









Riyadh Season Branding Events Guideline

Table of Content

	Corporate Logo	04
	Typography	12
	Color Scheme	16
	Graphic Elements	19
	Template	27
	Mockups	33

BRAND GUIDELINES

The design guidelines

These guidelines describe the visual and verbal elements that represent the Trusted Group identity. This includes the name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect RS's commitment to quality, consistency and style.

Trusted brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of Trusted name and marks.



1

First Section

Corporate Logo

Intro

Combination between Symbol and Logotype

Logo Variations

Clearspace and Computation

Logo Application and Standards

Incorrect Logo Applications



Intro

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the the **symbol** itself with written **logotype** “Riyadh Season” they have a fixed relationship that should never be changed in any way.



Combination between Symbol and Logotype

Riyadh Season Masterbrand or Corporate Logo comprises of two elements, the logo symbol and **logo type**. The **Logo Symbol** is a powerful image evoking the cultural and historical element connection between the strength of communication and the it has a particular relationship with the (RS) name. The Logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters. The typeface is **Baruta** and has also been chosen to compliment and balance perfectly with the logo symbol. The corporate logo is presented through the use of colour as well as shape and form. The seven corporate colours are dark and light Blue, Green, Yellow, purple, pink and orange.strong combination - modern - classic - timeless.The Colours have been selected according to international standards as shown below and are easily implemented.



Logo Variations



Full Logo

Consists of a powerful element evoking the culture of design celebration colours and the famous masmak fort.



The Logo Symbol

Consists of a powerful element evoking the culture of design celebration colours and the famous masmak fort.



Logotype

Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters in colourful tones of the chosen branding color.



Logotype with Slogan

Logo Construction, Clearspace and Computation

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark. of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

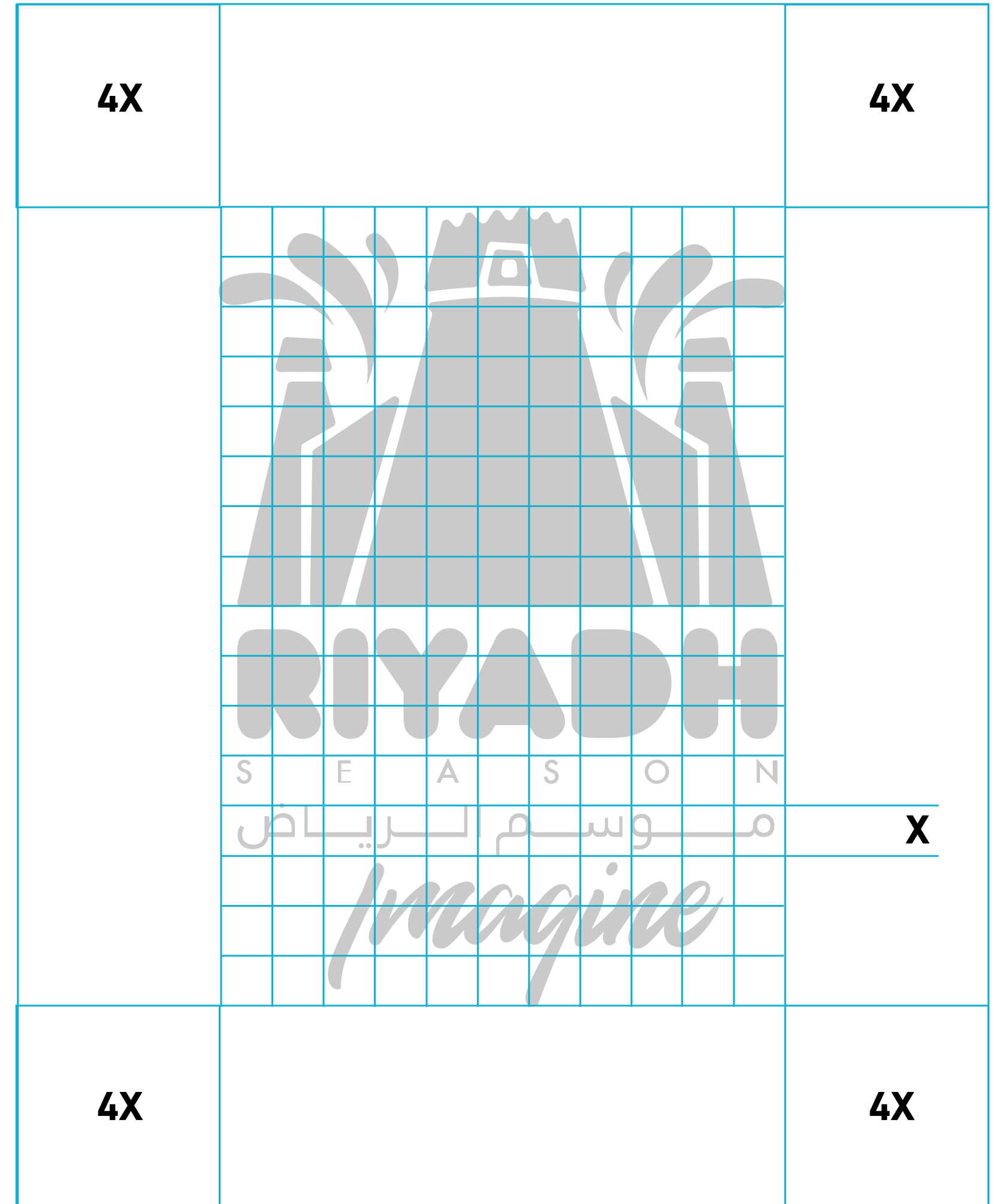
CLEARSPACE

Definition

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Computation

To work out the clearspace take the height of ضايرلا م سوم (x). The clearspace is four times the height of x which is 4x.



