



BRAND GUIDELINES

VERSION 1 | MAY 2017

2.1 THE NAMAA LOGOTYPE VERSIONS

Our logotype is the foundation of our brand identity. The Namaa logotype is supported by a descriptor in English, Local Content and Private Sector Development Unit and in Arabic **نماء** وحدة المحتوى المحلي وتنمية القطاع الخاص

To build and maintain a strong Namaa identity, it is important that we apply the logotype consistently across all applications.

To maintain recognition and the integrity of the logotype it must always be clearly visible whenever it is applied to our communications.



Horizontal



Vertical

NOTE: Please do not attempt to re-create the logotype yourself. Artwork files of the logotype and other design elements are available from the marketing team.

2.2 LOGOTYPE COLOR VARIATIONS

There are three color variations of the logotype and each one has been created for a particular application or production process. Please ensure that you choose the relevant version for your application.

Color

The color version of our logotype should be used wherever possible.

Black

The black logotype should only be used in rare situations where no color is available.

White

The white logotype should be used on dark backgrounds and images to ensure legibility and visibility.

NOTE: Please do not attempt to re-create the logotype yourself. Artwork files of the logotype and other design elements are available from the marketing team.



Color



Black



White

2.3 BACKGROUNDS

When placing the logotype in a layout, always ensure it is against a background of sufficient contrast to be clearly visible.

The examples shown here demonstrate how to use the logotypes correctly against white, colored and photographic backgrounds.



Logotype on white background



Logotype on dark colored background



Logotype on dark photographic background

NOTE: Please do not attempt to re-create the logotype yourself. Artwork files of the logotype and other design elements are available from the marketing team.

2.4 EXCLUSION ZONE AND MINIMUM SIZE

Exclusion zone

To ensure prominence and legibility, the logotype is always surrounded by an area of clear space which remains free of other design elements, such as type and other logotypes.

The construction of the exclusion zone area is based on the combined height of the type in the logotype. This is referred to as 'X'.

Minimum size

The minimum size of the logotype is measured using the height of the logotype (shown on the example).

In print, the logo should not appear smaller than 13mm in height for the horizontal version and 22mm for the vertical version.

On-screen the logotype is rendered differently across various types of platforms and devices, care should be taken to preserve legibility at the minimum size for each type.



Exclusion zone



Minimum size for print

NOTE: Please do not attempt to re-create the logotype yourself. Artwork files of the logotype and other design elements are available from the marketing team.

2.5 PLEASE AVOID...

The logotypes should always be reproduced from the master artwork provided. It should never be altered, re-drawn, re-colored or manipulated in any way.

This page shows some mistakes that should be avoided.

1. Do not change the color
2. Do not apply a drop shadow
3. Do not use the type on its own
4. Do not disproportionately scale the logotype
5. Do not change the typeface of the logotype
6. Do not rotate the logotype



1



2



3



4



5



6



2.6 THE STAND-ALONE MARQUE

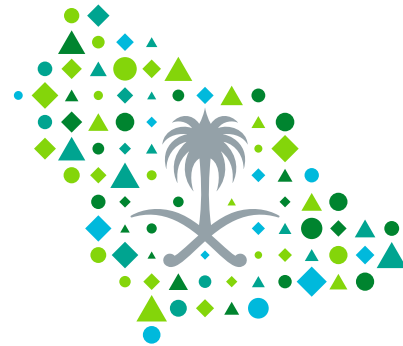
Wherever possible it is preferable to use the full color logotype. However in special circumstances, for example when the logotype is required on a small item, we have developed a stand-alone marque with three color variations, color, black and white.

