SIDF Brand Guidline:
External use version

Our
Logo

Introduction

Our logo has been crafted to symbolize the idea of unity and to create a distinctive identity that reflects our position as the financial partner to the industry.

1 Wordmark
Our wordmark is dual language to reach the target audience smoothly.

2 Iconic Mark
The iconic mark projects the image of trust and partnership and is inspired by the handshake between us and our partners.

Wordmark   Iconic Mark

SIDF صندوق التنمية الصناعية السعودي

Our logo

Color Versions

There are four main color formats of SIDF logo:

1. Full-color
2. White-out
3. Solid black
4. Solid white

Each version has been created for a particular application or production process.
Please ensure that we choose the relevant version for your application.

The full-color and solid black versions should be used on a white or light-colored background, while the white-out versions should be used on a dark-colored background.

Please do not attempt to re-create the logo yourself.

Artwork files for the logo are provided by the marketing team.

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Logo with Imagery

In placing our logo on an image, always ensure there is a sufficient contrast for our logo to stand out.

The top row of images shown here has the correct versions of our logo placed on them.

The bottom row of images has the in-correct versions of our logo placed on them as there is insufficient contrast for our logo to be seen clearly.

Please do not attempt to re-create the logo yourself.

Artwork files for the logo are provided by the marketing team.

The solid-white version shall be used when the details of the logo are not clear and explicit. ✅

The full-color version shall be used when the details of the logo are clear and explicit. ✅

It is preferred to use the solid-white version with color gradients, instead of the full-colored one. ✅

The solid-white version shall be used when the details of the logo are not clear and explicit. ❌

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Logo Clearspace & Minimum Size

Clearspace
To ensure consistent prominence and legibility, the logo should always be surrounded by an area of clear space which remains free of other design elements, such as type and other elements.

The construction of the clear space area is based on the cap height of the letter "ي" referred to here as 'X2'.

Minimum Size
In print, the logo should not be smaller than the size detailed here (30mm). On-screen the minimum logotype size cannot be controlled as it is rendered differently across the different platforms and devices. In these situations, please take care to preserve legibility.

Positioning
When placing our logo always consider the clear space and allow extra space around it where possible.

X2

X2

X2

SIDF
صندوق التنمية الصناعية السعودي

Minimum Size

SIDF
صندوق التنمية الصناعية السعودي

30 mm

Logo Incorrect Usage

Our logotype should always be re-produced from the master artwork provided. It should never be altered, re-drawn, re-colored or manipulated in any way.

The examples on this page show what to avoid when using the logo:

1.

Do not disproportionately scale the logo.

2.

Do not rotate the logo.

3.

Do not re-color our logo.

4.

Do not apply a drop shadow.

5.

Do not alter the size or position of the elements.

6.

Do not surround with any other shapes.

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Colors

Color Palette

Color Balance

Color Palette

The color palette is considered a key element to creating SIDF's brand image.

Our color palette contains two primary color groups which are green and blue, and six secondary groups of brown, purple, violet, yellow, pink, and orange, and two neutral color groups of white and grey.

Each of the four color palettes includes a lighter and darker gradient. By being consistent, our color palette will become an essential tool in building a remarkable and recognizable brand.

In case we need more colors, there are specific color shifts for each primary and grey color that can be used to expand our color palette.

To create visual interest and help structure information hierarchies, make sure you balance colors.

Any of the ten colors can be used for communication designs, such as a front cover, or a brochure. Always make sure there is sufficient contrast between the chosen color combination, the logo and rest of the elements.
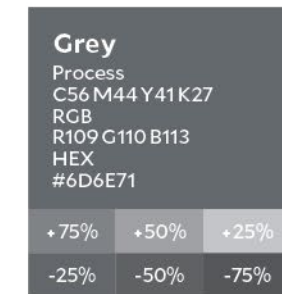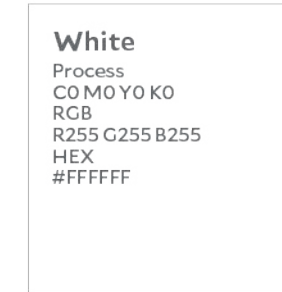
Primary colors