Logo Application and Standards

Logo A

Background Black Version



Logo B

Background Colored Version



Logo C

Background Grey Version



Logo D

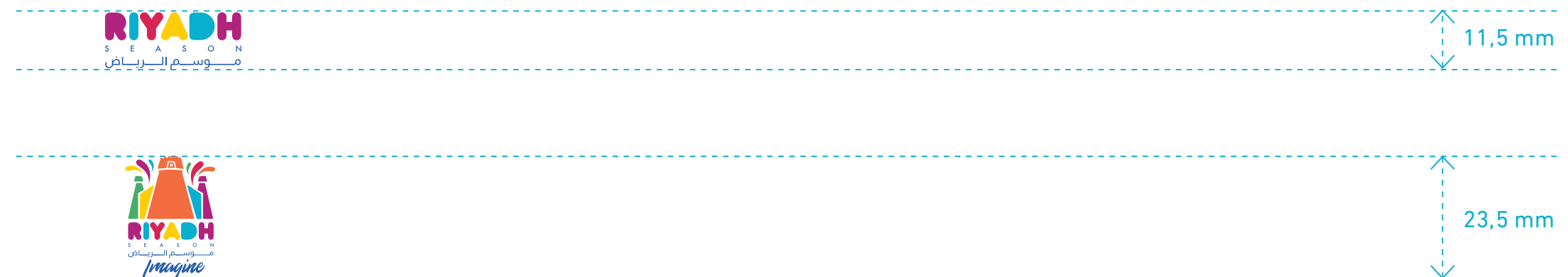
Background White Version



MINIMUM SIZES

Logotype Only
Minimum Height: 11,5 mm

Full Logo
Minimum Height: 23,5 mm



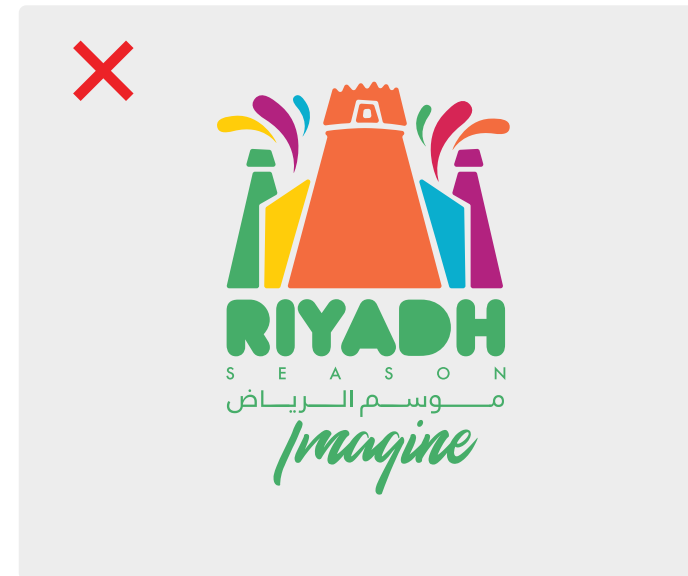
Incorrect Logo Application



Always use approved master artwork. Never alter or recreate the Logo. Below are examples of incorrect use of Riyadh Season logo.



Never alter the spacial relationship between the Brand Identity elements



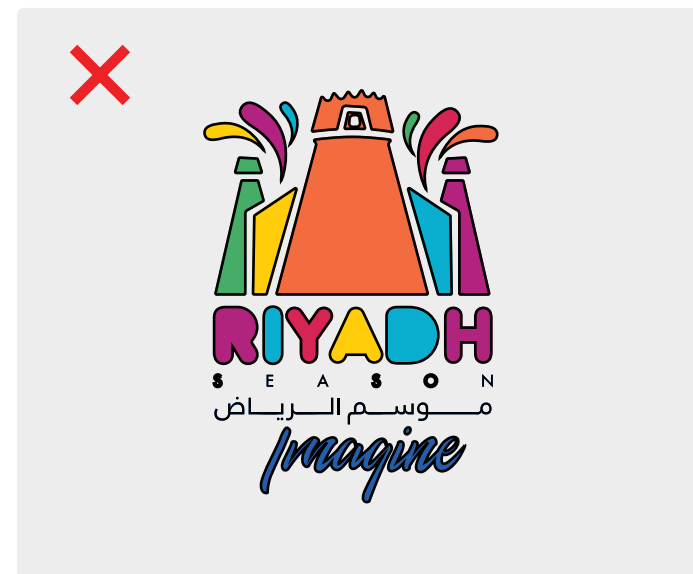
Never change the colour of the Brand Identity



Never change the proportions of the Brand Identity



Never place the Brand Identity on an colour which compromises the legibility of the Brand Identity



Never put a key-line around the Brand Identity



Never set the Brand Identity at any angle



Never place the Brand Identity on an image which compromises its legibility

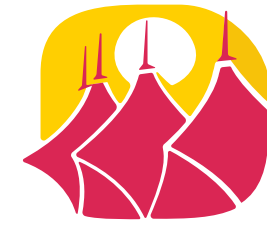


Never change the fonts of the Brand Identity

Zone Logos

These are the 12 logos designed for the 12 zones in Riyadh Season.

*Minimum Height for logos : 11.5 mm



ملاعب الرياض
Riyadh Stadiums



وادي نمار
Wadi Namar



صحاري الرياض
Riyadh Sahara



الملز
Al Malaz



نبض الرياض
Nabd Al Riyadh



الحي الدبلوماسي
DQ



رياض ووتر وندرلاند
Riyadh Winter Wonderland



معرض الرياض للسيارات
Riyadh Car Show



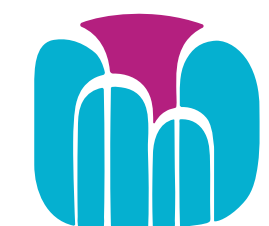
رياض سفاري
Riyadh Safari



المربع
Al Murabaa



واجهة الرياض
Riyadh Front



الرياض بوليفارد
Riyadh Boulevard

2

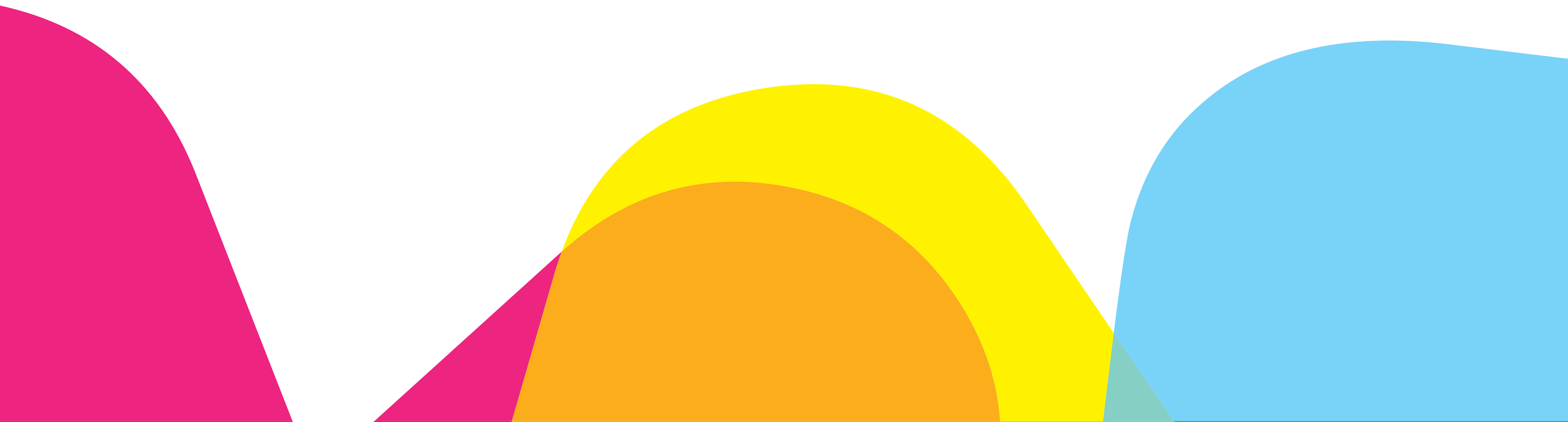
Second Section

Typography

The Typeface

Bilingual

Text Hierarchy



The Typeface

Typography plays an important role in communicating an overall tone and reinforces our personality and ensures clarity and harmony in all RS communications. We have selected **DIN Next LT Arabic** (for both English & Arabic) which helps inject energy and enthusiasm into the entire Riyadh Season communications, as the primary corporate typeface.

