



SAUDI FEDERATION
FOR CYBERSECURITY,
PROGRAMMING AND
DRONES

**CORPORATE
IDENTITY
GUIDELINE**

©2017-2018

INDEX

1	COVERBOOK (FRONT)	17	ICON SPECIAL STYLE
2	INDEX	18	IMAGE STYLE
3	CONCEPT	19	LETTERHEAD
4	LOGO	20	CONTINUATION SHEET
5	FULL LOGO	21	ENVELOPE DL
6	GUIDE & GRIDS	22	ENVELOPE C4
7	LOGO USES	23	BUSINESS CARD
8	MARGIN ALLOWANCE	24	FOLDER
9	COLORS	25	NOTEPAD
10	TYPEFACE	26	ID CARD
11	SCREEN ID	27	INVITATION CARD
12	PROPER	28	ROLL-UP
13	IMPROPER	29	POP-UP
14	MINIMUM SIZE	30	POSTER
15	GRAPHIC ELEMENTS	31	FLAG
16	ICON STYLE	32	COVERBOOK (FRONT BACK)

WED, MAY 2, 2018

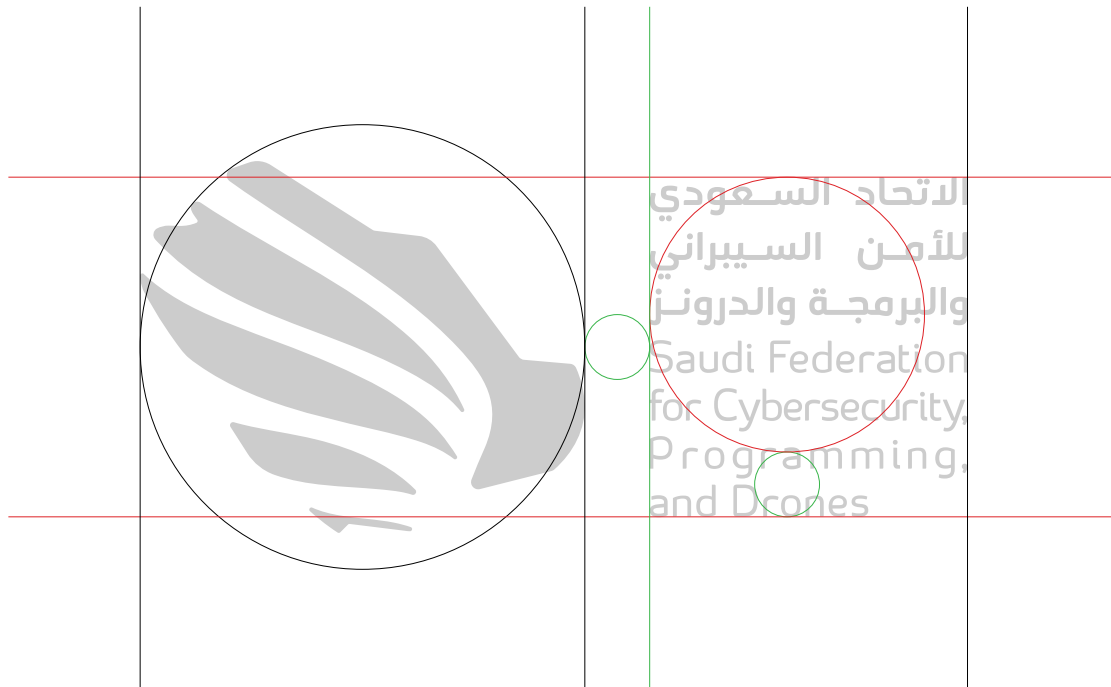


LOGO





الاتحاد السعودي
للأمن السيبراني
والبرمجة والدرونز
Saudi Federation
for Cybersecurity,
Programming,
and Drones



«GOLDEN RATIO»

