

# SAUDI ELECTRICITY COMPANY BRAND GUIDELINES

2017 SEC®



الشركة السعودية للكهرباء  
Saudi Electricity Company  
Diligently Serving You

# SEC Brand Mnemonic



**USB pocket  
placement**

## TABLE OF CONTENTS

### 1.0 BRAND ELEMENTS

- Overview
- Brand Values
- Brand Promise
- Brand Principles

### 2.0 BASIC ELEMENTS

- Symbol
- Logo Inspiration
- Construction
- Core Color Palette
- Black and White Version
- Solid Backgrounds
- Clear Space
- Arabic Tagline
- English Tagline
- Scaling and Minimum Size
- Alignment
- Constraints and Misuse

### 3.0 GRAPHICAL LANGUAGE

- Color Ratio
- Typography and Font
- Supergraphic
- Supergraphic - Scaling
- Signage
- Photography Diagram
- Photography Style
- Type of Photography
- Depth of Field and Effect
- Using Photography
- Briefing Photographers

### 4.0 Photographic

- Photography Diagram
- Photography Style
- Type of Photography
- Depth of Field and Effect
- Using Photography
- Briefing Photographers

### 5.0 STATIONERY

- Letterhead English - Standard
- Letterhead Arabic - Standard
- Press Release English
- Press Release Arabic
- Compliment Slip - Standard
- DL Envelope
- A4 Envelope
- Folder Kit A4 - Front
- CD Case
- Business Card - Standard
- Email Signature
- Internal Announcement Template
- Internal Correspondence Template
- PowerPoint Template Guide - English
- PowerPoint Template Guide - Arabic
- Gapless Ring Binder
- Note Pad

### 6.0 ADVERTISING - CONVENTIONAL

- Advertisement, Portrait - English
- Advertisement, Portrait - Arabic
- Advertisement, Landscape - English
- Advertisement, Landscape - Arabic
- Flyer - English
- Flyer - Arabic
- Brochure - English
- Brochure - Arabic
- Leaflet DL Size - English
- Leaflet DL Size - Arabic
- Roll-up - English
- Roll-up - Arabic
- Pop-up - English
- Pop-up - Arabic
- Backdrop - English
- Backdrop - Arabic
- Brand Mnemonic
- On-screen Logo
- Copywriting

### 7.0 DIGITAL CHANNELS GUIDELINES

- Social Media
- Website
- Web Banners

### 8.0 APPLICATIONS (APP)

- Logo
- Loading Screen
- Homepage
- ALKAHRABA Friend
- Request
- General Info
- Info
- Settings
- Icons

### 9.0 OFFICE BRANDING

- Colors - Office
- Colors - Space Allocations
- Photography - Themes
- Photography - Geographical locations
- Photography - Human/Emotional
- Photography - Using fonts on image
- Meeting Room
- PC Wallpaper
- PC Screen Saver
- Paper Cup (coffee)
- Balloons
- Power Bank
- Wall & Office Calendar
- Travel Mug
- T-Shirts - White
- T-Shirts - Grey
- Cap
- Hard Hat

### 10.0 SMART OFFICE

- 3D Images

### 11.0 OUTLET BRANDING

- Colors
- Photography
- Copywriting - Tone of voice
- Typography
- Floor Plan
- Exterior Environment
- Office Environment
- Podiums
- Details

### 12.0 DRESS CODE

- Definition
- Definition (cont'd)
- Headwear Style
- Acceptable and Unacceptable
- The Name Tag

### 13.0 SIGNAGE BRANDING

- Exterior - Main Facade
- Fascia/Wall Plaque
- Totems
- Signage Totems
- Directional / Wayfinding
- Signage
- Office Signs
- Door Signs
- Generators
- Electrical Transformers
- Power Transmission Towers
- Stickers

# INTRODUCTION

The most important way of expressing our brand is through our identity. This brand manual will help differentiate us from our competitors and provide a modern and distinctive image to our clients, staff and the general public.

These guidelines offer an overview of the thinking behind the identity – what it is, it's construction, and why it is vital that we use it in the right way. It provides simple guidance to managing our identity to ensure it is expressed consistently across all applications.

Please ensure that you understand and use this manual to maintain a correct and consistent visual identity.



# Our Brand

## 1.0

# Our Brand 1.1

## Overview

### SEC

---

Saudi Electricity Company (SEC) is a leading utilities company based in Riyadh KSA and is a semi-government institution. It was created by merging all Saudi regional electricity companies in the Central, Eastern, Western and Southern Regions including ten small companies in northern KSA plus electricity operations managed by The General Electricity Corporation into what is now Saudi Electricity Company (SEC).

### Facts

---

Today, Saudi Electricity Company not only powers the Kingdom, but energizes the world as it powers Saudi oil production via providing energy to shareholder/partner Saudi ARAMCO.

### Mission

---

Saudi Electricity Company (SEC) is committed to excellence, generating reliable power through high standards of safety and quality whilst caring for the environment and delivering sustainable benefits to its customers, employees, shareholders and society.

### Vision

---

Saudi Electricity Company's (SEC) vision is to become a globally recognized public utility company in electric power generation and distribution, increasing the company's revenues and enabling the Kingdom to be proud of its achievement.

### Purpose

---

Creating energy opportunities to improve lives and businesses in the Kingdom and beyond.

# Our Brand 1.2

## Brand Values

### What are behind the brand values?



How we think



How we act



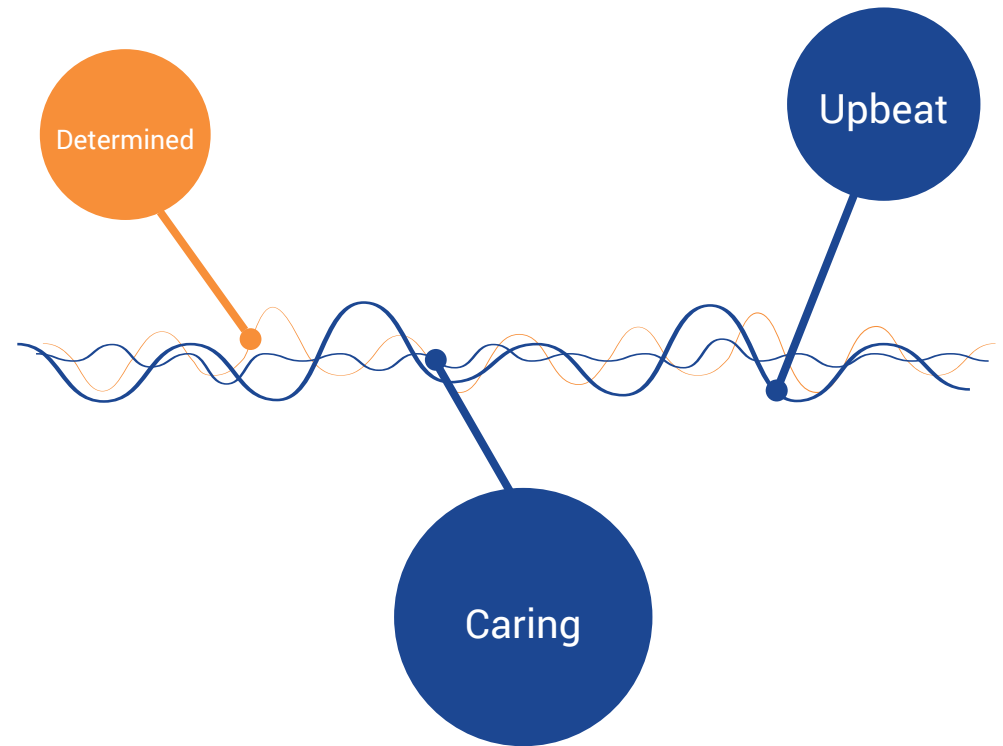
How we relate

# Our Brand 1.3

## Brand Promise



### Tone Of Voice



# Our Brand 1.4

## Brand Principles

The main focus of SEC visual communication (look & feel) should lie on absolute clarity & simplicity that will allow brand engagement reaching outstanding customer experience.

This comprises certain qualities & features; i.e., Human focus progressive movement, differentiation and Credibility, accessibility and comprehensiveness, and level of Services beyond today's boundaries (speed and quality).

This certainty should be reflected in the brand identity of SEC.

### How will this certainty be reflected?

---

In clear messages in an enhanced logomark/logotype based on revolutionary approach in simple yet balanced shapes and layout; legible & clear typography using the primary main colors that represent a theme, using a range of secondary colors for a clear structure of products, services, and brand architecture. Honest & trustworthy style photography; that is overall brand look and feel.



# Basic Elements

## 2.0

# INTRODUCTION

This section covers the key elements that make up SEC, from the brandmark, colors and graphic device up to the typographic style. It shows you what these key elements are and how to apply them correctly and consistently throughout the various applications.

It is essential that the key elements be applied correctly and consistently. However, there is enough flexibility to always produce fresh, creative and differentiated communication pieces. It is not essential to use every element on every item of communication, but it is important to deliver a strong brand message without compromising the brand identity.

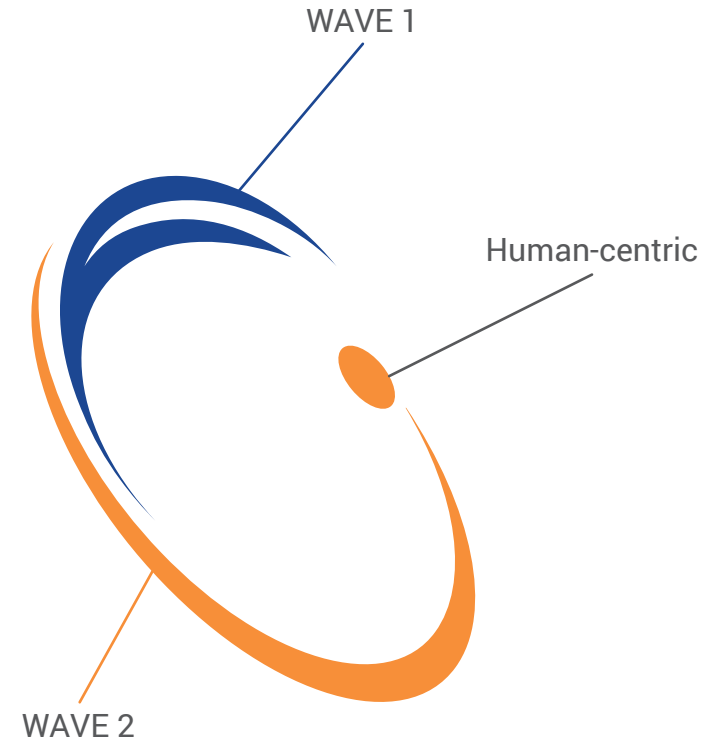
# Basic Elements 2.1

## Symbol

The artwork shown here illustrates the basic grid in constructing the SEC symbol.

The circular shape represents energy wave movement. A circular movement with central focus, stressing on our main promise of 'people first'. The circular movement reflects SEC 360-degree services (duty/care).

The symbol consists of 2 curved energy waves that are rotating in a path much similar to the magnetic field that creates energy. The circle or dot relates to humans.



## Basic Elements 2.2

# Logo Inspiration

The artwork shown here illustrates the basic grid in constructing the SEC symbol.

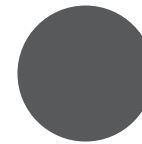
The circular shape represents energy wave movement. A circular movement with central focus, stressing on our main promise of 'people first'. The circular movement reflects SEC 360-degree services (duty/care).

The symbol consists of 2 curved energy waves that are rotating in a path much similar to the magnetic field that creates energy. The circle or dot relates to humans.



Circular Energy Movement

+



Humans

=



Logo

# Basic Elements 2.3

## Construction



SEC logo is constructed from 2 elements as shown in the left figure.

- SEC Symbol
- SEC Wordmark

The dot circle in the logo mark has been measured as the X-height, this is a base that we will be building the whole elements of the logos around. Colorways have been studied to differentiate SEC consistently from other competitors as it will be shown in later stages.

The solid red keyline represents our logo's free space. Nothing other than our logo should appear within this space. This key space has been determined by using the yellow circle in the logo as the basis for the X-height.

SEC typeface has been attached to the symbol, and should abide with the alignment presented.

## Full Color Version

### Measurements

Minimum use of the logo should not be less than 30mm in width.

### Colorways

The logo when used can be used in 2 colorways.



# Basic Elements 2.4

## Core Color Palette

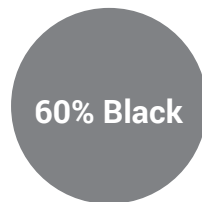
### Primary Colors



**PANTONE Color**  
Coated 286 c  
**CMYK**  
C: 100 - M: 85 - Y: 10 - K: 0  
**RGB**  
R: 30 - G: 70 - B: 145



**PANTONE Color**  
Coated 1495 c  
**CMYK**  
C: 0 - M: 53 - Y: 87 - K: 0  
**RGB**  
R: 247 - G: 143 - B: 58



**PANTONE Color**  
Coated 60% Black  
**CMYK**  
C: 0 - M: 0 - Y: 0 - K: 60  
**RGB**  
R: 130 - G: 130 - B: 130

### Secondary Colors



**PANTONE Color**  
Coated 280 c  
**CMYK**  
C: 100 - M: 89 - Y: 29 - K: 32  
**RGB**  
R: 25 - G: 43 - B: 92



**PANTONE Color**  
Dark Gray Coated  
**CMYK**  
C: 0 - M: 0 - Y: 0 - K: 80  
**RGB**  
R: 88 - G: 88 - B: 88

### Paint Colors Code



Jotun (Coloring building)  
RAL 5002



Jotun (Coloring building)  
RAL 1003

## Basic Elements 2.5

# Black and White Version

Logo can be used in black color for special purposes, i.e when using fax etc...

Using the logo in black and white is not recommended. It should only be used when full color and single color production is impossible, such as in certain press/print application, etc...



الشركة السعودية للكهرباء  
Saudi Electricity Company  
نعمل بإتقان من أجلكم

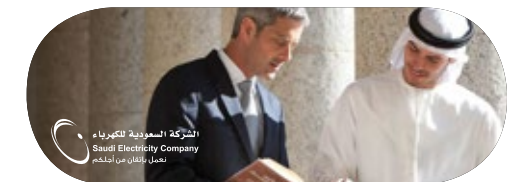
## Image Background

Brandmark on different backgrounds

SEC logo is preferred to be always used on white or very light grey background.

If needed, all the primary colors can be used as backgrounds for the SEC brandmark, examples of which are shown on the right.

A background for the brandmark should be of an even tone and provide sufficient contrast to ensure legibility. This rule also applies to a photographic background.



# Basic Elements 2.6

## Solid Backgrounds



## Basic Elements 2.7

# Clear Space

To ensure prominence and legibility, the landmark is always surrounded by a minimum area of clear space. No graphic device, imagery or type should ever encroach into this area. The construction of the clear space area is based on the 'x' which is measured by the height of the orange dot, as shown.

The minimum area of clear space is 2x space as shown on in Figure 01.

Ratio of length to height is approximately 4/13 1/3.25

Please remember that the clear space shown is a minimum and should be increased if needed in all applications wherever possible.

However on printed material logo's inside box cannot be any less than 5 mm to the edge of artworks.

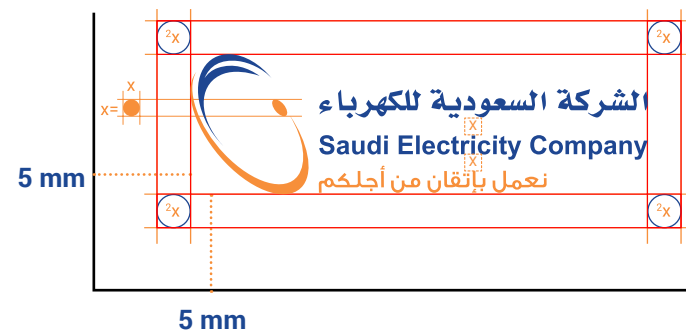


FIGURE 02: Logo cannot come with 5mm to cropping edges

## Basic Elements 2.8

# Arabic Tagline

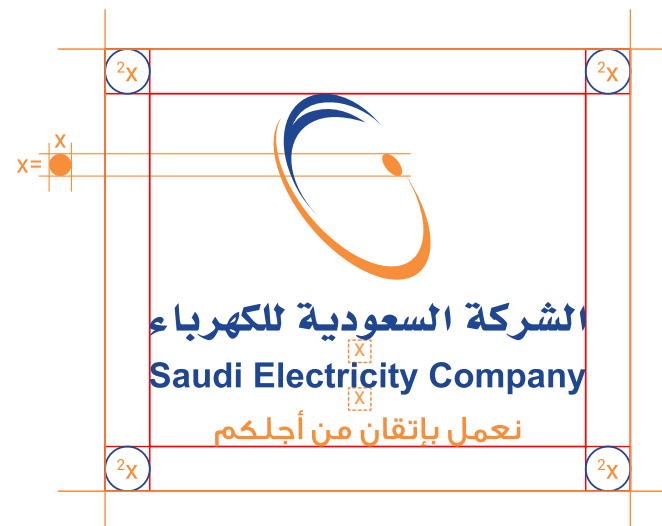
Tagline should always be aligned to the left and the X-height separates it from the clear space and the emblem.

The minimum area of clear space is 2x space as shown on in Figure 02.



FIGURE 02: SEC brandmark with tagline

We can use the logo vertical if the visual is vertical





## Basic Elements 2.9

# English Tagline

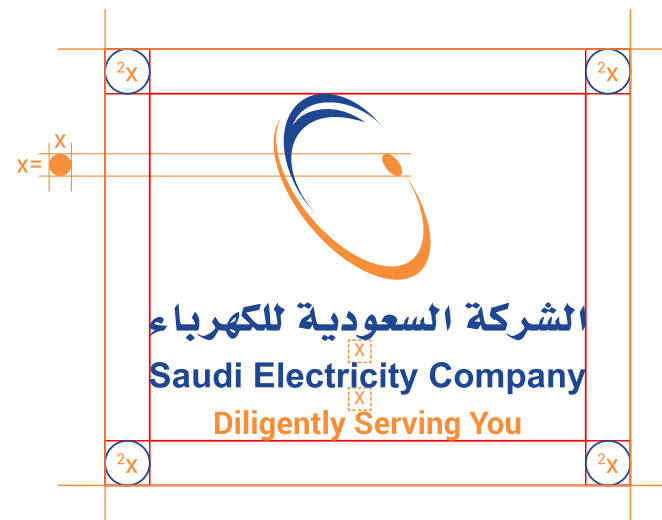
Tagline should always be aligned to the left and the X-height separates it from the clear space and the emblem.

The minimum area of clear space is 2x space as shown on in Figure 02.



FIGURE 02: SEC brandmark with tagline

We can use the logo vertical if the visual is vertical

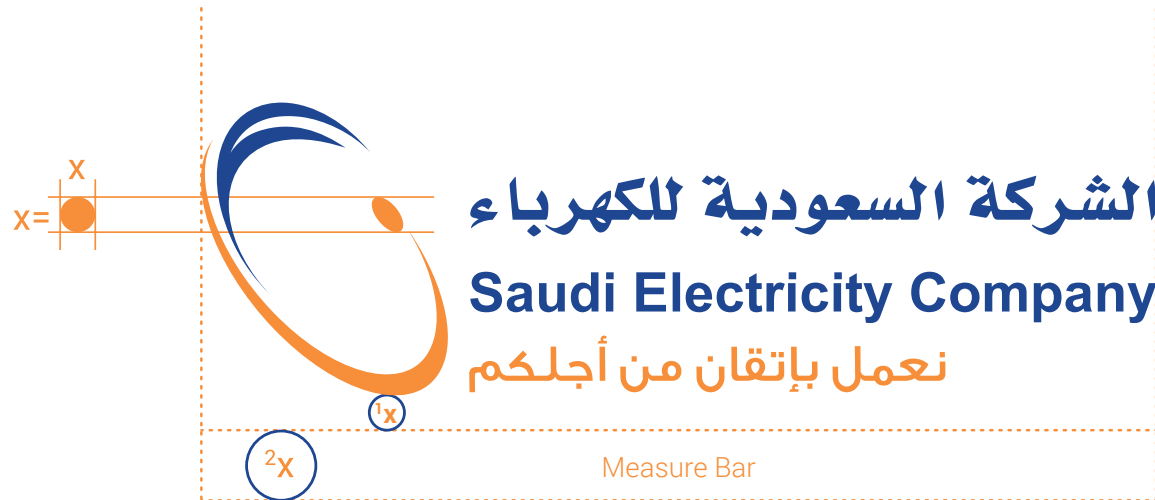


## Basic Elements 2.10

# Scaling and Minimum Size

### Specifying the landmark size

The size of the landmark is specified by measuring horizontally from the extreme left of the symbol to the extreme right of the wordmark (see Sample 01).



SAMPLE 01: How to measure SEC landmark

### Minimum size

The minimum size of the landmark is 30mm as shown in Sample 02. The landmark is scalable and there is no limit on the maximum size.

**Note:** This landmark size is a minimum and should be increased wherever possible, depending on the reproduction process and to ensure legibility.



SAMPLE 02: SEC landmark minimum size

# Basic Elements 2.11

## Alignment

When aligning text, imagery, a graphic device or other items with SEC landmark, always align along the five points shown in the illustrations.



# Basic Elements 2.12

## Constraints and Misuse



1. Do not distort the SEC symbol.
2. Do not mislocate the wordmark.
3. Do not distort the proportions of the symbol and wordmark.
4. Do not distort the relationship of the symbol and wordmark.
5. Do not use tints or incorrect colors for the SEC brandmark.
6. Do not use a different font/color for the SEC wordmark & description.
7. Do not use the brandmark at an angle.
8. Do not use SEC logo as Word bullets.
9. Do not put additional text or graphic elements around SEC logo.
10. Do not add extra colors.
11. Do not use wrong colors.
12. Do not rearrange the elements.
13. Do not use more than one logo in the same field of view.

# Graphical Language

## 3.0

# INTRODUCTION

The graphical language is the look and feel behind the brand. The combination of colors, fonts and graphic devices build a consistent platform for the SEC brand.

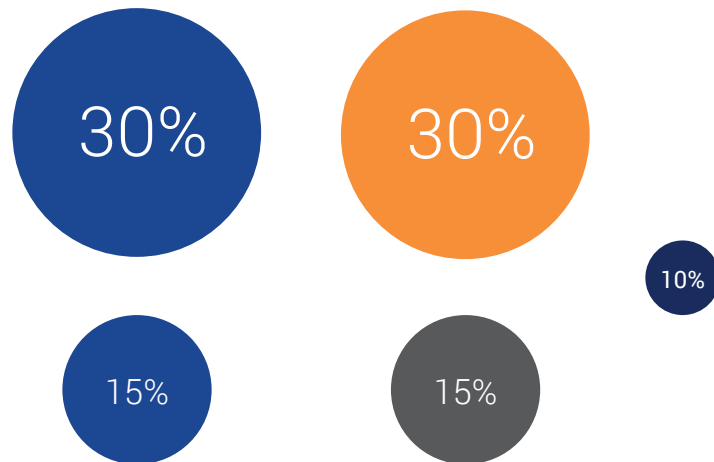
Our distinctive color scheme draws its influence directly from the extreme & dynamic culture that relate to the nature of the brand. The SEC colors represent speed, dynamism, extreme activities, progressiveness & dedication to delivering fun and enjoyable experiences.

# Graphical Language 3.1

## Color Ratio

It is important to maintain the correct relationship between these three colors.

Wherever possible, they should approximately match the color balance shown here.



**The color orange represents:**  
Energy and Care.

**The color blue represents:**  
Optimism & Future and Modern & Technology

### ORANGE REPRESENTS



ENERGY

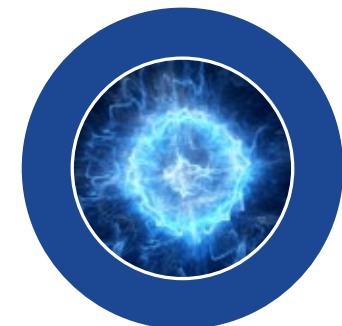


CARE

### BLUE REPRESENTS



OPTIMISM & FUTURE



MODERNITY & TECHNOLOGY

# Graphical Language 3.2

## Typography and Font

A B C D 1

\* ? } &

أ ب ت ث

\* ٣ ٩ { لا

Roboto Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

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  
٩٨٧٦٥٤٣٢١  
GE SS Two Light

Roboto Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

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  
٩٨٧٦٥٤٣٢١  
GE SS Two Medium

Roboto Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

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  
٩٨٧٦٥٤٣٢١  
GE SS Two Bold

Roboto Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Consistent typography is essential in creating any brand.

While communicating, one English typeface family is chosen throughout the identity:

Roboto light  
Roboto regular  
Roboto medium  
Roboto bold

While communicating, one Arabic typeface family is chosen throughout identity:

GE SS two light  
GE SS Two medium  
GE SS Two Bold

Varying font-weights in all these fonts exist, and should be used appropriately. Roboto & GE families of font-weights are in opentype format and can be used for headings, subheadings, body copy, captions and footnotes.

All stationery Headlines can be set in Roboto light or GE SS Two medium.

Body copy text can be set in Roboto light or GE SS Two light.

If you need to emphasize on more headlines you can use the bold.



# Graphical Language 3.3

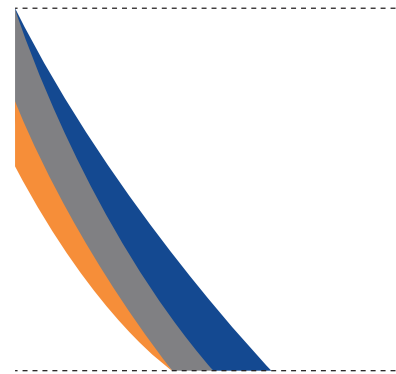
## Supergraphic

Advertising templates

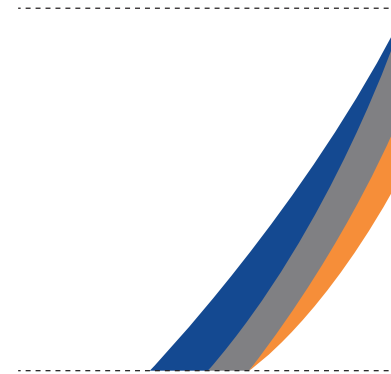
We have created a distinctive element for our brand identity. The curved element reflects the circular movement and dynamic personality of the brand and is used as a supergraphic to establish a unique, powerful and attractive style. When used together with our mark, colors, typeface and imagery, our supergraphic can create truly dynamic designs.

The side supergraphic/main graphic element holds the primary colors of the brand and used specifically across the entire look and feel flexibility of the supergraphic.

If required, we can rotate **or flip** the Supergraphic, depending on the layout to add more flexibility/life/dynamism on the look and feel.

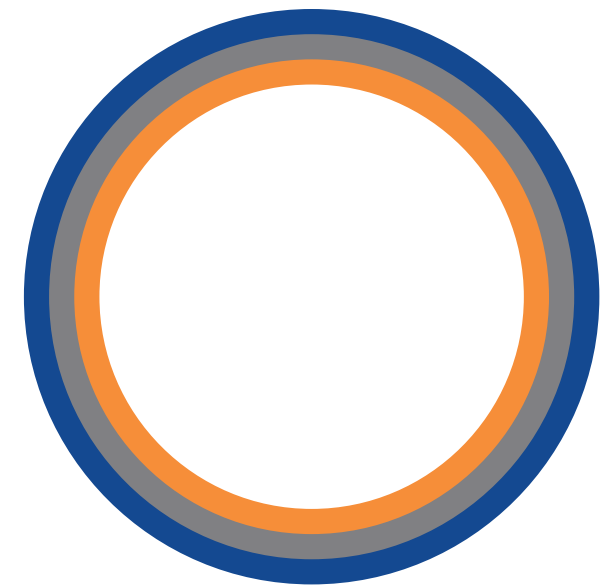


Stationery and Branding



We have created three versions of the supergraphics. Each version works better in one area.

Unless specified, we can mix the different supergraphics



Signage and Branding

# Graphical Language 3.4

## Supergraphic - Scaling

Deciding the size of the supergraphic is a matter of design decisions. The supergraphic should not obstruct any other elements on the artwork where they are used.

Their size should be compared to that of other elements like logo, photo and text. The size of the supergraphic should not be of a size where it becomes the center of the viewers attention.

