

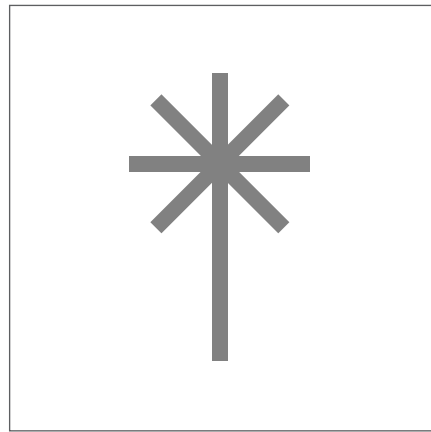


Brand Guidelines

Logotype

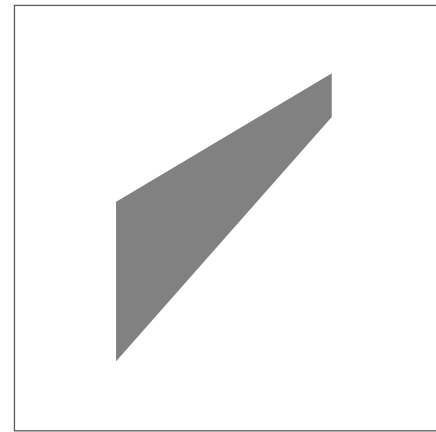


Logo Illustration



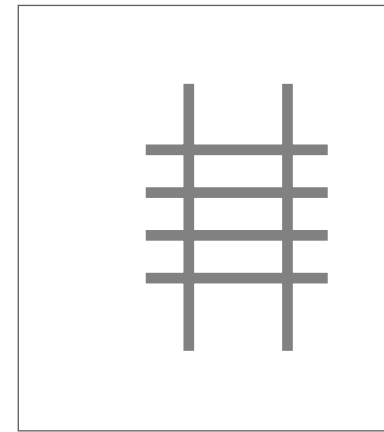
Saudi Arabia icon

+



Airplane wing

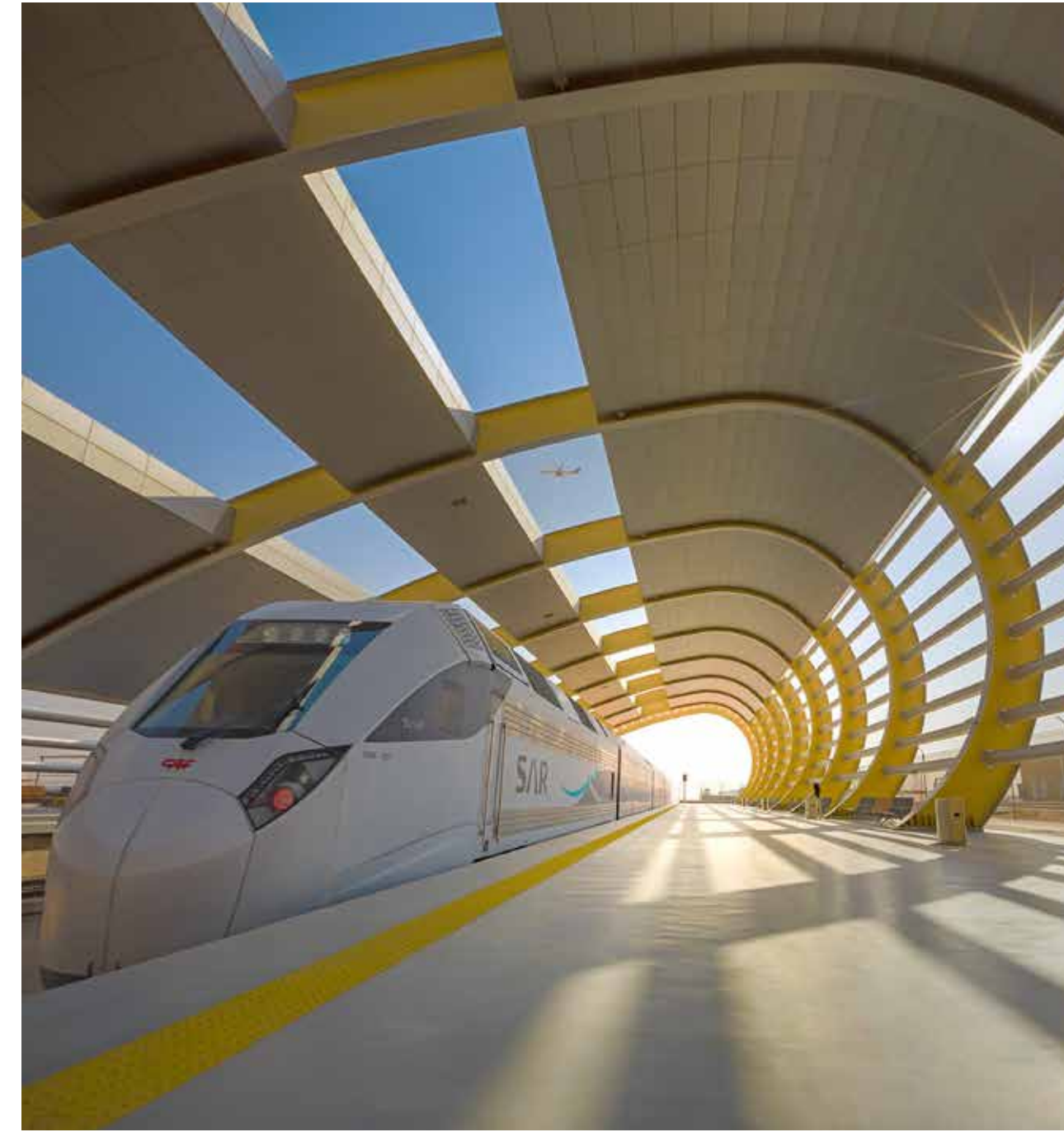
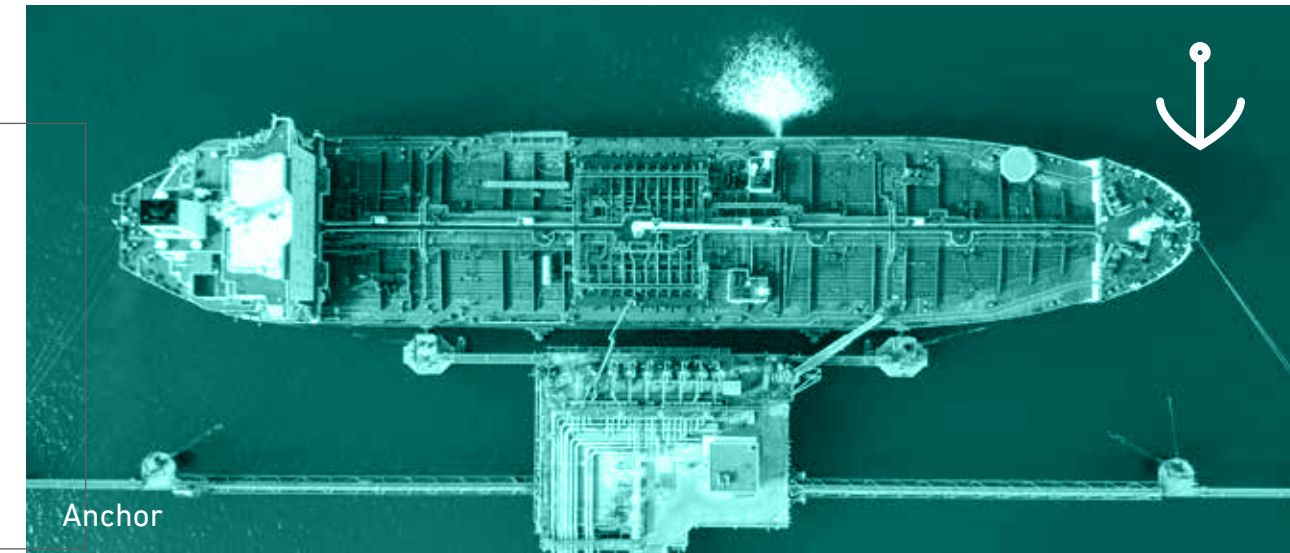
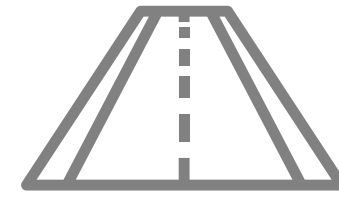
+



