



ميثاق الملك سلمان الجهرايين

KSCAU
BRAND MANUAL

DEFINITION

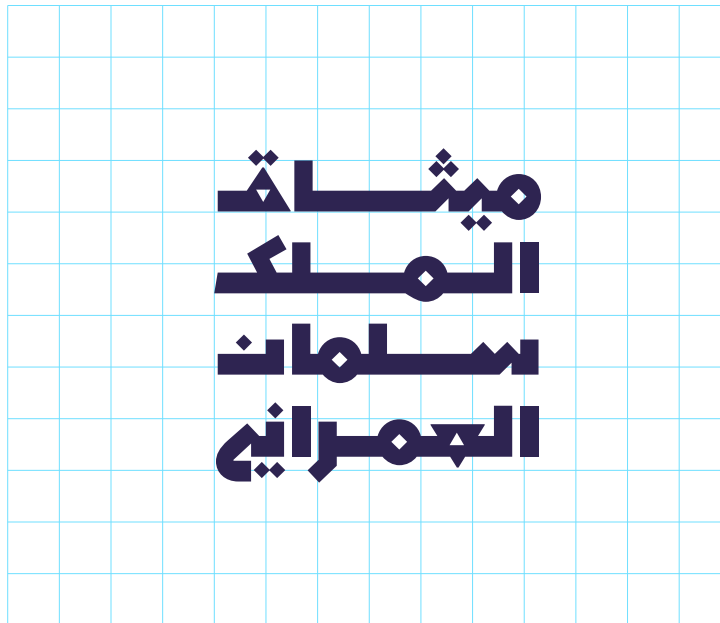
ميثاق
الملك
سلمان
الجهرايخ

LOGO ELEMENTS
LOGO LOCKUP
ALINGNMENT
CO-BRANDING &
ENDORSEMENT

BRAND ASSETS

LOGO ELEMENTS

The brand lockup is composed of
the Icon,
wordmark and the Tagline”



round vs sharp



inverted counter spaces
& triangular loops



angular cuts

LOCKUP

The lockup of our logo consists of the icon and the wordmark. The icon is placed to the left of the wordmark, keeping their relative sizes into consideration. This horizontal lockup is the ONLY lockup for our brand logo.

مِيثاق
الملك
اسلامان
الجزرايين



Wordmark

مِيثاق
الملك
سلمان
الجهرايخ

LOCKUP

The lockup of our logo consists of the icon and the wordmark. The icon is placed to the left of the wordmark, keeping their relative sizes into consideration. This horizontal lockup is the ONLY lockup for our brand logo.

ميثاق
الملك
سلامان
الجمرايى

Wordmark

LOCKUP

ميثاق
الملك
سلمان
الجهراي

ميثاق
الملك
سلمان
الجهراي

ميثاق
الملك
سلمان
الجهراي

ميثاق
الملك
سلمان
الجهراي

USE ON DIFFRENET BACKGROUNDS

Using the primary colours, we
can get two
brand mark variations,
according to the

ميثاق
الملك
سلمان
الجهرايخ

COLOR CODE

#1A3141
PANTONE P 98 - 15 C

ميثاق
الملك
سلمان
الجهرايخ

COLOR CODE

#D7A329
PANTONE P 11 - 7 C

ميثاق
الملك
سلمان
الجهرايخ

Alingment

The center of the Nest should align to the center of the Logotype.

The spacing between the Nest and the Logotype as the isolarion are should be the same unit X which is the half of typeface hight.

ميثاق
الملك
اسلامان
الجمرايخ

Wordmark

ميثاق الملك
اسلامان الجمرايخ

Wordmark

LOGO CLEARSPACE

The center of the Nest should align to the center of the Logotype.

The spacing between the Nest and the Logotype as the isolation are should be the same unit X which is the half of typeface height.



Full SPACES

ENDORSEMENT CO-BRANDING



ENDORSEMENT CO-BRANDING



MINIMUM LOGO SIZES

ميثاق
الملك
سلامت
الجمرايخ

40 mm

ميثاق
الملك
سلامت
الجمرايخ

30 mm

ميثاق
الملك
سلامت
الجمرايخ

20 mm

ميثاق
الملك
سلامت
الجمرايخ

10 mm

Full Logo

Minimum Size: 20mm x 3.33 mm

BLACK AND WHITE LOGO

Using the primary colours, we can get two brand mark variations, according to the



LOGO PLACEMENT

The logo are flexible and may be positioned in all four corners of a layout as well as the centre.



INCORRECT USAGE OF ELEMENTS

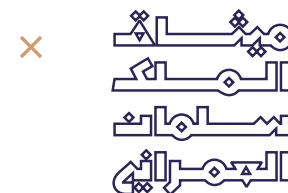
The consistent visual presentation of the BRAND logo will help maximize building a strong brand.



DON'T use drop-shadows



DON'T mix Colours



DON'T outline the logo



DON'T angle the logo



DON'T place the logo on a busy photograph or pattern.



DON'T put a white box around the logo when placed on a dark or busy background



DON'T stretch/squeeze the icon or typography



DON'T alter the proportions and the components

PRIMARY COLORS
SECONDARY COLORS
COLORS VOICE IS
USE ON DIFFRENET
BACKGROUNDS

COLOR PALETTE

PRIMARY COLORS

These are the values that will allow us to apply our primary palette at all contact points in the best possible way.



MUSTARD MUSKETEERS



PAUA

PRIMARY COLORS

These are the values that will allow us to apply our primary palette at all contact points in the best possible way.



MUSTARD MUSKETEERS

#D7A329

RGB(215,163,41)

PANTONE P 11 - 7 C

C19.56 M38.77 Y100 K1.24



PAUA

#2E2451

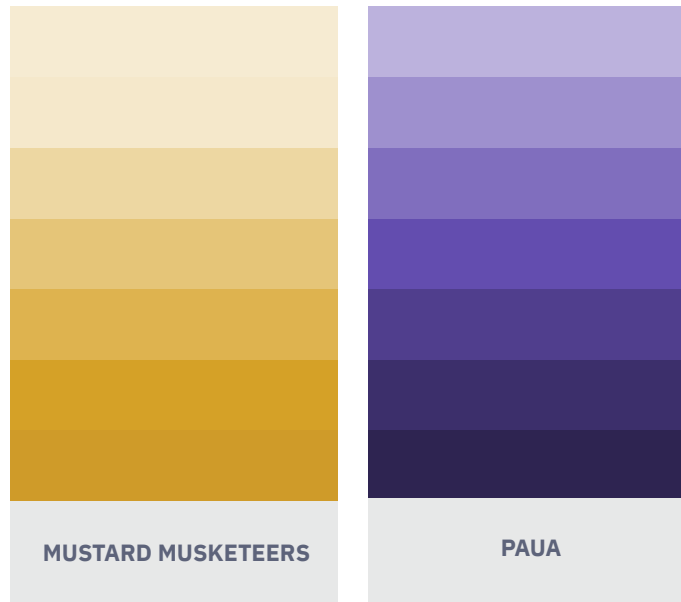
RGB(46,36,81)

PANTONE P 98 - 15 C

C91.43 M93.99 Y37.38 K34.79

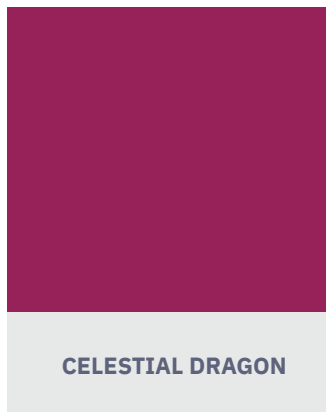
PRIMARY COLOR SHADES

Lighter / Darker shades
of the color



SECONDARY COLORS

These are the values that will allow us to apply our primary palette at all contact points in the best possible way.

