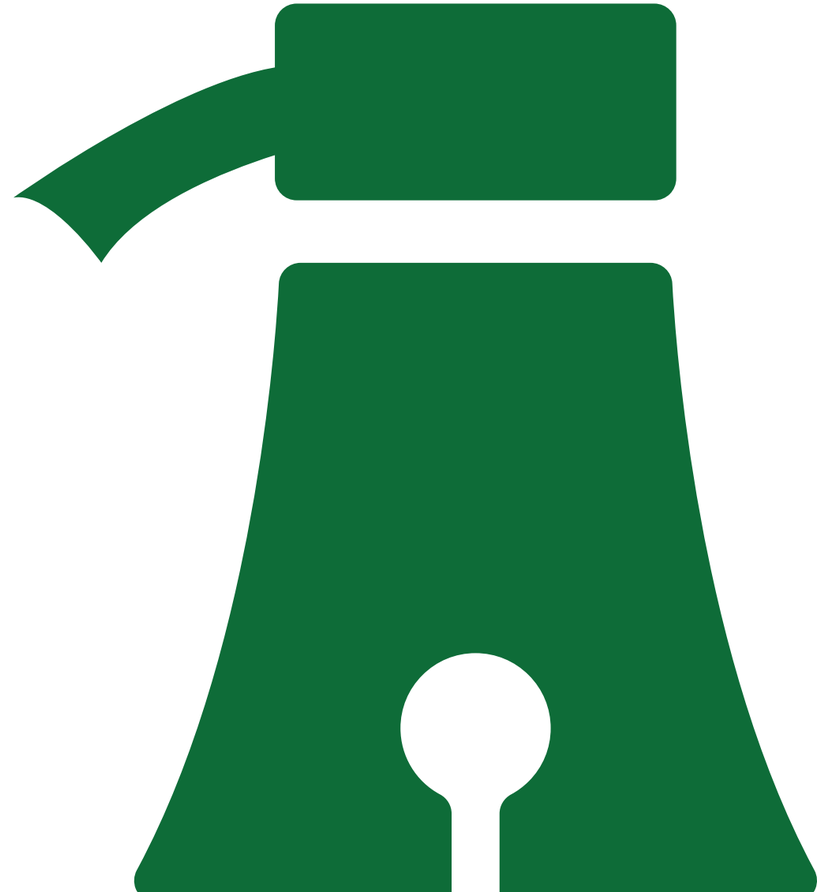
السعودي

THE SAUDI

BRAND GUIDELINES

VERSION 1
APRIL 2016



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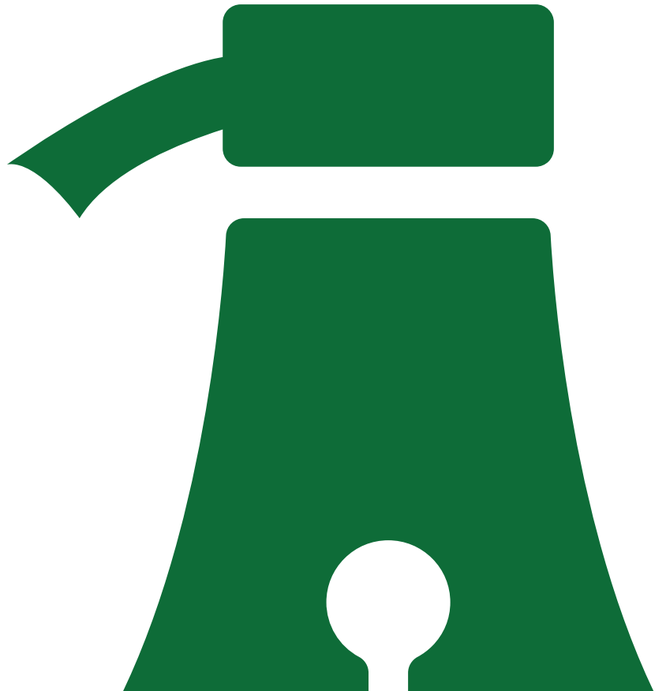
WELCOME TO THE SAUDI BRAND GUIDELINES.

THESE GUIDELINES EXIST TO MAKE US LOOK CONSISTENTLY GOOD!

FOLLOW THESE GUIDELINES AS YOU
CREATE MARKETING MATERIALS, INTERNAL
AND EXTERNAL COMMUNICATIONS.

