

# Saudi Green Initiative Brand Guidelines



This chapter provides an overview of SGI's positioning, giving insight into the rationale behind the brand and its visual style.

# Brand Overview



The Saudi Green Initiative is a visionary sustainability initiative launched by Saudi Arabia, aimed at leading the nation towards a greener and more environmentally responsible future. Through a range of initiatives spanning renewable energy, conservation, and sustainable practices, the initiative strives to contribute significantly to global environmental efforts while aligning with the country's long-term goals.





# From ambition to action



# The Saudi Green Initiative aims to improve quality of life



# Protect future generations in the Kingdom of Saudi Arabia



# Leading the way to a sustainable future for Saudi Arabia



With the launch of the Saudi Green Initiative, the Kingdom has reaffirmed its belief in a sustainable future for all.



# This initiative empowers individuals and communities, illuminating the profound impact of collective action.

---

# Rooted in responsibility, it addresses the pressing environmental challenges we face.

---

Visionary and compassionate, the initiative pioneers the path toward greener horizons, driven by innovative solutions and a collaborative spirit. It embodies a balanced perspective, fostering economic growth while upholding environmental well-being. With unwavering confidence, the Saudi Green Initiative authentically leads the charge, demonstrating Saudi Arabia's commitment to a brighter, greener future with new opportunities.



This chapter outlines the full suite of logo lock-ups and provides detailed guidelines for accurate selection and application.

# The Brand



The Saudi Green Initiative logo is a visual representation of the initiative's commitment to environmental sustainability and its connection to the Kingdom of Saudi Arabia. The logo features a stylized map of Saudi Arabia created using elegant lines.

At the heart of the Saudi Green Initiative logo, emerging from the lines of the map, is a cluster of vibrant leaf shapes. These leaves represent the growth, renewal, and vitality that the initiative aims to cultivate within the nation's natural landscapes. They embody the commitment to reforestation, biodiversity, and the restoration of ecosystems.





