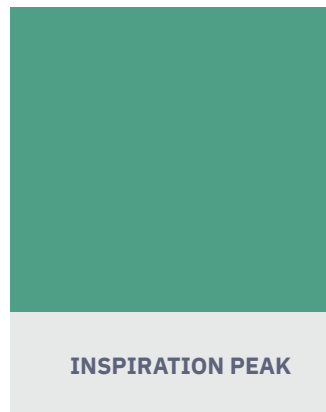


#97225A

RGB(151,34,90)

PANTONE P

C36.02 M98.66 Y41.61 K13.98

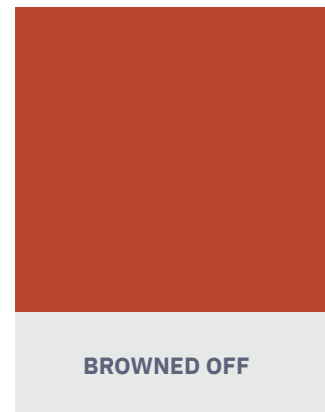


#4F9F87

RGB(79,159,135)

PANTONE P

C70.48 M18.29 Y55.21 K1.36

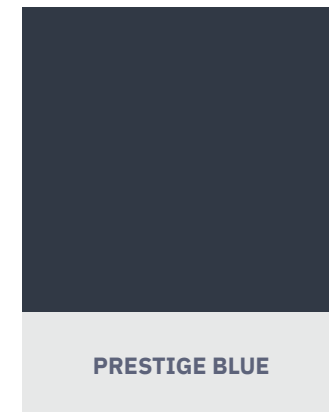


#BA452F

RGB(186,69,47)

PANTONE P

C19.53 M85.43 Y91.96 K8.93



#313945

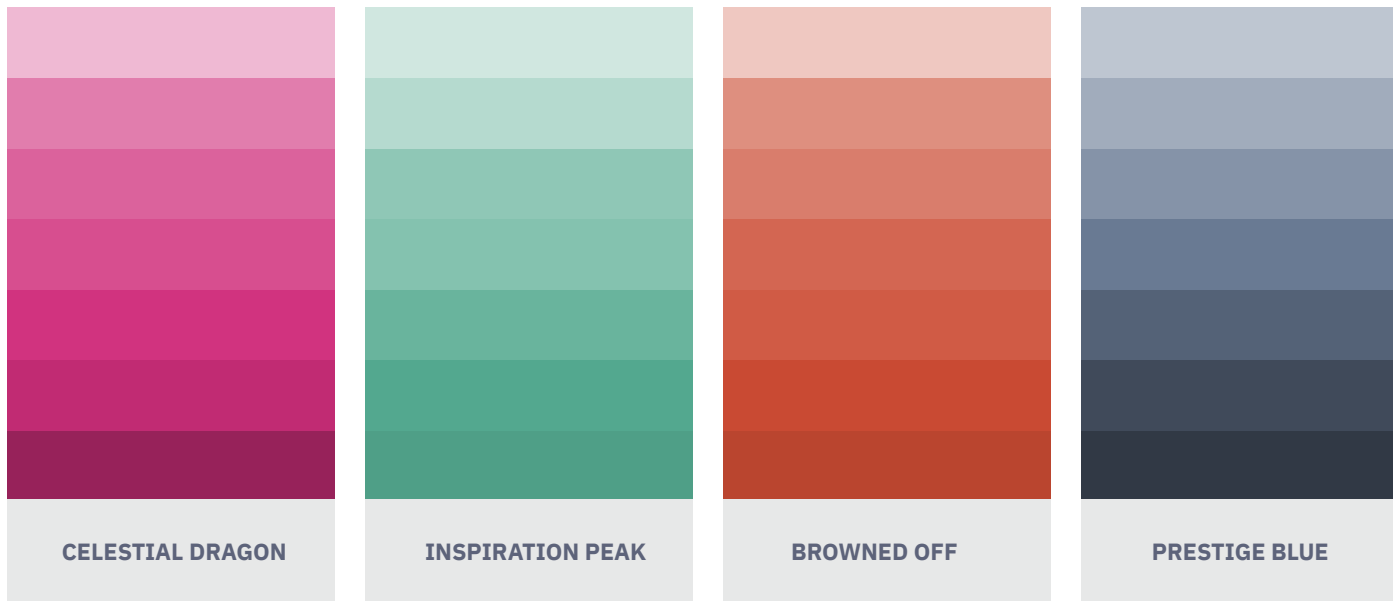
RGB(49,57,69)

PANTONE P 98 - 15 C

C78.49 M67.35 Y51.87 K46.07

SECONDARY COLOR SHADES

Lighter / Darker shades
of the color



ميثاق الملك سلمات الجمراية

ARABIC TYPE
ENGLISH TYPE

TYPOGRAPHY

العمرياني

ض

ن

ميشاق

ع

ث

TYPOGRAPHY FAMILY ARABIC

Forward type is iconic and full of personality. When you see it, you know it is talking. For this reason, our typography offers multiple weights.

ARABIC TYPE IBM PLEX SANS

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

ض

IBM Plex Sans Arabic bold

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

ض

IBM Plex Sans Arabic light

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

ض

IBM Plex Sans Arabic medium

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

ض

IBM Plex Sans Arabic thin

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

ض

IBM Plex Sans Arabic regular

TYPOGRAPHY FAMILY ENGLISH

لدينا عقليات سعودية مبهرة ورائعة جدًا، خاصة في جيل الشباب، طاقة قوية شجاعة، ثقافة عالية، احترافية جيدة وقوية جدًا، ويبقى فقط العمل. وطموحنا سوف يبتلع هذه المشاكل، سواء بطالة أو إسكانا أو غيرها من المشاكل

“

لدينا عقليات سعودية مبهرة ورائعة جدًا، خاصة في جيل الشباب، طاقة قوية شجاعة، ثقافة عالية، احترافية جيدة وقوية جدًا، ويبقى فقط العمل. وطموحنا سوف يبتلع هذه المشاكل، سواء بطالة أو إسكانا أو غيرها من المشاكل

“

العنوان الرئيسي

العنوان الرئيسي

URBANISM

8

King
Salman

U

KH

Aa

TYPOGRAPHY FAMILY ENGLISH

Forward type is iconic and full of personality. When you see it, you know it is talking. For this reason, our typography offers multiple weights.

