

# 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 arose with the introduction of the program specialized for young entrepreneurs (Riyali). The Riyali master brand is only used for corporate communication while the sub-brands (Riyali, Ahdab, Ajyal, Shabab, Club, and Riyali, and Padiad) 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.



Special Printing Logo



### 1.3 | The Basic Elements

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

1. The identity logo.
2. The total logo-type.
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 logo grid.

The logo safe area is of the measurement unit.



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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 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 spacing.

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

Don't distort the logo

Don't change the position of any logo elements



Don't change any parts of the logo

Don't reduce the opacity of the logo

Don't underline the logo



Don't place the logo on solid black color

Don't place the logo on a blurry image

Don't change the colors of the logo

## 1.5 | Typography

The Royal Irishmen are bilingual in both languages Arabic and English. The dominance is for the Arabic language. There are few hyphenates usage for each language mentioned before.

Primary School Curriculum Report

The All-Dear One Best Family is the main type of love he believed for all breeds of men and women.

Journal of Oral Rehabilitation

And Microsoft is working hard on multi-device experiences and PC integration in their PowerPoint presentations.

لے کر بھائیوں کی طرف سے بھی ملکیت کا مطالعہ  
کیا جائے گا۔

## ANSWER: **ANSWER** = **ANSWER**

مقدمة يكتب القراء باللغة الفرنسية ملوك قلائل روما  
أو أسرى أهل هندا ذات بودا من هنودا يكتسمون فيها بالقليل  
ويكتسمون على تحفيف ألسنتهم، وبذلك يكتسمون  
القراء باللغة الفرنسية ملوك قلائل روما أو أسرى أهل هندا  
ذات بودا من هنودا يكتسمون ملوك قلائل روما أو أسرى أهل هندا  
الفرنسي والهندي.

See [How to Read a Book](#)

16 Page One Method - Test Results

عندما يتمتع الفرد بالقدرة المادية لسوال كل وقت أو لفترة قصيرة ذات جودة مرضية وينتشر فيها بالعلن بمساحتها على تحقيق أحلامه وبيان حقيقة مصادره الألاقافية في المسار والخبر.

© 2019 Pearson Education, Inc.

## 1.5 | Typography

The Bignali 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 Dm Sans 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 ( ) % . , ? & \*

Dm Sans - 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 ( ) % . , ? & \*

Dm 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.

Dm 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	C	0
M	4	M	0
Y	39	Y	0
K	0	K	75
R	0	R	99
G	178	G	99
B	171	B	98



#### Color Breakdown

### LOGO SECONDARY COLORS:



#### Color Breakdown

C	20	C	0
M	38	M	29
Y	78	Y	79
K	9	K	0
R	242	R	251
G	54	G	187
B	46	B	80



#### Color Breakdown



#### Color Breakdown

## 1.7 | Logo Endorsement

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

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

ARABIC



ENGLISH



Presented by



## 1.7 | Logo Endorsement

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

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

ARABIC

بالشراكة مع

SABB ساپ

من خلال

SEDCO سدكو  
HOLDING

ریالی  
للمعرفة المدنی

ENGLISH

riyali  
Financial Literacy

Presented by

SEDCO سدكو  
HOLDING

In partnership with

SABB ساپ

## 1.7 | Logo Endorsement

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

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

ARABIC



ENGLISH



متحدون من



Presented By



## 1.8 | Social

All social posts should have Riyad's logo on the left and the bank entity on its own in white on the right side of the post.

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

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

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

### LOGO Placement

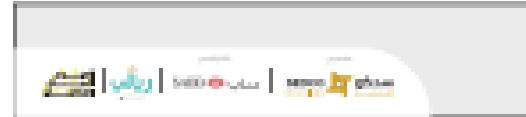
#### Normal Logos Placement



#### Co-branding Logos Placement



#### Global Money Week Logos Placement



### Colors

#### Solid Pastel Colors



# The Master Brand Corporate Application



## 2.1 | Stationery

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

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

For posts under SECCO's partnership, SECCO Holding and RAKIWI 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 RAKIWI. All logos should have a thin line to separate them.