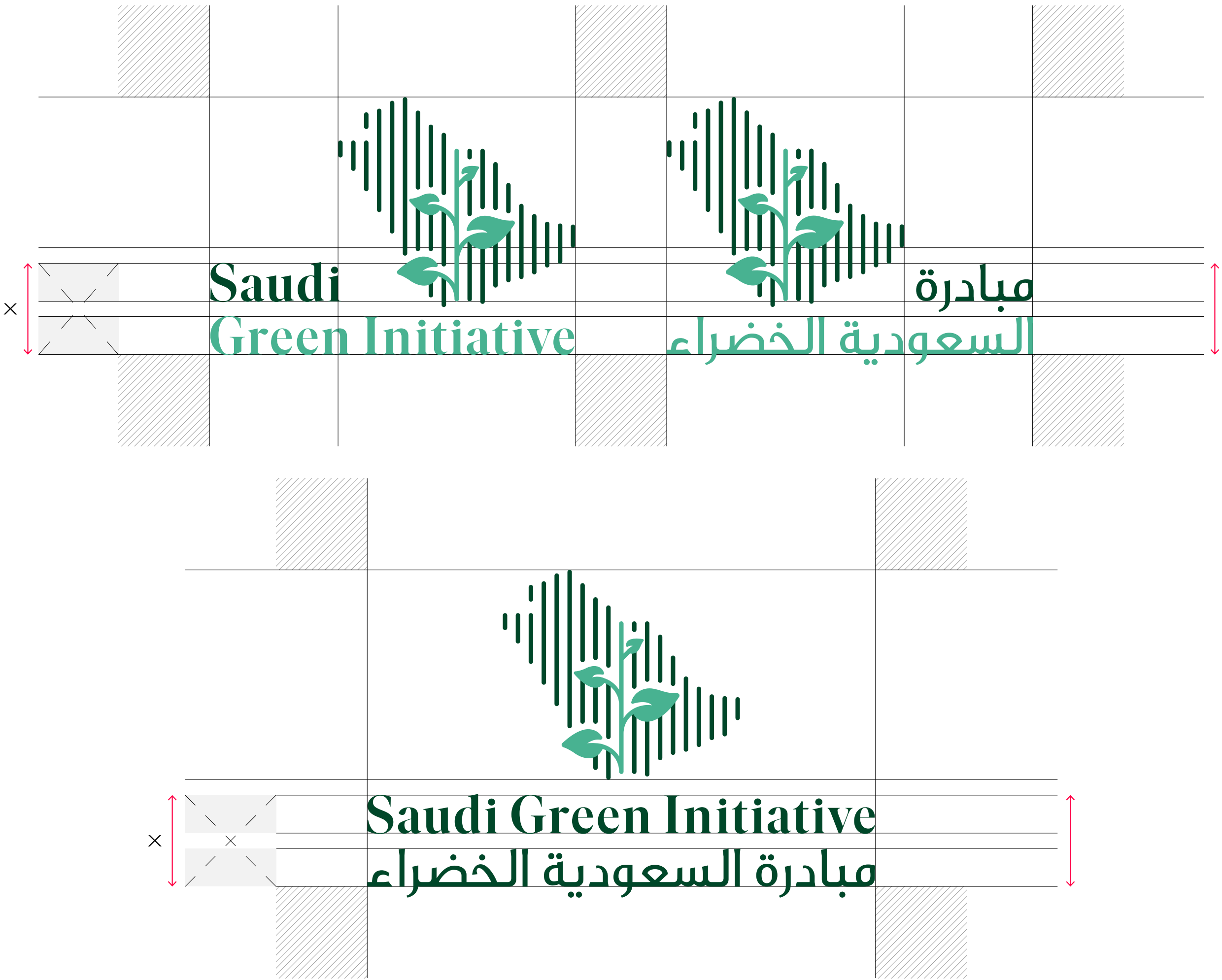


Saudi Green Initiative  
مبادرة السعودية الخضراء



PRIMARY BRANDMARK  
CLEAR SPACE

THE BRAND



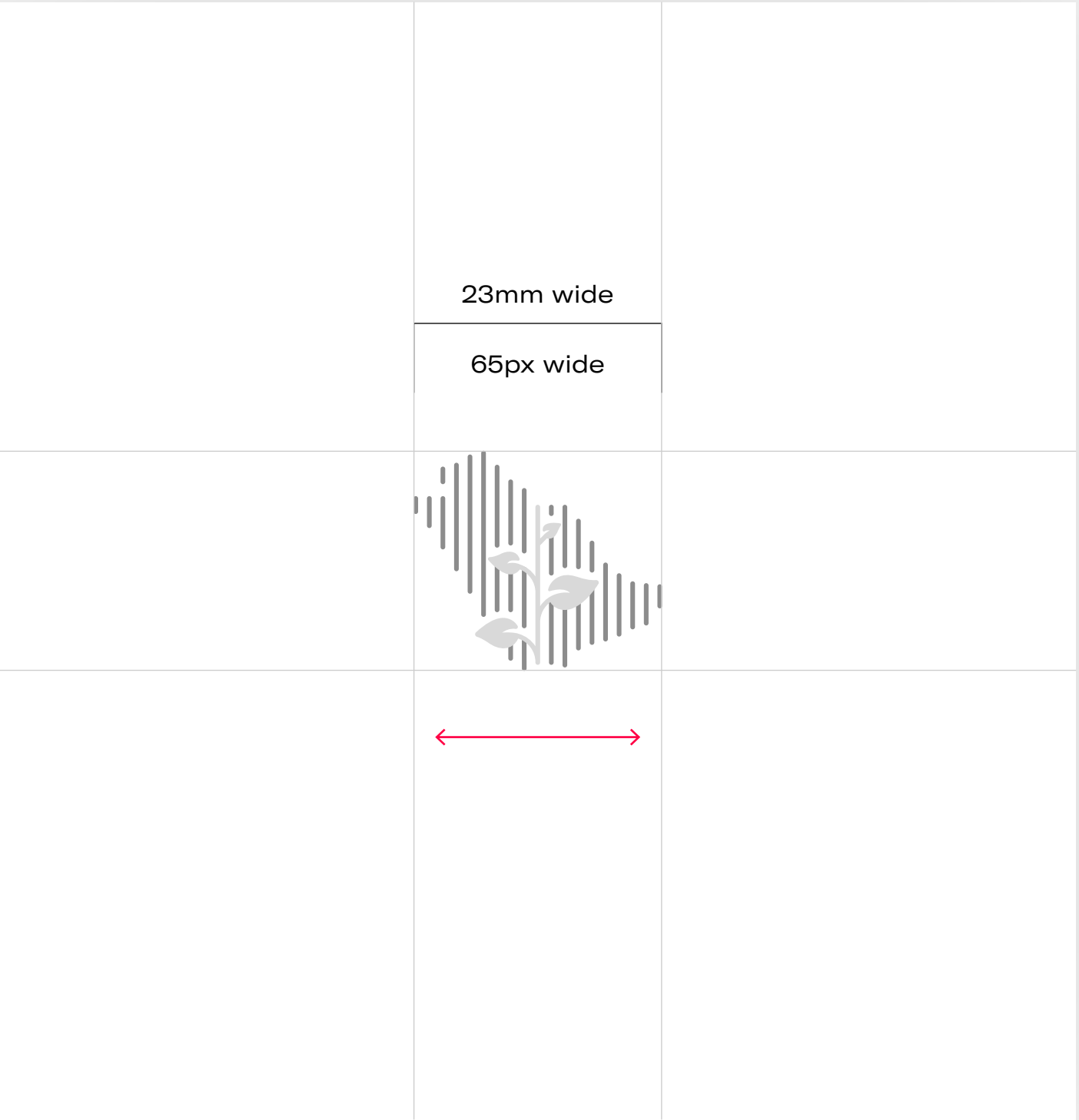
This clear space enhances the logo's legibility and ensures that it stands out effectively in various contexts and media.



**BRANDMARK**  
MINIMUM SIZE

THE BRAND

This guideline ensures that the logo remains recognizable and legible across different applications, from digital platforms to printed materials.

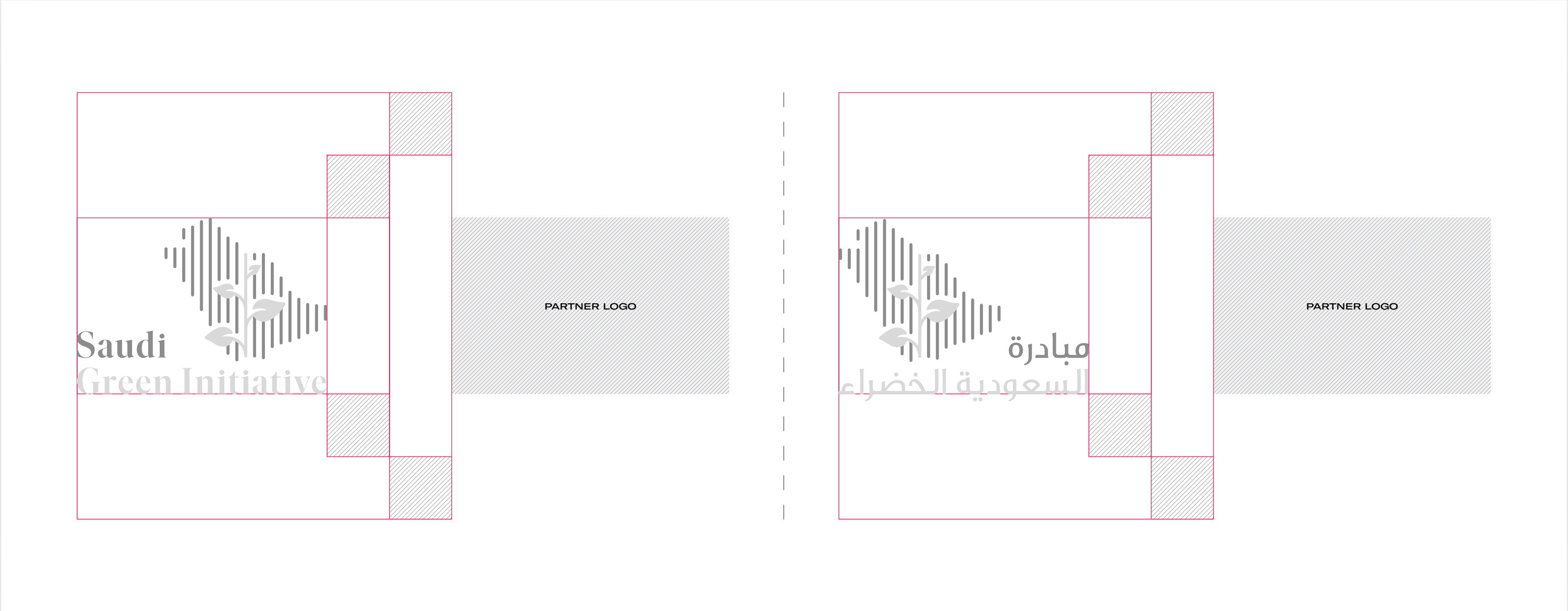




BRAND PARTNER LOCK-UP  
(PRIMARY LOGO)

