

هيئة الهلال الأحمر السعودي
SAUDI RED CRESCENT AUTHORITY



Brand
Identity Manual



Introduction

This guide book serves as the brand identity manual for Saudi Red Crescent Authority (SRCA).

It aims to deliver a consistent and professional standard of brand impression and communication to all our potential customer audiences. Therefore, we expect organizations that are delivering services on our behalf to achieve the same standards.

This document provides guidance about the standards that should be applied to all brand identity implementations and communications, including digital and printed materials. It also offers the basis for creating additional applications.

Following the rules of this manual is mandatory to ensure a consistent brand image.

Please contact SRCA's Management and Marketing Team for identity queries and the use of the brand mark and templates.

www.srca.org.sa

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Table of Contents

Table of Contents

Table of Contents

1.0 Brand Basic

1.1 Master Brand Mark Lockup

SRCA brand mark must always appear in the shown lockup. The centrally aligned symbol and logotype (brand name) reflect the assuring stability our brand brings to the national security.

The size ratio is carefully measured to clearly recognize the symbol details. Legibility of these visual elements and preserving the proper reading of our name are always priority, hence there's a minimum size rule (check minimum size guide).

Always use the master file which is available in all common formats, and do not attempt to re-build the brand mark.

هيئة الهلال الأحمر السعودي
SAUDI RED CRESCENT AUTHORITY



1.2 Horizontal Brand Mark Versions

The preferred reproduction of SRCA brand mark is in its positive full color version on white background.

Alternatively, the logo may be reversed only out of a SRCA Blue background color from the brand primary palette, in order to secure enough contrast for proper visibility.

When production limitation exists and the use of a full color logo is not possible, the grayscale version is to be applied (see color value) and not an automatic conversion.

Rarely, the use of monochrome (single color) or bitmap (black and white) versions is necessary. Example: fax transmissions, stamps and film exposure for special finishes such as foil blocking and embossing dyes.



Main Local Version



Main International Version

1.3 Circular Brand Mark Versions

The preferred reproduction of SRCA brand mark is in its positive full color version on white background.

Alternatively, the logo may be reversed only out of a SRCA Blue background color from the brand primary palette, in order to secure enough contrast for proper visibility.

When production limitation exists and the use of a full color logo is not possible, the grayscale version is to be applied (see color value) and not an automatic conversion.

Rarely, the use of monochrome (single color) or bitmap (black and white) versions is necessary. Example: fax transmissions, stamps and film exposure for special finishes such as foil blocking and embossing dyes.



Local Version - with border



Local Version - no border



International Version - with border



International Version - no border

1.4 Brand Mark Versions

The preferred reproduction of SRCA brand mark is in its positive full color version on white background.

Alternatively, the logo may be reversed only out of a SRCA Blue background color from the brand primary palette, in order to secure enough contrast for proper visibility.

When production limitation exists and the use of a full color logo is not possible, the grayscale version is to be applied (see color value) and not an automatic conversion.

Rarely, the use of monochrome (single color) or bitmap (black and white) versions is necessary. Example: fax transmissions, stamps and film exposure for special finishes such as foil blocking and embossing dyes.

Main Version



Main Reverse Version



Grayscale Version



Monochrome Reverse version



Monochrome Version



1.5 Hierarchy

The brand and master logo represent SRCA as a signature, and therefore appears in every touch point with its audience.

To manage this brand behavior, follow here shown branding hierarchy:

1st Rank Branding

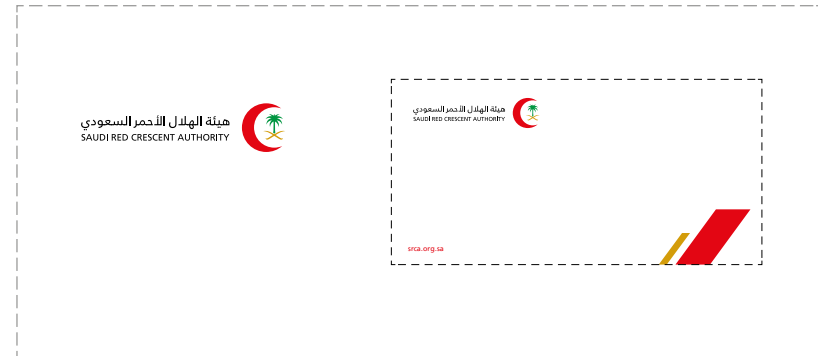
This is the main form of branding, showing the brand mark and descriptor in a detached relation, placed separately on brand application. It is used mainly for brand recognition and communication purposes.

2nd Rank Branding

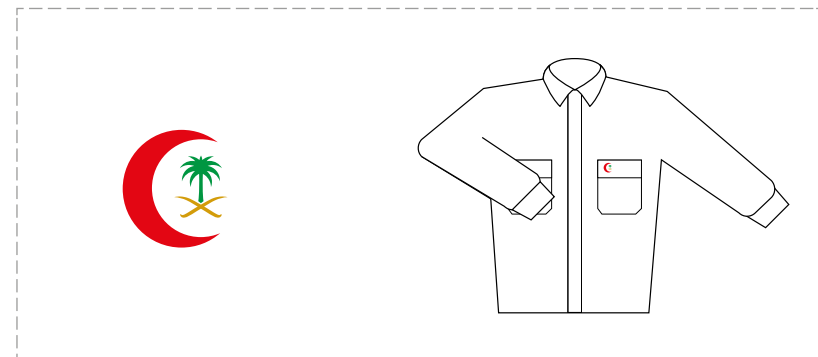
The brand wordmark represents SRCA when an application does not allow the use of a main & full brand mark.

SRCA mark is the symbol that signals our brand in the simplest form. Use the brand mark only when an application does offer enough space or does not require the presence of our brand descriptor or the master logo.

1st Rank Branding, Master Brand Mark



2nd Rank Branding, Symbol



2.0 Brand Colors

2.1 Primary Colors

For consistent brand recognition, SRCA owns a set of primary colors that form the brand color signal. Use consistently to strengthen their recall value. They are mainly present in the brand mark and appear first in brand applications. SRCA Red, Green, Gold and Black together the brand mark.

Pantone® color values are available to serve SRCA as spot colors where applicable, the brand may use process color reproduction - with CMYK values - in relevant brand applications, like communication templates. For digital applications use the RGB values.

The brand color values are given in full tone and are permitted to be used in lighter tints as shown here.

Do not use automatic conversion of the full Pantone® values into process or additive colors, this is only allowed when using tints.

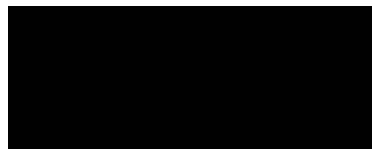


Pantone 485 C

C 0 M 100 Y 100 K 0

R 204 G 0 B 0

HEX# CC0000



Process Black

C 0 M 0 Y 0 K 100

R 0 G 0 B 0

HEX# 000000



Pantone 347 C

C 100 M 0 Y 100 K 0

R 0 G 153 B 75

HEX # 00994C



Pantone 7563 C

C 20 M 40 Y 100 K 0

R 217 G 154 B 40

HEX# D99A28

2.2 Secondary Colors

SRCA uses a set of secondary colors to complement its color language to support the primary colors in expressing the brand personality. This palette creates a practical set of colors that cover all design needs, to communicate SRCA to a broad audience with a variety of messages. The set includes light and dark, warm and cold colors.

To offer the SRCA a cohesive color language, opt always for using the full tone Pantone® color for designing layouts. When you need to use brand color backgrounds for text or other graphic elements, you may use lighter tints from the color palette.

In lieu of SRCA colors values, which can be found in the current edition of the Pantone® formula guide, when reproduction restricts the use of spot colors, refer to alternative color values as applicable.



Pantone 375 C

C 47 M 0 Y 100 K 0

R 149 G 214 B 0

HEX # 95D600



Pantone Cool Gray 7 C

C 0 M 0 Y 0 K 40

R 167 G 169 B 172

HEX# A7A9AC



Pantone 326 C

C 75 M 0 Y 40 K 0

R 0 G 185 B 173

HEX # 00B9AD



Pantone 724 C

C 30 M 73 Y 100 K 24

R 148 G 78 B 34

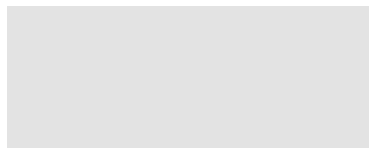
HEX# 954E0F

2.3 Neutral Colors

SRCA uses a set of neutral colors to complement its color language to support the primary and secondary colors in expressing the brand personality.

To offer the SRCAA cohesive color language, opt always for using the full tone Pantone® color for designing layouts. When you need to use brand color backgrounds for text or other graphic elements, you may use lighter tints from the color palette.

In lieu of SRCAc colors values, which can be found in the current edition of the Pantone® formula guide, when reproduction restricts the use of spot colors, refer to alternative color values as applicable.



Pantone Cool Gray 3 C

C 0 M 0 Y 0 K 15

R 220 G 221 B 222

HEX # DCDDDE

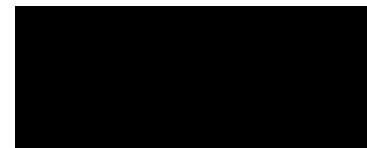


Pantone Cool Gray 7 C

C 0 M 0 Y 0 K 40

R 167 G 169 B 172

HEX# A7A9AC



Pantone Black 2 C

C 0 M 0 Y 0 K 100

R 35 G 31 B 32

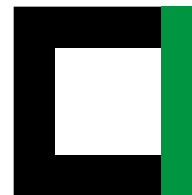
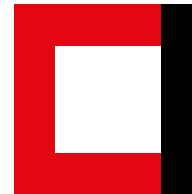
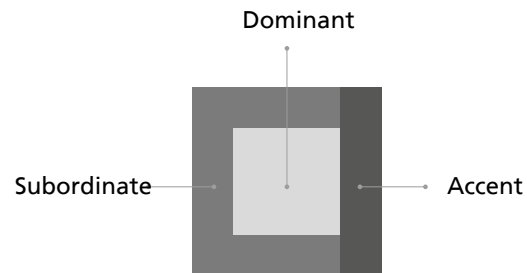
HEX # 231F20

2.4 Combining Colors

To design the right color message, use a relevant combination of brand colors. The shown combinations are examples of different brand expressions by varying their color stress.

Dominant colors are the most apparent in layouts and are general mood setters. They stress headings, titles, form background color or tone visual.

Subordinate colors support the dominant color, occupy less space or have less weight. They are used as graphic devices. Accents are fillers normally used as background, for framing text, elements and imagery. Accents should be sparingly applied.

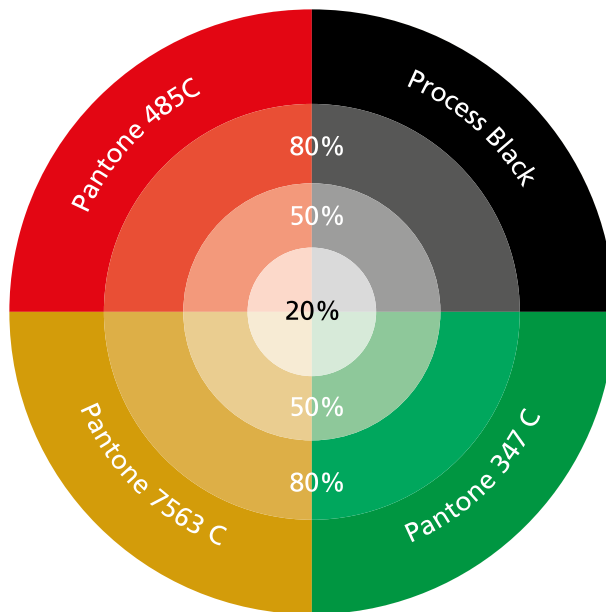


2.5 Color System

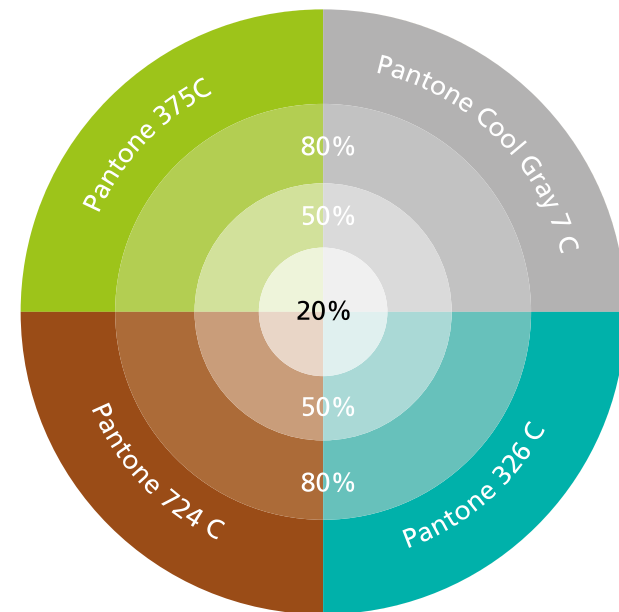
These color ranges have been specially selected to support the SRCA visual identity. They form a corporate palette that expresses the brand attributes in the language of colors.

SRCA color palette includes a bright color range and a dark or muted color range. The colors serve as backgrounds for the corporate signature, area fillers and layout elements in all applications, except for the official items (Example: stationery, only primary colors are used).

The selected collection provides enough flexibility for a designer to create suitable color combinations for all sorts of visual messages. It is allowed to use SRCA primary colors & their tints (down to 20%) in combination with solid colors or tints from this palette only.



Primary Colors



Secondary Colors

3.0 Typography

3.1 Brand Font

SRCA primary typefaces are intended for headings, sub-heading, naming, titles and main brand messages. These hero fonts are used in all brand applications, communication, as well as corporate and legal material.

Latin

Branding
Heading
Naming
Title



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&-+=

Frutiger LT Arabic

Arabic

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 ه و ي
0123456789



Branding
Heading
Naming
Title

Frutiger LT Arabic

3.2 Brand Font Family

For a coherent brand image, a set of family typefaces serves the brand in typesetting content information, body copy and contact details. The use of different weights allows flexibility and better readability.

Latin

Body copy
Small text
Content text

>

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&-+=

Frutiger LT Arabic 45 Light

Body copy
Small text
Content text

>

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&-+=

Frutiger LT Arabic 55 Roman

Body copy
Small text
Content text

>

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&-+=

Frutiger LT Arabic 65 Bold

Arabic

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 ه و ي

<

Body copy
Small text
Content text

0123456789!@#%&-+=

Frutiger LT Arabic 45 Light

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 ه و ي

<

Body copy
Small text
Content text

0123456789!@#%&-+=

Frutiger LT Arabic 55 Roman

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 ه و ي

<

Body copy
Small text
Content text

0123456789!@#%&-+=

Frutiger LT Arabic 65 Bold

3.3 Universal Font

To preserve the brand image, the use of these sets of fonts is necessary for web applications and to work universally on all common platforms.

Latin	Arabic
Fine Print > ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%&-+= Tahoma - Regular	< Fine Print 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 ه و ي 0123456789!@#%&-+= Tahoma - Regular
Paragraph heading Text highlight Captions Featured text > ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%&-+= Tahoma - Bold	< Paragraph heading Text highlight Captions Featured text 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 ه و ي 0123456789!@#%&-+= Tahoma - Bold

3.4 Typesetting Guide

All applications shall follow a unified typographic style, which requires adherence to a typesetting guide.

Using various weights in Arabic, creates the needed text differentiation. In Latin, headings and titles should always use title case (initial caps) and flush text alignment. Central text alignment is not allowed. Key messages that require extra stress can use the bold weight, example: quotes. Use true end dashes (–) and not hyphens (-).

Arabic Specifications

- Main Headings: Frutiger LT Arabicm 65 Bold
- Subheadings: Frutiger LT Arabicm 55 Roman
- Intro: Frutiger LT Arabic
- Paragraph Headings: Frutiger LT Arabic Roman
- Body copy: Frutiger LT Arabic
- Text highlight: Frutiger LT Arabi

Latin Specifications

- Main Headings: DIN Next LT Arabic Medium
- Subheadings: DIN Next LT Arabic Medium
- Intro: DIN Next LT Arabic Light
- Paragraph Headings: DIN Next LT Arabic Roman
- Body copy: DIN Next LT Arabic Light
- Text highlight: DIN Next LT Arabic Medium

Latin

Titles in Frutiger LT Arabic 65 Bold

Sub-heading in Frutiger LT Arabic 55 Roman

Paragraph Heading in Frutiger LT Arabic 45 Light

Intro paragraph in Helvetica Neue LT Std Light. Blind text
accumsan et iusto praesent luptatum delenit augue ipsum
duis dolore te feugait facilisly feugiat

Paragraph Heading in Frutiger LT Arabic 45 Light

- This paragraph of example copy shows how to form bulleted copy and similar forms of text subdivisions to enable you to compare styles.
- This paragraph of example copy shows how to form bulleted copy to compare styles, weights and sizes of type that are available.

To highlight a part of the text: conse tetuer adip iscing elit,
Suspendisse sodales nulla. Etiam sed risus. Etiam velit.
Nulla vel sapien vehicula tellus dapibus blandit

Arabic

العناوين بخط فروتيجر ٥٦ بولد

لعناوين المساندة بخط فيرتيجر ٥٥ رومان

رؤوس الفقرات بخط فيرتيجر لايت ٥٤

نموذج لنص التقديم وهذا النص ليس للقراءة. فقد وضع في هذا
المكان لملء الحيز الذي سيشغله النص الصحيح لاحقاً. وفائدته
لنافي هذه المرحلة تتلخص نموذجاً للخط.

رؤوس الفقرات بخط فيرتيجر لايت ٥٤

- هذا النص ليس للقراءة، فقد وضع في هذا المكان لملء الحيز الذي سيشغله النص الصحيح لاحقاً.
- هذا النص ليس للقراءة، فقد وضع في هذا المكان وفائدته لنا في هذه المرحلة تتلخص في كونه نموذجاً لنوع الخط.
- لتحديد وإبراز جزء من النص: هذا النص ليس للقراءة. فقد وضع وفائدته لنا في هذه المرحلة تتلخص في كونه نموذجاً لنوع الخط الذي سنستخدمه للنص الفعلي للإعلان.

4.0 Reproduction Guideline

4.1 Clear Space

To ensure prominence and legibility, the brand mark is always surrounded by a minimum area of clear space.

The clear space remains free of other elements, such as type, graphics and imagery.

The shown guideline defines the minimum clear space around the brand mark. It creates a protective, imaginary border around the brand mark.

The protected free space is created by X (Saudi Crescent Authority symbol).



4.2 Minimum Size Logo and Icon logo

Size measurement is based on the width of SRCA logo.

To ensure sufficient brand mark recognition, apply the minimum size rule when placing the brand mark on any communication or advertising material.

Brand identity applications reproduce the logo in an optimum size, please use the provided templates.

Some applications may require micro sizes. As example: fitting into a small area on a plastic card, in such cases the use of the micro size brand symbol only is allowed and considered an exceptional use.

Further size reduction is not permitted.



30 mm



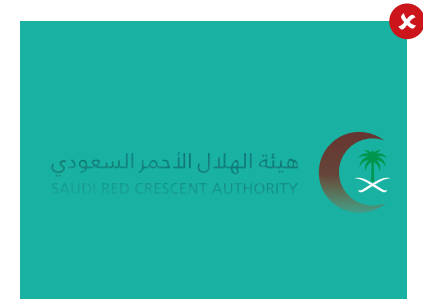
10 mm

4.3 Unacceptable Backgrounds

The figures show examples of non permitted brand mark placements. Reason here is the reduced contrast and loss of logo clarity. The positive main logo version does not appear well.

Avoid using alien colors and apply a suitable color from the brand color palette for placing the positive logo version on solid backgrounds, with up to 10% color tint.

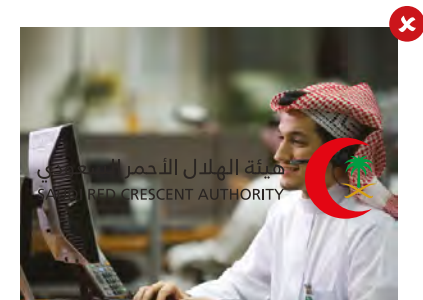
Heterogeneous, busy or patterned photographic backgrounds harm the needed brand mark visibility and are therefore not permitted.



Do not place on a corporate color with no sufficient contrast



Do not use an alien, non-corporate color



Do not use a patterned, heterogeneous photographic background

4.4 Permissible Backgrounds

To allow the brand mark appear on various backgrounds and cater for a wide range of use, the shown figure demonstrates examples of permissible logo placements.

The rule is to favor the use of SRCA main logo version, positive on white or light color background, and reverse on SRCA Red and Green. Secure enough contrast and select the logo version that appears best.

When placing the brand mark over an image, choose a homogenous area or use the white bitmap (mono-color) version to place it on a dark, pattern or pixelled background.



4.5 Acceptable Backgrounds Mono Color Logo

The preferred reproduction of SRCA brand mark is in its positive full color version on white background, followed by the reverse version on SRCA Red and Green background.

Alternatively, the logo may be reversed out of a dark background color from SRCA's color palette.

For this need, use the mono color reverse logo version, converted to 100% white, and consider the shown contrast as benchmark for placing the logo on any other sort of dark backgrounds.



Primary Colors



Secondary Colors



Secondary Colors

4.6 Brand Mark Misuses

Shown in the figures are some unacceptable uses of SRCA brand mark. The brand mark should always be reproduced from the master artworks, do not reconstruct the logo.

The brand mark should never be altered, redrawn, recolored or manipulated in any way. It is not allowed to append more descriptors to the logo.

Please ensure that SRCA brand mark is used correctly at all times.



Resize using proportional scaling (press the shift button)



Do not distort the logo



Do not delete any component



Do not reproduce with incorrect color values



Do not change the proportion of the components



Do not add or alter the logo color



Do not reproduce with low resolution



Do not change the configuration



Do not change the proportion of the Clear space between the symbol and font

5.0 Stationery

5.1 Business Card

Brand Mark

Full-color prime version (Pantone Colors).
Always use the master artwork.