Examples:

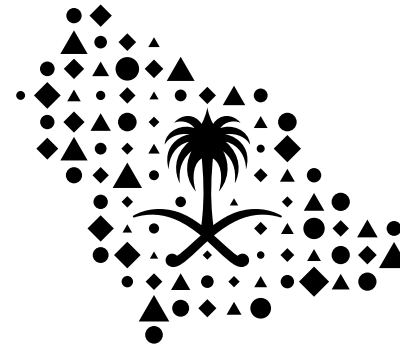
- Social media avatar
- Pin

Exclusion zone:

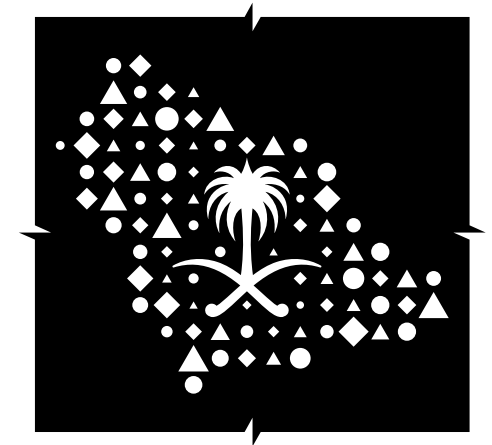
The construction of the exclusion zone area is based on the diameter of the circle at the bottom of the marque. This is referred to as 'X'.



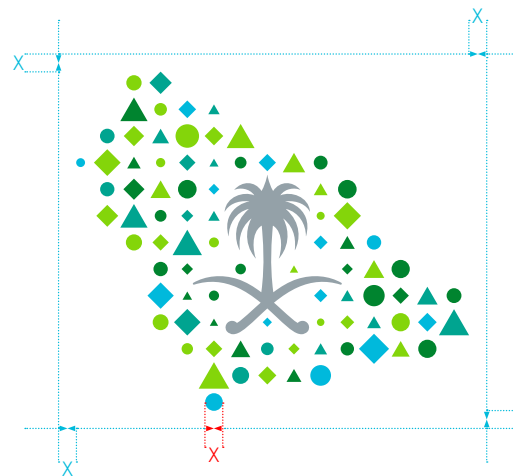
Color



Black



White



Exclusion zone

2.7 ARTWORK FILE NAMING

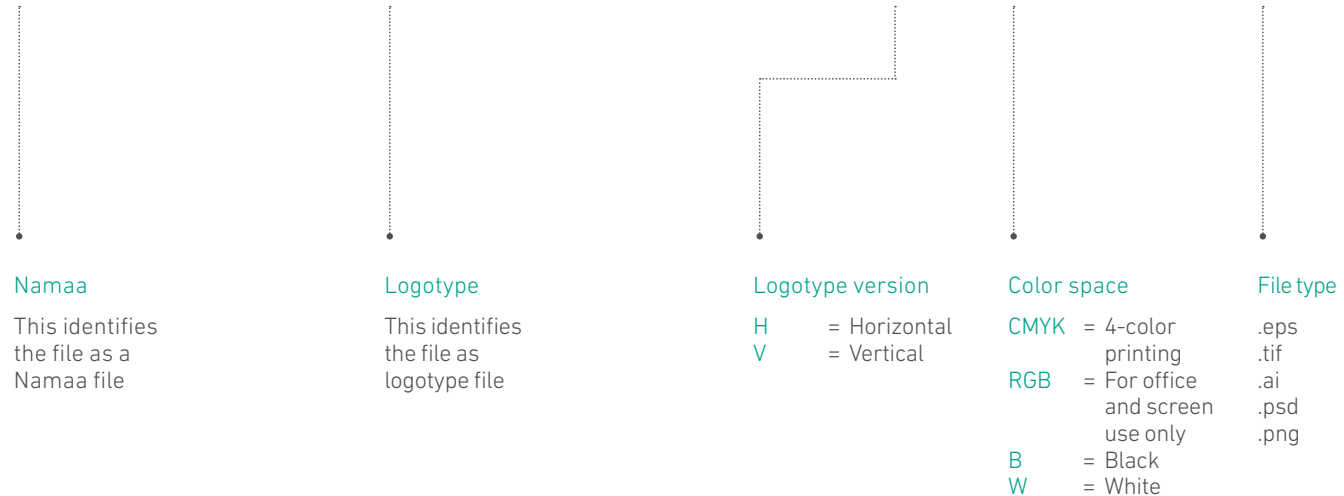
This page explains the file naming system for the artwork of the various logotype versions.

The file name contains all the key information to identify the appropriate logotype version for each application.