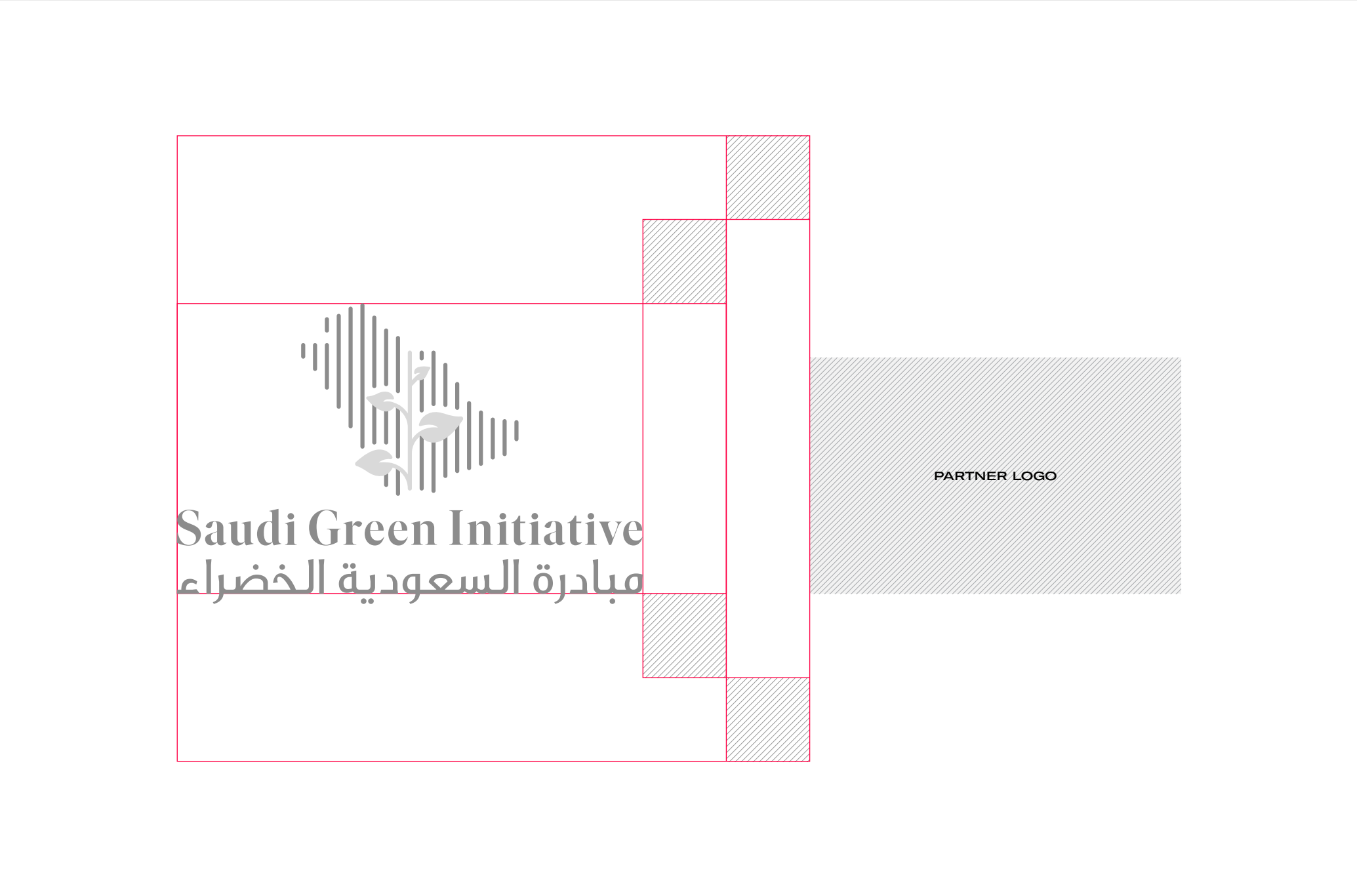
THE BRAND

The Brand Partner Lock-up serves as a powerful representation of cooperation and underscores the Saudi Green Initiative's mission to foster collaborative solutions for global environmental challenges.





The Brand Partner Lock-up serves as a powerful representation of cooperation and underscores the Saudi Green Initiative's mission to foster collaborative solutions for global environmental challenges.