Colors

Name: Pantone 485
Job Title: Black
Contact Details: Black
Website: Pantone 485

Typesetting

Name: Frutiger LT Arabic - Roman / 8 pt
Leading 13 pt
Job Title: Frutiger LT Arabic - Roman / 7 pt
Leading 11 pt
Contacts Details: Frutiger LT Arabic - Roman / 7 pt
Leading 9 pt
Website: Frutiger LT Arabic - Roman / 8 pt

Size

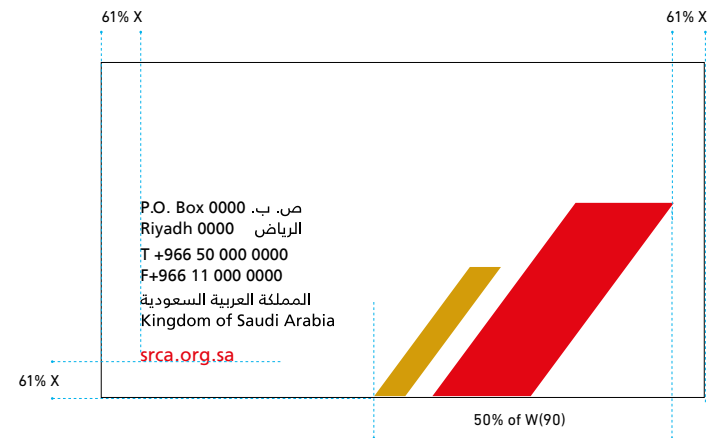
W 90 x H 50 mm

Printing

Offset color printing

Paper Stock

Sappi Magno Satin, Glossy coated - 300 gsm



5.0 Stationery

5.2 Letterhead 1

Brand Mark

Full-color prime version (Pantone Colors).
Always use the master artwork.

Colors

Name: Pantone 485
Job Title: Black
Contact Details: Black
Website: Pantone 485

Typesetting

Contacts Details: Frutiger LT Arabic - Roman / 8 pt
Leading 12 pt
Website: Frutiger LT Arabic - Roman / 10 pt

Size

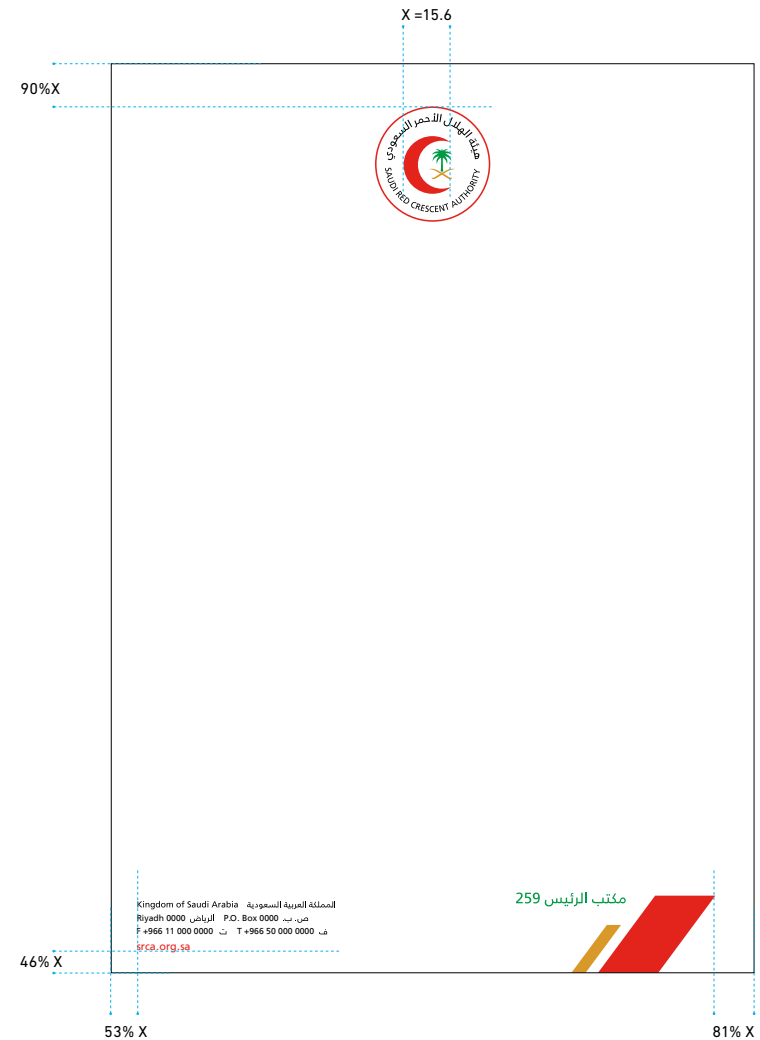
W 90 x H 50 mm

Printing

Offset color printing

Paper Stock

Conqueror CX22 Whites - 80 gsm



*All dimensions in mm

5.0 Stationery

5.3 Letterhead 2

Brand Mark

Full-color prime version (Pantone Colors).
Always use the master artwork.

Colors

Name: Pantone 485
Job Title: Black
Contact Details: Black
Website: Pantone 485

Typesetting

Contacts Details: Frutiger LT Arabic - Roman / 8 pt
Leading 12 pt
Website: Frutiger LT Arabic - Roman / 10 pt

Size

W 90 x H 50 mm

Printing

Offset color printing

Paper Stock

Conqueror CX22 Whites - 80 gsm



*All dimensions in mm

5.4 Follow up Sheet

Brand Mark

Full-color prime version (Pantone Colors).
Always use the master artwork.

Size

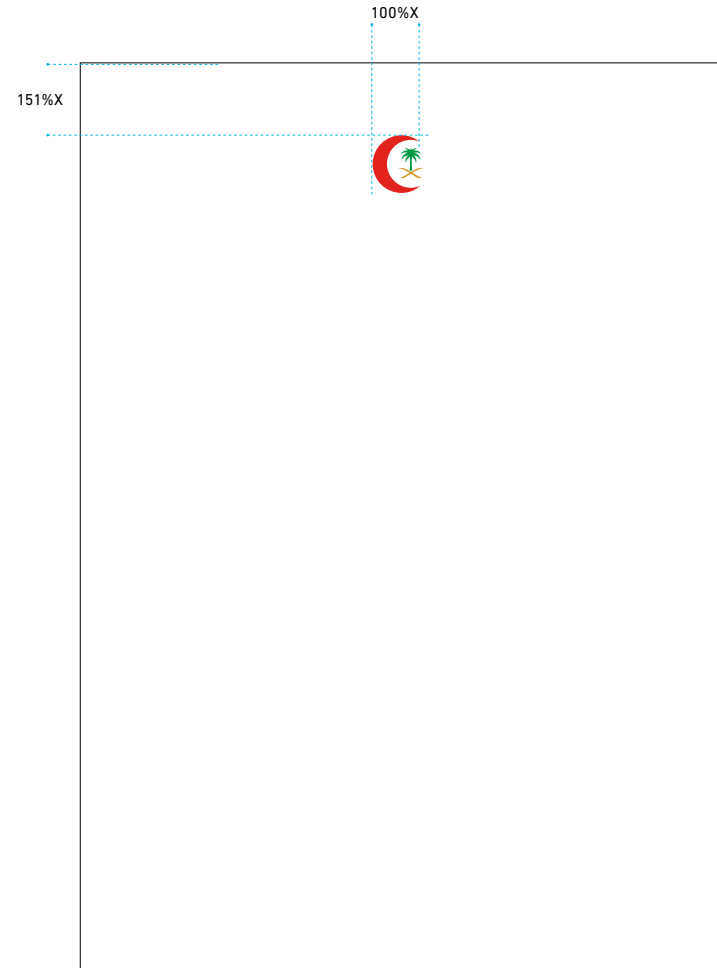
A4 - (W 210 x H 297 mm)

Printing

Offset color printing

Paper Stock

Conqueror CX22 Whites - 80 gsm



5.5 DL Envelope

Brand Mark

Full-color prime version (Pantone Colors).
Always use the master artwork.

Colors

Contact Details: Black
Website: Pantone 485

Typesetting

Contacts Details: Frutiger LT Arabic - Roman / 9 pt
Leading 13 pt
Website: Frutiger LT Arabic - Roman / 12 pt

Size

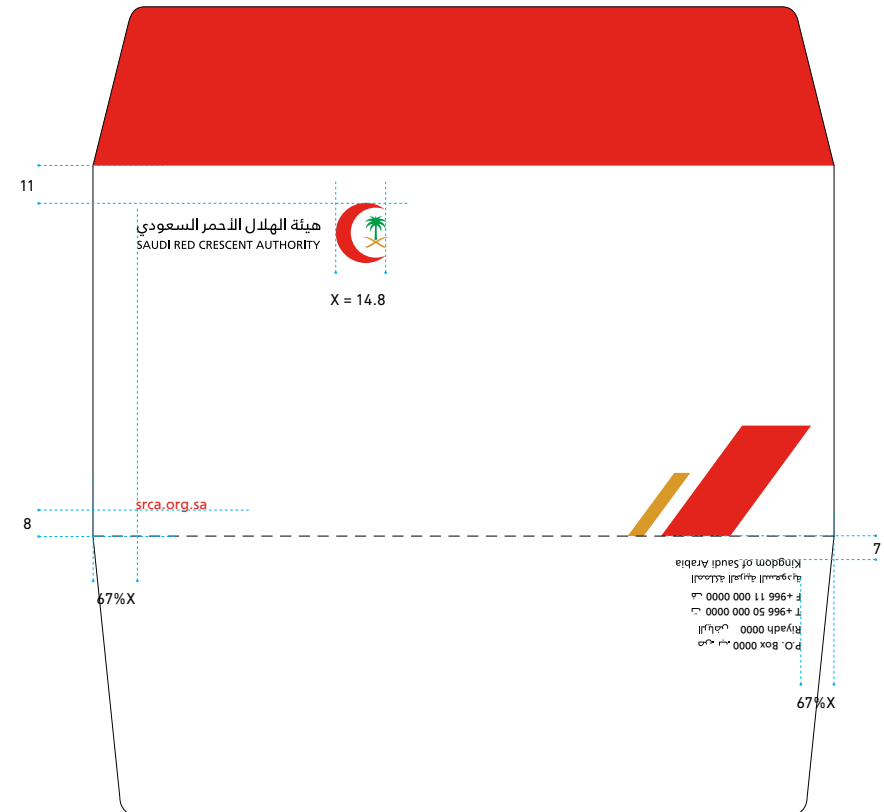
DL (W 220 x H 110 mm)

Printing

Offset color printing

Paper Stock

Ready made Conqueror DL - CX22 Whites - 120 gsm



5.0 Stationery

5.6 C5 Envelope

Brand Mark

Full-color prime version (Pantone Colors).
Always use the master artwork.

Colors

Contact Details: Black
Website: Pantone 485

Typesetting

Contacts Details: Frutiger LT Arabic - Roman / 8 pt
Leading 14 pt
Website: Frutiger LT Arabic - Roman / 11 pt

Size

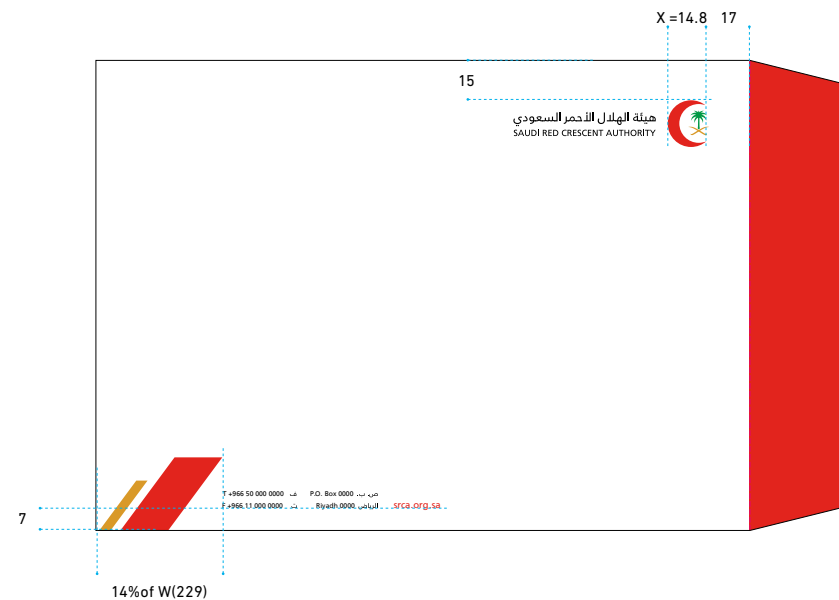
C5 (W 229 x H 162 mm)

Printing

Offset color printing

Paper Stock

Standard Wood Free, Ready Made - 120 gsm



5.0 Stationery

5.7 C4 Envelope

Brand Mark

Full-color prime version (Pantone Colors).
Always use the master artwork.

Colors

Contact Details: Black
Website: Pantone 485

Typesetting

Contacts Details: Frutiger LT Arabic - Roman / 9.5 pt
Leading 17 pt
Website: Frutiger LT Arabic - Roman / 13 pt

Size

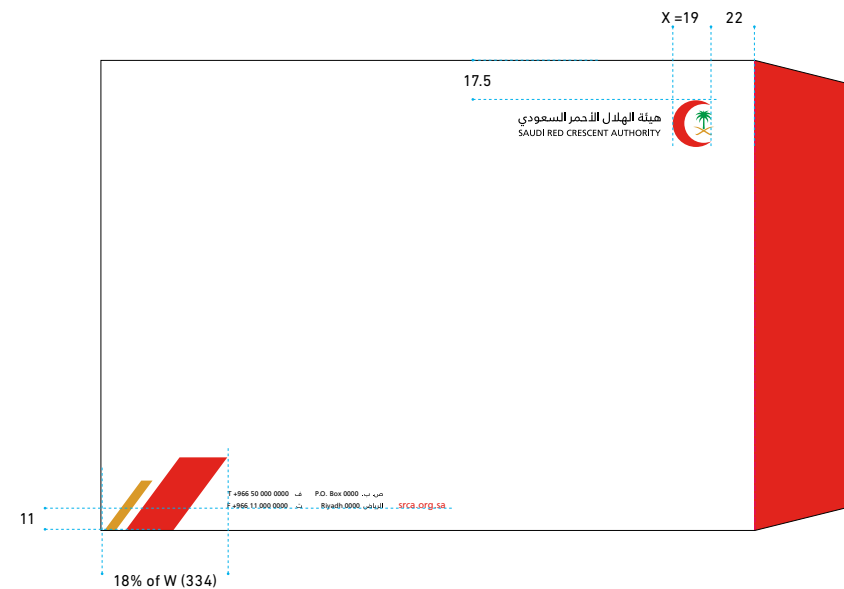
C4 (W334 x H 229 mm)

Printing

Offset color printing

Paper Stock

Standard Wood Free, Ready Made - 120 gsm



5.8 C3 Envelope

Brand Mark

Full-color prime version (Pantone Colors).
Always use the master artwork.

Colors

Contact Details: Black
Website: Pantone 485

Typesetting

Contacts Details: Frutiger LT Arabic - Roman / 12 pt
Leading 21 pt
Website: Frutiger LT Arabic - Roman / 16 pt

Size

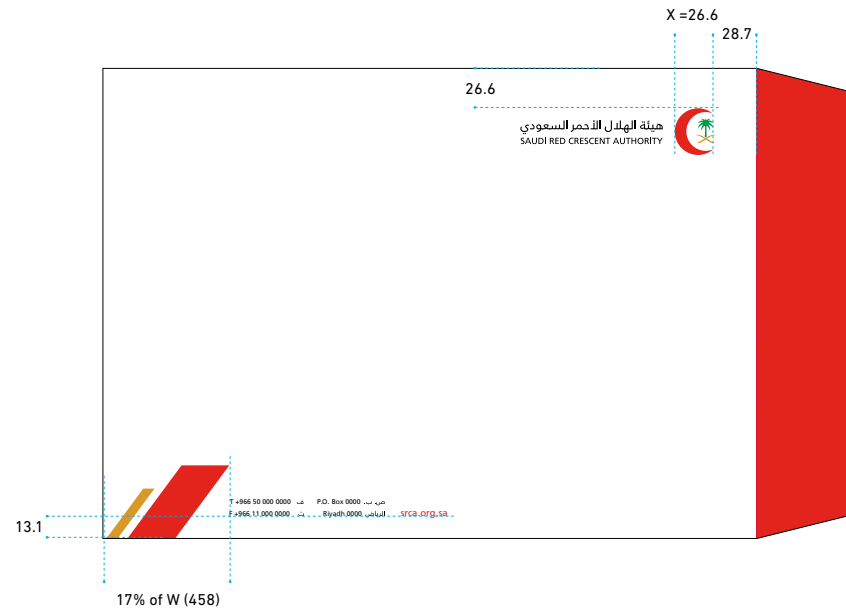
C3 (W 458 x H 324 mm)

Printing

Offset color printing

Paper Stock

Standard Wood Free, Ready Made - 120 gsm



5.0 Stationery

5.9 Folder

Brand Mark

Full-color prime version (Pantone Colors).
Always use the master artwork.

Colors

Contact Details: Reverse White
Slogan: Reverse White

Typesetting

Contacts Details: Frutiger LT Arabic - Roman / 11 pt
Leading 21 pt
Slogan: Frutiger LT Arabic - Roman / 18.6 pt
Leading 20 pt

Size

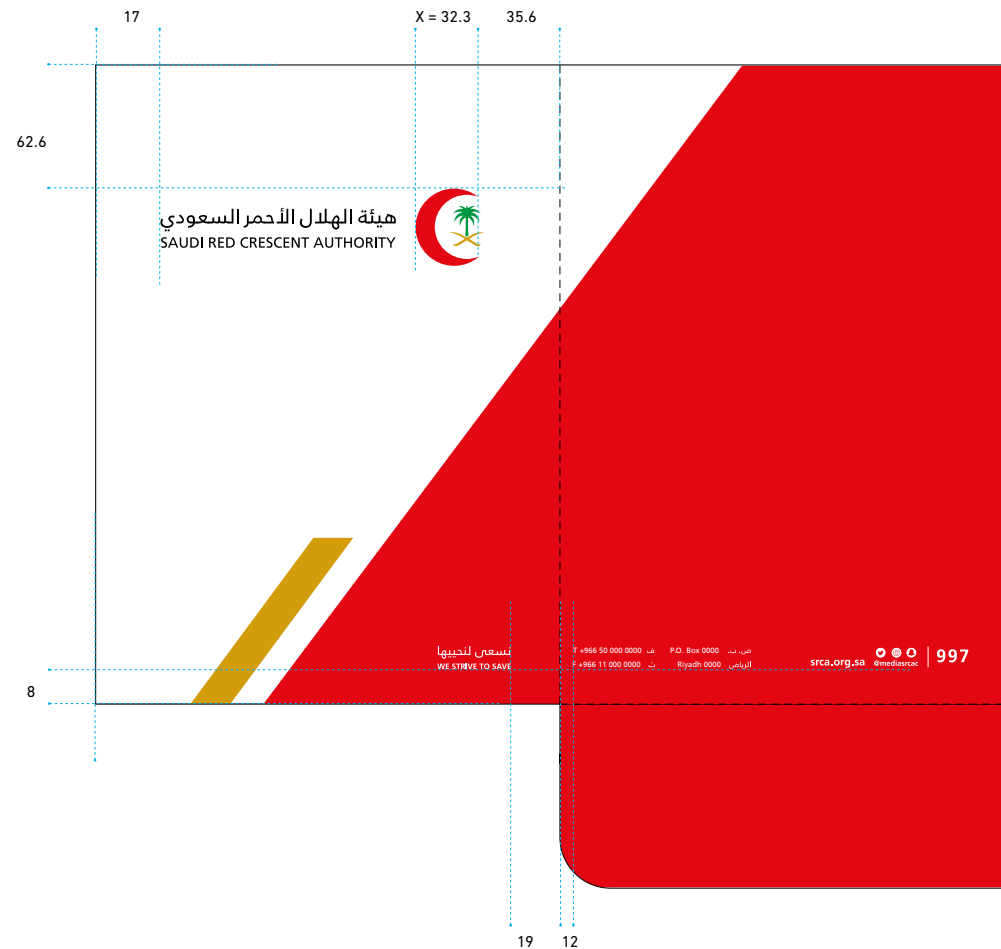
W 230 x H 324 mm (folded)
W 460 x H 417 mm (open)

Printing

Offset color printing

Paper Stock

Sappi Magno Satin, Glossy coated - 300 gsm



*All dimensions in mm

5.10 A5 Notepad - cover

Brand Mark

Full-color prime version (Pantone Colors).
Always use the master artwork.

Colors

Motto: Reverse White

Typesetting

Motto Arabic: Frutiger LT Arabic - Roman / 12 pt
Leading 13 pt

Motto English: Frutiger LT Arabic - Bold / 7.5 pt

Size

A5 - W 148 x H 210 mm

Printing

Offset color printing

Paper Stock

Sappi Magno Satin, Glossy coated - 200 gsm



5.0 Stationery

5.11 A5 Notepad - inside

Brand Mark

Full-color prime version (Pantone Colors).
Always use the master artwork.

Colors

Website: Reverse White

Typesetting

Website: Frutiger LT Arabic - Bold / 11 pt

Size

A5 - W 148 x H 210 mm

Printing

Offset color printing

Paper Stock

Sappi Magno Satin, Glossy coated - 1 00 gsm



5.12 A4 Notepad - cover

Brand Mark

Full-color prime version (Pantone Colors).
Always use the master artwork.

Colors

Motto: Reverse White

Typesetting

Motto Arabic: Frutiger LT Arabic - Roman / 17 pt
Leading 19 pt

Motto English: Frutiger LT Arabic - Bold / 10.5 pt

Size

A5 - W 148 x H 210 mm

Printing

Offset color printing

Paper Stock

Sappi Magno Satin, Glossy coated - 200 gsm



5.0 Stationery

5.13 A4 Notepad - inside

Brand Mark

Full-color prime version (Pantone Colors).
Always use the master artwork.

