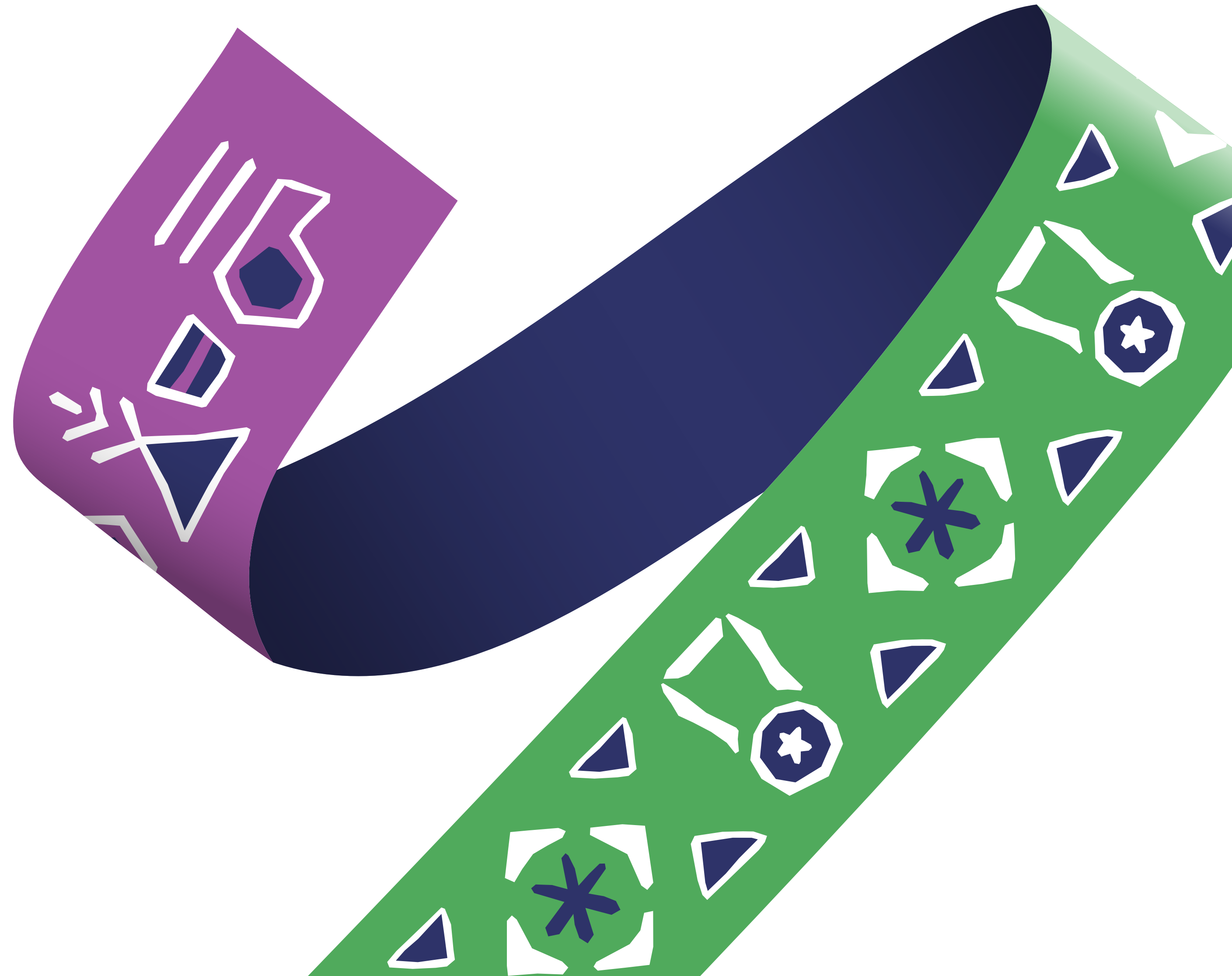




BIDDING NATION
SAUDI ARABIA

SAUDI ARABIA
FIFA WORLD CUP™
2034 BID
STAKEHOLDER
GUIDELINES

July 2024





The **Saudi Arabia FIFA World Cup™ 2034 bid** identity is designed to capture the essence of Saudi Arabia's young nation, vibrant society and rich heritage.

GROWING. TOGETHER.

مَعًا. نَمُو.

Under the slogan Growing. Together. the bid identity celebrates the passion, spirit and diversity of football in Saudi Arabia.

As one of the fastest and most exciting growth stories in world football, Growing. Together. seeks to capture the parallel between Saudi Arabia's rapid transformation and the positive impact hosting the tournament would have on both international football and FIFA's flagship event.

The three pillars underpinning the bid:

Growing People. Together.

Growing Football. Together.

Growing Connections. Together.

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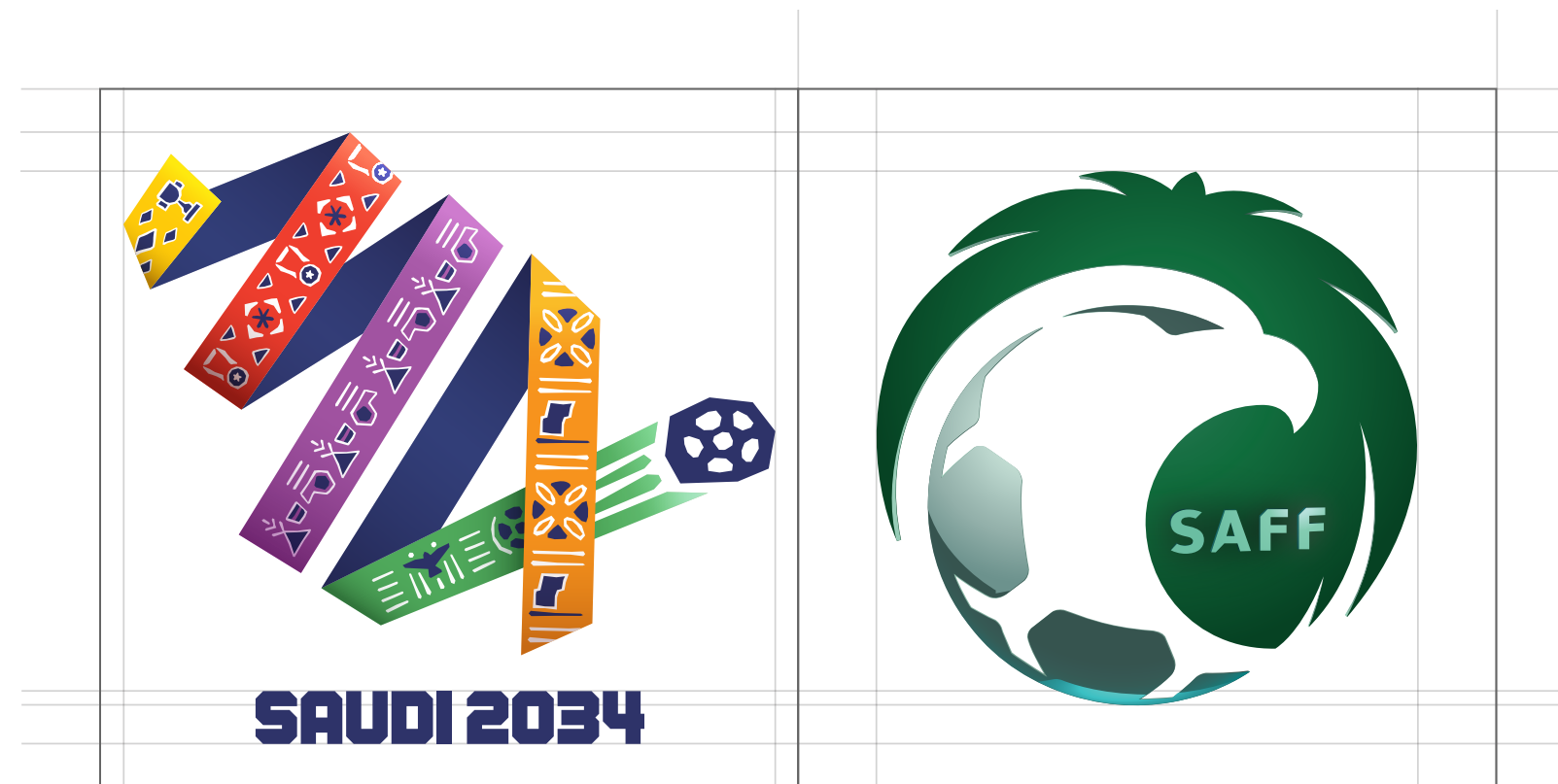
12.0 CONTACT INFO

- 12.0 CONTACT INFO



1.0

LOGOTYPE



BIDDING NATION SAUDI ARABIA

PRIMARY LOGO

The logo is chosen to be the official and authoritative symbol representing the **SAUDI ARABIA FIFA WORLD CUP™ 2034 BID**.

Together, the logo features intertwined rows of multi-colored ribbons, each adorned with iconic football and cultural symbols. These ribbons gracefully come together to form '34', symbolizing the year Saudi Arabia aspires to welcome the world for the 25th edition of the **FIFA World Cup™**.

This artistic representation not only celebrates the spirit of football but also subtly mirrors the geographical contours of Saudi Arabia, celebrating its unique identity and vision.

PRIMARY LOGO



BIDDING NATION
SAUDI ARABIA

SECONDARY TEALISH BLUE



BIDDING NATION
SAUDI ARABIA

SECONDARY WHITE LOGO



BIDDING NATION
SAUDI ARABIA

SECONDARY BLACK LOGO



BIDDING NATION
SAUDI ARABIA

LOGO VARIANTS

The **SAUDI ARABIA FIFA WORLD CUP™ 2034 BID** logo is available in four variants.

