



حدائق الملك عبدالله العالمية

KING ABDULLAH INTERNATIONAL GARDENS

Riyadh - Saudi Arabia

Brand Manual
What is it for?

The Brand Manual is essentially a set of rules that explain **how your brand works.**



Brand guidelines should be flexible enough for designers to be creative, but rigid enough to keep your brand easily recognizable.

Consistency is key, especially if you need the brand to extend across multiple media platforms.



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فيديو الشعار المتحرك



01

Brand
Identity

King Abdullah International Gardens Brand Guidelines

Brand Identity

▶ Logo Components

- Logo Variants
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Identity Elements

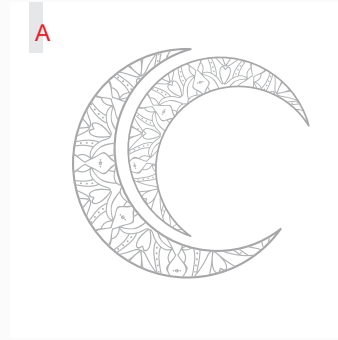
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A. Symbol

A Symbol is an identifying mark or symbol that doesn't contain the business name. Think of the Nike 'swoosh', Shell, WWF, Mercedes or Adidas.



B. LOGO TYPE

A logotype refers to words or the name of a business that is designed in a special way. Examples include Pinterest, eBay or Google.

B

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C. LOGO

A logo serves as a graphical representation of a company and is a key feature in its brand. The styling, fonts and colours used, all reflect what the business sells and even the target market of who they are wanting to sell to.

C



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LOGO USAGE

In the case of a white background or light colored photo, the logo must be used in its original colors and form. Another option is to use the green color for the background, and in any case of dark colored photo, negative logo must be used. Black logo is used in special cases such as stamps.



Choosing the right dominant color for your brand is crucial. This color should appear on all your materials, including your online ads and packaging.

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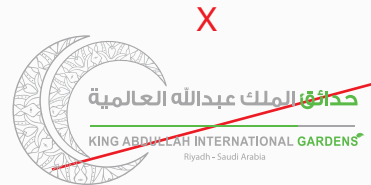
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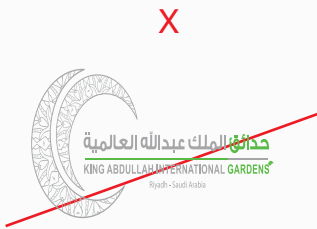
Incorrect Usage



Never alter the spacial relationship between the Brand Identity elements



Never change the colour of the Brand Identity



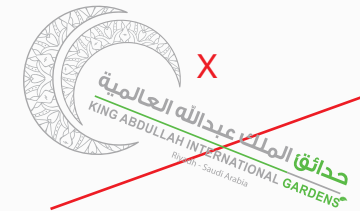
Never change the proportions of the Brand Identity



Never place the Brand Identity on a colour which compromises the legibility of the Brand Identity



Never put a key-line around the Brand Identity



Never set the Brand Identity at any angle

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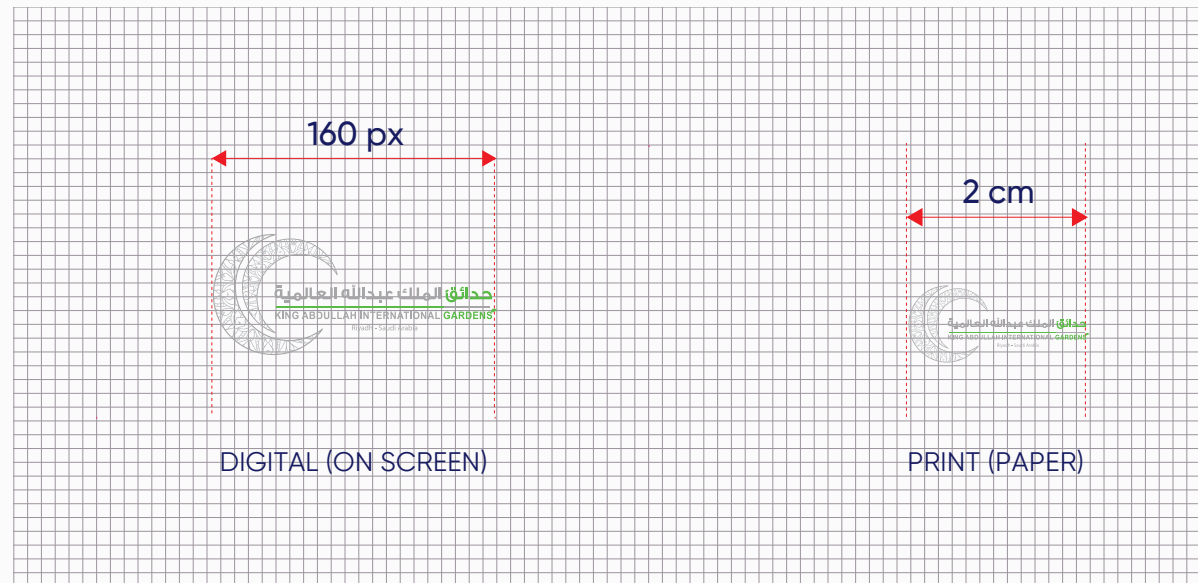
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MINIMUM SIZE

