الهيئــة SAUDI
السعودية TOURISM
للسياحـة AUTHORITY

Brand Guidelines

Version 1.0 | 27. 03. 2020

Welcome

These guidelines are to help create visual and tonal consistency across everything we do, and empower everyone that uses them. We ask you to read and apply the basic rules laid out in this document, paying close attention to the conceptual pieces that demonstrate how the identity elements are used together to create the correct look and feel of the brand.

The document will be reviewed and will evolve over time to ensure it is as easy as possible to follow for all stakeholders.

How to navigate these guidelines

These guidelines have been designed as an interactive PDF, they are compatible with Adobe Acrobat® 6 and above.

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Clicking on any of the page titles on the contents page will take you to the relevant page.

Clicking on CONTENTS in the navigation bar will take you back to the contents page.

Use the arrows to navigate page by page through the document.

Contents

1. Our brand

Our role

Our role is to build the value of tourism to the Saudi nation and regions by developing our tourism product, raising the aspiration to travel, converting that aspiration to booking, and partnering with a range of commercial organizations.

Our communications activity is focused on increasing the value and volume of tourism by promoting the Visit Saudi brand worldwide.

Our brand

SAUDI
TOURISM الهيئة السعودية للسياحة
AUTHORITY

Promoter brand

The role of our promoter brand is to advance national tourism objectives by promoting the destination brand.

Visit Saudi

Destination brand

As the purpose of STA is to promote Visit Saudi, the majority of communications will feature the Visit Saudi brand and therefore both brands live within the same communications eco-system.

Our destination brand logotype has been designed in two languages, Latin and Arabic.

Scale of presence

Target audience	Internal	Government	Trade & Business	Tourists & Citizens
Scale of presence	SAUDI الهيئـــــة TOURISM السعودية AUTHORITY للسياحـــة			Visit Saudi
Promoter brand presence	100%	75%	25%	0%
Example communication channels	**Functional office items:** • Employee ID • Visitor pass • Note book • Desk signage • Stationery	**Corporate collaterals:** • Corporate folders • Email signature • Reports and publications • PPT Presentation	**Corporate comms & marketing:** • Event dressings • Flyer, brochures and leaflets • Website	**Marketing & merchandise:** • Advertising (TV, OOH, Social, Digital, Press etc) • Merchandise (clothing, gift items etc.)

The scale of presence table demonstrates the hierarchy of STA vs. Visit Saudi within communications. The STA presence within communications should be adjusted based on who the conversation is with.

As the purpose of STA is to promote Visit Saudi, the majority of communications will feature the Visit Saudi brand. However, there are a small number of instances where for functional reasons the promoter brand exists in isolation.
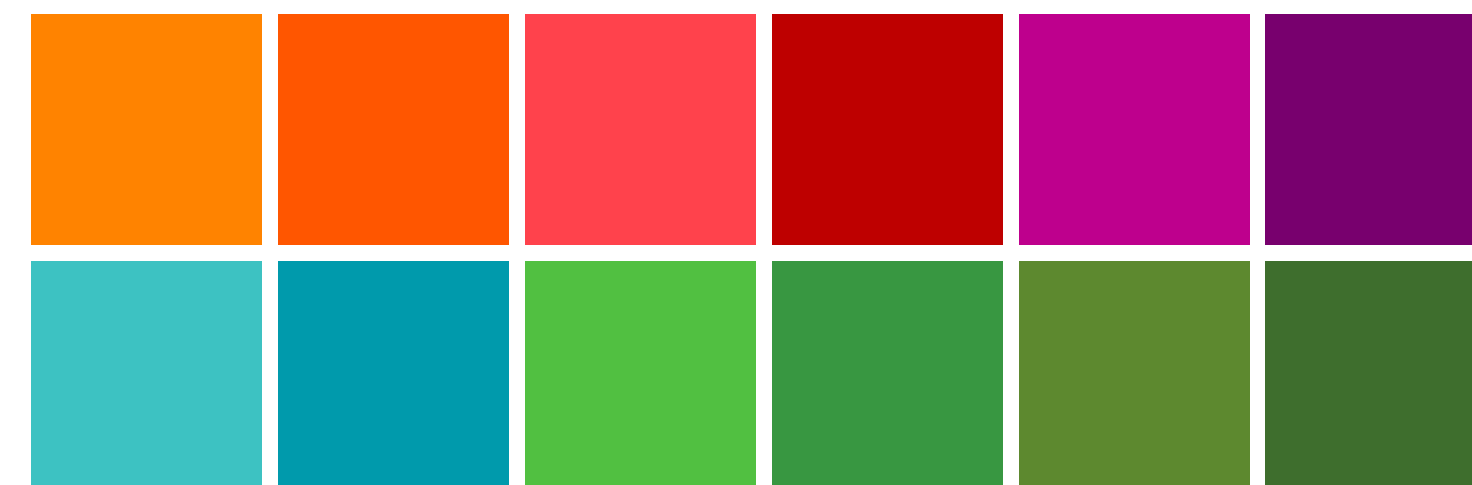
Brand toolkit

Promoter brand

SAUDI الهيئة
TOURISM السعودية
AUTHORITY للسياحة

Destination brand

Visit Saudi

Color palette

Visual language

Photography

Typefaces

Displace 2.0: Headline Latin

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

29LT Zarid Serif: Headline Arabic

أبتثجحخدذرزسشص
ضطظعغفقكلمنهوي
0123456789

Gotham: Body copy Latin

ABCDEFGHIJKLMN
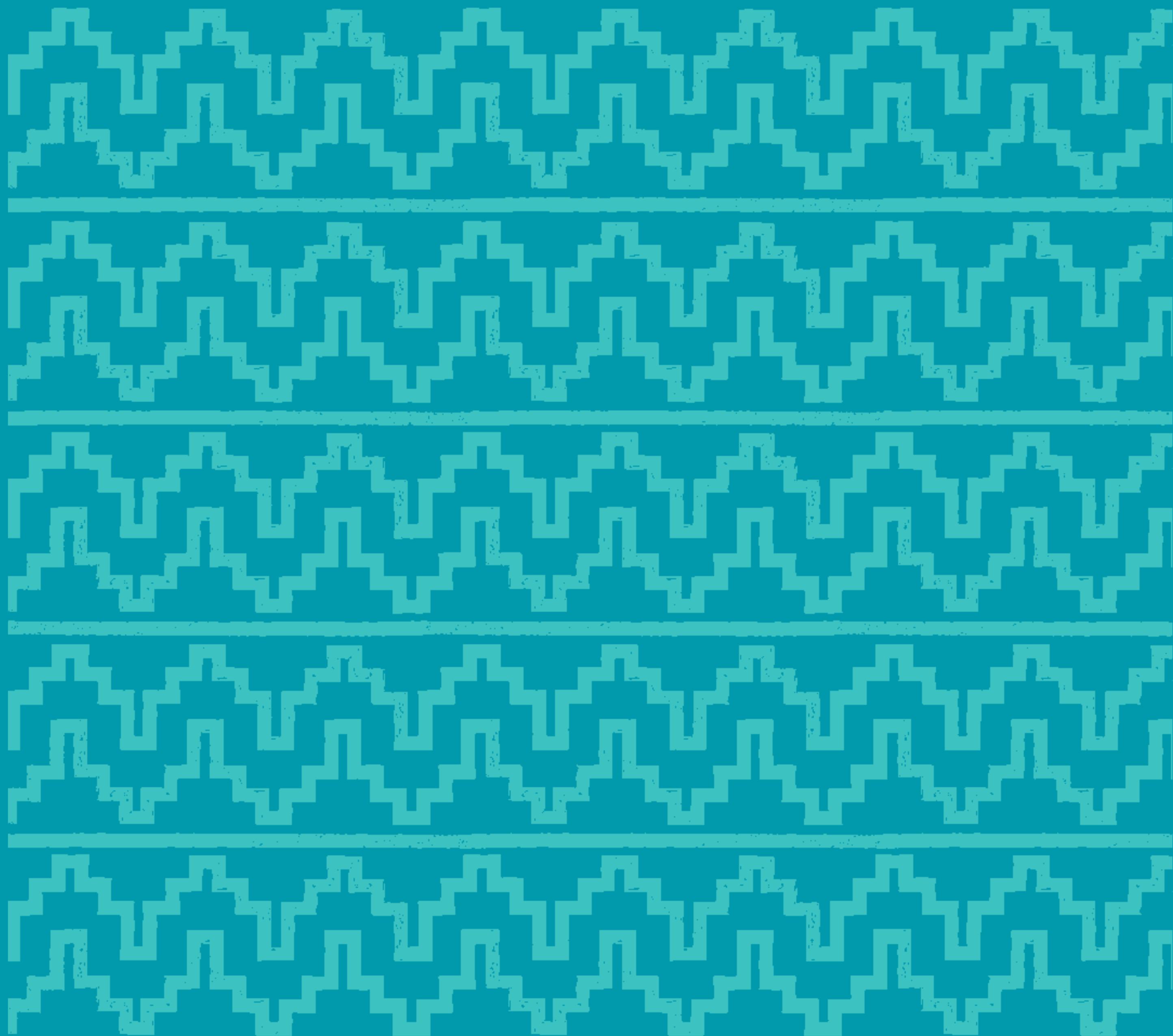OPQRSTUVWXYZ
0123456789

29LT Bukra: Body copy Arabic

أبتثجحخدذرزسشص
ضطظعغفقكلمنهوي
0123456789

2. Our logotypes

Promoter brand logotype
Color versions
Black and white versions
Exclusion zone and minimum size
Please avoid...
Artwork file naming

Promoter brand logotype

Our logotype has been created with special
characteristics that ensure its uniqueness
and reflect the brand and message.

Both the logotype and symbol have been
designed to be read in both Latin and
Arabic scripts.

The symbol has been designed to work
alongside the Saudi Tourism brand while
 also working as a stand alone mark.

SAUDI الهيئــــة
TOURISM السعودية
AUTHORITY للسياحـــة

Color versions

Our logotype may appear in one of six colorways; blue, dark green, green, orange, purple and red.

Green is the primary color to be used when possible, unless the design demands otherwise. Please ensure that colors are used evenly and collectively across communications.

The colored logotypes are for use on white backgrounds. Please do not use these logotypes on imagery. A white logotype has been created for use on imagery and is detailed on the following page.

SAUDI الهيئــــة
TOURISM السعودية
AUTHORITY للسياحـة

Blue

SAUDI الهيئــــة
TOURISM السعودية
AUTHORITY للسياحـة

Dark green

SAUDI الهيئــــة
TOURISM السعودية
AUTHORITY للسياحـة

Green

SAUDI الهيئــــة
TOURISM السعودية
AUTHORITY للسياحـة

Orange

SAUDI الهيئــــة
TOURISM السعودية
AUTHORITY للسياحـة

Purple

SAUDI الهيئــــة
TOURISM السعودية
AUTHORITY للسياحـة

Red

Black and white versions

There are different logotype artwork files available for varying reproduction requirements.

You should only use the solid black version of our logotype when production means are limited to one solid color, for instance engraving.

The solid white version of the logo should only be used when on solid colored backgrounds or photography (see examples A + B).

When used on photography, the logo must be placed on a section of the image which is clear and allows for enough contrast.

Solid black

Solid white

Example A

Example B

Always check permissions before using imagery.

Exclusion zone and minimum size

Exclusion zone

To ensure consistent prominence and legibility, the logotype should always be surrounded by an area of clear space which remains free of other design elements, such as type and other logotypes.

The construction of the exclusion zone area is based on the height of the letter "A" in the logotype referred to here as 'X'.

Minimum size

In print, the logotype should not be smaller than the size detailed here (23mm).

On-screen the minimum logotype size cannot be controlled as it is rendered differently across the different platforms and devices. In these situations, please take care to preserve the legibility.

SAUDI الهيئــــة
TOURISM السعودية
AUTHORITY للسياحـة

SAUDI
TOURISM
AUTHORITY

23mm

Exclusion zone

Minimum size

Please avoid...

The logotype should always be reproduced
from the master artwork provided. It should
never be altered, re-drawn, re-colored or
manipulated in any way.

The examples on this page show what to
avoid when using the logotype:

1. Do not disproportionately scale
   the logotype
2. Do not rotate the logotype
3. Do not re-color our logotype
4. Do not apply a drop shadow
5. Do not change the fonts in the logotype
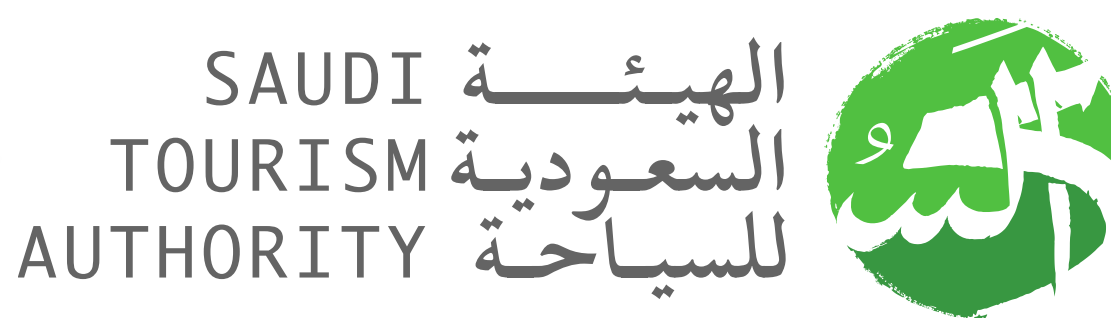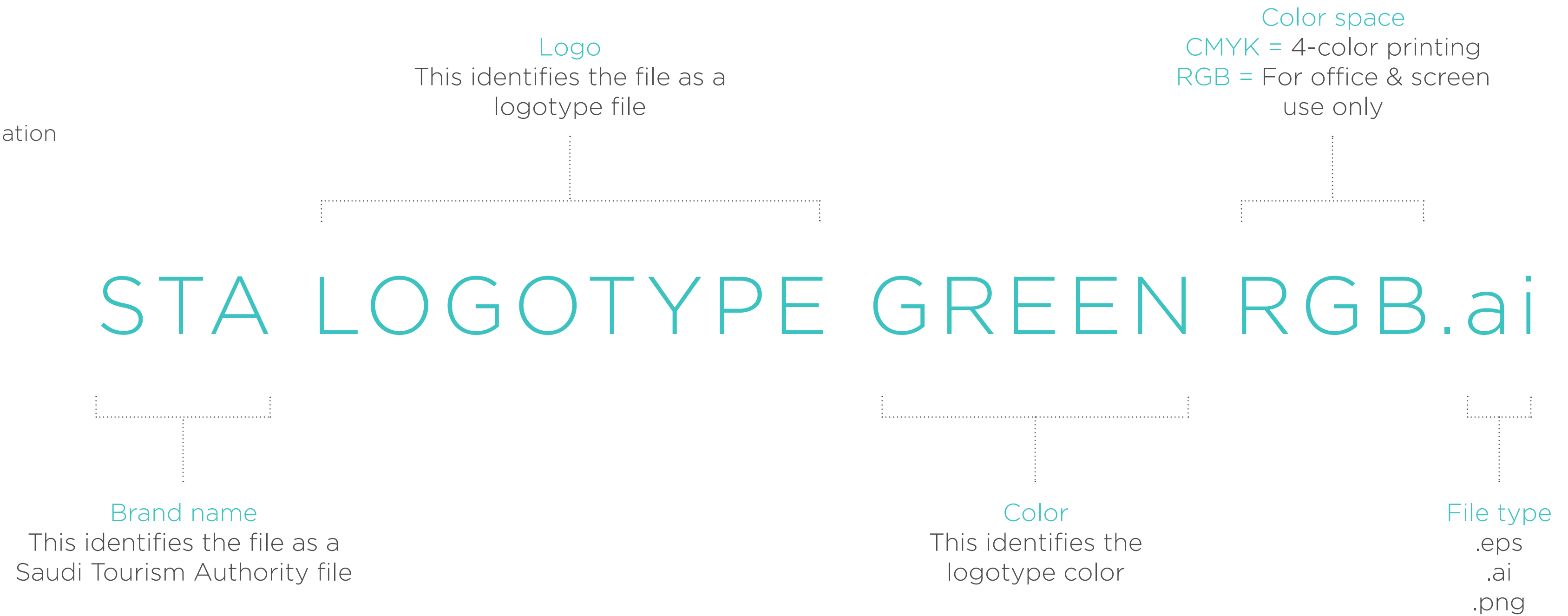6. Do not rearrange the shape of
   the logotype

1

2

3

4

5

6

Artwork file naming

Shown here is our system for logotype artwork file naming.

The file name contains all the key information needed to identify the appropriate logo artwork file.