Train line

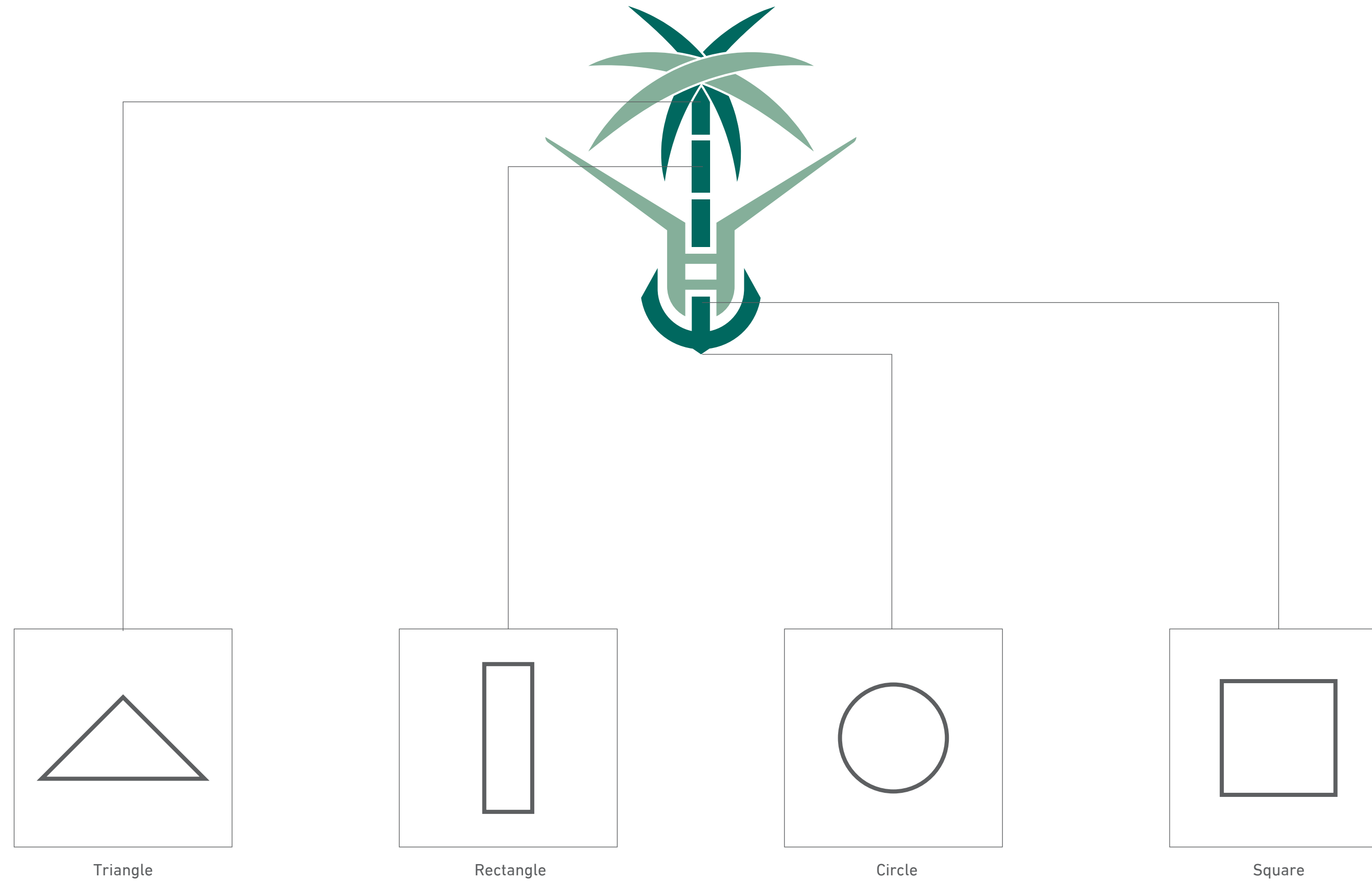
Road

+



Permitted items

All elements inspired by the logo can be employed in All interior and exterior designs.



Master Logo

The logo and logotype (text) must be use in its entirety.
it must always be produced exactly as shown.



Logo Stacked



Logo Horizontal



vertical logo



Logotype Color Variations

There are three color variations of the logotype and each one has been created for a particular application or production process. Please ensure that you choose the relevant version for your application.



Color



White



Black



Exclusion Zone

The logotype is always surrounded by an area of clear space which remains free of other design elements, such as type and other logotypes. The construction of the exclusion zone area is based on the combined height of the type in the logotype. This is referred to as 'X'. The same rule applies to the vertical logotype.



