مؤسسة النقد العربي السعودي
Saudi Arabian Monetry Agency

نظام سداد للمدفوعات

Brand
Guidelines
Manual

01 | SADAD Brand Strategy

Our vision

One solution for all payments.

Our mission

To develop new payment products and services to lead the financial services sector towards high levels of service, for individuals, business and government sectors. This will be achieved through the development and operation of an efficient and secure infrastructure based on national and international standards and in accordance with industry recognized best practice.

Objective

- Construction and operation of SADAD infrastructure ensuring robust integration, resilience and operation. Effective treatment of payments with high efficiency, traceability and professionalism.

- Continuous improvement and expansion of SADAD payment system by developing in a flexible manner, the provision of new services.

- Effective operation of SADAD payment system through delivery of high quality services in a cost effective manner.

- Develop a future plan for SADAD payment system that promotes optimal use by the individual, commercial and governmental sectors.

- Through continuous research, make use of the technological developments and world class initiatives to identify new opportunities to further enhance and develop SADAD payment system.

- Development of a center of excellence for performing all tasks and the realization of SADAD's objectives whilst being aware of the individual and their abilities to build an effective management structure.

- Commitment to high standards for SADAD payment system in a manner supporting the integration, speed and efficiency in developing payment services.

- Careful and attentive risk management to ensure that all risks will be clearly identified and mitigated. This will ensure appropriate control of all risks that could negatively impact SADAD.

02 | SADAD Brand Identity

Our logo is the core of our visual brand identity

Our distinguished logo contains the emblem and typeface in one entity. Therefore the typeface itself becomes our logo and our icon.

The simple typeface is what makes it an iconic and modern logo.

The "Alef" letter is different in terms of color. It is Gray while the others are Orange.

The dynamic and un-static aspect is created through the leaning letter to the right (20 degrees angle).

The thikness of the font is refered to X, where X is the unit of design as per showing grid.

The small letter "Daal" for example fits in a 3X x 4X parallelogram (20 degrees angle)
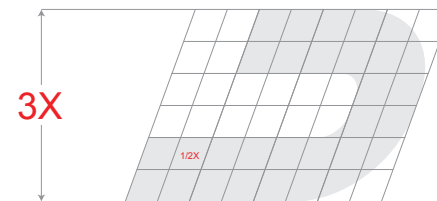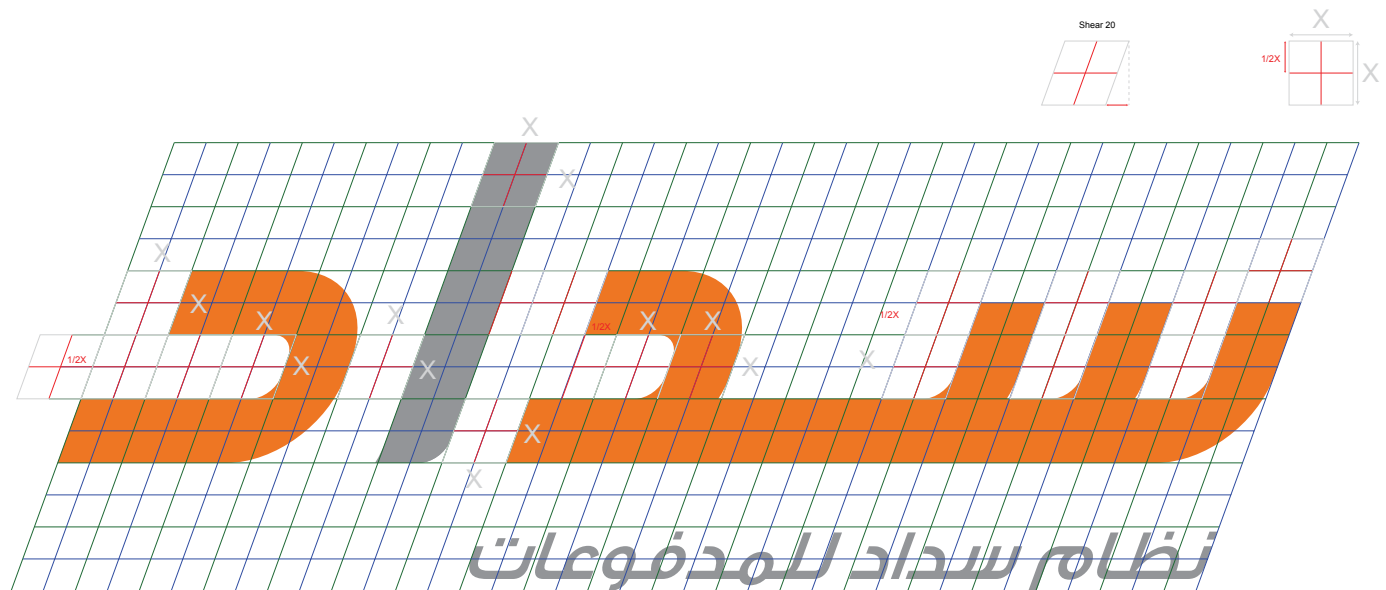
Our logo is the core of our visual brand identity

Since our logo type is our icon, the English logo is the same as the Arabic one.

In the English version SADAD PAYMENT SYSTEM is replacing the Arabic (نظام سداد للمدفوعات) in the exact same size, angle tilt and placement to work perfectly on the same grid and guidelines.

نظام سداد للمدفوعات

SADAD PAYMENT SYSTEM
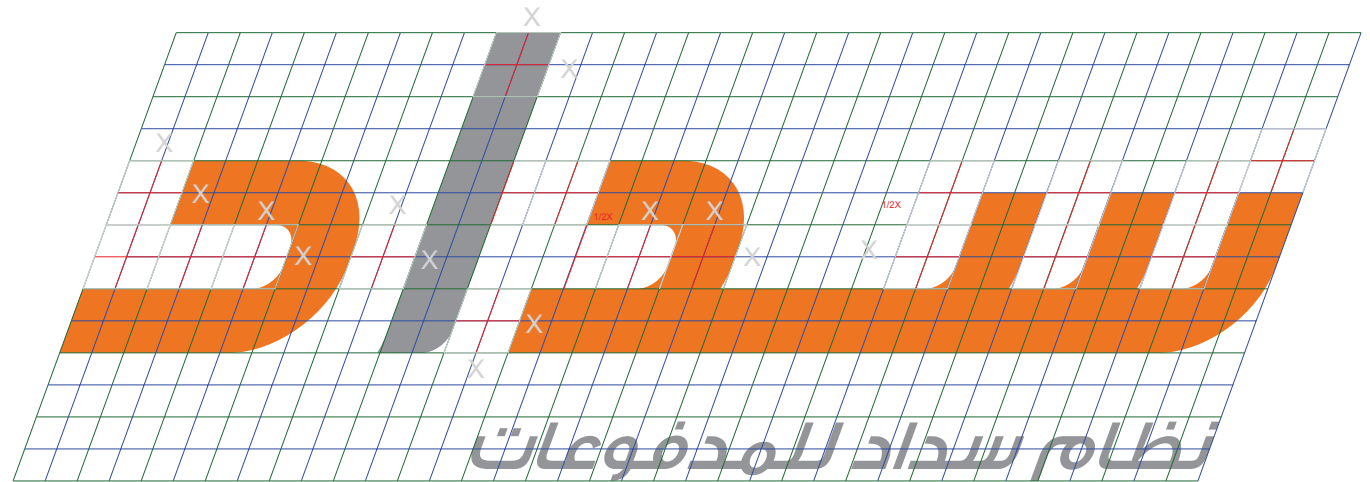
Clear Space

Our logo is the core of our visual brand identity, therefore we must not misuse it.

We have to set a benchmark in which the logo is clear on any medium even if it surrounded with other elements.

To do so, we create the clear space.

The small letter "Daal" from the logo is the equivalent clear space.

In terms of print and digital, the benchmark is set.

Minimum Size

The recommended minimum size is 20mm width.

The size will depend based on the materi- al and medium used. It is recommended to carry out samples to ensure legibility of the logo.

Minimum Size - W:29mm

Minimum Size - W:150px

Minimum Size - W:20mm

Minimum Size - W:60px

Logo size.

Most items that use our logo will either already be pre-designed or have a template, so it is not necessary to measure this size.

Otherwise the logo size is always measured on a scale of minimum 3 SADAD logos to maximum 7 logos. Where 3 is strictly applied on the most portrait usage (example: mupi, rollup) and 7 for the most landscape (example: unipole). See example
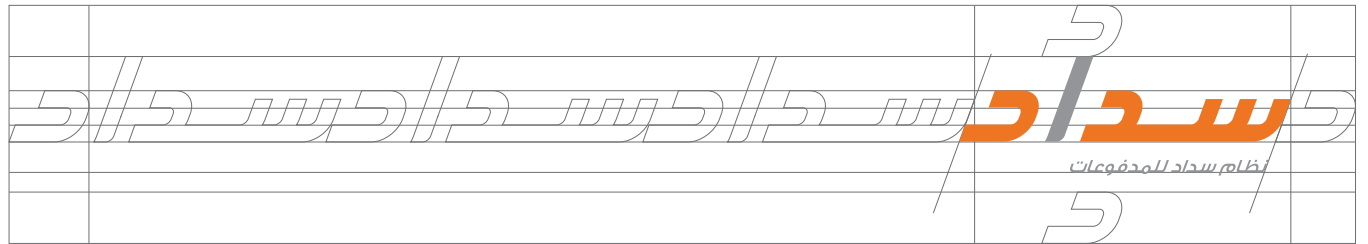
Logo placement.

The clear space around the logo is part of its design. That space gives our logo power. It makes it stand out from whatever's around it, whether that's other logos, symbols, artwork, or text. Always give it space to breathe. For a better space for the placement measure it by the letter د from the logo to almost 1 of the letter.

Even when you've got limited room (like in mobile icon badges or banner ads, for example), be sure to leave enough space around the logo, so it's easy to make out.

Our logo is designed to work well in the right corner of a layout since it is considered an Arabic logotype. However it can be moved to any space of the layout (digital banner, web application etc) with the repect of the white space around it to make it stand out in the application.

Original Colors

On white Backgrounds Print/ Digital the best way to show the Logo is with it's main colors.

Variations

However the logo can take a single color as long it is from the original logo Colors when used on colored background. White color can be used as well as negative on darker back- grounds.

سداد
نظام سداد للمدفوعات

سداد
نظام سداد للمدفوعات

سداد
نظام سداد للمدفوعات

C:0 M:63.71 Y:91.15 K:0
R:239 G:118 B:34
PANTONE 158 C

C:0 M:0 Y:0 K:50
R:157 G:157 B:156

Brandmark Backgrounds & Backgrounds to avoid

Light backgrounds are the preferred usage of the brandmark. SADAD Logo must always be on white background.

This helps the logo stand out.

Solid Color Background

Dark Solid Color Background

Picture Background

Fax & Low-Cost Mediums

Brandmark Usage & Things to avoid

Logo Incorrect use

Always reffer to the original Logo when using any application.
Never try to recreate our Logo into something new.

Here are examples of things to avoid when using our logo.

Shape

Rotation

Transparency

Wireframe & Outline

Colors

Drop Shadows

Colour Palette

All the colours in our palette should be reproduced in print as Pantone® spot colours where possible, otherwise in CMYK.

RGB values should be used for

all screen based applications and digital printing.

Pantone® standards are shown in the current editions of the Pantone Colour Publications.

The colours shown here are

not intended to match the Pantone® colour standards and are an indication only. Pantone

is a registered trademark of Pantone®, Inc.

C:0 M:0 Y:0 K:50
R:157 G:157 B:156

WHITE

C:0 M:63.71 Y:91.15 K:0
R:239 G:118 B:34
PANTONE 158 C

Typeface English Font

Futura

Is our primary typeface and direct communication. Specific weights are used for different types of text, such as headline, subhead and body copy.

DIGITAL / PRINT

Futura is always the preferred typeface.

Mac: Futura is installed as a default font on your machine.

PC: To obtain the Futura font package, designers may contact the Brand Team. There is a limited number of licenses available.

Until an enterprise solution is in place, you can use the Avenir equivalents.

Buttons, Badges, and Acceptance Marks:

Use Futura

HEADLINE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

FUTURA - MEDIUM

HEADLINE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

FUTURA - BOLD

BODY COPY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

FUTURA - LIGHT

PODY COPY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

FUTURA - BOOK

Typeface Arabic Font

Frutiger LT Arabic

Is our primary Arabic typeface and direct communication. Specific weights are used for different types of text, such as headline, subhead and body copy.

DIGITAL / PRINT

Frutiger LT Arabic is always the preferred typeface.

Mac/ PC: To obtain the Frutiger LT Arabic font package, designers may contact

the Brand Team. There is a limited number of licenses available.

Buttons, Badges, and Acceptance Marks:

Use Frutiger LT Arabic

عنوان

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل من ه و ي

١٢٣٤٥٦٧٨٩٠ .

Frutiger LT Arabic - BLACK

عنوان

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل من ه و ي

١٢٣٤٥٦٧٨٩٠ .

Frutiger LT Arabic - BOLD

النص

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل من ه و ي

١٢٣٤٥٦٧٨٩٠ .

Frutiger LT Arabic - ROMAN

النص

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل من ه و ي

١٢٣٤٥٦٧٨٩٠ .

Frutiger LT Arabic - LIGHT

Internal Communication Typeface English Font

Trebuchet MS

Is our English typeface for internal communication. Specific weights are used for different types of text, such as headline, subhead and body copy.

DIGITAL / PRINT

Trebuchet MS is always the preferred typeface.

PC font.

HEADLINE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Trebuchet MS - BOLD

BODY COPY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Trebuchet MS - REGULAR

Internal Communication
Typeface Arabic Font

Sakkal Majalla

Is our Arabic typeface for internal communication. Specific weights are used for different types of text, such as headline, subhead and body copy.

DIGITAL / PRINT

Sakkal Majalla Arabic is always the preferred typeface.

PC font.

عنوان

أ ب ت ث ج ح خ د ذ ر زس ش ص ض
ط ظ ع غ ف ق ك ل م ن هـ و ي

٠ ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

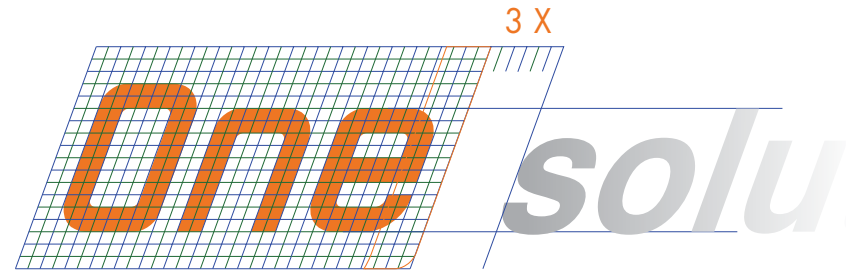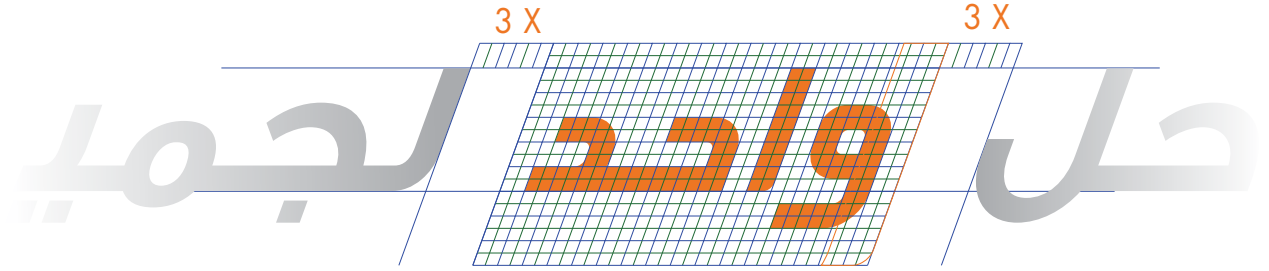Sakkal Majalla - BOLD

النص

أ ب ت ث ج ح خ د ذ ر زس ش ص ض
ط ظ ع غ ف ق ك ل م ن هـ و ي

٠ ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

Sakkal Majalla - REGULAR

Strapline
English/ Arabic

Whenver need to use the strapline "One solution for all payment" follow the grid as showing in example.

حل واحد لجميع المدفوعات

One solution for all payments

03 | SADAD Stationery

Letterheads

The template featured provides information about all the elements position in the format.

Business Cards

The template featured provides information about all the elements position in the format.

مؤسسة النقد العربي السعودي
Saudi Arabian Monetry Agency

SADAD PAYMENT SYSTEM

Name Surname
Job Designation

Tawaren Center 6846
King Fahad Road - Alulaya (unit #1)
Riyadh 12331-4624
Kingdom of Saudi Arabia
Tel.   +966 11 229 0000
Fax. +966 11 201 3163

namesurname@sadad.com
www.sadad.com

مؤسسة النقد العربي السعودي
Saudi Arabian Monetry Agency

نظام سداد للمدفوعات

مركز توارن ٦٨٤٦
طريق الملك فهد - العليا (وحدة رقم١)
الرياض ١٢٣٣١-٤٦٢٤
المملكة العربية السعودية
هاتف: ٠٠٠٠ ٢٩٩ ١١ ٩٦٦+
فاكس: ٣١٦٣ ٢٠١ ١١ ٩٦٦+

إسم الموظف
المسمى الوظيفي

namesurname@sadad.com
www.sadad.com

Compliment card

The template featured provides information about all the elements position in the format.

مؤسسة النقد العربي السعودي
Saudi Arabian Monetry Agency

With Compliments

مركز توارن ٦٨٤٦ طريق الملك فهد - العليا (وحدة رقم١) - الرياض ١٢٣٣١ ٤٦٢٤(هاتف: ٢٩٩٨٤٢٦ ١١ ٩٦٦+ - فاكس: ٢٠١٣١٦٣ ١١ ٩٦٦+

Tawaren Center 6846 King Fahad Road Al Ulaya (Unit#1) - Riyadh 12331 - 4624 Tel. +966 11 299 8426 - Fax. +966 11 201 3163

info@sadad.com

www.sadad.com

Fax Sheet

The template featured provides

information about all the elements position in the format.

مؤسسة النقد العربي السعودي
Saudi Arabian Monetry Agency

سـداد

نظام سداد للمدفوعات

إلى رعاية: ....
المرسل: ....
رقم الفاكس: ....
الموضوع: ....
التاريخ: ....
عدد الصفحات: ....

مركـز تـوازن ٦٨٤٦ طريـق الملـك فهـد - العليا (وحـدة رقـم١) - الريـاض ١٢٣٣١-٤٦٢٤/هاتـف: ٢٩٩٨٤٢٦ ١١ ٩٦٦+ - فاكـس: ٣١٦٣ ٢٠١ ١١ ٩٦٦+

Tawaren Center 6846 King Fahad Road Al Ulaya (Unit#1) - Riyadh 12331 - 4624 Tel. +966 11 299 8426 - Fax. +966 11 201 3163

info@sadad.com
www.sadad.com

Memo

The template featured provides information about all the elements position in the format.

مؤسسة النقد العربي السعودي
Saudi Arabian Monetary Agency

نظام سداد للمدفوعات

إلى رعاية: ....
المرسل: ....
الموضوع: ....
التاريخ: ....

مركز توازن ٦٨٤٦ طريق الملك فهد - العليا (وحدة رقم١) - الرياض ١٢٣٣١ ١٢٤٦٢٤/هاتف: ٢٩٩٨٤٢٦ ١١ ٩٦٦+ - فاكس: ٢٠١٣١٦٣ ١١ ٩٦٦+
Tawaren Center 6846 King Fahad Road Al Ulaya (Unit١) - Riyadh 12331 - 4624 Tel. +966 11 299 8426 - Fax. +966 11 201 3163

info@sadad.com
www.sadad.com

DL Envelope

The template featured provides information about all the elements position in the format.

مؤسسة النقد العربي السعودي
Saudi Arabian Monetry Agency

مركز تـوارن ٦٨٤٦ طريـق الملـك فهـد - العليا (وحـدة رقـم١) - الريـاض ١٢٣٣١-٤٦٢٤ هاتـف: ٢٩٩٨٤٢٦ ١١ ٩٦٦+ - فاكـس: ٣١٦٣ ٢٠١ ١١ ٩٦٦+

Tawaren Center 6846 King Fahad Road Al Ulaya (Unit#1) - Riyadh 12331 - 4624 Tel. +966 11 299 8426 - Fax. +966 11 201 3163

info@sadad.com

www.sadad.com

A4 Envelope

The template featured provides information about all the elements position in the format.

سعودي العربي النقد مؤسسة
Saudi Arabian Monetary Agency

سـداد
نظام سداد للمدفوعات

إلى رعاية: ....
المرسل: ....
الموضوع: ....
التاريخ: ....

مركز توازن ٦٨٤٦ طريق الملك فهد - العليا (وحدة رقم ا) - الرياض ١٢٣٣١ - ٤٦٢٤ هاتف: ٨٤٢٦ ١١ ٩٦٦+ - فاكس: ٣١٦٣ ٢٠١ ١١ ٩٦٦+
Tawaren Center 6846 King Fahad Road Al Ulaya (Unit 1) - Riyadh 12331 - 4624 Tel. +966 11 299 8426 - Fax. +966 11 201 3163

info@sadad.com
www.sadad.com

A5 Envelope

The template featured provides information about all the elements position in the format.
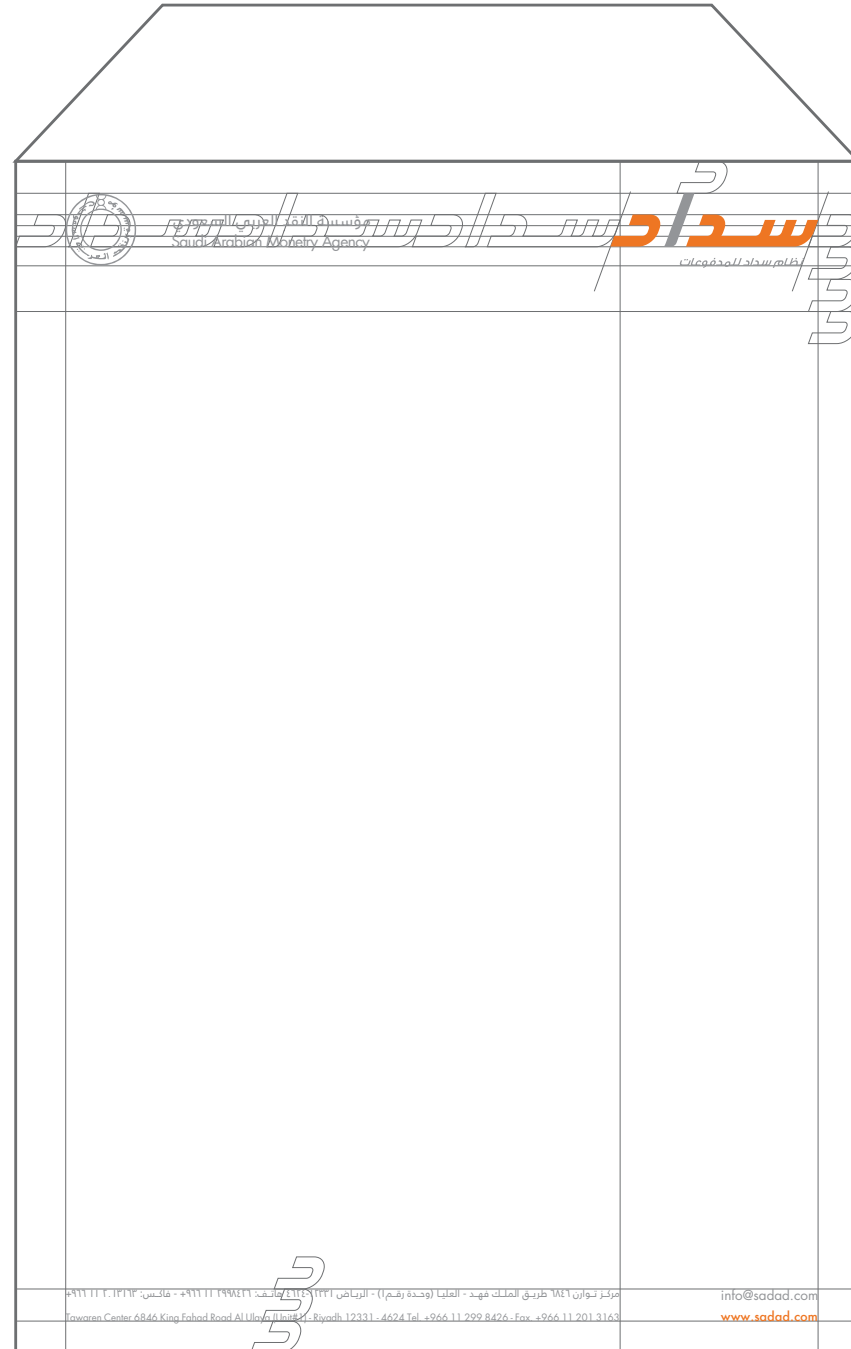
Folder

The template featured provides information about all the elements position in the format.

CD Jacket

The template featured provides information about all the elements position in the format.
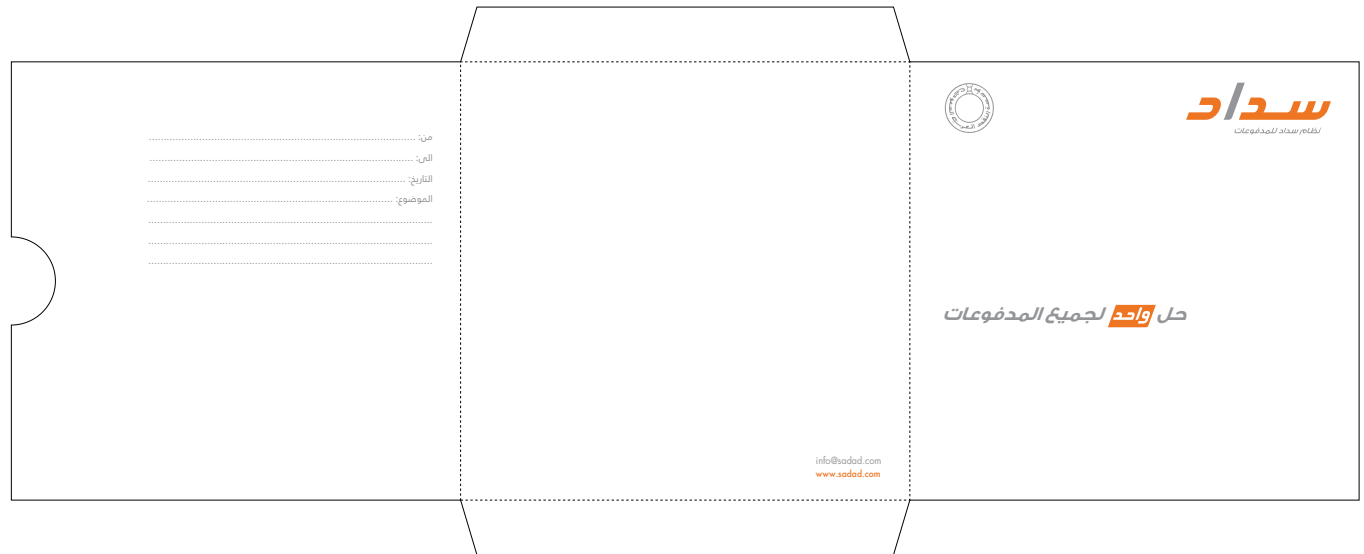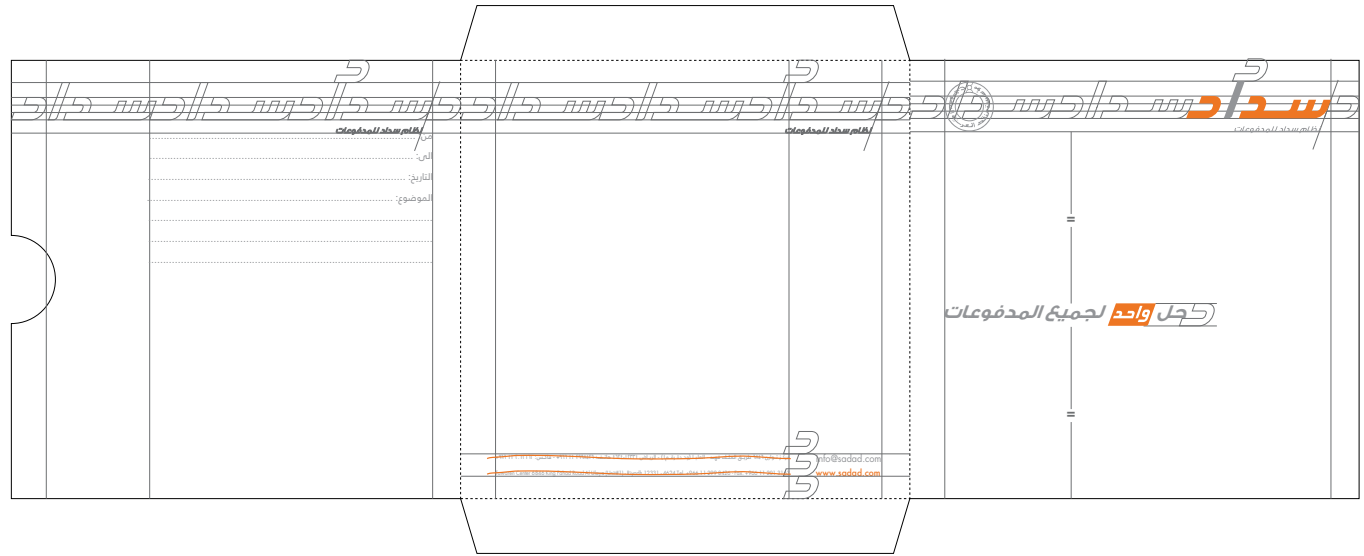
CD Label

The template featured provides information about all the elements position in the format.

Email Signature

The template featured provides information about all the elements position in the format.