The primary logo is used across the majority of communications. The primary logo is only ever reproduced in full color.

The secondary tealish blue logo is only used when available.

The white secondary logo is used on dark primary brand colors, secondary brand colors and dark colored backgrounds.

The black secondary logo is only used when black is the only available color.




CLEAR SPACE


To ensure prominence and legibility, the brand mark is always surrounded by a minimum area of clear space.

The clear space remains free of other elements, such as type, graphics and imagery. The minimum area of clear space is shown by the rectangular frame containing the brand mark.

LOGO MISUSE


✗  Do not use the logo in isolation, always be presented within its lockup

✗  Do not animate the lockup

✗  Do not co-brand


✗  Do not change size or placement of individual elements

Logo usage guidelines are crucial in a brand guideline because they ensure consistent and proper application of the logo across various platforms. This consistency builds brand recognition, establishes a professional image, and communicates the brand's values effectively.


✗  Do not use a grayscale version of the logo

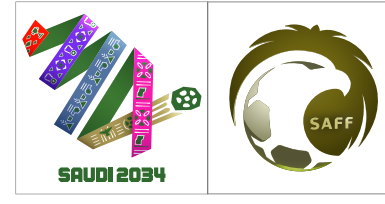
✗  Do not add drop shadow or outline


✗  Do not replace the word mark with a different typeface


✗  Do not stretch or squash the letters horizontally or vertically

By providing clear instructions on how to use the logo, guidelines maintain its integrity, protect legal rights, and contribute to a cohesive and memorable brand identity. Ultimately, adhering to logo usage guidelines helps strengthen brand loyalty and fosters a positive and lasting impression among the audience.

✗  Only use the primary & secondary color from slide 1.3

✗  Do not change the color scheme

✗  Do not blur the logo

✗  Do not place the logo against a busy background

MARK USAGE - PLACEMENT

Center Stage:

We place the primary brand mark at the center stage when we aim to emphasize and showcase the brand. Ensure that the mark does not compete with a busy image for visibility. In all formats, the center stage option is larger than the other brand presence options.

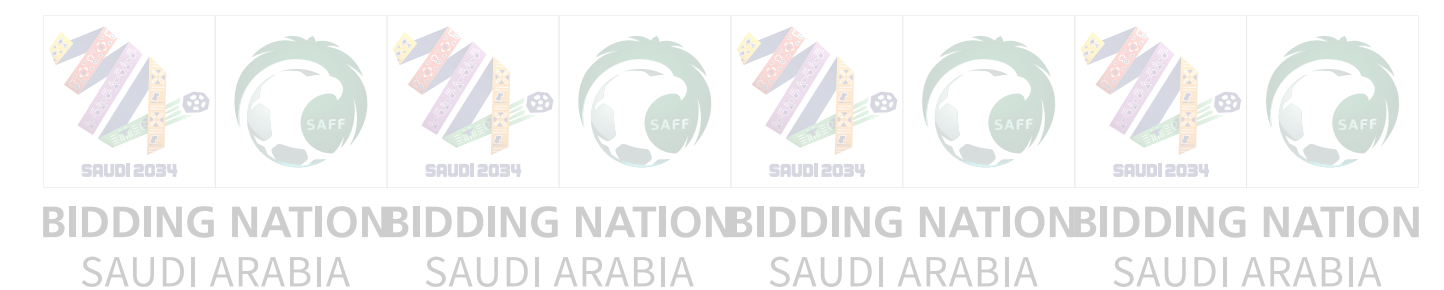
Brand Presence:

When prioritizing cover information, the mark can be placed in the corners or anywhere within the central column of the document that complements the content and background. In this scenario, the mark plays a less prominent role, serving more as a subtle brand presence.

CENTER STAGE



BRAND PRESENCE



X

2.0

BRAND VALUES & PERSONALITY

tone of voice

Our brand values and personality define who we are, how we do things and what we want to reflect to the audiences.

01 Inspirational

The tone should be one that uplifts and motivates, evoking a sense of pride in local football fans and youth, inspiring them to voice their support for Saudi 2034 bid.

Example:

In 2022, the Green Falcons gave us memories that will never fade. But that was just the beginning. As a geographic hub and single host nation, KSA's 2034 FIFA World Cup™ bid promises to deliver an experience like no other, bringing the world together to celebrate the beautiful game. Welcome to the next chapter in Saudi Arabia's ambitious sports journey.

02 Welcoming & Inclusive

The tone should be warm, genuine and inviting, emphasising that everyone is welcome, all cultures and backgrounds.

Example:

We believe in the football's power to bring people together, bridge cultures, and change lives. Fans visiting the Kingdom for the 2034 FIFA World Cup™ will experience its welcoming society, warm culture, and rich heritage, while becoming a part of history.

03 Passionate & Enthusiastic

The tone should exude passion and excitement. As a football nation, the opportunity to host the sport's biggest tournament would be monumental. The brand's words and voice should adequately convey that.

Example:

As a proud football nation, hosting the 2034 FIFA World Cup™ would be a dream come true for the country's fans and a source of inspiration for burgeoning local athletes looking to compete on an international stage.

TONE OF VOICE

04 Community Centric & Engaging

The tone should also emphasise on connection, community and engagement, fostering a sense of camaraderie and collective purpose amongst football fans worldwide.

Example:

For the players, for the fans, for the world.

Powered by passion, Saudi Arabia's 2034 FIFA World Cup™ bid will convene people from across the globe and grow the game for everyone, at all levels.

05 Welcoming & Inclusive

The tone should reflect the nation's evidence backed confidence, conveying USPs and a readiness to host the tournament with certainty, without being arrogant.

Example:

Sport is a key pillar of Saudi Arabia's Vision 2030 & driver of the Kingdom's transformation. From multiple world cup appearances to hosting over 20 international football events, KSA has made several strides to grow the game for all and become a ready host for #Saudi2034.

06 Sophisticated & Professional

The tone should be polished, articulate and reflective of KSA's commitment to quality, expertise and excellence.

Example:

Driven by its rapid transformation, immense passion for football, and relentless ambition to grow the game, KSA is committed to delivering a world-class tournament that offers exceptional experiences and sparks the imaginations of fans across the globe.

3.0

DIGITAL PRESENCE

PLATFORMS AND INSTRUMENTS

The Saudi 2034 bid will be officially and exclusively available on the following platforms.

SOCIAL MEDIA PLATFORM(S)



Unified account (AR/EN)



ACCOUNT INSTRUMENT

@Saudi2034bid



Arabic account



@Saudi2034bidAR



English account



@Saudi2034bid

***NOTE** - The letter "S" should always be capitalized.

TERMINOLOGIES AND ABBREVIATIONS

To maintain consistency across all communication channels, always refer to the terminologies and abbreviations listed below.

	ENGLISH	ARABIC
When referring to the FIFA World Cup 2034™ on its own without a reference to Saudi Arabia's bid....	FIFA World Cup 2034™	كأس العالم FIFA 2034™
When referring to Saudi Arabia FIFA World Cup™ 2034 bid...	The Saudi Arabia FIFA World Cup™ 2034 bid Saudi Arabia FIFA World Cup™ 2034 bid Or fully capitalized THE SAUDI ARABIA FIFA WORLD CUP™ 2034 BID SAUDI ARABIA FIFA WORLD CUP™ 2034 BID	ملف ترشح المملكة العربية السعودية لاستضافة كأس العالم FIFA 2034™
Slogan	The official bid slogan is: "Growing. Together." and should be referenced exactly as shown.	معًا. نمو.
Pillars	Growing People. Together. Growing Football. Together. Growing Connections. Together.	معًا لتنمية القدرات البشرية معًا لتنمية كرة القدم معًا بتنمية جسور التواصل
Official Hashtags	#Saudi2034bid *NOTE - The "S" should always be capitalized #GrowingTogether *NOTE - The "G" & "T" should always be capitalized	#ترشح_السعودية2034 #معًا_نمو
Bid unit reference	Saudi Arabia FIFA World Cup™ 2034 bid unit at the Saudi Arabian Football Federation (SAFF)	وحدة ملف ترشح المملكة العربية السعودية لاستضافة كأس العالم FIFA 2034™ لدى الاتحاد السعودي لكرة القدم
Abbreviations	Never use the phrase 'Saudi 2034', always refer to it as 'Saudi 2034 bid'. 'Saudi Arabia 2034 bid' can be used as well. We recommend using 'Saudi 2034 bid'.	يرجى عدم استخدام العبارة «السعودية 2034» والتقيد بإحدى المقترحات التالية: ترشح السعودية 2034 / ملف ترشحة السعودية 2034 ملف ترشح المملكة 2034 / ملف ترشح المملكة العربية السعودية 2034

***NOTE** - It is essential, both languages, to place the 'TM' superscript as displayed in the list above.

KEY MESSAGING & COMMUNICATION DO'S AND DONT'S

To ensure clarity and consistency in representing the Saudi 2034 bid, always refer to the below bullet points.

✓ DO'S

- Always presenting Saudi as one tone and one nation is a key milestone
- Showcase the benefits of hosting the world cup, to the country and the whole global audience, utilising the key messages and proof points
- Wave the "Saudi 2034 bid" hero message
- Always aligned with Saudi 2034 bid brand guidelines when building visual assets or using imagery (table, infographics, datagraphics, illustrations or maps)

✗ DON'Ts

- Don't guess, if you don't know the answer, say you will find out or introduce them to someone that does
- Don't mention uncertainties, if discussing unbuilt infrastructure etc., ensure you refer to the facts
- Don't compare with other regions or cities

MESSAGING SAMPLES

Explore these examples of effective messaging from key stakeholders to maintain consistency and impact.

ياسر المسحل
@Yaimisehal

الحلم يقترب..

