

Brand Guidelines

June 2022 | Version 1



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 Contents in the navigation bar will take you back to the contents page.

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Our purpose

TO BOOST TOURISM BY
CONNECTING MORE
PEOPLE BY AIR, FROM
AND TO SAUDI ARABIA



Our proposition

TO UNLOCK GREATER TOURISM CONNECTIVITY

Our aim is to optimise our air connectivity and enable tourism in Saudi Arabia to develop and increase our point-to-point connections from and into targeted source markets. By doing so we will ensure greater access, capacity and ease of travel for our visitors.

Our work with the aviation and travel sector allows us to collectively raise our profile as a country that offers a tourism air connectivity advantage, empowering greater tourism reach.

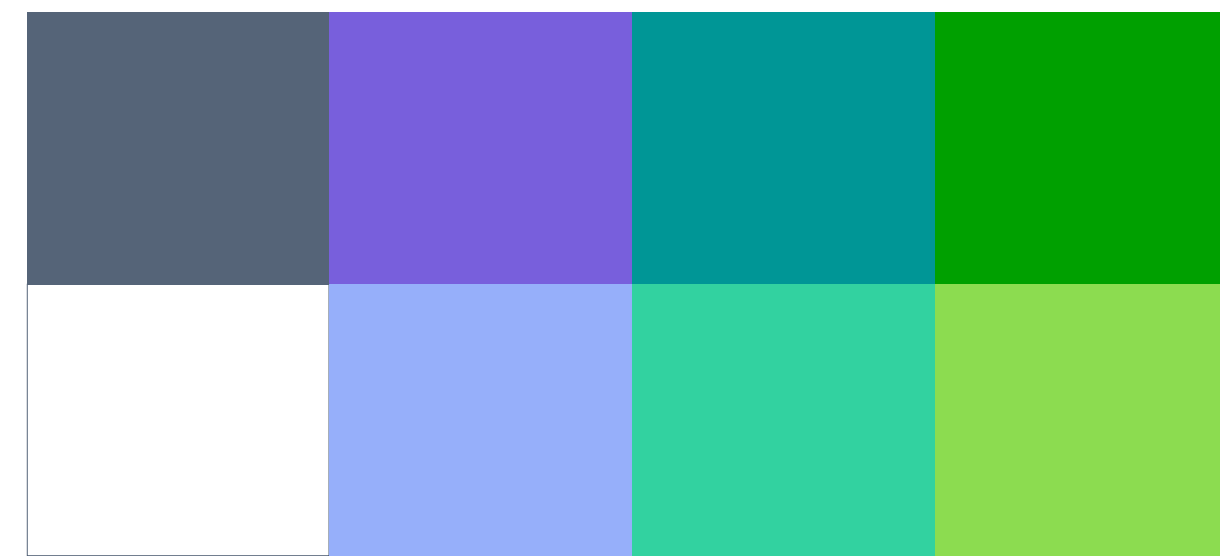


Kit of parts

LOGOTYPE



COLOURS



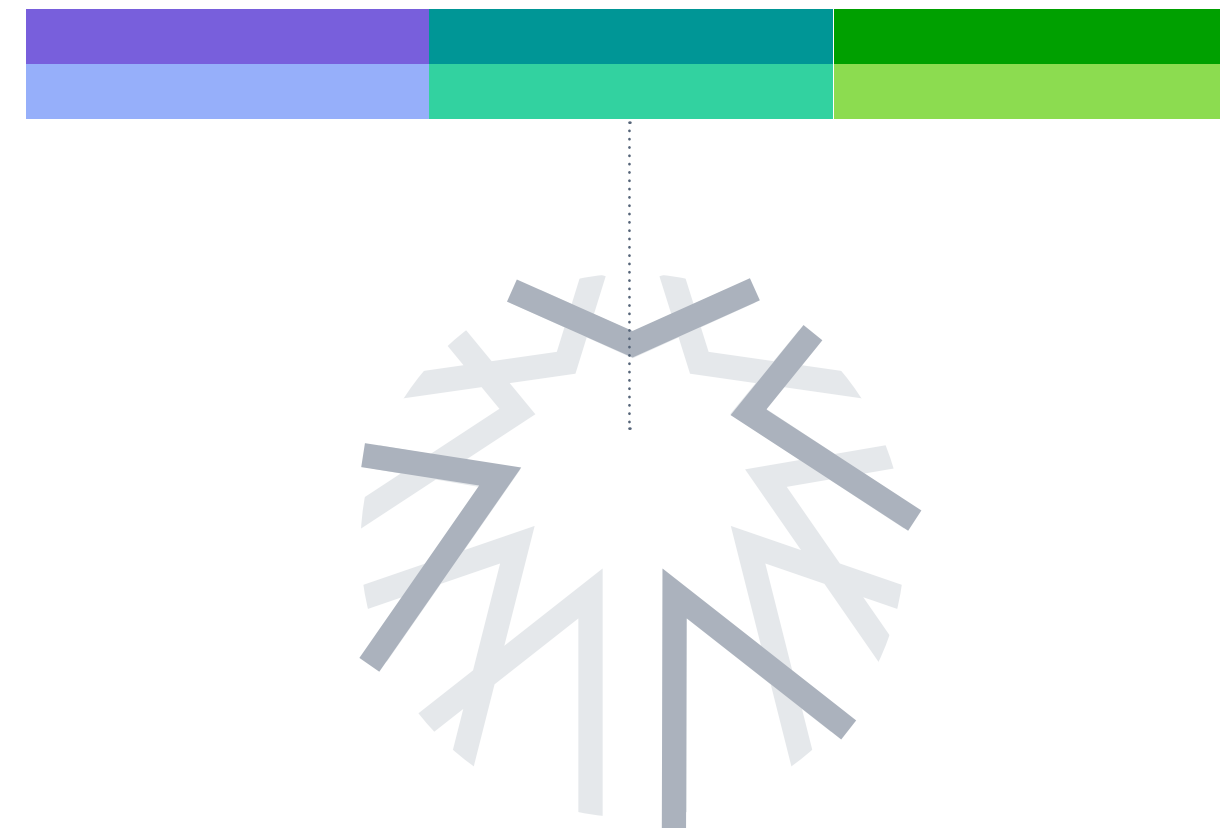
TYPEFACE – FS ALBERT ARABIC

AaBbCcDd123
123 أ ب ج

PHOTOGRAPHY



GRAPHIC DEVICE



ICONS



OUR LOGOTYPE

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Introduction

Our logotype has been created to reflect the concept of boosting tourism by connecting more people by air, from and to Saudi Arabia.

It is made up of our wordmark and unique logomark that should always appear together.

WORDMARK

Our wordmark can appear as latin, dual language or arabic type and is based on our brand typeface FS Albert Arabic.

LOGOMARK

Rich in symbolism, our logomark has some key features – the arrows to represent advancement, the palm tree and crossed swords – Saudi, and the overall composition our ambition to make the country a global hub of connectivity and convergence.

OUR LOGOTYPE



LANGUAGES



Latin logotype



Dual language logotype



Arabic logotype

Color versions

Our logotype may appear in one of three colorways:

1. Full-color
2. Solid black
3. Solid white

There are different logotype artwork files available for varying reproduction requirements. Please choose the correct color version of our logotype for the application and background color it is appearing on.

The full-color colored and solid black versions are for use on a white, or light-colored background and the solid white version on a dark-colored background.

Please do not attempt to re-create the logotype yourself. Artwork files for the logotype are available from the marketing team.

White, or light-colored background



1. Full-color



2. Solid black

Dark-colored background



3. Solid white

Exclusion zone and minimum size

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 a percentage of the width of our logomark, as shown here.

MINIMUM SIZE

There is a fixed minimum size for each of our logos in print applications. These have been determined to ensure maximum clarity and legibility at small sizes.

EXCLUSION ZONE



MINIMUM SIZE



Always measure across the width of the entire logotype

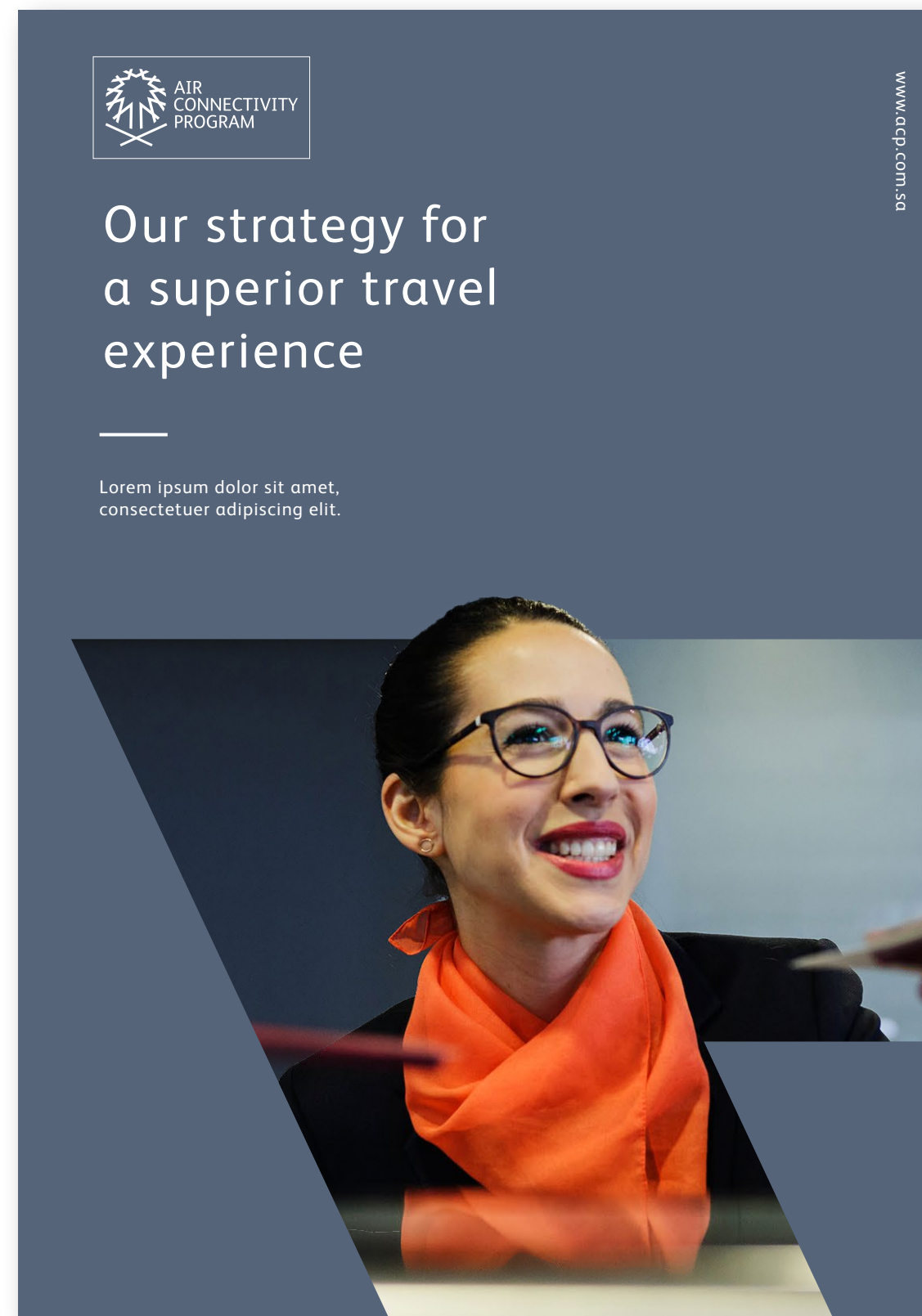
Usage

To allow us greater flexibility when designing and creating our communication material, there are no fixed sizes, or positions for our logotype.

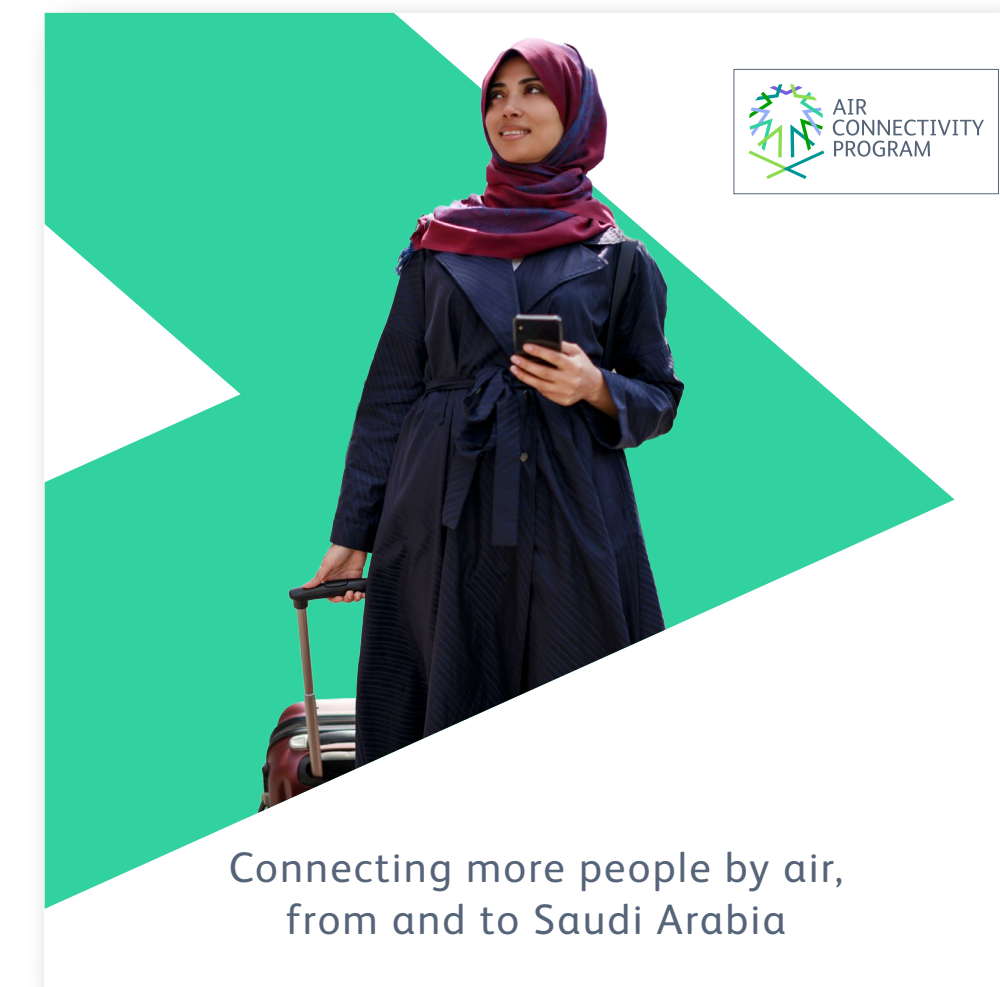
The only exception to this rule is if you are creating communications that are part of a series, e.g. business cards, brochure covers, or items that may appear together. For these instances our logotypes' size and position should be kept consistent throughout.

When placing our logotype always consider the exclusion zone and allow extra space around it where possible.

Exclusion zone



Always try to allow extra space around our logotype



< Exclusion zone

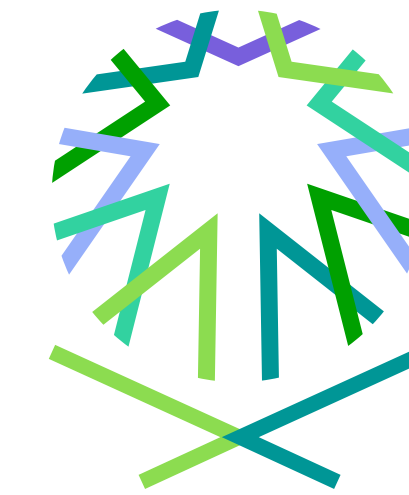
Note: The rules set out here apply to all versions of our logotype.

Usage

When creating our communication material, the isolated logomark should only be used as a favicon or digital icon for digital profile instances, and when the logotype cannot be used. It can be used in occasional instances of certain printing techniques.

When placing our logomark always consider and allow extra space around it where possible, especially when placed in a roundal for social profile images.

Social Profile Example



Please avoid...

Our 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 alter the size or position of the elements
6. Do not connect to any other shape



1



2



3



4



5



6



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 needed to identify the appropriate logo artwork file.



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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 throughout the projects 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

Primary palette

Our colors and the way we use them are an essential part of our new look and feel.

Our color palette contains three color sets; purple, aqua and green, along with grey and white.

Each of the three color sets include a dark and light hue that can be used together, to create a distinctive and recognizable brand.

There are set tint values of each primary color and grey that can be used to extend our color palette should additional colors be needed.

Any of the three color sets may be used within the design of a communication, such as a brochure cover, or social media post.

Note: When using our colors, or tints always ensure there is sufficient contrast between the chosen set of colors and other elements.

PRIMARY COLORS

GREY

CMYK: 70 | 50 | 40 | 20
 RGB: 85 | 100 | 120
 Hex: #556478

WHITE

CMYK: 0 | 0 | 0 | 0
 RGB: 255 | 255 | 255
 Hex: #ffffff

PURPLE

CMYK: 71 | 63 | 0 | 0
 RGB: 120 | 95 | 220
 Hex: #785fdc

LIGHT PURPLE

CMYK: 45 | 28 | 0 | 0
 RGB: 150 | 175 | 250
 Hex: #96affa

AQUA

CMYK: 80 | 22 | 47 | 0
 RGB: 0 | 150 | 150
 Hex: #009696

LIGHT AQUA

CMYK: 65 | 0 | 46 | 0
 RGB: 50 | 210 | 160
 Hex: #32d2a0

GREEN

CMYK: 76 | 0 | 100 | 0
 RGB: 0 | 160 | 0
 Hex: #00a000

LIGHT GREEN

CMYK: 42 | 0 | 80 | 0
 RGB: 140 | 220 | 80
 Hex: #8cdc50

Usage

The examples on this page show where to apply the colors and illustrates the proportions we should consider when using our brand colors across our communications.

By carefully using our sets of color we can maintain a consistent and vibrant identity across all Air Connectivity Program communications.

Our color sets are mainly used with the dark and light hues appearing together, such as, our graphic device or icons. They can be used in small amounts for headings, or to highlight key text.

Grey is one of our key colors that's used mainly for text and our wordmark, it can also be used as an overall background, or alongside another set of colours.

White is also used for our wordmark and text when appearing on a dark-colored background and as white space to ensure our primary colors and imagery standout.