LOGO USES

1. BASIC IMAGE



2. VERTICAL

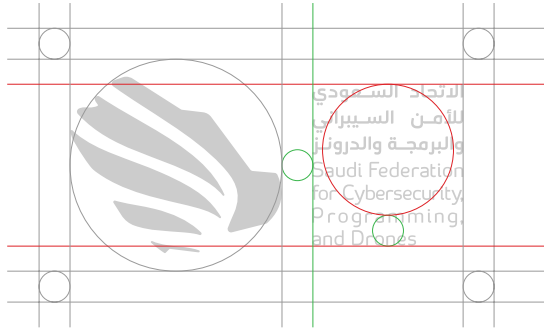


3. LOGO

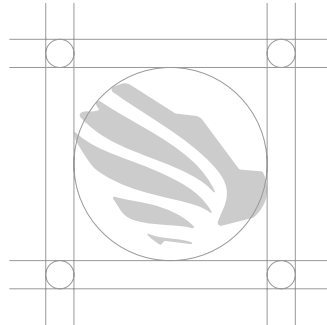


MARGIN ALLOWANCE

MARGIN GRIDS



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MARGIN ALLOWANCE



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COLORS

PRIMARY COLORS

TURQUOISE

CODES

PANTONE:
PMS 871 U

CMYK:
10; 20; 100; 25

RGB:
173; 152; 110

HEX/HTML:
#00ADBB

GRAY

CODES

PANTONE:
PMS COOL GRAY 11 U

CMYK:
66; 57; 51; 29

RGB:
84; 86; 90

HEX/HTML:
#54565A

SECONDARY COLORS

BLUE

CODES

PANTONE:
PMS 7705 U

CMYK:
82; 1; 94; 9

RGB:
52; 133; 91

HEX/HTML:
#006E96

BLACK

CODES

PANTONE:
PMS BLACK U

CMYK:
67; 64; 67; 67

RGB:
45; 42; 38

HEX/HTML:
#2D2A26

TYPEFACE

PRIMARY FONT

ENGLISH

FONT NAME: **STC**
PARAGRAPH STYLE: **Light, Regular, Bold**

PREVIEW:

1234567890-=_+!?*%()
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

