

VisitSaudi.com

Visit
Saudi

السعودية
روح

Brand Guidelines

Version 02 - 07. 08. 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.



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1. Our Brand

- Our Brand
- Scale of presence
- Brand toolkit

Our brand

Visit
Saudi

Destination Brand | English Version

روح
السعودية

Destination Brand | Arabic Version

SAUDI الهيئة
TOURISM السعودية
AUTHORITY للسياحة



Promoter Brand

Scale of presence

Target audience	Internal	Government	Trade & Business	Tourists & Citizens
Scale of presence	 <p>SAUDI TOURISM AUTHORITY</p> <p>الهيئة السعودية للسياحة</p>			 <p>Visit Saudi</p>
Promoter brand presence	%100	%75	%25	%0
Example communication channels	<p>Functional office items:</p> <ul style="list-style-type: none"> • Employee ID • Visitor pass • Note book • Desk signage • Stationery 	<p>Corporate collaterals:</p> <ul style="list-style-type: none"> • Corporate folders • Email signature • Reports and publications • PPT Presentation 	<p>Corporate comms & marketing:</p> <ul style="list-style-type: none"> • Event dressings • Flyer, brochures and leaflets • Website 	<p>Marketing & merchandise:</p> <ul style="list-style-type: none"> • 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.

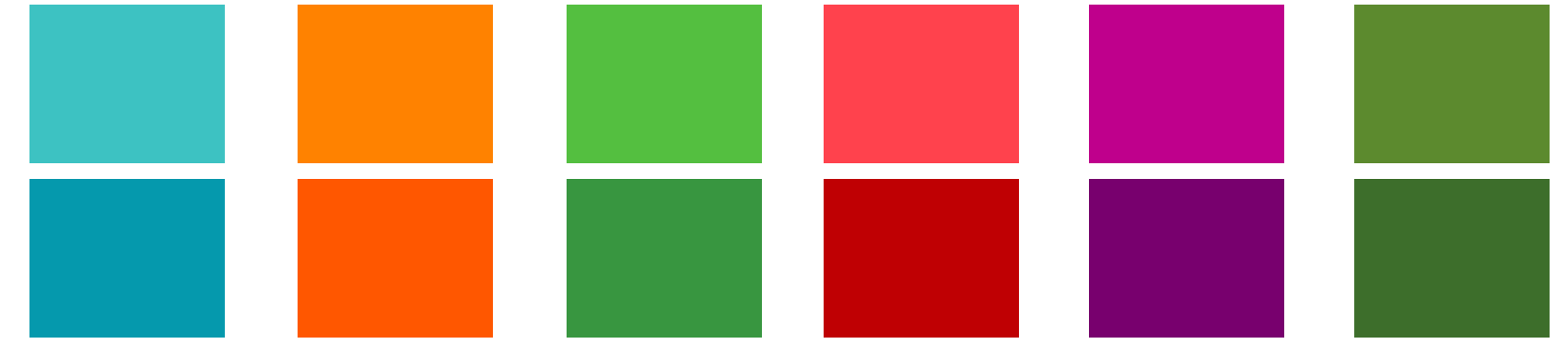
Brand toolkit



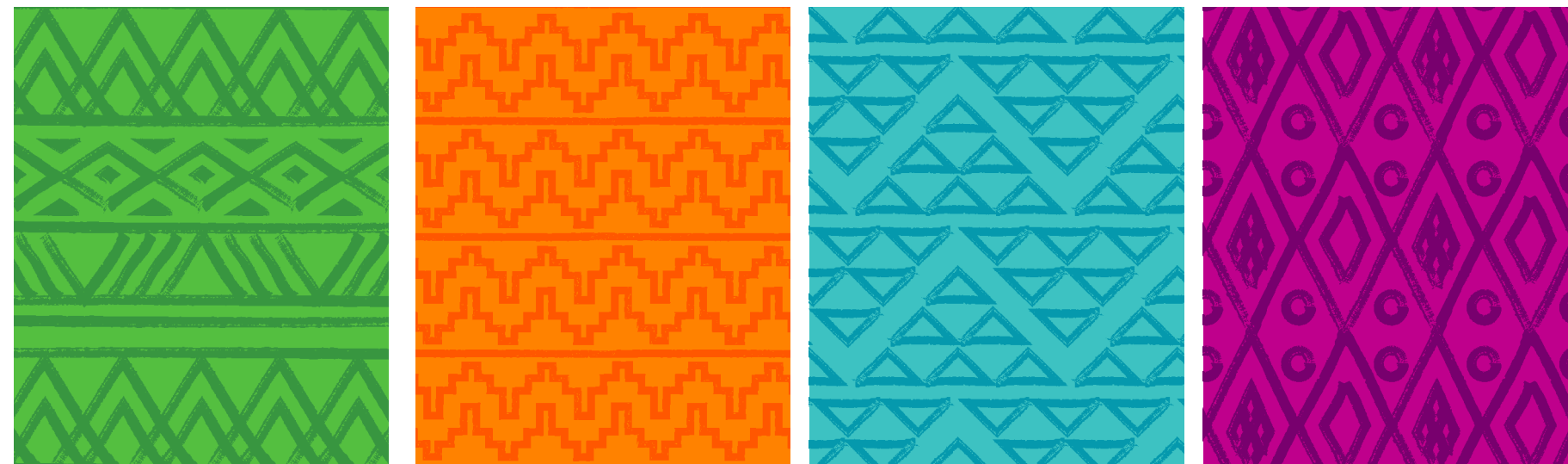
English Brand



Arabic Brand



Color palette



Visual language



Photography

29LT Zarid Serif : Headline & bodycopy Arabic

أ ب ت ث ج ح خ د ذ س ش ص ض
ط ظ ع غ ف ق ك ل م ن و ي
١٢٣٤٥٦٧٨٩٠

Displace 2.0: Headline English

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Gotham: Body copy English

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Typefaces

2. Our logotypes

- Visit Saudi brand logotype
- Color versions
- Black and white versions
- Exclusion zone and minimum size
- Please avoid
- Artwork file naming

Visit Saudi brand logotype

There are two versions of our logotype. English version used for international communication and Arabic version used for Local and regional communication.

Please don't attempt to re-create the logotype yourself. Artwork files of the logotype and other design elements are available from the marketing team.



English logotype



Arabic logotype

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 collectively across communications the colors are used evenly.

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 don't attempt to re-create the logotype yourself. Artwork files of the logotype and other design elements are available from the marketing team.



Blue



Dark green



Green



Orange



Purple



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 don't attempt to re-create the logotype yourself. Artwork files of the logotype and other design elements are available from the marketing team.



Black and white versions

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

Use the black or white versions of our logotype when black and white printing is necessary.



Black



White



Greyscale



Black



White



Greyscale

Exclusion zone and minimum size

Exclusion zone

To ensure consistent prominence and legibility, the logotype is always 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 used smaller than the size detailed here (14mm). On-screen minimum logotype size cannot be controlled as it is rendered differently across the different platforms and devices. In these situations, take care to preserve the legibility.

Note:

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



Please avoid

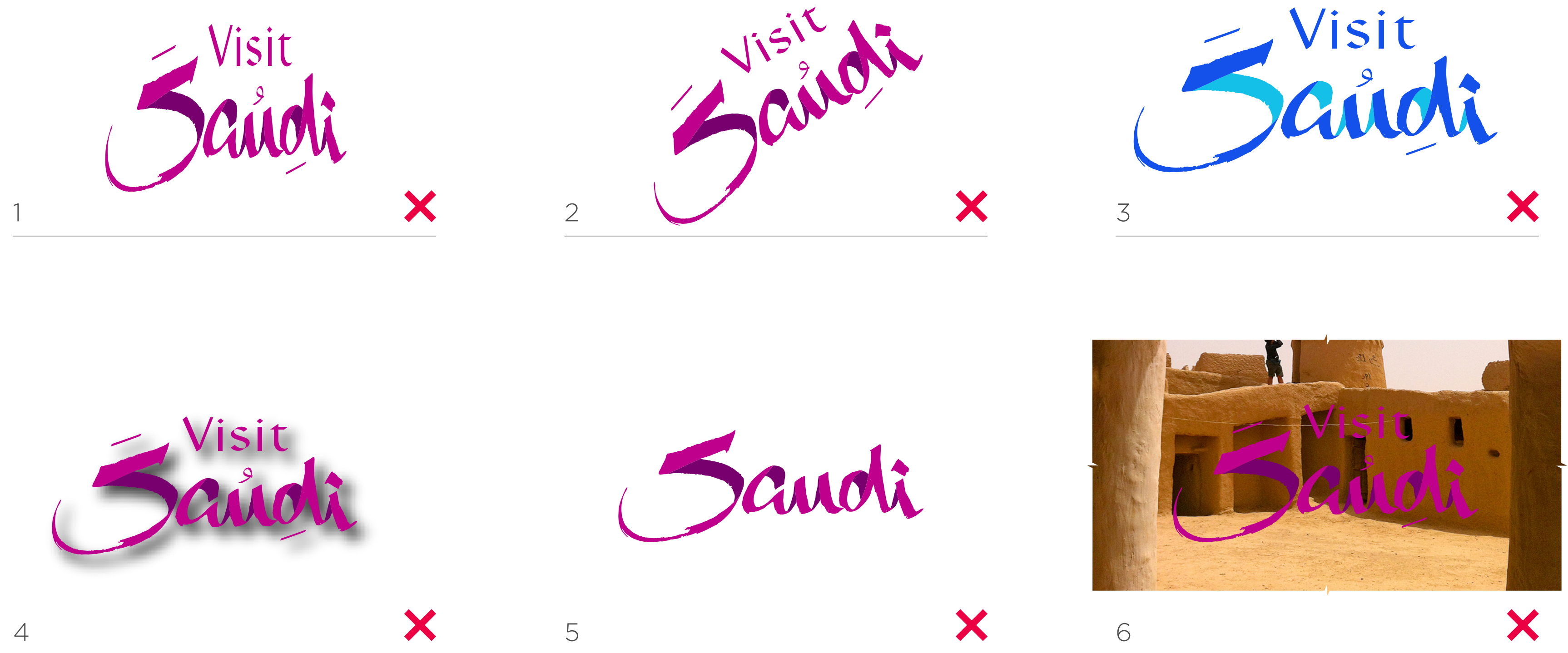
The logotype should always be reproduced from the master artwork provided. It should never be altered, re-drawn, re-colored or manipulated in any way.

