الهيئة العامة
لتنظيم الإعلام
GENERAL AUTHORITY
OF MEDIA REGULATION

Brand Identity Manual

Introduction

This guide book serves as the brand identity guideline for GAMR, General Authority of Media Regulation.

It aims to deliver a consistent and professional standard of brand impression and communication to all our potential customer audiences.

Therefore, we expect organizations that are delivering services on our behalf to achieve the same standards.

This document provides guidance about the standards that should be applied to all brand identity implementations and communications, including digital and printed materials.
It also offers the basis for creating additional applications.

Following the rules of this manual is mandatory to ensure a consistent brand image.

Please contact GAMR's management and marketing team for identity queries and the use of the brand mark and templates.

www.gamr.gov.sa

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1.0 Brand Basics

1.1 Brand Mark Lock-up

Serving as the main brand signature, the brand mark appears in the shown lockup in a dynamic and modern horizontal flow, in Arabic reading direction.

The figure displays the lockup guidelines which are only relevant when a brand mark reconstruction is needed, such as to build a 3D implementation.
Use always the master file, which is available in all common formats, and do not attempt to re-build the brand mark.

Logotype

Symbol

Brand mark

1.2 Brand Mark Versions

Main

Horizontal B

Vertical

1.3 Brand Mark Color Versions - Main

The preferred reproduction of GAMR Main brand mark is in its positive full color version on white background.

Alternatively, the logo may be reversed only out of GAMR dark purple background color from the brand primary palette, in order to secure enough contrast for proper visibility and brand recognition purpose.

Use the monochrome (single color) version for special reproduction, such as special ink and paint. The monochrome reverse is the main brand mark version in use for logo placement on colored backgrounds.

When production limitation exists and the use of a full color logo is not possible, the grayscale version is to be applied and not an automatic conversion.

Rarely, the use of bitmap (black and white) version is necessary. Example: fax transmissions, stamps and film exposure for special finishes such as foil blocking and embossing dyes.

Main Version

Reverse Main Version

Reverse Monochrome Version

Monochrome Version

Grayscale Version

Bitmap Version

1.4 Brand Mark Color Versions - Horizontal B

The preferred reproduction of GAMR Horizontal B brand mark is in its positive full color version on white background.

Alternatively, the logo may be reversed only out of GAMR dark purple background color from the brand primary palette, in order to secure enough contrast for proper visibility and brand recognition purpose.

Use the monochrome (single color) version for special reproduction, such as special ink and paint. The monochrome reverse is the main brand mark version in use for logo placement on colored backgrounds.

When production limitation exists and the use of a full color logo is not possible, the grayscale version is to be applied and not an automatic conversion.

Rarely, the use of bitmap (black and white) version is necessary. Example: fax transmissions, stamps and film exposure for special finishes such as foil blocking and embossing dyes.

Main Version

Reverse Main Version

Reverse Monochrome Version

Monochrome Version

Grayscale Version

Bitmap Version

1.5 Brand Mark Color Versions - Vertical

The preferred reproduction of GAMR Vertical brand mark is in its positive full color version on white background.

Alternatively, the logo may be reversed only out of GAMR dark purple background color from the brand primary palette, in order to secure enough contrast for proper visibility and brand recognition purpose.

Use the monochrome (single color) version for special reproduction, such as special ink and paint. The monochrome reverse is the main brand mark version in use for logo placement on colored backgrounds.

When production limitation exists and the use of a full color logo is not possible, the grayscale version is to be applied and not an automatic conversion.

Rarely, the use of bitmap (black and white) version is necessary. Example: fax transmissions, stamps and film exposure for special finishes such as foil blocking and embossing dyes.

Main Version

Reverse Main Version

Monochrome Version

Reverse Monochrome Version

Grayscale Version

Bitmap Version

1.6 Hierarchy

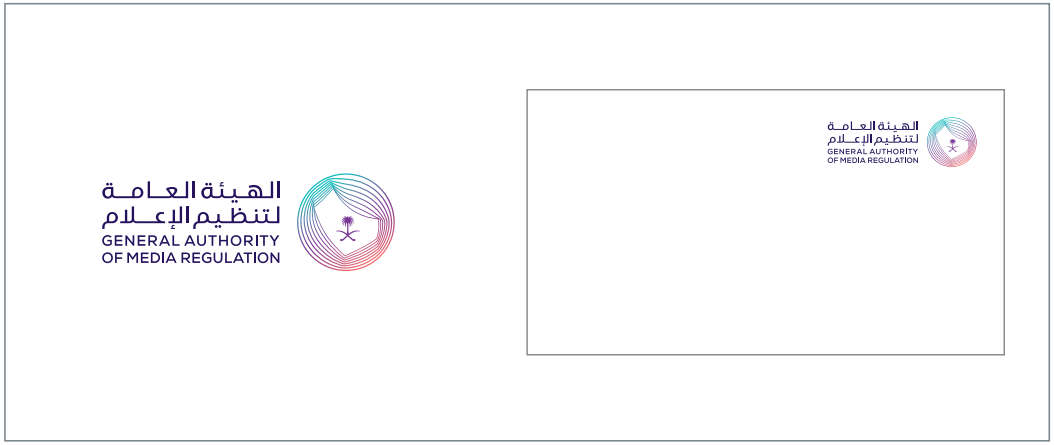
The brand mark represents GAMR as a signature, and therefore appears in every touch point with its audience. To manage this brand behaviour, follow here shown branding hierarchy:

