# VIA RIYADH
Brand Identity

# THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent Design identity.

This includes our name, logo and other identifying elements such as color, type and graphics.

These guidelines reflect commitment to quality, consistency and style, sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

Authorized persons shall be responsible for protecting this valuable content by preventing unauthorized or\and incorrect use of the name and logo.

# VA Riyadh

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## Brand Mark

The logo is the key building block of any business identity, the primary visual element that identifies it.
It's considered as the signature of the brand and should never be changed in any way.

## Logo Structure

Structure brings restraint, order ,rhythm, and comfort to a mark. Put care, time, and effort into the exactness of your drawing. There is beauty in the perfection of craft. It also establishes your playing field, making variation more noticeable.

# Logo Clear Space

It is important to keep corporate marks clear of any other graphic elements.

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone. To work out the clear space take the dimensions of the logo.

# Logo Placement Guideline

To place the logo in the correct way please use one of the approved styles that are shown on the right. To place the logo in other ways is not allowed.

**V/\ Riyadh**

**V/\ Riyadh**

**V/\ Riyadh**

**V/\ Riyadh**
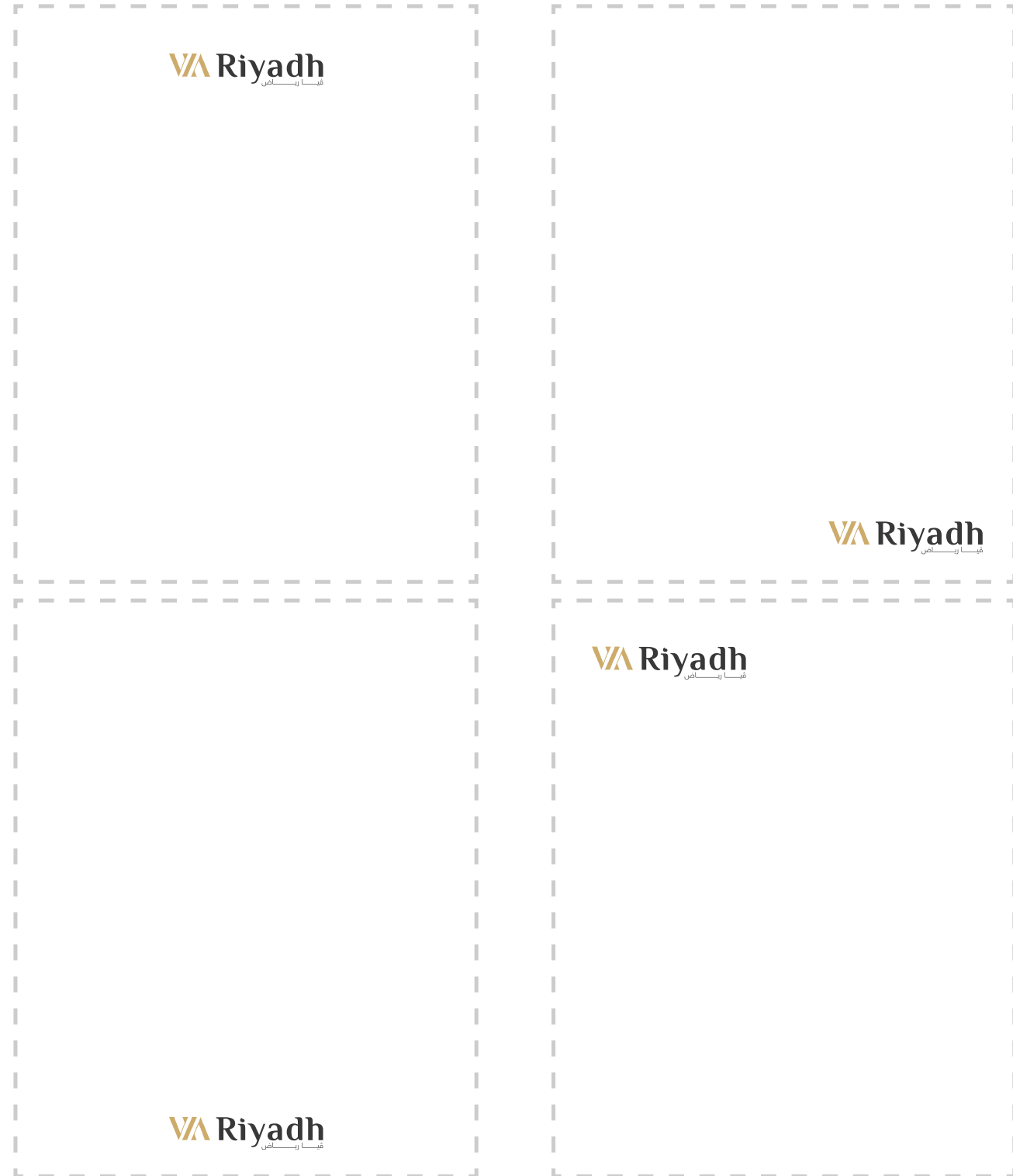
# Logo Misuse

The way that you use the logo afects the impact of your communications and our brand image.

We are still a young brand, and it is important to us that our logo is always used correctly. Please Don't ..

Please be mindful of these common errors when using the different logo versions.



✗ Do not Recolor the Brand Mark.



✗ Do not Stretch or Skew The Brand Mark.



✗ Do not Add drop shadows



✗ Do not Resize or Move.



✗ Do not Rotate the Brand Mark.