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. Never remove the logotype accents
6. Never use colored logotypes on imagery

Note:

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



Artwork file naming

Shown here is our system for logotype artwork file naming.

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



3. Colors

- Color management
- Color plates
- 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 IEC2.1-61966

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

For print

Color plates

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

Process
CO M50 Y100 KO
RGB
R255 G131 B0
Pantone
157 C
Hex
#ff8300

Orange set

Process
CO M75 Y100 KO
RGB
R255 G86 B0
Pantone
166 C
Hex
#ff5600

Process
CO M75 Y50 KO
RGB
R255 G66 B76
Pantone
1787 C
Hex
#ff424c

Red set

Process
CO M100 Y85 K20
RGB
R190 G0 B0
Pantone
7620 C
Hex
#be0000

Process
C25 M100 Y0 KO
RGB
R190 G0 B141
Pantone
233 C
Hex
#be008d

Purple set

Process
C50 M100 Y15 K15
RGB
R120 G0 B110
Pantone
512 C
Hex
78006#e

Process
C65 M0 Y20 KO
RGB
R61 G194 B194
Pantone
637 C
Hex
3#dc2c2

Blue set

Process
C90 M0 Y20 KO
RGB
R0 G154 B172
Pantone
312 C
Hex
009#aac

Process
C64 M0 Y84 KO
RGB
R81 G192 B65
Pantone
361 C
Hex
51#c041

Green set

Process
C88 M0 Y92 KO
RGB
R56 G151 B65
Pantone
355 C
Hex
389741#

Process
C75 M20 Y100 K20
RGB
R93 G137 B47
Pantone
555 C
Hex
5#d892f

Dark green set

Process
C75 M20 Y100 K45
RGB
R62 G110 B45
Pantone
2409 C
Hex
3#e6e2d

Secondary colors

K 70
Pantone
Cool Gray 8 C
Hex
4c4d4c

Grey

Process
CO M0 Y0 K0
RGB
R 255 G 255 B 255
Hex
#ffffff

White

Neutral colors

Color in context

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

Photography

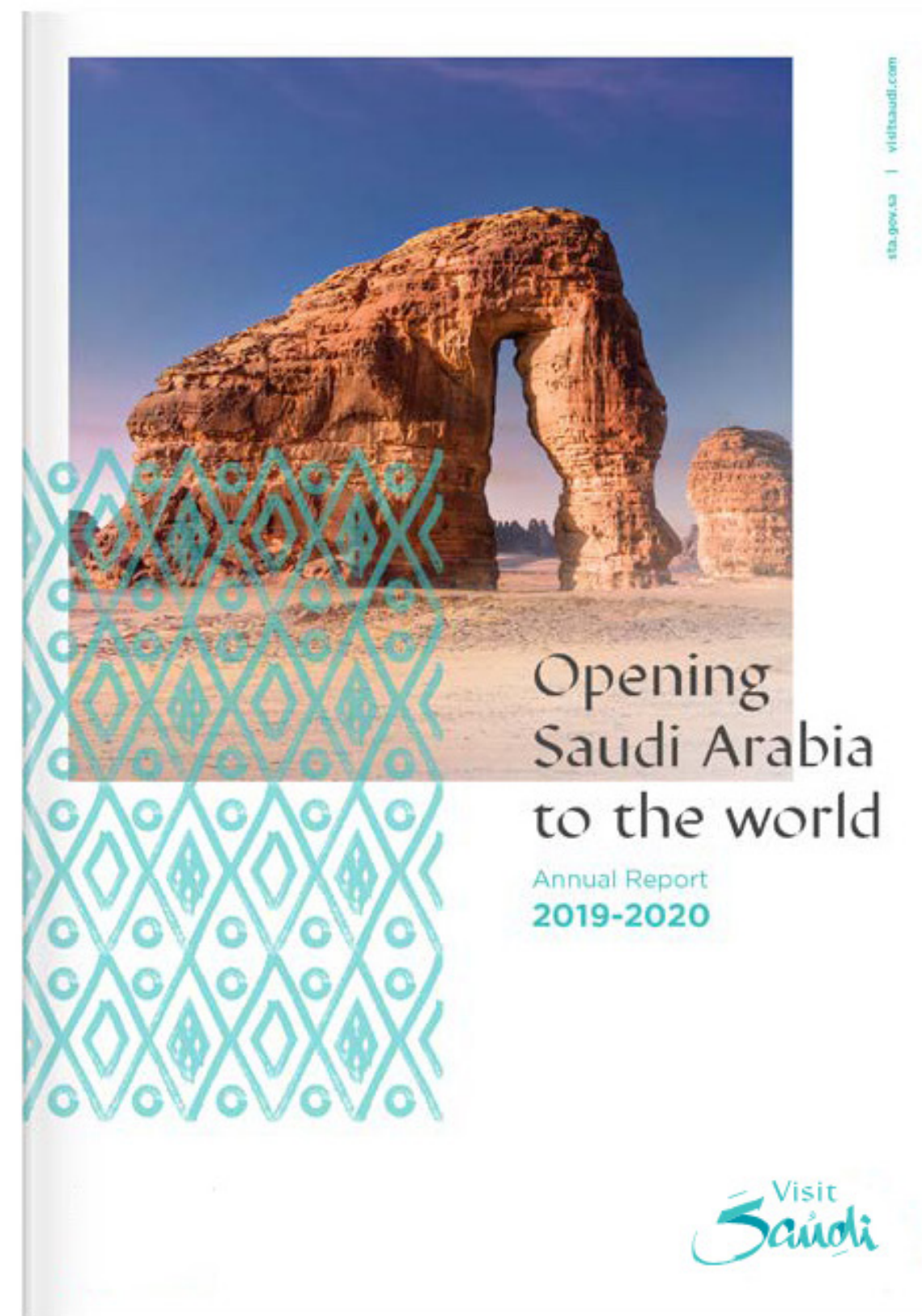
The choice of photography should dictate which colorway is to be used. If you have an image which has red highlights in it, then the red color set should be applied as shown in Example B.

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 labore et 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

0 1 2 3 4 5 6 7 8 9 ! \$ % () - + : \ / ? , .

ك ه

شلق العناول الشرقيه. لقة باستخدام 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

، ؟ \ / + _ () * % \$! 0 1 2 3 4 5 6 7 8 9

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 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 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/11>

Aa

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

Gotham Book

ABCDEFGHIJKLMN

Gotham Medium

OPQRSTUVWXYZ

Gotham Bold

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

ك ه

شلق العناول الشرقيه. لقة باستخدام
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

،.؛\&:[+_()*%\$! 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

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

Arial Regular (Latin)

ABCDEFGHIJKLMN

Arial Bold (Latin)

OPQRSTUVWXYZ

ك ه

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

Arial Regular (Arabic)

أ ب ت ث ج ح خ د ذ ر ز س ش ص

Arial Bold (Arabic)

ض ظ ع غ ف ق ك ل م ن ه و ي

5. Visual language

- Patterns
- Colorways
- Watermarks
- Cropping
- Pattern in context
- Please avoid
- Artwork file naming
- Strokes