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



## 2.1 | Stationary



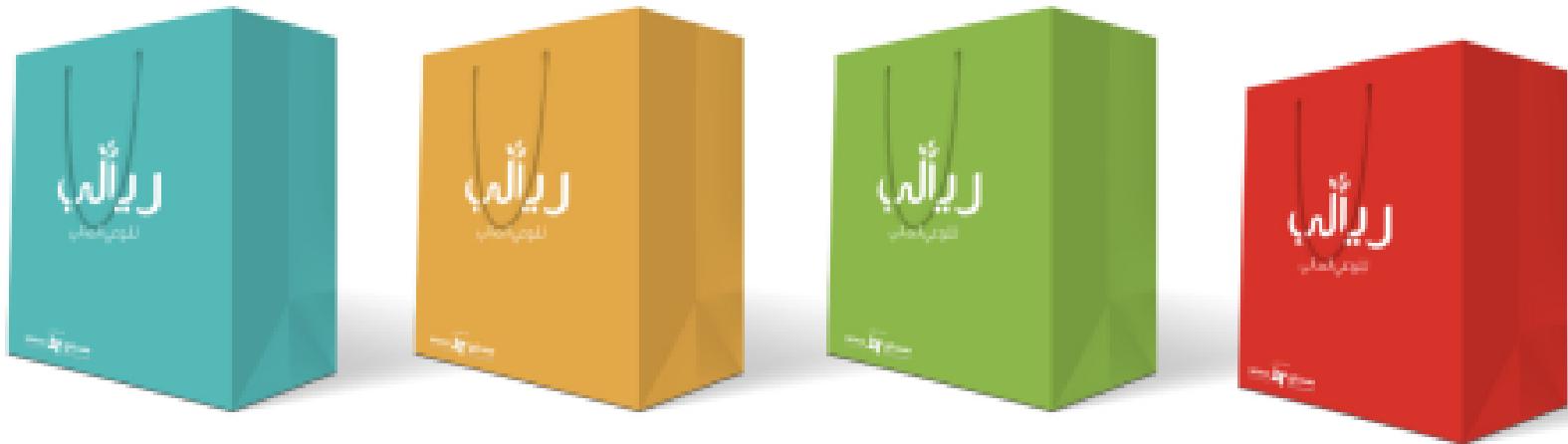
## 2.1 | Stationery



## 2.1 | Stationery



## 2.2 | Giveaways & Gift Items



## 2.1 | Roll Ups



## 2.1 | Backdrops



Print

## 3.1 | Communication Template

The Royal Saudi communicates in both languages, Arabic and English. The dominance is for the Arabic language. There are two different usages for each language mentioned below:

### Primary Arabic Corporate Typeface

The GII Dinar (One Saudi Lirah) is the main typeface to be used for all brand communication.

### Alternate Arabic Typeface

Al Mamlak 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 banner
2. The title/footer
3. The description



## 4.3 | Social Media

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

1. The identity logo.
2. The total logo-type.
3. The descriptor.



### 4.3 | Cover Picture



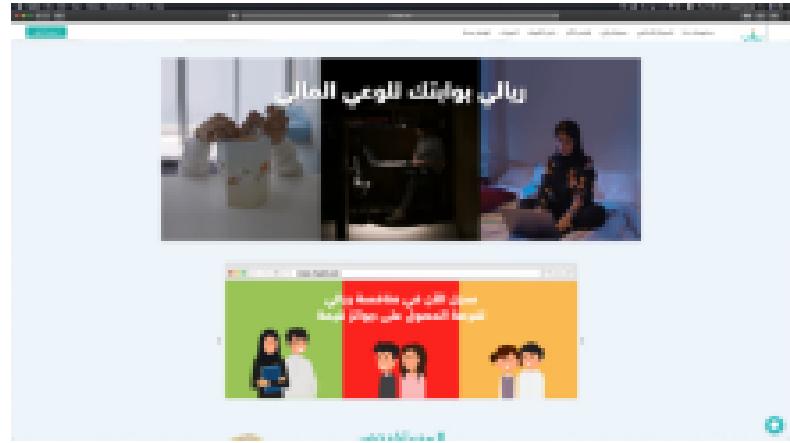
## 4.3 | Internal Announcements



## 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.



## 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 in the form entity on the main entity logo on either side (right or left) depending on the English or Arabic alignment of design.

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

ARABIC

بالشراكة مع



متحدة من



ENGLISH



Presented by



In partnership with



## 1.5 | Typography

The Ryall brand communication is both languages Arabic and English. The dominance is for the Arabic language. There are two typologies usage for each language mentioned below:

## Primary and the Corporate System

The 500 *Dear One Best Loved* in the main typewritten  
for all kind of uses.

Advanced Data Structures

And Microsoft is noted for their strategic partnerships and PC strategy, such as Project Purple (previously Blue).

Digitized by srujanika@gmail.com

اب ت ث ج خ خ د ذ ر ز س ش ح ض ط ظ ع غ ف ق ق ك ل ح م ن ٩٥٥  
استخدم ذر ز س ش ح ض ط ظ ع غ ف ق ق ك ل ح م ن معه  
١٢٥٤٦٧٦٧٨٩

#### What the first - time buyer

تماماً يفتح القراء بالكلمة موارد كلارن بـ  
أو المأهولة ذات جوهر من مهاراتها ينشر فيها بالكلام  
الصادقة على تحفظ المفاهيم ويلتقطها متى يفتح  
القراء بالكلمة موارد كلارن بـ  
أو المأهولة ذات جوهر من مهاراتها ينشر فيها بالكلام

by [Hans Beijer](#) - [Index](#)

#### 05 Blue Box Method - first iteration

عندها ينفتح الفرد بالكرامة لمن لا يملك سبيلاً، مثل رحمة أو ملء فمه بعذاب حاده  
مرخصه ويشترى فسحها بالعنوان بساعده على تخفيف ألمه وحالاته وحالاته مبنية  
على الكفاية في المساعدة والضرر.

© 2019 Bear Grylls - BearGrylls.com

## 1.5 | Typography

The Pygali brand communicates in both languages Arabic and English. The dominance is for the Arabic language. There are two typographic 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 ( ) % . , ? & \*

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

Ripcurl's primary color palette combines gray's strength and differentiation 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	C	0
M	4	M	0
Y	39	Y	0
K	0	K	75
R	0	R	99
G	178	G	99
B	171	B	98



#### Color Breakdown

### LOGO SECONDARY COLORS



#### Color Breakdown

C	20	C	0
M	38	M	29
Y	78	Y	79
K	9	K	0
R	242	R	251
G	54	G	187
B	46	B	80



#### Color Breakdown



#### Color Breakdown

## 1.8 | Social

All social posts should have Riyad's logo as the header only on the main in addition the right side of the post.

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

For posts under Sabill's partnership, SECCO Holding and SAMRI logos should be placed on the left side with SECCO's logo closest to Riyad 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 into a curved white strip in the following order from left to right: Global Money Week, Riyad, SECCO Holding, and SAMRI. All logos should have a thin line to separate them.

