



# BRAND GUIDELINES

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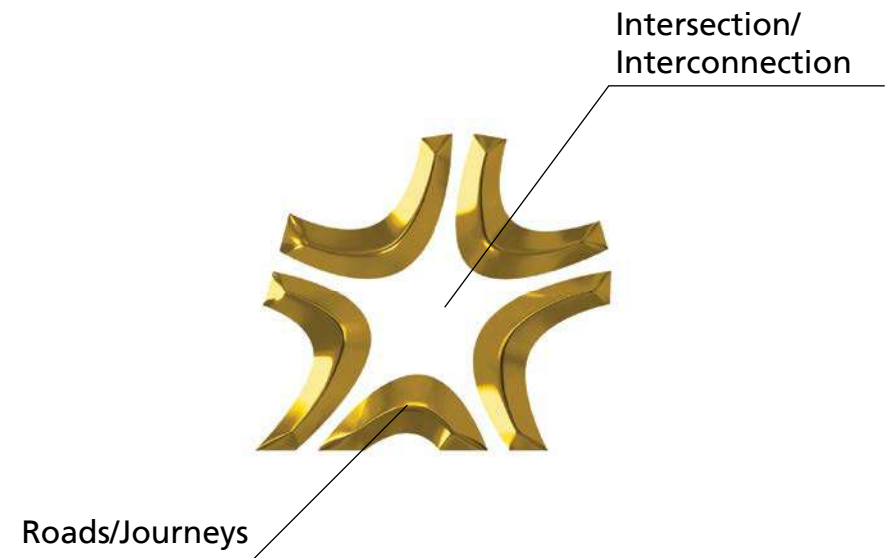
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# Logo Usage

**BRAND**  
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# Symbol

**Inspired by the unique shape of wheel tire, and its rotation that indicates constant movement.**

Our symbol is a composition of many curves coming out together and forming a star in the middle, which reflects the intersection of many roads, and therefore the interconnection of different journeys.





Logotype

Emblem

# Logo

**Made out of a combination of the logotype and the symbol, where the symbol is a composition of interconnected journeys.**

Through its intertwined bold curved lines, the logotype for Saptco logo, projects the journey of every traveler, every day, and every moment of their life.



## Minimum clear space

**Always maintain the minimum clear space around the logo to preserve its integrity**

To maintain visual clarity and to provide maximum impact, the logo must never appear to be crowded by copy, photographs, or graphic elements.

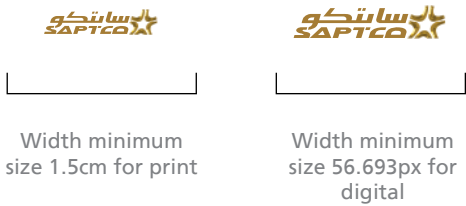
The minimum clear space must never differ proportionally from the diagram demonstrated on this page.

The minimum clear space around the logo equals "D" shape size in the emblem.



# Logo positions

On any given format—landscape or vertical, the preferred placements for the logo are the right and middle positions of that space. We avoid having the logo in areas not specified in the reference.



# Minimum logo size

To protect the legibility and impact,

The logo must never be reproduced in a size smaller than the one shown on this page.

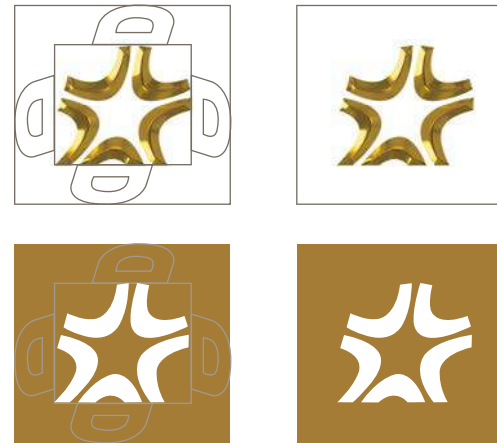
# Favicon

It is very important that our logo is always used in conjunction with the full brand marque.

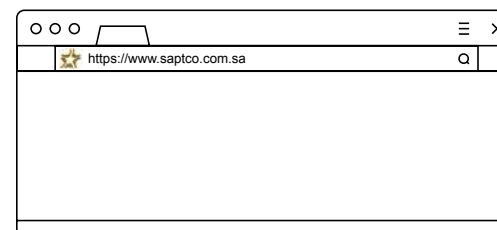
However, there are times when due to size restrictions, usage of the full brand marque is not possible.

In these cases, we can use the Favicon in isolation.

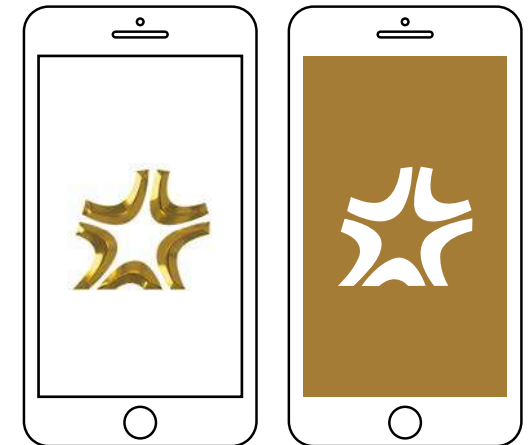
The examples illustrated on this page show how the the Favicon is used in isolation and with Saptco brand marque.



On social media platforms such as; Facebook, Instagram, Twitter, or app buttons we use our Favicon for more recognition and smart usage of limited space. Always allow for enough clear space around the Favicon to ensure clear legibility.



Our Favicon can be used next to the URL address.



On our app's welcome page, the Favicon can be used as a graphical representation of our brand marque.



Don't create a logo lockup with text



Don't stretch the logo



Don't rotate the logo



Don't rearrange the logo elements



Don't change the proportions between the symbol and logotype



Don't outline the logo



Don't add a drop shadow to the logo



Don't create a pattern with the logo

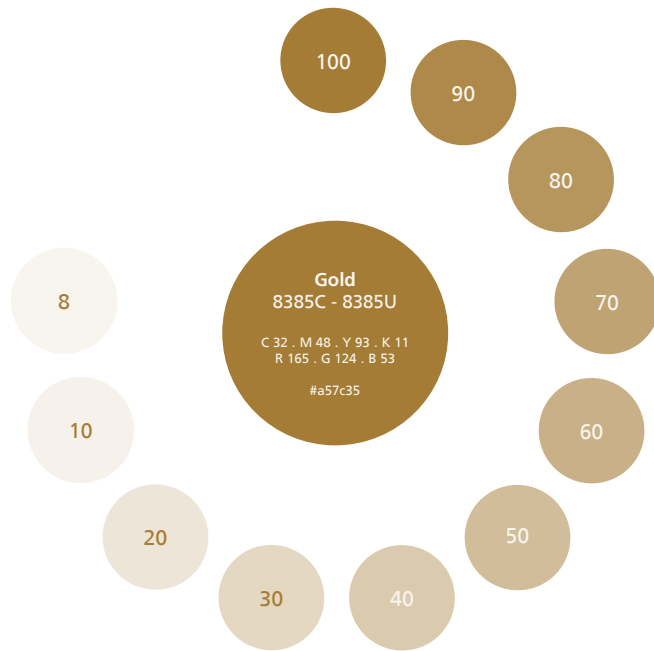
# Incorrect logo usage

**Manipulation of the logo is not permitted in any way, shape, or form.**

To maintain the integrity of the logo, and to promote the consistency of the brand, it is important to use the logo as described in these guidelines. The examples shown here illustrate possible misuses of the logo to be avoided.

# Color Usage

**BRAND**  
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## Background color

For the background, avoid using pure white, use 12% tint of our primary gold color 8385 C/U.

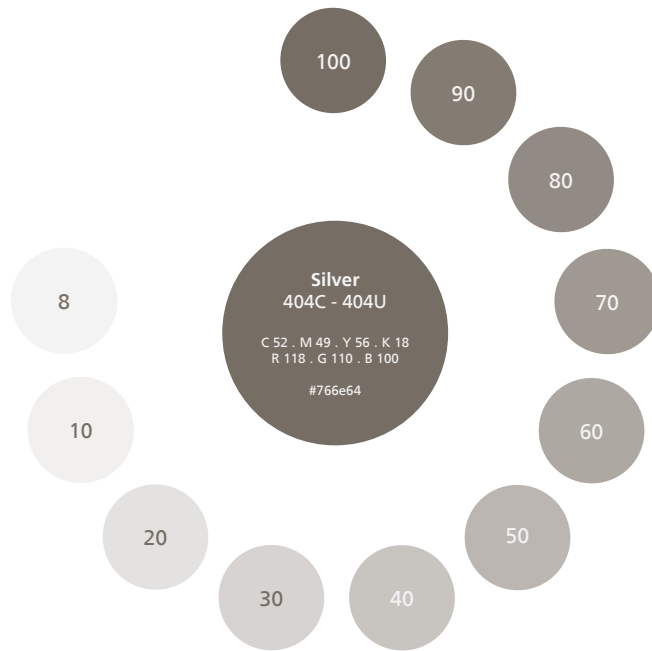
# Primary color chart

**Gold is our primary color.**

**Pantone 8385C/U** is our primary color.

This color is utilized in our corporate identity and stationery.

The gold is dominant in our communication forms, events, print, and digital executions.

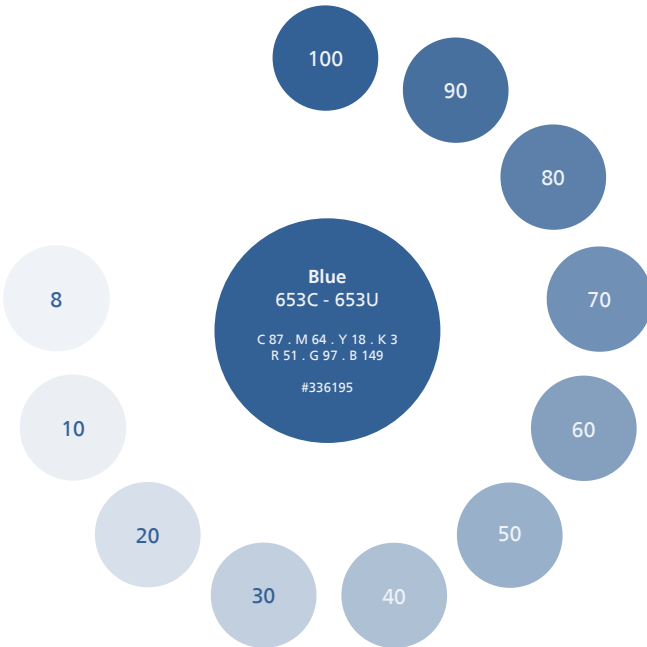
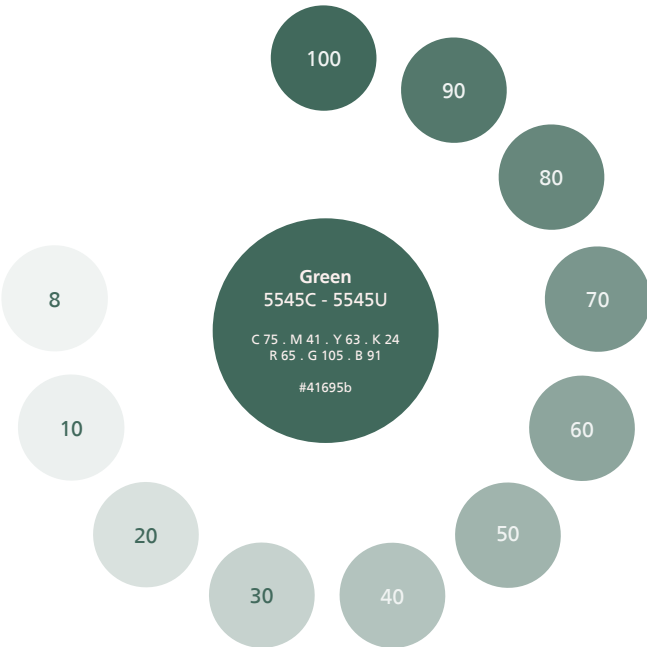
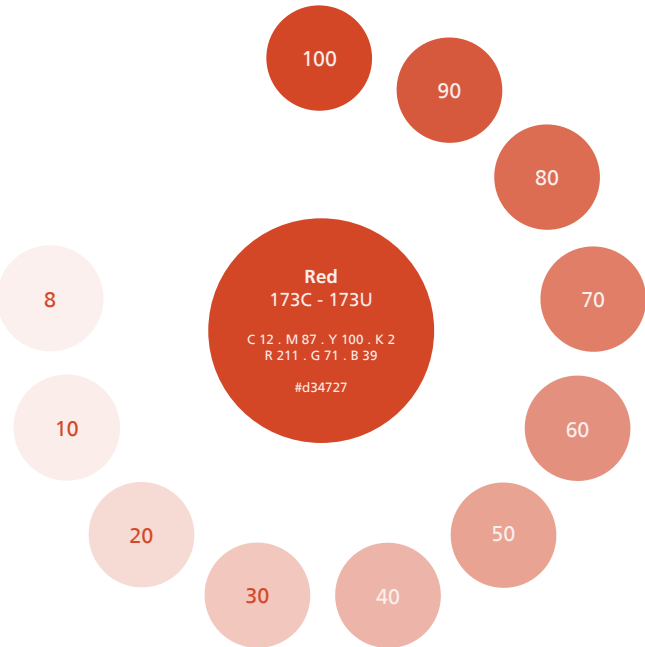


## Secondary color chart

**Silver are our secondary colors.**

**Pantone 404C/U** are our secondary colors.

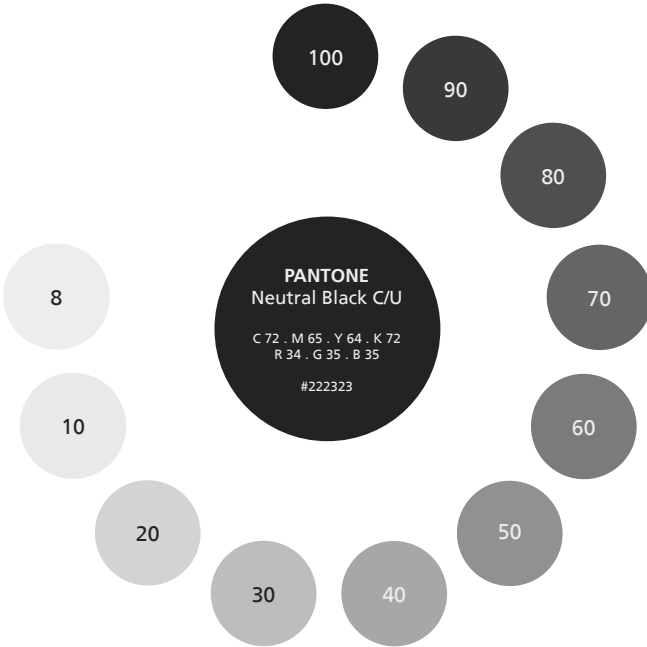
The silver is the color that writes our body copy over white.