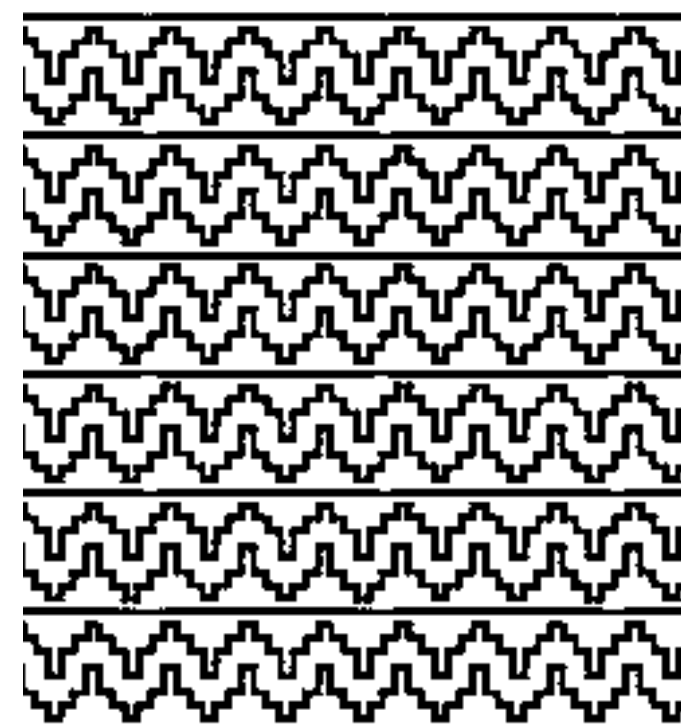


Patterns

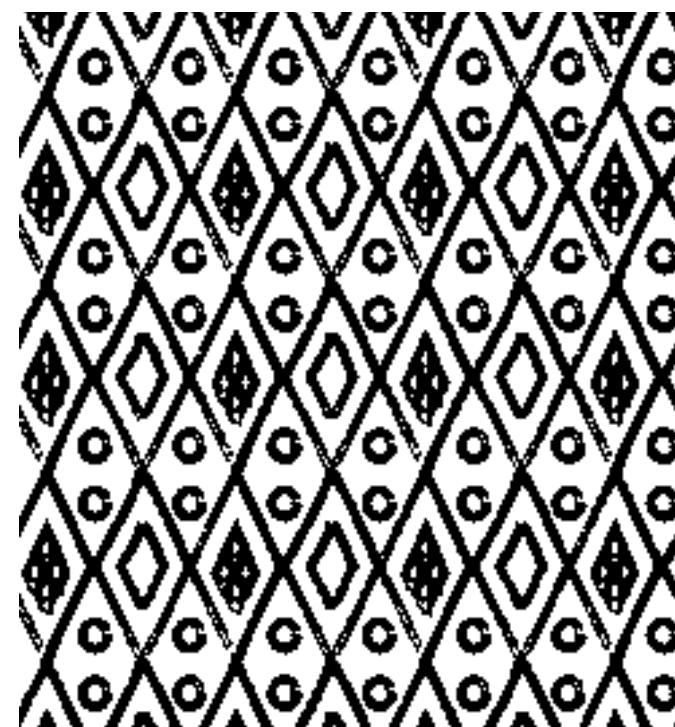
Our brand has four patterns which have been carefully designed to represent Saudi Arabia's culture and are therefore solely unique to the Kingdom.

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

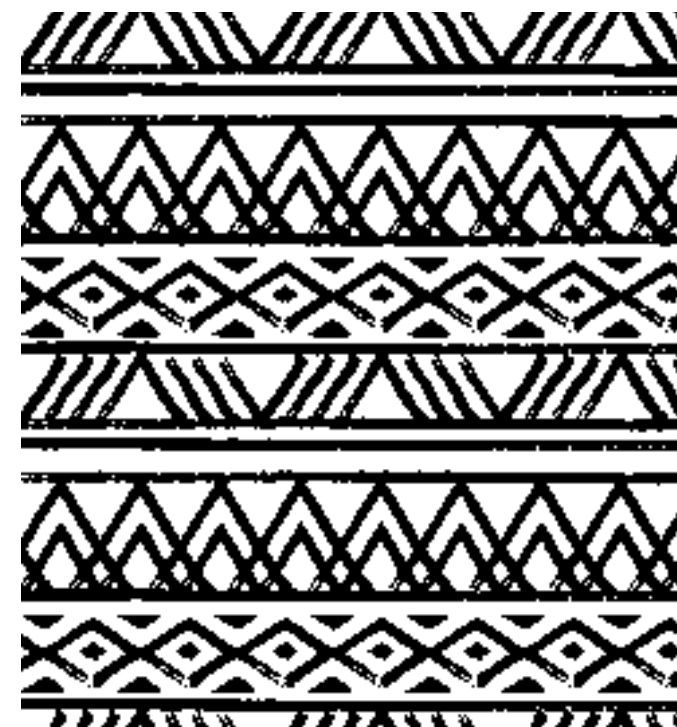
These patterns can be used as a graphic background or overlaid on top of imagery.



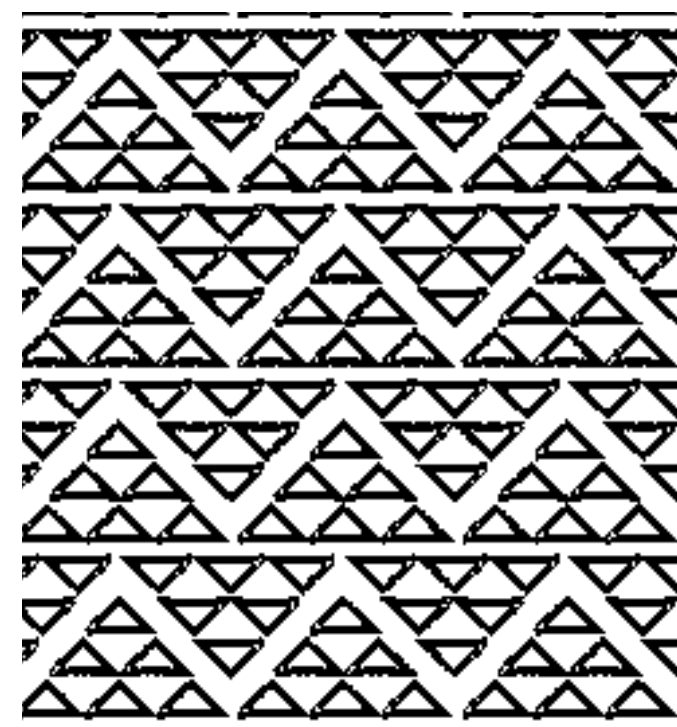
Pattern 1



Pattern 2



Pattern 3

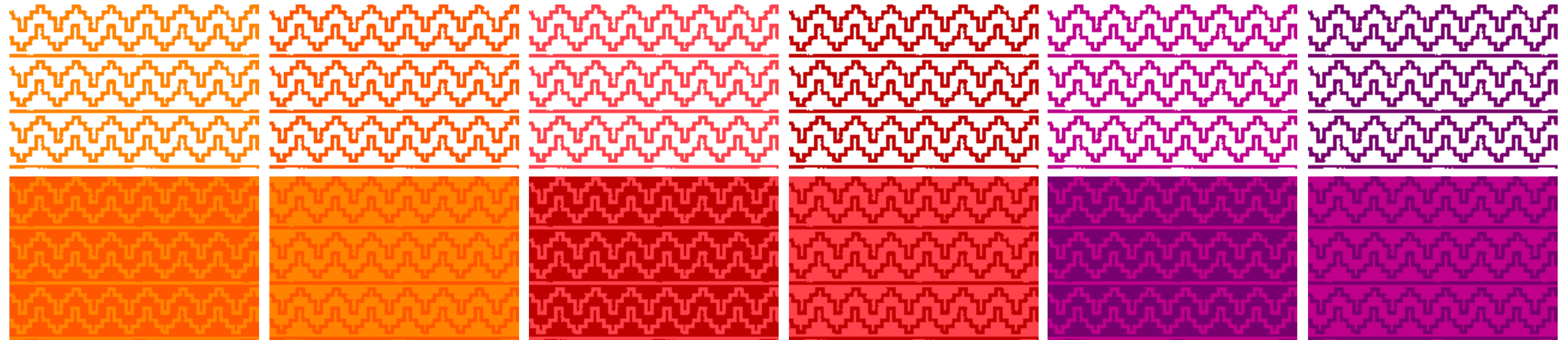


Pattern 4

Colorway

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

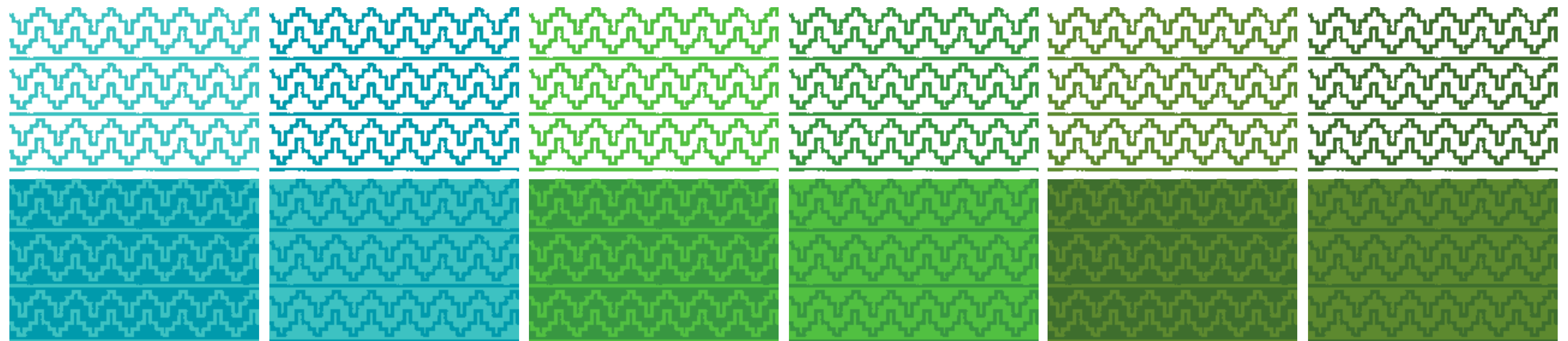
Each of the six colorways includes a light and dark hue version and can sit either on a white background or on the color sets supporting color.



Colorway 1

Colorway 2

Colorway 3



Colorway 4

Colorway 5

Colorway 6

Watermark

The four 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.



