



Diriyah Company Brand Guidelines

دليل الهوية
لشركة الدرعية



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Brand Logo

شعار شركة الدرعية

The Diriyah Company logo is bilingual, and can be created in either EARTH or SAND from the Diriyah Company's brand colours.
See page 8.



Brand Logo - Misuse

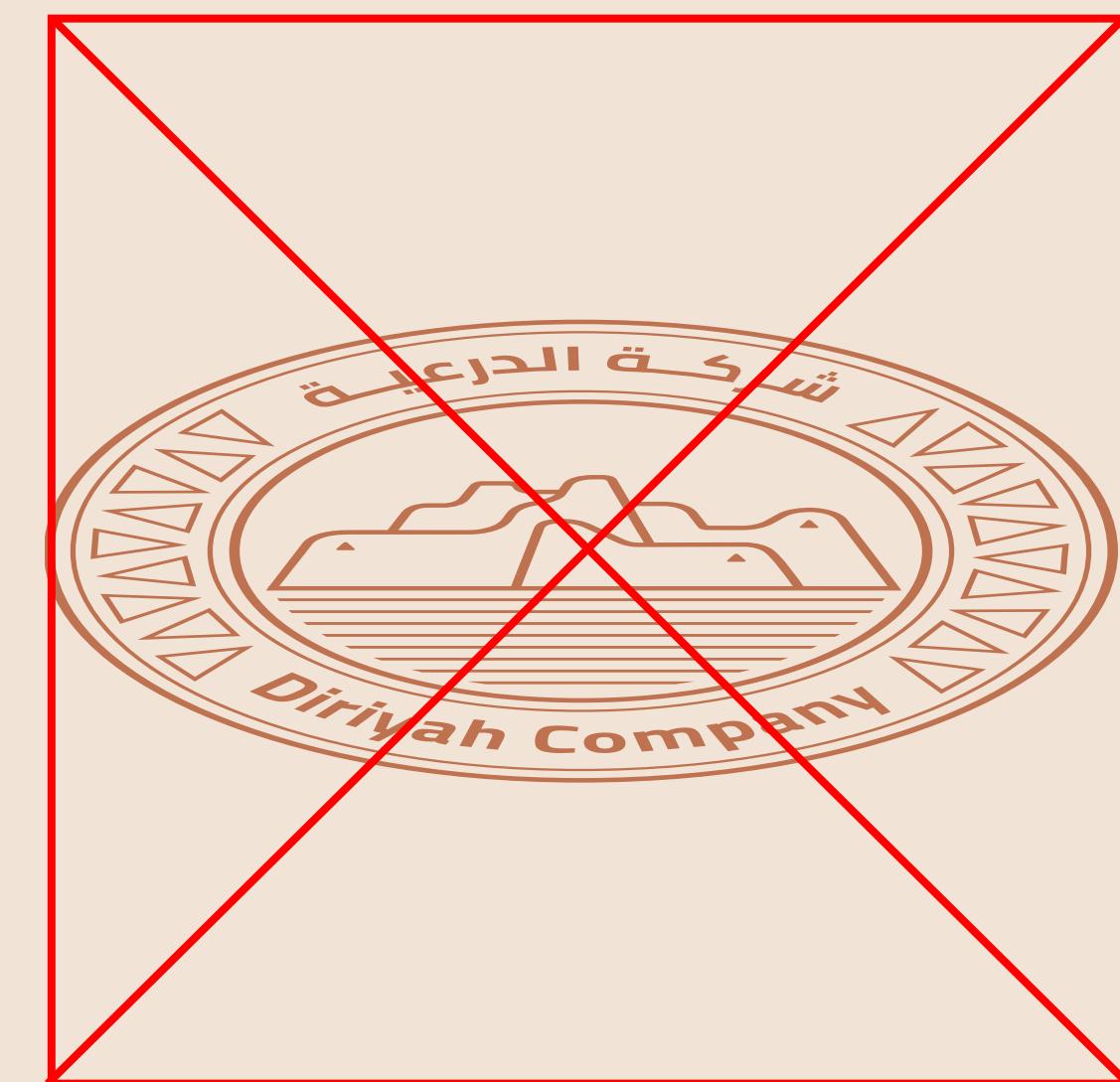
شعار شركة الدرعية - غير صحيح



Never add a fill inside the logo



Never alter any elements in the logo



Never distort the logo



Never use shadows

Brand Logo - Metallic Foil

شعار شركة الدرعية - بالحديد

The Diriyah Company logo can be printed using metallic foil.

Always check the following with your print supplier:

- Check which sizes are possible.
- Choose the foil closest to EARTH or SAND, and use it consistently.
- Always perform a test run.
- Follow the guidelines in this document.
- It is not to be used for digital purposes.