THE SAUDI DESIGN FOUNDATION

Branding is more than a logo. It is a design scheme made up of a number of core elements and guiding principles that combine to create a distinctive look and feel that is immediately recognisable as The Saudi.
This guide will help to familiarise you with the core brand elements to assist you in designing and producing dynamic and powerful communications with a degree of flexibility.
If unsure, just ask us at brand@microvera.co.uk



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WHAT WE'RE ABOUT

This new brand identity is all about The Saudi.

The Saudi is an online newsletter that focuses on Saudi Arabian and Middle Eastern breaking news and events. The Saudi's main platform is online via a Wordpress website. The Saudi also has multiple social media pages where the design and logo stays consistent.

Branding is important for as it allows readers to associate the logo with the name "The Saudi".

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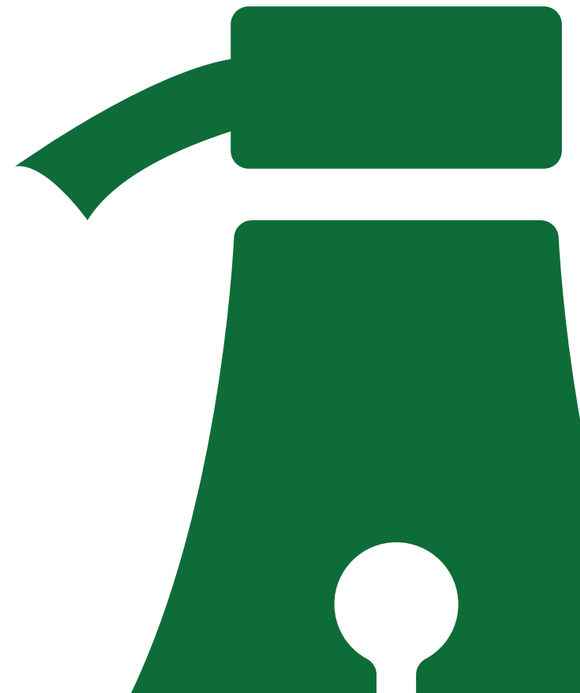
IDENTITY

THE LOGO



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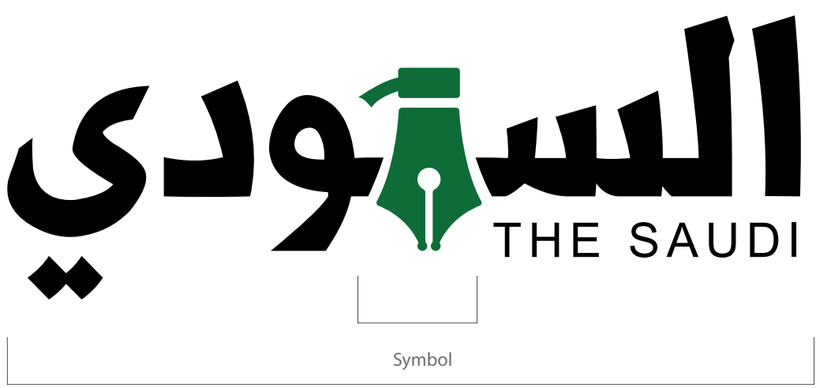
THE LOGO

The Saudi logo is the most visible element of their identity—a universal signature across The Saudi.

The same version is used in print and on screen. It's simple and easy to understand in two languages (Arabic and English).

The logo is simple and must always be in Arabic and English. The main logo is written in Arabic text which incorporates a fountain pen tip. Although the logo is simple, the following guidelines must be adhered to in order to not ruin the brand's image



Symbol

Logotype

Logo

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EVERYONE NEEDS A LITTLE PERSONAL SPACE

LOGO CLEAR SPACE

To ensure that our signature versions are clearly visible in all applications, surround them with suffient clear space – free of type, graphics, and other elements that might cause visual clutter—to maximize the recognition and impact of our identity. To ensure the integrity and legibility of the logo, the area directly surrounding them should be protected.

When the logotype or full name is used, a clear space of %50 of the symbol's height should be maintained. In special circumstances when a %50 clear zone isn't available or possible, use the second option of %25 clear space.

%50 Clear space

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EVERYTHING IN ITS RIGHT PLACE

LOGO CLEAR SPACE

We like to avoid placing the logo smack dab in the middle of an area.

