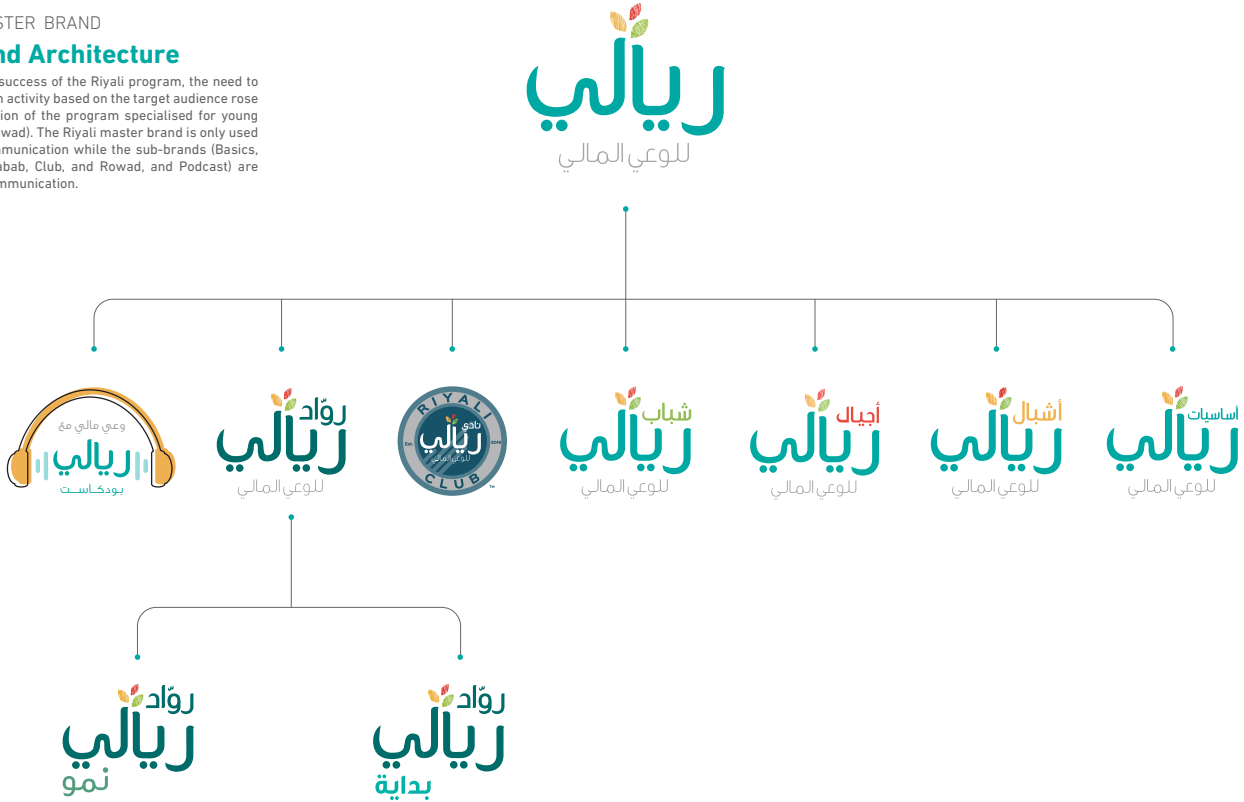
Brand Guidelines

Table of Content

The Master Brand

1.0 | Brand Architecture

In the light of the success of the Riyali program, the need to divide the program activity based on the target audience rose with the introduction of the program specialised for young entrepreneurs (Rowad). The Riyali master brand is only used for corporate communication while the sub-brands (Basics, Ashbal, Ajyal, Shabab, Club, and Rowad, and Podcast) are used for direct communication.



1.1 | The Logo

For white and light backgrounds, the original version of the logo should be used.

1.2 | Single Color and Special Printing Logo

Single color variations of the logo are to be used only when the full color logo is not applicable. Single colors are only black on light backgrounds and white on dark backgrounds. The grey background is just a sample, any other dark color can apply. The special printing logo with solid leaves can only be used for UV, metallic foil and embossing.

1.3 | The Basic Elements

The corporate signature consists of three main elements that are used as mentioned below:

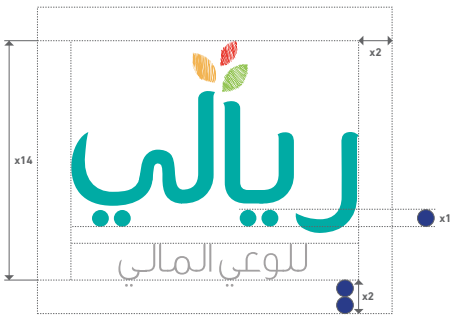
1. The sketchy leaves
2. The teal logotype
3. The descriptor

1.4 | The Logo Dimensions

The logo maintains its consistency throughout all its applications by the use of a specific grid.

The unit of measurement for these dimensions is based on the blue circle that is derived from dots of the logotype.

The logo Safe area is xr of the measurement unit.



The logo's smallest size is 2cm in width. This is to ensure the visibility of all the elements of the logo.

1.5 | Logo Misusages

1. The logo should always remain in it's original form. The only alternative is the reversed logo which may be used in exceptional cases when on top of a darker background. It is not permissible to change the colors of any part of the original logo.

2. Logo dimensions cannot be altered and all elements of the logo must preserve their original shape and space.

3. The brand logo must be respected. No added effects or graphics should be placed in close proximity to the original logo.

Don't alter the proportions of the logo elements X

Do not distort the logo X

Don't change the position of any logo elements X

Do not change any fonts of the logo X

Do not reduce the opacity of the logo X

Do not outline the logo X

Don't place the logo on a low visibility color X

Don't place the logo on a busy image X

Don't change the colors of the logo X

1.5 | Typography

The Riyali brand communicates in both languages Arabic and English. The dominance is for the Arabic language. There are two typefaces usage for each language mentioned below:

Primary Arabic Corporate Typeface
The GE Dinar One font family is the main typeface to be used for all brand communication.

Alternate Arabic Typeface
Axt Manal is used for non-design purposes and PC usage such as PowerPoint presentations.

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
أبتثجحخدذرزسشصضطظعغفقكلمنهوي
)(.٪!$!٢٣٤٥٦٧٨٩٠

GE Dinar One Bold - Main headline

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
أبتثجحخدذرزسشصضطظعغفقكلمنهوي
)(.٪١٢٣٤٥٦٧٨٩٠

Axt Manal Bold - Main headline

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أبتثجحخدذرزسشصضطظعغفقكلمنهوي
)(.٪!$!٢٣٤٥٦٧٨٩٠

GE Dinar One Medium - Sub headline

عندما يتمتع الفرد بالكرامة المالية سواء كان رجلاً أو امرأة فهذا ذات جودة مرضيّة و يشعر فيها بأمان يساعده على تحقيق أحلامه. وبالتالي عندما يتمتع الفرد بالكرامة المالية سواء كان رجلاً أو امرأة فهذا ذات جودة مرضيّة و يشعر حماية مبادئه الأخلاقية في السراء والضراء.

