BRAND GUIDELINE

RIYADH SEASON

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TABLE OF CONTENTS

INTRODUCTION

(1) BRAND PERSONALITY & VALUES
- (1.1)Brand Personality
- (1.2)Brand Values
-

(2) THE LOGO
- (2.1) Logo Rationale
- (2.2) Logo Construction
- (2.3) Clear Space
- (2.4) Tagline
- (2.5) Logo Variations
- (2.6) Logo Variations for Merchandising
- (2.7) Logo Minimum Size
- (2.8) Colored & Reversed Logo
- (2.9) Logo on backgrounds
- (2.10) Secondary Logo
- (2.11) Incorrect Logo Usages
- (2.12) Co-Branding Positioning
- (2.13) Co-Branding
- (2.14) Zone Logos

(3) TYPOGRAPHY
- (3.1) Typography Typeface
- (3.2) English Font Style
- (3.3) Arabic Font Style
- (3.4) English Paragraph Style
- (3.5) Arabic Paragraph Style

(4) COLOR SCHEME
- (4.1) Primary Colors
- (4.2) Backgrounds Colors

(5) GRAPHICS (DESIGN & VISUALS)
- (5.1) How to Create Shapes
- (5.2) Shapes Structure
- (5.3) Shapes Design Examples
- (5.4) How to Create Pattern
- (5.5) Branding Usages
- (5.6) Product Usages
- (5.7) Pattern Misuses

(6) ICON SYSTEM
- (6.1) Icon Style - Small Scale
- (6.2) Icon Style - Large Scale

(7) GRID SYSTEM
- (7.1) Logo Positioning
- (7.2) Vertical Templates
- (7.3) Horizontal Templates
- (7.4) Colored Templates
- (7.5) Image Base Templates
- (7.6) Isolated Templates
- (7.7) Social Media Templates
-

(8) IMAGERY
- (8.1) Image Style

(9) VIDEOGRAPHY
- (9.1) Primary Distribution - Safe Area
- (9.2) Primary Distribution - Logo
- (9.3) Video Distribution - Video Title
- (9.4) Video Distribution - Lower Thirds
- (9.5) Video Outro
- (9.6) Video Technical - Specifications
- (9.7) Suggested Pattern
- (9.8) Transitions
-

(10) WAYFINDING & INSTALLATION

(11) APPLICATIONS
-

(12) IMAGINE MORE FOR KIDS
- (12.1) How to Create Illustrations
- (12.2) Character Structure (Male)
- (12.3) Character Structure (Female)
- (12.4) Facial Expressions
- (12.5) Characters Positions
- (12.6) Supporting Elements
- (12.7) Mural Design

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INTRODUCTION

WELCOME TO RIYADH SEASON BRAND GUIDELINE. THIS GUIDELINE IS DESIGNED TO CONSISTENTLY AND PERFECTLY REFLECT OUR BRAND BY ESTABLISHING CAREFUL USAGE GUIDES. THE COMPOSITION, DESIGN AND GENERAL LOOK AND FEEL OF RIYADH SEASON BRANDING IS REGULATED UNDER THIS GUIDELINE.

OUR BRAND IS MORE THAN A LOGO.
It is designed to create a distinctive look and feel that is immediately recognizable as Riyadh Season, consisting of a number of core elements and guiding principles.

This guide will familiarize you with the key branding elements to help you develop and initiate dynamic and powerful communication with a certain level of flexibility.

At Riyadh Season, our goal is to create an extraordinary atmosphere for citizens, expats, & tourists that will leave a remarkable print in every individual's mind.

The following pages clearly outline key elements of our identity to be reflected in all communications, maintaining a well-designed brand.

Follow these guidelines when creating marketing materials, internal and external communications.

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BRAND

PERSONALITY & VALUES

1

BRAND

2.1 BRAND PERSONALITY

OUR BRAND PERSONALITIES DEFINE WHO WE ARE, HOW WE DO THINGS, & WHAT WE WANT TO REFLECT TO THE AUDIENCE.

VISIONARY

Riyadh Season is part of the Kingdom's ambitious vision, working in accordance with the vision & mission of empowering KSA. Aimed at offering the best from across the globe to offer individuals with a unique experience.

EXCITEMENT

Riyadh Season will be something extraordinary and unexpected, leaving everyone with a constant sense of excitement and enthusiasm.

APPROACHABLE

Riyadh Season collaborates with the right partners to ensure a full enjoyment for different tastes.

CHEERFUL

Riyadh Season aims to create a smile on everyone's face & provide an entertaining environment for everyone's amusement.

IMAGINATIVE

Riyadh Season is limitless, offering a wide imagination in each individual's mind for what to expect next.

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BRAND

2.2 BRAND VALUES

OUR VALUES ARE THE PRINCIPLES AND COMPETENCIES THAT DRIVE US IN THOUGHT AND IN ACTION.
IT REFLECTS THE PILLARS OF THE BRAND & THE STRATEGIC ELEMENTS THAT GUIDE OUR DECISIONS.

PASSION

We aim at showcasing our Saudi passion in growing global and being the talk of the year.

DYNAMISM

Our goal is to have a dynamic season that meets the different tastes and all target groups. It is always opened for growth.

EXCLUSIVITY

We are exclusive, unique, and love to stand out. The opportunities, adventures, & experiences offered are all one of a kind.

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RIYADH SEASON...

WHERE ENTERTAINMENT,

EXCLUSIVITY & JOY EXIST

2

THE LOGO

LOGO

2.1 LOGO RATIONALE

OUR LOGO IS THE MOST VISIBLE ELEMENT OF OUR IDENTITY THAT IS THE KEY ELEMENT OF OUR UNIQUE PRESENCE.

The logo was built on a thoughtful & meaningful base, resulting in a deep rationale.

Presenting a unique composition between Logo Mark and Word Mark.

Starting with the Logo Mark, the focus was on highlighting AlMasmak Castle, which is the start point of KSA's prosperity & a remarkable site in Riyadh. Adding colorful colors to reflect the vibrant & cheerful vibe the season provides, in addition to having the negative space between the buildings to make it visually appealing & give it a powerful presence.

Surrounded by fireworks from both sides, emphasizing on the festive feeling of the season.

Moreover, a bold & daring Word Mark was added to make RIYADH stand-out and leave a remarkable print wherever used.

MORE
This year is added to Imagine, as a continuation of last season with highlighting that it will surpass the last one. Written in a way that is linked to the new identity to maintain a consistent brand.

All together building a powerful, outstanding, & magnificent logo.

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LOGO

2.2 LOGO CONSTRUCTION

The logo is constructed of 3 main elements that are carefully aligned and combined together to reflect a powerful logo.

The full Logo Mark, Word Mark, & tagline complete each other.

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LOGO

2.3 CLEAR SPACE

To ensure legibility and prominence, the logo is surrounded by an area of clear space which remains free of other design elements, such as other logos or patterns.

The construction of the exclusion zone area of the logo is based on 1.5 dots of "**More** tagline" as demonstrated here.

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LOGO

2.4 TAGLINE

The tagline is a key element of the logo construction.

More is added to Imagine, as a continuation of last season with highlighting that it will surpass the last one.

Written in a way that is linked to the new identity to maintain a consistent brand.

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LOGO

2.5 LOGO VARIATIONS

Full Logo: Consists of a powerful element evoking the culture of design reflecting festival colours and the famous AlMasmak Castle, with our remarkable tagline.

Logo Mark: Consists of a powerful element evoking the culture of festival colours and the famous AlMasmak fort.

Word Mark: 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.

Full Logo with Tagline | Full Logo | Word Mark with Tagline | Word Mark | Tagline

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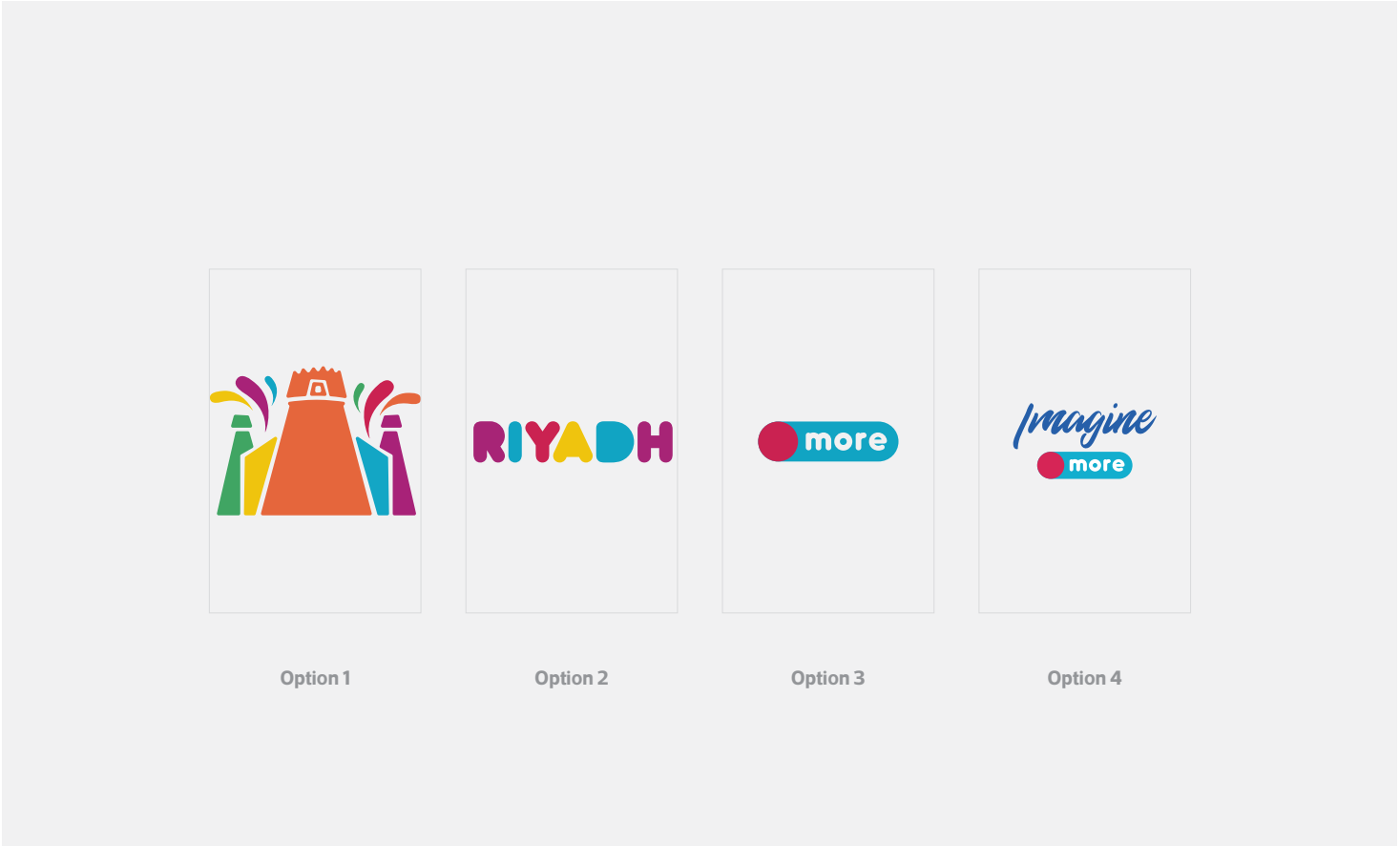
LOGO

2.6 LOGO VARIATIONS FOR MERCHANDISING

To ensure flexibility, the following logo option usages are applicable for merchandising only.



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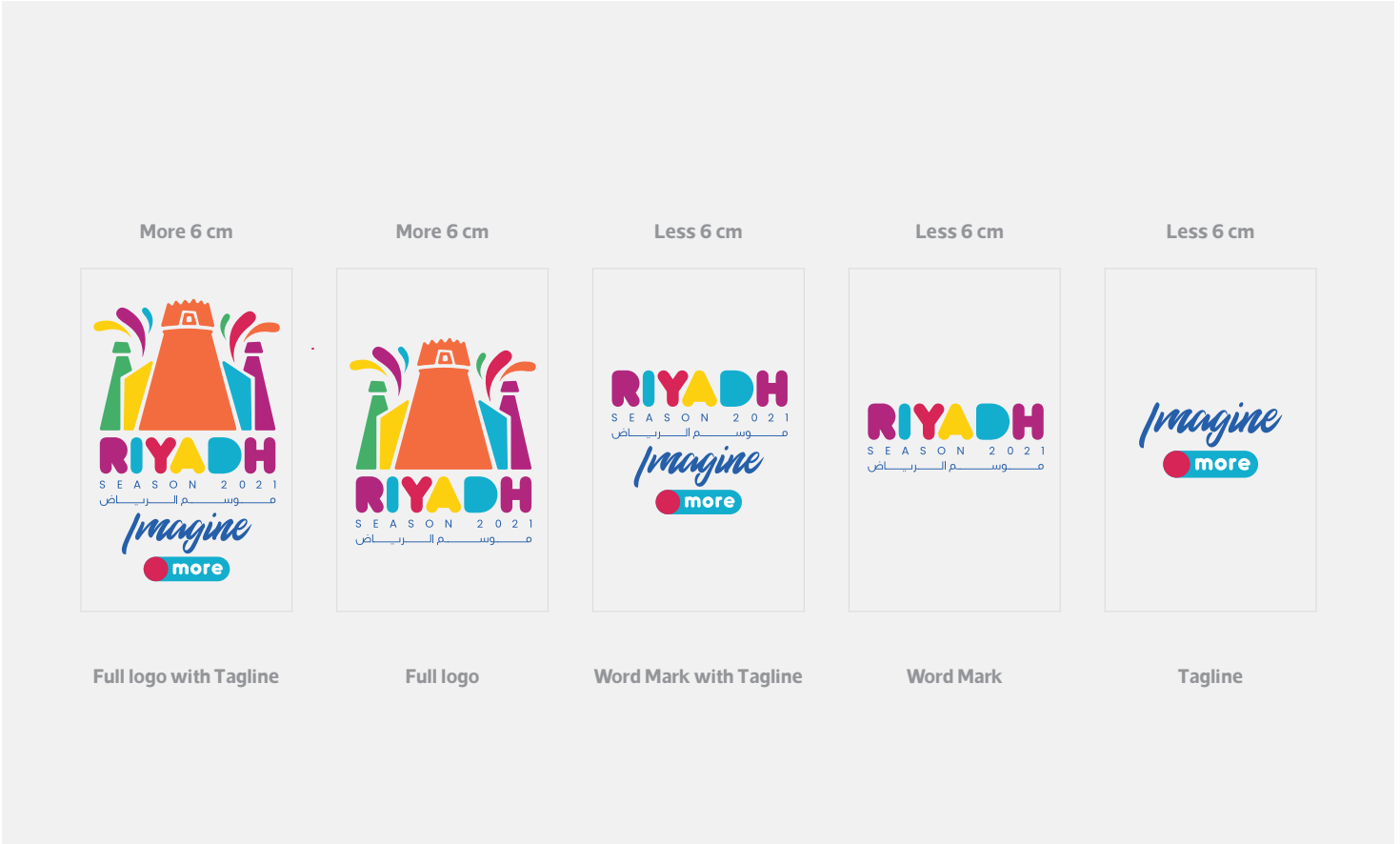
LOGO

2.7 MINIMUM SIZE

To ensure legibility and clarity of the logo,
the minimum size usage must be considered.

The following clearly guides the scale of
the logo usages.



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LOGO

2.8 COLORED & REVERSED LOGO

Contrast in colors is essential.

When logo is placed on a white background, the logo used must be of full color.

When logo is placed on a black background, the logo used must be of white color.

Colored Full logo with Tagline

Reversed Full logo with Tagline

Reversed Word Mark with Tagline

Reversed Tagline

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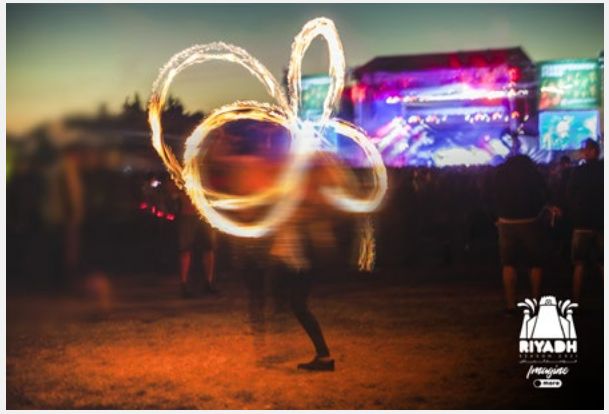
LOGO

2.9 LOGO ON BACKGROUNDS

Contrast between logo color and background color is essential.