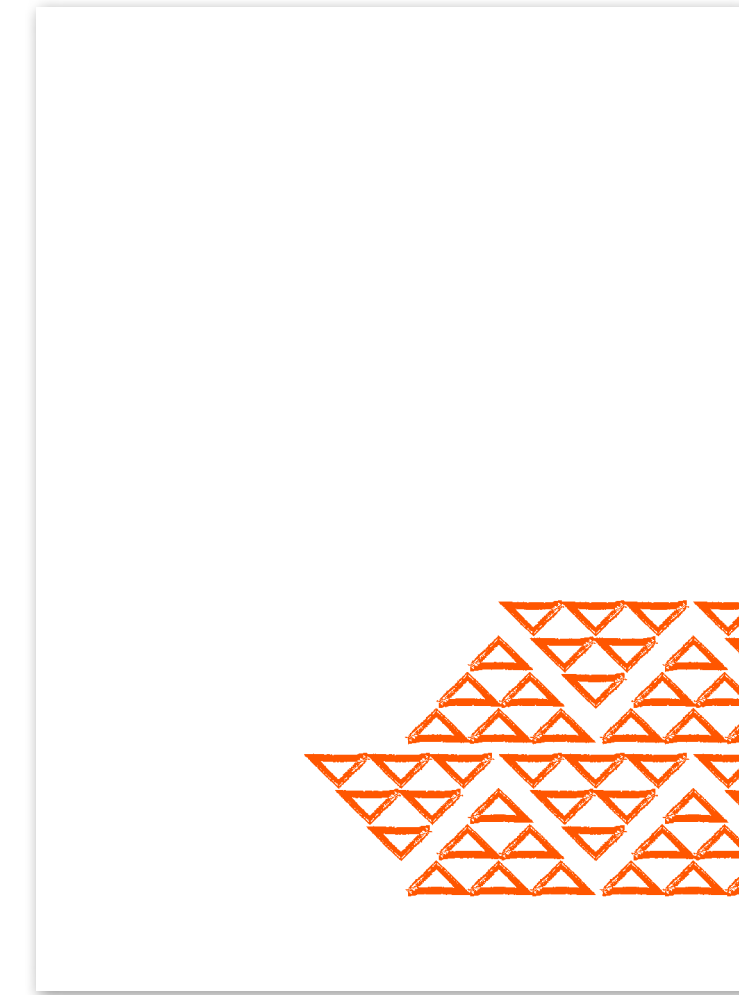
Cropping

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

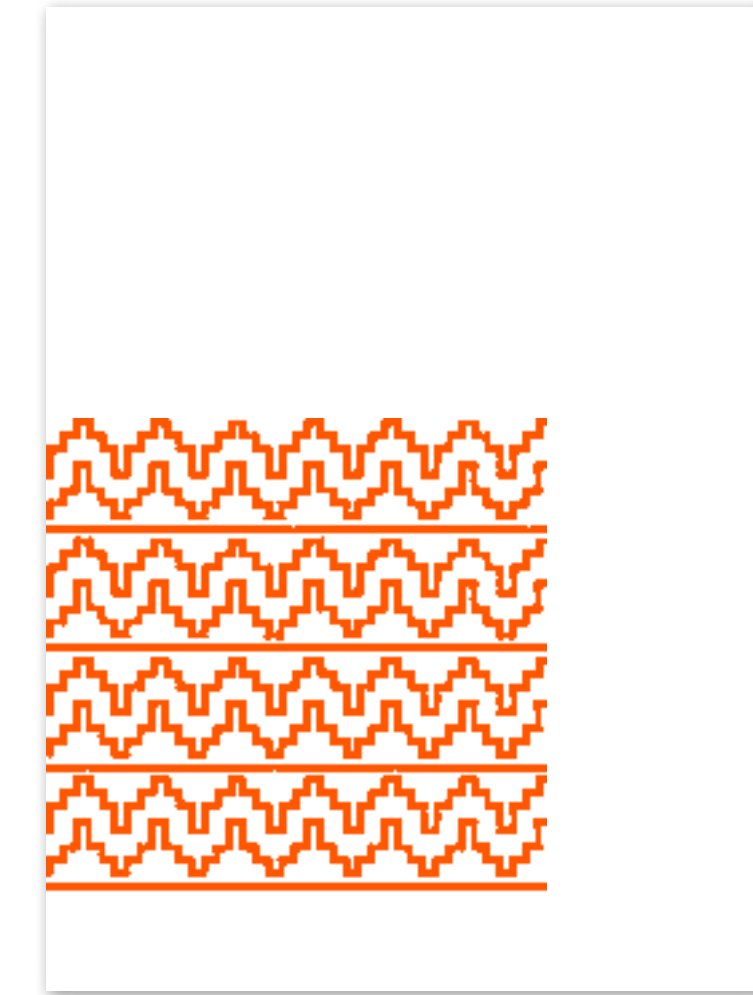
The patterns can be mirrored and scaled at the discretion of the designer depending on the layout, but never rotated or skewed.



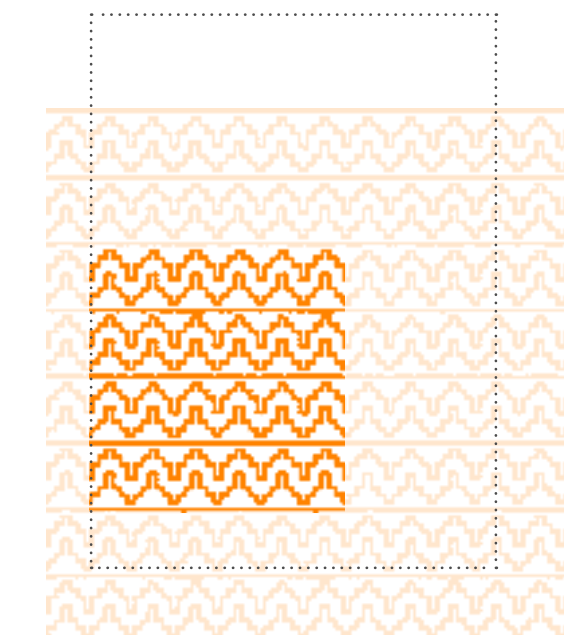
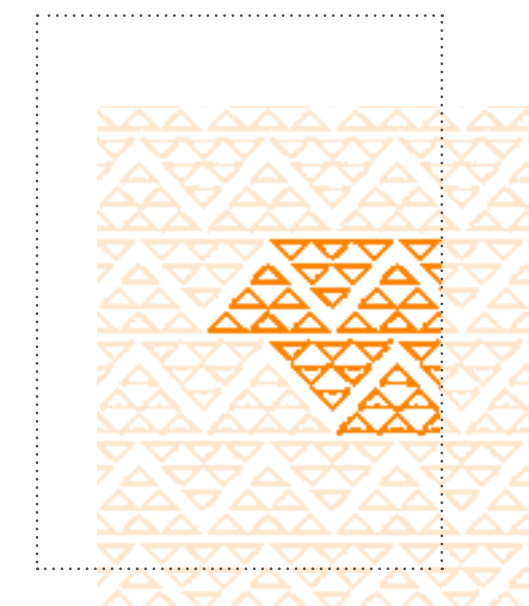
Example A



Example B



Example C



Pattern 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:

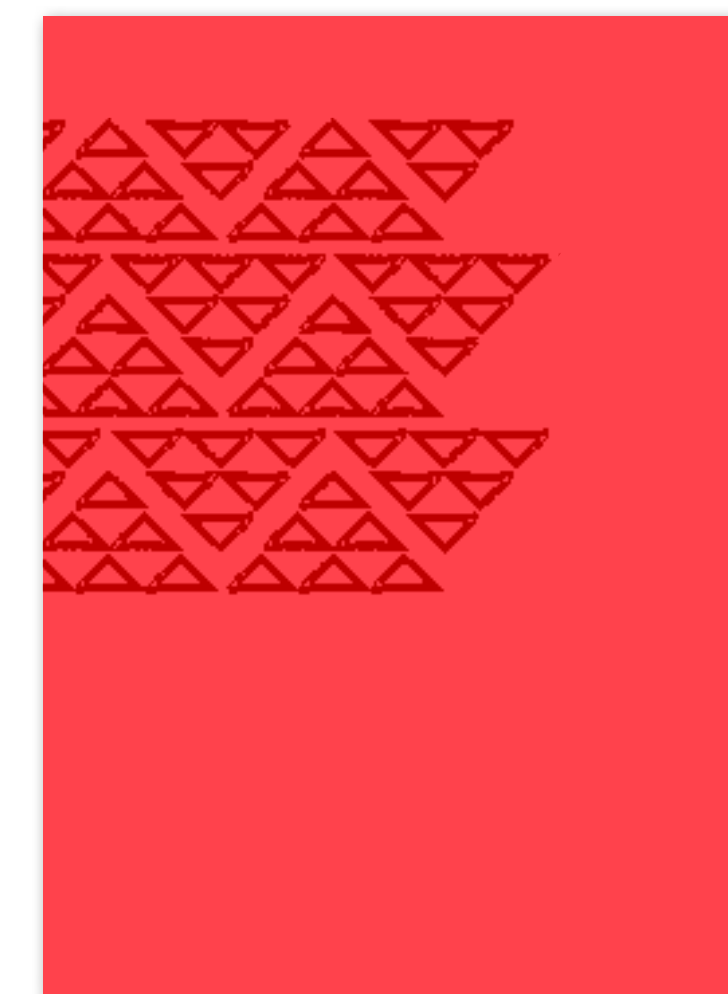
- A.** Pattern on a colored background overlapping photography
- B.** Pattern on a white background overlapping photography
- C.** Pattern on a colored background
- D.** Pattern on a white background