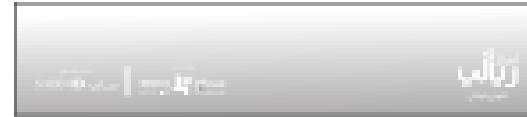
The colors used on social posts are inspired from Riyad's brand while using a pastel variation of the colors.

### LOGO Placement

#### Normal Logo Placement



#### Co-branding Logo Placement



### Colors

#### Solid Pastel Colors





## 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 brand entity on its own on either side (right or left) depending on the English or Arabic alignment of design.

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

ARABIC



ENGLISH



Presented By



In partnership with



## 1.5 | Typography

The Right hand communicates in both languages Arabic and English. The dominant hand is for the Arabic language. There are two hypotheses: usage for each language (separated letters).

Primer about Growth Patterns

The **01 Clear One Red Family** is the main typeface to be used for all brand communications.

Journal of Oral Rehabilitation

Jeff Morris is used for non-fiction projects and  
PC game and book Project Panel presentations.

## ANSWER: $\frac{1}{2} \pi r^2 h = \frac{1}{2} \pi r^2 h$

Journal of Health Politics, Policy and Law

ابتدئ بخط خذ رزقك من الله ثم اذ عذقك لـ ٩٥٥٣  
ابتدئ بخط خذ رزقك من الله ثم اذ عذقك لـ ٩٥٥٣

THE BOSTONIAN SOCIETY

اب ت ث ج خ د ذ ر ز س ن ش ح ض ط ظ ع غ ف ق ك ل م ن ه و ي  
ا ق ت خ د ذ ر ز س ن ش ط ظ ع غ ف ق ك ل م ن ه و ي  
[ ۱۵۸۳۶۴۷۱۸۹ ]

عندما ينزع الفرد بالخارج الولادة سهلة، كان رجلًا أو امرأة معتدلة جدًا  
مُوصيًّا بشرب شايًا يُعلن بساعته على تحقيق لاحقًا وظانًا، خاتمة معتدلة  
الخطابة في المسير والضراء.

MIT OpenCourseWare - Mathematics

## 1.5 | Typography

The Ripal 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 ( ) % . , ? & \*

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

Ripcurl's primary color palette combines gray's strength and differentiation along with fire'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 Riyad's logo on the far left of the screen with the right side of the post.

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

For posts under Sabill's partnership, SECCO Holding and SAMRI logos should be placed on the left side with SECCO's logo closest to Riyad 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 into a curved white strip in the following order from left to right: Global Money Week, Riyad, SECCO Holding, and SAMRI. All logos should have a thin line to separate them.

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

### LOGO Placement

#### Normal Logo Placement

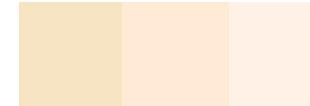


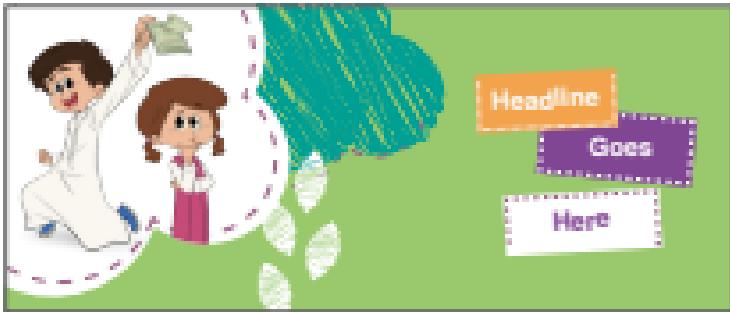
#### Co-branding Logos Placement



### Colors

#### Solid Pastel Colors

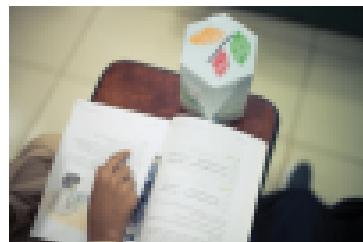
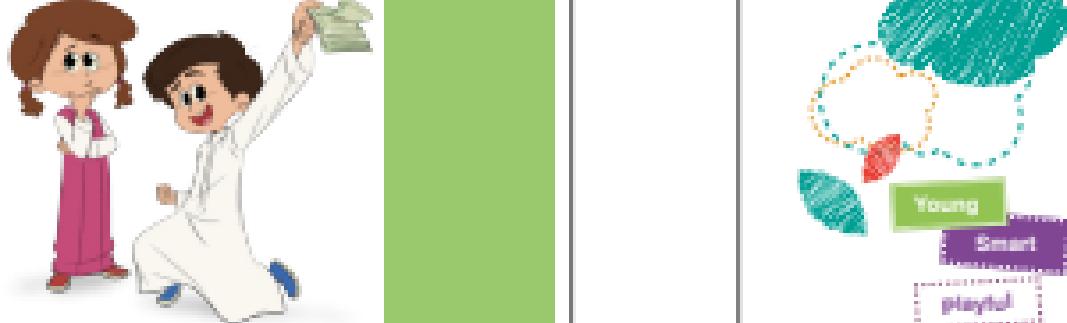




