



جائزة د. غازي القصيبي

DR. GHAZI AL GOSAIBI AWARD

BRAND
GUIDELINES
2021



**BRAND
IDENTITY**

BRAND IDENTITY

Our brand is the focus
From our visual identity.

It is the origin of our branding
They are recognized, and familiar sign

For our brand presence in
market.

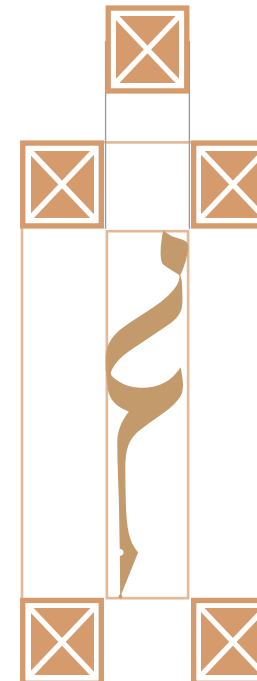
CLEAR SPACE

Our identity is an asset and we must protect it.
To do this we have established an area around it
into which no other design element must intrude.
We call this the clear space area.

BRANDMARK



SYMBOL



BRAND ASSETS COLORS VARIATIONS

REVERSED

To be used on all communication collateral where possible.

REVERSED

The reversed landmark is for use when our landmark is placed on a coloured background or image. We recommend placement on top of one of our background colours or images.

BRAND GUIDELINES

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BRANDMARK



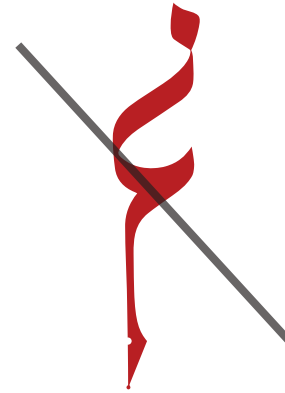
BRANDMARK



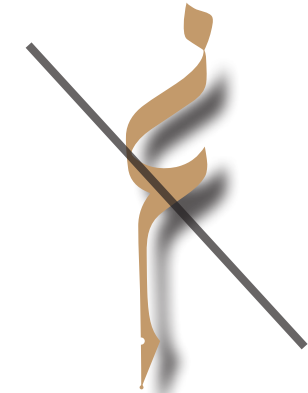
INCORRECT USAGE

Opposite are examples of incorrect use of our Brandmark.
These rules apply to all Brandmark elements.
Always use approved master artwork.
Never alter or recreate the logo.

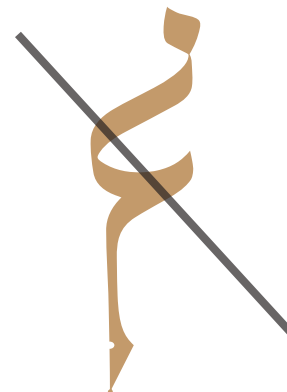
**DO NOT CHANGE
THE COLOUR**



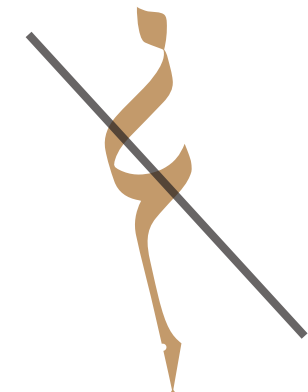
**DO NOT ADD ANY
EFFECTS**



**DO NOT ALTER THE
SCALE OF ELEMENTS**



**DO NOT ROTATE
(OTHER THAN 90°)**



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