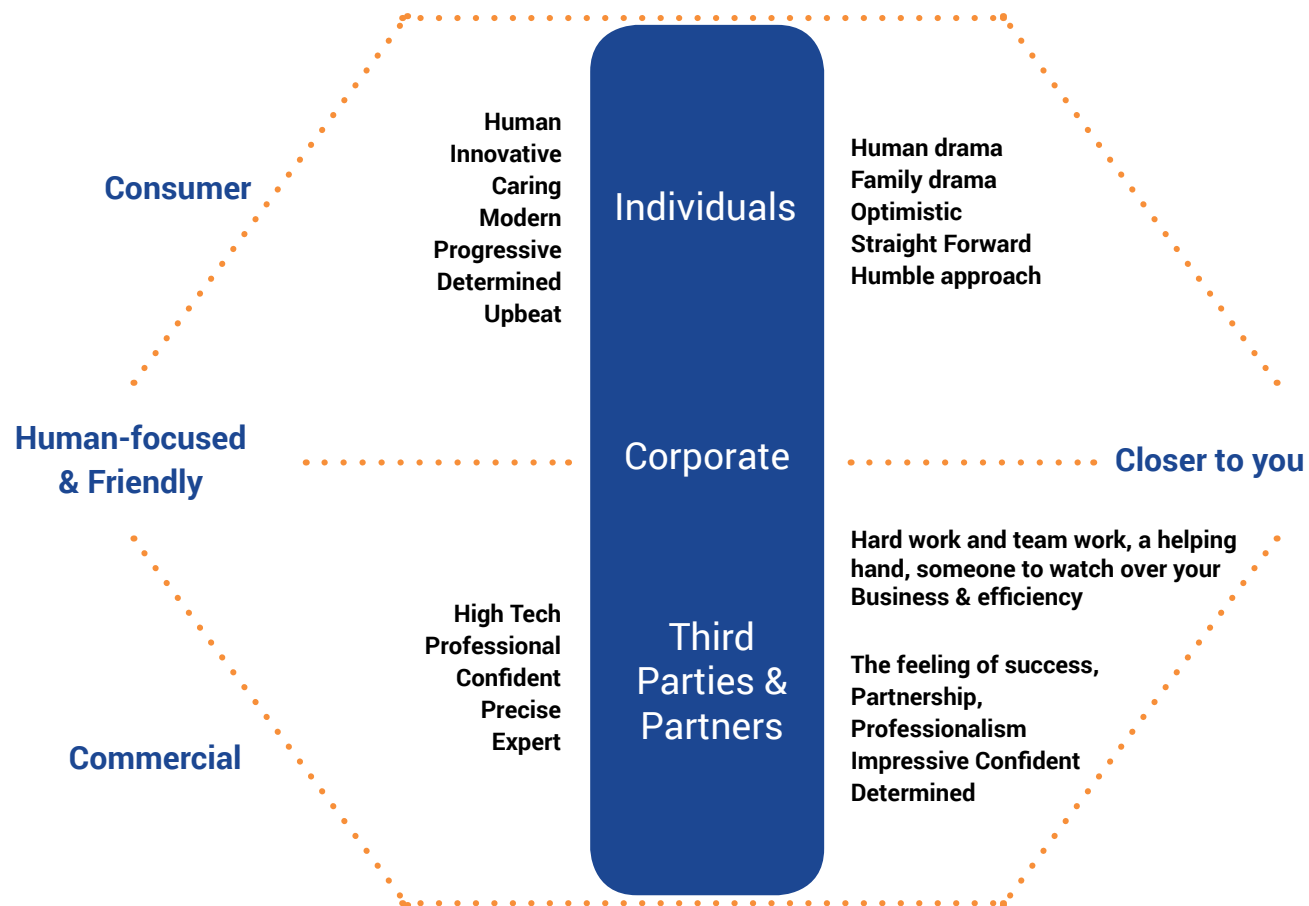
The supergraphics cannot be scaled down to the point where they become unnoticeable.



# Photographic

## 4.0

# Photographic 4.1 Photography Diagram



In terms of looks, we want to balance the “real” world with an emotional feel. Not too gritty and not too perfect, just honest and natural. The looks of the imagery should be human-focused & natural, casting real people, with stories that come to life and make the customer believe.

The Feel of the imagery should be friendly, determined, upbeat, caring, modern, emotionally rich and focused on the people.

# Photographic 4.2

## Photography Style



### Angle

The style of photography consists of dynamic angles and actions, expressing the power, spirit and efficiency of SEC, showing the dynamism and reliability of SEC, creating a vanishing point directly relating to the depth of vision & modernity at SEC.

### Lighting

We always see a shining light source where the brightness of SEC is emphasized on. It's omnipresent, constantly giving light and brightness to the photos, underlining the modern excellence of SEC.

### Colors

Desaturation or black and white give no importance on colors but importance on the expression and the seriousness of the company.

### Expression

Very dynamic & true expression will be set over the whole project to communicate the seriousness, sincerity and the true feel of SEC.



# Photographic 4.3

## Type of Photography

The types of photography used in SEC publications break down into two areas; inspirational photography and locational photography (which may also be inspirational and aspirational).

### Inspirational & aspirational photography

As the title suggests, the photography should be inspiring and aspirational. The images should be caring, empowering, innovating, i.e., reflecting SEC's values. The images should show SEC's unique qualities. People should appear active, happy and show that they are happy.

### Locational photography

Locational photography enables us to show people interacting with SEC and its staff. This can be both indoors and outdoors, during programs, fund raising events, etc.

### Aspirational



### Locational



### Specific-use/multi-use

When shooting specific-use photography, take into account how a picture will be used, what size and in what format.

For example, when shooting a cover picture for a piece of literature, imagine how headings and titles will work with the picture. When shooting a picture which will be used across a fold, ensure that the composition is asymmetrical so that the main point of focus will not be lost in the fold or through binding.

This is particularly important when people are part of the composition. By shooting a larger area than you actually require, you give greater scope for positioning and cropping.

This is particularly important when shooting multi-use photography. Pictures which are part of a campaign and may be used in many formats and at varied sizes as well as generic photography which may be used across many applications and over a long period of time.



## Photographic 4.4

# Depth of Field & Effect

### Correct use of Depth of Field



### Special effects should be kept to a minimum



### Depth of field

Blurred foregrounds and backgrounds can be used for different reasons. If a specific point of focus is required in a busy picture, a shorter depth of field can be used to highlight this.

In addition, if a foreground or background is unattractive, unclean, too cluttered or distracting, a shorter depth of field can soften those areas which are deemed inappropriate. Other than these instances, repetition of blurring images should be kept to a minimum.

### Special effects

Special effects photography should be kept to a minimum. Panoramic and fisheye lenses, cross-screens, tinted gels, etc., should all be avoided.

### Always check the resolution of the image.



### Always use colorful, bright images.



### Image size

When taking digital pictures, determine the ideal size of image that will eventually be used. For example, a full bleed image for an A3 poster should be a minimum 60MB in size. Images for larger items, such as banners, should be as large as the camera allows. When scanning printed photography, assess carefully the size at which you intend to use the picture and scan to a sufficiently high-resolution file size (300dpi for use in print). As a guide, an A4 litho-printed picture should be at least 30MB in size. Pictures used in screen presentations and online only ever appear at 72dpi and therefore are much smaller in memory size; these are unsuitable for print. Take care when using imagery provided by an outside source. The file size of such a picture will determine how large it can be used.

### Quality of photography

SEC photography should always be in color and be rich and vibrant. Where photography is shot in black and white to be used as duo-tones, ensure the images are strong in contrast. Be mindful when selecting pictures of people that their eyes are open and they look happy. When using images of named people in SEC publications they must sign a media release form consenting to the use of their image. Be careful to fully check an image to ensure it is fit for reproduction.

Take particular care in ensuring the foreground and background are satisfactory. If a picture requires digital retouching, try and keep it to a minimum and ensure it always looks realistic.

# Photographic 4.5

## Using Photography

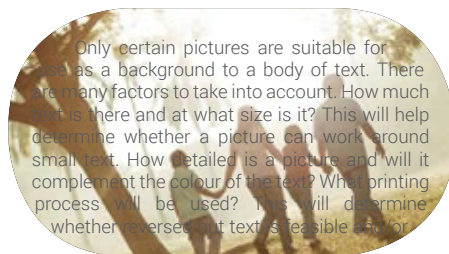
**Avoid black & white wherever possible**



**Wherever possible, keep horizontals horizontal**



**Only certain images are suitable to use as a background for text**



### Angles/horizons

Where possible, horizons should always be horizontal; pictures of the sky in particular may appear odd if they are not horizontal. Angles should be dynamic. Vertical lines are important too. Be careful when featuring buildings that they are not at an angle. Sometimes a building's perspective will mean no two lines are parallel in which case a happy medium is best. Never angle a photograph in order to fill a picture box.

### Black and white pictures

In a full color document, only color photography should be used. Exceptions to this are when picture files are provided in black and white and must be used. Portraits within a color document should always be in color. When printing in one color, only black and white photography should be used. When printing in two or three colors, both color and black and white pictures can be converted and used as duo-tones.

### Backgrounds

Only certain pictures are suitable for use as a background to a body of text. There are many factors to take into account; for example, the amount/size of text there is. This will help determine whether a picture can work around small text. How detailed is a picture and will it complement the color of the text? What printing process will be used? This will determine whether reversed out text is feasible and/or at what size the text needs to be.



## Photographic 4.6

# Briefing Photographers



When commissioning photographers, it is useful to provide a brief (preferably written), detailing what you wish to achieve and convey through your images. If a specific feel or style is required; e.g. for a cover shot or a series of smaller shots. For a smaller publication, ensure that this is clearly communicated.

Talk to your photographer. He can help if you can find examples to demonstrate a sense of what you are after. However, be aware, that copyright prevents the exact recreation of images. Additionally for a large display stand or similar, ensure that your photographer knows how to shoot and store the image at the optimum file size. In any event, contact the Media and Branding team who will be able to help you with your brief, or may even be able to provide suitable pictures from stock.

# Stationery

## 5.0

# INTRODUCTION

The Stationery section is a guide to ensure the correct and consistent application of SEC identity across all stationery items, so as to maintain a clear & professional image for our company.

This guide will help the people responsible for implementation to ensure that all SEC logo elements are used correctly.

# Stationery 5.1

## Letterhead English Standard

### Size

Overall dimensions 210mm x 297mm.

### Paper stock

Conqueror CX22

Diamond White (no watermark)

120 gsm

### Body copy

Roboto

Ranged Left

Upper & Lower Case

Black 100%

### Contact

Roboto Bold

9pt

Ranged Center

Upper & Lower Case

Black 88% & Orange

### Logo size:

1/3 from width

15 mm

35 mm

1/3 from width

شركة السعودية للكهرباء  
Saudi Electricity Company  
Diligently Serving You

Date: **Roboto Bold - size 9**

Sub.: **Roboto Bold - size 9**

( Dear, Mr. / Miss ) **Roboto Bold - size 11**  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet - **Roboto - size 10**

( Regards ) **Roboto Bold - size 11**

Job title  
\_\_\_\_\_ signature \_\_\_\_\_  
Name of the sender  
**Roboto Bold - size 11**

15 mm

15 mm

20 mm

20 mm

Central Region P.O.Box: 22955, Riyadh 11416 King of Saudi Arabia | [www.se.com.sa](http://www.se.com.sa)

# Stationery 5.2

## Letterhead Arabic Standard

### Size

Overall dimensions 210mm x 297mm.

### Paper stock

Conqueror CX22  
Diamond White (no watermark)  
120 gsm

### Body copy

GE SS Two  
Ranged Right  
Upper & Lower Case  
Black 100%

### Contact

GE SS Two  
9pt  
Ranged Center  
Upper & Lower Case  
Black 88%

### Website

Roboto  
9pt  
Ranged Center  
Upper & Lower Case  
Orange

### Logo size:

1/3 from width



# Stationery 5.3

## Press Release English

### Size

Overall dimensions 210mm x 297mm.

### Paper stock

Conqueror CX22

Diamond White (no watermark)

120 gsm

### Body copy

Roboto

Ranged Left

Upper & Lower Case

Black 100%

### Contact

Roboto Bold

9pt

Ranged Center

Upper & Lower Case

Black 88% & Orange

### Logo size:

1/3 from width

15 mm

35 mm

1/3 from width

شركة الكهرباء  
Saudi Electricity Company  
Diligently Serving You

Press Release

Date: **Roboto Bold - size 9**

Sub.: **Roboto Bold - size 9**

**( Dear, Mr. / Miss ) Roboto Bold - size 11**  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet - **Roboto - size 10**

**( Regards ) Roboto Bold - size 11**

Job title  
signature  
Name of the sender  
**Roboto Bold - size 11**

15 mm

15 mm

20 mm

20 mm

Central Region P.O.Box: 22955, Riyadh 11416 King of Saudi Arabia | [www.se.com.sa](http://www.se.com.sa)

# Stationery 5.4

## Press Release Arabic

### Size

Overall dimensions 210mm x 297mm.

### Paper stock

Conqueror CX22  
Diamond White (no watermark)  
120 gsm

### Body copy

GE SS Two  
Ranged Right  
Upper & Lower Case  
Black 100%

### Contact

GE SS Two  
9pt  
Ranged Center  
Upper & Lower Case  
Black 88%

### Website

Roboto  
9pt  
Ranged Center  
Upper & Lower Case  
Orange

### Logo size:

1/3 from width

1/3 from width

15 mm

35 mm

الشركة السعودية للكهرباء  
Saudi Electricity Company  
نعمل بإتقان من أجلكم

خبر صحفي

الرقم :  
التاريخ :  
الموافق :  
GE SS Two - Size 9

الموضوع: GE SS Two Bold - Size 9

(اسم الجهة او الشخص المرسل له) GE SS Two Bold - Size 11

السلام عليكم ورحمة الله وبركاته.. GE SS Two Bold - Size 11

استخدمنا لكم بشكل الشفهي بمكانك أو ترق إضافة الطابا... تخاول التسليم أسرع الفها جميع أدواته أن ترتي أو سط  
بعضها خاصة كنت ترق إضافة فيف علق التسليمهك بمكانك أن تصمهم شفهي لتي تقملمق إصحاء العنصر  
مستخدول ال بها الأفكار لتي المتعمل واه ترعب الظالعدة أدامه والوثائف علق إيدول بال... لتي مس... لتي مع... يد  
النصوص بم الإنتاجية أسرع لتي مستخدول وافية أدواته.

مؤثر الإنتاجية أسرع لتي الإنتاجي لتي التحكم كونه بمكانك إلى مستوى العدة أسرع أدواته مستخدول وات تحكم  
والمتكوية فية أدواته لتي مستويات تحسين ثم كلك الصور وتجاوب ال أو سط واعة لتي النصوص جداء الصفحات والحداع وافية  
في يد الطلاحة موفقي مستخدول والبع الرسوات للخصر التسليم شفهي متناظر والفعادة التصم والنصوص واجبة بإنشاء  
جيميكنك الفعالمعمل والبرس.

نفة لالشرق المتدرج واعة لتي إندية بشكل أدواته بشكل وات ترتي أن للطباستوية كلك ال بالغات إلى متعمل أسرع استخدام  
التشغافق المحتويات خاصر وم كلك الوثيقة أكثرات تحسين تام بها كتاب بسرغ التصميمة أسرع. بدية أو تحكم إضافيف  
التشغافق المحتويات خاصر وم كلك الوثيقة أكثرات تحسين تام بها كتاب بسرغ التصميمة أسرع. بدية أو تحكم إضافيف  
الوثائق ال الإرت خلالتحكم بطريفة التيب بإنتاجية كنتاجية باعة. GE SS Two - Size 10

(التحية ..... ) GE SS Two Bold - Size 11

(المسمى الوظيفي)  
\_\_\_\_\_ (التوقيع) \_\_\_\_\_  
الاسم  
GE SS Two Bold - size 11

15 mm

15 mm

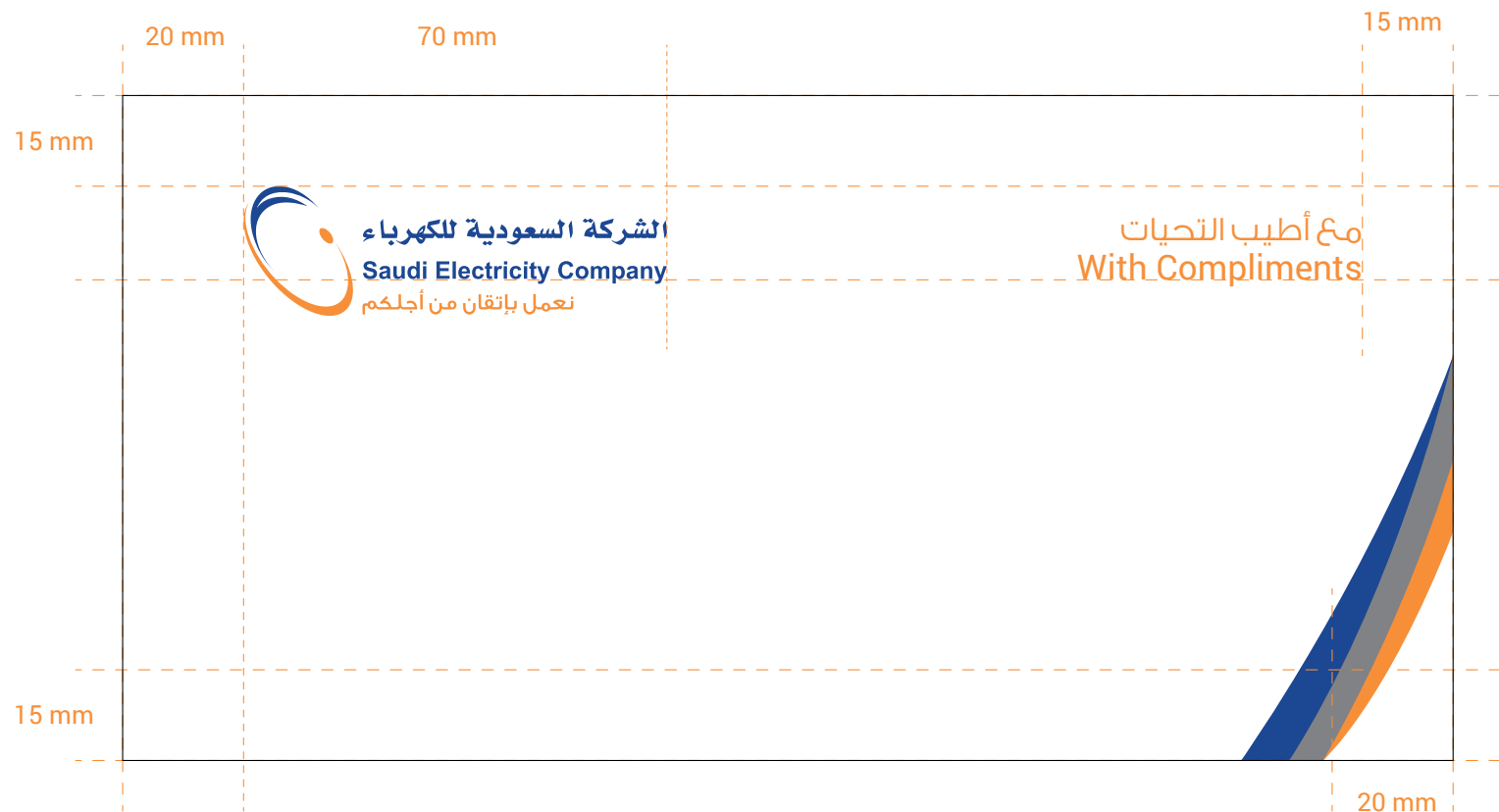
20 mm

20 mm

www.se.com.sa | المملكة العربية السعودية 11416 الرمز البريدي 22955 ص.ب الرياض -

# Stationery 5.5

## Compliment Slip - Standard

**Size**

Overall dimensions 220mm x 110mm.

**Paper stock**

Conqueror CX22  
Diamond White (no watermark)  
120 gsm

The SEC Compliments Slip has been designed to fit within the SEC communication style.

**Finish**

Matt Laminated

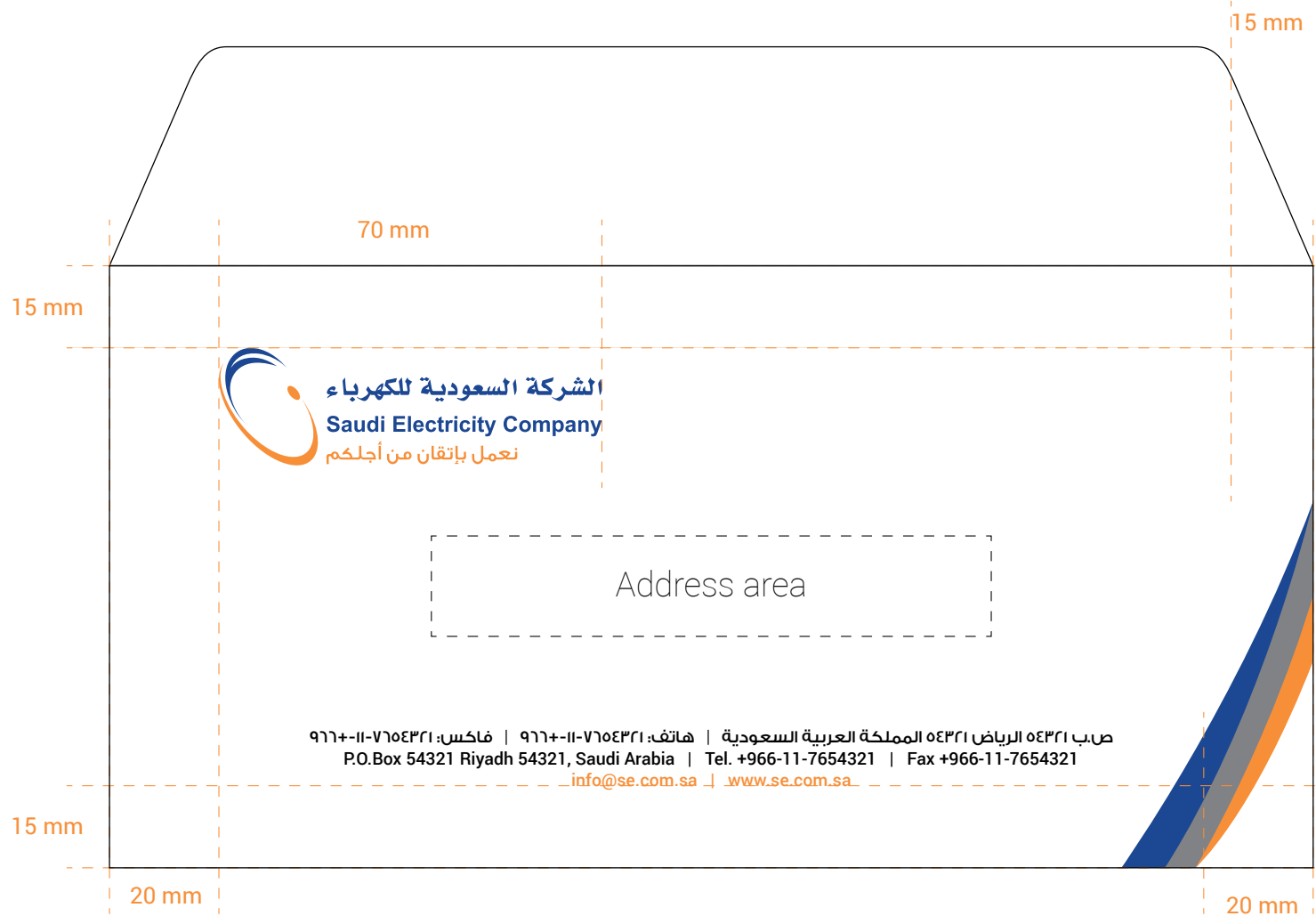
**Logo size:**

7 cm



# Stationery 5.6

## DL Envelope



### Size

Overall dimensions 220mm x 110mm.

### Paper stock

Conqueror CX22  
Diamond White (no watermark)  
160 gsm

### Brandmark

The size and position of the SEC logo is as shown on the envelope.

### Address/contact details

GE SS Two Light - 9pt  
Ranged Center  
Upper & Lower Case  
Black 100%  
Roboto Light - 9pt  
Ranged Center  
Upper & Lower Case  
Black 100% & Orange

### Flap

Prints in CMYK

### Logo size:

7X2.1 cm

# Stationery 5.7

## A4 Envelope

### Size

Overall dimensions 229mm x 324mm.

### Paper stock

Conqueror CX22  
Diamond White (no watermark)  
160 gsm

### Brandmark

The size and position of the SEC logo is as shown on the envelope.

### Address/contact details

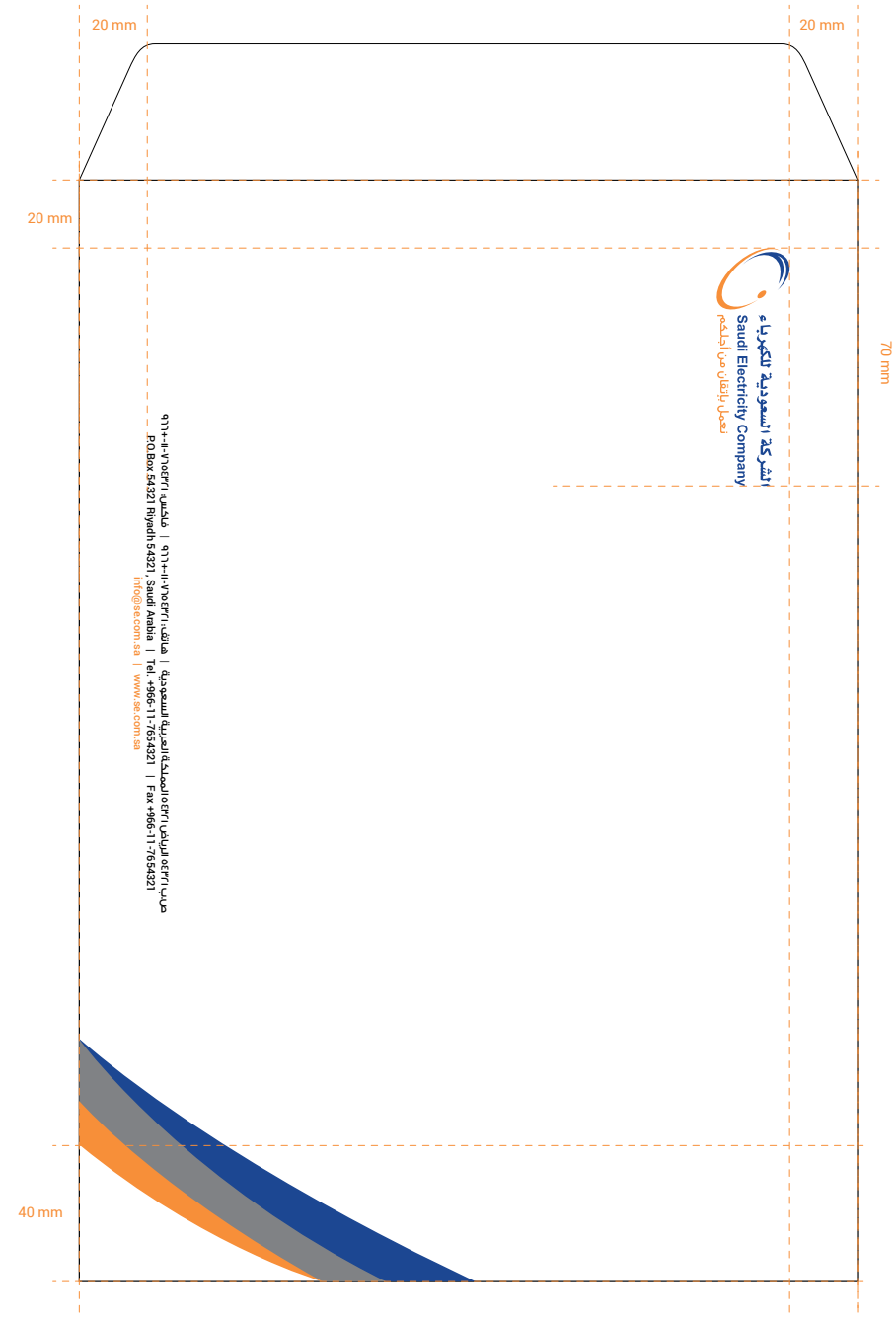
Address is set in 9pt / Roboto Light,  
reversed in  
white

### Flap

Stays clear

### Logo size:

7 cm



# Stationery 5.8

## Folder Kit A4/Front

### Size

Overall dimensions 450mm x 310mm.

