PIF Brand Guidelines

Owned Companies Manuscript

INDEX

INTRODUCTION

INTRODUCTION

As part of the continuous cooperation between the Public Investment Fund and PIF 100% owned companies. And as directed by His Royal Highness Mohammad bin Salman Al-Saud, Crown Prince, Deputy Prime Minister, Chairman of the Council of Economic and Development Affairs, and Chairman of the Public Investment Fund. **We are pleased to introduce the Brand Manuscript Guidelines that illustrates the co-branding between PIF and PIF owned companies.**

BRAND
IDENTITY

1 **BRAND IDENTITY**

PIF LOGO

Public Investment Fund Logo

The heritage of the Public Investment Fund is strong an instantly recognized. This is something we want to keep and celebrate. The identity section covers the PIF logo and usage, the word mark, the colour palette, and typography,with some examples of applications. These guidelines describe how all these elements come together to create an identity that is unique to us. Our guidelines are an important tool for ensuring that our brand is expressed correctly an consistently across all applications. Please follow these guidelines at all times.

2 BRAND IDENTITY

LOGO & WORD MARK

Logo variations

There are three variations of our logo to ensure flexibility across colours and photographic applications. The primary version of our logo is green and gold, and should be used on the majority of light-coloured applications. The white version of our logo should be used on gold and photographic applications. The gold version of our logo should be used on green.

Public Investment Fund word mark

Our word mark and logo should appear together where ever possible to ensure maximum legibility. The colour of our word mark should reflect the colour of our logo, as illustrated here.

Public Investment Fund logo – green& gold

Public Investment Fund logo – white

Public Investment Fund logo – gold

Public Investment Fund word mark – gold

Public Investment Fund word mark – white

Public Investment Fund word mark – gold

Owned by   إحدى شركات
صندوق الاستثمارات العامة
Public Investment Fund

Owned by   إحدى شركات
صندوق الاستثمارات العامة
Public Investment Fund

Owned by   إحدى شركات
صندوق الاستثمارات العامة
Public Investment Fund

3 BRAND IDENTITY

USAGE & SIZE

Whenever you use the logo, it should be surrounded with a clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone. The clear space around the logotype on all sides should
be equal to the height of the "Palm Tree" for maximum readability and impact. To maintain the legibility of the logo, the word mark should never be reproduced below their minimum size.

Clear space

Minimum size

15mm

20mm

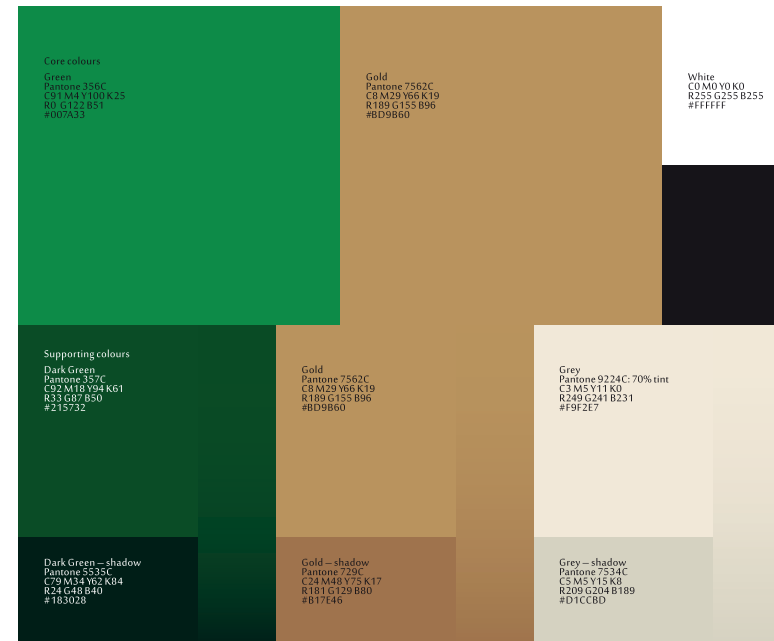# 4 BRAND IDENTITY

COLOUR PALETTE

Core colours

We have four core colours, green and gold come directly from our logo and should feature strongly in our communications. Green and gold are used to emphasise content, for example: to highlight text White is used as a background colour with Black being used primarily for text.

Supporting colours

Our supporting colours are used for backgrounds, and gold is a supporting colour as well as a core colour. To add depth to applications, core colours can be combined with their darker 'shadow' versions to create gradient backgrounds.