Hello أهلا

Bilingual

The primary English and Arabic typeface is **DIN Next LT Arabic**. It is modern and approachable whilst communicating with confidence. It is distinctive and carries gravitas at larger sizes whilst retaining clarity and focus at smaller sizes.



The font DIN Next LT Arabic will be attached with This Branding Manual Guide.

Engl -ish

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
0 1 2 3 4 5 6 7 8 9

Regular

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
0 1 2 3 4 5 6 7 8 9

Heavy

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
0 1 2 3 4 5 6 7 8 9

خط نحيف

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
9 8 7 6 5 4 3 2 1 0

خط عادي

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
9 8 7 6 5 4 3 2 1 0

خط ثقيل

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
9 8 7 6 5 4 3 2 1 0

العربية

Text Hierarchy

Typographic hierarchy is another form of visual hierarchy. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for RS layouts.

Context Text & inner Headlines

Caption Text

Imagine
-
DIN Next LT Arabic - Regular
6% of all font sizes

تخيّل
-
DIN Next LT Arabic - Regular
6% of all font sizes

06%

Copy Text

Imagine
-
DIN Next LT Arabic - Regular
8% of all font sizes

تخيّل
-
DIN Next LT Arabic - Regular
8% of all font sizes

08%

Headlines Copytext

Imagine
-
DIN Next LT Arabic - Regular
10% of all font sizes

تخيّل
-
DIN Next LT Arabic - Regular
10% of all font sizes

10%

Headlines & Typobreaks

Big Headlines and Title

Imagine
DIN Next LT Arabic - Bold
22% of all font sizes

تخيّل
DIN Next LT Arabic - Bold
44% of all font sizes

22%

Sequencer and Title for Marketing

Imagine
DIN Next LT Arabic - Bold
44% of all font sizes

تخيّل
DIN Next LT Arabic - Bold
44% of all font sizes

44%

3

Third Section

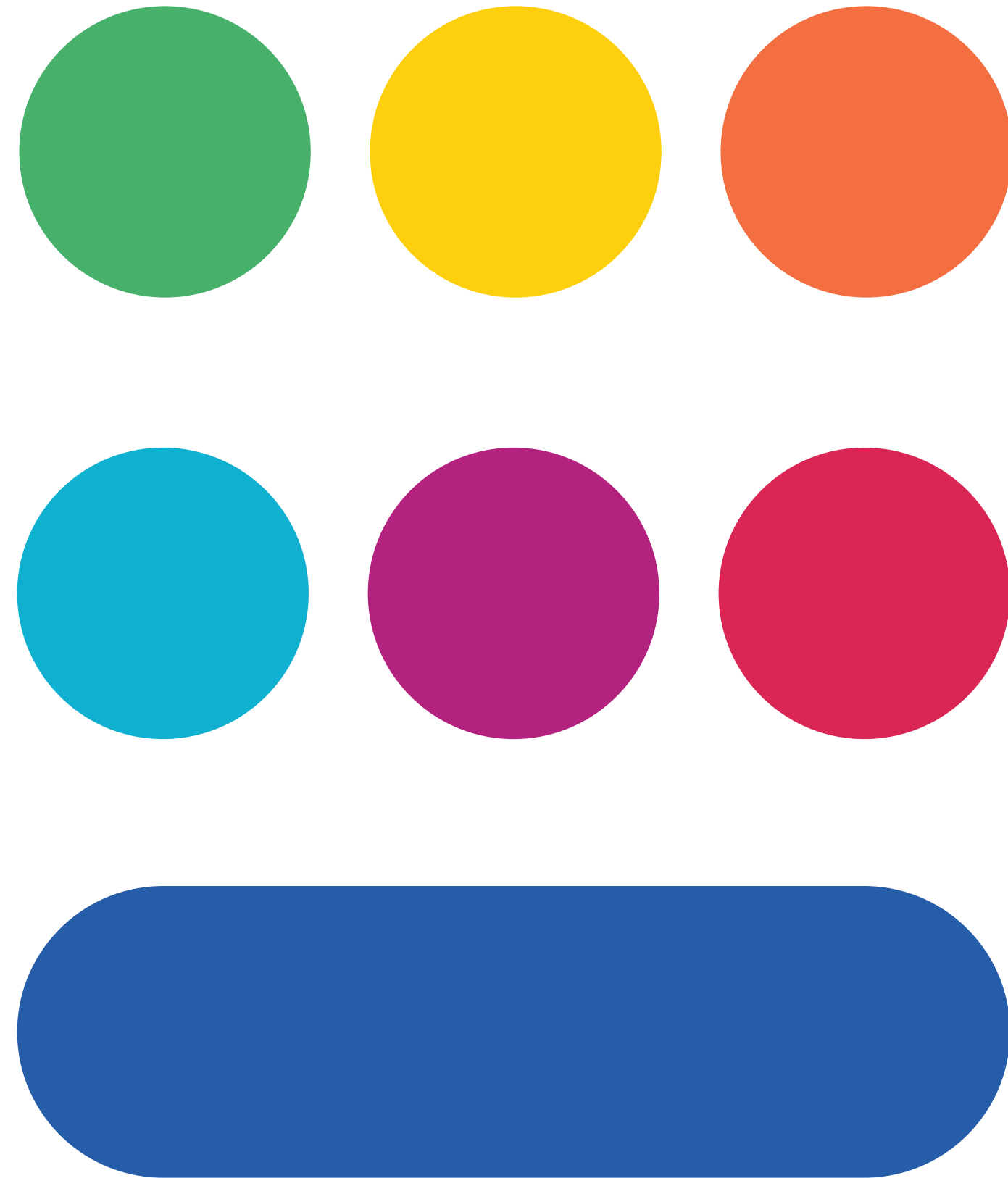
Color Scheme

Color Scheme



Color Scheme

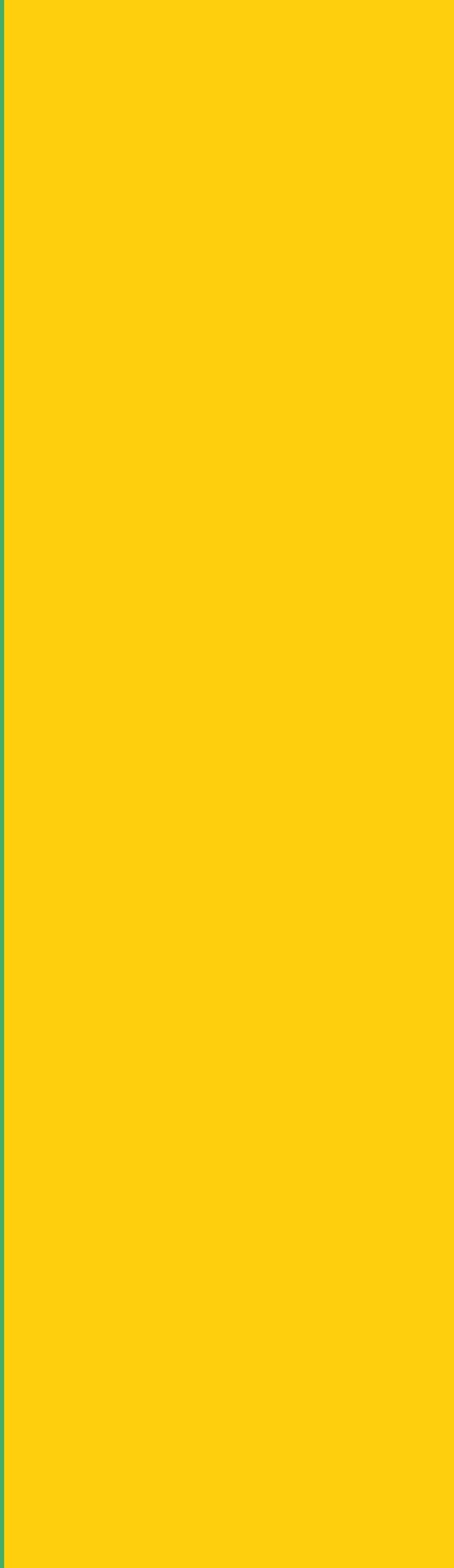
Color plays an important role in RS identity. The colors below are recommendations for various media. A palette of colors has been developed, which comprise the “One Voice” color scheme. Consistent use of these colors will contribute to the cohesive and harmonious look of the RS brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they must always be consistent.