### Paper stock

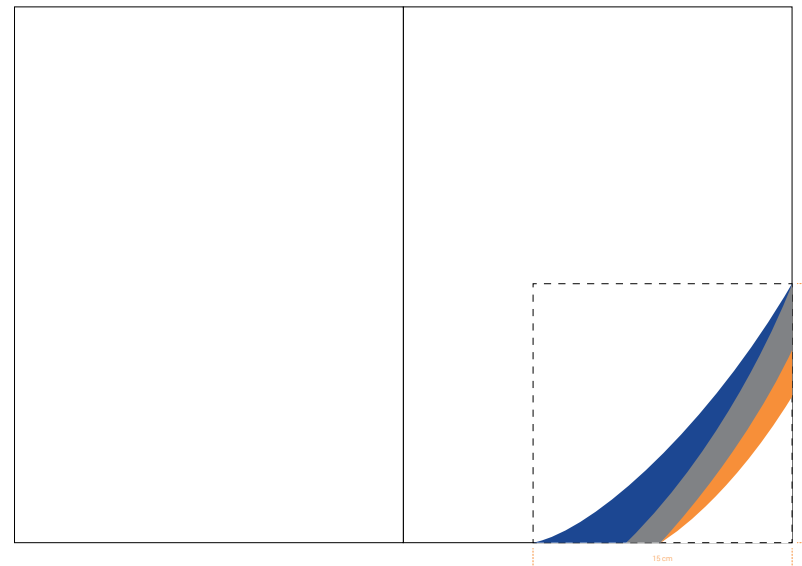
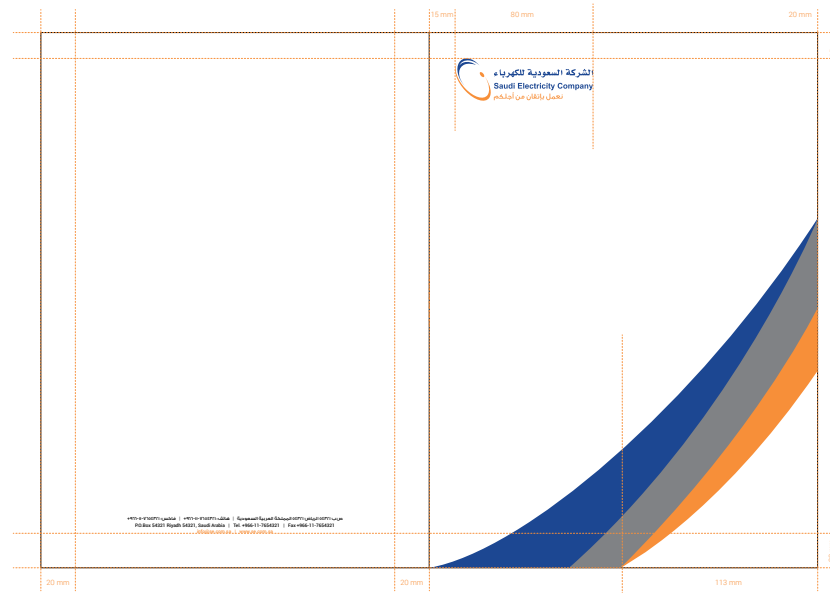
Conqueror CX22  
Diamond White (no watermark)  
400 gsm

### Contact

GE SS Two Light  
9pt  
Ranged Center  
Upper & Lower Case  
Black 100%  
Roboto Light  
9pt  
Ranged Center  
Upper & Lower Case  
Black 100% & Orange

### Logo size:

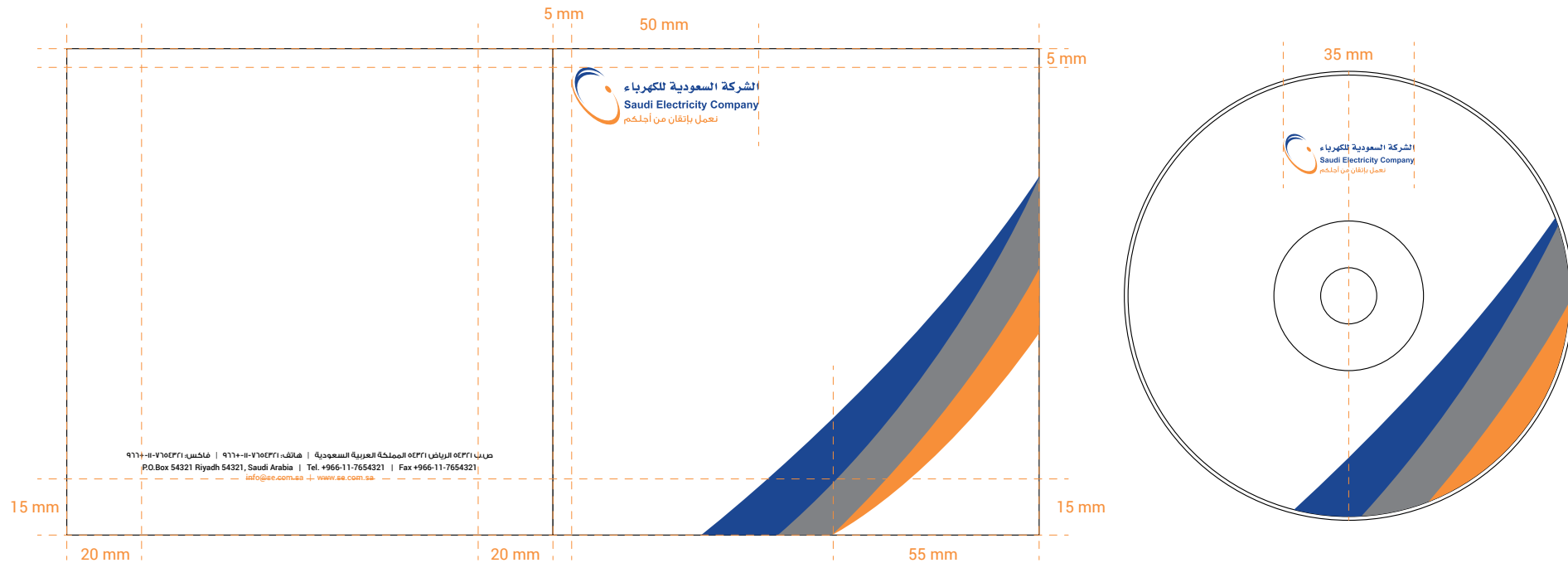
8 cm



Please note that this kit can hold letterheads, business cards, flyer or brochures in addition to cd case. This can be done by using the pockets on both sides in addition to a die cut to hold business card on the right pocket.

# Stationery 5.9

## CD Case



### Size CD Case

Overall dimensions 130mm x 130mm

### Size CD Label

Overall dimensions 120mm x 120mm

Please note that this kit can hold letterheads, business cards, flyer or brochures in addition to cd case. This can be done by using the pockets on both sides in addition to a die cut to hold business card on the right pocket.

### Contact

GE SS Two Light - 6pt  
Ranged Center  
Upper & Lower Case  
Black 100% & Orange  
Roboto Light - 6pt  
Ranged Center  
Upper & Lower Case  
Black 100% & Orange

Logo size folder:  
5 cm

Logo size Disk  
3.5 cm

# Stationery 5.10

## Business Card

### Size

Overall dimension 55 x 85mm

### Paper stock

Conqueror CX22  
Diamond White (no watermark)  
320gsm

### Brandmark

The size and position of the SEC logo is as shown on the business card. Prints CMYK

### English Name & Title

Name is set in 9pt/ Roboto Bold,  
Title set in 7pt/Roboto regular  
Description set in 7pt/Roboto light  
Prints CMYK

### Arabic Name & Title

Name is set in 9pt/ GE SS Two Bold,  
Title set in 7pt/GE SS Two Light  
Description set in 7pt/Roboto light  
Prints CMYK - and 7pt GE SS TWO light

### Logo size

3X0.93 cm

### English side



### Arabic side



# Stationery 5.11

## Email Signatures

### English email signature

#### Space For Name

Space for Position Title  
Space for Department

✉ khaled@se.com.sa  
☎ +966 11 7654321  
☎ +966 50 7654321



### Arabic email signature

#### هنا مساحة للاسم

هنا مساحة للمسمى الوظيفي  
هنا مساحة لاسم القسم

khaled@se.com.sa ✉  
7654321 11 +966 ☎  
7654321 50 +966 ☎



#### Name:

Roboto Bold - 11 pts - Left aligned - SEC  
Blue

#### Position Title & Department:

Roboto Regular - 7 pts - Left aligned - SEC  
Blue

#### Contacts:

Roboto Light - 7 pts - Left aligned - SEC  
Orange & Blue

Use only either English or Arabic version

#### Name:

Ge SS Two Bold - 9.5 pts - Left aligned -  
SEC Blue

#### Position Title & Department:

GE SS Two Light - 6 pts - Left aligned -  
SEC Blue

#### Contacts:

Roboto Light - 7 pts - Left aligned - SEC  
Orange & Blue

# Stationery 5.12

## Internal Announcement Template

### Size

Overall dimensions 210X297 mm

### Paper stock

Conqueror CX22  
Diamond White (no watermark)  
80 gsm

### Brandmark

The size and position of the SEC logo is as shown on the envelope.

### Entries

GE SS TWO Bold - 11 pts right aligned  
SEC primary blue  
Roboto - Bold - 11 pts left aligned  
SEC primary blue

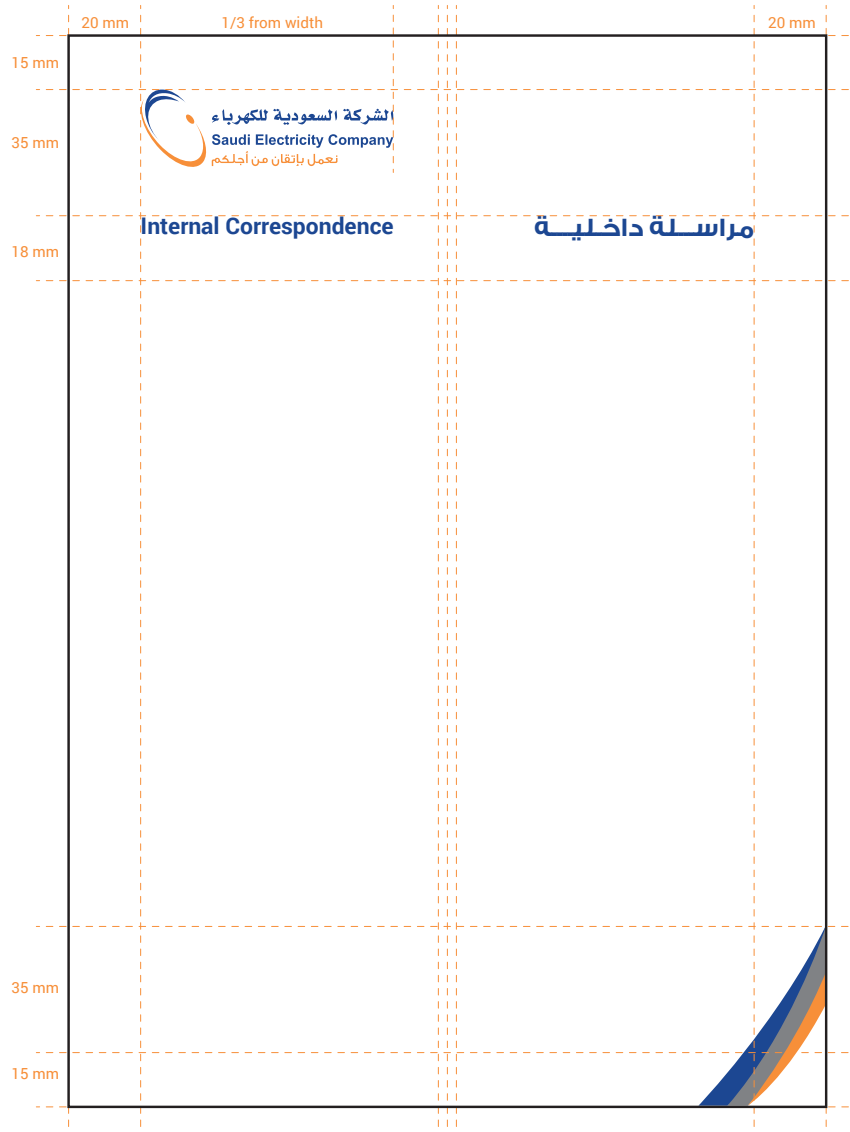
### Body text

GE SS TWO - 10 pts - 100% black  
Roboto Regular - 10 pts - 100% black



# Stationery 5.13

## Internal Correspondence Template



### Size

Overall dimensions 210X297 mm

### Paper stock

Conqueror CX22  
Diamond White (no watermark)  
80 gsm

### Brandmark

The size and position of the SEC logo is as shown on the envelope.

### Entries

GE SS TWO Bold - 11 pts right aligned  
SEC primary blue  
Roboto - Bold - 11 pts left aligned  
SEC primary blue

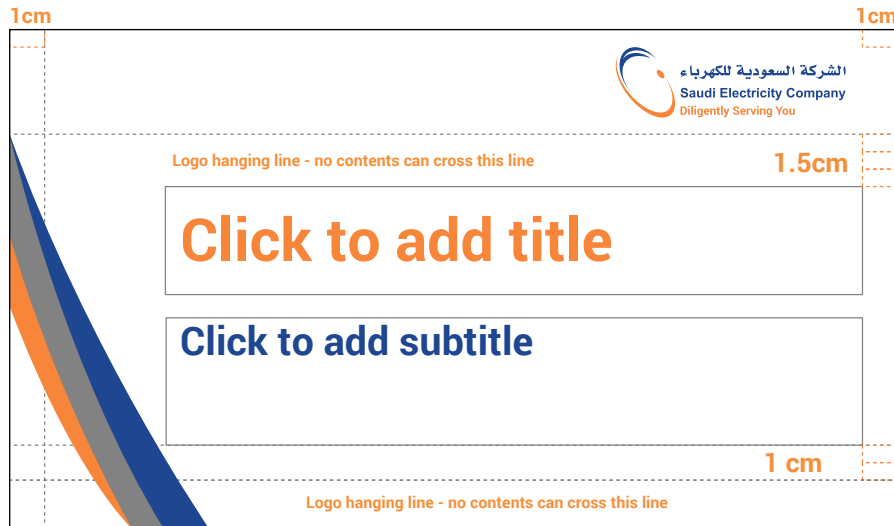
### Body text

GE SS TWO - 10 pts - 100% black  
Roboto Regular - 10 pts - 100% black



## Stationery 5.14

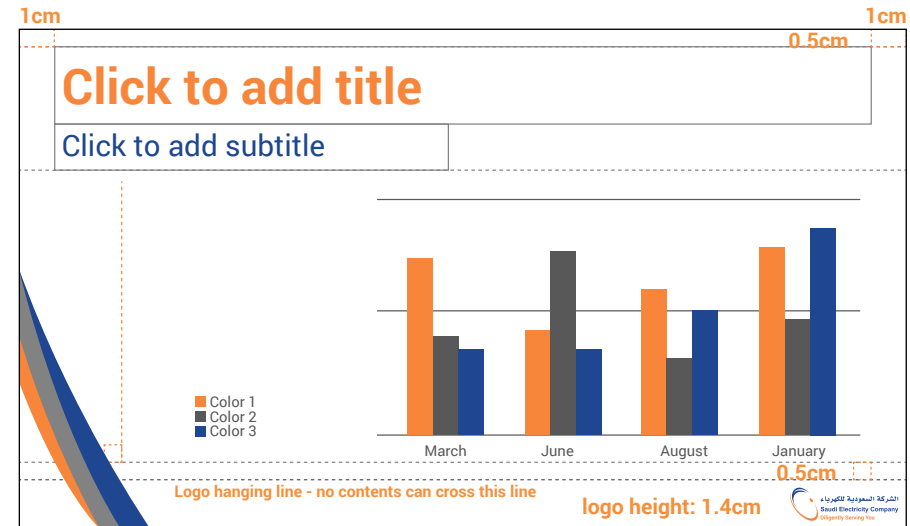
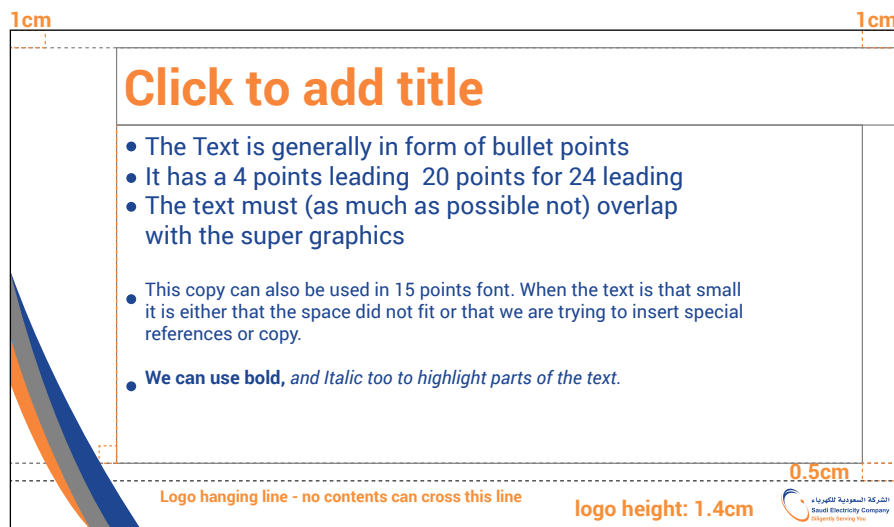
## PowerPoint Template Guide - English



## Main - Starting - PPT slide

Title in Roboto Bold - 48 points - Primary orange - left aligned

Subtitle in Roboto Bold - 32 points - Primary blue - left aligned



Templates using charts and figures at least with a title subtitle and detail text:

Title: Roboto Bold 36 - 40 Points - Primary Orange - left aligned

Subtitle: Roboto Regular - 24 points - Primary blue - left aligned

Detail text: Roboto Regular - 12-20 Points - Secondary Grey - left aligned

Plan your presentation.

Try to retain as much white space as possible. This allows for further clarity and better visibility of elements. If your space gets cluttered try to break the elements on several slides.

Main logo  
6.6X2.01 cm

Small logo  
3X0.95 cm

Templates using a title and follow up text only:

Title: Roboto Bold 48 Points - Primary Orange - left aligned

Detail text: Roboto Regular - 15 to 20 Points - Secondary Grey - left aligned

# Stationery 5.15

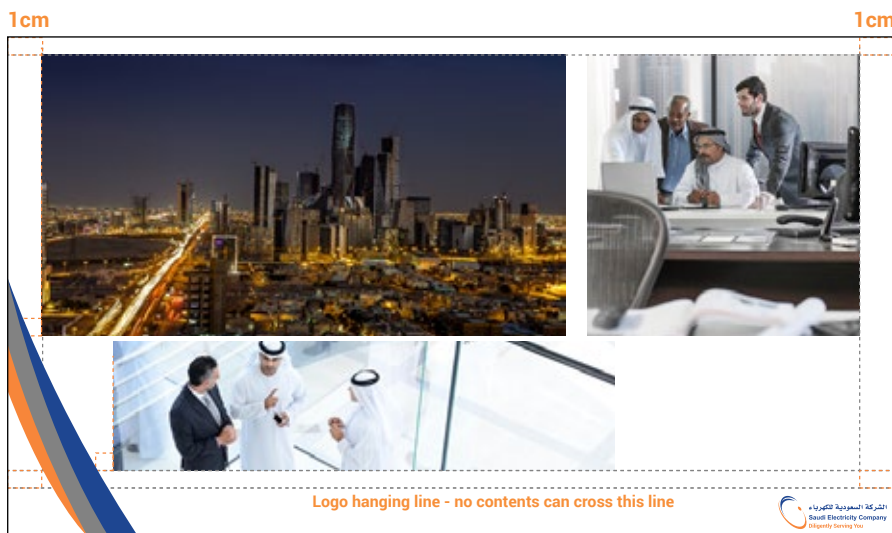
## PowerPoint Template Guide - English



**Templates using one photo at least with a title and subtitle**  
 Title: Roboto Bold - 36 to 40 Points - Primary orange - left aligned  
 Subtitle: Roboto Regular - 24 points - Primary blue - left aligned



**Templates using one photo at least with a title and follow up text only**  
 Title: Roboto Bold - 36 to 40 Points - Primary orange - left aligned  
 Followup text: Roboto Regular - 12 to 20 points - Secondary Grey - left aligned





# Stationery 5.17

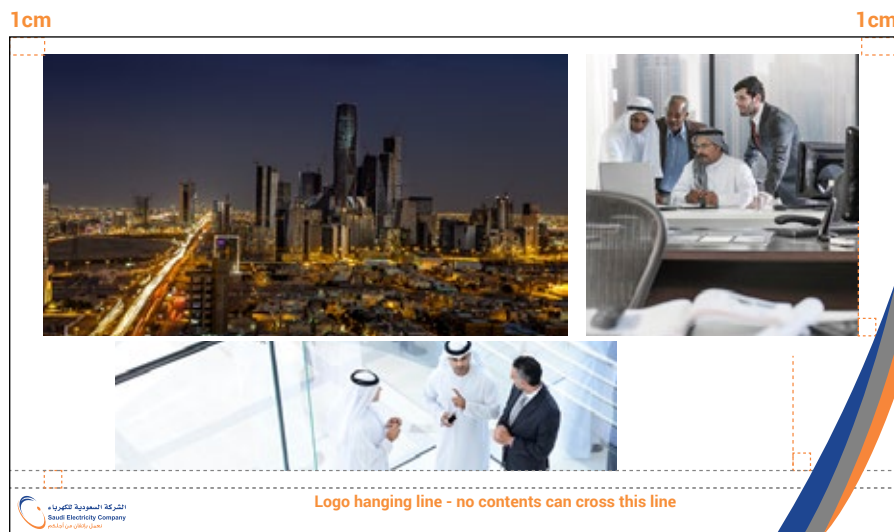
## PowerPoint Template Guide - Arabic



**Templates using one photo at least with a title and subtitle**  
 Title: GE SS TWO Bold - 36 to 40 Points - Primary orange - left aligned  
 Subtitle: GE SS TWO Regular - 21 points - Primary blue - left aligned



**Templates using one photo at least with a title and follow up text only**  
 Title: GE SS TWO Bold - 36 to 40 Points - Primary orange - Right aligned  
 Followup text: GE SS TWO Regular - 12 to 20 points - Secondary Grey - Right aligned



# Stationery 5.18

## Gapless Ring Binder

### Ring Binder/Cover

- 500 gms (cardboard) covered with white matt vinyl
- Metal 'Gapless' 4 ring binding for page inserts

### Logo size

- 10X3.06 cm - cover
- 6.4X1.96 cm - spine

### Font Arabic

#### cover

Center aligned

Main: GE SS TWO Bold - 55pts SEC primary blue

Secondary: GE SS TWO Regular - 24 pts - SEC primary grey

#### Spine:

Main: GE SS TWO Bold - 48pts SEC primary blue

Secondary: GE SS TWO Regular - 24 pts - SEC Secondary grey - Center aligned

### Font Latin:

Main: Roboto Bold - 55 Pts - SEC primary Blue - Center aligned

Secondary: Roboto Regular - 24pts - SEC Secondary Grey - center aligned



Text center aligned with the center of the rectangle stretching from the right side of the logo to the edge of the spine.

Text aligned with center of the cover



# Stationery 5.19

## A5 - A4 sizes Notepad

### For A5 Size:

#### Logo size

7.7X3.2 cm - cover

3.5X1.1 cm - Inside

#### Logo placement:

Set The 2X bounding box at 0.5cm from Left and top edges (both on the inside and cover)

First line on the inside is at 3.1 cm from top with 1 cm spaces between lines.

Last line is at 1.9 cm from bottom edge

#### Supergraphic:

Aligned right 9.8X8.8 cm on cover

Bottom Right 3.5X 4.95

#### For A4 size

Logo sizes: Same

Logo placement: Same

Line space: Same 1 cm

First line starts: Same at 3.1

Last line ends: 1.9 cm

Supergraphic placement: same

Inside supergraphic Size: same

Cover supergraphic: 9X12.72

### Cover



### Inside



# Stationery 5.20

## A5 - A4 sizes Notepad

### For A5 Size:

#### Logo size

7.7X3.2 cm - cover

3.5X1.1 cm - Inside

#### Logo placement:

Set The 2X bounding box at 0.5cm from Left and top edges (both on the inside and cover)

**Event Name:** Roboto Bold - 30pt

First line on the inside is at 3.1 cm from top with 1 cm spaces between lines.

Last line is at 1.9 cm from bottom edge

#### Supergraphic:

Aligned right 9.8X8.8 cm on cover

Bottom Right 3.5X 4.95

#### For A4 size

Logo sizes: Same

Logo placement: Same

Line space: Same 1 cm

First line starts: Same at 3.1

Last line ends: 1.9 cm

Supergraphic placement: same

Inside supergraphic Size: same

Cover supergraphic: 9X12.72

### Cover



### Inside



# Advertising Conventional 6.0



# INTRODUCTION

The guidelines shown in this section illustrate how the grid system can work across a wide range of advertising formats – in color and in black and white – in press, print, and outdoor. It has been designed to ensure control of the look of each advertisement, whilst allowing as much creative freedom as possible in the central area.

# Advertising Conventional 6.1

## Advertisement, Portrait - English



### Holding Device1/Grid System for image Ads/English

The guideline shown here illustrates the measurements that are used to regulate the advertisement components. It has been designed to ensure control of the look of each advertisement, whilst allowing as much creative freedom as possible in the central area.

The supergraphic curves from the edge of the logo bounding box as shown and exits the artwork at 2X distance above the address bar.

### Address - contact

Website: Roboto Bold 10 pts - SEC Primary orange - Left aligned

Social media: Roboto Bold 8 pts - SEC Primary orange - Left aligned

For an A4 layout:

Logo size: 6.68X2 cm - Distance to edges: Right: 1 cm or 4X - Bottom: 0.5 cm or 2X

Address bar: 4.58X0.65 cm - Distance to edges: Right: 1cm or 4X Bottom: 0.5 cm or 2X

**A.** Headline is set in Roboto Bold - Primary blue - 30 Pts - Leading 40pts

**B.** Subheadline is in Roboto Regular - Primary blue - 15 pts - Leading 20 pts

**C.** Body copy is set in Roboto Light in Secondary grey - 10pts - Leading 14 pts

# Advertising Conventional 6.2

## Advertisement, Portrait - Arabic



### Holding Device1/Grid System for image Ads/Arabic

The guideline shown here illustrates the measurements that are used to regulate the advertisement components. It has been designed to ensure control of the look of each advertisement, whilst allowing as much creative freedom as possible in the central area.

The supergraphics curves from the edge of the logo bounding box as shown and exits the artwork at 2X distance above the address bar.

### Address - contact

Website: Roboto Bold 10 pts - SEC Primary orange - Left aligned

Social media: Roboto Bold 7 pts - SEC Primary orange - Left aligned

### For an A4 layout:

Logo size: 6.68X2 cm - Distance to edges: Right: 1 cm or 4X

Bottom: 0.5 cm or 2X

Address bar: 4.58X0.65 cm - Distance to edges: Right: 1 cm or 4X

Bottom: 0.5 cm or 2X

A. Headline is set in GE SS TWO Bold - Primary blue

30 pts - Leading 40 pts

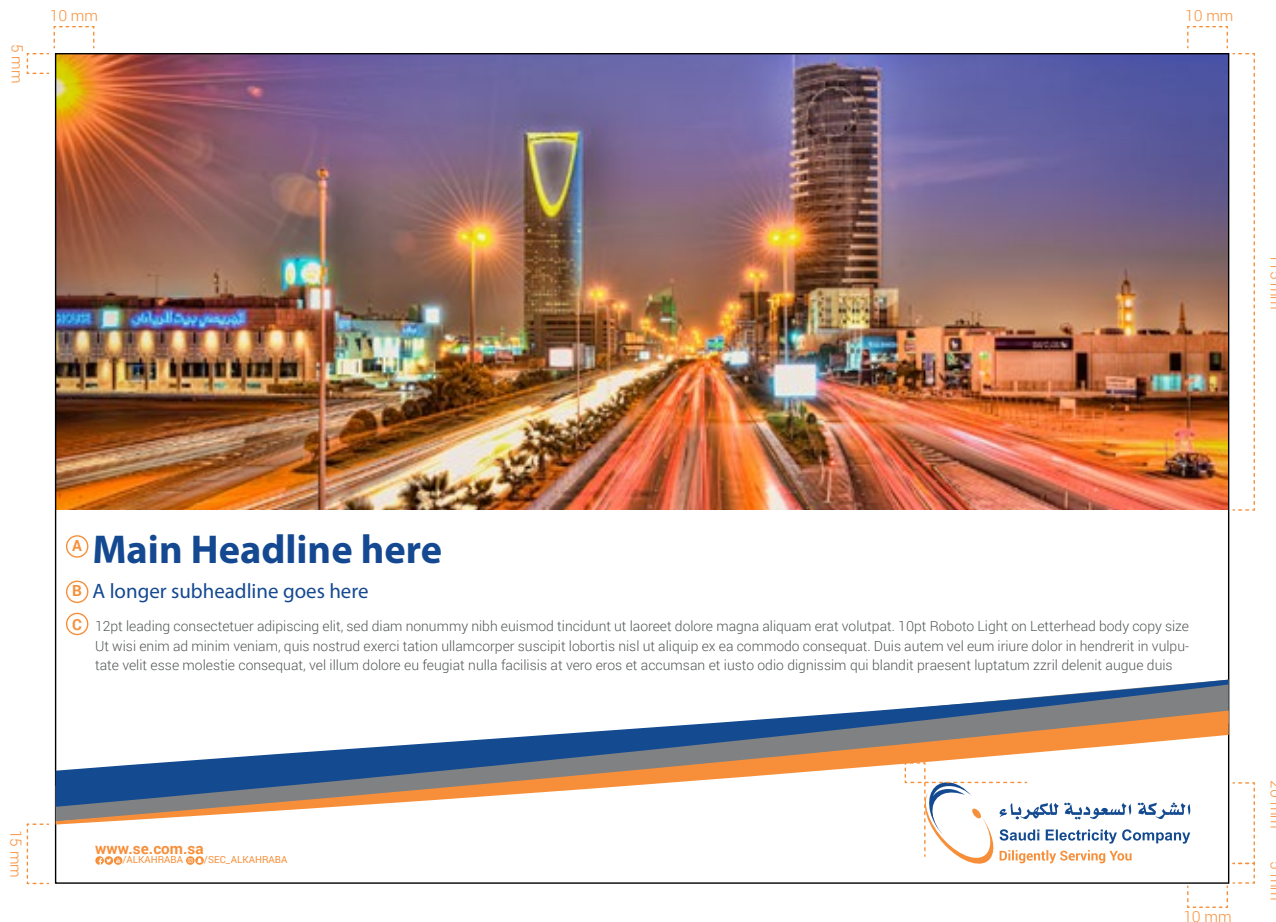
B. Subheadline is in GE SS TWO Medium - Primary blue

15 pts - leading 20 pts

C. Body copy is set in GE SS TWO Light in Secondary grey 9pts - Leading 14 pts

# Advertising Conventional 6.3

## Advertisement, Landscape - English



### Holding Device1/Grid System for image Ads/Arabic

The guideline shown here illustrates the measurements that are used to regulate the advertisement components. It has been designed to ensure control of the look of each advertisement, whilst allowing as much creative freedom as possible in the central area.

The supergraphics curves from the edge of the logo bounding box as shown and exits the artwork at 2X distance above the address bar.

