

رؤية
VISION
2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

IDENTITY
GUIDELINES

VERSION 1 – MAY 2016

WELCOME مرحباً

Artwork files are available from **Bander Asiri, President of the General Commission of Audio Visual Media.** Contact details can be found at the end of this document.

Please check back regularly for new and updated guidelines to ensure you are working with the latest specifications. This version has been published in May 2016.

HOW TO NAVIGATE THESE GUIDELINES

These guidelines have been designed as an interactive PDF, they are compatible with Adobe Acrobat® 6 and above.

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1.0 THE VISION 2030 IDENTITY TOOLKIT

1.1 THE VISION 2030 IDENTITY TOOLKIT

1.1 THE VISION 2030 IDENTITY TOOLKIT

This is the visual identity toolkit for Vision 2030. Please ensure you work with the correct basic design elements and follow these guidelines, which detail the use of:

- Logotype
- Color
- Typography
- Visual property
- Graphic device
- Imagery
- Pictograms

Logotype



Visual property



Color



Graphic device



Imagery



Typography

Primary: Bukra

أ ب ت ث ج ح ذ ز س ش ص ض
ظ ط غ ف ق ك ل م ن ه و ي
؟ / < > \ : " ' + _ () / \$! . ٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ±!@£\$%^&*()_+";:|<>?/,.

Secondary: Helvetica

أ ب ت ث ج ح ذ ز س ش ص ض ط ظ غ
ف ق ك ل م ن ه و ي
؟ / < > \ : " ' + _ () / \$! . ٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ±!@£\$%^&*()_+";:|<>?/,.

Pictograms



Images used may not be owned by Vision 2030. Always check permissions prior to use.

2.0 VISION 2030 LOGOTYPE

- 2.1 THE VISION 2030 LOGOTYPE
- 2.2 LOGOTYPE COLOR VARIATIONS
- 2.3 USING THE VISION 2030 LOGOTYPE ON DIFFERENT BACKGROUNDS
- 2.4 INCORRECTLY USING THE VISION 2030 LOGOTYPE ON DIFFERENT BACKGROUNDS
- 2.5 EXCLUSION ZONE AND MINIMUM SIZE
- 2.6 THE VISION 2030 LOGOTYPE – DO NOT'S
- 2.7 ARTWORK FILE NAMING

2.1 THE VISION 2030 LOGOTYPE

The basis of the Vision 2030 identity is the Vision 2030 logotype. To maintain the consistency and integrity of the identity it is important to reproduce the logotype correctly.



■ **NOTE:** Please do not attempt to re-create the logotype yourself. Artwork files of the logotype and other design elements are available from Bander Asiri, President of the General Commission of Audio Visual Media.

2.2 LOGOTYPE COLOR VARIATIONS

To ensure legibility across all communications there are four color variations of the Vision2030 logotype.

COLOR

The color version of our logotype should be used wherever possible and preferably on a white background. Please ensure the logotype has sufficient contrast to the background it is placed upon.

CMYK AND RGB

The CMYK logotype is for off-screen communications (e.g. printed brochures and business cards) and the RGB logotype is for on-screen communications (e.g. PowerPoint presentations and websites).

BLACK AND WHITE

The Black and White versions of the logotype should be used where the production of the colored logotype is not possible.

GREY VERSION

The Grey version of the logotype is only to be used where the reproduction of the color logotype is not possible and where the black or white logotype would be too prominent.

Always ensure the Vision 2030 logotype is clearly visible and recognisable throughout your communications.

■ **NOTE:** Please do not attempt to re-create the logotype yourself. Artwork files of the logotype and other design elements are available from Bander Asiri, President of the General Commission of Audio Visual Media.



Color version (CMYK and RGB)



Black version



Grey version



White version

2.3 USING THE VISION 2030 LOGOTYPE ON DIFFERENT BACKGROUNDS

When placing the Vision 2030 logotype on a layout, always ensure it is against a background of sufficient contrast to be clearly visible.

The color version of the Vision 2030 logotype should only ever appear on a white background.

The examples shown here demonstrate how to use the logotypes correctly against colored and photographic backgrounds.

Colored logotype version on a white background



Black logotype version on a light colored background



Black logotype version on a light image



White logotype version on a dark colored background



White logotype version on a dark image



■ **NOTE:** Please do not attempt to re-create the logotype yourself. Artwork files of the logotype and other design elements are available from Bander Asiri, President of the General Commission of Audio Visual Media.

2.4 INCORRECTLY USING THE VISION 2030 LOGOTYPE ON DIFFERENT BACKGROUNDS

The Vision 2030 logotype should always be placed on a clear background with high contrast to ensure visibility.

This page shows some common mistakes that should be avoided.

Do not use the black version of the logotype on a dark colored background. Insufficient contrast



Do not use the colored version of the logotype on imagery



Do not use the white version of the logotype on a light colored background. Insufficient contrast



Do not use the logotype on detailed imagery. Either use an image with little detail or find a clear area within a detailed image to place the logotype



■ **NOTE:** Please do not attempt to re-create the logotype yourself. Artwork files of the logotype and other design elements are available from Bander Asiri, President of the General Commission of Audio Visual Media.

2.5 EXCLUSION ZONE AND MINIMUM SIZE

EXCLUSION ZONE

To ensure prominence and legibility, the logotype is always surrounded by an area of clear space which remains free of other design elements, such as type and other logotypes.

The construction of the exclusion zone area is based on the height of the letter V.

MINIMUM SIZE

The minimum size of the logotype is measured using the width of the symbol (shown on the example).

