

# STC Advertising Guidelines

Version 2 / September 2015



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# Our Brand

# OUR BRAND AT A GLANCE

## Positioning

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Getting  
Closer

The more complex the world becomes, the faster the pace of change, the more value communications have in people’s lives. That’s what millions entrust STC to deliver, every single day. Connecting them with friends and family, or with customers.

By getting closer to our customers, we get them closer to what they care most about. Through our reliability, our honesty, and by showing we really care, we will prove our leadership as the most loved and trusted brand in our markets.

## Attributes

---

### Committed

Remaining in touch with the needs of customers, and dedication to serving the Kingdom.

### Approachable

Being accessible to customers, collaborative with partners, and supportive of employees.

### Honest

Building trust by dealing fairly, communicating openly, and acting with integrity.

### Courageous

Translating customer insight into product, service and solution innovation, constantly maintaining our pioneering drive in the marketplace.



## OUR POSITIONING & ATTRIBUTES IN ADVERTISING

All concepts and ideas in our advertising should be inextricably linked to our brand. Our personality and attributes should come alive in our advertising to create powerful and effective brand building campaigns.

# ‘Getting closer’ in advertising

Campaigns should be founded on real customer insights that show we understand our audience – we’re one of them.

We create relatable situations and speak directly to the consumer about what they care about most.

With our unique tone of voice we communicate how the product or service fits into consumers’ lives or work to make them better, more productive, happier, more fulfilled, etc.

Real emotions play a key role e.g. happiness, frustrations, trust, amazement, etc.

## OUR POSITIONING & ATTRIBUTES IN ADVERTISING

# Courageous

Being bold, brave and breaking out of the norm. We stand out in the sector and deliver messages in thought-provoking ways. We lead the way in new and innovative formats for our advertising to make it even more impactful and engaging (e.g. digital billboards, 3D outdoor ads, etc.).

# Approachable

We keep things simple and straightforward. Our ads are clean and clutter-free. A simple story well told is easily remembered – too many cuts and complex stories create confusion and obscure the message. All our advertising should include a clear and direct call to action.

# Honest

Our honesty helps build trust with our audience. We're clear with offers, prices and information. We don't offer false promises, trick our customers or hide behind the small print. For example: the price they see should be the price they pay, data speeds and network coverage should be a true reflection of the service our customers will receive.

# Committed

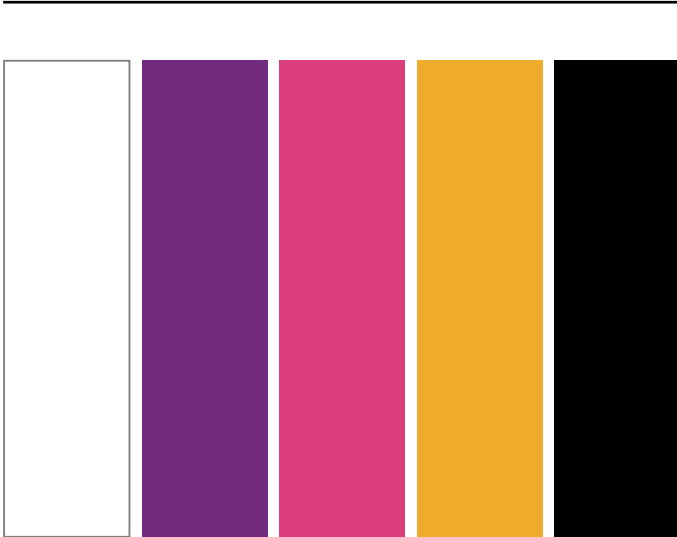
All our advertising should set a benchmark in the Kingdom. Built on spot-on insights, our advertising should connect with the nation, enhance our reputation, increase brand loyalty and maintain STC's position as the leading telco in the Kingdom.

# OUR BASIC ELEMENTS AT A GLANCE

Logo



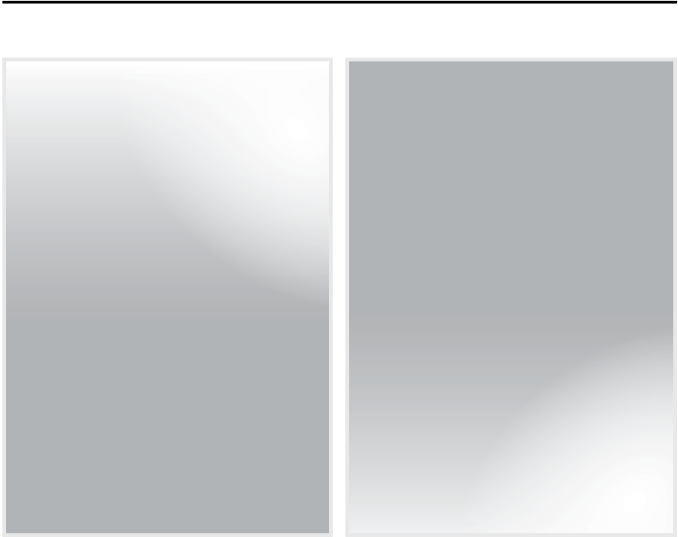
Colors



Gradient



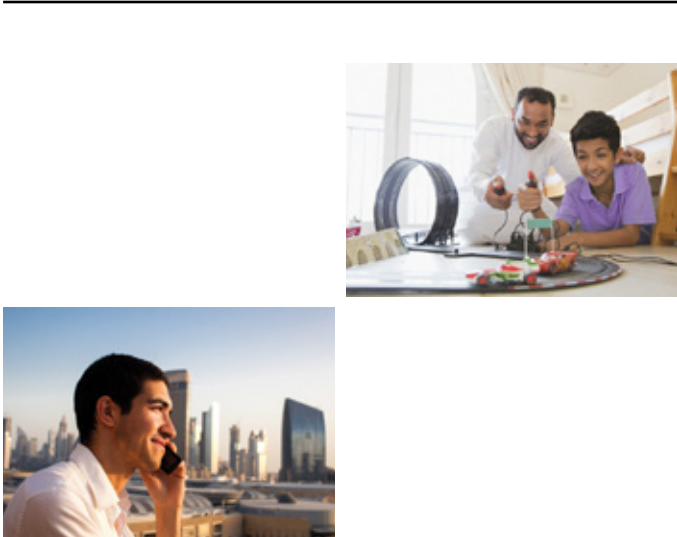
White Mesh



Typography



Photography



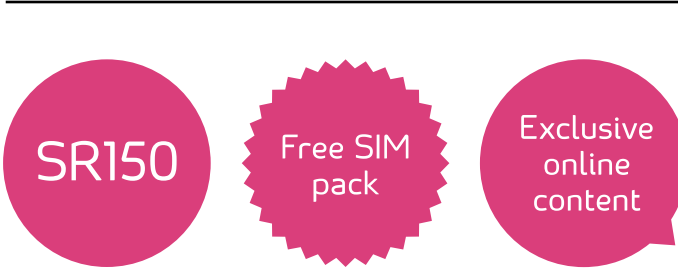
Illustration



Iconography



Highlight circle



Exclusive tab



# OUR TONE OF VOICE

Whether you’re writing an ad, text, tweet, or brochure, it should always sound like STC.

Our language, along with our brand positioning, attributes and visual identity makes us who we are.

We have one tone of voice for all subjects, products and customers. It doesn’t matter if you’re writing for a business audience or a young audience, the tone should always stay the same.

Who we are defines what we say and how we speak. We have translated our attributes into actionable principles for our tone of voice. When writing your ads, make sure you sound: **intelligent, open, straightforward, and bold.**

See next page and Section 14 for more details.

How we speak is every bit as important as how we look.

## Brand attributes

**Committed**

**Approachable**

**Honest**

**Courageous**

## Our tone of voice principles

> **Intelligent**

> **Open**

> **Straightforward**

> **Bold**

# OUR TONE OF VOICE

## PRINCIPLES

### Intelligent

✓ **What we mean**

This is all about insight and knowledge, understanding and relevance. It's about putting yourself in the customers' shoes as you write, understanding what they are trying to achieve or where they are trying to go. Whether it's solving a specific problem or commenting on a wider issue, resonating with the customers' needs demonstrates just how well we know them.

✗ **What we don't mean**

We are not exclusive, a know-it-all and are definitely not shrewd or cunning. Nor are we overly technical or self-important.

### Open

✓ **What we mean**

We're for everyone, a brand that is as comfortable talking to teenage students as it is to high-flying Chief Executives. On the most part we are informal, friendly and warm. We are an organization with a human face, welcoming all with transparency and sincerity. We help our customers to get closer to the things that matter most in their lives by encouraging them to get closer to us. Our language is easy to understand, instantly putting readers and listeners at ease.

✗ **What we don't mean**

We want to get closer, but that doesn't mean we need to get over-familiar. There is a professional undercurrent in everything we say and do so we never get over-emotional and don't attempt to become everyone's best friend.

### Straightforward

✓ **What we mean**

This is all about making what we say easy to understand. Customers don't have time to wade through complex, long-winded explanations so we get to the point fast. We stand a much better chance of successfully delivering our message and getting closer to our customers by keeping it simple.

✗ **What we don't mean**

We're never patronising or lacking in substance. And avoid using jargon or industry-specific terminology

### Bold

✓ **What we mean**

We are innovative and pioneering, taking pride in everything we do. By talking about our vision and celebrating our success we present a brand that customers admire, respect and want to stay close to. But it's not about being boastful. It's talking with authority and confidence because that will increase customers' belief and trust in our brand.

✗ **What we don't mean**

We don't over-promise or substitute style for substance. We're never arrogant or self-important.

---

# 1.0 Logotype

# LOGOTYPE

## OUR LOGOTYPES

1.1

Our brands allow us to communicate with diverse audiences to offer specific products and services.

We apply the same rules presented for every logo we own.

**STC**  
الاتصالات السعودية



**STC**  
الاتصالات السعودية  
أعمال BUSINESS



**STC**  
VENTURES



# LOGOTYPE

## OUR LOGOTYPE VERSIONS

We have different versions of our logo for different purposes.

**Full color**  
The logotype should always be reproduced in full color, except where printing restrictions apply. This version must always appear on solid white background.

**Greyscale**  
Should be used when printing restrictions do not allow the use of full color.

**Black and white**  
Should only be used when printing restrictions do not allow the use of full color or greyscale.

-----  
*Only use the master artwork files, available from the STC Brand Team.*

Full color



Positive greyscale



Negative greyscale



Positive black and white



Negative black and white



# LOGOTYPE USAGE

Follow these simple rules when using the logo. Always use our full color logo on a solid white background.

The logo has a mask built around it which establishes its size. Do not remove this mask and make sure you use the artwork that contains it.

The STC logo may be placed in the bottom right or top right corner of the ad. However, for outdoor media we recommend that the logo is placed in the top corner for optimum visibility.

Keep objects (e.g. type or graphics) out of the clearspace.

Don't use our logo smaller than 15mm or 75px wide.

### Minimum size



### Our logo



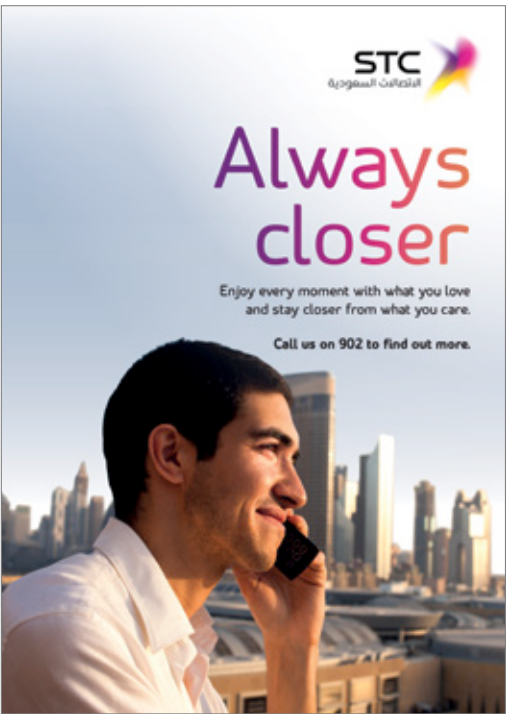
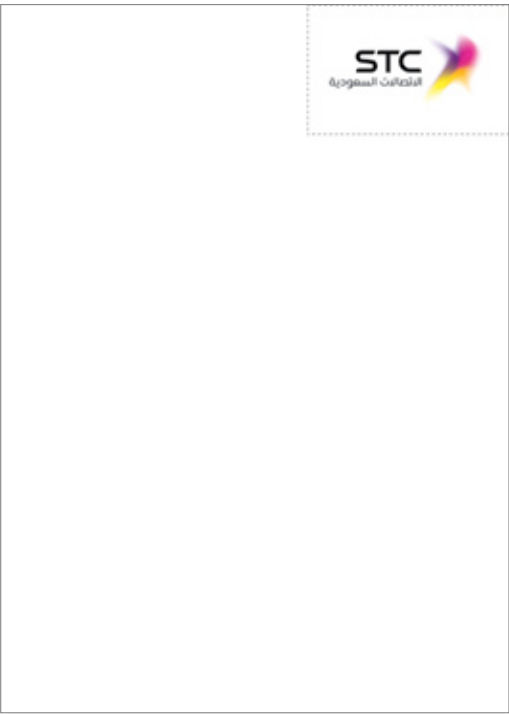
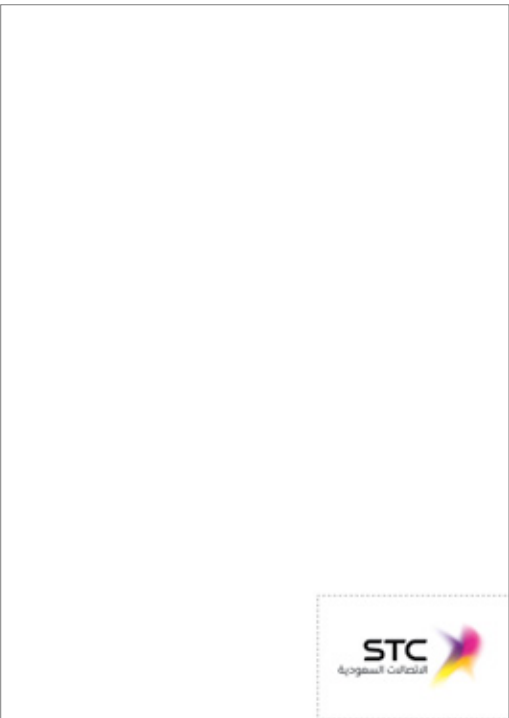
### Logotype clearspace



### Mask



### Logo placement



# LOGOTYPE SIZES

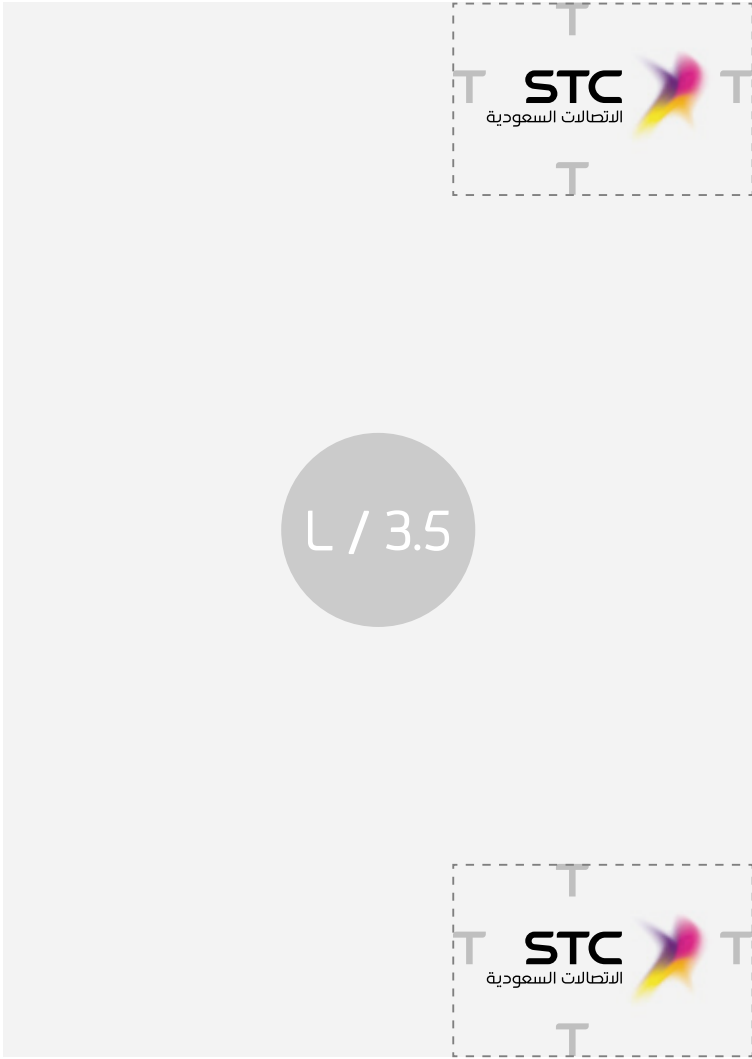
Specific logo sizes are provided for our most common ad formats in our specification section of this guideline (17.0).

As a general rule of thumb we follow this simple formula for placing the logotype.

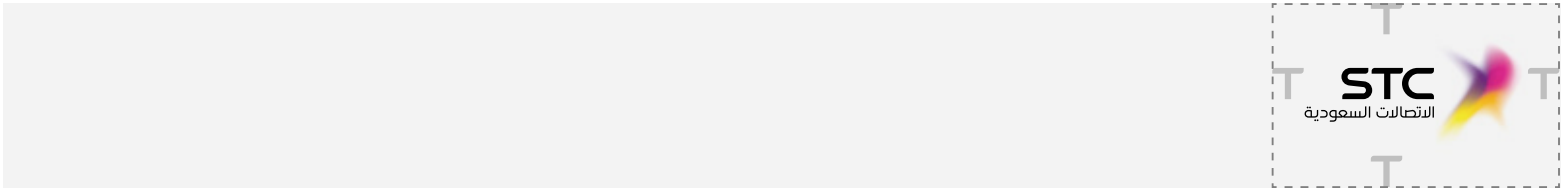
To get the right size logo, divide the longest side of the layout named “L” by the number shown on the layout.



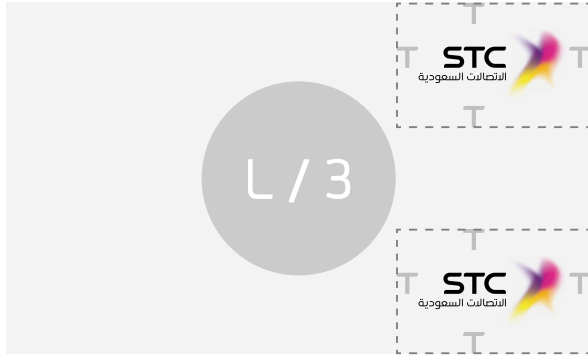
## Vertical



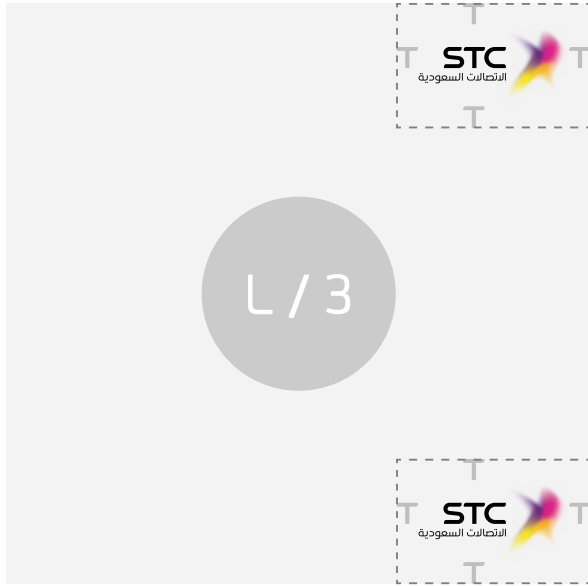
## Strip



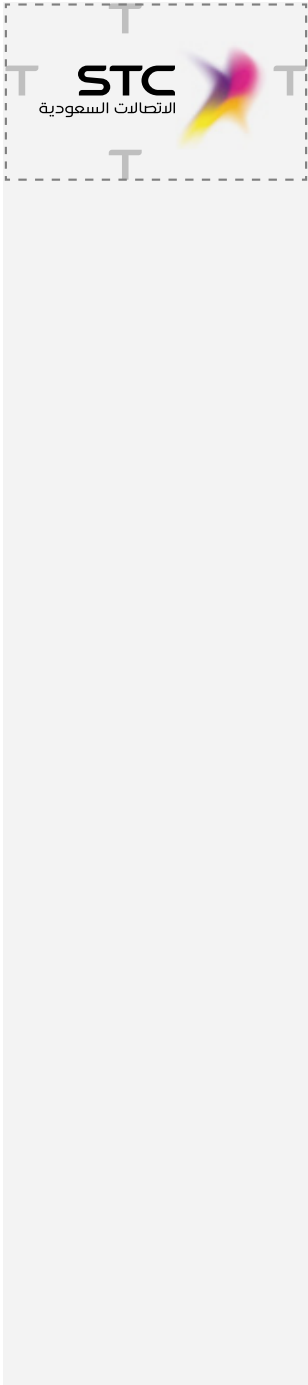
## Horizontal



## Square



## Banner



# LOGOTYPE MISUSE

1.5

Always use the master artwork and never do the following:

1. Do not alter colors.
2. Do not separate the elements.
3. Do not rotate.
4. Do not scale disproportionately.
5. Do not place on black backgrounds.
6. Do not add a drop shadow.
7. Do not remove the descriptor.
8. Do not put text next to the logo – always respect the clearspace area.
9. Do not place on any background other than white.



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# 2.0 Color

# COLOR

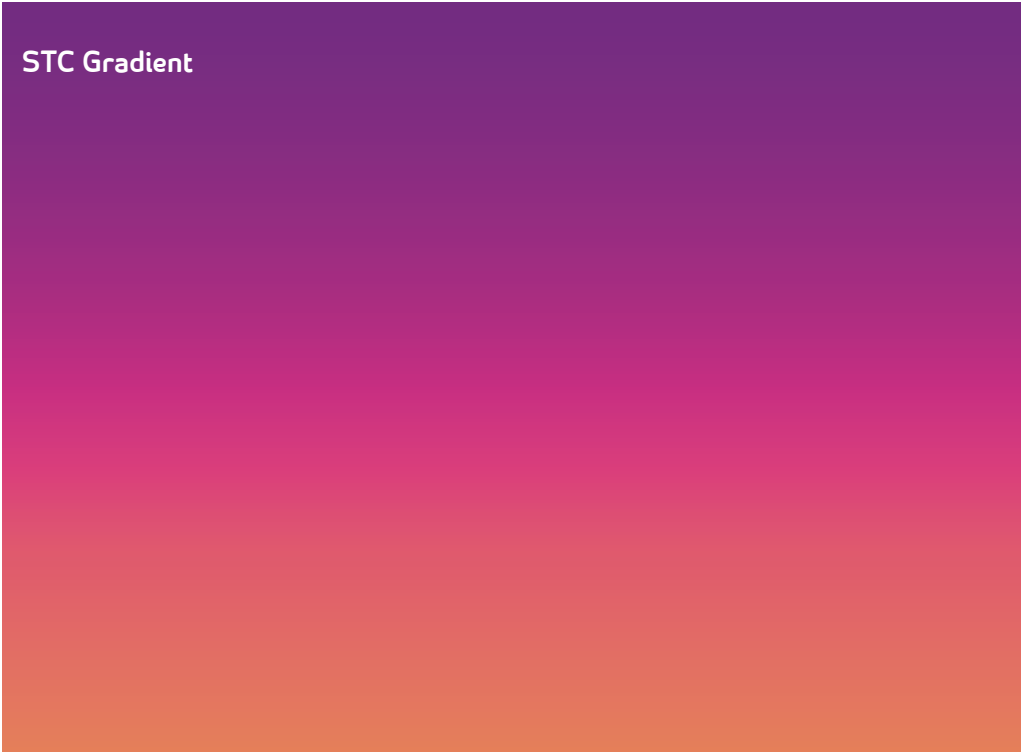
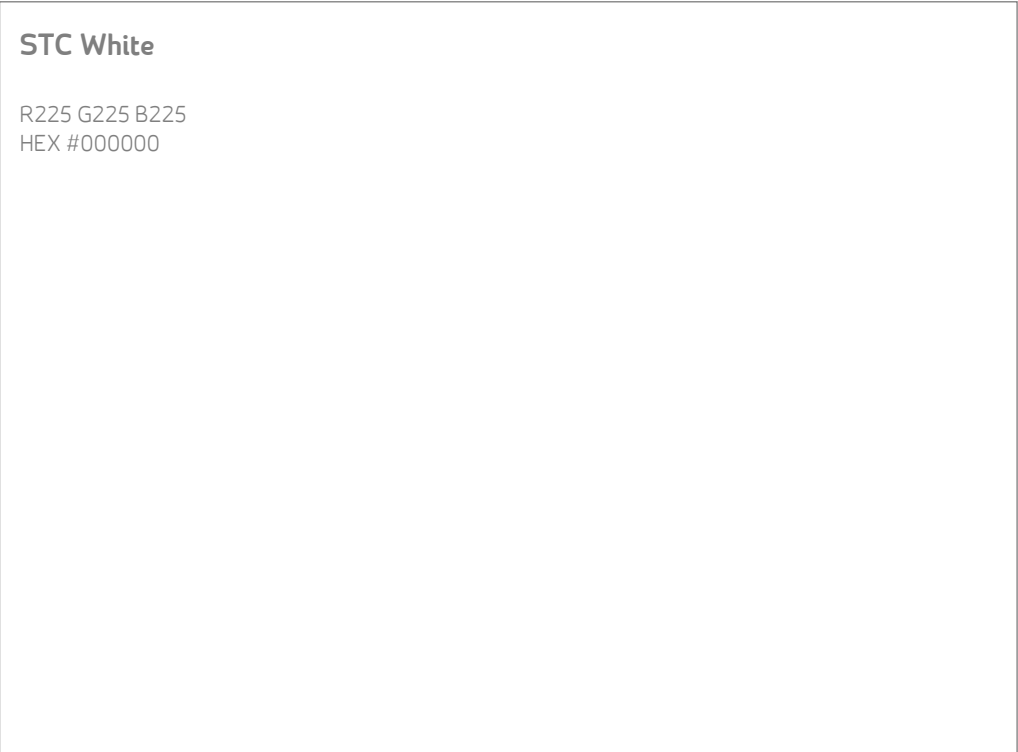
## PALETTE & PROPORTIONS

Our colors inject personality and life into our brand. They make our communications instantly recognisable and help us stand out from the crowd.

White is a key brand color. It's clean, confident and a wonderful canvas for us to communicate our ideas, messages and products. It features prominently in all brand touchpoints (advertising, online, retail, etc.).

Our STC gradient is the mesh from the logo re-imagined and re-purposed into a fresh, dynamic, and distinctive visual asset.

We vary the balance of color in communications. Opposite are the three general proportions of color we use.



