موسم الشارقة

SHARQIAH SEASON

Sharqiah Season
Master Guideline

Version 02

SHARQIAH
SEASON

Master Guideline

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Brandmark

The Logo

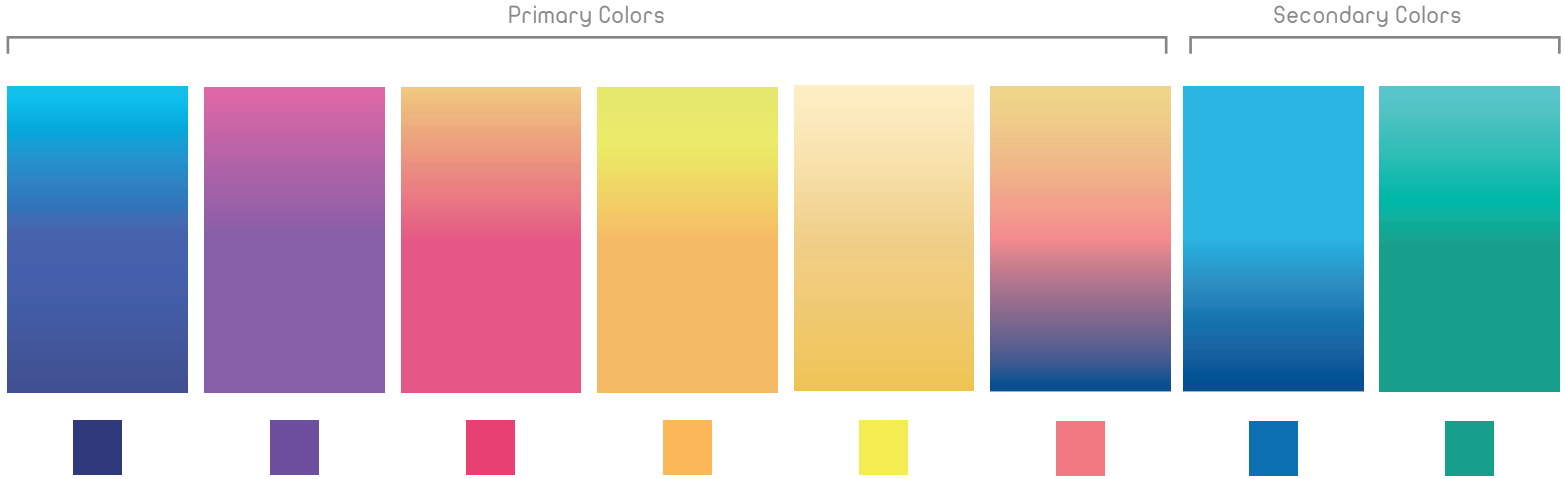
The Sharqiah Season logo is the primary asset that represents the brand's identity.

Skeleton

It is important to mention
that due to the composition of the logo
and its vertical aspect, it is advisable to
avoid using the signature in all times.

This recommendation comes specially
when printing on small collaterals such as
business cards,

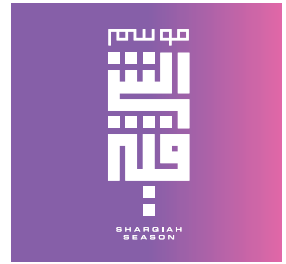
Colour Palette



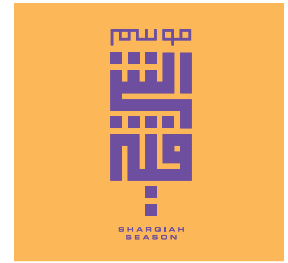
Gradient								
RGB	40, 35, 95	100, 45, 145	215, 30, 90	250, 175, 65	250, 235, 50	240, 95, 110	10, 85, 155	0,140, 115
CMYK	100, 98, 30, 20	75, 90, 0, 0	10, 100, 45, 0	0, 35, 80, 0	5, 0, 85, 0	0, 75, 45, 0	90, 50, 5, 0	80, 15, 55, 0
Pantone Coated	Pantone 648 C	Pantone 527 C	Pantone 1935 C	Pantone 137 C	Pantone 102 C	Pantone 709 C	Pantone 7690 C	Pantone 7724 C