LOGOTYPE



- ◆ Green
- ◆ Aqua
- ◆ Purple
- ◆ Grey

PRINT MATERIAL



- ◆ Aqua
- ◇ White

SOCIAL MEDIA POSTS



- ◆ Light Purple
- ◇ White
- ◆ Grey



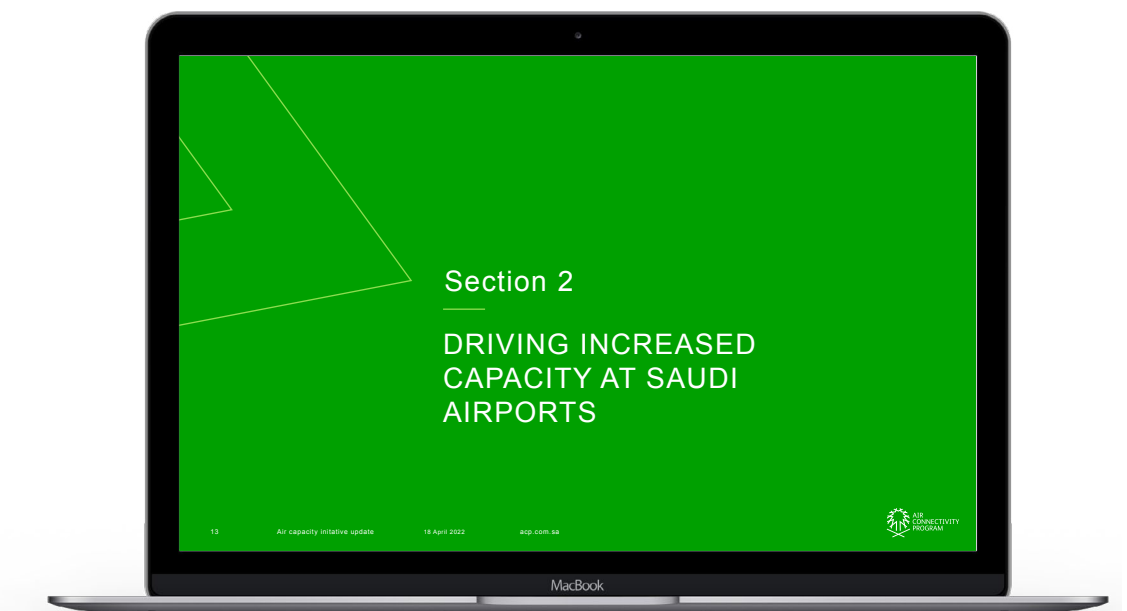
- ◆ Aqua
- ◇ White

ICONS



- ◆ Aqua

POWERPOINT



- ◆ Green
- ◇ White

Please avoid...

Our colors should always be applied in a particular way, with the sets used together, alongside the grey and white colors.

The examples on this page show what to avoid when using our colors:

1. Do not use a gradient color within the graphic device
2. Do not mix colours from different sets
3. Do not use more than one of the primary color sets for the icons
4. Do not use two color sets together within one design layout
5. Do not use any other color with a primary color
6. Do not use two colors from the same color set within the one graphic device



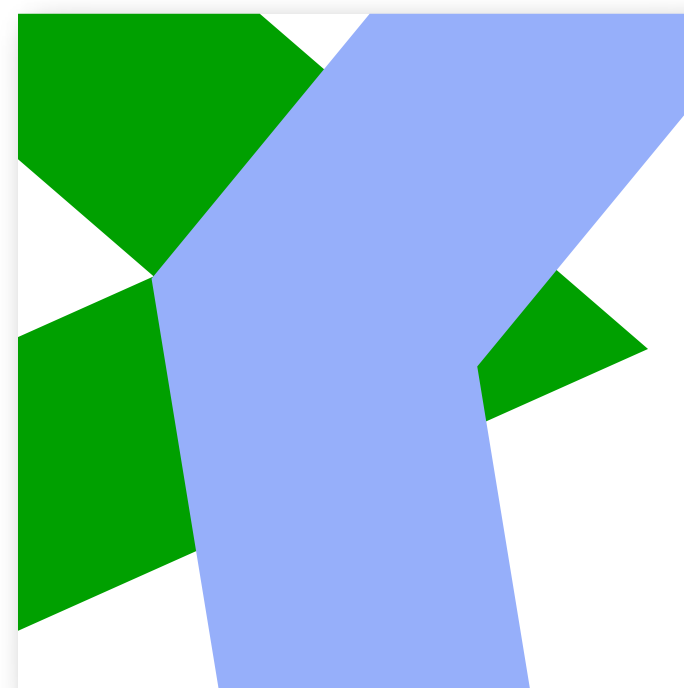
1



2



3



4



5



6



TYPOGRAPHY

PRIMARY TYPEFACE – FS ALBERT ARABIC 23

SYSTEM TYPEFACE – ARIAL 24

4

Primary typeface – FS Albert Arabic

We have a single primary typeface, FS Albert Arabic that includes both the Latin and Arabic characters. It is a simple, contemporary typeface with Arabic calligraphy features that compliment the identity. It can be used in light, regular and bold.

Our primary typeface must be used for all of our typography, it is highly legible and works well at various sizes from large headlines down to body text and captions.

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

<https://www.fontsmith.com/fonts/fs-albert-arabic>

Aa

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

Light ▶ Regular ▶ **Bold**

لعه

شلق العناول الشرقيحه. لقة باستخدام
جدارسومن تنقيحه. يمكنك إضافة أكثر
لقة كونك التجميلة للطباست خداعة، يم
لقة أسرع البرناول أكثر متعملفعادة.

System typeface – Arial

In some cases within the office environment, e.g. when creating a PowerPoint® presentation, it will not be technically possible to use our brand typeface, in this case, we recommend the use of the system typeface Arial in regular and bold for both languages Latin and Arabic.

Aa

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

Regular ▶ **Bold**

أه

شلق العناول الشريقيه. لقة باستخدام جدارسومن
تنقيحه. يمكنك إضافة أكثرات.
لقة كونك التجميلة للطباست خداعة، يم
لقة أسرع البرناول أكثر متعملفعادة.

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Guiding principles

Our photography expresses Saudi Arabia's unique attributes as a destination, the ease of travel to and from and highlights what we have to offer our tourists.

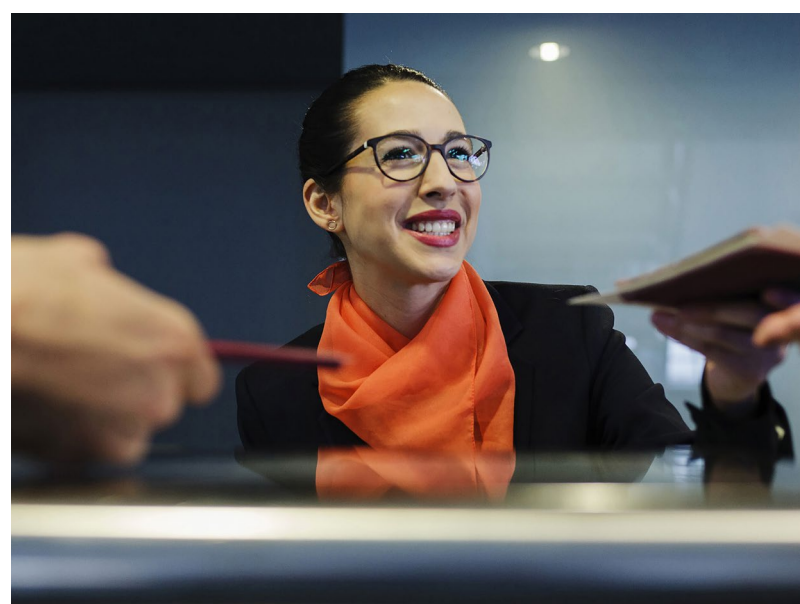
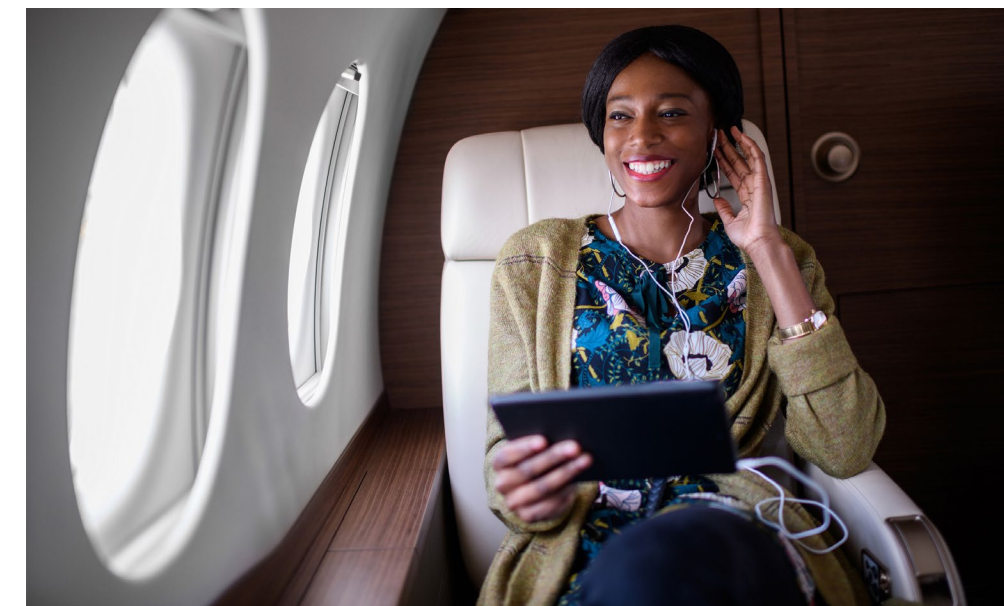
When selecting an image please use the filter questions shown below to determine whether a particular image is on brand.

- Does the image convey a vibrant and contemporary lifestyle?
- Is the image inspirational for people or families looking to travel to the area?
- Does the image look natural and realistic?
- Does the environment look clean, attractive and modern?
- Do images of people show the local environment and what it has to offer?
- Does the image look well composed?
- Do the image colours look fresh with the right contrast and saturation?



Example images

These examples reflect the type of imagery that should be used for all of the Air Connectivity Program communications.



Cut-out imagery

Cut-out images can be used in conjunction with our arrow graphic device.

We have two options where either the full image, or a colored background appear behind the cut-out. Both start with an original image and use two layers to create the desired effect.

OPTION 1

Layer 1: Use the graphic device as a mask to crop the area of interest within the full image. Copy this layer to create layer 2.

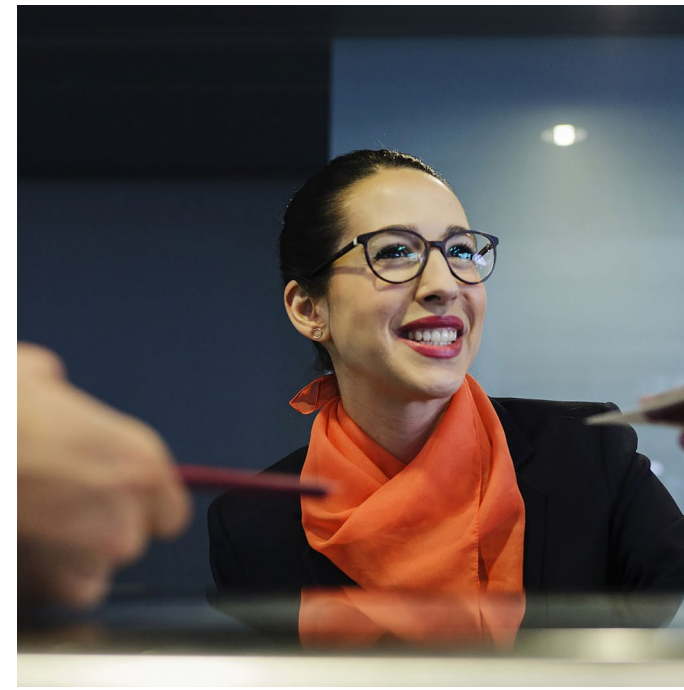
Layer 2: Replace the full image with the cut-out version so it appears directly on top of layer 1 (at the same size and position). Adjust the graphic device mask to show the cut-out area.

OPTION 2

Layer 1: Place the cut-out image on top of the colored graphic device. Copy this layer to create layer 2.

Layer 2: Use the graphic device as a mask to crop the image, adjust the mask to show the cut-out area.

Option 1 >



Original image



Layer 1: Using the graphic device as a mask, crop the image – copy to create layer 2

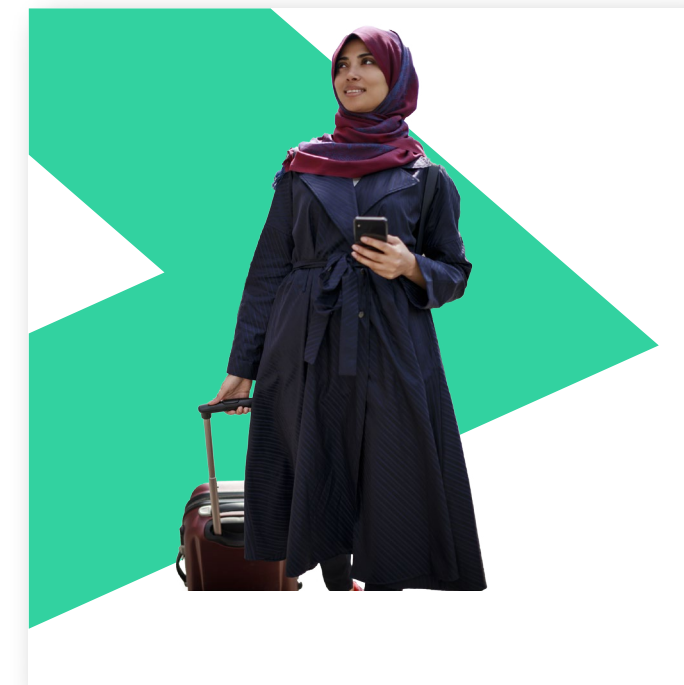


< Adjusted mask

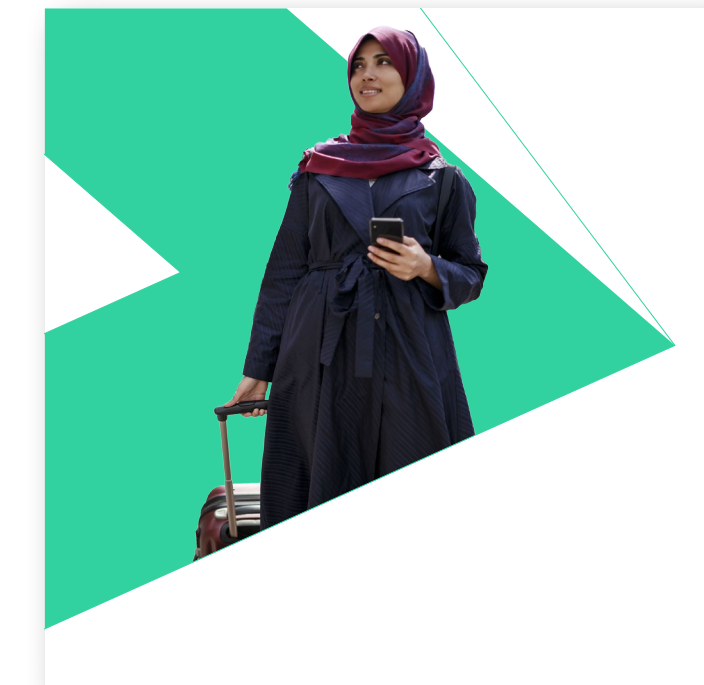
Option 2 >



Original image



Layer 1: Place the cut-out image on top of the colored graphic device – copy to create layer 2



< Adjusted mask

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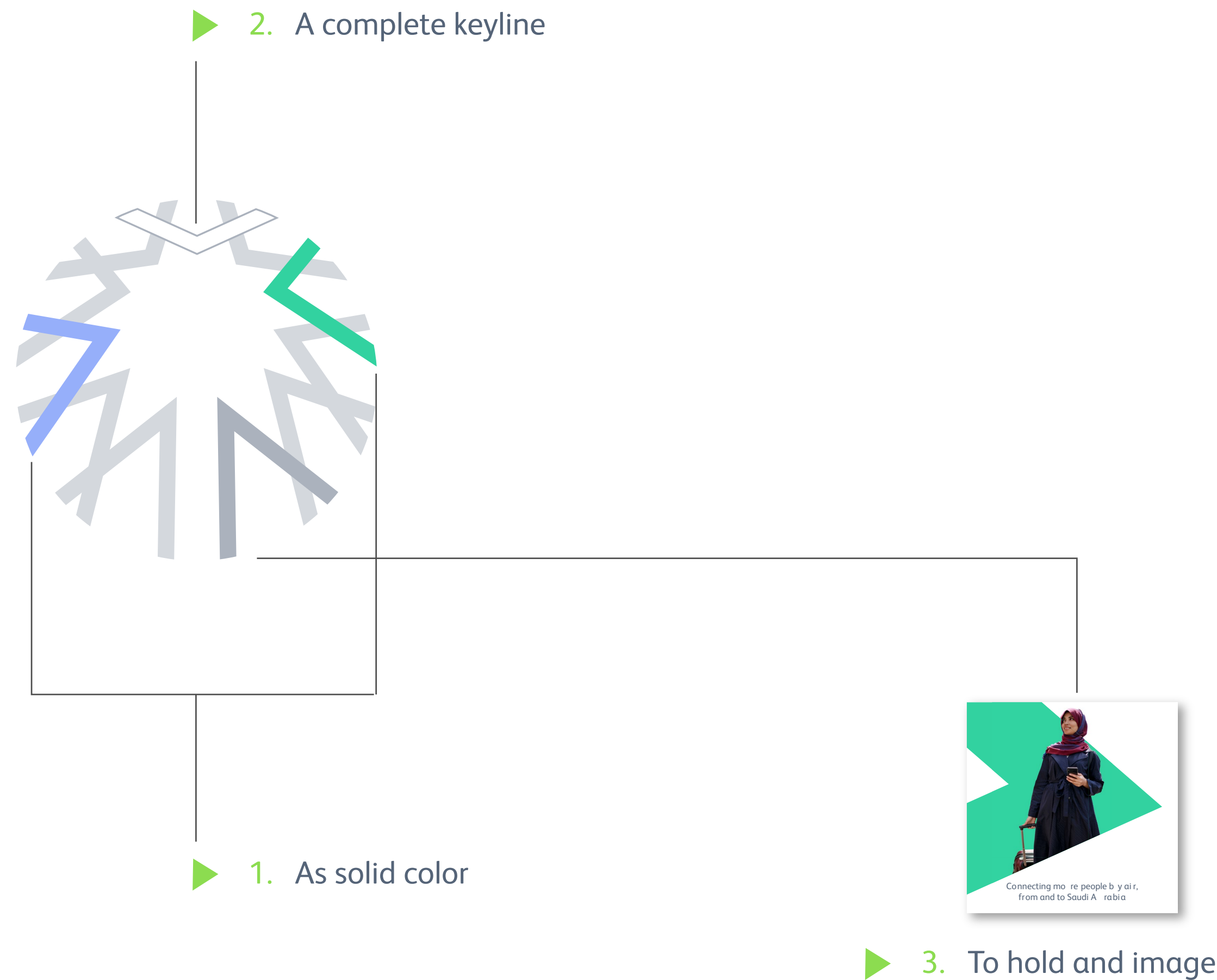
Overview

Our graphic device is an integral part of our visual language, and can be used across all of our communications.