✗ Do not Scan to allow poor quality reproduction of the brand mark

# Corporate Colors System

The corporate colour palette consists of :

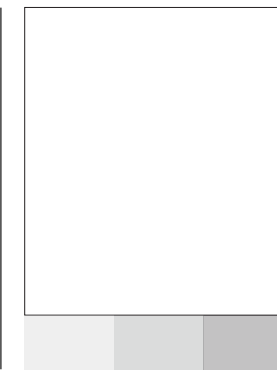Primary Colors.

VIA
Gold

R. 205    C. 20
G. 171    M. 31
B. 106    Y. 68
# CDAB6A    K. 00

VIA
Gray

R. 56    C. 69
G. 56    M. 62
B. 56    Y. 61
# 383838    K. 54

VIA
White

R. 255    C. 00
G. 255    M. 00
B. 255    Y. 00
# FFFFFF    K. 00

# Typography

All applications should follow the same typographic styling principles, whether literature, advertising or digital.

Font type size and leading may vary according to the application and space available.

For similar communications or items that are part of a set, always keep the type sizes and leading consistent throughout.

Headlines | **El Messiri 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
0 1 2 3 4 5 6 7 8 9 < > ? / . , " : ' ] [ } { ) ( _ + | \**

Body Text | El Messiri Regular

Regular

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

Figures

0 1 2 3 4 5 6 7 8 9 < > ? / . , " : ' ]
[ } { ) ( _ + | \

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Body Text | Helvetica Neue W23 for SKY

Regular

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
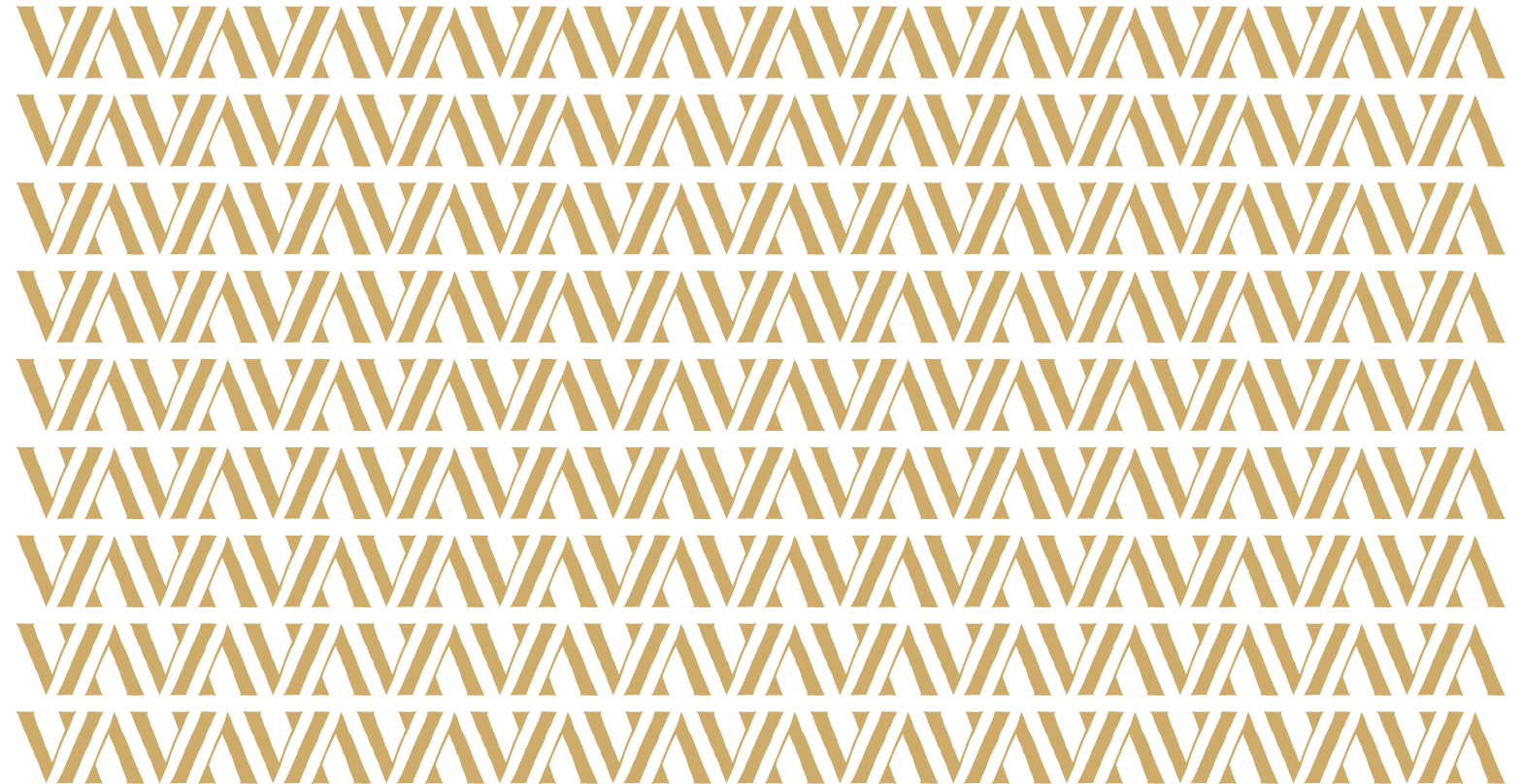ط ظ ع غ ف ق ك ل م ن هـ و ي

Figures

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# Identity Pattern

Identity patterns can be used in all application, It's inspired from the logo elements to show the spirit of the identity and add an artistic touch.

VIA Riyadh رياض

DO NOT
DISTURB

VA Riyadh
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VIA Riyadh

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