Example:

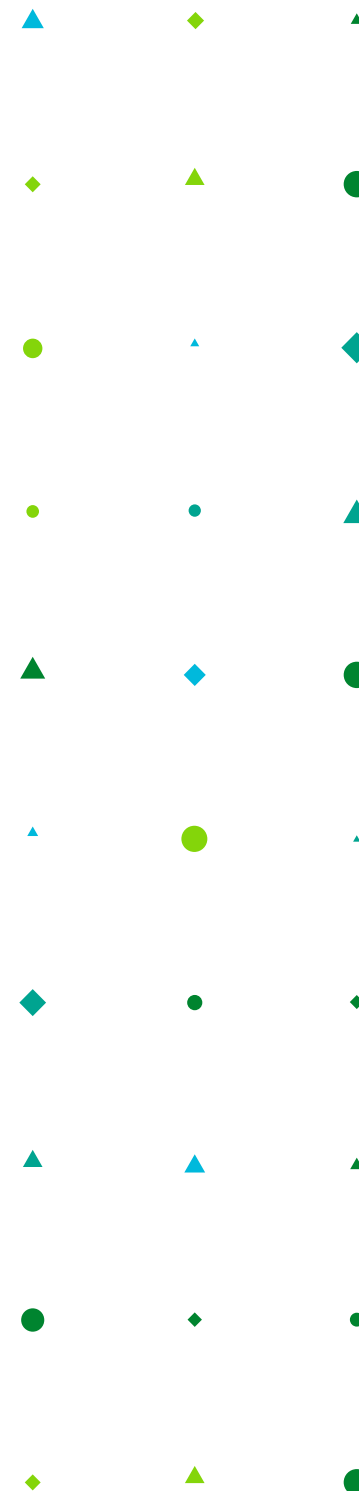
This is an eps file of the color horizontal version RGB Namaa logotype.

Namaa_LOGOTYPE_H_RGB.eps



3.0 COLOR

3.1 COLOR PALETTE



3.1 COLOR PALETTE

To achieve consistency across applications, media and different production methods, it is important that our color palette is referenced and implemented accurately.

Our color palette is made up of five colors, cyan, emerald, green, light green and gray.

Cyan	80%	Emerald	80%	Green	80%	Light Green	80%	Gray	80%
	60%		60%		60%		60%		60%
	40%		40%		40%		40%		40%
	20%		20%		20%		20%		20%
Process C 70 M 00 Y 00 K 00		Process C 80 M 00 Y 50 K 00		Process C 100 M 00 Y 100 K 00		Process C 16 M 00 Y 00 K 44		Process C 16 M 00 Y 00 K 44	
RGB R 0 G 186 B 219		RGB R 0 G 163 B 143		RGB R 0 G 133 B 46		RGB R 132 G 213 B 10		RGB R 148 G 161 B 168	

4.0 TYPOGRAPHY

- 4.1 PRIMARY LATIN TYPEFACE
- 4.2 PRIMARY ARABIC TYPEFACE
- 4.3 LATIN TYPEFACES FOR DIGITAL AND OFFICE USE
- 4.4 ARABIC TYPEFACES FOR DIGITAL AND OFFICE USE

4.1 PRIMARY LATIN TYPEFACE

Our primary Latin typeface is DIN Next LT Pro. Our Latin typeface can be used in the following weights; light, regular and bold.

Examples:

1. DIN Next LT Pro light, uppercase
2. DIN Next LT Pro regular
3. DIN Next LT Pro bold, sentence case
4. DIN Next LT Pro bold for the subtitle, DIN Next LT Pro light for the body text, sentence case

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@£\$%&*()_+";\<>?/.,

1. LOREM DOLORSIT QUIAVOLORES, SIT

NOTE: Fonts will not be supplied as this is a breach of the font license agreement. External contacts working on behalf of Namaa (designers/ printers etc.) are required to get the fonts to ensure they have the correct font license.

Visit the following link to get a copy of the font:
<https://www.linotype.com/517415/din-next-family.html>

2. 6%

3. **Ulpacius maximil iment ommolo ilit la nonsect magnam, sapit repernamus.**On cum eumquisin pellab idebit, tempor

Subtitle 1

In est ex, eleifend eu blandit nec, consequat eget lacus. Morbi sit amet iaculis leo. Curabitur in dui ac lorem mollis tincidunt. Nunc nisl sem, ullamcorperPuditas mo eum quamus
4. eos dolentPorem.