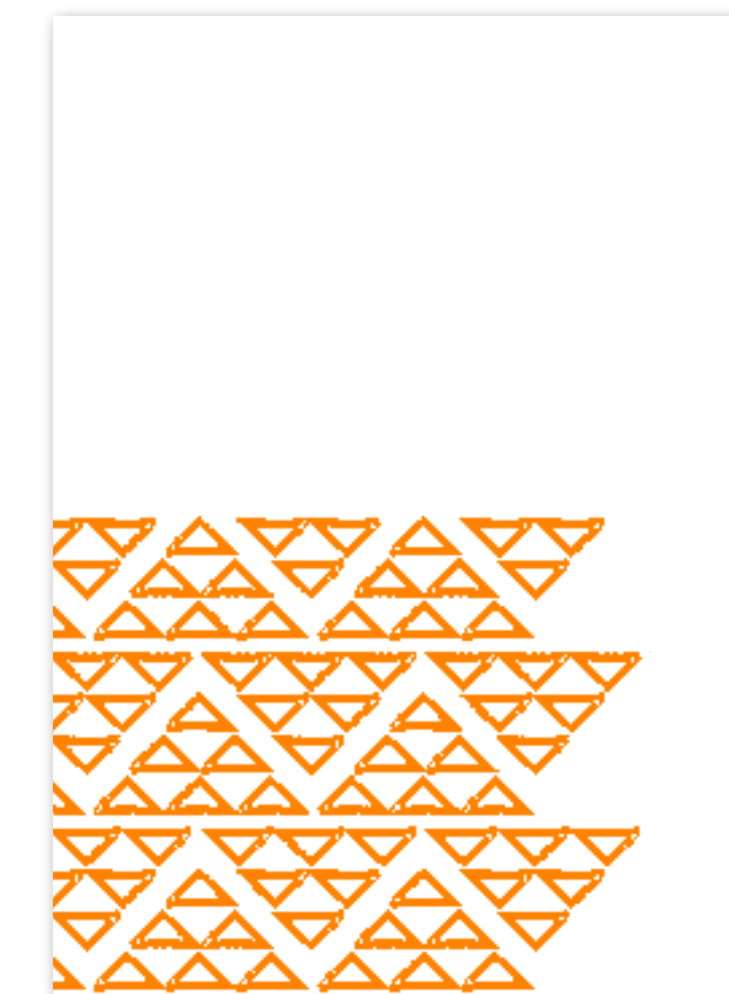
Example A



Example B



Example C



Example D

Pattern in context

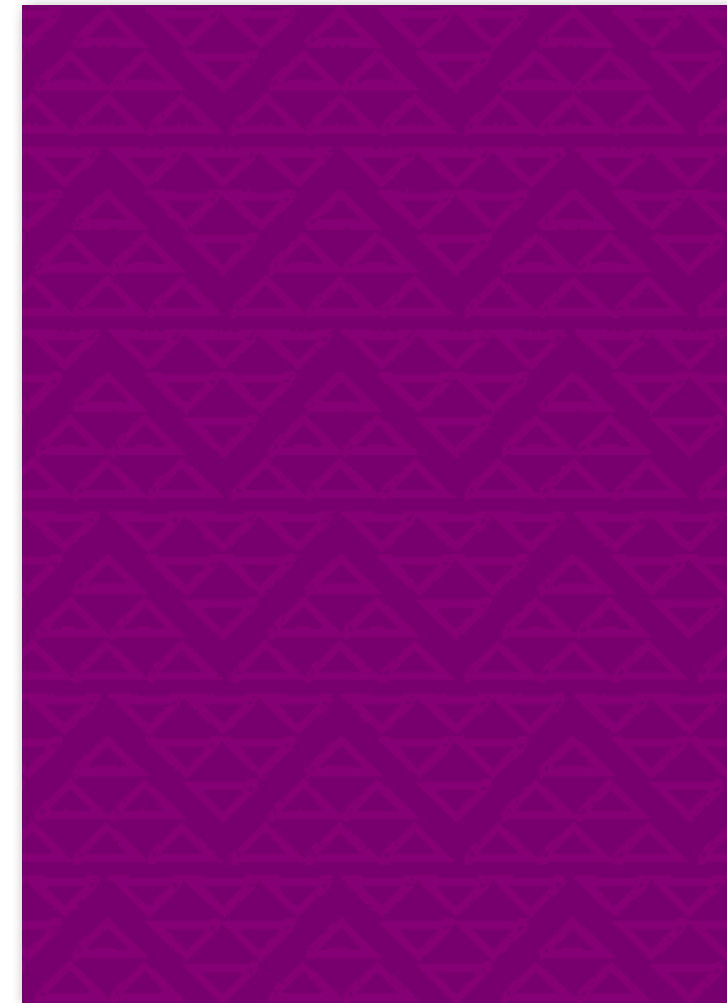
Some communications require a more subtle graphical approach. Examples E - H demonstrate four alternative ways you can use the patterns.

Secondary use:

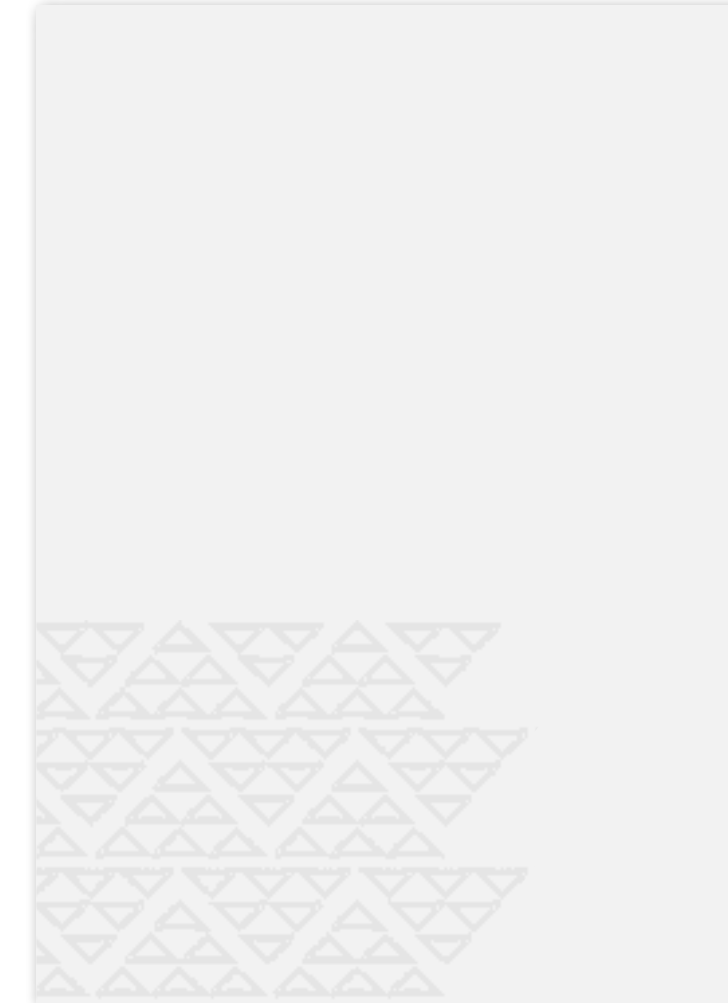
- E.** Dark pattern (%20 opacity) on light background
- F.** Light pattern (%20 opacity) on dark background
- G.** Watermark - %10 (black) sitting on a %5 (black) background
- H.** Watermark - %10 (black) sitting on a white background



