



BRAND GUIDELINES



AT-TURAIF: BRAND GUIDELINES

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The At-Turaif brand exists within the Diriyah brand architecture and therefore, follows rules from the master Diriyah destination brand guidelines. However, as At-Turaif can be seen more as a tourist destination, more colour combinations can be used for commercial success and brand awareness. This enables At-Turaif to stand out, whilst still maintaining a cohesive relationship with Diriyah.

LOGO

The Arabic word 'At-Turaif ' features centrally within the At-Turaif landscape with the English placed neatly below to create an instantly memorable, bilingual logo.



LOGO EXCLUSION ZONE

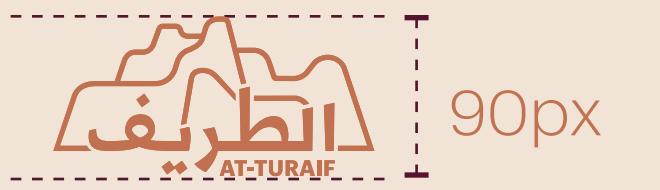
The logo must always be surrounded by a clear space equal to the height of the first arabic letter in the logo "ا", on all four sides.



LOGO MINIMUM SIZE

The digital minimum size for At-Turaif logo is 90px.
The print minimum size for At-Turaif logo is 9mm.

DIGITAL



90px

PRINT



9mm

LOGO MISUSE

- 1 Do not add a drop shadow to the logo
- 2 Do not use the logo in combination with another logo
- 3 Do not exclude parts of the logo
- 4 Do not stretch the logo out of scale horizontally
- 5 Do not stretch the logo out of scale vertically
- 6 Do not use multiple colours in the logo
- 7 Do not fill the logo with an image
- 8 Do not add an outline to the logo



1



2



3



4



5



6



7



8

COLOUR PALETTE

Our primary colour palette is earth, dates, sand, palm and sun. Tints (80%, 60%, 40%, 20%) are allowed for the SAND colour.

EARTH 100% PANTONE 7591 C
C 20 M 60 Y 68 K 9
R 193 G 114 B 80
HEX C17250

DATES 100% PANTONE 4102 C
C 42 M 95 Y 44 K 63
R 85 G 21 B 46
HEX 55142D

SAND 100% PANTONE TURAIF GOLD*
C 8 M 25 Y 40 K 2
R 219 G 188 B 154
HEX DBBC9A

PALM 100% PANTONE 548 C
C 77 M 28 Y 74 K 67
R 39 G 71 B 54
HEX 274736

SUN 100% PANTONE 135 C
C 0 M 24 Y 81 K 0
R 254 G 200 B 65
HEX FEC841

SAND 80%

SAND 60%

SAND 40%

SAND 20%

* PANTONE TURAIF GOLD = (PANTONE Yellow 012 - 3.00) + (PANTONE Warm Red - 1.40) + (PANTONE Black - 1.00) + (PANTONE Trans. White - 94.60)

COLOUR MIX & MATCH



Use different colour combinations to express the brand's personality.



For staff applications, prioritise EARTH and SAND colours.

The At-Turaif color palette allows for multiple combinations, styles and attitudes. All colours and variations are to be treated with equal weight.



Always ensure the logo appears in the best possible contrast to the background colour.



Use different colours, patterns and typography weights to create dynamic layouts that help tell a story.

Please note: for the correct application of colours, follow the rules on the COLOUR- COMBINATION and LOGO USAGE guidelines on the following pages.



Different colours can help illustrate different themes.

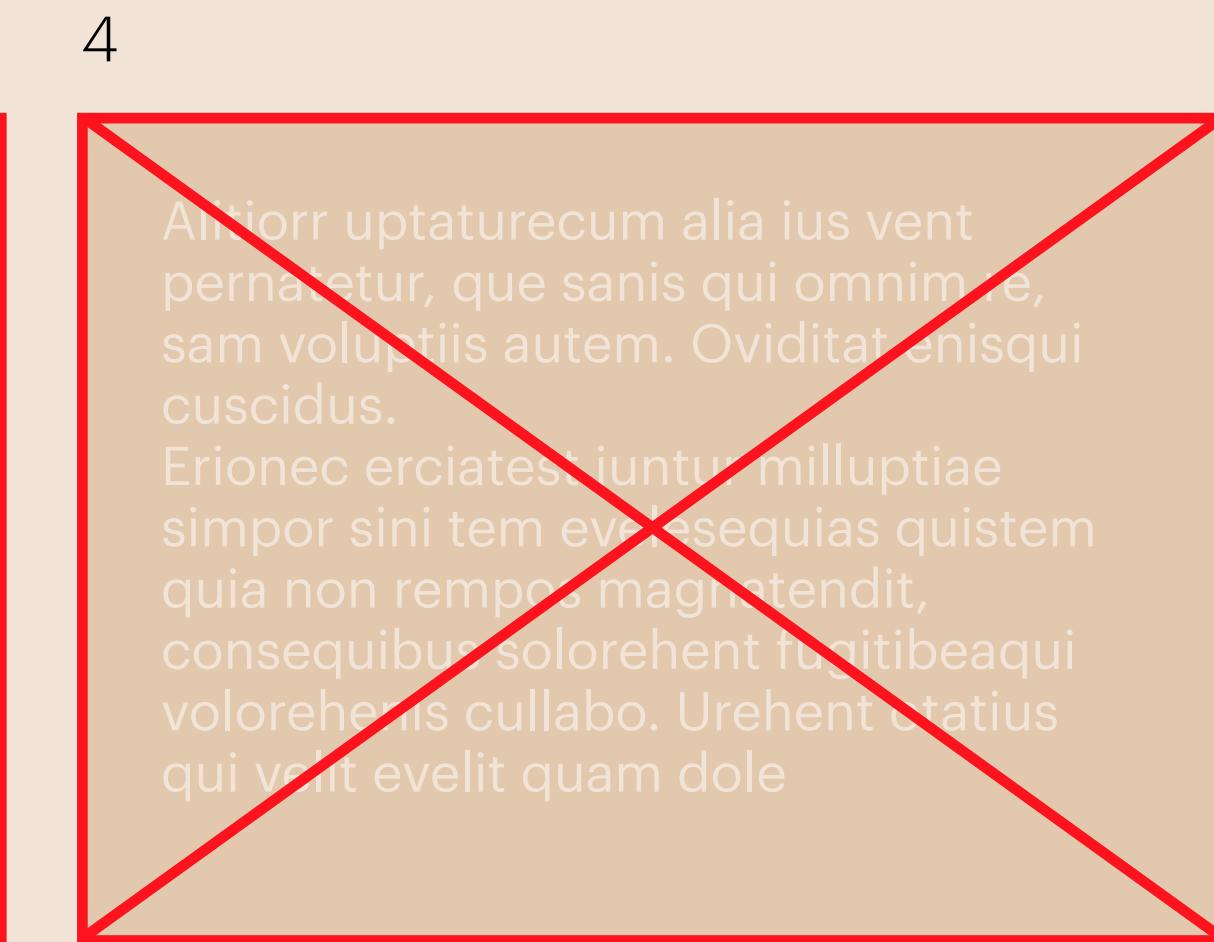
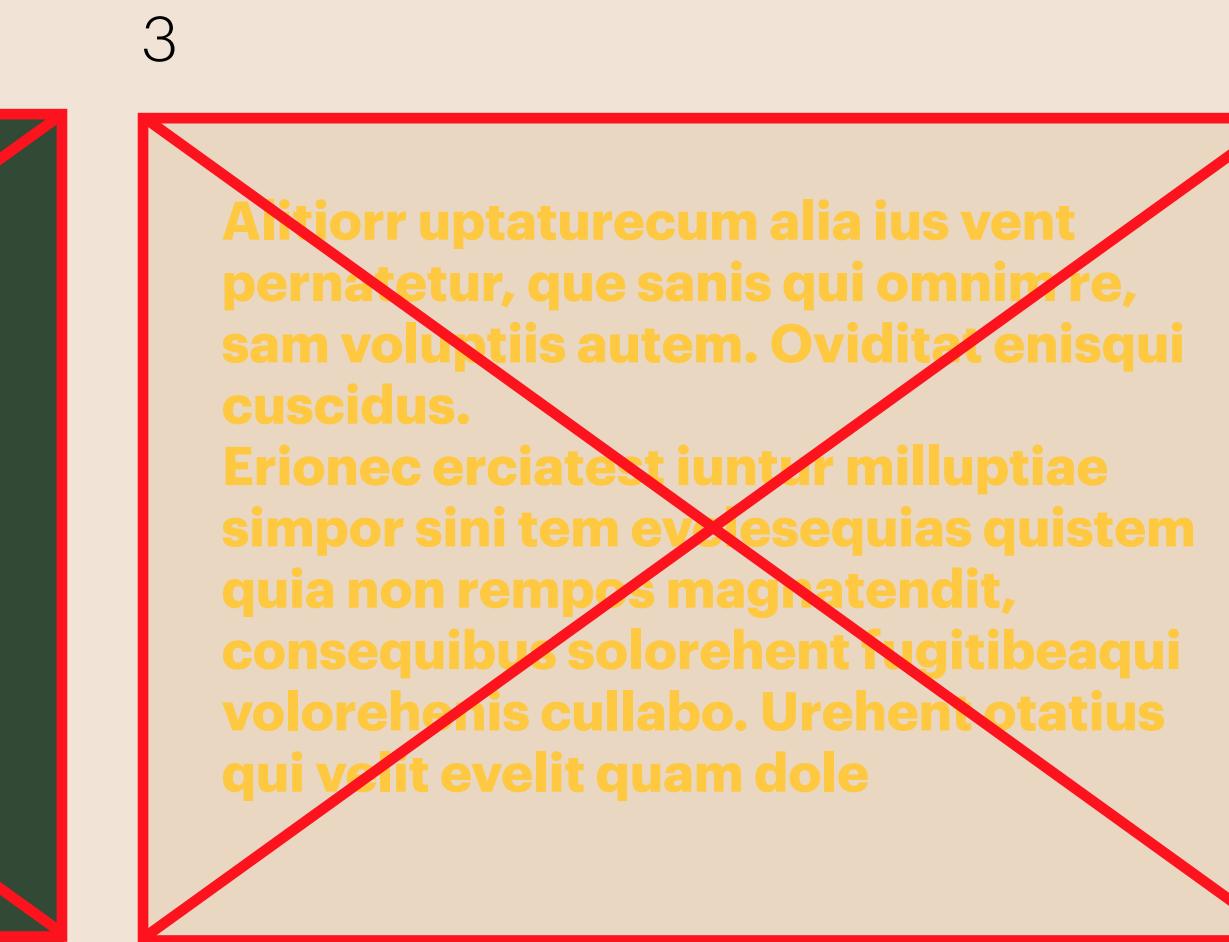
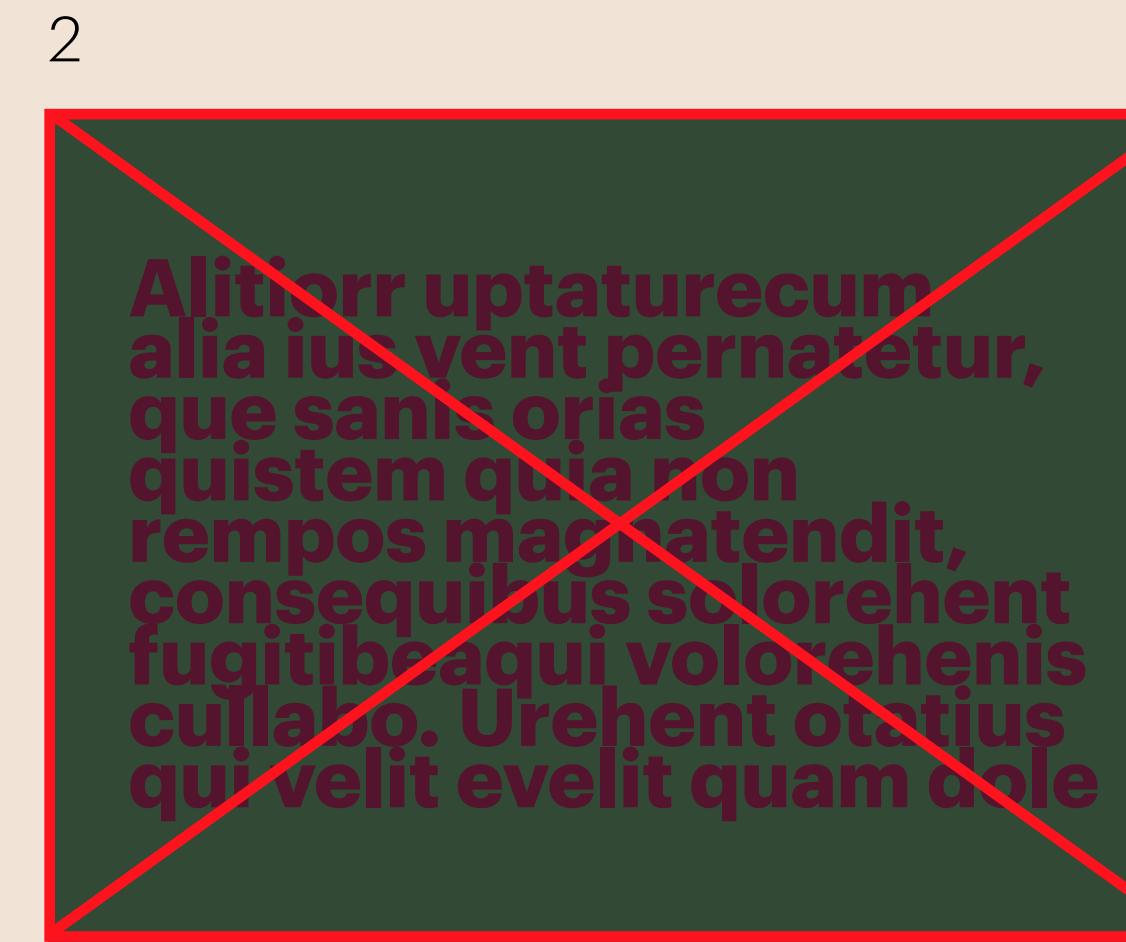
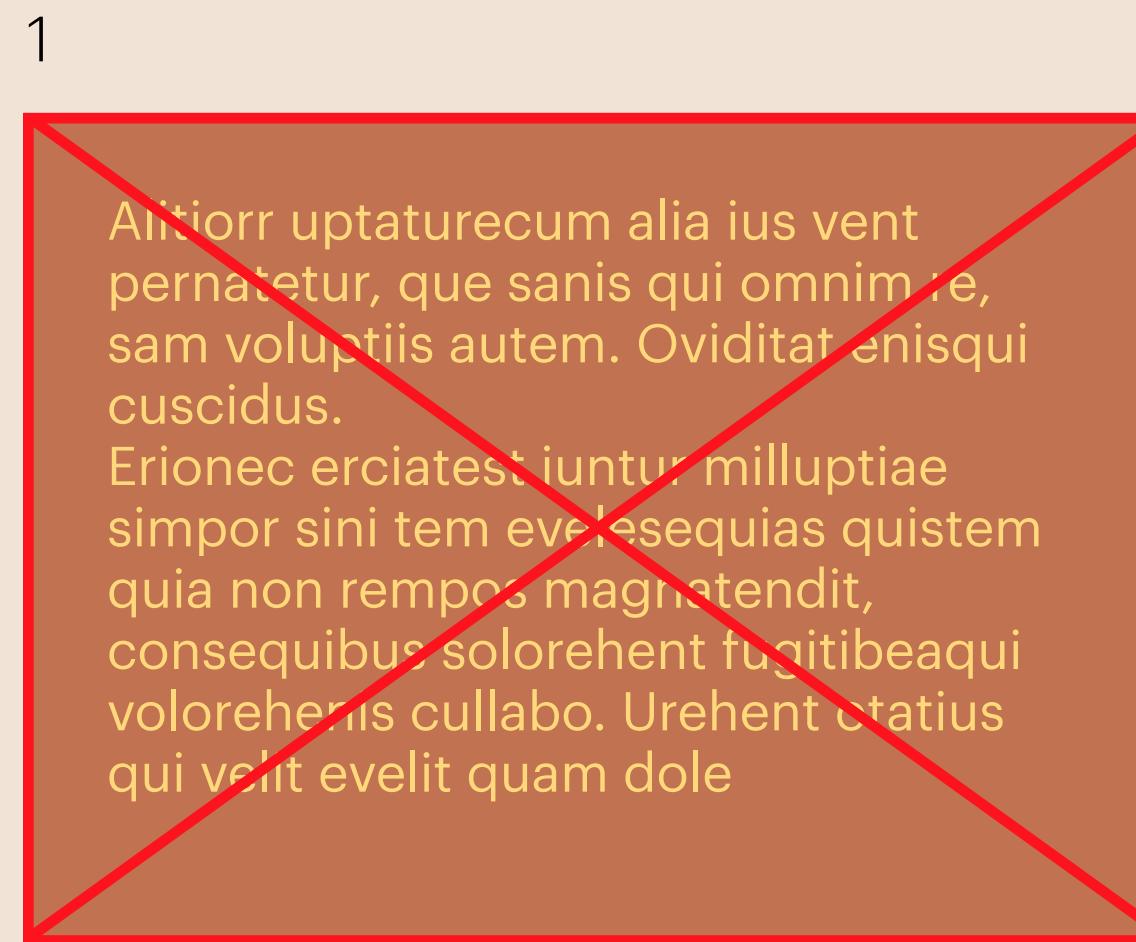
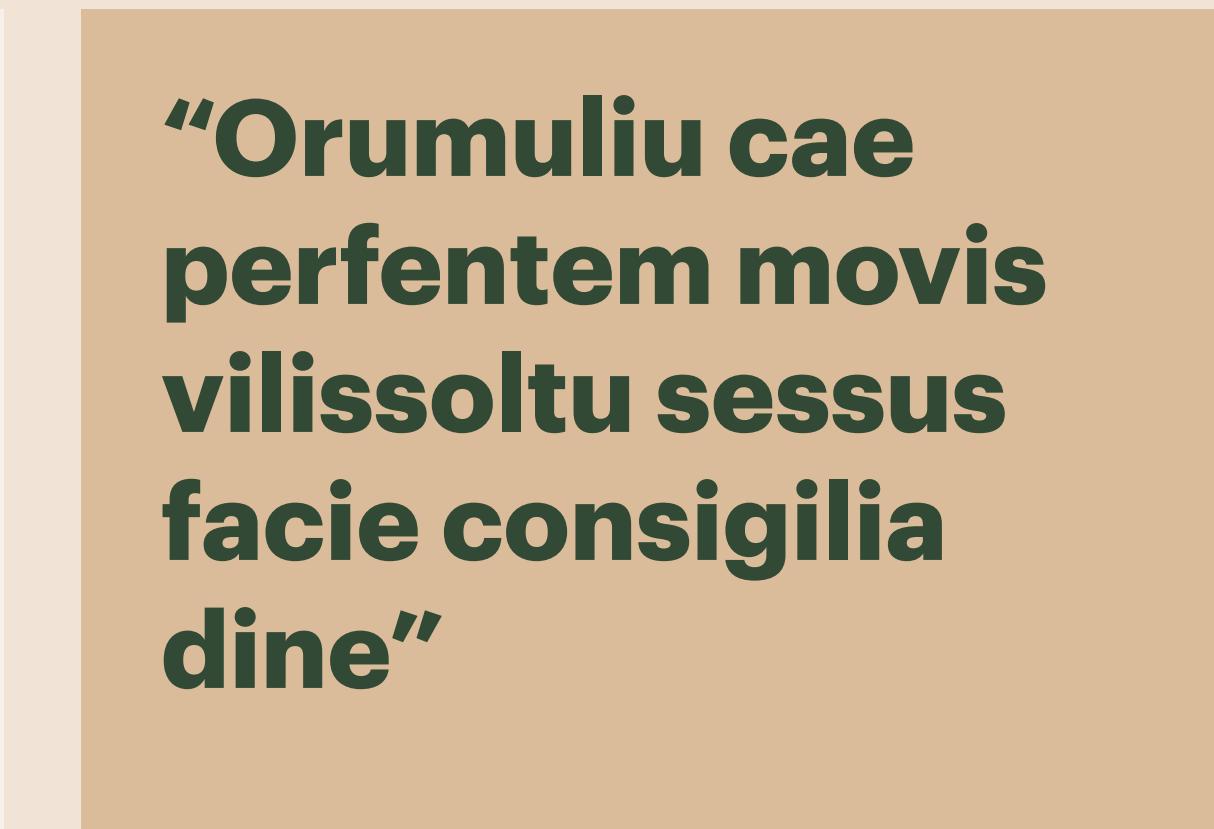
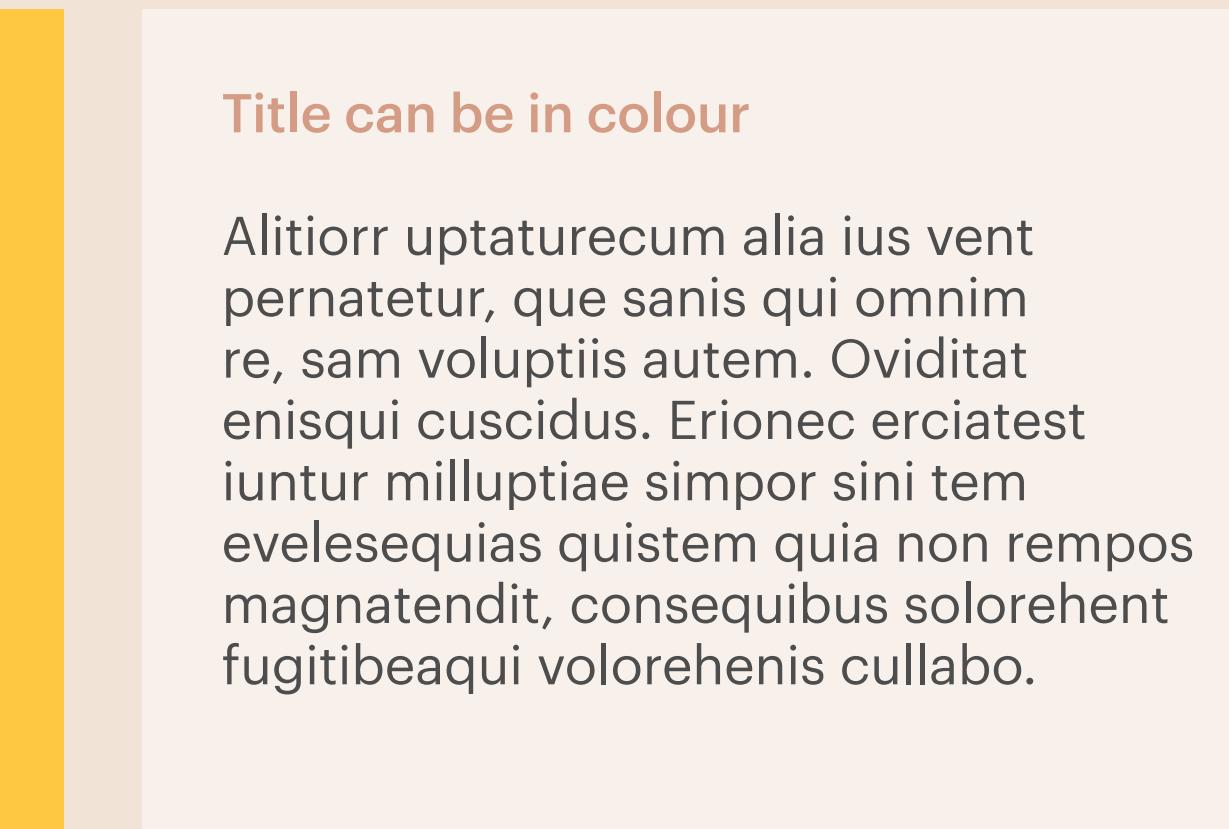


