November 2014

King Saud University
Brand Identity Guidelines

Version 2.0

Contents

Note:
To use or own third-party material,
you must purchase rights separately.

1.0   **Building our brand**

The King Saud University's refreshed identity supports our goal to be recognized as a global leader in our industry. Backed by an organization at the forefront of education and research, we are committed to 'pushing the boundaries' in the creation of a world-class university.

The hallmark of a world-class brand is consistency and clarity. In the pages that follow, we explain the strategic thinking for how we position The King Saud University and introduce its new visual identity.

**1.1
Our Vision**

Our 2030 vision is to be a world-class university and a leader in building the knowledge society

**1.2
Our Promise**

Our Promise represents the very essence of what we do, what we stand for and why it's relevant to people.

Pushing the Boundaries

At King Saud University we never settle for average education. We challenge the status quo and challenge ourselves. We are at our best when we are pushing the boundaries of what we do.

We strive to offer a truly distinctive educational experience, produce cutting edge creative research, serve society and contribute in building the knowledge economy and community. Powerful progress continues to be made in new ways of learning, creative thinking environments, use of technology, facilities and international partnerships.

Our endeavors are creating a world-class university, at the forefront of education and research; where students and faculties can feel the future.

1.3
Our Voice

Our Voice is the distinctive tone, manner and style in which we communicate both visually and verbally.

It provides criteria against which all communications should be measured.

Pioneering
Our communications open up new areas of thought. We are original, distinctive and fresh. We do not appear different for the sake of it.

Clear
Our communications are simple and straightforward. We avoid clutter and complexity.

Sure-footed
Our communications are unambiguous, powerful and consistent. Sure-footed is not about being slow and staid.

Graceful
All our communications are beautifully elegant, simple and well-designed. We do not follow others.

**1.4
Our Values**

Our Values are the
principles that guide and
govern our behavior so
we can consistently deliver
on our promise.

Excellence
Teamwork
Freedom of enquiry
Fairness
Transparency
Lifelong learning

2.0   **Our Identity**

The following pages introduce the basic identity elements of the King Saud University brand.

If used consistently and seamlessly across our brand communications, we can we build recognition and distinctiveness in the market—supporting our vision to become a world-class university and leader in building a knowledge society.

2.1
Our Identity

Logo

Our logo comprises three primary elements: the KSU typography, the KSU shield and the KSU holding shape—a rectangle with a rounded bottom right corner. Collectively, these are referred to as the KSU logo.

KSU logo

2.2
Our Identity

Logo variations

Designed to be implemented across a broad range of media, our logo works best in color against white or light colored backgrounds. The full color version of the KSU logo is the preferred version and should be used wherever possible.

In exceptional circumstances or in those situations where good quality reproduction cannot be guaranteed or where specialist finishing techniques are employed, a black and a white version of the logo may be used. The shield element can be used alongside the main logo in situations where it is important to highlight the university's heritage and prestige. For examples of this please refer to page 17.

Note: Always use the electronic artwork provided—never attempt to redraw or recreate the KSU logo.

KSU full color logo

KSU shield

Full color logo (preferred version)

Full color logo (preferred version). For use on photographic and light colored backgrounds.

Black logo (exceptional use)

Black and white logo. For use in those instances in which full color printing is not available or where poor print quality may affect the integrity of the KSU logo.

White logo (exceptional use)

White logo. For use on dark photographic and dark colored backgrounds where full color printing is not available.

2.3
Our Identity

Area of isolation
and minimum size

The KSU logo should always be surrounded by an area of clear space known as an 'area of isolation' to ensure no text, images or graphic elements overpower it. The area of isolation is calculated using an 'X' value, 'X' being equal to the distance between the typography and the shield.

The minimum area of isolation specified is equal to 1 'X' all around the KSU logo as demonstrated below. This is a minimum specification and should be increased wherever possible.

A minimum size at which the KSU logo may be reproduced has been determined to ensure the logo retains its integrity and legibility at small sizes. The minimum size for reproducing the logo in print has been specified at 40mm wide as demonstrated below. This is a minimum specification and should be increased wherever possible.

Note: Always use the electronic artwork provided—never attempt to redraw or recreate the KSU logo.

Area of isolation

'X' is equal to the distance between the typography and the KSU shield.

Minimum size

print (mm)

40mm

web (px)

140px

**2.4
Our identity**

The grid

For document layouts, we have developed a consistent yet flexible grid for placement of titles, sub titles and graphic elements to be used on all King Saud University communications.