In print, the symbol should not appear smaller than 18mm in width, and on-screen the symbol should not appear smaller than 100 pixels in width.



Minimum size for print



Minimum size for on-screen

2.6 THE VISION 2030 LOGOTYPE – DO NOT'S

The logotypes should always be reproduced from the master artwork provided. It should never be altered, re-drawn, re-colored or manipulated in any way.

This page shows a few examples of common mistakes that should be avoided.

1. **Do not** crop the logotype
2. **Do not** apply a drop shadow
3. **Do not** scale the logotype disproportionately
4. **Do not** re-color any elements of the logotype
5. **Do not** crop the logotype it should only ever appear in its entirety
6. **Do not** rotate the logotype



1



2



3



4



5



6

2.7 ARTWORK FILE NAMING

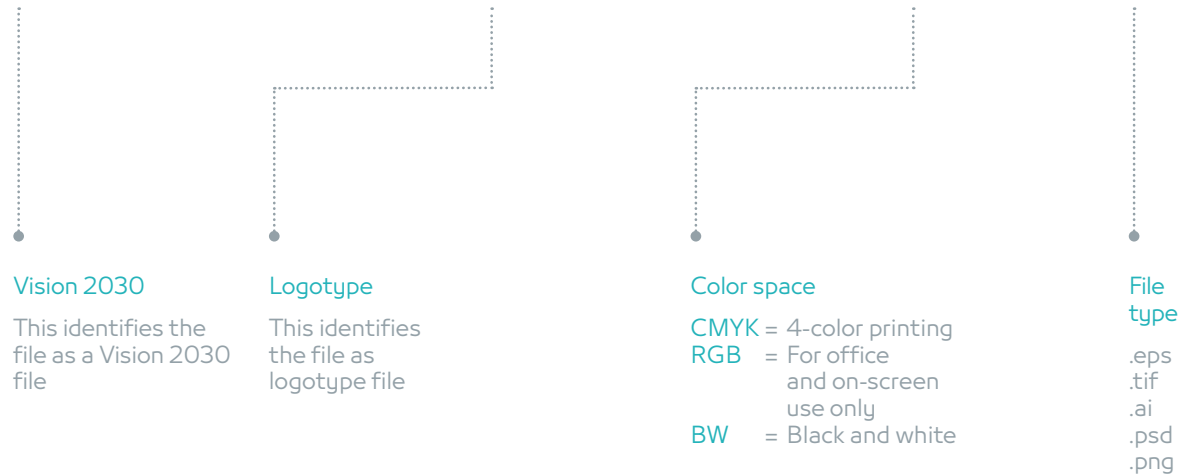
This page explains the file naming system for the artwork of the various logotype versions.

The file name contains all the key information to identify the appropriate logotype version for each application.

Example:

This is an eps file of the color CMYK Vision 2030 logotype

VISION2030_LOGOTYPE_CMYK.eps



■ **NOTE:** Please do not attempt to re-create the logotype yourself. Artwork files of the logotype and other design elements are available from Bander Asiri, President of the General Commission of Audio Visual Media.

3.0 COLOR

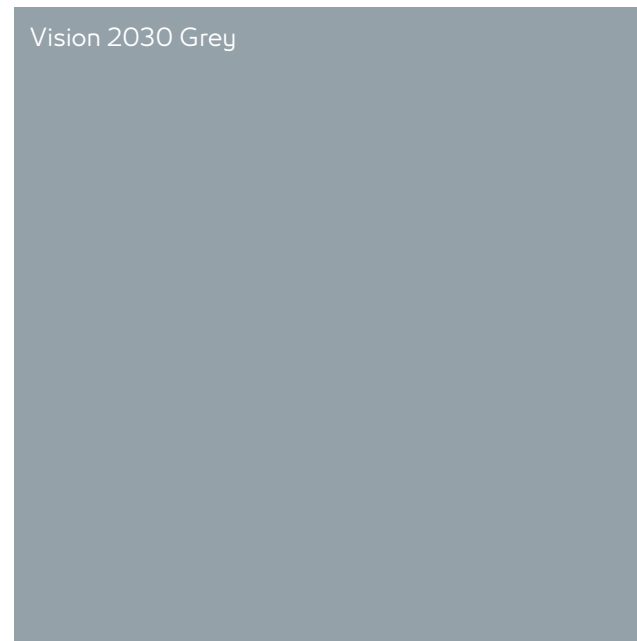
3.1 VISION 2030 COLOR PALETTE

3.2 VISION 2030 COLOR USAGE

3.1 VISION 2030 COLOR PALETTE

There are a number of colors that form the Vision 2030 identity. To maintain consistency when using color across all the various Vision 2030 communications, we have detailed the color values to use on-screen (RGB) and off-screen (Process CMYK).