Each colour combination tells a different story. For souvenirs and products, try to use the full breadth of colour combinations.

COLOUR COMBINATIONS

Our colour palette consists of two dark colours: palm and dates, two light colours: sun and sand and a mid-tone earth. Always use the best combinations for your applications without combining two dark colours or two light colours when legibility is paramount.

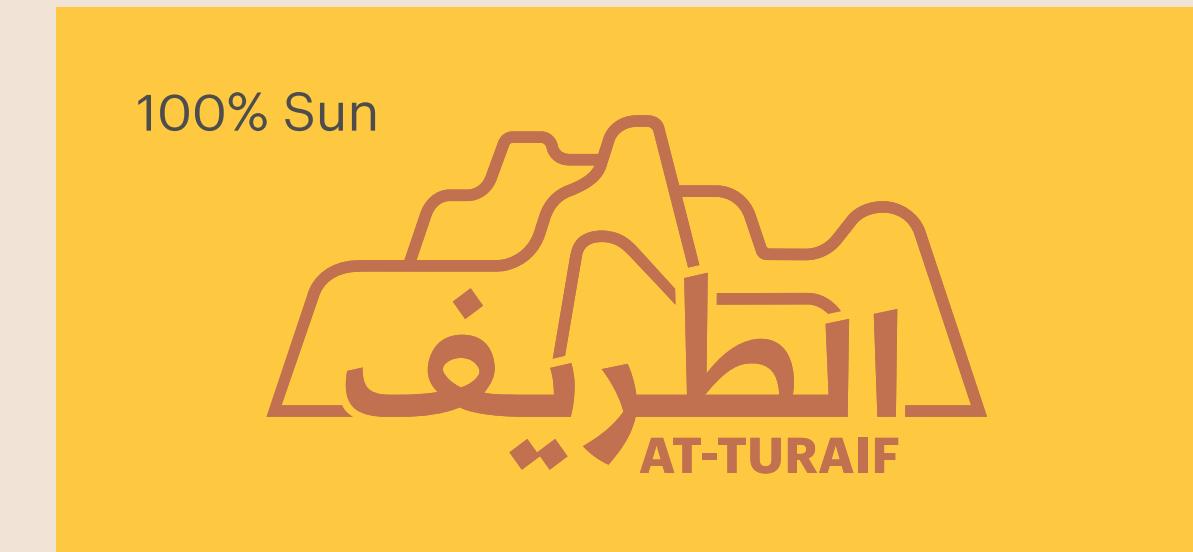
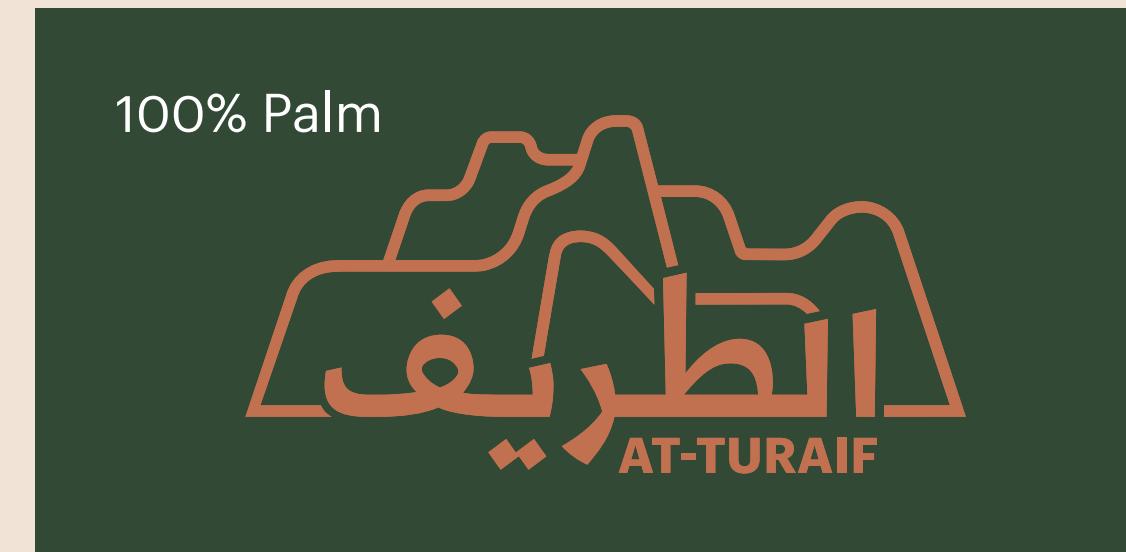
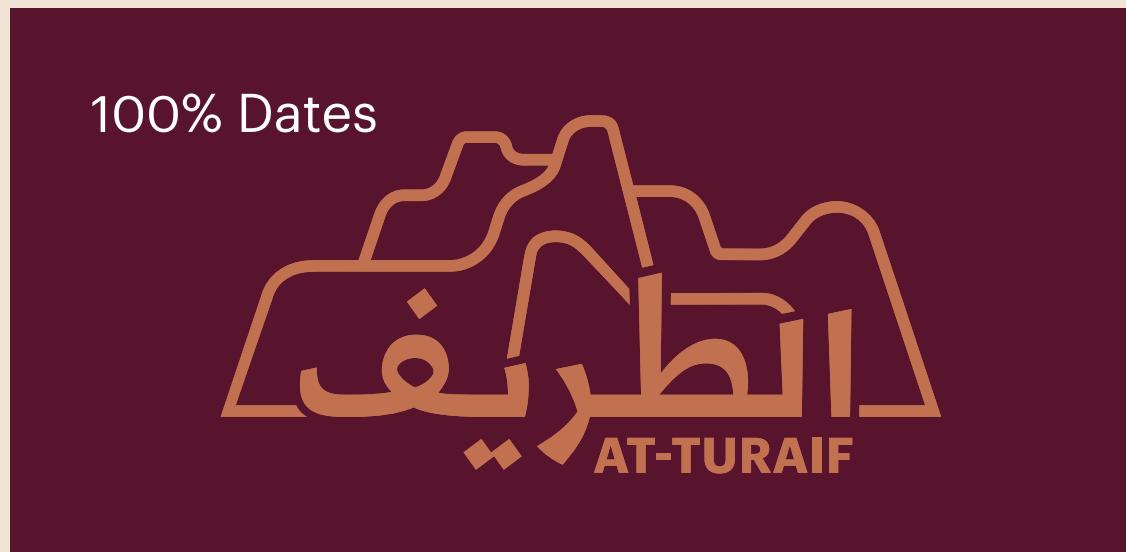
- 1 DO use colour for big bold headlines
- 2 DO use colours for infographics
- 3 DO use colour for paragraph headlines
- 4 DO use colour for pull outs
- 5 DO NOT use colour for body copy
- 6 DO NOT combine two dark colours
- 7 DO NOT combine two light colours
- 8 DO NOT use a sun tint colour on a sun tint background



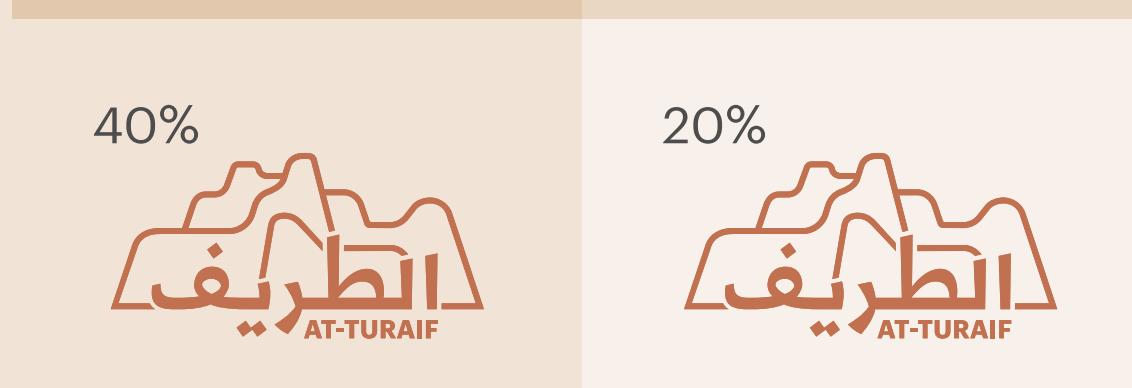
COLOUR LOGO USAGE

The RGB earth coloured wordmark can be used with the sun, dates, palm and sand colours. For print purposes, refer to the CMYK colour guide and print proof on coated and uncoated paper to check visibility. These pages are for colour usage on screen in RGB colour breakdowns.