1st Rank Branding

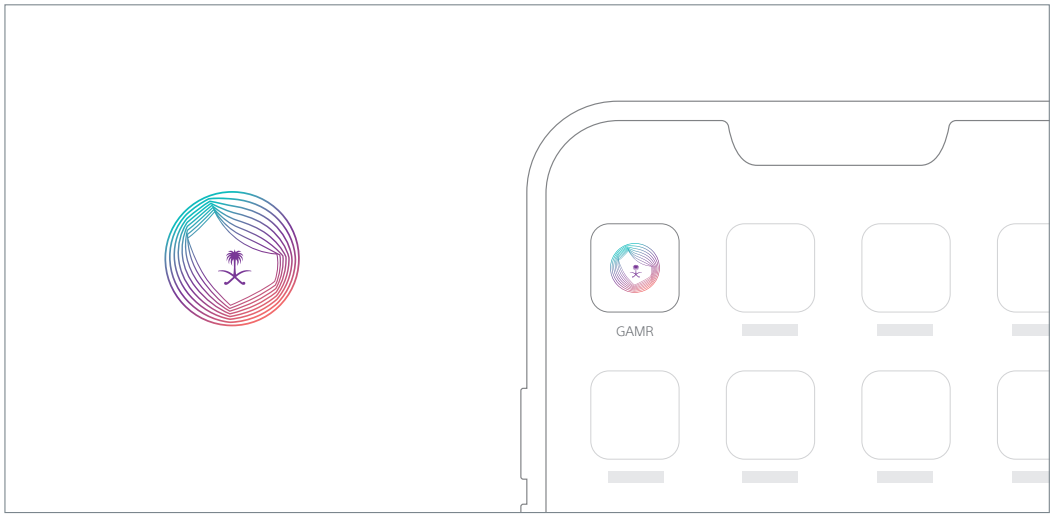
This is the main form of branding, using the full brand mark for the master and sub-brands alike. It is used mainly in brand applications for recognition and communication purposes.

2nd Rank Branding

The brand symbol represents GAMR when an application does not allow the use of a full brand mark.



1st Rank Branding

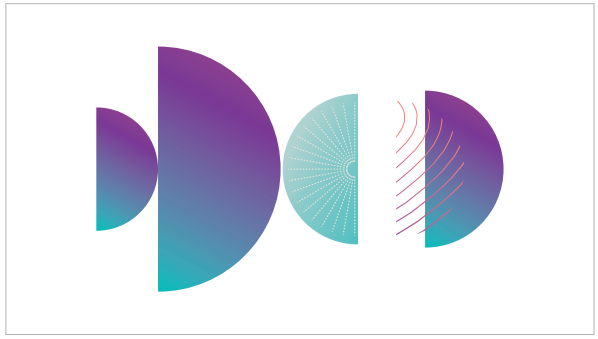


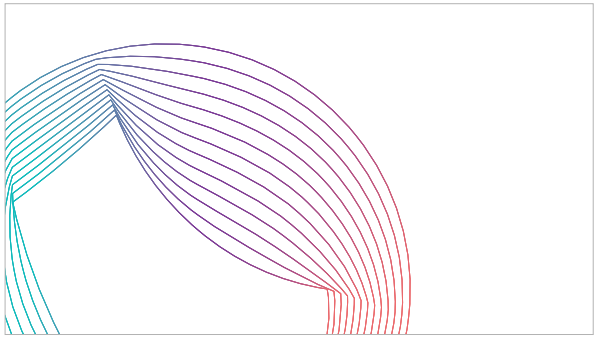
2nd Rank Branding

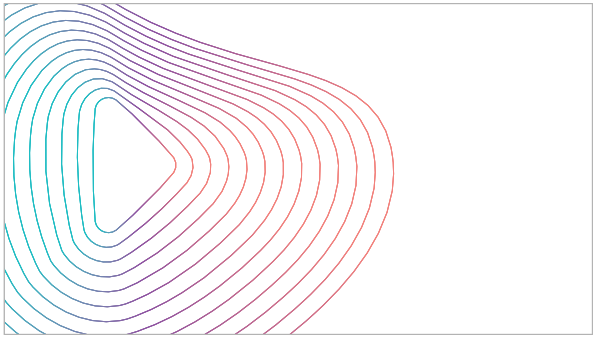
1.7 Brand Graphics (White Background)

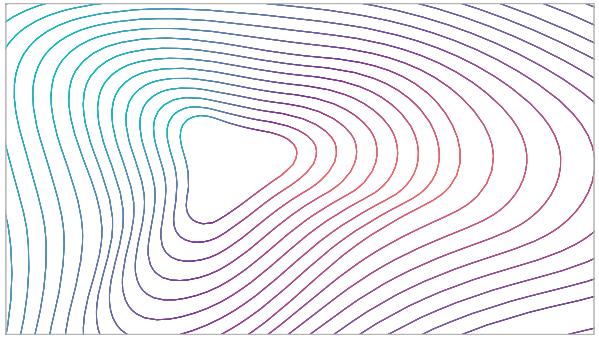
Our brand graphics expresses our visual identity. It will be used throughout the brand applications, creating a unified visual style for the entire brand.

