

برنامج تنمية
القدرات البشرية
Human Capability
Development Program



رؤية
VISION
2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

دليل الهوية البصرية BRAND GUIDELINE

برنامج تنمية القدرات البشرية
النسخة 2.0

Human Capability Development Program
Version 2.0

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ

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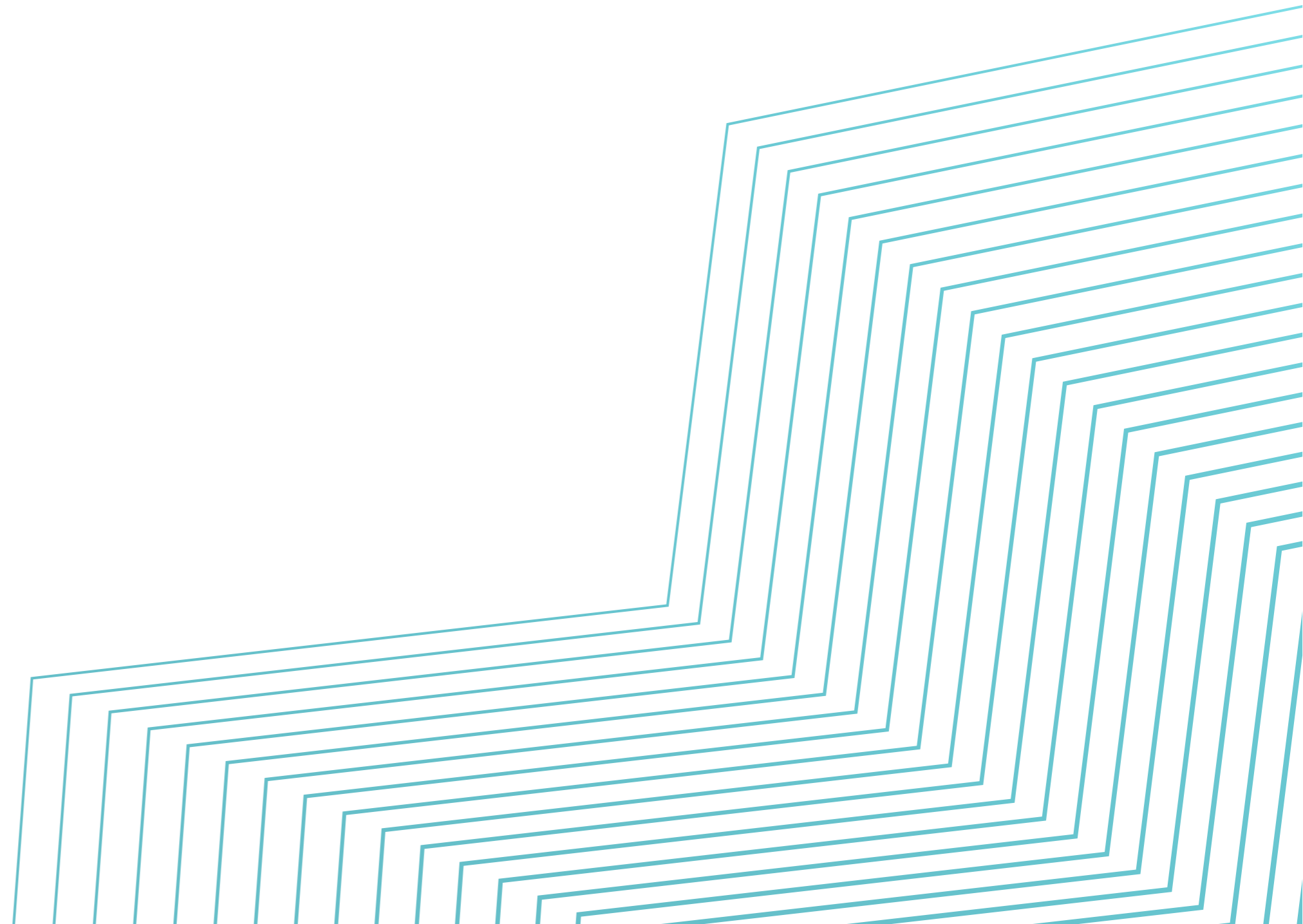
Corporate stationery
Co-branding



OUR BRAND

Introduction
Vision & Mission
Core Objective

01 HUMAN CAPABILITY DEVELOPMENT PROGRAM
Version 2.0





The Kingdom's vision for 2030 was introduced in 2016. It aspires to a strong, thriving, and stable Saudi Arabia that provides opportunities.

The Human Capability Development Program aims to prepare a citizen who can compete globally, by enhancing values, knowledge and skills of the 21st century targeting all ages from early childhood to post-retirement. The program is also concerned with developing a solid foundation for all citizens preparing them for the future local and global labor market to meet the 4th Industrial Revolution requirements and to provide life-long learning opportunities.



Brand personality



ACCOUNTABILITY

Stems from the **responsbality for making a change** that comes along with the scope of the program



CONTINUOUS LEARNING

One of the main objectives of the program that translates to the brand of HCDP, as it is a **continuously growing brand**



EMPOWERMENT

It's the only program that's been called "**the human program**" because it works towards empowering humans through its mission and vision