The KSU grid is comprised of 3 main columns—each being equal to the width of the KSU logo. Gutters (internal margins) are based on an 'X' value , 'X' being equal to the space between the KSU typography and shield in the KSU logo.

Page margins are equal to the width of the shield in the KSU logo.
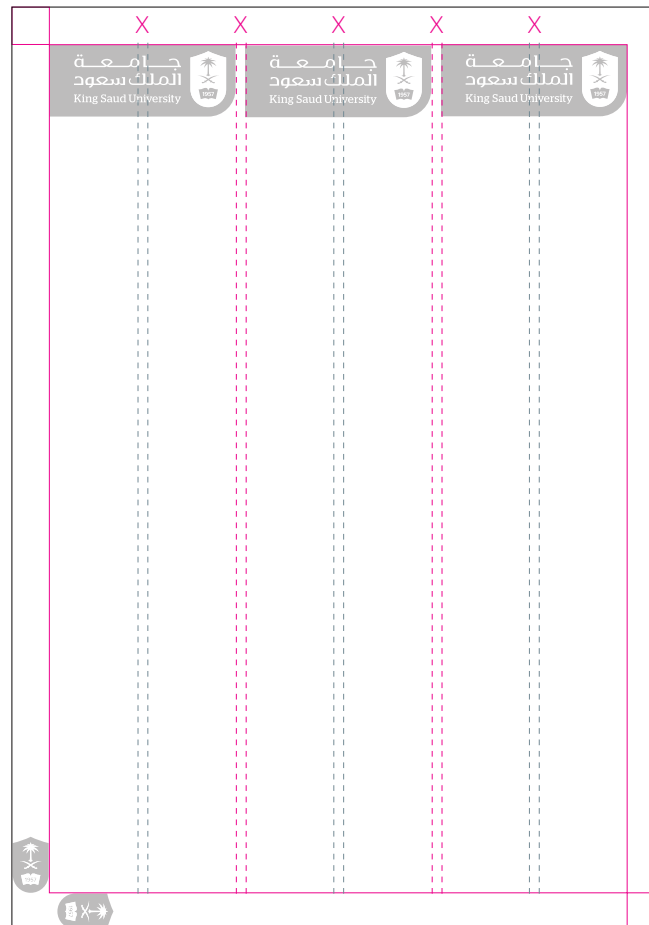
'X' is equal to the distance between the KSU typography and shield.

**2.5
Our identity**

Logo positioning

The KSU logo should only ever appear in one of two fixed positions on brand communications:

For stationery, literature and documentation—the logo should only ever appear in its fixed position at the top right hand corner of the given format.

For outdoor advertising applications—the logo should be used as a signature sign-off and appear in its fixed position at the bottom right hand corner of the given format.

The examples below demonstrate the construction of a standard A4 grid format with alternate KSU logo placements for alternate communications.

