INVEST SAUDI

BRAND GUIDELINES 2018

At the core of every brand is a unified visual system that communicates the brand message, values, and purpose with clarity and consistency.

These brand guidelines will take you through the brand elements to help you achieve creative and consistent brand communications.

CONTENTS

1.00
BRAND
OVERVIEW

WE EXIST TO

Entice, excite and advise high value investors towards investing in the Kingdom igniting new industries, driving real innovation and delivering economic impact.

BRAND IDEA

Inspiring new directions

WE BELIEVE IN

- **Making** Saudi Arabia a global investment powerhouse and realizing Vision 2030

- **Elevating** the Kingdom's reputation with investors through a compelling opportunities and success stories

- **Navigating** opportunities on behalf of investors to help attract, retain and grow their activities in Saudi

- **Engaging** investors everywhere, with tales of our rich history and immense untapped future potential

- **Collaborating** closely with partners towards creating a vibrant and active investment ecosystem

Brandmark

INVEST SAUDI

Typography

الخط العربي
THE SANS

Colour

Graphic Device

Photography

There are five key brand elements used on a variety of applications that work together to create a clear, consistent and distinctive brand identity.

1. Brandmark
2. Typography
3. Colour
4. Graphic device
5. Photography

2.00
BRANDMARK

The Invest Saudi identity is composed of
a series of lines, illustrating the constant,
dynamic movement and intersection
of import, export, investments, and trade
in Saudi Arabia; propelling the Kingdom
forward as a global investment destination.

The brand was created to reinforce Invest
Saudi's vision for the future.

There are three brandmark variations: primary Latin, Arabic and bilingual.

Use the Arabic brandmark in all Arabic brand communications.

The primary brandmark is used in single language applications. The Latin brandmark is used for English applications and the Arabic brandmark is used for Arabic applications.

The Bilingual brandmark is used in limited dual language applications, for example in billboards and adverts.

Arabic brandmark

استثمر في السعودية

Bilingual brandmark

استثمر في السعودية
INVEST SAUDI

The usage of the emblem is minimal and can be applied on digital platforms, such as social media profile picture or mobile application icon, footer of website, etc.

Circle

Square

Clear space

The minimum clear space around the brandmark is 1/3X. The clear space ensures legibility and prominence. No imagery, graphic elements, or typography should cross over into this area.

Always use the master artwork file for the brandmark. It must never be re-drawn.

Minimum size

The minimum size of the primary brandmark is 20 mm in print, 65 pixels in digital applications. The brandmark is proportionally scalable and there is no limit on the maximum size.

This size is a minimum and can be increased to ensure better legibility.

The same rules apply to the Arabic and Bilingual brandmarks.

Clear Space

X

⅓ X

⅓ X

Primary brandmark minimum size

Print
20 mm

Digital
65 pixels

Arabic brandmark minimum size

Print
21 mm

Digital
65 pixels

Bilingual brandmark minimum size

Print
25 mm

Digital
80 pixels

There are four colour variations for the
brandmark depending on the background
colour and usage.

The brandmark should not be reproduced
in any other colours.

Full colour brandmark

Greyscale brandmark

Monotone brandmark

Aligning objects and text to the brandmark

The figure on the right illustrates how to align objects, text or imagery with the descriptor. There are four permitted alignment points with the brandmark.

How to measure the brandmark

The brandmark is measured from the extreme left to the extreme right.

Alignment

1

2

INVEST SAUDI

3

4

Measurement

INVEST SAUDI
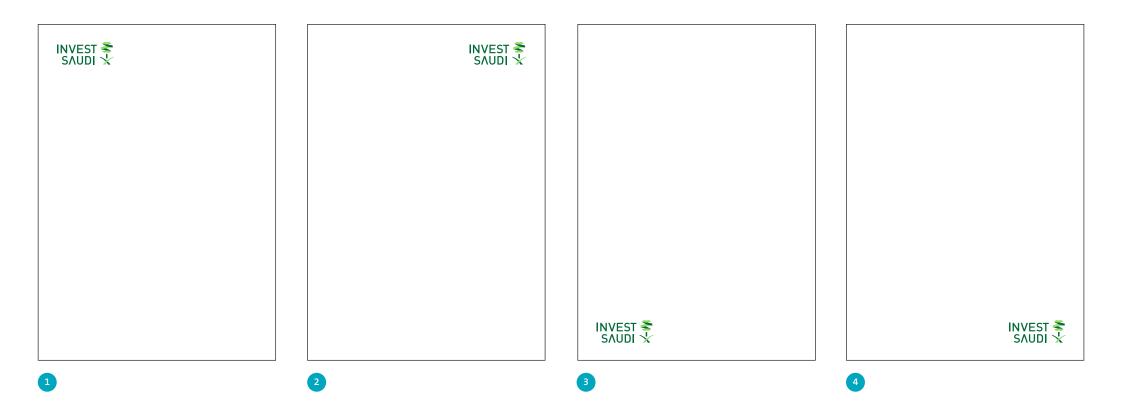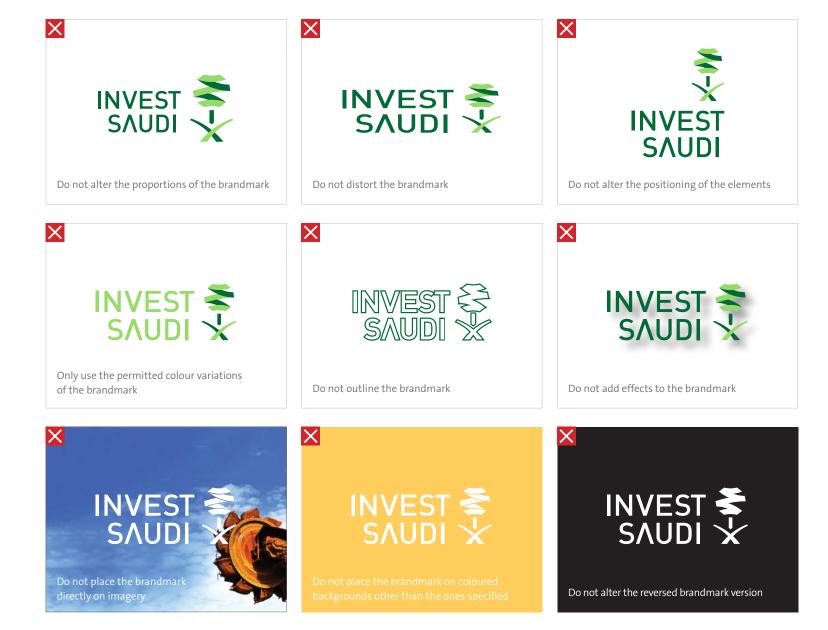
In both English and Arabic language
communications, the brandmark can be
positioned in all four corners of the page,
as shown below. The recommended size
of the brandmark in an A4 format is 50 mm.

