الهيئة العامة
لتنظيم الإعلام
GENERAL AUTHORITY
OF MEDIA REGULATION

Brand Identity
Manual

Introduction

This guide book serves as the brand identity guideline for
GAMR, General Authority of Media Regulation.

It aims to deliver a consistent and professional standard of
brand impression and communication to all our potential
customer audiences.

Therefore, we expect organizations that are delivering
services on our behalf to achieve the same standards.

This document provides guidance about the standards that
should be applied to all brand identity implementations and
communications, including digital and printed materials.
It also offers the basis for creating additional applications.

Following the rules of this manual is mandatory to ensure a
consistent brand image.

Please contact GAMR's management and marketing team for
identity queries and the use of the brand mark and templates.

www.gamr.gov.sa

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Contents

1.0 Brand Basics

1.1 Brand Mark Lock-up

Serving as the main brand signature, the brand mark appears in the shown lockup in a dynamic and modern horizontal flow, in Arabic reading direction.

The figure displays the lockup guidelines which are only relevant when a brand mark reconstruction is needed, such as to build a 3D implementation. Use always the master file, which is available in all common formats, and do not attempt to re-build the brand mark.

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Logotype

Symbol
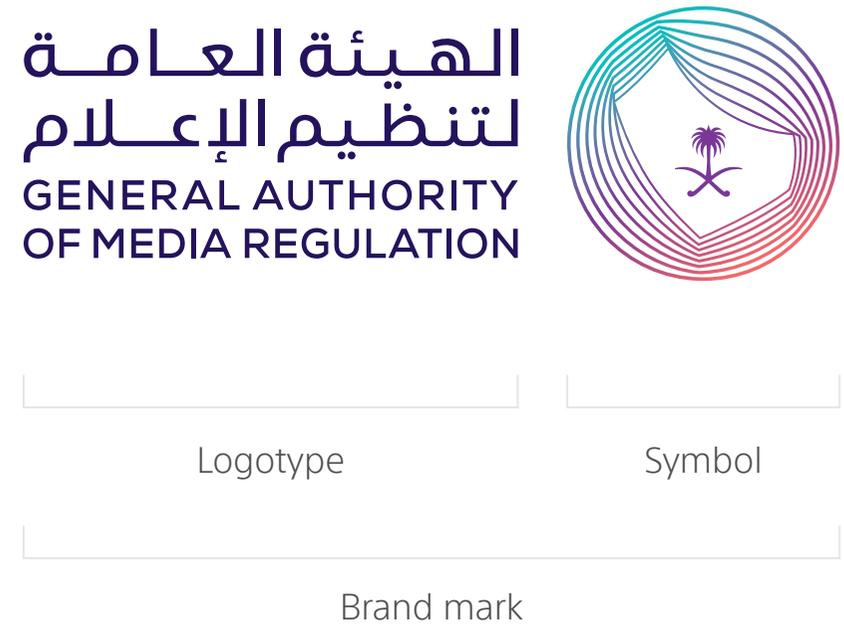
Brand mark

1.2 Brand Mark Versions

Main

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Horizontal B

الهيئة العامة لتنظيم الإعلام
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Vertical

الهيئة العامة
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1.3 Brand Mark Color Versions - Main

The preferred reproduction of GAMR Main brand mark is in its positive full color version on white background.

Alternatively, the logo may be reversed only out of GAMR dark purple background color from the brand primary palette, in order to secure enough contrast for proper visibility and brand recognition purpose.

Use the monochrome (single color) version for special reproduction, such as special ink and paint. The monochrome reverse is the main brand mark version in use for logo placement on colored backgrounds.

When production limitation exists and the use of a full color logo is not possible, the grayscale version is to be applied and not an automatic conversion.

Rarely, the use of bitmap (black and white) version is necessary. Example: fax transmissions, stamps and film exposure for special finishes such as foil blocking and embossing dyes.

Main Version

Reverse Main Version

Reverse Monochrome Version

Monochrome Version

Grayscale Version

Bitmap Version

1.4 Brand Mark Color Versions - Horizontal B

The preferred reproduction of GAMR Horizontal B brand mark is in its positive full color version on white background.

Alternatively, the logo may be reversed only out of GAMR dark purple background color from the brand primary palette, in order to secure enough contrast for proper visibility and brand recognition purpose.

Use the monochrome (single color) version for special reproduction, such as special ink and paint. The monochrome reverse is the main brand mark version in use for logo placement on colored backgrounds.