تسليم ملف ترشح المملكة لاستضافة كأس العالم 2034 يعكس رؤية القيادة الحكيمة ودعمها المستمر للرياضة.

#ترشح_السعودية2034 | #معاً_نمو

Translate

14 24 15

الاتحاد السعودي لكرة القدم
@SaudiFF

تسليم ملف ترشح المملكة لاستضافة كأس العالم 2034 هي خطوة لتعزيز تطور كرة القدم محلياً ودولياً.

#ترشح_السعودية2034 | #معاً_نمو

Translate

10 33 22

عبدالعزیز بن ترکی الفيصل
@Yaimisehal

خطوة أخرى لتحقيق الحلم 🙏

بدعم قيادة وطننا الغالي -حفظها الله- نفخر اليوم بتسليم ملف ترشح السعودية لاستضافة كأس العالم 2034 بشكل رسمي

#ترشح_السعودية2034 | #معاً_نمو

Translate

12 190 44

ياسر المسحل
@Yaimisehal

التسليم الرسمي لملف #ترشح_السعودية2034 لاستضافة كأس العالم، خطوة مهمة نحو بناء مستقبل رياضي مشرق وتعزيز مكانة المملكة في عالم كرة القدم

#معاً_نمو

Translate

10 16 21

MESSAGING SAMPLES

نقف مع ملف ترشح المملكة لاستضافة بطولة كأس العالم 2034 ونعمل على تحقيق تجربة رائدة في مجال الأمن الصحي.



#معًا_ننمو
#ترشح_السعودية2034

تسليم ملف ترشح المملكة لاستضافة كأس العالم 2034 يتيح فرصاً واعدة في قطاعي الرياضة والتنمية البشرية.. #معًا_ننمو



#ترشح_السعودية2034

بتسليم ملف #ترشح_السعودية2034 نعكس التزامنا بتطوير القطاع الإعلامي وتوفير تغطية شاملة لأكبر حدث كروي في العالم.



#معًا_ننمو

نساهم في خلق نسخة مبتكرة وفريدة للحدث الرياضي الأكبر ونعكس طموحاتنا الكبيرة في ملف #ترشح_السعودية.



#معًا_ننمو
#ترشح_السعودية2034

فخورون بتسليم ملف ترشح المملكة العربية السعودية لاستضافة كأس العالم ٢٠٣٤ والذي نطمح من خلاله إلى تعزيز الاقتصاد الوطني وجذب الاستثمارات العالمية



#معًا_ننمو #ترشح_السعودية2034

معًا لتنمية جسور التواصل.. تسليم ملف ترشح المملكة لاستضافة بطولة كأس العالم 2034 يعزز من تطوير بنية نقل متقدمة تدعم تنقل الزوار والمشجعين بسهولة



#معًا_ننمو #ترشح_السعودية2034

نمض في أعلامنا الكبيرة الذي يحمله ملف #ترشح_السعودية2034 لاستقبال أضخم حدث رياضي عالميًا



#معًا_ننمو

يؤيد ملف #ترشح_السعودية2034 أهدافنا في إثراء التواصل العالمي بلا حدود تحت سقف واحد.



#معًا_ننمو

تسليم ملف الترشح لاستضافة كأس العالم 2034 نافذة تجذب العالم لاستكشاف المملكة وموارثها الغني



#معًا_ننمو #ترشح_السعودية2034

4.0

COLOR PALETTE

Oasis Green

Representing valleys and mountains

Rich Lavender

Celebrating the blossoming wildflowers

Desert Amber

A symbol of warmth and generosity

Radiance Red

Drawing inspiration from the Red Sea coral reefs

Sunrise Yellow

Marking an exciting new dawn for the nation

FIVE COLORS REFLECTING THE DIVERSITY OF THE NATION.

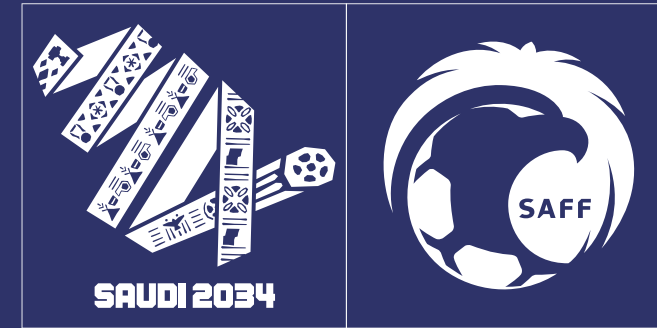
Our brand identity draws inspiration from the rich cultural heritage and natural landscapes of Saudi Arabia.

These carefully chosen colors not only pay homage to the unique character of Saudi Arabia but also convey our brand's dedication to a harmonious blend of tradition and innovation.