ENGLISH TYPE IBM PLEX SANS

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ abcdefghijklmnopqrstuvwxyz
yz1234567890(,.;?!\$& +#)

IBM PLEX SANS bold

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
YZ abcdefghijklmnopqrstuvwxyz1
234567890(,.;?!\$& +#)

IBM PLEX SANS regular

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ abcdefghijklmnopqrstuvwxyz
yz1234567890(,.;?!\$& +#)

IBM PLEX SANS semibold

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
YZ abcdefghijklmnopqrstuvwxyz1
234567890(,.;?!\$& +#)

IBM PLEX SANS light

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ abcdefghijklmnopqrstuvwxyz
yz1234567890(,.;?!\$& +#)

IBM PLEX SANS medium

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
YZ abcdefghijklmnopqrstuvwxyz1
234567890(,.;?!\$& +#)

IBM PLEX SANS extraLight

TYPOGRAPHY

FAMILY ENGLISH

“ We have amazing and very wonderful Saudi mentalities, especially in the younger generation, strong energy, courage, high culture, good professionalism and very strong, and only work remains. And our ambition will swallow these problems, .whether unemployment, housing or other problems

“ We have amazing and very wonderful Saudi mentalities, especially in the younger generation, strong energy, courage, high culture, good professionalism and very strong, and only work remains. And our ambition will swallow these .problems, whether unemployment, housing or other problems

headline HEADLINE

TYPOGRAPHY

BILINGUAL TYPE STYLING

العنوان الرئيسي

HEADLINE

العنوان الفرعي

Headline

لدينا عقليات سعودية مبهرة ورائعة جدًا، خاصة في جيل الشباب، طاقة قوية شجاعة، ثقافة عالية، احترافية جيدة وقوية جدًا، ويبقى فقط العمل. وطموحنا سوف يتلعب هذه المشاكل، سواء بطالة أو إسكانا أو غيرها من المشاكل

We have amazing and very wonderful Saudi mentalities, especially in the younger generation, strong energy, courage, high culture, good professionalism and very strong, and only work remains. And our ambition will swallow these problems, whether unemployment, .housing or other problems

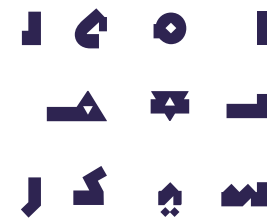
PATTERN

PATTERN CONCEPT

Pattern shape are
inspired from the logo
letters

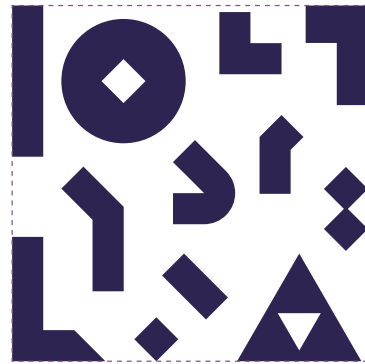


ميثاق
الملك
اسلامات
الجمراية

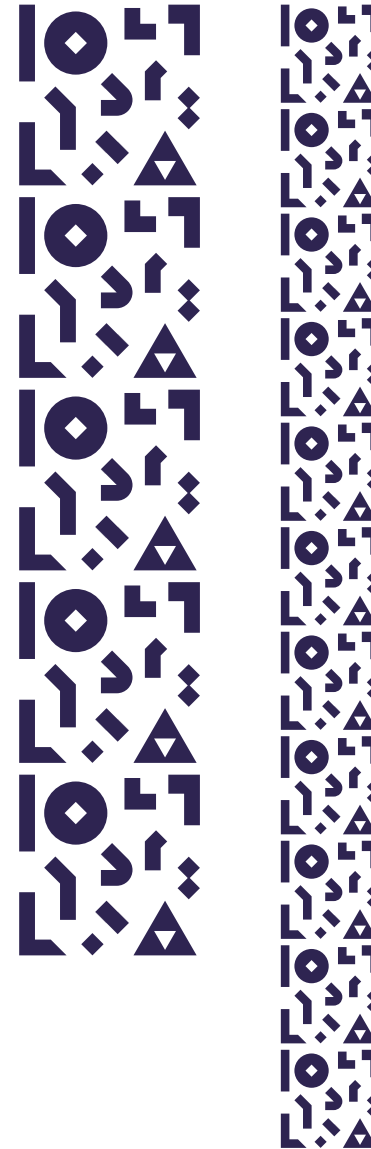
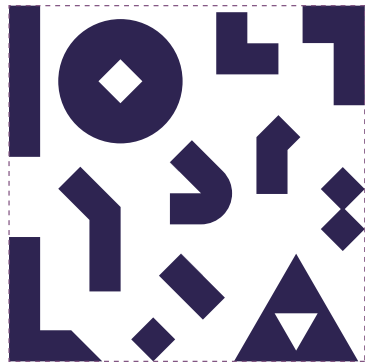