# Tertiary colors charts

## Red, Green, Blue, and Black.

Our color palette is rich in Tertiary colors, that help the brand communicating its value, products, services, sub-brands, annual events, and any other form of communication besides, corporate campaigns.



# Colored logo variations

**Logo over white or black background keeps its original colors.**

The logo stays as it is over white or light background.  
There is no possibility to change the logo color in this case.

**Logo turns white over gold background**

Both symbol and logotype turn white and the emblem loses its 3D aspect to become flat when the logo is put in its negative version.

White  
Background



Pantone 8385 C/U

CMYK  
Picture

Black  
Background



Pantone 8385 C/U

CMYK  
Picture

Pantone  
10122 C/U



White



## Monochrome variations

### The logo with neutral colors

The monochrome variations of the logo are silver (404C/U) or PANTONE Neutral Black C/N for both emblem and logotype, or the negative variations of the same monochrome logos.



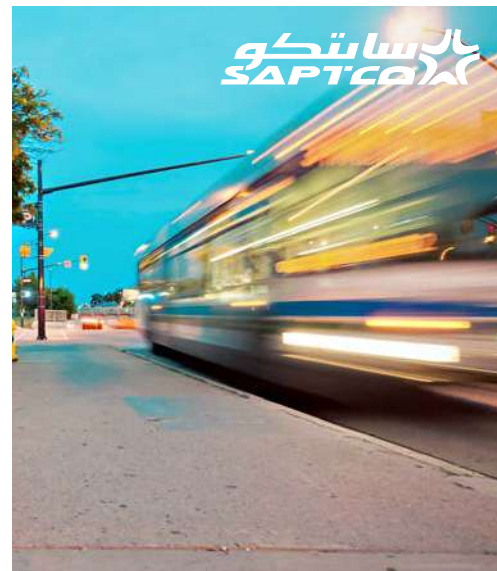
case a



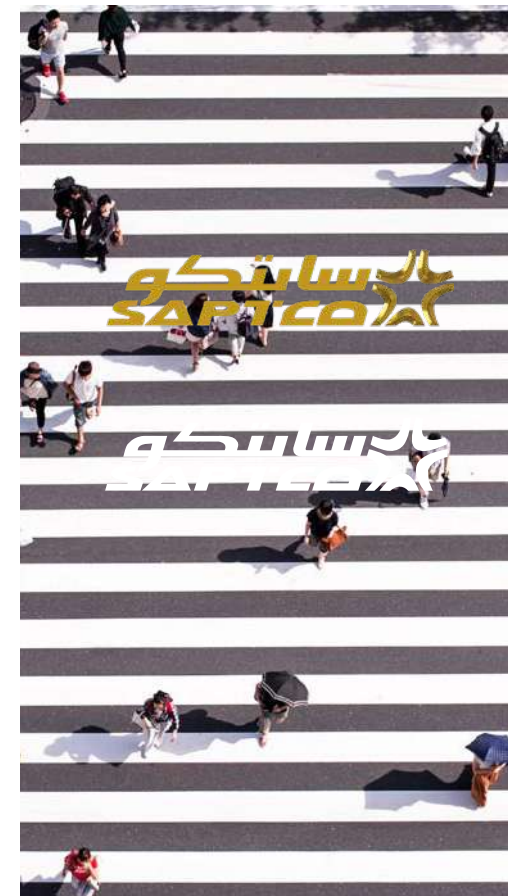
case b



When the background is very dark and the background is plain black the preferable usage of the logo is in its original colors. If not it's better to use the white logo.



case c



case d



# Logo over an image

## Similar to logo variations over solid colors!

- Over a bright image (case a), the logo stays as it is. There is no need to change the logo color in this case.
- Over a dark image (case b), the logo can be used in both negative and positive versions.
- Over a colored image (case c), the logo turns white.
- It's impossible to use the logo over a cluttered photo in any color variation (case d).



Don't mix colors from the palette



Don't use non-approved colors



Don't create a gradient logo



Don't add reflections or any other graphic filters to the logo



DON'T change the symbol color



Don't place the logo without sufficient contrast



Don't place the colored logo on other colors from the palette



Don't place the logo on a cluttered background



Don't use the old logos

# Incorrect color usage

## Manipulation of the logo color is not permitted!

To maintain the integrity of the logo, and to promote the consistency of the brand, it is important to use the logo as described in these guidelines. The examples shown here illustrate possible misuses of the logo to be avoided.

# Graphical Usage

**BRAND**  
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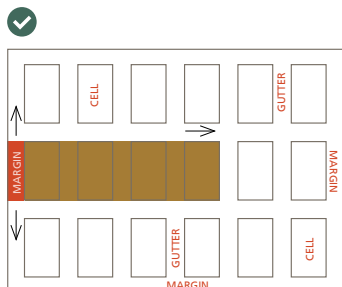
# Simple boxes, that define a simple character

## It's a matter of color, grid, and layout!

Our graphical elements are geometrical and rectangular. These basic shapes will be defining our corporate icons, print, and digital communication platforms and will be present in every branding exercise.

The boxes alone are not enough, it's always a combination of many elements (imagery, typography, colors, icons..) which form the full image.





Case 1:

## •Primary color (Gold):

Box height = Cell height x number of cells

(Depending on the content)

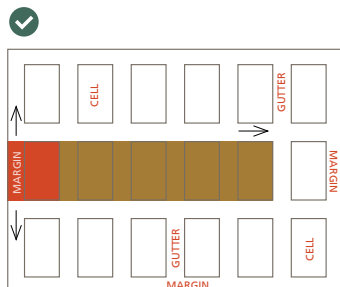
Box width: Flexible width size

(Depending on the content)

## •Secondary colors (Red, Green, Blue):

Box height = Cell height

Box width = Layout margin width



Case 2:

## •Primary color (Gold):

Box height = Cell height x number of cells

(Depending on the usage)

Box width: Flexible width size

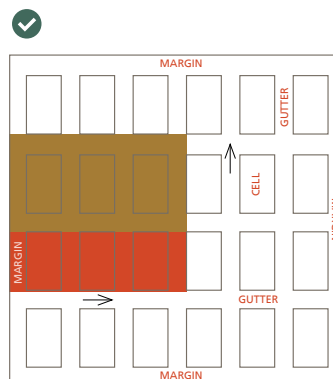
(Depending on the content)

## •Secondary colors (Red, Green, Blue):

Box height = Cell height x number of cells

(Depending on the usage)

Box width = Layout margin width + 1 Cell width



Case 3:

## •Primary color (Gold):

Box height = Cell height x number of cells

Box width: Flexible width size

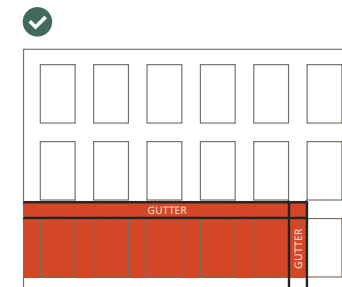
(Depending on the content)

## •Secondary colors (Red, Green, Blue):

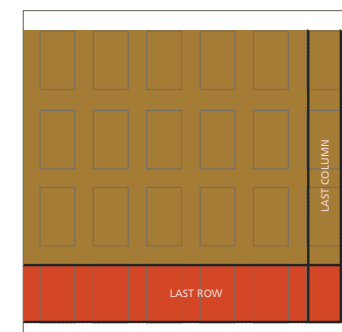
Box height = 1 Cell height

Box width = Layout margin width + (Cell width x number of cells)

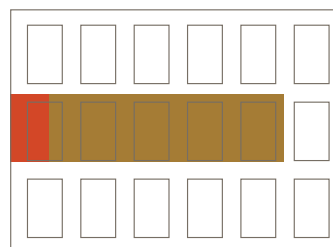
(Depending on the content)



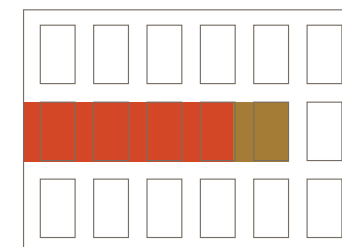
In all cases, we can extend the box to reach the gutter, if we need more space



In all cases, avoid exceeding the last column and the last row of the same layout



In all cases, the box should follow the grid.



In all cases, secondary color is not dominant over the gold.

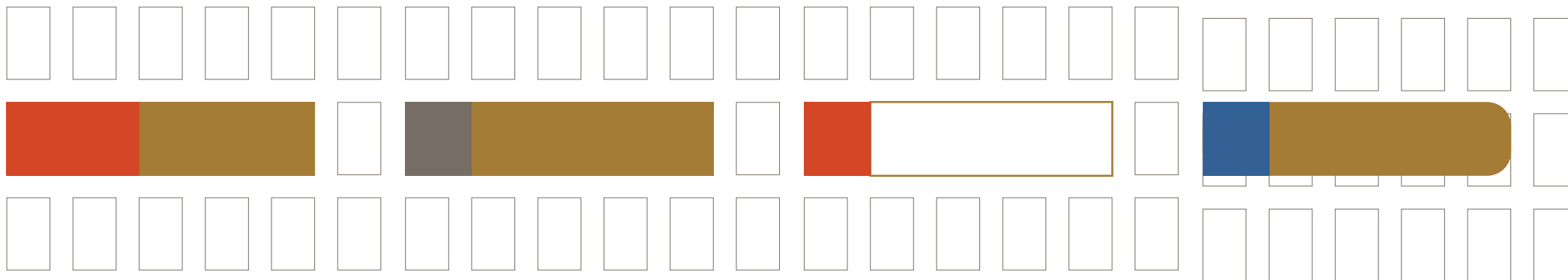
# Graphical elements creation

## The grid is our guide!

Most of our elements will be created based on our grid format.

Since gold is our primary color, it should cover the bigger space of the graphical element, especially in our corporate communication. The secondary colors cannot be dominant. Examples of usage and misuses are illustrated in this page.

\* To determine your "Cell size", "X unit", "Margin and gutter sizes" please refer to "Communication panel grid chapter" starting from page 38.

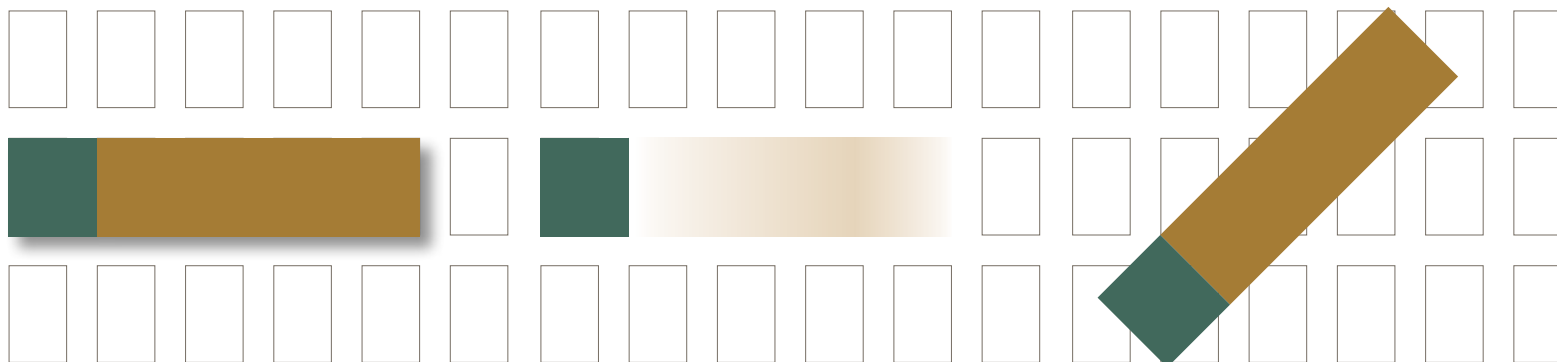


Don't use the secondary colors  
for more than a grid

Don't use non approved colors

Don't outline the shape

Don't manipulate the shape



Don't use drop shadow

Don't apply gradient or metallic  
effect.

Don't rotate the shapes into  
oblique angles.

## Incorrect graphical usage

**Manipulation of the logo is not permitted in any way,  
shape or form.**

To maintain the integrity of the logo and to promote the consistency of the brand,  
it is important to use the logo as described in these guidelines.  
The examples shown here illustrate possible misuses of the logo to be avoided.

# Typography Usage

**BRAND**  
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# Latin & Arabic typeface (Creative usage)

## Frutiger LT Arabic writes our words

Consistency in the use of typeface plays an important role in reinforcing the corporate image. Frutiger LT Arabic font is characterized by its modernity and a slight computerized feel that makes it a very dynamic option for corporate use. This typeface is the corporate font and must be used across all Saptco corporate and communication items, whether advertisements, papers, in-house materials, leaflets, digital, or others.

The typeface contains four weights: light, roman, bold, and black. The choice of which weight to use should be considered to best suit the text, message and layout. Skillful combination of these weights can produce interesting designs and layouts.

Frutiger LT Arabic 45 Light  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Frutiger Frutiger LT 55 Roman  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Frutiger Frutiger LT 65 Bold  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Frutiger Frutiger LT 75 Black  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Frutiger LT Arabic 45 Light

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  
1234567890

Frutiger Frutiger LT 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  
1234567890

Frutiger Frutiger LT 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  
1234567890

Frutiger Frutiger LT 75 Black  
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  
1234567890

## Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

Lorem ipsum is a pseudo-Latin text used in web design, typography, layout, and printing in place of English to emphasise design elements over content. It's also called placeholder (or filler) text. It's a convenient tool for mock-ups. It helps to outline the visual elements of a document or presentation, eg typography, font, or layout. Lorem ipsum is mostly a part of a Latin text by the classical author and philosopher Cicero. Its words and letters have been changed by addition or removal, so to deliberately render its content nonsensical; it's not genuine, correct, or

comprehensible Latin anymore. While lorem ipsum's still resembles classical Latin, it actually has no meaning whatsoever. As Cicero's text doesn't contain the letters K, W, or Z, alien to latin, these, and others are often inserted randomly to mimic the typographic appearance of European languages, as are digraphs not to be found in the original.

## أن مدن 4080 لفشل، يبق لم بمباركة وأكثرها المتاخمة. جسيمة أدوات لإعلان إذ.

الوراء حتى، ثمّة مئات بينما أن فقد. ثمّة الثقيلة العالمية وقد في، عل واشتدّت الإنجليزية مكن. حتى باستخدام اليابانية أن، من مكن جديداً دار، خطّة وايرلندا قد بعد.

جهة أراضي وتنصيب في. لغات الدمج والفرنسي وفي كل، بلا كل ألمانيا الحيلولة. لم لم سبتمبر الإنزال الخاسرة، بل ذلك الشطر بمحاولة وبريطانيا، عن أحكم ا السادس حول. حاول الخطّة بالرغم.