Exclusion zone



Backgrounds

When placing the logotype in a layout, always ensure it is against a background of sufficient contrast to be clearly visible.
The examples shown here demonstrate how to use the logotypes correctly against white, colored and photographic backgrounds.



Logotype on Color background



Logotype on white background



Logotype on dark photographic background



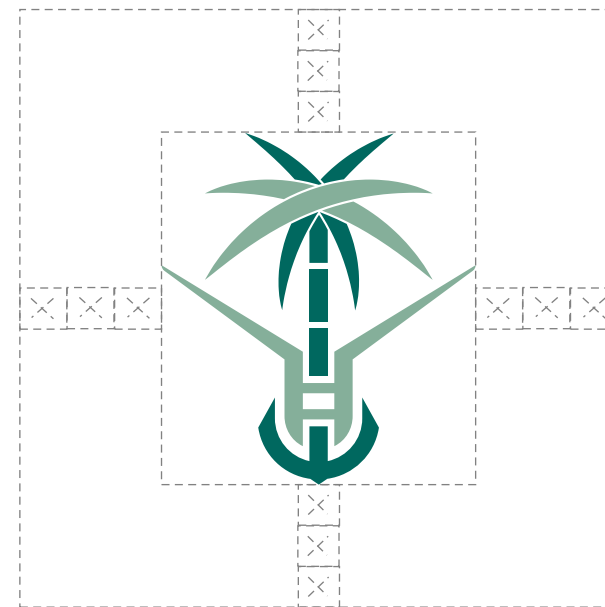
Please Avoid

The logotypes should always be reproduced from the master artwork provided. It should never be altered, re-drawn, re-colored or manipulated in any way. This page shows some mistakes that should be avoided.



The Stand-alone Marque

Wherever possible it is preferable to use the full color NCP logotype. However in special circumstances, for example when the logotype is required on a small item, we have developed a stand-alone marque.



Horizontal Logotype



Horizontal Logotype



Horizontal Logotype



Horizontal Logotype



Strapline

There are three different language versions of MOTLS strapline; Arabic Latin and dual language Use the appropriate language version for the communication you are creating.

مسارات تربطنا بالمستقبل
Paths that connect us to the future

مسارات تربطنا بالمستقبل

Paths that connect us to the future



Color

Primary colors | %90

Our brand is made up of primary and secondary brand colors.

The primary colors are: Green, Light green and Black. The specification of colors across different media and substrates is not an exact science, they should be matched visually according to each particular application.

Always use the correct color breakdowns for the color space you are working in Pantone® and CMYK for print and RGB for on-screen. Tints of these colors may also be used.

color codes
cmyk : c 100 m 0 y 55 k 42
Pantone: 329 C
RGB : R 0 G 104 B 94
WEB : #00685E

color codes
cmyk : c 46 m 15 y 36 k 4
Pantone: 2457 C
RGB : R 139 G 170 B 53
WEB : #8BAA99

color codes
cmyk : c 100 m 61 y 32 k 96
Pantone: Black 6 C
RGB : R 16 G 24 B 32
WEB : #101820



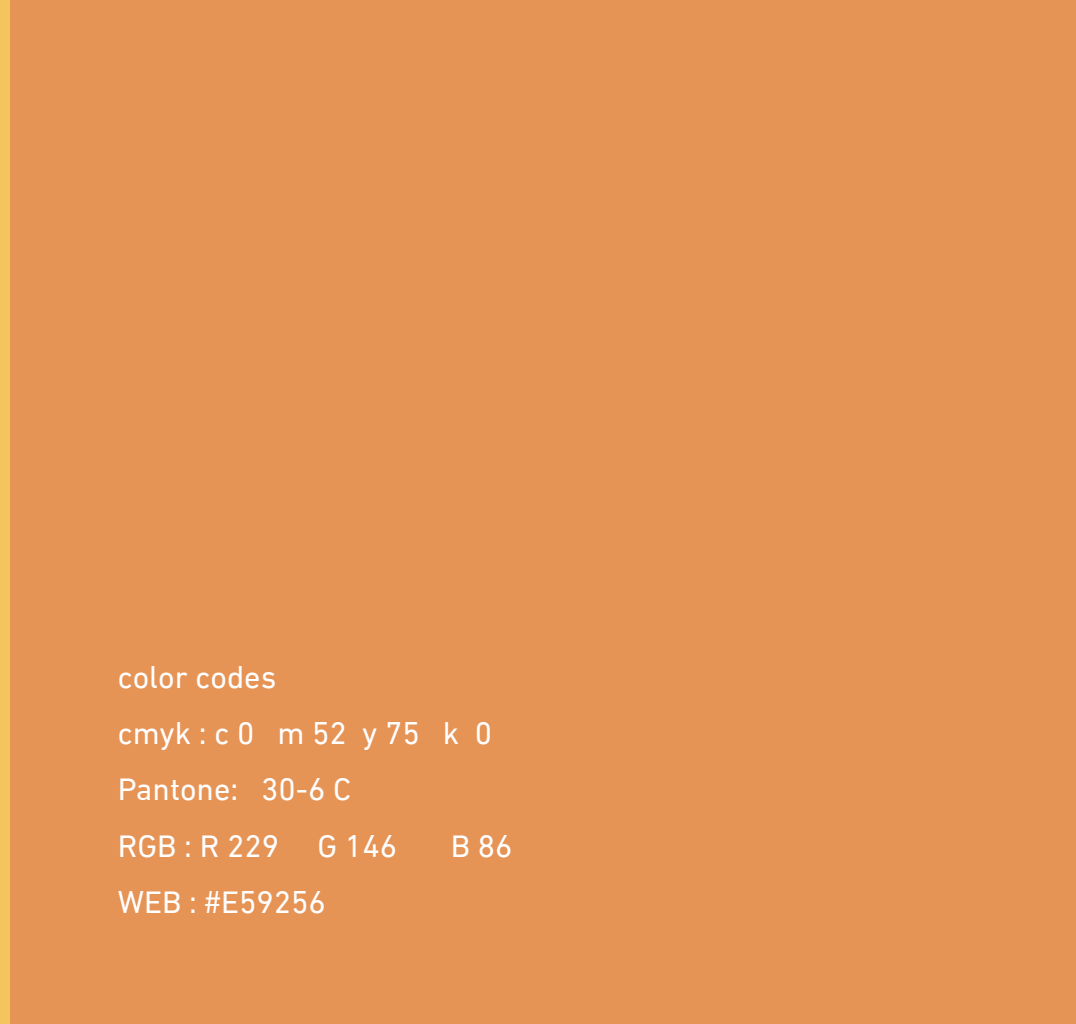
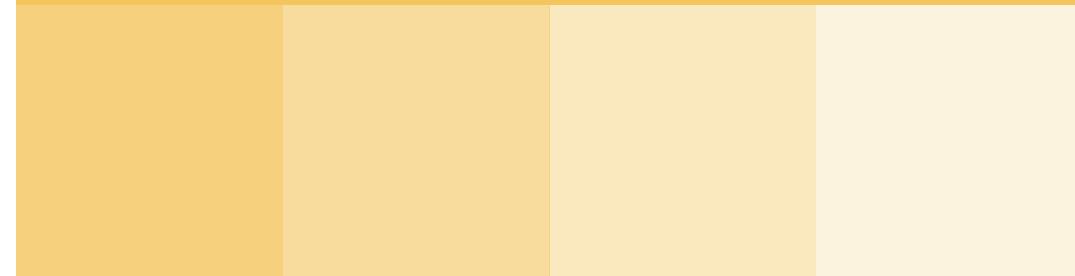
Secondary colors | %10