White based



Gradient based



Photography based

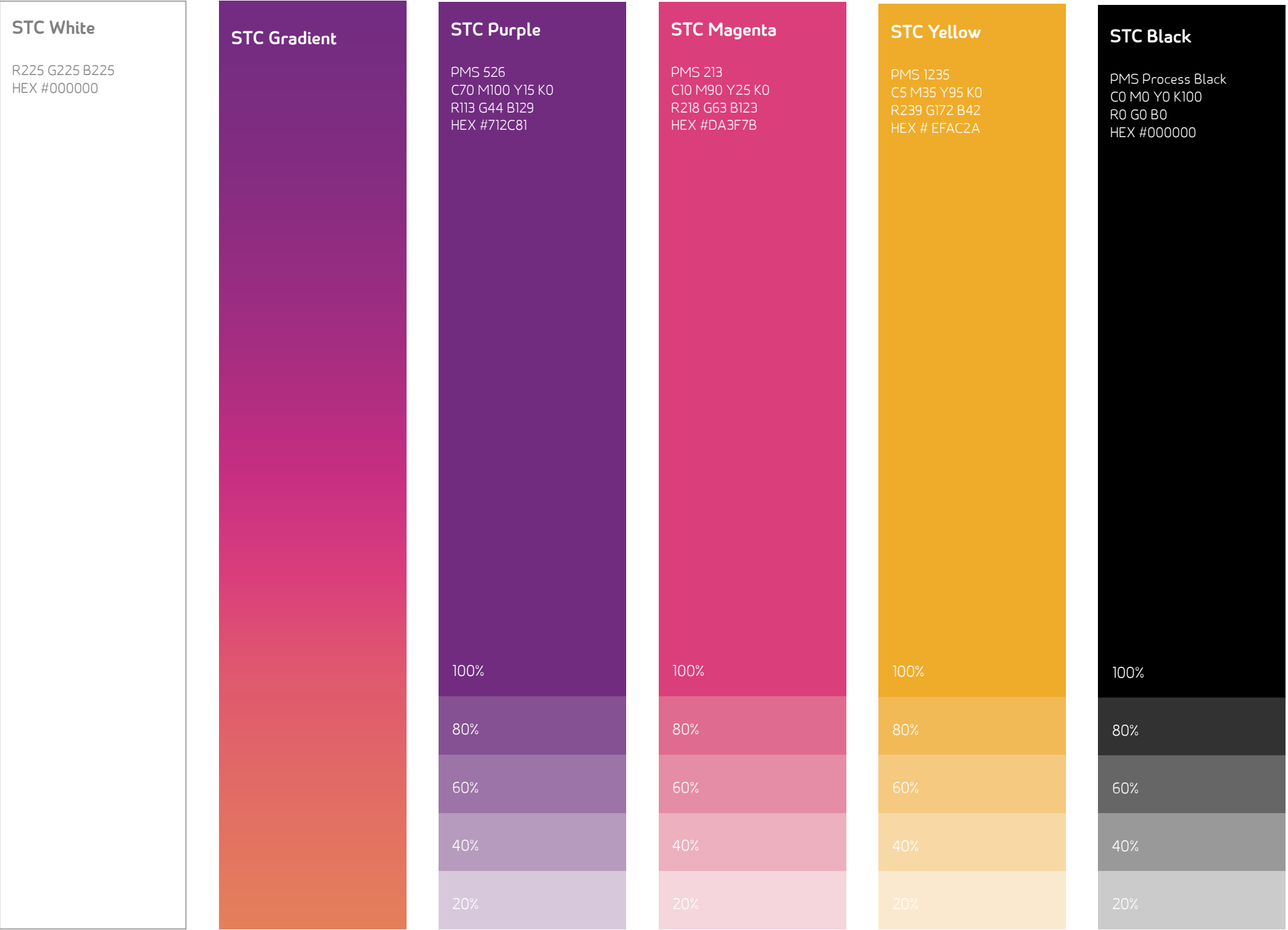


# COLOR BREAKDOWNS

A simple color palette that will create unique and distinctive communications.

**STC colors are available in PMS, CMYK, RGB and HEX formulas.**

Install and use the STC swatch file (ASE) in all your Adobe programmes.



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# 3.0 Gradient

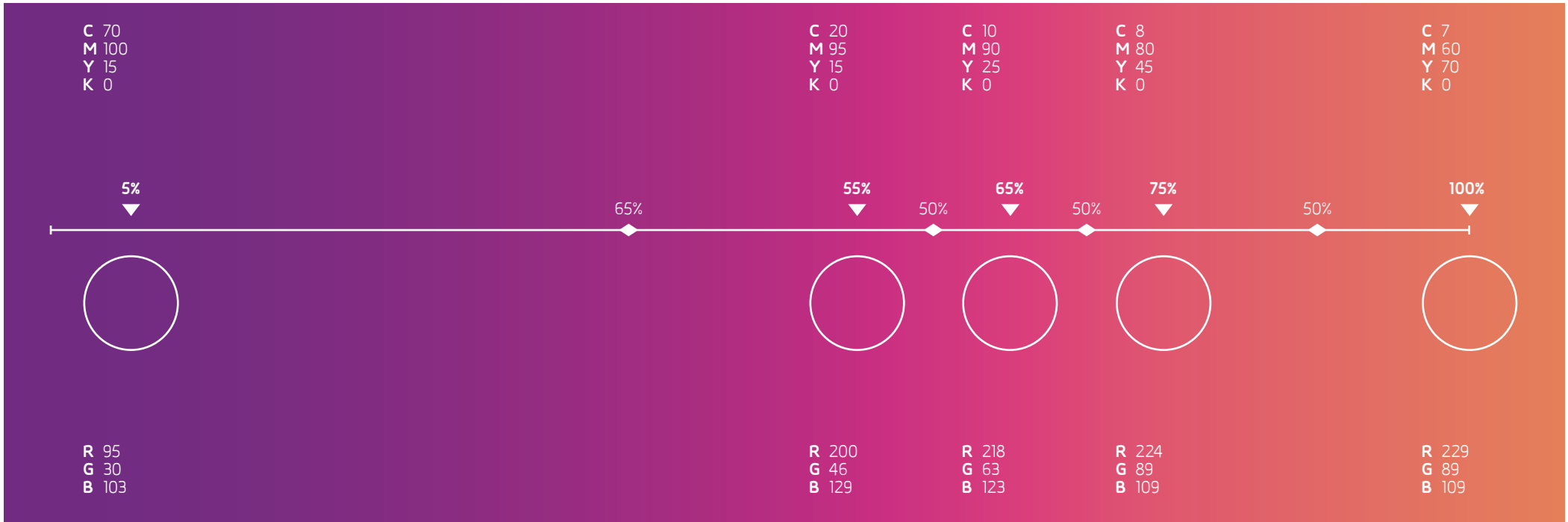
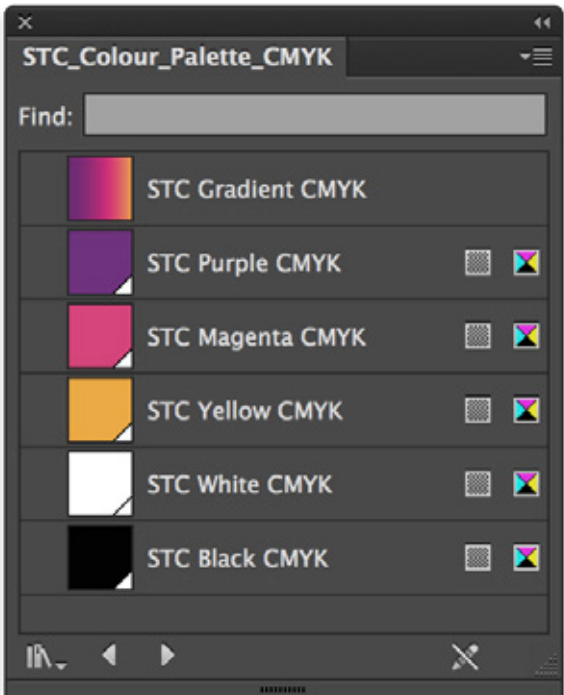
# GRADIENT SPECIFICATIONS

A unique blend – our gradient helps us stand out. It combines the STC Purple, STC Magenta and a unique orange color.

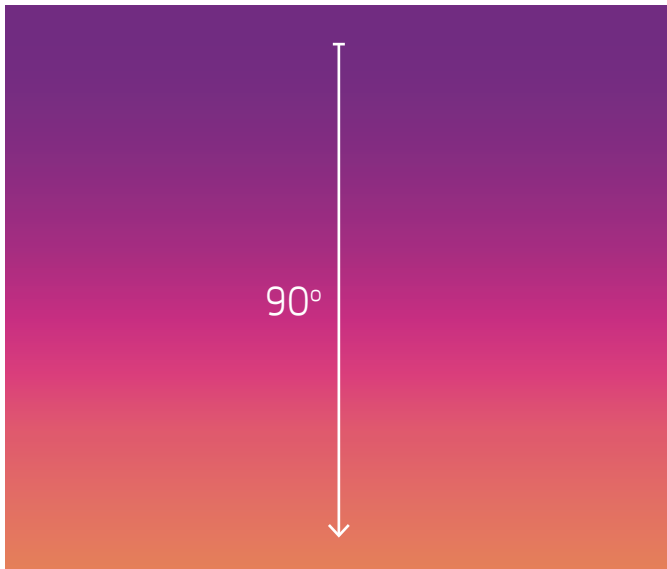
A flexible asset. Adjust the angle of the gradient to best fit your format.

Always use the full gradient and don't crop it.

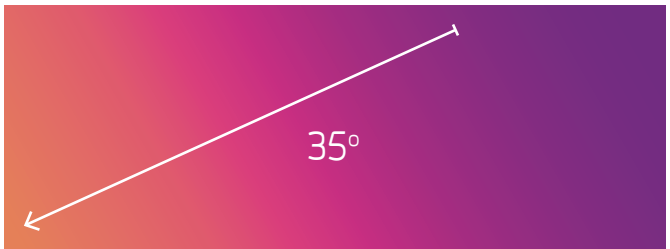
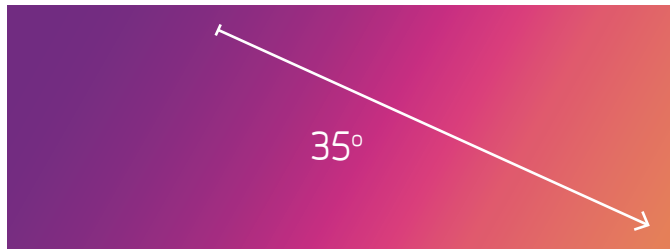
-----  
Install the STC swatch file (ASE) in all your Adobe programmes. Do not try and re-create the gradient.



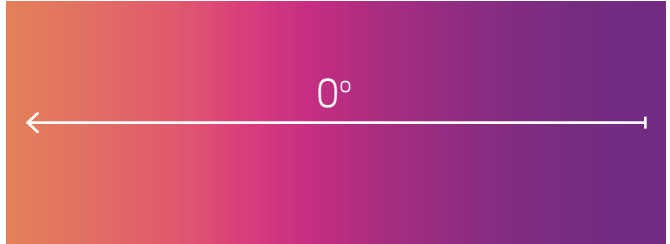
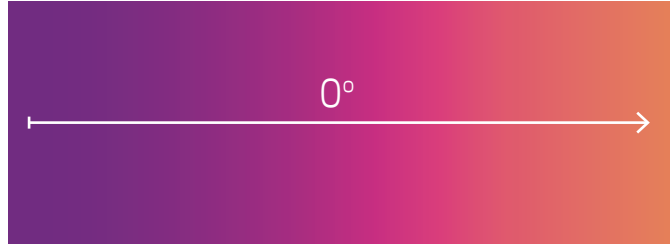
Vertical



Diagonal



Horizontal



# GRADIENT USAGE

We use the gradient on almost all of our communications in one of four ways: as a background, put inside headlines, used in illustrations or integrated into photography.

As a background



Inside type

كن الأول  
Get closer

Within illustrations



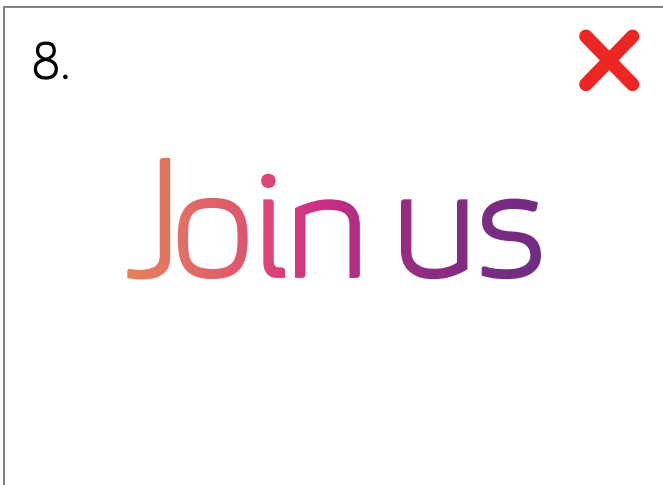
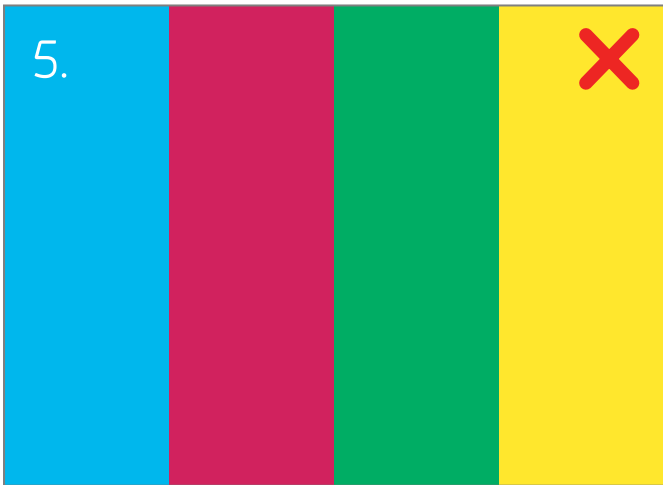
In photography



# GRADIENT MISUSE

Never do the following:

- 1. Do not apply orange on top.
- 2. Do not use circular gradients.
- 3. Do not alter the gradient colors.
- 4. Do not remove any colors in the gradient.
- 5. Do not use colors other than ours.
- 6. Do not apply orange diagonally on top.
- 7. Do not begin with orange (Arabic).
- 8. Do not begin with orange (English).
- 9. Do not apply the gradient vertically.



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# 4.0 Typography

Created specially for us, our custom 'STC' font is modern and distinctive with a friendly feel.

It is available in four weights: Light, Regular, Italic and Bold.

Secondary typeface:

We use Simplified Arabic for Arabic communications, and Calibri for Latin communications when it's technically not possible to use our bespoke STC typeface, e.g. online or in PowerPoint

STC Regular

أ ب ج د ه و ز س ض  
a b c d e f g h i j k l m

STC Light

أ ب ج د ه و س  
a b c d e f g h i j

STC Italic

أ ب ج د ه و س  
*a b c d e f g h i j*

STC Bold

أ ب ج د ه و س  
**a b c d e f g h i j**

We use type confidently and with impact. Keep the headlines short and try and use the largest type size possible.

Type should be clear and legible. Make sure it's big enough to be readable from a distance on outdoor ads.

Big type with the STC gradient inside is a key feature in our advertising.

Make sure there's good contrast between the type and the background. We use a combination of gradient, purple and magenta and black type on white backgrounds. And white text on gradient backgrounds.

STC Gradient in type

For Arabic, the gradient runs from right (STC Purple) to left (STC Yellow)

العنوان هنا  
Headline here

For English, the gradient runs from left (STC Purple) to right (STC Yellow).

On white or light backgrounds

Descriptor = Magenta  
Headline = Gradient  
Rest of texts = Black



If the gradient is used elsewhere in the ad e.g. in an illustration, the headline should be purple



On STC Gradient

All texts = white



We keep our advertising as clean and clutter-free as possible. Only say what we have to.

Text should be right aligned in both Arabic and English.

Create a clear visual hierarchy with the type:  
**Headlines - STC Regular**  
Short, impactful and benefit led. Use the largest type size possible.

**Body copy - STC Regular**  
Should be concise and to the point.

**Call to actions - STC Bold**  
Clear and direct. Use only one or two contact points.

**Descriptors - STC Regular**  
Product or service names should appear as descriptors when required to help keep headlines short and impactful.

For Arabic ads the descriptors should be written in Arabic.

العنوان

العنوان هنا

النص هنا على هذا الشكل. النص هنا على هذا الشكل.  
النص هنا على هذا الشكل. النص هنا على هذا الشكل.

دعوة الى الإقامة بفعل معين هنا.

Descriptor

Headline

Body copy

CTA

# TYPOGRAPHY

## DESCRIPTORS

4.4

We try and avoid writing product and service names in headlines. We use 'descriptors' instead. They help create a great hierarchy of information and make it easy for the audience to know which product we're talking about. It also allows us to increase the size of the headline and focus more on the benefit.

They go above the headline and can be magenta or white depending on the background.

It is not mandatory to include a descriptor on every ad – only when necessary. If used, the product or service name must not be repeated in the headline.

Descriptors have a maximum length of three words and use initial capitals: Apple Watch, Sawa Visit...

Product name in headline (no descriptor)

Go and cheer in Australia  
with Dawri Plus



Headline with descriptor

Dawri Plus

Go and cheer  
in Australia



For Arabic ads the the descriptors should be written in Arabic

آيفون 6

أفضل وأكبر



# TYPOGRAPHY

## QUANTITY

Keep your messages short and direct and copy to a minimum.

Shown here are the general rules to follow.

The exact amount of the type allowed in an ad depends on the format. Check the specifications in Section 17 to find out the number of lines allowed in our most commonly used formats.



One line headline =  
Up to three lines of body copy



Two line headline =  
Up to two lines of body copy



- Type is too small and lacks impact  
- Too much body copy

# TYPOGRAPHY

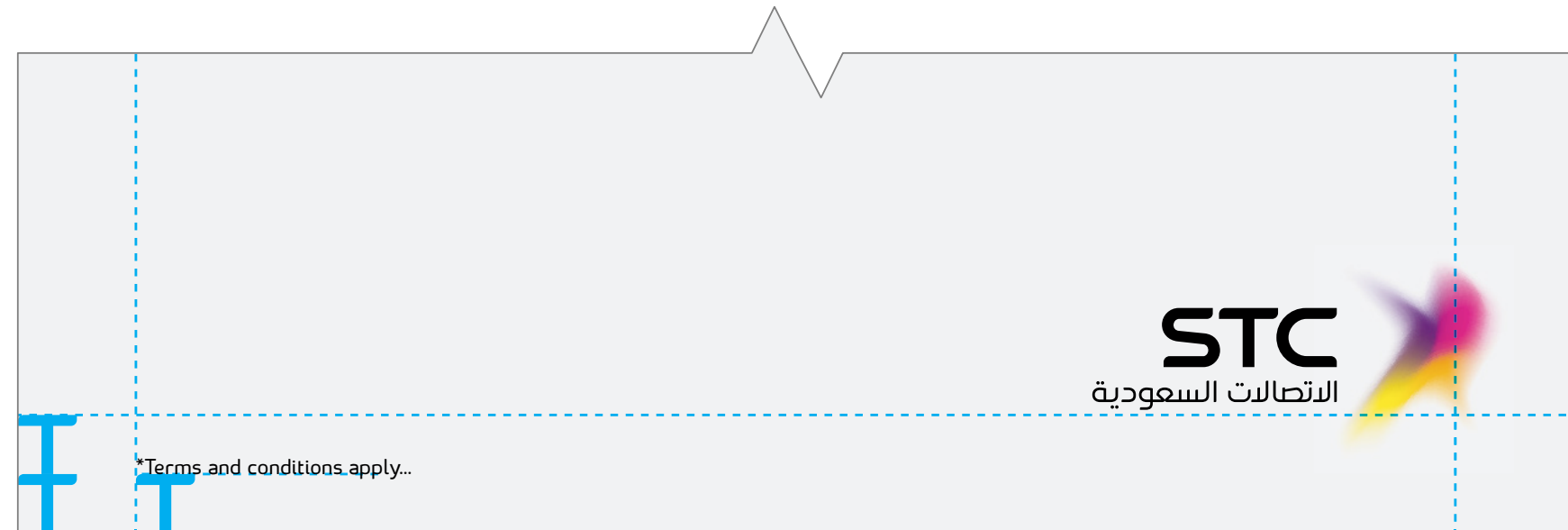
## DISCLAIMERS

4.6

We place disclaimers on the bottom left side on an ad.

Write them using STC Regular and in a minimum size of 6pt. Use black text for white or light colored backgrounds and white text for gradient or photographic backgrounds.

As an honest brand we make sure they're always clear and legible.



How to set the headline type

- 1. Use STC Regular font
- 2. Leading for headlines should be the same as the size of the type used.  
E.g. 50 pt headline = 50 pt leading
- 3. Set kerning for headlines to -20

Templates

We have recommended type sizes set for our most common advertising formats (see section 28).

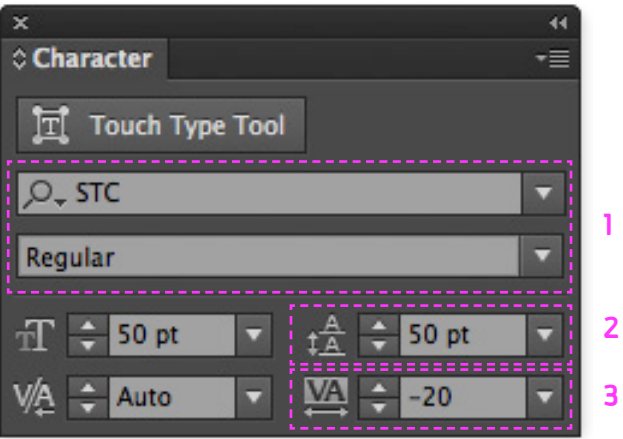
The descriptor, body copy and call to action will remain consistent on each template. Only the headline type size should change.

However, these type sizes may be adjusted to optimise each ad e.g. if there’s an especially short call to action we may want to make it a bit bigger to make it clearer.

Formula for new formats

For any new ad formats, we should follow the formula shown in the table opposite. And adjust as necessary to get the best result.

How to set headline type



العنوان هنا على  
هذا الشكل

Templates



Formula for new formats

Short Headlines in 1 line

	Size	Weight
Descriptor	Headline ÷ 4	Regular
Body Copy	Headline ÷ 6	Regular
CTA	Headline ÷ 6	Bold

Long Headlines in 2 lines

	Size	Weight
Descriptor	Headline ÷ 2	Regular
Body Copy	Headline ÷ 3	Regular
CTA	Headline ÷ 3	Bold



We do not use CAPS or *Italic* for headlines. Headlines should be written in STC Regular.



On a white mesh with a gradient background the headline should be written in purple (don't duplicate the gradient). Descriptors are magenta or white, never yellow.

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# 5.0 Photography

# PHOTOGRAPHY

## OUR STYLE

5.1

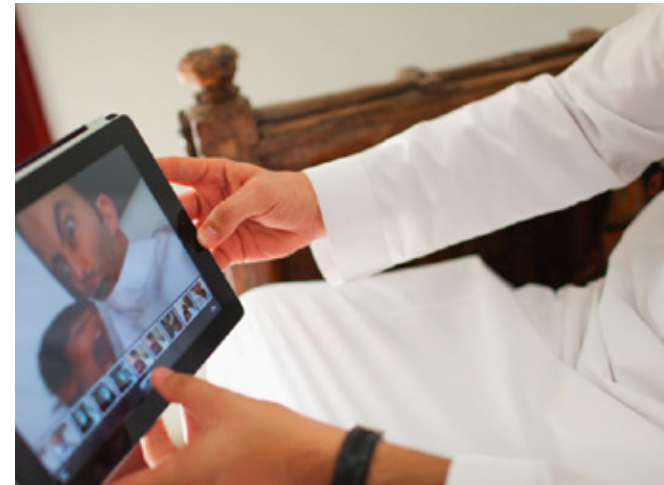
Photography is a key part of our brand's identity. Our style reflects our brand positioning and attributes.

Our images should connect emotionally with the target audience. We capture images that tell a story about bringing people closer to the things they care about most.

Our imagery is spontaneous, expressive, real, honest and optimistic. We focus on individuals, couples, or groups in bright, positive environments.

We capture special moments, full of life. People appear natural, never staged or posed.

Be vibrant, but co-ordinate your palette so images have visual synergy with the other elements used. Where possible, limit your palette to two or three dominant colors.



# PHOTOGRAPHY

## A DIFFERENT VIEW

5.2

We use perspectives, crops and camera angles that are exciting and unusual. We create drama by varying the scale within our photos. There are three levels:

### Distant

A focus on the landscapes and environments. Always signs of humanity in the photo, but people are rarely the main focus.



### Nearby

We capture our audience getting closer to the things they care about – with or without our technology.



### Close up

A smile, a hand using a device... We focus on the details. Moments that capture strong feelings and emotions.



Not everything has to be neatly in frame and in focus. People, faces and technology may be cropped or partially hidden.

# PHOTOGRAPHY

## YOUTH

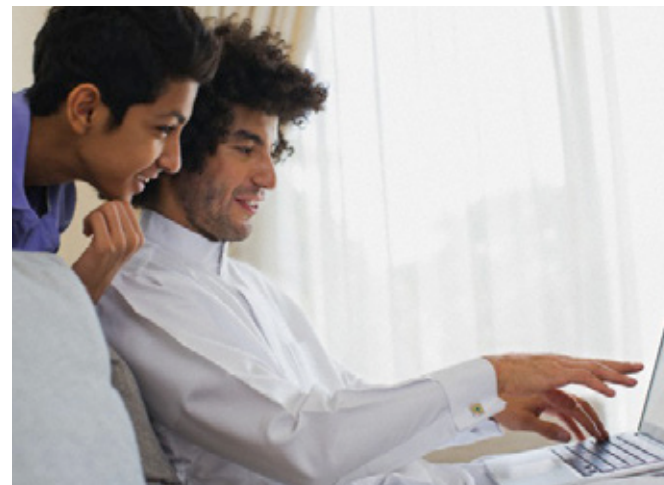
5.3

From socialising to skateboarding, we show youth doing the things they love.

We always show them positive and enjoying life naturally, never staged.

Activities and scenarios are played out in bright, fresh environments.

Perspective and camera angles are exciting, energetic and unusual.



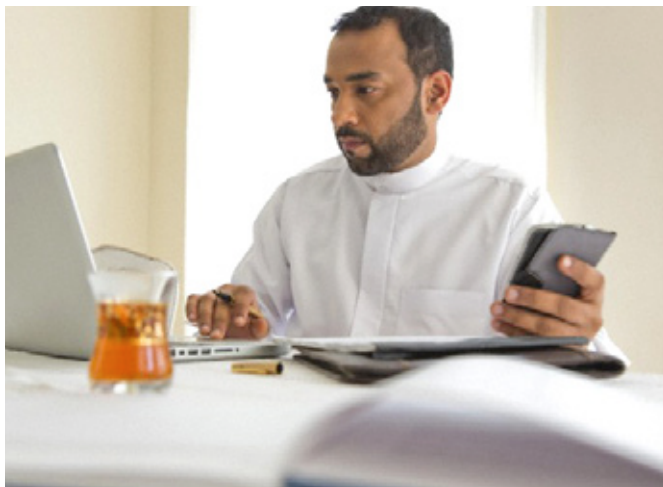
# PHOTOGRAPHY BUSINESS

5.4

We show all kinds of businesses and professionals.