THE PREPARATION OF A CITIZEN WHO CAN COMPETE GLOBALLY

starts here

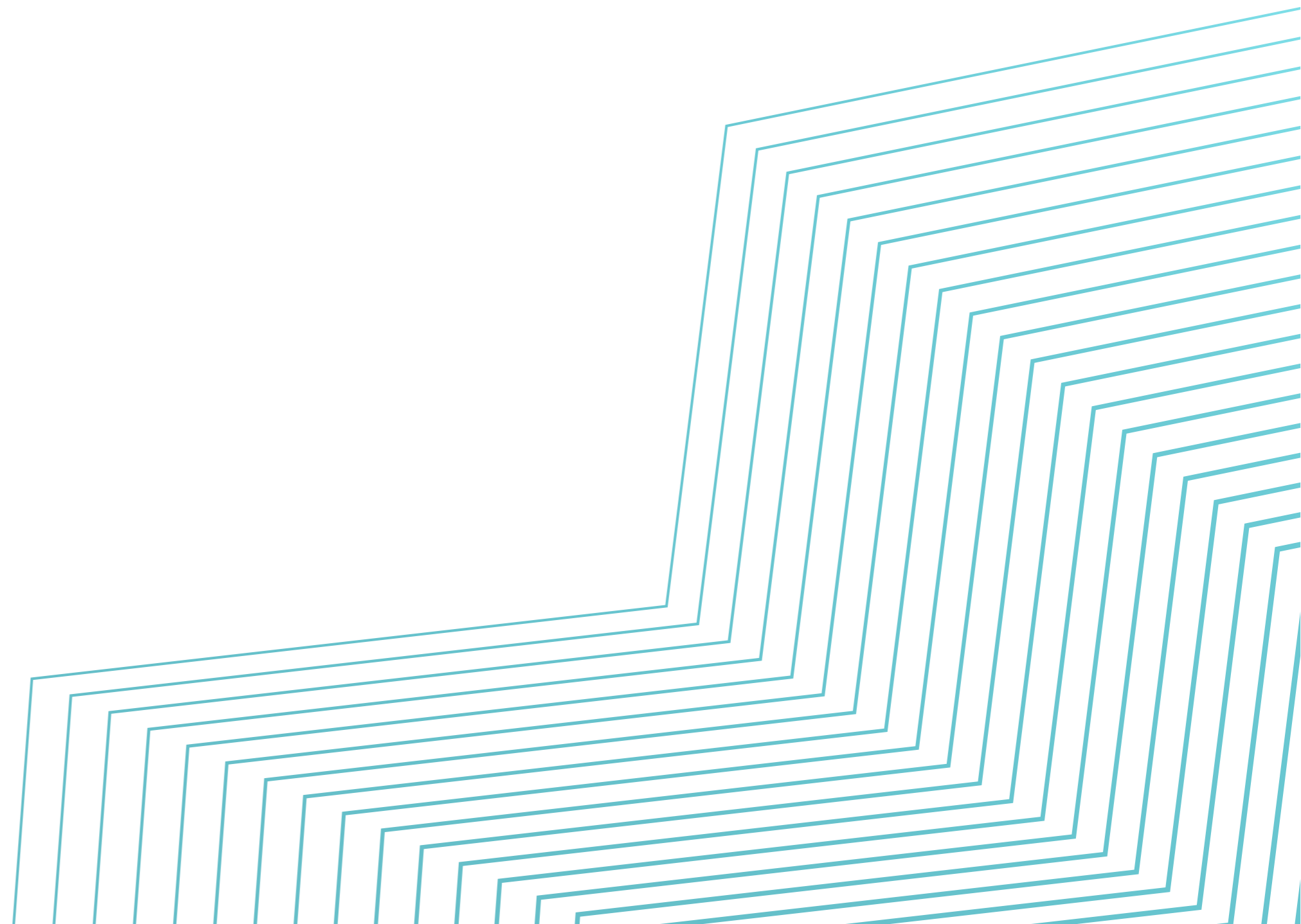




BRAND MARK



Establishment
Structure



ESTABLISHMENT

Structure brings order, rhythm, and comfort to any brand. It also establishes your playing field.

The structure of the Human Capability Development Programs's logo is extracted from the 2030 Vision logo as it reflects its vision and is part of its main objectives.



2030 Vision



EXTRACTION

برنامج تنمية
القدرات البشرية
Human Capability
Development Program

Human Capability
Development Program



HCDP LOGOS

برنامج تنمية
القدرات البشرية
Human Capability
Development Program



Main dual language logo to be used in the media and across all social media channels



**Human Capability
Development Program**

Main English Logo to be used only when needed, it should be replaced by the dual language logo

برنامج تنمية
القدرات البشرية



Main Arabic Logo to be used formally and in official letters, it can be replaced by the dual language logo

Emblem is to be placed next to the copy at all times, as the emblem is not a standalone logo, except in certain areas HCDP determines upon reviewal.

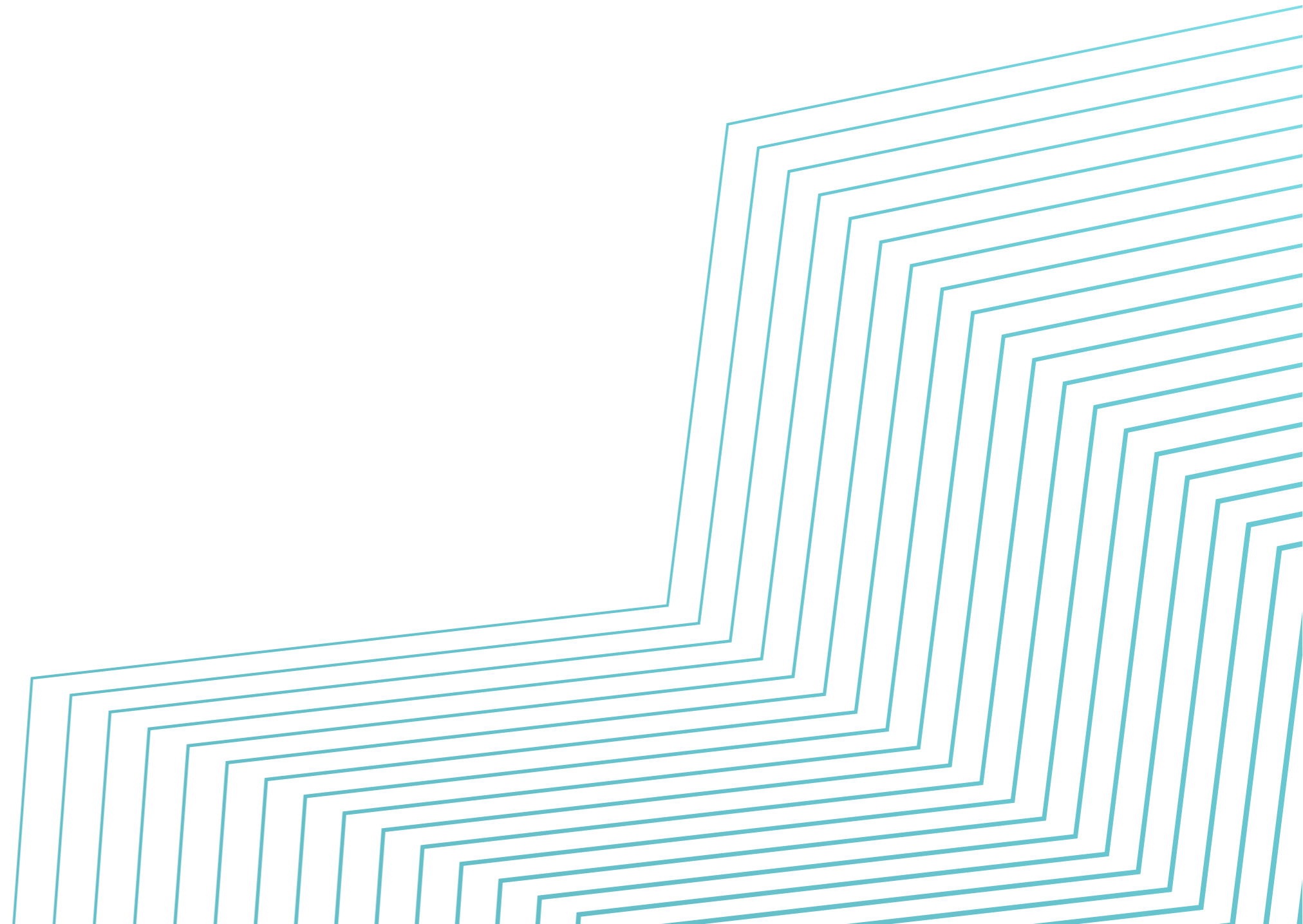


TYPOGRAPHY



Primary fonts

Presentations' font colors



PRIMARY FONTS

Our primary font is the 'Sakkal Majalla' font for presentations and 'Bukra' for internal and external communication, which should be used for all titles and body text.

Layouts should be clean and simple. Provide clear space between headings and content as shown.

