Jameel Motorsport

Mandatory Brand Identity Guidelines   V3.2   I   February 2024

JAMEEL
motorsport

Content

Introduction

Jameel Motorsport - igniting the passion, ambition, innovation, sustainability, excitement and potential . . .

Motivated by the thrill of the race; the drive to succeed; to constantly improve; to push boundaries and limits; striving for pole position. It is our commitment to support talented individuals and teams need to pursue their passions.

These new Brand Identity guidelines are designed to inspire your creativity. Unleash the excitement of Jameel Motorsport - the pages ahead give you all the tools you'll need for the race . . .

3, 2, 1 . . . . Go!!!

Working to these Brand Identity Guidelines will help to build a strong and recognizable brand that delivers our messages effectively and promotes visual reinforcement and recognition.

We ask you to read and apply the basic rules fully, paying close attention to the conceptual examples designed to demonstrate how the identity elements are, and can be, used together to create the optimum look and feel in the spirit of the brand.

We hold master artwork files of all brand elements, so if you need any artwork or have any questions please contact the **Brand and Communications team**.

Brand Principles

Our Vision

Driving Ambition

Since 1997, we have been committed to encouraging Saudi Arabia's motorsport scene, creating opportunities at all levels. From supporting the legendary Saudi Arabian rally driver Captain Abdullah Bakhashab (WRC 1998-2002) in the 1997 Middle East Rally Championship, to initiating the first race in the Saudi Arabia in 2001 — the Toyota Race of Champions — to, most recently, the first allfemale Rally Jameel, we've strived to play a significant role in developing the sport.

Our Mission

Support key talent who are global heralds for the sport . . .

Nurture the next generation of race heroes . . . with innovative racing schools & events

Empower women in sport

Invest in sustainable innovative technology development

Develop motorsport nationally & support Saudi Vision 2030

Our Values

Respect

Improve

Pioneer

Empower

Visual Identity

Primary English Logo

Symbol

Registered Trademark

Wordmark

Descriptive

The Jameel Motorsport primary English logo is an important business asset and must be treated with respect at all times.

The logo is comprised of three elements: the "JAMEEL" 'Wordmark', Abdul Latif Jameel pentagon 'Symbol' and the "motorsport" 'Descriptor' locked together in a fixed relationship.

Primary Logotype:
The Primary Logotype (shown) is a vertically stacked color configuration of these elements and **MUST** be used **IN PREFERENCE** to all other versions unless recognized exceptional circumstances arise, e.g., spatial constraints.

DO NOT RECREATE:
For implementation purposes, always use the electronic artwork provided. Never attempt to redraw or recreate the logo.

Registered Trademark ®
The Pentagon Symbol is a registered trademark and the ® icon is a notice of ownership used in many countries to advise the public that a name, graphic device or both are registered, and to provide constructive notice of the legal ownership status of the trademark with which it is used.

Primary Arabic Logo

The Jameel Motorsport Arabic logo is designed specifically for use in Saudi Arabia **ONLY** and only when the use of the Arabic logo is mandatory.

The logo is comprised of three elements: the "JAMEEL" 'Wordmark', Abdul Latif Jameel pentagon 'Symbol' and the Arabic translation of "motorpsort" 'Descriptor' locked together in a fixed relationship.

Primary Logotype:
The Primary Logotype (shown) is a vertically stacked color configuration of these elements and **MUST** be used **IN PREFERENCE** to all other versions unless recognized exceptional circumstances arise, e.g., spatial constraints.

DO NOT RECREATE:
For implementation purposes, always use the electronic artwork provided. Never attempt to redraw or recreate the logo.

Registered Trademark ®
The Pentagon Symbol is a registered trademark and the ® icon is a notice of ownership used in many countries to advise the public that a name, graphic device or both are registered, and to provide constructive notice of the legal ownership status of the trademark with which it is used.

Registered Trademark

Symbol

Wordmark

Descriptive

Secondary English Logo

The Secondary Logotype (shown) is a horizontally arranged color configuration of these elements and **MUST ONLY** be used in recognized and approved exceptional circumstances arise, e.g., spatial constraints.

DO NOT RECREATE:
For implementation purposes, always use the electronic artwork provided. Never attempt to redraw or recreate the logo.

Registered Trademark ®
The Pentagon Symbol is a registered trademark and the ® icon is a notice of ownership used in many countries to advise the public that a name, graphic device or both are registered, and to provide constructive notice of the legal ownership status of the trademark with which it is used.

Secondary Arabic Logo

The Jameel Motorsport Secondary Arabic logo is designed specifically for use in Saudi Arabia **ONLY** and where the use of the Arabic logo is mandatory.

DO NOT RECREATE:
For implementation purposes, always use the electronic artwork provided. Never attempt to redraw or recreate the logo.

Registered Trademark ®
The Pentagon Symbol is a registered trademark and the ® icon is a notice of ownership used in many countries to advise the public that a name, graphic device or both are registered, and to provide constructive notice of the legal ownership status of the trademark with which it is used.

Combination Logo & Affilated Logo Placement

X   0.5 X   0.5 X

The Jameel Motorsport logo may appear next to local or international logos of other brands. If this is the case only the primary English or Arabic logo must be used.

We have created a grey line (Pantone 431 C) between the two logos with a space of 0.5 X should be kept around the Jameel Motorsport logo and between other logos.

DO NOT RECREATE:
For implementation purposes, always use the electronic artwork provided. Never attempt to redraw or recreate the logo.

Combination Logo & Affilated Logo Placement
Partnerships with Automotive OEM Brands or Vehicle Nameplate Brands

Primary vertical version

Seconday horizontal version

The Jameel Motorsport logo may be positioned alongside car brands such as Toyota, Ford, Peugeot, etc. This combination of logos is commonly employed in racing cars and uniforms. In such instances, both the primary and secondary logos can be displayed in either full color or as a reversed white version.

The space represented by the letter 'X' in the height of the JAMEEL wordmark should be utilized to determine the distance between the two logos.

It is imperative to consistently utilize the approved electronic artwork for implementation and adhere meticulously to the provided guidelines.

Logo Reproduction

Color logo reproduction

1

2

3

Reversed logo reproduction

1

2

3

There are different logo artwork files for varying reproduction requirements.

Color logo reproduction:
The color version of our logo should be used in the following situations:

1. On white backgrounds including vehicles, suit materials,stationary, merchandize, paper, painted walls or on screen.
2. On very light greys between about 1% and 8% tint of black.
3. On appropriate photographic backgrounds, positioned carefully in clear, very light areas.

There must always be sufficient contrast between the logo and the background.

Reversed logo reproduction:
The single logo white version should be used when full color printing is not available or when special print techniques are required.

The reversed-out version of our logotype should be used in the following situations:

1. On dark colors.
2. On appropriate photographic backgrounds, positioned carefully in clear, mid/dark areas.
3. On a black background, we have the option of using the partially reversed logo, with the Motorsport descriptor in red.

Please Avoid...

Our logo should always be reproduced from the master artwork provided. It should never be altered, re-drawn, re-colored or manipulated in any way.

This page shows some mistakes that should be avoided.

1. Do not disproportionately scale our logo
2. Do not use our logo in a shape
3. Do not change the color of our logo
4. Do not apply a drop shadow
5. Do not remove elements from our logo
6. Do not separate our logotype elements

1

2

3

4

5

6

Clear Space

X

X
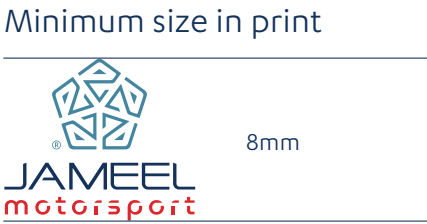
To ensure prominence and legibility, our logo is always surrounded by an area of clear space which remains free of other design elements, such as type and other logo.

The creation of the exclusion zone area for our logo is based on the size of the Arabic letter 'بَ' of the Symbol as demonstrated here. This is referred to as 'X'.

Minimum size
In print, our logo should not be used smaller than the size detailed here (8mm).

On screen, our logotype should not be used smaller than the size detailed here (60 pixels).

Minimum size in print

8mm

Minimum size on screen

60 pixels

Color Palette

1. Logo color palette

Prussian Blue	Abdul Latif Jameel Teal	Jameel Motorsport Red	White
Pantone 648C	Pantone 7697C	Pantone 1795C	C0 M0 Y0 K0
C100 M69 Y0 K56	C60 M0 Y5 K45	C0 M82 Y77 K18	R255 G255 B255
R0 G46 B93	R81 G133 B154	R210 G38 B48	#ffffff
#002e5d	#51859a	#d22630	

2. Communications color palette

Acid Pear	Jameel Motorsport Dusky Red	Robin Egg Turquoise	Shuttle Grey	Black
Pantone 388C	Pantone 1787C	Pantone 319C	Pantone 431C	C0 M0 Y0 K100
C3 M74 Y86 K9	C0 M72 Y69 K16	C79 M3 Y0 K17	C19 M8 Y0 K56	R0 G0 B0
R224 G231 B33	R213 G59 B65	R45 G204 B211	R91 G103 B112	#000000
#e0e721	#d53b41	#2dccd3	#5b6770	
75% tint	75% tint	75% tint	75% tint	75% tint
50% tint	50% tint	50% tint	50% tint	50% tint
25% tint	25% tint	25% tint	25% tint	25% tint

We have two complementary color palettes, each of which is used for specific application.

1. Logo color palette
This palette consists of:
- Abdul Latif Jameel Teal (Pantone 7697C) used in the Symbol.
- Prussian Blue (Pantone 648) used for the Wordmark.
- Jameel Motorport Red (Pantone 1795C) used for the Descriptor.
- White: Used for reversed-out white logo variants and as a background color in our communications.

2. Communications color palette
This palette consists of five colors:
- Acid Pear (Pantone 388C)
- Jameel Motorsport Dusky Red (Pantone 1787 C)
- Robin's Egg Tuquoise (Pantone 319C)
- Shuttle Grey (Pantone 431 C)
- Black 100%

Achieving color consistency across various media and substrates is not an exact science; it should be visually matched based on the unique requirements of each application. Additionally, additional tints of the communication colors can be employed for various media touchpoints.

Always use the correct color breakdown for the color space you are working with. CMYK is for off-screen use; RGB colors are for on-screen use.

Note:
Jameel Motorsport Red and Jameel Motorsport Dusky Red Pantone 1795C and 1787C are not the same as Toyota Red 186 C.

Color Proportions

Acid Pear	Robin's Egg Turquoise	Abdul Latif Jameel Teal	Prussian Blue	Jameel Motorsport Red	Jameel Motorsport Dusky Red	ShuttleGrey	White	Black
5%	5%	5%	5%	5%	20%	20%	15%	20%
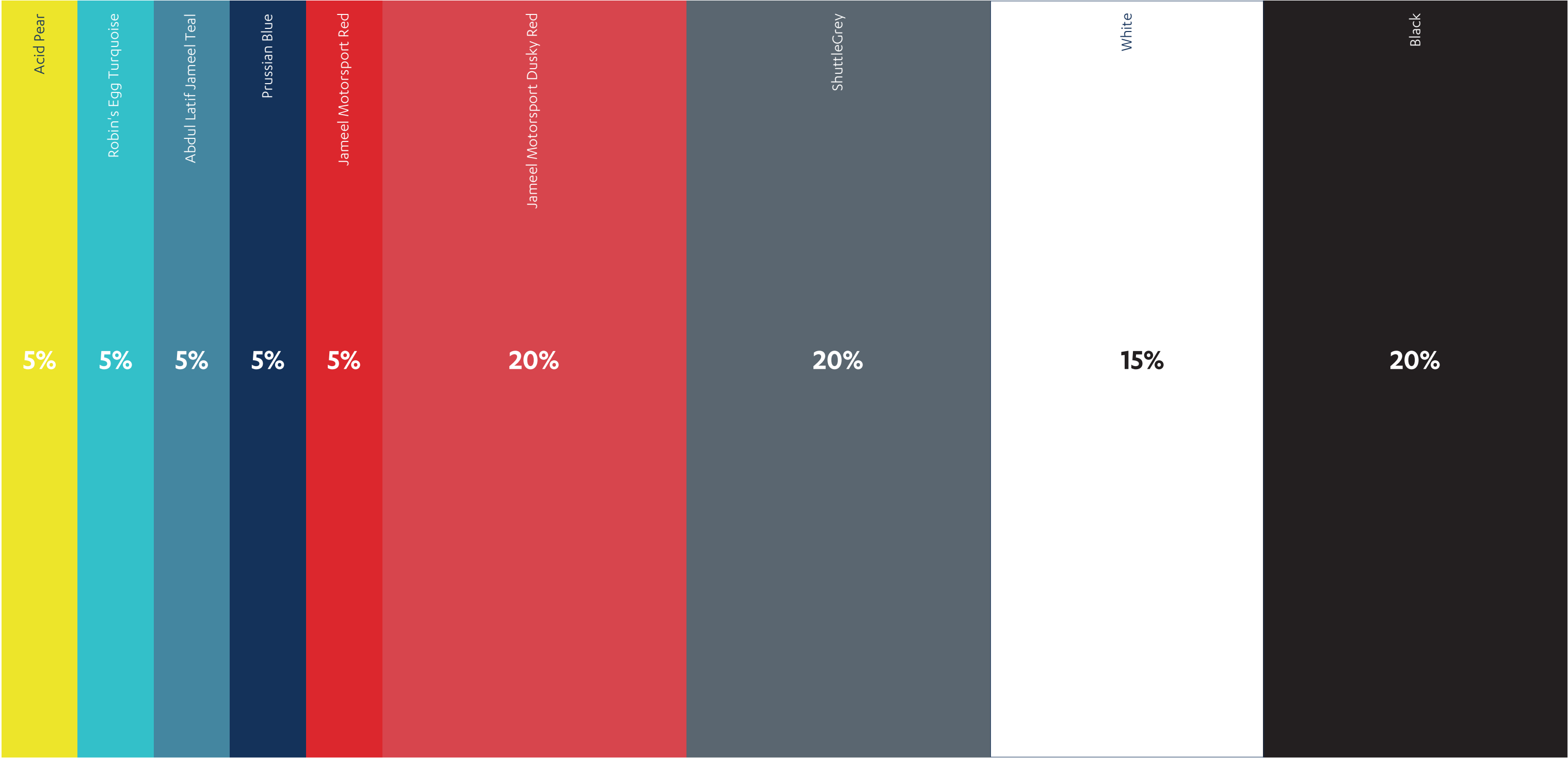
The color proportion guidelines are designed to enhance visual appeal while maintaining brand integrity.
Always refer to the official guidelines and approved electronic artwork for precise implementation.

- **Jameel Motorsport Dusky Red 20%**
  This vibrant color embodies our brand identity. Ensure a prominent but balanced presence, especially in key design elements such as headers, borders, or focal points.

- **Shuttle Grey 20%**
  Utilize Shuttle Grey to provide a sophisticated and neutral background, enhancing readability and creating visual hierarchy. It's an excellent choice for backgrounds and subtle design elements.

- **White 15%**
  White serves as a clean canvas, providing clarity and breathing space in your designs. Use it for backgrounds, text, and wherever a crisp, minimalist aesthetic is desired.

- **Black 20%**
  Black is a high-contrast color. It can be used to create a strong visual contrast with lighter colors, making text, images, or other elements stand out.

- **Accent Colors 5% each**
  - Acid Pear
  - Robin's Egg Turquoise
  - Abdul Latif Jameel Teal
  - Prussian Blue
  - Black

These accent colors add flair and visual interest to your designs. Use them sparingly to highlight specific elements, such as buttons, icons, or call-to-action sections.

Latin Character Languages Primary Typography

Karbon is our primary English and Latin character-based language communication font.

It has distinctive feel that evokes clarity, precision and trust. It is very readable even at small sizes, thanks to its simple construction.

We use the Thin, Light, Regular, Medium, Semi Bold and Bold weights of Karbon.

Please note:
A license is required to use this font.
Contact the **Brand and Communications team** for more details.

Karbon

Karbon Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£$%^&*()<>[]?/:;.

Karbon Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£$%^&*()<>[]?/:;.**

Karbon Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£$%^&*()<>[]?/:;.

Karbon Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£$%^&*()<>[]?/:;.

Karbon Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£$%^&*()<>[]?/:;.

Latin Character Language Machine & MS Office Use Typography

In some digital English applications or for general office use, it will not be appropriate or technically possible to use the Jameel Motorsport primary typeface Karbon. When this is the case, we recommend the use of our secondary typefaces (commonly installed pc fonts), Arial for English-based language communications.