Stationery / literature / documentation
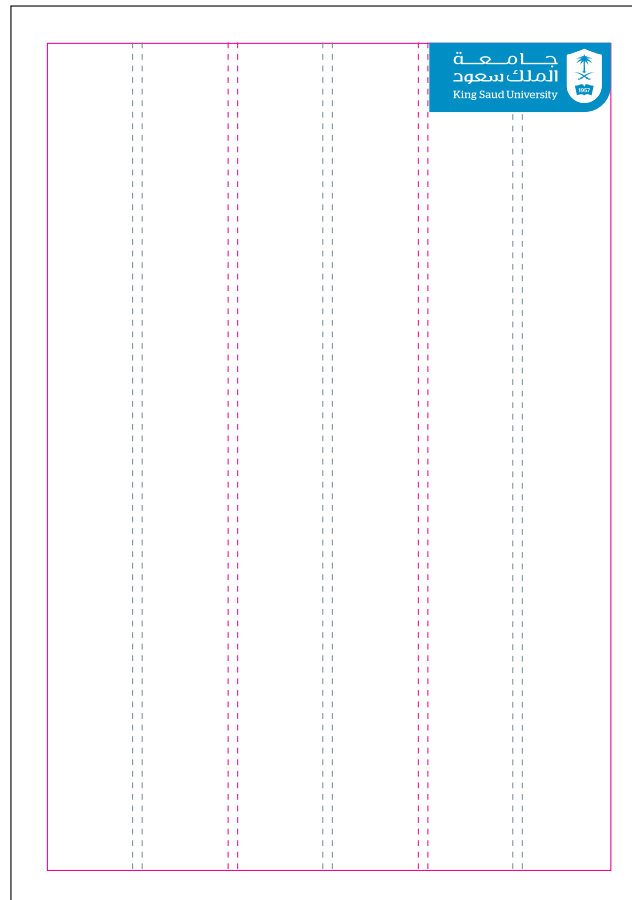
Outdoor advertising
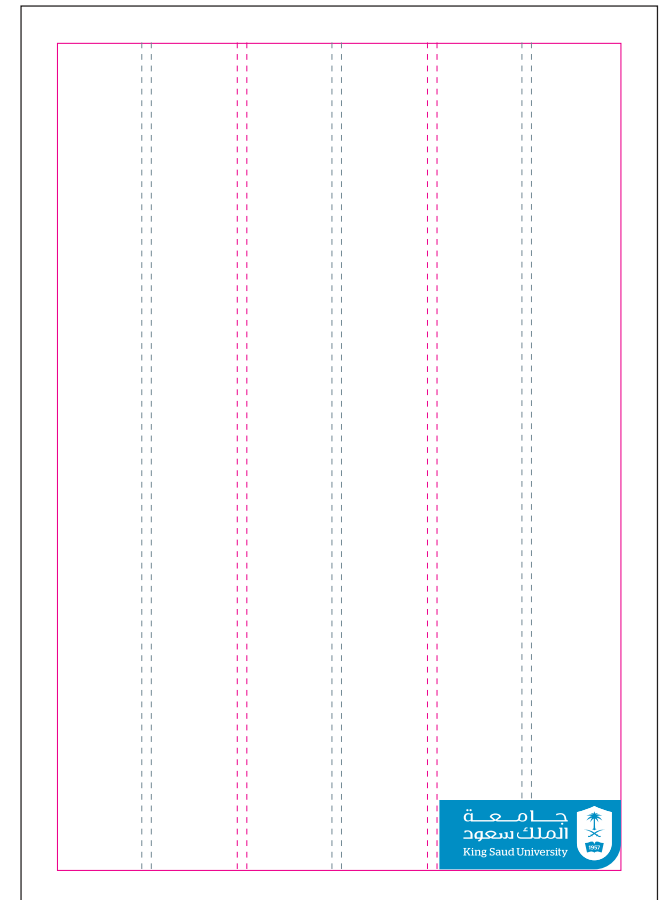
2.6
Our identity

Logo lockups
Colleges and
departments

College and departmental lockups should be 'stacked' beneath the logo as demonstrated below.

When using a college denomination, it is always locked up to a line graphic beneath the college name. Should a college department name also be required, it may only appear beneath the underline.

When using a department denomination only, it appears beneath the KSU logo without the line graphic.

The only exception to these rules is when the logo is being used as a sign off on outdoor advertising applications. In those cases the departmental names should appear in the body copy. See page 28 for example applications.

College and college
department lockup

جـــامـــعـــة
الملك سعود
King Saud University
1957

University

King Abdullah Institute for Consulting & Research Studies

College

Line graphic

Administration of Offices of Experience

Department

University department lockup

جـــامـــعـــة
الملك سعود
King Saud University
1957

University

Rector's Office

Department

**2.7
Our identity**

**Secondary level
information**

Secondary level information such as document titles or contact information, may be aligned horizontally with the KSU logo. Placement of secondary level information on the KSU grid is demonstrated below. Key principles include:

The KSU logo should be placed in its fixed position occupying one third of the given format with secondary level information occupying the remaining two thirds as demonstrated below.