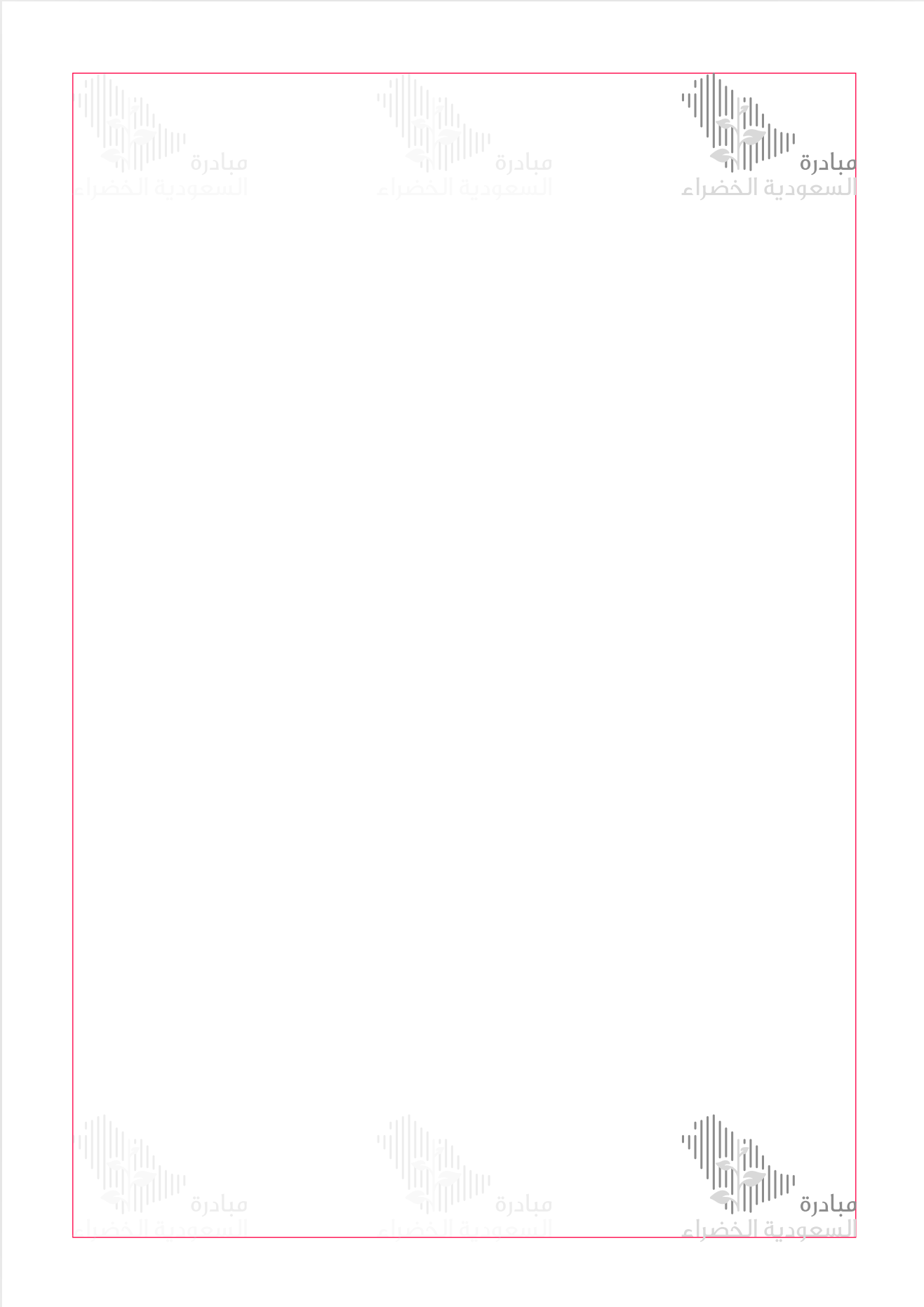
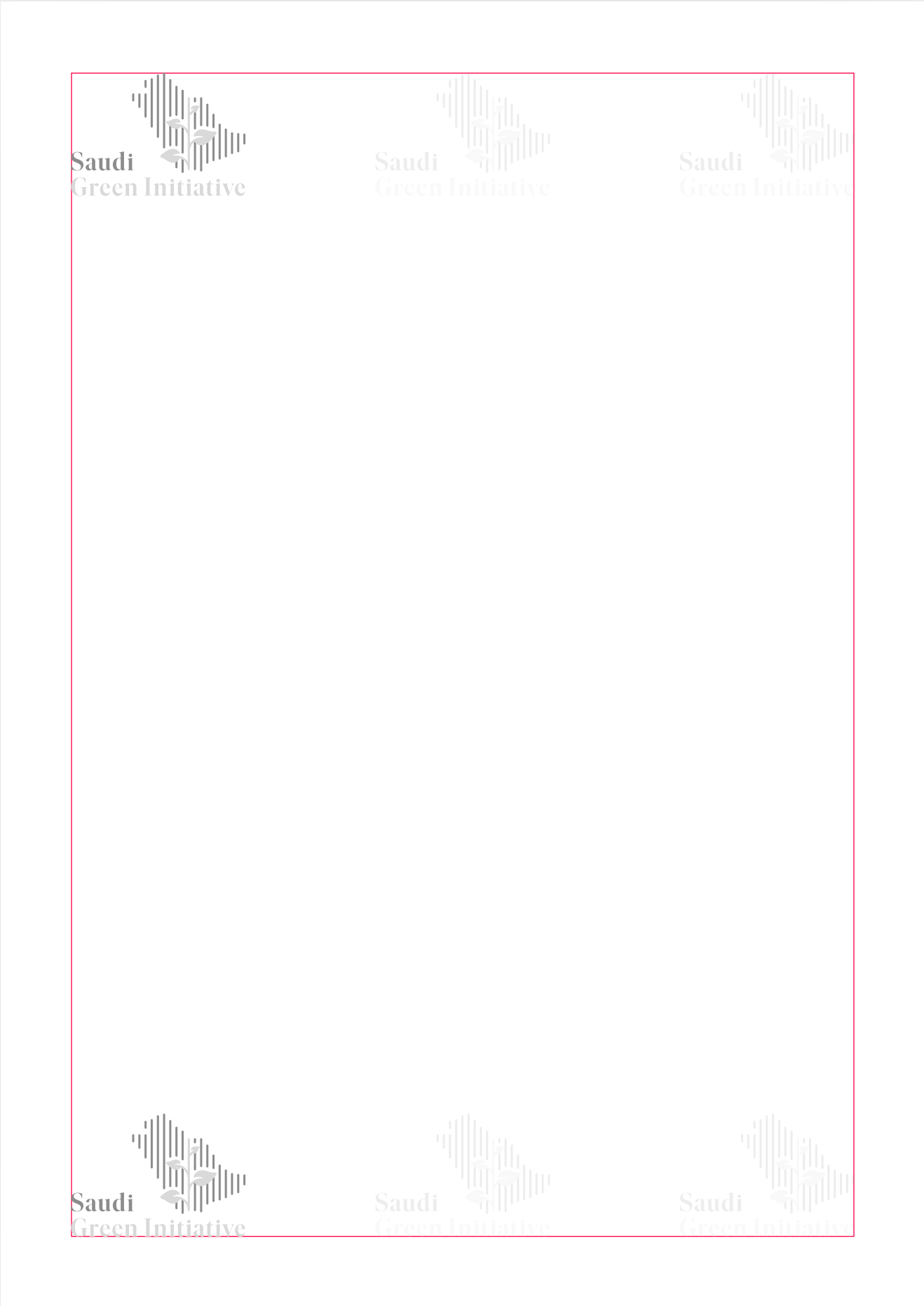




BRAND PREFERRED POSITION

THE BRAND

This strategic placement aligns with established reading patterns and ensures the brand's prominence. Alternatively, positioning the brand in the bottom left corner maintains visual consistency while accommodating designs that require the top space for other content.





BRAND PREFERRED POSITION

THE BRAND

Placing the brand's content in both positions ensures equal prominence for both languages, allowing seamless communication to a diverse audience. This approach caters to readability and inclusivity, enabling the Saudi Green Initiative to effectively engage with individuals who speak different languages.

