

GUIDES

PRESENTING
**WINTER
IN SAUDI**

These guidelines have been designed to help present the position of Winter in Saudi across different communications and platforms. By adhering to these guidelines, we are able to build the Winter in Saudi identity and create a platform we can build upon for next year and the years to come.



ABOUT

THE BRAND

The Winter in Saudi brand was created to unify all the incredible, engaging and diverse events happening all over Saudi Arabia during its winter season. Ranging from family-friendly entertainment to world-class concerts, immersive cultural experiences to international sports and everything in between, Winter in Saudi is the umbrella under which everything that happens during the country's cooler months lives.

LOGO SYSTEM

The Winter in Saudi logo is greater than the sum of its parts. It encapsulates everything that winter is, and has been designed to appeal to a vibrant audience, while still reflecting everything that winter in Saudi Arabia has to offer and serves as the stamp that lets people know that the experience is part of a greater, winter story.

Main Logo Lockup

Our primary logo consists of two parts - the unique, modern and ownable contemporary calligraphy as well as the different illustrated elements that represents the vibe or energy of the different events.



Illustrations



Logo Type

Main Logo Lockup

The English logo reflects the sentiments of the Arabic, and carries with it the same energy, with the common element being the illustrations, as well as letter forms that act as a seamless link between the two.



Arabic



English

Clear Space

The clear space of the logo is determined by the loop of the wa and the a in Saudi, both derived from the same typography. Care must be taken so as to not let any foreign object intrude into this space, as shown alongside.



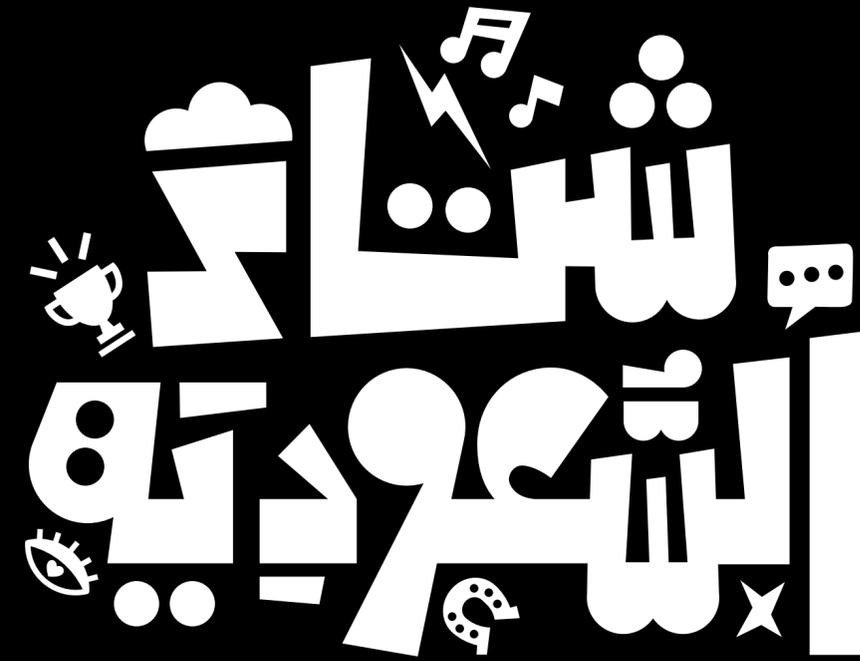
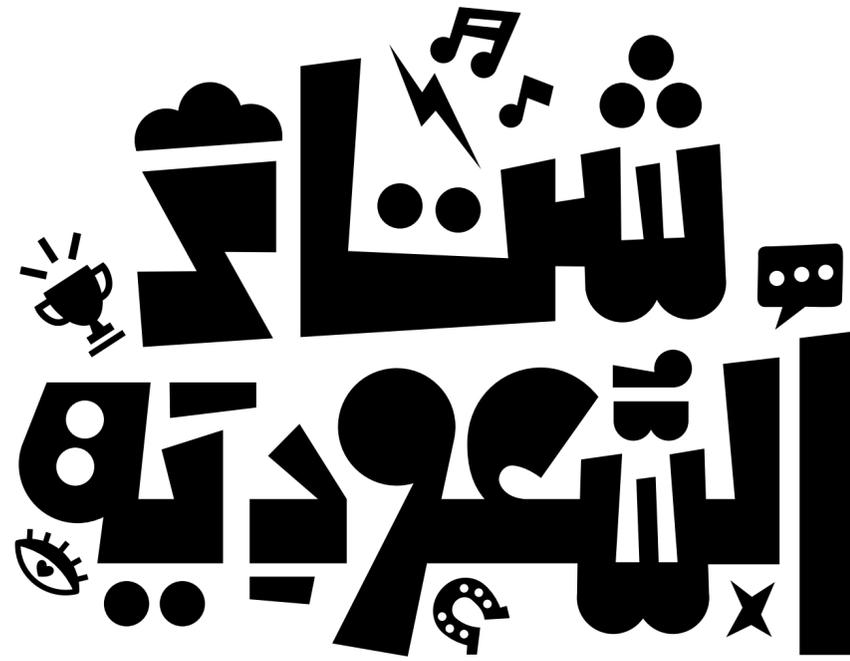
Logo Color Backgrounds

The primary logo identity may be used on light and dark backgrounds, as shown alongside - making sure not to allow any of the elements to get confused with the background.



Main Logo Lockup

The Saudi in Winter logo has been designed to be striking in monotone as well, for those instances that call for it.



Logo Usage

This page demonstrates examples of incorrect usage of the logo. It is not absolute, but showing them helps to reinforce understanding of the correct way to use the brandmark.

1. Do not change the colour of the logomark in any other way.
2. Do not rearrange the logomark and wordmark in any other way.
3. Do not add a drop shadow or any other effect to the brandmark.
4. Do not change the text alignment in any different way.
5. Do not place the full color brandmark on any colour that is not the brand color and that affects legibility.
6. Do not place the brandmark on an image that affects legibility.

Lockup usage

1.



2.



3.



4.



5.



6.



Saudi Lockup Clear Space

The Saudi logo in Arabic and English and how they have the clear space, to ensure that the logo is never compromised.



English



Arabic

Both Lockups
Clear Space

The Saudi logo as well as the Winter in Saudi in Arabic and English and how they have the clear space, to ensure that the logo is never compromised.

Arabic



English



Saudi Lockup - Colors

The different colors of the lockup.



Blue



Dark green



Green



Orange



Purple



Red

Saudi Logo Usage

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. Do not remove the logotype accents.
6. Do not use colored logotypes on imagery.



Keep in mind

The rules set out here apply to all language logotypes.



COLOR SYSTEM

Colours are an integral part of any brand, and the colours we use will imprint Winter in Saudi in the minds of our audience - not just today, but for years to come.

Primary Brand Colors

The primary brand colors are used to keep consistency in the brand throughout color associations. Colors should always maintain a level of heirarchy that enables brand recognition throughout all platforms.