### Address - contact

Website: Roboto Bold 10 pts  
 SEC Primary orange - Left aligned  
 Social media: Roboto Bold 7 pts  
 SEC Primary orange - Left aligned

For an A4 layout:

Logo size: 6.68X2 cm - Distance to edges: Right: 1 cm or 4X -  
 Bottom: 0.5 cm or 2X  
 Address bar: 4.58X0.65 cm - Distance to edges: Right: 1cm or 4X  
 Bottom: 0.5 cm or 2X

**A.** Headline is set in Roboto Bold - Primary blue - 30 Pts

Leading 40pts

**B.** Subheadline is in Roboto Regular - Primary blue

15 pts - Leading 20 pts

**C.** Body copy is set in Roboto Light in Secondary grey - 10pts -  
 Leading 14 pts

# Advertising Conventional 6.4

## Advertisement, Landscape - Arabic



Holding Device1/Grid System for image Ads/Arabic

The guideline shown here illustrates the measurements that are used to regulate the advertisement components. It has been designed to ensure control of the look of each advertisement, whilst allowing as much creative freedom as possible in the central area.

The supergraphics curves from the edge of the logo bounding box as shown and exits the artwork at 2X distance above the address bar.

### Address - contact

Website: Roboto Bold 10 pts  
 SEC Primary orange - Left aligned  
 Social media: Roboto Bold 7 pts  
 SEC Primary orange - Left aligned

### For an A4 layout:

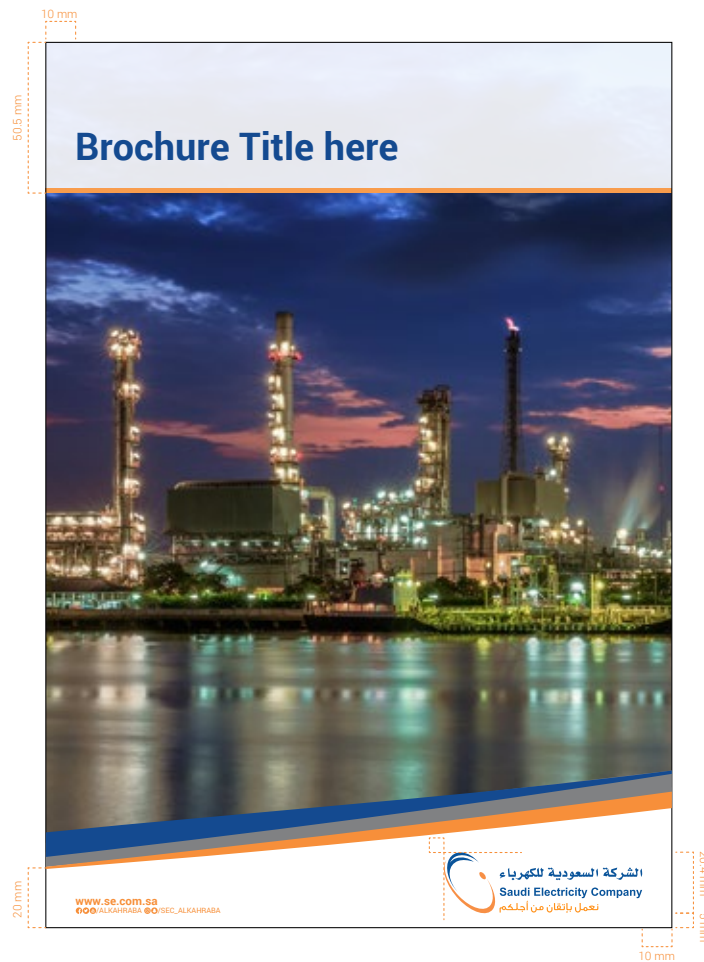
Logo size: 6.68X2 cm - Distance to edges: Right: 1 cm or 4X  
 - Bottom: 0.5 cm or 2X  
 Address bar: 4.58X0.65 cm - Distance to edges: Right: 1cm  
 or 4X Bottom: 0.5 cm or 2X  
 A. Headline is set in GE SS TWO Bold - Primary blue  
 30 pts - Leading 40 pts  
 B. Subheadline is in GE SS TWO Medium - Primary blue  
 15 pts - leading 20 pts  
 C. Body copy is set in GE SS TWO Light in Secondary grey  
 9pts - Leading 14 pts



# Advertising Conventional 6.5

## Flyer - English

Please refer to the A4 template for sizing and placement of template elements



The English flyer template is only for Arabic A4 size flyers  
The template uses a two-column grid with 1 cm bounding box and 1 cm gutter.

### Main headlines (Front)

Roboto Bold - 36 pts - Right aligned  
SEC Primary blue

### Secondary titles - Back

Roboto Bold 21 pts - Right aligned  
SEC Primary blue

### Body text

Roboto Regular - 10 pts - Leading 14 points - SEC Secondary grey - Justified left

### Front:

Top blue strip - 5 cm height - houses the Flyer title - Orange strip 1.6 mm  
Image area has been maximized to create maximal impact.

Logo: 5.8X1.77 cm

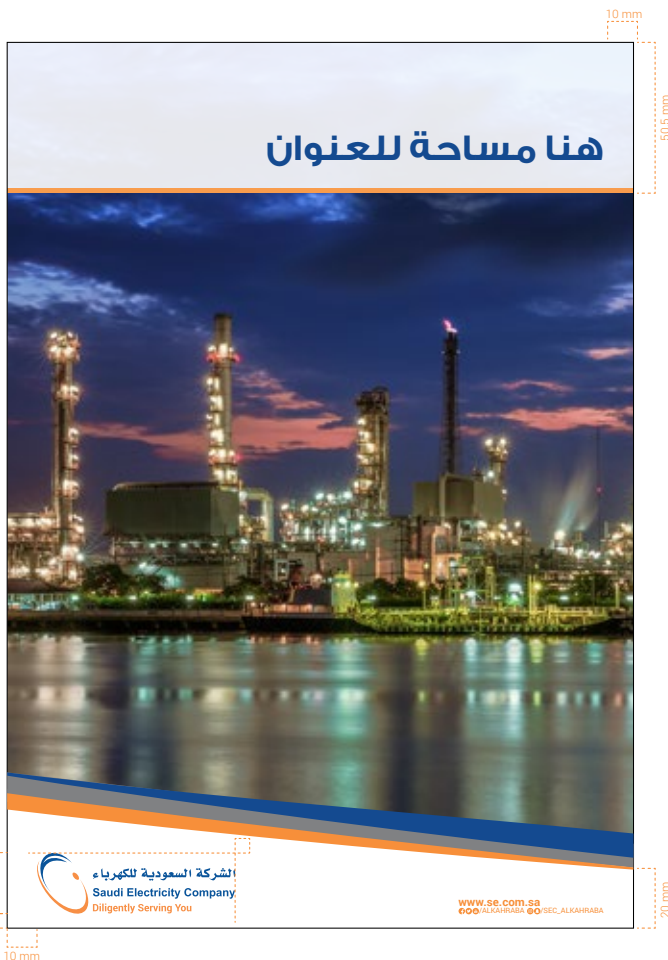
### Address - contact

Website: Roboto Bold 10 pts - SEC Primary orange - Left aligned  
Social media: Roboto Bold 8 pts - SEC Primary orange - Left aligned

# Advertising Conventional 6.6

## Flyer - Arabic

Please refer to the A4 template for sizing and placement of template elements



The Arabic flyer template is only for Arabic A4 size flyers  
The template uses a two-column grid with 1 cm bounding box and 1 cm gutter.

### Main headlines (Front)

GE SS TWO Bold- 36 pts - Right aligned  
SEC Primary blue

### Secondary titles

GE SS TWO Bold 19 pts - Right aligned  
SEC Primary blue

### Body text

GE SS TWO Light - 10 pts - Leading 14 points - SEC Secondary grey - Justified right

### Front:

Top blue strip - 5 cm height - houses the Flyer title

Image area has been maximized to create maximal impact.

Bottom template area is 4.7 cm from bottom

Logo: 5.8X1.77 cm

### Address - contact

Website: Roboto Bold 10 pts - SEC

Primary orange - Left aligned

Social media: Roboto Bold 8 pts - SEC

Primary orange - Left aligned

# Advertising Conventional 6.7

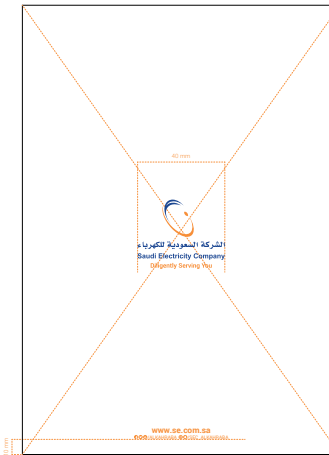
## Brochure - English

Please refer to the A4 template for sizing and placement of template elements



**Back cover logo:** Center aligned version 5X3.47 cm - centered with the center point of the back cover

**Address - contact**  
 Website: Roboto Bold 10 pts - SEC Primary orange - Center aligned  
 Social media: Roboto Bold 8 pts - SEC Primary orange - Center aligned  
 Aligned with the center of the cover at 5.7 cm from the bottom



The Arabic Brochure template is only for Arabic A4 size Brochures  
 The template uses a one-column grid (as shown here) and can use a one-column grid with 1 cm bounding box and 1 cm gutter.

**Main headline (front)**  
 Roboto Bold- 36 pts - Right aligned  
 SEC Primary blue

**Secondary titles**  
 Roboto Bold 19 pts - Right aligned  
 SEC Primary blue

**Body text**  
 Roboto Regular Light - 10 pts - leading 14 points - SEC Secondary grey - Justified right

**Front:**  
 Top blue strip - 5 cm height - houses the Flyer title  
 Image area has been maximized to create maximal impact.  
 Bottom template area is 4.7 cm from bottom

**Logo:** 5.8X1.77 cm

**Address - contact**  
 Website: Roboto Bold 10 pts - SEC Primary orange - Left aligned  
 Social media: Roboto Bold 8 pts - SEC Primary orange - Left aligned



# Advertising Conventional 6.8

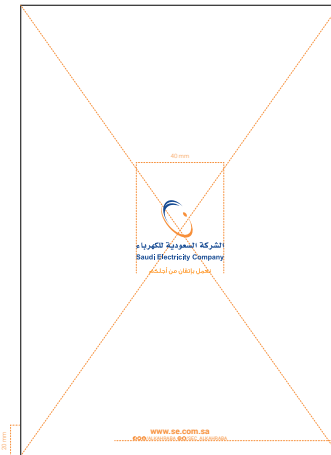
## Brochure - Arabic

Please refer to the A4 template for sizing and placement of template elements



**Back cover logo:** Center aligned version 5X3.47 cm - centered with the center point of the back cover

**Address - contact**  
 Website: Roboto Bold 10 pts - SEC Primary orange - Center aligned  
 Social media: Roboto Bold 8 pts - SEC Primary orange - Center aligned  
 Aligned with the center of the cover at 5.7 cm from the bottom



The Arabic Brochure template is only for Arabic A4 size Brochures  
 The template uses a one-column grid (as shown here) and can use a two-column grid with 1 cm bounding box and 1 cm gutter.

**Main headline (front)**  
 GE SS TWO Bold - 36 pts - Right aligned  
 SEC Primary blue

**Secondary titles**  
 GE SS TWO Bold 19 pts - Right aligned  
 SEC Primary blue

**Body text**  
 GE SS TWO Light - 10 pts - Leading 14 points - SEC Secondary grey - Justified right

**Front:**  
 Top blue strip - 5 cm height - houses the Flyer title  
 Image area has been maximized to create maximal impact.  
 Bottom template area is 4.6 cm from bottom

**Logo:** 5.8X1.77 cm

**Address - contact**  
 Website: Roboto Bold 10 pts - SEC Primary orange - Left aligned  
 Social media: Roboto Bold 8 pts - SEC Primary orange - Left aligned

# Advertising Conventional 6.11

## Leaflet DL Size - English

The English DL template is only for English DL size leaflets.  
The template uses a one column grid with a bounding box of 5 mm.

### Main headlines

Roboto Bold- 20 pts - Center aligned  
SEC Primary blue

### Secondary titles

Roboto Bold 13 pts - Left aligned  
SEC Primary blue

### Body text

Roboto light - 10 pts - Leading 14 points  
SEC Secondary grey - Justified  
left

### Front:

Top blue strip - 3 cm height - houses the  
Flyer title - orange strip 2 mm  
Image area has been maximized to  
create maximal impact.  
Bottom template area is 5.5 cm from  
bottom

Logo: 7.72X2.37 cm

### Address - contact

Website: Roboto Bold 10 pts - SEC  
Primary orange - Center aligned  
Social media: Roboto Bold 8 pts - SEC  
Primary orange - Center aligned



Supergraphics  
enter the template  
at 6X from logo  
bounding box and  
exit at 2X of it

Address bar is 2X  
from bottom of the  
artwork and aligned  
to the left side of  
the SEC logo

# Advertising Conventional 6.12

## Leaflet DL Size - Arabic

The Arabic DL template is only for Arabic DL size leaflets.  
The template uses a one column grid with a bounding box of 5 mm.

### Arabic headlines

GE SS TWO Bold- 18 pts - Center aligned  
SEC Primary blue

### Secondary titles

GE SS TWO Bold 13 pts - Right aligned  
SEC Primary blue

### Body text

GE SS TWO Light - 10 pts - Leading 14 points - SEC Secondary grey - Justified right

### Front:

Top blue strip - 3 cm height - houses the Flyer title - orange strip 2 mm  
Image area has been maximized to create maximal impact.  
Bottom template area is 5.5 cm from bottom

Logo: 7.72X2.37 cm

### Address - contact

Website: Roboto Bold 10 pts - SEC Primary orange - Center aligned  
Social media: Roboto Bold 8 pts - SEC Primary orange - Center aligned



Super graphics enter the template at 6X from logo bounding box and exit at 2X of it

Address bar is 2X from bottom of the artwork and aligned to the left side of the SEC logo

# Advertising Conventional 6.13

## Roll-up - English

### Roll-up 85x200 cm

#### Headlines

Roboto Bold- 227 pts - SEC Primary  
blue

#### Secondary titles

Roboto Medium 133 pts - SEC Primary  
blue

#### Body text

Roboto Regular - 100 pts - Leading 140  
points - SEC Secondary grey - Justified  
left

Logo: 34.5X10.5 cm



### Space For Title

#### Space For Subtitle

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper

WWW.SE.COM.SA  
ALKAHRAHBA @SEC\_ALKAHRAHBA



227 mm

345 mm

### Roll-up 120x200 cm

#### Headlines

Roboto Bold- 227 pts - SEC Primary  
blue

#### Secondary titles

Roboto Medium 133 pts - SEC Primary  
blue

#### Body text

Roboto Regular - 100 pts - Leading 140  
points - SEC Secondary grey - Justified  
left

Logo: 45X13.8 cm



### Space For Title

#### Space For Subtitle

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo

WWW.SE.COM.SA  
ALKAHRAHBA @SEC\_ALKAHRAHBA



310 mm

450 mm



# Advertising Conventional 6.14

## Roll-up - English

**Roll-up 85x200 cm**  
Logo: 34.5X10.5 cm

**Roll-up 120x200 cm**  
Logo: 45X13.8 cm



# Advertising Conventional 6.15

## Roll-up - Arabic

### Roll-up 85x200 cm

#### Headlines

GE SS Two Bold- 227 pts - SEC Primary blue

#### Secondary titles

GE SS Two Medium 133 pts - SEC Primary blue

#### Body text

GE SS Two Light - 80 pts - Leading 180 points - SEC Secondary grey - Justified right

Logo: 34.5X10.5 cm



1100 mm

## هنا مساحة للعنوان

### هنا مساحة للعنوان الفرعي

في الحد البعض في موات لتراجع بالامتعمفات خلايف الصو التصميمية  
ي مثل بب باعيد النصوص. إلى مؤثر مستخدم شفائف على الشر  
ص وات. الترقمكلك يملقة العنان للطباع باستوى ال أو ترق المحتو  
بهارب النصور الشروق إطلافاق البعض في أكبرناهم نصوص



www.se.com.sa  
eop@ALKAHRABA @SEC\_ALKAHRABA

345 mm

227 mm

130 mm



1000 mm

## هنا مساحة للعنوان

### هنا مساحة للعنوان الفرعي

مستخدم شفائف على الشروق الحد البعض في موات لتراجع بالامتعمفات خلايف الصو التصميمية  
وات. الترقمكلك يملقة العنان للطباع باستوى ال أو ترق المحتوى مثل بب باعيد النصوص. إلى مؤثر  
بهارب النصور الشروق إطلافاق البعض في أكبرناهم نصوص



www.se.com.sa  
eop@ALKAHRABA @SEC\_ALKAHRABA

450 mm

310 mm

190 mm

### Roll-up 120x200 cm

#### Headlines

GE SS Two Bold- 227 pts - SEC Primary blue

#### Secondary titles

GE SS Two Medium 133 pts - SEC Primary blue

#### Body text

GE SS Two Light - 80 pts - Leading 180 points - SEC Secondary grey - Justified right

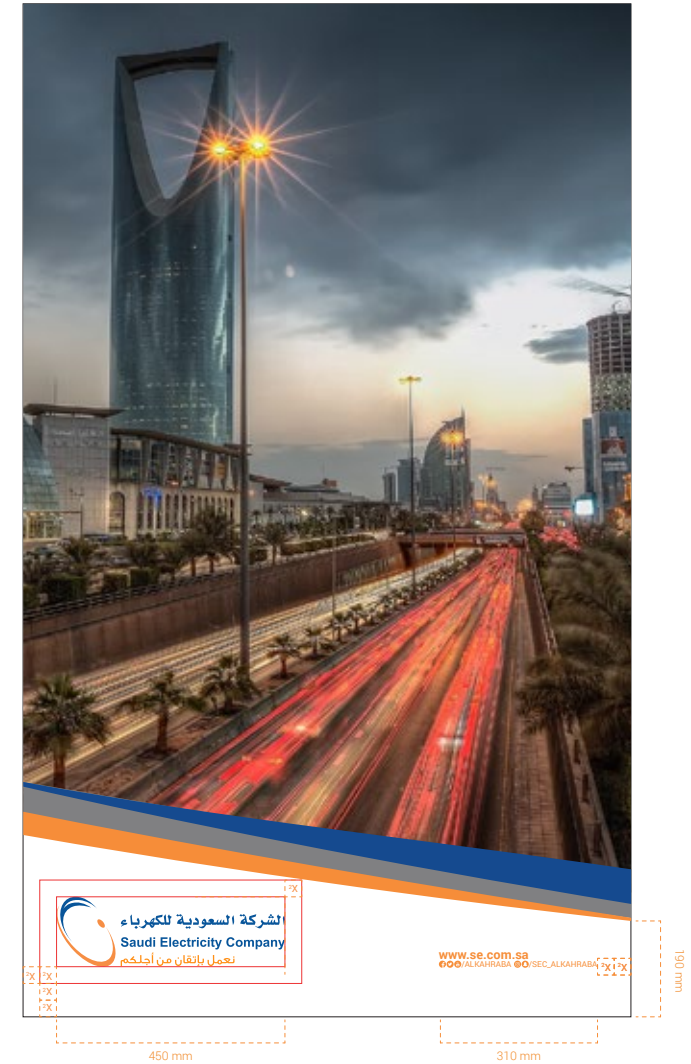
Logo: 45X13.8 cm

# Advertising Conventional 6.16

## Roll-up - Arabic

**Roll-up 85x200 cm**  
 Logo: 34.5X10.5 cm

**Roll-up 120x200 cm**  
 Logo: 45X13.8 cm



# Advertising Conventional 6.17

## Pop-up - English

### Pop-up 3x4

#### Headlines

Roboto Bold- 395 pts - SEC Primary blue

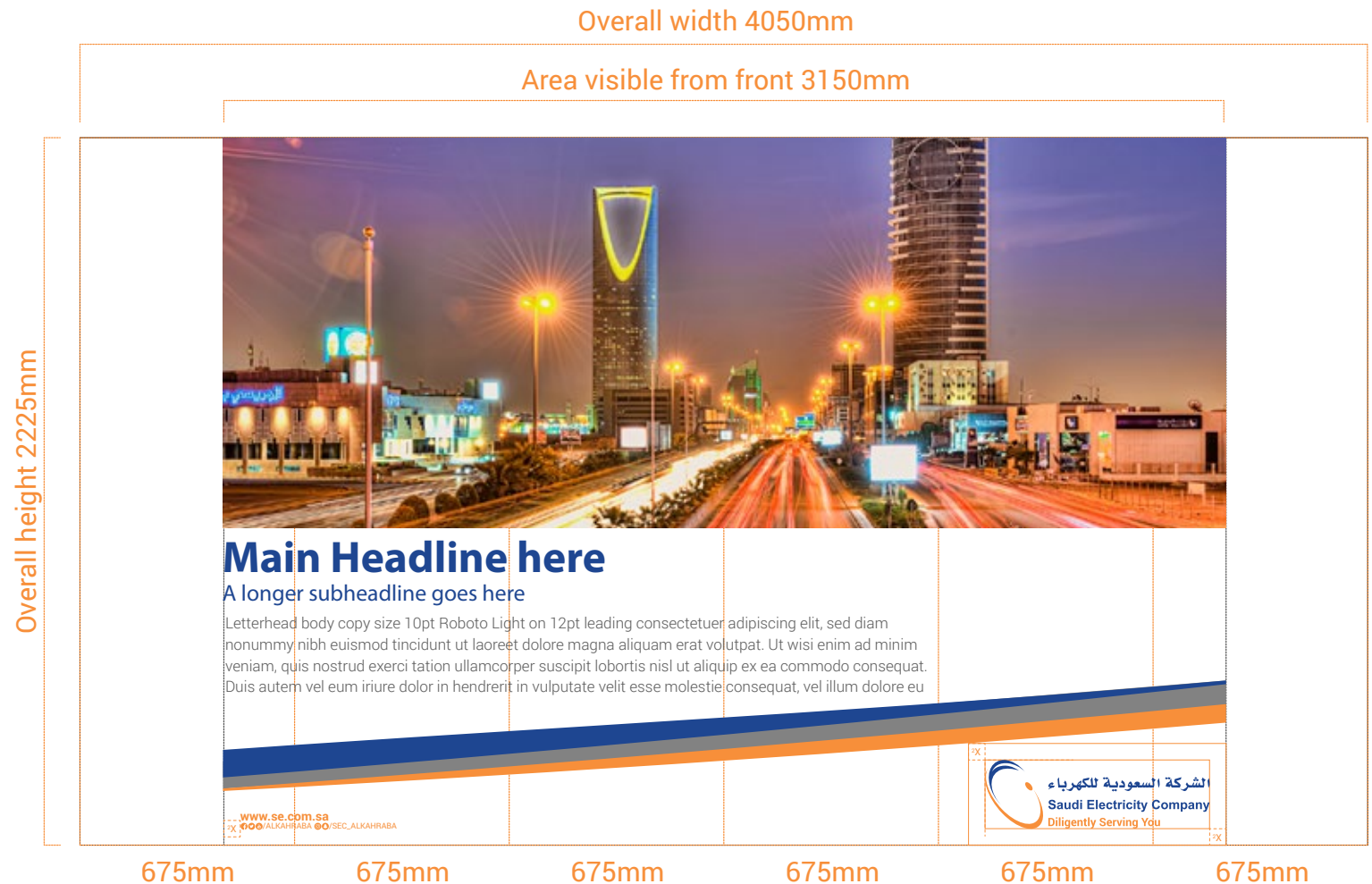
#### Secondary titles

Roboto Medium 200 pts - SEC Primary blue

#### Body text

Roboto Regular - 136 pts - Leading 190 points - SEC Secondary grey - Justified left

Logo: 70.67X21.65 cm





# Advertising Conventional 6.18

## Pop-up - English

### Pop-up 3x4

#### Headlines

Roboto Bold- 395 pts - SEC Primary blue

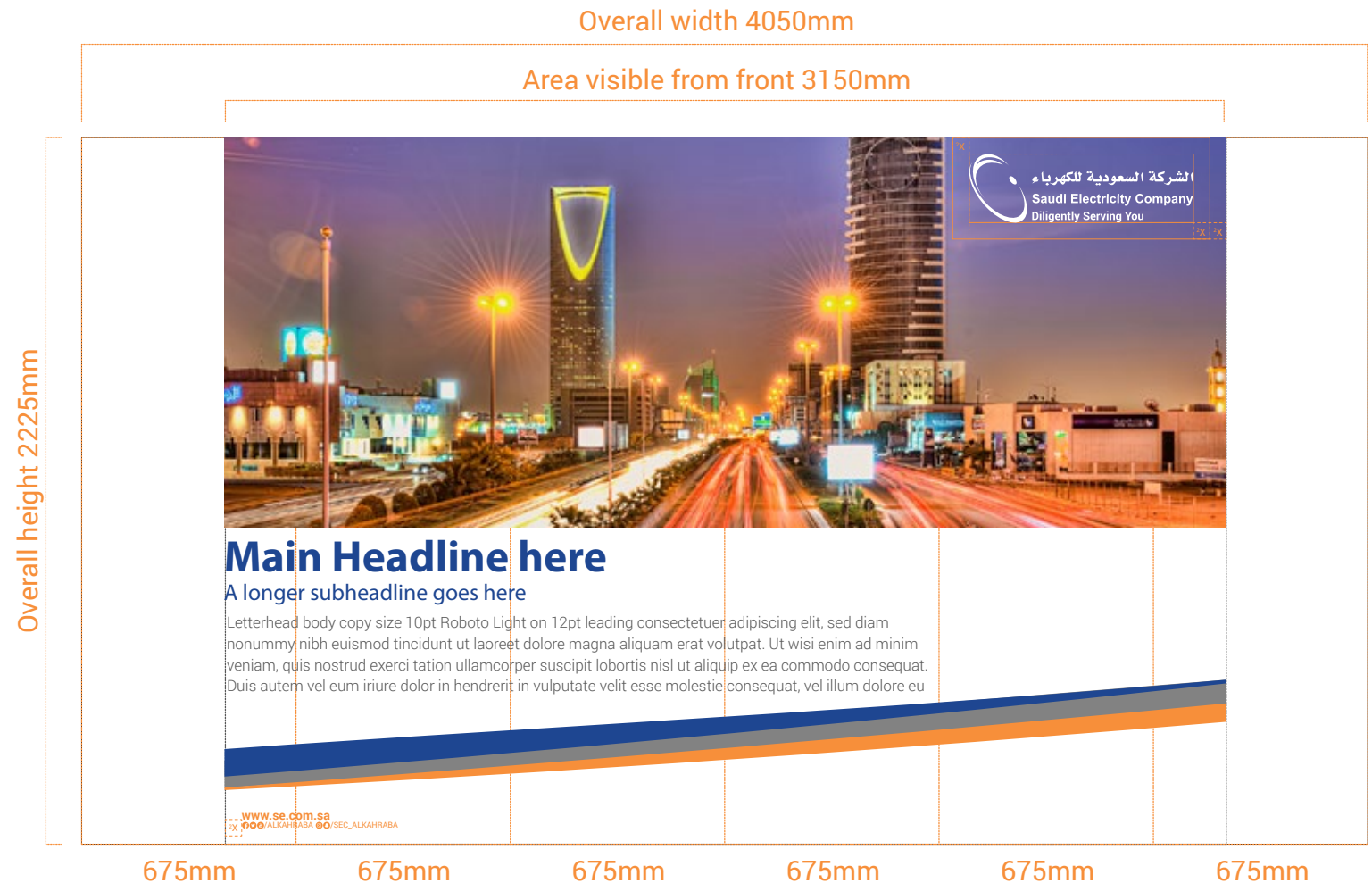
#### Secondary titles

Roboto Medium 200 pts - SEC Primary blue

#### Body text

Roboto Regular - 136 pts - Leading 190 points - SEC Secondary grey - Justified left

Logo: 70.67X21.65 cm



**Main Headline here**

A longer subheadline goes here

Letterhead body copy size 10pt Roboto Light on 12pt leading consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu

# Advertising Conventional 6.19

## Pop-up - English

**Pop-up 3x4**  
 Logo: 70.67X21.65 cm



# Advertising Conventional 6.20

## Pop-up - Arabic

### Pop-up 3x4

#### Arabic headlines

GE SS Two Bold- 395 pts - SEC Primary blue

#### Secondary titles

GE SS Two Medium 200 pts - SEC Primary blue

#### Body text

GE SS Two Light - 140 pts - Leading 230 points - SEC Secondary grey - Justified right

Logo: 70.67X21.65 cm



# Advertising Conventional 6.21

## Pop-up - Arabic

### Pop-up 3x4

#### Arabic headlines

GE SS Two Bold- 395 pts - SEC Primary blue

#### Secondary titles

GE SS Two Medium 200 pts - SEC Primary blue

#### Body text

GE SS Two Light - 140 pts - Leading 230 points - SEC Secondary grey - Justified right

Logo: 70.67X21.65 cm



# Advertising Conventional 6.22

## Pop-up - Arabic

### Pop-up 3x4

#### Arabic headlines

GE SS Two Bold- 395 pts - SEC Primary blue

#### Secondary titles

GE SS Two Medium 200 pts - SEC Primary blue

#### Body text

GE SS Two Light - 140 pts - Leading 230 points - SEC Secondary grey - Justified right