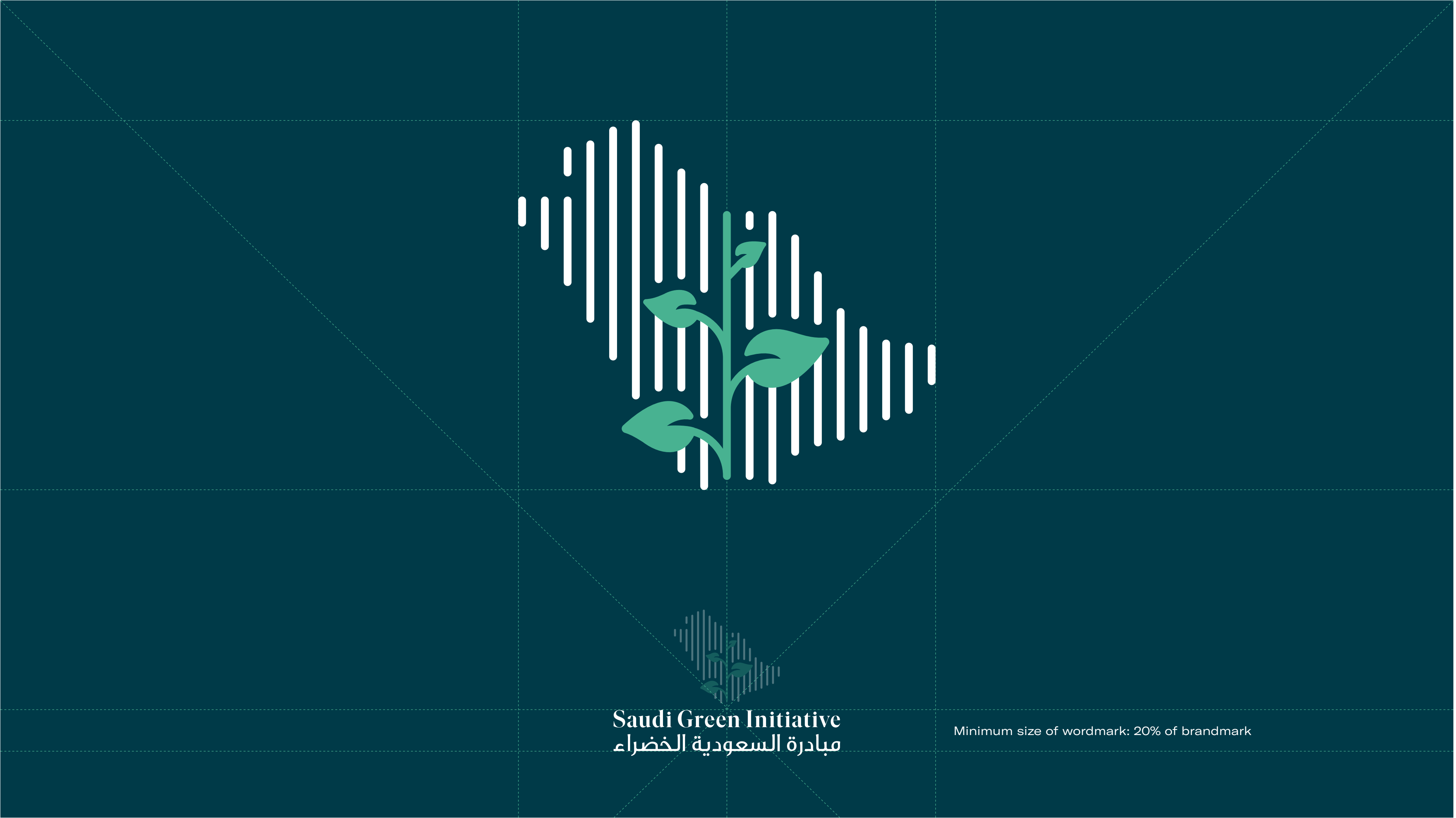




BRANDMARK AND  
WORDMARK SEPARATION

THE BRAND

By creating this clear distinction, the initiative ensures that each component maintains its integrity while allowing for flexible use in various contexts. This separation strategy enables the Saudi Green Initiative to effectively communicate its identity and message, whether through graphical or textual representation, fostering a consistent and impactful brand presence across different communication channels.



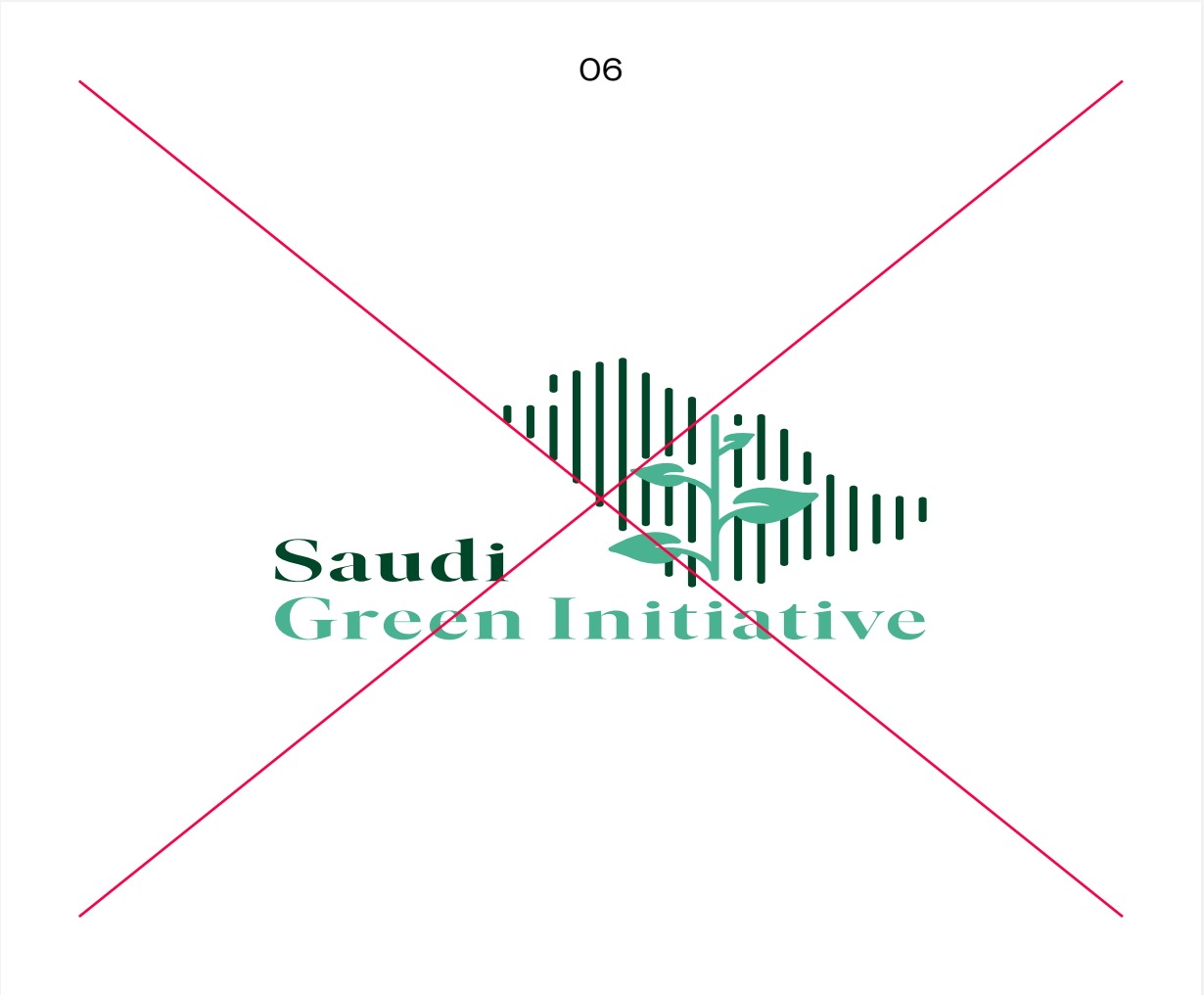


INCORRECT USAGE

THE BRAND

To ensure the integrity and legibility of the brand in all communications, here are a few examples of practices to avoid:

- 1. Do not flip the brandmark and wordmark placement, in either the primary or secondary lock-up.
- 2. Do not use different colors for the brandmark and wordmark.
- 3. Do not change the font of the wordmark.
- 4. Do not outline the logo lock-up.
- 5. Do not place the logo lock-up over busy backgrounds that would impede its legibility.
- 6. Do not stretch or alter the dimensions of the logo lock-up in any way.