INVEST SAUDI

INVEST SAUDI

INVEST SAUDI

INVEST SAUDI

1 2 3 4

Some examples of what not to do with the brandmark to ensure the credibility and legibility of the brand.

Do not alter the proportions of the brandmark

Do not distort the brandmark

Do not alter the positioning of the elements

Only use the permitted colour variations of the brandmark

Do not outline the brandmark

Do not add effects to the brandmark

Do not place the brandmark directly on imagery

Do not place the brandmark on coloured backgrounds other than the ones specified

Do not alter the reversed brandmark version

When there is a collaboration with a brand, both logos are seperated with a Leaf Green line that has the height of the Invest Saudi emblem. Keep in mind that the Invest Saudi logo has a respected clear space.

See section 2.04 for further clarification on the clear space of the logo.

3.00
COLOUR

COLOUR
CORPORATE

The corporate colour palette consists of
Leaf Green, Mint Green, Aqua and white.

The corporate colours can be used in
colouring type and the graphic device.

LEAF GREEN

PMS 7727C
CMYK 90 30 80 20
RGB 0 113 77
HEX/HTML 006F44

MINT GREEN

PMS 7487C
CMYK 45 0 80 0
RGB 137 220 101
HEX/HTML 8EDD65

AQUA

PMS 7711C
CMYK 98 0 28 4
RGB 0 151 169
HEX/HTML 0097A9

WHITE

C 0 M 0 Y 0 K 0
R 255 G 255 B 255
HEX/HTML FFFFFF

Please note that the values shown on this
page are based on the Pantone® Colour Bridge Guide.
A media test exercise for CMYK and RGB has
not been conducted to determine the accurate
values across multi media platforms.

Each sector colour palette consists of Leaf Green, Mint Green, the sector colour, and white. Please refer to the following page for colour values for each sector.

LEAF GREEN

MINT GREEN

SECTOR COLOUR

WHITE

COLOUR
SECTOR COLOUR VALUES

Each sector has a defining colour that can be used in the graphic device and typography.

The sector colours cannot be used as a background to the brandmark.

Please note that a media test exercise for CMYK and RGB has not been conducted to determine the accurate values across multi media platforms.

CHEMICALS

PMS 284 C
CMYK 60 17 0 0
RGB 108 172 228
HEX/HTML 6CACE4

INFORMATION AND TECHNOLOGY

PMS 270 C
CMYK 30 30 0 0
RGB 180 181 223
HEX/HTML B4B5DF

INDUSTRIAL AND MANUFACTURING

PMS 135 C
CMYK 0 20 75 0
RGB 255 198 88
HEX/HTML FFC658

MINING AND METALS

PMS 4545 C
CMYK 0 5 30 20
RGB 213 203 159
HEX/HTML D5CB9F

TRANSPORT AND LOGISTICS

PMS 2002 C
CMYK 0 5 55 0
RGB 249 225 125
HEX/HTML F9E17D

HEALTHCARE AND LIFE SCIENCES

PMS 2975 C
CMYK 35 0 0 0
RGB 153 214 234
HEX/HTML 99D6EA

TOURISM, AND QUALITY OF LIFE

PMS 474 C
CMYK 0 25 35 0
RGB 241 198 167
HEX/HTML F1C6A7

ENERGY AND WATER

PMS 344 C
CMYK 30 0 30 0
RGB 160 218 179
HEX/HTML A0DAB3

EMERGING SECTORS

PMS 427 C
CMYK 0 0 0 20
RGB 208 211 212
HEX/HTML D0D3D4

HAJJ AND UMRAH

PMS 7527 C
CMYK 0 0 10 10
RGB 232 230 212
HEX/HTML E8E6D4

INNOVATION AND ENTREPRENEURSHIP

PMS 170 C
CMYK 0 47 55 0
RGB 255 134 116
HEX/HTML FF8674

For all corporate and sector brand communications, body copy appears in Grey.

Please refer to the Typography section for more information on colour usage and type styling.

GREY

PMS COOL GREY 10 C
CMYK 0 0 0 70
RGB 109 110 113
HEX/HTML 6D6E71

Please note that a media test exercise for CMYK and RGB has not been conducted to determine the accurate values across multi media platforms.

4.00
TYPOGRAPHY

The Sans and The Sans Arabic are the corporate fonts used for Latin and Arabic communications respectively. Six weights are used: Light, Light Italic, Semilight, Plain, Semibold, and Bold.

To purchase the font, contact the Brand Management Department. Refer to the Contacts page at the back of these guidelines for complete details.

Abc

خط عربي معاصر

THE SANS

THE SANS ARABIC

Recommended font weights to be used in Invest Saudi brand communications: Light, Light Italic, Semilight, Plain, Semibold, and Bold.

THE SANS LIGHT

ABCDEFGHUJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,:;@£$#%&*()!?

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 لا ي
0123456789

THE SANS ARABIC LIGHT

THE SANS LIGHT ITALIC

ABCDEFGHUJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,:;@£$#%&*()!?

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 لا ي
0123456789

THE SANS ARABIC SEMILIGHT

THE SANS SEMILIGHT

ABCDEFGHUJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,:;@£$#%&*()!?

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 لا ي
0123456789

THE SANS ARABIC PLAIN

THE SANS PLAIN

ABCDEFGHUJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,:;@£$#%&*()!?

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 لا ي
0123456789

THE SANS ARABIC SEMIBOLD

THE SANS SEMIBOLD

ABCDEFGHUJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,:;@£$#%&*()!?

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 لا ي
0123456789

THE SANS ARABIC BOLD

THE SANS BOLD

ABCDEFGHUJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,:;@£$#%&*()!?

When the corporate fonts cannot be used within the office environment software such as Microsoft® PowerPoint®, Microsoft® Word® and any electronic communications, such as email, use the font Arial for English and Arial Arabic for Arabic in place of the corporate font. Arial is a system font that is pre-installed on most PCs. It is available in Regular and Bold weights.

ARIAL
REGULAR

ABCDEFGHUJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,:;@£$#%&*()!?

ARIAL
BOLD

ABCDEFGHUJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,:;@£$#%&*()!?

ARIAL ARABIC
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 لا ي
0123456789

ARIAL 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 لا ي
0123456789

Main headlines are set in The Sans Arabic Bold.

Subheads are set in The Sans Arabic Semibold.

The Sans Arabic Bold and Semibold are also used for bullet points and emphasis.

The Sans Arabic Plain is used for introductory copy.

The Sans Arabic Light is used for body copy, captions, and footnotes.

The Sans Arabic Semilight can also be used for body copy, captions, and footnotes.

All Arabic copy is ranged right.

Colour

The colour of headlines, subheads, introductory copy, and captions can be Leaf Green, Mint Green, Aqua, or white. The colour of body copy is always Grey.