When logo is placed on a light background, logo used must be of full color.

When logo is placed on a dark background, logo used must be of white color.



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LOGO

2.10 SECONDARY LOGO

The logo must be used in full blue color only when the primary options are inapplicable.

One Color Version

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LOGO

2.11 INCORRECT LOGO USAGES

The logo should always be reproduced from the master artwork provided to maintain the integrity and promote the consistency of the brand. It should never be altered, redrawn, or manipulated in any way.

The examples demonstrated illustrate possible misuses of Riyadh Season logo that should be avoided.

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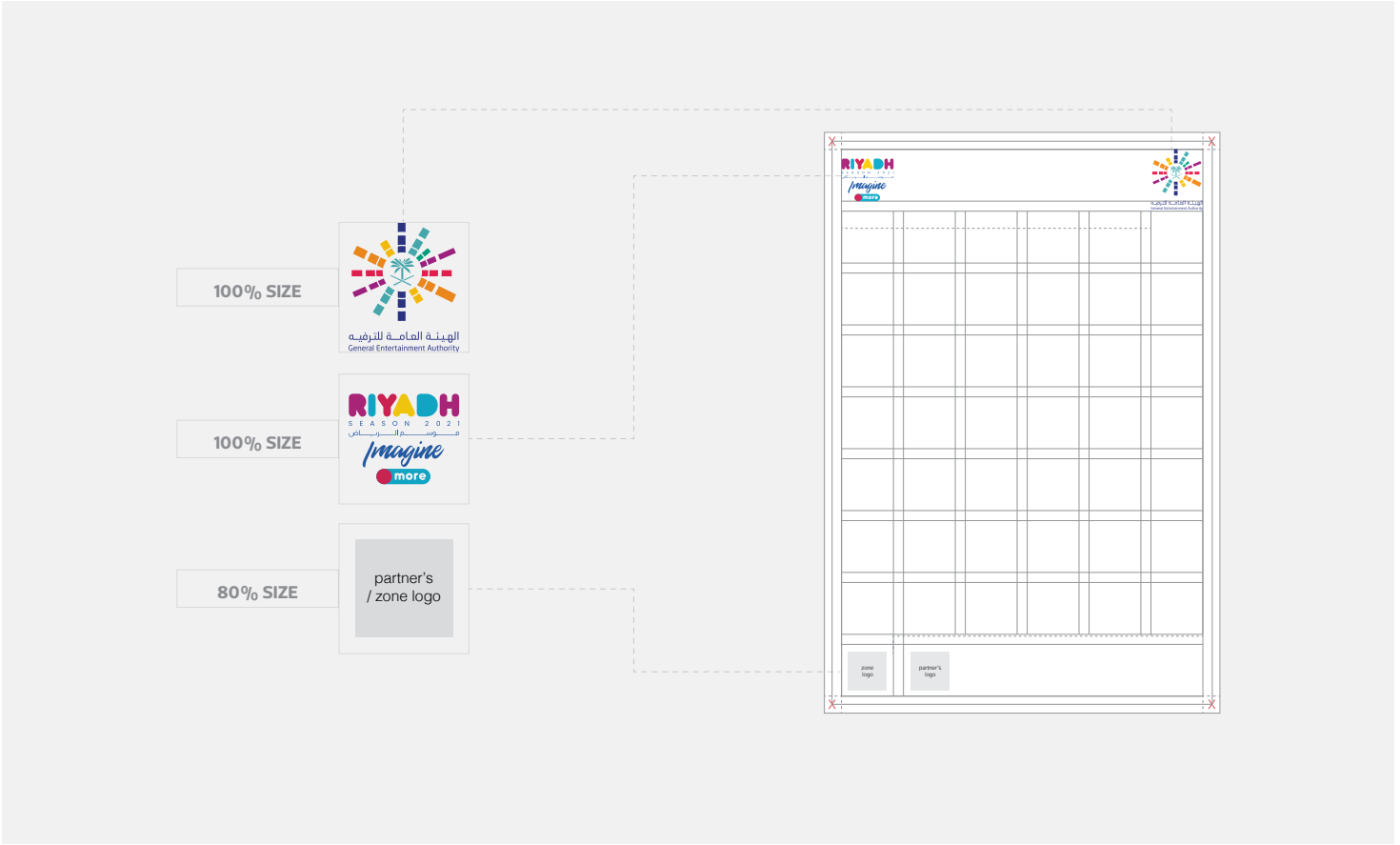
LOGO

2.12 CO-BRANDING POSITIONING

To make sure that Riyadh Season logo is well presented in co-branding, always place the logo at the top left corner as demonstrated.



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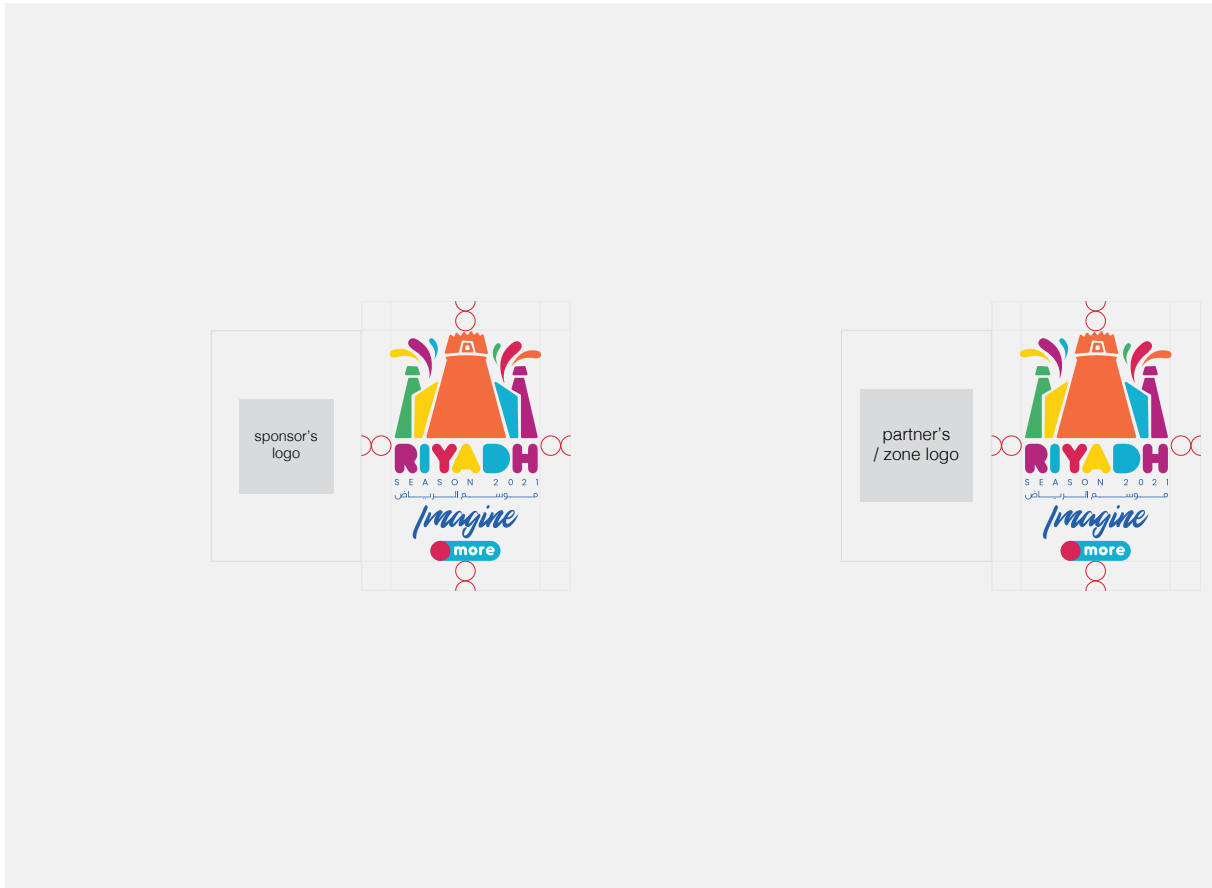
LOGO

2.13 CO-BRANDING

A feature of our brand is being dynamic yet solid, therefore, it will have a unique presence with any co-brand.

The following guides how our logo shall be co-branded with other logos, keeping in consideration the clear space.



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LOGO

2.14 ZONE LOGOS

The logos demonstrated are Riyadh Season zones logos.

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3

TYPOGRAPHY

TYPOGRAPHY

3.1 TYPOGRAPHY TYPEFACE

SOMAR

Typography plays an important role in communicating an overall tone and reinforces our personality and ensures clarity and harmony in all Riyadh Season communications.

For both, English & Arabic, **SOMAR,** provides the sense of enthusiasm and excitement into the entire Riyadh Season communications, as the primary corporate typeface.

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TYPOGRAPHY

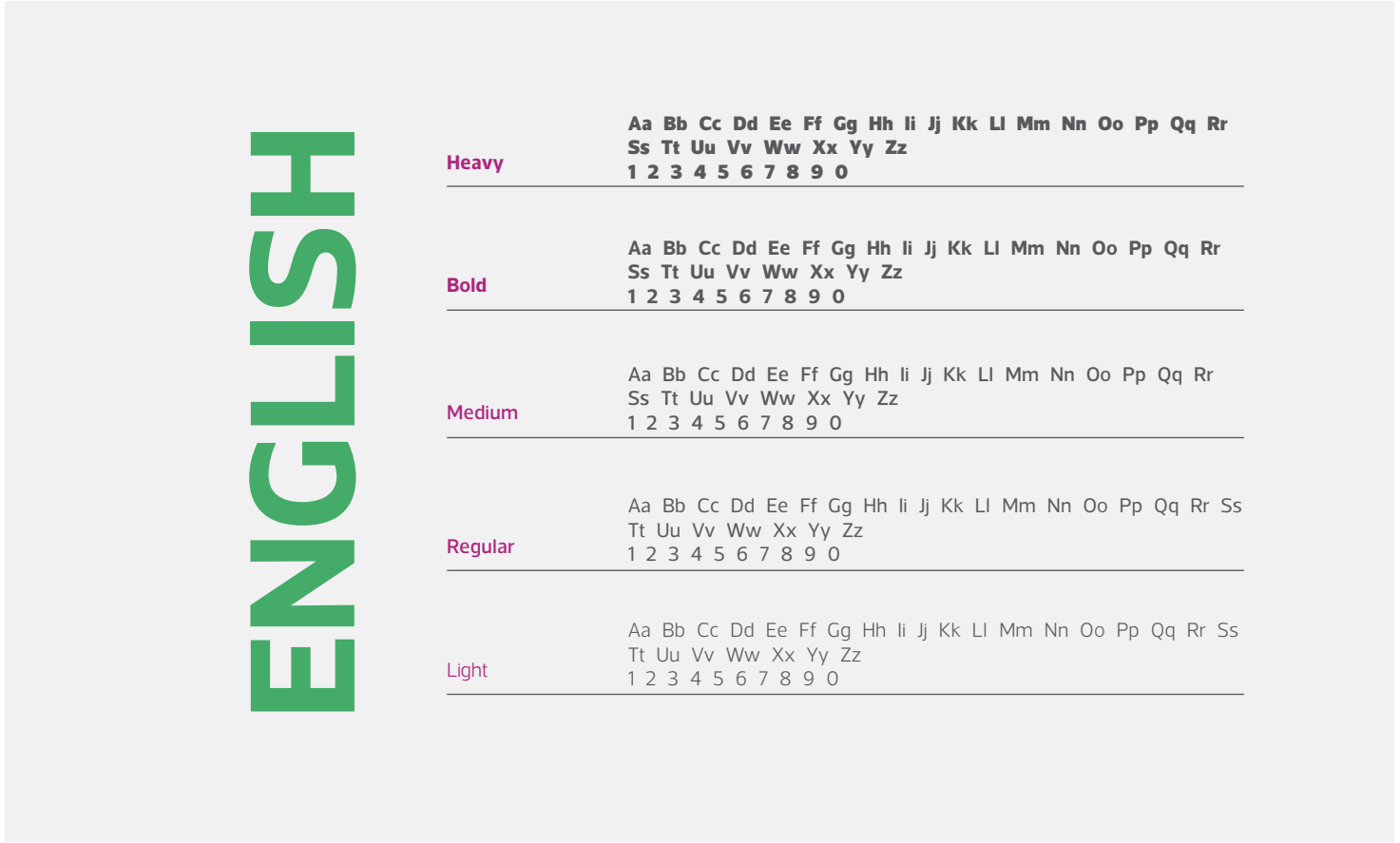
3.2 ENGLISH FONT STYLE

SOMAR

The primary English and Arabic typeface is **SOMAR**. It is modern and dynamic whilst communicating with confidence.

It is distinctive and carries communication at larger sizes whilst retaining clarity and focus at smaller sizes.

It comes with variety of font weights to meet all needs.



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TYPOGRAPHY

3.3 ARABIC FONT STYLE

SOMAR

The primary English and Arabic typeface is **SOMAR**. It is modern and dynamic whilst communicating with confidence.

It is distinctive and carries communication at larger sizes whilst retaining clarity and focus at smaller sizes.

It comes with variety of font weights to meet all needs.

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TYPOGRAPHY

3.4 ENGLISH PARAGRAPH STYLE

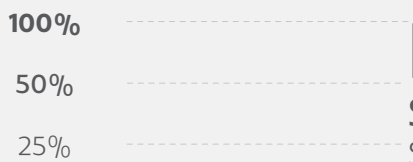
SOMAR

Typographic hierarchy is another form of visual hierarchy.

It 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.

The font weights are as the following:
Main Title: Bold
Subtitle: Medium
Body text: Light



MAIN TITLE

Subtitle Subtitle

Starting with the emblem, the focus was on highlighting AlMasmak Castle, which is the start point of KSA's prosperity & a remarkable site in Riyadh. Adding colorful colors to reflect the vibrant & cheerful vibe the season possess, in addition of having the negative space between the buildings to make it visually appealing & give it a powerful presence.
Surrounded by fireworks from both sides, emphasizing on the festive feeling of the season.
Moreover, a bold & daring logotype was added to make RIYADH stand out and leave a remarkable print wherever used.

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TYPOGRAPHY

3.5 ARABIC PARAGRAPH STYLE

SOMAR

Typographic hierarchy is another form of visual hierarchy.

It 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.