#44AF69

C 73
M 6
Y 78
K 0



#FFCE04

C 0
M 18
Y 100
K 0



#F36C3F

C 0
M 71
Y 81
K 0



#04B0D0

C 73
M 8
Y 14
K 0



#B31F7D

C 31
M 100
Y 14
K 0



#D62753

C 11
M 98
Y 59
K 0



#245CA8

C 91
M 70
Y 2
K 0

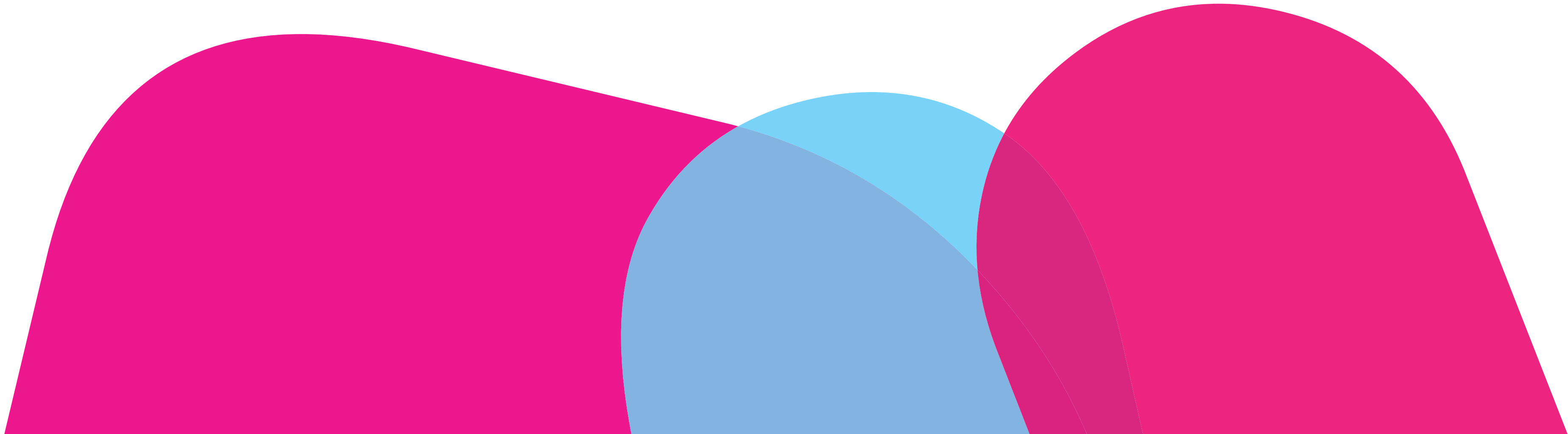
4

Fourth Section

Graphic Elements

Iconography System

Pattern System

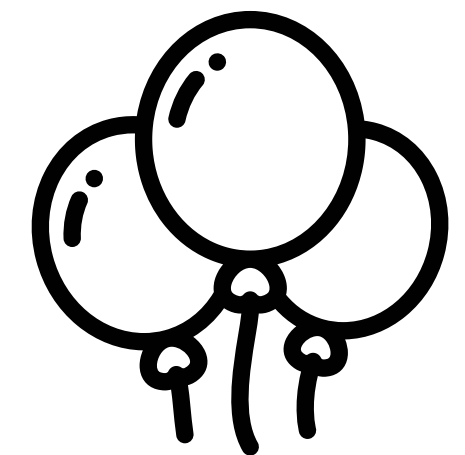
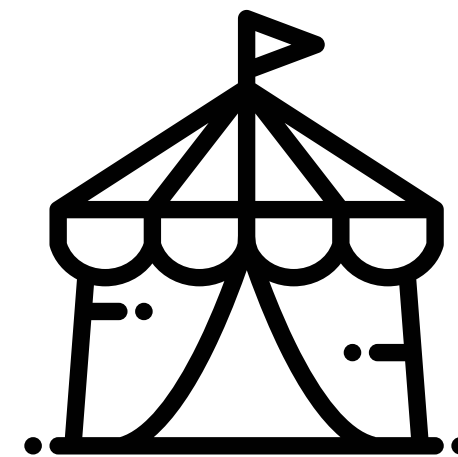
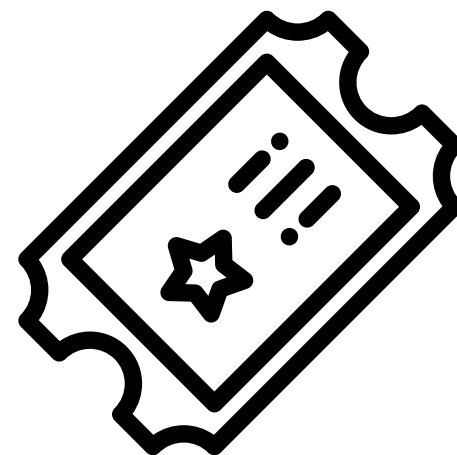
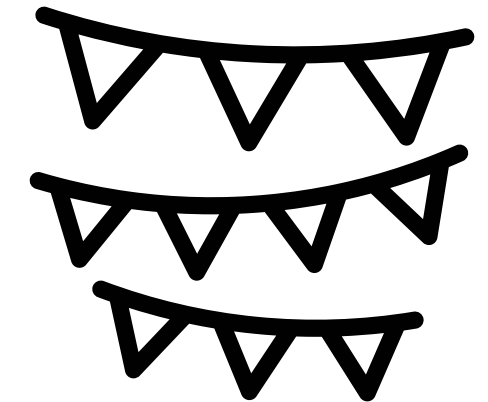
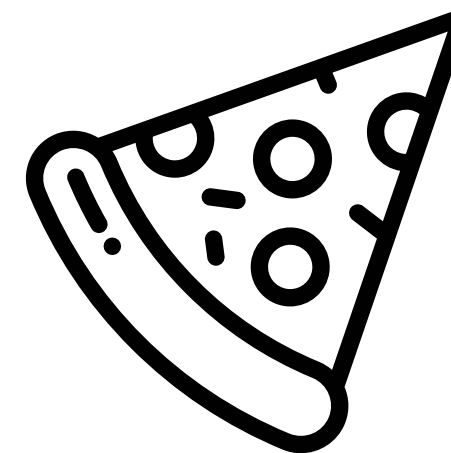
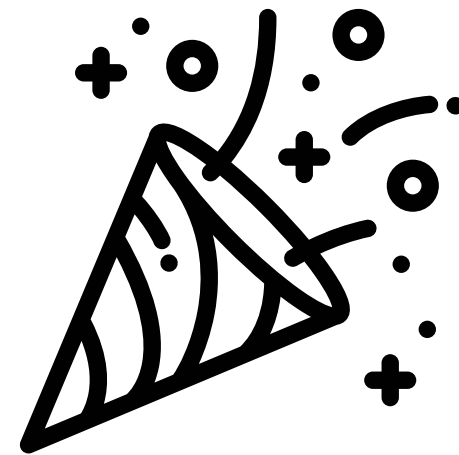
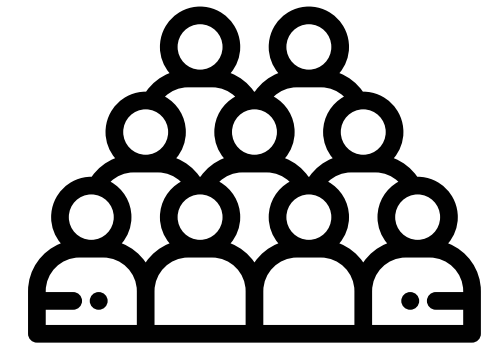
