

BRAND IDENTITY MANUAL

وزارة الطاقة
MINISTRY OF ENERGY



المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

1.0 BRAND BASIC

1.1 BRAND BASIC

BRAND VISUAL IDENTITY

It depicts the source of the World's energy, pulsing with vitality and variety of innovations and dynamic. Representing the Kingdom's essential role in producing and supplying energy to Saudi Arabia and all the World.

Logo's auras depict the spaces of Ministry of Energy's integrated production of energy in various types, from traditional to renewable and nuclear energy in a harmonious motion. These spaces that surrounding us, covering the globe and its energy needs, and it's surrounding the map of Saudi Arabia, the home of energy. The national symbol was designed in modern and minimalist style.

The brand mark's colors are inspired by the specialization and values of Ministry of Energy and the environment of Saudi Arabia, in a harmonious color combination. Dark blue is a brand equity, its emphasizes a professional international business sense, leadership, reliability and marine energy sources. Gold represents the wisdom, superiority, wealth and land energy sources. Sky Blue represents efficiency, Dynamism, and sky energy sources. Green represents Saudi's national color, sustainability and growth.

The brand mark employs a new typeface design that signals local international leader, professional, modernity.



1.2 BRAND BASIC

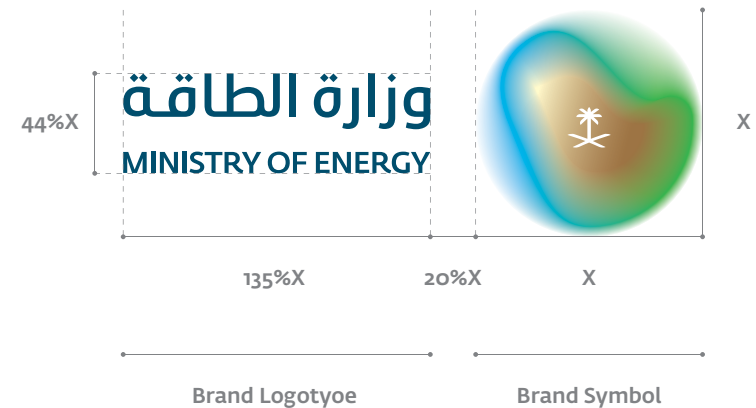
BRAND MARK LOCK-UP (MASTER VERSION)

Ministry of Energy's brand mark consists of glowing globe's energy icon (called brand symbol) and the brand name (called logotype).

Serving as the main brand signature, the brand mark appears in the shown lockup in a dynamic and modern horizontal flow, in Arabic reading direction.

The figure displays the lockup guidelines which are only relevant when a brand mark reconstruction is needed, such as to build a 3D implementation.

Use always the master file, which is available in all common formats, and do not attempt to re-build the brand mark.



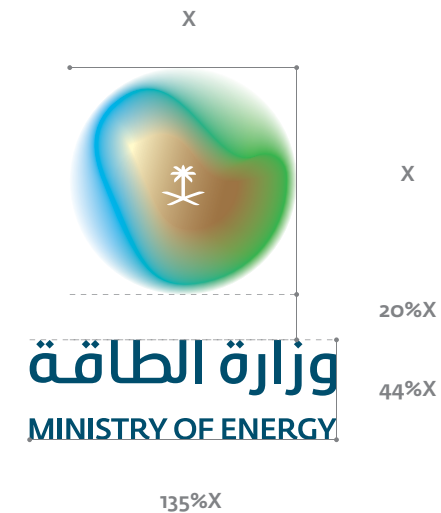
1.3 BRAND BASIC

BRAND MARK LOCK-UP (VERTICAL VERSION)

In rare cases, the use of a vertically configured brand mark is necessary, such as on pylon signs.

The shown lockup offers the solution, using a central alignment of all brand mark components as demonstrated.

Use always the master file, which is available in all common formats, and do not attempt to re-build the brand mark.



1.4 BRAND BASIC

BRAND MARK SPACING

To protect the brand mark from overlapping other elements, and to maintain its appearance optimally, it must be protected with a clear space surrounded by all sides.

The brand marks should always be protected at a distance of a half of the symbol height from the upper and bottom edge and half of the symbol width from right and left edge of any print or on-screen application.

This applies to all versions of the brand mark. Its placement on right and correctly measured spacing from the edge relative to the brand mark will ensure a consistent identity.

The shown guideline defines the ideal clear space around the brand mark, and it demonstrates how the logo fills the rectangle space, leaving the minimum clear spaces on all sides of the brand mark.