Email font suggestion:
Calibri or Arial at a 12pt

SAKKAL MAJALLA (EN)

Presentation

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

29LT BUKRA (EN)

Internal and external communication

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

MYRIAD (AR)

Internal and external communication (Preferred for Media Usage)

برنامج تنمية القدرات البشرية
برنامج تنمية القدرات البشرية
برنامج تنمية القدرات البشرية

SAKKAL MAJALLA (AR)

Presentation

برنامج تنمية القدرات البشرية
برنامج تنمية القدرات البشرية

29LT BUKRA (AR)

Internal and external communication

برنامج تنمية القدرات البشرية
برنامج تنمية القدرات البشرية
برنامج تنمية القدرات البشرية
برنامج تنمية القدرات البشرية
برنامج تنمية القدرات البشرية

PRESENTATIONS' FONT COLORS

These are standard type colors for presentations using blue, black, gold, and gray.

Headings should always be lower case apart from the first letter of a phrase. Always use Sakkal Majalla for presentations (28 point in PPT). Ensure there is sufficient space around the heading.

Body text should always be lowercase apart from the opening letter of a sentence. Font should either be Sakkal Majalla or Tahoma for numbers as design elements. The minimum font size for body copy is 12 point to ensure your text is legible. Minimum 20, and body text should never be bigger than the Headings.

عنوان الشريحة

Title of Slide

28pt

Any primary headline 28 point sizes or smaller if the title is too long. Use Sakkal Majalla Bold.

عنوان الشريحة الفرعي

Title of Slide

20pt

Small secondary headline will be 20 point sizes or Smaller can be in Sakkal Majalla Bold.

نص الشريحة
نص الشريحة
نص الشريحة

Body of Slide
Body of Slide
Body of Slide

18-16-14pt

Body will be 18 point sizes or Smaller in Sakkal Majalla Bold/Regular.

نص الشريحة
نص الشريحة
نص الشريحة

Body of Slide
Body of Slide
Body of Slide

18-16-14pt

Highlighted body will be 18 point sizes or Smaller in Sakkal Majalla Bold/Regular.

نص الشريحة
نص الشريحة
نص الشريحة

Body of Slide
Body of Slide
Body of Slide

18-16-14pt

Highlighted body will be 18 point sizes or Smaller in Sakkal Majalla Bold/Regular.

برنامج تنمية القدرات البشرية

Human Capability Development

11pt

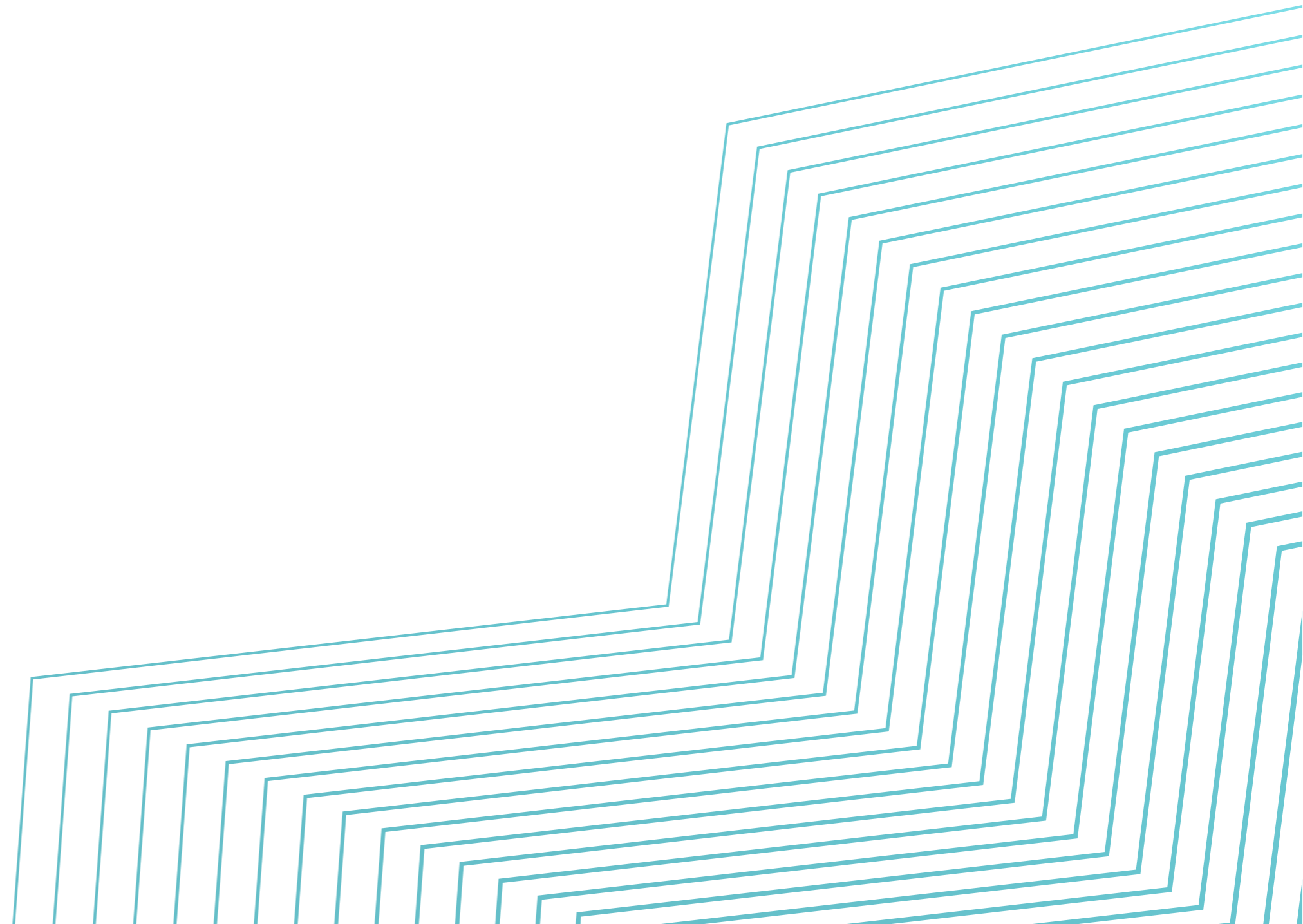
Footer and page number should be 11 point sizes or smaller