Main Colors

Secondary Colors

White

Black

Navy

PANTONE: White 000C
C:0 M:0 Y:0 K:0
R:255 G:255 B:255
HEX: FFFFFFFF

PANTONE: Process Black C
C:100 M:100 Y:100 K:100
R:0 G:0 B:0
HEX: 000000

PANTONE 282 C
C:100 M:93 Y:45 K:56
R:10 G:20 B:58
HEX: D7D8D9

PANTONE: 1787 C
C:0 M:75 Y:50 K:0
R:255 G:66 B:76
HEX: FF424C

PANTONE: 233 C
C:25 M:100 Y:0 K:0
R:190 G:0 B:141
HEX: BE008D

PANTONE: 157 C
C:0 M:50 Y:100 K:0
R:255 G:131 B:0
HEX: FF8300

PANTONE: 637 C
C:65 M:0 Y:20 K:0
R:61 G:194 B:194
HEX: 3DC2C2

PANTONE: 361 C
C:64 M:0 Y:84 K:0
R:81 G:192 B:65
HEX: 51C041

DESIGN ELEMENT

There are many things happening in *Winter in Saudi*, the best way to represent these activities and events, is through illustrations that also reflect the energy and concept of the logo itself.

Category Illustrations

The elements within the logo reveal the different aspects of winter in Saudi by representing the majority of the events.



Sports



Culture



Festival



Vibe + Energy



Weather + Nature

VISUAL SYSTEM

Please use these guidelines when creating
STA-issued communications .

LOGO ON PARTNER VISUALS

[PRINTS]

Please refer to the following slides when creating printed domestic or regional communications for Winter in Saudi on behalf of an event.

How the logos work together on Domestic Partner-first Visual

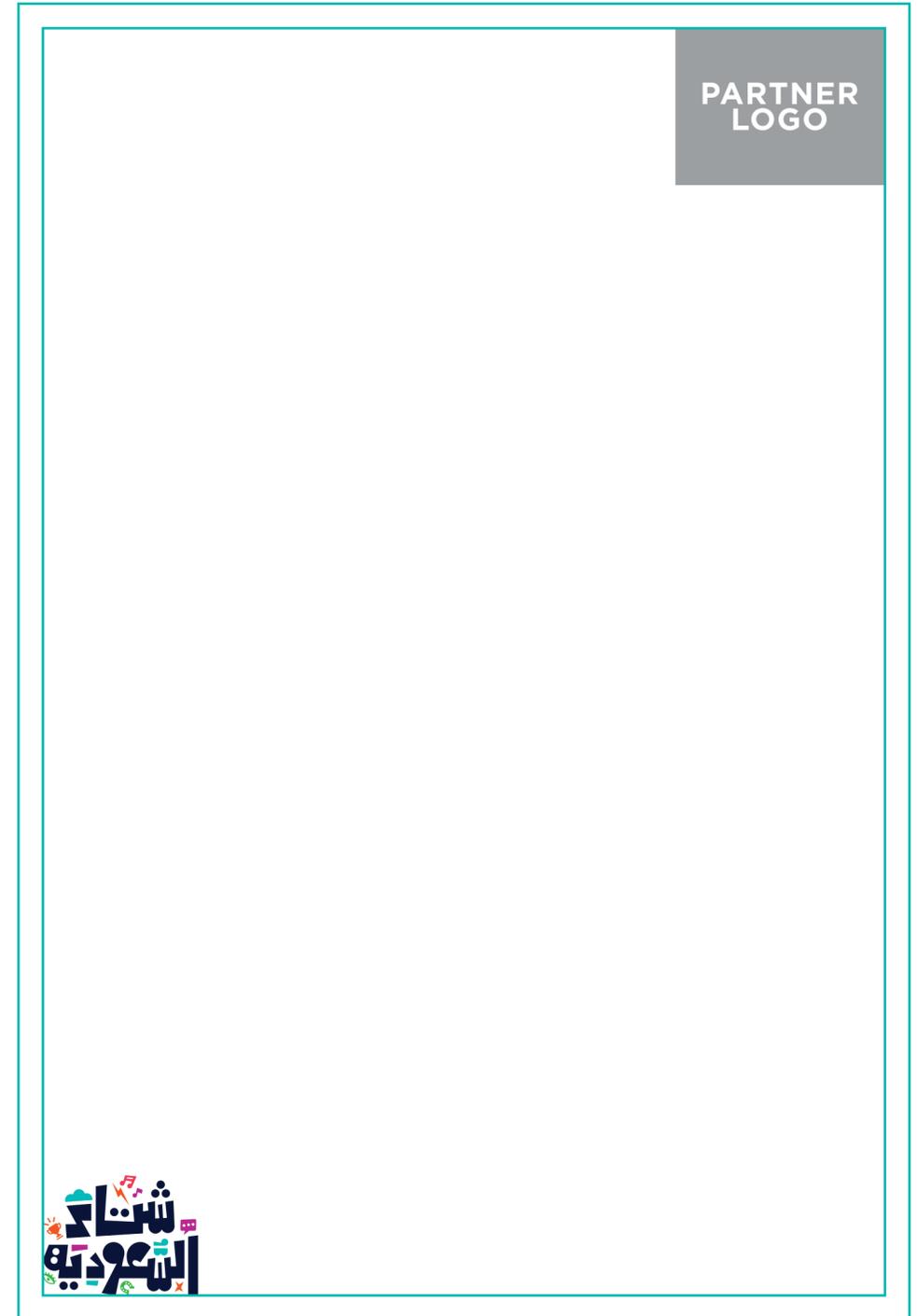
When communicating domestically the Winter in Saudi logo will be used, along with the event logo.



- Domestic
- Regional

Domestic Communications

The relevant Winter in Saudi logo will always live on the left side of the main visual, keeping clear space and the logo proportions from earlier in these guidelines in mind.



- Domestic
- Regional

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Domestic Communications

The relevant Winter in Saudi logo will always live on the left side of the main visual, keeping clear space and the logo proportions from earlier in these guidelines in mind.