Recommended colour usage



Possible colour usage



COLOUR LOGO USAGE

The RGB date coloured wordmark should only be used with the sand, sun and earth as background colours. This is to ensure legibility and maximum contrast between background and foreground. Never use a date colour wordmark on a palm background.

For print purposes, refer to the colour guide and print proof on coated and uncoated paper to check visibility. These pages are for colour usage on screen in RGB colour breakdowns.

Recommended colour usage



Possible colour usage

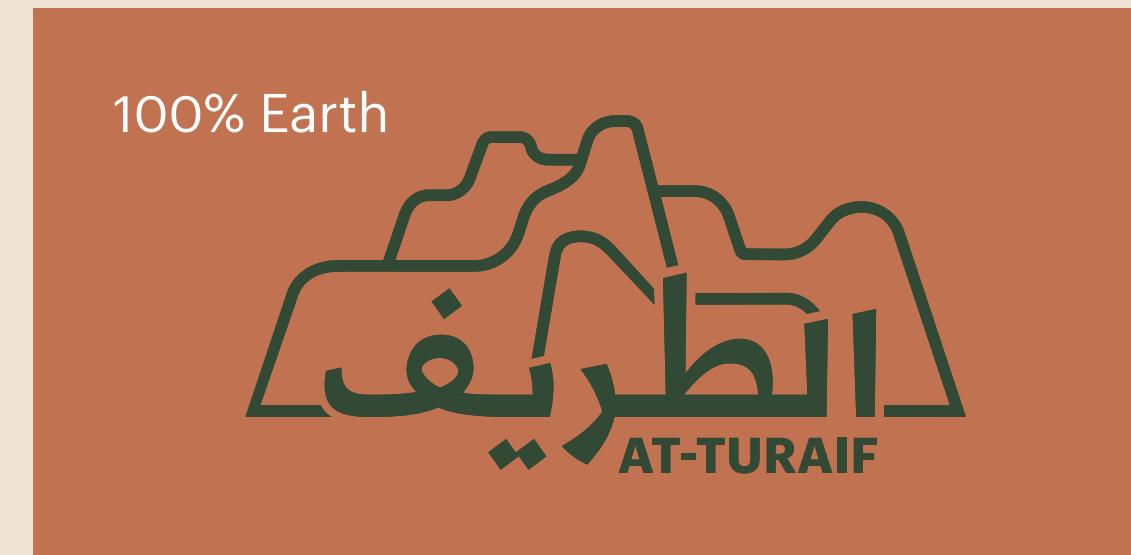
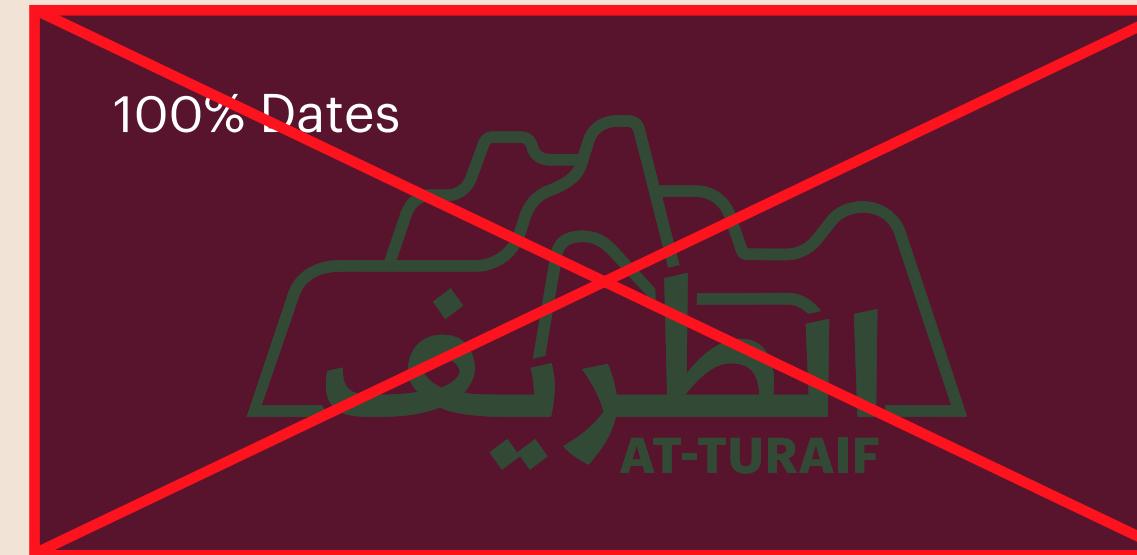


COLOUR LOGO USAGE

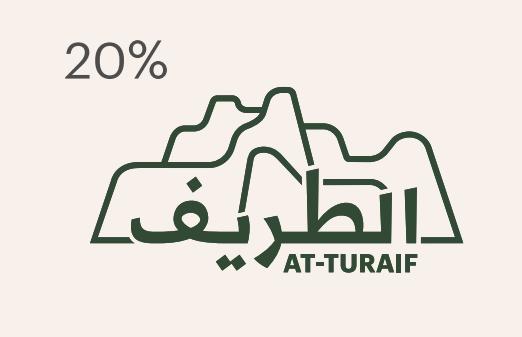
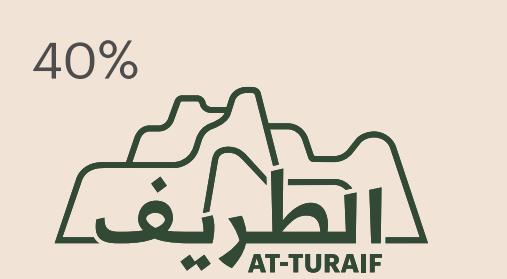
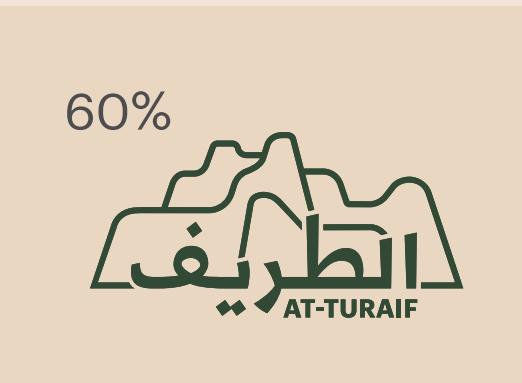
The RGB palm coloured wordmark should only be used with the sand, sun and earth as background colours. This is to ensure legibility and maximum contrast between background and foreground. Never use a palm colour wordmark on a date background.

For print purposes, refer to the colour guide and print proof on coated and uncoated paper to check visibility. These pages are for colour usage on screen in RGB colour breakdowns.

Recommended colour usage



Possible colour usage

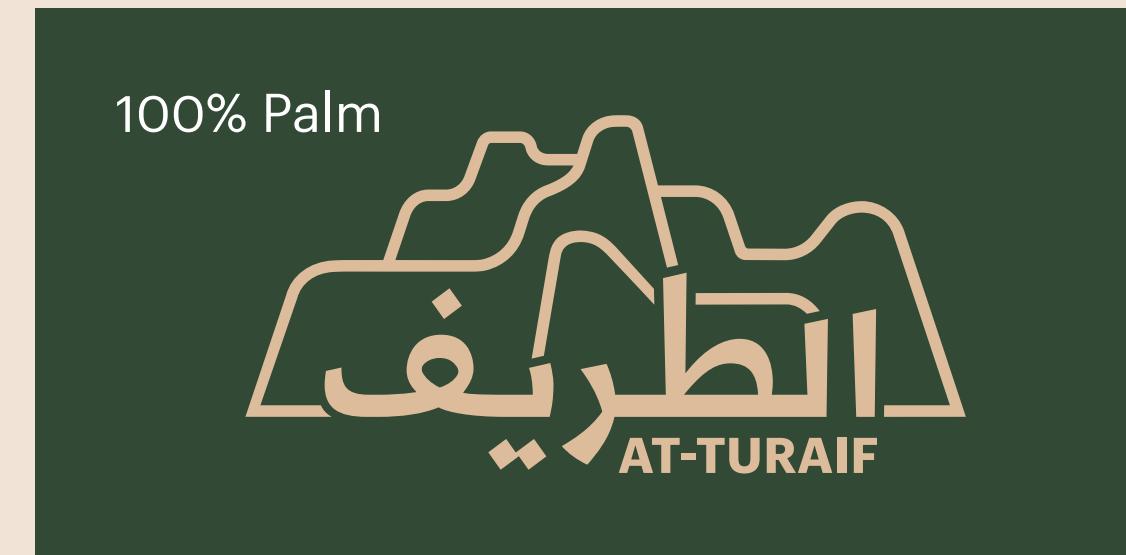
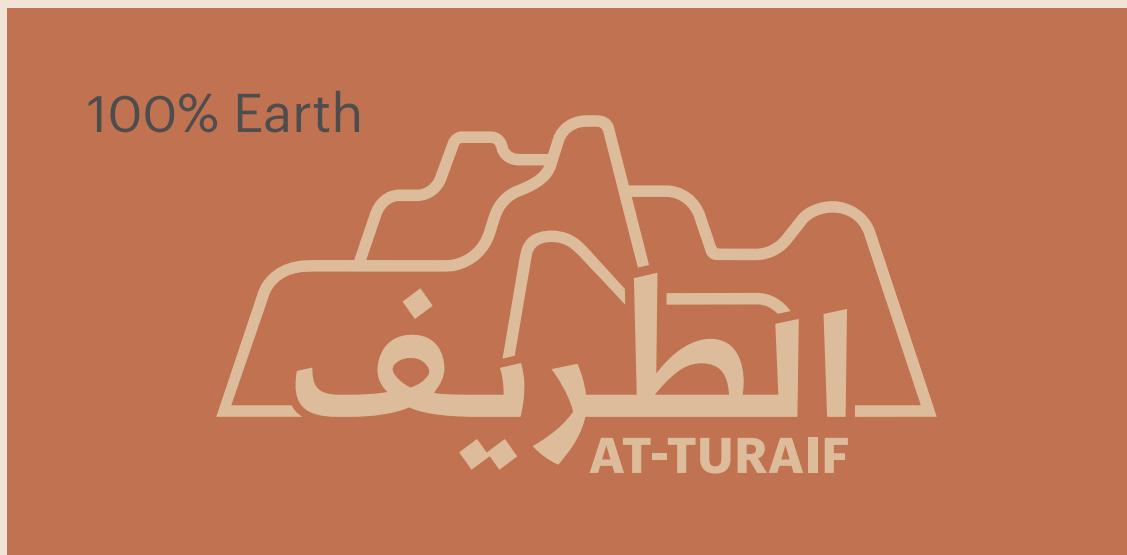


COLOUR LOGO USAGE

The RGB sand coloured wordmark should only be used with the date, palm and earth as background colours. This is to ensure legibility and maximum contrast between background and foreground. Never use a sand colour wordmark on a sun background.

For print purposes, refer to the colour guide and print proof on coated and uncoated paper to check visibility. These pages are for colour usage on screen in RGB colour breakdowns.

Recommended colour usage

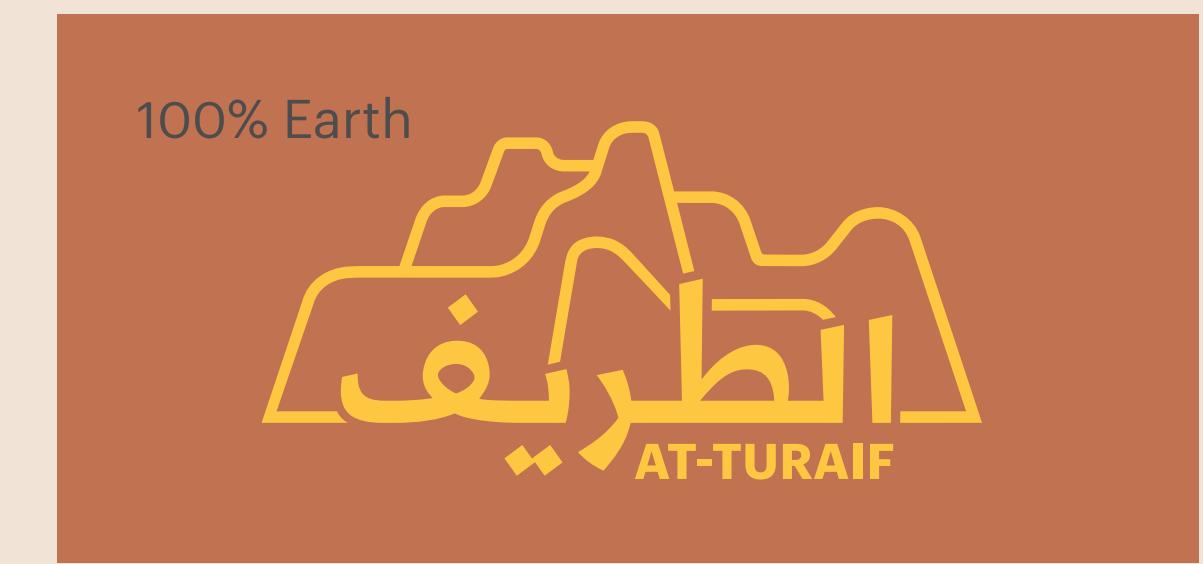
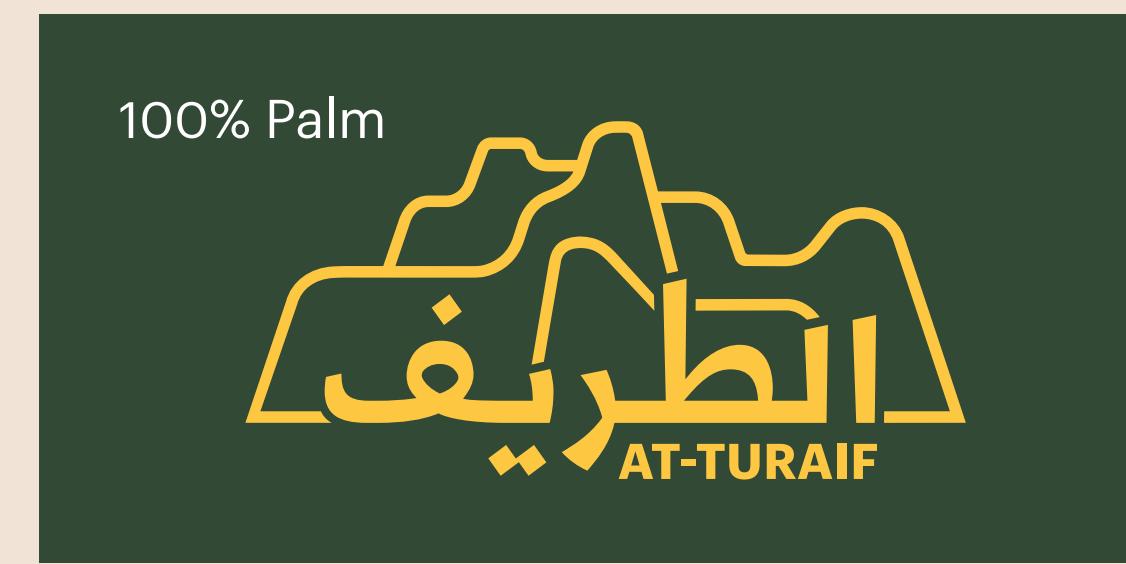


