مركز الملك سلمان
للمـعـارض والمنـاسـبات

Corporate Identity Manuals & Guides

Corporate Identity Manuals & Guides

This manual also provide in Adobe Acrobat 8.0 PDF file for viewing on Macintosh or Windows platforms. We recommend downloading the file and viewing it on your desktop. All entries on the contents page are linked to their respective pages. The complete file or its individual pages can also be printed on A4 - A3 paper, preferably using a color printer.

Technical Specifications

Table of Content

Short information to this manual

This manual is a reference for staff and members who need to understand the philosophy of,
necessity for and process of King Salman Center Brand Management.
The accompanying Brand Management Tool Kit is a resource for those who need to undertake
specific brand management activities.

Introductions

Logo's Philosophy:

The Logo of King Salman Center has been created professionally, where the concept to create the logo came from the word "Salman" in Arabic which present the center's great name.

The built of the logo came from reflecting the other side of any event's success, which apper in the united letter of Arabic "N".

The presentation of the logo came in a symmetrical way to increase the logo's strength and the shape of the logo shows a gate shape to present the logo's vision.

The logo has much strength where the reflection can be read from any direction.

Rationale of The Logo
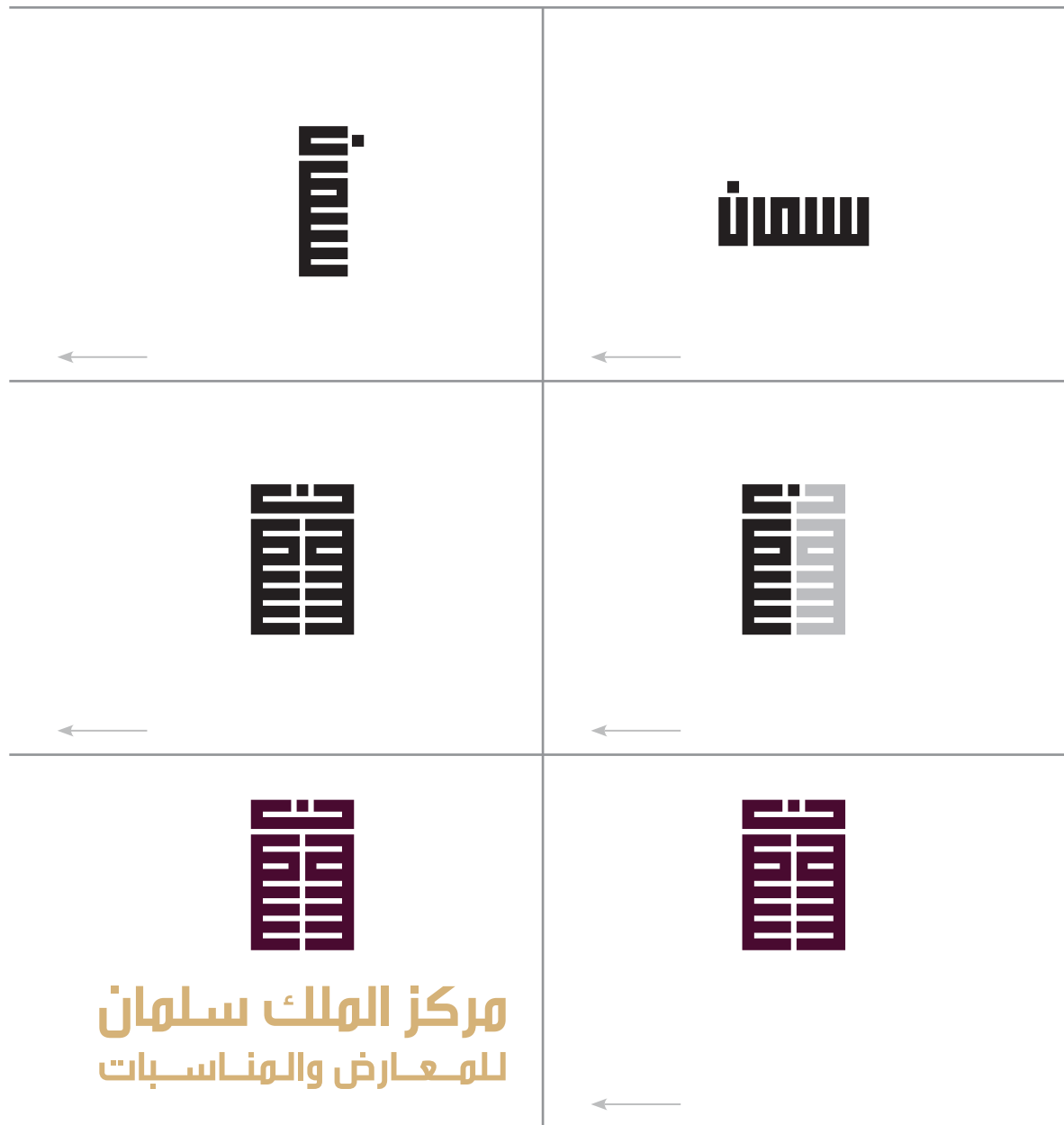
مركز الملك سلمان
للمـــعــارض والمـنـاســبات

مركز الملك سلمان
للمـــعـــارض والمنـاسـبات

King Salman Center
for exhibitions and events

مركز الملك سلمان
للمـــعـــارض والمنـاسـبات

King Salman Center
for exhibitions and events

Narrow Versions

مركز الملك سلمان للمـــعـــارض والمنـاسـبات
King Salman Center for exhibitions and events

مركز الملك سلمان للمـــعـــارض والمنـاسـبات
King Salman Center for exhibitions and events

King Salman Center for exhibitions and events

مركز الملك سلمان للمـــعـــارض والمنـاسـبات

King Salman Center
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مركز الملك سلمان
للمـــعـــارض والمنـاسـبات

1.0 Basic Standards

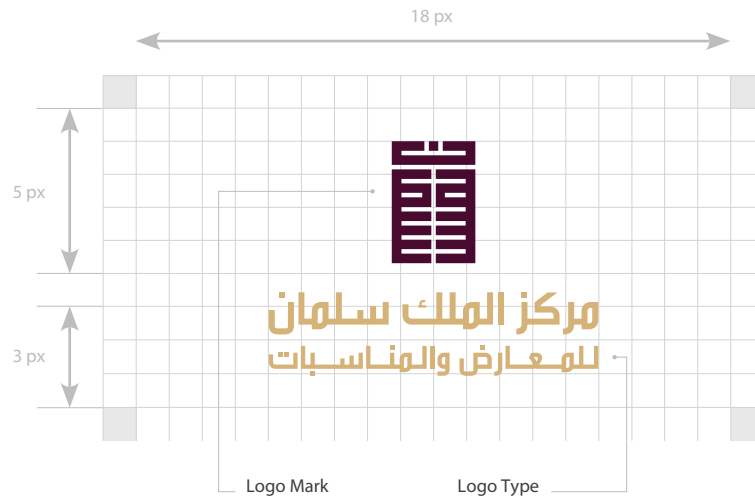There are two formats for the King Salman Center logo.
The standard version is the preferred version and should be used wherever possible.
The narrow version may be used where space restrictions prevent the use of the preferred.

