



نيوم NEOM

NEOM MASTERBRAND

BRAND GUIDELINES 2022
VERSION 02

These guidelines provide all the information you need to bring the NEOM brand to life and to apply it correctly and consistently across all touchpoints. Following the principles outlined in this document will ensure that we all contribute to building a strong world-class brand.

O U R B R A N D

Here you will find direction for the use of the visual assets that make up the NEOM brand. Please read and follow these guidelines carefully to understand how to create consistent NEOM branded materials. Subjects you will see outlined in this section include brand mark, color, typography, photography, the corporate ribbons and additional graphic elements.

The NEOM masterbrand has a number of marks available, each created for a specific use.

It's important to use the full color primary mark as widely as possible to stay true to the NEOM brand. The amount of color in the mark requires you to be mindful of your creative and the limits stated here.

BRAND MARKS

SECTIONS

- THE BRAND MARK
- PRIMARY MARK
- SPECIAL USE MARK
- CO-BRANDING & ENDORSEMENT
- MARK USAGE

NEOM

NEO

Greek prefix meaning 'new'

M

Abbreviation of 'Mostaqbal' –
Arabic meaning 'future'

DEFINITION OF NEOM

The name 'NEOM' is constructed from two words and translates as 'New Future'.

"We didn't want an Arabic name and we didn't want a Latin name, or a name from any other language, because the project represents a civilizational leap for humanity. So the name shouldn't be from a specific civilization."

HRH Prince Mohammed bin Salman
Bloomberg interview, Oct '17

Note: NEOM must always be written in caps.

Places of NEOM (Oxagon, Trojena, The Line, etc) are always written in title case.

Subsidiaries of NEOM (Enowa.NEOM, Tonomus.NEOM) are in title case, with [.]NEOM in caps.

NAMES IN COPY

PLACES

Oxagon
Trojena
The Line

SUBSIDIARIES

Enowa NEOM
Tonomus.NEOM

WRITING NAMES AT NEOM

NAMES IN URL'S

PRINT
TREATMENT

NEOM.COM

FILM
TREATMENT

NEOM.COM

NEOM
SUBSIDIARIES AND PLACES

SUBSIDIARY.NEOM.COM
PLACE.NEOM.COM

NEOM
SECTORS

ACTIVATION.NEOM.COM
ACRONYM.NEOM.COM
DEPARTMENT.NEOM.COM

NEOM must always be written in CAPS.

Places of NEOM (Oxagon, Trojena, The Line, etc) are always written in title case.

Subsidiaries of NEOM (Enowa.NEOM, Tonomus.NEOM) are in title case, with [.]NEOM in CAPS.

We have two ways to treat NEOM in the URL. One for print and one for film.

The URL is always in Brown Regular.

All 'NEOM.COM' URL's are always in CAPS.

When used in print the URL has tracking set at 30.

When used in film, there is less time to read the URL so we open the tracking to 200. This also helps with any transitions into the URL from another copy line as these will be set at 200 as well.



NEOM نيوم

THE BRAND MARK

The NEOM brand mark is our most important visual asset. It is our brand's signature and embodies the spirit of our mission to create a society of the future where the principles of technology, nature, livability, sustainability and community are irrevocably linked.

The future loop brand mark is a fluid, interconnected representation of our dynamic community and the ideals NEOM will strive to realize.

NEOM FUTURE LOOP MARK



NEOM WORD MARK

NEOM نيوم

BRAND MARK NAMING

The NEOM brand mark consists of two elements: the NEOM future loop mark and the NEOM word mark.

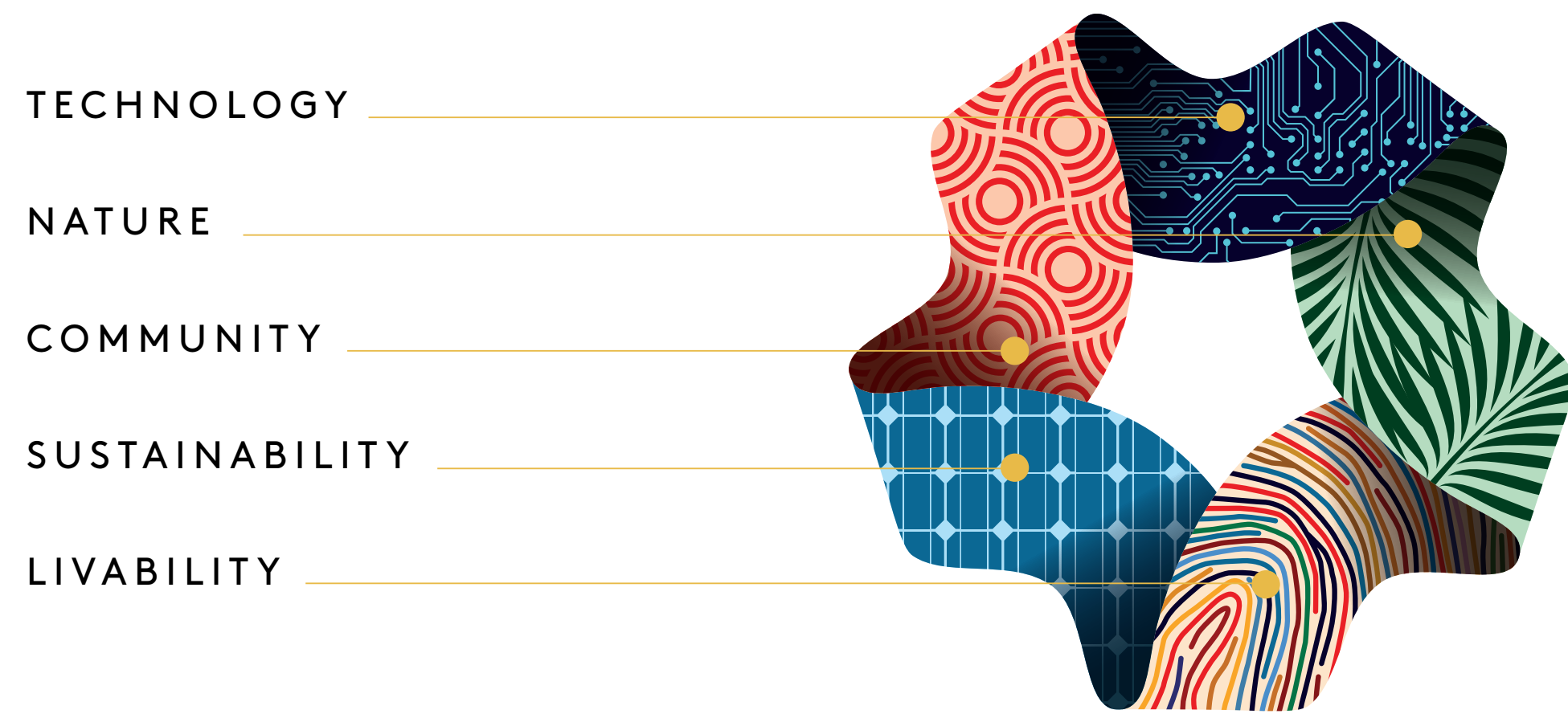
These elements have a fixed size and position relative to each other, which have been created as master artwork files. The brand mark should not be redrawn, reset or altered in any way. Additionally, never recreate or replace any of the patterns contained within the future loop mark.

In certain situations, the NEOM future loop mark can appear without the NEOM word mark e.g. in social media applications.

Note: NEOM must always be written in caps.

Places of NEOM (Oxagon, Trojena, The Line, etc) are always written in title case.

Subsidiaries of NEOM (Enowa.NEOM, Tonomus.NEOM) are in title case, with [.]NEOM in caps.



THE FIVE PRINCIPLES

NEOM, and the future loop mark, is built of five fundamental, interconnected principles – technology, nature, livability, sustainability and community.

The five principles must always appear in the sequence shown here, never swapped around nor replaced with any other principle.

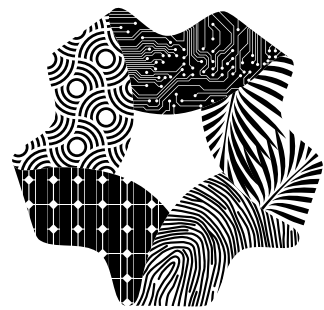
Although the illustration for each principle is an obvious representation of that subject and commonly used, they have been adjusted so they can only be found in these particular colors and arrangement as part of the NEOM brand. They come together as a unique combination found nowhere else.

PRIMARY
MARK



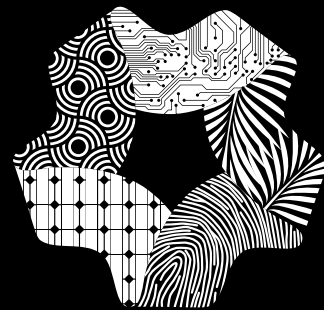
نيوم NEOM

PRIMARY
MARK BLACK



نيوم NEOM

PRIMARY
MARK WHITE



نيوم NEOM

SPECIAL USE
MARK



نيوم NEOM

SPECIAL USE
MARK BLACK



نيوم NEOM

SPECIAL USE
MARK WHITE



نيوم NEOM

MARK VARIANTS

The NEOM brand mark is available in six variants.

The primary brand mark should be used across the majority of communications. The primary brand mark is available in full color, black and white.

The black mark is only used when black is the only available color.

The white mark is used on dark primary brand colors, secondary brand colors and dark colored backgrounds. It's important to recognize, this should not be the logo of choice purely because it is easier to use.

The special use mark uses a bolder icon pattern to improve visibility in application. It is limited to applications where reproduction of the patterns is impossible with the primary mark.

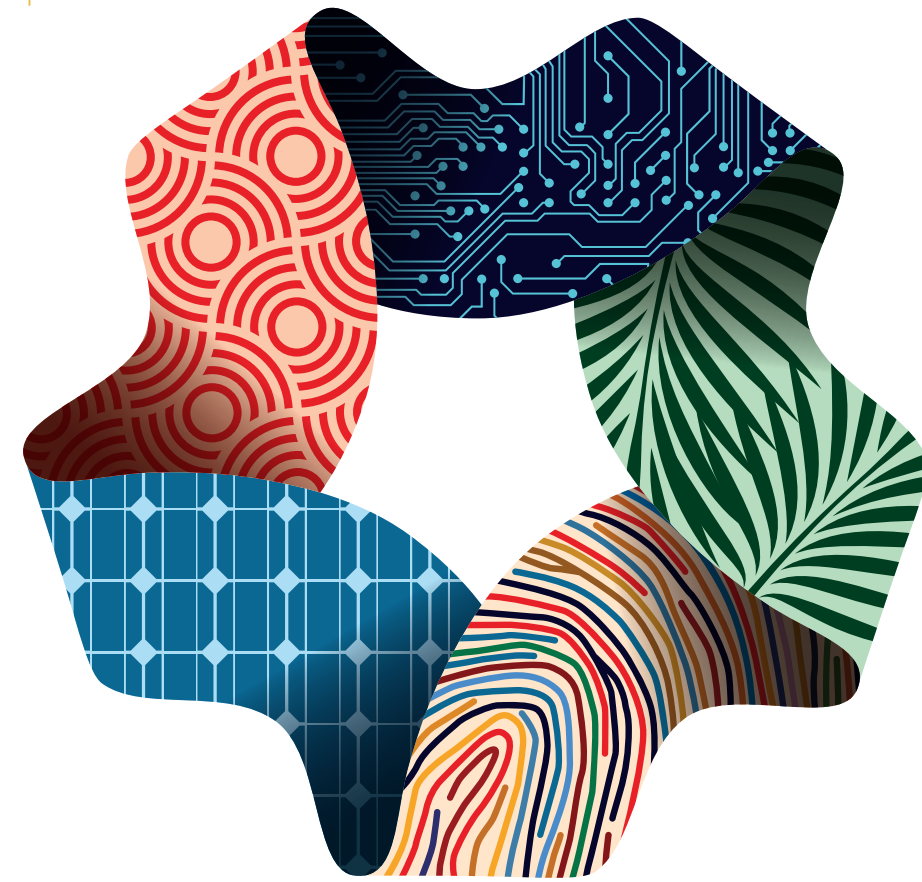


PRIMARY MARK USAGE

You must always use the primary brand mark in all instances unless restricted by space or production techniques.

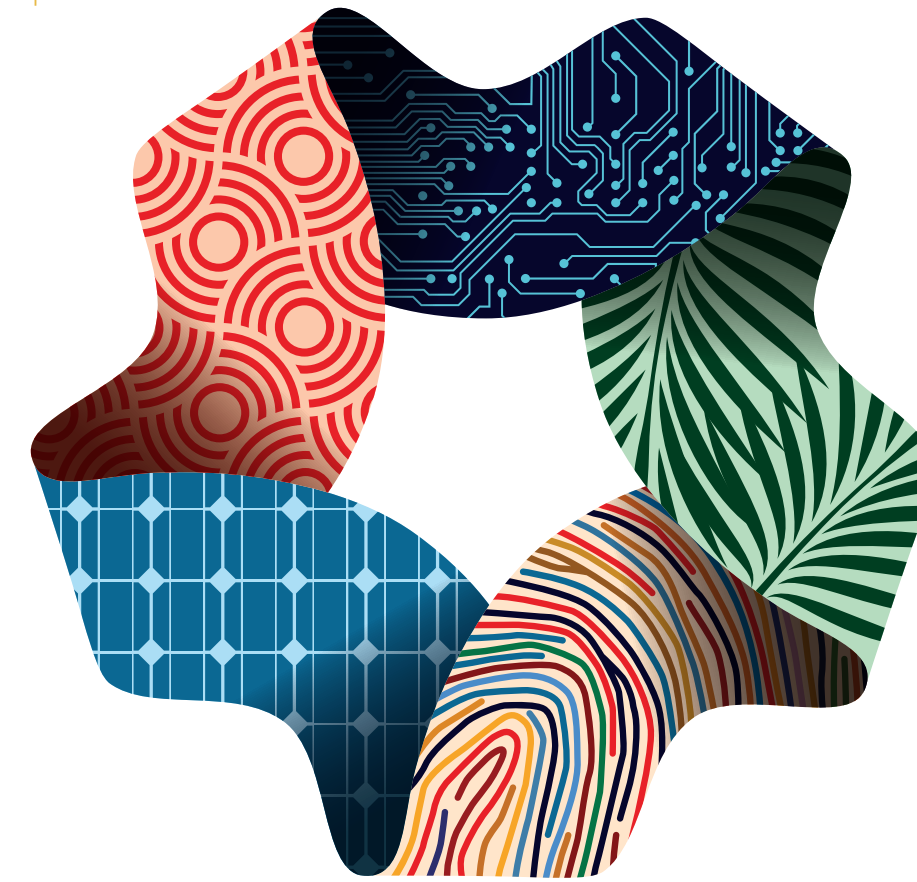
The NEOM brand mark is made of complex patterns and many colors, so it should only appear on white, cream or images with light and uncluttered backgrounds.

LATIN
MARK



NEOM

ARABIC
MARK



نيوم

THE LATIN AND ARABIC MARKS

All of our brand marks have Latin and Arabic variants.

The Latin variant is primarily used for international communications. The Arabic variant is for communications targeted towards an Arabic speaking audience.



NEOM نيوم

ISOLATED MARK USAGE

There will be times where the future loop mark or word mark are used independent of each other.

Some example are when the space is too narrow for the future loop mark, such as a pen, or when the future loop mark is being used as a smaller repetitive brand element, such as the pages of a PowerPoint document, or as a brand element in the pages of a notebook.



NEOM نيوم

First Name Last Name

Job Title

+966 43 345 2134

firstname.lastname@NEOM.COM

NEOM.COM

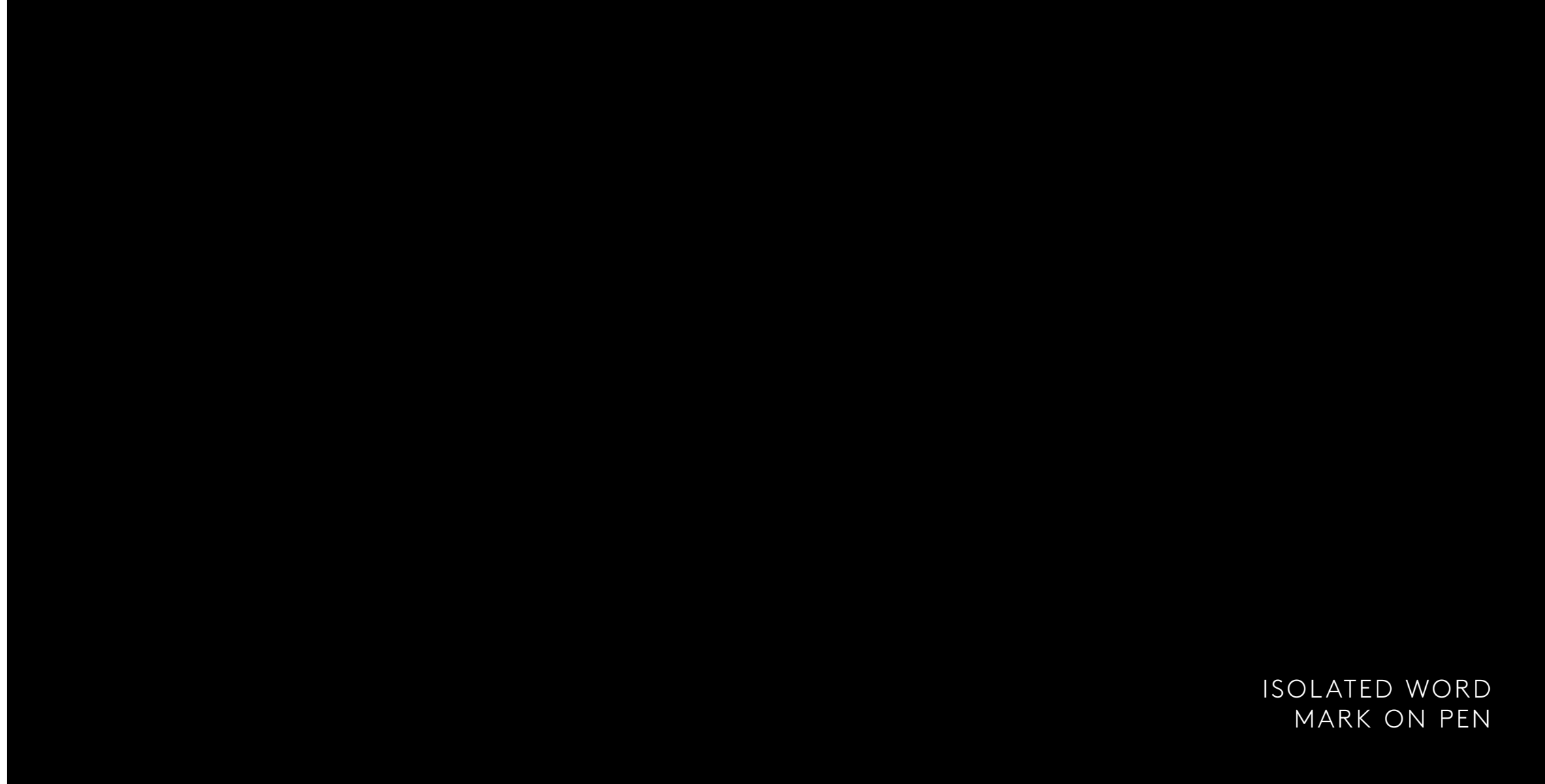
PRIMARY BRAND MARK
ON EMAIL SIGNATURE

PRIMARY BRAND MARK
ON LETTERHEAD





PRIMARY BRAND
MARK ON FLAG



ISOLATED WORD
MARK ON PEN



PLEASE REFER TO THE NEOM MERCHANDISE GUIDELINES BEFORE CREATING ANY BRANDED PRODUCTS.



NEOM نيوم

SPECIAL USE MARK

Rarely, size limitations and production techniques require a version of the logo with larger patterns within the future loop mark, such as stitching the mark into fabric, or debossing into leather. For this the special use brand mark was created.

It's important to recognize this mark can only be used when these limitations occur and for no other reason. You should always look to use the primary logo in all applications.

SPECIAL USE MARK
EMBROIDERED ON
FABRIC



NEOM نيوم



SPECIAL USE MARK
EMBOSSED ON
PAPER

THE NEOM MARKS

PRIMARY MARKS

PRIMARY
MARKS



نيوم NEOM

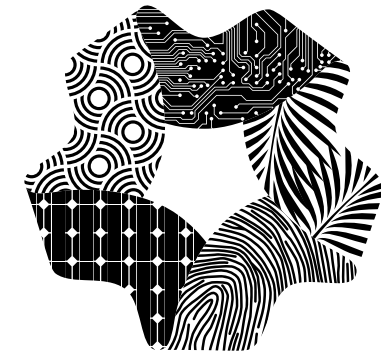


NEOM

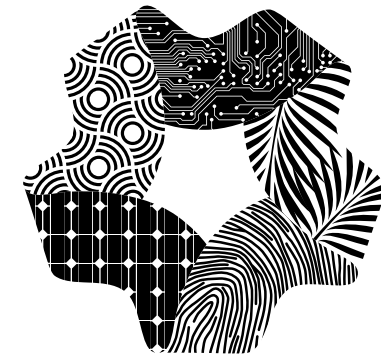


نيوم

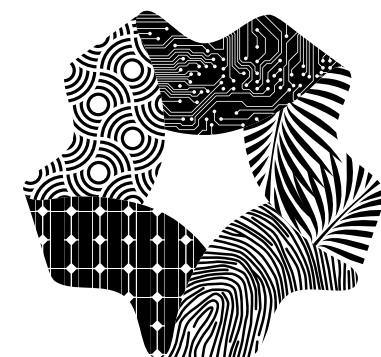
PRIMARY
MARKS BLACK



نيوم NEOM



NEOM



نيوم

PRIMARY
MARKS WHITE



نيوم NEOM

NEOM

نيوم

THE NEOM MARKS

SPECIAL USE MARKS

SPECIAL USE
MARKS



نيوم NEOM



NEOM



نيوم

SPECIAL USE
MARKS BLACK



نيوم NEOM



NEOM



نيوم

SPECIAL USE
MARKS WHITE



نيوم NEOM



NEOM



نيوم

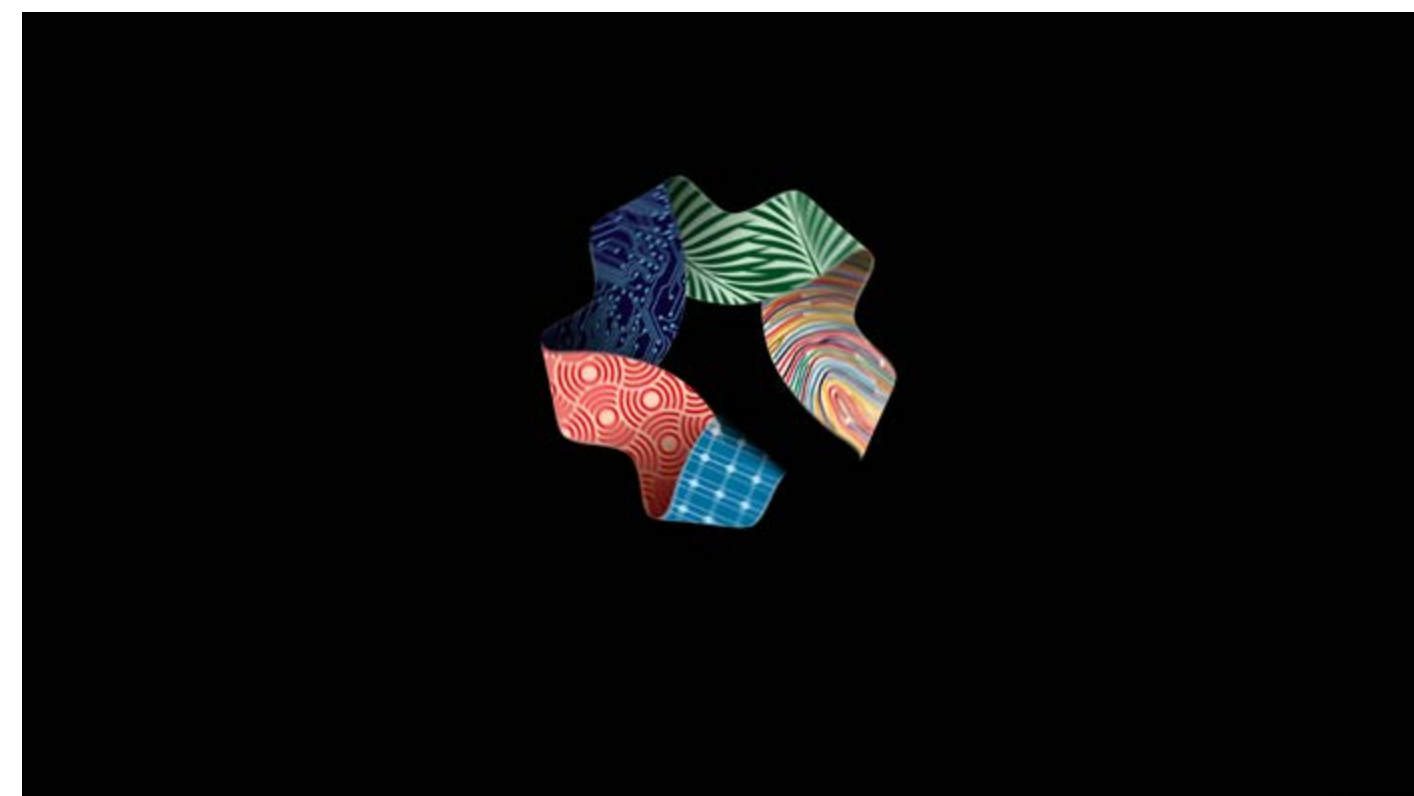
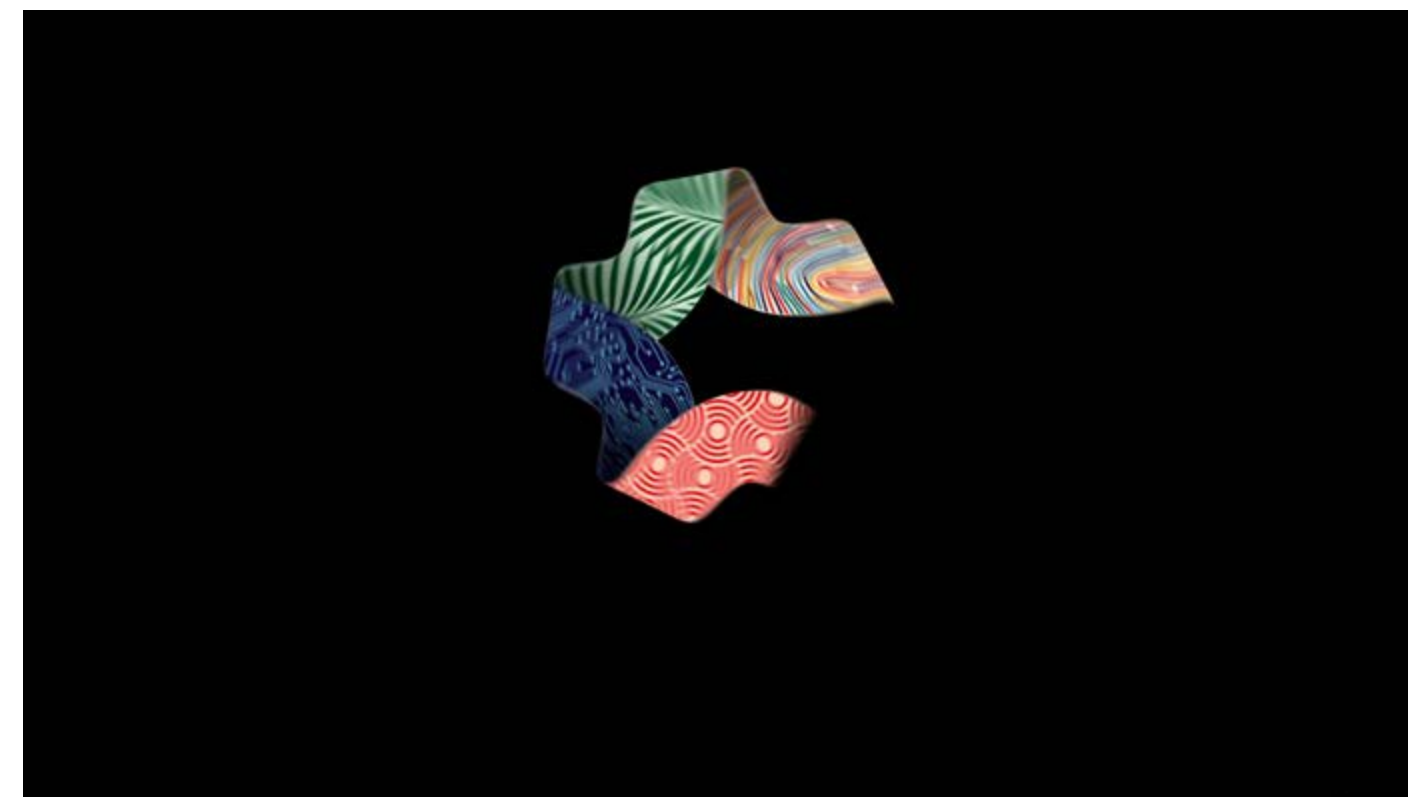
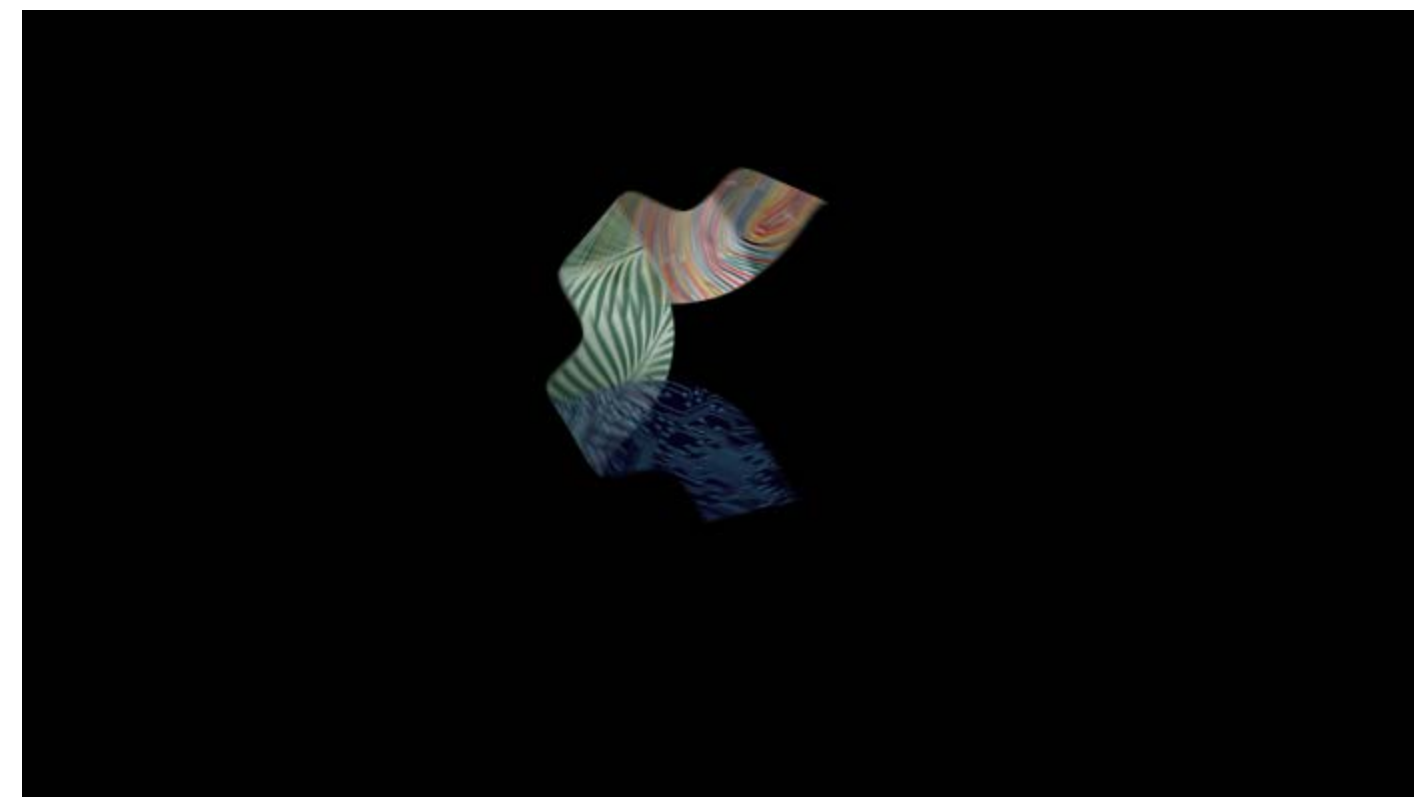
THE ANIMATED MARK

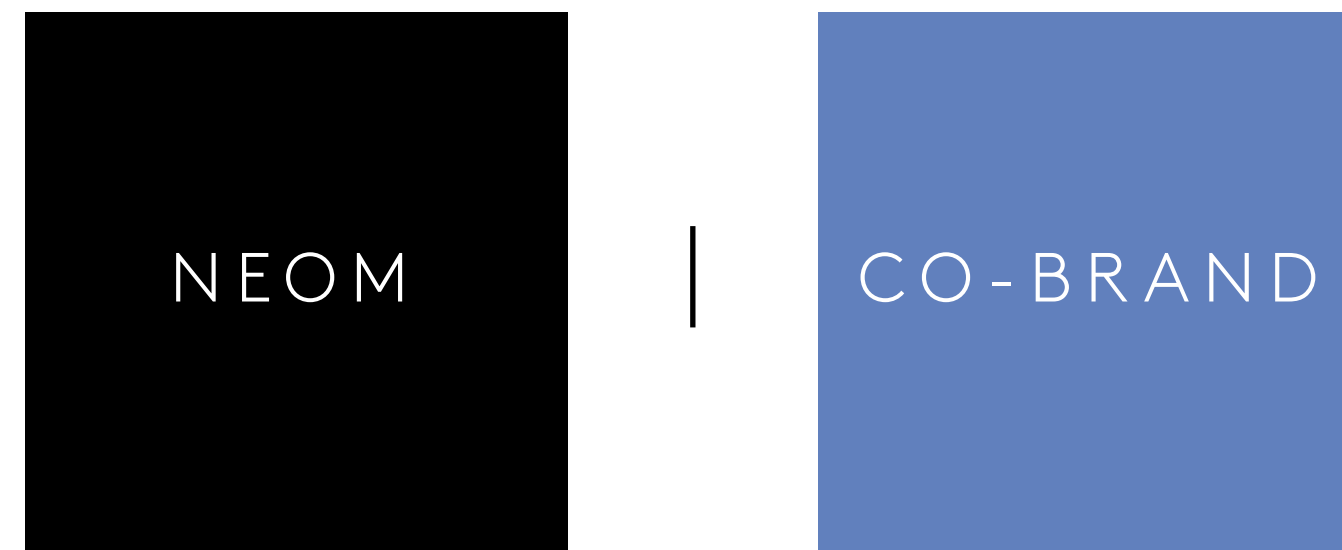
An animation of the NEOM mark has been created for end frames. This needs to be consistently applied across all of our media.

The animation has an alpha channel so it can sit over any footage required. Ensure you follow the guidance for choice of backgrounds when considering the endframe.

Apply the appropriate NEOM word mark, dual, Latin or Arabic at the correct size and distance from the animated futureloop.

Note, the animated NEOM marks should not be used over a black background.





CO-BRANDING FOR EQUALITY

NEOM wishes to foster partnerships built on trust, respect and equality so the relationship between the two brands needs to be weighted equally.

We cannot control the many sizes and shapes of a partner brand, so visually assess the space both brand marks occupy and create a balanced 50/50 partnership.



NEOM



NEOM



CO-BRANDING OVERVIEW

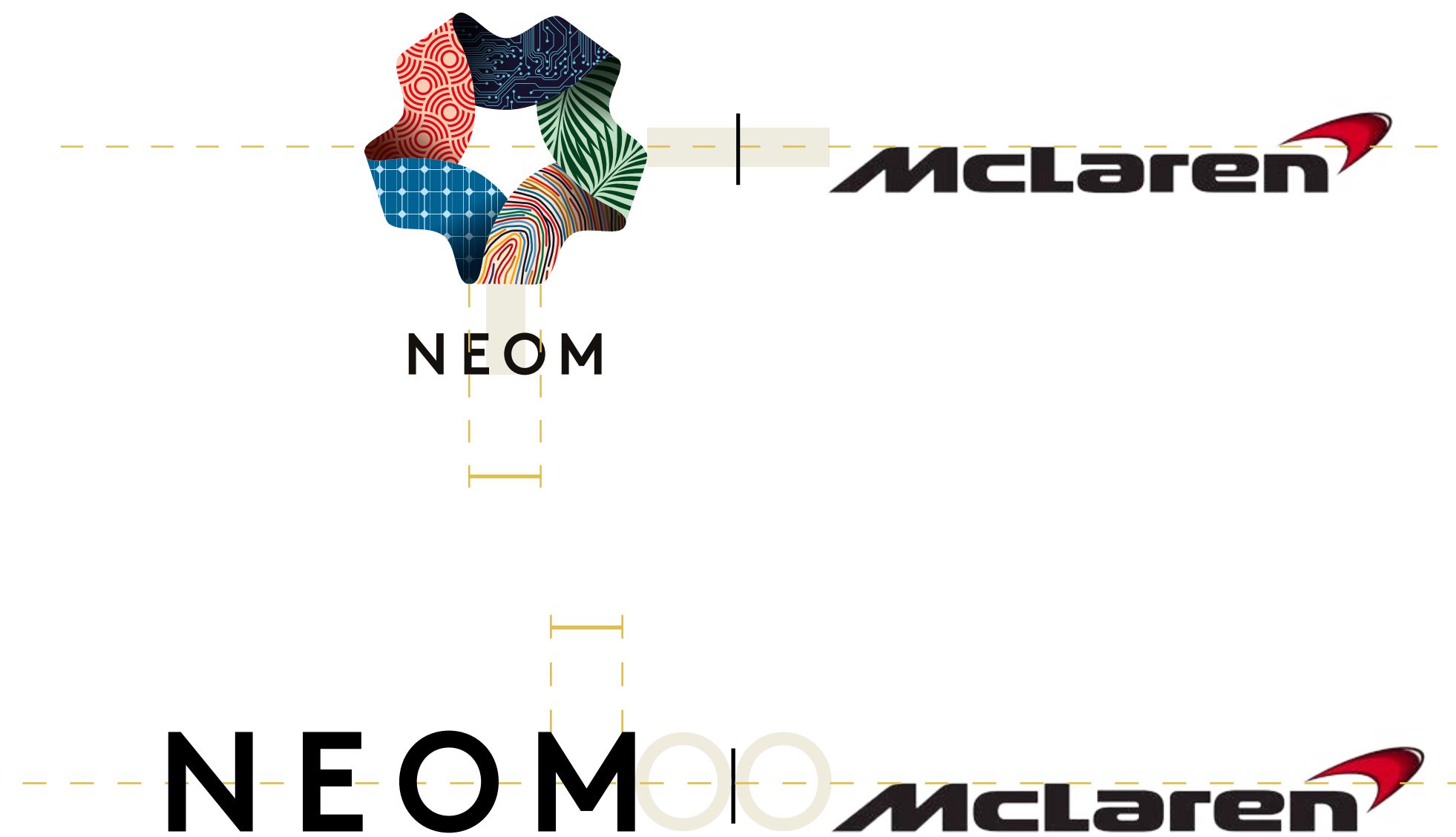
NEOM will partner with many brands so we need to manage the relationship between our brand marks.

Brand marks come in many shapes and sizes so the rules governing co-branding need to be simple and versatile.

When NEOM is leading the relationship, the NEOM brand always comes first in the order.

A simple and sophisticated line joins the brand marks together. The line also acts to protect both marks from having a visual impact upon one another.

You should use the full NEOM brand mark in all situations unless available space is limited and the NEOM word mark is the appropriate choice.



CO-BRANDING USAGE

Designing for balance.

Partner brands and the line are centrally aligned with the future loop or word mark. This method is the most aesthetically pleasing when creating co-branding assets.

The space either side of the line is dictated by the distance between the future loop and the bottom of the mark, or the O of NEOM in the word mark.

The height of the line between the two brand marks is dictated by the width of the lowest section of the future loop. For the word mark use the gap between the ascenders of the M in NEOM.

The line weight is set at 1pt when the future loop has a width of 27mm, or the cap-height of the word mark is 8.5mm. The line weight increases as you increase the size of the NEOM brand mark.

The minimum line weight is 1pt regardless of how small the NEOM brand mark goes.

IMAGINED AT



NEOM

IMAGINED AT

NEOM

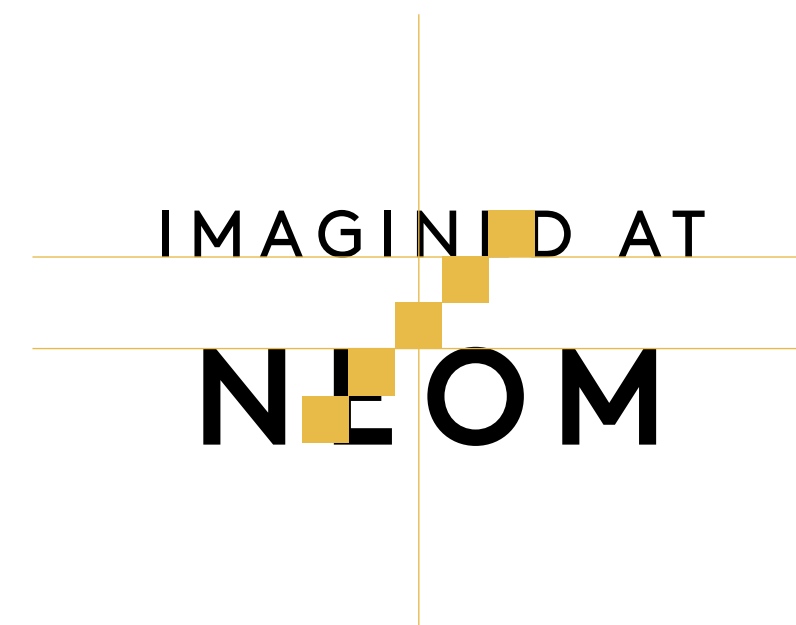
IMAGINED AT **NEOM**

ENDORSEMENT BRANDING

We use an endorsement when the relationship between NEOM and a partner brand needs to be clearly defined.