Teacher during Lecture



Students interaction



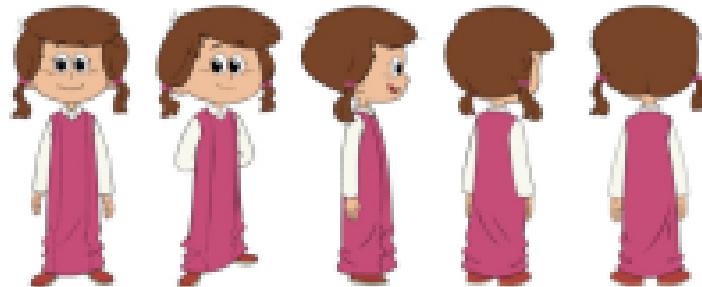
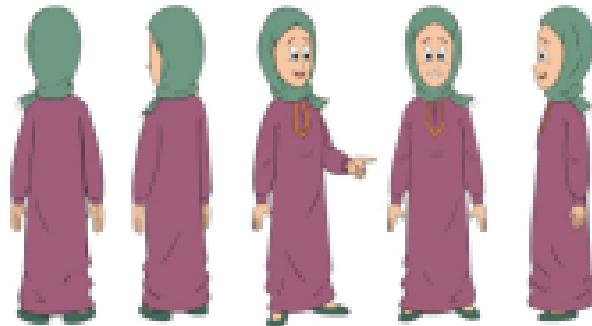
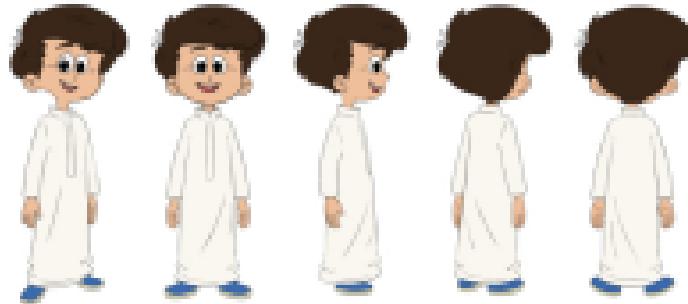
Close up

Characters (Majid and Minal)

Background Colors

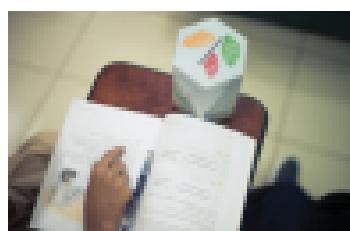
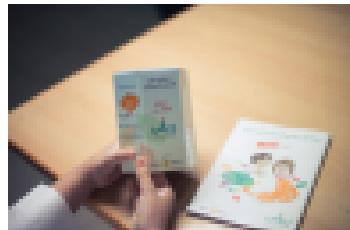
Graphics

Photography Interaction



Characters (Majid and Moni)

Secondary Characters (Father and Mother)



Trainer during lecture

Student interaction

Group Picture

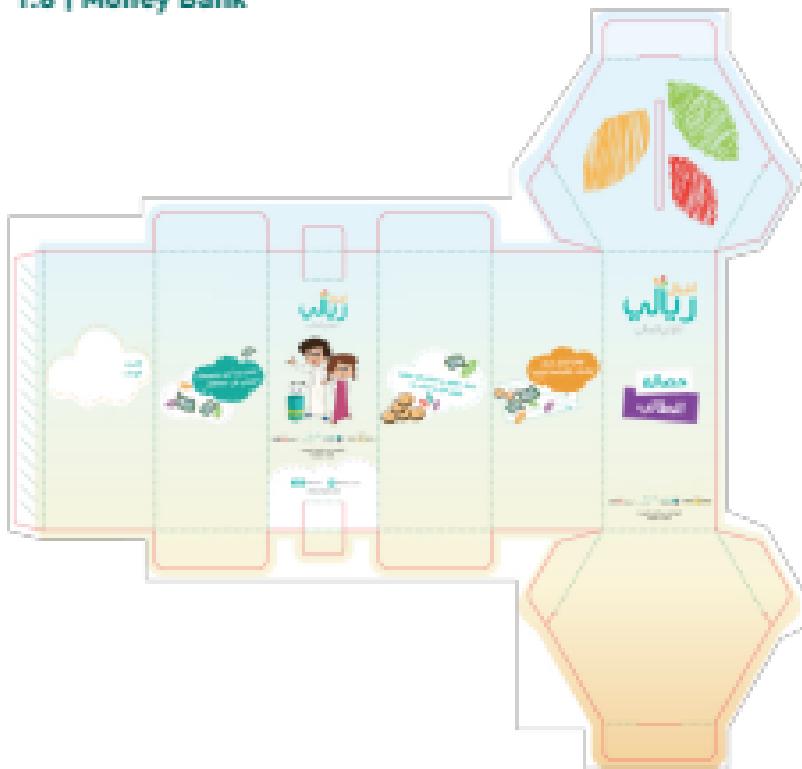
Close up





1.0 | THE MASTER BRAND

## 1.0 | Money Bank



أب ت ث ج ح خ د ذ ر م ن ش ه ن ط ظ ع غ ف ق ك ل م ن و ي  
أب ت ث ج ح خ د ذ ر م ن ش ه ن ط ظ ع غ ف ق ك ل م ن و ي  
) ٢٥١١٢٣٤٥٦٧٨٩٥

Sultan Naskh Regular - Main headline

ADT Naskh Bold - Main headline

أب ت ث ج ح خ د ذ ر م ن ش ه ن ط ظ ع غ ف ق ك ل م ن و ي  
أب ت ث ج ح خ د ذ ر م ن ش ه ن ط ظ ع غ ف ق ك ل م ن و ي  
) ٢٥١١٢٣٤٥٦٧٨٩٥

AD Dinar One Medium - Sub headline

ADT Naskh Regular - Body text

عندما يتوجه الفرد بالكلمة المعايير سهلة كان رحلة او اجراء معقدات جوقة  
مرصدية ويشعر فيها بالاعان سعادته على تحفيق انتهاه ويانق حمائية معاشرة  
الاختلاف في السرور والصرار

AD 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  
1234567890( )%.,?&'

---

Kathy 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  
1234567890( )%.,?&'

---

Kathy 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.

