

SAUDI ARCHITECTURE

العمارة السعودية

BRAND GUIDELINES

INTRODUCTION

Within these pages, we embark on a creative journey to define and express the visual essence of Saudi Architecture.

Inspired by the intricate beauty and cultural significance of Saudi architecture, our branding reflects a commitment to preserving heritage, fostering innovation, and building a better future.

Through this guideline, we establish a cohesive visual identity that encapsulates our values, and aspirations. From logo design to color palettes, typography to imagery, every element is carefully crafted to resonate with our audience and communicate our message effectively.

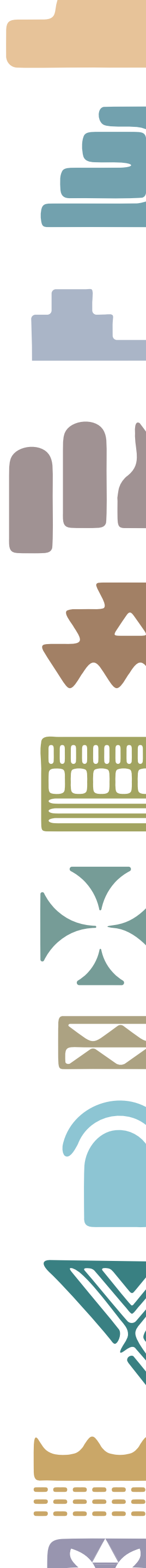


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SECTION 01

BRAND STRATEGY

BRAND STRATEGY

BRAND PURPOSE

What is the fundamental reason for the existence of Saudi Architecture

The World

The diverse urban landscapes in Saudi Arabia offer captivating experiences and the opportunity to explore and appreciate the unique architecture, cultural, history and nature that each architecture has to offer.

Creating vibrant societies, in line with the aspirations of Vision 2030, is a long-term commitment that contributes to the socioeconomic development in the Kingdom.

Core Belief

The implementation of the Saudi Architecture is the cornerstone of promoting Saudi’s rich architectural legacy.

Role

To preserve and celebrate Saudi Arabia's diverse urban and cultural heritage.

To enhance the urban landscape, elevate quality of life, and promote innovative and sustainable practices.

To shed light on Saudi cities in terms of their historical, cultural, tourism, and economic significance, in line with Vision 2030.

BRAND STRATEGY

What does Saudi Architecture offer as a brand

BRAND DELIVERY

Saudi Architecture are launched by HRH Crown Prince Mohammed bin Salman as a unique nationwide initiative, comprising 19 architecture.

The guidelines are guiding principles and requirements that are customized according to the needs of each unique architecture, aimed at improving the aesthetic and functionality of the built environment.

The initiative covers both government and private sector projects. The guidelines will offer three distinct styles – traditional, transitional, and contemporary – where each style embodies a core persona that reflects the historical context and cultural heritage of the region, while seamlessly incorporating innovative, flexible and sustainable design elements

BRAND STRATEGY

What are the benefits of Saudi Architecture as a brand

BRAND BENEFIT

Social & Cultural Benefits:

Foster national pride by connecting the heritage and history of local culture through the physical environment of architecture.

Elevate quality of life through improvements in urban planning leading to better spaces functionality.

Promote architectural and cultural heritage through enabling a better expression of Saudi’s culture and reflecting the diverse and rich architectural legacy.

Encourage innovation and sustainable practices through the integration of sustainable and innovative solutions.

Economic Benefits:

The initiative plays a key role in creating economic opportunities by stimulating different sectors such as manufacturing and construction which will create economies of scale and competitive prices. In the long term, this will result in economic benefits such as attracting foreign investment, increasing tourism and contributing to economic growth.

BRAND STRATEGY

What is the commitment and the future legacy of **Saudi Architecture as a brand**

BRAND LEGACY

Promise

Implementing guidelines that revive the Saudi Architecture by fostering a harmonized urban landscape and creating vibrant societies across the Kingdom.

Passion

Passionate about building a better future for Saudi Arabia and creating communities that flourish, the initiative strives to celebrate and preserve Saudi Arabia’s rich architectural legacy inspired by culture, heritage and nature.

BRAND STRATEGY

The Saudi Architecture brand, is a combination of the CREATOR and the RULER brand types.

BRAND PERSONALITY

The Creator

The creator provides structure, stability and control.

Implementing guidelines that revive the Saudi Architecture by fostering a harmonized urban landscape and creating vibrant societies across the Kingdom.

The Ruler

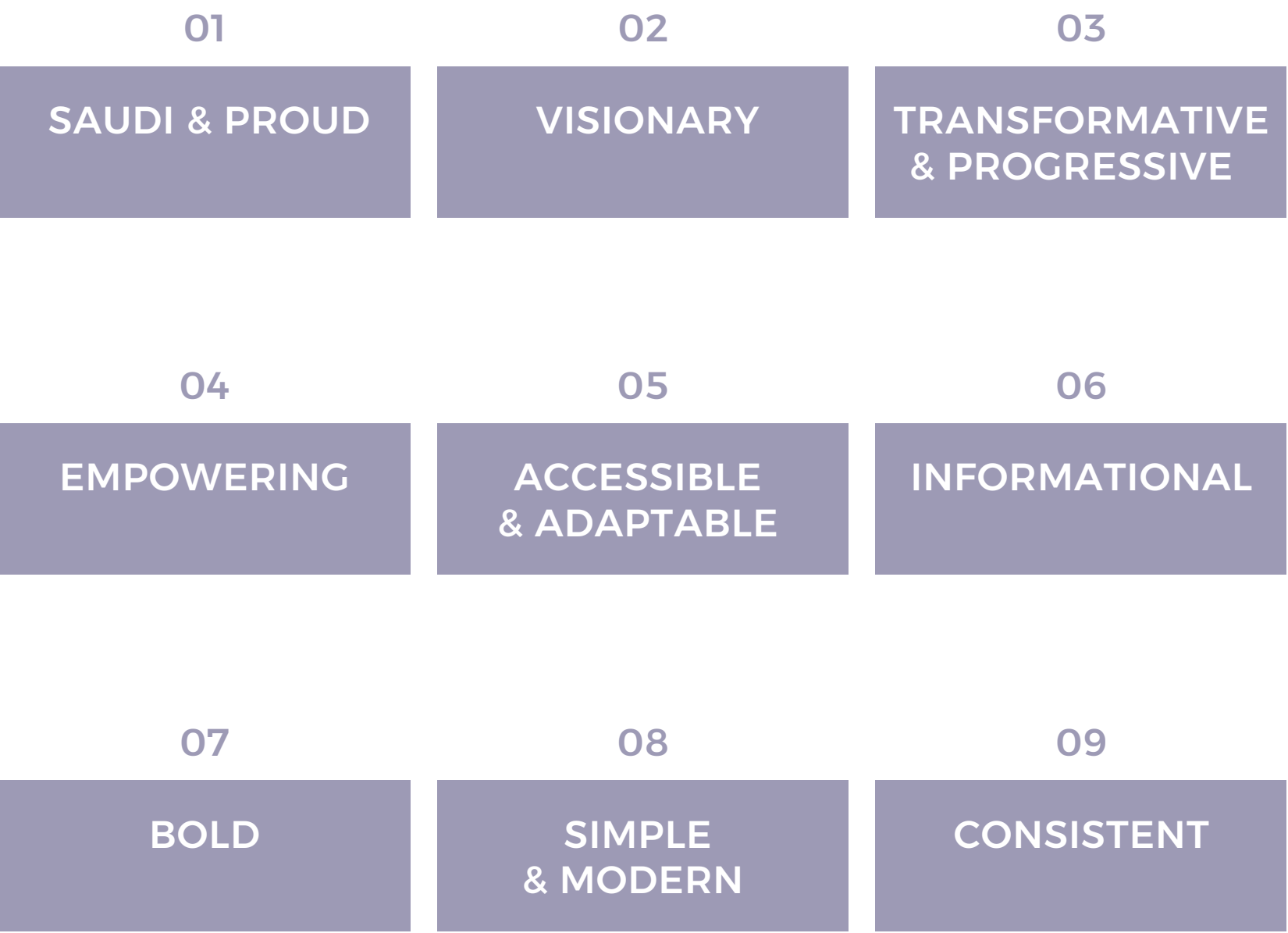
The ruler is responsible, confident and organized.

The strength of Saudi Architecture lies in its ability to provide different architectures with personalized guidelines that can be applied - and the Ruler archetype reflects its responsibility and reliability.

BRAND STRATEGY

BRAND PERSONALITY

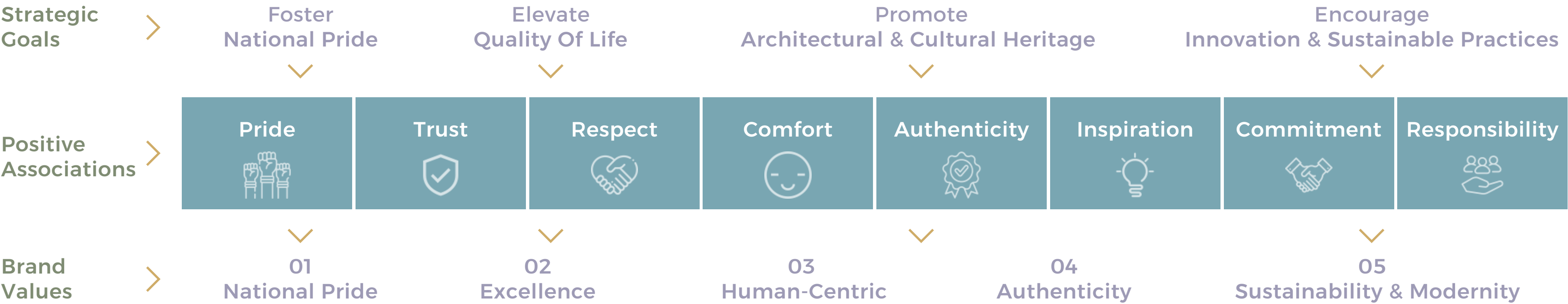
The following attributes and characteristics are fundamental in shaping the brand identity of the Saudi Architecture enabling the target audience to connect with the brand.