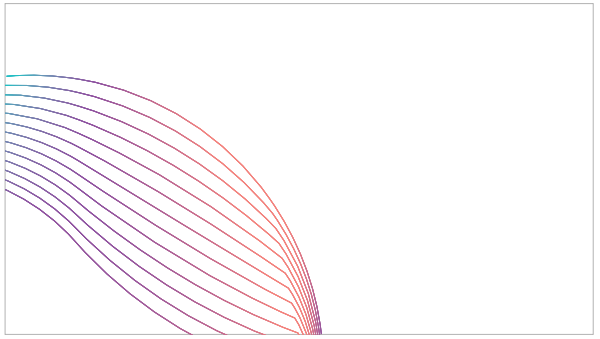
It depicts our mission in a vibrancy and dynamic motion, it is a simplified and modern.

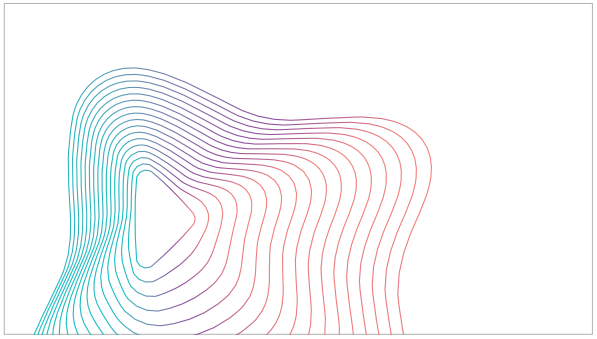


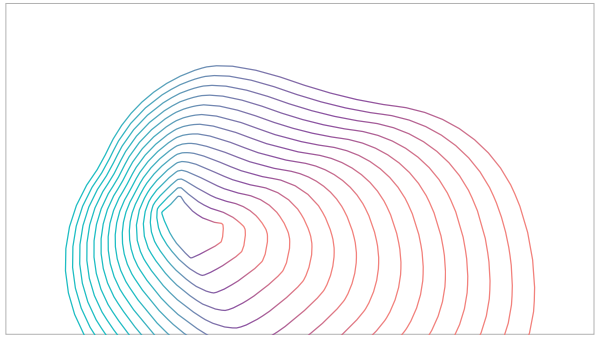








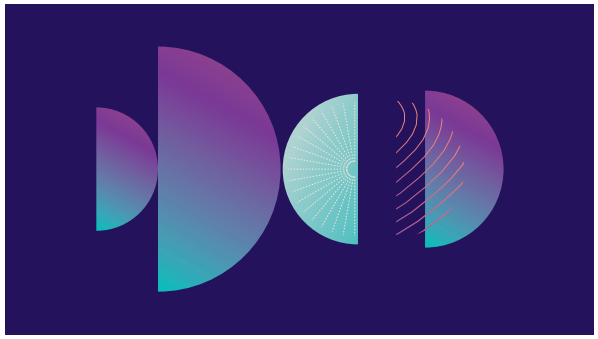
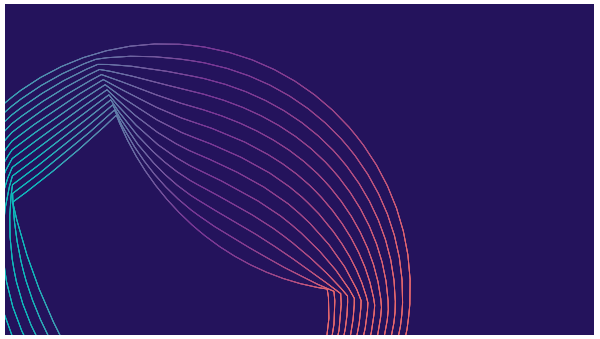