- Domestic
- Regional

How the logos work together on Regional Partner-first Visual

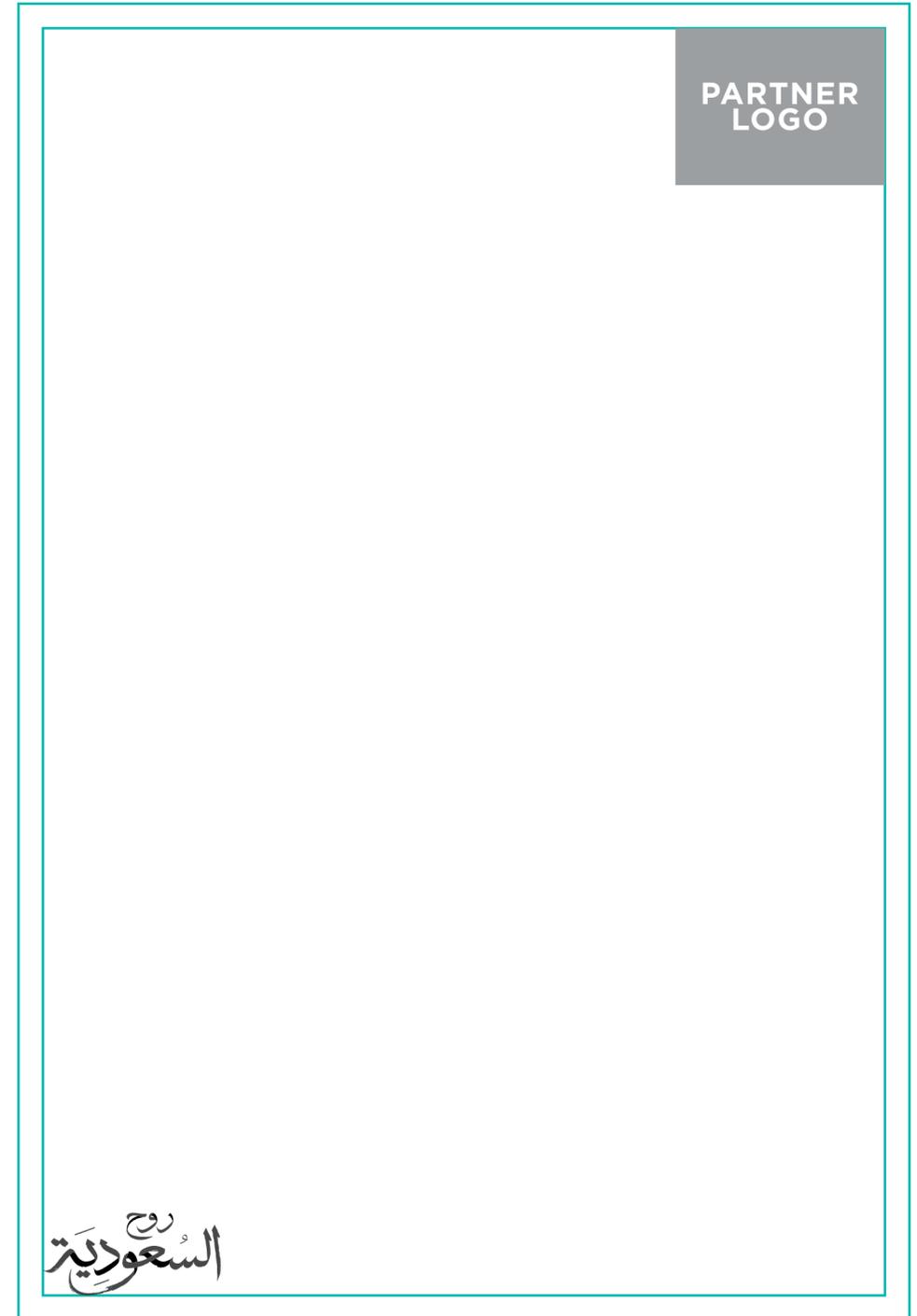
When communicating regionally the Saudi logo will be used, along with the event logo.



- Domestic
- Regional

Regional Communications

When communicating regionally, we do not use the Winter in Saudi logo. Instead, the Rouh Al Saudia logo should be used on the left side of the visual, keeping clear space and the logo proportions from earlier in these guidelines in mind.



- Domestic
- Regional

Regional Communications

When communicating regionally, we do not use the Winter in Saudi logo. Instead, the Rouh Al Saudia logo should be used on the left side of the visual, keeping clear space and the logo proportions from earlier in these guidelines in mind.



- Domestic
- Regional

Primary Communications

The Winter in Saudi logo will always live on the left side of the main visual, keeping clear spaces in mind.



- Domestic
- Regional

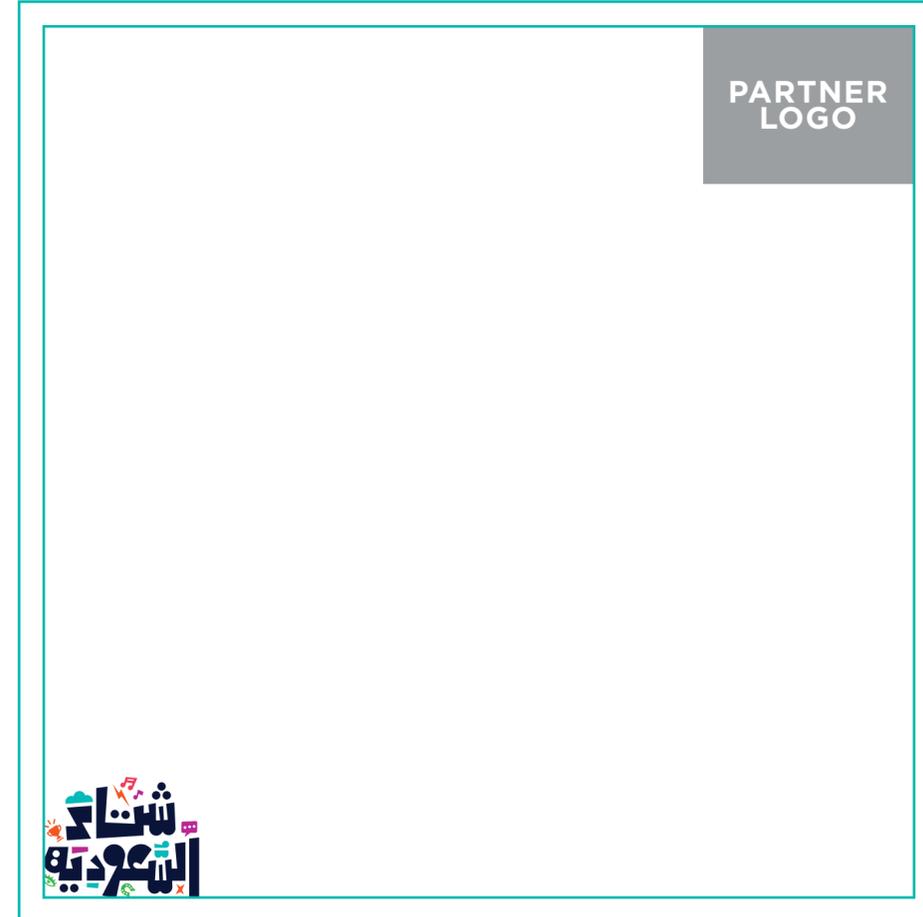
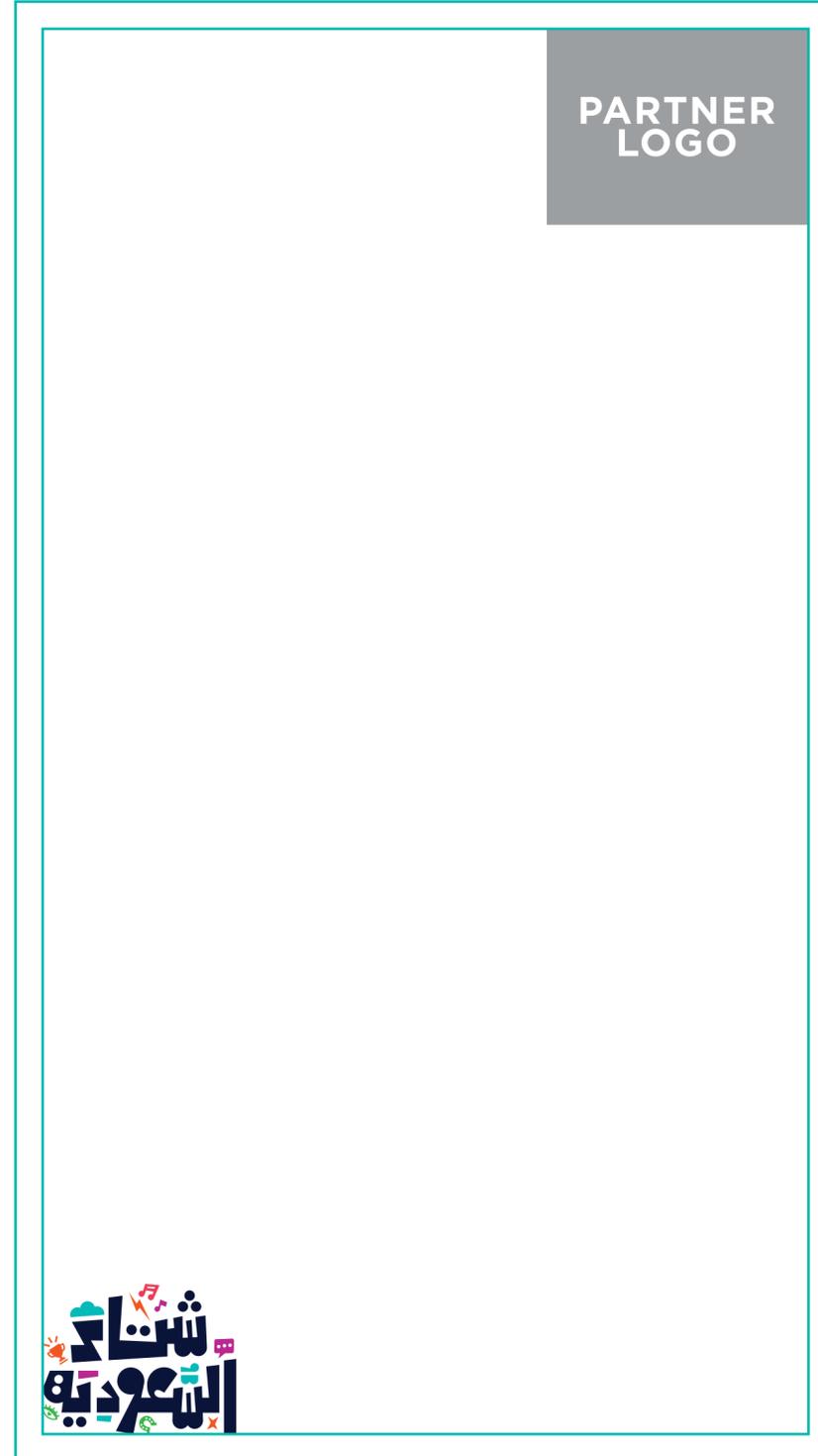
LOGO ON PARTNER VISUALS