BRAND STRATEGY

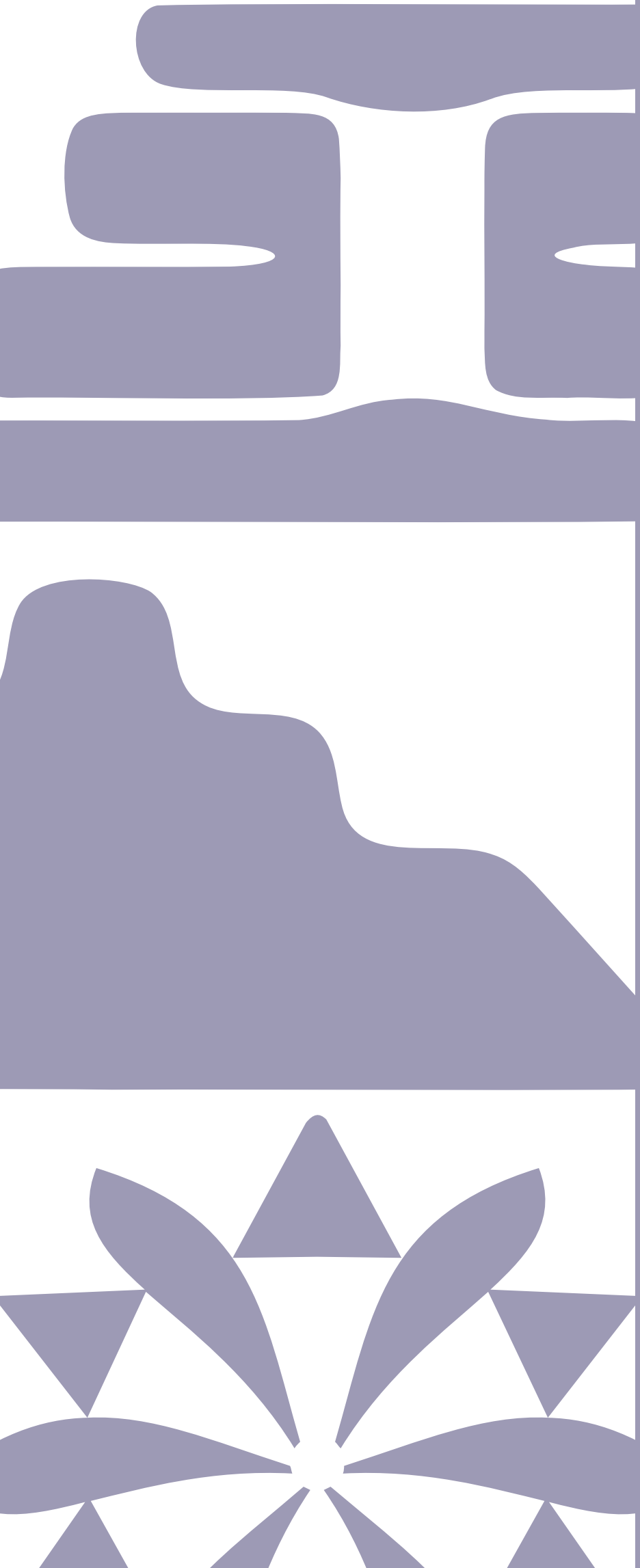
In line with the Saudi Architecture strategic goals, we have derived the following brand values which are the core principles and beliefs that the Saudi Architecture uphold and stand for – thus, shaping the brand identity.

BRAND VALUES



SECTION 02

BRAND IDENTITY



OUR MAIN
LOGO ICON



OUR
MAIN LOGO

MAIN LOGO

The primary logo and
should be used in most
cases.

العمارة
السعودية
ARCHITECTURE



OUR
MAIN LOGO

SPECIAL USE

A variation for special use cases, such as portrait sizes or spaces that make the primary logo less legible and ensures the logo remains clear and visible in situations where the primary logo might not be clear.



LOGO GUIDES

العمارة
السعودية
SAUDI
ARCHITECTURE



LOGO
CONCEPT

فكرة العلامة التجارية

يتميز هذا الشعار بفكرة ملهمة تبرز تكامل المشاريع العمرانية، حيث يظهر تواجد جميع العمارات كأجزاء أساسية تشكل الخريطة الجغرافية للمملكة العربية السعودية. يعكس هذا التصميم الارتباط العميق بين الموجهات التصميمية وتأثيرها الإيجابي على بيئتها المحيطة، مشيرًا إلى كيفية تكامل تلك الموجهات المتنوعة في خلق العمارة الوطنية ككل. بالنسبة للأيقونات المستخدمة في شكل خارطة المملكة، تم استلھامهم من الأيقونات الأصلية المرتبطة بالموجهات التصميمية، ولكن لدقة وكثرة التفاصيل في الأيقونات الأصلية - حيث أن التفاصيل الصغيرة تأثر على وضوح الشعار وخاصة عند تصغيره - تم تبسيطها ليصبح الشعار أكثر عصرية دون فقدان التفاصيل الأساسية المتعلقة بالهوية.

ملاحظة:
الطريقة التي تم بها توزيع الموجهات التصميمية في الشعار لا تعكس بدقة مواقعها الجغرافية. وذلك لأن مواقع الموجهات لا تكون منتظمة بشكل متساوٍ، بالإضافة إلى أنه بعض هذه المناطق صغيرة جداً، وبعضها يتواجد في أكثر من موقع جغرافي. على سبيل المثال، تكون الموجهات في المنطقة الغربية أكثر بكثير من تلك في الجزء الوسطي. ومع ذلك، يُعزز مفهوم تجمع الموجهات بهذه الطريقة فكرة تداخل العمارة السعودية والوحدة.

BRAND CONCEPT

This logo highlights the integration of architectural guidelines, where each part forms the map of Saudi Arabia. It reflects the connection between these guidelines and their impact on the environment, showcasing how they come together to shape the national Saudi architecture.

The icons are inspired by the original elements but simplified for clarity and a modern look, ensuring key details remain without overcrowding the design.

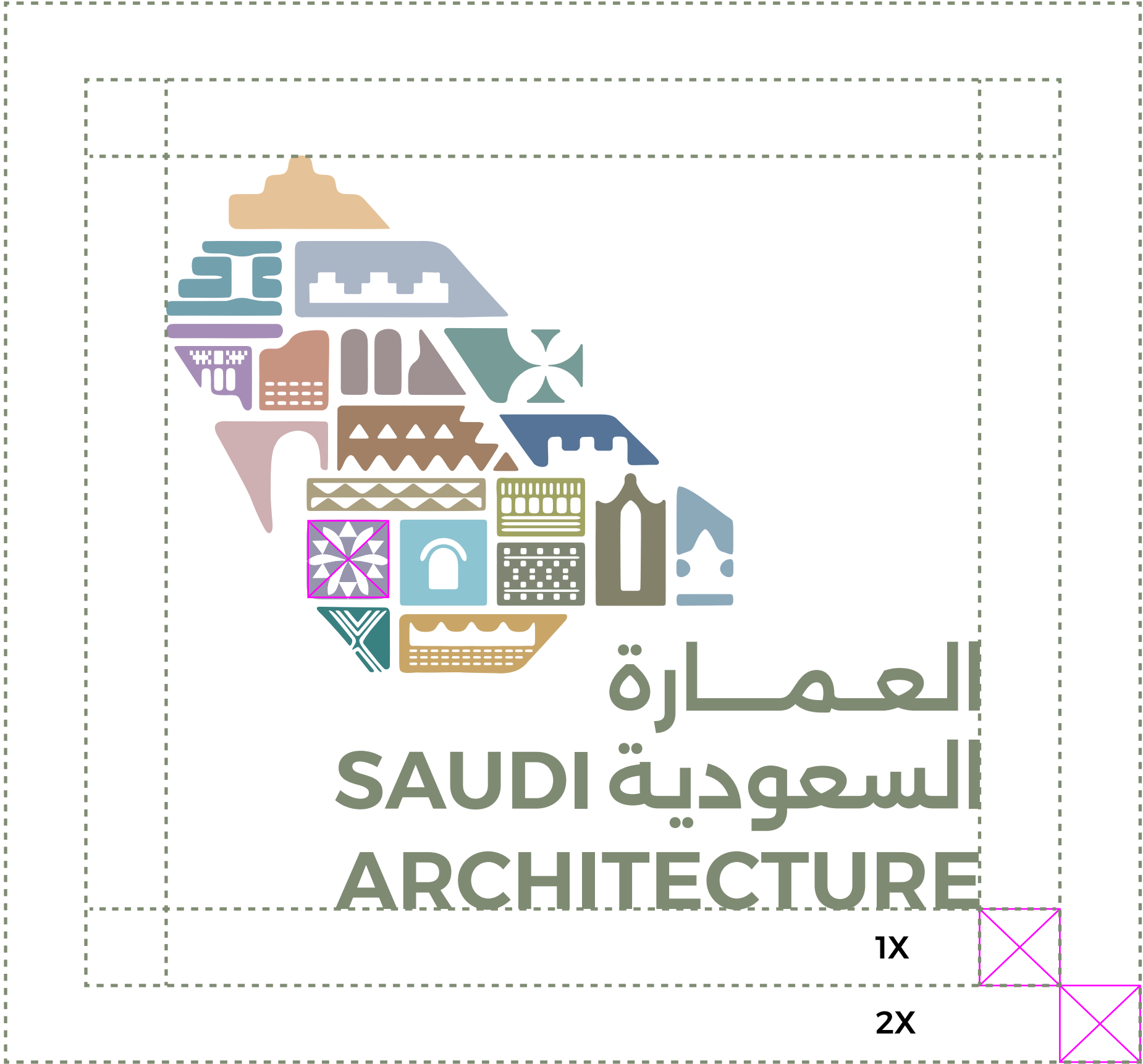
Note: The layout doesn’t represent the exact geographical locations due to the uneven distribution of regions. However, this arrangement emphasizes unity and the overlap of guidelines across regions.