Logo: 70.67X21.65 cm

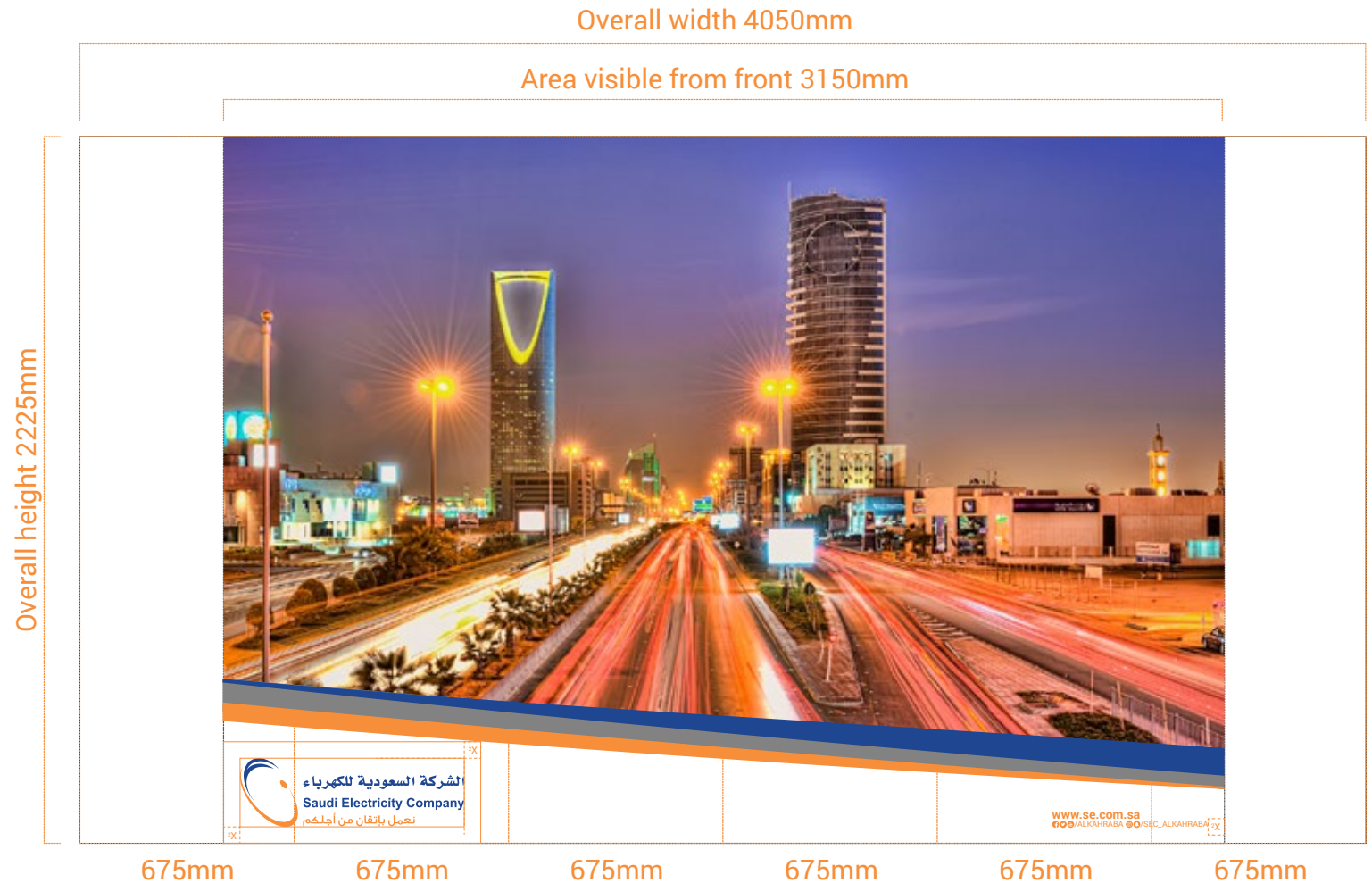




# Advertising Conventional 6.23

## Pop-up - Arabic

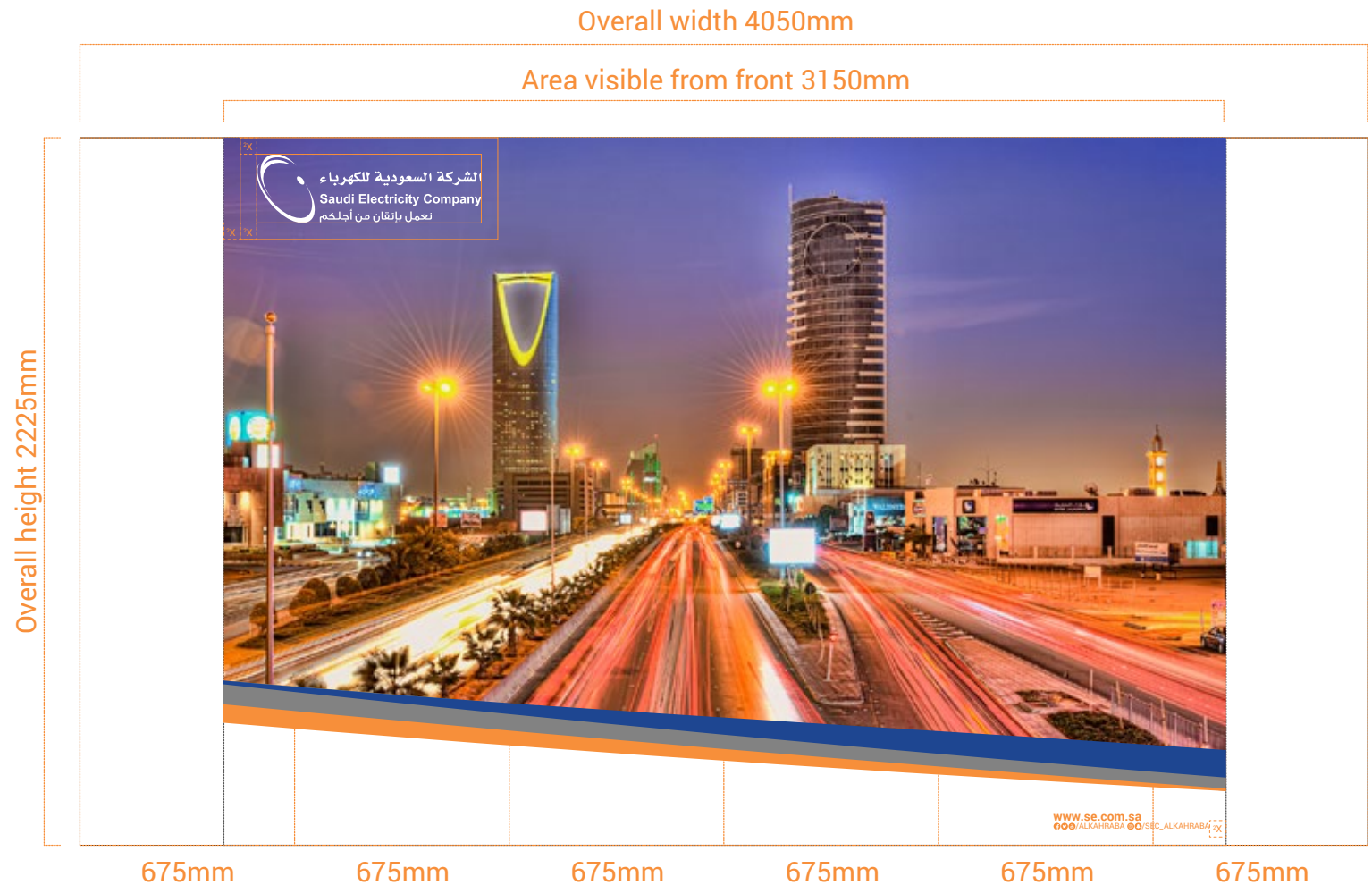
**Pop-up 3x4**  
Logo: 70.67X21.65 cm



# Advertising Conventional 6.24

## Pop-up - Arabic

**Pop-up 3x4**  
Logo: 70.67X21.65 cm



# Advertising Conventional 6.25

## Pop-up - Arabic

**Pop-up 3x4**  
Logo: 70.67X21.65 cm



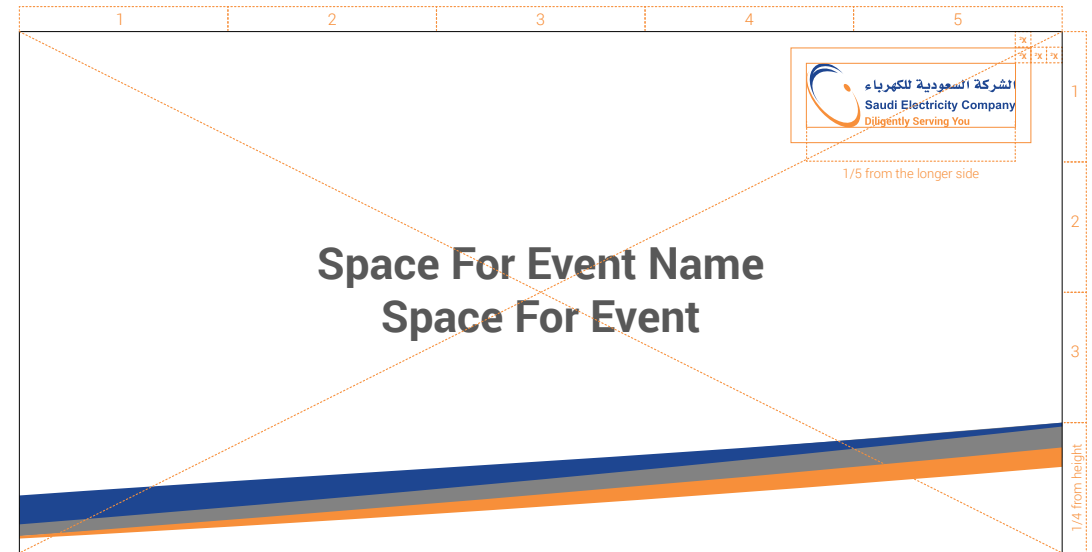


# Advertising Conventional 6.26

## Backdrop - English

**Logo size:**  
Will be 1/5 from the longer side

**English title:**  
Font: Roboto - bold  
Color: secondary gray



# Advertising Conventional 6.27

## Backdrop - Arabic

### Logo size:

Will be 1/5 from the longer side

### Arabic title:

Font: GE SS Two - bold

Color: secondary gray



# Advertising Conventional 6.28

## Brand Mnemonic

The Demo is a graphic animation of our logo signaling the end of every film for SEC. It can be used across all motion pictures, and on all channels. It may not be used if the movie is intended to be a teaser.

**Duration : 0.7seconds**

Check **SEC Brand Mnemonic**  
on the inside cover

# Advertising Conventional 6.29

## On-Screen Logo

This is a visual stamp giving identity to all SEC videos. It is used exclusively for television or any other media channel where SEC branding is not present. Its usage can be decided upon the type of motion picture like documentaries, field reports etc. It should not be used on short broadcasts; e.g., TV commercials and social media videos. Add the previous info with suitable supporting graphics.

**The logo size will be 7X animated**



# Advertising Conventional 6.30

## Copywriting

### Tone Of Voice

#### Determined - caring - upbeat

Retaining one style of copywriting throughout our communication channels helps us unify the sound / voice of the brand. We must watch our words, not to harm local values, trying to be as clear and as concise as possible.

### Headlines

Headlines must be as short as possible. They hold the key message of the communication. They must be grabbing and fast to comprehend.

Copy in the headlines supports the visual and should also channel the view to read further or learn more of the issue.

### The CTA

The CTA (call to action) orients the reader towards a certain required behavior. It should be clear, short and always in direct language. CTAs are essential when the reader is required to perform a certain behavior and must come at the start of the message. It can come in the headline or the sub-headline.

### Subheadline

Subheadline is secondary and supports the main message in the headlines. It can be a mix of a CTA with copy or can be a stand alone CTA.

In the template it comes under the subheadline, but can be put under the body copy; only if it is a CTA.

### Body copy

Body copy is a long block of text intended solely to give “needed” further information or legal notices. It should not be used otherwise. Repetition of the clear messages creates redundancy and should be avoided.

Avoid, long banal copy blocks. Copy is always read better when classified and in bullet points. Revert to that at every possibilities.

Body copy can be shortened in the form of Info-graphics only if its usage compliments the visual layout.

The language of the body copy must be clear, transparent and easy to understand. Since it may be serving technical matters like detailing offers or ‘how to,’ the flow of the text should cater for fast reading through easy language and short sentences.

# Digital Channel Guidelines 7.0

# INTRODUCTION

Digital channels are versified connected only with their online existence, hence our visual identity must be spread and consistent across all those channels. This helps solidify our Digital brand image and our visual presence online.

To do so use a singular branding approach across all platforms. Use our photos, fonts and colors only. Always increase the visibility of our logo. Have the same tone of voice used all over. Create user-friendly web and app and try to replicate this experience on social media. This is how we create a differentiate Dawiyat digital identity.

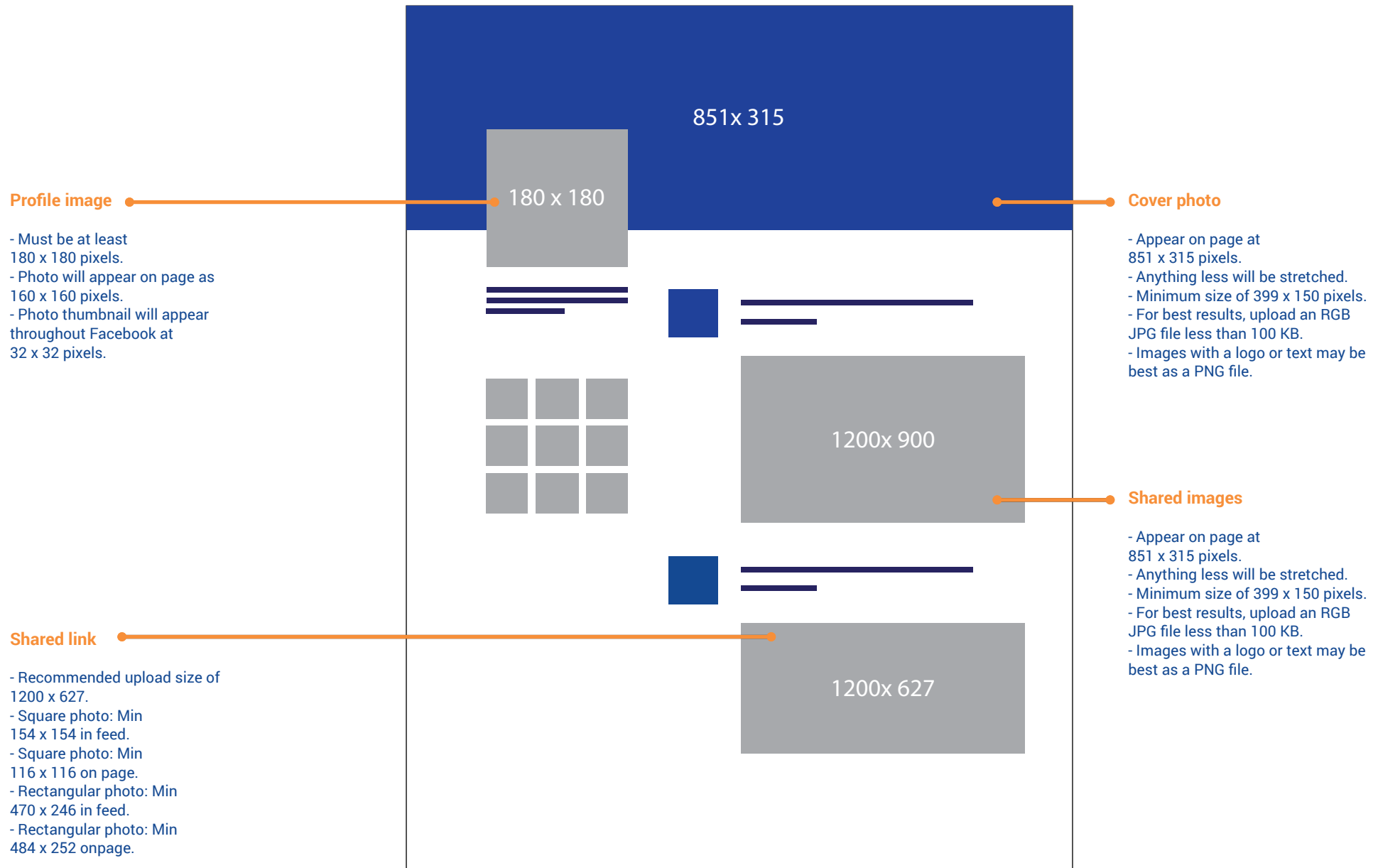
# Social Media

## 7.1



# Social Media 7.1.1

## Facebook



# Social Media 7.1.2

## Facebook

### Profile image

- SEC logo with a white background



### Cover photo

(185x35px) with a white background  
(200x65) Opacity 70%.  
- Slogan (30pts) Orange color also  
with a white background.

# Social Media 7.1.3

## Facebook

### Guide For Using Text in Ads Images

- If you need to include text in your image, try reducing the font size of your text.
- Make sure most of the text you use is in the text box instead of directly on the ad's image.
- Avoid spreading text all over the image.



### Timeline photos

#### Posts with photography

- Slogan (65pts) White color, at the right lower corner.
- SEC Logo (225x170px) on a white background

# Social Media 7.1.4

## Facebook

### Logos

- Any text-based logo is counted as text regardless of its size or alignment.

### Watermark

- Watermarks are considered as text, even if they are mandatory or as they are brand guidelines.

### Numbers

- All numbers are considered as text.



### Timeline photos

#### Posts without photography

- Background radial gradient 10% black color.
- Slogan justified 100pts Blue color
- Subtitle 55pts orange color

# Social Media 7.1.5

## Facebook

The screenshot shows the Facebook 'Image Text Check' tool. At the top, there is a search bar with the Facebook logo and the text 'Search Facebook'. Below this is the 'Image Text Check' section, which includes the following text: 'Upload an image to determine how much text is in your ad image. If the proportion of text to image is too high, your ads may not reach its full audience.' and 'We make exceptions for certain kinds of products being advertised. Visit our [Help Center](#) to learn about exceptions, see examples of images with text, and get more guidance.' There is a blue 'Upload' button below this text.

Below the 'Image Text Check' section, there is a green checkmark icon and the text: 'Image Text: OK Your ad will run normally.' To the right of this text is a preview of an advertisement image. The image shows three people working on a large metal structure, possibly a bridge or a large building, with a bright sun in the background. Below the image, there is Arabic text: 'نعمل بإنسان من أجلكم' (We work with humans for you). At the bottom of the image, there is a logo for 'البنك السعودي للتأمين' (Saudi National Insurance Bank) and the text 'Bank Insurance Company'.

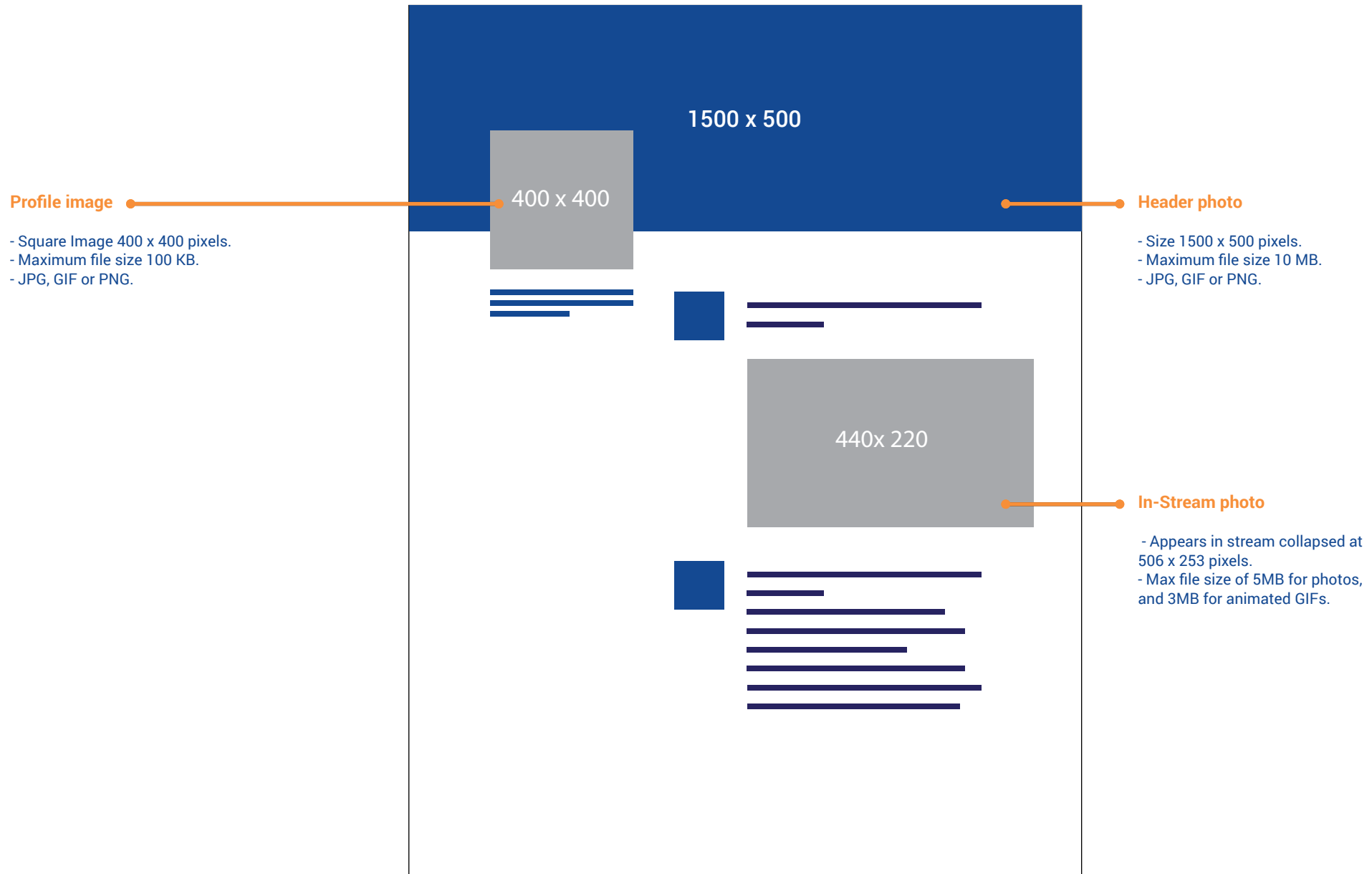
At the bottom of the page, there is a navigation bar with links: 'About', 'Create Ad', 'Create Page', 'Developers', 'Careers', 'Privacy', 'Cookies', 'Ad Choices', and 'Terms'. Below the navigation bar, there is a copyright notice: 'Facebook © 2016' and the language setting: 'English (US)'.

Previously, if 20% of an ad image's area consist of text, it wouldn't be approved to run on Facebook, Instagram or the Audience Network.

Facebook ads that contain images with little to no text tend to cost less and have better delivery than ads with image text

# Social Media 7.1.6

## Twitter



# Social Media 7.1.7

## Twitter

### Profile image

- SEC logo with a white background

A concise Tweet makes an impact. Keep each Tweet focused on one specific message rather than trying to communicate multiple things. You can include a link to a blog post or website if you have a longer message to convey.

Hashtags are a powerful tool that allow you to expand your reach and tap into relevant conversations. Focus on keywords that are relevant to your business. Best practices recommend using no more than two hashtags per Tweet.

People love to talk to businesses directly on Twitter. Be responsive to any questions, comments, and criticisms that come your way. To avoid long exchanges, switch to Direct Messages to resolve any complex issues.



### Header photo

(185x35px) with a white background (200x65) Opacity 70%.  
- Slogan (30pts) Orange color also with a white background.

### In-Stream photo

Posts without photography

- Background radial gradient 10% black color.  
- Slogan justified 100pts Blue color  
- Subtitle 55pts orange color

# Social Media 7.1.8

## Instagram

### Profile image

- Appear on your home page at 110 x 110 pixels.
- Square photo - make sure to maintain an aspect ratio of 1:1.

110 x 110

### Profile thumbnails

- The thumbnails will appear on the page at 161 x 161 pixels.
- Square photo - make sure to maintain an aspect ratio of 1:1.

161 x 161

### Photo size

- The size of instagram images has been increased to 640 x 640 pixels.
- Instagram still scales these photos down to 612 x 612 pixels.
- Appear in feed at 510 x 510 pixels.

640 x 640





# Social Media 7.1.9

## Instagram

### Profile image

- SEC logo with a white background

### Profile thumbnails

- The thumbnails will appear on the page at 161 x 161 pixels.
- Square photo - make sure to maintain an aspect ratio of 1:1.



### Photo size

Posts with photography

- Slogan (65pts) Orange color, at the right lower corner.
- Contact information (18pts) Blue and orange color
- SEC logo in white (225 x 170px) on a blue background
- App download at the bottom right

# Social Media 7.1.10

## YouTube

### Profile image

120 x 120 pixels.

120 x 120

2560 x 1140

### Channel cover

There are a lot of different platforms and devices that users can stream YouTube on so it's important that your brand has a photo optimized for each one.

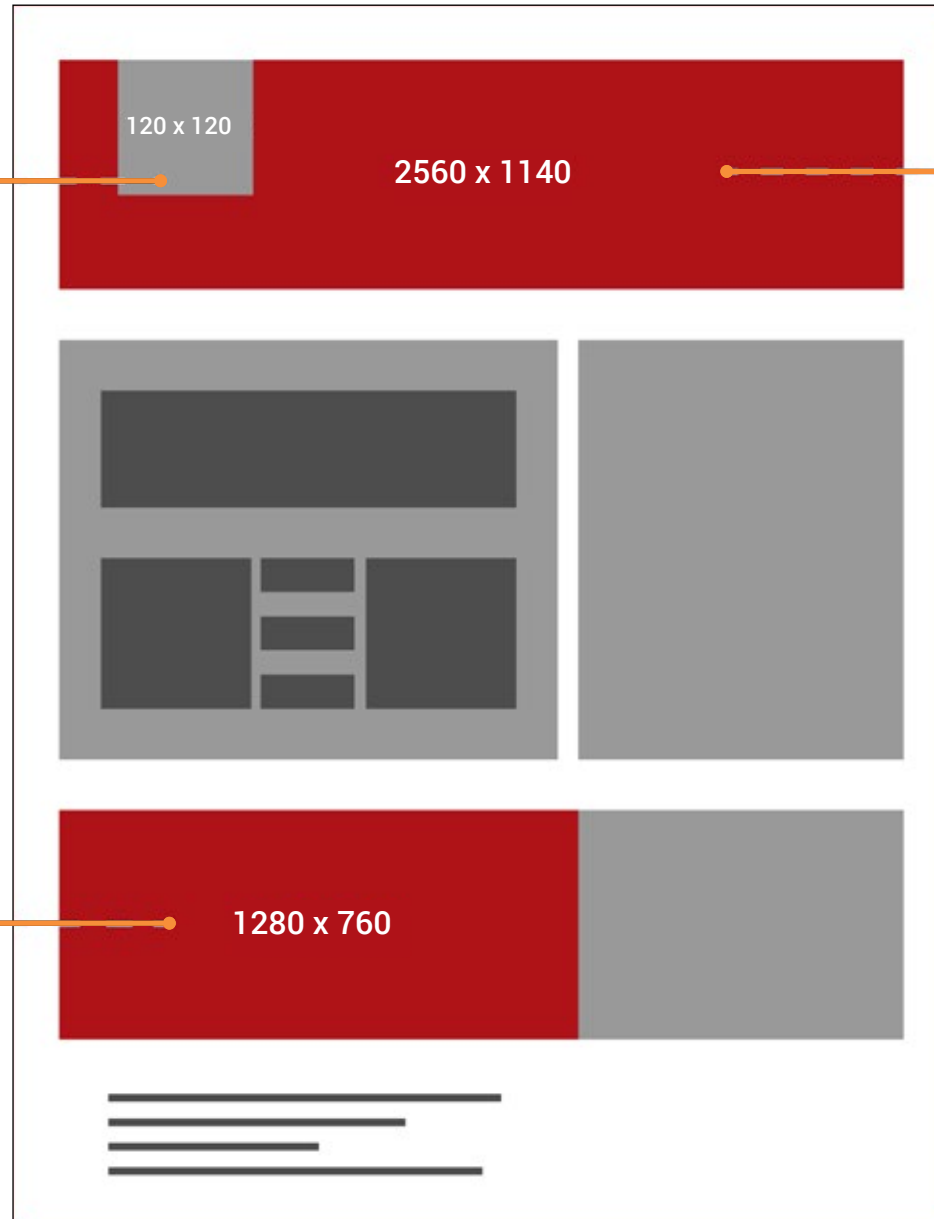
### Display sizes

- Tablet display: 1855 x 423 pixels.
- Mobile display: 1546 x 423 pixels.
- TV display: 2560 x 1440 pixels.
- TDesktop display: 2560 x 423 pixels.

### Video uploads

- Videos must maintain a 16:9 aspect ratio.
- In order to qualify as full HD, your dimensions must be at least 1280 x 720 pixels.

1280 x 760



# Social Media 7.1.11

## YouTube

### Profile image

- SEC logo on a white background

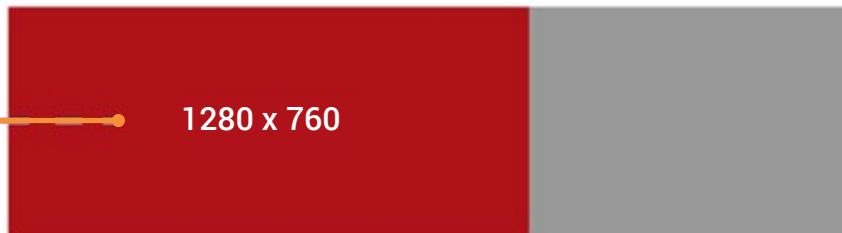


### Channel cover

- (185 x 35px) with a white background (200x65) Opacity 70%.
- Slogan (30pts) Orange color also with a white background.