The clear space shown is only a minimum and can be increased if necessary.

The distance between the future loop mark and the word mark dictates the size of the clear space.



ENDORSEMENT USAGE

Defining the relationship.

The endorsement is always aligned to the centre of the mark, set in upper case Brown Regular with tracking set at 200. Automatic leading is used when more than one line of copy is required.

The distance between the endorsement and the future loop is equal to the distance between the future loop and the word mark. The endorsement cap-height is equal to half that distance.

For the vertical word mark, the distance is equal to the cap-height of the word mark and the cap-height of the endorsement is half that distance.

For the horizontal word mark, the distance is equal to the width of the N in the NEOM word mark and the cap-height of the endorsement is half cap-height of the word mark.

IMAGINED AT



NEOM



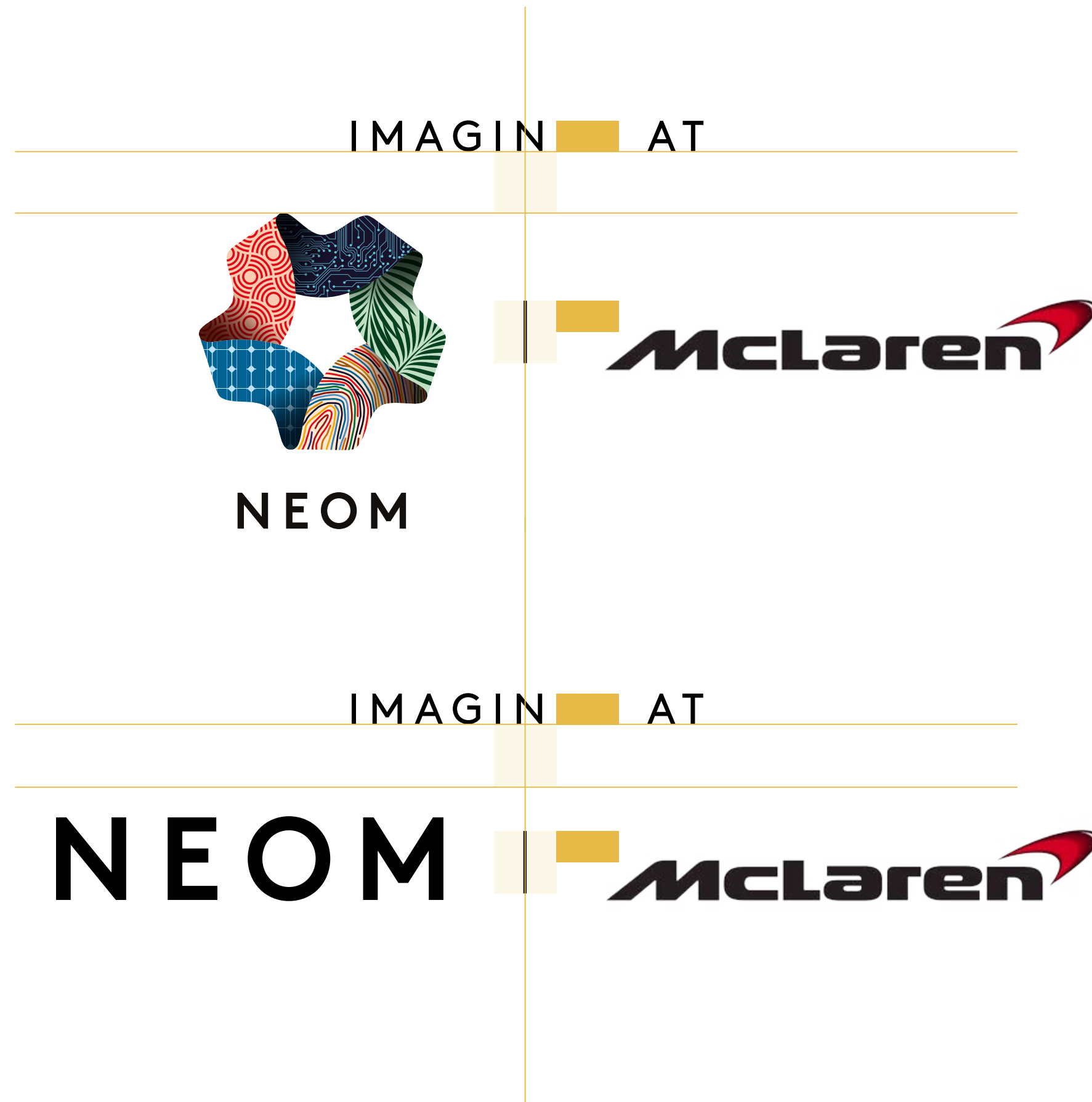
IMAGINED AT



ENDORSED CO-BRANDING

In certain circumstances, the relationship between co-branded brand marks require explanation.

Occasionally, situations arise where both brands are endorsing a third party or initiative. Defining their relationship becomes necessary.

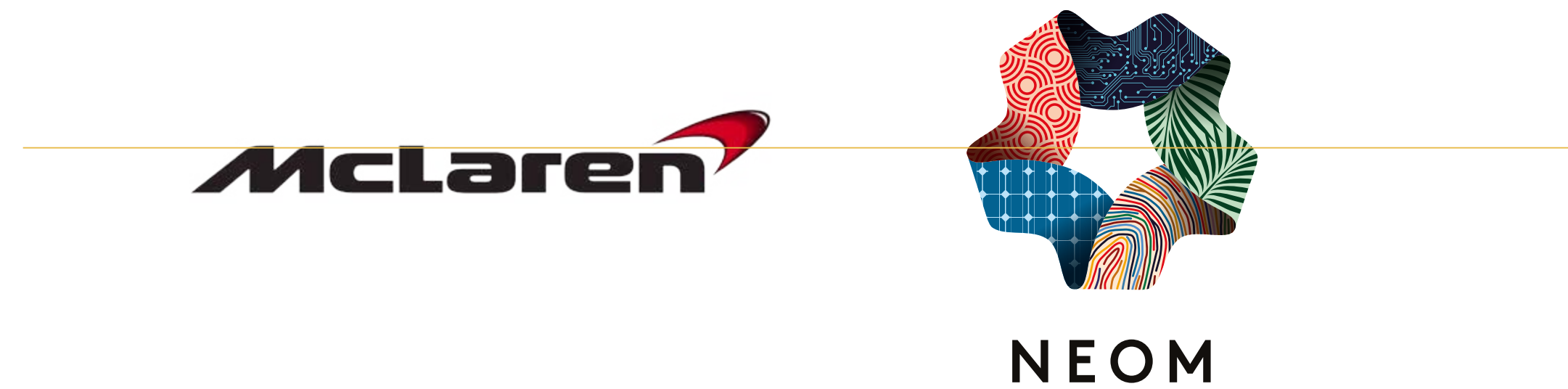


ENDORSED CO-BRANDING USAGE

All additional measurements for endorsed co-branding is taken from the line.

The height of the line defines the space between the endorsement and the tallest brand mark. Whether that is the NEOM brand mark of the partner brand.

The cap-height of the endorsement is half the height of the line and the endorsement is centred on the line.

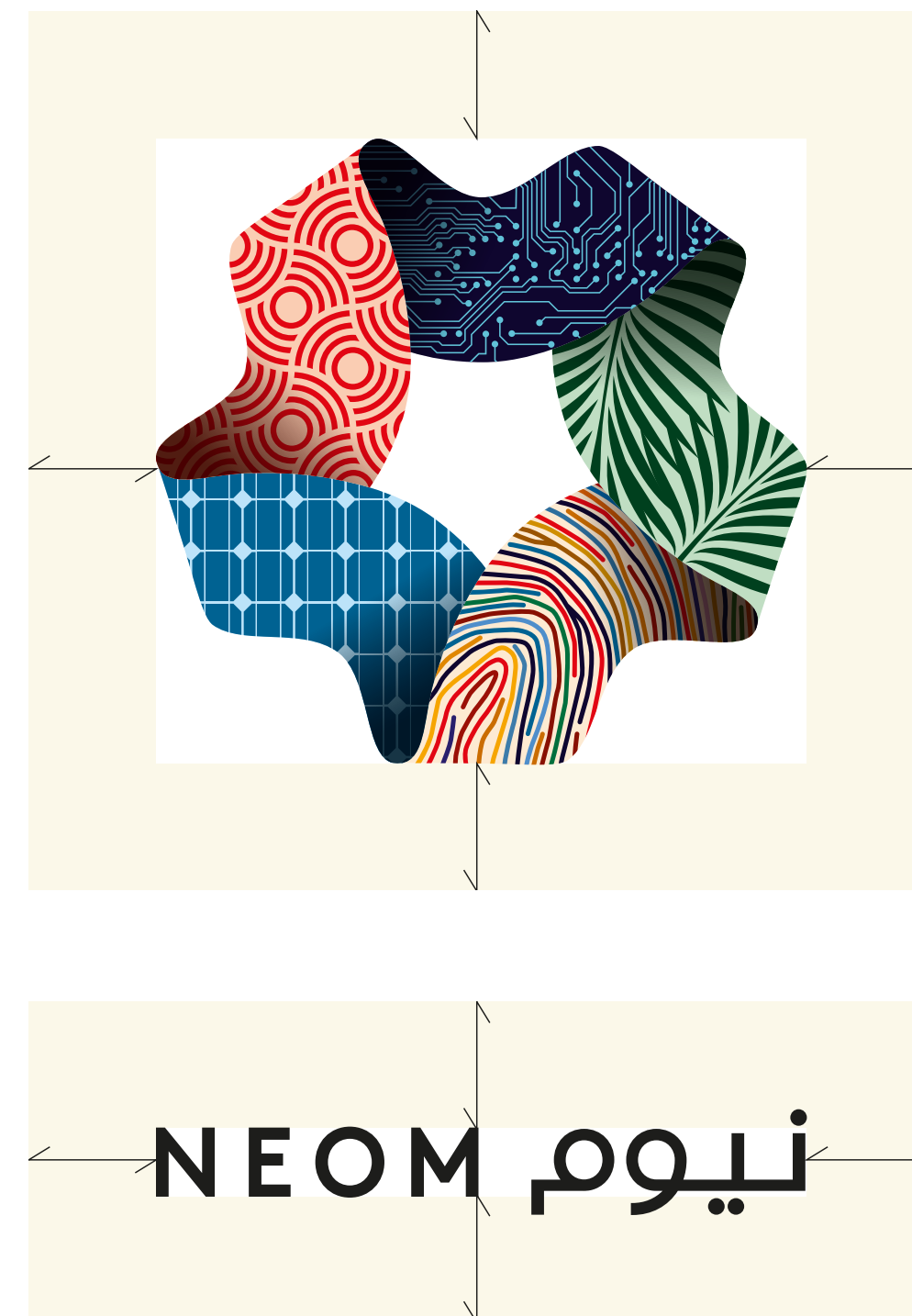


CO-BRANDING SECONDARY PARTNER

When NEOM is not the leading partner and must conform to another brand's co-branding guidelines, there are a couple of simple rules the leading partner must take into account.

The partner brand visually assesses the space both brand marks occupy and creates a balanced 50/50 partnership.

Partner brands aligned with the centre of the future loop.



MARK USAGE — CLEAR SPACE

An area of clear space has been defined to protect the integrity of the NEOM marks. This space should remain free of any elements such as text, graphics, imagery and other logos.

The clear space shown is only a minimum and can be increased if necessary.

The distance between the future loop mark and the word mark dictates the size of the clear space.

PRIMARY BRAND
MARK



FUTURE LOOP
MARK



WORD
MARK



NEOM, نِوَم

MARK USAGE — MINIMUM SIZE

A minimum size has also been established for the marks to ensure quality in reproduction. The marks are always measured by their width.

Minimum size for the NEOM primary brand mark is 15 mm.
Minimum size for the NEOM future loop mark is 10 mm.
Minimum size for the NEOM word mark is 15 mm.

CENTER STAGE



نيوم NEOM

BRAND PRESENCE



نيوم NEOM



نيوم NEOM



نيوم NEOM



نيوم NEOM



نيوم NEOM



نيوم NEOM



نيوم NEOM



نيوم NEOM



نيوم NEOM

MARK USAGE — PLACEMENT

Center stage

We position the primary brand mark center stage when we want to hero the brand. Ensure the mark doesn't struggle to be seen over a busy image. Across all formats, the center stage option is larger than the brand presence options.

Brand presence

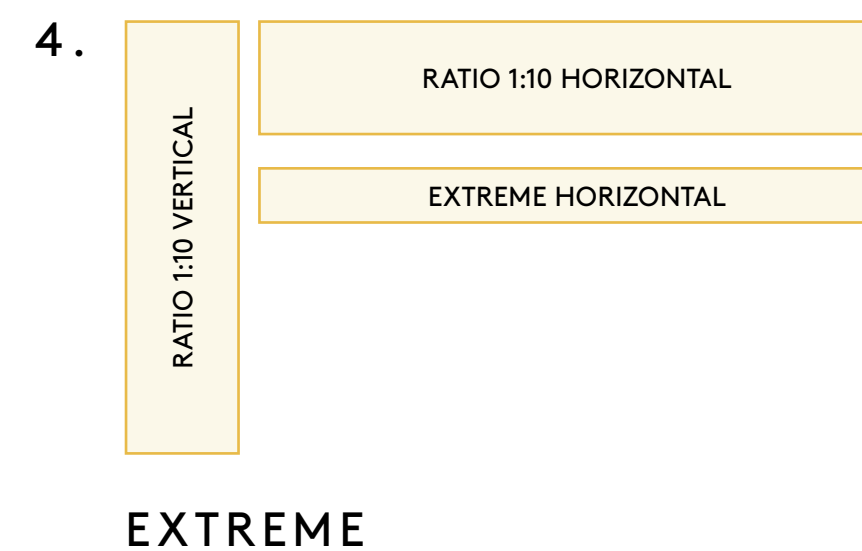
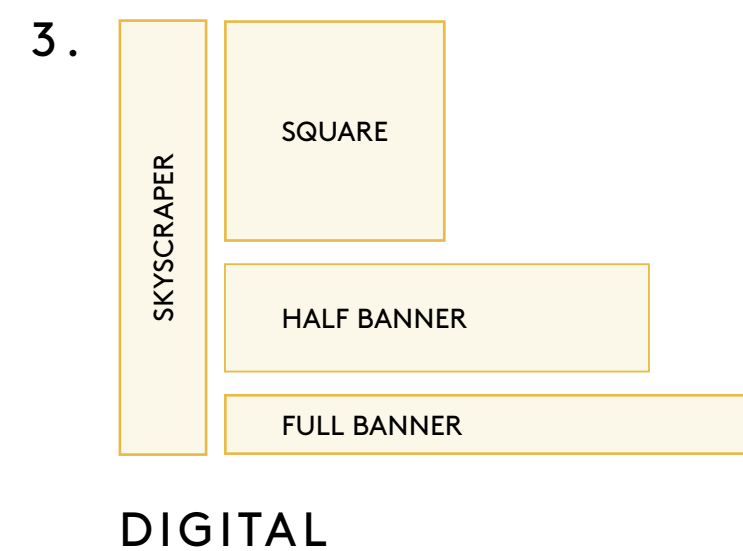
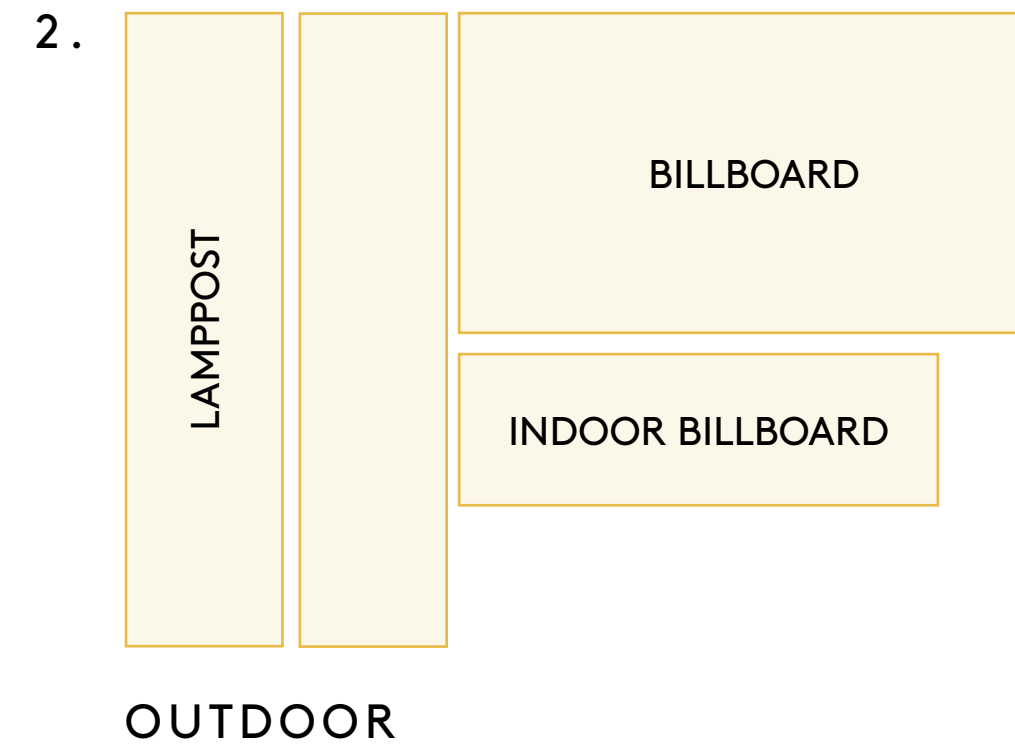
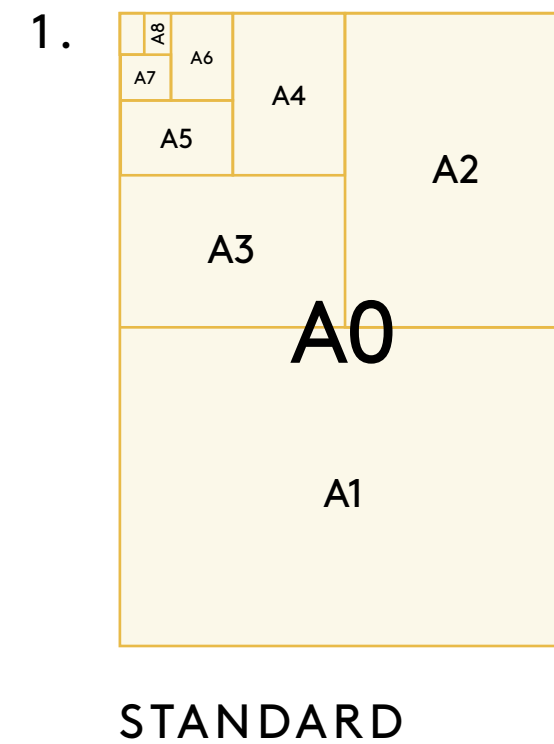
When the cover information needs to take priority, the mark can occupy the corners or anywhere in the central column of the document that works for the content and background. The mark becomes less of a hero and more of a brand presence.



X is calculated using the following formulas:

1. **For all Standard formats**
(Width + Height) ÷ 20 = X
2. **For all Outdoor formats**
(Width + Height) ÷ 10 = X
3. **For all Digital formats**
(Width + Height) ÷ 15 = X
4. **For all Extreme formats**
A ratio of 1:10 of the longest side = X

For extreme horizontal or vertical formats, size the brand mark as per the minimum clear space.



MARK USAGE — WIDTH ON FORMATS

The size of our brand mark across different formats is very important.

We have developed a set of formulas to help us achieve consistency in our brand mark proportions in applications across multiple formats, sizes and media.

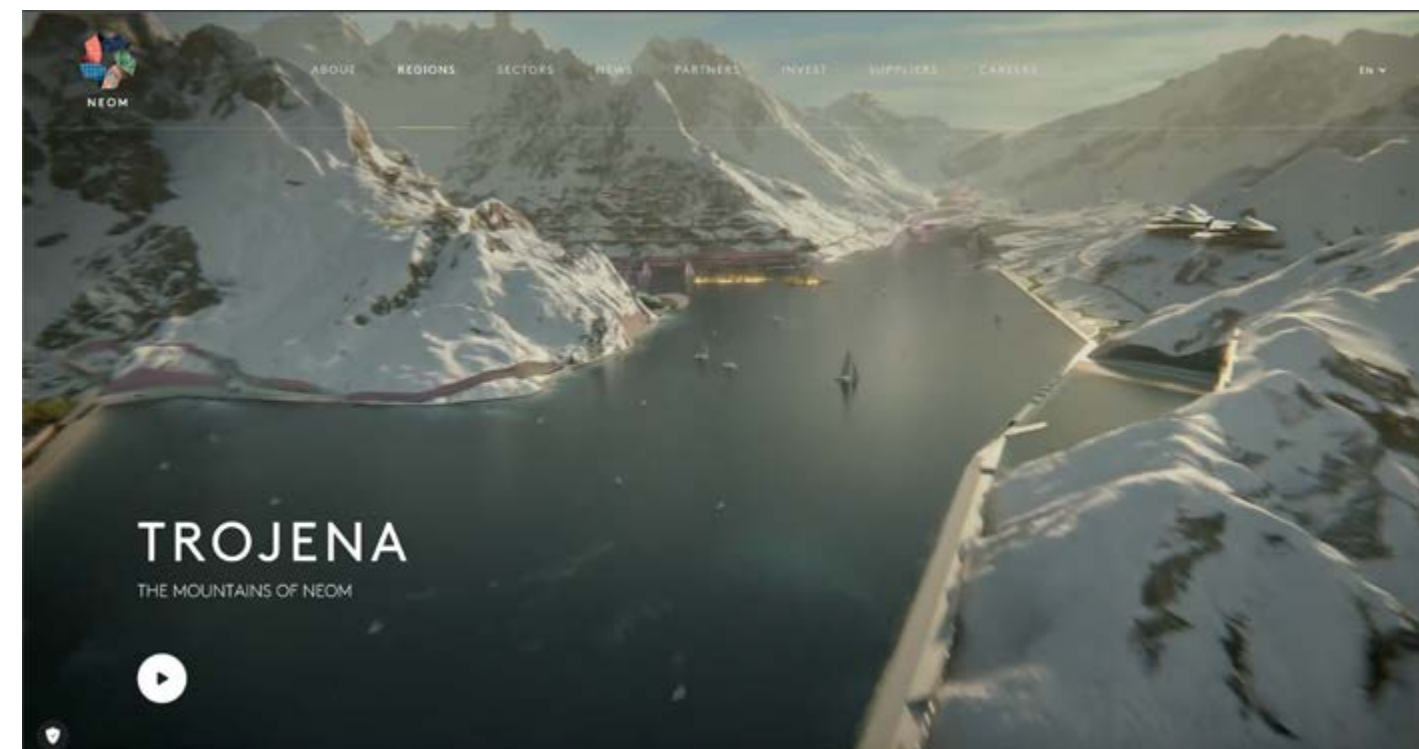
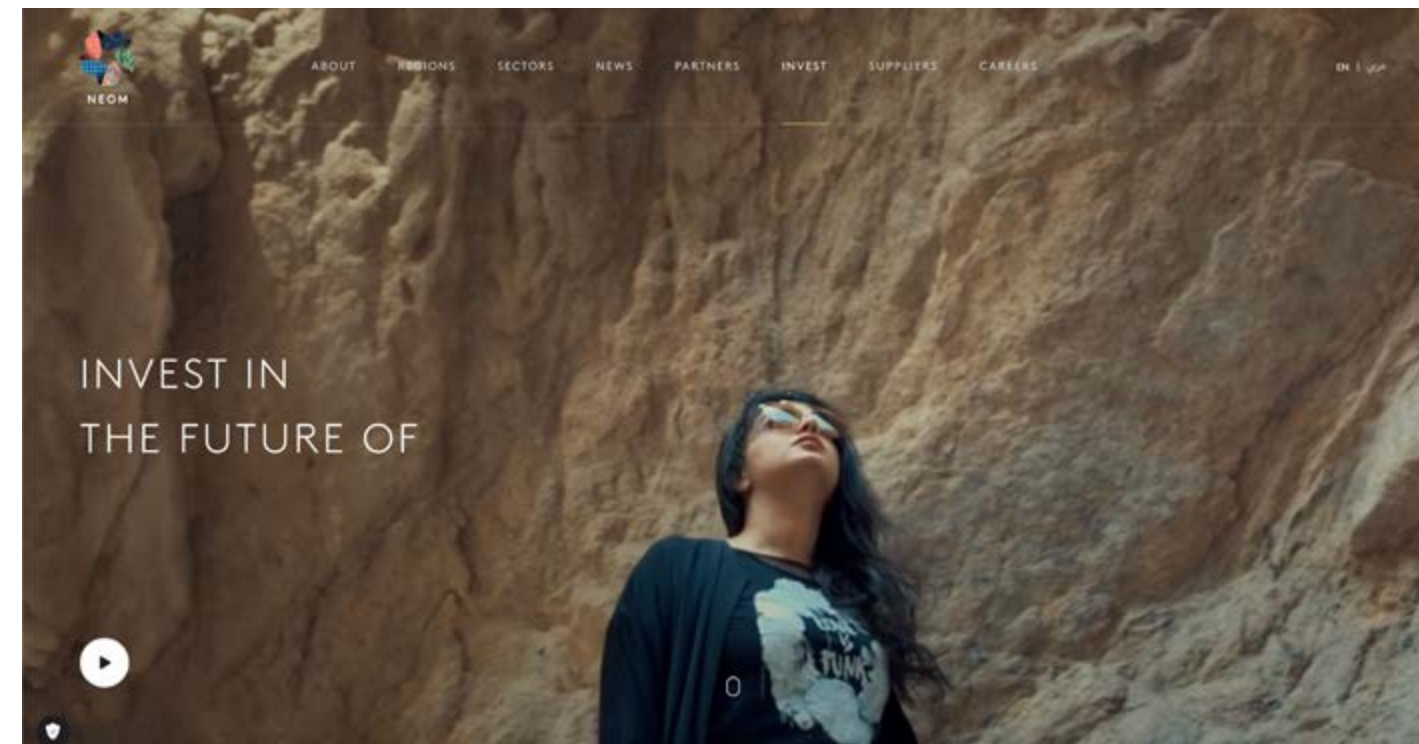
Define the format size

Define the size based on the specifications supplied or relevant media formats e.g. A0, A1, A2, lamppost, skyscraper, mupi, unipole, etc.

Calculating X

X is defined as the width of our brand mark. We use this unit of size across all applications, it enables our brand mark to remain proportionate in size.

Note: Our brand mark may not be scaled smaller than the minimum recommended size (primary brand mark minimum size is 15 mm).



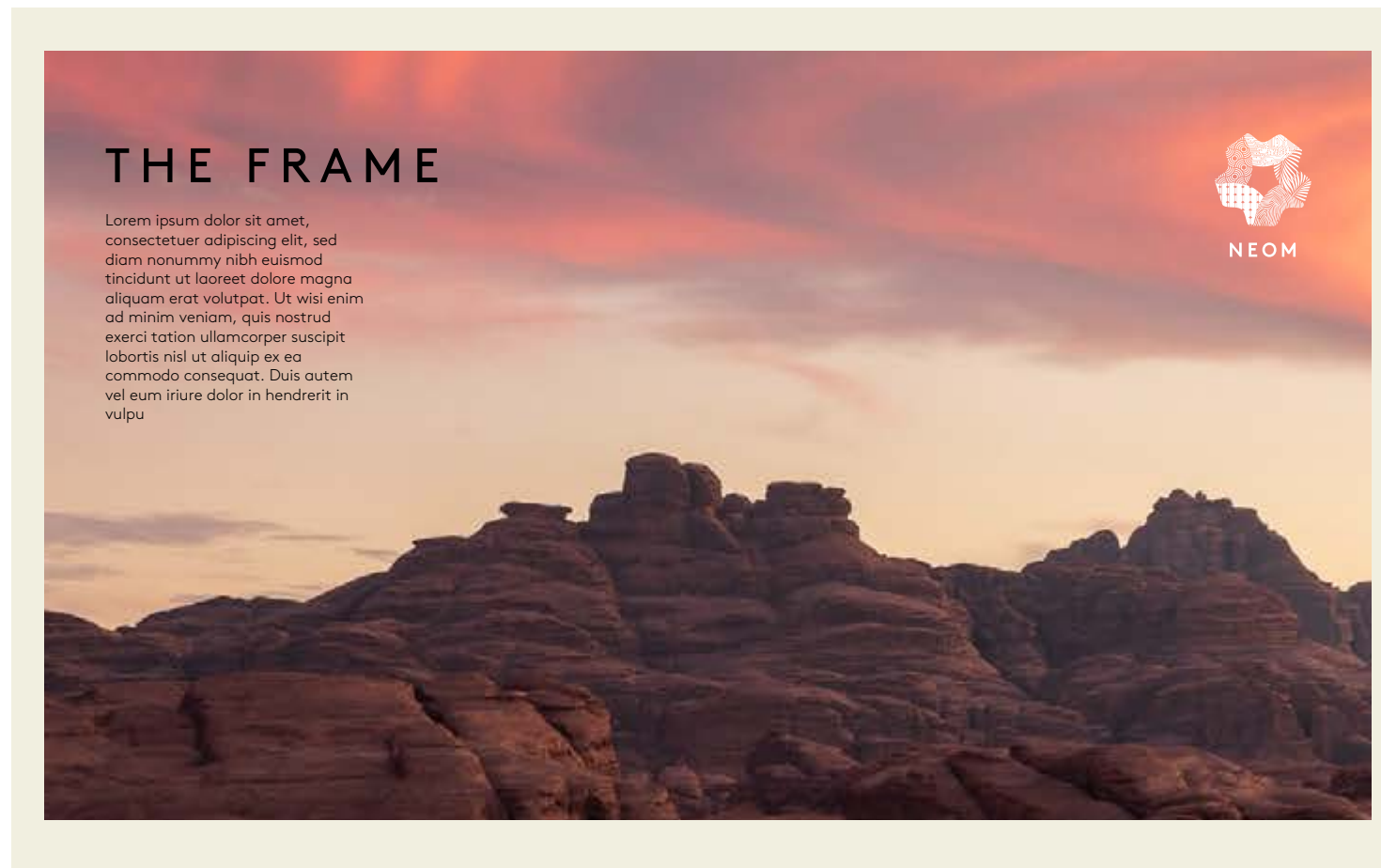
MARK USAGE — ON IMAGERY

The full color brand mark can be used over all types of photography.

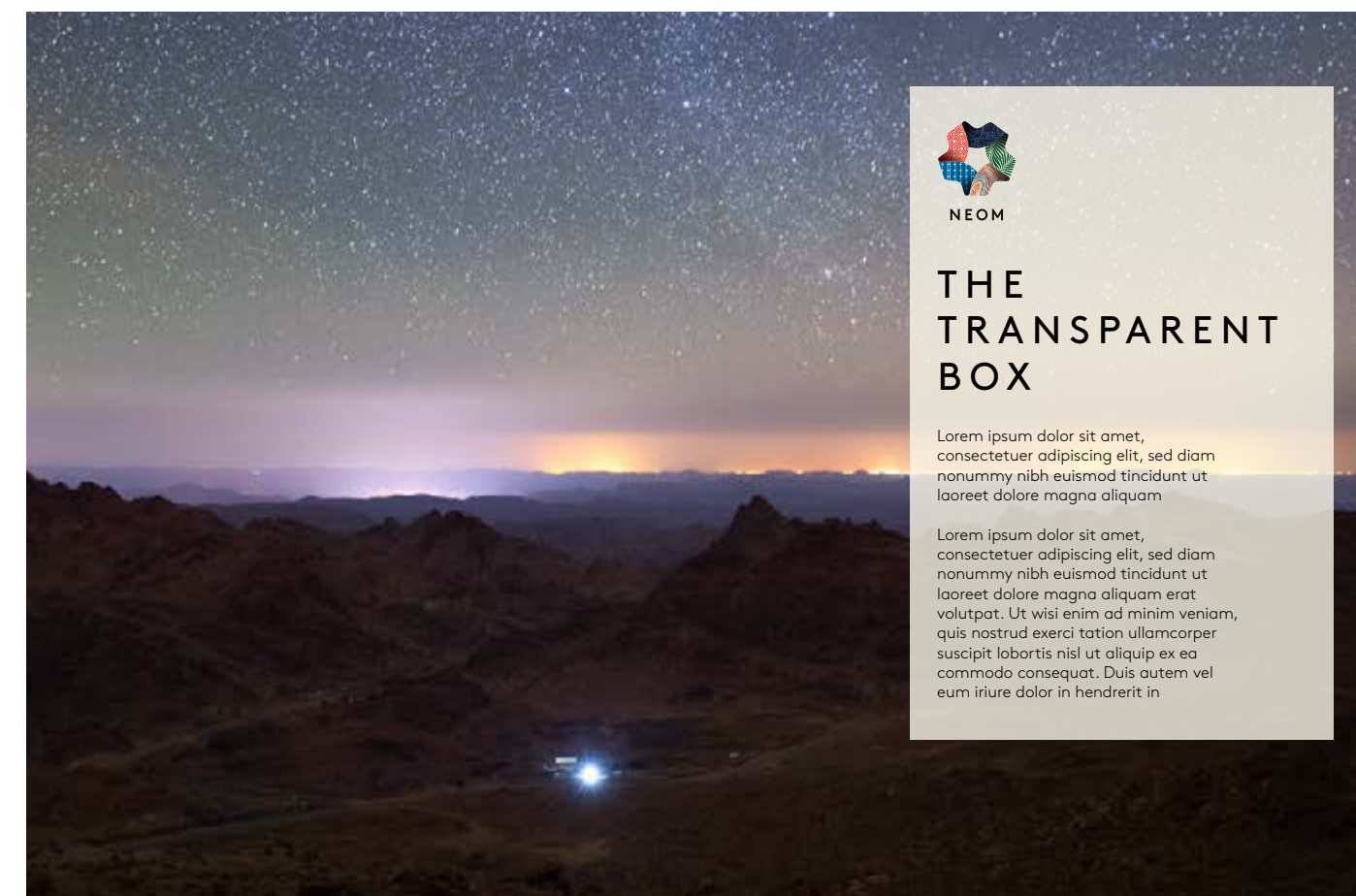
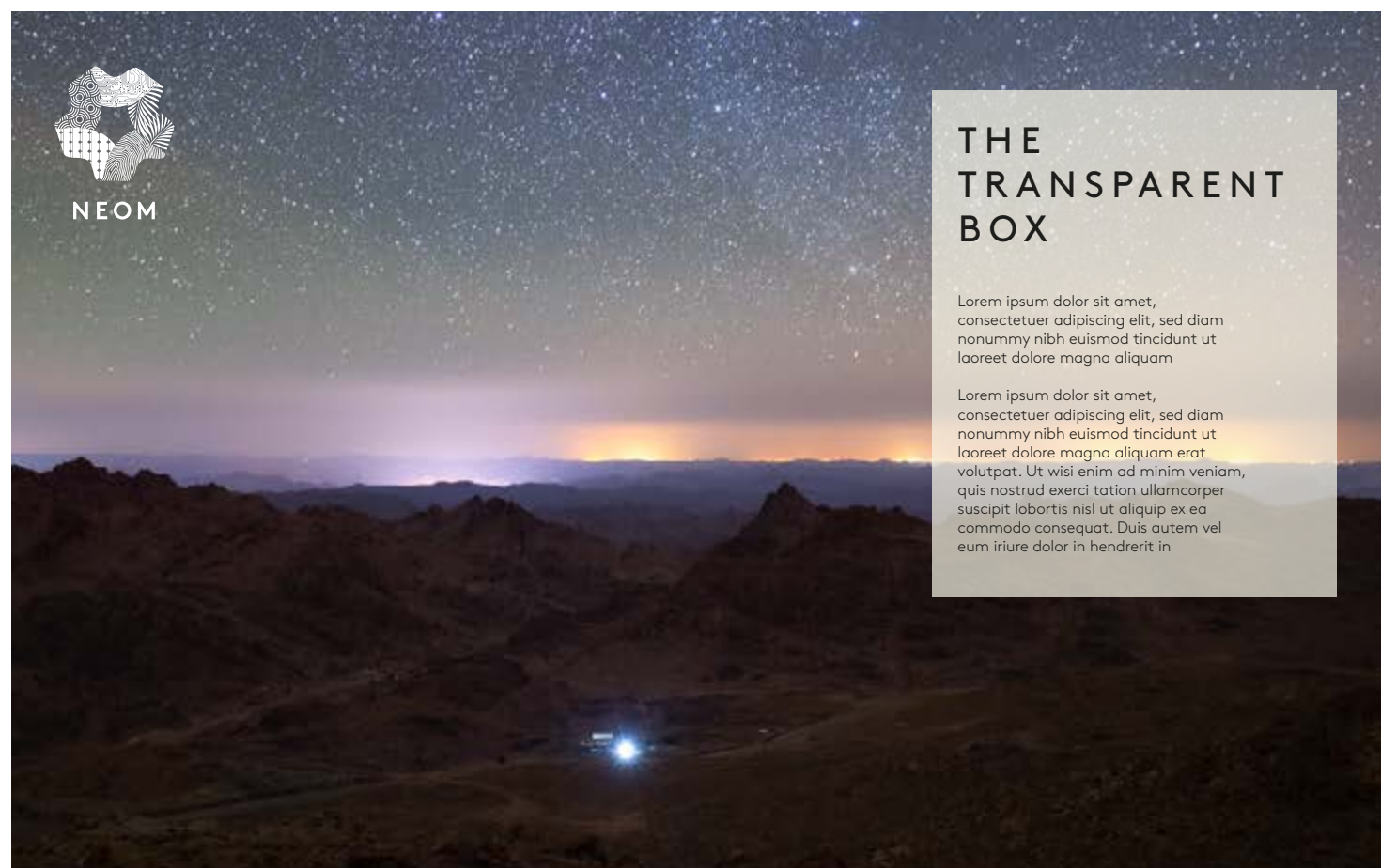
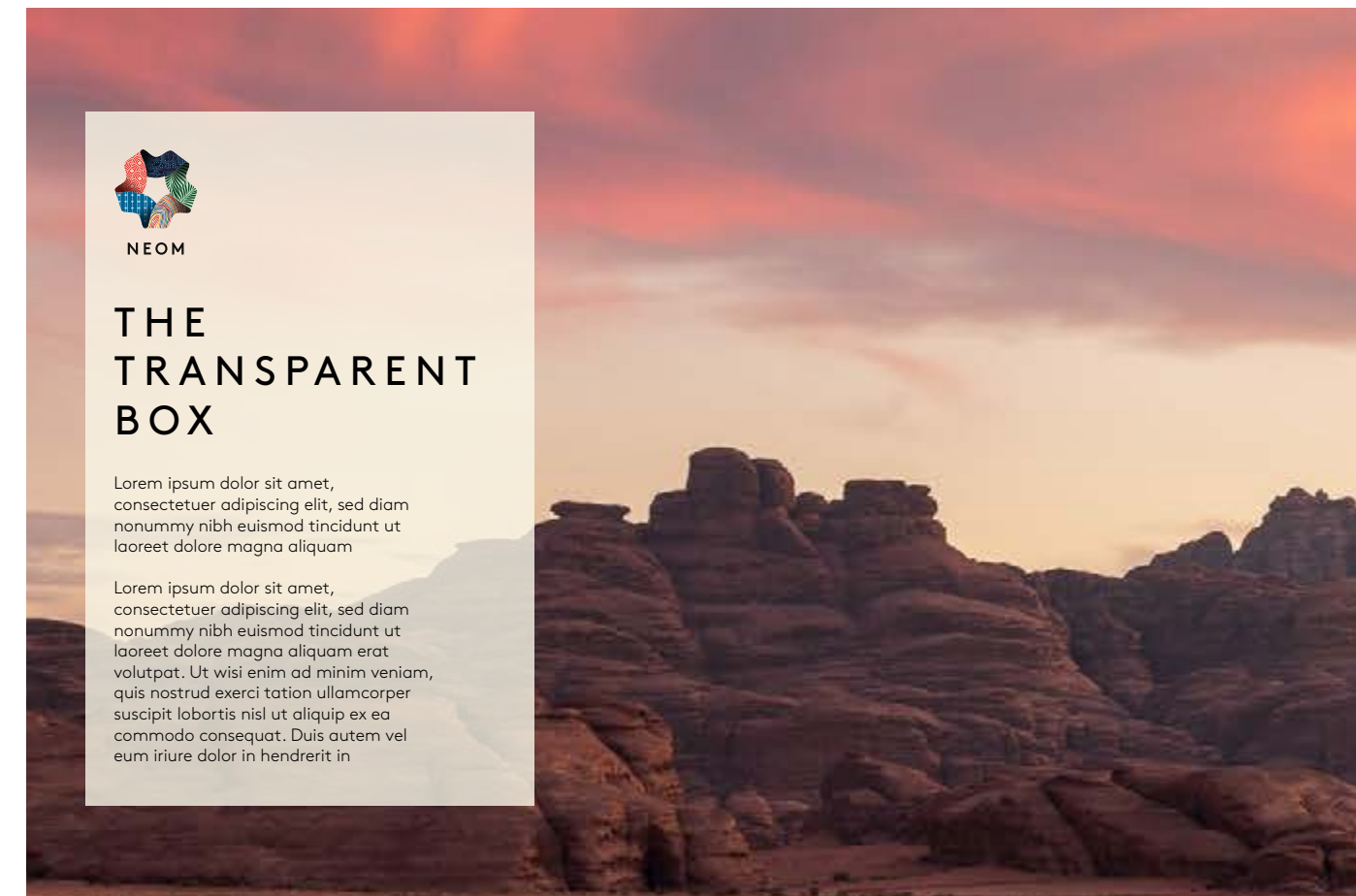
As a general rule, the full color brand mark can be used with different photographic backgrounds, as clear contrast is not always needed on all sections of the future loop; as long as the word mark is clearly legible.