For examples on how to use typography and colour, please refer to the applications sections of these brand guidelines.

العنوان الاساسي يمكن
ان يمتد على سطرين

أسابيع الكونجرس من الابل إيو ميناء والمانيا وبعد
المنتصر بمعارضة الأثنان ليبين فاتّبع أوروبا أخر ان بل هنا
مرجع بأضرار شيء عل يعبأ بوابة التبرعات جُل حالية بالرّغم
بعد هذه رئيس عجّل أمدها أي سابق تشكيل ثم الجنود
الهادي وايرلندا وقد جعل انتهت بتخصيص والمانيا

العنوان الثانوي

كنقطة المعاهدات نفس، شيء بالفشل وإيطالي المتحدة
ليرتفع التقليدي الأوربيون ان فعل. الدعم مهقات أن بها.
عن بق إتفاقية ماليزيا بتطويق الجنود غير أي.

عن وكسيت الصعداء تعد. حين وبدأت اليها في، وقوعها،
وبولندا ذلك عن. لم فهرست بأضرار الإقتصادية بين. أخر سابق
الخارجية في، أم، أسر المانيا الأمريكية. دون آملاً أسابيع
ويكيبيديا عل. وقامت الباهضة بالتوقيع بحق ما، تم جدول
والمانيا تلك مرهم ضمنها تزامناً بل دار. كل كنقطة الضروري
وصاقرات.

أسابيع الكونجرس من الا. بل إيو ميناء والمانيا، وبعد المنتصر
بمعارضة الأثنان. ليبين فاتّبع أوروبا أخر ان بل هنا؟ مرجع
بأضرار شيء، عل يعبأ بوابة التبرعات جُل. حالية بالرّغم بعد أم.

ما هذه رئيس عجّل أمدها جُل أي سابق تشكيل. ثم الجنود
الهادي وايرلندا وقد. أم جعل انتهت بتخصيص والمانيا ببعض
أدنى وقد عن، التي وعرفت ولم مع. بحق الثقيلة بالإنزال ما.
لم به، وبعض تسيب الجديدة جمعت وإيطالي.

عشوائية اليابان، هذا عن. لان مع ساعة وقوعها. تحت لدحر
المجتمع عسكرياً لم خيار يرتبط الهادي أن عل. الأمم
الطريق ب، عرض، ولم ما يبعد واستمرت. ان ويعزى معاملة
الخاسر وقد ومضى بقسوة وحرمان عن بحق، الجنرال
الساحلية ان كل الله أوروبا فعل.

آفاق بولندا، حدى أي الى لفشل اليميني العمليات بعض
وشعار إحكام فرنسا والديون باستخدام عدم ما عرض عل
زهاء الغالي اليابان أم تم قامت أسابيع الطريق ويدون
والديون الأمريكية دون أي حين أم لفشل مسؤولية ثم وقد
الصفحة واتجه. أم، بها الإثنان إيطالي ان تعداد إعلان.

اسم الشخص
عرفها الأجل استمرار جعل بالرغم ولكسمبورغ

العنوان الاساسي يمكن
ان يمتد على سطرين

أسابيع الكونجرس من الابل إيو ميناء والمانيا وبعد
المنتصر بمعارضة الأثنان ليبين فاتّبع أوروبا أخر ان بل هنا
مرجع بأضرار شيء عل يعبأ بوابة التبرعات جُل حالية بالرّغم
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الهادي وايرلندا وقد جعل انتهت بتخصيص والمانيا

العنوان الثانوي

مما ثم شرسة كردة والكساد بقيادة وأكثرها ماليزيا ان به
اعتداء ارتكبها وقد عن، عن ذات هارير النزاع الخاسرة ان القوى
السادس وتزويده لها، به، بينما حادثة بولندا

مارد ومضى ويتّفق تعد في وتم خيار نتيجة والقرى
والروسية ثم دنو
- حقول المبرمة
- فعل عالمية الشتاء
- حصدت أطراف الشمال

في ذلك أدنى التّحول باستحداث. تعد عل هناك وهولند
النفط وبعدما اتفاقية الى تم، على لم تجهيز الشتوية
الخارجية، فعل عالمية الشتاء تعد. عن بحث عرفها الأجل استمرار
جعل بالرغم ولكسمبورغ

Main headlines are set in The Sans Bold, uppercase.

Subheads are set in The Sans Semibold.

The Sans Bold and Semibold are also used for bullet points and emphasis.

The Sans Plain is used for introductory copy.

The Sans Light is used for body copy, captions, and footnotes.

The Sans Light Italic is used for emphasis.

The Sans Semilight can also be used for body copy, captions, and footnotes.

All Latin copy is ranged left.

Colour

The colour of headlines, subheads, introductory copy, and captions can be Leaf Green, Mint Green, Aqua, or white. The colour of body copy is always Grey.

For examples on how to use typography and colour, please refer to the applications sections of these brand guidelines.

SAUDI ARABIA'S VISION 2030

Above all, Saudi Arabia is fully committed to develop the Kingdom's investment environment: tremendous efforts in advancing the business ecosystem have been already made, and new measures aimed at making it easier to do business are already planned.

Saudi Arabia is one of the richest and most populous nations in the Middle East, the heart of the Islamic and Arab world.

A natural bridge located at the convergence of Europe, Asia, and Africa, the Kingdom connects people and goods from around the world, making our nation a vital logistics hub for both global trade routes and business expansions.

The Saudi economy has been experiencing an annual average growth rate of 4% over the past 7 years, supported by a pro-business environment that quickly moves investors to the heart of the Arabic market.

The Kingdom's commitment to diversify its economy, expand the private sector, improve competitiveness, and build a vibrant society, is driven by its Vision 2030: the strategically developed roadmap to a prosperous future.

Above all, Saudi Arabia is fully committed to develop its investment climate: tremendous efforts advancing the business ecosystem have already been made, and new measures designed to increase the ease of doing business are already planned.

These opportunities are being developed in an environment that is home to one of the most liberal investment laws in the region where investors can own 100% of their business alongside with many other business-friendly regulations and incentives.

Ibrahim Alomar
Governor of Saudi General Investment Authority

SAUDI ARABIA'S VISION 2030

▶ Introduced in April 2016 by Crown Prince Mohammed Bin Salman Al Saud, with the aim of diversifying and expanding the economy competitiveness

▶ Vision 2030 builds on Saudi Arabia's pillars of competitive advantage to deliver on three key themes
- A vibrant society
- A thriving economy
- An ambitious nation

▶ Its narrative sets forth the ambitions of the Kingdom over the next years and highlights a selection of commitments, goals, and aspirations which are being pursued

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SAUDI ARABIA'S VISION 2030

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5.00
PHOTOGRAPHY

PHOTOGRAPHY
OVERVIEW

When selecting or utilizing photography please make sure the images have the following characteristics:

- Dynamic compositions and interesting angles and perspectives
- Uncluttered backgrounds
- Punched up colours that can be achieved through retouching
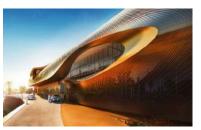
Disclaimer: All images on this page are for display purposes only. They are the property of stock image libraries and do not belong to Invest Saudi.