When production limitation exists and the use of a full color logo is not possible, the grayscale version is to be applied and not an automatic conversion.

Rarely, the use of bitmap (black and white) version is necessary. Example: fax transmissions, stamps and film exposure for special finishes such as foil blocking and embossing dyes.

Main Version

Reverse Main Version

Reverse Monochrome Version

Monochrome Version

Grayscale Version

Bitmap Version

1.5 Brand Mark Color Versions - Vertical

The preferred reproduction of GAMR Vertical brand mark is in its positive full color version on white background.

Alternatively, the logo may be reversed only out of GAMR dark purple background color from the brand primary palette, in order to secure enough contrast for proper visibility and brand recognition purpose.

Use the monochrome (single color) version for special reproduction, such as special ink and paint. The monochrome reverse is the main brand mark version in use for logo placement on colored backgrounds.

When production limitation exists and the use of a full color logo is not possible, the grayscale version is to be applied and not an automatic conversion.

Rarely, the use of bitmap (black and white) version is necessary. Example: fax transmissions, stamps and film exposure for special finishes such as foil blocking and embossing dyes.

Main Version

Reverse Main Version

Monochrome Version

Reverse Monochrome Version

Grayscale Version

Bitmap Version

1.6 Hierarchy

The brand mark represents GAMR as a signature, and therefore appears in every touch point with its audience. To manage this brand behaviour, follow here shown branding hierarchy:
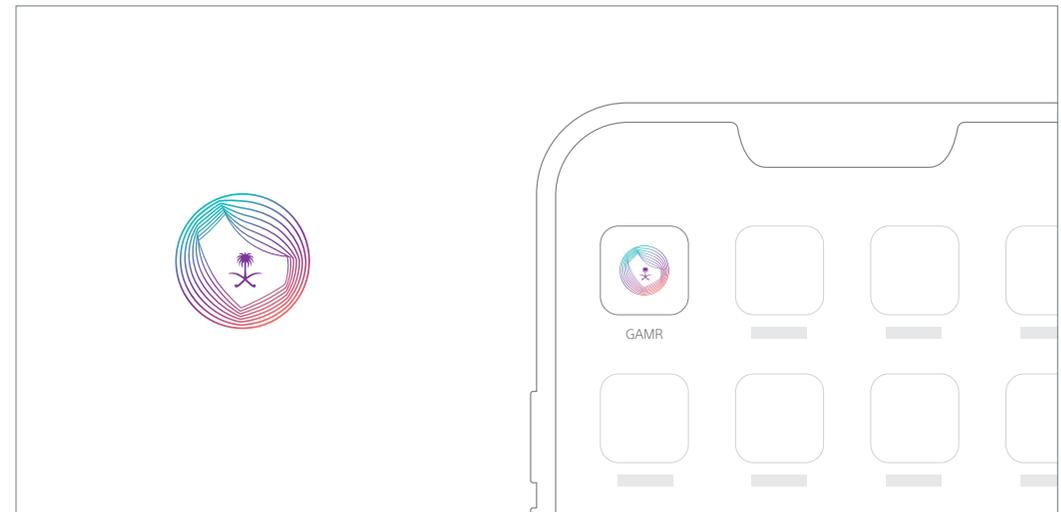
1st Rank Branding
This is the main form of branding, using the full brand mark for the master and sub-brands alike. It is used mainly in brand applications for recognition and communication purposes.