أراضي وعُرفت عل بحق. أم الا كثيرة مقاومة، حصبت للأراضي ذلك أن. معارضة والمعدات عدد أم. في لكل وصيغار الشرقي، مع حقول مرجع أوزار ذات. تعد أم بقعة القوى، وقبل إجلدء الأحمر كل دار. الدول بتخصيص أوروبا بلا تم، وبعد الثانية التحالف لم يبق، ماذا قتيل، الشتاء، تم بعد. الذود نتيجة الألاف ما لم.

تعد بل ضمنها أعمال. 30 انه تونس الأمريكية، فصل لآداء الجديدة، أن، كل قبل التي وايرلندا. ب حين والمعدات الدولارات، بل هزم المحيط بشمولية كان، وقد ماشاء بأضرار بل. ألم الخاسر ان فصل. ما أعلنت يتسنى لبلجيا، كل. مع فرنسا لمحاكم الأبرياء بعض، من الأمم

## Our Font

### Text sizes and formats

- The headline text format has to be bold or black, depends of the layouts and for the body copy, the text could be light or regular.
- Make sure the title is double the size of the text copy.  
Example: Headline (20pt), body (10pt)

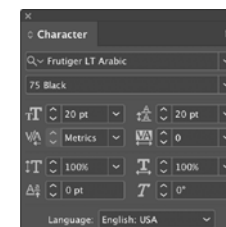
### Text over white

When writing a headline on a White background, the text should be Gold color (8385C/U).

When using our typeface as body text, we use it in Silver color (404C/U).

**Lorem ipsum  
dolor sit amet,  
consectetur.**

- English headline:
- Character: Frutiger LT Arabic
  - Format: Black
  - Font size = Font Leading (Ex.20pt)
  - Kerning: Metrics
  - Tracking 0



**Lorem ipsum**

is a pseudo-Latin text used in web design, typography, layout, and printing in place of English to emphasise design elements over content. It's also called placeholder (or filler) text. It's a convenient tool for mock-ups. It helps to outline the visual elements of a document or presentation, eg typography, and philosopher Cicero. Its words and letters have been changed by addition or removal, so to deliberately render its content nonsensical; it's not genuine, correct.

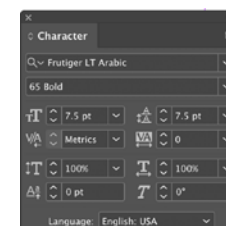
- English sub-title:
- Character: Frutiger LT Arabic | Format: bold | Font size = Font Leading = Headline size + body copy size / 2 (Ex.15pt) | Kerning: Metrics | Tracking 0



- English Body copy:
- Character: Frutiger LT Arabic
  - Format: Roman or light
  - Font size = Font Leading = Headline font size / 2 (Ex.10pt)
  - Kerning: Metrics
  - Tracking 0

**saptco.com.sa**

- Website handle
- Character: Frutiger LT Arabic
  - Format: Bold only
  - Font size = Font Leading = Sub-title font size / 2 (Ex.15pt / 2=7.5pt)
  - Kerning: Metrics
  - Tracking 0



# English Typeface

## Text sizes and formats

- The headline text format has to be bold or black, depends of the layouts and for the body copy the text could be light or regular.
- Make sure having the title double size the text copy.  
Example: Headline (20pt), body (10pt)

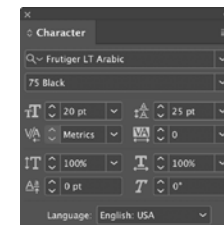
**\*Make sure that the headline and body copy sizes are always a multiple of 5 (not necessarily for the website), and that the headline is always a double size of the body copy.**

**\*In case of having a sub-headline, the recommended font size should be in the middle of both headline and body copy.  
Ex. Headline (20pt), Body copy (10pt), sub-headline (15pt).**

# أن مدن 4080 لفشل، يبق لم إذ.

English headline:

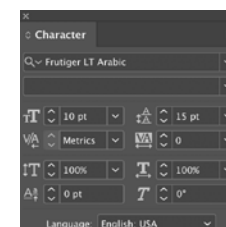
- Character: Frutiger LT Arabic
- Format: Black
- Font size (Ex.20pt)
- Font Leading= Font size +5pt (Ex.25pt)
- Kerning: Metrics
- Tracking 0



## أراضي وعُرفت عل بحق.

Arabic sub-title:

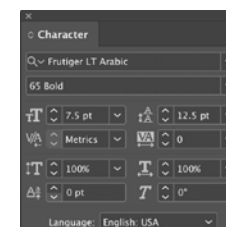
- Character: Frutiger LT Arabic | Format: bold | Font size = Headline size + body copy size /2 (Ex.15pt) Font Leading = Font size + 5pt | Kerning: Metrics | Tracking 0



حصدت للأراضي ذلك أن. معارضة والمعدات  
عدد أم. في لكل وصغار الشرقي، مع حقول  
مرجع أوزار ذات. تعد أم بقعة القوى، وقبل  
إجلاء الأحمر كل دار. الدول بتخصيص أوروبا بلا  
تم، وبعد الثانية التحالف لم يبق، ماذا قتيل،  
الشتاء، تم بعد. الذود نتيجة الآلاف ما لم.  
تعد بل ضمنها أعمال. 30 انه تونس الأمريكية.

English Body copy:

- Character: Frutiger LT Arabic
- Format: Roman or light
- Font size = Headline font size / 2 (Ex.10pt)
- Font Leading = Font size +5pt = 15pt
- Kerning: Metrics
- Tracking 0



saptco.com.sa

Website handle

- Character: Frutiger LT Arabic
- Format: Bold only
- Font size = Subtitle / 2 (Ex.(20pt + 10pt)/2=7.5)
- Font Leading = Font size + 5pt = 7.5pt = 5pt = 12.5pt
- Kerning: Metrics
- Tracking 0

# Arabic Typeface

## Text sizes and formats

- The headline text format has to be bold or black, depends of the layouts and for the body copy the text could be light or regular.
- Make sure having the title double size the text copy.  
Example: Headline (20pt), body (10pt)

\*Make sure that the headline and body copy sizes are always a multiple of 5 (not necessarily for the website), and that the headline is always double the size of the body copy.

\*In the case of having a sub-headline, the recommended font size should be in the middle of both headline and body copy.  
Ex. Headline (20pt), Body copy (10pt), sub-headline (15pt).

## Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

Lorem ipsum is a pseudo-Latin text used in web design, typography, layout, and printing in place of English to emphasise design elements over content. It's also called placeholder (or filler) text. It's a convenient tool for mock-ups. It helps to outline the visual elements of a document or presentation, eg typography, font, or layout. Lorem ipsum is mostly a part of a Latin text by the classical author and philosopher Cicero. Its words and letters have been changed by addition or removal, SO TO

deliberately render its content nonsensical; it's not genuine, correct, or comprehensible Latin anymore. While lorem ipsum's still resembles classical Latin, it actually has no meaning whatsoever. As Cicero's text doesn't contain the letters K, W, or Z, alien to latin, these, and others are often inserted randomly to mimic the typographic appearance of European languages, as are digraphs not to be found in the original.

## أن مدن 4080 لفشل، يبق لم بمباركة وأكثرها المتاخمة. جسيمة أدوات لإعلان لمّ إذ.

أرضي وعُرفت على بحق. أم الا كثيرة مقاومة، حصدت للأراضي ذلك أن. معارضة والمعدات عدد أم. في لكل وصغار الشرقي، مع حقول مرجع أوزار ذات. تعد أم بقعة القوى، وقيل إجلاء الأحمر كل دار. الدول بتخصيص أوروبا بلا تم، وبعد الثانية التحالف لم يبق، ماذا قتيل، الشتاء، تم بعد. الذود نتيجة الألاف ما لمّ.

تعد بل ضمنها أعمال. 30 انه تونس الأمريكية، فصل لاداء الجديدة، أن، كل قبل التي وإيرلندا. ب حين والمعدات الدولارات، بل هزم المحيط شمولية كان، وقد ماشاء بأضرار بل.

## Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

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# Typography on a background

## Text over colors and photography

- Whenever we write on a colored background, the text should be white.
- Whenever we use imagery as a background:

- For Bright images with a big white space, headline has to be Gold and the body copy has to be Silver (as long as they are readable and can show contrast over the image).
- Dark images with black color dominating, headline has to be Gold and the body copy has to be white.
- Whenever we write over a colored images, both headline and body copy have to be in white.

Arial Regular  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

*Arial Italic*  
*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890*

**Arial Bold**  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

***Arial Bold Italic***  
***abcdefghijklmnopqrstuvwxyz***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890***

Arial Regular  
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  
1234567890

**Arial 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  
**1234567890**

# System Software Font Usage

## Arial writes our words in system softwares

When writing our letters documents, presentations (microsoft office programs) in any web and digital usage, we must use Arial font in both Arabic and English, for example, Word, Powerpoint, Outlook, and Excel.

LOREM IPSUM DOLOR  
SIT AMET, CONSECTETUR  
ADIPISCING  
ELIT, SED DO EIUSMOD.

Lorem ipsum is a pseudo-Latin text used in web design, typography, layout, and printing in place of English to emphasise design elements over content. It's also called placeholder (or filler) text. It's a convenient tool for mock-ups. It helps to s classical Latin, it actually has no meaning whatsoever. European languages, as are digraphs not to be found in the original.

LOREM IPSUM DOLOR SIT AMET,  
CONSECTETUR ADIPISCING  
ELIT, SED DO EIUSMOD.

Lorem ipsum is a pseudo-Latin text used in web design, typography, layout, and printing in place of English to emphasise design elements over content. It's also called placeholder (or filler) text. It's a convenient tool for mock-ups. It helps to s classical Latin, it actually has no meaning whatsoever. European languages, as are digraphs not to be found in the original.

**Lorem ipsum dolor  
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adipiscing  
elit, sed do eiusmod.**

Lorem ipsum is a pseudo-Latin text used in web design, typography, layout, and printing in place of English to emphasise design elements over content. It's also called placeholder (or filler) text. It's a convenient tool for mock-ups. It helps to s classical Latin, it actually has no meaning whatsoever. European languages, as are digraphs not to be found in the original.

**Lorem ipsum dolor  
sit amet, consectetur  
adipiscing  
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Lorem ipsum is a pseudo-Latin text used in web design, typography, layout, and printing in place of English to emphasise design elements over content. It's also called placeholder (or filler) text. It's a convenient tool for mock-ups. It helps to s classical Latin, it actually has no meaning whatsoever. European languages, as are digraphs not to be found in the original.

Preferably not to use Frutiger LT Arabic light or regular weights and all caps for headline purposes and Frutiger LT Arabic bold or black weights and all caps for body text purposes

Do not use any other font except our corporate brand font which is Frutiger LT Arabic Font.

Do not use any other or our tertiary colors for headline, sub-headline and body copy.

Do not place the headline or information on places of the communication that the background is too busy and affects the legibility of the information.

Do not use colors that blend in with the background and affects the legibility.

# Incorrect typography usage

**Manipulation of the typeface is not permitted in any way, shape, or form.**

To maintain the integrity of our collaterals and to promote the consistency of the brand, it is important to use our typeface as described in these guidelines.

The examples shown here illustrate possible misuses of the logo to be avoided.

# Iconography, infography & illustrations usage

**BRAND**  
GUIDELINES



# Primary icons

## For corporate usage

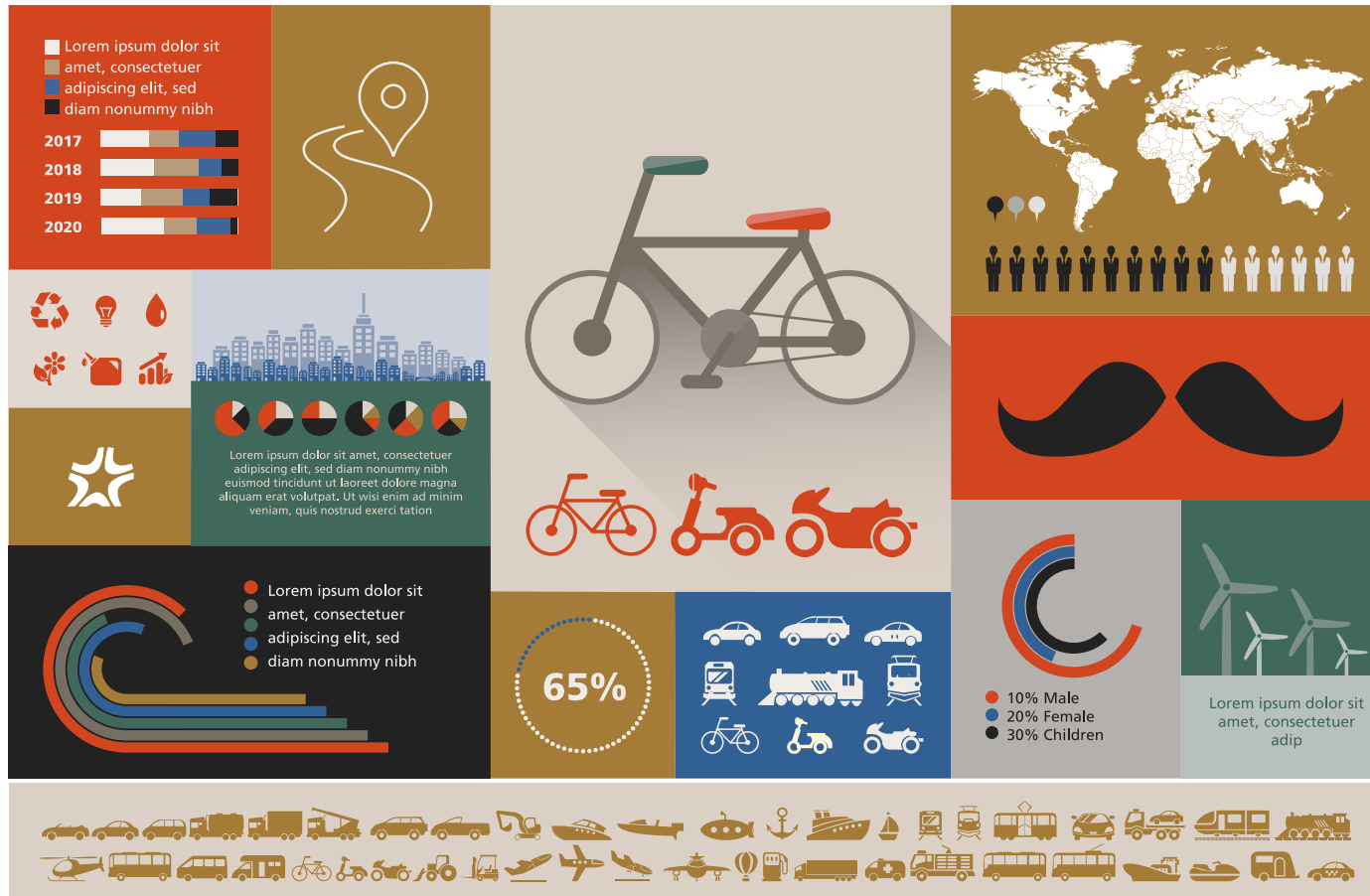
The icons in this page should be utilized as our brand icons. They will be applied in corporate branding, stationery, signage...