Axt Manal Regular - Body text

عندما يتمتع الفرد بالكرامة المالية سواء كان رجلاً أو امرأة فهذا ذات جودة مرضيّة و يشعر فيها بأمان يساعده على تحقيق أحلامه. وبالتالي حماية مبادئه الأخلاقية في السراء والضراء.

GE Dinar One Light - Body text

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a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ( ) % . , ? & *

DIN Bold - Main headline

A B C D E F G H I J K L M N O P Q R S T U V W X Y 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 y z
1 2 3 4 5 6 7 8 9 0 ( ) % . , ? & *

DIN Medium - Sub headline

Over the last three years, more than 13,500 women and men have joined savings groups, or “associations,” and received training in basic business skills, like accounting and marketing.

DIN Regular - Body text

A B C D E F G H I J K L M N O P Q R S T U V W X Y 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 y z
1 2 3 4 5 6 7 8 9 0 ( ) % . , ? & *

Helvetica Neue Bold - Main headline

Over the last three years, more than 13,500 women and men have joined savings groups, or “associations,” and received training in basic business skills, like accounting and marketing.

Helvetica Neue Regular - Body text

1.6 | Color Palette

Riyali's primary color palette combines gray's strength and determination along with teals's positivity, thus adding value to the overall brand. These colors are to be used in all main communication and applications. This includes the main logo, its stationary, promotional items, etc.

LOGO PRIMARY COLORS

Color Breakdown

C	76
M	4
Y	39
K	0
R	0
G	178
B	171

Color Breakdown

C	0
M	0
Y	0
K	75
R	99
G	99
B	98

LOGO SECONDARY COLORS

Color Breakdown

C	20
M	38
Y	78
K	9
R	242
G	54
B	46

Color Breakdown

C	0
M	29
Y	79
K	0
R	251
G	187
B	80

Color Breakdown

C	44
M	0
Y	88
K	0
R	154
G	203
B	81

1.7 | Logo Endorsement

To place Riyali's logo as the hero entity on its own on either side (right or left) depending on the English or Arabic alignment or design.

The closest entity to Riyali will be SEDCO Holding logo with a line between it and SABB's logo.

ARABIC

ENGLISH

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ARABIC

ENGLISH

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ARABIC

ENGLISH

1.8 | Social

All social posts should have Riyali's logo as the hero entity on its own in white on the right side of the post.

SEDCO Holding's logo should be placed on the left side on posts that don't have endorsements.

For posts under SABB's partnership, SEDCO Holding and SABB logos should be paced on the left side with SEDCO's logo closest to Riyali and with a thin line in between.

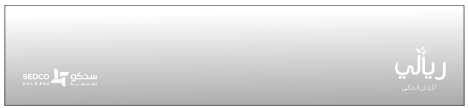
Posts should include a shadow gradient to ensure the logos are visible regardless of the background.

For Global Money Week posts, the posts should be placed in a curved white strip in the following order from left to right: Global Money Week, Riyali, SEDCO Holding, and SABB. All logos should have a thin line to separate them.

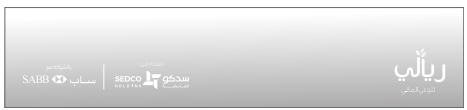
The colors used on social posts are inspired from Riyali's brand while using a pastel variation of the colors.

LOGO Placement

Normal Logos Placement



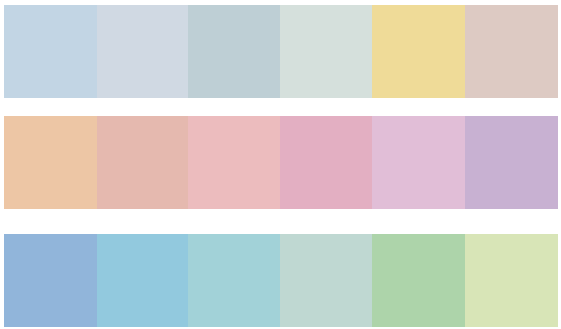
Co-branding Logos Placement



Global Money Week Logos Placement

Colors

Solid Pastel Colors



The Master Brand Corporate Application

2.1 | Sationary

All social posts should have Riyali's logo as the hero entity on its own in white on the right side of the post.

SEDCO Holding's logo should be placed on the left side on posts that don't have endorsements.

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The colors used on social posts are inspired from Riyali's brand while using a pastel variation of the colors.

2.1 | Sationary

2.1 | Sationary

2.1 | Sationary

2.2 | Giveaways & Gift Items

2.1 | Roll Ups

ريالي
للوعي المالي
مقدم من
SEDCO HOLDING
سدكو القابضة
@Riyali @Riyali_ksa
www.riyali.com
ريالي
للوعي المالي
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2.1 | Backdrops

Print

3.1 | Communication Template

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Digital

4.2 | Email Announcement

The corporate signature consists of three main elements that are used as mentioned below:

1. The sketchy leaves
2. The teal logotype
3. The descriptor

4.3 | Social Media

The corporate signature consists of three main elements that are used as mentioned below:

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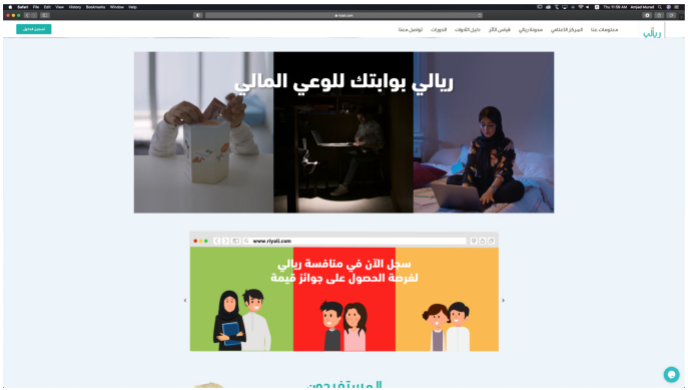
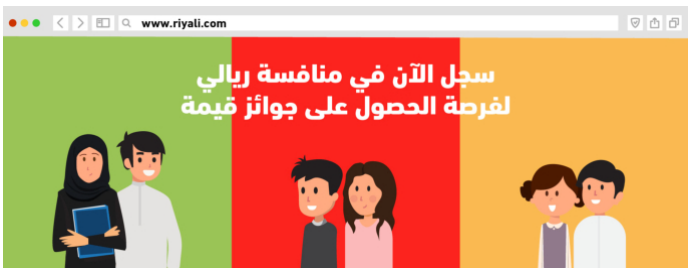
4.3 | Cover Picture

4.3 | Internal Announcements

4.3 | Newsletter

4.3 | Website Banners





Riyali Basics

1.1 | The Logo

For white and light backgrounds, the original version of the logo should be used.