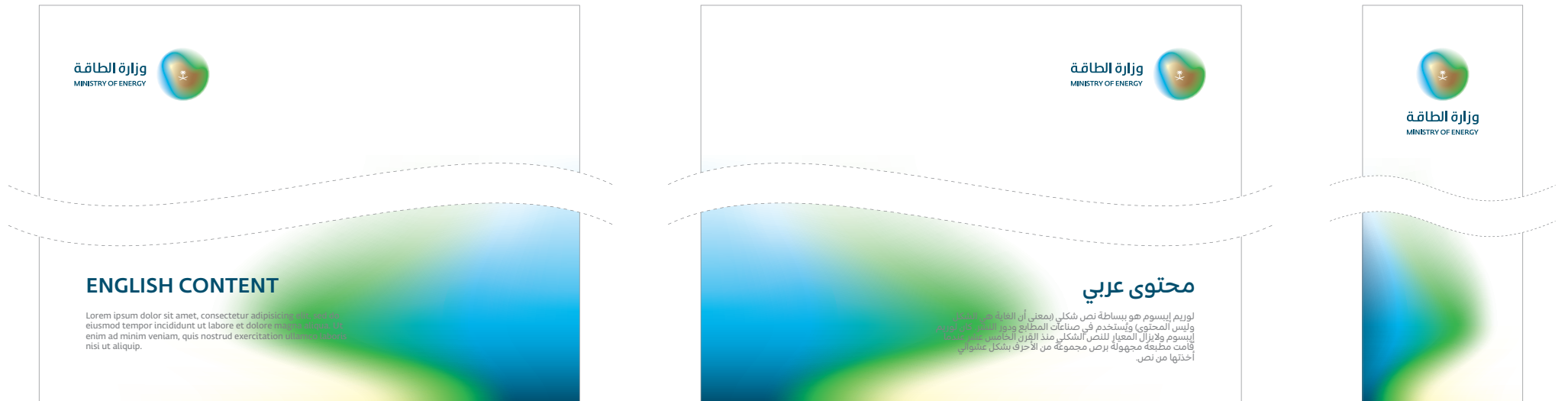


1.5 BRAND BASIC

BRAND MARK PLACEMENT

Correct placement of the brand mark will help ensure the integrity of Ministry of Energy's visual identity.

Whenever possible, the brandmark should appear in the upper right on Arabic or bilingual applications and in the upper left on English applications. If the format is vertical or narrow, like a pylon, the brandmark should appear in the upper center with consideration of the clear space guide.



1.6 BRAND BASIC

BRAND GRAPHICS

Our brand graphics expresses our visual identity strengthening Ministry of Energy. It will be used throughout the brand applications, creating a unified visual style for the entire brand.

It depicts the source of energy in a vibrancy and dynamic motion, it is a simplified and modern.



Primary Graphics



Supporting Graphics



Primary Reverse Graphics

1.7 BRAND BASIC

HIERARCHY

The brand mark represents Ministry of Energy as a signature, and therefore appears in every touch point with its audience. To manage this brand behaviour, follow here shown branding hierarchy:

1st Rank Branding

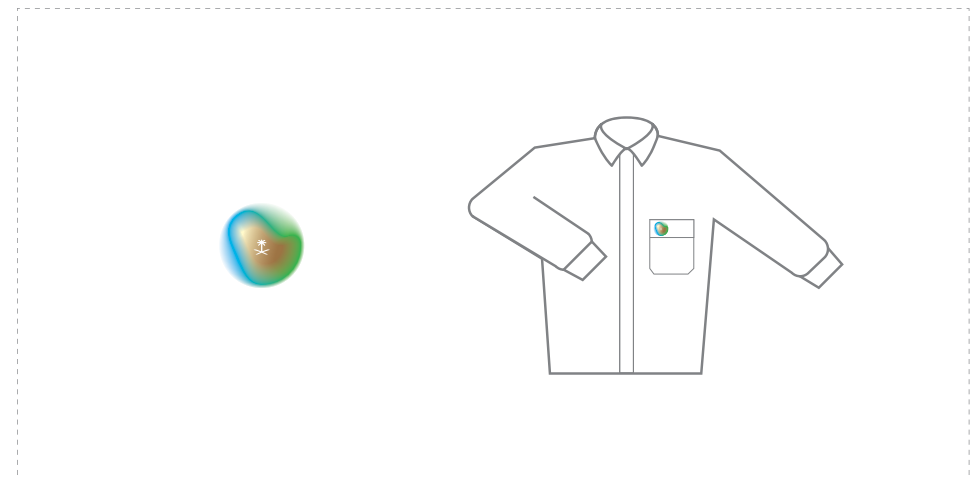
This is the main form of branding, using the full brand mark for the master and sub-brands alike. It is used mainly in brand applications for recognition and communication purposes.

2nd Rank Branding

The brand symbol represents Ministry of Energy when an application does not allow the use of a full brand mark.



1st Rank Branding



2nd Rank Branding

1.8 BRAND BASIC

MINIMUM SIZE

To ensure sufficient branding, apply the minimum size rule when placing the brand mark on any communication or advertising material.