1234567890-=_+!?*%()
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

1234567890-=_+!?*%()
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

ARABIC

FONT NAME: **STC**
PARAGRAPH STYLE: **Light, Regular, Bold**

PREVIEW:

()%*!+_=-٠٩٨٧٦٥٤٣٢١
أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي لاء ة

()%*!+_=-٠٩٨٧٦٥٤٣٢١
أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي لاء ة

()%*!+_=-٠٩٨٧٦٥٤٣٢١
أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي لاء ة

CSS WEB SAFE FONT

ENGLISH

FONT NAME: **Times New Roman**
PARAGRAPH STYLE: **Regular, Bold**

PREVIEW:

1234567890-=_+!?*%()
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

1234567890-=_+!?*%()
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

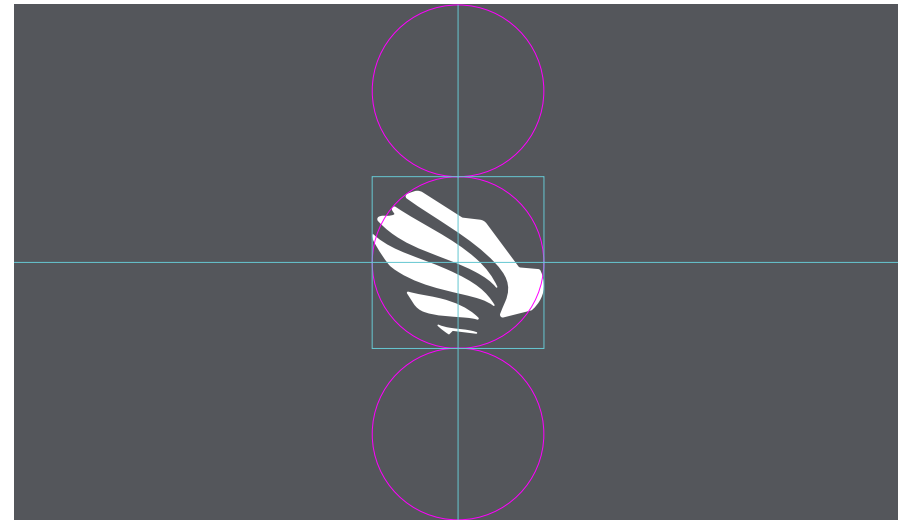
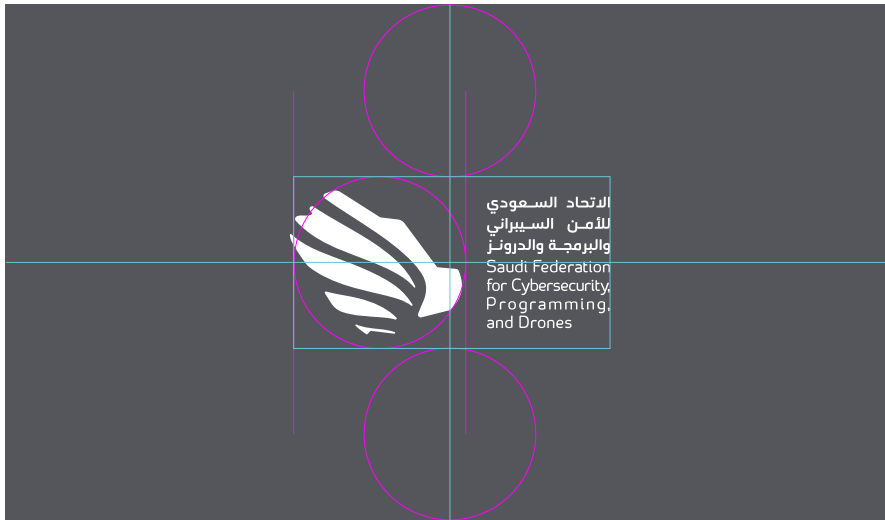
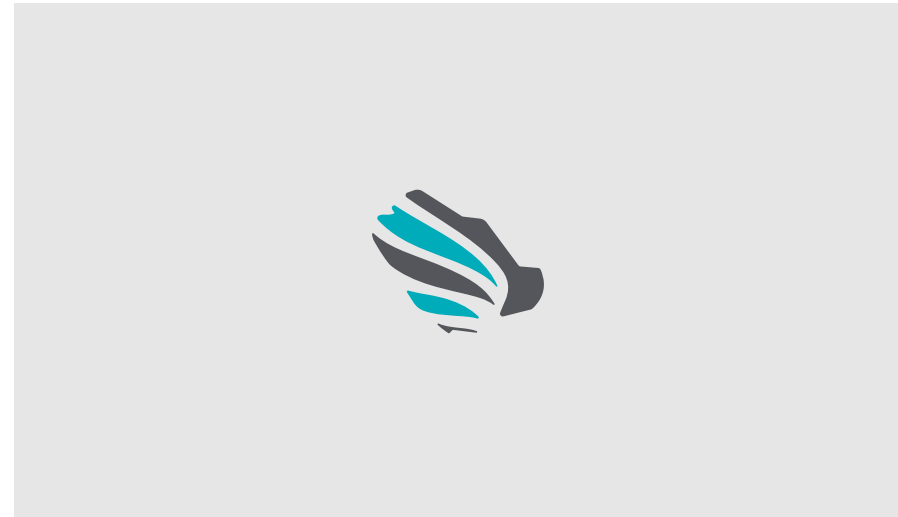
ARABIC