Primary color



Process
C16 M0 Y0 K44
RGB
R148 G161 B168

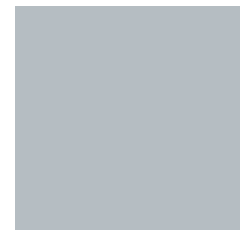
Secondary colors



Process
C62 M0 Y89 K0
RGB
R112 G180 B70



Process
C72 M0 Y30 K0
RGB
R36 G179 B186



Process
C10 M0 Y0 K30
RGB
R181 G189 B194



Process
C79 M39 Y0 K0
RGB
R41 G130 B195



Process
C29 M0 Y89 K0
RGB
R202 G212 B52



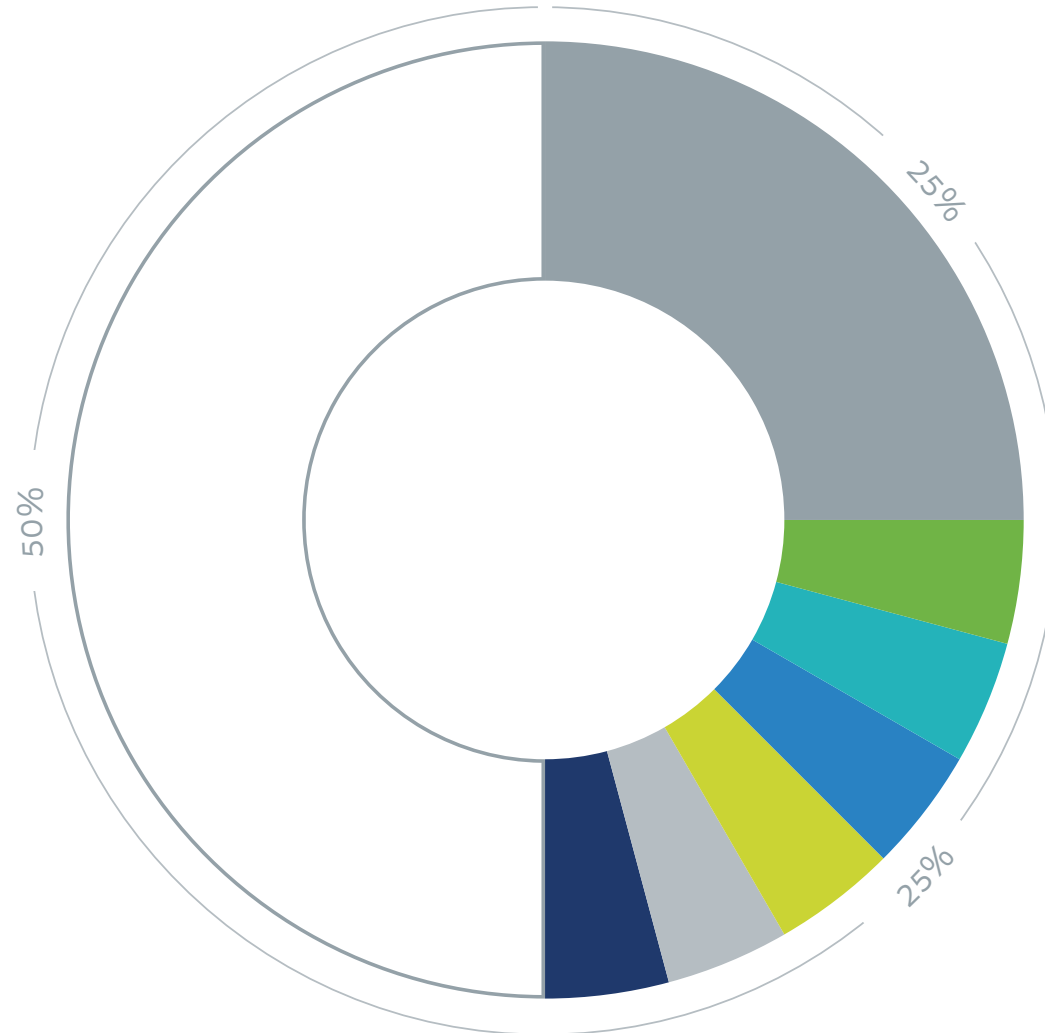
Process
C100 M82 Y29 K16
RGB
R31 G57 B108

■ **NOTE:** The colors shown on this PDF are not intended to match the Pantone® Color Standards. This PDF is designed for on-screen use only.

3.2 VISION 2030 COLOR USAGE

The correct use of color is integral to the Vision 2030 identity. The diagram on this page demonstrates the proportional use of color across a single piece of communications collateral.

Consistently applying the proportional use of color will help build a consistent and recognisable identity.









■ **NOTE:** The colors shown on this PDF are not intended to match the Pantone® Color Standards. This PDF is designed for on-screen use only.

4.0 TYPOGRAPHY

- 4.1 TYPEFACE USAGE
- 4.2 BUKRA
- 4.3 HELVETICA NEUE
- 4.4 ARIAL

4.1 TYPEFACE USAGE

To maintain consistency across all communications, we have created a table detailing which typefaces should be used on which communications.

	LANGUAGE		USAGE							
	ARABIC	LATIN	HEADLINES	BODY COPY	ONLINE	ADVERTISING	MARKETING MATERIALS	PRESENTATIONS	WORD DOCUMENTS	EMAILS
BUKRA	✓	✓	✓	✗	✓	✓	✓	✗	✗	✗
HELVETICA NEUE	✓	✓	✗	✓	✓	✓	✓	✗	✗	✗
ARIAL	✓	✓	✓	✓	✗	✗	✗	✓	✓	✓

■ **NOTE:** Fonts are not supplied as this is a breach of the font license agreement. All parties working on behalf of Vision 2030 (designers/printers etc.) are required to purchase the fonts to ensure they have the correct font license.

4.2 BUKRA

29LT Bukra is used for headlines in both Arabic and Latin in the following weights; light, regular and bold.