Colors

Website: Reverse White

Typesetting

Website: Frutiger LT Arabic - Bold / 15.6 pt

Size

A5 - W 148 x H 210 mm

Printing

Offset color printing

Paper Stock

Sappi Magno Satin, Glossy coated - 1 00 gsm



6.0 Literature

6.1 DL 2-fold Leaflet - front

Brand Mark

Full-color prime version (CMYK).

Always use the master artwork.

Colors

Headline:	CMYK
Paragraph Title:	CMYK
Body Copy:	CMYK
Contact Details:	CMYK
Motto:	Reverse white

Typesetting

Headline:	Frutiger LT Arabic - Bold / 14 pt
Paragraph Title:	Frutiger LT Arabic - Bold / 13 pt
Body Copy:	Frutiger LT Arabic - Roman / 11 pt Leading 15 pt
Contacts Details:	Frutiger LT Arabic - Roman / 9 pt
Motto Arabic:	Frutiger LT Arabic - Roman / 17 pt Leading 19 pt
Motto English:	Frutiger LT Arabic - Bold / 16 pt
Website:	Frutiger LT Arabic - Bold / 10 pt

Size

W 100 x H 210 mm (folded)

Printing

Offset, CMYK color printing

Paper Stock

Sappi Magno Satin or Premium quality paper,
brilliant white and Glossy coated - 150 gsm

*All dimensions in mm



6.2 DL 2-fold Leaflet - inside

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Headline: CMYK
Paragraph Title: CMYK
Body Copy: CMYK
Contact Details: CMYK
Motto: Reverse white

Typesetting

Headline: Frutiger LT Arabic - Bold / 14 pt
Paragraph Title: Frutiger LT Arabic - Bold / 13 pt
Body Copy: Frutiger LT Arabic - Roman / 11 pt
Leading 15 pt
Contacts Details: Frutiger LT Arabic - Roman / 9 pt
Motto Arabic: Frutiger LT Arabic - Roman / 17 pt
Leading 19 pt
Motto English: Frutiger LT Arabic - Bold / 16 pt
Website: Frutiger LT Arabic - Bold / 10 pt

Size

W 100 x H 210 mm (folded)

Printing

Offset, CMYK color printing

Paper Stock

Sappi Magno Satin or Premium quality paper,
brilliant white and Glossy coated - 150 gsm

*All dimensions in mm



X = 14,8



6.3 Folded A4 Leaflet - outside

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Headline: CMYK
Contact Details: CMYK
Motto: Reverse white
Website: Reverse white

Typesetting

Headline: Frutiger LT Arabic - Bold / 12 pt
Contacts Details: Frutiger LT Arabic - Roman / 11 pt
Motto Arabic: Frutiger LT Arabic - Roman / 12 pt
Leading 13 pt
Motto English: Frutiger LT Arabic - Bold / 8 pt
Website: Frutiger LT Arabic - Bold / 16 pt

Size

W 210 x H 297 mm (folded)

Printing

Offset, CMYK color printing

Paper Stock

Sappi Magno Satin or Premium quality paper,
brilliant white and Glossy coated - 150 gsm



6.4 Folded A4 Leaflet - inside

Brand Mark

Full-color prime version (CMYK).

Always use the master artwork.

Colors

Paragraph Title: CMYK

Body Copy: CMYK

Typesetting

Paragraph Title: Frutiger LT Arabic - Bold / 14 pt

Body Copy: Frutiger LT Arabic - Roman / 11 pt
Leading 13 pt (auto)

Size

W 210 x H 297 mm (folded)

Printing

Offset, CMYK color printing

Paper Stock

Sappi Magno Satin or Premium quality paper,
brilliant white and Glossy coated - 150 gsm



6.5 A4 Leaflet - outside

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Headline: CMYK
Motto: Reverse white

Typesetting

Headline: Frutiger LT Arabic - Bold / 17 pt
Leading 27 pt
Motto Arabic: Frutiger LT Arabic - Roman / 17 pt
Leading 19 pt
Motto English: Frutiger LT Arabic - Roman / 11 pt

Size

W 210 x H 297 mm (folded)

Printing

Offset, CMYK color printing

Paper Stock

Sappi Magno Satin or Premium quality paper,
brilliant white and Glossy coated - 150 gsm



6.6 A4 Leaflet 1 - inside

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Paragraph Title: CMYK
Body Copy: CMYK
Website: Reverse white

Typesetting

Paragraph Title: Frutiger LT Arabic - Bold / 14 pt
Body Copy: Frutiger LT Arabic - Roman / 11 pt
Leading 15 pt
Website: Frutiger LT Arabic - Bold / 17 pt

Size

W 210 x H 297 mm (folded)

Printing

Offset, CMYK color printing

Paper Stock

Sappi Magno Satin or Premium quality paper,
brilliant white and Glossy coated - 150 gsm



6.7 A4 Leaflet 2 - inside

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Paragraph Title: CMYK
Body Copy: CMYK
Website: Reverse white

Typesetting

Paragraph Title: Frutiger LT Arabic - Bold / 14 pt
Body Copy: Frutiger LT Arabic - Roman / 11 pt
Leading 15 pt
Website: Frutiger LT Arabic - Bold / 17 pt

Size

W 210 x H 297 mm (folded)

Printing

Offset, CMYK color printing

Paper Stock

Sappi Magno Satin or Premium quality paper,
brilliant white and Glossy coated - 150 gsm



6.8 A5 Brochure - outside

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Headline:	CMYK
Contact Details:	CMYK
Motto:	Reverse white
Website:	Reverse white

Typesetting

Headline:	Frutiger LT Arabic - Bold / 12 pt
Contacts Details:	Frutiger LT Arabic - Roman / 11 pt
Motto Arabic:	Frutiger LT Arabic - Roman / 12 pt
	Leading 13 pt
Motto English:	Frutiger LT Arabic - Bold / 8 pt
Website:	Frutiger LT Arabic - Bold / 16 pt

Size

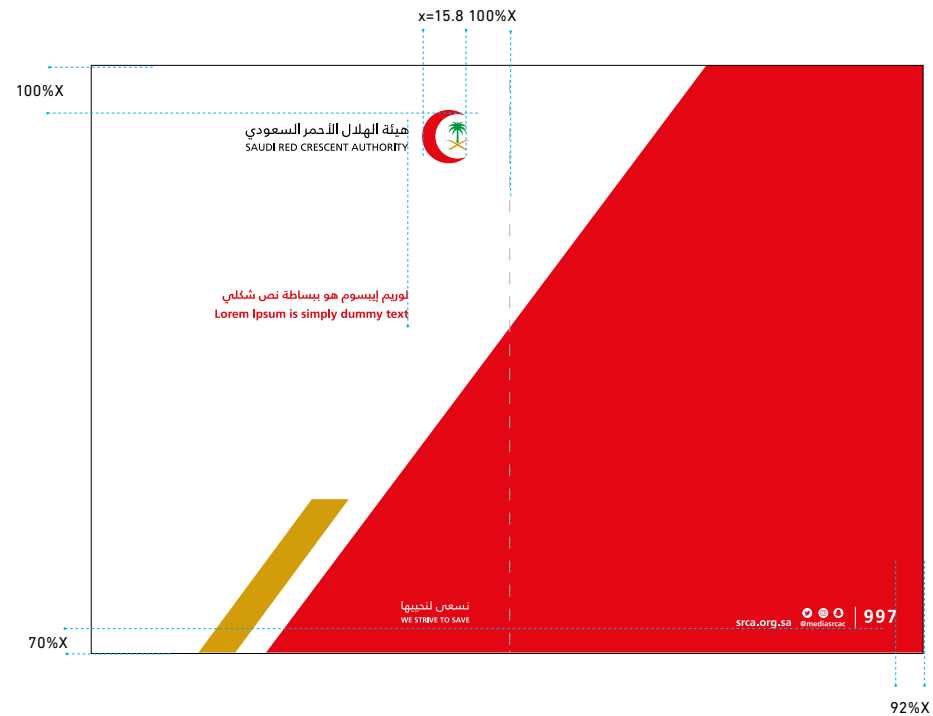
W 148 x H 210 mm (folded)

Printing

Offset, CMYK color printing

Paper Stock

Sappi Magno Satin or Premium quality paper,
brilliant white and Glossy coated - 150 gsm



6.9 A5 Brochure - inside

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Paragraph Title: CMYK
Body Copy: CMYK

Typesetting

Paragraph Title: Frutiger LT Arabic - Bold / 13 pt
Body Copy: Frutiger LT Arabic - Roman / 11 pt
Leading 11 pt (auto)

Size

W 148 x H 210 mm (folded)

Printing

Offset, CMYK color printing

Paper Stock

Sappi Magno Satin or Premium quality paper,
brilliant white and Glossy coated - 150 gsm



6.10 A5 Brochure - inside

Brand Mark

Full-color prime version (CMYK).

Always use the master artwork.

Colors

Paragraph Title: CMYK

Body Copy: CMYK

Typesetting

Paragraph Title: Frutiger LT Arabic - Bold / 13 pt

Body Copy: Frutiger LT Arabic - Roman / 11 pt
Leading 13 pt (auto)

Size

W 148 x H 210 mm (folded)

Printing

Offset, CMYK color printing

Paper Stock

Sappi Magno Satin or Premium quality paper,
brilliant white and Glossy coated - 150 gsm



6.11 A5 Brochure - inside

Brand Mark

Full-color prime version (CMYK).

Always use the master artwork.

Colors

Paragraph Title: CMYK

Body Copy: CMYK

Typesetting

Paragraph Title: Frutiger LT Arabic - Bold / 13 pt

Body Copy: Frutiger LT Arabic - Roman / 11 pt
Leading 11 pt (auto)

Size

W 148 x H 210 mm (folded)

Printing

Offset, CMYK color printing

Paper Stock

Sappi Magno Satin or Premium quality paper,
brilliant white and Glossy coated - 150 gsm



X = 15.8



6.12 A4 Brochure - outside

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Headline: CMYK
Contact Details: CMYK
Motto: Reverse white

Typesetting

Headline: Frutiger LT Arabic - Bold / 18 pt
Leading 31.5 pt
Contacts Details: Frutiger LT Arabic - Roman / 11 pt

Motto Arabic: Frutiger LT Arabic - Roman / 18.5 pt
Leading 20 pt
Motto English: Frutiger LT Arabic - Bold / 11.3 pt
Website: Frutiger LT Arabic - Bold / 16 pt

Size

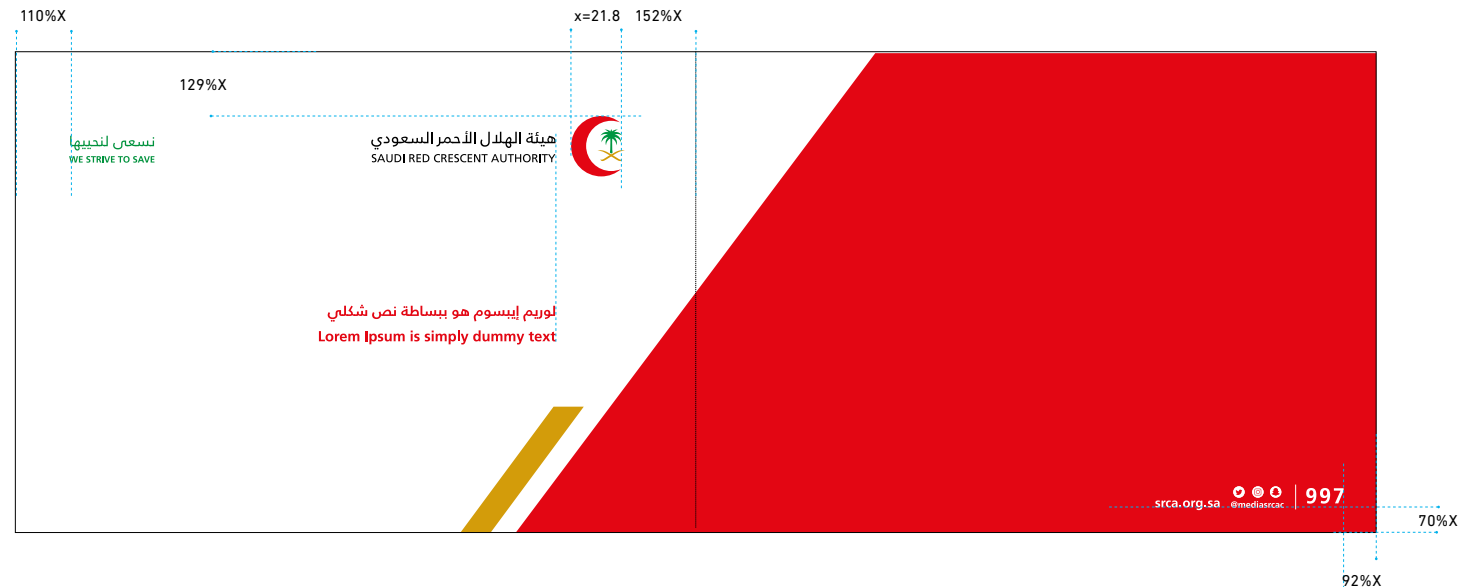
W 297x H 210 mm (folded)

Printing

Offset, CMYK color printing

Paper Stock

Sappi Magno Satin or Premium quality paper,
brilliant white and Glossy coated - 150 gsm



*All dimensions in mm

6.13 A4 Brochure - inside

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Paragraph Title: CMYK
Body Copy: CMYK

Typesetting

Paragraph Title: Frutiger LT Arabic - Bold / 14 pt
Body Copy: Frutiger LT Arabic - Roman / 11 pt
Leading 13 pt (auto)

Size

W 297x H 210 mm (folded)

Printing

Offset, CMYK color printing

Paper Stock

Sappi Magno Satin or Premium quality paper,
brilliant white and Glossy coated - 150 gsm



6.14 A4 Brochure - inside

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Paragraph Title: CMYK
Body Copy: CMYK

Typesetting

Paragraph Title: Frutiger LT Arabic - Bold / 14 pt
Body Copy: Frutiger LT Arabic - Roman / 11 pt
Leading 13 pt (auto)

Size

W 297x H 210 mm (folded)

Printing

Offset, CMYK color printing

Paper Stock

Sappi Magno Satin or Premium quality paper,
brilliant white and Glossy coated - 150 gsm



6.15 A4 Brochure - inside

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Paragraph Title: CMYK
Body Copy: CMYK

Typesetting

Paragraph Title: Frutiger LT Arabic - Bold / 14 pt
Body Copy: Frutiger LT Arabic - Roman / 11 pt
Leading 13 pt (auto)

Size

W 297x H 210 mm (folded)

Printing

Offset, CMYK color printing

Paper Stock

Sappi Magno Satin or Premium quality paper, brilliant white and Glossy coated - 150 gsm



7.0 Communication

7.1 Magazine Ad 1

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Headline: CMYK
Subheadline: CMYK
Website: CMYK
Body Copy: Black

Typesetting

Main headline: Frutiger LT Arabic - Bold / 23 pt
Subheadline: Frutiger LT Arabic - Roman / 18 pt
Website: Frutiger LT Arabic - Bold 15 pt
Body Copy: Frutiger LT Arabic - Roman 12 pt

Size

220 x 285 mm

Printing

Standard press color printing



7.2 Magazine Ad 2

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Headline: CMYK
Subheadline: CMYK
Website: CMYK
Body Copy: Black

Typesetting

Main headline: Frutiger LT Arabic - Bold / 23 pt
Subheadline: Frutiger LT Arabic - Roman / 18 pt
Website: Frutiger LT Arabic - Bold 15 pt
Body Copy: Frutiger LT Arabic - Roman 12 pt

Size

220 x 285 mm

Printing

Standard press color printing



7.3 Press - Half page 1

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Headline: CMYK
Subheadline: CMYK
Website: CMYK
Body Copy: Black

Typesetting

Main headline: Frutiger LT Arabic - Bold / 35 pt
Subheadline: Frutiger LT Arabic - Roman / 25 pt
Website: Frutiger LT Arabic - Bold 17 pt
Body Copy: Frutiger LT Arabic - Roman 15 pt

Size

324 x 265 mm

Printing

Standard press color printing



7.4 Press - Half page 2

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Headline: CMYK
Subheadline: CMYK
Website: CMYK
Body Copy: Black

Typesetting

Main headline: Frutiger LT Arabic - Bold / 35 pt
Subheadline: Frutiger LT Arabic - Roman / 25 pt
Website: Frutiger LT Arabic - Bold 17 pt
Body Copy: Frutiger LT Arabic - Roman 15 pt

Size

324 x 265 mm

Printing

Standard press color printing



7.5 Press - Half page 3

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Headline: CMYK
Subheadline: CMYK
Website: CMYK
Body Copy: Black

Typesetting

Main headline: Frutiger LT Arabic - Bold / 35 pt
Subheadline: Frutiger LT Arabic - Roman / 25 pt
Website: Frutiger LT Arabic - Bold 17 pt
Body Copy: Frutiger LT Arabic - Roman 15 pt

Size

324 x 265 mm

Printing

Standard press color printing



7.6 Press Ad - full page 1

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Headline: CMYK
Subheadline: CMYK
Website: CMYK
Body Copy: Black

Typesetting

Main headline: Frutiger LT Arabic - Bold / 35 pt
Subheadline: Frutiger LT Arabic - Roman / 25 pt
Website: Frutiger LT Arabic - Bold 18 pt
Body Copy: Frutiger LT Arabic - Roman 15 pt

Size

318 x 500 mm

Printing

Standard press color printing



7.7 Press Ad - full page 2

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Headline: CMYK
Subheadline: CMYK
Website: CMYK
Body Copy: Black

Typesetting

Main headline: Frutiger LT Arabic - Bold / 35 pt
Subheadline: Frutiger LT Arabic - Roman / 25 pt
Website: Frutiger LT Arabic - Bold 18 pt
Body Copy: Frutiger LT Arabic - Roman 15 pt

Size

318 x 500 mm

Printing

Standard press color printing



7.8 Press Ad - full page 3

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Headline: CMYK
Subheadline: CMYK
Website: CMYK
Body Copy: Black

Typesetting

Main headline: Frutiger LT Arabic - Bold / 35 pt
Subheadline: Frutiger LT Arabic - Roman / 25 pt
Website: Frutiger LT Arabic - Bold 18 pt
Body Copy: Frutiger LT Arabic - Roman 15 pt

Size

318 x 500 mm

Printing

Standard press color printing



7.9 Rollup 1

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Headline:	CMYK
Subheadline:	CMYK
Website:	CMYK
Body Copy:	Black

Typesetting

Main headline:	Frutiger LT Arabic - Bold / 230 pt
Subheadline:	Frutiger LT Arabic - Roman / 131 pt
Website:	Frutiger LT Arabic - Bold / 105 pt
Body Copy:	Frutiger LT Arabic - Roman / 85 pt

Size

85 x 200 cm

Printing

Standard digital color printing



7.10 Rollup 2

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Headline:	CMYK
Subheadline:	CMYK
Website:	CMYK
Body Copy:	Black

Typesetting

Main headline:	Frutiger LT Arabic - Bold / 230 pt
Subheadline:	Frutiger LT Arabic - Roman / 131 pt
Website:	Frutiger LT Arabic - Bold / 105 pt
Body Copy:	Frutiger LT Arabic - Roman / 85 pt

Size

85 x 200 cm

Printing

Standard digital color printing



7.11 Rollup 3

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Headline:	CMYK
Subheadline:	CMYK
Website:	CMYK
Body Copy:	Black

Typesetting

Main headline:	Frutiger LT Arabic - Bold / 230 pt
Subheadline:	Frutiger LT Arabic - Roman / 131 pt
Website:	Frutiger LT Arabic - Bold / 105 pt
Body Copy:	Frutiger LT Arabic - Roman / 85 pt

Size

85 x 200 cm

Printing

Standard digital color printing



7.12 Rollup 4

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Headline: CMYK
Subheadline: CMYK
Website: CMYK
Body Copy: Black

Typesetting

Main headline: Frutiger LT Arabic - Bold / 230 pt
Subheadline: Frutiger LT Arabic - Roman / 131 pt
Website: Frutiger LT Arabic - Bold / 105 pt
Body Copy: Frutiger LT Arabic - Roman / 85 pt

Size

85 x 200 cm

Printing

Standard digital color printing



7.13 Rollup 5

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Headline:	CMYK
Subheadline:	CMYK
Website:	CMYK
Body Copy:	Black

Typesetting

Main headline:	Frutiger LT Arabic - Bold / 230 pt
Subheadline:	Frutiger LT Arabic - Roman / 131 pt
Website:	Frutiger LT Arabic - Bold / 105 pt
Body Copy:	Frutiger LT Arabic - Roman / 85 pt

Size

85 x 200 cm

Printing

Standard digital color printing



7.14 Rollup 6

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Headline:	CMYK
Subheadline:	CMYK
Website:	CMYK
Body Copy:	Black

Typesetting

Main headline:	Frutiger LT Arabic - Bold / 230 pt
Subheadline:	Frutiger LT Arabic - Roman / 131 pt
Website:	Frutiger LT Arabic - Bold / 105 pt
Body Copy:	Frutiger LT Arabic - Roman / 85 pt

Size

85 x 200 cm

Printing

Standard digital color printing



7.15 Rollup 7

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Headline:	CMYK
Subheadline:	CMYK
Website:	CMYK
Body Copy:	Black

Typesetting

Main headline:	Frutiger LT Arabic - Bold / 230 pt
Subheadline:	Frutiger LT Arabic - Roman / 131 pt
Website:	Frutiger LT Arabic - Bold / 105 pt
Body Copy:	Frutiger LT Arabic - Roman / 85 pt

Size

85 x 200 cm

Printing

Standard digital color printing



7.16 Rollup 8

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Headline: CMYK
Subheadline: CMYK
Website: CMYK
Body Copy: Black