INNOVATIVE BLUE

C = 95 R = 46
M = 90 G = 53
Y = 30 B = 105
K = 18

HEX #2E3569



BIDDING NATION
SAUDI ARABIA

75% 50% 25%

RICH LAVENDER

C = 40 R = 161
M = 80 G = 84
Y = 0 B = 161
K = 0

HEX #A154A1



BIDDING NATION
SAUDI ARABIA

75% 50% 25%

OASIS GREEN

C = 70 R = 85
M = 10 G = 170
Y = 85 B = 92
K = 0

HEX #55AA5C



BIDDING NATION
SAUDI ARABIA

75% 50% 25%

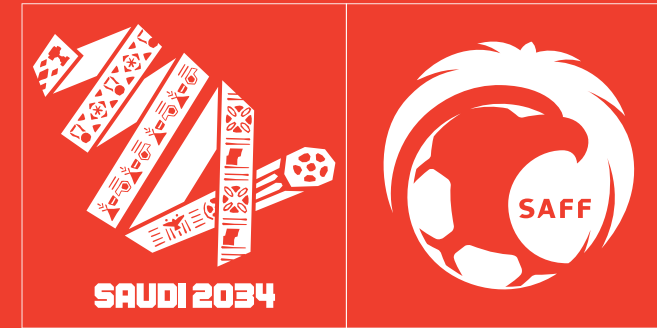
PRIMARY COLORS

SECONDARY COLORS

RADIANCE RED

C = 0 R = 239
M = 90 G = 65
Y = 90 B = 48
K = 0

HEX #EF4130



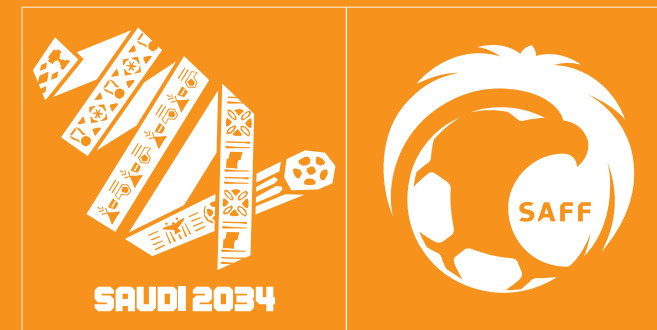
BIDDING NATION
SAUDI ARABIA

75% 50% 25%

DESERT AMBER

C = 0 R = 247
M = 50 G = 148
Y = 100 B = 29
K = 0

HEX #F7941D



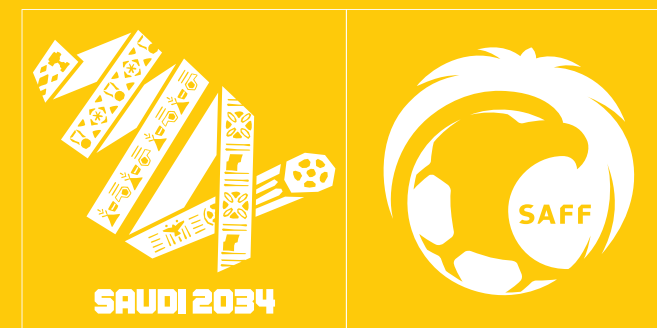
BIDDING NATION
SAUDI ARABIA

75% 50% 25%

SUNRISE YELLOW

C = 0 R = 255
M = 20 G = 203
Y = 100 B = 5
K = 0

HEX #FFCB05



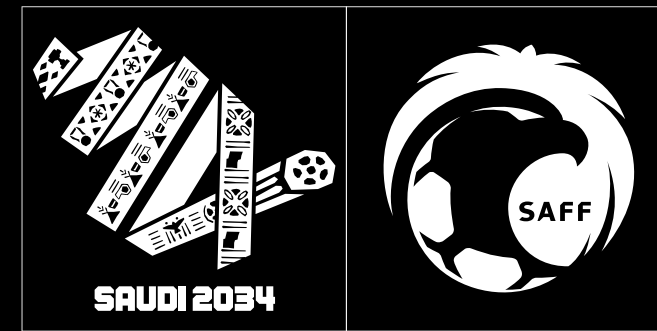
BIDDING NATION
SAUDI ARABIA

75% 50% 25%

BLACK

C = 0 R = 0
 M = 0 G = 0
 Y = 0 B = 0
 K = 0

HEX #000000



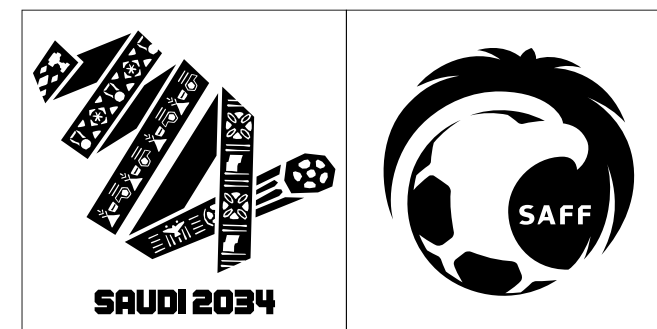
**BIDDING NATION
 SAUDI ARABIA**

75% 50% 25%

WHITE

C = 0 R = 255
 M = 0 G = 255
 Y = 0 B = 255
 K = 0

HEX #FFFFFF

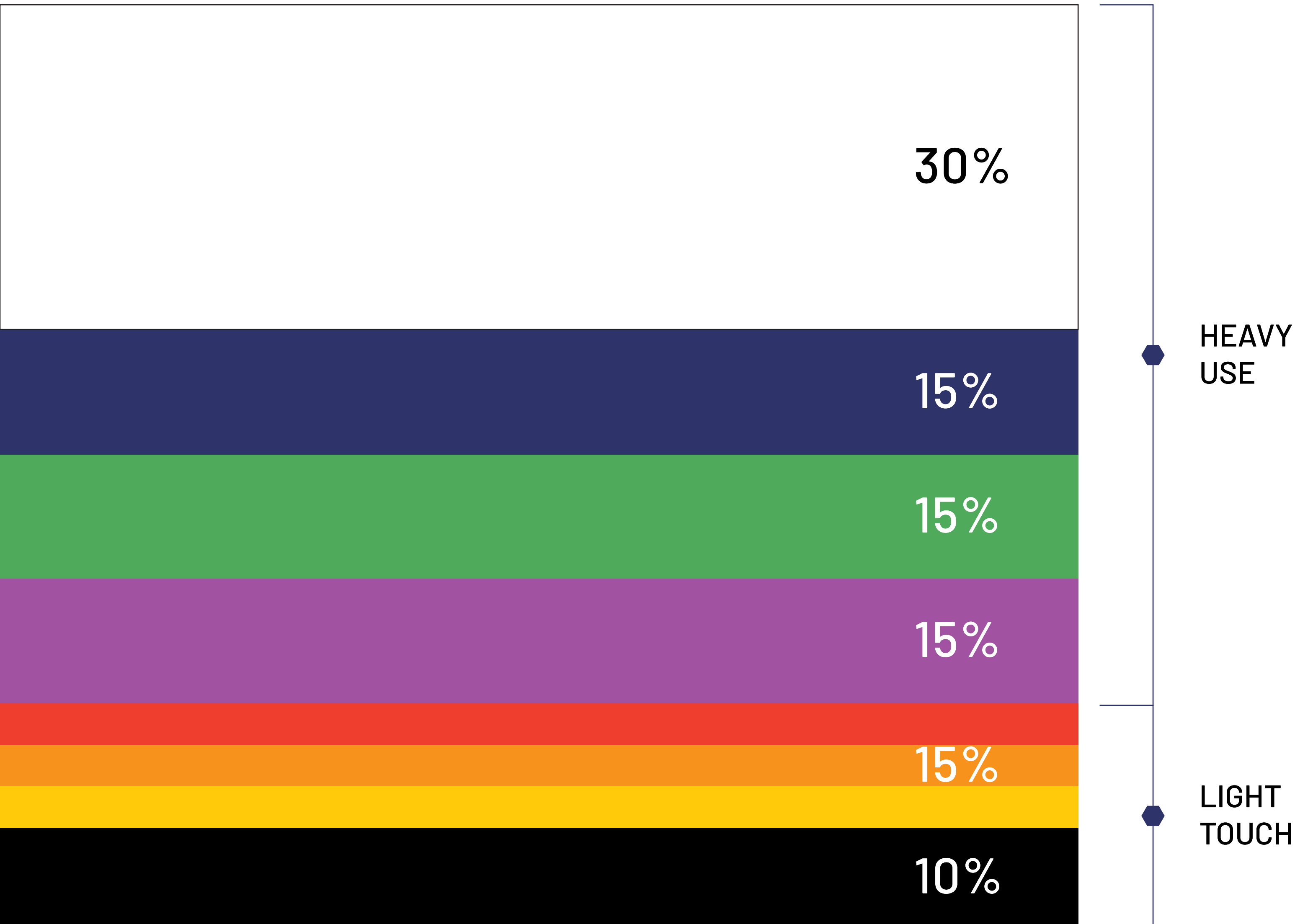


**BIDDING NATION
 SAUDI ARABIA**

0% 0% 0%

NEUTRAL COLORS

Black and white serve as the neutral backbone of our brand identity, offering a classic and timeless aesthetic.



COLOR RATIO

A robust color palette provides for many design options, however thoughtful consideration and restraint ensures the **SAUDI ARABIA FIFA WORLD CUP™ 2034 BID** brand identity retains its sophisticated visual identity.

The primary color palette should always dominate communication.

Here is a general guide for making effective color choices in compositions. This isn't meant to imply a strict mathematical distribution of the colors; rather, these ratios should help your layout pass a squint test.

5.0

PATTERNS



SAUDI 2034 BID PATTERNS

The **SAUDI ARABIA FIFA WORLD CUP™ 2034 BID** is symbolized through five distinctive patterns, each meticulously designed to embody cultural icons drawn from the diverse regions of the kingdom. These icons are more than mere designs; they are thoughtful representations of the unique cultural, geographical, and historical facets that define each region.

Celebrating football, the patterns weave together elements from Saudi Arabia's rich cultural tapestry with motifs from the world of football, showcasing the universal language of the sport and its power to unite different cultures. This fusion not only highlights the country's commitment to celebrating its own heritage but also its desire to embrace and contribute to the global football culture.

HERITAGE AND PASSION

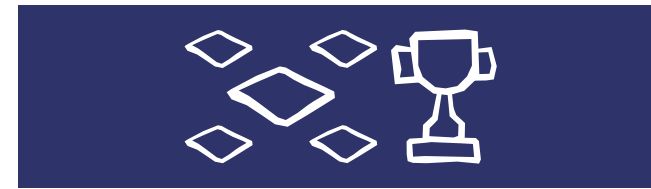
CENTRAL REGION PATTERN



Inspired by the architectural beauty of Najd, the pattern reflects the central region's distinctive culture.

The accompanying medal further signifies the unity and diversity of cultures, highlighting how football brings together people from various backgrounds to celebrate their shared passion and heritage.

NORTHERN REGION PATTERN



Inspired by the unique Al Sadu patterns of Saudi Arabia's northern region, the pattern celebrates the bedouin's expert craftsmanship through its intricate diamond-shaped designs reminiscent of traditional embroidery. This pattern reflects the cultural heritage and artistry of the area.

The trophy, symbolizing excellence, embodies the spirit of welcoming the World Cup, celebrating not only the achievements and ambitions of the community but also its readiness to host the world in a grand celebration of football.

WESTERN REGION PATTERN



Inspired by the Hijazi Roshans of the western region, the pattern echoes detailed wooden window frames and latticework of traditional buildings.

Incorporating a football symbolizes the sport's core essence, and the Falcon, the national bird, represents speed, courage, and strength.

SOUTHERN REGION PATTERN



Inspired by Al-Qatt Al-Asiri, reflecting the southern region's unique identity with patterns that adorn homes, fostering community unity.

The whistle, echoing vibrant traditions and song, alongside the Saudi coffee cup symbol for hospitality, collectively express the Kingdom's lively spirit and readiness to welcome World Cup™ fans.

EASTERN REGION PATTERN

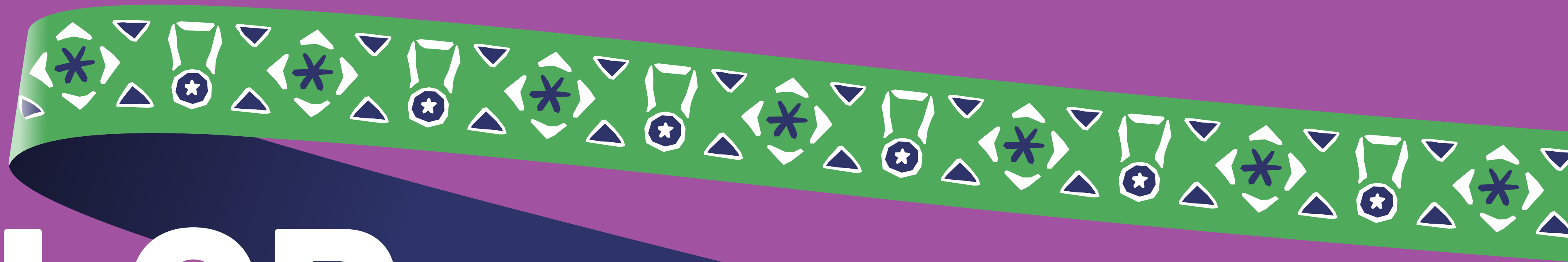


The Desert Amber ribbon, echoing Al-Ahsa's esteemed cultural and historical legacy, particularly highlights the area's iconic stucco architecture.

The flag is reimagined as a symbol of football fandom, capturing the excitement and passion of fans, marking the playfield where nations unite in the spirit of the game.

