

BRAND GUIDELINES

LOCAL CONTENT FORUM

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01

BRANDMARK

- Our Logo
- Structure
- Logo Clear Space
- Logo Hierarchy
- Logo Usage
- Logo Positioning

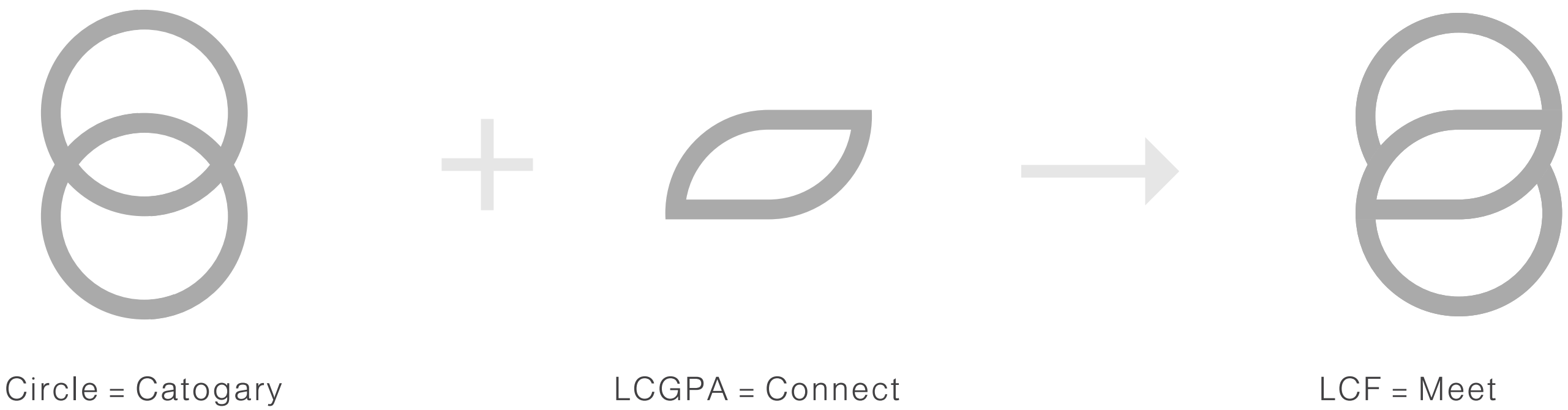


BRANDMARK

RATIONAL

Our logo represents our goal that leverages the skills and empowers the local capabilities of commercial members, legislation, and digital transformation and opens the opportunity for the local content to meet the investors and create chances and support them.

This comes our logo from the concept of circles which represent each category that will join the form and connect through the Local Content and Government Procurement Authority.



BRANDMARK

OUR LOGO

Our logo is our signature and our brand is the most widely recognized element. It consists of two components in a fixed relationship to one another — the brand mark and the logotype.

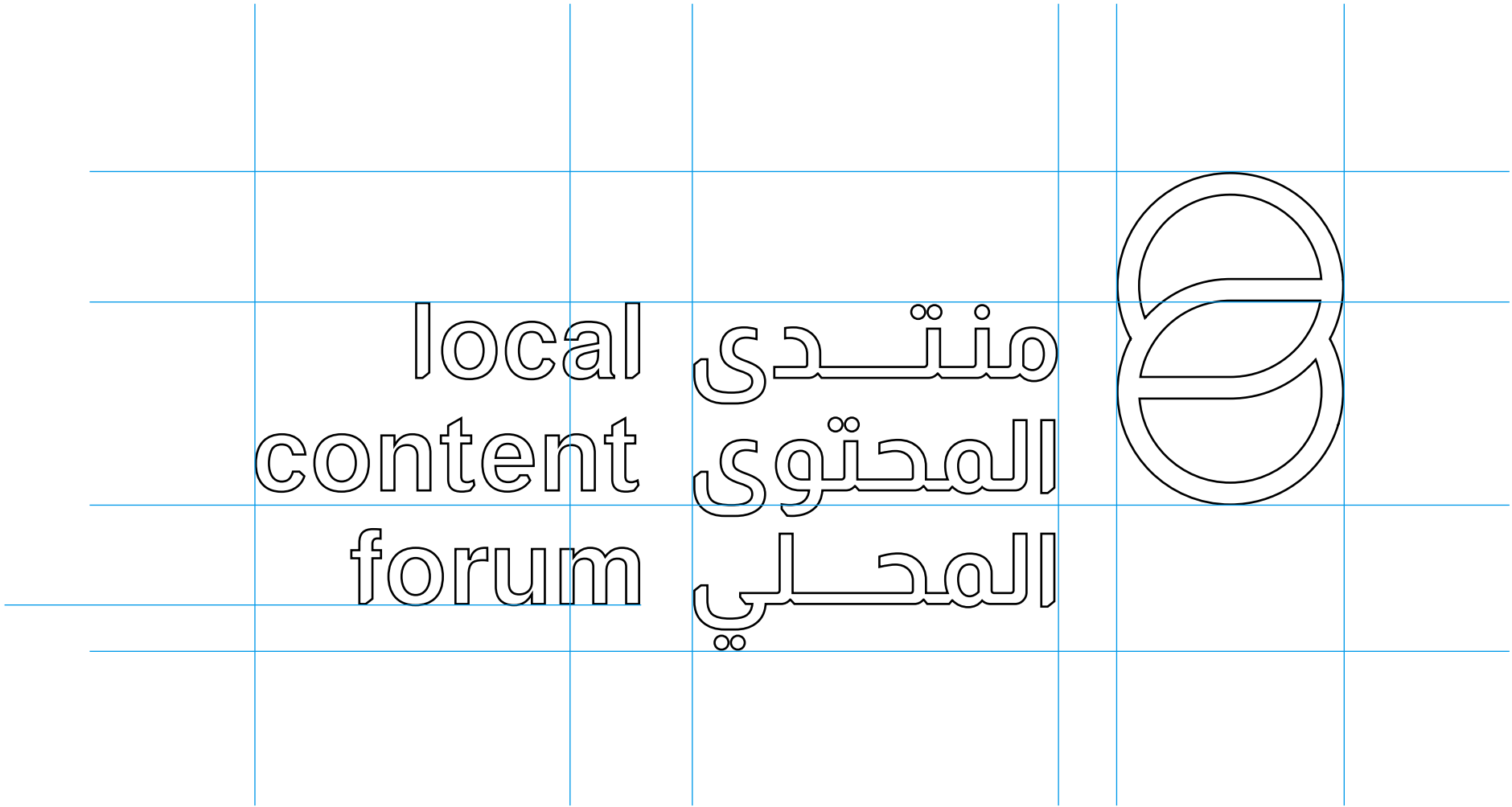


BRANDMARK

STRUCTURE

Structure brings restraint, order, rhythm, and comfort to a mark. It puts care, time, and effort into the exactness of your drawing.

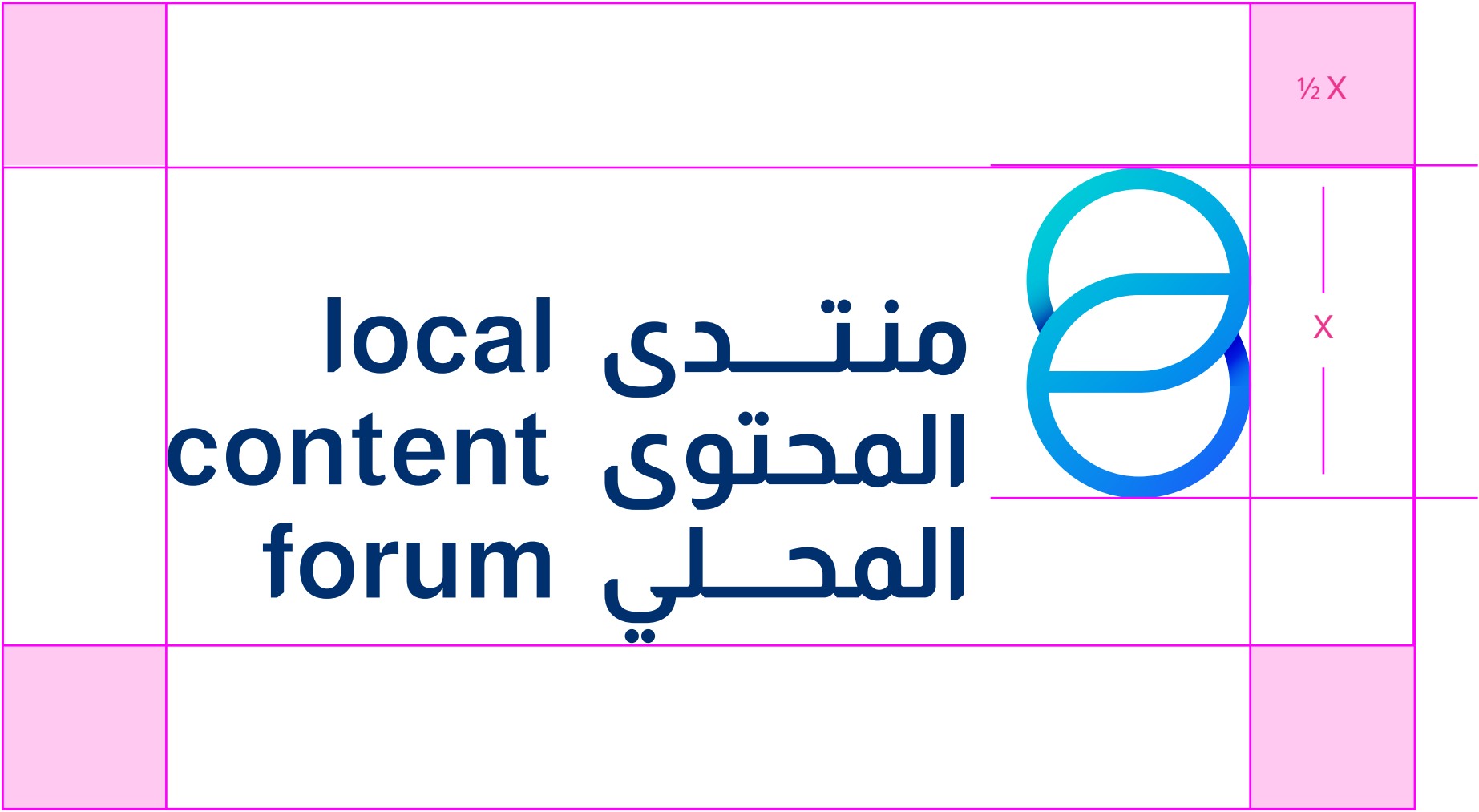
There is beauty in the perfection of craft. It also establishes your playing field, making variation more noticeable.