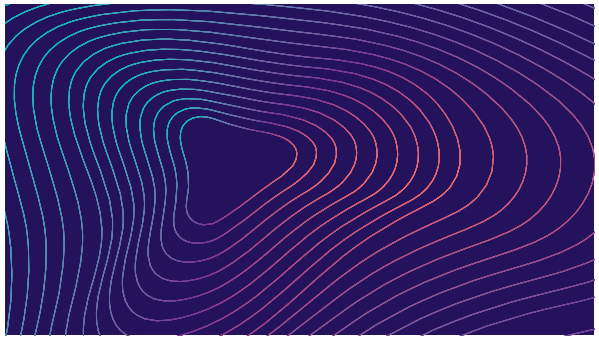


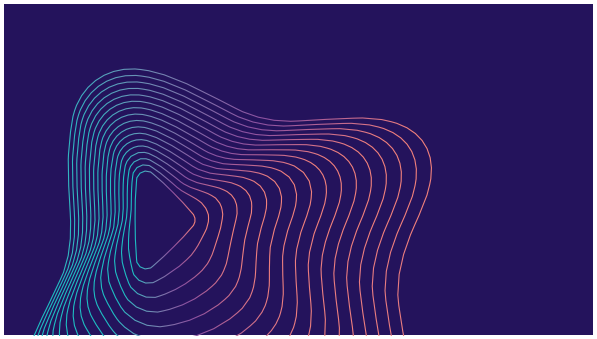
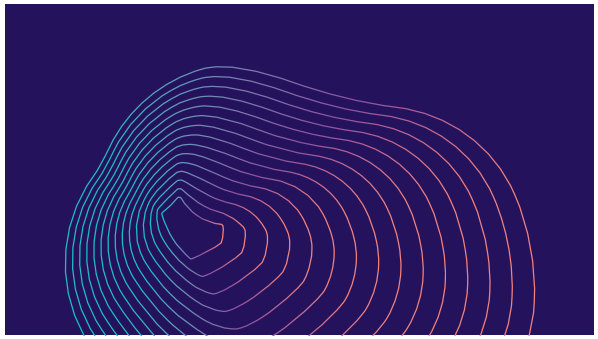
1.8 Brand Graphics (Dark Background)

Our brand graphics expresses our visual identity. It will be used throughout the brand applications, creating a unified visual style for the entire brand.

It depicts our mission in a vibrancy and dynamic motion, it is a simplified and modern.

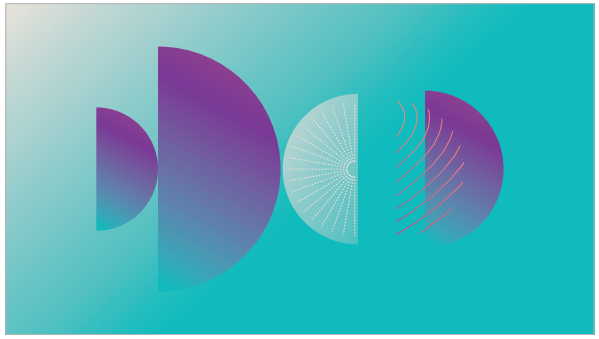


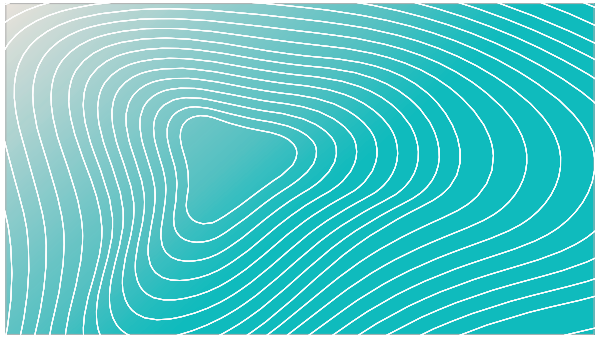



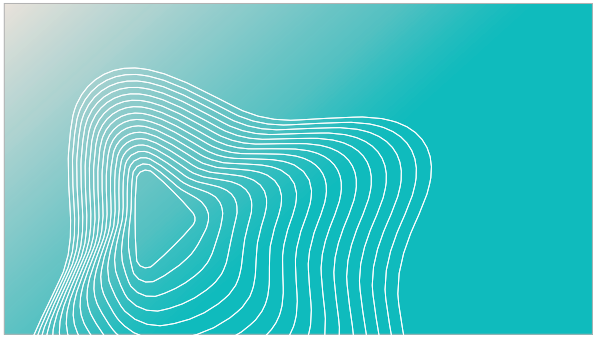
1.9 Brand Graphics (Turquoise Background)

Our brand graphics expresses our visual identity. It will be used throughout the brand applications, creating a unified visual style for the entire brand.

It depicts our mission in a vibrancy and dynamic motion, it is a simplified and modern.







2.0 Brand Colors

2.1 Primary Brand Colors

For consistent brand recognition, GAMR owns a set of primary colors that form the frontline signals with strong recall value. They are mainly presented in the brand mark and they appear first in the brand applications.

The brand uses process color reproduction - with CMYK values - in most brand applications and communication. For digital applications use the RGB and HEX values.

Use the full color brand mark unless a single color production is inevitable, such as sticker, paint reproductions, and micro size logo.

Do not use automatic conversion of CMYK values into spot or additive colors.

2.2 Secondary Brand Colors

GAMR uses a set of secondary colors to complement its color language to support the primary colors in expressing the brand personality. This palette creates a practical set of colors that cover all design needs, to communicate GAMR to a broad audience with a variety of messages.

To offer the GAMR a cohesive color language, opt always for using the full tone color for designing layouts. When you need to use brand color backgrounds for text or other graphic elements, you may use lighter tints from the color palette.