[DIGITAL]

Please refer to the following slides when creating digital domestic or regional communications for Winter in Saudi on behalf of an event.

Partner Communications - Domestic

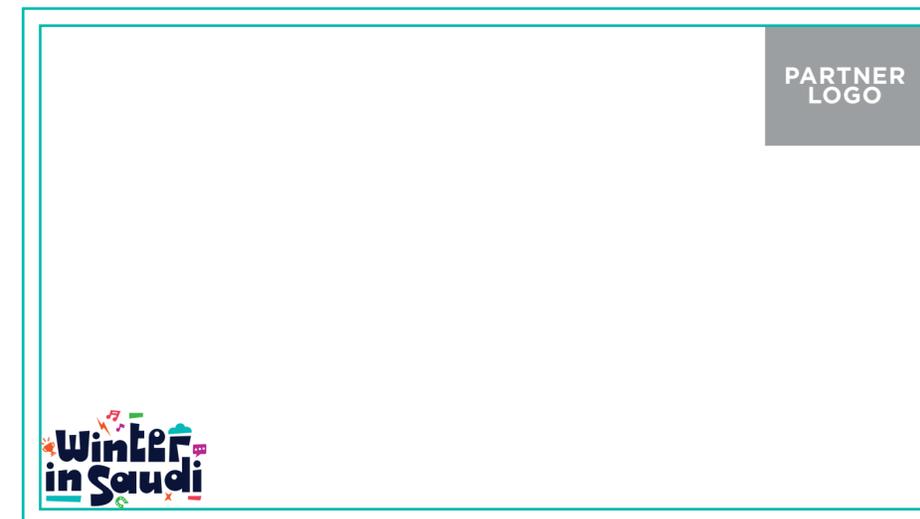
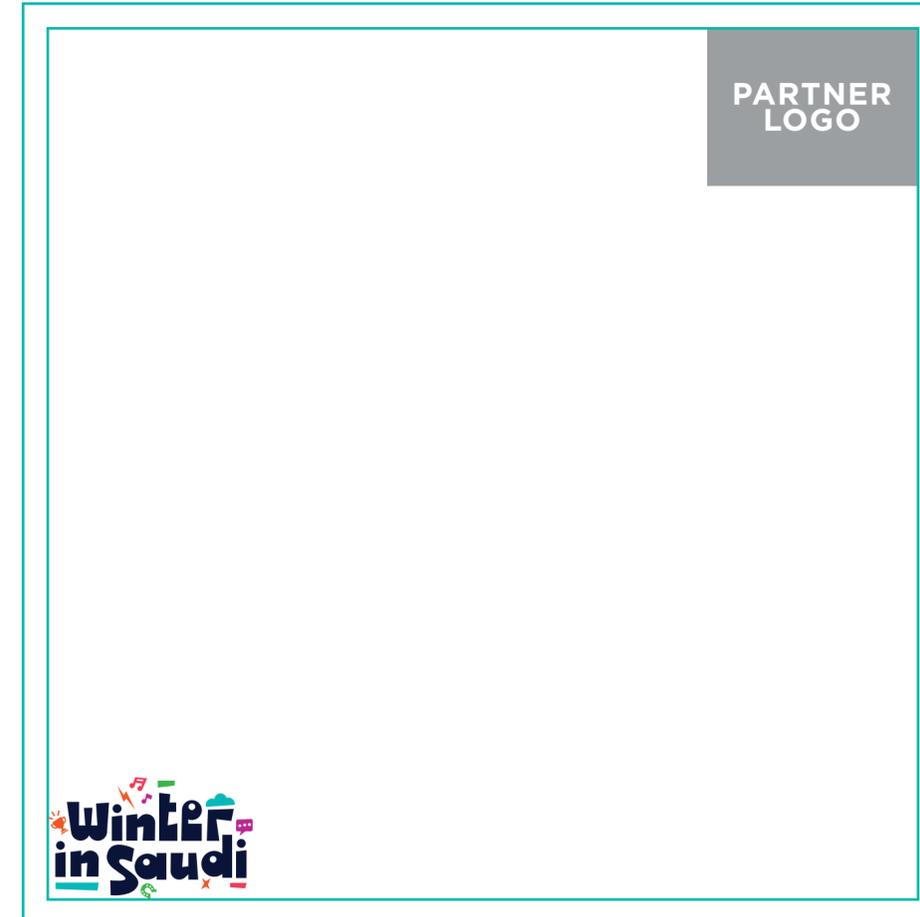
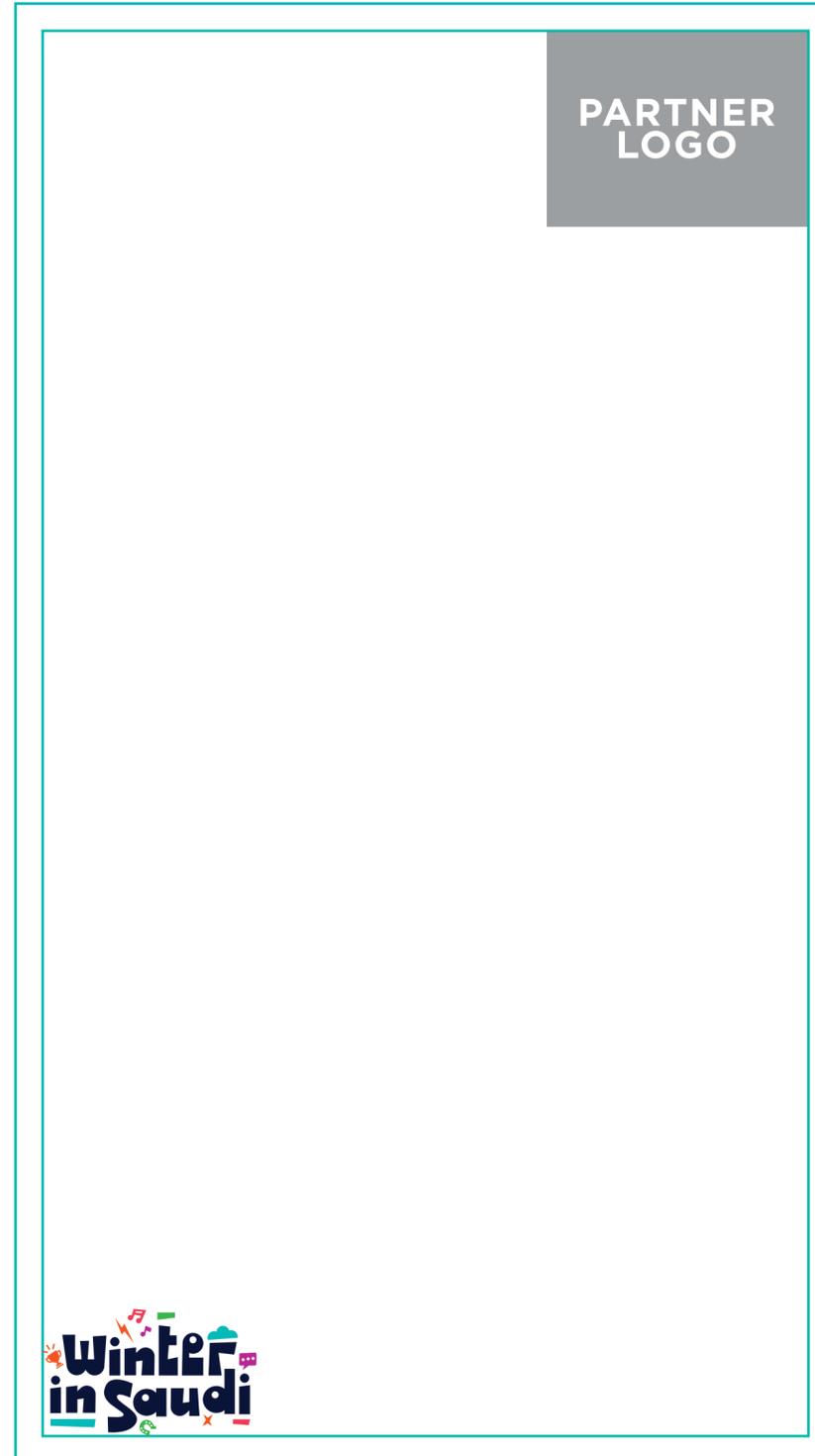
The Winter in Saudi logo will always live on the left side of the main visual, keeping clear spaces in mind.