Saudi  
Green Initiative

Saudi  
Green  
Initiative



Saudi Green Initiative  
مبادرة السعودية الخضراء

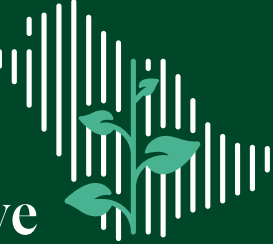
مبادرة  
السعودية  
الخضراء

مبادرة  
السعودية  
الخضراء



Saudi  
Green Initiative

Saudi  
Green  
Initiative



Saudi Green Initiative  
مبادرة السعودية الخضراء

مبادرة  
السعودية  
الخضراء

مبادرة  
السعودية  
الخضراء



This chapter outlines the typefaces used by SGI, alongside detailed instructions as to how they should be applied.

# Brand Typography



---

Ivar Fine

---

GE Dinar Two

---



IVAR FINE

Light	0123456789
Regular	0123456789
Medium	0123456789
SemiBold	0123456789
Bold	0123456789



أ ب ت ث ج ح ذ ر ز س	أ ب ت ث ج ح ذ ر ز س
ش ص ض ط ظ ع غ ف ق	ش ص ض ط ظ ع غ ف ق
ك ل م ن ه و ي ء ة لا ئ ا ؤ ك	ك ل م ن ه و ي ء ة لا ئ ا ؤ ك
ل ج ع ق م ش ث ل ا ط ة ئ	ل ج ع ق م ش ث ل ا ط ة ئ
٩٨٧٦٥٤٣٢١.	٩٨٧٦٥٤٣٢١.



GT AMERICA

LIGHT

0123456789

REGULAR

0123456789

MEDIUM

0123456789

BOLD

0123456789

BLACK

0123456789



SUISSE INTERNATIONAL

When Suisse Int'l is used, Arabic numerals using GT America should be used.

أ ب ت ث ج ح خ د ذ ر ز س	أ ب ت ث ج ح خ د ذ ر ز س
ش ص ض ط ظ ع غ ف ق	ش ص ض ط ظ ع غ ف ق
ك ل م ن ه و ي ءة لائئ إؤك	ك ل م ن ه و ي ءة لائئ إؤك
ل ج ع ق م ش ث ل طة ئ	ل ج ع ق م ش ث ل طة ئ
٩٨٧٦٥٤٣٢١٠	٩٨٧٦٥٤٣٢١٠



This chapter outlines the colors used by SGI, alongside detailed instructions as to how they should be applied.

# Brand Colors



PRIMARY COLORS

BRAND COLORS

CMYK – 70 / 6 / 55 / 0  
RGB – 72 / 178 / 145  
HEX – 48B291

CMYK – 90 / 43 / 92 / 49  
RGB – 0 / 71 / 41  
HEX – 004729

CMYK – 97 / 61 / 48 / 30  
RGB – 0 / 75 / 92  
HEX – 004B5C

CMYK – 96 / 65 / 52 / 45  
RGB – 0 / 58 / 72  
HEX – 003A48

CMYK – 8 / 13 / 29 / 0  
RGB – 234 / 215 / 184  
HEX – EAD7B8

CMYK – 42 / 67 / 76 / 39  
RGB – 109 / 70 / 52  
HEX – 6D4634





This chapter outlines the style of photography used by SGI, alongside detailed instructions as to how imagery should be applied.

# Brand Photography



PHOTOGRAPHY  
PRINCIPLES





CAUSE-DRIVEN  
IMAGERY



These images capture moments of action and progress, showcasing the tangible efforts being made to restore ecosystems, reduce carbon footprints, and protect natural resources. Each photograph becomes a window into the Saudi Green Initiative's mission, serving as a source of inspiration and a call to collective responsibility for a greener and more resilient future.





HUMAN STORIES



Through the lens of human experiences, this principle captures the real-life impact and transformative journeys inspired by the initiative. Each photograph conveys the stories of individuals, communities, and stakeholders who are actively contributing to a greener future, highlighting their dedication, challenges, and triumphs.