استخراج الاشكال

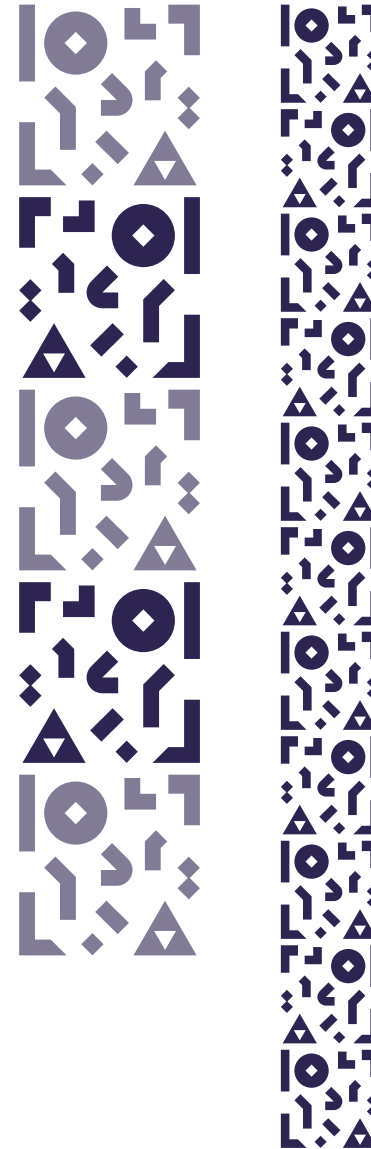
PATTERN



PATTERN
REGULAR REPETITION



PATTERN
REFLECTED REPETITION

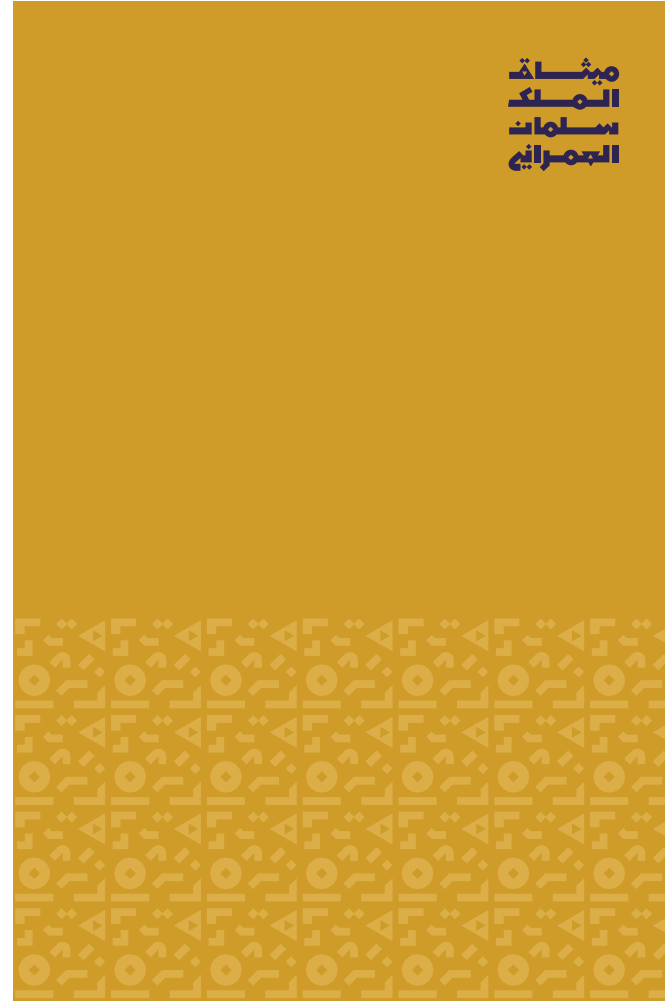
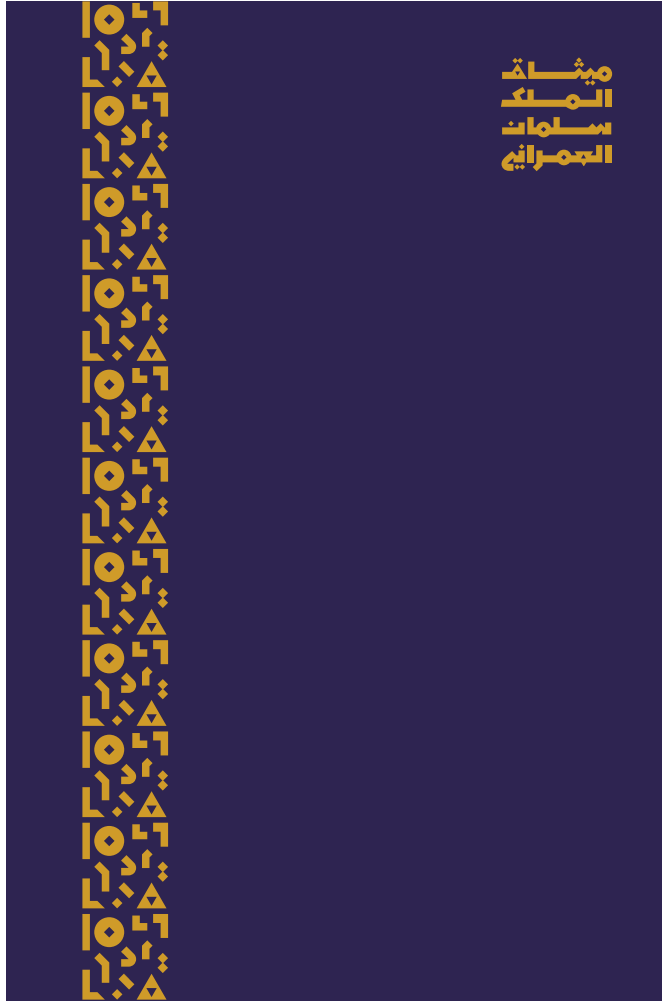


PATTERN
ROTATION 90 DEGREE



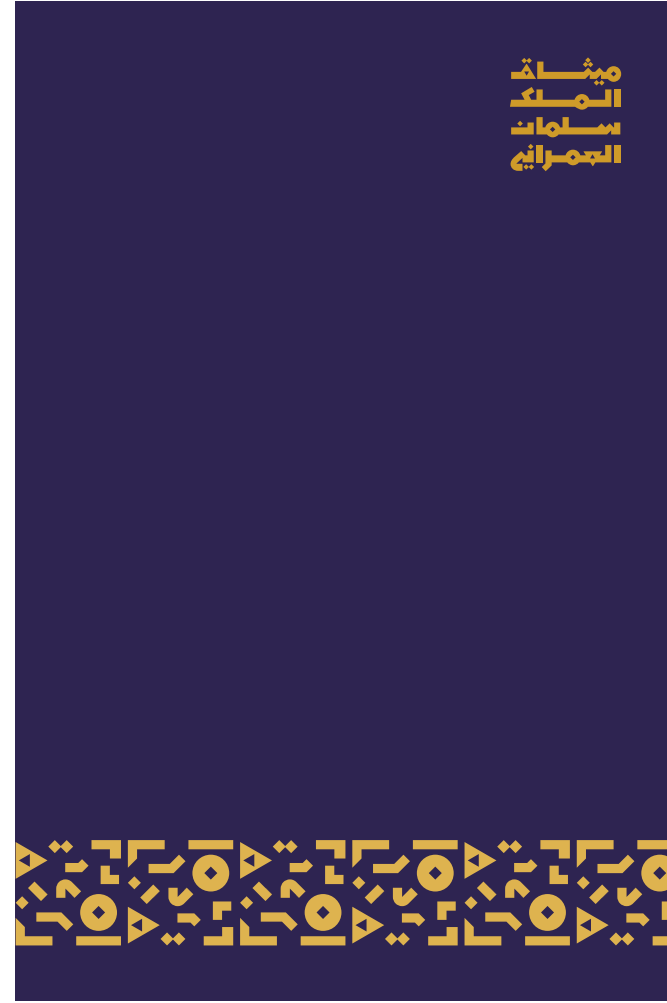
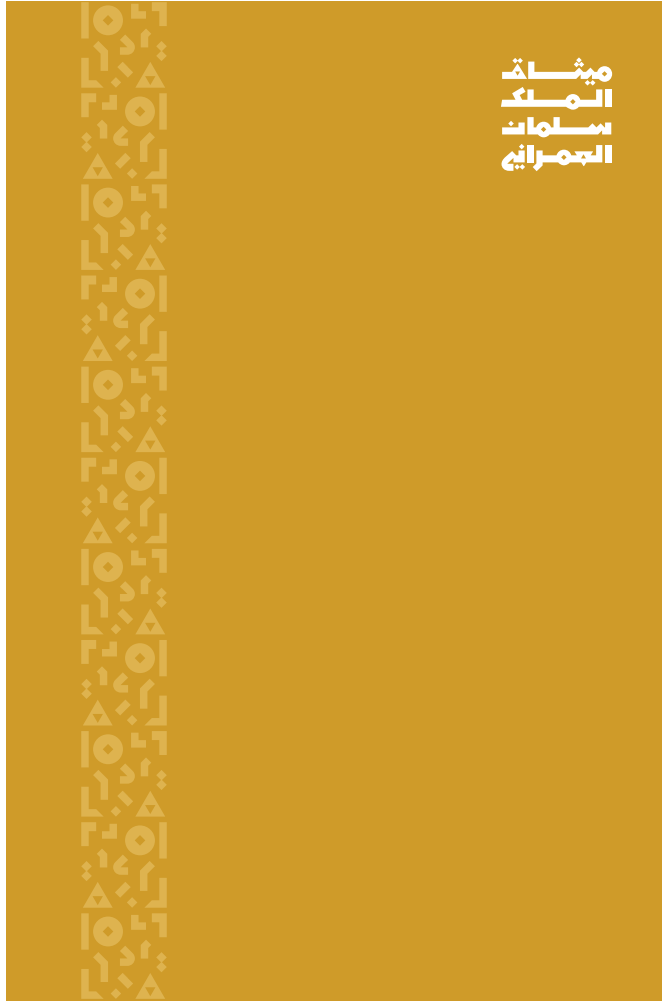
PATTERN

