

Brandmark

Our brandmark and its correct usage is important to us. Consistency and clarity of communication are key factors in portraying a strong and confident brand.

Our primary brandmark



We look to the future by encouraging progressive thinking and embracing technology to transform banking. While our past is the engine that propels us. That's why we kept our heritage at the core of our signature. Inspired by the geometric shape of the arch of NCB and the bold, contemporary characters from Samba, our new brandmark symbolises the union. The Arch connects the two bridging stability and a progressive mindset to create "New Saudi banking".



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Brandmark backgrounds



The above visuals illustrate the permitted brandmark colour variations when used on different backgrounds. When the brandmark is reversed onto Forest Green the symbol is used in full colour while the word mark is used in white. When the brandmark is reversed onto Dark Green then a single colour white brandmark is used. The single colour white brandmark on black is used in limited cases where there are production limitations or when a desired effect is required, like embossing or etching.

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The Arch symbol



Our Arch symbol can be used on its own in limited situations, particularly when it is the second point of contact with the brand and when space is limited. For example, it can be used for a mobile app icon, in gift items or when inside a branded environment.

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Arabic landmark



The Arabic landmark is used in applications where there are legal requirements. It can be used in Arabic only communications when necessary, however, whenever possible use the primary landmark.

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Latin landmark



The Latin landmark is only to be used in limited cases, for example when there are legal requirements. Whenever possible use the primary landmark.

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Clear space



The minimum clear space around the trademark is 1/3X. The clear space ensures legibility and prominence. No imagery, graphic elements or typography should cross over into this area. Always use the master artwork file for the trademark. It must never be re-drawn.

Minimum size

Print	Digital
 6 mm	 30 pixels
 10.5 mm	 40 pixels
 10.5 mm	 40 pixels

The minimum size of the primary trademark, the Arabic trademark and the Latin trademark is as shown above. The trademark is proportionally scalable and there is no limit on the maximum size. This size is a minimum and can be increased to ensure better legibility.

Alignment



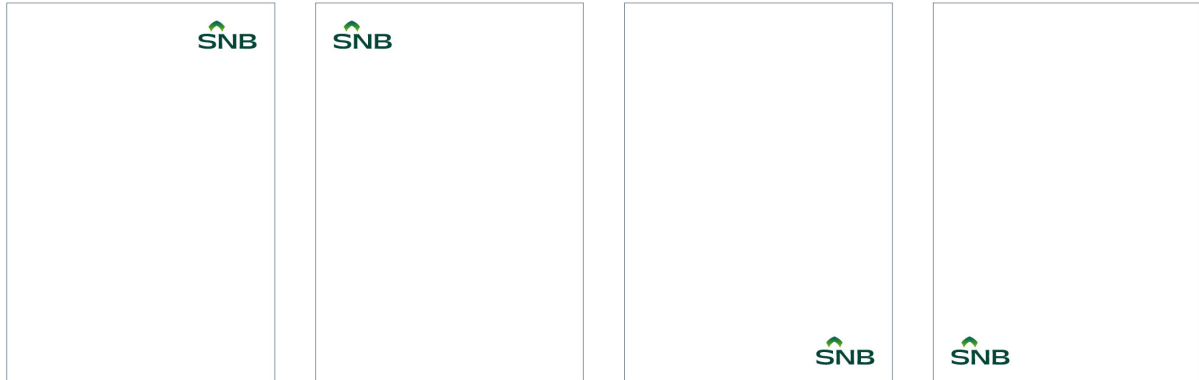
How to align objects, text or imagery with the trademark. There are five permitted alignment points.

Measurement



The trademark is measured from the extreme left to the extreme right.

Positioning



The positioning of the brandmark varies depending on the layout and usage. It can be positioned in all four corners of a page. In limited cases the brandmark can be positioned centred at the top of a page, for example in mobile apps or ID card. Shown above are examples of where the brandmark can be positioned in standard portrait format.

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Misuse

Some examples of what not to do with the brandmark to ensure the credibility and legibility of the brand.