Green
Pantone 356C
C91 M4 Y100 K25

Dark Green
Pantone 357C
C92 M18 Y94 K61

Dark Green — shadow
Pantone 5535C
C79 M34 Y62 K84

Gold
Pantone 7562C
C8 M29 Y66 K19

Gold — shadow
Pantone 729C
C24 M48 Y75 K17

Grey — shadow
Pantone 7534C
C5 M5 Y15 K8

Pantone 9224C: 70% tint
C3 M5 Y11 K0
R249 G241 B231

Core colours
Green
Pantone 356C
C91 M4 Y100 K25
R0 G122 B51
#007A33

Gold
Pantone 7562C
C8 M29 Y66 K19
R189 G155 B96
#BD9B60

White
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

Supporting colours
Dark Green
Pantone 357C
C92 M18 Y94 K61
R33 G87 B50
#215732

Gold
Pantone 7562C
C8 M29 Y66 K19
R189 G155 B96
#BD9B60

Grey
Pantone 9224C: 70% tint
C3 M5 Y11 K0
R249 G241 B231
#F9F2E7

Dark Green — shadow
Pantone 5535C
C79 M34 Y62 K84
R24 G48 B40
#183028

Gold — shadow
Pantone 729C
C24 M48 Y75 K17
R181 G129 B80
#B17E46

Grey — shadow
Pantone 7534C
C5 M5 Y15 K8
R209 G204 B189
#D1CCBD

5 BRAND IDENTITY

TYPOGRAPHY

Core typefaces

Roman

Arabic

Sakkal Majalla

صقال المجلة

Regular **Bold**

عادي سميك

ABCDEabcde12345!@£$%^&*()€#

أ ب ت ث ج 12345

Supporting typeface

System font

Arial

Regular **Bold**

ABCDEabcde12345!@£$%^&*()€#

6 BRAND IDENTITY

GRID & LAYOUT

Logo and word mark size and positioning:

Our grid dictates the size and positioning of our logo and word mark. The preferred position for our logo and word mark is towards the corners of the page. However, our logo should never be positioned in the same corner as our word mark Our logo should sit in the primary logo position for the majority of applications, the secondary logo position can also be used; for example, when it compliments a particular photographic background. Conventional portrait format should be divided into six columns, with a half column margin. Our logo should span one column with the word mark spanning 1½ columns. Conventional landscape formats should be divided into ten columns, with a half column margin. Our logo should span one column with the word mark spanning 1½ columns. The secondary logo position, with the logo positioned more tightly towards the corner of the page, can also be used; for example when it compliments a particular photographic background.

EXMAPLE: Primary
Portrait grid (6 columns)
Logo and word mark size& positioning
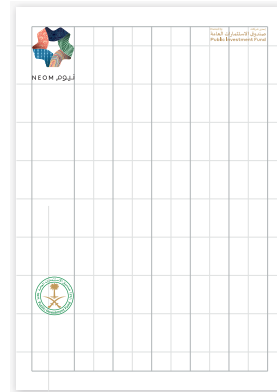
EXMAPLE: Secondary
Portrait grid (6 columns)
Logo and word mark size& positioning
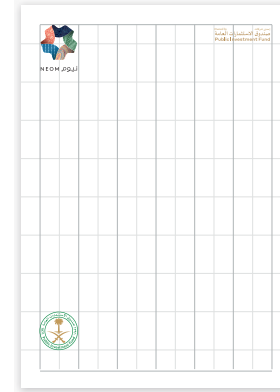
EXAMPLE: Primary
Landscape grid (10 columns)
Logo and word mark size & positioning

EXAMPLE: Secondary
Landscape grid (10 columns)
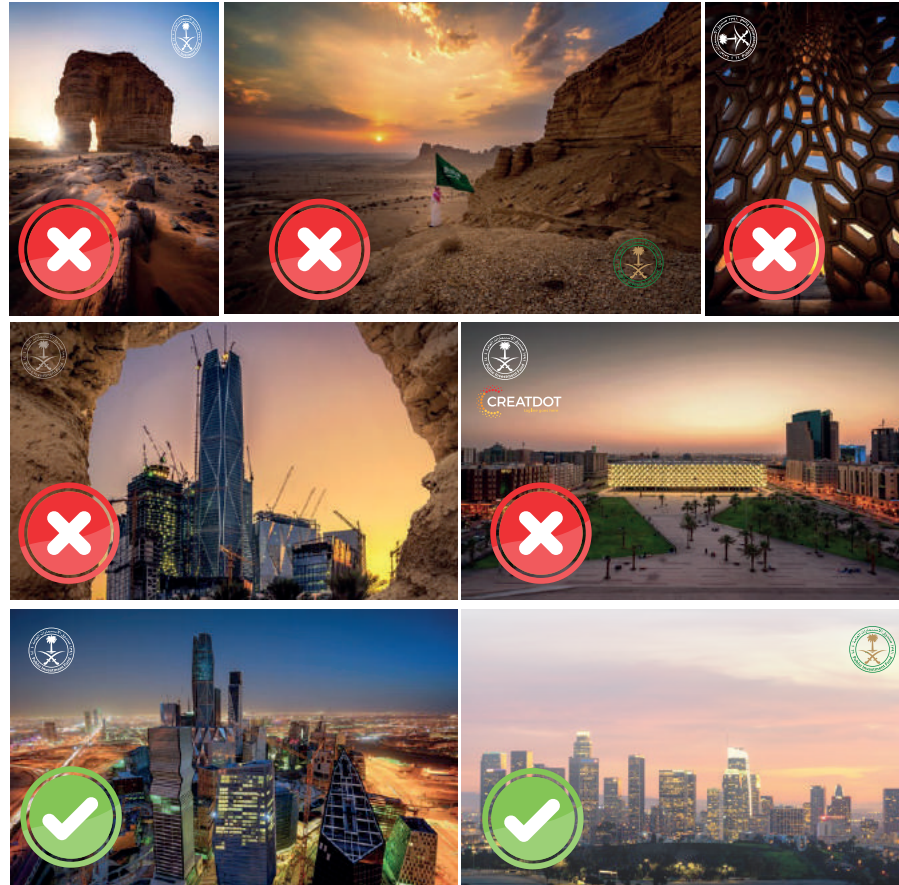Logo and word mark size& positioning