6.0

COLOR COMBINATIONS



RIBBONS: PATTERNS AND COLORS

A ribbon consists of a pattern paired with its corresponding color. Each individual ribbon is specified with only two color combinations: primary and secondary

CENTRAL REGION

NORTHERN REGION

WESTERN REGION

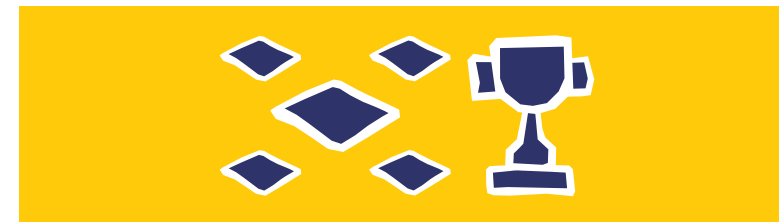
SOUTHERN REGION

EASTERN REGION

PRIMARY COLORS



Oasis Green



Sunrise Yellow



Radiance Red



Rich Lavender

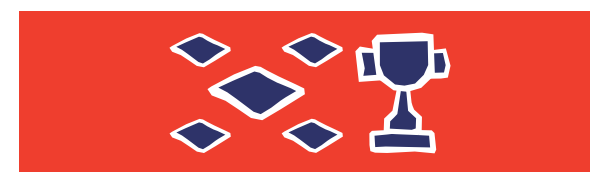


Desert Amber

SECONDARY COLORS



Rich Lavender



Radiance Red



Desert Amber



Oasis Green



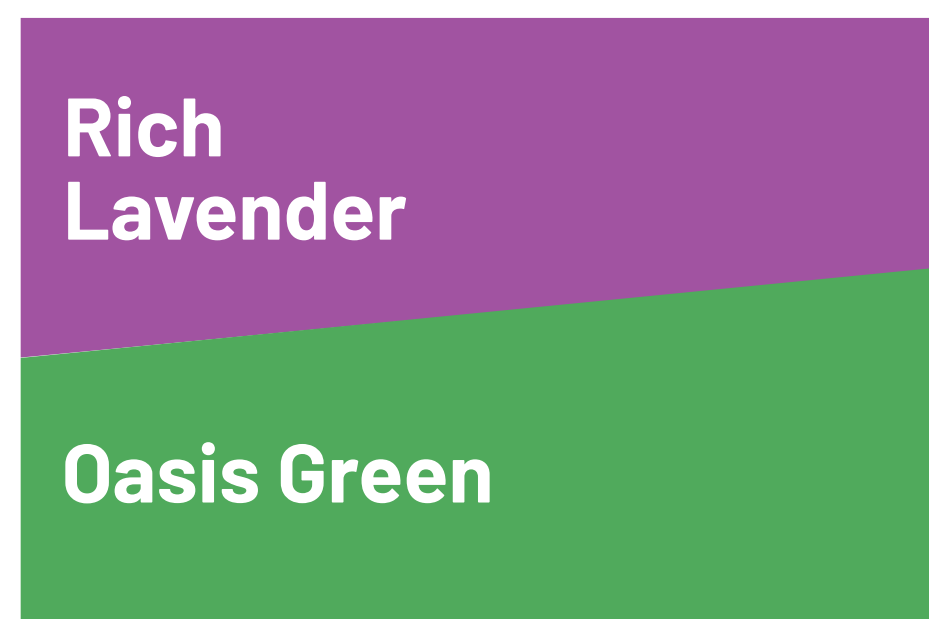
Sunrise Yellow

COLOR HARMONY

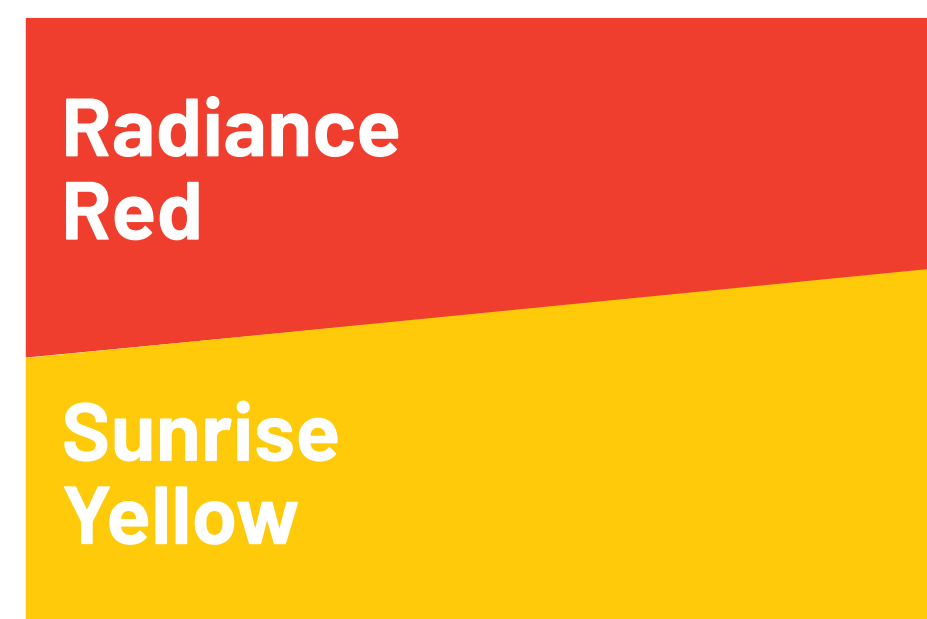
The Saudi 2034 bid identity color palette, five colors, are categorized into three unique color sets.

The color sets are designed to ensure pairing the right colors together, reducing suggestivity of any hierarchy or sequence.

Color set 1



Color set 2



Color set 3



Innovative Blue and white can be paired with any of the following combinations

COLOR SET USAGES

- Only **one color set** could be utilized in an **individual comm.**
- A given **color set** provides a **two color limitation**, a **maximum of two patterns**, in an individual comm.
- No additional color combinations should be created.
- Only the Innovative Blue and white colors are considered **neutral colors**, could complement any of the sets.

Color set 1



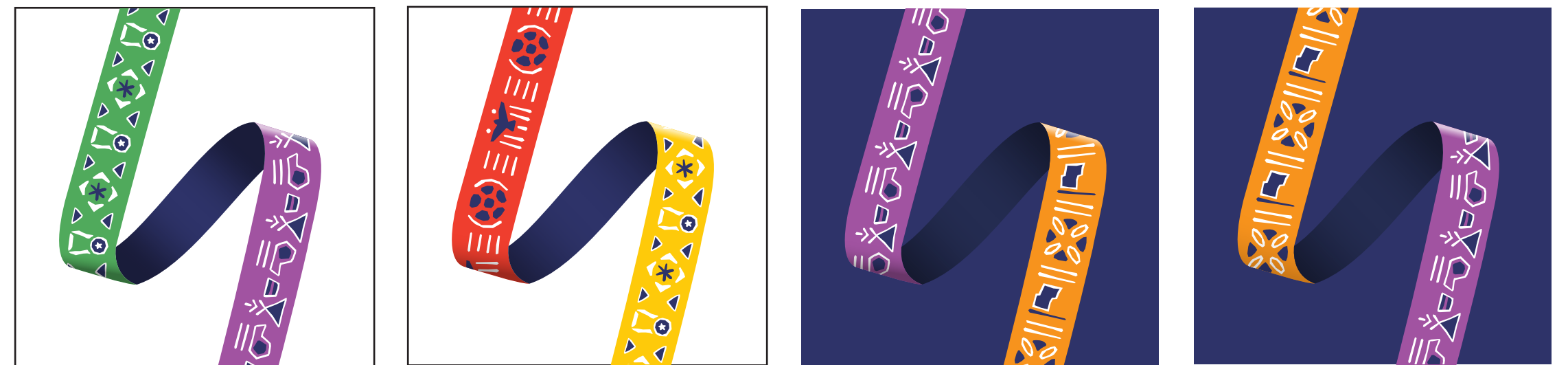
Color set 2



Color set 3



Using neutral colors as backgrounds



7.0

ICONOGRAPHY



ICONOGRAPHY

For all iconography, following the style utilized within the patterns, we use rough, minimalistic and outlined illustrations.

ICONOGRAPHY - REVERSE



8.0

TYPOGRAPHY



ENGLISH FONT

- BARLOW

The chosen typeface for the brand is **Barlow**. This modern, bold and sleek sans-serif typeface exudes a sense of dynamism and a contemporary aesthetic.

With its clean lines and legible letterforms, Barlow ensures readability across various applications. It strikes a perfect balance between sophistication and approachability, reflecting the brand's commitment to a modern, polished and user-friendly experience.



ARABIC FONT

- AVENIR ARABIC

With a range of weights, clean letterforms, and balanced proportions, **Avenir Arabic** offers legibility and modernity. This typeface includes a wide range of punctuation marks, ensuring comprehensive language support. It embodies a contemporary and professional aesthetic.

TYPE HIERARCHY **ENGLISH**

UPPER CASE HEADLINE

Secondary headline in sentence case

Body text is set ranged left whenever possible to maximize legibility. It is set in colored solid black on white or light backgrounds. On black or dark backgrounds body text can be colored white.

[Learn more](#)

Header

Barlow - Extra Bold
Text size: 82pt
Lineheight: 90pt

Sub Header

Barlow - Bold
Text size: 50pt
Lineheight: 58pt

Body Text

Barlow - Regular
Text size: 16pt
Lineheight: 22pt

Call-To-Action

Barlow - Regular
Text size: 26pt
Lineheight: 32pt

STANDARD USE OF TYPOGRAPHY ENGLISH

The typography hierarchy is carefully structured to ensure clear communication and visual hierarchy throughout our brand materials. Headers command attention and set the tone, utilizing the black weight of Barlow.

Subheaders follow, using a slightly lighter weight for easy readability. Body text is set in a regular weight, providing a comfortable reading experience.

Lastly, calls to action (CTA) employ a distinct style, such as a contrasting color, to draw attention.

