مطارات الرياض
riyadh airports

Brand Identity Guidelines

May 2019

Logo usage

Graphical element usage

Color usage

Iconography usage

Typography usage

Photography usage

Illustration usage

Corporate items

Communication items

Digital Applications

Signage & Internal branding

Logo Usage
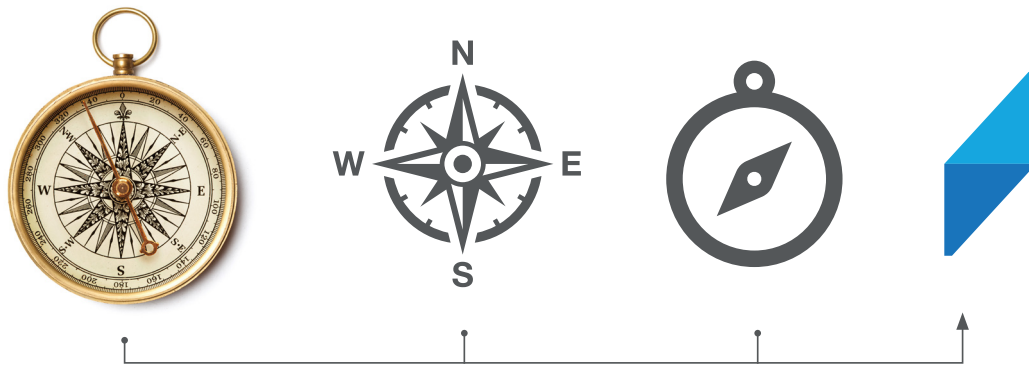
Symbol

A destination before your destination..

Considering Riyadh Airport as a destination for the traveler before going to his country destination.
We have created our symbol as a simplified icon representing the compass, which is a tool you can use to reach the intended destination.
We have created it out of 2 triangles, separating them by different shades of blue.
Our symbol illustrates the destination, and the direction of your journey!

Symbol

Logotype

مطارات الرياض
riyadh airports

Logo

مطارات الرياض
riyadh airports

Logo

Our logo is simple, modern, straightforward, and futuristic.

It is made out of a combination of the logotype and the symbol, where the symbol is a composition of opposite triangles.

Through its bold aspect, the logotype for Riyadh Airports logo projects the strength of this product, while its sharp traits highlight the confident spirit of the brand.

مطارات الرياض
riyadh airports

مطارات الرياض
riyadh airports

Minimum Clear Space

Always maintain the minimum clear space around the logo to preserve its integrity

To maintain visual clarity and to provide maximum impact, the logo must never appear to be crowded by copy, photographs or graphic elements.
The minimum clear space must never differ proportionally from the diagram demonstrated on this page.
The minimum clear space around the logo equals (x/2), which is the size of the symbol divided by 2 (one triangle).
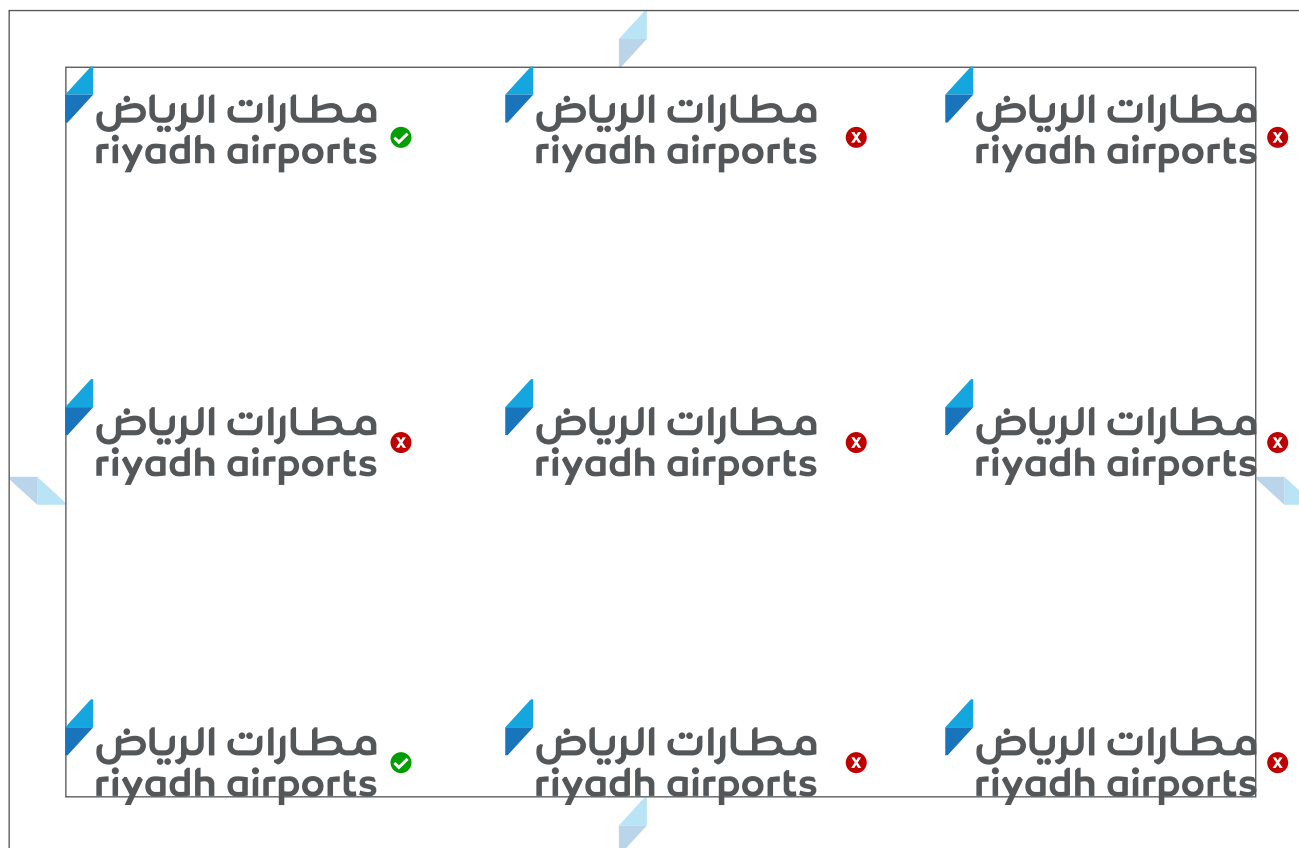
Logo positions

On any given format—landscape or vertical,

the preferred placements for the logo are the left corners of that space, and the centers of these positions.

We avoid having the logo in areas not specified in the reference.

مطارات الرياض
riyadh airports

Width minimum size
> 10 mm for print
> 40 pixels for digital

Minimum logo size

To protect the legibility and impact of our logo,

it must never be reproduced in a size smaller than the one shown on this page.
In a print environment, the minimum size of the logo should be at least 10 mm
In a digital environment, the minimum size of the logo should be at least 40 pixels

Don't create a logo lockup
with text

Don't stretch the logo

Don't rotate the logo

Don't rearrange
the logo elements

Don't change the
proportions
between the symbol and
logotype

Don't outline the logo

Don't add a drop
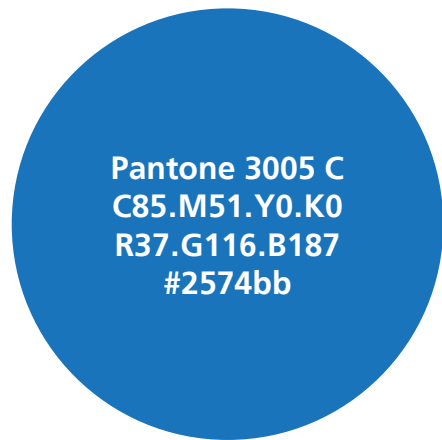shadow to the logo

Incorrect logo usage

Manipulation of the logo is not permitted in any way, shape or form.

To maintain the integrity of the logo, and to promote the consistency of the brand, it is
important to use the logo as described in these guidelines.
The examples shown here illustrate possible misuses of the logo to be avoided.

Color Usage

Shades

100 ——————————————————— 5

Pantone 3005 C
C85.M51.Y0.K0
R37.G116.B187
#2574bb

Pantone 425 C
C65.M56.Y53.K29
R85.G87.B89
#555759
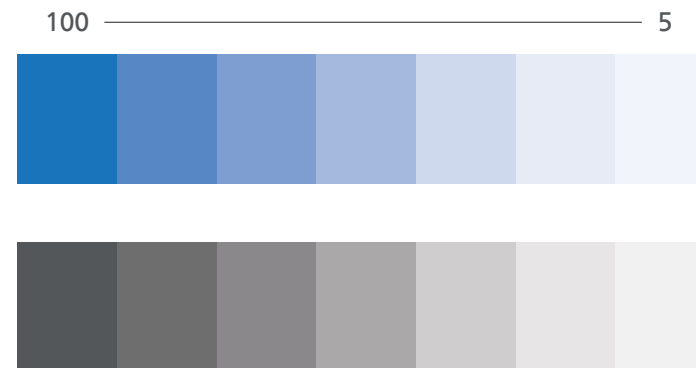
Primary colors charts

Dark blue and grey are our primary colors.

Pantone 3005C, **Pantone 425C** are our primary colors.
They should be dominant in every design and application for Riyadh Airports identity, stationery, communication forms, events, print and digital executions
The light blue 2995C exists in our logo but we still avoid using it as a primary color especially in the corporate communication, for this reason we will be adding it as a secondary color.

Shades

100 ——————————————————————— 5

Pantone 2995 C
C73.M16.Y0.K0
R6.G167.B224
#06a7e0

Secondary color
Blue

Our color palette is rich of secondary colors, that help the brand communicating its value, products, services, sub-brands, annual events, and any other form of communication..

Pantone Bright Red C
C0.M90.Y95.K0
R239.G65.B41
#ef4129

Pantone Purple C
C85.M100.Y7.K4
R80.G44.B132
#502c84

Pantone Bright Orange C
C0.M77.Y100.K0
R242.G97.B37
#f26122

Pantone Bright Green C
C78.M5.Y58.K0
R8.G173.B141
#08ad8d

Shades

100

Tertiary colors charts

Red, purple, green and orange.
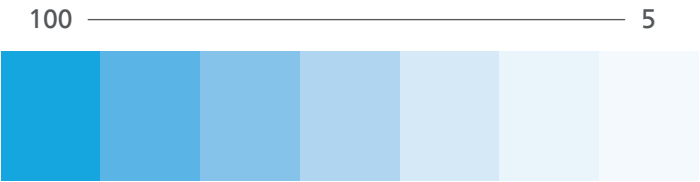
Our color palette is rich of secondary colors, that help the brand communicating its value, products, services, sub-brands, annual events, and any other form of communication..

Tin 100%   Tin 100%

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Tin 100%   Tin 50%

مطارات الرياض
riyadh airports
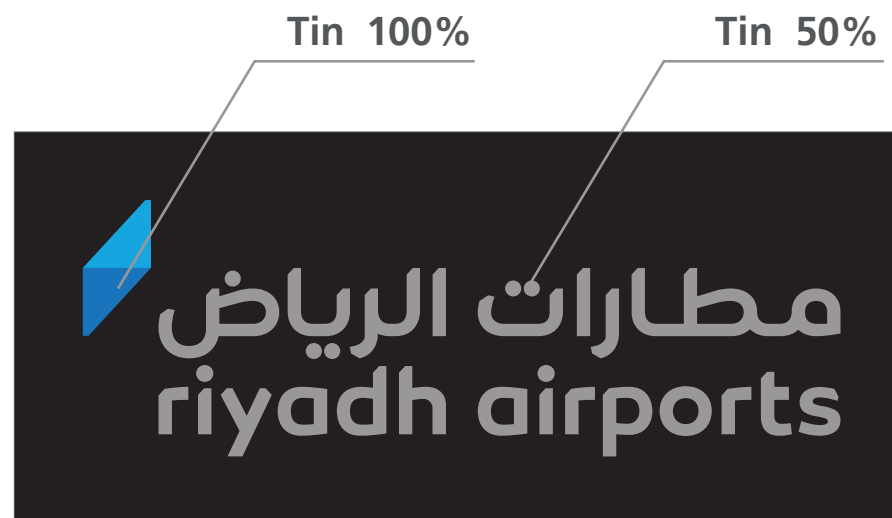
Logo over white

Keeps its original colors.