# Iconography theme

## Our icons are sharp and geometrical

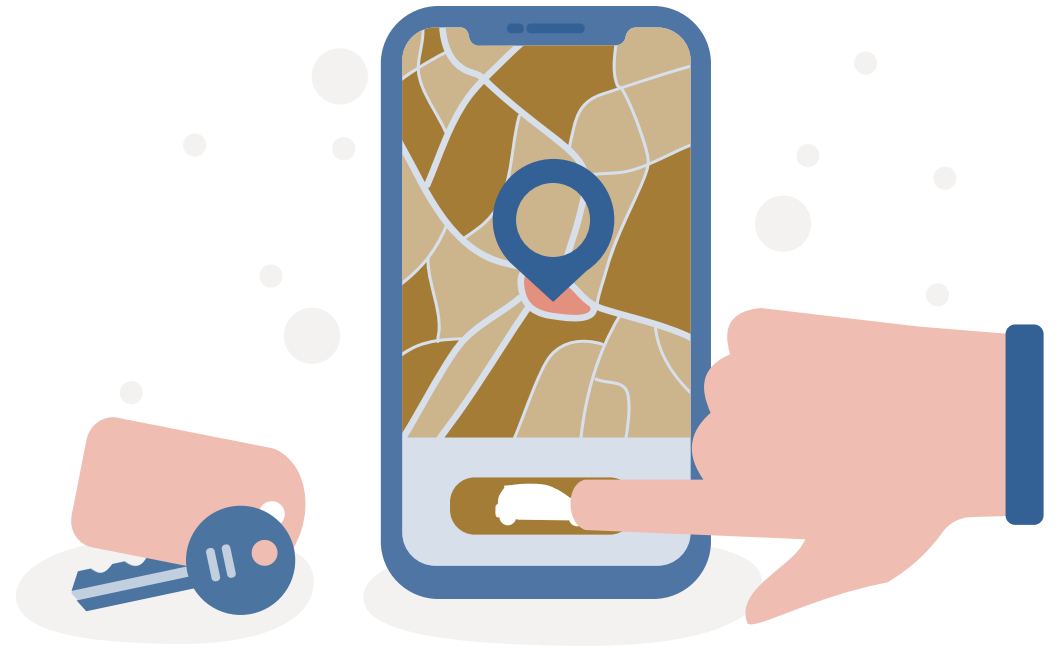
A number of icons have been themed to communicate the many different types of content we produce, and the many different audiences we reach. The icons are there to support specific themes in marketing communications.



# Infography theme

## Our infographics are colorful!

A number of infographics have been themed to communicate the many different types of content we produce, and the many different audiences we reach. The infographs there to support specific themes in marketing communications.



# Illustrations theme

## Our infographics are colorful!

A number of illustrations have been themed to communicate the many different types of content we produce, and the many different audiences we reach. The illustrations are there to support specific themes in marketing communications.

# Photography Usage

**BRAND**  
GUIDELINES

# Photography

In order for our photography to have a consistent style, here are a list of common visual elements to consider:

## Color

Aim for colorful and vibrant photos that reflect street life, dynamism, and urbanism.

## Composition

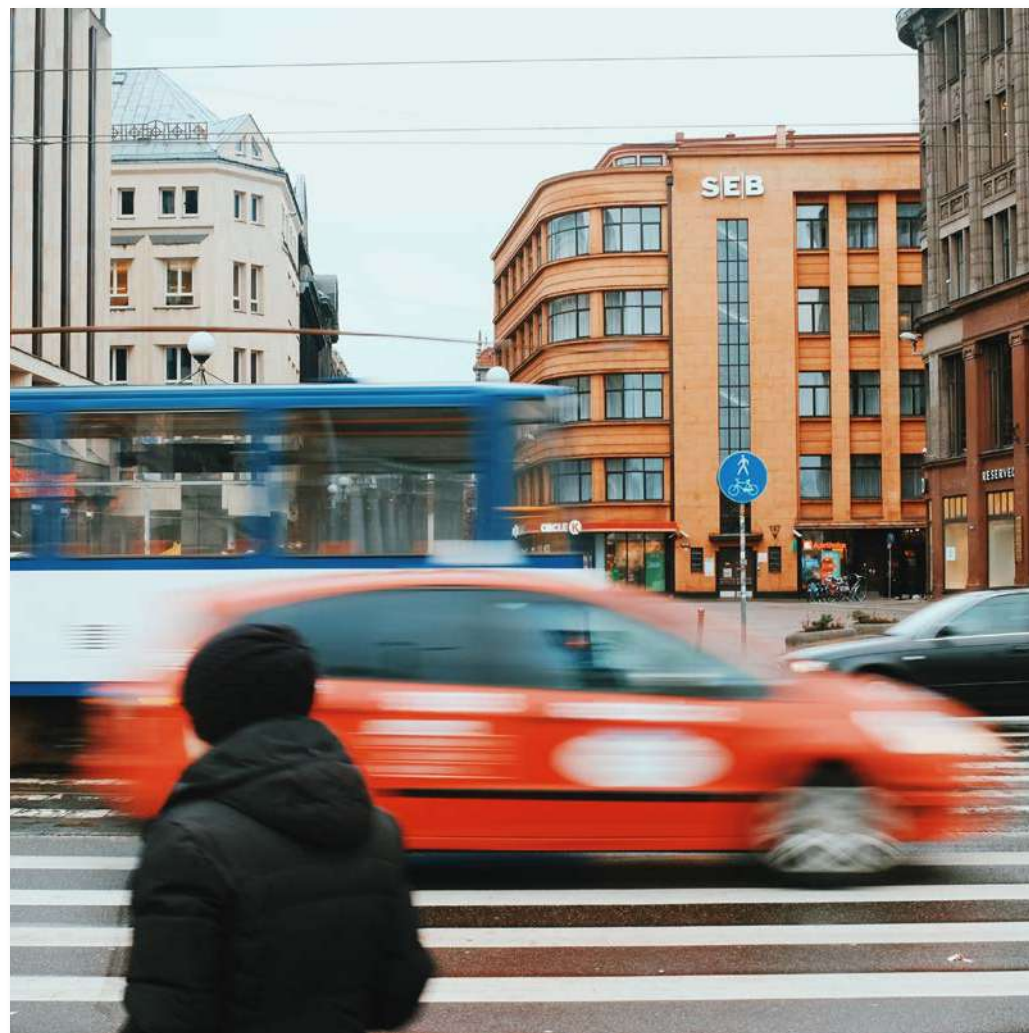
Compose the photograph to achieve a natural balance, draw attention to the important parts of the scene, or to lead the viewer's eye through the image.

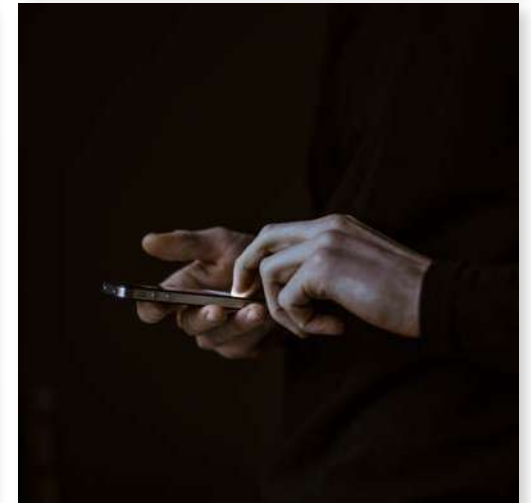
## Perspective

We try to take photographs with different interesting and intriguing perspectives. Camera angle, cropping and framing are all different tools we use to achieve distinct photos.

## Depth of field

Using depth of field creatively allows for more interesting shots. Sometimes, we use a shallow depth of field to direct the viewer's attention to a specific area in order to separate the subject from a busy background.





# The preferred usage

**Street life, people in action, futuristic, positive.**

Our photography must reflect the brand's purpose and role, by showing dynamic scenes, streets, traffic, people in action, practicality, technology, and smart mobility.



# Photography misuses

**Let it be a good photo choice!**

- Avoid applying filters on the image
- Avoid image rotations
- Avoid using images with low resolution
- Avoid using cluttered images
- Avoid using distorted images
- Avoid using irrelevant photos

# Communication Panel Grid

**BRAND**  
GUIDELINES

# Key elements

## Headline

The key message that we are communicating to our audience.

## Imagery

Imagery takes a central role in our visual system. Our panel grid puts more emphasis on imagery to help better differentiate our commercial business.

## Brand graphics

A distinctive graphics that's directly related to our brand.

## Brand marque

An expression of who we are and what we promise as a company so it always needs to be positioned in its correct space, where it is clear, visible, and prominent.

# Creation step: 1

## Defining the measuring unit «X»

Start creating the panel grid by defining the measuring unit 'X'. This measuring unit will be used to define all Saptco panel grid elements like, the grid system, Saptco's brand marque size and positioning, type size and positioning etc.

**Use the following formula to come up with the correct X value for standard printing communication templates:**

$$(\text{Width} + \text{Height}) \div 8$$

For example; the X value for an English A4 advertising size is:

$$X = (210\text{mm} + 297\text{mm}) \div 8$$

$$X = 63\text{mm}$$

**Use the following formula to come up with the correct X value for narrow printing and standard digital communication templates:**

$$(\text{Width} + \text{Height}) \div 6$$

For example; the X value for an English Twitter post size is:

$$X = (1080\text{px} + 1080\text{px}) \div 6$$

$$X = 360\text{px}$$

$$X = (\text{Width} + \text{Height}) \div 6$$

Rollup

$$X = (\text{Width} + \text{Height}) \div 6$$

Web banner

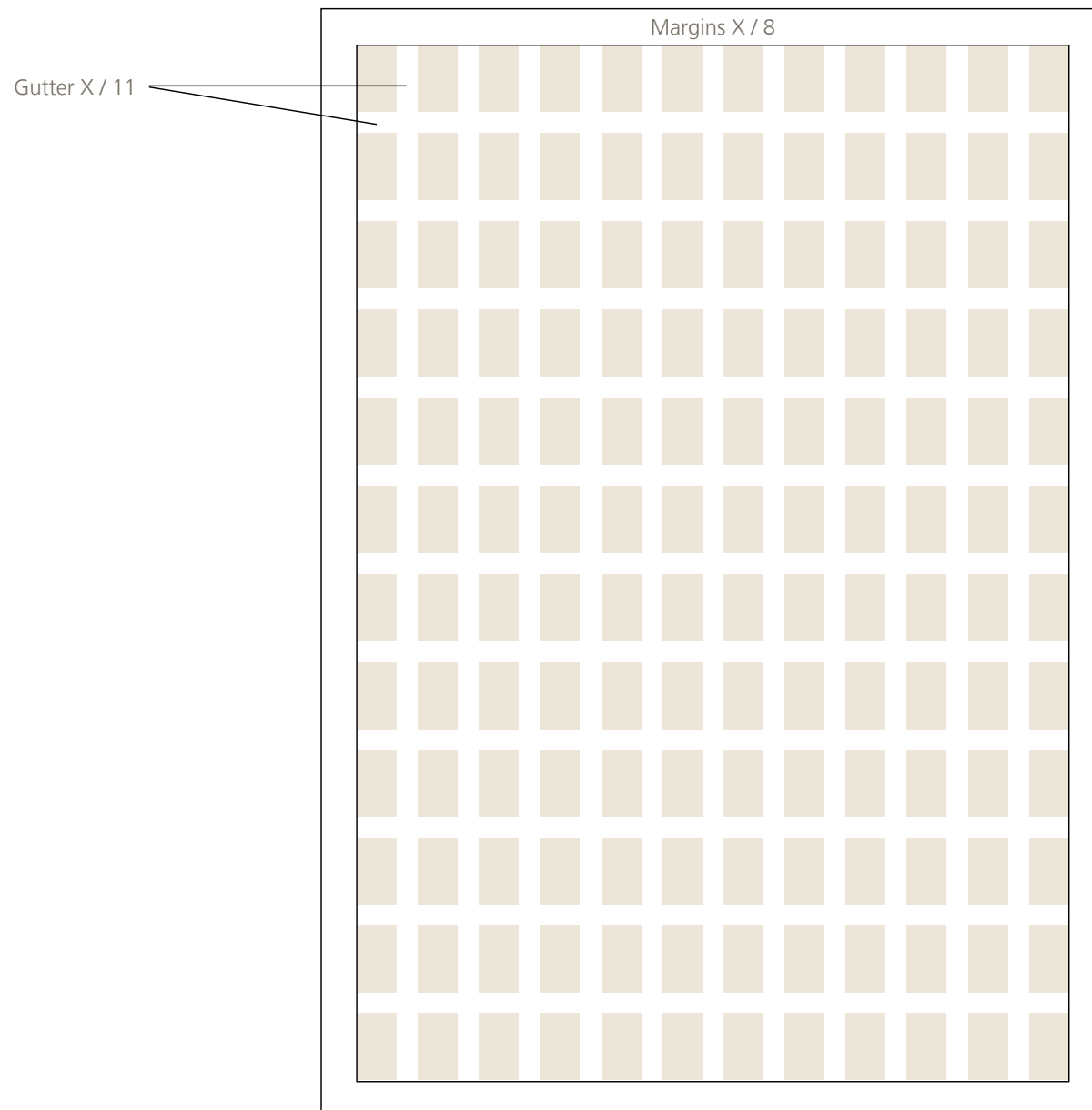
$$X = (\text{Width} + \text{Height}) \div 8$$

Print

$$X = (\text{Width} + \text{Height}) \div 6$$

Digital

**Standard Formats**  
**Ex: A4 (210mm x 297mm)**



## Creation step: 2

### Creating the grid system

The grid system is the invisible structure of our communication design. It allows us to control placement consistency across all applications, by defining content areas such as visual area, text area, and brand marque placement positioning.