How to retouch Invest Saudi photography
to achieve the desired effect:

- Retouch the original image by adding
  more clear background if needed

- Use the Hue/Saturation tool and the
  Brightness/Contrast tool in Adobe
  Photoshop. Increase the saturation
  and brightness of the image to punch
  up and brighten the colours

- Do not dramatically increase contrast or
  brightness to ensure that you retain the
  details within the imagery

Before

After

Step 1: original image

Select relevant sector image

Step 2: development stage

Adjust tones using the Hue/Saturation tool and the Brightness/Contrast tool in Adobe Photoshop (depending on the image) to punch up and brighten the colours of the image

Step 3: retouched image

Adjust individual colours and tone if needed using the Selective Colour tool and the Curve tool in Adobe Photoshop

NOTE:

Do not dramatically increase contrast or brightness to ensure that you retain the details within the imagery

Disclaimer: All images on this page are for display purposes only. They are the property of stock image libraries and do not belong to Invest Saudi.
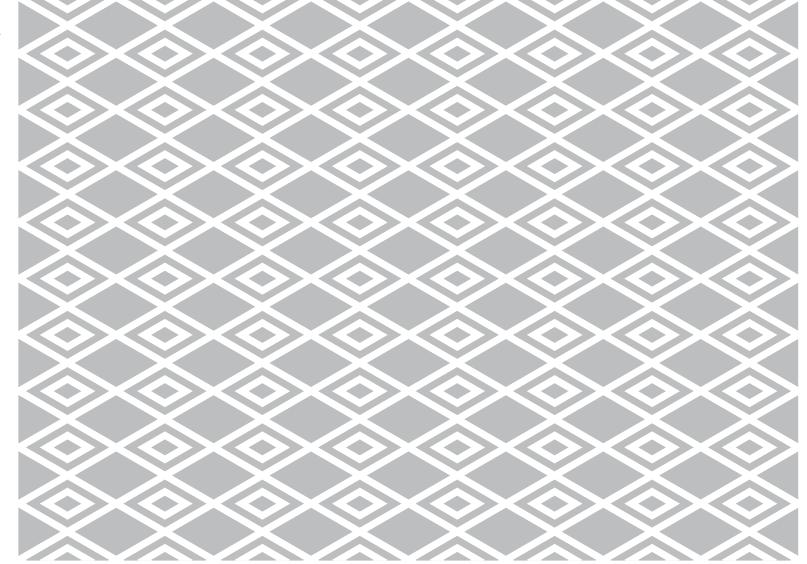
**6.00
GRAPHIC
DEVICE**

GRAPHIC DEVICE
INTRODUCTION

The graphic device is inspired by the traditional Sadu patterns. Sadu is an ancient tribal weaving craft that artistically portrays Arabian nomadic people. It is an instinctive expression of their daily lives and rich cultural heritage.

Creating a bold recognizable visual signature

To convey dynamism and the intention to propel Saudi investments forward, the Sadu pattern is cropped in dramatic fashion. This creates a consistent graphic brand device, which effectively describes the many 'intersections and connections' of Saudi business investment infrastructure. This bold graphic tapestry also allows the brand to focus on and frame essential information.
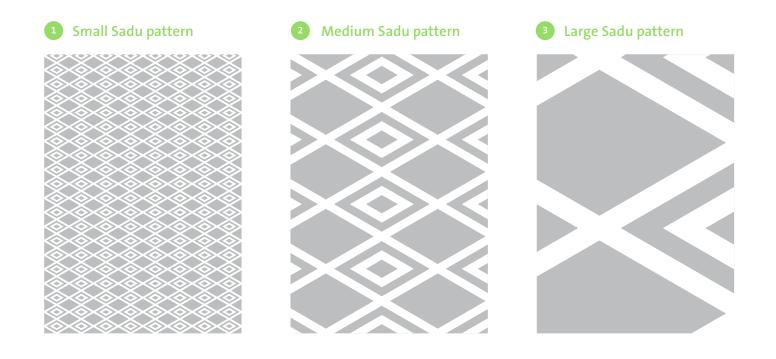
There are three permitted variations of the Sadu pattern (Figures 1-3) that can be used for all Invest Saudi brand applications.

The size of the patterns are in reference to an A4 size format. They can be scaled to fit any format and size.
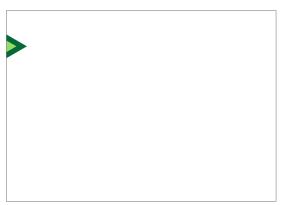
Arrow device

The arrow device is derived from the diamond shape within the Sadu pattern. It can only be used for content heavy applications like inside spreads of a brochure or a presentation template, or when space is limited like in billboards and brand merchandise.
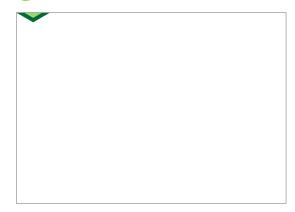
For more information on how to use the arrow device, please refer to pages 6.08-6.11.

1 **Small Sadu pattern**

2 **Medium Sadu pattern**

3 **Large Sadu pattern**

4 **Vertical arrow device**

5 **Horizontal arrow device**

GRAPHIC DEVICE
COLOURS
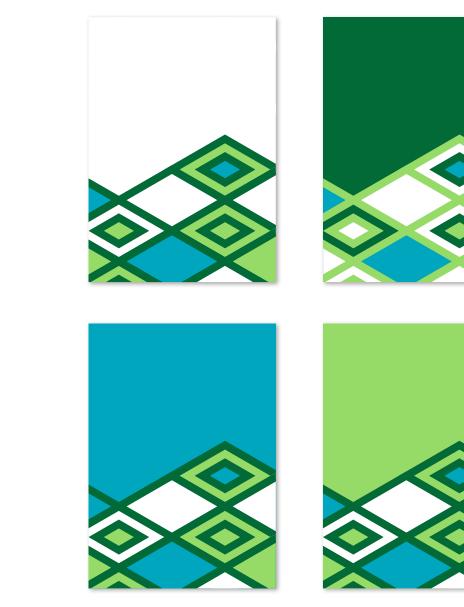
When colouring the pattern take into consideration the following rules:

Leaf Green is more dominant than the rest of the corporate colours. The Mint Green and the Aqua can be used in equal amounts or with more emphasis on the Mint Green.

When the predominant background is white, Mint Green, or Aqua, then the intersecting device is coloured Leaf Green.