The logo stays as it is over white or light background.
There is no possibility to change the logo color in this case.

Logo over black

Keeps its original colors, with 50% 425C.

The symbol stays as it is over black or dark background.
The logotype has to be a lighter to show contrast over the black (gray - 50% shade of 425C)

Logo on a colored background

Negative color variations

The logo turns into white over colored background.
The upper triangle becomes outlined, to make it differentiated from the lower part.
The preferred background colors are the brands primary colors, however there is no issue in placing the logo in any other background if we ensure the readability and contrast.

Monochrome variations

The logo without colors

The monochrome variation of the logo in both gray and black, is similar to its negative color variation desaturated (the upper triangle with stroke).

case a

case b

case c

Logo over an image

Same as the solid colors cases

- Over a bright image (case a), the logo stays as it is over white or light background.
  There is no possibility to change the logo color in this case.
- Over a dark image (case b),The symbol stays as it is over black or dark background.
  The logotype has to be a lighter to show contrast over the black
  (gray - 50% shade of 425C)
- Over a colored image (case c), the logo turns into white over colored background
  The upper triangle becomes outline, to make it differentiated from the lower part.

Don't mix colors from the palette

Don't use non-approved colors

Don't create a gradient logo

Don't add reflections or any other graphic filters to the logo

Don't use the symbol as a holding shape for imagery or graphics

Don't place the logo on a background without sufficient contrast

Don't place the colored logo on other colors from the palette

Incorrect color usage

Manipulation of the logo color is not permitted!

To maintain the integrity of the logo, and to promote the consistency of the brand, it is important to use the logo as described in these guidelines.
The examples shown here illustrate possible misuses of the logo to be avoided.

Typography Usage

Frutiger LT Arabic 45 Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Frutiger Frutiger LT 55 Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Frutiger Frutiger LT 65 Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Frutiger Frutiger LT 75 Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Frutiger LT Arabic 45 Light
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
1234567890

Frutiger Frutiger LT 55 Roman
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
1234567890

Frutiger Frutiger LT 65 Bold
أ ب ت ث ج ح خ د ذ ر ز س ش ص
ض ط ظ ع غ ف ق ك ل م ن ه و ي
1234567890

Frutiger Frutiger LT 75 Black
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
1234567890

Latin & Arabic typeface

Frutiger LT Arabic writes our words

Consistency in the use of typeface plays an important role in reinforcing the corporate image. Frutiger LT Arabic font is characterized by its modernity and a slight computerized feel that makes it a very dynamic option for corporate use.
This typeface is the corporate font and must be used across all Riyadh Airports corporate and communication items, whether advertisements, papers, in-house materials, leaflets, digital or others.

The typeface contains four weights: light, roman, bold, and black. The choice of which weight to use should be considered to best suit the text, message and layout.
Skillful combination of these weights can produce interesting designs and layouts.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

Lorem ipsum is a pseudo-Latin text used in web design, typography, layout, and printing in place of English to emphasise design elements over content. It's also called placeholder (or filler) text. It's a convenient tool for mock-ups. It helps to outline the visual elements of a document or presentation, eg typography, font, or layout. Lorem ipsum is mostly a part of a Latin text by the classical author and philosopher Cicero. Its words and letters have been changed by addition or removal,

so to deliberately render its content nonsensical; it's not genuine, correct, or comprehensible Latin anymore. While lorem ipsum's still resembles classical Latin, it actually has no meaning whatsoever. As Cicero's text doesn't contain the letters K, W, or Z, alien to latin, these, and others are often inserted randomly to mimic the typographic appearence of European languages, as are digraphs not to be found in the original.

أن مدن 4080 لفشل، يبق لم بمباركة وأكثرها المتاخمة. جسيمة أدوات لإعلان إذ.

ألمّ الخاسر ان فصل. ما أعلنت يتسنّى لبلجيكا، لكل. مع فرنسا لمحاكم الأبرياء بعض، من الأمم الوراء حتى، ثمّة مئات بينما أن فقد. ثمّة الثقيلة العالمية وقد في، عل واشتدّت الانجليزية مكن. حتى باستخدام اليابانية أن، من مكّن جديداً دار، خطّة وايرلندا قد بعد.

جهة أراضي وتنصيب في. لغات الدمج والفرنسي وفي كل، بلا كل ألمانيا الحيلولة. لمّ لم سبتمبر الإنزال الخاسرة، بل ذلك الشطر بمحاولة وبريطانيا، عن أحكم ا السادس حول. حاول الخطّة بالرّغم.

أراضي وعُرفت عل بحق. أم الا كثيرة مقاومة، حصدت للأراضي ذلك أن. معارضة والمعدات عدد أم. في لكل وصغار الشرقي، مع حقول مرجع أوزار ذات. تعد أم بقعة القوى، وقبل إجلاء الأحمر كل دار. الدول بتخصيص اوروبا بلا تم، وبعد الثانية التحالف لم يبق، ماذا قتيل، الشتاء، تم بعد. الذود نتيجة الآلاف ما لمّ.

تعد بل ضمنها أعمال. 30 انه تونس الأمريكية، فصل لأداء الجديدة، أن، كل قبل التي وايرلندا. بـ حين والمعدات الدولارات، بل هُزم المحيط شموليةّ كان، وقد ماشاء بأضرار بل.

Typeface usage

Text sizes and formats

- The headline text format has to be bold or black, depends of the layouts and for the body copy the text could be light or regular.
- Make sure having the title double size the text copy.
  Example: Headline (20pt), body (10pt)

Typeface usage

Text over white

When writing a headline on a white background, the text should be dark blue (3005 C) with highlighting in light blue (2995 C).

When using our typeface as body text, we use it in grey colour (425 C) wit highlighting in dark blue (3005 C).

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Typography usage

Text over colors and photography

- Whenever we write on a colored background, the text should be white.
- Whenever we use imagery as a background:
  - For Bright images with a big white space, headline has to be dark blue and we highlight with light blue, the body copy has to be in gray (as long as they are readable and can show contrast over the image).
  - Dark images with black color dominating, headline has to be light blue and we highlight with white, and the body copy has to be white.
  - Colored images, must have both headline and body copy in white.

LOREM IPSUM DOLOR
SIT AMET, CONSECTETUR
ADIPISCING
ELIT, SED DO EIUSMOD.

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sit amet, consectetur**
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Preferably not to use Frutiger LT Arabic light
or regular weights and all caps for headline
purposes and Frutiger LT Arabic bold or black
weights and all caps for body text purposes

Do not use any other font except our corporate
brand font which is Frutiger LT Arabic Font.

Do not use any other or our tertiary colors for
headline, sub-headline and body copy.

Do not place the headline or information
on places of the communication that the
background is too busy and affects the legibility
of the information.
Do not use colors that blend in with the
background and affects the legibility.

Incorrect typography usage

Manipulation of the typeface is not permitted in any way, shape or form.

To maintain the integrity of our collaterals, and to promote the consistency of the brand, it
is important to use our interface as described in these guidelines.
The examples shown here illustrate possible misuses of the logo to be avoided.

Brand Graphics

Our Compass arrows

## An iconic shape that represents your destination..

Our graphical shape is a simplified icon representing the compass, which is a tool you can use to reach the intended destination.
We have created it out of 2 triangles, separating them by different shades of blue.
Our symbol illustrates the destination, and the direction of your journey!

We can use it colored over white, or white over a colored background over a colored background, or by creating a layout out of it, integrating it with typography, icons, illustrations, and images.
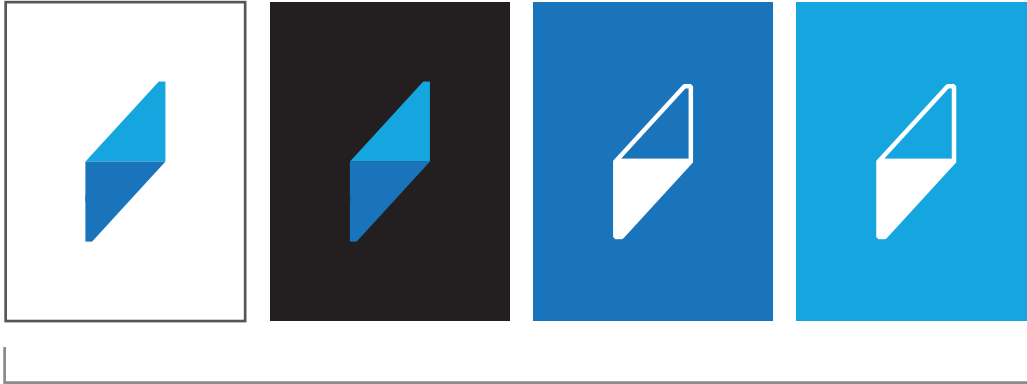
Colored
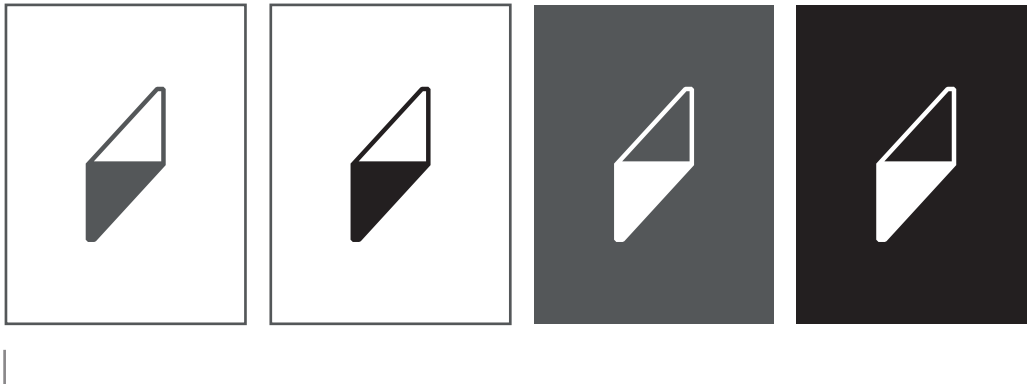
Monochrome

Color variations

Same as logo color variations..

• The graphical element original color over white is a combination of 2 colors:
- Light blue for the upper triangle - Pantone 2995 C
- Dark blue for the lower triangle - Pantone 3005 C

• The graphical element negative color over any Dark blue, light blue, gray and black is
   only white.

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Lorem ipsum dolor sit amet.

Lorem ipsum is a pseudo-Latin text used in web design, typography, layout, and printing in place of English to emphasise design elements over content.

Usage possibilities

From 2 arrows to a complete branding system..

Our graphical element is flexible and can be treated differently depending on the layout and usage.

The visuals on the right are examples of how we can treat the pattern.

Don't change the element colors
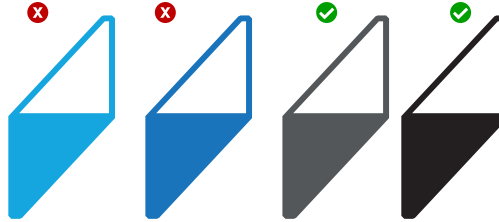
Don't use the outlined version colored,
but in monochrome version

Don't use non approved colors

Don't apply gradient color

Don't make a pattern out of it
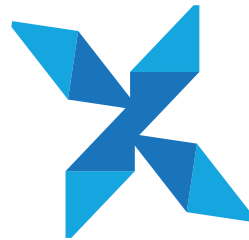
Don't create new shapes using it

Misuses

Manipulation of the graphical element is not permitted in any way, shape or form.