Proper Usage

The flat logo can be used on any solid color as long as it's visible



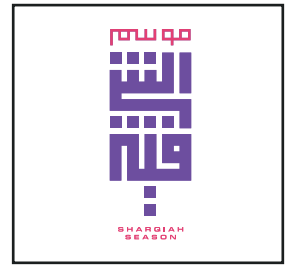
flat logo can be used on Gradient background



flat logo can be changed to any of it's colors as long as it is visible and in contrast with the background

flat black logo can be used on fax, fast printing material

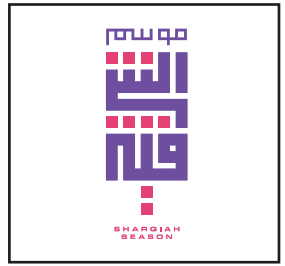
flat logo can be used on images or backgrounds as long as they are not busy



Logo can be used with 2 colors, the Kufi shape with color and the rest with another color that creates a contrast

Inproper Usage

Logo cannot be placed on a busy background

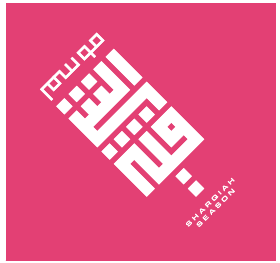


Logo cannot have different colors inside Kufi composition

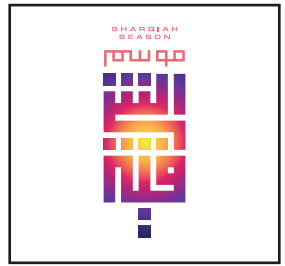
Gradient logo to be avoided

Logo cannot have an outline version

flat logo cannot have altered Kufi dots.



flat logo cannot be altered in direction.



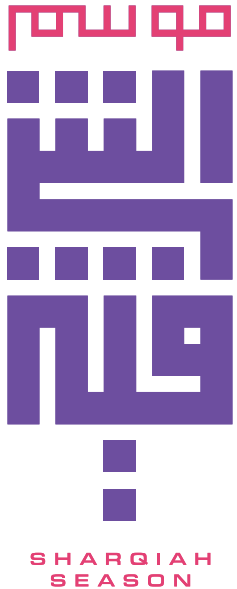
Placement of descriptor cannot be altered.

flat logo cannot be used on vivid colors.

Minimum Size

The Minimum size ensures the legibility of the logo at all times.
Kindly note that the below is the absolute minimum size and should be increased whenever possible.

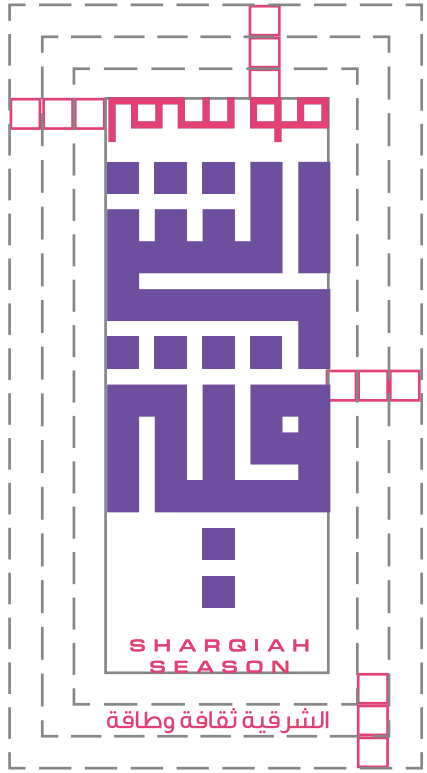
Minimum size Calculation:
The Minimum size is 5mm



5mm

Clear Space

A minimum amount of clear space around the brandmark is essential for legibility of brand.
The explanation below shows the amount of clear space that should be maintained around all versions of the brandmark, and how the clear space is calculated.
Whenever possible, the clear space should be increased.



The clear space should be maintained around all side.
It is kept free from all visual elements including types, colours, etc...

The size of the clear space is equivalent to the 3x"Square" taken from the Kufi composition.

Pattern & Assets

The Shapes

The main shapes of our master pattern were inspired from the traditional and old Saudi patterns drawn on carpet, walls, old houses doors.

These geometric shapes form the culture of a whole nation.

The richness of the Eastern region along with the touch of modernism created the pattern in the next slides.

The Master Pattern

This pattern has been created to give the event
a rejuvenated look and feel.

We are modern, however we also are authentic.

These shapes have different meanings and that's the beauty of it.
Our brand is dynamic to a certain level where anyone can project
his/her own feelings and interpretation.