CMYK 4, 9, 10, 0
RGB 242, 229, 221
#f2e5dd

75%

50%

25%

CMYK 0, 38, 13, 0
RGB 255, 177, 186
#ffb1ba

75%

50%

25%

CMYK 70, 20, 0, 0
RGB 51, 163, 220
#33a3dc

75%

50%

25%

CMYK 51, 43, 44, 8
RGB 128, 128, 128
#808080

75%

50%

25%

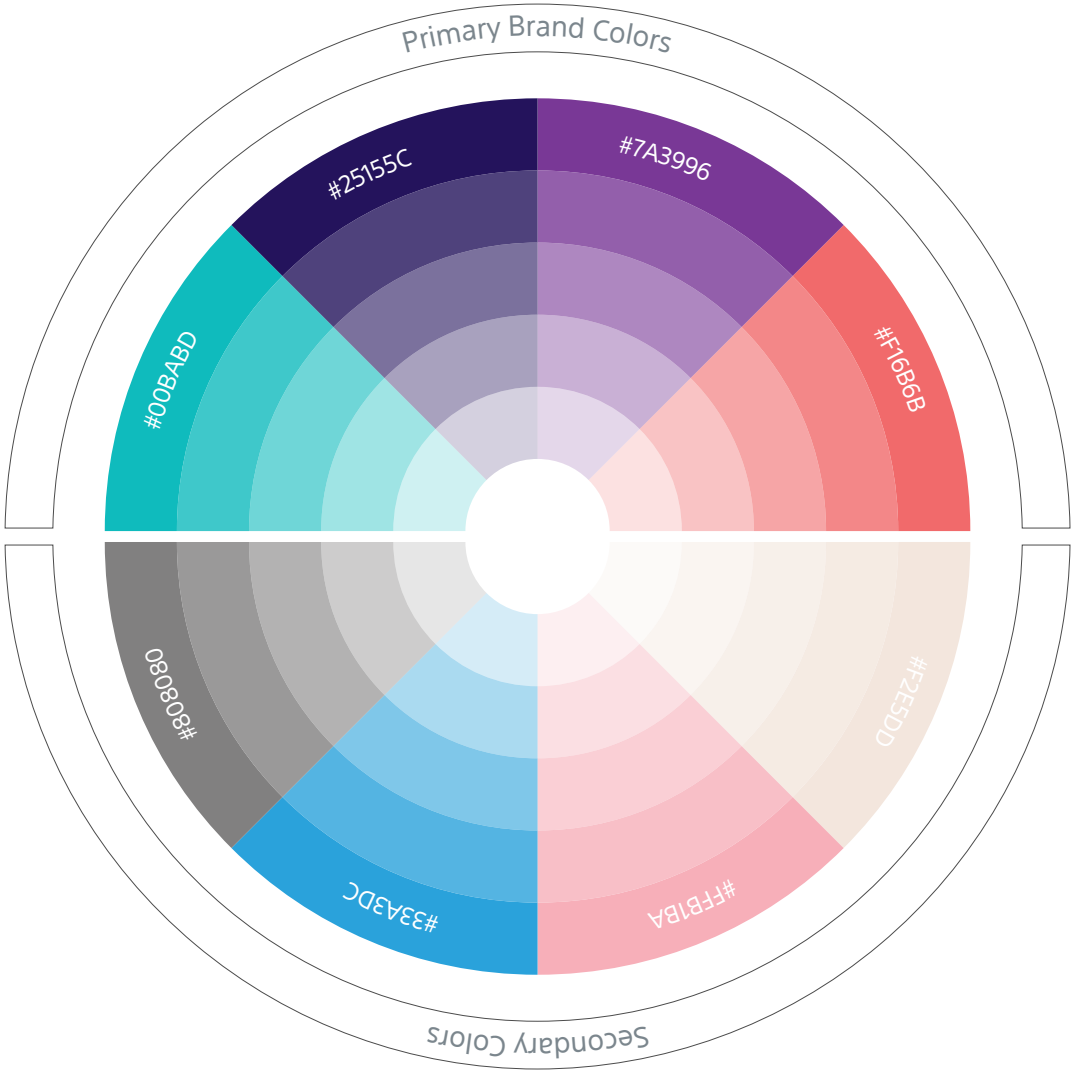
2.3 Color System

These color ranges have been specially selected to support Tanmiah's visual identity.
They form a corporate palette that expresses the brand attributes in the language of colors.

Tanmiah's color palette includes a bright color range and a dark or muted color range.
The colors serve as backgrounds for the corporate signature, area fillers and layout elements in all applications, except for the official items (Example: stationery, only primary colors are used).

The selected collection provides enough flexibility for a designer to create suitable color combinations for all sorts of visual messages.

It is allowed to use GAMR primary colors & their tints (down to 20%) in combination with solid colors or tints from this palette only.