We don't just focus on big corporate business. Our business imagery also reveals small and medium sized businesses who rely on our products and services.

We like to show people active in their work, capturing them in a natural and spontaneous manner.



# PHOTOGRAPHY

## LANDSCAPES

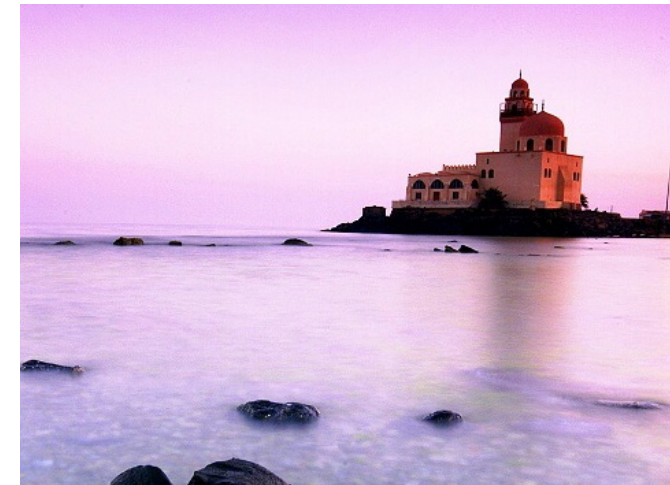
5.5

Our Kingdom offers breathtaking views that can be used in our communications.

Cities, mountains, deserts, seas and skies. Striking angles and unusual perspectives create dramatic compositions with warmth and color.

In cities we see interesting and unique architecture, both new and old.

Our color palette should feature in the skies and lights in the images. The sky is a great natural source of light for the white mesh.



# PHOTOGRAPHY PRODUCT

Our product photography should look desirable and create an emotional pull.

We use attractive perspectives and interesting angles that compliment the product design or features.

These images are sharp, detailed and utilize lighting effects to highlight shape, features, materials and finishes.

We use subtle shadows and reflections to give products depth and a high-tech feel. Drop shadows work well for smartening up brochures and catalogues, and for adding depth to potentially flat gradient backgrounds.

Our products in brochures and catalogues can appear with or without shadows, but be consistent.



# PHOTOGRAPHY

## TEXTURED BACKGROUNDS

White textured backgrounds can be used as a background for our products and services.

Better suited for smaller sized print and digital formats – texture doesn’t show up well on outdoor pieces – they add a richness and depth to our communciations.

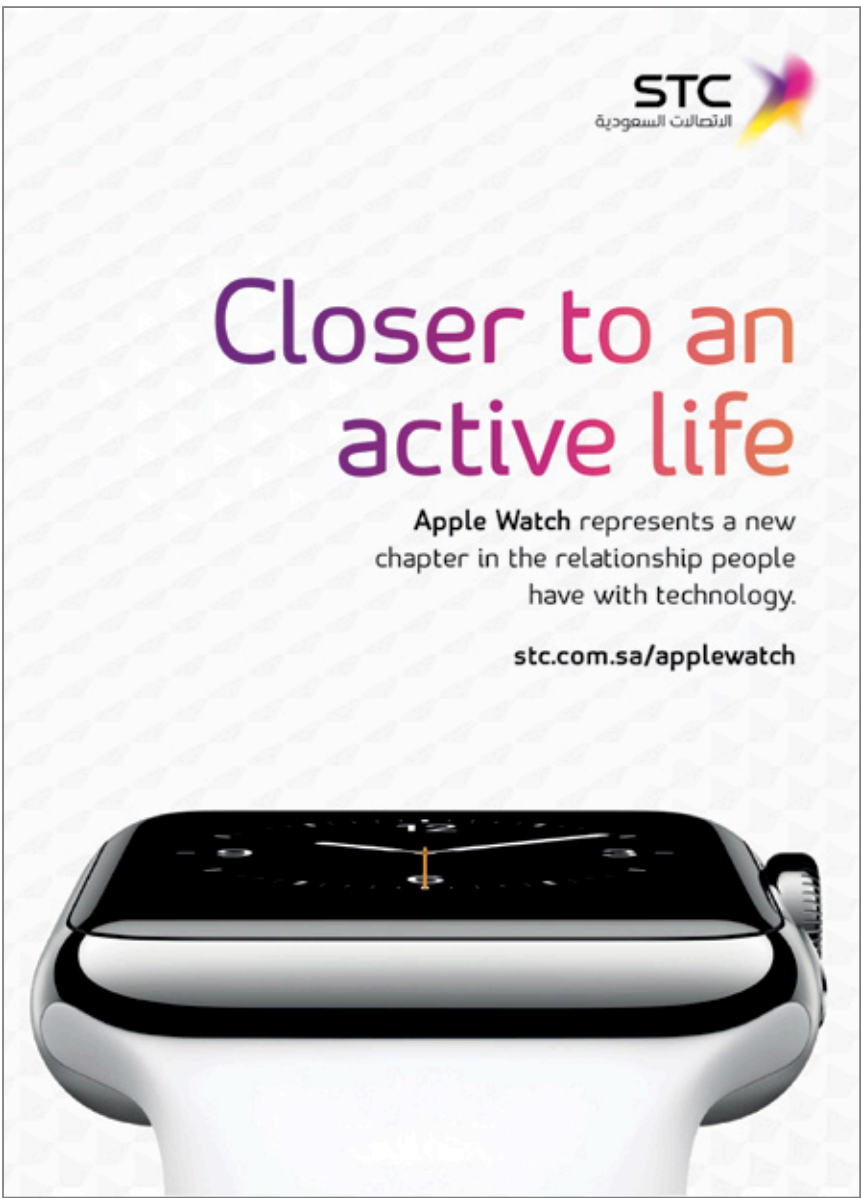
Ideally the texture shoud relate to the idea of the communication/campaign or traget a specific audience. For a youth audience we might use a gritty urban texture. Or we might use a luxurious looking background for a premium product we offer.

There is no need to apply a white mesh to a textured background as long as the background is not too complex and the logo and rest of the elements are clearly visible.

Example textured backgrounds



Example ad using textured background



# PHOTOGRAPHY CHECKLIST

5.9

All our photography must reflect our brand positioning.

By answering yes to these further questions, you'll know if an image is right for our brand.

1. Does it feel honest, real and spontaneous?
2. Can our audiences engage with, react and relate?
3. Are our characters expressive and natural?
4. Is it bright, vibrant and luminous?
5. Is there a natural presence of our color palette?
6. Is it an attractive angle or an interesting crop?
7. Is it a contemporary and modern environment?
8. Does the photography feature a device?  
If yes, does it have a secondary role?

# PHOTOGRAPHY MISUSE

5.10

Avoid the following

1. Staged and posed.
2. Clichè and predictable.
3. Futuristic, artificial and unreal.
4. Dark and saturated.
5. Plain and static.
6. Out of date and uninteresting.
7. Blending or overlaying images.
8. Backlit and dark.
9. Wrong color palette.



---

# 6.0 White Mesh

# WHITE MESH OVERVIEW

We use the white mesh on top of photos or the STC gradient to create a clean, white area for placing the STC logo and type.

Our ‘white mesh’ has an inherent connection to the mesh in our logo, through its soft and organic nature. It’s dynamic and responsive and one of the key foundations of the new brand identity.

It can be used on a gradient background or integrated with photography. The mesh must always be combined with the background naturally.

White mesh on gradient background



White mesh with photography



# WHITE MESH

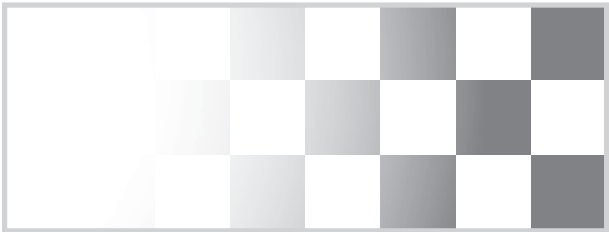
## HOW TO CREATE & APPLY

The white mesh can be created and applied in Adobe Photoshop or Illustrator and is a white to transparent gradient.

You can apply it in a radial and/or linear way. And it can be placed on the bottom or at the top of the visual. It must always blend naturally to the background.

The white mesh minimum size is 15% of the layout and the maximum is 50%.

White to transparent gradient



Solid white  
(0% opacity)

Transparent  
(100% opacity)

Radial gradient



Linear gradient



Linear & radial gradient



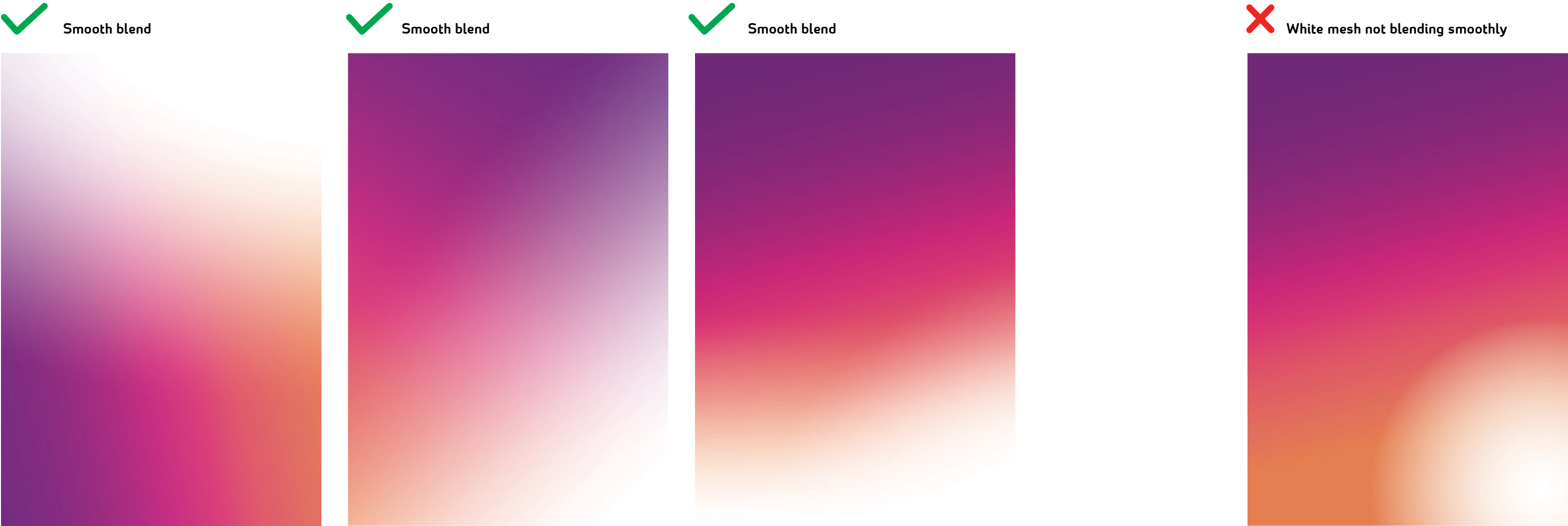
15% (minimum)

50% (maximum)



# WHITE MESH GRADIENT BACKGROUND

The white mesh must blend smoothly with the gradient background.



# WHITE MESH WITH PHOTOGRAPHY

The white mesh must blend naturally with the photo background.

The best (and easiest) photos to work with are both light and bright. If there is a natural light source in the photo, the white mesh should radiate from there.

The mesh should not be applied to dark, poorly lit photos.

The mesh should never hide or interfere with a key part of the photo.

Original photo



Mesh added naturally to sky



Mesh not natural / covering key part of photo



Original photo



Mesh blended naturally with photo



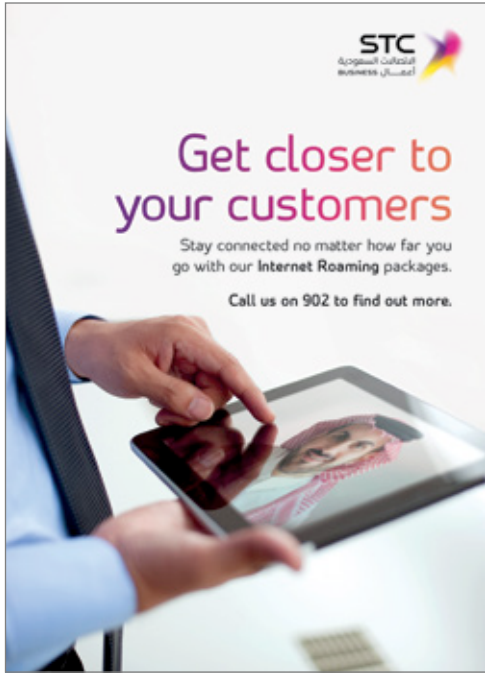
# WHITE MESH WITH PHOTOGRAPHY

If there is a natural light source in the photo, the white mesh should radiate from there. See examples below.

If the background is white or very light, we do not need to add the white mesh on top.



If the photo already has a white background, we do not need to add a mesh.



Original photo



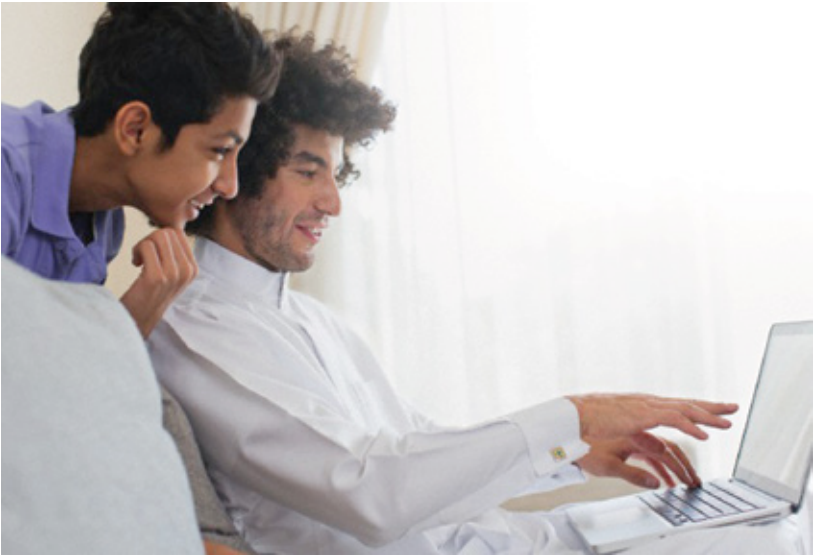
Mesh radiating from natural light source



Original photo



Mesh radiating from natural light source



# WHITE MESH MISUSE

6.5

Don't do the following:

1. Do not use the logo as the white mesh.
2. Do not make the edges hard.
3. Do not put the mesh in the middle.
4. Do not have more than one mesh.
5. Do not make the mesh less than 10%
6. Do not make the mesh bigger than 50%.
7. Do not separate the logo and the mesh.
8. Do not cover the key part of the image.
9. Do not change the color of the mesh.



---

# 7.0 Illustration

# ILLUSTRATION OUR STYLE

Our illustration style is simple, clean and modern. We use it to present concepts, exciting ideas and information about our technology in a user-friendly way.

We focus on interesting details, objects and actions where our customers get closer to the things they care about.



# ILLUSTRATION

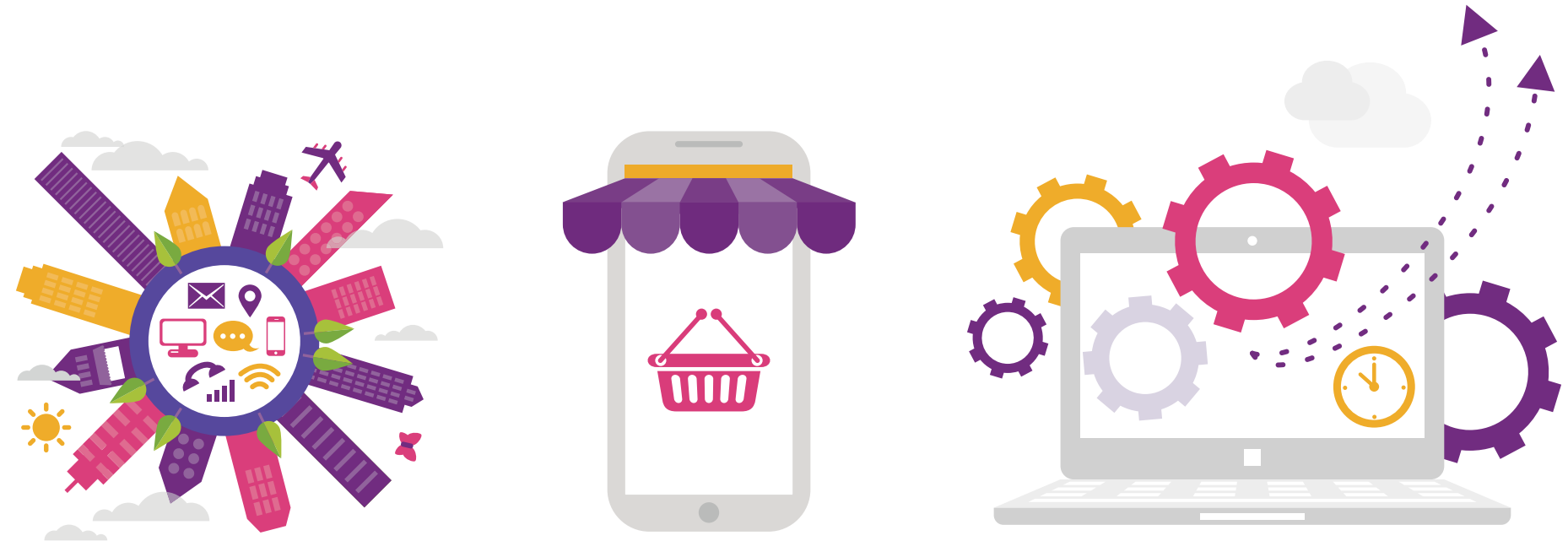
## 2D STYLE

7.2

Our style is digital, we work with vector images that are easy to create and to modify.

We use our distinctive color palette in the illustrations to give them an STC look and feel.

This style is created to be applied in all media and formats. And across all different audiences: internal and external.



# ILLUSTRATION USAGE

The balance of colors in our illustrations is flexible. Follow the examples shown on the following pages.

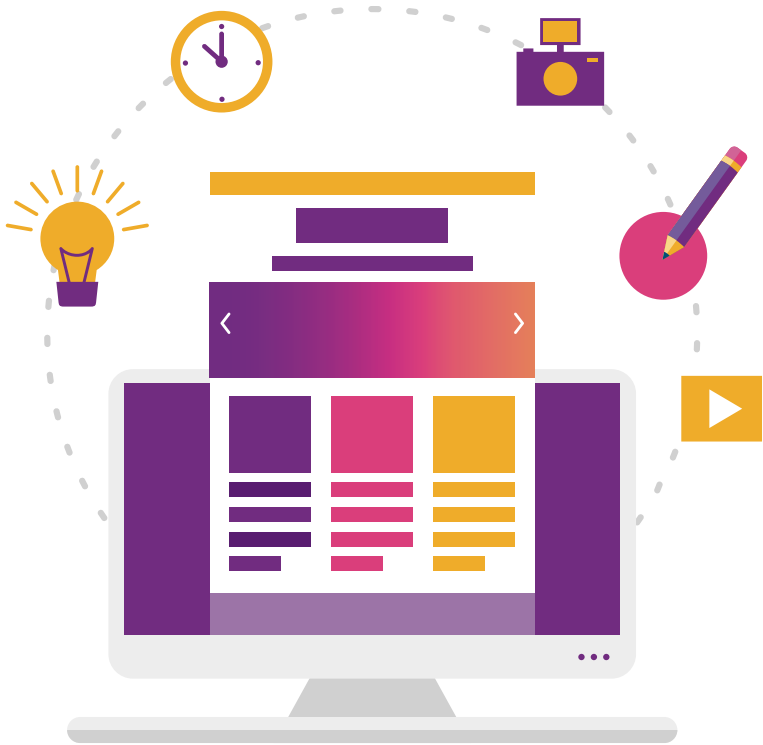
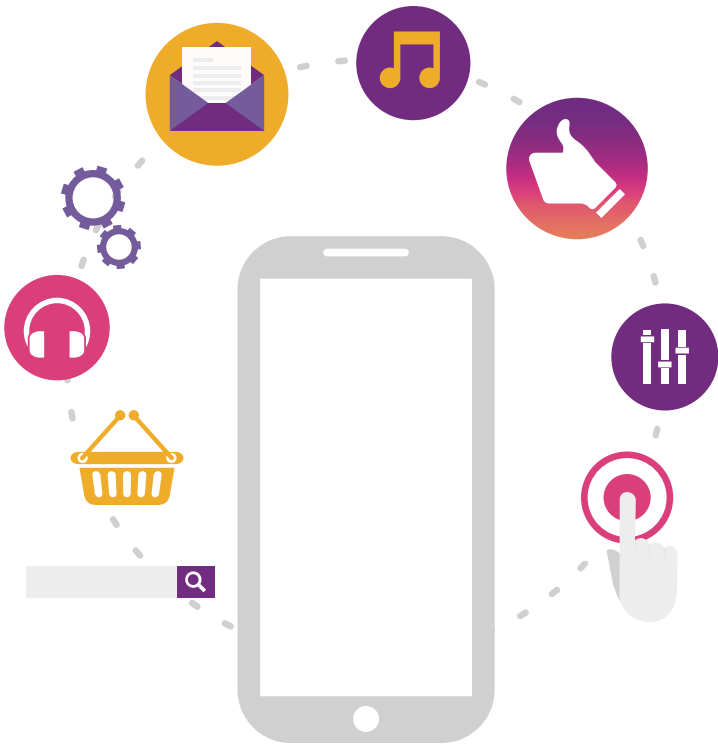
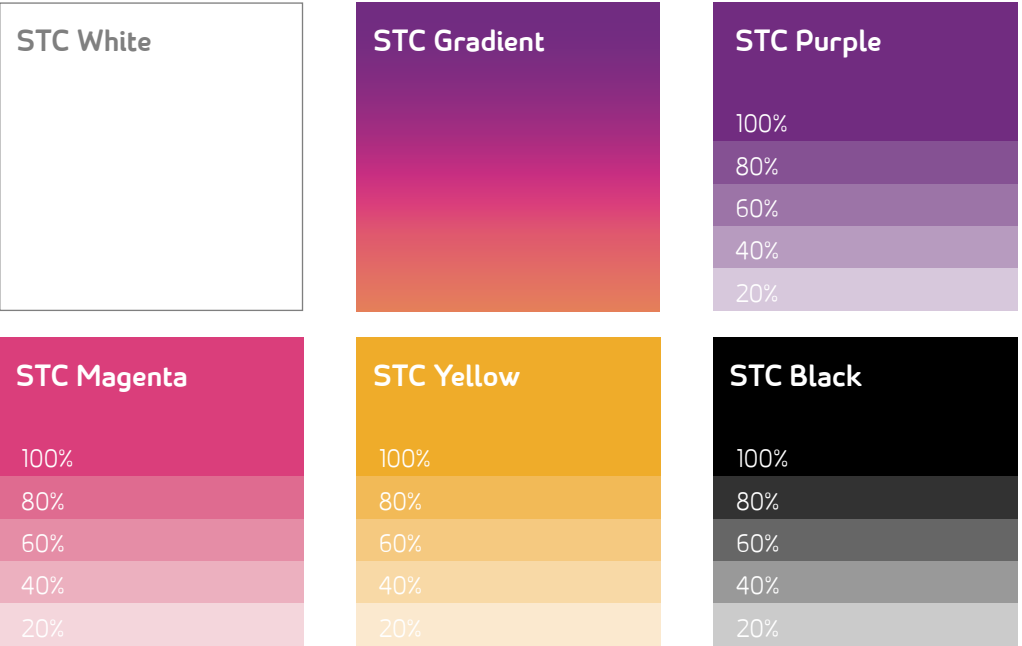
We'll often use **white** as a background for our illustrations.

**Purple** should play a major role in our illustrations. Either as a solid color, or within the gradient.

On a secondary level we apply **magenta and yellow**.

**Gray** works great to illustrate products and devices.

Our **gradient** could have a major or minor presence.



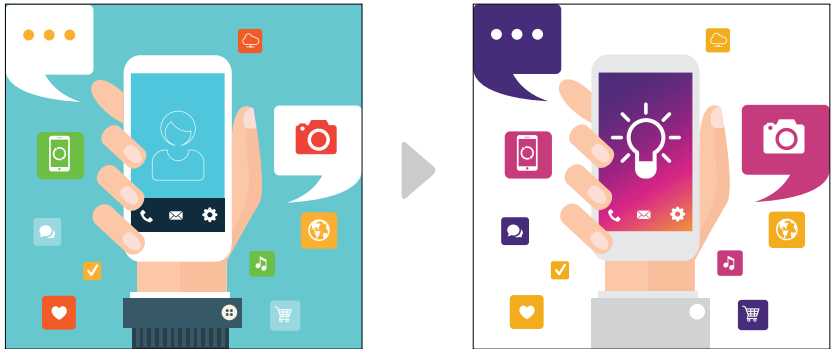
# ILLUSTRATION COLORING

We can use all the color palette, or just the gradient. Either way, our illustrations should always be colorful.

Ideally our illustrations will be commissioned and created for a specific brief.

In those situations where we face tight time-lines or small budgets we can use image banks.