BRANDMARK

LOGO CLEAR SPACE

When correctly observed, clear space protects the logo from other graphic elements to preserve its integrity and legibility. Please allow a minimum clear space all around the logo equal to the height of ½X of the Brandmark (see illustration).



BRANDMARK

LOGO HIERARCHY

NEGATIVE

The primary logo is white on a colored background and is recommended to use on all occasions when the production and design allow it.

POSITIVE

The Primary logo used the full-color logo on white and light backgrounds and is recommended to use when the reproduction technique doesn't allow the usage of the primary logo.

BLACK-WHITE LOGO

The black-white version is the tertiary logo. It is used only when colored reproduction is not possible or the design requests a monochromatic logo. (engraving, stamp, etc.)

Positive



Negative



Gradient



Black & White

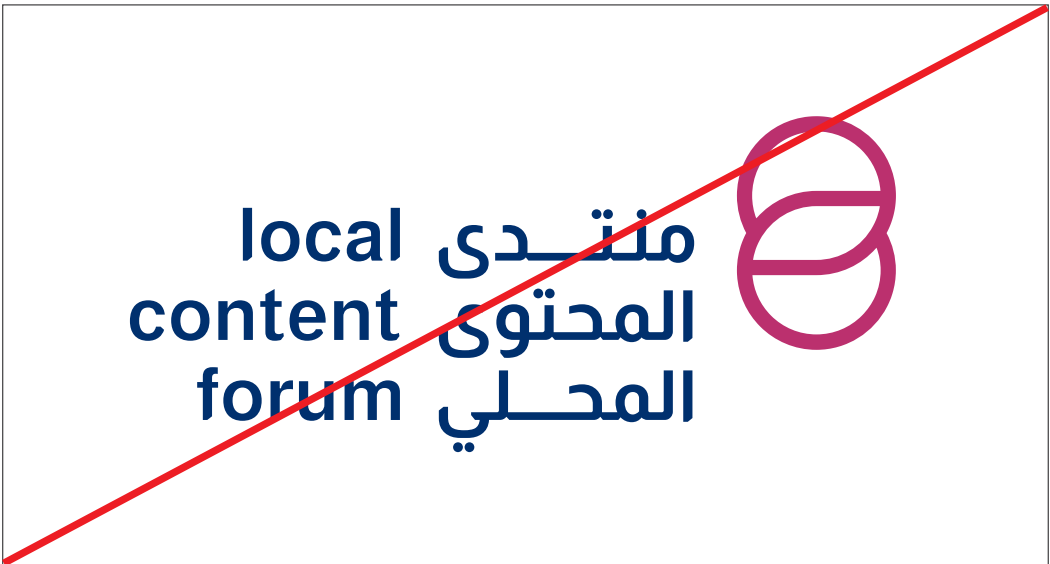


BRANDMARK

LOGO USAGE

The way our logo is used affects the impact of our communications and our brand image. it is important to us that our logo is always used correctly.

The images displayed here illustrate some examples of what not to do with the brandmark to ensure the credibility and legibility of the brand.



