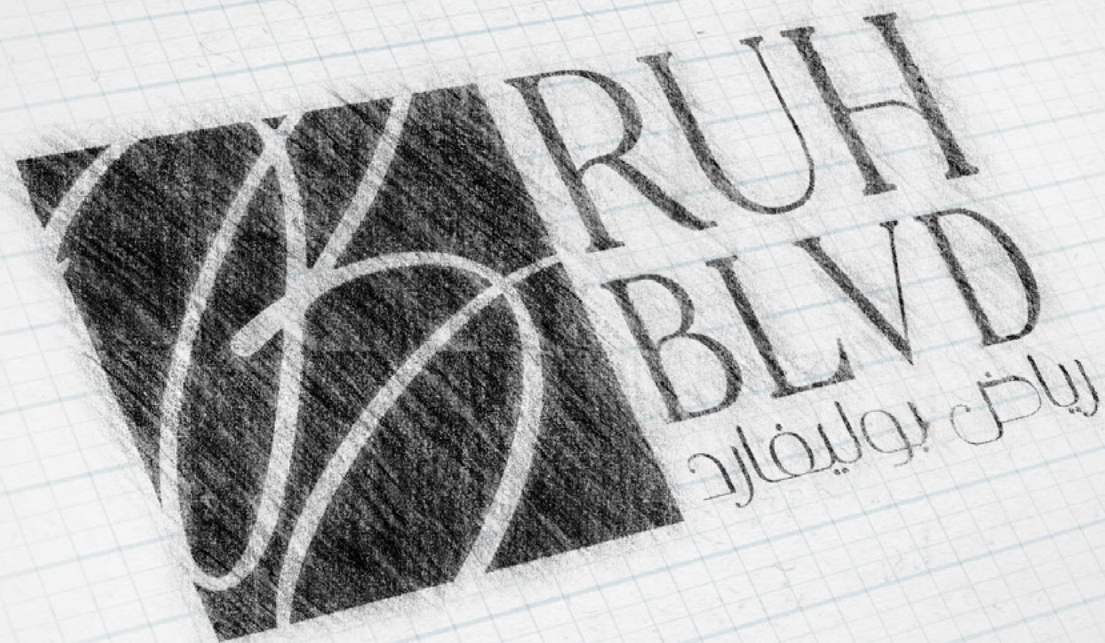


BRANDING

GUIDELINE 2021





1. LOGO

1.1 LOGO STRUCTURE



EMBLEM

RUH
BLVD
ریاض بولیفارد

TAGLINE



FULL LOGO

1. LOGO

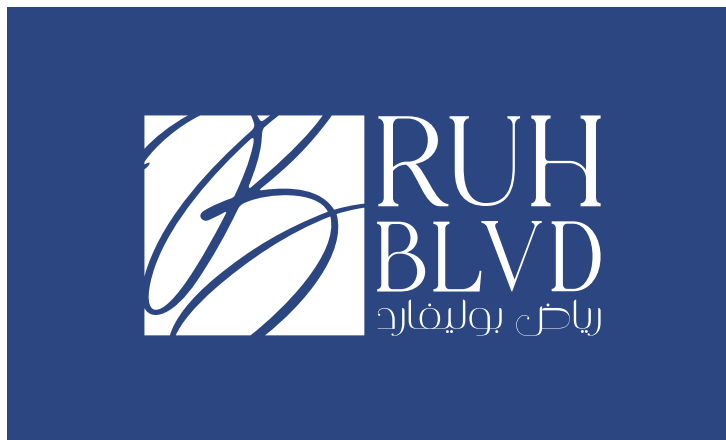
1.1 LOGO STRUCTURE



[CLICK TO DOWNLOAD THE OPEN-SOURCE](#)

1. LOGO

1.2 LOGO VARIATIONS



2. COLOR SCHEME

2.1 PRIMARY COLORS

																	
C=95 M=82 Y=21 K=07	R=043 G=070 B=129	HEX=2b4681	C=01 M=88 Y=73 K=00	R=236 G=070 B=071	HEX=ec4647	C=01 M=27 Y=99 K=00	R=251 G=189 B=023	HEX=fbbd17	C=42 M=79 Y=00 K=00	R=157 G=086 B=162	HEX=9d56a2	C=53 M=00 Y=20 K=00	R=111 G=203 B=208	HEX=6fcbd0	C=69 M=00 Y=61 K=00	R=069 G=187 B=139	HEX=45bb8b

3. TYPOGRAPHY

3.1 SOMAR

Aa

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Aa

Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Aa

Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

عريض

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
٠ ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

متوسط

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
٠ ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

خفيف

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
٠ ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

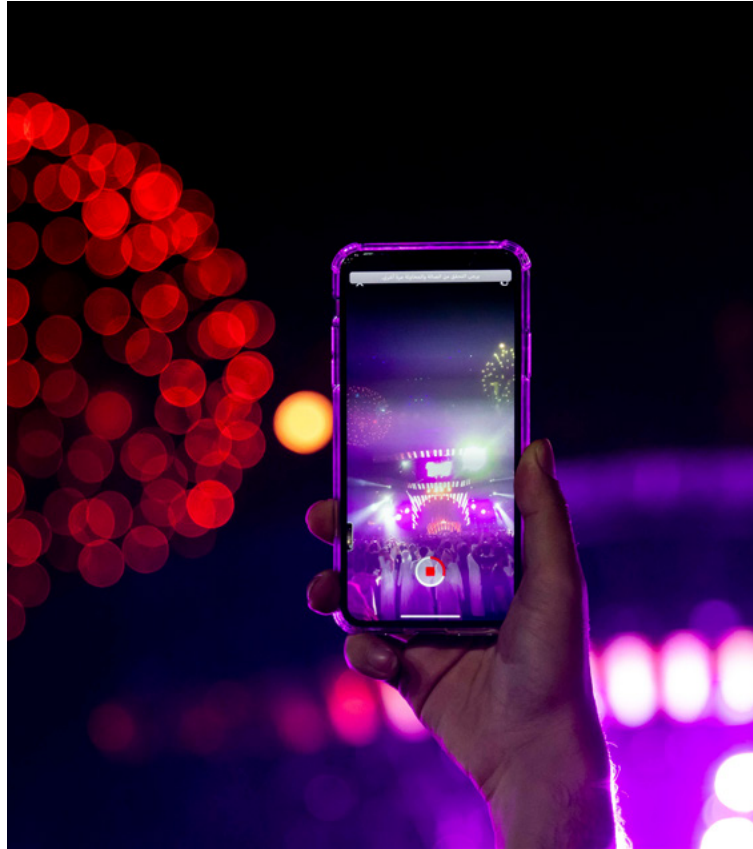
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4. IMAGERY STYLE

4.1 IMAGE STYLE & CROPPING



HUMAN FIGURE



ITEMS FOCUS



ENVIRONMENT

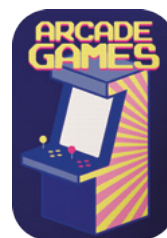
5. STICKERS

5.1 STICKERS PRODUCTION



ed4747
6ecbd1
45ba8b
9e56a1
2a4782

Size: width = 4 cm



292660
697cb2
1e4493
f1eb83
eb97b9
ef4f93

Size: height = 5 cm



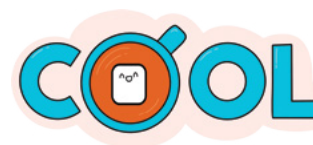
428fcd
e01f26

Size: width = 5 cm



2760a6
00a9cb

Size: width = 4 cm



08cddf
e76426
feede8

Size: height = 4.5 cm



THANK
YOU