

# JEDDAH SEASON MASTER GUIDELINE



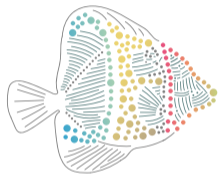
موسم جدة

Jeddah Season

بحر وثقافة SEA & CULTURE

# MAIN LOGO

The Jeddah Season logo is the primary asset that represents the brand's identity.



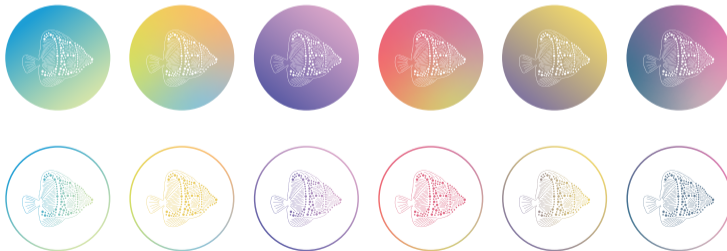
موسم جدة  
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# SECONDARY LOGOS

VERSION 1



UPDATED VERSION



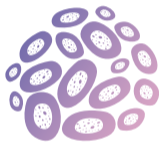
# DESTINATIONS LOGOS



أبـحـر  
O B H O R



جدة التاريخية  
HISTORIC JEDDAH



الجوهرة  
A L J O H A R A



الحمراء  
A L H A M R A A



الواجهة البحرية  
W A T E R F R O N T



# COLOR PALETTE



SEA  
WATER  
OCEAN



HERITAGE  
CULTURE  
ART



LAND  
DESERT  
LANDSCAPE



ENTERTAINMENT  
MUSIC  
LEISURE



CITY  
URBAN  
METROPOLITAN



BUSINESS  
COMMERCE  
INFRASTRUCTURE

# LATIN TYPEFACE

**A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z**

Gotham - Black

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z

Gotham - Book

In terms of font, Swissra is the primary font to be used across all our communication. For paragraphs, use the Medium glyphs, As for headlines, we will go for Black.

# ARABIC TYPEFACE

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض  
ط ظ ع غ ف ق ك ل م ن ه و ي

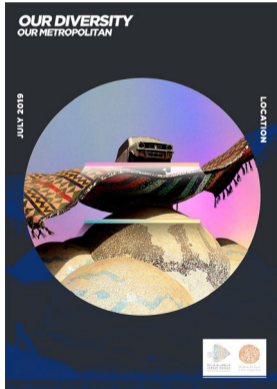
Swissra - Black

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض  
ط ظ ع غ ف ق ك ل م ن ه و ي

Swissra - Medium

In terms of font, Gotham is the primary font to be used across all our communication. For paragraphs, use the Book glyphs, As for headlines, we will go for Black.

# VISUAL LAYOUTS 1



# VISUAL LAYOUTS 1





بحر و ثقافة

التاريخ ١.١.١....



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بحر و ثقافة

التاريخ ١.١.١....



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بحر و ثقافة









# SOCIAL MEDIA LAYOUT 2



# ICONOGRAPHY



الشاطئ



المكان



تذاكر



الوقت



الطريق مغلق



تنبيه



ممنوع التدخين

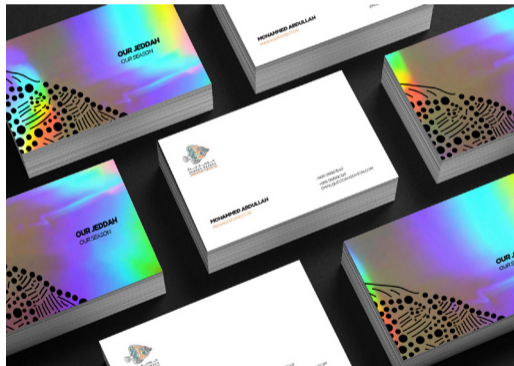
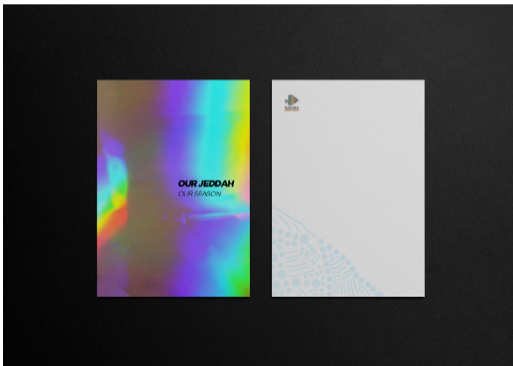


دورات مياه



تعليمات

# BRANDING STATIONERY



# T-SHIRTS



# AIR PLANE BRANDING



# BUS BRANDING





# BOOTH SPECS



# BOOTH BRANDING

SCREEN ONE

SCREEN TWO

STATIC LOGO

GRADIENT WALLPAPER



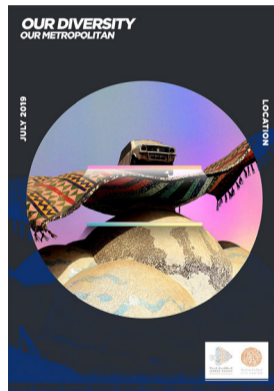
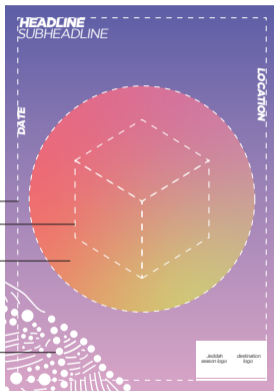
# TEMPLATE LAYOUT GUIDELINES

GRADIENT ONE

MAIN OBJECT

GRADIENT TWO

PATTERN

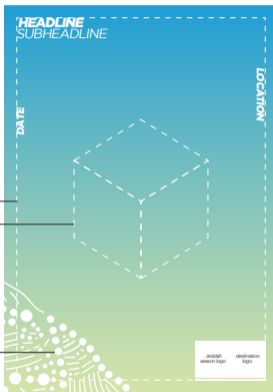


# TEMPLATE LAYOUT GUIDELINES

GRADIENT ONE

MAIN OBJECT

PATTERN



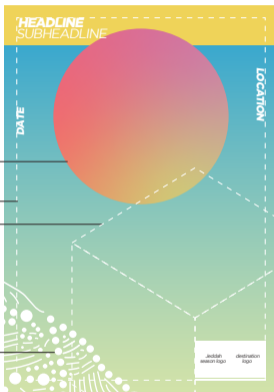
# TEMPLATE LAYOUT GUIDELINES

GRADIENT TWO

GRADIENT ONE

MAIN OBJECT

PATTERN



# TEMPLATE LAYOUT GUIDELINES

GRADIENT ONE

GRADIENT TWO

VISUAL

PATTERN



# IMAGERY STYLE



High contrast images to be isolated on an abstract gradient background.



**SHOKRAN**