Four arrows have been taken from our logomark which can be used to help focus on a particular detail, such as an element within an image or to highlight key information.

Any one of the four arrows can be applied in three different ways:

1. As solid color
2. A complete keyline
3. To hold an image



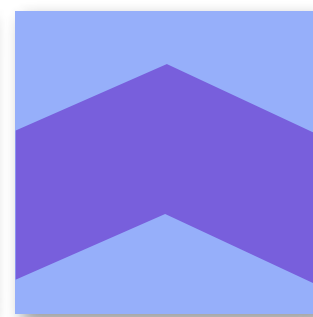
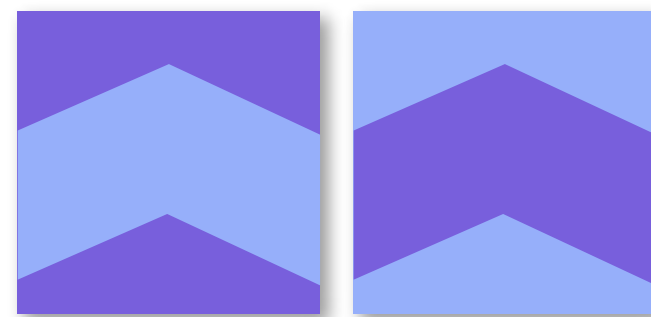
Color options

Our primary color sets can be used as color combinations for our graphic device, as a solid color or keyline.

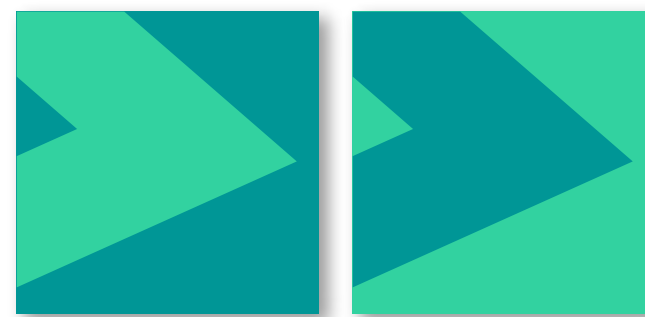
A single color can be used on it's own, with the addition of grey or white as a background color.



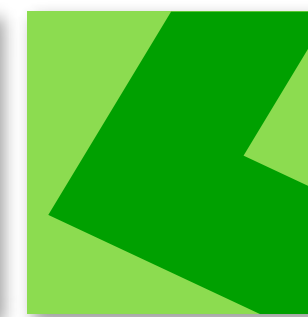
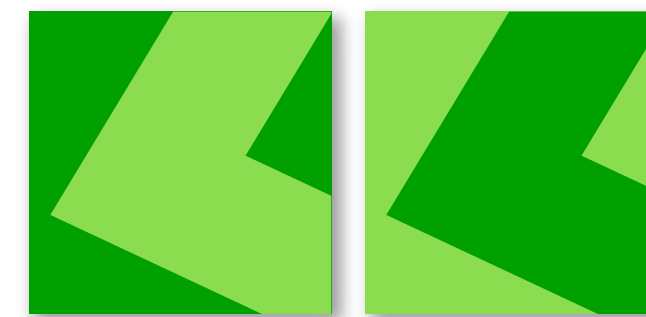
Grey/white



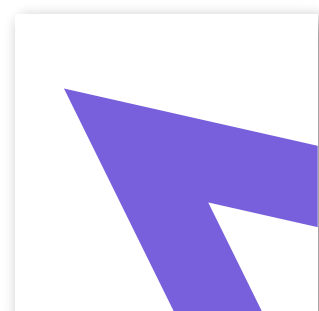
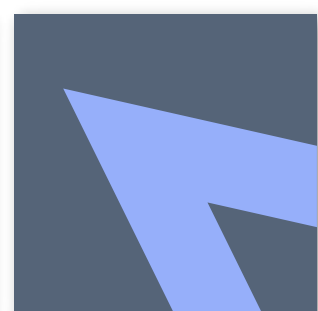
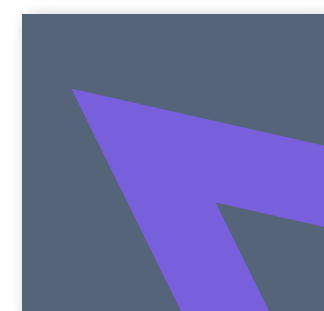
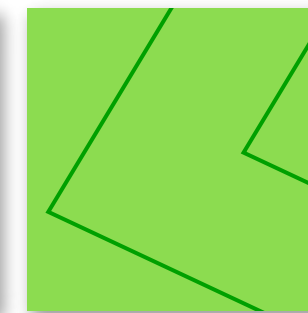
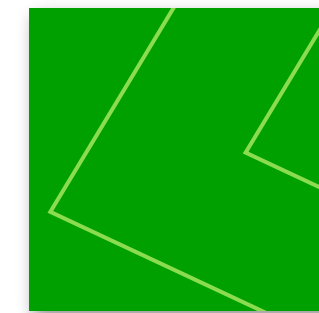
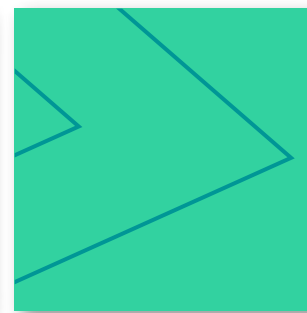
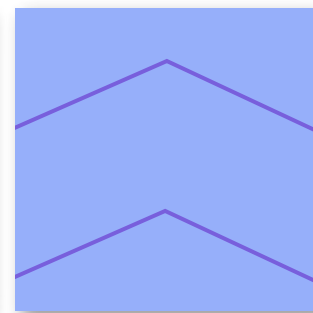
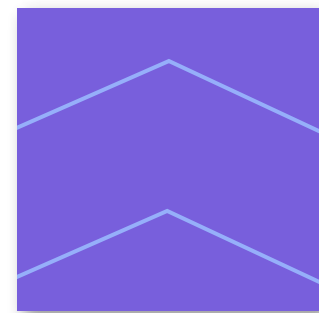
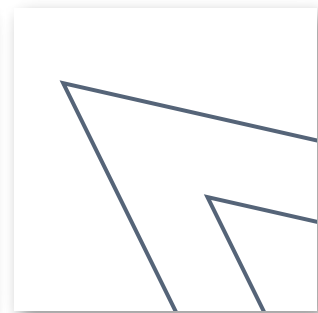
Purple/Light purple set



Aqua/Light aqua set



Green/Light green set



Purple/Light purple/grey

Purple/Light purple/white



Aqua/Light aqua/grey

Aqua/Light aqua/white



Green/Light green/grey

Green/Light green/white

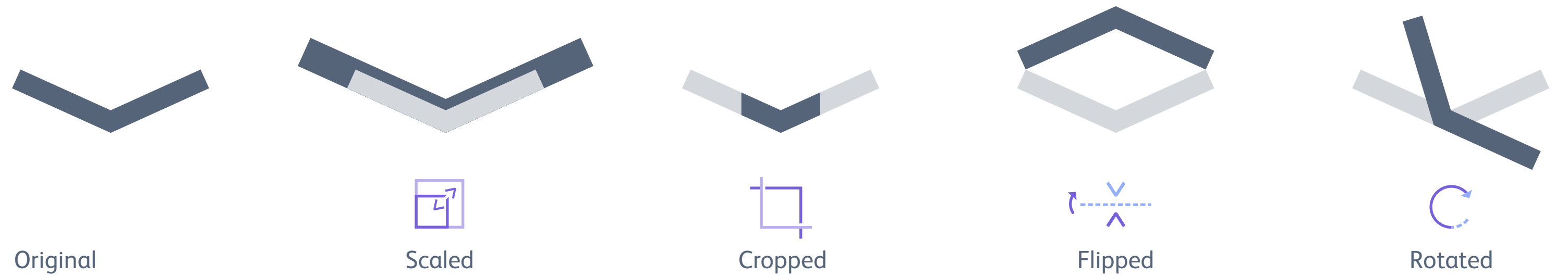
Usage

Our four graphic devices can be applied in a number of different ways as they have been created as vector graphics, which make them totally flexible assets.

Each graphic can be scaled to appear at any size, cropped, flipped and rotated to any angle.

Only one graphic should be used per layout design, but several can appear within a document, such as a brochure.

Two graphics can appear together if one is a keyline and the other holding an image.



SOME CROP OPTIONS



Note: The rules set out here apply to all four of our arrow graphic devices.

Brand elements in context

The examples on this page show how our graphic device can appear with our other brand elements:

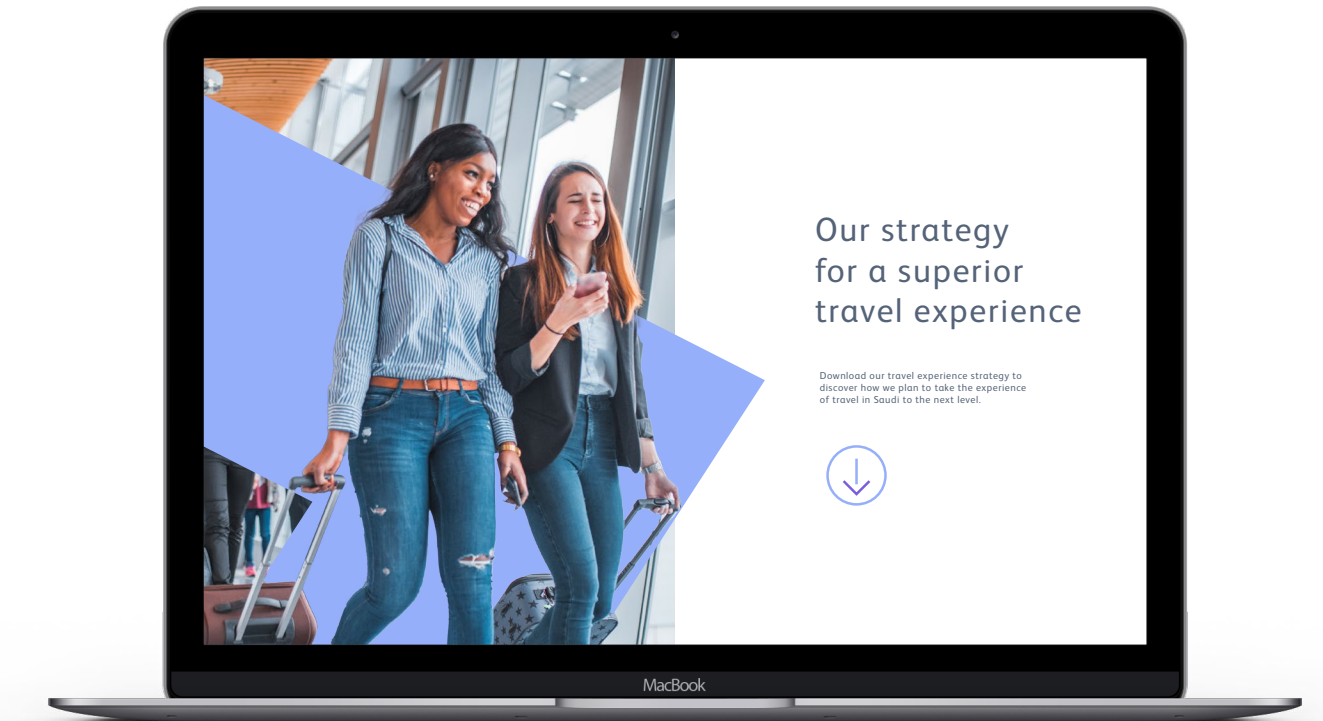
1. **Social media post** – uses a solid colored graphic device and background in the Aqua color set, with a cut-out image placed on top, white logotype and text.
2. **Social media post** – uses a Light Aqua colored keyline graphic device to hold a full-colored logotype and grey text.
3. **Website** – uses a background image with solid Light Purple colored graphic device and cut-out image placed on top, grey text on white and the Purple color set for the icon.
4. **Notebook** – the Purple colored book has the keyline graphic device and logotype embossed on the front cover.
5. **PowerPoint** – uses the Green color set for the triangular marker, rule and highlighted text. Grey text and footer band to hold white text and keyline graphic device. A large graphic device is used to hold an image.



1



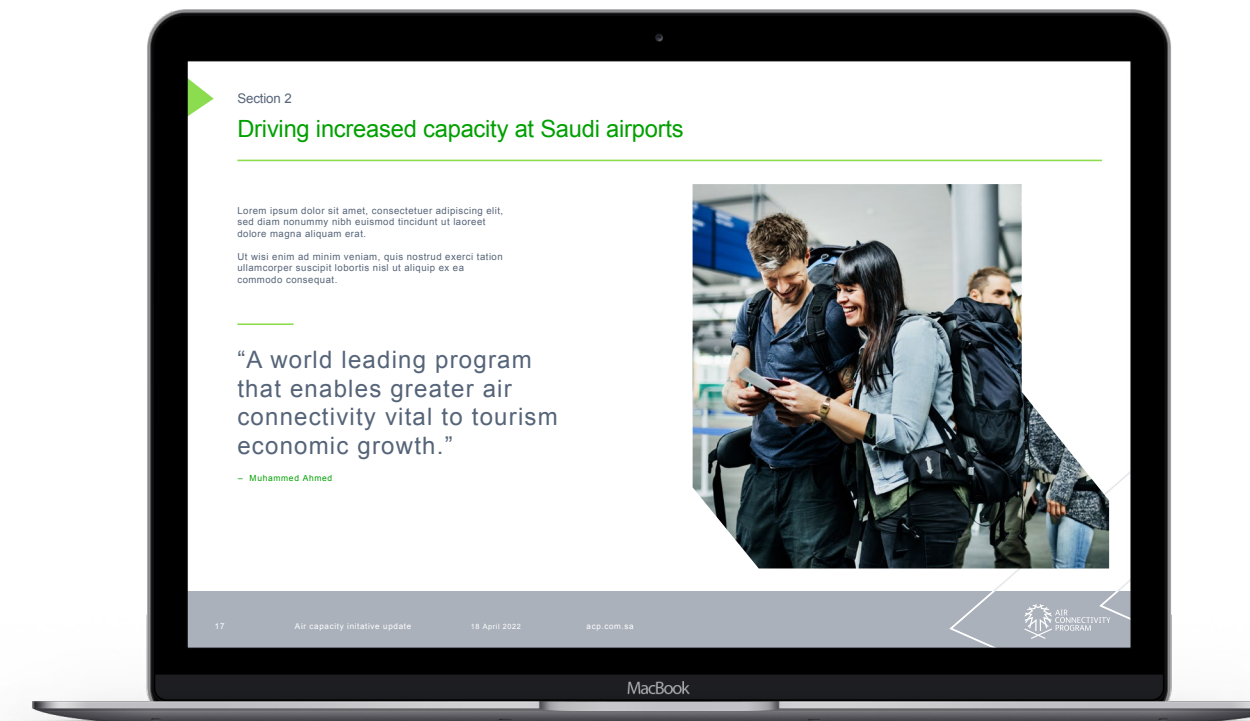
2



3



4



5

◀ Triangular marker
A simple triangle that reflects our graphic device may be used at the top of a page to act as a pointer to a heading.

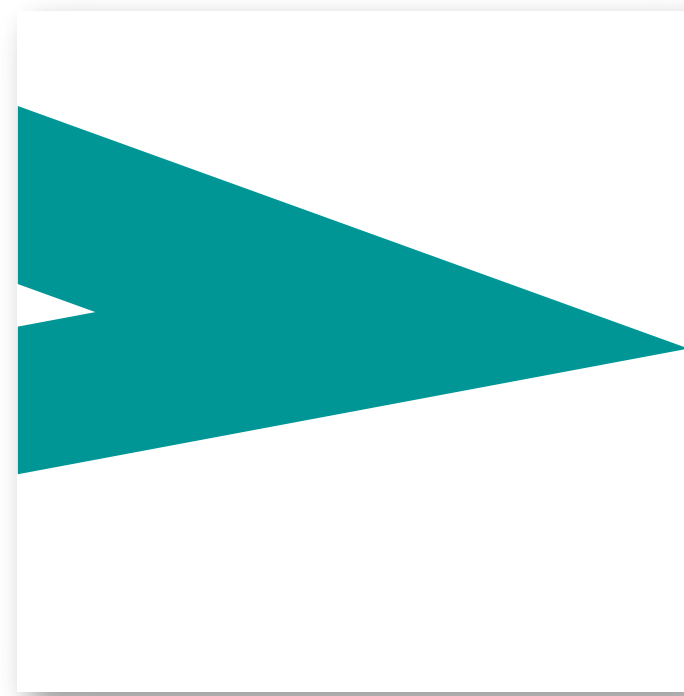
Note: If it's not possible to use cut-out imagery the graphic device may be used to hold a full image.

Please avoid...

Our graphic device should always be applied in a particular way and 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 our graphic device:

1. Do not disproportionately scale the graphic device
2. Do not re-color with any other colors other than our primary colors
3. Do not apply a drop shadow
4. Do use the graphic device to hold a texture or pattern
5. Do alter the shape of the graphic device
6. Do use the graphic device to create a repeat pattern



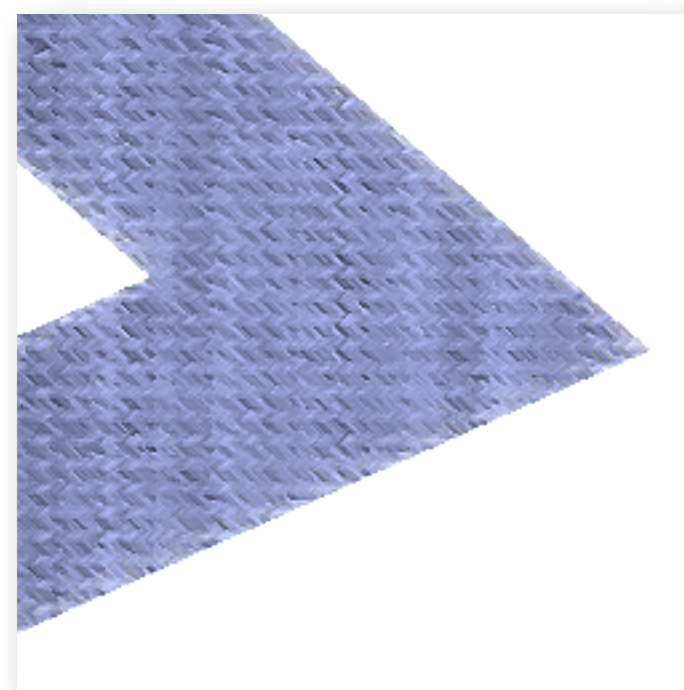
1



2



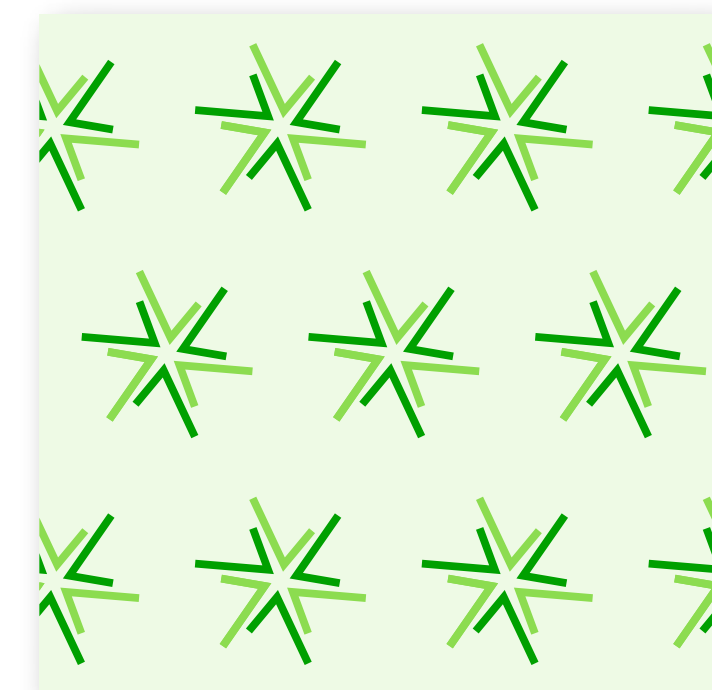
3



4



5



6



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7

Overview

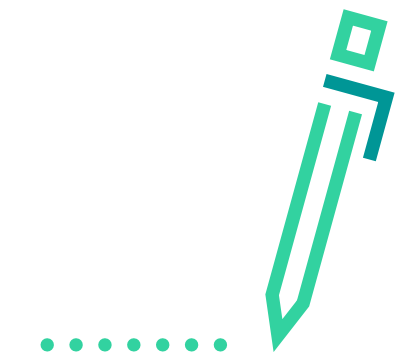
Icons can be used to help visually illustrate a particular area of expertise or offer for the Air Connectivity Program.