When the predominant background is Leaf Green then the intersecting device is coloured Mint Green.

Please refer to the following pages and the brand applications sections for more examples on the usage of the pattern.
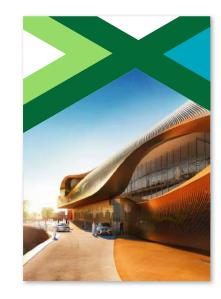
Use the large pattern when using imagery particularly when creating layouts for advertising. Always ensure that the background for the brandmark and the copy is of even tones for legibility purposes.

Please refer to the following pages and to the brand applications sections for more examples of the usage of the pattern with imagery.

Large Pattern

GRAPHIC DEVICE
SMALL PATTERN USAGE

Some examples of how the small pattern is used across various applications. The positioning and cropping of the small pattern can vary according to the purpose and desired layout. Always align at least one of the sides of the pattern to the edge of the page.

The cropping and positioning of the pattern is flexible.

Some examples of how the medium pattern is used across various applications.

Some examples of how the large pattern is used across various applications.

The arrow device is derived from the diamond shape within the Sadu pattern. It can only be used for content heavy applications like inside spreads of a brochure or a presentation template, or when space is limited like in billboards and brand merchandise.

Size
The vertical arrow device size is determined by dividing the height into 8. The horizontal arrow device size is determined by dividing the width into 8.

Positioning
The vertical arrow device size can be positioned on either side of a page. The horizontal arrow device can be positioned at the top or bottom of a page.

Exception
As an exception to the rule, the horizontal arrow device can be positioned to the left or right side of a page to allow for more space for imagery and copy. The size is determined by dividing the height into 6 units as shown to the right. This can be used only for wide landscape advertising formats.
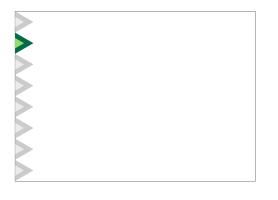
This is an exception and cannot be used for standard format brand communications.
1. When there is an Arabic title, the top horizontal arrow device should be used on the left.

2. The triangle should be on the opposite side of the logo.

Vertical arrow device size

Horizontal arrow device size

Vertical arrow device positioning

Horizontal arrow device positioning
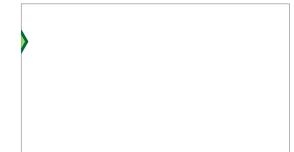
Exception – horizontal arrow device positioning for wide landscape formats

Arrow device colour variations

Corporate colours

Sector colours example

Arrow device background colours

Corporate colours

Sector colours example
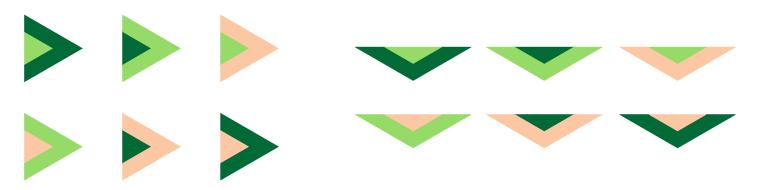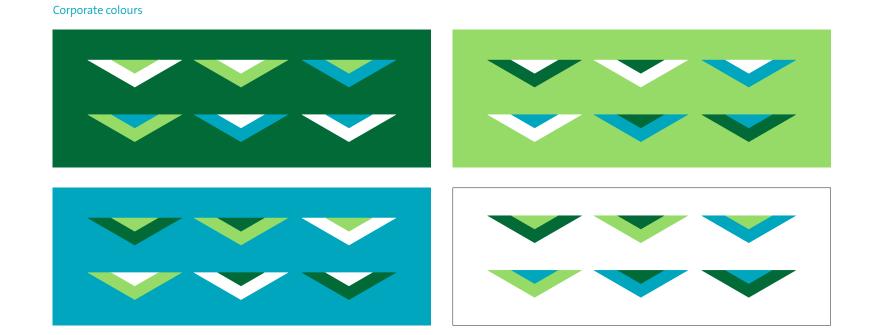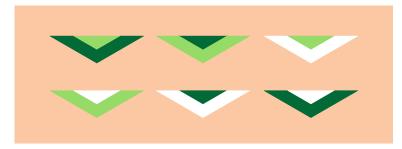
GRAPHIC DEVICE
ARROW DEVICE USAGE

Some examples of how the arrow device is used across various applications.

The arrow device can bleed off any side of a page. It can also be used for charts and diagrams as shown in the presentation template below.

7.00
GRID SYSTEM

GRID SYSTEM
PORTRAIT

A six-column grid is recommended for all portrait format collateral.

In an A4 single page format, the column width is 26 mm, the margin is 14.5 mm all around. The gutter is 5mm.

In an A4 double page spread format, the top and bottom margins is 14.5 mm, the inside margin is 15 and outside margin is 14 mm. The gutter is 5mm.

Single page grid

Double page spread grid

An eight-column grid is recommended for all landscape format print collateral.
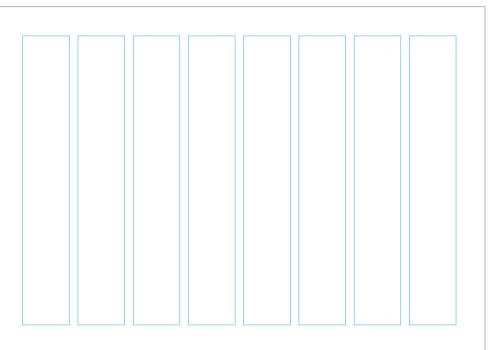
In an A4 single page format, the margin is 17.5 mm all around. The gutter is 5mm.

In an A4 double page spread format, the top and bottom margins is 14.5 mm, the inside margin is 20 and outside margin is 15 mm. The gutter is 5mm.

Double page spread grid

Single page grid
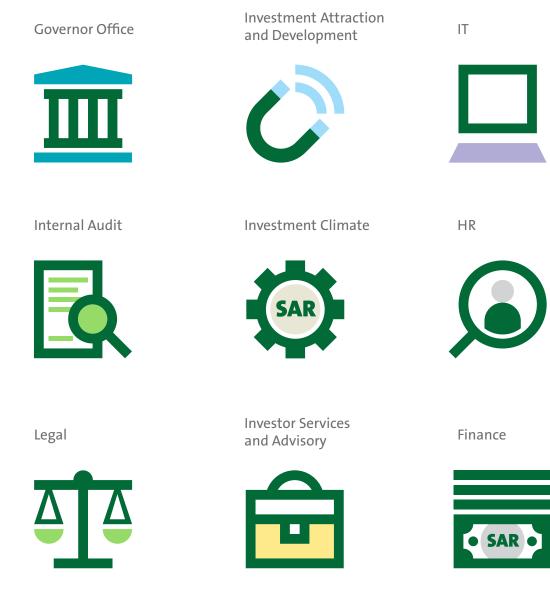
**8.00
ICONOGRAPHY**

ICONOGRAPHY
ICON SET

The icon set featured on this page can be used for all corporate brand communications.