2nd Rank Branding
The brand symbol represents GAMR when an application does not allow the use of a full brand mark.
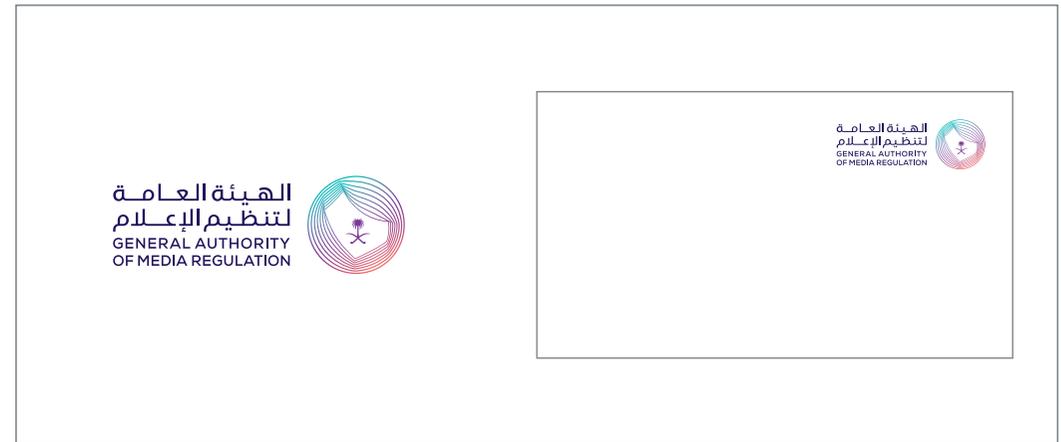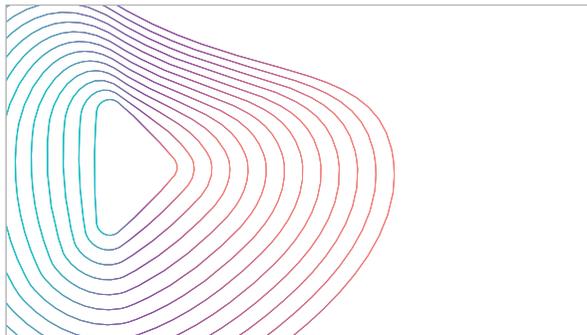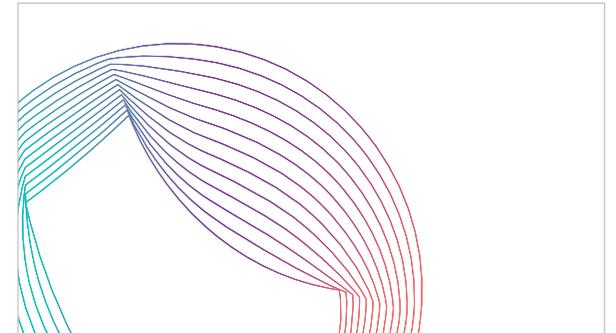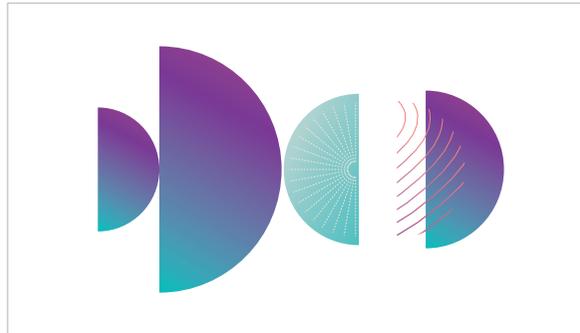

1st Rank Branding

2nd Rank Branding

1.7 Brand Graphics (White Background)

Our brand graphics expresses our visual identity. It will be used throughout the brand applications, creating a unified visual style for the entire brand.

It depicts our mission in a vibrancy and dynamic motion, it is a simplified and modern.

1.8 Brand Graphics (Dark Background)

Our brand graphics expresses our visual identity. It will be used throughout the brand applications, creating a unified visual style for the entire brand.

It depicts our mission in a vibrancy and dynamic motion, it is a simplified and modern.