Logo Versions

7

Arabic Logo

18 px

5 px

3 px

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للمـــعارض والمنـاسـبات

Logo Mark   Logo Type

English Logo

18 px

5 px

3 px

King Salman Center
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Logo Mark   Logo Type

These elements combined (logo mark) and (logo type) provide the logo to represent the King Salman Center .

The Logo Elements

King Salman Center
for exhibitions and events

Blue Square Is Cap Height

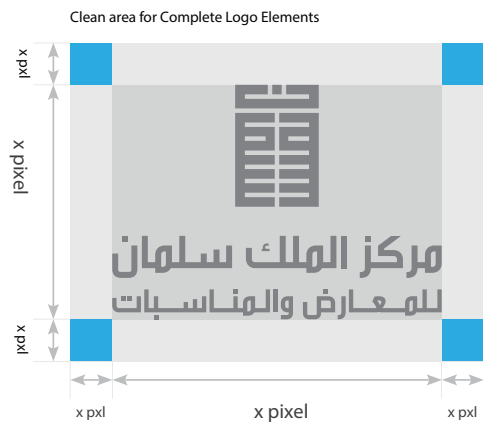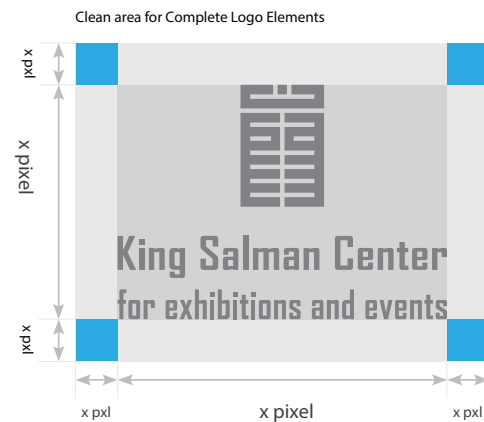مركز الملك سلمان
للمـعـارض والمـنـاسـبات

1.0 Basic Standards

Clear space refers to a distance of "X", as a unit of measurement, surrounding each side of the King Salman Center logo. "X" equals the height of the square on the King Salman Center symbol.

A minimum clear space requirement has been established to ensure the prominence and clarity of the King Salman Center logo.

It is essential that the King Salman Center logo remains free of all graphics, taglines, identities, photography, and typography.

Clean area for Complete Logo Elements

x pxl
x pixel
x pxl

King Salman Center
for exhibitions and events

x pxl   x pixel   x pxl

Clean area for Complete Logo Elements

x pxl
x pixel
x pxl

مركز الملك سلمان
للمـعـارض والمـنـاسـبات

x pxl   x pixel   x pxl

Logo Clear Space

Logo Minimum Size

Logo

Logo mark

1.5 cm

مركز الملك سلمان
للمـعـارض والمنـاسـبات

1.5 cm

King Salman Center
for exhibitions and events
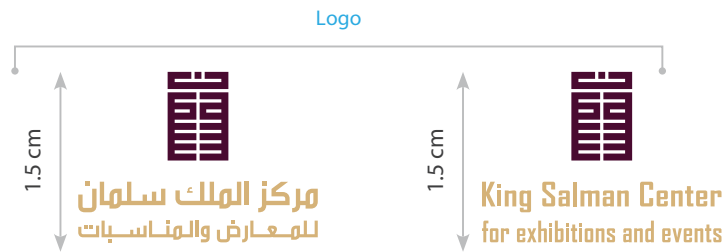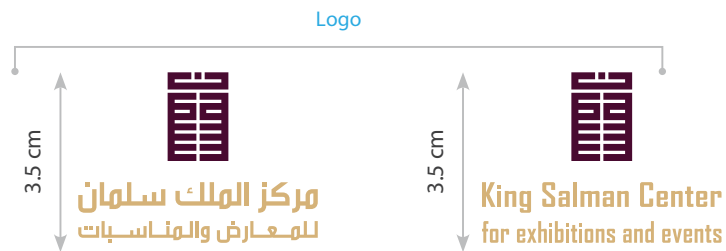
0.5 cm

Logo minimum size

1.5 cm height for print.
150 px height for web or email.

Logo mark minimum size

0.5 cm height for print.
50 px height for web or email.

Logo Recommended Size

Logo

Logo mark

3.5 cm

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للمـعـارض والمنـاسـبات

3.5 cm

King Salman Center
for exhibitions and events

2 cm

Logo minimum size

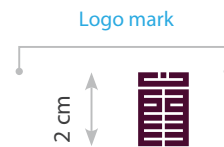3.5 cm height for print.
200 px height for web or email.

Logo mark minimum size

2 cm height for print.
100 px height for web or email.
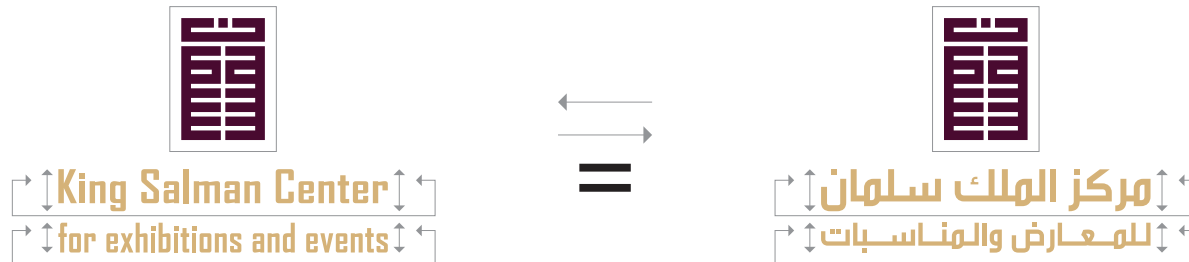
1.0 Basic Standards

To protect the integrity, legibility and impact of the logo and all its variations, it must never be reproduced in sizes smaller than those shown on left.