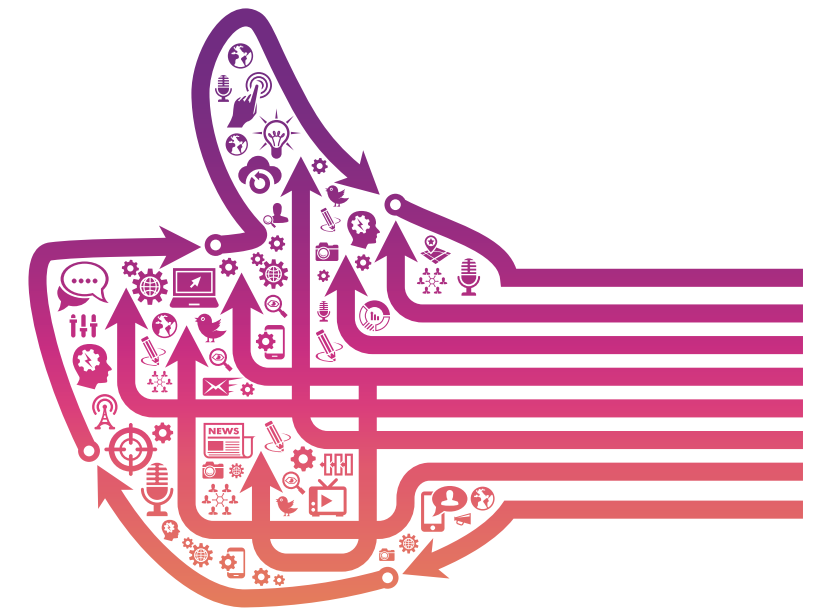
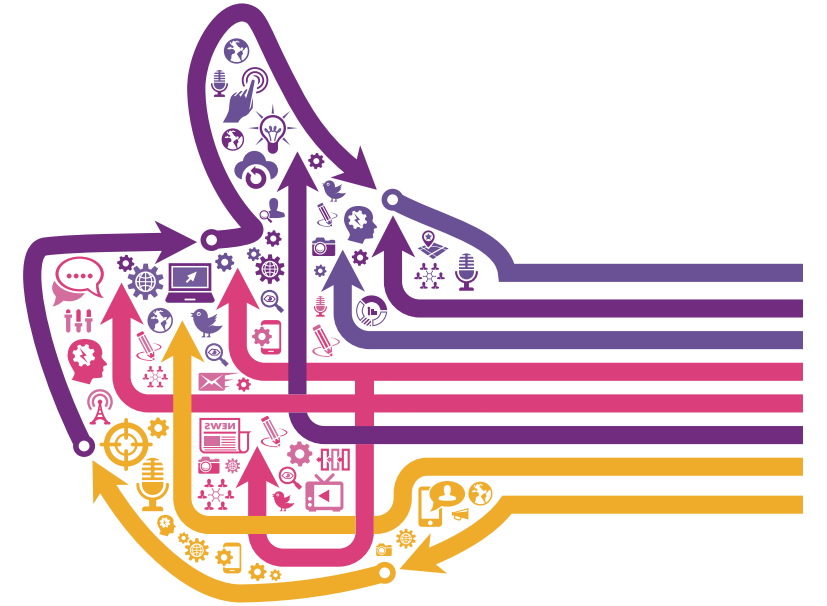
Make sure that the style is the same as ours and change the colors using our color palette.



## Examples using color palette



## Examples using our gradient



# ILLUSTRATION

## COLORING

7.4

Solid color backgrounds work great on the inside pages of our brochures.

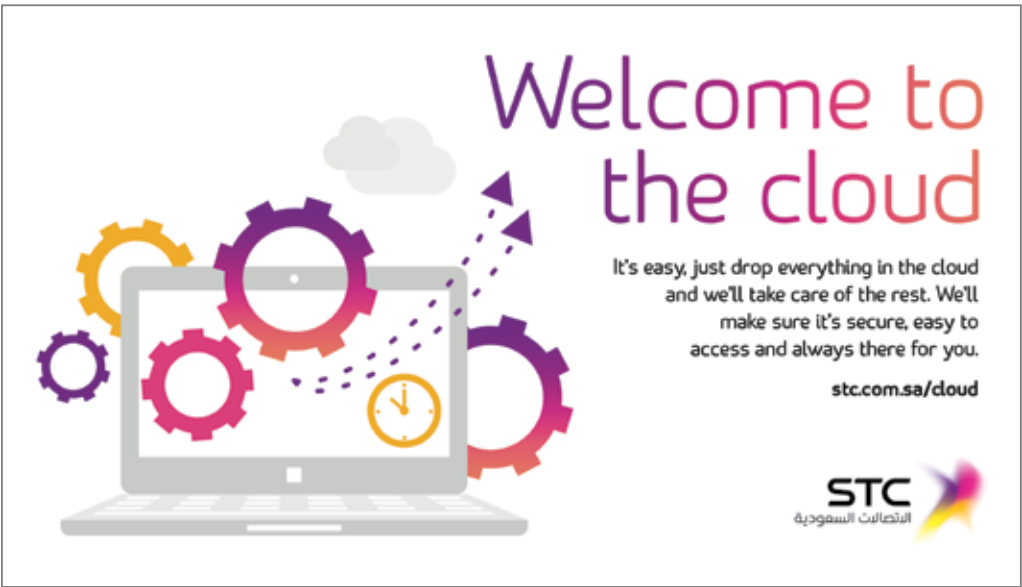
Note: This is not an option if you need to place a logo on the page, as that needs to be on a white background.



# ILLUSTRATION EXAMPLES

If your illustration doesn't include the gradient, you should apply it inside the headline.

If your illustration uses the gradient, your headline should be in purple.



✗  
Don't repeat the gradient in both the headline and the illustration.

# ILLUSTRATION MISUSE

With our illustrations we avoid the following:

- 1. Negative situations
- 2. 3D illustrations
- 3. Clichèd still life drawings
- 4. Gradient overuse
- 5. Childish
- 6. Emoticons / smileys
- 7. One color
- 8. Photography + illustration
- 9. Cartoon style

2.



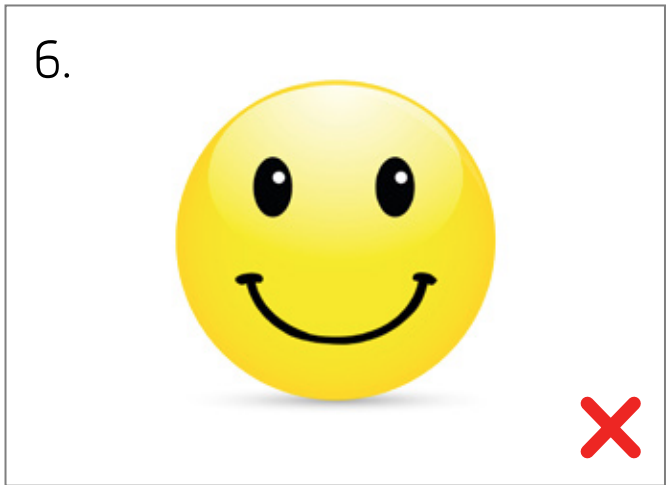
3.



4.



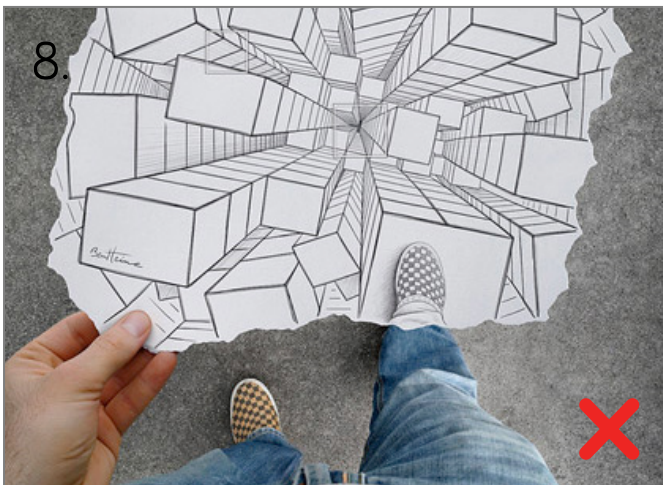
6.



7.



8.



---

# 8.0 Iconography

# ICONOGRAPHY

## LIBRARY

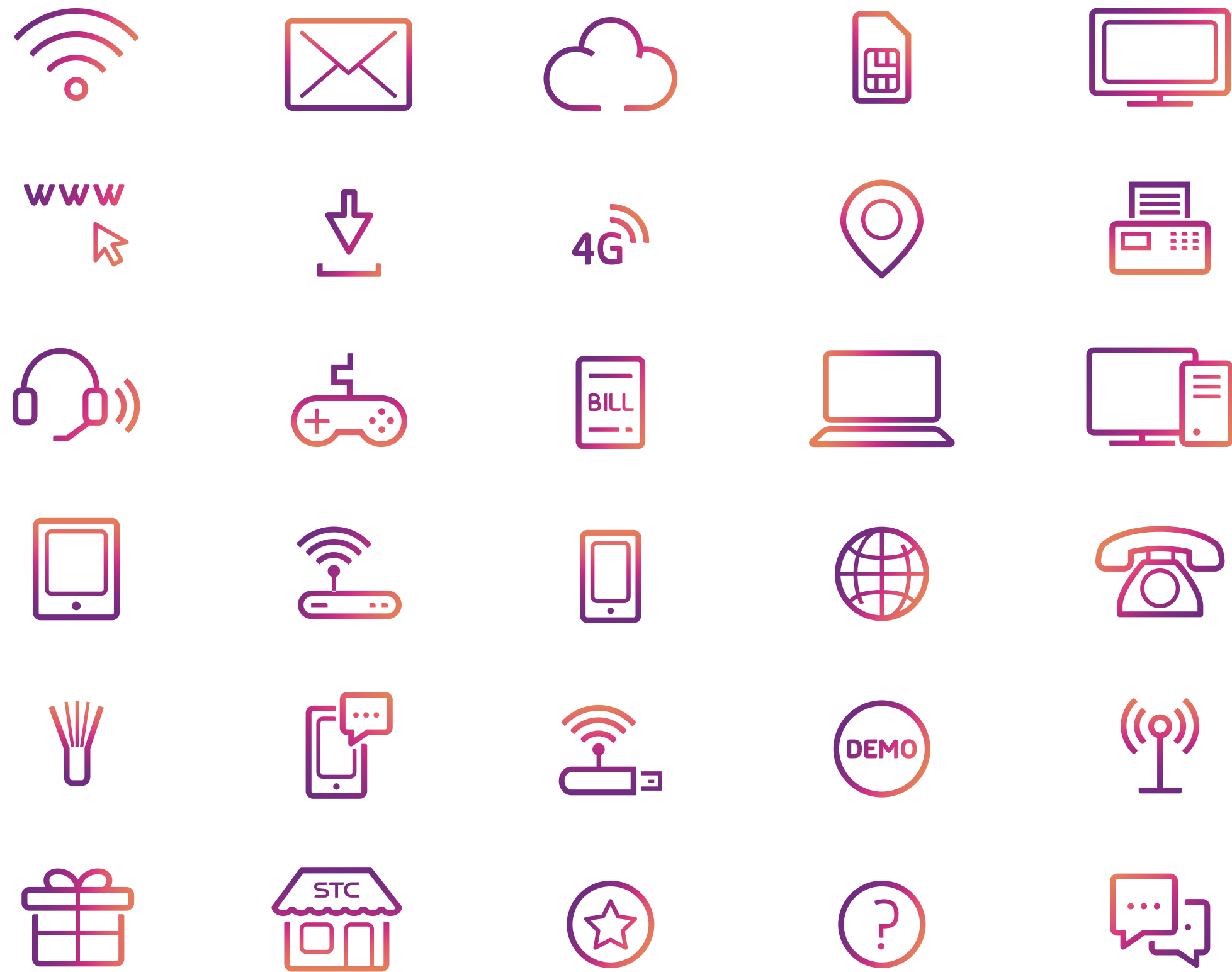
The design of our icons is inspired by our typeface. Our icons use an outline and are characterized by curved edges.

Every icon is created by following a clear set of principles that ensure consistency.

Our icon library consists of a family of 30 approved icons that can be used in any STC communication.

**Keep in mind:**

The context of an icon influences its meaning, so always consider an icon’s surroundings.



Our icons can be used in 3 different colors:

- 1. **Gradient:**  
this should be the primary usage
- 2. **Purple:**  
this can be used when other elements in the layout already use the gradient
- 3. **White:**  
this is used when placing an icon on a colored background



**Step 1 - Design:**

Our icons are simple. Start with a basic outline and apply only minimum details for recognition.

**Step 2 - Rounded Edges:**

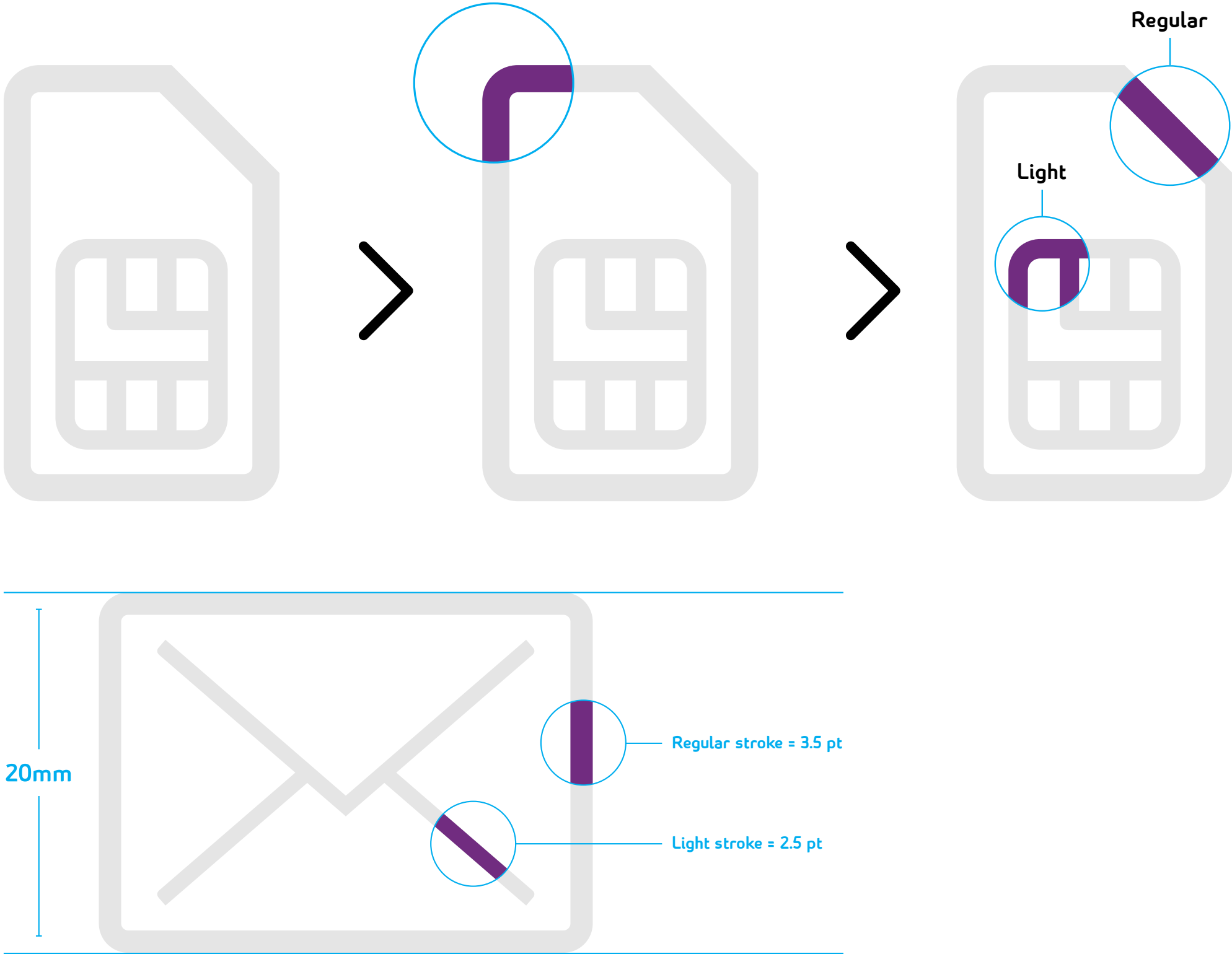
Our icons mimic our typography style. Rounded edges are a unique part of the design. Apply a rounded edge wherever you have a corner.

**Step 3 - Line Weight:**

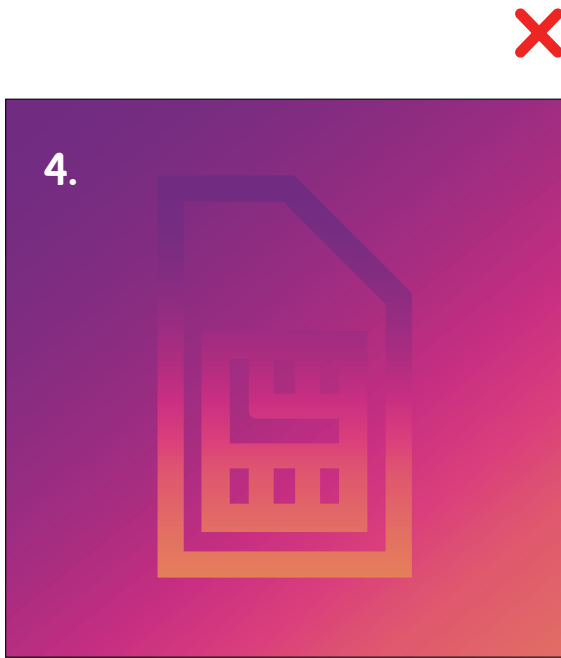
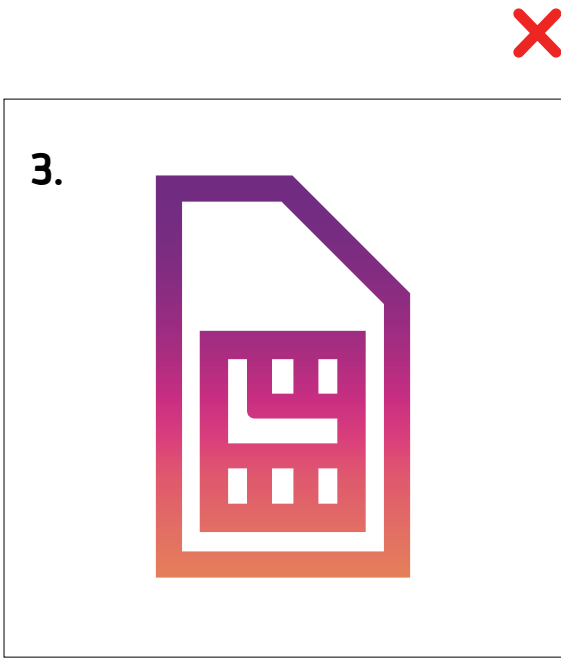
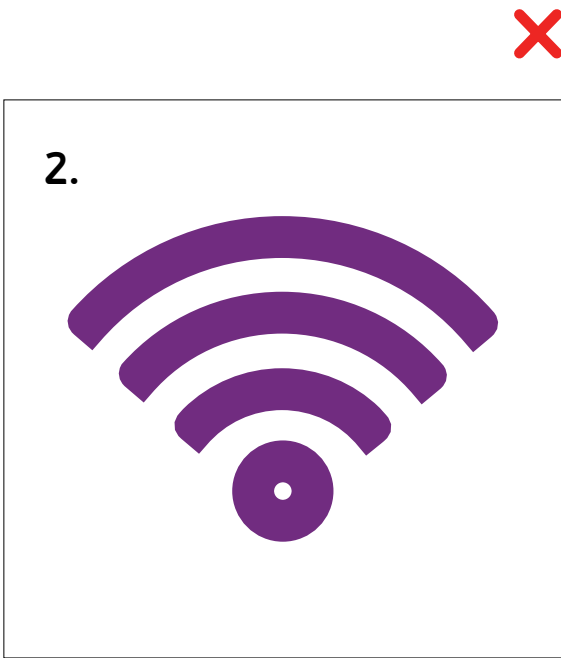
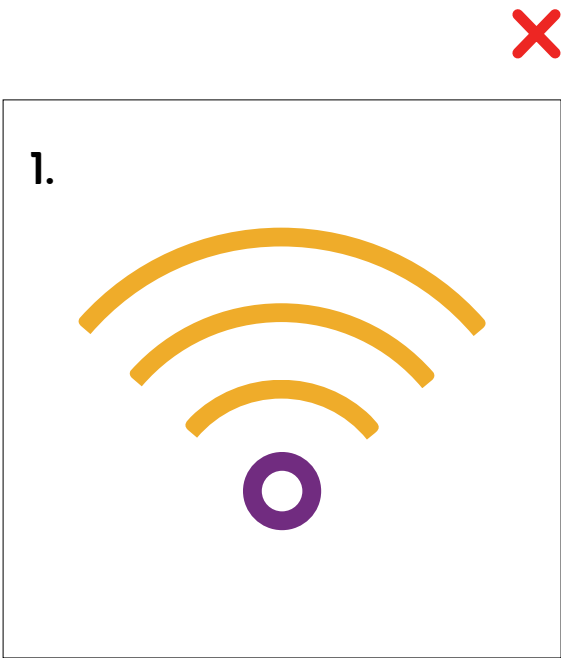
Our icons are created using a variation of 2 line weights, “regular” and “light”. This variation is used in icons with more details. Simpler icons used the “regular” weight by default.

**Sizing our Icons:**

When building our icons, we set the height to 20 mm. Based on this height of creation, we set the “regular” stroke to 3.5 pt and the “light” stroke to 2.5 pt. It’s important that all icons are created using this formula to create proper consistency.



- 1. Colors:**  
Do not change the approved colors of the icons.
- 2. Line Weight:**  
Do not use a thin or very thick stroke. Stick to a regular stroke.
- 3. Sharp Edges:**  
Do not use sharp edges. Please only use rounded edges.
- 4. Background Color:**  
Do not apply a gradient icon on a gradient background. Use a white icon instead.



---

# 9.0 Highlight Circle & Exclusive Tab

# HIGHLIGHT CIRCLE










## ROLE & COLOR

The highlight circle helps us draw attention to key information in our communications such as market leading prices, offers and unique product features. They should add to the main message and never lead or dominate it.

We use different shaped circles for different messaging; price, offer and special features.

They appear in magenta on white or light photographic backgrounds and white on gradient backgrounds. Make sure they have good contrast against the background so they stand out.

As a general rule there should only ever be one highlight per visual. Only when two products are featured together can there be two highlight circles

Shape for price	Shape for offers	Shape for features	
			Magenta highlight circles on white backgrounds.
			Magenta highlight circles on light colored photographic backgrounds
			White highlight circles on gradient backgrounds

# HIGHLIGHT CIRCLE SIZE & PLACEMENT

## Message

Always keep copy within the tag to a minimum and never exceed three lines.

## Size

We recommend to use the highlight circle at the same height as the STC logo. However, we understand this needs to be flexible and will not always be right. In some applications (e.g. environmental) we may need to make it bigger for the text to have improved legibility and impact – in these cases it can be set at 150% the height of the logo.

Please remember to ensure the text is always legible, this will determine the minimum size of the tag in any given format.

## Placement

The highlight circle may be placed anywhere on a communication. Although, If a product is shown in the ad, the highlight circle should touch the product they relate to, as shown in the example here.

### How to apply a highlight circle

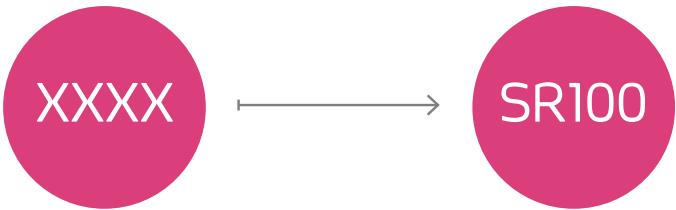
#### Step 1

From the template resource, select the highlight circle whose type size and number of lines best suits the amount of copy you'll be inserting.



#### Step 2

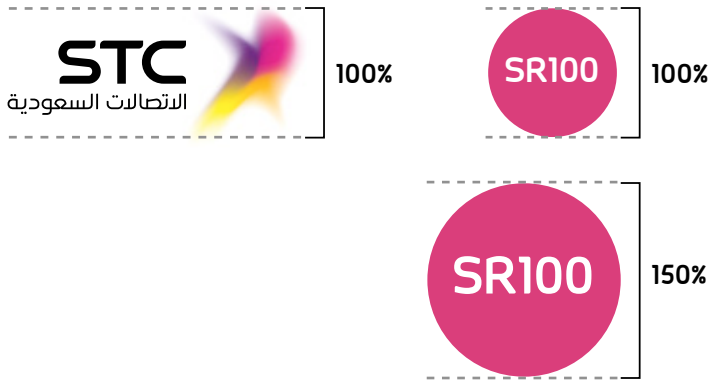
Insert the copy that you wish to highlight.



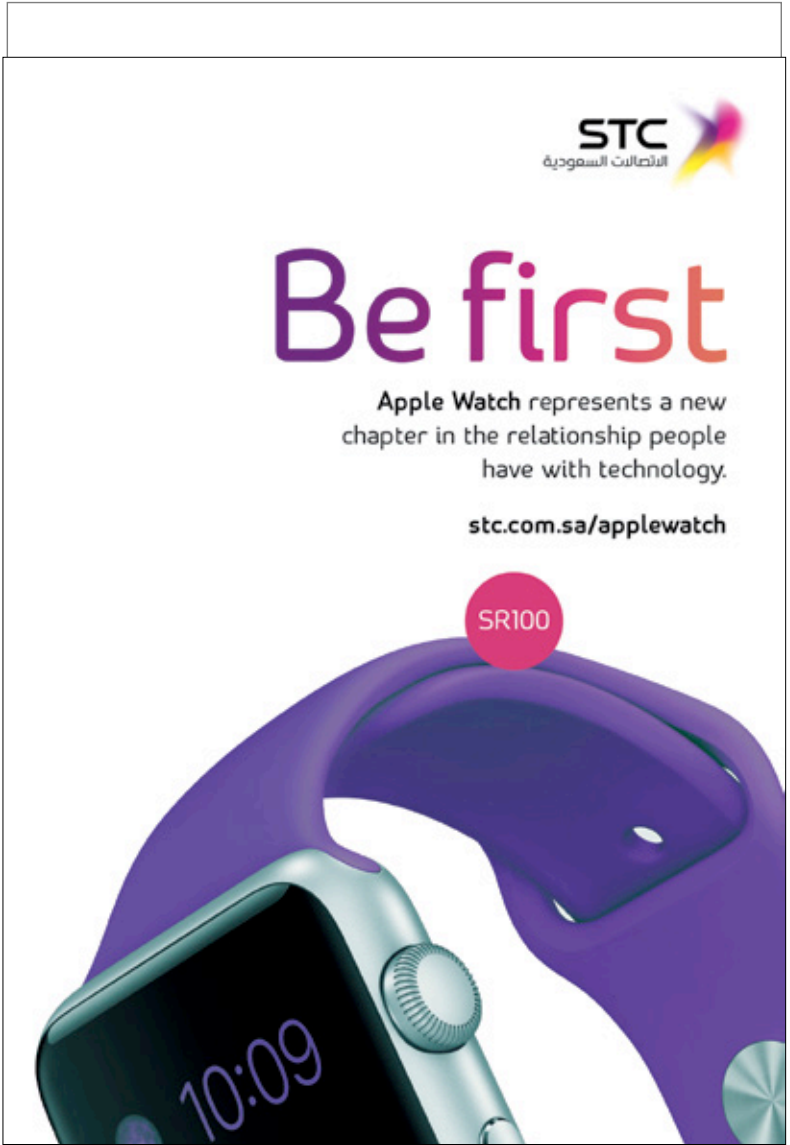
All copy should be written in STC Regular, not STC Bold.

#### Step 3

Scale the highlight circle to match the height of the logotype.



In exceptional circumstances (see paragraph left) the highlight circle may be 150% of the logo height.