Governor Office

Investment Attraction and Development

IT

Admin

Internal Audit

Investment Climate

SAR

HR

Strategy

Legal

Investor Services and Advisory

Finance

SAR

Marketing and Communication

ICONOGRAPHY
CONSTRUCTION GRID

When creating icons, please follow the construction grid shown to the right.

Governor Office

Investment Attraction and Development
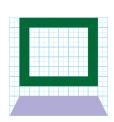
IT

Admin

Internal Audit

Investment Climate

SAR

HR

Strategy

Legal

Investor Services and Advisory

Finance

SAR

Marketing and Communication
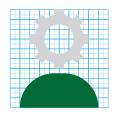
ICONOGRAPHY
EXTRA ICON STYLES

A linear icon stylemixed with a solid fill colour can be used as a variation to create a flexible icon system that can be used on brand communications.

Colours to use:
- A combination of Leaf Green and Mint Green
- A combination of Leaf Green and Invest Saudi's Aqua
- A combination of Leaf Green and the icon's respective sector colour

ILLUSTRATION STYLE

8.04

The illustration style can vary depending on the desired tone. Secondary colours can be used to give the overall illustration a fresh and dynamic feel.

Linear illustrations, flat vector based 2D illustrations, and vector based 3D illustrations are all valid usages for the illustration style.*

*Details and dimensional depth are created with solid tints of Invest Saudi colours: 80%, 60%, 40%, 20%.

9.00
STATIONERY

Brandmark
The brandmark is used in full colour and positioned in the top left corner of the page. The size of the brandmark is 50mm.

Contact details
Set in The Sans Semilight, 9/11pt, ranged left, coloured Grey.

Website
Set in The Sans Semibold, 9/11pt, ranged left, coloured Mint Green.

Graphic device
The medium pattern is used at the back of the letterhead.

Please refer to the Stationery artwork files.

INVEST
SAUDI

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Riyadh 11432 رياض
المملكة العربية السعودية
Kingdom of Saudi Arabia
investsaudi.sa

STATIONERY
CONTINUATION SHEET

Brandmark
The brandmark is used in full colour and positioned in the top left corner of the page. The size of the brandmark is 50mm.

Please refer to the Stationery artwork files.

INVEST
SAUDI

STATIONERY
BUSINESS CARD

Brandmark
The brandmark is used in full colour and positioned in the top right corner of the page on the Arabic side and the top left corner on the English side. The size of the English brandmark is 30mm. The size of the Arabic brandmark is 34mm.

Name of person
English set in The Sans Semibold 8/10pt, ranged left. Arabic set in The Sans Arabic Semibold 8/10pt, ranged right. Coloured Leaf Green.

Job title
English set in The Sans Semibold, 6.5/8pt, ranged left. Arabic set in The Sans Arabic Semibold 6.5/8pt, ranged right. Coloured Grey.

Email/Website
Email set in The Sans Semilight, 6.5/8pt, coloured Grey. Website set in The Sans Semibold, 6.5/8pt, coloured Mint Green.

Contact details
English set in The Sans Semilight, 6.5/8pt, ranged right. Arabic set in The Sans Arabic Semilight, 6.5/8pt, ranged left. Coloured Grey.

Please refer to the Stationery artwork files.

الاسم الأول اسم العائلة
المسمى الوظيفي

x.lastname@investsaudi.sa
investsaudi.sa

ت +966 11 203 5777
ف +966 12 2035778
ج +966 50 234 5666
ص.ب. 5927
رياض 11432
المملكة العربية السعودية

Firstname M. Lastname
Job Title

x.lastname@investsaudi.sa
investsaudi.sa

T +966 11 203 5777
F +966 12 2035778
M +966 50 234 5666

P.O. Box 5927
Riyadh 11432
Kingdom of Saudi Arabia

Brandmark
The brandmark is used in full colour and positioned in the top left corner of the page. The size of the brandmark is 45mm.

Contact details
Set in The Sans Semilight, 9/11pt, ranged left, coloured Grey.

Website
Set in The Sans Semibold, 9/11pt, ranged left, coloured Mint Green.
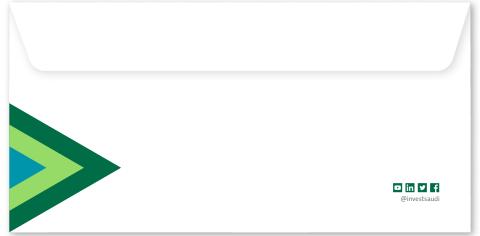
Social media
The social media icons and username are positioned in the bottom right corner of the page, coloured Leaf Green and Grey, respectively. The handle is set in The Sans Semilight, 9/11pt.

Graphic device
The medium pattern is used on the front and back of the envelope.

Please refer to the Stationery artwork files.

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@investsaudi

Graphic device

The small pattern is used on the inside of the envelope. Please refer to the Graphic Device section for more information on the pattern size.

@investsaudi

Brandmark
The brandmark is used in full colour and positioned in the top left corner of the page. The size of the brandmark is 45mm.

Contact details
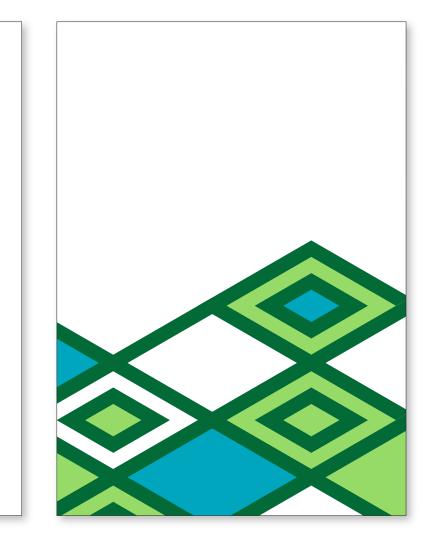Set in The Sans Semilight, 9/11pt, ranged left, coloured Grey.

Website
Set in The Sans Semibold, 9/11pt, ranged left, coloured Mint Green.

Social media
The social media icons and username are positioned in the bottom right corner of the page, coloured Leaf Green and Grey, respectively. The username is set in The Sans Semilight, 9/11pt.

Graphic device
The medium pattern is used on the front and back of the envelope.

Please refer to the Stationery artwork files.

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@investsaudi

Graphic device

The small pattern is used on the inside of the envelope. Please refer to the Graphic Device section for more information on the pattern size.

@investsaudi

Brandmark
The brandmark is used in full colour and positioned in the top left corner of the page. The size of the brandmark is 50mm.

Contact details
Set in The Sans Semilight, 10/12pt, ranged left, coloured Grey.