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ARABIC

ENGLISH

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)(.٪$!١٢٣٤٥٦٧٨٩٠

GE Dinar One Bold - Main headline

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)(.٪$!١٢٣٤٥٦٧٨٩٠

GE Dinar One Medium - Sub headline

عندما يتمتع الفرد بالكرامة المالية سواء كان رجلاً أو امرأة فهذا ذات جودة مرضيَة و يشعر فيها بأمان يساعده على تحقيق أحلامه. وبالتالي حماية مبادئه الأخلاقية في السراء والضراء.

GE Dinar One Light - Body 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
أبتثجحخدذرزسشصضطظعغفقكلمنهوي
)(.٪١٢٣٤٥٦٧٨٩٠

Axt Manal Bold - Main headline

عندما يتمتع الفرد بالكرامة المالية سواء كان رجلاً أو امرأة فهذا ذات جودة مرضيَة و يشعر فيها بأمان يساعده على تحقيق أحلامه. وبالتالي عندما يتمتع الفرد بالكرامة المالية سواء كان رجلاً أو امرأة فهذا ذات جودة مرضيَة و يشعر حماية مبادئه الأخلاقية في السراء والضراء.

Axt Manal Regular - Body text

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1 2 3 4 5 6 7 8 9 0 ( ) % . , ? & *

DIN Bold - Main headline

A B C D E F G H I J K L M N O P Q R S T U V W X Y 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 y z
1 2 3 4 5 6 7 8 9 0 ( ) % . , ? & *

DIN Medium - Sub headline

Over the last three years, more than 13,500 women and men have joined savings groups, or “associations,” and received training in basic business skills, like accounting and marketing.

DIN Regular - Body text

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
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Helvetica Neue Bold - Main headline

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1.6 | Color Palette

Riyali's primary color palette combines gray's strength and determination along with teals's positivity, thus adding value to the overall brand. These colors are to be used in all main communication and applications. This includes the main logo, its stationary, promotional items, etc.

LOGO PRIMARY COLORS

Color Breakdown

C	76
M	4
Y	39
K	0
R	0
G	178
B	171

Color Breakdown

C	0
M	0
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K	75
R	99
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C	20
M	38
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1.8 | Social

All social posts should have Riyali's logo as the hero entity on its own in white on the right side of the post.

SEDCO Holding's logo should be placed on the left side on posts that don't have endorsements.

For posts under SABB's partnership, SEDCO Holding and SABB logos should be paced on the left side with SEDCO's logo closest to Riyali and with a thin line in between.

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The colors used on social posts are inspired from Riyali's brand while using a pastel variation of the colors.

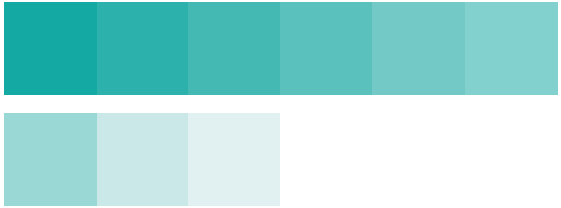
LOGO Placement

Normal Logos Placement

Co-branding Logos Placement

Colors

Solid Pastel Colors



Ashbal Riyali

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GE Dinar One Bold - Main headline

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GE Dinar One Light - Body text

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)(.٪١٢٣٤٥٦٧٨٩٠

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Axt Manal Regular - Body text

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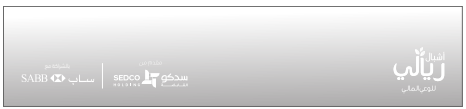
LOGO Placement

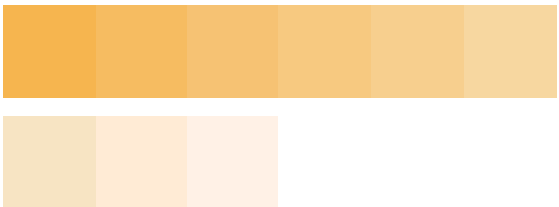
Normal Logos Placement

Co-branding Logos Placement



Colors

Solid Pastel Colors



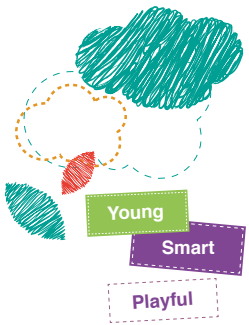
Trainer during Lecture

Student Interaction

Close ups

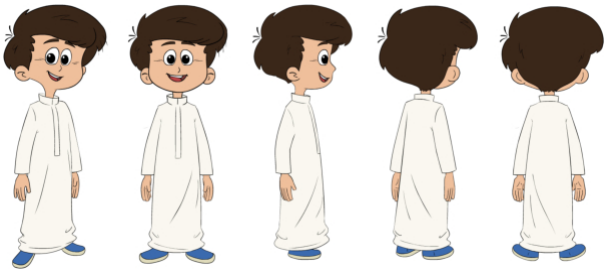
Characters (Majid and Mona)

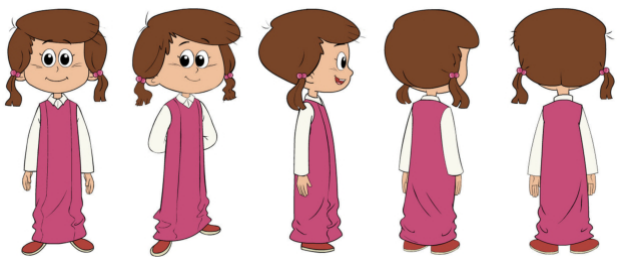
Background Colors



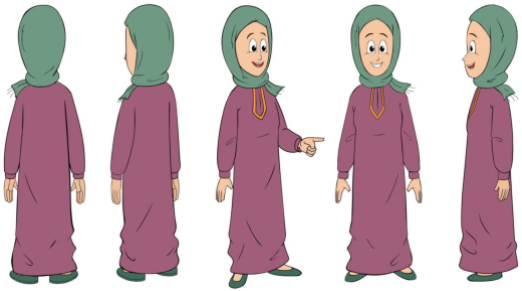
Graphics

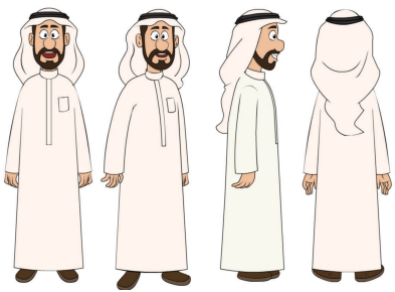
Photography Interaction





Characters (Majid and Mona)