Example E



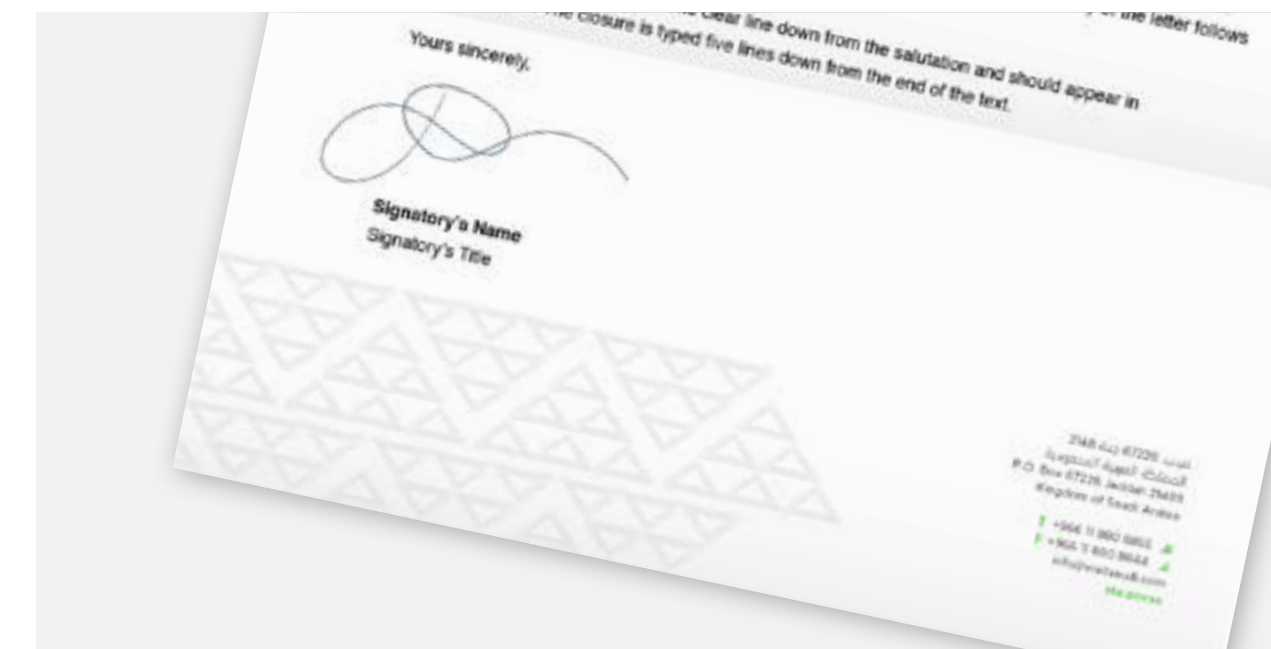
Example F



Example G



Example H



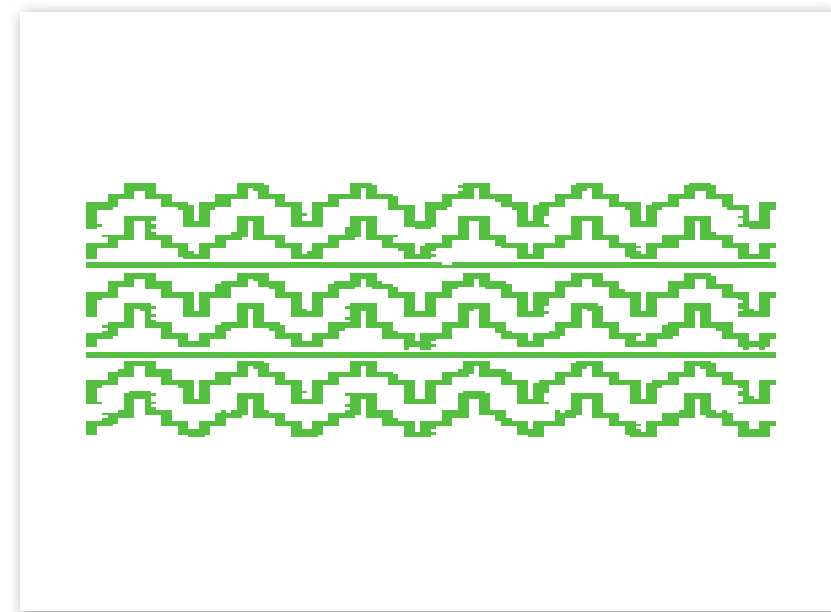
Please avoid

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:

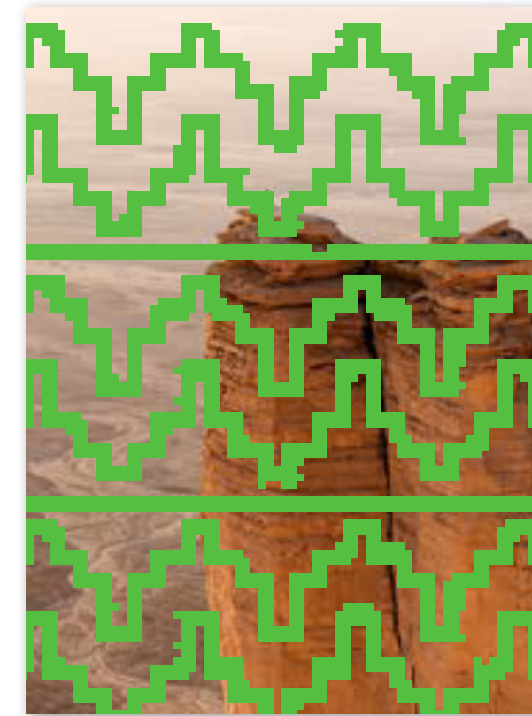
1. Do not disproportionately scale the pattern
2. Do not cover a whole image with a pattern
3. The logo color and the pattern color should be the same, unless on a colored background. In that scenario, use the white version of the logo
4. Do not apply a drop shadow
5. Do not mix brand colorways
6. Never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

Note:

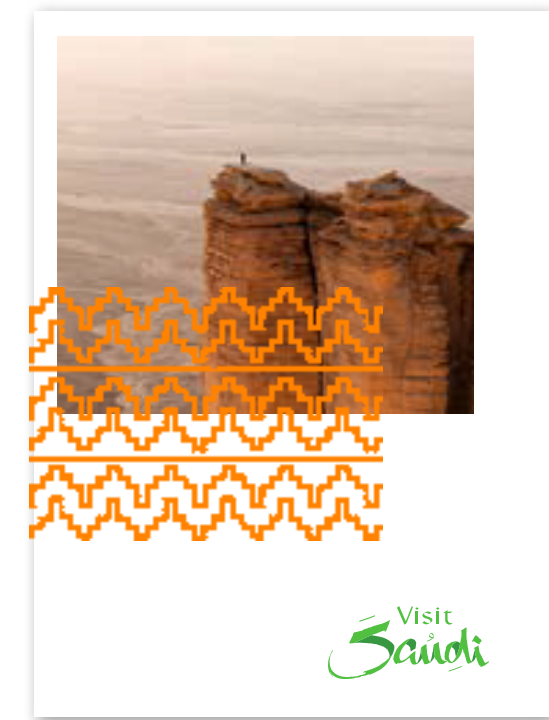
The rules set out here apply to all variations of our pattern suite.