Placement of secondary level information

**Prospectus
2012—2013**

جــــامــــعــة
الملك سعود
King Saud University

Y   Y   Y
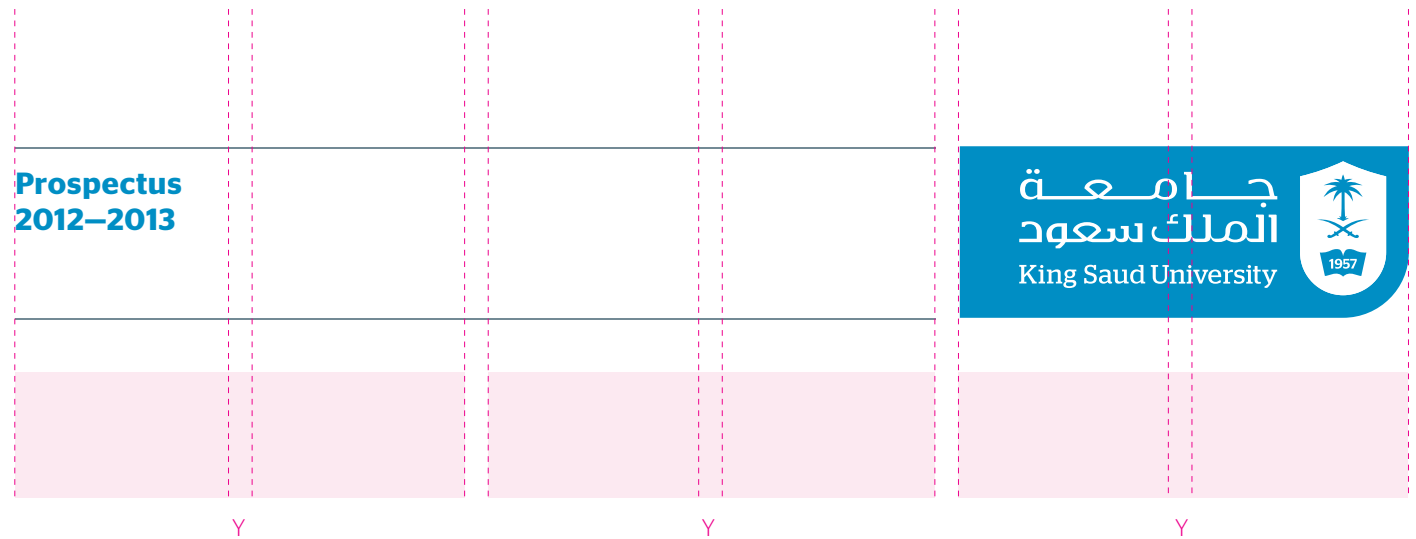
2.8
Our identity

Support graphics

For documentation and collateral including literature, the KSU shield may appear as a support graphic in the bottom right hand corner of the given format as demonstrated below. In these instances, always ensure the KSU shield is the same width as the KSU logo.

On advertising formats, the shape of the KSU shield may be used as a holding device for messaging. In these instances, the KSU shield should appear as a support graphic occupying two thirds of the given format and appear top left as demonstrated below.
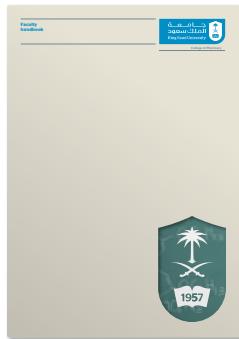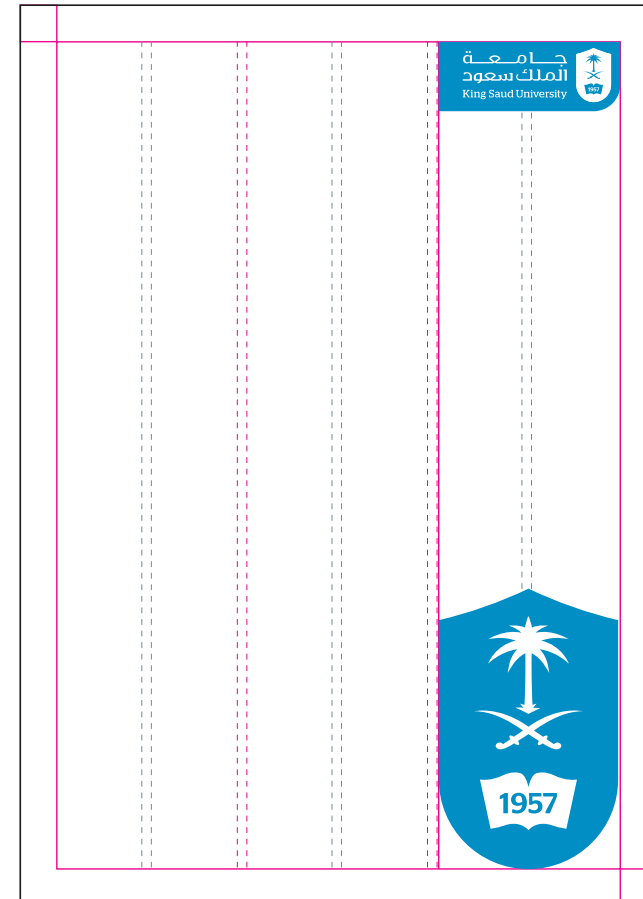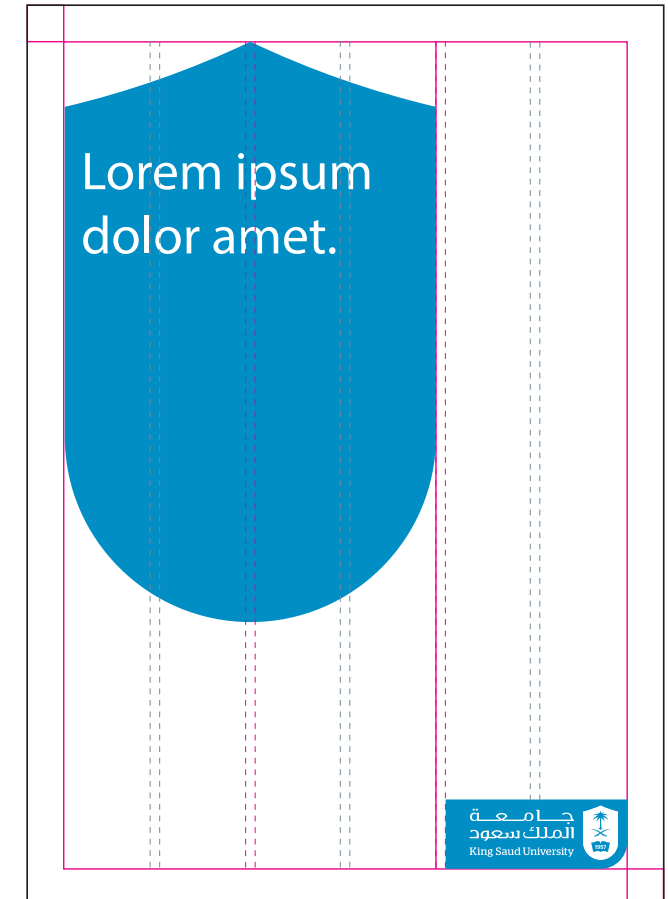
Example application. For usage guidelines see pages 26—27