COLOUR LOGO USAGE

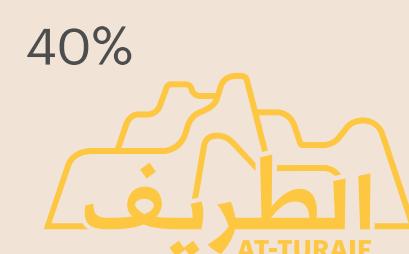
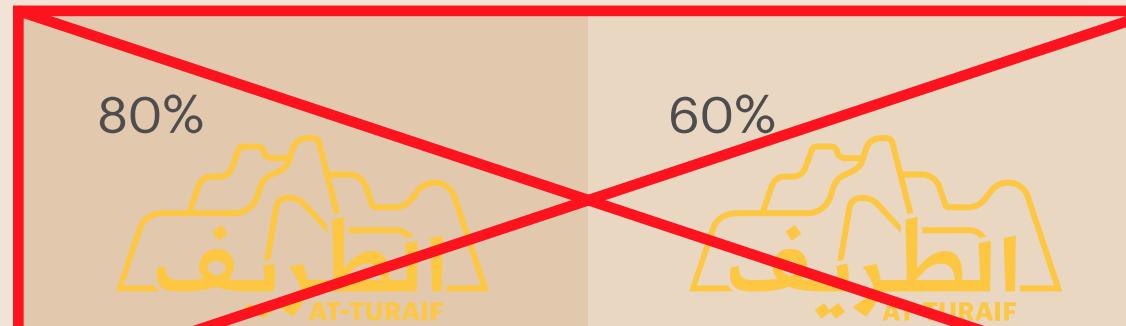
The RGB sun coloured wordmark should only be used with the date, palm and earth as background colours. This is to ensure legibility and maximum contrast between background and foreground. Never use a sun colour wordmark on a sand 100%, 80% or 60% background.

For print purposes, refer to the colour guide and print proof on coated and uncoated paper to check visibility. These pages are for colour usage on screen in RGB colour breakdowns.

Recommended colour usage



Possible colour usage



COLOUR METALLIC COLOURS

METALLIC COLOURS are for special usage. They can be used for print material and as inspiration for other brand objects.

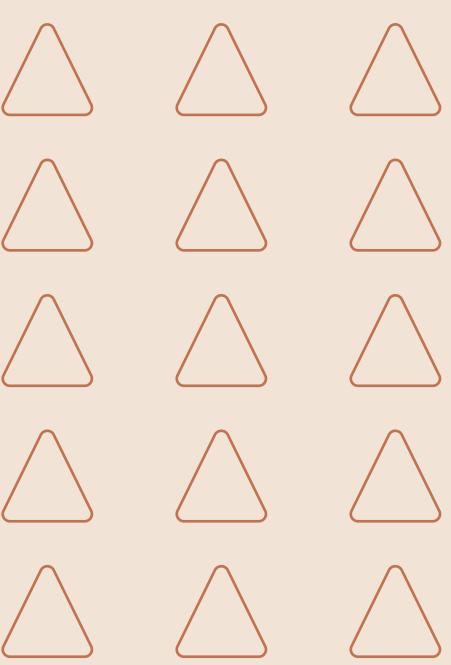
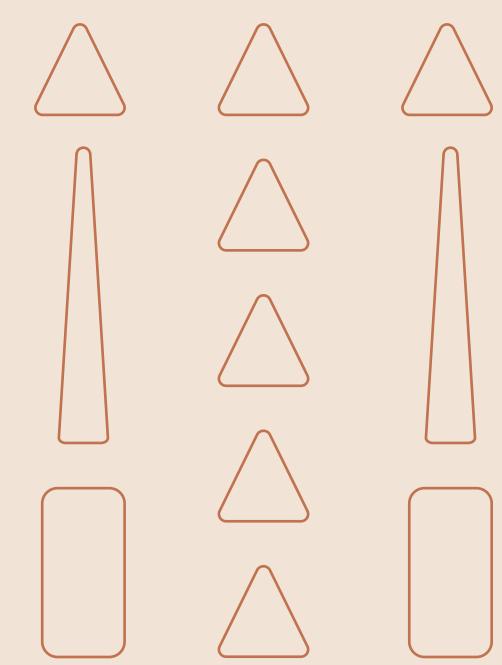
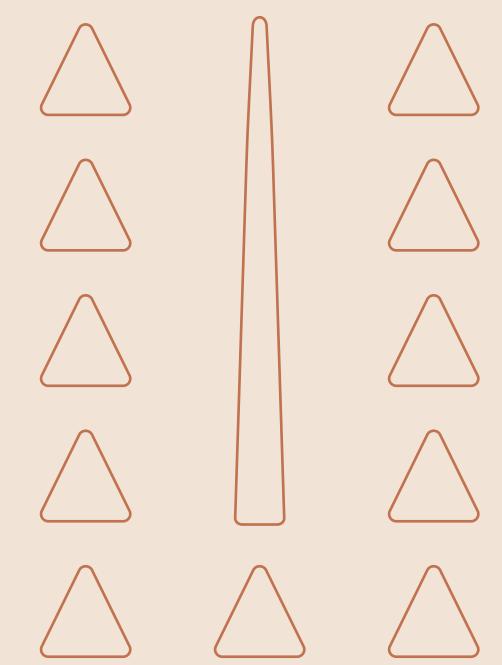
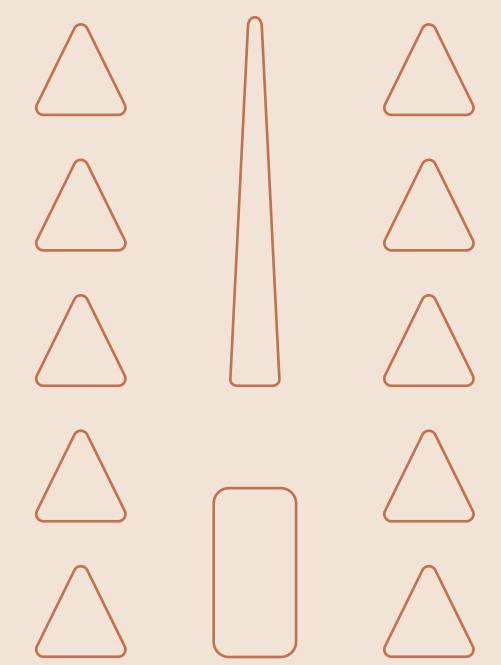
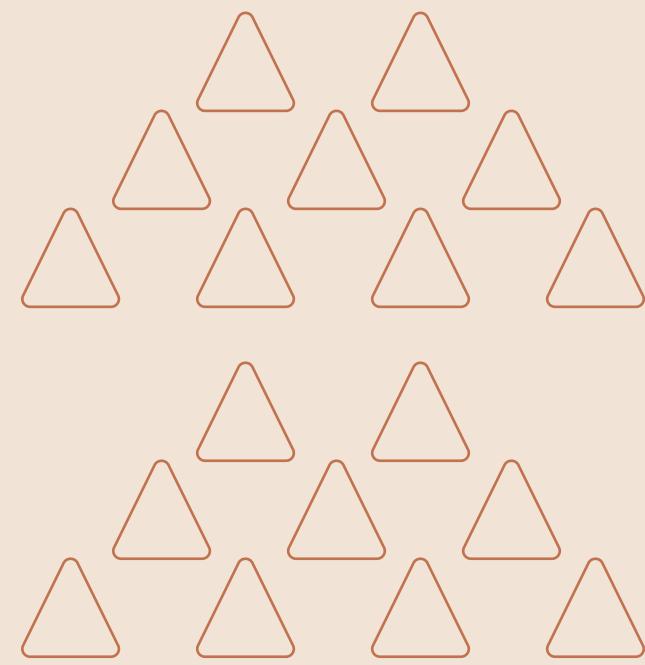
METALLIC 1
PANTONE 10132 C

METALLIC 2
PANTONE 8560 C

PATTERN

The patterns of the At-Turaif identity are inspired by the details of the city's characteristic architecture. Unlike Diriyah's patterns, At-Turaif patterns are used cohesively with the lines in the logo by adopting outlined versions of patterns. The patterns can be used to better decorate objects and integrate layouts.

We have pre-designed 5 patterns using the elements. The patterns can be used alone and in a composition to form a larger pattern.



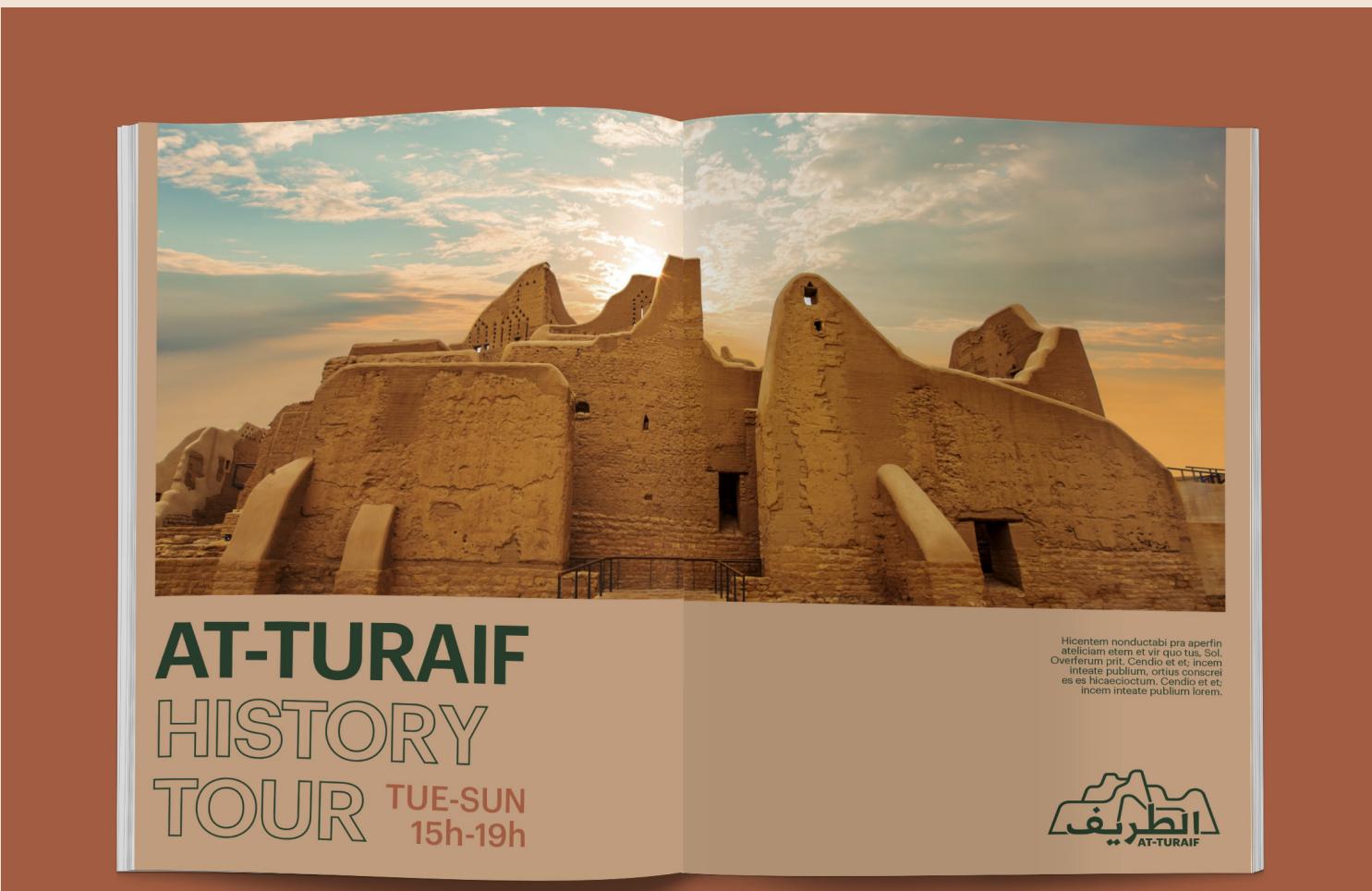
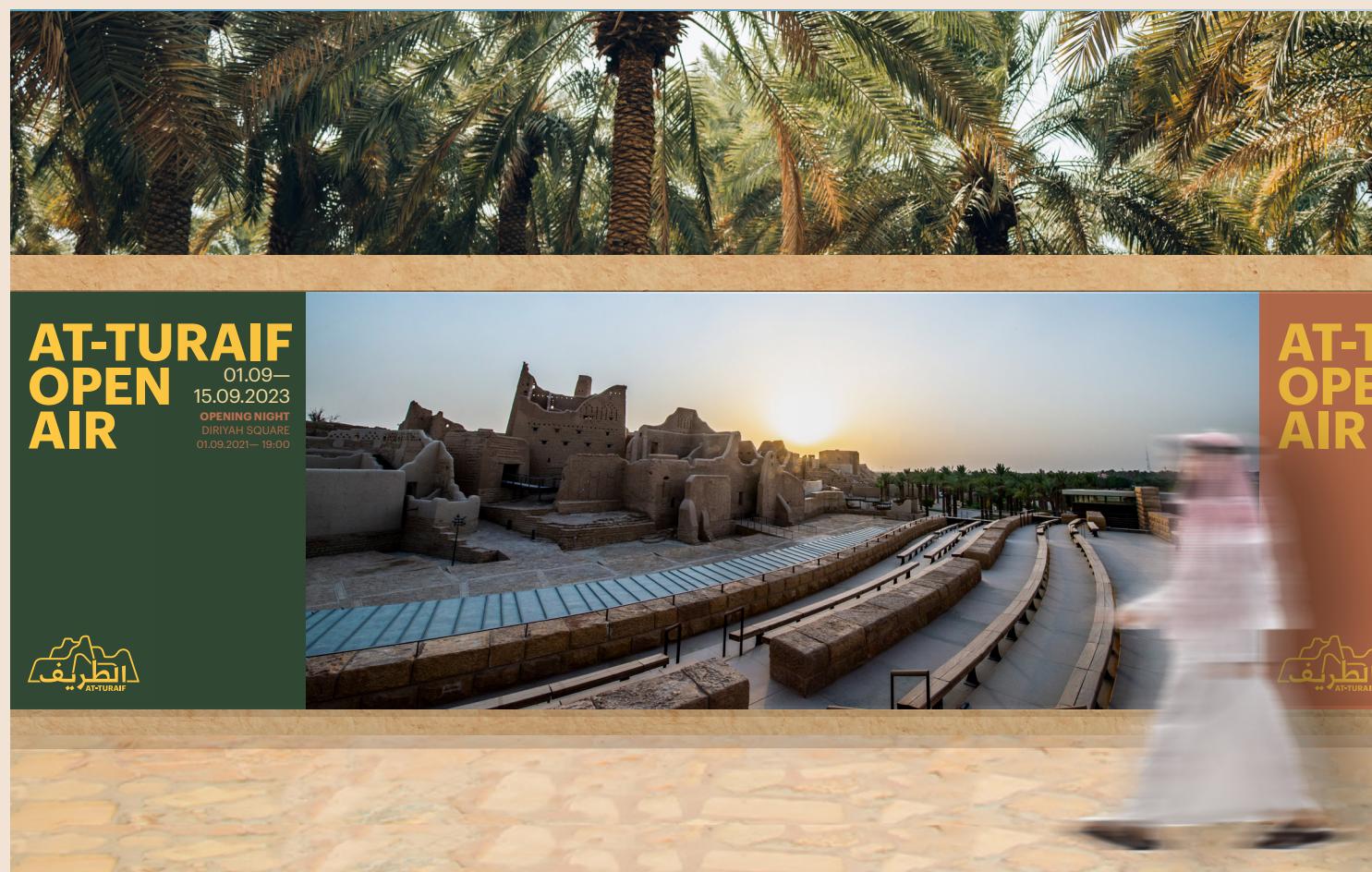
APPLICATIONS GENERAL

The At-Turaif logo and its colour palette offer numerous possibilities to create a colourful and lively range of souvenirs and branded objects. Make sure to take advantage of all colour combinations.