The font weights are as the following:
Main Title: Bold
Subtitle: Medium
Body text: Light

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4

COLOR SCHEME

C=90
M=67
Y=04
K=00

R=038 | G=094 | B=166

HEX=265ea6

C=02
M=18
Y=99
K=00

R=250 | G=204 | B=013

HEX=facc0d

C=12
M=98
Y=58
K=01

R=212 | G=038 | B=084

HEX=d42654

C=01
M=73
Y=82
K=00

R=240 | G=107 | B=064

HEX=f06b40

C=73
M=08
Y=79
K=00

R=069 | G=171 | B=105

HEX=45ab69

C=34
M=99
Y=16
K=01

R=173 | G=036 | B=125

HEX=ad247d

C=75
M=12
Y=14
K=00

R=010 | G=171 | B=204

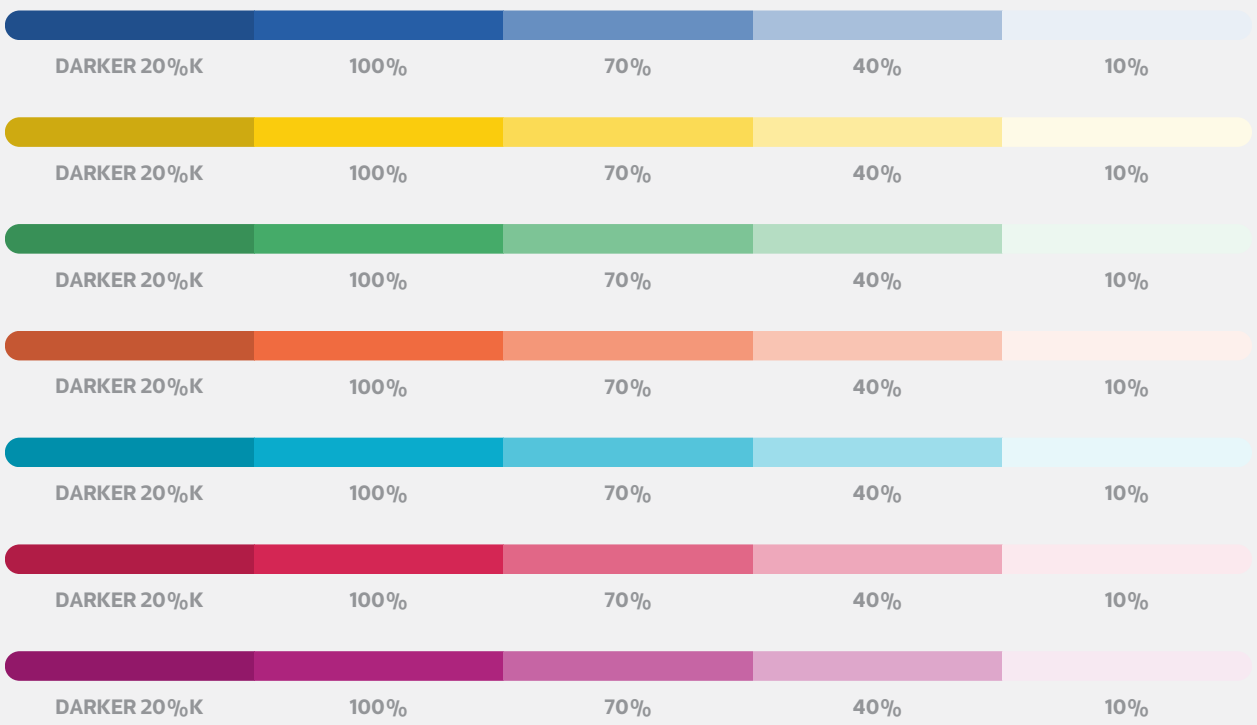
HEX=0aabcc

COLOR SCHEME

4.1 PRIMARY COLORS

A dynamic feature of our identity is that our color palette can be used in different percentages as demonstrated.

The color tints shall be only used on background designs, not in typography nor pattern.



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COLOR SCHEME

4.2 BACKGROUND COLORS

Contrast in colors is essential.

When logo is placed on a white background, the logo used must be of full color.

When logo is placed on a black background, the logo used must be of white color.

The background colors may be any from the color palette, as demonstrated.

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RIYADH SEASON…A WORLD OF ENTERTAINMENT AND HAPPINESS

GRAPHICS

SHAPES & PATTERNS

5

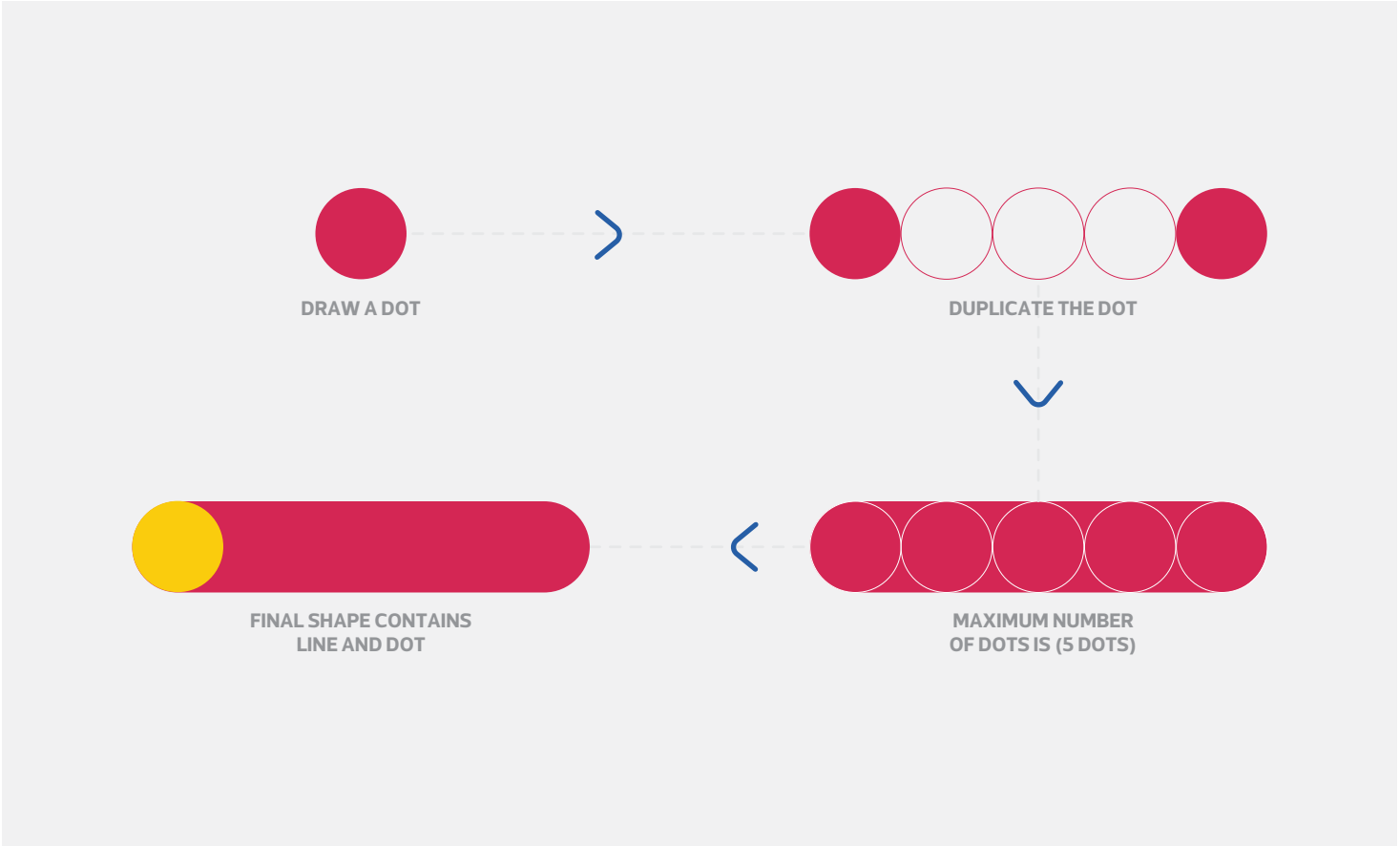
DESIGN & VISUALS

5.1 HOW TO CREATE SHAPES

The following guides the creation of shapes.

Always begin with drawing the dot, then duplicate the dots to create a shape that consists of a line and a dot.

Take into consideration that the maximum number of dots is (5 dots).



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DESIGN & VISUALS

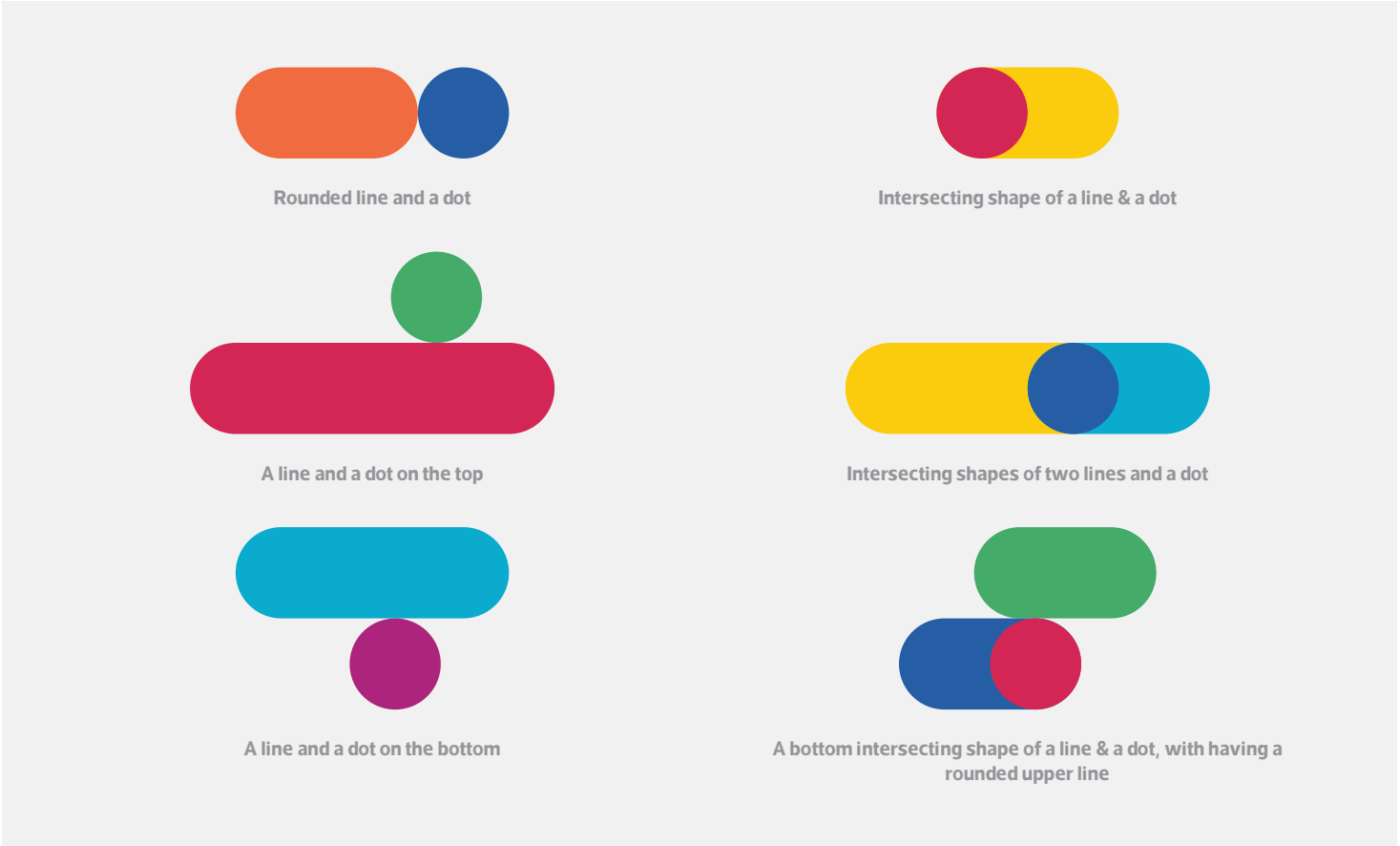
5.2 SHAPES STRUCTURE

An important part of our graphic look & feel is the usage of lines and dots.

Shapes are created with a dot and rounded lines only, these shapes has specifics to build the pattern.

Resulting in a playful, flexible, & colorful shapes that resemble the limitless fun & imagination coming along with the season.

The following pages will guide you on how to use our pattern in different formats to ensure a consistent brand that is bold & visually appealing.



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DESIGN & VISUALS

5.3 SHAPES DESIGN EXAMPLES

In design visuals, shapes must be used.

The following demonstrates different shapes usages in design visuals.

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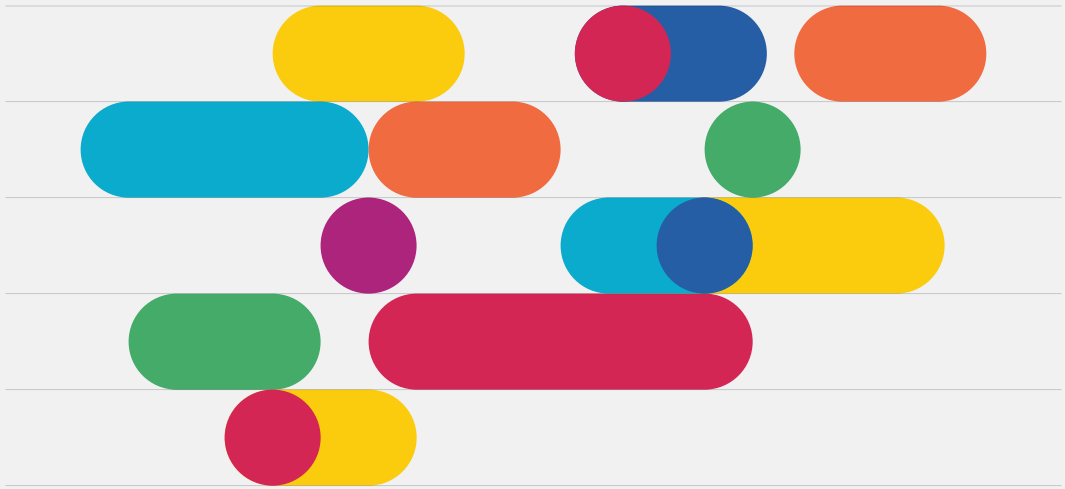
DESIGN & VISUALS

5.4 HOW TO CREATE PATTERN

When used in a horizontal perspective,
the following rules must be applied:

1. All shapes used must be of the same size.
2. All shapes must be directed in the same direction.
3. Dots must be used alone or merged with a line from the edge.
4. When merging lines, a dot must be created between them.
5. Number of dots in a row must be equal or less than the number of lines used.
6. 70% of the colors used must be light colors (Yellow, Orange, Green, Cyan).



HORIZONTALLY

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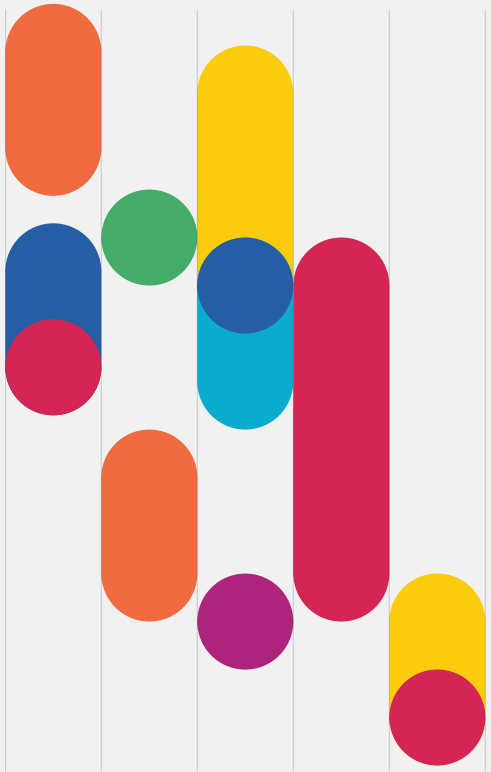
DESIGN & VISUALS

5.4 HOW TO CREATE PATTERN

When used in a vertical perspective,
the following rules must be applied:

1. All shapes used must be of the same size.
2. All shapes must be directed in the same direction.
3. Dots must be used alone or merged with a line from the edge.
4. When merging lines, a dot must be created between them.
5. Number of dots in a row must be equal or less than the number of lines used.
6. 70% of the colors used must be light colors (Yellow, Orange, Green, Cyan).



VERTICALLY

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DESIGN & VISUALS

5.4 HOW TO CREATE PATTERN

When used in a diagonal perspective (45 Degree), the following rules must be applied:

1. All shapes used must be of the same size.
2. All shapes must be directed in the same direction.
3. Dots must be used alone or merged with a line from the edge.
4. When merging lines, a dot must be created between them.
5. Number of dots in a row must be equal or less than the number of lines used.
6. 70% of the colors used must be light colors (Yellow, Orange, Green, Cyan).