* The sizes are not actual

Minimum and Recommended Size

1.0 Basic Standards

Match logotype Arabic and English in terms of width and height sizes in all logo Versions.

King Salman Center
for exhibitions and events

=

مركز الملك سلمان
للمـعـارض والمنـاسـبات

Match Logotype Arabic and English

It is extremely important for brand success that the logotype and logomark be displayed correctly.
This includes always using the correct typefaces and the correct relative positioning and size of all elements.
The examples on this and the following pages illustrate unacceptable displays.

Some Incorrect Usage (Dont's)

1. Do not distort any portion of the logotype/signature.

2. Do not crop any portion of the logotype/signature.

3. Do not rotate the logotype/signature. (An obvious exception to this guideline would be a vertical street pole banner with logo appearing as the primary element in a vertical position by necessity.)

4. Do not rearrange components in the signature.

5. Do not alter the typeface of the logotype.

6. Do not add a drop shadow to any part of the signature.

1 مركز الملك سلمان للمـعـارض والمـنـاسـبات

2 مركز الملك سلمان للمـعـارض والمـنـاسـبات

3 مركز الملك سلمان للمـعـارض والمـنـاسـبات

4 King Salman Center for exhibitions and events

5 مركز الملك سلمان للمـعـارض والمـنـاسـبات

6 مركز الملك سلمان للمـعـارض والمـنـاسـبات

7 مركز الملك سلمان للمـعـارض والمـنـاسـبات

8 مركز الملك سلمان للمـعـارض والمـنـاسـبات

9 مركز الملك سلمان للمـعـارض والمـنـاسـبات

10 مركز الملك سلمان للمـعـارض والمـنـاسـبات

1. Logo in official colors.
2. Logo in gray format.
3. Logo in Solid black format.
4. Logo in english format.
5. Logo on very light background.
6. Single color logo (Maroon). See page No. 18
7. Single color logo (Golden). See page No. 18
8. Logo in white color on very dark background.
9. Single color logo (Golden) and background (Maroon). See page No. 18
10. Single color logo (Maroon) and background (golden). See page No. 18

1.0 Basic Standards

It is extremely important for brand success that the logotype and signatures be displayed correctly.

Some examples on this page illustrate acceptable displays.

Some Correct Usage (Do's)

GE SS TV

ا 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

٠١٢٣٤٥٦٧٨٩ // !*#$%^&?*()

Agency FB Regular

ABCDEFGHIJKLMNOPQRSTUVWXZ
abcdefghijklmnopqrstuvwxz
0123456789   // !@#$%^&?*()

Agency FB Bold

ABCDEFGHIJKLMNOPQRSTUVWXZ
abcdefghijklmnopqrstuvwxz
0123456789   // !@#$%^&?*()

2.0 Typography

Typography is one of the most recognizable elements of an identity and helps portray the personality of an organization. The typefaces shown here are examples of members in the chosen font families. Typefaces from the same font family that are not listed here may be used as well.

Logotype Fonts

GE SS Light

ا 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

٠١٢٣٤٥٦٧٨٩   //!٭#$%^&?٭()

GE SS Bold

ا 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

٠١٢٣٤٥٦٧٨٩   //!٭#$%^&?٭()

Myriad Pro Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Z
a b c d e f g h i j k l m n o p q r s t u v w x z
0 1 2 3 4 5 6 7 8 9   // ! @ # $ % ^ & ? * ( )

Myriad Pro Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Z
a b c d e f g h i j k l m n o p q r s t u v w x z
0 1 2 3 4 5 6 7 8 9   // ! @ # $ % ^ & ? * ( )

2.0 Typography

Typography is one of the most recognizable elements of an identity and helps portray the personality of an organization. The typefaces shown here are examples of members in the chosen font families. Typefaces from the same font family that are not listed here may be used as well.

Corporate Fonts

Corporate Colors

First Color (Maroon) **1**   Second Color (Golden) **2**

RGB

R 075	G 005	B 050

R 214	G 179	B 121

CMYK

C 009	M 079	Y 000	K 082

C 000	M 018	Y 050	K 018

HTML

4B0532

D6B379

3.0 Colors Systems

Consistent use of color can help build strong brand recognition.
This makes it possible for an organization to "own" a certain set of colors, by leaving a lasting impression through identification of the organization with that specific color palette.

Was chosen for the identity two colors.

First Color (Maroon)
The first color dark maroon color that symbolizes luxury and originality.
Second Color (Golden)
The second color golden color, which symbolizes the power and the glory.

Corporate Colors

مركز الملك سلمان
للمــعــارض والمنـاسـبات

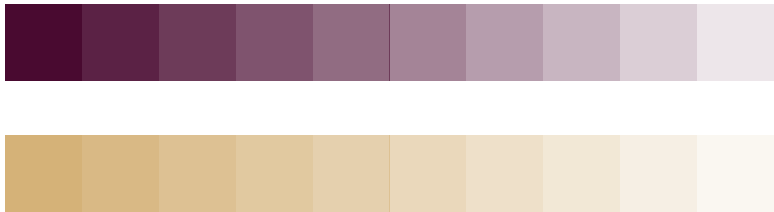مركز الملك سلمان
للمــعــارض والمنـاسـبات
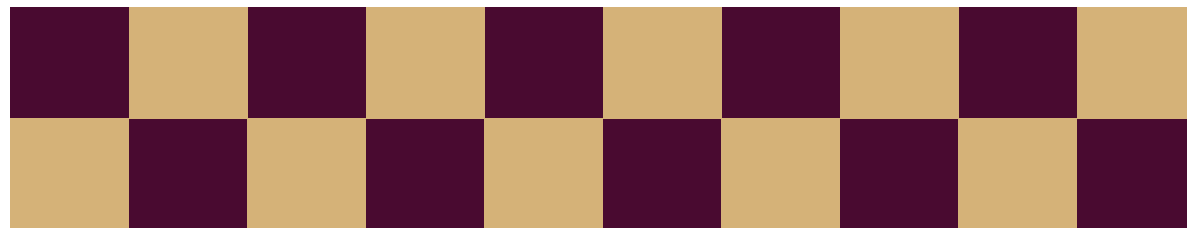
3.0 Colors Systems