PATTERN REGULAR REPETITION



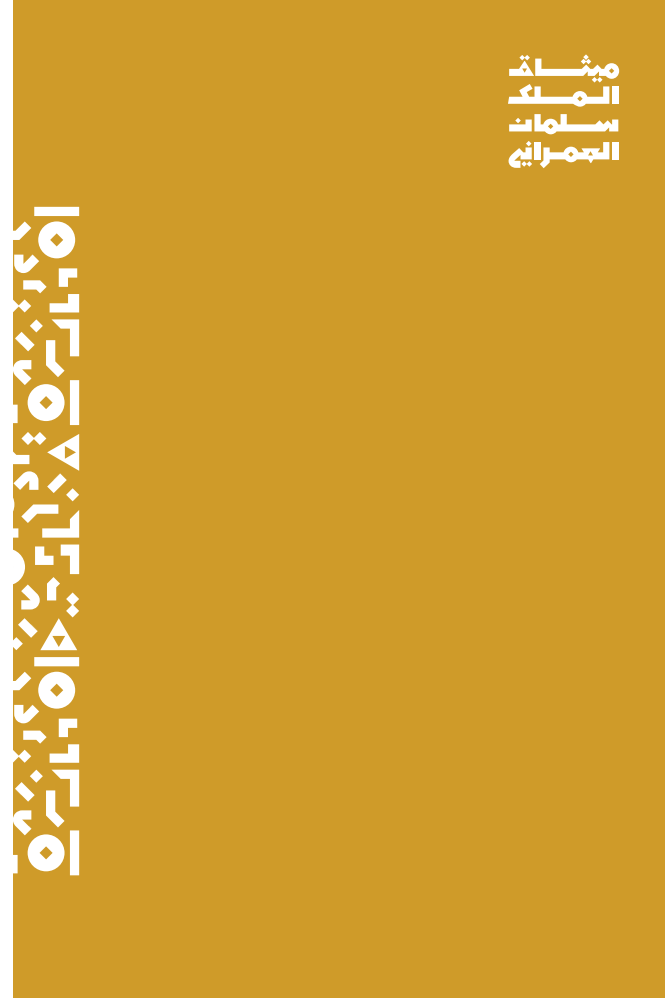
PATTERN

PATTERN REFLECTED REPETITION



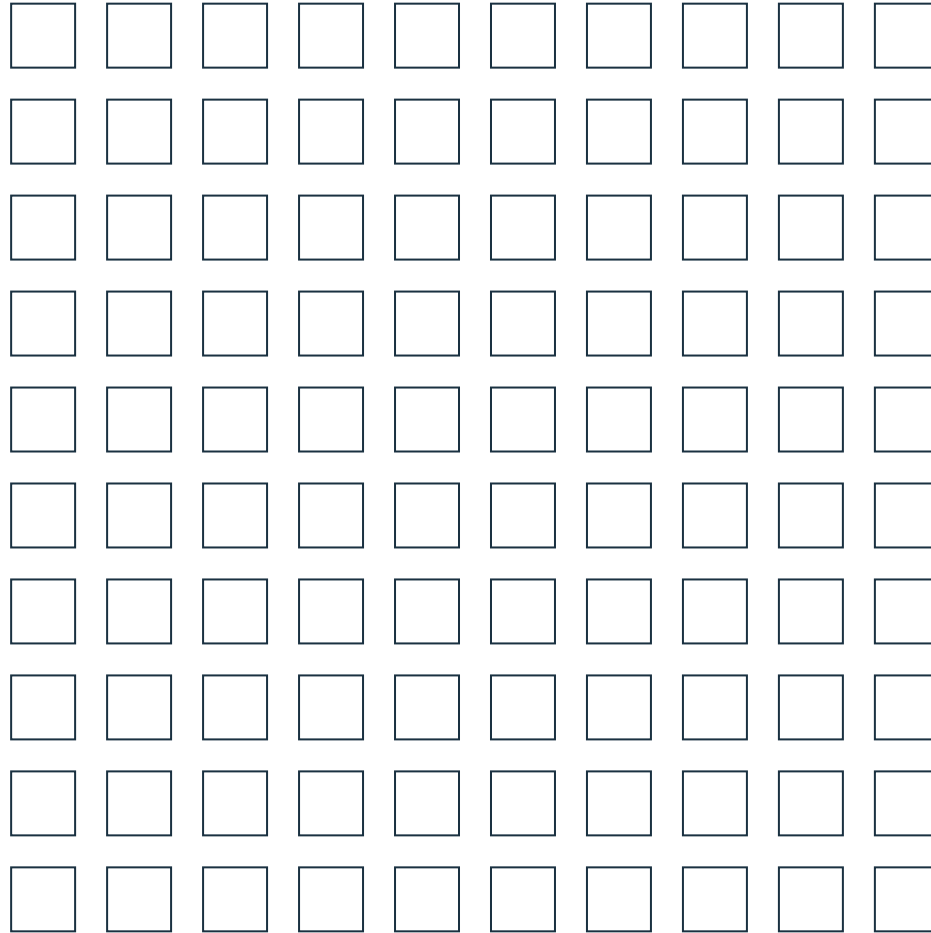
PATTERN

PATTERN ROTATION 90 DEGREE



GRID SYSTEM TO USE THE PATTERN

pattern with 2.5 margins

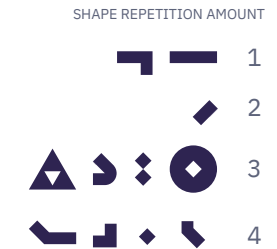
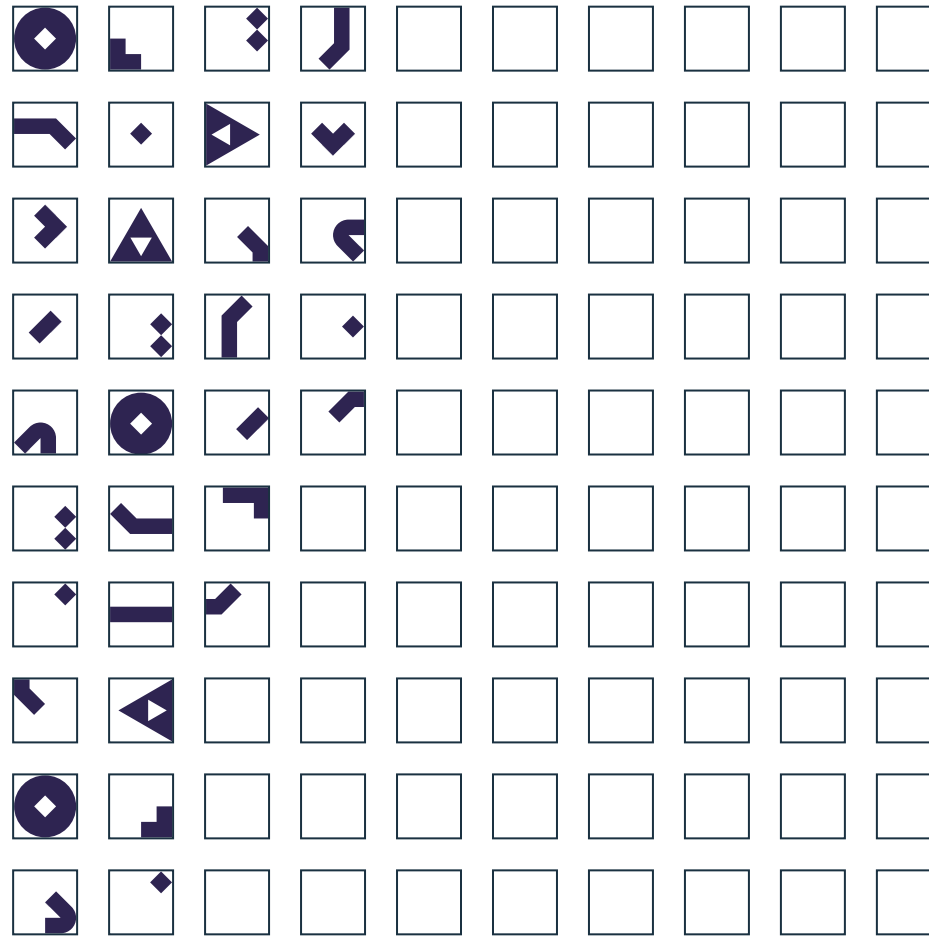


APPLYING THE PATTERN ON THE GRID

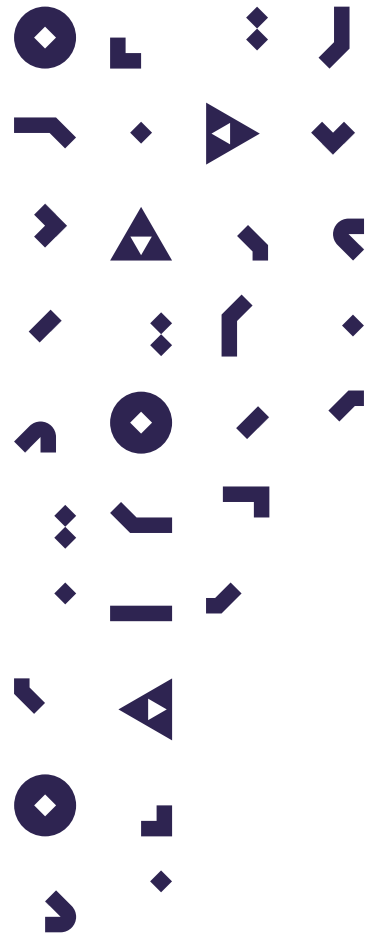