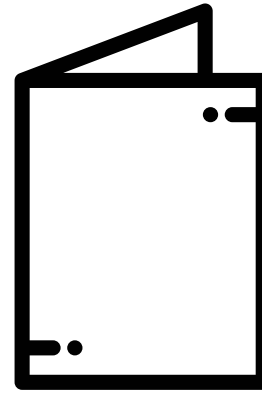


Iconography System

An icon is a pictogram displayed on a screen or print layout in order to help the user navigate through the content in an easier way.

The drawing style for the RS iconography is composed of strokes with rounded corners and dashed, dotted details.

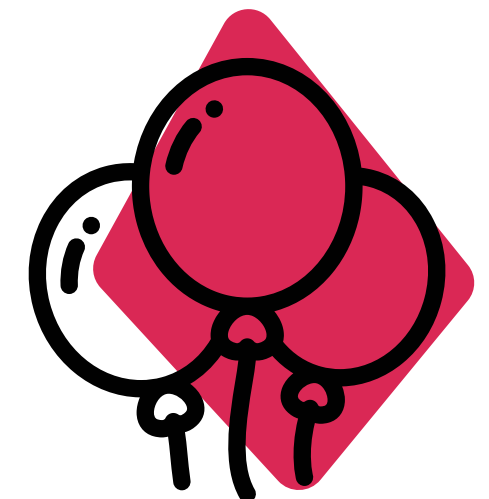
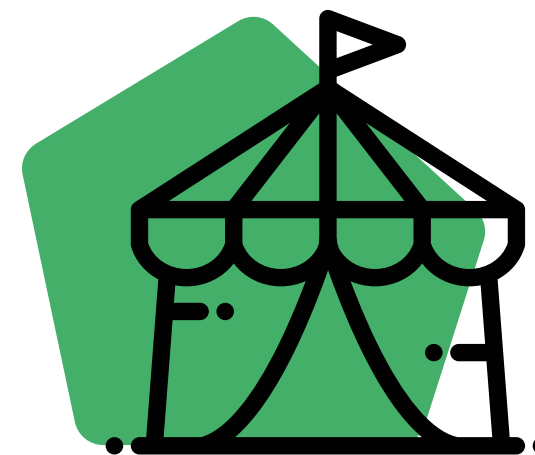
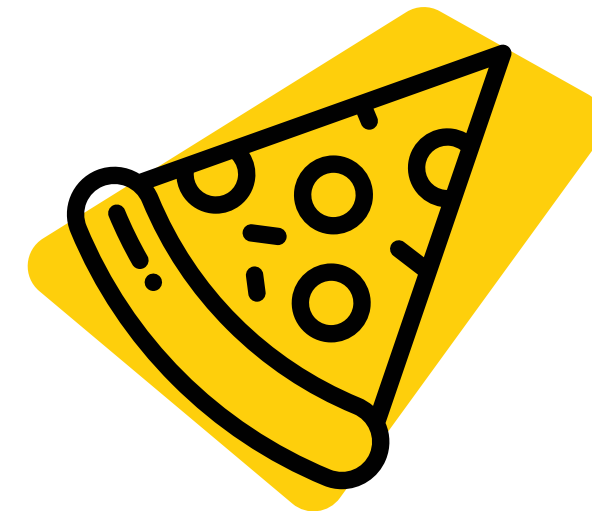
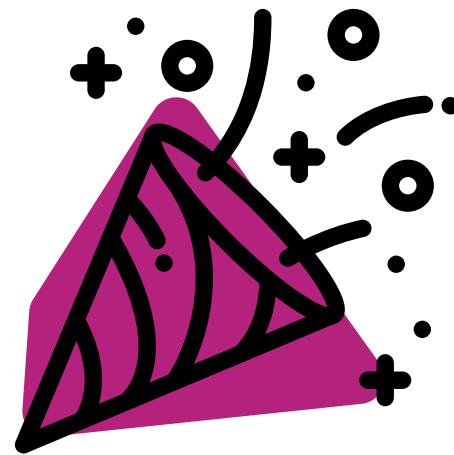
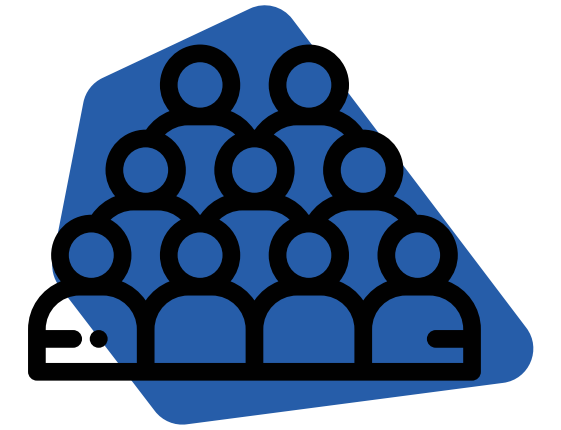
* The color of the icons can be any one of the 7 colors from the color scheme. One icon can't have multiple colors.



