

# Brand Guidelines



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# The Master Brand

## 1.0 | Brand Architecture

In the light of the success of the Riyadi program, the need to diversify the program activity based on the target audience rose with the introduction of the program specialized for young entrepreneurs (Roud). The Riyadi master brand is only used for corporate communication while the sub-brands (Roud, Ashbal, Ajyal, Shabab, Club, and Fustat) 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 gold leaves can only be used for UV, metallic foil and embossing.



riyali  
Financial Literacy



ريالي  
للوعي المالي



riyali  
Financial Literacy



ريالي  
للوعي المالي

Special Printing Logo



riyali  
Financial Literacy



ريالي  
للوعي المالي

## 1.0 | THE MASTER BRAND

### 1.3 | The Basic Elements

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

1. The identity leaves.
2. The lead logotype
3. The descriptor



## 1.0 | THE MASTER BRAND

### 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  $x1$  of the measurement unit.



The logo's smallest size is 3cm 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 its 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 ❌



Do not distort the logo ❌



Don't change the position of any logo elements ❌



Do not change any texts of the logo ❌



Do not reduce the quality of the logo ❌



Do not outline the logo ❌



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



Don't place the logo on a busy image ❌



Don't change the colors of the logo ❌

## 1.5 | Typography

The Riyadi 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's communication.

### Alternate Arabic Typeface

Aal Mansal is used for non-design purposes and PC usage such as Power Point 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

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

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

||.٢\$٣٢٤٥٦٧٨٩.

Aal Mansal Bold - Main headline

عندما ينتفع الفرد بالكرامة الهيالية سواء كان رجلاً أو امرأة فهذا ذات جيدة

مَرْضِيَّة وينتشر فيها بأمان يساعد على تحقيق ألامامه وبالتالي حماية مبادئه

بمساعدة على تحقيق ألامامه وبالتالي حماية مبادئه

الفرد بالكرامة الهيالية سواء كان رجلاً أو امرأة فهذا

ذات جيدة مَرْضِيَّة وينتشر فيها بأمان يساعد على تحقيق ألامامه وبالتالي حماية مبادئه

Aal Mansal Regular - 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

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

||.٢\$٣٢٤٥٦٧٨٩.

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

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

||.٢\$٣٢٤٥٦٧٨٩.

GE Dinar One Medium - Sub headline

عندما ينتفع الفرد بالكرامة الهيالية سواء كان رجلاً أو امرأة فهذا ذات جيدة

مَرْضِيَّة وينتشر فيها بأمان يساعد على تحقيق ألامامه وبالتالي حماية مبادئه

الذاتية في السراد والضراد

GE Dinar One Light - Body text

## 1.5 | Typography

The Riyadi 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 Power Point presentations.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890()%.?&\*

DIN Bold - Main headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
QRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890()%.?&\*

Helvetica Neue Bold - Main headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890()%.?&\*

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

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

Ryall's primary color palette combines gray's strength and determination along with teal'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 Riyadi'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 Riyadi will be SEDCO Holding logo with a line between it and RIYADI's logo.



## 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



## 1.7 | 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 SABER's logo.



ENGLISH



## 1.0 | THE MASTER BRAND

### 1.8 | Social

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

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

For posts under SABR's partnership, SECCO Holding and SABR logos should be placed on the left side with SECCO's logo closest to Riyadi 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, Riyadi, SECCO Holding, and SABR. All logos should have a thin line to separate them.

The colors used on social posts are inspired from Riyadi'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 | Stationary

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

SECCO Holding's logo should be placed on the left side on posts that don't have another entity.

For posts under SAMB's partnership, SECCO Holding and SAMB logos should be placed on the left side with SECCO'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, SECCO Holding, and SAMB. All logos should have a thin line to separate them.

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



## 2.1 | Stationary



## 2.1 | Stationery





## 2.1 | Stationary



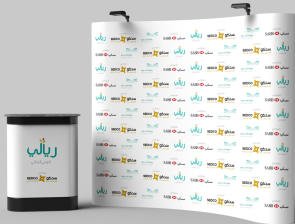
## 2.2 | Giveaways & Gift Items



## 2.1 | Roll Ups



## 2.1 | Backdrops



Print

## 3.1 | Communication Template

The Riyadi 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 Gill Sans One font family is the main typeface to be used for all brand communication.