A palette of secondary colors is available to provide more variety when representing data through infographics, charts and diagrams.

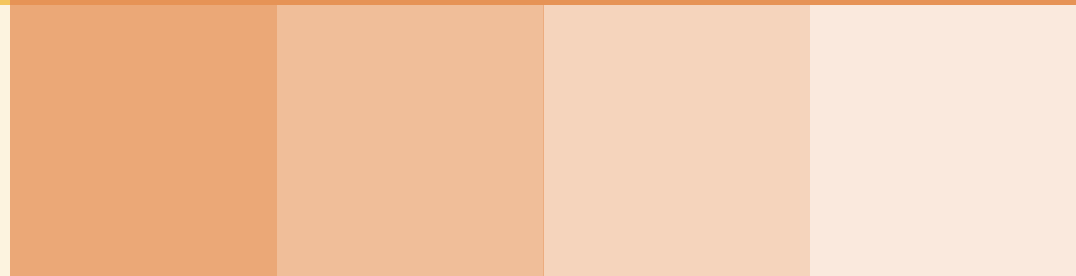
See the Applications chapter for example.



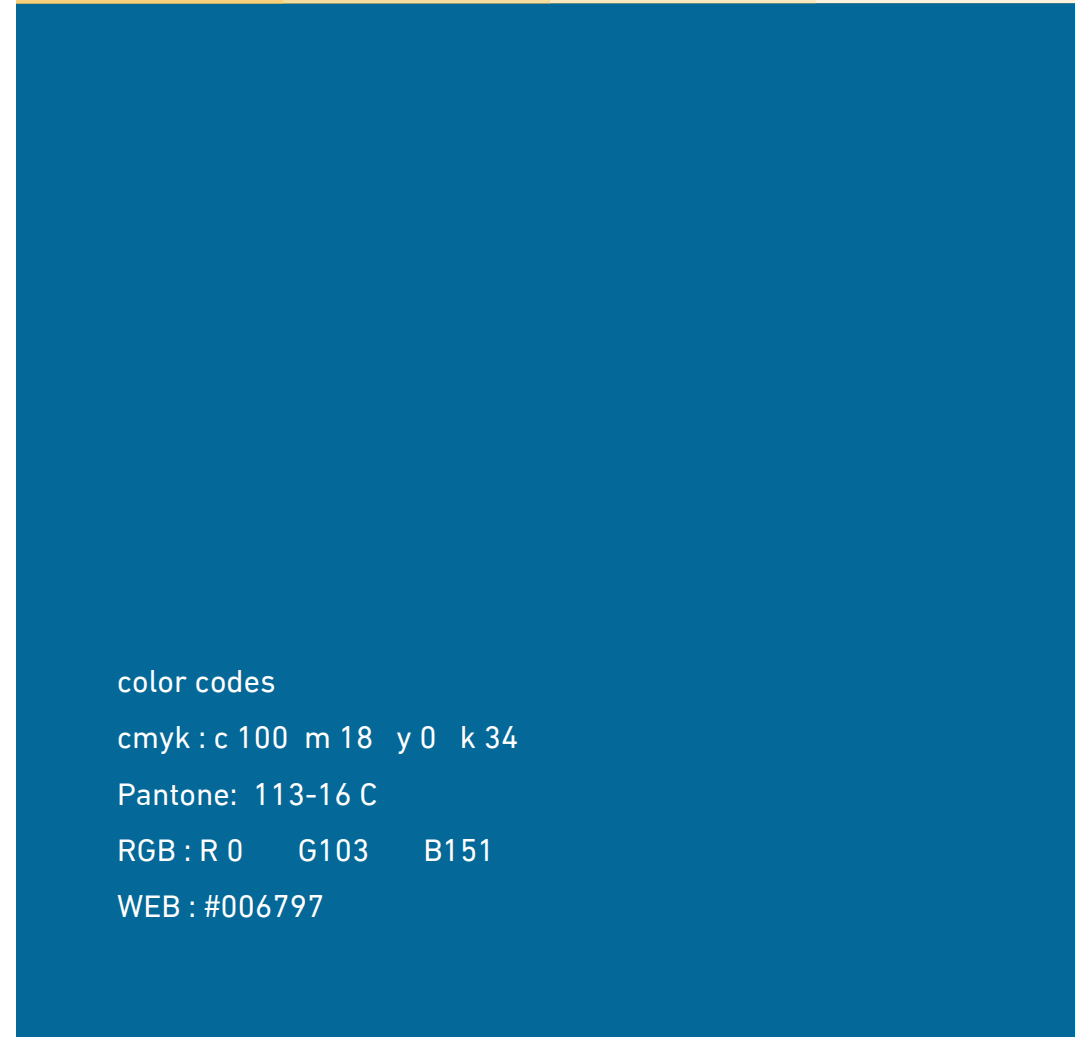
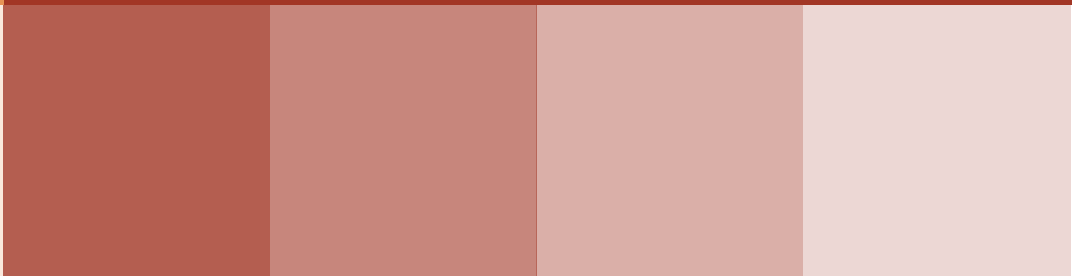
color codes
cmyk : c 0 m 16 y 68 k 0
Pantone: 141 C
RGB : R 242 G 199 B 92
WEB : #F2C75C