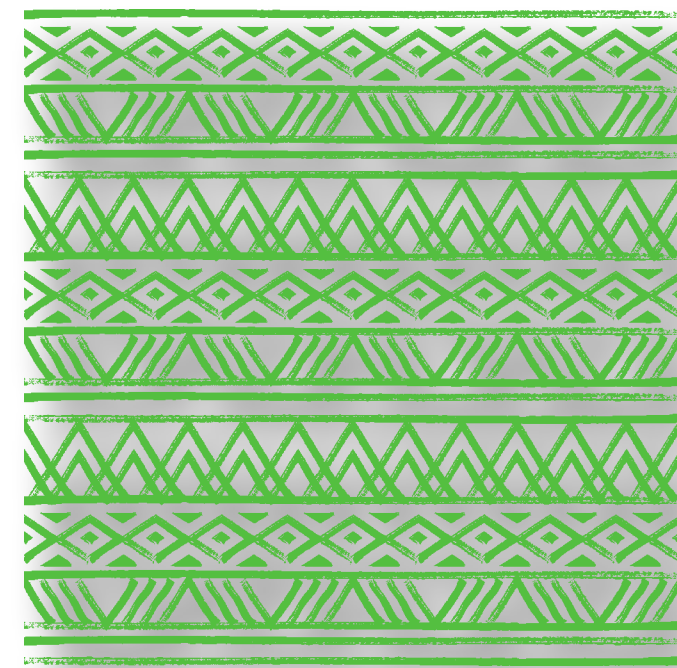
1



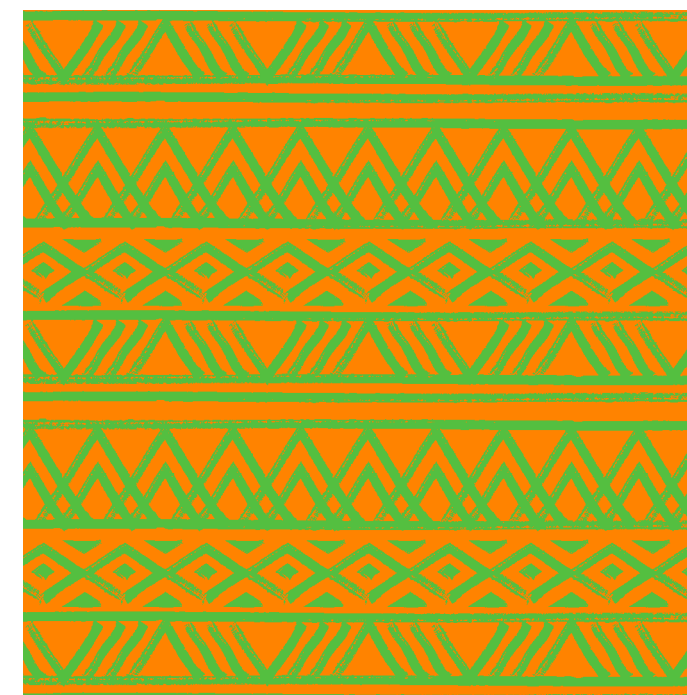
2



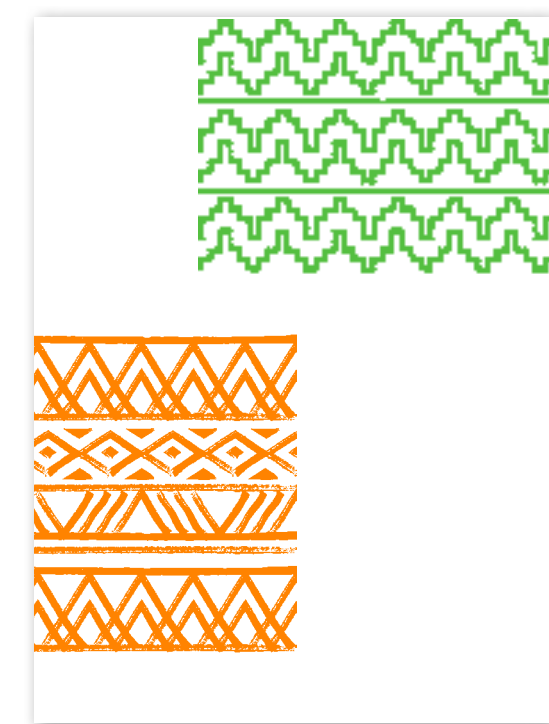
3



4



5



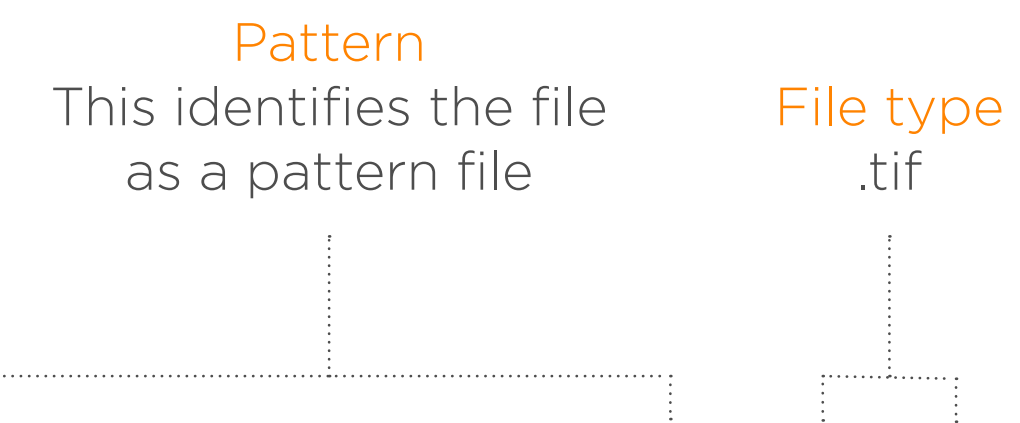
6



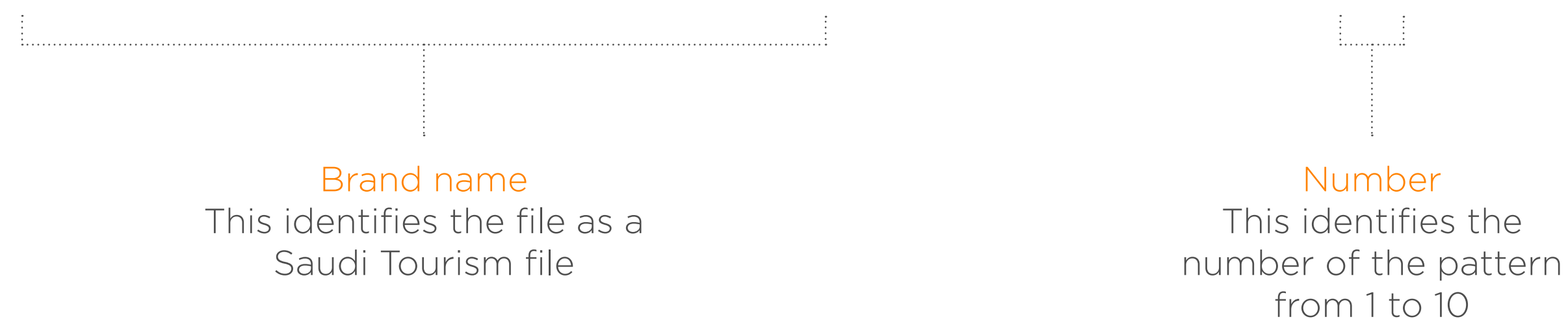
Artwork file naming

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.



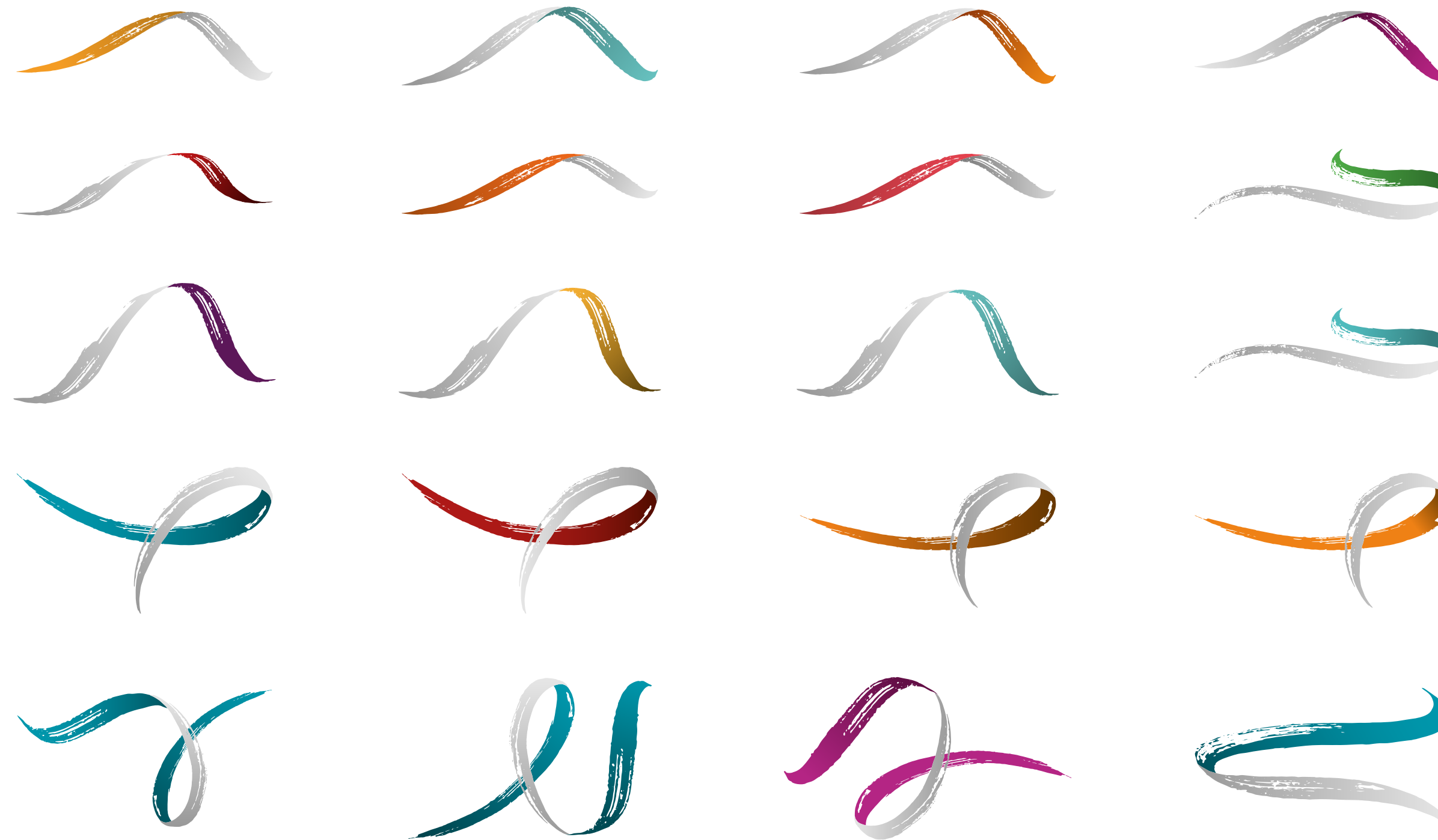
SAUDI TOURISM PATTERN 1.tif



Strokes

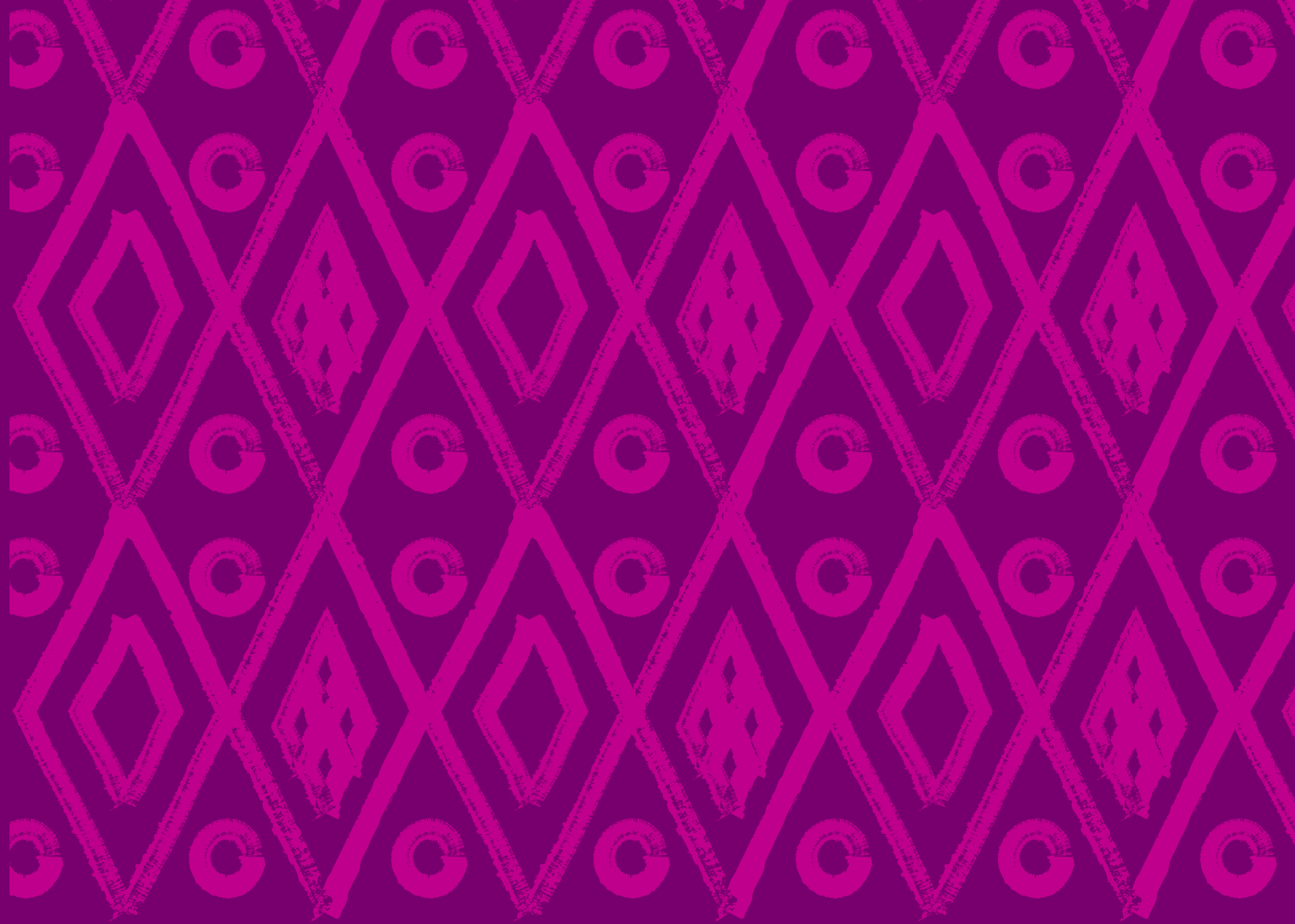
The stokes should be used with photography.