# EXCLUSIVE TAB

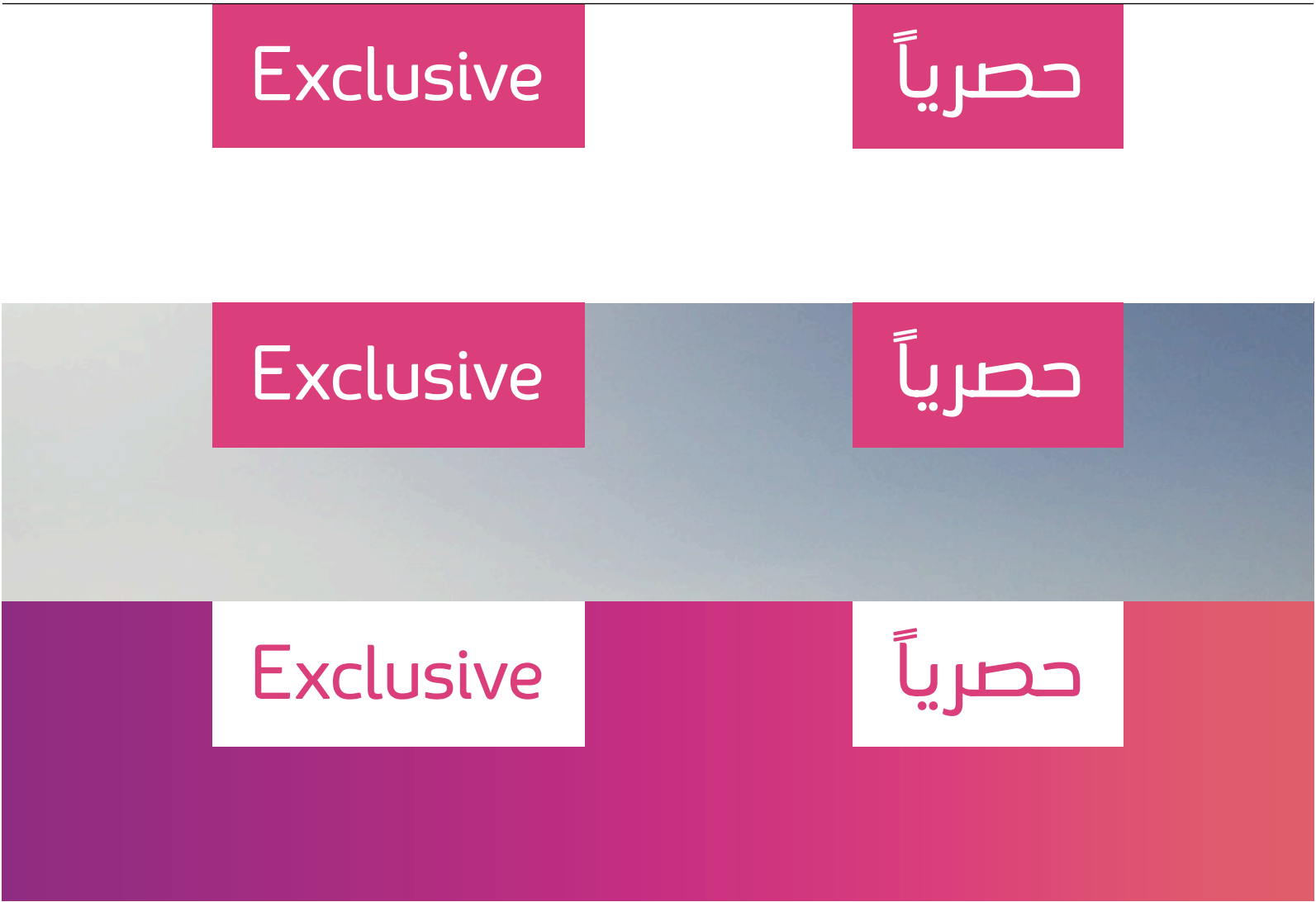
## ROLE & COLOR

The Exclusive Tab is used to denote that the content or offer within an advertisement is exclusive to STC.

It can be appear in magenta or white depending on the background. Make sure it has good contrast against the background so it stands out.

Only one Exclusive Tab can be used per visual.

Exclusive Tabs



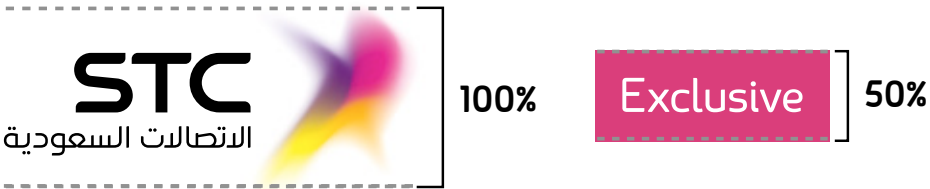
Magenta exclusive tab on white backgrounds.

Magenta exclusive tab on light colored photographic backgrounds

White exclusive tab on gradient backgrounds

# EXCLUSIVE TAB SIZE & PLACEMENT

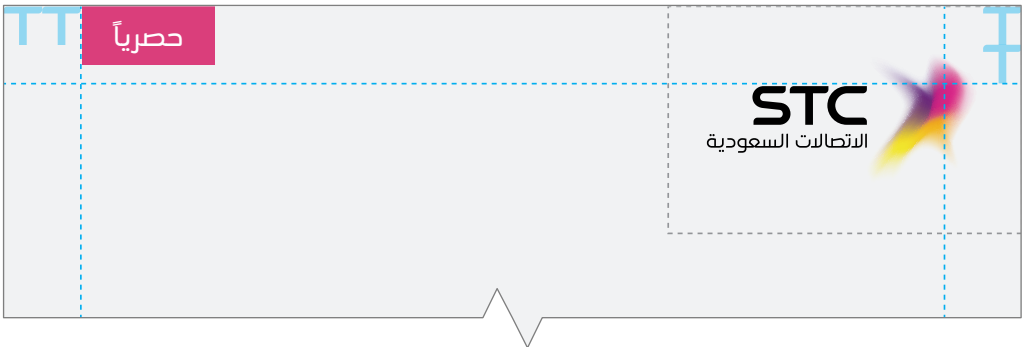
The Exclusive Tab should be 50% of the height of the STC logo.



It is placed on the top left corner leaving a distance of T as shown.

On some unusual and extreme formats (e.g. bridges) we may need to reformat the exclusive tab for it to work. If in doubt, contact the STC Brand Team.

Magenta tab on a white or light colored background



White tab on a gradient or colored background



Unusual or extreme formats may require custom solution e.g. bridge shown below



HIGHLIGHT CIRCLE & EXCLUSIVE TAB  
MISUSE



The Highlight Circle should appear in white on the gradient.

The Highlighting Circle should touch the product.



Do not place the Exclusive Tab on the right of the ad.

---

# 10.0 Tables

# TABLES

## WHITE BACKGROUND

We keep our tables simple, with minimal coloring.

The rounded corners to the tables compliment our logotype and typography.

Content is left aligned in English tables and right aligned in Arabic.

Text should always be in STC Regular font.

### SOME DESIGN TIPS:

- Keylines are black and should be 0.75pt
- Titles to rows and columns should be in purple
- Magenta can be used to highlight key data (but don't overuse it!)
- Use plenty of white space. Don't make the columns and rows too tight
- Always think of the end user - make sure they'll understand it quickly (Test it with colleagues if necessary)

Tables on a white background

		Price	Free minutes to KSA	Free local minutes	Receiving SMS	Free outgoing SMS	Free incoming minutes
GCC	Weekly	SR 129	30	30	Free	30	30
	Monthly	SR 159	50	50	Free	50	50
Rest of the world	Weekly	SR 199	30	30	Free	30	30
	Monthly	SR 329	50	50	Free	50	50

International minutes	50	100	200
Price	SR 59	SR 110	SR 198

# TABLES

## NON WHITE BACKGROUND

We use spaces, instead of keylines between the rows and columns on gradient and photographic backgrounds.

Tables are white and should have a transparency between 20% and 50% for gradient backgrounds, and a transparency between 50% and 80% for photographic backgrounds.

We only use STC Regular font for the text. Always check the legibility of the data.

### SOME DESIGN TIPS:

- Space between the rows and columns is equal to 1.5pt keyline
- Magenta can be used to highlight key columns and data.
- On complex photographic backgrounds use 80% transparency so the white is strong and the data is clear.

Tables on a gradient background

		Price	Free minutes to KSA	Free local minutes	Receiving SMS	Free outgoing SMS	Free incoming minutes
GCC	Weekly	SR 129	30	30	Free	30	30
	Monthly	SR 159	50	50	Free	50	50
Rest of the world	Weekly	SR 199	30	30	Free	30	30
	Monthly	SR 329	50	50	Free	50	50

Tables on a photographic background

		Price	Free minutes to KSA	Free local minutes	Receiving SMS	Free outgoing SMS	Free incoming minutes
GCC	Weekly	SR 129	30	30	Free	30	30
	Monthly	SR 159	50	50	Free	50	50
Rest of the world	Weekly	SR 199	30	30	Free	30	30
	Monthly	SR 329	50	50	Free	50	50



White background

# Roam more

Save up to 85% on roaming charges while travelling.

		Price	Free minutes to KSA	Free local minutes	Receiving SMS	Free outgoing SMS	Free incoming minutes
GCC	Weekly	SR 129	30	30	Free	30	30
	Monthly	SR 199	50	50	Free	50	50
Rest of the world	Weekly	SR 199	30	30	Free	30	30
	Monthly	SR 329	50	50	Free	50	50

stc.com.sa/roaming



Gradient background

# Be social


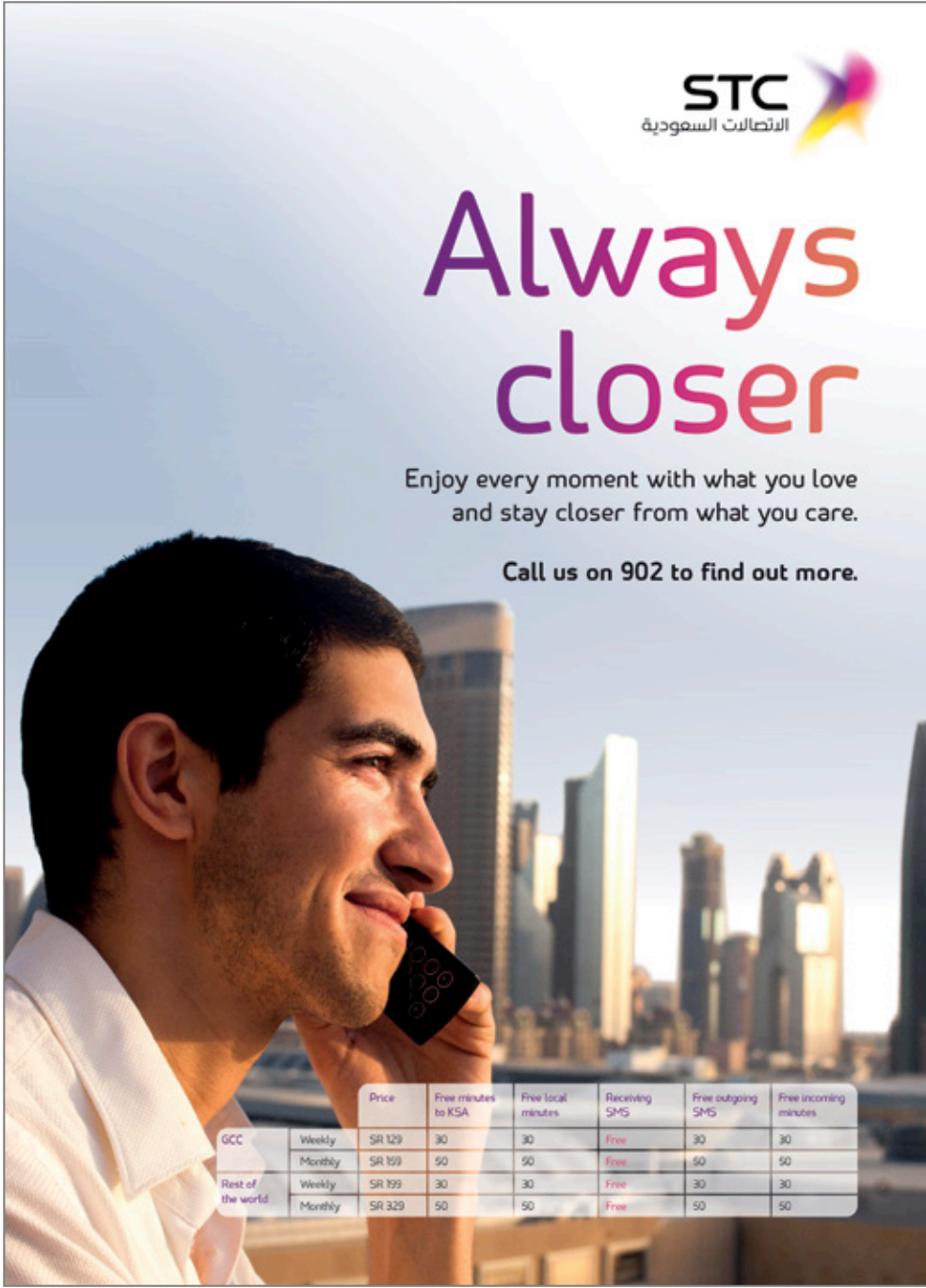
New Samsung Galaxy S5 A5 designed for social networking.

		Price	Free minutes to KSA	Free local minutes	Receiving SMS	Free outgoing SMS	Free incoming minutes
GCC	Weekly	SR 129	30	30	Free	30	30
	Monthly	SR 199	50	50	Free	50	50
Rest of the world	Weekly	SR 199	30	30	Free	30	30
	Monthly	SR 329	50	50	Free	50	50

stc.com.sa/galaxy5



Photographic background



# Always closer

Enjoy every moment with what you love and stay closer from what you care.

Call us on 902 to find out more.

		Price	Free minutes to KSA	Free local minutes	Receiving SMS	Free outgoing SMS	Free incoming minutes
GCC	Weekly	SR 129	30	30	Free	30	30
	Monthly	SR 199	50	50	Free	50	50
Rest of the world	Weekly	SR 199	30	30	Free	30	30
	Monthly	SR 329	50	50	Free	50	50

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# 11.0 QR Codes & Social Media Icons

# QR CODES & SOCIAL MEDIA ICONS

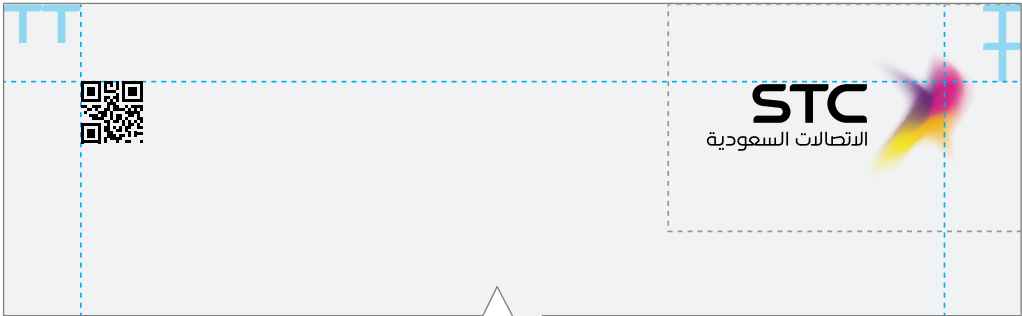
## QR CODES

QR codes should be 50% of the height of the STC logo and aligned horizontally as shown here.

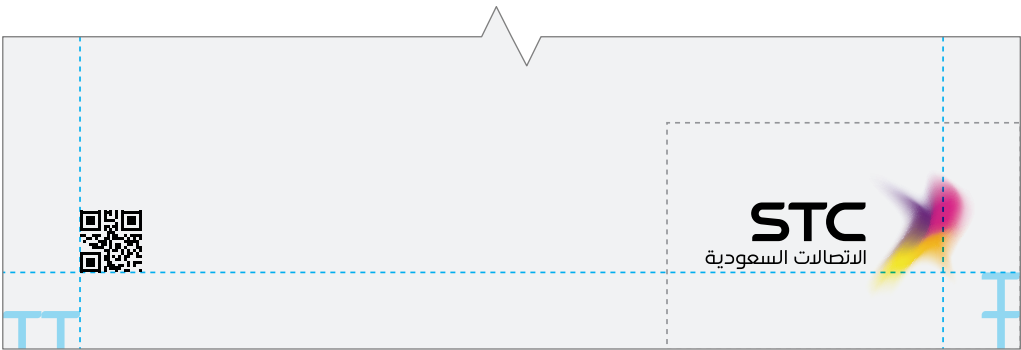


QR codes can appear in black or white.

QR Code and STC logo on the top



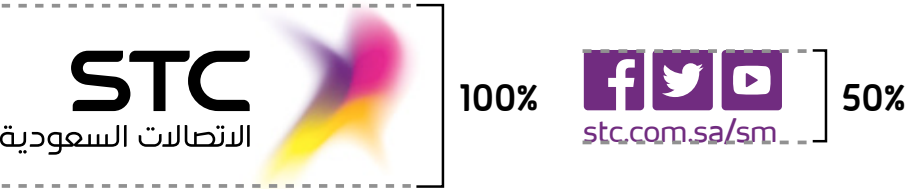
QR Code and STC logo at the bottom



# QR CODES & SOCIAL MEDIA ICONS

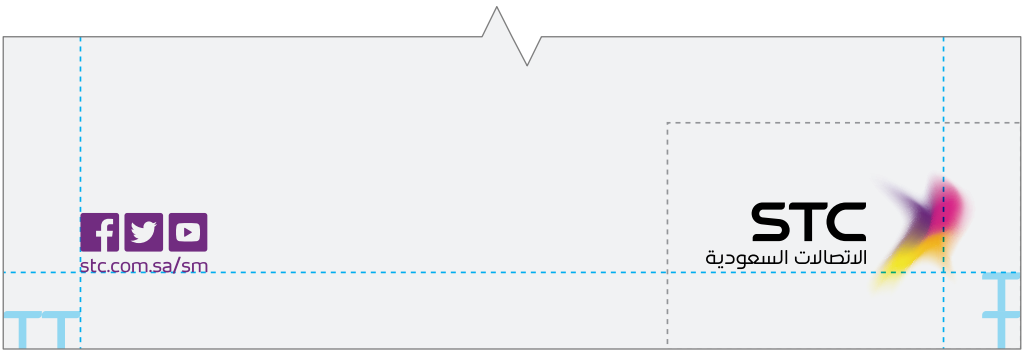
## SOCIAL MEDIA ICONS

We place social media icons on the bottom of the ad aligned with the frame or right after the CTA.

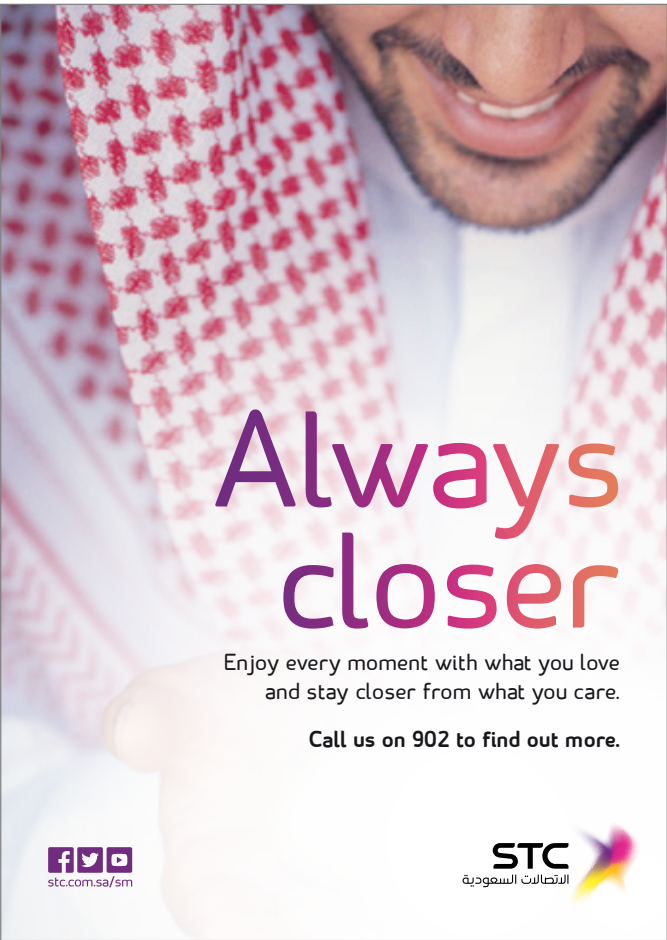
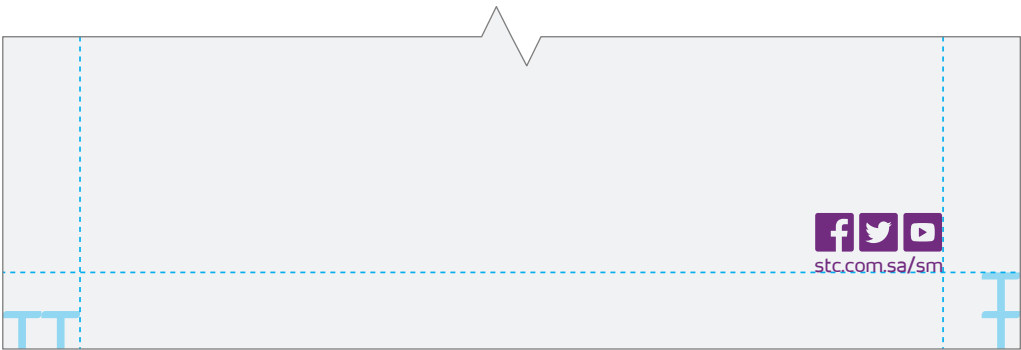


They should be 50% of the height of the STC logo.

Logos at the bottom with STC logo



Logos at the bottom when STC logo is at the top



---

# 12.0 The Frame

# THE FRAME

## INTRO & STANDARD FORMATS

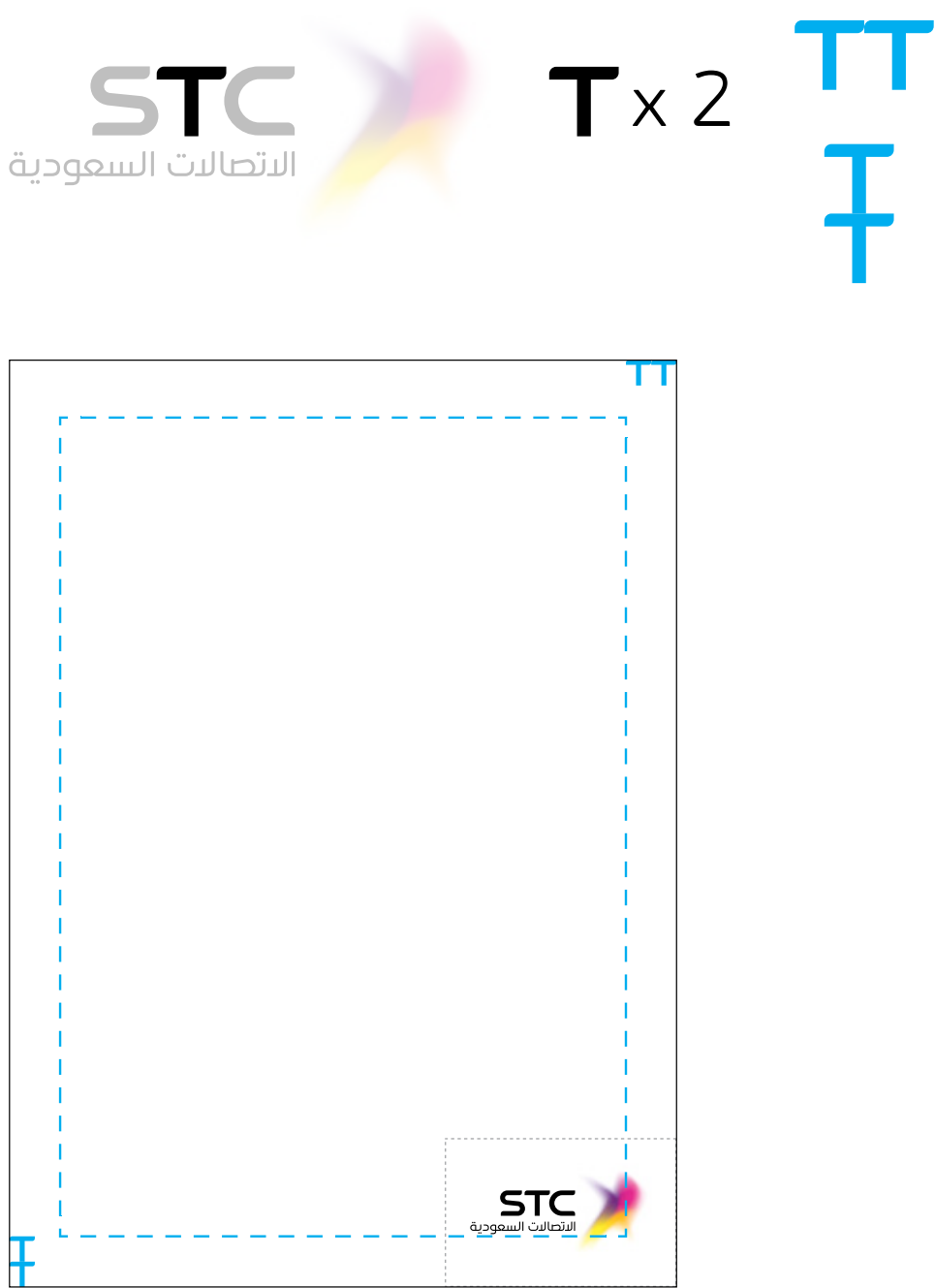
The frame helps us when we build an STC ad. It helps us position all the elements consistently.

Start by applying the logo to your ad – See sections 1.4 and 18.0 of this guide for sizes.

Where space allows, we use the standard format for the frame, which is Tx2 (T is from STC logo) around the edge of the ad.

All text content should fit within the frame.

### Frame for standard formats



### Examples (Press ad and Megacom)



# THE FRAME

## RESTRICTED SPACE FORMATS

For some extreme print and online formats, where space is restricted, we adjust the formula to make the area around the frame smaller. It can be 1xT or 0.5T (T is from STC logo).