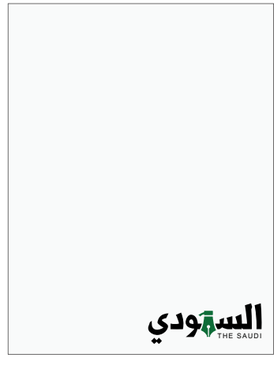
On any given format—landscape or vertical—the preferred logo placement is in any corner position, or center aligned at the right or left.

Corner position.

Center position.

Centering the logo looks generic and predictable

: (



Much better

:)

GOOD THINGS COME IN SMALL SIZES

MINIMUM LOGO SIZE

There are no predetermined sizes for the The Saudi logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. There is no pre-set maximum size for the logo. For print, the minimum size is 0.8". For digital uses the minimum size for the standard logo is 100 pixels. 100 pixels is the smallest size apart from when using an ICO. There is a specific file for ICO's which is a 16px tall file.

Logo

Minimum size
100 / "0.8px

Symbol

Minimum size
30 / "0.375 px

Favicon (ICO file)

16 px

HELP US KEEP OUR LAWYERS HAPPY

USING THE REGISTERED LOGO

To protect our logo we use a Registered symbol alongside our logo. This is used in all major outward-facing brand communica tions, such as our website and advertising. For internal communications, and branded promotional items—such as notepads, T-shirts, water bottles—the standard logo can be used.

The registered logo has been created in two sizes - large and small. The large scale version will cover most uses, and the small scale version is intended mainly for use on the web.

Large scale use

Scale width between:
1.2" – upward
150px – upward

Small scale use

Scale width between:
1.2 – 0.8"
150 – 100 px

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PICK A COLOR
ANY COLOR

Our logo or background color may be any color within the Saudi color palette. Contrast is important—use a white logo on color backgrounds and a color logo on white backgrounds.

See pages 22 & 21 for detailed color information and color values.

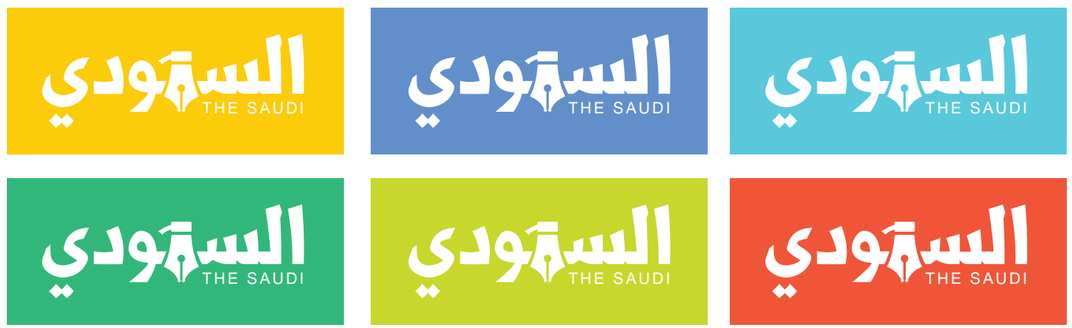
Color logo on white backgrounds

In certain instances, such as on the Microvera website, a vibrant color logo may not be appropri ate, and may potentially clash with other colors. In these instances, an all gray logo can be used.

Always use a gray logotype

When using the logo on a white background, the logo type should always appear in gray, never in a vibrant color, and never in solid black.

White logo on color backgrounds



When using the logo on a color background, both the symbol and logotype should appear white. The logotype should never appear in gray.

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GRAPHIC ELEMENTS

COLOR PALETTE
GRAPHIC ARROWS
PHOTOGRAPHY
ICONS

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PICK A COLOR
ANY COLOR

OUR CORE COLORS ARE WHAT GIVE US OUR PERSONALITY. WE'RE BRIGHT, BOLD, AND COLORFUL.

Up until this page, you've been seeing a black and green logo. The Saudi logo can appear in one of six vibrant colours. And there's a dark grey colour for our typography, and for instances where a colour logo is not appropriate.

Please note, when printing certain colours onto coated or uncoated paper, the Pantone colour specified differs. Please refer to the colour breakdowns on this page.