1.9 Brand Graphics (Turquoise Background)

Our brand graphics expresses our visual identity. It will be used throughout the brand applications, creating a unified visual style for the entire brand.
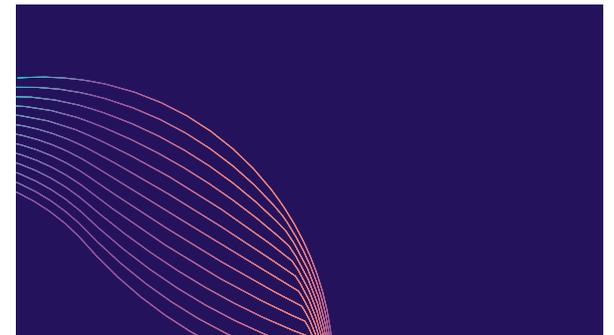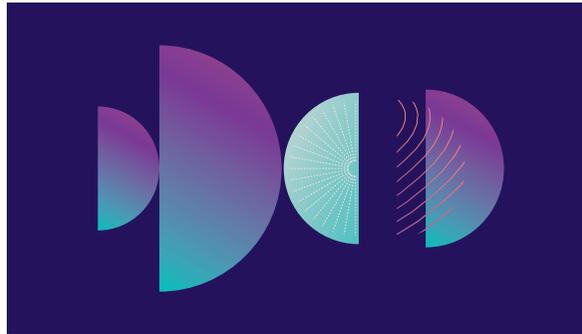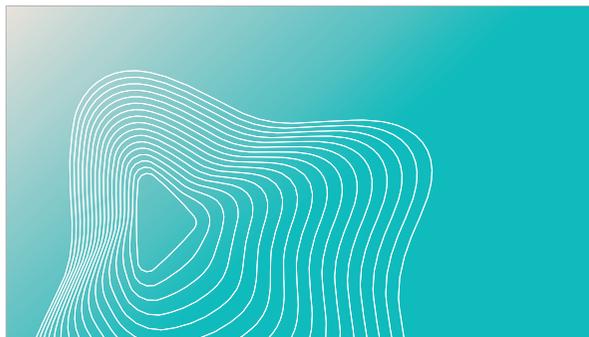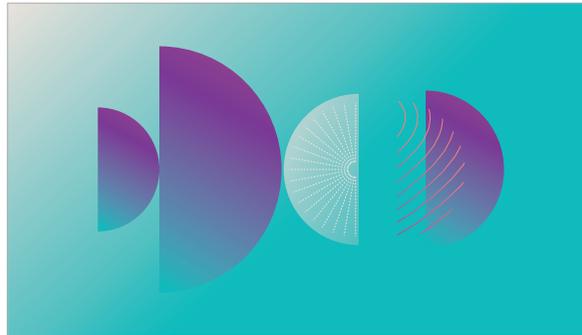
It depicts our mission in a vibrancy and dynamic motion, it is a simplified and modern.

2.0 Brand Colors

2.1 Primary Brand Colors

For consistent brand recognition, GAMR owns a set of primary colors that form the frontline signals with strong recall value. They are mainly presented in the brand mark and they appear first in the brand applications.

The brand uses process color reproduction - with CMYK values - in most brand applications and communication. For digital applications use the RGB and HEX values.

Use the full color brand mark unless a single color production is inevitable, such as sticker, paint reproductions, and micro size logo.

Do not use automatic conversion of CMYK values into spot or additive colors.

CMYK 95, 100, 10, 40
RGB 37, 21, 92
#25155c

75%

50%

25%

CMYK 73, 0, 30, 0
RGB 0, 186, 189
#00babd

75%

50%

25%

CMYK 0, 73, 50, 0
RGB 241, 107, 107
#f16b6b

75%

50%

25%

CMYK 63, 93, 0, 0
RGB 122, 57, 150
#7a3996

75%

50%

25%
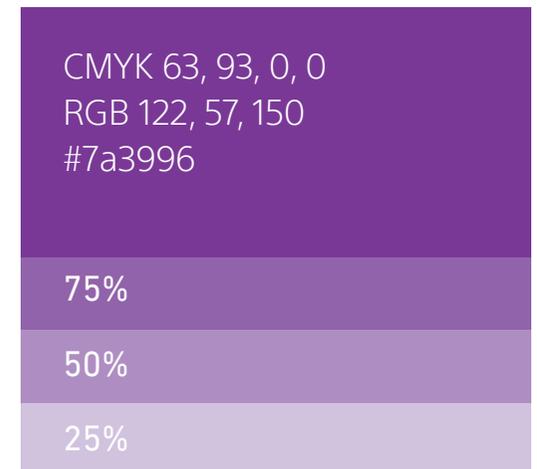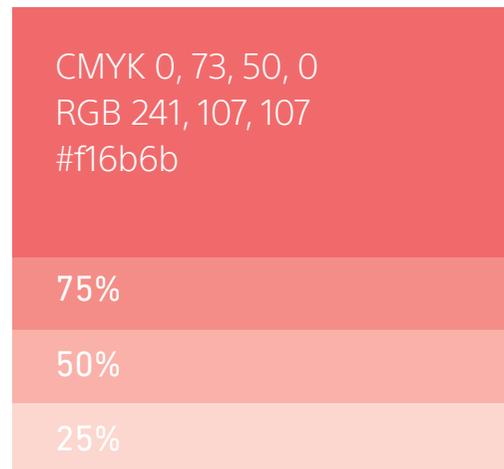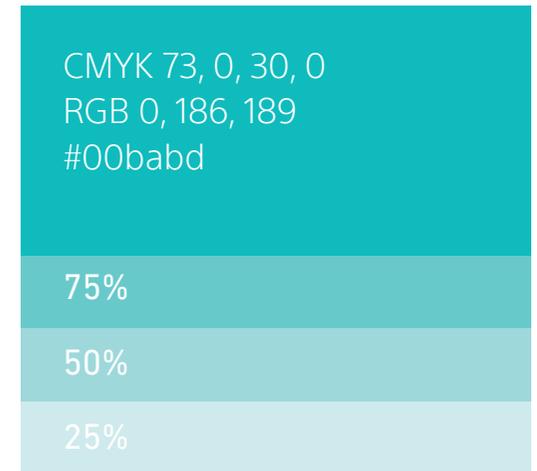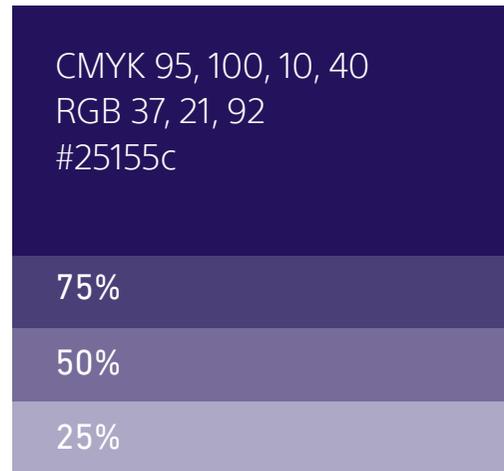
2.2 Secondary Brand Colors