In general
The yellow half-circle represents the sun.
The yellow triangles and shapes represent the sand and climate.
The magenta represents the mountains and cliffs.
The light magenta symbolizes the civilization
The Purple half-circle represents the culture.
The dark blue represent the sea and the horizon.

The Sub Patterns

Out of the Master Pattern we came up with 5 different sub-patterns.
Each of them represent one of the 5 cities in the Eastern Province.

These 5 sub-patterns fall under one pattern.

Below are the patterns with their respective cities.

Ihsa City

Al Khobar

Al Dhahran

Al Dammam

Al Jubail

Dynamic Aspect

We might be called Sharqiah Season, but we also stand for a long ever-lasting rejuvenated community. That is why our core identiy stands for modernism and being a playful brandmark.

Here are some examples of executions when using the pattern with text:

Pattern Divider

A pattern divider has been created to differenciate each city from the other.

This divider can be seen in the previous slides. It works as a device to hold the pattern of the city.

This pattern divider also holds 2 main vectors which are also influenced from the Saudi Culture.

Ihsa City

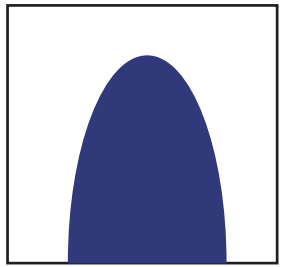
Al Khobar

Al Dhahran

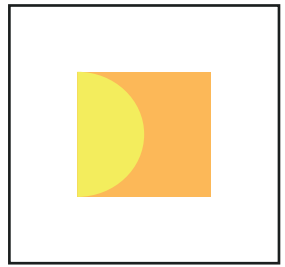
Al Dammam

Al Jubail

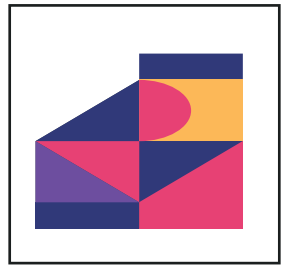
Inproper Usage



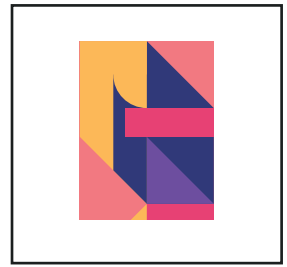
Pattern elements cannot be unproportionally made bigger.



Pattern next elements cannot have colors that might be similar

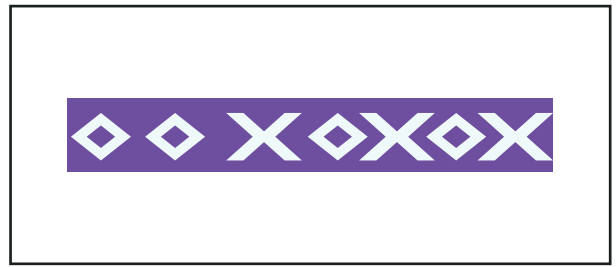


Pattern as an overall cannot be widened unproportionally



Pattern elements should always have instersecting borders

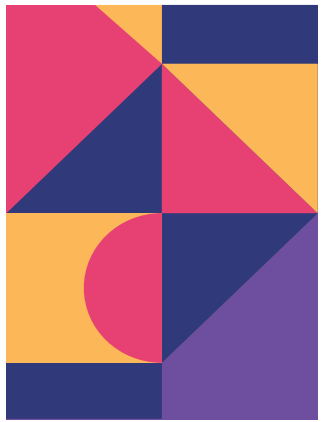
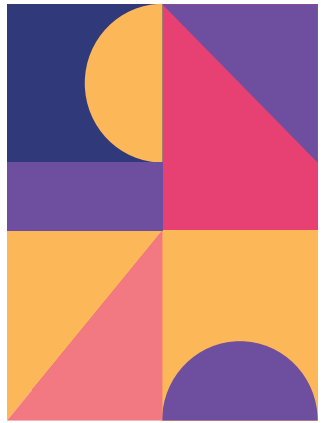
Pattern cannot overlap text.

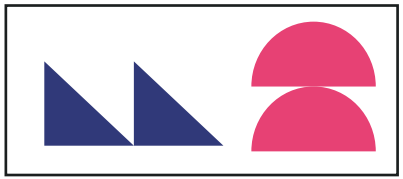


Elements in pattern divider should be consitent the same way as the previous slide.