Logo
This identifies the file as a logotype file

Color space
CMYK = 4-color printing
RGB = For office & screen use only

STA LOGOTYPE GREEN RGB.ai

Brand name
This identifies the file as a Saudi Tourism Authority file

Color
This identifies the logotype color

File type
.eps
.ai
.png

3. Color

Color management
Color palette
Color in context

Color management

Precise, consistent color management requires accurate ICC (International Color Consortium) compliant profiles of all of the color devices (such as monitor, printer etc.) Setting up the correct color profile ensures that the colors you see on your monitor or in print will match the ones detailed in this color section.

The color profiles shown opposite, should always be used before applying any color. This should be part of the document setup process.

If these color profiles are not used, color reproduction will vary from communication to the next, and brand consistency will not be maintained.

To assign a color profile in commonly used Adobe softwares:
1. Choose Edit > Color Settings
2. Select the color profile mentioned above in each color space, then click OK

For screen

RGB: sRGB IEC61966-2.1

CMYK: Coated FOGRA39 (ISO 12647-2:2004)

For print

Color palette

Our color palette is an important ingredient in creating brand recognition for Saudi Tourism.

Our color palette contains white and grey along with six color sets: orange, red, purple, blue, green and dark green.

Each of the six color sets includes a light and dark hue. Through consistent application, our color palette will become an essential tool in building a distinctive and recognizable brand.

Primary colors

Orange set	Red set	Purple set	Blue set	Green set	Dark green set
Process **C0 M50 Y100 K0**	Process **C0 M75 Y50 K0**	Process **C25 M100 Y0 K0**	Process **C65 M0 Y20 K0**	Process **C64 M0 Y84 K0**	Process **C75 M20 Y100 K20**
RGB **R255 G131 B0**	RGB **R255 G66 B76**	RGB **R190 G0 B141**	RGB **R61 G194 B194**	RGB **R81 G192 B65**	RGB **R93 G137 B47**
Pantone **157 C**	Pantone **1787 C**	Pantone **233 C**	Pantone **637 C**	Pantone **361 C**	Pantone **555 C**
Hex **#ff8300**	Hex **#ff424c**	Hex **#be008d**	Hex **#3dc2c2**	Hex **#51c041**	Hex **#5d892f**

Secondary colors

Orange set	Red set	Purple set	Blue set	Green set	Dark green set
Process **C0 M75 Y100 K0**	Process **C0 M100 Y85 K20**	Process **C50 M100 Y15 K15**	Process **C90 M0 Y20 K0**	Process **C88 M0 Y92 K0**	Process **C75 M20 Y100 K45**
RGB **R255 G86 B0**	RGB **R190 G0 B0**	RGB **R120 G0 B110**	RGB **R0 G154 B172**	RGB **R56 G151 B65**	RGB **R62 G110 B45**
Pantone **166 C**	Pantone **7620 C**	Pantone **512 C**	Pantone **312 C**	Pantone **355 C**	Pantone **2409 C**
Hex **#ff5600**	Hex **#be0000**	Hex **#78006e**	Hex **#009aac**	Hex **#389741**	Hex **#3e6e2d**

Neutral colors

Grey	White
K 70	Process **C0 M0 Y0 K0**
Pantone **Cool Gray 8 C**	RGB **R 255 G 255 B 255**
Hex **4c4d4c**	Hex **#ffffff**

Color in context

The brand colors are used in the logotypes, icons, infographics and can be used for highlighting text and headlines.

Photography
The choice of photography should dictate which colorway is to be used. If you have an image which has red highlights in it, then the red color set should be applied as shown in Example B.

Logotype
The choice of a color set dictates the color version of the logotype to be used across the communication. In Example A, the blue logotype should be used as the blue color set has been applied. In Example B, the white logotype is used because it's sitting on the red color set.

Typography
Using color for headlines brings vibrancy and variety to the brand. Colors used in typography should match the color set that has been applied. If the background is filled with color, then white should be applied as shown in Example A.
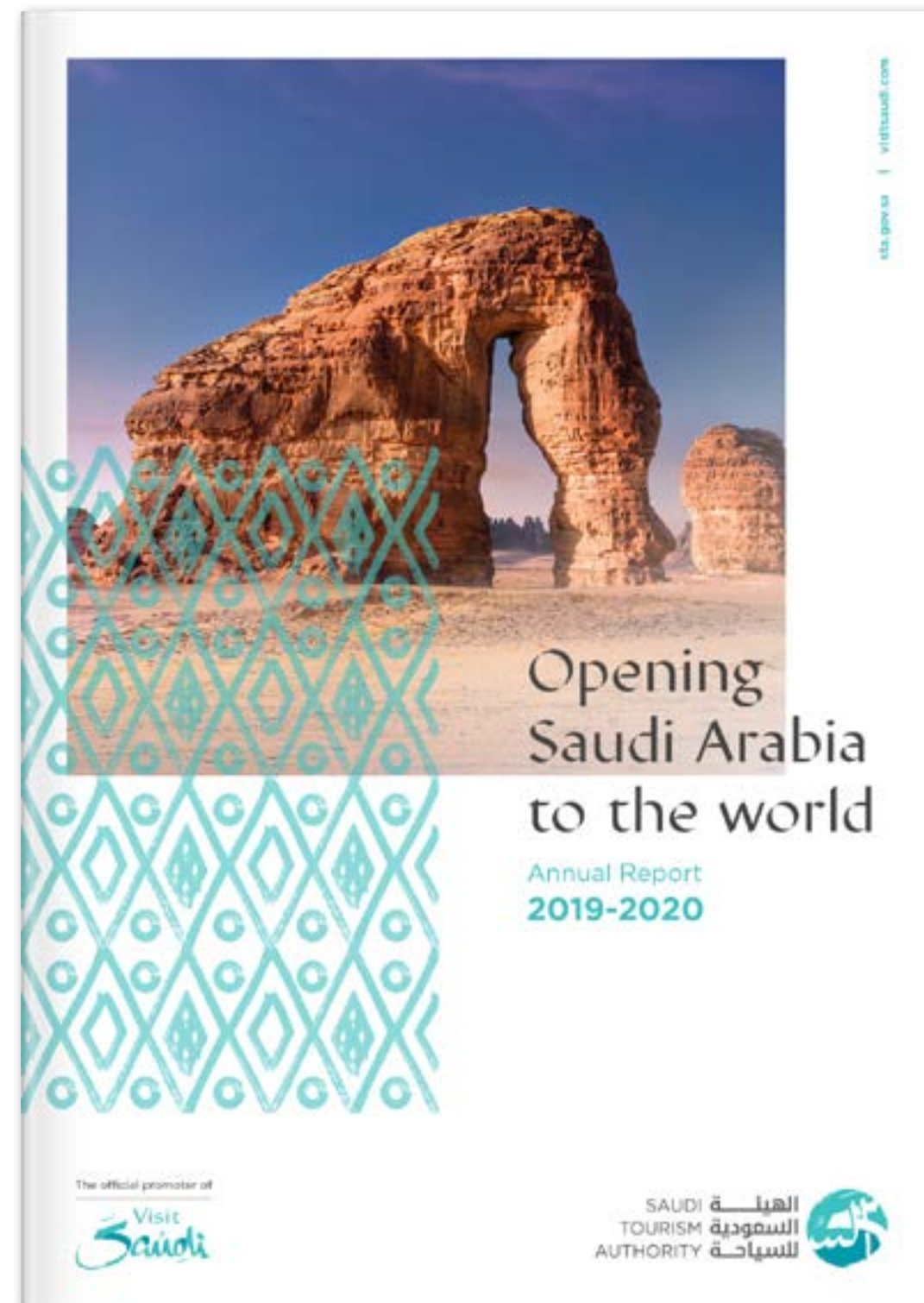
Example A
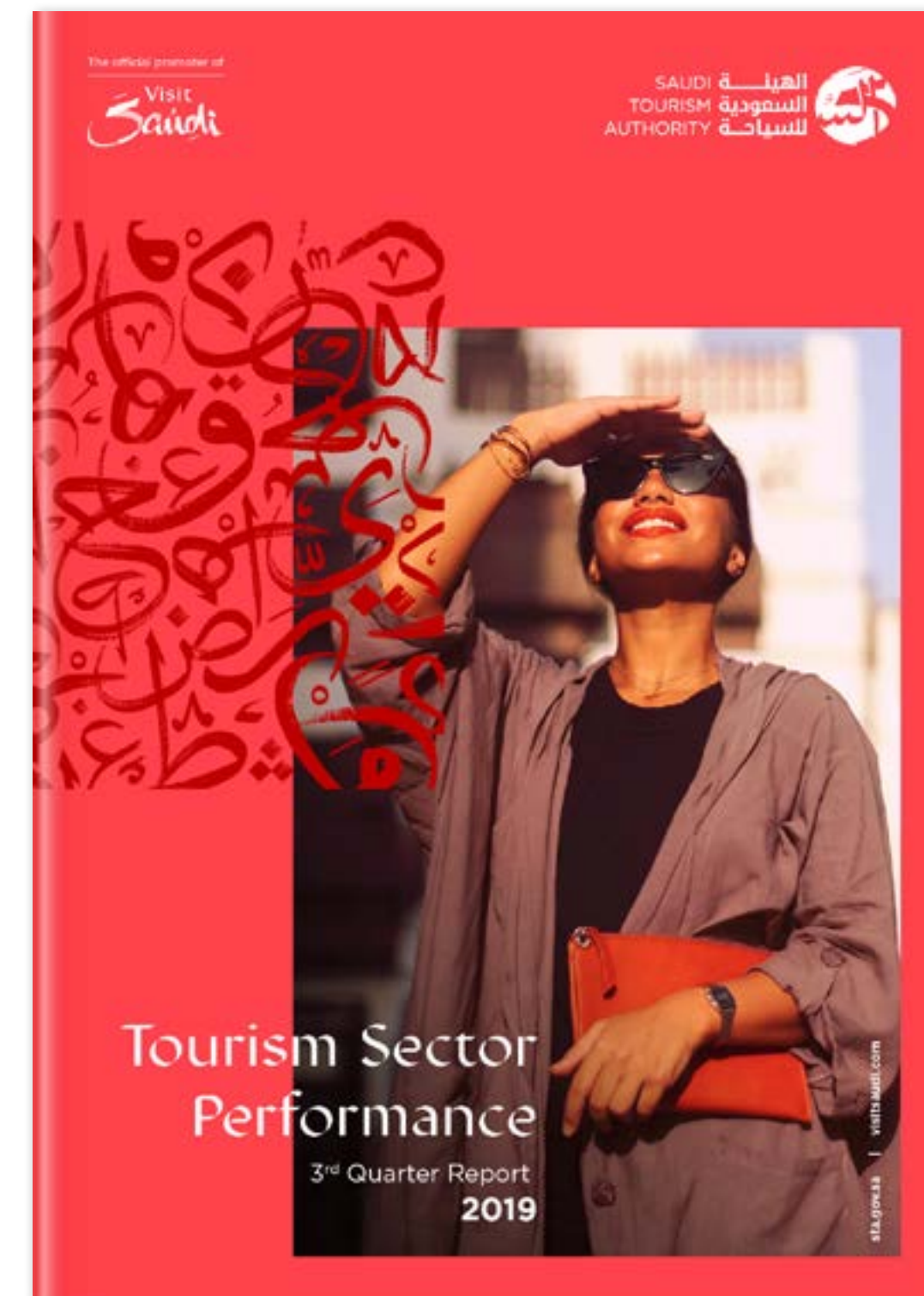
Example B

4. Typography

Headline typefaces
Body copy typefaces
System typefaces
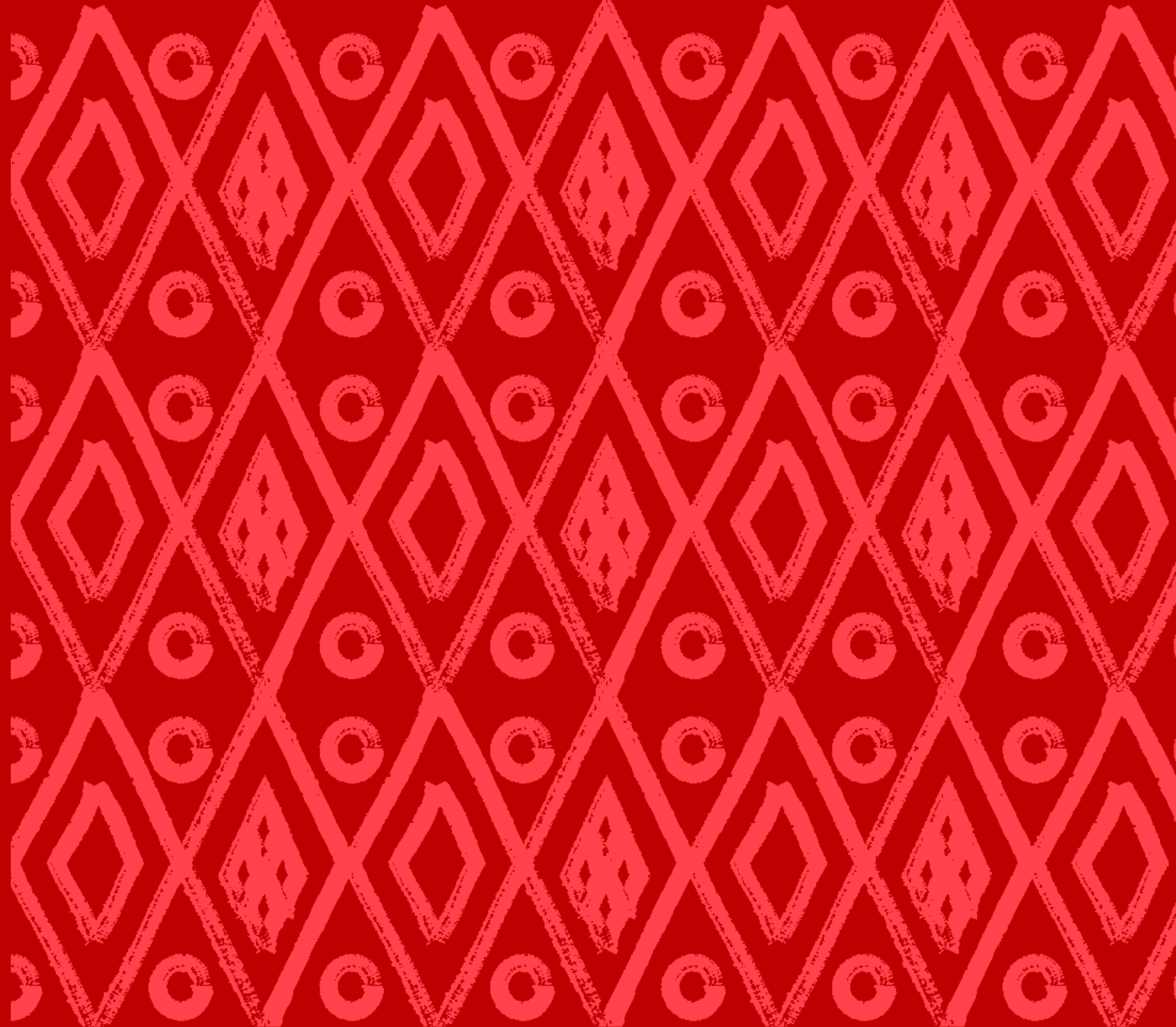
Headline typefaces

Our primary Latin typeface is **Displace 2.0**. It is a contemporary typeface with Arabic calligraphy features that compliment the identity. It can be used in regular, medium and bold.

Our primary Arabic typeface is **29LT Zarid Serif**. It is a modern Arabic typeface with geometric features while also preserving classic Arabic calligraphy design. It can be used in regular, medium and semi bold.

Our primary typeface must be used for headlines and big highlight copy only. It is not meant to be used for small body copy.

Typefaces are not supplied as this is a breach of font license agreements. Displace 2.0 font must be purchased, licensed and downloaded, as required, from:

https://www.myfonts.com/fonts/ deniserebryakov/displace-2/

https://www.29lt.com/fonts-catalogue/11

Aa

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor ut incididunt ut laboret dolore.

Displace 2.0 Regular
A B C D E F G H I J K L M N

Displace 2.0 Medium
O P Q R S T U V X W Y Z

Displace 2.0 Bold
0123456789 !$%()-+:\/?,.

كه ك

شلق العناول الشرقيحه. لقة باستخداءا جدارسومن تنقيحه. يمكنك إضافة أكثرات. لقة كونك التجميلة للطباست خداعة، يم لقة أسرع.

29LT Zarid Serif Regular
أ ب ت ث ج ح خ د ذ ر ز س ش ص

29LT Zarid Serif Medium
ض ط ظ ع غ ف ق ك ل م ن ه و ي

29LT Zarid Serif Semi bold
.,؟٨:[+_()*%$! 0123456789

Body copy typefaces

Our body copy Latin typeface is **Gotham**, it is a clean and modern typeface that is functional and legible in small sizes. It can be used in book, medium and bold.