Only use the permitted colour variations of the trademark



Do not distort the trademark



Do not outline the trademark



Do not change the positioning or proportions of the element of the trademark



Do not rotate the trademark



Do not effects to the trademark



Do not place the trademark on backgrounds that compromise the legibility of the wordmark



Do not place the trademark on coloured backgrounds other than the ones specified



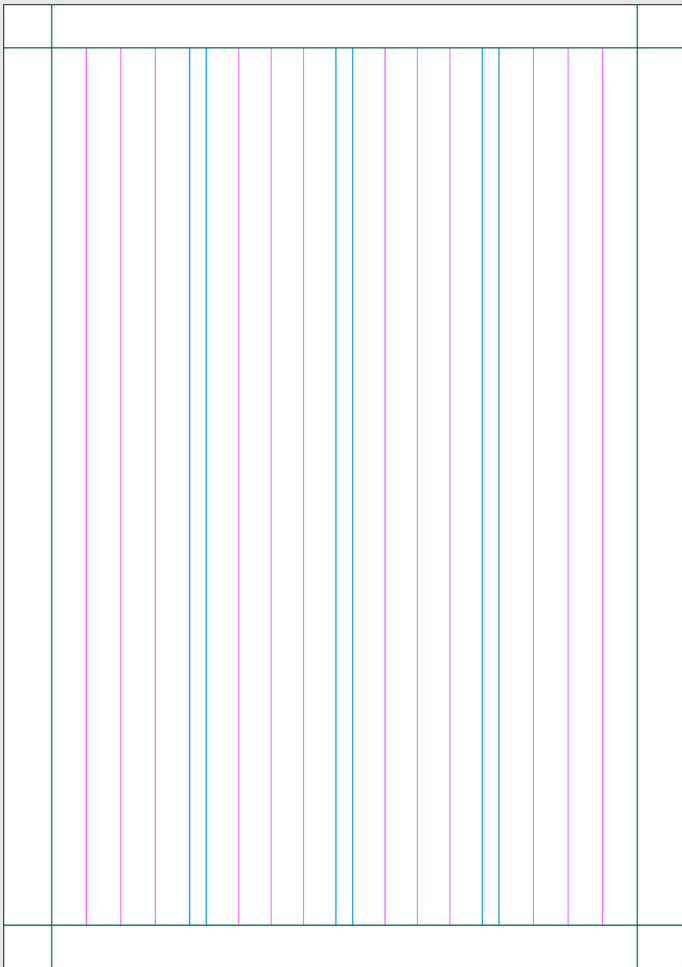
Only use the permitted colour variations of the trademark

Grid

We have two grids that will help maintain consistency across all brand applications: type grid and colour block grid. The type grid is used to position copy, and the colour block grid used to position and define the colour block.

Please refer to the graphic device section of these brand guidelines for more information on how the colour block device is used.

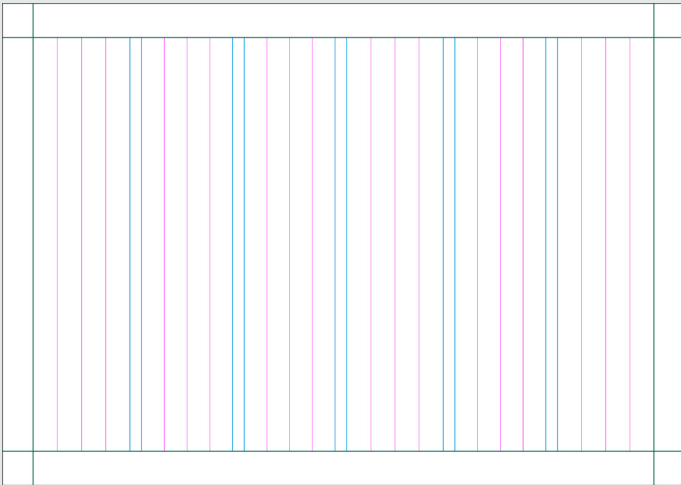
Portrait type grid



The type grid is used to position copy. A standard A4 portrait grid is made up of 4 columns. Each column is divided into four to allow for flexibility when designing layouts and positioning text within the colour block. The margin is 15 mm all around and the gutter is 5 mm.