### Alternate Arabic Typeface

Aal Mansi is used for non-design purposes and PC usage such as PowerPoint presentations.



Digital

## 4.2 | Email Announcement

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

1. The identity leaves.
2. The real logo/logo
3. The description



**سجل في استشارات سدكو  
وانجز ساعاتك التطوعية**

**Volunteer in SEDCO's Consultations  
and Complete Your Hours**

أهلاً منظرًا! أختكم وسيدتي عرو الزاوية التطوع بالكويت كاستشارات  
المستشارين ورائع روائي من بعد من مختلف في المجال الخاص  
والمركب والمجال على ساعات التطوعية قبل ما تنتهي السنة.

What are you waiting for? Volunteer by providing consultations to Royal's beneficiaries remotely based on your field of expertise and experience to complete your volunteering hours before the end of the year.

[انضم إلى الرابط للتسجيل](#)  
Click on the link to register

**ريائي بادر**  
سعدكو



## 4.3 | Social Media

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

1. The identity leaves.
2. The lead logo/logo
3. The description



## 4.3 | Cover Picture



## 4.3 | Internal Announcements



سمعتوا عن بودكاست "رياتي"  
مع ريالي؟ حلقات صوتية مفيدة  
ومعتمدة عن أساليبنا اليومية  
التي نلهمكم لتسمعوها ببزواتك في  
أي وقت ومكان!

رياتي بودكاست

تحميل البودكاست واستمعوا الآن

رياتي

رياتي بودكاست



من حساب ريالي

في الجهد، انظر وانظر  
التي هي أو رياتك المصاحبة!

رياتي

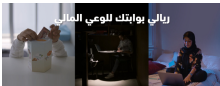
استمعوا الآن من حساب رياتي  
التي هي أو رياتك المصاحبة  
وتسمعوها ببزواتك في  
أي وقت ومكان!

رياتي

رياتي بودكاست



## 4.3 | Website Banners



# Riyali Basics

## 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 Riyadi'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 Riyadi will be SEDCO Holding logo with a line between it and SABB's logo.



## 1.5 | Typography

The Royal brand communications in both languages Arabic and English. The dominance is for the Arabic language. There are two typelined usage for each language mentioned below:

| Year                     | 1999 | 2000 | 2001 | 2002 | 2003 |
|--------------------------|------|------|------|------|------|
| Percentage of population | 100  | 100  | 100  | 100  | 100  |

The Old English Cocker Spaniel family is the main typeface for the word, but all related communications.

[illegible]

Full Manual is used for non-design purposes, and PC version tools as PowerPoint presentations.

آب و تندرستی را در دسترس می‌رساند. این امر به شما کمک می‌کند تا در طول روز انرژی بیشتری داشته باشید و به راحتی بتوانید به کارهای روزمره خود بپردازید. همچنین، نوشیدن آب به شما کمک می‌کند تا در طول روز احساس گرسنگی نکنید و به راحتی بتوانید به کارهای روزمره خود بپردازید.

**John Edgar Hoover** (March 1, 1895–October 6, 1972)

[illegible]

Journal of Management Education 35(10)

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع ف ق ك ل م ن ه و ي  
 ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع ف ق ك ل م ن ه و ي

© 2005 Blackwell Publishing Ltd, *Journal of Internal Medicine* 258: 103–110

[illegible]

© 2007 Blackwell Publishing Ltd *Journal of Internal Medicine* 261: 105–112

عندما يتمتع الفرد بالكرامة الإنسانية سواء كان رجلاً أو امرأة فهذا ذات جودة مرضية ويسعى فيها بأمان يساعد على تحقيق أهدافه وبالتالي حماية حياته كالأخوة في السلام والصحة.

© 2007 Emerson Electric Co. Limited - Member Group

## 1.5 | Typography

The Riyadi 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 text 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 Power Point presentations.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890()%.?&\*

DIN Bold - Main headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
QRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890()%.?&\*

Helvetica Neue Bold - Main headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890()%.?&\*

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

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

Riyati's primary color palette combines gray's strength and determination along with teal'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  |

## 1.8 | Social

All social posts should have Riyati's logo as the header on its header section on the right side of the post.

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

For posts under SAMB's partnership, SECCO Holding and SAMB logos should be placed on the left side with SECCO's logo closest to Riyati 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, Riyati, SECCO Holding, and SAMB. All logos should have a thin line to separate them.