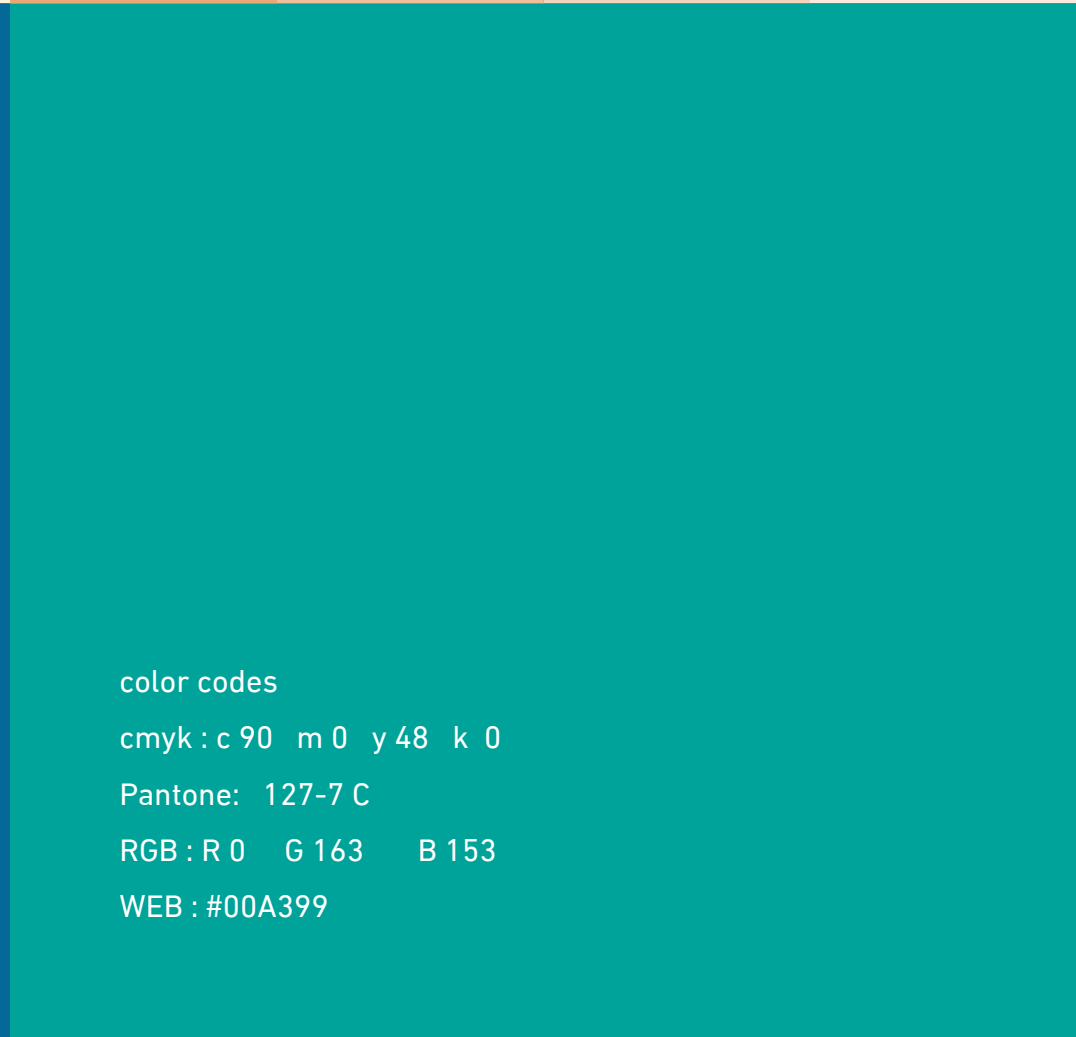
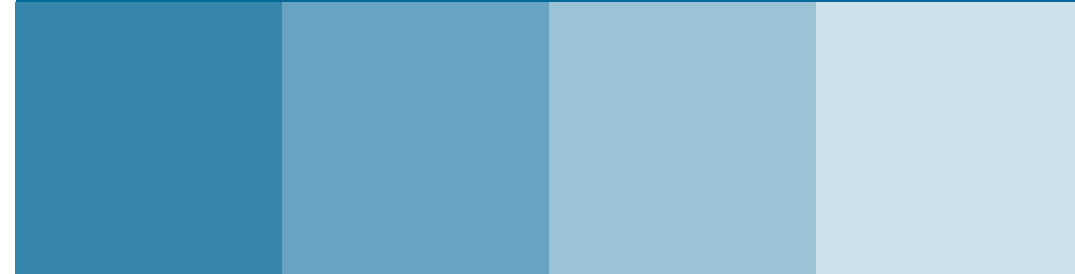
color codes
cmyk : c 0 m 52 y 75 k 0
Pantone: 30-6 C
RGB : R 229 G 146 B 86
WEB : #E59256