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The At-Turaif logo and its colour palette offer numerous possibilities to create a colourful and lively range of souvenirs and branded objects. Make sure to take advantage of all colour combinations.



APPLICATIONS STAFF & SIGNAGE

For staff applicatioins, please only use the combination of EARTH and SAND colours.



TYPOGRAPHY TYPEFACE

Graphik Arabic, combines the simplified strokes of a grotesque with the structure and proportion of a fluid script. The typeface is available in 9 weights.

License for this typeface is available from Commercial Type under Graphik Arabic or [Graphik International](#)

Kermes 3 Arabic reflects in its design this cross cultural mixture. It has few specific characters with a unique design structure, making the typeface stand out in its personality, and positioning it as a recognisable yet very easily legible font. The typeface is available in 4 weights.

License for this typeface is available from Arabic Typography under Kermes Arabic or [Kermes Arabic Font](#)

كermes ٣ خفيف جداً
كermes ٣ عادي
كermes ٣ داكن

GRAPHIK ARABIC EXTRA LIGHT
GRAPHIK ARABIC REGULAR
GRAPHIK ARABIC BOLD

TYPOGRAPHY TYPESETTING BASICS

ARABIC BODY COPY — LEADING IS ALWAYS
130% OF TYPE SIZE (34PT/44PT)

ولطالما انطوت رحلة الحج طوال الأزمنة المتعاقبة على مشاق وأخطار كثيرة كانت تحيط بحركة القوافل التي تحمل حاجات بيت الله، حيث إنّ من يتأنّم آليات الانتقال إلى الديار المقدسة في مكة المكرمة ذهاباً وإياباً يرصد تماماً مباشراً مع طبيعة المراحل والظروف التي تكتنفها، بما يعكس الحالة السياسية والاقتصادية والاجتماعية في الجزيرة العربية.

المثال معرض بحجم ٣٤ نقطة، باعد الأسطر ٤٤ نقطة.

The Arabic language has diacritical marks that sit above ascenders or below descenders. This means that sometimes the auto-leading of the typeface is not enough space to avoid overlap. We should always set the leading of headers at 110%-120% of the type size, and to follow suit

with the English should both languages sit next to each other. Should your copy not carry any diacritics, then you can use the typeface at its normal auto leading.

ARABIC HEADING — LEADING IS ALWAYS
110-120% OF TYPE SIZE (100PT/110PT)

عنوان باللغة العربية
خط كرميس ٣ عادي
حجم .٠٠١ نقطة
تباعد الأسطر .١١ نقاط

TYPOGRAPHY TYPESETTING BASICS

The Arabic language has diacritical marks that sit above ascenders or below descenders. This means that sometimes the auto-leading of the typeface is not enough space to avoid overlap. We should always set the leading of headers at 110%-120% of the type size, and to follow suit

with the English should both languages sit next to each other. Should your copy not carry any diacritics, then you can use the typeface at its normal auto leading.



ONE LINE SPACE

لتسمية التوضيحية للصورة
هذا النص مكتوب بخط ١٢ نقطة مع مساحة السطور في
قطة

CAPTION WIDTH AVERAGE HALF IMAGE SIZE

ARABIC HEADING — LEADING IS ALWAYS 110-120% OF TYPE SIZE (35PT/42PT)

العنوان الفرعى

ONE LINE SPACE

يتعلق الأمر بالعمل معاً. الاحتفاء بماضينا ،
والعمل معًا لخلق عالم أفضل اليوم ومشاركة
المسؤولية لبناء مستقبل أفضل.
الدرعية مبنية على الوحدة.

العنوان الفرعي

إنه المكان الذي اجتمعنا فيه لأول مرة
لوضع أسس الدولة. للوصول إلى جiranنا بروح
السلام؛ وحيث بدأنا الكثير من القصص...

TYPOGRAPHY TYPESETTING BASICS

The Arabic language has diacritical marks that sit above ascenders or below descenders. This means that sometimes the auto-leading of the typeface is not enough space to avoid overlap. We should always set the leading of body copy at 130% of the type size, and to follow suit with

the English should both languages sit next to each other. Should your copy not carry any diacritics, then you can use the typeface at its normal auto leading.

ARABIC BODY COPY — LEADING IS ALWAYS 130% OF TYPE SIZE (25PT/32.5PT)

يمتد أداء فريضة الحج - الركن الخامس من أركان الإسلام - على مدى حقب تاريخية متعددة منذ وضع سيدنا إبراهيم - عليه السلام - أُسس بيت الله الحرام في مكة المكرمة، فكان الخطاب الإلهي له بأن ينادي في الناس بحج البيت والطواف حوله والسعى بين الصفا والمروة، وأستمزّ أداء الحج مع ظهور الإسلام شعيرةً إسلاميةً رافقها شدّ المسلمين (حالهم من شتى أصقاع المعمورة) باتجاه الأراضي المقدسة في الجزيرة العربية، وأصبحت اليمامة إحدى أهم طرق عبور قوافل الحجيج القادمة من شرق العالم الإسلامي. ولطالما انطوت رحلة الحج طوال الأزمنة المتعاقبة على مشاق وأخطار كثيرة كانت تحيط بحركة القوافل التي تحمل حجاج بيت الله، حيث إنّ من يتأمّل آليات الانتقال إلى الديار المقدسة في مكة المكرمة ذهاباً وإياباً يرصد تماساً مباشراً مع طبيعة المراحل والظروف التي تكتنفها، بما يعكس الحالة السياسية والاقتصادية والاجتماعية في الجزيرة العربية.

ARABIC HEADING — LEADING IS MINIMUM 110% OF TYPE SIZE (50PT/60PT)

منذ قرابة ٦٠٠ عام "الدرعية"
محطة تاريخية لانطلاق
قوافل الحج

TYPOGRAPHY TYPESETTING BASICS

At-Turaif adopts one type of numerals to use with each language. Always maintain consistency of numeral usage within each language.

The mix of numerals happens sometimes automatically depending on softwares used, so it is important to look our for numerals, and establish one convention.

NUMERALS TO BE USED WITH THE ENGLISH LANGUAGE —
KNOWN UNDER THE TECHNICAL NAME OF ARABIC NUMERALS

June 2021

23 June 2021

0123456789

NUMERALS TO BE USED WITH THE ARABIC LANGUAGE
— KNOWN AS HINDI NUMERALS

يونيو ٢٠٢١

٢٣ يونيو ٢٠٢١

٠١٢٣٤٥٦٧٨٩

TYPOGRAPHY TYPESETTING BASICS

The Kashida is the equivalent of increased letter spacing (kerning) in Arabic. Kermes' kerning adds Kashidas across the typeface, which is relatively new in typefaces. However, the kashidas may be added in incorrect spaces, so it is advised not to increase the kerning beyond 30. Similarly, because Arabic is a connected script, aim to never drop the kerning below zero.

KERNING: DO NOT USE A POSITIVE KERNING VALUE OVER 30 FOR ARABIC COPY

~~سُنّهم هذه الشراكة، في الارتفاع بالبرامج والأنشطة والفعاليات الثقافية والتراثية التي تحضنها الدرعية، واكتسابها طابع التنوع والتفرد بحيث تعكس هويتها وتبرز خصائصها، إضافةً إلى بناء قاعدة استثمارية صلبة لبوابة الدرعية، من خلال تحفيز المستثمرين وبناء الشراكات الفاعلة على مختلف المستويات". مستطرداً: "نطلع بظموح بالغ إلى تطوير بوابة الدرعية كبيئة جذب سياحية تاريخية وثقافية بميزات عصرية، وسنعمل جنباً إلى جنب مع شركائنا في وزارة الثقافة لإنجاز هذا الهدف الاستراتيجي.~~

KERNING: DO NOT USE A NEGATIVE KERNING VALUE FOR ARABIC COPY

~~سُنّهم هذه الشراكة، في الارتفاع بالبرامج والأنشطة والفعاليات الثقافية والتراثية التي تحضنها الدرعية، واكتسابها طابع التنوع والتفرد بحيث تعكس هويتها وتبرز خصائصها، إضافةً إلى بناء قاعدة استثمارية صلبة لبوابة الدرعية، من خلال تحفيز المستثمرين وبناء الشراكات الفاعلة على مختلف المستويات". مستطرداً: "نطلع بظموح بالغ إلى تطوير بوابة الدرعية كبيئة جذب سياحية تاريخية وثقافية بميزات عصرية، وسنعمل جنباً إلى جنب مع شركائنا في وزارة الثقافة لإنجاز هذا الهدف الاستراتيجي.~~

TYPOGRAPHY TYPESETTING BASICS

ARABIC BODY COPY WITH THE CORRECT SETTINGS

ستُسهم هذه الشراكة، في الارتقاء بالبرامج والأنشطة والفعاليات الثقافية والتراثية التي تحضنها الدرعية، واكتسابها طابع التنوع والتفرد بحيث تعكس هويتها وتبرز خصائصها، إضافةً إلى بناء قاعدة استثمارية صلبة لبوابة الدرعية، من خلال تحفيز المستثمرين وبناء الشراكات الفاعلة على مختلف المستويات". مستطرداً: "نطلع بضمون بالغ إلى تطوير بوابة الدرعية كبيئة جذب سياحية تاريخية وثقافية بمميزات عصرية، وسنعمل جنباً إلى جنب مع شركائنا في وزارة الثقافة لإنجاز هذا الهدف الاستراتيجي.

المثال معرض بحجم ٣٤ نقطة، باعد الأسطر ٤٤ نقطة.

When using softwares such as Adobe Photoshop, Illustrator, InDesign etc. Arabic type could use specific settings to function properly.
Please follow those steps to make sure the Arabic is working correctly:

In "Preferences" make sure to tick the box "Use Native Digits When Typing in Arabic Scripts". Choose from the drag-down menu of "Default Composer" the "Adobe Word-Ready Paragraph Composer" option. Make sure the "Character" language is set to Arabic

ARABIC BODY COPY WITHOUT THE CORRECT SETTINGS

جـمـارـبـلـابـ ءـاقـتـرـالـاـ يـفـ ،ـكـارـشـلـاـ هـذـهـ مـهـسـتـسـ يـتـلـاـ ةـيـثـارـتـلـاـ وـ ةـيـفـاقـثـلـاـ تـايـلـاـعـفـلـاـوـ ةـطـشـنـأـلـاـوـ درـفـتـلـاـوـ عـوـنـتـلـاـ عـبـاطـ اـهـبـاسـتـكـاـوـ ،ـةـيـعـرـدـلـاـ اـهـنـضـتـحـتـ ىـلـإـ ةـفـاضـإـ ،ـاهـصـئـاصـخـ زـرـبـتـوـ اـهـتـيـوـهـ سـكـعـتـ ثـيـحـبـ نـمـ ،ـةـيـعـرـدـلـاـ ةـبـاوـبـلـ ةـبـلـصـ ةـيـرـامـثـتـسـاـ ةـدـعـاـقـ ءـانـبـ ـةـلـعـافـلـاـ تـالـكـارـشـلـاـ ءـانـبـوـ نـيـرـمـثـتـسـمـلـاـ زـيـفـحـتـ لـالـخـ حـوـمـطـبـ عـلـطـتـنـ"ـ:ـاـدـرـطـتـسـمـ .ـتـايـوـتـسـمـلـاـ فـلـتـخـمـ ـىـلـعـ ـةـيـحـايـسـ بـذـجـ ةـئـيـبـكـ ةـيـعـرـدـلـاـ ةـبـاوـبـ رـيـوـطـتـ ـىـلـإـ غـلـابـ ـىـلـإـ أـبـنـجـ لـمـعـنـسـوـ ،ـةـيـرـصـعـ تـازـيـمـبـ ةـيـفـاقـثـوـ ةـيـخـيـرـاتـ فـدـهـلـاـ اـذـهـ زـاجـنـإـلـ ةـفـاقـثـلـاـ ةـرـاـزوـ يـفـ انـئـاـكـرـشـ عـمـ بـنـجـ ـيـجـيـتـاـرـتـسـالـاـ

TYPOGRAPHY TYPESETTING BASICS

ENGLISH HEADING — LEADING IS ALWAYS 85-90% OF TYPE SIZE (100PT/90PT)

**HEADINg ENGLISH
EXAMPLE
UPPER CASE
GRAPHIK REGULAR
100PT
LEADING 90PT**

The English header has a leading of 85-90% of the type size as shown in examples below.

The body text leading is always 110% of the type size.

The exception to this rule happens when Arabic and English are sitting side by side, in this case, the English follows the Arabic rules.

ENGLISH BODY TEXT — LEADING IS ALWAYS 110% OF TYPE SIZE (100PT/110PT)

It's the home of our nation, where we first came together in a spirit of unity. It's the place where our stories began. Today, it's a gathering place for the world to experience the unique soul of Saudi Arabia. A place of unique culture, natural beauty, incredible entertainment and inspiring learning. A historic city where we're creating new stories, together.