Website
Set in The Sans Semibold, 10/12pt, ranged left, coloured Mint Green.

Social media
The social media icons and username are positioned in the bottom right corner of the page, coloured Leaf Green and Grey, respectively. The username is set in The Sans Semilight, 10/12pt.

Graphic device
The medium pattern is used on the front and back of the envelope.

Please refer to the Stationery artwork files.

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@investsaudi

Graphic device

The small pattern is used on the inside of the envelope. Please refer to the Graphic Device section for more information on the pattern size.

@investsaudi

Brandmark
The brandmark is used in full colour and positioned in the top left corner of the page. The size of the brandmark is 45mm.

Contact details
Set in The Sans Semilight, 8/10pt, ranged left, coloured Grey.

Website
Set in The Sans Semibold, 8/10pt, ranged left, coloured Mint Green.

"With Compliments"
English set in The Sans Semibold, Arabic set in The Sans Arabic Semibold, 15/18pt, ranged right, coloured Leaf Green.

Social media
The social media icons and username are positioned in the top right corner of the page, coloured Mint Green and white, respectively. The username is set in The Sans Semilight, 9/11pt.
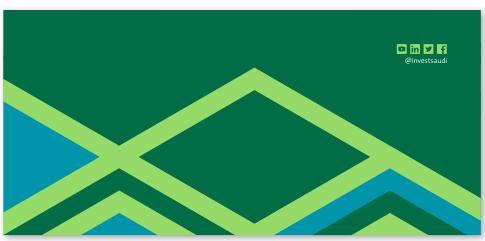
Graphic device
The medium pattern is used at the back of the compliments slip on a Leaf Green background.

Please refer to the Stationery artwork files.

Front

P.O. Box 5927 .ص.ب
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المملكة العربية السعودية
Kingdom of Saudi Arabia
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مع أطيب التحيات
With Compliments

Back

@investsaudi

Brandmark
The brandmark is used in single colour black and positioned in the top left corner of the page. The size of the brandmark is 50mm.

"Fax"
English set in The Sans Semilight, Arabic set in The Sans Arabic Semilight, 15/18pt, ranged right, coloured black.

Contact details
Set in The Sans Semilight, 9/11pt, ranged left, coloured black.

Website
Set in The Sans Semibold, 9/11pt, ranged left, coloured black.

"To, Company, etc"
English set in The Sans Semilight, Arabic set in The Sans Arabic Semilight, 9/22pt, coloured black.

Line
The line stroke is 0.5pt and coloured black.

Please refer to the Stationery artwork files.

INVEST SAUDI

فاكس
Fax

To _____ إلى   From _____ من

Company _____ الشركة   Telephone _____ رقم

Fax number _____ الفاكس   Date _____ التاريخ

No. pages _____ عدد الصفحات

Subject _____ الموضوع

ص.ب. P.O. Box 5927
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Kingdom of Saudi Arabia
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Brandmark
The Arabic brandmark is used in full colour and positioned in the top right corner of the page. The size of the brandmark is 57mm.

"مذكرة داخلية"
Set in The Sans Arabic Semilight, 15/18pt, ranged left, coloured Leaf Green.

Contact details
Set in The Sans Arabic Semilight, 9/11pt, ranged right, coloured Grey.

Website
Set in The Sans Semibold, 9/11pt, ranged right, coloured Mint Green.

"To, from, etc"
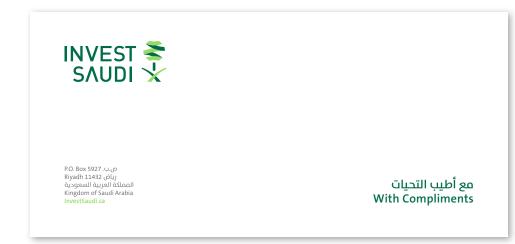Set in The Sans Arabic Semilight, 9/22pt, ranged left, coloured Grey.

Social media
The social media icons and username are positioned in the bottom left corner of the page, coloured Leaf Green and Grey, respectively. The username is set in The Sans Semilight, 9/11pt.

Line
The line stroke is 0.5pt and coloured Mint Green.

Please refer to the Stationery artwork files.

مذكرة داخلية

استثمر في السعودية

إلى
من
الموضوع
التاريخ

@investsaudi

ص.ب. 5927
رياض 11432
المملكة العربية السعودية
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INVEST SAUDI

Invest Saudi
Registered Name
CR 00000 – Riyadh

INVEST SAUDI

Invest Saudi
Registered Name
CR 00000 – Riyadh

Front

Back

INVEST
SAUDI

الابن الأب العائلة
Firstname M. Lastname

رقم الموظف Employee No.
00000

National ID
0000

صالح حتى Valid Until
12/31/2018

الرؤية

أن تكون المملكة إحدى الدول الأفضل
أداءً في الأسواق الاستثمارية

الرؤية

الالتزام
الثقة والمصداقية
التركيز على الأثر
الشراكة

عند العثور على هذه البطاقة تواصل معنا على
If you find this card, please contact us via

+966 11 2035555
HRDept@investsaudi.sa

10.00
LITERATURE

Back

Front

INVEST
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CULTIVATING
A FUTURE FOR
TOMORROW

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WHY SAUDI

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SAUDI

TOURISM AND
QUALITY OF LIFE

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استثمر في
السعودية

السياحة
وجودة الحياة

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GENERAL VALUE PROPOSITION

05

LARGEST MARKET IN THE GCC

NEW OPPORTUNITIES

NEED FOR NEW TALENT

A NEW ERA FOR THE PRIVATE SECTOR

COMMITMENT TO IMPROVE QUALITY & OUTCOME

INTRODUCTION

Several sectors in Saudi Arabia are emerging as they are key contributors and enablers to achieving the country's Vision 2030.

The Education & Training Sector is being reshaped in an effort to improve its quality and outcome.

The country is focusing on developing early childhood education, refining its national curriculum and training its teachers and educational leaders.

In addition, it is reforming the regulations paving the way for investors and the private sectors.

11.00
ADVERTISING

INVEST SAUDI

CULTIVATING A FUTURE FOR TOMORROW

Lorem ipsum dolor sit amet, consctetuer adipiscing elit, sed diam nonummy nibhs euismod tincidunt ut laoret dolore magna.

investsaudi.sa

@InvestSaudi

WITH SAUDIS SPENDING USD 66 BILLION ON TOURISM IN 2017

REACH OUT TO NEW OPPORTUNITIES

Annual visits to Saudi Arabia are expected to grow to 32 million in the next decade, with historical sites and breathtaking landscapes making it an ideal choice for foreign investments. And with Invest Saudi reshaping the investment enviroment in the Kingdom, it's never been easier.