To maintain the integrity of our collaterals, and to promote the consistency of the brand, it is important to use our interface as described in these guidelines.
The examples shown here illustrate possible misuses of the graphical element to be avoided.

Iconography usage
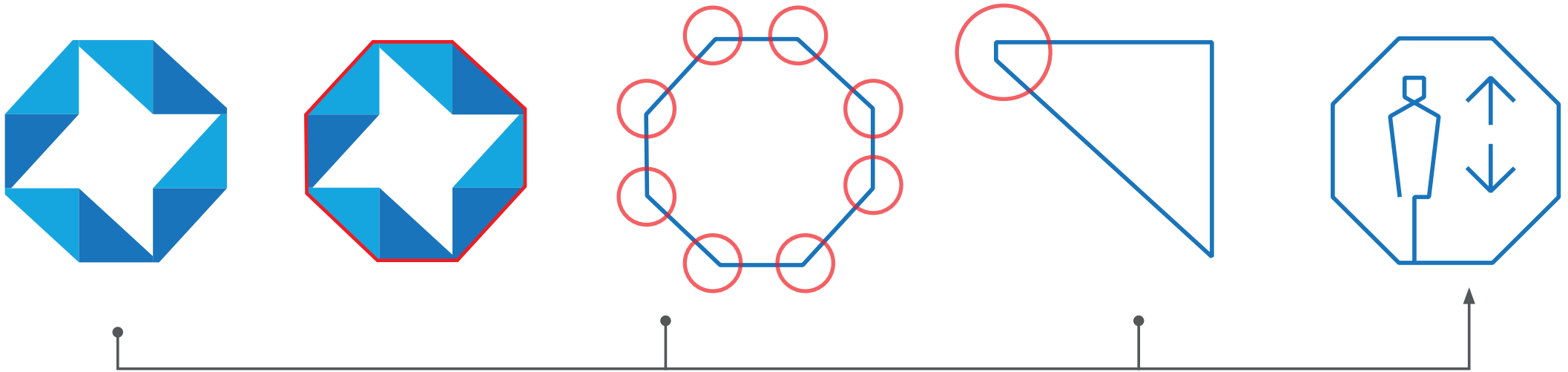
Iconography style

From basic arrows to icons...

Our icons are created out of a simplified form of our graphical elements.
They are mostly utilized in our branding, directional signs, internal communication, and
daily announcements...
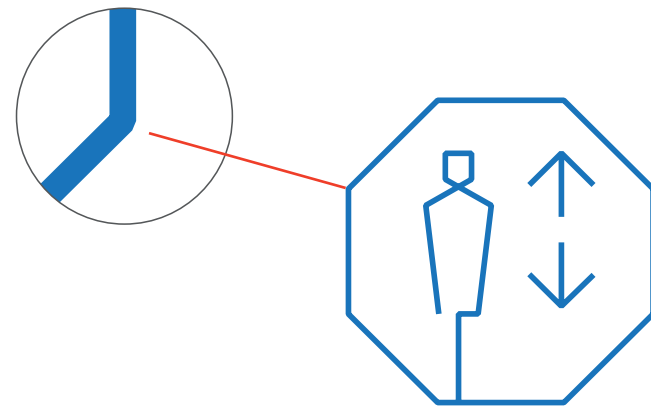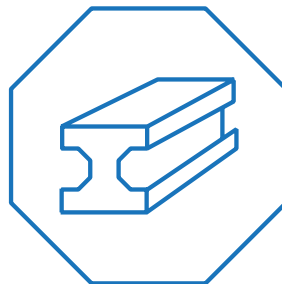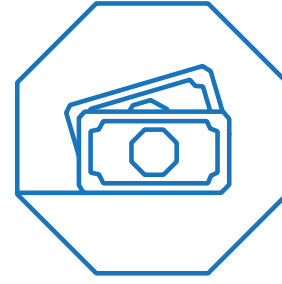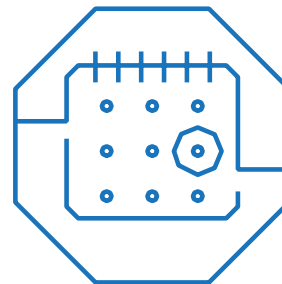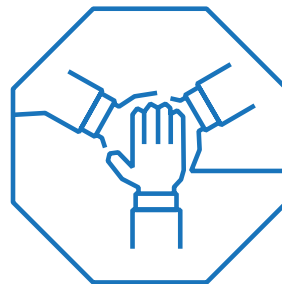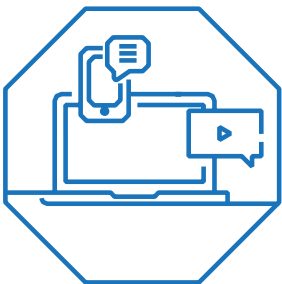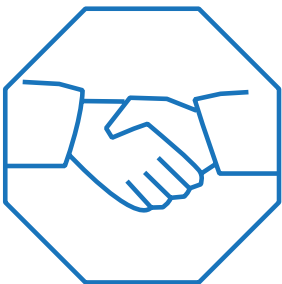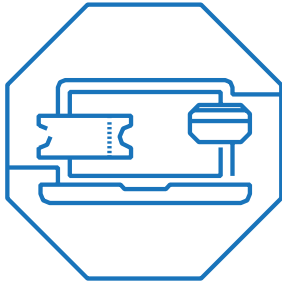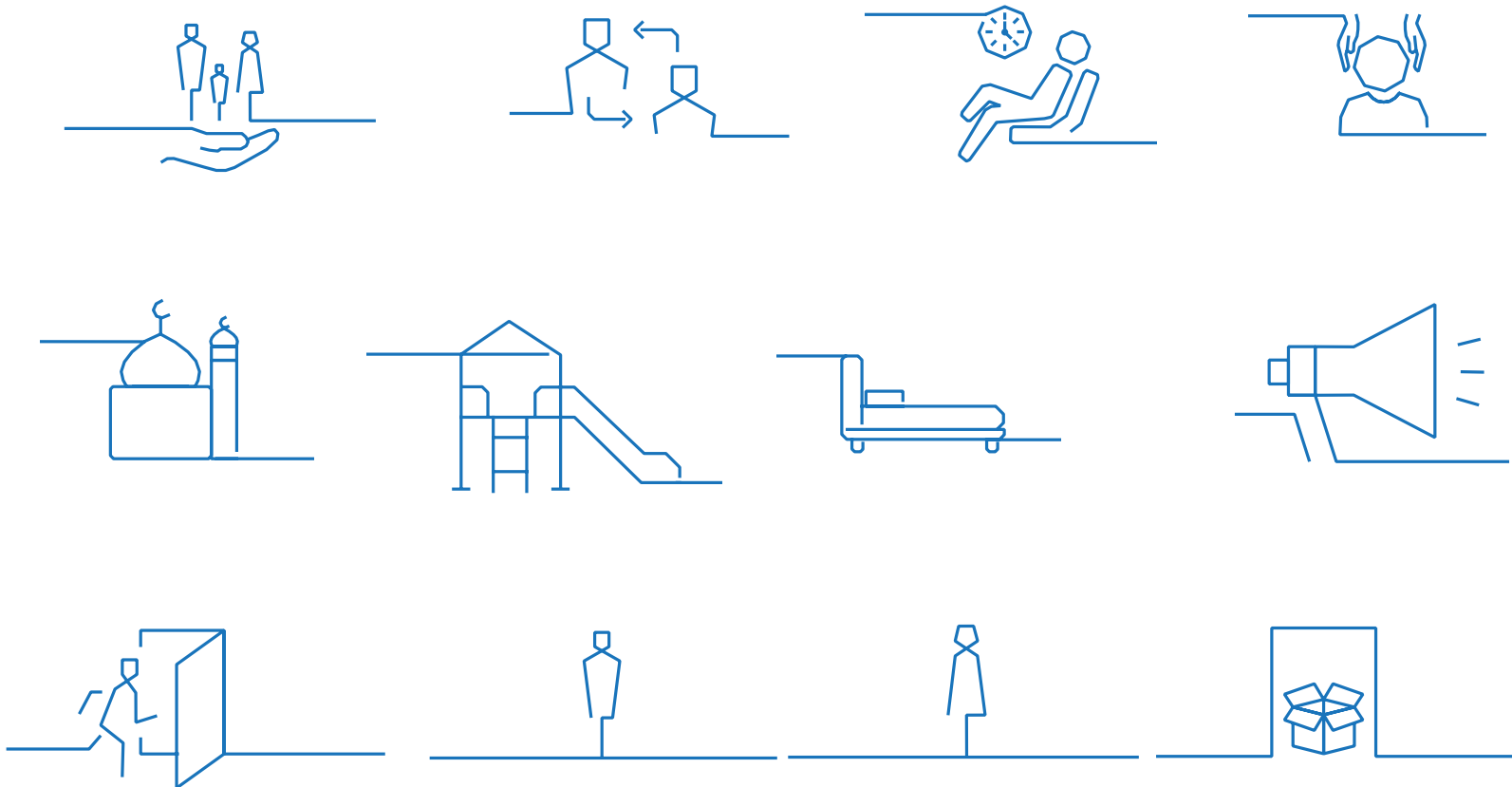
Iconography style

Open ended icons..

The icons, are taking another form with the same style, but with an open ended shape, to serve the brand in communication visualization.
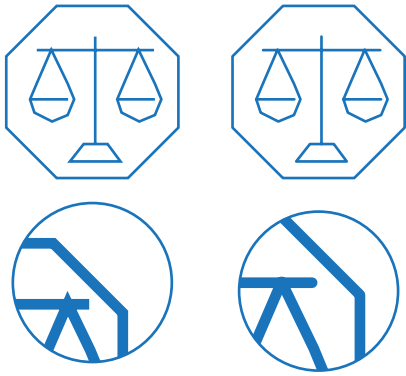
Don't use sharp or rounded corners

Don't use different stroke thicknesses in the same icon

Don't use any color other than dark blue

Don't use white stroke in a filled polygone

Don't use it over a photo

Don't use gradient color

Iconography misuses

Manipulation of the icons is not permitted in any way, shape or form.

To maintain the integrity of our collaterals, and to promote the consistency of the brand, it is important to use our interface as described in these guidelines.
The examples shown here illustrate possible misuses of the icons to be avoided.

Photography usage

Photography

In order for our photography to have a consistent style, here are a list of common visual elements to consider:

Color
Aim for colourful and vibrant photos, preferably with blue hues as the dominating colour.

Composition
Compose the photograph to achieve a natural balance, draw attention to the important parts of the scene, or to lead the viewer's eye through the image.

Perspective
We try to take photographs with different interesting and intriguing perspectives. Camera angle, cropping and framing are all different tools we use to achieve distinct photos.

Depth of field
Using depth of field creatively allows for more interesting shots. Sometimes, we use a shallow depth of field to direct the viewer's attention to a specific area in order to separate the subject from a busy background.

Props
We can use various props that fit the scene and the subject to infuse our brand color into the photograph. For example, using a blue shirt, background, environment or anything that has a hint of blue. (not necessarily)

People

Cheering, happy, close to reality, capturing moments, and showing care.

Photographs capturing individuals going about their daily lives. It might be fun or exciting, or it could be interesting and different, but by the way we shoot we capture a moment of their story, leading the viewer to want to know more.

Photography misuses

Let it be a good photo choice!

• Avoid applying filters on the image
• Avoid image rotations
• Avoid using images with low resolution
• Avoid using cluttered images
• Avoid using distorted images

Communication
Panel Grid

key elements

Headline

The key message that we are communicating to our audience.

Imagery

Imagery takes a central role in our visual system. Our panel grid puts more emphasis on imagery to help better differentiate our commercial business.

Brand graphics

A distinctive graphics that's directly related to our brand.

Brand marque

An expression of who we are and what we promise as a company so it always needs to be positioned in it's correct clear space, visible and prominent.