Do not recolor the brandmark



Do not change any part of the logo



Do not stretch or skew the logo



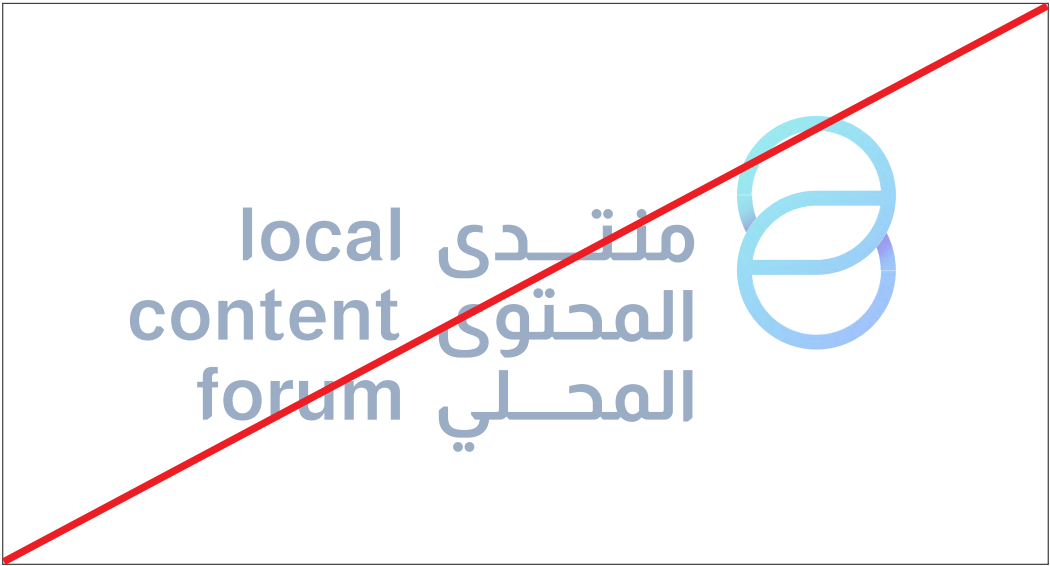
Do not rotate the logo



Do not use the low-resolution logo



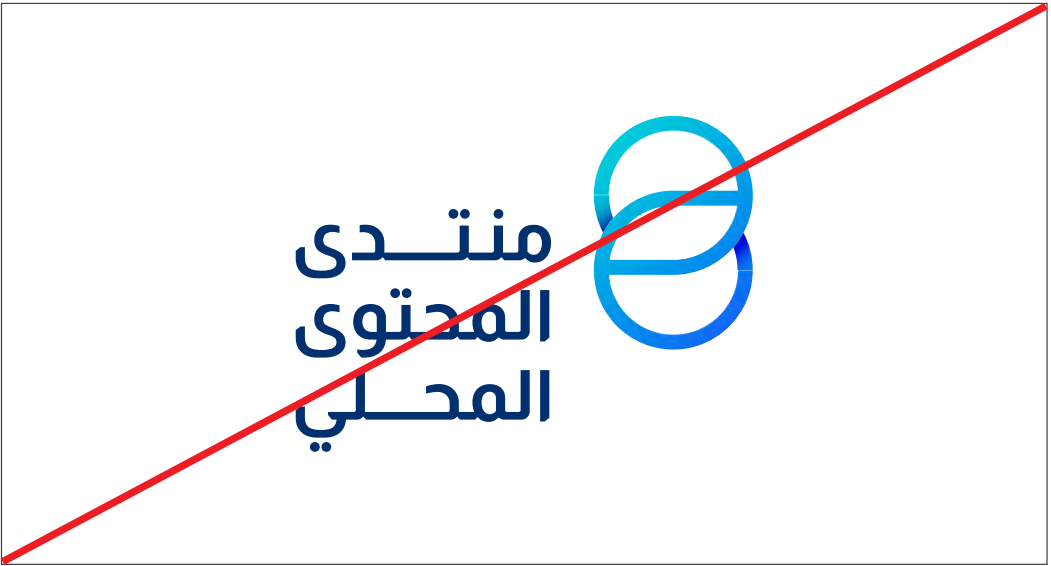
Do not change the font on the logo



Do not use transparency with the logo



Do not add drop shadows or any effects

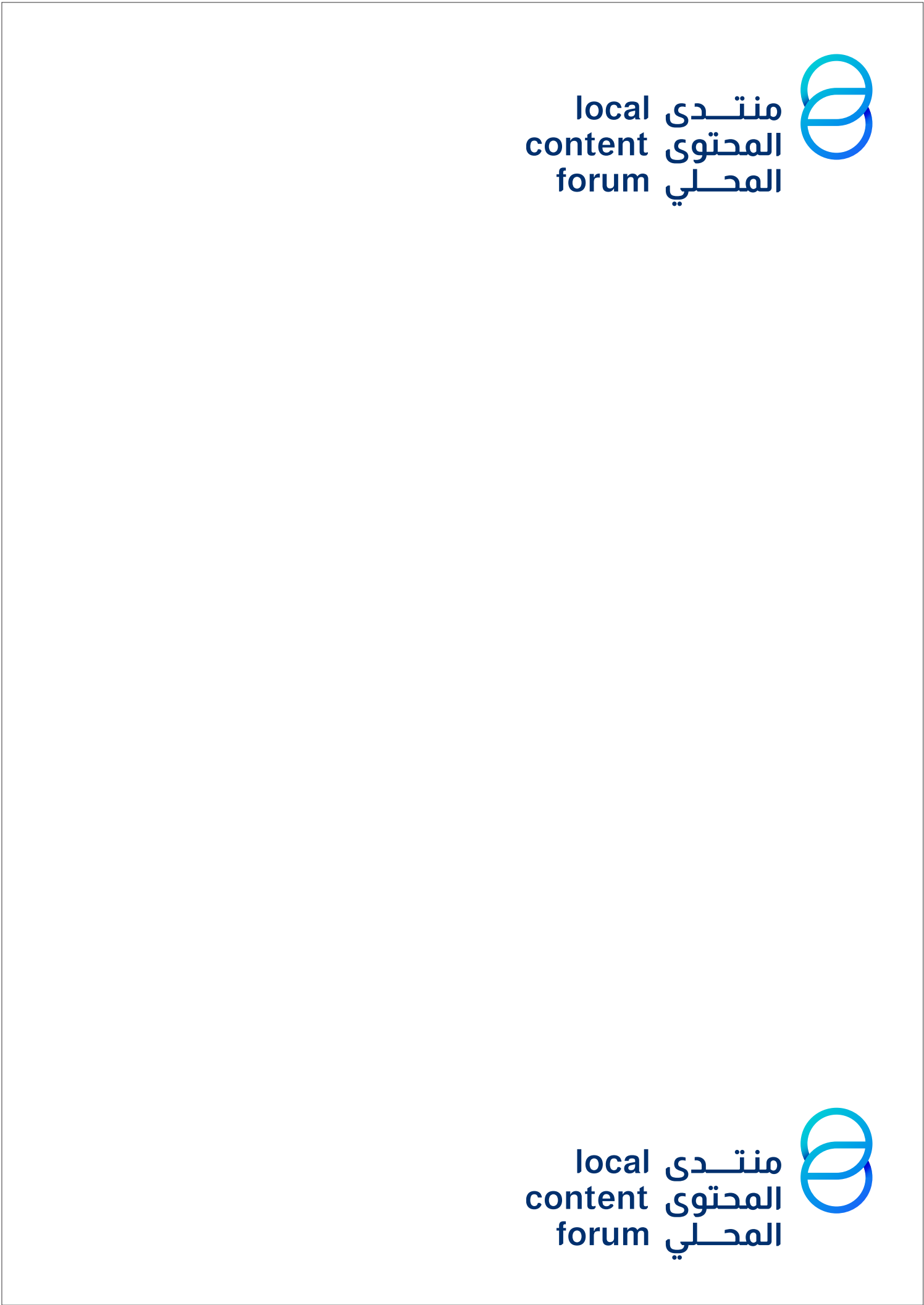


Do not use letters or part of logo

BRANDMARK

LOGO POSITIONING

Our logo must always be placed with sufficient open space in a spot where it is clearly visible and readable and in harmony with other elements. The top right corners And the bottom right corner are the preferred position. You can put the logo in the middle area in rare cases.



02

COLORS PALETTE

- Primary Colors
- Color Balance



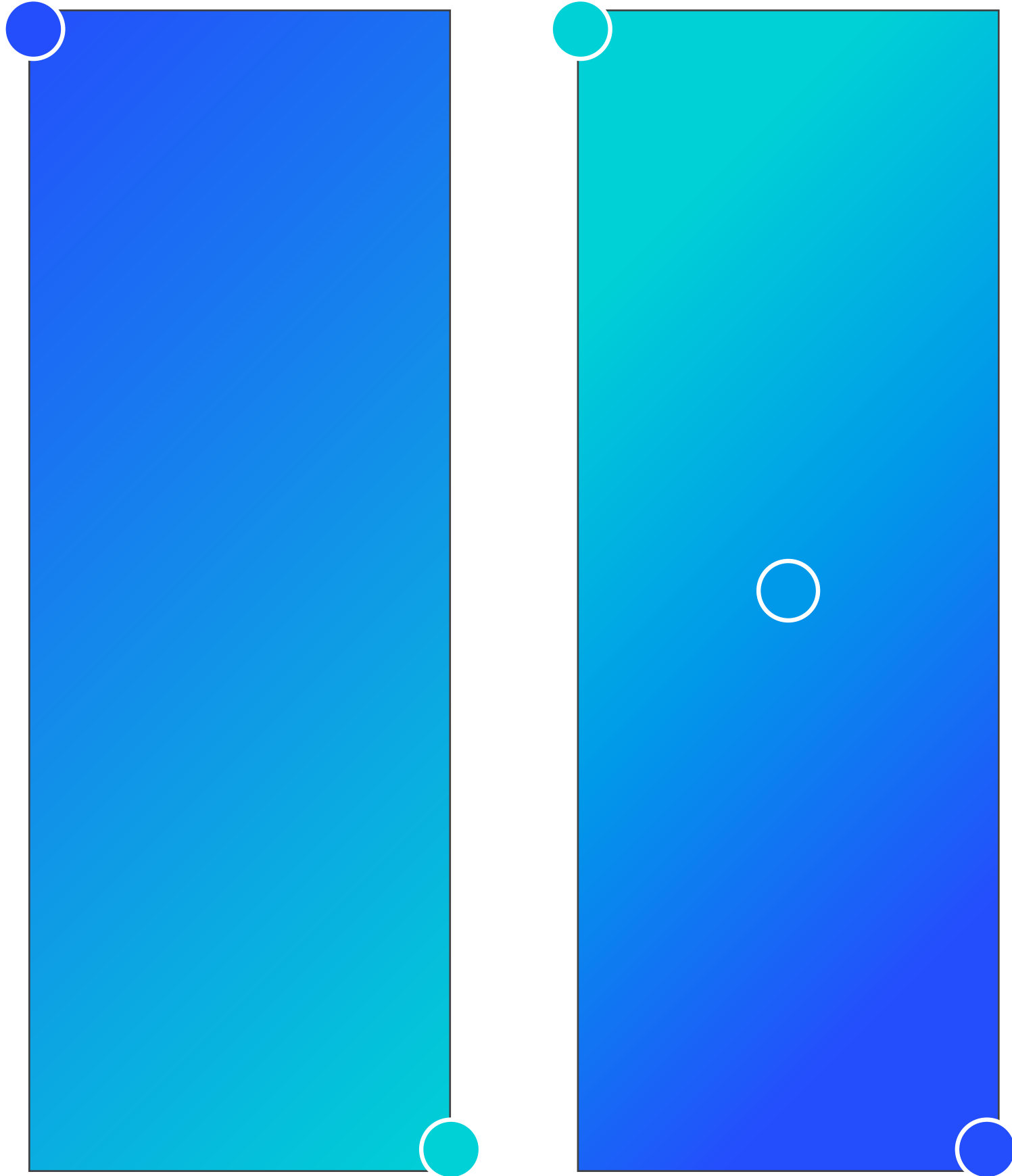
COLORS

PALETTE

PRIMARY COLORS

The primary palette consists of four colors, including white. Blue is our main color. It is used in the logo, and extensively throughout the visual identity,

<u>PRINT</u> PANTONE 0000 CMYK 100.89.29.18		<u>SCREEN</u> RGB 0.48.110 HEX #00306E	
<u>PRINT</u> PANTONE 0000 CMYK 82.69.0.0		<u>SCREEN</u> RGB 36.78.252 HEX #244EFC	
<u>PRINT</u> PANTONE 0000 CMYK 73.29.00.00		<u>SCREEN</u> RGB 0.100.233 HEX #0099E9	
<u>PRINT</u> PANTONE 0000 CMYK 65.0.22.0		<u>SCREEN</u> RGB 0.209.214 HEX #00D1D6	



COLORS

PALETTE

SECONDARY COLORS

The secondary palette has been developed to complement our primary colors. It provides versatility in situations where many colors are needed, e.g., to create complex graphs, charts. highlighting colors are used to emphasize certain spots in the visual such as the call to action.

Secondary and highlighting colors are used only when the primary palette does not suffice.