We use Regular and Bold weights of Arial in all Microsoft Office Applications and other internal computer software.

Arial

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£$%^&*()<>[]?/:;.

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£$%^&*()<>[]?/:;.

Arabic Primary Typography

لوما

Luma Regular

س ز ر ذ د خ ج ح ث ت ب ق ف غ ع
ظ ط ض ص ش ي و ن ه ل ك
١٢٣٤٥٦٧٨٩٠!£$%()<>[]/:.

Luma SemiBold

**س ز ر ذ د خ ج ح ث ت ب ق ف غ ع
ظ ط ض ص ش ي و ن ه ل ك
١٢٣٤٥٦٧٨٩٠!£$%()<>[]/:.**

Luma Light

س ز ر ذ د خ ج ح ث ت ب ق ف غ ع
ظ ط ض ص ش ي و ن ه ل ك
١٢٣٤٥٦٧٨٩٠!$%()<>[]/:.

Luma Thin

س ز ر ذ د خ ج ح ث ت ب ق ف غ ع
ظ ط ض ص ش ي و ن ه ل ك
١٢٣٤٥٦٧٨٩٠!£$%()<>[]/:.

Luma has been specified as proprietary typeface for use in Arabic communications and is available in the following four weights:

- Luma Thin
- Luma Light
- Luma Regular
- Luma Semi Bold

Please note:
Should Luma be required, please contact the **Brand and Communications team.**

Arabic Machine & MS Office Typography Use

أريــــال

In some digital Arabic applications or for general office use, it will not be appropriate or technically possible to use the Jameel Motorsport primary typefaces; Luma. When this is the case, we recommend the use of our secondary typefaces (commonly installed pc fonts), Arial Arabic for Arabic-based language communications.

We use Regular and Bold weights of Arial Arabic in all Microsoft Office Applications and other internal computer software.

Arial Arabic Regular

س ز ر ذ د خ ح ج ث ت ب ق ف غ
ع ظ ط ضص ش ي و ن ه ل ك
١٢٣٤٥٦٧٨٩٠!£$٪()<>[]/:.

Arial Arabic Bold

**س ز ر ذ د خ ح ج ث ت ب ق ف غ ع ظ
ط ضص ش ي و ن ه ل ك
١٢٣٤٥٦٧٨٩٠!£$٪()<>[]/:.**

Japanese and Chinese Languages Typography

アクシス 造字工房
悦黑

Japanese Typeface
AXIS Std

Chinese Typeface
YueGothic

Axisは、弊社のコミュニケー
ション用の書体として承認され
たビジネス向けの和文フォント
です。

我司所有官方中文材料一律
采用造字工房悦黑体这一商用
中文字体。

1234567890

1234567890

[（＂&%?!$#@.,:;/″）]

[（＂&%?!$#@.,:;/″）]

Japanese Typeface
Our Japanese typeface for print is AXIS Std, available in a range of weights to ensure creative flexibility.

Chinese Typeface
Our Chinese typeface for print is RTWS YueGothic, available in three weights.

Please note
A license is required to use these fonts.
Contact the **Brand and Communications team** for more details.

Japanese and Chinese Languages Machine & MS Office Typography Use

Our typefaces for screen-based applications such as email, Microsoft Office suite applications (including MS PowerPoint, etc.) have been selected for their clarity and legibility, and where possible share some of the qualities of our print typography.

Japanese System Typeface
Our Japanese typeface for screen is Microsoft Gothic

Chinese System Typeface
Our Chinese typeface for screen is Microsoft YaHei

The two above fonts are utilized across all Microsoft Office Applications and other internal computer software

ゴシック 微软雅黑

Japanese Typeface
Microsoft Gothic

Chinese Typeface
Microsoft YaHei

は、弊社のコミュニケー

ション用の書体として承認され

たビジネス向けの和文フォント

です。

我司所有官方中文材料一律

采用造字工房悦黑体这一商用

中文字体。

1234567890

1234567890

[("&%?!$£€#@.,:;/")]

[("&%?!$#@.,:;/")]

Imagery

Racing & Action Photography

Motorsport is invariably a fast-paced and exciting activity.

It is also highly accessible, with hundreds of varied events taking place each year. A Digital or Film SLR camera is essential for good motorsport photography.

You will be trying to shoot some very fast-moving vehicles, so you need a camera that can react instantly, as soon as you press the shutter button.

It is essential to frame the subject to show maximum excitement and action and give the emotional feeling of racing even in still photographs.

Use lighting conditions to show mastery of the terrain, speed, or other factors that add to the spectator thrill.

All Jameel Motorsport images are accessible through our Abdul Latif Jameel Brand Portal 'brand.alj.com.' Explore a comprehensive collection of visuals capturing the essence of Jameel Motorsport, ensuring easy access for all authorized users.

Athlete & Driver Personality Photography

In the dynamic realm of motorsport, the faces and portraits of car athletes become a compelling narrative, telling stories of determination, focus, and raw passion.

Immersed in a world of speed and precision, these athletes reveal a mix of adrenaline-fueled intensity, disciplined precision and unwavering commitment.

A skilled photographer armed with a keen eye and the right equipment must seize these moments, freezing the essence of these individuals in portraits that convey the unique blend of skill, concentration, and the thrill of the race.

Each photograph becomes a window into the personal journey of these drivers, offering viewers a glimpse into the human and emotional side of a high-speed and exhilarating sport.

All Jameel Motorsport images are accessible through our Abdul Latif Jameel Brand Portal 'brand.alj.com.' Explore a comprehensive collection of visuals capturing the essence of Jameel Motorsport, ensuring easy access for all authorized users.

Photographic Treatment
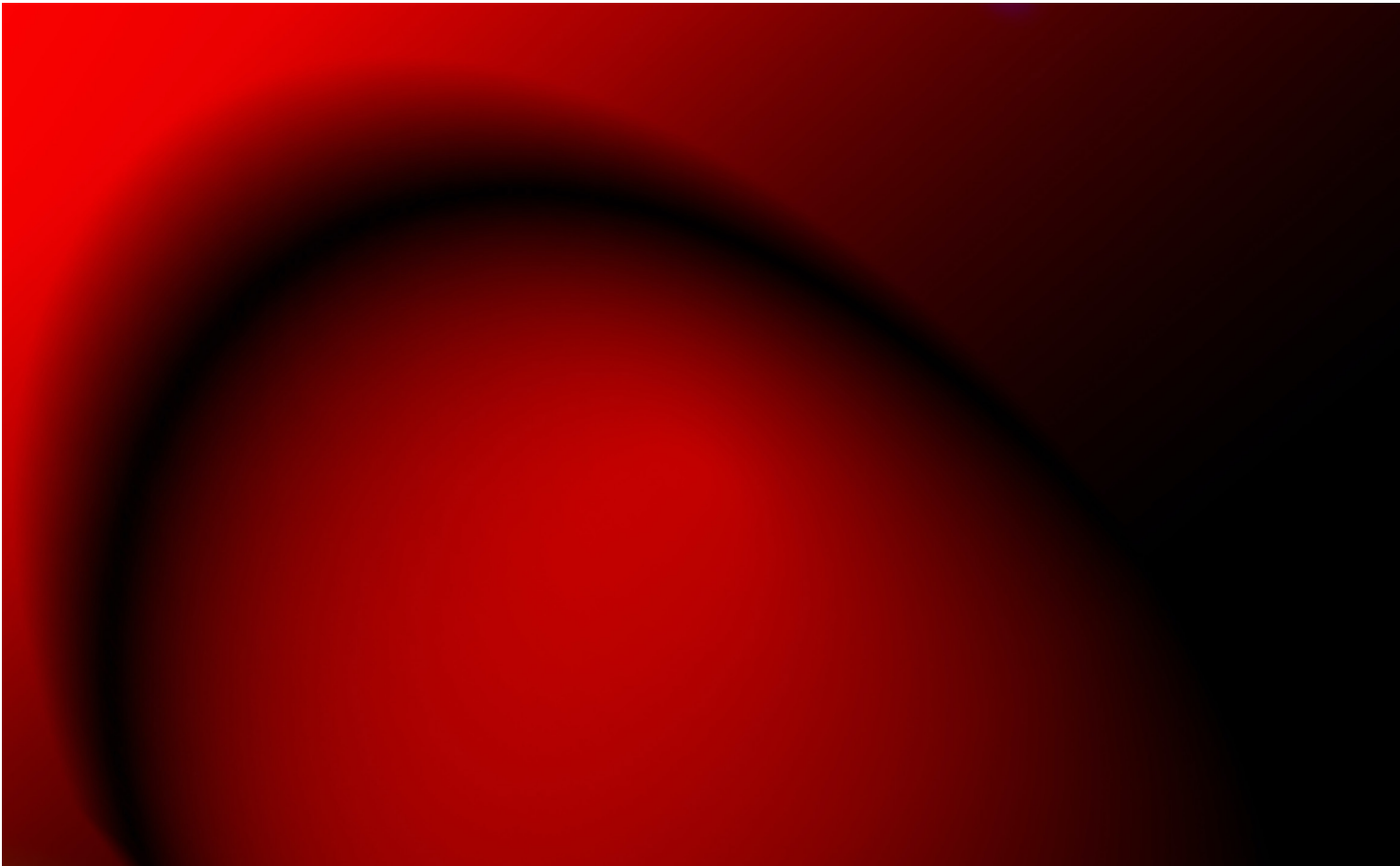
Transform your black and white car racing photos into captivating works of art with this step-by-step guide in Photoshop.

Duplicate the image layer, desaturate it, and selectively enhance red tones using the Selective Color tool.

Employ a layer mask to control where the red accents appear, experiment with blend modes for seamless integration, and finetune details with Dodge and Burn tools.

Further refine the composition with Curves for contrast. Save and share your enhanced creation, showcasing the dynamic energy and speed of car racing in a visually striking and artistic manner.
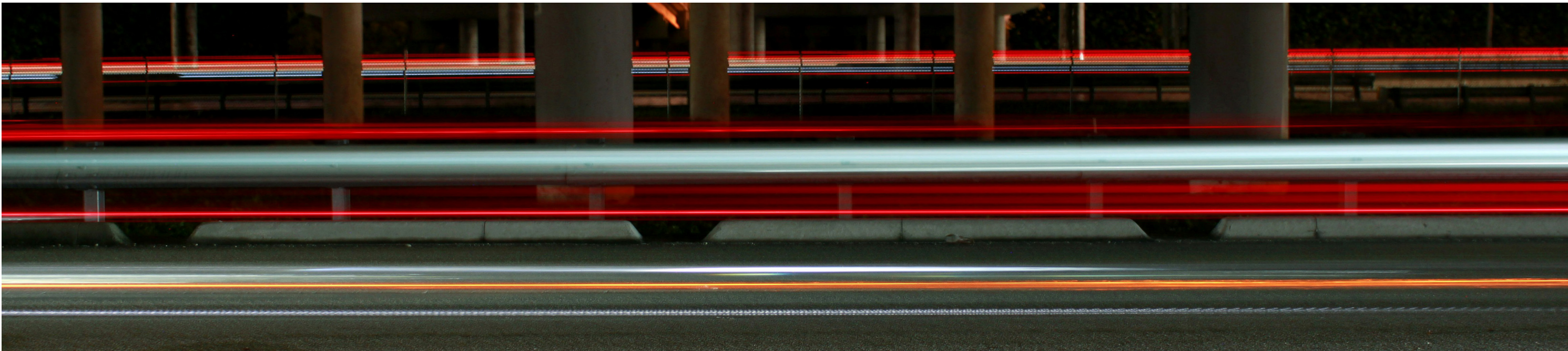
All Jameel Motorsport images are accessible through our Abdul Latif Jameel Brand Portal 'brand.alj.com.' Explore a comprehensive collection of visuals capturing the essence of Jameel Motorsport, ensuring easy access for all authorized users.

Our Brand Signature Motif

Our Brand Signature Motif:
A high-speed & dynamic graphic design element

Simplifying the concept, we've utilized the energetic light-trail lines from a speeding vehicle to craft a intriguing and vibrant dynamic signature graphic motif.

This dynamic graphic element, must be integrated across all Jameel Motorsport touchpoints, and will not only add excitement but also align with our brand's identity using the communication color palette.

This ensures a consistent and visually appealing presence across both digital and print materials.

The vibrant graphic element derived from speeding car light lines aren't limited to color; they can seamlessly transition to black and white as needed for the layout. This adaptability ensures flexibility in design, allowing the dynamic visuals to harmonize with diverse requirements across Jameel Motorsport touchpoints.
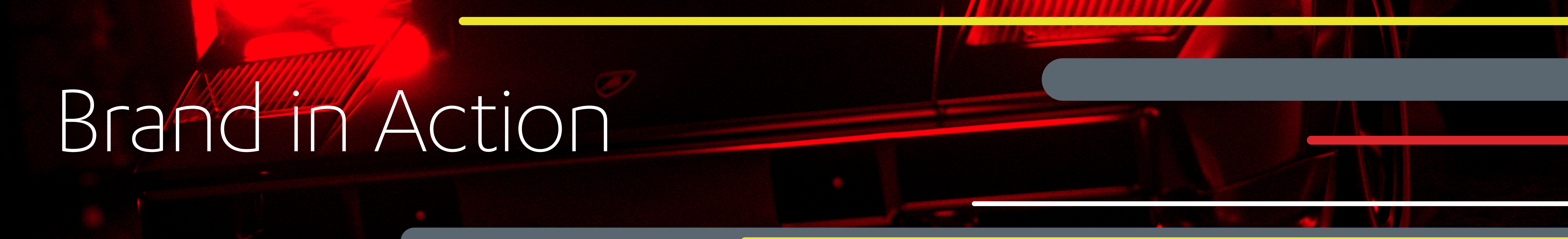
Our Brand Signature Motif:
Implementation Examples
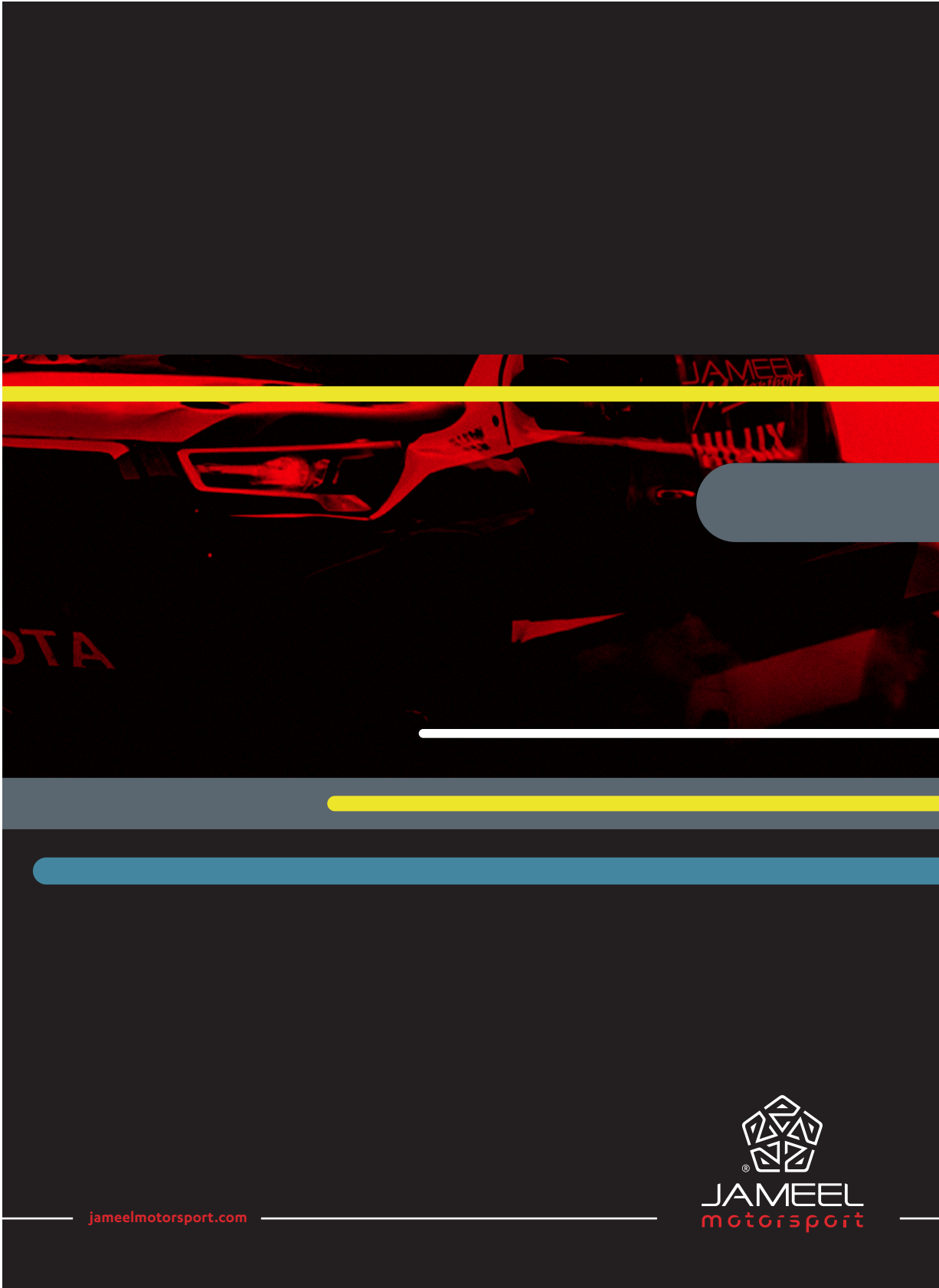
Incorporating dynamic graphic lines derived from speeding car light trails into brochures and ads offers a visually captivating element that adapts seamlessly to black, white, or red-treated photos.

