



Saudi

Logotype guidelines

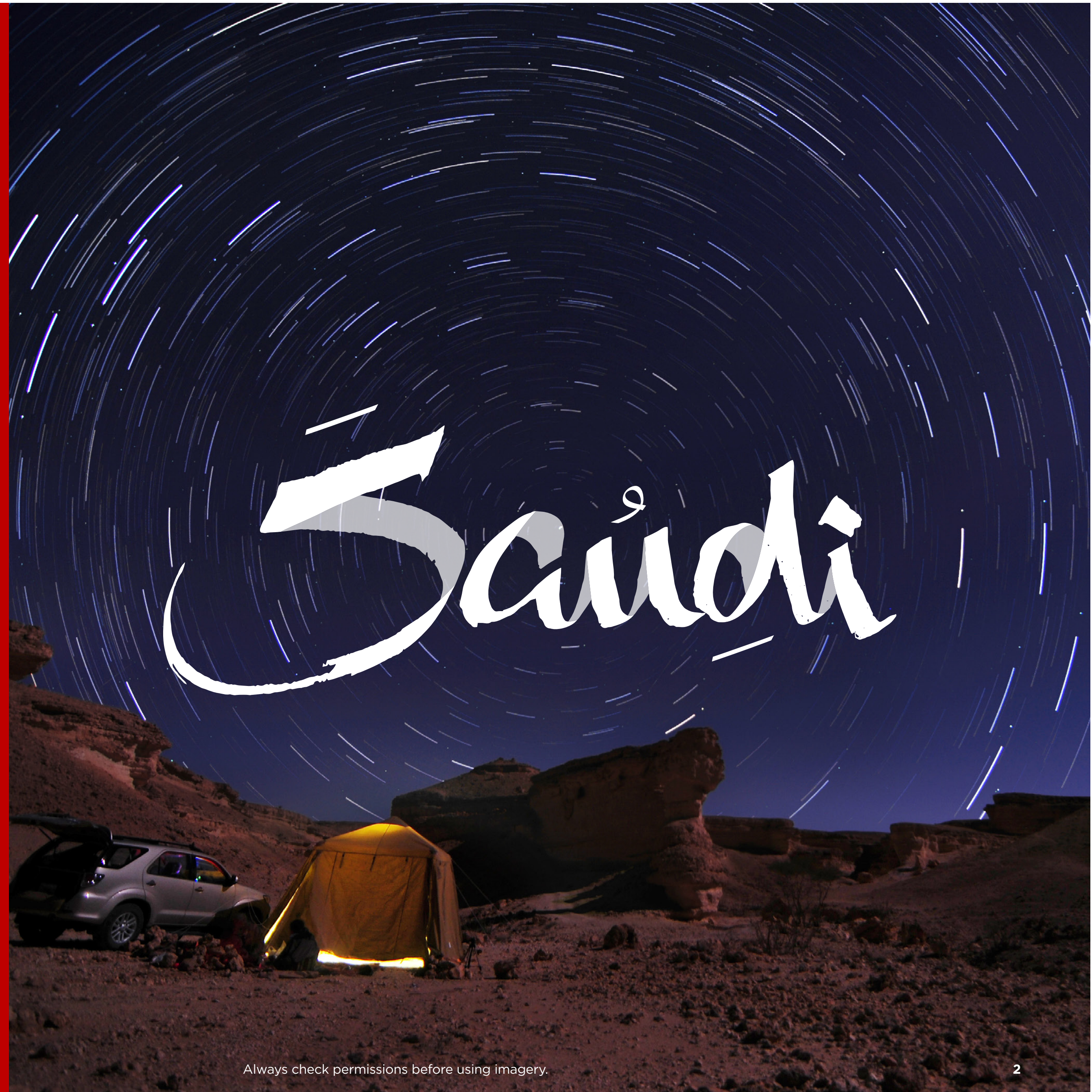
Version 1.0 | 23.11.2019

Welcome

This is the National Tourism logotype and should only be used for the explicit purpose of promoting tourism for Saudi Arabia. This logotype should never be used within any other form of communication.

This logotype is commissioned and owned by the Saudi Commission for Tourism and National Heritage.

Please do not attempt to re-create the logotype yourself. Artwork files for the logotype are in both languages, with or without the strapline, and are available from the marketing team.



Introduction

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

1 Logotype

A hand crafted calligraphic marque influenced by Saudi calligraphy.

2 Strapline

Our strapline is an invitation to the world.

3 Accents

The accents around the logotype are based on Arabic calligraphy – further reinforcing our heritage.



Our logotypes

Our logotype is designed in two languages, Latin and Arabic. There are two versions for each language, one is accompanied by our strapline (the logotype lock-up) and one stands alone, as demonstrated here.

One of these logotypes must appear on each of the communications we create.

Please do not attempt to re-create the logotype yourself. Artwork files for the logotype are in both languages, with or without the strapline, and are available from the marketing team.

The Latin logotype 'Saudi' is written in a vibrant green, fluid, cursive script. The letters are connected, with a prominent 'S' and a long, sweeping tail on the 'i'. The text is centered horizontally.

Latin logotype

The Arabic logotype 'السعودية' is written in a vibrant green, fluid, cursive script. The letters are connected, with a prominent 'س' and a long, sweeping tail on the 'ة'. The text is centered horizontally.

Arabic logotype

The Latin logotype 'Saudi' is written in a vibrant green, fluid, cursive script. Below it, the words 'Welcome to Arabia' are written in a smaller, clean, sans-serif font, centered under the logotype.

Latin logotype lock-up

The Arabic logotype 'السعودية' is written in a vibrant green, fluid, cursive script. Below it, the words 'أهلاً بالعالم' are written in a smaller, clean, sans-serif font, centered under the logotype.

