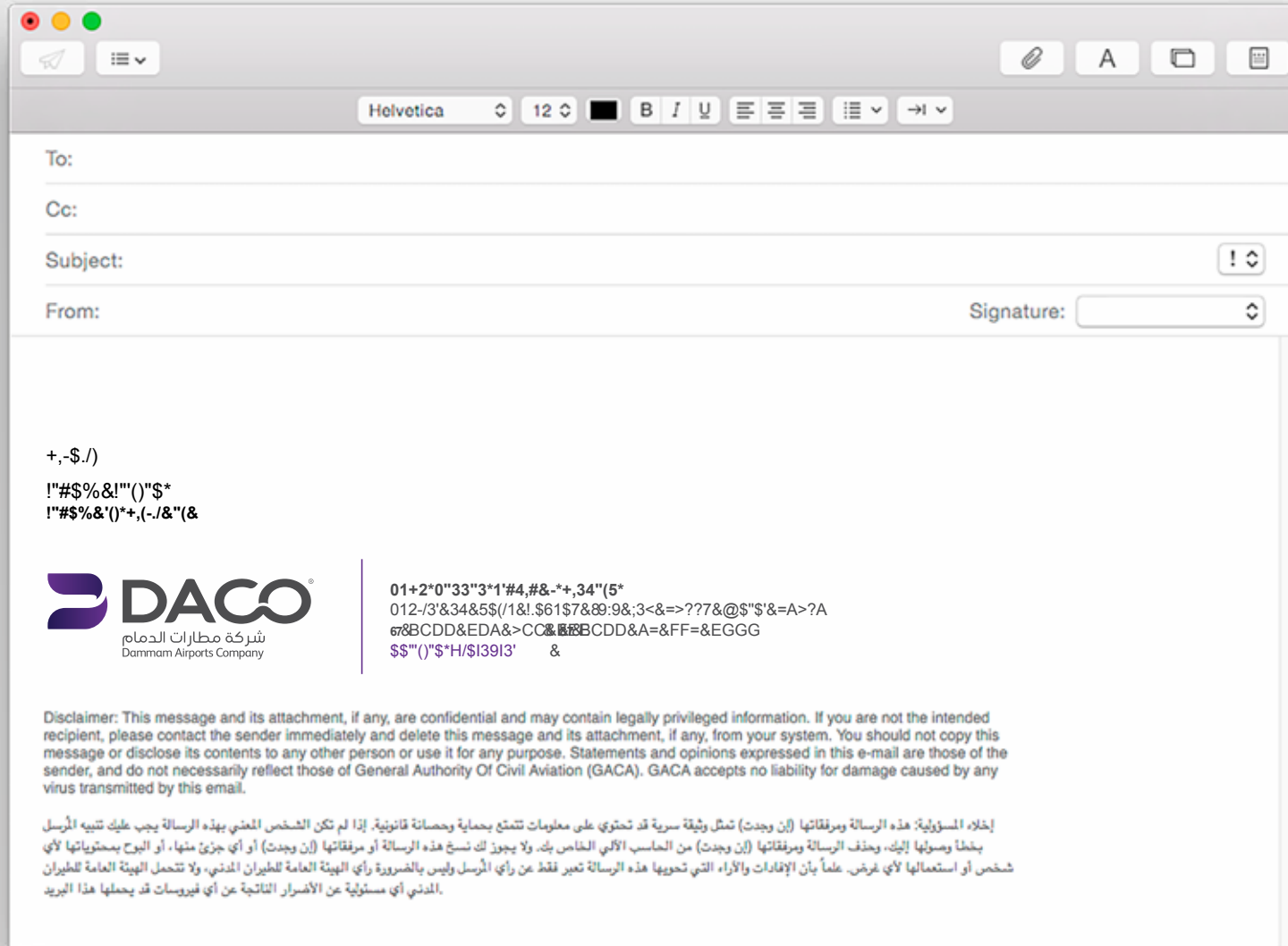
Finally in this example, one full line space separates paragraphs. Two full line spaces are given between the date and salutation. Five full line spaces are allowed for the signature.