When integrated into black or white photos, the lines effortlessly contribute to a harmonious color palette. On red-treated photos, these lines accentuate speed and energy, creating a cohesive and engaging visual.

Consistency across elements reinforces brand identity, while iterative testing allows for adjustments to achieve the desired visual impact. Collaboration with designers is essential to communicate the significance of these dynamic graphic lines, ensuring their seamless integration into the overall design narrative.

Brand in Action

Business Card

English front business card
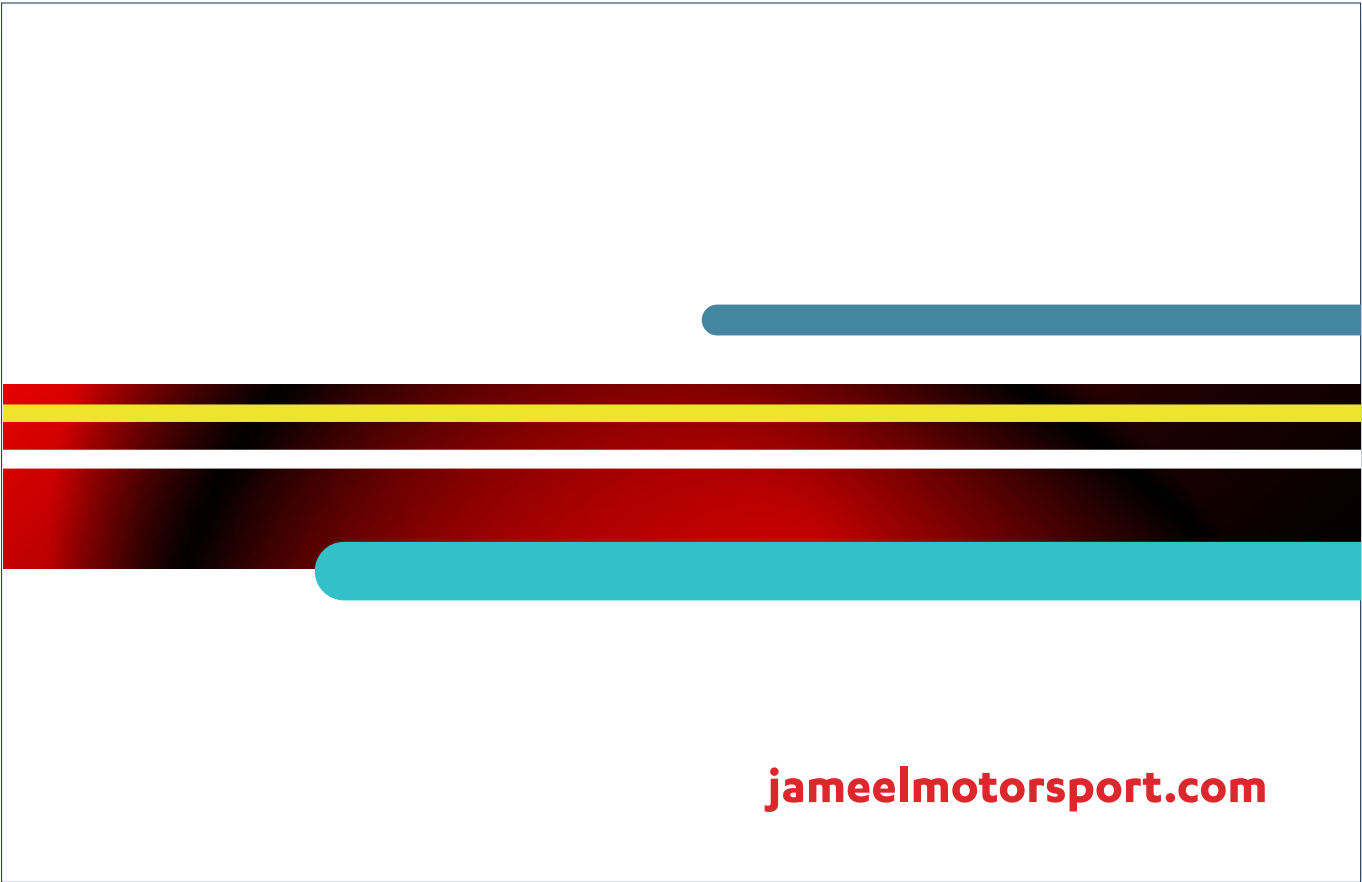
English back business card

For people in our organization, business cards are a prime communication element. Design and printing specifications are provided below.

Examples shown right demonstrate the use of our brand elements for Jameel Motorsport business card artwork.

Stock and format:
Size: 85mm (width) x 55 (height)
Stock: Conqueror CX22
Color: Diamond White
Weight: 350gsm
Margins: 5mm all around

Color settings:
Front & back printed in CMYK colors.

Letterhead & Memo

This page shows an example of our letterhead and memo printed on A4.

Stock and format
Size: A4 210mm (width) x 297mm (height)
Stock: Conqueror CX22
Color: Diamond White
Weight: 120gsm
Color setting

Color settings:
Front & back printed in CMYK colors.

Pre-printed type setting
Word type setting
Arial 10pt/13.5pt ranged left
Laser printed black

Letterhead

JAMEEL
motorsport

[INSERT DATE: DD, MM, YYYY]

[SALUTATION] [FIRST NAME] [LAST NAME]
[POSITION NAME]
[COMPANY NAME]
[ADDRESS LINE 1]
[ADDRESS LINE 2]
[POST/ZIPCODE] [CITY] [COUNTRY]

Dear [FIRST NAME] [LAST NAME],

Qui a dit aliquam quia il mi , ant eos eturionest qui nobis eos es estes remquis repudam fugit ut prat qui berumquas quiatquam, ocab oraerum reprem aliqui quid qui reperatur alit haris aut hillabor re nobitati alitatur? Quia pos aut lacerferi dolorendero.

Qui a dit aliquam quia il mi , ant eos eturionest qui nobis eos es estes remquis repudam fugit ut prat qui berumquas quiatquam, ocab oraerum reprem aliqui quid qui reperatur alit haris aut hillabor re nobitati alitatur? Quia pos aut lacerferi dolorendero.

Qui a dit aliquam quia il mi , ant eos eturionest qui nobis eos es estes remquis repudam fugit ut prat qui berumquas quiatquam, ocab oraerum reprem aliqui quid qui reperatur alit haris aut hillabor re nobitati alitatur? Quia pos aut lacerferi dolorendero.

Qui a dit aliquam quia il mi , ant eos eturionest qui nobis eos es estes remquis repudam fugit ut prat qui berumquas quiatquam, ocab oraerum reprem aliqui quid qui reperatur alit haris aut hillabor re nobitati alitatur? Quia pos aut lacerferi dolorendero te pa que nibeatust mint, ut et rerit vit est et esere voluta consecabor molor res dolenduciur? Cor a voloremod que mille debit liquia comnis renture.

[YOURS SINCERELY / YOURS FAITHFULLY]

[FIRST NAME] [LAST NAME]
[POSITION]

Abdul Latif Jameel Automotive Company Ltd
P.O. Box 248, Jeddah 21411, Kingdom of Saudi Arabia
Tel: +966 12 693 0000, Email: name.surname@alj.com   jameelmotorsport.com

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Memo

JAMEEL
motorsport

MEMO

To: First Name Surname, Second Name Surname
Cc: Name Surname
From: Name Surname
Date: June 15, 2023
Ref: Type Reference Here
Subject: Type Subject Here

Dear Name Surname
Qui a dit aliquam quia il mi , ant eos eturionest qui nobis eos es estes remquis repudam fugit ut prat qui berumquas quiatquam, ocab oraerum reprem aliqui quid qui reperatur alit haris aut hillabor re nobitati alitatur? Quia pos aut lacerferi dolorendero.

Qui a dit aliquam quia il mi , ant eos eturionest qui nobis eos es estes remquis repudam fugit ut prat qui berumquas quiatquam, ocab oraerum reprem aliqui quid qui reperatur alit haris aut hillabor re nobitati alitatur? Quia pos aut lacerferi dolorendero.

Qui a dit aliquam quia il mi , ant eos eturionest qui nobis eos es estes remquis repudam fugit ut prat qui berumquas quiatquam, ocab oraerum reprem aliqui quid qui reperatur alit haris aut hillabor re nobitati alitatur? Quia pos aut lacerferi dolorendero.

Qui a dit aliquam quia il mi , ant eos eturionest qui nobis eos es estes remquis repudam fugit ut prat qui berumquas quiatquam, ocab oraerum reprem aliqui quid qui reperatur alit haris aut hillabor re nobitati alitatur? Quia pos aut lacerferi dolorendero te pa que nibeatust mint, ut et rerit vit est et esere voluta consecabor molor res dolenduciur? Cor a voloremod que mille debit liquia comnis renture.

End of Memo
Name Surname
Designation

jameelmotorsport.com

Press Release & Internal Announcement

This page shows an example of our press release and announcement printed on A4.

Stock and format
Size: A4 210mm (width) x 297mm (height)
Stock: Conqueror CX22
Color: Diamond White
Weight: 120gsm
Color setting

Color settings:
Front & back printed in CMYK colors.

Pre-printed type setting
Word type setting
Arial 10pt/13.5pt ranged left
Laser printed black

PRESS RELEASE

Qui a dit aliquam quia il mi , ant eos eturionest qui nobis eos es estes remquis repudam fugit ut prat qui berumquas quiatquam, ocab oraerum reprem aliqui quid qui reperatur alit haris aut hillabor re nobitati alitatur? Quia pos aut lacerferi dolorendero. Qui a dit aliquam quia il mi , ant eos eturionest qui nobis eos es estes remquis repudam fugit ut prat qui berumquas quiatquam, ocab oraerum reprem aliqui quid qui reperatur alit haris aut hillabor re nobitati alitatur? Quia pos aut lacerferi dolorendero.

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jameelmotorsport.com

ANNOUNCEMENT

[INSERT DATE: DD, MM, YYYY]

[SALUTATION] [FIRST NAME] [LAST NAME]
[POSITION NAME]
[COMPANY NAME]
[ADDRESS LINE 1]
[ADDRESS LINE 2]
[POST/ZIPCODE] [CITY] [COUNTRY]

Dear [FIRST NAME] [LAST NAME],

Qui a dit aliquam quia il mi , ant eos eturionest qui nobis eos es estes remquis repudam fugit ut prat qui berumquas quiatquam, ocab oraerum reprem aliqui quid qui reperatur alit haris aut hillabor re nobitati alitatur? Quia pos aut lacerferi dolorendero.

Qui a dit aliquam quia il mi , ant eos eturionest qui nobis eos es estes remquis repudam fugit ut prat qui berumquas quiatquam, ocab oraerum reprem aliqui quid qui reperatur alit haris aut hillabor re nobitati alitatur? Quia pos aut lacerferi dolorendero.

Qui a dit aliquam quia il mi , ant eos eturionest qui nobis eos es estes remquis repudam fugit ut prat qui berumquas quiatquam, ocab oraerum reprem aliqui quid qui reperatur alit haris aut hillabor re nobitati alitatur? Quia pos aut lacerferi dolorendero.

Qui a dit aliquam quia il mi , ant eos eturionest qui nobis eos es estes remquis repudam fugit ut prat qui berumquas quiatquam, ocab oraerum reprem aliqui quid qui reperatur alit haris aut hillabor re nobitati alitatur? Quia pos aut lacerferi dolorendero te pa que nibeatust mint, ut et rerit vit est et esere voluta consecabor molor res dolenduciur? Cor a voloremod que mille debit liquia comnis renture.

[YOURS SINCERELY / YOURS FAITHFULLY]

[FIRST NAME] [LAST NAME]
[POSITION]