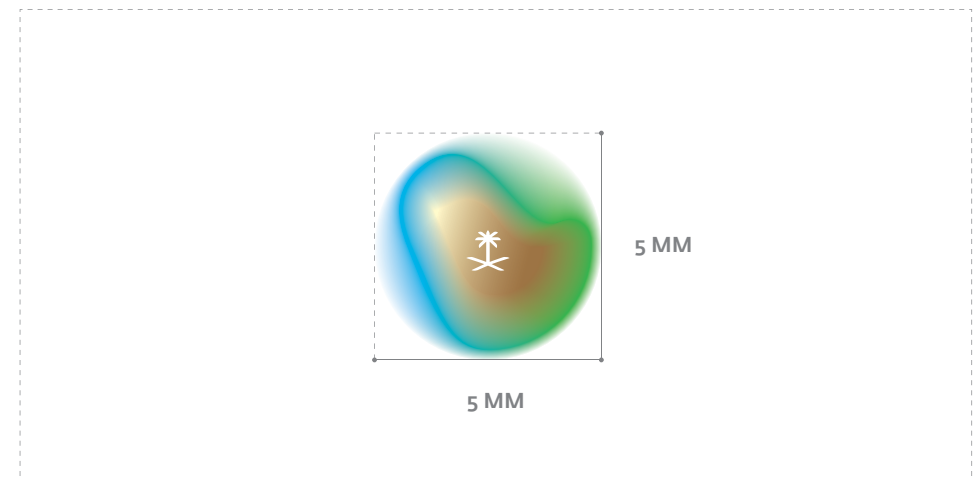
Brand identity applications reproduce the logo in an optimum size, please use the provided templates.

Some applications may require micro sizes. As example: fitting a small area on a plastic card, in such cases the use of the micro size mono-color logo is only allowed and considered exceptional. Further size reduction is not permitted.

Size measurement is based on the height/width of Ministry of Energy symbol.



Minimum Size



Micro Size

1.9 BRAND BASIC

BRAND MARK VERSIONS

The preferred reproduction of Ministry of Energy brand mark is in its positive full color version on white background.

Alternatively, the logo may be reversed only out of Ministry of Energy dark Blue background color from the brand primary palette, in order to secure enough contrast for proper visibility and brand recognition purpose.

Use the monochrome (single color) version for special reproduction, such as special ink and paint. The monochrome reverse is the main brand mark version in use for logo placement on color backgrounds.

When production limitation exists and the use of a full color logo is not possible, the grayscale version is to be applied and not an automatic conversion.

Rarely, the use of bitmap (black and white) version is necessary. Example: fax transmissions, stamps and film exposure for special finishes such as foil blocking and embossing dyes.



Main Version



Main Reverse Version



Monochrome Version



Monochrome Reverse Version



Grayscale Version



Bitmap Version

1.10 BRAND BASIC

ACCEPTABLE BACKGROUNDS

The figures demonstrate examples of permitted backgrounds for placing Ministry of Energy's landmark. The main focus is on securing enough visibility and contrast to preserve visibility and maintain consistent branding.

Ministry of Energy's landmark shall preferably appear on white background or dark Blue background. It is NOT permitted to place the main logo versions on another background colors.



White



Dark Blue

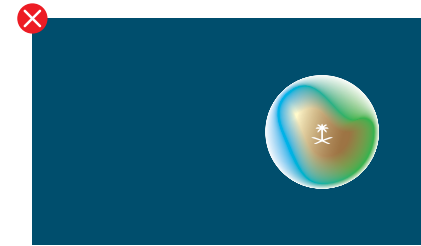
1.11 BRAND BASIC

UNACCEPTABLE BACKGROUNDS

The figures show examples of non-permitted brand mark placements. Reason here is the reduced contrast and loss of logo clarity.

Avoid using alien colors and apply a suitable color from the supporting palette for placing the positive landmark version on solid backgrounds. Primary colors offer tints for the same purpose.

Heterogeneous, busy or patterned photographic backgrounds harm the needed brand mark visibility and are therefore not permitted.



Do not place on a corporate color with insufficient contrast



Do not use gradient



Do not use an alien or non-corporate color



Do not place the logo on the heterogeneous photographic background

1.12 BRAND BASIC

MISUSE

Shown in the figures are some unacceptable uses of Ministry of Energy's brand mark. The brand mark should always be reproduced from the master artworks, do not reconstruct the logo.

The brand mark should never be altered, redrawn, recolored or manipulated in any way. It is not allowed to append more descriptors to the logo, such as department names.

Please ensure that Ministry of Energy's brand mark is used correctly at all times.