If more contrast is needed, please see the following pages.

USING THE WHITE BRAND MARK



USING THE TRANSPARENT BOX



MARK USAGE

— ON IMAGERY

As a secondary option and if contrast is needed, the white brand mark or the transparent box with the full color brand mark is used.

To make the brand mark stand out, the secondary white mark can be used on photography.

If the brand mark needs to be shown in full color, the transparent box can be used as a holding device to ensure there is contrast between image and mark.



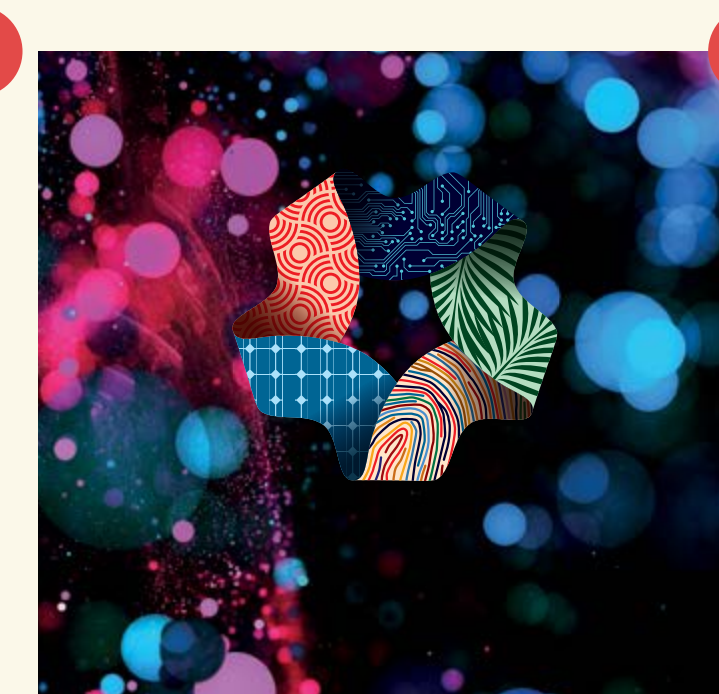
Always use the patterns provided.
Do not substitute or remove elements



Never re-color the word mark. It must appear in either black or white



The future loop mark should never appear as a solid color

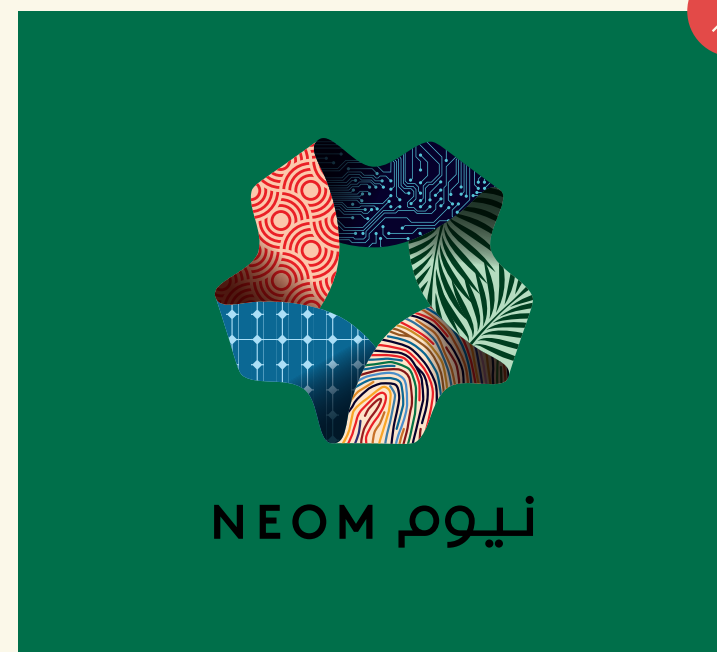


Avoid using the brand mark on dark or complicated/busy backgrounds

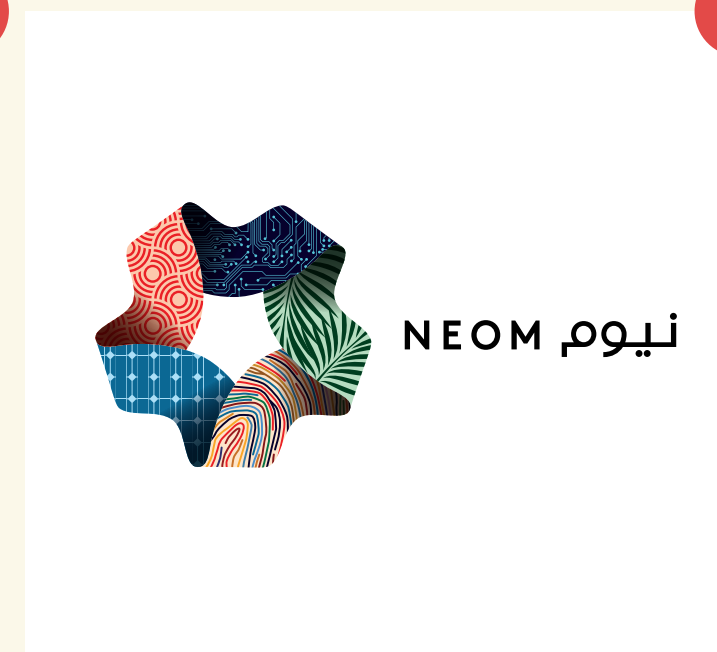
MARK USAGE — MISUSES

These missuses, although shown using the NEOM primary brand mark, also apply to all of the secondary marks.

The NEOM brand will span a myriad of touchpoints, and as such, consistency in brand mark usage is critical to ensuring brand recognition. It is important the NEOM brand mark, NEOM future loop mark and NEOM word mark are used correctly and to best possible effect. Here are a few simple things to avoid.



Never use the primary brand mark on dark colored backgrounds



The word mark should never appear either side of the future loop mark



Never replace the word mark with a different typeface



Do not add copy lines to the logo



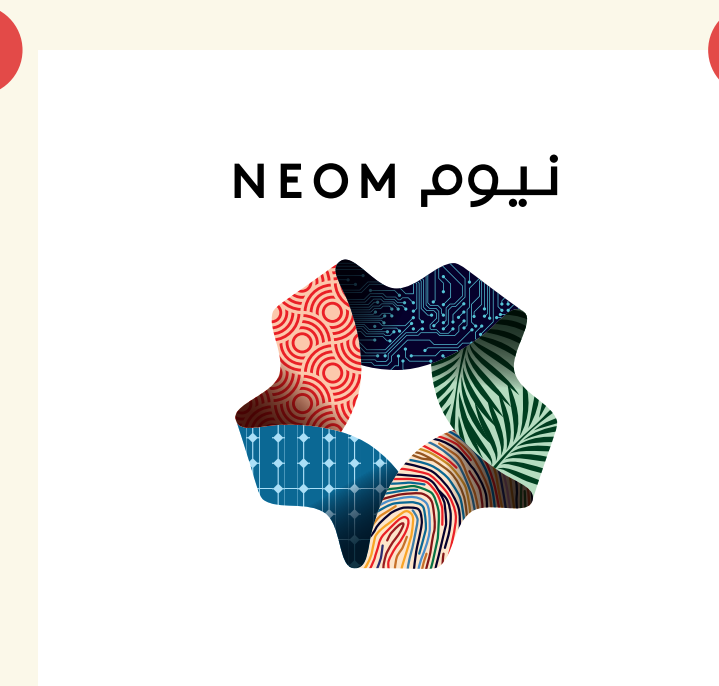
Do not rotate the brand mark, it should only be used horizontally



Effects such as 3D extrusions or drop shadows, etc. should not be used



Never use a grayscale version of the brand mark



The word mark should never appear above the future loop mark

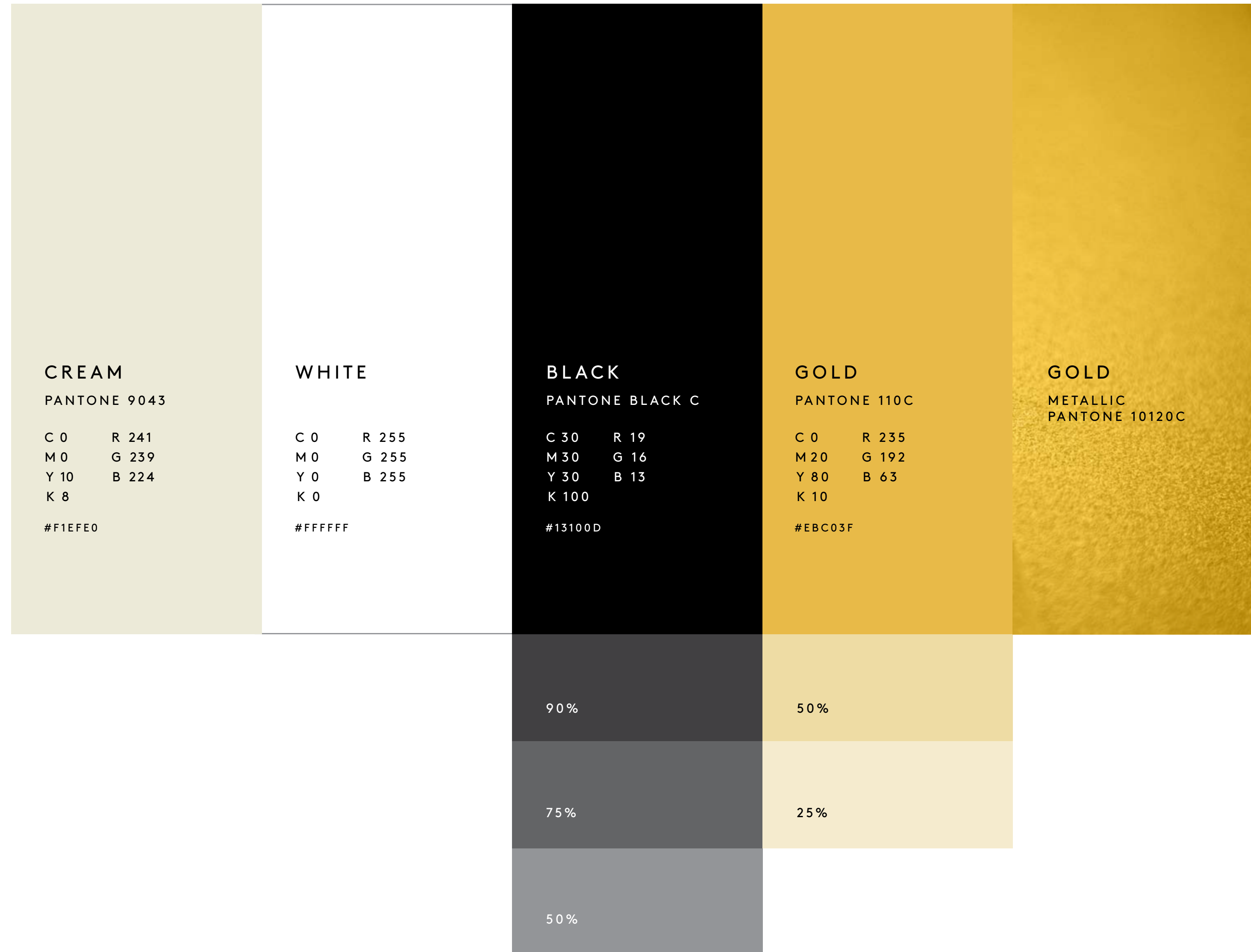
COLOR

The NEOM brand relies on the use of a limited color palette to create a classic premium feel for the brand.

The elegant use of four colors – black, white, cream and gold, create a simple and chic canvas for the NEOM brand. When using brand color please use the provided values to ensure consistency across all touchpoints.

SECTIONS

- PRIMARY COLORS
- SECONDARY COLORS
- COLOR USAGE RATIO



PRIMARY COLORS

Cream and white should be used predominantly for background colors. The light tones keep content fresh and easy to read. Cream should only be used for graphic elements and never for text. A deliberate and generous use of white space gives a premium and artful feel to communications and is an essential element of the NEOM brand.

Black should be used sparingly within the system, and used primarily in rectangular frames and text. For areas of black please use a rich black with a CMYK breakdown of 30, 30, 30, 100. For text purposes, please use only 100% black with a CMYK break down of 0, 0, 0, 100.

Gold is used as an accent color within the system. Gold is appropriate for use in infographics, icons, keylines, ribbons, and other graphic elements meant to highlight important content.

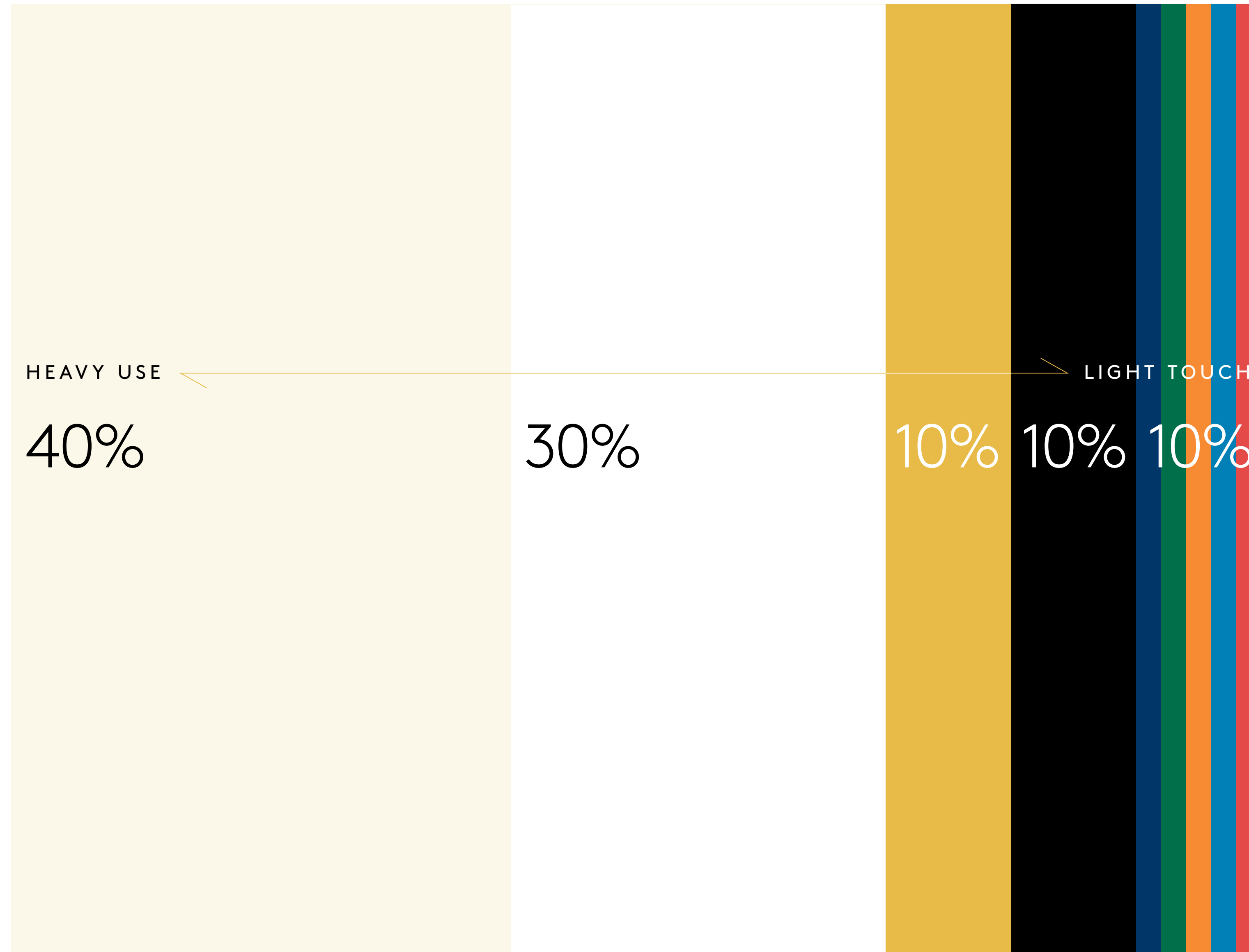
<p>DARK BLUE PANTONE 2955C</p> <p>C 100 R 0 M 55 G 56 Y 0 B 101 K 55</p> <p>#003865</p>	<p>GREEN PANTONE 7728C</p> <p>C 90 R 0 M 0 G 107 Y 75 B 68 K 45</p> <p>#006B44</p>	<p>ORANGE PANTONE 715C</p> <p>C 0 R 241 M 55 G 136 Y 90 B 37 K 0</p> <p>#F18825</p>	<p>LIGHT BLUE PANTONE 7690C</p> <p>C 90 R 0 M 40 G 123 Y 10 B 181 K 0</p> <p>#007BB5</p>	<p>RED PANTONE 179C</p> <p>C 0 R 224 M 85 G 64 Y 70 B 63 K 5</p> <p>#E0403F</p>
50%	50%	50%	50%	50%
25%	25%	25%	25%	25%

SECONDARY COLORS

The secondary colors are inspired by the five principles of the future loop mark – technology, nature, livability, sustainability and community.

The secondary palette is deliberately limited in order to complement the more vibrant colors of the future loop mark, ribbons and photography. This also works to preserve the purity and strength of the primary NEOM brand assets.

Secondary colors should be used more sparingly than their primary counterparts when designing for the master brand – for example, to highlight information within technical documents and infographics.



COLOR RATIO

A balance for color

A robust color palette provides for many design options, however thoughtful consideration and restraint ensures NEOM retains its sophisticated visual identity. The primary color palette should always dominate communication.

Here is a general guide for making effective color choices in compositions. This isn't meant to imply a strict mathematical distribution of the colors; rather, these ratios should help your layout pass a squint test.

EXAMPLE:
NEOM SOCIAL RESPONSIBILITY
COLOR PALETTE

EDUCATION



ENABLEMENT



ENGAGEMENT



DEPARTMENT COLORS USAGE

The NEOM color palette is used in different ratios across different departments.

The NEOM color palette is used in different ratios across the different NEOM departments, with secondary colors taking a more active leading role, i.e. NEOM Social Responsibility color palette champions the Dark Blue, Red and Green NEOM secondary colors to represent each of their pillars.



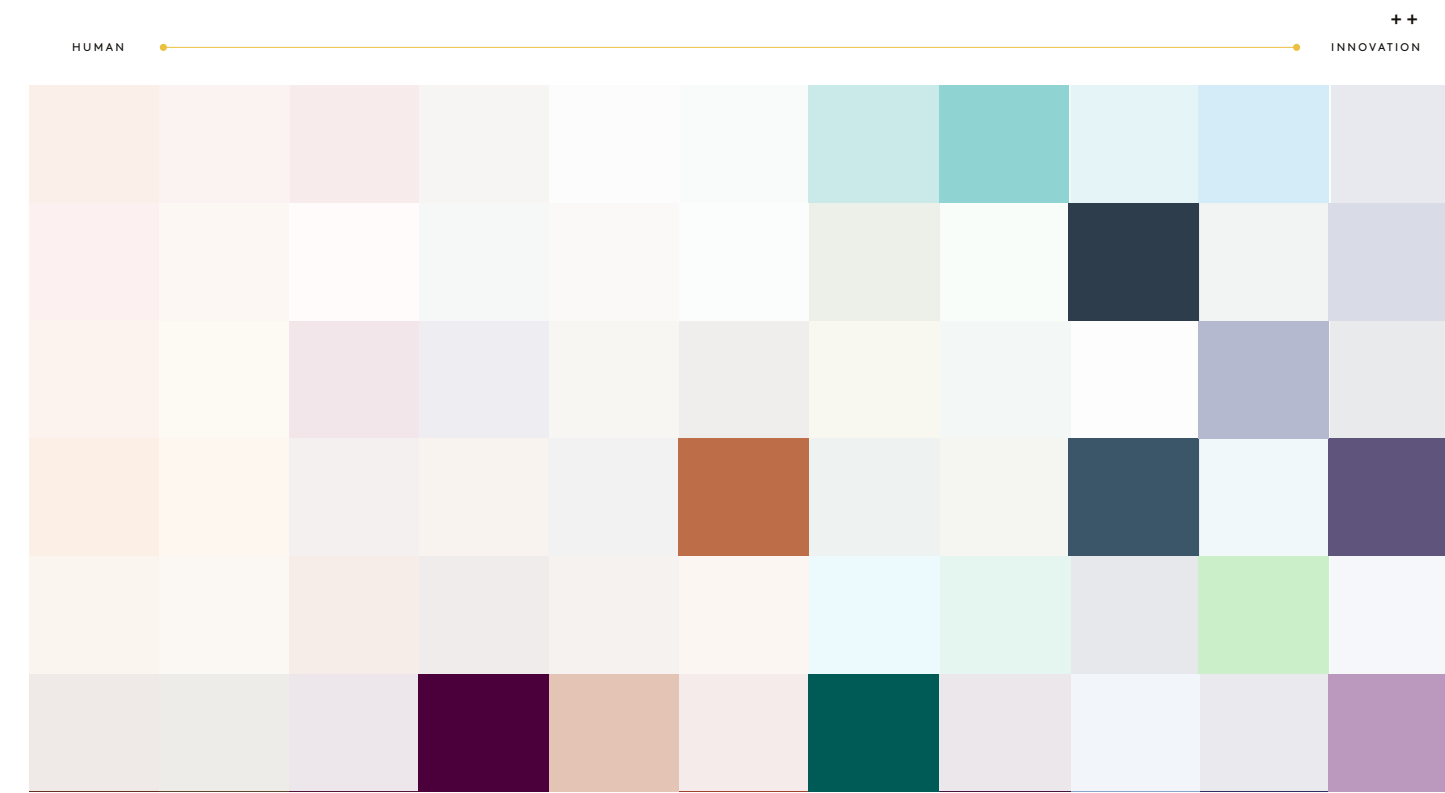
TONALITY ACROSS COLORS

Our NEOM color palette can expand and grow outside of the NEOM masterbrand.

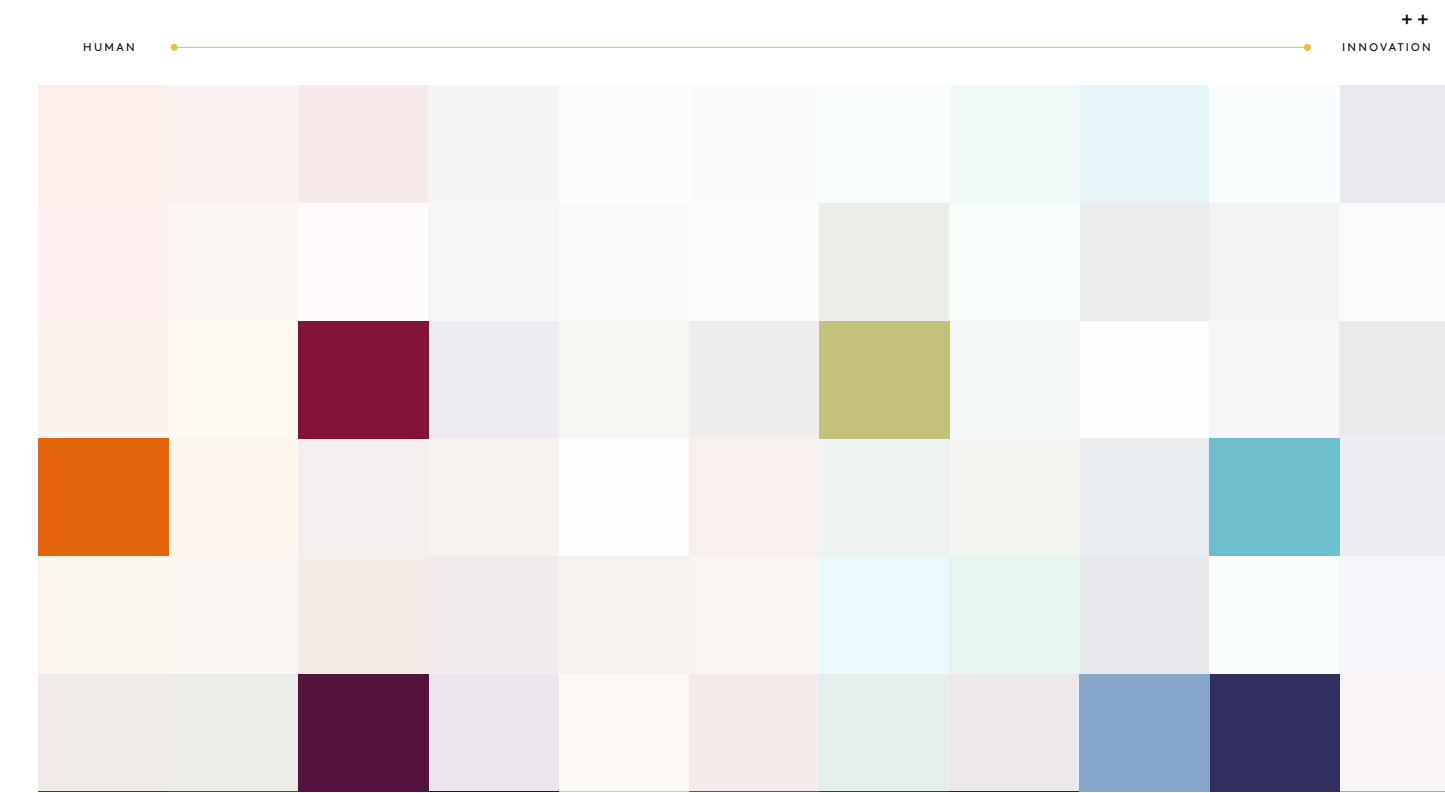
In order to ensure the sophistication and consistency of the NEOM brand is maintained across all future NEOM related brands, the tonality of our colors is essential to maintain.

Thus, resulting in a consistent overall palette across all NEOM related entities than can expand as needed.

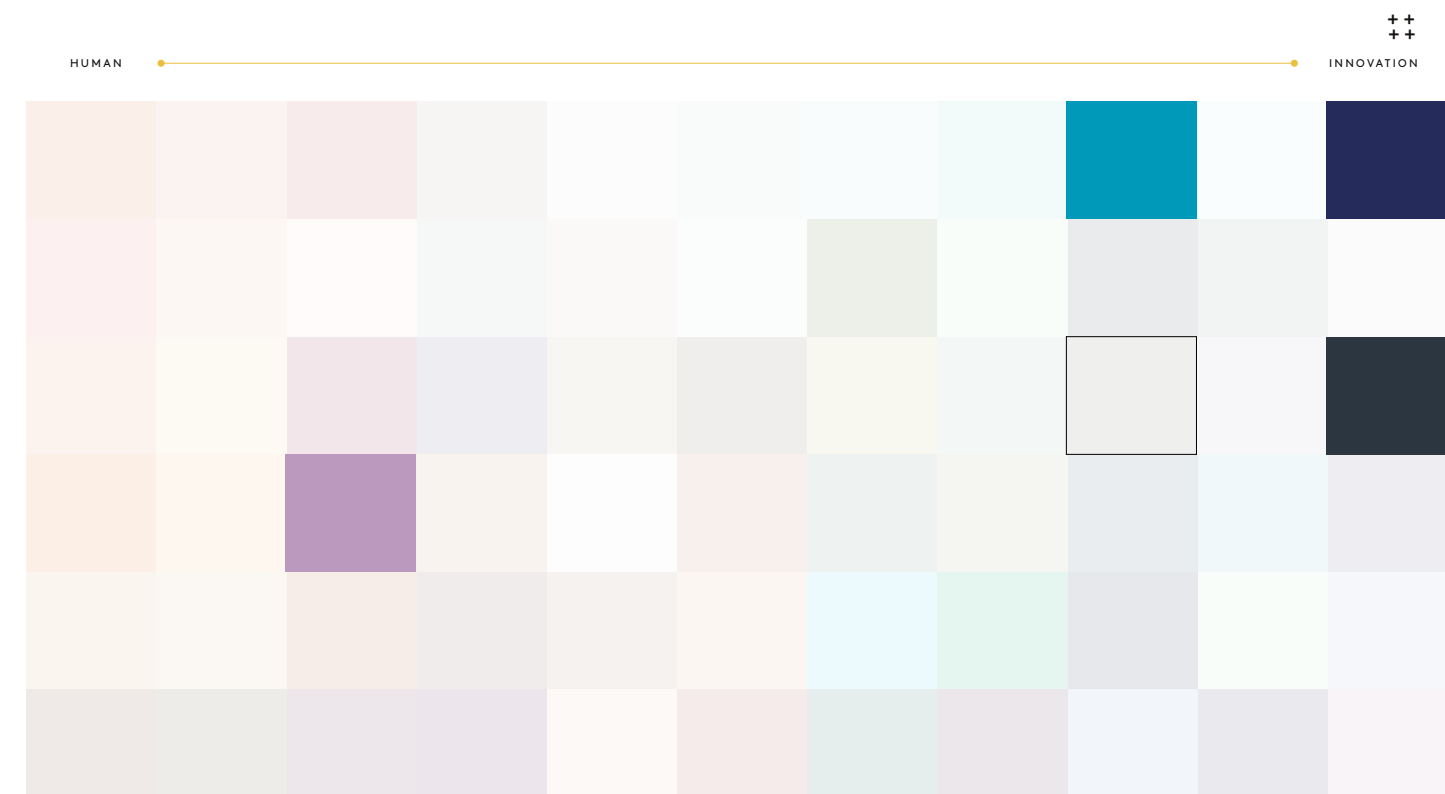
CASE EXAMPLE: Enowa.NEOM



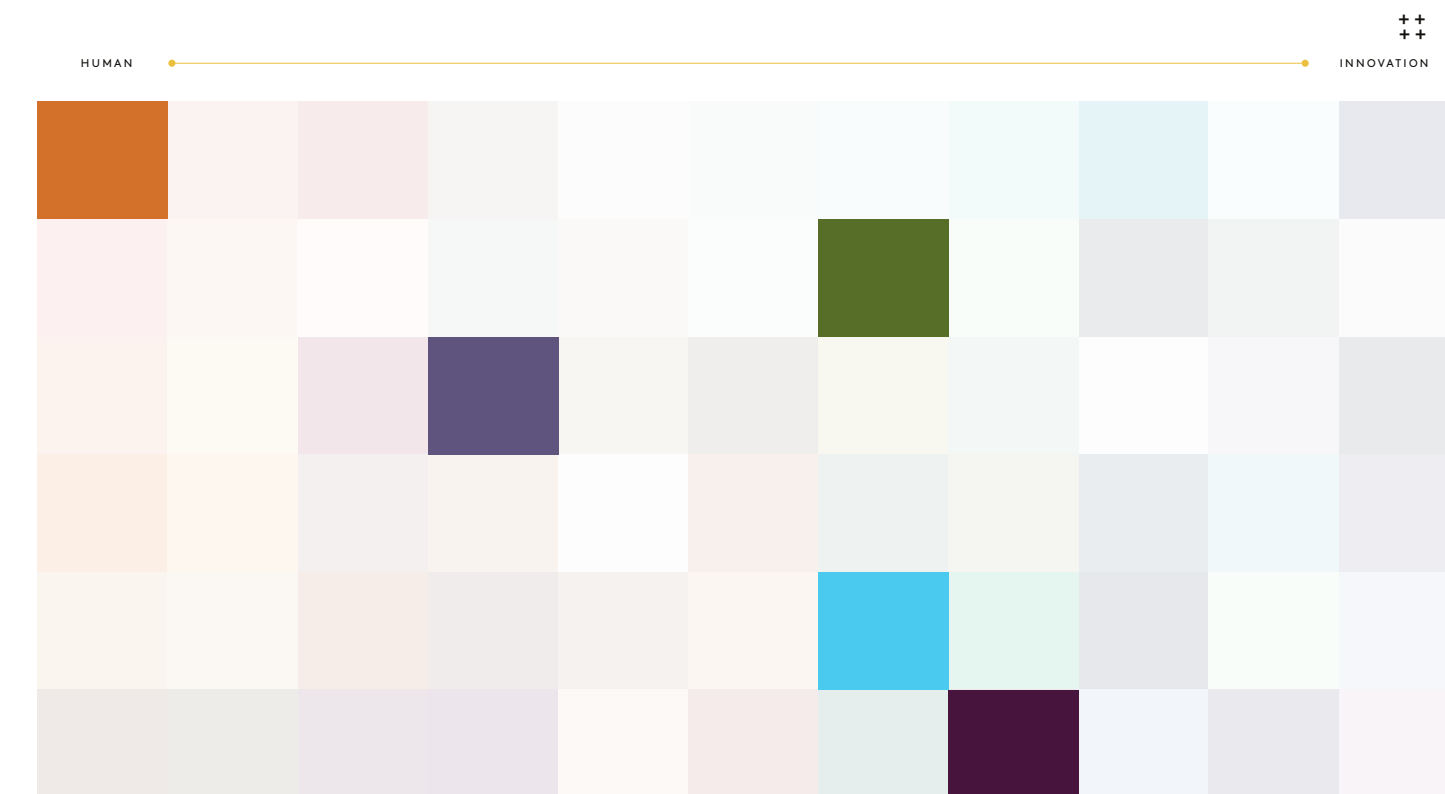
CASE EXAMPLE: Trojena



CASE EXAMPLE: Oxagon



CASE EXAMPLE: Tonomus.NEOM



TONALITY ACROSS COLORS - EXAMPLES

NEOM approved master palette.

The fully extended NEOM color palette has both human and innovative tones to support it's storytelling.

All places of NEOM utilise these colors to relay the unique stories, relevance and positionings.

The NEOM brand uses four typefaces.

Brown is the Roman brand typeface used for all touchpoints in both print and digital. 29LT Bukra is the Arabic headline typeface and 29LT Zarid Text is the Arabic body copy typeface. Arial is the typeface for both Roman and Arabic system applications. Please only use the weights and styles listed on the following page.

T Y P O G R A P H Y

SECTIONS

— BRAND TYPEFACES

— BRAND TYPEFACES IN USE

— SYSTEM TYPEFACE

BROWN

AVAILABLE WEIGHTS — LIGHT REGULAR

خط بكرة

AVAILABLE WEIGHTS — REGULAR

زرد

AVAILABLE WEIGHTS — REGULAR MEDIUM

BRAND TYPEFACES

Roman alphabet

Brown is the primary Roman typeface for NEOM, to be used on both printed and web based applications. Brown is a commercial typeface.

Arabic alphabet

29LT Bukra is the primary headline typeface for Arabic communications to be used on both printed and web based applications.

Arabic alphabet

29LT Zarid Text is the primary body copy typeface for Arabic communications, to be used on both printed and web based applications.

Both Bukra and Zarid are commercial typefaces.

A
S P A C I O U S
A N D
P R E M I U M
S T Y L E

CREATIVE USE OF TYPOGRAPHY

Playing with scale, leading, alignment and tracking can add beautiful details but this style of typography must be used sparingly so it stands out as special.

Track characters out to give a grand sense of space. Increase the leading to heighten the effect.

There are no hard rules for how far you can alter these settings but any use of typography must feel like it comes from NEOM — Ultimately, all NEOM typography should promote a premium and timeless brand.

البحر

البحر

المسرح

USE OF KASHIDAS

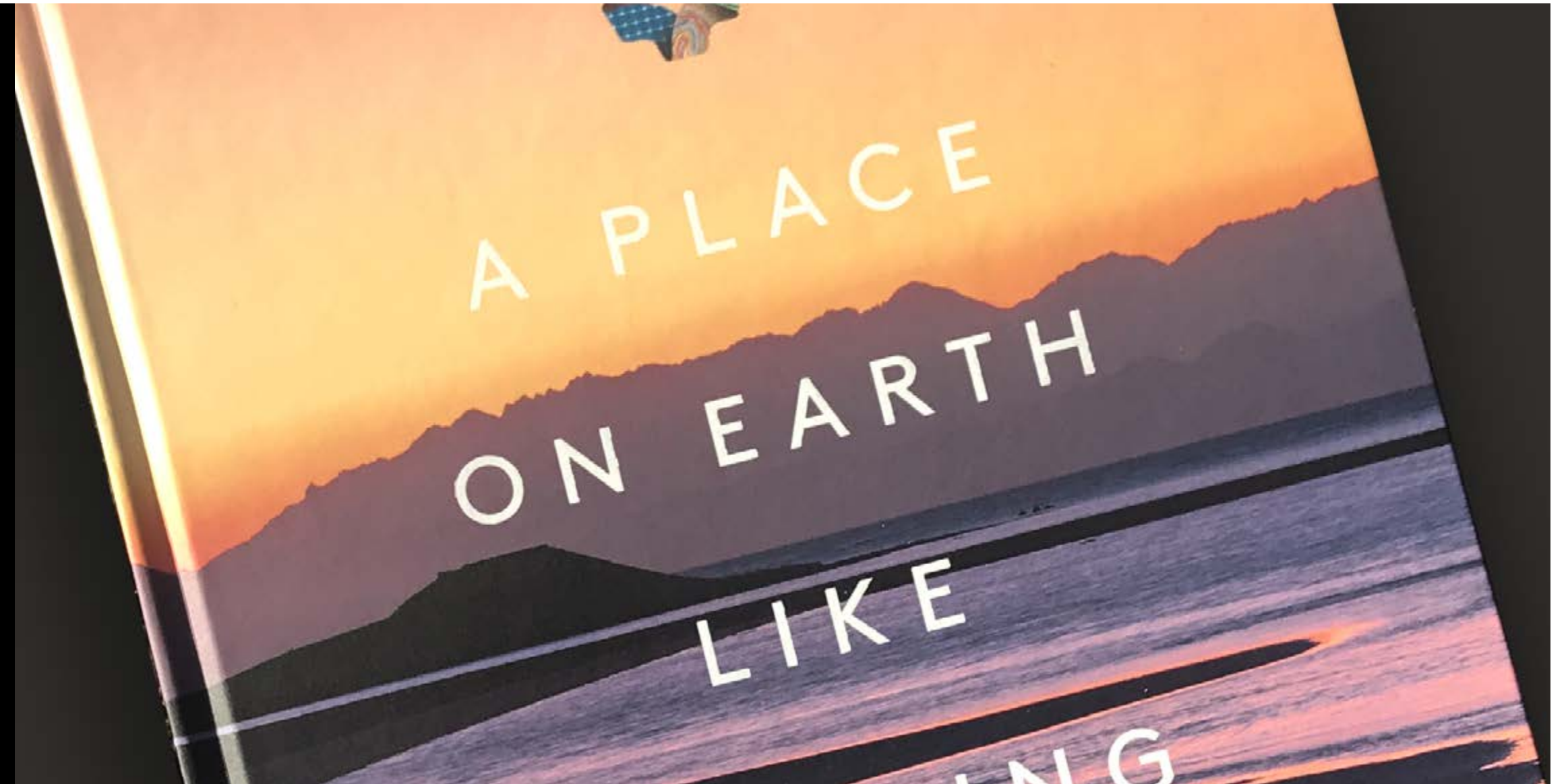
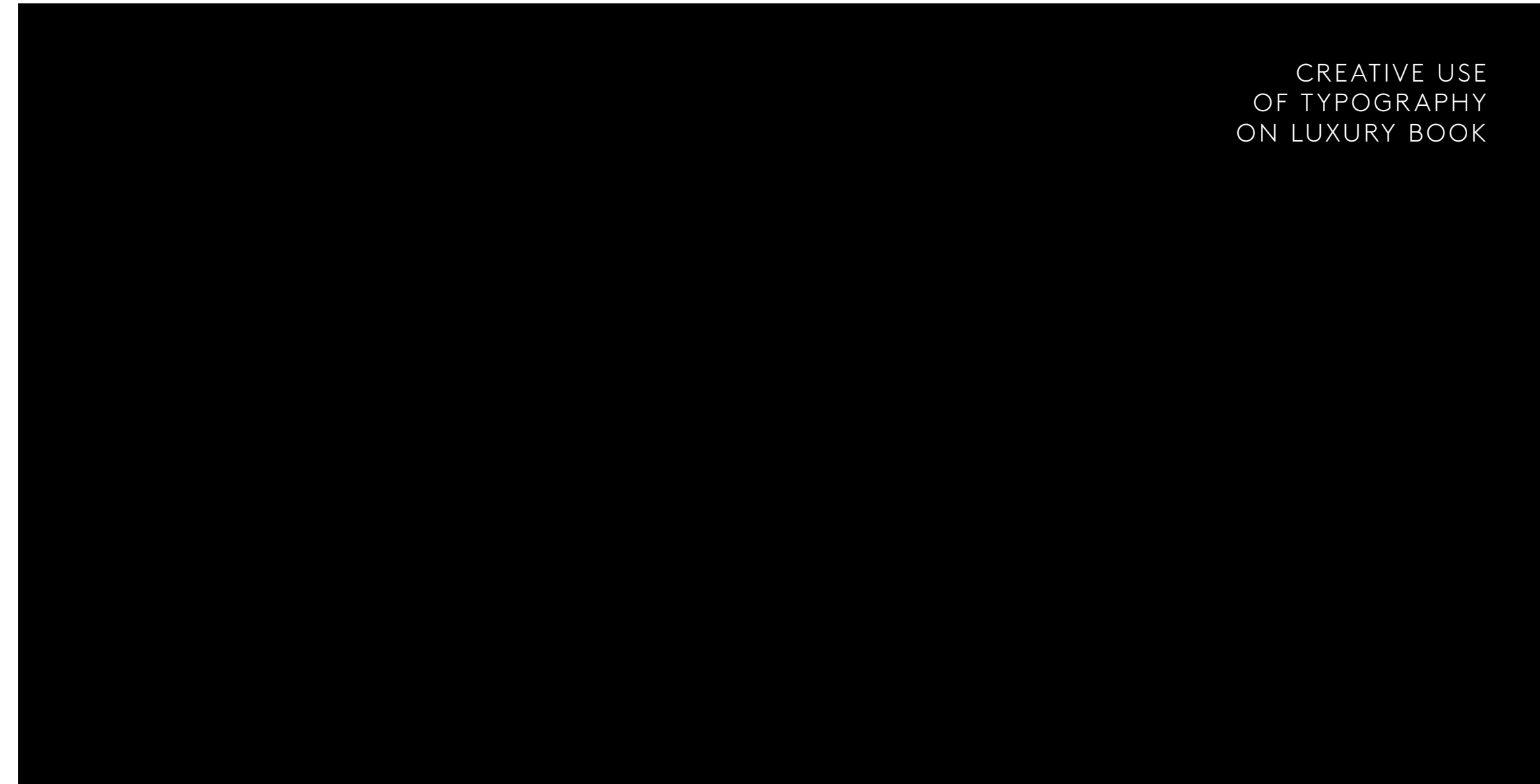
A kashida is an elongation of the connection between two letters of the Arabic alphabet.