Identity Color's, hold harmony and contrast can be used at the same time.
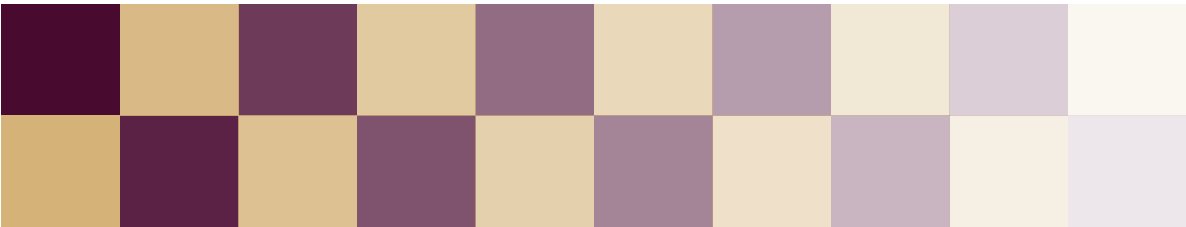The first color (maroon) over the second color (golden) and vice versa.

Colors Harmony


19

Corporate Colors Screens Shades

Corporate Colors Screens Shades Alternately

The color palette can be increased by using screens and shades that originate from the primary colors. The lighter tints are created by screening the primary colors against white.
The darker tints (shades) are created by adding black to the primary colors.
The tints shown here are examples of this range.
Additional screens and shades can be used as well, according to the needs of the application.
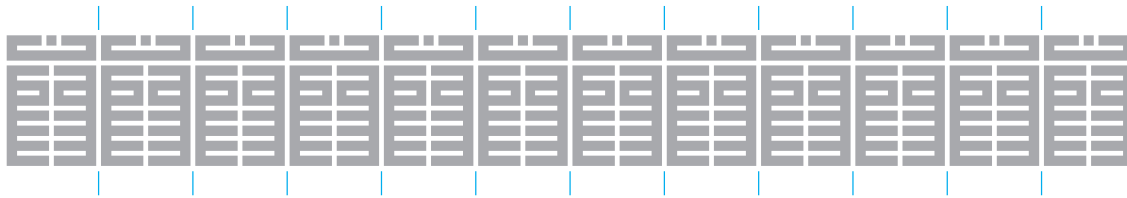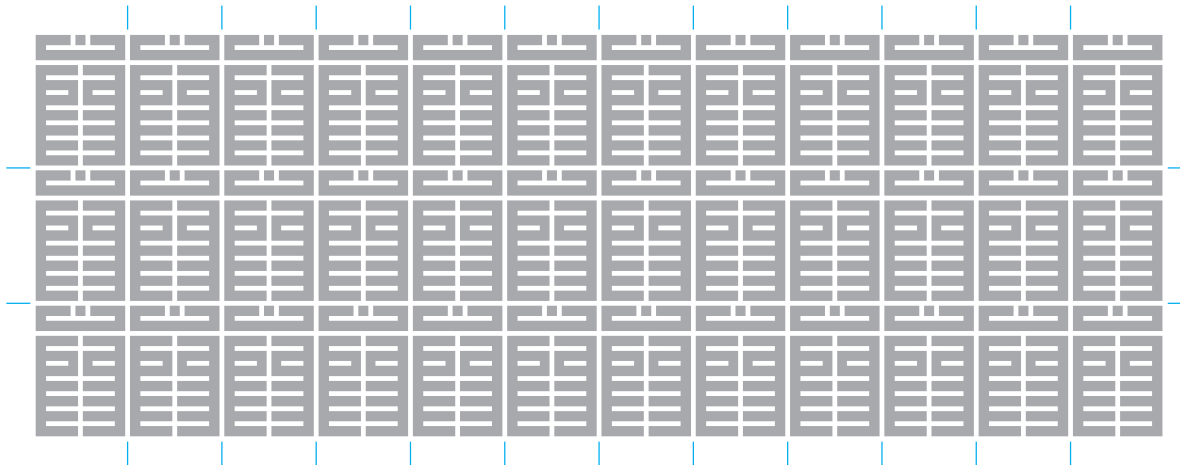
Screens and Shades
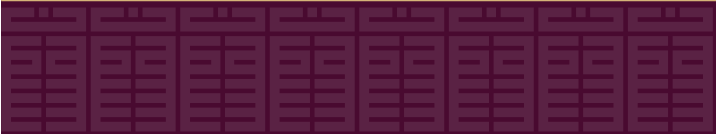
4.0 Corporate Pattern

Evolution
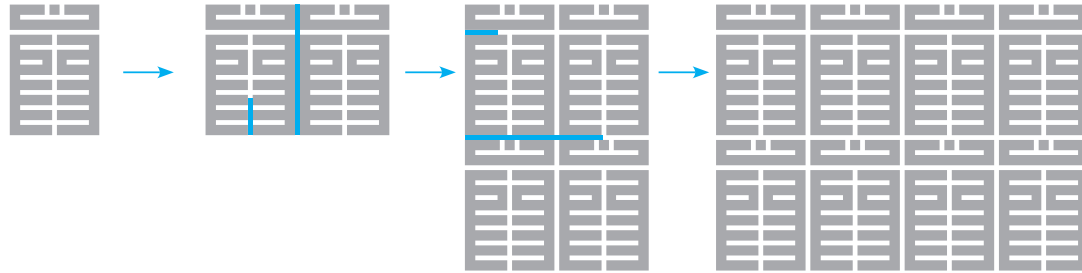
Stripe
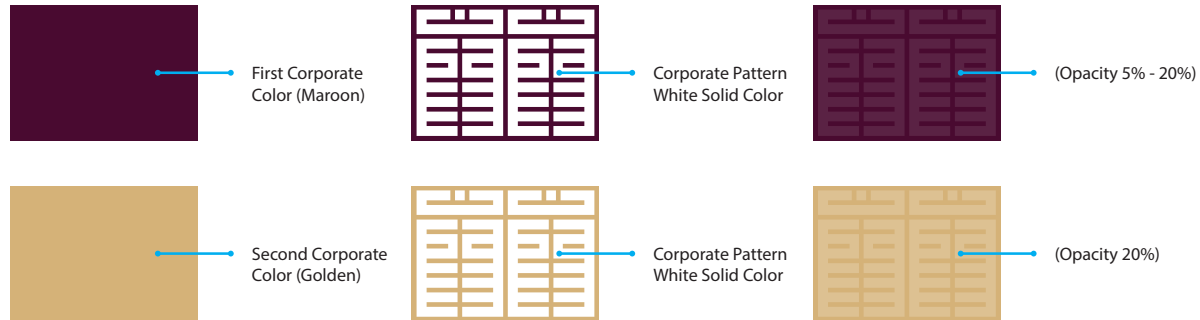