Scale Proportionally
(HOLD THE SHIFT BUTTON)



Do not distort the logo



Do not use alien colors



Do not alter the logo color



Do not reproduce with incorrect color values



Do not reproduce with low resolution



Do not outline the logo



Do not change component proportion or configuration



Do not add elements



Do not remove elements

1.13 BRAND BASIC

PRIMARY BRAND COLORS

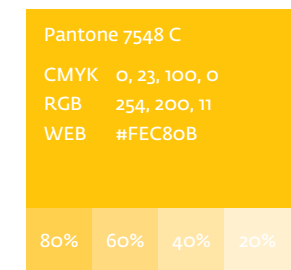
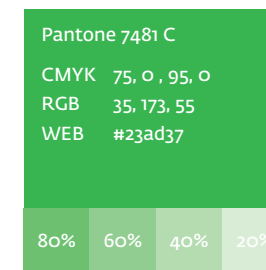
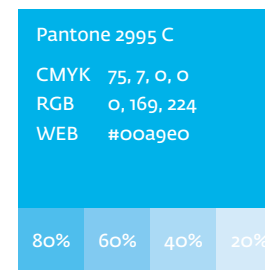
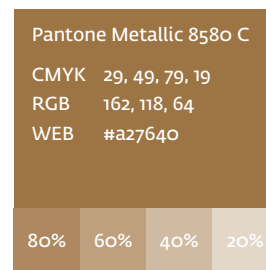
For consistent brand recognition, Ministry of Energy owns a primary color that form the front line signals with strong recall value. They are mainly present in the brand mark and appear first in brand applications. And it uses a set of secondary colors to complement its brand personality expression and support the use of prime colors.

Although Pantone® color values are available to serve Ministry of Energy as spot colors where applicable, the brand uses process color reproduction - with CMYK values - in most brand applications and communication. For digital applications use the RGB and web values.

Use the full color brand mark unless a single color production is inevitable, such as sticker, paint reproductions, and micro size logo.

Do not use automatic conversion of the Pantone values into process or additive colors.

Primary Colors Palette



1.14 BRAND BASIC

SECONDARY BRAND COLORS

Ministry of Energy uses a set of secondary colors to complement its brand personality expression and support the use of prime colors.

This palette offers practical sets of colors that cover all design needs, to communicate to a broad audience a variety of offerings and messages, and stretch from light to dark, warm to cold and include a range of neutral colors from the Pantone® color matching system.

Please refer to the brand color system for more guide on color usage.

In lieu of Ministry of Energy's colors values, which can be found in the current edition of the Pantone® formula guide, when reproduction restricts the use of spot colors, refer to alternate color values as applicable.

Secondary Colors Palette

<p>Pantone Cool Gray 8 C</p> <p>CMYK 0, 0, 0, 60</p> <p>RGB 140, 140, 140</p> <p>WEB #8c8c8c</p> <p>80% 60% 40% 20%</p>	<p>Pantone 5493 C</p> <p>CMYK 53, 15, 25, 10</p> <p>RGB 125, 165, 175</p> <p>WEB #7DA5AF</p> <p>80% 60% 40% 20%</p>	<p>Pantone 7536 C</p> <p>CMYK 11, 13, 0, 35</p> <p>RGB 168, 160, 134</p> <p>WEB #a8a086</p> <p>80% 60% 40% 20%</p>	<p>Pantone 7536 C</p> <p>CMYK 0, 60, 0, 30</p> <p>RGB 91, 196, 191</p> <p>WEB #5bc4bf</p> <p>80% 60% 40% 20%</p>
<p>Pantone Black 6 C</p> <p>CMYK 60, 40, 40, 100</p> <p>RGB 0, 0, 0</p> <p>WEB #000000</p> <p>80% 60% 40% 20%</p>	<p>Pantone 7468 C</p> <p>CMYK 60, 0, 6, 40</p> <p>RGB 0, 122, 155</p> <p>WEB #007a9b</p> <p>80% 60% 40% 20%</p>	<p>Pantone 471 C</p> <p>CMYK 22, 70, 93, 10</p> <p>RGB 180, 86, 28</p> <p>WEB #B4561C</p> <p>80% 60% 40% 20%</p>	<p>Pantone 3298 C</p> <p>CMYK 100, 9, 65, 41</p> <p>RGB 0, 106, 86</p> <p>WEB #006A56</p> <p>80% 60% 40% 20%</p>