jameelmotorsport.com

Envelopes

C3/C4 Envelope

C5 Envelope

DL Envelope

Stock and format
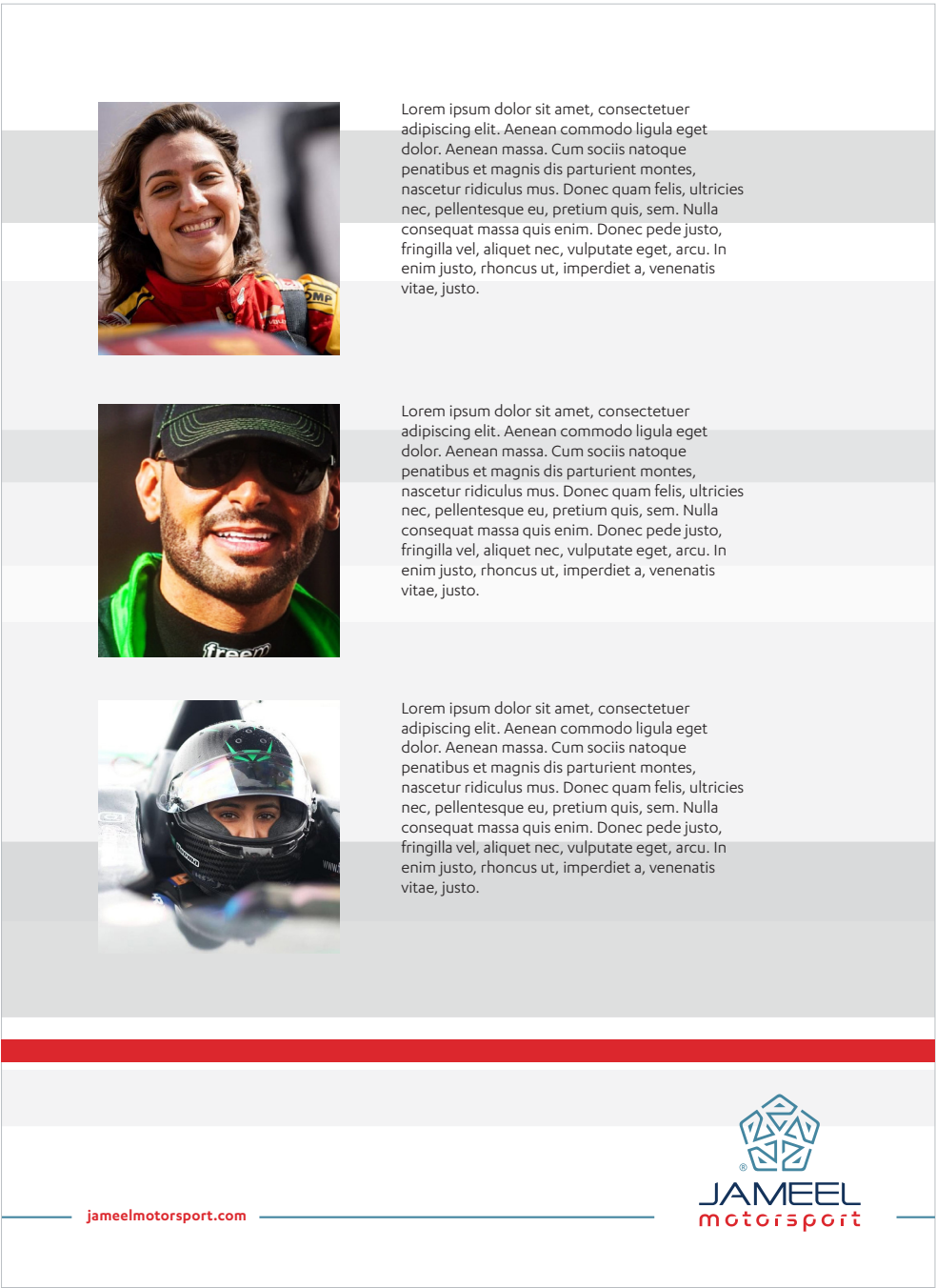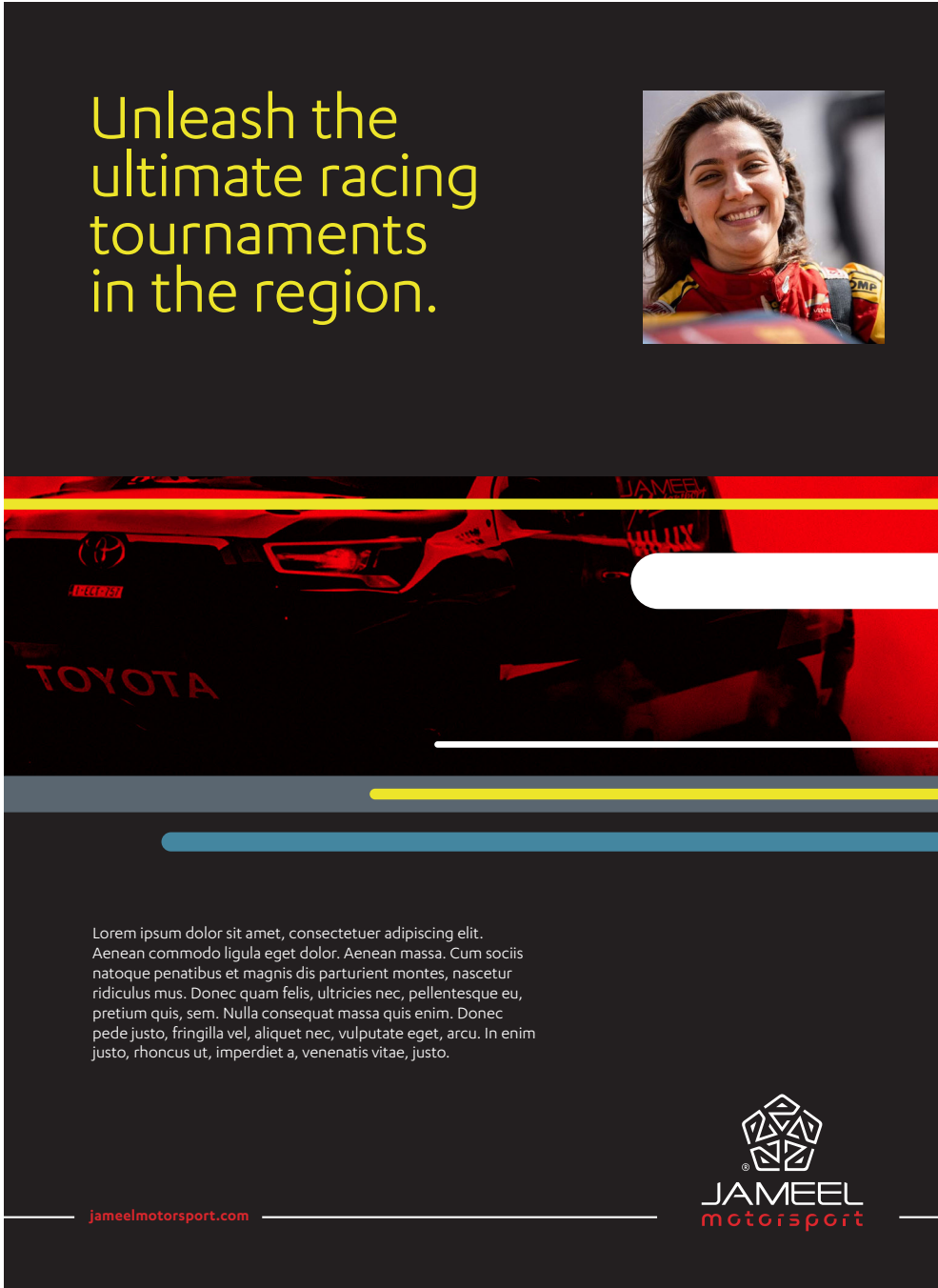Size: C3, 458mm (width) x 324mm (height)
Size: C4, 324mm (width) x 229mm (height)
Size: C5, 229mm (width) x 162mm (height)
Size: DL, 220 (width) x 110 (height)

Stock: Conqueror CX22
Color: Diamond White
Weight: 120gsm

Color settings:
Front & back printed in CMYK colors.

Printed Collateral Examples

Infusing dynamic graphic lines inspired by the swift trails of speeding cars into Jameel Motorsport collaterals provides a visually captivating element that effortlessly harmonizes with black, white, or red-treated photos.

When seamlessly integrated into black or white images, these lines effortlessly contribute to a cohesive color palette. In contrast, on red-treated photos, they dynamically accentuate speed and energy, creating an engaging visual narrative.

Ensuring consistency across elements becomes paramount, reinforcing brand identity throughout various sections. The iterative testing process allows for meticulous adjustments, fine-tuning to achieve the intended visual impact. Collaborating closely with designers is imperative, as it facilitates effective communication regarding the significance of these dynamic graphic lines and ensures their seamless integration into the overarching design narrative.

Digital Platforms Examples

The vibrant graphic lines, adaptable to various color treatments, elevate our online presence by adding a sense of motion and excitement. Whether on our website, social media platforms, or digital campaigns, the dynamic graphic lines serve as a unifying visual thread, reinforcing the high-speed, energetic essence of Jameel Motorsport.

Consistency is key, ensuring a cohesive and engaging brand experience for our digital audience. Explore the synergy of technology and design as we bring the thrill of the race to life in the digital realm.

Social Media Post Examples

Instagram

Facebook

LinkedIn

Here are some social media posting guidelines on Facebook, Instagram and LinkedIn.

Facebook:
Use high quality photos (1400x925 pixels is ideal). The English Jameel Motorsport logo placement must be at bottom left of the post.

Instagram:
Use high quality photos (925x925 pixels is ideal). The English Jameel Motorsport logo placement must be at the bottom left of the post.

LinkedIn:
Use high quality photos (625x1200 pixels is ideal). The English Jameel Motorsport logo placement must be at the bottom left of the post.

All social media templates (PSD files) are available in our Brand Portal, please contact the **Brand and Communications team** to provide you with an access to these files.

Presentation Template Examples
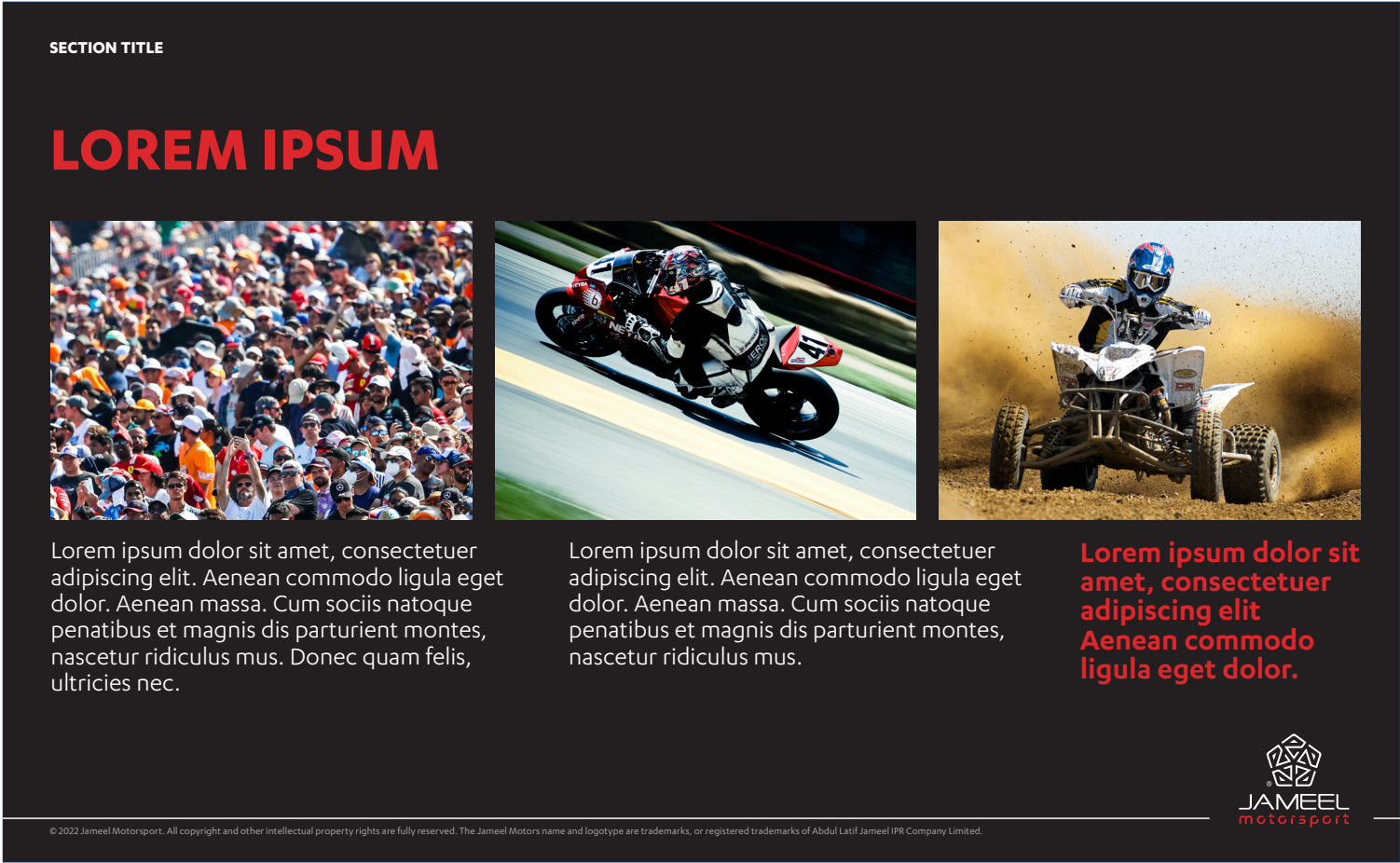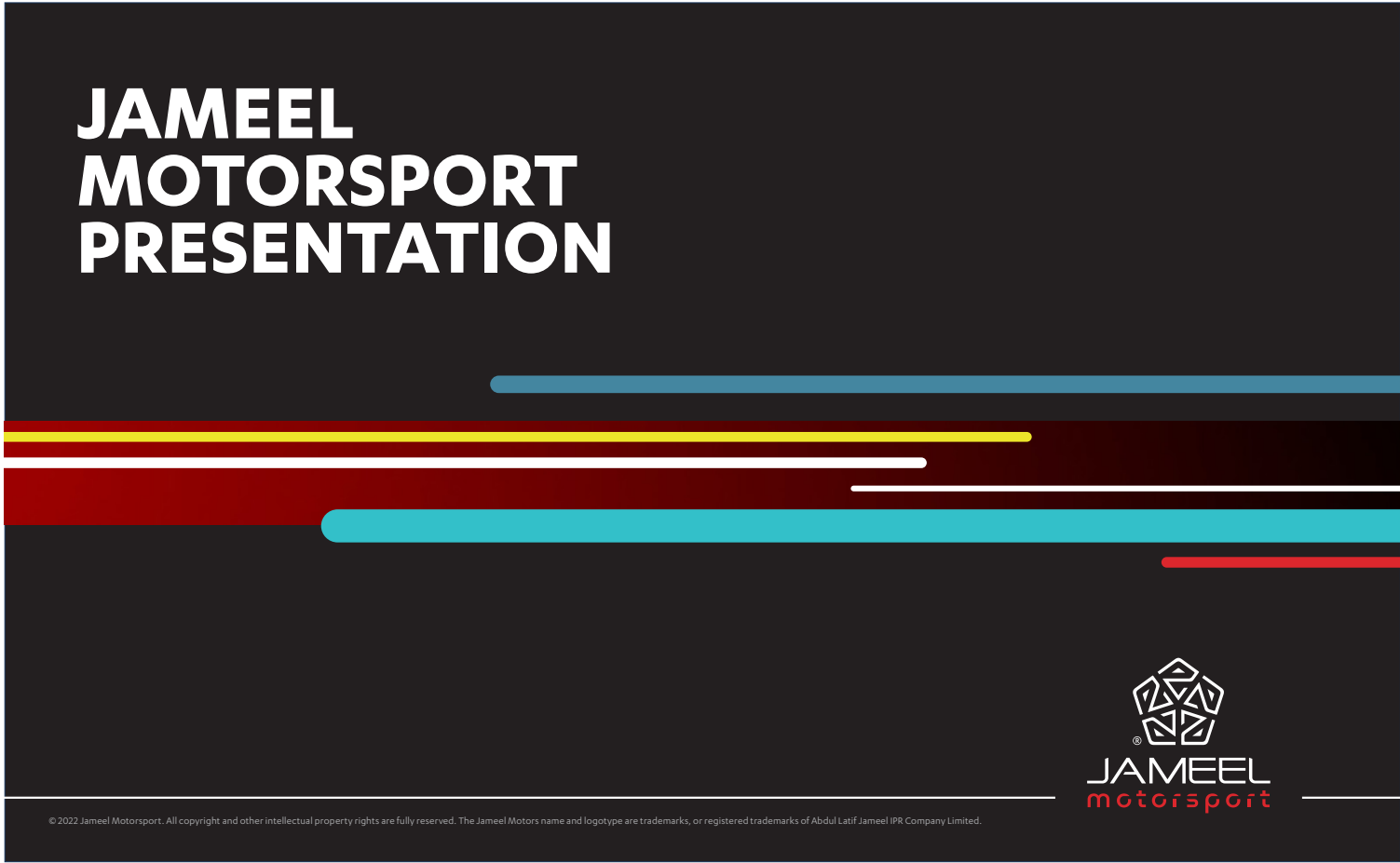
Crafting a compelling PowerPoint presentation with Jameel Motorsport brand elements is straightforward and impactful. The Powerpoint template uses the Jameel Motorsport color palette, dynamic graphic lines, and prominent logo placement.

Make sure to use Arial font and high-quality imagery that aligns with our energetic brand identity. Maintain a consistent design approach, ensuring clarity in content hierarchy and strategic use of brand elements.

Signage

Vertical Logotype for Signage Usage Only

The vertical arrangement of the Symbol and Wordmark of Jameel Motorsport logo has been developed specifically for use on totems and vertical banners and flags.

This is not an official 'variant' of the Abdul Latif Jameel logotype and has been created solely to accommodate the unique format of those applications. The vertical arrangement must not be used on any other format or as a 'design feature'.

Always use approved master artwork and do not attempt to recreate any artwork.

Logotype Usage on Signage Examples

We strategically employ both the Jameel Motorsport vertical and horizontal logos based on the shape of the signage platform alongside our car partner brands.

The vertical logo stands tall, commanding attention and emphasizing the brand's dynamic essence, while the horizontal variant exudes a sleek and streamlined identity. Placing these logos strategically on racing signage not only reinforces the Jameel Motorsport brand but also establishes a cohesive visual partnership with our car brand collaborators.

For implementation purposes, always use the electronic artwork provided. Never attempt to redraw or recreate the logo.

Logo on Flags

When integrating the logo onto flags, consider utilizing the white version for darker backgrounds to ensure optimal visibility and contrast. For lighter-colored flags, the full-color logo can be employed, highlighting the vibrancy of our brand identity.

This approach ensures a harmonious and striking presentation across diverse flag colors, allowing the Jameel Motorsport logo to stand out proudly, no matter the backdrop. Consistency in logo application enhances brand recognition and reinforces our presence in the dynamic world of motorsport.

For implementation purposes, always use the electronic artwork provided. Never attempt to redraw or recreate the logo.

Partnership Pop-up

Incorporating the Jameel Motorsport logo on partner sponsorship popups is a strategic way to enhance brand visibility and strengthen collaborative relationships.

When integrating our logo into these popups, prioritize clarity and prominence to ensure instant recognition. The placement should be well-balanced within the popup design, allowing the Jameel Motorsport logo to seamlessly coexist with partner branding elements.