COLORS

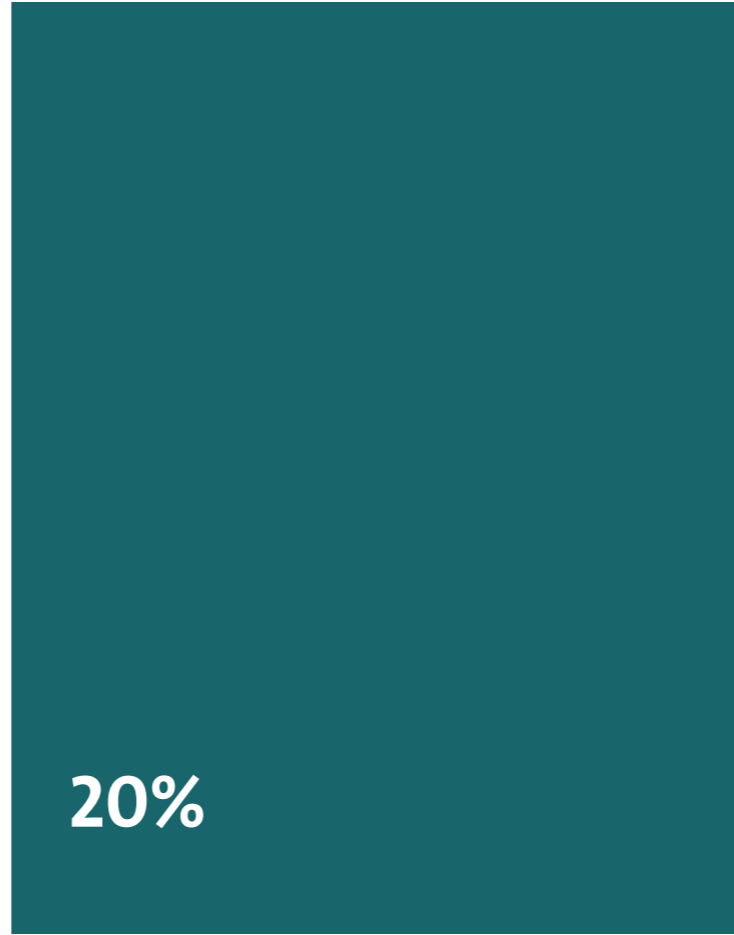


- Primary
- Logo usage
- Primary tints
- Secondary
- Secondary tints

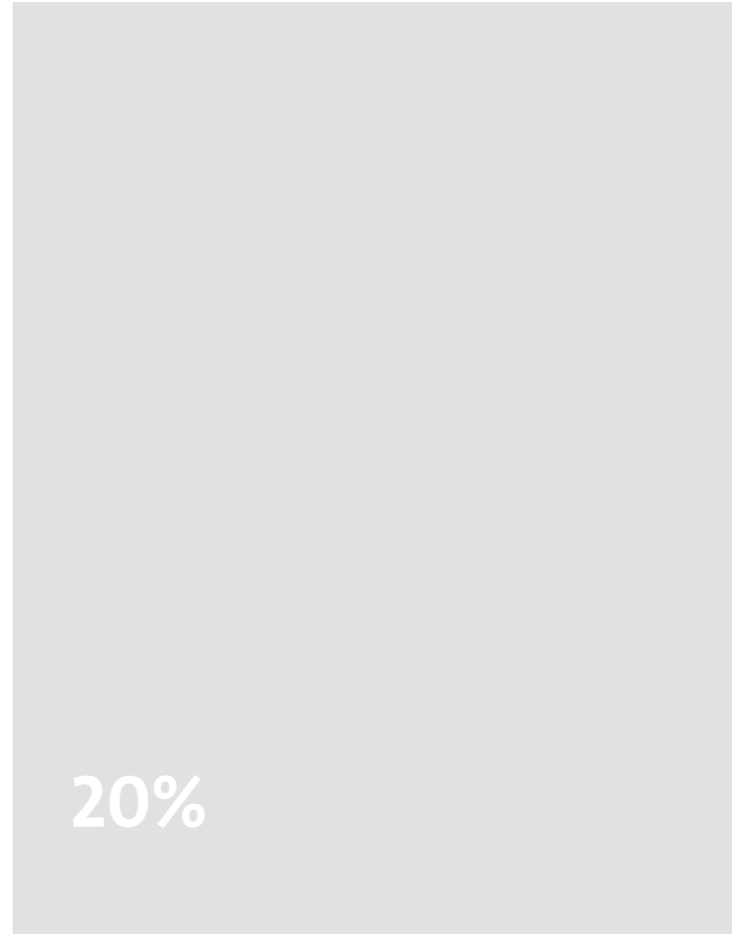




PANTONE 7712C
CMYK 84, 29, 36, 2
RGB 0, 144, 158



PANTONE 5473CP
CMYK 88, 44, 51, 20
RGB 24, 102, 107



PANTONE 427C
CMYK 10, 8, 8, 0
RGB 226, 225, 225



PANTONE 7555CP
CMYK 15, 37, 100, 0
RGB 217, 161, 38

White - on blue background



White - on dark blue background



Original - on white background



White - on gold background



Grey - on white background



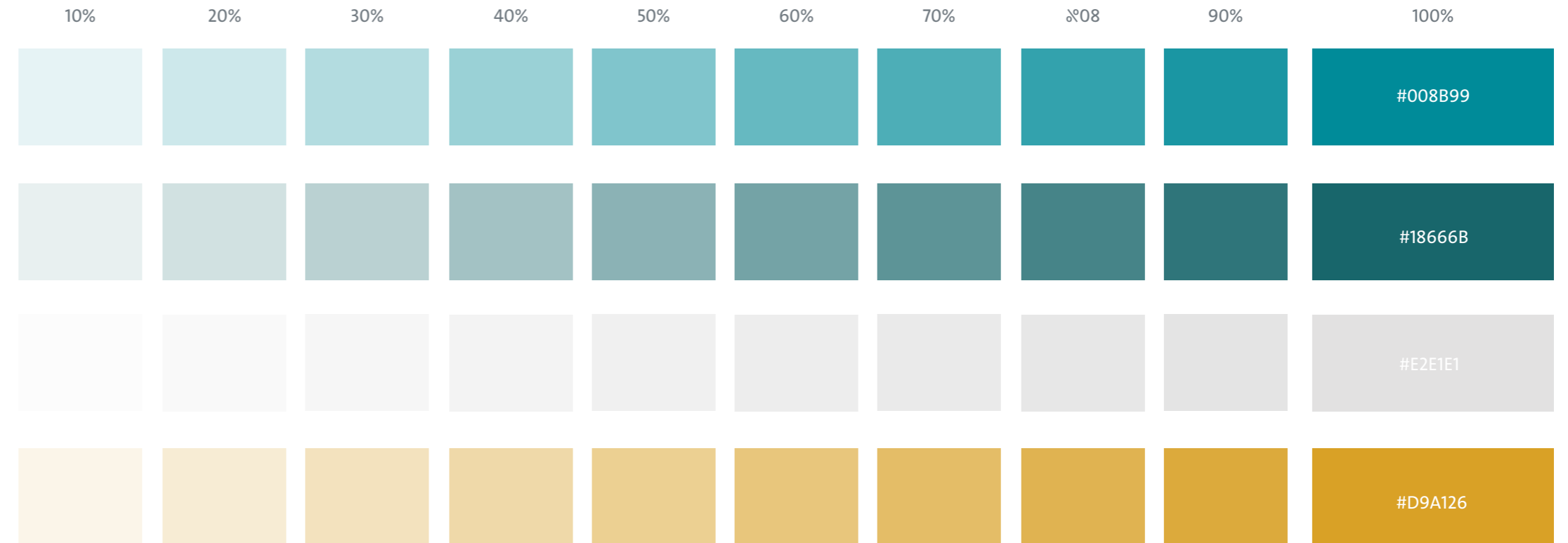
White - on black background

PRIMARY

The primary colors represent professionalism.

The three colors should be used alongside according to the following proportions. Use RGB on-screen, HEX formulas for digital use. CMYK and Pantone colors are for print applications. Please note that the colors formula, are provided here and must be specified individually for each color.

Do not use the automated color conversion tools in your software.



SECONDARY

The secondary colors complement the main colors and give the brand more diversity and flexibility. Use RGB on-screen, HEX formulas for digital use. CMYK and Pantone colors are for print applications. Please note that the colors formula are provided here Do not use the automated color conversion tools in your software.