Apply the patterns on the left side of the grid, to keep distance between the logo and the elements, also to have space for content.

Pattern, Max of 4 repetition from each shape.

SAMPLE

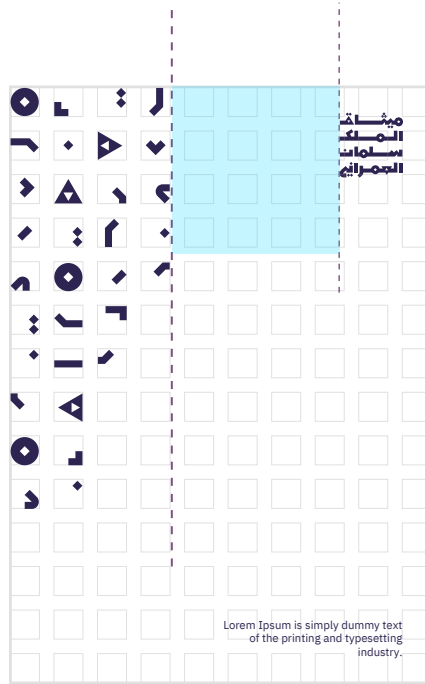


PATTERN



PATTERN GUIDELINE

Kindly follow the following:

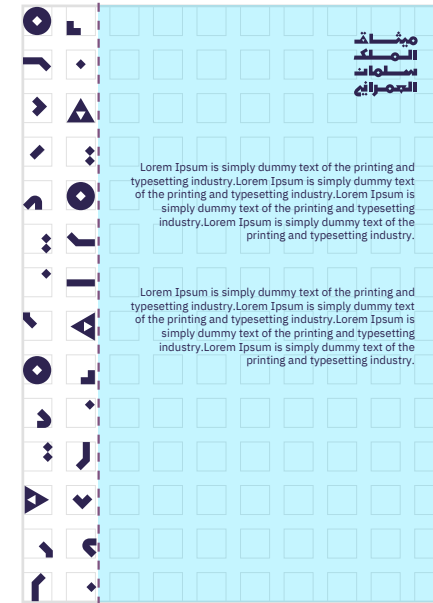


Keep space between the pattern and the (logo & text).

Don't exceed the 4 horizontal line in the grid.