PRINT
PANTONE 0000
CMYK 68.0.72.0

SCREEN
RGB 38.208.124
HEX #26D07C

PRINT
PANTONE 0000
CMYK 0.22.83.0

SCREEN
RGB 255.200.69
HEX #FFC845

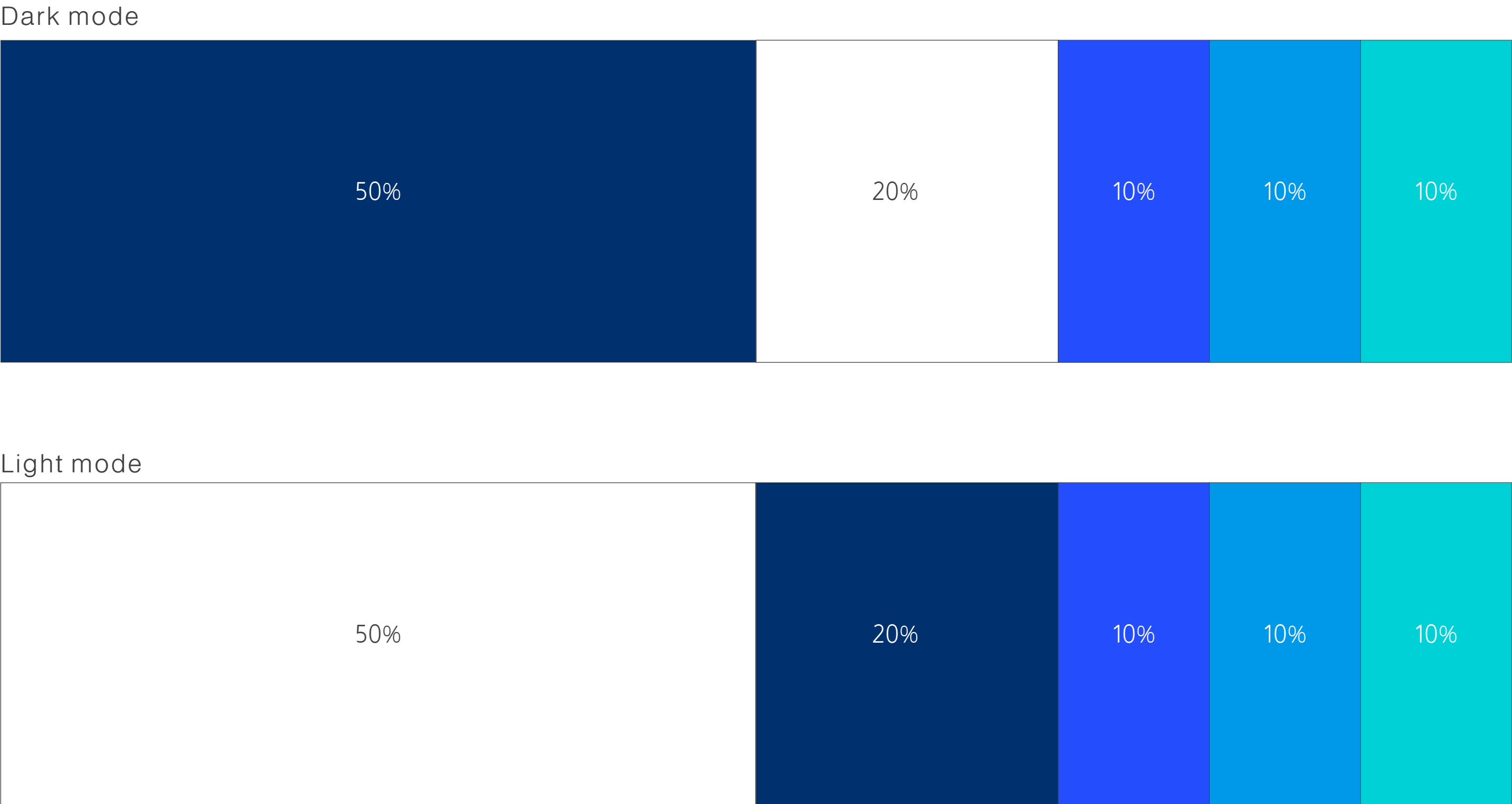
PRINT
PANTONE 0000
CMYK 20.75.100.0

SCREEN
RGB 186.88.38
HEX #BA5826

COLORS PALETTE

COLOR BALANCE

Color balance are distributed to correct the use of color in all applications, whether digital or print. The recruitment space for colors was developed by creating two types of balance, dark and light, where dark colors are distributed more in the dark style and the light style reflects the light style.



03

TYPOGRAPHY

- Primary Typeface
- Typography Hierarchy



TYPOGRAPHY

PRIMARY TYPEFACE

ALMARAI TYPEFACE
Our primary brand typeface is Almarai was created by Boutros. It is available in four optical weights, Display and Text, used respectively in headlines and body copy throughout our visual identity. It offers excellent readability in both printed materials and digitally, and plays a major role in making our visual identity unique.

TYPOGRAPHY

LIGHT	
AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW XX YY ZX 1 234567890	ا 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 ١٢٣٤٥٦٧٨٩
REGULAR	
AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW XX YY ZX 1 234567890	ا 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 ١٢٣٤٥٦٧٨٩
BOLD	
AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW XX YY ZX 1 234567890	ا 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 ١٢٣٤٥٦٧٨٩
HEAVY	
AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW XX YY ZX 1 234567890	ا 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 ١٢٣٤٥٦٧٨٩

TYPOGRAPHY

TYPOGRAPHY HIERARCHY

When our brand typeface used according to our typographic hierarchy, they unify messaging and support brand recognition. Bold for Almarai may be used to highlight or emphasize something specific in the text. For greater flexibility, Almarari is also available in bold and Extra Bold.

1. Headlines

Almarai Extra Bold

2. Introductory text

Almarai Regular

3. Body copy

Almarai Light

4. Subheadline

Almarai Bold

5. Secondary body copy

(info and short texts)

Almarai Light

LOREM IPSUM DOLOR SIT AMET

Lorem Ipsum Dolor Sit Amet,
Consectetuer Adipiscing Elit, Sed
Diam Nonummy Nibh Euismod

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut

Nulla facilisis at vero

Lorem Ipsum Dolor Sit Amet, Consectetuer Adipiscing Elit, Sed Diam Nonummy Nibh Euismod Tincidunt Ut Laoreet Dolore Magna Aliquam Erat Volutpat. Ut Wisi Enim Ad.

خلافاً للاعتقاد السائد فإن لوريم

خلافاً للاعتقاد السائد فإن لوريم إيبسوم
ليس نصاً عشوائياً، بل إن له جذور في
الأدب اللاتيني الكلاسيكي

المقروء لصفحة ما سيلهي القارئ عن التركيز على الشكل الخارجي للنص أو شكل توضع الفقرات في الصفحة التي يقرأها. ولذلك يتم استخدام طريقة لوريم إيبسوم لأنها تعطي توزيعاً طبيعياً -إلى حد ما- للأحرف عوضاً

افتراضي كنموذج عن النص

خلافاً للاعتقاد السائد فإن لوريم إيبسوم ليس نصاً عشوائياً، بل إن له جذور في الأدب اللاتيني الكلاسيكي منذ العام 45 قبل الميلاد، مما يجعله أكثر من عام في القدم. قام البروفيسور

04

IDENTITY PATTERN

- Pattern Overview
- Primary Colour Palette Examples
- Pattern Usage
- Guidance



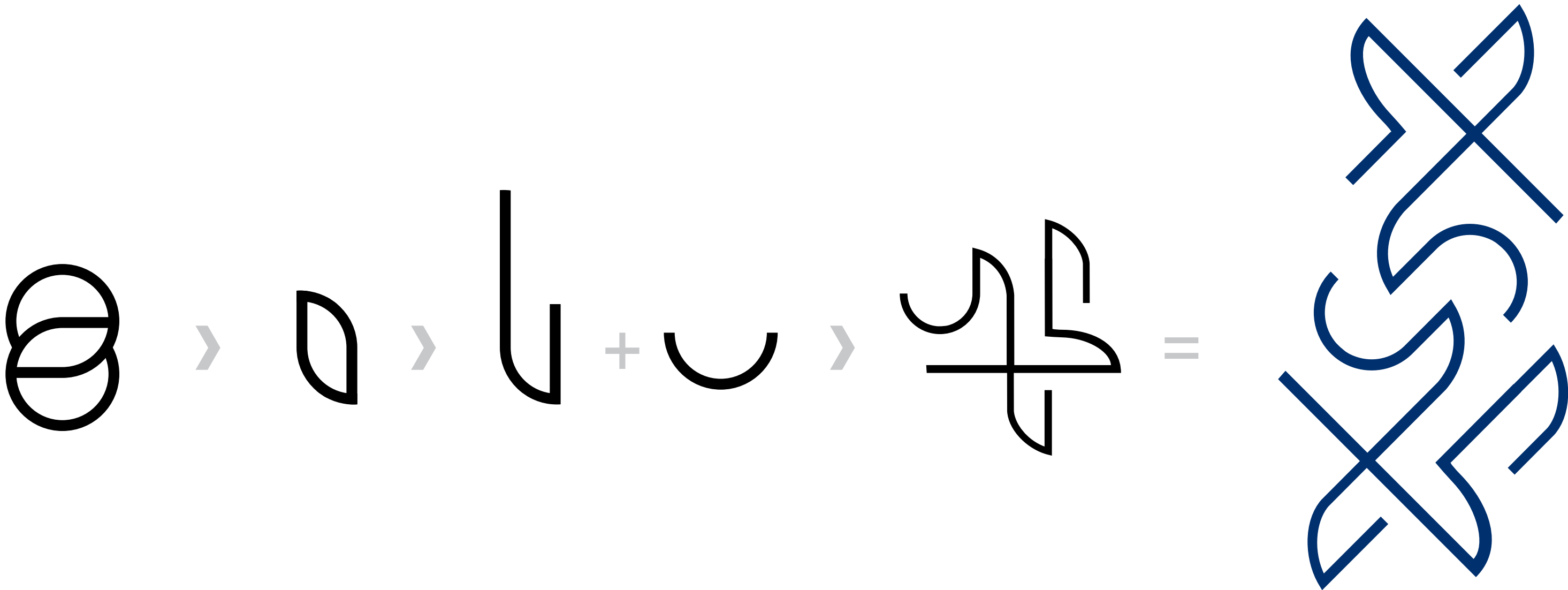
IDENTITY PATTERN

PATTERN OVERVIEW

Patterns are a recurrent part of nature and have inspired designers for centuries to create discernible regularities in the world of manmade design.

The elements of a pattern repeat in a predictable manner, especially in a geometric pattern, which typically repeats itself like a wallpaper.

The line weight of each pattern has been set to 1.5pt. For some applications this may need to be adjusted.