Background

4.0 Corporate Pattern

The King Salman Center graphic pattern has been designed to add elegance and emphasize relevance add a touch of luxury for identity.
Inspired by the logo mark itself.
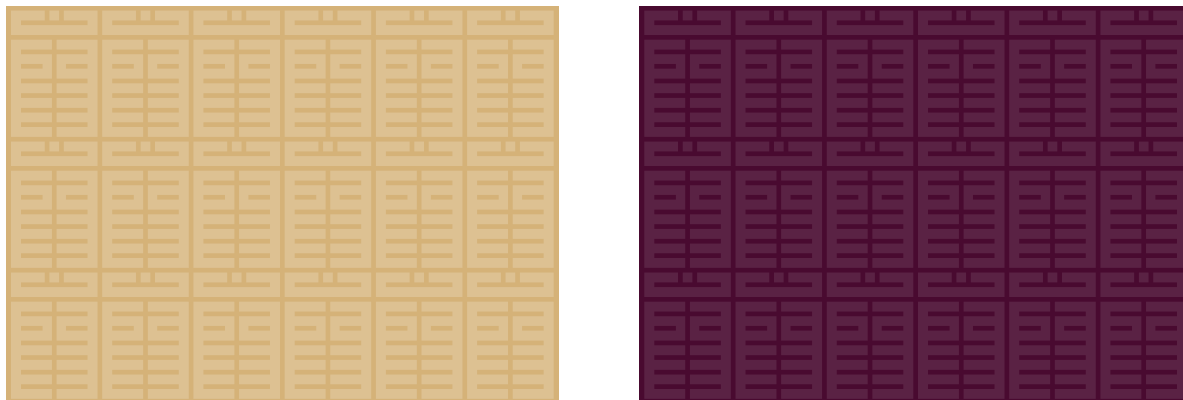
Evolution of The Graphics Pattern

Final Pattern Elements

First Corporate Color (Maroon)

Corporate Pattern White Solid Color

(Opacity 5% - 20%)

Second Corporate Color (Golden)

Corporate Pattern White Solid Color

(Opacity 20%)

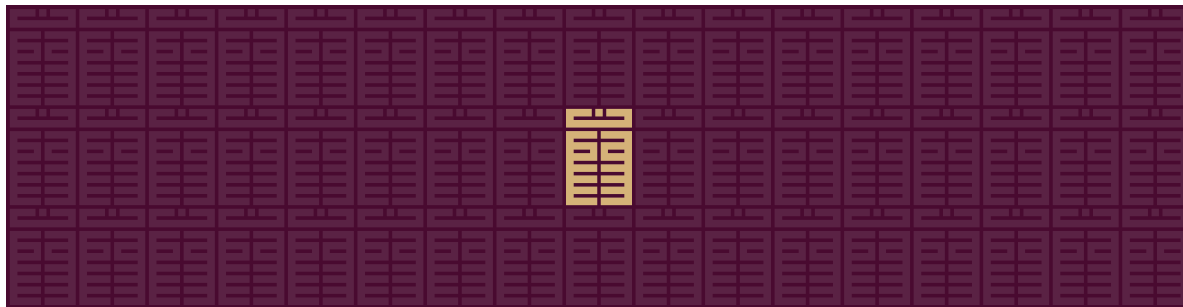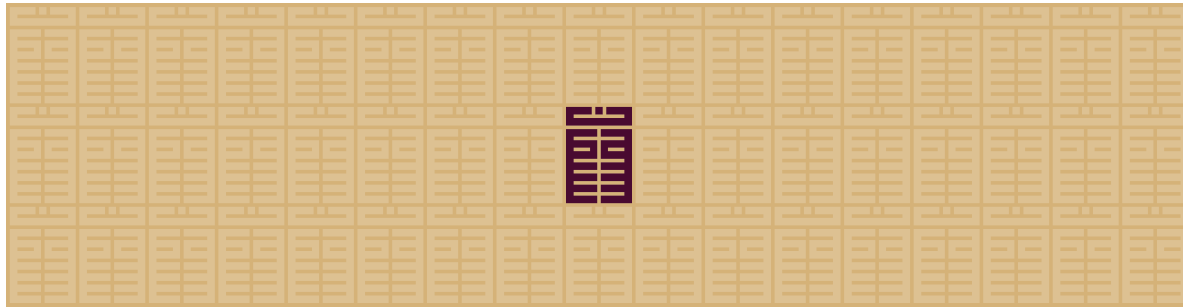## Stripe

Background

Show how to build a basic patterns of corporate colors and applied .
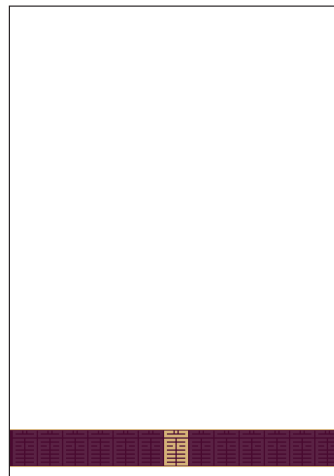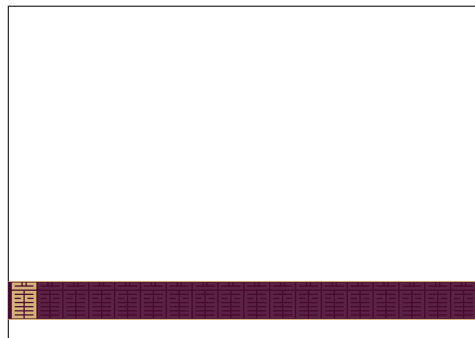
Final Pattern A

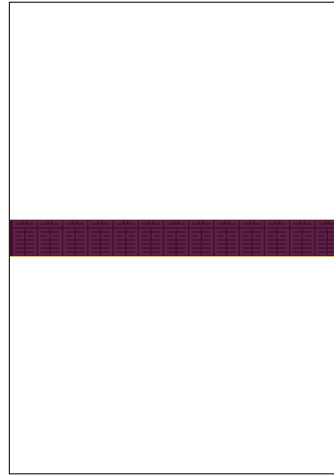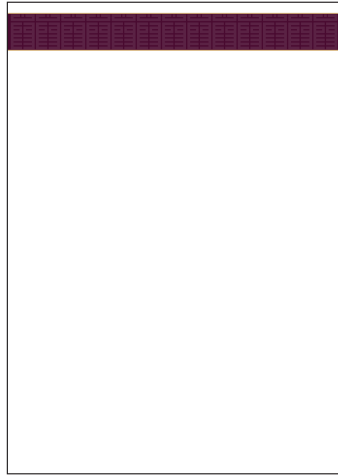Stripe

Background

4.0 Corporate Pattern

Another method to the use the patterns, adding a single logomark on the patterns, but it must be a different single color and background.