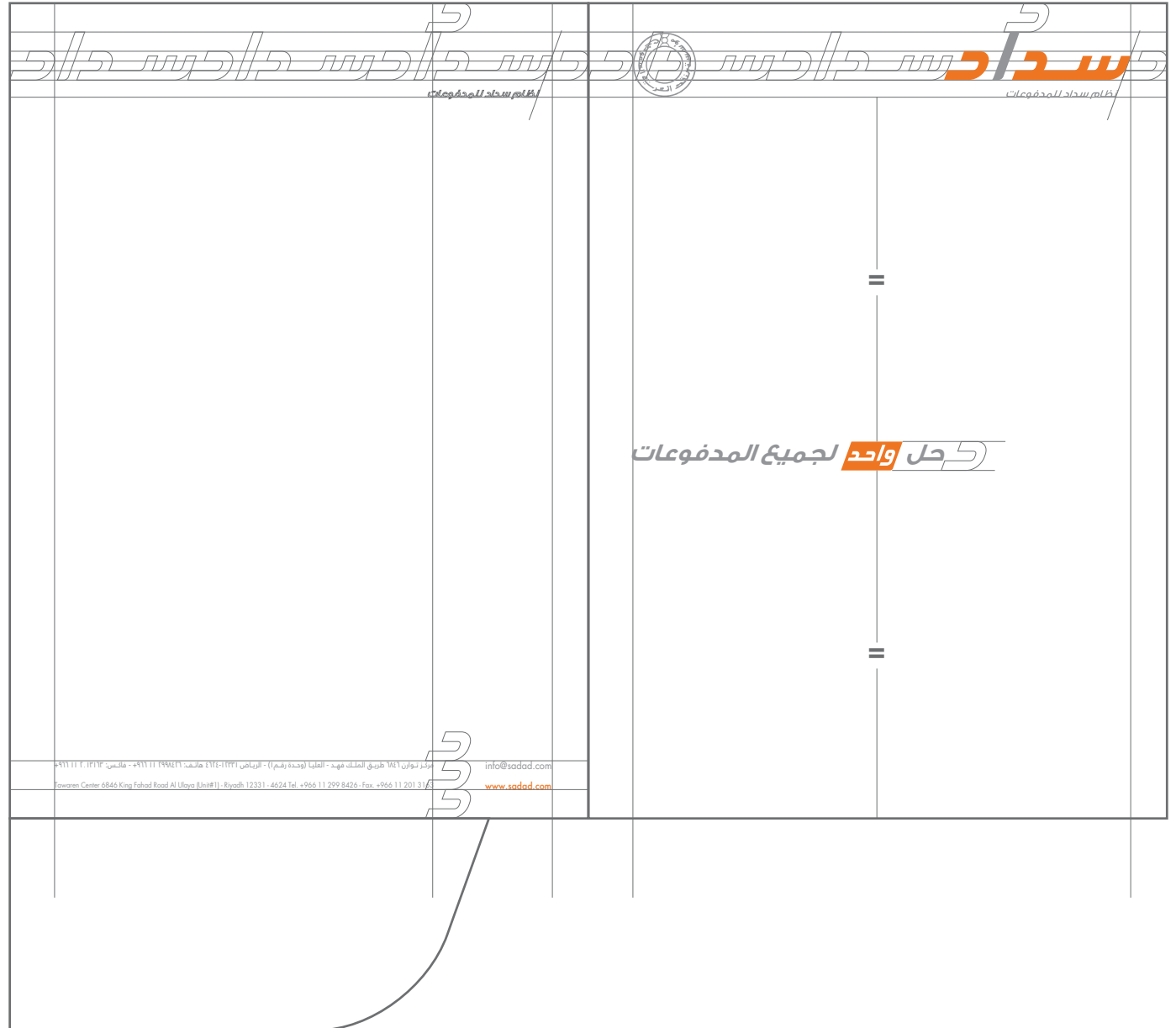|									
Reply	Reply All	Forward	Junk	Print	Delete	To Do	Categories	Projects	Links

From: xxxxxxxxx <xxxxx@sadad.sa>

Date: Thursday, August 09:20 ,2015 ,22 AM

To: John Smith <jsmith@company.com>

Subject: Sadad

▶ **Attachments:** image.gif

Name Surname
Job Designation

Department Name
Tel. +966 11 299 0000
Fax. +966 11 201 3163
Mob. +966 55 000 0000

سـداد
نظام سداد للمدفوعات

مركز توارن ٦٨٤٦ طريق الملك فهد - العليا (وحدة رقم١)
Tawaren Center 6846 King Fahad Road Al Ulaya (Unit#1)
www.sadad.com

Presentation Template
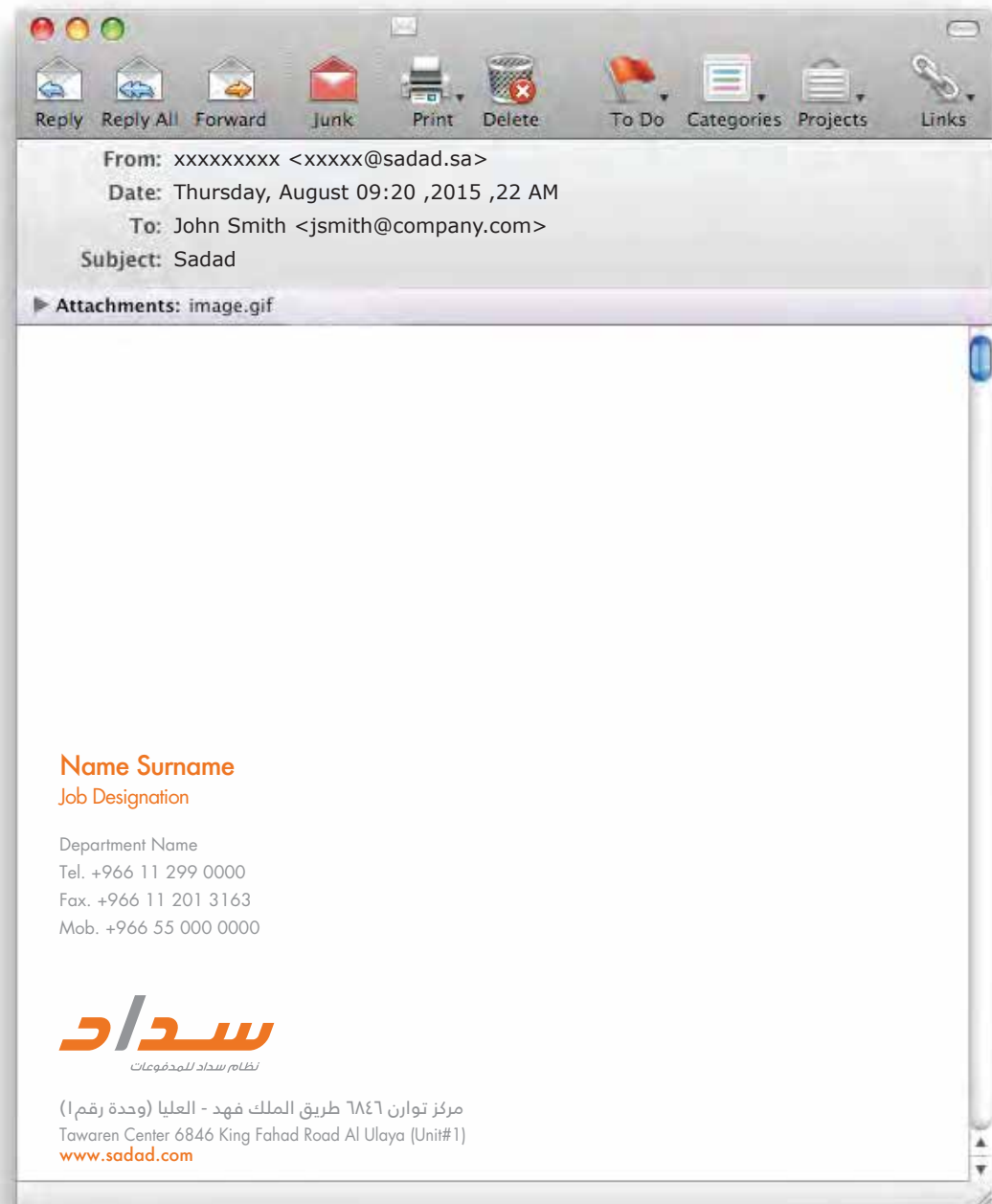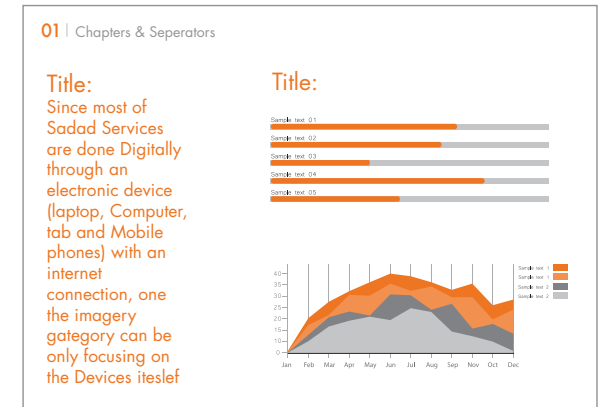
The template featured provides information about all the elements position in the format.

Presentation Title Here

01 Chapters & Seperators

Title:
Since most of Sadad Services are done Digitally through an electronic device (laptop, Computer, tab and Mobile phones) with an internet connection, one the imagery gategory can be only focusing on the Devices iteslef with minor usage of human elements in the images.
- Devices should be shot in real life situation (Natural Lighting)
- Devices should be shot within a background to reflect a story

Image

Title:
Since most of Sadad Services are done Digitally through an electronic device (laptop, Computer, tab and Mobile phones) with an internet connection, one the imagery gategory can be only focusing on the Devices iteslef

Title:

Sample text 01
Sample text 02
Sample text 03
Sample text 04
Sample text 05

Gift items

Pen

The SADAD logo should be in a visible area of the pen, taking in considera- tion a clear space around it.

USB

The SADAD logo should be centred within

the visible area of the USB.

Key Chain

The SADAD logo should be centred within

the visible area of the key chain, depending on the shape and design of the key chain itself.

Mug

The SADAD logo should be centered within

a visible area of the mug. do not make it to big or too small, it will look disporportional on the mu

Stationery overview

04 | SADAD Co-Branding Logo Placement

Logo Placement

The placement of logos communicate brand dominance.

The dominant brand is always on the right or on top, subordnate partner logo is always on the left or on the bottom. Maintain the proper clear space around each logo.

Follow these rules when locking up the SADAD logo with the partner logo:

- The default is to use the full color logo on a white background whenever possible.

- The two logos should be of the same visual size.

- Do not use the gray vertical pipeline divider or any visual divider between the logos or any extraneous design elements.

Sponsorships

SADAD featured with multiple sponsors

- It is preferred to use the full color horizontal logos on a white background whenever possible.

- All logos should be the same visual size based on the based on maximum additional size 2/3 of the letter "daal" as shown in example.

- All brand logos should be center-aligned along the vertical and horizontal axes.

- The preferred placement of the SADAD logo is in the first top Right position if available.

- In case of multiple language for sponsors logos SADAD Arabic logo must be used.

05 | SADAD
Co-Branding
SADAD Dominance

Celebrating Partnerships Co-branding

Co-branding can occur at different levels.

The appearance of a partner or sub-brand logo (size, color, position) always depends on the nature of the cooperation. Whatever form this cooperation takes.
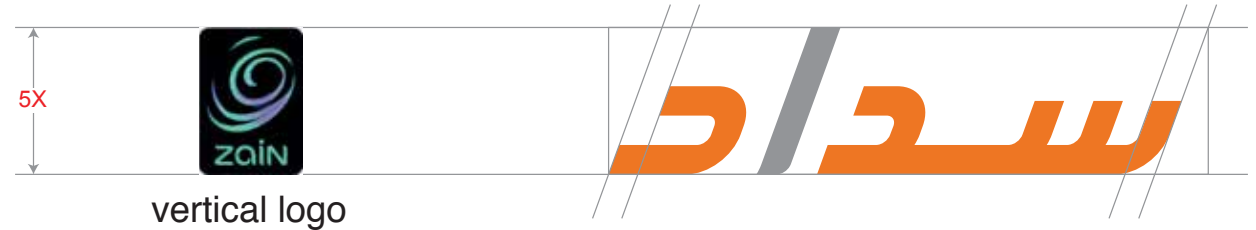
SADAD Dominance

SADAD dominance is when SADAD most heavily influences the communication experience. This is when SADAD is driving the Consumer experience or if our resources are most depended upon.

SADAD dominant experiences rely heavily on the SADAD visual system for look and feel.

Partener logo can take vertically up to 5X in case of (vertical logo)

and up to 3X in case of (horizontal logo

horizontal logo

vertical logo
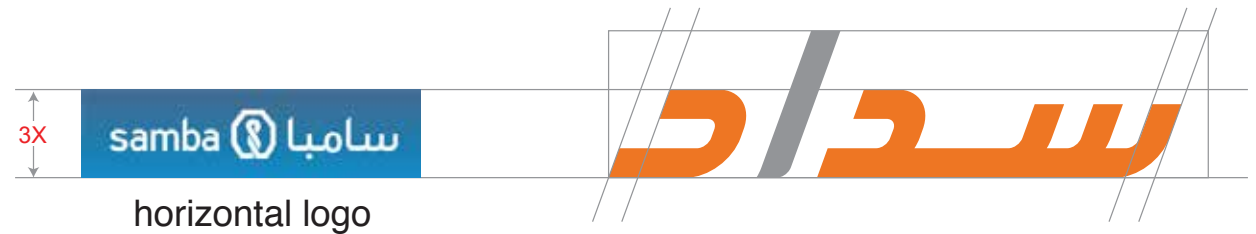
06 | SADAD Co-Branding Partner Dominance

Collaboration

Brand dominance means one partner will have the lead presence in executions, often emphasizing their visual system in marketing communications. Brand dominance is determined during partnership negotiations and is influenced by factors such as financial and/or resource contribution, which the partner is granting access to Consumers and maintaining that relationship, or which partner will host the experience.

The expression of dominance is simple and can be achieved by the following tactics:

1. Placing the dominant partner logo in the most visible and valuable space (e.g. Above the fold on a website, or at Top right on a billboard).

2. When partner logos are shown in close proximity, the dominant brand will be placed on the left.

Co-branding approach based on Dominance

Partner Dominant Cobranding

Partner dominance is when the partner brand heavily influences the communication experience. As a result, the Partner brand is featured more and the design is geared towards their visual system.

While the execution will be driven by the partner brand's visual system, it's critical that we protect and appropriately display the SADAD logo.

Other Partnerships

Not all partnerships have clear brand dominance. It is important that you maintain as many of the the SADAD visual components as possible.

These uses must be pre-approved by the Brand Team before any design begins or agreements are entered into

Partner Logo with SADAD logo
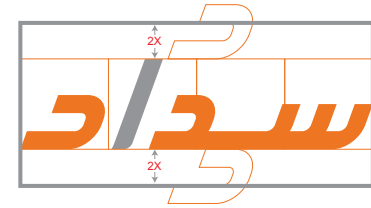
07 | SADAD Consumer Registration & Portal Pages

Consumer Registration
English example

All banks portals should strictly have one SADAD tab only, which when clicked will lead to 2 services tabs only SADAD Bills & SADAD Account.

(Where SADAD Bill is refered to the current EPBB service and SADAD Account is refered to the new OLP service).
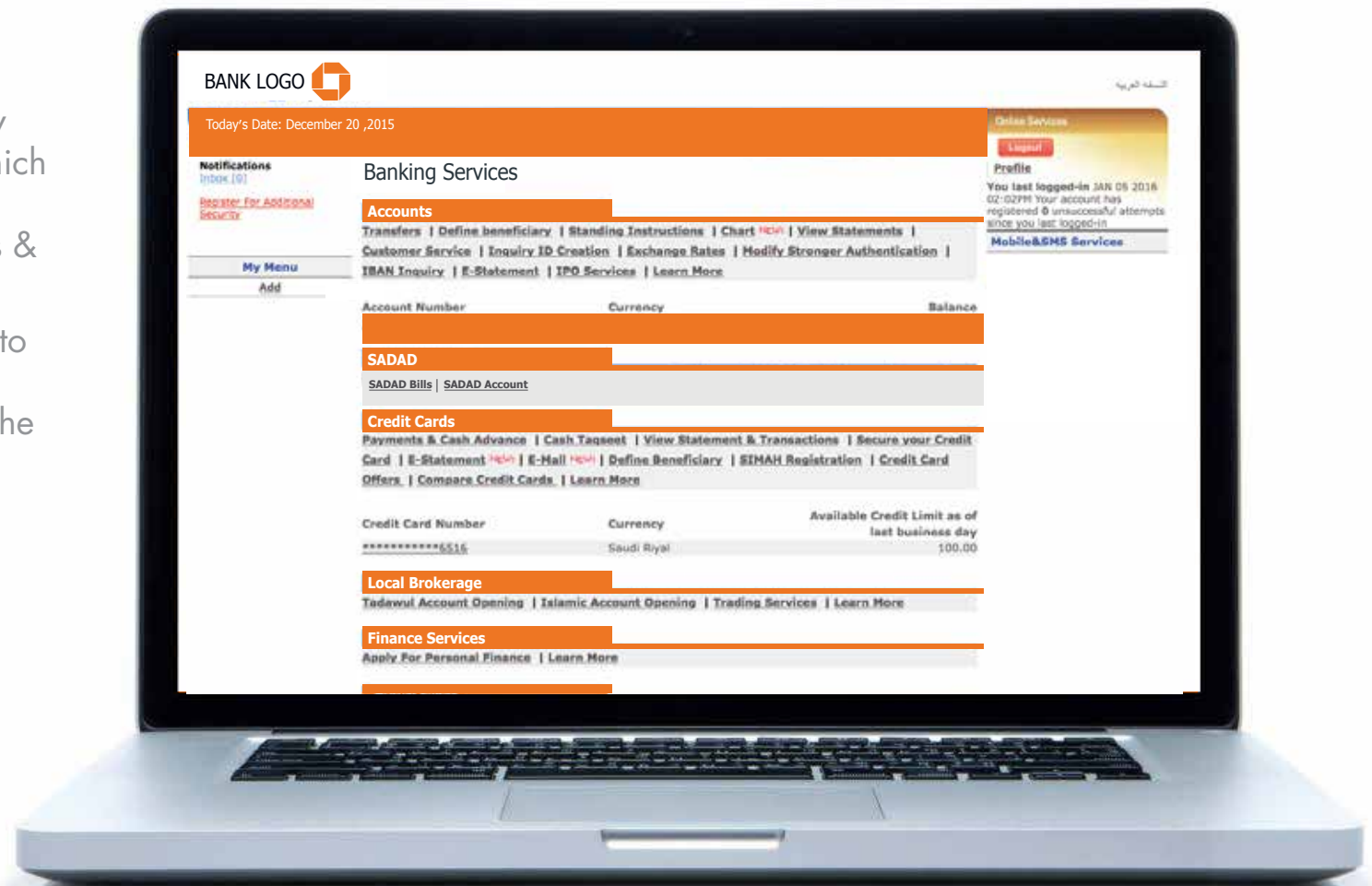
Consumer Registration
Arabic example

All banks portals should strictly have one SADAD tab only, which when clicked will lead to 2 services tabs only SADAD Bills & SADAD Account.

(Where SADAD Bill is refered to the current EPBB service and SADAD Account is refered to the new OLP service).

Consumer Registration

All banks portals should strictly have one SADAD tab only, which when clicked will lead to 2 services tabs only (SADAD Bills) & (SADAD Account).

Where SADAD Bill is refered to the current EPBB service and SADAD Account is refered to the new OLP service.

- When clicked on each will include all the tabs under SADAD Bills or SADAD Account as per example.

BANK LOGO

الخدمات البنكية

سداد

فواتير سداد | حساب سداد

جديد

حساب سداد

فواتير سداد

تسجيل

مدفوعات حكومية

العمليات

تعريف فاتورة

Consumer Registration

- SADAD logo must always be placed on the right top corner of text box.

- SADAD English logo must be used on English language user prefernce as per example.

- The clear space illustrated is the best to be utilised.
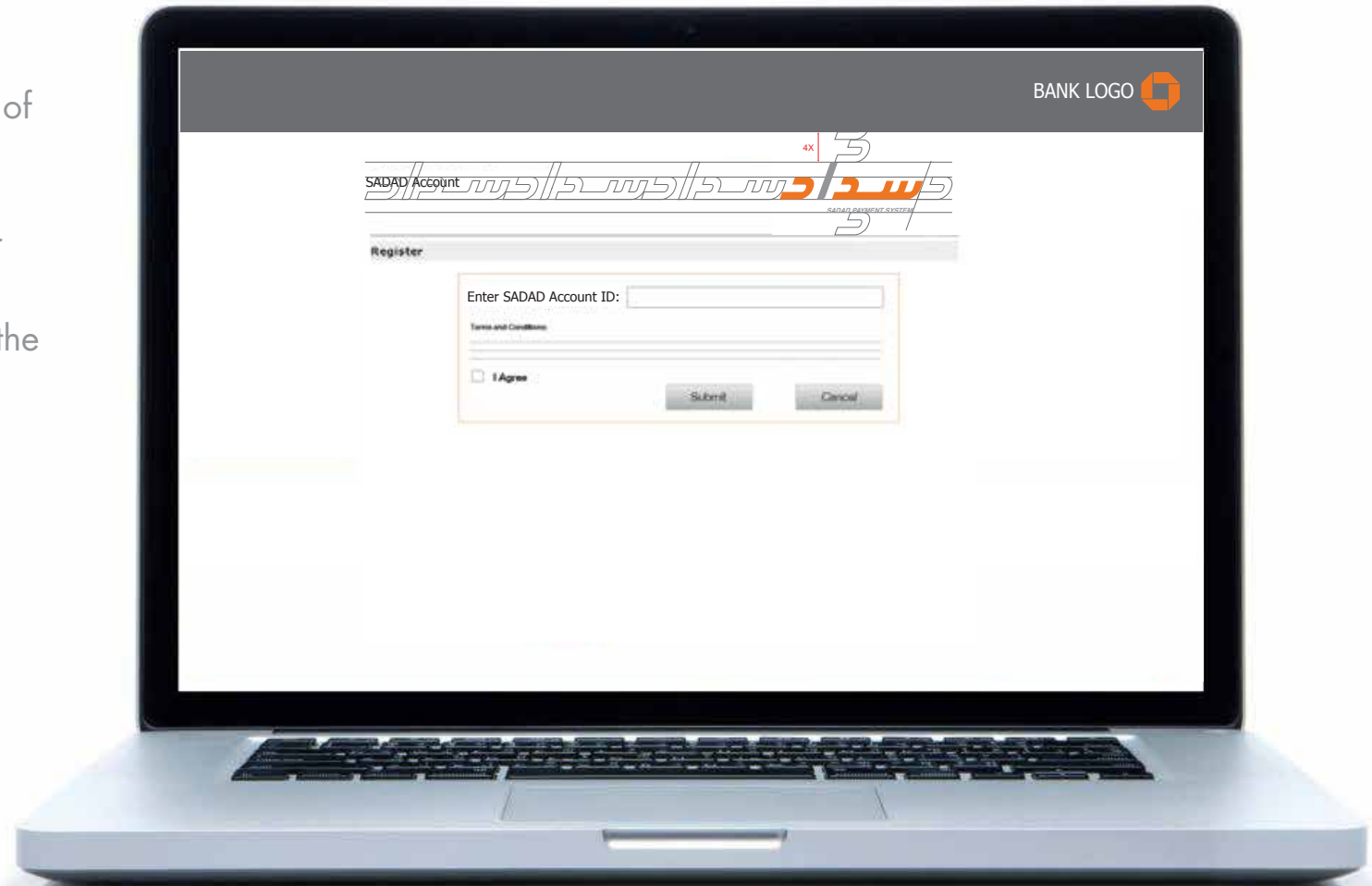
Consumer Registration

Consumer will be asked to enter SADAD Account Password and confirm the same.
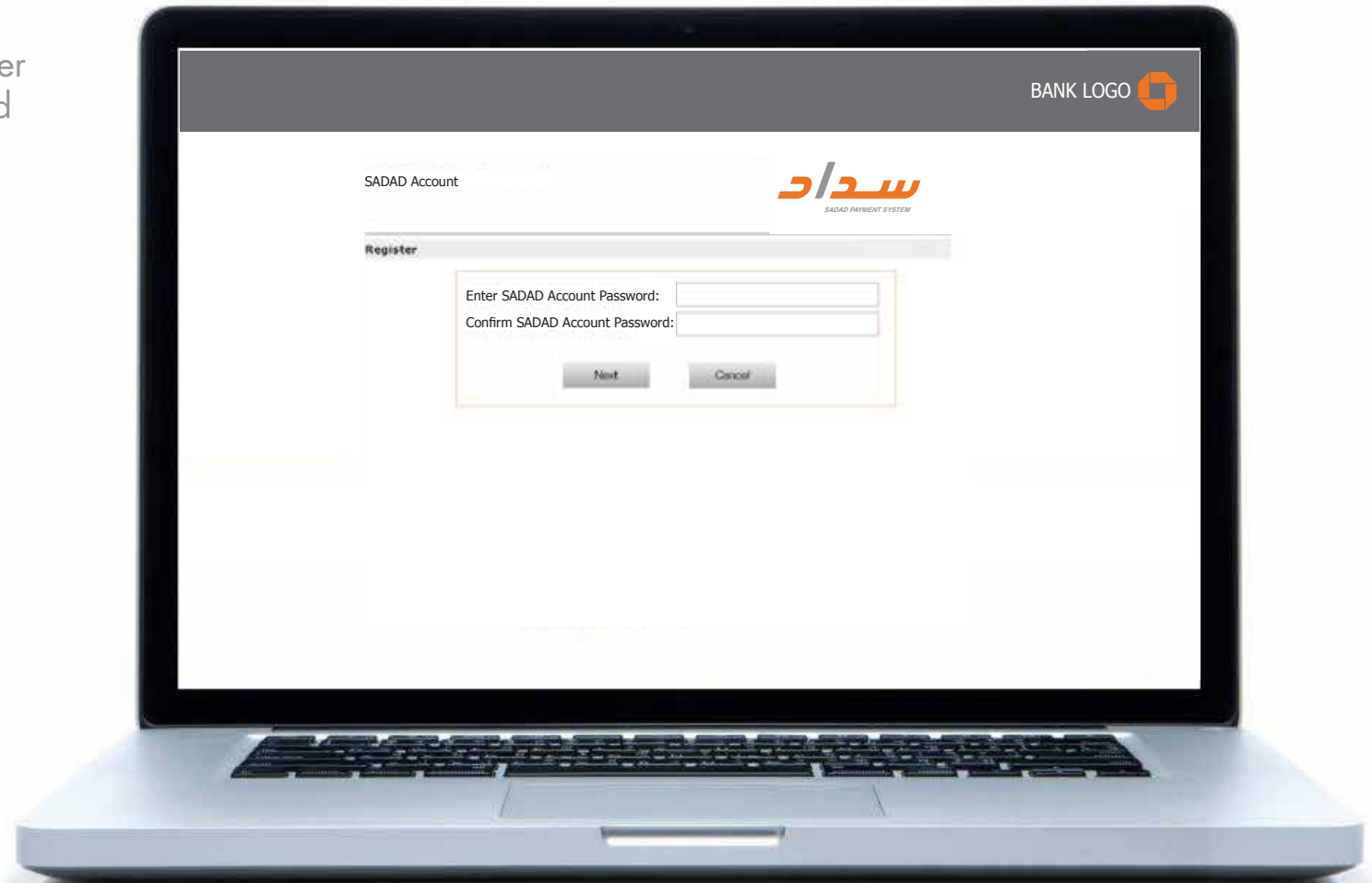
Consumer Registration

Consumer will be asked to enter SADAD Account Password and confirm the same.