Our body copy Arabic typeface is **29LT Bukra**, it is a modern and geometric typeface that is functional and legible in small sizes. It can be used in regular, medium and bold.

Our secondary typeface is used for content other than headlines, such as; sub headings, bodycopy and captions.

Typefaces are not supplied as this is a breach of font license agreements. Gotham font must be purchased, licensed and downloaded, as required, from:

https://www.typography.com/fonts/gotham/styles/gotham1

https://www.29lt.com/fonts-catalogue/1

Aa

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut laboret dolore.

Gotham Book
A B C D E F G H I J K L M N

Gotham Medium
O P Q R S T U V X W Y Z

Gotham Bold
0123456789 !$%()-+:\/?,.

ه ك ل

شلق العناول الشرقيحه. لقة باستخداء جدارسـومن تنقيحـه. يمكنـك إضافـة أكثرات. لقة كونك التجميلة للطباست خداعـة، يـم لقة أسـرع.

29LT Bukra Regular
أ ب ت ث ج ح خ د ذ ر ز س ش ص

29LT Bukra Medium
ض ط ظ ع غ ف ق ك ل م ن ه و ي

29LT Bukra Bold
.,؛؟٨:[+_()*%$! 0123456789

System typefaces

In some cases, like general office use, it will not be technically possible to use our brand typefaces, in this case, we recommend the use of the system typeface **Arial** in regular and bold for both Latin and Arabic scripts.

Aa

ه ك لّ

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut laboret dolore.

شـلق العنـاول الشـرقيحـه. لقـة باسـتخداءا جدارسـومن تنقيحـه. يمكنـك إضافـة أكثـرات. لقـة كونـك التجميلـة للطباسـت خداعـة، يـم لقـة أسـرع.

Arial Regular (Latin)
A B C D E F G H I J K L M N

Arial Regular (Arabic)
أ ب ت ث ج ح خ د ذ ر ز س ش ص

Arial Bold (Latin)
O P Q R S T U V X W Y Z

Arial Bold (Arabic)
ض ط ظ ع غ ف ق ك ل م ن ه و ي

5. Visual language

Patterns
Colorways
Watermarks
Cropping
Patterns in context
Please avoid...
Artwork file naming

Patterns

Our brand has ten patterns which have been carefully designed to represent Saudi Arabia's culture and are therefore solely unique to the Kingdom.

These patterns are a key part of our brand and should be used across all our communications.

These patterns can be used as a graphic background or overlayed on top of imagery.
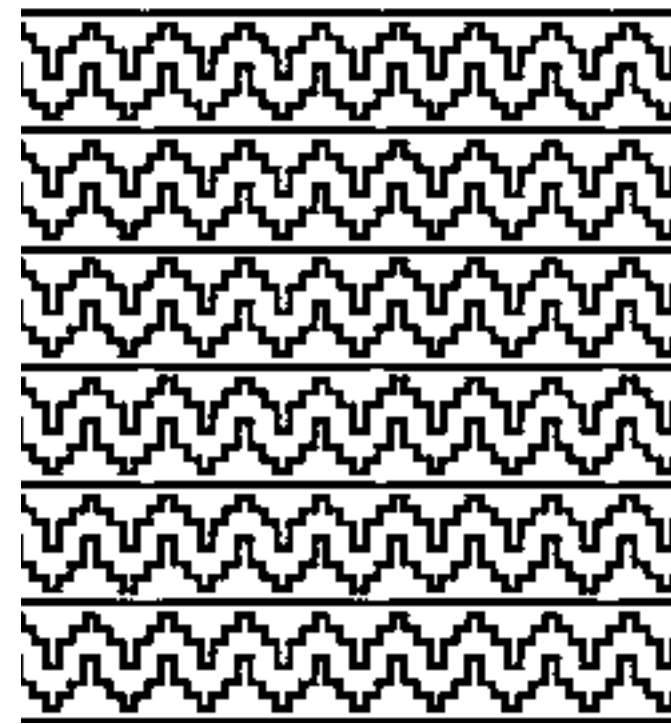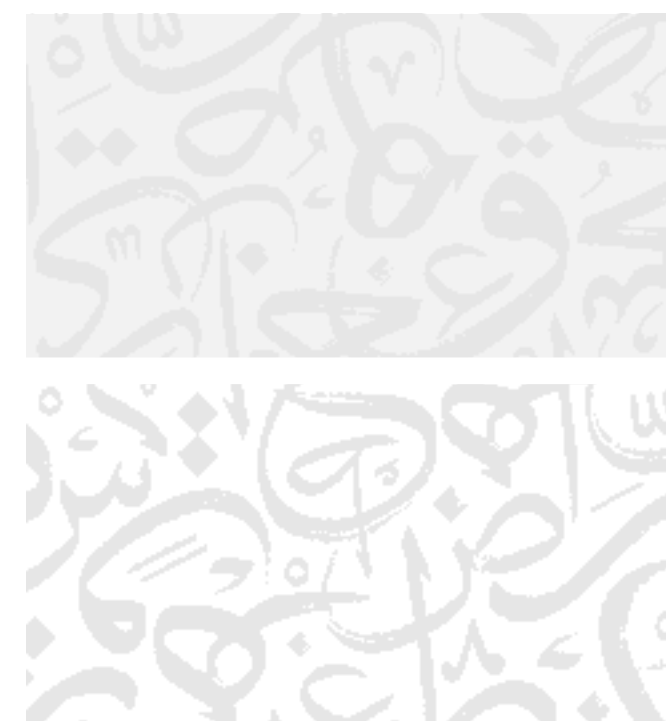
Pattern 1
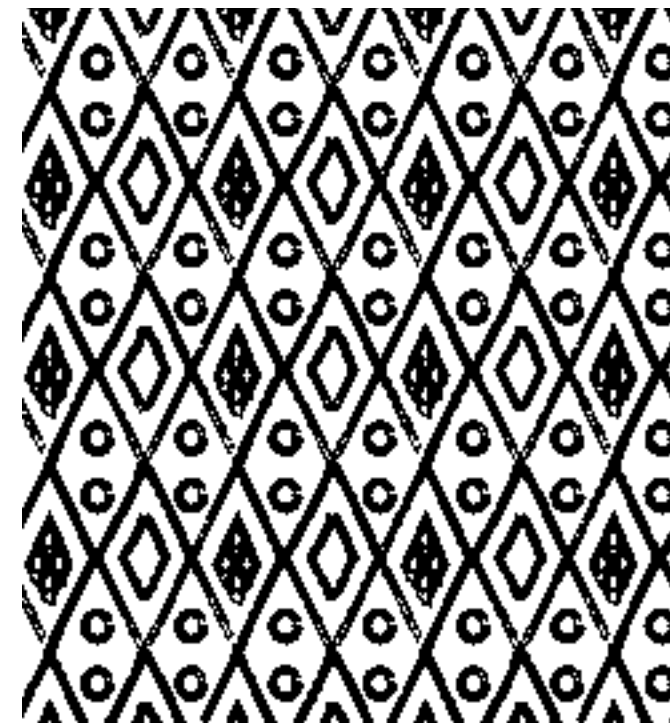
Pattern 2
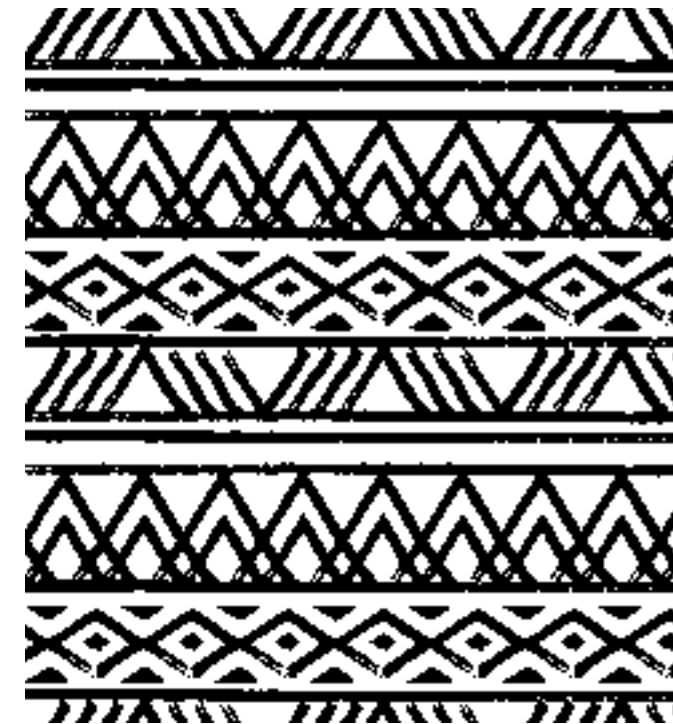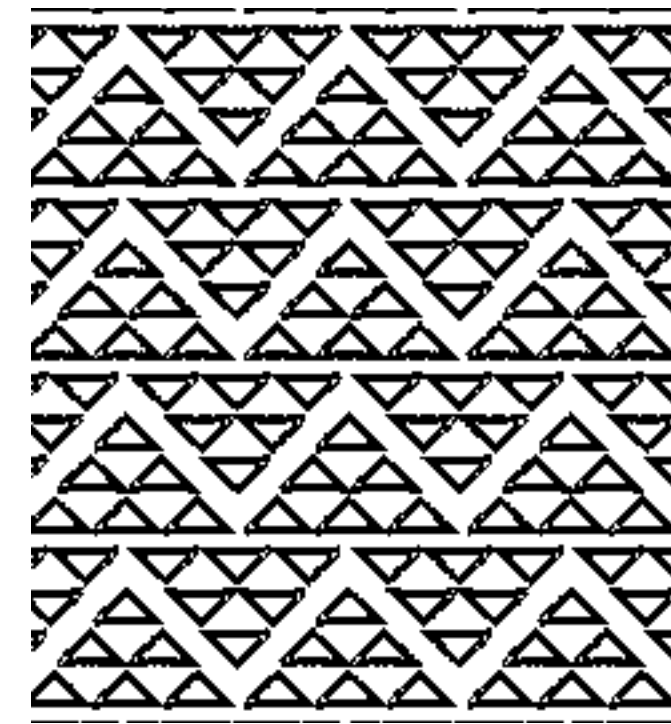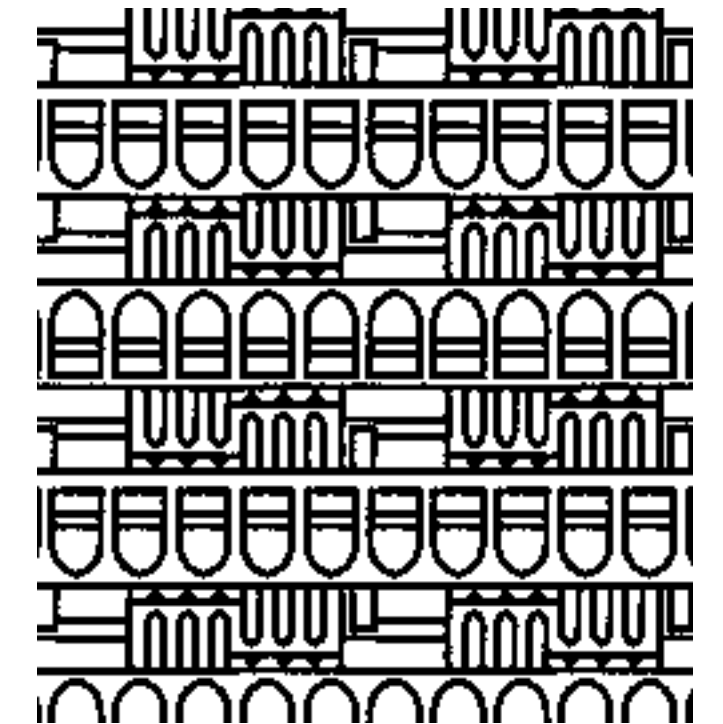
Pattern 3
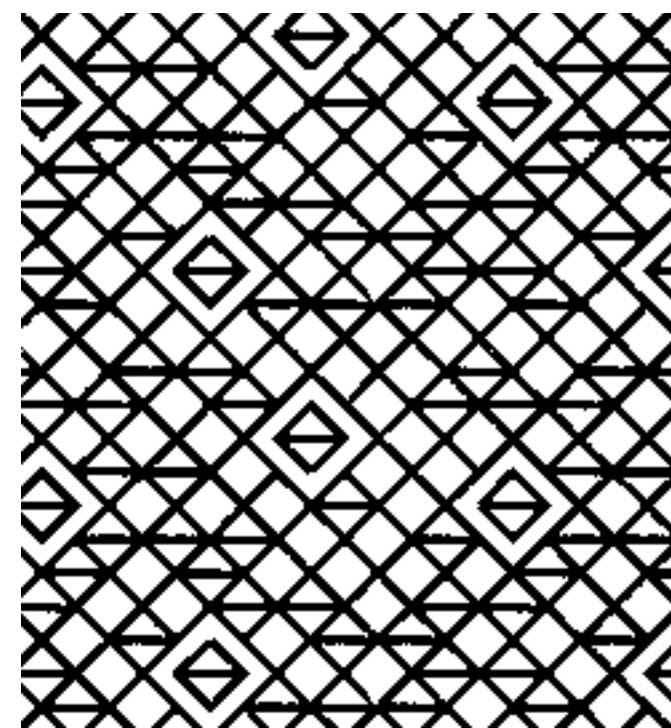
Pattern 4
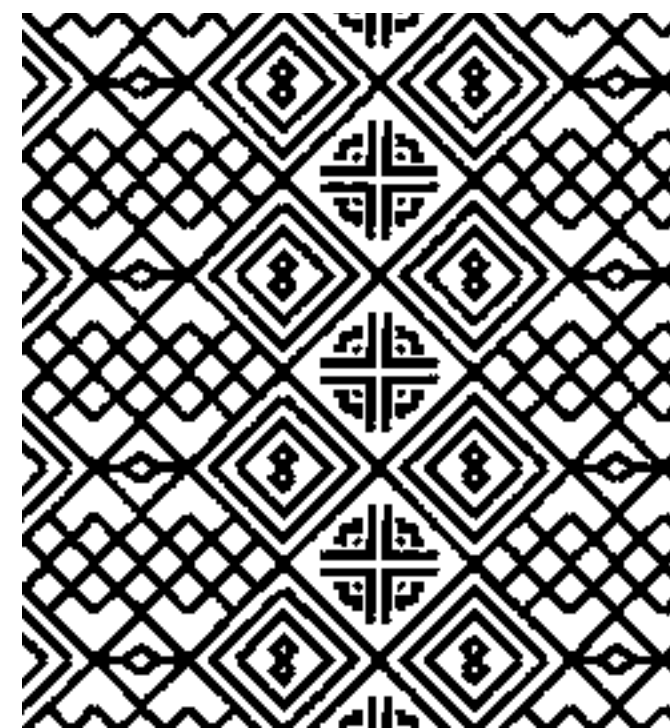
Pattern 5
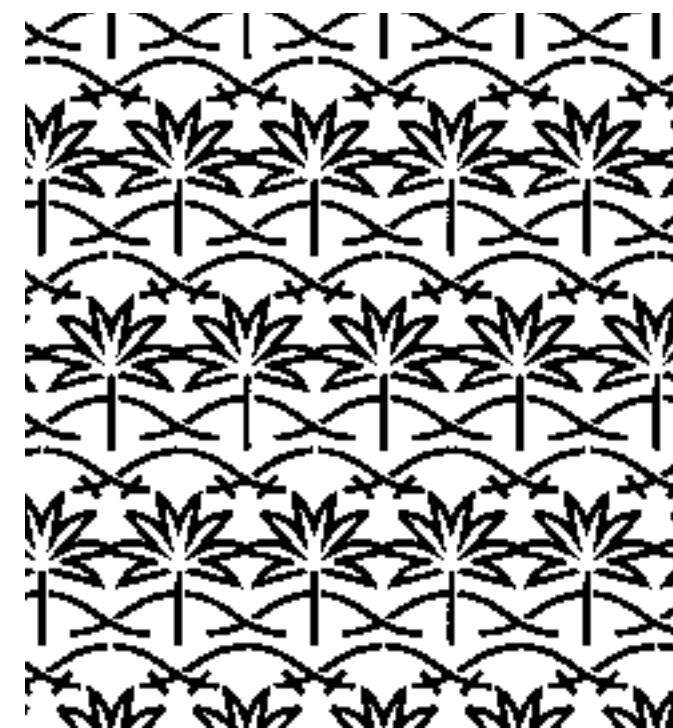
Pattern 6

Pattern 7
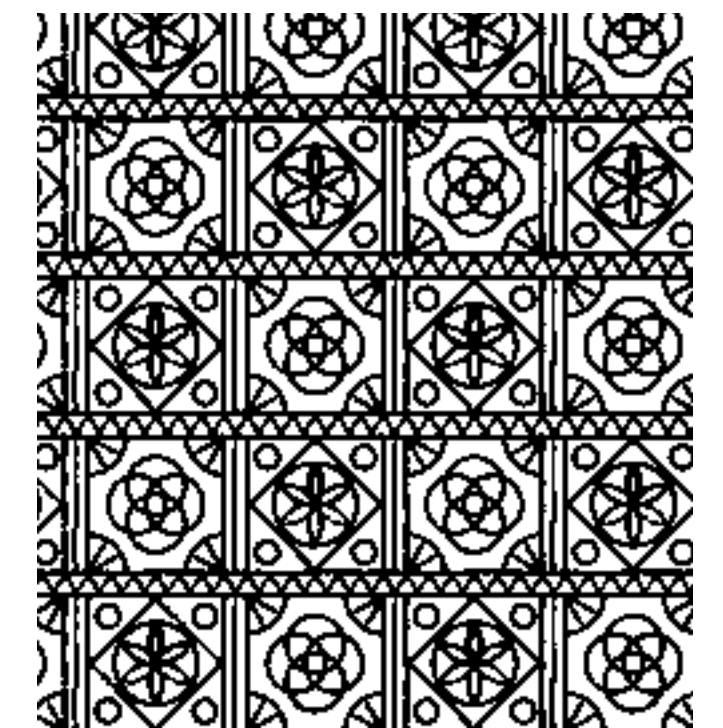
Pattern 8

Pattern 9

Pattern 10

Colorways

Our primary color sets can be applied to our patterns in a variety of different ways to allow for maximum flexibility.