The examples shown here reflect the type of icon that might be used on our communications.

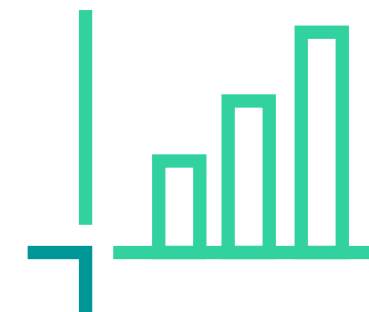
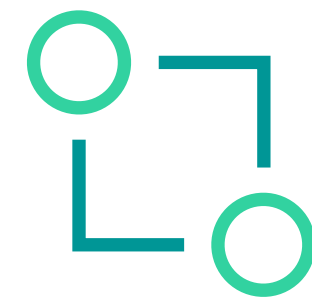
When creating an icon it should follow some basic principles:

1. Consider the purpose or function of the icon, such as its audience or information it will deliver
2. Icons should be realistic and instantly recognisable
3. Always use a very simple design style, with basic shapes and angles
4. A consistent line weight should be used throughout
5. They can appear in any one of the primary color sets, grey or white
6. Gaps should be used between the shapes, or lines

AUDIENCES



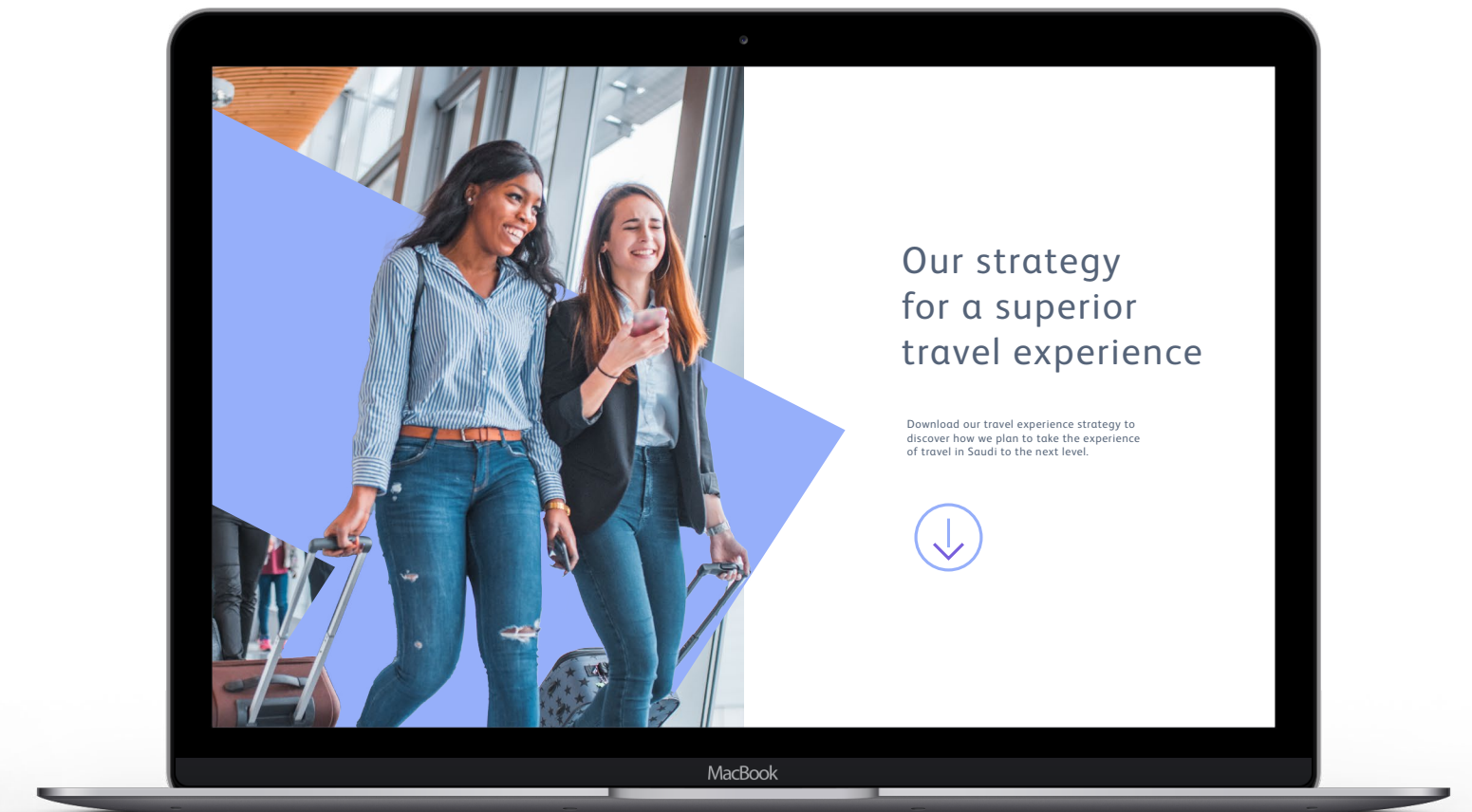
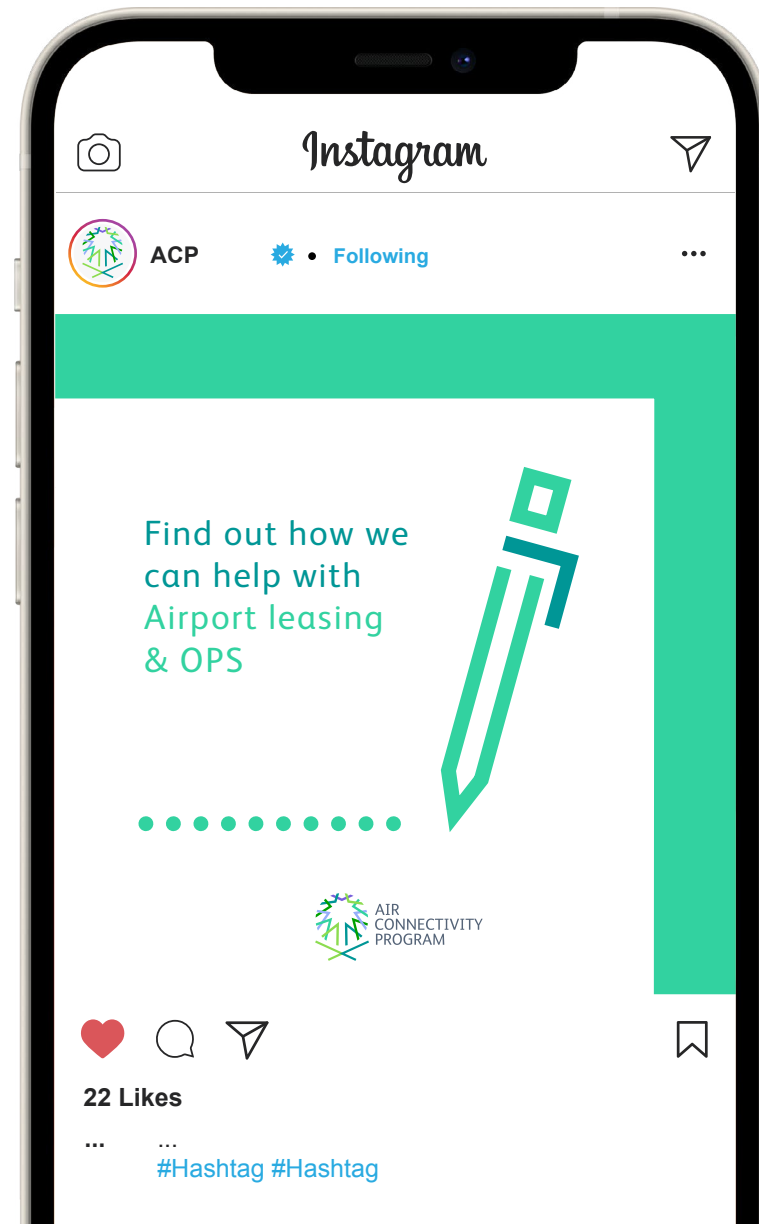
VALUES



Note: Icons can appear in any one of the primary color sets, grey or white.

How to use our icons

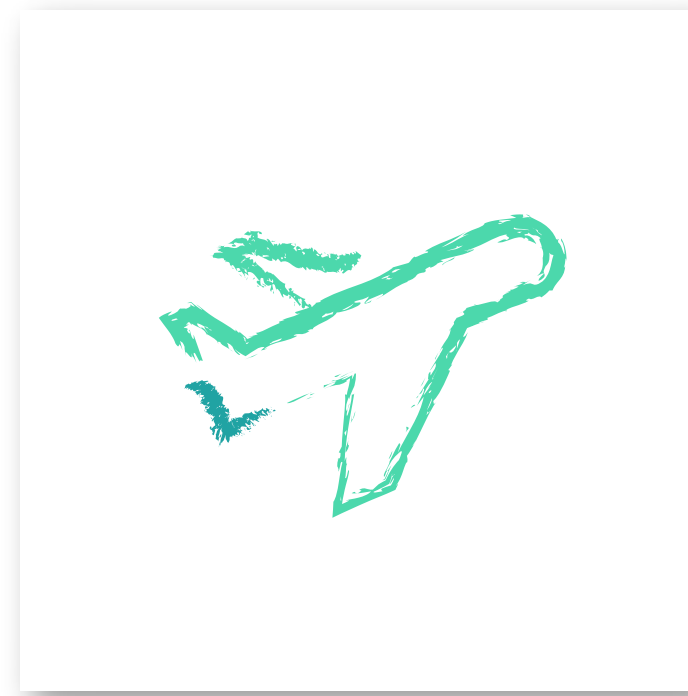
Our icons have a fixed simple style, but are flexible in their application. The examples on this page show ways in which they can be used to illustrate key information, or aid navigation.



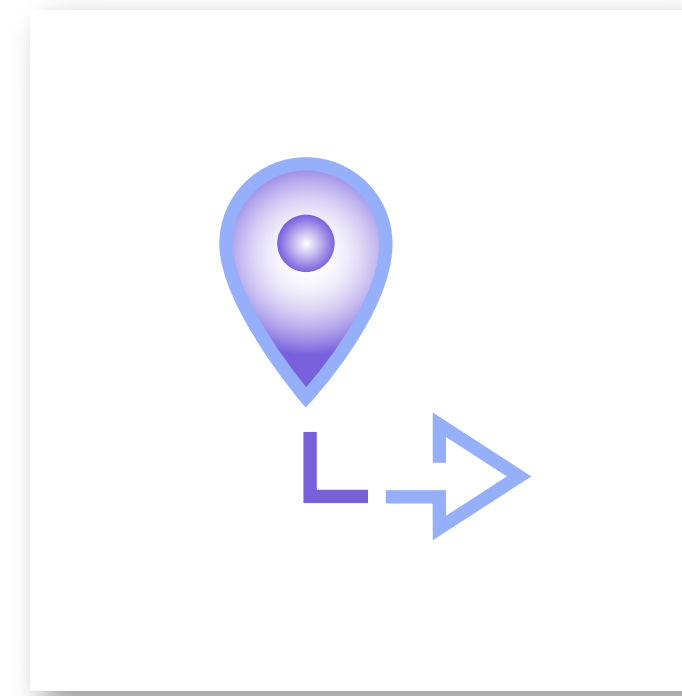
Please avoid...

Our icons should always be created to follow the set style. The examples on this page show what to avoid when creating new icons:

1. Do not use irregular or different line weights
2. Do not use gradients
3. Do not apply a drop shadow, or any other effects
4. Do not use more than one of the primary color sets
5. Do not use solid shapes, only lines should be used
6. Do not make the icon over complicated with too much detail