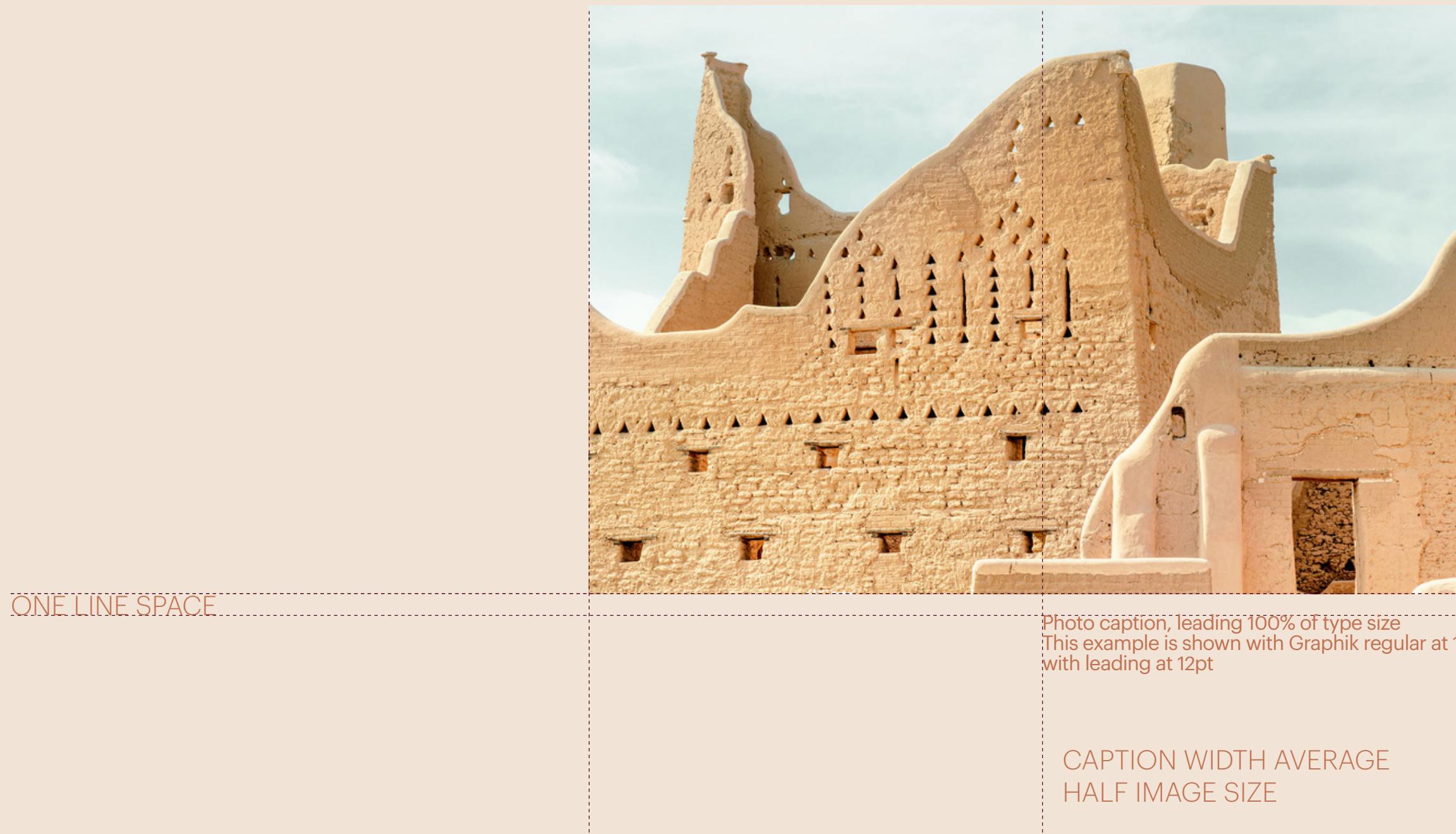
Example shown at 35pt type size, 38.5pt leading.

TYPOGRAPHY TYPESETTING BASICS

The English header has a leading of 85-90% of the type size as shown in examples below.

The body text leading is always 110% of the type size.

The exception to this rule happens when Arabic and English are sitting side by side, in this case, the English follows the Arabic rules.



ENGLISH BODY TEXT — LEADING IS ALWAYS 110% OF TYPE SIZE (100PT/110PT)

SUBHEADING: UNITY

ONE LINE SPACE

It's about coming together. Celebrating our past, working together to create a better world today and sharing the responsibility for building a better future.

TWO LINE SPACES

SUBHEADING: UNITY

ONE LINE SPACE

At-Turaif was the first capital of the Saudi Dynasty, in the heart of the Arabian Peninsula, north-west of Riyadh.

TYPOGRAPHY HIERARCHY OVERVIEW

Aim to use contrast to create type hierarchy in your layouts. Context should inform type sizes, to maintain a clear text hierarchy. For example, use Bold, at the biggest size for the most important bit of information in your layout. Leading rules should follow the typesetting basics established in the previous pages. Leading differs between English and Arabic layouts to accomodate diacritics.

HERITAGE WEEK HISTORY & CULTURE

01.09—
15.09.2023

Abadia
Arwa al Banawi
Foulard
Nasiba Hafez
Sotra
Hatem Alakeel
Mohamad Khoja
Jaddah CQ

Razan Alazzouni
Dichotomy
Arwa Al Banawi
Honayda Serafi
Reem Al Khanal
Razzan Alazzouni
Mashael Al Rajhi
Runway

PRESS — SAMHAN HOTEL
28.08.2021— 19:00
RSVP diriyah.sa/heritageweek

DATE: GRAPHIK ARABIC REGULAR
SIZE: 75PT

HEADLINE: GRAPHIK ARABIC MEDIUM
SIZE: 150PT
LEADING 127.5PT

SUBHEAD: GRAPHIK ARABIC REGULAR
SIZE: 150PT LEADING 127.5PT

BODY COPY: GRAPHIK ARABIC REGULAR
SIZE: 25PT
LEADING 25PT

TYPOGRAPHY HIERARCHY OVERVIEW

Aim to use contrast to create type hierarchy in your layouts. Context should inform type sizes, to maintain a clear text hierarchy. For example, use Bold, at the biggest size for the most important bit of information in your layout. Leading rules should follow the typesetting basics established in the previous pages. Leading differs between English and Arabic layouts to accommodate diacritics.

The image displays a composition of Arabic calligraphy. At the top left, the date "٢٣.٩.١٠" is written in a reddish-brown color. The main title "السعيدي" is written in large yellow Kermes Regular font, with a bounding box of approximately [100, 350, 250, 650]. Below it, the word "براثي" is also in yellow Kermes Regular font, with a bounding box of approximately [250, 400, 400, 600]. To the right of these, the word "التاريخ" is written in brown Kermes Regular font, with a bounding box of approximately [500, 500, 750, 700]. Below "التاريخ", the word "والاتفاقية" is written in brown Kermes Regular font, with a bounding box of approximately [700, 400, 950, 600]. In the bottom left corner, there is a list of names in reddish-brown Kermes Regular font, with a bounding box of approximately [600, 100, 900, 350]. The entire composition is set against a light beige background.

السعيدي

براثي

التاريخ

والاتفاقية

رزان العزوني

تفرع ثنائي

أروى البناوي

هنيدة صيرفي

ريم الخنال

رزان العزوني

مشاعل الراجحي

عبداليا

أروى البناوي

فولارد

نسيبة حافظ

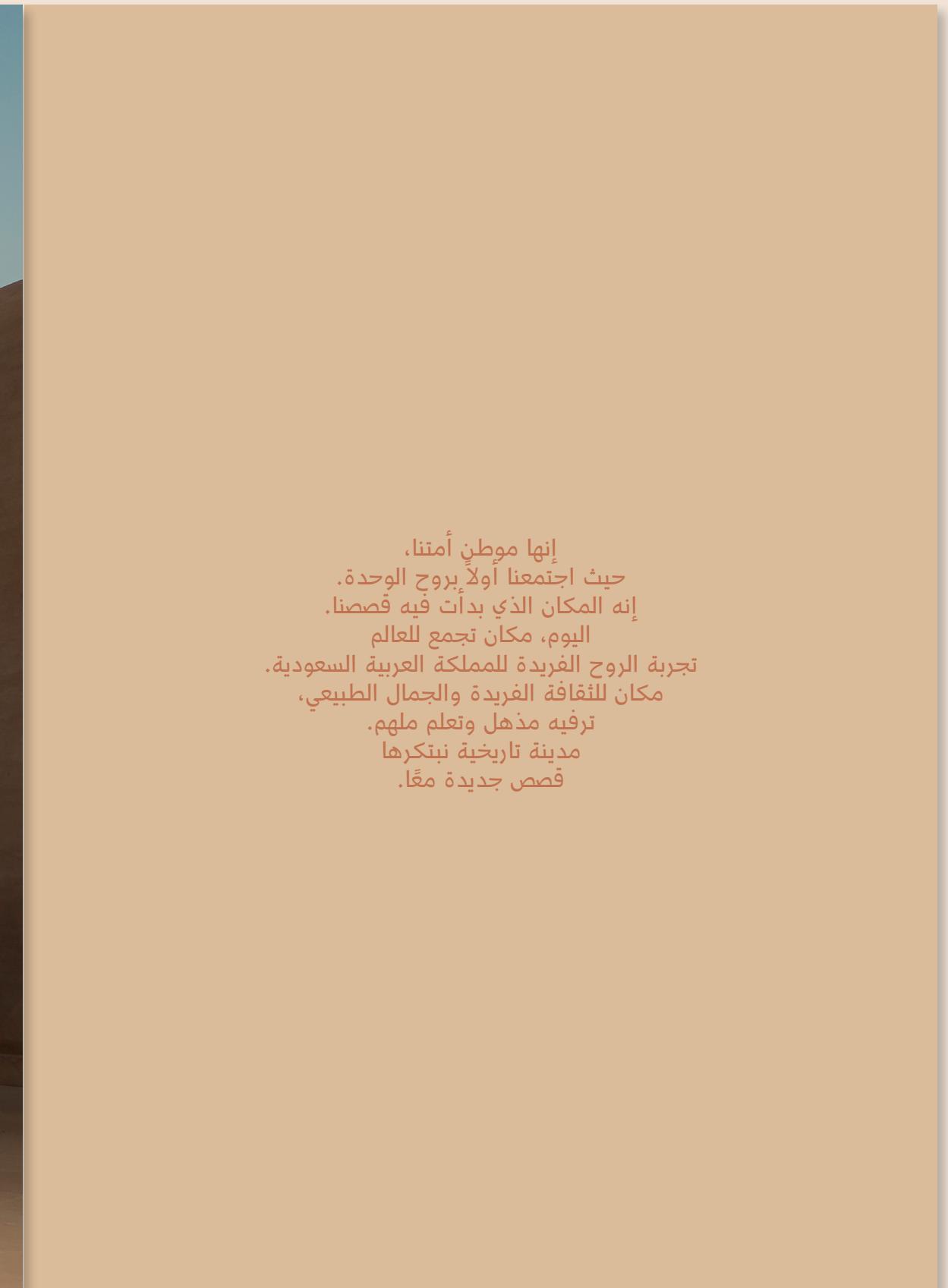
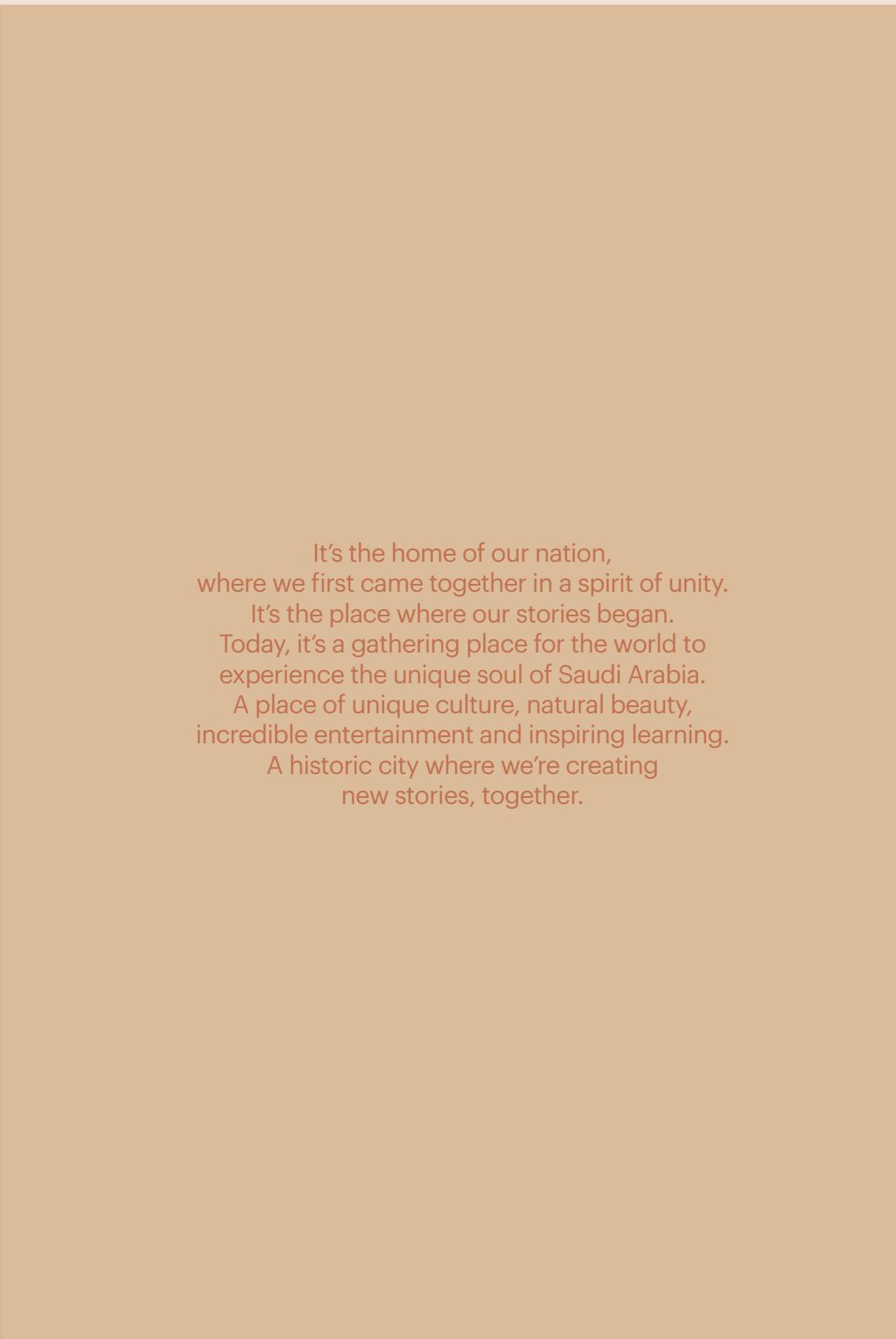
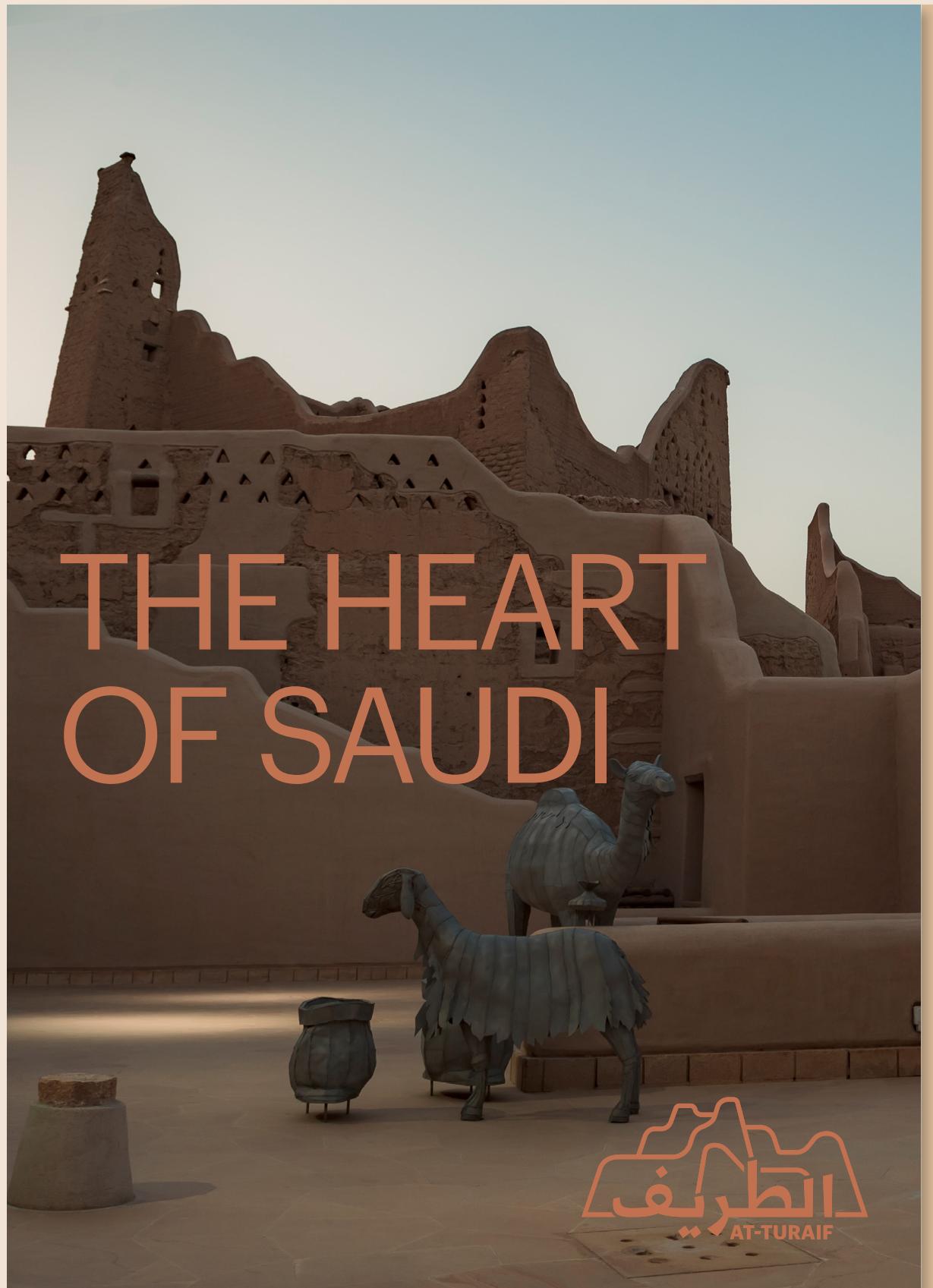
حاتم العقيل