LOGO SAFE SPACE



LOGO SAFE SPACE



العمارة
السعودية
SAUDI
ARCHITECTURE



العمارة
السعودية
SAUDI
ARCHITECTURE



العمارة
السعودية
SAUDI
ARCHITECTURE



العمارة
السعودية
SAUDI
ARCHITECTURE



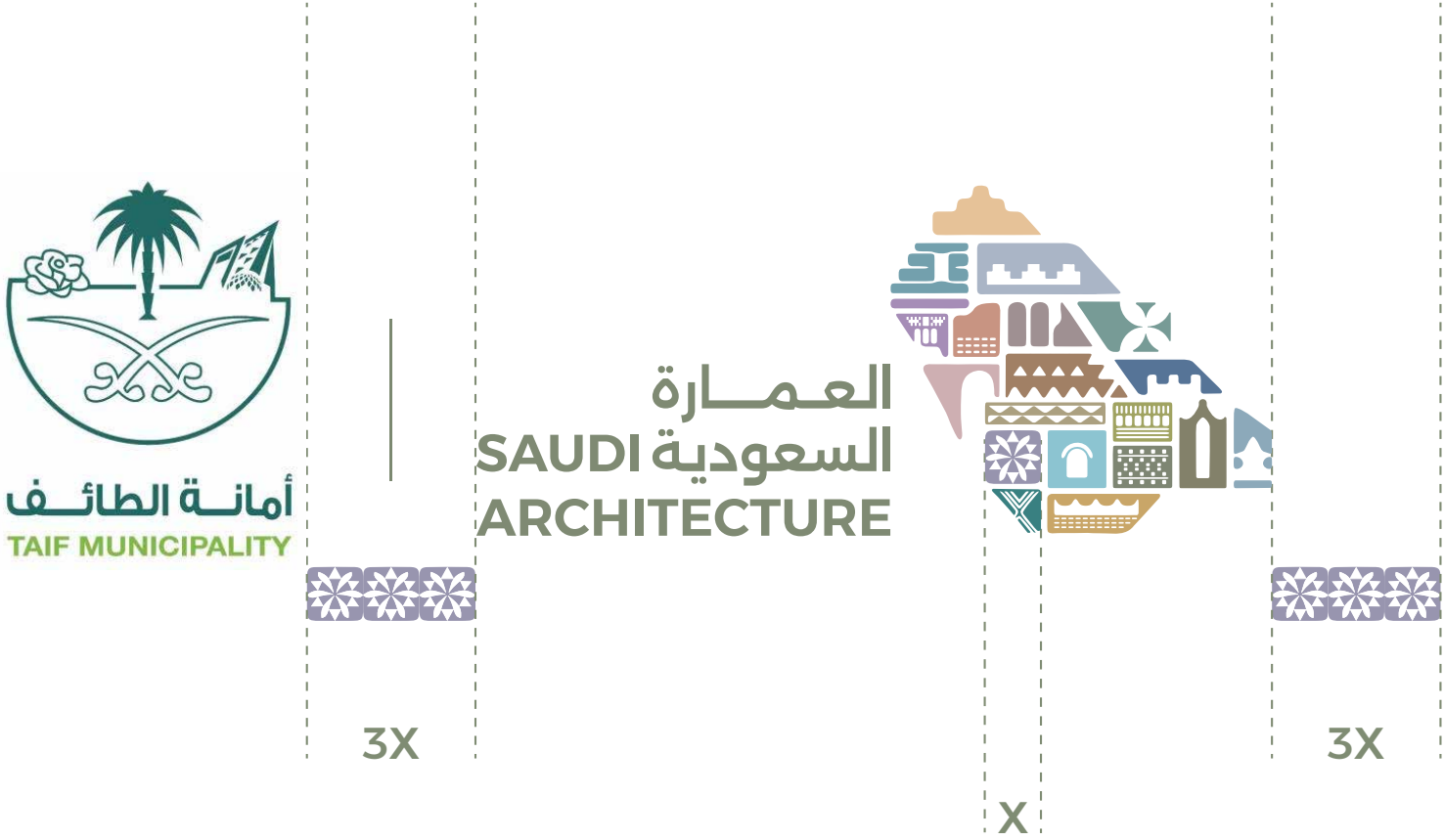
OUR
MAIN LOGO

MINIMUM SIZE



OUR
MAIN LOGO

CO-BRANDED
SYSTEM



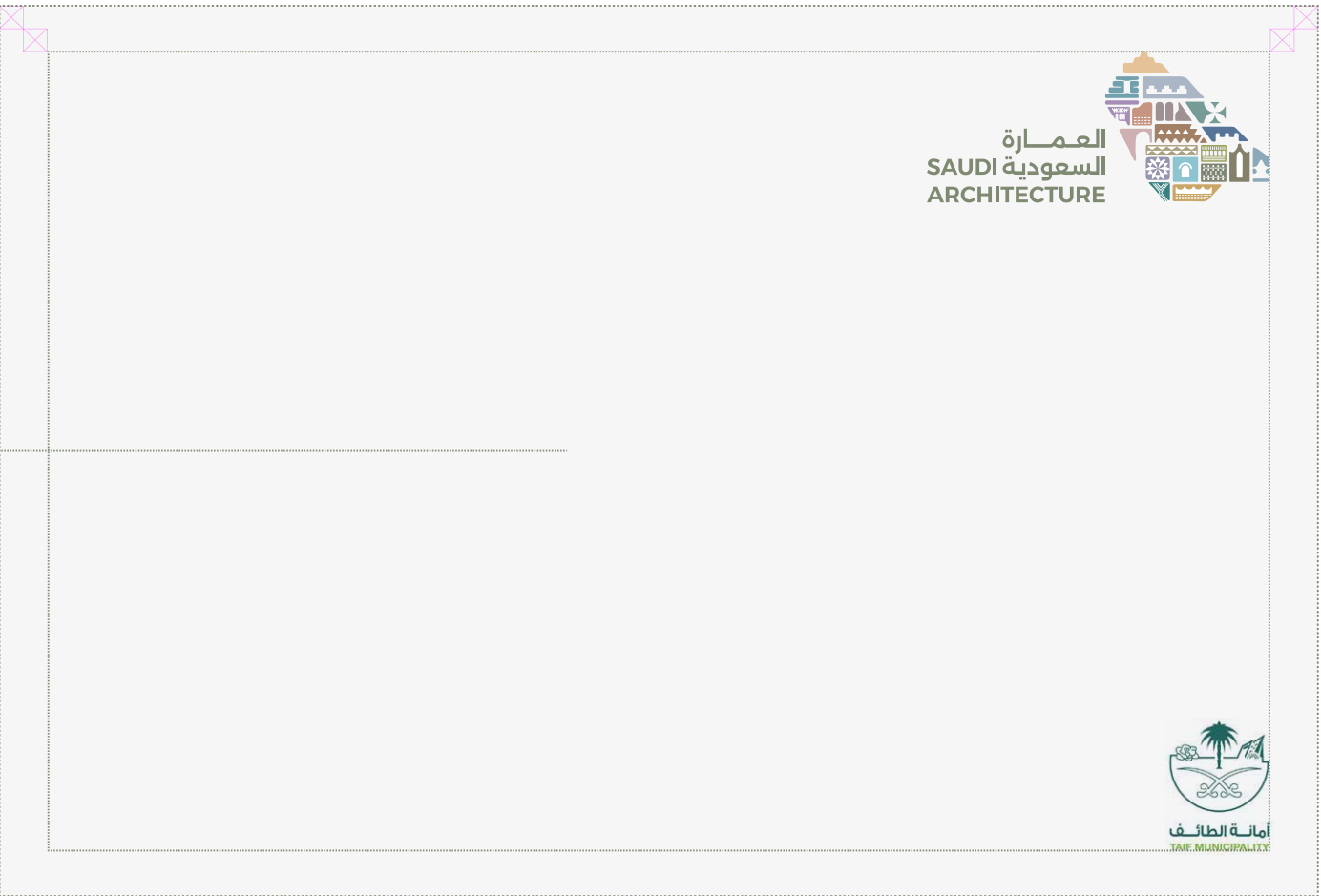
There should be clear space between the logos, with a distance of three times the size of the identified icon. The middle line is optional and can be used or not as needed.



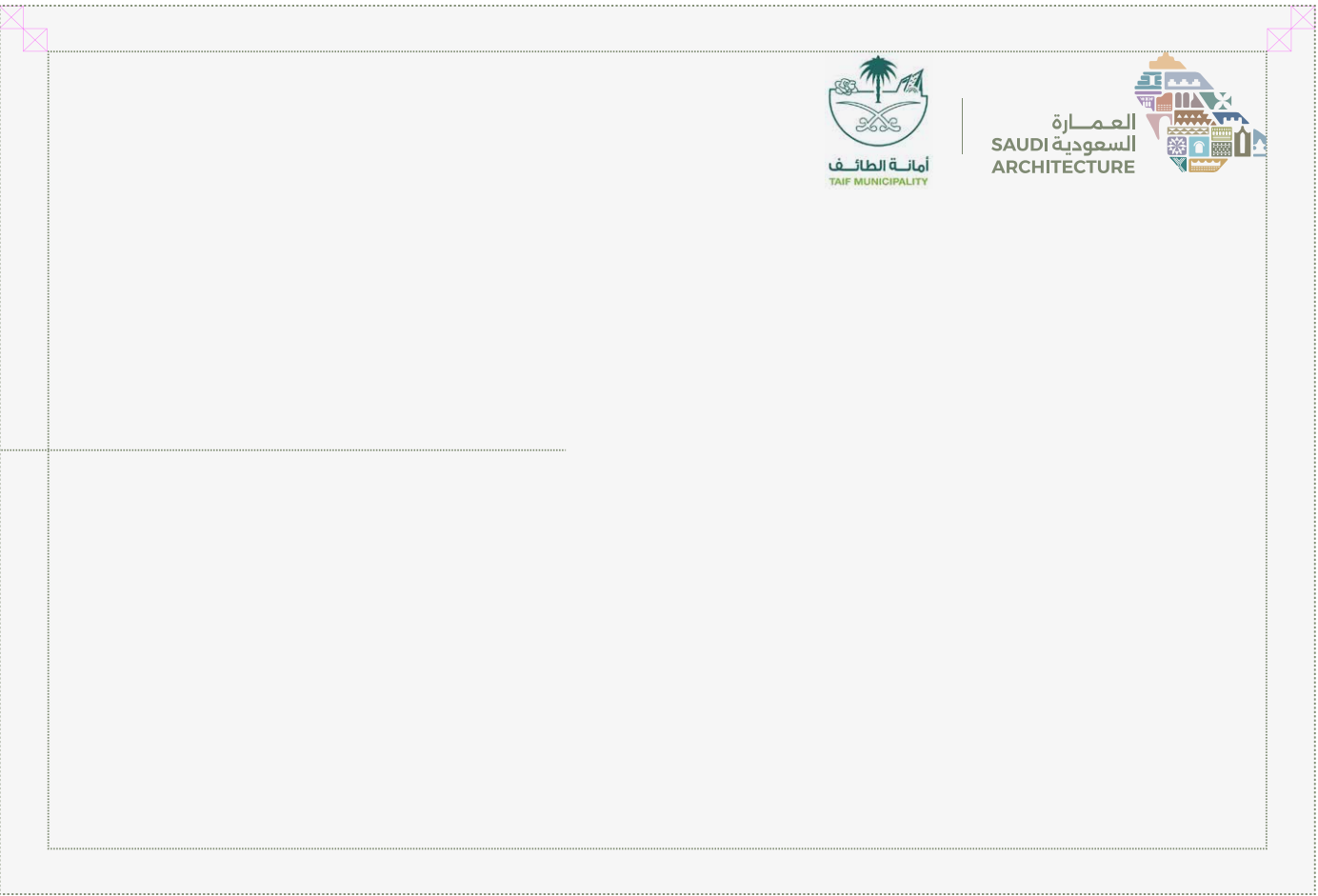
OUR
MAIN LOGO

CO-BRANDED
SYSTEM

If the visual includes Saudi Architecture as the main artwork, the same rule applies. However, Saudi Architecture should be separated from the other logos.



In case of co-branding, both logos must appear together, following the same spacing rule to ensure visual balance and consistency.



OUR
MAIN LOGO

SINGLE COLOR
VERSION



OUR
MAIN LOGO

SINGLE COLOR
VERSION



OUR
MAIN LOGO

BLACK COLOR
VERSION



OUR
MAIN LOGO

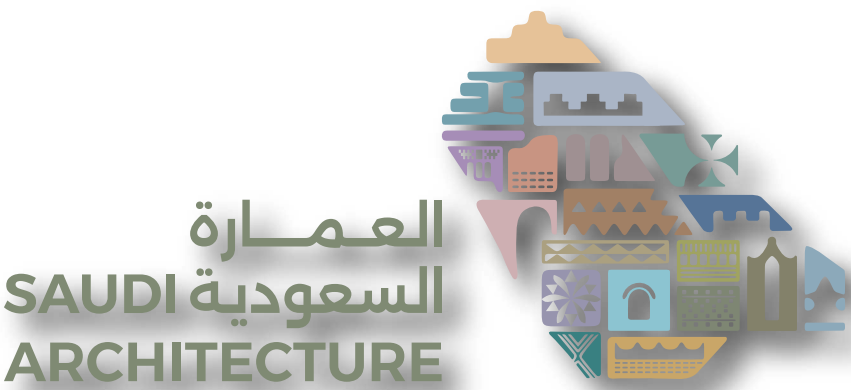
MISUSE



DON'T ROTATE THE LOGO



PLEASE ADHERE TO THE RULES
DETAILED WITH THE COLOR PALETTE



DON'T ADD EFFECTS



DON'T CHANGE TYPE COMPOSITION



DON'T CHANGE ICONS COMPOSITION



DON'T USE ON COMPLEX IMAGE
OR UNCLEAR COLOR SPECTRUM

MAIN BILINGUAL
TYPEFACE

MAIN BILINGUAL
TYPEFACE

Variable open-source font ranging from Thin to Black, increasing the ability to use the font in various applications, from long text using the light weights to short headlines using the heavy thick weights.