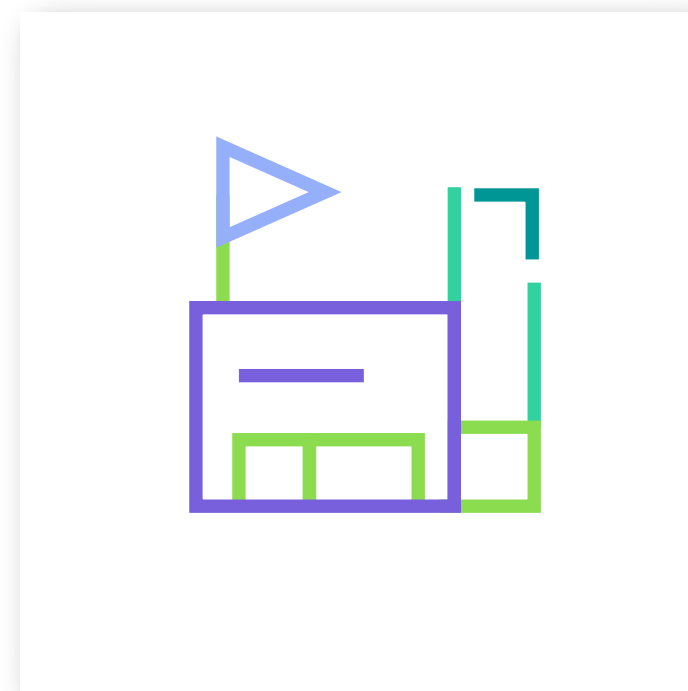
1



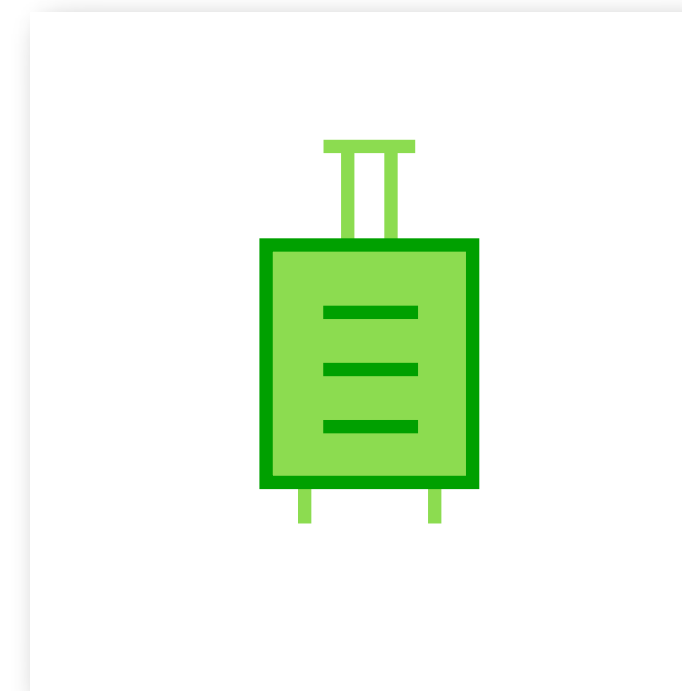
2



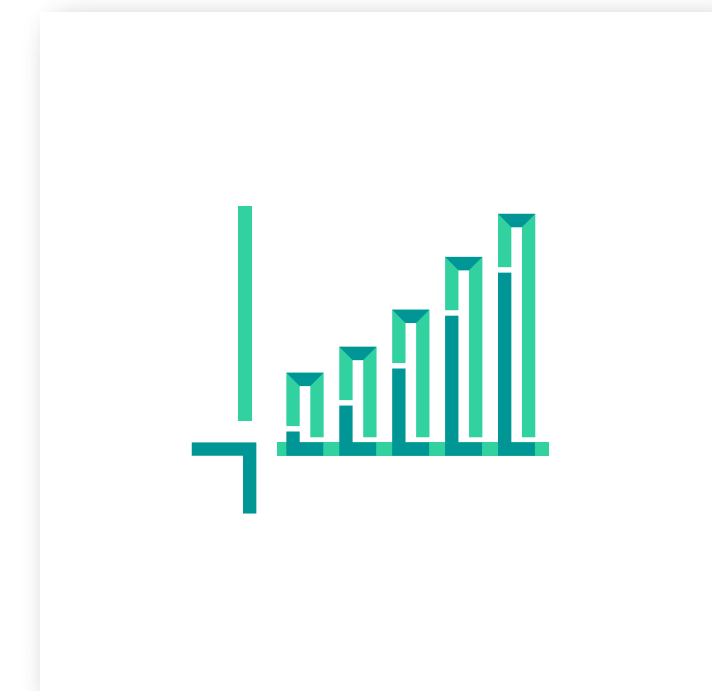
3



4



5

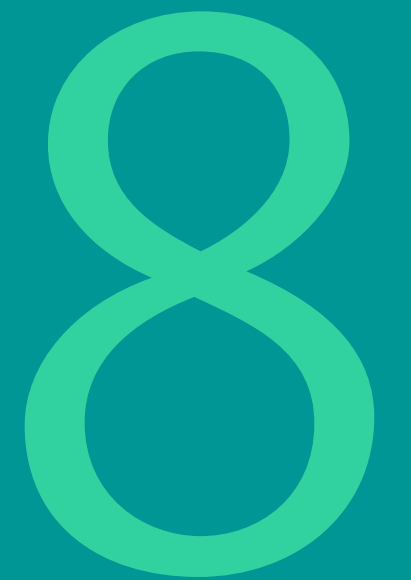


6



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Brochure covers



Leaflets



Stationery



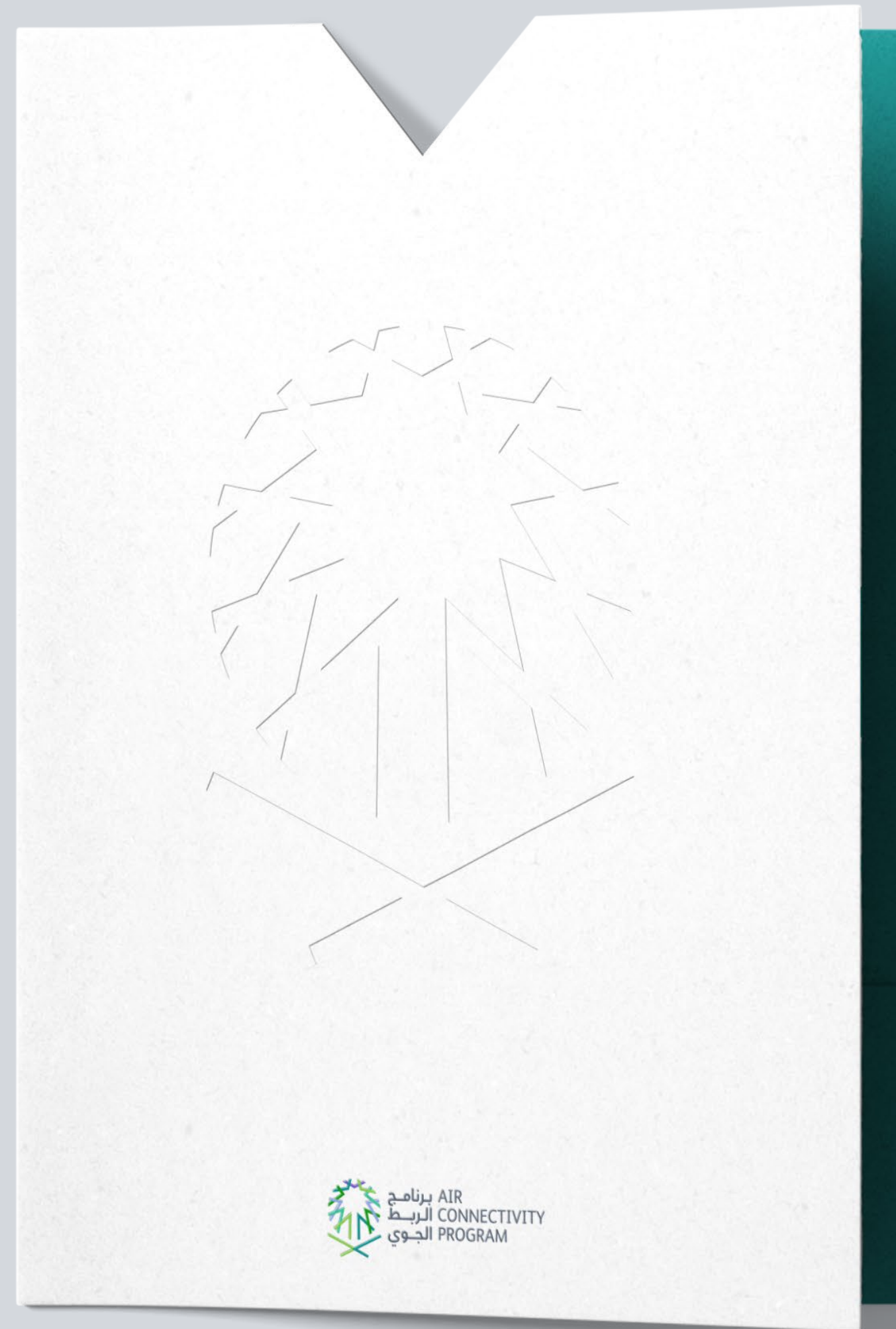
Business cards



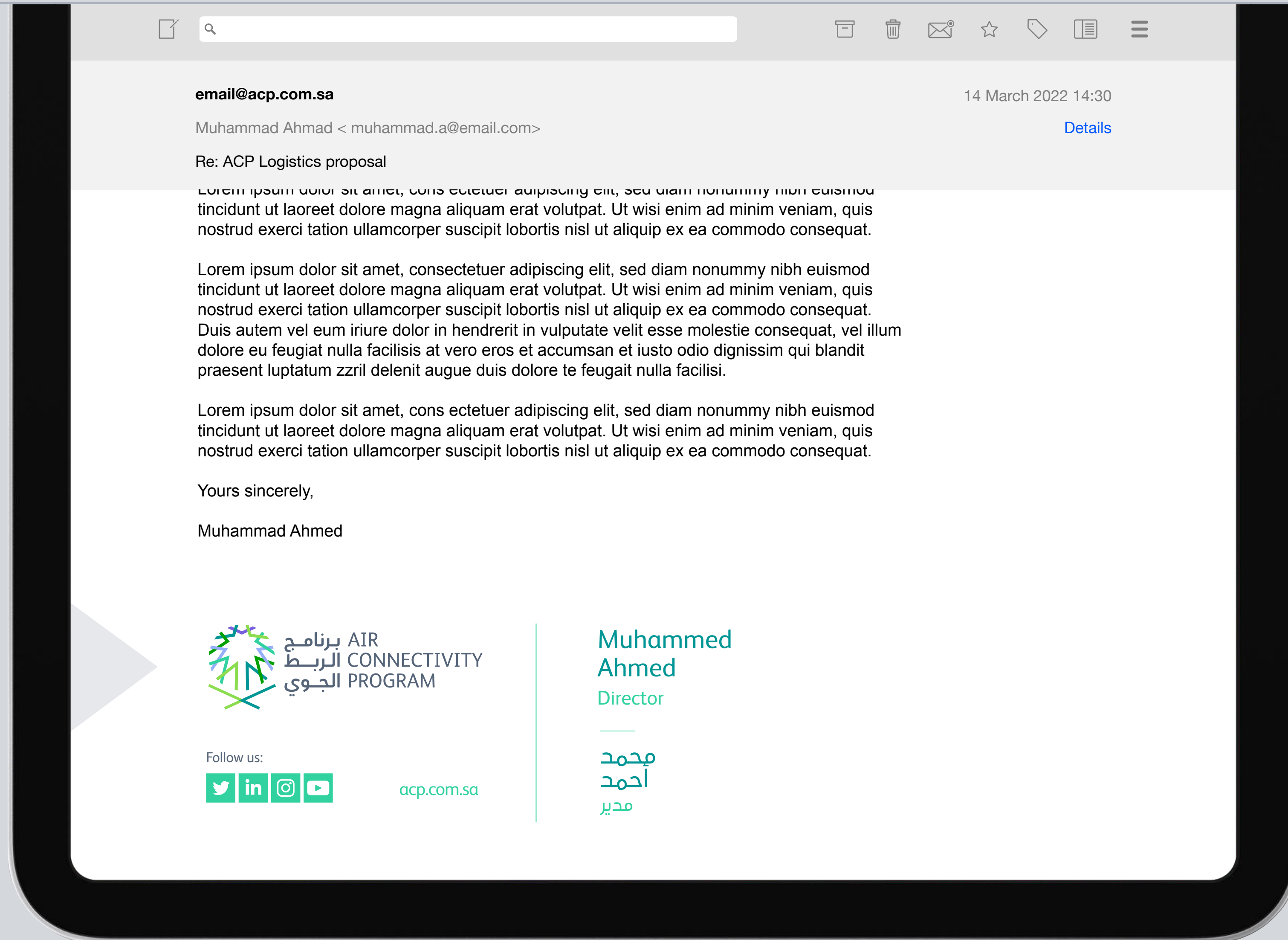
Strategy document



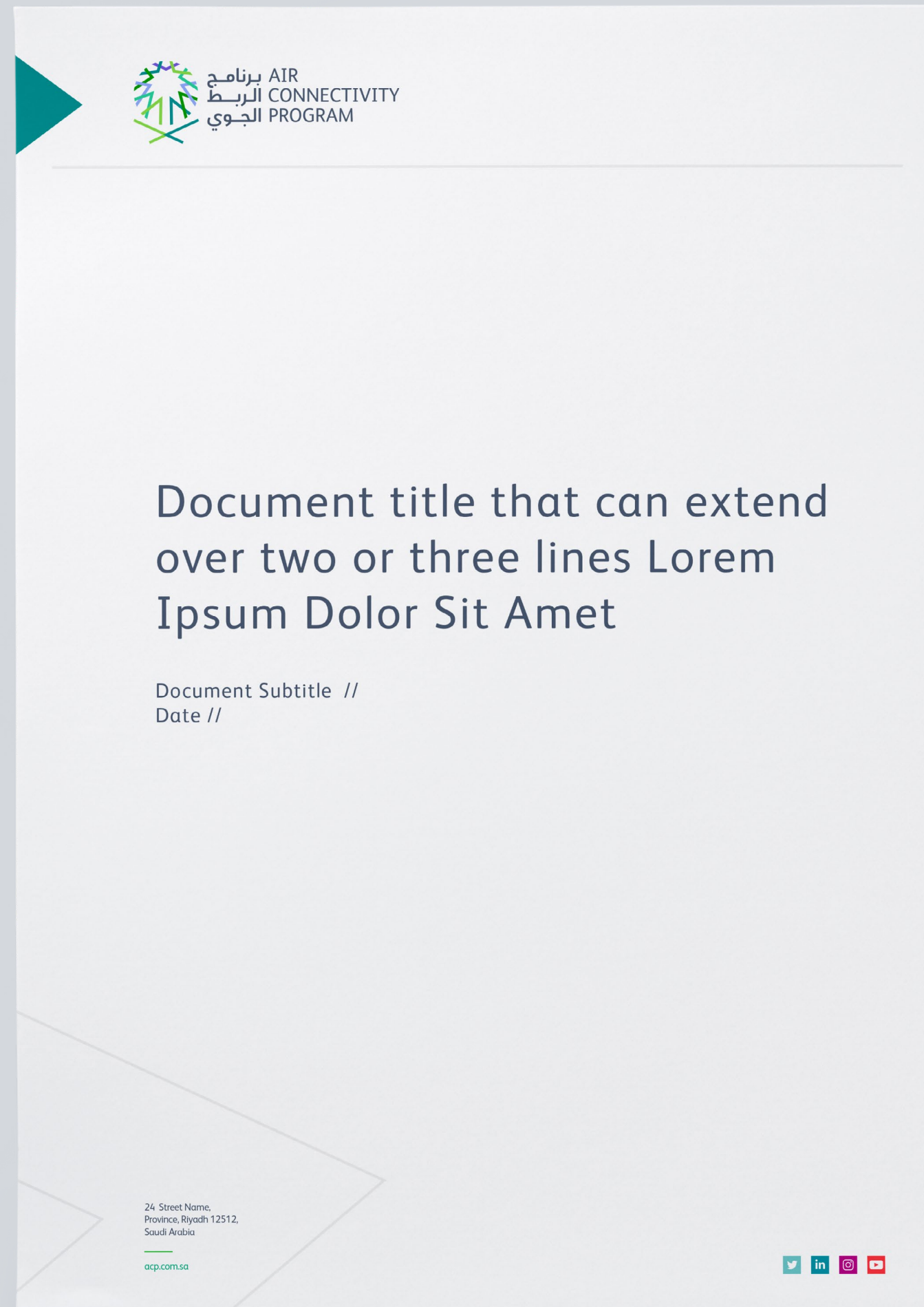
Folder cover



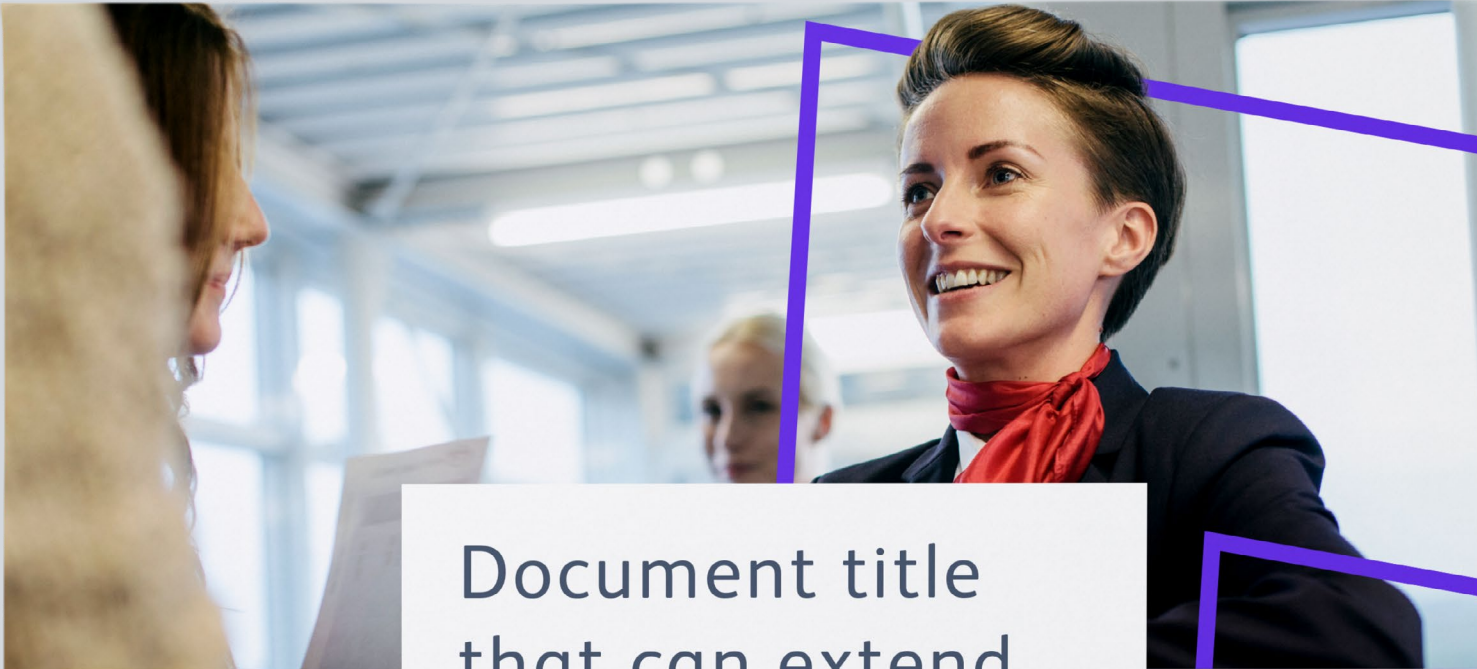
Email signature







Microsoft word




Digital press release



Document title
that can extend
over two lines

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Date //

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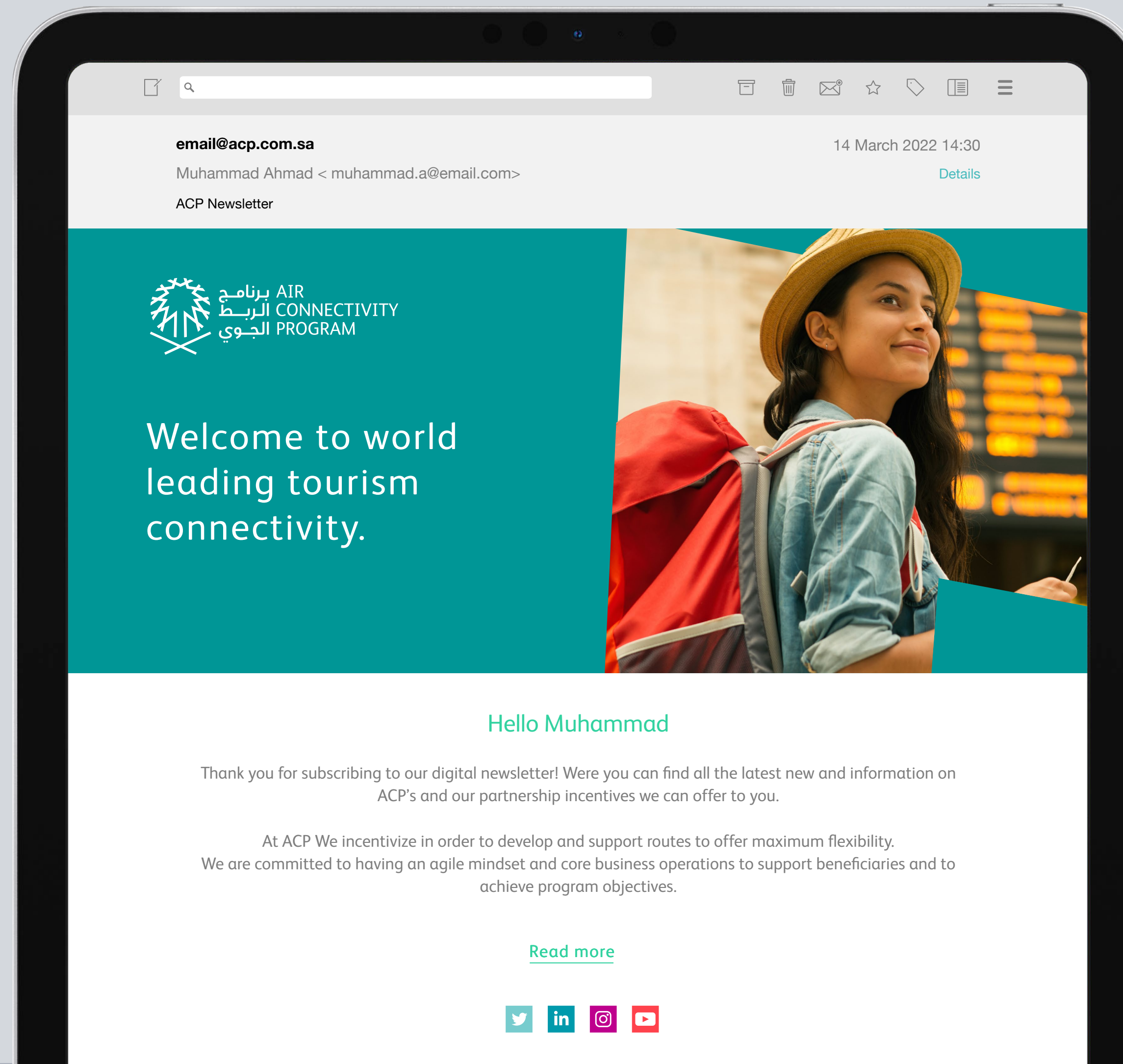
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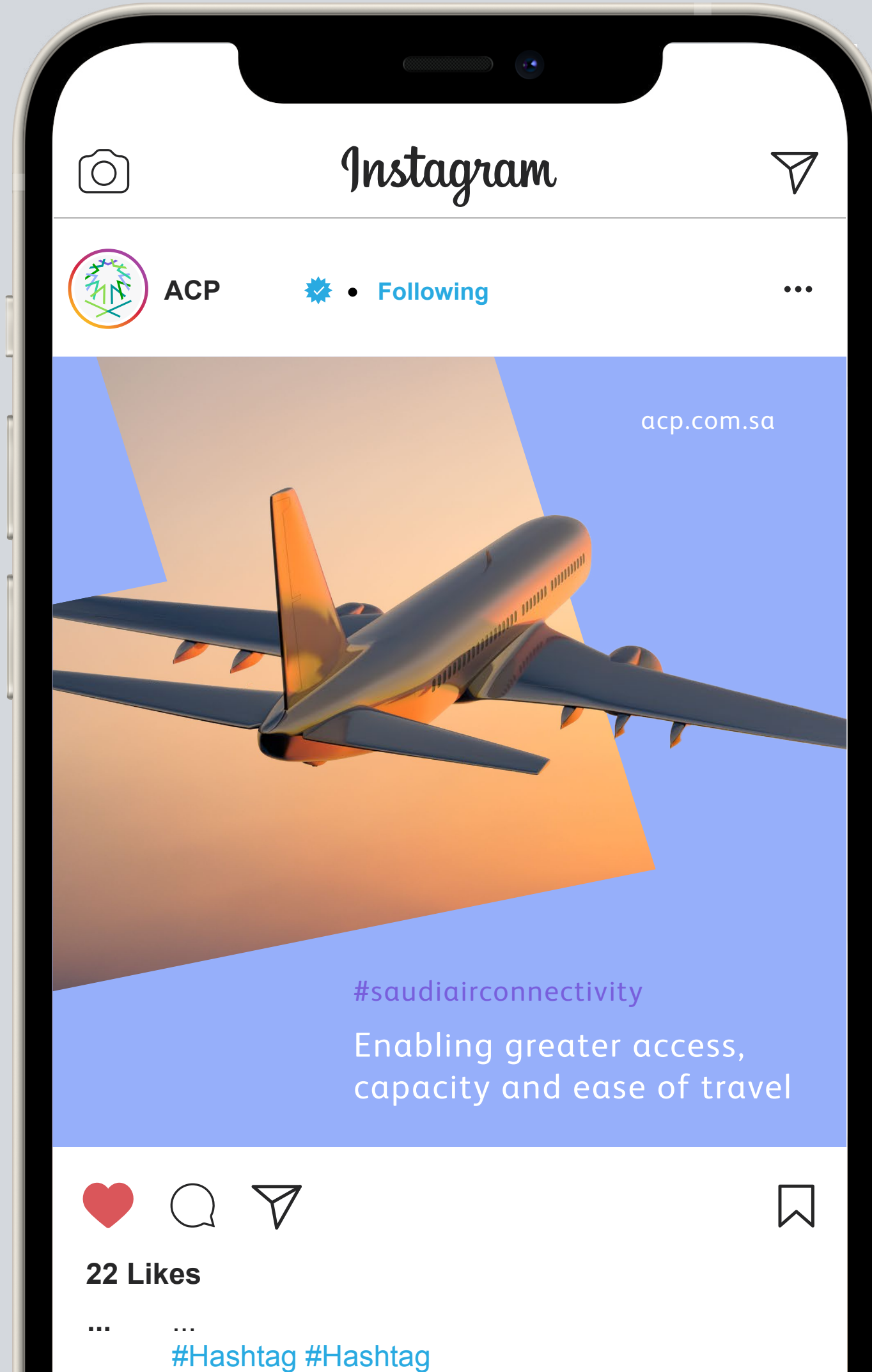