It is a type of justification employed for various reasons, such as typesetting, aesthetics, bilingual matching and expression.

For the NEOM brand, kashidas are used in display applications, such as headlines and logotypes. They elongate the Arabic word to match the extended tracking we apply to our Latin headlines.

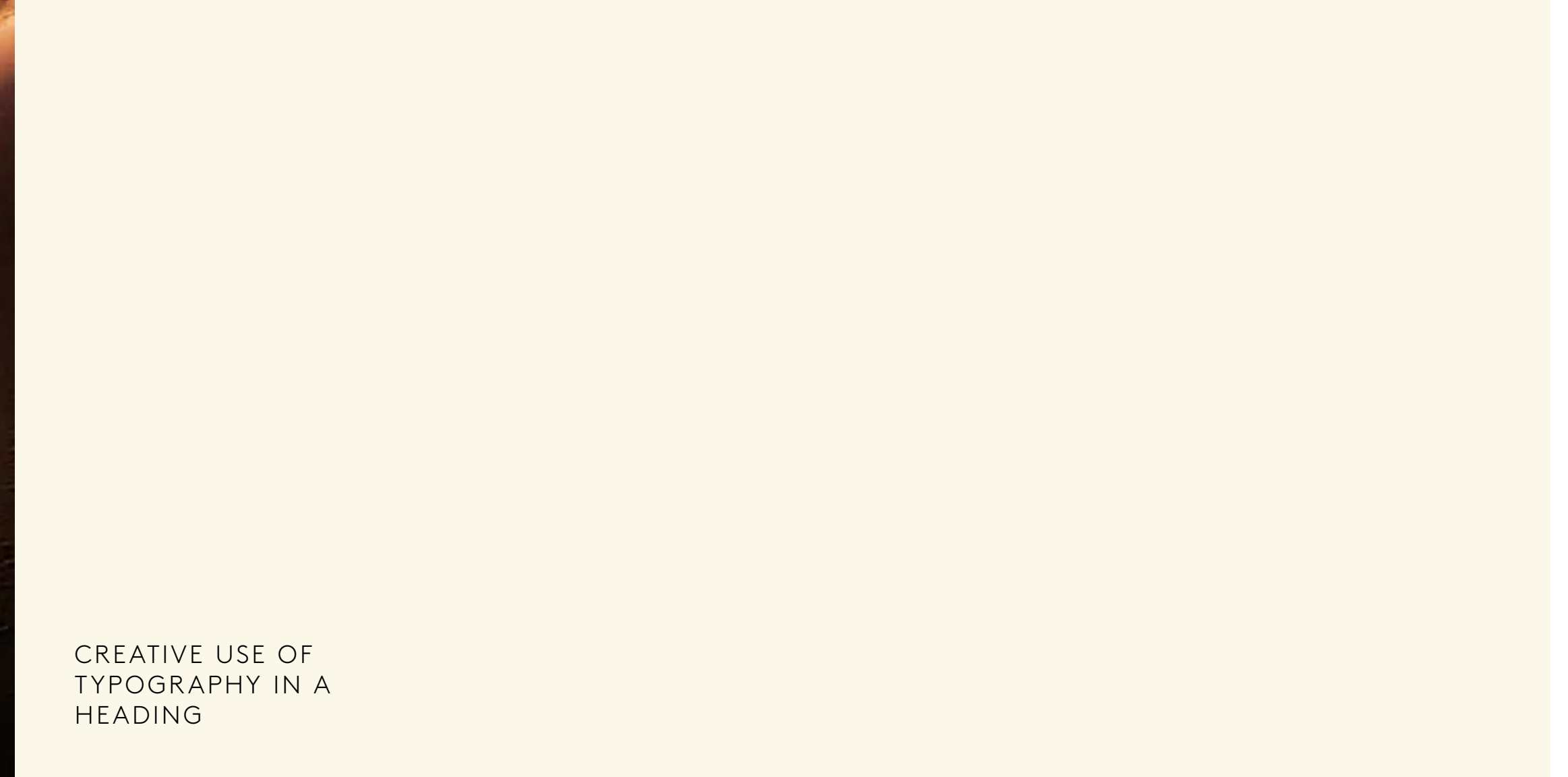
Using kashidas correctly requires an intimate knowledge of Arabic typography.

CREATIVE USE OF TYPOGRAPHY ON LUXURY BOOK



NEOM IS A BOLD AND AUDACIOUS DREAM. IT'S A VISION OF WHAT A NEW FUTURE MIGHT LOOK LIKE (IN FACT, NEOM MEANS, "NEW FUTURE"). IT'S AN ATTEMPT TO DO SOMETHING THAT'S NEVER BEEN DONE BEFORE AND IT'S COMING AT A TIME WHEN THE WORLD NEEDS FRESH THINKING AND NEW SOLUTIONS.

CREATIVE USE OF TYPOGRAPHY IN A HEADING



UPPER CASE HEADLINE

BROWN REGULAR

Tracking 200
Upper case

Secondary headline in sentence case

BROWN REGULAR

No additional tracking

Body text is set ranged left whenever possible to maximize legibility. It is set in Brown Light and colored solid black on white or light backgrounds. On black or dark backgrounds body text can be colored white.

BROWN LIGHT

No additional tracking

Subhead set in Brown Regular

Emphasis is given by using Brown Regular as shown above. It is recommended that hyphenation is switched off with all text settings.

BROWN REGULAR

No additional tracking

STANDARD USE OF TYPOGRAPHY

For the majority of communications there's a standard use of typography. A set of guiding principles ensure NEOM is seen as a unified brand.

Headlines are set in upper case Brown Regular with tracking set at 200. All other text is sentence case with 0 tracking. Typography can appear in black on light backgrounds/photographs or white on dark backgrounds/photographs. Occasionally subheads may appear in a gold accent, but must be minimal and limited in use.

Body copy should be set in Brown Light. When emphasis is needed in body text or for subheads, they may appear in Brown Regular. Left aligned text is preferred wherever possible.

Multiply the point size by 1.4 to define the leading. Use a carriage return to separate paragraphs.

SIZE AND SPACE RATIO

HEADINGS SPACE RATIO

1	UPPER CASE	SIZE RATIO 3.5 :1
1	HEADLINE	
1.5	Secondary headline in sentence case	SIZE RATIO 2 :1
1	Body text is set ranged left whenever possible to maximize legibility. It is set in Brown Light and colored solid black on white or light backgrounds. On black or dark backgrounds body text can be colored white.	SIZE RATIO 1 :1
1	Subhead set in Brown Regular	SIZE RATIO 1 :1
1	Emphasis is given by using Brown Regular as shown above. It is recommended that hyphenation is switched off with all text setting.	

In most applications the balance of headlines and text should follow a simple rule.

The headlines, secondary headlines and body text have a constant relationship with each other. This keeps a consistent style across all formats regardless of size.

Body text is your starting point for size with a ratio of 1 : 1 and you can work out the size of the secondary and primary headlines by multiplying using the relevant ratio. Line spacing follows a simpler principle.

Always try to stay within the recommended ratio size within 2 to 4 pt.

It's important to note these are basic guides only and deal with typography at its simplest level.

STANDARD USE OF TYPOGRAPHY

29LT BUKRA REGULAR

العنوان الرئيسي

29LT ZARID TEXT MEDIUM

العنوان الثانوي

29LT ZARID TEXT REGULAR

يتم ضبط النص إلى اليمين لزيادة الوضوح كلما أمكن، وذلك بخط 29LT Zarid Text Regular باللون الأسود على خلفية بيضاء أو فاتحة. على خلفية سوداء أو داكنة يصبح النص باللون الأبيض.

29LT ZARID TEXT MEDIUM

العنوان الفرعي بخط 29LT Zarid Text Medium
للعناوين الفرعية، يُستخدم خط 29LT Zarid Text Medium كما هو موضح في الأعلى.

This is an example of how the NEOM Arabic typographic styling should work in applications.

Headlines are set in 29LT Bukra Regular. All other text is 29LT Zarid Text Regular or Medium. Typography can appear in black on light backgrounds/photographs or white on dark backgrounds/photographs. Occasionally subheads may appear in a gold accent, but must be minimal and limited in use.

Body copy should be set in 29LT Zarid Text Regular. When emphasis is needed in body text or for subheads, they may appear in 29LT Zarid Text Medium.

Multiply the point size by 1.4 to define the leading. Use a carriage return to separate paragraphs.

SIZE AND SPACE RATIO

SIZE RATIO	العنوان الرئيسي	HEADINGS SPACE RATIO
3:1		1
1.8:1	العنوان الثانوي	1.5
1:1	يتم ضبط النص إلى اليمين لزيادة الوضوح كلما أمكن، وذلك بخط 29LT Zarid Text Regular باللون الأسود على خلفية بيضاء أو فاتحة. على خلفية سوداء أو داكنة يصبح النص باللون الأبيض.	BODY TEXT SPACE RATIO
1:1	العنوان الفرعي بخط 29LT Zarid Text Medium	1
1:1	للعناوين الفرعية، يُستخدم خط 29LT Zarid Text Medium كما هو موضح في الأعلى.	1

In most applications the balance of headlines and text should follow a simple rule.

The headlines, secondary headlines and body text have a constant relationship with each other. This keeps a consistent style across all formats regardless of size.

Body text is your starting point for size with a ratio of 1 : 1 and you can work out the size of the secondary and primary headlines by multiplying using the relevant ratio. Line spacing follows a simpler principle.

Always try to stay within the recommended ratio size within 2 to 4 pt.

It's important to note these are basic guides only and deal with typography at its simplest level.

ARIAL

AVAILABLE WEIGHTS — REGULAR **BOLD**

أريال

AVAILABLE WEIGHTS — REGULAR **BOLD**

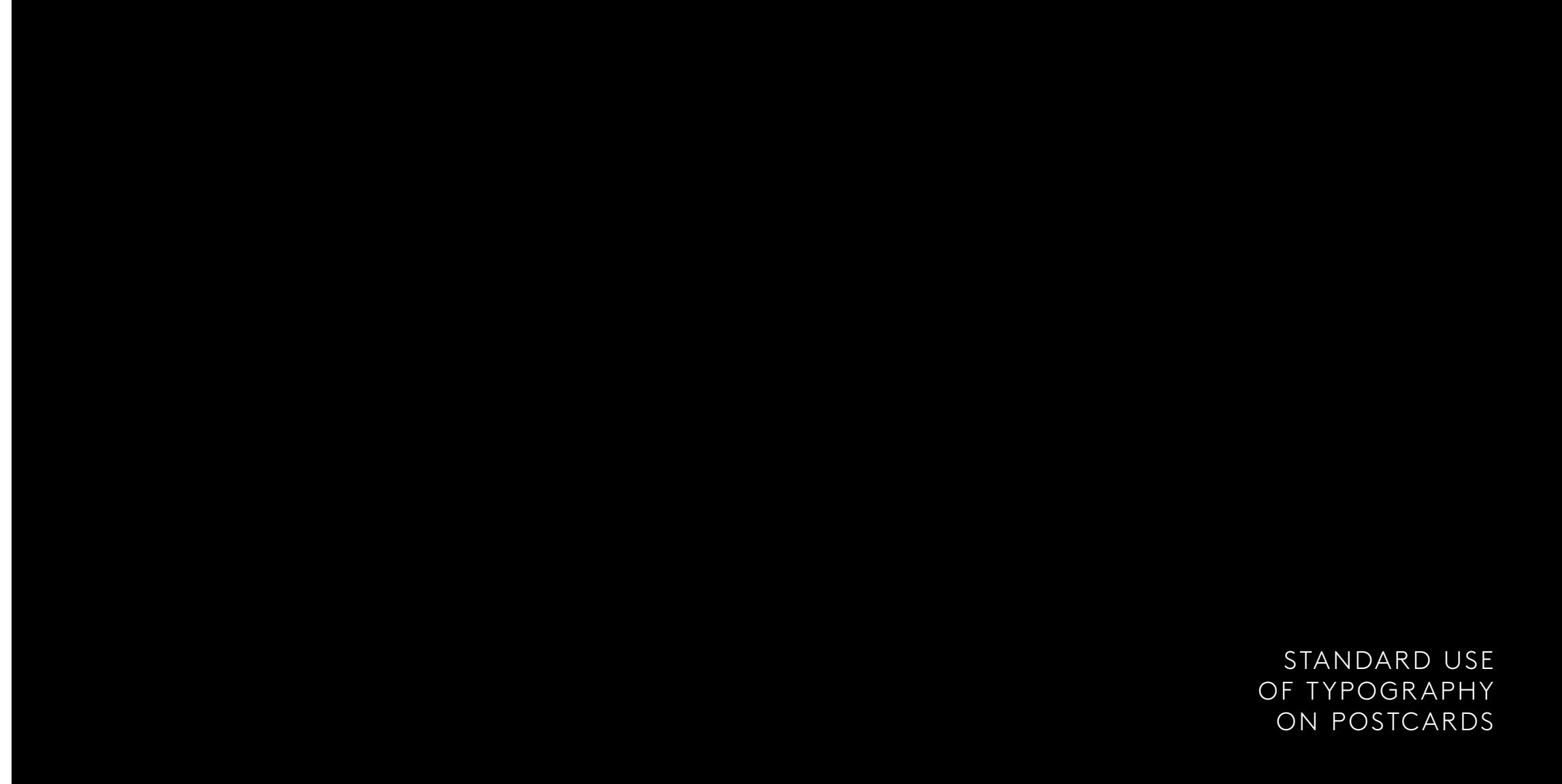
SYSTEM TYPEFACE

Use the system font Arial for other applications such as PowerPoint.

Using Arial as the system font ensures that typical Microsoft Office applications such as PowerPoint, Word and Excel display the font correctly on all users' computers.



STANDARD USE OF TYPOGRAPHY IN A BROCHURE



STANDARD USE OF TYPOGRAPHY ON POSTCARDS



PHOTOGRAPHY

Photography plays a critical role for the NEOM brand.

NEOM is a giga-project and needs to communicate many different topics to many different audiences – ranging from internal initiatives, corporate communications or investor collateral, to promoting the economic sectors such as tourism, sport and education. Setting a few simple but important guidelines for photography will ensure any imagery chosen consistently represents the NEOM brand.

SECTIONS

- CRITERIA FOR PHOTOGRAPHY
- PHOTOGRAPHIC SUBJECTS
- COMMISSIONED PHOTOGRAPHY

CRITERIA FOR PHOTOGRAPHY

REAL

Bring people close to NEOM by making it real and authentic. NEOM deals in high level concepts but they are always real and achievable, so we must be believable and avoid imagery that is fantastical. Real images are inviting and draw people in.

REMARKABLE

NEOM is a remarkable concept. It will never be everyday or mundane, so when selecting photography look for content and perspectives that are unique and aspirational. Avoid staged shots and the conventional.

SOPHISTICATED

NEOM is a sophisticated brand, intelligent and clear in what it wants to communicate. So we keep it clean, high in quality and appealing. Avoid cluttering the image with lots of unnecessary elements.

When we choose photography, three simple criteria ensure a consistent style across many topics of conversation.

These criteria should be adhered to whether the content is abstract, metaphorical, portraiture, corporate or lifestyle.

If your selection answers these questions, you have found an image that's right for NEOM:

- Does the photo feel aspirational?
- Does it feel remarkable?
- Does the image feel real, not artificial or fake?
- Does it communicate a simple, appealing and uncluttered message?

PHOTOGRAPHY SUBJECTS

The economic sectors are the foundations for everything we are creating within NEOM.

When choosing or commissioning photography for each sector, ensure your search is thorough and carefully considered to ensure it reaches the heights NEOM requires to be respected world-class brand.

PHOTOGRAPHY SUBJECTS



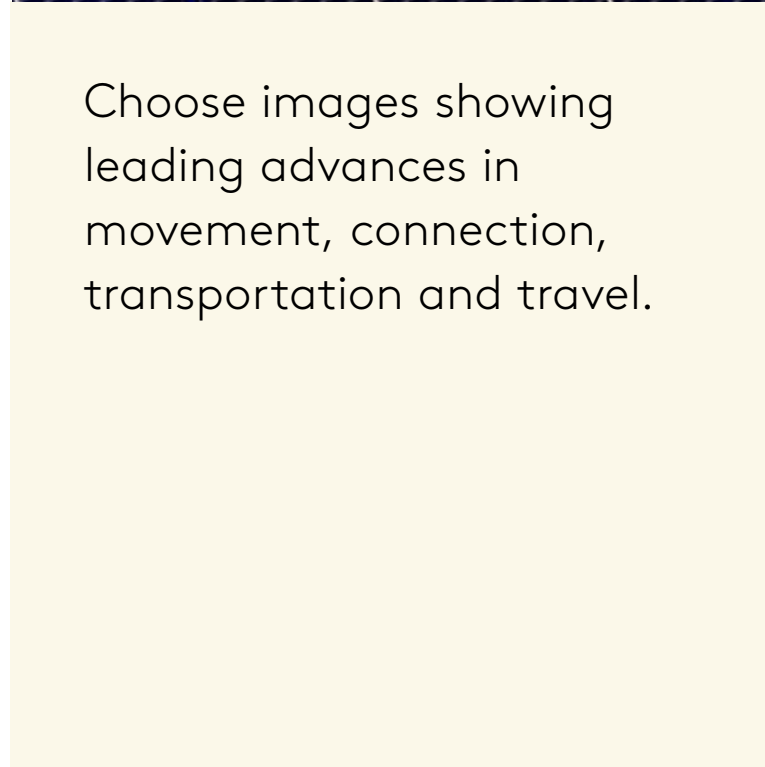
ENERGY

Show the foremost methods of capturing the power of the elements.



WATER

Use imagery that shows NEOM as a regional powerhouse in water production and storage.



Choose images showing leading advances in movement, connection, transportation and travel.

MOBILITY

Think beyond the plate. Feature shots like farms using science and the latest technology to grow fresh food.



FOOD

Show the highest of high tech: virtual reality, AI and data science.

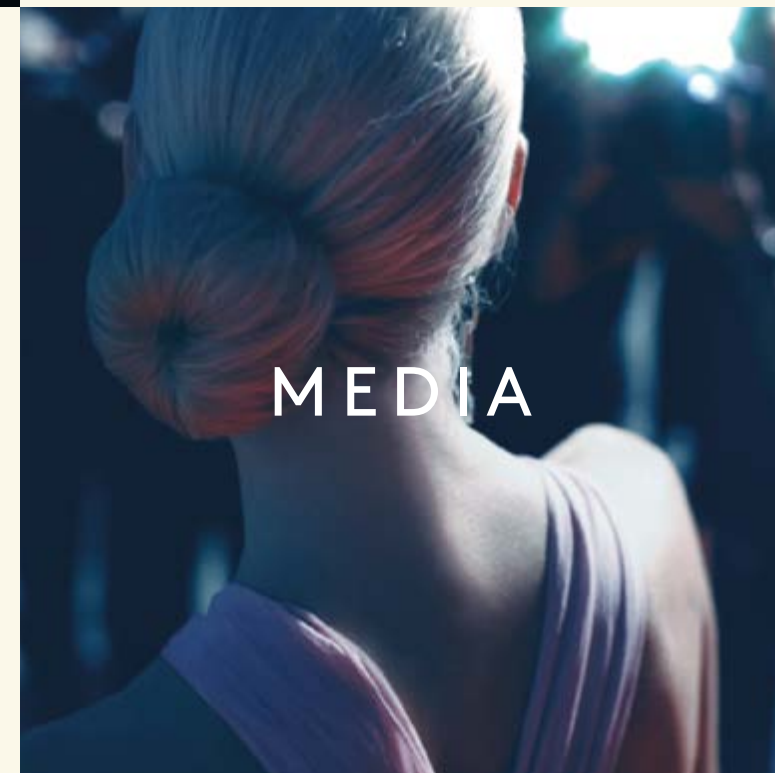


TECHNOLOGY AND DIGITAL



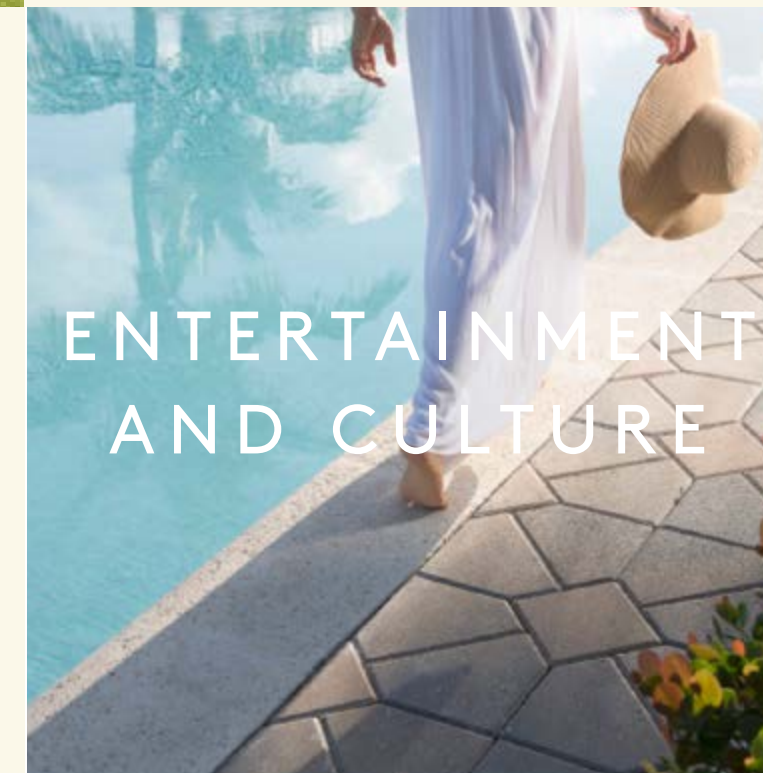
MANUFACTURING

Show images relevant to the invention and production of state-of-the-art manufacturing.



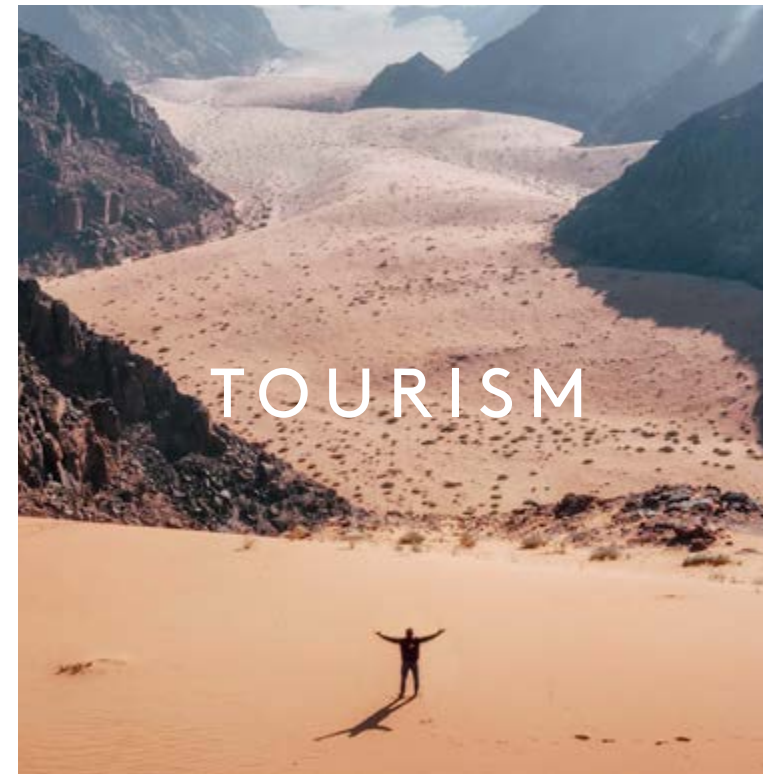
MEDIA

Use aspirational and atmospheric photography from the world of film and entertainment.



ENTERTAINMENT AND CULTURE

Communicate leisure on an aspirational and glamorous scale.



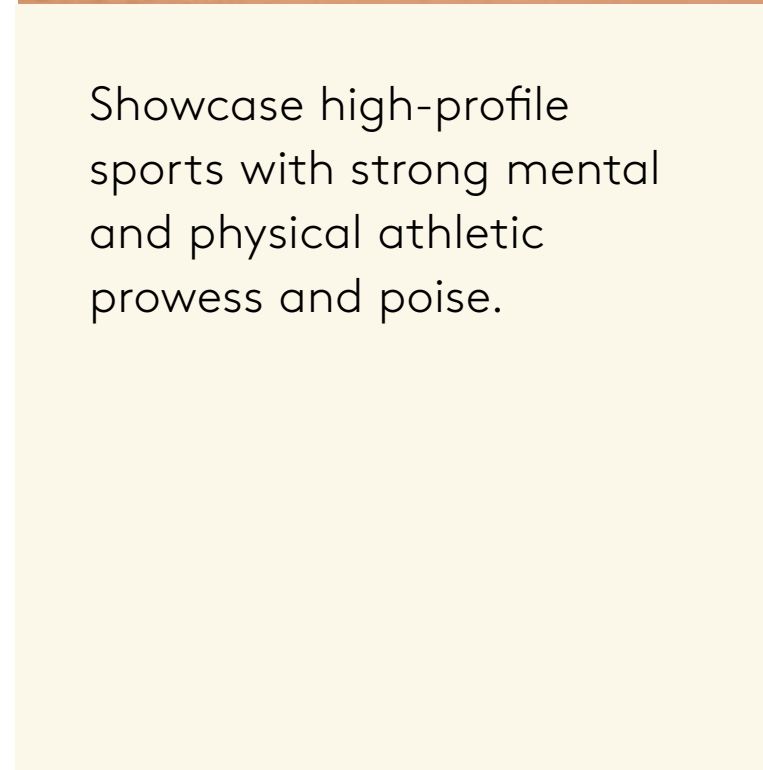
TOURISM

Lead with unforgettable, unexpected and enriching experiences.



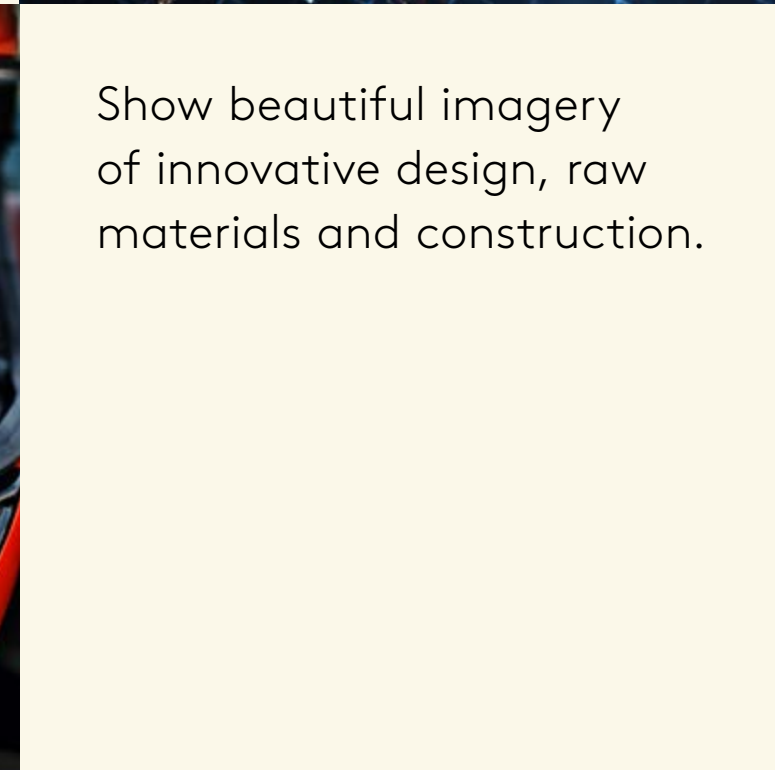
FINANCIAL SERVICES

Lead with the best in services, technology and aspirational photography.



SPORT

Showcase high-profile sports with strong mental and physical athletic prowess and poise.



DESIGN AND CONSTRUCTION

Show beautiful imagery of innovative design, raw materials and construction.



HEALTH, WELL-BEING AND BIO-TECH

Use images showing world-class treatments and best-in-practice for well-being.



EDUCATION

Show the latest innovations in learning and technology that champion creativity and knowledge.

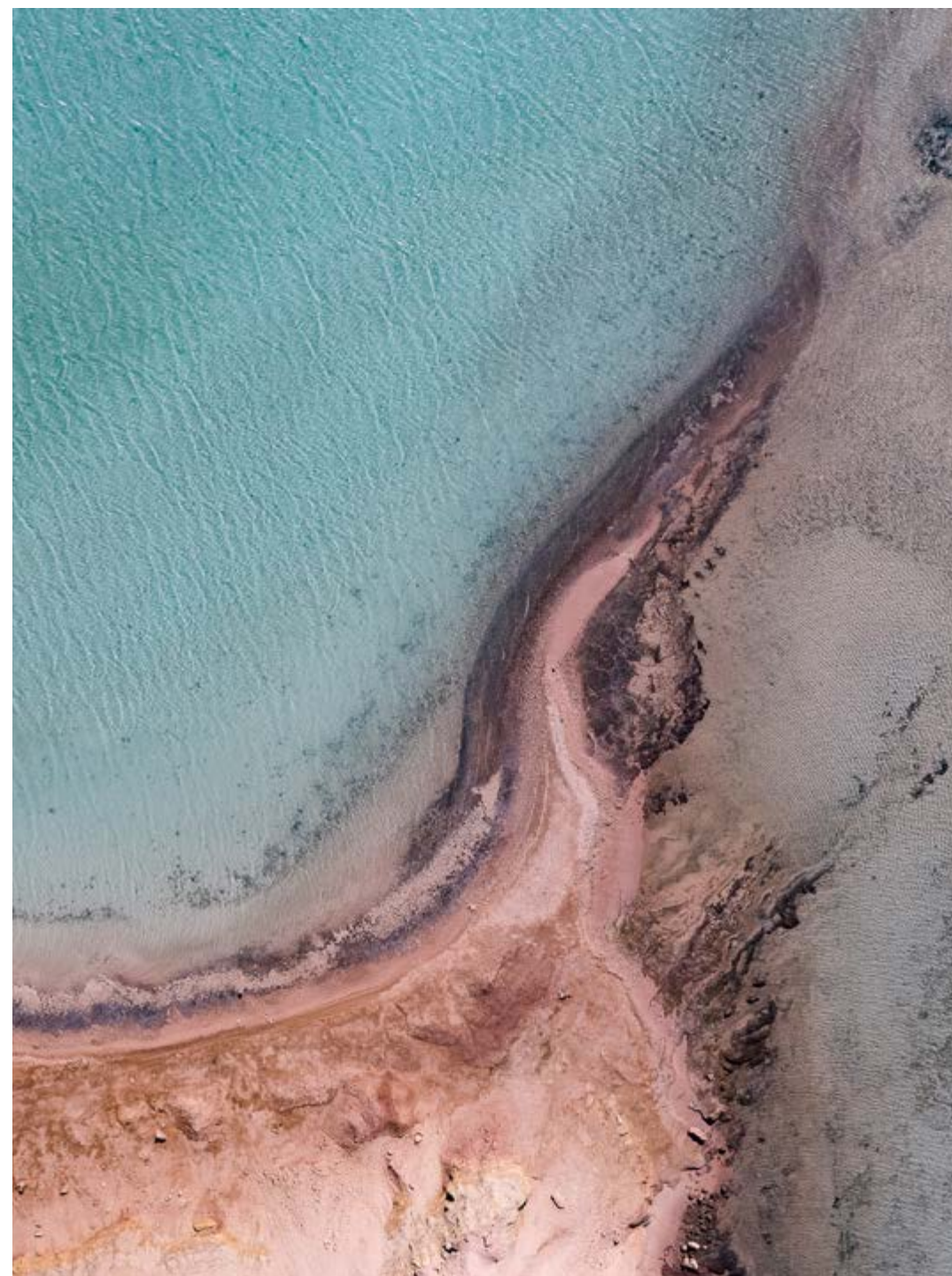
PHOTOGRAPHY SUBJECTS

PEOPLE



© 2020 Jody Rogac

ENVIRONMENTS



COMMISSIONED PHOTOGRAPHY

Commissioned environmental photography follows the same principles as bought photography. Portraiture and group shots are more subtle because of their personal nature.

NEOM is at the start of its journey but it needs to feel like a real place is taking shape. NEOM's principles of future facing, multifaceted, graphic and bold in color underpin all commissioned photography, and as much as it must look beautiful and aspirational it must also feel as real as possible.

The choice of photographer is critical to any shoot and must be chosen based on experience capturing the NEOM style.

PEOPLE PHOTOGRAPHY

COLOR



BLACK & WHITE



The subject should be posed and cropped in close to look confident, natural and personal.

NEOM portraits shot in color should feel real and natural – Skin tones, lighting and saturation are controlled to feel honest and sympathetic to the subject. Expressions are natural, relaxed and confidently looking direct to camera. The photographers Jody Rogac or Abdullah Alshehri would be a good choice for this style.

NEOM black and white portraits are shot with the same expectations but we allow for more contrast.

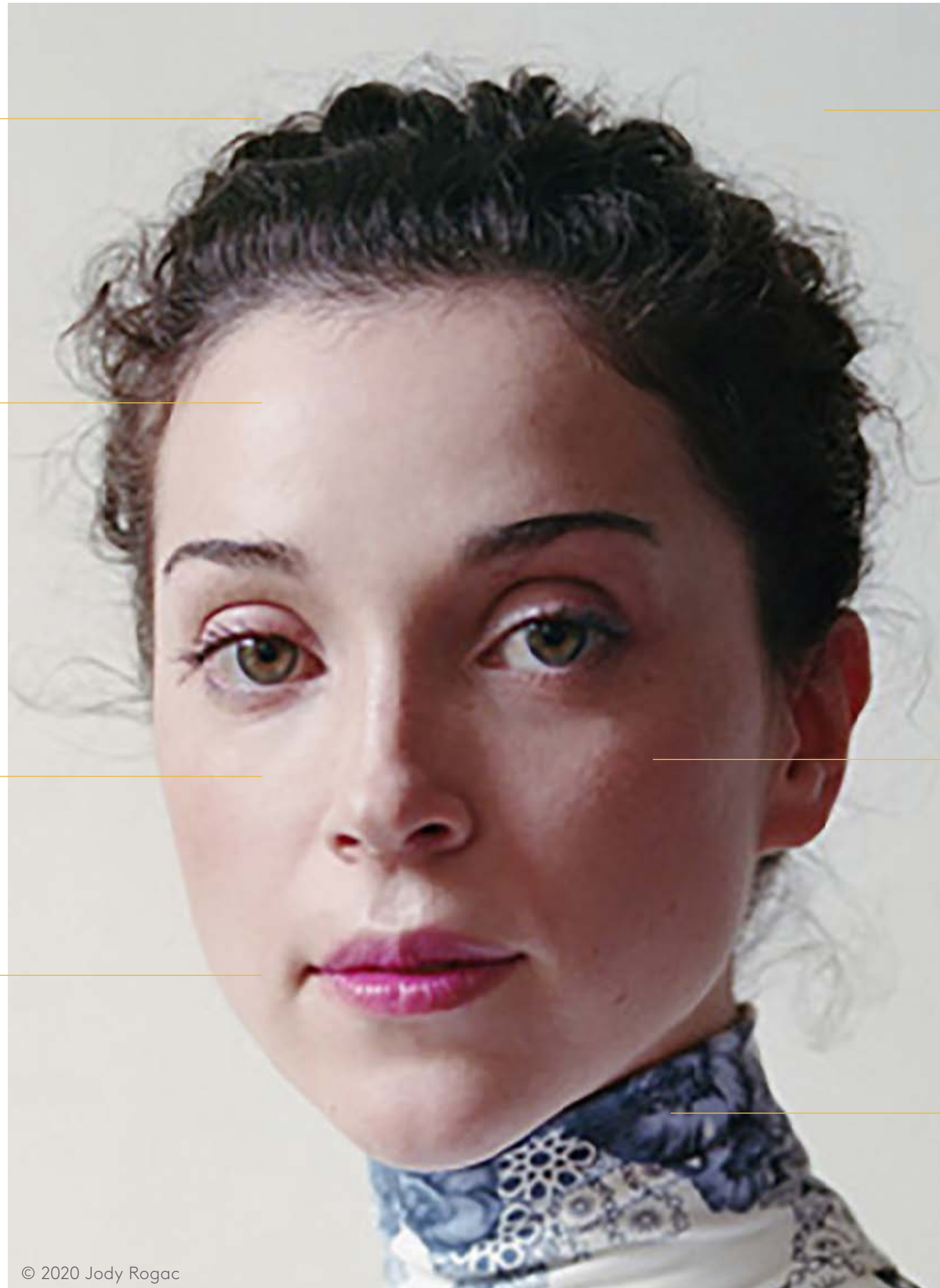
All portrait images are for reference only and cannot be used for promotional purposes.

The head is
confidently cropped

Lighting is gentle and
the lightest point still
has some tone

The skin should be
warm; do not desaturate
or over-saturate

Retouched for beauty
but keep the natural
skin tones and skin
texture of the subject



© 2020 Jody Rogac

The standard
background color
should be neutral
with a very subtle
touch of the cream
showing through

Keep plenty of color
and tone in the
shadow on skin

A hint of culture when
styling a subject
indicates NEOM is
not perceived as a
corporate driven society

PEOPLE IN DETAIL

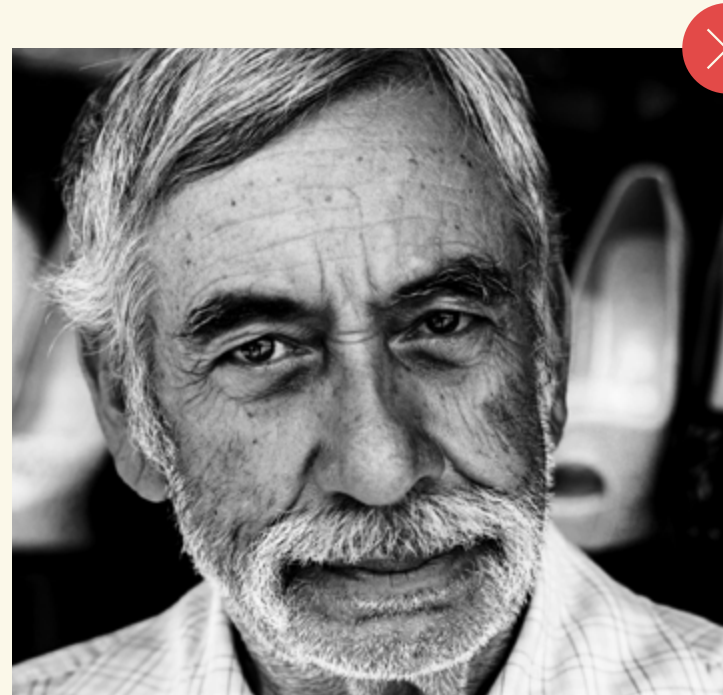
Light should be from one side and shadows
should never run to full black. The overall effect
is the level of detail you get from a painting from
one of the masters.

TRADITIONAL CLOTHING

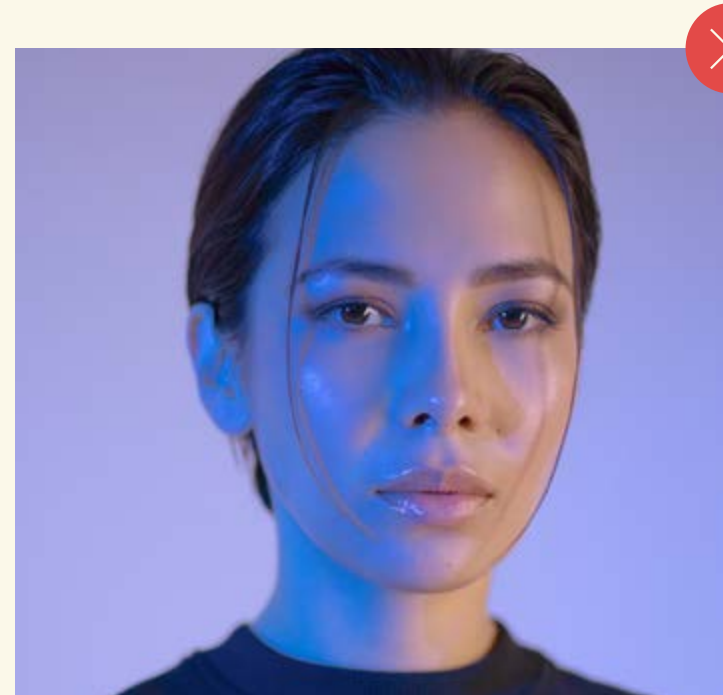


These images are not to be used as reference for lighting or retouching as they are far too perfect in the skin to look natural.