Do not use the logo in smaller size in print or digital use. with respect to the logo lockup.



A logo lockup refers to the formalized position/relationship of the brand's logo (symbol) and its wordmark (logotype)

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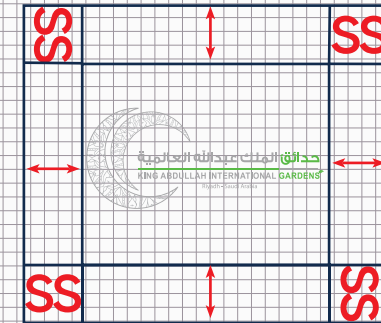
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WHAT IS CLEARSPACE

The area that surrounds the logo is as important as the logo itself. The minimum area of 2 "x", known as "clear space," provides breathing room to the logo and eliminates visual clutter (text, graphic elements or other logos) that can compete with logo legibility – thereby diminishing the effectiveness of the logo.



Double "S" letter size of 2 "x"

The area that surrounds the logo known as "clear space" is as important as the logo itself

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Why color is an important aspect of any logo?

Color has a powerful subconscious effect on every part of our lives, without even saying a word; an understanding of color meanings in business gives us an invaluable tool to get the best response to our marketing and promotional efforts and ultimately to create a successful business.

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COLOR THEORY

Inspired by pure nature



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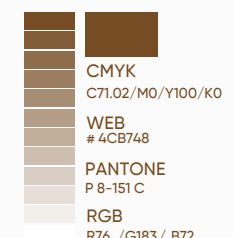
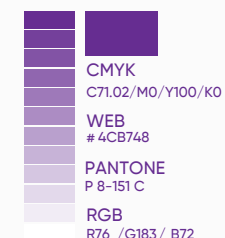
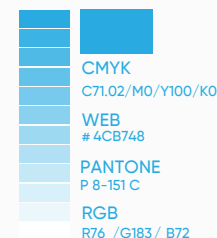
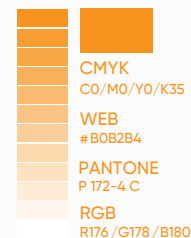
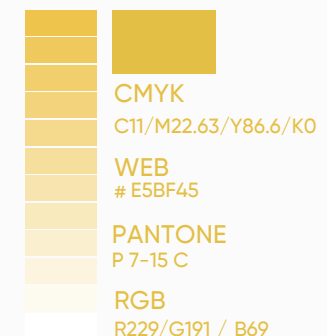
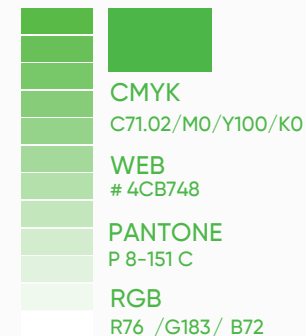
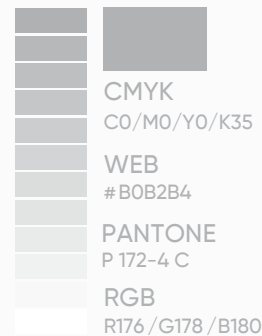
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Colour Palette



02

Identity
Elements

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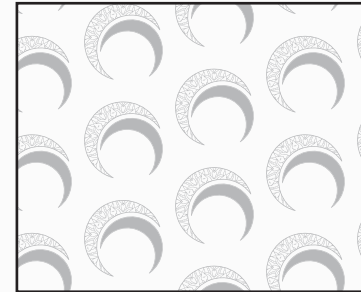
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Patterns



—
The pattern is used in brand advertising and packaging. It gives a feel the brand wants to deliver to its audience usually by patterns, colors, and lines.