“A world leading program
that enables greater air

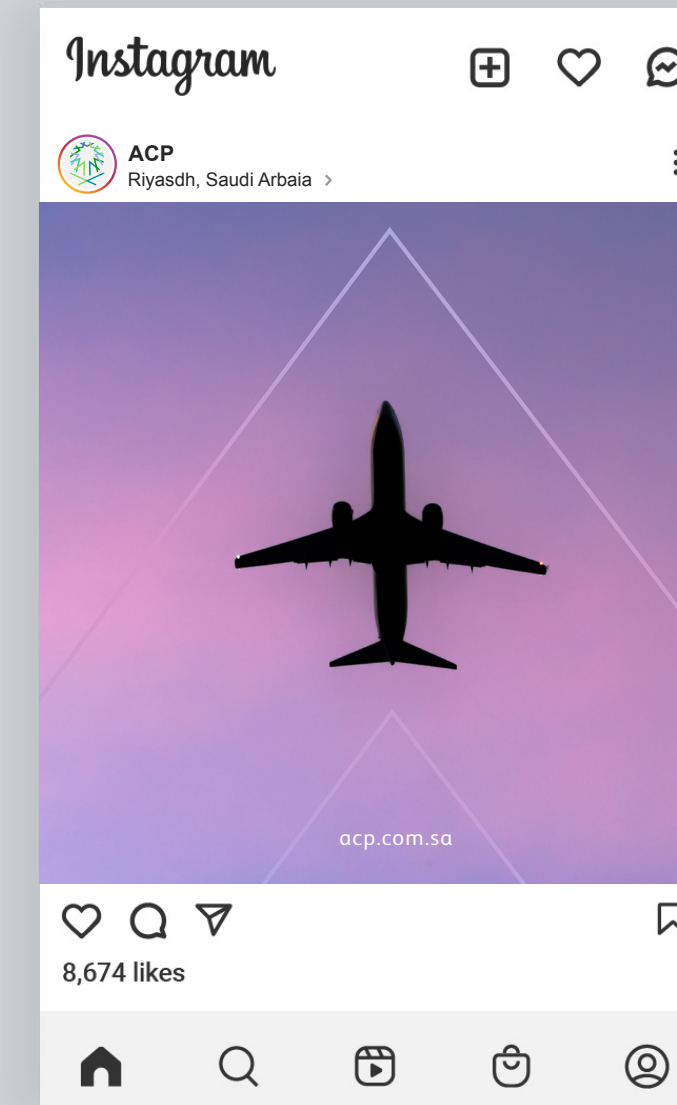
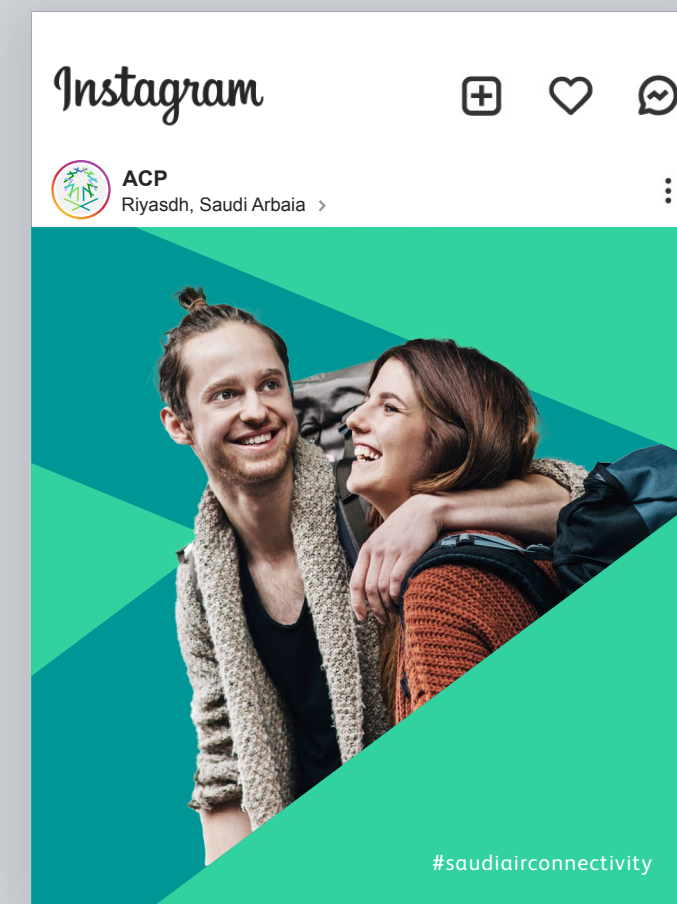
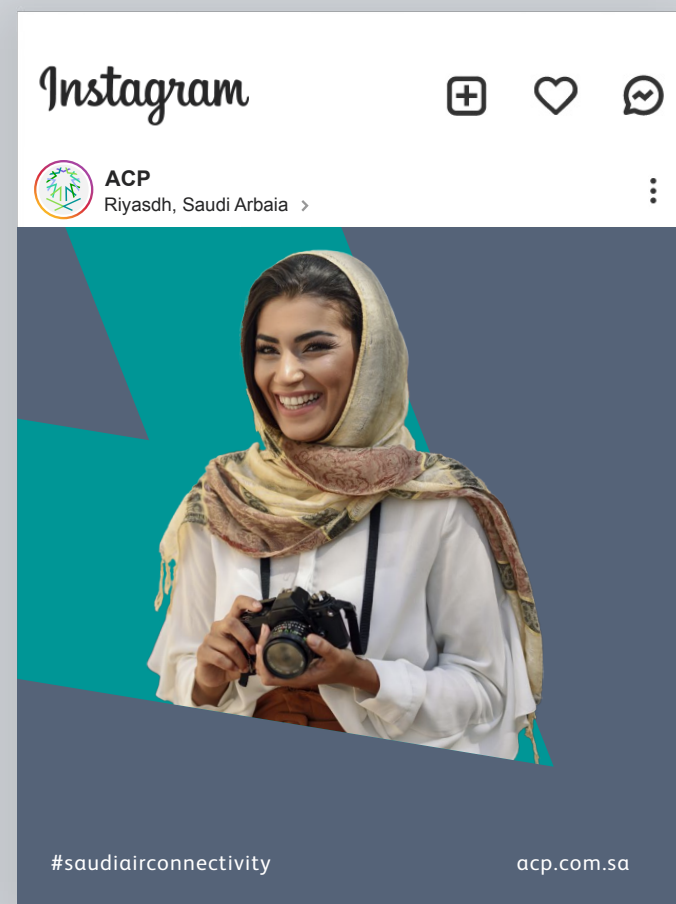
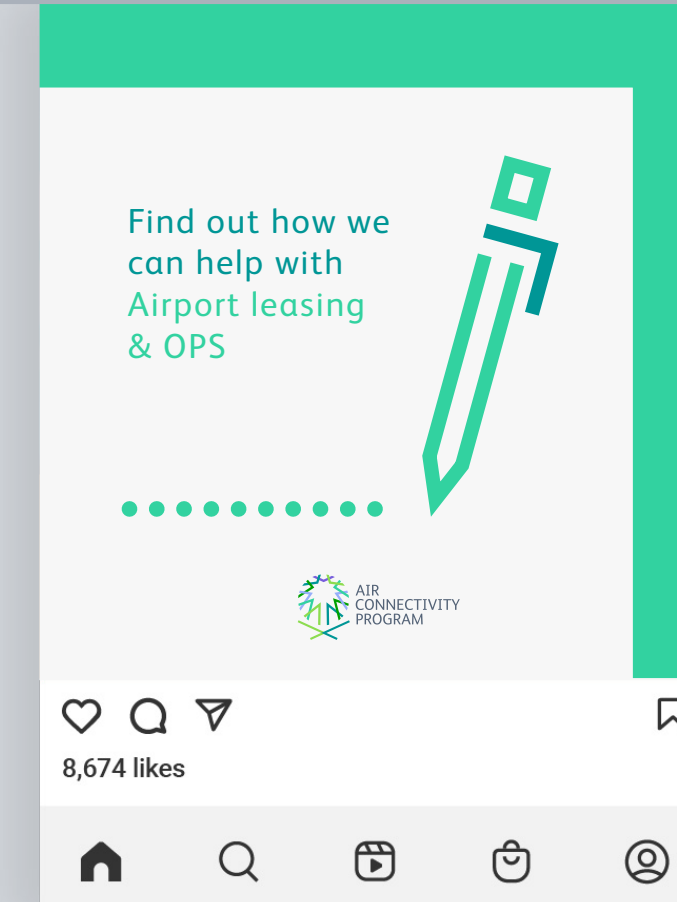
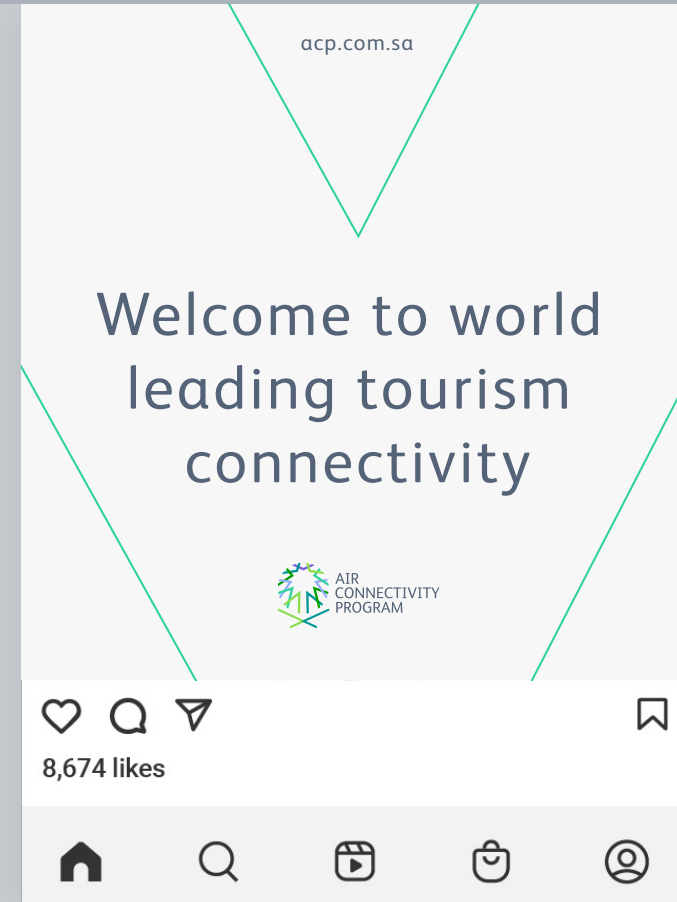
Digital newsletter