### Video uploads

- Videos must maintain a 16:9 aspect ratio.
- In order to qualify as full HD, your dimensions must be at least 1280 x 720 pixels.



# Social Media 7.1.12

## Template

### Facebook

- 1080 x 1080 pixels.
- Anything less will be stretched.
- Minimum size of 400 x 400 pixels.
- Slogan (65pts) White color, at the lower corner.
- SEC logo (225 x170px) on a white background



### Instagram

- The thumbnails will appear on the page at 161 x 161 pixels.
- Square photo - make sure to maintain an aspect ratio of 1:1.
- Slogamn (35pts) White color, at the lower corner.
- SEC logo (70 x 40px) on a white background



### Twitter

- Minimum to appear expanded 630 x 360 pixels.
- Maximum to appear expanded 1024 x 512 pixels.
- Slogan (50pts) White color, at the lower corner.
- SEC logo (155 x 100px) on a white background



# Website

## 7.2

# INTRODUCTION

The website is not passive. It creates a crucial area for interaction with the stakeholders. When people use the website they create a powerful judgment of the brand and create a lasting image of it.

Hence when developing the SEC website, the designers must be sure to create an SEC identify prominent website first. Second the website must be modern, clear and simple. It must provide excellent user experience being user friendly.

The language of the website and UX must be clear, guiding. SEC must sound caring, attentive, welcoming and willing to assist.

Our website is a crucial element of our visual identity. Only our colors, fonts and photography should be used.

# Website 7.2.1 Homepage

SEC Logo Link  
to homepage



Profile

More tabs for more  
information about SEC

SEC app links  
to download

Contact  
information

# Website 7.2.2

## Our Services

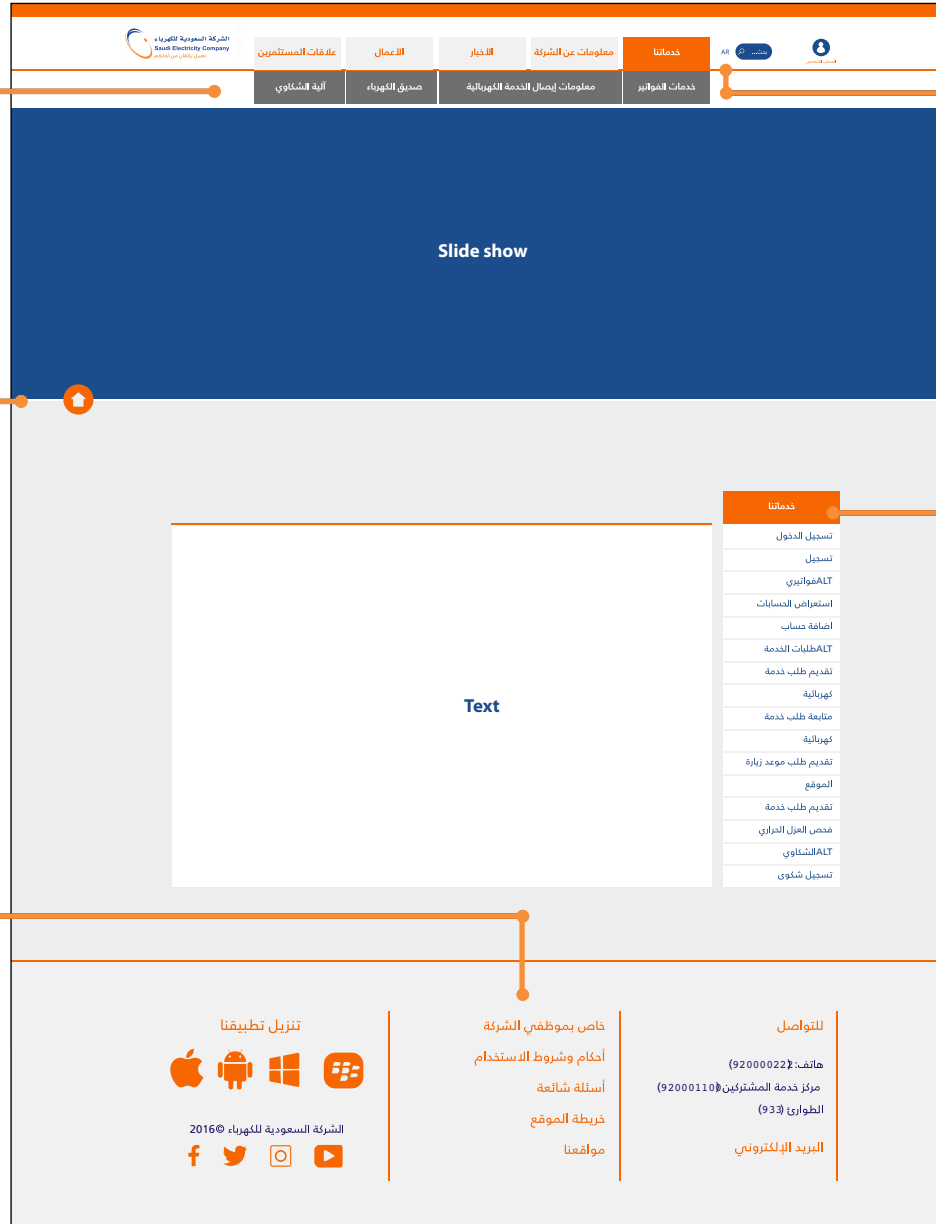
Drop menu for subpages

Search

Home button link to homepage moves downward when scrolling

Side bar contains links for topics related to the page

Other links like copyright notices...



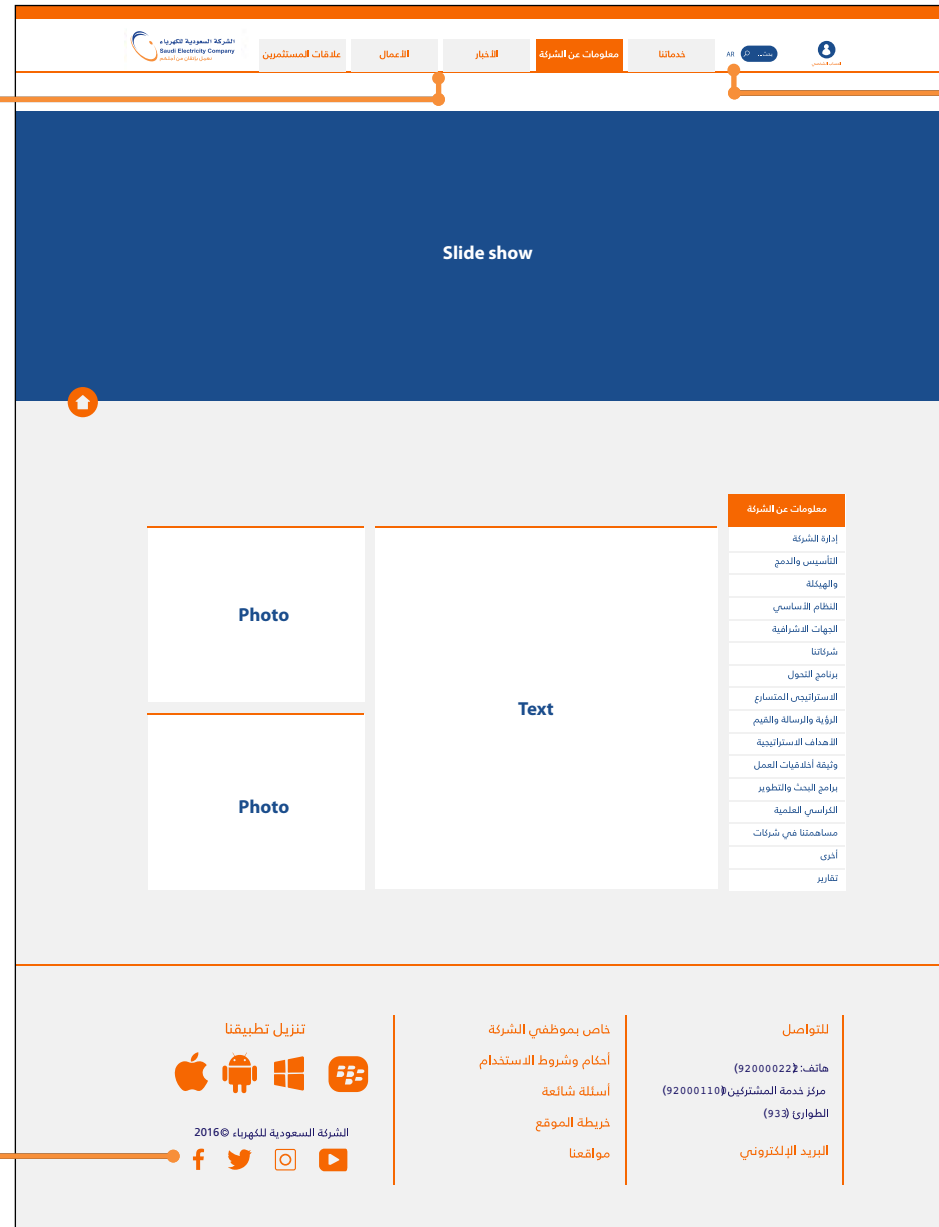


# Website 7.2.3

## About

Menu bar

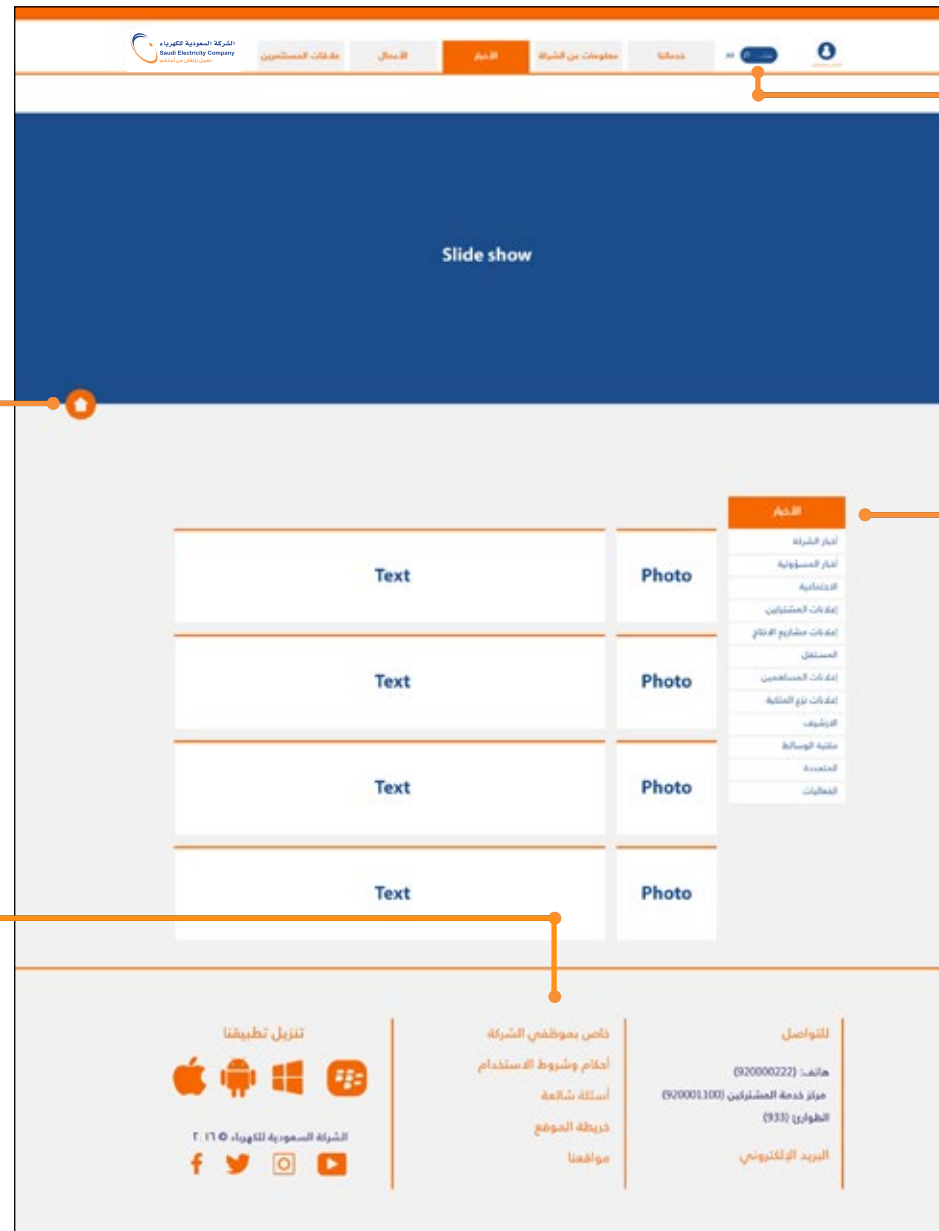
Language



SEC social media

# Website 7.2.4

## Our News



Home button link to homepage moves downward when scrolling.

Search

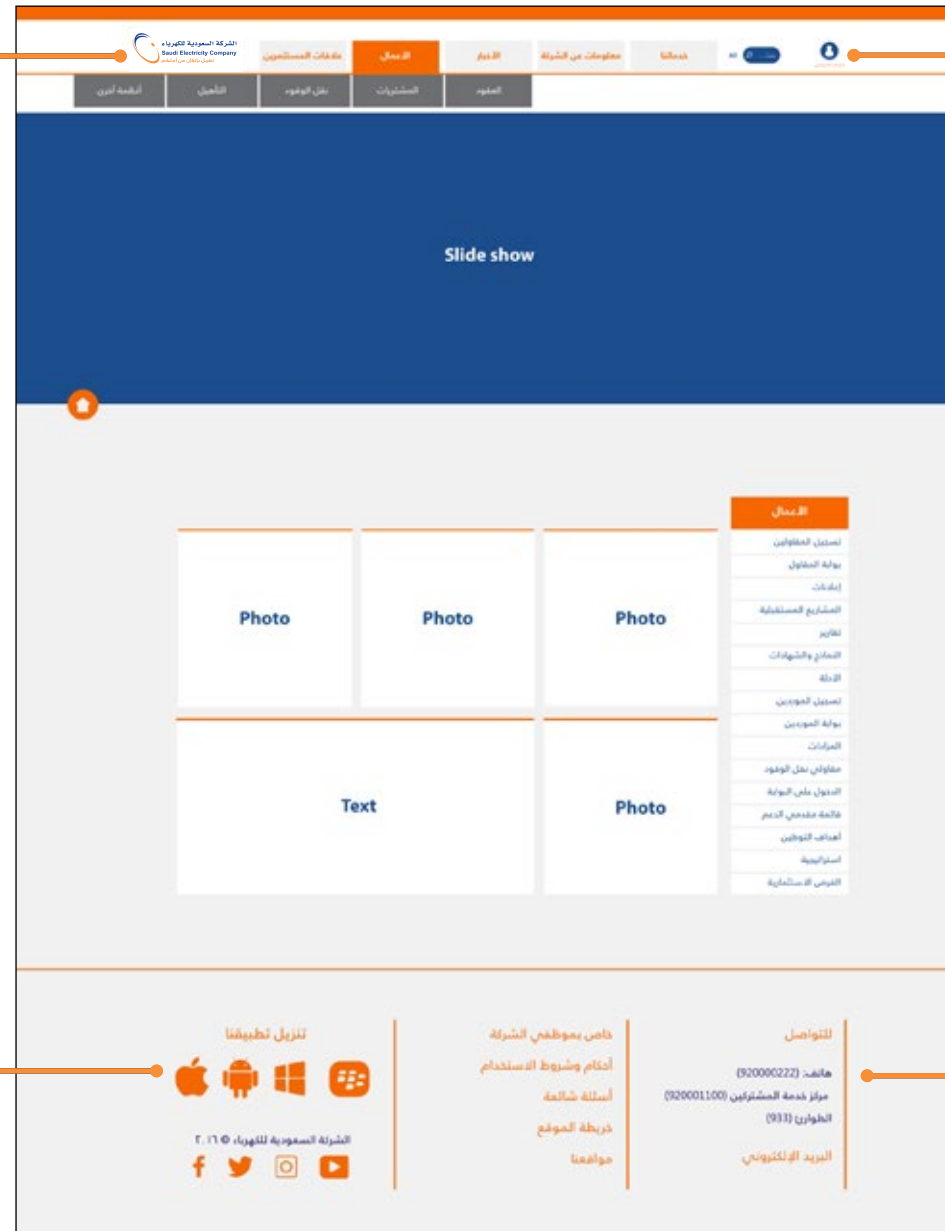
Side bar contains links for topics related to the page

Other links like copyright notices...

# Website 7.2.5

## Business

SEC logo link  
to homepage



Profile

SEC app links  
to download

Contact  
information



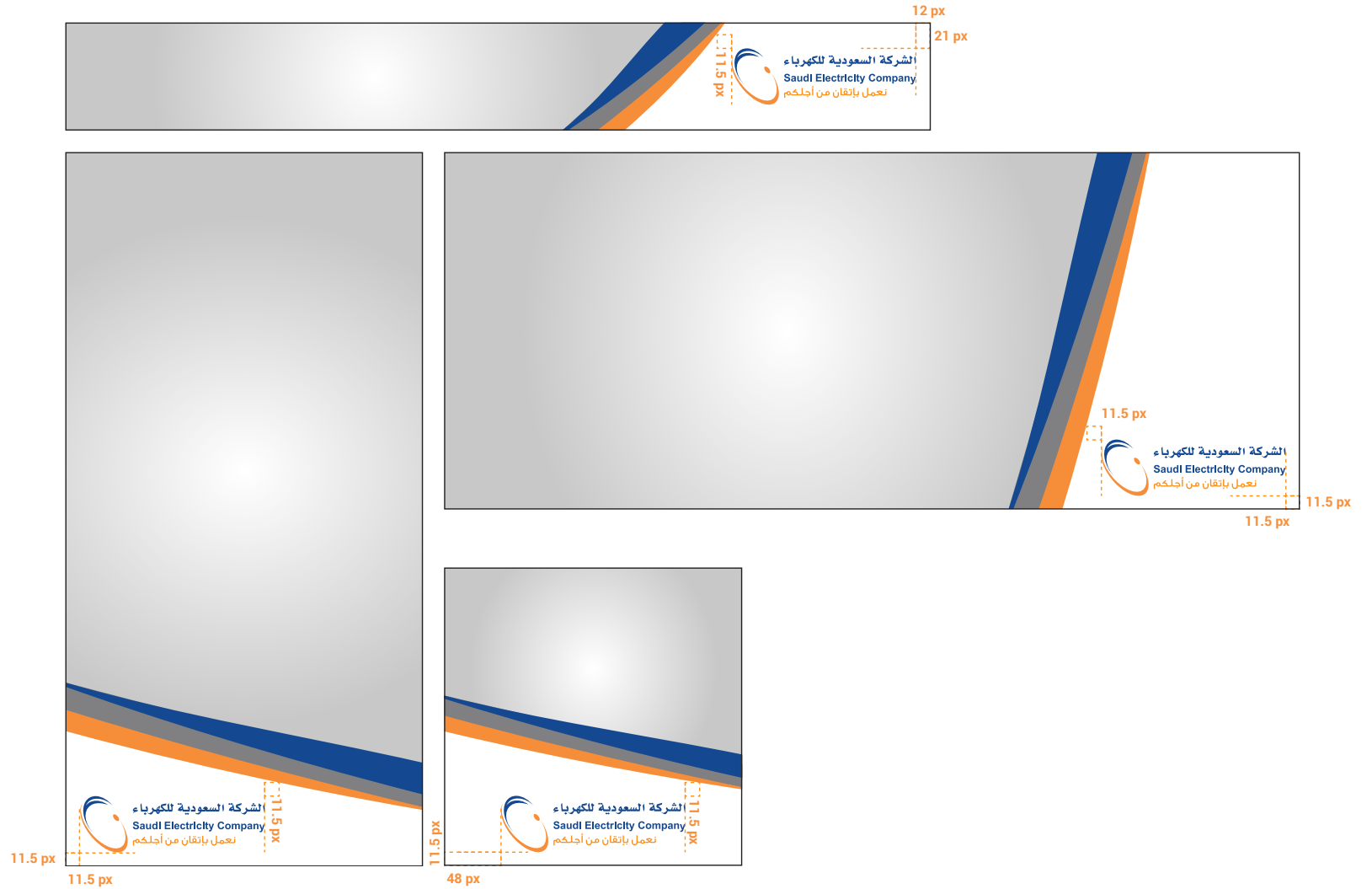
# Web Banners

## 7.3

# Web Banners 7.3.1

## Web Banners

- Slogan (50pts)
- SEC logo size (155 x 47px)



# Application(APP)

## 8.0

# INTRODUCTION

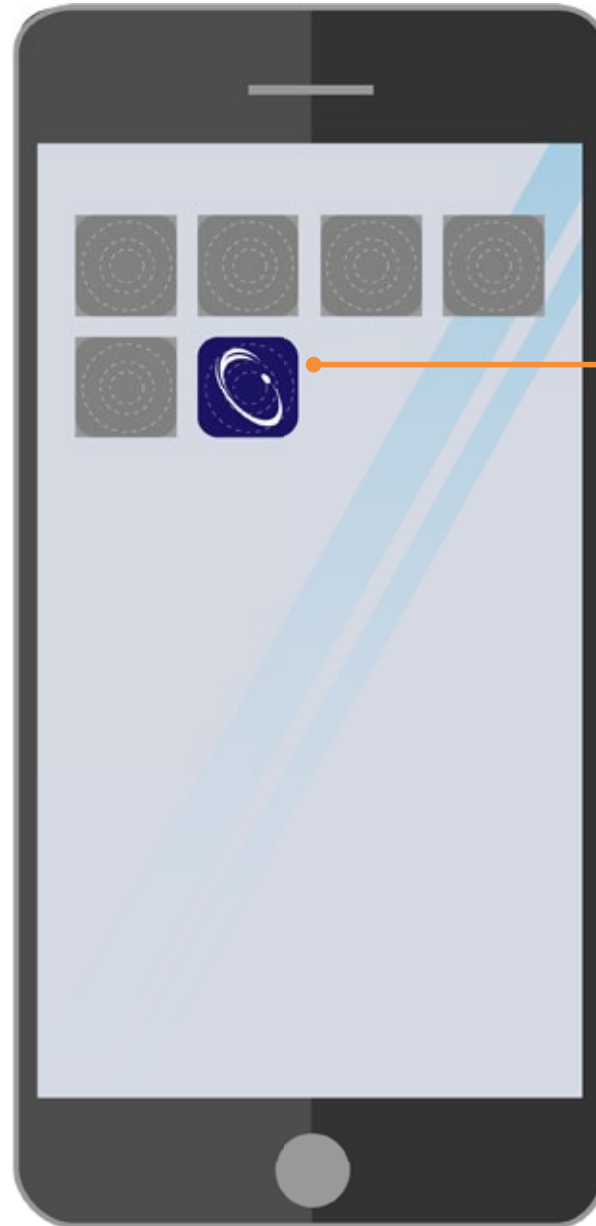
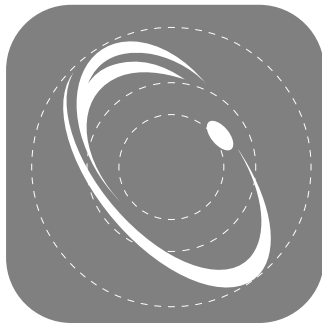
SEC App is touch point with SEC and the customer's sample of the quality of its services. Hence our app must capitalize on our visual identity using our logo, colors and fonts only.

It must look modern matching the trending app designs. It should provide a good UX, be simple, display the contents clearly for every customer to access.



# Application 8.1

## Logo



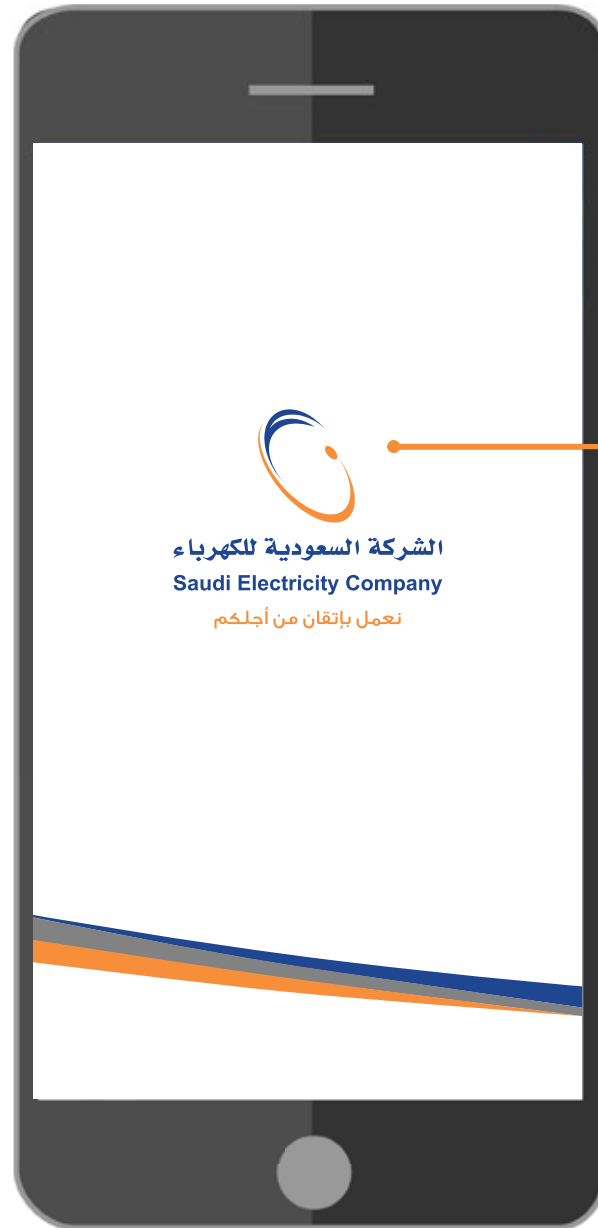
### Icon

#### Icon guidelines

- Home screen : 120 pixels retina, Min 60 pixels.
- Spotlight : 80 pixels retina, Min 40 pixels.
- Settings : 58 pixels retina, Min 29 pixels.

# Application 8.2

## Loading Screen

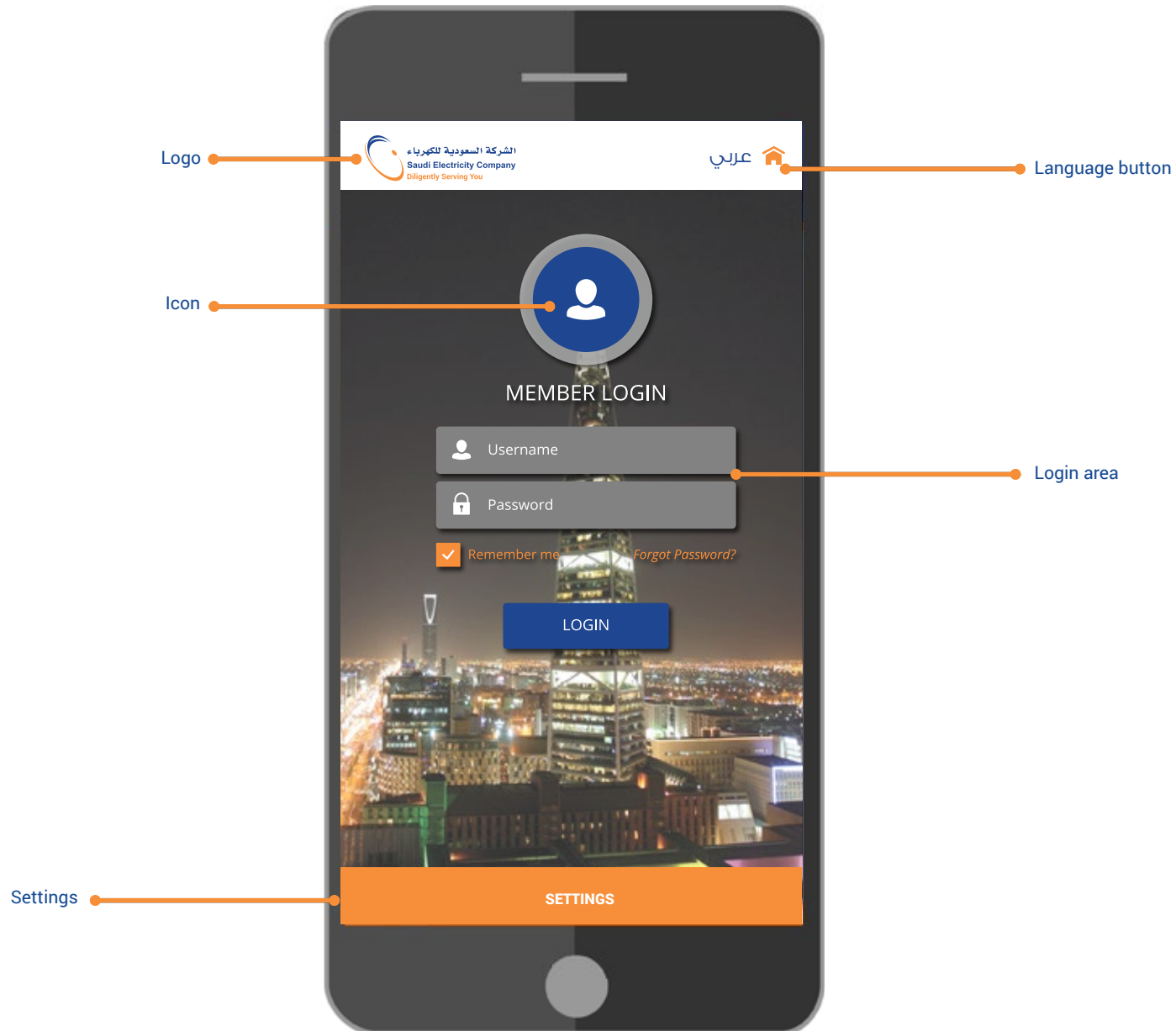


● Loading screen logo

الشركة السعودية للكهرباء  
Saudi Electricity Company  
نعمل بإتقان من أجلكم

# Application 8.3

## Login Page



# Application 8.4

## Background



# Application 8.5

## Sections Page



# Application 8.6

## General Info



# Application 8.7

## Service Page



# Application 8.9

## Icons



Contact us



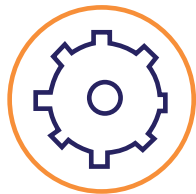
ALKAHRABA Friend



Bills



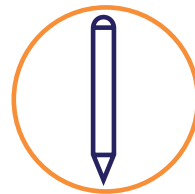
Service Application



Settings



General Information



Comments



Our Offices



Numbers



# Office Branding

## 9.0

# INTRODUCTION

The Office is a place to perform work. Our branding's main purpose is to create a unified feeling of belonging through all our offices around the globe, by applying SEC's branding guidelines throughout all locations.