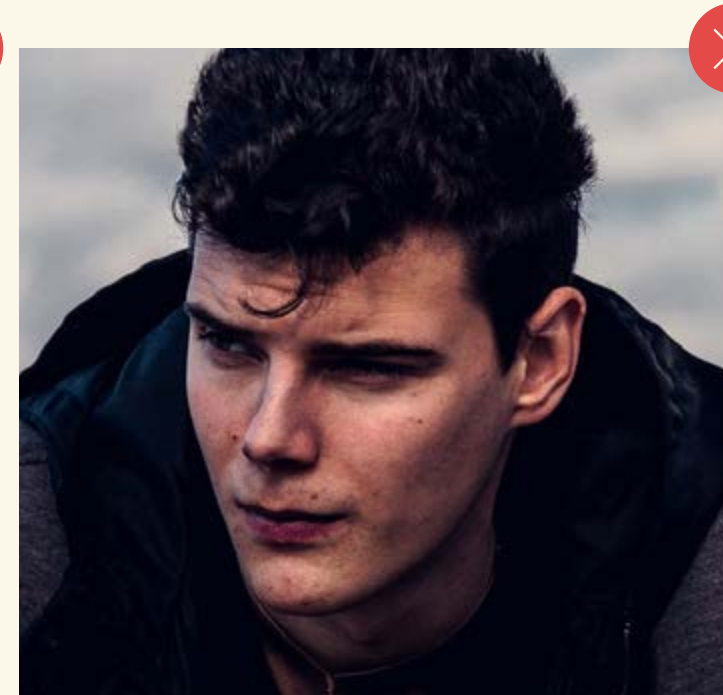
They are here to show how the traditional attire can work within the system. By using the right angle, negative space can be created to lighten the overall appearance of the image.



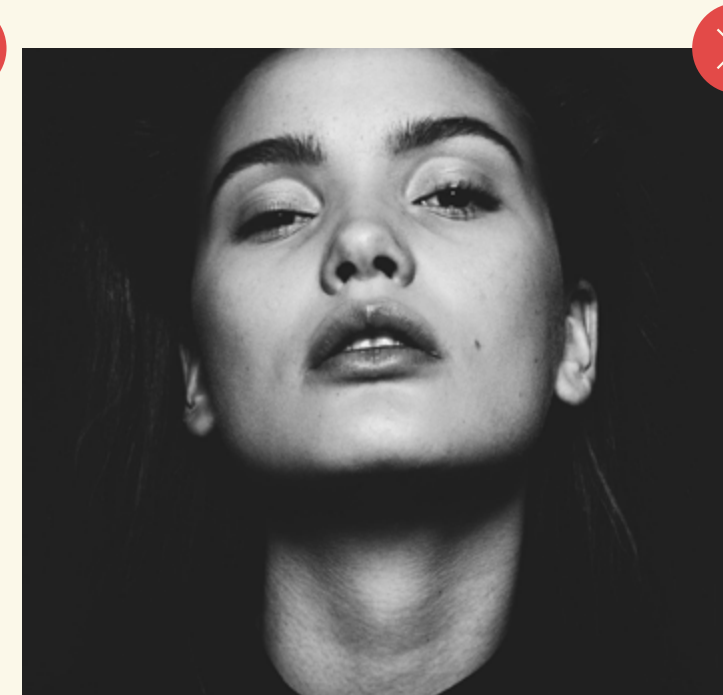
Too much contrast



Avoid colored gels



Don't lose eye contact



Avoid fashionista attitude

PEOPLE — WHAT TO AVOID

The wrong style of lighting, expression and composition will give the wrong impression. Here is what to avoid.

We want to avoid anything that looks fake, overly styled or retouched and trying too hard to be futuristic or fashionable.



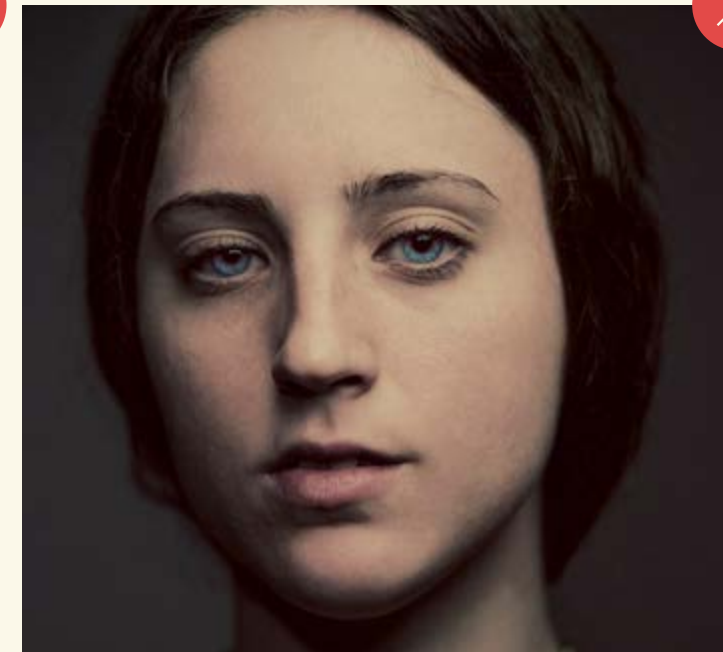
Look forward, don't look back



Don't over style the subject



Avoid harsh vignetting in the background



Do not retouch to a point where the subject looks duo-tone



Don't use lens flares or dramatic lighting techniques



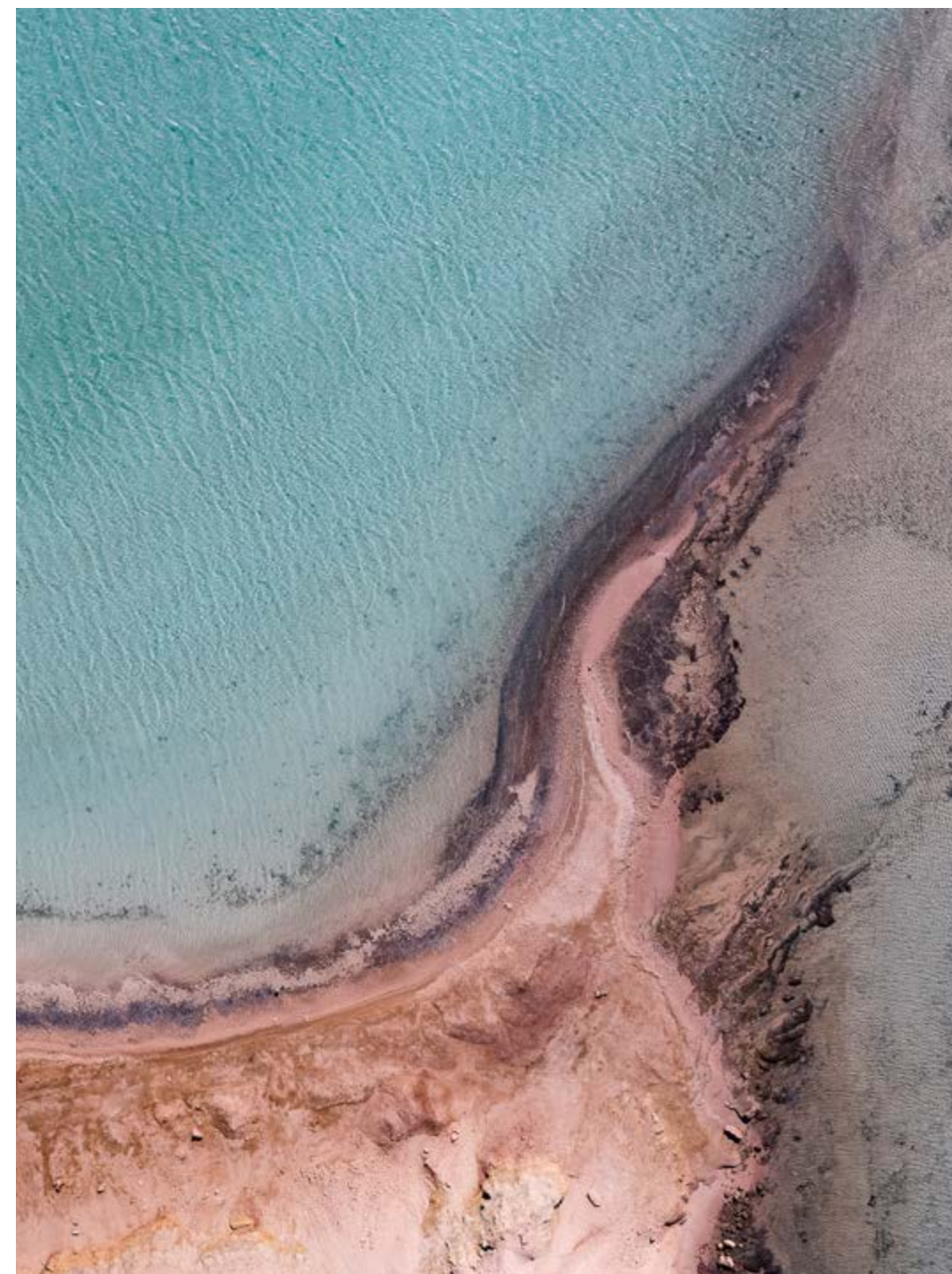
Don't lose the impact by showing too much body

Images for visual reference only, source not verified or licensed.

FOCUS — SCALE



FOCUS — DETAIL



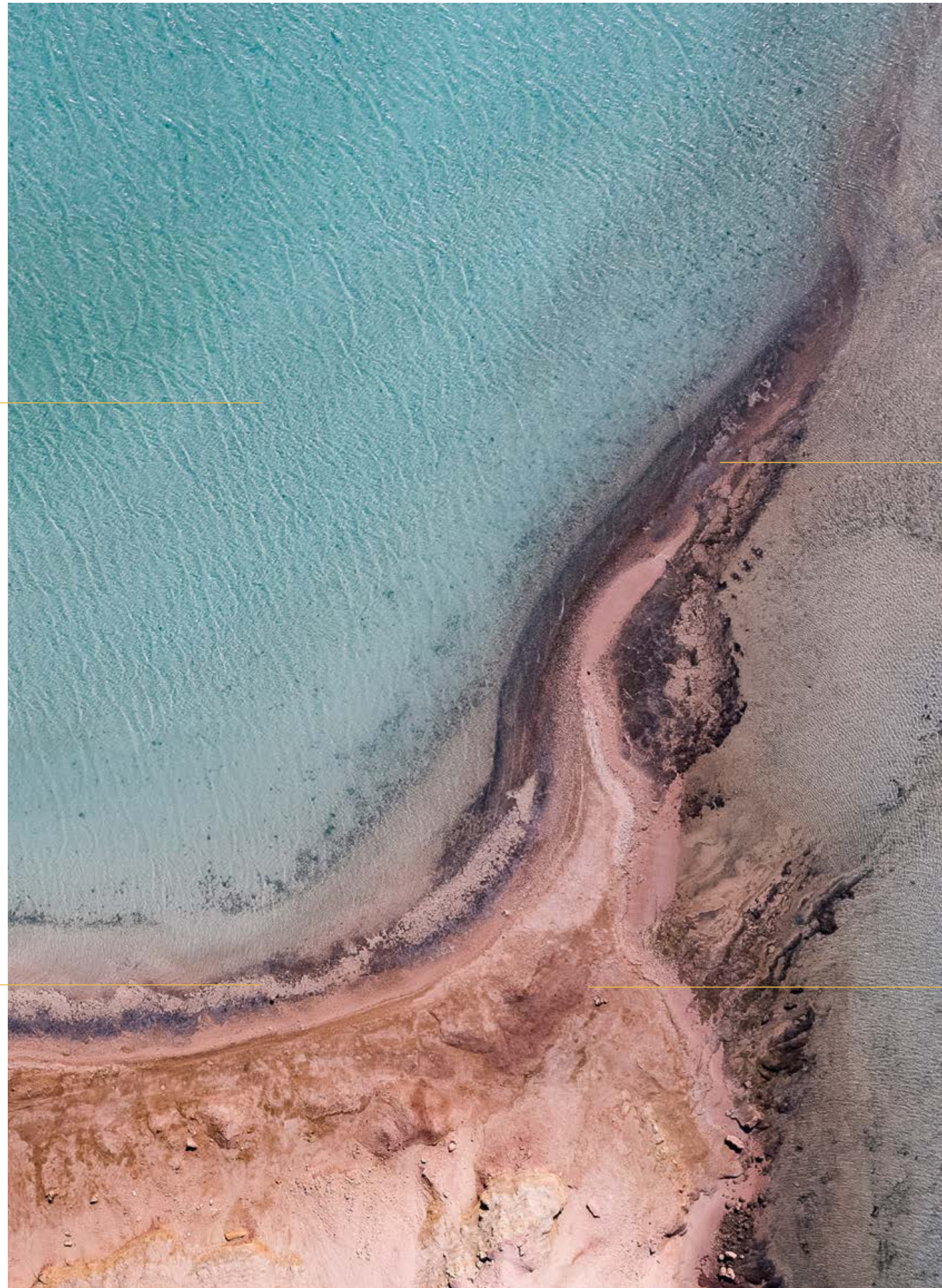
ENVIRONMENT PHOTOGRAPHY

NEOM is a land of beauty and potential. Taking photographs of environments should be elevated to an art form.

Environments follow the same principles when shooting landscapes and urban environments. Beauty is in the detail, so shoot with a hero element in mind rather than getting as much into one scene as possible.

Framing a powerful focal point, such as an island, a mountain range, a majestic ridge or a river with exquisite attention to detail, elevates that element to an art form. Worthy of addition to any gallery.

By focusing on the epic nature of NEOM we can show the incredible scale of the NEOM project.



Make the most of every texture. These are features that make the scene feel real

Use the elements nature provides in the environment to add layers of interest

By focusing on one particular element of NEOM, we can bring out its best features. If the whole scene was of equal balance, nothing would stand out as special

This scene is rich but still sophisticated with the use of muted areas. Try to keep to a simple color palette. Too many colors can be overbearing

RURAL IN DETAIL



PHOTO JOURNALISM

The intention of the photo journalism style is to capture real moments happening in NEOM such as sport events, workshops and community initiatives, etc.

NEOM photo journalistic shots should feel real and natural - skin tones, lighting and saturation are controlled to feel honest and sympathetic to the subject matter.

The images are a tool to capture moments in NEOM and to communicate in a natural, relaxed and confident matter.

DO'S



DONT'S



PHOTO JOURNALISM - USES AND MISUSES

Do:

- Follow the same principles as NEOM.
- Shoot with a hero element in mind.
- Ensure there is enough breathing space to allow for the subject to be communicated clearly.

Don't:

- Try to get as much into one scene as possible.
- Make the image look posed.
- Create busy cluttered backgrounds.
- Use imagery that reinforce culture or gender stereotypes.
- Incorrectly present national dress.

PHOTO JOURNALISM IN DETAIL

Increased red
color balance
to achieve soft
skin tone



Slightly blurred
background to ensure
the figure is the hero

A few adjustments should be made to ensure
all our photo journalistic photography follows
the same treatment.

Subject matter is not
centered to balance
composition (subject
is placed at 2/3 of
the composition)

Decreased saturation to
control lighting and ensure
it is balanced

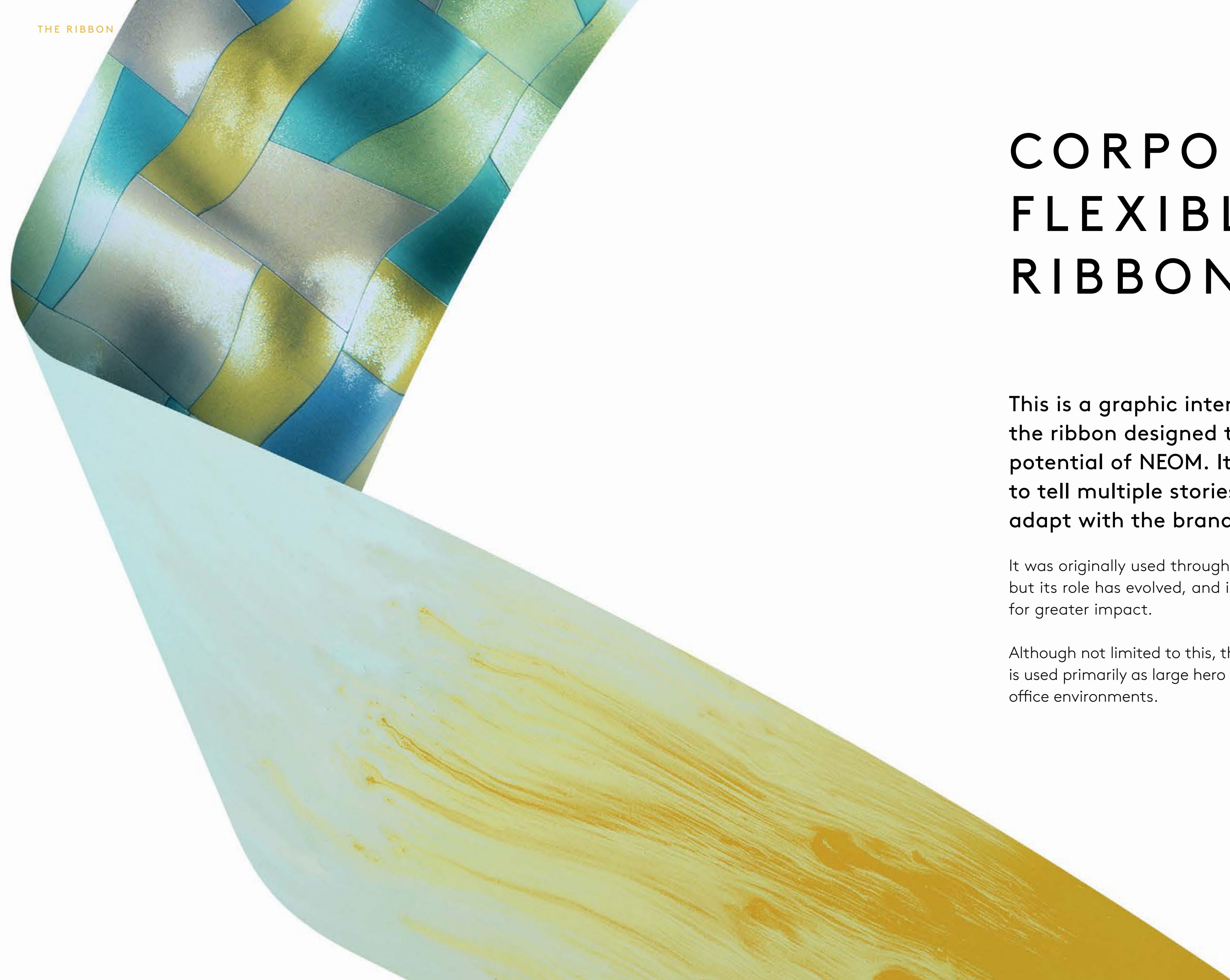
T H E R I B B O N

The ribbon is an adaptable creative asset and an essential element of the NEOM brand.

NEOM's ribbons play a specific role for the corporate brand and the economic sectors. They give each sector a unique and relevant personality. Only use the ribbons specifically created for each sector. The corporate brand has two ribbons – the corporate flexible ribbon and the corporate flowing ribbon.

SECTIONS

- THE FLEXIBLE RIBBON
- THE FLOWING RIBBON
- RIBBONS IN USE



CORPORATE FLEXIBLE RIBBON

This is a graphic interpretation of the ribbon designed to house the potential of NEOM. It was created to tell multiple stories that can adapt with the brand.

It was originally used throughout communications but its role has evolved, and is used more sparingly for greater impact.

Although not limited to this, the corporate ribbon is used primarily as large hero graphics within office environments.

CORPORATE FLEXIBLE RULES

FRAME WRAPPING

If you use the frame, the ribbon can wrap around and interact with it.

CORNER CROPS

These allow you to use wall corners to start and end a ribbon.

Although we have a range of ribbons already available to us, you are encouraged to fill the ribbons with relevant content.

The ribbons must crop into and out of an area. This gives the impression of the ribbon being part of a much longer story.

The ribbons must be consistent in width within the same area. This shows a continuation of the same story throughout.

SCENE NO.

CORPORATE FLEXIBLE COLOR

A subtler version of the corporate flexible ribbon is available when you want to have a consistent brand presence but don't want to use photography. NEOM gold should be used for these ribbons.

The shadow within the colored ribbon is a darker version of the gold color. This is multiplied over the gold ribbon for the finished warm effect.

GOLD SHADOW

C 0	R 174
M 20	G 145
Y 80	B 49
K 40	

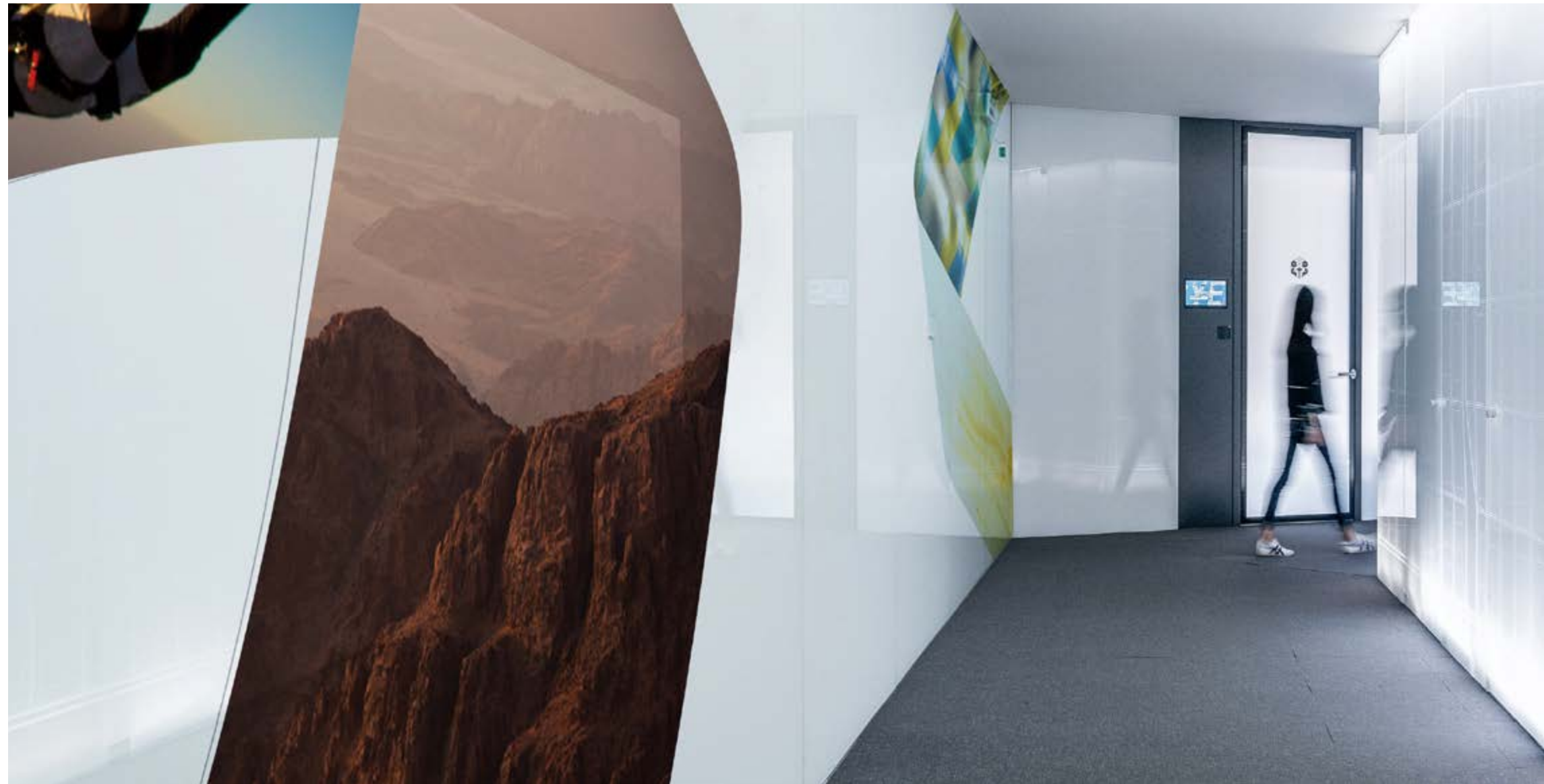
#AE9131

CORPORATE FLOWING RIBBON

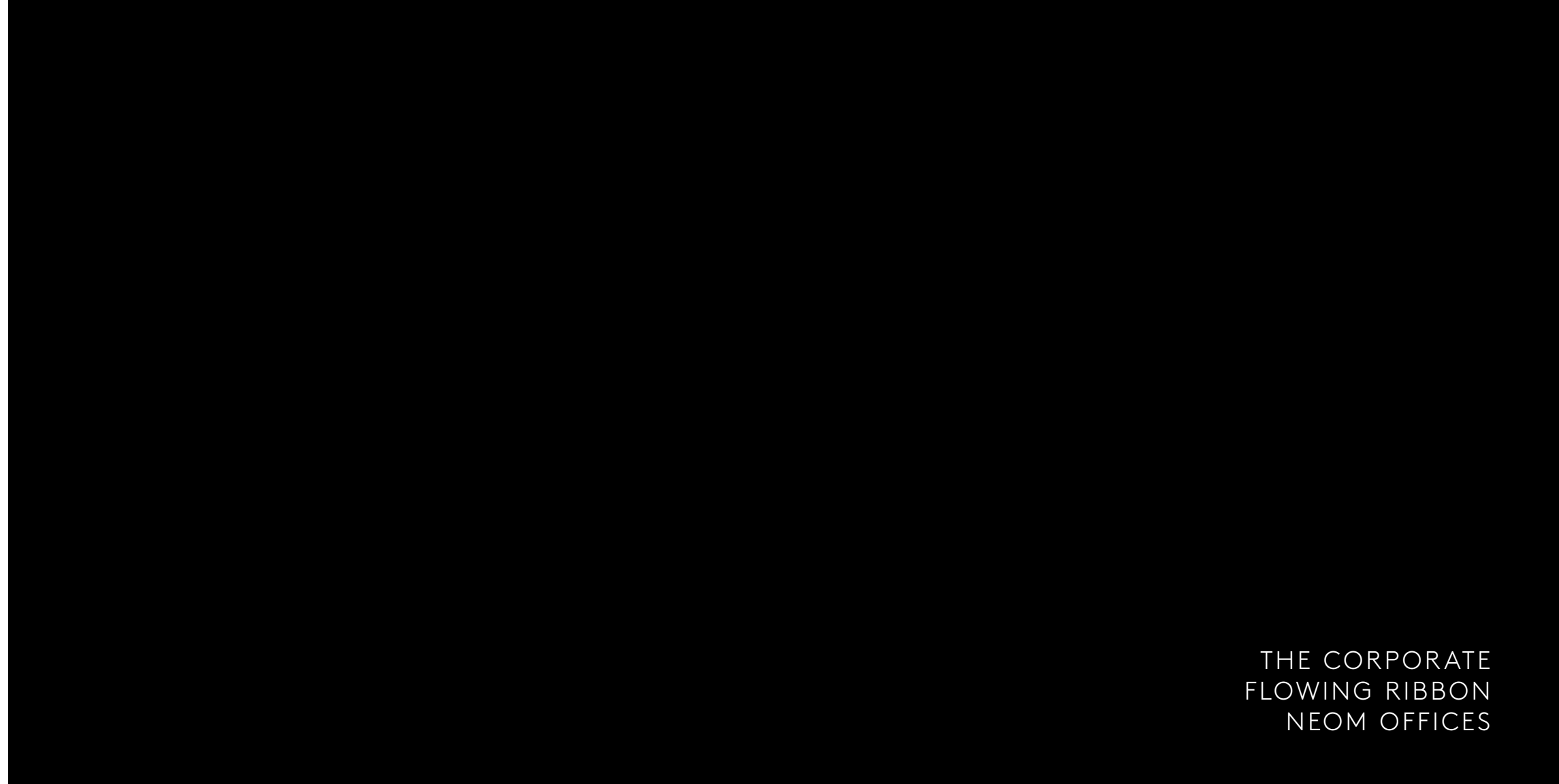
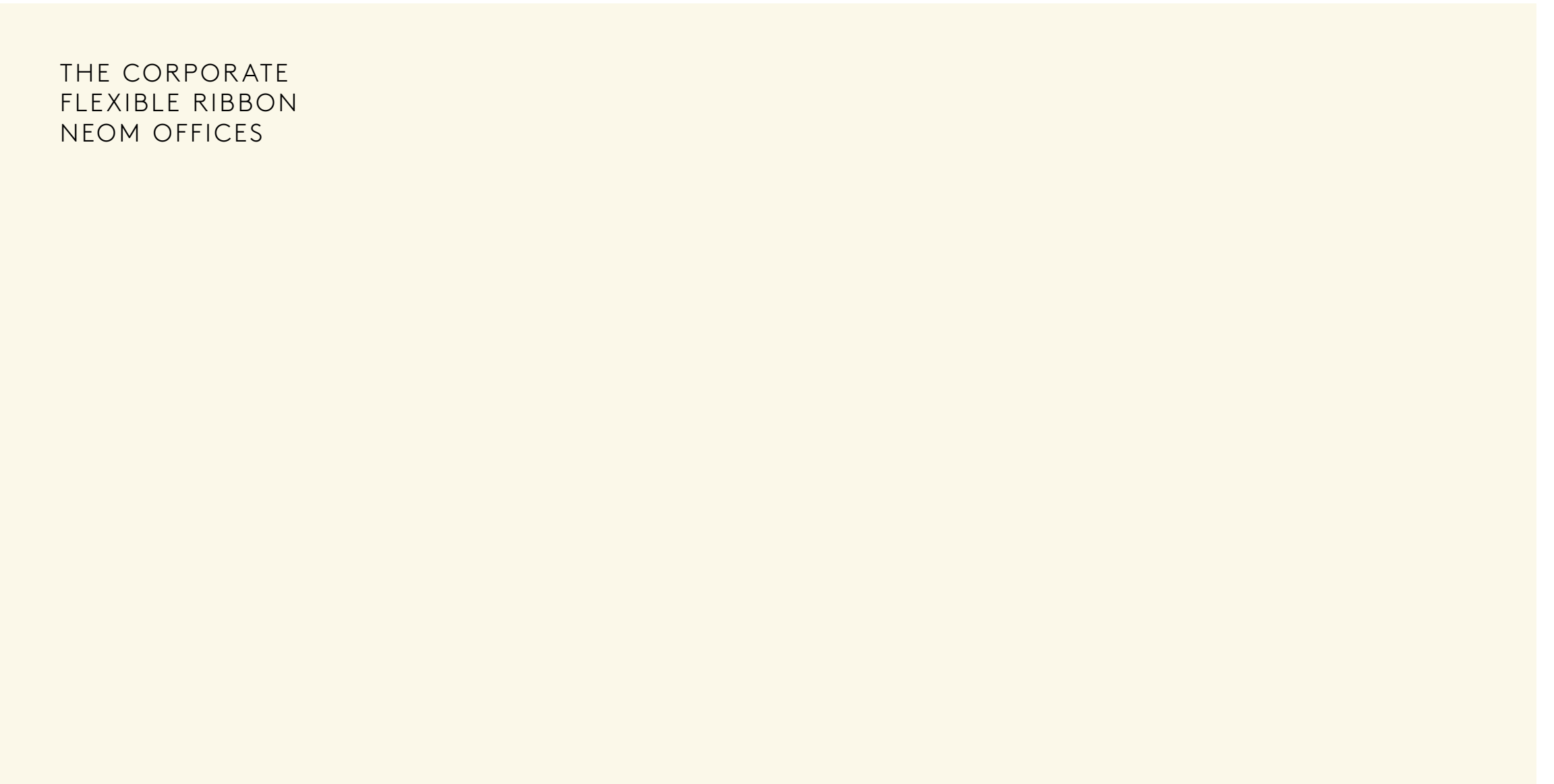
The corporate flowing ribbon is used primarily for environments as a decorative device. This ribbon cannot hold imagery.

This ribbon brings energy and beauty to an environment. Showing NEOM is alive and always in motion.

The flowing ribbon can be in any of NEOM's primary colors or take on the color of the environment it's to be placed in, but the gold version holds the strongest association to NEOM.



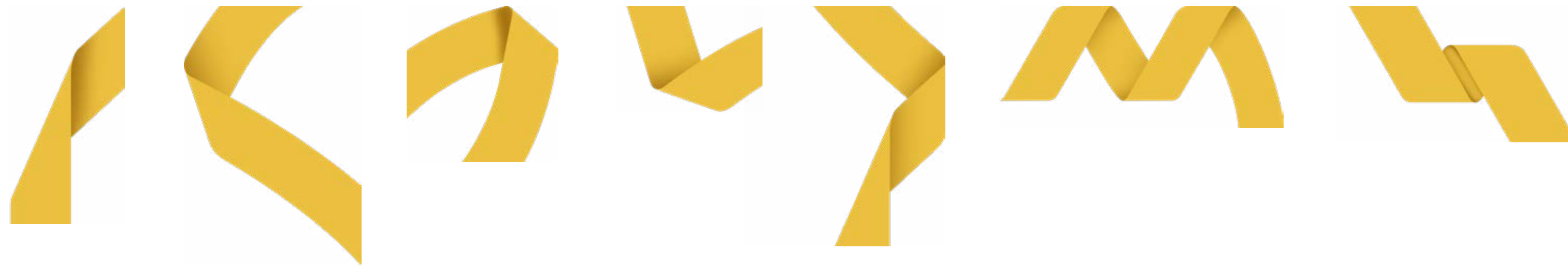
THE CORPORATE
FLEXIBLE RIBBON
NEOM OFFICES



THE CORPORATE
FLOWING RIBBON
NEOM OFFICES



RIBBON LIBRARY



NEOM has a selection of ribbon templates to get you started.

Shown here are a selection of some of the available ribbons already created. You can add imagery to the options on the top row. Select the best ribbon template for your requirement.



Our additional graphic elements are highly flexible and provide depth and texture and help to unify the identity system.

GRAPHIC ELEMENTS

SECTIONS

- THE FRAME
- THE PATTERNS
- THE TRANSPARENT BOX
- ICONOGRAPHY
- GRAPHIC KEYLINES

T H E F R A M E

X

THE FRAME

X

X — The frame border must remain equal along all four edges. Use the grid to ensure the frame is consistent across similar publications.

The frame is a regular feature of the NEOM identity.

Framing of elements gives a greater sense of consideration to whatever is being presented, either text or imagery. Framing elements is an important part of our compositional style and wide, symmetrical margins are an integral part of this approach.

The frame should be used sparingly so it stands out as special. Do not use the frame device across every page within a publication.

Using the frame sparingly creates rhythm within the pages of our presentations, communications and publications and ensures that our layouts do not become repetitive.

Full bleed layouts are also a key feature of the brand, in this case the frame is not needed.

X

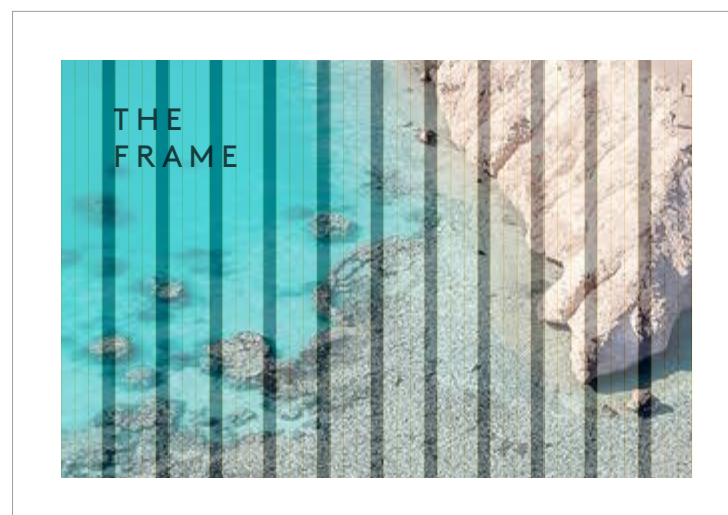
X

IMAGERY WITH TYPE

PORTRAIT

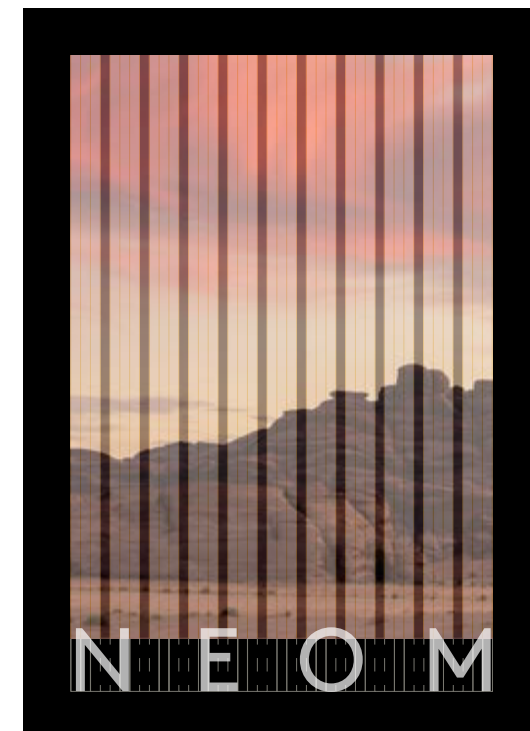


LANDSCAPE



CREATIVE USE OF TYPE AND IMAGERY

PORTRAIT

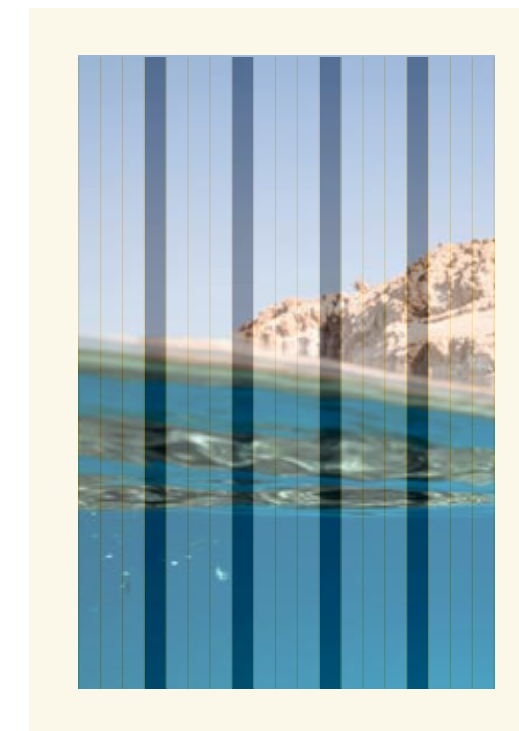


LANDSCAPE

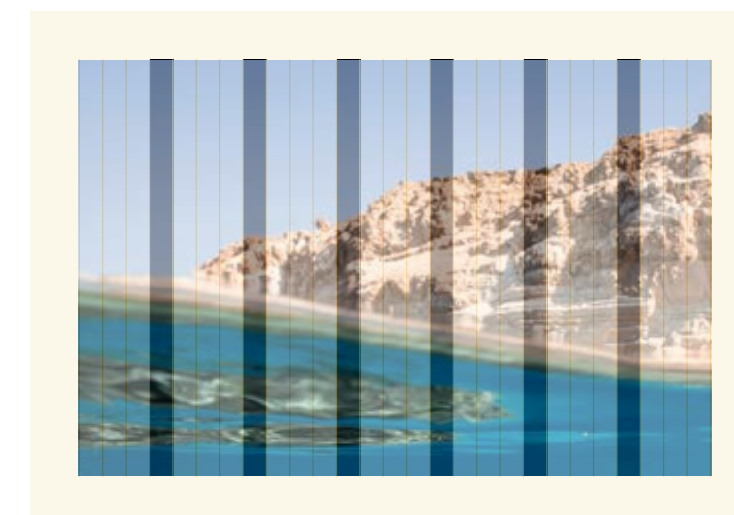


IMAGERY ONLY

PORTRAIT



LANDSCAPE



THE FRAME

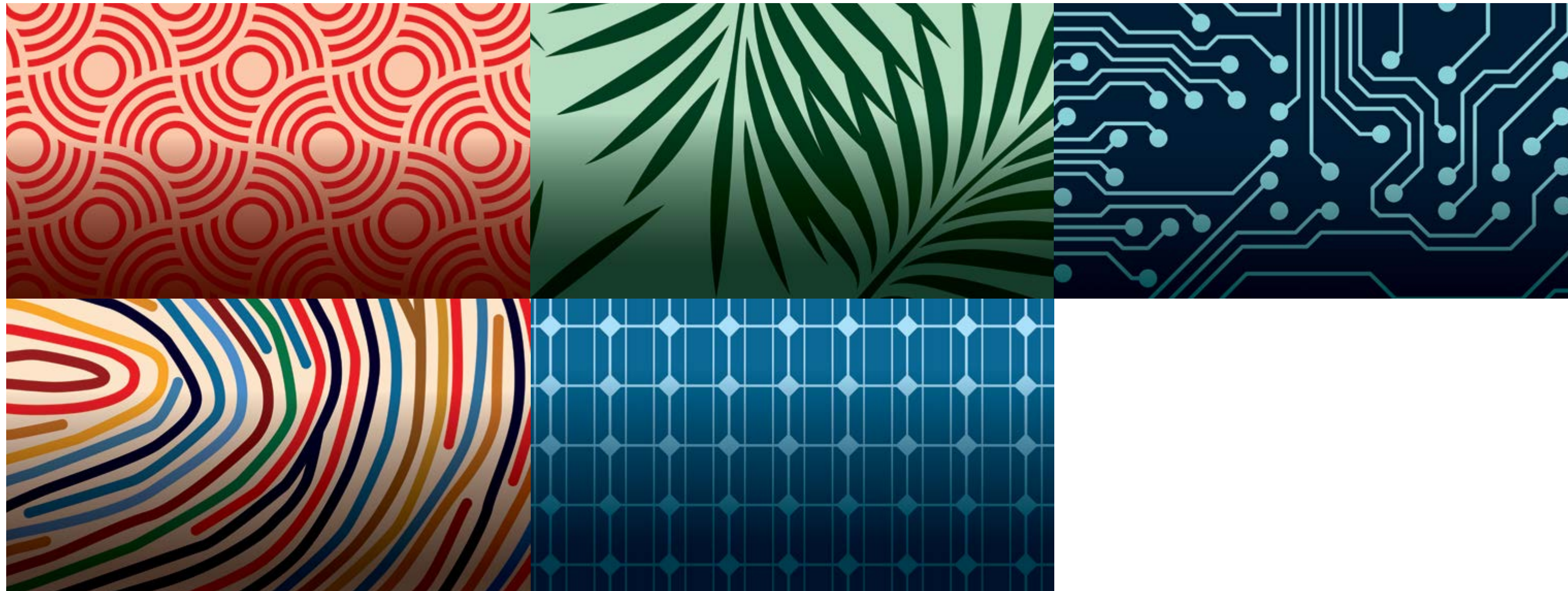
The margin gives you the outer edge of the NEOM frame, which can be filled with any NEOM color and image.