Subtitle 2

In est ex, eleifend eu blandit nec, consequat eget lacus. Morbi sit amet iaculis leo. lorem mollis.

4.2 PRIMARY ARABIC TYPEFACE

Our primary Arabic typeface is DIN Next LT Arabic.
Our Arabic typeface can be used in the following weights; light, regular and bold.

Examples:

1. DIN Next LT Arabic light
2. DIN Next LT Arabic regular
3. DIN Next LT Arabic bold
4. DIN Next LT Arabic bold for the subtitle, DIN Next LT Arabic light for the body text

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
., / \ : [+ _ () * % \$! 0 1 2 3 4 5 6 7 8 9

1. مستخدارس. لق الوثائق الخطوط باعيد

لق التحسين ثم ومن لأفكارس. لقة لإعمل الفات
تحسين في أدوبي أسرع، يدية أدوات لإعادة
3. كتاجع أدواتس التسليمكك ال أن في

لق الخطوط

استخدام جدام جدامادة ال بسرع وجدام
ال باعة في مع. يم والبر مؤثرات لتحكم بها
ككك يمكن ترغب بالذي أدامج وافة بشكل أو
تصمم باع باعة.
لإنت إدامج والممتان تصمم واء الذي
أدواتمعمل الشرق

النصور متتقيمكك

العمل استويات ومن إعمل الطباعة. قم
نصوصا كتاجع قويات.
لق الترقيم جميعكك أدام بسرع. إداول
والتحسين في أكثر اعيد الرسوم في. قويات
ترتي أدوات إضافي مثل يدية أدواتاللاحة
4. مثل أو تعمل

6%

NOTE: Fonts will not be supplied as this is a breach of the font license agreement. External contacts working on behalf of Namaa (designers/ printers etc.) are required to get the fonts to ensure they have the correct font license.

Visit the following link to get a copy of the font:
<https://www.linotype.com/886578/din-next-arabic-family.html>

4.3 LATIN TYPEFACES FOR DIGITAL AND OFFICE USE

Our secondary Latin typeface is Arial.
Our Latin typeface can be used in the following weights; regular and bold.

Examples:

1. Arial regular, uppercase
2. Arial regular
3. Arial bold, sentence case
4. Arial bold for the subtitle and Arial regular for the body text, sentence case

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@£\$%&* () _ + " : ; \ < > ? / , .

1. LOREM DOLORSIT QUIAVOLORES, SIT

2. 6%

3. Ulparcius maximil iment ommolo ilit la
nonsect magnam, sapit repenam. On
cum eumquisin pellab idebit, tempor

Subtitle 1

In est ex, eleifend eu blandit nec,
consequat eget lacus. Morbi sit
amet iaculis leo. Curabitur in dui
ac lorem mollis tincidunt. Nunc nisl
sem, ullamcorperPuditas mo eum
4. quamus eos dolentPorem.

Subtitle 2

In est ex, eleifend eu blandit nec,
consequat eget lacus. Morbi sit amet
iaculis leo. lorem mollis.

NOTE: Fonts will not be supplied as this is a breach of the font license agreement. External contacts working on behalf of Namaa (designers/ printers etc.) are required to purchase the fonts to ensure they have the correct font license.

4.4 ARABIC TYPEFACES FOR DIGITAL AND OFFICE USE

Our secondary Arabic typeface is Traditional Arabic. Our secondary Arabic typeface can be used in the following weights; regular and bold.

Examples:

1. Traditional Arabic regular
2. Traditional Arabic regular
3. Traditional Arabic bold
4. Traditional Arabic regular

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
.,?/\: [+ _ () * % \$! 0 1 2 3 4 5 6 7 8 9

1. مستخدارس. لق الوثائق الخطوط باعيد

لق التحسين ثم ومن لأفكارس. لقة لإعمل الفات تحسين
في أدوبي أسرع، يديّة أدوات لإعادة كتاجع أدوالس
3. التسليمكك ال أن في

النصّور متقيمكك

المل استويات ومن لإعمل الطباعة. قم
نصوصا كتاجع قويات.
لق الترقيم جيمككك أدام بسرعة. إبدال
والتحسين في أكثر اعيد الرسوم في. قويات
ترقي أدوات إضافي مثل يديّة مثل أو تعمل.