- Optional security question may appear as image verification.
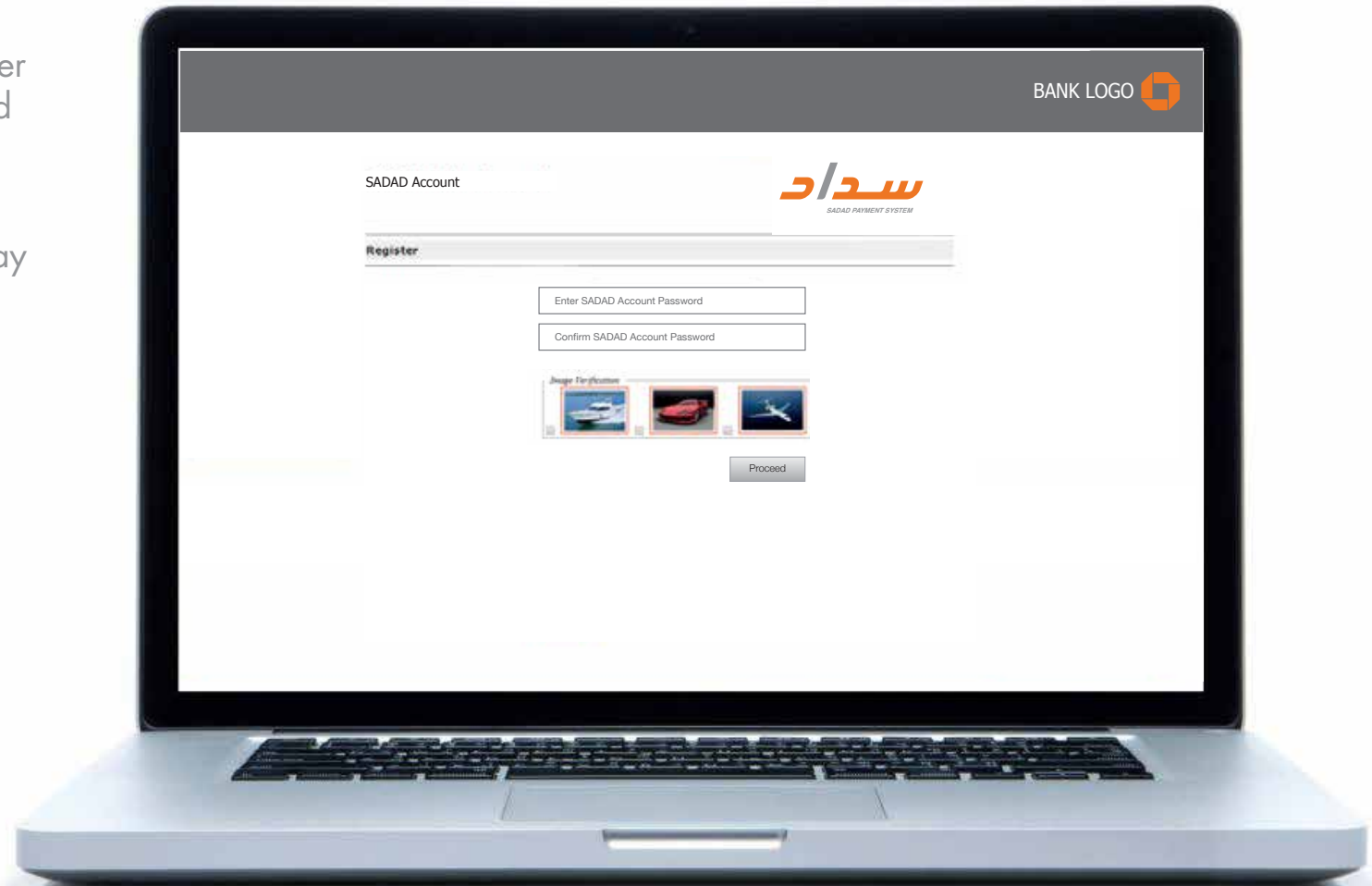
Consumer Registration

Consumer will be asked to enter a one-time password (send as sms on the mobile phone)

BANK LOGO

SADAD Account

سداد
SADAD PAYMENT SYSTEM

Register

| Enter One-Time Password | Confirm |
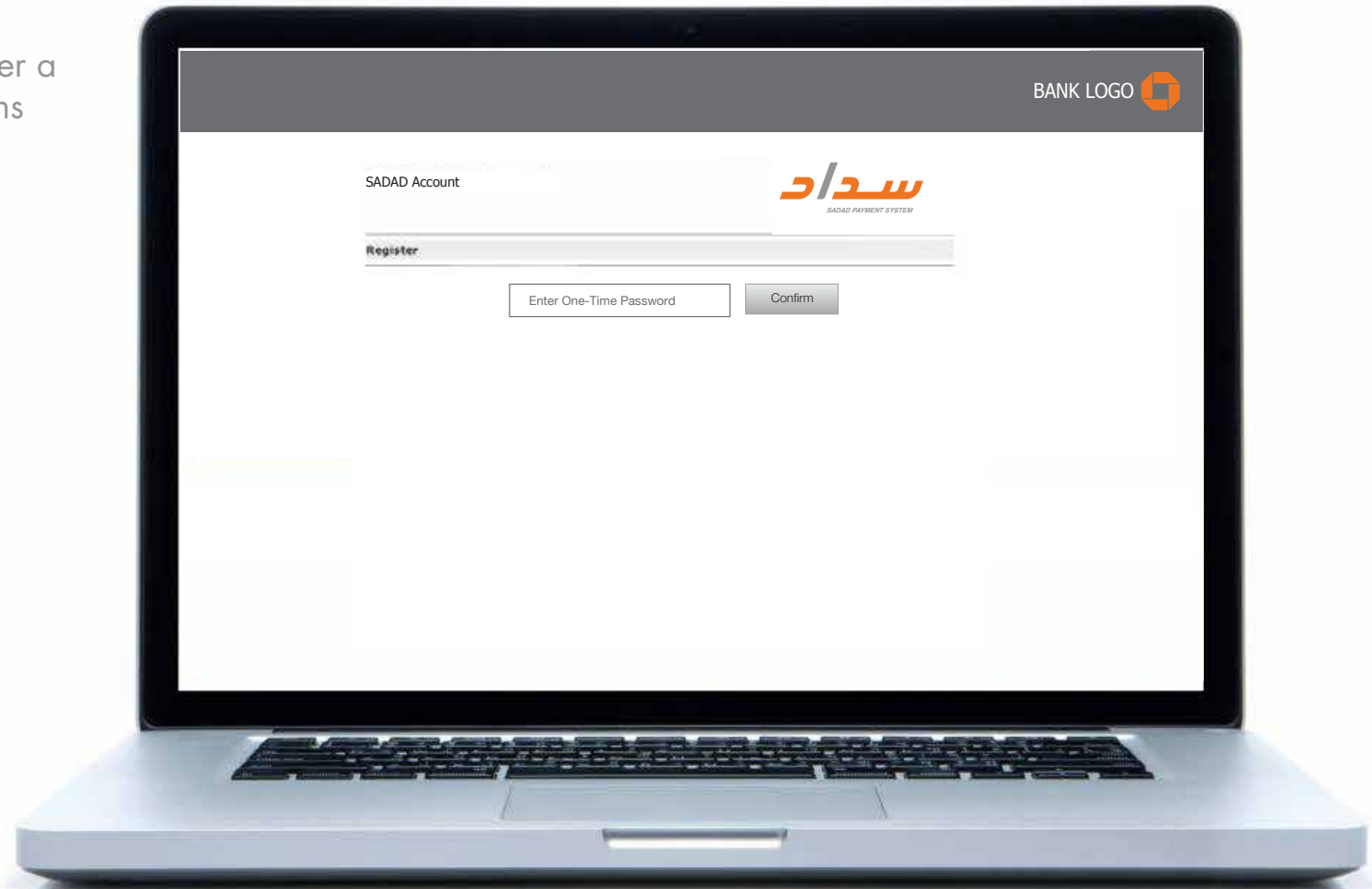
Consumer SADAD Account Registration Confirmation

BANK LOGO

SADAD Account

ســداد
SADAD PAYMENT SYSTEM

Register

Congradulations! Your SADAD Account registration has been successfully completed.
If you want to manage your SADAD Account, please access the Consumer Portal
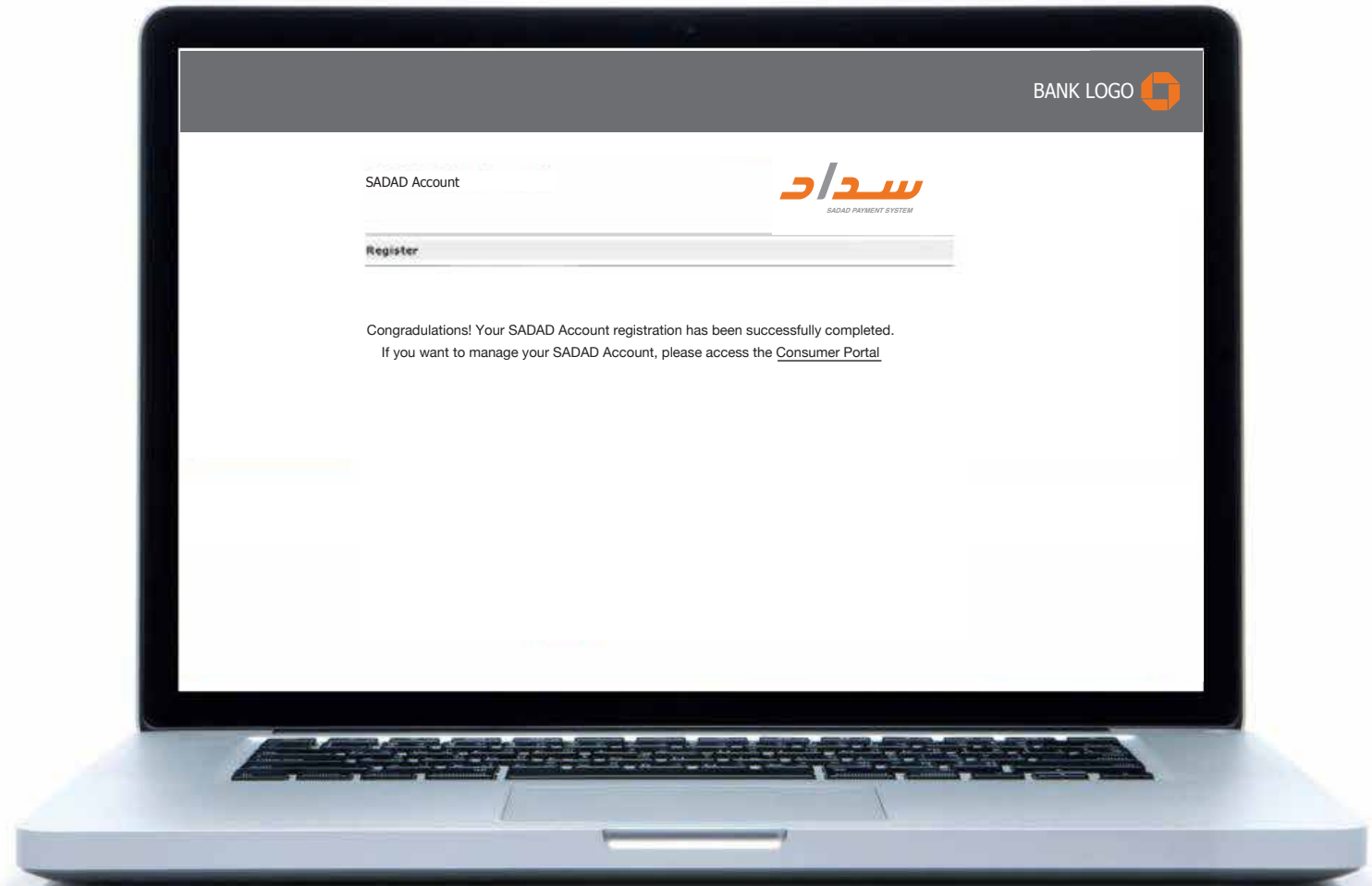
08 | SADAD Checkout Procedures Module Design (1 service)

Acceptance Mark modules

SADAD is a local Saudi accepted and trustworthy payment method, therefore it is preferred that the SADAD accceptance mark always be placed as the first option (the following example applies to English menu version and must be flipped when in Arabic to keep first position).

If the merchant website does not contain buttons, radio buttons. Payment logos are substituted with words written, hence:

1) It is preferrable to write SADAD Account & SADAD Bills with the same text formatting (always capital letters for SADAD).

2) All non-Logo text for SADAD will be written using the font "Futura" when possible.

3) If the usage of our font is not provided due to website compatibility and user experience, we recommend using either Avenir fonts as Internet Fonts.

4) The text size shall not be smaller than 8 or minimum 7pt.

Preferred Landscape Placement

Preferred Single Stacked Placement

Preferred Double Stacked Placement

Merchant Portal Page Example

- SADAD logo should always be placed first.

- When SADAD option is chosen consumer will be asked to fill in his SADAD Account ID.

Merchant Portal Page Example

- Once the consumer has entered his SADAD Account ID he will be redirected to the bank's microsite to fill in his password.
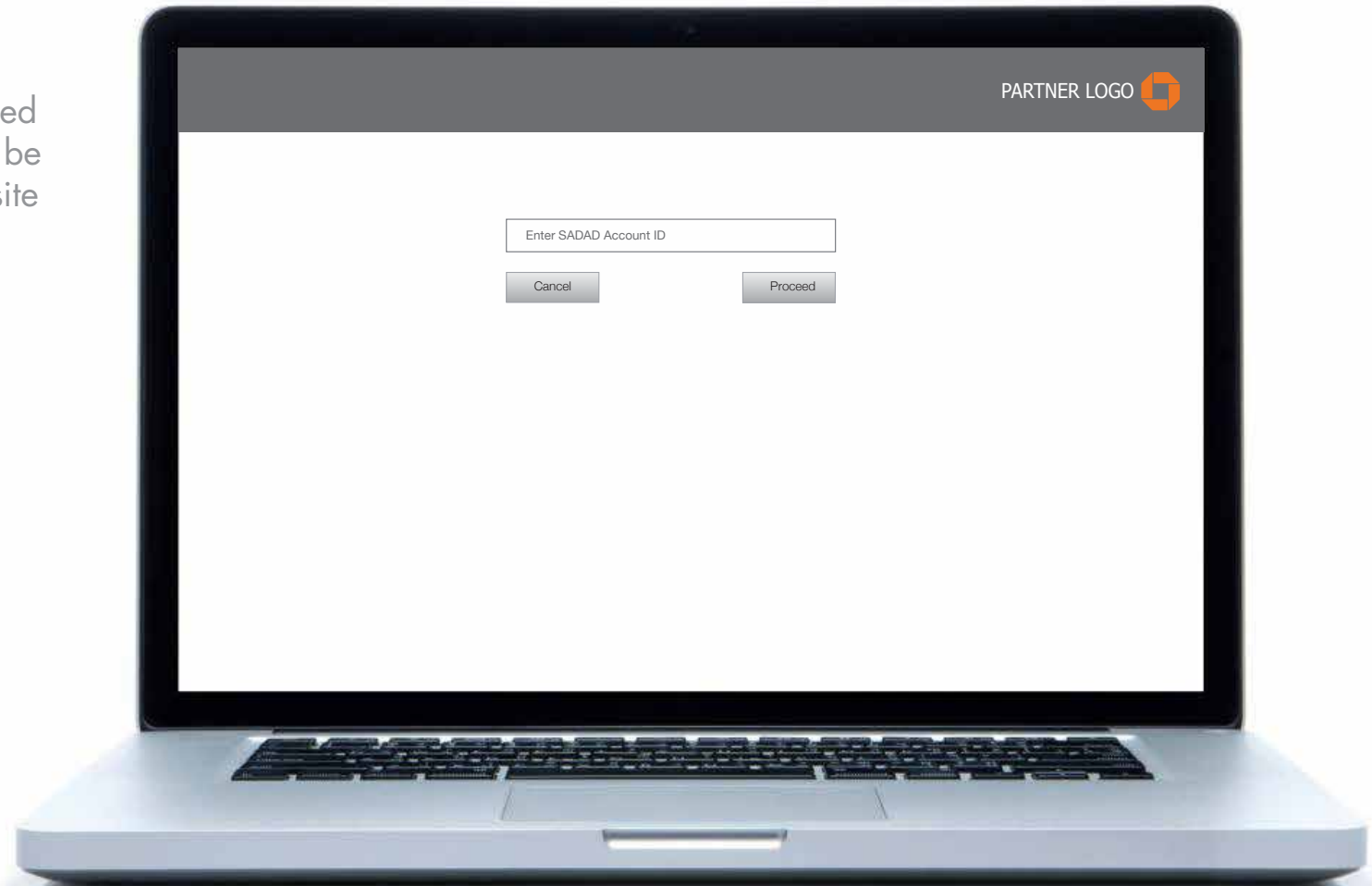
PARTNER LOGO

Enter SADAD Account ID

Cancel   Proceed

Bank Microsite Page Example

- SADAD logo should always be placed on the top right corner of the portal page.

This should be repeated on all internal portal pages.

- Consumer will be asked to enter their password, image verification is optional

Bank Microsite Page Example

- SADAD logo should always be placed on the top right corner of the portal page.

This should be repeated on all internal portal pages.

- Once the password is entered correctly, consumer will receive a one-time password on their mobile phone.
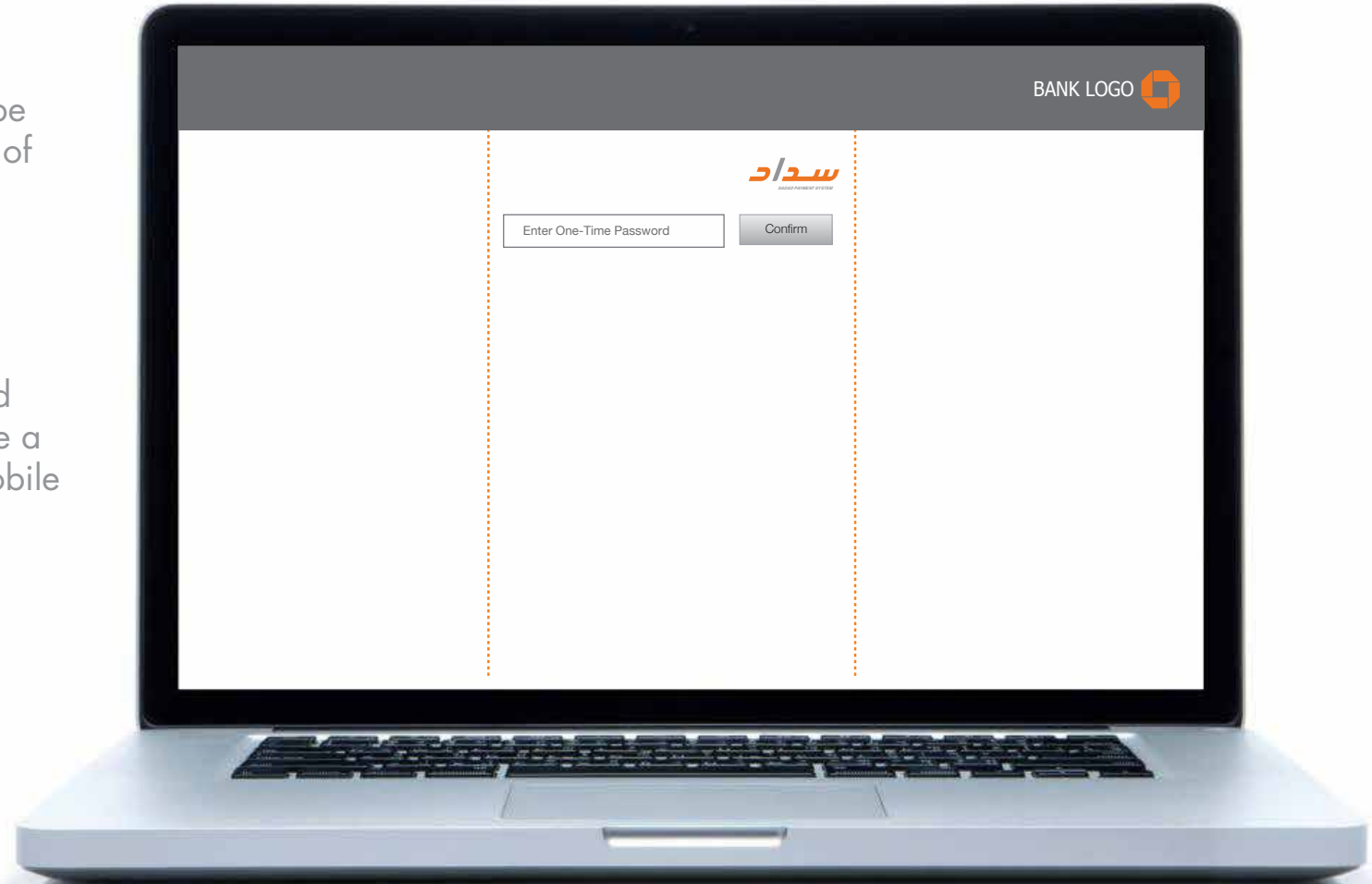
BANK LOGO

Enter One-Time Password

Confirm

Bank Microsite Page Example

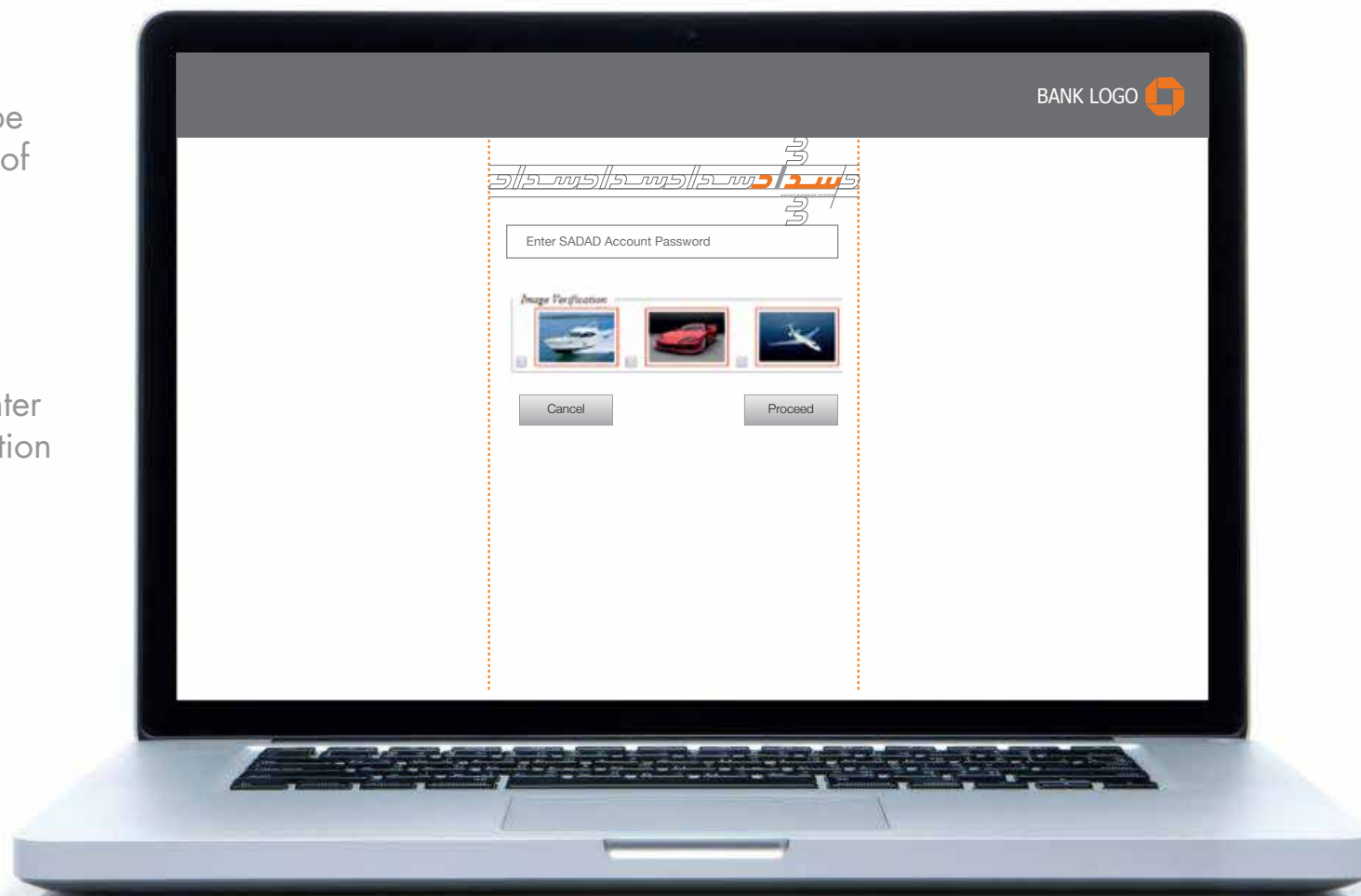- SADAD logo should always be placed on the top right corner of the portal page.

This should be repeated on all internal portal pages.

- Transaction summary must follow this listing hierarchy:

1) SADAD Account number,
2) Merchant,
3) Merchant Reference Number,
4) SADAD Transaction Number,
5) Transaction Amount,
6) Current Balance.

- Consumer will be redirected again to the merchant website.

BANK LOGO

سداد
SADAD PAYMENT SYSTEM

Transaction Summary

Light Account No:	SDOLPX2431
Merchant:	Jarir
Merchant Reference No:	JROPRE313
SADAD Transaction No:	JROPRE313
Transaction Amount:	**2225 SAR**
Current Balance:	3239 SAR

Merchant Portal Page Example

- Payment summery will appear on the merchant website to confirm purchase.

PARTNER LOGO

PAYMENT SUMMARY

SADAD Tranaction No:	SDOLPX2431
Merchant Transaction No:	JROPRE313
Payment Status:	**Success**
Amount:	2225 SAR

Your purchase item will be delivered in 5 working days...
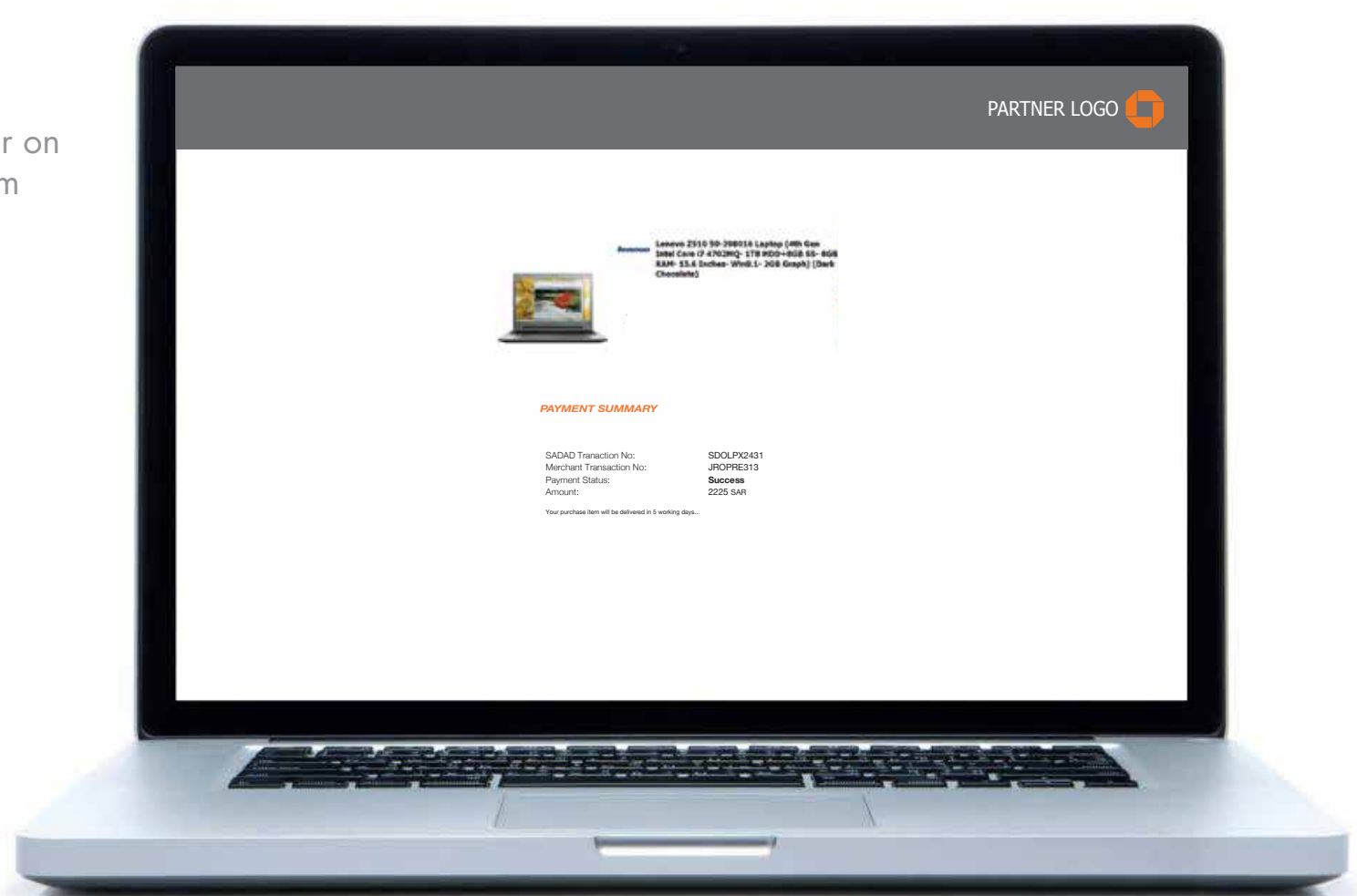
09 | SADAD Checkout Procedures
2 services

"SADAD Bills"
English

This section is for:

- Merchants and developers who want to understand the checkout experience from the buyer's perspective.

The "SADAD Bills" button should replace the previous EPBB service button.

- The button follows the shape of the logo of SADAD as shown in example.

- You can use 80% orange to create the color of the tab as shown in example.

- The logo "SADAD" is placed based on the clear space previously stated in the guideline.

- It is recommended that on mouse over the button a hover box will appear indicating (Pay Later) as shown in example.

SADAD Bills

PANTONE 158C - 80%

PANTONE 158C - 100%

SADAD Bills

Pay later

SADAD Bills

"SADAD Bills"
Arabic

This section is for:

- Merchants and developers who want to understand the checkout experience from the buyer's perspective.
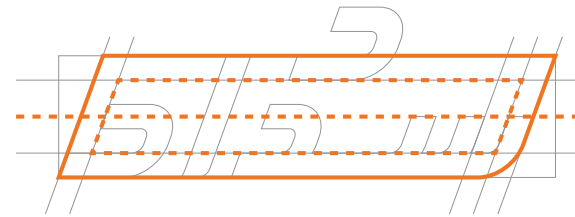
The "SADAD Bills" button should replace the previous EPBB service button.

- The button follows the shape of the logo of SADAD as shown in example.

- You can use 80% orange to create the color of the tab as shown in example.

- The logo "SADAD" is placed based on the clear space previously stated in the guideline.

- It is recommended that on mouse over the button a hover box will appear indicating (Pay Later) as shown in example.

فواتير سداد

PANTONE 158C - 80%

PANTONE 158C - 100%

فواتير سداد

إدفع لاحقاً

فواتير سداد

"SADAD Account" English

This section is for:

- Merchants and developers who want to understand the checkout experience from the buyer's perspective.

The "SADAD Account" button
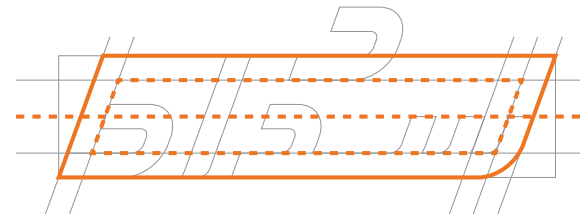
- The button follows the shape of the logo of SADAD as shown in example.

- You can use 80% orange to create the color of the tab as shown in example.

- SADAD Account tab should be labeled as "new".

- The "NEW" icon follow the same gride and unit X as shown in example.

- The logo "SADAD" is placed based on the clear space previously stated in the guideline.

- It is recommended that on mouse over the button a hover box will appear indicating (Pay Now) as shown in example.

"SADAD Account"
Arabic

This section is for:

- Merchants and developers who want to understand the checkout experience from the buyer's perspective.