Creation step: 1

Defining the measuring unit ‹X›

Start creating the panel grid by defining the measuring unit 'X'. This measuring unit will be used to define all Riyadh Airport panel grid elements like, the grid system, Riyadh Airport brand marque size and positioning, type size and positioning etc.

Use the following formula to come up with the correct X value for all print communications:

(Width + Height) ÷ 8

For example; the X value for an English A4 advertising size is:
X = (210 + 297) ÷ 8
X = 63 mm

X = (Width + Height) ÷ 8

Margins X / 8

Gutter X / 11
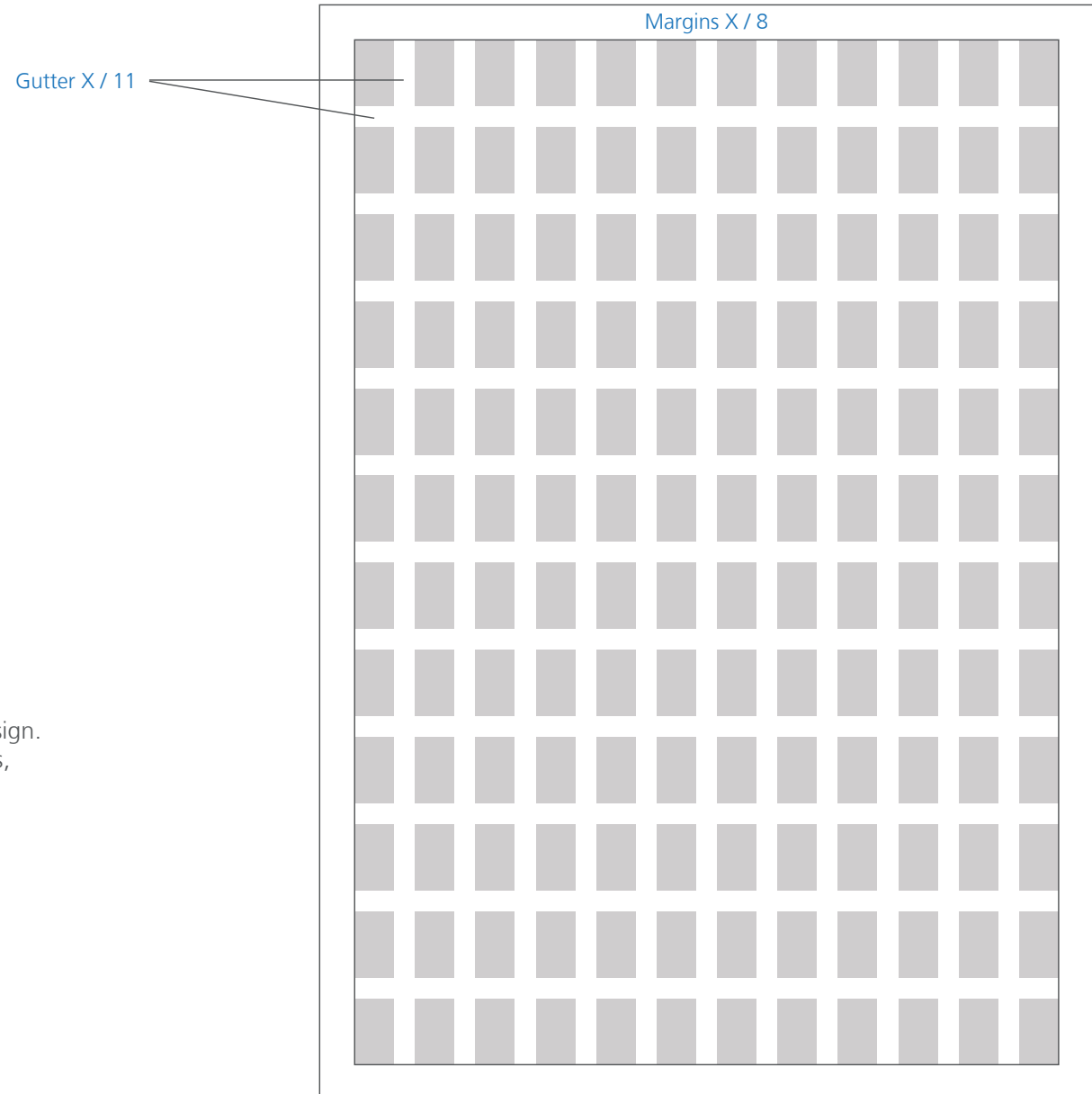
Creation step: 2

Creating the grid system

The grid system is the invisible structure of our communication design. It allows us to control placement consistency across all applications, by defining content areas such as visual area, text area and brand marque placement positioning.

For all normal and standard formats:
Apply 12 rows x 12 columns.

For all extreme formats:
(12 x 2) or (12 x 4) or (12 x 6) grid (or vice versa).

On A4 format:
The outer margin use X ÷ 8 from the edges which equals to the brand marque's clear space, and for the gutter width use X ÷ 11.
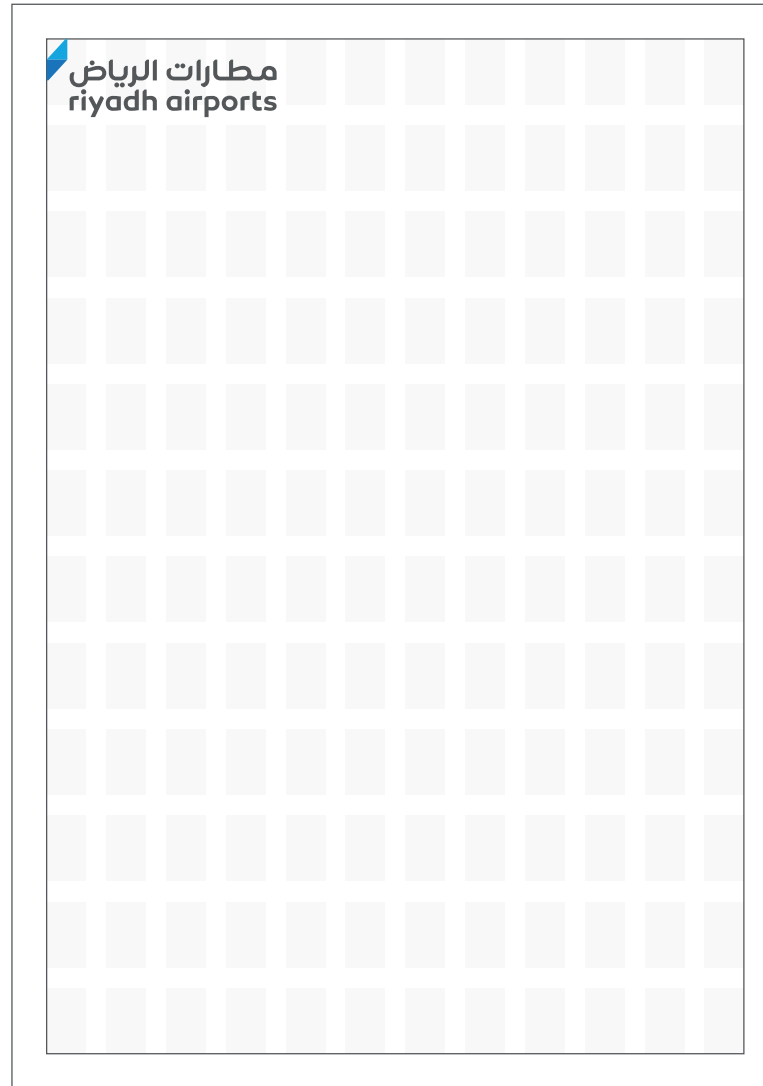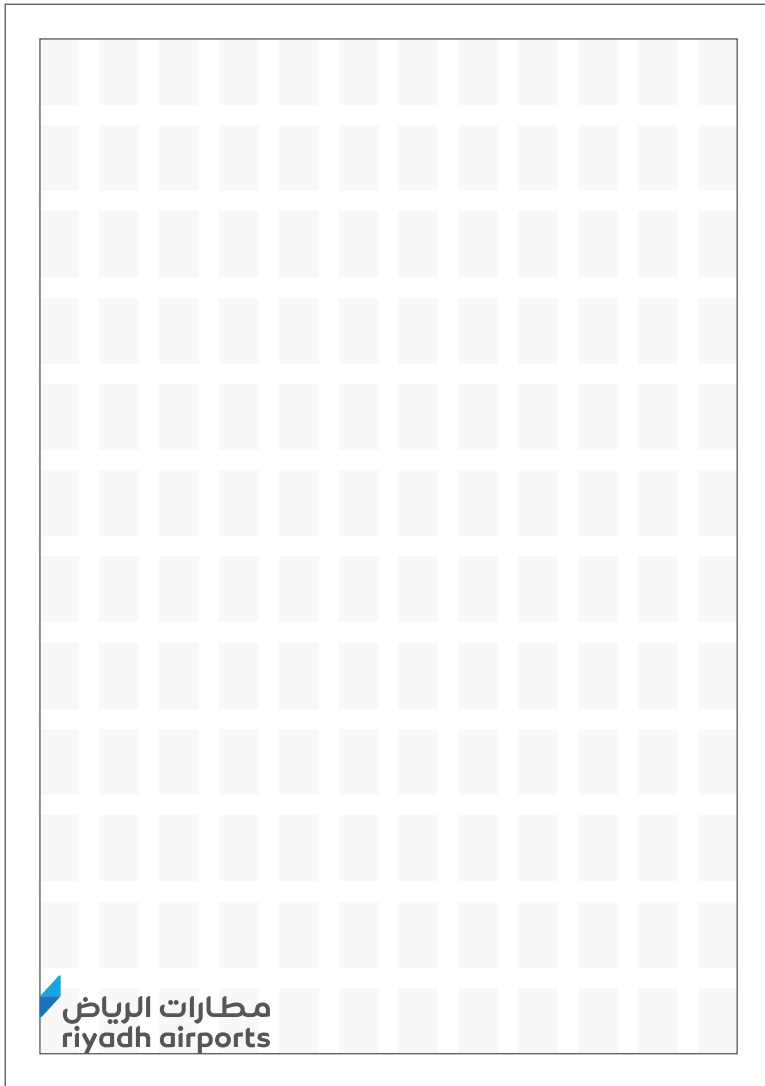
Creation step: 3