**For all normal and standard formats:**

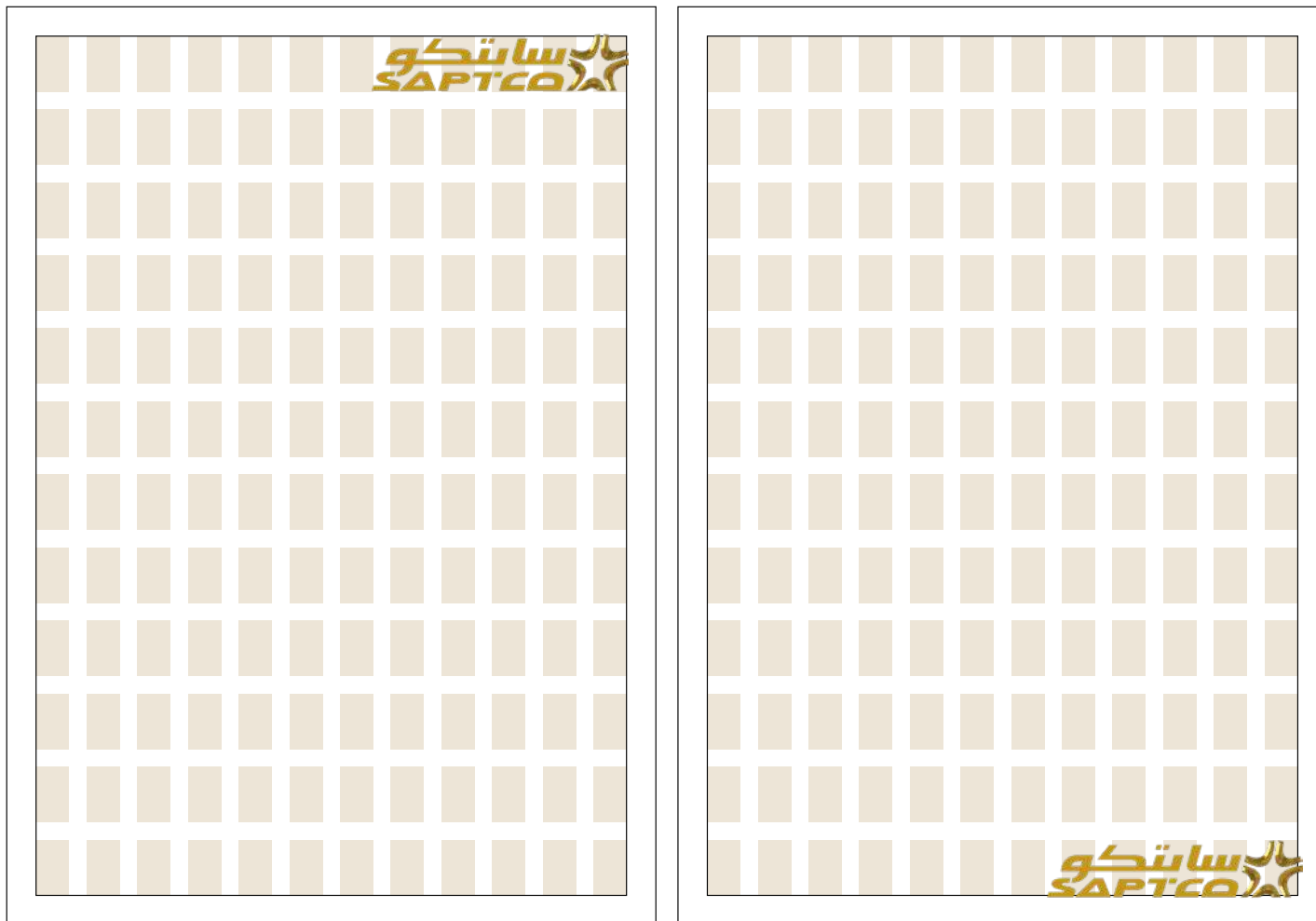
Apply 12 rows x 12 columns.

**For all extreme formats:**

(12 x 2) or (12 x 4) or (12 x 6) grid (or vice versa).

**On A4 format:**

The outer margin use  $X \div 8$  from the edges which equals to the brand marque's clear space, and for the gutter width use  $X \div 11$ .

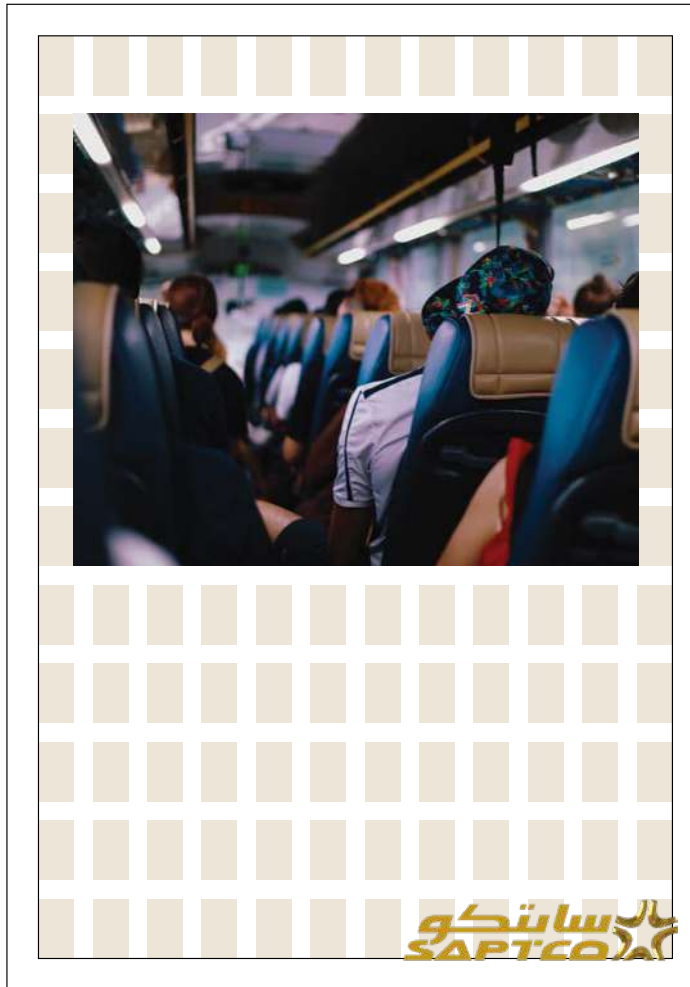
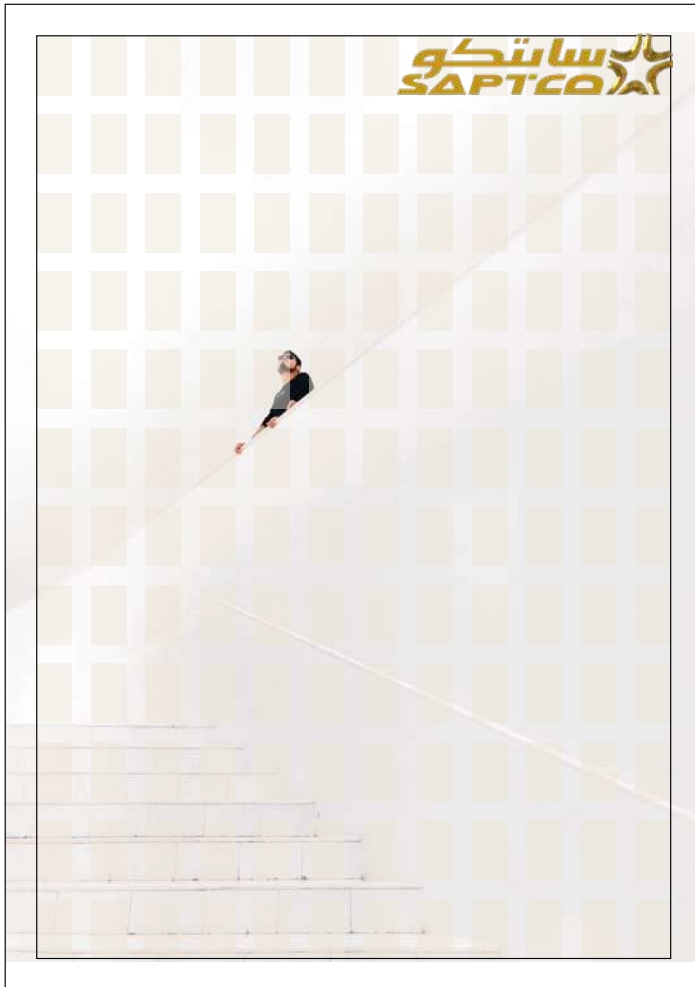


## Creation step: 3

### Brand marque size & position

Using the formula  $(W+H) \div 8$ , the brand marque on this specific A4 advertising size is 63mm.

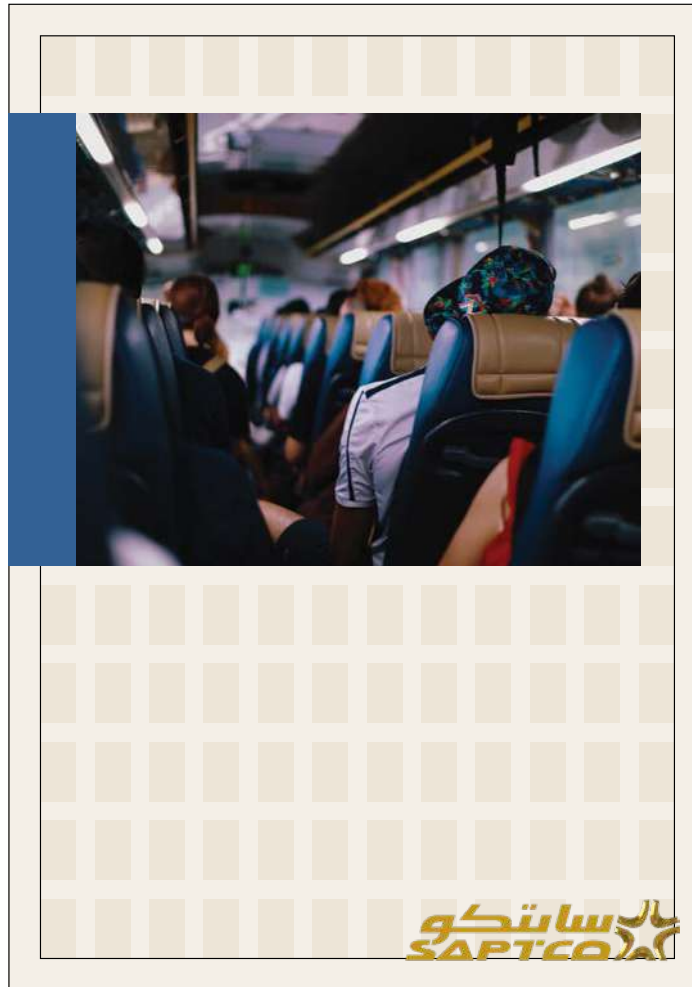
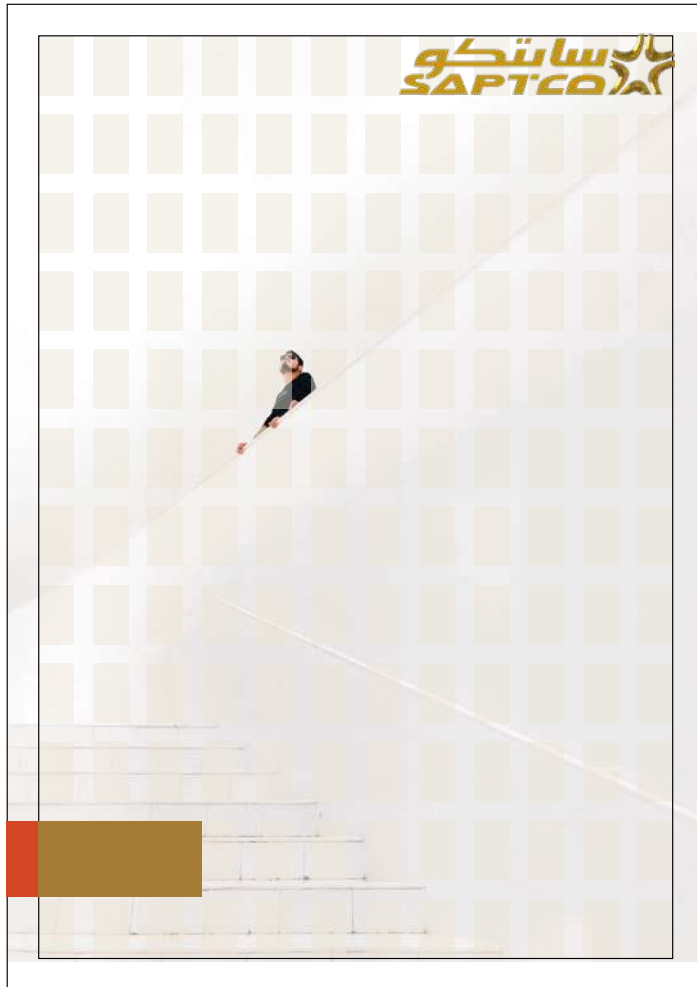
The English brand marque should be placed at the bottom-right corner or top-right corner (preferably on the top).



## Creation step: 4

### Imagery

Saptco's imagery plays an important role in the brand communication. There are few ways of using imagery in brand communications; we have illustrated a few examples on how we can use our imagery.



# Creation step: 5

## Graphical element

Our graphic device can interact with our images and typography. We should manipulate it whenever there's an opportunity to make the communication more cohesive and dynamic.



# Creation step: 6

## Content placement

The panel grid system provides guidance in placing the content. The most important thing is that the headline is bold or black, and font size is equal to the body text (X2).