CO-BRANDING

1 CO-BRANDING

LOGO USAGE

The logotype cannot be altered or redrawn in any other way.
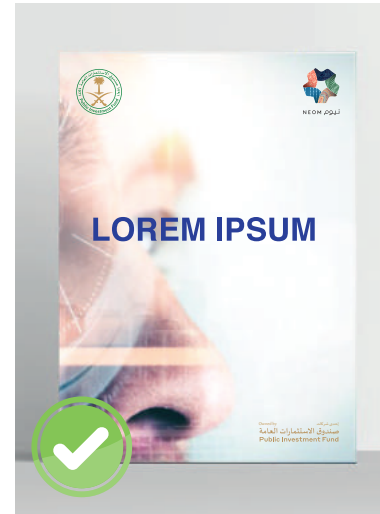
Do not stretch

Do not use it other than in its color variations

Do not change the opacity of the logo

Do not overlap the logo with other logos.

Do not rotate/tilt the logo

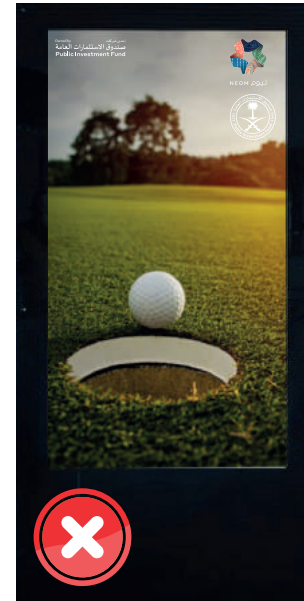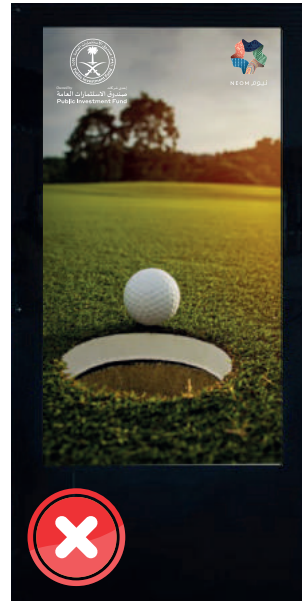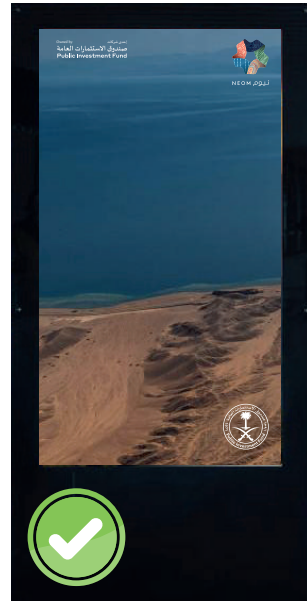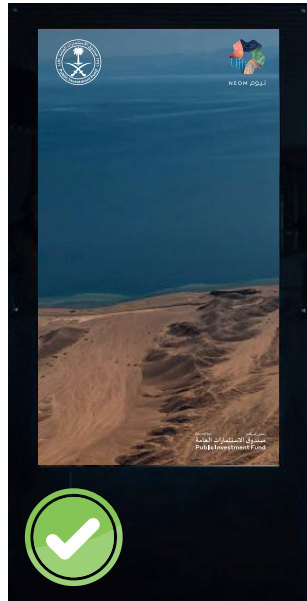Always use the logo according to the contrast of the image.