Coated Paper
PANTONE 285 C

Uncoated Paper
PANTONE 285 U

R 80
G 150
B 242
HEX 5096#F2

Coated	Uncoated
C 90	C 70
M 48	M 30
Y 0	Y 0
K 0	K 0

Coated Paper
PANTONE 305 C

Uncoated Paper
PANTONE 305 U

R 70
G 212
B 230
HEX 3#DD4E6

Coated	Uncoated
C 60	C 60
M 0	M 0
Y 7	Y 10
K 0	K 0

Coated Paper
PANTONE WARM RED C

Uncoated Paper
PANTONE WARM RED U

R 250
G 84
B 54
HEX #F95336

Coated	Uncoated
C 0	C 0
M 86	M 70
Y 80	Y 66
K 0	K 0

Coated Paper
PANTONE 116 C

Uncoated Paper
PANTONE 115 U

R 254
G 203
B 0
HEX #FECB00

Coated	Uncoated
C 0	C 0
M 12	M 12
Y 100	Y 95
K 0	K 0

Coated Paper
PANTONE 7479 C

Uncoated Paper
PANTONE 7479 U

R 50
G 209
B 126
HEX 32#D17E

Coated	Uncoated
C 80	C 58
M 0	M 0
Y 65	Y 58
K 0	K 0

Coated Paper
PANTONE 382 C

Uncoated Paper
PANTONE 381 U

R 200
G 215
B 0
HEX #C7D600

Coated	Uncoated
C 28	C 25
M 0	M 0
Y 92	Y 84
K 0	K 0

Coated Paper
PANTONE COOL GRAY 10 C

Uncoated Paper
PANTONE COOL GRAY 10 U

R 102
G 110
B 117
HEX 666#E75

Coated	Uncoated
C 4	C 4
M 0	M 0
Y 0	Y 0
K 75	K 75

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PHOTOGRAPHY USAGE

Further examples.

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DESIGN EXAMPLES

STATIONERY
WEBSITE
INTERNAL PRINT

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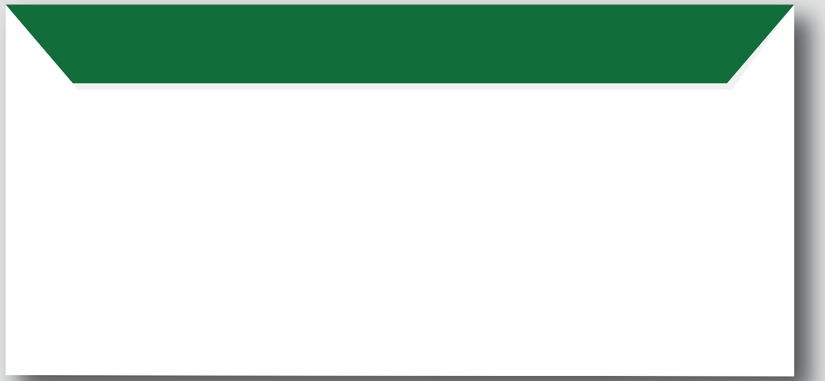
STATIONERY