Secondary Characters (Father and Mother)

Trainer during lecture

Student Interaction

Group Picture

Close ups

مسابقة
أشبال ريالي
win.riyali.com
أشبال ريالي
للوعي المالي
SABB
SEDCO

مبروك للفائزين
تم الإعلان عن الفائزين
وشكراً لكل من شارك
أشبال ريالي

وصلتنا آلاف المشاركات
شكراً لجميع المشاركين،سيتم
الإعلان عن الفائزين قريباً
#مسابقة_أشبال_ريالي
ريالي

ادخر
وخلّي
جيبك
مليان
ريالي

مسابقة
أشبال ريالي
خليهم يتنافسوا
أشبال ريألي
للوعي المالي
مقدم من
سدكو
SEDCO
HOLDING
بالشراكة مع
ساب
SABB

لا تفوتوا على أطفالكم فرصة
المشاركة بمسابقة أشبال ريالي
سجلوهم الآن على
win.riyali.com
أشبال ريألي
للوعي المالي
مقدم من
سدكو
SEDCO
HOLDING
بالشراكة مع
ساب
SABB

تعالوا ورونا
شطارتكم
أشبال ريألي
للوعي المالي
سدكو
SEDCO
ساب
SABB

مهتم تتطوع وتزيد الوعي
المالي عند الأطفال؟
Interested in Volunteering and Supporting
Financial Literacy for Children?
فرصتك التطوعية الآن بإيك تكون حكم وتقيّم مشاركات الأطفال في
مسابقة أشبال ريالي بناء على المحتوى والمدة والتأثير.
Here is your chance to volueer by judging entry videos and
evaluating the submissions from the Ashbal Competition based
on content, duration and value of impact.
اضغط هنا للتسجيل واحصل على ساعات تطوعية!
Click here to sign up and earn volunteering hours!
أشبال ريألي
للوعي المالي
سدكو
SEDCO
ساب
SABB

1.8 | Money Bank

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
أبتثجحخدذرزسشصضطظعغفقكلمنهوي
1234567890!$٪.)(

Sultan Nahia Regular - Main headline

AXT Manal Bold - Main headline

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
أبتثجحخدذرزسشصضطظعغفقكلمنهوي
١٢٣٤٥٦٧٨٩٠!$٪.)(

GE Dinar One Medium - Sub headline

عندما يتمتع الفرد بالكرامة المالية سواء كان رجلاً أو امرأة فهذا ذات جودة مرضيّة و يشعر فيها بأمان يساعده على تحقيق أحلامه. وبالتالي حماية مبادئه الأخلاقية في السراء والضراء.

GE Dinar One Light - Body text

AXT Manal Regular - Body text

A B C D E F G H I J K L M N O P Q R S T U V W X Y 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 y z
1 2 3 4 5 6 7 8 9 0 ( ) % . , ? & *

SC Gum Kids - Main headline

A B C D E F G H I J K L M N O P Q R S T U V W X Y 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 y z
1 2 3 4 5 6 7 8 9 0 ( ) % . , ? & *

Kiddy Sans Bold - Sub headline

Over the last three years, more than 13,500 women and men have joined savings groups, or “associations,” and received training in basic business skills, like accounting and marketing.

Kiddy Sans Light - Body text

A B C D E F G H I J K L M N O P
Q R S T U V W X Y 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 y z
1 2 3 4 5 6 7 8 9 0 ( ) % . , ? & *

Helvetica Neue Bold - Main headline

Over the last three years, more than 13,500 women and men have joined savings groups, or “associations,” and received training in basic business skills, like accounting and marketing.

Helvetica Neue Regular - Body text

Ajyal Riyali

1.1 | The Logo

For white and light backgrounds, the original version of the logo should be used.

1.2 | Single Color and Special Printing Logo

Single color variations of the logo are to be used only when the full color logo is not applicable. Single colors are only black on light backgrounds and white on dark backgrounds. The grey background is just a sample, any other dark color can apply. The special printing logo with solid leaves can only be used for UV, metallic foil and embossing.

1.7 | Logo Endorsement

To place Riyali's logo as the hero entity on its own on either side (right or left) depending on the English or Arabic alignment or design.

The closest entity to Riyali will be SEDCO Holding logo with a line between it and SABB's logo.

ARABIC

ENGLISH

1.5 | Typography

The Riyali brand communicates in both languages Arabic and English. The dominance is for the Arabic language. There are two typefaces usage for each language mentioned below:

Primary Arabic Corporate Typeface
The GE Dinar One font family is the main typeface to be used for all brand communication.

Alternate Arabic Typeface
Axt Manal is used for non-design purposes and PC usage such as PowerPoint presentations.

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
أبتثجحخدذرزسشصضطظعغفقكلمنهوي
)(.٪$!١٢٣٤٥٦٧٨٩٠

GE Dinar One Bold - Main headline

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
أبتثجحخدذرزسشصضطظعغفقكلمنهوي
)(.٪$!١٢٣٤٥٦٧٨٩٠

GE Dinar One Medium - Sub headline

عندما يتمتع الفرد بالكرامة المالية سواء كان رجلاً أو امرأة فهذا ذات جودة مرضيّة و يشعر فيها بأمان يساعده على تحقيق أحلامه. وبالتالي حماية مبادئه الأخلاقية في السراء والضراء.

GE Dinar One Light - Body 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
أبتثجحخدذرزسشصضطظعغفقكلمنهوي
)(.٪١٢٣٤٥٦٧٨٩٠

Axt Manal Bold - Main headline

عندما يتمتع الفرد بالكرامة المالية سواء كان رجلاً أو امرأة فهذا ذات جودة مرضيّة و يشعر فيها بأمان يساعده على تحقيق أحلامه. وبالتالي عندما يتمتع الفرد بالكرامة المالية سواء كان رجلاً أو امرأة فهذا ذات جودة مرضيّة و يشعر حماية مبادئه الأخلاقية في السراء والضراء.

Axt Manal Regular - Body text

1.5 | Typography

The Riyali brand communicates in both languages Arabic and English.The dominance is for the Arabic language. There are two typefaces usage for each language mentioned below:

Primary English Corporate Typeface
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Alternate English Typeface
Helvetica Neue is used for non-design purposes and PC usage such as PowerPoint presentations.