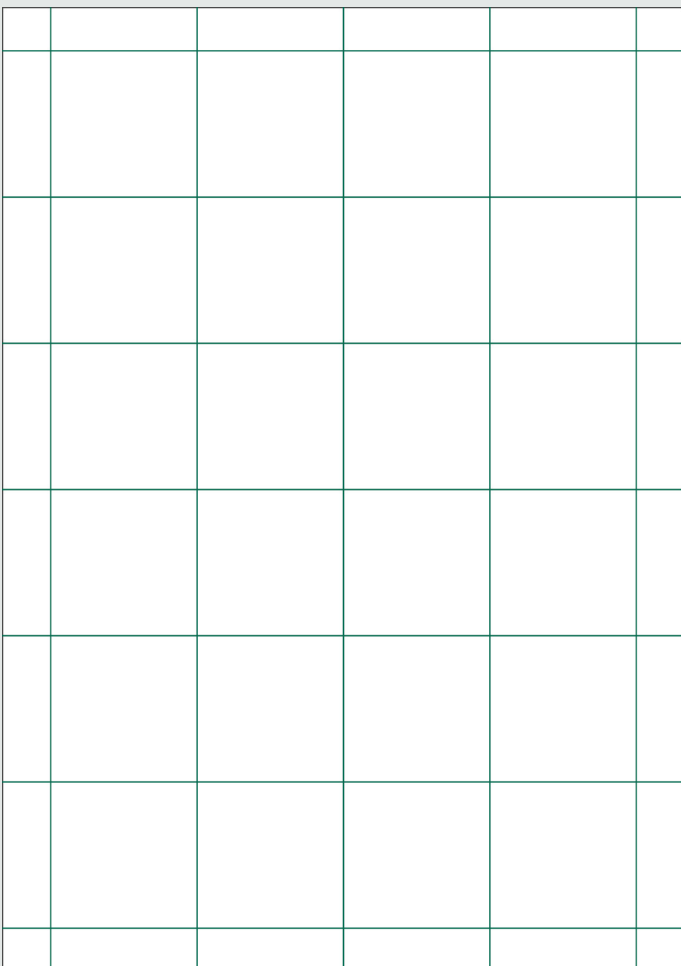
Use this grid as a basis to adapt to any size or format.

Landscape type grid



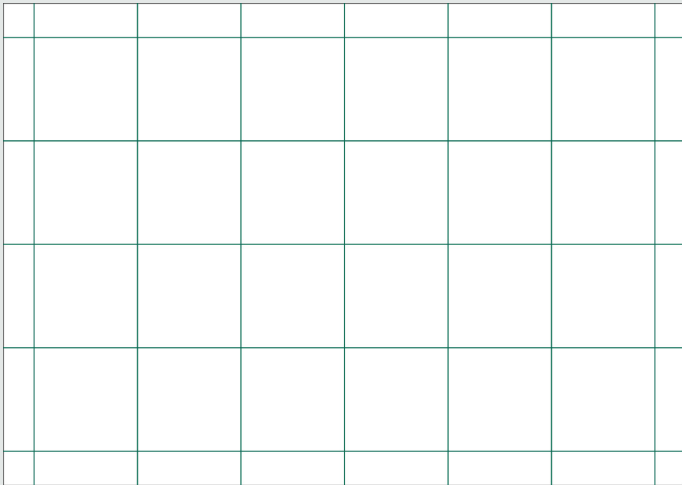
A standard A4 landscape grid is made up of 6 columns. Each column is divided into four to allow for flexibility when designing layouts and positioning text within the colour block. The margin is 15 mm all around and the gutter is 5 mm. Use this grid as a basis to adapt to any size or format.

Colour block portrait grid



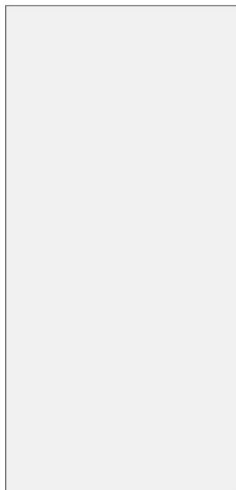
The colour block grid is used to create blocks that hold our brand messaging, as well as our brandmark, if needed. In a standard A4 portrait grid the margin is 15 mm all around. The grid is divided into 4 columns and 6 rows.

Landscape colour block grid

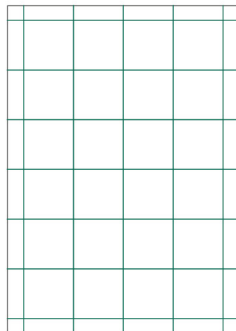


In a standard A4 landscape grid the margin is 15 mm all around. The grid is divided into 6 columns and 4 rows.