TYPE HIERARCHY **ARABIC**

Header

Avenir Arabic - Black
Text size: 82 pt
Lineheight: 90 pt

العنوان الرئيسي

Sub Header

Avenir Arabic - Heavy
Text size: 50 pt
Lineheight: 60 pt

العنوان الثانوي

Body Text

Avenir Arabic - Regular
Text size: 20 pt
Lineheight: 30 pt

يتم ضبط النص إلى اليمين لزيادة الوضوح كلما أمكن،
وذلك بخط Avenir Arabic - Regular

Call-To-Action

Avenir Arabic - Semibold
Text size: 28 pt
Lineheight: 38 pt

اكتشف المزيد

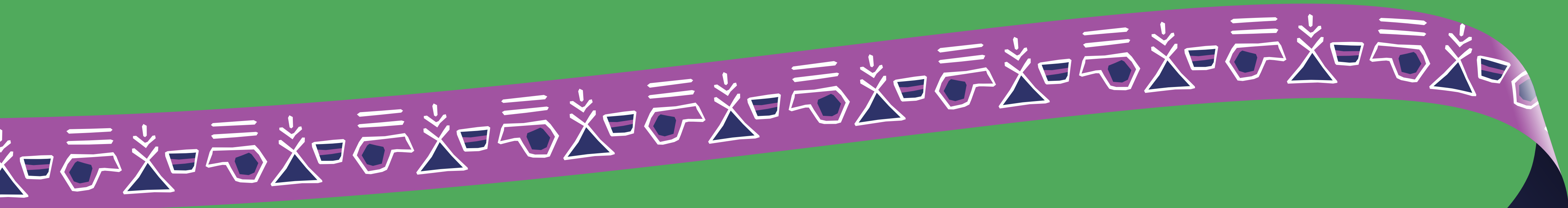
STANDARD USE OF TYPOGRAPHY ARABIC

The typography hierarchy is carefully structured to ensure clear communication and visual hierarchy throughout our brand materials.

Headers command attention and set the tone, utilizing the black weight of Avenir Arabic.

Subheaders follow, using a slightly lighter weight for easy readability. Body text is set in a regular weight, providing a comfortable reading experience.

Lastly, calls to action (CTA) employ a distinct style, such as a contrasting color, to draw attention.



9.0

PHOTOGRAPHY

MOOD BOARD

The photography style emanates passion, energy, and nostalgia, infusing our brand imagery with vibrant positivity and a distinctive flair. This authenticity and organic approach make our visuals instantly recognizable and inclusive, accurately reflecting the diverse demographics of our global target audience. Individuals portrayed exude warmth and a genuine passion for the subject, capturing the excitement, unadulterated joy, and the spirit of nationalism at the heart of our imagery.



PHOTOGRAPHY STYLE

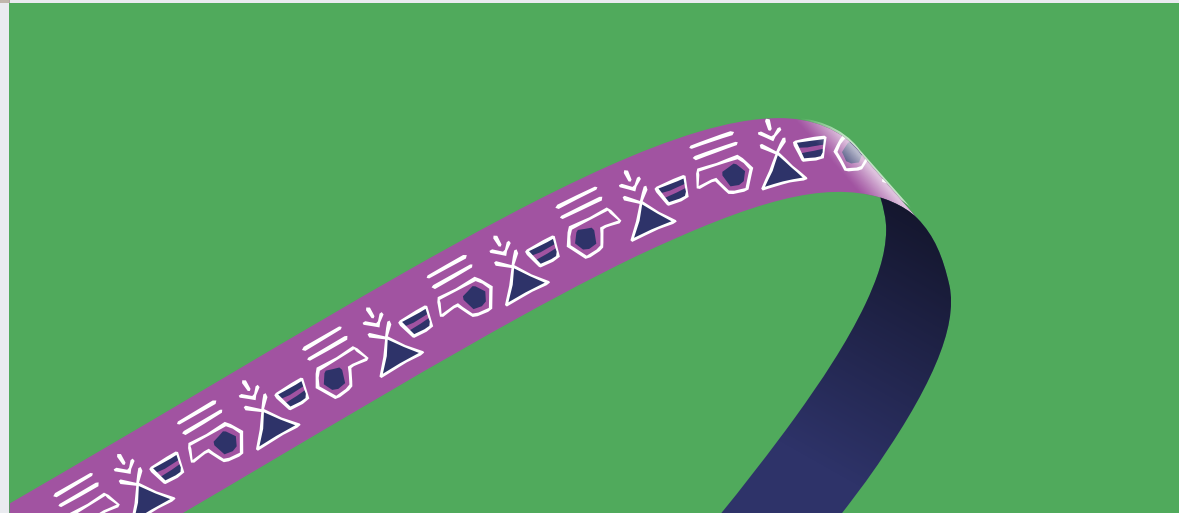


Real and authentic photos – no stock images or images of actors



Portray existing culture in Saudi – real spirit, real joy, real connection, real reaction, real relationships

Table, infographics, datagraphics, illustrations, maps to be aligned with Saudi 2034 bid brand guideline.



Diversify ages and maintain gender balance



Mix of cultures, both Saudi nationals and international visitors, ensuring a large bank of images with international visitors



Clothing Wear: Follow the displayed dress code on the Visit Saudi website <https://www.visitsaudi.com/en>

Showcase generational family at all events



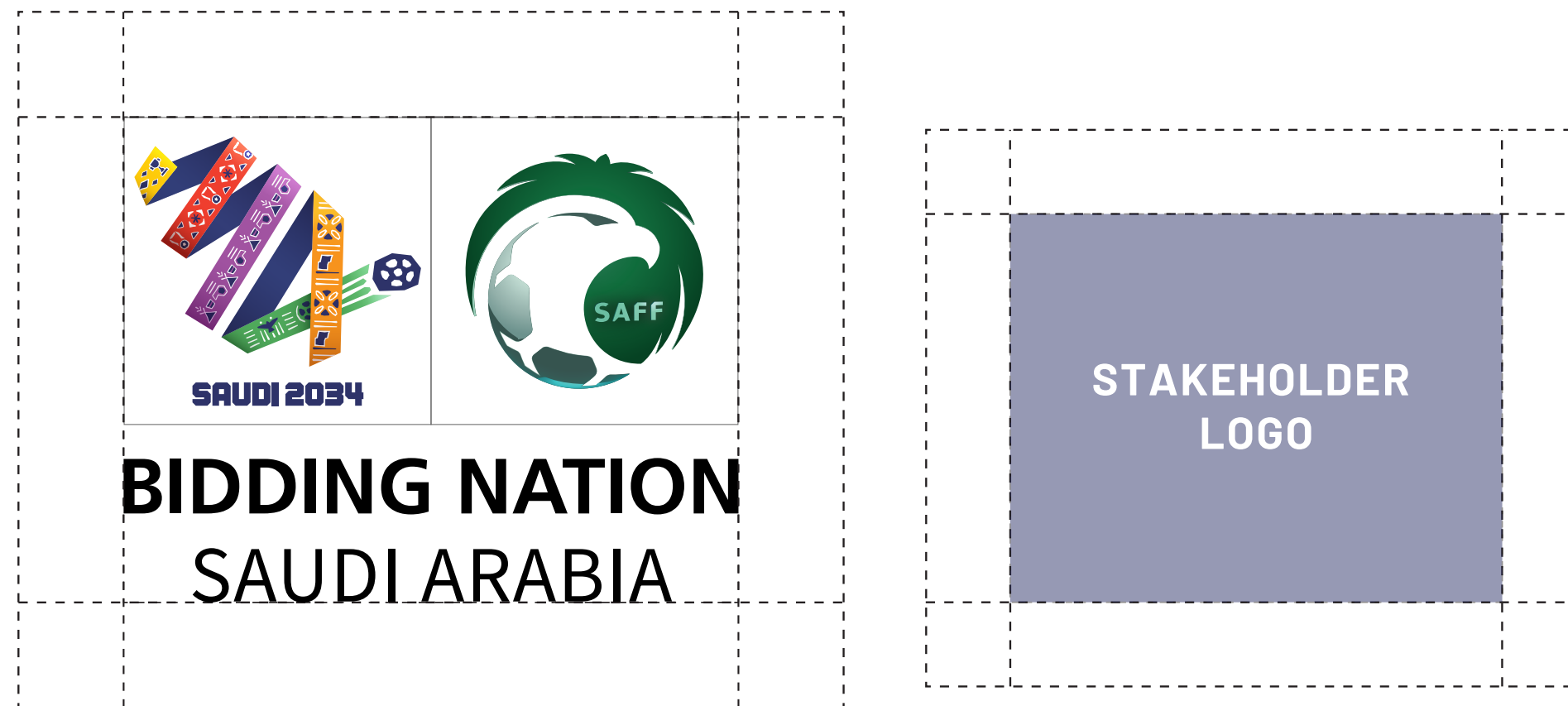
Highlight diverse landscapes and lighting conditions