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DESIGN & VISUALS

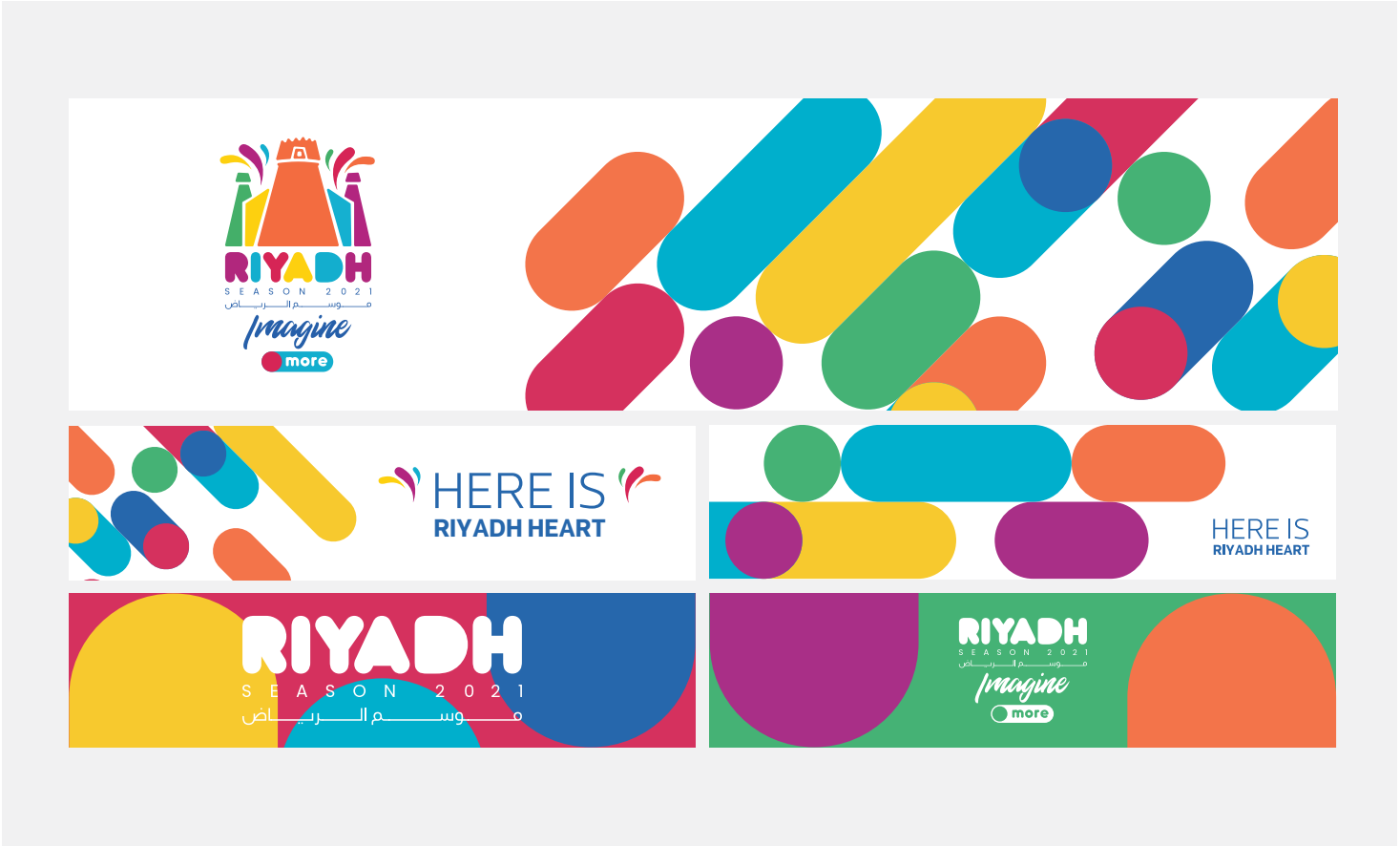
5.5 BRANDING USAGES

To ensure flexibility and consistency of our brand identity, demonstrated are different pattern usages for branding purposes.

Pattern must be used on white background.

Expanded-scale shapes can be used on colored backgrounds as demonstrated.

PATTERN & SHAPES USAGES



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DESIGN & VISUALS

5.6 PRODUCT USAGES

To ensure flexibility and consistency of our brand identity, demonstrated are different pattern usages for product purposes.

Pattern can be used on white and colored backgrounds as demonstrated only in production.

PATTERN & SHAPES USAGES

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DESIGN & VISUALS

5.7 PATTERN MISUSES

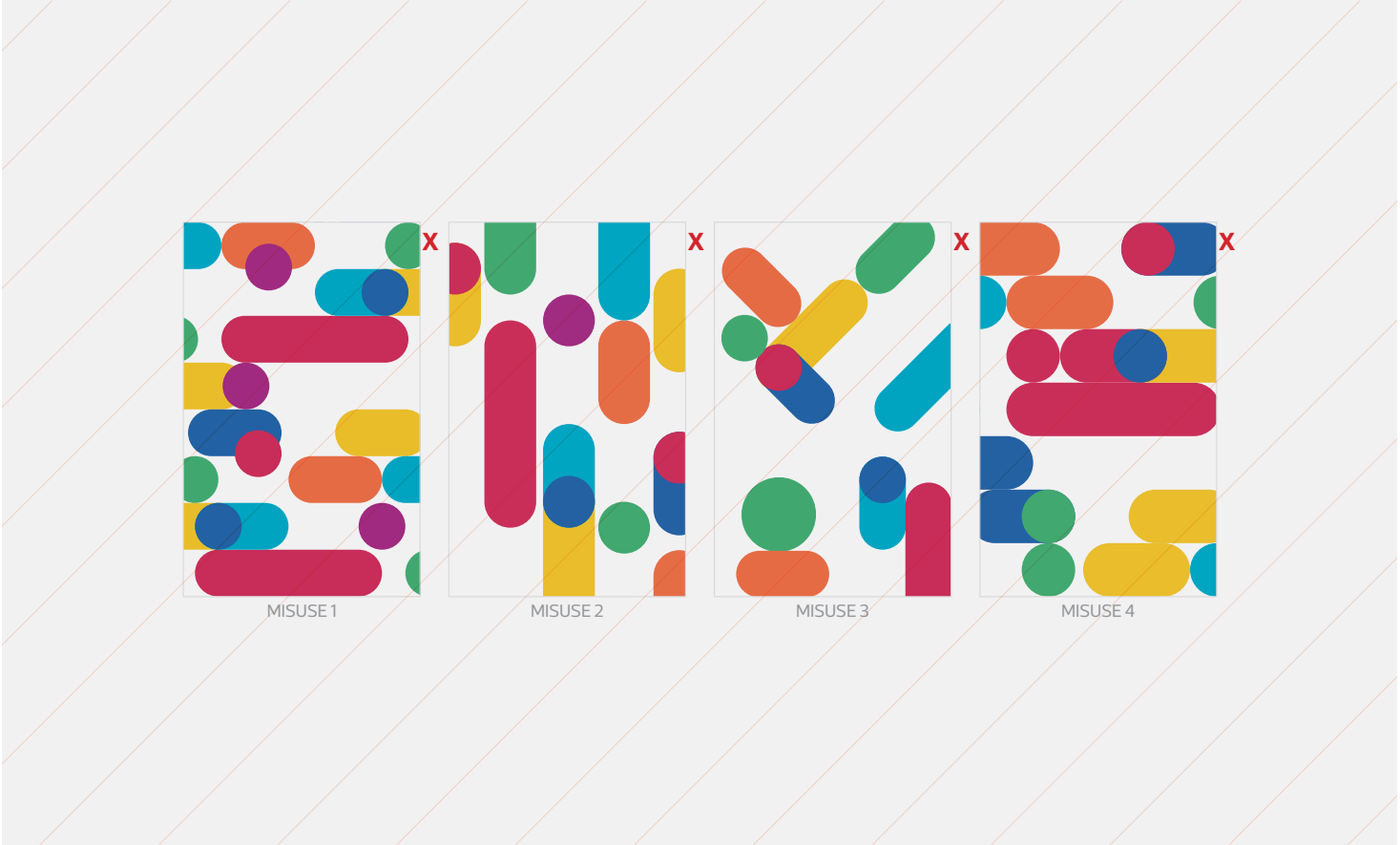
To ensure consistency of our brand,
the following displays misuses of the pattern
which must be avoided.

MISUSE 1: Don't use the dot in a partial scale, it must be fully inside or fully outside the line.

MISUSE 2: Don't add spaces between the pattern.

MISUSE 3: Don't use pattern in different directions and sizes.

MISUSE 4: Don't use same color of lines or dots that are near to each other.



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DESIGN & VISUALS

5.7 PATTERN MISUSES

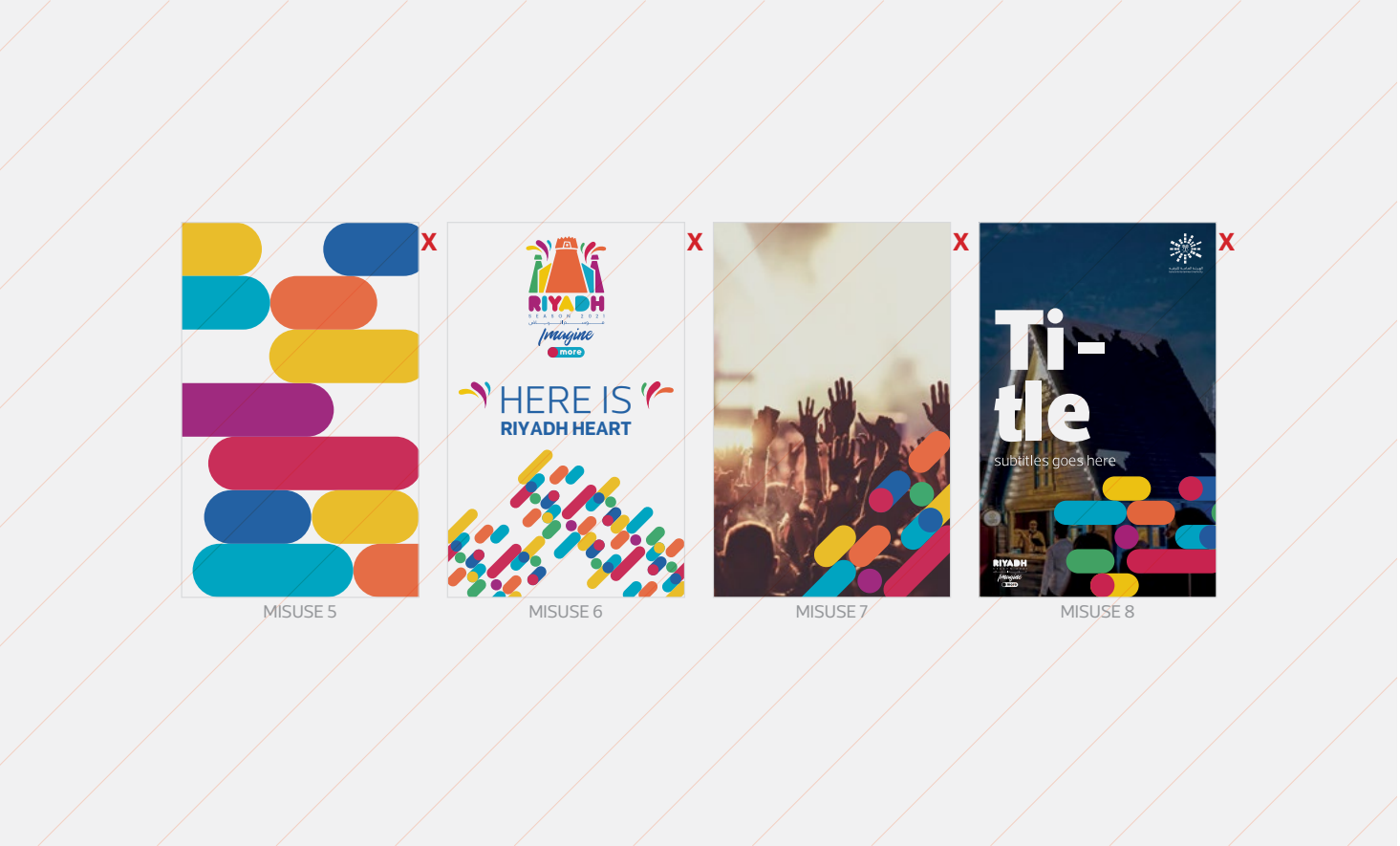
To ensure consistency of our brand,
the following displays misuses of the pattern
which must be avoided.

MISUSE 5: Don't use pattern as lines without dots.

MISUSE 6: Don't use pattern on small scales.

MISUSE 7: Don't use pattern on images.

MISUSE 8: Don't use pattern on design visuals.



MISUSE 5 MISUSE 6 MISUSE 7 MISUSE 8

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6

ICON SYSTEM

LARGE & SMALL SCALE

SIGNAGE & ICON SYSTEM

6.1 ICON STYLE - SMALL SCALE

Icons are developed to reflect our identity.
To maintain consistency, icons are designed using dots & lines from our identity.

The icons displayed are used in small scales.

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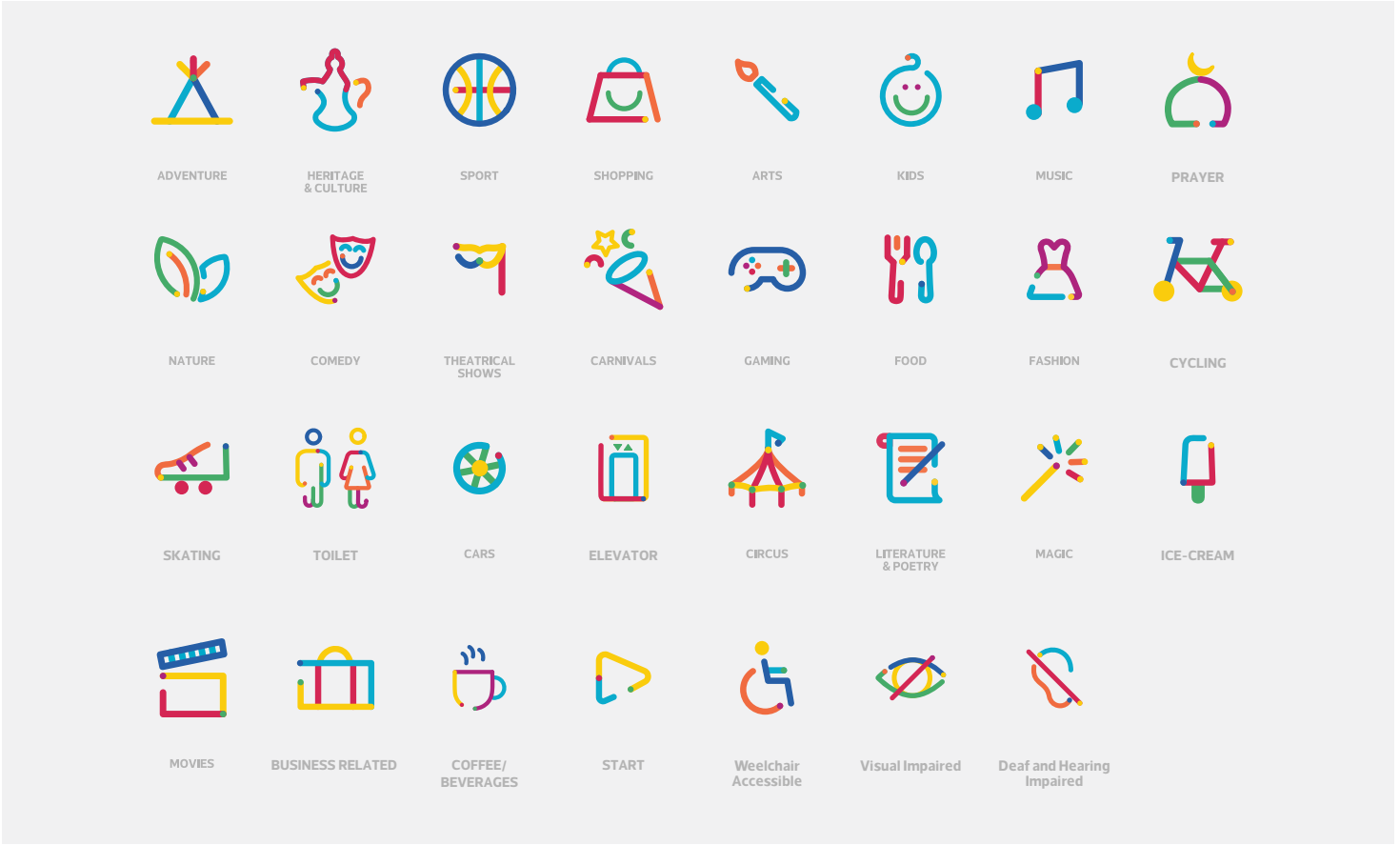
SIGNAGE & ICON SYSTEM

6.2 ICON STYLE - LARGE SCALE

Icons are developed to reflect our identity.
To maintain consistency, icons are designed using dots & lines from our identity.