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Tone of Font

There are things to consider when choosing the right font, for instance does the font offer a variety of styles and weights or is it just literally light, regular and bold? Also, we need to think about the print aspects when choosing a font to make sure it will be readable; this includes the colour, size and style. Most importantly, we need to make sure that the tone of a font is right for the brand. In this logo, the fonts have a simple and neat cut that emphasizes luxury. English and Arabic fonts are similar in the tone.

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Hello I'm:
Gilroy

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890**

Gilroy Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@%&\$#

Gilroy Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvxyz
1234567890@%&\$#**

FONT INFO

Gilroy .ttf
Designed by Radomir Tinkov,
Copyright : PT
Publisher : Google Fonts

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أ ب ت ث ج ح خ د ذ ر ز س
ش ص ض ع غ ف ق ك
ل م ن ه و ي
1234567890

مرحبانا
GE SS Two

FONT INFO

GE SS Two.ttf

Designed by Boutros International

Copyright : Boutros International, 2004. All rights reserved

Publisher : Google Fonts

Bold

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

1234567890

Regular

أ ب ت ث ج ح خ د ذ ر ز س
ش ص ض ع غ ف ق ك
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1234567890

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H1

حداائق الملك عبدالله العالمية

H2

حداائق الملك عبدالله العالمية

H3

حداائق الملك عبدالله العالمية

H4

حداائق الملك عبدالله العالمية

BODY COPY

حداائق الملك عبدالله العالمية

CAPTION

حداائق الملك عبدالله العالمية

CC

LEADING

For legible body text that's comfortable to read, a general rule is that your leading value should be greater than the font size; from 1.25 to 1.5 times

TRACKING

The space between letters in a block of text. In CSS this is defined with the letter-spacing property

WIDOWS & ORPHANS

A single word at the end of a column is a widow and if it's at the top of a new column it's an orphan. They look bad and can be hard to read.