Social media posts



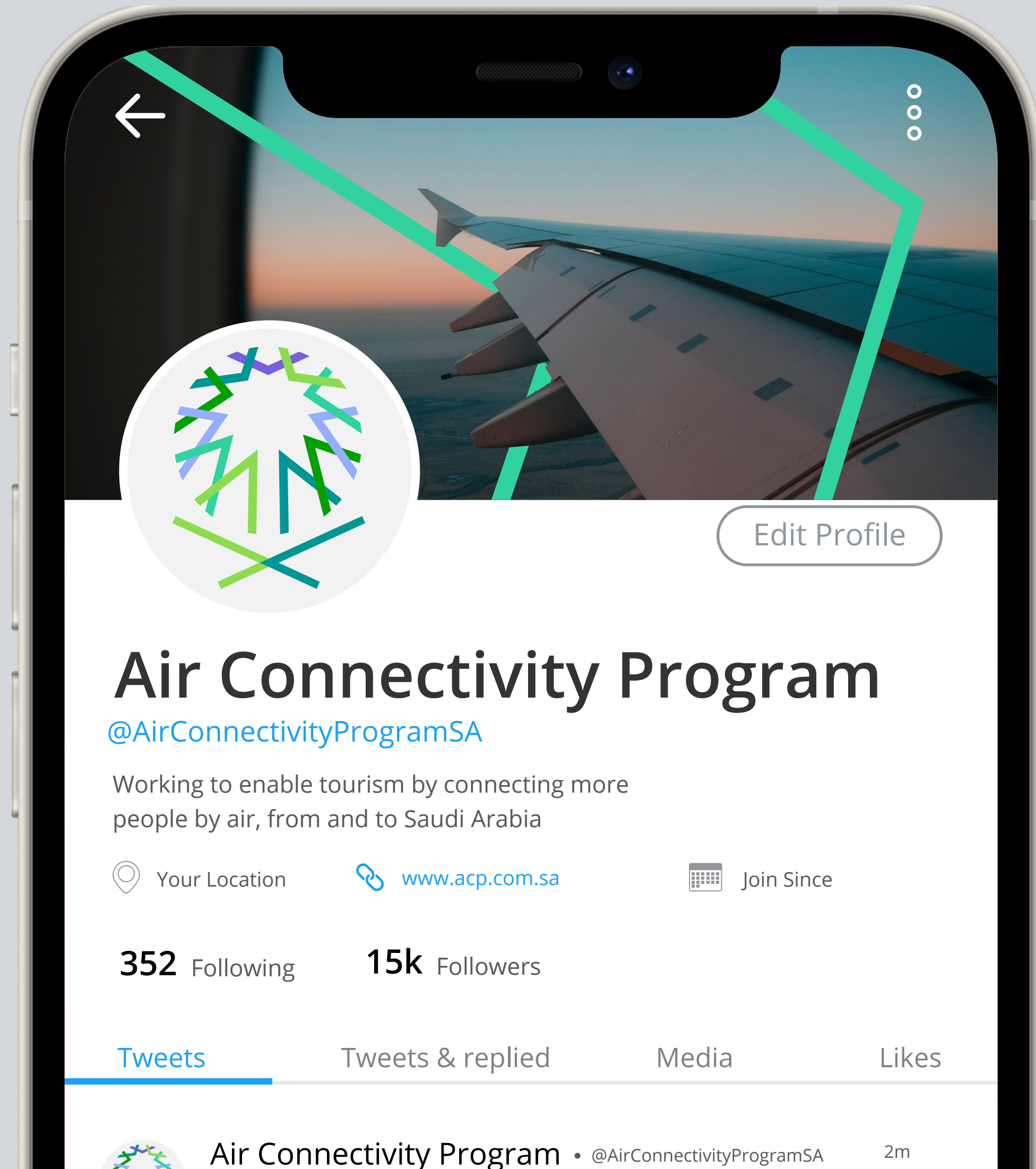
Social media posts



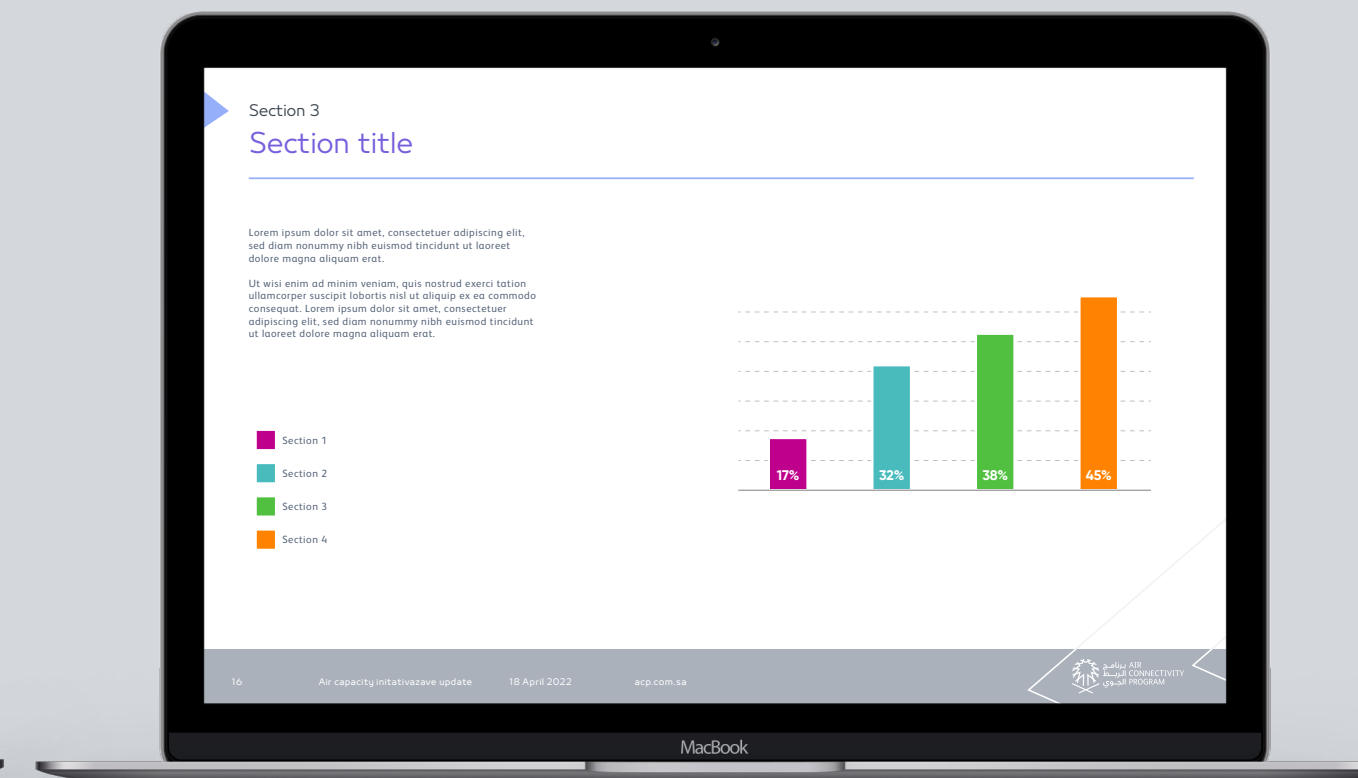
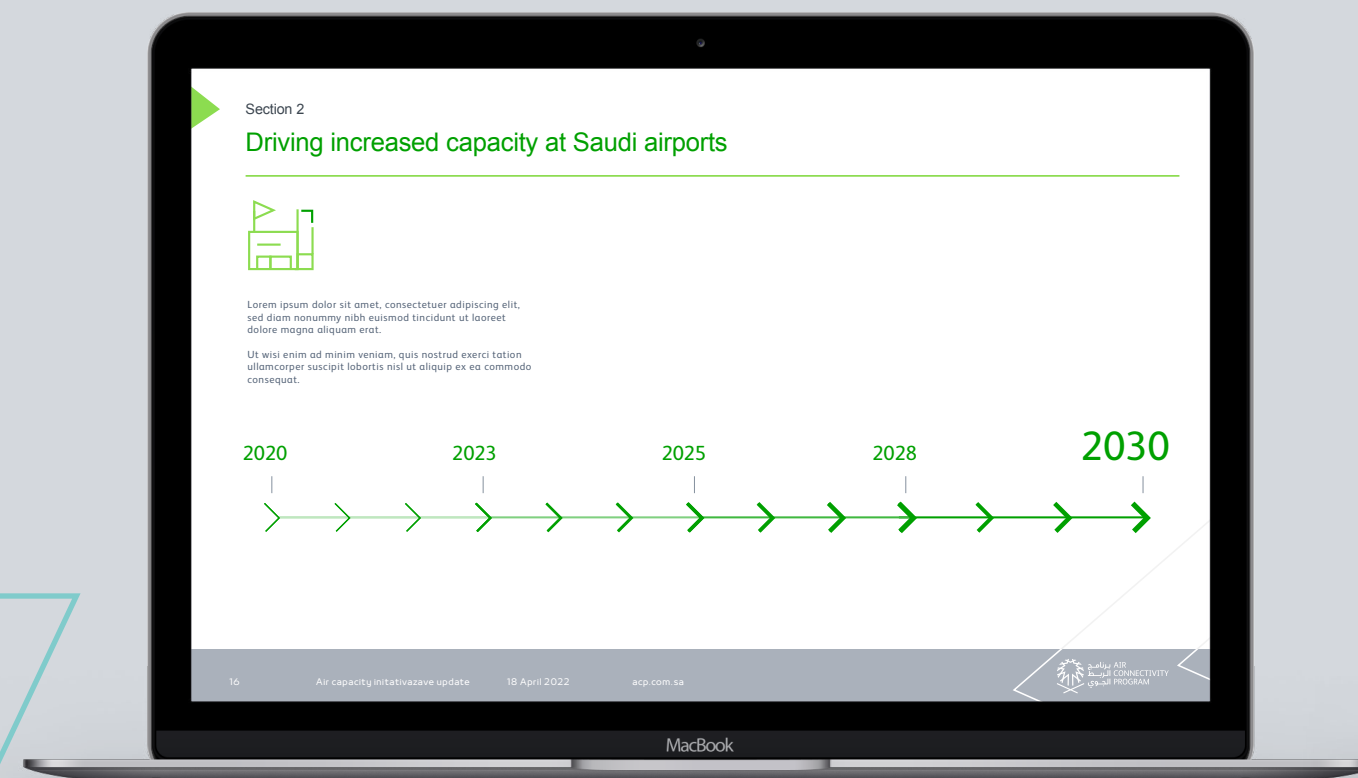
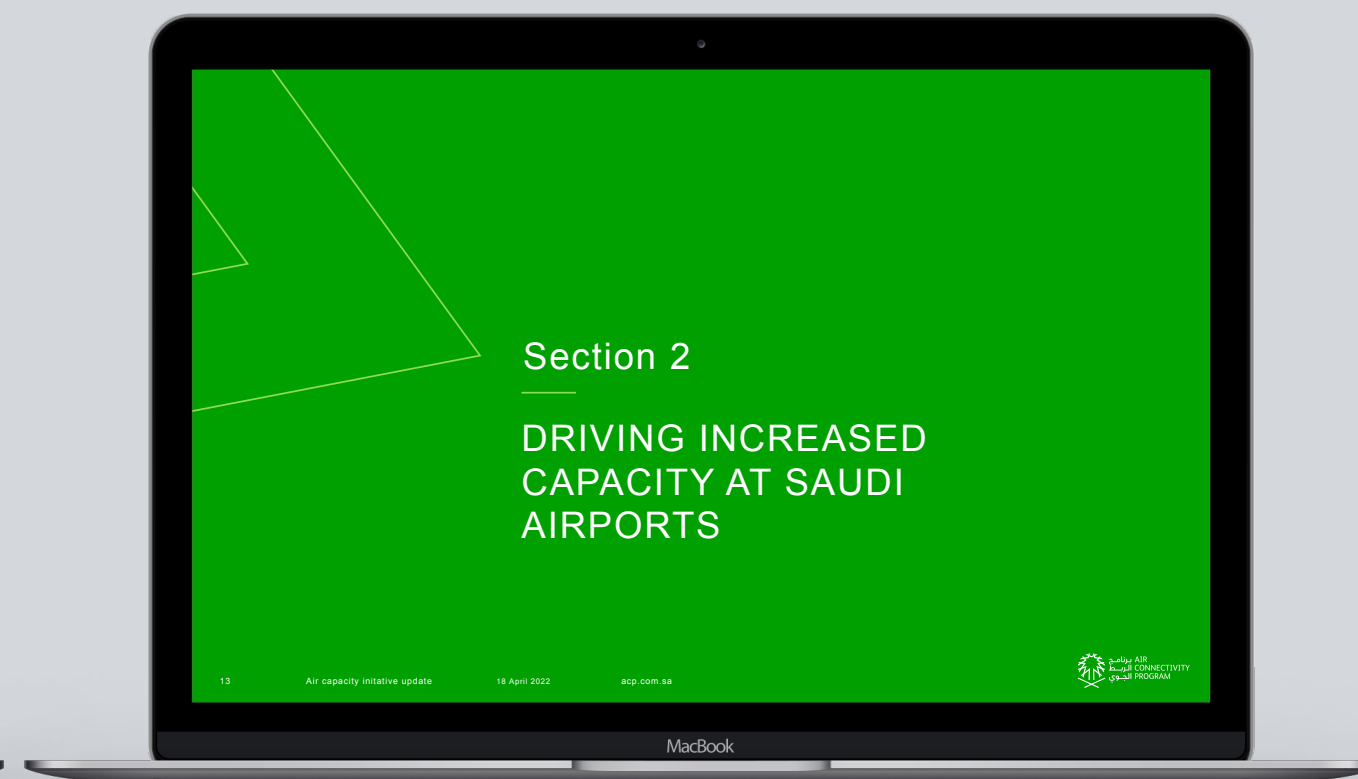
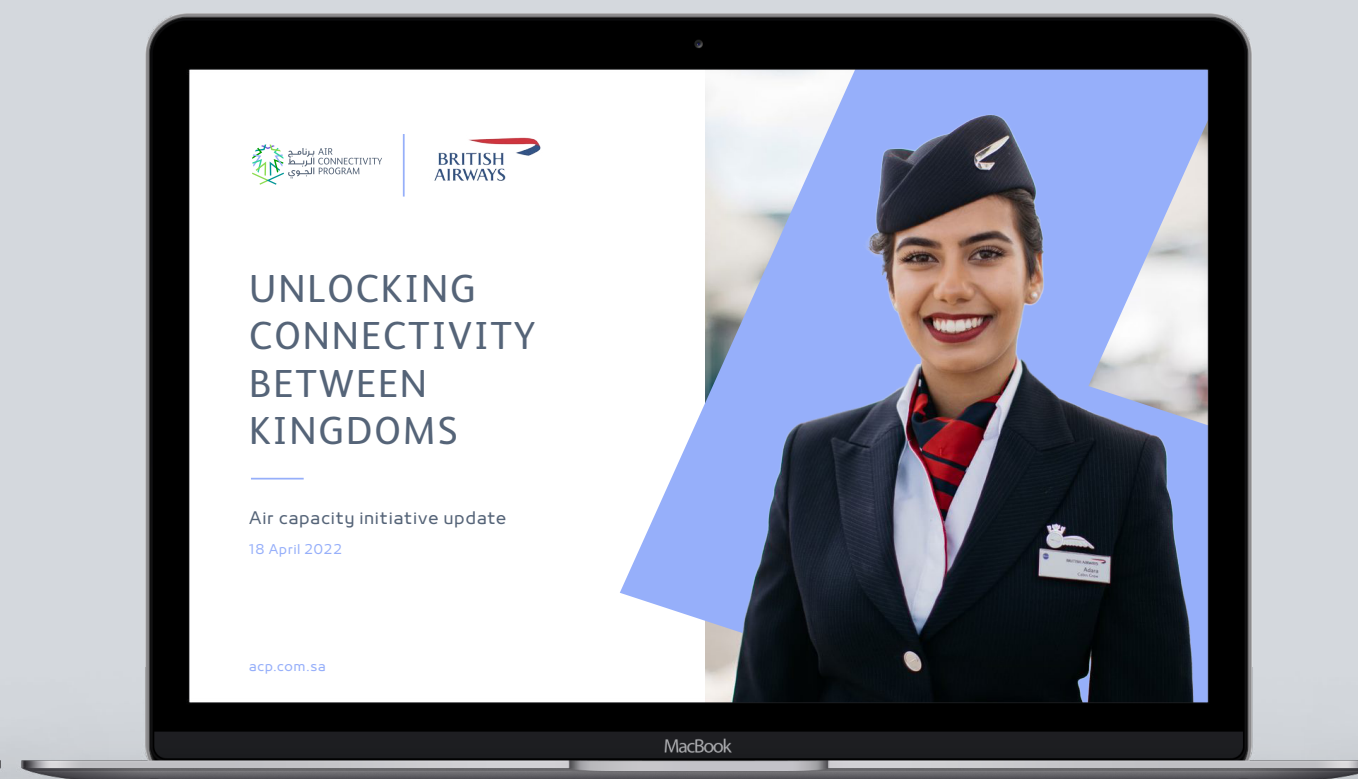
Social media - Facebook



Social media - Facebook

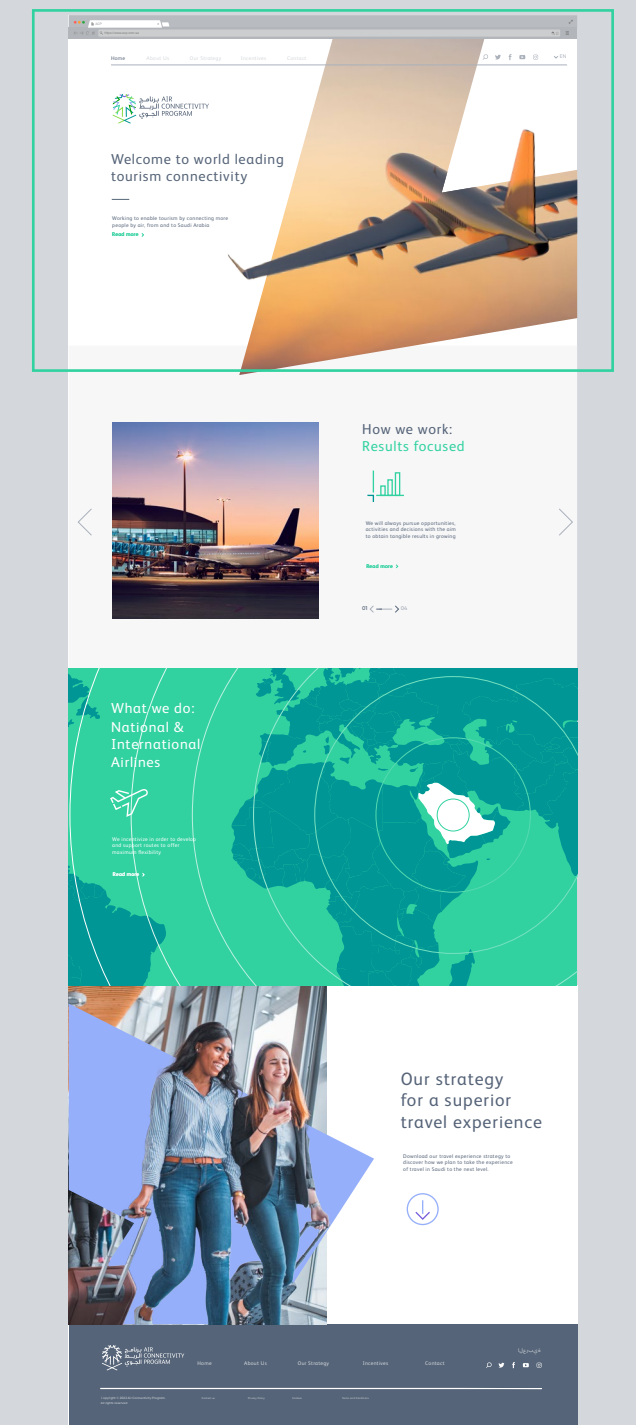
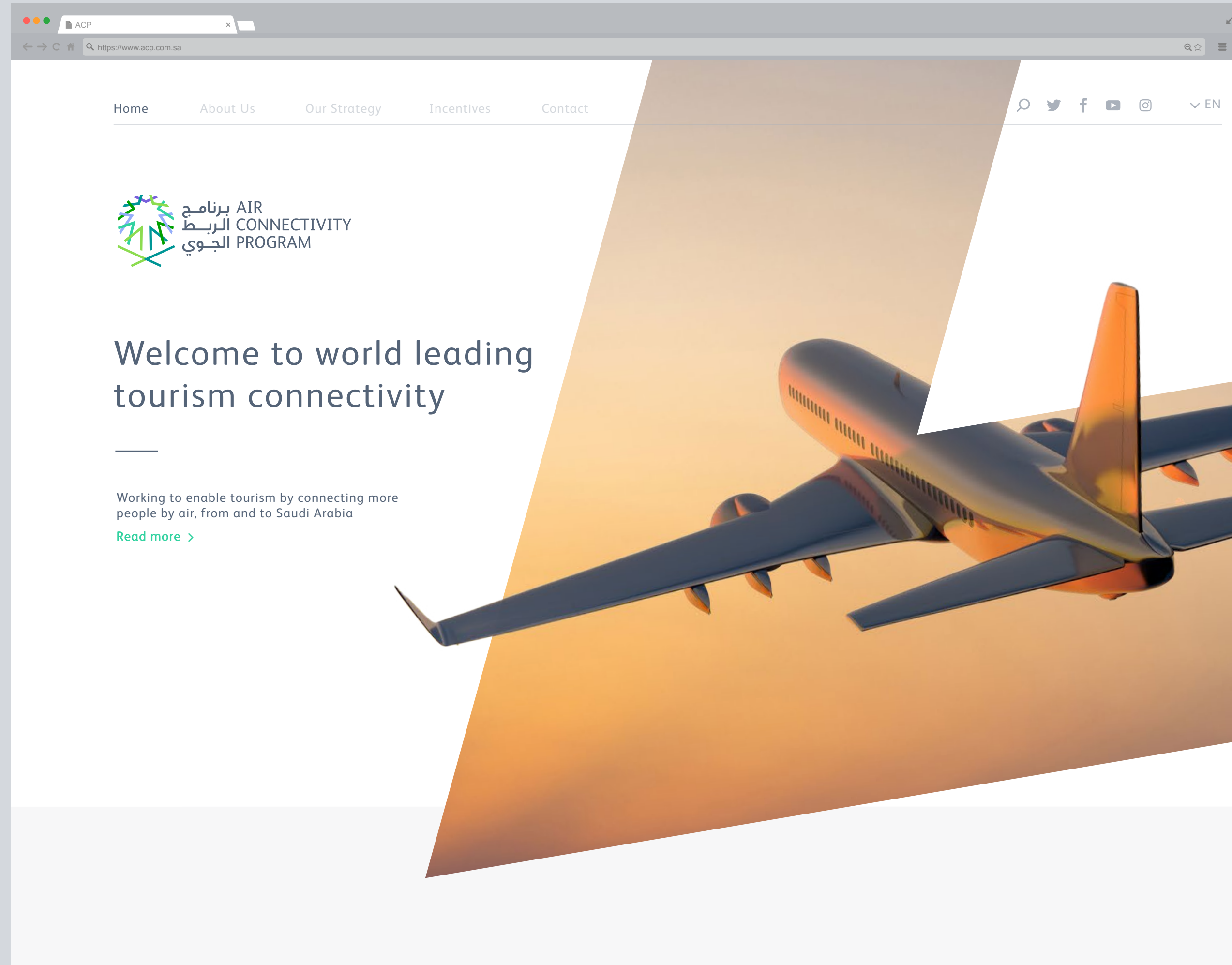