Iconography System

An icon is a pictogram displayed on a screen or print layout in order to help the user navigate through the content in an easier way.

The drawing style for the RS iconography is composed of strokes with rounded corners and dashed, dotted details.

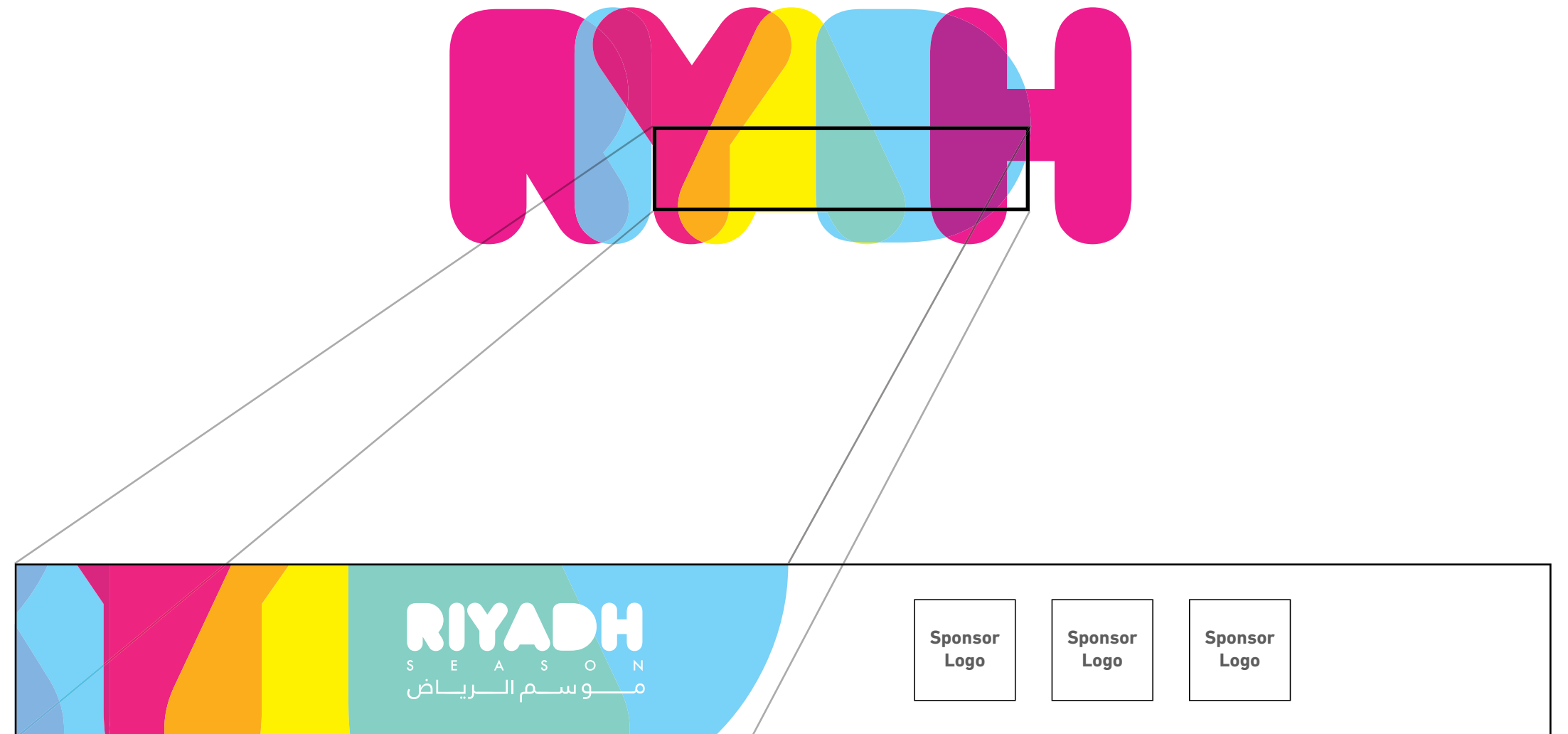


Pattern System

Letters as pattern

We used letters from the logo to create patterns for branding purposes. The Letters can be moved, rotated and overlapped to create limitless patterns and shapes.

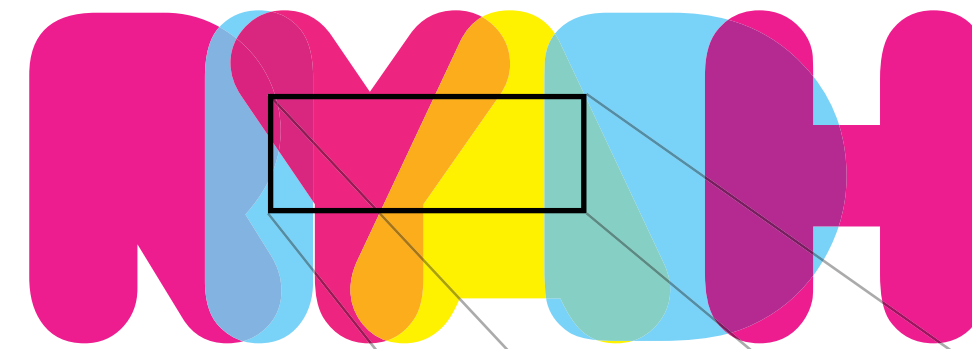
* While moving the letters/ creating the patterns, if you find yourself in a situation where the pattern is not abstract enough and you can make out the word written as anything other than "RIYADH", please make sure that it is in the right order as " RIYADH".