Final Pattern B

Stripe
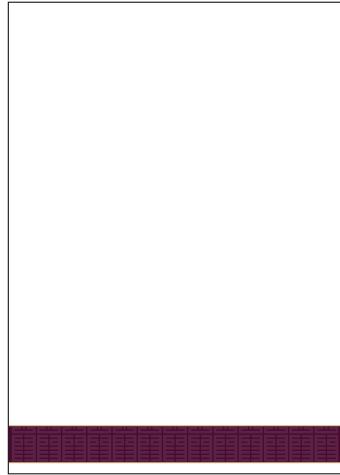
4.0 Corporate Pattern

Shown left is the Stripe graphic styling formats, which demonstrate the recommended style and layout that should be applied.

Stripe Pattern Formats

4.0 Corporate Pattern

Shown left is the background graphic styling formats, which demonstrate the recommended style and layout that should be applied.

Background Pattern Formats

5.0 Stationary System

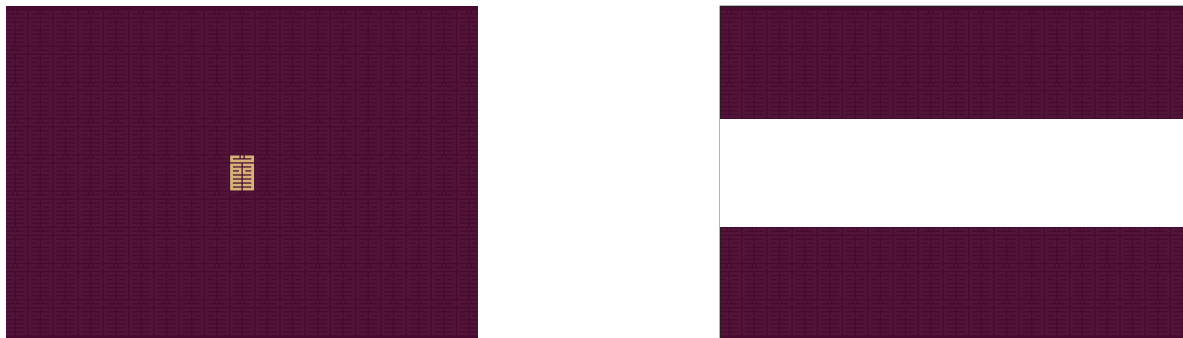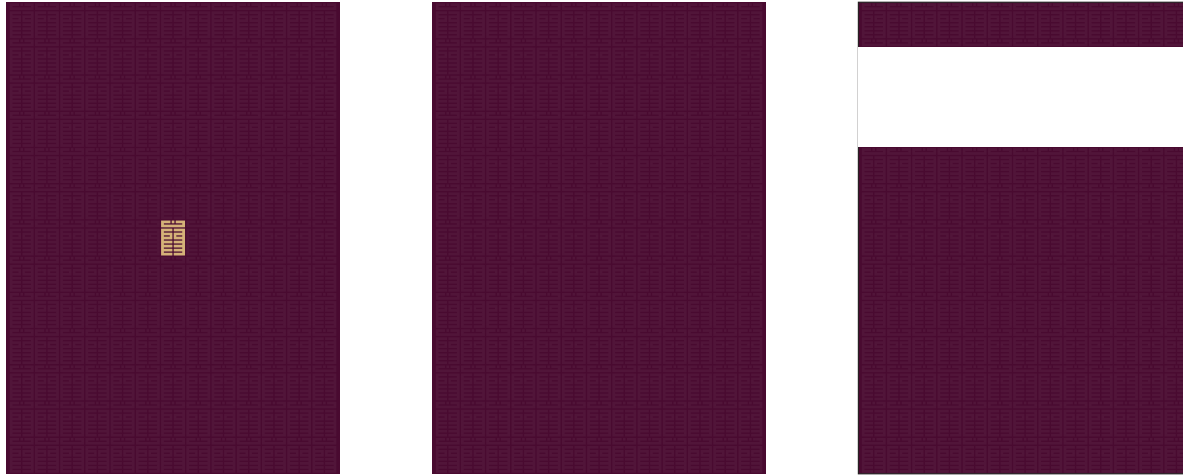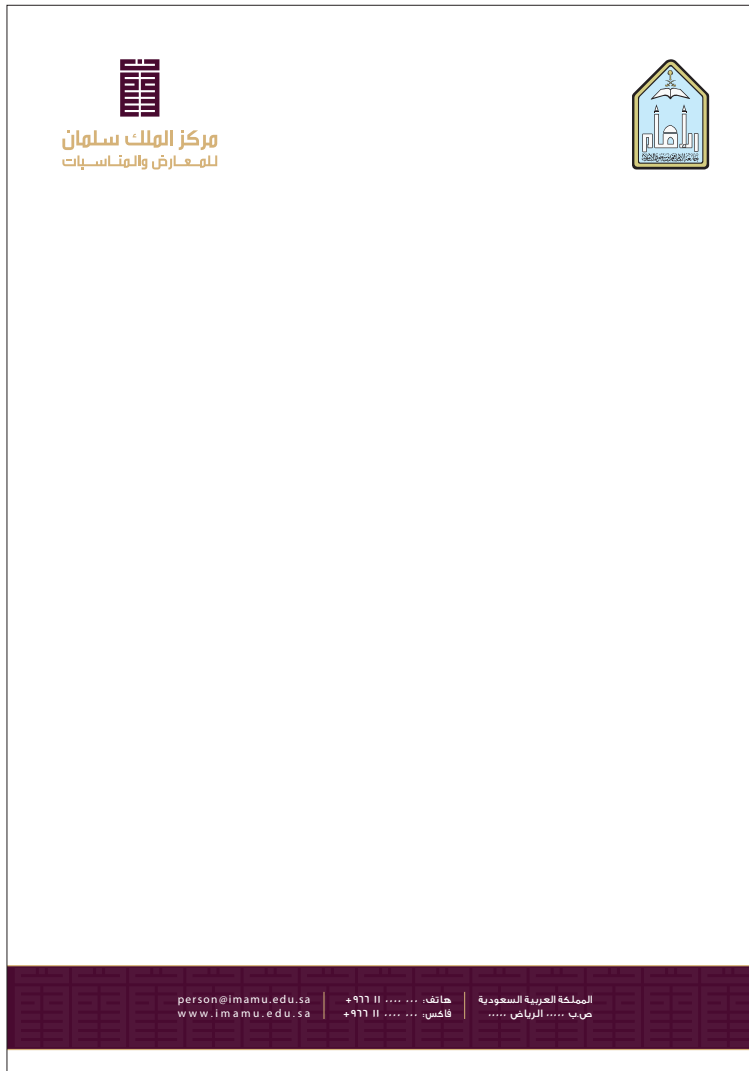The stationery standards provided in the following pages are an essential part of the logo visual identity system and are to be used by all units.