كون العائلة الخطية مكوّنة من ٩ أوزان يزيد ذلك من قدرات استخدام الخط في تطبيقات متنوعة، من خط مناسب للكتل النصية الطويلة عند استخدام الوزن الخفيف، لمناسبته للنصوص القصيرة مثل العناوين والتي يناسبها استخدام الأوزان السمكية من الخط.

SAUDI ARCHITECTURE
SAUDI ARCHITECTURE
SAUDI ARCHITECTURE
SAUDI ARCHITECTURE

العمارة السعودية
العمارة السعودية
العمارة السعودية
العمارة السعودية

MAIN BILINGUAL
TYPEFACE

RULES & HIERARCHY

Headlines

Typeface: Alexandria Bold
Leading: Type size x 1.2
(e.g. 48pt type = 57.6pt leading)
Kerning: Auto
Tracking: 0
Case: ALL CAPS

Sub-Headline One

Typeface: Alexandria Medium
Leading: Type size x 1.35
(e.g. 20pt type = 27pt leading)
Kerning: Optical
Tracking: 0
Case: Sentence Case

Body Copy

Typeface: Alexandria Regular
Leading: Type size x 1.4
(e.g. 9pt type = 12.6pt leading)
Kerning: Optical
Tracking: 0
Case: Sentence Case

العمارة السعودية
SAUDI ARCHITECTURE

Captivating Blend of Tradition

Saudi Architecture reflect a captivating blend of tradition, culture, and modernity. From the iconic minarets piercing the skyline to the sleek lines of contemporary structures, each edifice tells a story of the nation's rich heritage and aspirations. The fusion of Islamic design principles with innovative techniques results in buildings that not only stand as monuments of progress but also serve as a testament to Saudi Arabia's dynamic spirit. These architectural marvels serve as visual narratives, showcasing the kingdom's unique architecture to the world.

SYSTEM FONT

For cases where the main brand typefaces cannot be accessed (such as a third-party screen presentation), use Tahoma universally accessible typeface in substitution.

TAHOMA BOLD

TAHOMA REGULAR

العمارة السعودية
SAUDI ARCHITECTURE

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PRIMARY COLORS

NATURE

HEX #7F8C73
RGB R127 G140 B115
CMYK C53 M31 Y55 K15
PANTONE 5625C



SAND

HEX #CFAC67
RGB R207 G172 B103
CMYK C18 M30 Y65 K6
PANTONE 7407 C



JACARANDA

HEX #9D9AB5
RGB R157 G154 B181
CMYK C43 M38 Y17 K2
PANTONE 7445C



SEA

HEX #76A7B3
RGB R118 G167 B179
CMYK C57 M21 Y26 K3
PANTONE 7695C



MOUNTAINS

HEX #CF9A88
RGB R207 G154 B136
CMYK C17 M43 Y43 K5
PANTONE 7612C



PRIMARY COLORS

COLOR DISTRIBUTION

Colors should be used in the proportions demonstrated in this chart. Additional examples for specific color use are outlined below:

NATURE GREEN:

- Logo
- Background Color
- Text (headlines, subheadings)

SEA BLUE:

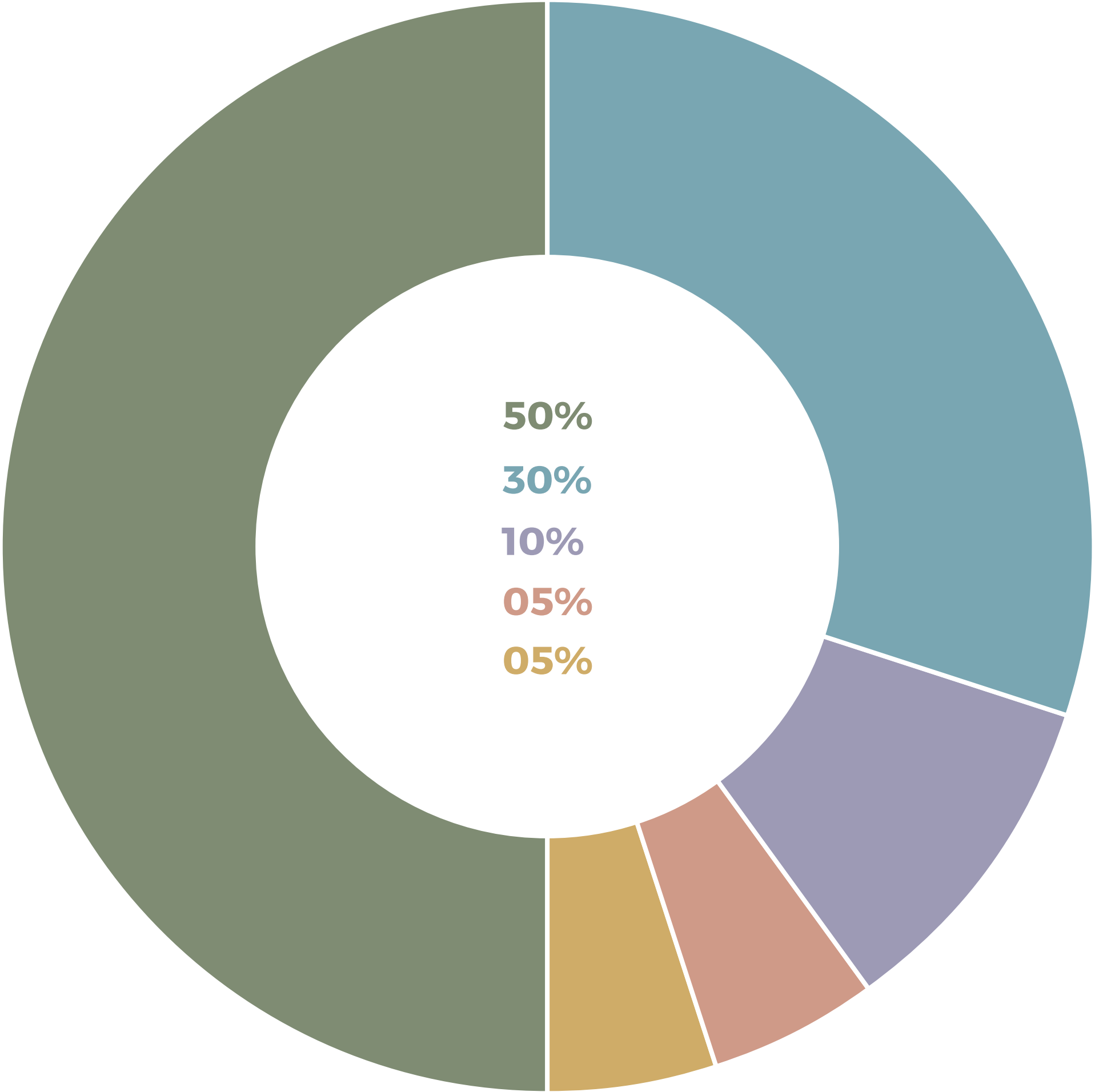
- Secondary use for background color
- Secondary use for headlines and subheadings
- Minimal use for highlighting words in headlines

JACARANDA PURPLE:

- Minimal use for background color and headlines
- Minimal use for highlighting words in headlines

SAND YELLOW AND MOUNTAIN PEACH:

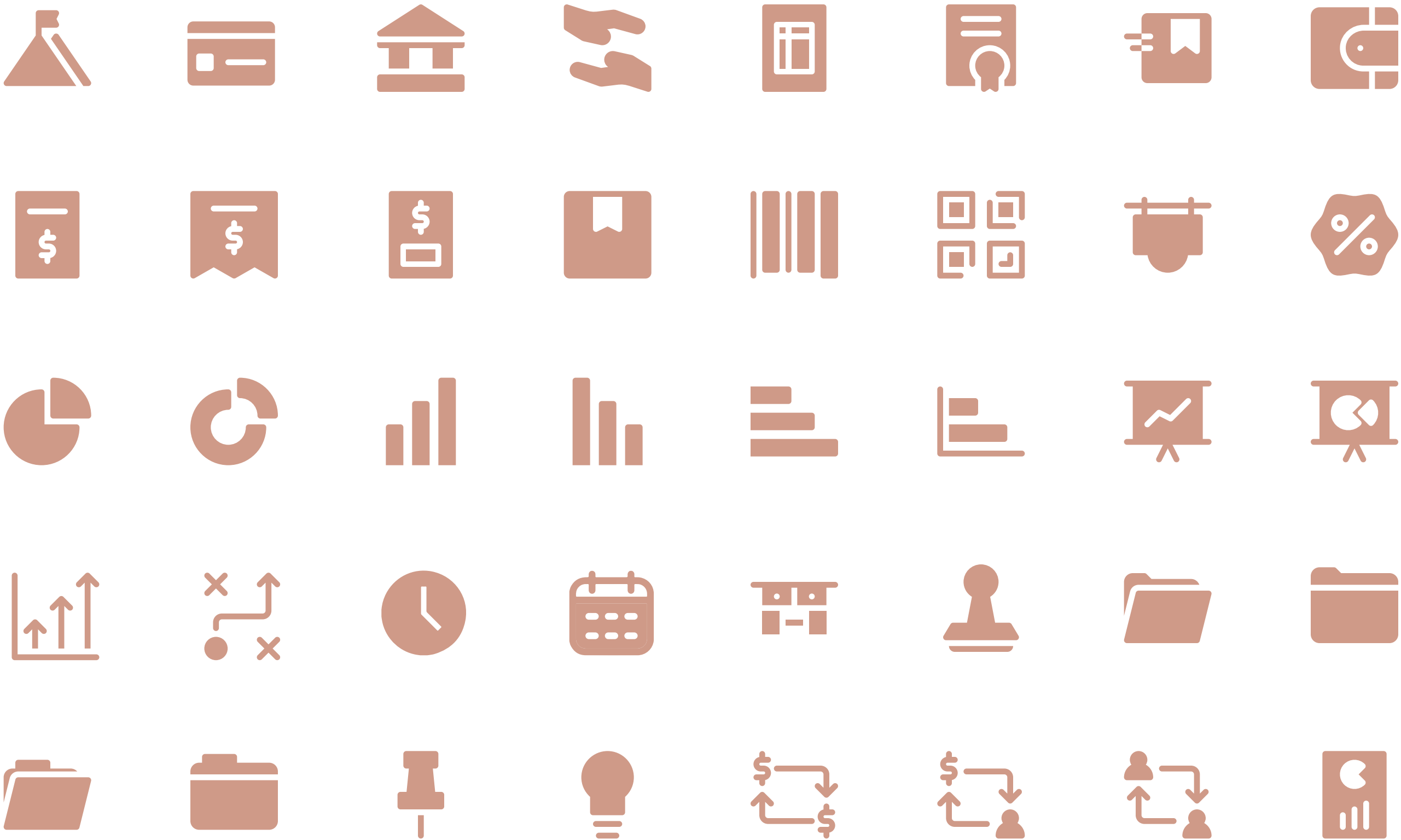
- Graphic elements
- Minimal use for highlighting words in headlines



ICONOGRAPHY



ICONOGRAPHY





SECTION 03

BRAND ELEMENTS

BRAND
ELEMENTS

BRAND GUIDELINES

Creating a cohesive brand element or pattern using icons from the logo offers a versatile way to extend your brand's identity. The icons, which are integral to the logo, can be repeated, arranged, and interwoven into various patterns, providing a consistent visual theme across multiple mediums. By utilizing these icons as building blocks, you can create dynamic, custom patterns that can be used on packaging, digital designs, or print materials, ensuring brand recognition. Furthermore, each individual icon can be enlarged and used separately, offering flexibility for highlighting specific brand elements. This approach not only strengthens brand consistency but also adds visual interest and adaptability to the branding toolkit.