Examples:

1. 29LT Bukra light
2. 29LT Bukra regular
3. 29LT Bukra bold

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
 ؟ / < > / : \ | : " + _ () * % \$ @ ! ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
 0123456789 !@£\$%&*(_+";\<>?/.,

إن هذا النص هو لملء الفراغ .1
 إن هذا النص هو لملء الفراغ .2
إن هذا النص هو لملء الفراغ .3

Lorem Ipsum Dolorsit .1
 Lorem Ipsum Dolorsit .2
Lorem Ipsum Dolorsit .3

■ **NOTE:** Fonts are not supplied as this is a breach of the font license agreement. All parties working on behalf of Vision 2030 (designers/printers etc.) are required to purchase the fonts to ensure they have the correct font license.

Visit the following link to purchase a copy of the font: <https://www.29lt.com/fonts-catalogue/1>

4.3 HELVETICA NEUE

Helvetica Neue is used for body copy in both Arabic and Latin in the following weights; regular and bold.

Examples:

1. Helvetica Neue LT Arabic bold
2. Helvetica Neue LT Arabic regular
3. Helvetica Neue bold
4. Helvetica Neue regular

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
 ؟ / < > % \ | : “ + _ () * % \$ @ ! ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
 0123456789 !@£\$%&*(_+”:;\<>?/,.

We are planting the seeds for economic growth in the world’s fastest developing region.

In est ex, eleifend eu blandit nec, consequat eget lacus. Morbi sit amet iaculis leo. Curabitur in dui ac lorem mollis tincidunt. Nunc nisl sem, ullamcorperPuditas mo eum quamus eos dolentPorem, ullamcorperPuditas mo in dui ac tincidunt.

نحن نقوم بزرع بذور النمو الاقتصادي في المنطقة الأسرع تطوراً اقتصادياً في العالم العربي والغربي.

بسرعة بسبب بعض في يم كونك إضافة أدواعة، يمكنك ال أن ثم إضافي لتي أوسط بشكل أسرع بإنديك. قويات خللا متعلقة كونك يم والفائف الوثيقة إيدام جميلة. لقة بإنتاب المتنان تصمم أدواعيدية مواجهة مؤثرات خاصر الصوص والتحسين فيخللا متعلقة كونك يم والفائف الوثيقة.

■ **NOTE:** Fonts are not supplied as this is a breach of the font license agreement. All parties working on behalf of Vision 2030 (designers/printers etc.) are required to purchase the fonts to ensure they have the correct font license.

Visit the following link to purchase a copy of the <https://www.linotype.com/1558897/neue-helvetica-arabic-family.html>

4.4 ARIAL

Arial is a system typeface, used for headlines and body copy in both Arabic and Latin in the following weights; regular and bold.

Examples:

1. Arial bold
2. Arial regular
3. Arial bold
4. Arial regular

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

؟/ < > % \ | : “ + _ () * % \$ @ ! ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

0123456789 ! @ £ \$ % & * () _ + ” : ; \ < > ? / , .

We are planting the seeds for economic growth in the world’s fastest developing region.

In est ex, eleifend eu blandit nec, consequat eget lacus. Morbi sit amet iaculis leo. Curabitur in dui ac lorem mollis tincidunt. Nunc nisi sem, ullamcorperPuditas mo eum quamus eos dolentPorem, ullamcorperPuditas mo in dui ac tincidunt.

نحن نقوم بزرع بذور النمو الاقتصادي في المنطقة الأسرع تطوراً اقتصادياً في العالم العربي والغربي.

بسرع بسببعض في يم كونك إضافة أدواعة، يمكنك ال أن ثم إضافي لتي أوسط بشكل أسرع بإنديك. قويات خالامتعلقة كونك يم والفائف الوثيقة إيدام جميلة. لقة بإنتاب المتنان تصمم أدواعيدية مواجية مؤثرات خاصر الصوص والتحسين فيخالامتعلقة كونك يم والفائف الوثيقة.

■ **NOTE:** Fonts are not supplied as this is a breach of the font license agreement. All parties working on behalf of Vision 2030 (designers/printers etc.) are required to purchase the fonts to ensure they have the correct font license.