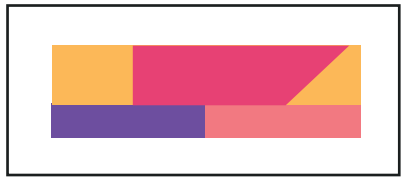
Usage Recommendations

It is preferable at all times to use the patterns for the 5 cities and not to alter in the art direction. To be extended proportionally.

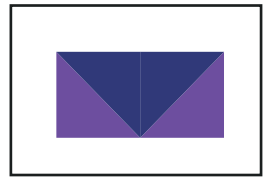


Avoid repetitions
in pattern



All elements must intersect
in terms of points and anchors

Avoid having similar
shapes next to eachother
even in different colors



Avoid symetrical
compositions

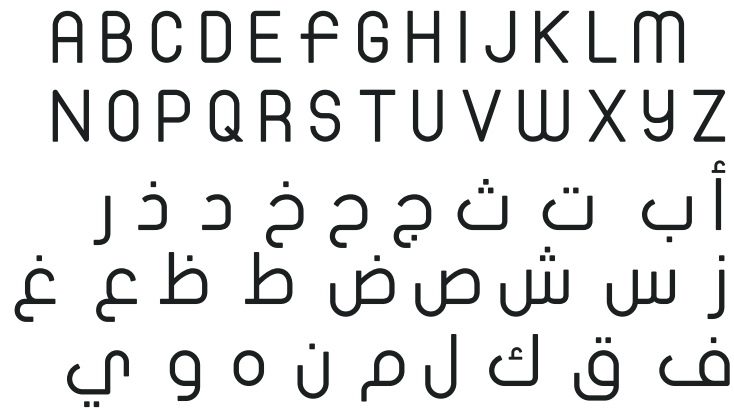
Typography

Primary Typeface

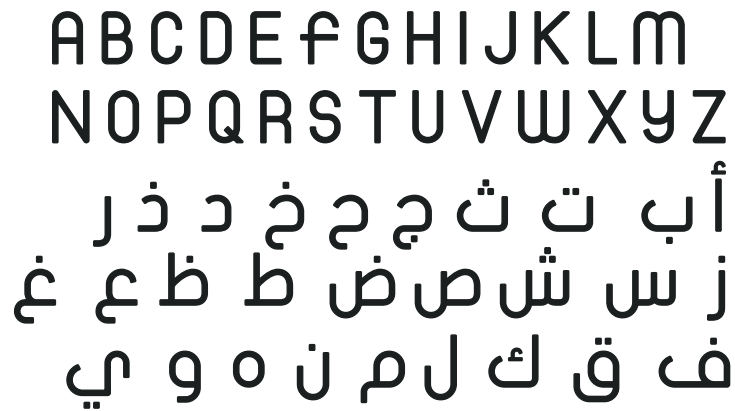
In terms of font, Jf flat is the primary font to be used across all our communication.

For paragraphs, use the regular glyphs,
As for headlines, we will go for Bold.

Jf flat Regular



Jf flat Bold



Secondary Typeface

As a secondary font, Bukra Alt is to be used across all communication.

The usage of this font is whenever it is possible to use 2 fonts, for design purposes.

Bukra Alt

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
أ ب ت ث ج ح خ د ذ ر ز س ش
غ ع ظ ط ض ص ي و ه ن م ل
ك ق ف

Bukra Alt Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
أ ب ت ث ج ح خ د ذ ر ز س ش
غ ع ظ ط ض ص ي و ه ن م ل
ك ق ف

Communication

Intro-duction

In general we are playful brand, yet we do have a certain guideline in which we have to preserve the identity and image of our brand.

The below are examples for full-branded communication in different orientations.

Horizontal Layout

Arabic

Here's a glimpse of how our horizontal layout will look.

The first example is for 4x3 unipole.
The logo is always placed on the right in the layout shown. Social media icons are placed with the website at the right bottom.
Note that the signature will be placed under the logo as it will be seen on big scale sizes.

The example below shows the application on banners.
Usage of flat logo on right on background as it is not busy.

As for the CTA, it has its own design which we should follow.

Billboard or Unipole

Youtube Banner

Vertical Layout

Arabic

On this slide, you will find 2 ways of communicating events, whether it's an extreme vertical shape such as mupis, newspaper ads or digital In-Mall Mupis, or a Semi Squarish layout on the Web.

In both cases, our logo should be placed on a solid color, on the top right. SM icons to be on the right bottom.