Please note: Secondary colors should only be used in infographics as well as special occasions such as holidays and international days. Secondary colors should not be used in combination with the main color palette.

PANTONE 2226CP



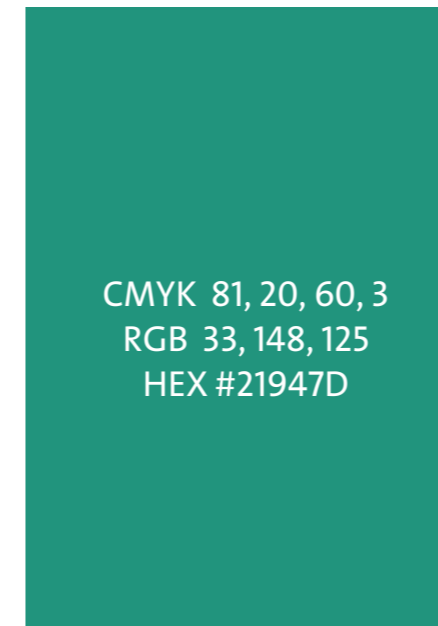
PANTONE 4136CP



PANTONE 2154CP



PANTONE 2243CP



PANTONE 683CP



SECONDARY

The secondary colors complement the main colors and give the brand more diversity and flexibility. Use RGB on-screen, HEX formulas for digital use. CMYK and Pantone colors are for print applications. Please note that the colors formula are provided here Do not use the automated color conversion tools in your software.

Please note: Secondary colors should only be used in infographics as well as special occasions such as holidays and international days. Secondary colors should not be used in combination with the main color palette.

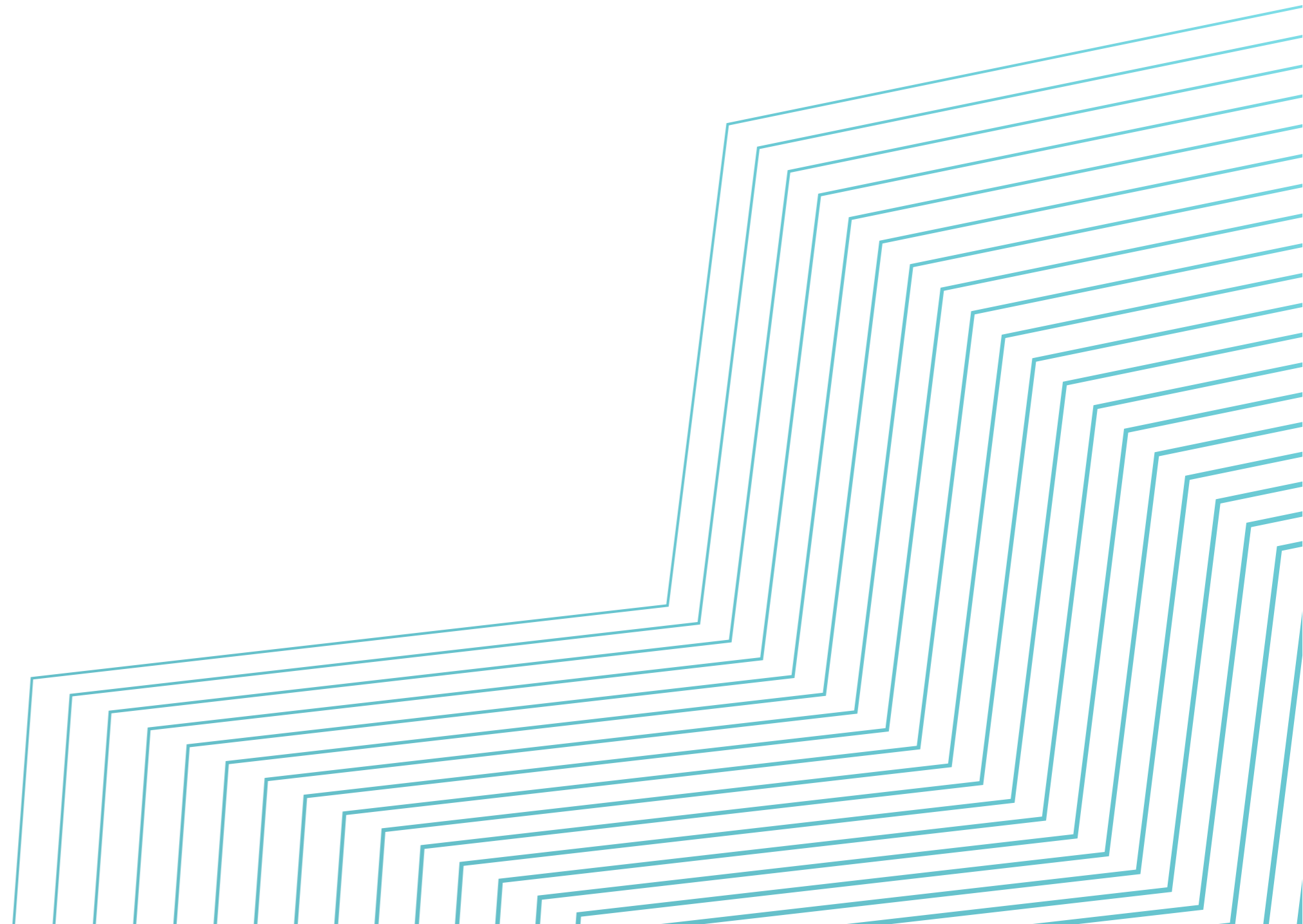
10%	20%	30%	40%	50%	60%	70%	80%	90%	100%



ICONOGRAPHY



Icons by dep.
Icons usage
Flags



ICONOGRAPHY

Iconography is a unified visual language that can be understood by people from different locations and cultures. The iconography system of HCDP is customized to fit the practical and visual needs of the program.