Brand Logo - Sizing

شعار شركة الدرعية - حجمها

In order to guarantee integrity and legibility of the Diriyah Company logo, the reduction limits shown on the right must be respected.

This logo version can be reduced to 23mm in print materials and, to 85px in digital materials.

Minimum size for print



23mm

Minimum size for digital



85px

Brand Logo - Exclusion Zone

شعار شركة الدرعية - المنطقة المحمية حولها

This protection area preserves the logo from the intrusion of other graphic, typographic or photographic elements, that may compromise its integrity.

X-RULE

A rule to keep spatial proportions around the logo. The "X" is the same height as the difference between the diameter of the inner and outer circle.

Example



3x

Lorem ipsum is placeholder text commonly used in the graphic, print, and publishing industries for previewing layouts and visual mockups. Lorem ipsum is placeholder text commonly used in the graphic, print, and publishing industries.



3x

other logo

Brand Colours

The Diriyah Company palette is derived from the Diriyah brand palette.

The EARTH and SAND colours are derived from Diriyah's brand colours and are Diriyah Company's main colours.

SAND 60% can only be used as a background colour.

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

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

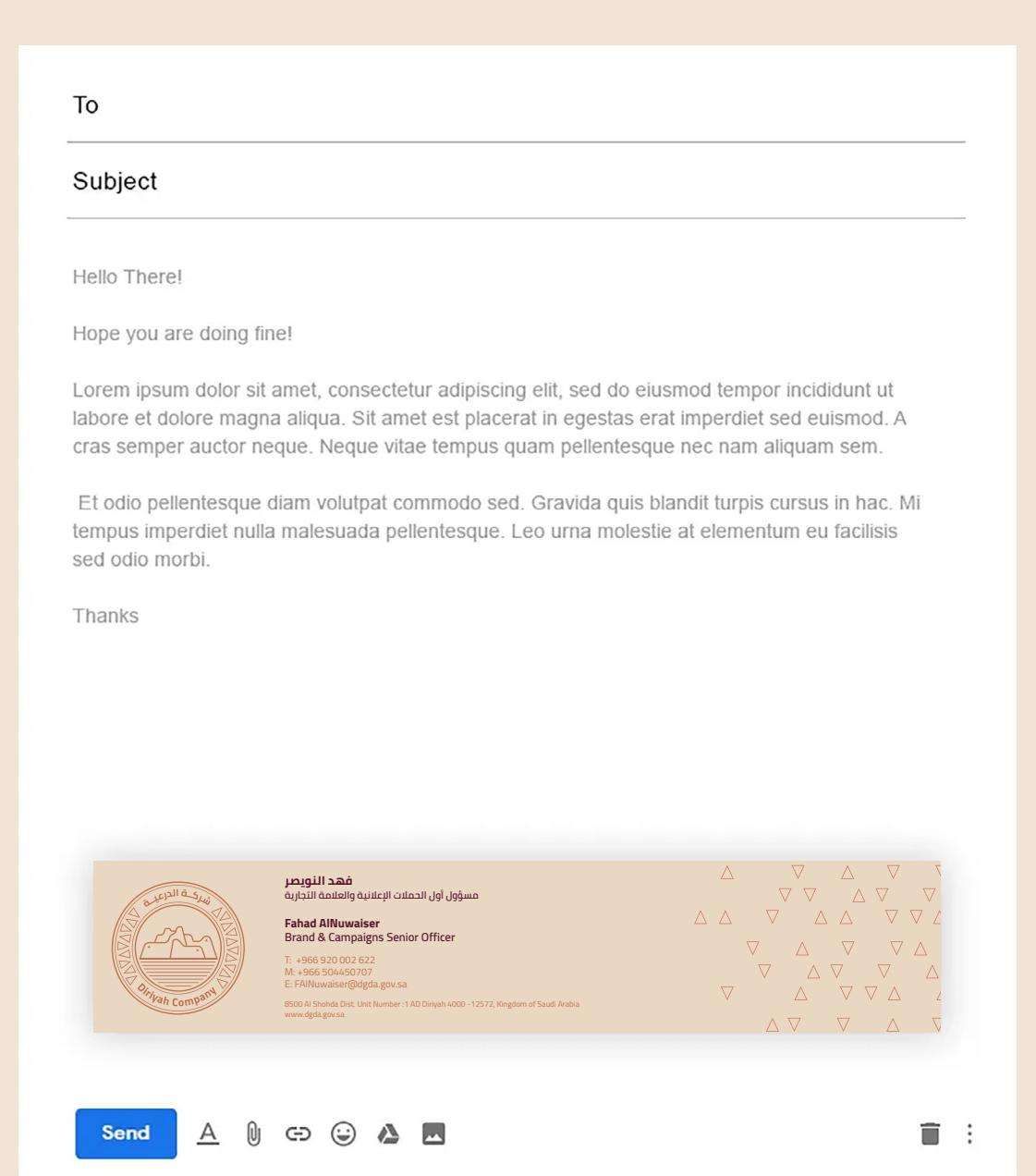
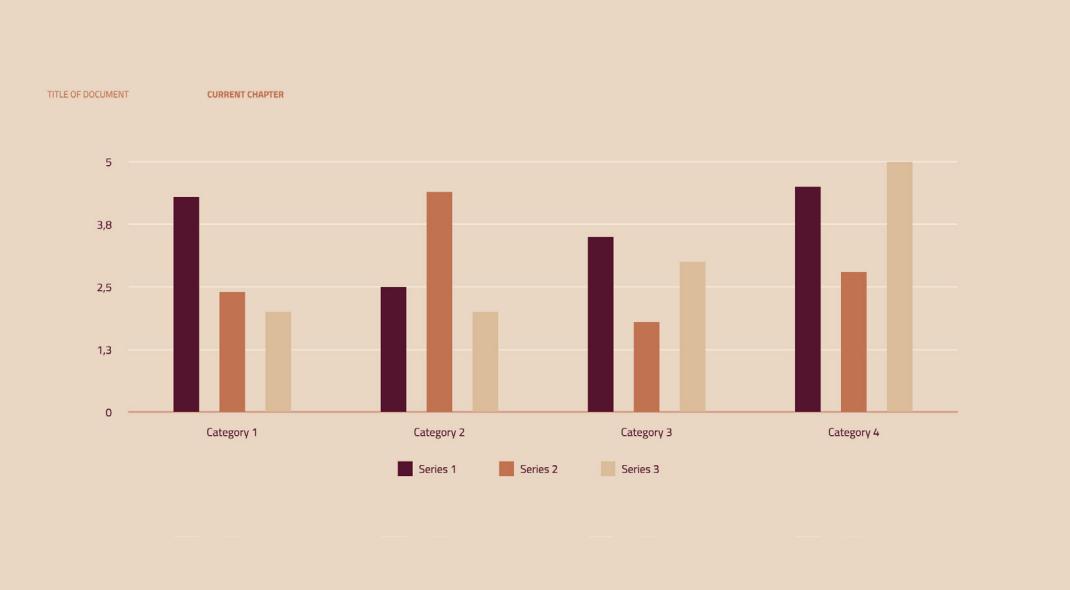
SAND 60%