- Domestic
- Regional

Partner Communications - Domestic

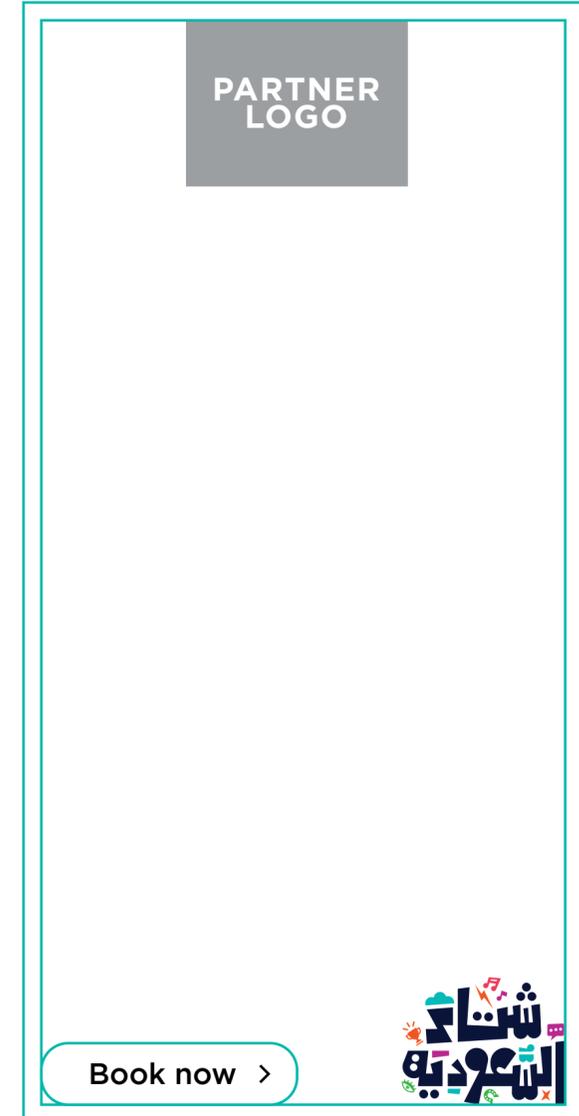
The Winter in Saudi logo will always live on the left side of the main visual, keeping clear spaces in mind.



- Domestic
- Regional

Partner Communications - Domestic

The Winter in Saudi logo will always live on the left side of the main visual, keeping clear spaces in mind.