Yours faithfully

  
Full Name Lastname  
Job Title

شركة مطارات الدمام  
Dammam Airports Company  
P.O. Box 10000, Dammam, Saudi Arabia  
T: +966 3 830 0000 F: +966 3 830 0001







**DACO**  
شركة مطارات الدمام  
Dammam Airports Company

TRANSAERO

A large advertisement for DACO. The top half shows a woman in a red dress looking out of an airplane window against a blue sky. The text "Opening up your world" is centered. Below is the DACO logo and name in Arabic and English. At the bottom right, there are social media icons and the website address www.daco.com.

Opening up your world

**DACO**  
شركة مطارات الدمام  
Dammam Airports Company

www.daco.com





Opening up your world

**DACO**

شركة مطارات الدمام  
Dammam Airports Company



@DACOKSA     [www.daco.com](http://www.daco.com)



**Lorem ipsum dolor**

DACO Dammam Airports Company  
and KSA King Fahd International  
Annual Report 2017

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc pellentesque interdum sed justo interdum, et imperdiet sapien tempor. Sed cursus dicit maximus vehicula. Morbi congue scelerisque nunc. Pellentesque egest pharetra metus, sed malesuada ex ut lacus per a.

Nam rhoncus, lacus utices, pellentesque partitur, justo sem suscipit id suscipit elit enim non du. Sed sed mattis nibh, nec placerat diam. Prae laque scelerisque neque mattis viverra. Suspendisse vel ante mi. Nunc libero vel lorem accumsan pellentesque.