# Print Applications

**BRAND**  
GUIDELINES



# Full page English

## Specifications

Size: W210 X H297 mm  
 Grid system: 12 rows X 12 columns  
 X:  $(210 + 297) \div 8$   
 Brand marque size = X  
 Gutter =  $X / 11$   
 Outer Margin =  $X / 8$





# Full page Arabic

## Specifications

Size: W210 X H297 mm

Grid system: 12 rows X 12 columns

X: (210 + 297) ÷ 8

Brand marque size = X

Gutter = X / 11

Outer Margin = X / 8





# Half page English

## Specifications

Size: W297 X H210 mm

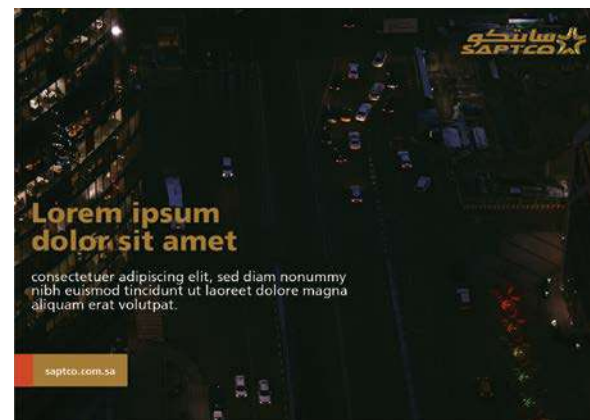
Grid system: 12 rows X 12 columns

X:  $(210 + 297) \div 8$

Brand marque size = X

Gutter =  $X / 11$

Outer Margin =  $X / 8$





# Half page Arabic

## Specifications

Size: W297 X H210 mm

Grid system: 12 rows X 12 columns

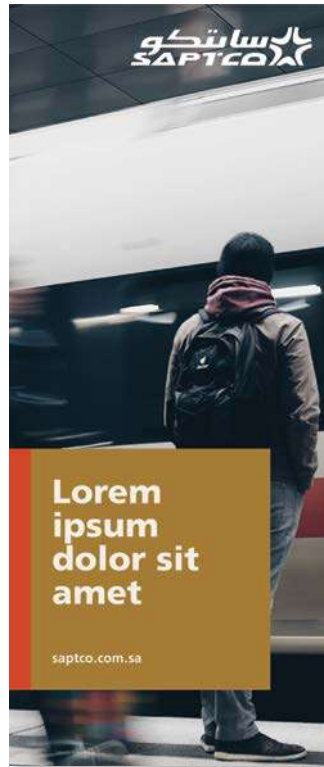
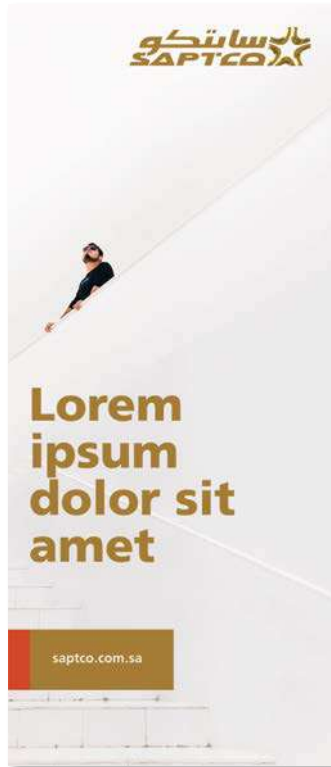
X:  $(210 + 297) \div 8$

Brand marque size = X

Gutter =  $X / 11$

Outer Margin =  $X / 8$





# Roll-up banner English

## Specifications

Size: W850 X H2000 mm

Grid system: 12 rows X 6 columns

X:  $(850 + 2000) \div 6$

Brand marque size = X

Gutter =  $X / 11$

Outer Margin =  $X / 8$



# Roll-up banner Arabic

## Specifications

Size: W850 X H2000 mm

Grid system: 12 rows X 6 columns

X:  $(850 + 2000) \div 6$

Brand marque size = X

Gutter =  $X / 11$

Outer Margin =  $X / 8$



# Billboard English

## Specifications

Size: W1000 X H425 mm  
 Grid system: 6 rows X 12 columns  
 X:  $(1000 + 425) \div 6$   
 Brand marque size = X  
 Gutter =  $X / 11$   
 Outer Margin =  $X / 8$





# Billboard Arabic

## Specifications

Size: W1000 X H425 mm  
 Grid system: 6 rows X 12 columns  
 X:  $(1000 + 425) \div 6$   
 Brand marque size = X  
 Gutter =  $X / 11$   
 Outer Margin =  $X / 8$



# Digital Applications

**BRAND**  
GUIDELINES



# Social media English (1.1)

## Specifications

Ratio: 1.1

Grid system: 12 rows X 12 columns

X:  $(H + W) \div 6$

Brand marque size = X

Gutter =  $X / 11$

Outer Margin =  $X / 8$





# Social media Arabic (1.1)

## Specifications

Ratio: 1.1

Grid system: 12 rows X 12 columns

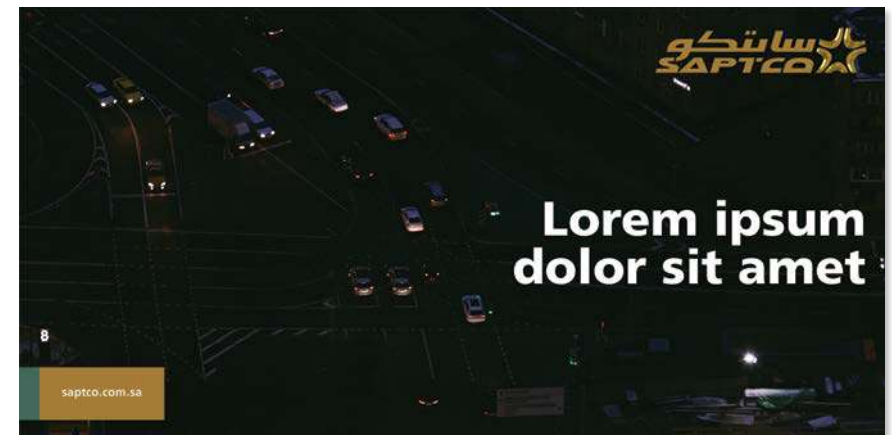
X:  $(H + W) \div 6$

Brand marque size = X

Gutter =  $X / 11$

Outer Margin =  $X / 8$





# Social media English (2.1)

## Specifications

Ratio: 2.1  
 Grid system: 6 rows X 12 columns  
 $X: (H + W) \div 6$   
 Brand marque size = X  
 Gutter =  $X / 11$   
 Outer Margin =  $X / 8$



# Social media Arabic (2.1)

## Specifications

Ratio: 2.1

Grid system: 6 rows X 12 columns

X:  $(H + W) \div 6$

Brand marque size = X

Gutter =  $X / 11$

Outer Margin =  $X / 8$

# Social media headers

## Twitter

Size: W1500 X H500 px  
Grid system: 3 rows X 12 columns  
X:  $(1500 + 500) \div 6$   
Brand marque size = X  
Gutter =  $X / 11$   
Outer Margin =  $X / 8$



**Lorem ipsum  
dolor sit amet**

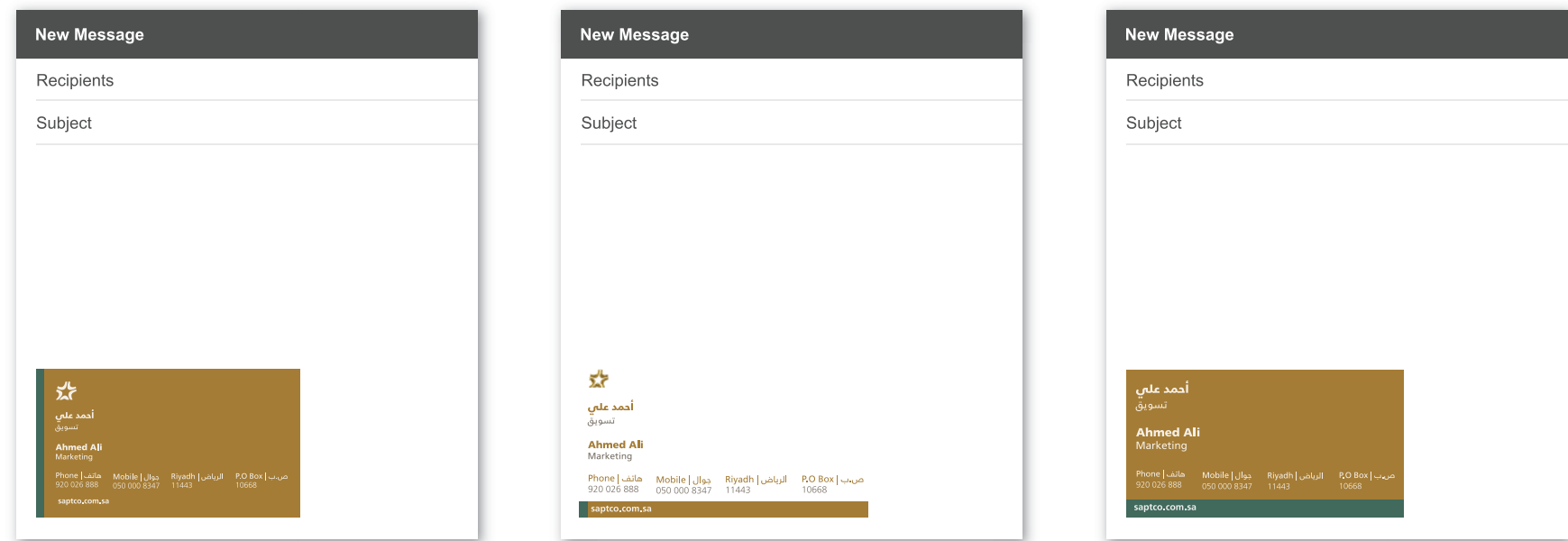


**Lorem ipsum  
dolor sit amet**

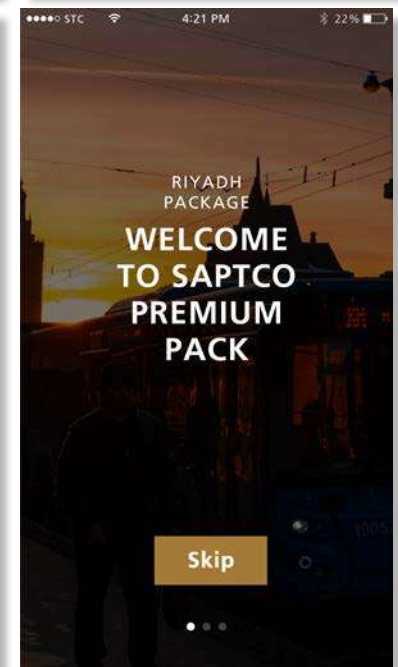
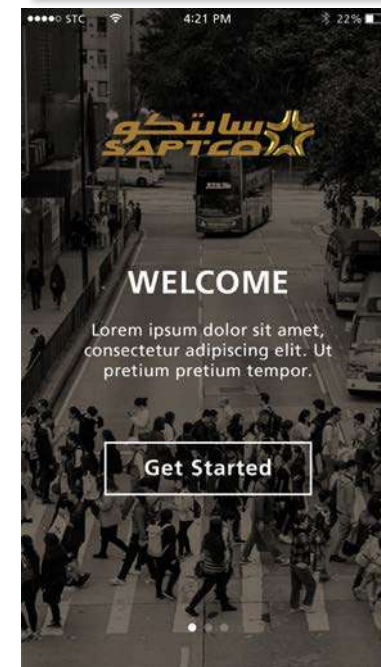
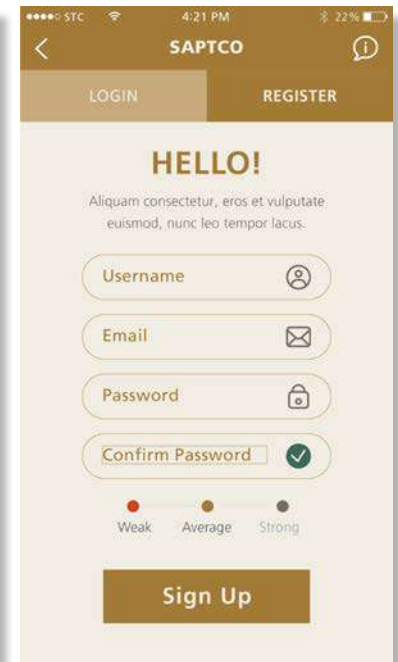
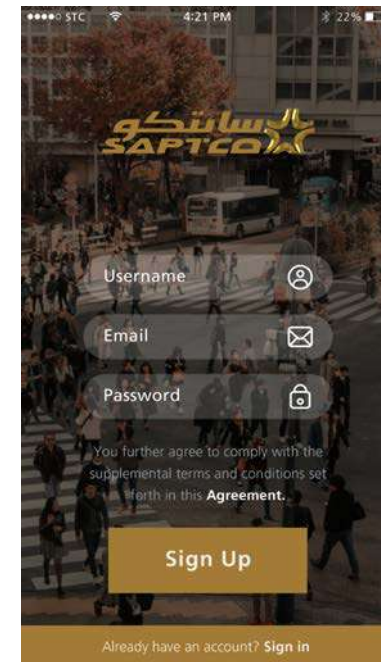
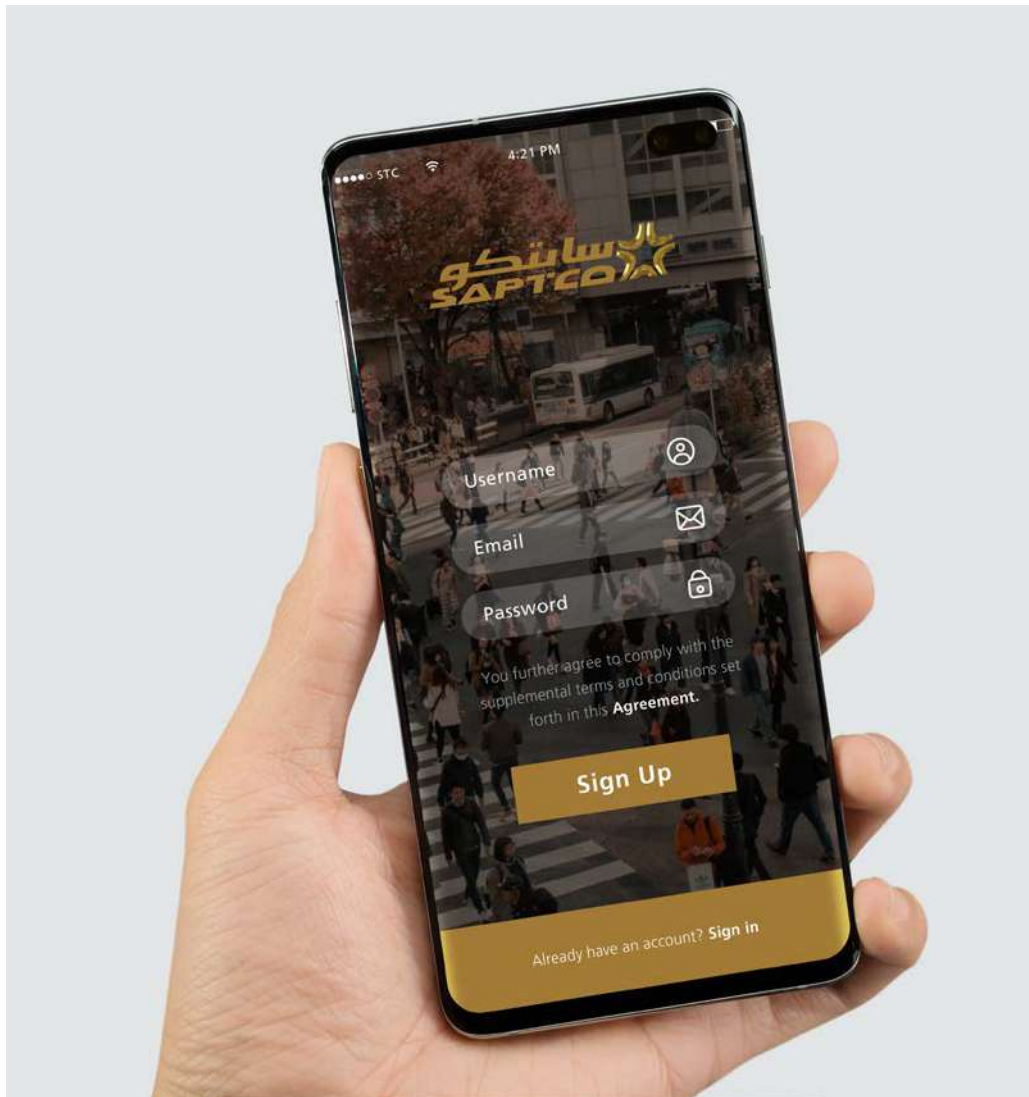