PowerPoint

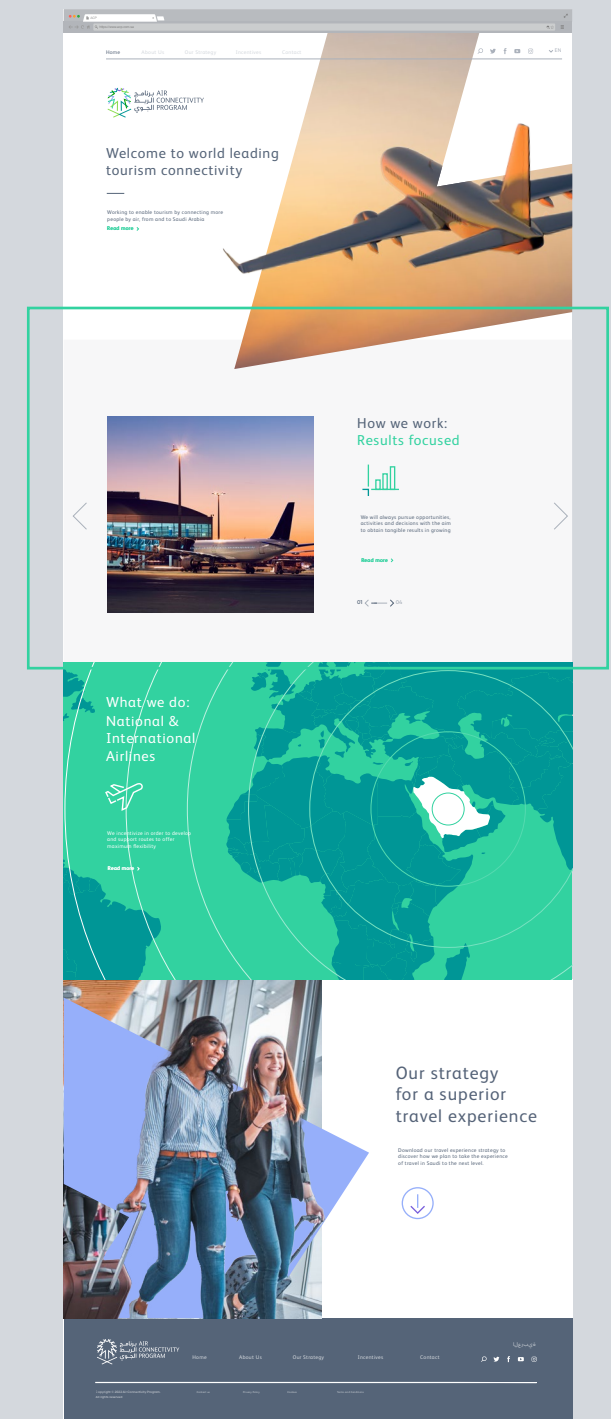
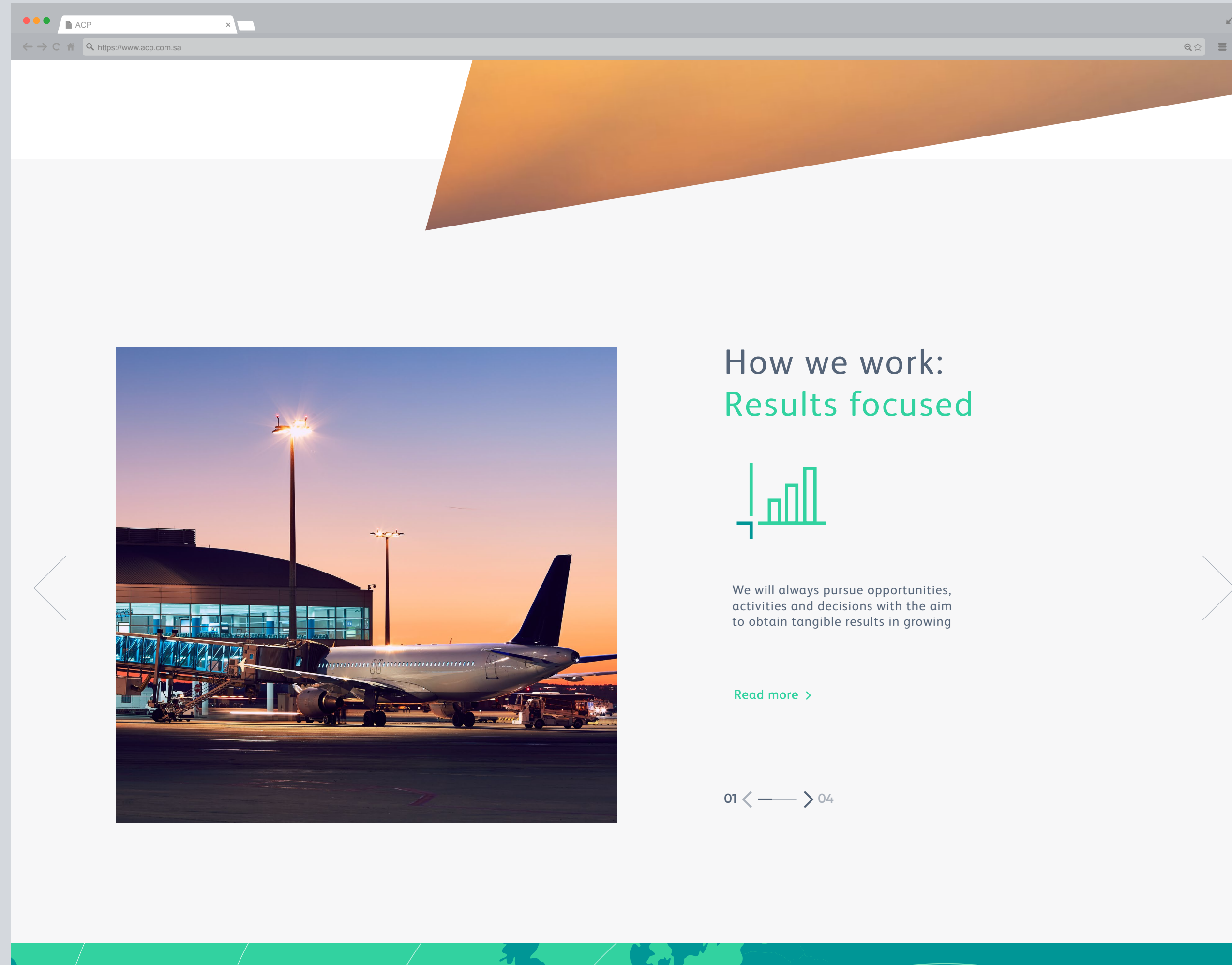


Note: If it's not possible to use cut-out imagery then full image to be used.

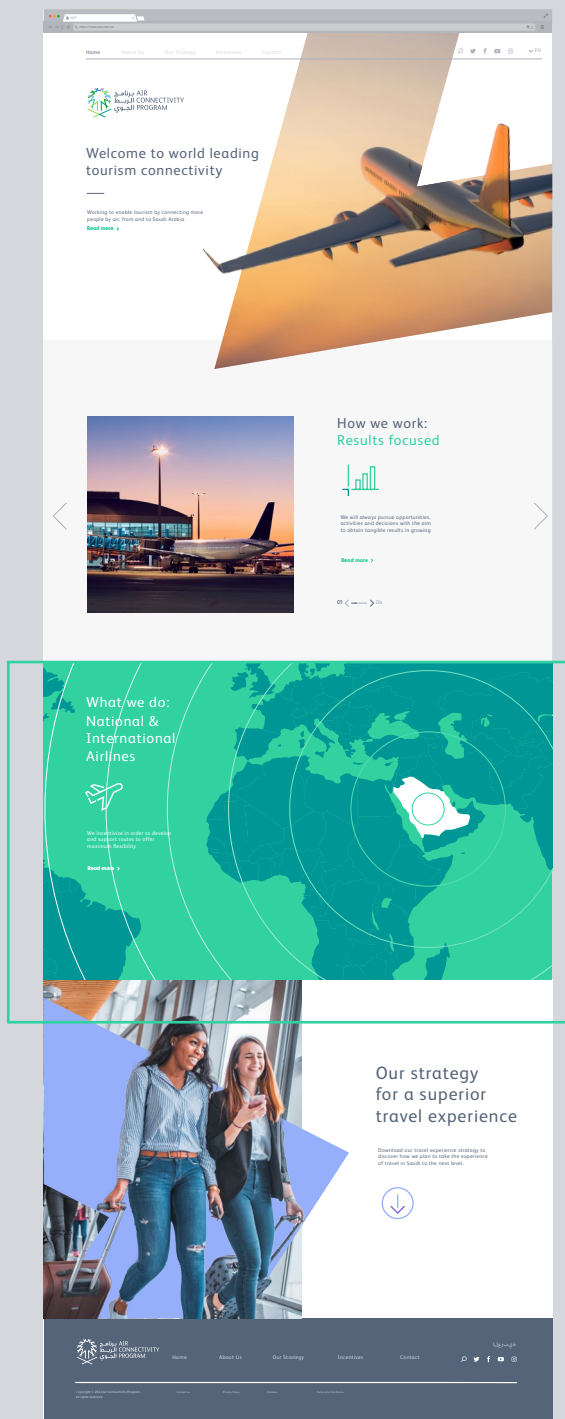
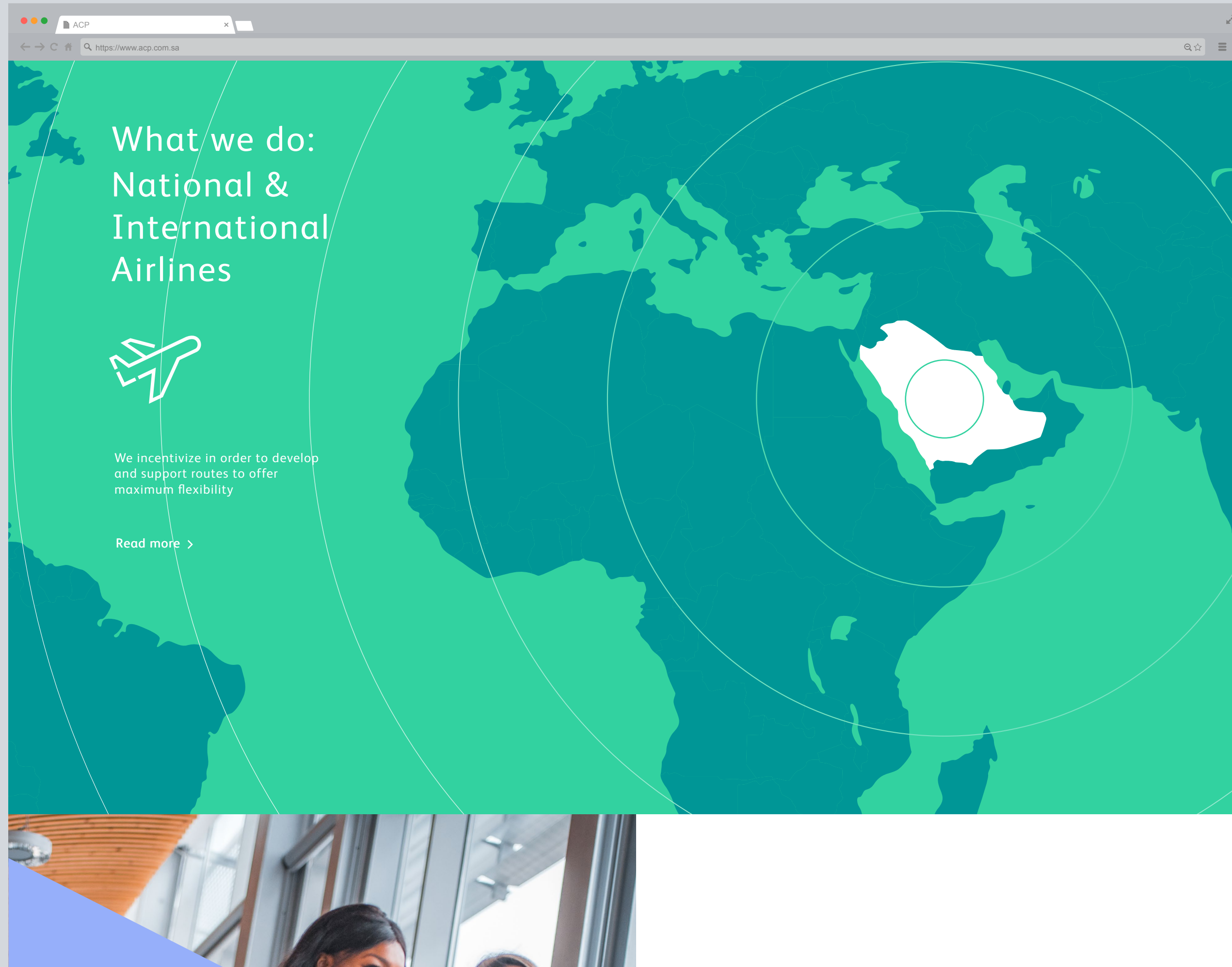
Website



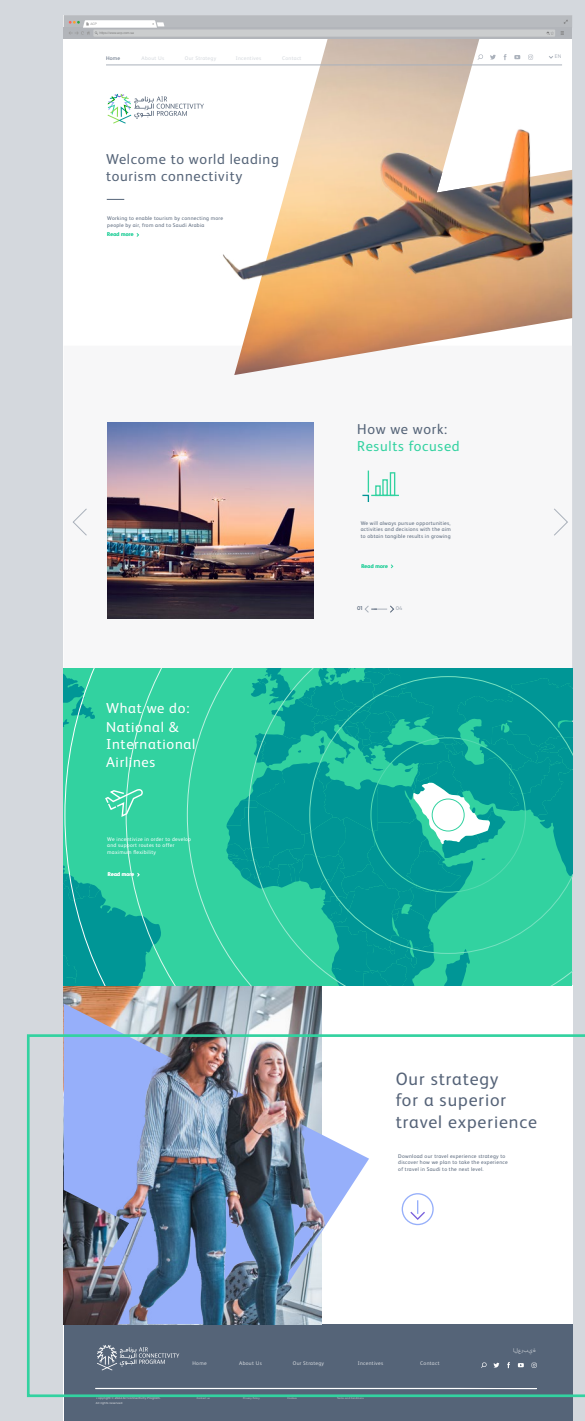
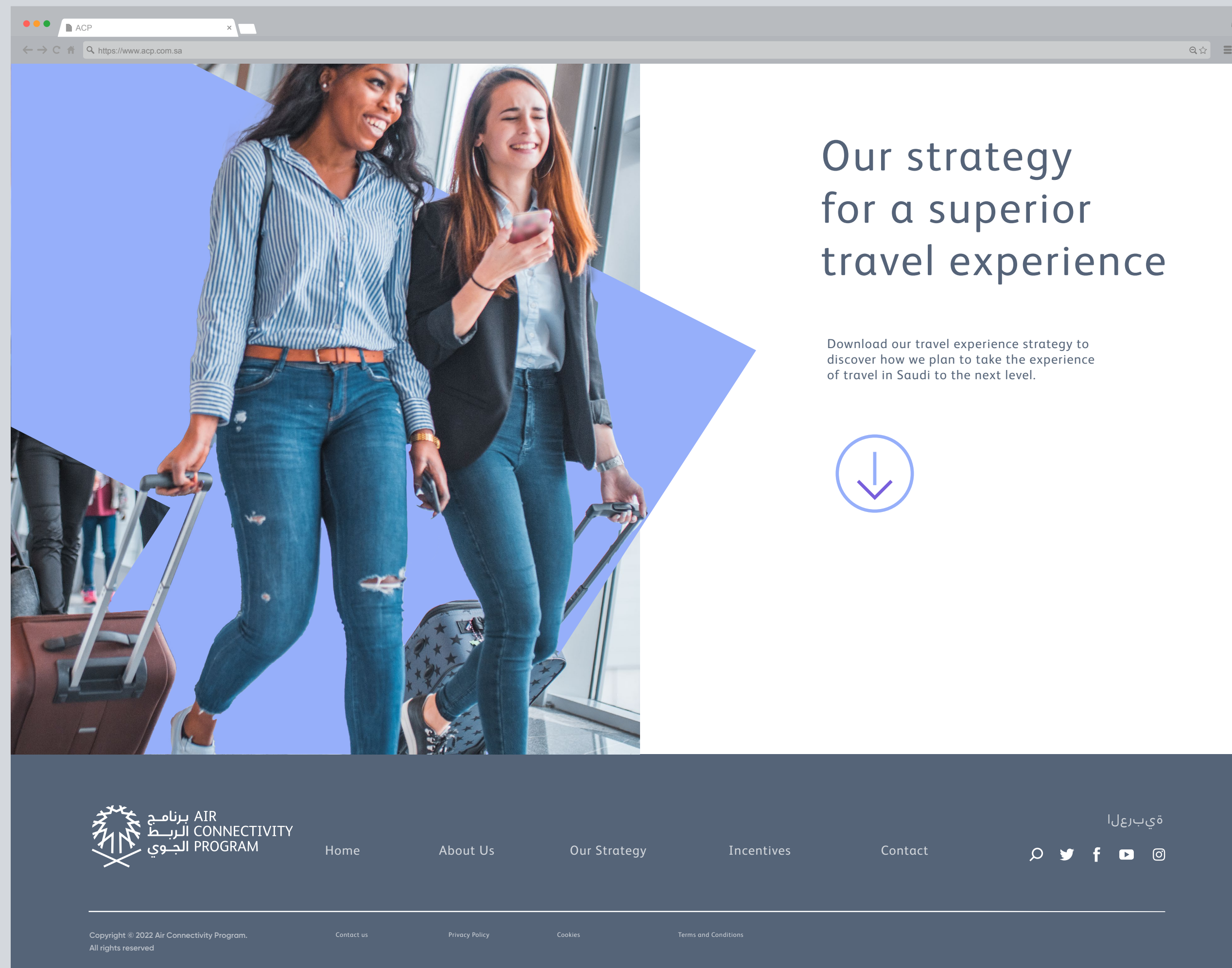
Website



Website



Website



ID Lanyards



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.

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