FONT NAME: **Times New Roman**
PARAGRAPH STYLE: **Regular, Bold**

PREVIEW:

()%*!+_=-٠٩٨٧٦٥٤٣٢١
أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي لاء ة

()%*!+_=-٠٩٨٧٦٥٤٣٢١
أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي لاء ة



PROPER



ORIGINAL



ONE COLOR (BLUE)



ONE COLOR (TURQUOISE)



100% BLACK & WHITE



ON SECONDARY BACKGROUND (GRAY)



ON BACKGROUND COLOR (TURQUOISE)



100% BLACK BACKGROUND



WHITE LOGO COLOR ON ONE OF GUIDELINE COLOR (TURQUOISE)



WHITE LOGO COLOR ON ONE OF GUIDELINE COLOR (BLUE)



WHITE LOGO COLOR ON ONE OF GUIDELINE COLOR (GRAY)



ORIGINAL LOGO COLOR ON BACKGROUND 20% GRAY OR LESS



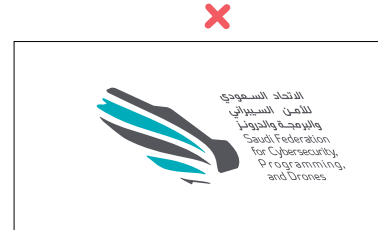
ONE COLOR OF GUIDELINE COLOR ON BACKGROUND 20% GRAY OR LESS



DO NOT **SCALE** HORIZONTALLY OR VERTICALLY



DO NOT **ROTATE**



DO NOT **SHEAR**



DO NOT **DISTORT** OF THE LOGO PROPORTION



DO NOT **STROKE**



DO NOT USE ANY **EFFECT**



DO NOT USE **3D** EFFECT



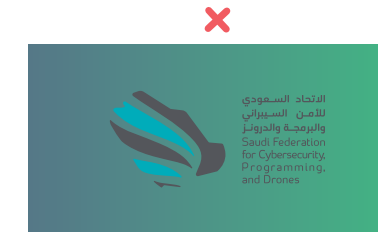
DO NOT USE AS A **WATERMARK**



DO NOT PUT THE LOGO ON **MORE THAN 20% GRAY**



DO NOT PUT THE LOGO ON A **DIFFERENT BACKGROUND COLORS**



DO NOT PUT THE LOGO ON A **DIFFERENT GRADATION BACKGROUND COLORS**



DO NOT PUT THE LOGO ON ANY **PHOTO**

MINIMUM SIZE

1. BASIC IMAGE

15.3 x 6.9mm



2. VERTICAL

8.2 x 13.9mm

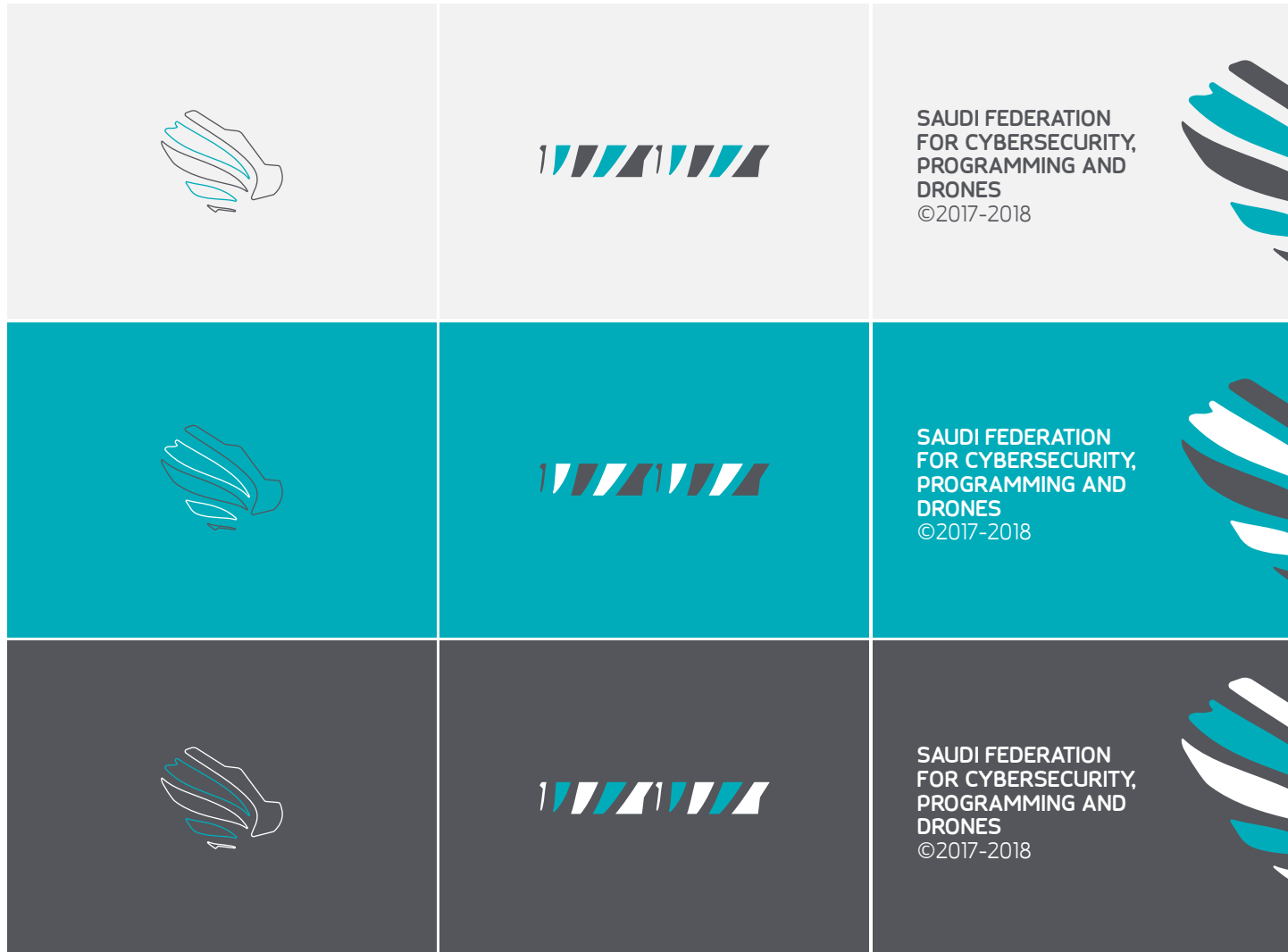


3. LOGO

8.3 x 6.9mm



GRAPHIC ELEMENTS



ICON STYLE



ICON SPECIAL STYLE





- THE IMAGE IS DOMINATED BY **DIGITAL** AND **GRAY** COLORS
- THE POSITION OF THE LOGO IS ACCORDING TO THE BACKGROUND COLORS