GAMR uses a set of secondary colors to complement its color language to support the primary colors in expressing the brand personality. This palette creates a practical set of colors that cover all design needs, to communicate GAMR to a broad audience with a variety of messages.

To offer the GAMR a cohesive color language, opt always for using the full tone color for designing layouts. When you need to use brand color backgrounds for text or other graphic elements, you may use lighter tints from the color palette.

CMYK 4, 9, 10, 0
RGB 242, 229, 221
#f2e5dd

75%

50%

25%

CMYK 0, 38, 13, 0
RGB 255, 177, 186
#ffb1ba

75%

50%

25%

CMYK 70, 20, 0, 0
RGB 51, 163, 220
#33a3dc

75%

50%

25%

CMYK 51, 43, 44, 8
RGB 128, 128, 128
#808080

75%

50%

25%
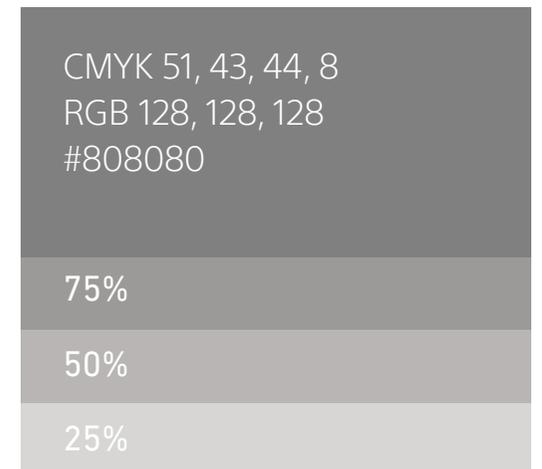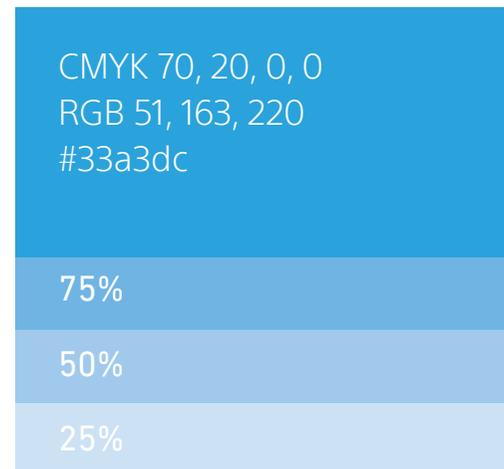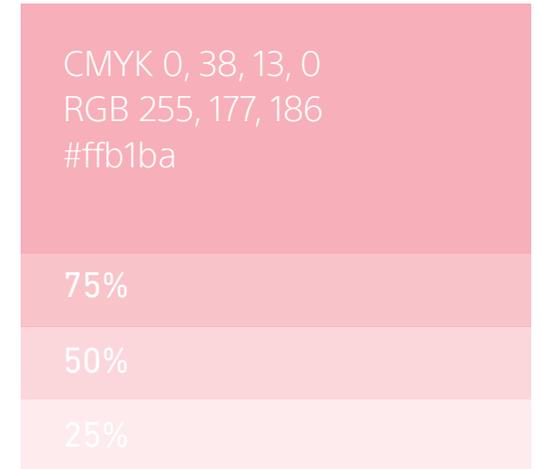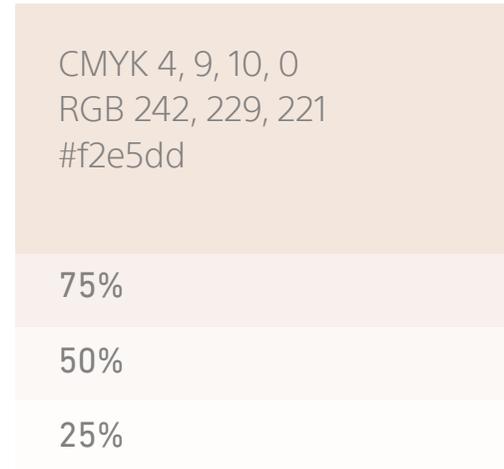
2.3 Color Combination