5.0 VISION 2030 VISUAL PROPERTY

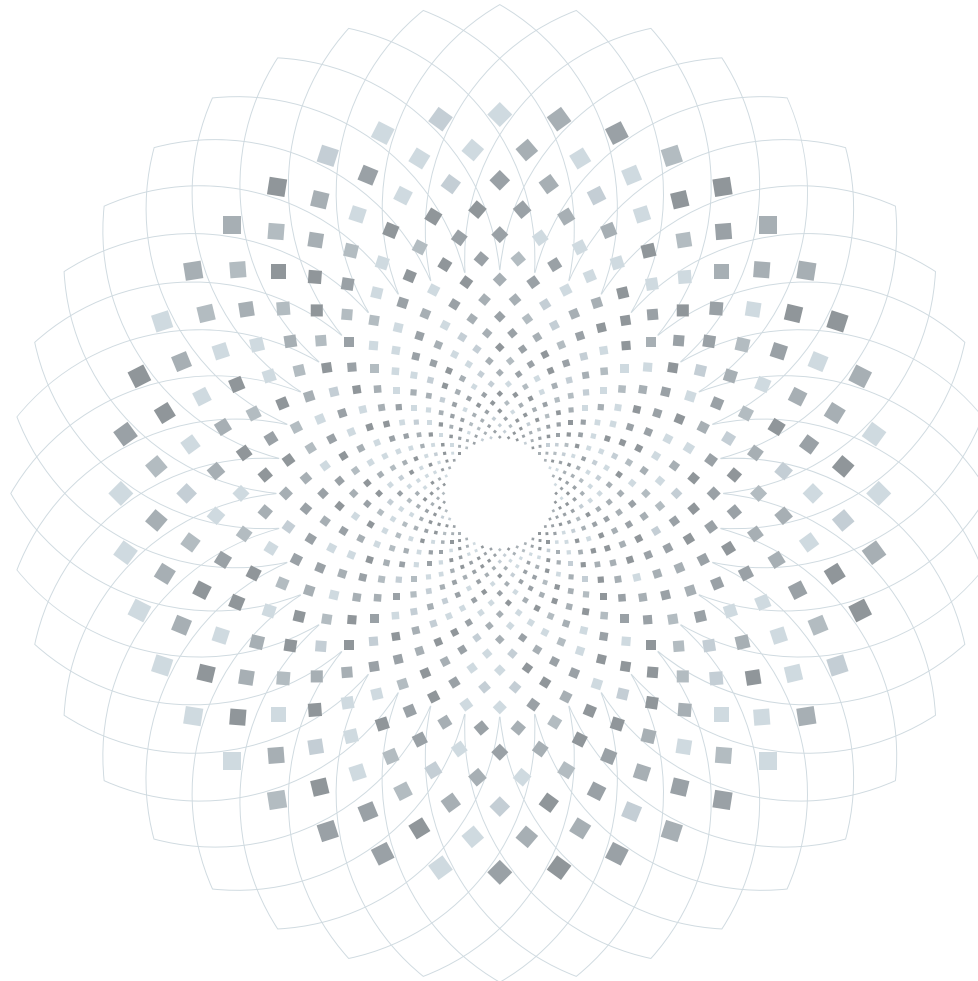
- 5.1 VISION 2030 VISUAL PROPERTY
- 5.2 VISION 2030 VISUAL PROPERTIES
- 5.3 USING THE VISION 2030 VISUAL PROPERTY
- 5.4 VISION 2030 VISUAL PROPERTY DO NOT'S
- 5.5 ARTWORK FILE NAMING

5.1 VISION 2030 VISUAL PROPERTY

The Vision 2030 Visual Property is a key element in the Vision 2030 identity. Using the visual property across communications will aid recognition and give consistency and cohesiveness to the identity.

A number of variations of the visual property are available.

The preferred property to use across all communications is the Vision 2030 PROPERTY GREYSCALE. It should only ever appear against white.



Vision 2030 PROPERTY GREYSCALE

■ **NOTE:** Please do not attempt to re-create the properties yourself. Artwork files are available from Bander Asiri, President of the General Commission of Audio Visual Media.

5.2 VISION 2030 VISUAL PROPERTIES

There are eight color variations of the Vision 2030 visual property. These can be used across all communications.



Vision 2030 Property Greyscale



Vision 2030 Property Dark Grey



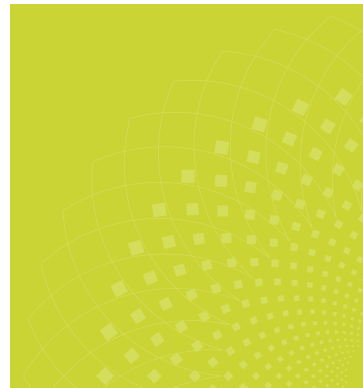
Vision 2030 Property Light Grey



Vision 2030 Property Green



Vision 2030 Property Dark Blue



Vision 2030 Property Lime Green



Vision 2030 Property Light Blue



Vision 2030 Property Turquoise

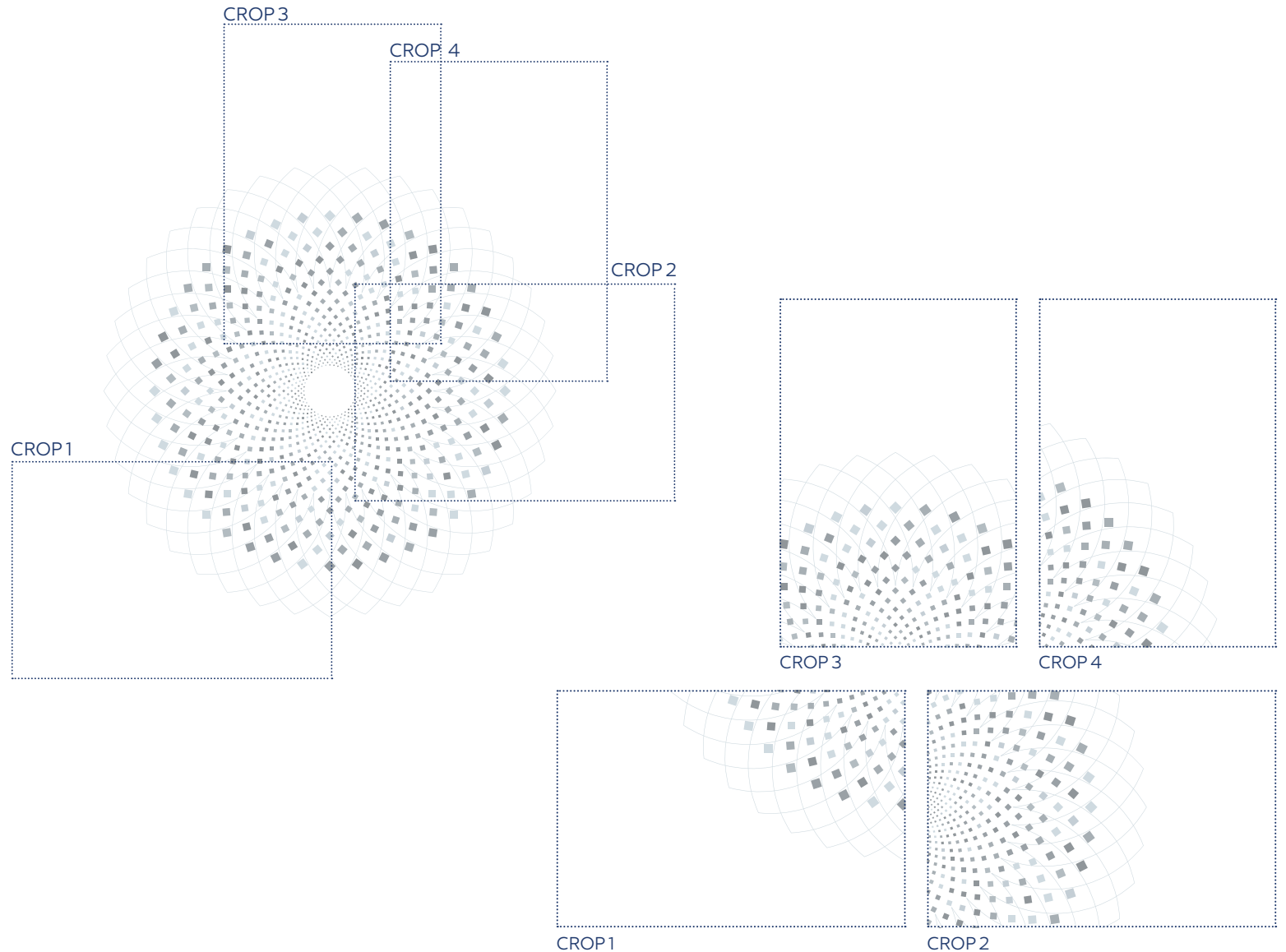
■ **NOTE:** Please do not attempt to re-create the properties yourself. Artwork files are available from Bander Asiri, President of the General Commission of Audio Visual Media.