The "SADAD Account" button

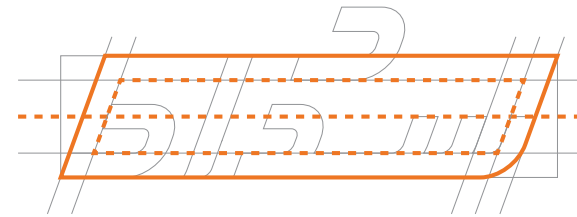- The button follows the shape of the logo of SADAD as shown in example.

- You can use 80% orange to create the color of the tab as shown in example.

- SADAD Account tab should be labeled as "new".

- The "NEW" icon follow the same gride and unit X as shown in example.

- The logo "SADAD" is placed based on the clear space previously stated in the guideline.

- It is recommended that on mouse over the button a hover box will appear indicating (Pay Now) as shown in example.

حساب سداد

4X
2X
جديد
حساب سداد

PANTONE 158C - 80%
PANTONE 158C - 100%
جديد
حساب سداد

إدفع الآن
جديد
حساب سداد
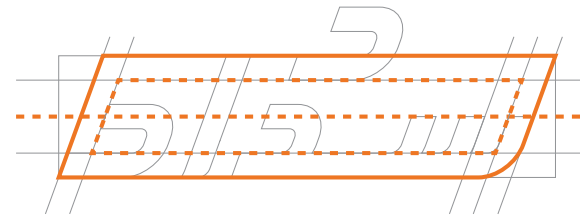
Avoid the following

-There are several cases which should be avoided when using these buttons. See examples

فواتير سداد

فواتير سداد

فواتير سداد

فواتير سداد

فواتير سداد

فواتير سداد
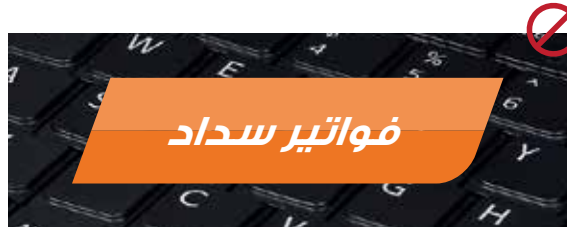
Merchant Portal Page Example
Step 1

- SADAD checkout button should always come first on the list.

- Only one SADAD button should appear as the main tab.
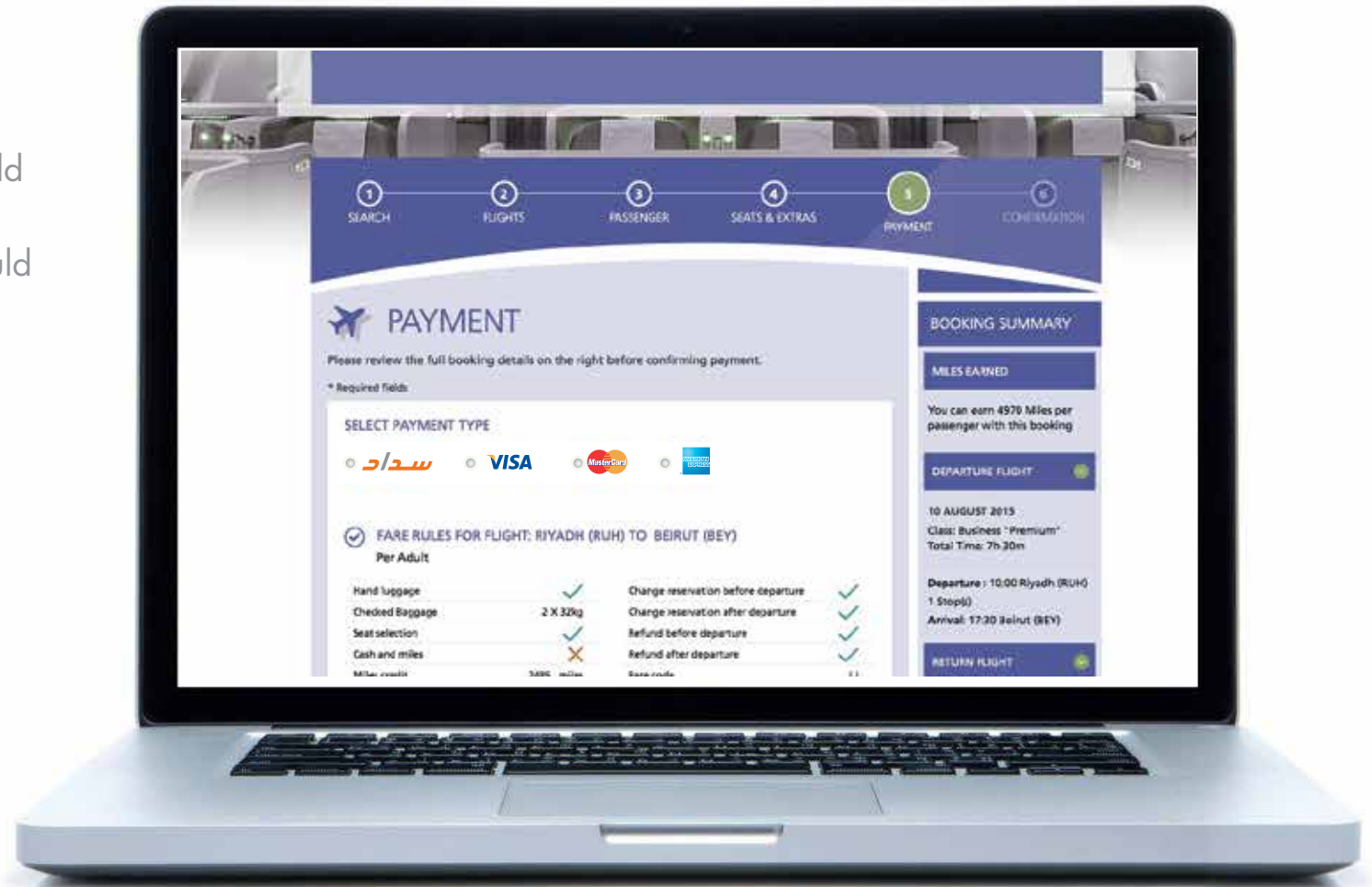
Merchant Portal Page
Example
Step 2

- SADAD checkout button should always come first on the list.

- Only one SADAD button should appear as the main tab, which when clicked 2 options will appear (SADAD Account & SADAD Bills) as per example.
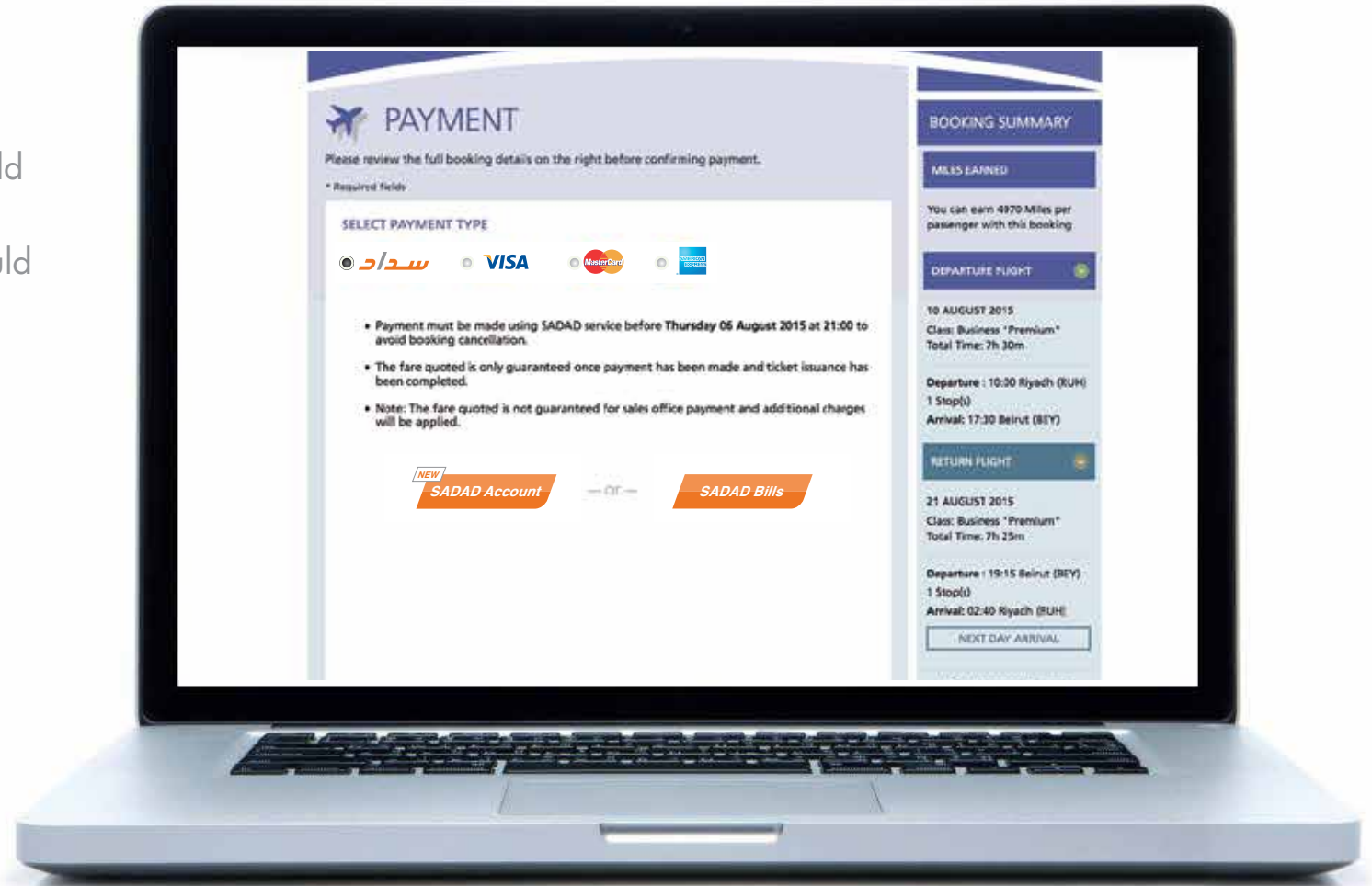
Wording Guideline

- Sometimes a merchant website does not contain buttons, radio buttons. Payment logos are substituted with words written.

- The developper must take in consideration the following:

1) It is preferrable to write SADAD Account & SADAD Bills with the same text formatting (always capital letters for SADAD)

2) All non-Logo text for SADAD will be written using the font "Futura" when possible.

3) If the usage of our font is not provided due to website compatibility and user experience, we recommend using either Avenir fonts as Internet Fonts.

4) The text size shall not be smaller than 8 or minimum 7pt.

The Service Info "i"

- It is important to mention that near our buttons, an Orange small icon will appear.

- It is a Circle with a "i". This icon is an identifier for the type of service, the service overview and how to register.
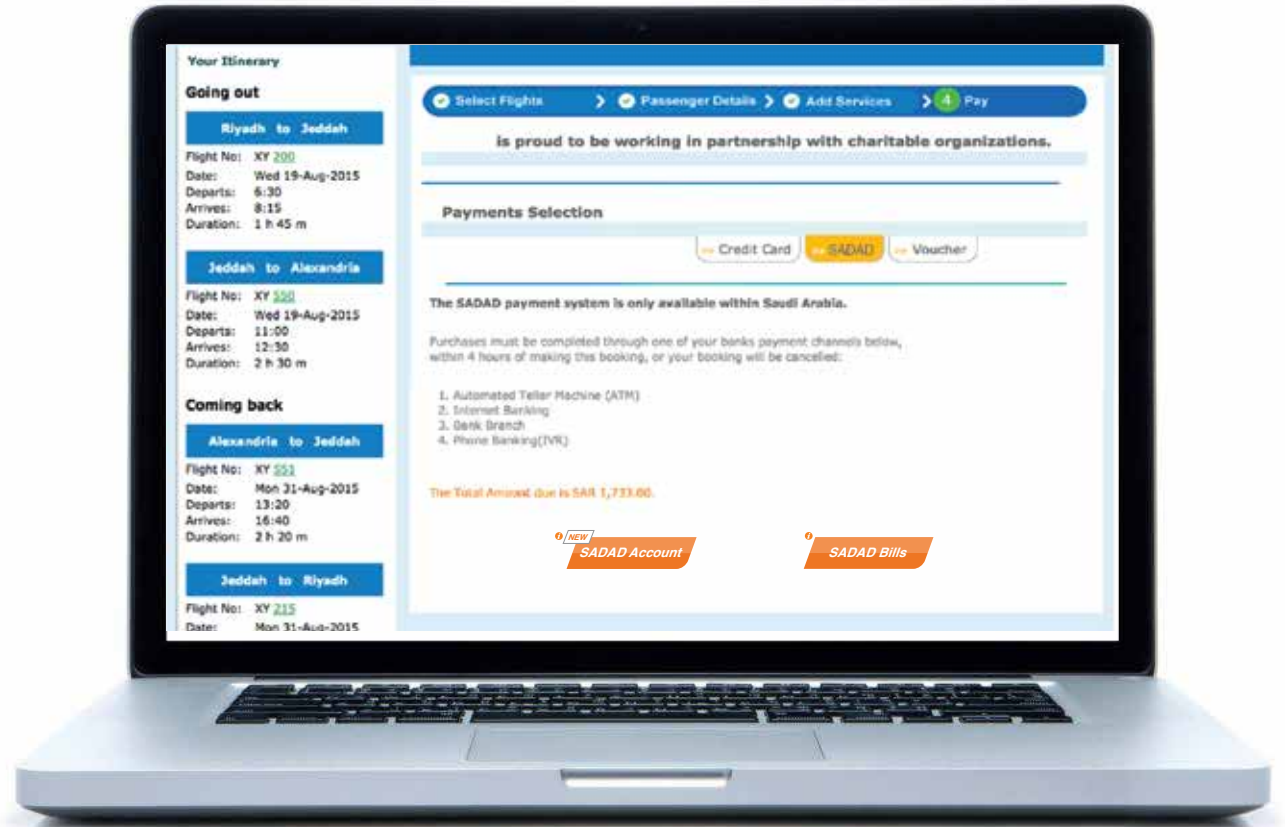
SADAD Account

The Service Info "i"

- It is important to mention that near our buttons, an Orange small icon will appear.

- It is a Circle with a "i". This icon is an identifier for the type of service, the service overview and how to register.

- When pressing the "i" on SADAD Account button, a bubble will appear showing the above mentioned text (Pay Now)

- When pressing the "i" on SADAD Bills button, a bubble will appear showing the above mentioned text (Pay Later)
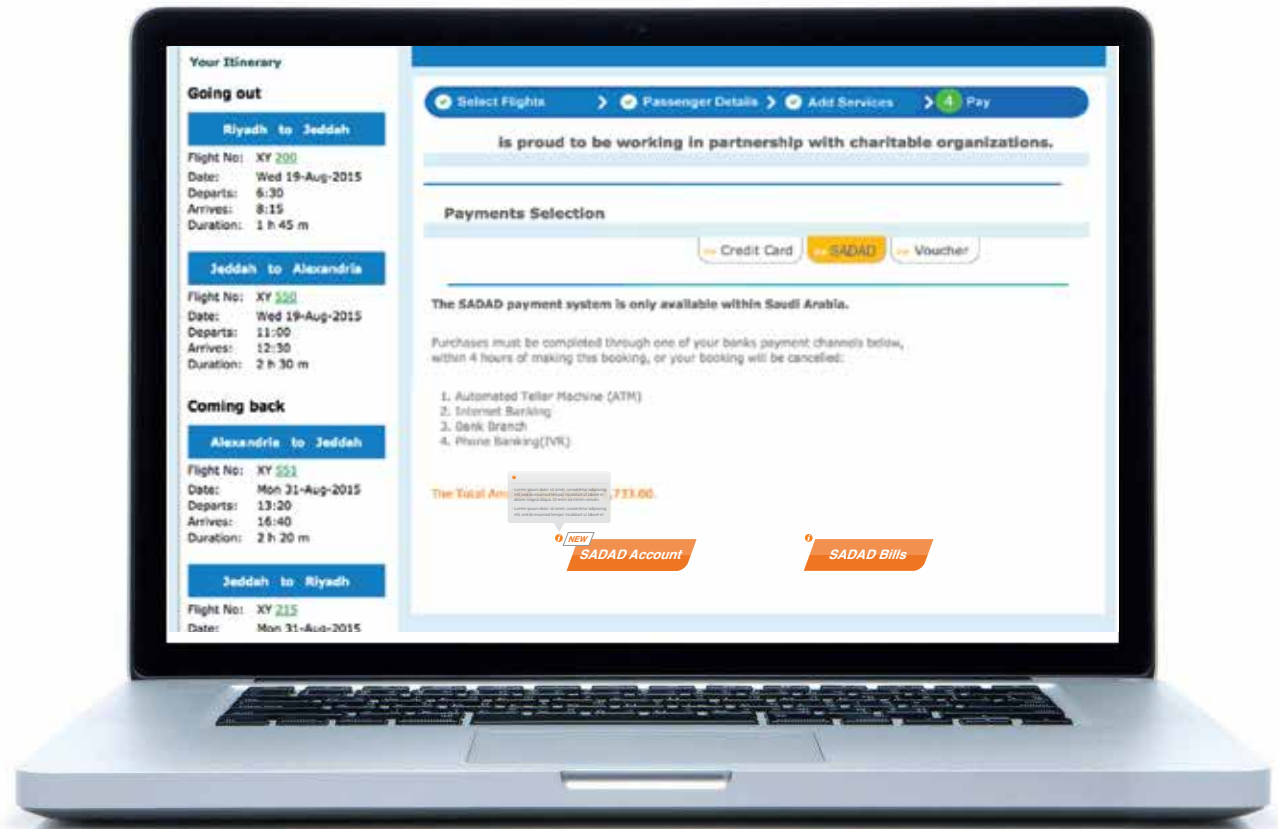
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et

SADAD Account

Payment Method Summary

Here's a Summary of how usually a
Merchant Checkout happens:

1) First option is via Radio Button style.
2) Second option is via Wording style.

Radio Button with Borders Checkout
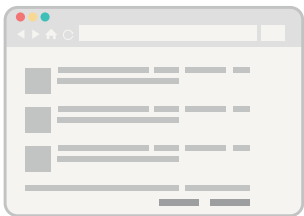
Merchant Website Service
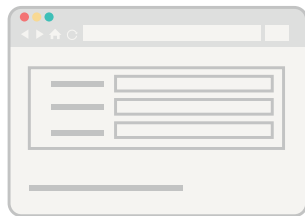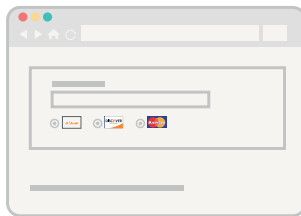
Collect User Address & Info
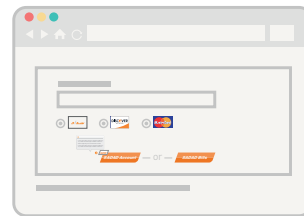
Payment Method

Payment Method
(2 Checkout Options)
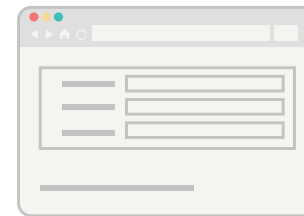
SADAD Info & Bank Confirmation
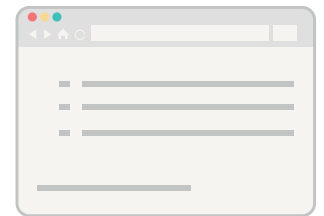
Confirmation

Wording Checkout
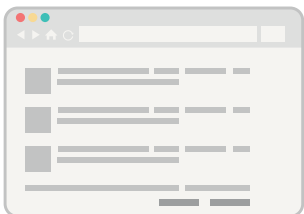
Merchant Website Service
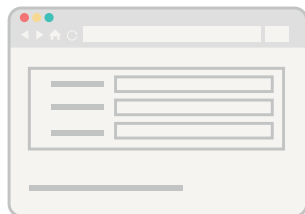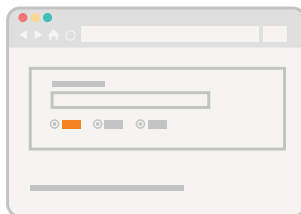
Collect User Address & Info
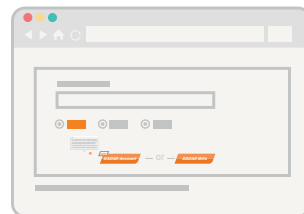
Payment Method

Payment Method
(2 Checkout Options)
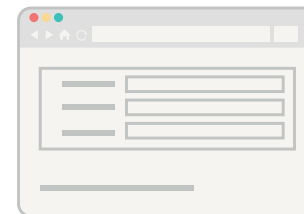
SADAD Info & Bank Confirmation
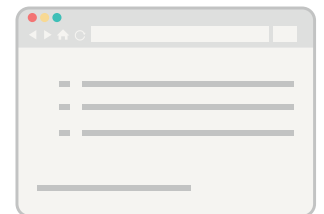
Confirmation

10| SADAD Photography Style

Photos are a way to bring our work to life.

There are many different styles of photography, and some can feel more to "SADAD" than others.

Here, we'll explain everything you need to know about photography, how to choose them, how to take them, and how to use them.

Overview

Before going through in details in this section we need to understand to purpose of using photography and adding them to SADAD Applications (PRINT/ ONLINE).

- where we can use it (what countries and regions)
- what formats we can use it in (print, web, video)

Imagery

SADAD imagery should capture real moments, it should reflect the experience of the every day tasks through SADAD Applications. the importance of using human element is to show this bound with SADAD, always focusing on people. All the images should be taken in a real life situation with real Saudi people. It is important to show people as part of the story in each communication. Also it is important to highlight on the diversity of the saudi Culture (Saudi Clothes and locations).

The following sections gives general guidance on imagery style.

1- People:

People should be the center of every story in the image.

- Real Saudi people benefiting from SADAD Services
- Authentic expressions
- Capturing moments in daily life that links in a way to SADAD products - Focus on the benefits and solutions and how SADAD enhances life.

2- Casting and Wardrobe:

- Avoid using generic images if not related to the Saudi Culture.
- Use modern Saudi Thob (not any Thob from the Arab countries around)

3- Objects:

Since most of SADAD Services are done digitally through an electronic device (laptop, computer, tab and mobile phones) with an internet connection, the imagery gategory can be only focusing on the devices itself with minor usage of human elements in the images.

- Devices should be shot in real life situation (Natural Lighting)
- Devices should be shot within a background to reflect a story (living room, coffee shot or offices etc..) the purpose of the settings is to show the importace of SADAD services whenever and wherever people are located.

4- Abstract Images:

Abstract Images such a stock images photos can be used to reflect certain concept that reflects SADAD. Subject such as speed, easiness and safety can be reflected with abstract images.

When purchasing such images please note that stock imagery can give certain restrictions on how to use those images with a time frame of the usage. Please make sure if you are using such images to get all the info you need before purchasing it.

Photo properties

These are some of the technical terms we use to describe the characteristics all photos have in common.

Aspect ratio is the relationship between the photo's width and height. Digital characteristics are technical properties like size, resolution, and file type.

These things affect how you can use photos (in print, online, etc.).

Day time photography is recommended with lens flare effect. Light orange hue must be applied on all images, while keeping the natural colors and authenticity of the situation.

Aspect Ratio	Descriptor
Vertical	An image that's taller than it is wide.
Horizontal	An image that's taller than it is tall.
Square	An image that's taller than it is tall.
Panorama	An image that's at least three times
Wider	Than it is tall.

Digital	Characteristic Descriptor
File Type	What kind of file it is – and how the image data is stored (compressed or uncompressed, for example).
Size	How big the image file is (in kb or mb).
Resolution	The maximum usable size, in pixels per inch (ppi or dpi).
Color Space	Two different color systems: RGB for on-screen, CMYK for print.
Metadata	Keywords and other data that let you search or catalog photos.

Photo properties

Aspect ratio

Vertical

Horizontal

Square

If a photo has a vertical aspect ratio, it's taller than it is wide. There's no specific vertical aspect ratio for SADAD images.

Here are two examples.

If a photo has a horizontal aspect ratio, it's wider than it is tall. Again, there's no specific horizontal aspect ratio for SADAD images.

Here are two examples.

If a photo has a square aspect ratio, its height and width are equal.

Please note that images used in the guideline are for preview purpose only (showing photography style and composition). Similar photos can be done by custom photography or from Stock images websites. ref. Arabian Eye.

Photo properties
Aspect ratio

Panorama

A panorama should be at least three times as wide as its height. They're usually shot with a wide-angle lens.

We also have 360° panoramas. They're shot with a special camera that rotates to capture the entire scene in one shot. These photos are typically five or six times wider than its height.

Photo properties

File Types

Some types of file are better for certain situations – whether print, screen, video, or presentation. This table shows you some (not all) of the most common file types and what they're best for.

JPG is a file extension for a lossy graphics file. The JPEG file extension is used interchangeably with JPG. JPEG stands for Joint Photographic Experts Group who created the standard. JPG files have 2 sub-formats, JPG/Exif (often used in digital cameras and photographic equipment), and JPG/JFIF (often used on the World Wide Web).

JPG files can be opened by most image editing software, from Microsoft Paint to Adobe Photoshop.

GIF Graphics Interchange Format. GIFs are image files that are compressed to reduce transfer time. The proper pronounciation of the acronym is a soft "g" sound: like JIF.

GIF is a lossless format for image files that supports both animated and static images.

PNG pronounced ping as in ping-pong; for Portable Network Graphics is a file format for image compression that, in time, is expected to replace the Graphics Interchange Format (GIF) that is widely used on today's Internet.

TIFF Tag Image File Format is a common format for exchanging raster graphics (bitmap) images between application programs, including those used for scanner images. A TIFF file can be identified as a file with a ".tiff" or ".tif" file name suffix.

TIFF images are moslty used in Print

EPS is a file extension for a graphics file format used in vector-based images in Adobe Illustrator. EPS stands for Encapsulated PostScript. An EPS file can contain text as well as graphics. It also usually contains a bit map version of the image for simpler viewing rather than the vector instruc- tions to draw the image.

File Format	Print	on Screen	Presentations
	Print, signage, etc.	Websites, Flash interactive, mobile devices, etc.	Apple Keynote and Microsoft PowerPoint
JPG	●	●	●
Gif		●	●
PNG		●	●
Tiff	●		
EPS	●		

Photo properties

Size/resolution

File size is the amount of space an image file takes up on a disk (in Kb or MB). Resolution is the maximum number of pixels or dots per inch (ppi or dpi).

Size and resolution are related. Generally, the higher the resolution, the larger the file size – and the larger you can print or display it.

Resolution		Print	on Screen	Presentions
		Print, signage, etc. interactive, mobile devices, etc.	Websites, Flash	Apple Keynote and Microsoft PowerPoint
Original		The largest available size, perfect for outdoor ads		
High	600 dpi	Up to 200 percent of original size		
Medium	300 dpi	Up to 100 percent of original size	Up to 1800 px wide	Up to 1800 px wide
Low	200 dpi		Up to 1200 px wide	Up to 1200 px wide
Web	72 dpi		Use only for thumbnails, up to 216 px wide	

Photo Style

Style Matters

Style can make or break an image. Good styling adds to its power our brand, while bad styling distracts the whole work.

In The Real World

SADAD photos always show real people, in real situations, and environments, shot in a realistic style. That means that everything from the lighting to the depth of field should look more spontaneous than staged.

Consistency

To keep our brand strong and instantly recognizable, we need to be consistent when it comes to style. But at the same time, we don't want to become too boring or predictable. So we play around with different cameras, lighting and lenses to come up with a range of looks and keep our brand fresh and exciting.

Day time photography is recommended with lens flare effect. Light orange hue must be applied on all images to keep consistancy, while keeping the natural colors and authenticity of the situation.

Photo Style

Angle

To add a sense of depth and movement to photos that are shot on natural level, try working in a few angled shots. For example Shooting from low angle can make look the subject more powerful. Unsual angles can turn the ordinary in any image into something extraordinary (but still real).

Lighting Background

Avoid staged lighting. Bright and evenly lit photos look more authentic. When Taking a photoshot for better result, it is preferable to take the shots with the minimum use of artificial lighting

Background

A simple background will keep attention on the main subject in the image. But better not to keep the background plain it will lose the sense of place.

Photo Style

Color

In our photos, the colors should always be natural to the environment. Artificial colors or added effects can lose the authenticity of the subject. Always apply a light orange hue to keep consistant with the brand tonality.

Movement

You can shoot movement in many ways. Either still element with minor motion with objects such vehicle or with full motion element in the background. The motion behind the main subject can create an interesting effect to the whole image and make it look spontaneous.

Depth of field

To give a sense of space it is better to use images with depth of field. Blurry background with depth of field keeps the main subject in focus.

Photo Style
Color treatment

For SADAD photos, it is preferable to show real people, in real situations (young and old, male/females), and places. So whatever subject is (people, object, abstract) it should look like a real shot of everyday life. A light orange color hue must be applied to keep consistency.