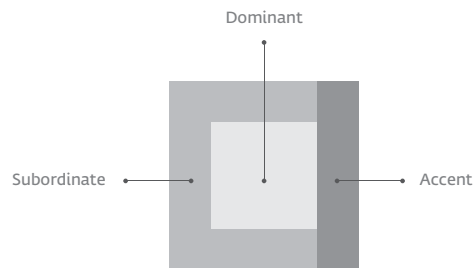
1.15 BRAND BASIC

COMBINING COLORS

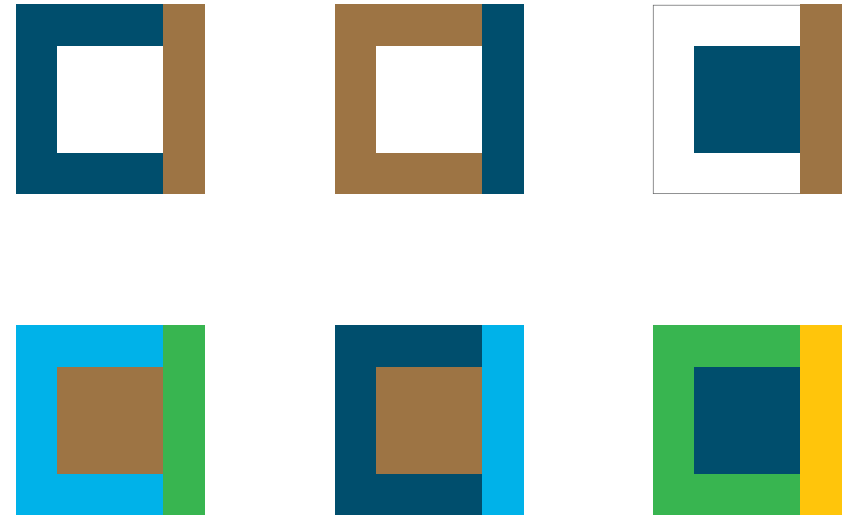
To design the right color message, use a relevant combination of brand colors. The shown combinations are examples of different brand expressions by varying their color stress.

Dominant colors are the most apparent in layouts and are general mood setters. They stress headings, titles, form background color or tone visual.

Subordinate colors support the dominant color, occupy less space or have less weight. They are used as graphic devices. Accents are fillers normally used as background, for framing text, elements and imagery. Accents should be sparingly applied.



Master Combination



Support Combination



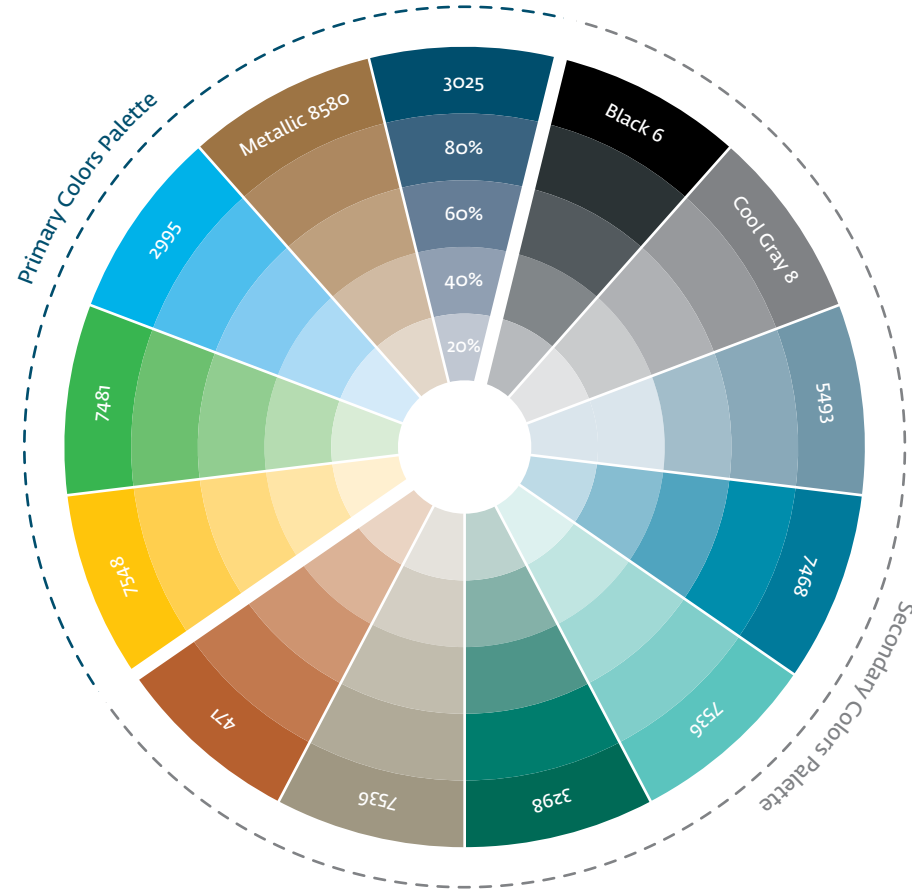
1.16 BRAND BASIC

COLOR SYSTEM

These color ranges have been specially selected to support Ministry of Energy's visual identity. They form a corporate palette that expresses the brand attributes in the language of colors.

Ministry of Energy's color palette includes a bright color range and a dark or muted color range. The colors serve as backgrounds for the corporate signature, area fillers and layout elements in all applications, except for the official items (Example: stationery, only primary colors are used).

The selected collection provides enough flexibility for a designer to create suitable color combinations for all sorts of visual messages. It is allowed to use Ministry of Energy primary colors & their tints (down to 20%) in combination with solid colors or tints from this palette only.