LETTERHEAD

DIMENSIONS

Artboard: **International Paper**

Size: **A4**

Logo Type: **Basic Image**

Logo Size: **53.1mm x24.5mm**

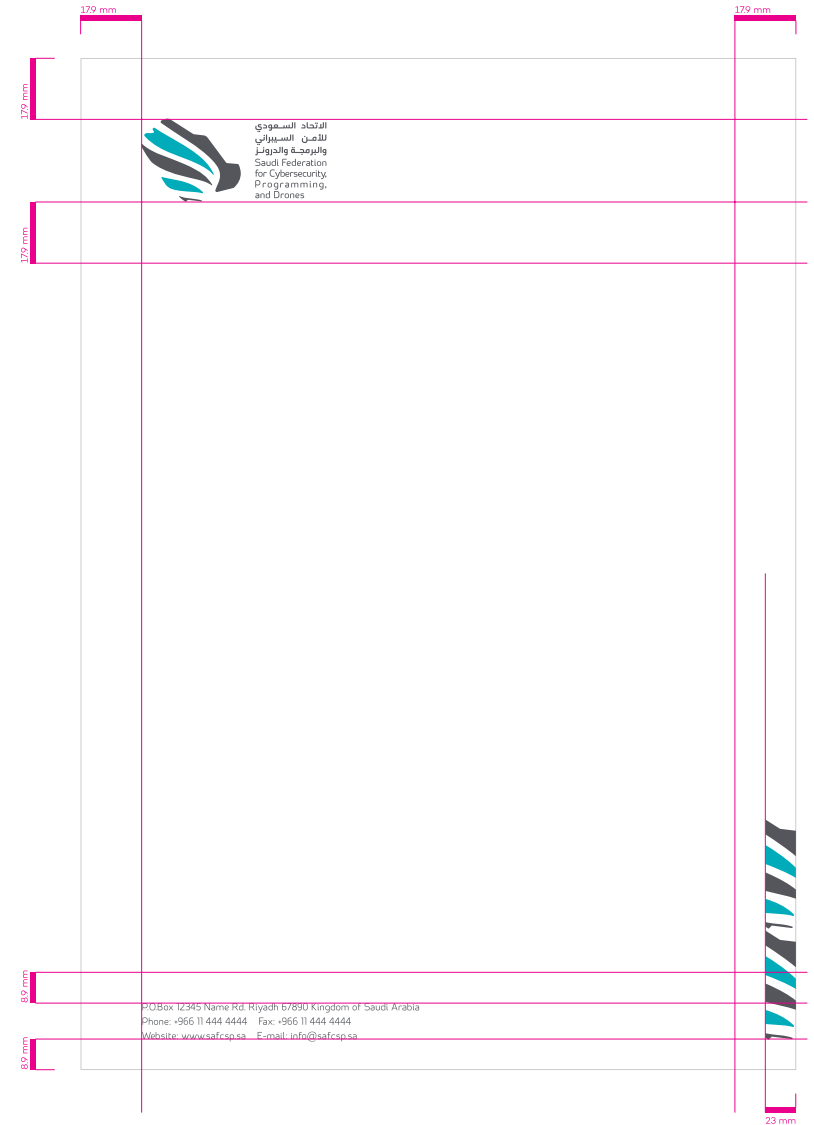
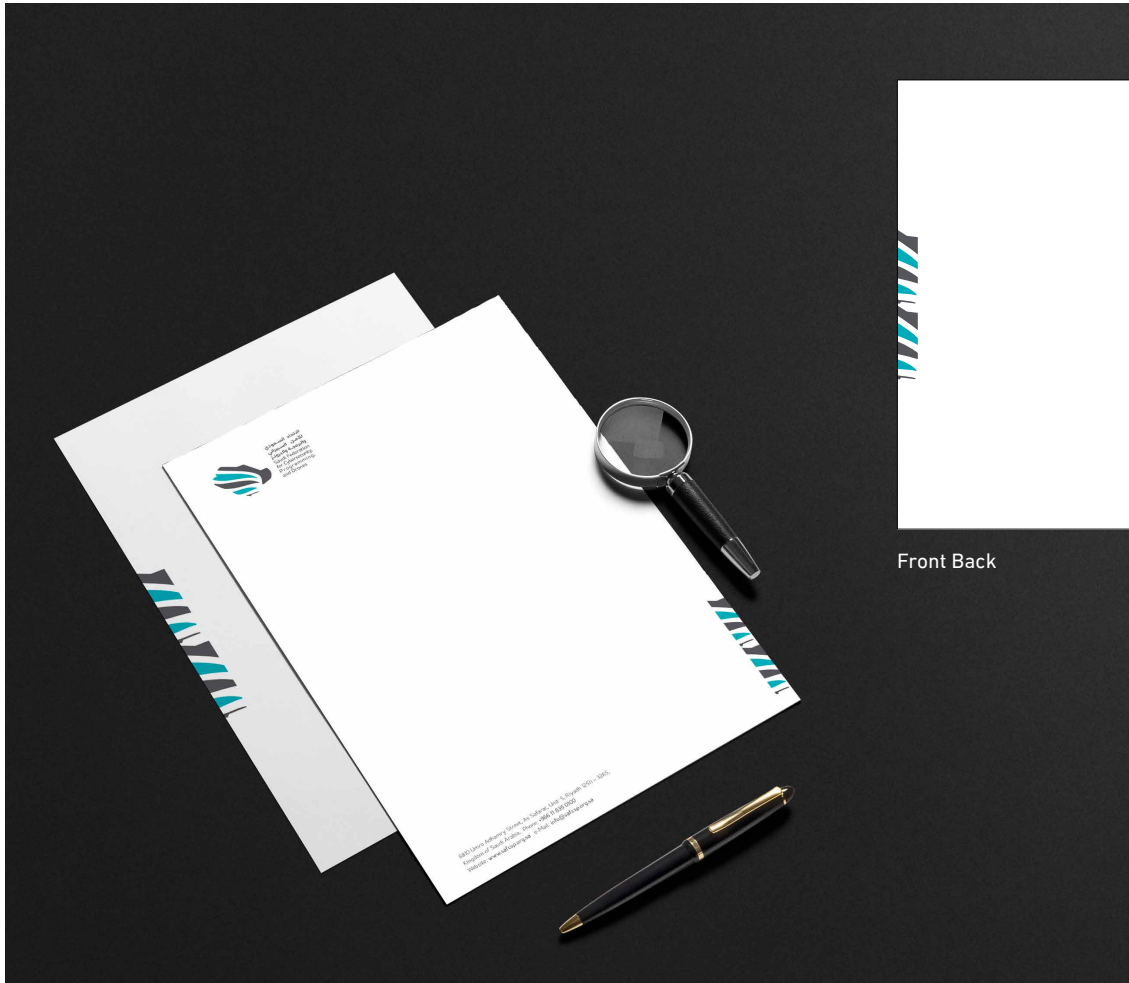
PRINT INFORMATION