The icons displayed are used in large scales.



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GRID SYSTEM

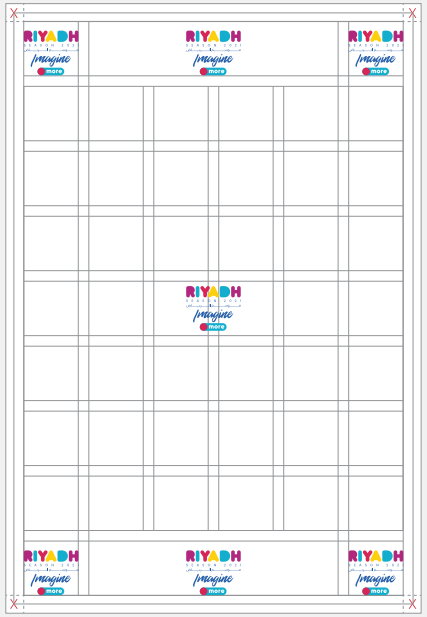
DESIGN & VISUALS

7

GRID SYSTEM

7.1 LOGO POSITIONING

The following grid is created to guide you in Riyadh Season logo positioning when it's the only logo used.



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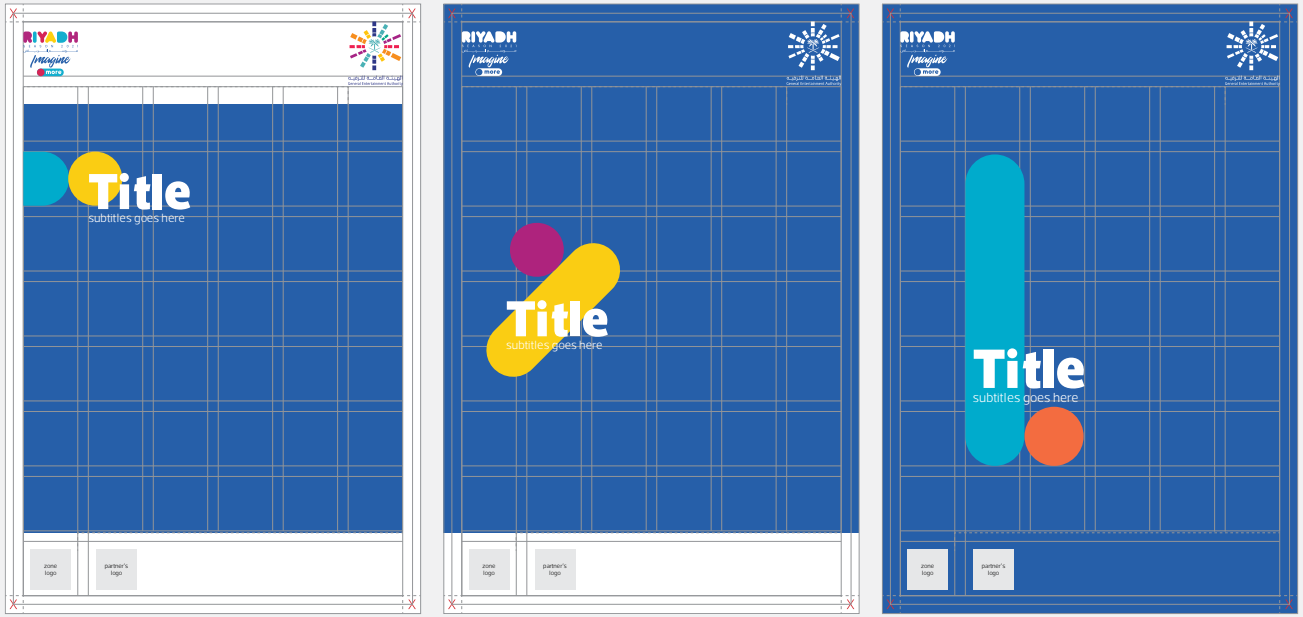
GRID SYSTEM

7.2 VERTICAL TEMPLATES

The following grid is created to guide you in using the identity with Riyadh Season logo and other logos.



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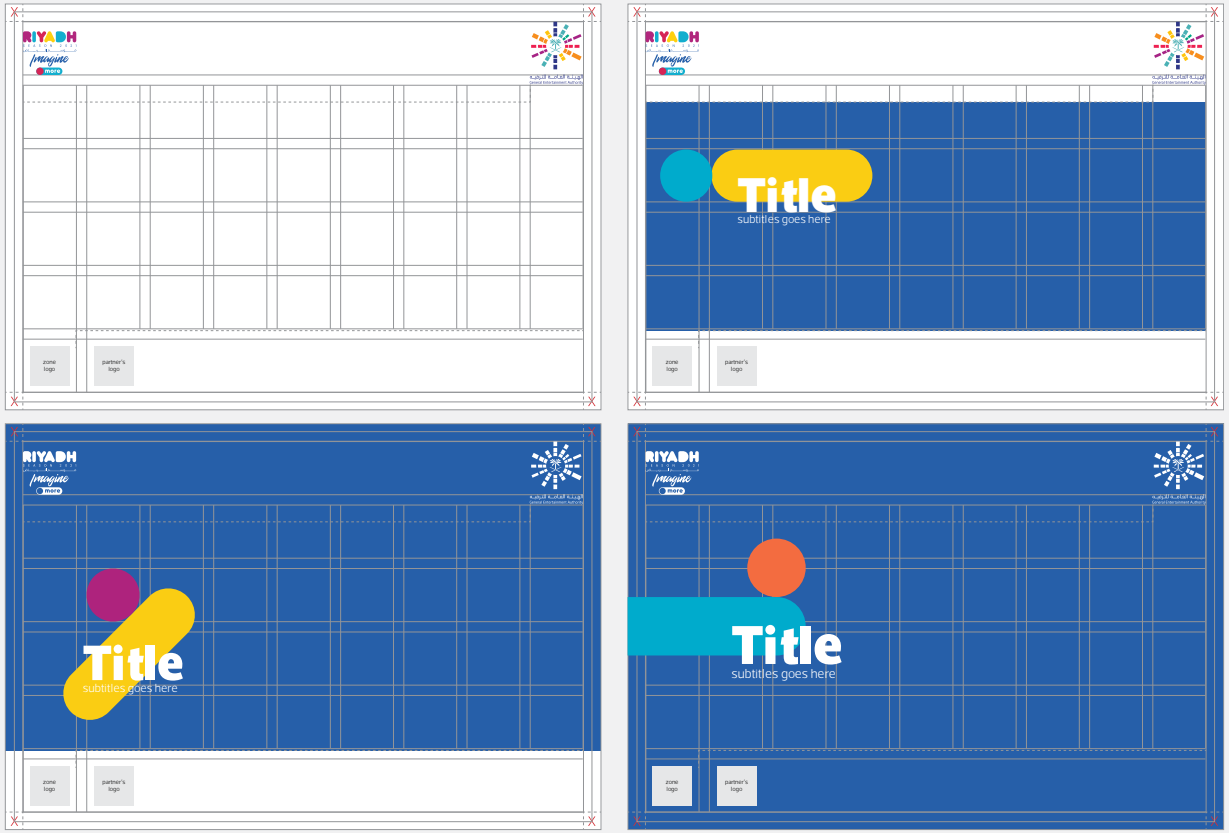
GRID SYSTEM

7.3 HORIZONTAL TEMPLATES

The following grid is created to guide you in using the identity with Riyadh Season logo and other logos.



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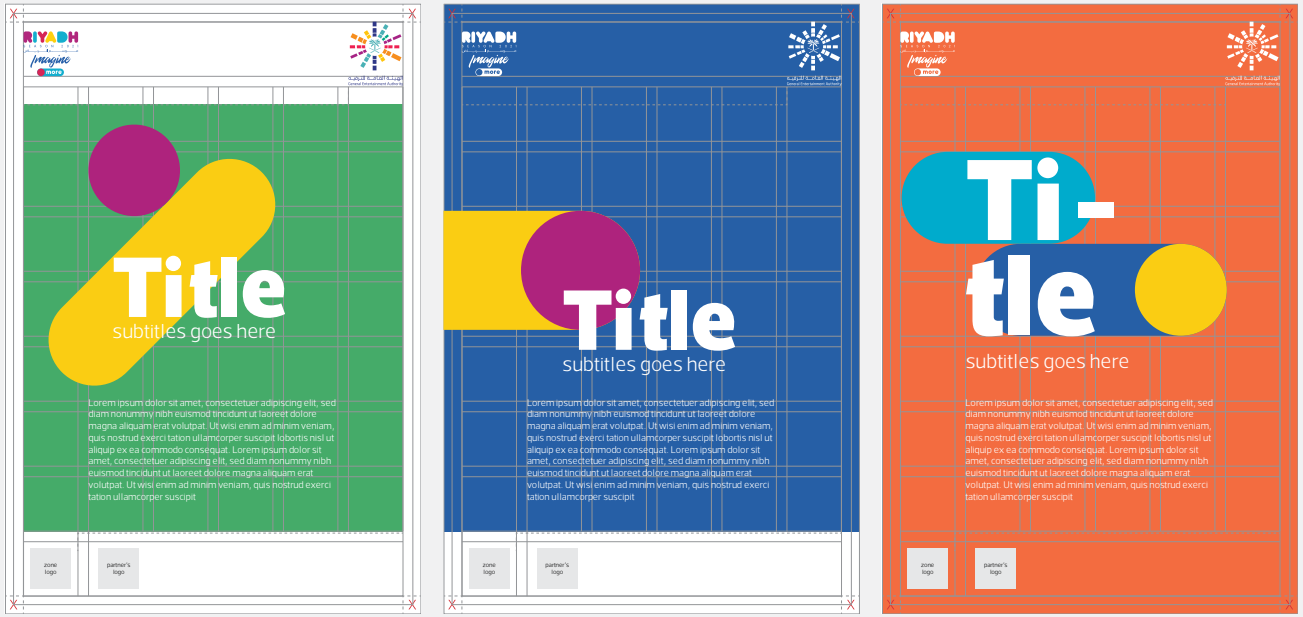
GRID SYSTEM

7.4 COLORED TEMPLATES

Typography designs need a clear space to be easily readable for everyone.

Thus, single shape must be used in any typography design to ensure an attractive design.

If used in an appropriate way, it can provide focus internally & reflect our brand correctly externally.



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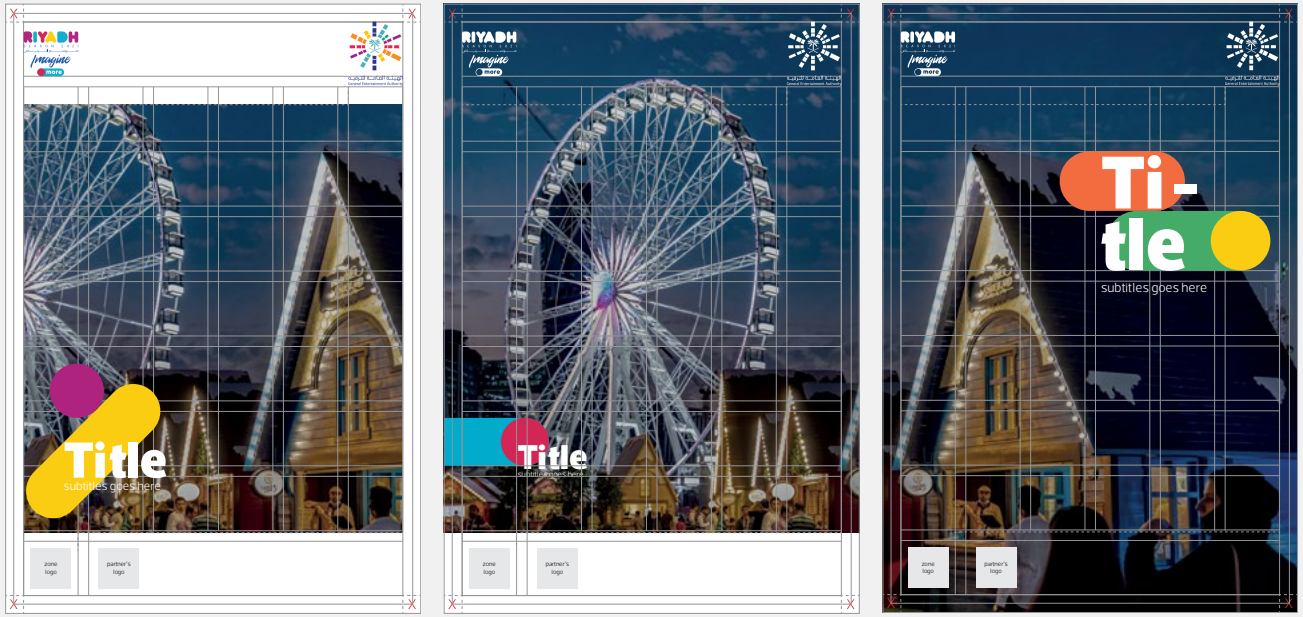
GRID SYSTEM

7.5 IMAGE BASE TEMPLATES

To highlight the focus on the image, our pattern will be used as a single shape.

If used in an appropriate way, it can provide focus internally & reflect our brand correctly externally.



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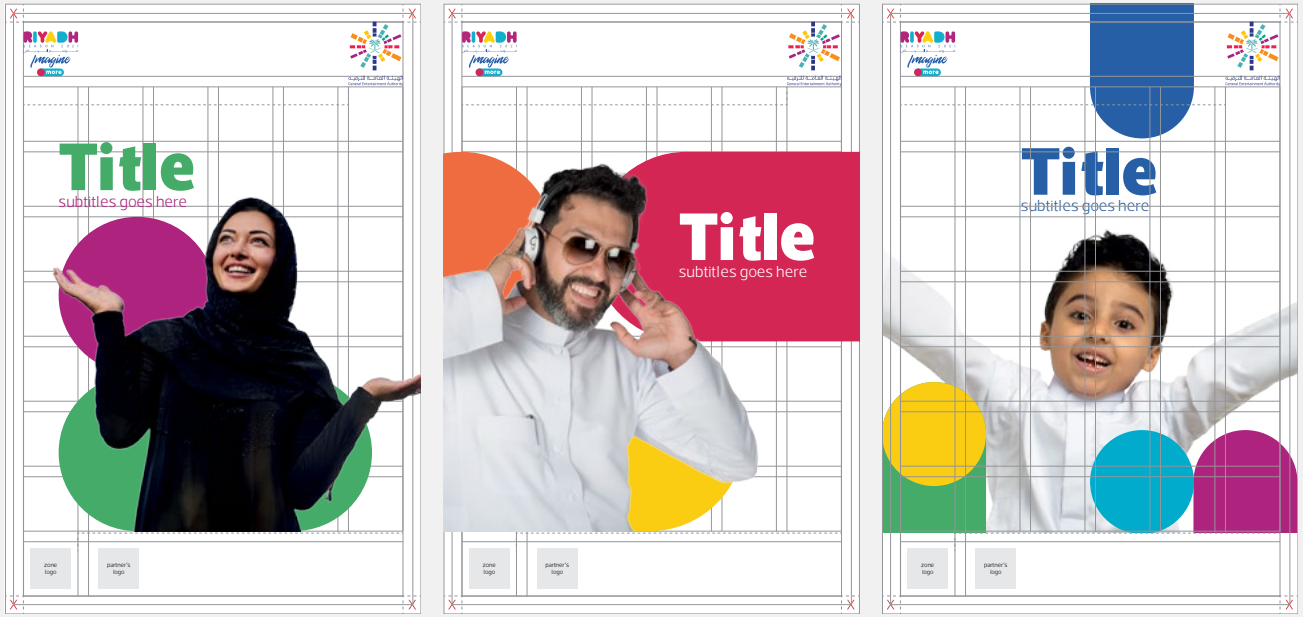
GRID SYSTEM

7.6 ISOLATED TEMPLATES

With our flexible brand, shapes or patterns can be used with isolated objects.