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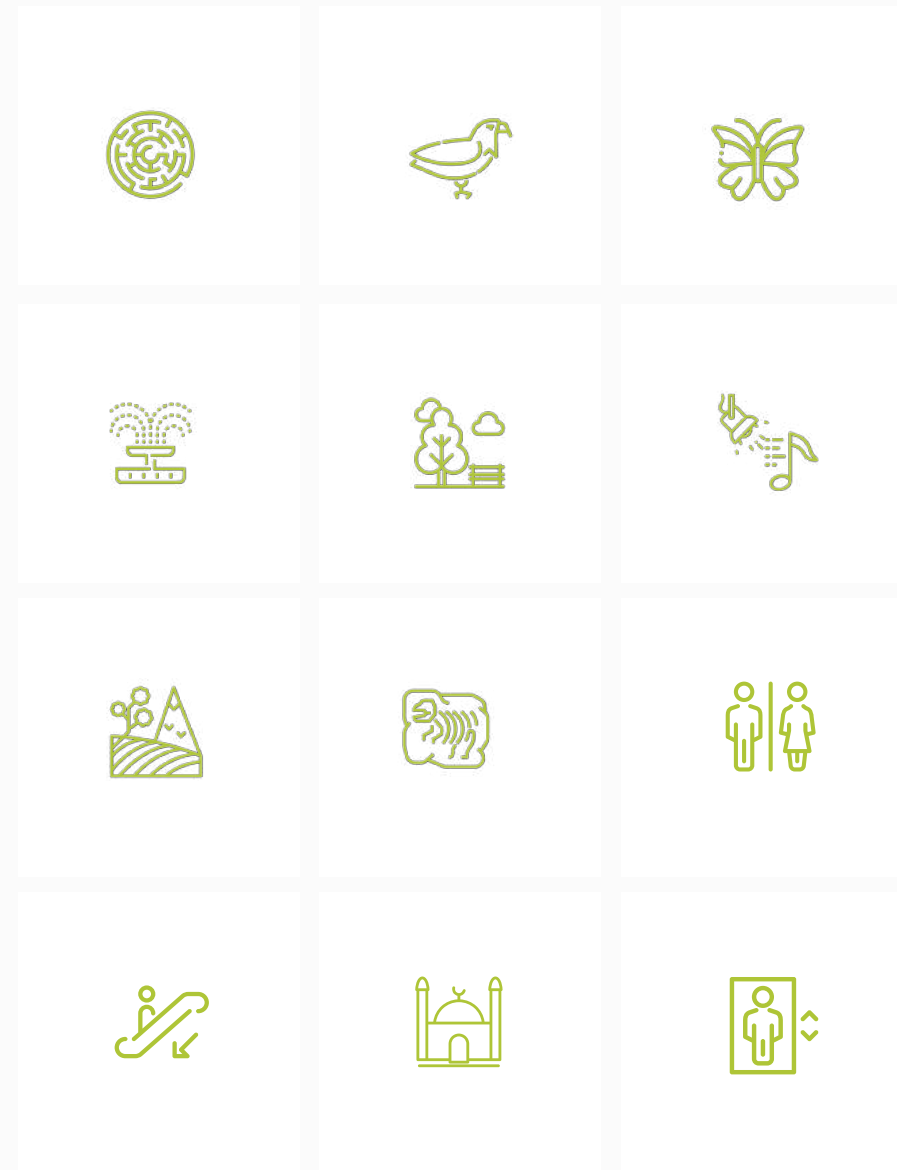
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Pictography is a form of writing which uses representational, pictorial drawings, similarly to cuneiform and, to some extent, hieroglyphic writing

03

Brand
Applications

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STATIONARY

Brand Identity

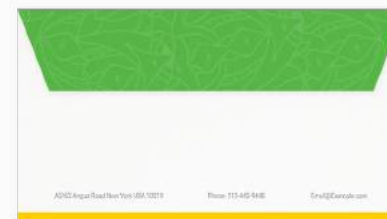
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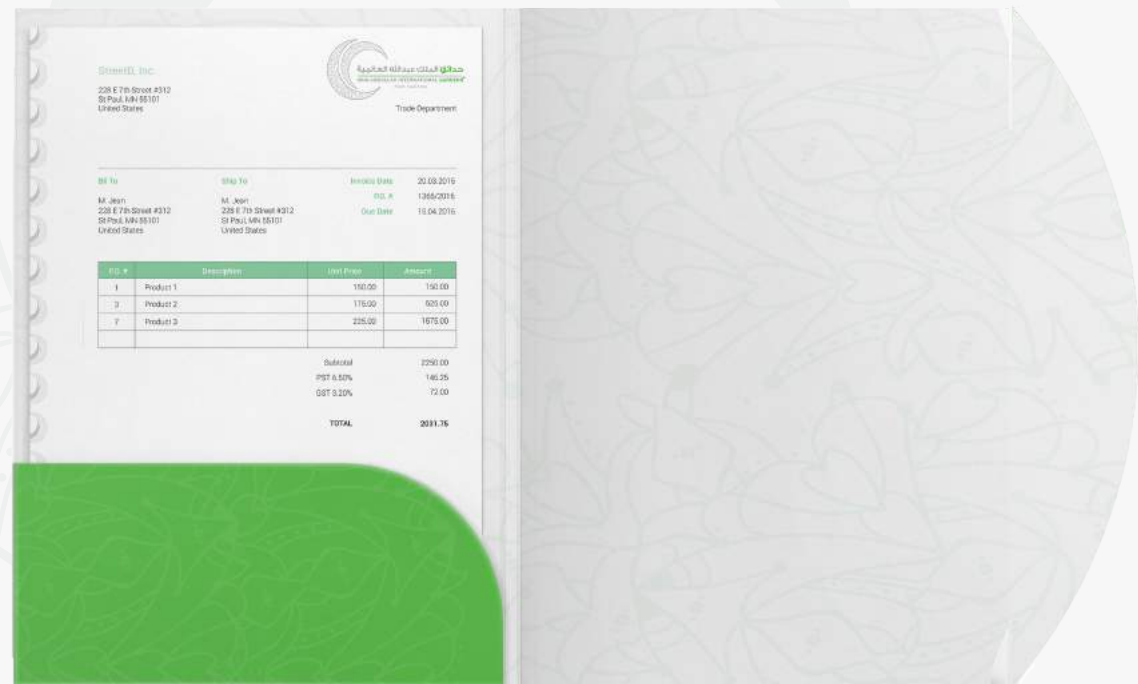
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STATIONARY LETTER HEAD