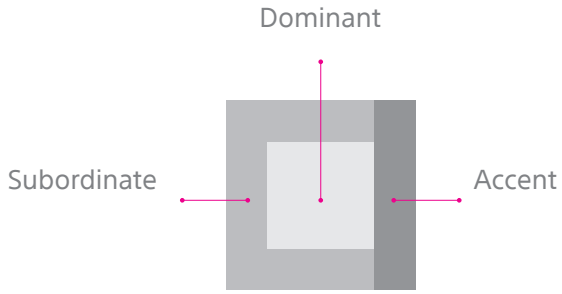


2.4 Color Combination

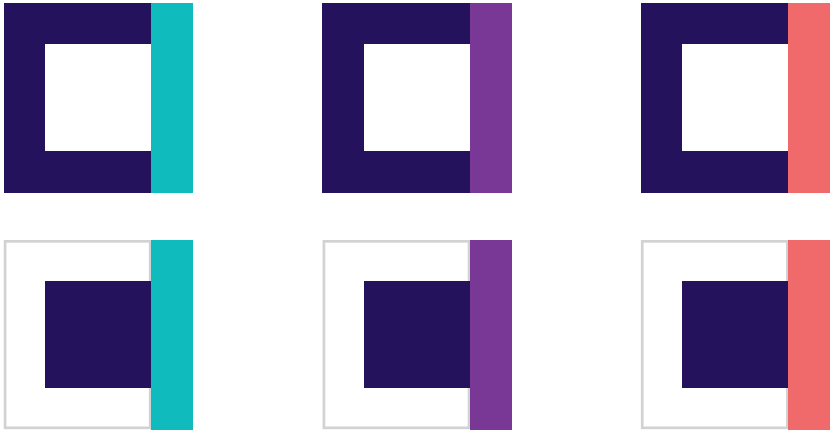
To design the right color message, use a relevant combination of brand colors.
The shown combinations are examples of different brand expressions by varying their color stress.

Dominant colors are the most apparent in layouts and are general mood setters.
They stress headings, titles, form background color or tone visual.

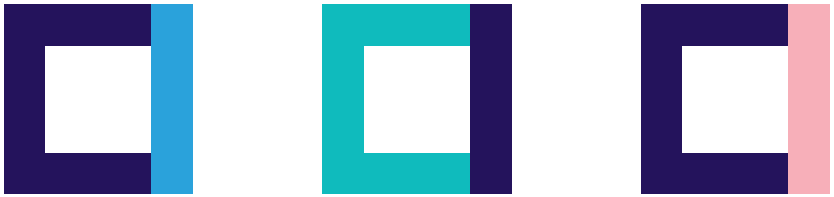
Subordinate colors support the dominant color, occupy less space or have less weight. The are used as graphic devices. Accents are fillers are normally used as background, for framing text, elements and imagery. Accents should be sparely applied.



Master Combination



Support Combination



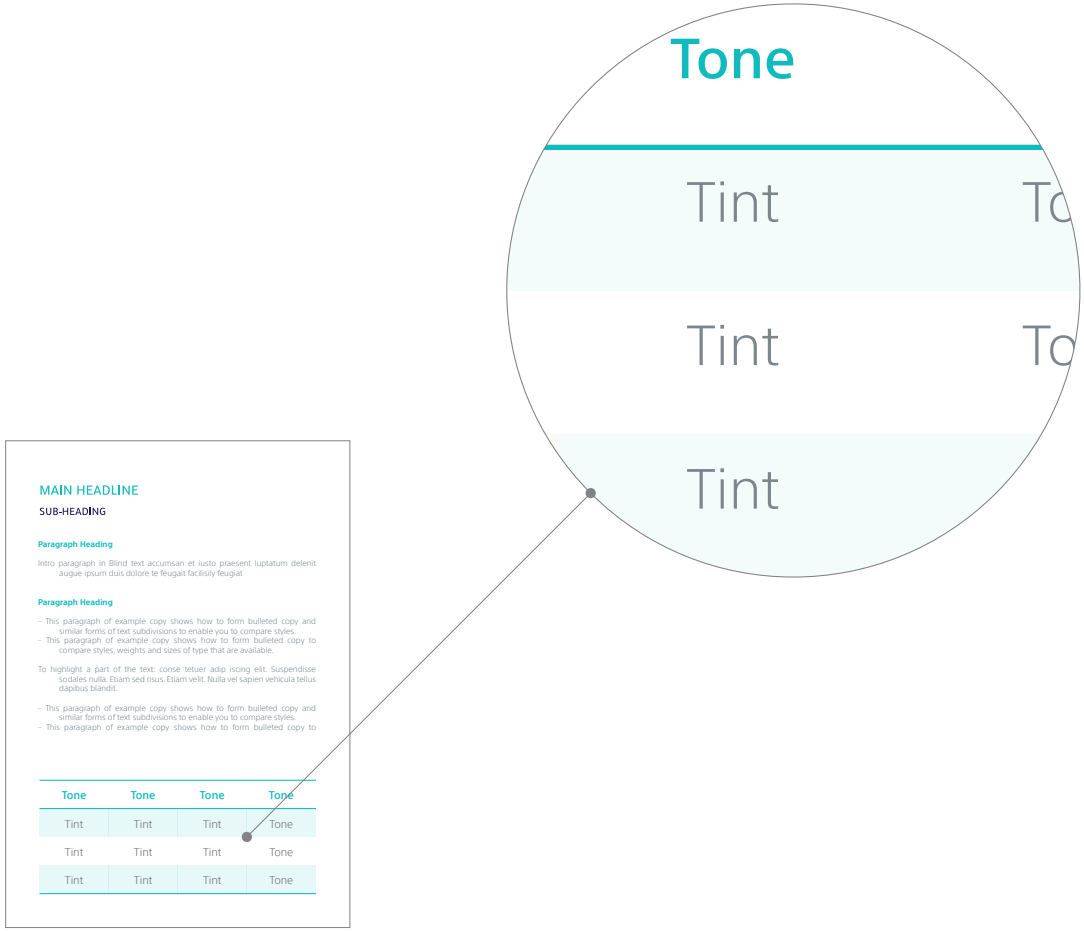
2.5 Color System Usage

A color tint is a mixture of a color ink and white in order to reduce its opacity and make it light and transparent.