Typesetting

Main headline: Frutiger LT Arabic - Bold / 230 pt
Subheadline: Frutiger LT Arabic - Roman / 131 pt
Website: Frutiger LT Arabic - Bold / 105 pt
Body Copy: Frutiger LT Arabic - Roman / 85 pt

Size

85 x 200 cm

Printing

Standard digital color printing



7.17 Banner 1

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Headline:	CMYK
Subheadline:	CMYK
Website:	CMYK
Body Copy:	Black

Typesetting

Main headline:	Frutiger LT Arabic - Bold / 333 pt
Subheadline:	Frutiger LT Arabic - Roman / 190 pt
Website:	Frutiger LT Arabic - Bold / 172 pt
Body Copy:	Frutiger LT Arabic - Roman / 151 pt

Size

175 x 400 cm

Printing

Standard digital color printing



7.18 Banner 2

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Headline:	CMYK
Subheadline:	CMYK
Website:	CMYK
Body Copy:	Black

Typesetting

Main headline:	Frutiger LT Arabic - Bold / 333 pt
Subheadline:	Frutiger LT Arabic - Roman / 190 pt
Website:	Frutiger LT Arabic - Bold / 172 pt
Body Copy:	Frutiger LT Arabic - Roman / 151 pt

Size

175 x 400 cm

Printing

Standard digital color printing



7.19 Banner - horizontal 1

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Size

W 400 x H 150 cm

Printing

Standard digital color printing



*All dimensions in mm

7.20 Banner - horizontal 2

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Headline: CMYK
Subheadline: CMYK
Website: CMYK
Body Copy: Black

Typesetting

Main headline: Frutiger LT Arabic - Bold / 302 pt
Subheadline: Frutiger LT Arabic - Roman / 172 pt

Body Copy: Frutiger LT Arabic - Light / 137 pt

Size

W 400 x H 150 cm

Printing

Standard digital color printing



7.21 Popup 1

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Motto: CMYK
Subheadline: CMYK
Website: CMYK

Typesetting

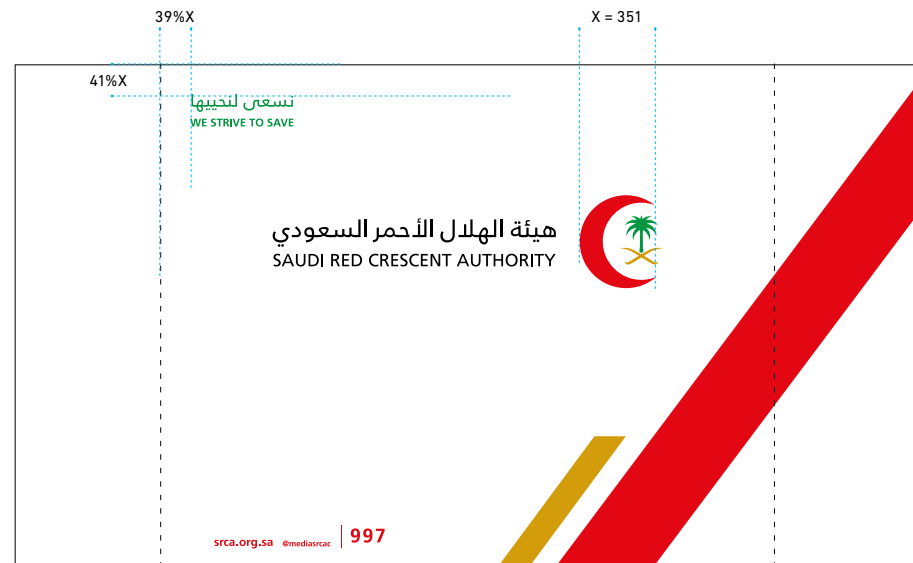
Arabic Motto: Frutiger LT Arabic - Roman / 234 pt
English Motto: Frutiger LT Arabic - Bold / 143 pt
Website: Frutiger LT Arabic - Bold / 151 pt

Size

414 x 230 cm

Printing

Standard digital color printing



7.22 Popup 2

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Headline:	CMYK
Subheadline:	CMYK
Website:	CMYK
Body Copy:	Black

Typesetting

Main headline:	Frutiger LT Arabic - Bold / 366 pt
Subheadline:	Frutiger LT Arabic - Roman / 208 pt
Website:	Frutiger LT Arabic - Bold / 151 pt
Body Copy:	Frutiger LT Arabic - Roman / 137 pt

Size

414 x 230 cm

Printing

Standard digital color printing



7.23 Popup 3

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Headline: CMYK
Subheadline: CMYK
Website: CMYK
Motto: CMYK

Typesetting

Main headline: Frutiger LT Arabic - Bold / 366 pt
Subheadline: Frutiger LT Arabic - Roman / 208 pt
Website: Frutiger LT Arabic - Bold / 162 pt
Arabic Motto: Frutiger LT Arabic - Roman / 219 pt
English Motto: Frutiger LT Arabic - Bold / 134 pt

Size

414 x 230 cm

Printing

Standard digital color printing



7.24 Popup 4

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Motto: CMYK

Typesetting

Arabic Motto: Frutiger LT Arabic - Roman / 152 pt
English Motto: Frutiger LT Arabic - Bold / 93 pt

Size

414 x 230 cm

Printing

Standard digital color printing



7.25 Poster 1

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Website: CMYK

Typesetting

Website: Frutiger LT Arabic - Bold / 115 pt

Size

140 x 200 cm

Printing

Standard digital color printing



7.26 Poster 2

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Headline:	CMYK
Subheadline:	CMYK
Website:	CMYK
Body Copy:	Black

Typesetting

Main headline:	Frutiger LT Arabic - Bold / 281 pt
Subheadline:	Frutiger LT Arabic - Roman / 160 pt
Website:	Frutiger LT Arabic - Bold / 115 pt
Body Copy:	Frutiger LT Arabic - Bold / 104 pt

Size

140 x 200 cm

Printing

Standard digital color printing



7.27 Poster 3

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Headline:	CMYK
Subheadline:	CMYK
Website:	CMYK
Body Copy:	Black
Motto:	CMYK

Typesetting

Main headline:	Frutiger LT Arabic - Bold / 281 pt
Subheadline:	Frutiger LT Arabic - Roman / 160 pt
Website:	Frutiger LT Arabic - Bold / 115 pt
Body Copy:	Frutiger LT Arabic - Bold / 104 pt
Arabic Motto:	Frutiger LT Arabic - Roman / 157 pt
English Motto:	Frutiger LT Arabic - Bold / 96 pt

Size

140 x 200 cm

Printing

Standard digital color printing



7.28 Skyfold 1

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Website: CMYK
Motto: CMYK

Typesetting

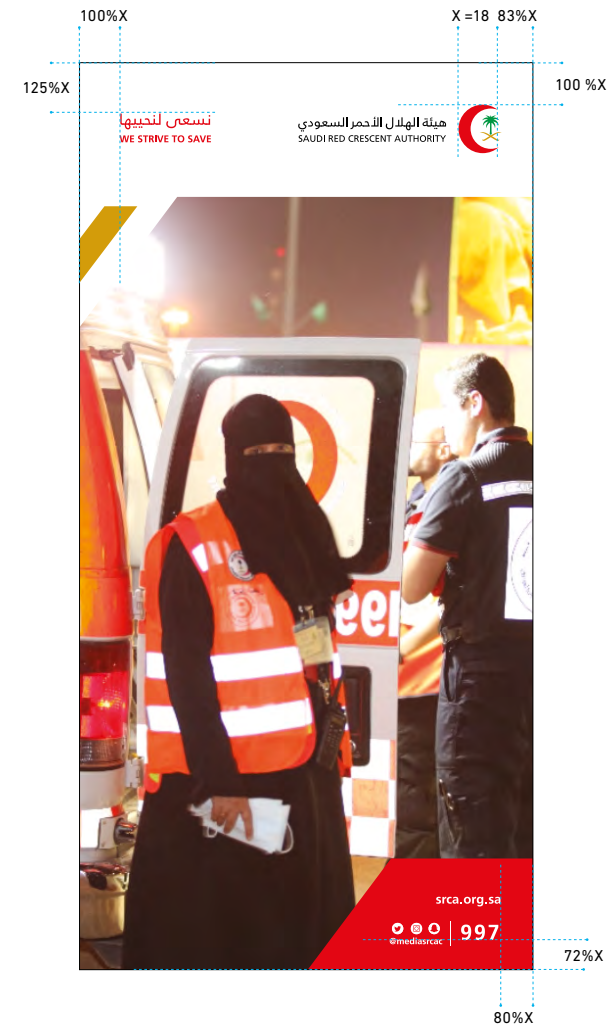
Website: Frutiger LT Arabic - Bold / 16 pt
Arabic Motto: Frutiger LT Arabic - Roman / 20 pt
English Motto: Frutiger LT Arabic - Bold / 12 pt

Size

140 x 200 cm

Printing

Standard digital color printing



7.29 Skyfold 2

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Headline:	CMYK
Subheadline:	CMYK
Website:	CMYK
Body Copy:	Black

Typesetting

Main headline:	Frutiger LT Arabic - Bold / 24 pt
Subheadline:	Frutiger LT Arabic - Roman / 14 pt
Website:	Frutiger LT Arabic - Bold / 16 pt
Body Copy:	Frutiger LT Arabic - Bold / 11 pt

Size

140 x 200 cm

Printing

Standard digital color printing



7.30 Mupi 1

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Website: CMYK

Typesetting

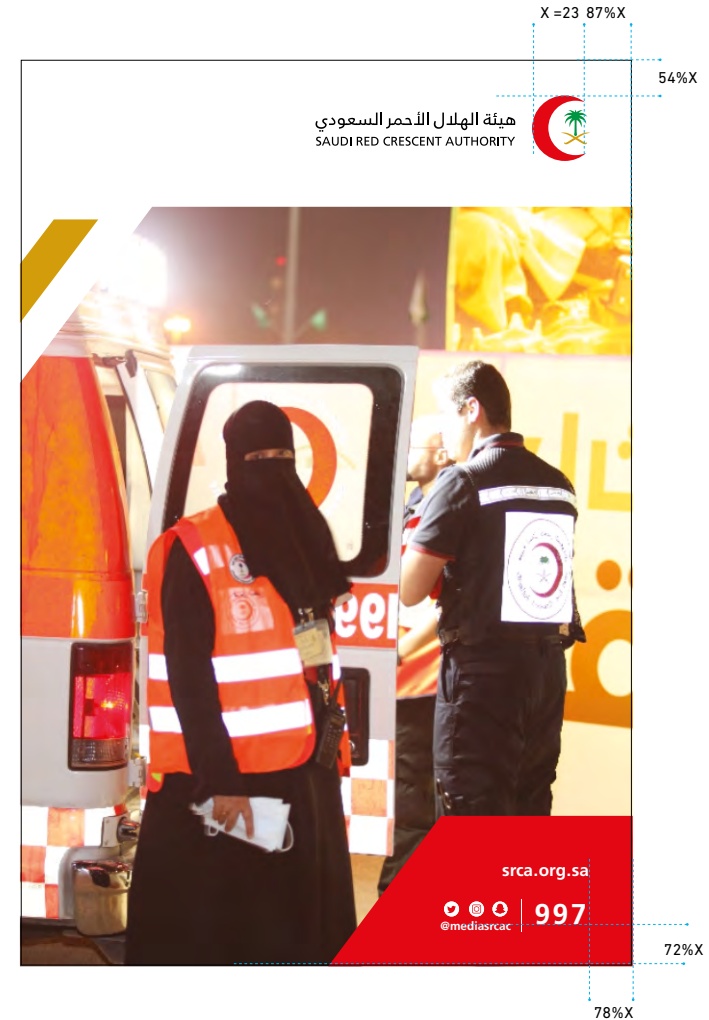
Website: Frutiger LT Arabic - Bold / 20.5 pt

Size

140 x 200 cm

Printing

Standard digital color printing



7.31 Mupi 2

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Headline:	CMYK
Subheadline:	CMYK
Website:	CMYK
Body Copy:	Black

Typesetting

Main headline:	Frutiger LT Arabic - Bold / 31.5 pt
Subheadline:	Frutiger LT Arabic - Roman / 18 pt
Website:	Frutiger LT Arabic - Bold / 20.5 pt
Body Copy:	Frutiger LT Arabic - Bold / 14 pt

Size

140 x 200 cm

Printing

Standard digital color printing



7.32 Megacom 1

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Headline:	Reverse White
Subheadline:	Reverse White
Website:	Reverse White
Body Copy:	Reverse White

Typesetting

Main headline:	Frutiger LT Arabic - Bold / 25 pt
Subheadline:	Frutiger LT Arabic - Roman / 17 pt
Website:	Frutiger LT Arabic - Bold / 20 pt
Body Copy:	Frutiger LT Arabic - Bold / 14 pt

Size

392 x 298 mm

Printing

Standard digital color printing



7.33 Megacom 2

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Headline:	CMYK
Subheadline:	CMYK
Website:	Reverse White
Body Copy:	Black

Typesetting

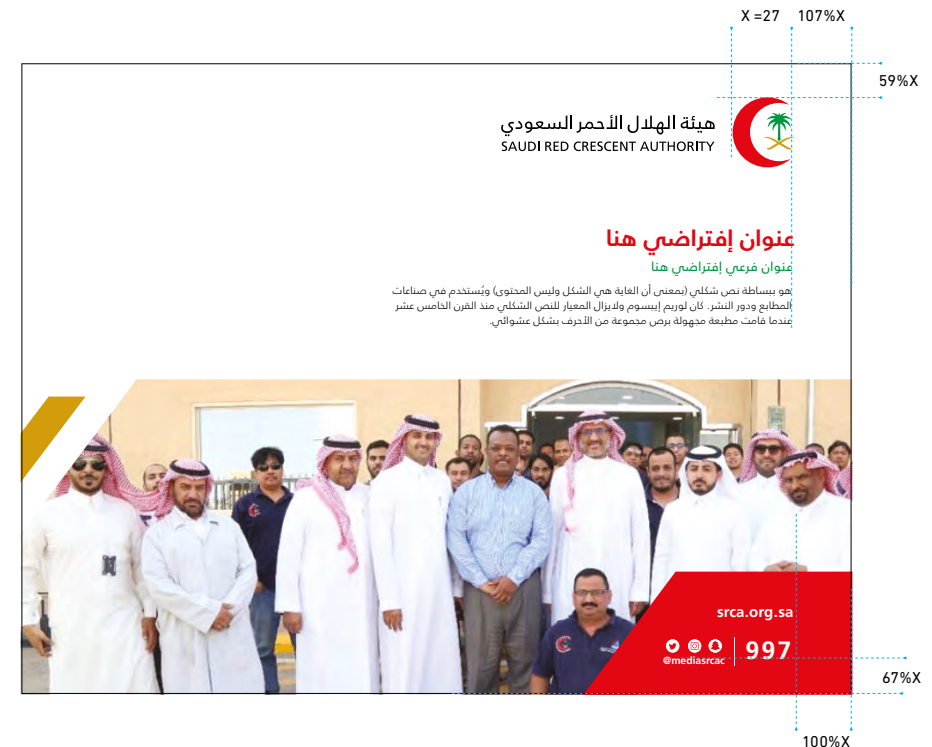
Main headline:	Frutiger LT Arabic - Bold / 31.5 pt
Subheadline:	Frutiger LT Arabic - Roman / 18 pt
Website:	Frutiger LT Arabic - Bold / 20 pt
Body Copy:	Frutiger LT Arabic - Bold / 14 pt

Size

392 x 298 mm

Printing

Standard digital color printing



7.34 Megacom 3

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Website: Reverse White
Motto: CMYK

Typesetting

Website: Frutiger LT Arabic - Bold / 20 pt
Arabic Motto: Frutiger LT Arabic - Roman / 24 pt
English Motto: Frutiger LT Arabic - Bold / 15 pt

Size

392 x 298 mm

Printing

Standard digital color printing



7.35 Unipole 1

Brand Mark

Full-color main, CMYK version. Always use the master artwork.

Size

W 385 x H 100 mm (artwork size)

Colors

Motto: CMYK
Website: CMYK

Printing

Standard digital color printing

Typesetting

Arabic Motto: Frutiger LT Arabic - Roman / 16 pt
English Motto: Frutiger LT Arabic - Bold / 10 pt
Website: Frutiger LT Arabic - Bold / 10 pt



7.36 Unipole 2

Brand Mark

Full-color main, CMYK version. Always use the master artwork.

Size

W 385 x H 100 mm (artwork size)

Colors

Motto: CMYK
Website: CMYK

Printing

Standard digital color printing

Typesetting

Arabic Motto: Frutiger LT Arabic - Roman / 16 pt
English Motto: Frutiger LT Arabic - Bold / 10 pt
Website: Frutiger LT Arabic - Bold / 10 pt



7.37 Unipole 3

Brand Mark

Full-color main, CMYK version. Always use the master artwork.

Colors

Main headline: CMYK
Subheadline: CMYK
Motto: Reverse White
Website: CMYK

Typesetting

Main headline: Frutiger LT Arabic - Bold / 21.5 pt
Subheadline: Frutiger LT Arabic - Roman / 12 pt
Arabic Motto: Frutiger LT Arabic - Roman / 16 pt
English Motto: Frutiger LT Arabic - Bold / 10 pt

Website: Frutiger LT Arabic - Bold / 11 pt

Size

W 385 x H 100 mm (artwork size)

Printing

Standard digital color printing



7.38 Electronic Direct Mail (EDM)

Brand Mark

Full-color main, RGB version.
Always use the master artwork.

Colors

Main headline: RGB
Subheadline: RGB
Copy: RGB
Website: RGB

Typesetting

Main headline: Tahoma - Bold (24 pt)
Subheadline: Tahoma - Regular (21 pt)
Copy: Tahoma - Regular (12 pt)
Website: Tahoma - Regular (14 pt)

Size

W 600 px

Output

Screen



7.39 Facebook - cover photo

Brand Mark

Full-color main, RGB version.

Always use the master artwork.

Colors

Main headline: RGB

Subheadline: RGB

Copy: RGB

Website: RGB

Typesetting

Arabic Motto: Frutiger LT Arabic - Roman / 22 pt

English Motto: Frutiger LT Arabic - Bold / 13.5 pt

Size

W 828 x H 315 px

Output

Screen



7.40 Facebook - profile photo

Brand Mark

Full-color main, RGB version.
Always use the master artwork.

Size

W 180 x H 180 px

Output

Screen



7.41 Facebook - post 1

Brand Mark

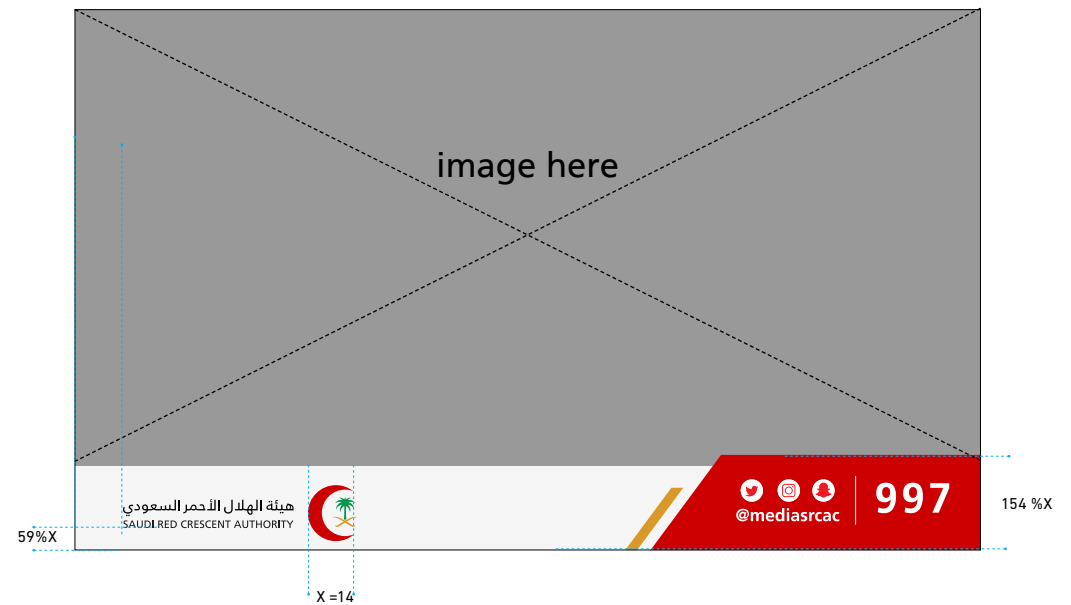
Full-color main, RGB version.
Always use the master artwork.

Size

W 843x H 504 px

Output

Screen



7.42 Facebook - post 2

Brand Mark

Full-color main, RGB version.
Always use the master artwork.

Colors

Main headline: RGB

Typesetting

Main headline: Frutiger LT Arabic - Roman / 25 pt

Size

W 843x H 504 px

Output

Screen



7.43 Facebook - post 3

Brand Mark

Full-color main, RGB version.
Always use the master artwork.

Colors

Main headline: RGB

Typesetting

Main headline: Frutiger LT Arabic - Roman / 25 pt

Size

W 843x H 504 px

Output

Screen



7.44 Facebook - post 4

Brand Mark

Full-color main, RGB version.
Always use the master artwork.

Colors

Main headline: RGB
Subheadline: RGB
Copy: RGB

Typesetting

Main headline: Frutiger LT Arabic - Roman / 40 pt
Subheadline: Frutiger LT Arabic - Roman / 27 pt
Copy: Frutiger LT Arabic - Light / 13 pt

Size

W 843x H 504 px

Output

Screen



7.45 Instagram - profile photo

Brand Mark

Full-color main, RGB version.

Always use the master artwork.

Size

W 110 x H 110 px

Output

Screen



7.46 Instagram Carousel

Brand Mark

Full-color main, CMYK version. Always use the master artwork.