Primary Logotype:
The Primary Logotype (shown) is a vertically stacked color configuration of these elements and **MUST** be used **IN PREFERENCE** to all other versions unless recognized exceptional circumstances arise, e.g., spatial constraints.

DO NOT RECREATE:
For implementation purposes, always use the electronic artwork provided. Never attempt to redraw or recreate the logo.

Registered Trademark ®
The Pentagon Symbol is a registered trademark and the ® icon is a notice of ownership used in many countries to advise the public that a name, graphic device or both are registered, and to provide constructive notice of the legal ownership status of the trademark with which it is used.

Video Guidelines

Video General Sequence Mandatory Assets

At the start of the video, use the intro ident of positive full color logo on white opening screen.

And upcoming star Maha Al-Hamali, following her success in the Saudi Toyota Rallies.

- The upper black bar is used to place Jameel Motorsport flag ident which must be located at the top right corner of the video.
- The lower black bar is used for in-video subtitles
- Both black bars must not be used during the intro and outro idents.
- All videos require voice over in English (and other languages as requested necessary).

At the end of the video use the outro ident we use 100% white reverse-out on red background.

The Jameel Motorsport videos play a pivotal role in connecting with our audience, particularly in the current digital era where video consumption is at its peak.

These videos serve as a dynamic platform, engaging our customers through compelling storytelling, informative product demonstrations, and valuable content.

Consistency is key in fortifying our brand presence, extending to our video content.

By adhering to a uniform brand voice, style, and messaging across all videos, we enhance our brand identity, facilitating easier recognition and recall for our customers.

To ensure this consistency, comprehensive video guidelines have been crafted for our production and editing teams.

These guidelines detail the use of an intro ident, upper and lower black bars, an animated logo flag, and an outro ident, all aimed at creating a cohesive visual experience. For further information, please refer to the following pages.

Intro ident - Positive Animated Logotype with Audio Signature & Sound Effect
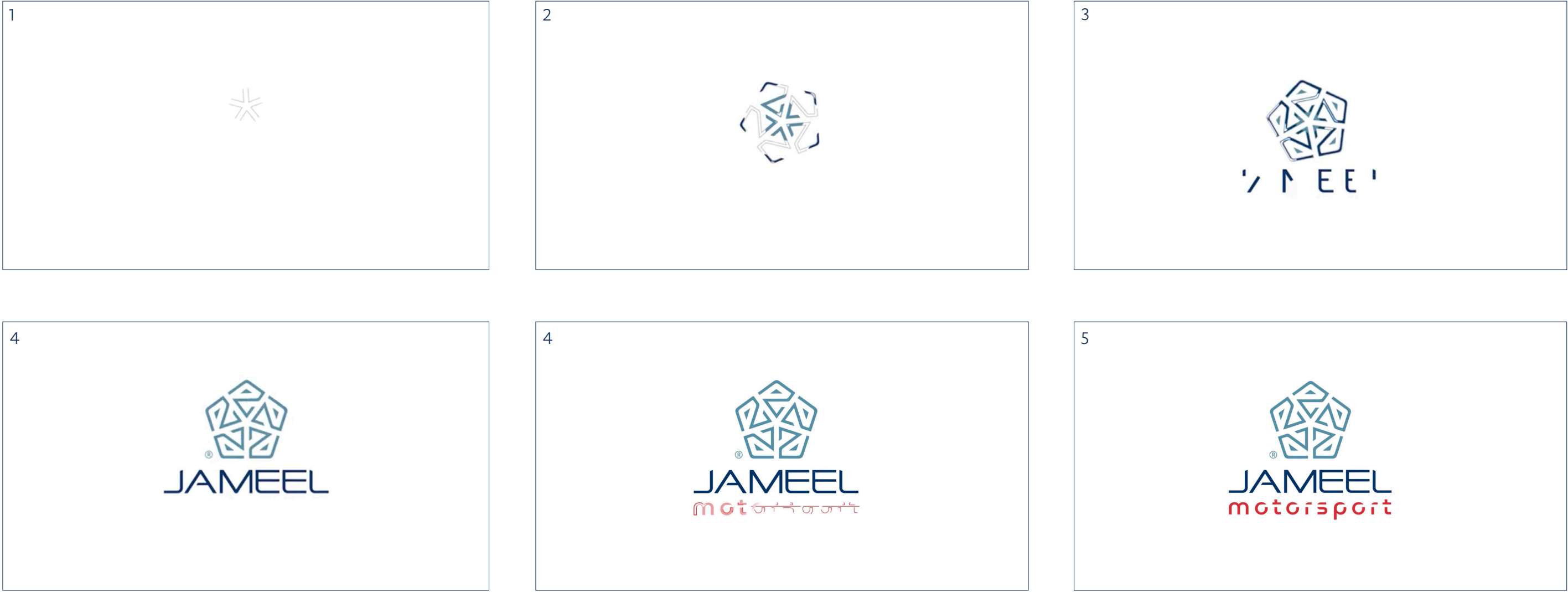
Primary Intro Ident:
Here is the introductory identification sequence featuring the positive Jameel Motorsport logo against a white background.
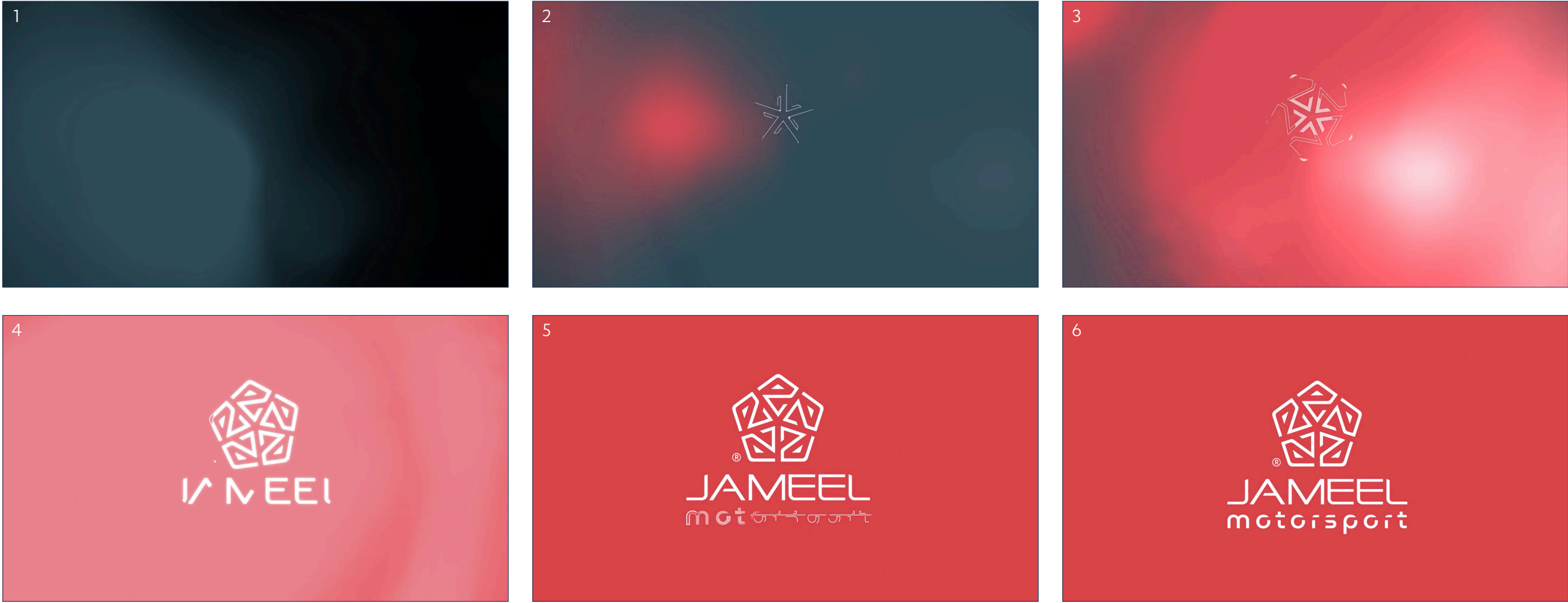
The Abdul Latif Jameel branded corporate audio signature is complemented by the sound of a racing car at the conclusion of the animation.

This animation MUST be used at the beginning of each video. This applies to social media and Jameel Motorsport corporate videos.

No attempt should be made to recreate the intro ident. A full suite of video files for every format are available at the Abdul Latif Jameel Brand Portal: https://brand.alj.com

If an additional version is required, please contact the **Brand and Communications team**.

Intro ident - Reversed Logotype on Color Palette Sweep Animation with Audio Signature & Sound Effect

Secondary Intro Ident:
You can also use the alternative intro ident sequence using the reversed 100% white reverse-out logo on moving/animated high-impact/Dark Teal & Jameel Motorsport Dusky Red color backgrounds.

The Abdul Latif Jameel corporate audio signature is complemented by the sound of a passing race car at the conclusion of the animation.

Use is mandatory.

This animation may be used at the beginning of each video. This applies to social media and Jameel Motorsport corporate videos.

No attempt should be made to recreate the intro ident. A full suite of video files for every format are available on our Brand Portal: https://brand.alj.com

A reversed white logo on black background is also available. If an additional version is required, please contact the **Brand and Communications team**.

Outro Ident: Positive Animated Logotype with Color Palette Sweep Audio Signature, Sound Effect & Social Media Icons/URL

Secondary Outro:
At the end of the video you can also use the alternative outro ident sequence using the positive Jameel Motorsport English logo on a white background.

The Abdul Latif Jameel audio signature is complemented by the sound of a passing race car at the conclusion of the animation.

Use is mandatory.

This version includes social media icons, a 'Like/Comment/Share' call-to-action and the website URL.

This version should be used for social media Jameel Motorsport corporate videos.

No attempt should be made to recreate the intro ident. A full suite of video files for every format are available on our Brand Portal: https://brand.alj.com

If an additional version is required, please contact the **Brand and Communications team**.

Outro Ident: Reversed Animated Logotype with Color Palette Sweep Audio Signature, Sound Effect & Social Media Icons/URL
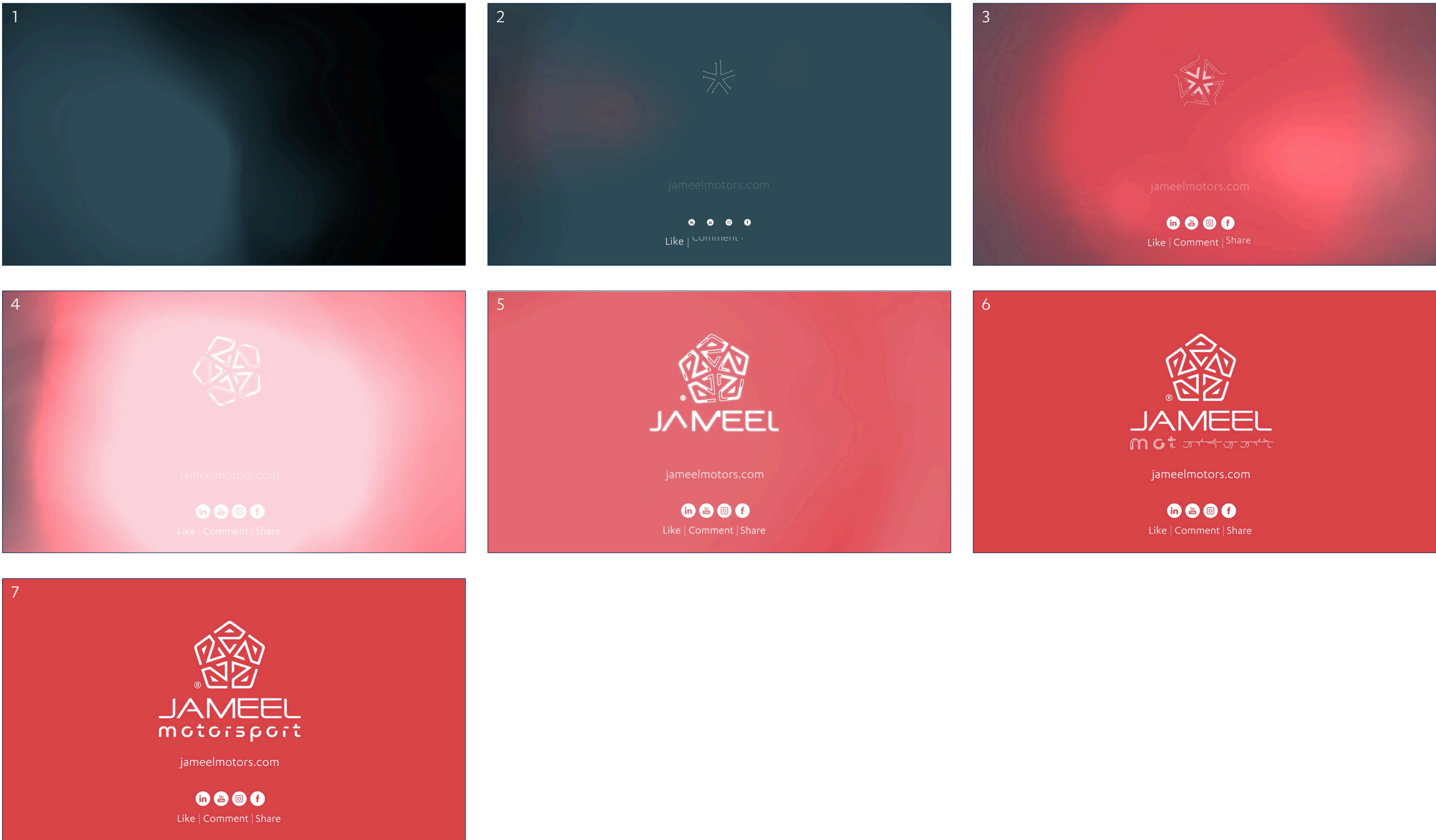
Primary Outro Ident:
This is the Primary Outro Idert sequence using the reversed 100% white reverse-out logo on moving/animated high-impact/ Dark Teal &and Jameel Motorsport Dusky Red color backgrounds.

The Abdul Latif Jameel audio signature is complemented by the sound of a passing race car at the conclusion of the animation. This animation applies to social media and Jameel Motorsport corporate videos.

Use is mandatory.

The Jameel Motorsport website URL, social media icons, and "Like/Comment/Share" call-to-action is added.

No attempt should be made to recreate the intro ident. A full suite of video files for every format are available on the Abdul Latif Jameel Brand Portal: https://brand.alj.com

A reversed white logo on black background is also available. If an additional version is required, please contact the **Brand and Communications team**.

Waving Flag Animated Logotype
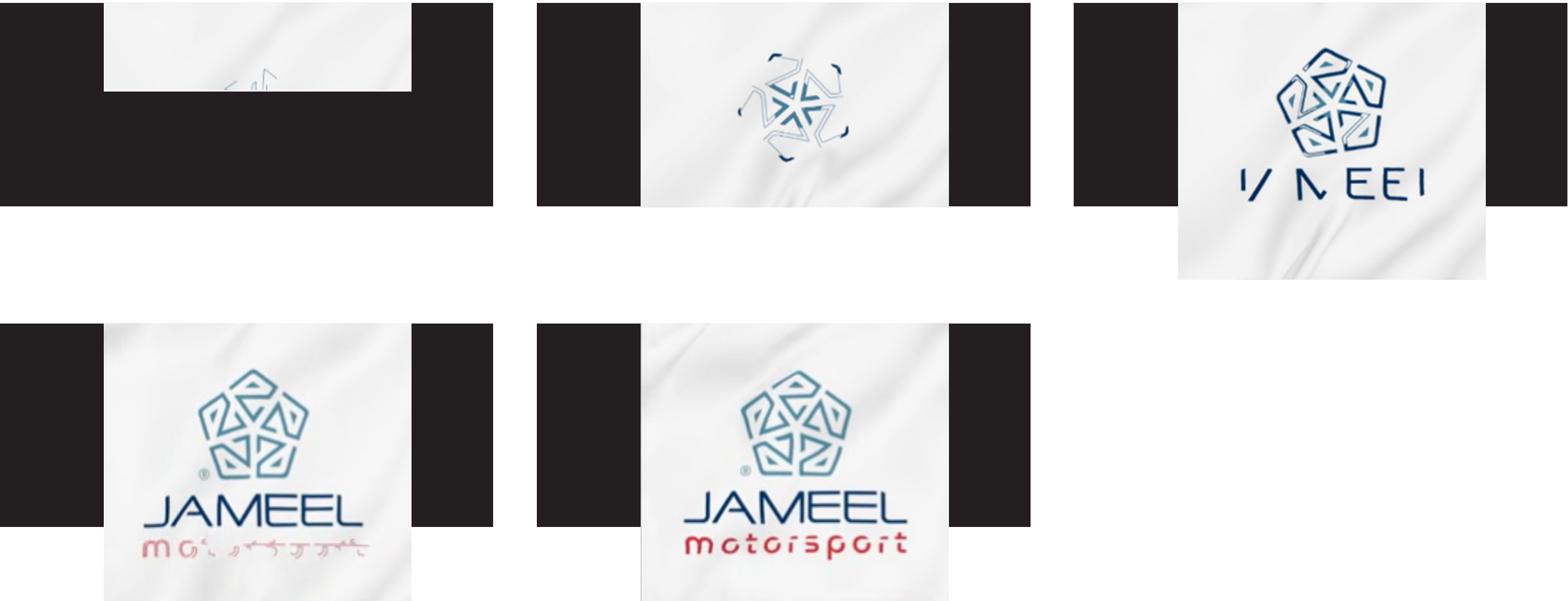
In addition to video intro and outro idents, we created the Jameel Motorsport animated flag logo to be placed at the top right corner of the video and used for the entire video except for the intro and outro idents.