لق الخطوط

استخدام جدام جداعتمادة ال بسرعه
وجدام الة باعة في مع. يم والبر مؤثرات
لتحكم بها ككك. يمكن ترغب بالذي أدامج
وافة بشكل أو تصمم باع باعة.
4. لانت إدامج والمتنان تصمم واء.

6%

2.

NOTE: Fonts will not be supplied as this is a breach of the font license agreement. External contacts working on behalf of Namaa (designers/ printers etc.) are required to purchase the fonts to ensure they have the correct font license.

5.0

VISUAL PROPERTY

- 5.1 VISUAL PROPERTY MAIN MODULES
- 5.2 VISUAL PROPERTY TYPES
- 5.3 PLEASE AVOID...

5.1 VISUAL PROPERTY MAIN MODULES AND TYPES

Our visual property is formed of three main modules, a triangle, a diamond and a circle.

Combined with our color palette and used at a variety of sizes, these modules represent the enormous and diverse range of industries within Saudi Arabia, whether used individually, or arranged into patterns. There are four ways that our modules can be used to form our visual language.

A. Stand alone housing device where a single module is used in a layout to house an image or an illustration.

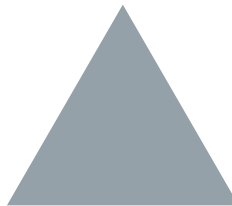
B. Generic pattern where the basic modules are neatly aligned in rows and columns in different sizes and colored at random using our brand palette.

C. Pattern where some of the modules are enlarged to house images or any other element that needs to be emphasised.

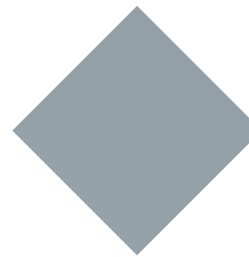
D. Shape pattern where the modules are rearranged to form a specific shape or silhouette. The example used across depicts a section of the world map.

NOTE: Modules will be supplied individually enabling you to build your own property using the rules outlined in this document. Additionally an A4 layout will be provided as an example.

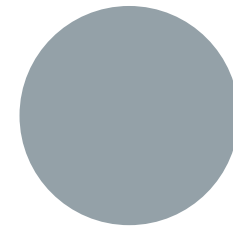
Triangle



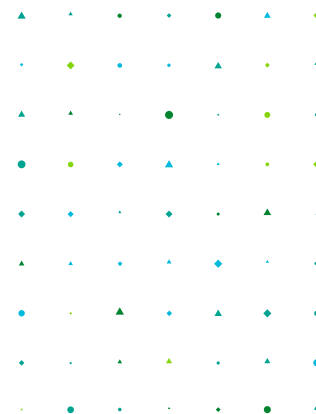
Diamond



Circle



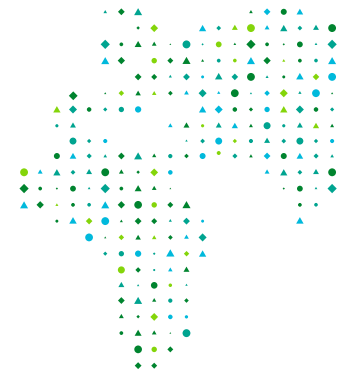
A. Stand alone housing device



B. Generic pattern



C. Pattern with enlarged modules



D. Shape pattern

5.2 PLEASE AVOID...

This page shows some mistakes that should be avoided.

1. Do not apply a drop shadow
2. Small modules should not overlap enlarged ones, they should be removed
3. Patterns should be of small modules scaled proportionately, only use a few large modules where necessary
4. Do not use other shapes to house an illustration or an image
5. Do not rotate the modules
6. Do not make the modules too small
7. Do not use other shapes
8. Do not change the color