The colors used on social posts are inspired from Riyati'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

## 1.0 | THE MASTER BRAND

### 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 Riyadi'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 Riyadi will be SEDCO Holding logo with a line between it and SABB's logo.



ENGLISH



## 1.5 | Typography

The Kipati 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's communication.

### Alternate Arabic Typeface

Aal Mansi is used for non-design purposes and PC usage such as Power Point presentations.

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع ف ق ك ل م ن ه و ي

ع ف ق ك ل م ن ه و ي

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع ف ق ك ل م ن ه و ي

||.J\$!HۡPۡEۡ6۷۸۹.

GE Dinar One Bold - Main headline

عندما ينتهي الفرد بالكرامة الهلية سواء كان رجلاً

أو امرأة فهذا ذاته جوهره من شدة و يدعى هبة بالمان

بمساعدة على تحقيق أخلاقه، وبالتالي عندما ينتهي

الفرد بالكرامة الهلية سواء كان رجلاً أو امرأة فهذا

ذاته جوهره من شدة و يدعى هبة الهبة الأخلاقية بالـ  
المراد والفضائل.

Aal Mansi Regular - Body text

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع ف ق ك ل م ن ه و ي

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع ف ق ك ل م ن ه و ي

||.J\$!HۡPۡEۡ6۷۸۹.

GE Dinar One Bold - Main headline

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع ف ق ك ل م ن ه و ي

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع ف ق ك ل م ن ه و ي

||.J\$!HۡPۡEۡ6۷۸۹.

GE Dinar One Medium - Sub headline

عندما ينتهي الفرد بالكرامة الهلية سواء كان رجلاً أو امرأة فهذا ذاته جوهره  
من شدة و يدعى هبة بالمان بمساعدة على تحقيق أخلاقه، وبالتالي هبة الهبة  
الأخلاقية هي السر والفضائل.

GE Dinar One Light - Body text

## 1.5 | Typography

The Kipali 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 Power Point presentations.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890( )%.,?&\*

---

DIN Bold - Main headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
QRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890( )%.,?&\*

---

Helvetica Neue Bold - Main headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890( )%.,?&\*

---

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.

---

Helvetica Neue Regular - Body text

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

## 1.6 | Color Palette

Ryall's primary color palette combines gray's strength and determination along with leaf'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 Riyadi's logo as the header only on its website whereas the right side of the post.

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

For posts under SAMB's partnership, SECCO Holding and SAMB logos should be placed on the left side with SECCO's logo closest to Riyadi 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, Riyadi, SECCO Holding, and SAMB. All logos should have a thin line to separate them.

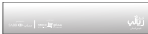
The colors used on social posts are inspired from Riyadi's brand while using a pastel variation of the colors.

### LOGO Placement

#### Normal Logos Placement



#### Co-branding Logos Placement



### Colors

#### Solid Pastel Colors





Trainer during Lecture



Student Interaction



Close ups



Characters (Majid and Mina)

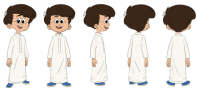


Background Colors



Graphics

Photography Interaction



Characters (Majid and Mona)



Secondary Characters (Father and Mother)



Trainer during lecture



Student interaction



Group Picture



Close up





**مهمتك للتطوير وتزويد الوعي  
المالي عند الأطفال؟**

**International Financial Literacy for Mothers' Workshop**

تستعد الأمهات في بلاد الكويت مناهج تعليمية مختلفة لأطفالهن في  
مجال المال على ما يلي: **الوعي المالي، الادخار، الاستثمار، والتأمين**

Here is your chance to enhance the understanding children and  
adults have about money, saving, investing, insurance and  
retirement. The workshop is free of charge.