BRAND
ELEMENTS

LOGO ICONS



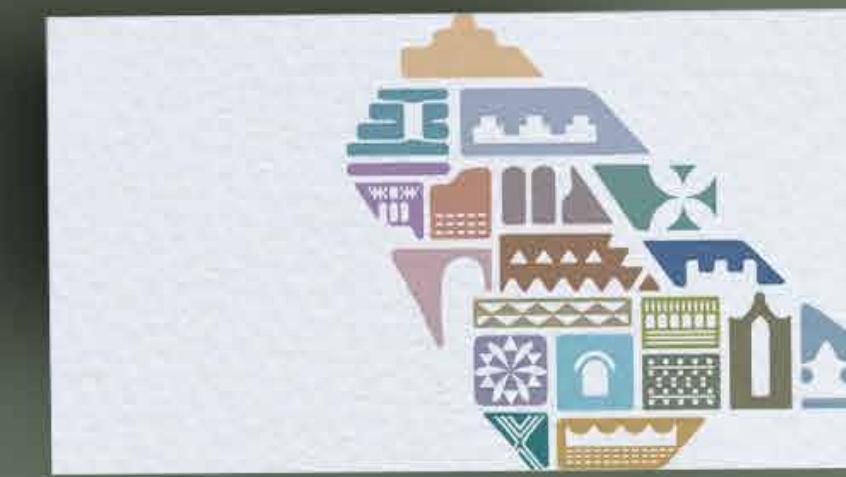


SECTION 04

BRAND APPLICATIONS

العمارة
السعودية
ARCHITECTURE





العمارة
السعودية
SAUDI
ARCHITECTURE



العمارة
السعودية
SAUDI
ARCHITECTURE



العمارة
السعودية
SAUDI
ARCHITECTURE





العمارة
السعودية
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ARCHITECTURE





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ARCHITECTURE



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ARCHITECTURE



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ARCHITECTURE



العمارة
السعودية
SAUDI
ARCHITECTURE





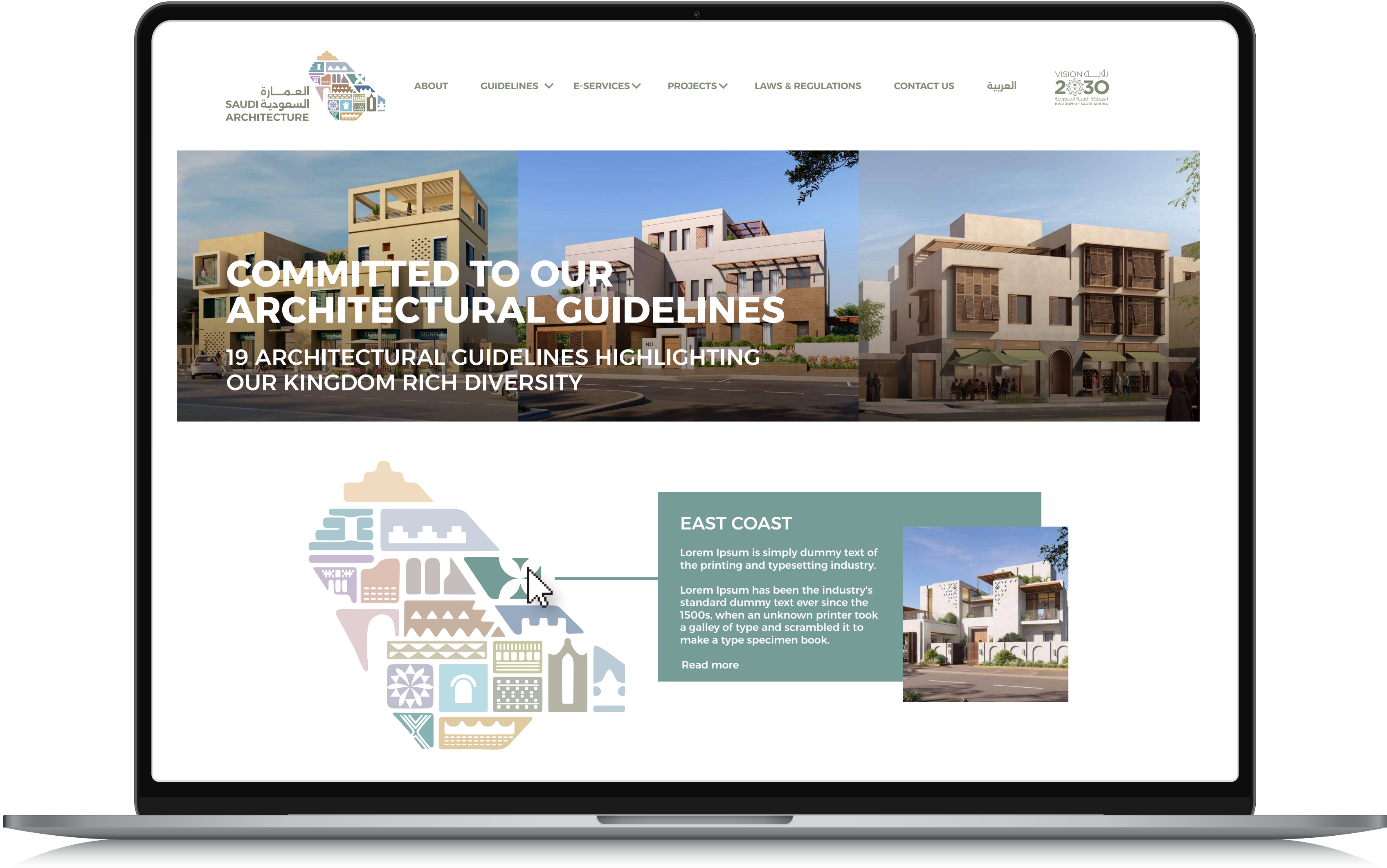


SECTION 05

WEBSITE LOOK & FEEL

WEBSITE
LOOK & FEEL

HOME PAGE



FULL HOME PAGE & INNER PAGES

INNER PAGE 01

[ABOUT](#)
[GUIDELINES](#)
[E-SERVICES](#)
[PROJECTS](#)
[LAWS & REGULATIONS](#)
[CONTACT US](#)

العربية

COMMITTED TO OUR ARCHITECTURAL GUIDELINES

WHAT IS LOREM IPSUM?

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. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like).

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cities of the world in classical literature, discovered the undisputable source. Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC. This book is a treatise on the theory of ethics, very popular during the Renaissance. The first line of Lorem Ipsum, "Lorem ipsum dolor sit amet..", comes from a line in section 1.10.32.

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Laws, Regulations and the Like
Open Data Usage Policy
Right to Information Policy
Contact Policy
Privacy Policy
Service Level Agreement
Information Security
Statement

Vision 2030
Digital Government Authority
National Unified Portal
Reporting of Corruption to Nazhat
FAQs

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INNER PAGE 02

[ABOUT](#)
[GUIDELINES](#)
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العربية

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National Unified Portal
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FAQs

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INNER PAGE 02

[illegible]