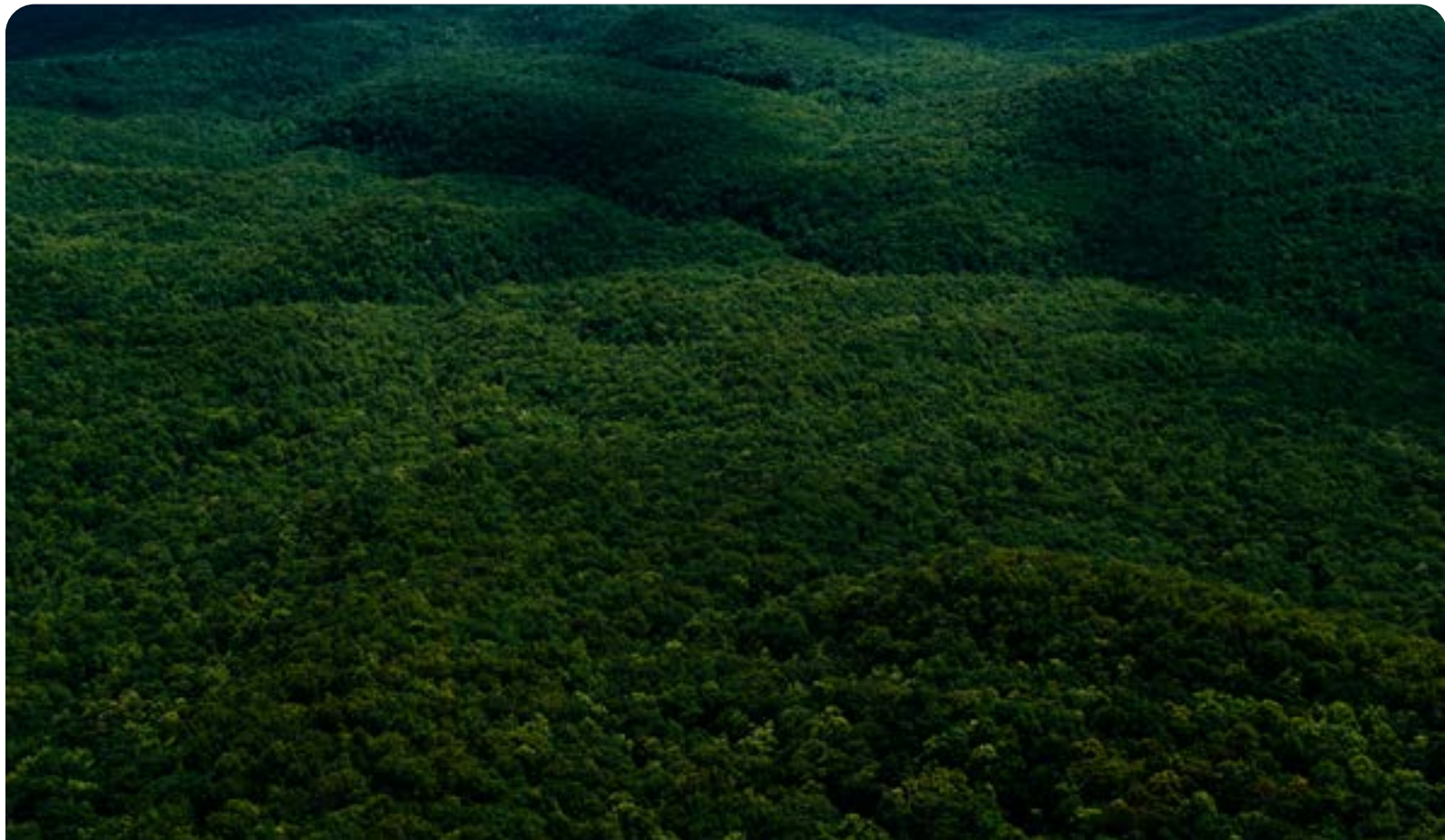




STYLISTED IMAGERY



By employing creative techniques, such as unique filters, lighting, and composition, this principle transforms ordinary scenes into extraordinary visual narratives.



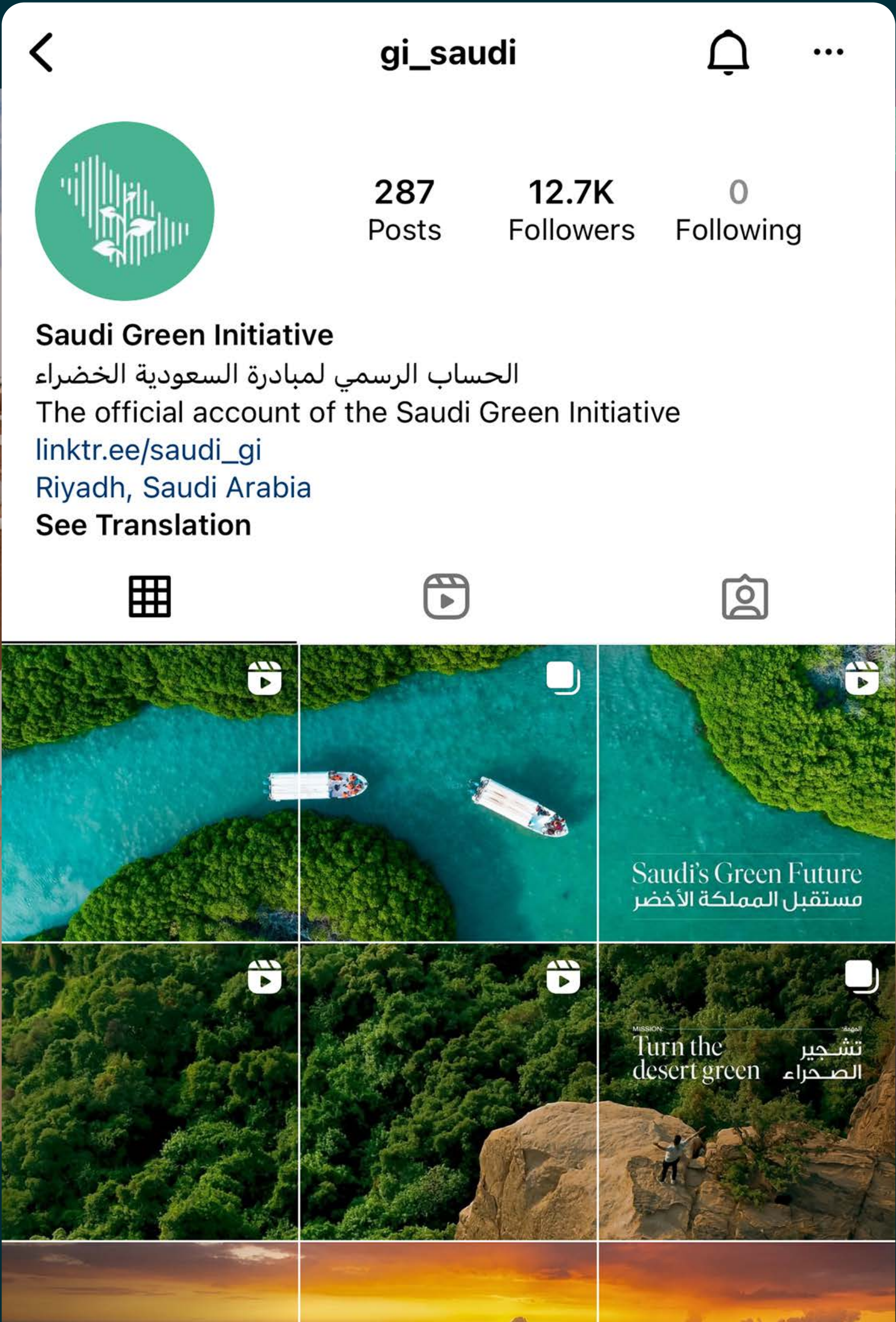


This chapter outlines how the visual language of SGI should be applied and executed, in order to support the visual storytelling of the brand.