**Workshop for Mothers' Financial Literacy**  
(Workshop for mothers to enhance understanding about)

البنك الكويتي

لا تفوتوا على أطفالكم فرصة  
المشاركة بحسابات أشبال ريالتي  
سجلوهم الآن على

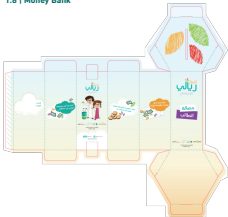
[win.rtyall.com](http://win.rtyall.com)



ريالتي  
أشبال

معرض  
مكتبة

مكتبة  
معرض



أب 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  
ا ب ت ث ج د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي

١٢٣٤٥٦٧٨٩٠

Sultan Nabea Regular - Main headline

AAT Mainst Head - Main headline

أب 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  
ا ب ت ث ج د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي

١٢٣٤٥٦٧٨٩٠

GC Dinar One Medium - Sub headline

AAT Mainst Regular - Body text

عندما يتمتع الفرد بالكرامة المالية سواء كان رطلا أو امرأة فهدايا جوده  
مرضية ويندر فيها امان يساعده على تحقيق احلامه وبالتالي حماية مياحه  
الاخلاقية في السر والعلن.

GC Dinar One 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 ( ) % . , ? & ' " " " " "

---

SC Sans 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 ( ) % . , ? & ' " " " " "

---

Helvetica Neue 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 ( ) % . , ? & ' " " " " "

---

Kiddy Sans Bold - Subheadline

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

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

Ajyal Riyali

## 1.0 | THE MASTER BRAND

### 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 gold 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 Kipati 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's communication.

### Alternate Arabic Typeface

Aal Mansi is used for non-design purposes and PC usage such as Power Point presentations.

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع ف ق ك ل م ن ه و ي

ع ف ق ك ل م ن ه و ي

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع ف ق ك ل م ن ه و ي

||.J\$!HPEeTVAAQ.

Aal Mansi Bold - Main headline

عندما يشبع الفرد بالكرامة الإلهية سواء كان رجلاً

أو امرأة فهذا ذاته جوهره الحقيقية و ينمو فيها بأمان

بمساعدة من تحقيق أخلاقه، وبالتالي عندما يشبع

الفرد بالكرامة الإلهية سواء كان رجلاً أو امرأة فهذا

ذاته جوهره الحقيقية و ينمو بحماية مبادئه الأخلاقية بـ

السراء والفساد.

Aal Mansi Regular - Body text

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع ف ق ك ل م ن ه و ي

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع ف ق ك ل م ن ه و ي

||.J\$!HPEeTVAAQ.

GE Dinar One Bold - Main headline

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع ف ق ك ل م ن ه و ي

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع ف ق ك ل م ن ه و ي

||.J\$!HPEeTVAAQ.

GE Dinar One Medium - Sub headline

عندما يشبع الفرد بالكرامة الإلهية سواء كان رجلاً أو امرأة فهذا ذاته جوهره  
مريضته و ينمو فيها بأمان بمساعدة على تحقيق أخلاقه، وبالتالي حماية مبادئه  
الأخلاقية في السراء والفساد.

GE Dinar One Light - Body text

## 1.5 | Typography

The Kipali 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 Power Point 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 ( ) % . , ? & \*

---

Helvetica Neue 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

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

Ryall's primary color palette combines gray's strength and determination along with leaf'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 Riyadi's logo as the header on its content whether on the right side of the post.

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

For posts under SAMB's partnership, SECCO Holding and SAMB logos should be placed on the left side with SECCO's logo closest to Riyadi 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, Riyadi, SECCO Holding, and SAMB. All logos should have a thin line to separate them.

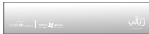
The colors used on social posts are inspired from Riyadi's brand while using a pastel variation of the colors.

### LOGO Placement

#### Normal Logos Placement



#### Co-branding Logos Placement



### Colors

#### Solid Pastel Colors



Shabab Riyali

## 1.1 | The Logo

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 Riyadi'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 Riyadi will be SEDCO Holding logo with a line between it and SABB's logo.

ARABIC



ENGLISH



## 1.5 | Typography

The Kipati 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's communication.

### Alternate Arabic Typeface

Ast Manal is used for non-design purposes and PC usage such as Power Point presentations.

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع ف ق ك ل م ن ه و ي

ع ف ق ك ل م ن ه و ي

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع ف ق ك ل م ن ه و ي

||.J\$!H۳۴۵۶۷۸۹.

Ast Manal Bold - Main headline

عندما يشبع الفرد بالكرامة الإلهية سواء كان رجلاً

أو امرأة فهذا ذاته جوهره الحقيقية و ينسج فيها بأمان

بمساعدة على تحقيق أحلامه، وبالتالي عندما يشبع

الفرد بالكرامة الإلهية سواء كان رجلاً أو امرأة فهذا

ذاته جوهره الحقيقية و ينسج فيها بمساعدة الأخلاقية بـ  
السر والفضاء.