Brand Colours - Exception

الألوان - لون خاص

When creating internal communications such as Power Point, these call for a third colour to support the two Diriyah Company brand colours of EARTH and SAND. In this case, use the DATES colour from Diriyah's brand colours. The DATES colour must only be used as a supporting colour and never overshadow the two Diriyah Company brand colours of EARTH and SAND.

DATES
R 85 G21 B 46
HEX 55142D



Brand Colours - Combinations

الألوان - تركيباتها

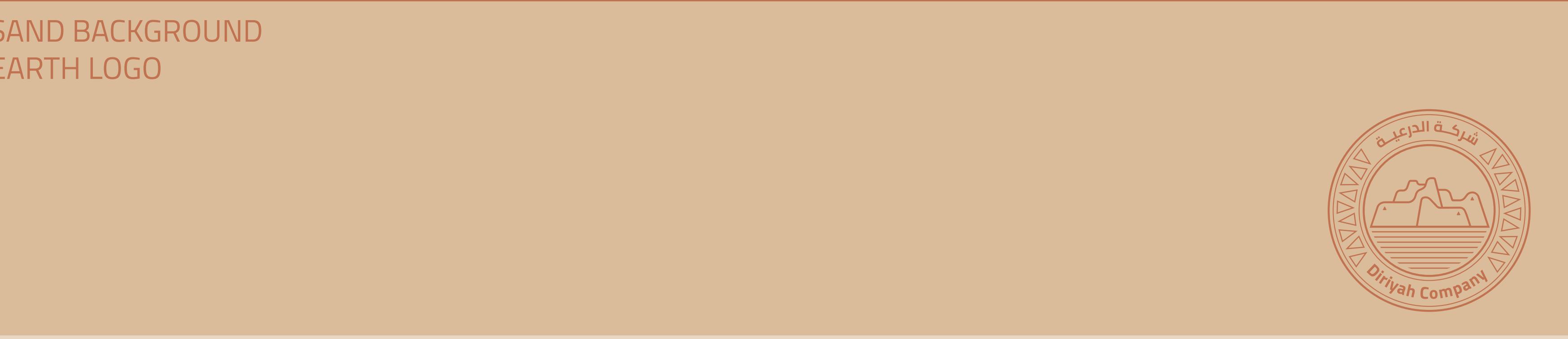
The Diriyah Company logo can be applied in EARTH and SAND colours on different backgrounds. See colour combination rules on the right.