Standard Letterhead

The stationery standards provided in the following pages are an essential part of the logo visual identity system and are to be used by all units.

Fax Sheet

مركز الملك سلمان
للمـعــارض والمنـاسـبات

person@imamu.edu.sa
w w w . i m a m u . e d u . s a

هاتف: .... II ٩٦٦+
فاكس: .... II ٩٦٦+

المملكة العربية السعودية
ص.ب ..... الرياض .....

Person Name
Job Title

مركز الملك سلمان
للمـعـارض والمـنـاسـبات

Kingdom of Saudi Arabia
P.O Box. 00000 Riyadh 00000

Tel: +966 11 0000 000
Fax: +966 11 0000 000
Mobile: +966 00 000 0000

person@imamu.edu.sa
www.imamu.edu.sa

مركز الملك سلمان
للمـعـارض والمـنـاسـبات

المملكة العربية السعودية
ص.ب ..... الرياض .....

هاتف: .... II ٩٦٦+
فاكس: .... II ٩٦٦+
جوال: .... ٩٦٦+

person@imamu.edu.sa
www.imamu.edu.sa

اسم الشخص
المسمى الوظيفي

Stationary System

The stationery standards provided in the following pages are an essential part of the logo visual identity system and are to be used by all units.

Business Card

5.0 Stationary System

The stationery standards provided in the following
pages are an essential part of the logo visual
identity system and are to be used by all units.

Envelope DL

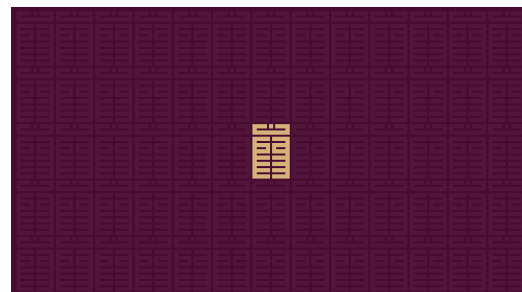# 5.0 Stationary System

The stationery standards provided in the following pages are an essential part of the logo visual identity system and are to be used by all units.

Envelope A4

5.0 Stationary System

The stationery standards provided in the following pages are an essential part of the logo visual identity system and are to be used by all units.

مركز الملك سلمان
للمعارض والمناسبات

المملكة العربية السعودية | هاتف: •٩٦٦ ١١ •••• | person@imamu.edu.sa
ص.ب: •••• الرياض | فاكس: •٩٦٦ ١١ •••• | www.imamu.edu.sa

Envelope A5

مركز الملك سلمان
للـمـعـارض والمنـاسـبات

اسم الشخص

المسمى الوظيفي

المملكة العربية السعودية
ص.ب ..... الرياض .....

هاتف: ... . ٩٦٦ II +
فاكس: ... . ٩٦٦ II +

person@imamu.edu.sa
www.imamu.edu.sa

The stationery standards provided in the following
pages are an essential part of the logo visual
identity system and are to be used by all units.

ID Card

5.0 Stationary System

The stationery standards provided in the following
pages are an essential part of the logo visual
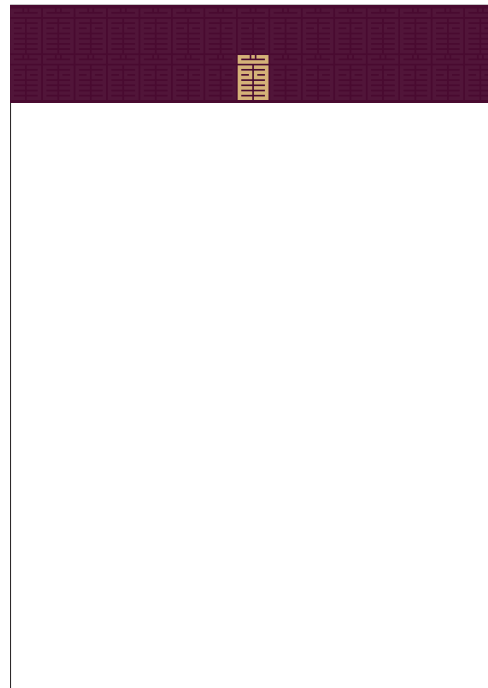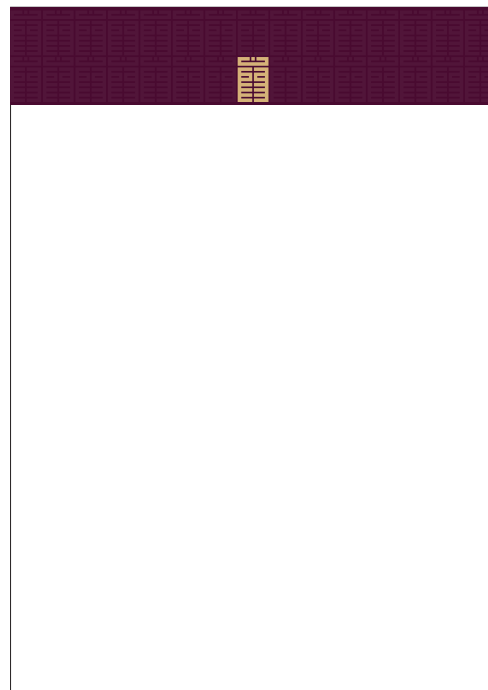identity system and are to be used by all units.