Size

W 1080 x H 1080 px

Colors

Main headline: RGB
Subheadline: RGB
Copy: RGB

Output

Screen

Typesetting

Main headline: Frutiger LT Arabic - Roman / 73 pt
Subheadline: Frutiger LT Arabic - Roman / 49 pt
Copy: Frutiger LT Arabic - Light / 23 pt



7.47 Twitter - profile photo

Brand Mark

Full-color main, RGB version.
Always use the master artwork.

Size

W 400 x H 400 px

Output

Screen



7.48 Twitter - cover photo

Brand Mark

Full-color main, RGB version.
Always use the master artwork.

Colors

Motto: RGB

Typesetting

Arabic Motto: Frutiger LT Arabic - Roman / 40 pt
English Motto: Frutiger LT Arabic - Bold / 24 pt

Size

W 1500 x H 500 px

Output

Screen



7.49 Youtube - profile photo

Brand Mark

Full-color main, RGB version.
Always use the master artwork.

Size

W 800 x H 800 px

Output

Screen



7.50 Youtube - cover photo

Brand Mark

Full-color main, RGB version.
Always use the master artwork.

Colors

Motto: RGB

Typesetting

Arabic Motto: Frutiger LT Arabic - Roman / 79 pt
English Motto: Frutiger LT Arabic - Bold / 48 pt

Size

W 2560 x H 1440 px

Output

Screen



7.51 Newsletter - cover

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Headline: CMYK
Subheadline: Black
Motto: Reverse white

Typesetting

Headline: Frutiger LT Arabic - Bold / 62 pt
Subheadline: Frutiger LT Arabic - Roman / 20 pt
Motto Arabic: Frutiger LT Arabic - Roman / 27 pt
Motto English: Frutiger LT Arabic - Roman / 16 pt

Size

W 210 x H 297 mm (folded)

Printing

Offset, CMYK color printing

Paper Stock

Sappi Magno Satin or Premium quality paper,
brilliant white and Glossy coated - 150 gsm



7.52 Newsletter - Inside

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Headline: CMYK
Body Copy: Black
Motto: Reverse white

Typesetting

Headline: Frutiger LT Arabic - Bold / 19 pt
Body Copy: Frutiger LT Arabic - Light / 12 pt
Motto Arabic: Frutiger LT Arabic - Roman / 15 pt
Motto English: Frutiger LT Arabic - Roman / 9 pt

Size

W 210 x H 297 mm (folded)

Printing

Offset, CMYK color printing

Paper Stock

Sappi Magno Satin or Premium quality paper,
brilliant white and Glossy coated - 150 gsm



X = 24.5

73%X



الإدارة العامة للمتابعة بالهلال الأحمر السعودي تتقد اجتماعها السنوي في تبوك

وأجرائات العمل الإداري في إدارات المتابعة لتتلقى
الإجراءات السلبية والعمل على تطوير العمل
الإجرائي.

ومن المقرر، أن يلتقي مدير عام إدارة المتابعة
الدكتور حسن الزهراني بمدراء المراكز الإسعافية
وقيادات الهيئة بالمنطقة للاستماع لهم ومناقشة
التحديات التي تواجههم في العمل الميداني، بهدف
تطوير الإجراءات ووضع الحلول التلافية السلبية.

تتقد الإدارة العامة للمتابعة بهيئة الهلال الأحمر
السعودي، برئاسة الدكتور حسن بن محسن
الزهراني اجتماعها السنوي لهذا العام في
منطقة تبوك، بحضور مدراء المتابعة بفرع
الهيئة في المناطق، وذلك لمناقشة سياسات
العمل المتبعة ومدى جودها وانعكاساتها على
عمل الهيئة.

وبنقاش الاجتماع الذي يستمر لثلاثة أيام،
التنظيمات المتعلقة بسياسة العمل الميداني
الإسعافي والإداري وسبل تطويرها.

رئيس الهلال الأحمر السعودي يعتمد ترقية (٩٨) موظف إداري

أعتمد معالي رئيس هيئة الهلال الأحمر السعودي الدكتور محمد بن عبدالله
القاسم ترقية وتحسين وضع "٩٨" موظفاً ممن يعملون على الوظائف
الإدارية بالهيئة .

وجاءت هذه القرارات الجديدة شاملة لجميع فروع الهيئة في مناطق
المملكة بما فيها المركز الرئيسي، والمراكز المنتشرة للهيئة في مدن
ومحافظات المملكة، حيث تسعى الهيئة في تحسين وضع وترقية جميع
موظفي الهيئة ممن أكملوا المدة النظامية من لائحة الترقيات، على أن
تعتبر ترقيتهم من تاريخ مباشرتهم.



www.srca.org.sa
info@srca.org.sa

997 @SRCA

نسعى لنحييها
WE STRIVE TO SAVE

25 %X

55%X 55%X

55%X

7.53 Newsletter - Inside

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Headline: CMYK
Body Copy: Black
Motto: Reverse white

Typesetting

Headline: Frutiger LT Arabic - Bold / 19 pt
Body Copy: Frutiger LT Arabic - Light / 12 pt
Motto Arabic: Frutiger LT Arabic - Roman / 15 pt
Motto English: Frutiger LT Arabic - Roman / 9 pt

Size

W 210 x H 297 mm (folded)

Printing

Offset, CMYK color printing

Paper Stock

Sappi Magno Satin or Premium quality paper,
brilliant white and Glossy coated - 150 gsm

X = 24.5



73%X



25 %X

55%X 55%X

55%X

7.54 Newsletter - Inside

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Headline: CMYK
Body Copy: Black
Motto: Reverse white

Typesetting

Headline: Frutiger LT Arabic - Bold / 19 pt
Body Copy: Frutiger LT Arabic - Light / 12 pt
Motto Arabic: Frutiger LT Arabic - Roman / 15 pt
Motto English: Frutiger LT Arabic - Roman / 9 pt

Size

W 210 x H 297 mm (folded)

Printing

Offset, CMYK color printing

Paper Stock

Sappi Magno Satin or Premium quality paper,
brilliant white and Glossy coated - 150 gsm

X = 24.5



73%X



55%X 55%X

55%X

25 %X

8.0 Electronic Media

8.1 E-mail Signature

Brand Mark

Full-color main, RGB version.
Always use the master artwork.

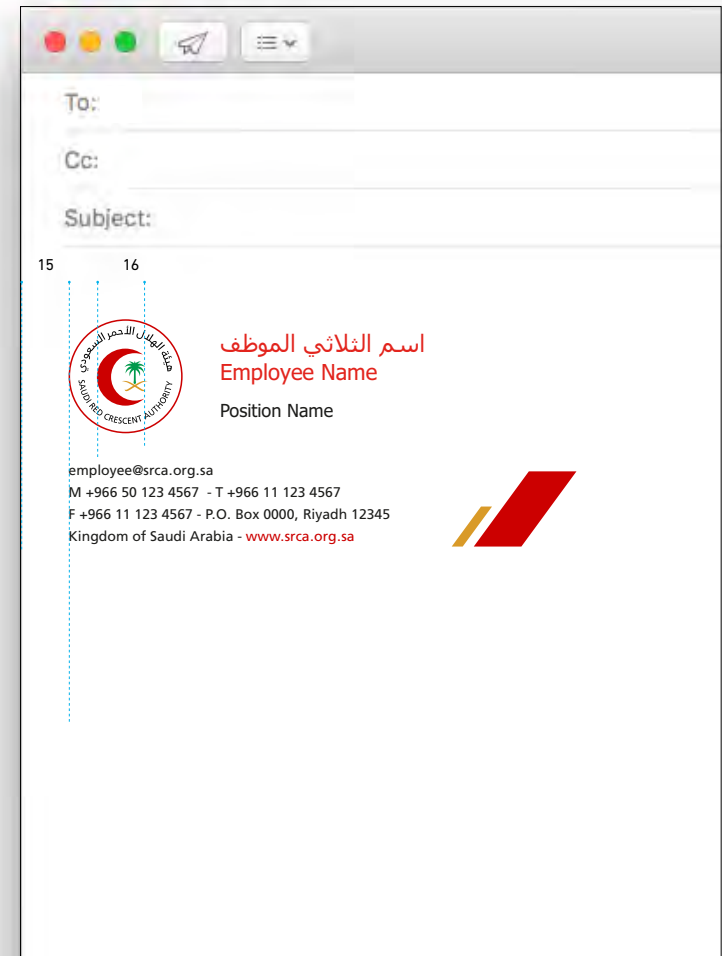
Colors

Name: RGB
Position: RGB
Contact Details: RGB

Typesetting

Name: Tahoma - Bold / 11 pt
Position: Tahoma - Regular / 9 pt
Contact Details: Tahoma - Regular / 7 pt
Leading 11 pt

Output Screen



8.2 Powerpoint - title slide

Brand Mark

Full-color prime version (RGB Colors).
Always use the master artwork.

Colors

Headline: CMYK
Subheadline: Black

Typesetting

Headline: Frutiger LT Arabic - Bold / 46.5 pt
Subheadline: Frutiger LT Arabic - Roman / 30 pt

Size

W 338.7 x H 190.5 mm (16:9)

Output

Screen



8.3 Powerpoint - section header

Brand Mark

Full-color prime version (RGB Colors).
Always use the master artwork.

Colors

Headline: CMYK
Subheadline: Black

Typesetting

Headline: Frutiger LT Arabic - Bold / 46.5 pt
Subheadline: Frutiger LT Arabic - Roman / 30 pt

Size

W 338.7 x H 190.5 mm (16:9)

Output

Screen



8.4 Powerpoint - content with text

Brand Mark

Full-color prime version (RGB Colors).
Always use the master artwork.

Colors

Headline: CMYK
Subheadline: CMYK
Body Copy: Black

Typesetting

Headline: Frutiger LT Arabic - Bold / 37 pt
Subheadline: Frutiger LT Arabic - Roman / 27 pt
Body Copy: Frutiger LT Arabic - Roman / 17 pt

Size

W 338.7 x H 190.5 mm (16:9)

Output

Screen



*All dimensions in mm

52%X

عنوان العرض الرئيسي

عنوان ثانوي افتراضي

عنوان الفقرة

لوريم إيبسوم هو ببساطة نص شكلي (بمعنى أن الغاية هي الشكل وليس المحتوى) ويُستخدم في صناعات المطابع ودور النشر. كان لوريم إيبسوم ولا يزال المعيار للنص الشكلي منذ القرن الخامس عشر عندما قامت مطبعة مجهولة برص مجموعة من الأحرف بشكل عشوائي أخذتها من نص، لتكوّن كتيّب بمثابة دليل أو مرجع شكلي لهذه الأحرف. خمسة قرون من الزمن لم تقضي على هذا النص، بل إنه حتى صار مستخدماً وبشكله الأصلي في الطباعة والتنضيد الإلكتروني.

عنوان الفقرة

لوريم إيبسوم هو ببساطة نص شكلي (بمعنى أن الغاية هي الشكل وليس المحتوى) ويُستخدم في صناعات المطابع ودور النشر. كان لوريم إيبسوم ولا يزال المعيار للنص الشكلي منذ القرن الخامس عشر عندما قامت مطبعة مجهولة برص مجموعة من الأحرف بشكل عشوائي أخذتها من نص، لتكوّن كتيّب بمثابة دليل أو مرجع شكلي لهذه الأحرف. خمسة قرون من الزمن لم تقضي على هذا النص، بل إنه حتى صار مستخدماً وبشكله الأصلي في الطباعة والتنضيد الإلكتروني.

00 | 00/00/1440

عنوان تذييل الصفحة

83%X

8.5 Powerpoint - content with picture

Brand Mark

Full-color prime version (RGB Colors).
Always use the master artwork.

Colors

Headline: CMYK
Subheadline: CMYK
Body Copy: Black

Typesetting

Headline: Frutiger LT Arabic - Bold / 37 pt
Subheadline: Frutiger LT Arabic - Roman / 27 pt
Body Copy: Frutiger LT Arabic - Roman / 17 pt

Size

W 338.7 x H 190.5 mm (16:9)

Output Screen

X = 29.5



*All dimensions in mm

52%X



عنوان العرض الرئيسي

عنوان ثانوي افتراضي

عنوان الفقرة

لوريم إيبسوم هو ببساطة نص شكلي (بمعنى أن الغاية هي الشكل وليس المحتوى) ويُستخدم في صناعات المطابع ودور النشر. كان لوريم إيبسوم ولا يزال المعيار للنص الشكلي منذ القرن الخامس عشر عندما قامت مطبعة مجهولة برص مجموعة من الأحرف بشكل عشوائي أخذتها من نص، لتكوّن كتيب بمثابة دليل أو مرجع شكلي لهذه الأحرف. خمسة قرون من الزمن لم تقضي على هذا النص، بل إنه حتى صار مستخدماً وبشكله الأصلي في الطباعة والتنضيد الإلكتروني.

00 | 00/00/1440

عنوان تذييل الصفحة

83%X

8.6 Powerpoint - content with graphs

Brand Mark

Full-color prime version (RGB Colors).
Always use the master artwork.

Colors

Headline: CMYK
Subheadline: CMYK
Body Copy: Black

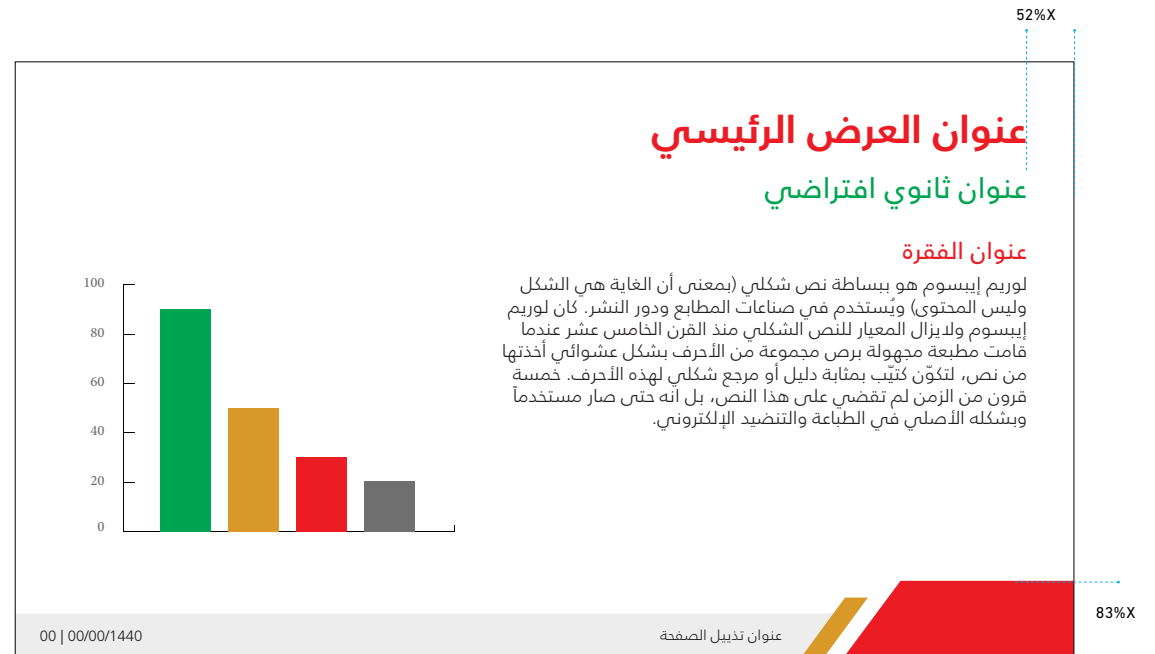
Typesetting

Headline: Frutiger LT Arabic - Bold / 37 pt
Subheadline: Frutiger LT Arabic - Roman / 27 pt
Body Copy: Frutiger LT Arabic - Roman / 17 pt

Size

W 338.7 x H 190.5 mm (16:9)

Output Screen



8.7 Powerpoint - content with chart

Brand Mark

Full-color prime version (RGB Colors).

Always use the master artwork.

Colors

Headline: CMYK

Subheadline: CMYK

Body Copy: Black

Typesetting

Headline: Frutiger LT Arabic - Bold / 37 pt

Subheadline: Frutiger LT Arabic - Roman / 27 pt

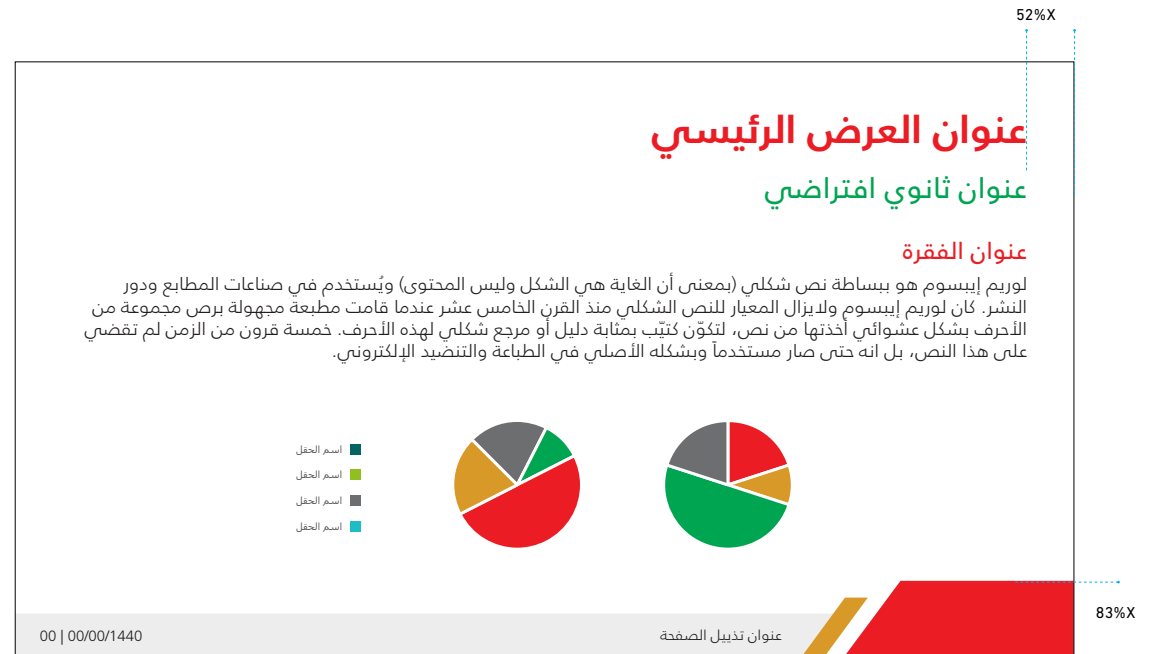
Body Copy: Frutiger LT Arabic - Roman / 17 pt

Size

W 338.7 x H 190.5 mm (16:9)

Output

Screen



8.8 Powerpoint - content with picture

Brand Mark

Full-color prime version (RGB Colors).
Always use the master artwork.

Colors

Headline: CMYK
Subheadline: CMYK
Body Copy: Black

Typesetting

Headline: Frutiger LT Arabic - Bold / 37 pt
Subheadline: Frutiger LT Arabic - Roman / 27 pt
Body Copy: Frutiger LT Arabic - Roman / 17 pt

Size

W 338.7 x H 190.5 mm (16:9)

Output
Screen

X = 29.5



83%X

8.9 Powerpoint - thank you slide

Brand Mark

Full-color prime version (RGB Colors).
Always use the master artwork.

Colors

Headline: CMYK

Typesetting

Headline: Frutiger LT Arabic - Bold / 46.5 pt

Size

W 338.7 x H 190.5 mm (16:9)

Output

Screen



8.10 Website - home page

Brand Mark

Full-color prime version (RGB Colors).

Always use the master artwork.

Colors

Main Menu: RGB

Title: RGB

Body Copy: RGB

Typesetting

Main Menu: Frutiger LT Arabic - Bold / 21 pt

Title: Frutiger LT Arabic - Bold / 60 pt

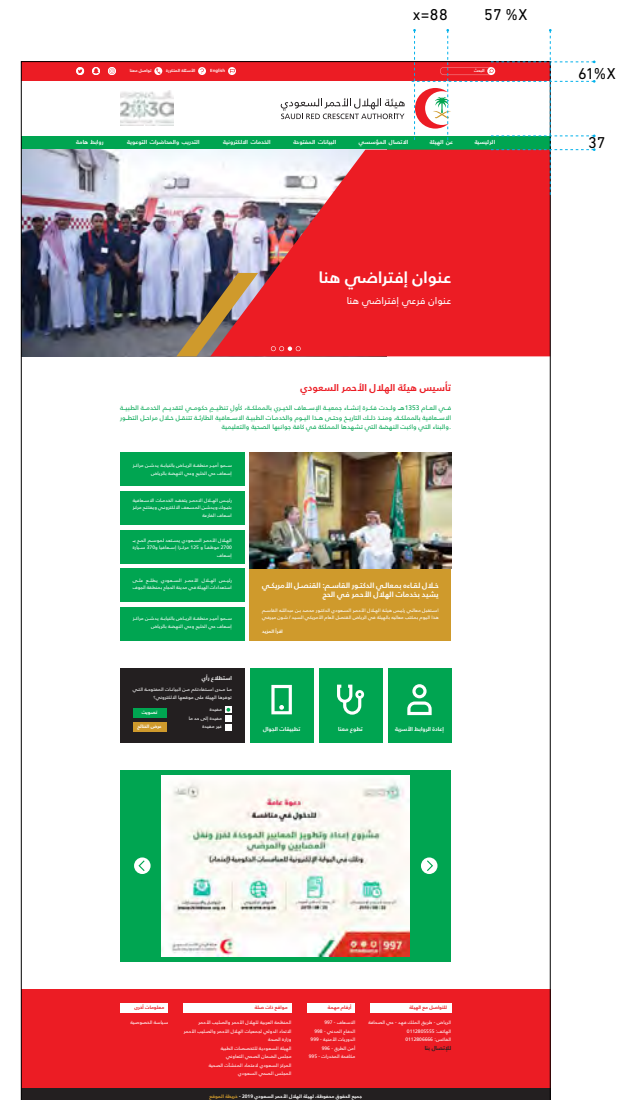
Body Copy: Frutiger LT Arabic - Roman / 24 pt

Size

W 1024 px

Output

Screen



8.11 Website - blog

Brand Mark

Full-color prime version (RGB Colors).
Always use the master artwork.