Each of the six colorways includes a light and dark hue version and can sit either on a white background or on the color sets. supporting color.
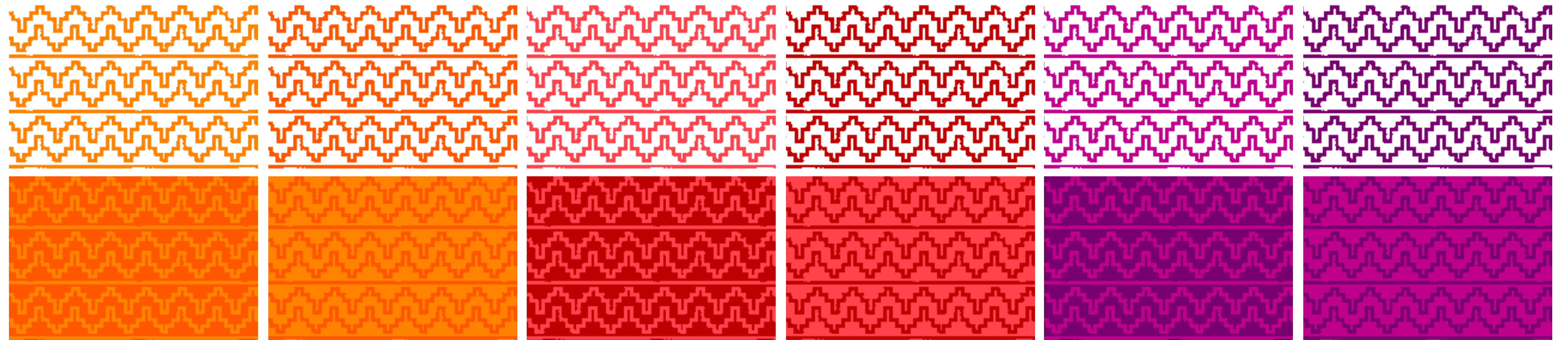
Colorway 1

Colorway 2

Colorway 3
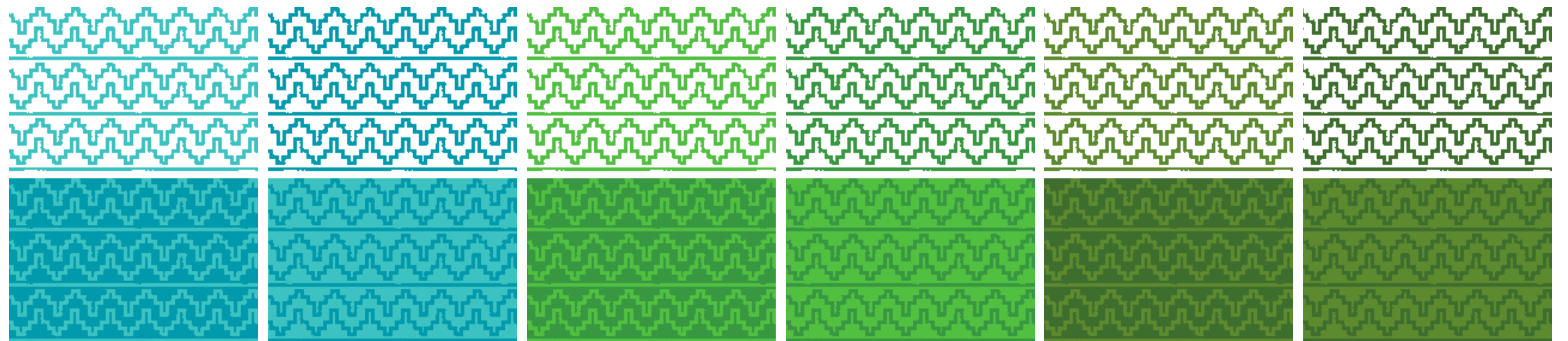
Colorway 4

Colorway 5

Colorway 6

Watermarks

The ten patterns can also be used as watermarks across communications that require a more subtle graphical approach.

The watermarks can be used in two different ways. Either as a 10% (black) sitting on a 5% (black) background, or a 10% (black) sitting on a white background.

Pattern 1
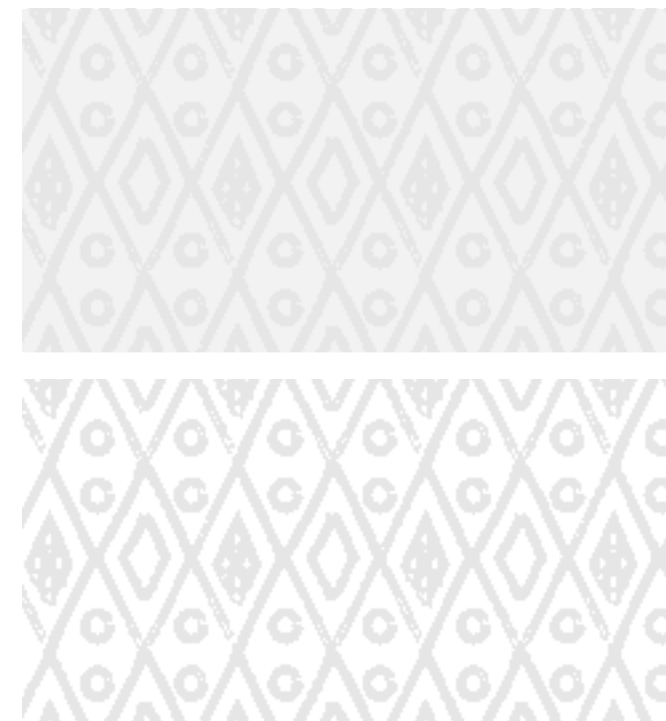
Pattern 2
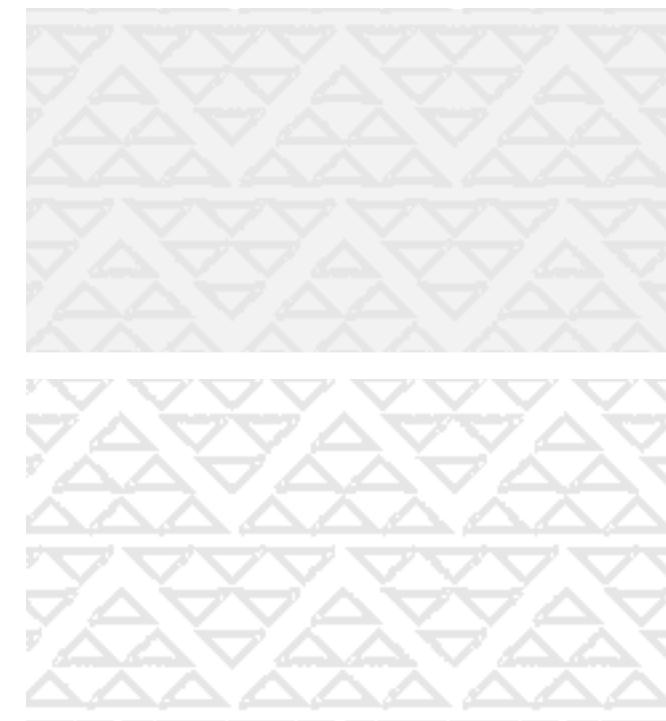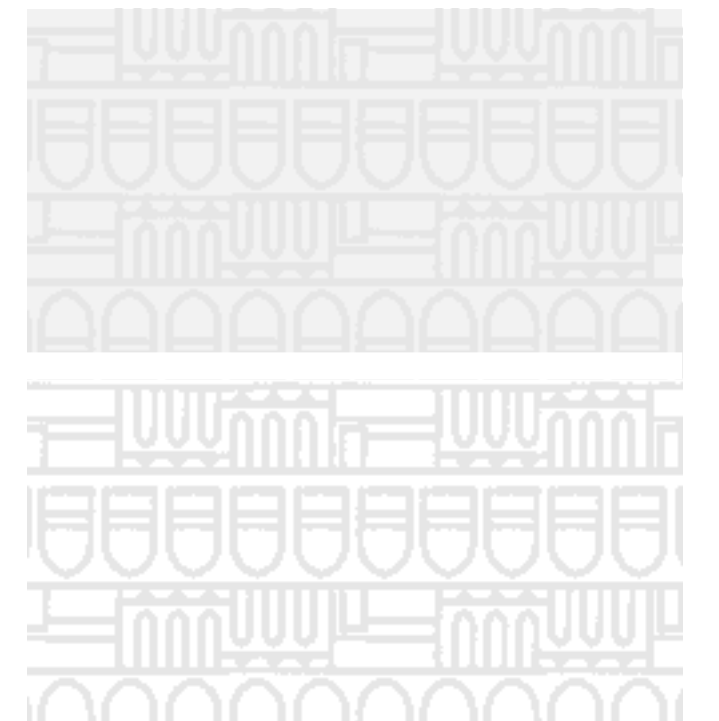
Pattern 3
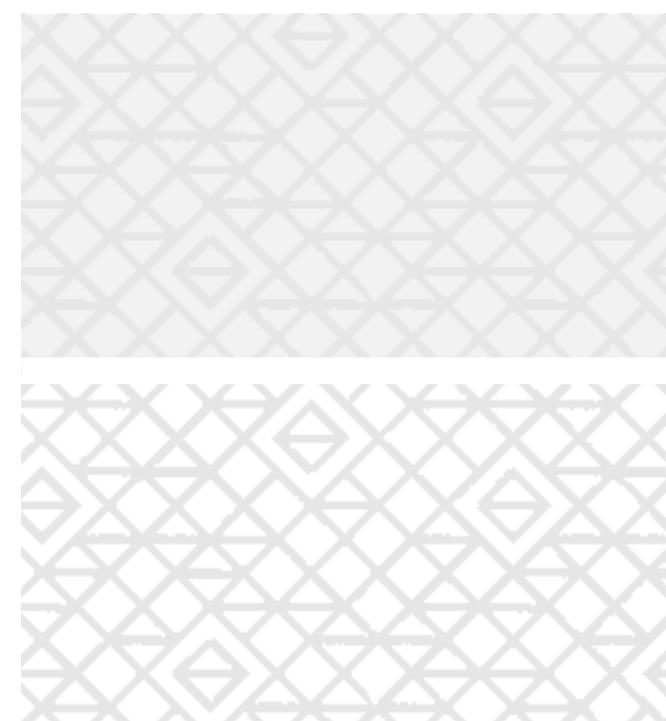
Pattern 4

Pattern 5

Pattern 6

Pattern 7

Pattern 8

Pattern 9

Pattern 10

Cropping

Our patterns can be applied as
a whole to fill the background as texture
or cropped onto an application.

The patterns can be mirrored
and scaled at the discretion of the designer
depending on the layout, but never
rotated or skewed.

Example A
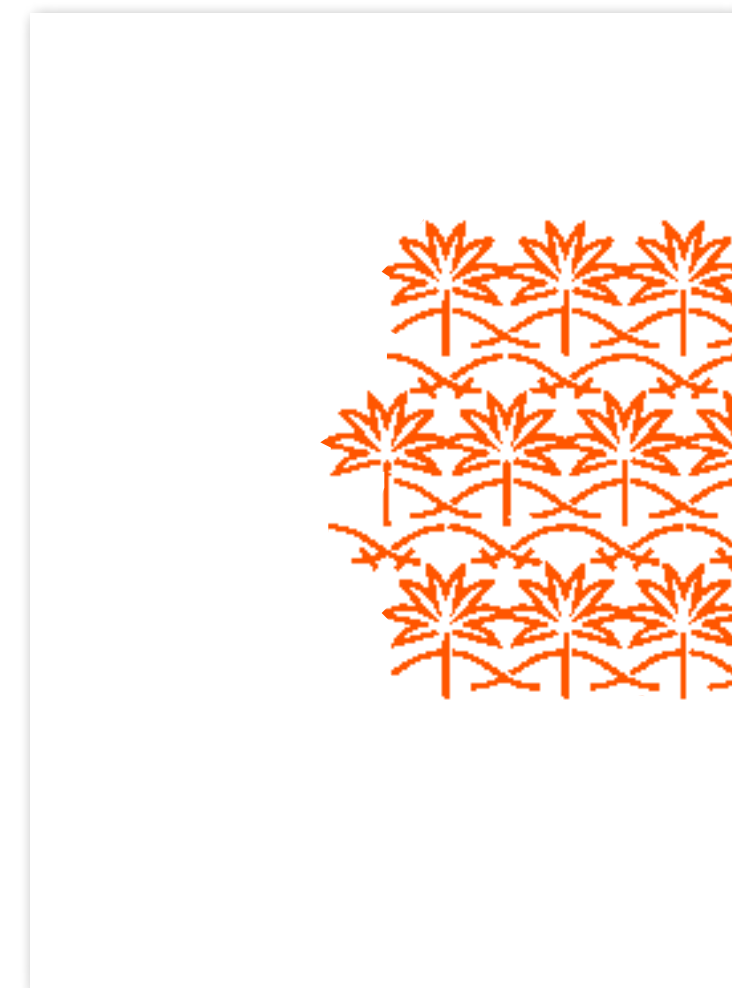
Example B
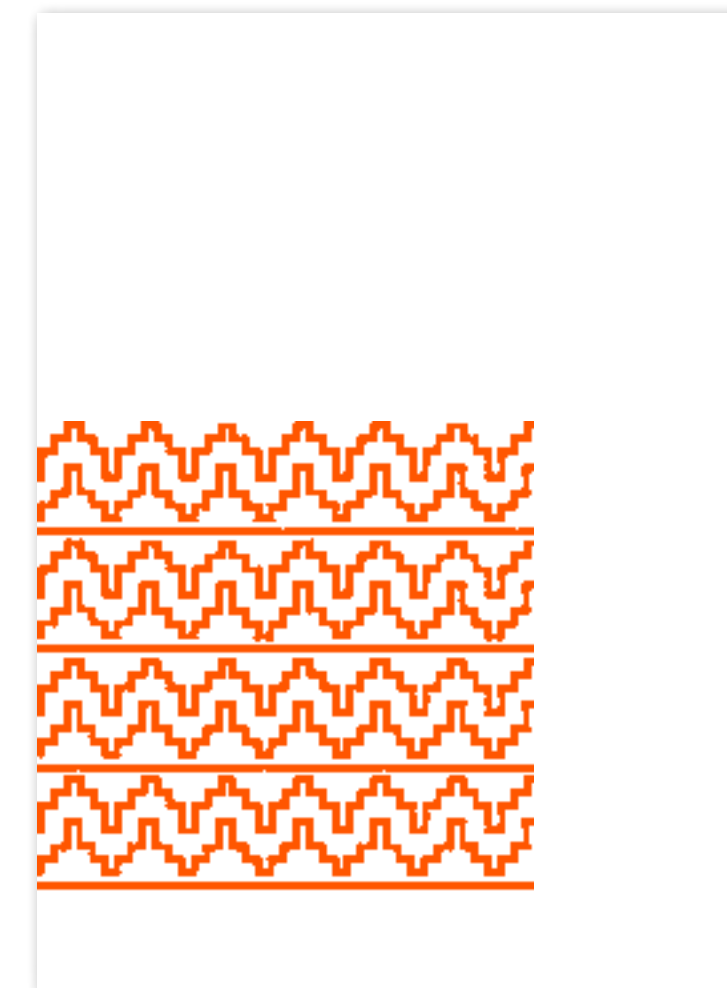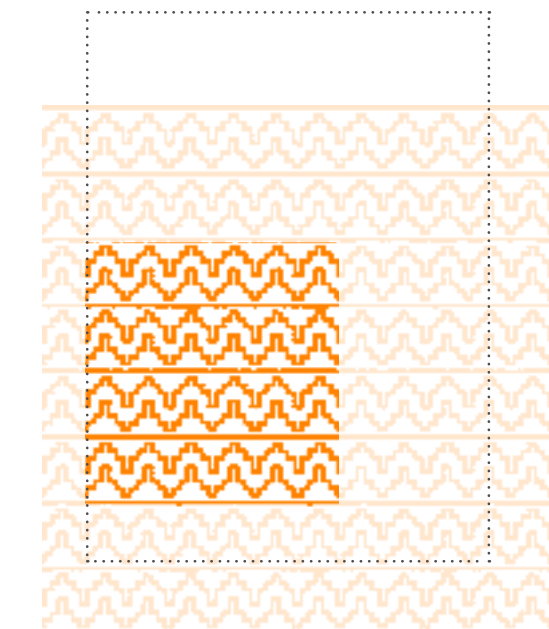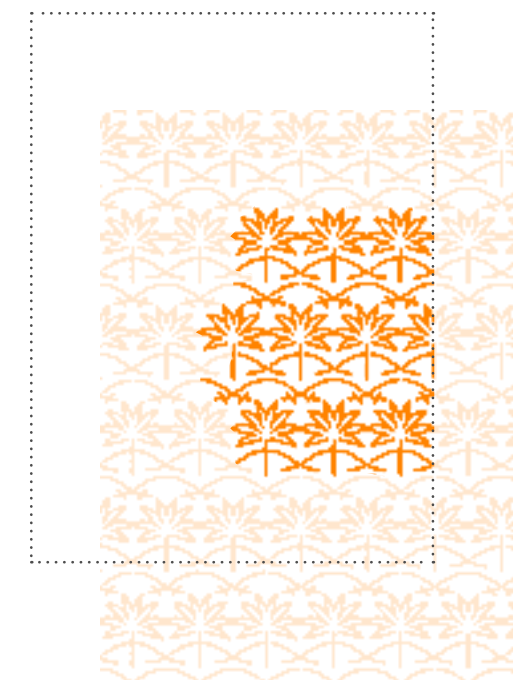
Example C

Patterns in context

Our patterns can be used in a variety of different ways. Examples A – D demonstrate the four primary ways they can be applied.