10.0

TEMPLATES





100% SIZE

80% SIZE

CO-BRANDING

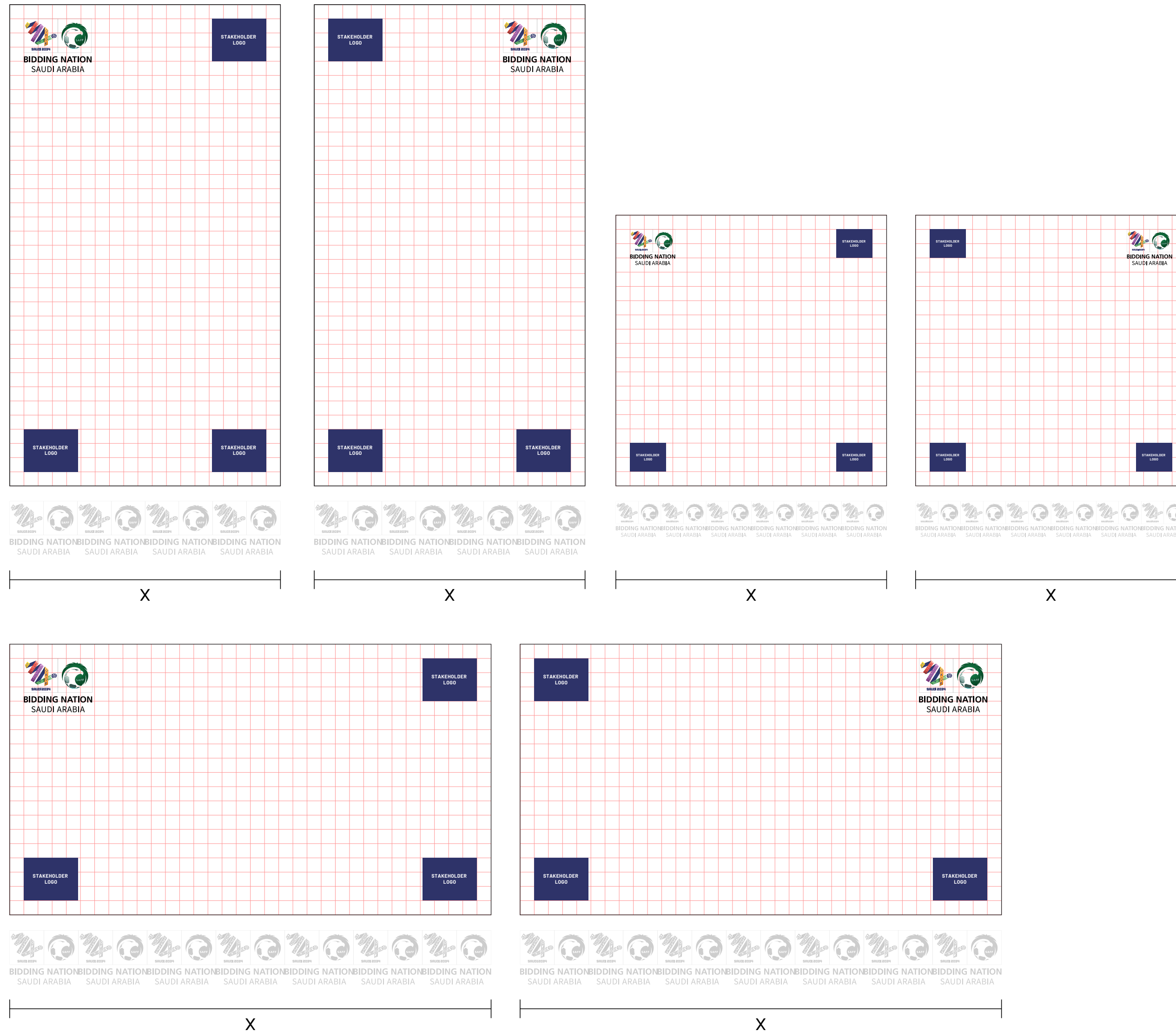
No other logo will be displayed as a lockup with the **SAUDI ARABIA FIFA WORLD CUP™ 2034 BID** brand mark.

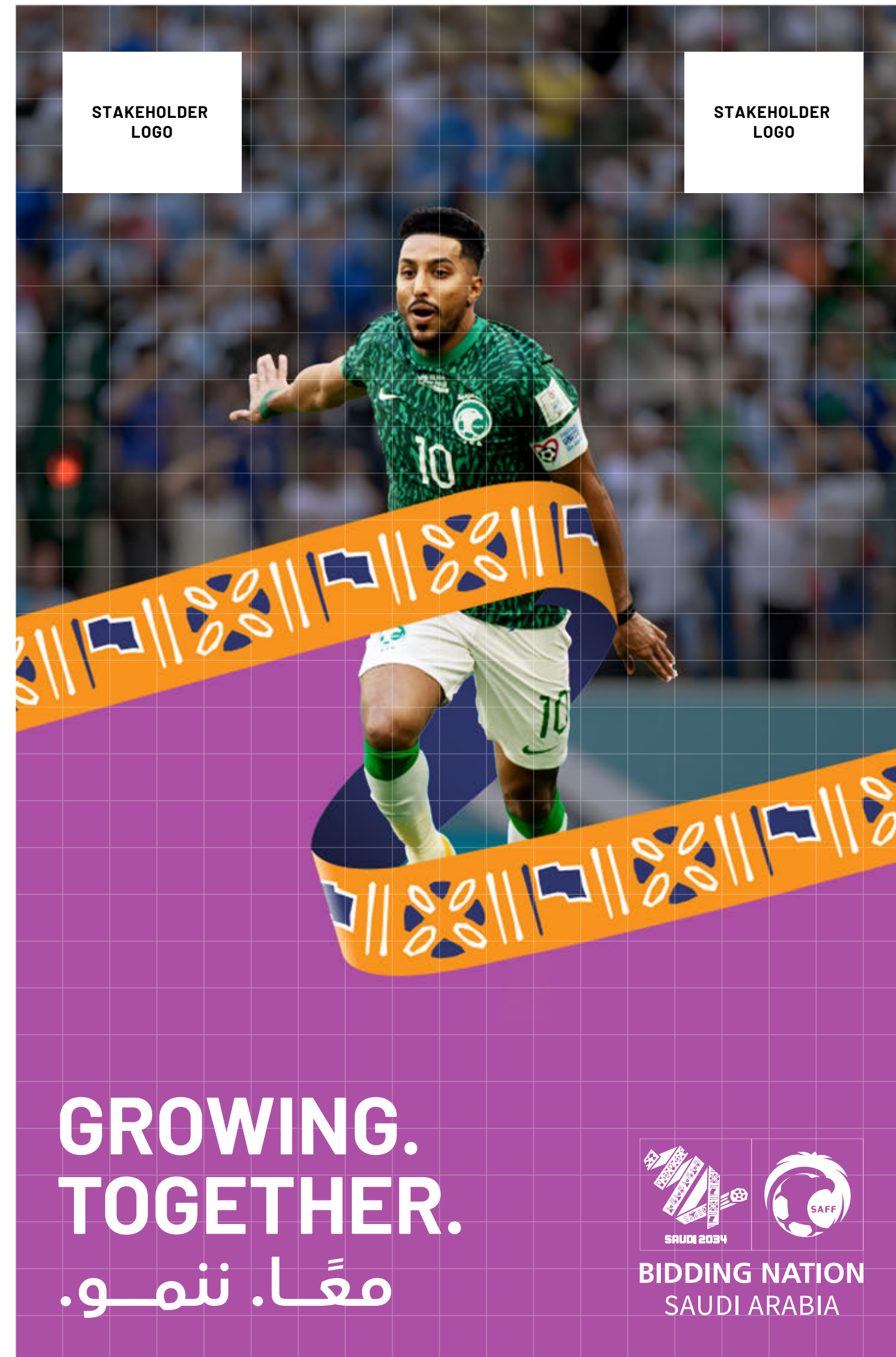
The **SAUDI ARABIA FIFA WORLD CUP™ 2034 BID** logo should be displayed at 100% size, while the co-branded logos should be displayed at 80% size.

CO-BRANDING POSITIONING

Whenever the **SAUDI ARABIA FIFA WORLD CUP™ 2034 BID** logo is seen with a stakeholder logo, some general principles governing their usage apply.

The stakeholder logo is always displayed on the opposite side of the **SAUDI ARABIA FIFA WORLD CUP™ 2034 BID** logo.





VERTICAL TEMPLATES

The templates are designed to guide and inspire you in utilizing the brand identity for the **SAUDI ARABIA FIFA WORLD CUP™ 2034 BID**, including the creation of artworks and the placement of stakeholder logos.



HORIZONTAL TEMPLATES

The templates are designed to guide and inspire you in utilizing the brand identity for the **SAUDI ARABIA FIFA WORLD CUP™ 2034 BID**, including the creation of artworks and the placement of stakeholder logos.





SQUARE TEMPLATES

The templates are designed to guide and inspire you in utilizing the brand identity for the **SAUDI ARABIA FIFA WORLD CUP™ 2034 BID**, including the creation of artworks and the placement of stakeholder logos.



GRAPHIC TEMPLATES

The templates are designed to guide and inspire you in utilizing the brand identity for the **SAUDI ARABIA FIFA WORLD CUP™ 2034 BID**, including the creation of artworks and the placement of stakeholder logos.

SOCIAL MEDIA CAROUSEL

Vibrant Energy

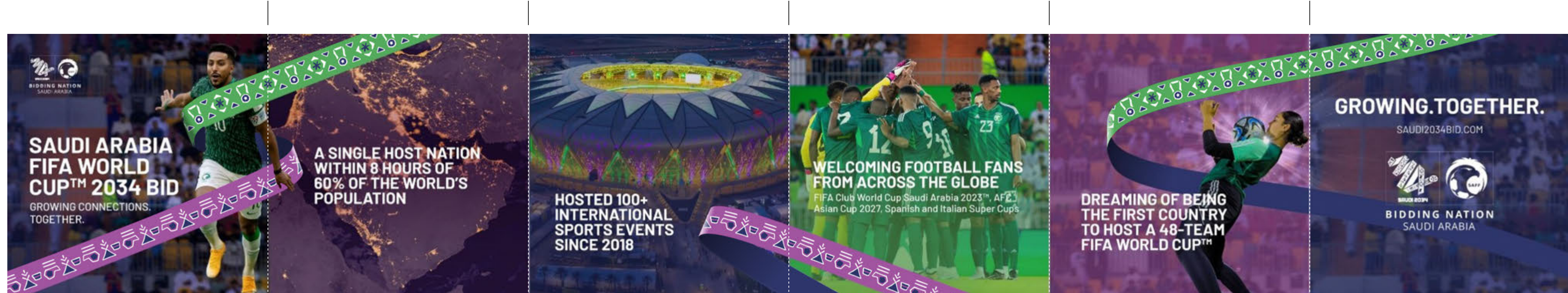
Our social media strategy is all about injecting lively energy into every post, capturing the essence of our sports brand. We aim for content that pulses with the community's enthusiasm for sports.