SECTION 06

TEMPLATES

LOGO
PLACEMENT

01



02



03



04

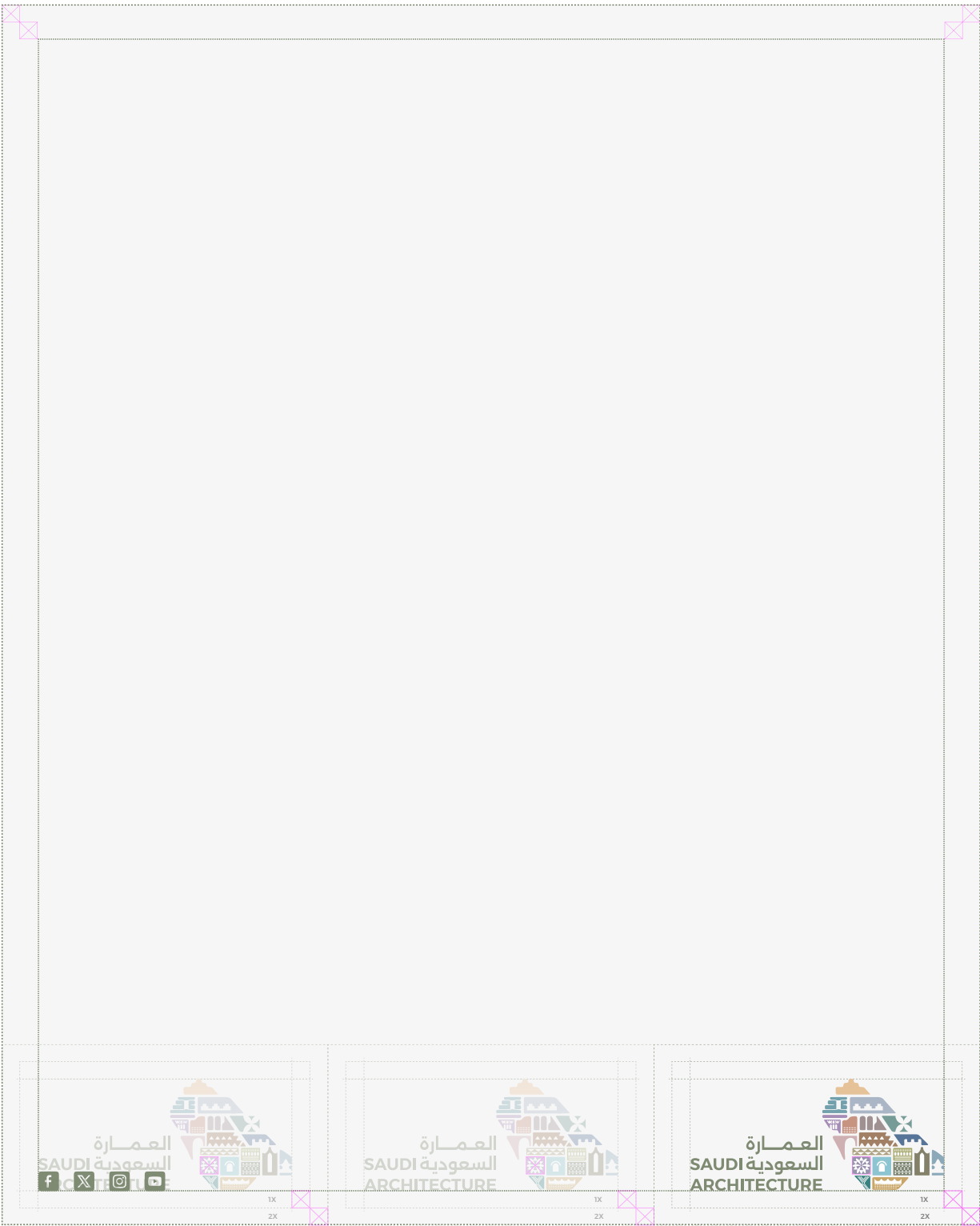


SOCIAL MEDIA
TEMPLATES
AND SIZES

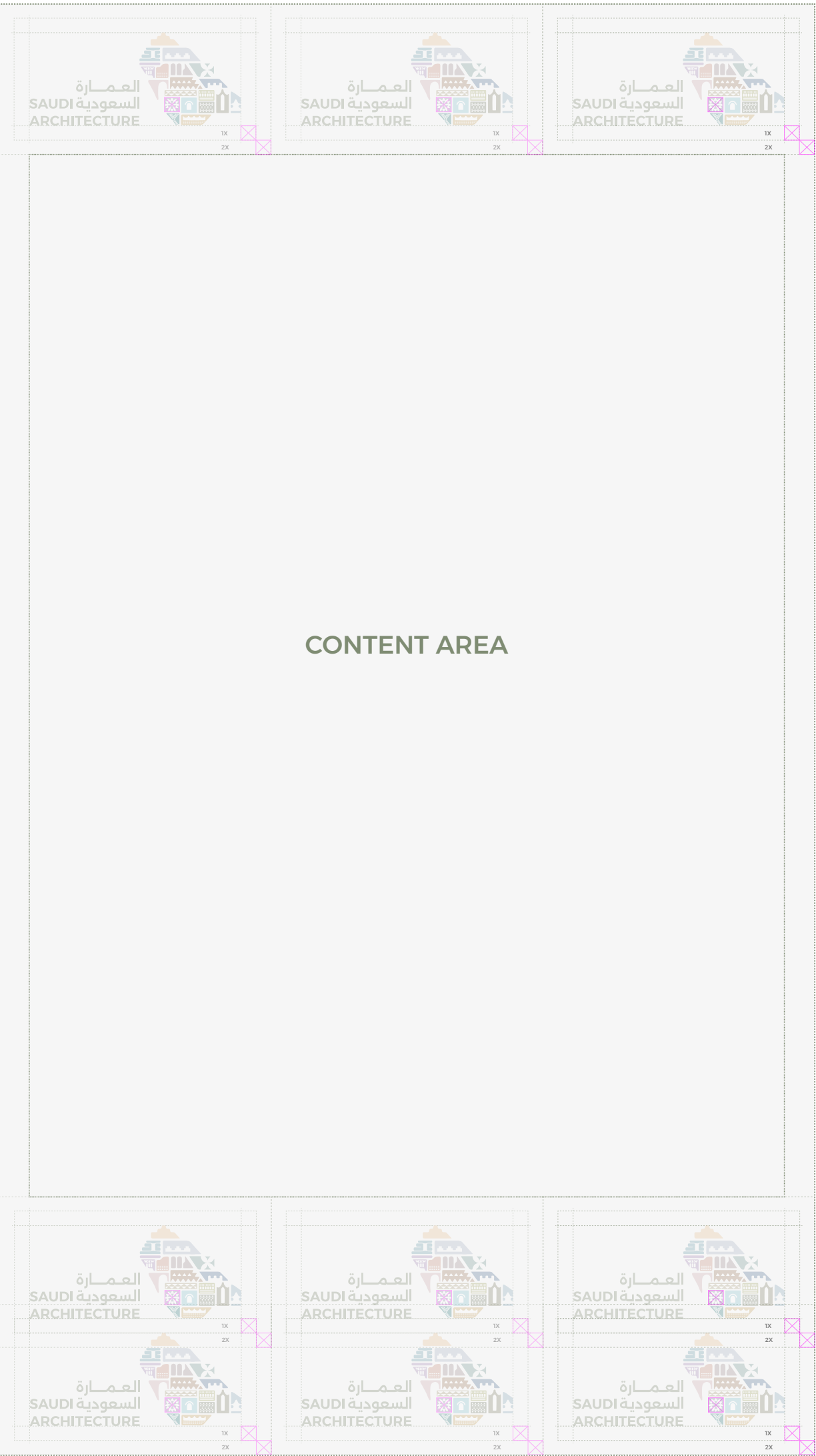
SQUARE SIZE



4:5 SIZE 1080X1350 PX



STORY SIZE 1080X1920 PX



SOCIAL MEDIA
TEMPLATES
USAGE

SQUARE SIZE



SQUARE SIZE



DESIGN
EXAMPLES



CUT OUT PHOTO WITH TEXT AND PATTERN IN THE BACKGROUND



QUOTE CARD DESIGN

DESIGN
EXAMPLES

INFOGRAPHICS

العمارة
السعودية
ARCHITECTURE

سمو ولي العهد
يُطلق العمارة
السعودية

الحيوية

الاجتماعية

الاقتصادية

هذه الموجهات العمرانية ضمن جهود المملكة في تطوير المشهد الحضري وتحسين جودة الحياة وتشجيع الاستدامة مما يعزز من مكانة المدن السعودية من النواحي التاريخية والثقافية والسياحية والاقتصادية، بما يتماشى مع مستهدفات رؤية السعودية 2030.