The choice of photography should dictate which colorway is to be used (if applicable). For instance, if you have an image which has red tones within it, then the red colorways should be applied.

Primary use:
A. Pattern on a colored background overlapping photography
B. Pattern on a white background overlapping photography
C. Pattern on a colored background
D. Pattern on a white background
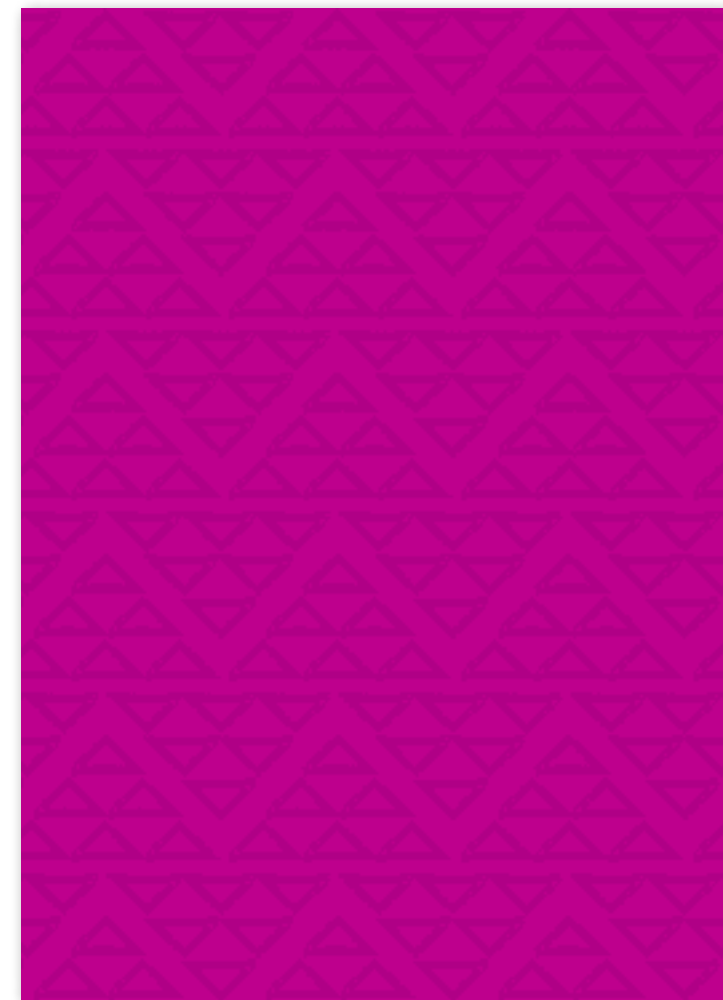

Example A

Example B
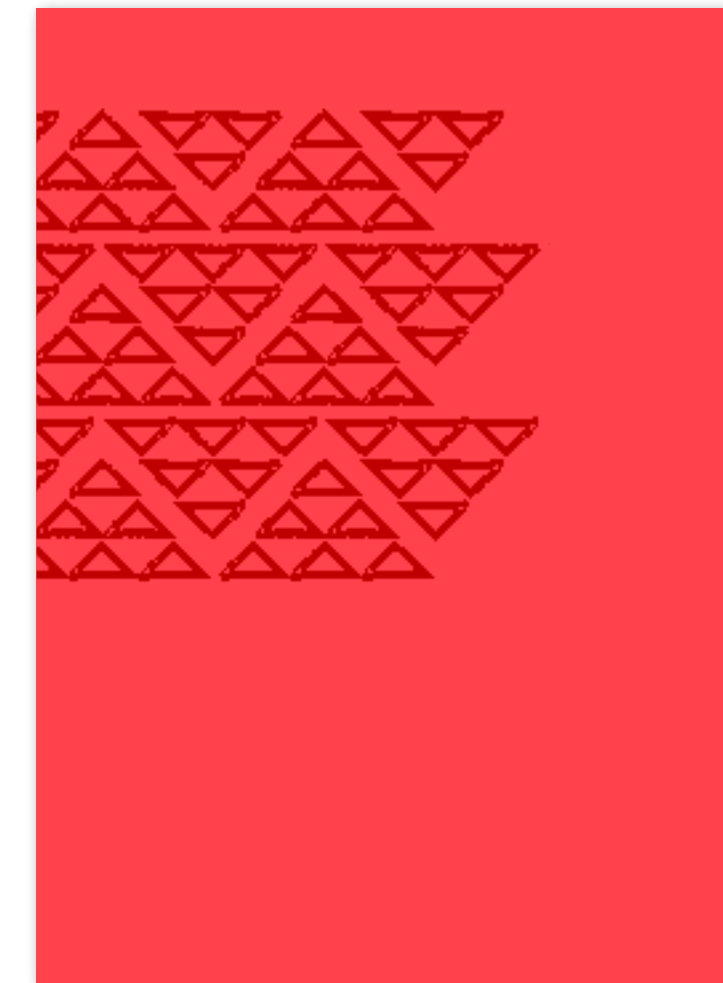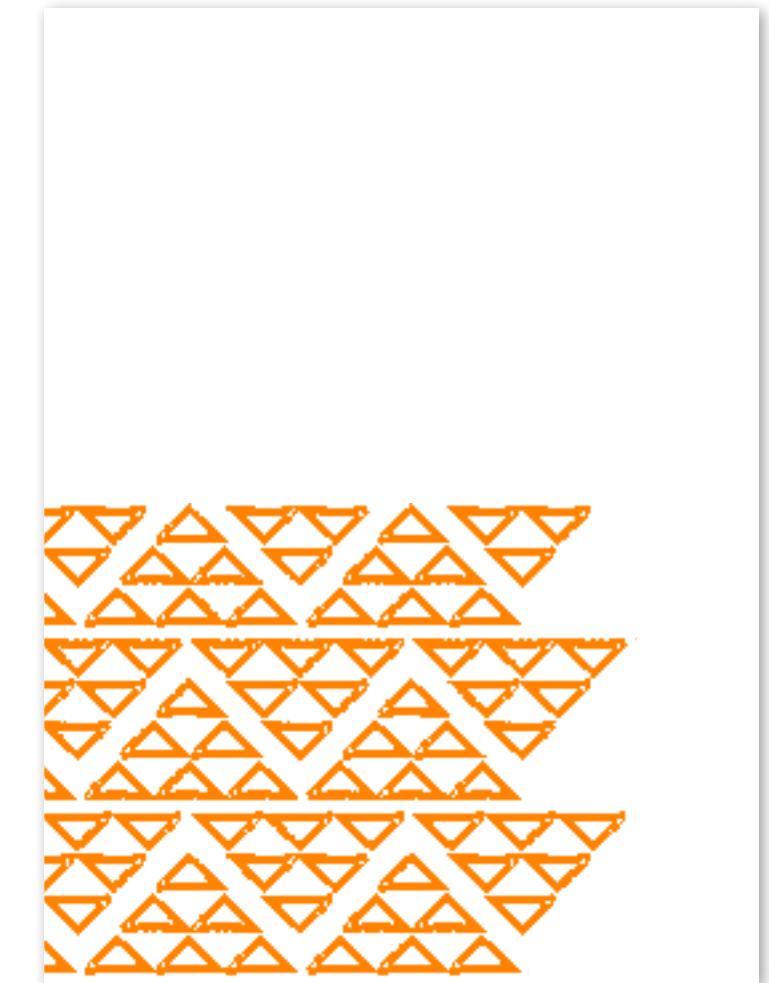
Example C

Example D

Patterns in context

Some communications require a more subtle graphical approach. Examples E – H demonstrate four alternative ways you can use the patterns.
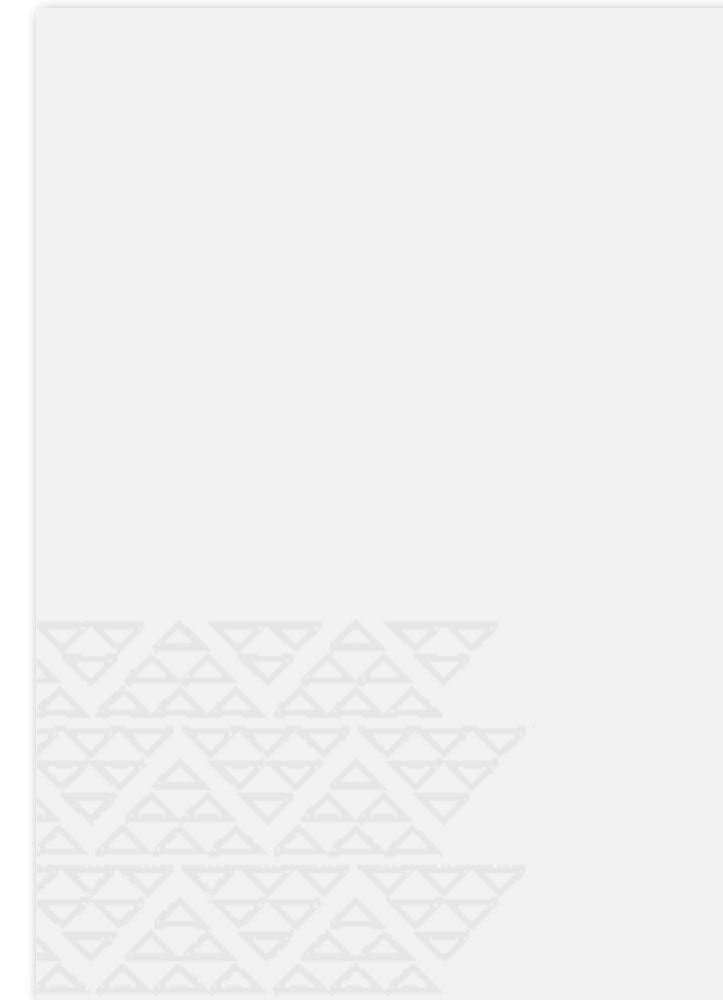
Secondary use:

E. Dark pattern (20% opacity) on light backrground

F. Light pattern (20% opacity) on dark backrground

G. Watermark – 10% (black) sitting on a 5% (black) background

H. Watermark – 10% (black) sitting on a white background
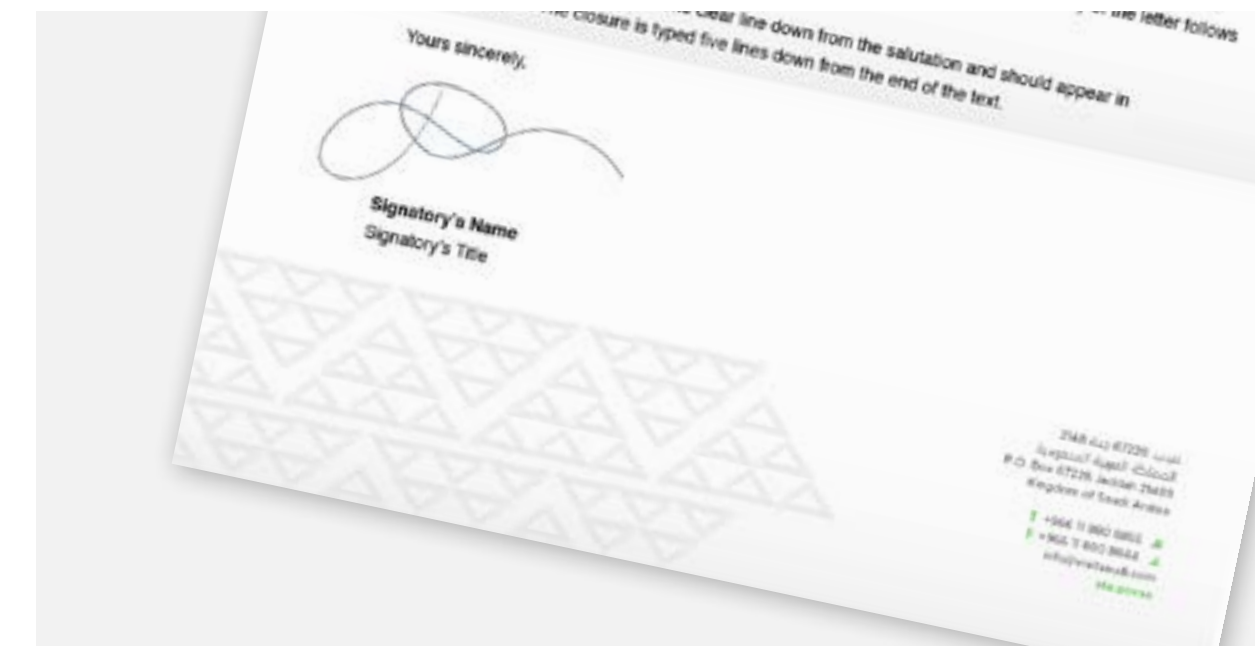

Example E

Example F

Example G

Example H

Please avoid...