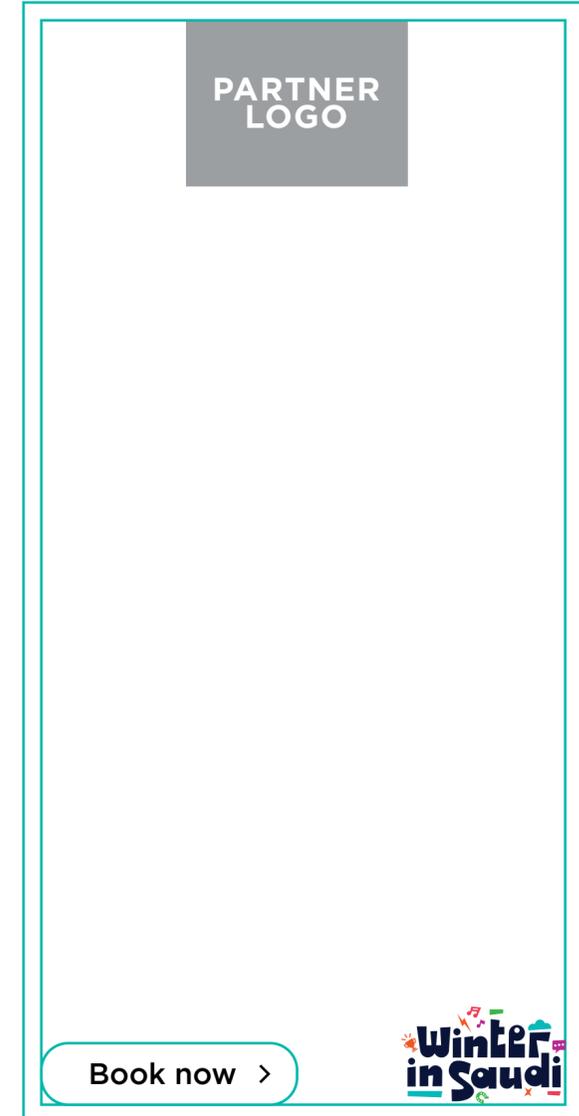


- Domestic
- Regional

Lorem ipsum

Partner Communications - Domestic

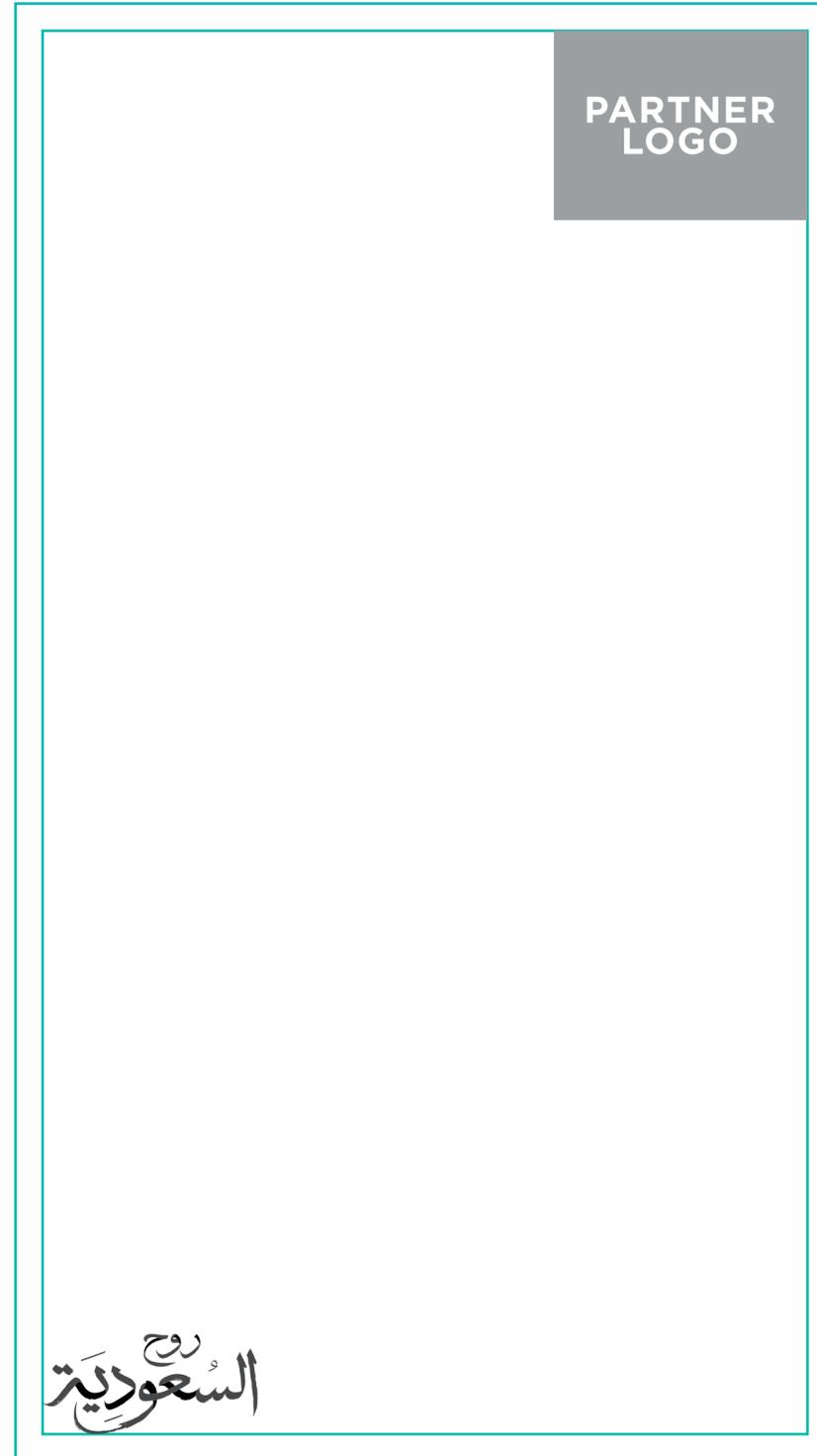
The Winter in Saudi logo will always live on the left side of the main visual, keeping clear spaces in mind.



- Domestic
- Regional

Partner Communications - Regional

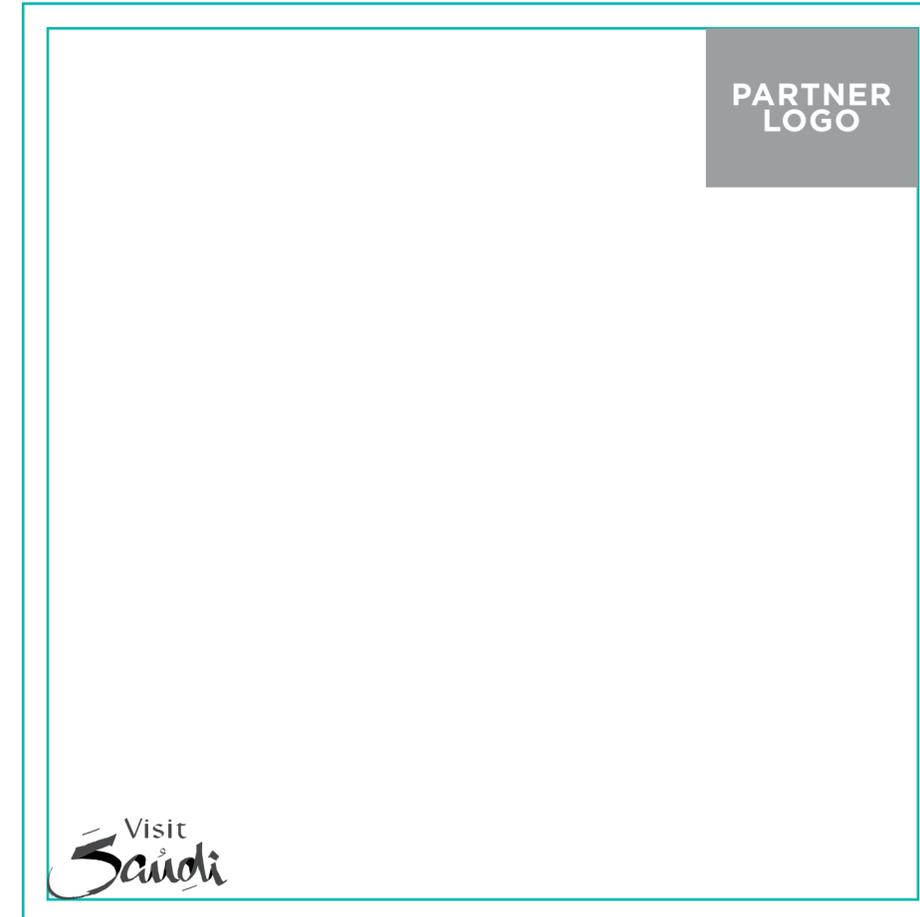
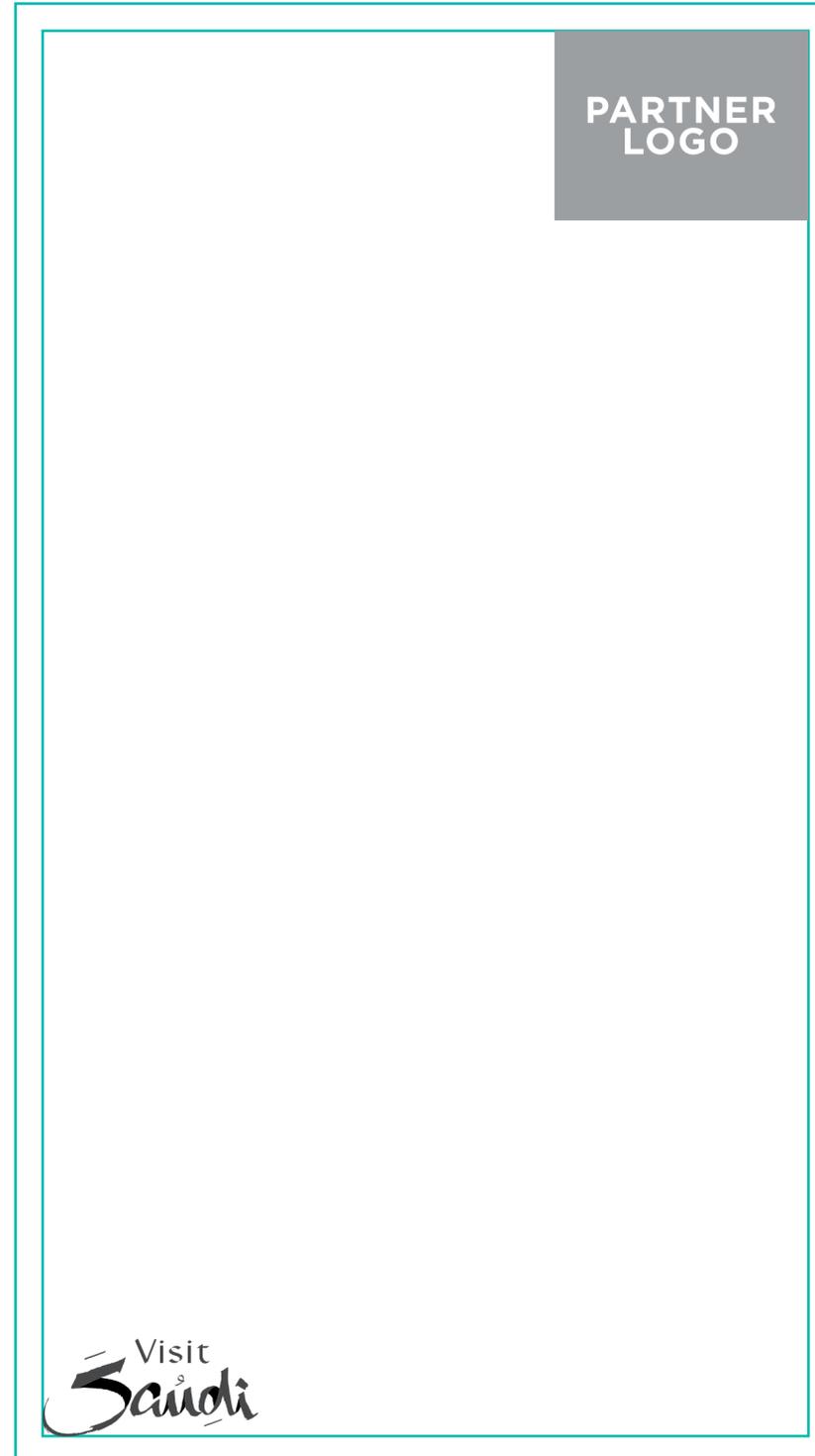
The Saudi logo will always live on the left side of the main visual, keeping clear spaces in mind.