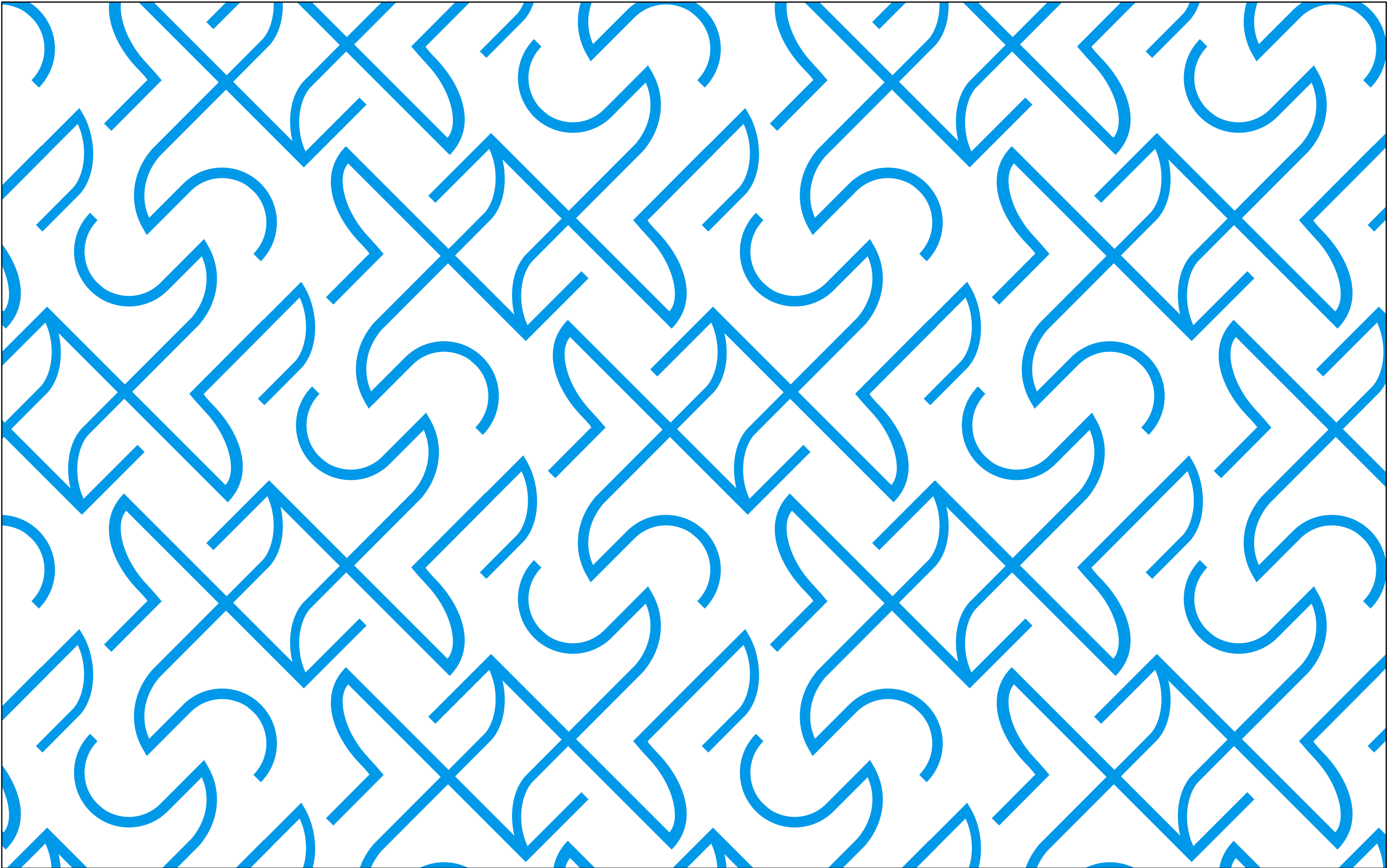
IDENTITY PATTERN

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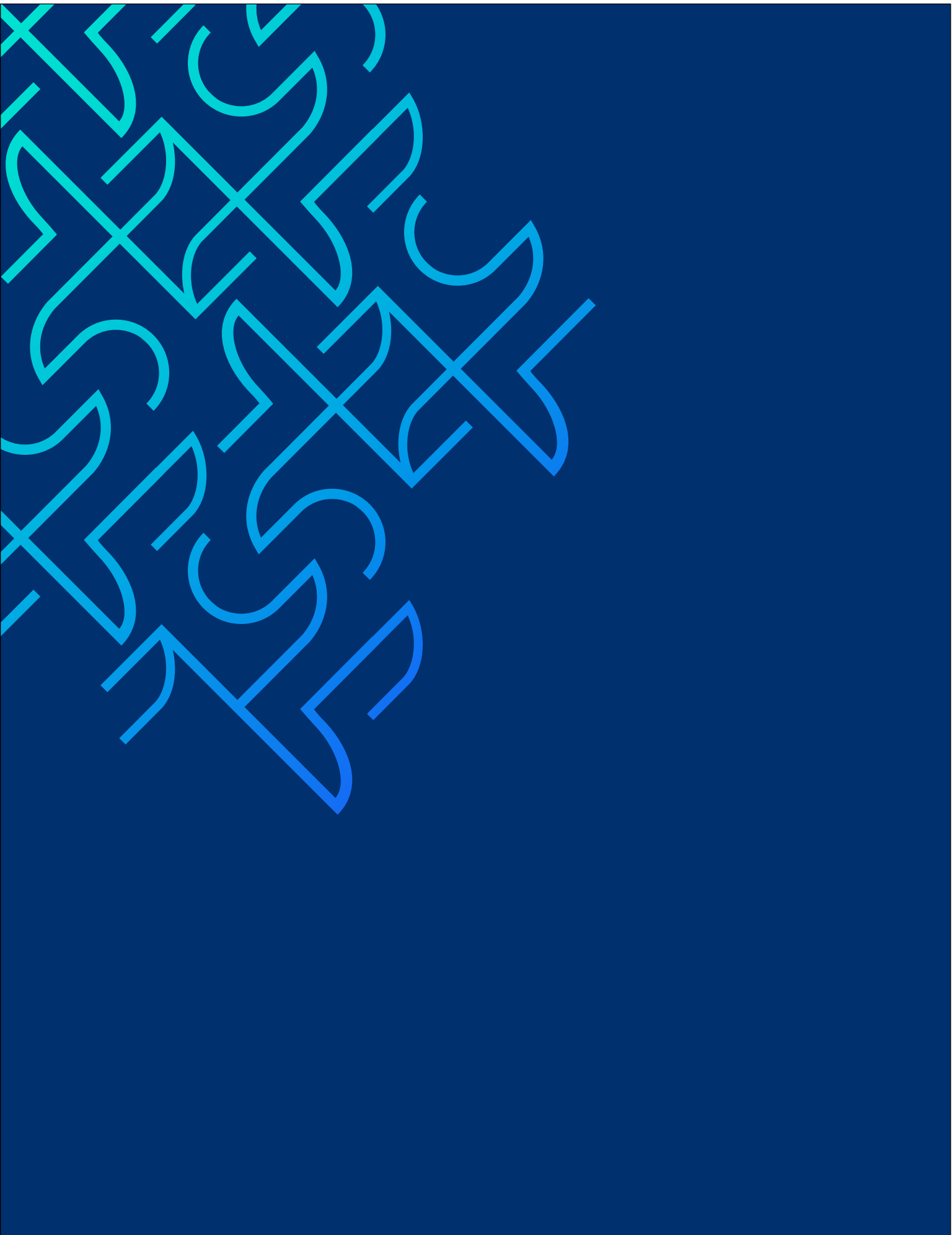
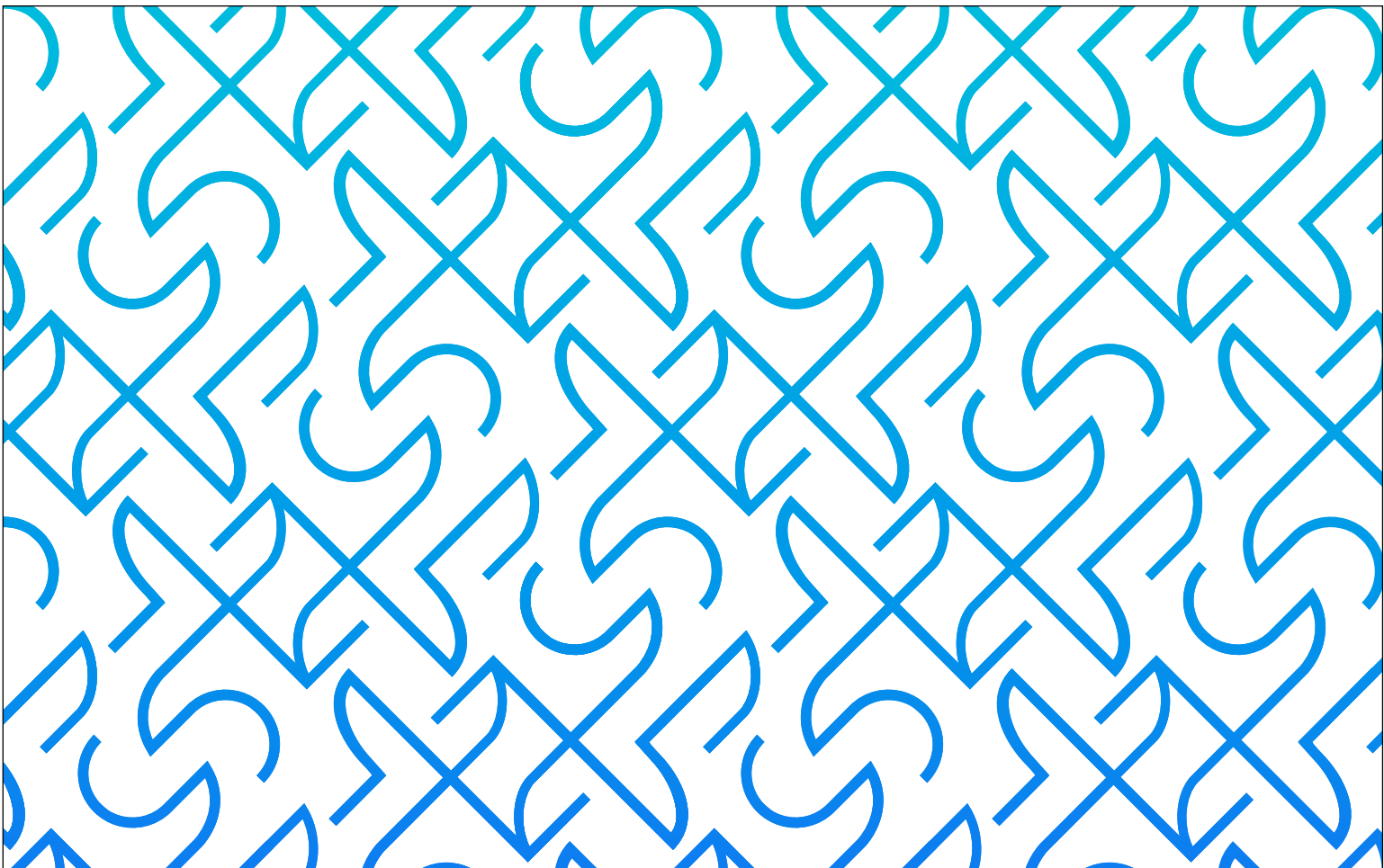
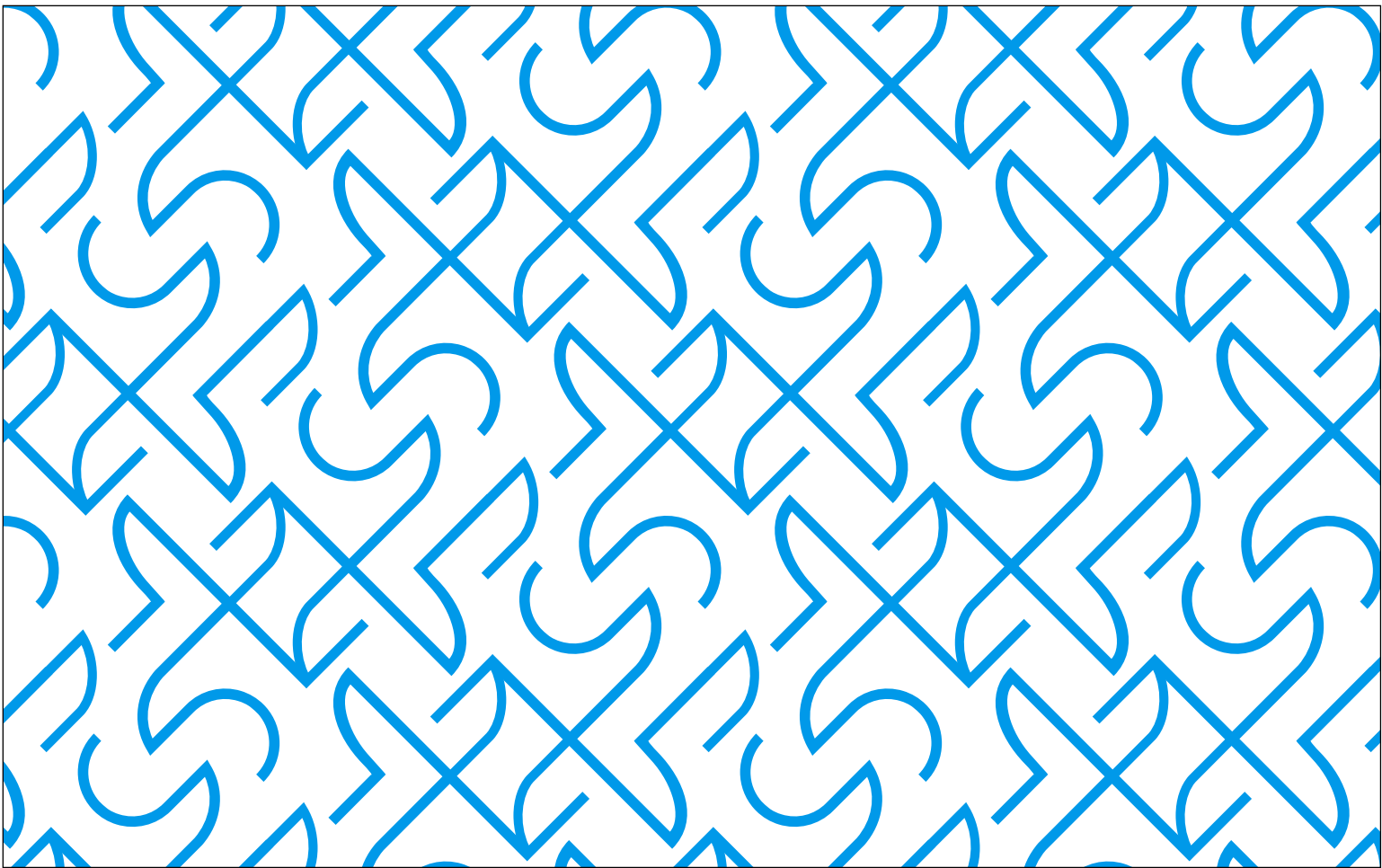
IDENTITY PATTERN