Visual Storytelling

We're committed to using striking imagery and dynamic overlays to create content that stands out. Our visuals will encapsulate the **SAUDI ARABIA FIFA WORLD CUP™ 2034** bid spirit, stirring the excitement and competitive nature intrinsic to sports.

Ribbon Dynamics

We'll weave ribbons smoothly into our visuals, using them to amplify and enrich the narrative. These ribbons will serve to augment the imagery, adding to the vibrant and energetic narrative that our sports brand represents on social media.









GROWING.
TOGETHER.
مَعًا. نَنمُو.

الله أكبر
محمد رسول الله



11.0

BRAND APPLICATION

BROCHURE - HORIZONTAL LAYOUT



BROCHURE - HORIZONTAL LAYOUT



BROCHURE - VERTICAL LAYOUT



BROCHURE - VERTICAL LAYOUT



STATIONERY



FOLDER



BUSINESS CARDS



ID AND LANYARD



BANNERS



TSHIRTS



HOODIES



BIBS



PENS



PHONE COVERS



SPORT BOTTLES



FLAGS



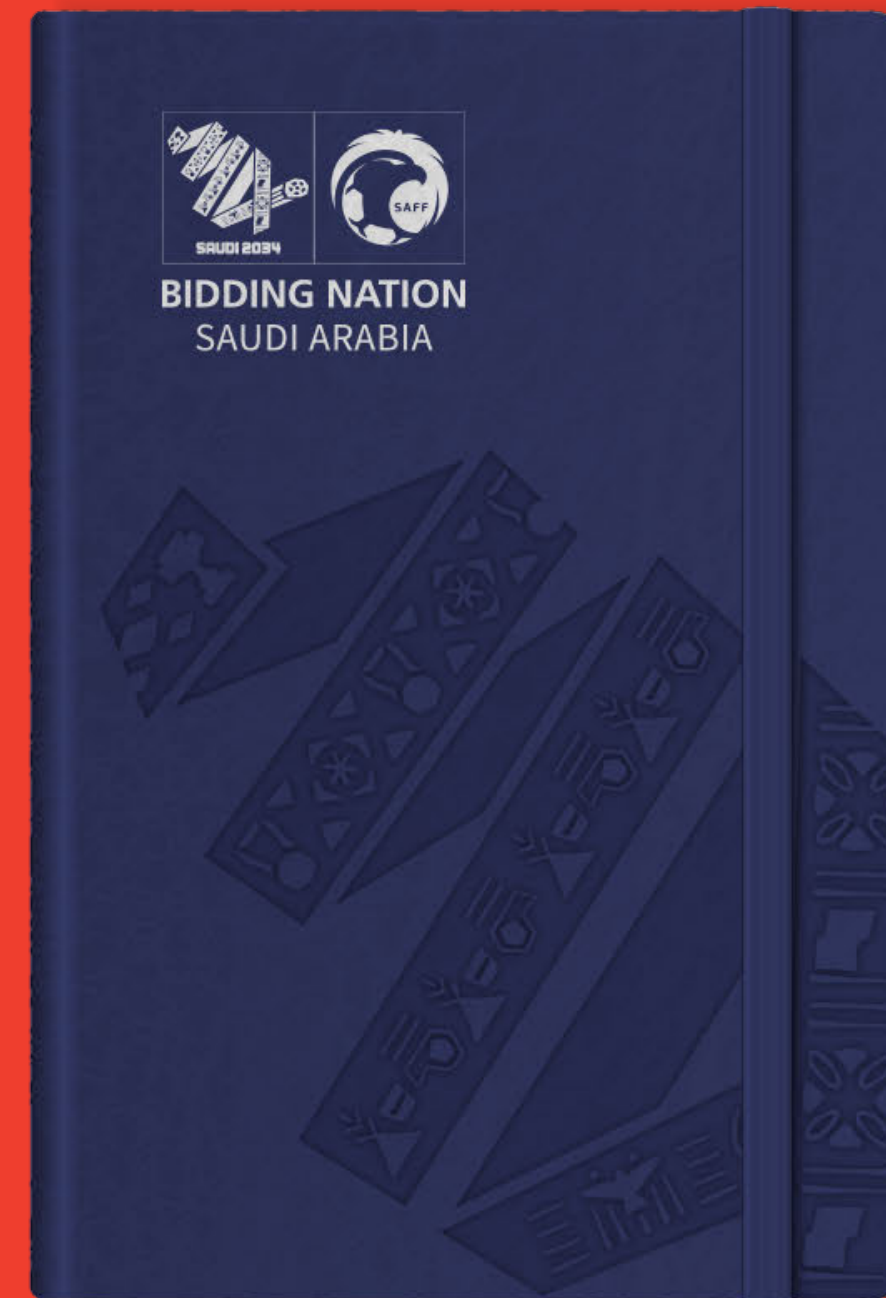
NOTEBOOK



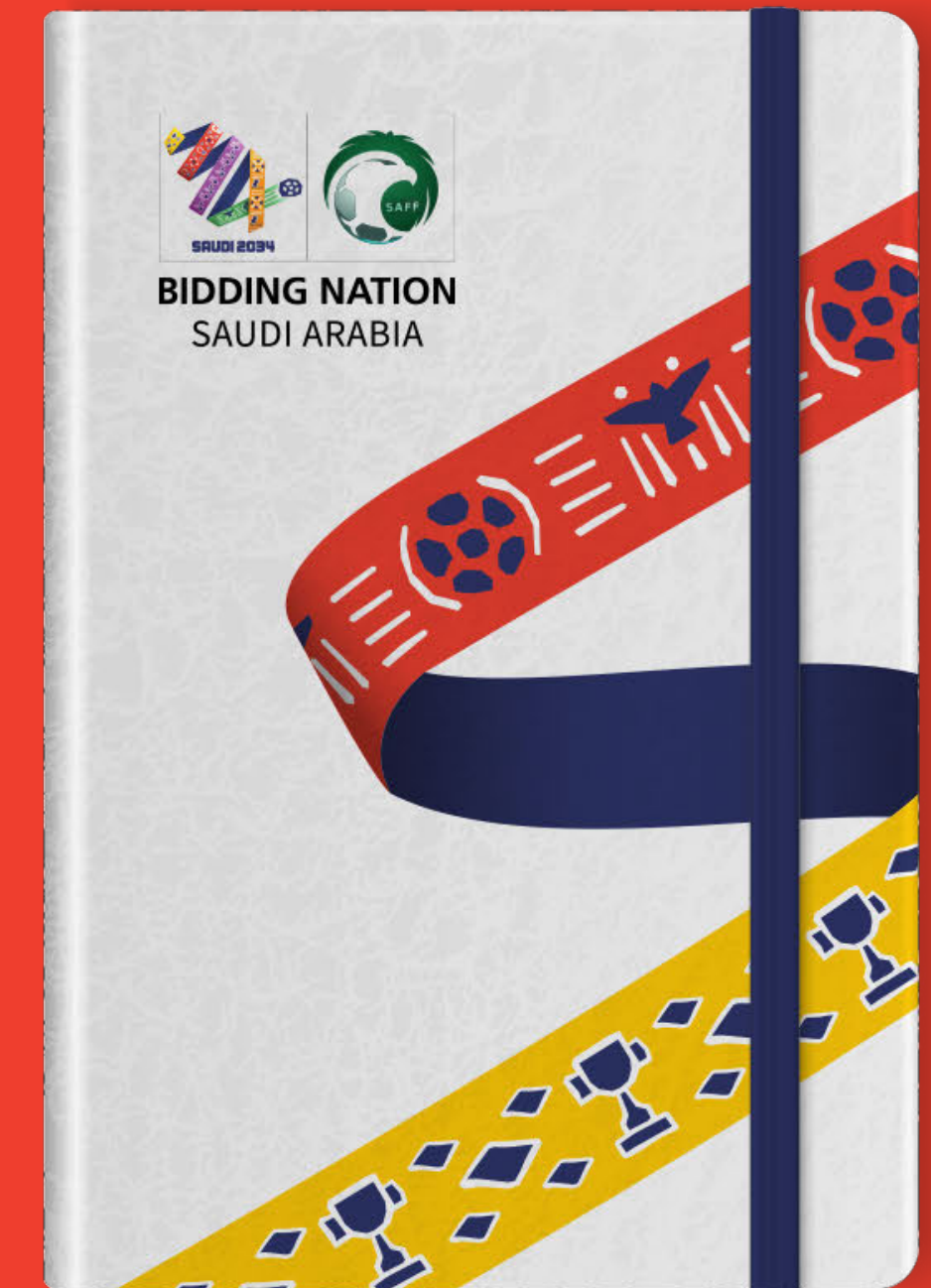
EMBOSSSED



EMBOSSSED



ENGRAVED



STANDARD

STRESS BALL



SCARFS



CAPS



LAPTOP SLEEVES



SILICONE BRACELETS



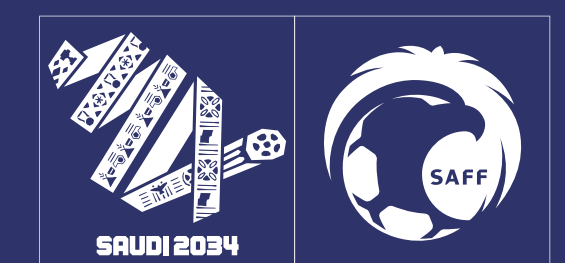
ARABIC COFFEE CUPS



CONTACT INFO

Please contact the Saudi Arabia FIFA World Cup™ 2034 bid unit Marketing and Communications team should you require further information. Imagery files are available upon request.

Saudi2034bid@saff.com.sa



BIDDING NATION
SAUDI ARABIA