1.17 BRAND BASIC

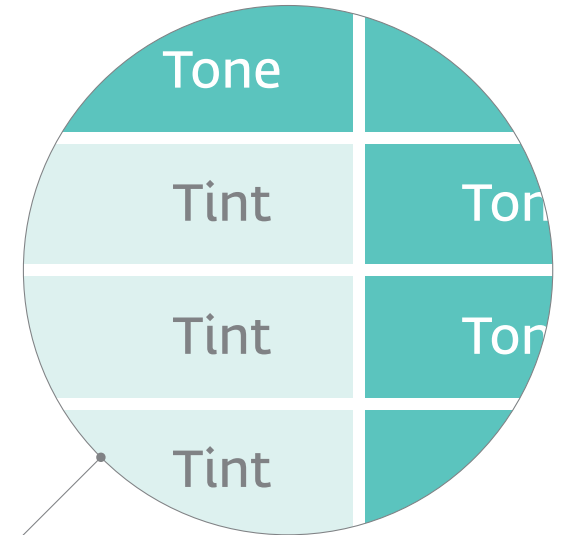
COLOR SYSTEM USAGE

A color tint is a mixture of a color ink and white in order to reduce its opacity and make it light and transparent.

Ministry of Energy color tints should only be used in support of primary and secondary colors as a way to extend these full tone colors for specific application needs, such as creating charts, graphs, video, web or user interfaces, and layout backgrounds in general.

Tints can be used to create layout hierarchy, separate color spaces, construct overlays and extend core colors. They can extend the range of primary and secondary colors, it is important though to be judicious when using the combination of colors: too many colors can create unwanted complexity in a design.

Tints should never be used independently from full tone colors of the brand palettes.



MAIN HEADLINE
SUB-HEADING

Paragraph Heading in Fedra Sans Pro Bold
Intro paragraph in Fedra Sans Pro Demi. Blind text accuman et iusto praesent luptatum delenit augue ipsum duis dolore te feugait facilisly feugiat.

Paragraph Heading in Fedra Sans Pro Bold
- This paragraph of example copy shows how to form bulleted copy and similar forms of text subdivisions to enable you to compare styles.
- This paragraph of example copy shows how to form bulleted copy to compare styles, weights and sizes of type that are available.

To highlight a part of the text: conse tetuer adip liscing elit. Suspendisse sodales nulla. Etiam sed risus. Etiam velit. Nulla vel sapien vehicula tellus dapibus blandit.

Intro paragraph in Fedra Sans Pro Demi. Blind text accuman et iusto praesent luptatum delenit augue ipsum duis dolore te feugait facilisly feugiat. Intro paragraph in Fedra Sans Pro Demi. Blind text accuman et iusto praesent luptatum delenit augue ipsum duis dolore te feugait facilisly feugiat.

Tone	Tone	Tone	Tone
Tint	Tint	Tint	Tone
Tint	Tint	Tint	Tone
Tint	Tint	Tint	Tone

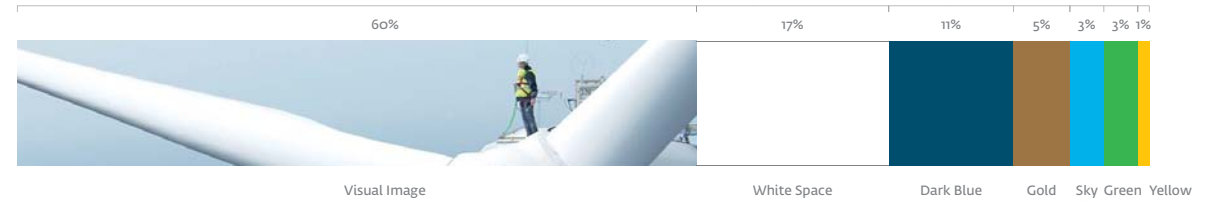
1.18 BRAND BASIC

COLOR SPACE

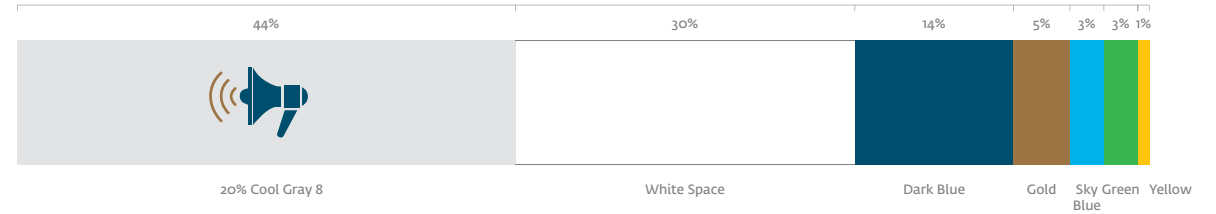
The big variety of Ministry of Energy's communication to such a broad audience demands not only careful selection of color tones, but also combining them appropriately.