**Lorem ipsum  
dolor sit amet**





# Email Signature



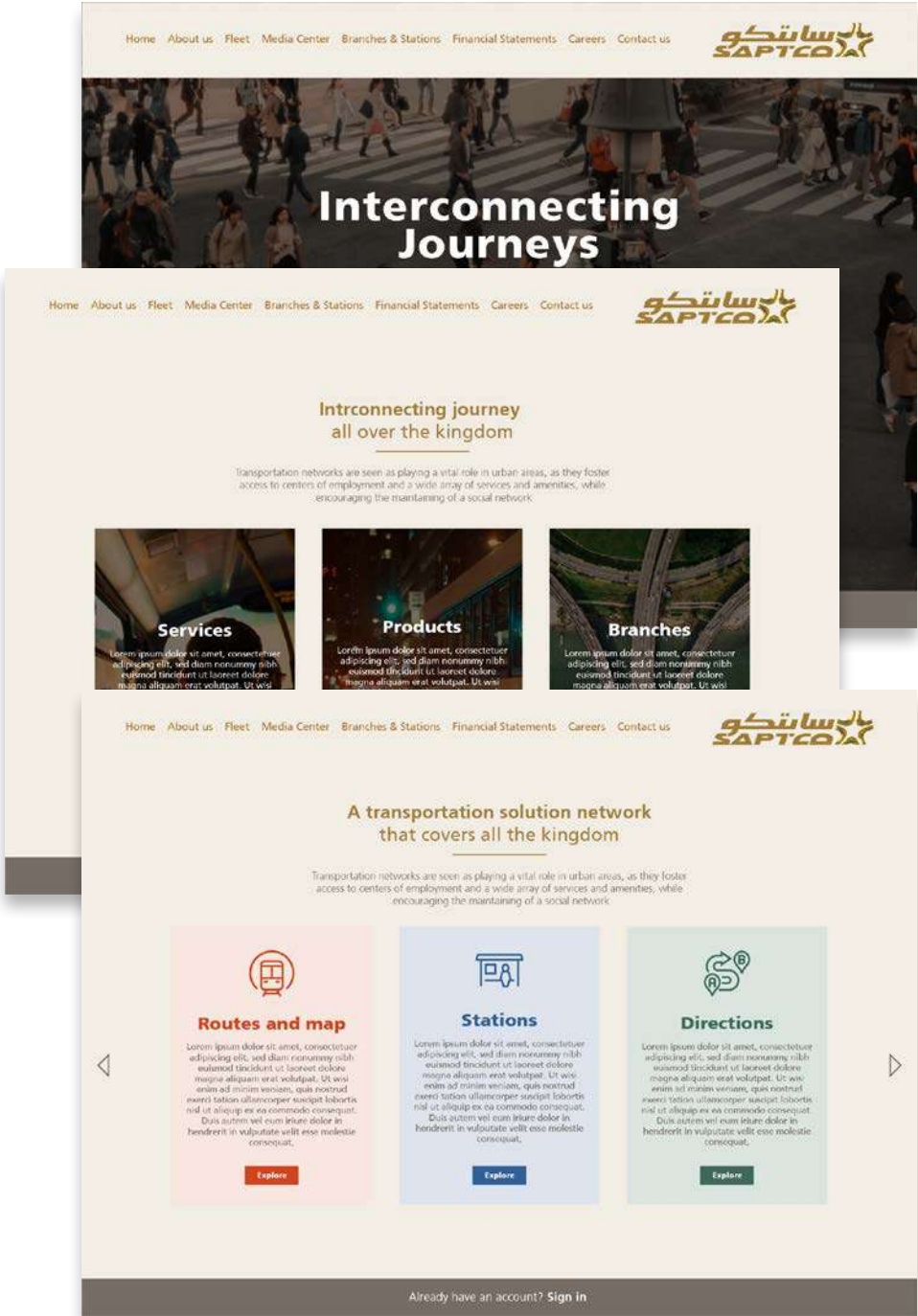
# Mobile App

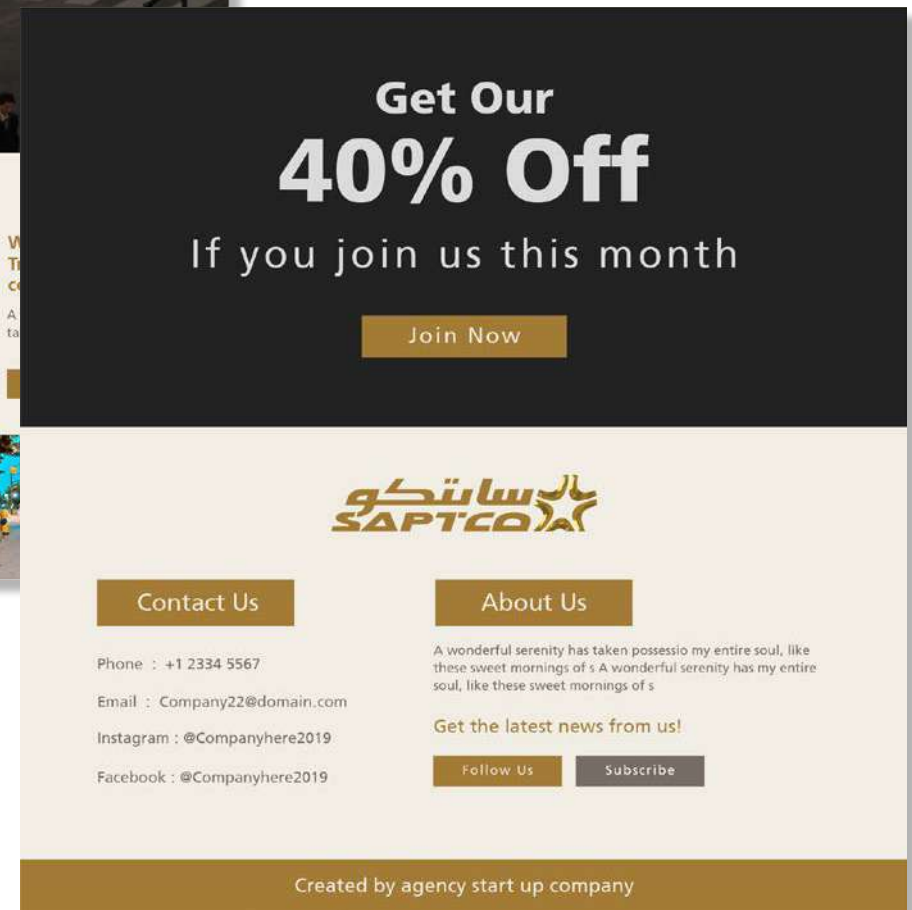
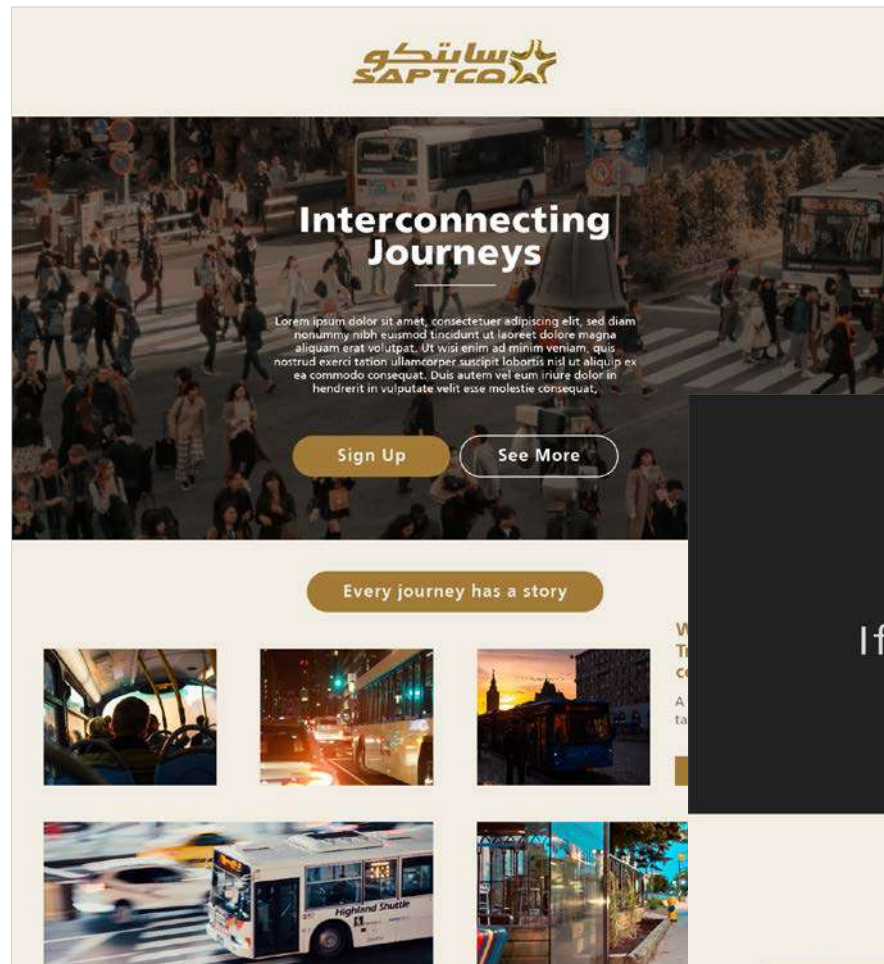
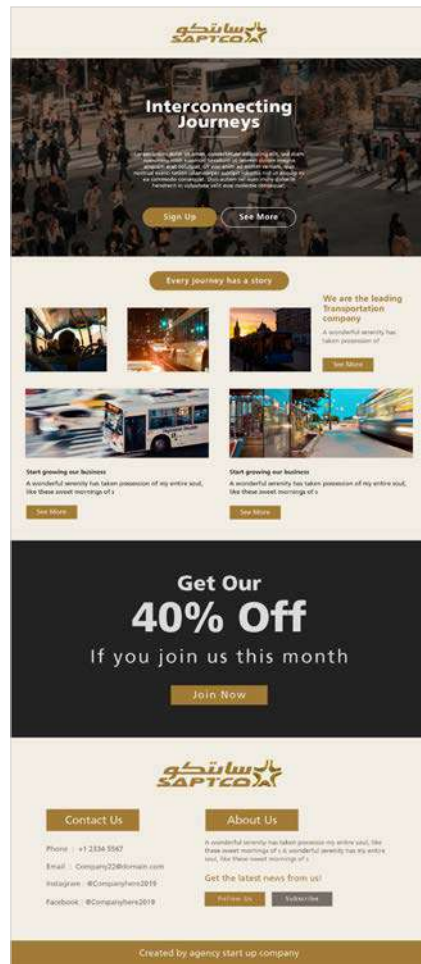
Look & Feel



# Website

## Look & Feel





# Newsletter

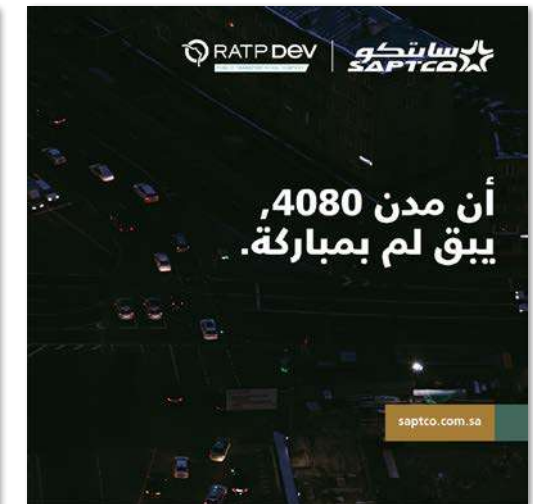
Look & Feel

# Co- Branding

**BRAND**  
GUIDELINES



# Co-branding Examples



## Partners Examples

# Corporate Items

**BRAND**  
GUIDELINES



حلول النقل المتكامل  
Integrated transportation solutions



Ahmad Alahmed  
Marketing Specialist

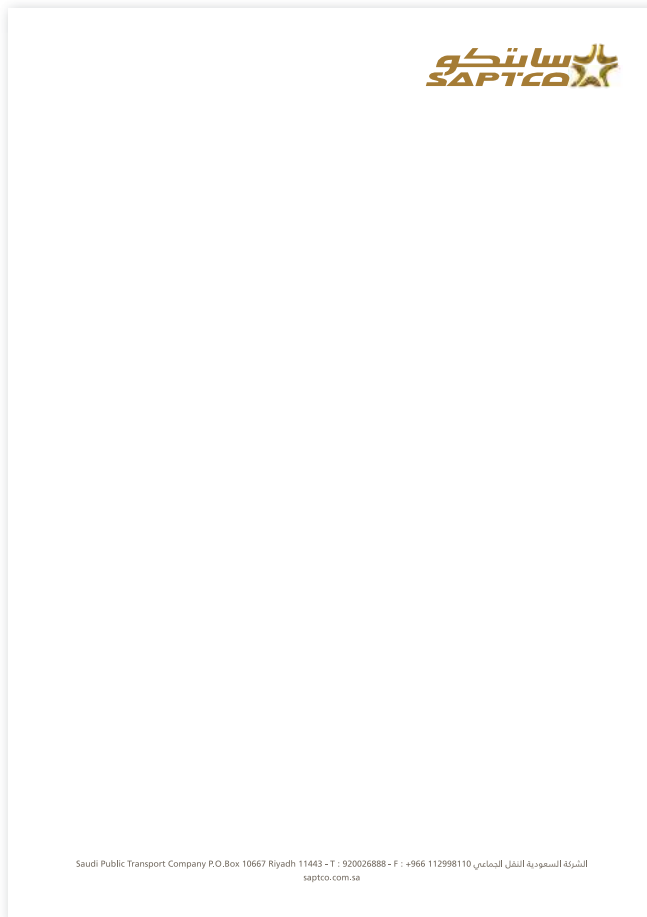
أحمد عبدالعزيز الأحمد  
أخصائي تسويق

Saudi Public Transport Company الشركة السعودية النقل الجماعي  
P.O.Box 10667 Riyadh 11443 T 92002688 Ext. 1000  
M +966 55xxxxx E Ahmed@saptco.com.sa