### Frame options for restricted space formats



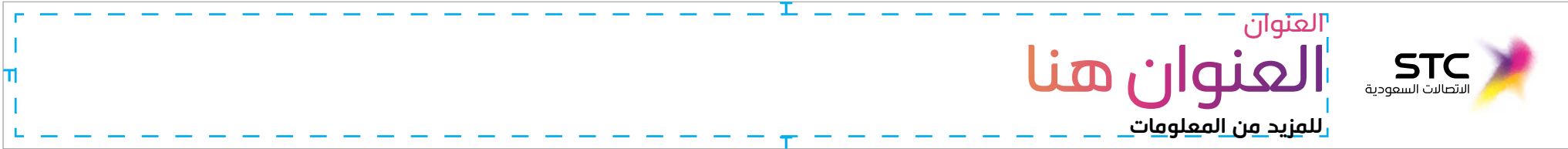
1 x T T

.5 x T T

Example of 1xT frame on lamppost ad and online ad (220x55px)



Example of 0.5xT frame on extreme format strip ad (320x30mm)



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# 13.0 Brochures

# BROCHURES

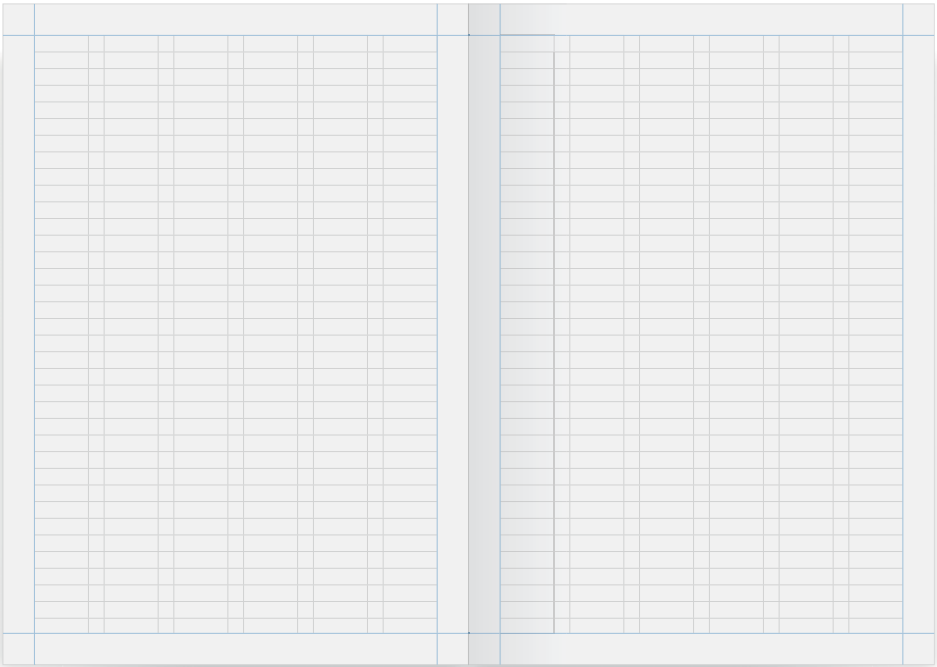
## GRID

Always use a grid. It makes layouts structured, ordered and helps our customers easily navigate through the content.

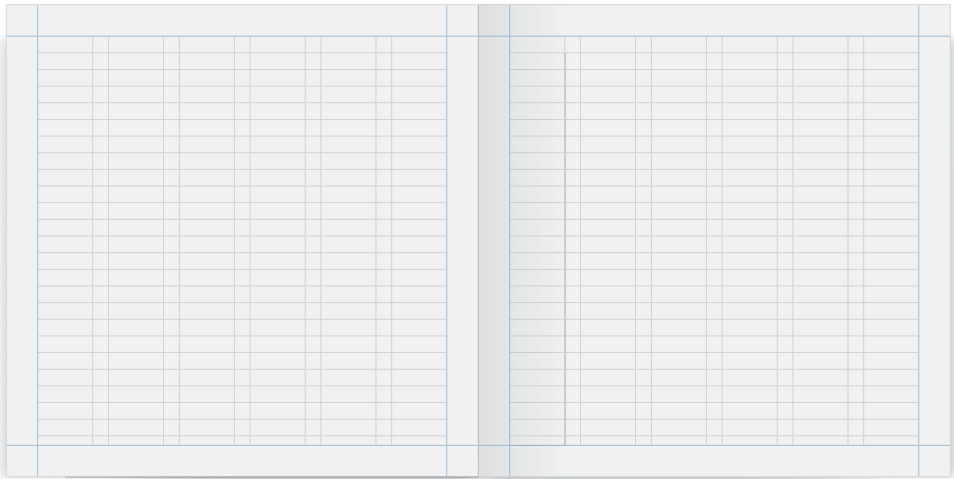
We use a six column grid. This gives us consistency across all our formats.

### Six column grid

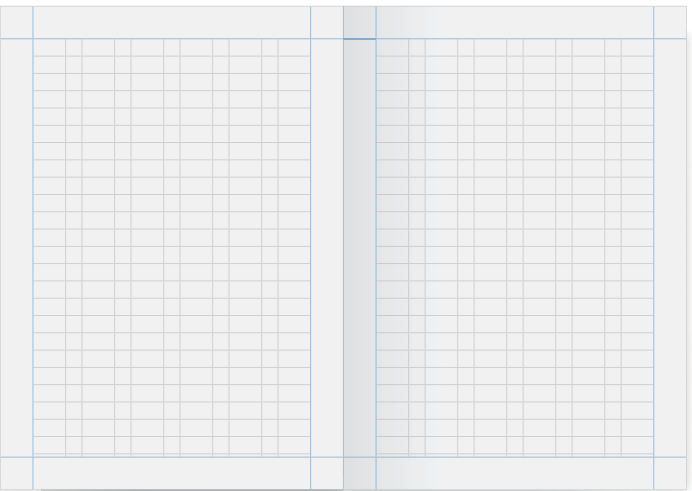
---



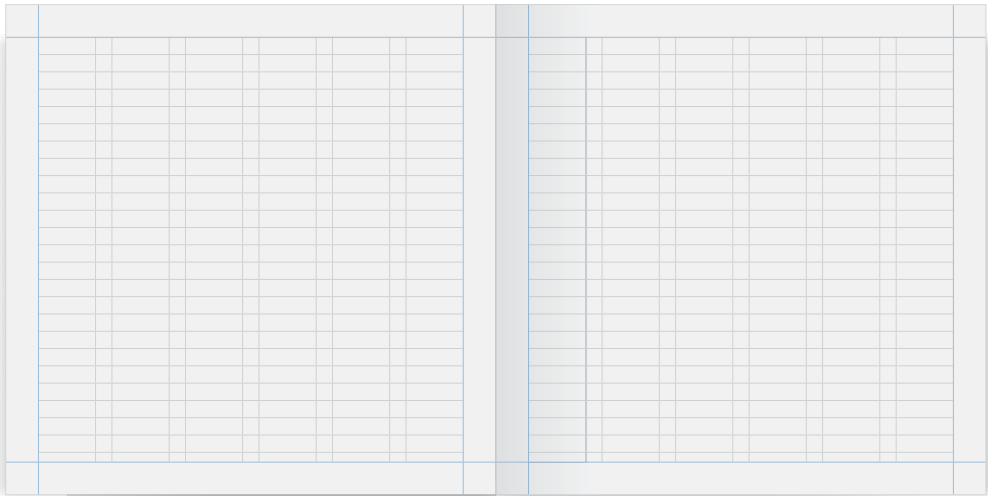
A4



DL



A5



A5 Square

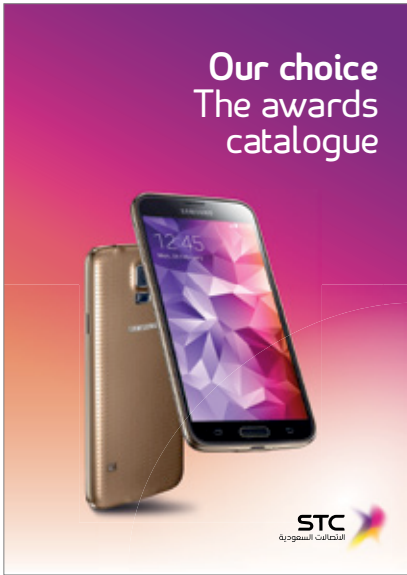
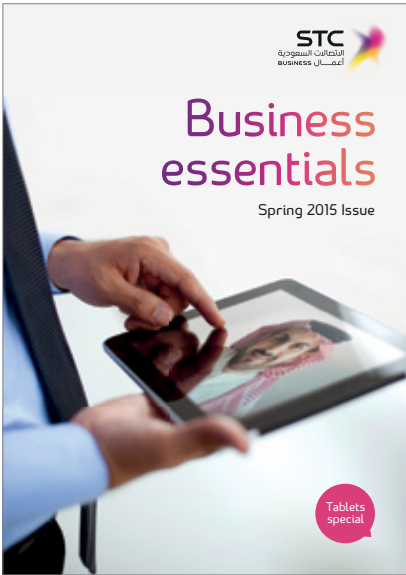
# BROCHURES

## COVERS & BACK COVERS

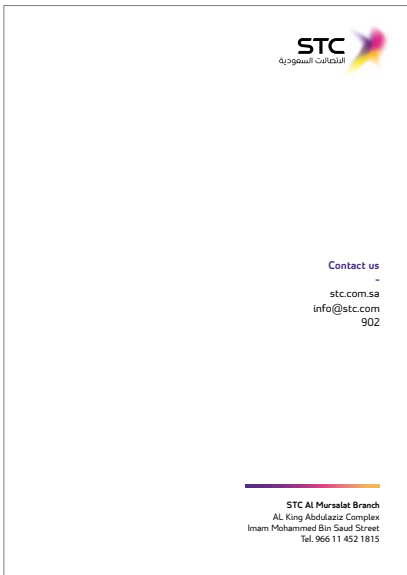
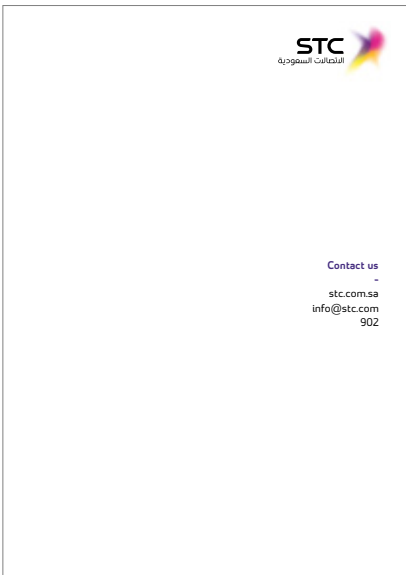
Be creative and use the brand elements in different ways on our brochure covers.

We have four recommended back covers for our brochures.

### Brochure cover examples



### Brochure back cover examples



Gradient + contact info

Gradient + contact info  
+ distributor info

White with logo + contact info

White with logo + distributor info

# BROCHURES

## LAYOUT EXAMPLES – DL

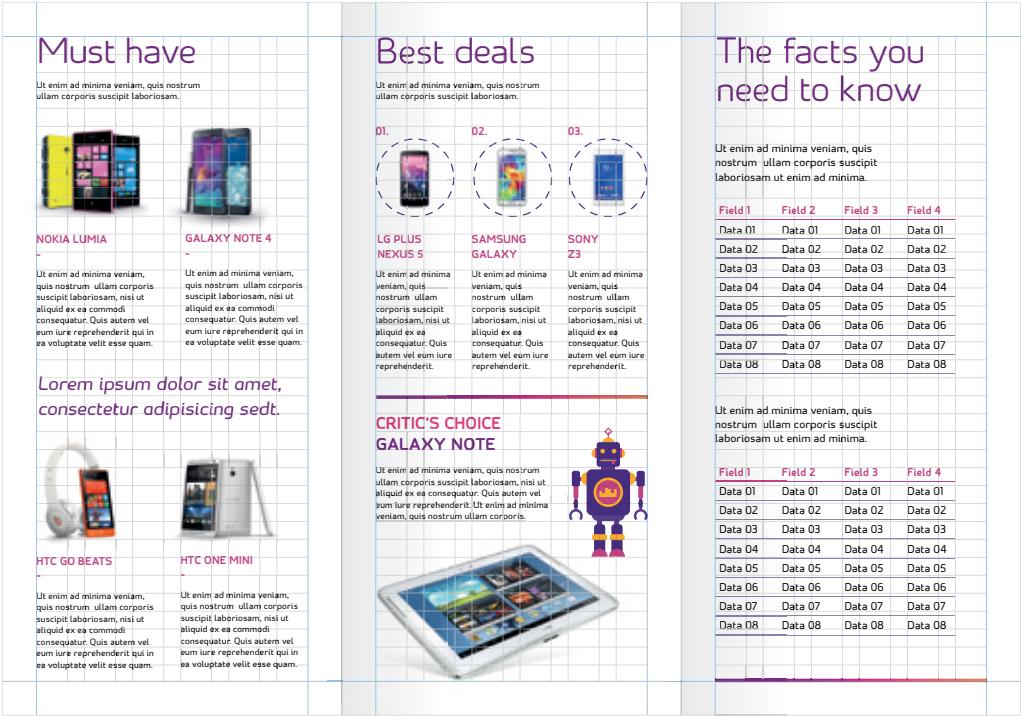
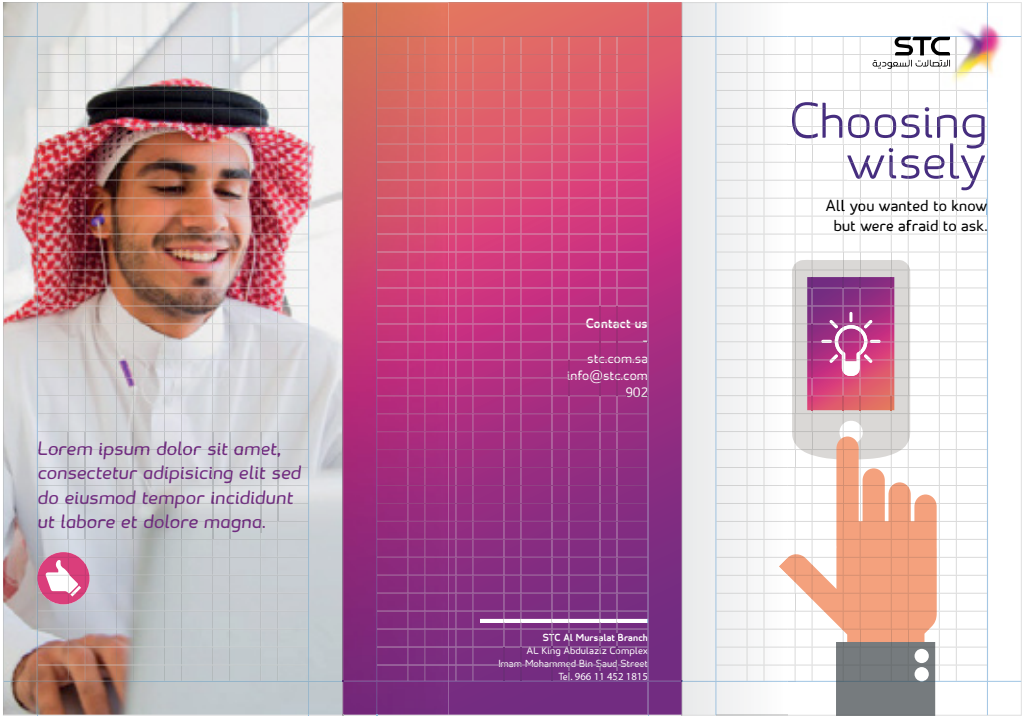
13.4

Using the grid system we can apply imagery in many different ways: full-bleed double spread, single page, half page, etc.

With the help of the grid we apply the rest of the elements: Texts, illustrations, icons, etc. Use different weights, colors and/ or type sizes to create a clear and logical hierarchy of the information.

Be creative and use the brand elements in different ways on our brochure covers.

We have four recommended back covers for our brochures.



### Covers



### Back covers




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# 14.0 Tone of voice

See pages 8 & 9 for the introduction and guiding principles to our tone of voice



Benefits, not features	Write single-minded, benefit-driven headlines.	✗	Speeds from 10 to 200Mbps with Jood 2	✓ Jood 2 Buffer-free Movies
Anticipate the negative	Find the flaws in your argument that would drive your customer to say “no”.	✗	Invision 320SR per Month	✓ Invision Less than 11SR a day
Leave nothing to chance	Clearly tell your customer what you want them to do.	✓	Call us now Our experts are ready to answer your questions.	
Steer clear of superlatives	Overusing superlatives makes us sound insincere and lacking in confidence.	✗	Our Jood 1 Package is an amazing new pricing innovation.	✓ Jood 1 is our entry-level package
Be structured	Big blocks of text are off-putting. Divide your work into manageable paragraphs and try to aim for only one idea per sentence.	✗	Tasty Treats. Get discounts at over 500 restaurants by using your Qitaf points.	✓ Qitaf Tasty Treats  We believe loyalty should be rewarded, so our customers get discounts at over 500 restaurants.  stc.com.sa/qitaf

Get to the point faster	<p>Long-winded, repetitious copy makes our brand seem complicated and unsure of itself.</p>	<div>✗</div> <p>STC Business now offers customers 500 free minutes.</p> <p>Get 500 free minutes when you sign up for one of STC Business's new business packages.</p> <p>To sign up, please visit <a href="http://stc.com.sa/business">stc.com.sa/business</a></p>	<div>✓</div> <p>STC Business</p> <p>Do more. Talk more.</p> <p>Our new packages offer you <b>500 Free Minutes</b>.</p> <p>Sign up at <a href="http://stc.com.sa/business">stc.com.sa/business</a></p>
Speak in the first person	<p>Speaking in the first person makes us warmer and gets us closer to our customers.</p>	<div>✗</div> <p>Sawa Ziyara</p> <p>The best prepaid line from Saudi Telecom Company.</p>	<div>✓</div> <p>Sawa Ziyara</p> <p>Our best prepaid line.</p>
Spelling and grammar	<p>Proper spelling and grammar make us look good and help us gain our customers' trust.</p>	<div>✗</div> <p>STC provides better network, wider coverage to the customers.</p>	<div>✓</div> <p>We provide you with a better network and wider coverage.</p>
Warm up. Get closer	<p>Add a human element to your copy. Avoid being too technical.</p>	<div>✗</div> <p>Telecommunication Service Invoice</p>	<div>✓</div> <p>Your phone bill</p>
Use American spelling	<p>We use "US English". Avoid "UK English".</p>	<div>✗</div> <p>Colour your world</p> <p>Customise your iPhone with a range of colourful cases</p>	<div>✓</div> <p>Color your world</p> <p>Customize your iPhone with a range of colorful cases</p>

# TONE OF VOICE CHECKLIST

## 14.3

Use this checklist to make sure you're copy is right for our brand.

1. Is the benefit clear?
2. Is the headline as short as it can be?
3. Is the product or service clearly mentioned in the copy?
4. Is there a clear call to action?
5. Does the tone match at least two of these personality principles: intelligent, open, bold or straightforward?
6. Does the ad help us get closer to our audience?

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# 15.0 Creating a print ad

# CREATING A PRINT AD

## COMMUNICATION STYLES

15.1

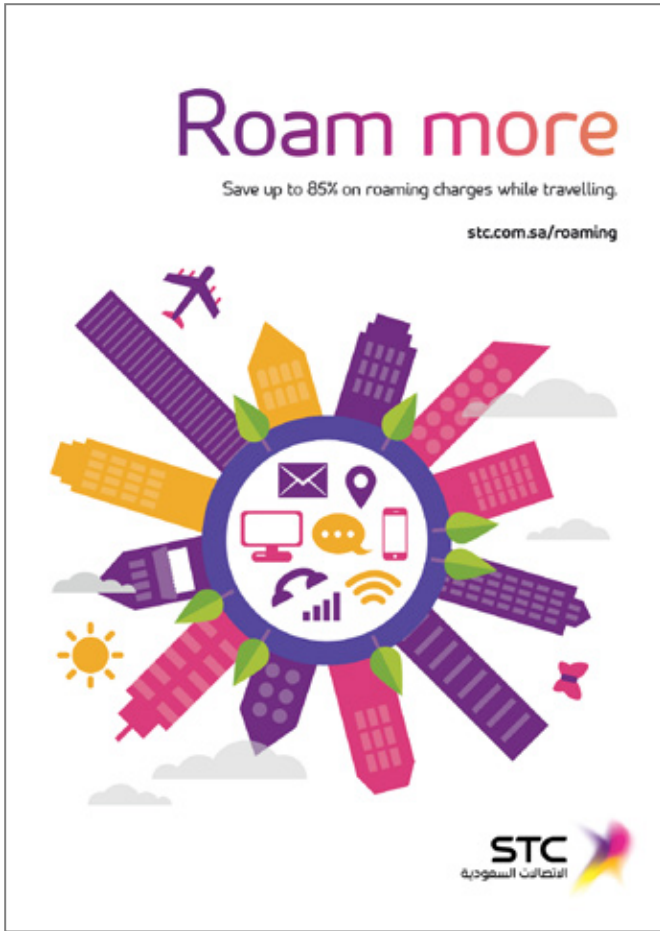
Our print ads can be classified in three categories.

In the next pages we will show you how to create them and what elements you need to consider.

### 1. Gradient background



### 3. White background



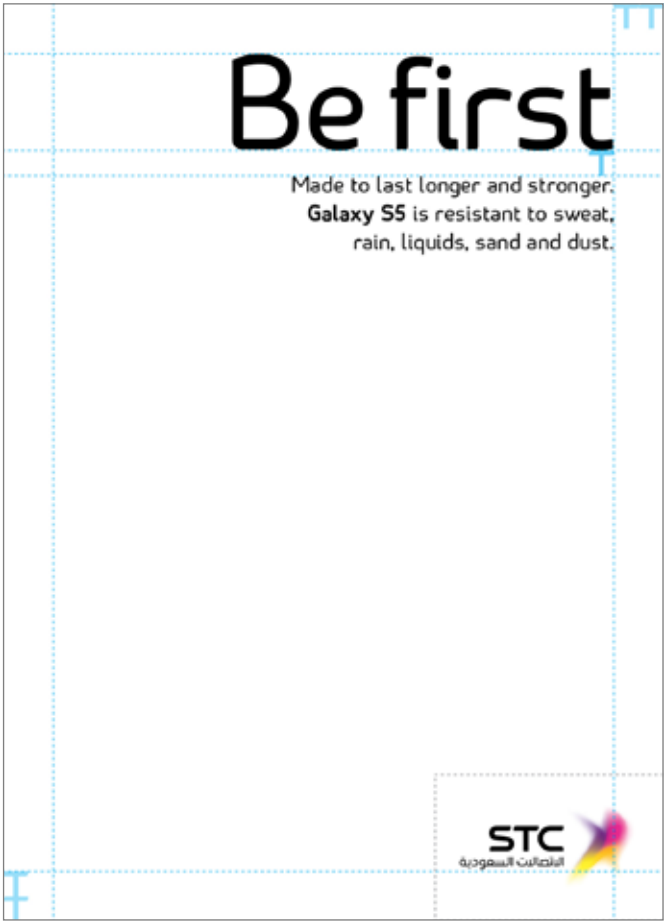
# CREATING A PRINT AD

## BODY COPY

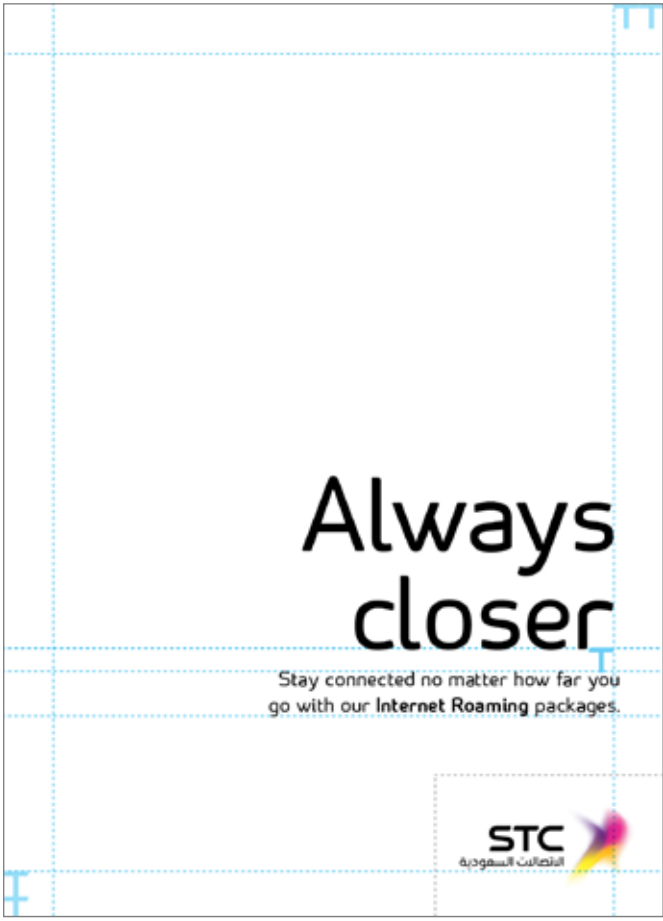
15.6

- Establish ad size
- Apply the logo
- Create the frame
- Write a Headline
- Write the Body Copy

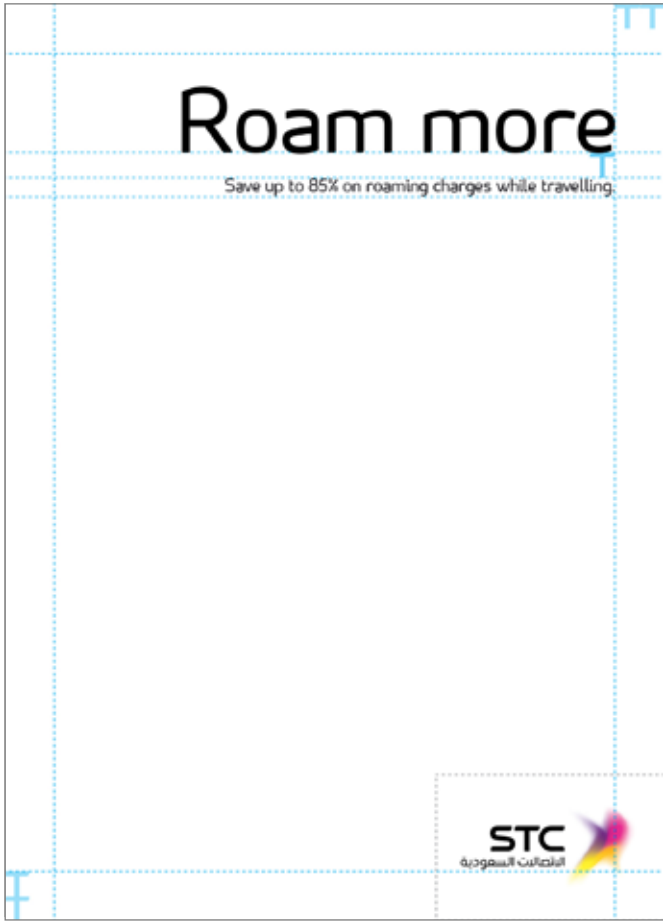
1. Gradient background



2. Photographic background



3. White background



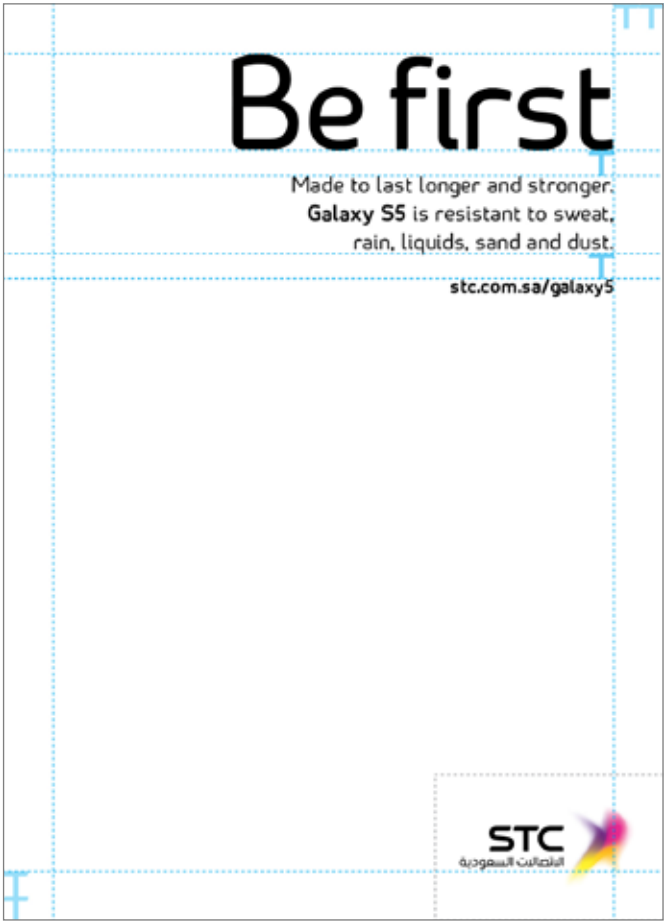
# CREATING A PRINT AD

## CTA

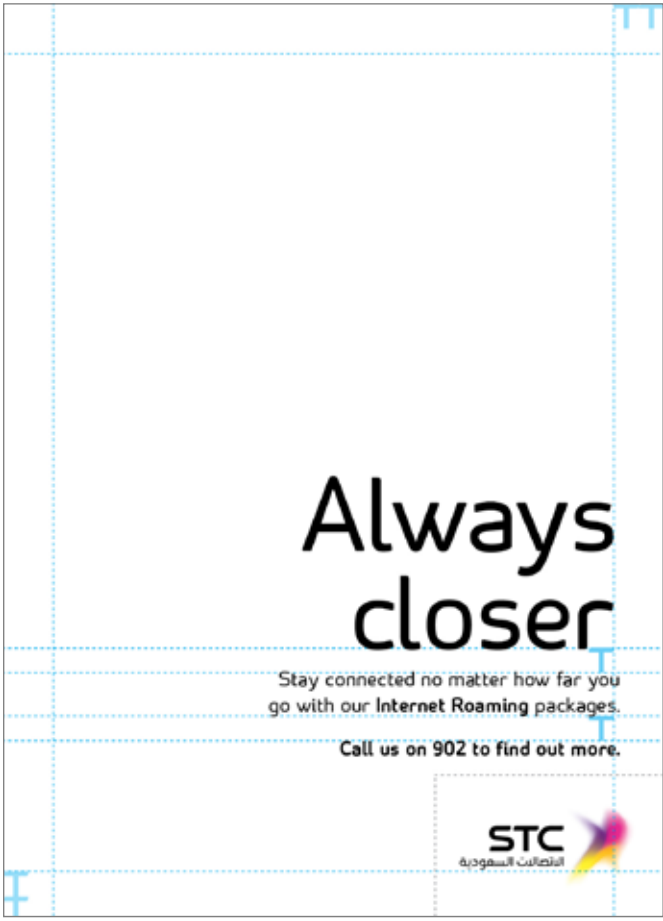
15.7

- Establish ad size
- Apply the logo
- Create the frame
- Write a Headline
- Write the Body Copy
- Include a CTA