- **Do not** use the SAND logo on SAND 60% background.

EARTH BACKGROUND
SAND LOGO

SAND BACKGROUND
EARTH LOGO

SAND 60% BACKGROUND
EARTH LOGO

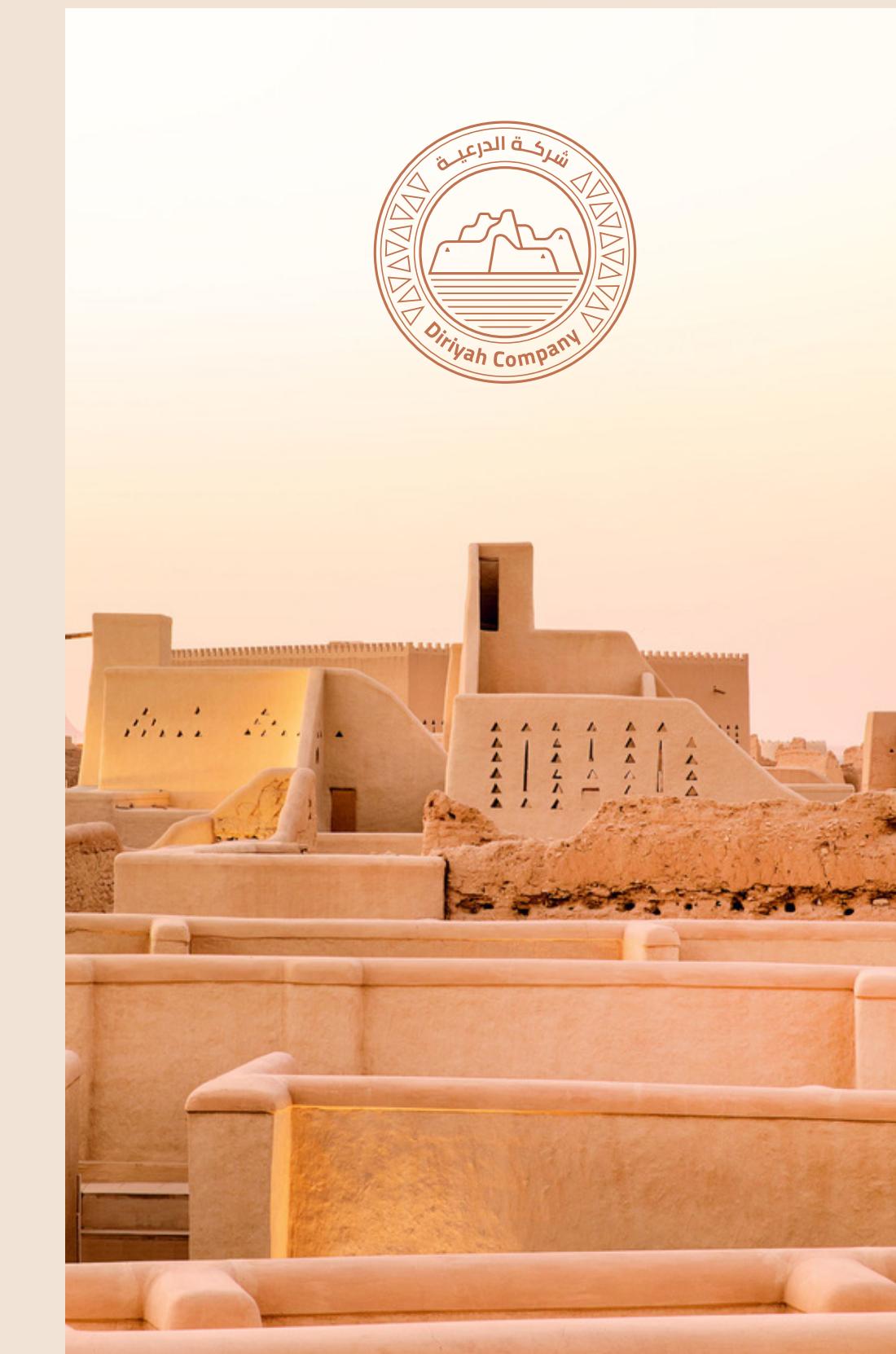
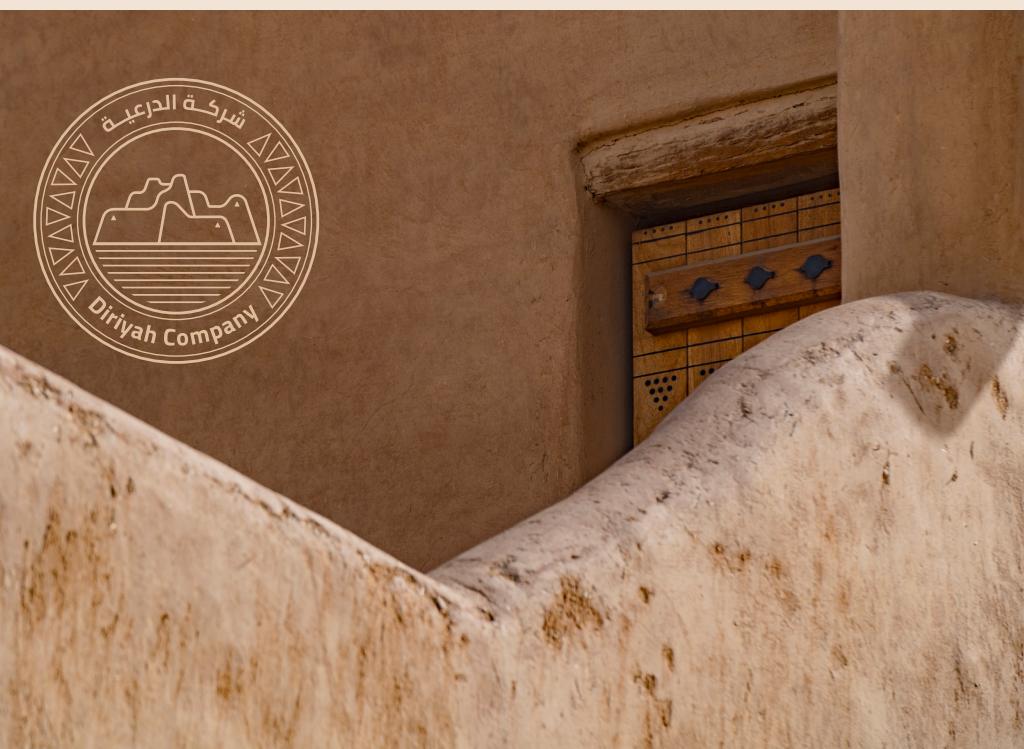