Colors

Main Menu: RGB
Title: RGB
Body Copy: RGB

Typesetting

Main Menu: Frutiger LT Arabic - Bold / 21 pt
Title: Frutiger LT Arabic - Bold / 60 pt
Body Copy: Frutiger LT Arabic - Roman / 24 pt

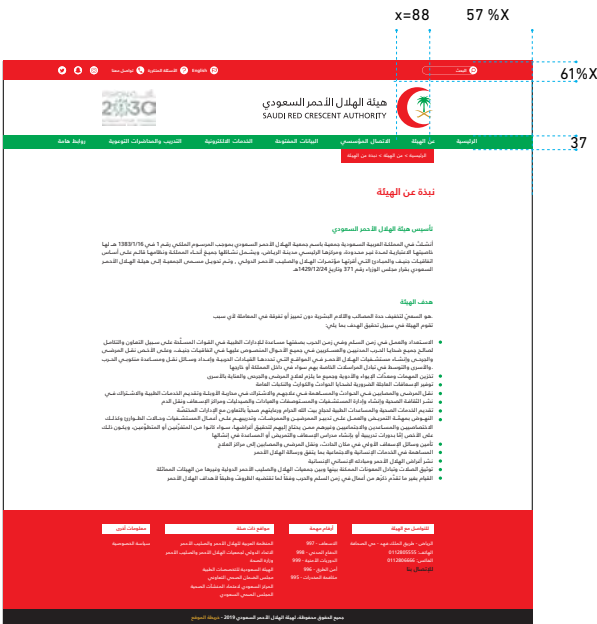
Size

W 1024 px

Output

Screen

*All dimensions in pixels



8.12 Website - content

Brand Mark

Full-color prime version (RGB Colors).
Always use the master artwork.

Colors

Main Menu: RGB
Title: RGB
Body Copy: RGB

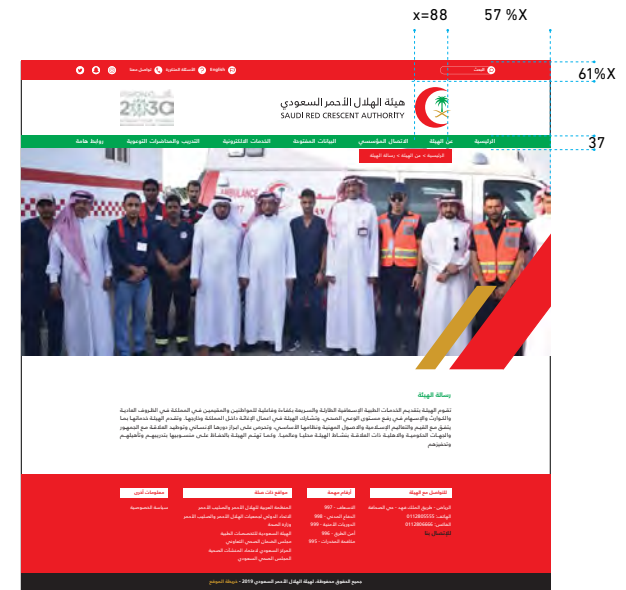
Typesetting

Main Menu: Frutiger LT Arabic - Bold / 21 pt
Title: Frutiger LT Arabic - Bold / 60 pt
Body Copy: Frutiger LT Arabic - Roman / 24 pt

Size

W 1024 px

Output
Screen



8.13 User Interface - loading page

Brand Mark

Full-color prime version (RGB Colors).

Always use the master artwork.

Colors

Main Menu: RGB

Title: RGB

Body Copy: RGB

Typesetting

Main Menu: Frutiger LT Arabic - Bold / 21 pt

Title: Frutiger LT Arabic - Bold / 60 pt

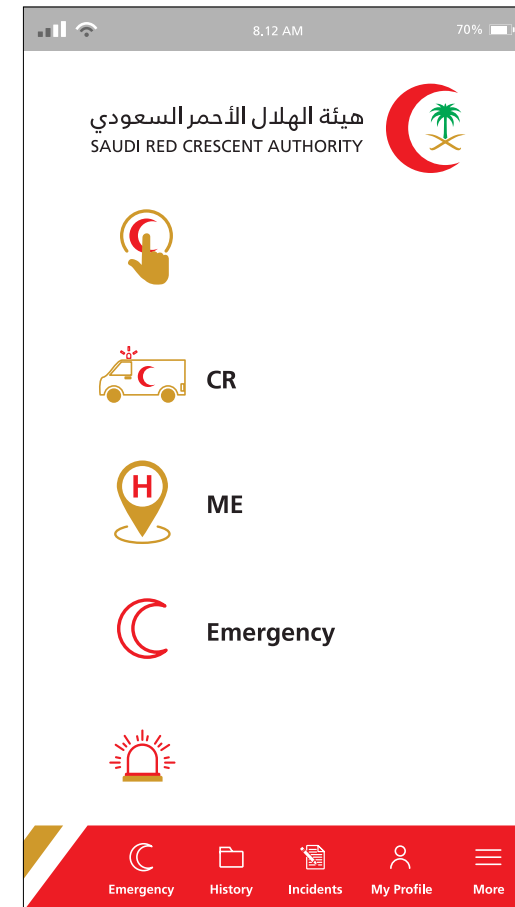
Body Copy: Frutiger LT Arabic - Roman / 24 pt

Size

640 x 1136 px

Output

Screen



8.14 User Interface - menu page

Brand Mark

Full-color prime version (RGB Colors).

Always use the master artwork.

Colors

Main Menu: RGB

Title: RGB

Body Copy: RGB

Typesetting

Main Menu: Frutiger LT Arabic - Bold / 21 pt

Title: Frutiger LT Arabic - Bold / 60 pt

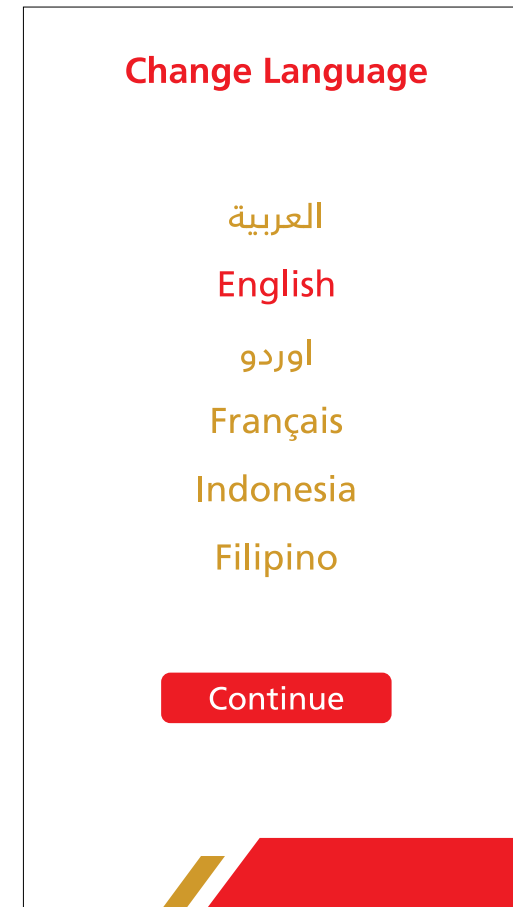
Body Copy: Frutiger LT Arabic - Roman / 24 pt

Size

640 x 1136 px

Output

Screen



8.15 User Interface - page

Brand Mark

Full-color prime version (RGB Colors).

Always use the master artwork.

Colors

Main Menu: RGB

Title: RGB

Body Copy: RGB

Typesetting

Main Menu: Frutiger LT Arabic - Bold / 21 pt

Title: Frutiger LT Arabic - Bold / 60 pt

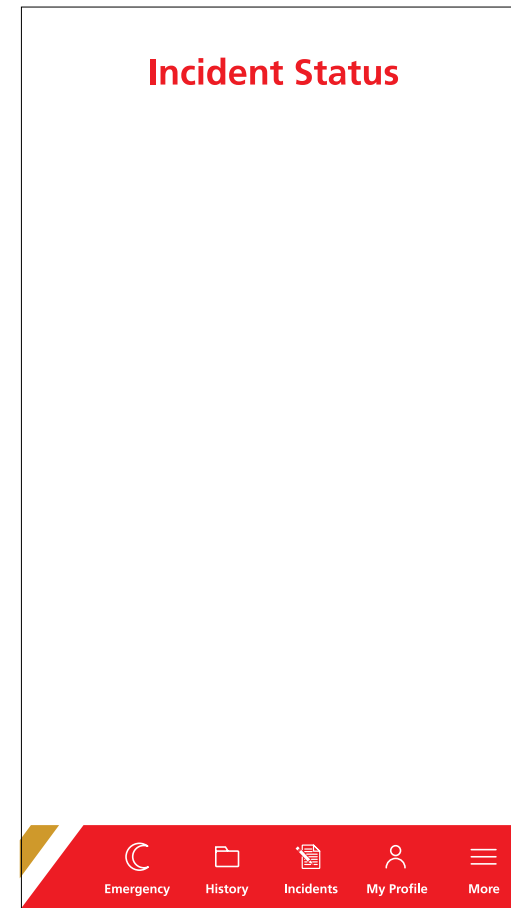
Body Copy: Frutiger LT Arabic - Roman / 24 pt

Size

640 x 1136 px

Output

Screen



8.16 User Interface - icons

Brand Mark

Full-color prime version (RGB Colors).

Always use the master artwork.

Colors

Title: RGB

Typesetting

Title: Frutiger LT Arabic - Bold / 78pt

Size

534 x 534 px

Output

Screen



9.0 Collaterals

9.1 Certificate

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Headline: CMYK
Body Copy: CMYK
Website: CMYK

Typesetting

Headline: Frutiger LT Arabic - Bold / 36 pt
Body Copy: Frutiger LT Arabic - Roman / 20 pt
Leading 29 pt
Website: Frutiger LT Arabic - Roman / 17 pt

Size

W 297 x H 210 mm

Printing

Offset, CMYK color printing

Paper Stock

Sappi Magno Satin or Premium quality paper,
brilliant white and Glossy coated - 300 gsm



9.2 Identification Card

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Headline: CMYK
Body Copy: CMYK
Website: CMYK

Typesetting

Headline: Frutiger LT Arabic - Bold / 36 pt
Body Copy: Frutiger LT Arabic - Roman / 20 pt
Leading 29 pt
Website: Frutiger LT Arabic - Roman / 17 pt

Size

W 297 x H 210 mm

Printing

Offset, CMYK color printing

Paper Stock

Sappi Magno Satin or Premium quality paper,
brilliant white and Glossy coated - 300 gsm



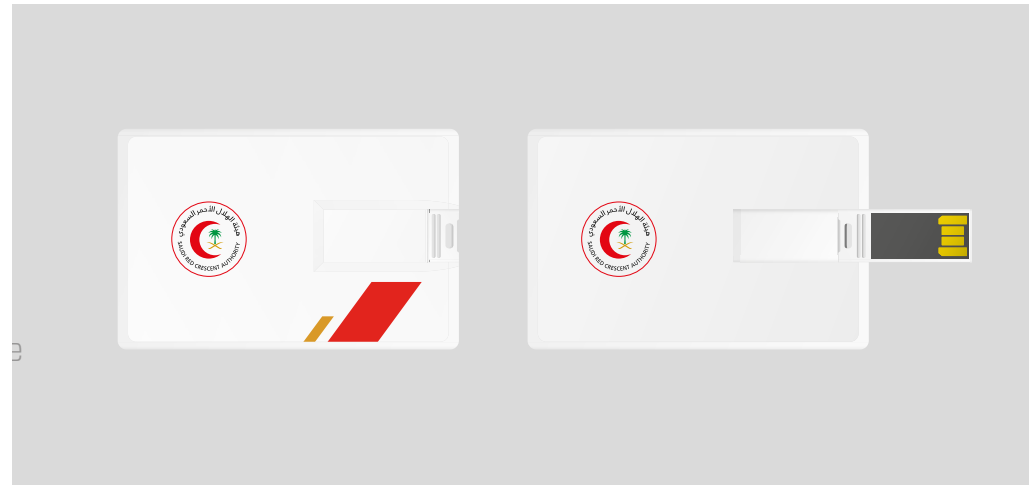
9.3 First Aid Kit



9.4 Stickers



9.5 Flash Disk

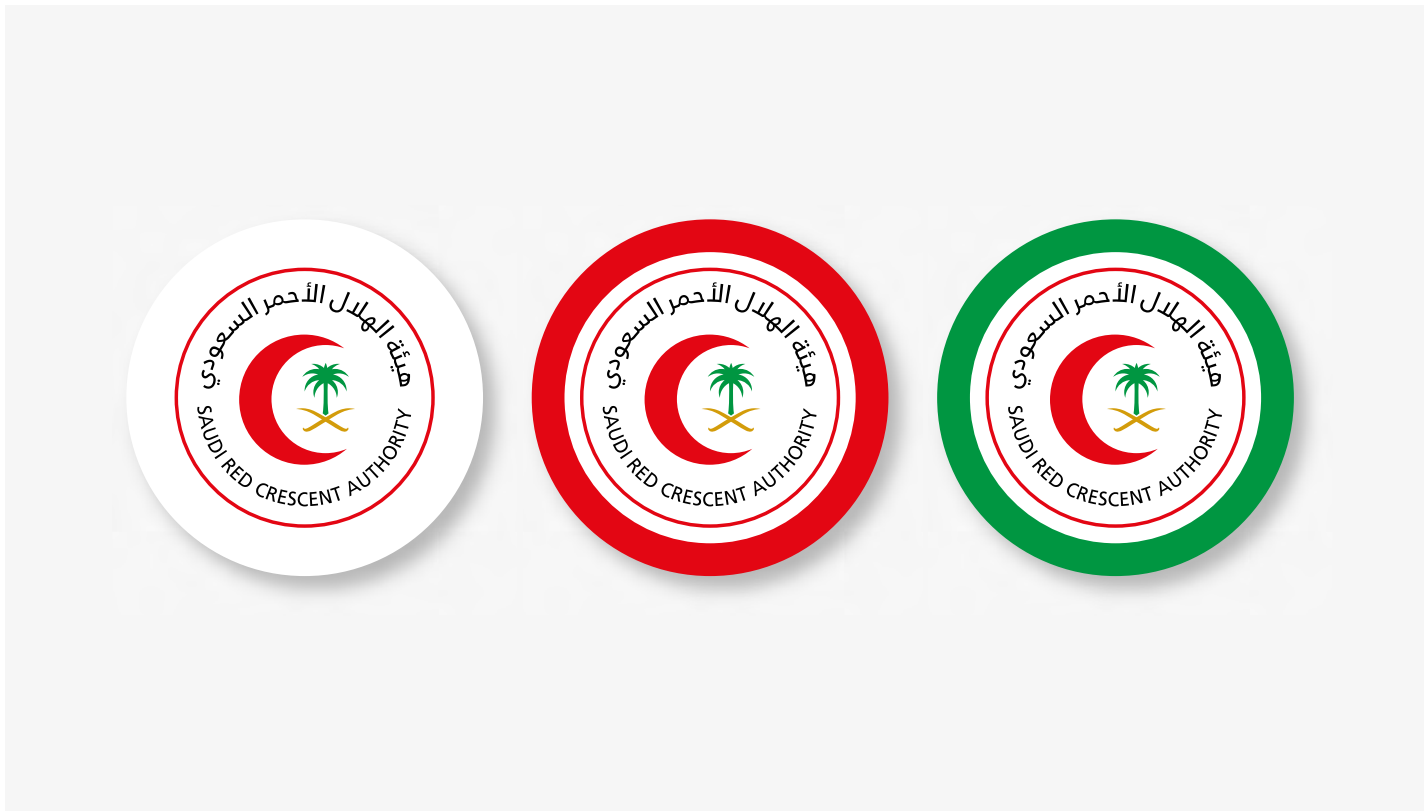


9.0 Collaterals

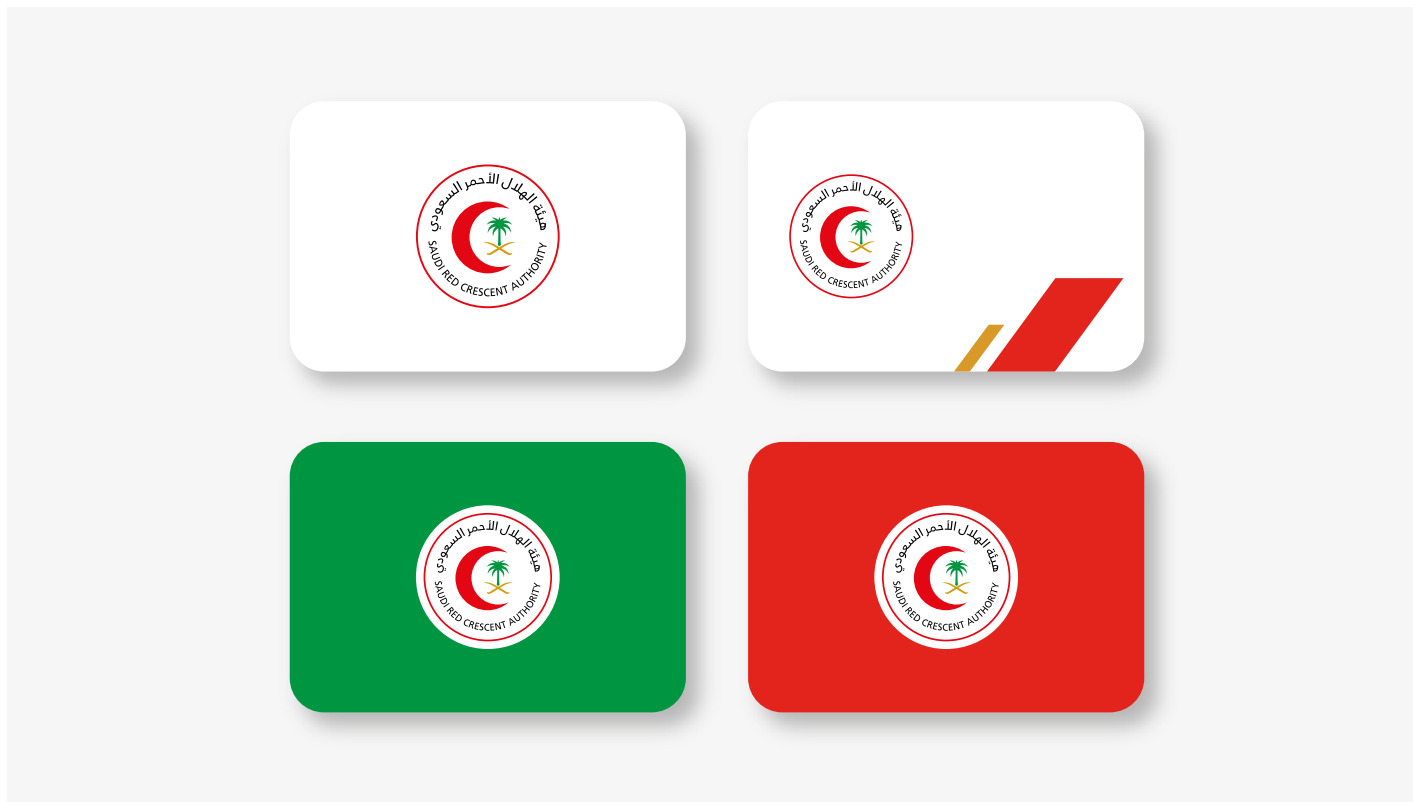
9.6 Gift Item



9.7 Coaster



9.8 Mouse Pad



9.9 Mug



9.10 Keychain



10.0 Signage

10.1 Signage

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Number: CMYK
Office Name: CMYK

Typesetting

Number: DIN Next Lt Arabic - Medium / 125 pt
Office Name: Frutiger LT Arabic - Bold / 39 pt

Size

W 45 x H 14 cm (artwork size)

Printing

Digital CMYK color printing



10.2 Door Sign

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Office Name: CMYK

Typesetting

Office Name: Frutiger LT Arabic - Bold



10.3 Department Sign

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Office Name: CMYK

Typesetting

Office Name: Frutiger LT Arabic - Bold



10.4 Employee Name Sign

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Office Name: CMYK

Typesetting

Office Name: Frutiger LT Arabic - Bold



10.5 Guidance Sign

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Office Name: CMYK

Typesetting

Office Name: Frutiger LT Arabic - Bold



10.6 Directional Sign

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Office Name: CMYK

Typesetting

Office Name: Frutiger LT Arabic - Bold



10.7 Numbering Sign

Brand Mark

Full-color prime version (CMYK).
Always use the master artwork.