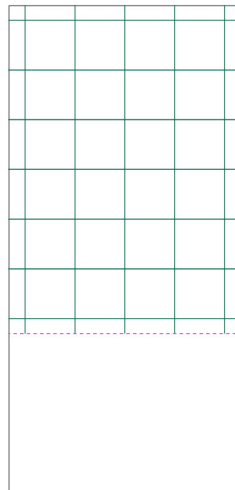
How to adapt the colour block grid to various formats



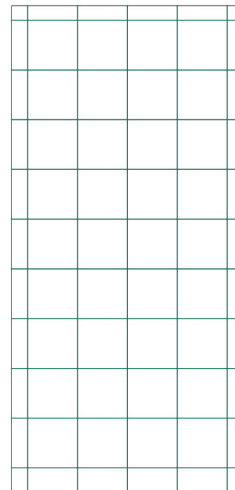
DL format



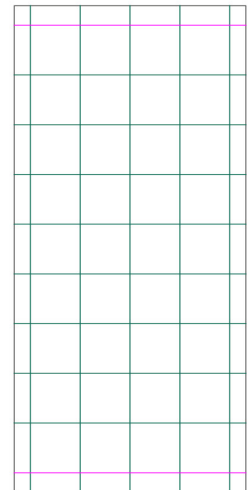
Resize the A4 portrait grid so that the width is the same size as that of the DL format



Place the resized A4 portrait grid over the DL format



Add rows and extend the column lines

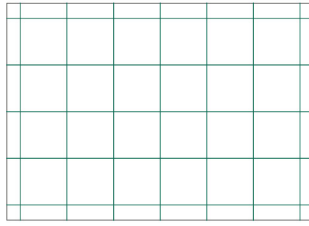


Revise the top and bottom margins so that they are equal

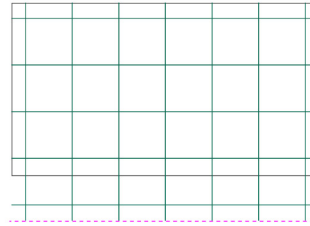
When working with various portrait formats, use the A4 portrait grid as the basis. Resize the A4 portrait grid so that the width of the grid is the same size as that of the format, as illustrated above. Then extend the rows if necessary, and revise the top and bottom margins so that they are of equal value.



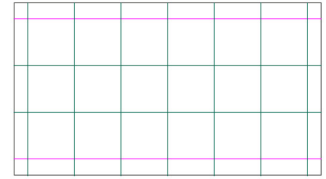
Billboard



Resize the A4 landscape grid so that the width is the same size as that of the format



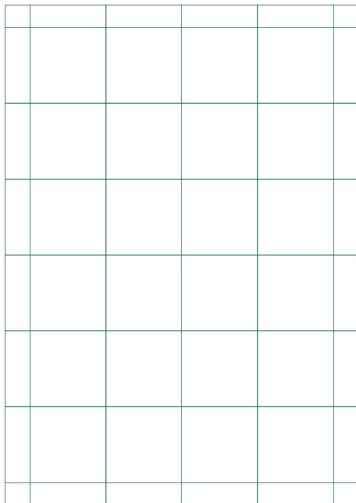
Place the resized A4 landscape grid over the format

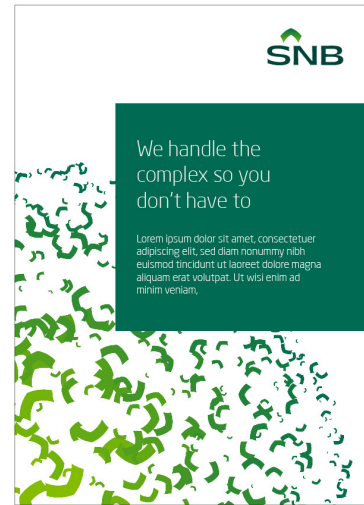
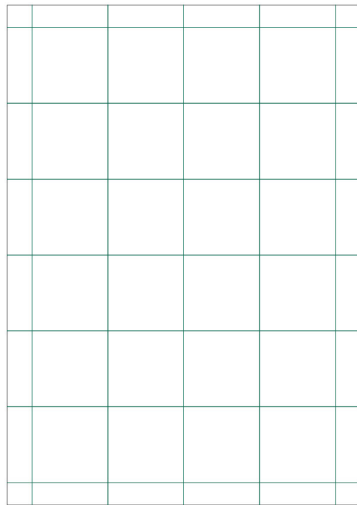


Revise the top and bottom margins so that they are equal

When working with various landscape formats, use the A4 landscape grid as the basis. Resize the A4 landscape grid so that the width of the grid is the same size as that of the format, as illustrated above. Then reduce the rows if necessary, and revise the top and bottom margins so that they are of equal value.

Usage





Examples of how the two grids work together. Follow the same guidelines for all formats.

For more examples, please refer to the graphic device and applications sections of these brand guidelines.