STRATEGY



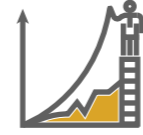
INITIATIVES



COMMUNICATION

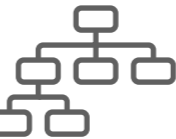


PERFORMANCE



SHARED SERVICES

Human Resources



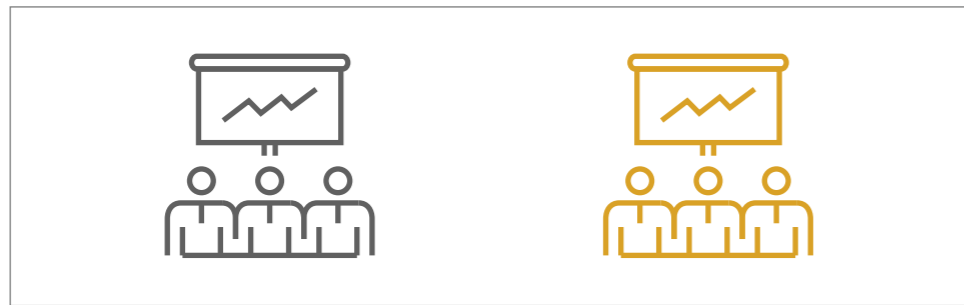
Information Technology



Finance



Two alterations when on white background



White icon when used on darker background



Gray icon when used on light gray background



Two alterations when on white background



White icon when used on darker background



Gray icon when used on light gray background





ESTONIA



OMAN



BRUNEI



GUINEA



VENEZUELA



HUNGARY



PALESTINE



BELGIUM



ENGLAND



FRANCE



PHILIPPINES



GREECE



SPAIN



ALGERIA



EGYPT



CHINA



PAKISTAN



BAHRAIN



JAPAN



SAUDI ARABIA



VIETNAM



SOUTH AFRICA



UNITED KINGDOM



FINLAND



NIGERIA



URUGUAY



SWEDEN



LUXEMBOURG



HONG KONG



DENMARK



NORWAY



AUSTRALIA



JORDAN



AZERBAIJAN



SUDAN



CZECHIA



INDONESIA



TURKEY



IRELAND



PARAGUAY



SYRIA



AUSTRIA



BRAZIL



GREENLAND



KUWAIT



ARGENTINA



SWITZERLAND



RUSSIA



UKRAINE



QATAR



SEYCHELLES



POLAND



LEBANON



TUNISIA



YEMEN



LIBYA



USA



CANADA



IRAQ



SOUTH KOREA