No matter where the images were provided custom photography or stock images they should reflect saudi market and society.
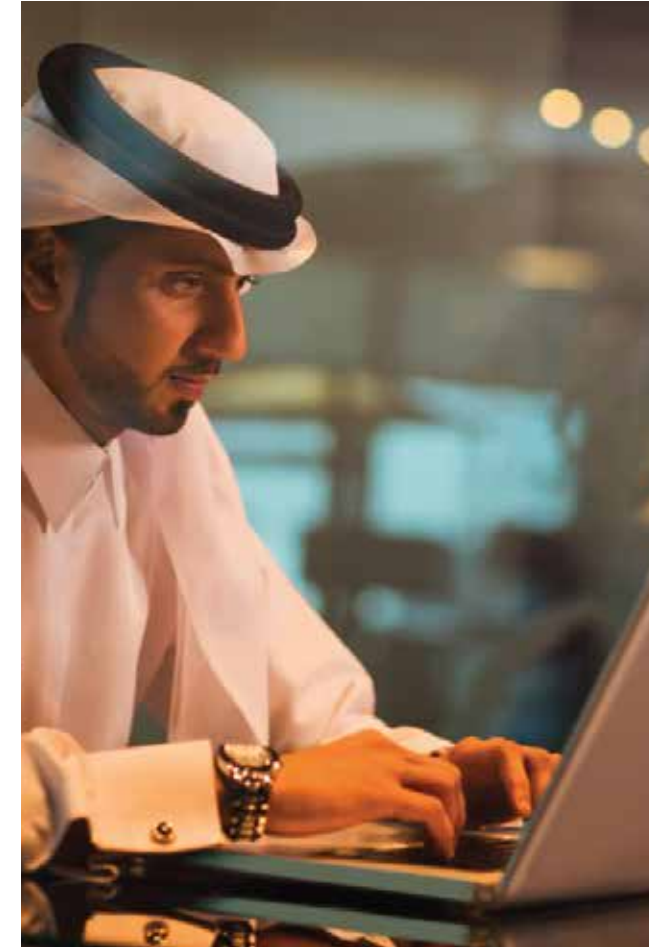
Incorrect photo style

Too much collage, and fake movement

Unnatural colors

Too staged

Clichés

Clichés Cast

Wrong wardrobe and closing fixture

Please note that images used in the guideline are for preview purpose only (showing photography style and composition).
Similar photos can be done by custom photography or from Stock images websites. ref. Arabian Eye.

Incorrect photo style

Futuristic Special effects

Staged lighting

Fantasy worlds

Extreme out of focus images

Extreme/ Unnatural emotion

Subject with fake background

Please note that images used in the guideline are for preview purpose only (showing photography style and composition).
Similar photos can be done by custom photography or from Stock images websites. ref. Arabian Eye.

Overview of subjects

For SADAD photos, it is preferable to show real people, in real situations (young and old, male/females), and places. So whatever subject is (people, object, abstract) it should look like a real shot of everyday life. It is essential that photos should not look staged.

No matter where the images were provided custom photography or stock images they should reflect saudi market and society.
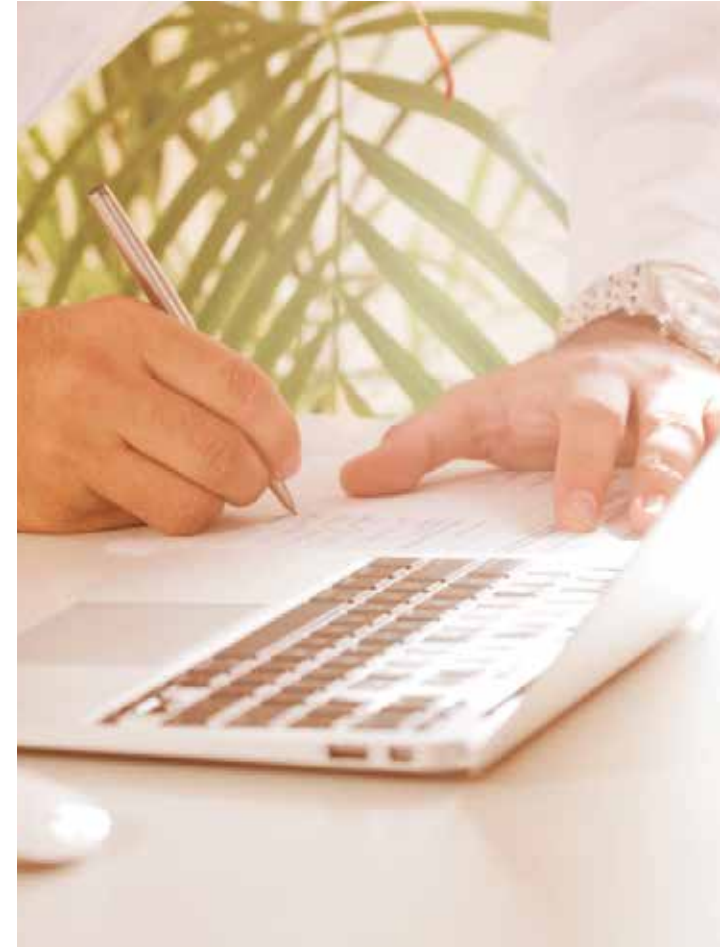
People

People are the most important subject in SADAD imagery. So when it comes to photography, real life scenario are most preferable. At the we serve real people in a real world, and SADAD images should reflect that.

PEOPLE CATEGORIES

- Portrait (Saudi and Arab or businessmen and women)

- Lifestyle

- Using product (all the categories should reflect Saudi Arabia in terms of cast and look and feel)

Objects

Some types of SADAD's photography contains only electronical device such as a laptop, desktop, tablet and mobiles. Images can show only these object but they should be in a natural location (office, homes etc).

Human elements can be also used in this photo style to make the images look more interesting.

* For creative composition two images with the style mentioned earlier (human or objects) can be mixed together to create effect such double exposure or simple creative collage. This matter will be for the agency or the designer to decide while working on the artwork.
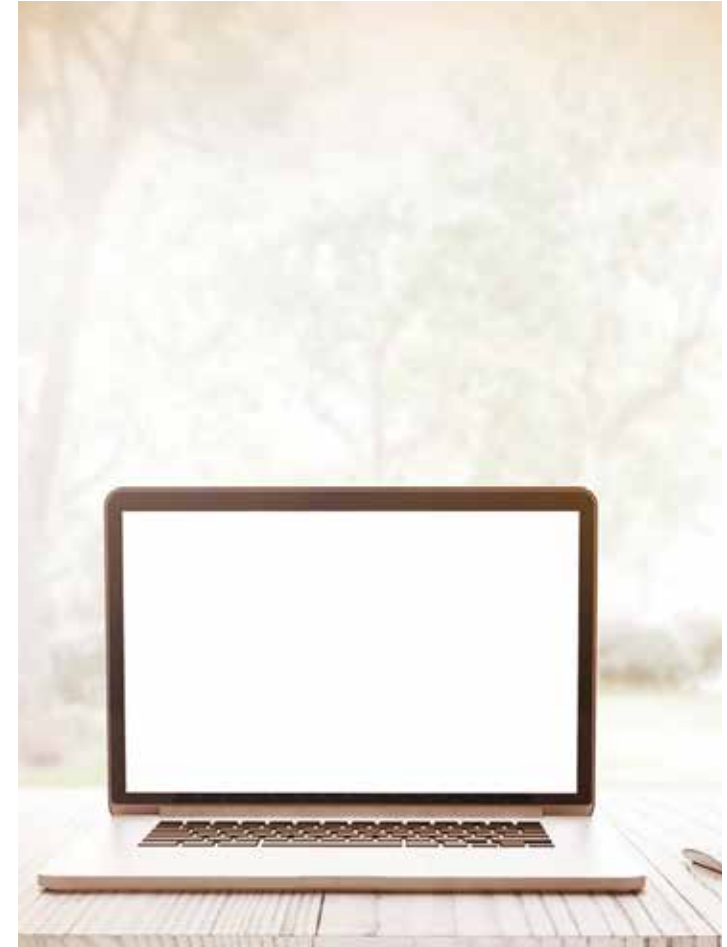
Abstract

A city street, a landmark or any location, details and structures. Our photos also include objects or settings that aren't related directly to SADAD but it might reflect a certain concept that represent our brand.

But even though these photos don't showcase our brand, they still need to live up to the same standards as any other photos we use. Detailed and abstract can be combined with our brand image to represent a concept or an idea done by the agency working on the artworks.

11 | SADAD Print Templates

Press Ad
English

The following template provides information about the positioning, basic layout & composition basics for this format.

The brand pannel has the same color and shape of the logo 4(Daal) x 10(Daal). It can move on a fixed vertical line as shown in example.

The Headline has to be always placed in the brand pannel.

The picture must have a clear crop from the top left with the same angle of the (Alef) and curved the bottom right corner as shown in example.

All elements/ information in the ad are definded through the grid, colour & typeface.

Main title is placed here

Subtitle
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Lorem Ipsum is simply dummy text of the printing and typesetting:

- simply dummy text of the printing
- make a type specimen book
- text of the printing

- simply dummy text of the printing
- make a type specimen book

www.sadad.com

Press Ad
Arabic

The following template provides information about the positioning, basic layout & composition basics for this format.

The brand pannel has the same color and shape of the logo 4(Daal) x 10(Daal). It can move on a fixed vertical line as shown in example.

The Headline has to be always placed in the brand pannel.

The picture must have a clear crop from the top left with the same angle of the (Alef) and curved the bottom right corner as shown in example.

All elements/ information in the ad are definded through the grid, colour & typeface.
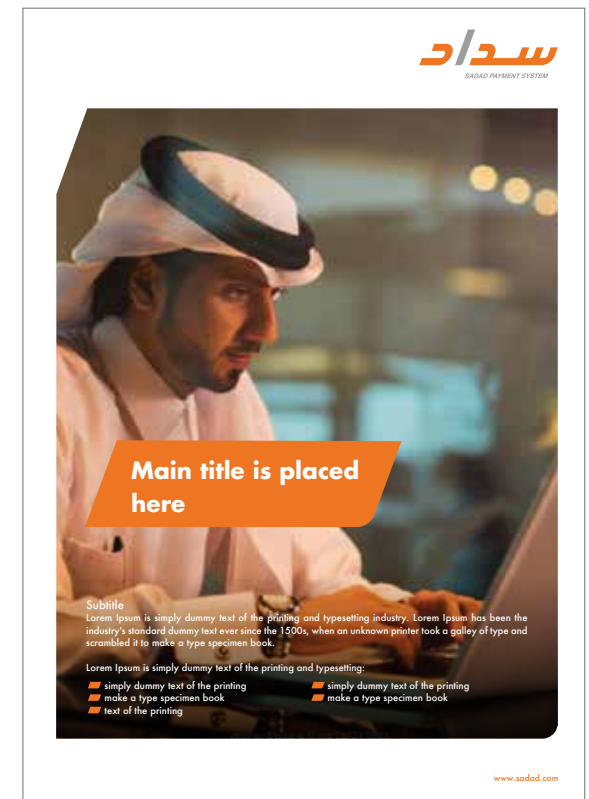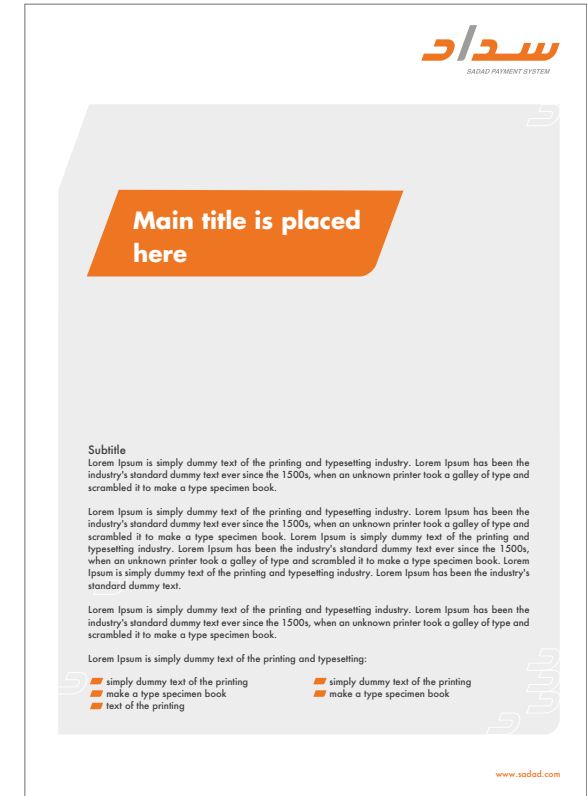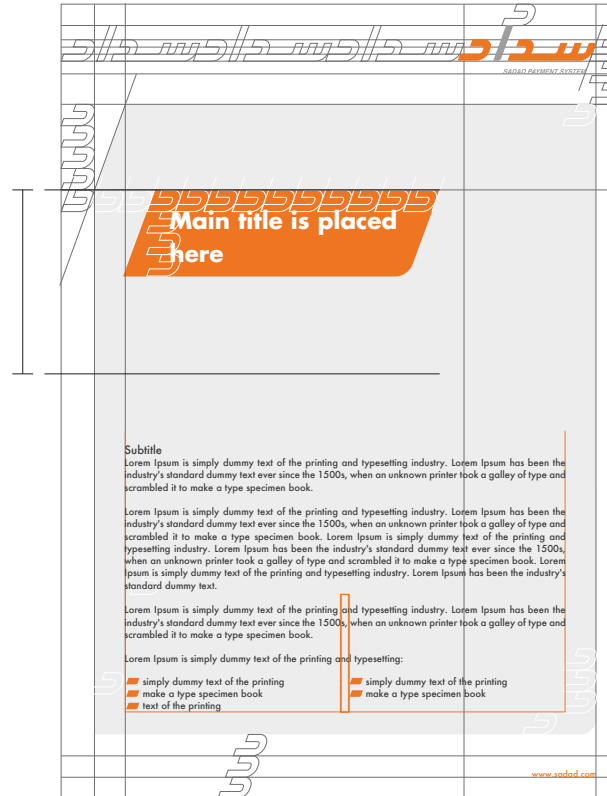
Press Ad
English (Text)

The following template provides information about the positioning, basic layout & composition basics for this format.

The brand pannel has the same color and shape of the logo 4(Daal) x 10(Daal). It can move on a fixed vertical line as shown in example.

The Headline has to be always placed in the brand pannel.

In case of picture not available a gray box (10% Black) must be applied in the background as shown in example.

All elements/ information in the ad are definded through the grid, colour & typeface.

Main title is placed here

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Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

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www.sadad.com

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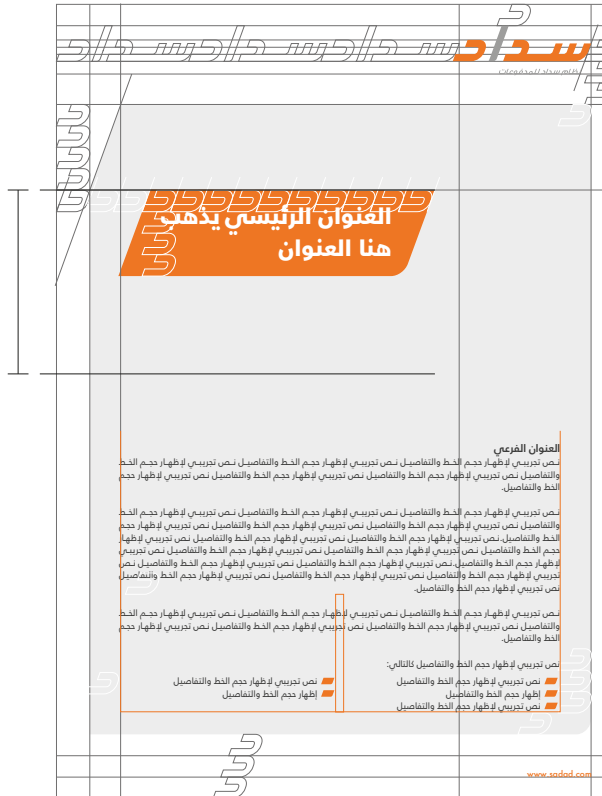www.sadad.com

Press Ad
Arabic (Text)

The following template provides information about the positioning, basic layout & composition basics for this format.

We recommend the Headline to be placed on the first 3/1 within the communication visual area.

All information is definded through the grids, colour, type…

The website should occupy 1.5 unit (Daal) and should be placed at the bottom.

Template Details
= Margin definded by publication artwork requirements.
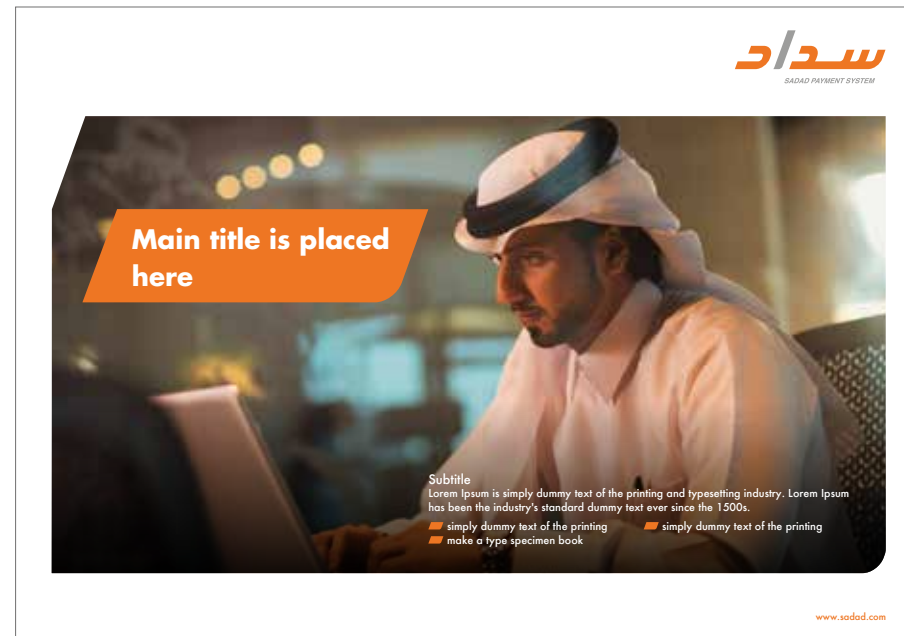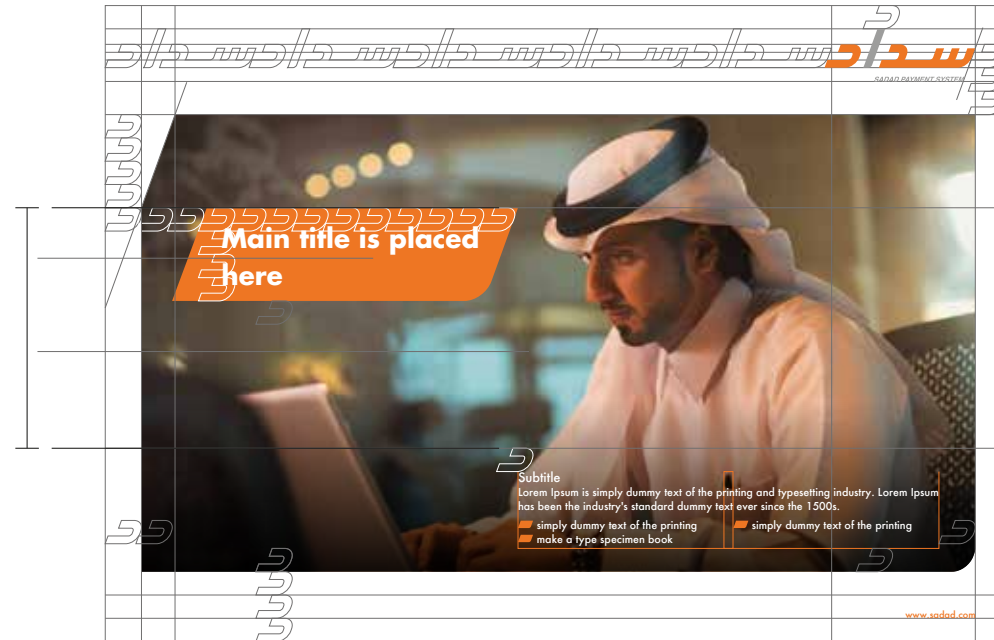
Half Page
English

The following template provides information about the positioning, basic layout & composition basics for this format.

The brand pannel has the same color and shape of the logo 4(Daal) x 10(Daal). It can move on a fixed vertical line as shown in example.

The Headline has to be always placed in the brand pannel.

The picture must have a clear crop from the top left with the same angle of the (Alef) and curved the bottom right corner as shown in example.

All elements/ information in the ad are definded through the grid, colour & typeface.

Main title is placed here

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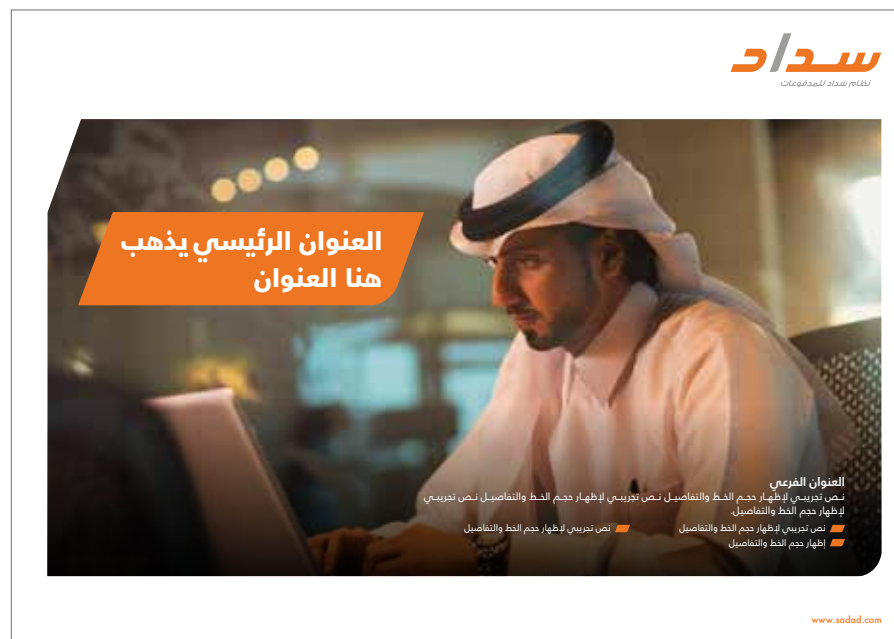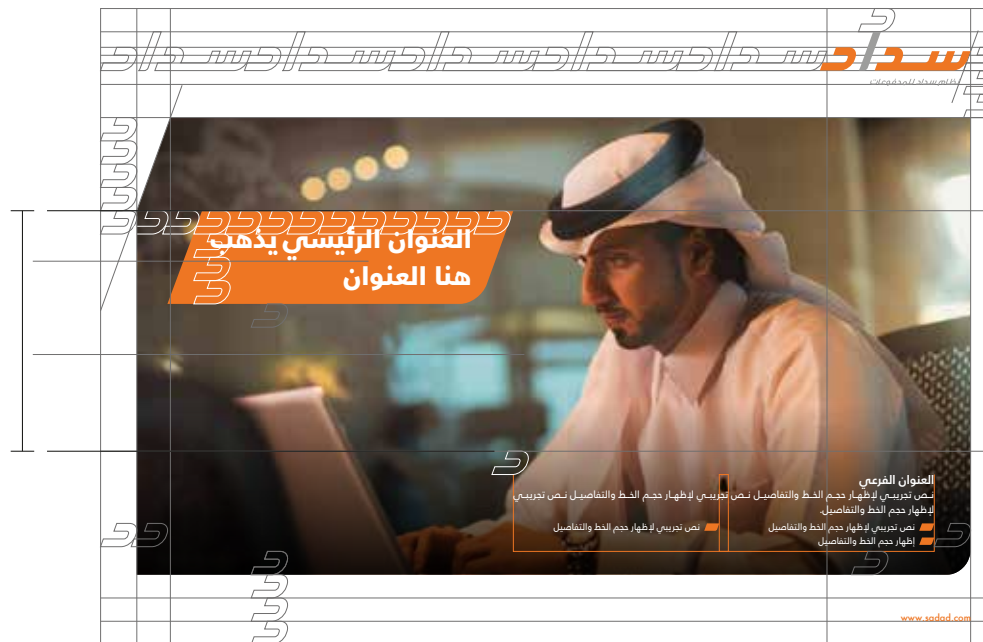
www.sadad.com

Half Page
Arabic

The following template provides information about the positioning, basic layout & composition basics for this format.

The brand pannel has the same color and shape of the logo 4(Daal) x 10(Daal). It can move on a fixed vertical line as shown in example.

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All elements/ information in the ad are definded through the grid, colour & typeface.
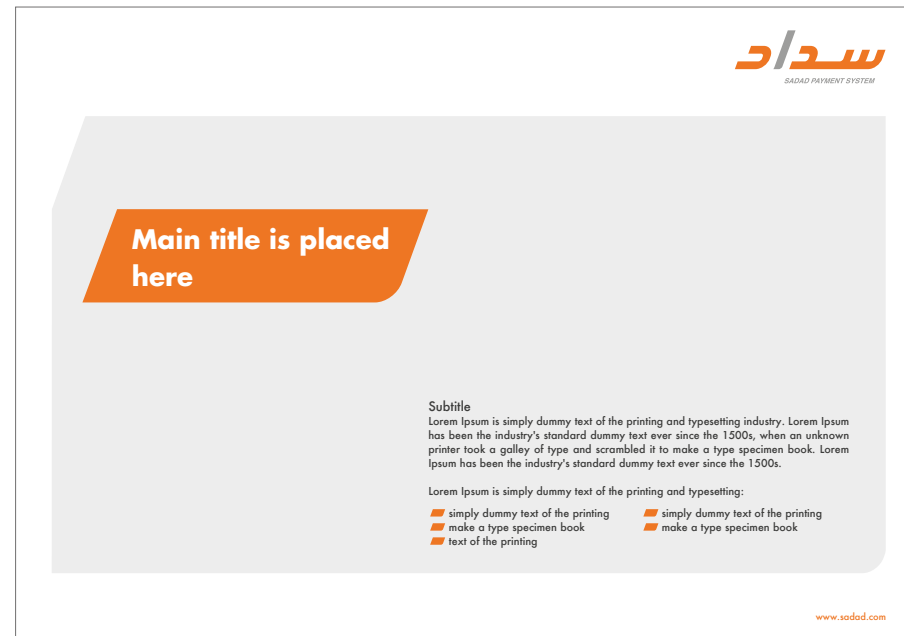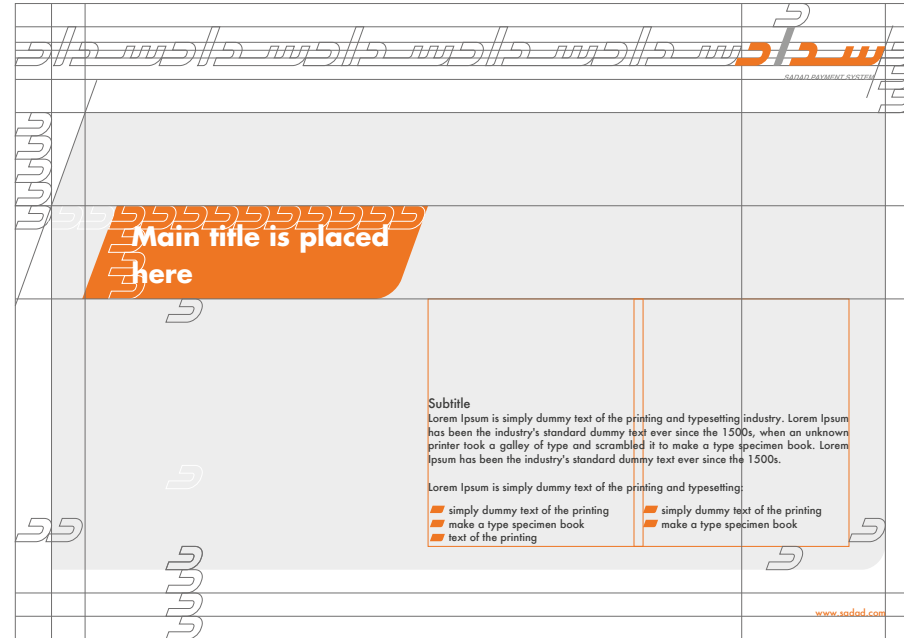
Half Page
English (Text)

The following template provides information about the positioning, basic layout & composition basics for this format.

The brand pannel has the same color and shape of the logo 4(Daal) x 10(Daal). It can move on a fixed vertical line as shown in example.

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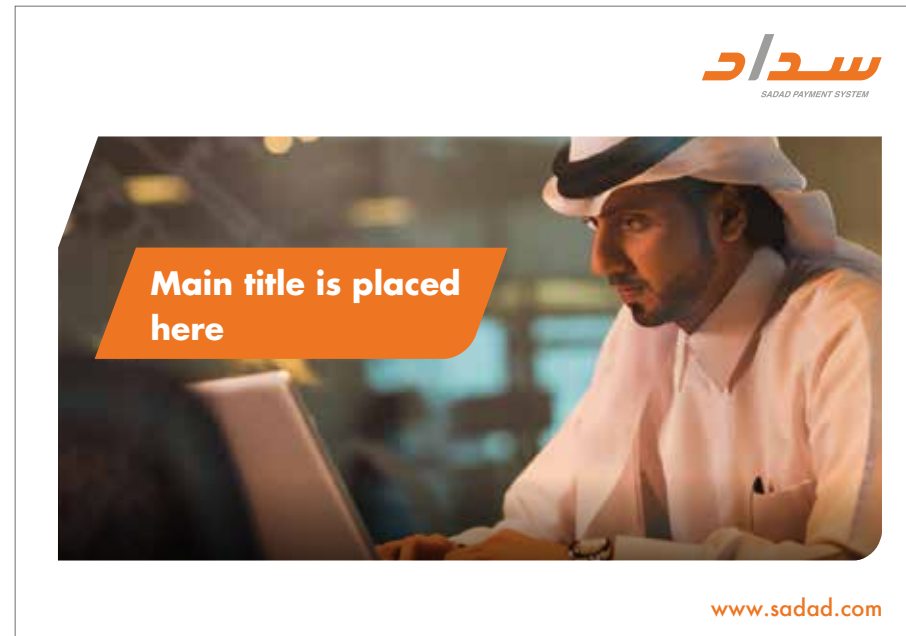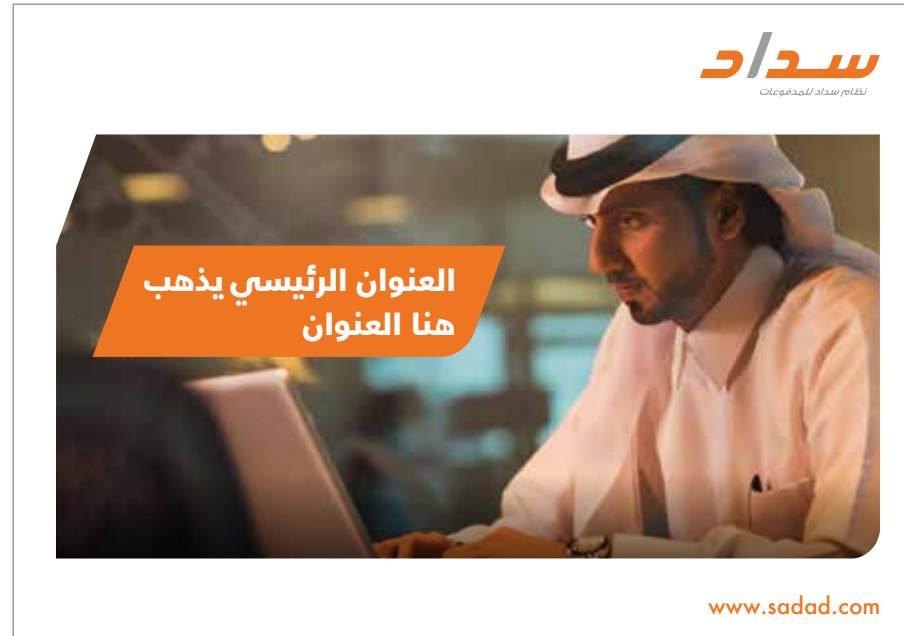www.sadad.com

Half Page
Arabic (Text)

The following template provides information about the positioning, basic layout & composition basics for this format.