---

Kathy 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  
1234567890( )%.,?&'

---

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 in the form of a star on the logo of either side (right or left) depending on the English or Arabic alignment of design.

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

ARABIC



ENGLISH



Presented By



In partnership with



## 1.5 | Typography

The Royal 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 Al-Ghar One font family is the main typeface to be used for all Arabic communications.

### Alternate Arabic Typeface

Al-Mamlak is used for non-design purposes and PC usage such as PowerPoint presentations.

أب ت ث ج ح خ د ز س ش ض ط ظ ع غ ف ق ك ل م ن و ي  
غ ف ق ك ل م ن و ي  
أب ت ث ج ح خ د ز س ش ض ط ظ ع غ ف ق ك ل م ن و ي  
غ ف ق ك ل م ن و ي  
[.]\$0RPE67VA4.

Al-Ghar One - Main Headline

أب ت ث ج ح خ د ز س ش ض ط ظ ع غ ف ق ك ل م ن و ي  
غ ف ق ك ل م ن و ي  
أب ت ث ج ح خ د ز س ش ض ط ظ ع غ ف ق ك ل م ن و ي  
غ ف ق ك ل م ن و ي  
[.]\$0RPE67VA4.

Al-Ghar One Bold - Main Headline

م د ن ح م د ن ح ال ف ر و ، و ال ك ل ا ح ا د ا ح ا ب ا س و ا ر ، ك ل ا ح د ز ا  
أو اس ا ل ا ه ي ا د ا د ، د ي ا ب ا س و ا ر ، م د ن ح م د ن ح ال ف ر و ، و ال ك ل ا ح ا د ا ح ا ب ا س و ا ر ، ك ل ا ح د ز ا  
و م د ن ح م د ن ح ال ف ر و ، و ال ك ل ا ح ا د ا ح ا ب ا س و ا ر ، ك ل ا ح د ز ا  
ال ف ر و ، و ال ك ل ا ح ا د ا ح ا ب ا س و ا ر ، ك ل ا ح د ز ا أو اس ا ل ا ه ي ا  
د ي ا ب ا س و ا ر ، م د ن ح م د ن ح ال ف ر و ، و ال ك ل ا ح ا د ا ح ا ب ا س و ا ر ، ك ل ا ح د ز ا  
ال ف ر و ، و ال ك ل ا ح ا د ا ح ا ب ا س و ا ر ، ك ل ا ح د ز ا

Al-Mamlak Regular - Body Text

أب ت ث ج ح خ د ز س ش ض ط ظ ع غ ف ق ك ل م ن و ي  
غ ف ق ك ل م ن و ي  
أب ت ث ج ح خ د ز س ش ض ط ظ ع غ ف ق ك ل م ن و ي  
غ ف ق ك ل م ن و ي  
[.]\$0RPE67VA4.

Al-Ghar One Medium - Sub Headline

ع ن ح م د ن ح ال ف ر و ، و ال ك ل ا ح ا د ا ح ا ب ا س و ا ر ، ك ل ا ح د ز ا او اس ا ل ا ه ي ا  
م د ن ح م د ن ح ال ف ر و ، و ال ك ل ا ح ا د ا ح ا ب ا س و ا ر ، ك ل ا ح د ز ا او اس ا ل ا ه ي ا  
ال ف ر و ، و ال ك ل ا ح ا د ا ح ا ب ا س و ا ر ، ك ل ا ح د ز ا او اس ا ل ا ه ي ا  
ال ف ر و ، و ال ك ل ا ح ا د ا ح ا ب ا س و ا ر ، ك ل ا ح د ز ا او اس ا ل ا ه ي ا  
ال ف ر و ، و ال ك ل ا ح ا د ا ح ا ب ا س و ا ر ، ك ل ا ح د ز ا او اس ا ل ا ه ي ا

Al-Ghar One Light - Body Text

## 1.5 | Typography

The Ripal 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 ( ) % . , ? & \*

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

Ripcurl's primary color palette combines gray's strength and differentiation 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	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 on the far left of the post in addition to the right side of the post.

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

For posts under Sabill's partnership, SECCO Holding and SAMR 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 into a curved white strip in the following order from left to right: Global Money Week, Riyali, SECCO Holding, and SAMR. All logos should have a thin line to separate them.

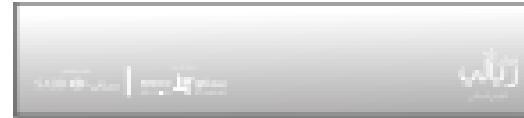
The colors used on social posts are inspired from Riyali's brand while using a pastel variation of the colors.

### LOGO Placement

#### Normal Logo Placement

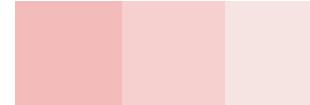


#### Co-branding Logos Placement



### 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 Riyali's logo in the form of a star on the logo of either side (right or left) depending on the English or Arabic alignment of design.

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

ARABIC



ENGLISH



In partnership with

## 1.5 | Typography

The Right brain communicates in both languages (Irish and English). The dominant is for the dominant language. There are two hypotheses: usage for each language (multilingualism).

© 2009 Pearson Education, Inc.

The **01 Clear One Red Family** is the main typeface to be used for all brand communications.

Journal of Oral Rehabilitation

But Marcell is used for non-storage purposes and EC storage makes PowerPoint presentations.

## ANSWER: $\frac{1}{2} \pi r^2 h = \frac{1}{2} \pi r^2 h$

Java and Android - Books

اب تثجع خذ رز س ش حض ط ظ ع خ ف ق ق ك ل ٩٥٥٣  
انتخدذ رز س ش حض ط ظ ع خ ف ق ق ك ل ٩٥٥٣

新编大学法语·综合教程

ابتدأ في خط دروس شناختي في كل ٣٥٠٠ درهم  
أنت تتحدى نفسك طوال فترة الامتحان.