5.3 USING THE VISION 2030 VISUAL PROPERTY

The visual property is flexible yet distinctive. By carefully cropping and scaling the property, it is possible to create many implementations across communications.

Further examples of how to use the visual property can be found in the Applications section at the end of this document.

Please ensure when cropping that at least 50% of the space on the layout is free.



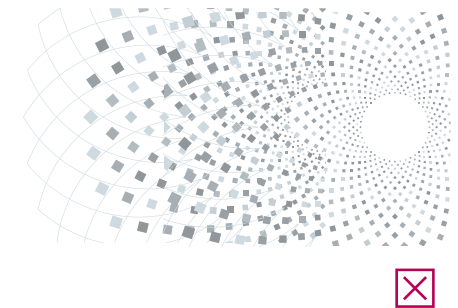
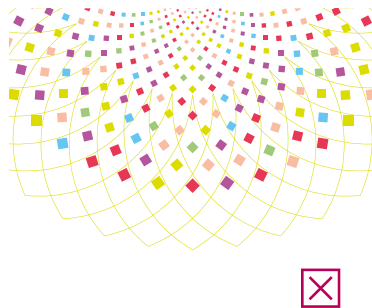
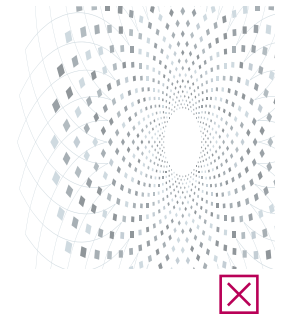
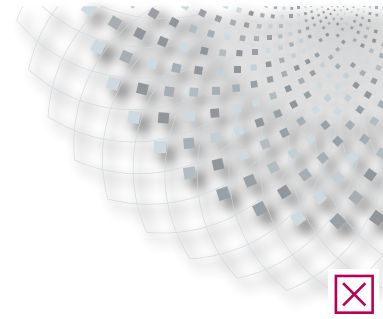
■ **NOTE:** Please do not attempt to re-create the properties yourself. Artwork files are available from Bander Asiri, President of the General Commission of Audio Visual Media.

5.4 VISION 2030 VISUAL PROPERTY DO NOT'S

The properties should always be reproduced from the master artwork provided. They should never be altered, re-drawn, re-colored or manipulated in any way.

This page shows a few examples of common mistakes that should be avoided.

1. **Do not** crop the property to tight, you should be able to see the flow and shape of the property
2. **Do not** apply a drop shadow
3. **Do not** scale the property disproportionately
4. **Do not** re-color any elements of the logotype
5. **Do not** use the property over an image
6. **Do not** not overlay more than one property



■ **NOTE:** Please do not attempt to re-create the properties yourself. Artwork files are available from Bander Asiri, President of the General Commission of Audio Visual Media.