GAMR color tints should only be used in support of primary and secondary colors as a way to extend these full tone colors for specific application needs, such as creating charts, graphs, video, web or user interfaces, and layout backgrounds in general.

Tints can be used to create layout hierarchy, separate color spaces, construct overlays and extend core colors. They can extend the range of primary and secondary colors, it is important though to be judicious when using the combination of colors: too many colors can create unwanted complexity in a design.

Tints should never be used independently from full tone colors of the brand palettes.



3.0 Brand Typography

3.1 Brand Typography

GAMR typefaces are intended for headings, sub-heading, naming, titles and main brand messages.
These hero fonts are used in all brand applications, communication, as well as corporate and legal material.

SST Arabic Family

أبجد/Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

0123456789
!?@#$%&-+=

Upgrading local media content
to reach the global level

أ ب 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

0123456789
!?@#$%&-+=

الإرتقاء بالمحتوى الإعلامي
المحلي للوصول إلى العالمية

3.2 Typesetting Guide

For a coherent brand image, a set of family typefaces serves the brand in typesetting content information, body copy and contact details. The use of different weights allows flexibility and better readability.

Latin

Arabic

Body copy
Content text
Small text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&-+=

SST Arabic - Roman

أ ب 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
0123456789!@#$%&-+=

SST Arabic - Roman

Body copy
Content text
Small text

Sub-Heading
Captions
Featured text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&-+=

SST Arabic- Medium

أ ب 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
0123456789!@#$%&-+=

SST Arabic - Medium

Sub-Heading
Captions
Featured text

Text highlight
Paragraph
heading
Fine Print

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&-+=

SST Arabic - Bold

أ ب 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
0123456789!@#$%&-+=

SST Arabic - Bold

Text highlight
Paragraph
heading
Fine Print

3.3 Universal Fonts

To preserve the brand image, the use of this set of font is necessary for Microsoft Office applications, e-mail signature, soft files that are involved via e-mail or any other method and to work universally on all common platforms.

Latin

Arabic

Body copy
Content text
Small text

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # $ % & - + =

Segoe UI Regular

أ ب 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
= + - & % $ # @ ! 9 8 7 6 5 4 3 2 1 0

Segoe UI Regular

Body copy
Content text
Small text

Sub-Heading
Captions
Featured text

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # $ % & - + =

Segoe UI Semibold

أ ب 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
= + - & % $ # @ ! 9 8 7 6 5 4 3 2 1 0

Segoe UI Semibold

Sub-Heading
Captions
Featured text

Text highlight
Paragraph heading
Fine Print

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # $ % & - + =

Segoe UI Bold

أ ب 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
= + - & % $ # @ ! 9 8 7 6 5 4 3 2 1 0

Segoe UI Bold

Text highlight
Paragraph heading
Fine Print

3.4 Typesetting Guide

All applications shall follow a unified typographic style, which requires adherence to a typesetting guide.

Using various weights in Arabic, creates the needed text differentiation. In Latin, headings and titles should always use title case (initial caps) and flush text alignment. Central text alignment is not allowed. Key messages that require extra stress can use the bold weight, example: quotes. Use true end dashes (–) and not hyphens (-).

Arabic Specifications

- Main Headings: Somar - Bold
- Subheadings: Somar - Medium
- Intro: Somar - Light
- Paragraph Headings: Somar - Bold
- Body copy: Somar - Regular
- Text highlight: Somar - Bold

Latin Specifications

- Main Headings: Somar - Bold
- Subheadings: Somar - Medium
- Intro: Somar - Light
- Paragraph Headings: Somar - Bold
- Body copy: Somar - Regular
- Text highlight: Somar - Bold

Latin

Titles in SST Arabic - Bold

Sub-heading in SST Arabic - Medium

Paragraph Heading in SST Arabic - Bold

Paragraph in SST Arabic - Roman. Blind text accumsan et iusto praesent luptatum delenit augue ipsum duis dolore te feugait facilisily feugiat

Paragraph Heading in SST Arabic - Bold

- Paragraph in SST Arabic - Roman. This paragraph of example copy shows how to form bulleted copy and similar forms of text subdivisions.
- Paragraph in SST Arabic - Roman. This paragraph of example copy shows how to form bulleted copy and similar forms of text subdivisions.

To highlight a part of the text use SST Arabic - Bold: Paragraph in SST Arabic - Roman. This paragraph of example copy shows how to form bulleted copy and similar.