محمد خوجة

جدة CQ

TYPOGRAPHY BILINGUAL USAGE

Always aim to separate English and Arabic, giving each language its individual space. In this example, we show a series of posters that alternate English and Arabic and maintain the same visual identity and colours. Should these posters live side by side, it is possible to use different imagery with each language, although the layout stays the same.



TYPOGRAPHY

FALL BACK TYPEFACE

If Kermes is not available, for example on mailchimp platforms, or while creating a presentation without the font installed, we use IBM PLEX SANS ARABIC as a fall back font. IBM Plex Sans Arabic is a free google bilingual font that is closest to Graphik Arabic. The fall back font is only a back-up and is not meant to be used widely.

IBM PLEX SANS ARABIC PRIMARY FALL BACK FONT

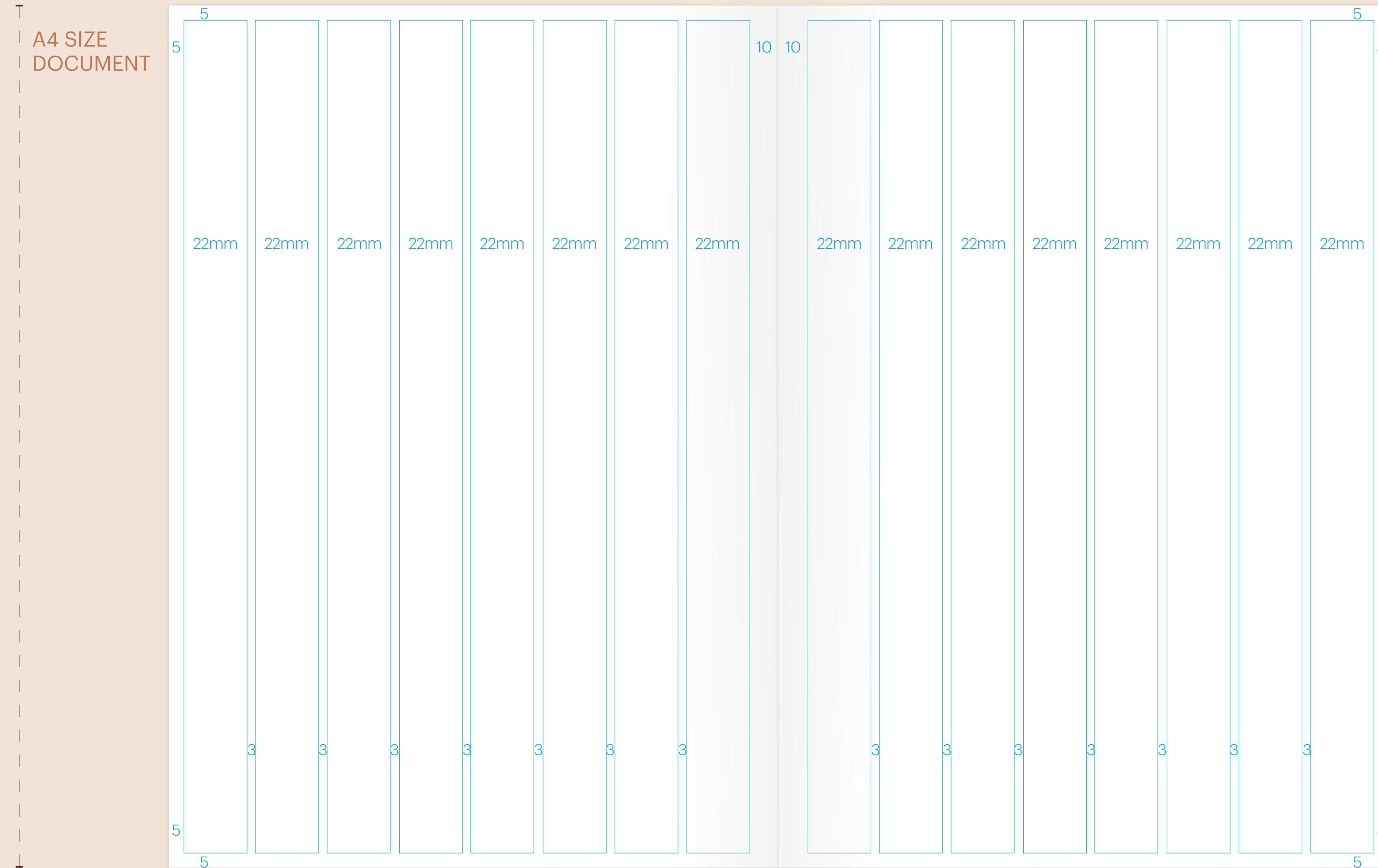
IBM PLEX SANS ARABIC LIGHT
IBM PLEX SANS ARABIC REGULAR
IBM PLEX SANS ARABIC MEDIUM
IBM PLEX SANS ARABIC BOLD

خط أَيْ يِ أَمْ بليكس سان عري خفيف
خط أَيْ يِ أَمْ بليكس سان عري عادي
خط أَيْ يِ أَمْ بليكس سان عري وسط
خط أَيْ يِ أَمْ بليكس سان عري داكن

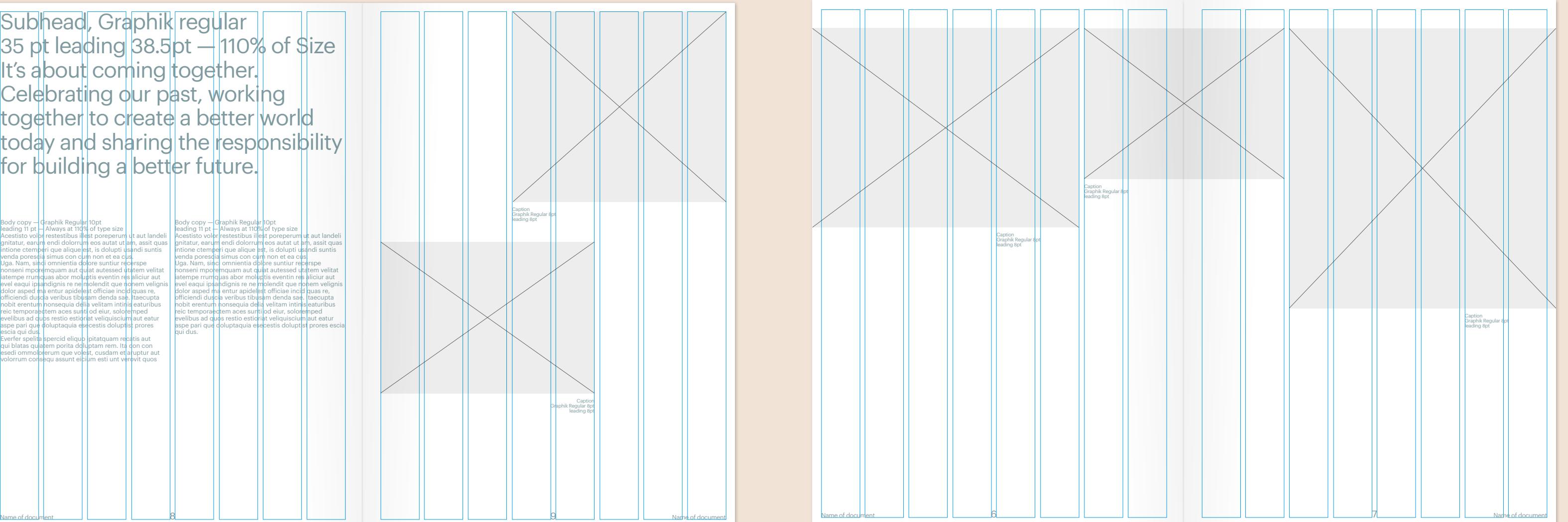
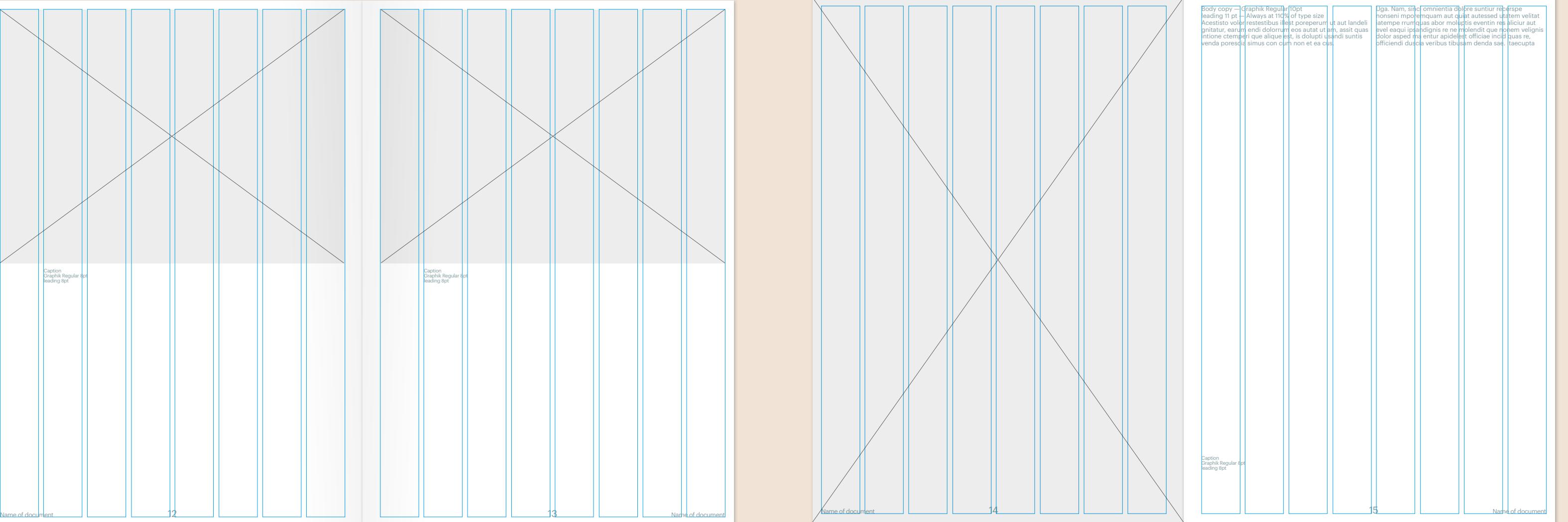
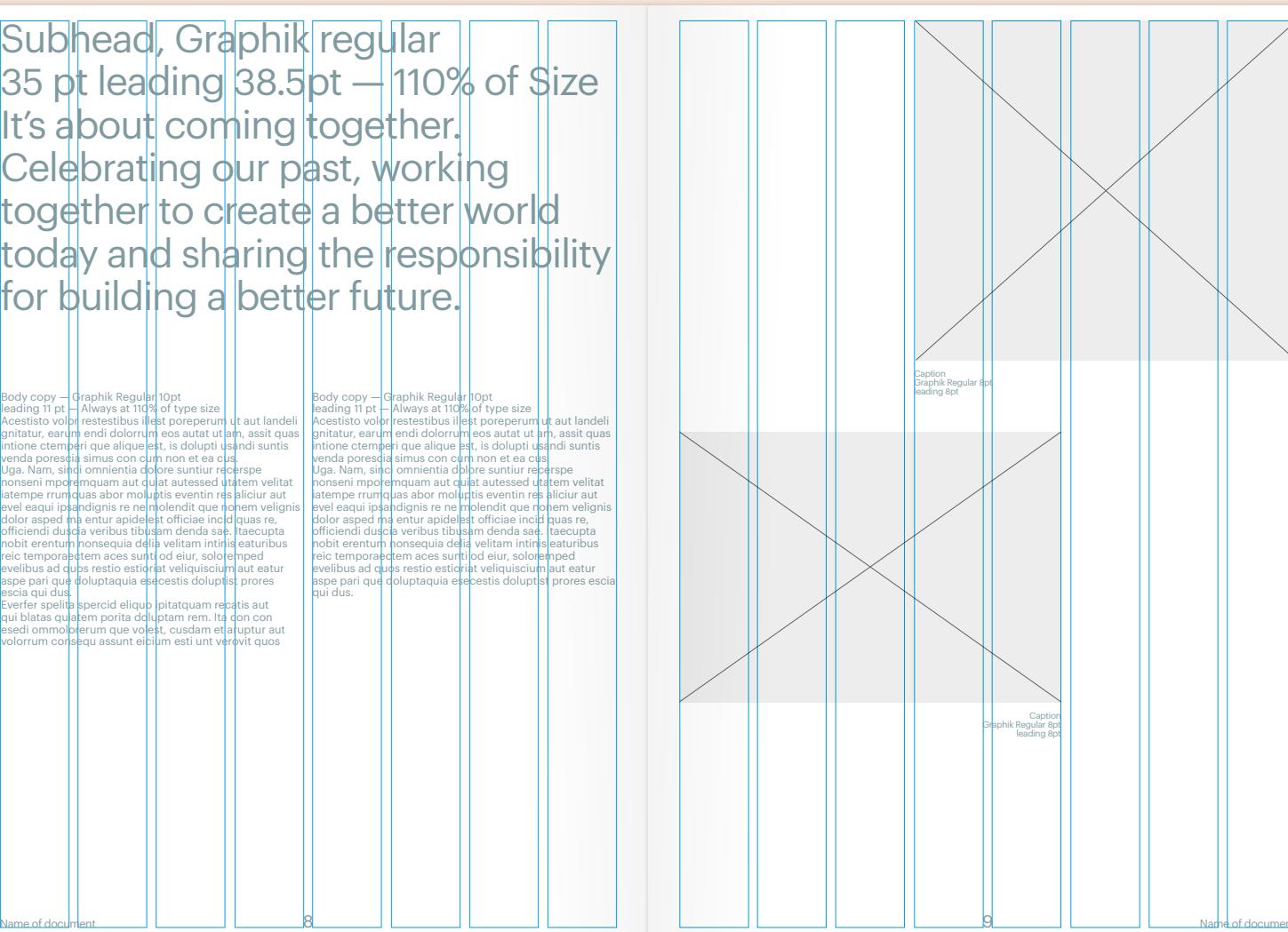
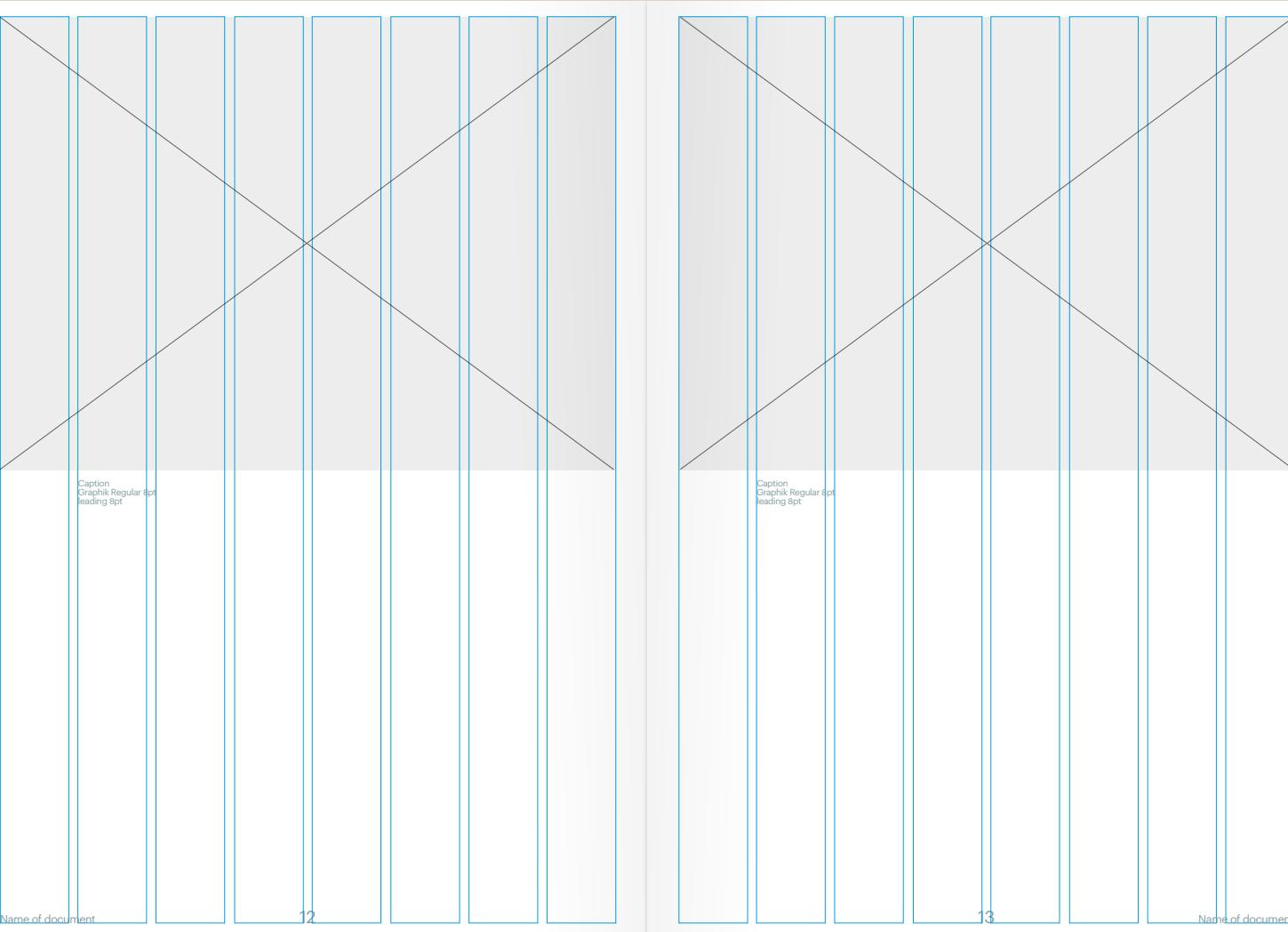
AYOUT RID