Sheet Weight: **100 gm**

Sheet Type: **UK Concord (Semi Glossy)**

No. of Colors: **2 Colors**

Colors Type: **PMS**



CONTINUATION SHEET

DIMENSIONS

Artboard: **International Paper**

Size: **A4**

Logo Type: **Basic Image**

Logo Size: **53.1mm x24.5mm**

PRINT INFORMATION

Sheet Weight: **100 gm**

Sheet Type: **UK Concord (Semi Glossy)**

No. of Colors: **2 Colors**

Colors Type: **PMS**



ENVELOPE DL

DIMENSIONS

Artboard: **International Paper**

Size: **DL**

Logo Type: **Basic Image**

Logo Size: **53.1mm x24.5mm**

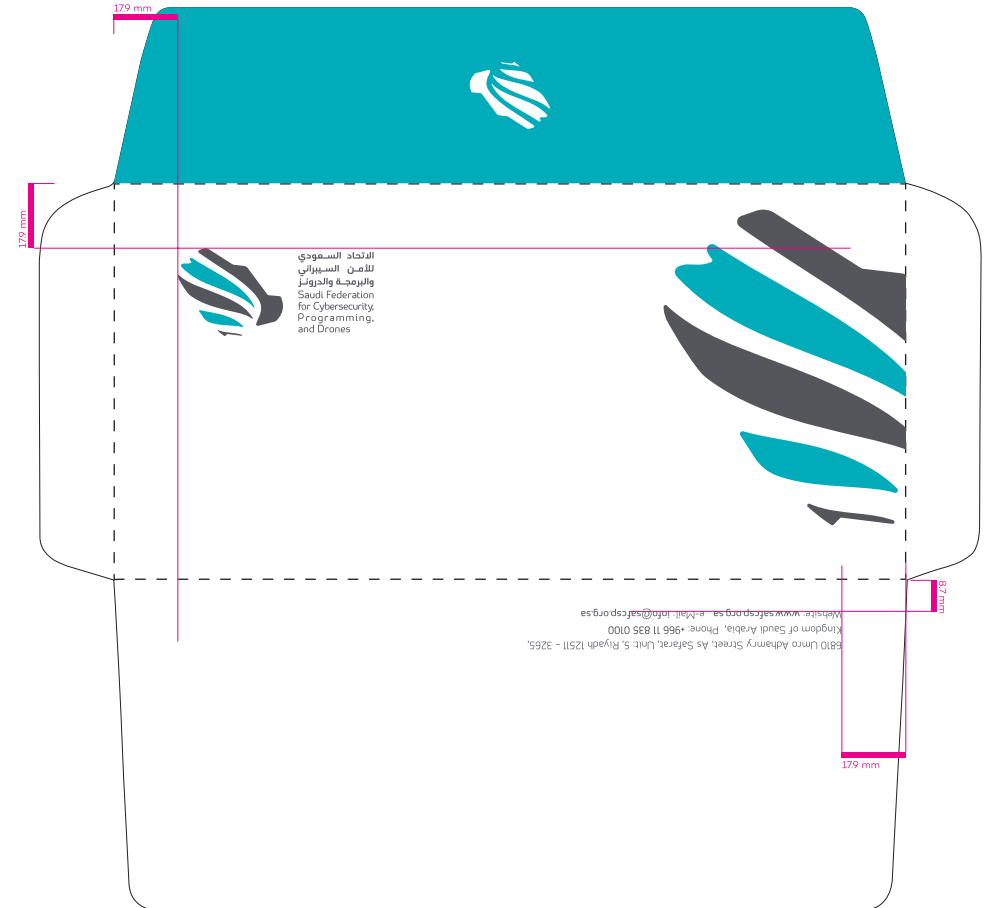