The patterns should always be reproduced from the master artwork provided. They should never be altered, re-drawn, re-colored or manipulated in any way. The examples on this page show what to avoid when using the pattern:

1. Do not disproportionately scale the pattern
2. Do not cover a whole image with a pattern
3. The logo color and the pattern color should be the same, unless on a colored background. In that scenario, use the white version of the logo
4. Do not apply a drop shadow
5. Do not mix brand colorways
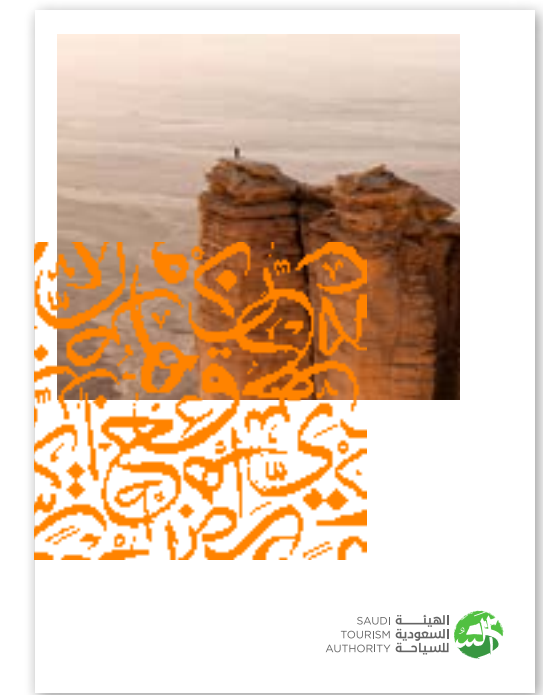6. Never use more than one pattern per page

Note:
The rules set out here apply to all variations of our pattern suite.
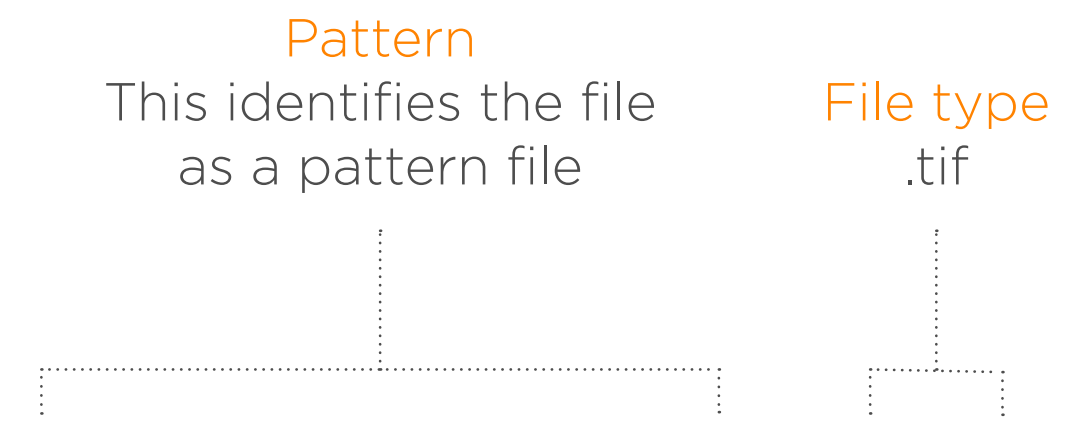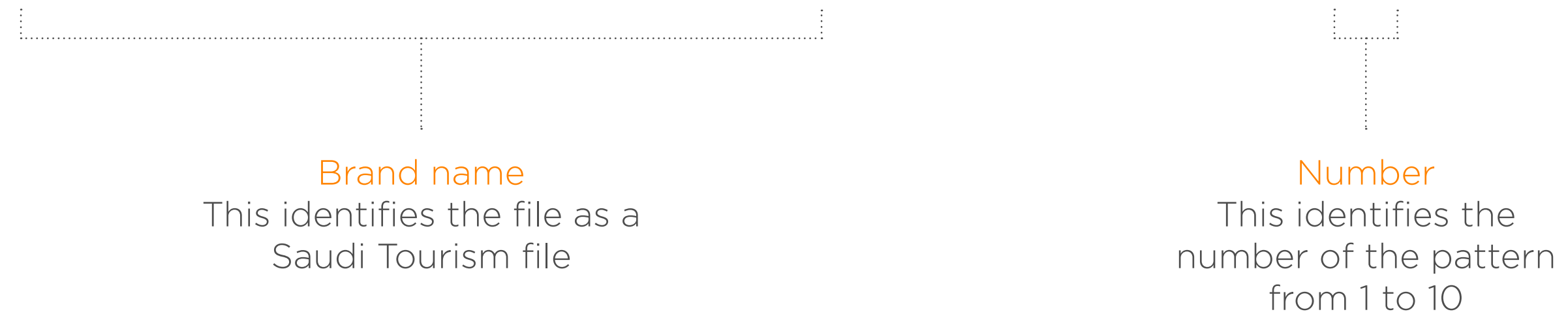

1

2

3

4

5

6

Artwork file naming

Shown here is our system for the pattern artwork file naming.

The file name contains all the key information to identify the appropriate pattern artwork file.

Pattern
This identifies the file as a pattern file

File type
.tif

SAUDI TOURISM PATTERN 1.tif

Brand name
This identifies the file as a Saudi Tourism file

Number
This identifies the number of the pattern from 1 to 10

6. Photography

Guiding principles
Categories

Guiding principles

Our photography expresses our nation as a brand and provides images that rest in the mind, defining Saudi Arabia's unique attributes, which may include culture, art, history and nature.

Our photography must be about real life. Our images are natural and realistic moments, they are not staged or contrived.

Our photography is clean and well composed. Our images are aesthetically pleasing.

The people within our imagery look natural and are not models posing for the camera.

Categories

We have three main categories of photography:

Tourism offering
Photography which shows off the country's tourism offering: culture, nature, heritage, and opportunities for adventure.

Locals
Photography which show locals benefiting from the influx of tourism in the Kingdom.

Tourists
Photography which show tourists enjoying their time in the Kingdom.

Tourism offering

Locals

Tourists

7. Applications

Staff ID cards

Visitor ID cards

Visitor
012

نادر بن عبد الخالد
Nadir Bin Abdul Khalid

SAUDI
TOURISM
AUTHORITY الهيئـــة
السعودية
للسياحـــة

P.O.Box: 66680, Riyadh 11586, Saudi Arabia
T: +966 11 880 8855 E: info@visitsaudi.com

sta.gov.sa

Visitor
028

مصطفى الحموي
Mustafa Al Hamawi

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TOURISM
AUTHORITY الهيئـــة
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Visitor
036

جهينة المشدوف
Juhaina Al Mashdouf

SAUDI
TOURISM
AUTHORITY الهيئـــة
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Stationery

Always check permissions before using imagery.
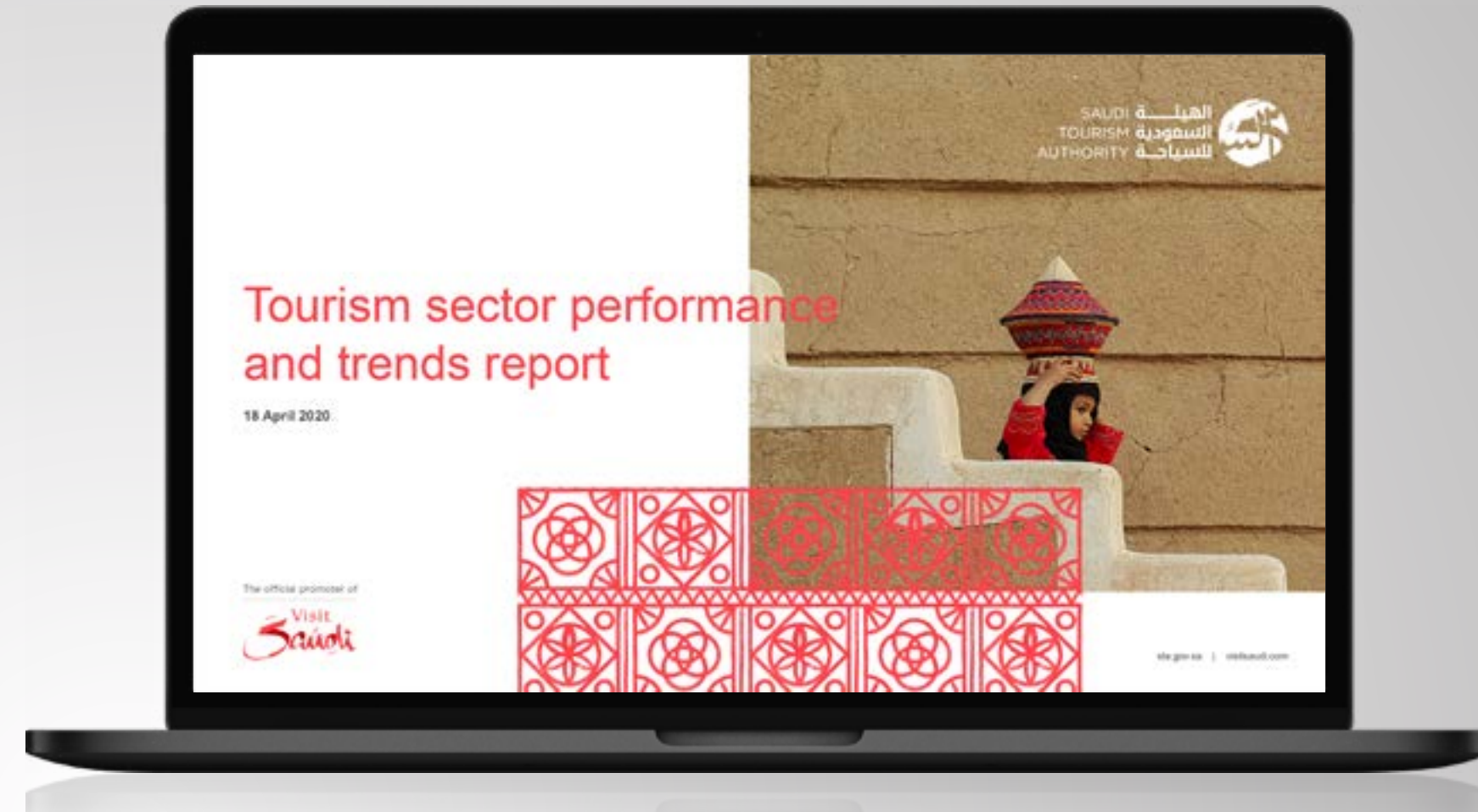
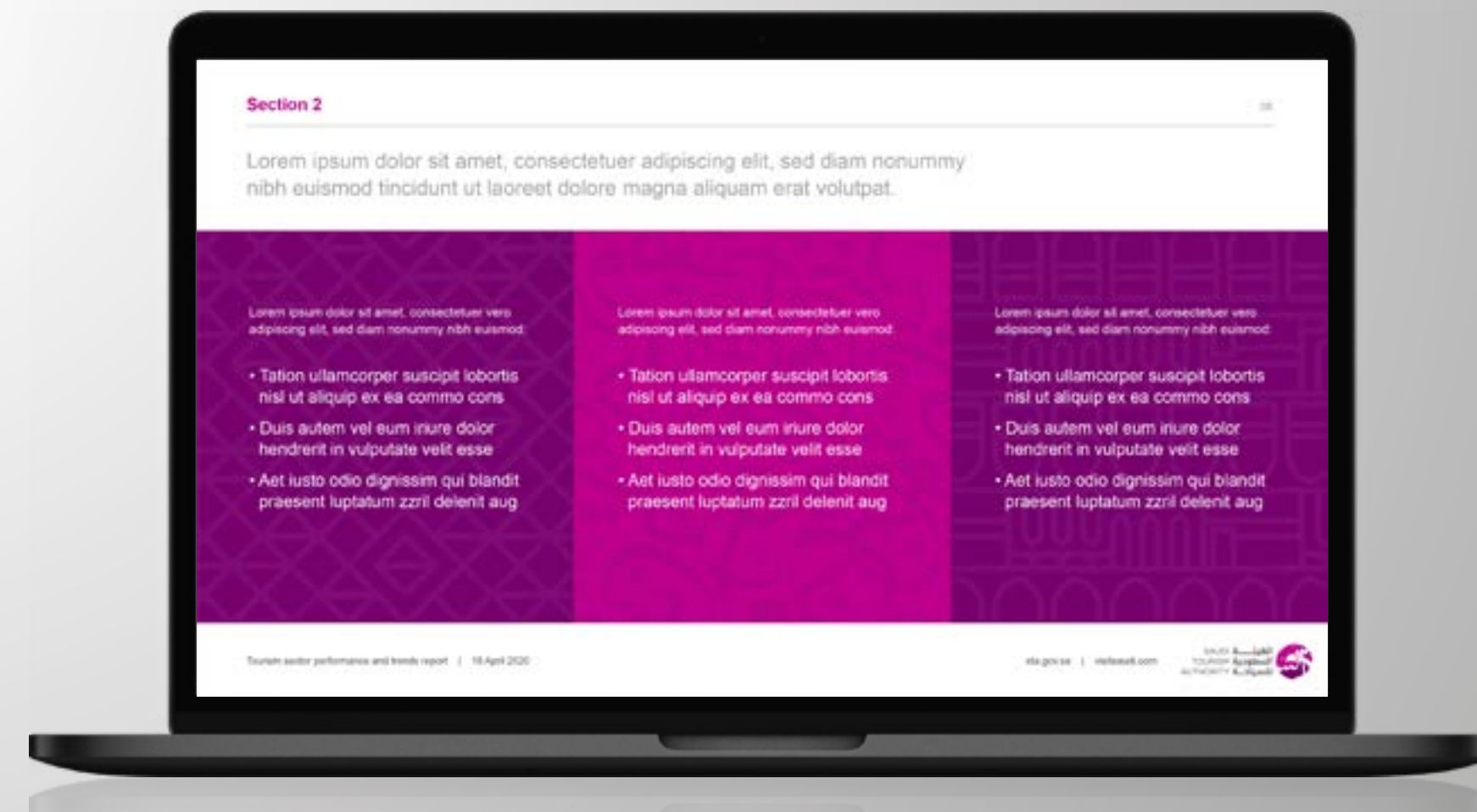# Business cards

Corporate folders

Corporate folder
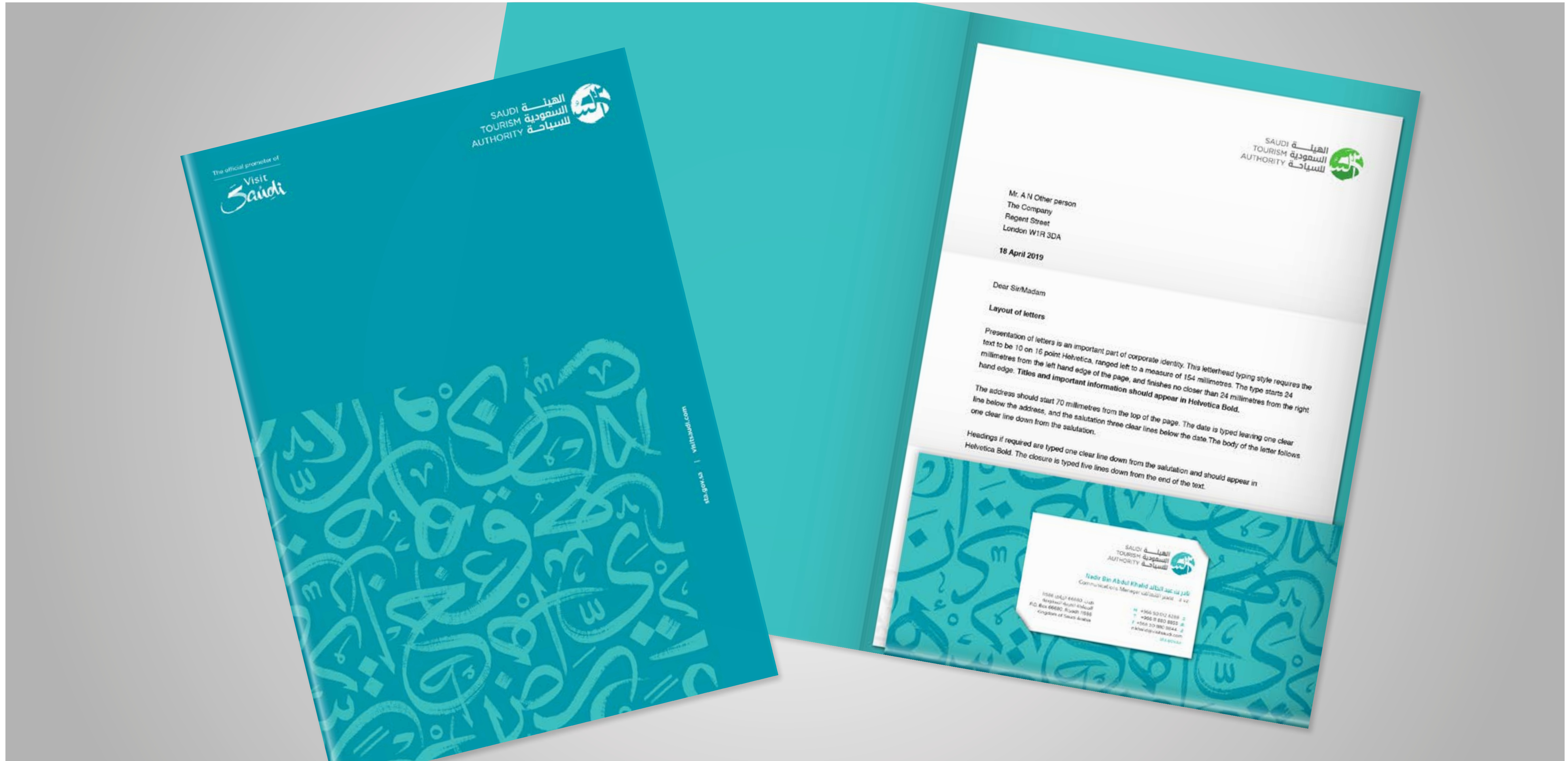
Publication covers

Publication spread

Always check permissions before using imagery.