A B C D E F G H I J K L M N O P Q R S T U V W X Y 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 y z
1 2 3 4 5 6 7 8 9 0 ( ) % . , ? & *

DIN Bold - Main headline

A B C D E F G H I J K L M N O P Q R S T U V W X Y 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 y z
1 2 3 4 5 6 7 8 9 0 ( ) % . , ? & *

DIN Medium - Sub headline

Over the last three years, more than 13,500 women and men have joined savings groups, or “associations,” and received training in basic business skills, like accounting and marketing.

DIN Regular - Body text

A B C D E F G H I J K L M N O P Q R S T U V W X Y 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 y z
1 2 3 4 5 6 7 8 9 0 ( ) % . , ? & *

Helvetica Neue Bold - Main headline

Over the last three years, more than 13,500 women and men have joined savings groups, or “associations,” and received training in basic business skills, like accounting and marketing.

Helvetica Neue Regular - Body text

1.6 | Color Palette

Riyali's primary color palette combines gray's strength and determination along with teals's positivity, thus adding value to the overall brand. These colors are to be used in all main communication and applications. This includes the main logo, its stationary, promotional items, etc.

LOGO PRIMARY COLORS

Color Breakdown

C	20
M	38
Y	78
K	9
R	242
G	54
B	46

Color Breakdown

C	0
M	0
Y	0
K	75
R	99
G	99
B	98

LOGO SECONDARY COLORS

Color Breakdown

C	0
M	29
Y	79
K	0
R	251
G	187
B	80

Color Breakdown

C	44
M	0
Y	88
K	0
R	154
G	203
B	81

Color Breakdown

C	76
M	4
Y	39
K	0
R	0
G	178
B	171

1.8 | Social

All social posts should have Riyali's logo as the hero entity on its own in white on the right side of the post.

SEDCO Holding's logo should be placed on the left side on posts that don't have endorsements.

For posts under SABB's partnership, SEDCO Holding and SABB logos should be paced on the left side with SEDCO's logo closest to Riyali and with a thin line in between.

Posts should include a shadow gradient to ensure the logos are visible regardless of the background.

For Global Money Week posts, the posts should be placed in a curved white strip in the following order from left to right: Global Money Week, Riyali, SEDCO Holding, and SABB. All logos should have a thin line to separate them.

The colors used on social posts are inspired from Riyali's brand while using a pastel variation of the colors.

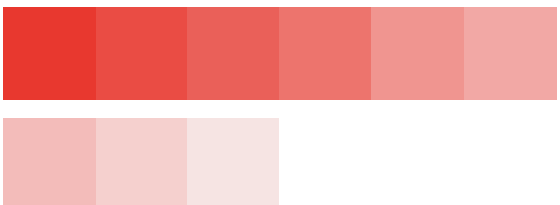
LOGO Placement

Normal Logos Placement

Co-branding Logos Placement

Colors

Solid Pastel Colors



Shabab Riyali

1.1 | The Logo

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)(.٪$!١٢٣٤٥٦٧٨٩٠

GE Dinar One Bold - Main headline

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
أبتثجحخدذرزسشصضطظعغفقكلمنهوي
)(.٪$!١٢٣٤٥٦٧٨٩٠

GE Dinar One Medium - Sub headline

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GE Dinar One Light - Body 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
أبتثجحخدذرزسشصضطظعغفقكلمنهوي
)(.٪١٢٣٤٥٦٧٨٩٠

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Axt Manal Regular - Body text

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a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ( ) % . , ? & *

DIN Bold - Main headline

A B C D E F G H I J K L M N O P Q R S T U V W X Y 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 y z
1 2 3 4 5 6 7 8 9 0 ( ) % . , ? & *

DIN Medium - Sub headline

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DIN Regular - Body text

A B C D E F G H I J K L M N O P Q R S T U V W X Y 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 y z
1 2 3 4 5 6 7 8 9 0 ( ) % . , ? & *

Helvetica Neue Bold - Main headline

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Helvetica Neue Regular - Body text

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Color Breakdown

C	44
M	0
Y	88
K	0
R	154
G	203
B	81

Color Breakdown

C	0
M	0
Y	0
K	75
R	99
G	99
B	98

LOGO SECONDARY COLORS

Color Breakdown

C	20
M	38
Y	78
K	9
R	242
G	54
B	46

Color Breakdown

C	0
M	29
Y	79
K	0
R	251
G	187
B	80

Color Breakdown

C	76
M	4
Y	39
K	0
R	0
G	178
B	171

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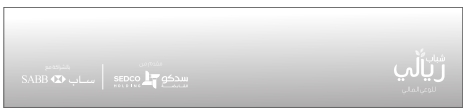
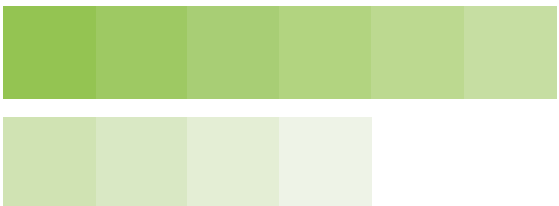
Normal Logos Placement

Co-branding Logos Placement



Colors

Solid Pastel Colors



Riyali Club

1.1 | Logo Clear Space

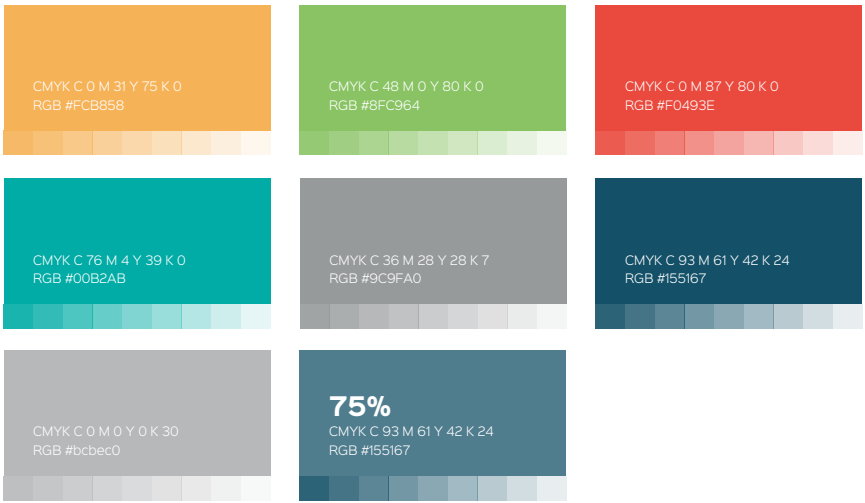
The Riyali Club logo should always be surrounded by a minimum area of space. A margin of clear space equivalent to the height of the 'one Circle is drawn around the logo to create the invisible boundary of the area of isolation. These areas of separation are a minimum and should be increased wherever possible.