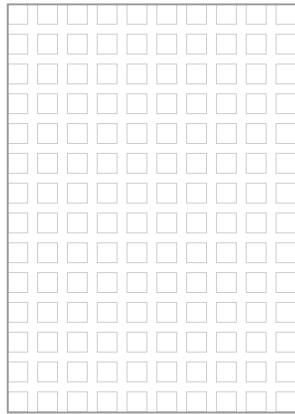


Remove one or two horizontal line from the shapes to have more space for center content or logo.

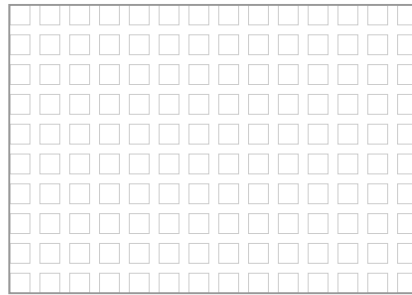


Patterns can be rearranged to suit the design, applying the shapes by max of 4 repetition from each.

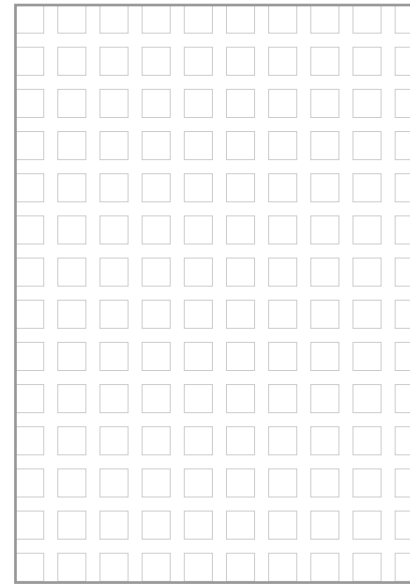
PATTERN GRID SYSTEM



A4 PORTRAIT GRID

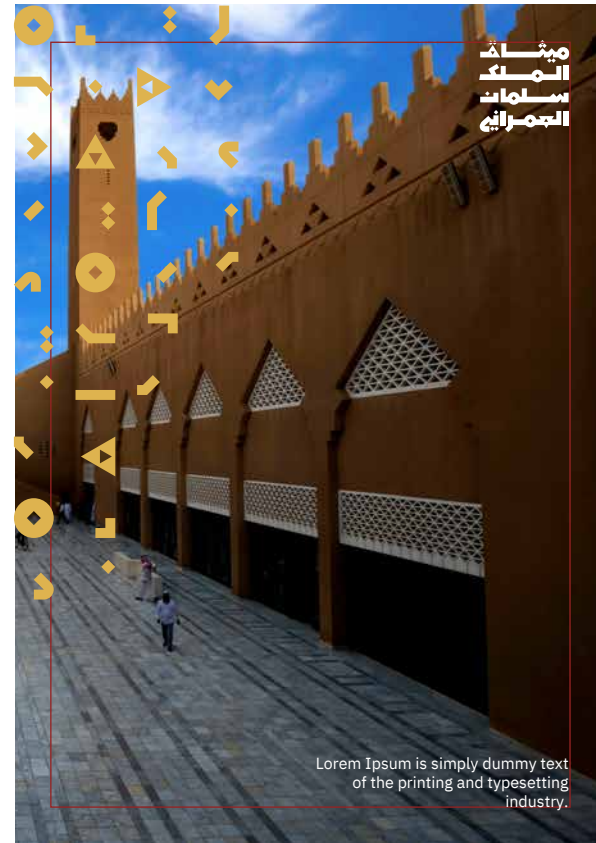
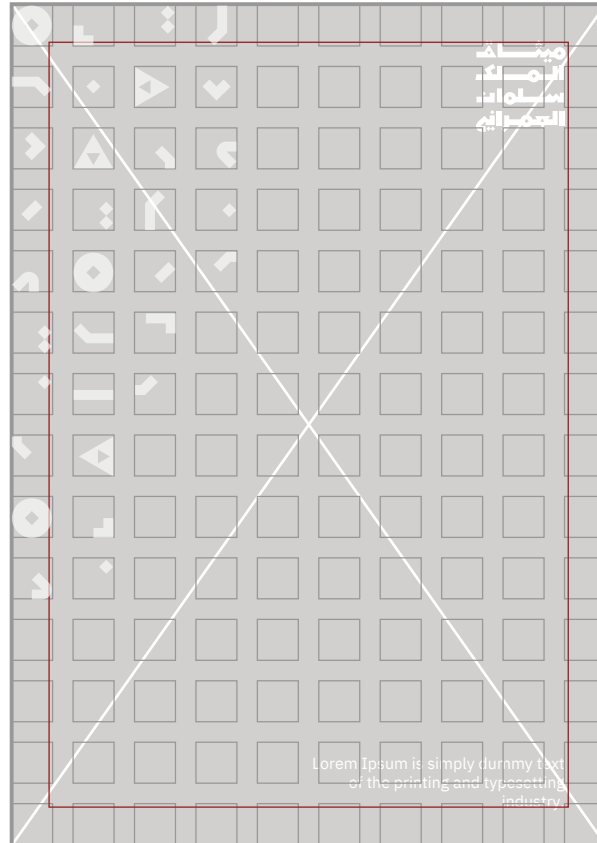


A4 LANDSCAPE GRID

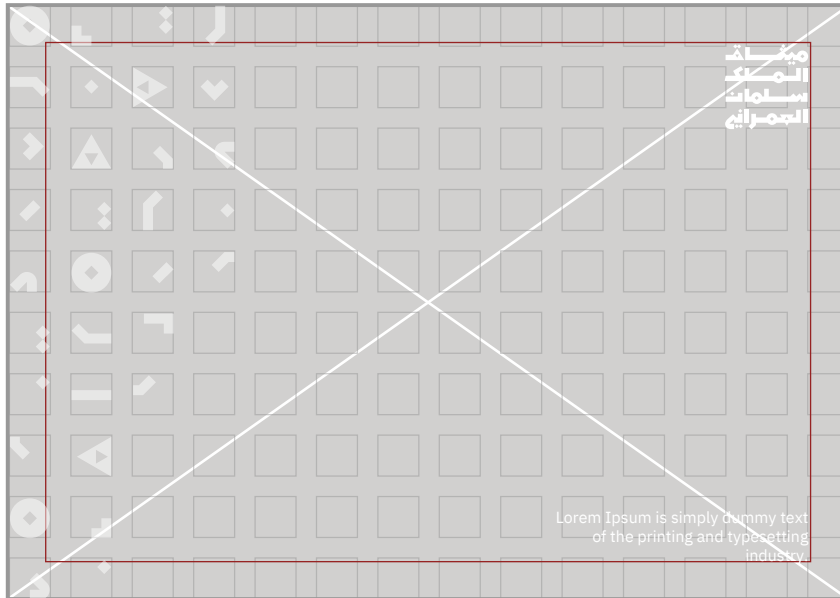


A3 GRID

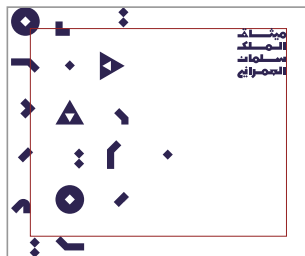
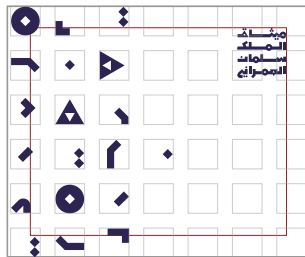
PATTERN A3 PORTRAIT