Arriving is just the beginning.

Example application. For usage guidelines see page 28

Document layout

Advertising

Lorem ipsum dolor amet.

**2.9
Our identity**

Common mistakes

The examples below demonstrate the more common mistakes made when implementing the KSU logo and should be avoided at all cost.

Before considering the design of any application of using the KSU identity elements, please ensure that you have fully consulted the guidelines. If in doubt, please contact the Brand Marketing Team, details of which can be found on page 34 of this document.

Do not switch the primary language.

Do not change the orientation of the logo.

Do not remove the logo and logotype from the holding device.

Do not use any colors not specified on the logo variations page (p10).

Do not typeset any element of the logo in a different font.

Do not change the size relationships or spacing in the logo.

Do not add effects to the logo.

Do not use the holding device as a window for imagery.

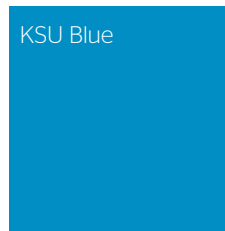Do not place the logo on a colored background.
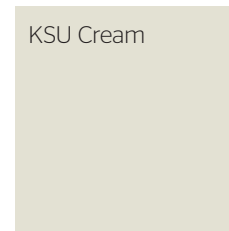
**2.10
Our Identity**

Color palette

Fresh, bright and bold—our primary color palette—KSU Blue and KSU Cream have been specifically selected to reflect our pioneering attitude and the originality associated with the King Saud University.

To ensure creative flexibility, the KSU secondary colors— KSU Grey and KSU Black may be used as tints in 10% increments to create visual interest and to help structure informational hierarchies.

Primary colors

KSU Blue

KSU Cream

Secondary colors

KSU Grey

Black
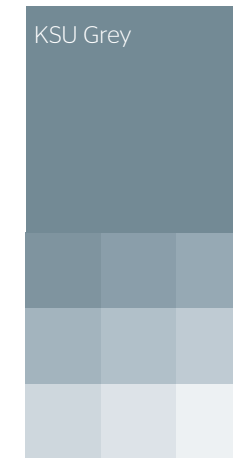
C 100 M 25 Y 10 K 0	C 10 M 8 Y 16 K 0		C 20 M 0 Y 0 K 50	C 0 M 0 Y 0 K 100
R 0 G 141 B 195	R 227 G 224 B 210		R 116 G 137 B 149	R 0 G 0 B 0
HEX #008DC3	HEX #E3E0D2		HEX #748995	HEX #000000
PMS 640c	PMS 9143c		PMS 7544c	PMS Process Black c
RAL 5015	RAL 1013		RAL 7000	RAL 9017

**2.11
Our Identity**

Typography
Print (English)

Our approved English print typeface for KSU communications is Stag Sans, a simple, professional and modern font. It may be used in the following weights and styles to facilitate clear signposting and to create visual interest.

