



Visual Identity Guidelines
Standard Edition

This document will help you understand the basic elements of our identity system. It explains how to use the system and serves as a source of inspiration for you to help us continue building a global brand people love to be a part of.

Introduction.

One eye on the stars.

LEAP is the global platform and event in Saudi Arabia for emerging technologies – it's where new is happening now and technologies get adopted first.

We bring together the world's leading tech companies, global start-ups and innovators. If you're seriously interested in new technology and its positive potential, you really can't miss it. At the heart of a rapidly transforming economy and progressing society, opportunity abounds here at a pace like nowhere else and never before.

LEAP is supported by the Saudi Arabia Ministry for Communications and Technology, organised by leading global specialist Informa Tech and attracting major global players who want to connect and make progress for all. We're where new happens, new makes a difference and new follows through. Join us on the journey for tech driven good growth for you, your work and the society we all share.

LEAP

WHERE NEW IS NOW

The logo.

The logo.

Our logo is the most important part of our identity. It carries our brand colours as well as typography, creating coherence and brand recognition across a lot of different touchpoints.

The logo.

Logotype

Main logo (Arabic)



Colored logo & Tagline

Arabic



English



Main logo (English)



Colored logo & Tagline

Arabic



English



The logo.

Avatar

Our avatar contains both our L-symbol and our gradient colour. It carries our identity and represents us on multiple platforms from the App-icon to the Instagram profile picture.



Avatar



Icon cropping

The avatar is constructed so that it can be placed and cropped from square to circle without scaling.

Typography.

Typography.

Typography is a foundational pillar in our identity. **LEAP**'s dynamic, high contrast use of typography is fundamental in building a strong and recognisable brand.

Font (English)
Montserrat

Montserrat
Extrabold

Montserrat
Bold

Montserrat
Semibold

Font (Arabic)
Montserrat

مونتسيرات

مونتسيرات

مونتسيرات

Remember

Font weights can be mixed and matched at your own discretion. As long as it is clear and keeps layouts and designs clean and impactful.

Use **optical kerning** for headlines and **metric kerning** for body copy.

Font (English)
Montserrat

Montserrat
Extrabold

Montserrat
Bold

Montserrat
Semibold

Font (Arabic)
Noto sans arabic

نوتو سانس

نوتو سانس

نوتو سانس

نوتو سانس

Remember

Font weights can be mixed and matched at your own discretion. As long as it is clear and keeps layouts and designs clean and impactful.

Use **optical kerning** for headlines and **metric kerning** for body copy.

Colours.

Our colours are a huge part of our brand. We use consistent colours so we can strengthen our brand awareness. When people see our colour palette, we want them to think about **LEAP**.

Colours.

Our colours

The LEAP gradient is the colour that helps set LEAP apart. It consists of neon colours that represent the bright spark in one and another’s innovations, and the deep blue that creates the smooth bridge between ideas.

The greys can be used as background for documents and reports. Gold is an accent colour and should be used sparingly.

Remember

The gradient can be used in linear or free form, as long as the balance reflects the gradient shown on this page.

Text should always remain black or white, depending on colour composition.

How to work with our colours

Primary colours

Neon pink
HEX: EB3DF7
CMYK: 3 ,0 ,75 ,5
PMS:



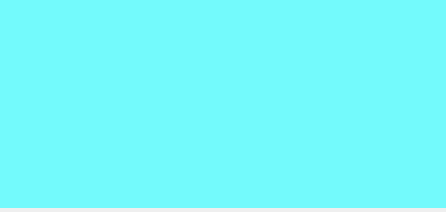
Purple
HEX: 8A30C7
CMYK: 0 ,0 ,84 ,61
PMS:



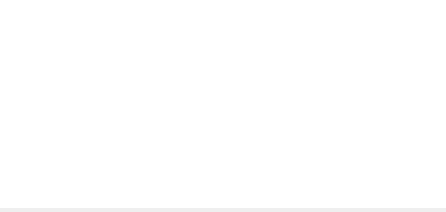
Dark Blue
HEX: 3A29AB
CMYK: 33 ,0 ,76 ,66
PMS:



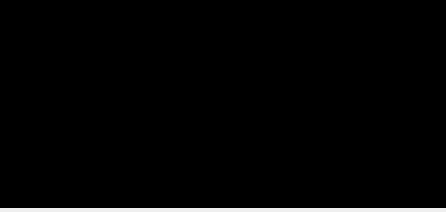
Neon blue
HEX: 73FAFD
CMYK: 1 ,0 ,1 ,55
PMS:



White
HEX: FFFFFFFF
CMYK: 0 ,0 ,0 ,0
PMS:

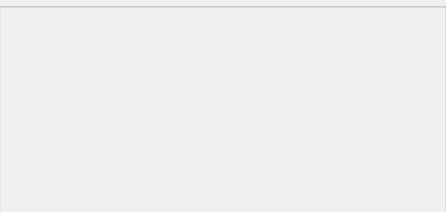


Black
HEX: 000000
CMYK: 90 ,67 ,68 ,75
PMS:

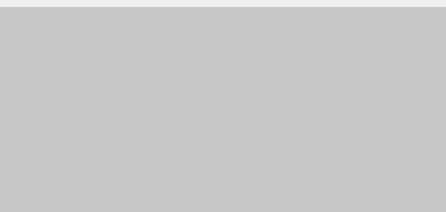


Secondary colours

Light grey
HEX: F0F0F0
CMYK: 0 ,3 ,3 ,4
PMS:



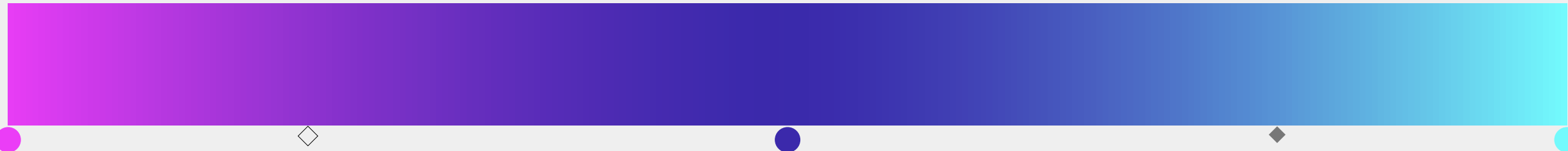
Grey
HEX: C7C7C7
CMYK: 0 ,17 ,17 ,22
PMS:



Gold
HEX: FAB03B
CMYK: 0 ,87 ,35 ,0
PMS:



Gradient



Neon pink
HEX: EB3DF7
CMYK: 3 ,0 ,75 ,5
PMS:

Dark Blue
HEX: 3A29AB
CMYK: 33 ,0 ,76 ,66
PMS:

Neon blue
HEX: 73FAFD
CMYK: 1 ,0 ,1 ,55
PMS:

Visuals.

Visuals.

Visuals.

Key visuals

Our key visuals consist of human talent at the centre, surrounded by vibrant and high impact tech visuals. The cosmic theme combines technological themes within an open and free flowing style.



Visuals.

Logo placement
on SM Posts



Thank you.