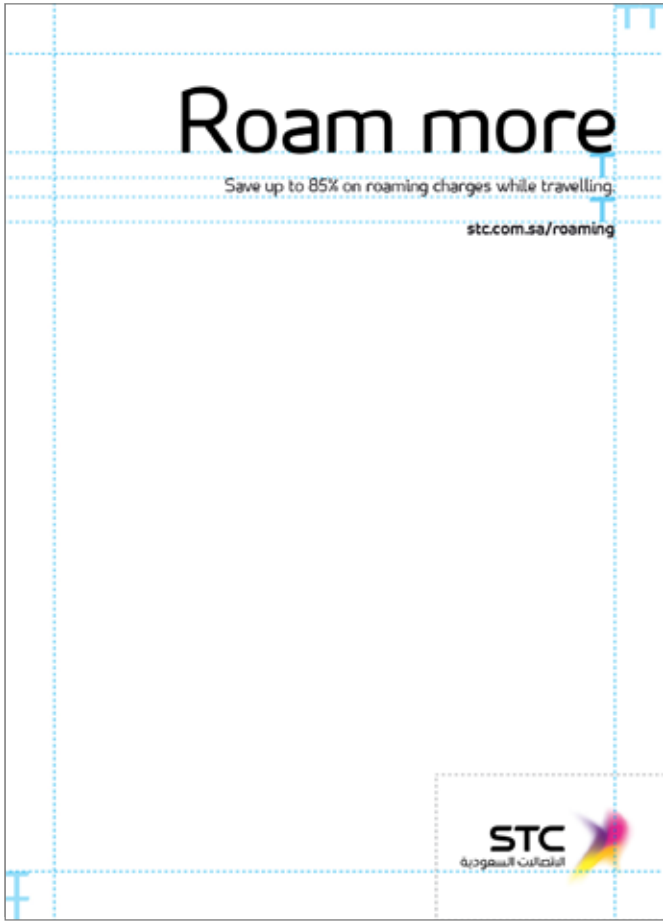
1. Gradient background



2. Photographic background



3. White background



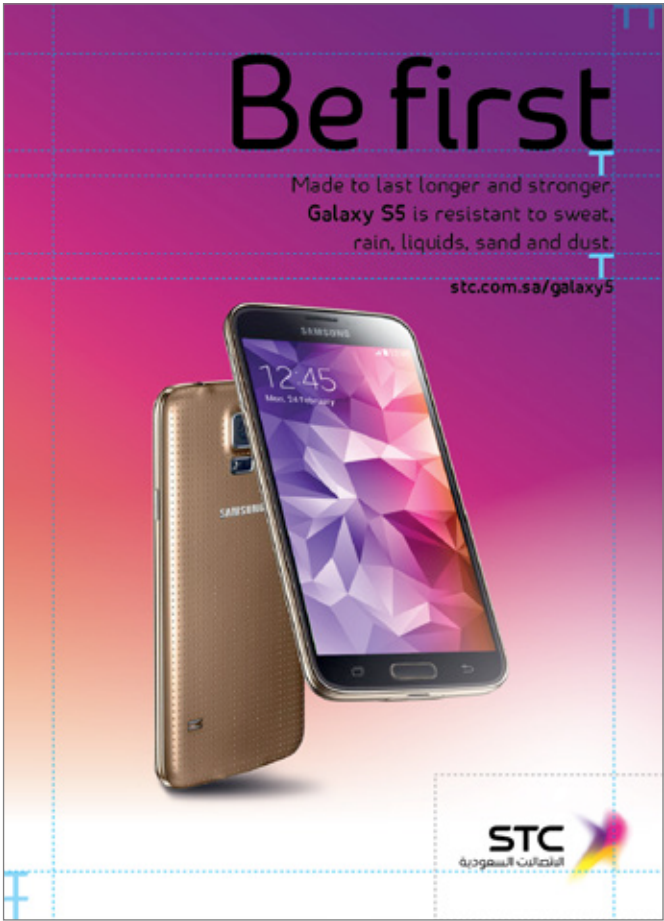
# CREATING A PRINT AD

## WHITE MESH

15.9

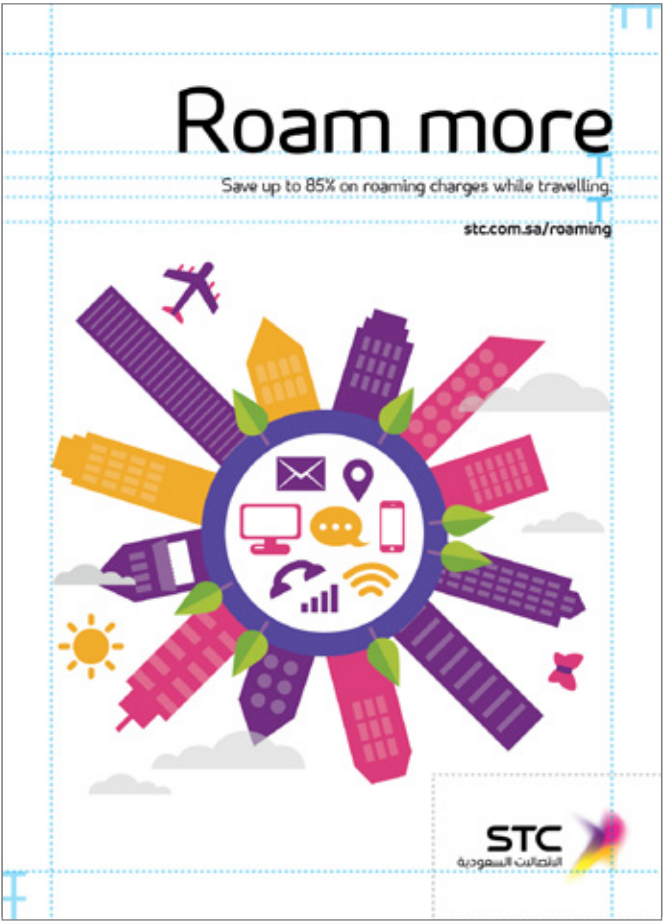
- Establish ad size
- Apply the logo
- Create the frame
- Write a Headline
- Write the Body Copy
- Include a CTA
- Include a visual
- Insert the white mesh

1. Gradient background



2. Photographic background

3. White background



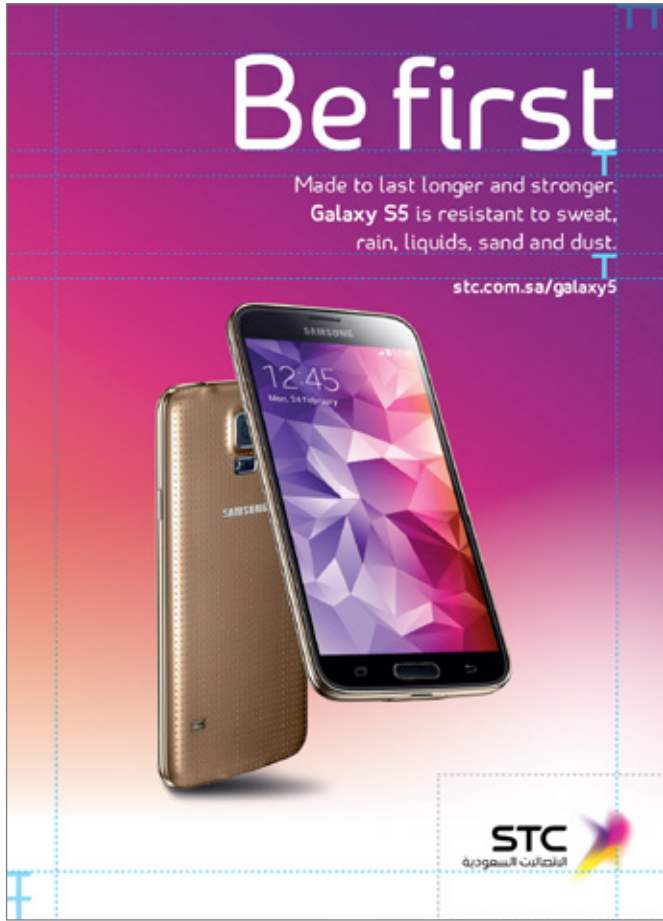
# CREATING A PRINT AD

## COLOR IN TYPE

15.10

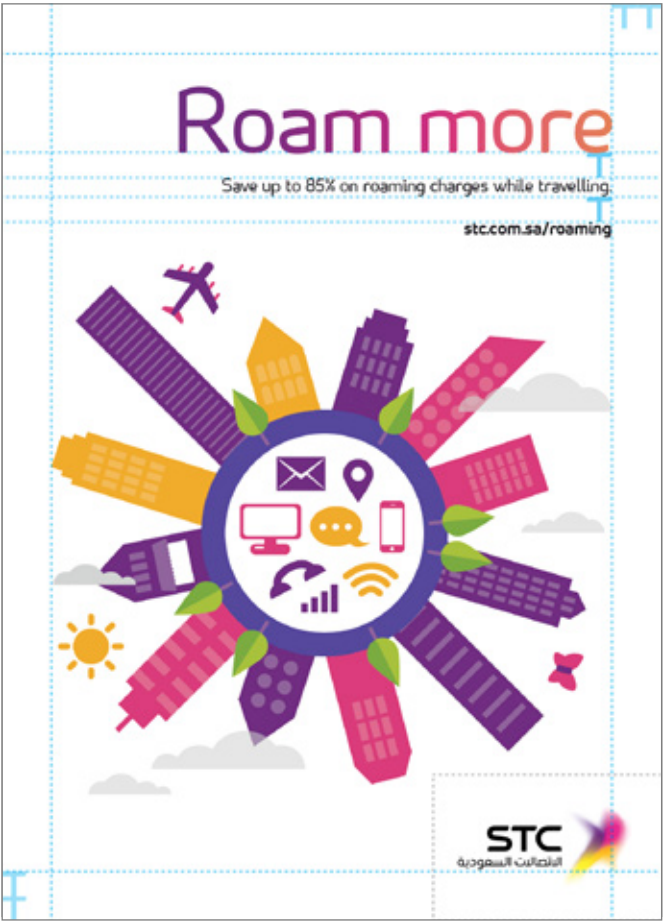
- Establish ad size
- Apply the logo
- Create the frame
- Write a Headline
- Write the Body Copy
- Include a CTA
- Include a visual
- Insert the white mesh
- Adjust color in type

1. Gradient background



2. Photographic background

3. White background

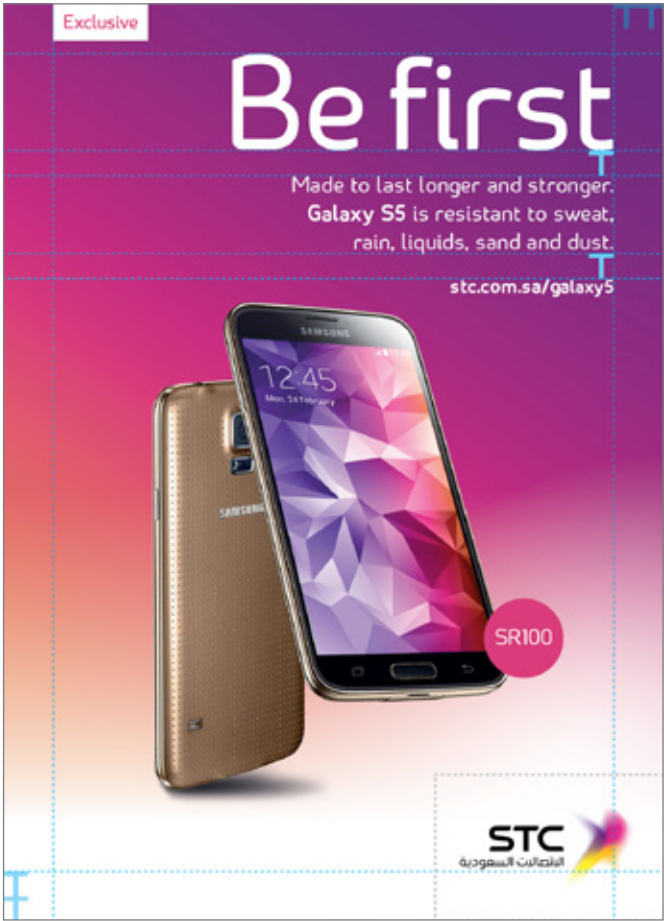


# CREATING A PRINT AD HIGHLIGHTS

15.11

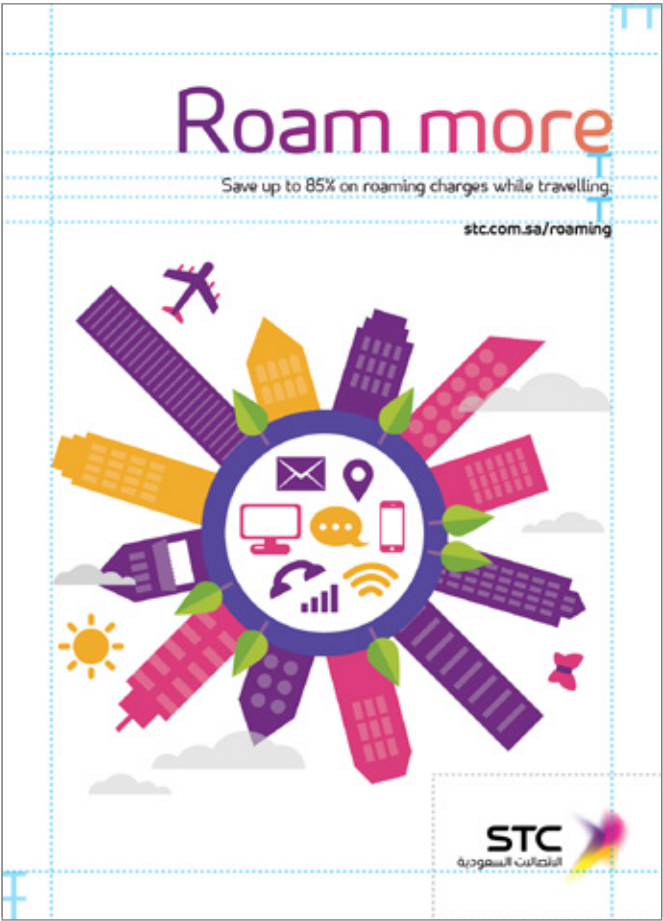
- Establish ad size
- Apply the logo
- Create the frame
- Write a Headline
- Write the Body Copy
- Include a CTA
- Include a visual
- Insert the white mesh
- Adjust color in type
- Create highlights

1. Gradient background



2. Photographic background

3. White background



# CREATING A PRINT AD

## PARTNER LOGOS

15.12

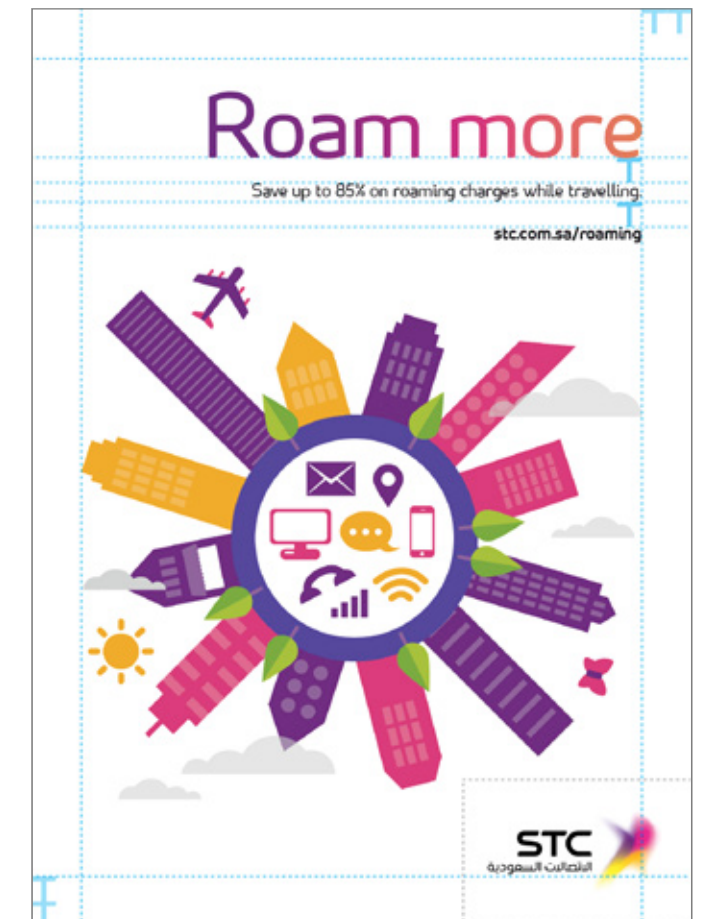
Establish ad size  
Apply the logo  
Create the frame  
Write a Headline  
Write the Body Copy  
Include a CTA  
Include a visual  
Insert the white mesh  
Adjust color in type  
Create highlights  
Apply additional logos

1. Gradient background



2. Photographic background

3. White background



# CREATING A PRINT AD SUMMARY

15.13

That's it, your ad is ready!  
Avoid using too many  
elements, try to keep it  
simple with short texts  
and nice visuals.

## 1. Gradient background



## 2. Photographic background

## 3. White background



# CREATING A PRINT AD

## CHECKLIST FOR OUTDOOR ADS

15.14

Our outdoor ads are a great channel for getting our messages out and raising the profile of the brand.

It's important we get it right. Follow our checklist to make the most of this media.

Remember: For outdoor media we recommend that the logo is placed in the top corner for optimum visibility.

1. One single benefit-led idea and message (it must fit with the brand positioning and attributes)
2. An engaging and memorable visual
3. Clear and logical layout, keep text and messaging together
4. Short, impactful headline (use the largest type size possible)
5. Clean and clutter-free ad. Only include what you have to.
6. Check the contrast and legibility of text (can it be read quickly and from a distance)
7. Clear and direct call to action

**Extra:** Try to include human elements in the ads. We can include them through photography, our messaging (speaking the customer's language), an illustration, etc.

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# 16.0 Cobranding

# COBRANDING PRINCIPLES & SCENARIOS

16.1

In any given cobranding situation we need to be clear about the role we are playing, clear about our ambition and clear about how we signpost our level of involvement.

Our approach should help customers quickly understand benefits, build credibility and drive appeal. In this environment the competition for brand presence will be fierce. We don't want to confuse the customer with a cluttered or fragmented brand experience, however we also need to ensure that STC is not forced to sit in the background.

Who is leading the scenario determines the percentage of each brand's presence, as well as their visual and verbal involvement.

## 1. STC led scenario

STC communications that feature partner logos. It must be clear that STC is the leading the communication.

## 2. Partner led scenario

Partner brand takes the lead. STC appears with a logo and descriptor (optional) and positioned as a vital ingredient to the offer.



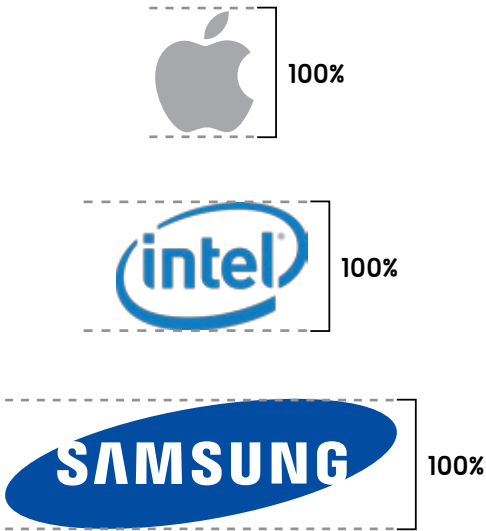
Single partner logo:

In STC led communications, the STC logo must always be bigger than any partner logo – about double the size. Follow the formula below to get the right size:

Step 1  
Measure the height of the STC logo



Step 2  
Make the partner logo the same height as the STC logo



Step 3  
Is the STC logo about double the size of partner logo? Reduce by further 30% or 50% if not

- ✓ This is the right size in relation to STC logo.
- ✗ This logo is too big next to the STC logo. Reduce by 30%.
- ✗ This logo is too big next to the STC logo. Reduce by 50%.

Step 4  
All logos appear about half the size of the STC logo



Multiple partner logos:

Should appear a bit smaller than a single partner logo – about 40% of the STC logo.

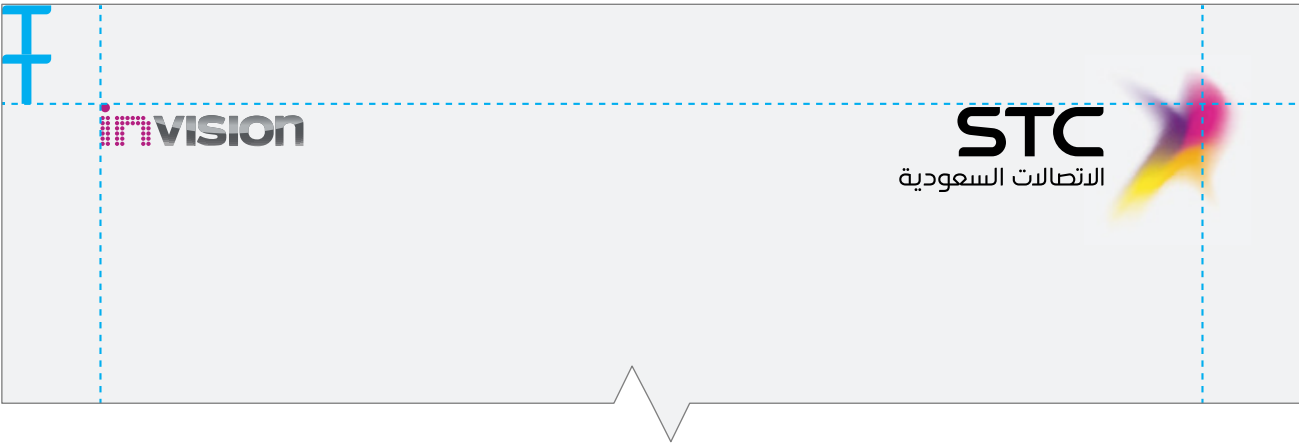
Multiple logos  
All logos appear about 40% the size of the STC logo



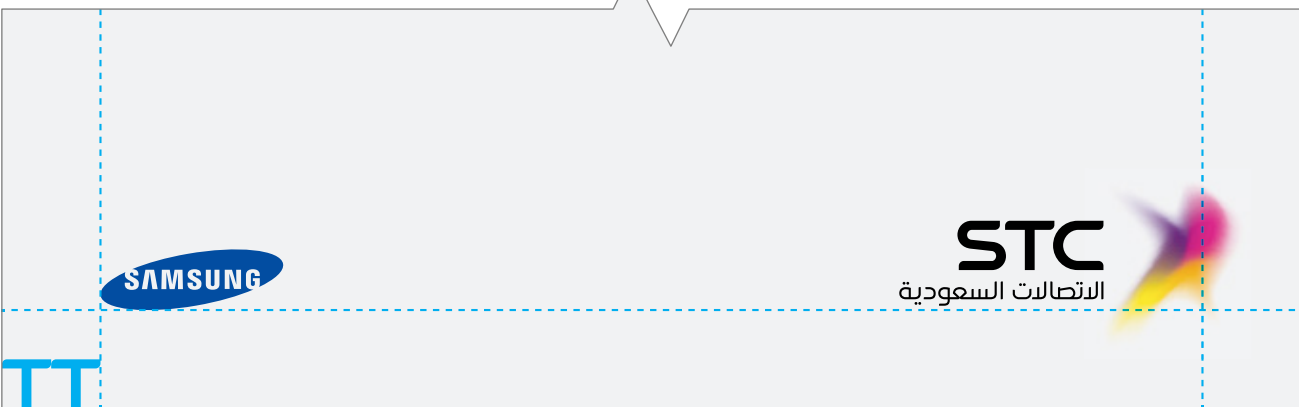
Single partner logo

Should be placed within the frame on the opposite side of the ad to the STC logo. If STC logo is on the bottom, the partner logo(s) must also be at the bottom. If STC logo is on top right, the partner logo(s) may appear in either bottom corner.