To design the right color message, use a relevant combination of brand colors.
The shown combinations are examples of different brand expressions by varying their color stress.

Dominant colors are the most apparent in layouts and are general mood setters.
They stress headings, titles, form background color or tone visual.

Subordinate colors support the dominant color, occupy less space or have less weight. The are used as graphic devices. Accents are fillers are normally used as background, for framing text, elements and imagery. Accents should be sparely applied.
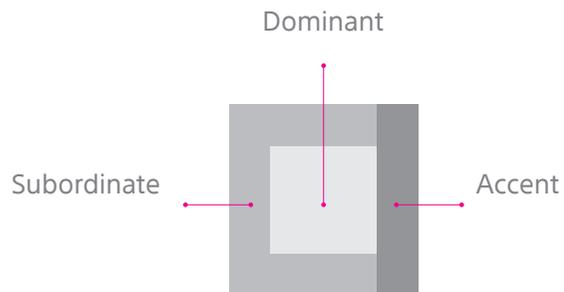
Master Combination

Support Combination

Dominant

Subordinate   Accent
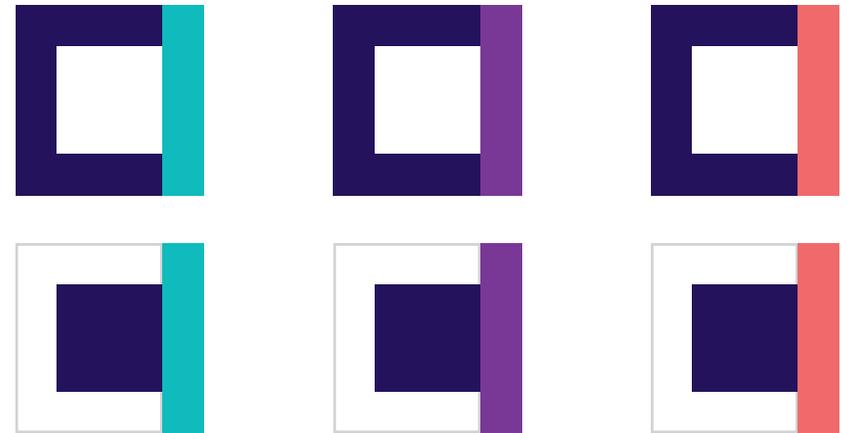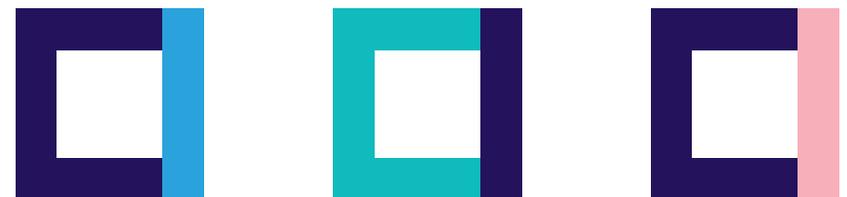
2.4 Color System Usage

A color tint is a mixture of a color ink and white in order to reduce its opacity and make it light and transparent.

GAMR color tints should only be used in support of primary and secondary colors as a way to extend these full tone colors for specific application needs, such as creating charts, graphs, video, web or user interfaces, and layout backgrounds in general.