ستركز على ثلاثة محاور

19 موجهات
عمرانية

العمارة الساحلية الشرقية

العمارة النجدية الشرقية

العمارة النجدية

العمارة الشمالية

العمارة ساحل تبوك

العمارة الحديثة المنورة

العمارة مرتفعات أبها

العمارة بيضة الصحراوية

العمارة واحة الاحساء

العمارة الطائف

العمارة جبال السروات

العمارة مرتفعات أبها

العمارة الحديثة المنورة

العمارة بيضة الصحراوية

العمارة واحة الاحساء

العمارة الطائف

العمارة جبال السروات

مستلهمة من تاريخ المملكة العريق
وإرثها المعماري والثقافي والطبيعي الغني

العمارة
السعودية
ARCHITECTURE

سمو ولي العهد
يُطلق العمارة
السعودية

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19 موجهات
عمرانية

العمارة الساحلية الشرقية

العمارة النجدية الشرقية

العمارة النجدية

العمارة الشمالية

العمارة ساحل تبوك

العمارة الحديثة المنورة

العمارة مرتفعات أبها

العمارة بيضة الصحراوية

العمارة واحة الاحساء

العمارة الطائف

العمارة جبال السروات

العمارة مرتفعات أبها

العمارة الحديثة المنورة

العمارة بيضة الصحراوية

العمارة واحة الاحساء

العمارة الطائف

العمارة جبال السروات

ستركز على ثلاثة محاور

الحيوية | الاجتماعية | الاقتصادية

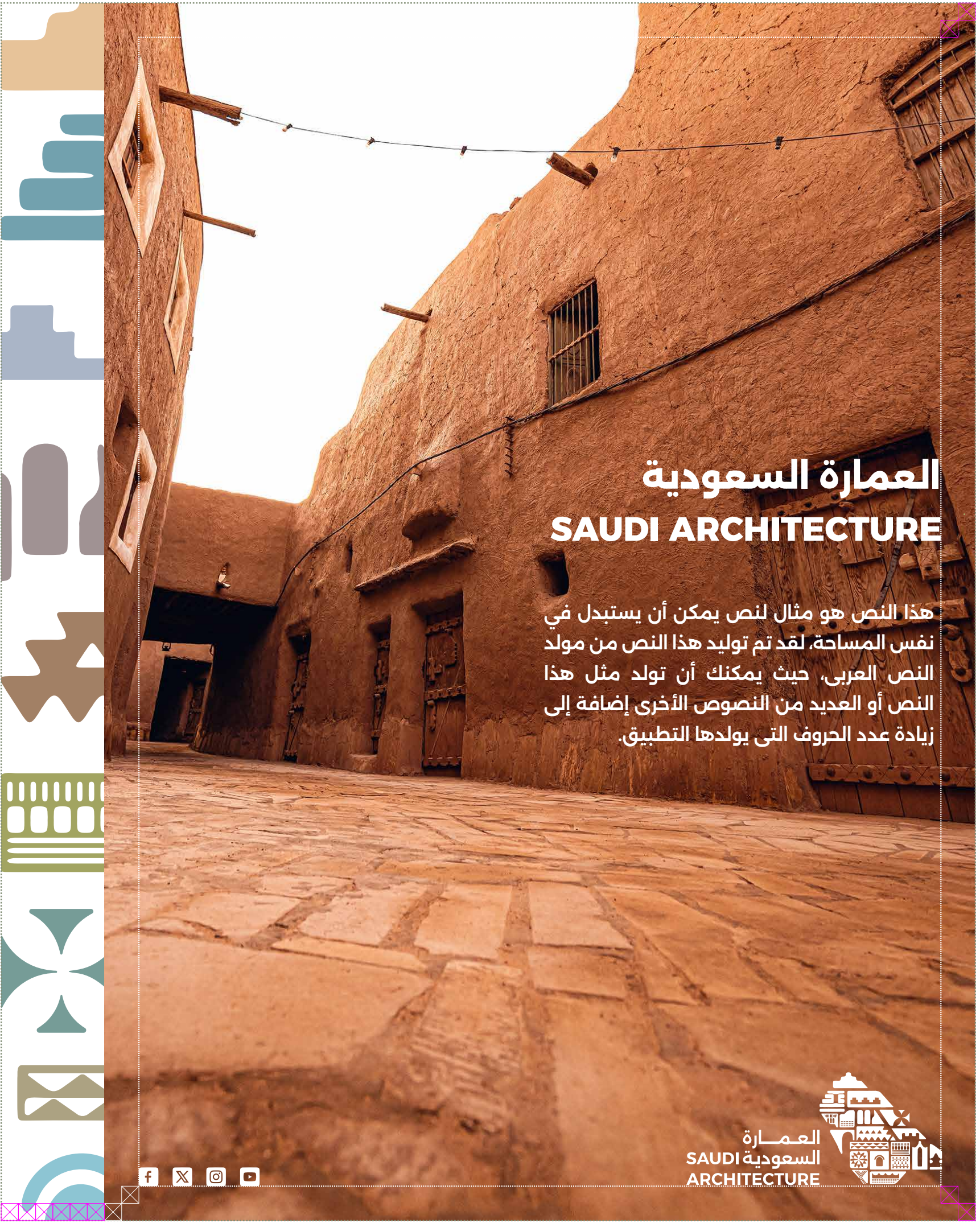
DESIGN
EXAMPLES



DESIGN
EXAMPLES

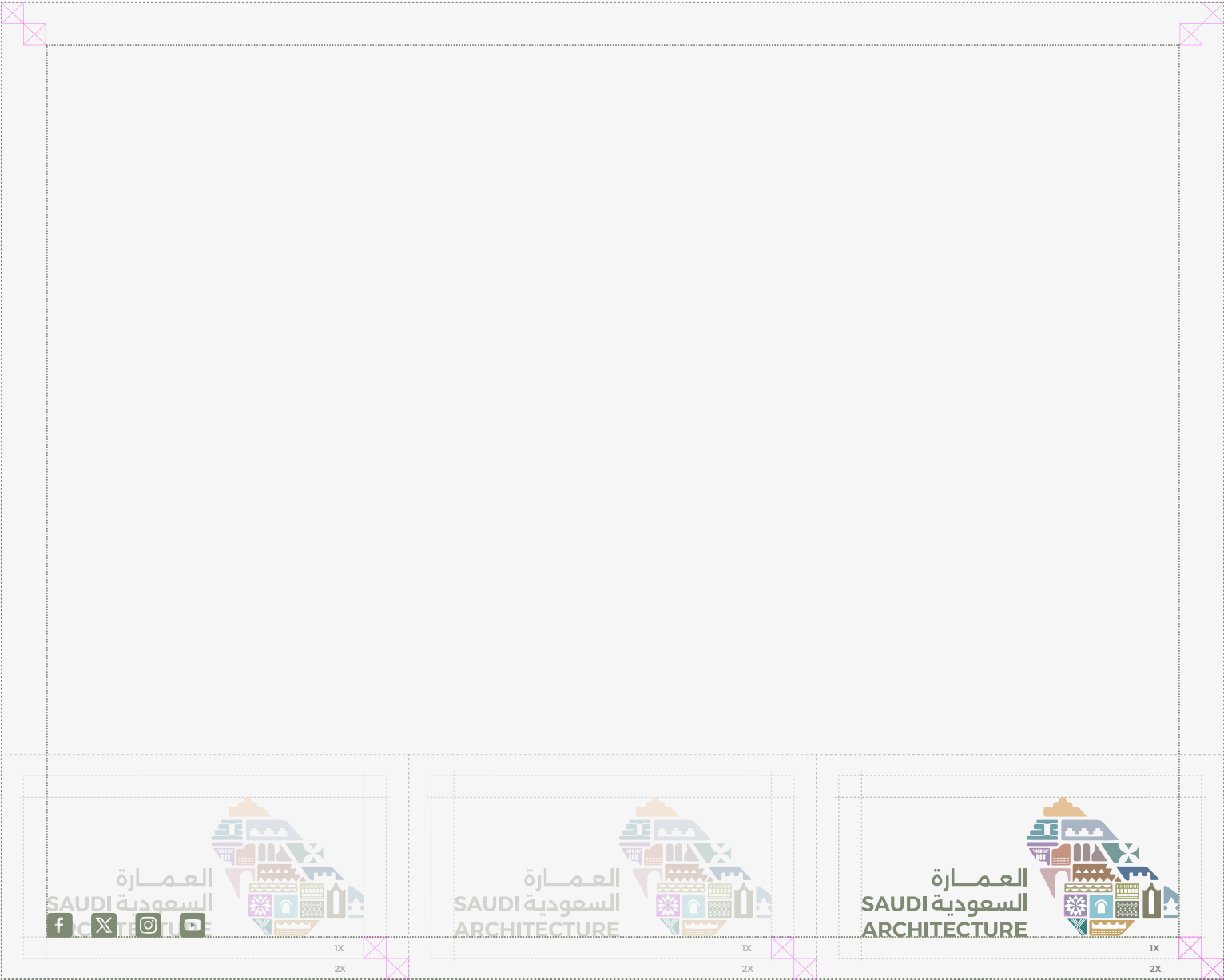


WHITE BACKGROUND WITH PATTERN IN THE BACKGROUND



FULL BLEED PHOTO WITH PATTERN ON THE LEFT

OUTDOOR
TEMPLATES



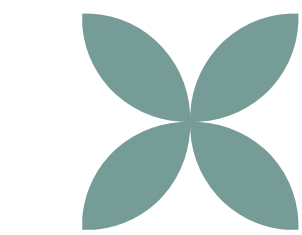
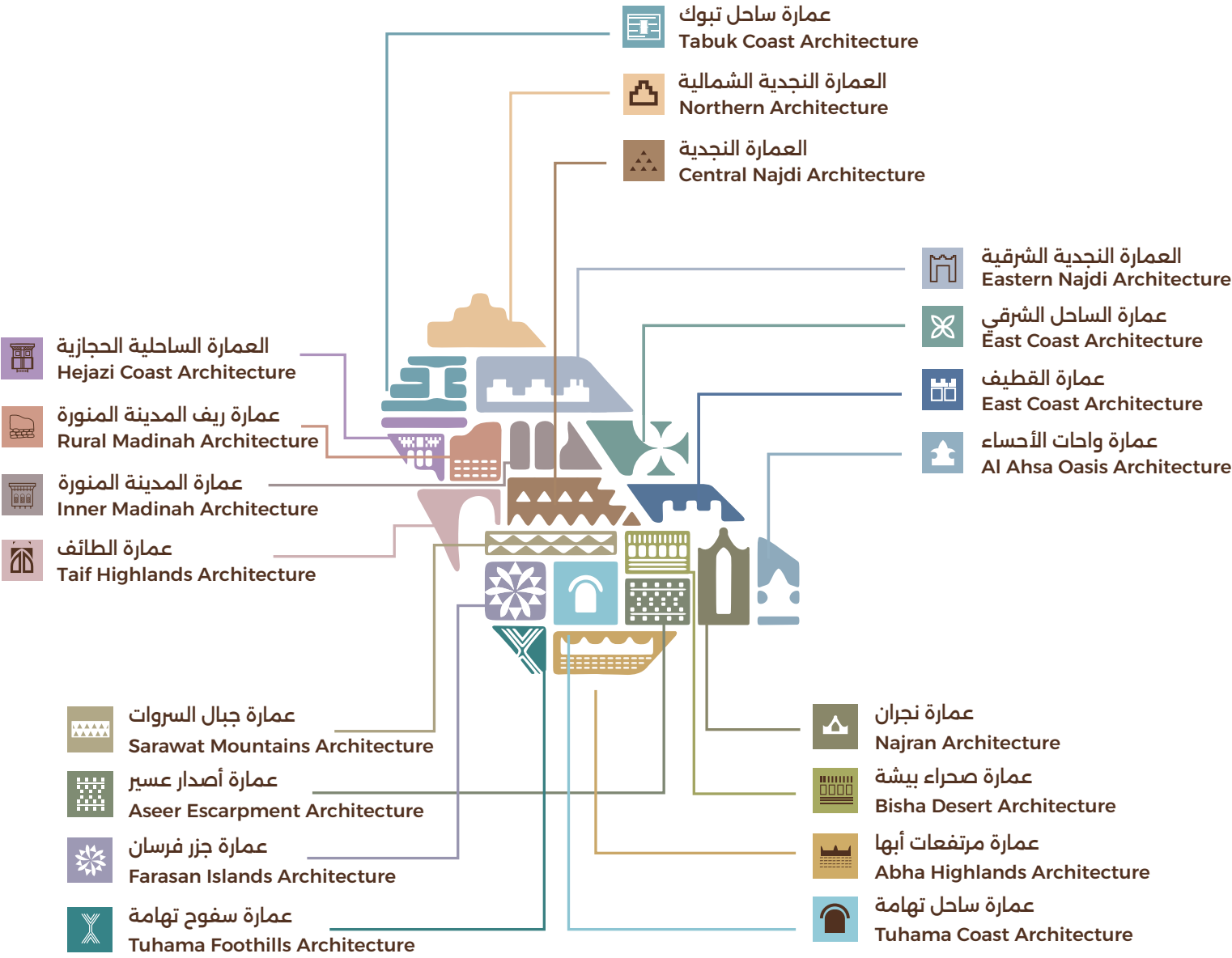
SECTION 07

SUB-BRANDING

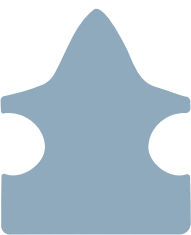
SUB-BRANDING

We will utilize elements from the regional icons in the main logo to develop tailored templates for each sub-brand. By incorporating distinct colors and branding, the sub-logos will be clearly differentiated, while maintaining a cohesive connection to the main brand identity.

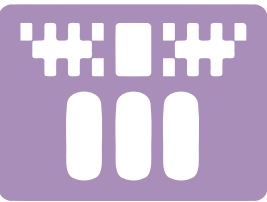
For clarity, the icon color will be darkened slightly while maintaining the same color code. This is achieved using the blending mode to "Multiply." This method ensures the icon remains distinct and visible, especially against lighter backgrounds, while keeping the brand's color integrity intact.



عمارة الساحل الشرقي



عمارة واحة الاحساء



عمارة الحجاز الساحلية



SUB-BRANDING

TEMPLATES

عمارة الساحل الشرقي

هذا النص هو مثال لنص يمكن أن يستبدل في نفس المساحة، لقد تم توليد هذا النص من مولد النص العربي، حيث يمكنك أن تولد مثل هذا النص أو العديد من النصوص الأخرى إضافة إلى زيادة عدد الحروف التي يولدها التطبيق.



العمارة
السعودية
ARCHITECTURE



عمارة الساحل الشرقي

هذا النص هو مثال لنص يمكن أن يستبدل في نفس المساحة، لقد تم توليد هذا النص من مولد النص العربي، حيث يمكنك أن تولد مثل هذا النص أو العديد من النصوص الأخرى إضافة إلى زيادة عدد الحروف التي يولدها التطبيق.