Logo Application

تطبيقات الشعار

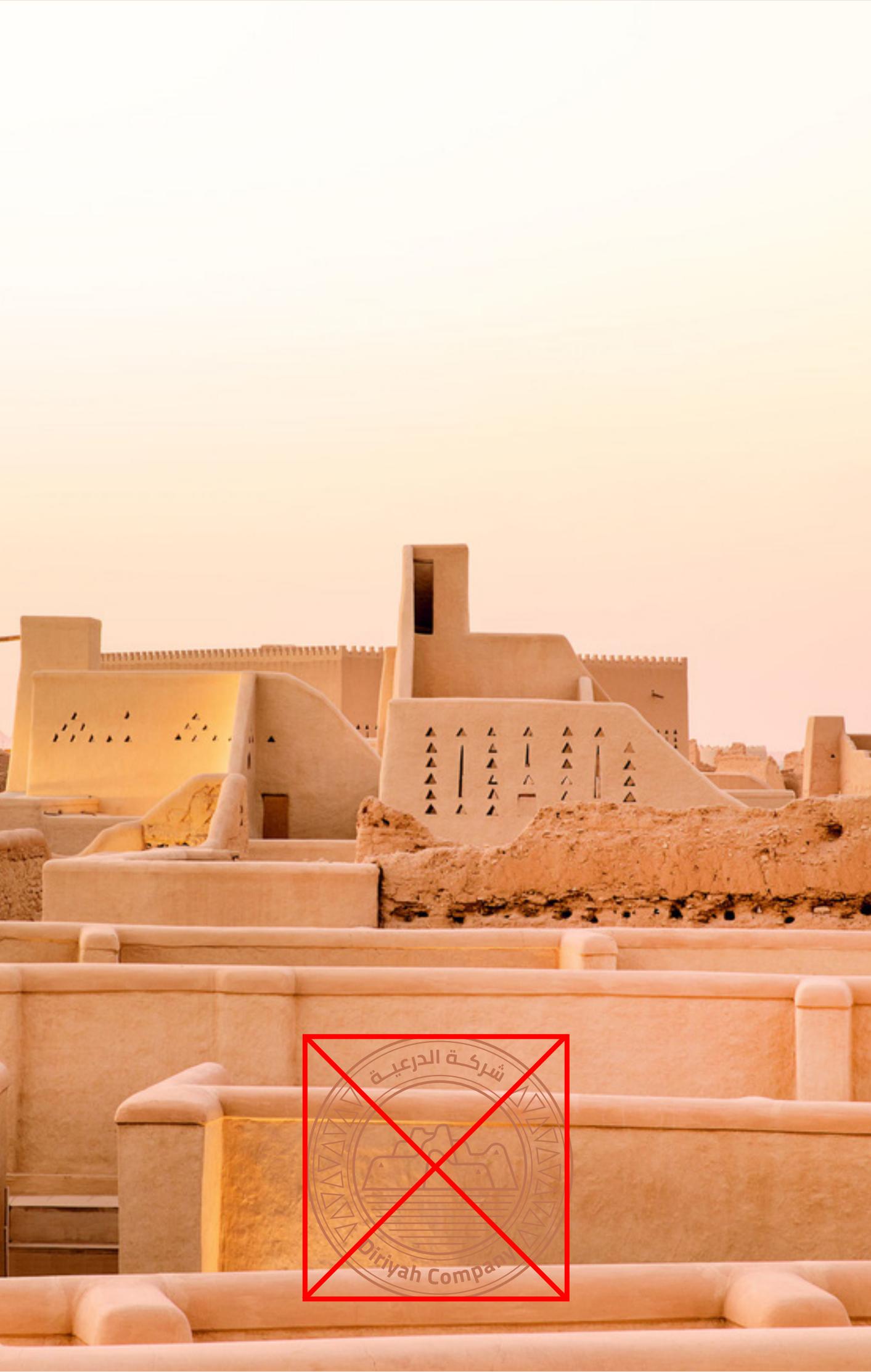
The Diriyah Company logo can be used over images. Apply it over clear photographic backgrounds, free from noise and other information that may diminish its visibility and legibility.