# Visual Language





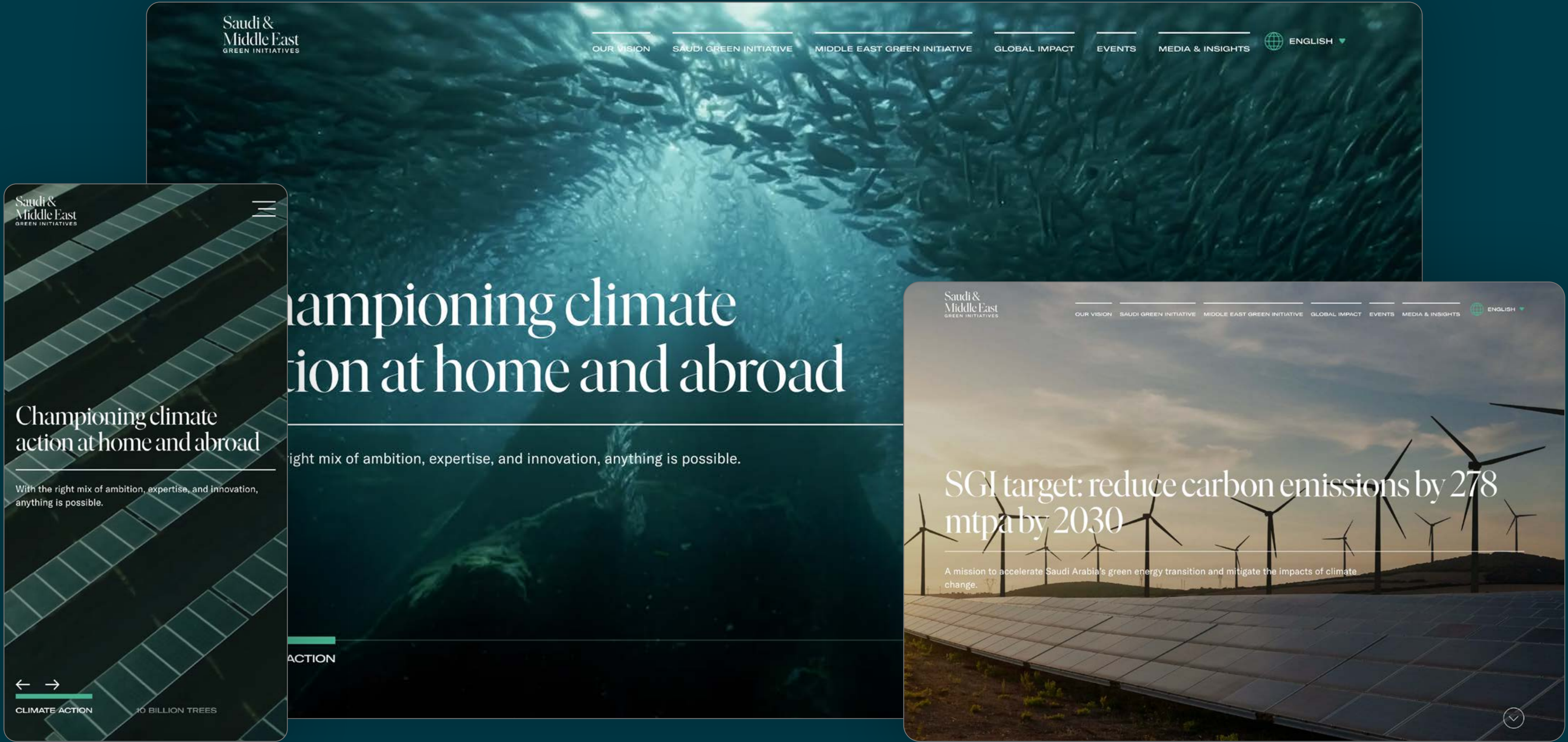










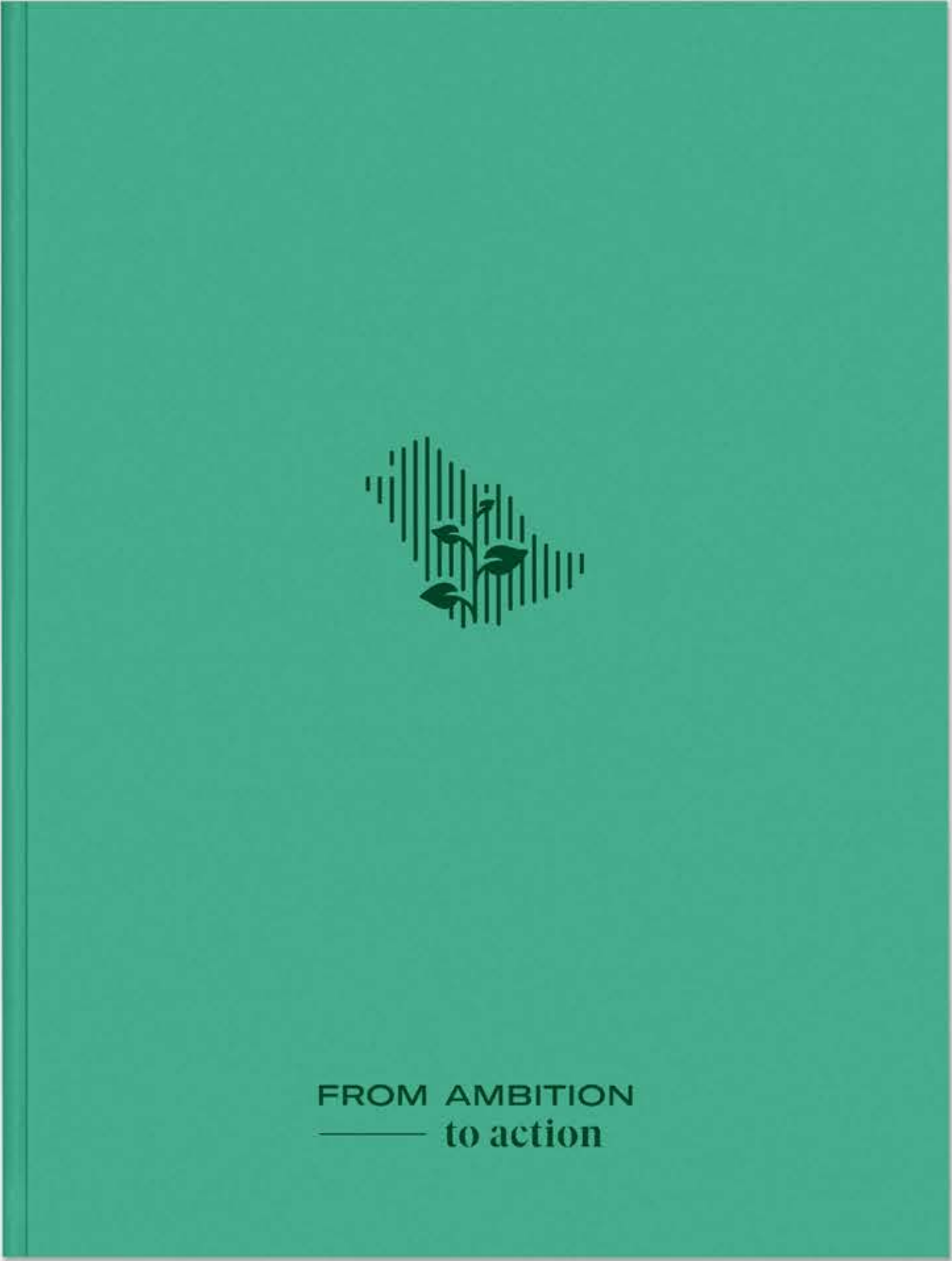




This chapter outlines how the visual language of SGI should be applied and executed, in order to support the visual storytelling of the brand.

# Brand Application







OUTDOOR BANNERS







FROM AMBITION  
—— to action

[GREENINITIATIVES.GOV.SA](https://greeninitiatives.gov.sa)