The brand pannel has the same color and shape of the logo 4(Daal) x 10(Daal). It can move on a fixed vertical line as shown in example.

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All elements/ information in the ad are definded through the grid, colour & typeface.
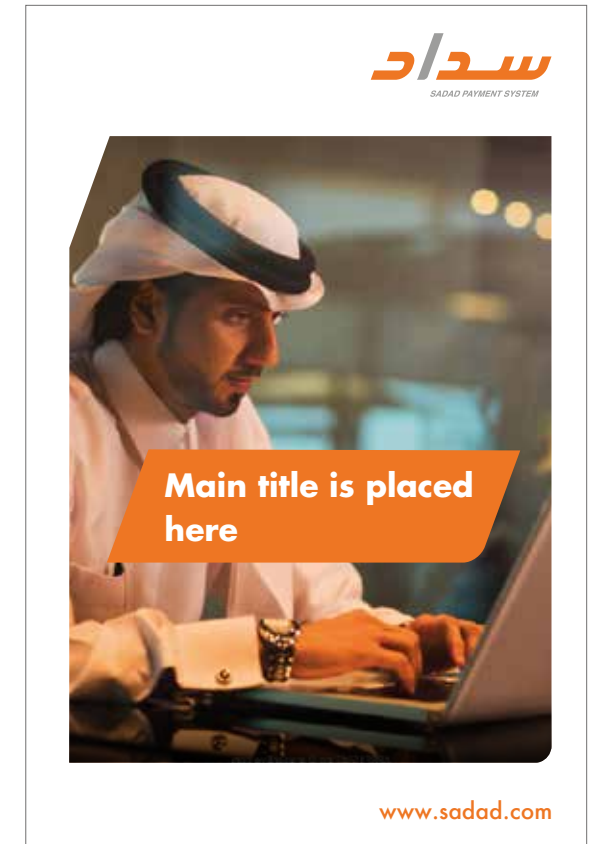
MegaCom
English

The following template provides information about the positioning, basic layout & composition basics for this format.

The brand pannel has the same color and shape of the logo 4(Daal) x 10(Daal). It can move on a fixed vertical line as shown in example.

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Main title is placed here

www.sadad.com

Main title is placed here

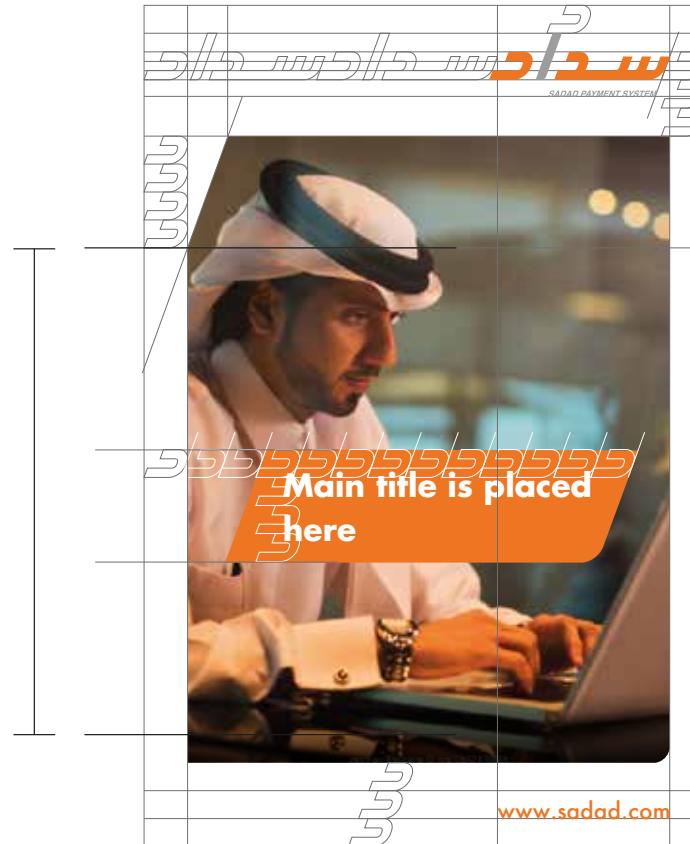www.sadad.com

MegaCom
Arabic

The following template provides information about the positioning, basic layout & composition basics for this format.

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العنوان الرئيسي يذهب هنا العنوان

www.sadad.com

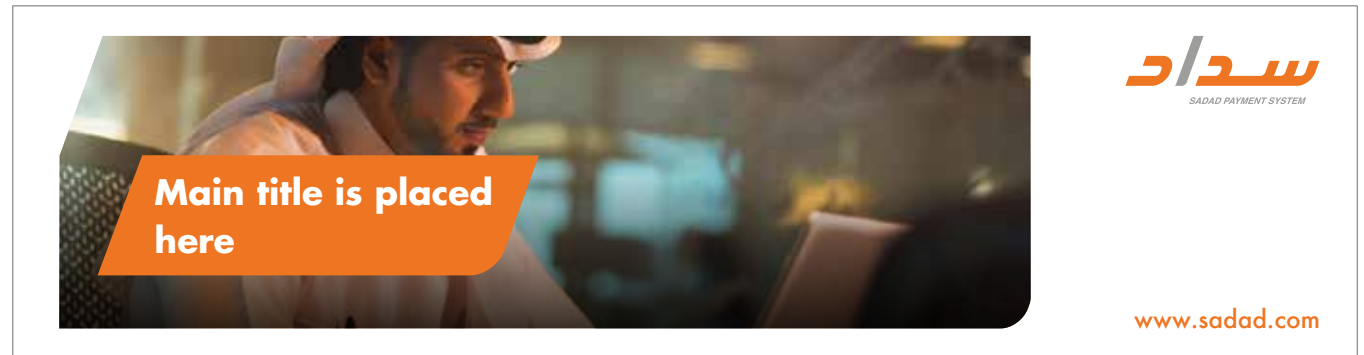العنوان الرئيسي يذهب هنا العنوان

www.sadad.com

Mupi
English

The following template provides information about the positioning, basic layout & composition basics for this format.

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All elements/ information in the ad are definded through the grid, colour & typeface.

Main title is placed here

www.sadad.com

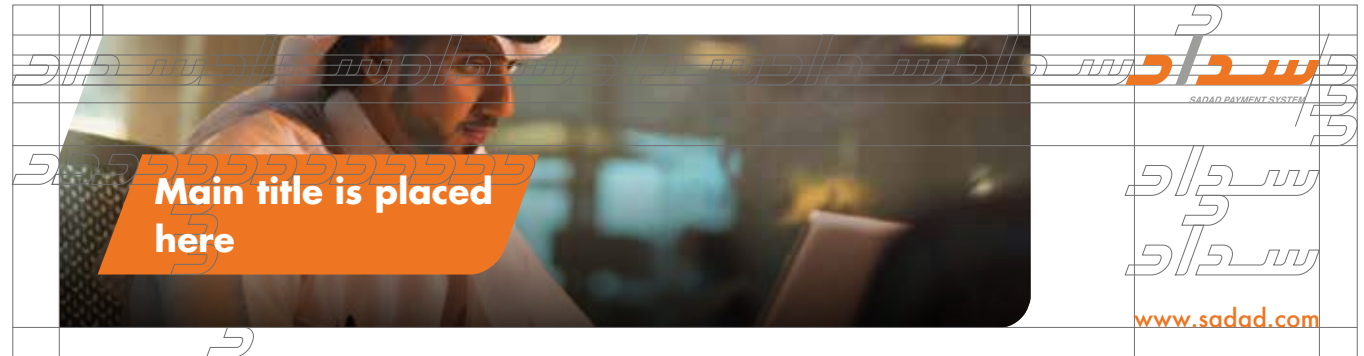**Main title is placed here**

www.sadad.com

Mupi
Arabic

The following template provides information about the positioning, basic layout & composition basics for this format.

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العنوان الرئيسي يذهب
هنا العنوان

www.sadad.com

العنوان الرئيسي يذهب
هنا العنوان

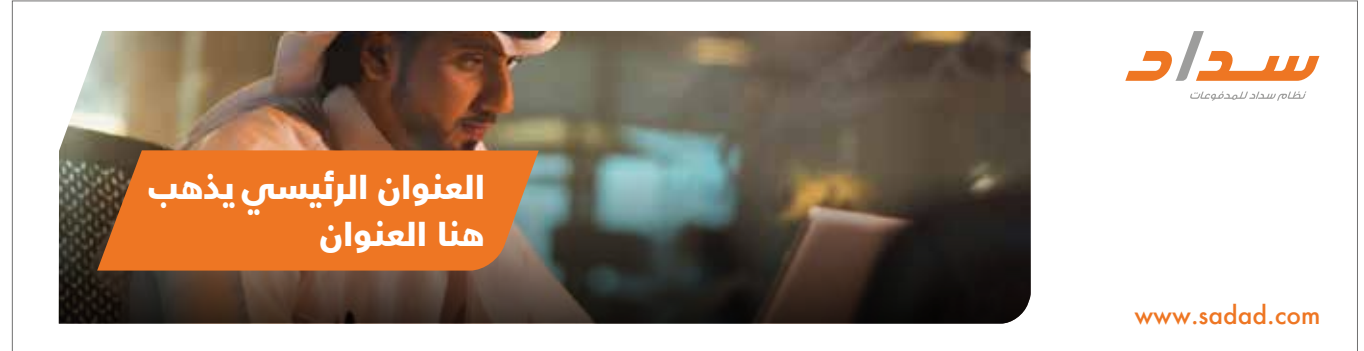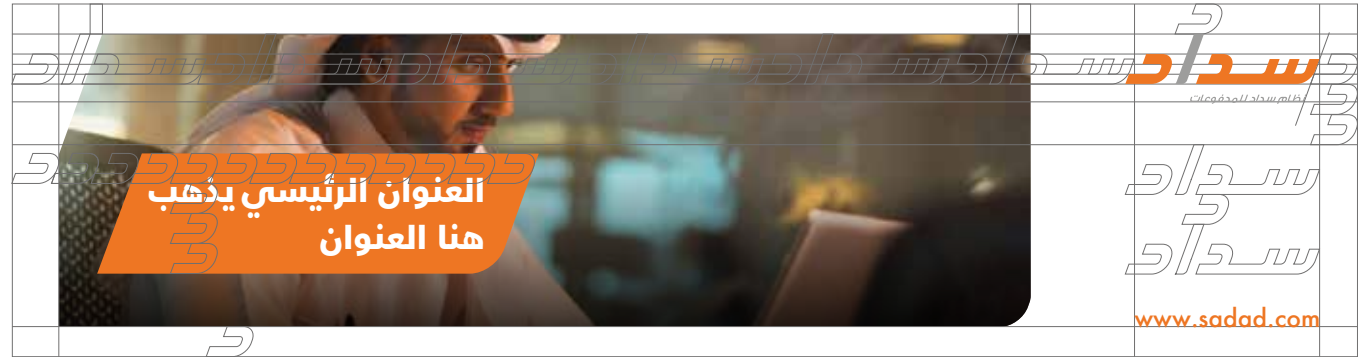www.sadad.com

Unipole
English

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www.sadad.com

Main title is placed here

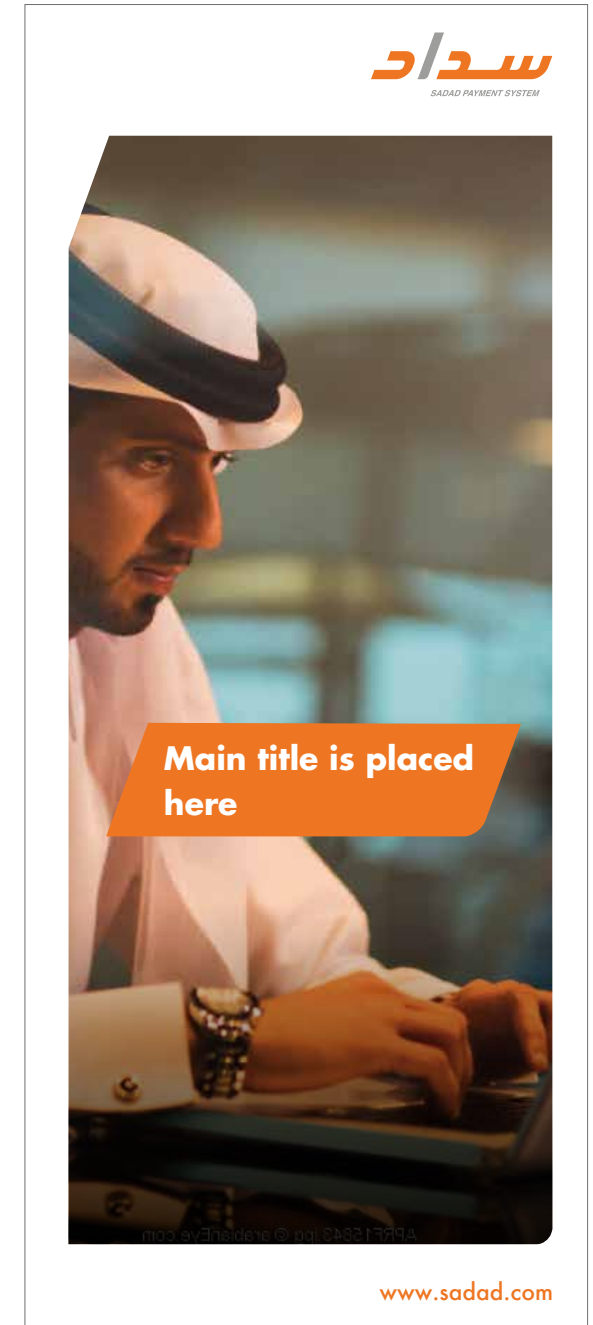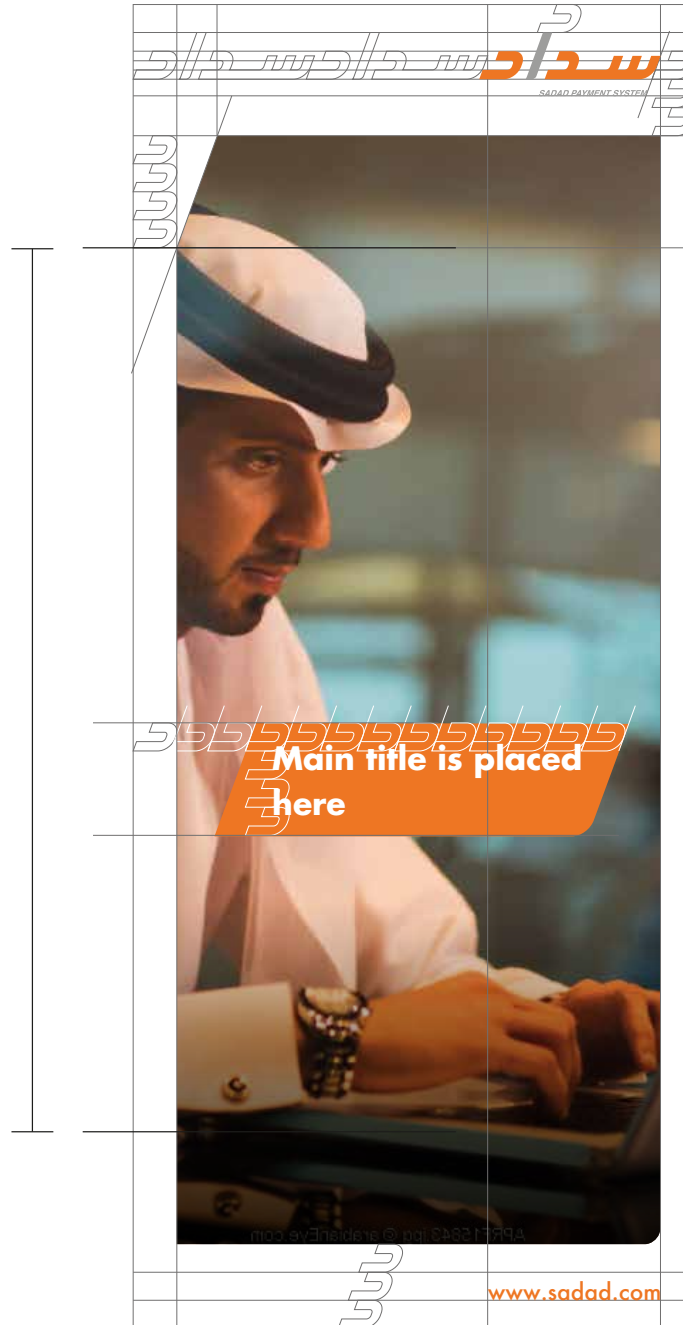www.sadad.com

Unipole
Arabic

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العنوان الرئيسي يذهب هنا العنوان

www.sadad.com

العنوان الرئيسي يذهب هنا العنوان

www.sadad.com

Rollup
English

The following template provides information about the positioning, basic layout & composition basics for this format.

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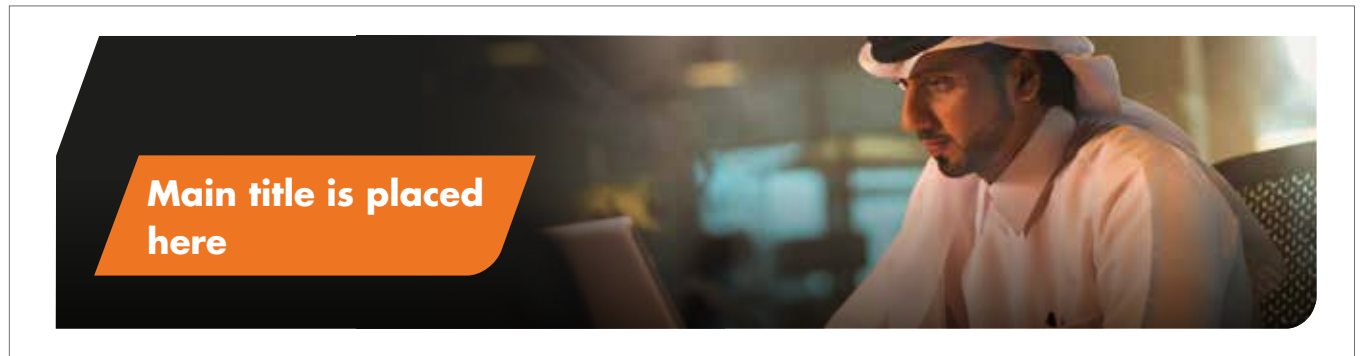

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www.sadad.com

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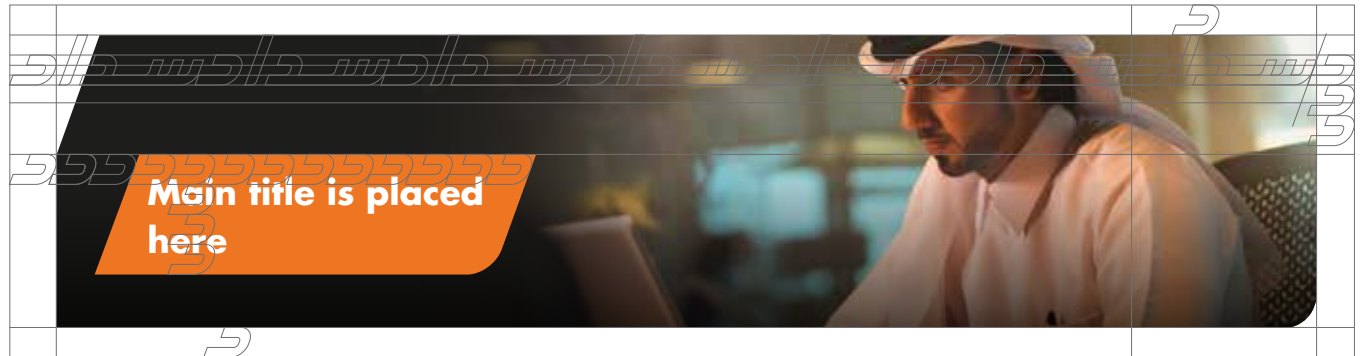

العنوان الرئيسي يذهب
هنا العنوان

www.sadad.com

العنوان الرئيسي يذهب
هنا العنوان

www.sadad.com

12 | SADAD
Digital Templates

Web Banners
English (SADAD Website)

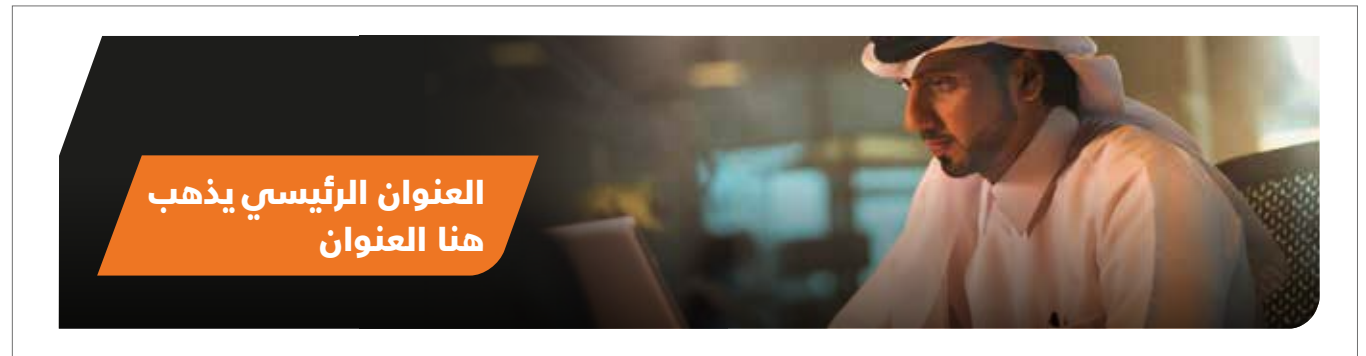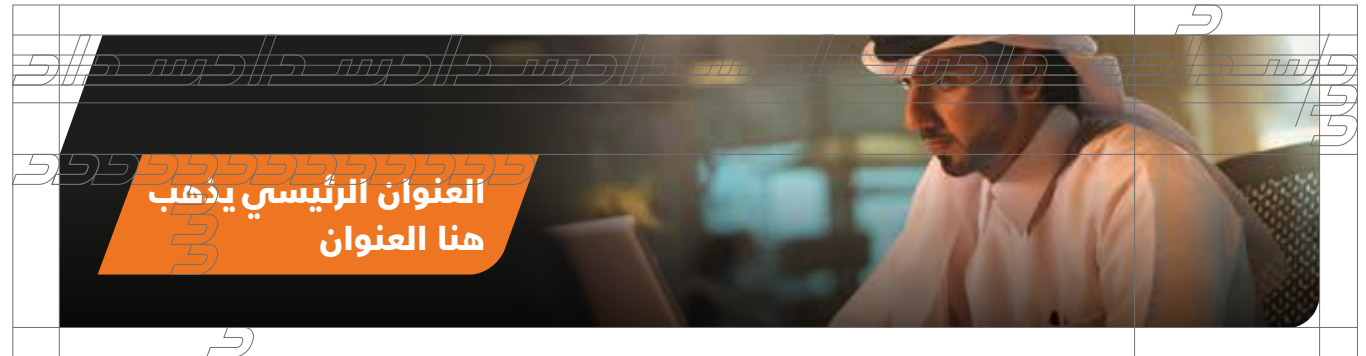The following Web Banner designs are designated for all landscape formats.

All elements/ information in the ad are definded through the grid, colour & typeface.

Main title is placed here

Main title is placed here

Web Banners
Arabic (SADAD Website)

The following Web Banner designs are designated for all landscape formats.
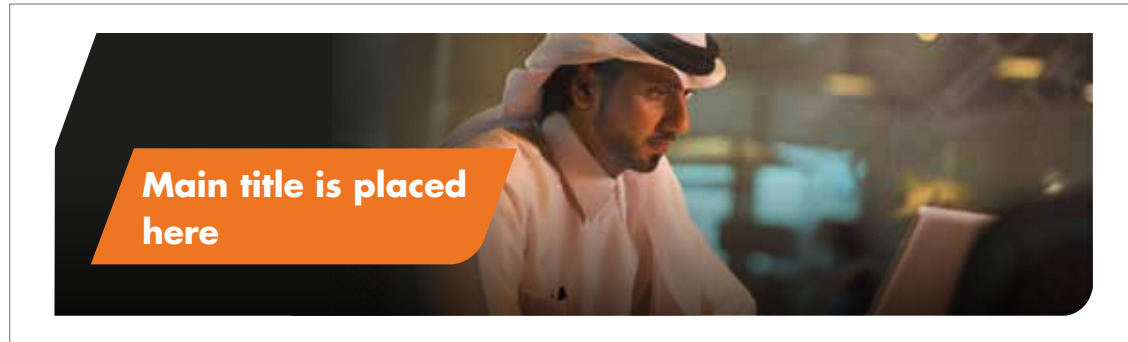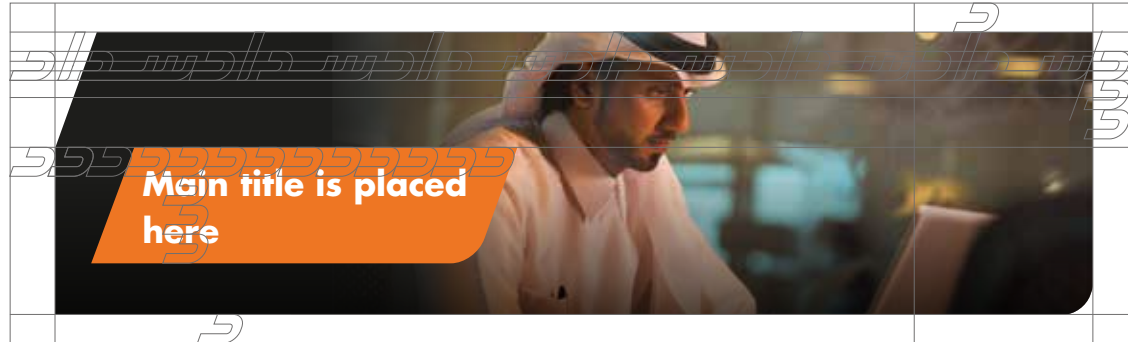
All elements/ information in the ad are definded through the grid, colour & typeface.

Web Banners
English (SADAD Website)

The following Web Banner designs are designated for all landscape formats.

All elements/ information in the ad are definded through the grid, colour & typeface.

Main title is placed here

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Web Banners
Arabic (SADAD Website)

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All elements/ information in the ad are definded through the grid, colour & typeface.

Web Banners
English (SADAD Website)

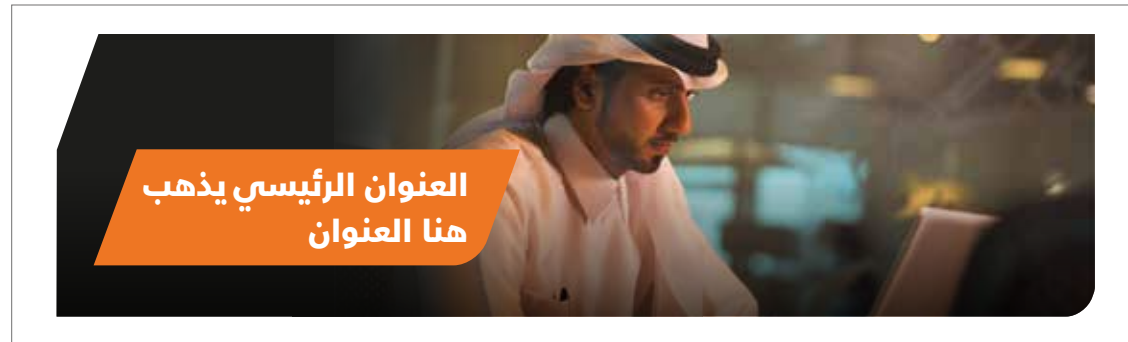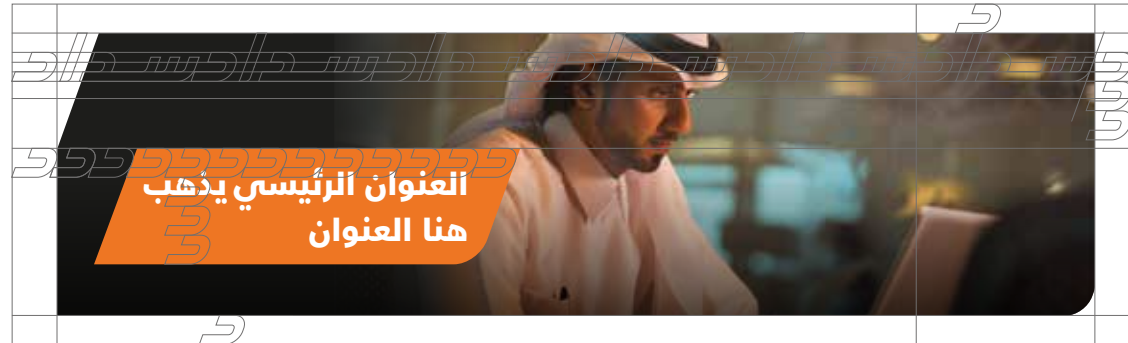The following Web Banner designs are designated for all landscape formats.