Envelope



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STATIONERY

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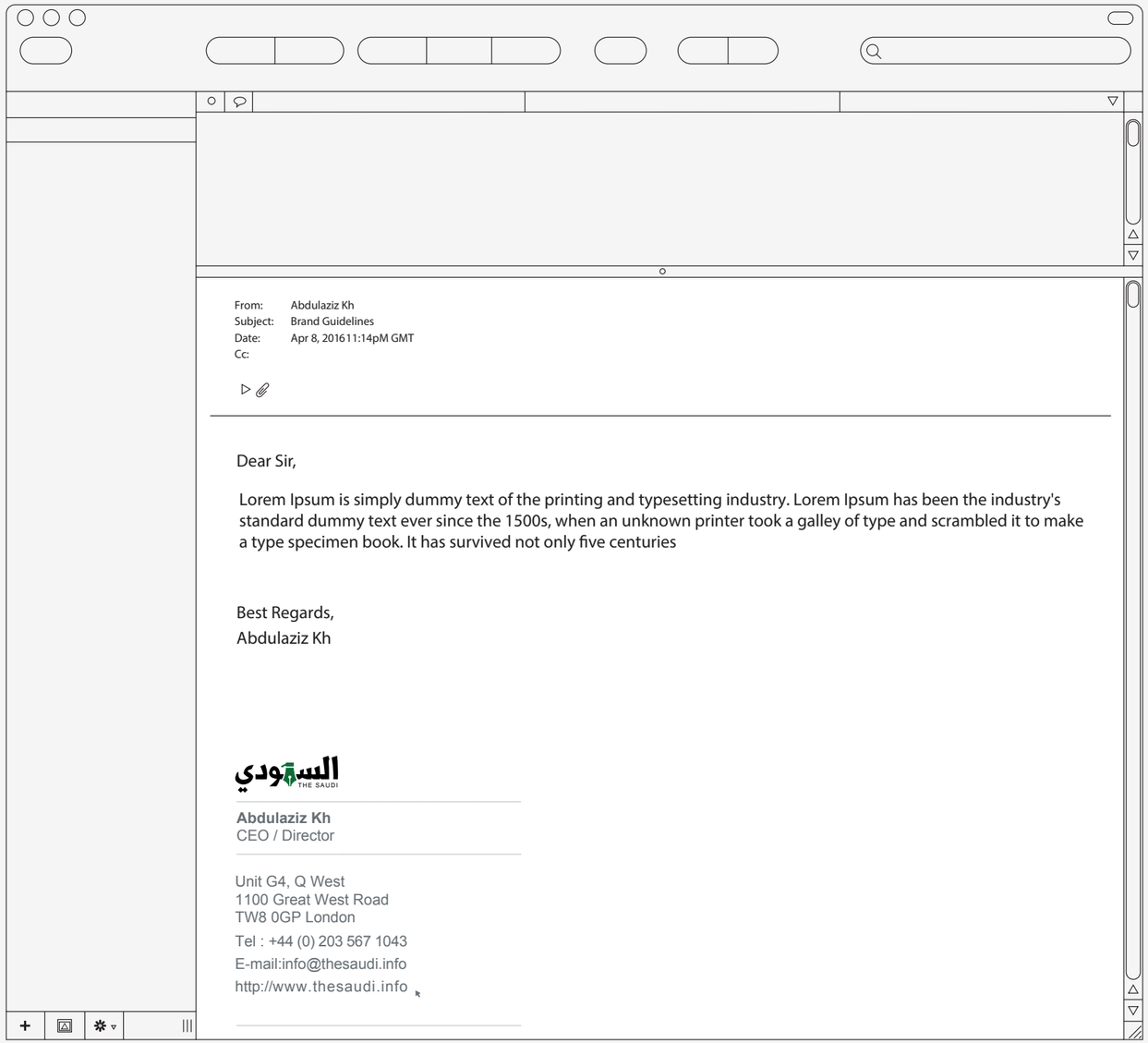
BUSINESS COMMUNICATIONS — DIGITAL



Email Signature

السعودي
THE SAUDI

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Tel : +44 (0) 203 567 1043
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http://www.thesaudi.info

Arial Regular and Bold
12px typesize
14px linespacing
Color
R 102
G 110
B 118

Horizontal lines:
Repeated em-Dash
(Option key plus –)
Color
R209
G211
B212

Horizontal lines should be at a length, depending on the staff name and title (longest line)