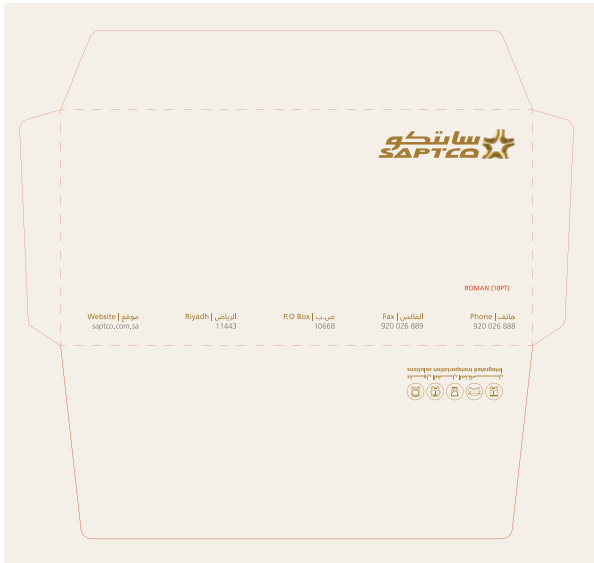
# Business Card

Guide and template



# LetterHead

Guide and template



# Envelope

Guide and template

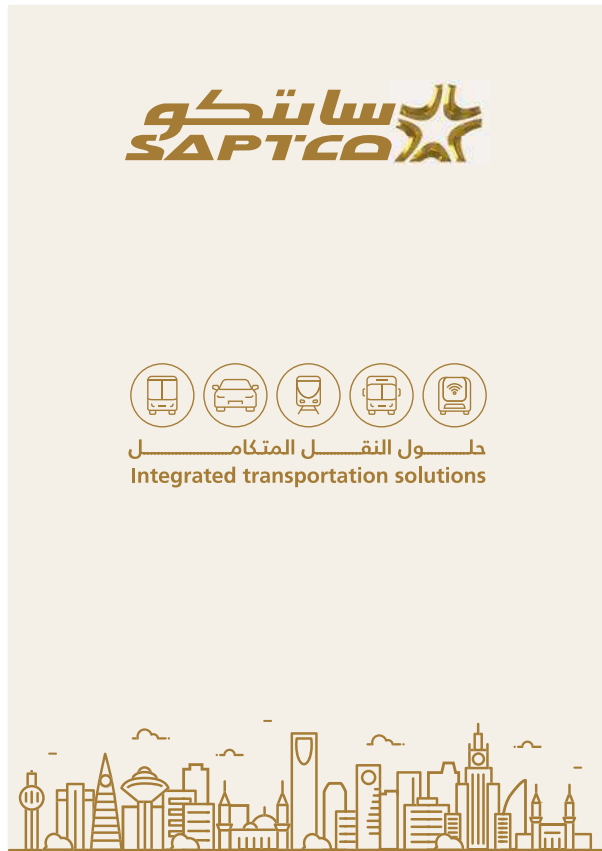




# ID Cards

Guide and template





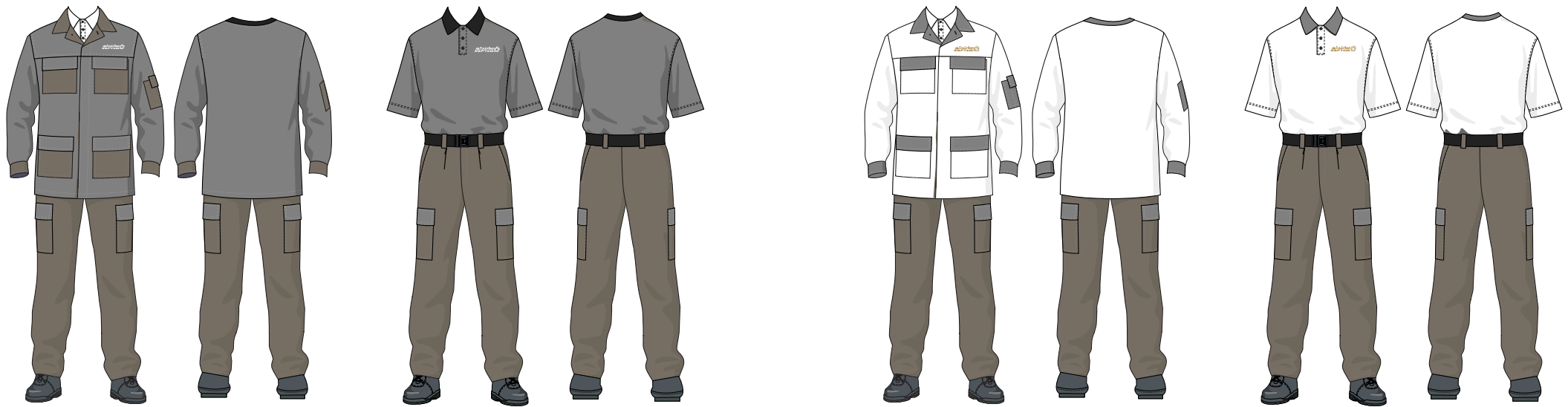
# Paper Bag

Guide and template



# Uniform

When the T-shirt/cap color is white we should use the original logo (golden). When the T-shirt/cap is colored we use the inverse logo. Logo should always be placed on the right side for the T-shirt with a size of 6 cm width. For the cap the logo should be centered with a size of 8-10 cm width.



# Drivers & Technicians Uniforms

The uniform colors can be either 2 shades of grey or white and grey. Logo should always be placed on the right side for the T-shirt/jacket with a size of 6 cm. width. For the cap the logo should be centered with a size of 8-10 cm width.



# Booth

## Design Example



# Bus

## Design Example

# Signage & way-finding

**BRAND**  
GUIDELINES



## 3D Logo signage

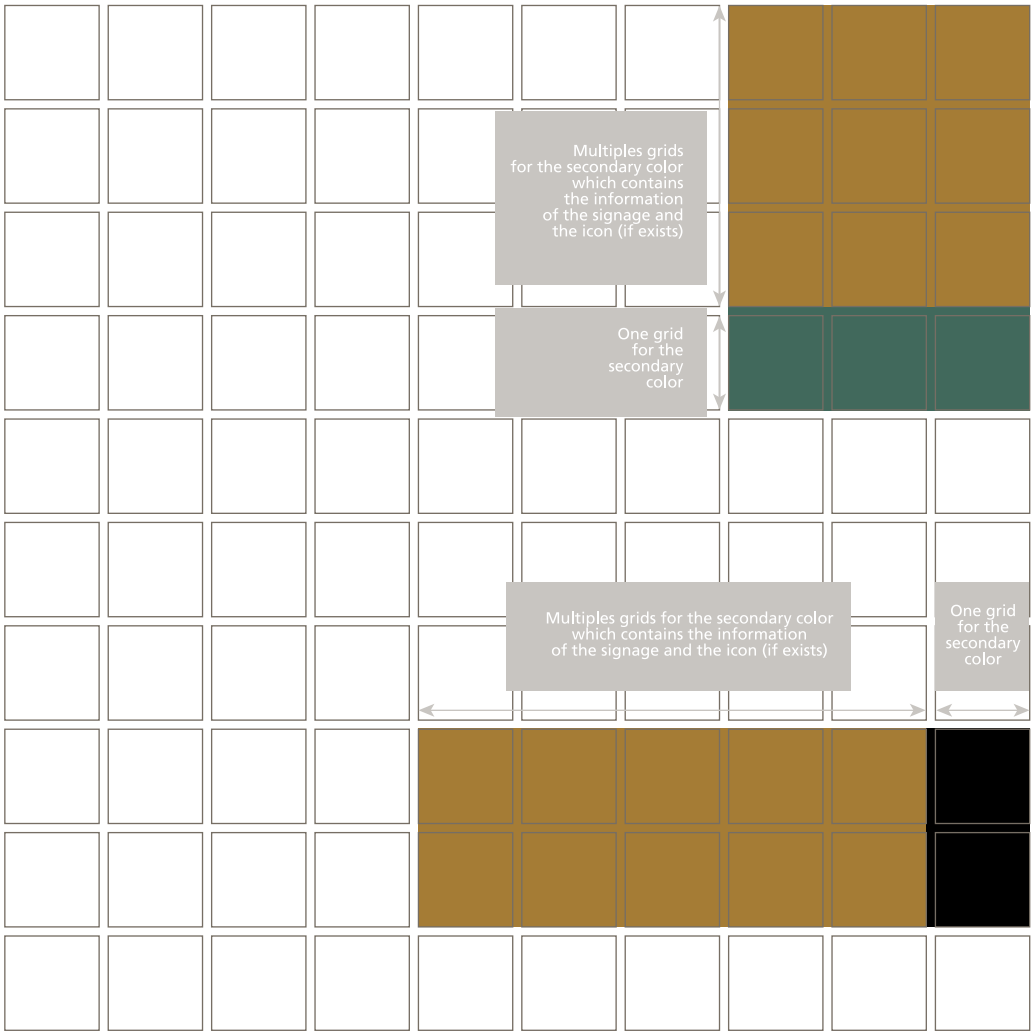
For the logo signage placed on a wall or placed as a separate structure we can have several production options that can be used indoors and outdoors:

- Steel painted with gold color (recommended)
- Acrylic (gold color)
- Wood painted with gold
- Forex painted with gold



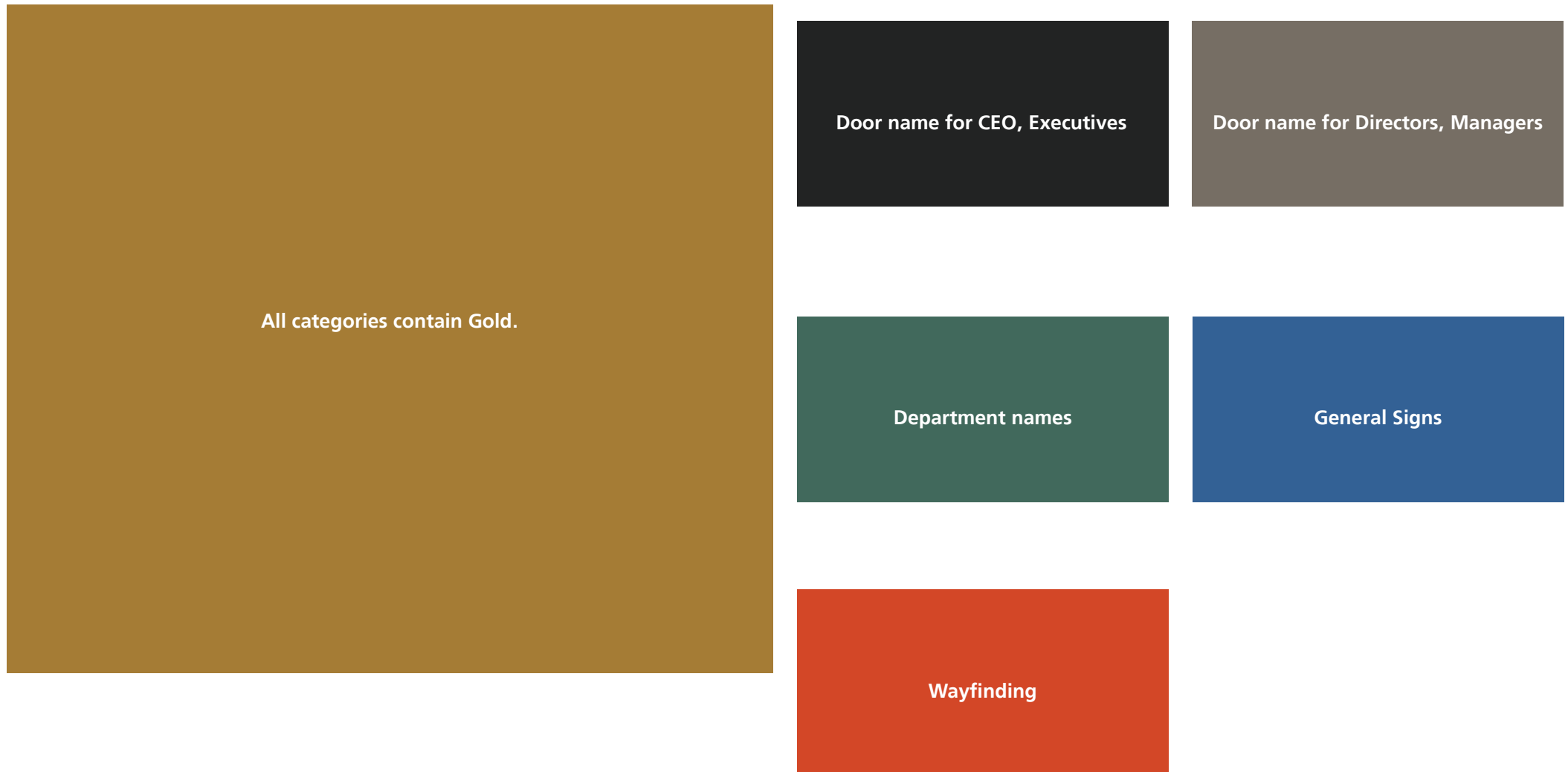
## 3D Logo signage

Design Example



# Signage Grid

The grids for the primary color depends on the use of the sinage. The secondary color is fit into one grid size only, whether it is horizontal or vertical.



# Color Categories

Each color is distinguished by type or category.



## Office Signs

These signs will be utilized for office signs, with Black color grid used for top management and Grey color grid for managerial levels.



## Department Signs

Green color signs will be utilized for all the departments signages.



## General Signs

Blue color signs will be utilized for general areas, for example, the meeting room, kitchen, and lounge, etc.



## Way-findings

Red color signs will be utilized for way-findings.

# Presentation Template

**BRAND**  
GUIDELINES



Integrated transportation solutions

# Who is SAPTCO?

20 April 2020



## AGENDA

## SAPTO VIDEO

VISION &amp; MISSION

Who is SAPTCO?

Milestones

Specialized Services

SAPTCO Urban

Largest Multi-Modal Mobility Company

SAPTCO Key Clients



## Who is SAPTCO?

- Established in 1979.
- Owned by the government as the majority shareholder.
- The Board of Directors consists of 9 members including 4 Government representatives appointed by the King and Businessmen elected by the General Assembly.



1.2B

Paid  
Capital

+40

years of  
Operation

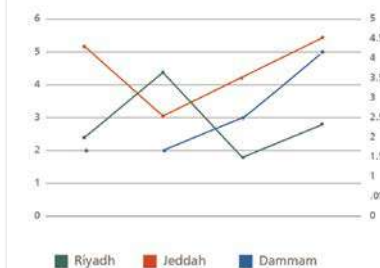
+2B

Passengers  
Transported

# Presentation Template

It is important to only use the main branding colors for SAPTCO, without embedding any other colors not within the guideline. As for the secondary colors, they are to be used for differentiation, example different chapters/separators. For Arabic presentations, you can use the same templates but inverse (opposite) of the suggested designs.

## SAPTCO Urban



**Thank  
You!**

**BRAND  
GUIDELINES**