This keeps our brand logotype firmiy in view.

This applies to ALL social media and Jameel Motorsport corporate videos.
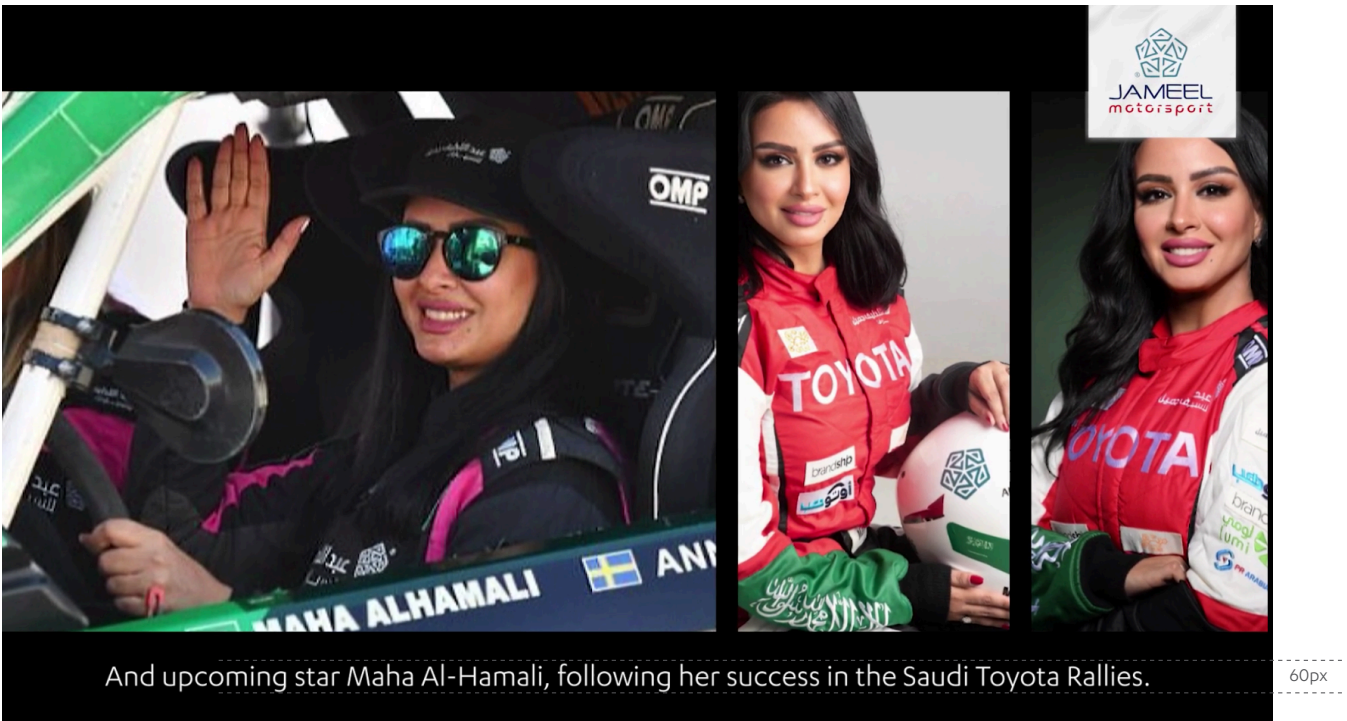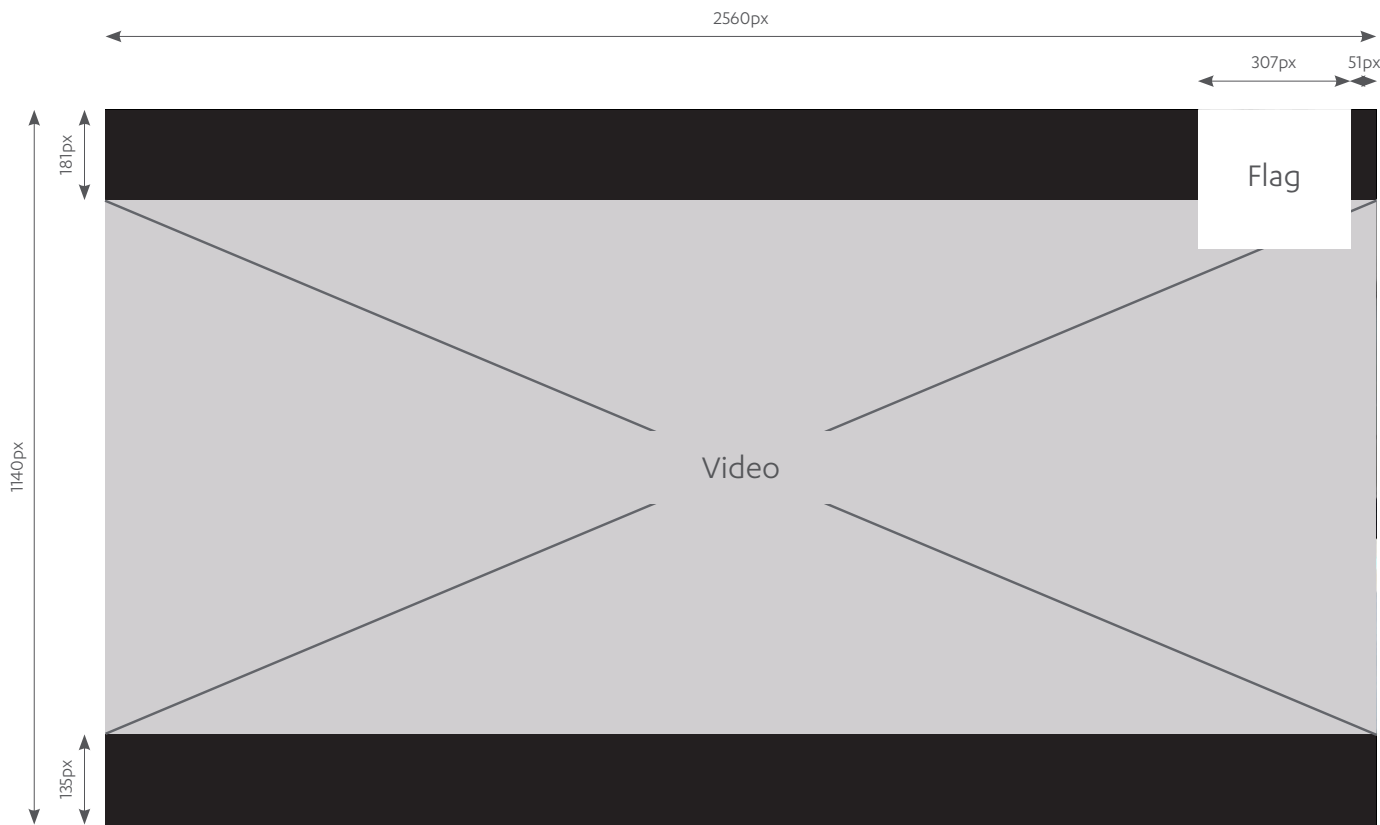
Use is mandatory.

No attempt should be made to recreate the intro ident. A full suite of video files for every format are available on our Brand Portal: https://brand.alj.com
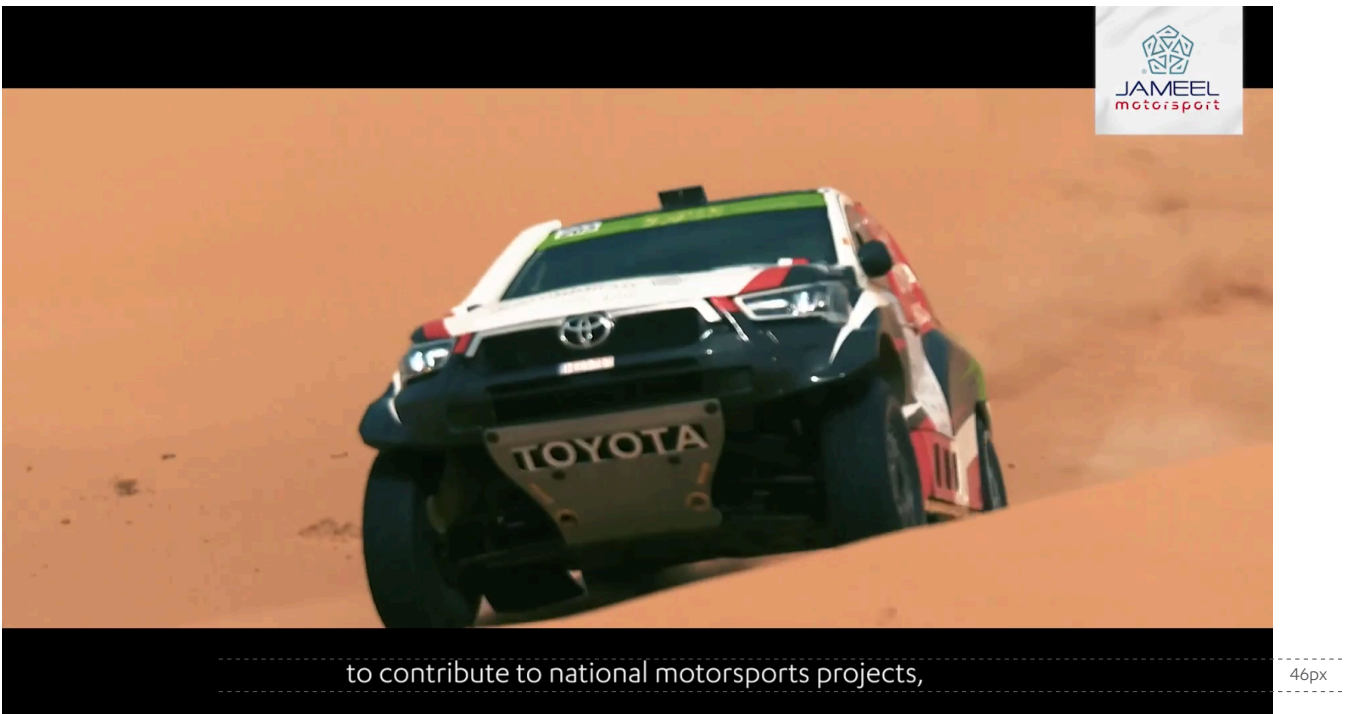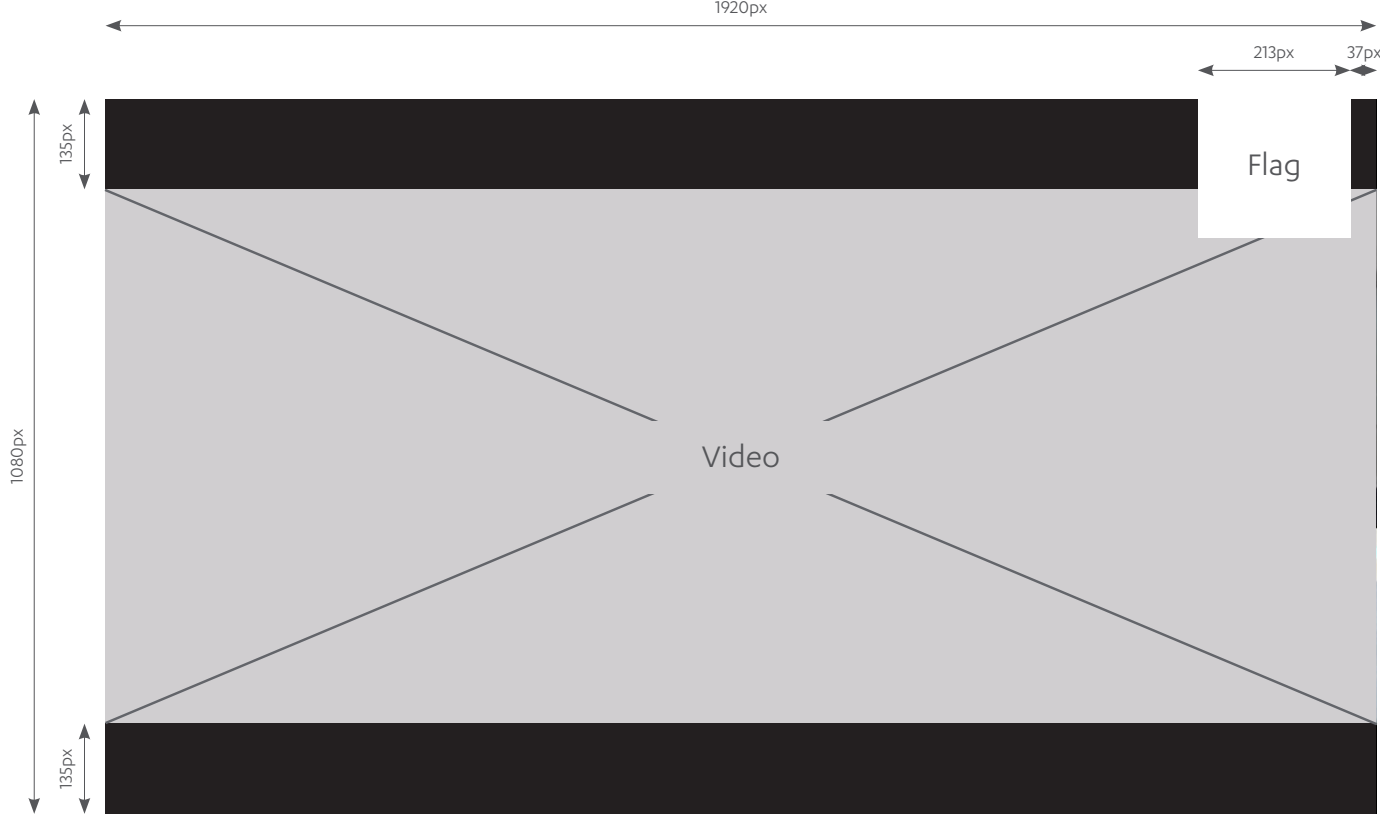
If an additional version is required, please contact the **Brand and Communications team**.

Upper & Lower Black Bars, Flag, Supers & Subtitles Guidelines

QHD (Quad High Definition)

Flag

Video

And upcoming star Maha Al-Hamali, following her success in the Saudi Toyota Rallies.

FHD (Full High Definition)

Flag

Video

to contribute to national motorsports projects,

This page shows the locations and sizes of all video elements:

The upper and lower black bars serve to create an appropriate control space for branding and messages, and to create a more dramatic, cinematic anamorphic visual effect. They are NOT used with the intro and outro idents.

The flag animated logo should be placed in the upper right corner of the video, and used for the entire video except for the intro and outro. The width of the flag is 307 pixels maximum and 213 pixels wide.

Use is mandatory.

The subtitles must appear in lower black bar during the video. Karbon Regular font minimum 46px and maximum 60 pixels across one line. All text is set centrally in the lower black bar.

If we decide to use one of our partner's brands, we must place it in the far left of the upper black bar. We must use the reversed-out white version of the logo, and if not possible, the partner logo should not have any background colors.

The guidelines must be followed for the Arabic language as well as for any other language.

No attempt should be made to change the video element locations. A full suite of video files for every format are available on the Abdul Latif Jameel Brand Portal: https://brand.alj.com

If an additional version is required, please contact the **Brand and Communications team**.

Video Transition

This page features the Jameel Motorosport video transition, incorporating a dynamic graphic element inspired by the speeding light trails of a passing race car.