Pattern System

How to adapt it

You can take any part of the composition and crop it in a mask.



Pattern System

Vertical Compositions

The composition can be adapted on vertical layouts (flags, rollups, banners, etc.), and you can use the same method of aligning letters to fill up the gaps.

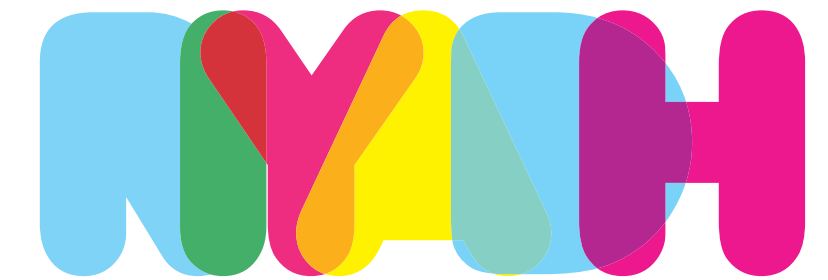
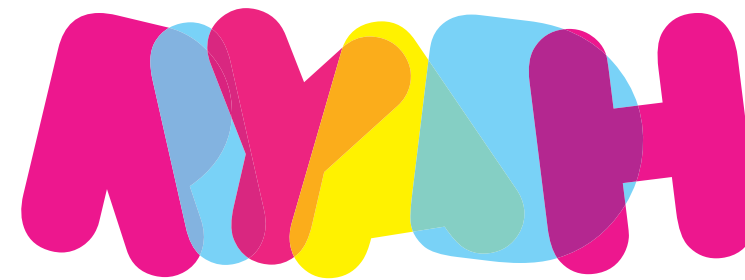
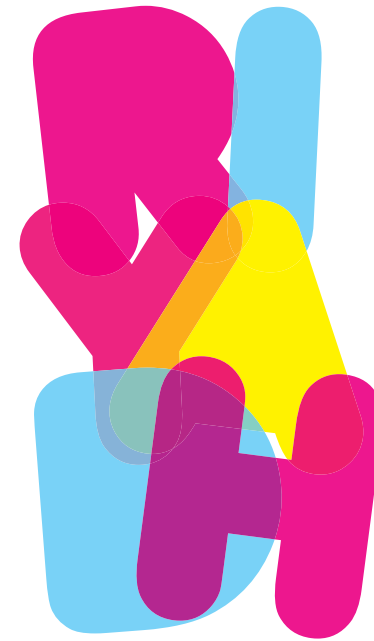


Pattern System

Other Compositions

The compositions of this approach are limitless, these are some examples of how can we mix and match, rotate the letters and combine it with each other.

You can even try your own composition (horisontally or vertically).

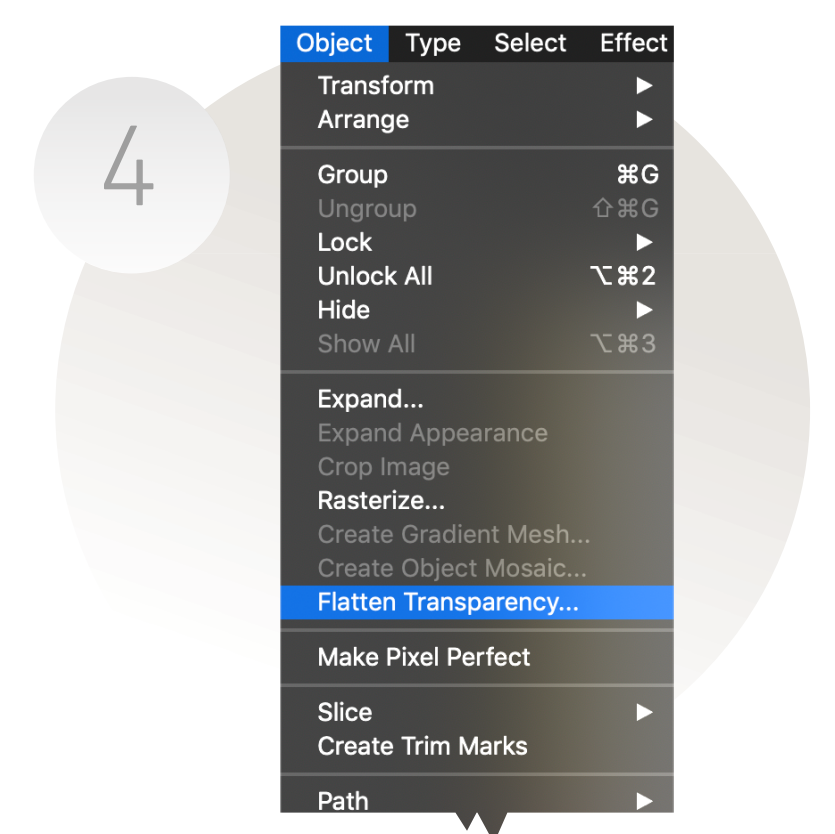


Pattern System

Check List

Before you start creating the composition, make sure that:

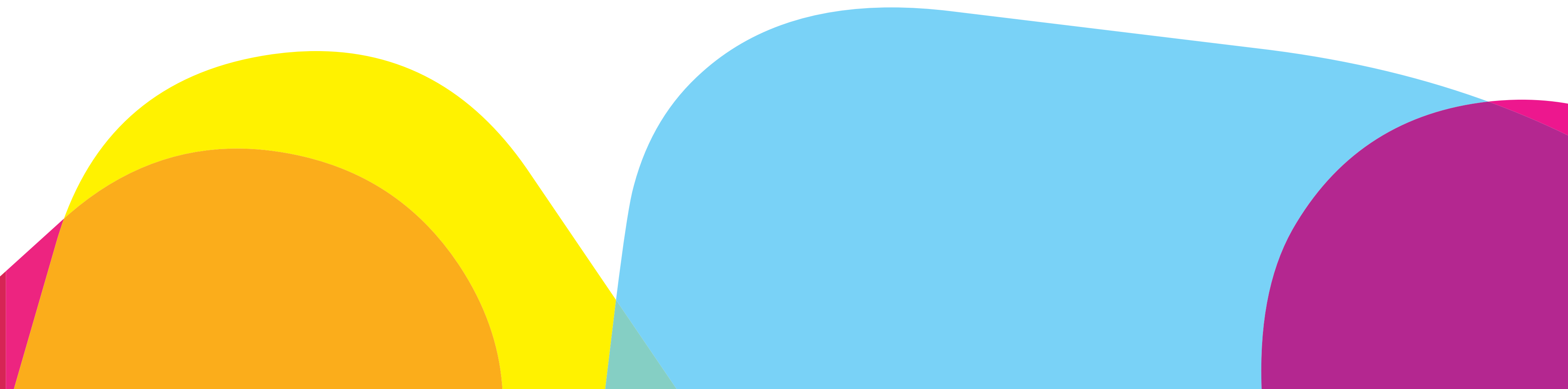
1. File color mode is CMYK Color.
2. Make sure that you have a white solid Background.
3. Make sure that Transparency is set on Hard Light.
4. For use on screens (RGB Color mode) please Flatten Transparency (Object> Flatten Transparency...) and then convert the file to RGB color mode.