© 2010 Pearson Education, Inc.

يقدمها بذاته الفرد بالتزامن المالي للرسالة كل رحلة أو اشتراك فتحت حسابات جديدة  
صريحة وقوية ينجز فيها بالعلن رسائله على تحقيق أحلامه وبياناته، حقيقة مبنية  
الأخلاقية في المسار والالتزام.

2018-2019 Yearbook - Page 104

## 1.5 | Typography

The Ripal 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 ( ) % . , ? & \*

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.

Helvetica Neue Regular - Body text

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.

## 1.6 | Color Palette

Ripcurl's primary color palette combines gray's strength and differentiation 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	44	C	0
M	0	M	0
Y	88	Y	0
K	0	K	75
R	154	R	99
G	203	G	99
B	81	B	98



#### Color Breakdown

### LOGO SECONDARY COLORS



#### Color Breakdown

C	20	C	0
M	38	M	29
Y	78	Y	79
K	9	K	0
R	242	R	251
G	54	G	187
B	46	B	80



#### Color Breakdown



#### Color Breakdown

## 1.7 | Social

All social posts should have Riyati's logo as the header only on the main in addition to the right side of the post.

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

For posts under Sabill's partnership, SECCO Holding and SAMRI 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 into a curved white strip in the following order from left to right: Global Money Week, Riyati, SECCO Holding, and SAMRI. 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

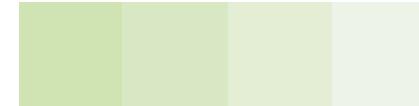


#### Co-branding Logos Placement



### Colors

#### Solid Pastel Colors



# 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 Text 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.



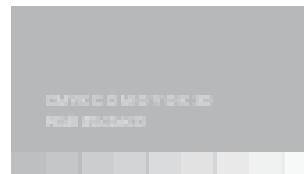
## 1.2 | Logo Variations

The Riyali Club logo should always be used in full color, sans serif font.



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



## English Font

## Primary Font

## · Helvetica

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

## Primary Font Paragraph

## · Helvetica

*Latin ipsum dolor sit amet, consectetur adipiscing elit. Nunc etiam  
 ligula eget dolor. Nunc massa. Cum sociis  
 natoque perniciens 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,  
 kraspeda vel, aliquet nec, vestibulum eget, enim.*

Sinkin Sans 300 light 

## Arabic Font

## · GE Dinar One

**يجب ان يكون الخط العربي جميلاً**

سنواصل الاستثمار في التعليم والتربية وتنمية ابناءنا بالمعارف والمهارات  
 اللازمة لوظائف المستقبل. وسيكون هدفنا ان يحصل كل طفل سعودي -  
 ايًّما كان - على فرص التعليم الجديد وافق ثماره متعددة. وسيكون  
 تركيزنا الاكبر على مراحل التعليم المبكر. وعلى تأهيل المدرسين والقيادات  
 التربوية وتدريبهم وتطوير المناقح الدراسية .

كم اساعل جهودنا في توفير مخرجات التعليمية للتعليم مع احترام  
 سوق العمل حيث نعمل على اطلاق الوعي الوظيفي للعمل 'ظافرات' وسننسق  
 مجلس سعلبة خاصه بعمل فريق تابع على تدريبها من المدربات  
 والمدربين. وسنستعرض في التدريب المنهجي لفترة عددها التسعين يوماً مع  
 التركيز على فرص الابتعاث على المحاجات التي تخدم الفئات الاربعاء الاربعاء وهي التخصصات  
 الالكترونية في الجامعات العالمية المرموقة وستركز على التركيز في التخصصات  
 المتطلبة وهي رياض الاعمال