Ast Manal Regular - Body text

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع ف ق ك ل م ن ه و ي

ع ف ق ك ل م ن ه و ي

||.J\$!H۳۴۵۶۷۸۹.

GE Dinar One Bold - Main headline

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع ف ق ك ل م ن ه و ي

ع ف ق ك ل م ن ه و ي

||.J\$!H۳۴۵۶۷۸۹.

GE Dinar One Medium - Sub headline

عندما يشبع الفرد بالكرامة الإلهية سواء كان رجلاً أو امرأة فهذا ذاته جوهره  
مريضته و ينسج فيها بأمان بمساعدة على تحقيق أحلامه، وبالتالي حماية مبادئه  
الأخلاقية في السر والفضاء.

GE Dinar One Light - Body text

## 1.5 | Typography

The Kipati brand communicates in both languages: Swahili and English. The dominance is for the Swahili 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 Power Point presentations.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890( )%.,?&\*

---

DIN Bold - Main headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
QRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890( )%.,?&\*

---

Helvetica Neue Bold - Main headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890( )%.,?&\*

---

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.

---

Helvetica Neue Regular - Body text

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

## 1.6 | Color Palette

Ryall's primary color palette combines gray's strength and determination along with leaf'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 | 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 |

## 1.7 | Social

All social posts should have Riyadi's logo as the header on its content whether on the right side of the post.

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

For posts under SAMB's partnership, SECCO Holding and SAMB logos should be placed on the left side with SECCO's logo closest to Riyadi 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, Riyadi, SECCO Holding, and SAMB. All logos should have a thin line to separate them.

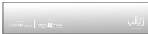
The colors used on social posts are inspired from Riyadi's brand while using a pastel variation of the colors.

### LOGO Placement

#### Normal Logos Placement

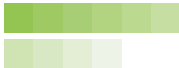


#### Co-branding Logos Placement



### Colors

#### Solid Pastel Colors



Riyali Club

## 1.1 | Logo Clear Space

The Riyadh 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 whenever possible.



## 1.2 | Logo Variations

The Riyali Club logo should always used on with space around





## 1.3 | Logo Primary Colors

Branding & Visual Guidelines



## 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 Riyal Club logo should be used in the main full-colors.



## 1.6 | Typography

## English Font

## Primary Font

• Helvetica

AaBbCc123

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&\*()\_-=+>(<[":

## Primary Font Paragraph

• Helvetica

Lorem ipsum dolor sit amet, consectetur 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

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

كما سنعزز جهودنا في مؤمنة مخرجات المنظومة التعليمية مع احتياجات سوق العمل، حيث نتم إطلاق البوابة الوطنية للعمل "طاقات"، وسنؤسس مجالس محلية خاصة بكل قطاع لتعوي على بتحديد ما يحتاجه من المهارات والمعارف. وسنلتزم في التدريب المهني لنضع عجلة التنمية الاقتصادية، مع تركيز فرص الالتحاق على المجالات التي تشهد الاقتصاد الوطني وفي التخصصات النادرة في الجامعات العالمية المرموقة، وسنركز على الابتكار في التقنيات المتطورة وفي زيادة الأعمال.

## 1.7 | Collaterals

Money Box - Piggy Banks Money



## 1.7 | Collaterals

Page | 20



1.0 | THE MASTER BRAND

## 1.8 | Collaterals

Cup 003



## 1.9 | Collaterals

USB





1.0 | THE MASTER BRAND

## 2.0 | Collaterals

Vest



## 2.1 | Collaterals

Print



## 2.2 | Collaterals

Hoodie



## 2.2 | Collaterals

Bag



## 2.3 | Collaterals

Pull up Banner



## 1.0 | Stationery

Full Stationery



1.0 | THE MASTER BRAND

## 1.1 | Stationery

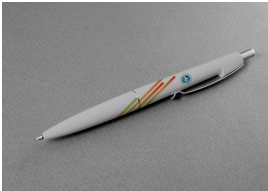
Pencils



1.0 | THE MASTER BRAND

## 1.2 | Stationery

Pen





## 1.3 | Stationery

Notepad



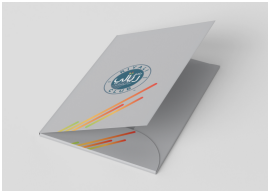
## 1.4 | Stationery

Letter Head



## 1.5 | Stationery

Folder 01



## 1.6 | Stationery

Folder 02



## 1.6 | Stationery

Name Tag



## 1.7 | Stationery

Lampard



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.