PRIMARY COLOUR PALETTE EXAMPLES

Patterns are a recurrent part of nature and have inspired designers for centuries to create discernible regularities in the world of manmade design.

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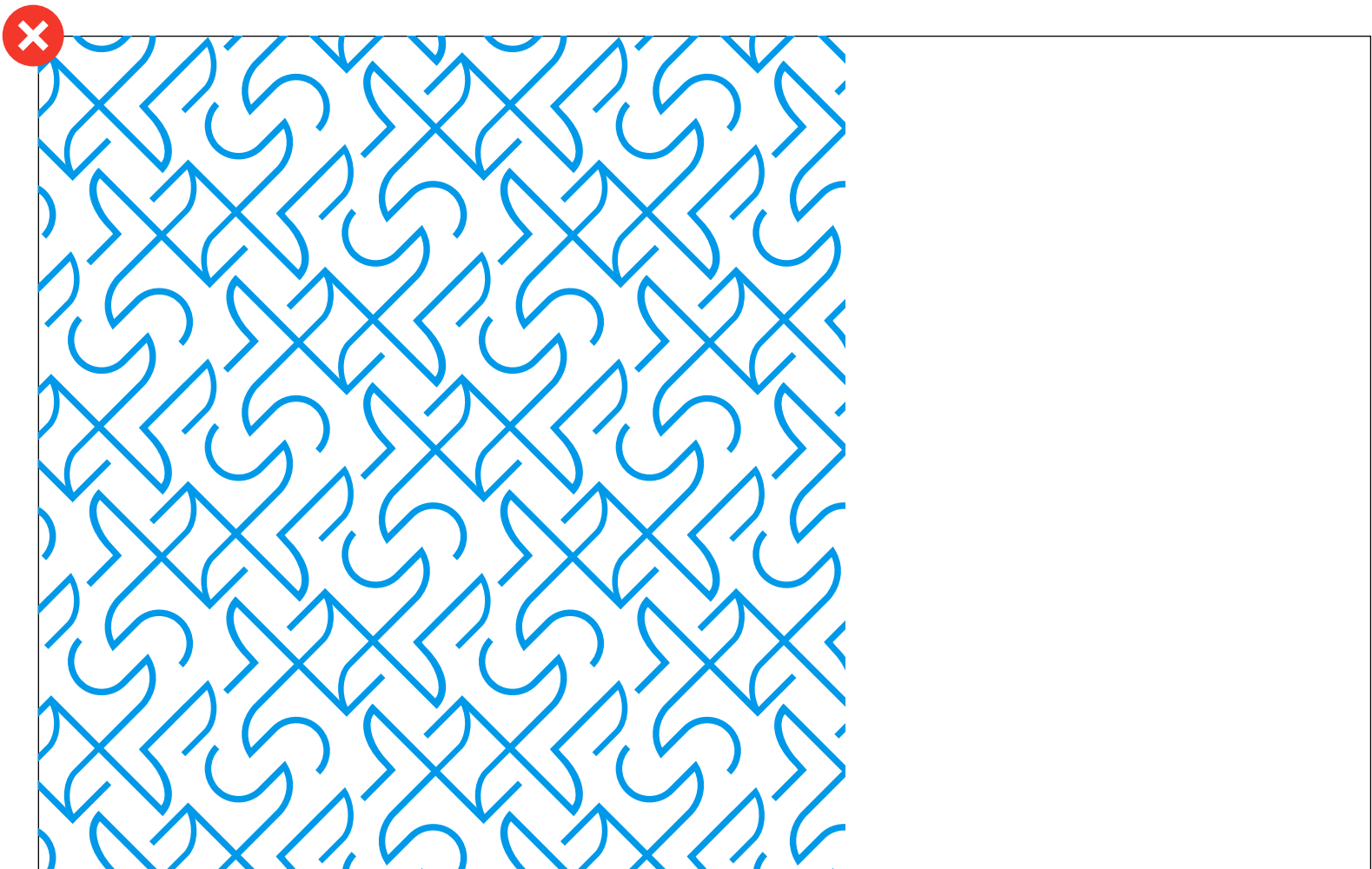
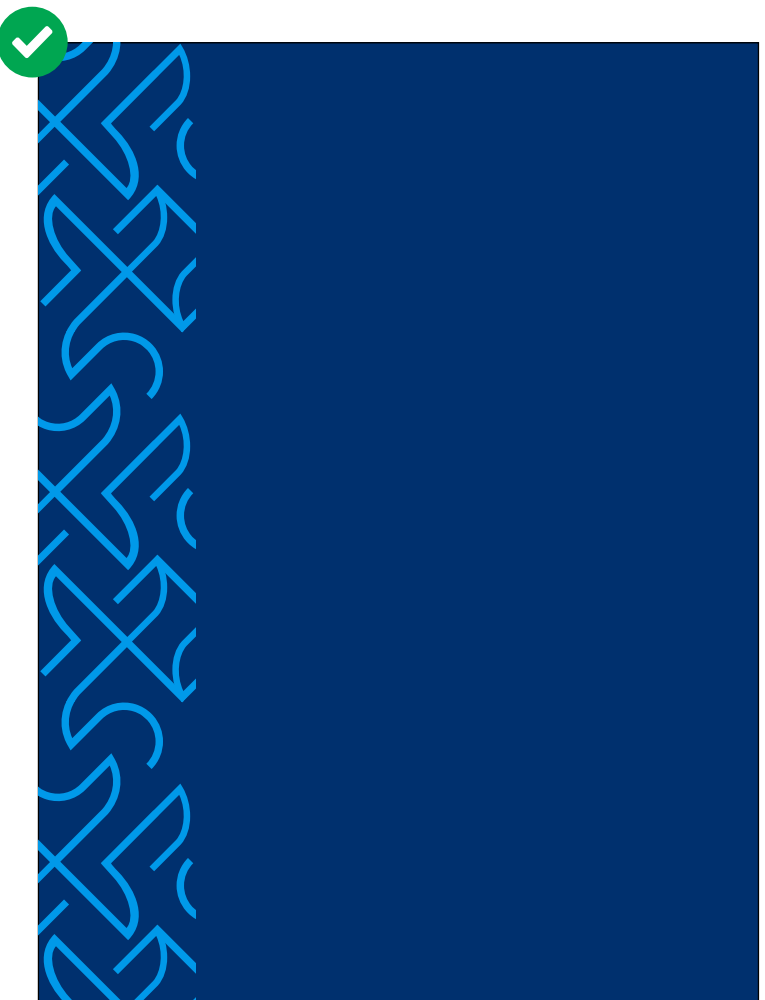
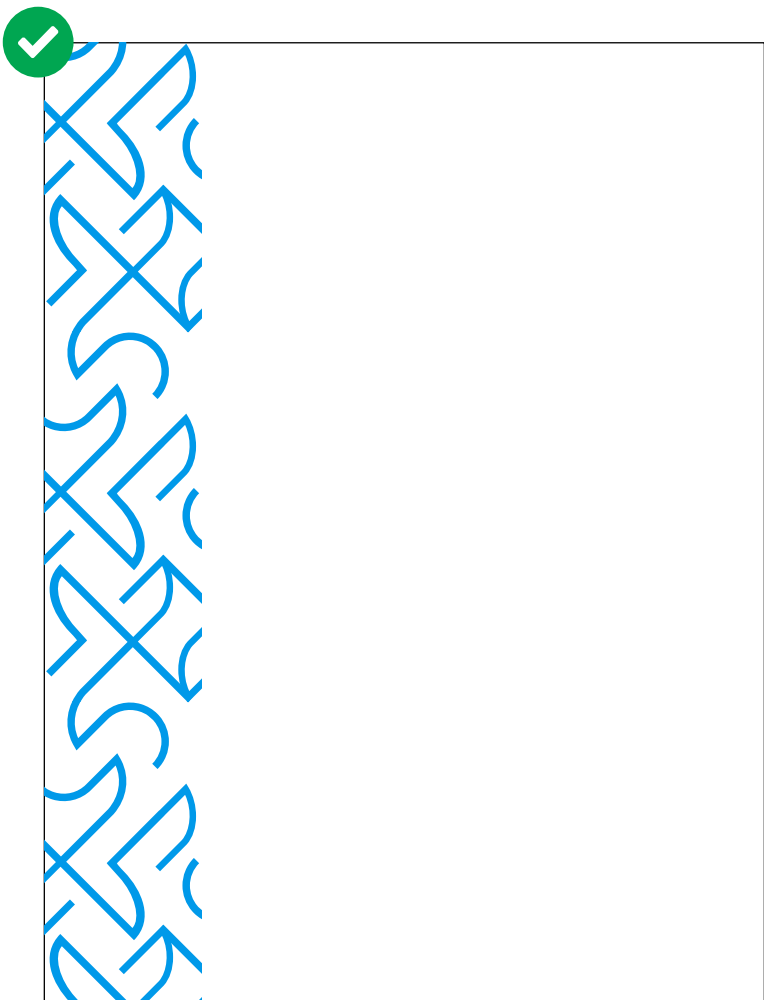
The line weight of each pattern has been set to 1.5pt. For some applications this may need to be adjusted.