Four weights of Stag Sans are permitted for use in English based print communications: Stag Sans Light, Stag Sans Book, Stag Sans Medium and Stag Sans SemiBold.

When setting titles, subtitles and body copy, black should be used on white or light colored backgrounds, with text reversed out white on dark backgrounds.

Stag Sans

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£%^&*(){}

abc123

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£%^&*(){}

abc123

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£%^&*(){}

abc123

Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£%^&*(){}

abc123

Note:
To use or own third-party fonts,
you must purchase rights separately.

2.11
Our Identity

Typography
Digital (English)

For digital applications—Arial—a standard system font has been selected as the default typeface. Typical usage examples include text setting in PowerPoint presentations or where dynamic content is required such as HTML text setting in websites and intranets.

Both Arial Regular and Arial Bold are permitted for use in English based digital applications.

When setting titles, subtitles and body copy, black should be used on white or light colored backgrounds, with text reversed out white on dark backgrounds.

Arial

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£%^&*(){}

abc123

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£%^&*(){}

abc123

Note:
To use or own third-party fonts,
you must purchase rights separately.

**2.11
Our Identity**

**Typography
Print (Arabic)**

Our approved Arabic print typeface for KSU communications is GE Dinar One, a simple, professional and modern font. It may be used in the following weights and styles to facilitate clear signposting and to create visual interest.

Both GE Dinar One Light and GE Dinar One Medium are permitted in Arabic based print applications.

When setting titles, subtitles and body copy, black should be used on white or light colored backgrounds, with text reversed out white on dark backgrounds.

GE Dinar One

فاتح

ا 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

ا 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

أ ب ج ٣٢١

{}()٭&^٪£٭!٩٨٧٦٥٤٣٢١

متوسط

ا 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

ا 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

أ ب ج ٣٢١

{}()٭&^٪£٭!٩٨٧٦٥٤٣٢١

Note:
To use or own third-party fonts,
you must purchase rights separately.

2.11
Our Identity

Typography
Digital (Arabic)

For digital applications—Arabic Transparent—a standard system font has been selected as the default typeface. Typical usage examples include text setting in PowerPoint presentations or where dynamic content is required such as HTML text setting in websites and intranets.

Both Arabic Transparent Regular and Arabic Transparent Bold are permitted for use in Arabic based digital applications.

When setting titles, subtitles and body copy, black should be used on white or light colored backgrounds, with text reversed out white on dark backgrounds.

Arabic Transparent

عادي

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

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

أ ب ج ٣٢١

{}()*&^%£@!٠٩٨٧٦٥٤٣٢١

عريض

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

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

أ ب ج ٣٢١

{}()*&^%£@!٠٩٨٧٦٥٤٣٢١

Note:
To use or own third-party fonts,
you must purchase rights separately.
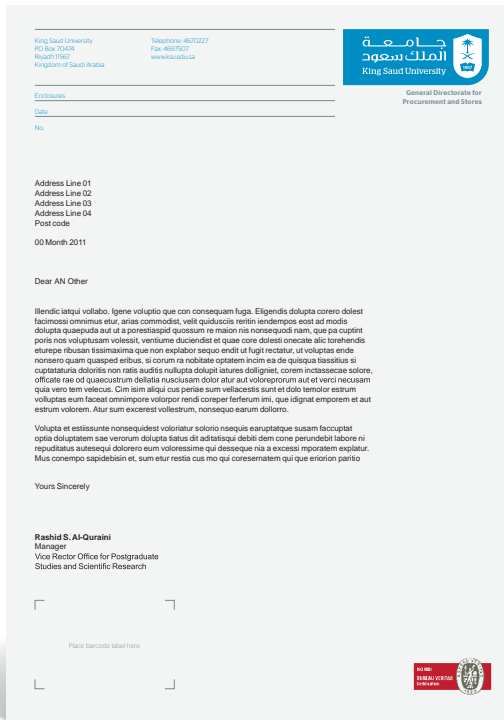
3.0   **Applications**