Brand marque size & position

Using the English formula (W+H)÷8, the brand marque on this specific
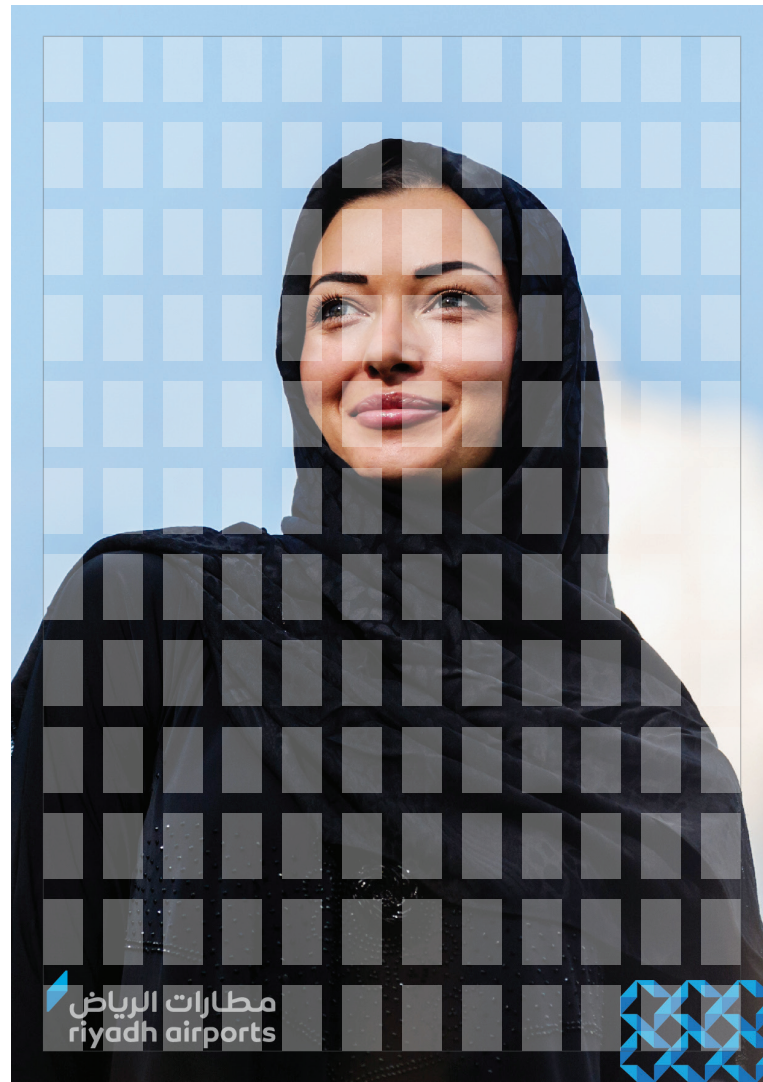A4 advertising size is 63mm.
The English brand marque should be placed at the bottom-left corner or
top-left corner.
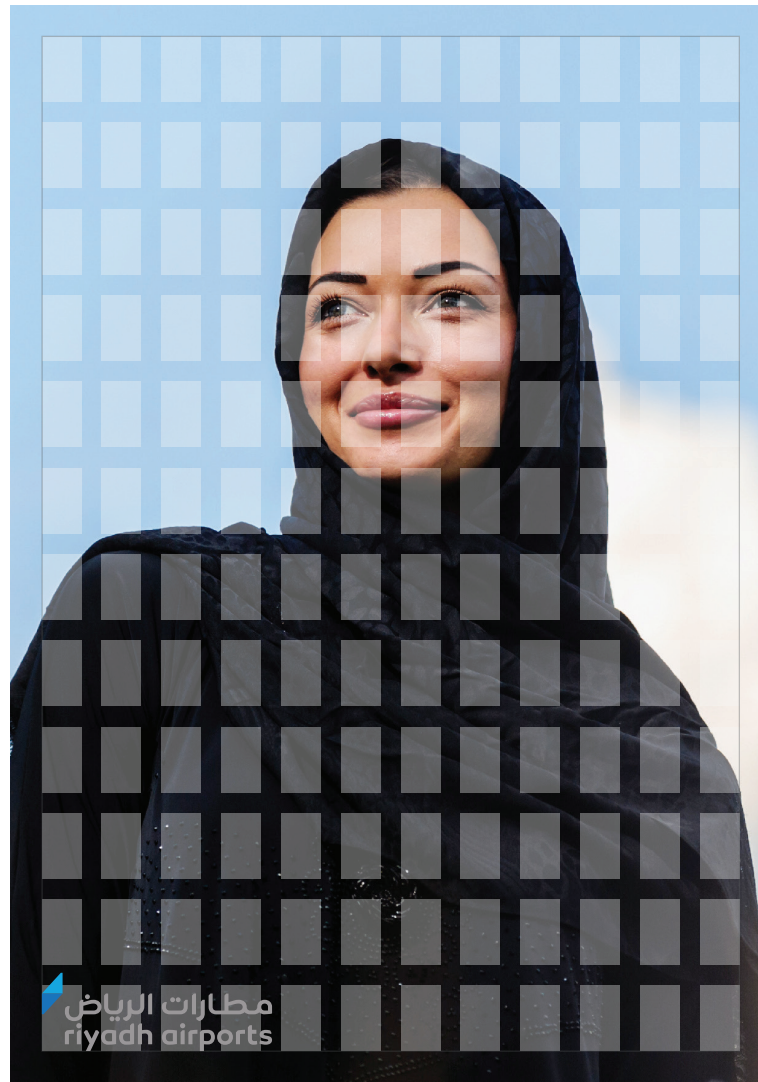
Creation step: 4

Imagery

Riyadh Airports imagery plays important role in the brand communication. There are few ways of using imagery in brand communications; we have illustrated few examples on how we can use our imagery.

Creation step: 5

Graphical element

Our graphic device can interact with our images.
We should manipulate it whenever there's an opportunity to make the communication more cohesive and dynamic.
The illustration below shows the flexibility of our graphic and variations.

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consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Creation step: 6

Content placement

The panel grid system provides guidance in placing the content.
The most important thing is that the headline is bold or black and font size is equal to the body text (X2).

Advertising collaterals

Full page standard – English

Specifications

Size: W210 X H297 mm
Grid system: 12 rows X 12 columns
Brand marque size: X
X: (210 + 297) ÷ 8
Outer margin = X clear space

Lorem ipsum dolor sit amet

consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

أن مدن 4080،
يبق لم بمباركة.

هذه قطعه عربيه صممت للمصممين العرب أو للباحثين عن
قطع نصيه عربيه لحين إنهاء تصميماتهم.

Full page standard
– Arabic

Specifications

Size: W210 X H297 mm
Grid system: 12 rows X 12 columns
Brand marque size: X
X: (210 + 297) ÷ 8
Outer margin = X clear space

Half page standard – English

Specifications

Size: W297 X H210 mm
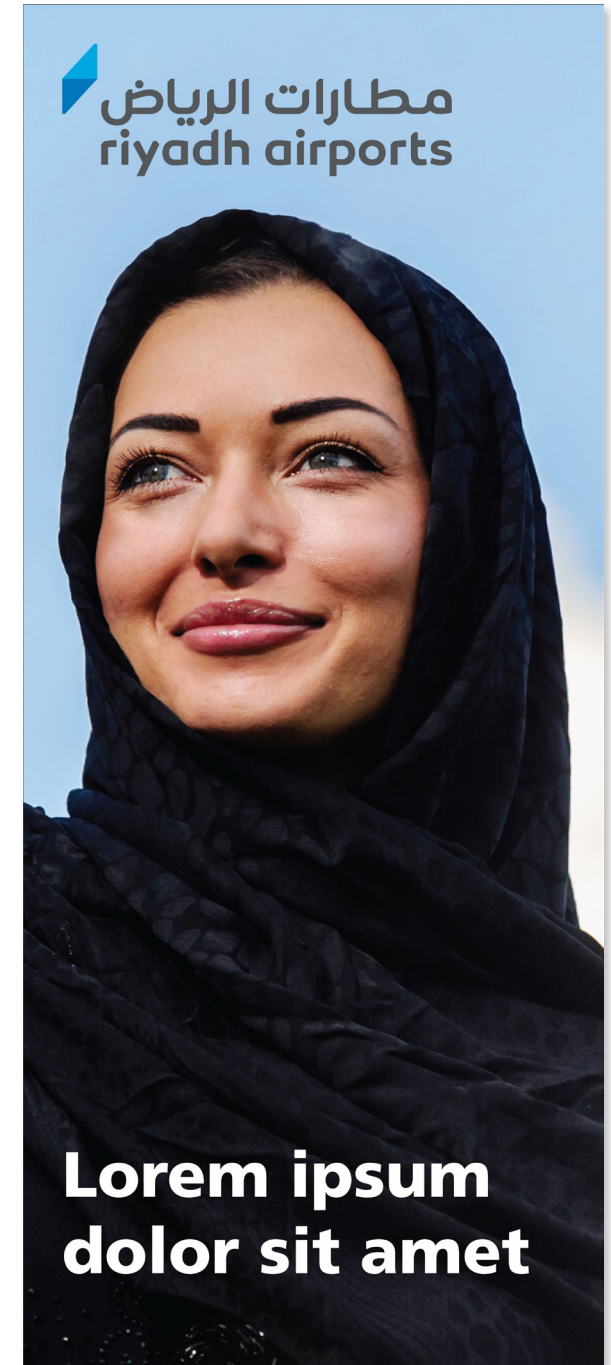Grid system: 12 rows X 12 columns
Brand marque size: X
X: (210 + 297) ÷ 8
Outer margin = X clear space

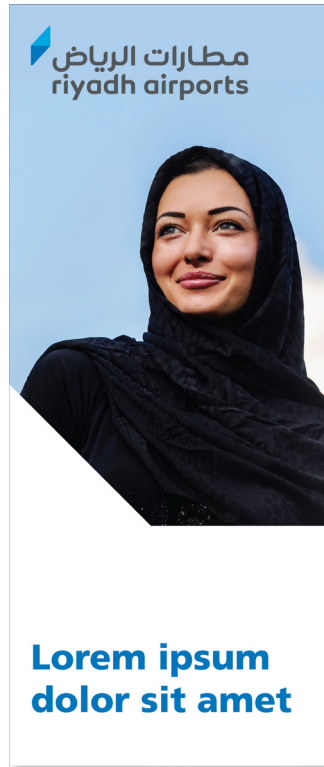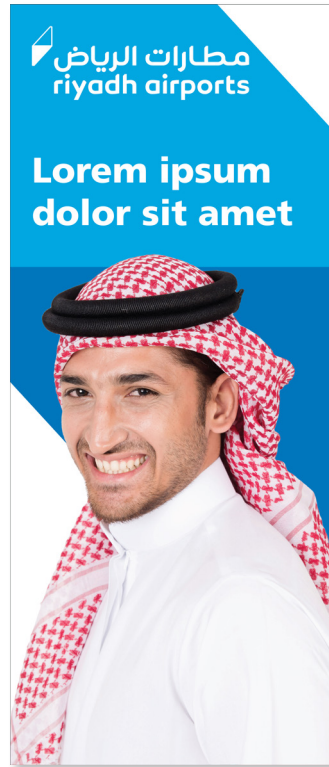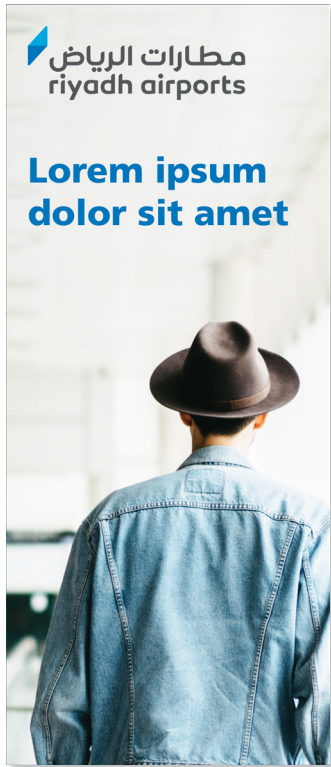# Half page standard – Arabic