ICELAND



SINGAPORE



COLOMBIA



PORTUGAL



EUROPEAN UNION



UNITED ARAB EMIRATES



NEW ZEALAND



SRI LANKA



NETHERLANDS



GEORGIA



MALAYSIA



MOROCCO



GERMANY



ITALY



CROATIA



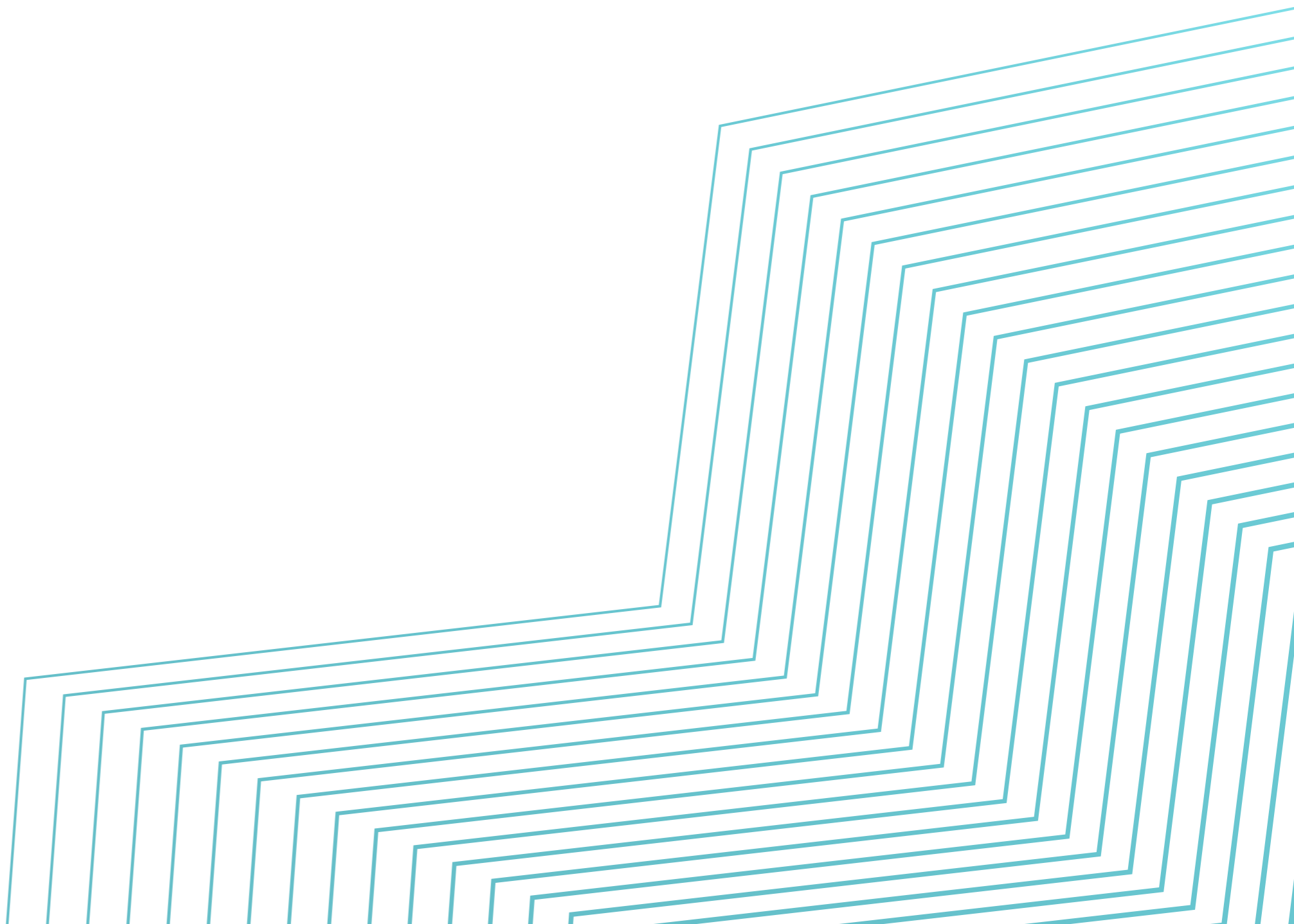
PATTERN



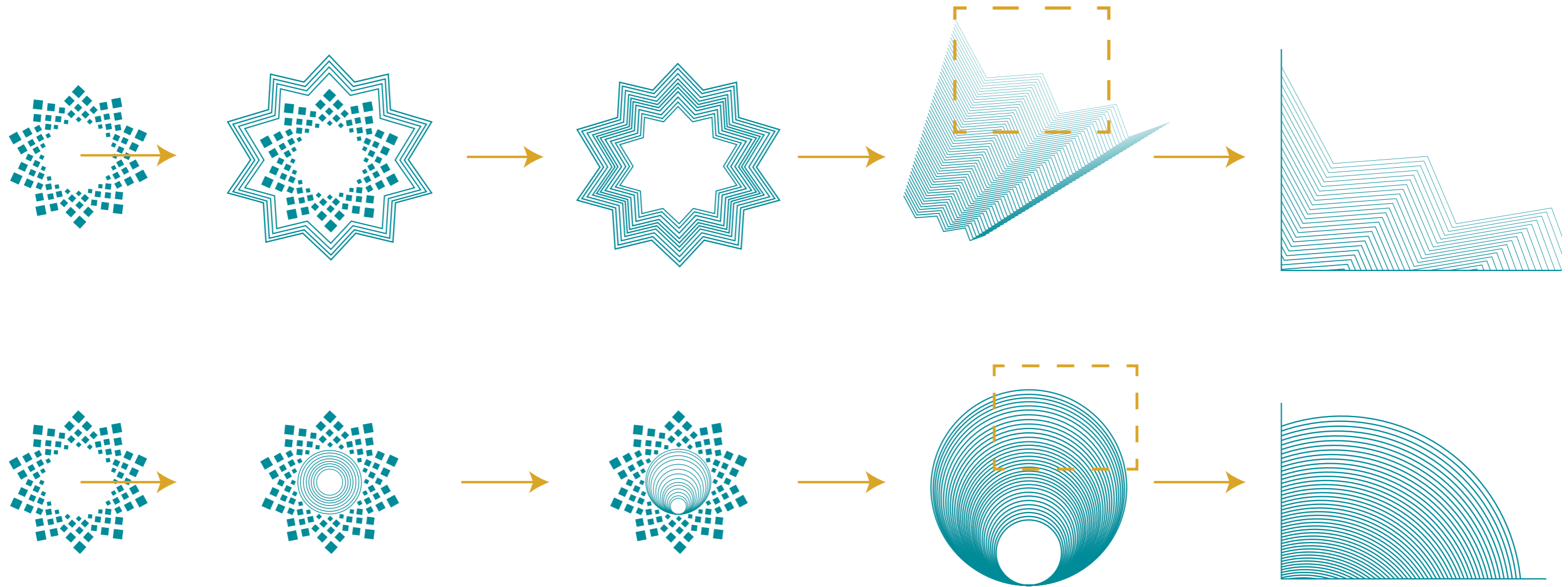
Pattern formation

Pattern usage

Pattern examples



The patterns are derived from presenting the resonance of the impact of the program, locally (the core of the emblem) and globally (the outer star)



PATTERNS APPLICATION



The patterns are to be used as shown for consistency purposes.

Dark background vs light background



PATTERNS APPLICATION



The patterns are to be used as shown for consistency purposes.

Dark background vs light background





IMAGERY

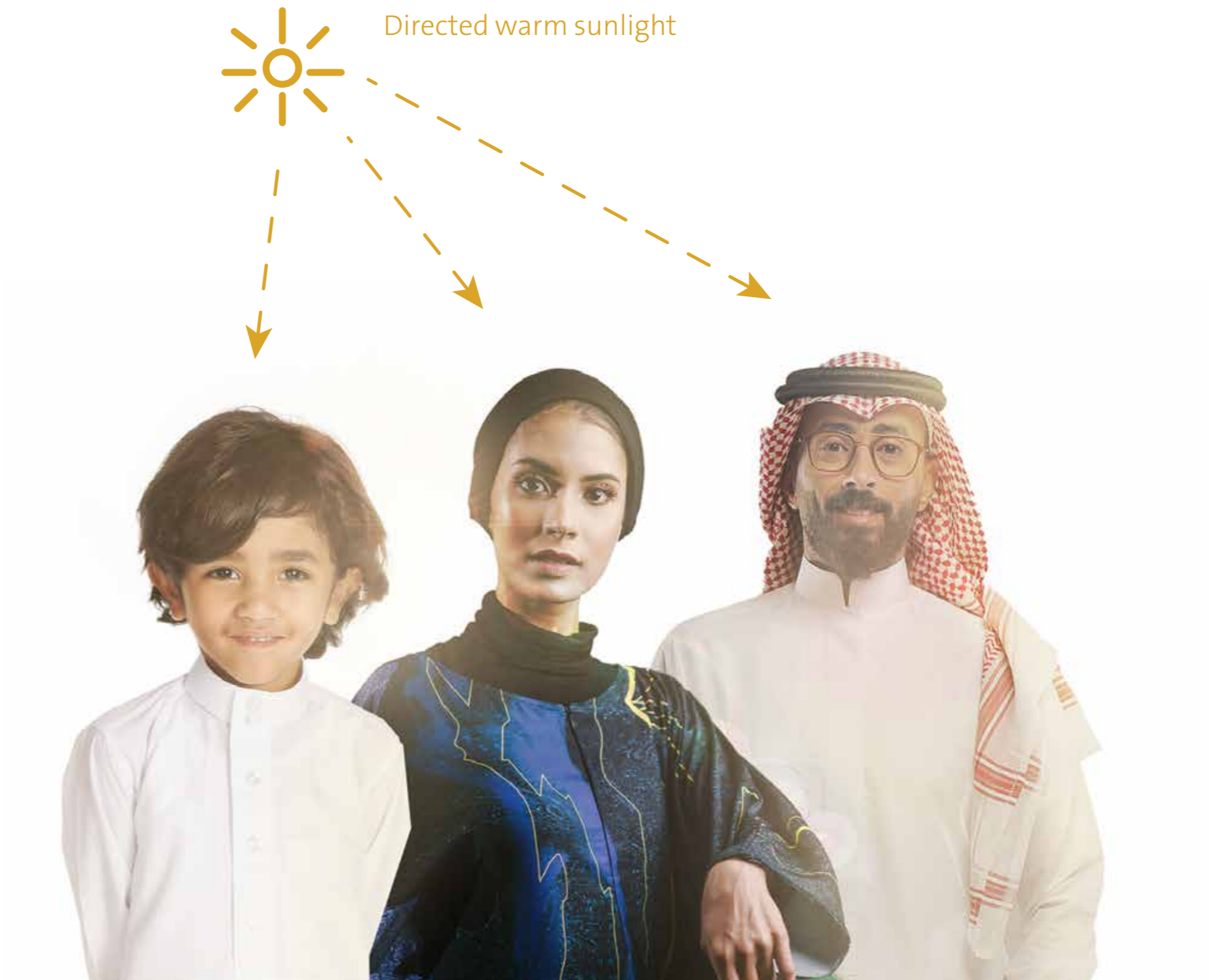
Imagery effects
Imagery applications
Photography and imagery style

IMAGERY APPLICATION

Images are to be put an effect on as shown in the samples here.

Hopeful, dreamy, sunny, airy, and simple, these are the key words that should describe the imagery used in the program's visuals, internally and externally.

The lighting should be light and bright, it should contain some sunshine glare.