Colors

Office Name: CMYK

Typesetting

Office Name: Frutiger LT Arabic - Bold



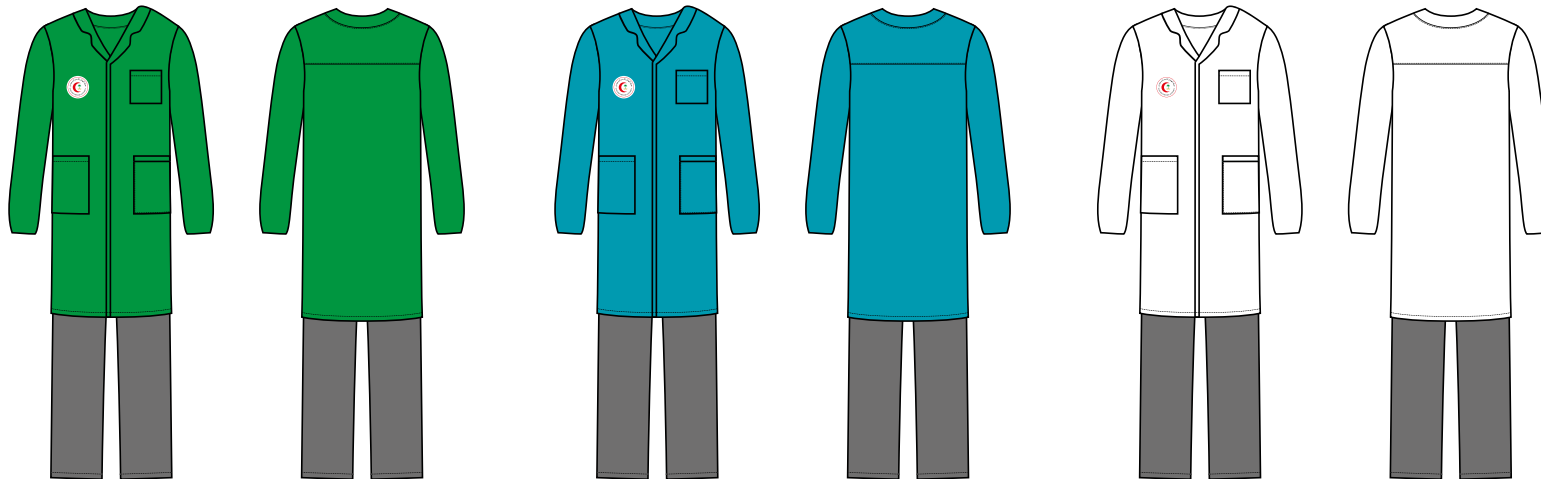
11.0 Apparel

11.1 Doctor

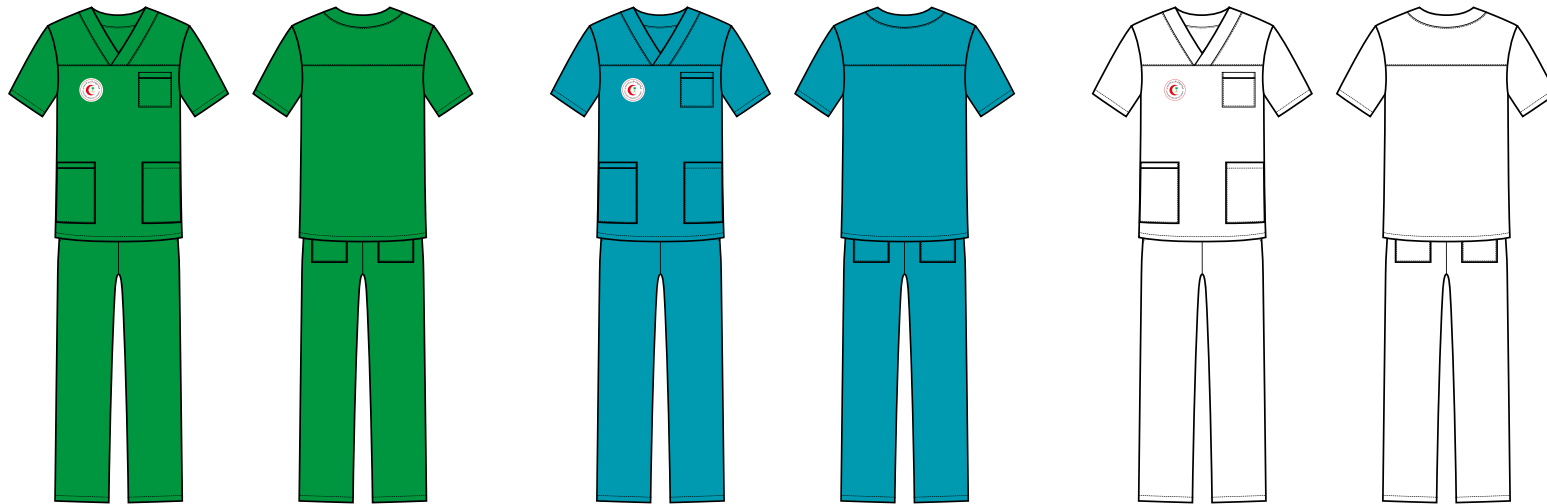


use standard colors for doctor's uniform

11.2 Female



11.3 Male



11.4 Paramedic Vest



11.5 Paramedic Polo Shirt



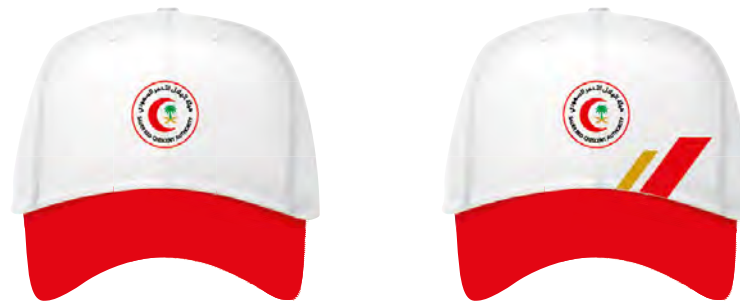
11.6 Paramedic Jacket



11.7 Paramedic w/ Trousers



11.8 Paramedic Cap



11.9 Volunteer Vest



11.10 Volunteer Polo Shirt



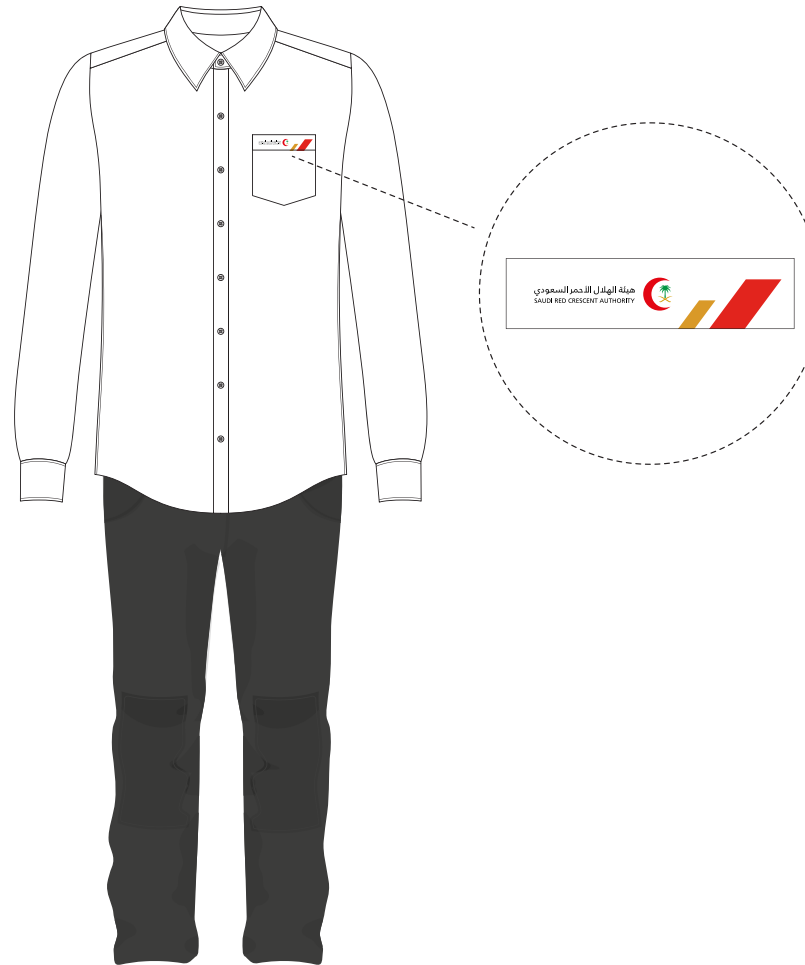
11.11 Volunteer Jacket



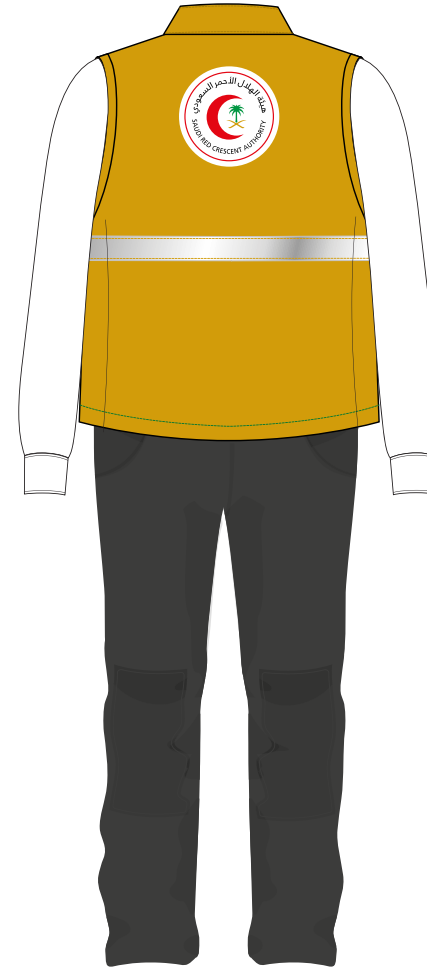
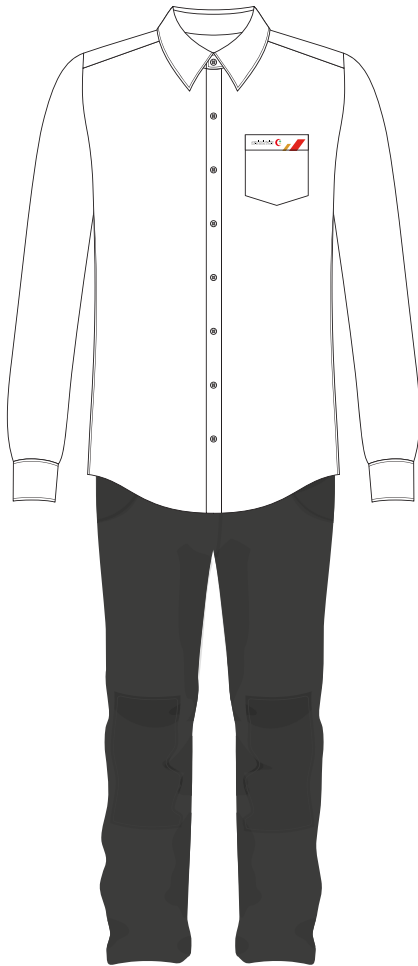
11.12 Volunteer Cap