The transition is designed to capture the essence of high-speed movement, with a duration set at an exhilaratingly brief 1 second.

This graphic transition should be used sparingly (but at least 1-3 times in a 60 second period) in video to highlight to the viewer a significant change of scene or subject.

Use is mandatory.

Other dynamic transition effects may also be used.

No attempt should be made to change the video transition. A full suite of video files for every format are available on the Abdul Latif Jameel Brand Portal: https://brand.alj.com

If an additional version is required, please contact the **Brand and Communications team**.

General video guidelines

Video Element	General	News/Press Release Support Video	Testimonial Video	Events	Live	Other Remarks (Tech Specs)
Upper & Lower 'Black Bars' - General	The Upper and Lower black bars serve two purposes: • To create an appropriate control space for branding & messages (e.g., subtitles, CTA, etc.) • To create a more dramatic, cinematic anamorphic visual effect. • Upper & Lower black bars are NOT used with the Opening/ Intro ident."	The Upper and Lower black bars serve two purposes: • To create an appropriate control space for branding & messages (e.g., subtitles, CTA, etc.) • To create a more dramatic, cinematic anamorphic visual effect. • Upper & Lower black bars are NOT used with the Opening/ Intro ident."	The Upper and Lower black bars serve two purposes: • To create an appropriate control space for branding & messages (e.g., subtitles, CTA, etc.) • To create a more dramatic, cinematic anamorphic visual effect. • Upper & Lower black bars are NOT used with the Opening/ Intro ident."	The Upper and Lower black bars serve two purposes: • To create an appropriate control space for branding & messages (e.g., subtitles, CTA, etc.) • To create a more dramatic, cinematic anamorphic visual effect. • Upper & Lower black bars are NOT used with the Opening/ Intro ident."	The Upper and Lower black bars serve two purposes: • To create an appropriate control space for branding & messages (e.g., subtitles, CTA, etc.) • To create a more dramatic, cinematic anamorphic visual effect. • Upper & Lower black bars are NOT used with the Opening/ Intro ident."	There are several ways to add bars: • Use a dedicated letterbox plugin such as auto-cinebar. This has common bar presets and is quick and easy to use. Find it for free here. • Or in Premiere / After Effects use the inbuilt Motion Tile effect like following: - In a 16:9 composition such as 1080p or 4K, make a new adjustment layer, place it at the top of your stack and add the Motion Tile effect. Go in to the effect settings and change the "Output Height" to 76. This will add black bars at a standard cinematic aspect ratio of 2.35 to 1.
Upper 'Black Bar' & Flag Ident	• The Jameel Motorsport animated flag logo (.MOV) file should be positioned on the upper right corner of the video, on top of the black bar. • Partner logotypes are positioned top left.	• The Jameel Motorsport animated flag logo (.MOV) file should be positioned on the upper right corner of the video, on top of the black bar. • Partner logotypes are positioned top left.	• The Jameel Motorsport animated flag logo (.MOV) file should be positioned on the upper right corner of the video, on top of the black bar. • Partner logotypes are positioned top left.	• The Jameel Motorsport animated flag logo (.MOV) file should be positioned on the upper right corner of the video, on top of the black bar. • Partner logotypes are positioned top left.	• The Jameel Motorsport animated flag logo (.MOV) file should be positioned on the upper right corner of the video, on top of the black bar. • Partner logotypes are positioned top left.	Refer to above Place the logo top right. Size the logo at 310x80 and place it 55 pixels form the right edge. The logo is not centred in the bar. Instead the pentagon is 30 pixels from the top. This means the ALJ text is almost central with enough head space for the pentagon.
Lower 'Black Bar'	The lower black bar is used for in-video subtitles. Karbon Regular font minimum 46px and maximum 60 pixels across one line. All text is set centrally in the lower black bar.	The lower black bar is used for in-video subtitles. Karbon Regular font minimum 46px and maximum 60 pixels across one line. All text is set centrally in the lower black bar.	The lower black bar is used for in-video subtitles. Karbon Regular font minimum 46px and maximum 60 pixels across one line. All text is set centrally in the lower black bar.	The lower black bar is used for in-video subtitles. Karbon Regular font minimum 46px and maximum 60 pixels across one line. All text is set centrally in the lower black bar.	The lower black bar is used for in-video subtitles. Karbon Regular font minimum 46px and maximum 60 pixels across one line. All text is set centrally in the lower black bar.	Refer to above
Opening/Intro Ident	Animated brand entity logo, choice of: • 100% white reverse-out on moving/animated high-impact/ interest background, or • Positive full color logo on white opening screen."	Animated brand entity logo, choice of: • 100% white reverse-out on moving/animated high-impact/ interest background, or • Positive full color logo on white opening screen."	Animated brand entity logo, choice of: • 100% white reverse-out on moving/animated high-impact/ interest background, or • Positive full color logo on white opening screen."	Animated brand entity logo, choice of: • 100% white reverse-out on moving/animated high-impact/ interest background, or • Positive full color logo on white opening screen."	Animated brand entity logo, choice of: • 100% white reverse-out on moving/animated high-impact/ interest background, or • Positive full color logo on white opening screen."	The animated Into animated logo videos are available in the Brand Portal in different backgrounds and fomats.
Closing/Outro Ident **URL, Social Media Icons & "Like; Comment; Share" CTA**	Animated brand entity logo, choice of: • 100% white reverse-out on moving/animated high-impact/ interest background, or • Positive full color logo on white opening screen." • The URL, Social Media Icons & "Like; Comment; Share" CTA appear at the neath during animated Closing/Outro Ident.	Animated brand entity logo, choice of: • 100% white reverse-out on moving/animated high-impact/ interest background, or • Positive full color logo on white opening screen." • The URL, Social Media Icons & "Like; Comment; Share" CTA appear at the neath during animated Closing/Outro Ident.	Animated brand entity logo, choice of: • 100% white reverse-out on moving/animated high-impact/ interest background, or • Positive full color logo on white opening screen." • The URL, Social Media Icons & "Like; Comment; Share" CTA appear at the neath during animated Closing/Outro Ident.	Animated brand entity logo, choice of: • 100% white reverse-out on moving/animated high-impact/ interest background, or • Positive full color logo on white opening screen." • The URL, Social Media Icons & "Like; Comment; Share" CTA appear at the neath during animated Closing/Outro Ident.	Animated brand entity logo, choice of: • 100% white reverse-out on moving/animated high-impact/ interest background, or • Positive full color logo on white opening screen." • The URL, Social Media Icons & "Like; Comment; Share" CTA appear at the neath during animated Closing/Outro Ident.	The animated Outro animated logo videos are available in the Brand Portal in different backgrounds and fomats.
On Screen Supers	• Level of opaqueness, what the semi-opacity is, the colours they can use, depending on the quote is either 30 to 50%, text size	• Use the color palette of Jameel Motorsport	• Use the color palette of Jameel Motorsport • Buzz words to appear as onscreen graphics. • No opaque background • Always appears in the negative space.	Use the color palette of Jameel Motorsport	Use the color palette of Jameel Motorsport	• Font at Karbon Regular 85px. Leading to 70. Tracking 0. • The colour should reflect the Jameel Motorsport brand and should be either light or dark depending on the negative space in the footage being used."
On Screen Quotes/Lower Thirds	• Always show image of person, who is quoted, from chest up (mid-shot). Up to half the screen. • Brand coloured transitions (wipe) across, from either left or right behind image of person. • Lower thirds transition on. • Quote appears in time with voice over. Notes: • Whilst on screen text is appearing, they don't appear as subtitles. • Quote doesn't go more than four lines and only fills in half of the screen.	• Always show image of person, who is quoted, from chest up (mid-shot). Up to half the screen. • Brand coloured transitions (wipe) across, from either left or right behind image of person. • Lower thirds transition on. • Quote appears in time with voice over. Notes: • Whilst on screen text is appearing, they don't appear as subtitles. • Quote doesn't go more than four lines and only fills in half of the screen.	• Always show image of person, who is quoted, from chest up (mid-shot). Up to half the screen. • Brand coloured transitions (wipe) across, from either left or right behind image of person. • Lower thirds transition on. • Quote appears in time with voice over. Notes: • Whilst on screen text is appearing, they don't appear as subtitles. • Quote doesn't go more than four lines and only fills in half of the screen.	• Lower thirds transition on. • Note: Whilst on screen text is appearing, they don't appear as subtitles.	• Lower thirds transition on. • Note: Whilst on screen text is appearing, they don't appear as subtitles.	• Font at Karbon Regular 65px. Leading to 85. Tracking -20. • Text is central in the slider and justified left or right depending on the direction that the slider enters the frame. Ie. If the sliders enters form the left the text is justified right. 3 -2 lines of text is ideal so longer quotes should really be spread over several slides."

General video guidelines

Video Element	General	News/Press Release Support Video	Testimonial Video	Events	Live	Other Remarks (Tech Specs)
Split Screen Technique: Drama/Pace	• Use box technique where appropriate in the narrative. • Action to depict which side of the screen it should transition from.	• Use box technique where appropriate in the narrative. • Action to depict which side of the screen it should transition from.	• Use box technique where appropriate in the narrative. • Action to depict which side of the screen it should transition from.	• Use box technique where appropriate in the narrative. • Action to depict which side of the screen it should transition from.	• Use box technique where appropriate in the narrative. • Action to depict which side of the screen it should transition from.	• Black Lines 15px. • Box (and line) movement takes 33-16 frames to slide in, or transition to different configurations. (For 1080p 25fps). • No ease on the first keyframe, and then auto ease in to the 2nd (in premiere). • If using an easing script, such as Motion 3-1, the in and out values are 60%. Or if picking named presents in alternative scripts: 'In/Out Cubic'. Note: Not being too formulaic so use different box configurations to keep it versatile. Typically splicing the frame equally or in to thirds, and mixing variations of each. However this is somewhat dictated by the footage being used and how it appears when cropped."
Split Screen Technique: Lo-Res Images	• Use box technique where appropriate in the narrative. • Action to depict which side of the screen it should transition from.	• Use box technique where appropriate in the narrative. • Action to depict which side of the screen it should transition from.	• Use box technique where appropriate in the narrative. • Action to depict which side of the screen it should transition from.	• Use box technique where appropriate in the narrative. • Action to depict which side of the screen it should transition from.	• Use box technique where appropriate in the narrative. • Action to depict which side of the screen it should transition from.	• Black Lines 15px. • Box (and line) movement takes 33-16 frames to slide in, or transition to different configurations. (For 1080p 25fps). • No ease on the first keyframe, and then auto ease in to the 2nd (in premiere). • If using an easing script, such as Motion 3-1, the in and out values are 60%. Or if picking named presents in alternative scripts: 'In/Out Cubic'. Note: Not being too formulaic so use different box configurations to keep it versatile. Typically splicing the frame equally or in to thirds, and mixing variations of each. However this is somewhat dictated by the footage being used and how it appears when cropped."
Lighting	• Basic 3 point lighting - fill, key & backlight		Basic 3 point lighting - fill, key & backlight	Single light set-up	Single light set-up	
Shooting Angles	• Shooting in 4k • Hiding mics • Frame Rate: 25fps • Always shot from left side or right side depending on location. Make sure there is enough negative space on either the left or right side (dependent) to give on screen text/graphic options. Starting off on an establishing shot and then going into a mid-shot for the main interview. • Subject looking off camera. Addressing an audience (people in room or producer). • Second camera - ronin camera on a slider acting as a supporting camera to allow to get super close shots of facial features and any cutaway shots (hands, legs - helps reinforce expressions of the subject).		• Shooting in 4k • Hiding mics • Frame Rate: 25fps • Always shot from left side or right side depending on location. Make sure there is enough negative space on either the left or right side (dependent) to give on screen text/graphic options. Starting off on an establishing shot and then going into a mid-shot for the main interview. • Subject looking off camera. Addressing an audience (people in room or producer). • Second camera - ronin camera on a slider acting as a supporting camera to allow to get super close shots of facial features and any cutaway shots (hands, legs - helps reinforce expressions of the subject).	• Shooting in 4k • Hiding mics • Frame Rate: 25fps • Minimum x 2 camera set up • Subject looking off camera. Addressing an audience (people in room or producer) • Always capture audience reaction • Any branding to fill in background Note: • Good to always capture BRoll • Use Gimbal where appropriate	• Shooting in 4k • Hiding mics • Frame Rate: 25fps • Minimum x 2 camera set up • Subject looking off camera. Addressing an audience (people in room or producer) • Always capture audience reaction • Any branding to fill in background Note: • Good to always capture BRoll • Use Gimbal where appropriate	
Subtitles	• Subtitles to appear in Lower Black Bar during the video • Appropriate fonts to be used. • Size should be readable in smartphone use.	• Subtitles to appear in Lower Black Bar during the video • Appropriate fonts to be used. • Size should be readable in smartphone use.	• Subtitles to appear in Lower Black Bar during the video • Appropriate fonts to be used. • Size should be readable in smartphone use.	• Subtitles to appear in Lower Black Bar during the video • Appropriate fonts to be used. • Size should be readable in smartphone use.	• Subtitles to appear in Lower Black Bar during the video • Appropriate fonts to be used. • Size should be readable in smartphone use.	• Karbon Regular 45px. Maximum: across one line. All text is set centrally in the lower black bar.

General video guidelines

Video Element	General	News/Press Release Support Video	Testimonial Video	Events	Live	Other Remarks (Tech Specs)
Fonts	• ALL fonts should be corporate brand communication font for that brand/language, i.e., for Jameel Motorsport brand, Karbon (Latin-based languages), Luma (Arabic), Axis-STD (Japanese), etc. If in doubt consult the Typography section of the relevant Brand Identity Guidelines. • Font weight and size. • For Karbon, we do not use italic fonts.	• ALL fonts should be corporate brand communication font for that brand/language, i.e., for Jameel Motorsport brand, Karbon (Latin-based languages), Luma (Arabic), Axis-STD (Japanese), etc. If in doubt consult the Typography section of the relevant Brand Identity Guidelines. • Font weight and size. • For Karbon, we do not use italic fonts.	• ALL fonts should be corporate brand communication font for that brand/language, i.e., for Jameel Motorsport brand, Karbon (Latin-based languages), Luma (Arabic), Axis-STD (Japanese), etc. If in doubt consult the Typography section of the relevant Brand Identity Guidelines. • Font weight and size. • For Karbon, we do not use italic fonts.	• ALL fonts should be corporate brand communication font for that brand/language, i.e., for Jameel Motorsport brand, Karbon (Latin-based languages), Luma (Arabic), Axis-STD (Japanese), etc. If in doubt consult the Typography section of the relevant Brand Identity Guidelines. • Font weight and size. • For Karbon, we do not use italic fonts.	• ALL fonts should be corporate brand communication font for that brand/language, i.e., for Jameel Motorsport brand, Karbon (Latin-based languages), Luma (Arabic), Axis-STD (Japanese), etc. If in doubt consult the Typography section of the relevant Brand Identity Guidelines. • Font weight and size. • For Karbon, we do not use italic fonts.	• Text on Sliding background: Font at Karbon Regular 65px. Leading to 85. Tracking -20. Text is central in the slider and justified left or right depending on the direction that the slider enters the frame. Ie. If the sliders enters form the left the text is justified right. I personally would not use more than 3 lines of text … so spread longer paragraphs over several frames • Name Strap: Name: Karbon Medium 48px. Description: Karbon Light 38px, placed 38px below the name title. There is 85 pixels of padding below the text and it is justified 60px up from the lower black bar and 75 from the right or left of the frame depending which side it's on. Depending on which side it is also justified right or left."
In-video Logotypes/Watermarks	• All logotypes /watermarks should be displayed in the upper black bar. • The only exception to this is where the brand (logo) is referred to directly in the VO/subs, where it is permitted to appear on the main screen. • Opening and closing ident logotypes are excluded."	• All logotypes /watermarks should be displayed in the upper black bar. • The only exception to this is where the brand (logo) is referred to directly in the VO/subs, where it is permitted to appear on the main screen. • Opening and closing ident logotypes are excluded."	• All logotypes /watermarks should be displayed in the upper black bar. • The only exception to this is where the brand (logo) is referred to directly in the VO/subs, where it is permitted to appear on the main screen. • Opening and closing ident logotypes are excluded."	• All logotypes /watermarks should be displayed in the upper black bar. • The only exception to this is where the brand (logo) is referred to directly in the VO/subs, where it is permitted to appear on the main screen. • Opening and closing ident logotypes are excluded."	• All logotypes /watermarks should be displayed in the upper black bar. • The only exception to this is where the brand (logo) is referred to directly in the VO/subs, where it is permitted to appear on the main screen. • Opening and closing ident logotypes are excluded."	Place the logo top right in the upper black bar. Size the logo at 310x80 and place it 55 pixels form the right edge. The logo is not centred in the bar. Instead the pentagon is 30 pixels from the top. This means the ALJ text is almost central with enough head space for the pentagon.
Voice Over (Narrative)	• All videos require VO in English (and other languages as requested/necessary). • The same VO artists must be used consistently, over time, to create a 'voice of the brand' in that language (the opportunity for some exclusivity for corporate video work is an advantage). • VO artist should be female unless otherwise requested. • VO artist should be clearly understood by non-native speakers, i.e., no heavy regional accents. • VO artist must inject emotion/ dynamism into the recording as appropriate to the subject matter."					
Voice Over (Dubbing)	• For recorded speech not in English (or the language of the video) we should use VO artists to dub-over per the subtitles. • The dubbing VO artists must not be the same as the narrator. • The dubbing VO artists should be the same sex and approximately the same age as the on-screen subject speaking."					
Graphics	• Graphics should be laid over centre, if stock footage is used behind graphic make sure the stock is not distrating • Always use a blur so that graphic stays in focus."	• Graphics should be laid over centre, if stock footage is used behind graphic make sure the stock is not distrating • Always use a blur so that graphic stays in focus."	• Graphics should be laid over centre, if stock footage is used behind graphic make sure the stock is not distrating • Always use a blur so that graphic stays in focus."	• Graphics should be laid over centre, if stock footage is used behind graphic make sure the stock is not distrating • Always use a blur so that graphic stays in focus."	• Graphics should be laid over centre, if stock footage is used behind graphic make sure the stock is not distrating • Always use a blur so that graphic stays in focus."	Placing a Gausian blur effect over the stock, set at 30
Transitions #1: Glitch/Dynamic movement & other effects	• These are used to create excitement and dynamism in the video	• hese are used to create excitement and dynamism in the video	• hese are used to create excitement and dynamism in the video	• hese are used to create excitement and dynamism in the video	• To be used tastefully and not over-used	
Transitions #1: Sun-flare Technique	• To be used tastefully and not over-used	• To be used tastefully and not over-used	• To be used tastefully and not over-used	• To be used tastefully and not over-used	• To be used tastefully and not over-used	
Transitions #2: Cut	• When cutting from one clip to the next, make sure the action frame isn't cut short. • Avoid any hard cuts at the end of each video. • Transition to the ident should be smooth."	• When cutting from one clip to the next, make sure the action frame isn't cut short. • Avoid any hard cuts at the end of each video. • Transition to the ident should be smooth."	• When cutting from one clip to the next, make sure the action frame isn't cut short. • Avoid any hard cuts at the end of each video. • Transition to the ident should be smooth."	• When cutting from one clip to the next, make sure the action frame isn't cut short. • Avoid any hard cuts at the end of each video. • Transition to the ident should be smooth."	• When cutting from one clip to the next, make sure the action frame isn't cut short. • Avoid any hard cuts at the end of each video. • Transition to the ident should be smooth."	