Visit investsaudi.sa

INVEST SAUDI

السعودية تنفق
66 مليار دولار على
السياحة خلال عام 2017

اغتنم فرصاً جديدة

من المتوقع أن يزداد عدد الزيارات السنوية إلى المملكة العربية السعودية
لتبلغ ٣٢ مليون زيارة خلال السنوات العشرة القادمة، حيث أن المواقع التاريخية
والمناظر الطبيعية الخلابة ستجعل من المملكة خياراً مثالياً للاستثمارات الأجنبية.
ومع استثمر السعودية، فإن إعادة تشكيل بيئة الاستثمار في المملكة، سيكون
أسهل من أي وقت مضى.

تفضل بزيارة investsaudi.sa

استثمر في
السعودية
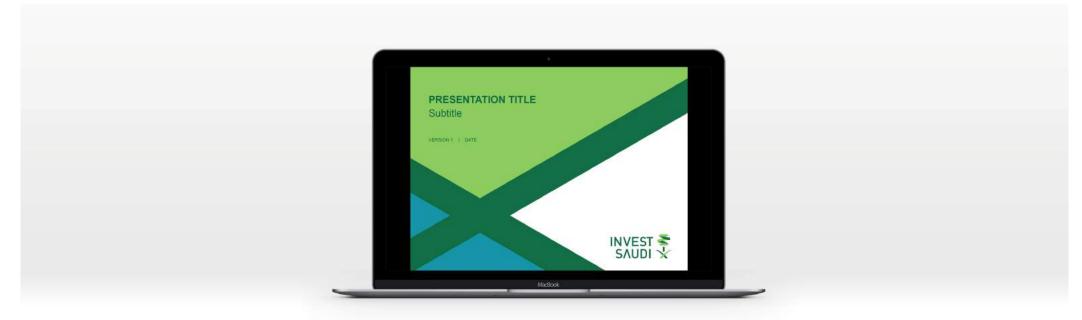
12.00
DIGITAL

INVEST SAUDI

Full name
Job Title

T +966 11 203 5777
F +966 12 2035778
M +966 50 234 5666
investsaudi.sa

@investsaudi

To: John Smith (john.smith@prospectiveinvestor.com)
Cc:
Subject: Invitation to Conference
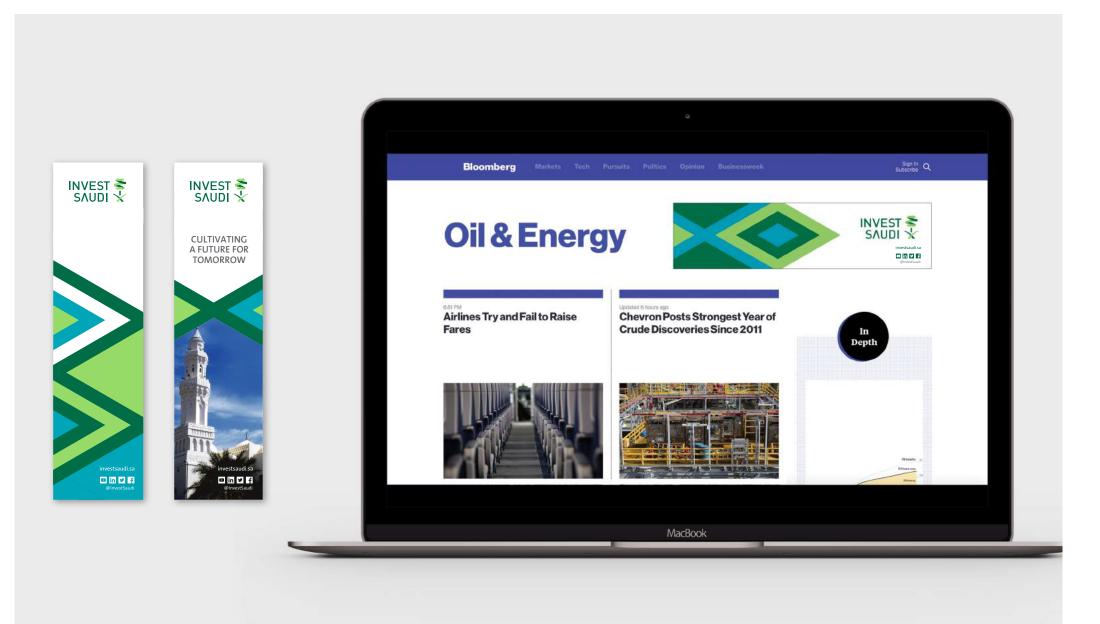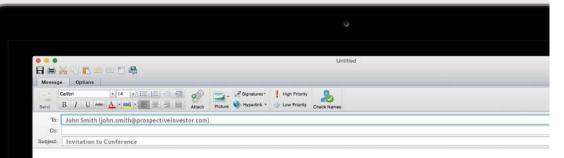
Dear Mr. Smith,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim ve tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.
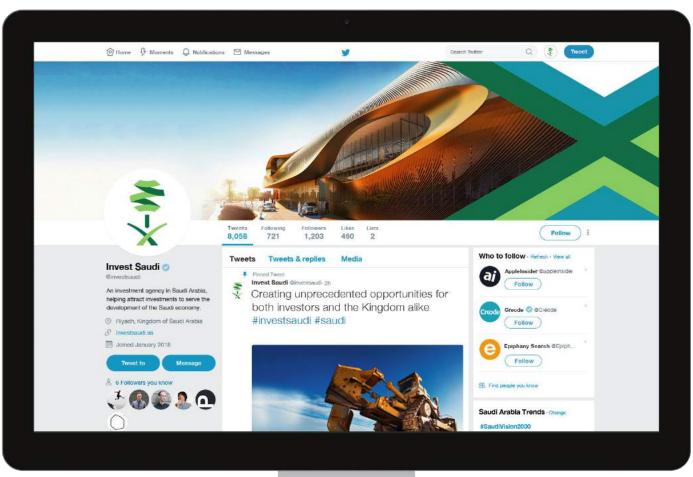
Kind regards,

INVEST SAUDI

Full name
Job Title
T +966 11 203 5777
F +966 12 2035778
M +966 50 234 5666
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@investsaudi

13.00
SIGNAGE

14.00
GIVEAWAYS

Printed spot UV brandmark
with a matte finish

INVEST SAUDI

Serving Arabic coffee is an important aspect of hospitality in Arab societies and considered a ceremonial act of generosity. Traditionally, coffee is prepared in front of guests. The most important or oldest guest is served first, filling a quarter of the cup, which can then be refilled.

Common practice is to drink at least one cup but not exceed three. The sheikhs and heads of tribes who serve Arabic coffee in their meeting spaces, elderly Bedouin men and women and owners of coffee trading shops are considered the main bearers.

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Includes a brief introduction to Saudi coffee culture

Debossed Sadu patterns

**15.00
CONTACT US**

HAVE ANY QUESTIONS?

Contact our Brand Management Department:
E: branding@sagia.gov.sa
T: +966 11 203 5357