Shown is percentage of color space usage of Ministry of Energy's layout.

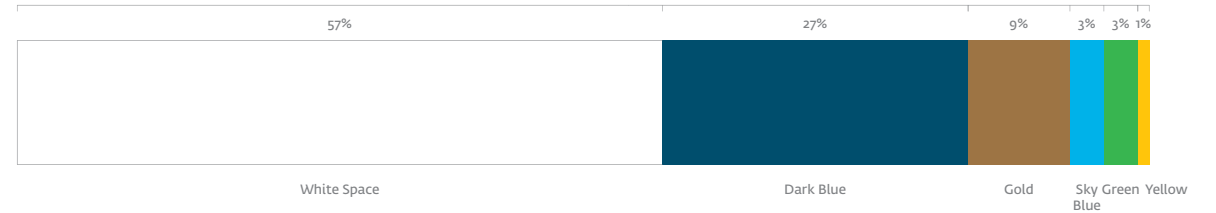
Communication Color Space



Communication Color Space



Environmental Color Space



1.19 BRAND BASIC

BRAND FONT

How to use Ministry of Energy brand font

To maintain a coherent brand identity, Ministry of Energy uses a set of compatible Arabic and Latin typefaces as its brand font. These adjacent sets are supported by a family of weights; all together reflecting the brand through the use of typography design.

Latin

Arabic

Content text
Disclaimer



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

Fedra Sans Pro Demi

Branding
Heading
Sub-Heading
Naming
Citation
Captions



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

Fedra Sans Pro Medium

Paragraph heading
Text highlight
Fine Print
Notes



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

Fedra Sans Pro 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
% \$ # @ ! ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١ .

Content text
Disclaimer



Ministry of Energy Demi

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
% \$ # @ ! ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١ .

Branding
Heading
Sub-Heading
Naming
Citation
Captions



Ministry of Energy 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
% \$ # @ ! ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١ .

Paragraph heading
Text highlight
Fine Print
Notes



Ministry of Energy Bold

1.20 BRAND BASIC

UNIVERSAL FONT

When to use Ministry of Energy universal fonts

To preserve the brand image, the use of this set of font is necessary for Microsoft Office applications, e-mail signature, soft files that are involved via e-mail or any other method and to work universally on all common platforms.

Latin

Arabic

Content text
Disclaimer



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

Segoe UI Regular

Heading
Sub-Heading
Naming
Citation
Captions



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

Segoe UI Semibold

Paragraph heading
Text highlight
Fine Print
Notes



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

Segoe UI 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
% \$ # @ ! 9 8 7 6 5 4 3 2 1 0

Content text
Disclaimer



Segoe UI Regular

Heading
Sub-Heading
Naming
Citation
Captions



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
% \$ # @ ! 9 8 7 6 5 4 3 2 1 0

Segoe UI Semibold

Paragraph heading
Text highlight
Fine Print
Notes



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
% \$ # @ ! 9 8 7 6 5 4 3 2 1 0

Segoe UI Bold



1.21 BRAND BASIC

TYPESETTING GUIDE

How to use the Brand fonts

All applications shall follow a unified typographic style, which requires adherence to a typesetting guide.

Using bold and light weights in Arabic, creates the needed text differentiation. In Latin, headings and titles should always use title case (initial caps) and flush text alignment. Central text alignment is not allowed. Key messages that require extra stress can use the bold weight, example: quotes. Use true end dashes (–) and not hyphens (-).

Arabic Specifications

- Main Headings: Ministry of Energy Medium
- Subheadings: Ministry of Energy Medium
- Paragraph Heading: Ministry of Energy Bold
- Intro: Ministry of Energy Demi
- Body Copy: Ministry of Energy Demi
- Text Highlight: Ministry of Energy Bold

Latin Specifications

- Main Headings: Fedra Sans Pro Medium
- Subheadings: Fedra Sans Pro Medium
- Paragraph Headings: Fedra Sans Pro Bold
- Intro: Fedra Sans Pro Demi
- Body Copy: Fedra Sans Pro Demi
- Text Highlight: Fedra Sans Pro Bold

Latin

HEADINGS IN FEDRA SANS PRO MEDIUM, UPPERCASE

SUB-HEADING IN FEDRA SANS PRO MEDIUM, UPPERCASE

Paragraph Heading in Fedra Sans Pro Bold

Intro paragraph in Fedra Sans Pro Demi. Blind text accumsan et iusto praesent luptatum delenit augue ipsum dui dolore te feugait facilisily feugiat.

Paragraph Heading in Fedra Sans Pro Bold

- This paragraph of example copy shows how to form bulleted copy and similar forms of text subdivisions to enable you to compare styles.
- This paragraph of example copy shows how to form bulleted copy to compare styles, weights and sizes of type that are available.