Tints can be used to create layout hierarchy, separate color spaces, construct overlays and extend core colors. They can extend the range of primary and secondary colors, it is important though to be judicious when using the combination of colors: too many colors can create unwanted complexity in a design.

Tints should never be used independently from full tone colors of the brand palettes.

Tone

Tint   To

Tint   To

Tint

MAIN HEADLINE
SUB-HEADING

Paragraph Heading

Intro paragraph in Blind text accumsan et iusto praesent luptatum delenit augue ipsum duis dolore te feugat facilisiy feugiat.

Paragraph Heading

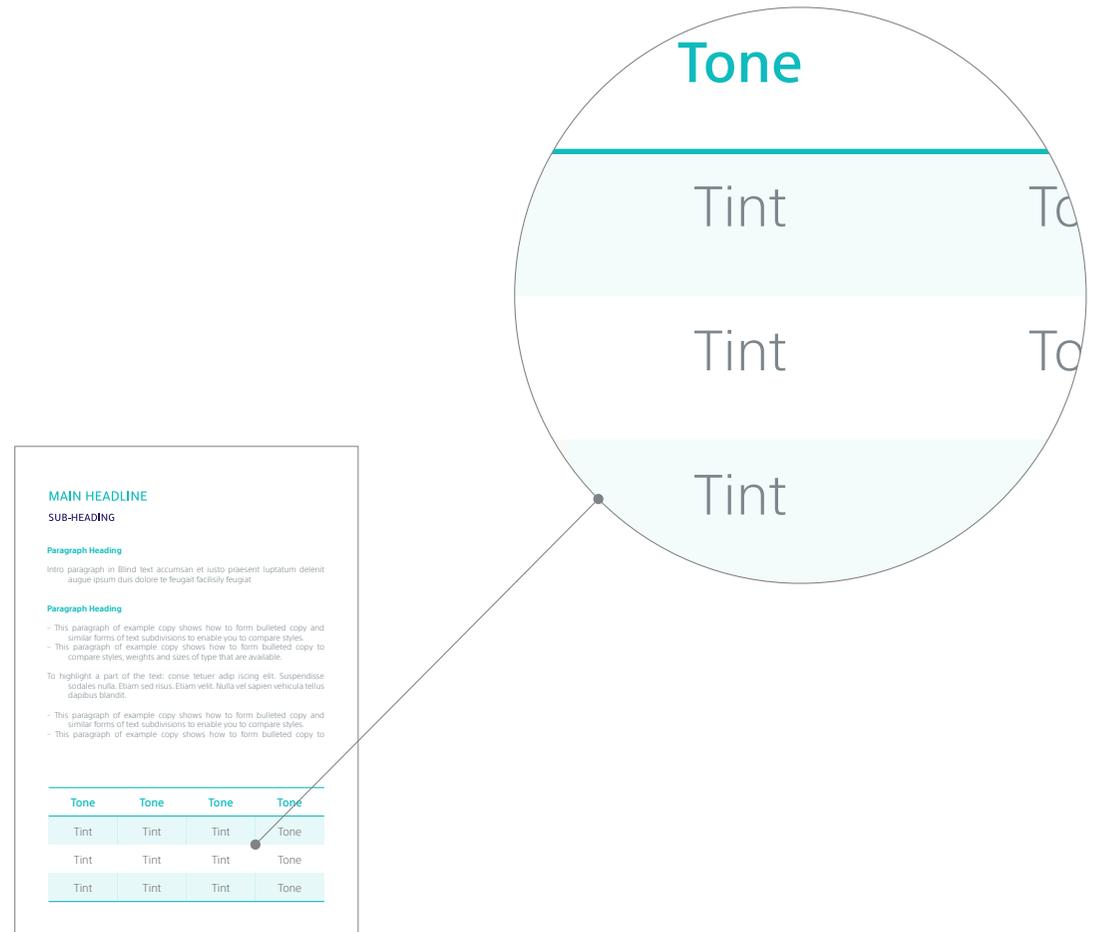– This paragraph of example copy shows how to form bulleted copy and similar forms of text subdivisions to enable you to compare styles.
– This paragraph of example copy shows how to form bulleted copy to compare styles, weights and sizes of type that are available.

To highlight a part of the text: conse tetuer adip iscing elit. Suspendisse sodales nulla. Etiam sed risus. Etiam velit. Nulla vel sapien vehicula tellus dapibus blandit.