1.2 | Logo Variations

The Riyalia Club logo should always used on with space arround

1.3 | Logo Primary Colors

Branding & Brand Guideline



1.4 | Incorrect logo usage

When using the Riyali Club logo the following rules should be adhered to at all times.

1.5 | Correct logo usage

The Riyali Clublogo should be used in the main full-colors.

1.6 | Typography

English Font

Primary Font

Helveticav

AaBbCc123
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()_-=+}{><][":

Primary Font Paragraph

Helvetica

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis
natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu,
pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu.

Sinkin Sans 300 light

Arabic Font

GE Dinar One

يجب ان يكون الخط العربي جميلاً

سنواصل الاستثمار في التعليم والتدريب وتزويد أبنائنا بالمعارف والمهارات اللازمة لوظائف المستقبل. وسيكون هدفنا أن يحصل كل طفل سعودي - أينما كان - على فرص التعليم الجيد وفق خيارات متنوعة، وسيكون تركيزنا أكبر على مراحل التعليم المبكر، وعلى تأهيل المدرسين والقيادات التربوية وتدريبهم وتطوير المناهج الدراسية .

كما سنعزز جهودنا في مواءمة مخرجات المنظومة التعليمية مع احتياجات سوق العمل، حيث تم إطلاق البوابة الوطنية للعمل "طاقات"، وسنؤسس مجالس مهنية خاصة بكل قطاع تنموي تعنى بتحديد ما يحتاجه من المهارات والمعارف، وسنتوسع في التدريب المهني لدفع عجلة التنمية الاقتصادية، مع تركيز فرص الابتعاث على المجالات التي تخدم الاقتصاد الوطني وفي التخصصات النوعيّة في الجامعات العالميّة المرموقة، وسنركز على الابتكار في التقنيات المتطورة وفي ريادة الأعمال.

1.7 | Collaterals

Money Box - Piggy Banks Money

1.7 | Collaterals

Cup - 01

1.8 | Collaterals

Cup 02

1.9 | Collaterals

USB

2.0 | Collaterals

Vest

2.1 | Collaterals

t-shirt

2.2 | Collaterals

Hoodi

2.2 | Collaterals

Bag

2.3 | Collaterals

Roll up Banner

1.0 | Stationery

Full Stationery

1.1 | Stationery

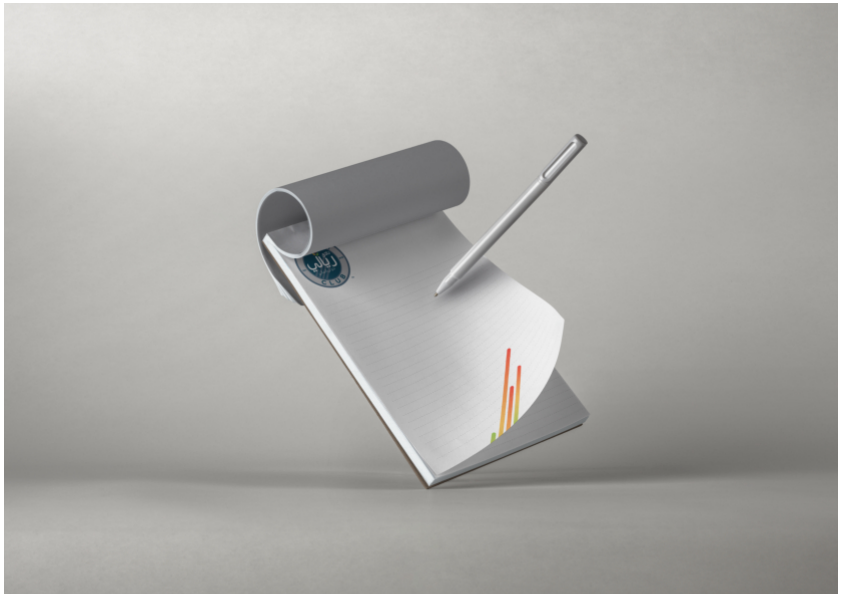
Pencils

1.2 | Stationery

Pen

1.3 | Stationery

Notepad

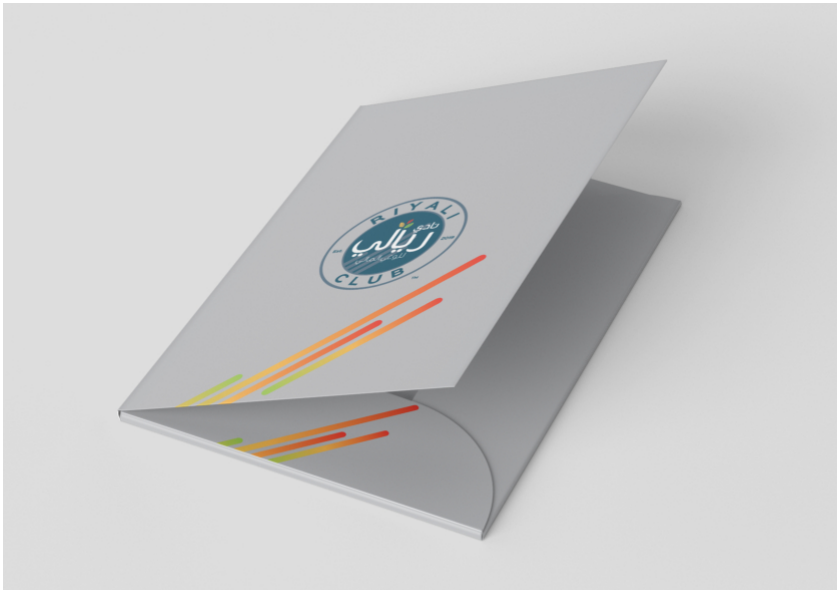


1.4 | Stationery

Letter Head

1.5 | Stationery

Folder 01



1.6 | Stationery

Folder 02

1.6 | Stationery

Name Tag

1.7 | Stationery

Lanyard

Rowad Riyali

1.1 | The Logo

For white and light backgrounds, the original version of the logo should be used.

1.2 | Single Color and Special Printing Logo

Single color variations of the logo are to be used only when the full color logo is not applicable. Single colors are only black on light backgrounds and white on dark backgrounds. The grey background is just a sample, any other dark color can apply. The special printing logo with solid leaves can only be used for UV, metallic foil and embossing.

1.7 | Logo Endorsement

To place Riyali's logo as the hero entity on its own on either side (right or left) depending on the English or Arabic alignment or design.

The closest entity to Riyali will be SEDCO Holding logo with a line between it and SABB's logo.