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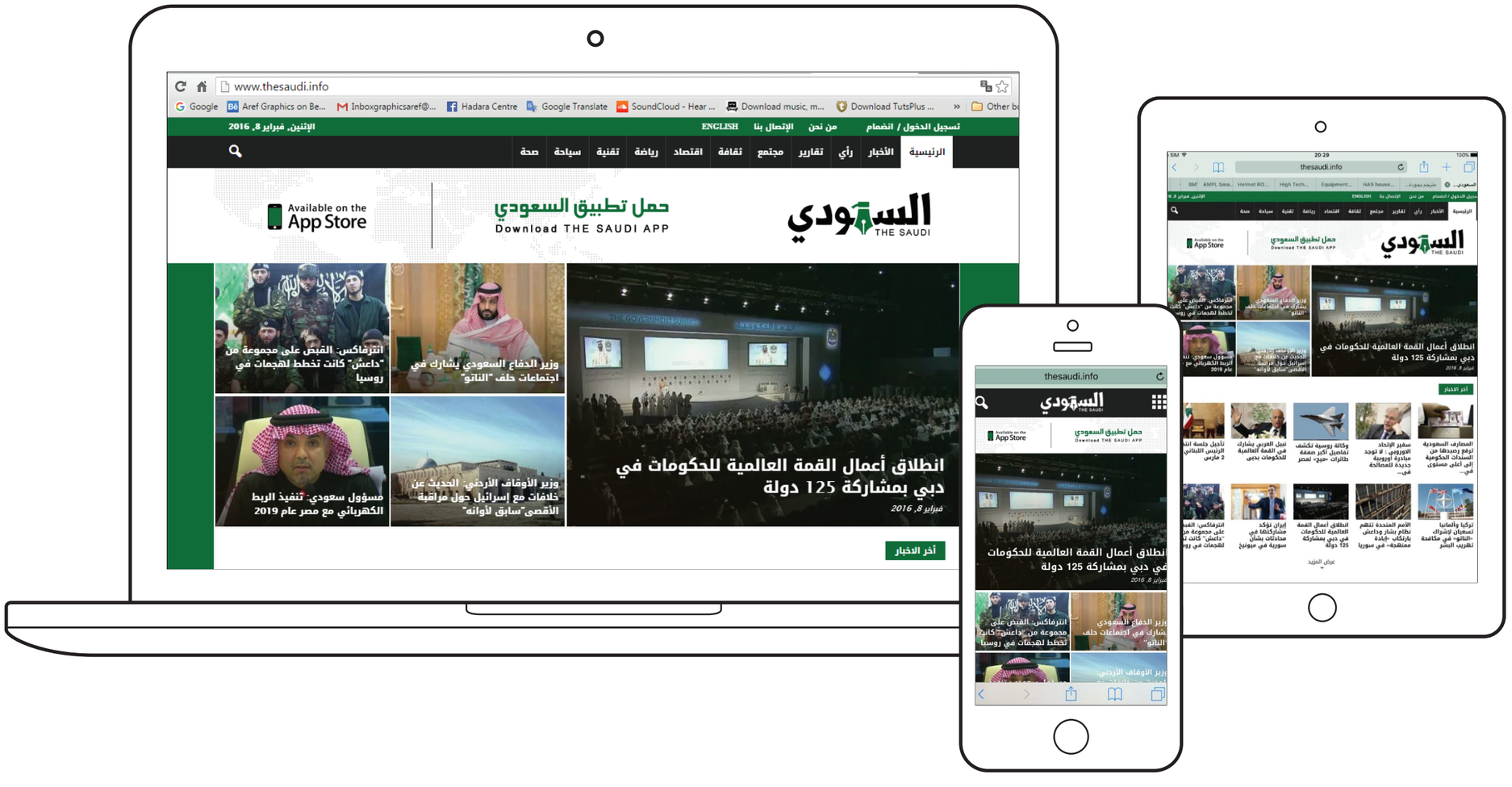
WEBSITE



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Signs

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Marketing Materials

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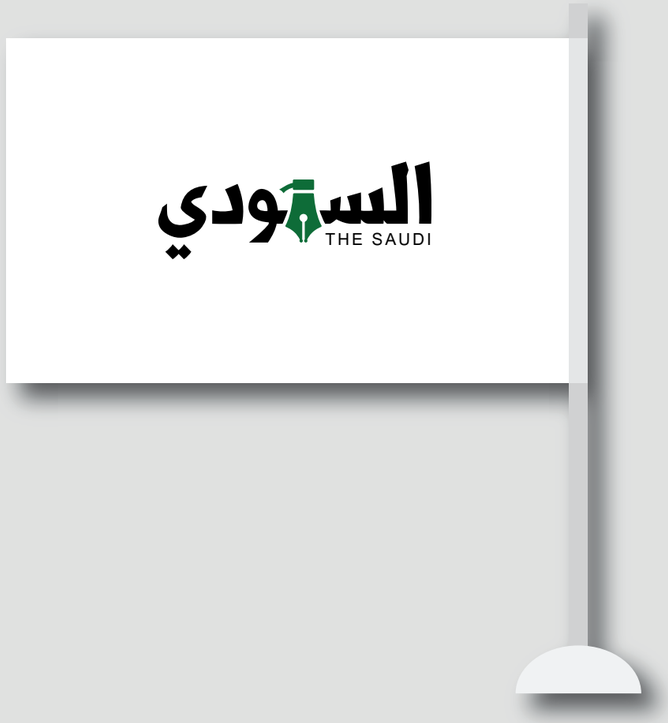

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DESIGN MATTERS

If you've just read these guidelines, you will now know how to brand The Saudi. It means you share our belief in details and quality. We know applying these principles takes time, but the vision we share in all our Microvera communications will be stronger for it. If you ever have additional questions about our visual identity and its application in design, don't hesitate to contact brand@microvera.co.uk

Thank you.

Microvera

ONLINE MEDIA, INTERNET TECHNOLOGY
AND DIGITAL ADVERTISING