Choose the logo with the most contrasting brand colour against the background.



Logo Application - Misuse

تطبيقات الشعار - غير صحيح



Typography - Title (English)

The Diriyah Company's brand language uses Florentia, a high contrast typeface with a humanised design. Use it in Regular and Bold.

Florentia Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1234567890-~!@#\$%&*()-=+?

Florentia Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz**
1234567890-~!@#\$%&*()-=+?

Example:

"A look into the past through the lens of the future"

Example:

"In the heart of the Arabian Peninsula, it is located a short distance to the west of present day Riyadh"

Use Frutiger Lt Arabic for Arabic titles, as a substitute to Florentia. Always use 55 Roman or 65 Bold.

Frutiger Lt. Arabic 55 Roman

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
؟+=-)(*٪\$#@!~٢٣٤٥٦٧٨٩.-

Frutiger Lt. Arabic 65 Bold

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
؟+=-)(*٪\$#@!~٢٣٤٥٦٧٨٩.-

Example:

نظرة إلى الماضي من خلال عدسة
المستقبل

Example:

في قلب شبه الجزيرة العربية، تقع
في غرب الرياض

The Diriyah Company's typeface is Cairo. It is clean, modern with good legibility, ideal for body copy and flexible enough to be applied in different occasions.

Cairo Extralight

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
*&%\$#@!123456

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

Cairo Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
*&%\$#@!123456

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

Cairo Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
*&%\$#@!123456

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

Cairo Semibold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
*&%\$#@!123456

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

Cairo Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
***&%\$#@!123456**

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

Cairo Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
***&%\$#@!123456**

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

Here on the right are some examples of typographic compositions.

Florentia may be used as a title (when by itself) or as subtitle.

Cairo should be used for body copy.

Example of a Typographic Composition 01

Title in Florentia Light

Subtitle in Florentia Bold

Text in Cairo Regular

A LOOK
INTO
THE PAST
**Discover
Destiny**

In the heart of the Arabian Peninsula, it is located a short distance to the west of present day Riyadh.

Example of a Typographic Composition 02

Title in Florentia Light

Subtitle in Florentia Bold

WELCOME
**Discover
Destiny**

In the heart of the Arabian Peninsula, it is located a short distance to the west of present day Riyadh.

Example of a Typographic Composition 03

Title in Florentia Regular

Text in Cairo Regular

**DIRIYAH GATE IS
THE BIRTHPLACE
OF SAUDI ARABIA.**

In the heart of the Arabian Peninsula, it is located a short distance to the west of present day Riyadh.

Pattern

The shapes that are part of the Diriyah Company brand language are inspired by Najdi architecture.

The pattern should always be applied in outline form.

The triangles in the pattern should be applied at a minimum scale of 100% (equal to the scale of the triangles in the logo), and at a maximum of 200%.

- This pattern is directional, increasing in density.
- **Do not** change the opacity.
- **Do not** apply a gradient.
- **Do not** implement the logo inside the pattern.