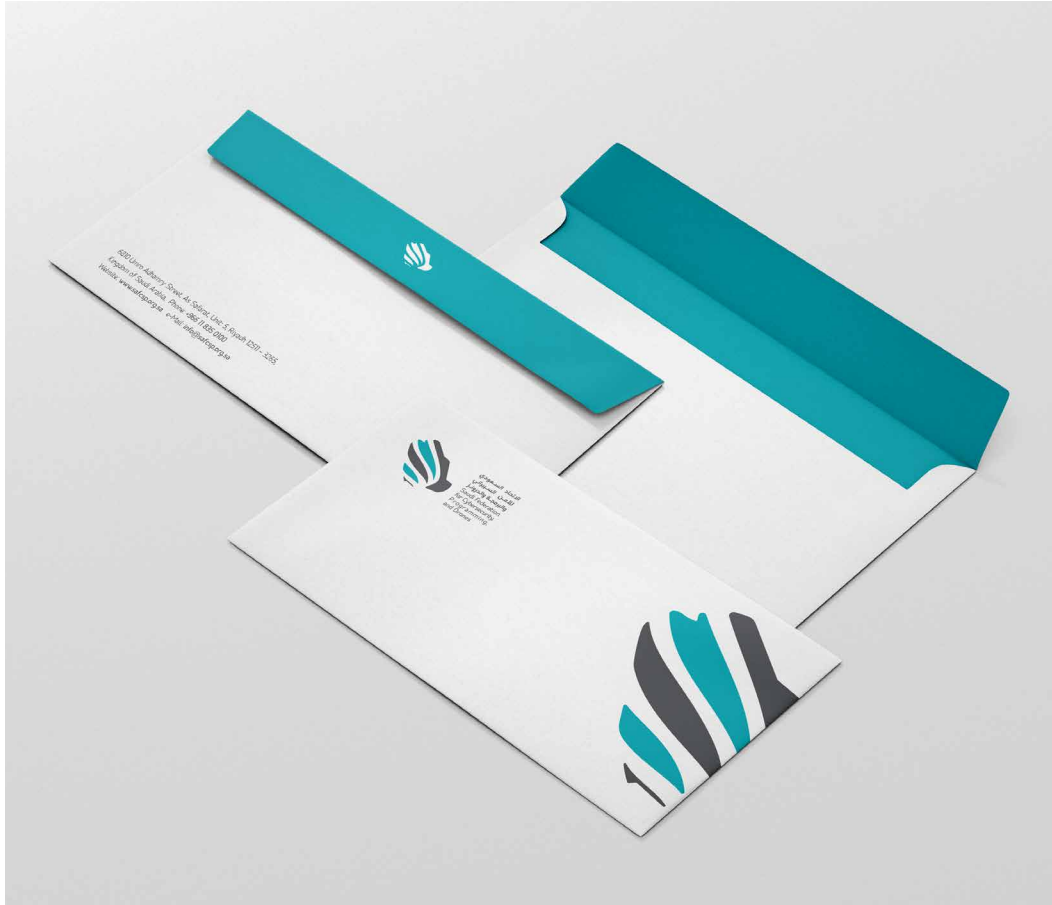
PRINT INFORMATION

Sheet Weight: **110 gm**

Sheet Type: **UK Concord (Ivory)**

No. of Colors: **2 Colors**

Colors Type: **PMS**



ENVELOPE C4

DIMENSIONS

Artboard: **International Paper**

Size: **C4**

Logo Type: **Basic Image**

Logo Size: **53.1mm x24.5mm**

PRINT INFORMATION

Sheet Weight: **120 gm**

Sheet Type: **Plain Paper (Saudi Standard)**

No. of Colors: **2 Colors**

Colors Type: **PMS**



BUSINESS CARD

DIMENSIONS

Artboard: **International Paper**
Size: **90mm x 50mm (2 sides)**
Logo Type: **Vertical**
Logo Size: **21.3mm x15.1mm**