Our design components—our logo, colors, typography and graphics—have been carefully crafted to bring The King Saud Universtiy brand to life. The schematic applications on the following pages—from stationery to brochures, from advertising to way-finding —demonstrate the effectiveness of these components in action.
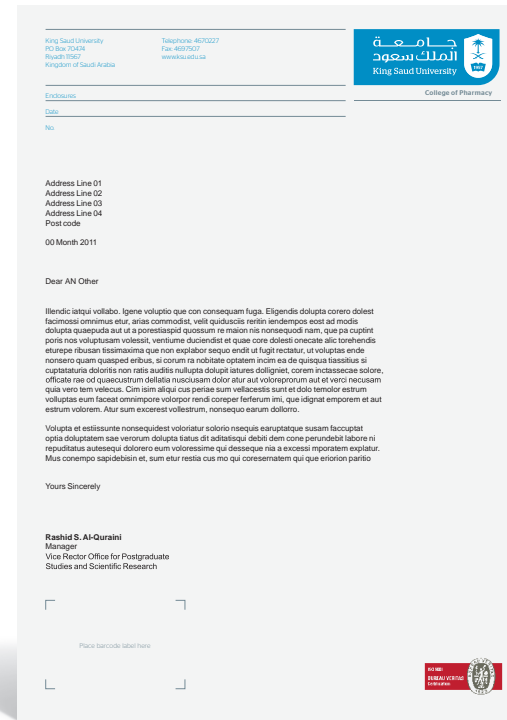
3.1
Applications

Stationery
Letterhead

Letterheads examples are shown below.
There are three distinct tiers of letterhead template.
A department within the university (A), a college within
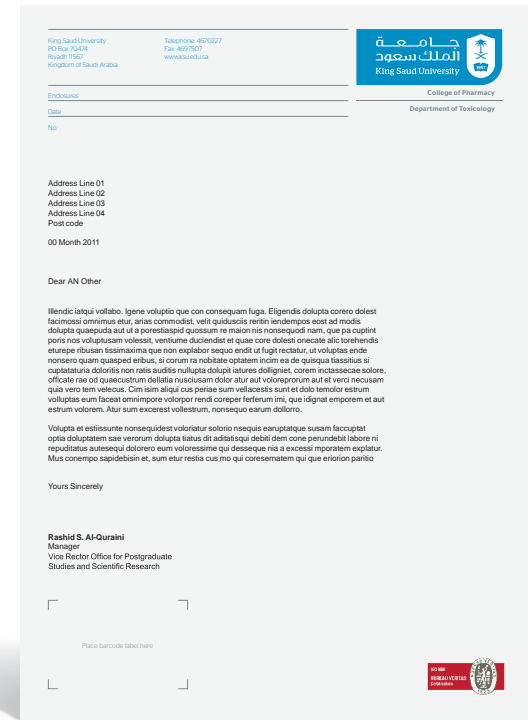the university (B) and a department within the college (C).

Note: certification bar code labels will always appear on
the lower left corner of the letterhead, as shown below.

A

B

C

3.1
Applications

Stationery
Business Cards

Business cards examples are shown below.
There are three distinct tiers of business card template.
A department within the university (A), a college within
the university (B) and a department within the college (C).

A

B

C

**3.1
Applications**

**Stationery
Arabic**

Letterheads and business card examples are shown below. The letterhead uses the King Saud University grid and both departmental and information lockups.

Note: certification bar code labels will always appear on the lower left corner of the letterhead, as shown below.

3.2
Applications

Prospectus

The example below demonstrates a typical prospectus design incorporating a slip case cover to house the document. Note the use of the KSU shield as an embossed secondary graphic device.

Note:
To use or own third-party photography, you must purchase rights separately.

3.3
Applications

Brochures

The examples below demonstrate the effectiveness of KSU identity elements on collateral materials such as brochure covers. The title lockup has been adjusted to fit with the departmental lockup in this case. Use this arrangement when there is only one tier of information in each division.

Designs of internal spreads demonstrate the flexibility of the KSU grid allowing for a range of visually interesting layouts.

Note:
To use or own third-party photography, you must purchase rights separately.

**3.4
Applications**

Adshells

The examples below demonstrate usage of the KSU identity elements on outdoor advertising.