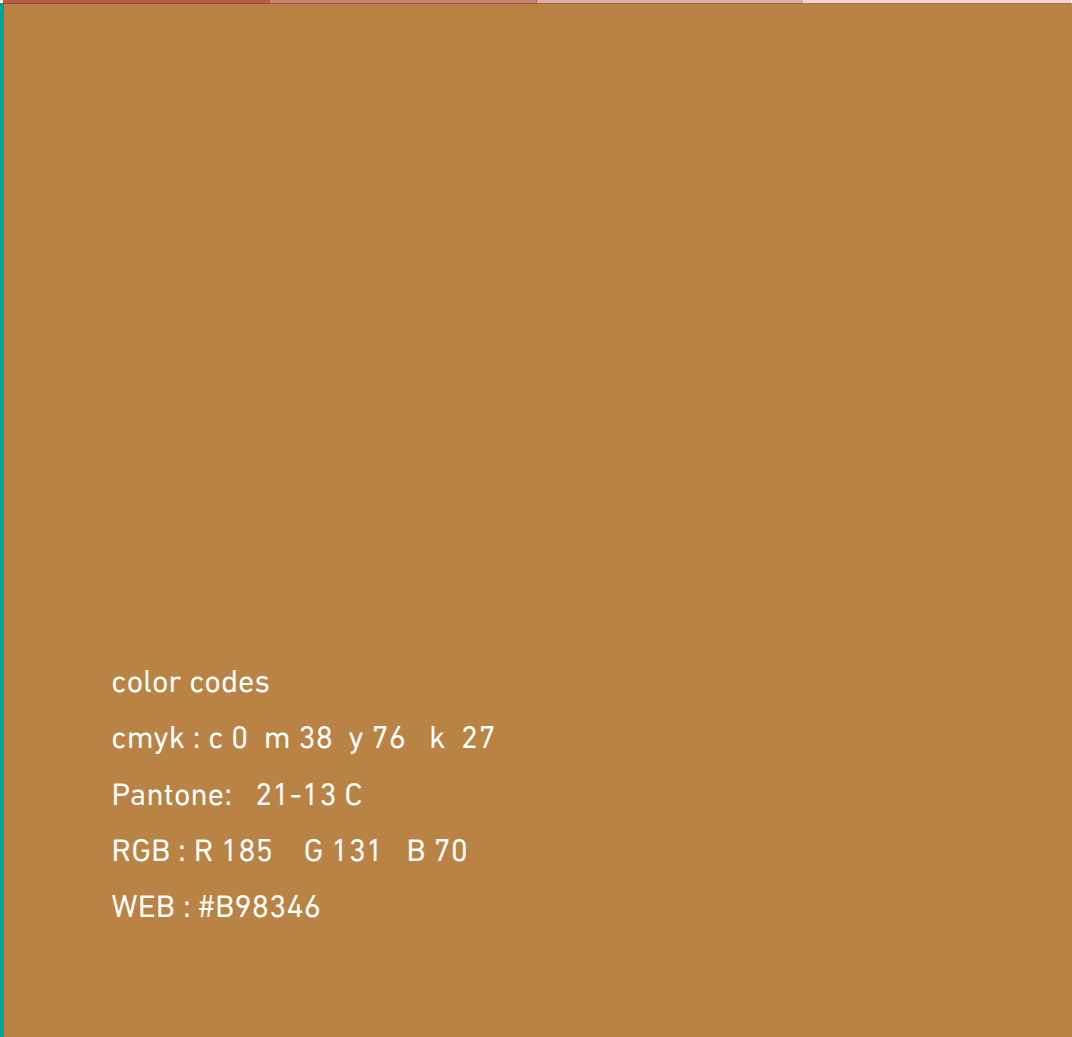
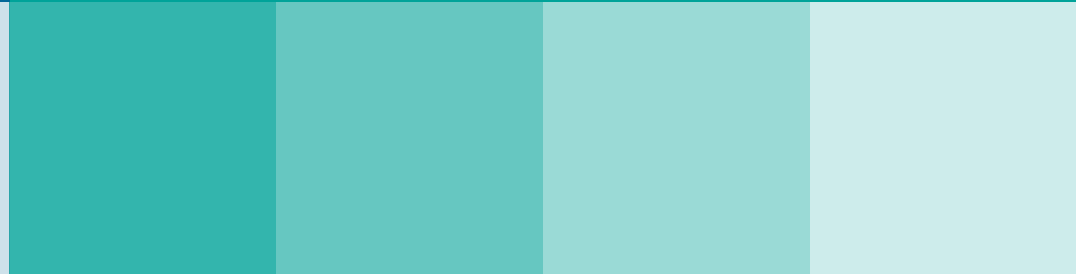
color codes
cmyk : c 0 m 89 y 82 k 30
Pantone: 49-15 C
RGB : R 161 G 53 B 37
WEB : #A13525



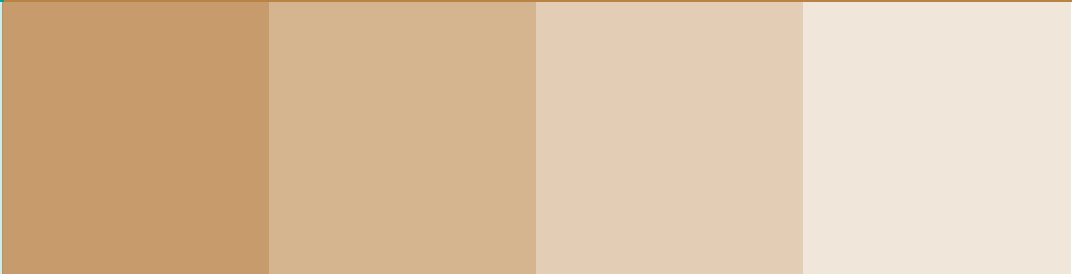
color codes
cmyk : c 100 m 18 y 0 k 34
Pantone: 113-16 C
RGB : R 0 G 103 B 151
WEB : #006797



color codes
cmyk : c 90 m 0 y 48 k 0
Pantone: 127-7 C
RGB : R 0 G 163 B 153
WEB : #00A399



color codes
cmyk : c 0 m 38 y 76 k 27
Pantone: 21-13 C
RGB : R 185 G 131 B 70
WEB : #B98346



Typography

Primary Arabic typeface

Our primary Arabic typeface is DIN Next LT Arabic.

Our Arabic typeface can be used in the following weights; light, regular, medium and bold.

We use DIN Next LT Arabic typeface in:

All the artworks and applications.

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 0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * ()

لوريم ايبسوم هو نموذج افتراضي يوضع في التصاميم لتعرض على العميل ليتصور طريقه وضع النصوص بالتصاميم سواء كانت تصاميم مطبوعه ... بروشور او فلاير على سبيل المثال, أو نماذج مواقع انترنت.

وعند موافقه العميل المبدئية على التصميم يتم ازالة هذا النص من التصميم ويتم وضع النصوص النهائية المطلوبة للتصميم ويقول البعض ان وضع النصوص التجريبية بالتصميم قد تشغل المشاهد عن وضع الكثير من الملاحظات او الانتقادات للتصميم الاساسي.



Primary Latin typeface

Our primary English typeface is DIN Next LT Arabic.