Arabic logotype lock-up

Color versions

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

There is no preference regarding which color is used. 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 special transparent white logotype has been created for use on imagery and is detailed on the following page.

Please do not attempt to re-create the logotype yourself. Artwork files for the logotype are in both languages, with or without the strapline, and are available from the marketing team.

Note:
The rules set out here apply to both languages of our logotype.

The word "Saudi" is written in a stylized, cursive script. The letters are a vibrant blue color. There are thin horizontal lines above the 'S' and below the 'i'.

Blue

The word "Saudi" is written in a stylized, cursive script. The letters are a dark green color. There are thin horizontal lines above the 'S' and below the 'i'.

Dark green

The word "Saudi" is written in a stylized, cursive script. The letters are a bright green color. There are thin horizontal lines above the 'S' and below the 'i'.

Green

The word "Saudi" is written in a stylized, cursive script. The letters are a bright orange color. There are thin horizontal lines above the 'S' and below the 'i'.

Orange

The word "Saudi" is written in a stylized, cursive script. The letters are a vibrant purple color. There are thin horizontal lines above the 'S' and below the 'i'.

Purple

The word "Saudi" is written in a stylized, cursive script. The letters are a bright red color. There are thin horizontal lines above the 'S' and below the 'i'.

Red

Logotype with imagery

A special transparent white logotype has been created for use on imagery.

Please always use this version of the logotype and never the color versions on imagery.

Please do not attempt to re-create the logotype yourself. Artwork files for the logotype are in both languages, with or without the strapline, and are available from the marketing team.

Note:
The rules set out here apply to both languages of our logotype.



Black and white versions

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

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

The Greyscale version should be used in black and white printing, for instance on fax paper.

Note:
The rules set out here apply to both languages of our logotype.

The word "Saudi" is written in a stylized, cursive script. The letters are solid black with some white highlights and shadows to give it a three-dimensional appearance. The 'S' is particularly large and curved.

Solid black

The word "Saudi" is written in the same stylized, cursive script as the solid black version, but the letters are solid white. They are set against a solid black rectangular background.

Solid white

The word "Saudi" is written in the same stylized, cursive script, but the letters are rendered in a dark grey color. The background is white.

Greyscale

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 half the height of the calligraphic letter “S” referred to here as ‘X’.

Minimum size

In print, the logotype should not be smaller than the size detailed here (14mm).

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.

Note:

The rules set out here apply to both languages and all versions of our logotype.



Exclusion zone



14mm

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 remove the logotype accents
6. Do not use colored logotypes on imagery

Note:

The rules set out here apply to both languages and all versions of our logotype.



1



2



3



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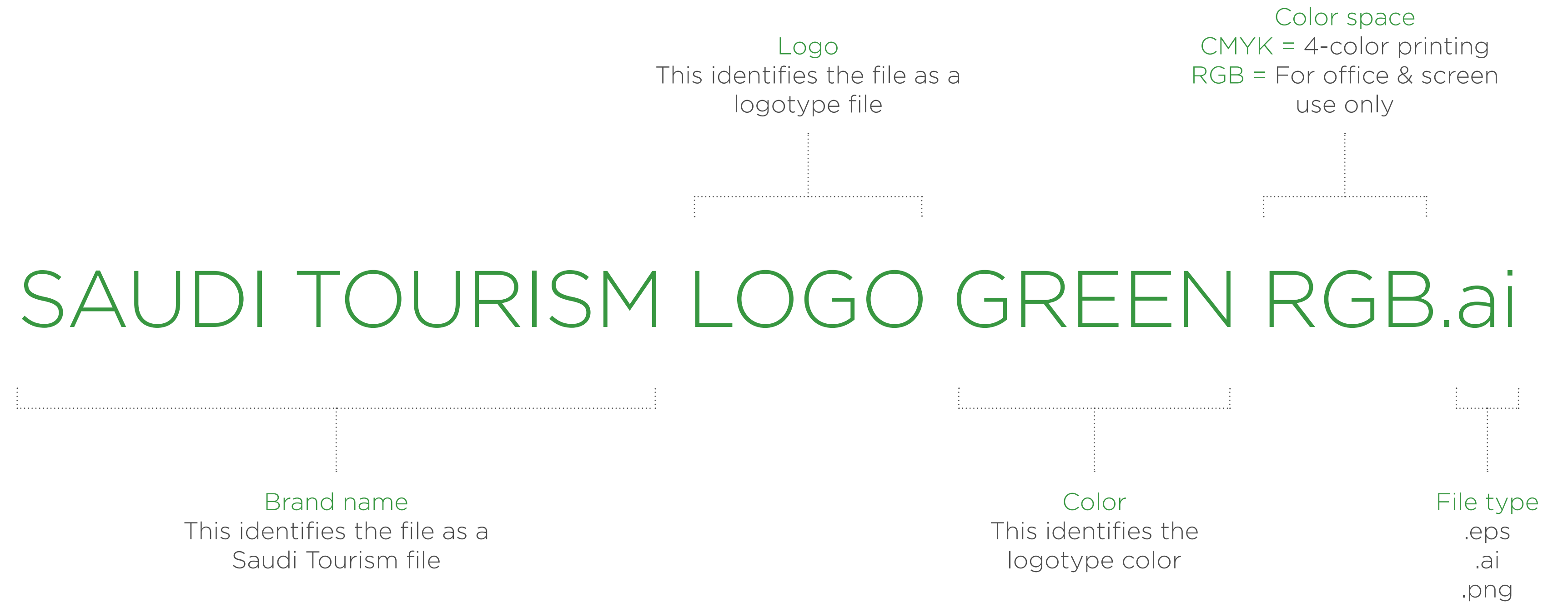
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Artwork file naming

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.



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.

brand@visitsaudi.com