ARABIC

ENGLISH

1.5 | Typography

The Riyali brand communicates in both languages Arabic and English. The dominance is for the Arabic language. There are two typefaces usage for each language mentioned below:

Primary Arabic Corporate Typeface
The GE Dinar One font family is the main typeface to be used for all brand communication.

Alternate Arabic Typeface
Axt Manal is used for non-design purposes and PC usage such as PowerPoint presentations.

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
أبتثجحخدذرزسشصضطظعغفقكلمنهوي
)(.٪!$١٢٣٤٥٦٧٨٩٠

GE Dinar One Bold - Main headline

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
أبتثجحخدذرزسشصضطظعغفقكلمنهوي
)(.٪!$١٢٣٤٥٦٧٨٩٠

GE Dinar One Medium - Sub headline

عندما يتمتع الفرد بالكرامة المالية سواء كان رجلاً أو امرأة فهذا ذات جودة مرضيّة و يشعر فيها بأمان يساعده على تحقيق أحلامه. وبالتالي حماية مبادئه الأخلاقية في السراء والضراء.

GE Dinar One Light - Body 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
أبتثجحخدذرزسشصضطظعغفقكلمنهوي
)(.٪١٢٣٤٥٦٧٨٩٠

Axt Manal Bold - Main headline

عندما يتمتع الفرد بالكرامة المالية سواء كان رجلاً أو امرأة فهذا ذات جودة مرضيّة و يشعر فيها بأمان يساعده على تحقيق أحلامه. وبالتالي عندما يتمتع الفرد بالكرامة المالية سواء كان رجلاً أو امرأة فهذا ذات جودة مرضيّة و يشعر حماية مبادئه الأخلاقية في السراء والضراء.

Axt Manal Regular - Body text

1.5 | Typography

The Riyali brand communicates in both languages Arabic and English.The dominance is for the Arabic language. There are two typefaces usage for each language mentioned below:

Primary English Corporate Typeface
The DIN font family is the main typeface to be used for all brand communication.

Alternate English Typeface
Helvetica Neue is used for non-design purposes and PC usage such as PowerPoint presentations.

A B C D E F G H I J K L M N O P Q R S T U V W X Y 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 y z
1 2 3 4 5 6 7 8 9 0 ( ) % . , ? & *

DIN Bold - Main headline

A B C D E F G H I J K L M N O P Q R S T U V W X Y 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 y z
1 2 3 4 5 6 7 8 9 0 ( ) % . , ? & *

DIN Medium - Sub headline

Over the last three years, more than 13,500 women and men have joined savings groups, or “associations,” and received training in basic business skills, like accounting and marketing.

DIN Regular - Body text

A B C D E F G H I J K L M N O P Q R S T U V W X Y 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 y z
1 2 3 4 5 6 7 8 9 0 ( ) % . , ? & *

Helvetica Neue Bold - Main headline

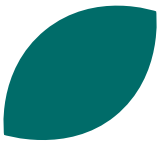
Over the last three years, more than 13,500 women and men have joined savings groups, or “associations,” and received training in basic business skills, like accounting and marketing.

Helvetica Neue Regular - Body text

1.6 | Color Palette

Riyali's primary color palette combines gray's strength and determination along with teals's positivity, thus adding value to the overall brand. These colors are to be used in all main communication and applications. This includes the main logo, its stationary, promotional items, etc.

LOGO PRIMARY COLORS



Color Breakdown

C	89
M	39
Y	56
K	19
R	13
G	108
B	104

Color Breakdown

C	0
M	0
Y	0
K	75
R	99
G	99
B	98

LOGO SECONDARY COLORS

Color Breakdown

C	20
M	38
Y	78
K	9
R	242
G	54
B	46

Color Breakdown

C	0
M	29
Y	79
K	0
R	251
G	187
B	80

Color Breakdown

C	44
M	0
Y	88
K	0
R	154
G	203
B	81

1.8 | Social

All social posts should have Riyali's logo as the hero entity on its own in white on the right side of the post.

SEDCO Holding's logo should be placed on the left side on posts that don't have endorsements.

For posts under SABB's partnership, SEDCO Holding and SABB logos should be paced on the left side with SEDCO's logo closest to Riyali and with a thin line in between.

Posts should include a shadow gradient to ensure the logos are visible regardless of the background.

For Global Money Week posts, the posts should be placed in a curved white strip in the following order from left to right: Global Money Week, Riyali, SEDCO Holding, and SABB. All logos should have a thin line to separate them.

The colors used on social posts are inspired from Riyali's brand while using a pastel variation of the colors.

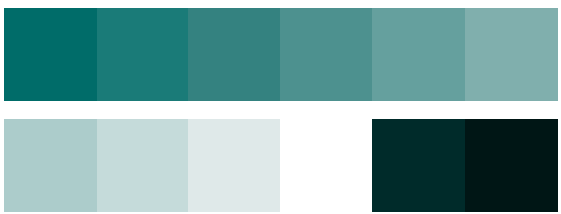
LOGO Placement

Normal Logos Placement

Co-branding Logos Placement

Colors

Solid Pastel Colors



Rowad Riyali bidaya

1.1 | The Logo

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1.2 | Single Color and Special Printing Logo

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1.7 | Logo Endorsement

To place Riyali's logo as the hero entity on its own on either side (right or left) depending on the English or Arabic alignment or design.

The closest entity to Riyali will be SEDCO Holding logo with a line between it and SABB's logo.

ARABIC

ENGLISH

1.5 | Typography

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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
أبتثجحخدذرزسشصضطظعغفقكلمنهوي
)(.٪!$١٢٣٤٥٦٧٨٩٠

GE Dinar One Bold - Main headline

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
أبتثجحخدذرزسشصضطظعغفقكلمنهوي
)(.٪!$١٢٣٤٥٦٧٨٩٠

GE Dinar One Medium - Sub headline

عندما يتمتع الفرد بالكرامة المالية سواء كان رجلاً أو امرأة فهذا ذات جودة مرضيّة و يشعر فيها بأمان يساعده على تحقيق أحلامه. وبالتالي حماية مبادئه الأخلاقية في السراء والضراء.

GE Dinar One Light - Body 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
أبتثجحخدذرزسشصضطظعغفقكلمنهوي
)(.٪١٢٣٤٥٦٧٨٩٠

Axt Manal Bold - Main headline

عندما يتمتع الفرد بالكرامة المالية سواء كان رجلاً أو امرأة فهذا ذات جودة مرضيّة و يشعر فيها بأمان يساعده على تحقيق أحلامه. وبالتالي عندما يتمتع الفرد بالكرامة المالية سواء كان رجلاً أو امرأة فهذا ذات جودة مرضيّة و يشعر حماية مبادئه الأخلاقية في السراء والضراء.