Powerpoint slides

Always check permissions before using imagery.   **CONTENTS**   **46**
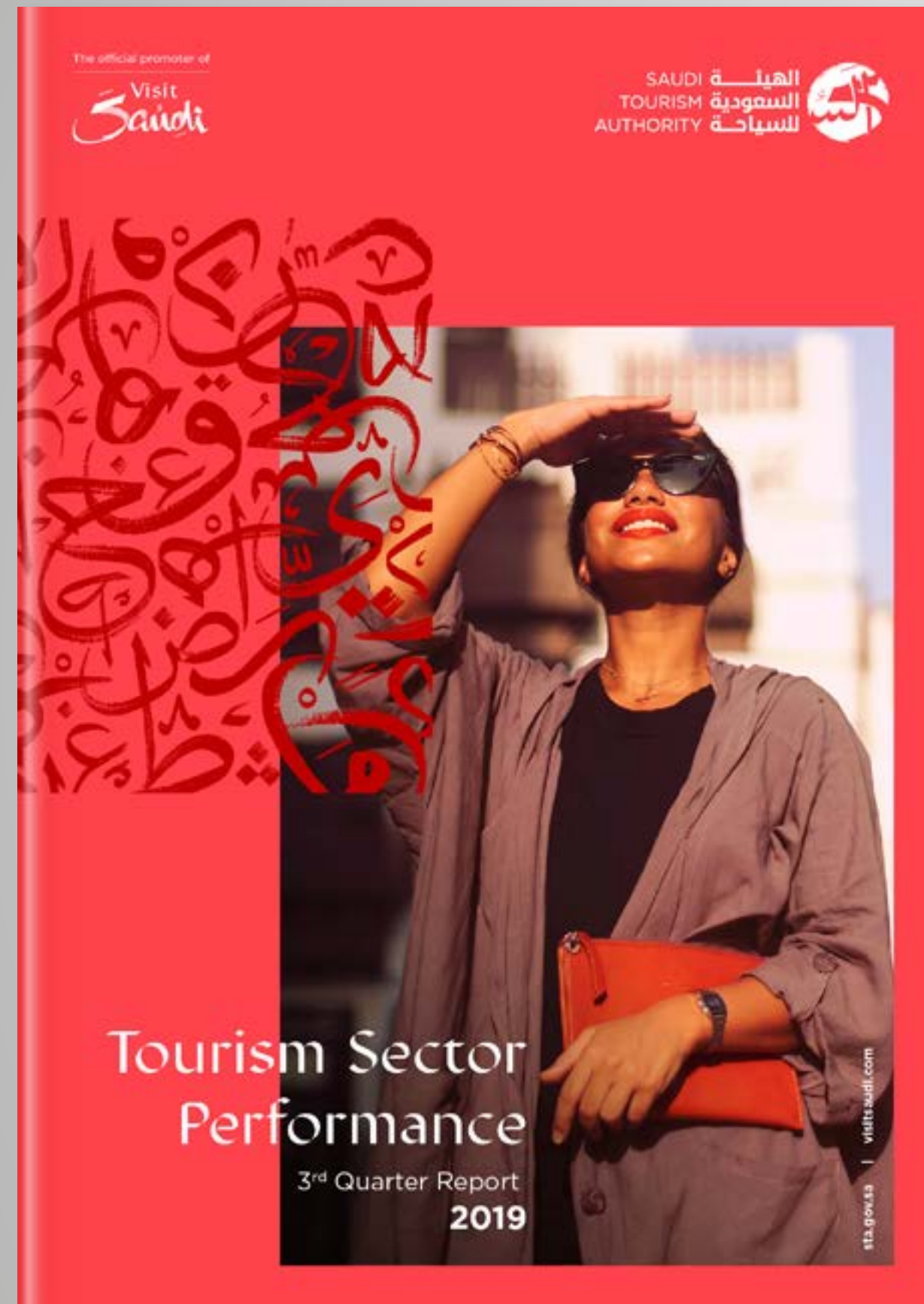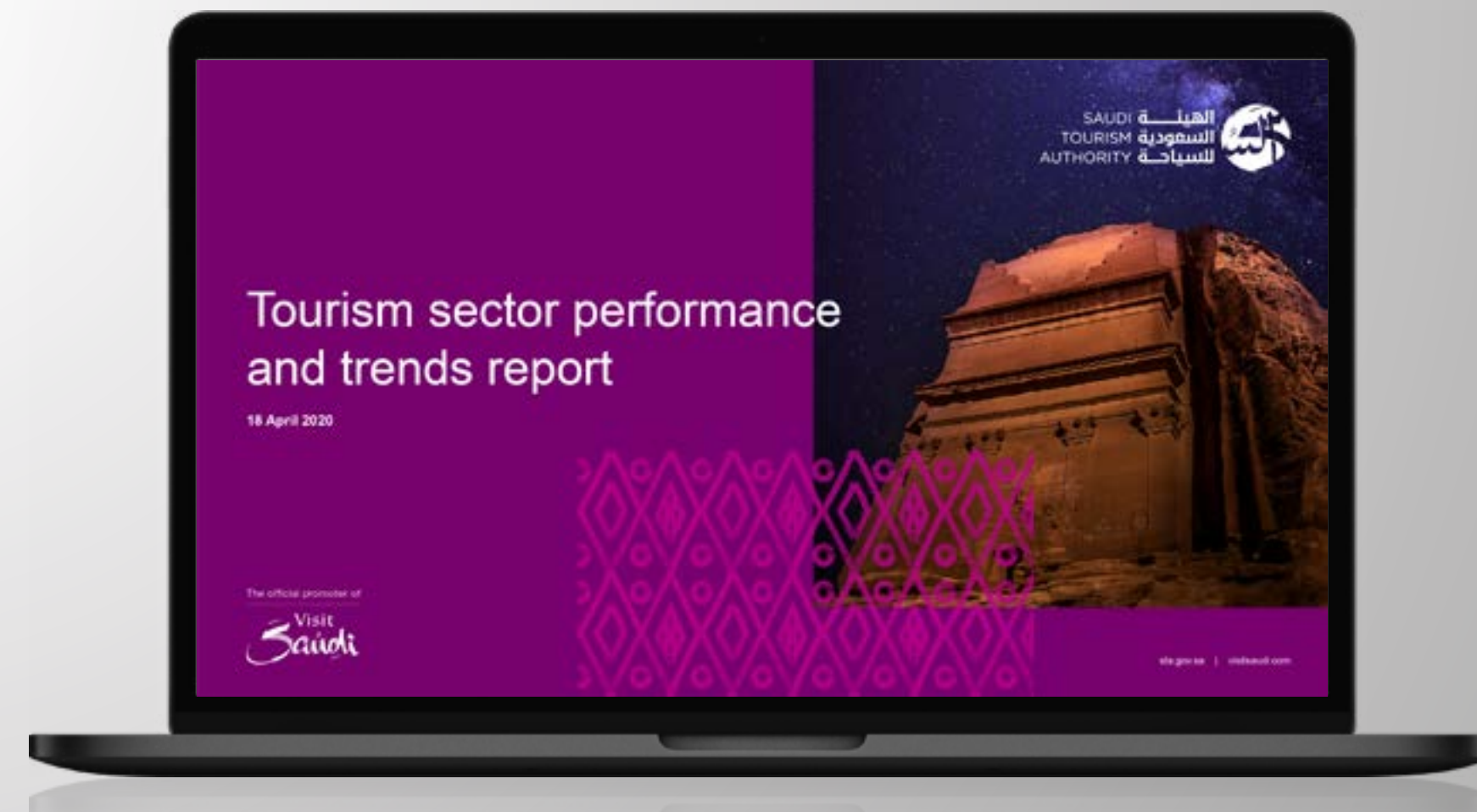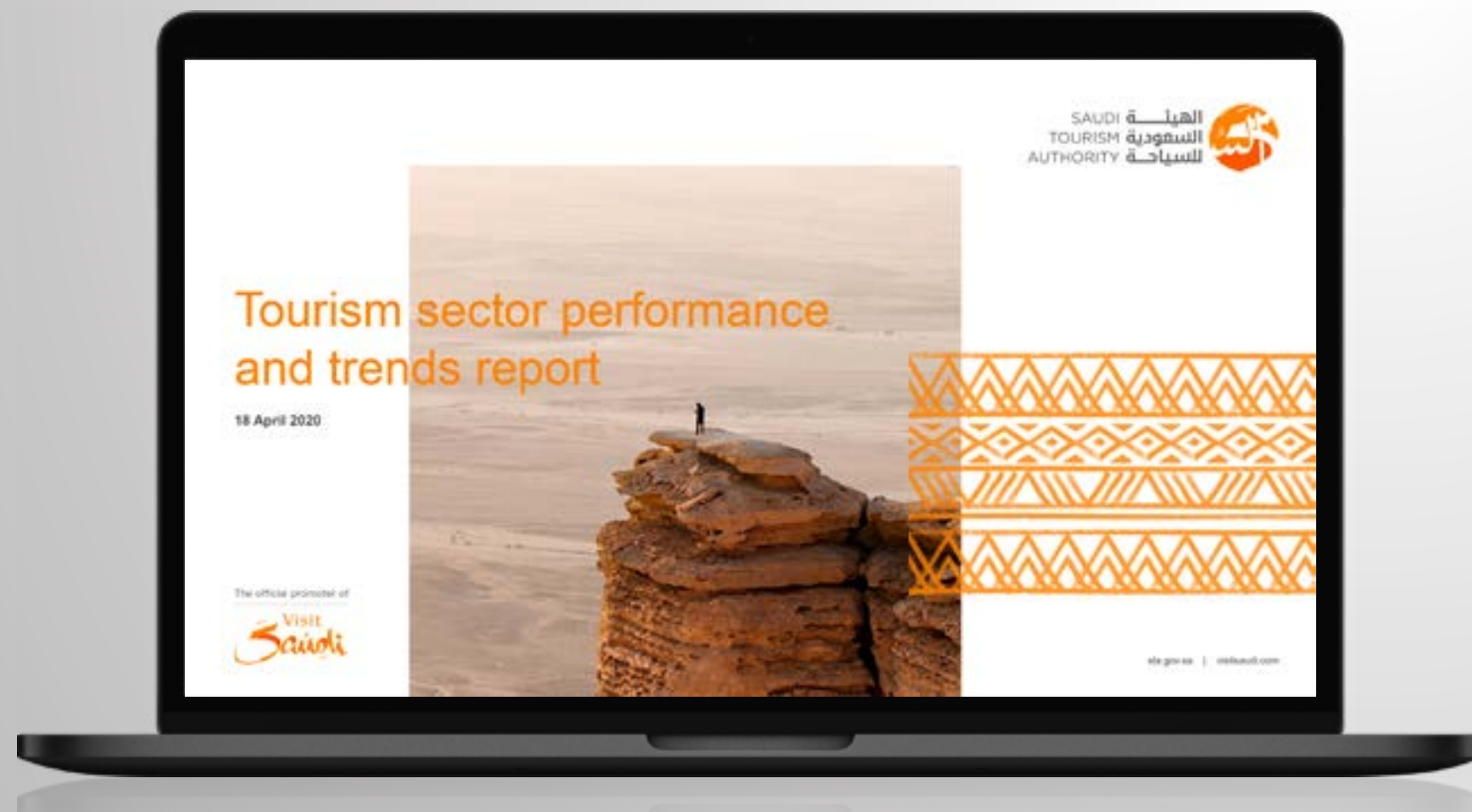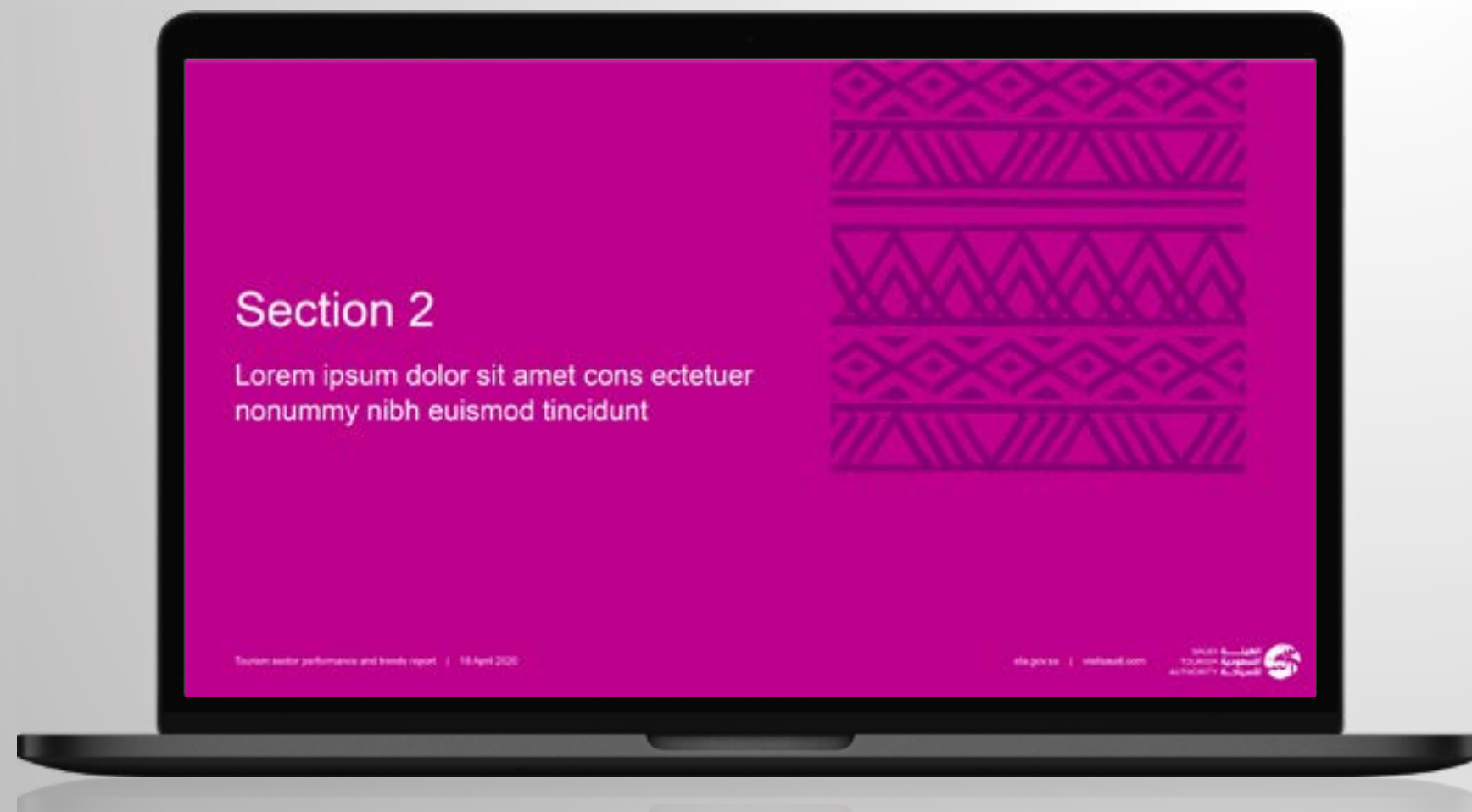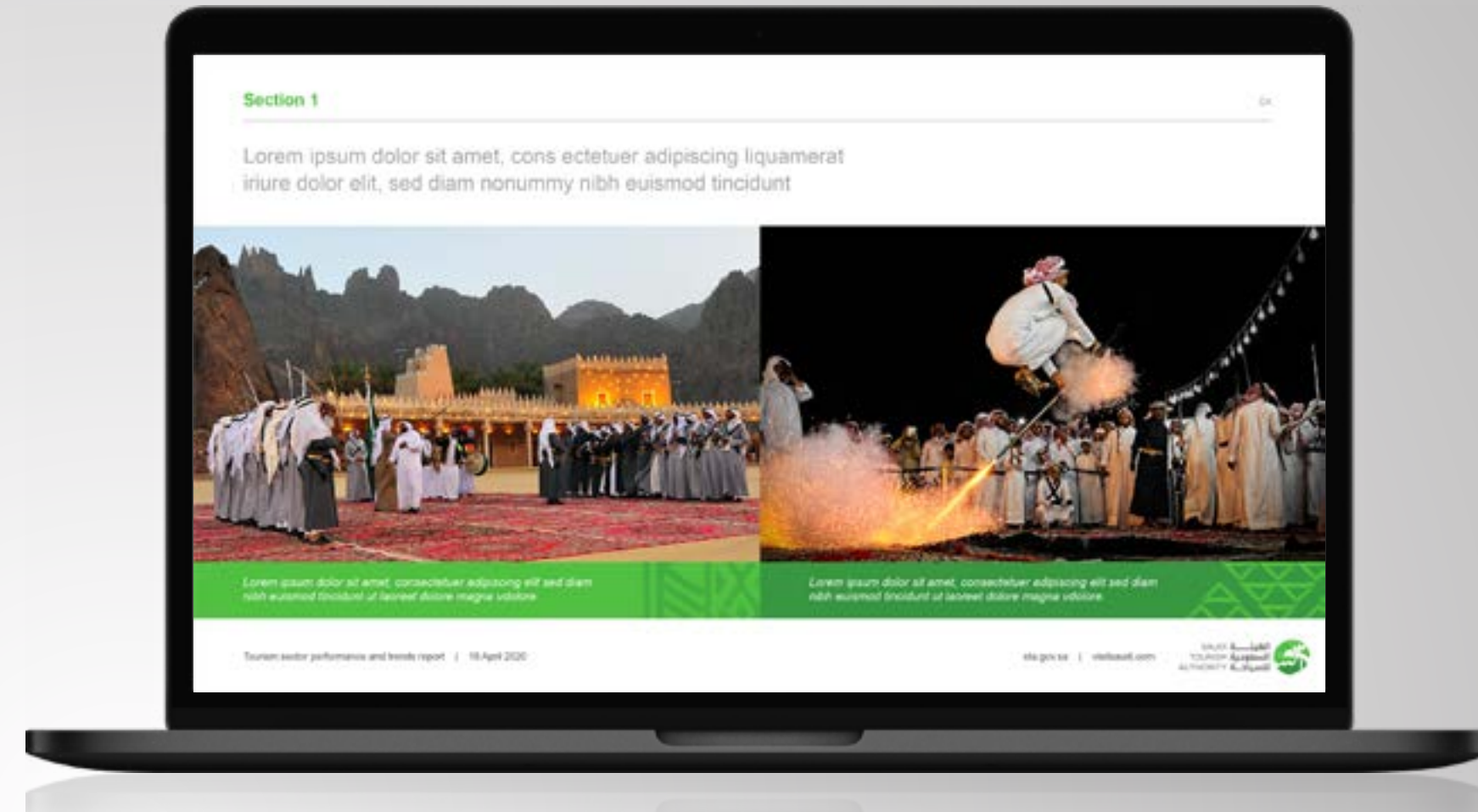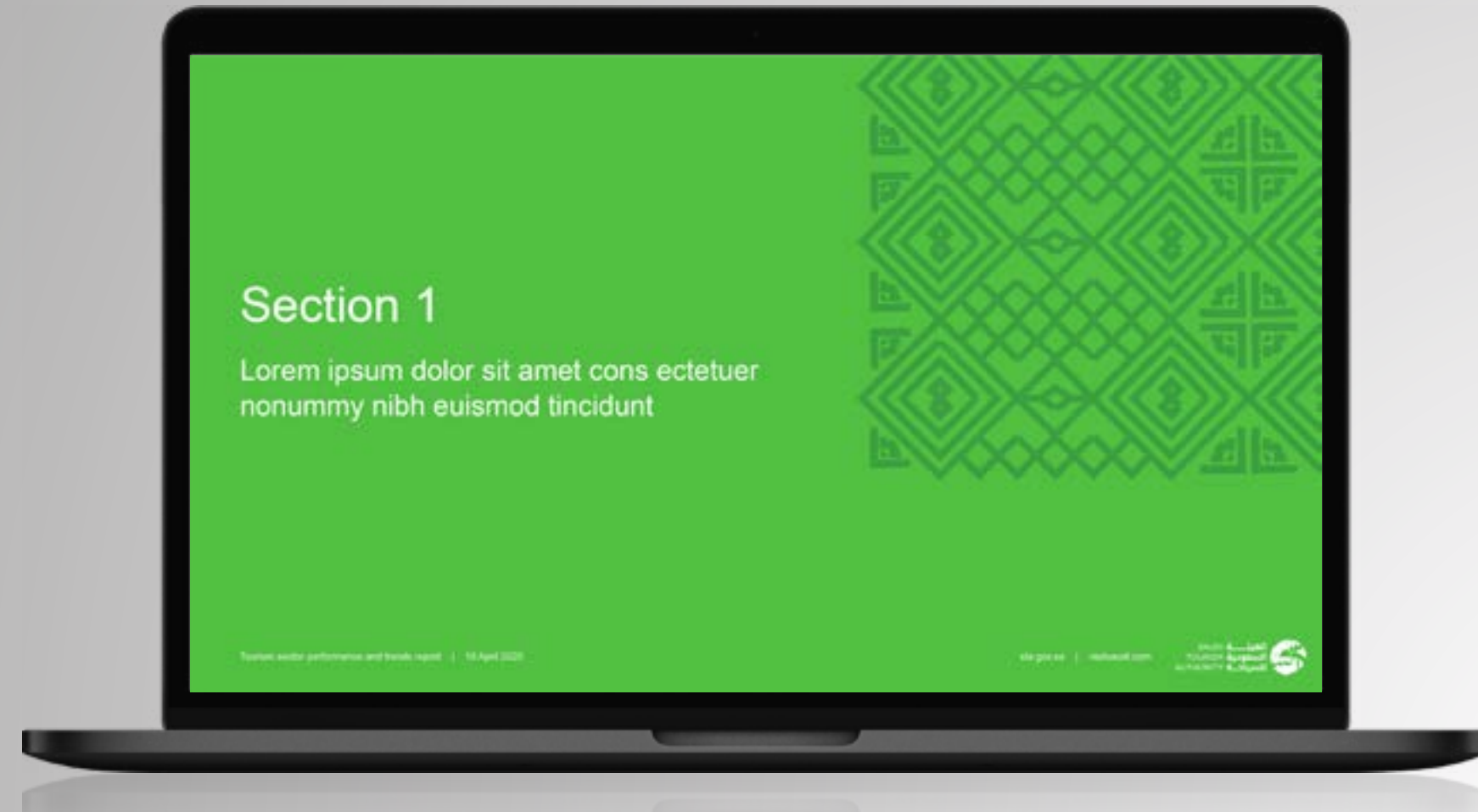