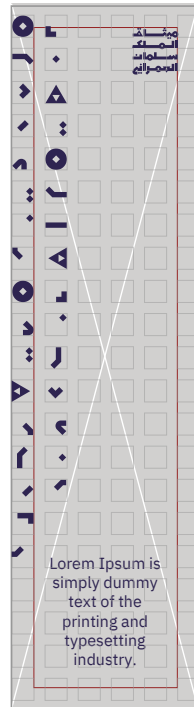
PATTERN A3 LANDSCAPE



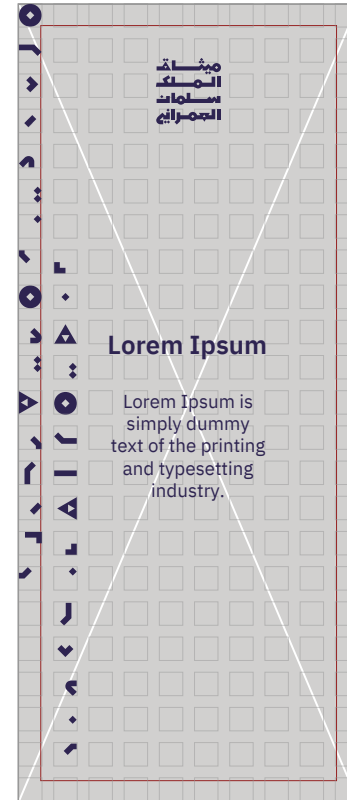
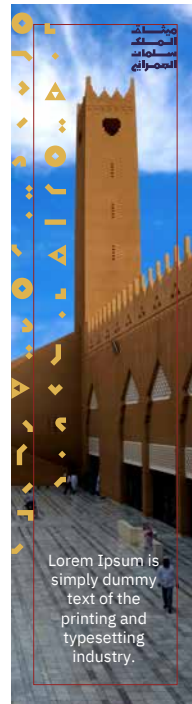
PATTERN OTHER FORMAT



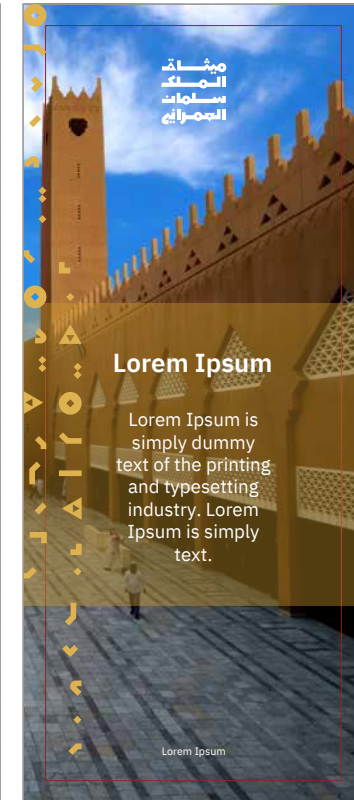
MPU



SKYSCRAPER



ROLL UP BANNER



PATTERN VISUALS

ROLL UP



PATTERN VISUALS

LAMP BANNER

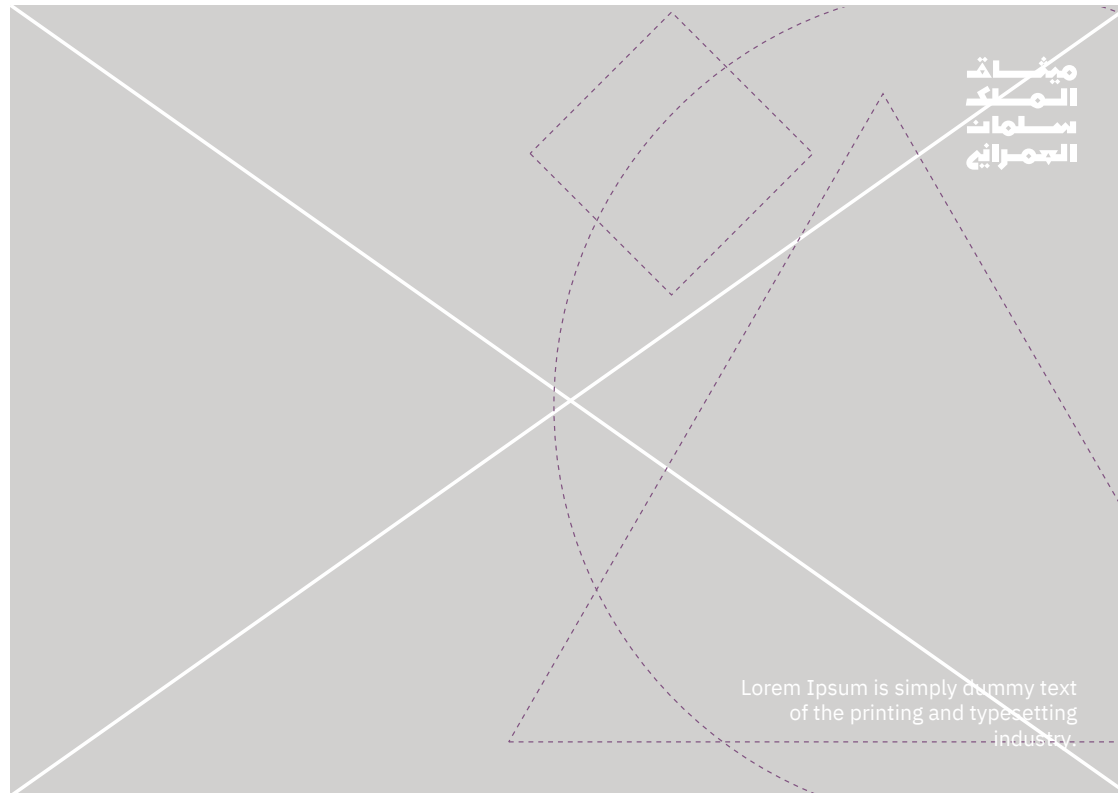


GRAPHIC ELEMENTS USE AS A LAYER OVER IMAGES



GRAPHIC ELEMENTS LAYER OVER IMAGES

Use 3 shapes in larg scale
place them overlap
Change the blending mood
from normal to multiply
Then apply it on the right side
of the image behind text and logo.



ELEMENTS VISUALS



ELEMENTS VISUALS



ميثاق
الملك
سلمات
الجمراية