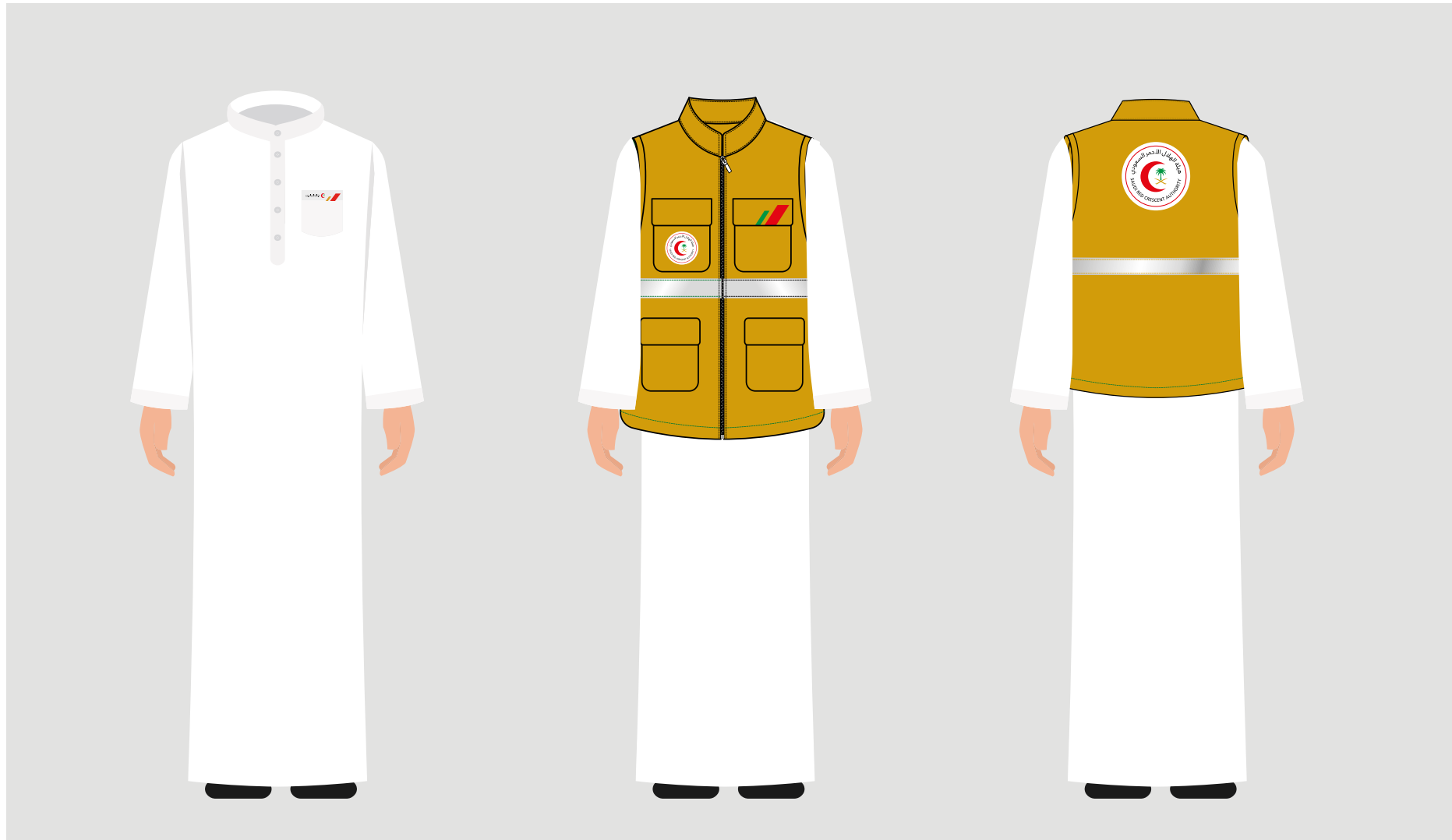
11.13 Administration - Polo



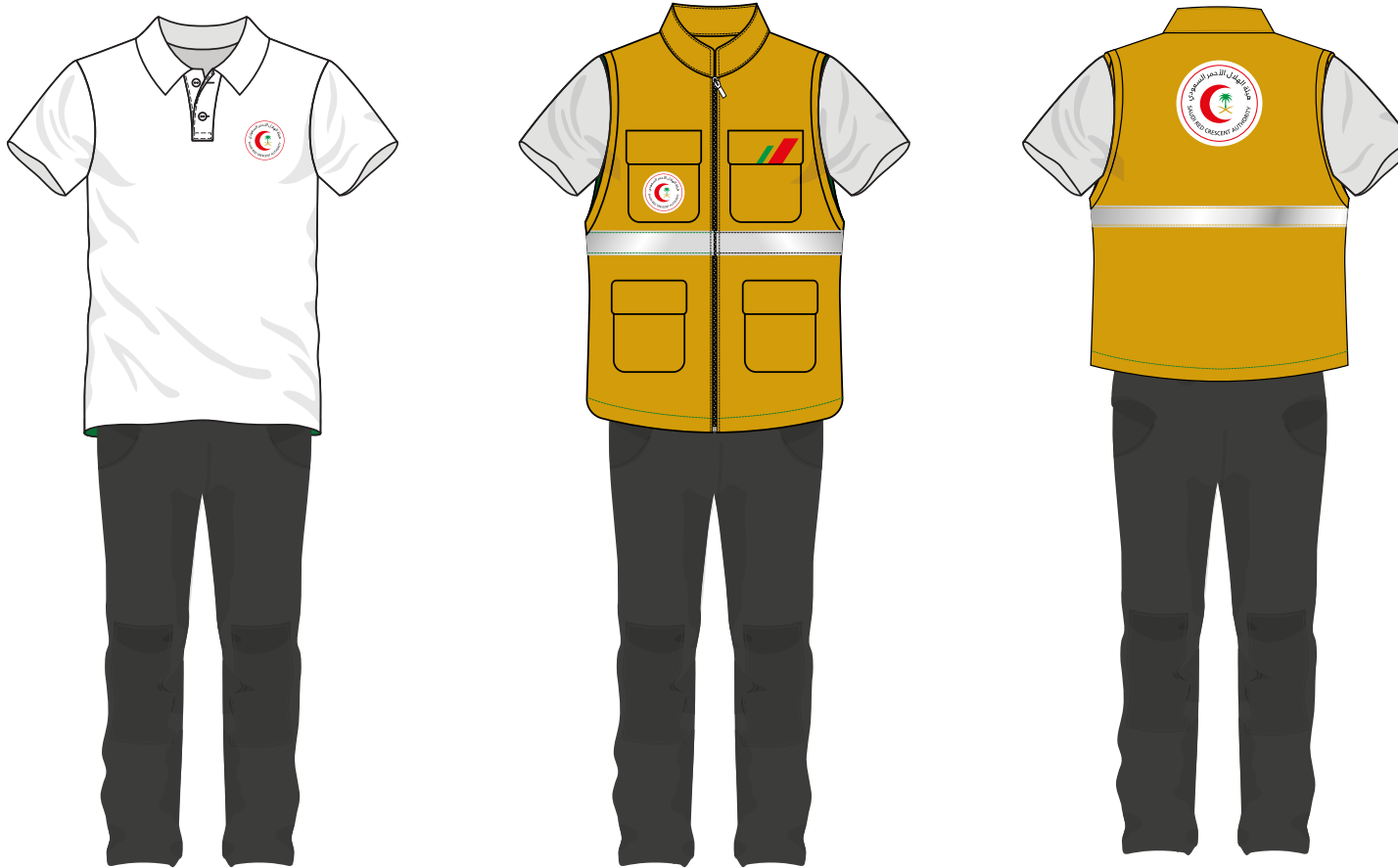
11.14 Administration - Polo with Vest



11.15 Administration - Toube with Vest



11.16 Administration - TShirt with Vest



11.17 Administration - Cap



11.18 Administration - T Shirt



11.19 Administration - Jacket



12.0 Transportation

12.0 Transportation

12.1 Van



12.2 Van - Side



12.3 Van - Back



12.4 Van - Back



12.5 Van - Front



12.0 Transportation

12.6 Sedan

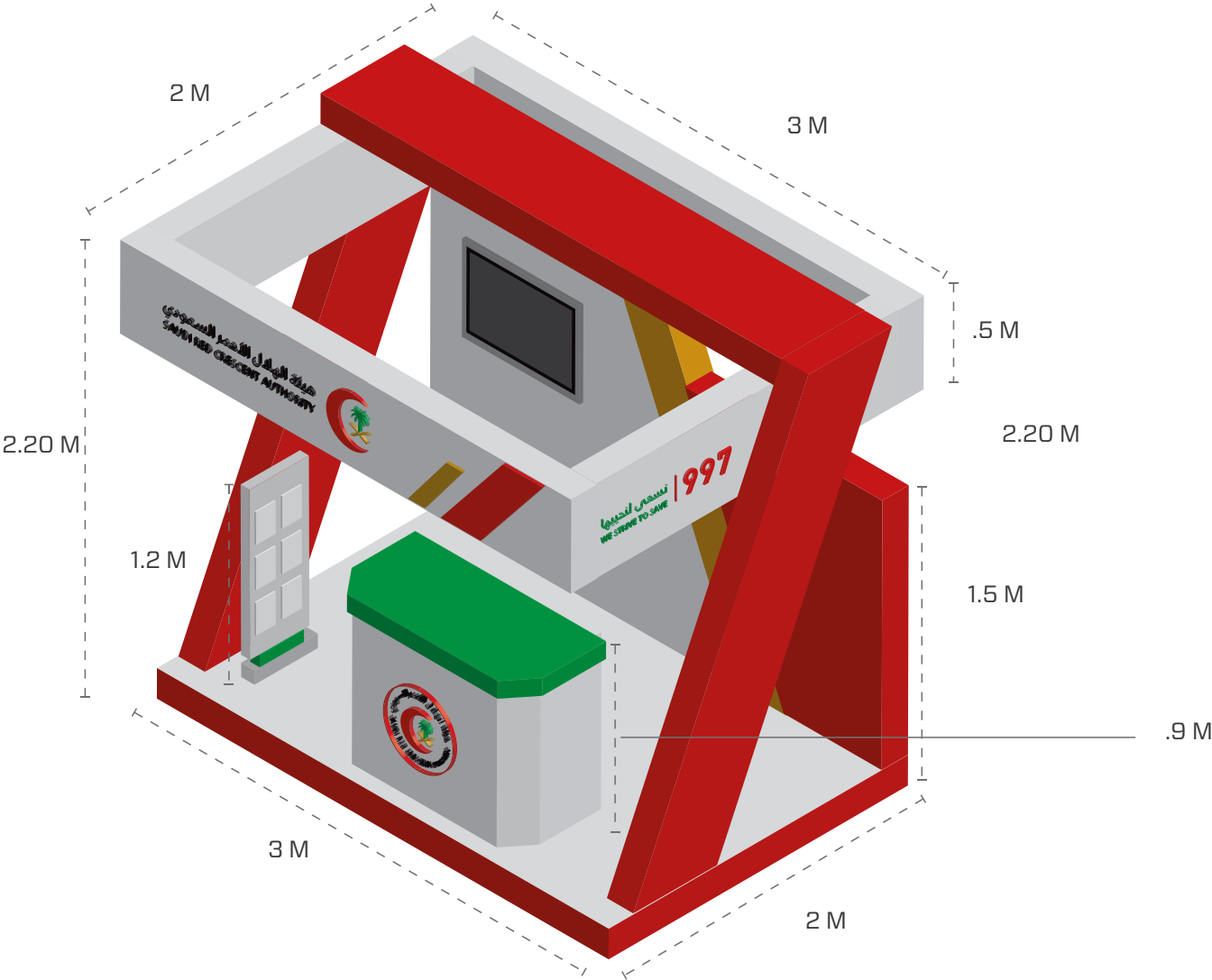


13.0 Booth Design

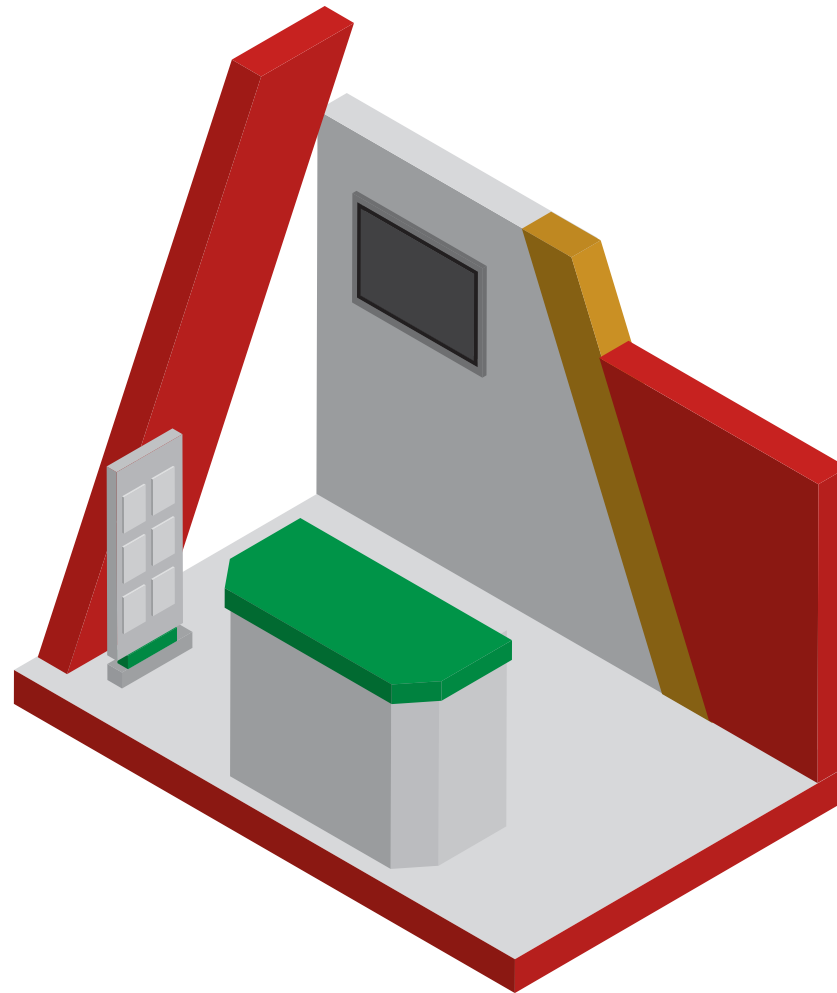
13.1 Option 1



13.2 Option 1



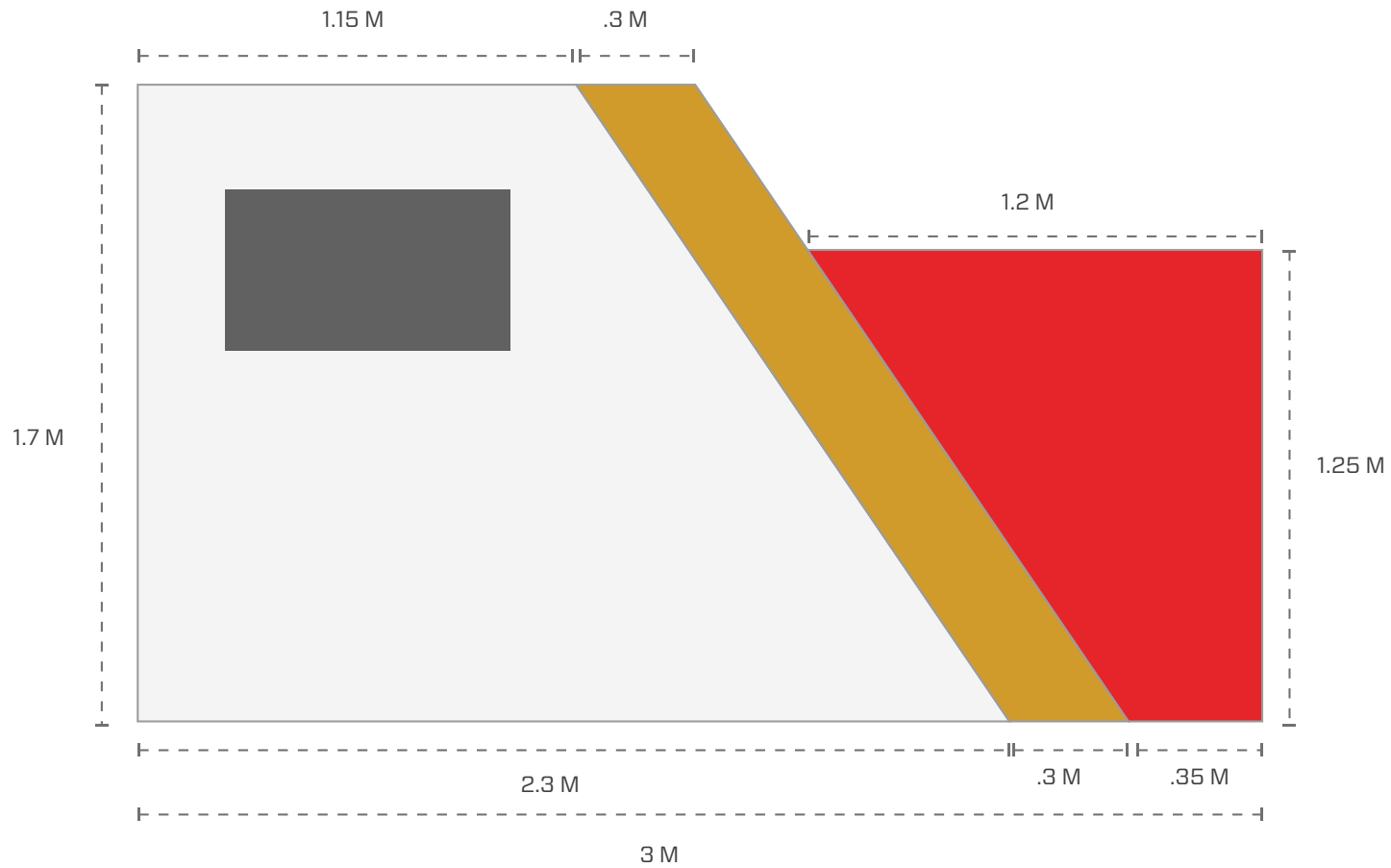
13.3 Option 1



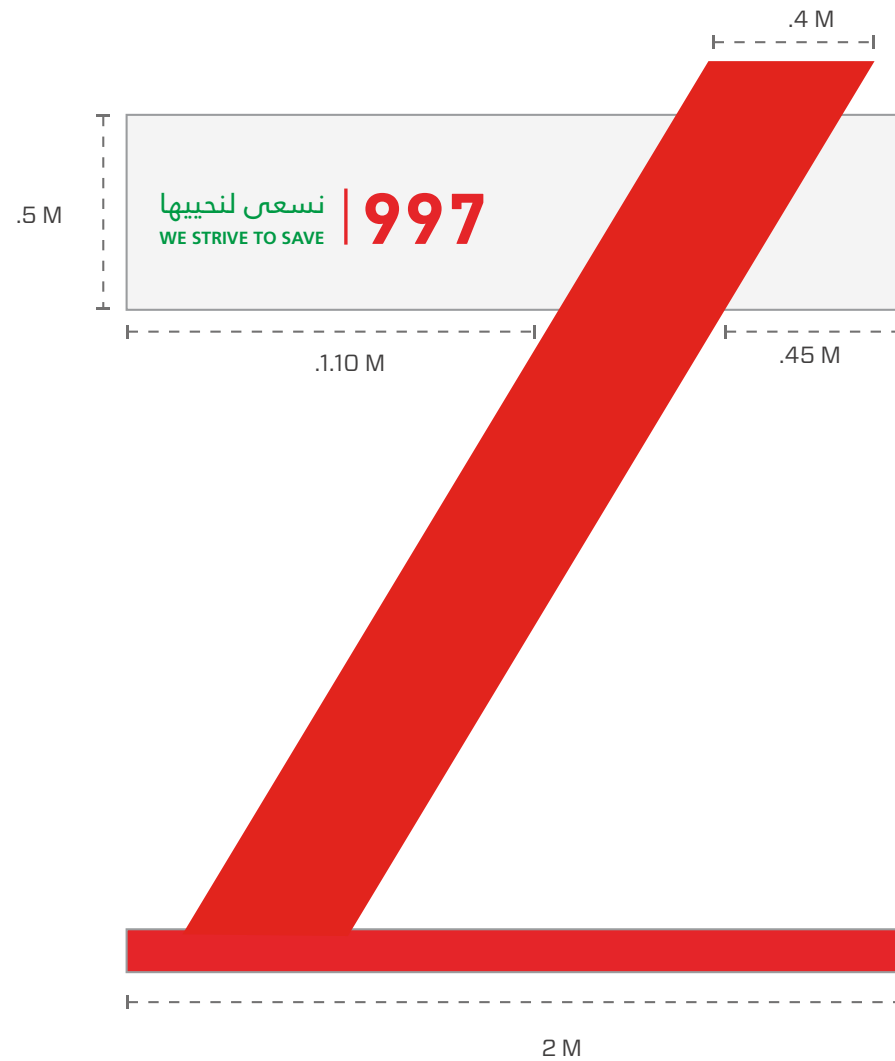
13.4 Option 1 - Front



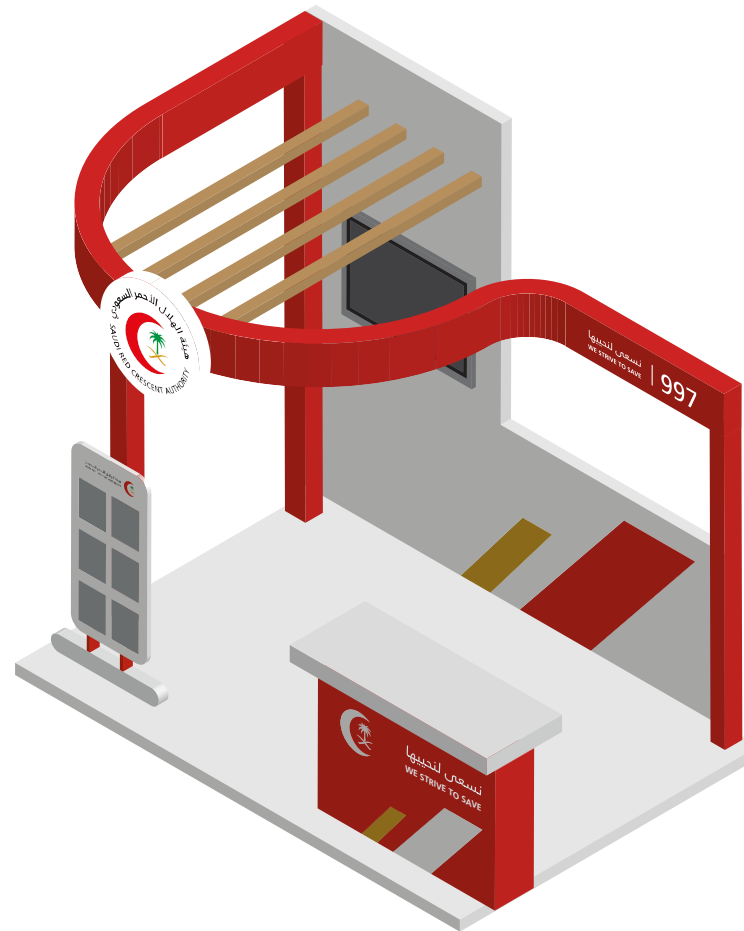
13.5 Option 1 - Inside Wall



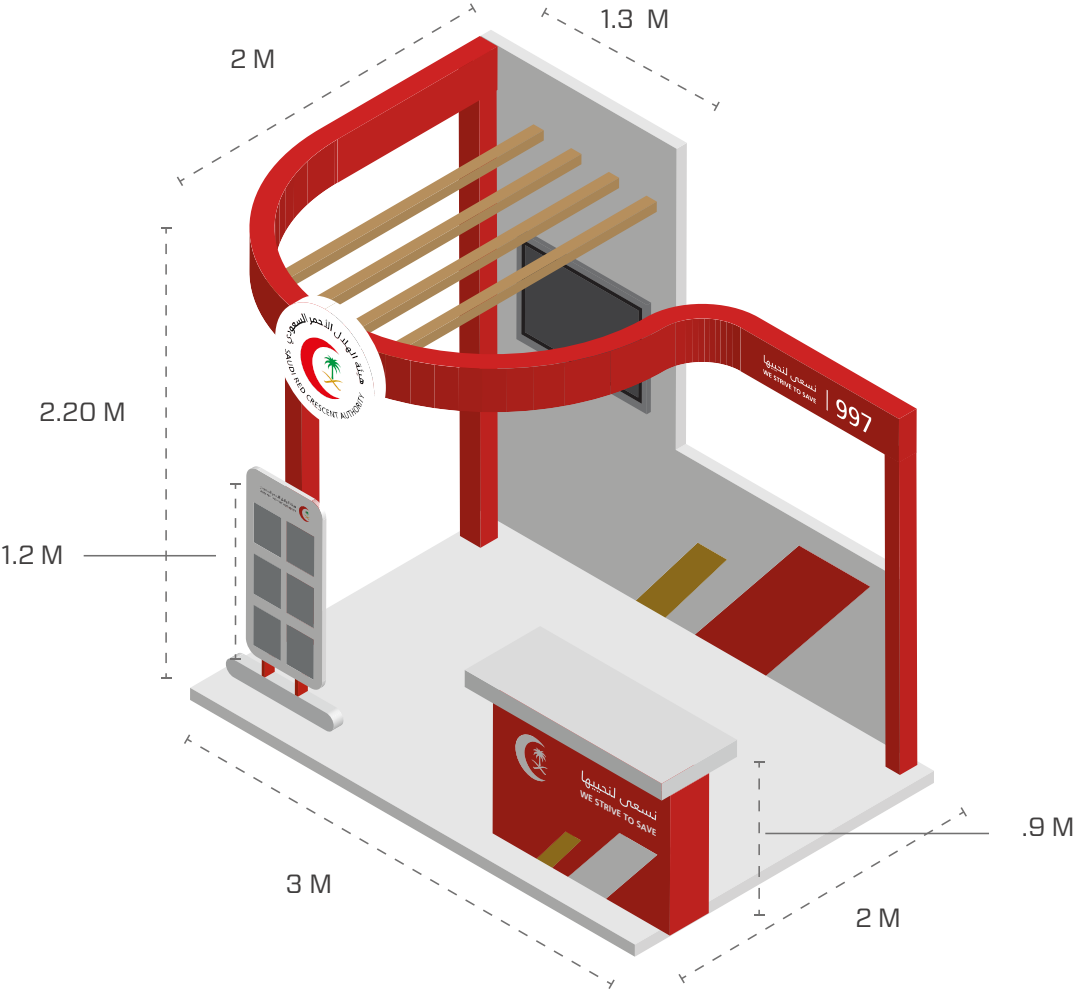
13.6 Option 1 - Side



13.7 Option 2



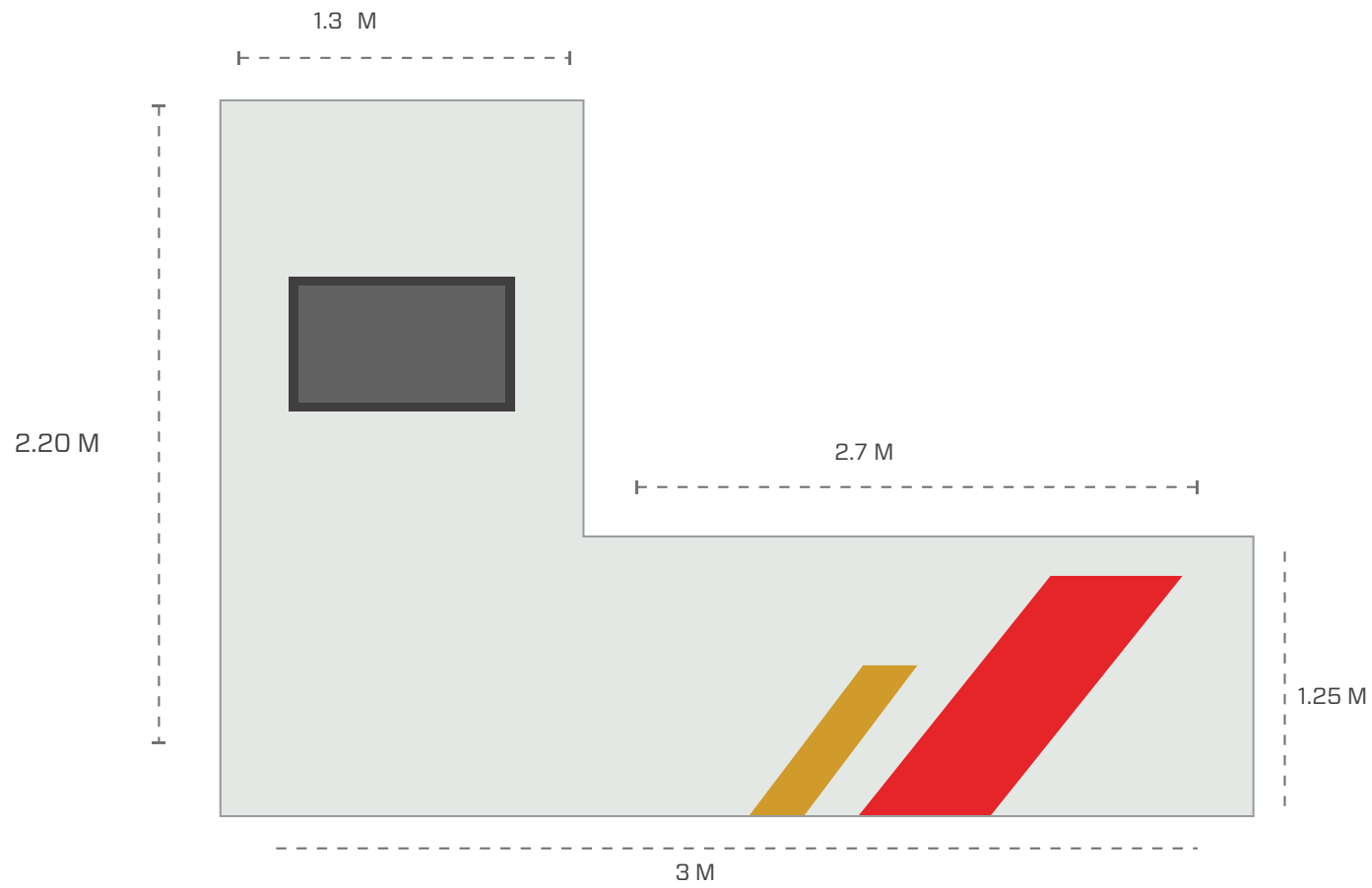
13.8 Option 2



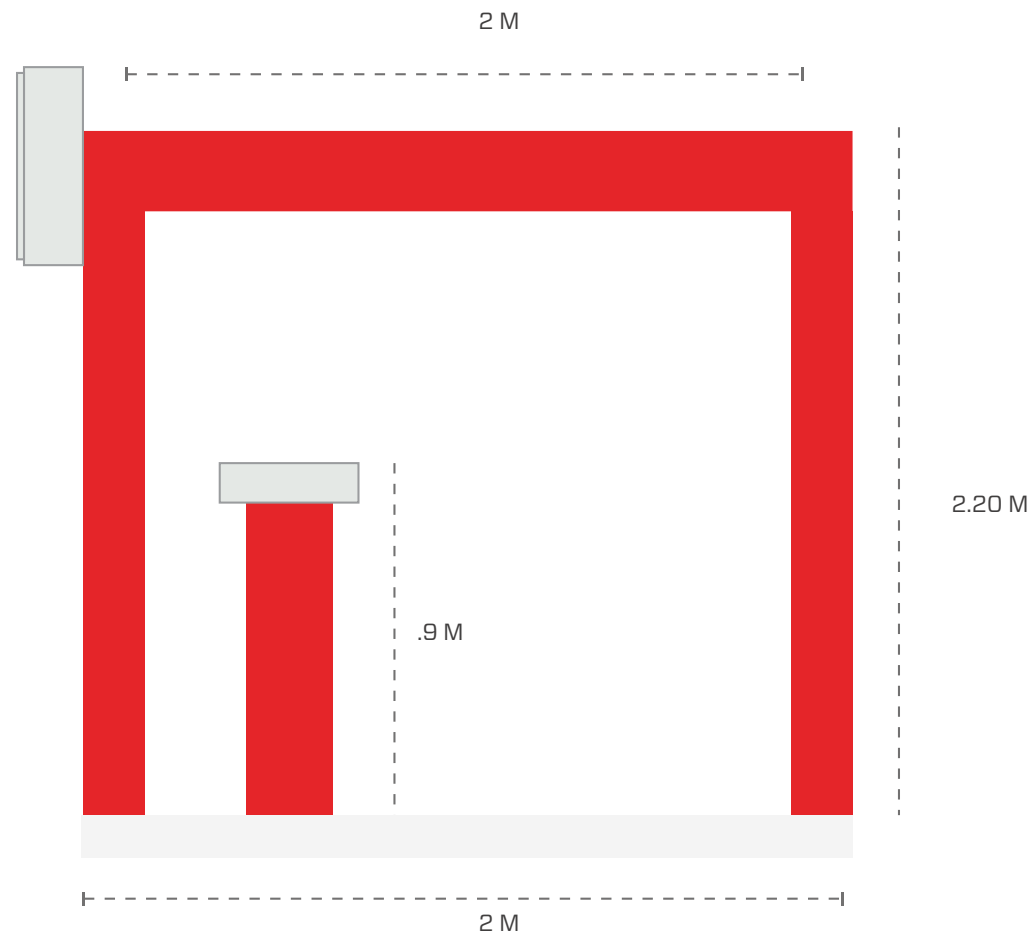
13.9 Option 2 - Front



13.10 Option 2 - Inside Wall



13.11 Option 2 - Side



Downloads



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