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PRINTING MATERIALS PIN BUTTONS



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T SHIRT

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THE CONCEPT

The concept came from nature and the material that is around us to integrate with the nature surrounded by us

THE DESIGN

The nature materials such as GRASS, STONE AND WOOD have been used to add a unique spirit to the wayfinding



THE IDEA

first , abstraction the shape of tree leaves is the common denominator between the gardens



THE IDEA

we Use the shape of the abstract tree leaves in the following manner

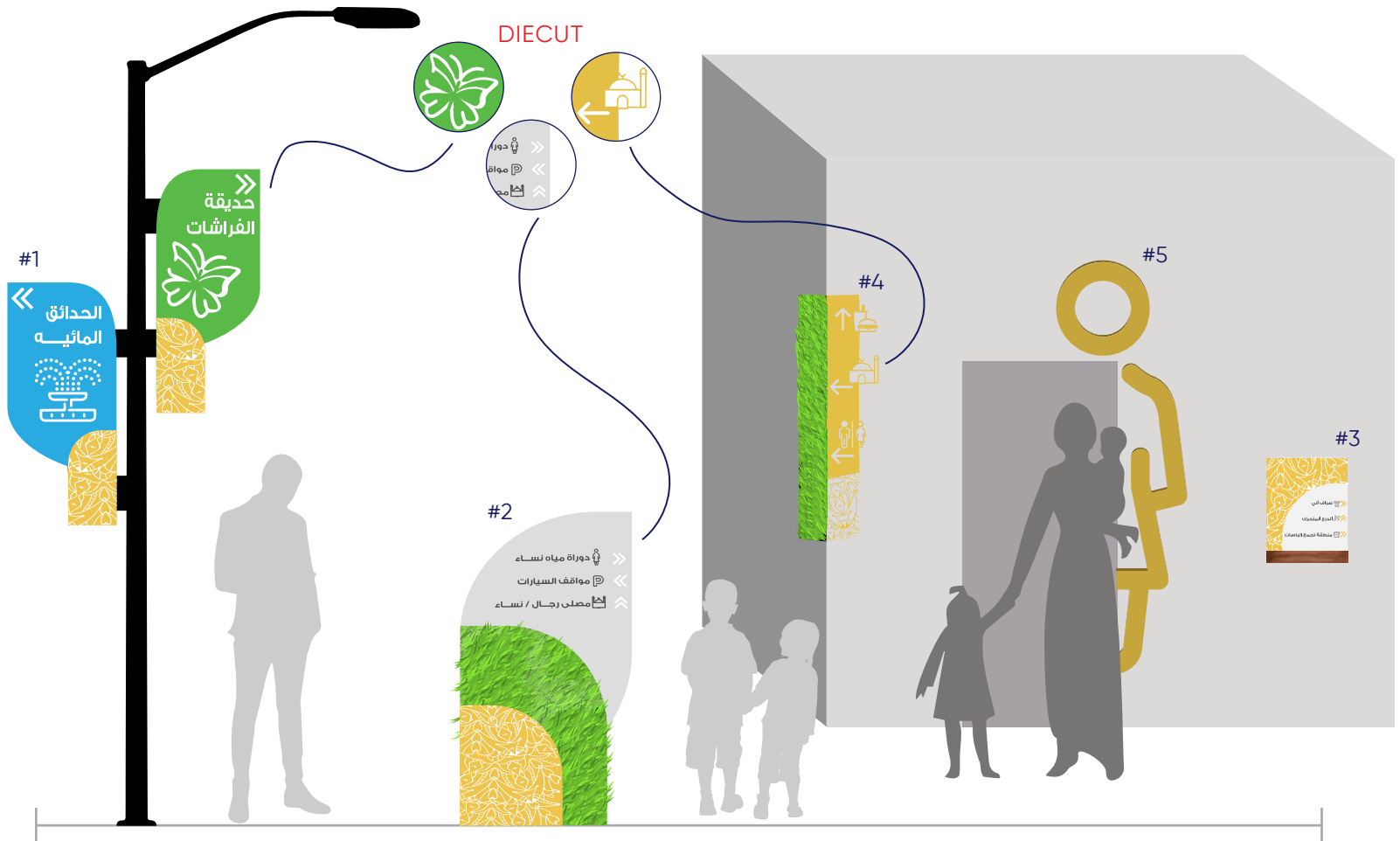


The grass and wood used in this way to add different texture and spirit nature

designed 4 examples

- #1-On a column
- #2-On the ground
- #3-On the wall
- #4-On the wall v2
- #5-Bathrooms Icon

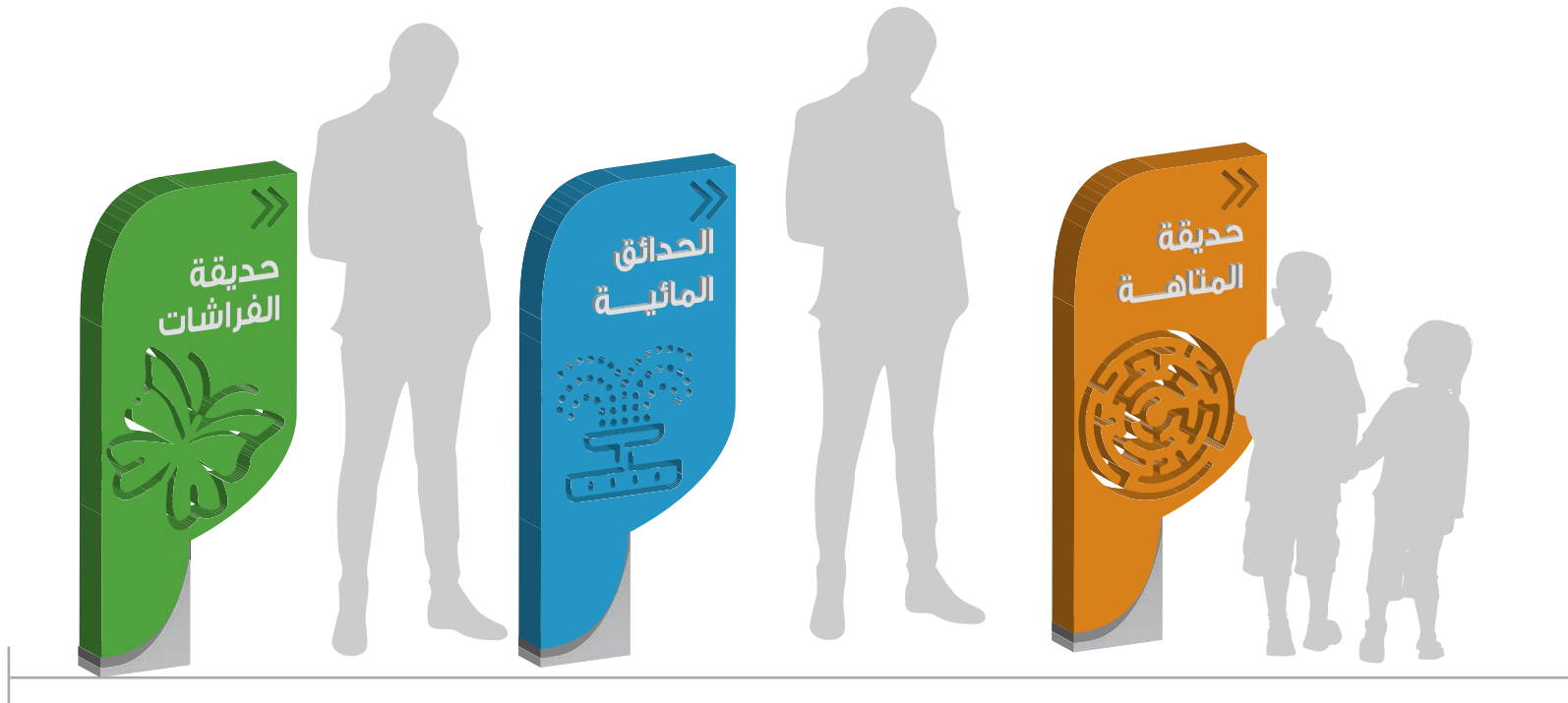
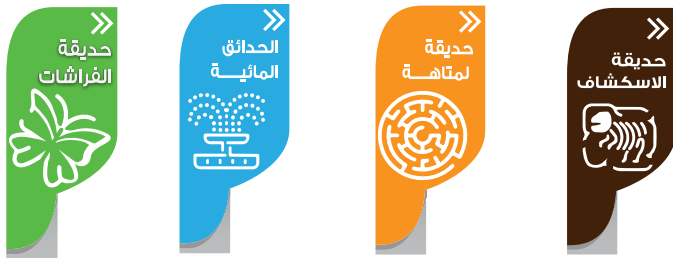
we use DIECUT finish designed technique adds a touch of extraordinary