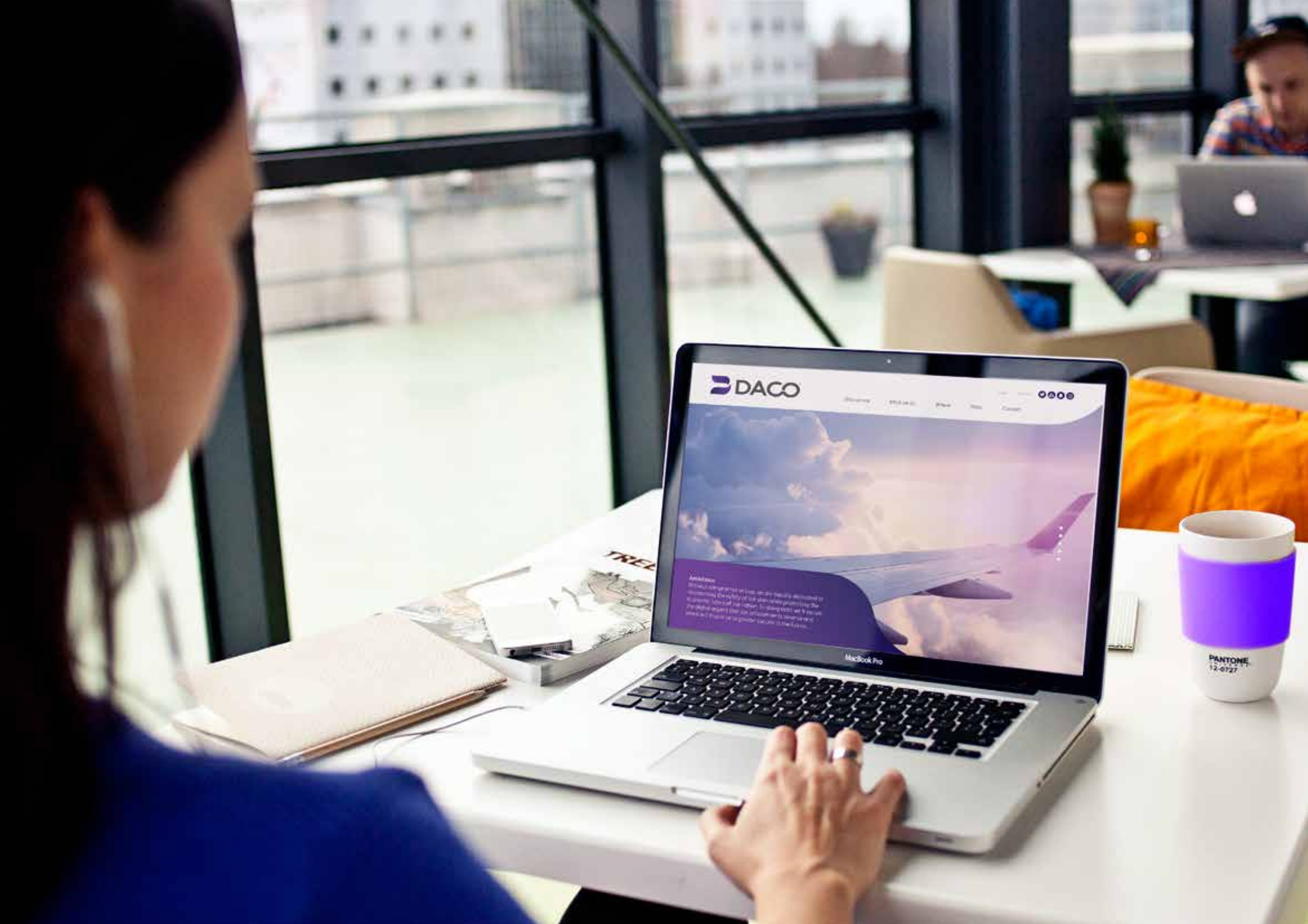
**DACO FLOW CHART**



**DACO PIE CHART**



عن معلومات شركة كواليتي ايرلاينز. نون سبتمبر 2017



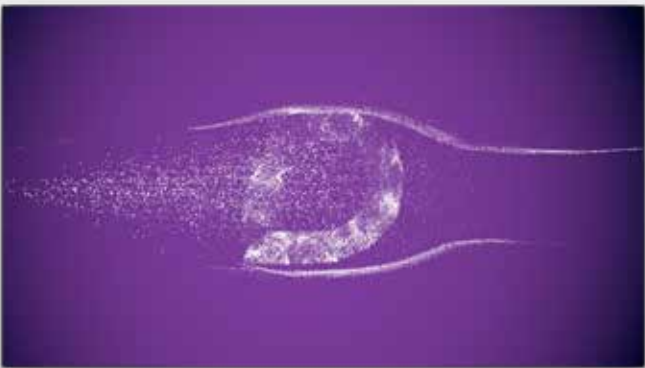
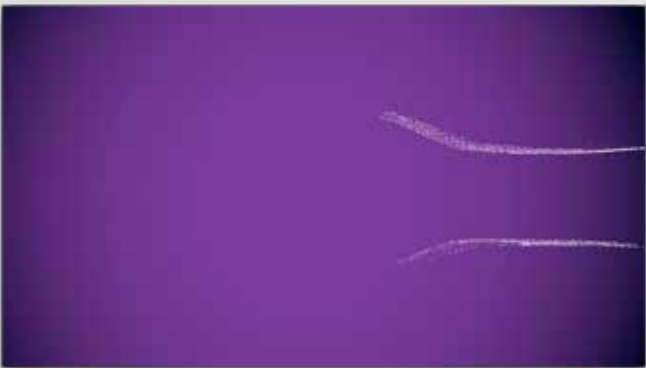
**DACO**

Home About Us Services Contact Careers

**Awards**  
DACO has been recognized as one of the world's most innovative companies in the industry. Our commitment to excellence is reflected in our numerous awards and accolades. We are proud to be recognized as a leader in our field and to have received these awards from industry experts and our clients.

MacBook Pro

PANTONE  
12-0727







The image shows a close-up of the DACO logo, which consists of a stylized 'D' symbol followed by the letters 'DACO'. The logo is rendered in a 3D, metallic silver finish and is mounted on a dark, reflective glass surface. The background shows the interior of a modern building with curved architectural elements and recessed lighting.



**ADACG**  
ADACG  
ADACG

Welcome, how can we help? Touch the screen to continue



Technical Manual



Report Examples



Exchange Rates



Help



Shopping





شركة مطارات الدمام  
Dammam Airports Company

< Head Office



@DACOKSA