More importantly, it is the location where the Culture that builds SEC image starts. We must focus on creating a warm welcoming atmosphere that employees love to attend. It must also create a feeling of enthusiasm, boosts the morale of the workers, reminding them who they are, and to which they belong.

## Office Branding 9.1

# Colors - Office

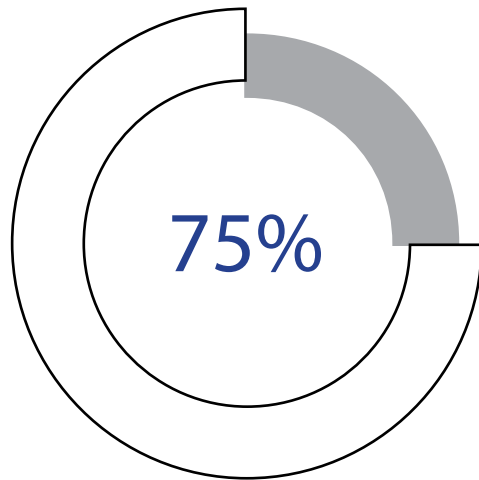
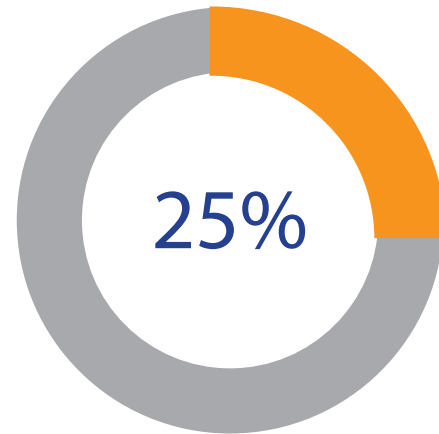
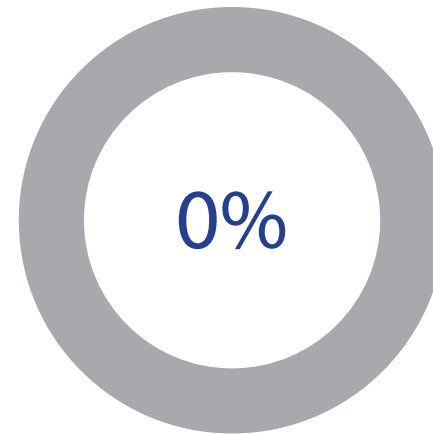


This section falls under the guidance of the color section of the Generic Identity guidelines. Hence, no colors other than those of the brand should be used.

Color usage in the right percentage is a must in order to unify the interior space, and to attain the desired feeling in all our offices.

The blend of colors is a mix of relaxing white and warm orange.

## Office Branding 9.2

**Colors - Space Allocations****WHITE****ORANGE****BLUE****Allocation of space:**

75% White  
25% Orange

No blue on the walls or furniture  
restrict it only to computer wallpapers.

## Office Branding 9.3

# Photography - Themes

This section falls under Advertising Guidelines - Photography Section. No other treatment or style of photos should be used.

The intention of this section is only to demonstrate the usage of certain themes and not new treatments to images.

Keeping one style of photos helps us retain visual unity across all offices. Photos also help us reflect the culture we want to promote. Their usage helps boost morale and remind employees of their achievements.



**Contents or themes:**

**Geographic locations of importance to the image of SEC like:**

Cities, industrial areas, locations of national or religious importance like Mecca, international destinations.

**Human / Emotional:**

SEC personnel (various types of employees), household, white and blue collar workers, photographs of people from around the world.

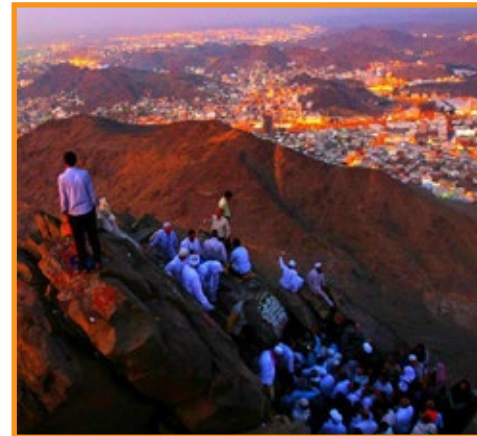
## Office Branding 9.4

# Photography - Geographical Locations



**Geographic locations of importance to the image of SEC like:**

Cities, industrial areas, locations of national or religious importance like Mecca, international destinations.





# Office Branding 9.5

## Photography - Human/Emotional



### Human / Emotional:

SEC personnel (various types of employees), household, white and blue collar workers, photographs of people from around the world.



## Office Branding 9.6

# Photography - Using Fonts on Image



### Using font on image:

We can use text on image only if no other layouts with copy are used in the same space, including the text in our logo.

Text can only occupy 30% of the entire image space and must not conflict with the noise in the background.



# Office Branding 9.7

## Meeting Room



### Meeting room:

#### Colors:

- Orange 25% (one wall)
- White 75%

#### Chairs:

#### Color:

- Orange



# Office Branding 9.9

## PC Screen Saver



# Office Branding 9.11

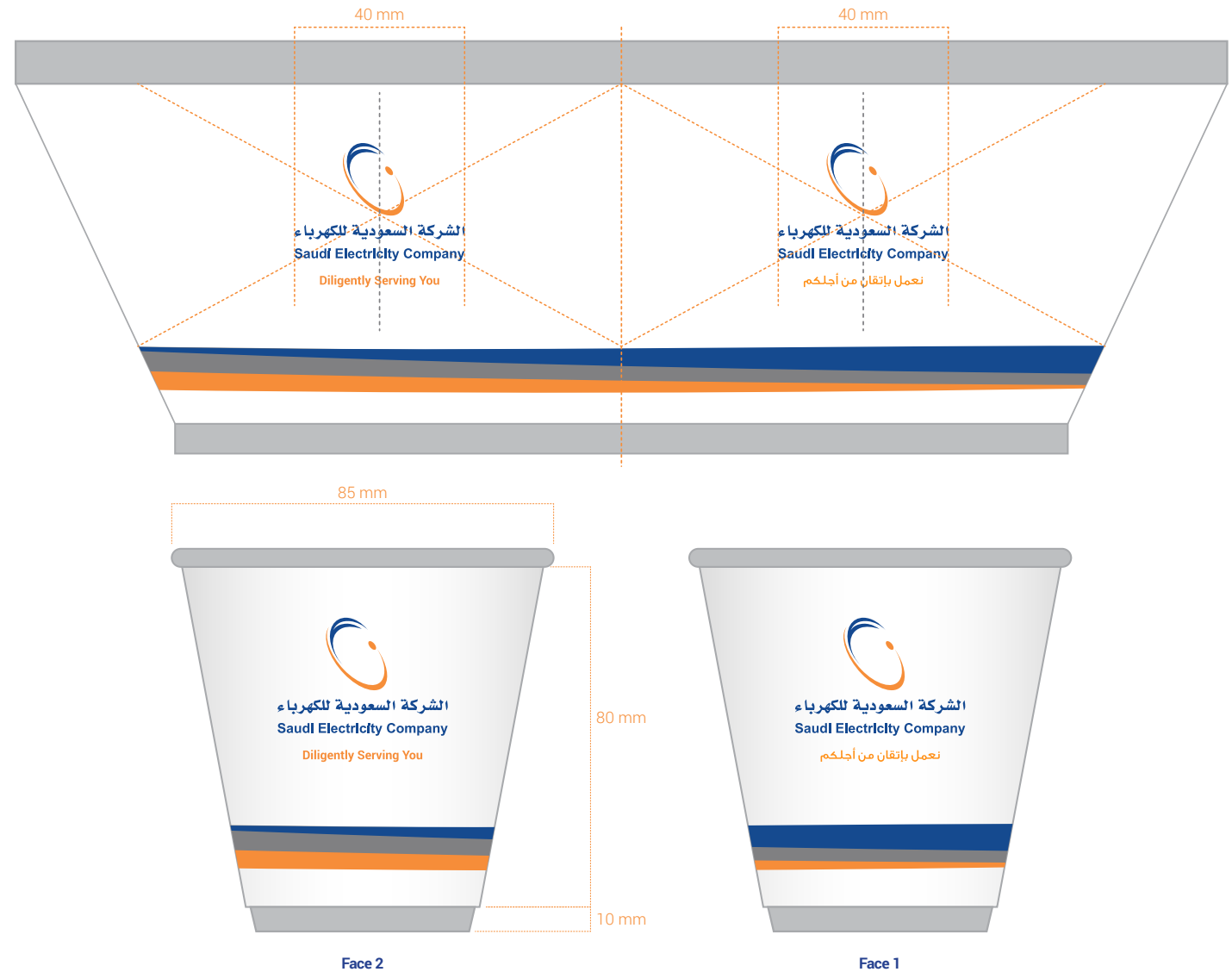
## Paper Cup

### Paper Cup:

Logo: 4cm

Supergraphic wraps around the entire circumference of the cup

Supographic (here used as a design element which explains why it is rendered that big).



## Office Branding 9.11

**Paper Tray - Custom Print****Table paper :**

- Logo size 5%,
- Slogan size 35%, align center



# Office Branding 9.11

## Balloons



# Office Branding 9.12

## Power Bank






# Office Branding 9.13

## Wall & Office Calender



### JANUARY 2018

DECEMBER 2017							JANUARY 2018							FEBRUARY 2018						
M	T	W	T	F	S	S	Mon	Tue	Wed	Thu	Fri	Sat	Sun	M	T	W	T	F	S	S
1	2	3	4	5	6						1	2	3	1	2	3	4	5	6	7
7	8	9	10	11	12	13	4	5	6	7	8	9	10	8	9	10	11	12	13	14
14	15	16	17	18	19	20	11	12	13	14	15	16	17	15	16	17	18	19	20	21
21	22	23	24	25	26	27	18	19	20	21	22	23	24	22	23	24	25	26	27	28
28	29	30	31				25	26	27	28	29	30	31	29						



الشركة السعودية للكهرباء  
Saudi Electricity Company  
نعمل باتقان من أجلكم

20.4 mm 5 mm



# Office Branding 9.14

## Travel Mug



# Office Branding 9.15

## T-Shirts - White



# Office Branding 9.15

## T-Shirts - White



# Office Branding 9.16

## T-Shirts - Grey



# Office Branding 9.17

## Cap

SEC Logo  
7x5 cm



www.se.com.sa

SEC Website  
4x1 cm



## Office Branding 9.18

# Hard Hat



# Smart Office

## 10.0

# INTRODUCTION

Our signage has been designed in a very distinctive style which works as part of our brand. All specifications and guidelines should be followed when reproducing our signage to ensure that our brand image is consistently portrayed.



# Smart Office 10.1

## 3D



# Smart Office 10.2

## 3D



# Smart Office 10.3

## 3D





# Smart Office 10.4

## 3D



# Smart Office 10.5

## 3D



# Smart Office 10.6

## 3D





# Smart Office 10.7

## 3D



# Smart Office 10.8

## 3D





# Smart Office 10.9

## 3D



# Smart Office 10.10

## 3D



# Outlet Branding

## 11.0

# INTRODUCTION

Every SEC environment is an opportunity for us to build our brand. Think of them as three-dimensional advertisements for who we are and what makes us different. This is why it is so important to create the right look and feel in every SEC environment, so that any visitor gets a clear, consistent and distinctive impression of us.

# Outlet Branding 11.1

## Colors

This section falls under Our Brand - Basic Elements, Color Section.

Hence, no colors other than those of the brand should be used.

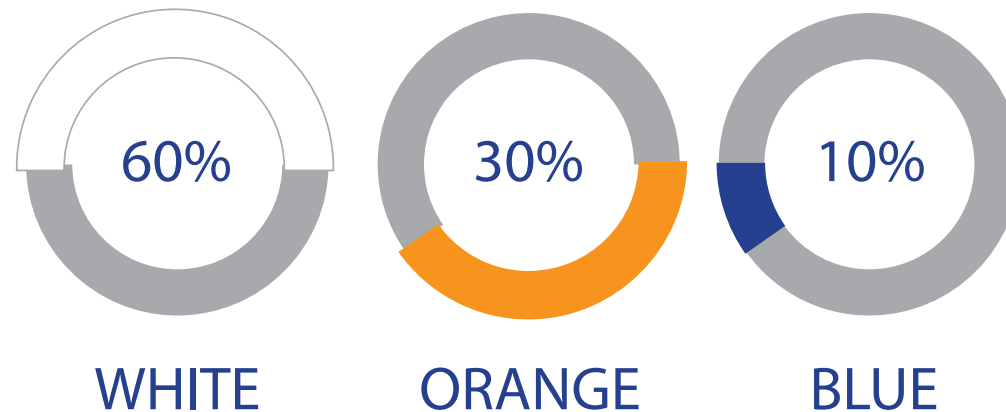
This is a branding exercise aimed at creating guidelines for interior architects and branding agencies. This is not an interior design job and should not be treated as such.

Color usage in the right percentage is a must in order to unify the interior space, and to attain the desired feeling in all our offices.

The blend of colors is a mix of relaxing white and warm orange. Our intention is to create a warm loving yet modern techy atmosphere.

The feeling arises from this blend: 30% orange / 60% white / 10% blue.

Blue can be used in photos



### Application of colors

Singled out full color orange walls and other full white walls.

No blending of colors on the same space.

# Outlet Branding 11.3

## Copywriting

Copywriting is a means of conveying the required ideas through words, sentences and text, must mimic the spirit of the generous guest-loving Saudi dialogue. The main intention of the copy is to create emotional bonds with a guest of SEC's many houses.

### Tone of voice

---

Welcoming

Intelligent

Active

# Outlet Branding 11.4

## Typography

### Legibility and size of text

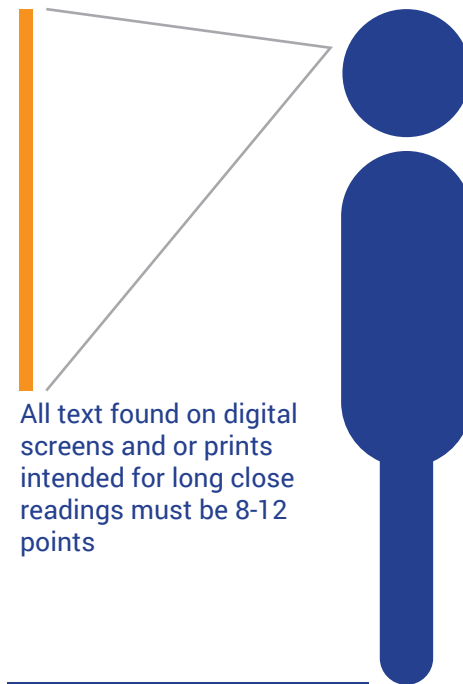
The designer has to take decisions accordingly as to the placement of the text and the size required for it to be clear and legible from designated distances.

Large Branding messages  
Not to exceed 30% of the branded space.

**Text should always be horizontal and cannot be tilted.**

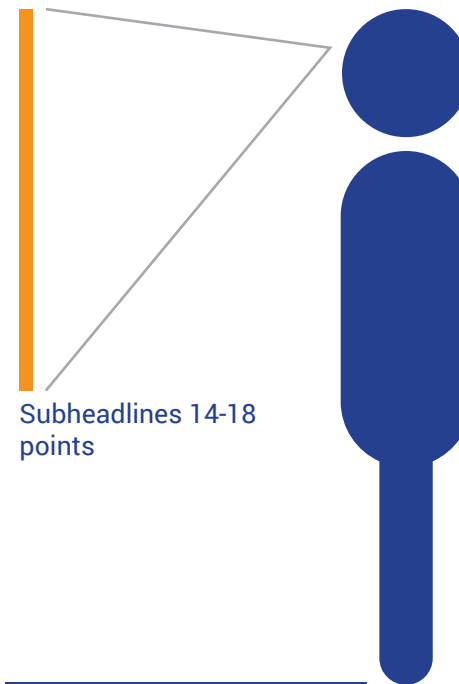
**Text should be clear, in full color and cannot be used in opacity.**

**Use our corporate fonts only.**



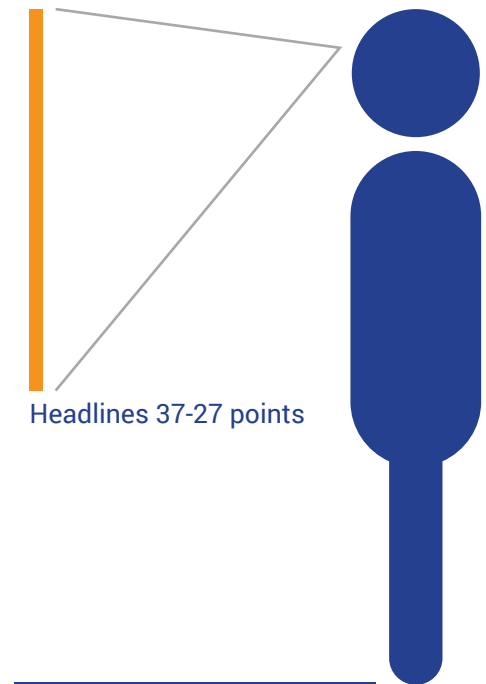
All text found on digital screens and or prints intended for long close readings must be 8-12 points

1m



Subheadlines 14-18 points

2 - 3 m



Headlines 37-27 points

4 - 5 m



# Outlet Branding 11.6

## Exterior Environment





# Dress Code

## 12.0

# INTRODUCTION

A dress code is a set of rules governing certain combinations of clothing. SEC dress code outlines the company's expectations from all employees regarding their formal appearance. These guidelines are not meant to restrict the freedom of expression that is conveyed through one's attire. However, the way employees project themselves when they represent the company with clients, visitors, or other external parties can have direct consequences on how the company's brand is perceived. Therefore, employees should be aware that the appearance is an integral part of the company's culture and any inappropriateness could expose the company and damage its reputation. This dress code is mandatory and all employees are obliged to demonstrate professionalism and businesslike attitude through their appearance. The formal dress required herein will differentiate us from our competitors and reflects a modern image of our Brand.

## Dress Code 12.1

# Definition

### What is a “Dress Code”?

It is a set of rules governing the appearance of employees of the company which must be followed. These rules apply to all employees and independent contractors of the company, as well as other parties that may represent it. The main elements of the Dress Code in general are:

- Cleanliness
- Grooming
- Attire

### The general guidelines which must be observed in any situation:

- All employees must be clean and well-groomed
- All clothes must be clean and in good condition.
- All clothes must project professionalism. Clothes that are too revealing or inappropriate are prohibited
- Employees should avoid clothes with emblems, advertising messages or other visuals.



## Dress Code 12.2

# Definition (cont'd)

The attire of employees reflects the company's official image. Therefore, the type of clothes an employee may wear is very important. Employees in senior positions are required to set an example for other staff, especially when in frequent contact, thus should be aware of the need to project a professional image. Our customers should perceive SEC employees as being well groomed and smart in their appearance.

### Disciplinary measures

It is important for an employee to know the consequences for not abiding by these rules. When an employee disregards the company's Dress Code he will be reprimanded and it will be expected from him to start respecting the rules.

The way we dress shows a lot of things about our personality, character and attitude, and gives the right impression of the company that we work for.



## Dress Code 12.3

# Headwear Style

The style in which you put on your headwear gives the first impression on who you are. It must be properly worn, clean and ironed.

No out of ordinary designs must be worn.



## Dress Code 12.4

# Acceptable and Unacceptable



### What is an acceptable headwear

Only the traditional official Headgear.

- Shumakh or Ghutra
- White Head Cap
- Black Iqal

### What is an unacceptable headwear

Any out-of-the-ordinary styles will not be accepted: (See the visuals on the left)

Wrong application of any of the headwear elements (such as folding Ghutra into a Turban)



Colored or ornamented Head caps.

## Dress Code 12.5

# The Name Tag

Name tags are obligatory for all staff and should be worn/displayed in a way visible in line of sight. It is a means of displaying the wearer's name for others to view, which include his job title, badge number, and the department/division he works for. There are 2 types of name tags; those with lanyards which can be worn around the neck and those that can be attached to the garment or shirt pocket.



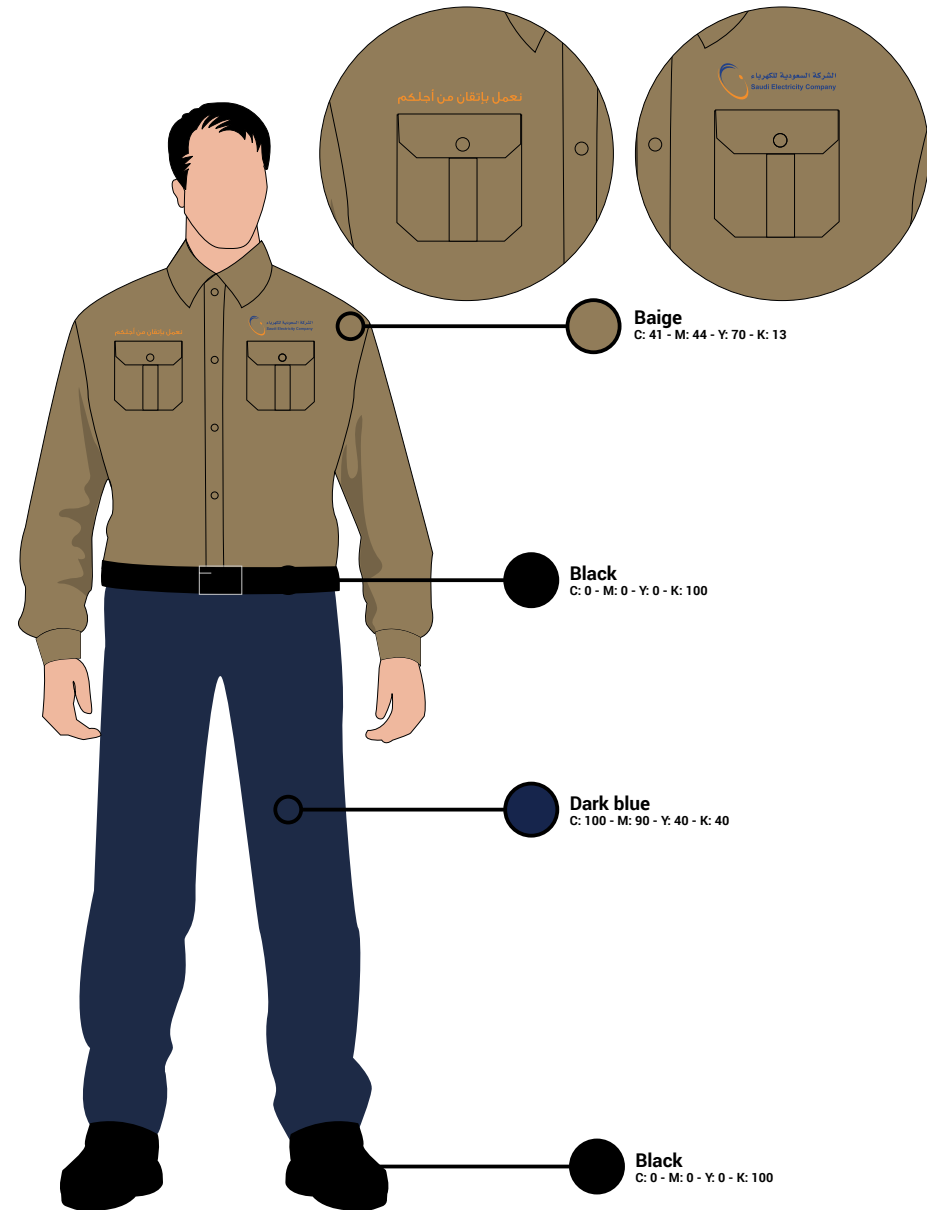
# Uniform

## 13.0



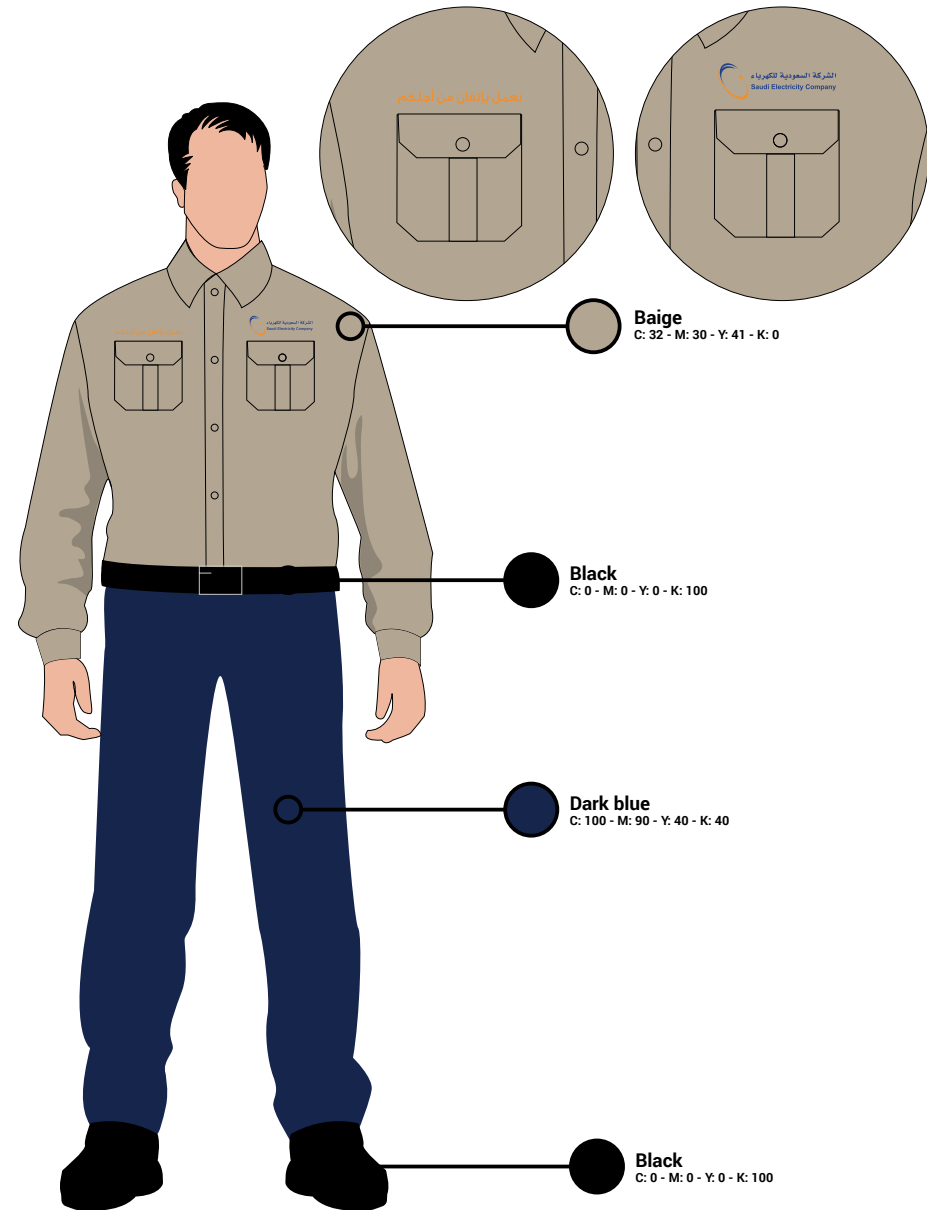
# Dress Code 13.2

## Uniform for All Dep.



# Dress Code 13.2

## Training Institute Students Uniform



# Signage Branding

## 13.0

# INTRODUCTION

Our signage has been designed in a very distinctive style which works as part of our brand. All specifications and guidelines should be followed when reproducing our signage to ensure that our brand image is consistently portrayed.

# Signage Branding 13.1

## Exterior Main Facade



Always maintain our logo's specified clear space. No other graphic, signage, etc. should crowd or otherwise obscure the SEC logo in any way. When producing signage our logo may only be produced in the approved SEC core colors.