## 1.6 | THE MASTER BRAND

### 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 SABER's logo.



## 1.5 | Typography

The Kipali 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's communication.

### Alternate Arabic Typeface

Ast Manal is used for non-design purposes and PC usage such as Power Point presentations.

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع ف ق ك ل م ن ه و ي

ع ف ق ك ل م ن ه و ي

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع ف ق ك ل م ن ه و ي

|| ., \$ ! % ' \* P £ ¢ 7 8 9 .

Ast Manal Bold - Main headline

عندما ينتهي الفرد بالكرامة الإلهية سواء كان رجلاً

أو امرأة فهذا ذاته جوهره من ضياء و ينشر فيها بأمان

بمساعدة على تحقيق أخلاقه، وبالتالي عندما ينتهي

الفرد بالكرامة الإلهية سواء كان رجلاً أو امرأة فهذا

ذاته جوهره من ضياء و ينشر فيها بمساعدة الأخلاقية بـ  
النسراء والفضاء.

Ast Manal Regular - Body text

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع ف ق ك ل م ن ه و ي

ع ف ق ك ل م ن ه و ي

|| ., \$ ! % ' \* P £ ¢ 7 8 9 .

GE Dinar One Bold - Main headline

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع ف ق ك ل م ن ه و ي

ع ف ق ك ل م ن ه و ي

|| ., \$ ! % ' \* P £ ¢ 7 8 9 .

GE Dinar One Medium - Sub headline

عندما ينتهي الفرد بالكرامة الإلهية سواء كان رجلاً أو امرأة فهذا ذاته جوهره  
من ضياء و ينشر فيها بأمان بمساعدة على تحقيق أخلاقه، وبالتالي ختمه بمبادئه  
الأخلاقية في النسراء والفضاء.

GE Dinar One Light - Body text

## 1.5 | Typography

The Kipali 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 Power Point presentations.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890( )%.,?&\*

DIN Bold - Main headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
QRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890( )%.,?&\*

Helvetica Neue Bold - Main headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890( )%.,?&\*

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.

Helvetica Neue Regular - Body text

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

## 1.6 | Color Palette

Riyati's primary color palette combines gray's strength and determination along with teal'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 stationery, 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 Riyadi's logo as the header on its own in white on the right side of the post.

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

For posts under SABR's partnership, SECCO Holding and SABR logos should be placed on the left side with SECCO's logo closest to Riyadi 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, Riyadi, SECCO Holding, and SABR. All logos should have a thin line to separate them.

The colors used on social posts are inspired from Riyadi'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

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.

rowad  
riyali  
bidaya

رؤاد  
ريالي  
بداية

rowad  
riyali  
bidaya

رؤاد  
ريالي  
بداية

rowad  
riyali  
bidaya

رؤاد  
ريالي  
بداية

## 1.6 | THE MASTER BRAND

### 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 SABR's logo.

ARABIC



ENGLISH



Presented by



## 1.5 | Typography

The Kipati 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's communication.

### Alternate Arabic Typeface

Aal Mansi is used for non-design purposes and PC usage such as Power Point presentations.

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع ف ق ك ل م ن ه و ي

ع ف ق ك ل م ن ه و ي

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع ف ق ك ل م ن ه و ي

|| ., \$ ! % ' \* P £ € 7 8 9 0 .

Aal Mansi Bold - Main headline

عندما يشبع الفرد بالكرامة الإلهية سواء كان رجلاً

أو امرأة فهذا ذاته جوهره الحقيقية و ينمو فيها بأمان

بمساعدة من تحقيق أخلاقه، وبالتالي عندما يشبع

الفرد بالكرامة الإلهية سواء كان رجلاً أو امرأة فهذا

ذاته جوهره الحقيقية و ينمو بحماية مبادئه الأخلاقية بـ

النسب والضمائر.

Aal Mansi Regular - Body text

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع ف ق ك ل م ن ه و ي

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع ف ق ك ل م ن ه و ي

|| ., \$ ! % ' \* P £ € 7 8 9 0 .