– This paragraph of example copy shows how to form bulleted copy and similar forms of text subdivisions to enable you to compare styles.
– This paragraph of example copy shows how to form bulleted copy to

Tone	Tone	Tone	Tone
Tint	Tint	Tint	Tone
Tint	Tint	Tint	Tone
Tint	Tint	Tint	Tone

3.0 Brand Typography

3.1 Brand Typography

GAMR typefaces are intended for headings, sub-heading, naming, titles and main brand messages.
These hero fonts are used in all brand applications, communication, as well as corporate and legal material.

خط اس اس تي ارابيك
SST Arabic Family

SST Arabic Light

SST Arabic Roman

SST Arabic Medium

SST Arabic Bold

3.2 Typesetting Guide

For a coherent brand image, a set of family typefaces serves the brand in typesetting content information, body copy and contact details. The use of different weights allows flexibility and better readability.

Latin

Arabic

Body copy
Content text
Small text

> ABCDEFGHIJKLMNOPQRSTUVWXYZ
> abcdefghijklmnopqrstuvwxyz
> 0123456789!@#$%&-+=
>
> SST Arabic - 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
0123456789!@#$%&-+=

SST Arabic - Roman

Body copy
Content text
Small text

Sub-Heading
Captions
Featured text

> ABCDEFGHIJKLMNOPQRSTUVWXYZ
> abcdefghijklmnopqrstuvwxyz
> 0123456789!@#$%&-+=
>
> SST Arabic- Medium

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
0123456789!@#$%&-+=

SST Arabic - Medium

Sub-Heading
Captions
Featured text

Text highlight
Paragraph
heading
Fine Print

> ABCDEFGHIJKLMNOPQRSTUVWXYZ
> abcdefghijklmnopqrstuvwxyz
> 0123456789!@#$%&-+=
>
> SST Arabic - 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
0123456789!@#$%&-+=

SST Arabic - Bold

Text highlight
Paragraph
heading
Fine Print

4.0 Reproduction Guidelines

4.1 Clear Space - Main

To ensure prominence and legibility, the brand mark is always surrounded by a minimum area of clear space. The clear space remains free of other elements, such as type, graphics and imagery.

The minimum area of clear space is shown by the rectangular frame containing the brand mark. The construction of the rectangle is based on the height of the logo symbol. This forms the optimum clear space and may be increased wherever possible.

The rectangle itself is not visible and does not print.

20% X

50% X

50% X

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X

50% X

X

50% X

4.2 Clear Space - Horizontal B

To ensure prominence and legibility, the brand mark is always surrounded by a minimum area of clear space. The clear space remains free of other elements, such as type, graphics and imagery.

The minimum area of clear space is shown by the rectangular frame containing the brand mark. The construction of the rectangle is based on the height of the logo symbol. This forms the optimum clear space and may be increased wherever possible.

The rectangle itself is not visible and does not print.

4.3 Clear Space - Vertical

To ensure prominence and legibility, the brand mark is always surrounded by a minimum area of clear space. The clear space remains free of other elements, such as type, graphics and imagery.

The minimum area of clear space is shown by the rectangular frame containing the brand mark. The construction of the rectangle is based on the height of the logo symbol. This forms the optimum clear space and may be increased wherever possible.

The rectangle itself is not visible and does not print.

50% X

50% X

X

20% X

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50% X

50% X

4.4 Minimum Size

To ensure sufficient branding, apply the minimum size rule when placing the brand mark on any communication or advertising material. Size measurement is based on the width of GAMR brand mark

Brand identity applications reproduced the brand mark in an optimum size, please use the provided templates.

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25 mm

الـهـيئة الـعـامـة
لتنظيم الإعــلام
GENERAL AUTHORITY
OF MEDIA REGULATION

20 mm

الـهـيئة الـعـامـة لتنظيم الإعـلام
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30 mm

5 mm

4.5 Misuses

Shown in the figures are some
unacceptable uses of GAMR's brand
mark. The brand mark should always be
reproduced from the master artworks,
do not reconstruct the logo.

The brand mark should never be
altered, redrawn, recolored or
manipulated in any way. It is not
allowed to append more descriptors to
the logo, such as department names.

Please ensure that GAMR's brand mark
is used correctly at all times.

Do not distort the logo

Do not use alien colors

Do not alter the logo color

Do not reproduce with incorrect color values

Do not reproduce with low resolution

Do not outline the logo

Do not change component proportion

Do not remove any elements

Do not use shadow or stroke

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