Specifications

Size: W210 X H297 mm
Grid system: 12 rows X 12 columns
Brand marque size: X
X: (210 + 297) ÷ 8
Outer margin = X clear space
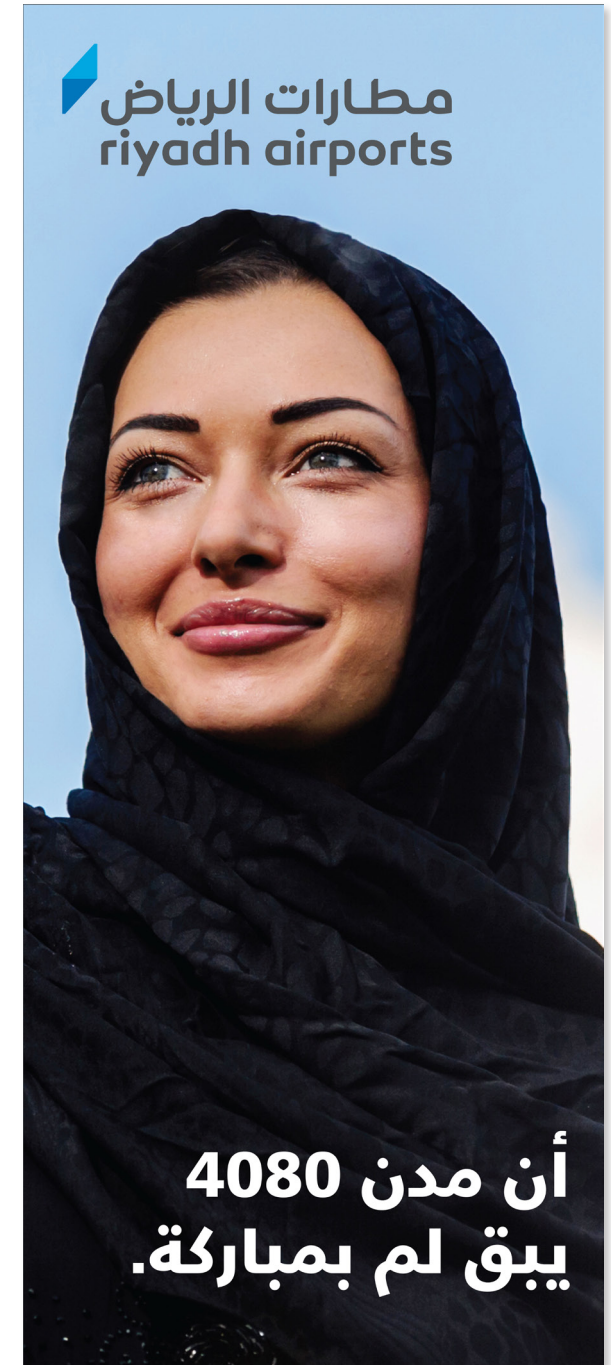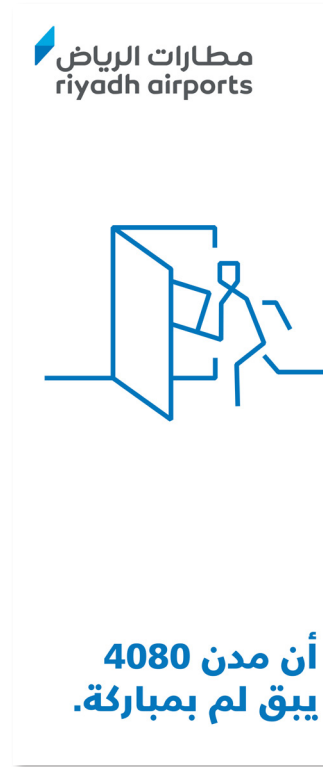
Roll up banner – English

Specifications

Size: W850 X H2000 mm
Grid system: 12 rows X 6 columns
Brand marque size: X
X: (850 + 2000) ÷ 5
Outer margin = X clear space

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Roll up banner
– Arabic

Specifications
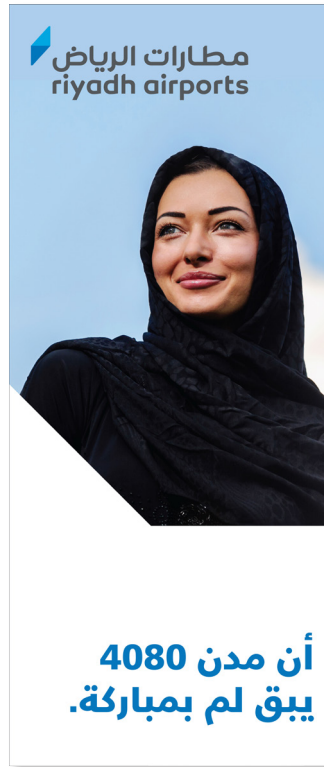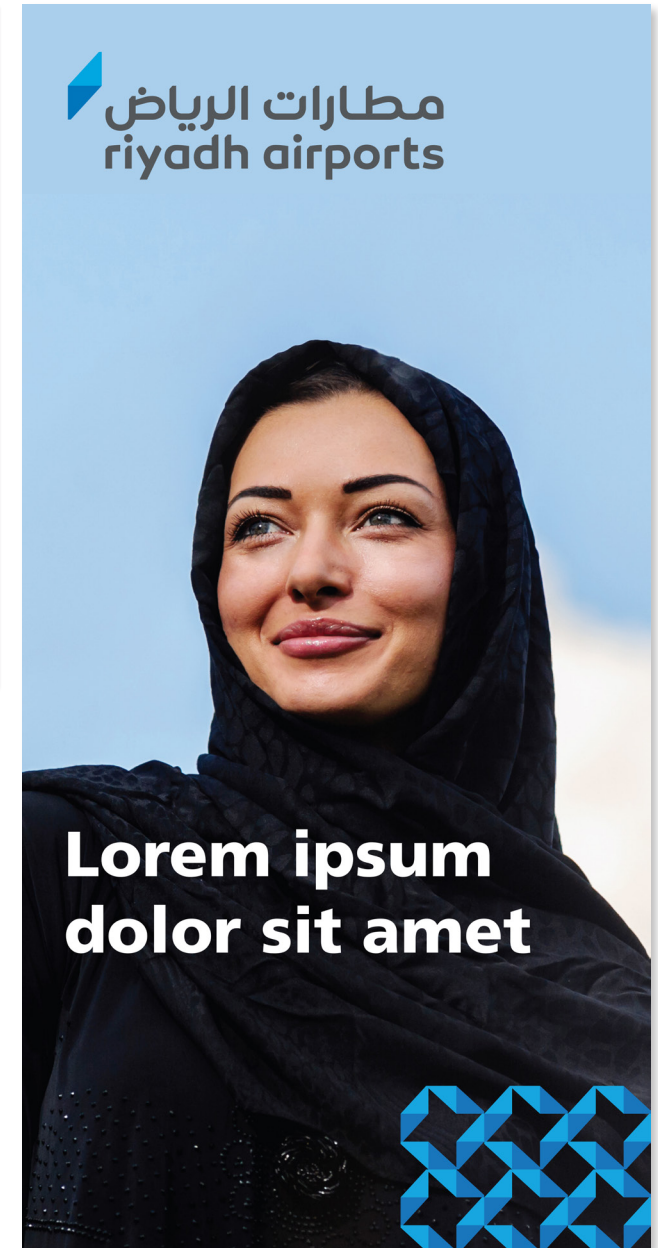
Size: W850 X H2000 mm
Grid system: 12 rows X 6 columns
Brand marque size: X
X: (850 + 2000) ÷ 5
Outer margin = X clear space

Lamppost – English

Specifications

Size: W850 X H1688 mm
Grid system: 12 rows X 6 columns
Brand marque size: X
X: (850 + 1688) ÷ 5
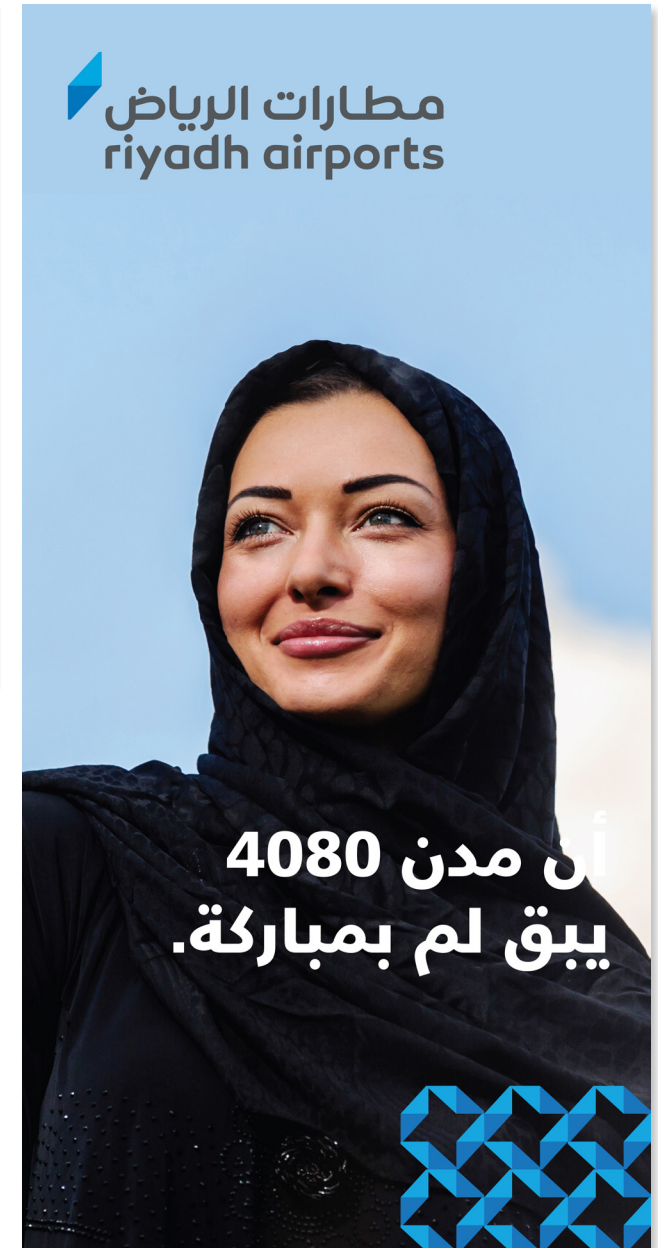Outer margin = X clear space

Lamppost – Arabic

Specifications

Size: W850 X H1688 mm
Grid system: 12 rows X 6 columns
Brand marque size: X
X: (850 + 1688) ÷ 5
Outer margin = X clear space
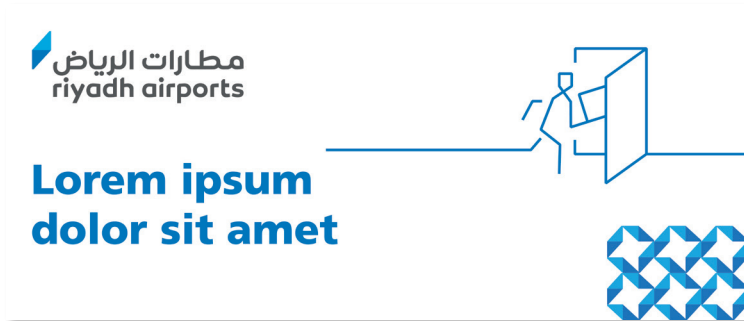
Billboard – English

Specifications

Size: W1000 X H425 mm
Grid system: 6 rows X 12 columns
Brand marque size: X
X: (1000 + 425) ÷ 5
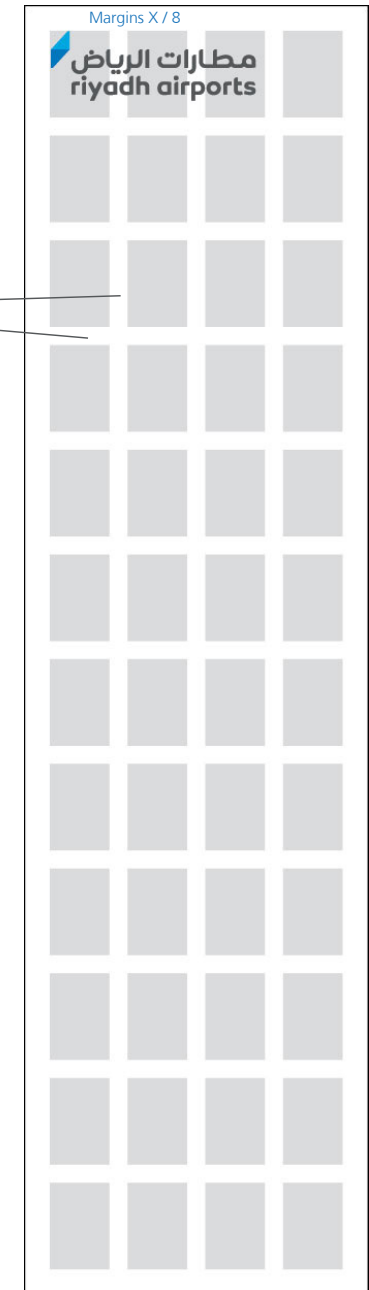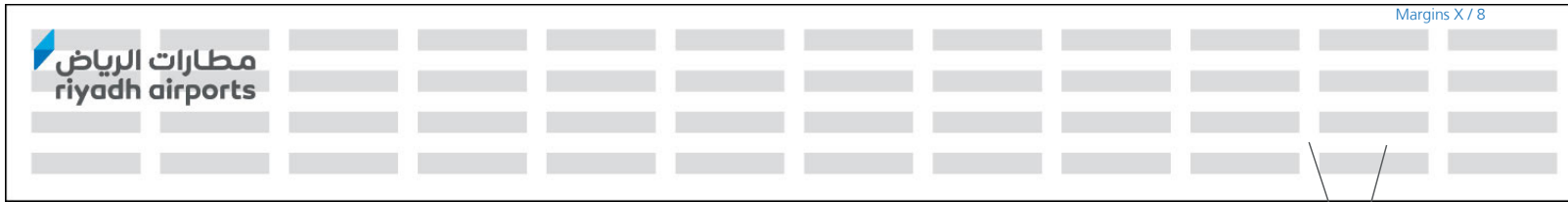Outer margin = X clear space