The event name should be big enough to be read.

Mupi

Web Banner

Horizontal Layout

English

Here are 2 examples for English adaptation on Horizontal Layout.

It's important to mention that whenever it is needed, we can alter the color of our social media icons to any flat color from the identity.

Billboard or Unipole

Youtube Banner

Vertical Layout

English

Here are the examples for Vertical English Layout to take in consideration when finalizing or designing the artwork.

Mupi

Web Banner

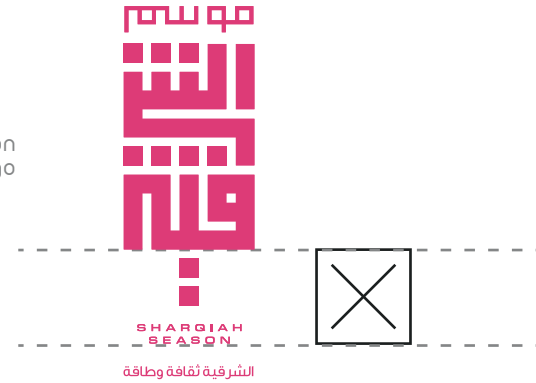
Co-Branding

Many partners will have their logos and brandmarks featured across our communication.

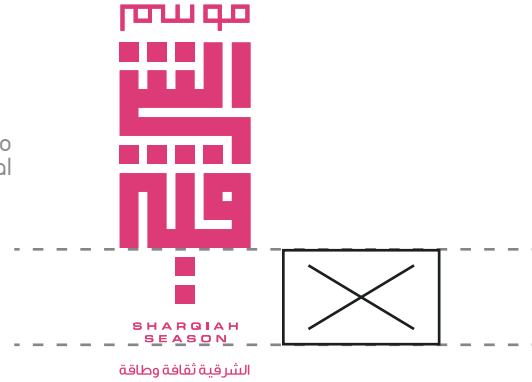
The next slides explain the process and best way to represent them on our visuals.

Partner
Representation

Partner logo proportion
against our logo



in case the logo
was horizontal



Horizontal Layout

Youtube Banner

Vertical Layout

Arabic

Web Banner

Partner Placement

Mupi

Logo

Partner Placement

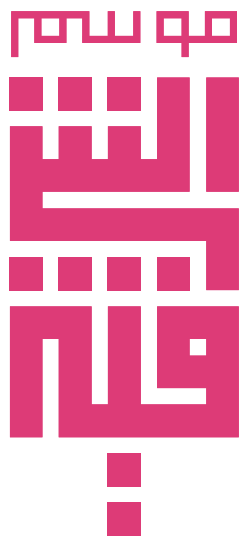
In case of 2 partners

Partner Dominance

Our logo will be featured on our partner's communication.

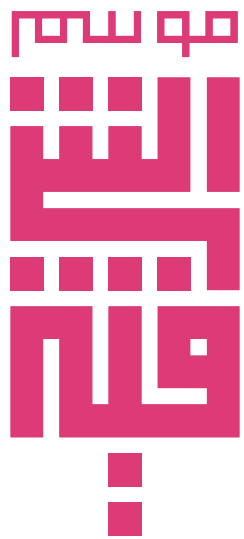
Therefore we have to bare in mind a guideline that preserves the identity and presence of our brandmark across their communication.