العمارة
السعودية
ARCHITECTURE



SUB-BRANDING

DESIGN EXAMPLES



SUB-BRANDING

DESIGN EXAMPLES



SUB-BRANDING

DESIGN EXAMPLES

العمارة النجدية

واحدة من 19 عمارة تميّز مملكتنا الغنية





العمارة
السعودية
ARCHITECTURE



عمارة المدينة المنورة

واحدة من 19 عمارة تميّز مملكتنا الغنية





العمارة
السعودية
ARCHITECTURE



عمارة الطائف

واحدة من 19 عمارة تميّز مملكتنا الغنية





العمارة
السعودية
ARCHITECTURE



SECTION 08

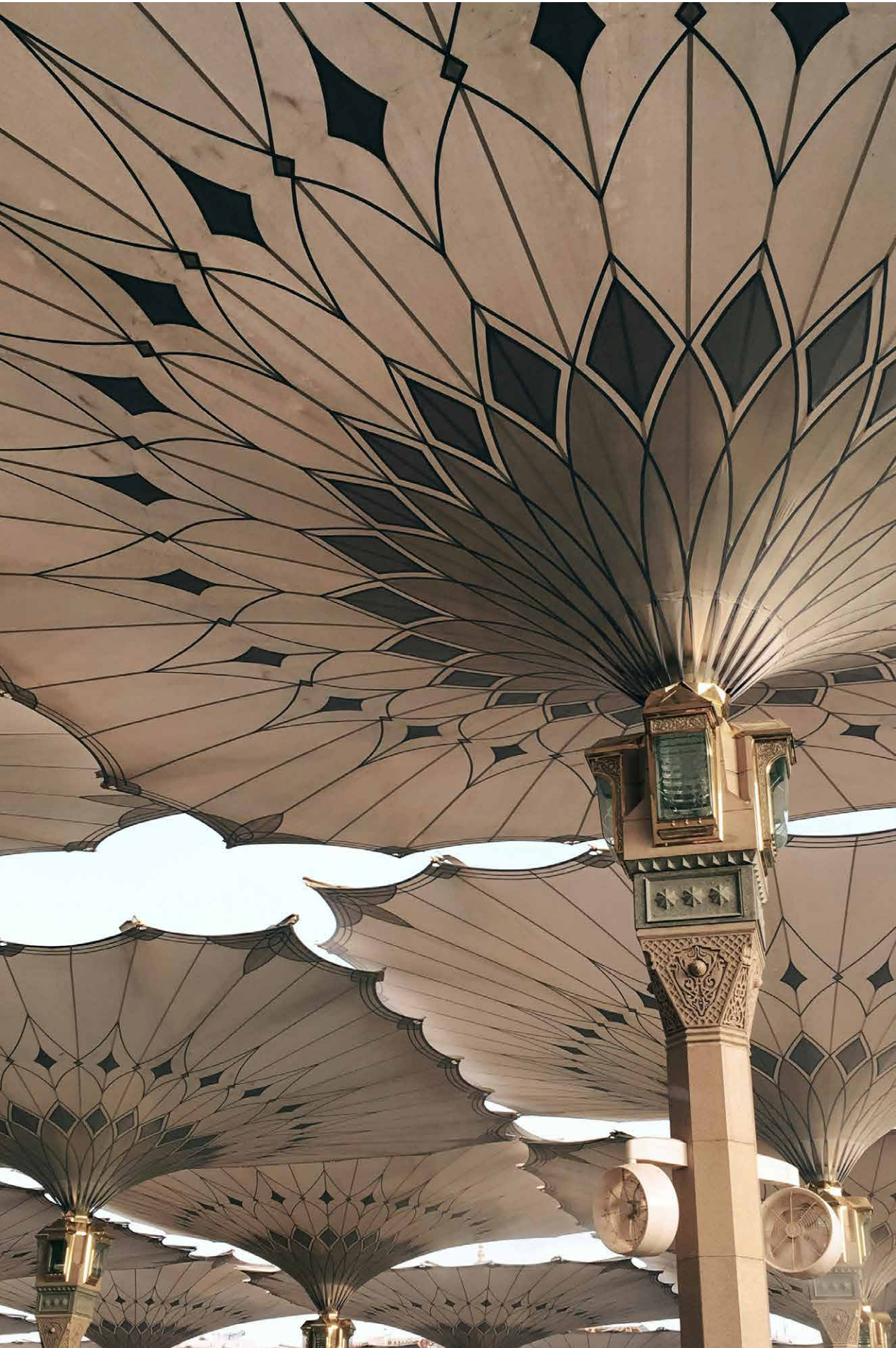
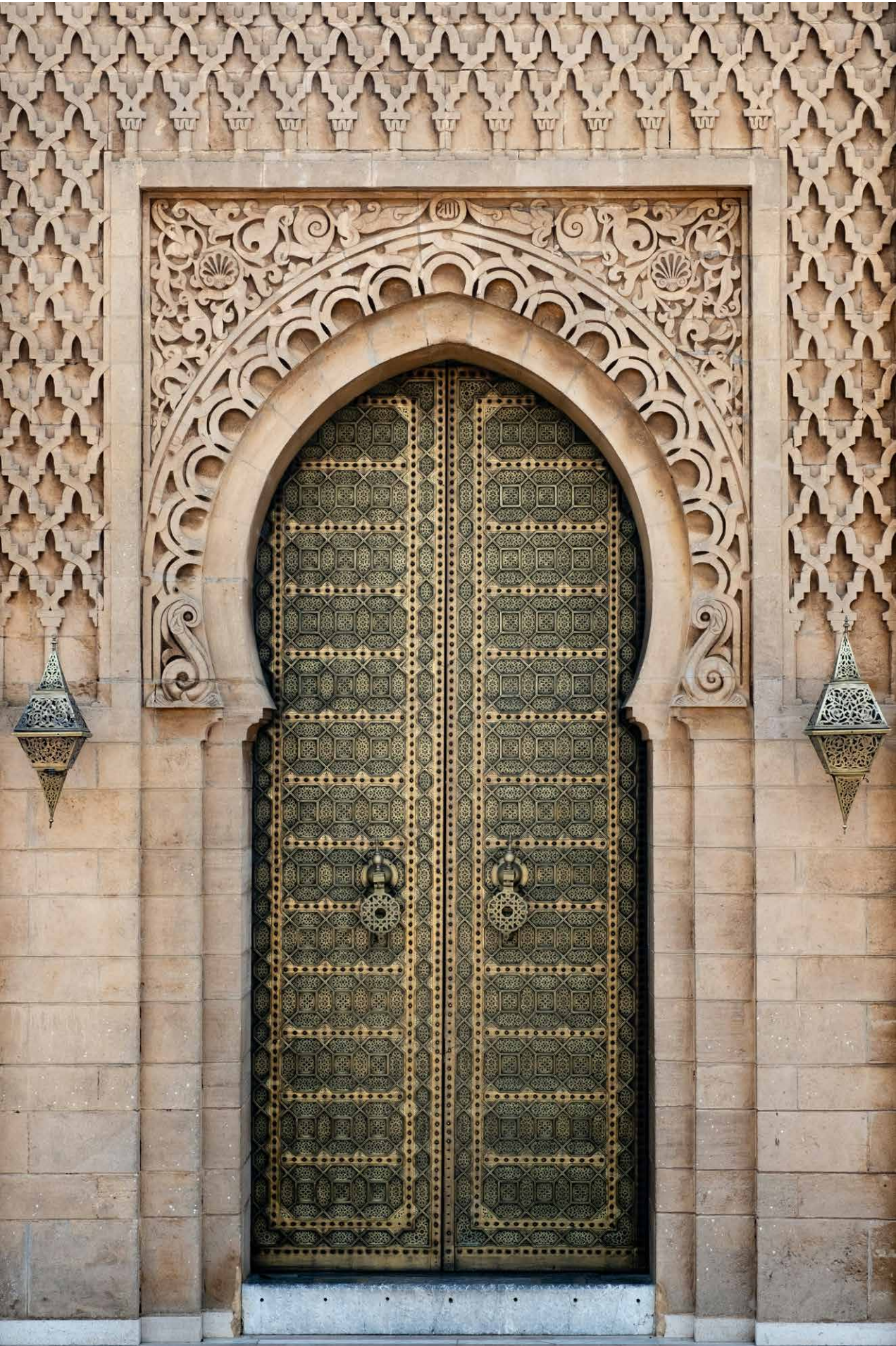
PHOTOGRAPHY STYLE

PHOTOGRAPHY

DETAILED CLOSEUPS

The photography style focuses on capturing the essence of Saudi Arabia’s diverse landscapes, architecture, and cultural moments. Images are shot with a natural, authentic approach, emphasizing rich textures and vibrant colors to reflect the country’s heritage and modern development.

Each photograph is carefully composed to highlight both detail and scale, aligning with the brand’s theme of integration and connection. This visual style ensures a cohesive narrative, reinforcing the interplay between tradition and progress in shaping the national architecture.



PHOTOGRAPHY

PEOPLE

is centered on portraying genuine expressions and interactions, reflecting the warmth, diversity, and strength of the Saudi people. These images emphasize human connection and community, enhancing the brand’s narrative of unity and progress.



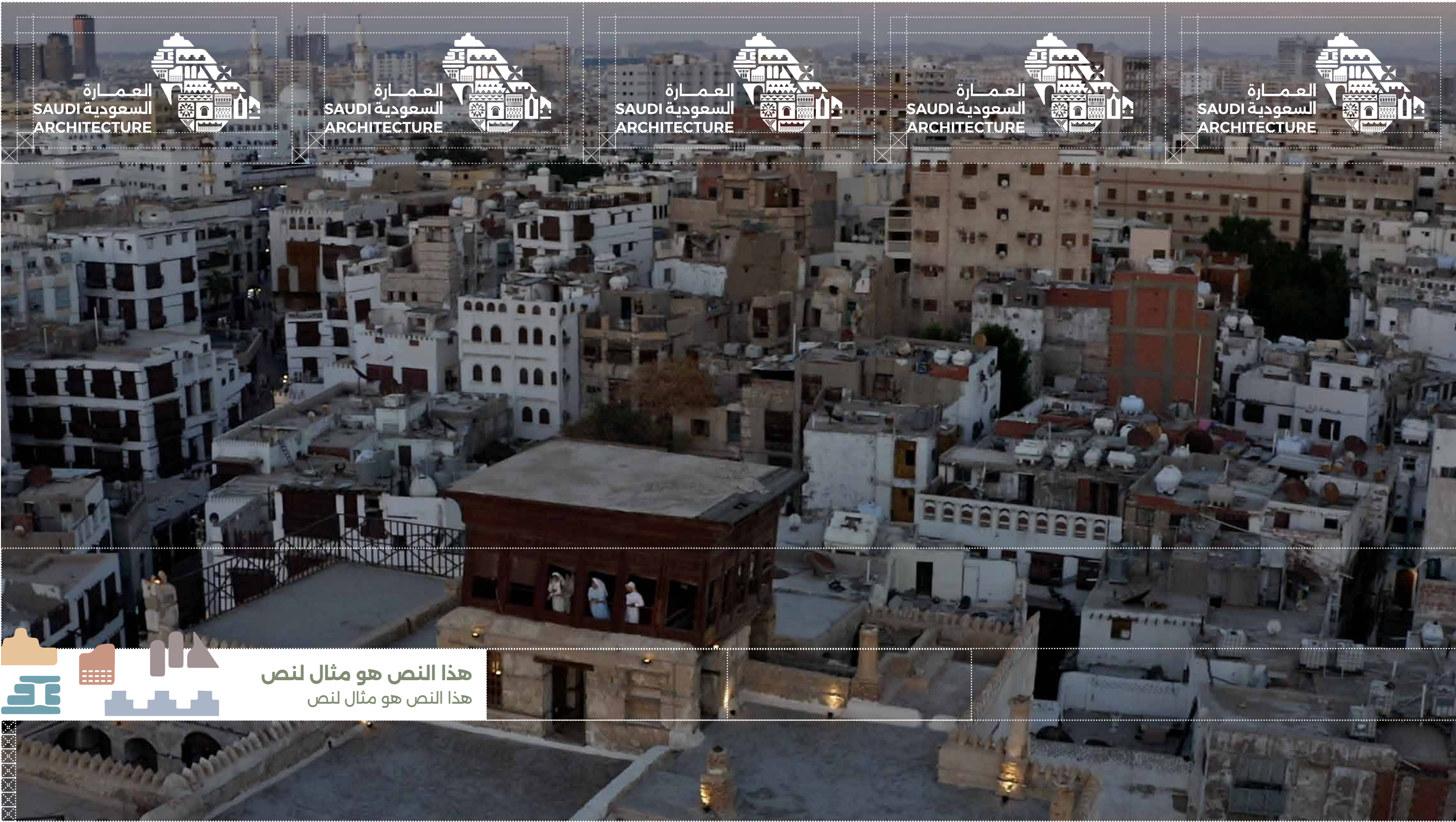
SECTION 09

BRAND ON FILM

BRAND ON FILM

The logo is always placed in the top left corner for consistent brand recognition. Its size is scaled to be five times the frame's size, ensuring visibility without overwhelming the design, maintaining a balanced and clean look.

The lower third is positioned in the center of the lower third of the frame, with its width set to one-third of the frame's total width. This ensures balance and clarity in the design. However, the width can be scaled to the middle of the frame when needed, depending on the content, allowing for flexibility while maintaining a cohesive layout.



LOGO ICON

Throughout the video, the logo features a brief animation where the logotype gradually fades out, leaving only the logo icon visible for a few seconds. This subtle animation emphasizes the icon's significance while maintaining brand presence. The fade-out effect adds a touch of dynamism and modernity to the visuals, without distracting from the content.



OUTRO

At the video’s end, a white frame appears with the animated logo icon. Then, the logotype fades in to the left, creating a simple and polished conclusion that reinforces the brand.



THANK
YOU