5

Fifth Section **Template**

Logo Dimension According to the Importance
Logo Guidelines for Participating Entities



Logo Dimension According to the Importance

6.1 Season Team



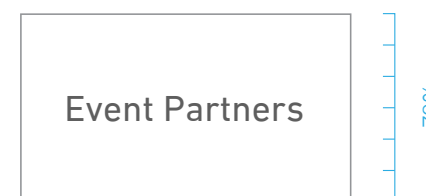
The season team are the main logos on the design materials and must be used on full ratio %100 height.

6.2 Season Participants



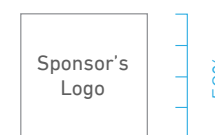
Season main Participants logos should have the second importance on the designs materials with a ratio of %80 height.

6.3 Event Partners and Restaurant, shopping centers



Other logo than the once listed above must have a ratio of %70 height.

6.4 Event Sponsor's



The event sponsor's logos shouldn't be more than 50% of RS logo

Logo Guidelines for Participating Entities

6.1 Season Team

As for the seasons communications it's going to split to 2 types (season communication and event communication) the GEA logo is only going to be use in the event communication



* You can use the coloured logos on a white background for header or you can use the monochromic version of the logo on same picture (without white BG)

Logo Guidelines for Participating Entities

6.2 Season Partners



* You can use the coloured logos on a white background for header or you can use the monochromic version of the logo on same picture (without white BG)

Logo Guidelines for Participating Entities

6.3 Event Partners



* You can use the coloured logos on a white background for header or you can use the monochromic version of the logo on same picture (without white BG)

Logo Guidelines for Participating Entities

6.4 Social media template



6

Sixth Section

Mockups





AMBASSADOR THEATRE
215 WEST 49TH STREET, NYC
CHICAGO
2017.02.01 - 6 PM
ROW: J-3 SEAT: 130
\$76.25



8



مدى
mada

RIYADH

S E A S O N

موسم الرياض





Sponsors Logo



Sponsors Logo





Sponsors Logo

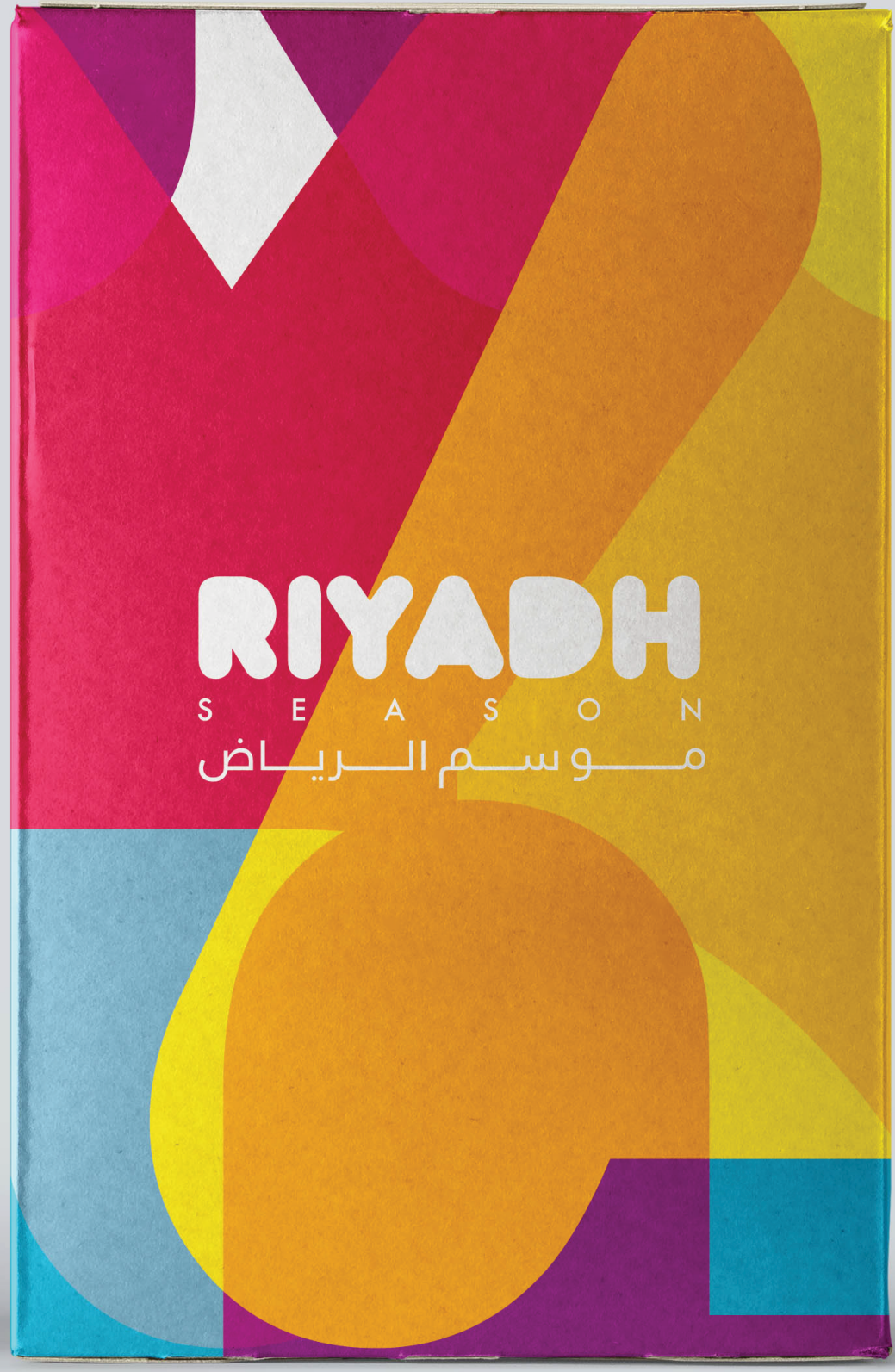




RIYADH

S E A S O N

موسم الرياض





Thank you!



STATEMENT OF CONFIDENTIALITY

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