Green
Process
C67 M7 Y98 K0
RGB
R114 G166 B17
HEX
#72A647

| +75% | +50% | +25% |
| -25% | -50% | -75% |

Blue
Process
C82 M38 Y11 K1
RGB
R60 G129 B179
HEX
#3C81B3

| +75% | +50% | +25% |
| -25% | -50% | -75% |

Secondary colors

Brown
Process
C21 M52 Y98 K11
RGB
R180 G126 B49
HEX
#B47E31

| +75% | +50% | +25% |
| -25% | -50% | -75% |

Purple
Process
C75 M63 Y0 K0
RGB
R88 G101 B166
HEX
#5865A6

| +75% | +50% | +25% |
| -25% | -50% | -75% |

Pink
Process
C17 M96 Y43 K7
RGB
R179 G53 B89
HEX
#B33559

| +75% | +50% | +25% |
| -25% | -50% | -75% |

Violet
Process
C40 M74 Y0 K0
RGB
R158 G96 B156
HEX
#9E609C

| +75% | +50% | +25% |
| -25% | -50% | -75% |

Yellow
Process
C16 M7 Y100 K0
RGB
R225 G211 B60
HEX
#E1D33C

| +75% | +50% | +25% |
| -25% | -50% | -75% |

Orange
Process
C2 M43 Y100 K0
RGB
R232 G163 B52
HEX
#E8A334

| +75% | +50% | +25% |
| -25% | -50% | -75% |

Neutral colors

White
Process
C0 M0 Y0 K0
RGB
R255 G255 B255
HEX
#FFFFFF

Grey
Process
C56 M44 Y41 K27
RGB
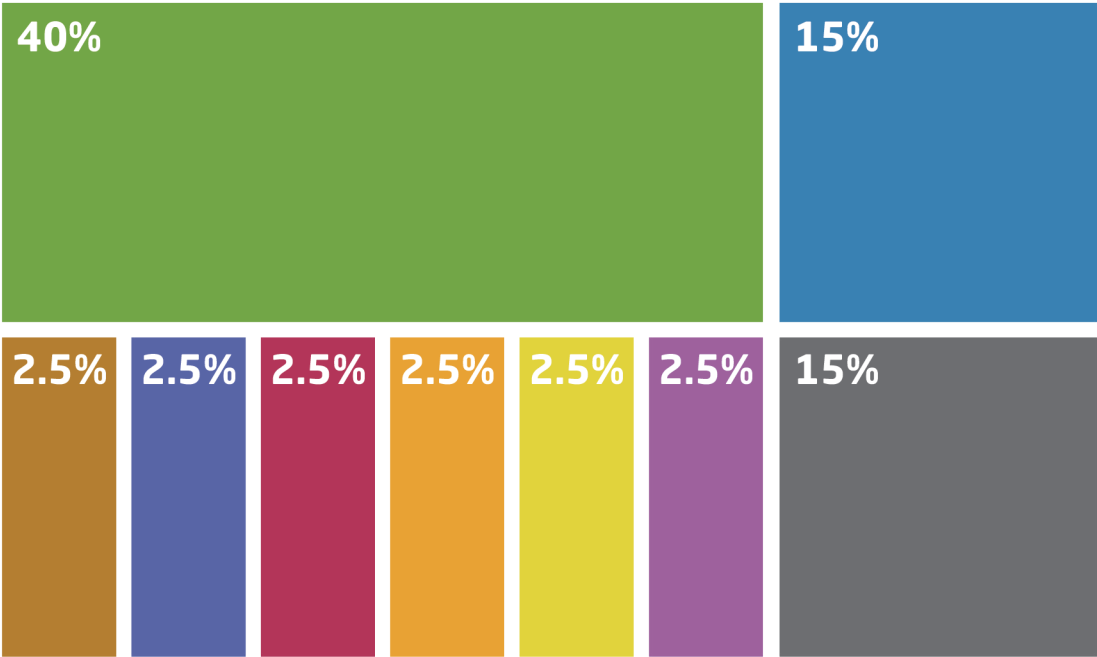R109 G110 B113
HEX
#6D6E71

| +75% | +50% | +25% |
| -25% | -50% | -75% |

Color Balance

The figure below demonstrates the proportion of colors used in the designs, as they are divided into primary, secondary and neutral colors, provided that all SIDF's outputs are subject to this rule.

| 40% | | | | | | 15% |

| 2.5% | 2.5% | 2.5% | 2.5% | 2.5% | 2.5% | 15% |

Typography

Primary Typeface

System Typeface

Primary Typeface

We have a single primary typeface for both Latin and Arabic letter, i.e., **Sarmady**. It is a simple and contemporary typeface that also reflects the Arabic calligraphy features, eventually yielding a complementary identity. All the typeface weights may be used for the SIDF's designs.

Our primary font shall align with all our print fonts, as it is easy to read and works well with different sizes ranging from large headings, main texts, and even annotations.

The font is not available since this would be a breach of the font license agreements, so the font must be purchased, licensed, and downloaded as required.

أبجدهوز

لوريم إيبسـوم(Lorem Ipsum) هو ببساطة نص شكلي (بمعنى أن الغاية هي الشكل وليس المحتوى) ويُستخدم في صناعات المطابع ودور النشـر. كان لوريم إيبسـوم ولايزال المعيار للنص الشكلي منذ القرن الخامس عشر عندما قامت مطبعة مجهولة برص مجموعة من الأحرف بشكل عشوائي أخذتها من نص، لتكوّن كتيّب بمثابة دليل أو مرجع شكلي لهذه الأحرف.

AaBbCc

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Font Name

Sarmady

Font Style

Light Regular Medium Bold Black Ultra

System Typeface

In some cases, it is not possible to use our primary typeface. For example, when preparing a PowerPoint presentation. In these cases, we recommend using Helvetica Neue LT Arabic system typeface for English and Arabic.

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AaBbCc

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Font Name

Helvetica Neue LT Arabic

Font Style

45 Light 55 Roman 75 Bold

For the full version, please contact us on:
Branding@sidf.gov.sa