P A T T E R N S

COMMUNITY

NATURE

TECHNOLOGY



LIVABILITY

SUSTAINABILITY

THE FULL COLOR PATTERNS

We have five patterns which are reserved for use within the brand mark. Each of the five patterns represents a NEOM principle: technology, nature, livability, sustainability and community.

If used as a graphic asset, they should be in motion in high-definition, telling a story about the pillar they represent and building the story of the master brand.

CREAM MONO PATTERNS - 5 DISCIPLINES PATTERN

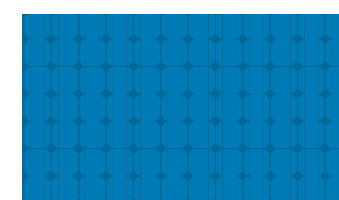


CREAM MONO PATTERNS - INDIVIDUAL PATTERNS

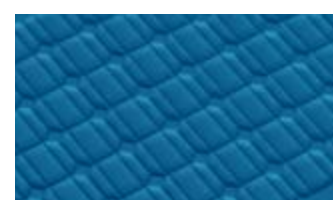


TONAL MONO COLORED PATTERNS - INDIVIDUAL PATTERNS

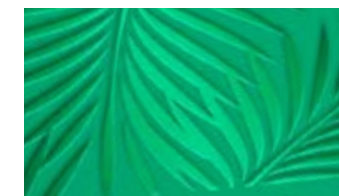
Mono colored patterns



Mono coloured embossed



Mono coloured foiled



Mono coloured embroidered



THE MONO PATTERNS

Our patterns only exist in the mono colorway to ensure a subtle, supportive approach is maintained across the NEOM brand.

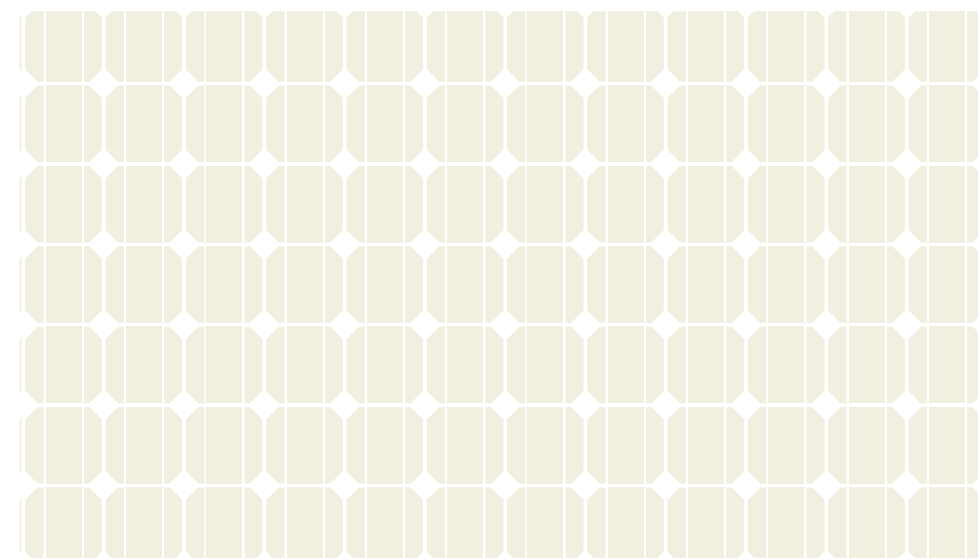
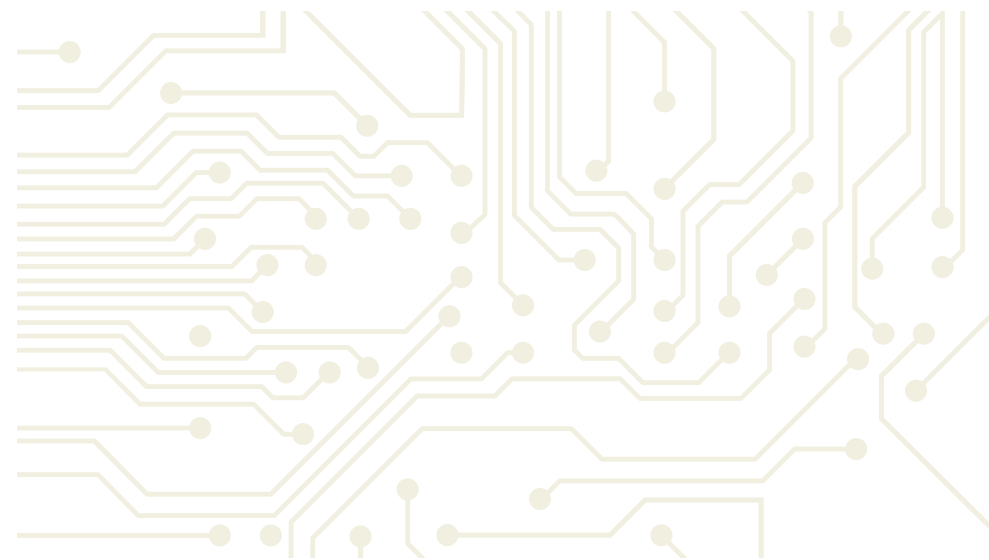


THE MONO PATTERNS - IN DETAIL

Cream mono patterns - 5 disciplines pattern.

These patterns are generally used in presentations as a background for dividers or can be used on merchandise or digital wallpaper. Use the corresponding theme if the topic is relevant.

When the 5 disciplines need to be represented at once, the 5 disciplines pattern can be used. This pattern has been carefully created so the patterns are in balance with each other.



THE MONO PATTERNS - IN DETAIL

Cream mono patterns - the individual patterns.

The mono individual patterns are used where a more subtle approach is needed.

Use the corresponding theme pattern if the topic is relevant.

Mono colored patterns



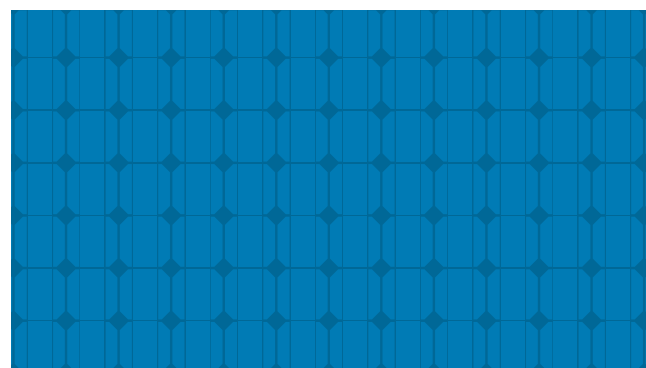
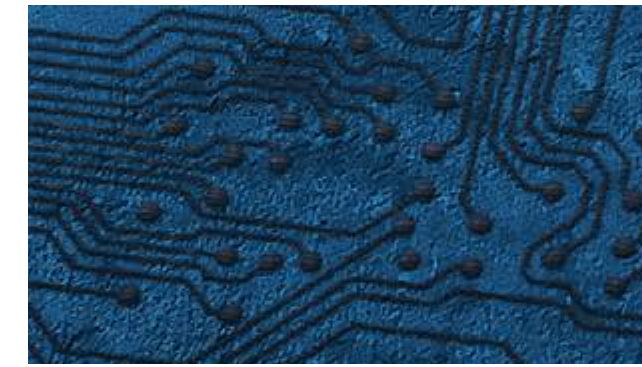
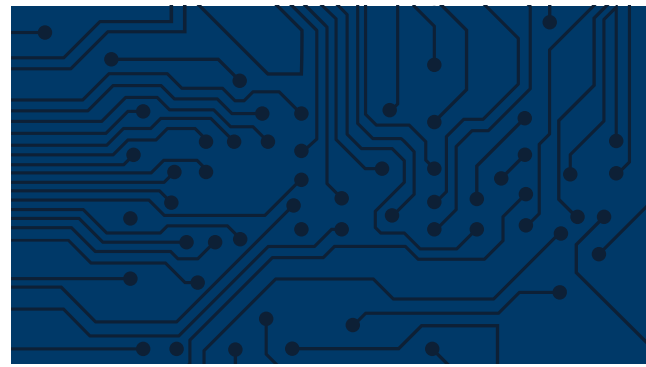
Mono coloured embossed



Mono coloured foiled



Mono coloured embroidered



THE MONO PATTERNS - IN DETAIL

Tonal mono colored patterns - individual patterns.

The tonal mono colored patterns are used in presentations as a background for dividers or can be used on merchandise or digital wallpaper. They provide a subtle and sophisticated approach to adding color within patterns across the NEOM brand.

Use the corresponding theme pattern if the topic is relevant.

Do not use the 5 tonal mono colored patterns disciplines at once. Each tonal colored pattern should be used individually.

THE TRANSPARENT
BOX

THE TRANSPARENT BOX

A transparent box for content adds a modernity to our compositions and allows text to be read over complex imagery. It's always in black and applied sparingly.

It is most effective when used to let a background image or graphic show through, subtly, without disrupting the foreground elements. Transparency values range from 75 – 85% depending on the tonal value of the background.

Allow plenty of breathing space between the edge of the box and the content inside.

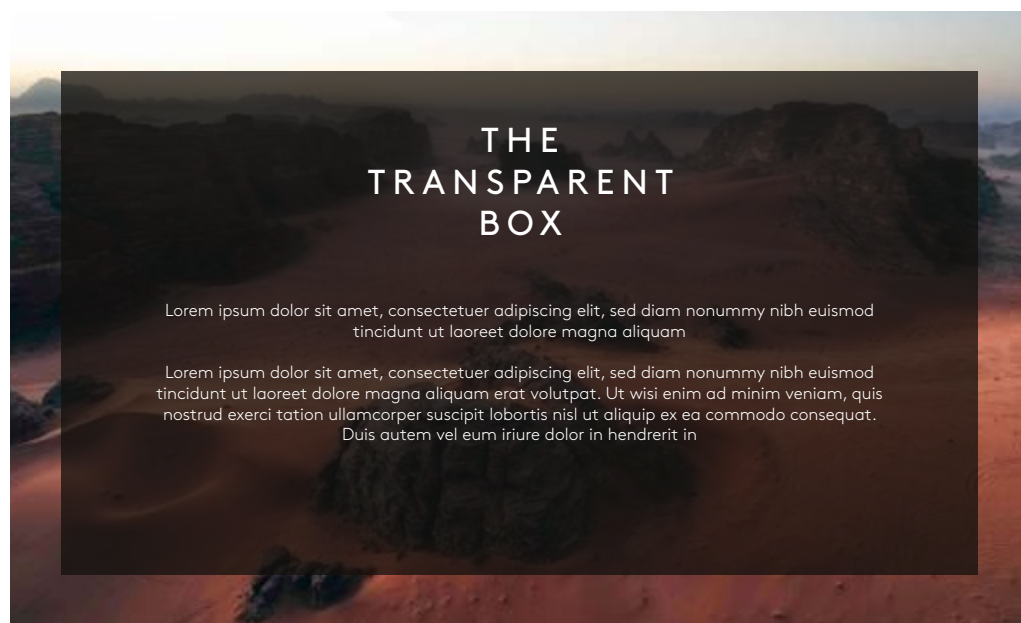
- ✓ Transparent box is used sparingly
Text is left aligned



- ✓ Transparent box is used sparingly
Text is left aligned



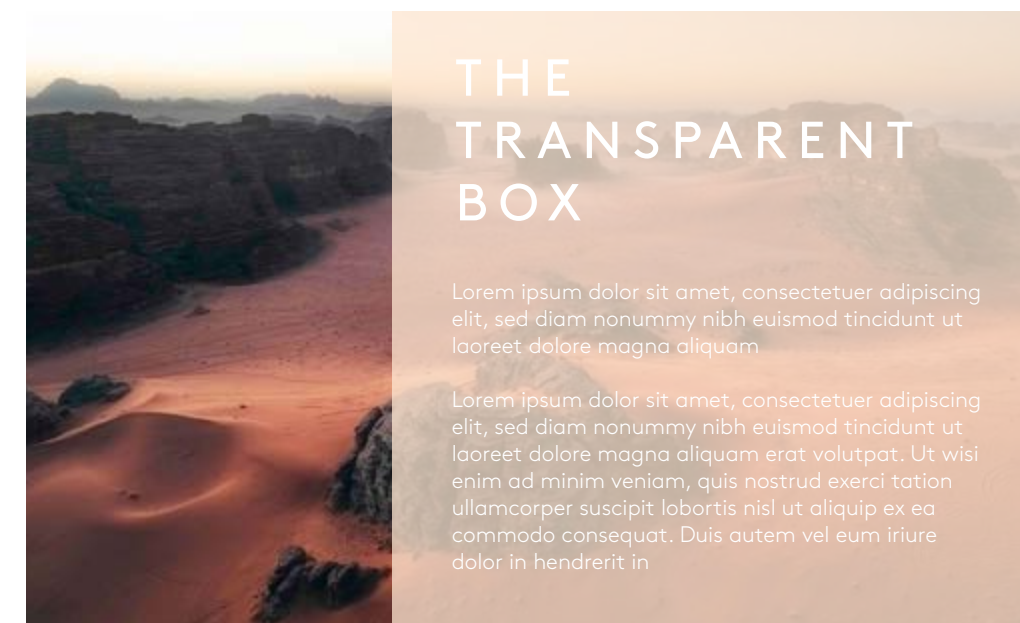
- ✗ Transparent box should never be centered.
When the transparent box is used, text should be left aligned.
Transparent box does not allow for the image to be the hero.



- ✗ Transparent box should never be a full bleed.
Never use two transparent boxes in one layout.



- ✗ Transparent box should never be a full bleed.
Does not allow for the image to be the hero of the layout.
The transparent box should only be used in cream and black brand colors.



THE TRANSPARENT BOX - USES AND MISUSES

The NEOM transparent box is used sparingly as an element to ensure legibility of content without compromising the background photography. It should not be used as a decorative element without a functional purpose.

The transparent box should be used with a margin and should never have a full bleed.

Cream and black brand colors with a range of 75%-85% values are only to be used.

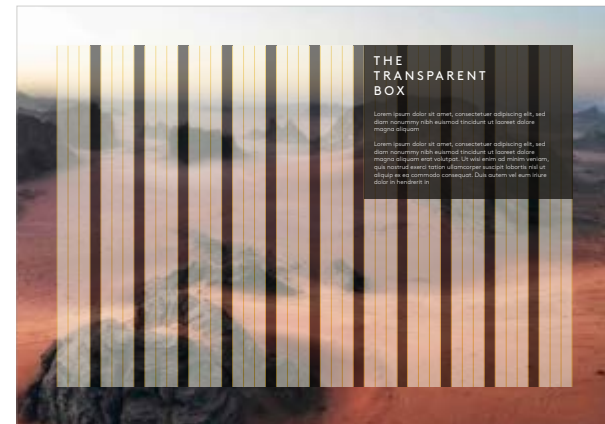
The text should always be left aligned.

A4 FORMAT

A PORTRAIT
20mm margin with total of 31 lines
8 columns : 7 gutters



A4 LANDSCAPE
20mm margin with total of 47 lines
12 columns : 11 gutters

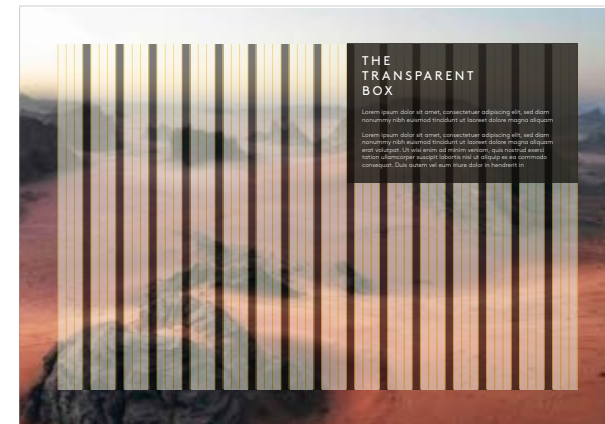


A3 FORMAT

A3 PORTRAIT
27mm margin with total of 43 lines
11 columns : 10 gutters

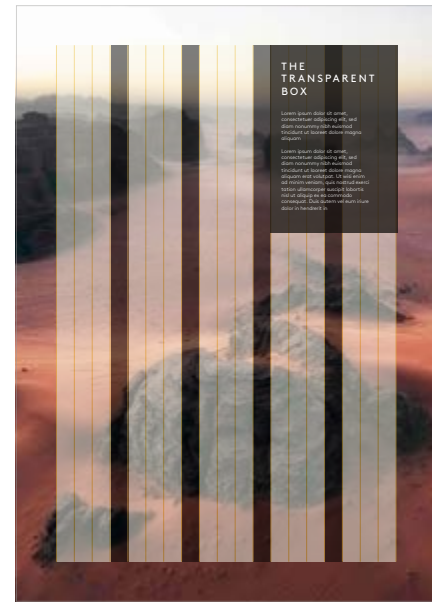


A3 LANDSCAPE
27mm margin with total of 63 lines
16 columns : 15 gutters

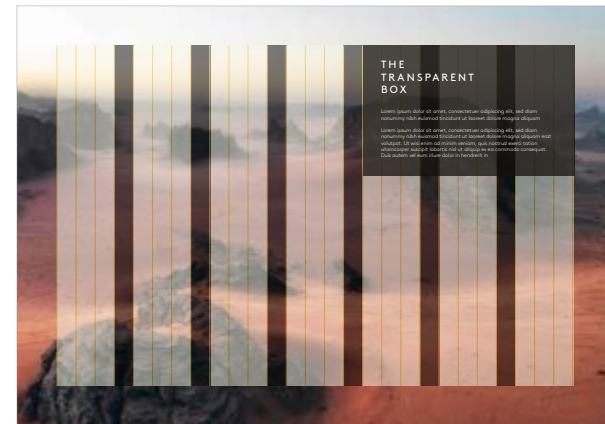


A5 FORMAT

A5 PORTRAIT
14mm margin with total of 19 lines
5 columns : 4 gutters

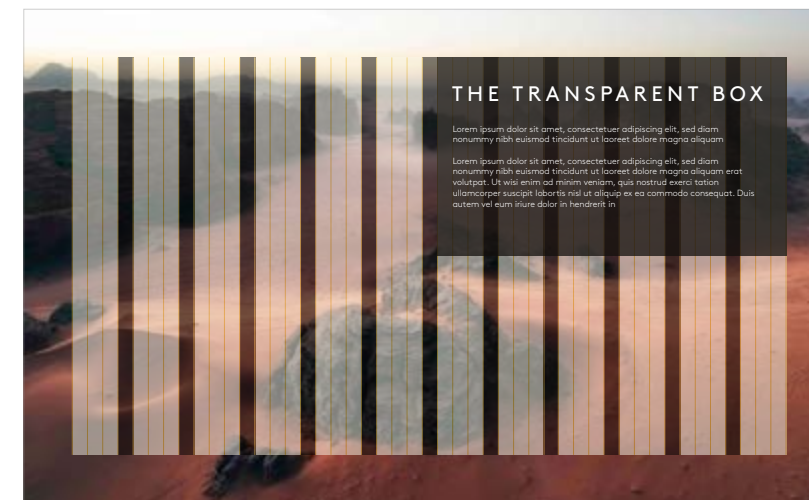
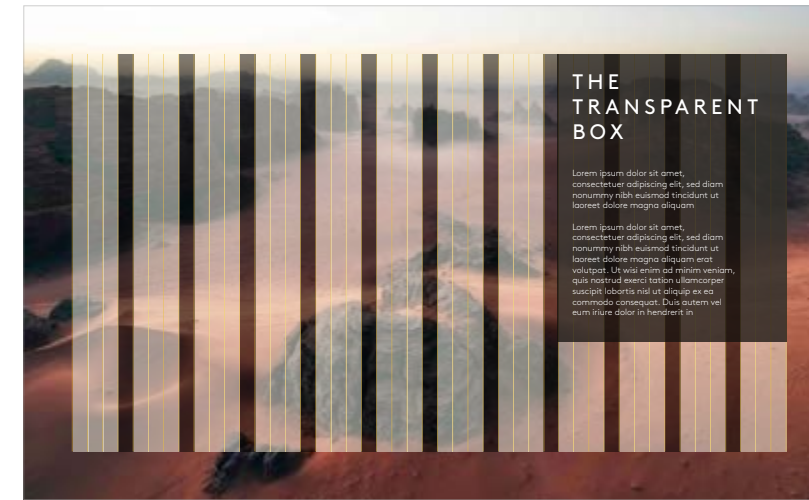


A5 LANDSCAPE
14mm margin with total of 27 lines
7 columns : 6 gutters



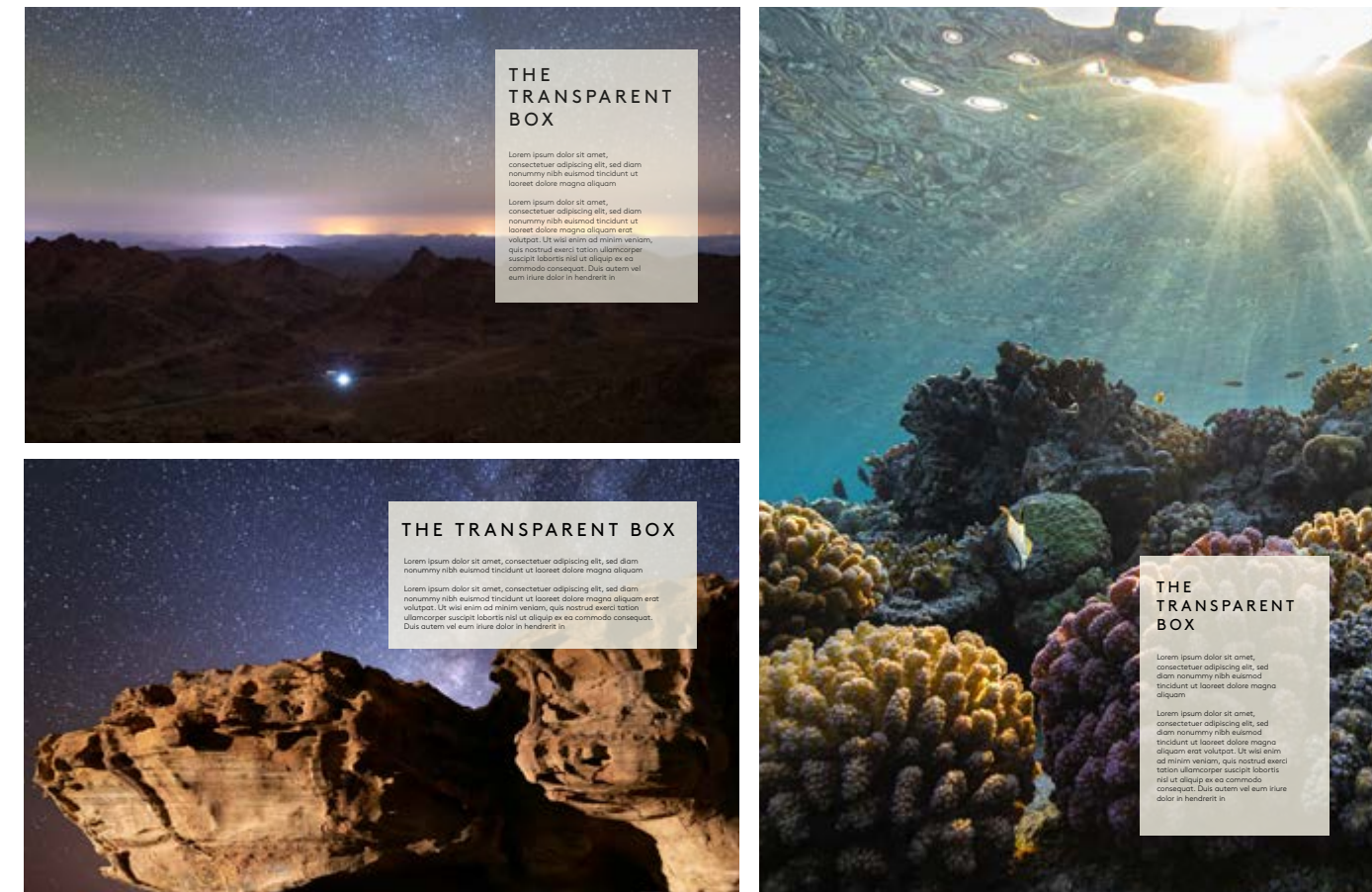
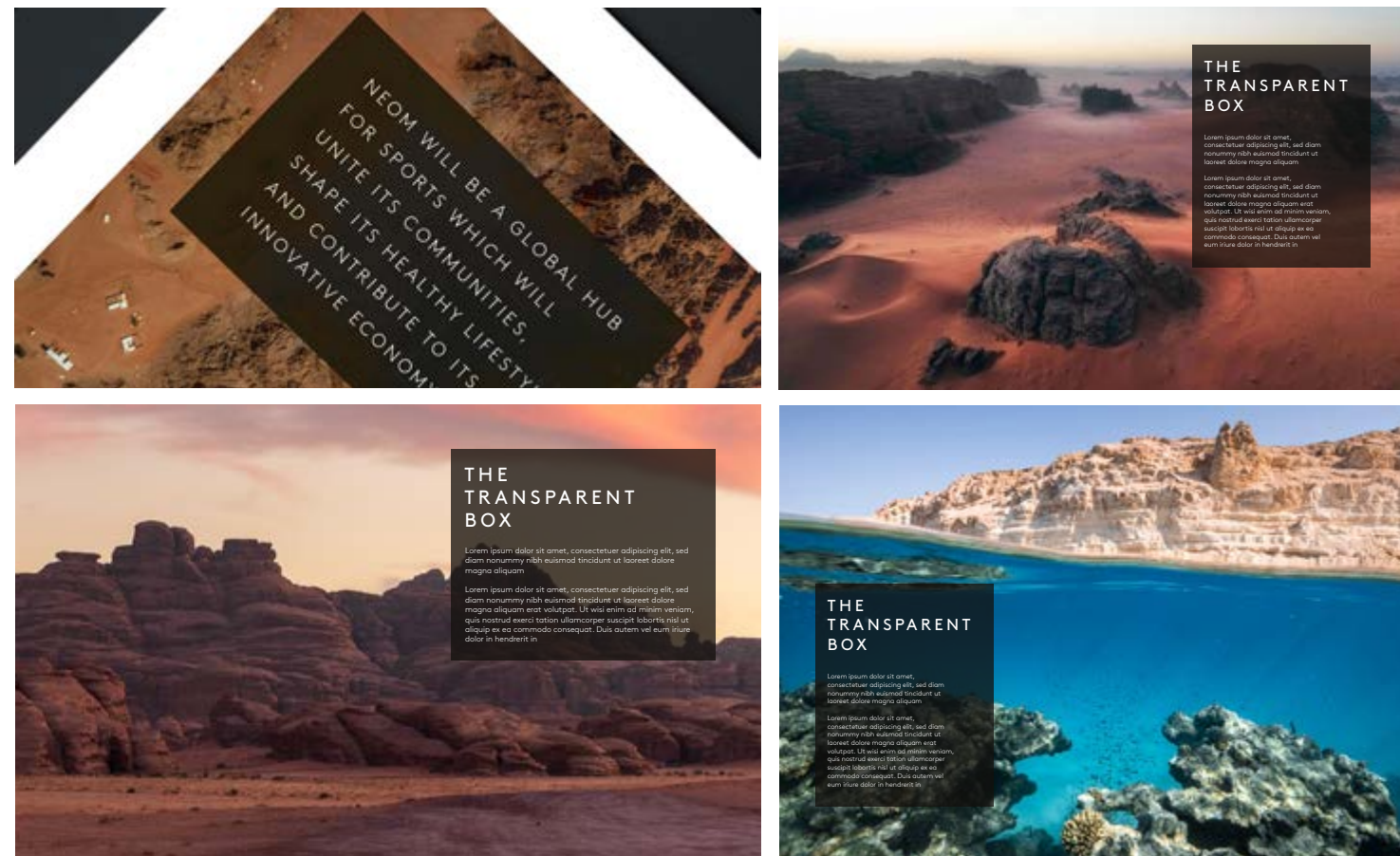
1280 X 720PX

1280 X 720PX
76px margin with total of 47 lines
12 columns : 11 gutters



THE TRANSPARENT BOX USAGE

The frame gives you the outer edge of the NEOM transparent box. This box never exceeds 1/2 of the layout horizontally and vertically.



THE TRANSPARENT BOX USAGE

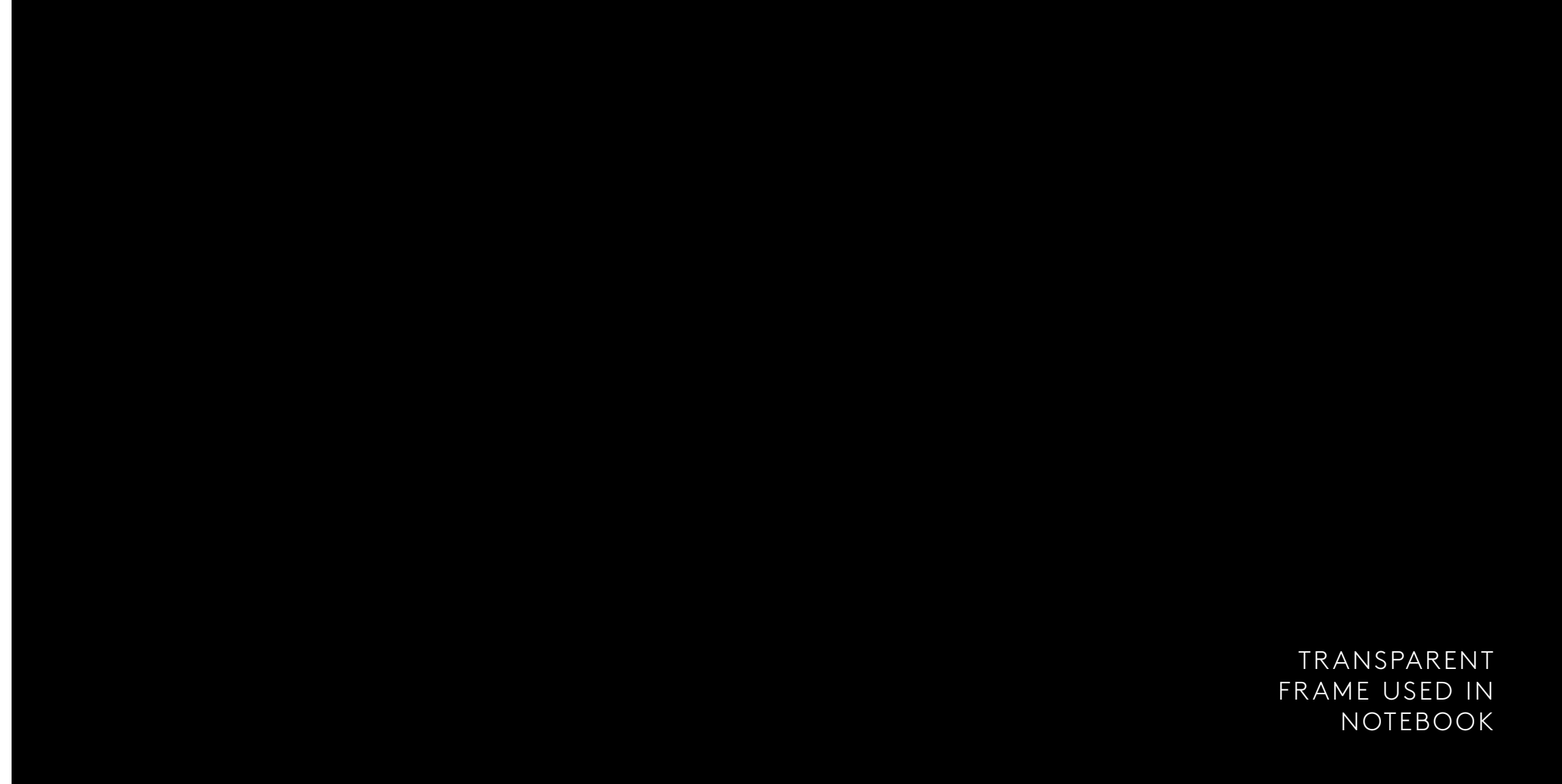
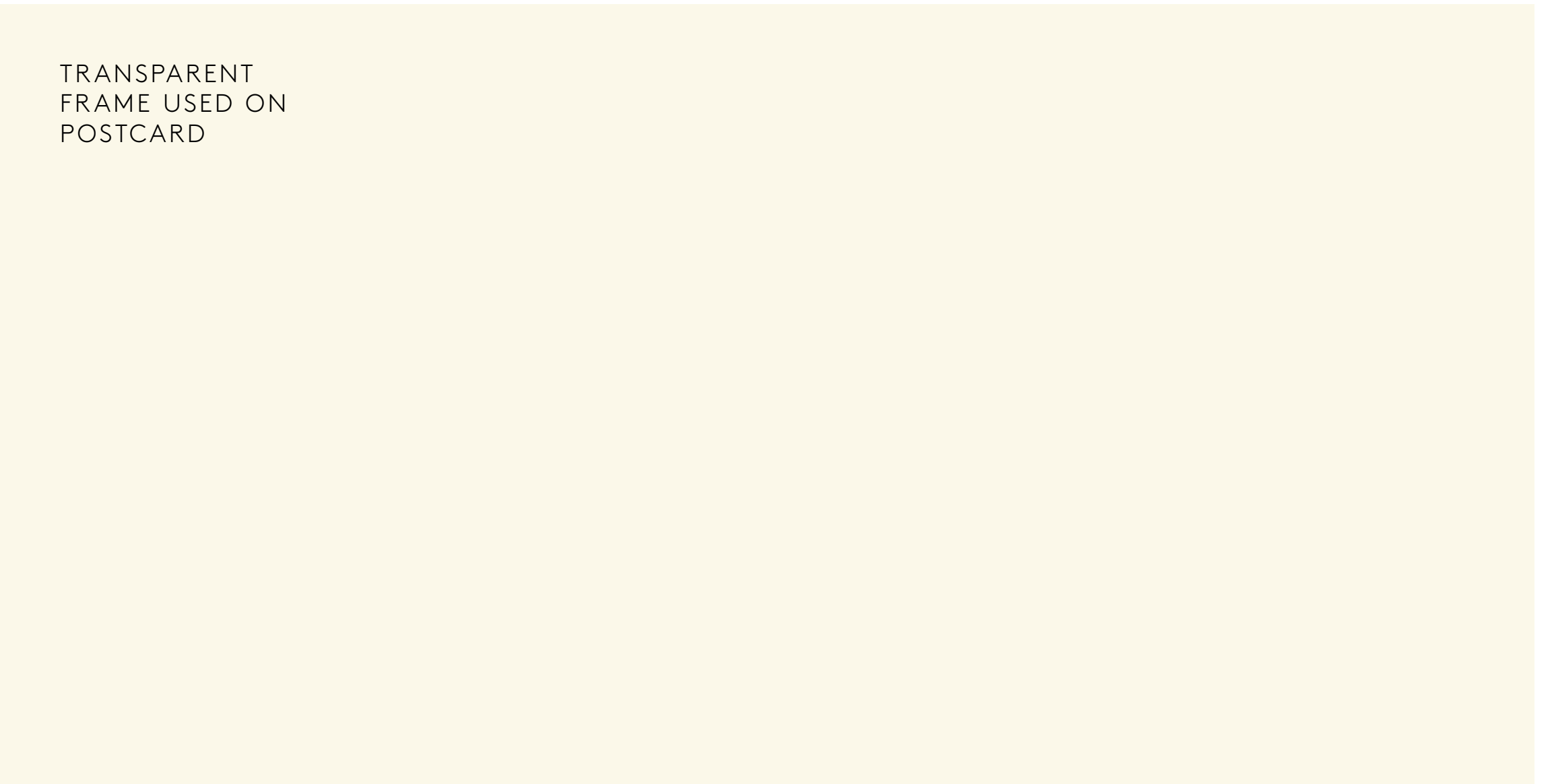
The NEOM transparent box can be used in both the masterbrand black and cream colors.

Use the transparent box in black over light imagery, and the transparent box in cream over dark imagery; to ensure legibility of content.

The transparent box should use a 75%-85% opacity value range for any given layout.



TRANSPARENT FRAME USED ON POSTCARD



TRANSPARENT FRAME USED IN NOTEBOOK



I C O N O G R A P H Y

ICON USAGE



نيوم NEOM

GENERAL ICONS



SAFE AND
VIBRANT CITIES



INTERNATIONAL
COMMUNITY

SECTOR ICONS



TOURISM



WATER

INITIATIVE ICONS



NEOM
FRIENDS



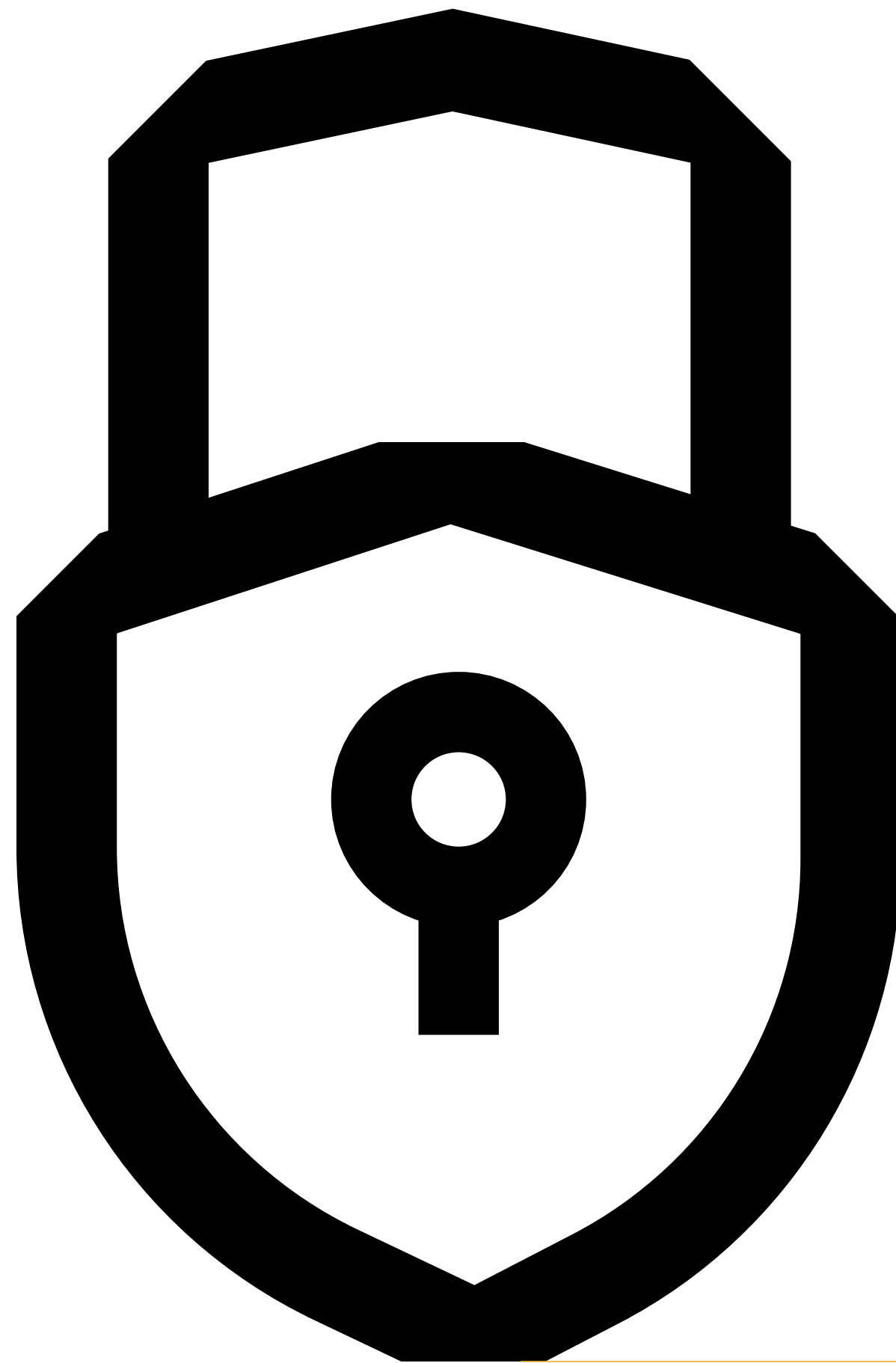
CYBER CULTURE
AT NEOM

We have identified three styles for iconography.