When used as in image 3, clear space, equivalent in size to the used shapes, must be formed in between to ensure consistency in design.

If used in an appropriate way, it can provide focus internally & reflect our brand correctly externally.



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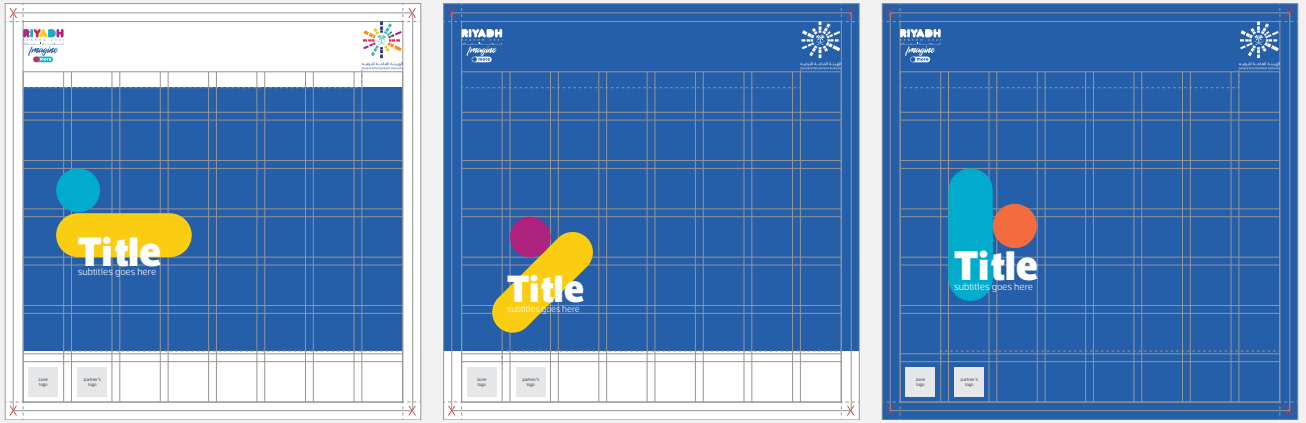
GRID SYSTEM

7.7 SOCIAL MEDIA TEMPLATES

The following grid is created to guide you in using the identity with Riyadh Season logo and other logos.



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IMAGERY

8

Through imagery, our brand has the power to express our personalities and values.
The following rules must be followed when choosing images to ensure a professionally and visually appealing result.

Rule 1:
Good focal point in images, whether human or object focus.

Rule 2:
Have good clear space for text.

Rule 3:
Mid tone color images

Rule 4:
Mid contrast in images

WITH OUR DYNAMIC
BRAND IDENTITY...
NOTHING IS IMPOSSIBLE

9

VIDEOGRAPHY

TEMPLATES

VIDEOGRAPHY

9.1 PRIMARY DISTRIBUTION (SAFE AREA)

The suggested division of the video page is by the following international percentage, so divide the page into 16 squares in width and 9 squares in height.

For margins, it will be the size of one square around the page.

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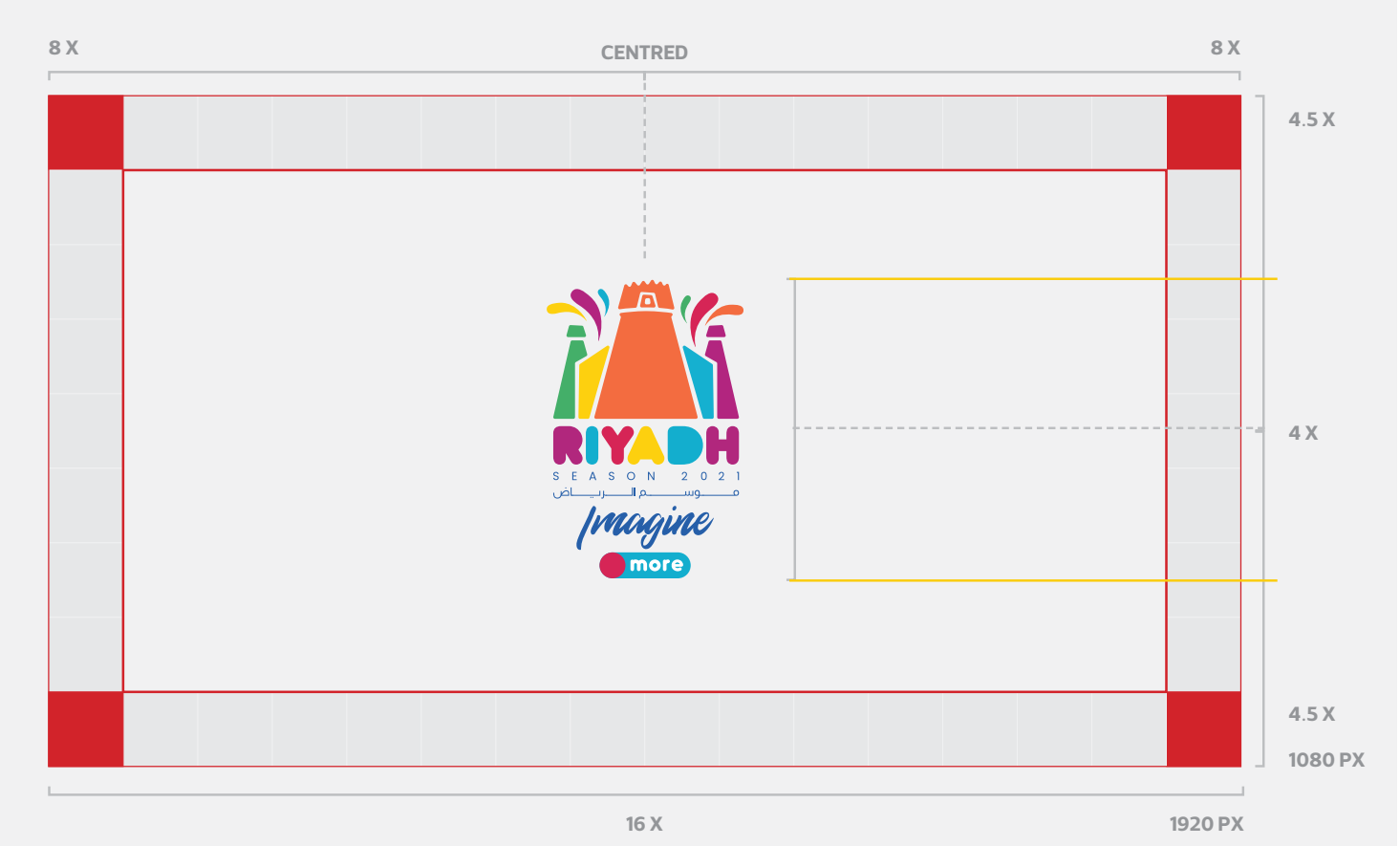
VIDEOGRAPHY

9.2 PRIMARY DISTRIBUTION (Logo)

The suggested division of the video page is by the following international percentage, so divide the page into 16 squares in width and 9 squares in height.

As for the location of the logo, it is advisable to be centred in the middle of the page in length and width. Logo size is 4 squares.

Logo will be used in the video only in the outro.



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VIDEOGRAPHY

9.3 VIDEO DISTRIBUTION
(Video Title)

The text is concentrated in the center of the video.

Font: Somar
Size: 100
Color #white

© 2021 ALL RIGHTS RESERVED

VIDEOGRAPHY

9.4 VIDEO DISTRIBUTION
(Lower Thirds)

When using text over the video, please keep the following in mind:

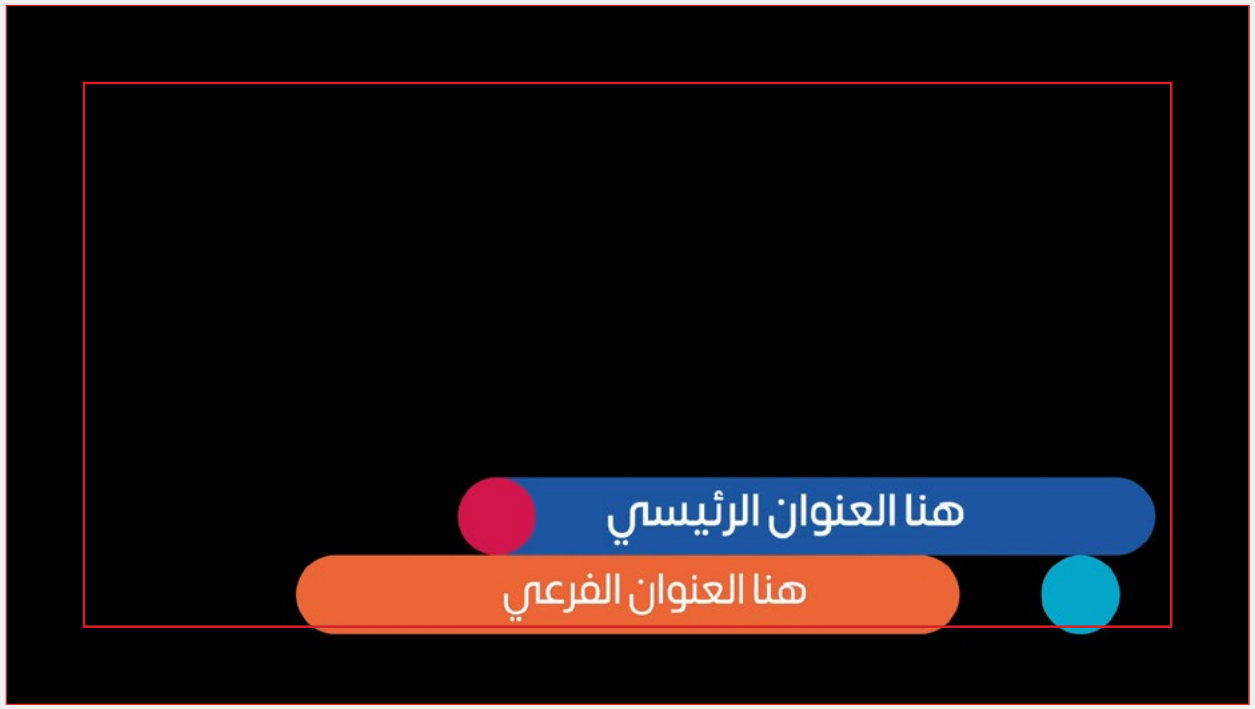
- Use shape as demonstrated
- Text color is #white

Headline:

- Font Size 80

Subtitle:

- Font Size 60



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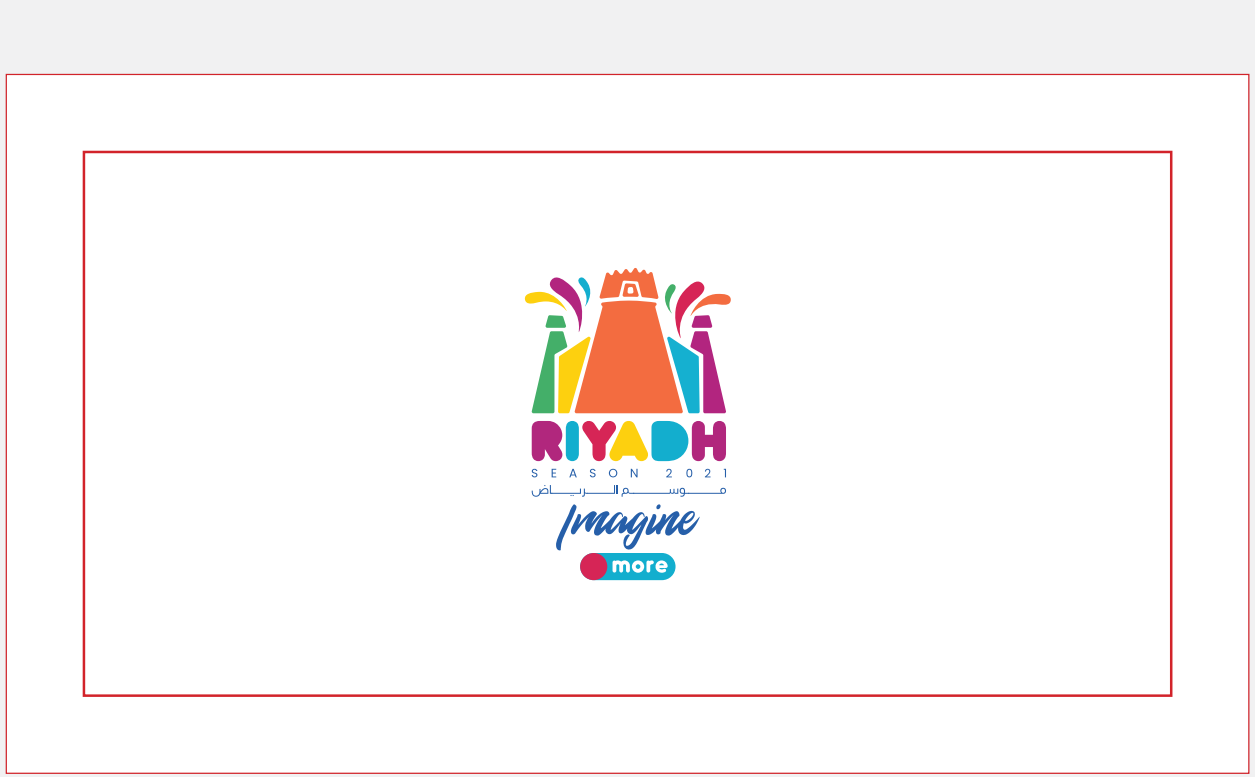
VIDEOGRAPHY

9.5 VIDEO OUTRO

The basic shape of the outro using white background.



PRESS TO DOWNLOAD

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VIDEOGRAPHY

9.6 VIDEO TECHNICAL (SPECIFICATIONS)

Please note and take into consideration that video and video files are photographed and produced with high quality and with a clear focus to the needed elements.

THE FOLLOWING LISTED ARE THE MINIMUM REQUIREMENTS.

AS FOR TRANSITIONS, PLEASE USE SIMPLE, BASIC AND FREE OF STRONG EFFECT TRANSITIONS THAT WILL AFFECT THE TRIM AND IMAGE CLARITY.

- 16:9 Aspect Ratio
- Video Codec; H264
- Color Correction/ Grading Thumbnail photos: PG, .GIF, png, bmp
- Audio Codec : AAC
- Hz 48000 : Sample rate
- Resolution: 1080
- HD
- File Type: MP4

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VIDEOGRAPHY

9.7 SUGGESTED PATTERN

The following are examples for trims using our shapes in videos.

The shapes should be moving in the same direction and of the same size.

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VIDEOGRAPHY

9.8 TRANSITIONS

To showcase our identity, the following is an example of the transition to be used in the videos.

The pattern should be moving in the same direction & of the same size.