ضمن فعّاليات مهرجان موسم الشرقية



SHARQIAH SEASON

الشرقية ثقافة وطاقة



ضمن فعّاليات مهرجان موسم الشرقية

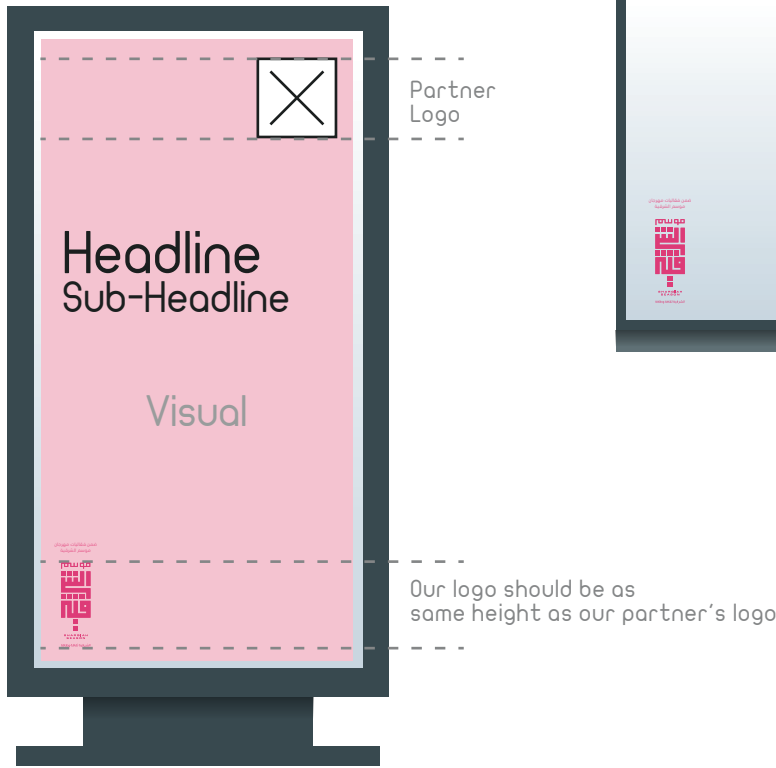
SHARQIAH SEASON

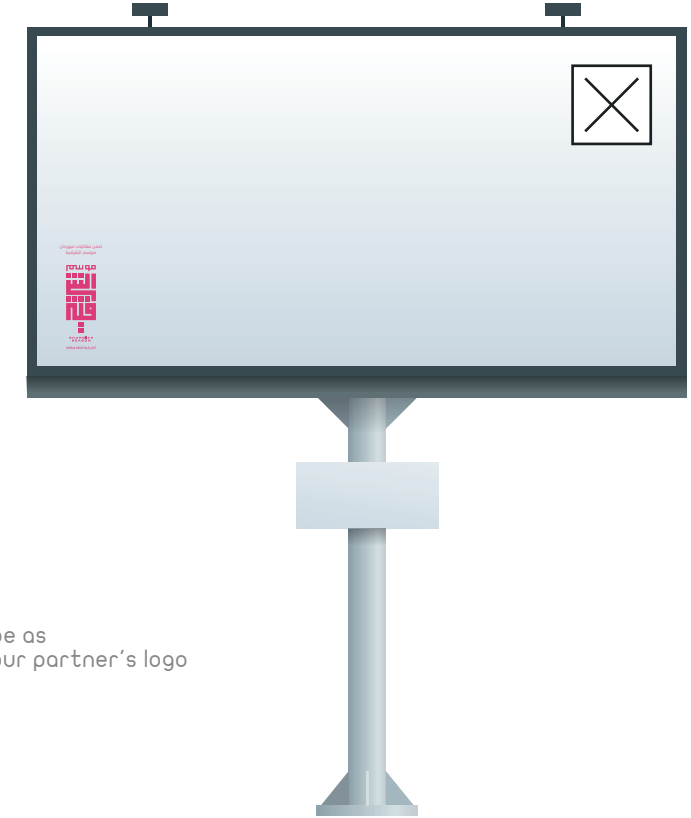
الشرقية ثقافة وطاقة

Logo Calculation

This slide explains how the logo will be placed across our partner's communication.

The logo should match the height of our Logo brandmark regardless of the message placed on top which should always be there.

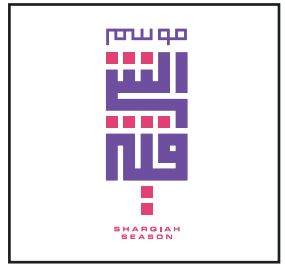




Inproper Usage

By partner

Logo cannot be placed on a busy background



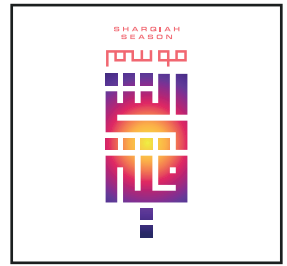
Logo cannot have different colors inside Kufi composition

Gradient cannot be used.

Logo cannot have an outline version

flat logo cannot have altered Kufi dots.

Logo cannot be used as a watermark



Placement of descriptor cannot be altered.

flat logo cannot be used on vivid colors.

Imagery

Image Colors

Photography in general also has it's own guideline.
We prefer to go with Black and White.

Below are 2 examples for imagery:
1. Either as en event representation.
2. Either by representing the main artist.

Examples Of Imagery

This slide shows examples of how to use the images on Sharqiah's colorful identity.

The colors are black & white, contast is high.