2 CO-BRANDING

APPLICATIONS | PRINT ADS

2 CO-BRANDING

APPLICATIONS | INTERNAL SCREENS

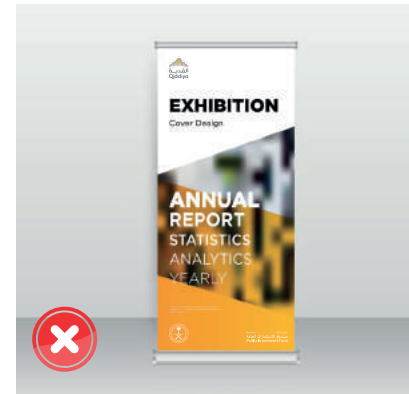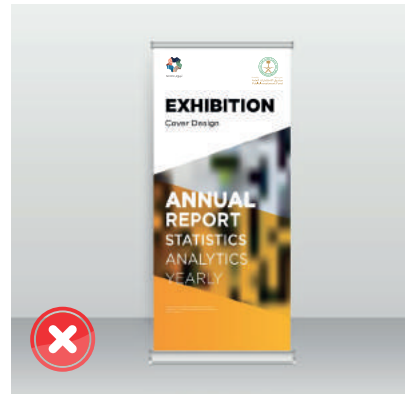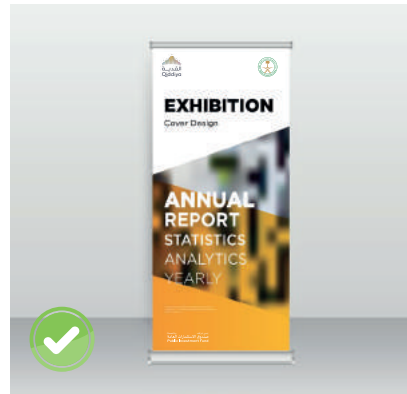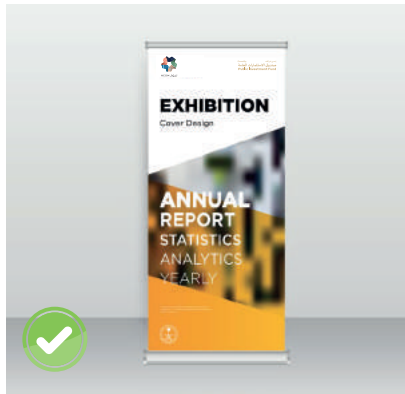# 2 CO-BRANDING

THE VIDEO OUTRO SLIDE
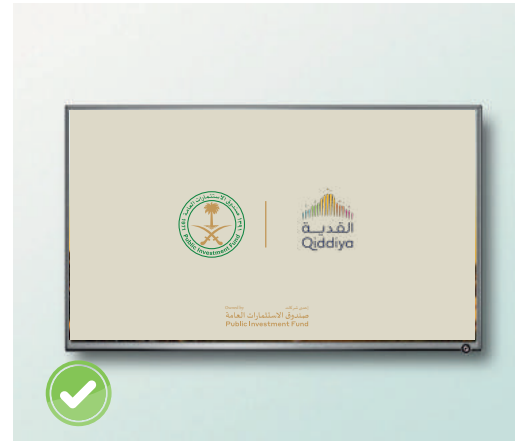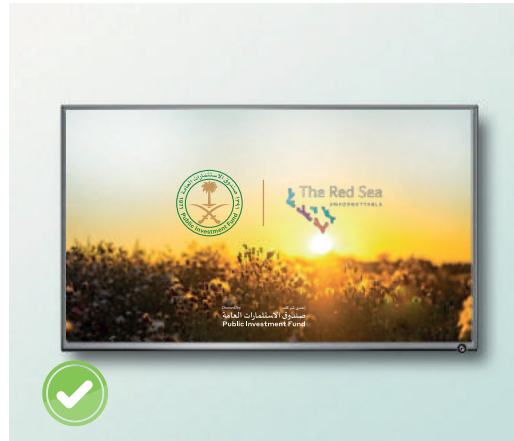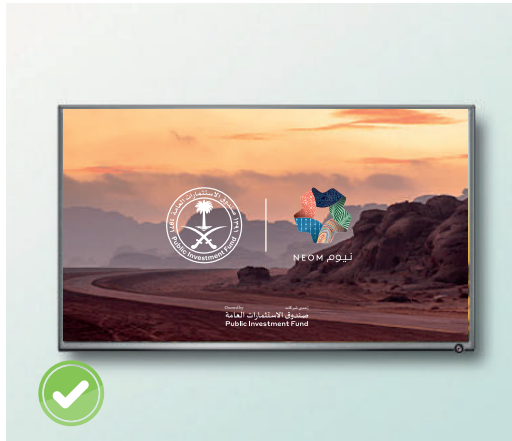
2 CO-BRANDING

APPLICATIONS | TV

2 CO-BRANDING

APPLICATIONS | ROLL UP

For inquiries please don't hesitate to contact PIF branding team at:

branding@pif.gov.sa

THANK YOU