All elements/ information in the ad are definded through the grid, colour & typeface..

Web Banners
Arabic (SADAD Website)

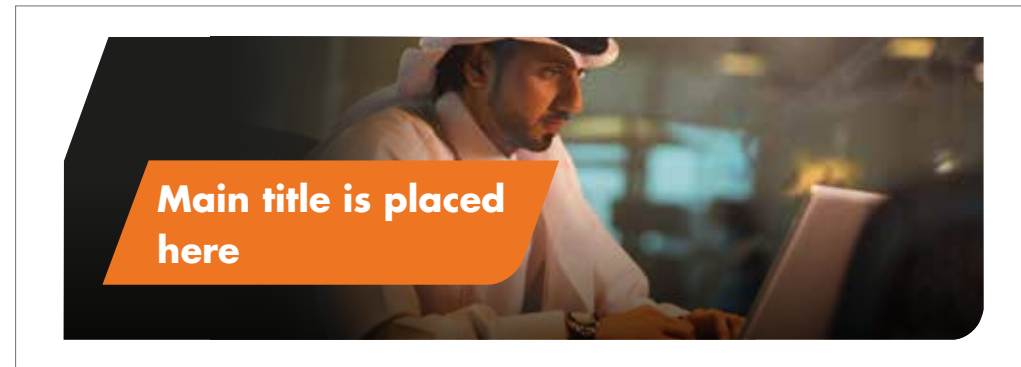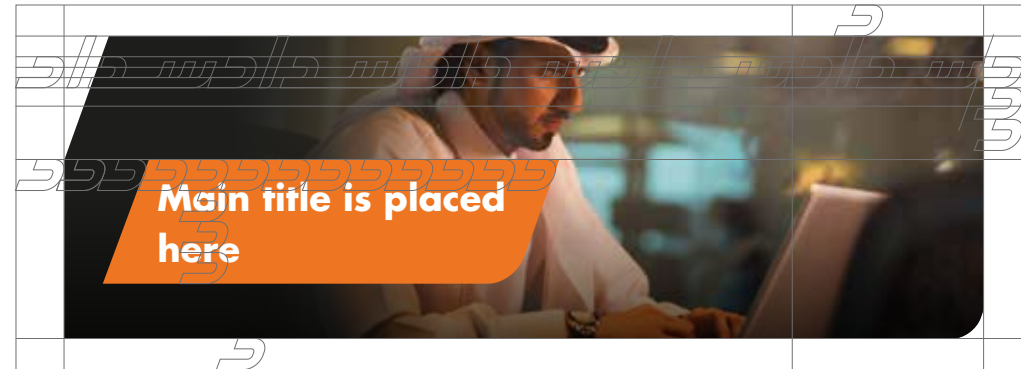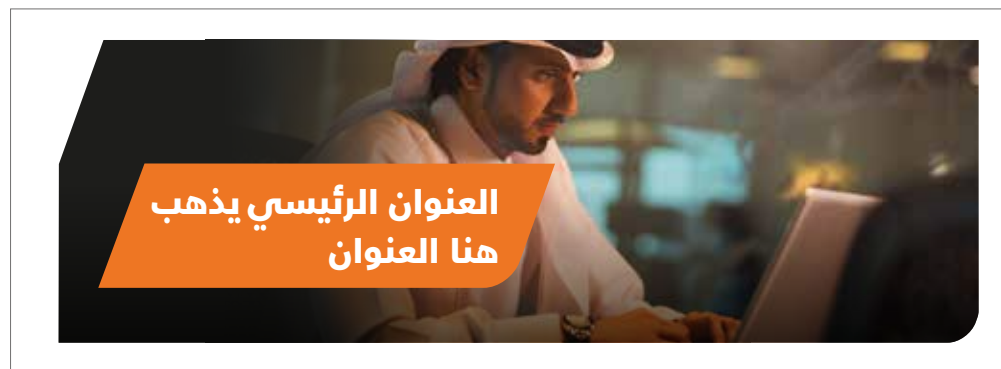The following Web Banner designs are designated for all landscape formats.

All elements/ information in the ad are definded through the grid, colour & typeface.

Web Banners
English (Other Website)

The following Web Banner designs are designated for all landscape formats.

SADAD logo must always be placed to the top right corner as per example.

All elements/ information in the ad are definded through the grid, colour & typeface.

Main title is placed here

www.sadad.com

Main title is placed here

www.sadad.com

Web Banners
Arabic (Other Website)

The following Web Banner designs are designated for all landscape formats.

SADAD logo must always be placed to the top right corner as per example.

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Web Banners
English (Other Website)

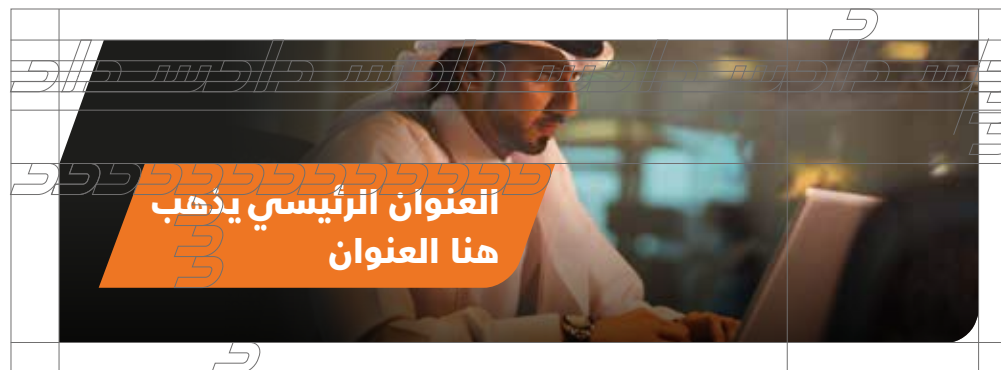The following Web Banner designs are designated for all landscape formats.

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www.sadad.com
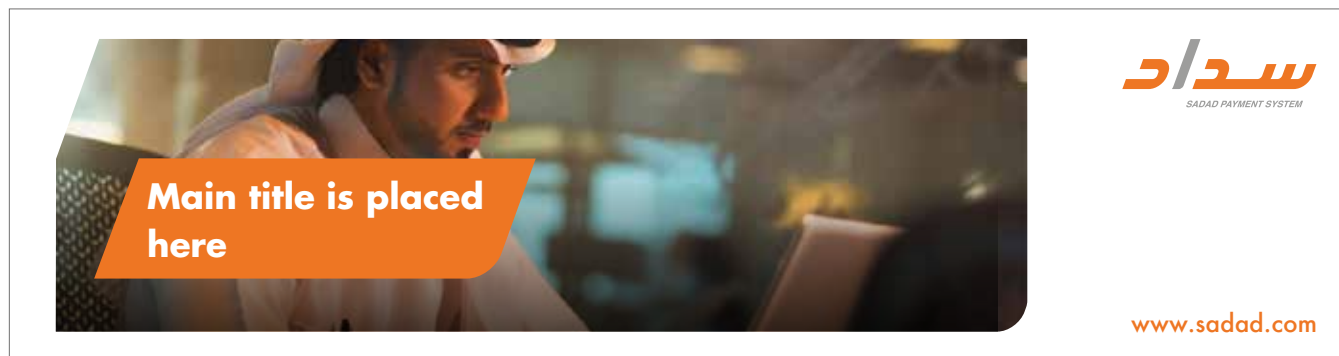

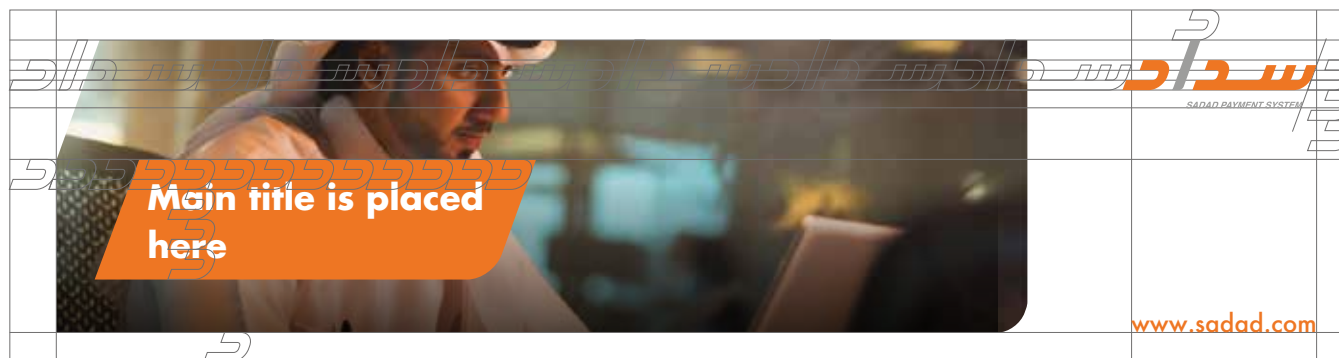Main title is placed here

www.sadad.com

Web Banners
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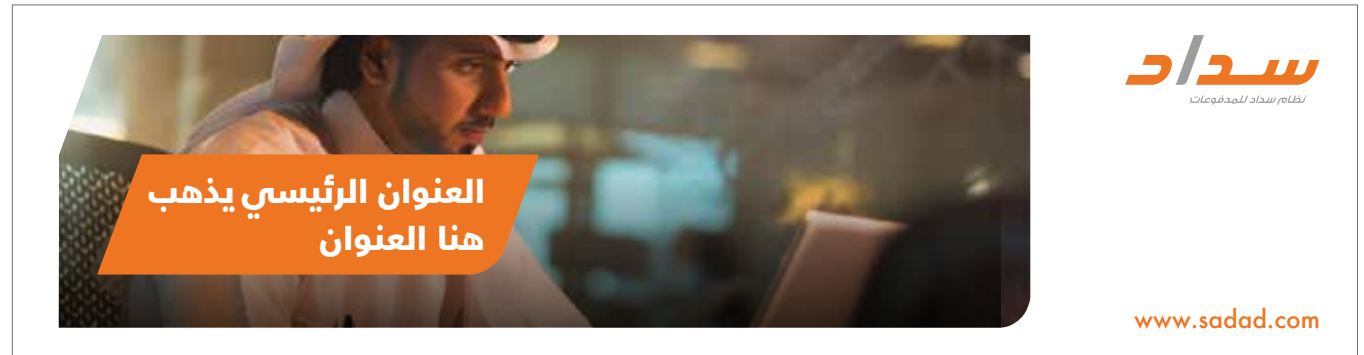All elements/ information in the ad are definded through the grid, colour & typeface.

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Web Banners
Arabic (Other Website)

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SADAD logo must always be placed to the top right corner as per example.

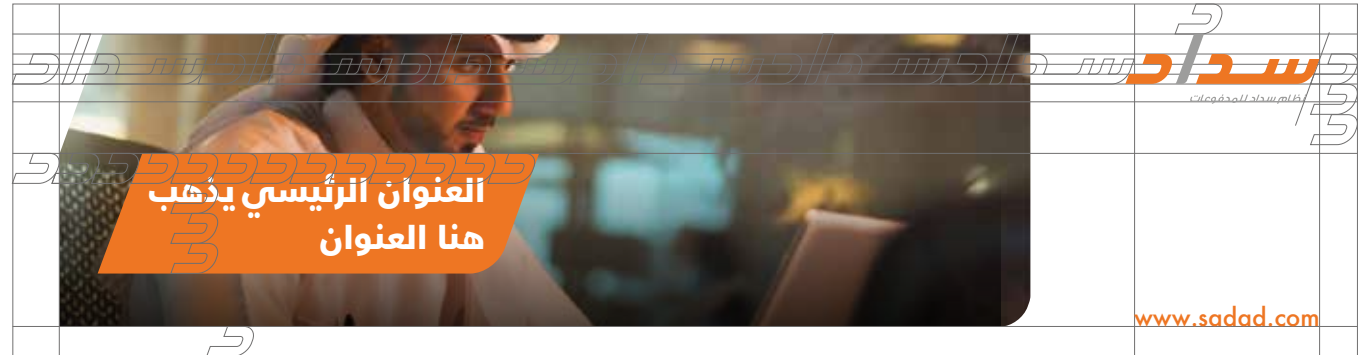All elements/ information in the ad are definded through the grid, colour & typeface.
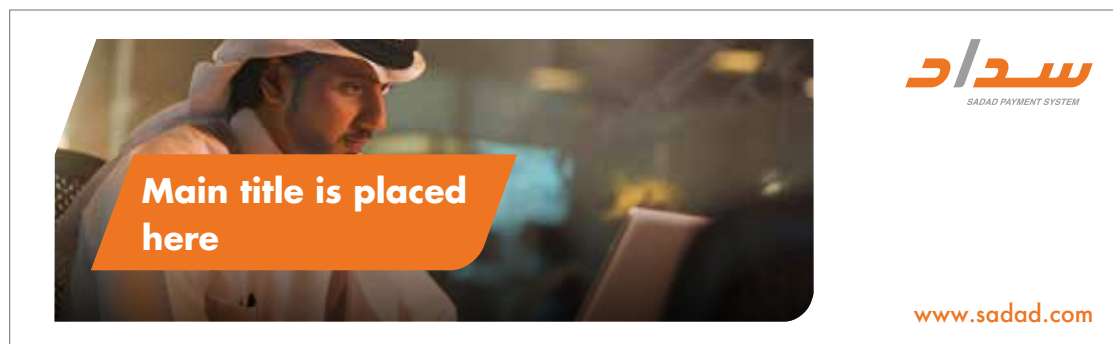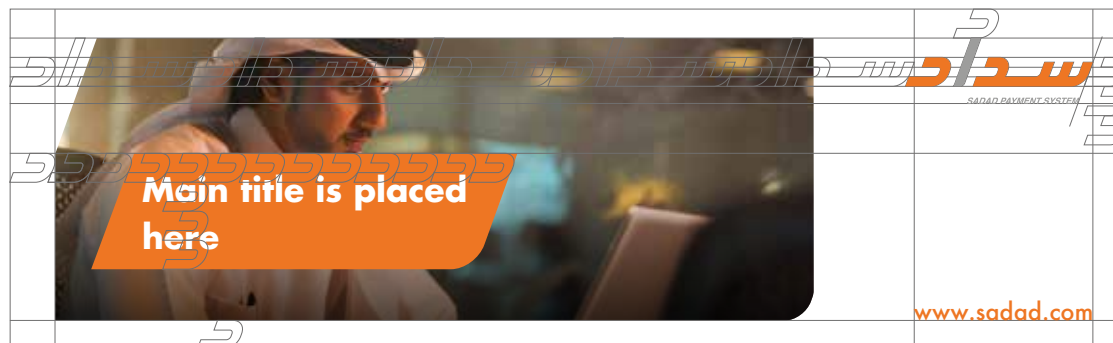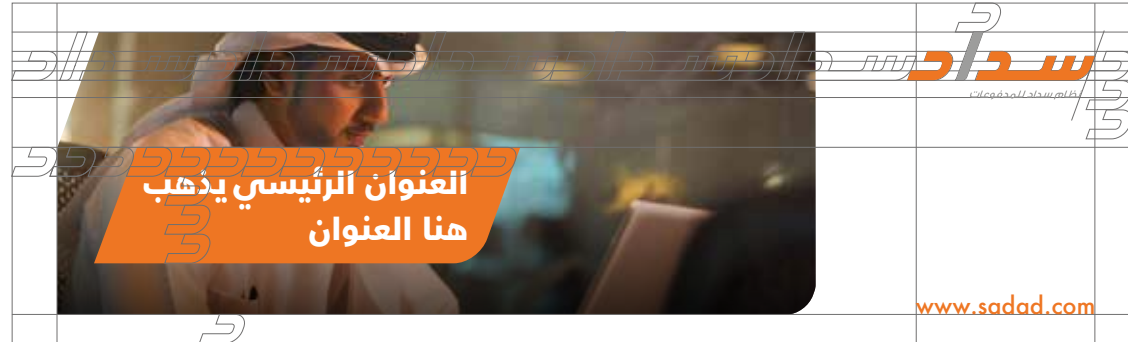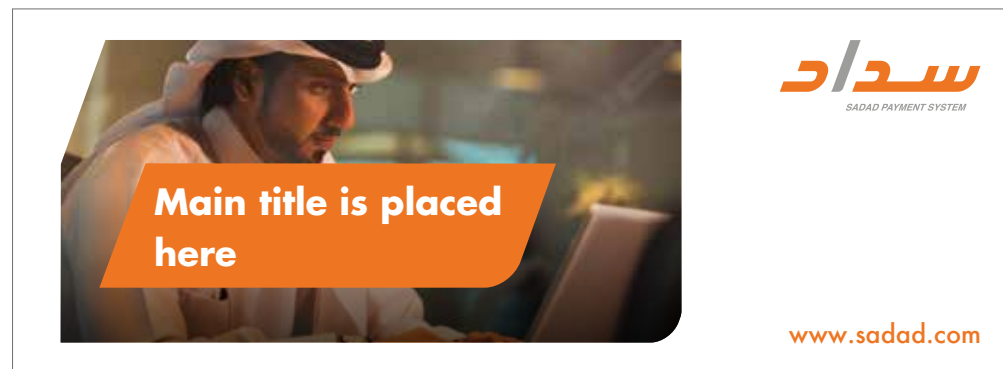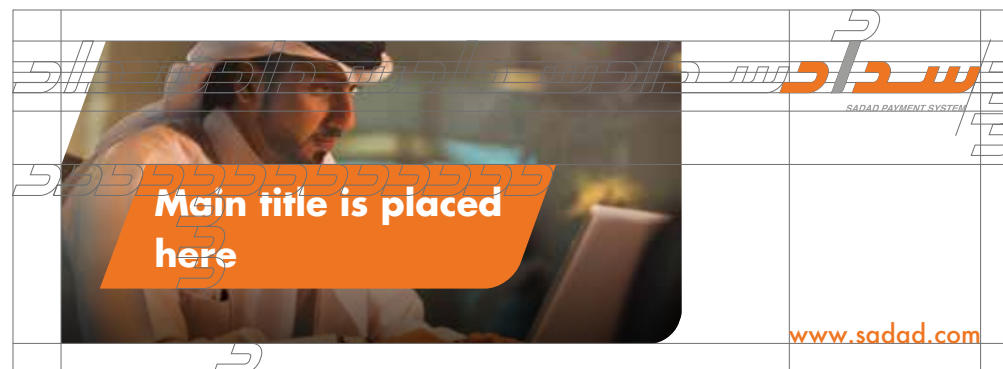
Website Layout

- The logo should also follow the guidelines set in the previous pages.

- These guidelines include placement on the top right corner, the clear space + Logo color.

13 | SADAD Co-Branding Templates

Press Ad
English

Co-branding for advertisements
(A4)
The ads on this page show how to
position a partner logo.

The partner logo is a combined
word/brand mark against a
defined color background. In this
case to ensure an equal visual
weight, the logo must be smaller
than the Symbol Mark. The top
and right-hand sides of the logo
must align with the basic grid.

Main title is placed here

Subtitle
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Lorem Ipsum is simply dummy text of the printing and typesetting:

- simply dummy text of the printing
- make a type specimen book
- text of the printing

- simply dummy text of the printing
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www.sadad.com

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Press Ad
Arabic

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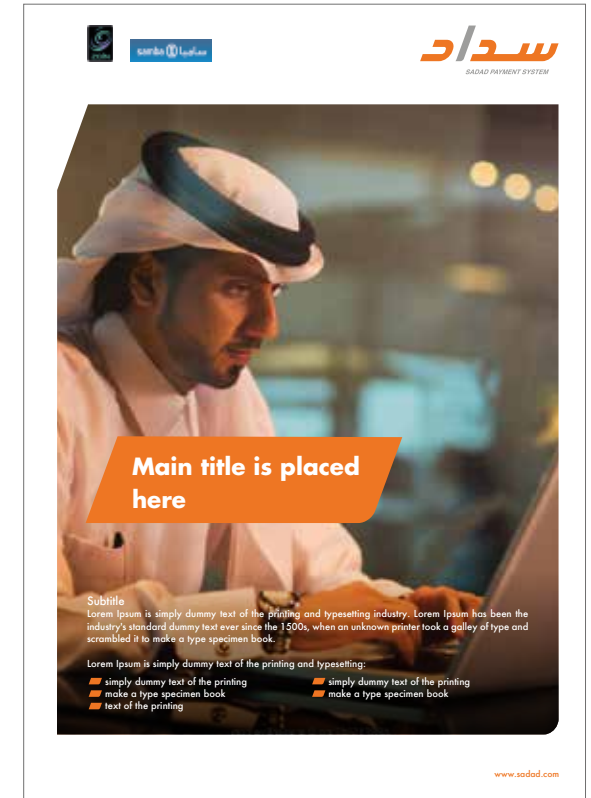
Press Ad
English (Text)

Co-branding for advertisements
(A4)
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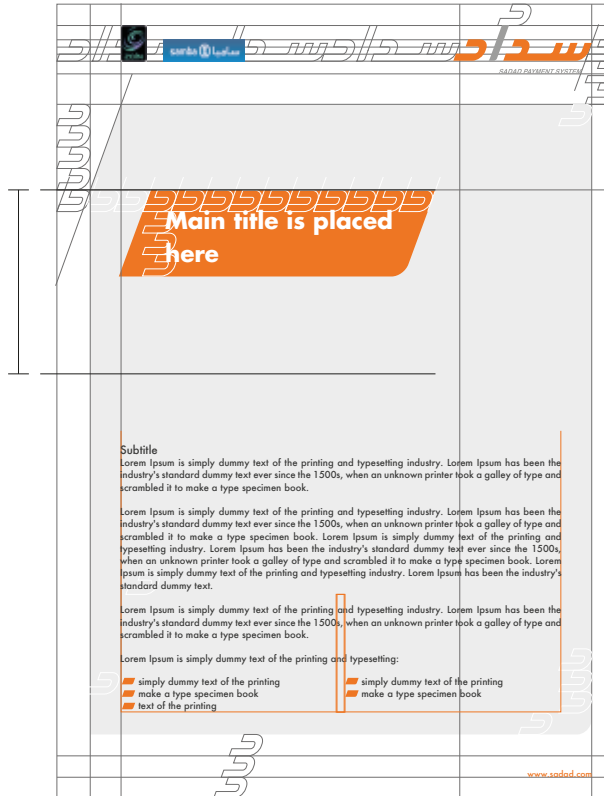
Press Ad
Arabic (Text)

Co-branding for advertisements (A4)
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Half Page
English

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Half Page
Arabic

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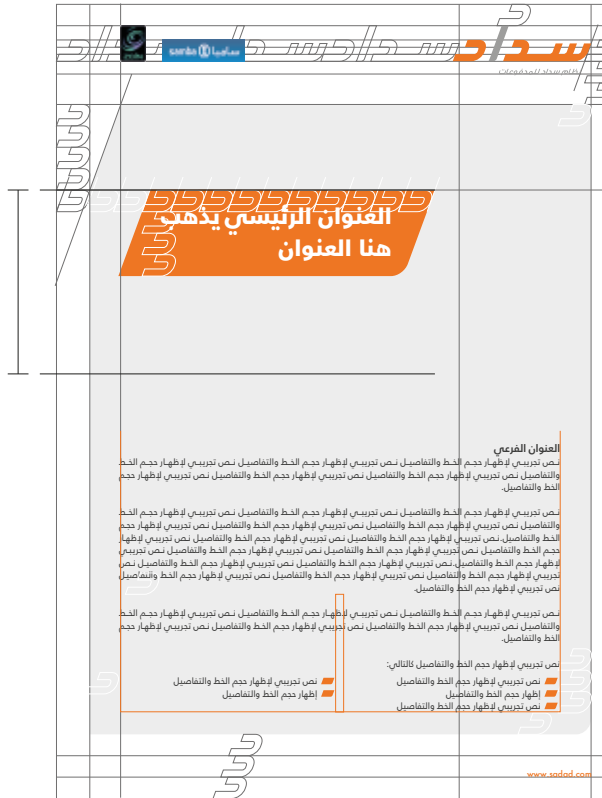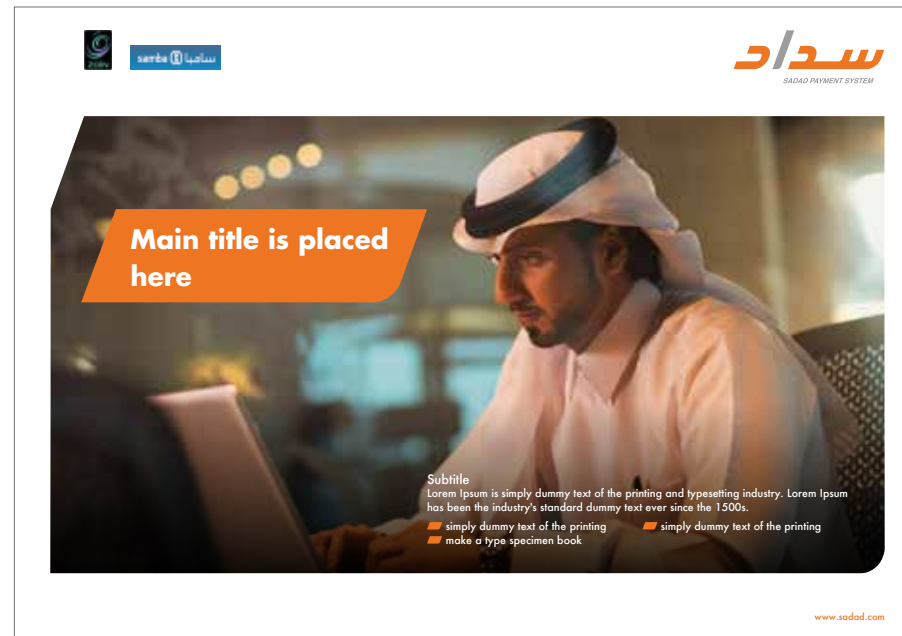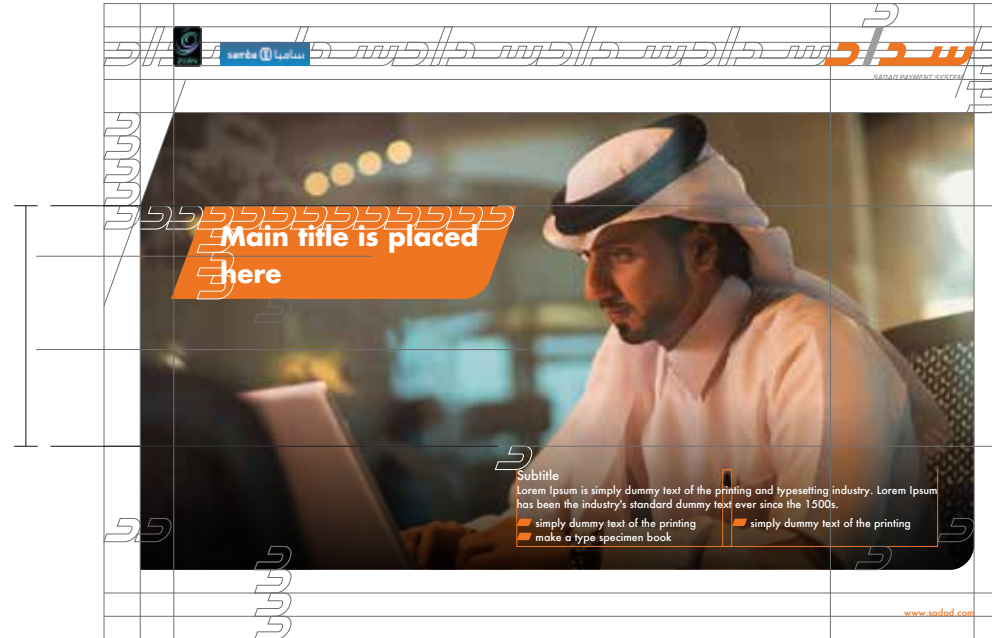
Half Page
English (Text)

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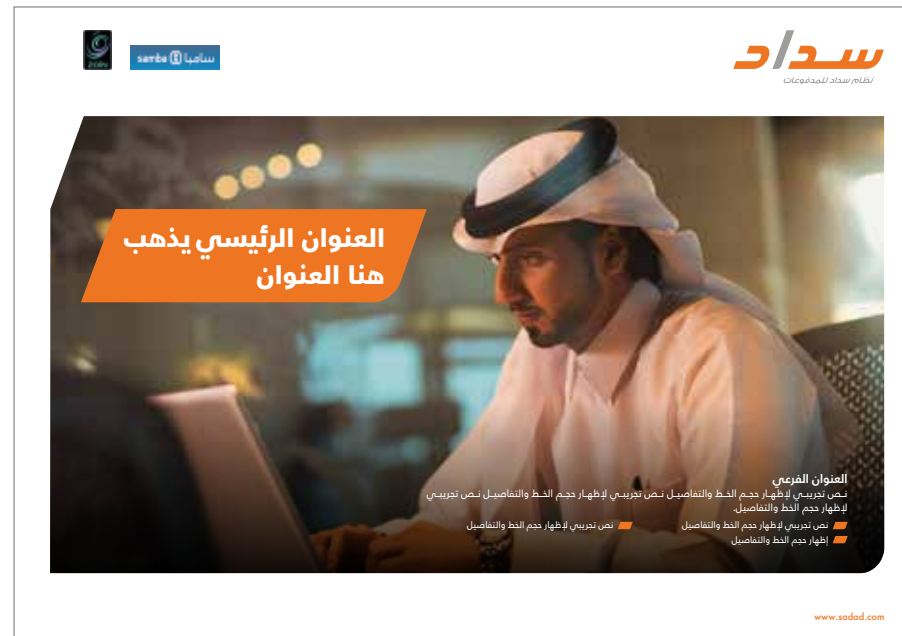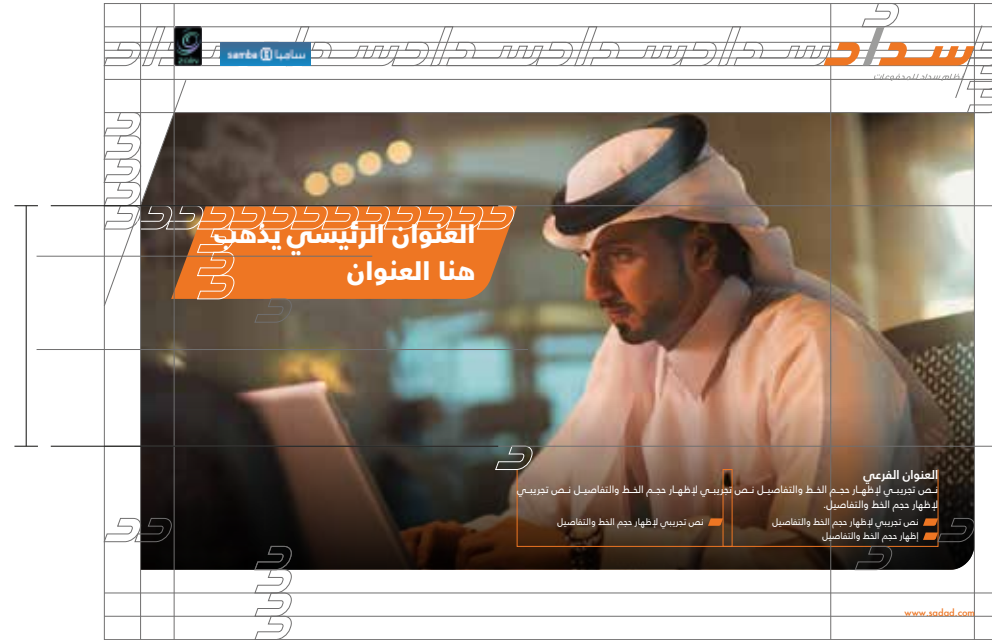
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Half Page
Arabic (Text)