Partner logo on the top



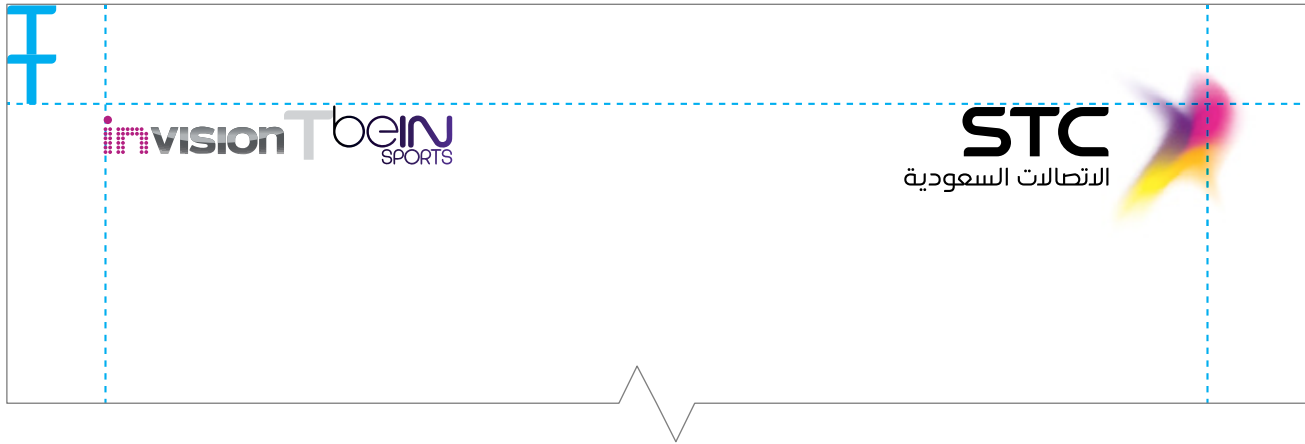
Partner logo at the bottom



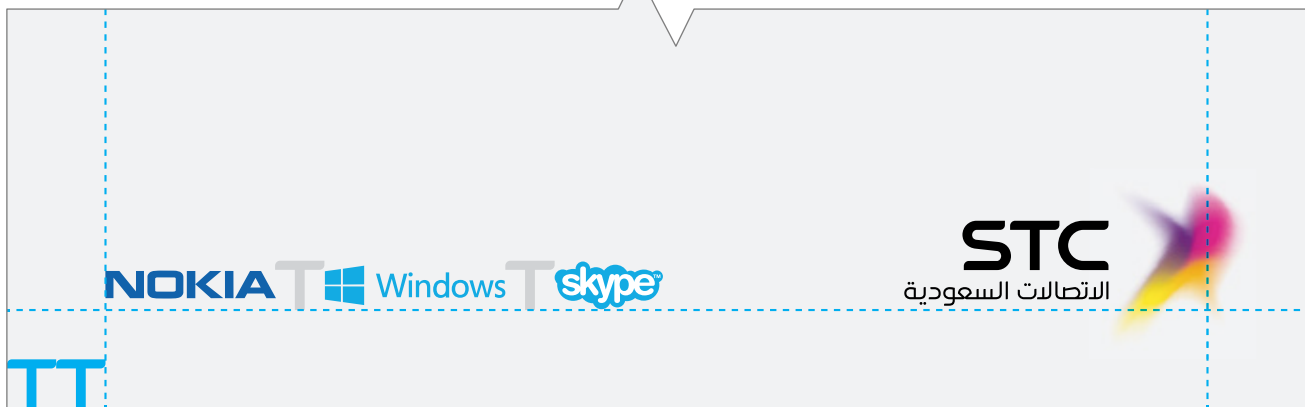
Multiple partner logos:

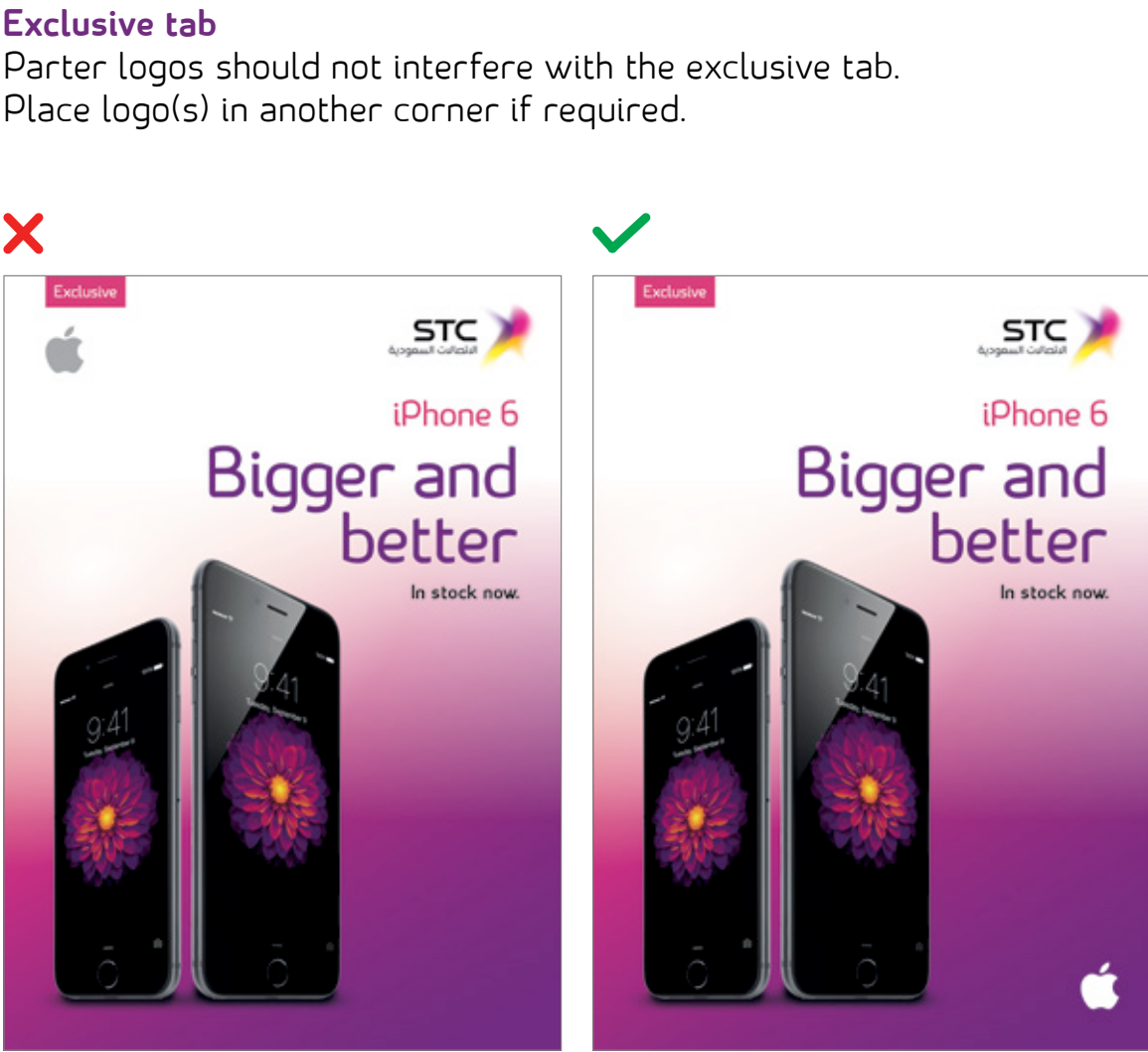
Same positioning rules as a single partner logo. They should be horizontally aligned. Include a 'T' from STC logo space between the logos.

Partner logos on the top



Partner logos at the bottom





# COBRANDING

## PARTNER LED SCENARIO

In those scenarios where we do not lead, STC appears with a logo and descriptor (optional).

We use the descriptor ‘Only with’ to communicate an exclusive benefit we are bringing to our customers.

### White backgrounds



Write the descriptor ‘Only with’ in Bold. The type size is T/2.

When the partner background is not white, we use a white box to house and protect the logo. Use white box artwork when required.

### Colored backgrounds



Only with



Write the descriptor ‘Only with’ in Bold. The type size is T/2.



Logo partner size is too prominent.



Partner logo is not clearly visible.



Do not use an STC key visual in a partner led communication.

---

# 17.0 Specification for Print ads

# SPECIFICATION TABLES

## PRINT ADS

A range of logo and type sizes are set for each one of our common print ad formats. This should be the starting point for any design.

We understand this may not be right for every possible scenario and should be adjusted to improve legibility, layout and impact. Aim for the best possible result every time. If in doubt check with the STC brand team.

● Type specs set at 10% of actual size

<b>A5 Booklet</b> 14.85 x 21 cms	<b>A5 Booklet</b> 21 x 14.85 cms	<b>A5 Flyer</b> 14.85 x 21 cms	● <b>Corrugated stand</b> 80 x 180 cms	<b>DL Flyer</b> 9.9 x 21 cms
Logo size - L / 3.5	Logo size - L / 3.5	Logo size - L / 3.5	Logo size - L / 4	Logo size - L / 4
Descriptor STC Regular 30 pt	Descriptor STC Regular 30 pt	Descriptor STC Regular 25 pt	Descriptor STC Regular 180 pt	Descriptor STC Regular 22 pt
Headline (1-2 lines) STC Regular 35 - 90 pt	Headline (1-2 lines) STC Regular 35 - 110 pt	Headline (1-2 lines) STC Regular 35 - 90 pt	Headline (1-2 lines) STC Regular 250 - 500 pt	Headline (1-2 lines) STC Regular 35 - 75 pt
Body copy (1-3 lines) STC Regular 14 pt	Body copy (1-3 lines) STC Regular 14 pt	Body copy (1-5 lines) STC Regular 10 pt	Body copy (1-3 lines) STC Regular 110 pt	Body copy (1-5 lines) STC Regular 10 pt
Call to action (1 line) STC Bold 14 pt	Call to action (1 line) STC Bold 14 pt	Call to action (1 line) STC Bold 10 pt	Call to action (1 line) STC Bold 110 pt	Call to action (1 line) STC Bold 10 pt
<b>DL Leaflet</b> 9.9 x 21 cms	<b>Ear Panel</b> 8.2 x 9 cms	<b>Ear Panel</b> 5 x 9 cms	<b>Environmental</b> 60 x 400 cms	● <b>Environmental</b> 800 x 350 cms
Logo size - L / 4	Logo size - L / 2.5	Logo size - L / 3	Logo size - Full width	Logo size - L / 4
Descriptor STC Regular 22 pt	Descriptor STC Regular 14 pt	Descriptor STC Regular 14 pt	Descriptor STC Regular 250 pt	Descriptor STC Regular 115 pt
Headline (1-2 lines) STC Regular 35 - 75 pt	Headline (1-2 lines) STC Regular 22 - 55 pt	Headline (1-2 lines) STC Regular 18 - 50 pt	Headline (1-4 lines) STC Regular 375 - 550 pt	Headline (1-2 lines) STC Regular 155 - 300 pt
Body copy (1-3 lines) STC Regular 14 pt	Body copy N/A	Body copy N/A	Body copy N/A	Body copy N/A
Call to action (1 line) STC Bold 14 pt	Call to action (1 line) STC Bold 12 pt	Call to action (1 line) STC Bold 10 pt	Call to action (1 -2 lines) STC Bold 210 pt	Call to action (1 line) STC Bold 75 pt

# SPECIFICATION TABLES

## PRINT ADS

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● Type specs set at 10% of actual size

● <b>Environmental</b> 800 x 600 cms  Logo size - L / 3  Descriptor STC Regular 115 pt  Headline (1-2 lines) STC Regular 160 - 350 pt  Body copy N/A  Call to action (1 line) STC Bold 75 pt	● <b>Environmental</b> 1250 x 400 cms  Logo size - L / 4.5  Descriptor STC Regular 110 pt  Headline (1 line only) STC Regular 150 - 400 pt  Body copy N/A  Call to action (1 line) STC Bold 80 pt	<b>Lampost</b> 100 x 300 cms  Logo size - Full width  Descriptor STC Regular 350 pt  Headline (1-3 lines) STC Regular 525 - 800 pt  Body copy N/A  Call to action (1 line) STC Bold 270 pt	● <b>Mega structure</b> 500 x 750 cms  Logo size - L / 3.5  Descriptor STC Regular 115 pt  Headline (1-2 lines) STC Regular 180 - 300 pt  Body copy N/A  Call to action (1 line) STC Bold 80 pt	● <b>Megacom</b> 400 x 300 cms  Logo size - L / 3  Descriptor STC Regular 65 pt  Headline (1-2 lines) STC Regular 100 - 250 pt  Body copy N/A  Call to action (1 line) STC Bold 50 pt
<b>Muppi</b> 120 x 180 cms  Logo size - L / 3.5  Descriptor STC Regular 225 pt  Headline (1-2 lines) STC Regular 300 - 700 pt  Body copy (1-3 lines) N/A  Call to action (1 line) STC Bold 140 pt	● <b>Pop up</b> 400 x 300 cms  Logo size - L / 3  Descriptor STC Regular 60 pt  Headline (1-2 lines) STC Regular 95 - 180 pt  Body copy (1-3 lines) STC Regular 45pt  Call to action (1 line) STC Bold 45 pt	● <b>Pop up</b> 400 x 400 cms  Logo size - L / 3  Descriptor STC Regular 60 pt  Headline (1-2 lines) STC Regular 95 - 180 pt  Body copy (1-3 lines) STC Regular 45pt  Call to action (1 line) STC Bold 45 pt	<b>Poster</b> 60 x 60 cms  Logo size - L / 3  Descriptor STC Regular 85 pt  Headline (1-2 lines) STC Regular 135 - 250 pt  Body copy (1-3 lines) STC Regular 65pt  Call to action (1 line) STC Bold 65 pt	<b>Poster</b> 70 x 100 cms  Logo size - L / 3.5  Descriptor STC Regular 135 pt  Headline (1-2 lines) STC Regular 180 - 400 pt  Body copy (1-3 lines) STC Regular 85pt  Call to action (1 line) STC Bold 85 pt

# SPECIFICATION TABLES

## PRINT ADS

A range of logo and type sizes are set for each one of our common print ad formats. This should be the starting point for any design.

We understand this may not be right for every possible scenario and may be adjusted to improve legibility, layout and impact. Aim for the best possible result every time. If in doubt check with the STC brand team.

● Type specs set at 10% of actual size

<b>Press ad</b> 20 x 35 cms	<b>Press ad</b> 21.6 x 30 cms	<b>Press ad</b> 32 x 20 cms	<b>Roll up</b> 120 x 200 cms	● <b>Scaffolding</b> 900 x 5000 cms
Logo size - L / 3.5	Logo size - L / 3.5	Logo size - L / 3.5	Logo size - L /3.5	Logo size - L /6.5
Descriptor STC Regular 45 pt	Descriptor STC Regular 45 pt	Descriptor STC Regular 45 pt	Descriptor STC Regular 225 pt	Descriptor STC Regular 200 pt
Headline (1-2 lines) STC Regular 55 - 130 pt	Headline (1-2 lines) STC Regular 55 - 130 pt	Headline (1-2 lines) STC Regular 60 - 150 pt	Headline (1-2 lines) STC Regular 325 - 750 pt	Headline (1 line) STC Regular 300 - 650 pt
Body copy (1-3 lines) STC Regular 14 pt	Body copy (1-3 lines) STC Regular 14 pt	Body copy (1-3 lines) STC Regular 14 pt	Body copy STC regular 140 pt	Body copy N/A
Call to action (1 line) STC Bold 14 pt	Call to action (1 line) STC Bold 14 pt	Call to action (1 line) STC Bold 14 pt	Call to action (1 line) STC Bold 140 pt	Call to action (1 line) STC Bold 140 pt
● <b>Skypole</b> 400 x 1400 cms	<b>Strip ad</b> 31 x 8 cms	<b>Strip ad</b> 32 x 2 cms	<b>Strip ad</b> 32 x 3 cms	<b>Strip ad</b> 32 x 5 cms
Logo size - L / Full width	Logo size - L / 5.5	Logo size - Full height	Logo size - Full height	Logo size - L / 6
Descriptor STC Regular 150 pt	Descriptor STC Regular 23 pt	Descriptor STC Regular 11 pt	Descriptor STC Regular 16 pt	Descriptor STC Regular 20 pt
Headline (1-2 lines) STC Regular 220 - 350 pt	Headline (1-2 lines) STC Regular 45 - 90 pt	Headline (1 line) STC Regular 22 - 35 pt	Headline (1 line) STC Regular 30 - 60 pt	Headline (1 -2 lines) STC Regular 35 - 80 pt
Body copy N/A	Body copy N/A	Body copy N/A	Body copy N/A	Body copy N/A
Call to action (1 line) STC Bold 120 pt	Call to action (1 line) STC Bold 17 pt	Call to action (1 line) STC Bold 11 pt	Call to action (1 line) STC Bold 13 pt	Call to action (1 line) STC Bold 18 pt

# SPECIFICATION TABLES

## PRINT ADS

A range of logo and type sizes are set for each one of our common print ad formats. This should be the starting point for any design.

We understand this may not be right for every possible scenario and may be adjusted to improve legibility, layout and impact. Aim for the best possible result every time. If in doubt check with the STC brand team.

● <b>Super structure</b>	● <b>Unipole</b>
1250 x 600 cms	1400 x 400 cms
Logo size - L / 3.5	Logo size - L / 5.5
Descriptor STC Regular 120 pt	Descriptor STC Regular 120 pt
Headline (1-2 lines) STC Regular 170 - 500 pt	Headline (1-2 lines) STC Regular 170 - 400 pt
Body copy N/A	Body copy N/A
Call to action (1 line) STC Bold 90 pt	Call to action (1 line) STC Bold 80 pt

● Type specs set at 10% of actual size

---

# 18.0 Examples

EXAMPLES  
GRADIENT BACKGROUND - OFFLINE

18.2

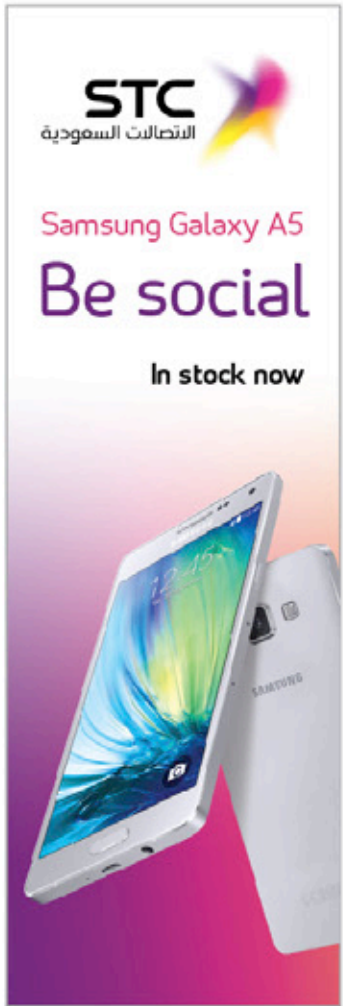
Press ad



Megacom



Lamppost



Strip ad



EXAMPLES  
GRADIENT BACKGROUND - ONLINE

Medium rectangle

Step 1



Step 2



Step 3



Step 4



Skyscraper

Step 1



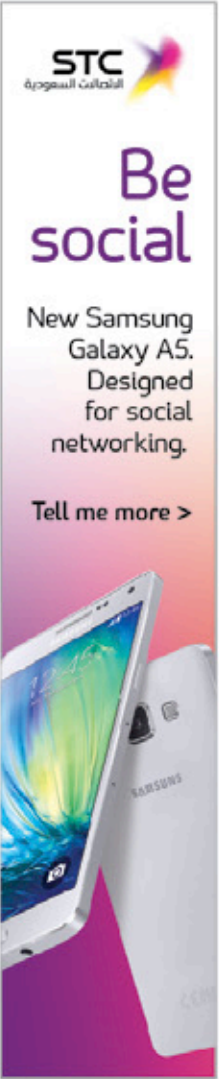
Step 2



Step 3



Step 4



Half page



Leaderboard



EXAMPLES  
WHITE BACKGROUND - OFFLINE

18.3

Press ad



Be a star

Be in the next LaYwagif episode.  
[stc.com.sa/laywagif](http://stc.com.sa/laywagif)

Megacom



Be a star

Be in the next LaYwagif episode.  
[stc.com.sa/laywagif](http://stc.com.sa/laywagif)

Lamppost



Be a star

Be in the next LaYwagif episode.  
[stc.com.sa/laywagif](http://stc.com.sa/laywagif)



Strip ad



Be a star

Be in the next LaYwagif episode.  
[stc.com.sa/laywagif](http://stc.com.sa/laywagif)



EXAMPLES  
WHITE BACKGROUND - ONLINE

Medium rectangle

Step 1

Step 2

Step 3

Step 4

Skyscraper

Step 1

Step 2

Step 3

Step 4

Half page

Leaderboard

STC

Be a star

Register now to feature in the next LaYwagif episode.

Let's go >

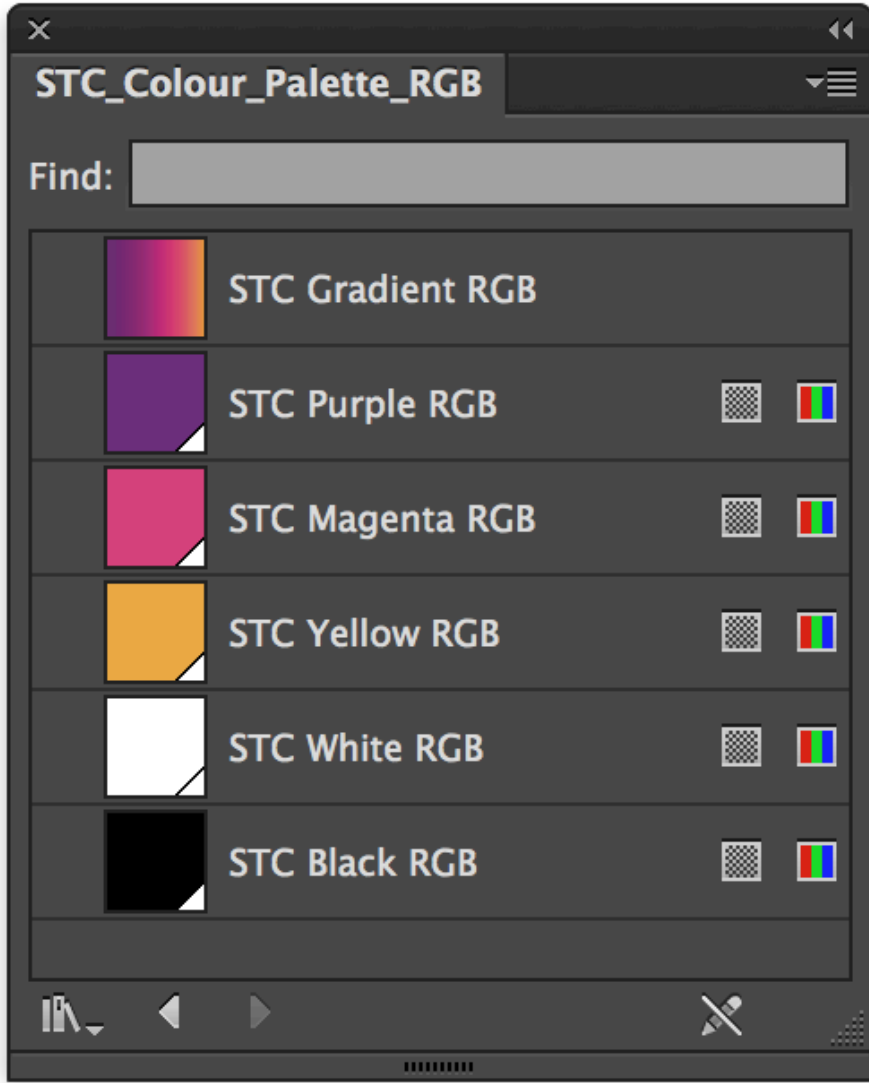
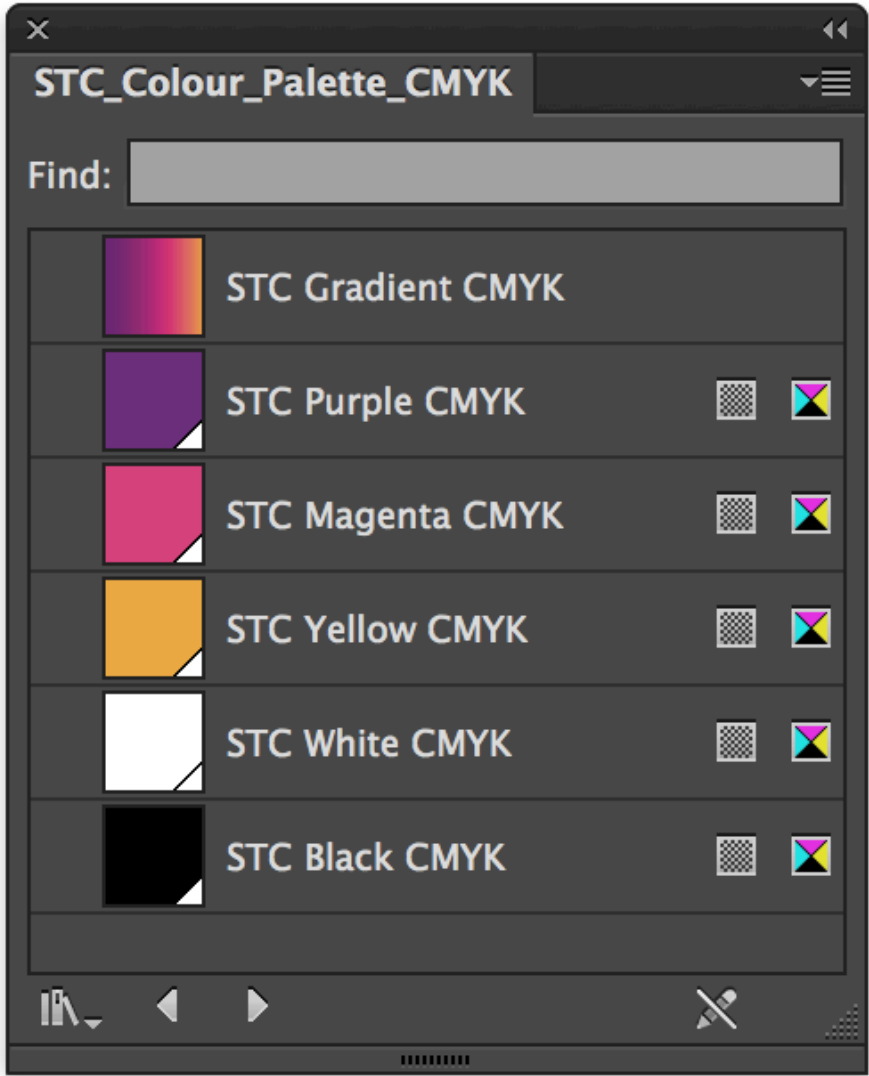
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# 19.0 Assets

# ASSETS

## COLOR PALETTE

All designers MUST install and use our preset color palette with their Adobe programmes. This helps keeps our colors consistent.





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# Contact

Please contact the STC Corporate Brand Department if you have queries regarding these guidelines or the identity in general.

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