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10

WAYFINDING & INSTALLATION

Adress 1
Details here here

Adress 1
Details here here

Adress 3
Details here here

Adress 1
Details here here

Adress 2
Details here here

Adress 3
Details here here

Adress 4
Details here here

Adress 5
Details here here

food court

180 cm

P

B1
Details here

B2
Details here

VIP
Details here

Adress 1
Details here here

Adress 2
Details here here

Adress 3
Details here here

Adress 4
Details here here

Adress 5
Details here here

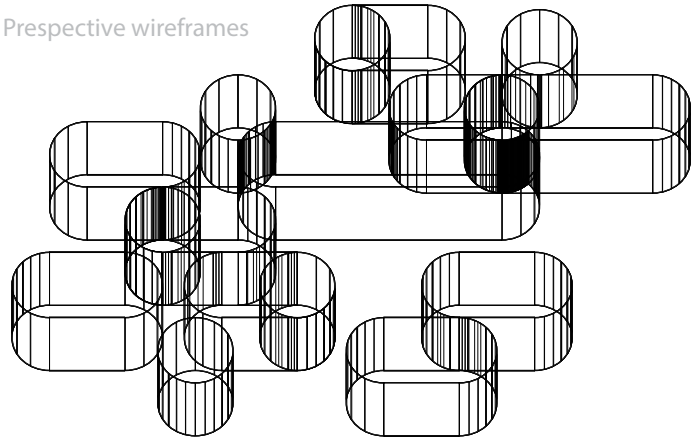
Adress 5
Details here here

RIYADH SEASON WINTER WONDERLAND
وينتر وندرلاند

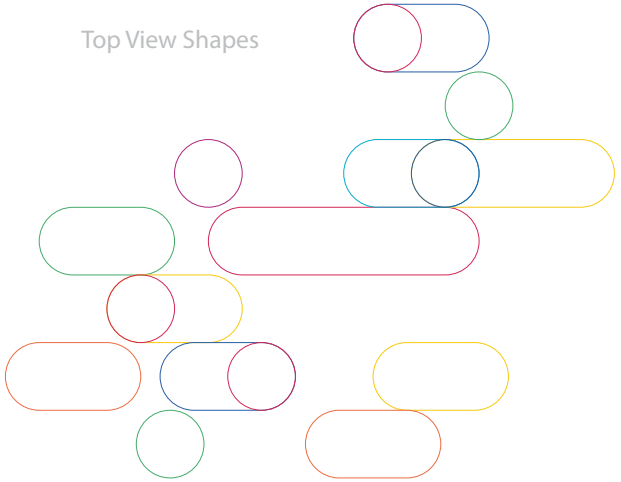
WELCOME
مرحبا بكم

RIYADH SEASON
WINTER WONDERLAND
وينتر وندرلاند
WELCOME
مرحبا بكم

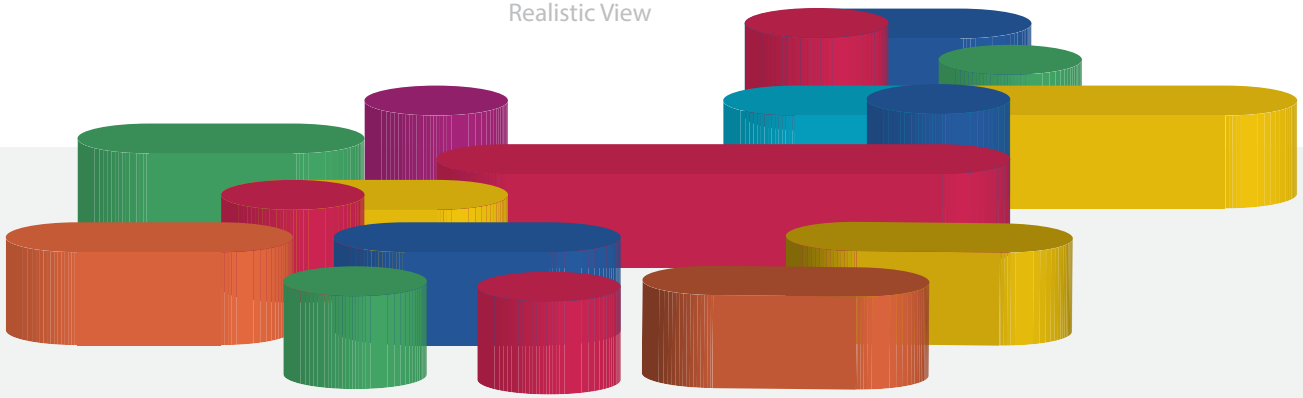
Prespective wireframes



Top View Shapes



Realistic View



INSTALLATIONS

11

APPLICATIONS

BRANDING

The following applications are applied based on the identity branding rules.
Pattern must be used on white backgrounds & if used as an expanded-scale shapes it can be used on colored backgrounds.

LIGHTING PROJECTION

HERE IS
RIYADH HEART
RIYADH
SEASON 2021
موسم الرياض
Imagine
more

BILLBOARD

RIYADH
SEASON 2021
موسم الرياض
Imagine
more
HERE IS
RIYADH HEART
JCDecaux
12°C

BILLBOARD

MUPI

HERE IS
RIYADH HEART
RIYADH
SEASON 2021
Imagine
more
Première

MUPI

RIYADH
HERE IS
RIYADH HEART
RIYADH
HERE IS
RIYADH HEART
HERE IS
RIYADH HEART
RIYADH
HERE IS
RIYADH HEART
RIYADH
RIYADH
HERE IS
RIYADH HEART
RIYADH

POSTERS

PLANE

AIRPLANE

RIYADH
SEASON 2021
موسم الرياض
Imagine
more
Arrival Information
88:88
CUSTOMS DUTY COLLECTION

AIRPORT

AIRPORT

RIYADH
SEASON 2021
موسم الرياض
RIYADH
SEASON 2021
موسم الرياض

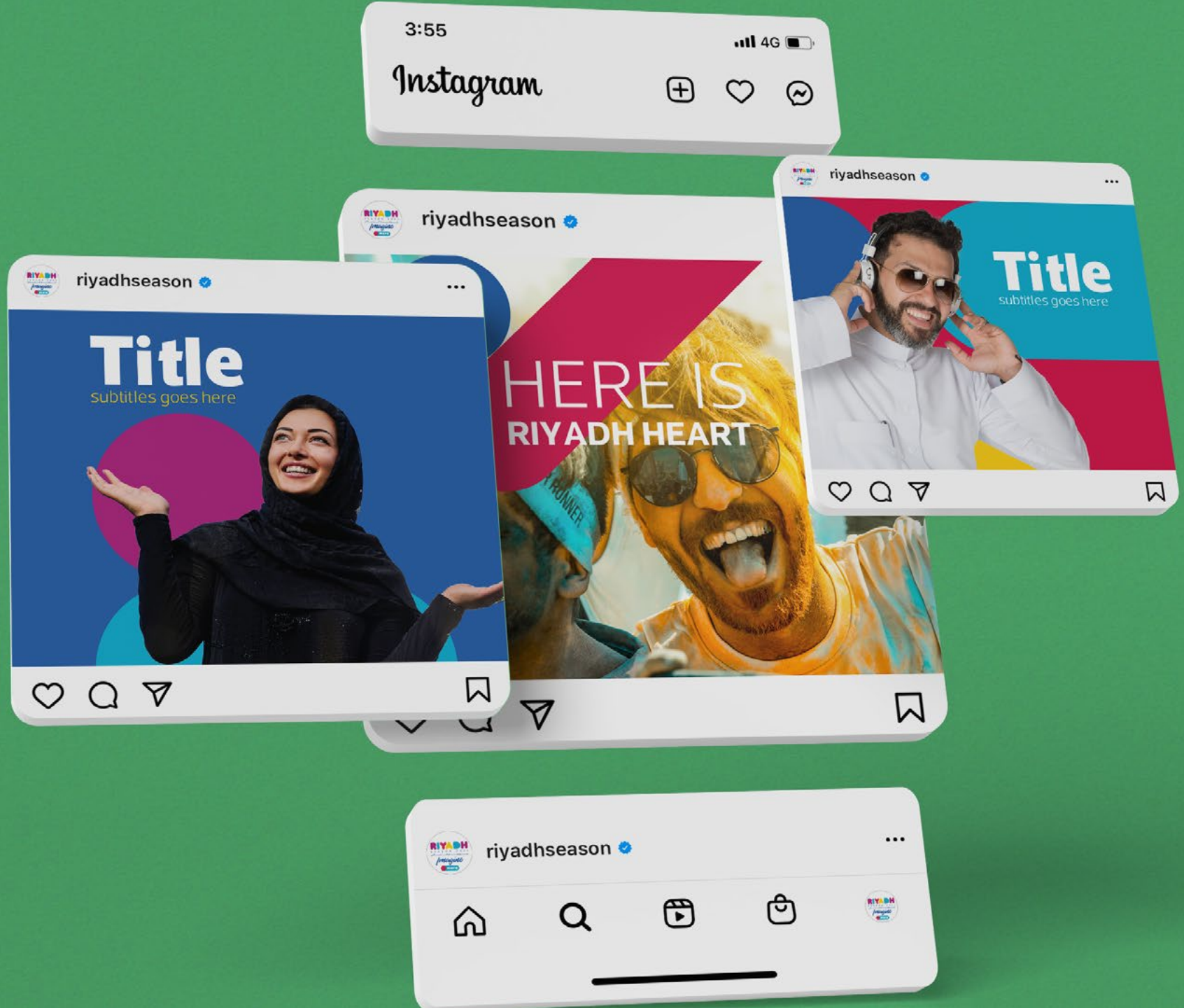
TICKET BRACELET

EVENT TICKET

PLANE TICKET

RIYADH
SEASON 2021
موسم الرياض
Imagine
more
RIYADH
SEASON 2021
موسم الرياض
Imagine
more

BAGS



SOCIAL MEDIA

10
OCTOBER
10
OCTOBER
RIYADH
SEASON 2021
موسم الرياض
Calendar
More details at : Website

10
OCTOBER
OCTOBER
10
1
2
3
4
5
6
7
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11
12
13
14
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25
26
27
28
29
30
RIYADH
Imagine
More details at :
Website
RIYADH
SEASON 2021
موسم الرياض
CALENDAR
2021

SCOOTER & CYCLE

BUS

PRODUCTS

The following applications are applied based on the identity product rules.
Pattern can be used on white backgrounds or colored backgrounds. Illustrations can be used in products.

PILLOWS

300
SR
RIYADH
SEASON 2021
GIFT CARD
بطاقة هدية
500SR
RIYADH
SEASON 2021

PLAY CARDS

BAGS

T-SHIRTS & HOODIES

MOBILE CASE

SMALL ITEMS

NOTE BOOK

SKATE BORAD

CUP & BOTTLES

I ♥ RIYADH
قاهر الدولارين
ابدع بدون حدود
تخيل أكثر
يا عظيم
LIMITLESS IMAGINATION

STICKERS

I RIYADH
PINS

12

IMAGINE MORE EVEN FOR KIDS

IMAGINE MORE FOR KIDS

12.1 HOW TO CREATE ILLUSTRATIONS

Embracing our playful brand identity, illustration style is developed to be used for kids related material.

The following rules are created to guide you in developing illustrations.

Colors, strokes, and skin tone must be followed as demonstrated.

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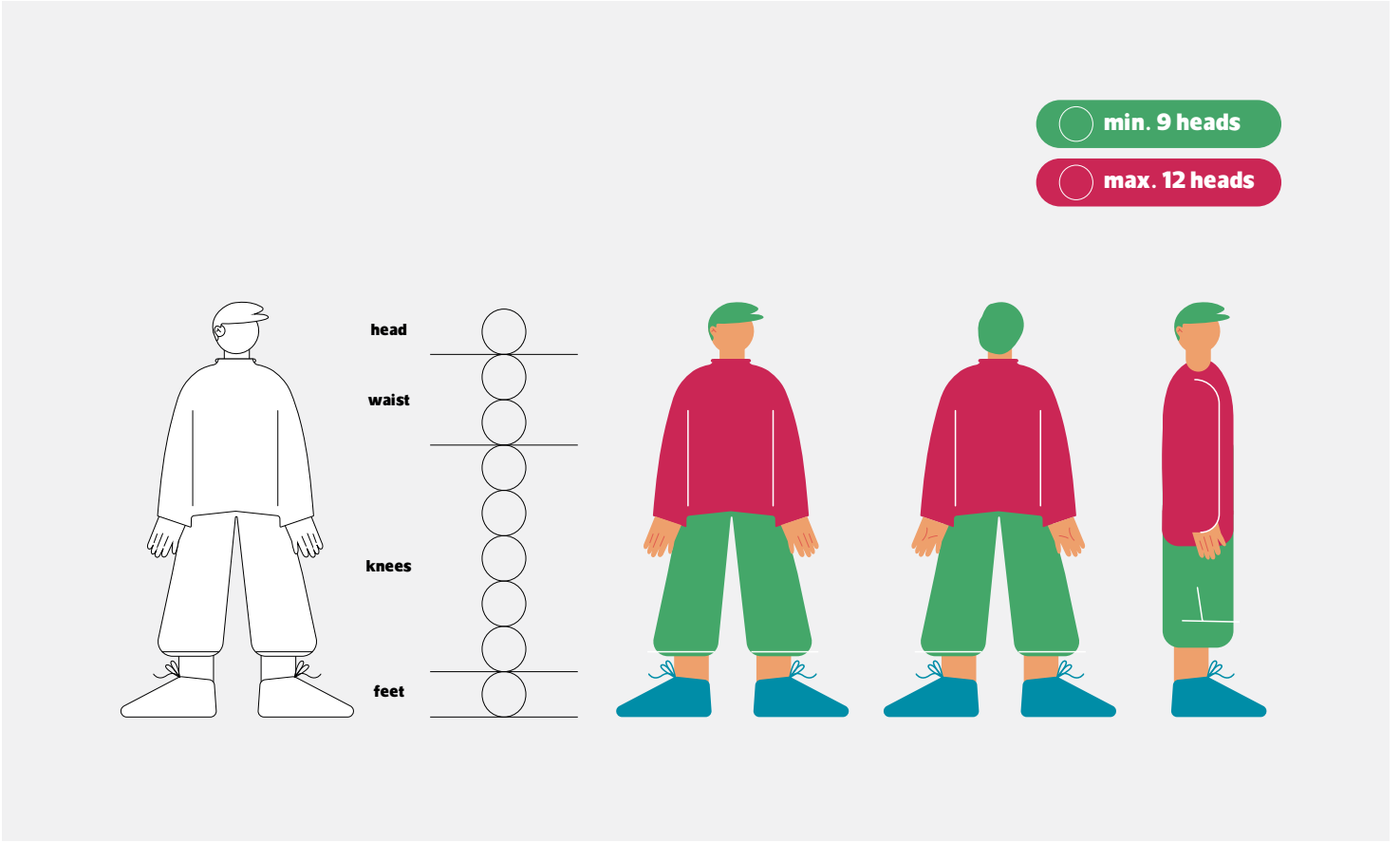
IMAGINE MORE FOR KIDS

12.2 CHARACTER STRUCTURE (MALE)

Characters have been illustrated as part of our dynamic and cheerful brand identity for kids usages.

To maintain a consistent brand identity, dots are used to create characters. Number of heads demonstrated and rounded edges must be taken into consideration.

The following rules are created to guide you in developing similar characters.