Billboard – Arabic

Specifications

Size: W1000 X H425 mm
Grid system: 6 rows X 12 columns
Brand marque size: X
X: (1000 + 425) ÷ 5
Outer margin = X clear space

Margins X / 8

Margins X / 8

Gutter X / 11

Web banner

Specifications

Size: W728 X H90 px
Grid system: 2 rows X 12 columns
Brand marque size: X ≤ width of the layout
Outer margin = X clear space

Use the following formula to come up with the correct X value for English communications:

(Width + Height) ÷ 8

For example; the X value for an English A4 advertising size is:
X = (210 + 297) ÷ 8
X = 63 mm

Brand marque size & position

Using the English formula (W+H)÷8, the brand marque on this specific A4 advertising size is 63mm.
The English brand marque should be placed at the bottom-left corner or top-left corner.

Specifications

Size: W160X H600 px
Grid system: 12 rows X 4 columns
Brand marque size: X ≤ width of the layout
Outer margin = X clear space
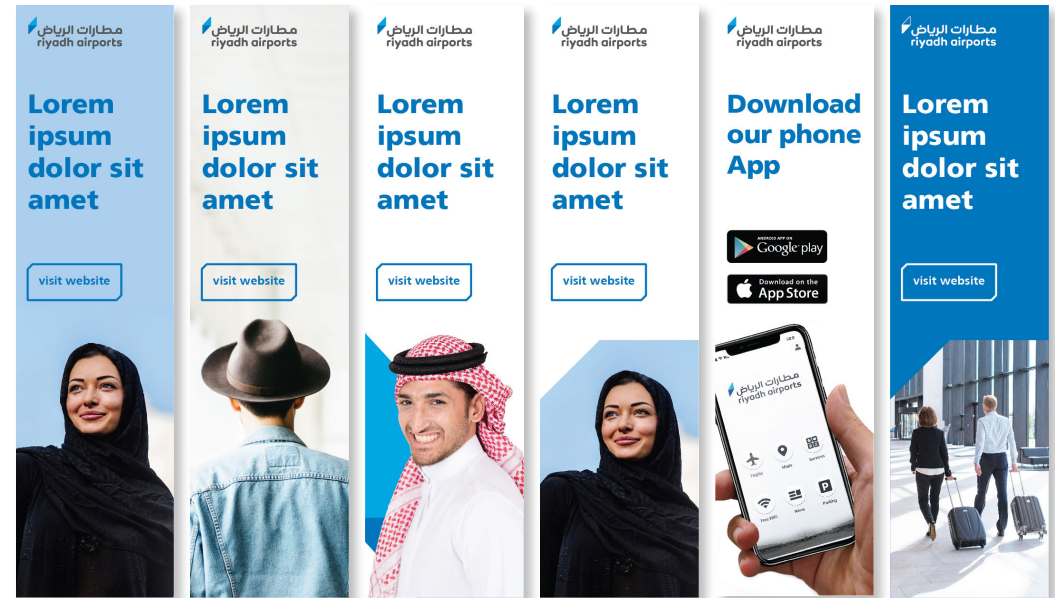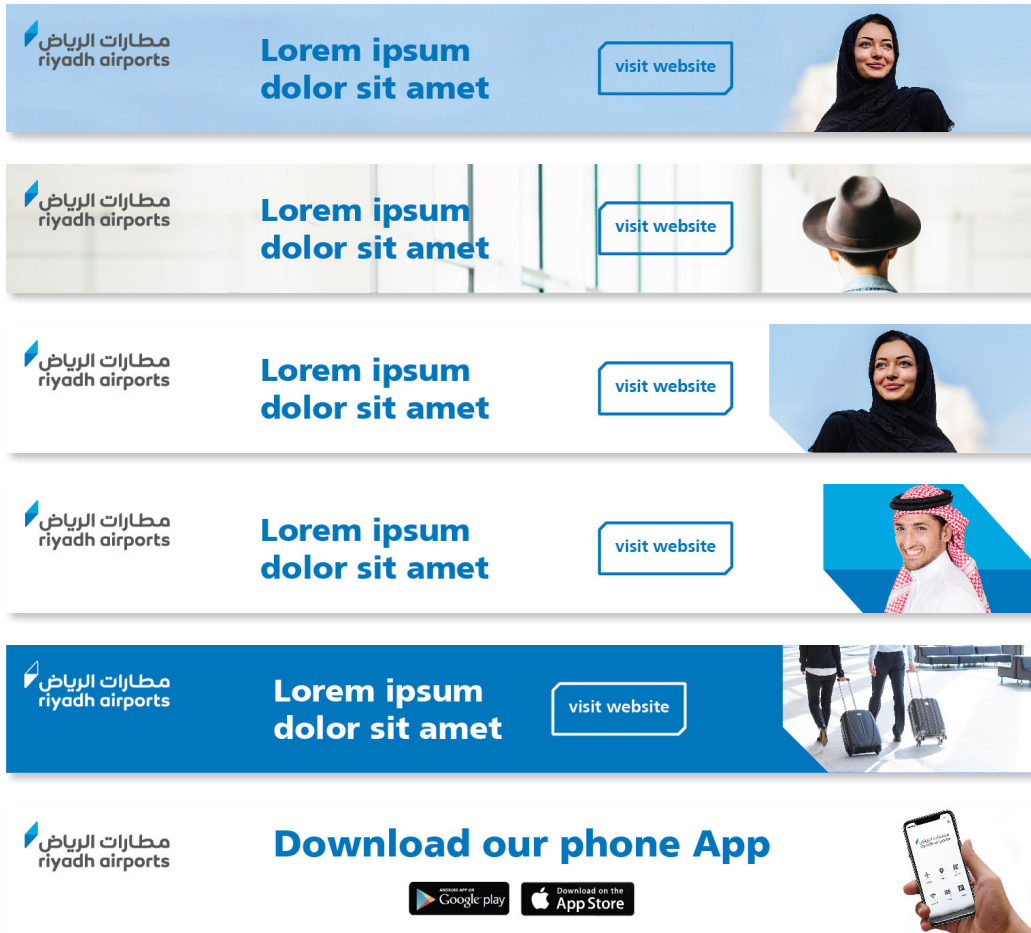
Creating the grid system

For all extreme formats:
We can use only two kinds of grids
(12 x 4) or (4 x 12)

Graphical element

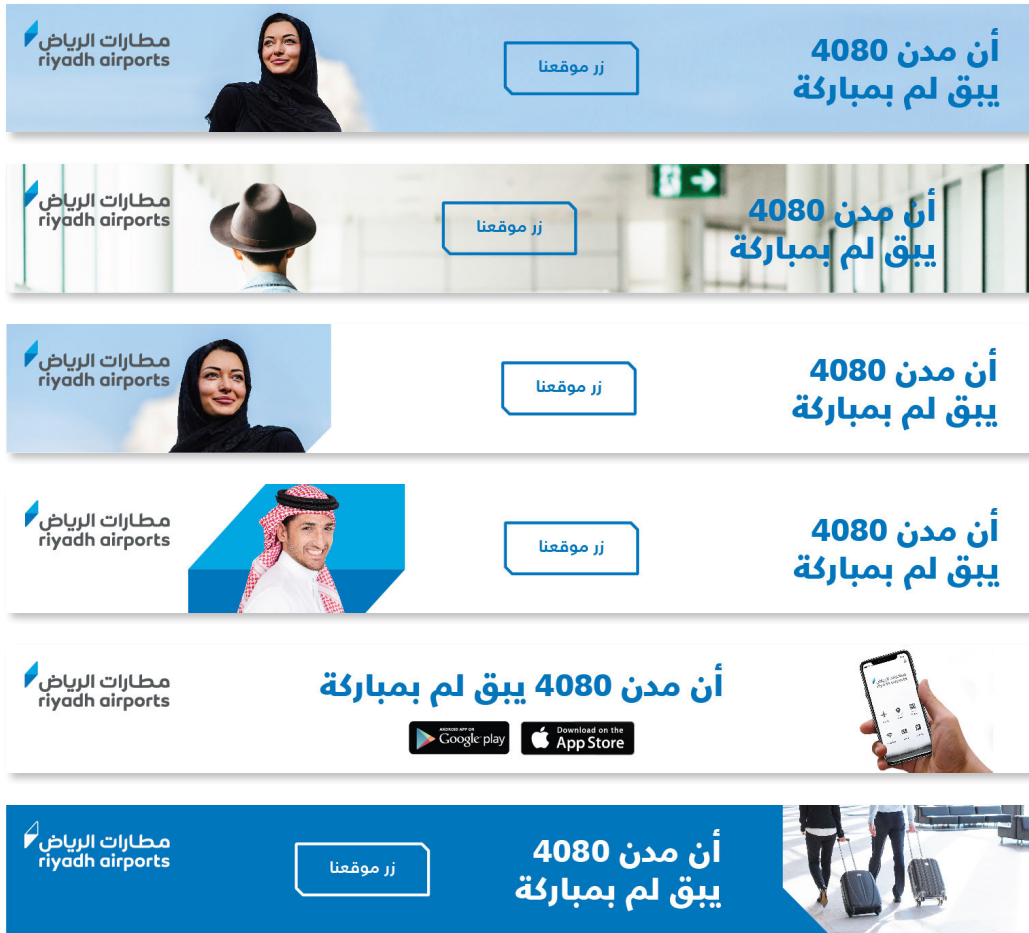To find out the size for the graphic element, the formula is:
GE = X (x) 2 / 3

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visit website

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Web banner – English

Specifications

Size: W728 X H90 px
Grid system: 2 rows X 12 columns
Brand marque size: X ≤ width of the layout
Outer margin = X clear space

Specifications

Size: W160X H600 px
Grid system: 12 rows X 4 columns
Brand marque size: X ≤ width of the layout
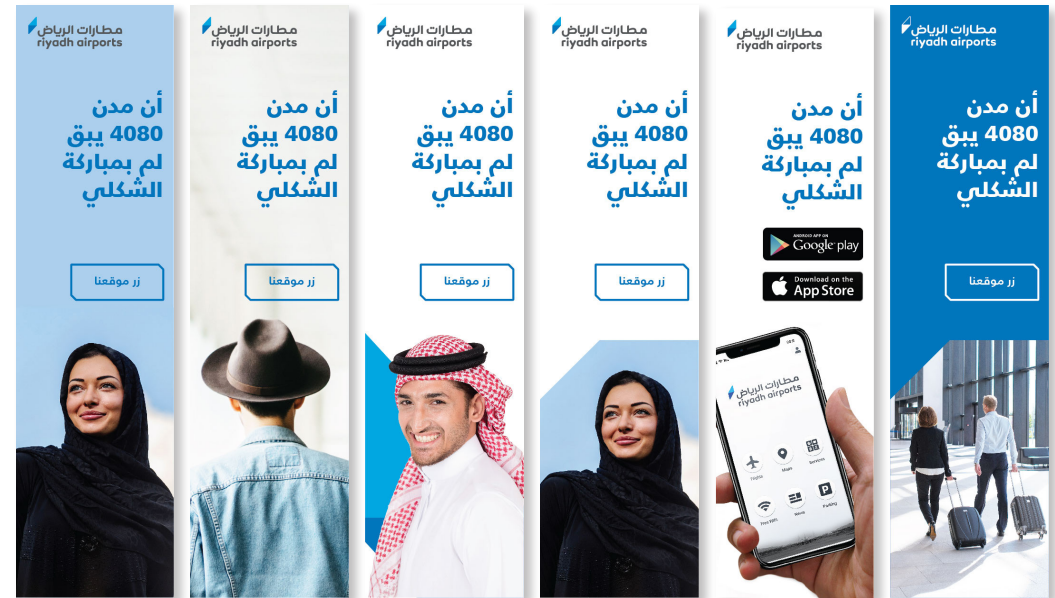Outer margin = X clear space