- Domestic
- Regional

Partner Communications - Regional

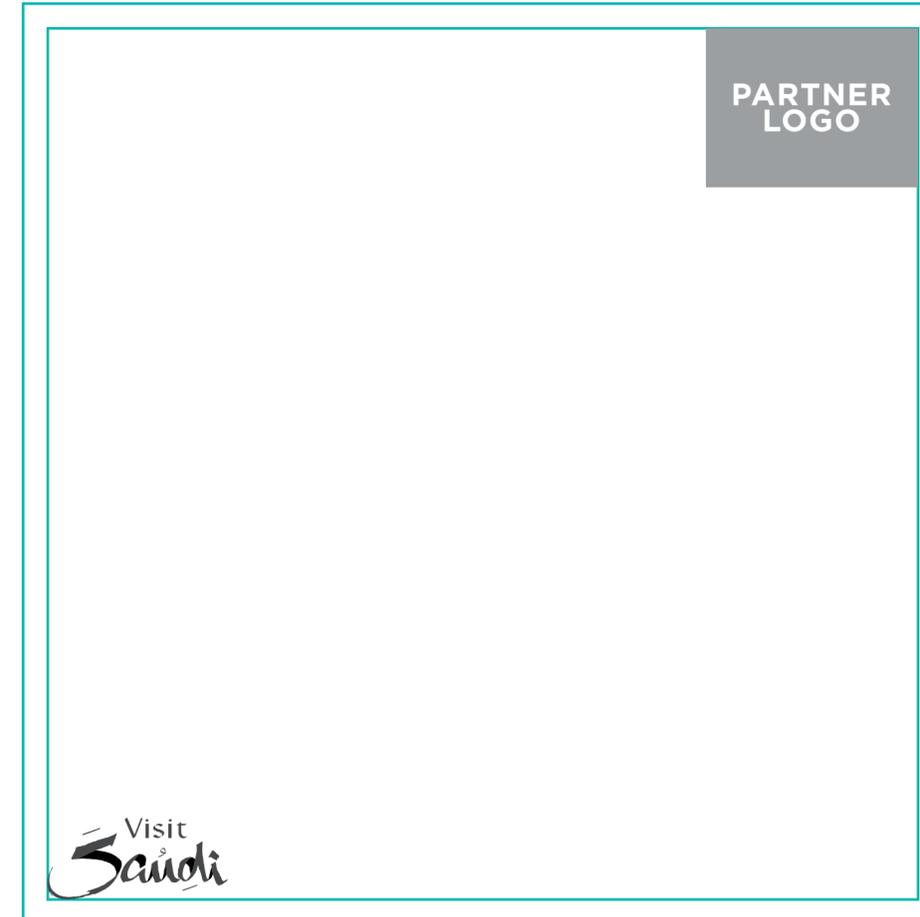
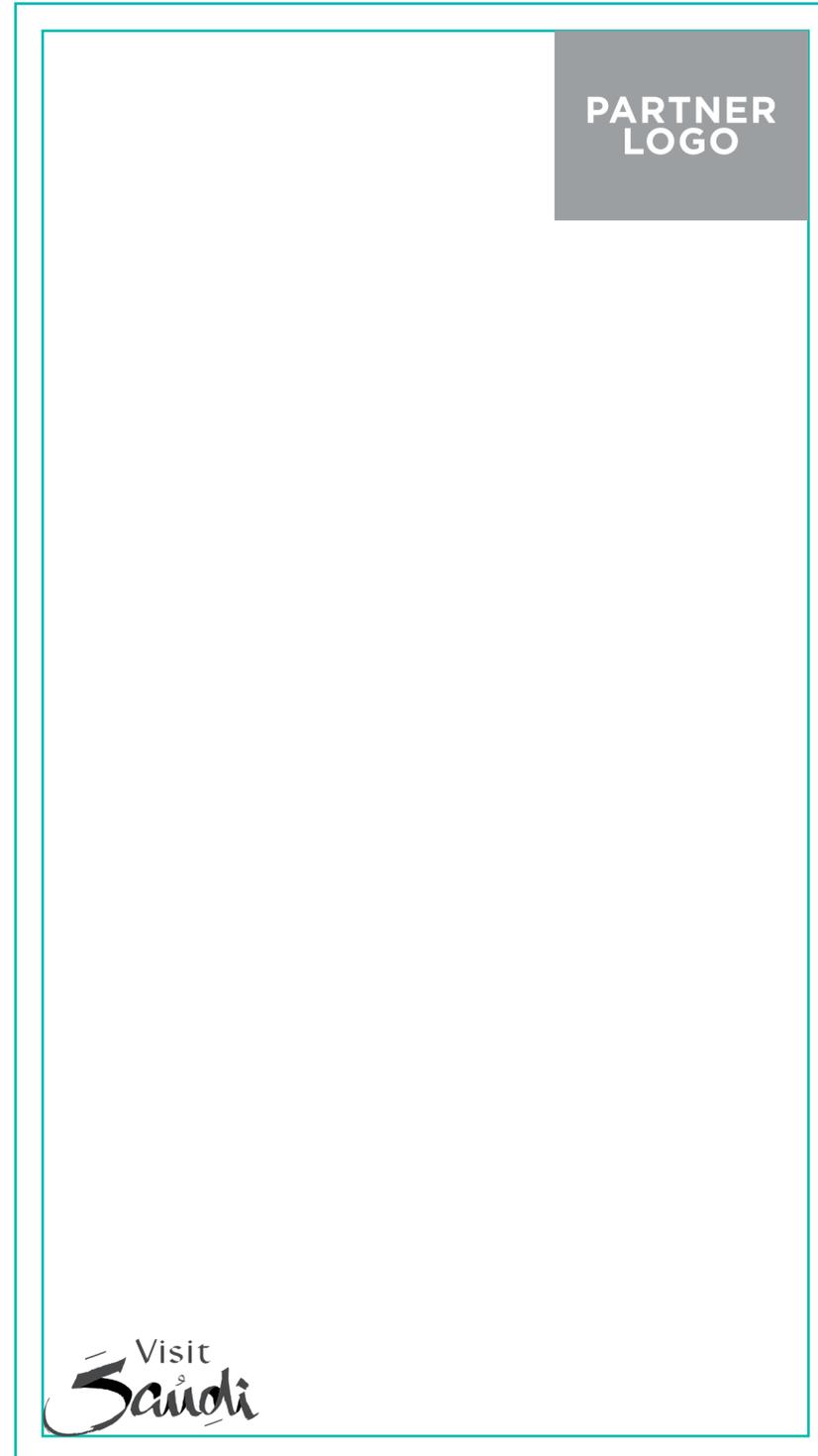
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- Domestic
- Regional