The colors should be selected from the photograph the stroke is placed on.



6. Photography

-Categories



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.

Always check permissions before using imagery.



Tourism offering

Locals

Tourists

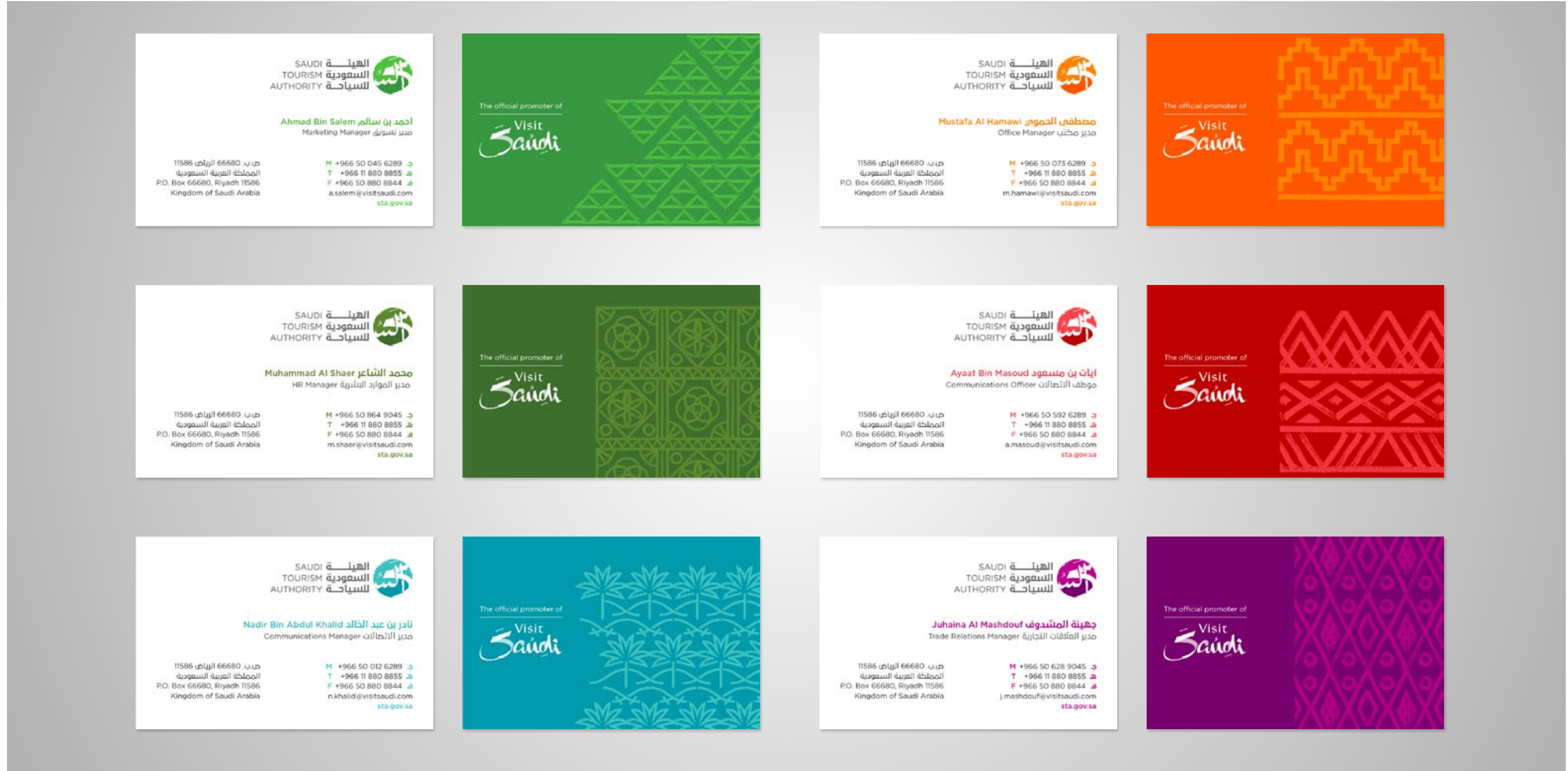
7. Applications

- Visitor ID cards
- Business cards
- Corporate folders
- Publication covers
- Publication spread

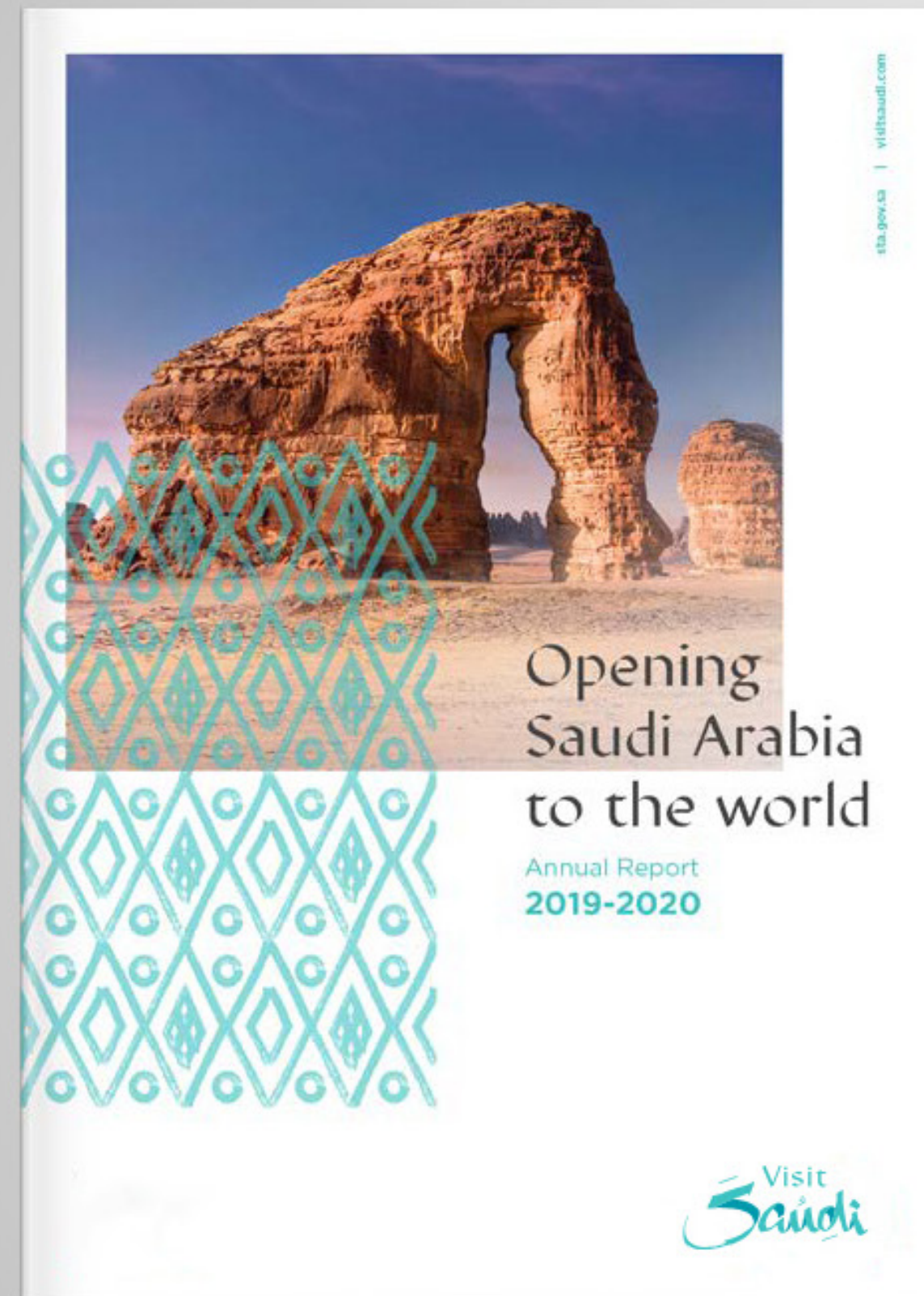
Visitor ID cards



Business cards



Publication covers



Publication spread



8. Social Media

Social Media



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.