IDENTITY PATTERN

PATTERN USAGE GUIDANCE

Follow the rules given in this guideline
when preparing the our brand pattern visual
layout as given on the page.



05

TEMPLATE

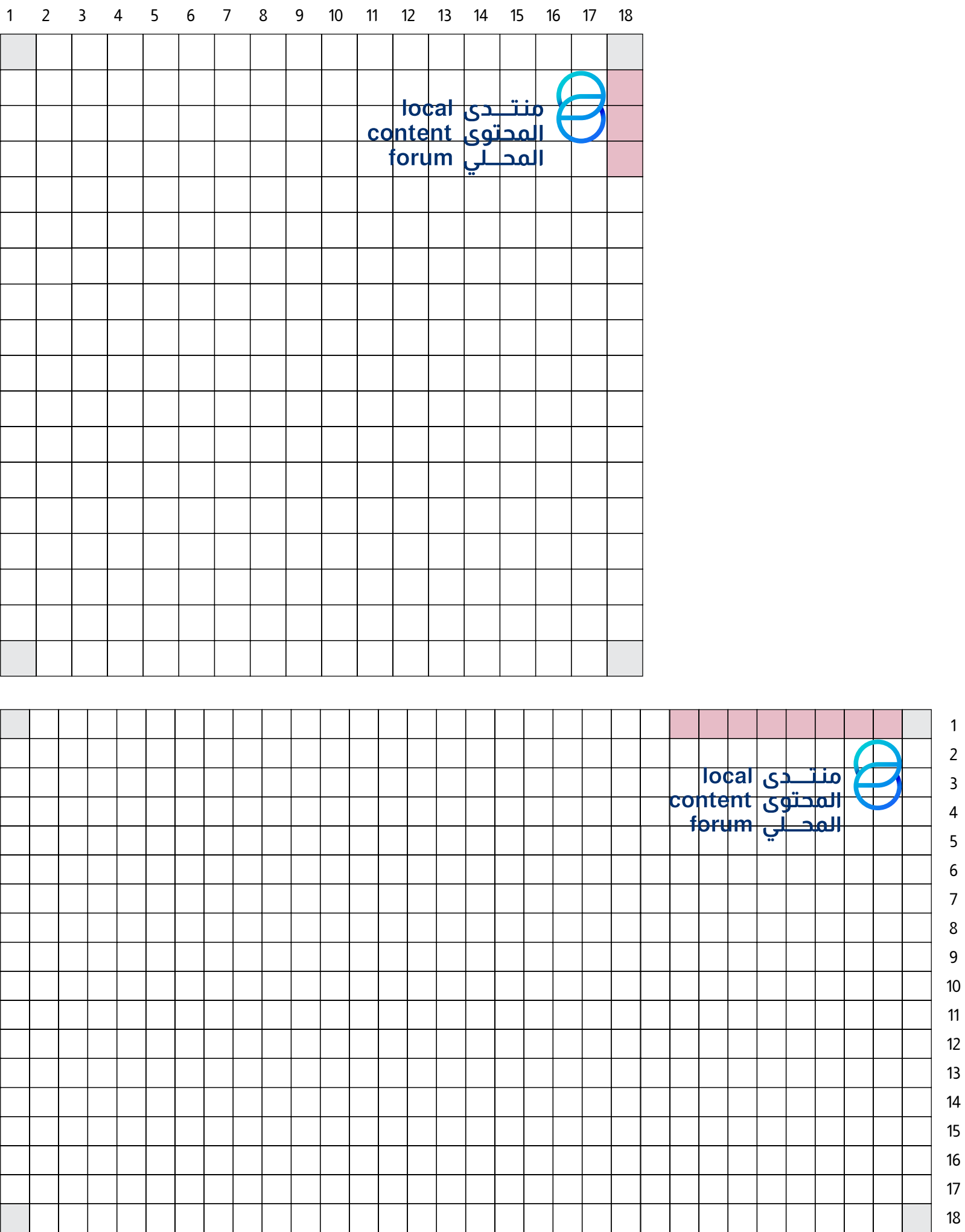
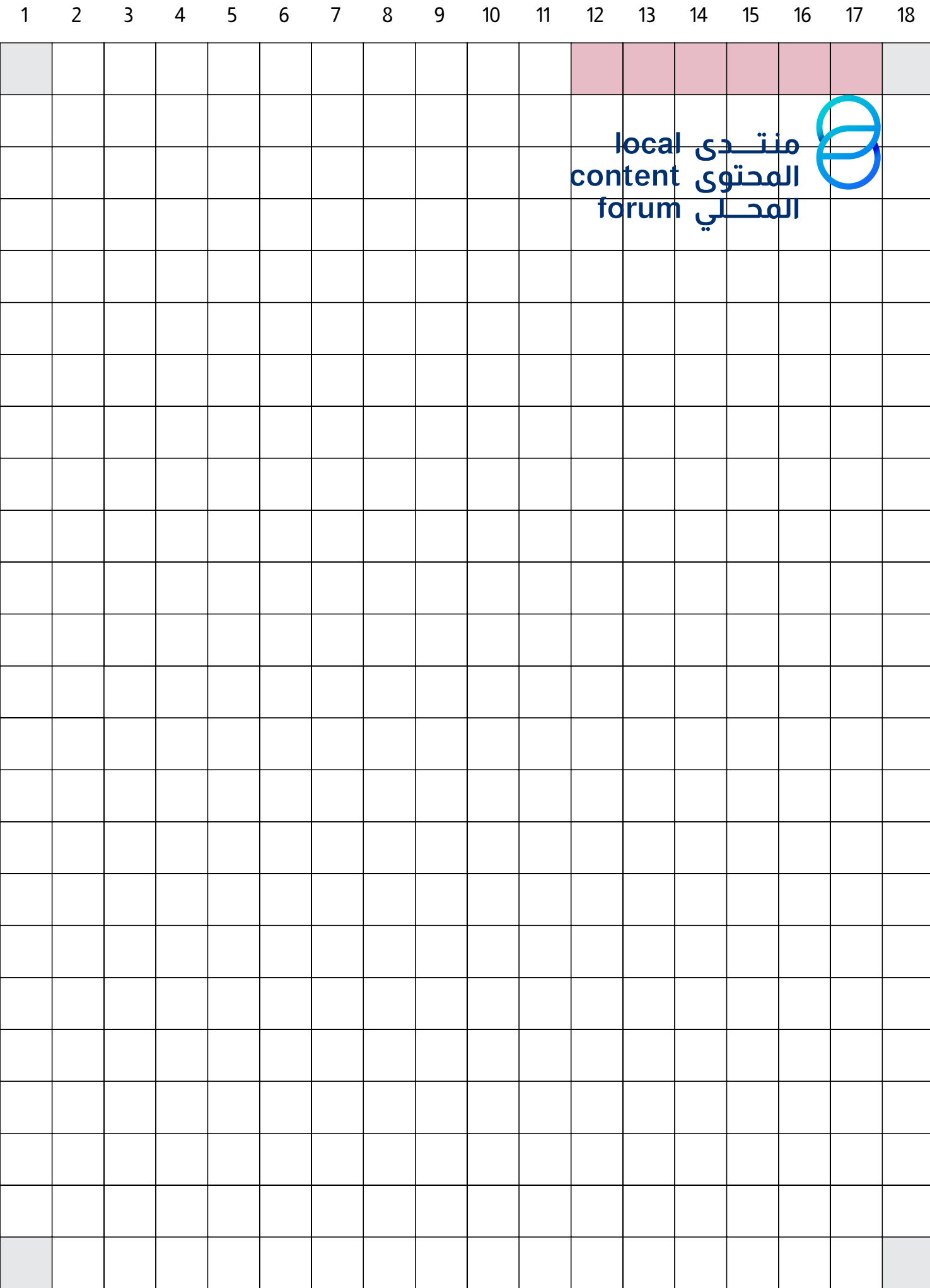
- Grid & Layout Formats
- Profile Picture
- Header Banner
- Twitter Post
- Instagram Post
- Snapchat Post/Ads
- Advertisement