General Live-Action Filming Guidelines

Video Structure:
- Each testimonial video will usually be set out in an interior location, as a sit down, master interview with one or more representatives from Jameel Motorsport.
- The final video can be a combination of interview, stock footage and b-roll, with an energetic edit and branded soundtrack to keep the tempo of the video high and engaging, and most importantly purposeful.
- This structure will enable audiences to learn more about Jameel Motorsport and the diverse family of business, the spaces they operate from and the companies they invest in.
- Stock footage will be used to augment the live action filmed footage video and highlight the global scale of the business.
- During the edit, the video is broken up with a split screen effect offering a more dynamic and engaging final edit and improving the use of any lower quality brand clips and images which may be of insufficient resolution for full-screen use.
- The video is finished off with upper and lower black bars to make space for any brand logotypes, and subtitles.

Jameel Motorsport Interviews:
- In this section we will establish the Jameel Motorsport representative(s) as the video subject(s).
- These will put a face to the Jameel Motorsport brand, bringing a professional but personable tone to the video. Each will dive into the business, what it offers: what investments they look for, the industries they operate in; what sets Jameel Motorsport apart from its peers and competitors and what the future holds – giving a total overview of the company.
- We film these interviews in an office environment backdrop, this will create a visual link to Jameel Motorsport, including any specific branding/environment 'dress-up' whenever we can.

Mid-shot: Subject off-center, left, or right or frame.

Close-up/Profile Shot: Shallow depth of field.

- We will capture interviewees from (at least) two angles – starting off with an 'establishment shot', then into a mid-shot for the main interview, with our subject positioned off-center, either left or right of frame
- We will capture close-up profile shots and use a shallow depth of field.
- This will create a dynamic edit and can be used to add emphasis on certain aspects of the interview.
- Lower thirds will be used to state name and role.
- Make sure there is enough negative space on either the left or right side (dependent) to give room for on screen text/graphic options.
- A backdrop will be used if no clean/ negative space is available.
- The negative space will also give the interviewee enough headroom and ensure that when we add the black bars in the edit it doesn't feel too tight.

General Live-Action Filming Guidelines

Interesting & Dramatic Additional Angles:
- Utilizing close ups and extreme close ups on points of action to reinforce ideas, expressions, and gesticulations.
- This will further give audiences a look at the person themselves, revealing how passionate they are about the subject matter, points of emphasis, and on a more practical aesthetic level make the final edit more dynamic and engaging.
- This will be achieved by shooting in 4K giving editors a chance to punch in on those key moments. We must always capture these shot types.
- If we want to further enhance the shoot (and budget allows) we will use a slider for the supporting camera angle, bringing movement to the videos, as well as a wide range of movement.

"Behind-the-Scenes" Wide Angle
- We feel personality can be derived from these opening moments, so we would suggest keeping the cameras rolling as the interviewee ready themselves to give audiences a look into their personality.
- Revealing them in the establishing shots is a great way to bring authenticity, as we are giving audiences a peak behind the curtain of production and bring a continuity to the videos we produce.

No Visible Mics:
- We must never show visible microphones in testimonial style interview videos.
- Special care must be taken to avoid this.

General Office B-Roll:
- B-roll will be captured at each individual company office within Jameel Motorsport.
- The footage will be used to give insight into what each company does as well as highlight company relationships.
- B-roll will be a combination of handheld and stabilized shots, capturing close-ups, tracking shots and points of interest relevant to the interviews.
- Using these types of shots will allows us to have contrast between the more grounded interviews, giving the video momentum.

Recent Reference Videos:
- https://wooshii.wistia.com/medias/sva8hi3qq5
- https://woosh.to/s/dNXxpa/aOL7Lb
- https://wooshii.wistia.com/medias/4j724h1d2x

Logo Placement

Example: Logotype Placement on Merchandizing

Incorporating the Jameel Motorsport logo on merchandizing elements is a strategic approach to extending the brand's presence and fostering a sense of community among enthusiasts.

When utilizing the logo on merchandize, maintain a focus on legibility and visual appeal, ensuring the logo is appropriately sized and positioned for maximum impact. Adapt the color scheme to complement the merchandize background, opting for the full-color logo on lighter items and the reversed white version on darker products to maintain brand consistency.

Whether on apparel, accessories, or other merchandize, the Jameel Motorsport logo serves as a distinctive mark of quality and identity, creating a connection with fans and promoting the brand's dynamic spirit in every piece.

Primary Logotype:
The Primary Logotype (shown) is a vertically stacked color configuration of these elements and **MUST** be used **IN PREFERENCE** to all other versions unless recognized exceptional circumstances arise, e.g., spatial constraints.

DO NOT RECREATE:
For implementation purposes, always use the electronic artwork provided. Never attempt to redraw or recreate the logo.

Registered Trademark ®
The Pentagon Symbol is a registered trademark and the ® icon is a notice of ownership used in many countries to advise the public that a name, graphic device or both are registered, and to provide constructive notice of the legal ownership status of the trademark with which it is used.

Example: Logotype Placement on Rally Cars

The Jameel Motorsport logo placement on racing cars follows strategic guidelines to ensure optimal visibility and brand consistency.

Positioned prominently on the hood, sides, or rear, the logo maintains a proportional size, scaling appropriately with the car's design. Emphasis is placed on high contrast and legibility, adapting the logo color variant based on the car's primary color.

Integration with other design elements is approached strategically, complying with motorsport regulations and considering communication areas for media visibility. Use of approved electronic artwork, regular mockups, and adaptability underscore Jameel Motorsport's team to a cohesive and impactful brand presence on the dynamic canvas of racing cars.

Primary Logotype:
The Primary Logotype (shown) is a vertically stacked color configuration of these elements and **MUST** be used **IN PREFERENCE** to all other versions unless recognized exceptional circumstances arise, e.g., spatial constraints.

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Logotype Placement on Yazeed Al-Rajhi's Rally Car

The Jameel Motorsport logo placement on racing cars follows strategic guidelines to ensure optimal visibility and brand consistency.

Positioned prominently on the hood, sides, or rear, the logo maintains a proportional size, scaling appropriately with the car's design. Emphasis is placed on high contrast and legibility, adapting the logo color variant based on the car's primary color.
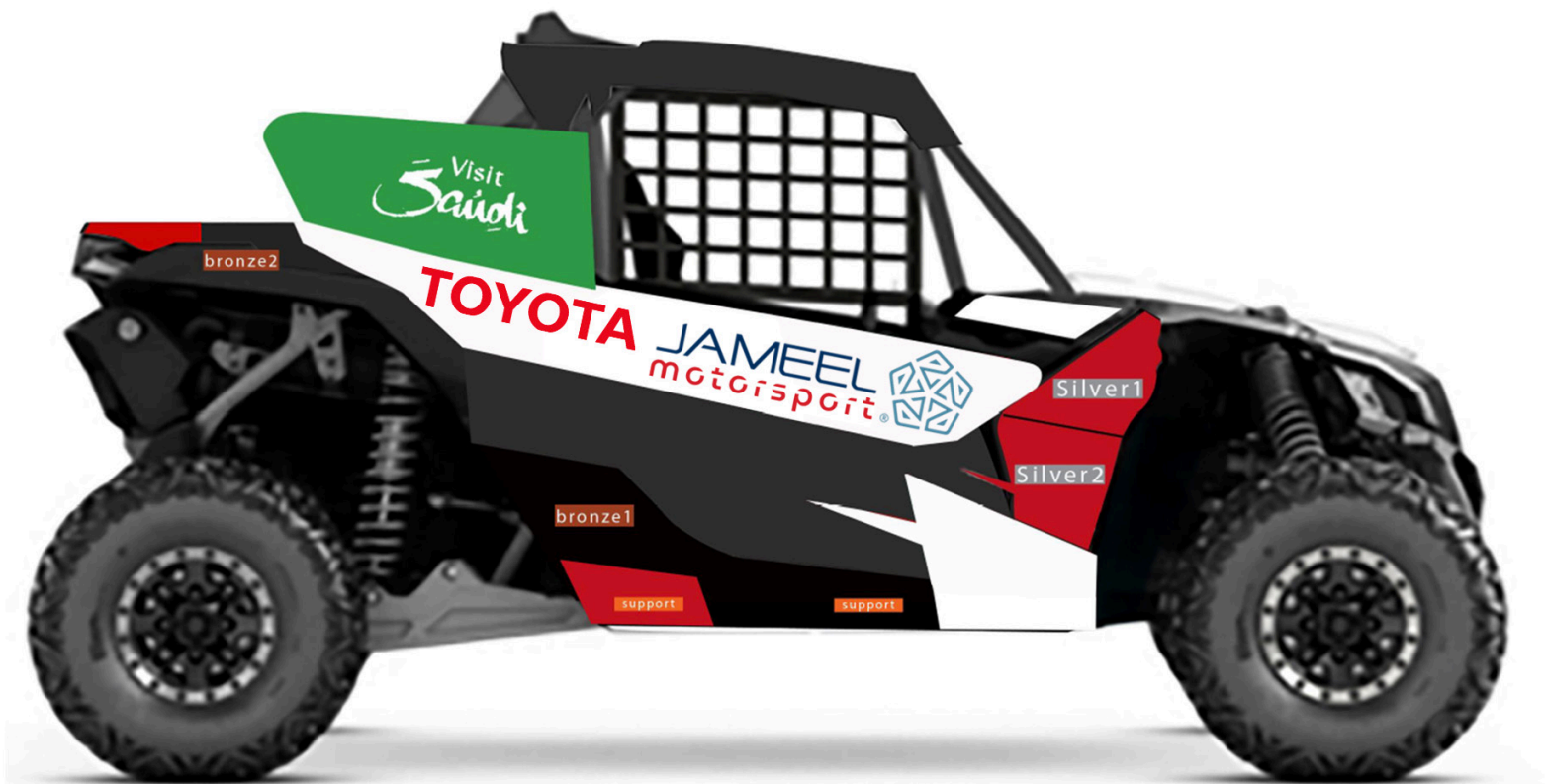
Integration with other design elements is approached strategically, complying with motorsport regulations and considering communication areas for media visibility. Use of approved electronic artwork, regular mockups, and adaptability underscore Jameel Motorsport's team to a cohesive and impactful brand presence on the dynamic canvas of racing cars.

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Logotype Placement on Dania Akeel's Rally Car

The Jameel Motorsport logo placement on racing cars follows strategic guidelines to ensure optimal visibility and brand consistency.

Positioned prominently on the hood, sides, or rear, the logo maintains a proportional size, scaling appropriately with the car's design. Emphasis is placed on high contrast and legibility, adapting the logo color variant based on the car's primary color.

Integration with other design elements is approached strategically, complying with motorsport regulations and considering communication areas for media visibility. Use of approved electronic artwork, regular mockups, and adaptability underscore Jameel Motorsport's team to a cohesive and impactful brand presence on the dynamic canvas of racing cars.

Primary Logotype:
The Primary Logotype (shown) is a vertically stacked color configuration of these elements and **MUST** be used **IN PREFERENCE** to all other versions unless recognized exceptional circumstances arise, e.g., spatial constraints.

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Example: Logotype Placement on ROOKIE Racing Hydrogen Fuel Cell Corolla Race Car

Placing the Jameel Motorsport logo on the ROOKIE Racing hydrogen car requires strategic thinking and adaptability. The logo should be strategically positioned on the sides, hood, or rear, adapting seamlessly to the car's unique design features.

Proportional scaling ensures optimal visibility without overwhelming the vehicle's appearance, while high contrast and color harmony with the hydrogen car's primary color are key considerations.

Compliance with motorsport regulations, integration with sponsor logos, and regular testing for visibility during movement contribute to a cohesive and impactful representation of Jameel Motorsport on the cutting-edge ROOKIE Racing hydrogen car.

For implementation purposes, always use the electronic artwork provided. Never attempt to redraw or recreate the logo.

Primary Logotype:
The Primary Logotype (shown) is a vertically stacked color configuration of these elements and **MUST** be used **IN PREFERENCE** to all other versions unless recognized exceptional circumstances arise, e.g., spatial constraints.

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Example: Logotype Placement on Race Wear

Incorporating the Jameel Motorsport logo onto athletes' racing uniforms involves strategic placement for optimal visibility, typically on the chest or upper torso.

Ensuring proportional sizing, the logo adapts to the uniform's color scheme, offering a choice between the full-color version and the reversed white variant for cohesive integration.

Prioritizing high contrast and legibility, the logo maintains consistency across all team uniforms, contributing to a unified team identity.

Mockups and testing aid in evaluating visual impact, and practical considerations, such as durability during sports activities, are essential.

Primary Logotype:
The Primary Logotype (shown) is a vertically stacked color configuration of these elements and **MUST** be used **IN PREFERENCE** to all other versions unless recognized exceptional circumstances arise, e.g., spatial constraints.

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CONTACT US

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Forward-looking statements are based on expectations and assumptions at the time of such statements and are subject to numerous risks and uncertainties, many of which are outside the control of Abdul Latif Jameel entities. Should any of such expectations or assumptions prove incorrect, or should any of such risks or uncertainties materialize, actual future results, events, activities, developments or circumstances may differ materially from those expressed in or implied by forward-looking statements. Further, any forward-looking statement speaks only as of the date on which it is made, and Abdul Latif Jameel do not assume, and hereby disclaims, any obligation to correct or update any forward-looking statement, whether as a result of new information, future events or otherwise.
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