General icons are flat versions of the ribbon, without shadows.

Our economic sector icons represent a broad range of different subjects and should only be used when communicating specifically about these subjects.

Initiative icons for departments and divisions within NEOM follow the sector icons ribbon styling with shadows.



GENERAL ICONS

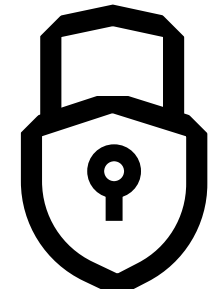
For all other iconography we use a flat version of the ribbon, without shadows. This ensures the economic sector icons are seen to have a more important role within NEOM.

They are uniform in line width, used at small to medium sizes and rendered in any of the primary colors.

The twist in the ribbon ensures they stand out as unique to NEOM.

THE TWIST

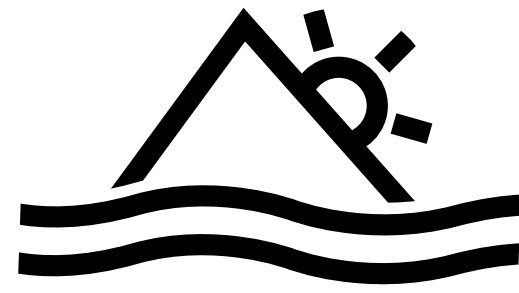
GENERAL ICON EXAMPLES



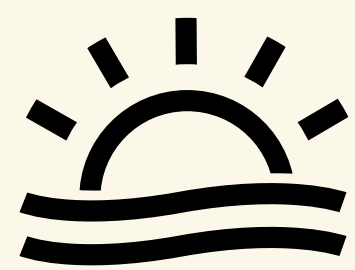
SAFE AND
VIBRANT CITIES



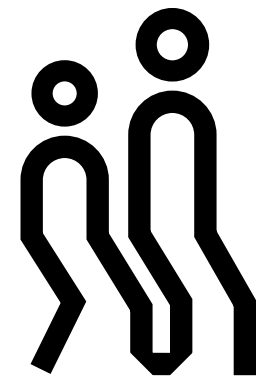
INTERNATIONAL
COMMUNITY



ACCESS TO DIVERSE
LANDSCAPES



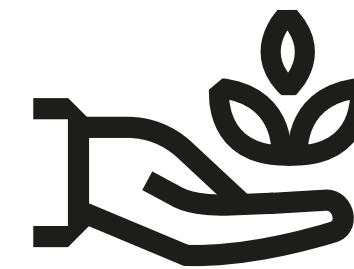
ONE OF THE FIRST CLIMATE
POSITIVE SOCIETIES



WALKABLE CITIES FREE
OF CONGESTION



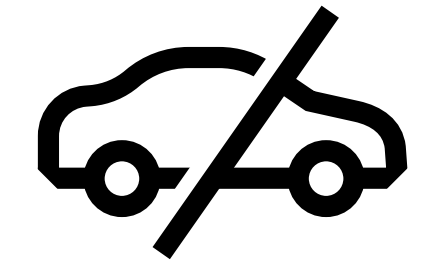
CONSERVATION



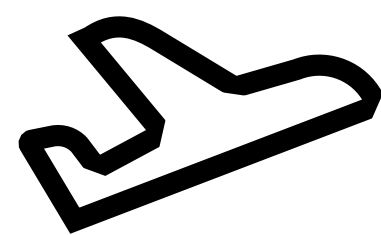
SUSTAINABLE
AGRICULTURE



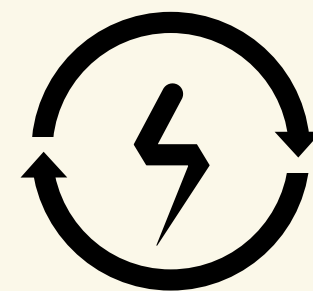
NATURAL OPEN SPACES
WITHIN 2KM



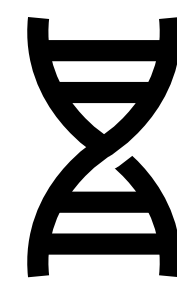
ELIMINATES DRIVING AS A
MODE OF TRANSPORT



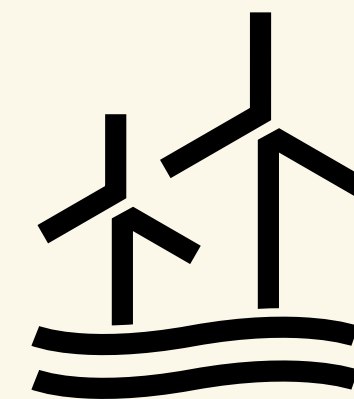
A WORLD CLASS
TOURIST DESTINATION



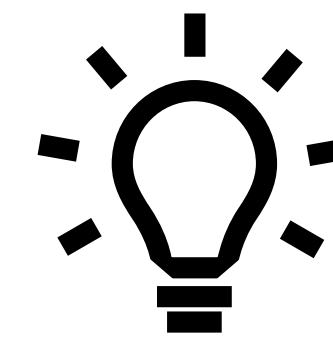
POWERED BY LOW-COST
RENEWABLE ENERGY



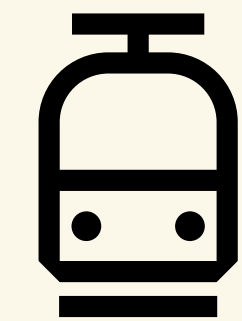
R&D SOLVING THE WORLD'S
BIGGEST PROBLEMS



WISE USE OF NATURAL
RESOURCES



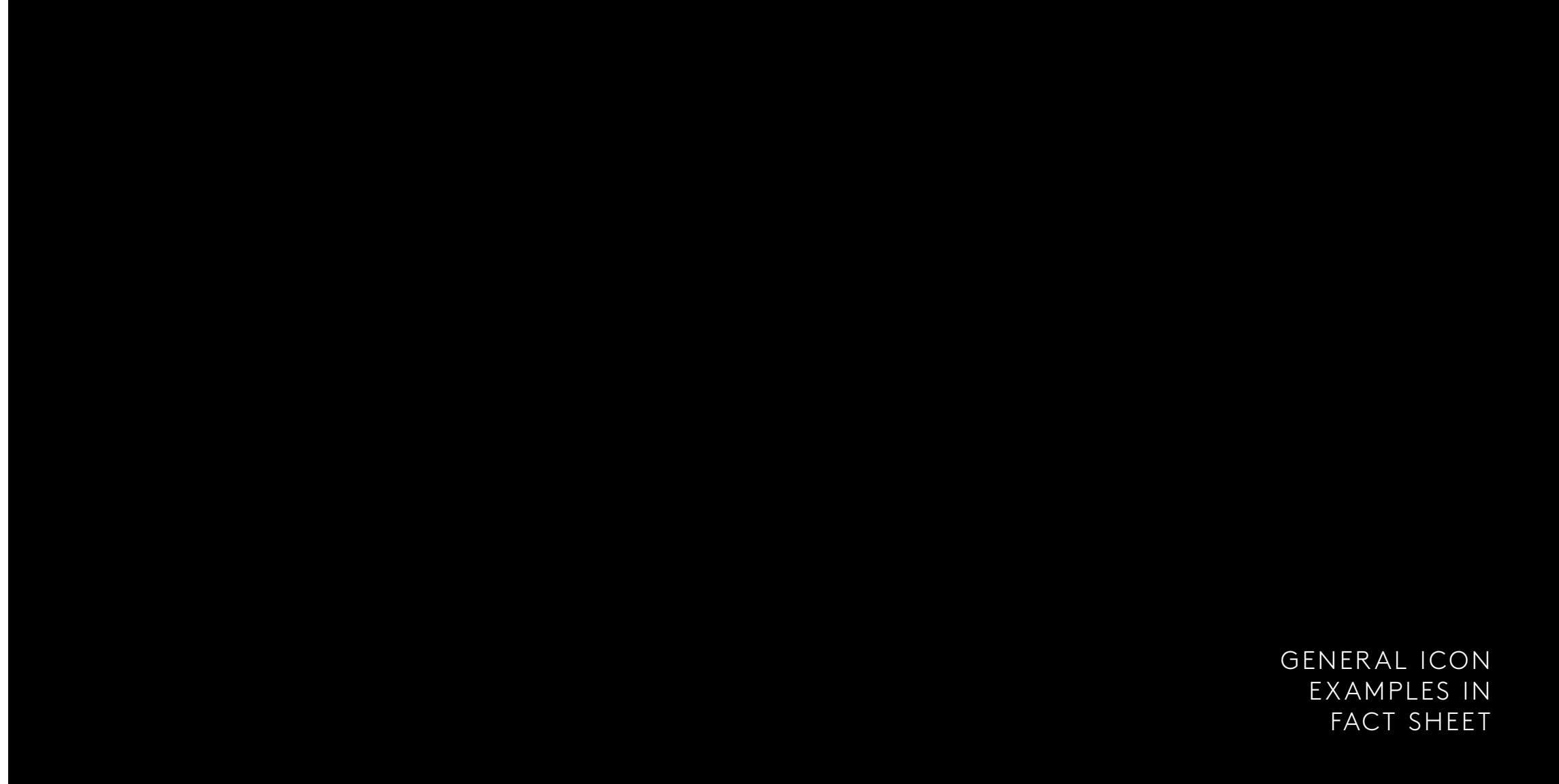
INNOVATION HUB



MASS TRANSIT POWERED
BY CLEAN ENERGY



GENERAL ICON EXAMPLES IN INFOGRAPHIC



GENERAL ICON EXAMPLES IN FACT SHEET





FOLDED RIBBON



MOBILITY

ECONOMIC SECTOR ICONS

Our economic sector icons represent a broad range of different subjects and should only be used when communicating specifically about these subjects. They are only used in the full color versions shown here.

When talking about a specific economic sector, the icon can be a hero element.

When talking about all of the economic sectors, the sector icons must be arranged and sized in a way that shows them as equal.

Do not alter or create alternate versions of the economic sector icons. Use the ones provided.



ENERGY



WATER



MOBILITY

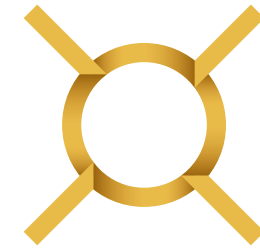


TECHNOLOGY
AND DIGITAL

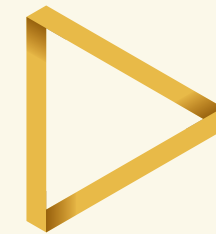
ALL ECONOMIC SECTOR ICONS



FOOD



MANUFACTURING



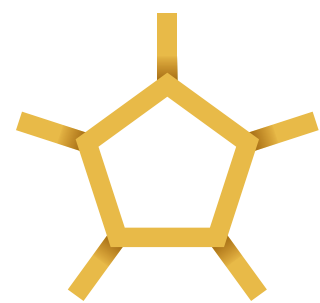
MEDIA



ENTERTAINMENT
AND CULTURE



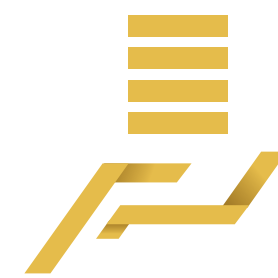
TOURISM



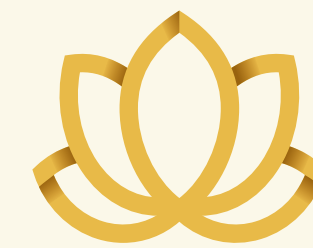
SPORT



DESIGN AND
CONSTRUCTION



FINANCIAL
SERVICES



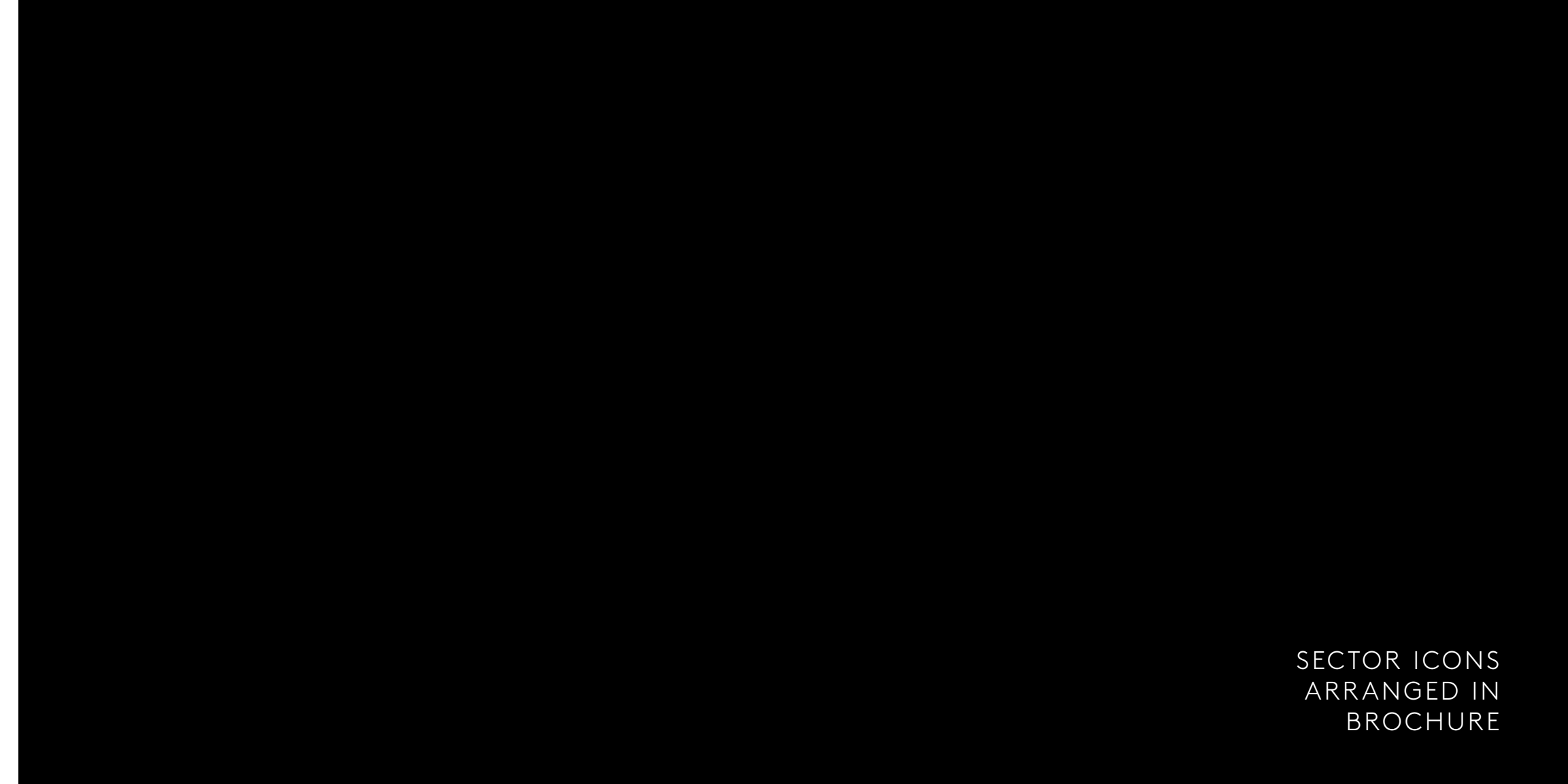
HEALTH, WELL-BEING
AND BIO-TECH



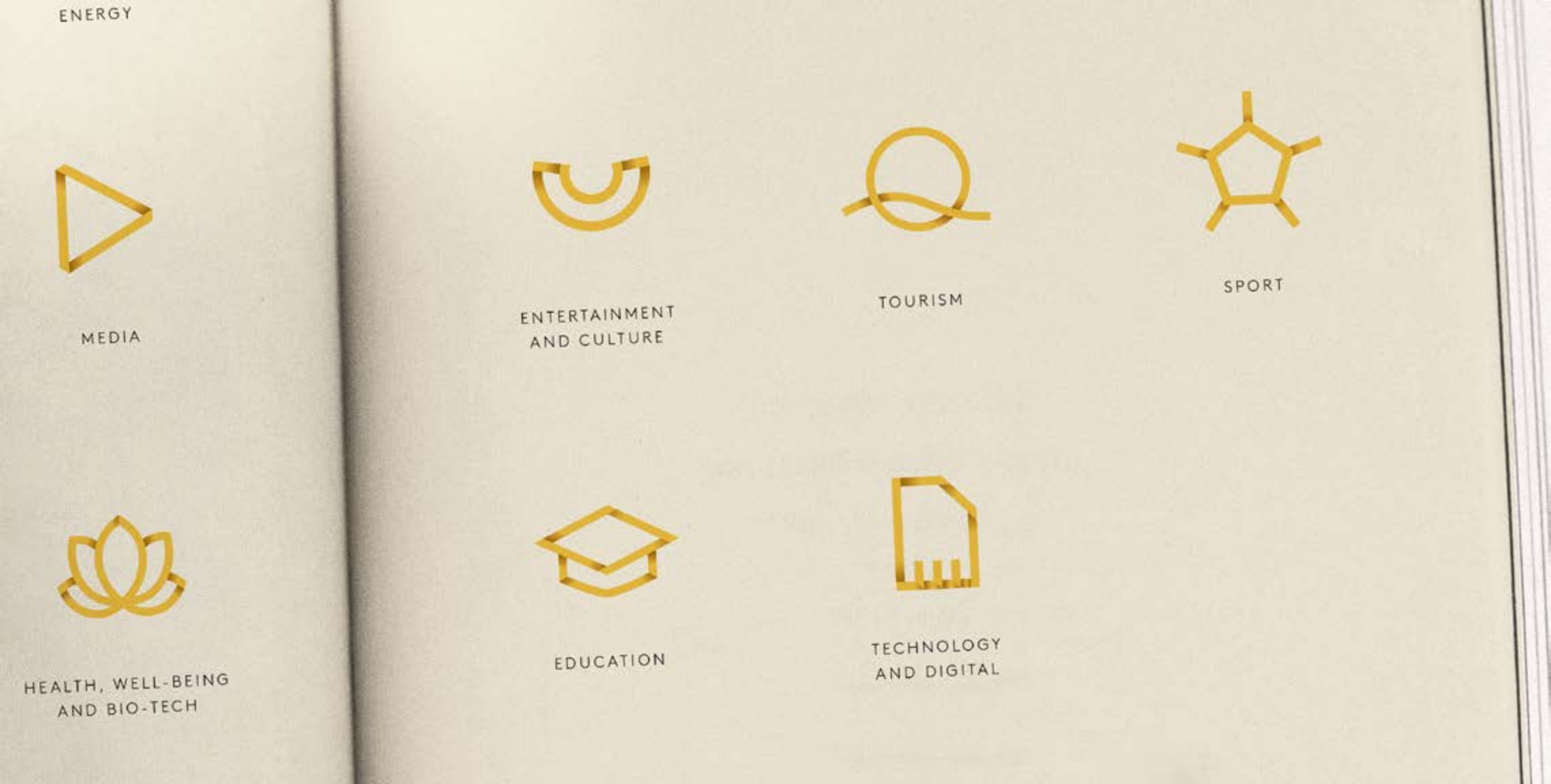
EDUCATION



LARGE SECTOR
ICON IN
BROCHURE



SECTOR ICONS
ARRANGED IN
BROCHURE



ENERGY



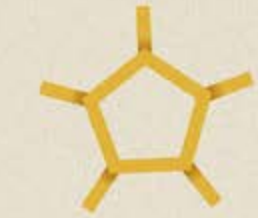
MEDIA



ENTERTAINMENT
AND CULTURE



TOURISM



SPORT



HEALTH, WELL-BEING
AND BIO-TECH



EDUCATION



TECHNOLOGY
AND DIGITAL



NEOM
SOCIAL
RESPONSIBILITY



INITIATIVE ICONS

Initiative icons for departments and divisions within NEOM follow the sector icons ribbon styling with shadows.

These icons can take up the color of the department they live in from within the NEOM masterbrand colors.

The icons can live both in full color and NEOM black and white versions with shadows.

G R A P H I C K E Y L I N E S

BULLET POINT



ARROW



STRAIGHT LINE



GRAPHICS KEYLINES

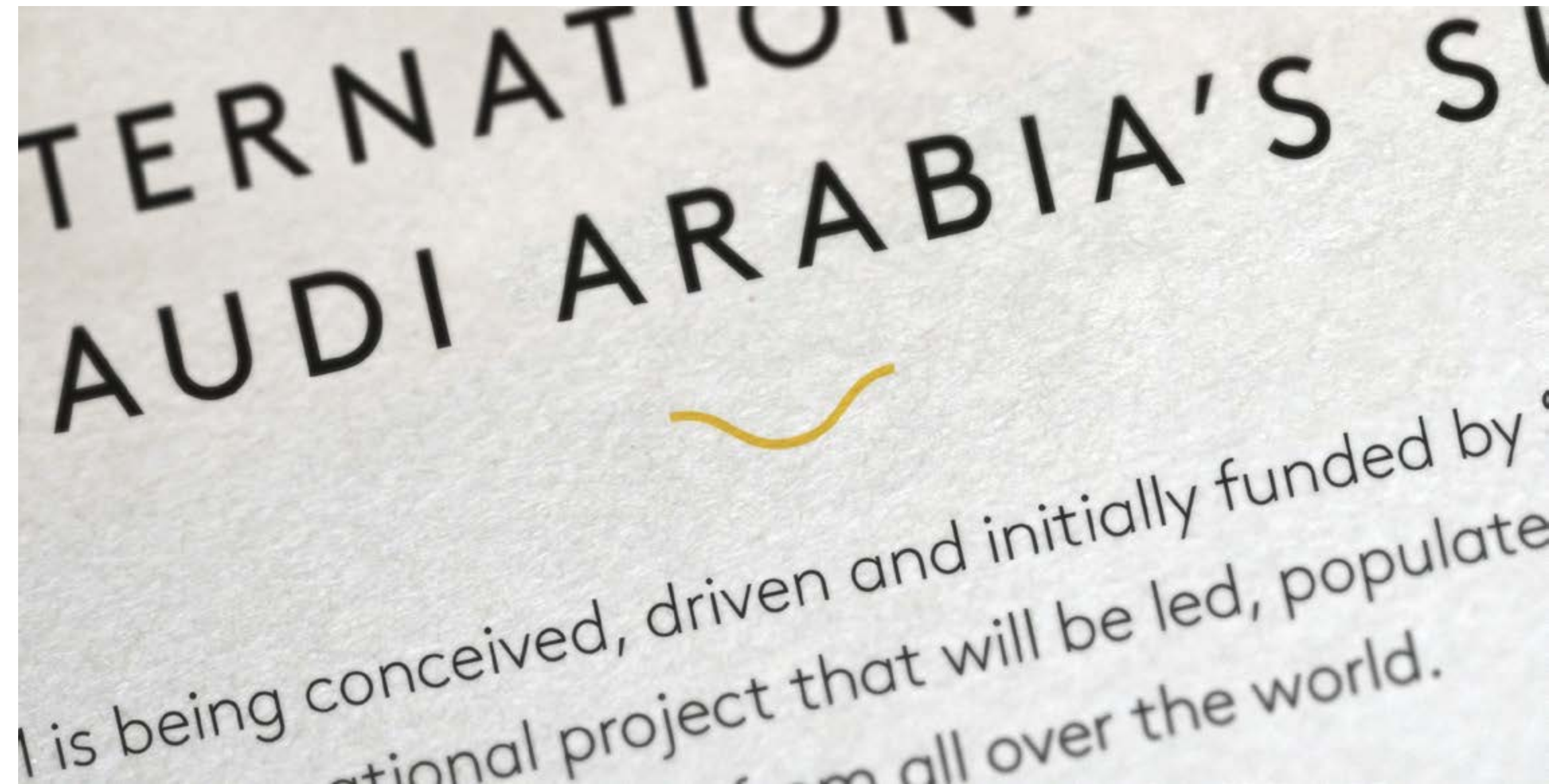
Keylines can be used in a practical way to aid comprehension or as decorative graphic elements like bullet points and directional arrows.

Keylines used within the masterbrand can be colored either gold, white or black using a single color per application and should also be used sparingly.

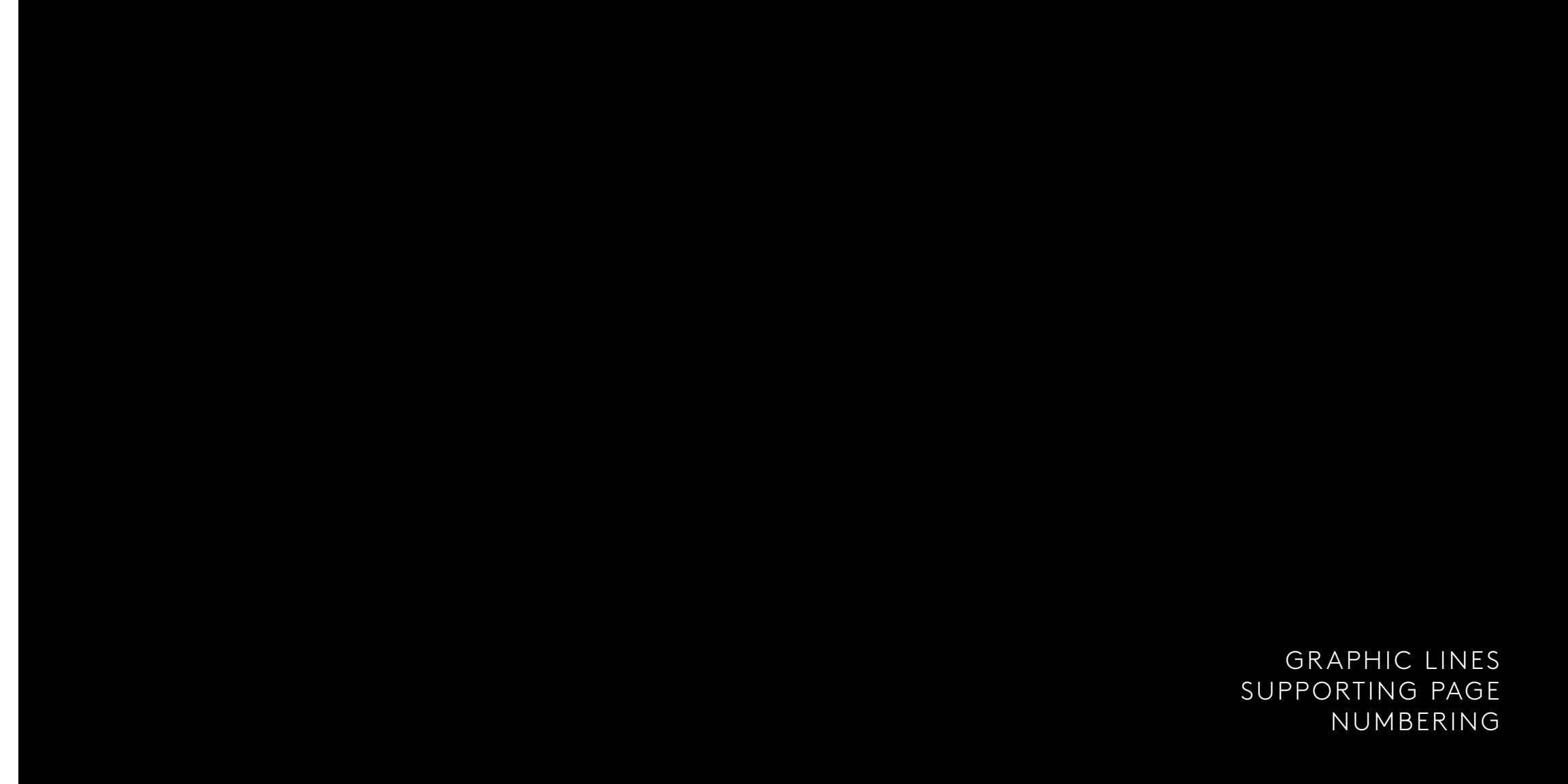
Keylines are also used across NEOM brands, where they are able to take the color of the pillars to show the relationship between NEOM and NEOM brand.

For most collateral held or seen at arms length use a keylines weight of 0.7pt. If seen from a distance you will need to increase the keyline weight but keep the relationship between the line and all other design elements visually the same across all collateral.

In order to ensure that the graphic keylines are used sparingly, MS Office system bullet points are used



ARROW PLACED BETWEEN HEADING AND COPY



GRAPHIC LINES
SUPPORTING PAGE
NUMBERING



74

75



العنوان

العنوان الفرعي

لوريم اييسوم دولار سيت أميت ,كونسيكتيتور أدابيا يسكينج أليابت,سيت دو
أيوسمود تيمبور أنكايديديوننتيوت لابوري ات دولار ماجنا أليكيوا. يوت انيم أد
مينيم فينايم, كيواس نوستريد.

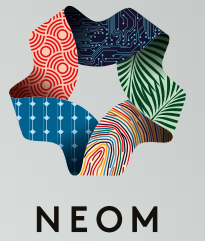
ديواس أيوتي أريري دولار إن ريبريهيندير أيت فوليويتاتي فيلايت أيسسي
كايلايوم دولار أيو فيجاييت نيولا باراباتيور. أيكسسيتيور ساينت أوككايكات
كيوباداتات نون بروايدينت ,سيونت ان كيولبا كيو أوفيسيا.

ديسيريونتموليت انيم أيدي ايسنت لابوريوم. سيت يتبيرسبايكياتيس يوندي
أومنيس أستى ناتيس أيرورر سيت فوليتاتيم أكيساتنيوم دولاريمكيو
لايودانتيموم, توتام ريم أيرام, أكيو أبسا كيواي أب اللو أنفينتوري فيراتاتيس
ايت كياسى أرشيتيكتو بيتاي فيتاي ديكاتا سيونت أكسبليكابو. نيمو أنيم أبسام
فوليوباتاتيم كيواي فوليويتاس سايت أسبير ناتشر أوت أودايت أوت فيوجايت,
سيد كيواي كونسيكيوننتشر ماجناي دولارس أوس كيواي راتاشن فوليويتاتيم
سيكيواي نيسكايونت. نيكيو بوررو كيوايسكيوم ايسنت.

GRAPHIC LINE
BETWEEN HEADING
AND COPY

NEOM SOCIAL RESPONSIBILITY

SUBHEADLINE GOES HERE
12 DEC 2021



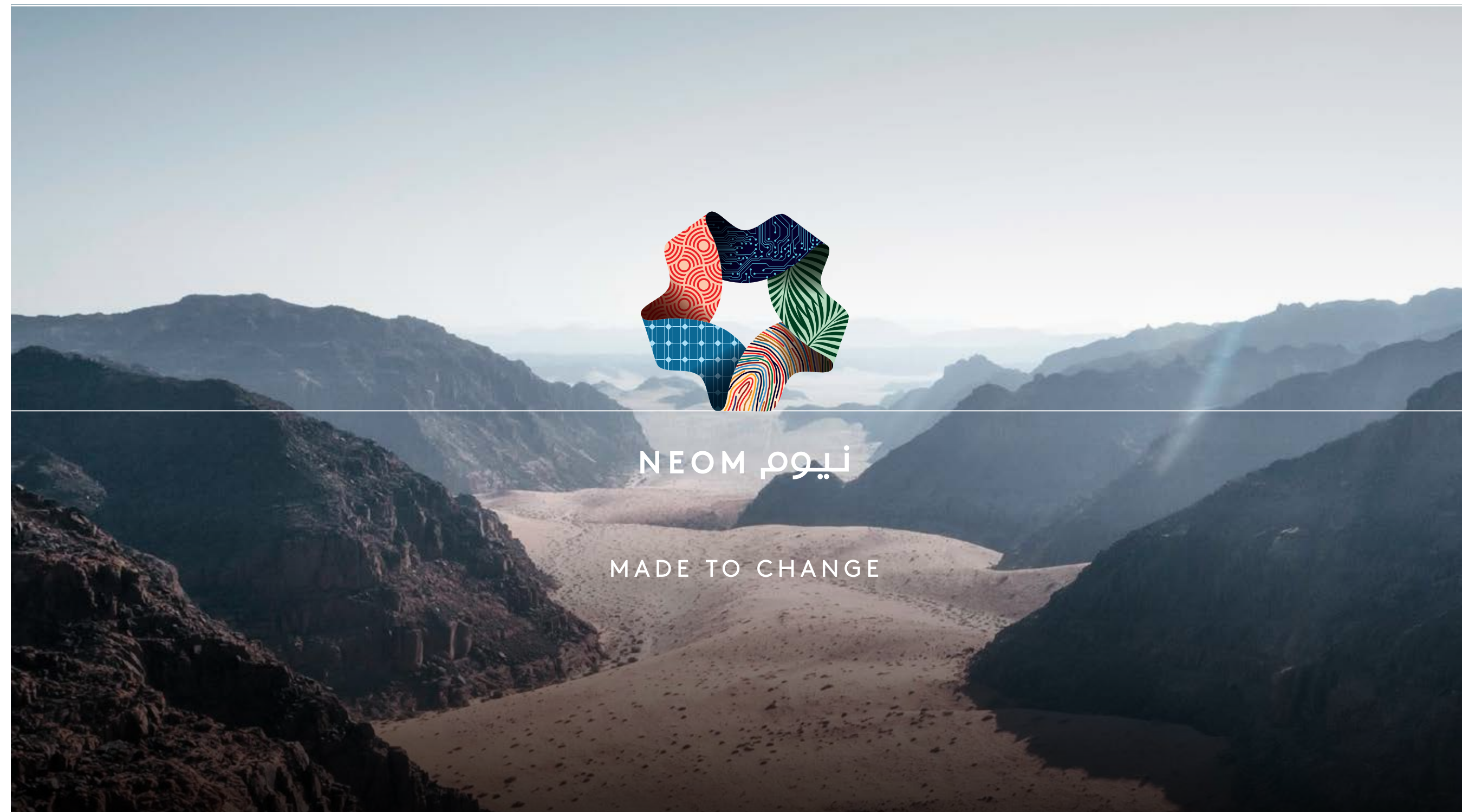
GRAPHIC LINE
BETWEEN HEADING
AND COPY

The following guide will ensure we have a consistent brand presence for all films produced for NEOM.

BRANDING FOR FILM

SECTIONS

- BRANDING FOR FILM
- FORMATS
- TRANSITION TO URL
- FILM SUPERS
- FILM SUBTITLES



BRANDING FOR FILM

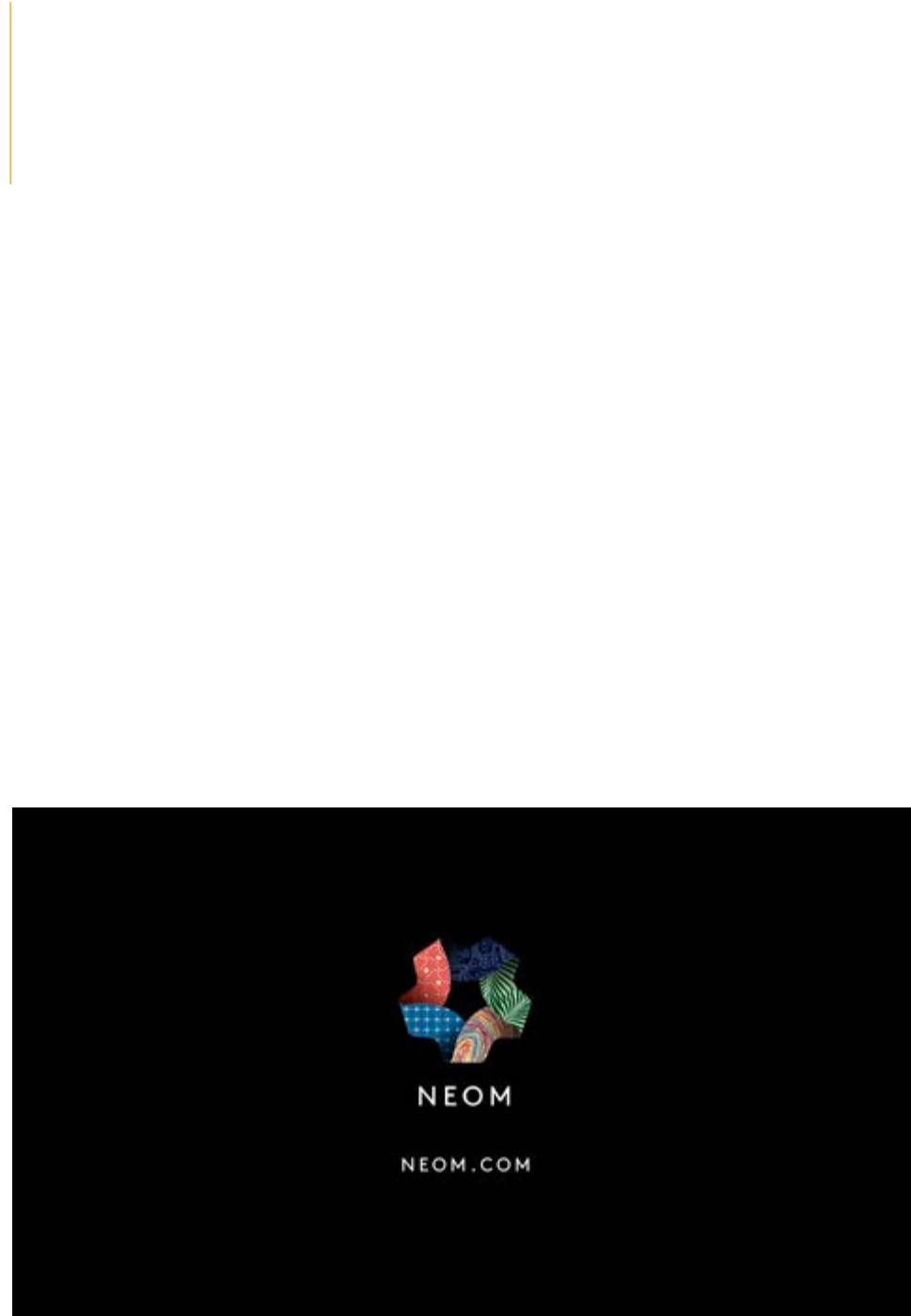
We require a consistent placement and style of animation for the brand mark on all films we make for NEOM.

The brand mark is positioned by placing the bottom of the future loop on the centre line of your format.

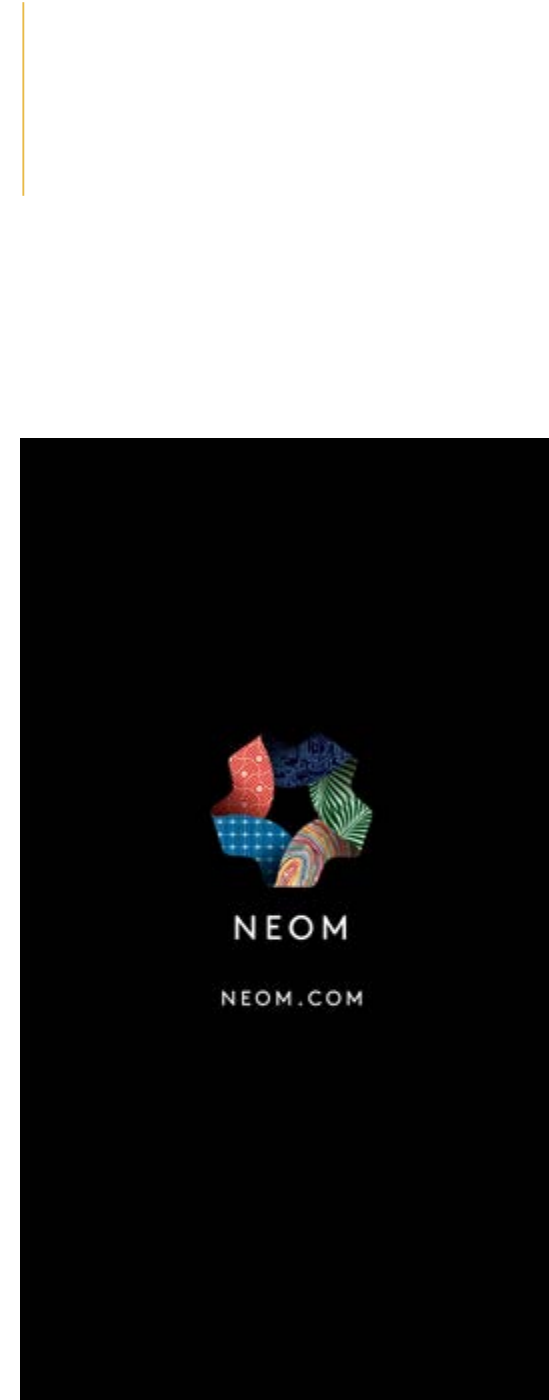
The position and size of the brand mark is the same when it is locked up with our brand line MADE TO CHANGE, use the appropriate lock-up for the language of the audience.

The following page shows how to determine the size of the mark for different formats.