Arabic

العناوين بخط اس اس تي ارابيك - بولد

العناوين المساندة بخط اس اس تي ارابيك - وسط

رؤوس الفقرات بخط اس اس تي ارابيك - بولد

النصوص بخط اس اس تي ارابيك - رومان. هذا النص ليس للقراءة. فقد وضع في هذا المكان لملء الحيز الذي سيشغله النص الصحيح لاحقاً. وفائدته لنا في هذه المرحلة تتخلص نموذجاً للخط.

رؤوس الفقرات بخط اس اس تي ارابيك - بولد

- النصوص بخط اس اس تي ارابيك - رومان. هذا نص وضع في هذا المكان لملء الحيز الذي سيشغله النص الصحيح لاحقا، وفائدته لنا في هذه المرحلة تتلخص في كونه نموذجاً لنوع الخط.
- النصوص بخط اس اس تي ارابيك - رومان. هذا نص وضع في هذا المكان لملء الحيز الذي سيشغله النص الصحيح لاحقا، وفائدته لنا في هذه المرحلة تتلخص في كونه نموذجاً لنوع الخط.

لتحديد وإبراز جزء من النص بخط اس اس تي ارابيك - بولد: اس اس تي ارابيك - رومان. هذا نص وضع في هذا المكان لملء الحيز الذي سيشغله النص الصحيح لاحقا.

4.0 Reproduction Guidelines

4.1 Clear Space

To ensure prominence and legibility, the brand mark is always surrounded by a minimum area of clear space. The clear space remains free of other elements, such as type, graphics and imagery.

The minimum area of clear space is shown by the rectangular frame containing the brand mark. The construction of the rectangle is based on the height of the logo symbol. This forms the optimum clear space and may be increased wherever possible.

The rectangle itself is not visible and does not print.

4.2 Minimum Size

To ensure sufficient branding, apply the minimum size rule when placing the brand mark on any communication or advertising material. Size measurement is based on the width of GAMR brand mark

Brand identity applications reproduced the brand mark in an optimum size, please use the provided templates.

30 mm

20 mm

40 mm

10 mm

4.3 Acceptable Backgrounds

The figures demonstrate examples of permitted backgrounds for placing GAMR's brandmark.
The main focus is on securing enough visibility and contrast to preserve visibility and maintain consistent branding.

GAMR's brandmark shall preferably appear on white background or dark Blue background.

It is NOT permitted to place the main logo versions on another background colors.

White

Gradient

Dark Purple

4.4 Unacceptable Backgrounds

The figures show examples of non-permitted brand mark placements. Reason here is the reduced contrast and loss of logo clarity.

Avoid using alien colors and apply a suitable color from the supporting palette for placing the positive brandmark version on solid backgrounds. Primary colors offer tints for the same purpose.

Heterogeneous, busy or patterned photographic backgrounds harm the needed brand mark visibility and are therefore not permitted.

Do not place on a corporate color with insufficient contrast

Do not place the logo on the heterogeneous pattern background

Do not use an alien or non-corporate color

Do not place the logo on the heterogeneous photographic background

4.5 Misuses

Shown in the figures are some unacceptable uses of GAMR's brand mark. The brand mark should always be reproduced from the master artworks, do not reconstruct the logo.

The brand mark should never be altered, redrawn, recolored or manipulated in any way. It is not allowed to append more descriptors to the logo, such as department names.

Please ensure that GAMR's brand mark is used correctly at all times.

Do not distort the logo

Do not use alien colors

Do not alter the logo color

Do not reproduce with incorrect color values

Do not reproduce with low resolution

Do not outline the logo

Do not change component proportion

Do not remove any elements

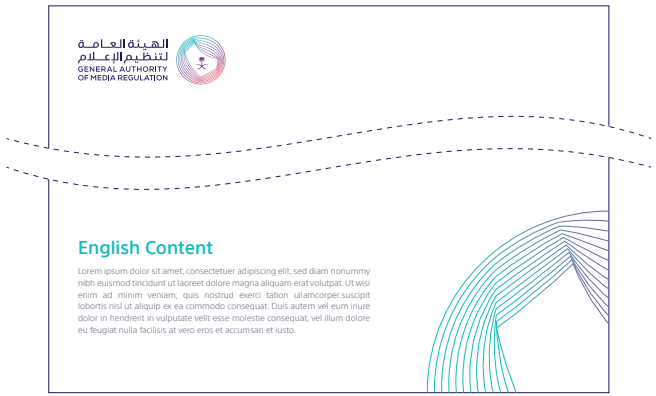
Do not use shadow or stroke

4.6 Brand Mark Placement

Correct placement of the brand mark will help ensure the integrity of the visual identity. The logo can be placed at the top, bottom, centre or the four corners.

Whenever possible, the brand mark should appear in the right on Arabic or bilingual applications and in the left on English applications.

If the format is vertical or narrow, like a pylon, the brand mark should appear in the upper center with consideration of the clear space guide.



Brand Mark Placement A - English

Brand Mark Placement A - Arabic

Brand Mark Placement B - English

Brand Mark Placement B - Arabic

4.7 Brand Mark Placement in Videos

It’s recommended to have the logo in full white color, as it is a neutral color and can be visible on most of the videos background.

Please mind leaving an equal space from the right side of the logo and top side of the logo.

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