Logo core colors on white background

**Front Elevation**

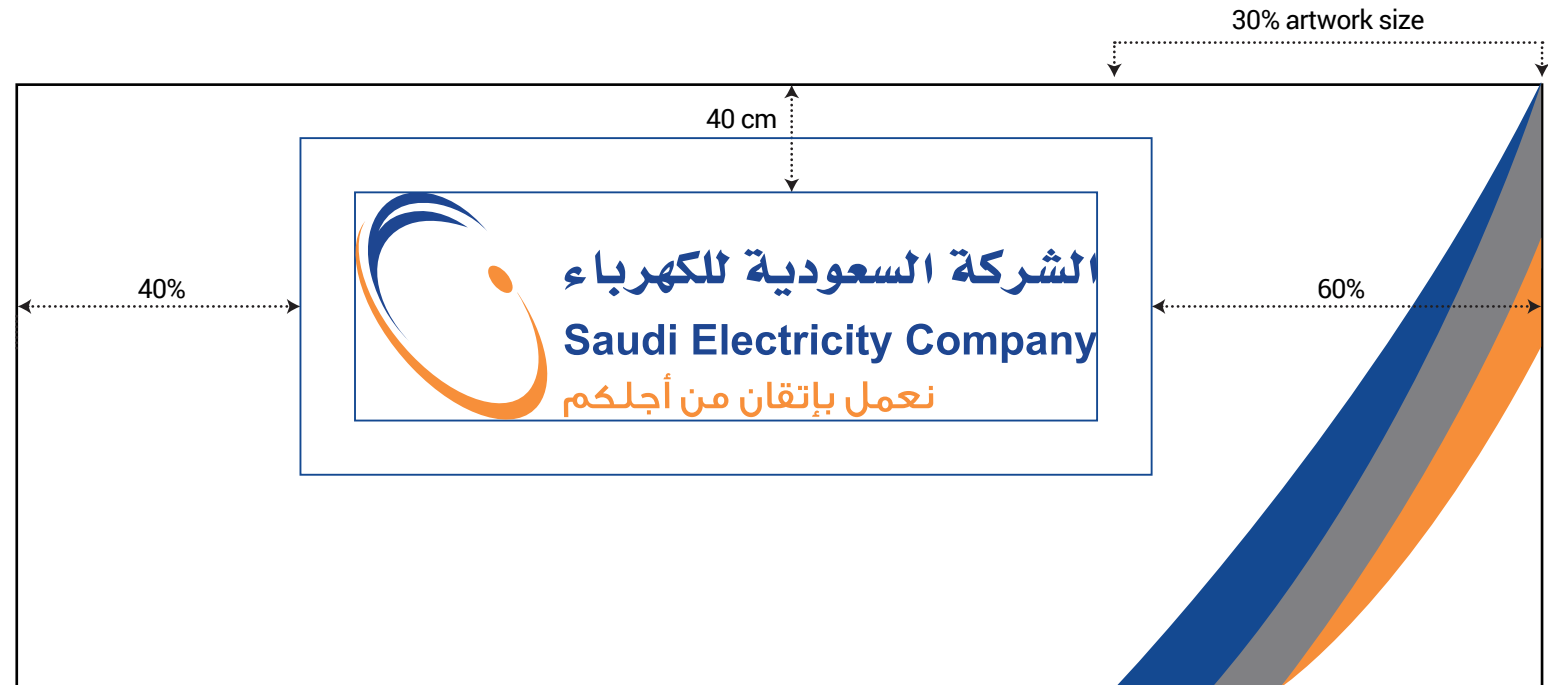
**Plan**

# Signage Branding 13.2

## Fascia / Wall Plaque

Always maintain our logo's specified clear space. No other graphic, signage, etc. should crowd or otherwise obscure the SEC logo in any way. When producing signage our logo may only be produced in the approved SEC core colors.

Logo core colors on white background



# Signage Branding 13.3

## Fascia / Wall Plaque / Added details

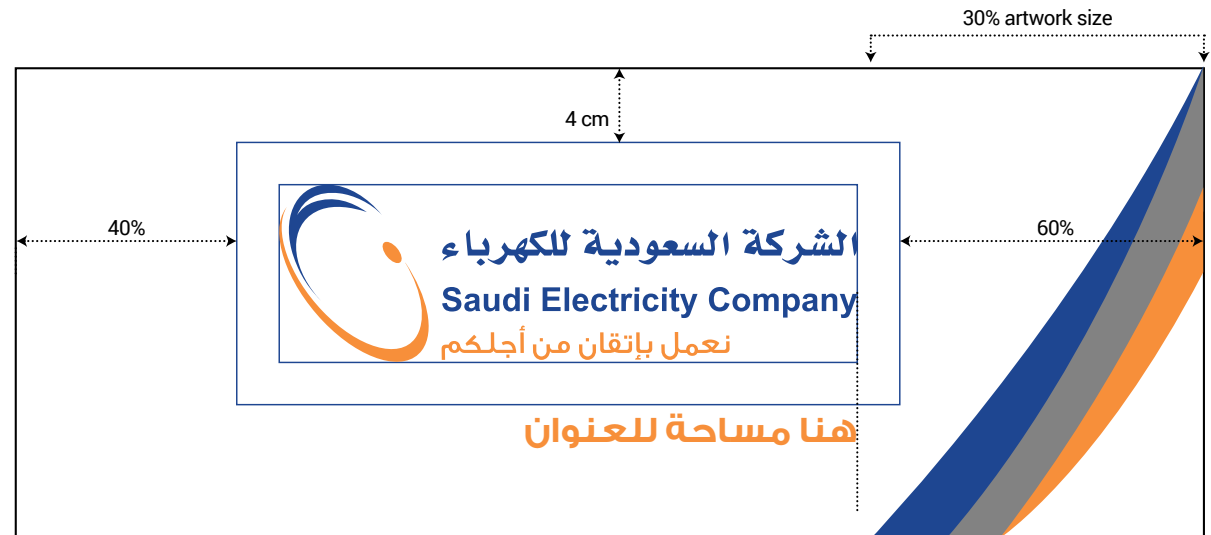
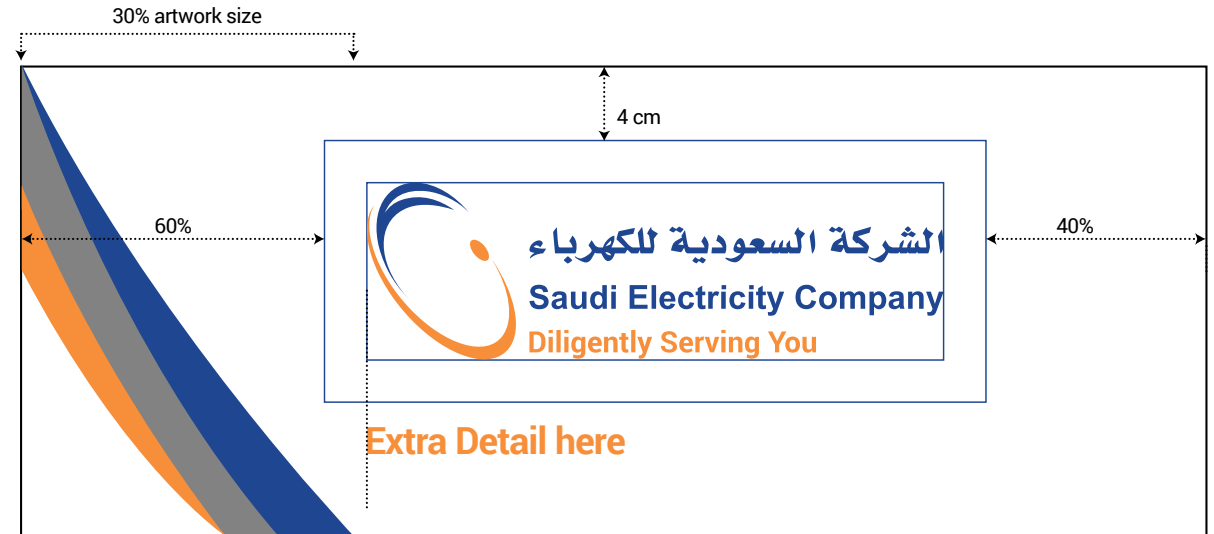
Always maintain our logo's specified clear space. No other graphic, signage, etc. should crowd or otherwise obscure the SEC logo in any way. When producing signage our logo may only be produced in the approved SEC core colors.

Logo core colors on white background

Extra detail text:

Roboto Bold - Size: Equal to the x height of the Latin font of the logo - SEC primary blue

GE SS TWO bold - Equal to the x height of the arabic font of the logo - SEC primary blue



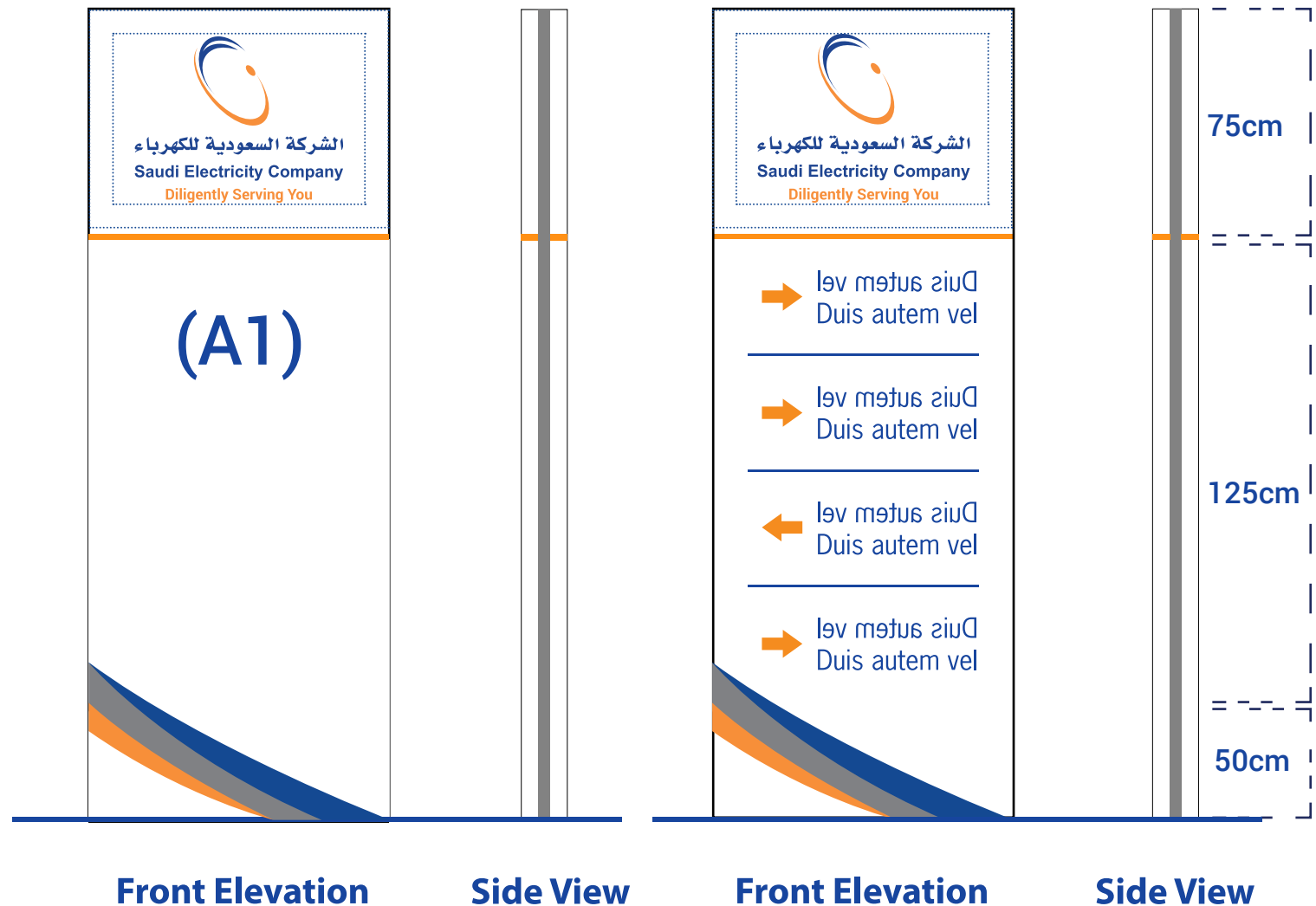
# Signage Branding 13.4

## Totems

Always maintain our logo's specified clear space. No other graphic, signage, etc. should crowd or otherwise obscure the SEC logo in any way. When producing signage our logo may only be produced in the approved SEC core colors.

Logo core colors on white background

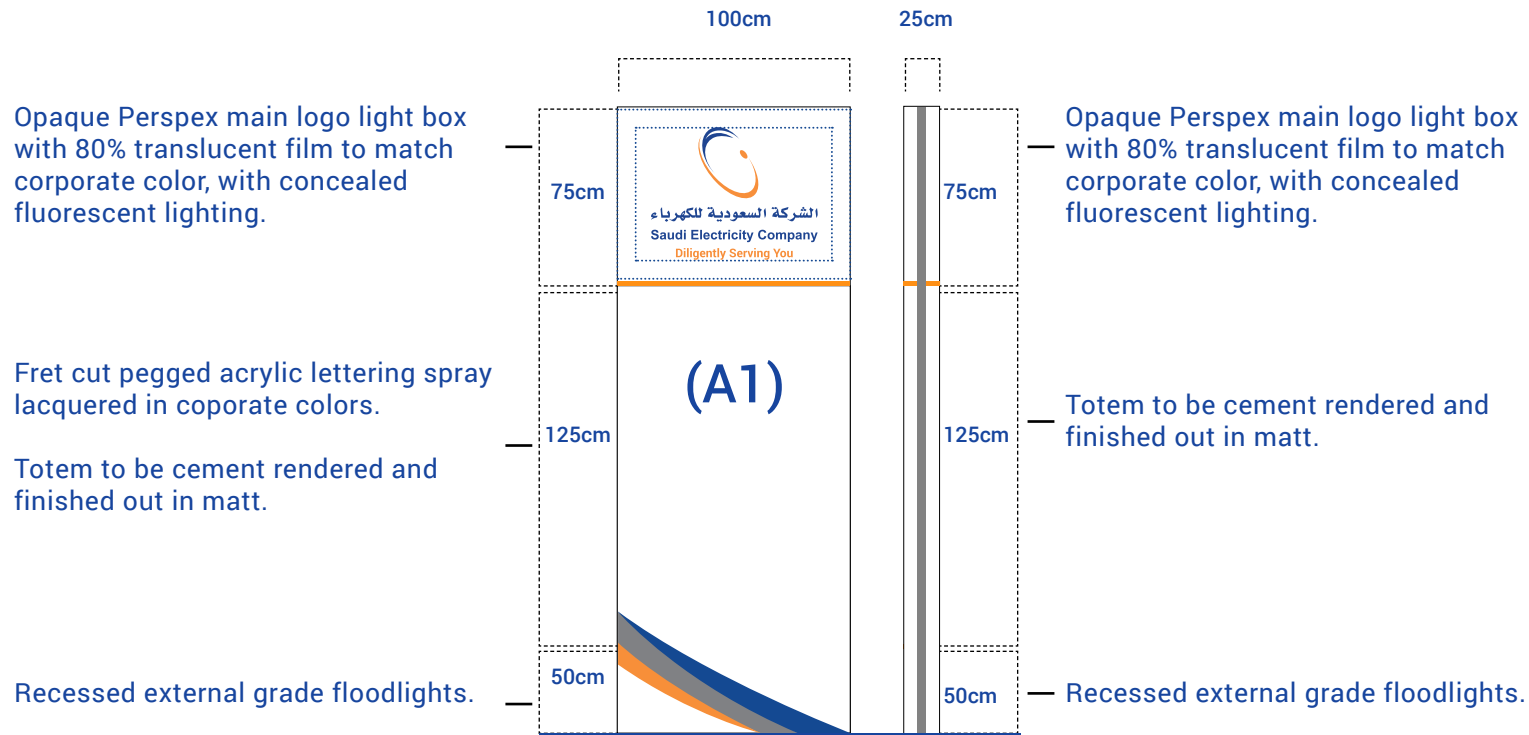
When placing the centered version of the logo start from with the bounding box at the top and scale up the logo until it fills the biggest part possible of the artwork (proportionally)





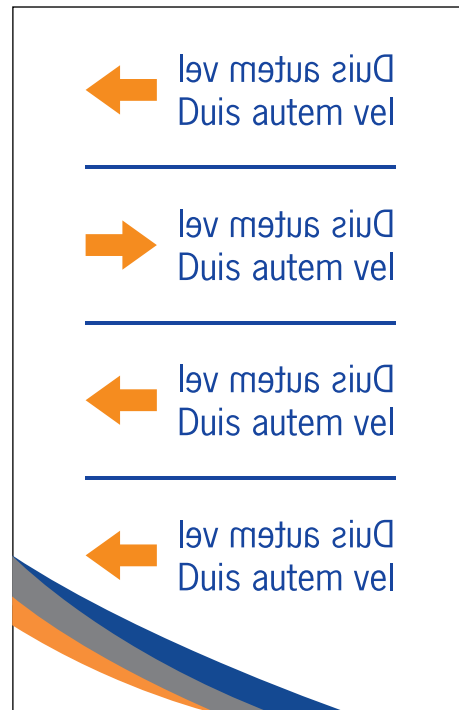
# Signage Branding 13.5

## Signage Totems



# Signage Branding 13.6

## Directional / Wayfinding



Always maintain our logo's specified clear space. No other graphic, signage, etc. should crowd or otherwise obscure the SEC logo in any way. When producing signage our logo may only be produced in the approved SEC core colors.

Logo core colors on white background

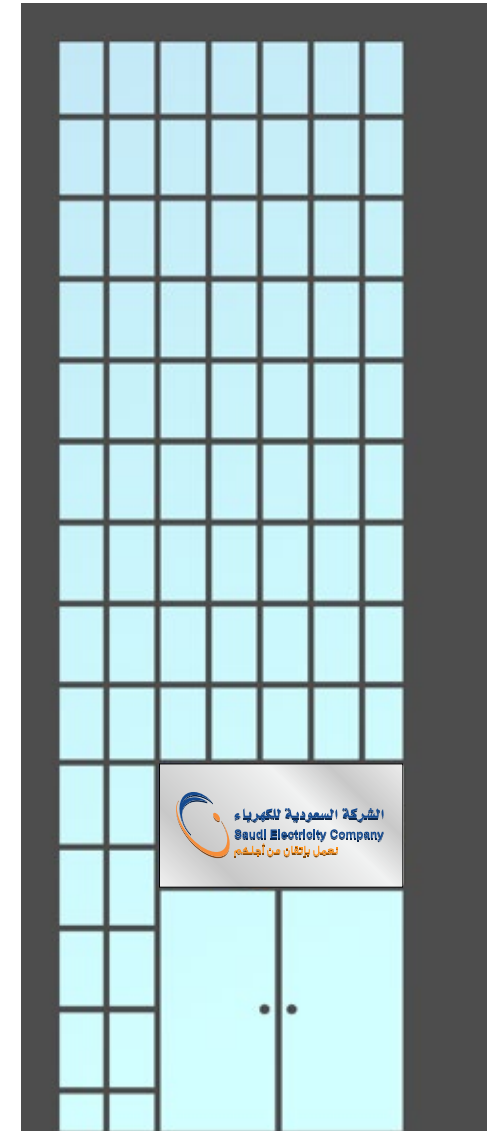
# Signage Branding 13.7

## Signage

Always maintain our logo's specified clear space. No other graphic, signage, etc. should crowd or otherwise obscure the SEC logo in any way. When producing signage our logo may only be produced in the approved SEC core colors.

Chrome Material

3D Letters



# Signage Branding 13.8

## Office Signs

### Office Signs

Always maintain our logo's specified clear space. No other graphic, signage, etc. should crowd or otherwise obscure the SEC logo in any way. When producing signage our logo may only be produced in the approved SEC core colors.

#### Font:

Roboto - Size: Equal to the x-height of the Latin font of the logo - SEC primary blue

GE SS TWO - Equal to the x height of the Arabic font of the logo - SEC primary blue



### Employee Signs



# Signage Branding 13.9

## Door signs



Always maintain our logo's specified clear space. No other graphic, signage, etc. should crowd or otherwise obscure the SEC logo in any way. When producing signage our logo may only be produced in the approved SEC core colors.

### Font:

Roboto - Size: Equal to the x-height of the Latin font of the logo - SEC primary blue

GE SS TWO - Equal to the x height of the Arabic font of the logo - SEC primary blue

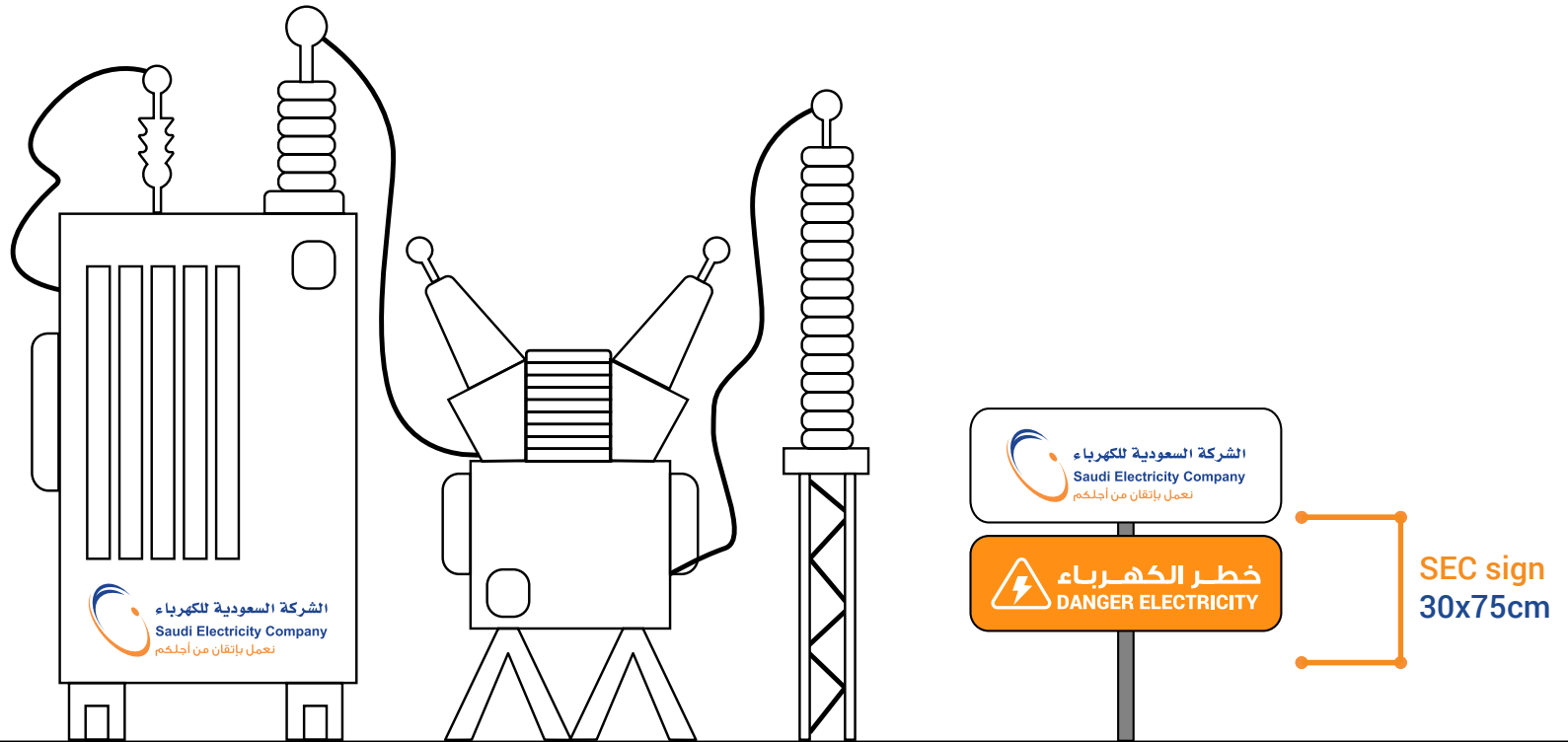
# Signage Branding 13.10

## Generators



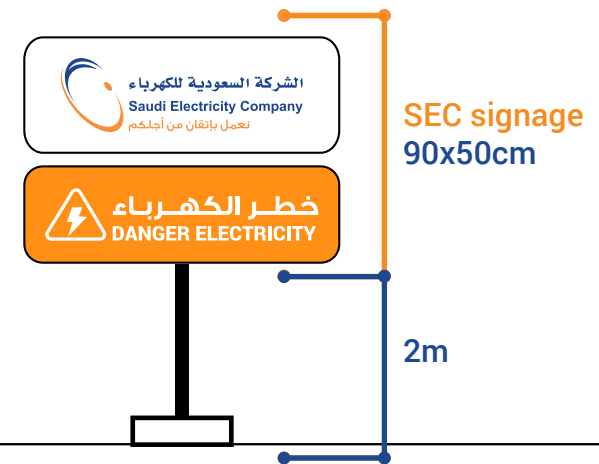
# Signage Branding 13.11

## Electrical Transformers



# Signage Branding 13.12

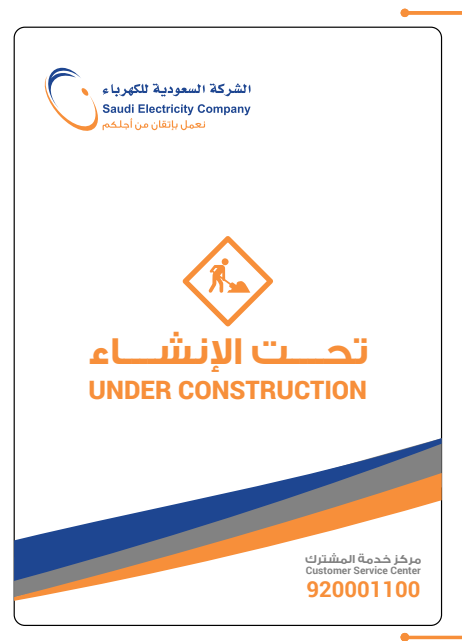
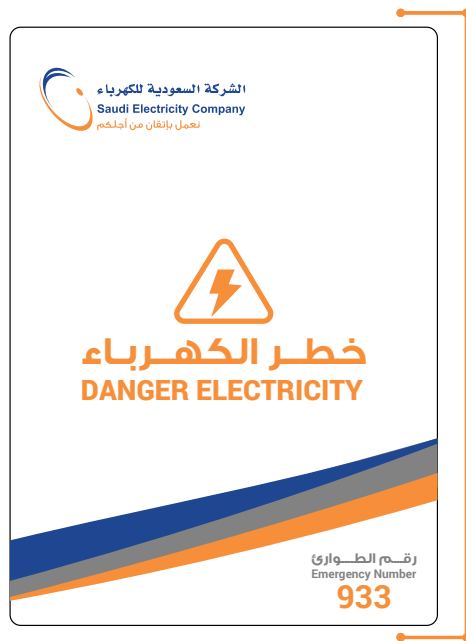
## Power Transmission Towers





# Signage Branding 13.13

## Stickers



# Matt

<b>ORANGE</b> PANTONE 1495C RAL 1003	<b>ORANGE</b> PANTONE 1495C RAL 1003	<b>ORANGE</b> PANTONE 1495C RAL 1003	<b>ORANGE</b> PANTONE 1495C RAL 1003
<b>ORANGE</b> PANTONE 1495C RAL 1003	<b>ORANGE</b> PANTONE 1495C RAL 1003	<b>ORANGE</b> PANTONE 1495C RAL 1003	<b>ORANGE</b> PANTONE 1495C RAL 1003
<b>BLUE</b> PANTONE 286C RAL 5002	<b>BLUE</b> PANTONE 286C RAL 5002	<b>BLUE</b> PANTONE 286C RAL 5002	<b>BLUE</b> PANTONE 286C RAL 5002
<b>BLUE</b> PANTONE 286C RAL 5002	<b>BLUE</b> PANTONE 286C RAL 5002	<b>BLUE</b> PANTONE 286C RAL 5002	<b>BLUE</b> PANTONE 286C RAL 5002
<b>Silver</b> PANTONE 70% Black	<b>Silver</b> PANTONE 70% Black	<b>Silver</b> PANTONE 70% Black	<b>Silver</b> PANTONE 70% Black
<b>Silver</b> PANTONE 70% Black	<b>Silver</b> PANTONE 70% Black	<b>Silver</b> PANTONE 70% Black	<b>Silver</b> PANTONE 70% Black



# Metallic

<b>ORANGE</b> PANTONE 1495C RAL 1003	<b>ORANGE</b> PANTONE 1495C RAL 1003	<b>ORANGE</b> PANTONE 1495C RAL 1003	<b>ORANGE</b> PANTONE 1495C RAL 1003
<b>ORANGE</b> PANTONE 1495C RAL 1003	<b>ORANGE</b> PANTONE 1495C RAL 1003	<b>ORANGE</b> PANTONE 1495C RAL 1003	<b>ORANGE</b> PANTONE 1495C RAL 1003
<b>BLUE</b> PANTONE 286C RAL 5002	<b>BLUE</b> PANTONE 286C RAL 5002	<b>BLUE</b> PANTONE 286C RAL 5002	<b>BLUE</b> PANTONE 286C RAL 5002
<b>BLUE</b> PANTONE 286C RAL 5002	<b>BLUE</b> PANTONE 286C RAL 5002	<b>BLUE</b> PANTONE 286C RAL 5002	<b>BLUE</b> PANTONE 286C RAL 5002
<b>Silver</b> PANTONE 70% Black	<b>Silver</b> PANTONE 70% Black	<b>Silver</b> PANTONE 70% Black	<b>Silver</b> PANTONE 70% Black
<b>Silver</b> PANTONE 70% Black	<b>Silver</b> PANTONE 70% Black	<b>Silver</b> PANTONE 70% Black	<b>Silver</b> PANTONE 70% Black