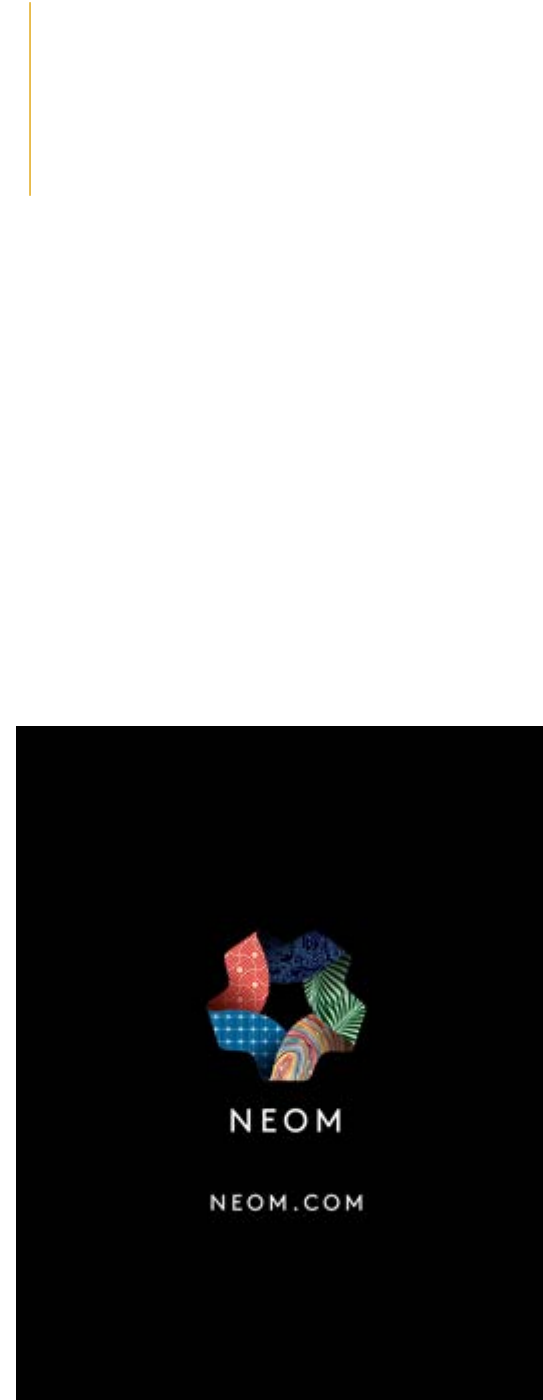
FORMAT
16:9



FORMAT
9:16



FORMAT
4:5



FORMAT
1:1



LATIN FORMATS

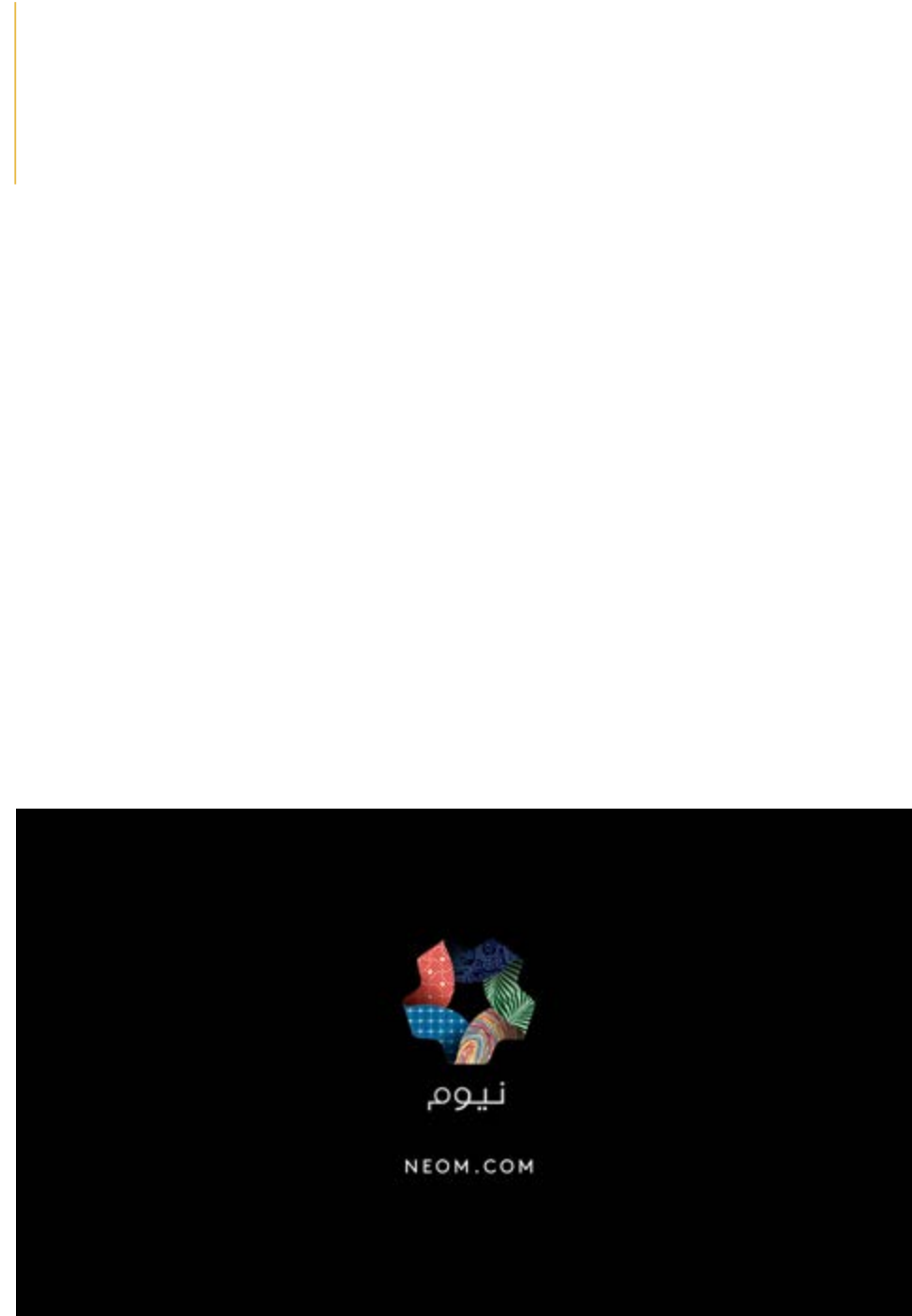
16:9 — The futureloop is 25% of the screen height.

9:16 — The futureloop is 16.67% of the screen height.

4:5 — The futureloop is 23.70% of the screen height.

1:1 — The futureloop is 26.85% of the screen height.

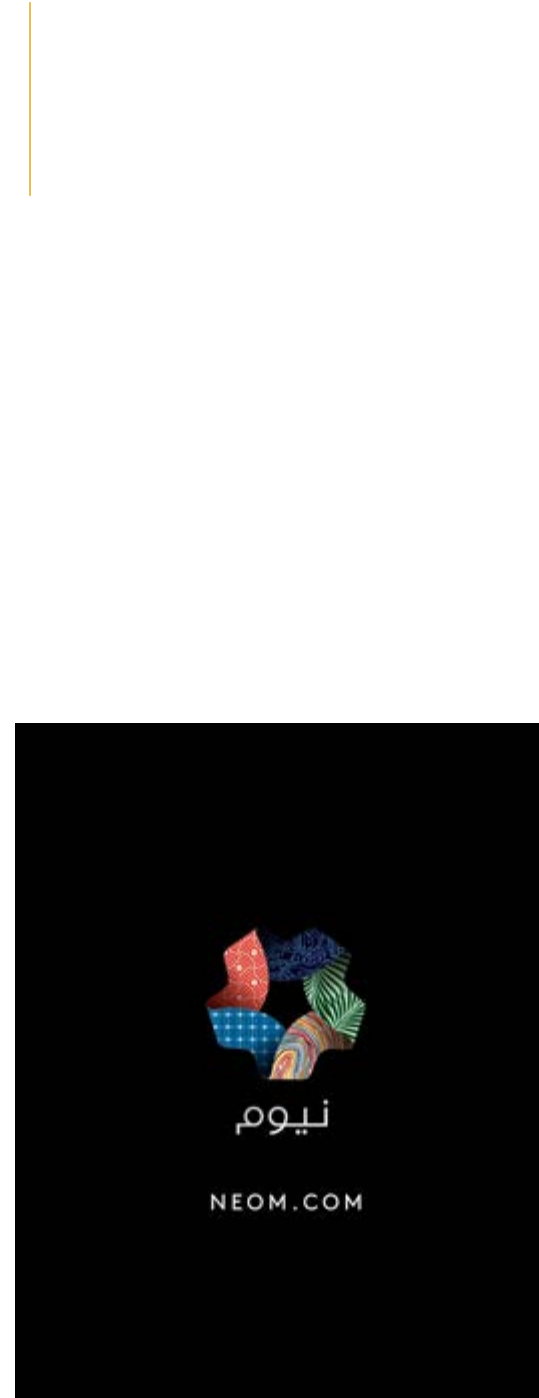
FORMAT
16:9



FORMAT
9:16



FORMAT
4:5



FORMAT
1:1



ARABIC FORMATS

16:9 — The futureloop is 25% of the screen height.

9:16 — The futureloop is 16.67% of the screen height.

4:5 — The futureloop is 23.70% of the screen height.

1:1 — The futureloop is 26.85% of the screen height.

TRANSITION TO URL



PRIOR TO TRANSITION



CHARACTERS COLLAPSE TO THE CENTRE LINE
UNTIL THEY DISAPPEAR



AS SOON AS THE PREVIOUS LINE DISAPPEARS,
THE URL EXPANDS OUT FROM THE CENTRE LINE



THE TRANSITION IS COMPLETE

To emphasise the concept of made for change, the characters collapse to the centre line and expand to reveal the URL.

The URL is always written with NEOM and .COM in capital letters. The URL is usually not tracked out but in this instance the tracking is set at 200 as it has a more prominent position and is following on from the previous line which is also tracked at 200.



WE ARE THE ENGINEERS



إعادة تعريف علاقتنا مع الارض

FILM SUPERS

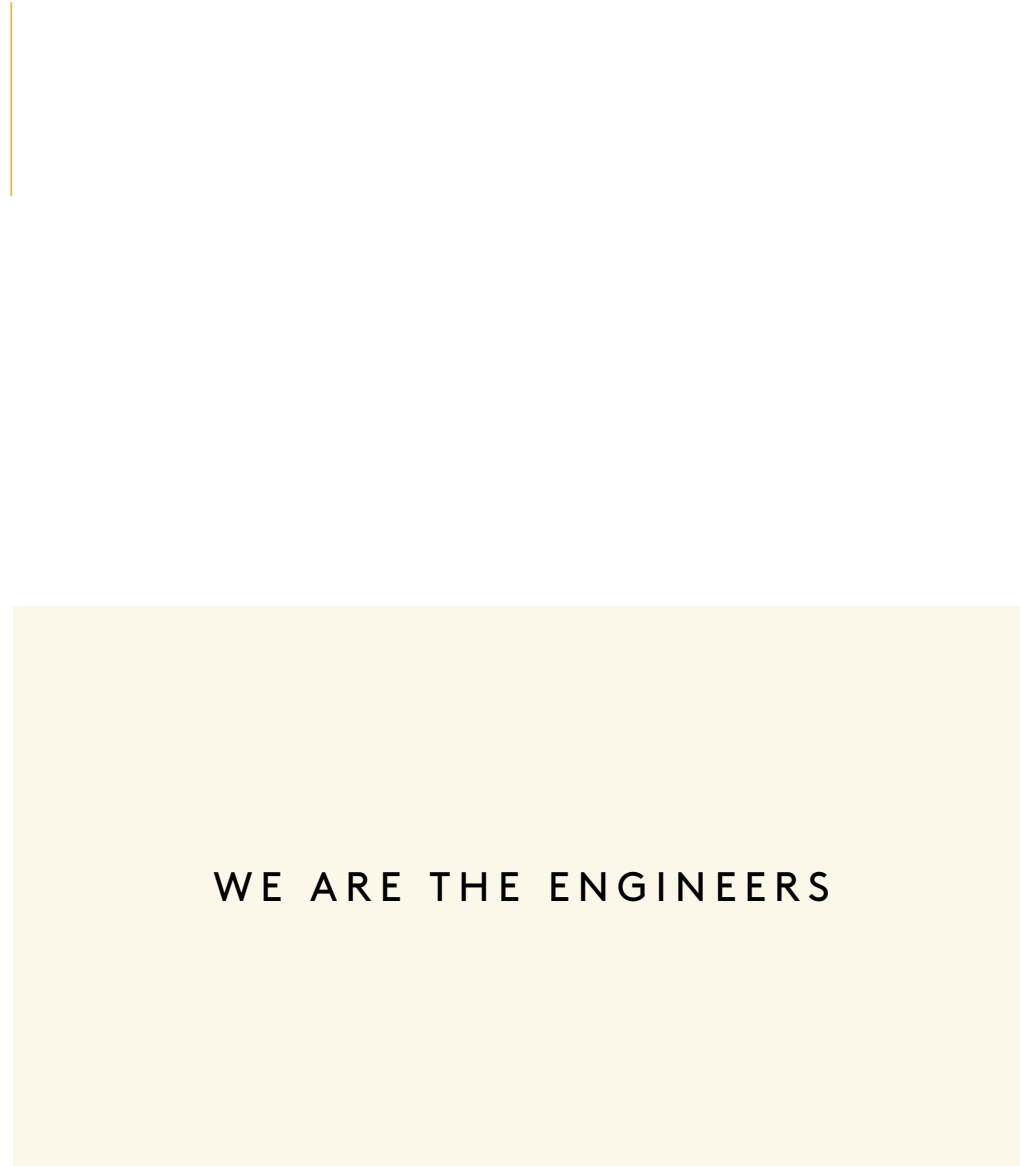
Supers have a constant style across all of our media.

Latin supers are always written in Brown Regular, all uppercase with tracking set at 200.

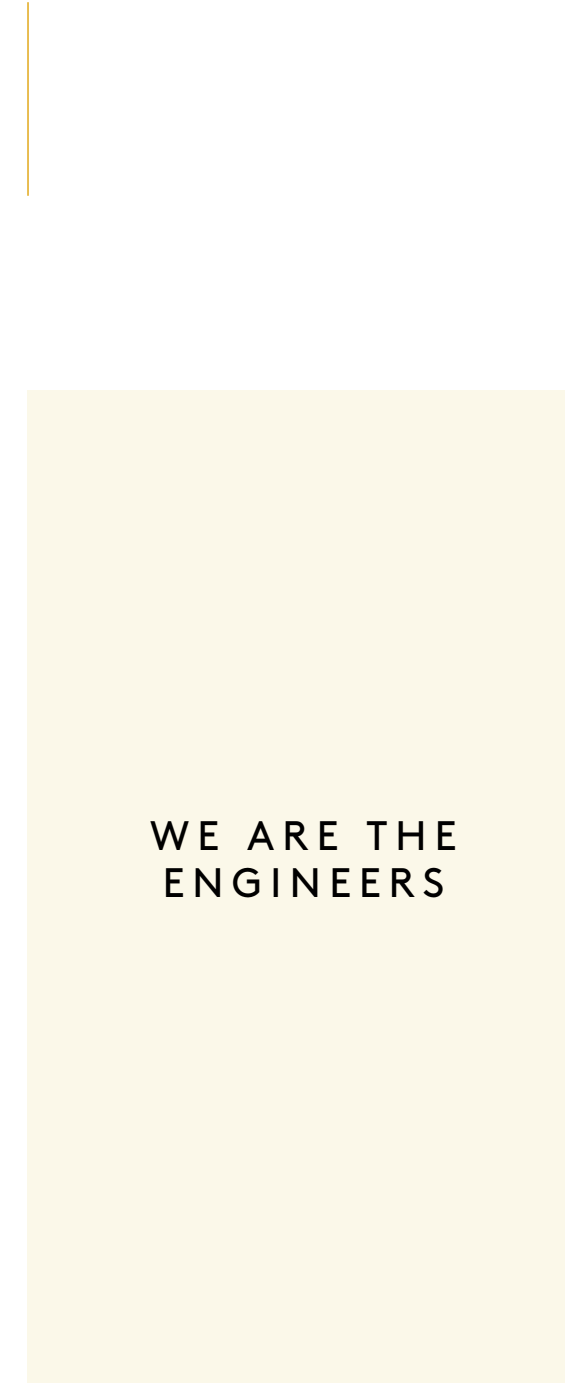
Arabic supers are written in 29LT Bukra Regular.

Supers should be centred to the screen both vertically and horizontally and can run over more than one line. Short supers keep the natural elegance of the NEOM brand. Avoid stretching supers across the full width of the screen.

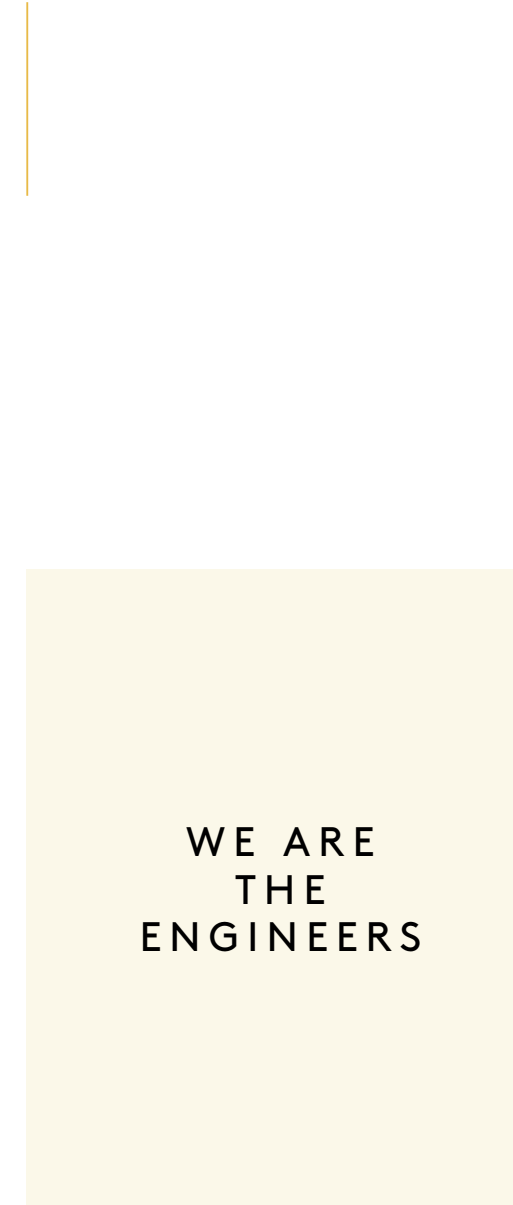
FORMAT
16:9



FORMAT
9:16



FORMAT
4:5



FORMAT
1:1



SUPERS ON FORMATS

16:9 — The text is 5.3% of the screen height with a leading 1.14 x the text height.

9:16 — The text is 2.9% of the screen height with a leading 1.14 x the text height.

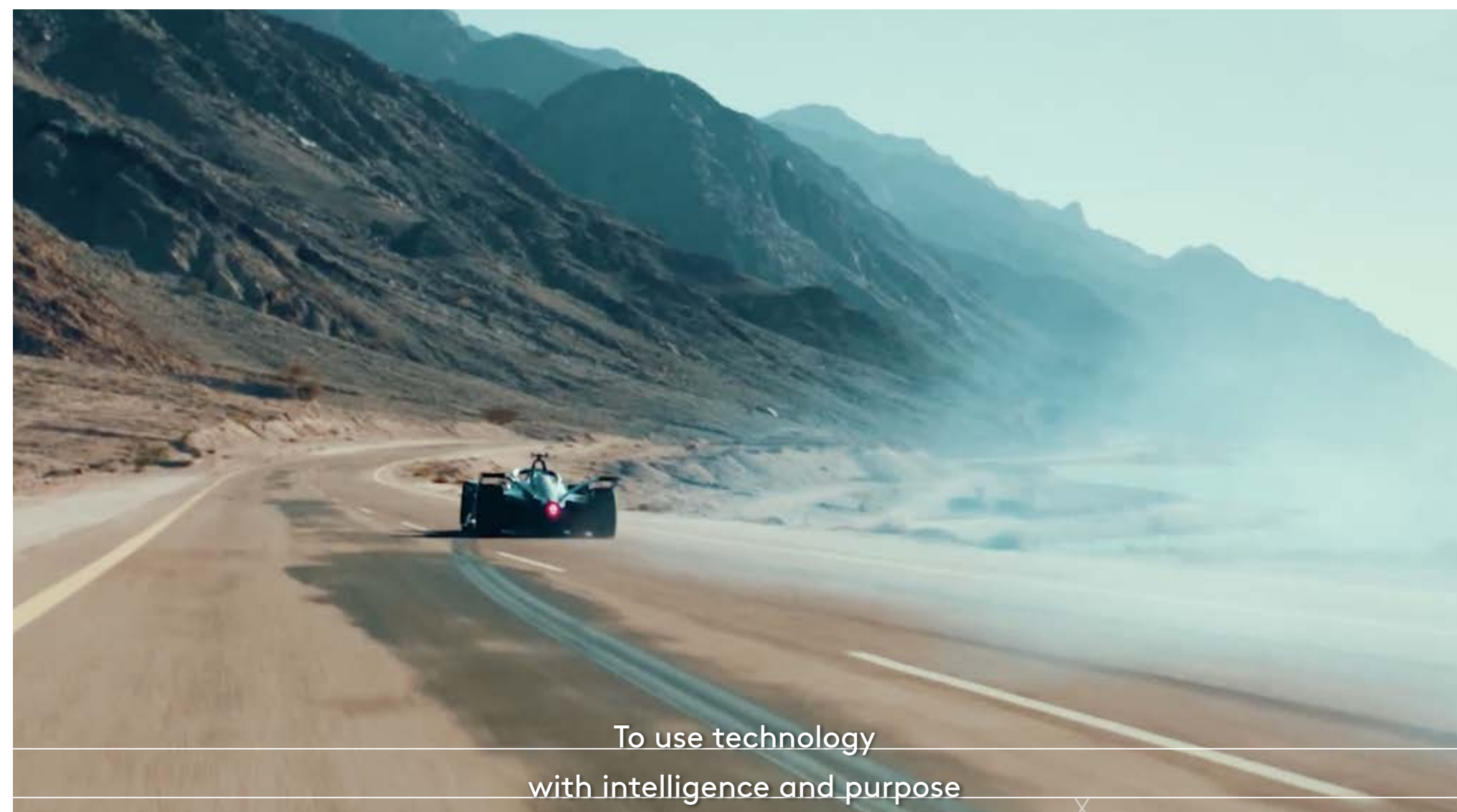
4:5 — The text is 4.5% of the screen height with a leading 1.14 x the text height.

1:1 — The text is 5.7% of the screen height with a leading 1.14 x the text height.

Use the same % for both Latin and Arabic and apply them to these heights in the characters.

TEXT %

النص %



FILM SUBTITLES

NEOM is a society that prides itself on inclusivity. So subtitles are treated with respect and not an afterthought.

Latin subtitles are always written in Brown Regular, all sentence case with 0 tracking.

Arabic subtitles are always written in 29LT Zarid Text Medium.

Japanese subtitles are always written in Hiragino Kaku Gothic ProN (W6)

Chinese subtitles are always written in Source Han Sans.

A subtle drop shadow of 50% black is employed to ensure readability on all potential backgrounds.

The baseline for subtitles sits one line length from the bottom of the screen.

FORMAT
16:9



FORMAT
9:16



FORMAT
4:5



FORMAT
1:1



SUBTITLES ON FORMATS

16:9 — The text has a cap height of 2.69% of the screen height with a leading 1.69 x the text height.
— The baseline for subtitles sits 1 line length from the bottom of the screen.

9:16 — The text has a cap height of 1.67% of the screen height with a leading 1.72 x the text height.
— The baseline for subtitles sits 3.94 line length from the bottom of the screen.

4:5 — The text has a cap height of 2.15% of the screen height with a leading 1.69 x the text height.
— The baseline for subtitles sits 1.4 line length from the bottom of the screen.

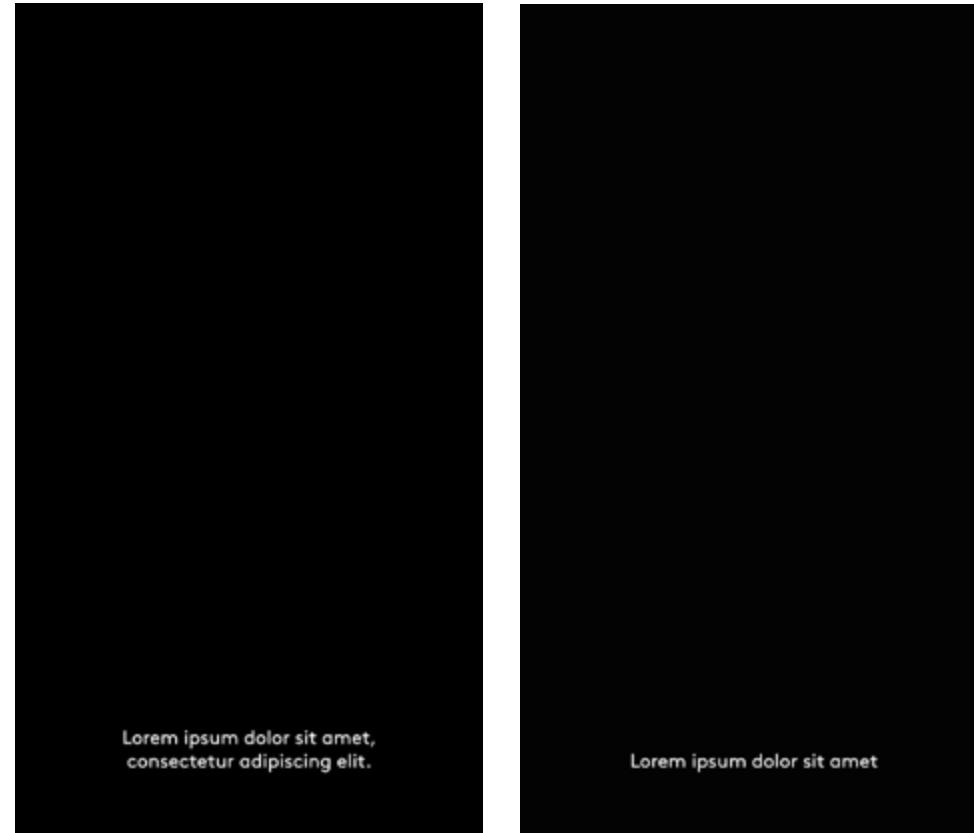
1:1 — The text has a cap height of 2.69% of the screen height with a leading 1.69 x the text height.
— The baseline for subtitles sits 1.1 line length from the bottom of the screen.

Use the same % for both Latin and Arabic and apply them to these heights in the characters.

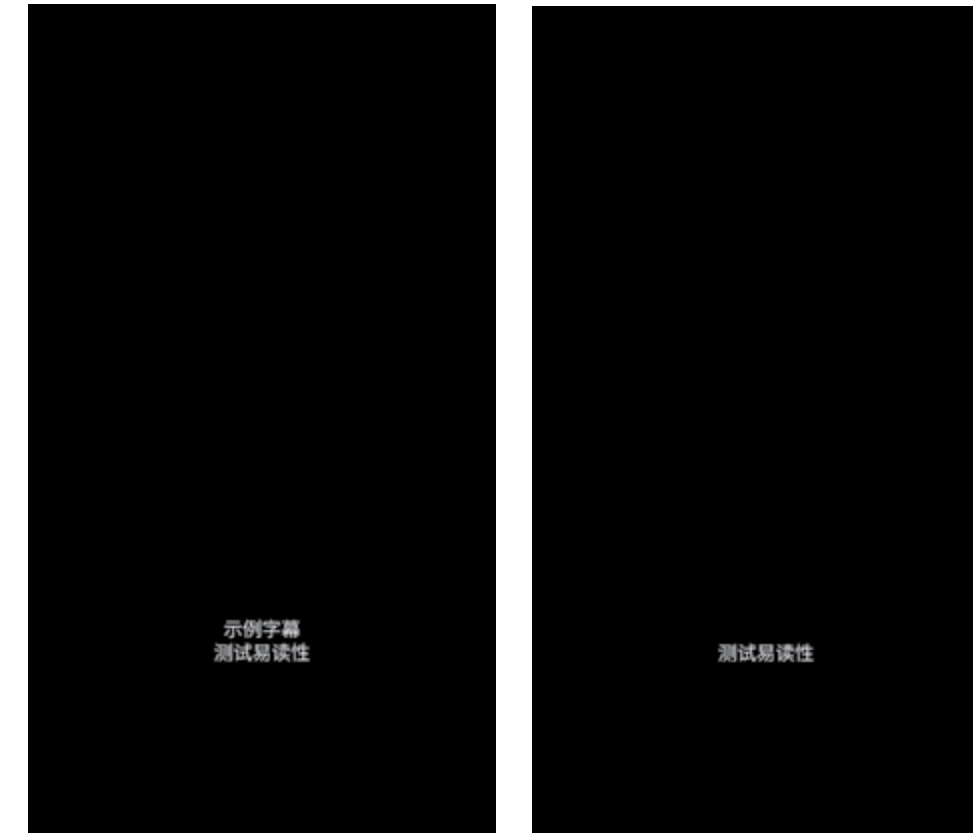
Text %

النص %

FORMAT
9:16
WITHOUT SWIPE UP
ALL LANGUAGES
EXCEPT CHINESE



FORMAT
9:16
WITHOUT SWIPE UP
CHINESE



Text %

النص %

SUBTITLES ON SPECIAL FORMATS

The subtitles template allows for 2 lines of text. In the case where only 1 line of text is needed, the bottom line in the template should be used, not the top.

9:16 All languages except Chinese:

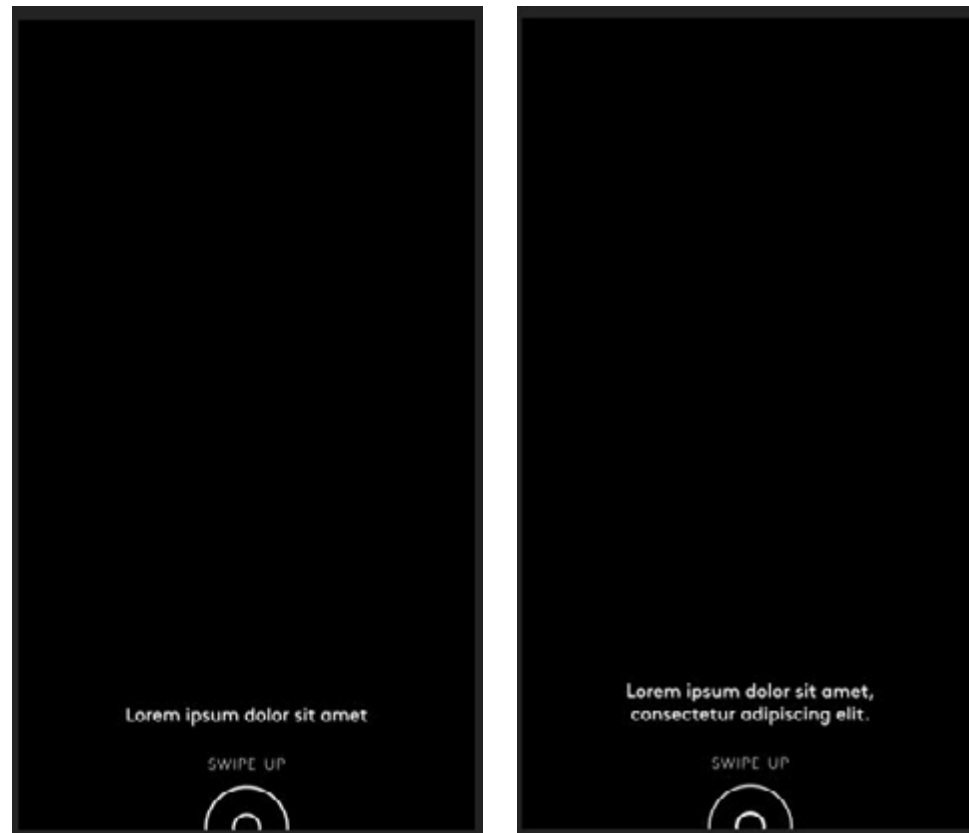
- The text has a cap height of 1.67% of the screen height with a leading 1.72 x the text height.
- The baseline for subtitles sits 3.94 line length from the bottom of the screen.

9:16 Chinese:

- The text has a cap height of 1.67% of the screen height with a leading 1.72 x the text height.
- The baseline for subtitles sits 7.78 line length from the bottom of the screen. (Increased as per request due to larger safe area)

Use the same % for both Latin and Arabic and apply them to these heights in the characters.

FORMAT
9:16
WITH SWIPE UP
ALL LANGUAGES



Text %

النص %

SUBTITLES ON SPECIAL FORMATS

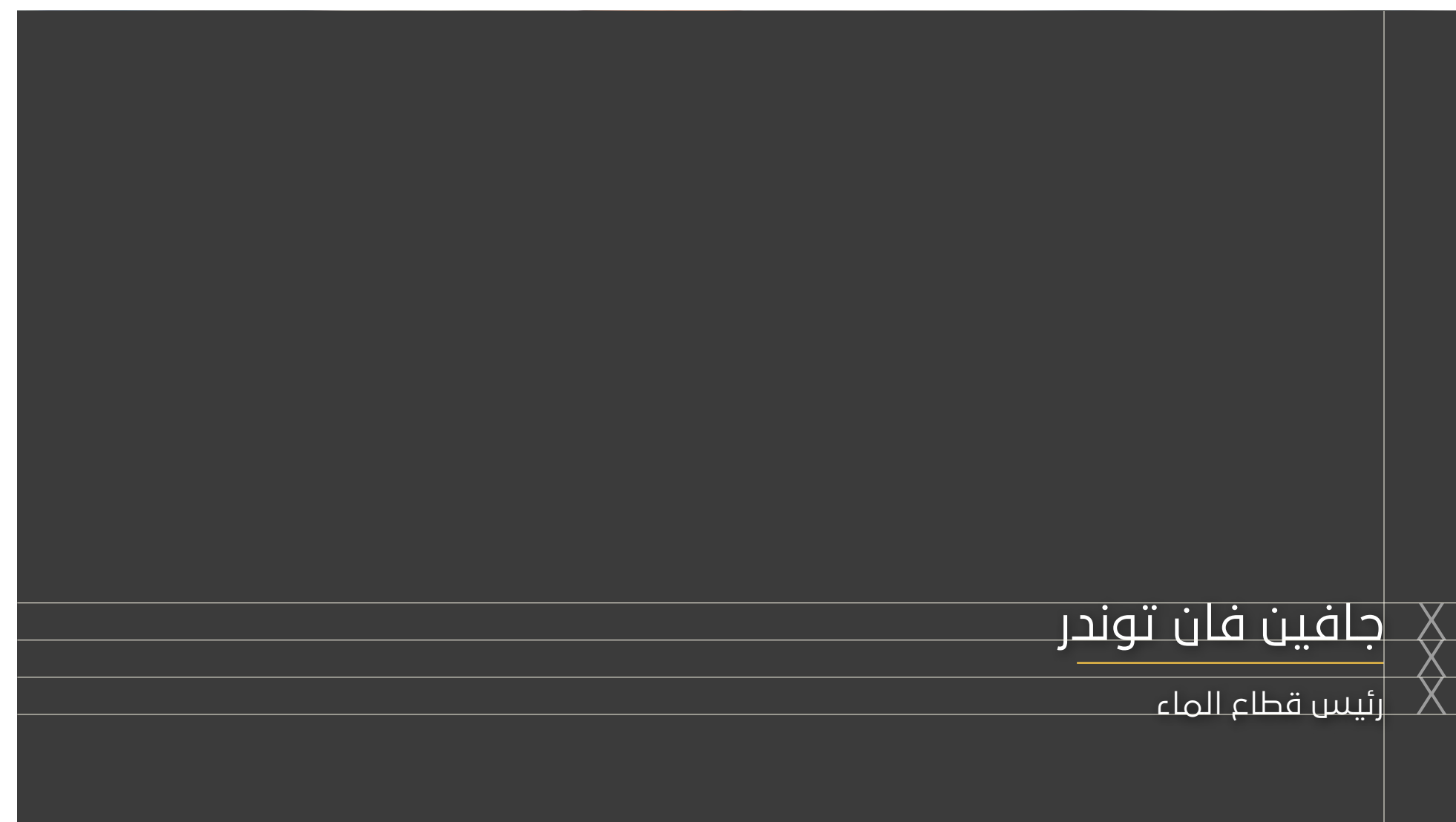
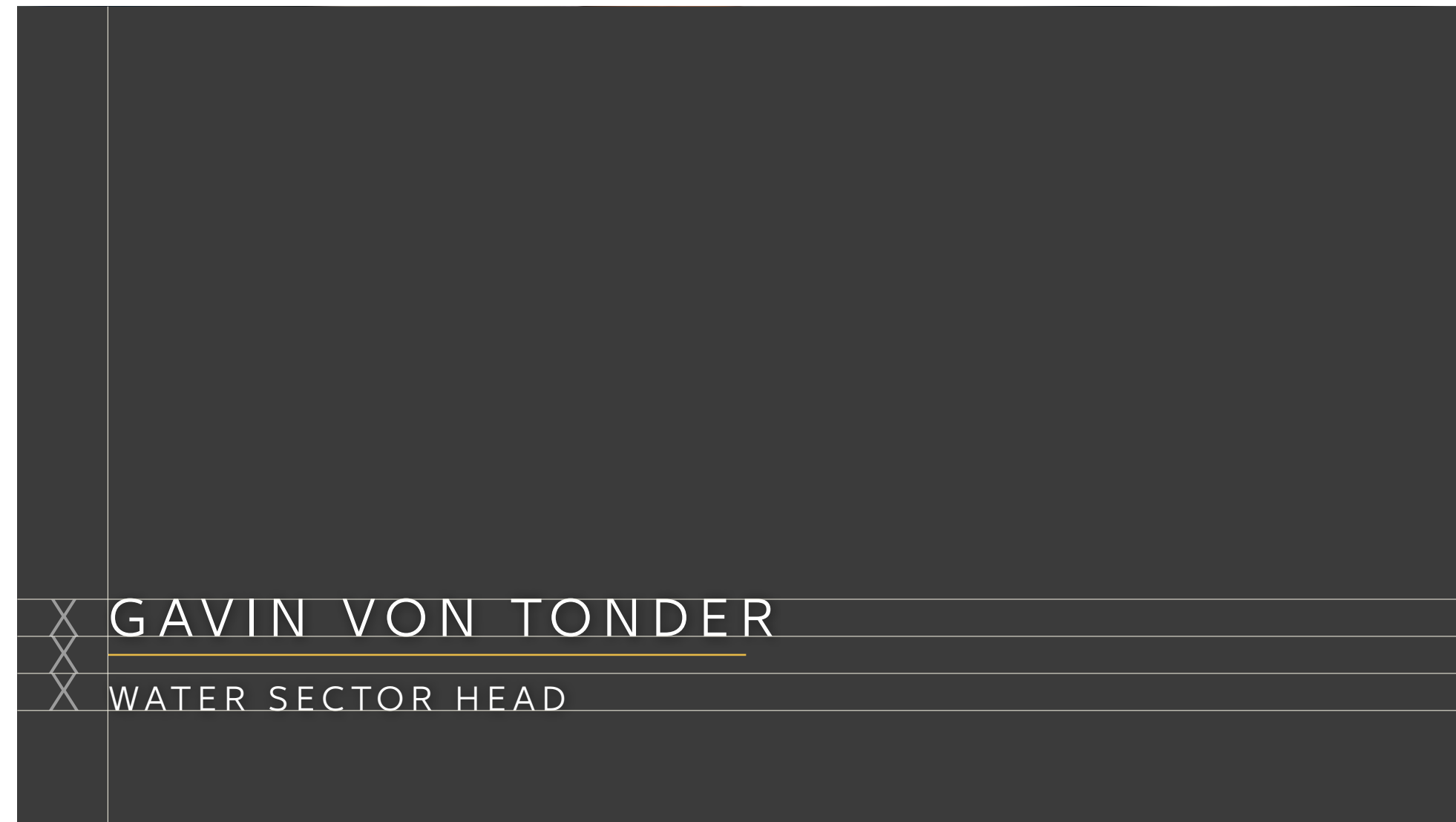
Snapchat and Instagram stories require Swipe Up branding, which means an increase in the space needed at the bottom of the screen.

The subtitles template allows for 2 lines of text. In the case where only 1 line of text is needed, the bottom line in the template should be used, not the top.

9:16 All languages

- The text has a cap height of 1.67% of the screen height with a leading 1.72 x the text height.
- The baseline for subtitles sits 5.96 line length from the bottom of the screen to leave space for the Swipe Up branding.

Use the same % for both Latin and Arabic and apply them to these heights in the characters.



NAMES & TITLES

Latin names are always written in Brown Regular, all upper case with 200 tracking and left aligned.

Arabic names are always written in 29LT Bukra Regular with 0 tracking and right aligned.

The height of the name is 4.5% the height of the screen. Job titles should be set at 65% the height of the person's name.

A subtle drop shadow of 50% black is employed to ensure readability on all potential backgrounds.

The baseline for the name sits 23% up from the bottom of the screen and 6% in from the right of the screen.

Use the Cap height of the name to define with position of the title as seen here.

The golden line separating the two should be equidistant between the bottom of the name and top of the title. The dividing line should only be as wide as the widest text value.

CONTACT

Please contact the marketing department if you have any
questions regarding the NEOM brand
brand.team@NEOM.COM

نيوم NEOM