مركز الملك سلمان
للمـعــارض والمنـاسـبات

اسم الشخص

المسمى الوظيفي

المملكة العربية السعودية   **هاتف:** ٠٠٠٠ ١١ ٩٦٦+   **جوال:** ٠٠٠٠ ١١ ٩٦٦+
ص.ب ٠٠٠٠ الرياض ٠٠٠٠٠   **فاكس:** ٠٠٠٠ ١١ ٩٦٦+   person@imamu.edu.sa

www.imamu.edu.sa

Email Signature

5.0 Stationary System

The stationery standards provided in the following pages are an essential part of the logo visual identity system and are to be used by all units.
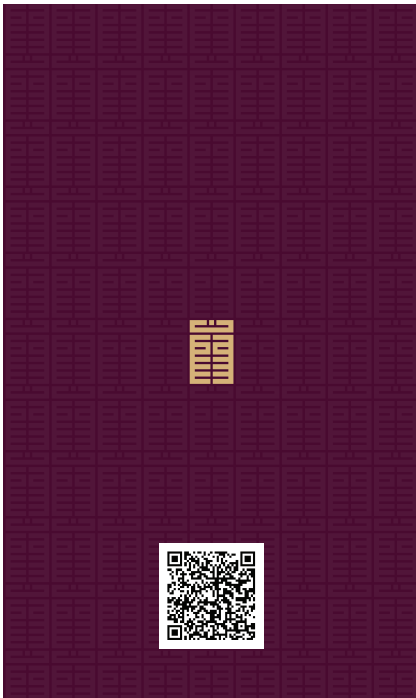

مركز الملك سلمان
للمــعــارض والمنــاســبات

المملكة العربية السعودية
ص.ب ،،،،، الرياض ،،،،،

Stamp

مركز الملك سلمان
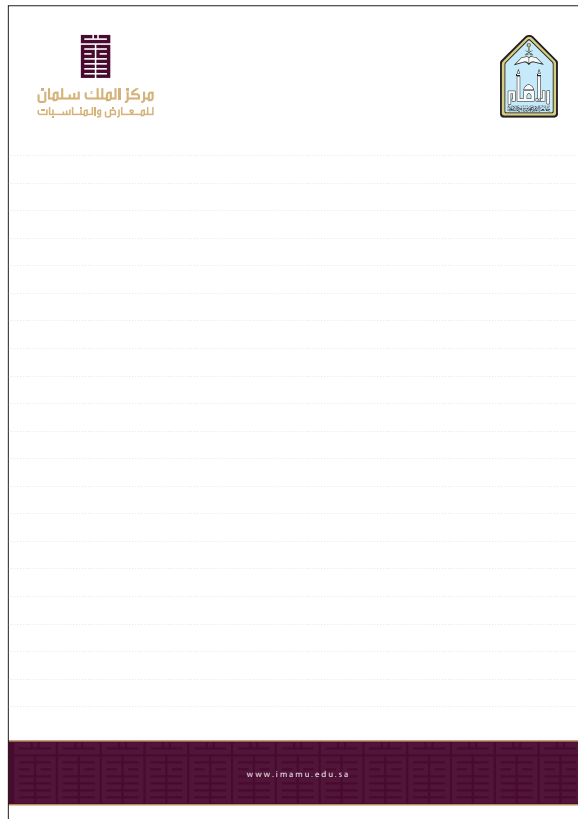للمـعـارض والمنـاسـبات

مذكرة داخلية

5.0 Stationary System

The stationery standards provided in the following pages are an essential part of the logo visual identity system and are to be used by all units.

Note Book

6.0 Applications

6.0 Applications

Communication materials are a large part of the representation of a brand in the marketplace. A consistent, unified and strong look is paramount in the recognition and ultimate success of the brand.

A4 Flyer Templates

العنوان الرئيسي

العنوان الفرعي

مركز الملك سلمان
للمـعـارض والمنـاسـبات

Image Placment

مركز الملك سلمان
للمـعـارض والمنـاسـبات

المملكة العربية السعودية
عنوان ٠٠٠٠ الرياض

person@imamu.edu.sa
www.imamu.edu.sa

هاتف: ٠٠٠٠ ١١ ٩٦٦+
فاكس: ٠٠٠٠ ١١ ٩٦٦+

الموضوع الثاني

Image Placment

الموضوع الثالث

Image Placment

الموضوع الرابع

Image Placment

Image Placment

الموضوع الأول

Image Placment

Image Placment
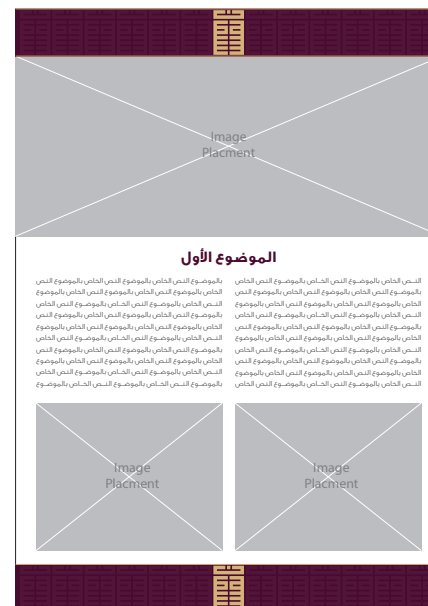
6.0 Applications

Communication materials are a large part of the representation of a brand in the marketplace. A consistent, unified and strong look is paramount in the recognition and ultimate success of the brand.

Roll-Up Banner Templates

العنوان الرئيسي يوضع هنا.

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6.0 Applications

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Pop Up Banner Templates

6.0 Applications

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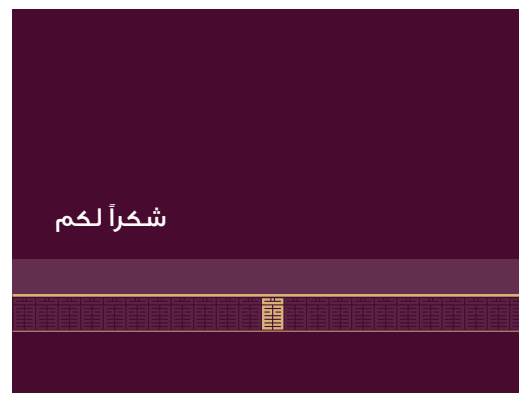
Presentation Templates

6.0 Applications

Communication materials are a large part of the representation of a brand in the marketplace.
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Uniforms

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