## 1.7 | Collaterals

Money Box - Piggy Banka Money



## 1.7 | **Collaterals**

Page 20



## 1.0 | Collaterals

Cup/02



## 1.9 | Collaterals

USB





## 2.1 | Collaterals

1-1000



## 2.2 | **Collaterals**

Head



## 2.2 | Collaterals

Bag



## 2.3 | Collaterals

Roll up Banner



## 1.0 | Stationery

Full Stationery



## 1.1 | Stationery

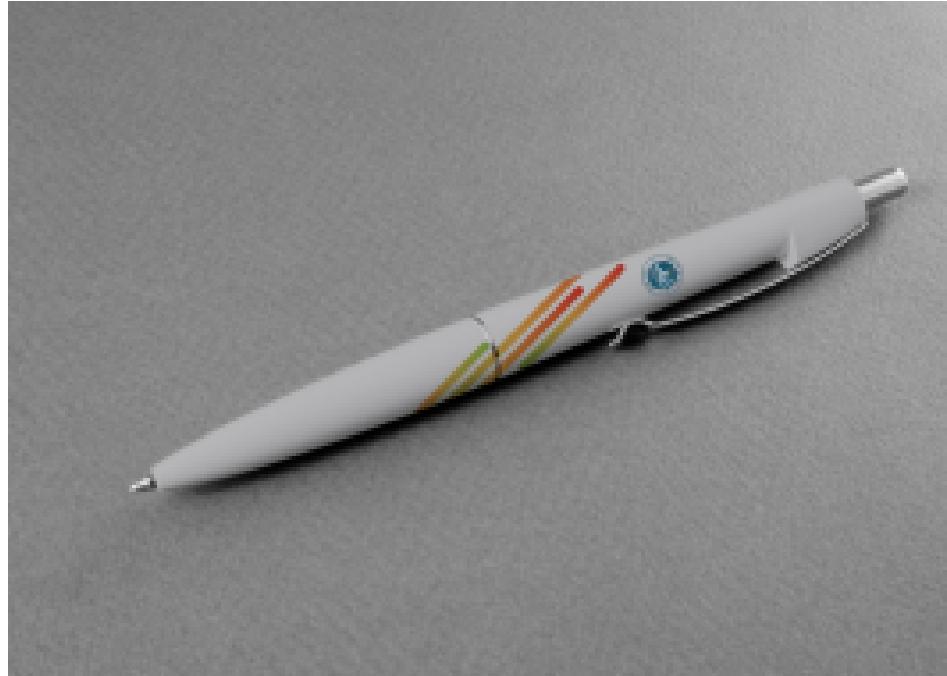
Pencils



1.0 | THE MASTER BRAND

## 1.2 | Stationery

Pen



## 1.3 | Stationery

Notepads



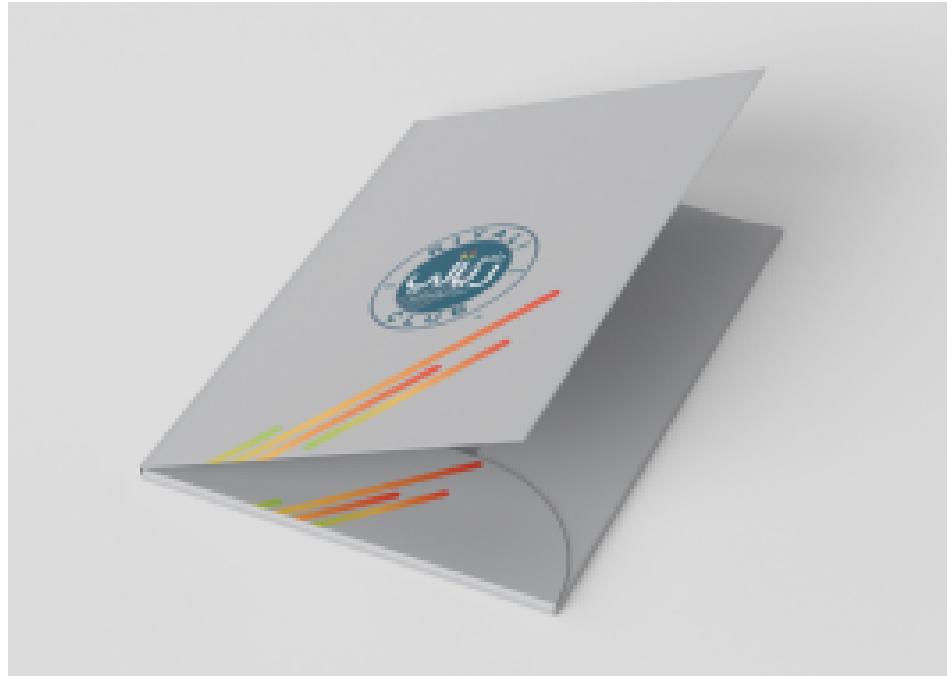
## 1.4 | Stationery

Letter Head



## 1.5 | Stationery

Folder 01



## 1.6 | Stationery

Folder 82



## 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 in the form entity on the main entity logo on either side (right or left) depending on the English or Arabic alignment of design.

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

ARABIC



ENGLISH



Presented By



## 1.5 | Typography

The Right hand communicates in both languages German and English. The dominance is for the double language. There are two hypotheses: one for each language mediated below.

Primary School Curriculum Report

The **Old Clear One** font family is the main typeface  
selected for all brand's communication.

## Introduction: the nature of perception

All Microsoft word, Microsoft power point and Microsoft excel files are available.

بـ ثـ تـ قـ حـ خـ مـ دـ بـ سـ شـ مـ مـ طـ طـ لـ عـ  
عـ فـ قـ قـ لـ لـ دـ دـ وـ وـ اـ يـ

ANSWER:  $1000 \text{ cm}^3 = 1 \text{ liter}$

عندما يفتح الكفر، يطلق اسم الكفرة سوار، لكن رحله  
أو اسر اذهبها لا تنهي سوارها و ينبع منها على  
بعد اسواره على تفتح احلاطه، وبطبيعته يفتح  
الكره، يطلق اسم الكفرة سوار، لكن رحله أو اسر اذهبها  
لا تنهي سوارها و ينبع منها على تفتح احلاطه  
الكره، يطلق اسم الكفرة سوار، لكن رحله أو اسر اذهبها  
لا تنهي سوارها و ينبع منها على تفتح احلاطه

Journal of Business Ethics

اب توجع خذ رزس شص طاظع خف تك ل ٢٠٠٥٥  
اینجخن خذ رزس شص طاظع خف تك ل ٢٠٠٥٥

前言 第二章 - 第二部分

أب ت ث ج خ د ز س ش ض ط ظ ع خ ف ق ك ل م ن ه ق ي  
أق ن د خ د ف ز س ه م ض ط ظ ع ن ه ق ل م ن ه ق ي  
I. 758784677849.

© 2019 The Author. *Journal compilation* © 2019 Association for Child and Adolescent Mental Health.

يُعدّ المُعْتَدِلُونَ الْفَرَدَ الْمُكْرَمَةَ الْمَلِيَّةَ سُولَّهُ كُلُّهُ أَوْ أَهْرَافَ الْمُعْتَدِلَاتِ حَدَّهُ  
مُرْتَبَهُونَ يَسْعَى فِيهَا بِلَعْنٍ يَسْاعِدُهُ عَلَى تَحْقِيقِ الْحَلَمِ وَلَتَرْجِعُ حَوْلَهُ مُنْذَلَّةً  
الْأَخْلَاقِيَّةِ فِي الْسُّرُورِ وَالْخَرَاءِ

2500-Dark-Blue-Light - Dark Blue

## 1.5 | Typography

The Ripal 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 P/C 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 ( ) % . , ? & \*

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.