Note: In the case of college communications—due restricted space and low visibility beneath the KSU logo—in instances where the standard lockup is being implemented, department information may be placed within the support graphic (shield) as a sign off to the main content.
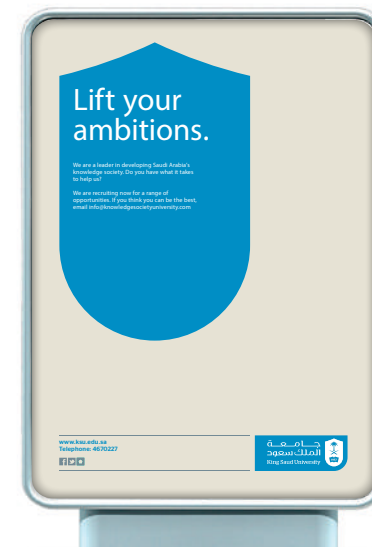
University communication

College communication

University communication

College communication

Note:
To use or own third-party photography, you must purchase rights separately.

**3.5
Applications**

Wayfinding

The examples below demonstrate principles for wayfinding applications.

Guiding principles include:
– Directional information panels (shown in KSU grey) should be equal to the width of the KSU logo
– A minimum of three directional panels should be used aligned to the top of the KSU logo. If more are required, they should be stacked as per the example below left

Signage may further 'wrap' around corners where required as demonstrated below.
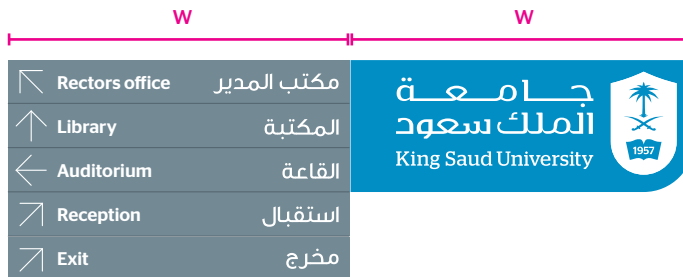
**3.6
Applications**

Signage

Exterior signage follows the same principles as that for interior wayfinding. In those instances in which exterior signage is required to 'wrap' around fascia elements, always ensure the individual components are equal in height as demonstrated below.

The same principle applies for exterior signage applications that appear on a single flat surface. In all instances, the King Saud University identity standards must be adhered to for final implementation.

3.7
Applications

Website

The examples below demonstrate the creative flexibility when implementing the King Saud University identity elements in websites, intranets and other digital communications.

In instances in which a more 'calm' and 'elegant' aesthetic is required, KSU Cream may be used as the dominant background color. Where a more energetic, vibrant aesthetic is required, textural colored photographic backgrounds may be implemented.

In all instances, always ensure maximum legibilty between text and imagery is maintained.

Note:
To use or own third-party photography, you must purchase rights separately.

4.0

Art assets

When implementing the King Saud University identity, always use the electronic logo artwork provided.

The following pages document the King Saud University Logotype Artworks—available for both print and digital implementation.

4.1
Art assets

Logo artwork files and nomenclature

This page details the nomenclature for all KSU electronic logo files (artwork) and available versions.

For print, use either the CMYK.eps or, for spot color printing, use PMS.eps. For screen, use either the RGB.ai or RGB.png.

Note: Always use the electronic artwork provided— never attempt to redraw or recreate the KSU logos.

KSU–MasterLogo–Color–RGB.ai

Description
Color
Reproduction
File Format

For print:
KSU_MasterLogo_Color_CMYK.eps
KSU_MasterLogo_Color_PMS.eps

For screen:
KSU_MasterLogo_Color_RGB.ai
KSU_MasterLogo_Color_RGB.png

For print:
KSU_ShieldLogo_Color_CMYK.eps
KSU_ShieldLogo_Color_PMS.eps

For screen:
KSU_ShieldLogo_Color_RGB.ai
KSU_ShieldLogo_Color_RGB.png

For print:
KSU_MasterLogo_Black_CMYK.eps

For screen:
KSU_MasterLogo_Black_RGB.ai
KSU_MasterLogo_Black_RGB.png

For print:
KSU_ShieldLogo_Black_CMYK.eps

For screen:
KSU_ShieldLogo_Black_RGB.ai
KSU_ShieldLogo_Black_RGB.png

For print:
KSU_MasterLogo_White_CMYK.eps

For screen:
KSU_MasterLogo_White_RGB.ai
KSU_MasterLogo_White_RGB.png

For print:
KSU_ShieldLogo_White_CMYK.eps

For screen:
KSU_ShieldLogo_White_RGB.ai
KSU_ShieldLogo_White_RGB.png

5.0

Contact

For more information or guidance on how to use these guidelines,
please contact:

Brand Marketing Team
brand@kingsaudiuniversity.com ?????