To highlight a part of the text: conse tetuer adip iscing elit. Suspendisse sodales nulla. Etiam sed risus. Etiam velit. Nulla vel sapien vehicula tellus dapibus blandit.

Arabic

العنوان الرئيسي بخط مينيستري اوف إنير جي ميديوم

العناوين الفرعية بخط مينيستري اوف إنير جي ميديوم

رؤوس الفقرات بخط مينيستري اوف إنير جي بولد
نموذج لنص التقديم وهذا النص ليس للقراءة. فقد وضع في هذا المكان لملء الحيز الذي سيشغله النص الصحيح لاحقاً. وفائدته لنا في هذه المرحلة..

رؤوس الفقرات بخط مينيستري اوف إنير جي بولد
– هذا النص ليس للقراءة. فقد وضع في هذا المكان لملء الحيز الذي سيشغله النص اصحيح لاحقاً. وفائدته لنا في هذه المرحلة تتلخص في كونه نموذجاً لنوع الخط الذي سنستخدمه
– هذا النص ليس للقراءة. فقد وضع في هذا المكان لملء الحيز الذي سيشغله النص اصحيح لاحقاً. وفائدته لنا في هذه المرحلة تتلخص في كونه نموذجاً لنوع الخط.

لتجديد وإيراز جزء من النص رؤوس الفقرات بخط مينيستري اوف إنير جي بولد: هذا النص ليس للقراءة. فقد وضع في هذا المكان لملء الحيز الذي سيشغله النص اصحيح لاحقاً وفائدته لنا في هذه المرحلة تتلخص في كونه نموذجاً لنوع الخط.

1.22 BRAND BASIC

BRAND IMAGERY

Our imagery is a visual expression tool of our brand personality. It has thus be Ambitious, Inspiring, Seasoned, Dynamic, Engaging and Pioneer.

It is creating the scenes of our brand, and is integral to creating the consistent look of what we want to express.

Our photography tells a visual story with two categories of images:
Our Partners and Our World.

These categories are described on the following pages, enabling you to choose from the same catalog of stock images, however in a way that differentiates Ministry of Energy brand.

General Rules

- **We are real**
We avoid staged and overly posed shots. Image situations should feel authentic and with real people in credible situations.
- **We are engaging**
Our imagery shows the impact we have on people, individuals and the society at large. We like to show persons in reaction with the world around them and with partners. Our images depict true actions and achievements, they are not cliché nor superficial.
- **We are ambitious**
Our look is impressive with high sense of aesthetics. Images should be inspiring and appealing, never boring nor ordinary.



Overly Posed



Dated Technology



Inappropriate Innuendo



Controversial Reference



Cliché



Religious Implications

1.23 BRAND BASIC

BRAND IMAGERY

OUR PARTNERS

THE PEOPLE WHO HAVE STAKE WITH US.

The “PARTNERS” image category includes a wide variety of people in many locations, with a diverse range of business and energy needs.

Our partners range from investors, business leaders, financiers down to the individual that cares for producing energy.

Clearly defining your target audience before choosing images will ensure greater success in connecting with them.

Qualities to look for in images that reflect our work are:

- Ambitious
- Inspiring
- Seasoned
- Dynamic
- Local-Global
- Modern
- Visionary

Human Gallery

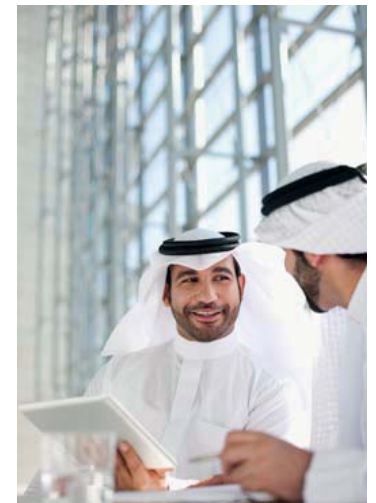
Personal Perspective



Broad Perspective



Close-up Perspective



Engaging Perspective

1.24 BRAND BASIC

BRAND IMAGERY

OUR WORLD

WHAT WE DO AND HOW WE DO IT.

This image category focuses on activity we are engaged in (something is happening, or happened).

These images provide a view into our world and the future of energy, giving a glimpse of what is possible.

Choose images that are aspirational and capture our inventive culture and creativity.

Abstract imagery can also be used to represent the energy, advancement and innovation of our leadership.

Qualities to look for in images that reflect our work are:

- Inventive
- Pioneer
- Superior
- Professional
- Genuine
- Visionary

Human Gallery

Teamwork in Action



Specialist in Action



Energy Abstract / Sensual

Aesthetic Gallery

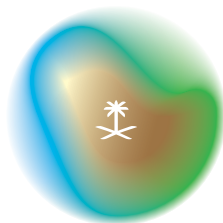


Corporate Abstract / Sensual



Energy Field

وزارة الطاقة
MINISTRY OF ENERGY



المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

THANK YOU