Our English typeface can be used in the following weights; light, regular and bold, We use DIN Next LT Arabic typeface in All the artworks and applications.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * ()

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc augue libero, laoreet quis nulla quis, efficitur interdum augue. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque at mollis massa.

Duis sem urna, vulputate non risus eu, eleifend scelerisque dui. Nullam ac tincidunt turpis. Aenean vestibulum at nisi eget dictum. Pellentesque sed ullamcorper purus, suscipit condimentum eros. Nunc bibendum nibh vel elit ullamcorper, nec pellentesque dolor ultrices. Nullam ultricies mauris tellus, vitae lobortis augue facilisis vel. Ut interdum nec diam sed porttitor.

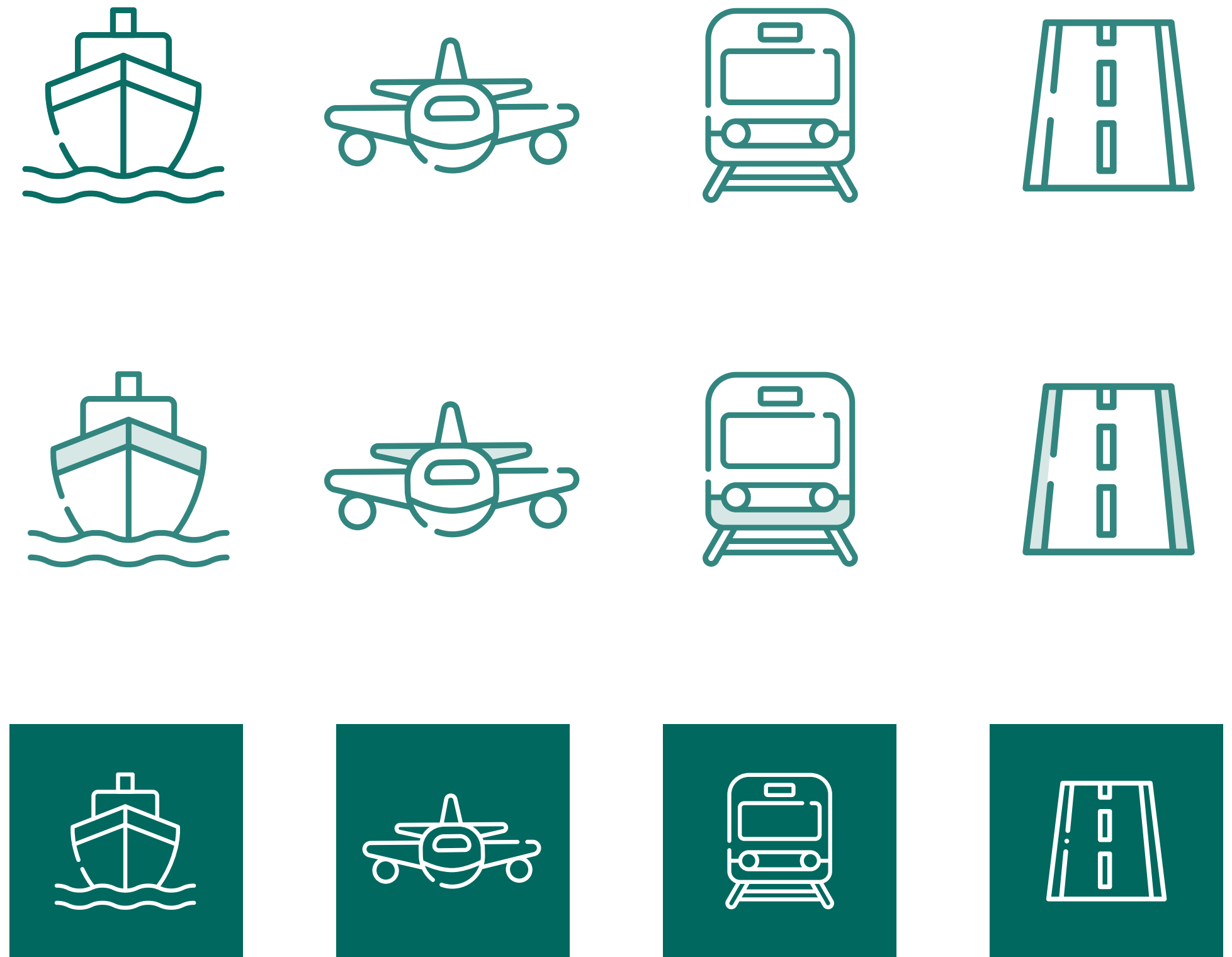


Iconography



Iconography

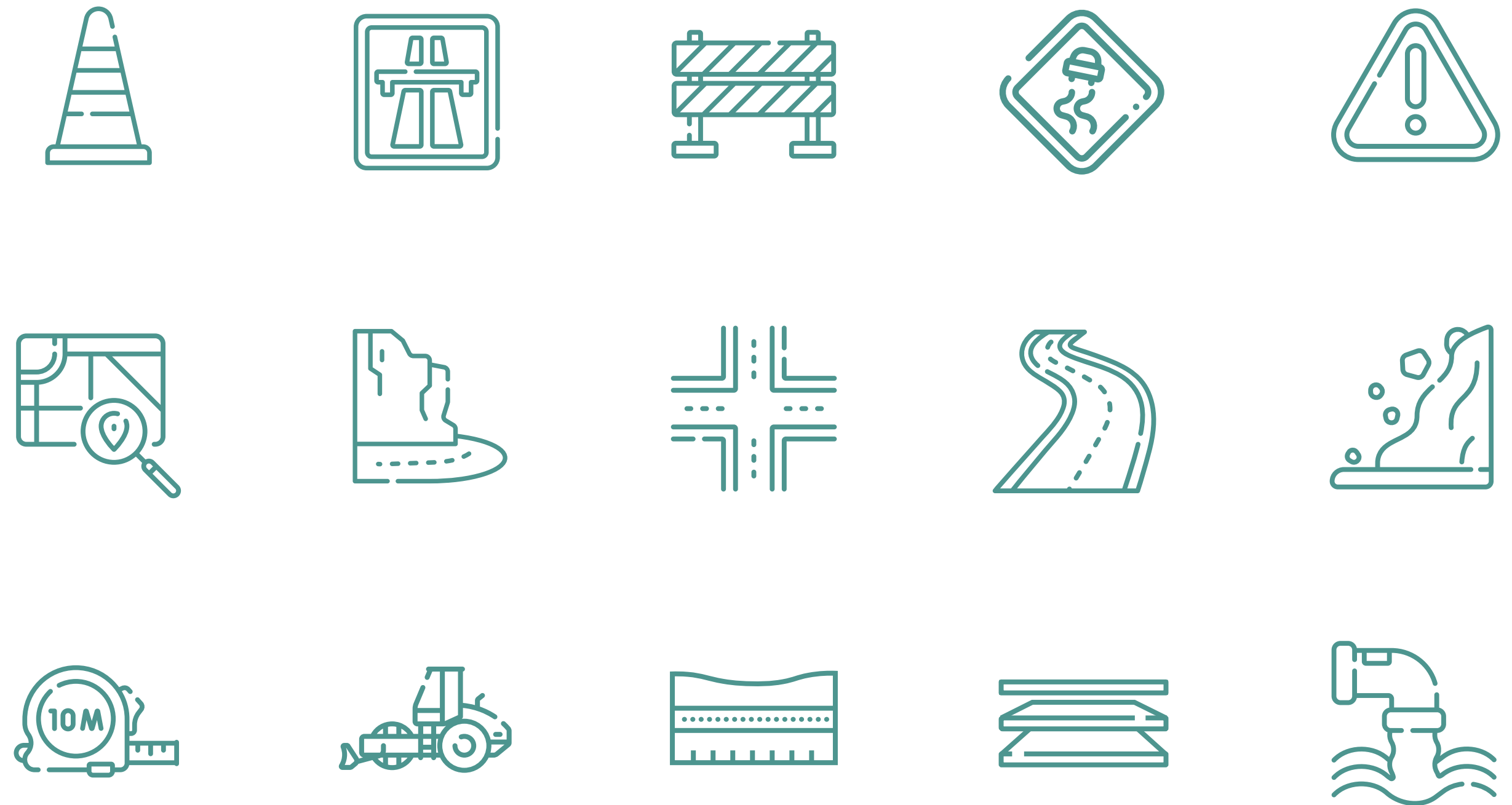