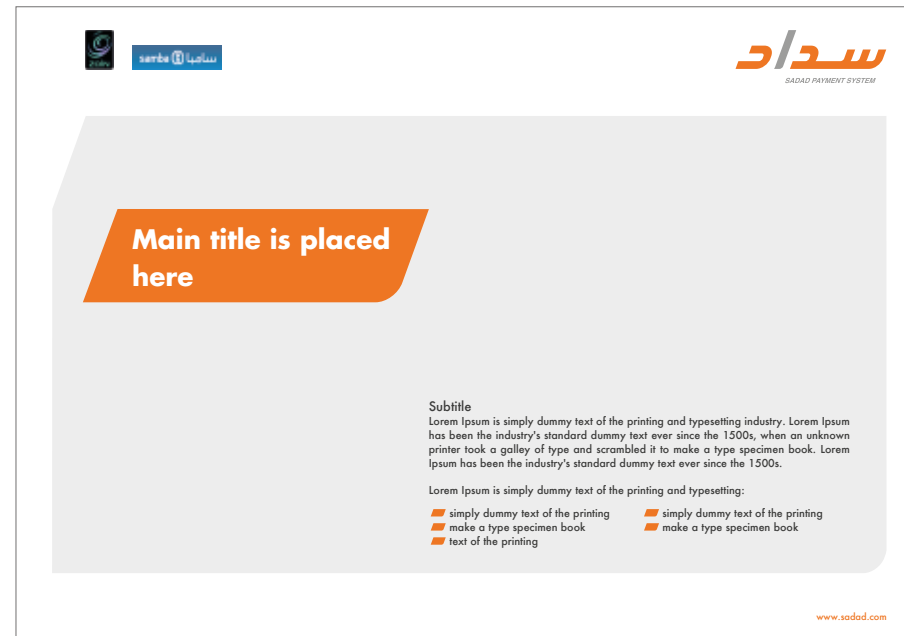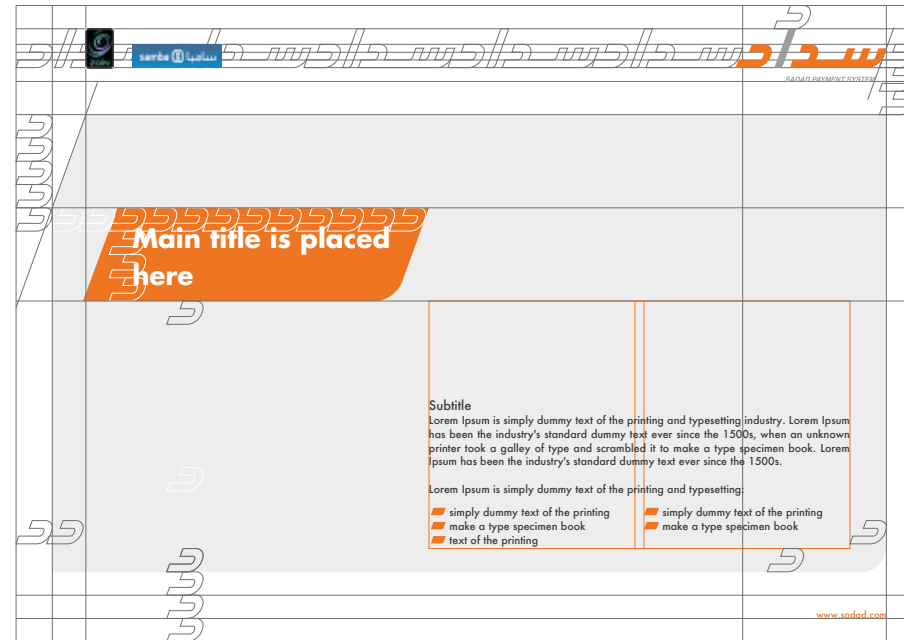The ads on this page show how to position a partner logo for Co-branding advertisements.
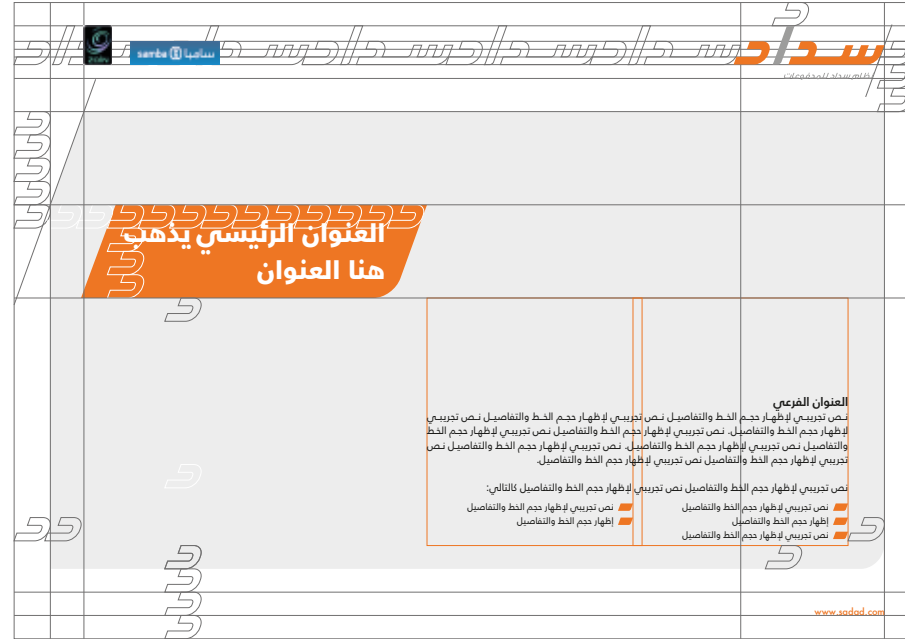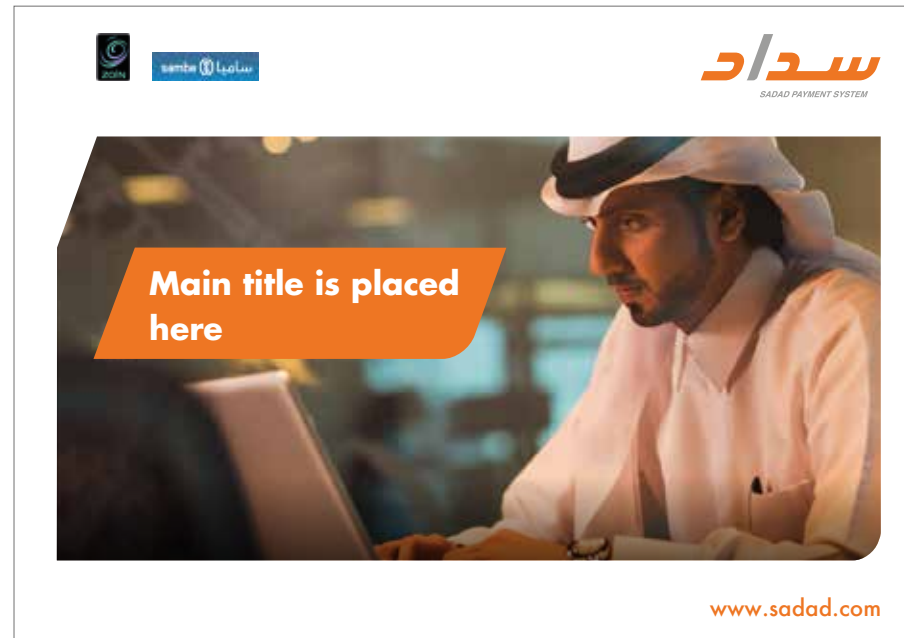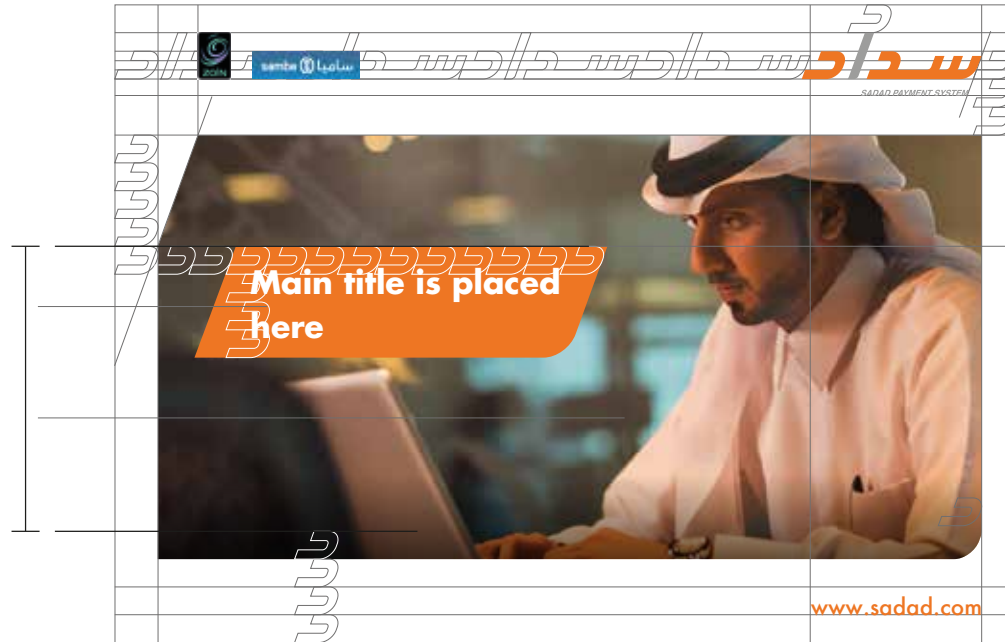
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العنوان الرئيسي يذهب هنا العنوان

العنوان الفرعي
نص تجريبي لإظهار حجم الخط والتفاصيل نص تجريبي لإظهار حجم الخط والتفاصيل نص تجريبي لإظهار حجم الخط والتفاصيل. نص تجريبي لإظهار حجم الخط والتفاصيل نص تجريبي لإظهار حجم الخط والتفاصيل. نص تجريبي لإظهار حجم الخط والتفاصيل نص تجريبي لإظهار حجم الخط والتفاصيل نص تجريبي لإظهار حجم الخط والتفاصيل نص تجريبي لإظهار حجم الخط والتفاصيل.

نص تجريبي لإظهار حجم الخط والتفاصيل نص تجريبي لإظهار حجم الخط والتفاصيل كالتالي:

- نص تجريبي لإظهار حجم الخط والتفاصيل
- إظهار حجم الخط والتفاصيل
- نص تجريبي لإظهار حجم الخط والتفاصيل

- نص تجريبي لإظهار حجم الخط والتفاصيل
- إظهار حجم الخط والتفاصيل

www.sadad.com

سداد
نظام سداد للمدفوعات

العنوان الرئيسي يذهب هنا العنوان

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- إظهار حجم الخط والتفاصيل
- نص تجريبي لإظهار حجم الخط والتفاصيل

- نص تجريبي لإظهار حجم الخط والتفاصيل
- إظهار حجم الخط والتفاصيل

www.sadad.com

MegaCom
English

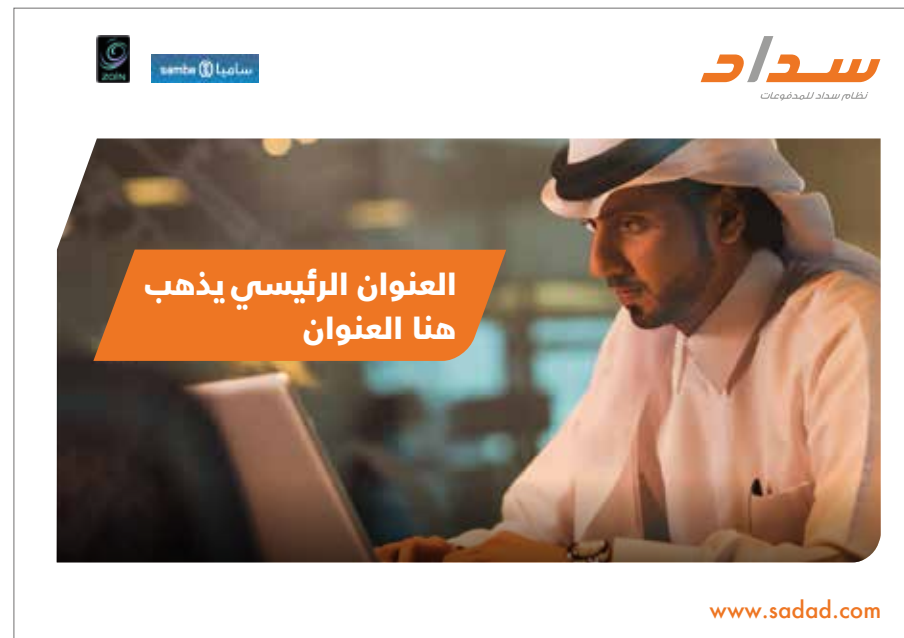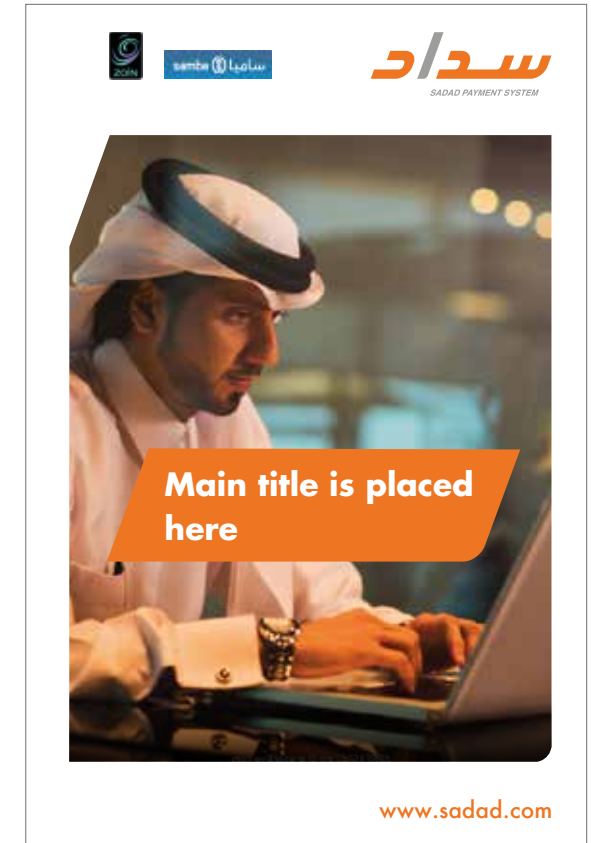The ads on this page show how to position a partner logo for Co-branding advertisements.
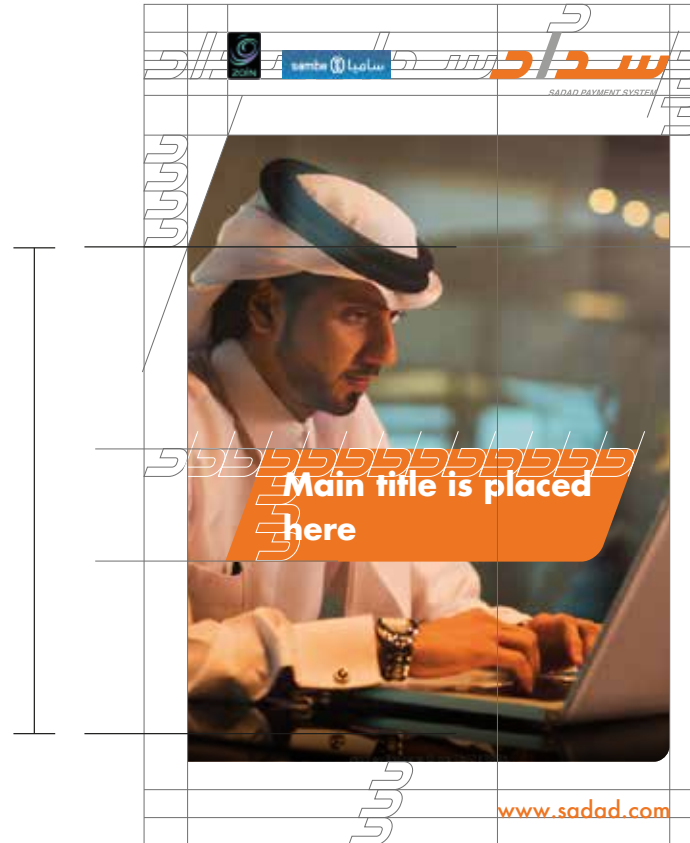
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MegaCom
Arabic

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Mupi
English

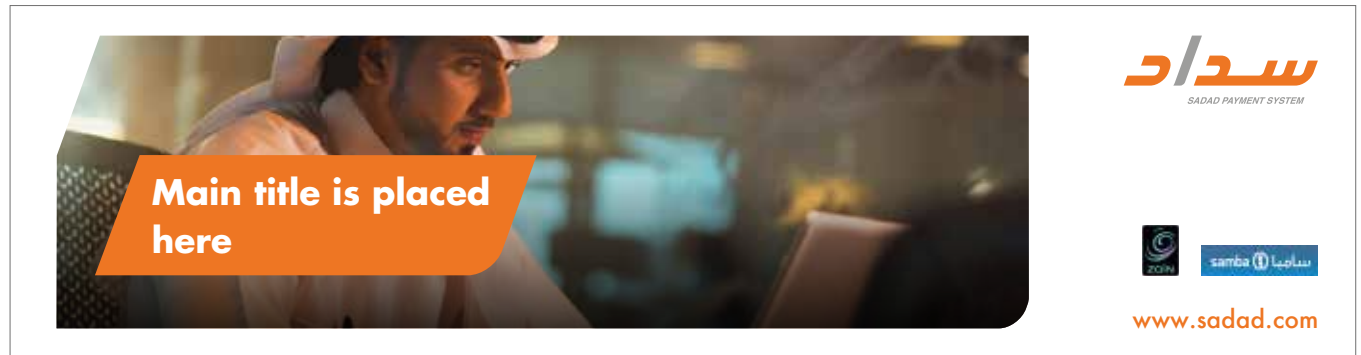The ads on this page show how to position a partner logo for Co-branding advertisements.

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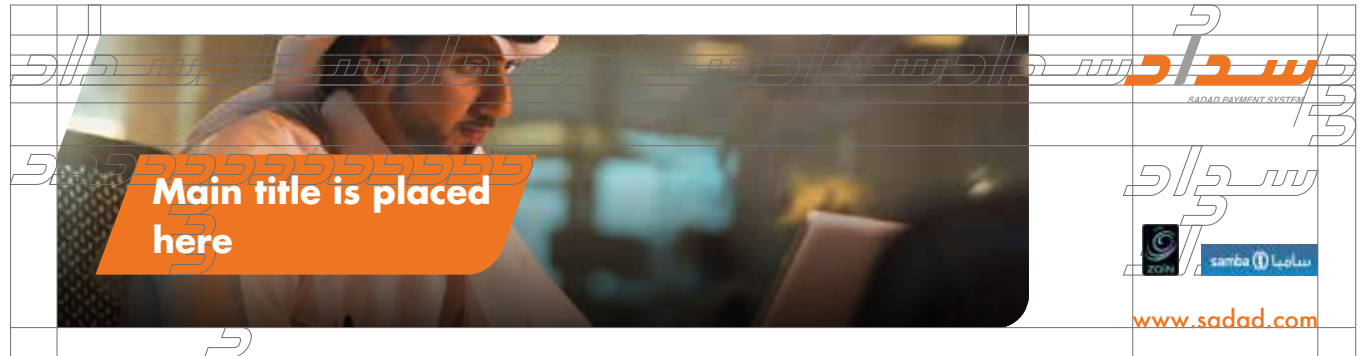
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العنوان الرئيسي يذهب
هنا العنوان

www.sadad.com

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Unipole
English

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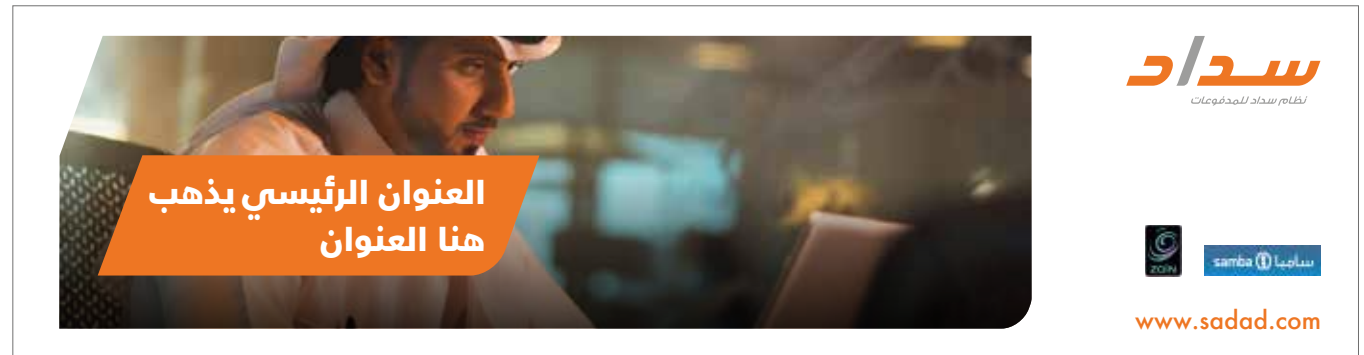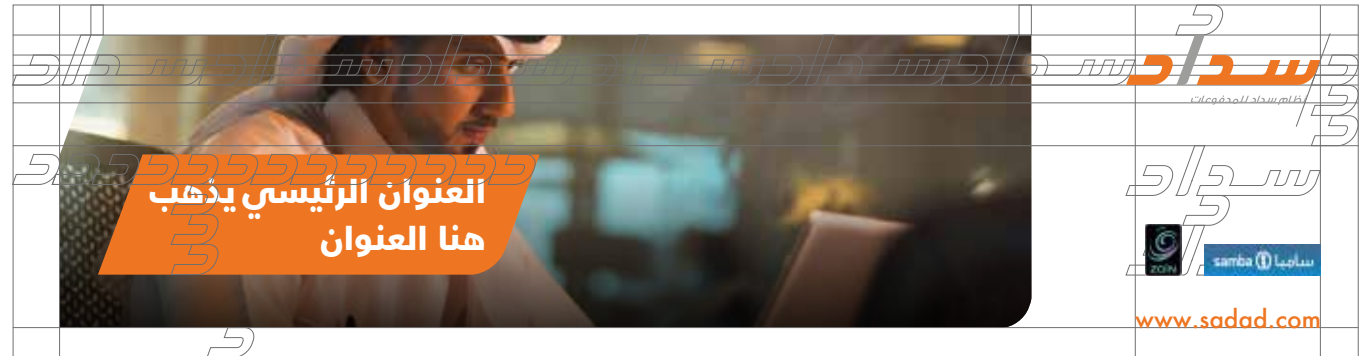
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Unipole
Arabic

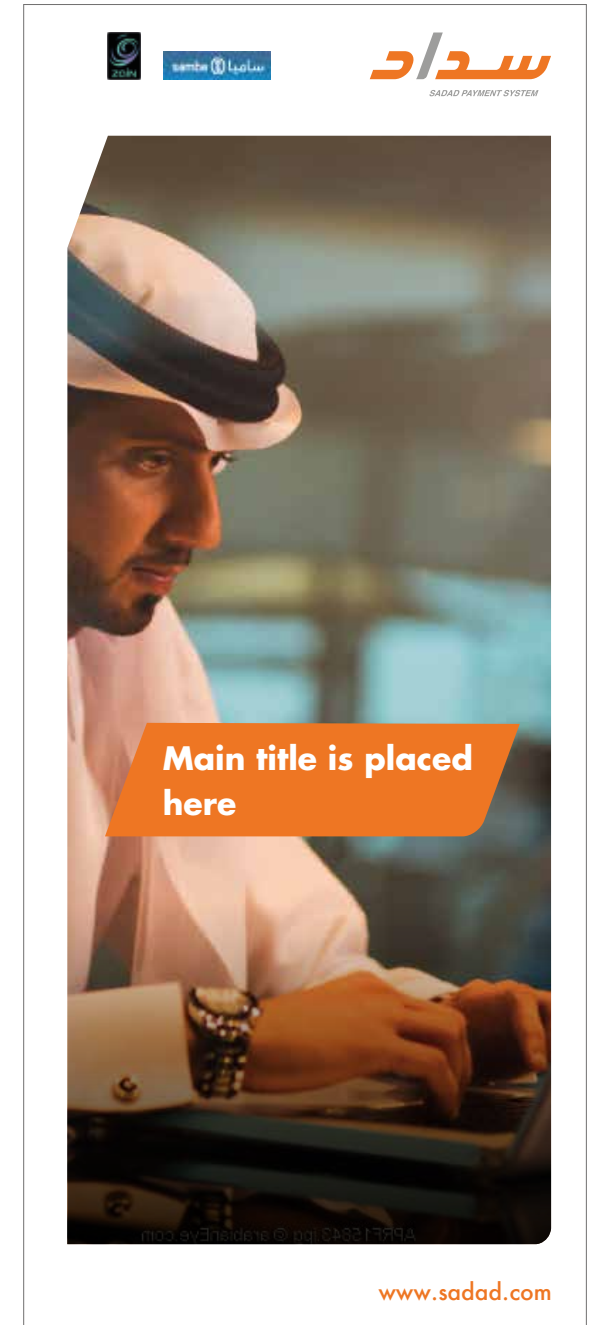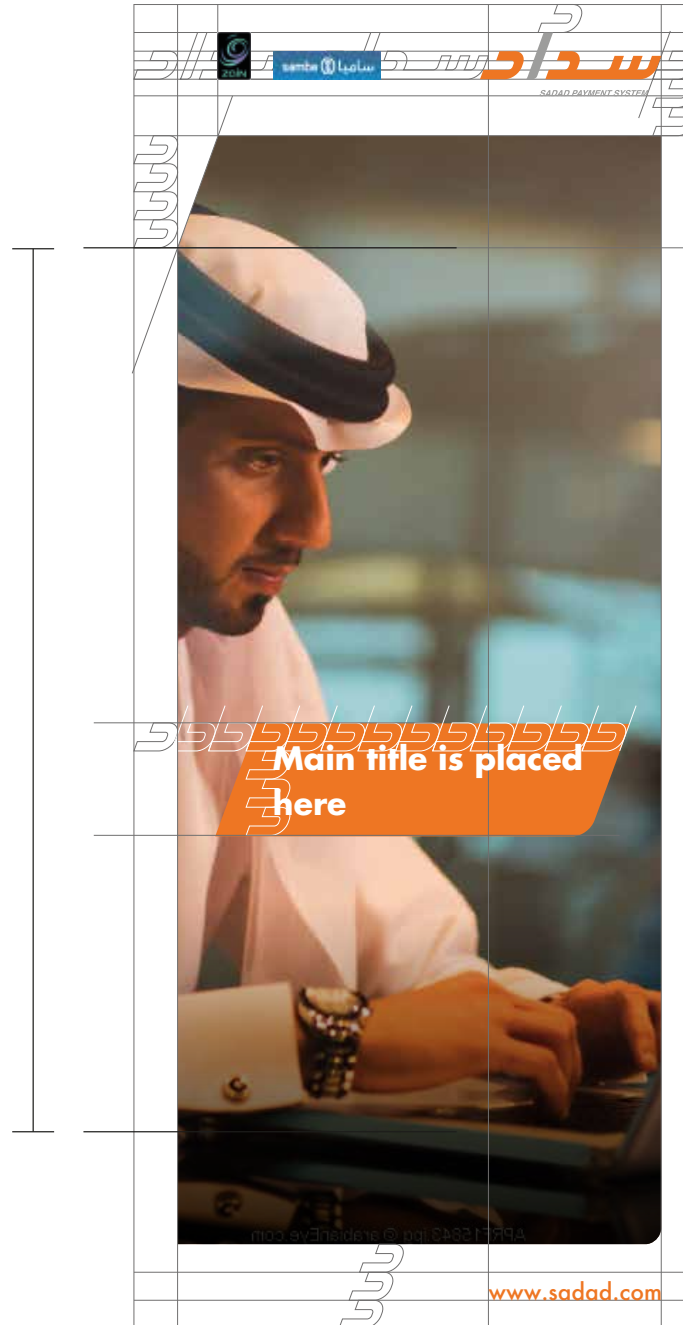The ads on this page show how to position a partner logo for Co-branding advertisements.

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Rollup
English

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