Designs' overall look and feel



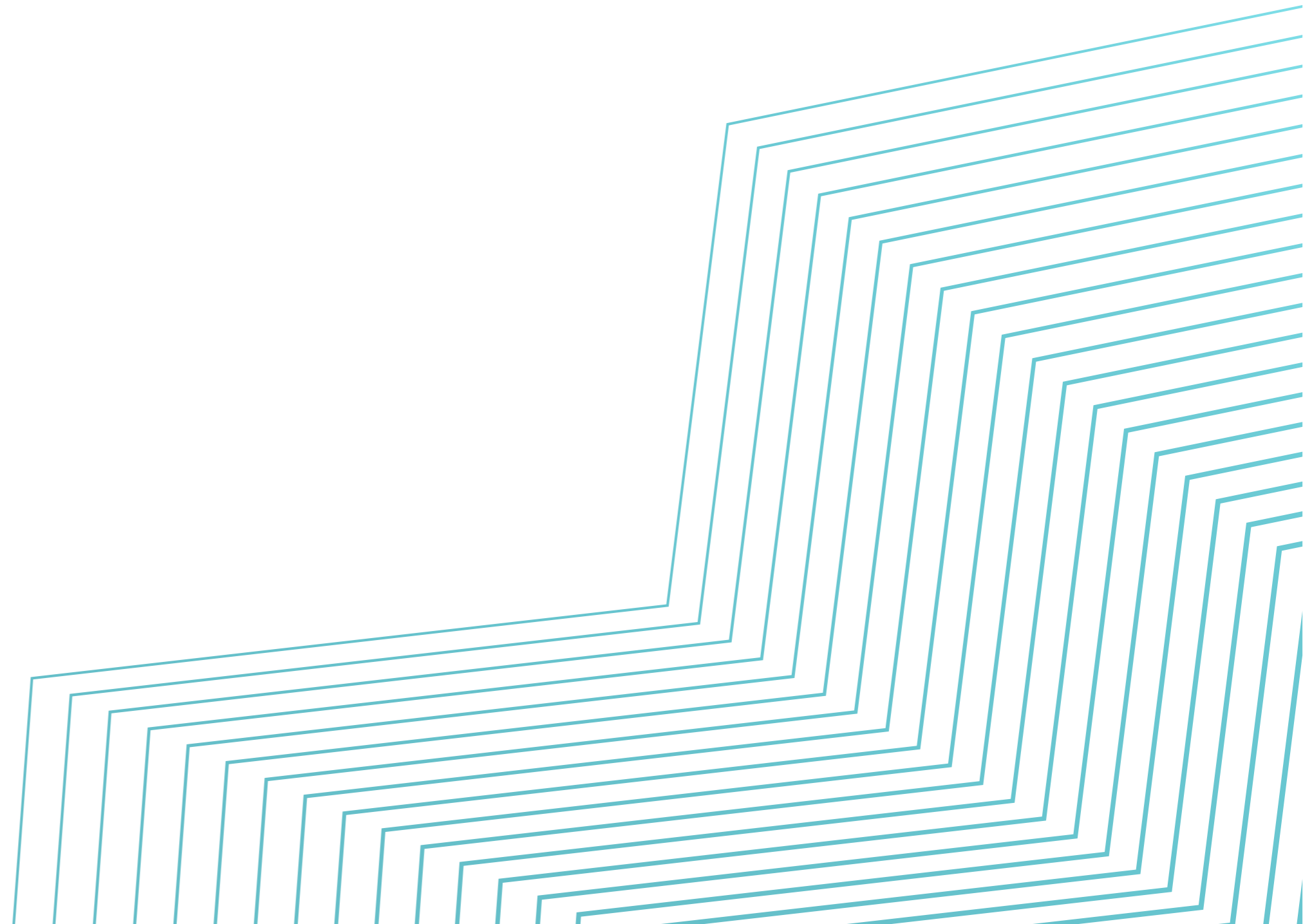
07 **IMAGERY**
Imagery applications



LAYOUTS



Corporate stationery
Co-branding



CORPORATE STATIONERY

When creating corporate stationery out of the HCDP guideline, use the patterns as shown in section (06) as the usage should be straight forward. Follow the shown recommendation of usage.

A pattern extending from a corner in the front and a knock-out blue in the back is the primary design approach for stationeries.



Solo logo to be placed in the upper right corner or co-branding alongside Vision 2030 Logo

Body copy to be shifted down towards the middle

Pattern to be at 25% opacity in the left corner

PROGRAM CO-BRANDING

The use of the brand identity of Vision 2030 has been approved by the Strategic Management Office and how to incorporate other programs' and entities' logos correctly in designs and other creative or technical materials such as infographics, videos, or key visuals.

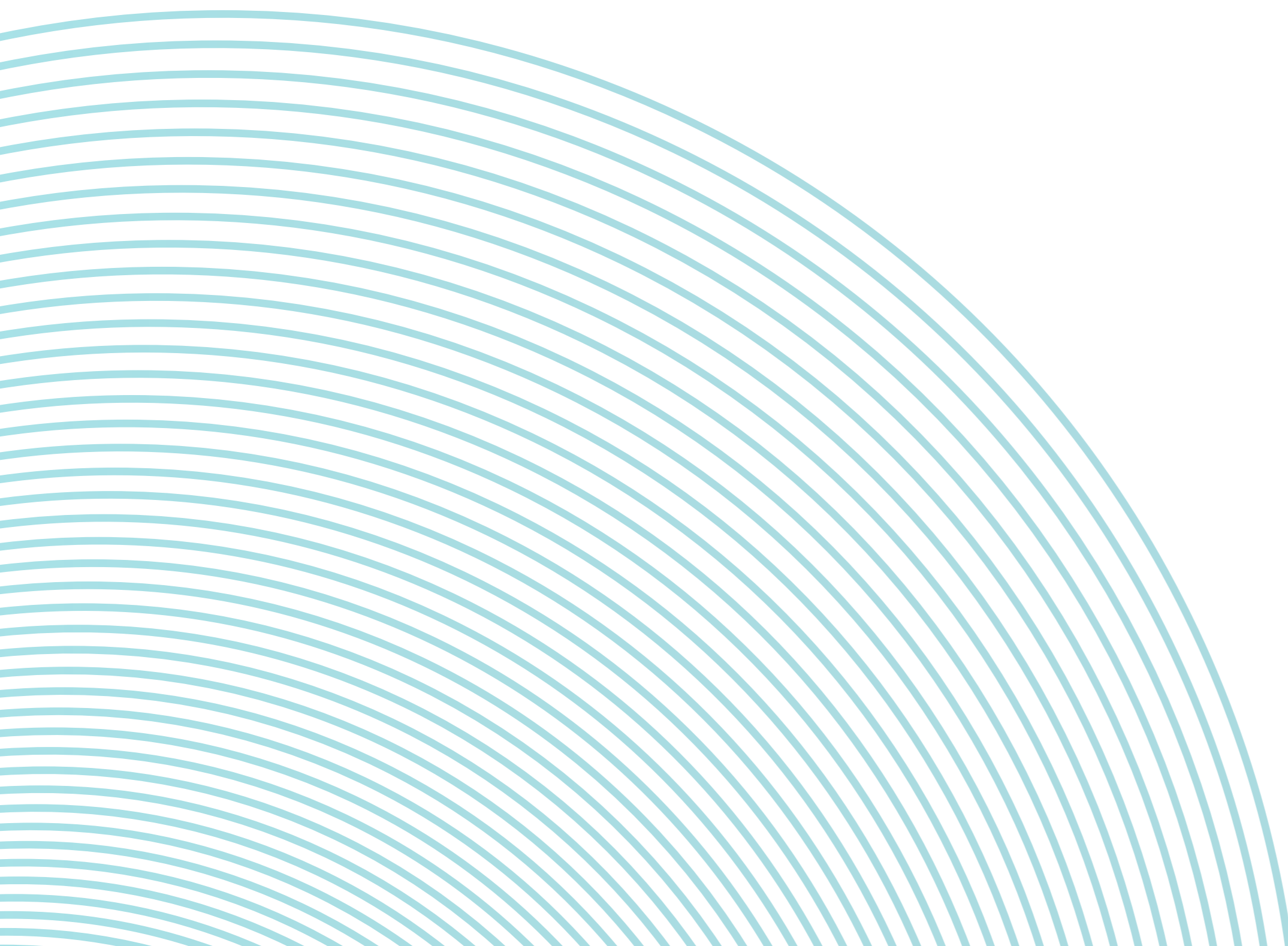




If you have any questions or concerns about the brand guideline, please reach out to the **Corporate Communication Department** at the Human Capability Development Program at

cc@hcdp.gov.sa

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القدرات البشرية
Human Capability
Development Program



THANK YOU

HCDP Brand Guideline Version 2.0