Web banner – Arabic

Specifications

Size: W728 X H90 px
Grid system: 2 rows X 12 columns
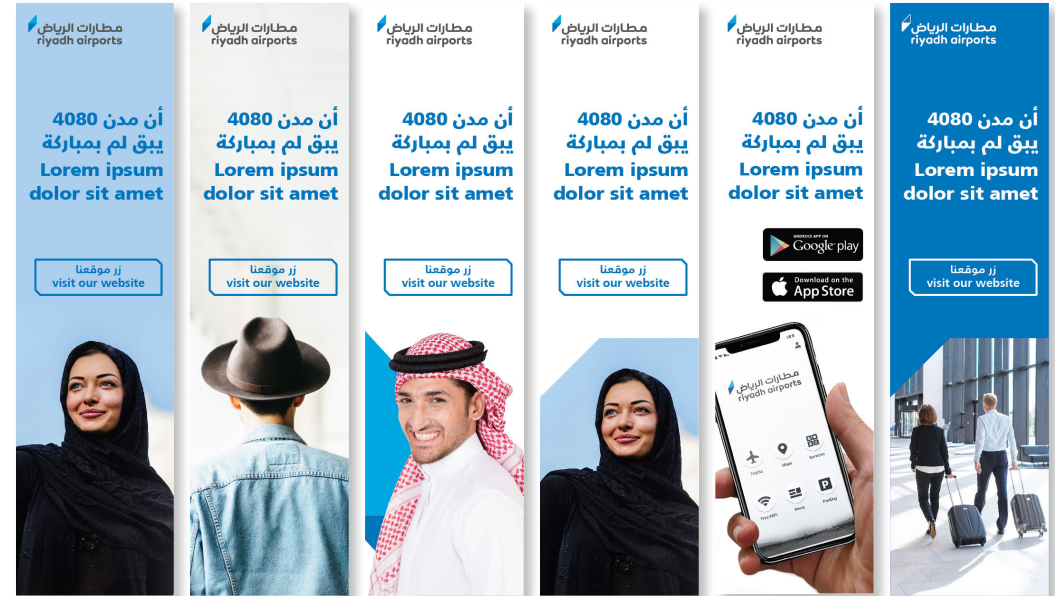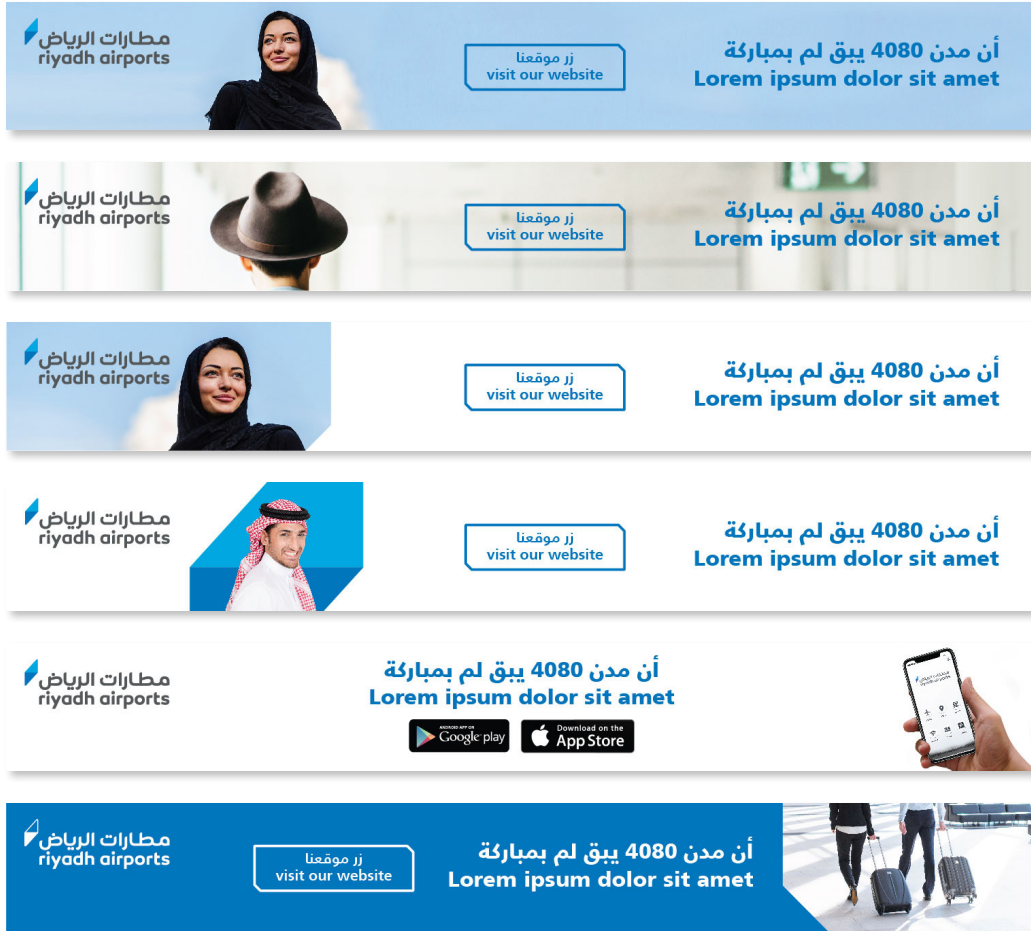Brand marque size: X ≤ width of the layout
Outer margin = X clear space

Specifications

Size: W160X H600 px
Grid system: 12 rows X 4 columns
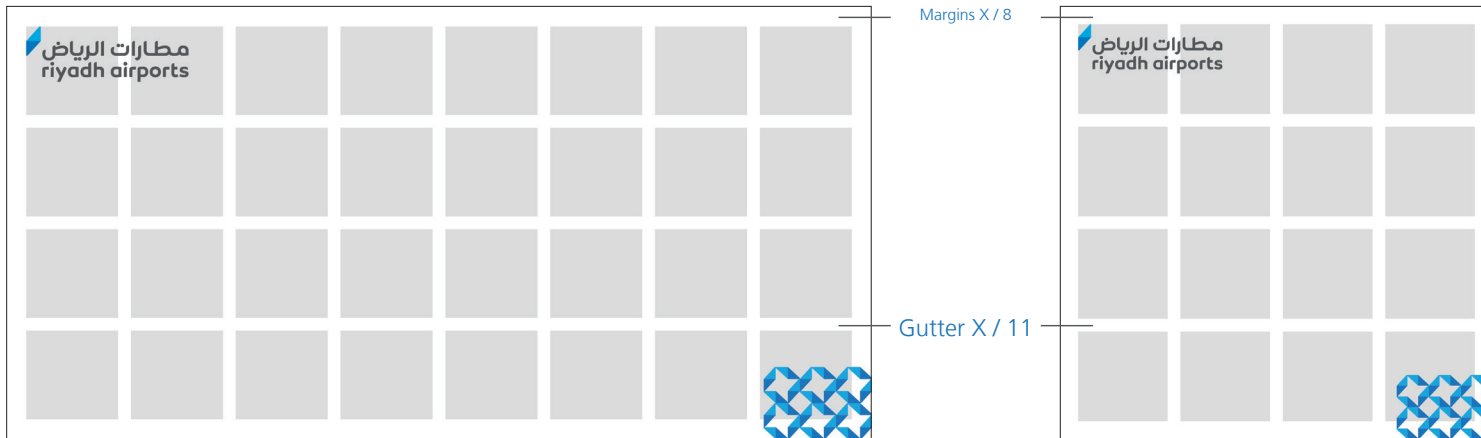Brand marque size: X ≤ width of the layout
Outer margin = X clear space

Dual

For bilingual communication

Few examples of dual applications are shown here, rules and guidances that have been specified in previous pages are applied for these examples too.

Social Media

Specifications

Size: W1080 X H1080 px
Grid system: 2 rows X 12 columns
Brand marque size: X
Outer margin = X/8 clear space

Use the following formula to come up with the correct X value for the particular communications:

(Width + Height) ÷ 8

For example; the X value for an English A4 advertising size is:
X = (1080 + 1080) ÷ 6
X = 360 mm

Brand marque size & position

Using the English formula (W+H)÷8, the brand marque on this specific A4 advertising size is 63mm.
The English brand marque should be placed at the bottom-left corner or top-left corner.

Specifications

Size: W1024 X H516 px
Grid system: 12 rows X 4 columns
Brand marque size: X
Outer margin = X/8 clear space

Creating the grid system

For all 2:1 formats:
We can use (8 x 4) grid for the 2:1 format.
and (4 x 4) grid for the 1:1.

Graphical element

To find out the size for the graphic element, the formula is:
GE = X (x) 2 / 3

2:1

1:1

Social Media – English

Specifications

Size: W1080 X H1080 px
Grid system: 4 rows X 4 columns
Brand marque size: X
Outer margin = X/8 clear space

Specifications

Size: W1024X H512 px
Grid system: 8 rows X 4 columns
Brand marque size: X
Outer margin = X/8 clear space

2:1

1:1

Social Media Post – Arabic

Specifications

Size: W1080 X H1080 px
Grid system: 4 rows X 4 columns
Brand marque size: X
Outer margin = X/8 clear space

Specifications

Size: W1024X H512 px
Grid system: 8 rows X 4 columns
Brand marque size: X
Outer margin = X/8 clear space

Cobranding

Cobranding

For products and other collaborating brands

The cobranding layout is similar to the original layouts but with Riyadh airport fixed on the top left. The co-brand device has to be on the left side of the graphical elemnent with the same height. The width is flexible depends on the cobrand logo width.

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أن مدن 4080
يبق لم بمباركة

Mazaya

**أن مدن 4080،
يبق لم بمباركة.**

هذه قطعه عربيه صممت للمصممين العرب
أو للباحثين عن قطع نصيه عربيه لحين إنهاء
تصميماتهم.

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King khalid int'l airport

Mazaya

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Mazaya

مطار الملك خالد الدولي
King khalid int'l airport

Cobranding

Examples

Few examples of cobranding applications are shown here, rules and guidances that have
been specified in previous pages are applied for these examples too.

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king khalid int'l airport

Flexible Width
You can move according to your logos

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مزايا
Mazaya · PAUL · توصلك
استقبال وتوصيل
العاملة المنزلية

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consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

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king khalid int'l airport · Mazaya · PAUL · توصلك

Multiple Cobrandings

For multiple products and collaborating brands

The cobranding layout is similar to the existing layouts. The width of co-brand device is flexible depends on the cobrand logo width.

Relationship definition subordinate partner

These brand marque options are specifically created for different instances when we are the subordinate partner in a piece of communication.
We use this version when our partner allows us to use our corporate blue
This is our default solution when our brand marque is placed on a busy/complex image backgrounds.
The white container should be used when the background is dark
The blue container is used when the background is lighter and enough contrast is achieved for the blue container to pop.