For documents proportionate to an A4 size, use the following grid measured on A4, and scale up proportionally if you need to.

We have devised an 8 column flexible grid, with tight margins for elegance and a premium feel. This grid should be used with our typography guidelines to produce print based communications.

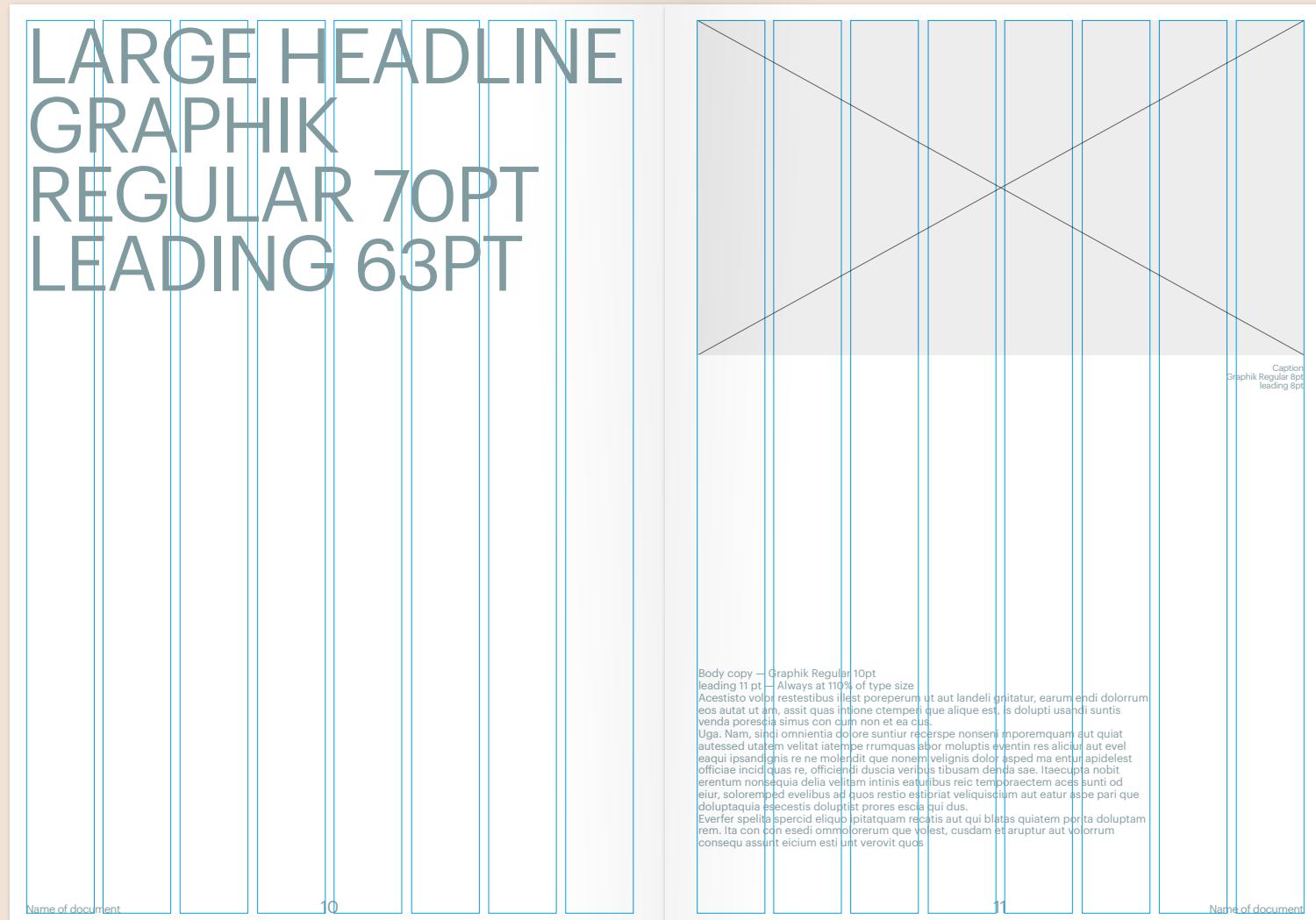
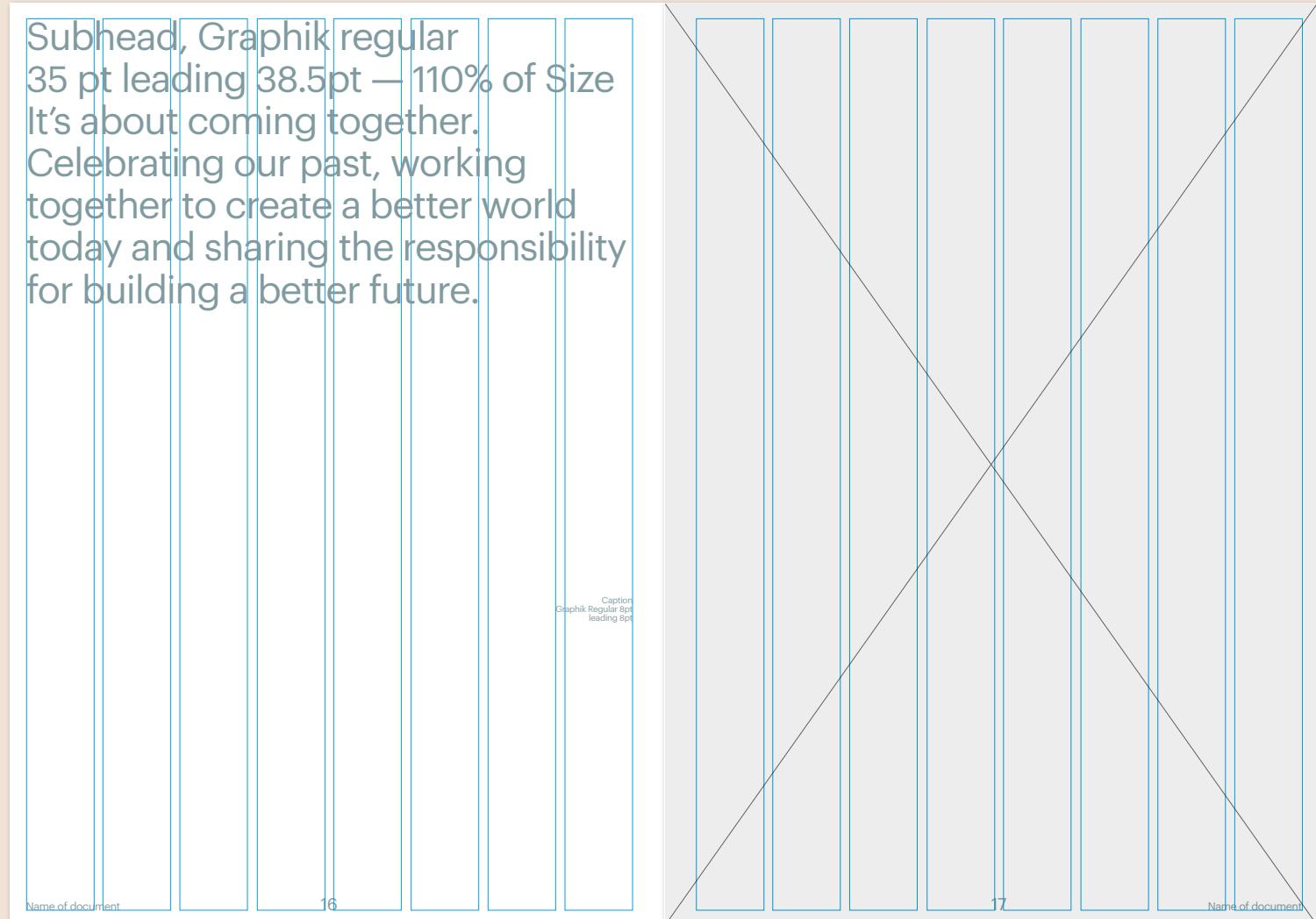


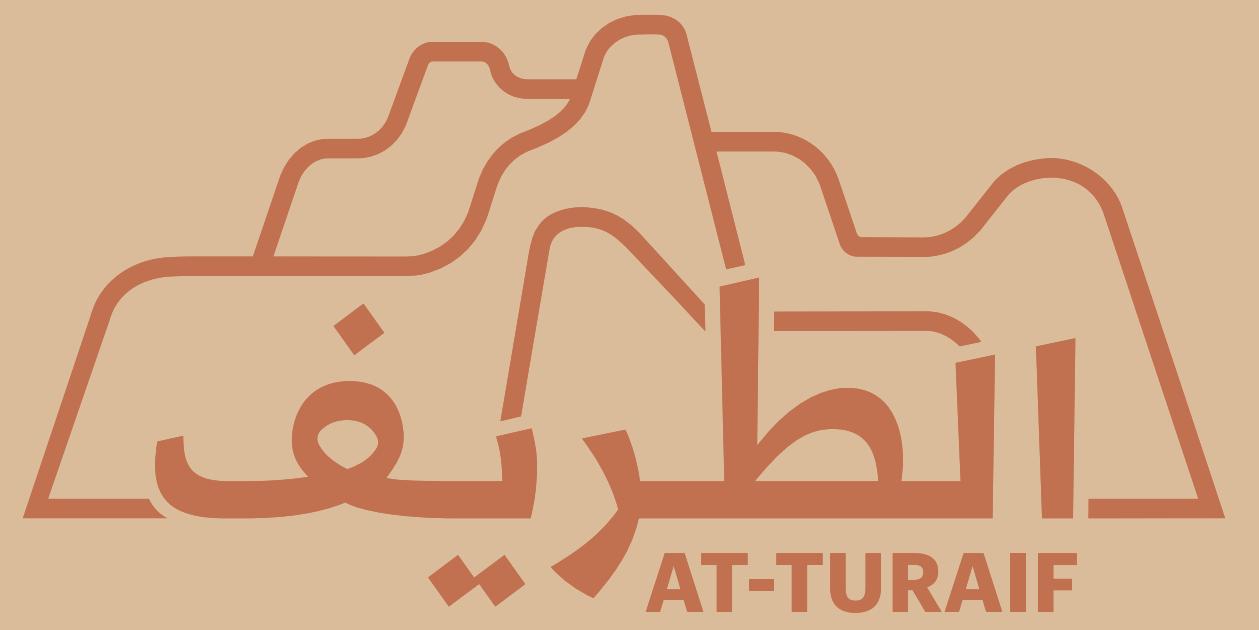
LAYOUT TEMPLATE EXAMPLE



Below is an example of how the grid is used, combined with our typographic rules. Grey boxes signify imagery.

Aim to use contrast of typography to maintain a premium feel. White space also plays an important role in allowing the content to breathe, and to communicate a high end luxury destination.





Should you have any queries regarding these guidelines please contact us.

Please note:

All images used in this guide are merely illustrative and may only be used in the internal circulation of this material.

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