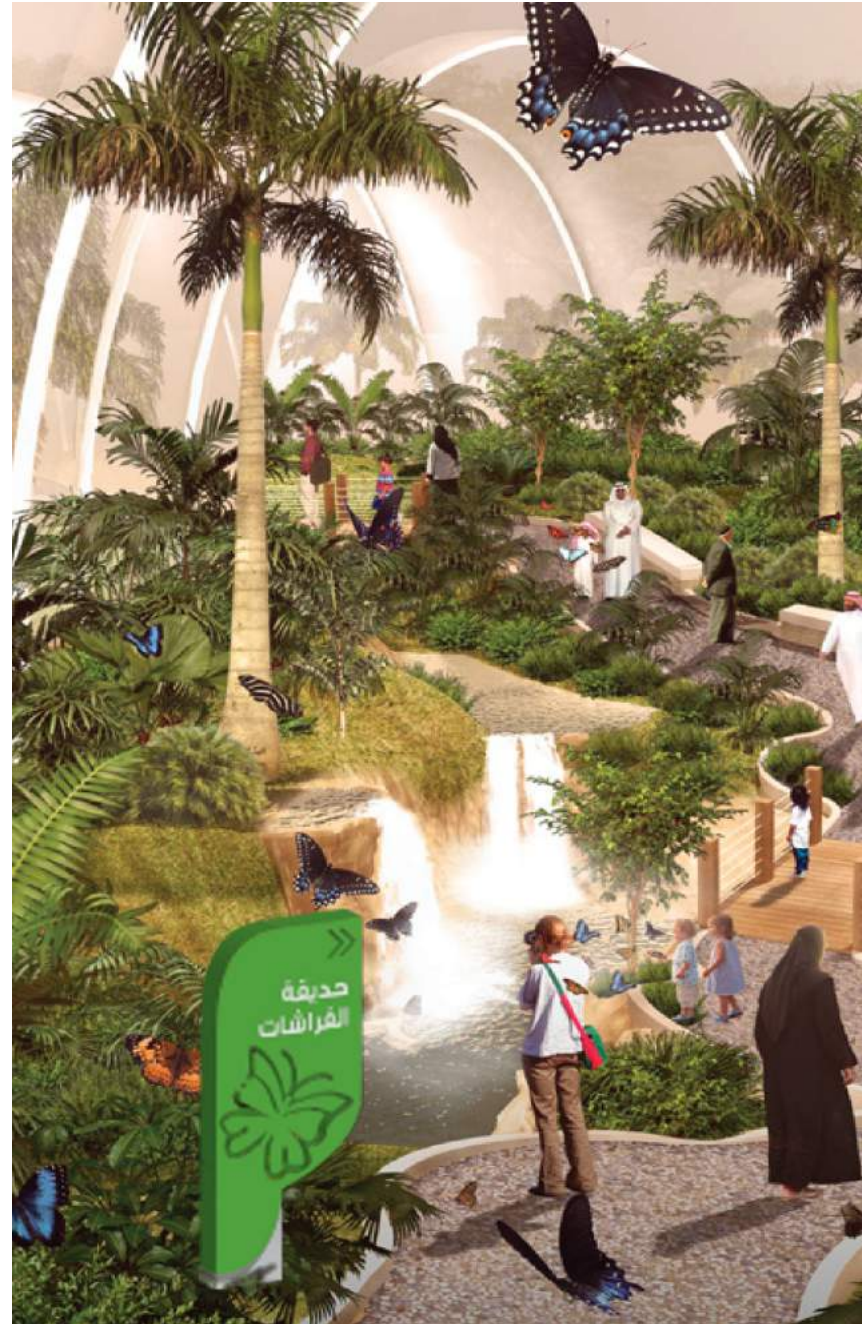




THE IDEA

We used a simple icon representing the Gardens
With DIECUT finished design and each garden has own color





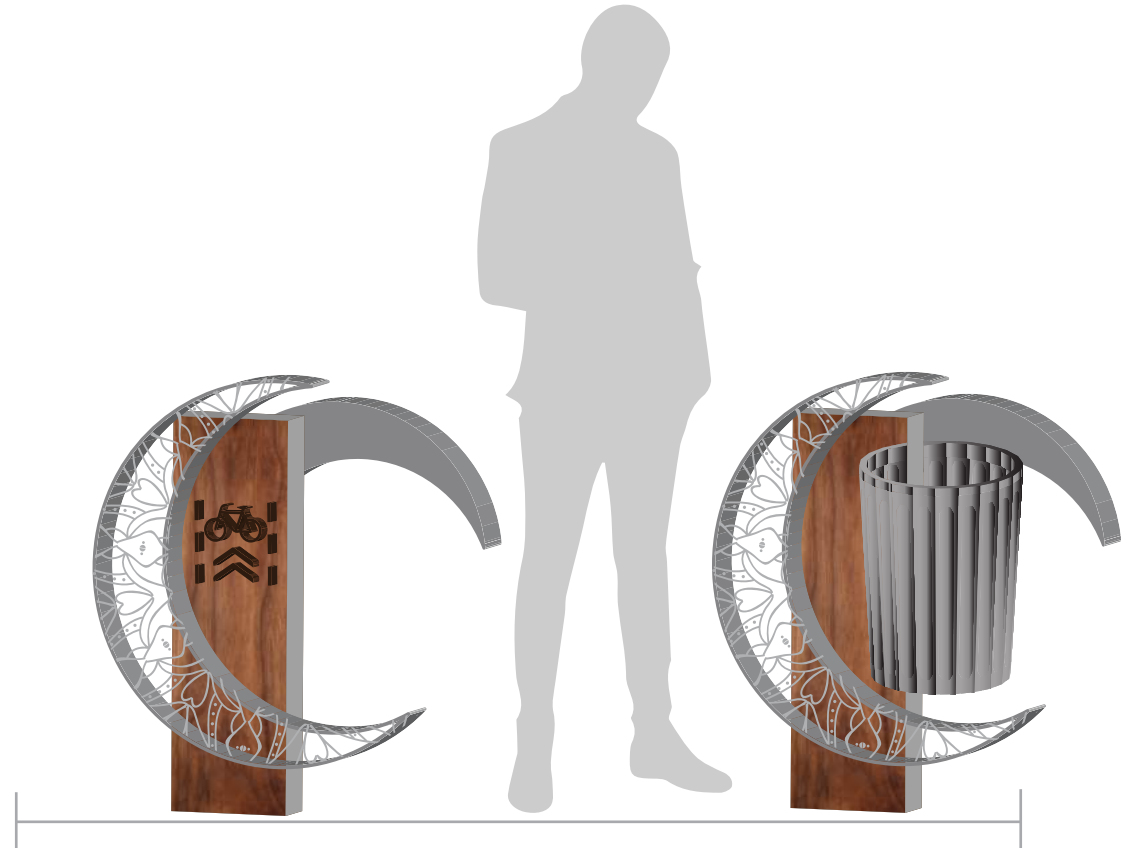
THE IDEA

we use the logo shape that is inspired by the scheme
And use it to display the giant size map in the middle of the entrance



THE IDEA

We used the logo design icon to design different wayfinding in the garden
Such as cycling track And the garbage carrier ,,etc



Thank
You