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IMAGINE MORE FOR KIDS

12.2 CHARACTER STRUCTURE (MALE)

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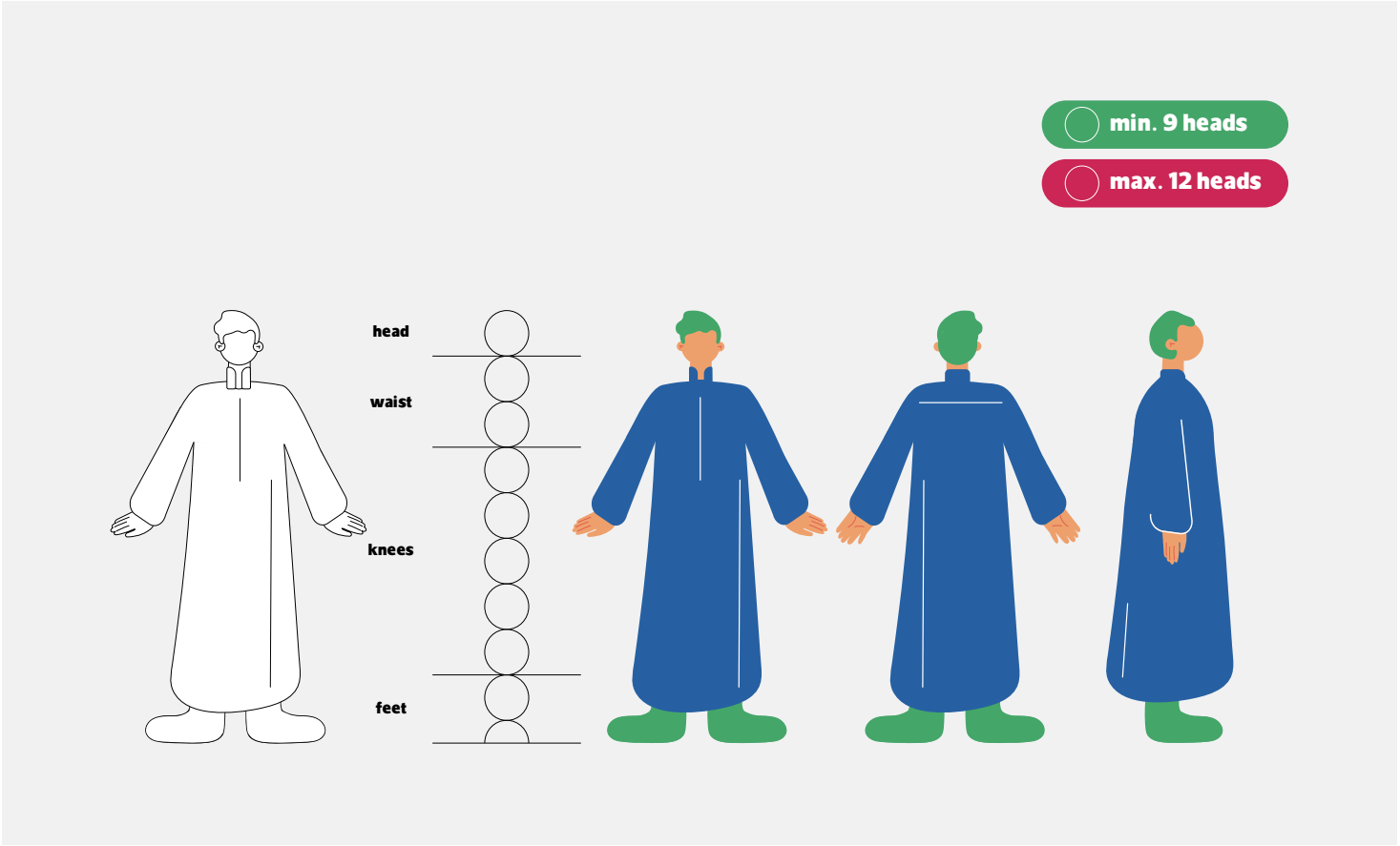

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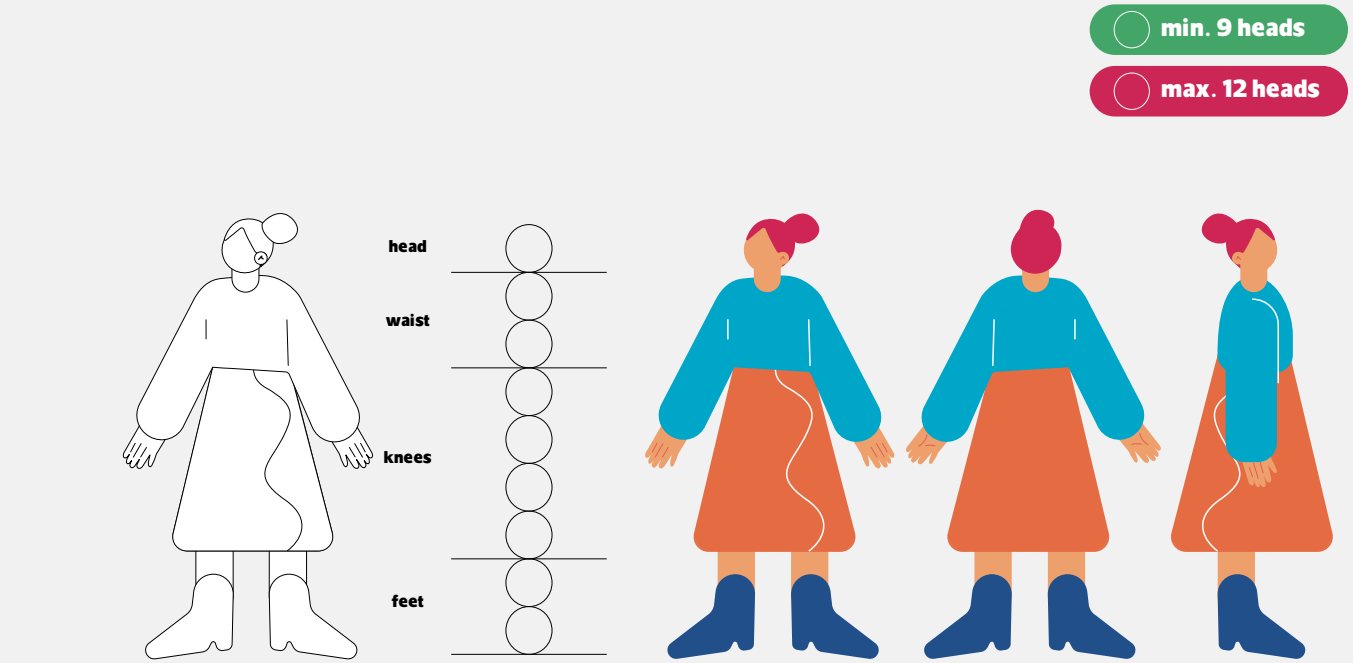
IMAGINE MORE FOR KIDS

12.3 CHARACTER STRUCTURE (FEMALE)

Characters have been illustrated as part of our dynamic and cheerful brand identity for kids usages.

To maintain a consistent brand identity, dots are used to create characters. Number of heads demonstrated and rounded edges must be taken into consideration.

The following rules are created to guide you in developing similar characters.



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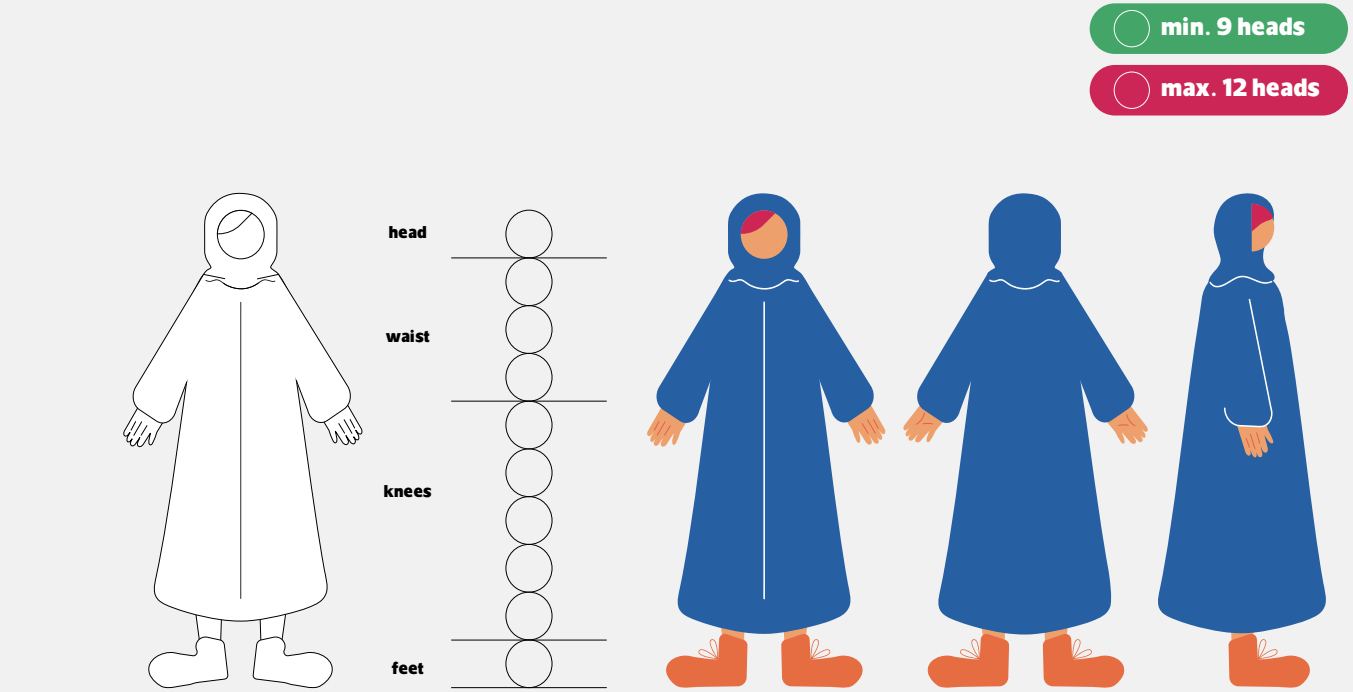
IMAGINE MORE FOR KIDS

12.3 CHARACTER STRUCTURE (FEMALE)

Characters have been illustrated as part of our dynamic and cheerful brand identity for kids usages.

To maintain a consistent brand identity, dots are used to create characters. Number of heads demonstrated and rounded edges must be taken into consideration.

The following rules are created to guide you in developing similar characters.



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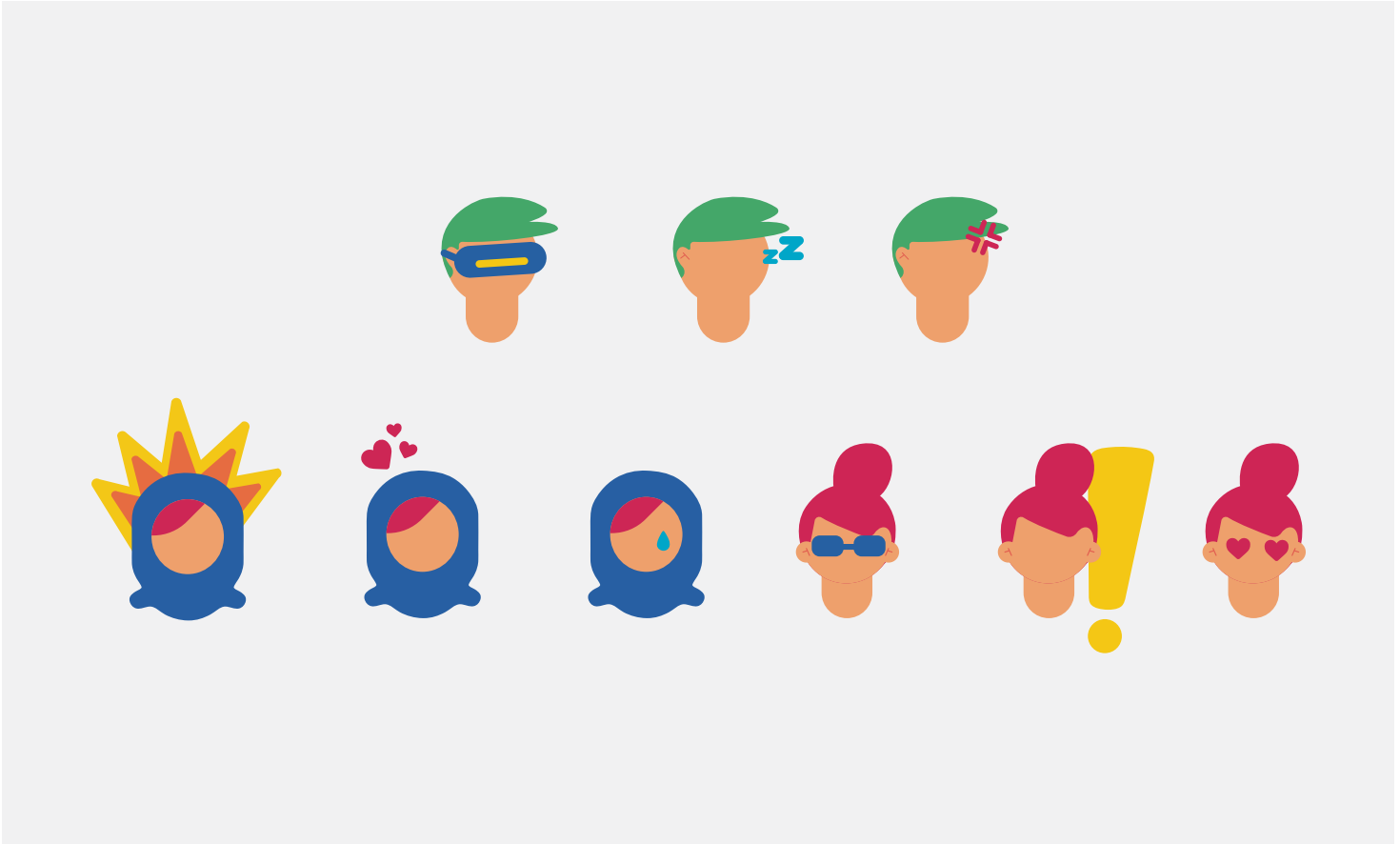
IMAGINE MORE FOR KIDS

12.4 FACIAL EXPRESSIONS

The following illustrations explains how characters can be used with various facial expressions in kids related material.

Other expressions can be developed using the same illustration style.



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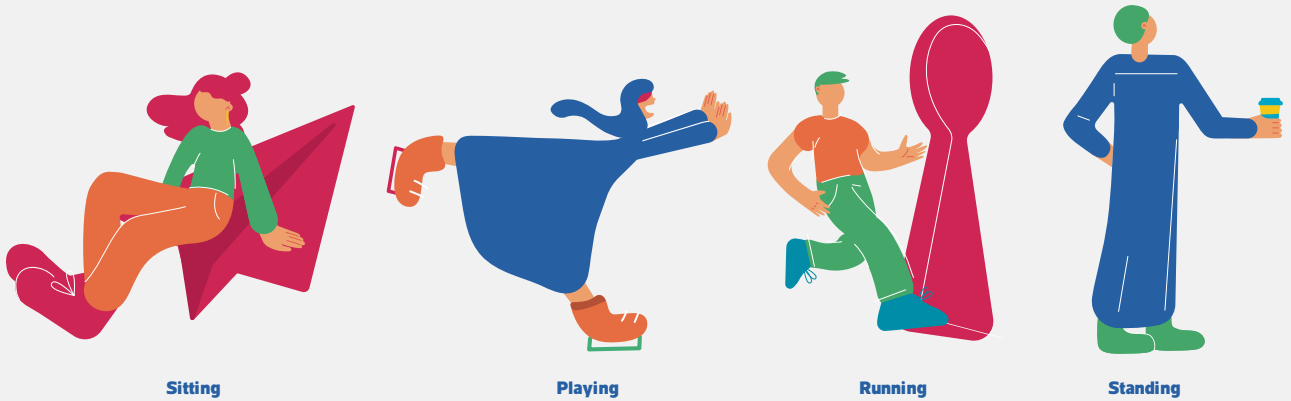
IMAGINE MORE FOR KIDS

12.5 CHARACTERS POSITIONS

The following illustrations explains how characters can be used in different positions.

Other positions can be developed using the same illustration style.



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IMAGINE MORE FOR KIDS

12.6 SUPPORTING ELEMENTS

The following illustrations explains how supporting elements can be developed.

Other elements can be developed using the same illustration style. Keeping in mind that all edges must be rounded.

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IMAGINE MORE FOR KIDS

12.7 MURAL DESIGN

The following illustrations explains how a full mural can be developed using characters and supporting elements

Other murals can be developed using the same illustration style. Keeping in mind that all edges must be rounded.

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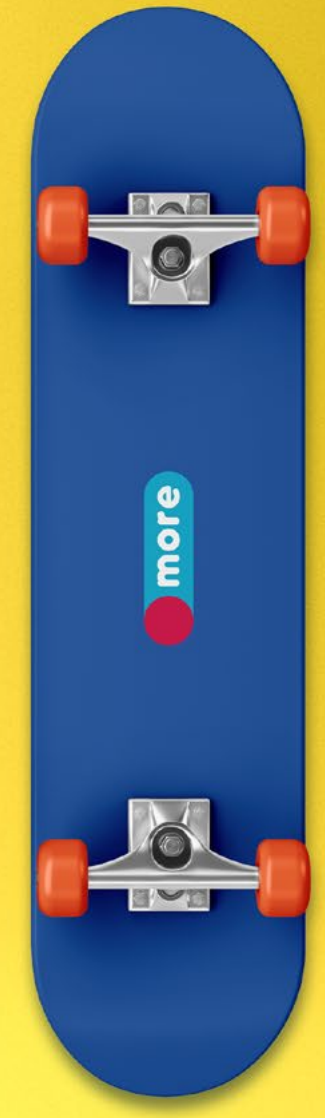
WALL BRANDING

TOTE BAGS

Imagine
more


more

PRODUCTS

MOBILE COVER

PILLOWS

WITH RIYADH SEASON.....

EXPECT THE UNEXPECTED

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