TEMPLATE

GRID & LAYOUT FORMATS

A grid helps to ensure all the identity elements are used correctly across different formats and media. When the grid is used for a specific application, such as editorial, grid are added for better usability.



TEMPLATE

PROFILE PICTURE

Our logo on white must be used as the profile picture across all social media channels. Please note that this picture is circular on most sites, and you must therefore ensure that the entire logo is visible within a circular crop.



TEMPLATE

HEADER BANNER

Many social platforms support header/ banner images. When choosing these images, please ensure they are of good quality and in accordance with our brand image style. Only use images that fit naturally within the panoramic format of these headers without cropping out too much of the main subject.



TEMPLATE

TWITTER POST

Anything other than external links and content, meaning anything we produce ourselves for publication on social media, must be in accordance with our visual identity guidelines. The examples show Twitter posts where brand colors and typography have been used.

أ.بندر الخريف

جلسة حوارية
مستقبل المحتوى
السعودي

عبر منصة زووم

07:00م - 9:00م

السبت 2020-7-17م

LC_Forum
LC_Forum.gov.sa

للتسجيل
امسح الباركود

local content forum
منتدى المحتوى المحلي

TEMPLATE

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للتسجيل
امسح الباركود

LC_Forum
LC_Forum.gov.sa

local content forum
منتدى المحتوي المحلي

TEMPLATE

INSTAGRAM POST

Anything other than external links and content, meaning anything we produce ourselves for publication on social media, must be in accordance with our visual identity guidelines. The examples show Instagram posts where brand colors and typography have been used.



TEMPLATE

SNAPCHAT POST/ADS

Anything other than external links and content, meaning anything we produce ourselves for publication on social media, must be in accordance with our visual identity guidelines. The examples show Snapchat posts where brand colors and typography have been used.



TEMPLATE

ADVERTISEMENT PRIMARY COLORS

The displayed examples illustrate the template designs for Advertisement.

Format:
A4

local content forum
منتدى المحتوى المحلي

أ.بندر الخريف

جلسة حوارية
مستقبل المحتوى السعودي

للتسجيل امسح الباركود

عبر منصة زووم

07:00م - 9:00م

السبت 7-17-2020

LC_Forum
LC_Forum.gov.sa

هيئة المحتوى المحلي
والمشتريات الحكومية
Local Content & Government
Procurement Authority

local content forum
منتدى المحتوى المحلي

أ.بندر الخريف

جلسة حوارية
مستقبل المحتوى السعودي

للتسجيل امسح الباركود

عبر منصة زووم

07:00م - 9:00م

السبت 7-17-2020

LC_Forum
LC_Forum.gov.sa

هيئة المحتوى المحلي
والمشتريات الحكومية
Local Content & Government
Procurement Authority

TEMPLATE

ADVERTISEMENT SECONDARY COLORS

The displayed examples illustrate the template designs for Advertisement.

Format:
A4



06

APPLICATIONS

- Billboard
- Rollup
- Popup
- Id Card



APPLICATIONS

BILLBOARD

The billboard template is simple and clean so that messages are communicated with clarity, while showcasing impactful imagery.

The billboard will need to communicate faster with its target audience from a great distance, therefore all text is minimal and grouped together.

Format
Confirm digital file format directly with the installation company.

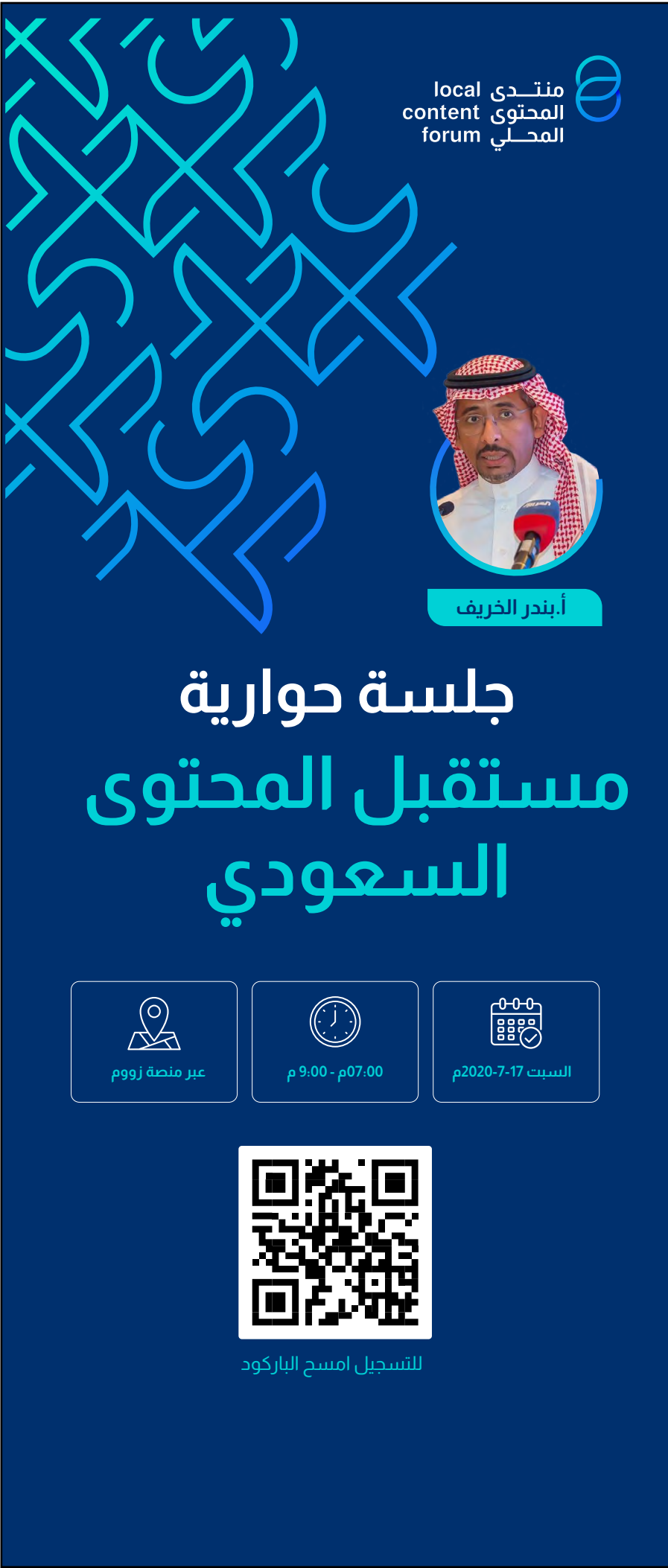


APPLICATIONS

ROLLUP

The rollup template is simple and clean so that messages are communicated with clarity, while showcasing impactful imagery. The rollup will need to communicate faster with its target audience from a great distance, therefore all text is minimal and grouped together.

Format
Confirm digital file format directly with the installation company.



APPLICATIONS

POPUP

Event backdrops offer a great opportunity to promote Brand entities during a press conference or other high-level events. For all events where the media is in attendance, one must ensure that Brand Identity is visible for all photo opportunities and television recordings.

The examples presented here should be used as a guide and a source of inspiration for briefing designers on the appropriate look and feel and quality standards.



APPLICATIONS

ID CARD

The displayed examples illustrate the template design for the ID Cards.

For good printing quality, print the employee cards with a “Direct to card” or “Reverse transfer” card printer, the latter being the preferred method.

Format:
54x86 mm

لوريم ايسوم هو نموذج افتراضي يوضع في التصاميم لتعرض على العميل ليتصور طريقه وضع النصوص بالتصاميم سواء كانت تصاميم مطبوعه ... بروجشور او فلاير على سبيل المثال ... او نماذج مواقع انترنت ...

وعند موافقه العميل المبدئية ع لى التصميم تم ازالة هذا النص من التصميم ويتم وضع النصوص النهائية المطلوبة للتصميم ويقول البعض ان وضع النصوص التجريبية بالتصميم قد تشغل المشاهد عن وضع الكثير من الملاحظات او الانتقادات للتصميم الاساسي.

وخلافاً للاعتقاد السائد فإن لوريم ايسوم ليس نصاً عشوائياً، بل إن له جذور في الأدب اللاتيني الكلاسيكي منذ العام ٤٥ قبل الميلاد. من كتاب "حول أقاصي الخير والشر"

 LC_Forum

LC_Forum.gov.sa

local content forum
منتدى المحتوى المحلي



أحمد الحربي
مهاور

All Advertising or Marketing Materials using LCF
Branding must be Reviewed And Approved

By LCF Prior To Publication.

THANK YOU