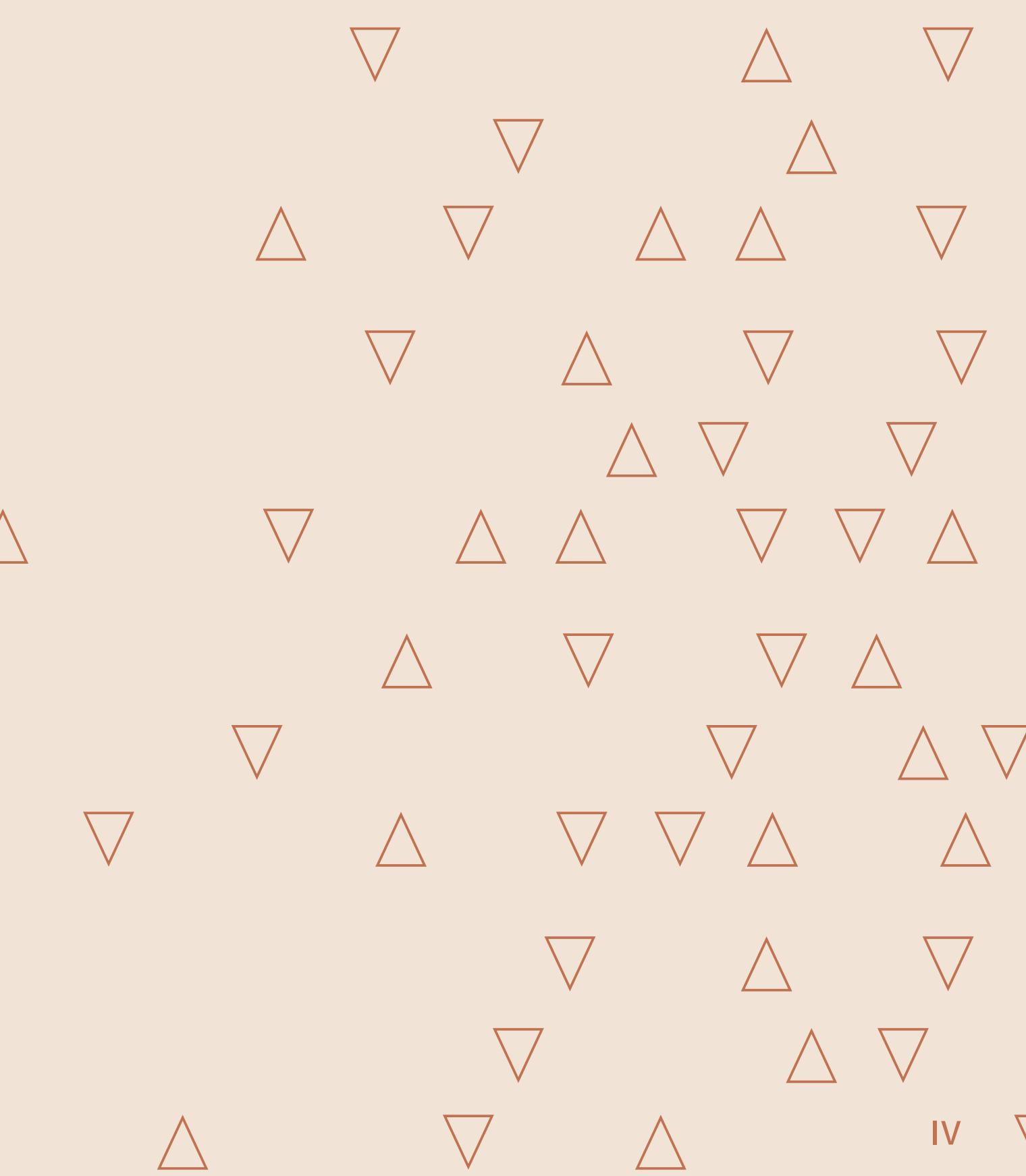
Logo Triangle size



Minimum size 100%



Maximum size 200%



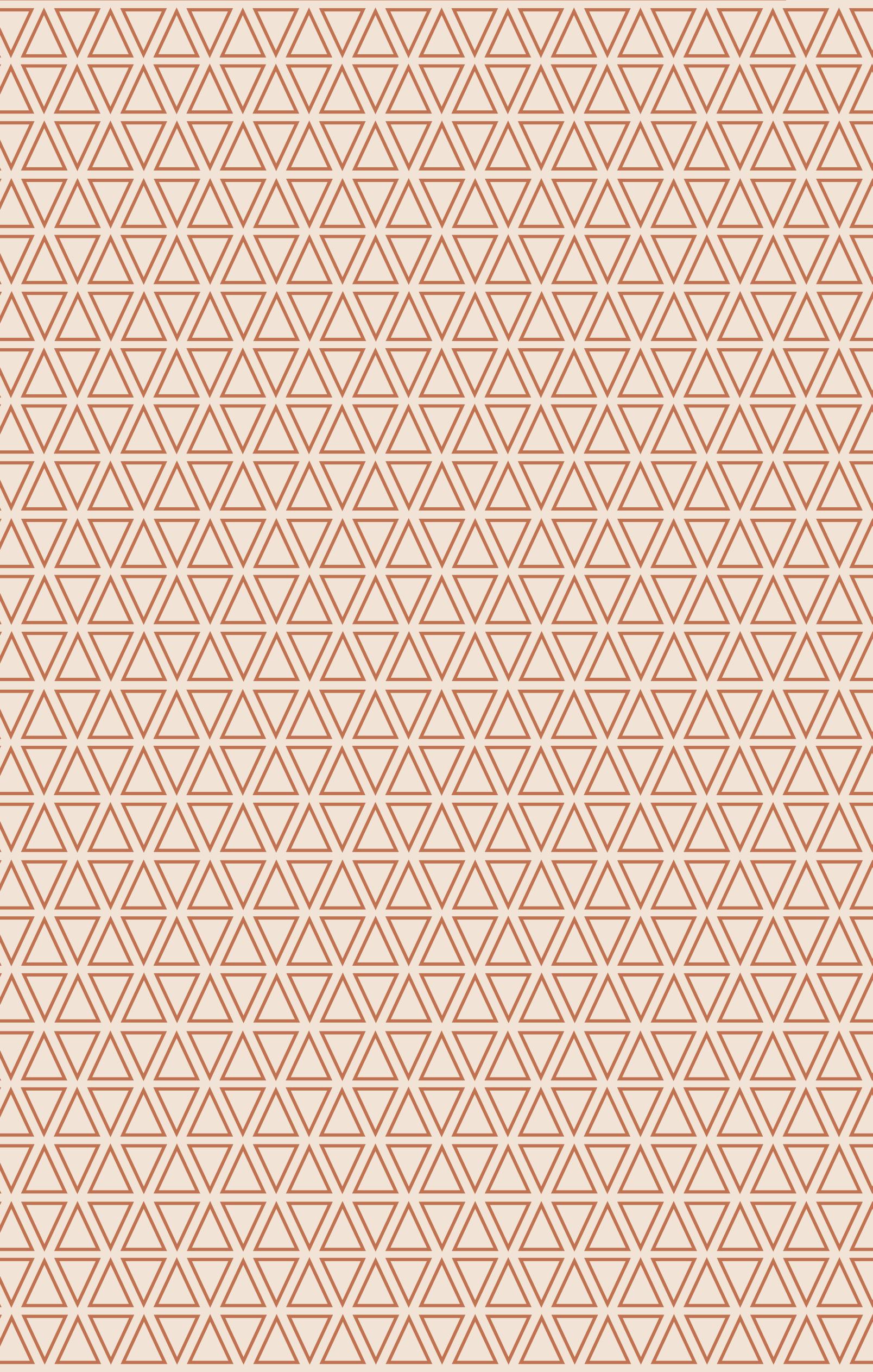
Pattern - Secondary

The pattern should always be applied in outline form.

The triangles in the pattern should be applied at a minimum scale of 100% (equal to the scale of the triangles in the logo), and at a maximum of 200%.

- Use a minimum of 5 x 15 triangles.
- **Do not** use this pattern as a border.
- **Do not** change the opacity.
- **Do not** apply a gradient.
- **Do not** implement the logo inside the pattern.

Logo Triangle size



Pattern - Border

The triangles in the border should always be applied in outline form.

The triangles in the pattern should be applied at a minimum scale of 100% (equal to the scale of the triangles in the logo), and at a maximum of 200%.

The border may replace the logo:

- Only if the logo does not meet the minimum size requirement.
- The border must appear in combination with "Diriyah Company" or "شركة الدرعية" in Cairo bold. (example on page 21)

Logo Triangle size



Minimum size 100%

Maximum size 200%



The pattern composition is directional, increasing in density.

The pattern should always be applied in outline form.

Do not use the pattern in any colour which has not been mentioned in this manual.



Brand Applications

التطبيقات

The EARTH and SAND colour combinations can be applied interchangeably across company stationary to create a clear brand identity for Diriyah Company. In this case, make sure to use the colours in balance, so one does not stand out more than the other.



Brand Applications

التطبيقات

All further applications should use the EARTH and SAND colour combinations, again in variation to create a clear brand identity for Diriyah Company.