PRINT INFORMATION

Sheet Weight: **350 gm**
Sheet Type: **Cochet Paper** Lamination: **Spot UV**
No. of Colors: **3 Colors**
Colors Type: **PMS**



FRONT

BACK FRONT

FOLDER

DIMENSIONS

Artboard: **International Paper**
Size: **230mm x 306mm (for 1 side)**
Logo Type: **Basic Image (Front)**
Vertical (Front Back)

PRINT INFORMATION

Sheet Weight: **350 gm**
Sheet Type: **Cochet Paper** Lamination: **Spot UV**
No. of Colors: **2 Colors**
Colors Type: **PMS**



NOTEPAD

DIMENSIONS

Artboard: **International Paper**
Notepad Size: **148mm x 210mm**
Memo Size: **100mm x 100mm**

PRINT INFORMATION

Cover Weight: **200 gm** Sheet Weight: **80 gm**
Cover Type: **Deluxe** Sheet Type: **Bristol**
No. of Colors: **4 Colors**
Colors Type: **PMS**



ID CARD

DIMENSIONS

Artboard: **International Paper**
 Size: **55mm x 85mm**
 Logo Type: **Basic Image**
 Logo Size: **27.3mm x12.6mm**

PRINT INFORMATION

Sheet Weight: **900 gm**
 Sheet Type: **PVC**
 No. of Colors: **4 Colors**
 Colors Type: **CMYK (Digital)**



INVITATION CARD

DIMENSIONS

Artboard: **International Paper**

Size: **A5 (for 1 side)**

PRINT INFORMATION

Sheet Weight: **300 gm**

Sheet Type: **Alabaster**

No. of Colors: **4 Colors**

Colors Type: **PMS**

Lamination: **Spot UV**



DIMENSIONS

Artboard: **International Paper**

Size: **850mm x 2,000mm**

Logo Type: **Basic Image**

Logo Size: **475mm x220mm**

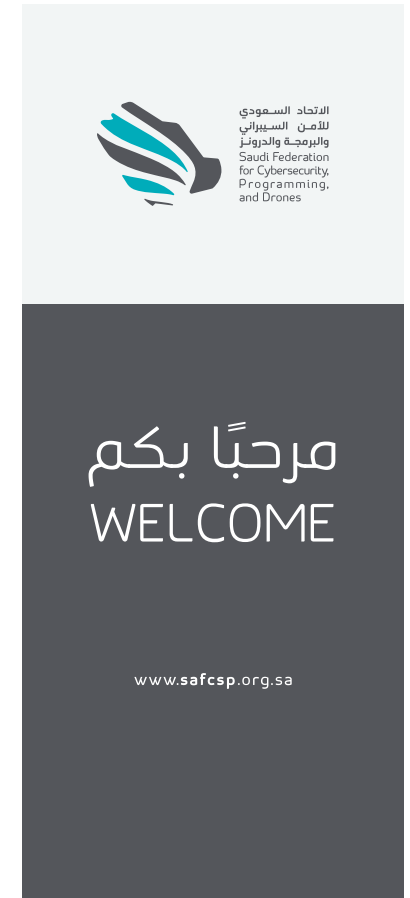
PRINT INFORMATION

Sheet Weight: **1.8 kg**

Sheet Type: **Banner (Saudi Standard - The Red Bag)**

No. of Colors: **2 Colors**

Colors Type: **CMYK**



DIMENSIONS

Artboard: **International Paper**Size: **4,000mm x 3,000mm**Logo Type: **Vertical**Logo Size: **350mm x585mm**

PRINT INFORMATION

Sheet Weight: **Saudi Standard - US**Sheet Type: **Viber - Hard Cover (Saudi Standard)**No. of Colors: **2 Colors**Colors Type: **CMYK**

DIMENSIONS

Artboard: **International Paper**
 Size: **700mm x 500mm (V/H)**
 Logo Type: **Basic Image**
 Logo Size: **69mm x49mm**

PRINT INFORMATION

Sheet Weight: **350 gm**
 Sheet Type: **Matt Roll (Saudi Standard)**
 No. of Colors: **4 Colors**
 Colors Type: **PMS**



FLAG

DIMENSIONS

Artboard: **International Paper**

Size: **1m x 3m**

PRINT INFORMATION

Sheet Weight: **600 gm**

Sheet Type: **Stan Cloth**

No. of Colors: **2 Colors**

Colors Type: **CMYK/ NCS**





THANK
YOU

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BY: MPA-CSMARC