Helvetica Neue Regular - Body text

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.

## 1.6 | Color Palette

Ripcurl's primary color palette combines gray's strength and differentiation 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	C	0
M	39	M	0
Y	56	Y	0
K	19	K	75
R	13	R	99
G	108	G	99
B	104	B	98



#### Color Breakdown

### LOGO SECONDARY COLORS



#### Color Breakdown

C	20	C	0
M	38	M	29
Y	78	Y	79
K	9	K	0
R	242	R	251
G	54	G	187
B	46	B	80



#### Color Breakdown



#### Color Breakdown

## 1.8 | Social

All social posts should have Riyali's logo on the far left in black or white on the right side of the post.

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

For posts under SAMM's partnerships, SECCO Holding and SAMM 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 into a central white strip in the following order from left to right: Global Money Week, Riyali, SECCO Holding, and SAMM. 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

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 in the form entity on the main entity logo in either side (right or left) depending on the English or Arabic alignment of design.

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

ARABIC



ENGLISH



Presented By



## 1.5 | Typography

The Right hand communicates in both languages German and English. The dominance is for the double language. There are two hypotheses: one for each language mediated below.

Primary School Curriculum Report

The Old Order Dutch family is the main typeface  
to be used for all brand name sections.

Microsoft Word - Test.doc

And Marcell is used for handling payments and  
PC issues such as Power Point presentations.

بـ ثـ تـ قـ حـ خـ مـ دـ بـ سـ شـ مـ مـ طـ طـ لـ عـ  
عـ فـ قـ قـ لـ لـ دـ دـ وـ وـ اـ يـ

ANSWER:  $1000 \text{ cm}^3 = 1 \text{ liter}$

لهم كما يفتح لك الباب يفتح لك الباب ملوك السموات كلن يدخل  
أو أسر أسر هنادق بجهودها تفتح لك بجهودها تفتح لك بجهودها بالليل  
ويفتح لك بجهودها بالنهار يفتح لك بجهودها يفتح لك بجهودها  
أو أسر أسر هنادق بجهودها تفتح لك بجهودها تفتح لك بجهودها بالليل  
ويفتح لك بجهودها بالنهار يفتح لك بجهودها يفتح لك بجهودها

Journal of Business Ethics

اب تثجع خددزرس شص طظع خفچك ل ۲۰۰۹ و  
اینچه خددزرس شص طظع خفچك ل ۲۰۰۹ و

THE BOSTONIAN SOCIETY

## What is the Nature of the Problem?

يعتمد انتونيو بيريز بالذكر أعلاه على سلوكٍ حذرٍ أو غيرهٍ فعند ذلك حدوثٍ مرضٍ يهدى بضررٍ فيما يليهٍ بمساعدتهٍ على تحقيقٍ لحقاتهٍ وبالتالي حفظهٍ من حيث الأدلة في قضيةٍ في المساعدةٍ والخبراءٍ.

© 2009 Open-Source-Software.de

## 1.5 | Typography

The Ripal 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 P/C 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 ( ) % . , ? & \*

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.

Helvetica Neue Regular - Body text

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.

## 1.6 | Color Palette

Ripcurl's primary color palette combines gray's strength and differentiation 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	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 on the far left in black or white on the right side of the post.

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

For posts under SAMM's partnerships, SECCO Holding and SAMM 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 into a central white strip in the following order from left to right: Global Money Week, Riyali, SECCO Holding, and SAMM. 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



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ARABIC



ENGLISH



Presented By



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The Right hand communicates in both languages German and English. The dominance is for the double language. There are two hypotheses: usage for each language mediated below.

Primary School Curriculum Report

The **Old Clear One** font family is the main typeface  
selected for all brand's communication.

## Introduction: the nature of perception

All Microsoft word, Microsoft power point and Microsoft excel files are available.

بـ ثـ تـ قـ حـ خـ مـ دـ بـ سـ شـ مـ مـ طـ طـ لـ عـ  
عـ فـ قـ قـ لـ لـ دـ دـ وـ وـ اـ يـ

ANSWER:  $1000 \text{ cm}^3 = 1 \text{ liter}$

عندما يفتح الكفر، يطلق الله العذاب عليه، لكن يظل  
أو لا يهدى، لكن يظل بغير عذاب، ويشعر بغيره بالآن  
والماء على العذاب ألماء، وبالتالي، عندما يفتح  
الكفر، يطلق الله العذاب عليه، لكن يظل أبداً أو لا يهدى  
لكن يظل بغير عذاب، ويشعر بغيره بغير العذاب،  
الآن والآن...

Journal of Business Ethics

اب تث وع خ د ذ ر س ش ض ض ط ط ع خ ف ف ك ل م ن ن ف ف

1350CE67WAA

## What is a *Baseline* - High Level

ابتدئ خذ رصاصة ضبط الماء  
افتتح خذ رصاصة ضبط الماء

ANSWER: **One Million, One Thousand**

وإنما يتوجه الفرد بالحركة المائية سهلًا، لأن رحلة أو امارة معنوية جيدة  
هي مرضية ويسهل فيها اهانة بمساعدة على تحقيق أهدافه وعلق حمولة مبنية  
الأخلاقية في المسير والالتزام.

2018 Dodge Ram 1500 - Body parts

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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 ( ) % . , ? & \*

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  
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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
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G	203
B	81

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Thank You