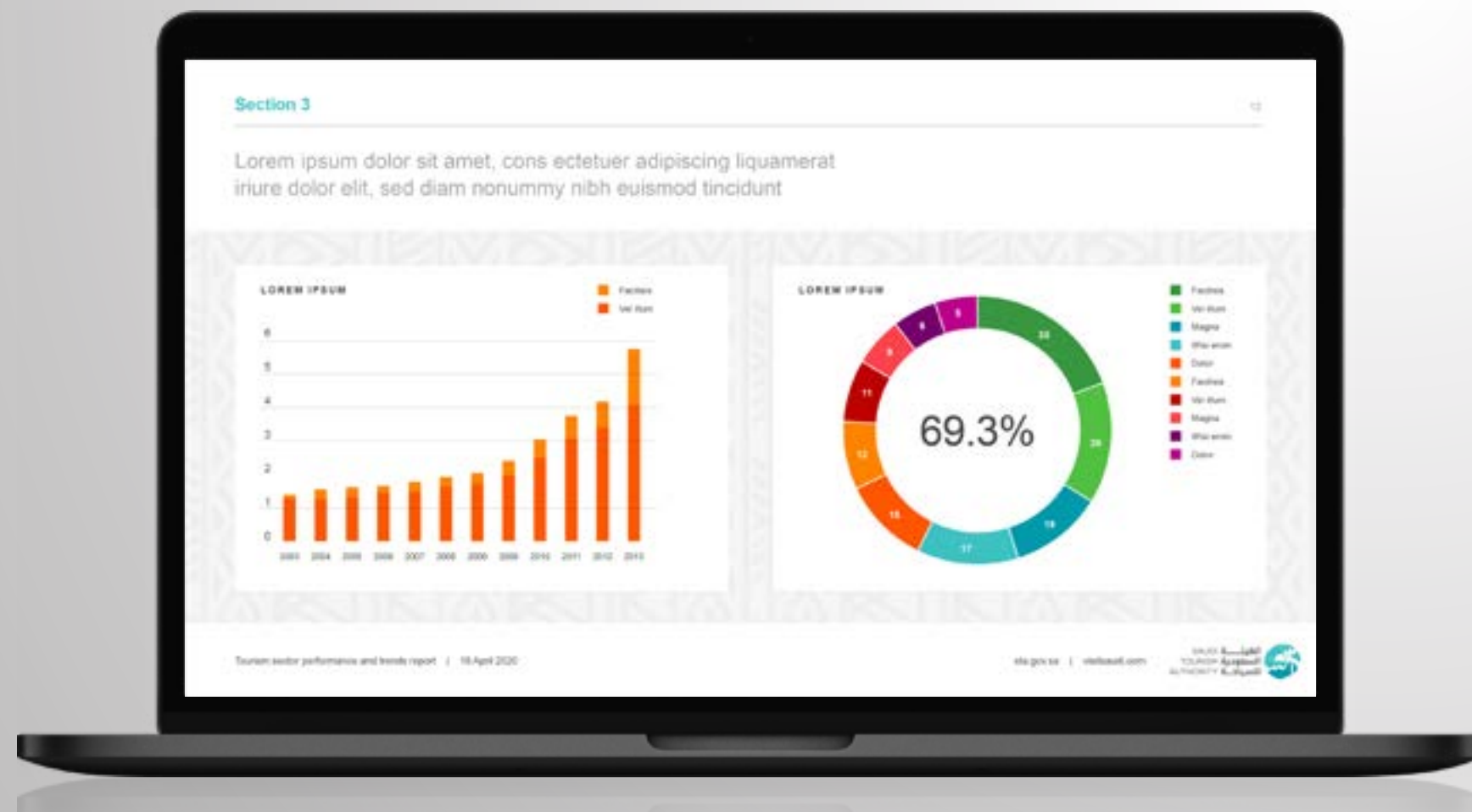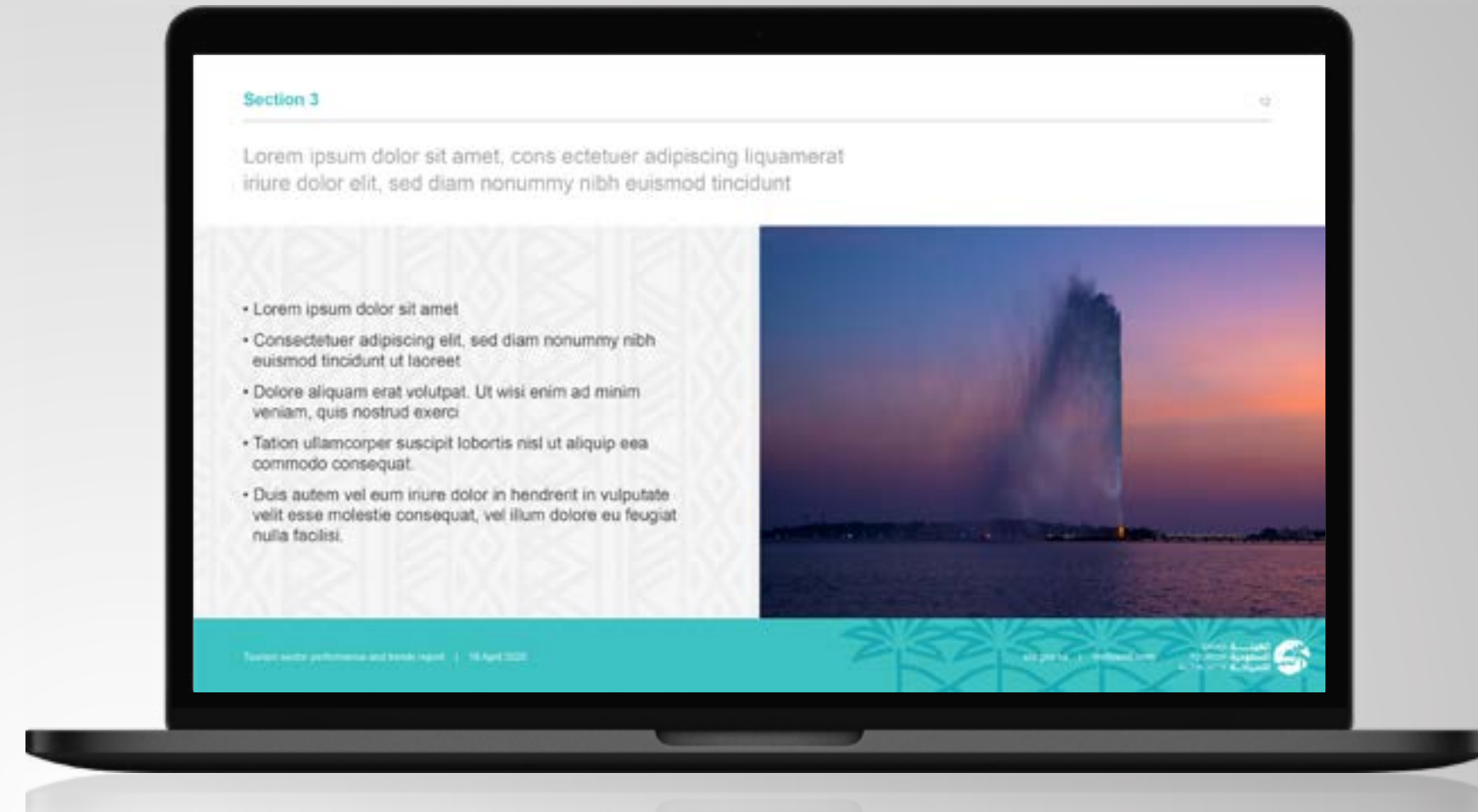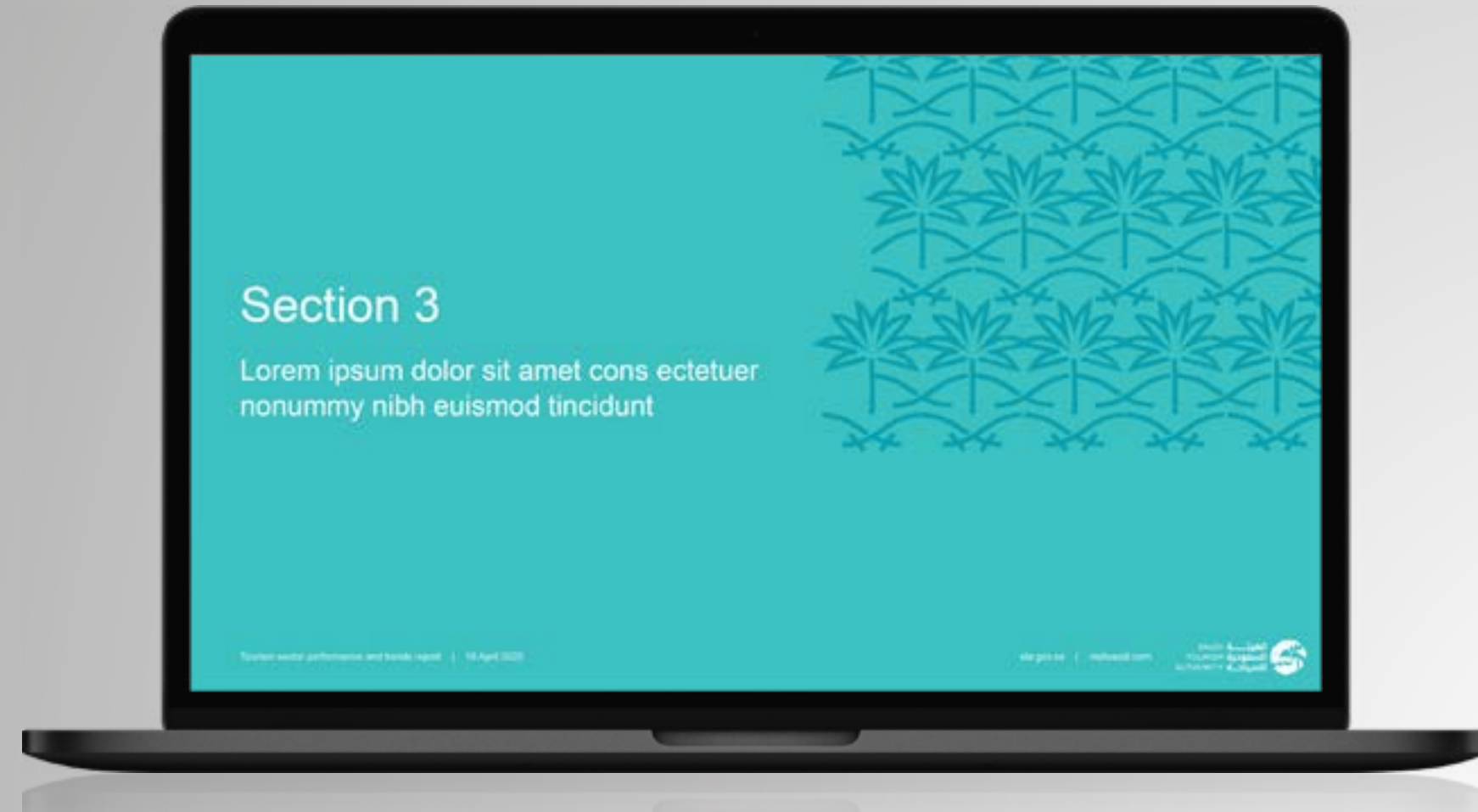
Powerpoint slides

Powerpoint slides

Contact

Please contact our marketing team if you have any queries regarding these guidelines or the new identity in general. Artwork files of our brand elements are available upon request.