Partner Communications - Regional

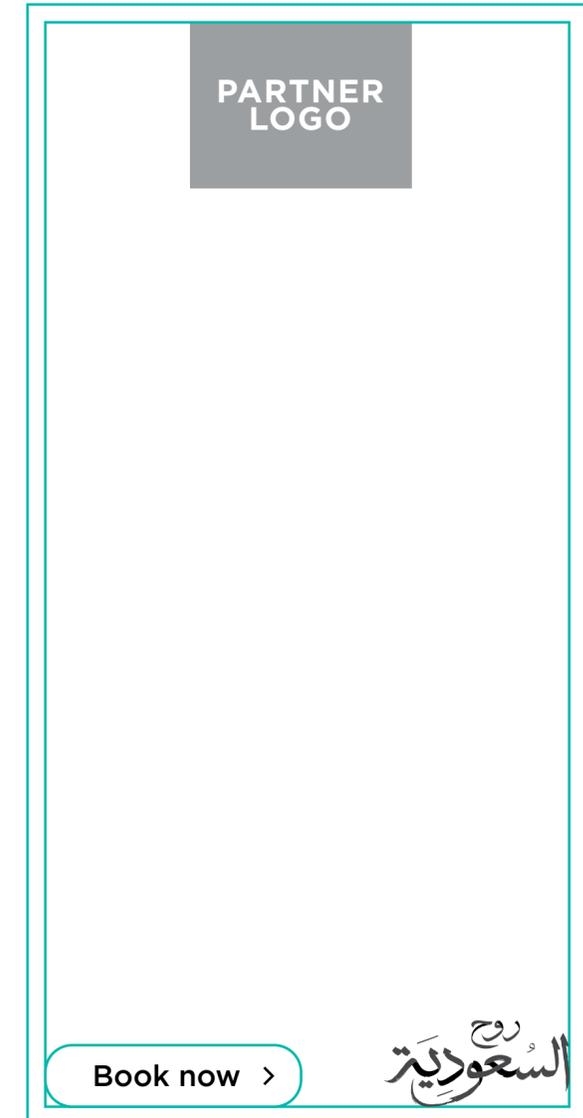
The Saudi logo will always live on the left side of the main visual, keeping clear spaces in mind.



- Domestic
- Regional

Partner Communications - Regional

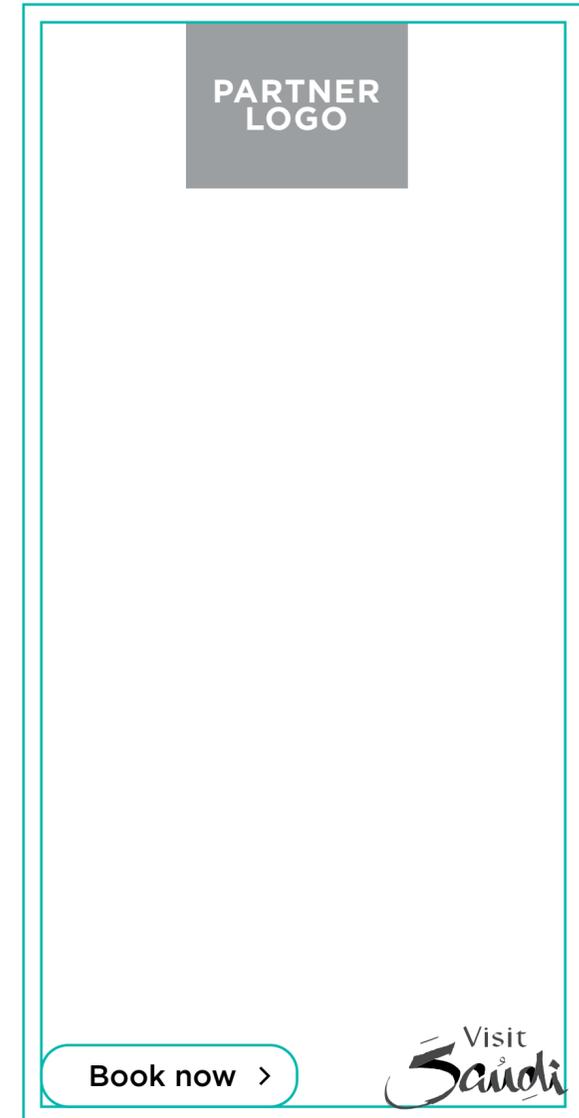
The Saudi logo will always live on the left side of the main visual, keeping clear spaces in mind.



- Domestic
- Regional

Partner Communications - Regional

The Saudi logo will always live on the left side of the main visual, keeping clear spaces in mind.



- Domestic
- Regional

Video Outro

At the end of a video the logo will be shown as an outro followed by Saudi logo. Each one will be in its own frame.



Frame 1



Frame 2



Frame 3

- Domestic
- Regional

Video Outro

At the end of a video the logo will be shown as an outro followed by Saudi logo. Each one will be in its own frame.



Frame 1



Frame 2



Frame 3

- Domestic
- Regional