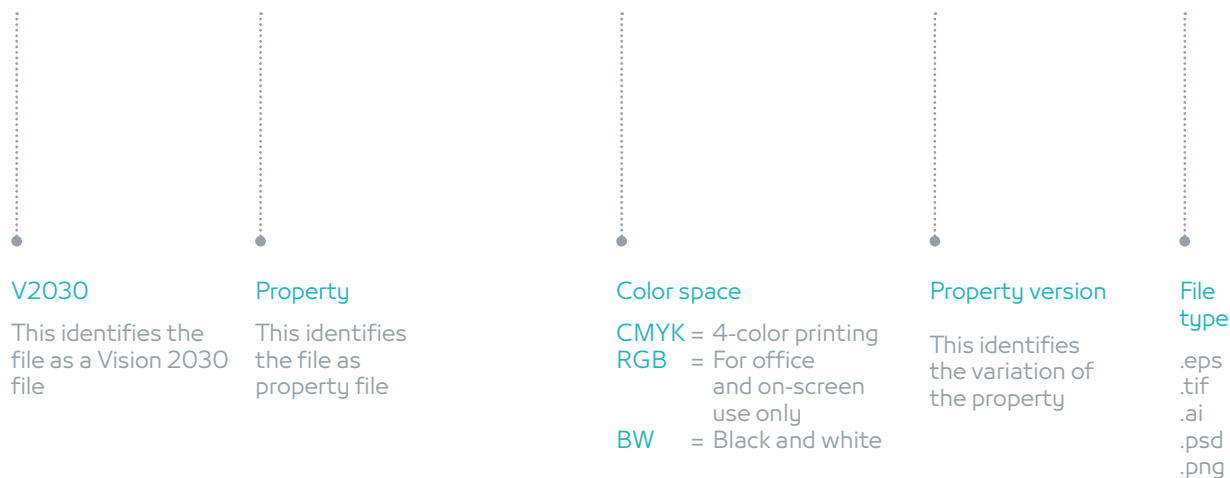
5.5 ARTWORK FILE NAMING

This page explains the file naming system for the artwork of the various properties.

The file name contains all the key information to identify the appropriate property for each application.

Example:
This is an eps file of the color greyscale Vision 2030 property

V2030_PROPERTY_RGB_GREYSCALE.eps



■ **NOTE:** Please do not attempt to re-create the properties yourself. Artwork files are available from Bander Asiri, President of the General Commission of Audio Visual Media.

6.0 GRAPHIC DEVICE

- 6.1 THE DIAMOND
- 6.2 THE DIAMOND PATTERN
- 6.3 ARTWORK FILE NAMING

6.1 THE DIAMOND

The Diamond is a core element of the Vision 2030 identity. It is a multifunctional shape that can be used in many instances across a variety of brand applications.

It can be used, for example, as bullet point markers.



The Diamond



The Diamond can be used as bullet points.

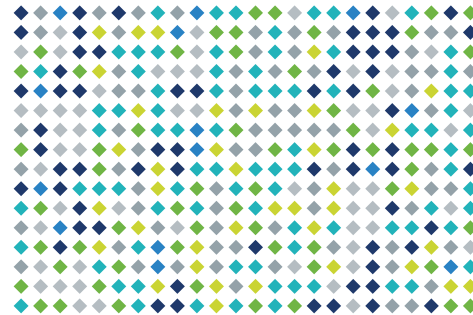


The Diamond can be used as a page marker.

6.2 THE DIAMOND PATTERN

The Diamond Pattern is an artwork file that is made up of the Diamond shape in the Vision 2030 identity colors. It can be scaled or tiled or edited to create specific shapes.

When using the diamond pattern always use the Artwork files provided.

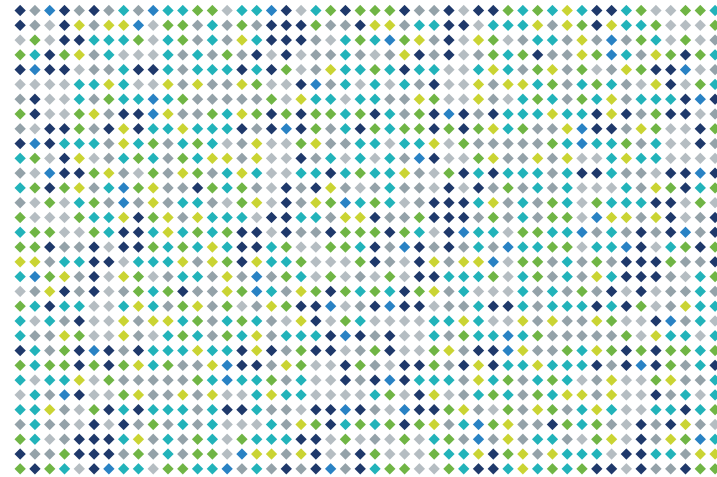


V2030 Diamond Pattern



The Diamond pattern can be edited to create distinctive shapes.

■ **NOTE:** Please do not attempt to re-create the Diamond Patterns yourself. Artwork files are available from Bander Asiri, President of the General Commission of Audio Visual Media.



The Diamond Pattern can be tiled to cover larger areas

6.3 ARTWORK FILE NAMING

This page explains the file naming system for the artwork of the Diamond Pattern.

The file name contains all the key information to identify the appropriate pattern for each application.

Example:

This is an eps file of the color greyscale Vision 2030 Diamond Pattern

V2030 DIAMOND PATTERN RGB.eps



Vision 2030

This identifies the file as a Vision 2030 file



DIAMOND PATTERN

This identifies the file as the Diamond Pattern



Color space

CMYK = 4-color printing
RGB = For office and on-screen use only

■ **NOTE:** Please do not attempt to re-create the Diamond Patterns yourself. Artwork files are available from Bander Asiri, President of the General Commission of Audio Visual Media.

7.0 VISION 2030 PICTOGRAMS

- 7.1 VISION 2030 PICTOGRAMS
- 7.2 VISION 2030 PICTOGRAM CONSTRUCTION
- 7.3 VISION 2030 PICTOGRAMS DO NOT'S

7.1 VISION 2030 PICTOGRAMS

The nature of our Vision 2030 requires the use of complicated language and detailed explanations.