GE Dinar One Bold - Main headline

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع ف ق ك ل م ن ه و ي

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع ف ق ك ل م ن ه و ي

|| ., \$ ! % ' \* P £ € 7 8 9 0 .

GE Dinar One Medium - Sub headline

عندما يشبع الفرد بالكرامة الإلهية سواء كان رجلاً أو امرأة فهذا ذاته جوهره  
مريضته و ينمو فيها بأمان بمساعدة على تحقيق أخلاقه، وبالتالي حماية مبادئه  
الأخلاقية في النسب والضمائر.

GE Dinar One Light - Body text

## 1.5 | Typography

The Kipati brand communicates in both languages: Swahili and English. The dominance is for the Swahili 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 Power Point presentations.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890( )%.,?&\*

---

DIN Bold - Main headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
QRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890( )%.,?&\*

---

Helvetica Neue Bold - Main headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890( )%.,?&\*

---

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.

---

Helvetica Neue Regular - Body text

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

## 1.6 | Color Palette

Riyadi's primary color palette combines gray's strength and determination along with teal'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 Riyadi's logo as the header on its own in white on the right side of the post.

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

For posts under SABR's partnership, SECCO Holding and SABR logos should be placed on the left side with SECCO's logo closest to Riyadi 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, Riyadi, SECCO Holding, and SABR. All logos should have a thin line to separate them.

The colors used on social posts are inspired from Riyadi'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

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.

rowad  
riyali  
nomou

رؤاد  
ريالي  
نمو

rowad  
riyali  
nomou

رؤاد  
ريالي  
نمو

rowad  
riyali  
nomou

رؤاد  
ريالي  
نمو

## 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 SABER's logo.



## 1.5 | Typography

The Kipati 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's communication.

### Alternate Arabic Typeface

Aal Mansi is used for non-design purposes and PC usage such as Power Point presentations.

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع ف ق ك ل م ن ه و ي

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع ف ق ك ل م ن ه و ي

أ ب ت ث ج ح خ د ز س ش ص ض ط ظ ع ف ق ك ل م ن ه و ي

|| ., \$ % ' & \* 7 8 9 0

Aal Mansi Bold - Main headline

عندما ينتهي الفرد بالكرامة الإلهية سواء كان رجلاً

أو امرأة فهذا ذاته جوهره من ضياء و ينشر فيها بأمان

بمساعدة من تحقيق أخلاقه، وبالتالي حماية مبادئه

الفرد، بالكرامة الإلهية سواء كان رجلاً أو امرأة فهذا

ذاته جوهره من ضياء و ينشر فيها بمساعدة الأخلاقية به  
النسراء والفضاء.

Aal Mansi Regular - Body text

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع ف ق ك ل م ن ه و ي

أ ب ت ث ج ح خ د ز س ش ص ض ط ظ ع ف ق ك ل م ن ه و ي

|| ., \$ % ' & \* 7 8 9 0

GE Dinar One Bold - Main headline

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع ف ق ك ل م ن ه و ي

أ ب ت ث ج ح خ د ز س ش ص ض ط ظ ع ف ق ك ل م ن ه و ي

|| ., \$ % ' & \* 7 8 9 0

GE Dinar One Medium - Sub headline

عندما ينتهي الفرد بالكرامة الإلهية سواء كان رجلاً أو امرأة فهذا ذاته جوهره  
من ضياء و ينشر فيها بأمان بمساعدة على تحقيق أخلاقه، وبالتالي حماية مبادئه  
الأخلاقية في النسراء والفضاء.

GE Dinar One Light - Body text

## 1.5 | Typography

The Kipali 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 Power Point presentations.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890( )%.,?&\*

---

DIN Bold - Main headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
QRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890( )%.,?&\*

---

Helvetica Neue Bold - Main headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890( )%.,?&\*

---

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

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

Riyadh's primary color palette combines gray's strength and determination along with teal'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 stationery, 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 | 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 Riyadi's logo as the header on its own in white on the right side of the post.

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

For posts under SABR's partnership, SECCO Holding and SABR logos should be placed on the left side with SECCO's logo closest to Riyadi 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, Riyadi, SECCO Holding, and SABR. All logos should have a thin line to separate them.

The colors used on social posts are inspired from Riyadi'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