



Visual Identity Guideline

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Our logo

Our logo is inspired by the name of the city of Riyadh in a simplified and abstract form linked to geometric shapes that express modern buildings and towers that are perpendicular and interconnected with each other, such as King Abdullah Financial City. At the same time, it is linked to ancient and historical buildings to form this beautiful and modern symbol.



Visual logo

Here comes the details of our logo, in which we clarify the iconic symbol of the logo and the written logo. Several versions were made, but we settled on this form to be in line with the identity and form of the UNESCO logo. Later, we will clarify their use together.



Logo Lockup



Co-Branding logo

Here comes the details of our logo combined
with the UNESCO logo and approved



United Nations
Educational, Scientific and
Cultural Organization



- Designated
- UNESCO Creative City
- in 2025



Logo usage

Misuse of the logo and attempts to avoid it in order to maintain the overall and harmonious character of the logo and give it the appearance it deserves.



مدينة مبدعة
في التصميم
Riyadh Creative
City in Design



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City in Design



مدينة مبدعة في التصميم
Riyadh Creative City in Design



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مدينة مبدعة في التصميم
Riyadh Creative City in Design



Logo usage

The misuse of the logo associated with the UNESCO logo and the attempt to avoid its use in order to preserve the overall and harmonious character of the logo and give it the appearance it deserves.



Typo graphy

Our primary typeface is Effra. It is available in both Latin and Arabic languages. Effra is used in the following weights: regular and medium.

If your organization owns and uses the Adobe Creative Cloud suite this font is freely available and ready to use. Otherwise, it may be purchased from:
<https://www.daltonmaag.com/effra>

Primary typefaces

Latin

AB

Effra regular
Effra medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-+<>
?"[]!@£\$%&*(){};=

Arabic

ظ غ

إفرا عادي
إفرا 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 ه ه ه
<>-+0123456789
وي
=,./()*&/%\$£@![]{}"‘



Typo graphy

In some digital applications or for general office use, it will not be technically possible to use our primary typefaces.

When this is the case, we recommend the use of our secondary typeface Calibri for Latin communications and Sakkal Majalla for Arabic communications.

For use in:



Secondary typefaces

Latin secondary typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri bold

Arabic secondary typeface

أ أ ل إ 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 و ي

Sakkal Majalla regular

أ أ ل إ 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 و ي

Sakkal Majalla bold

Color Pallette

In the heart of the modern city, colors glow like the pulse of life.

Purple is a dream that connects imagination and reason.

Blue is a digital clarity that balances calm and movement.

Pink is a human warmth that illuminates cold corners.

Yellow is a spark of boldness that awakens inspiration.

Together, these colors capture the spirit of the city:

Boldness, balance, and radiance born from glass and light.



594b9f

RGB
89/75/159

CMYK
78/83/0/0

123155

RGB
18/49/85

CMYK
100/84/39/34

77a5d8

RGB
119/165/216

CMYK
52/25/0/0

289091

RGB
40/144/145

CMYK
80/25/43/3

f6d0df

RGB
246/208/223

CMYK
1/21/2/0

ffca06

RGB
255/202/6

CMYK
0/21/100/0

f37b74

RGB
243/123/116

CMYK
0/65/47/0

Color Pairings

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum inire dolor in hendrerit.



Graphic Element

The design and pattern elements of the identity are abstract geometric patterns that express modern architecture, intertwined with each other and blended with the identity's saturated colors to give us a modern and contemporary design style.



Graphic Element

Using elements and patterns with social media posts and how to employ them correctly to maintain the overall style of the designs, keeping in mind that there is no harm in employing them better without compromising the overall style.



**Thank
You**