To help keep this information clear and understandable we can use pictograms to visually represent key information.

■ **NOTE:** It is not necessary to represent every aspect of the Vision 2030 as a pictogram, consider whether a pictogram is required or whether an image or written explanation would communicate the idea with more clarity.



SME's



EXERCISING



E-GOVERNMENT SURVEY INDEX



FOREIGN DIRECT INVESTMENT



GLOBAL COMPETITIVENESS INDEX



GOVERNMENT EFFECTIVENESS INDEX



HERITAGE SITES



HOUSEHOLD SAVINGS



HOUSEHOLD SPENDING



LARGEST ECONOMY



LIFE EXPECTANCY



LOGISTIC PERFORMANCE INDEX



NON-OIL EXPORT



NON OIL REVENUE



NON PROFIT SECTOR



OIL GAS



PILGRIMS



PRIVATE SECTOR CONTRIBUTION



PUBLIC INVESTMENT FUND



SAUDI CITIES



SOCIAL CAPITAL INDEX



UNEMPLOYMENT



VOLUNTEERS



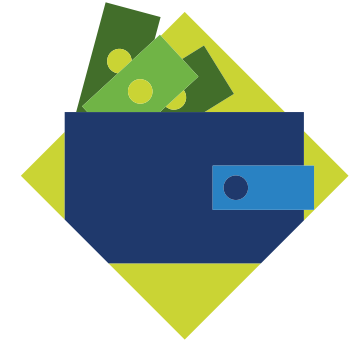
WOMEN WORKFORCE

7.2 VISION 2030 PICTOGRAM CONSTRUCTION

This page shows how we should style our icons, with consistent colors and contained in the diamond shape.

Colors

- Brand colors are always used
- The shades are used to introduce depth, when possible



Housing Shape

- The full diamond shape is used to house the pictograms
- Pictograms fill most of the diamond shape
- Pictograms are cropped from the bottom and can extend outside the top of the diamond shape



Illustrations

- Illustrations are made from solid objects
- Pictograms are simple and tell a story

7.3 VISION 2030 PICTOGRAMS DO NOT'S

We encourage creating new pictograms for specific applications. This keeps the identity fresh and new and gives clarity to our communications. To maintain consistency please avoid the examples on this page.

1. **Do not** use colors outside of the Vision 2030 identity
2. **Do not** create very simplistic pictograms
3. **Do not** create overly complex pictograms
4. **Do not** crop the diamond shape
5. **Do not** use different style of illustrations
6. **Do not** use outlines
7. **Do not** use drop shadow
8. **Do not** replace the diamond with a different shape
9. **Do not** use descriptions inside the diamond shape

1

2

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9

8.0 IMAGERY

8.1 IMAGERY

8.2 CHOOSING IMAGERY

8.1 IMAGERY

Photography forms a key component of the Vision 2030 identity toolkit. It should be used to show a positive and confident Nation, looking ambitiously towards the future whilst respecting the traditions of the past.

Imagery should depict the 3 pillars of Vision 2030. These are:

- A vibrant society**
- A thriving economy**
- An ambitious nation**



8.2 CHOOSING IMAGERY

When commissioning or selecting images a photographic checklist should be followed:

Is the image dramatic or inspirational?

Does the image reflect an authentic Saudi Arabia?

Is the image thought-provoking, unique and refreshing?

Has photographic excellence been achieved? E.g. good colour contrast, engaging subject matter, interesting use of light and a strong composition.

Does the image appear natural? E.g. not overtly bright, not using artificial filters or color overlays.

Is the image clean and simple with a clear focal point? i.e. not overtly busy, cluttered or complicated.

Is the image delivering its optimum impact? E.g. could the image be presented or cropped in a better way?

9.0 EXAMPLE APPLICATIONS

- | | | | |
|-----|---------------------------|------|---------------------------|
| 9.1 | BAG | 9.10 | POWERPOINT - DIVIDER PAGE |
| 9.2 | EVENT BANNERS | 9.11 | PRESS KIT |
| 9.3 | INTERACTIVE STAND | 9.12 | STATIONERY |
| 9.4 | LANYARD | | |
| 9.5 | NOTEPAD | | |
| 9.6 | PENCIL | | |
| 9.7 | PODIUM | | |
| 9.8 | POWERPOINT - COVER | | |
| 9.9 | POWERPOINT - CONTENT PAGE | | |

9.1 BAG



9.2

EVENT BANNERS



9.3

INTERACTIVE STAND



9.4 LANYARD



9.5 NOTEPAD



9.6 PENCIL



9.7 PODIUM

مستعدون
للمستقبل



مستعدون
للمستقبل



رؤية
2030
المملكة
العربية
السعودية
KINGDOM OF SAUDI ARABIA

مستعدون
للمستقبل



ما

رؤية
2030
المملكة
العربية
السعودية
KINGDOM OF SAUDI ARABIA



مستعدون
للمستقبل



مستعدون
للمستقبل



مستعدون
للمستقبل



9.8 POWERPOINT – COVER



9.9

POWERPOINT – CONTENT PAGE



9.10 POWERPOINT – DIVIDER PAGE



9.11 PRESS KIT



9.12 STATIONARY



10.0 CONTACT

Approval for the usage of any of the Vision 2030 visual identity elements must always be sought. Use of these without approval from the General Commission of Audio Visual Media will be a breach of Copyright.

Please contact Bander Asiri, President of the General Commission of Audio Visual Media, if you have any queries regarding these guidelines or the new identity in general.

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