Axt Manal Regular - Body text

1.5 | Typography

The Riyali brand communicates in both languages Arabic and English.The dominance is for the Arabic language. There are two typefaces usage for each language mentioned below:

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Alternate English Typeface
Helvetica Neue is used for non-design purposes and PC usage such as PowerPoint presentations.

A B C D E F G H I J K L M N O P Q R S T U V W X Y 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 y z
1 2 3 4 5 6 7 8 9 0 ( ) % . , ? & *

DIN Bold - Main headline

A B C D E F G H I J K L M N O P Q R S T U V W X Y 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 y z
1 2 3 4 5 6 7 8 9 0 ( ) % . , ? & *

DIN Medium - Sub headline

Over the last three years, more than 13,500 women and men have joined savings groups, or “associations,” and received training in basic business skills, like accounting and marketing.

DIN Regular - Body text

A B C D E F G H I J K L M N O P Q R S T U V W X Y 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 y z
1 2 3 4 5 6 7 8 9 0 ( ) % . , ? & *

Helvetica Neue Bold - Main headline

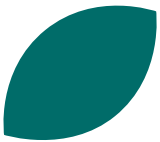
Over the last three years, more than 13,500 women and men have joined savings groups, or “associations,” and received training in basic business skills, like accounting and marketing.

Helvetica Neue Regular - Body text

1.6 | Color Palette

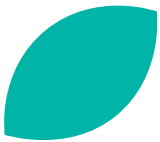
Riyali's primary color palette combines gray's strength and determination along with teals's positivity, thus adding value to the overall brand. These colors are to be used in all main communication and applications. This includes the main logo, its stationary, promotional items, etc.

LOGO PRIMARY COLORS



Color Breakdown

C	89
M	39
Y	56
K	19
R	13
G	108
B	104



Color Breakdown

C	75
M	0
Y	40
K	0
R	0
G	185
B	173

LOGO SECONDARY COLORS

Color Breakdown

C	20
M	38
Y	78
K	9
R	242
G	54
B	46

Color Breakdown

C	0
M	29
Y	79
K	0
R	251
G	187
B	80

Color Breakdown

C	44
M	0
Y	88
K	0
R	154
G	203
B	81

1.8 | Social

All social posts should have Riyali's logo as the hero entity on its own in white on the right side of the post.

SEDCO Holding's logo should be placed on the left side on posts that don't have endorsements.

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For Global Money Week posts, the posts should be placed in a curved white strip in the following order from left to right: Global Money Week, Riyali, SEDCO Holding, and SABB. All logos should have a thin line to separate them.

The colors used on social posts are inspired from Riyali's brand while using a pastel variation of the colors.

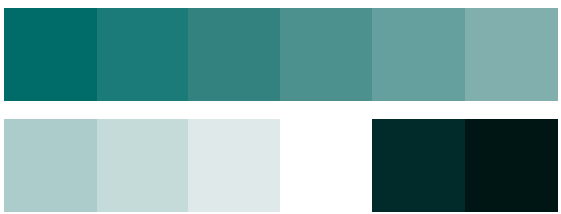
LOGO Placement

Normal Logos Placement

Co-branding Logos Placement

Colors

Solid Pastel Colors



Rowad Riyali nomou

1.1 | The Logo

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1.7 | Logo Endorsement

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ARABIC

ENGLISH

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)(.٪!$١٢٣٤٥٦٧٨٩٠

GE Dinar One Bold - Main headline

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
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)(.٪!$١٢٣٤٥٦٧٨٩٠

GE Dinar One Medium - Sub headline

عندما يتمتع الفرد بالكرامة المالية سواء كان رجلاً أو امرأة فهذا ذات جودة مرضيّة و يشعر فيها بأمان يساعده على تحقيق أحلامه. وبالتالي حماية مبادئه الأخلاقية في السراء والضراء.

GE Dinar One Light - Body 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
أبتثجحخدذرزسشصضطظعغفقكلمنهوي
)(.٪١٢٣٤٥٦٧٨٩٠

Axt Manal Bold - Main headline

عندما يتمتع الفرد بالكرامة المالية سواء كان رجلاً أو امرأة فهذا ذات جودة مرضيّة و يشعر فيها بأمان يساعده على تحقيق أحلامه. وبالتالي عندما يتمتع الفرد بالكرامة المالية سواء كان رجلاً أو امرأة فهذا ذات جودة مرضيّة و يشعر حماية مبادئه الأخلاقية في السراء والضراء.

Axt Manal Regular - Body text

1.5 | Typography

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a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ( ) % . , ? & *

DIN Bold - Main headline

A B C D E F G H I J K L M N O P Q R S T U V W X Y 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 y z
1 2 3 4 5 6 7 8 9 0 ( ) % . , ? & *

DIN Medium - Sub headline

Over the last three years, more than 13,500 women and men have joined savings groups, or “associations,” and received training in basic business skills, like accounting and marketing.

DIN Regular - Body text

A B C D E F G H I J K L M N O P Q R S T U V W X Y 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 y z
1 2 3 4 5 6 7 8 9 0 ( ) % . , ? & *

Helvetica Neue Bold - Main headline

Over the last three years, more than 13,500 women and men have joined savings groups, or “associations,” and received training in basic business skills, like accounting and marketing.

Helvetica Neue Regular - Body text

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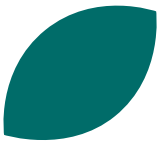
LOGO PRIMARY COLORS



Color Breakdown

C	89
M	39
Y	56
K	19
R	13
G	108
B	104

Color Breakdown

C	70
M	18
Y	60
K	0
R	83
G	162
B	131

LOGO SECONDARY COLORS

Color Breakdown

C	20
M	38
Y	78
K	9
R	242
G	54
B	46

Color Breakdown

C	0
M	29
Y	79
K	0
R	251
G	187
B	80

Color Breakdown

C	44
M	0
Y	88
K	0
R	154
G	203
B	81

1.8 | Social

All social posts should have Riyali's logo as the hero entity on its own in white on the right side of the post.

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The colors used on social posts are inspired from Riyali's brand while using a pastel variation of the colors.

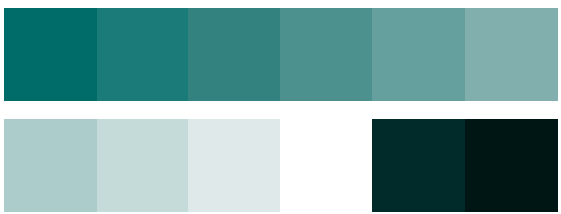
LOGO Placement

Normal Logos Placement

Co-branding Logos Placement

Colors

Solid Pastel Colors



Thank You