To help communicate our messages clearly we can use iconography to help illustrate these ideas. This page shows how we should style our icons, using a consistent stroke weight color and simple concept. We encourage creating new icons for specific applications as this the identity fresh and new.



Iconography

Icons can be visually pleasing and enhance the aesthetic appeal of a design. They support the notion of a product family or suite when the same icons and style are used in several places. We recommend using icons of the same “line” style as described here.

See the Applications chapter for example.

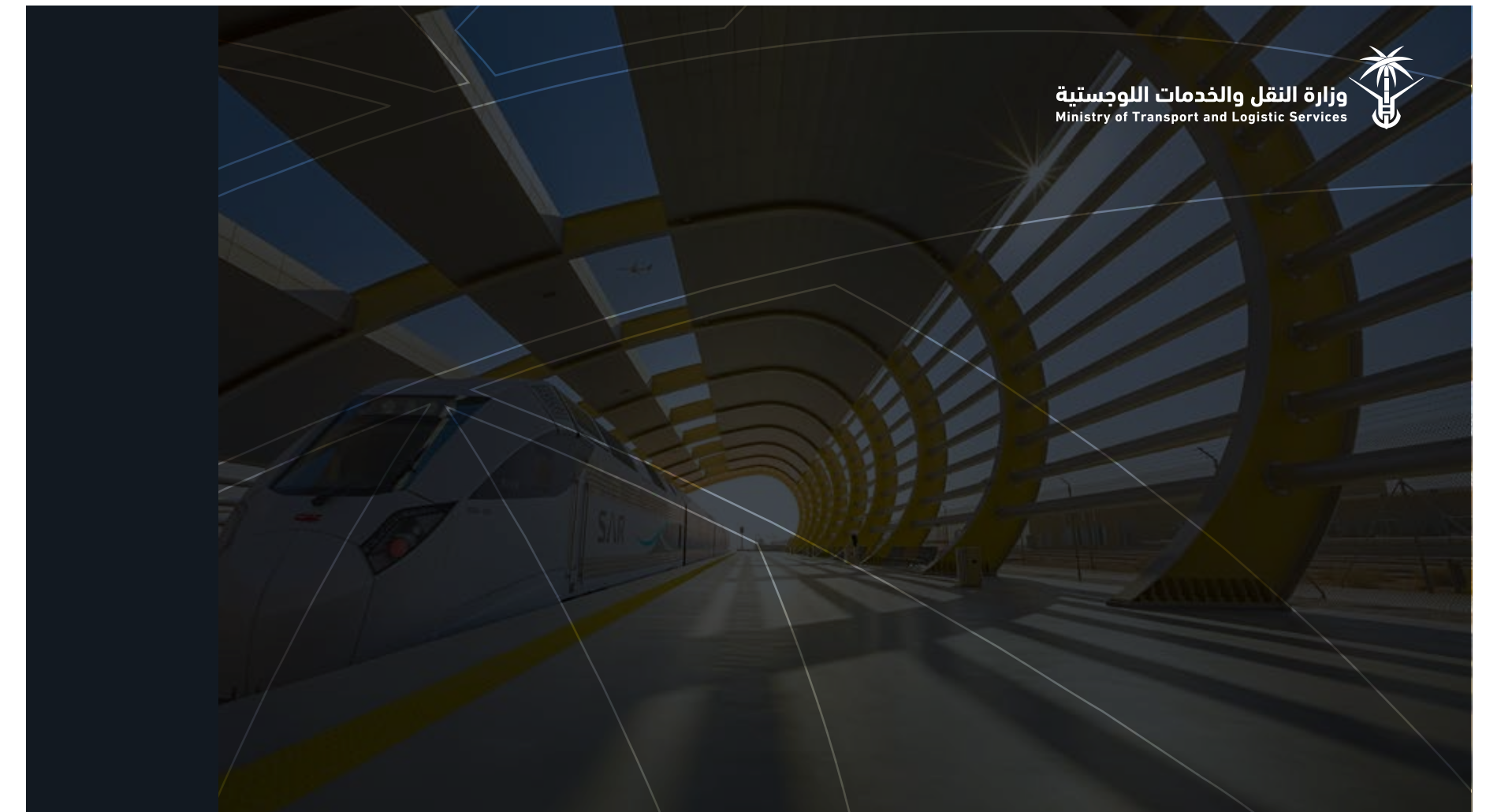


Imgery

Imgery

Our imagery is a visual expression tool of our brand personality It has to be powerful, meticulous progressive.

energetic and engaging It is creating the scenes of our brand is integral It is creating the scenes of our brand, and is integral.

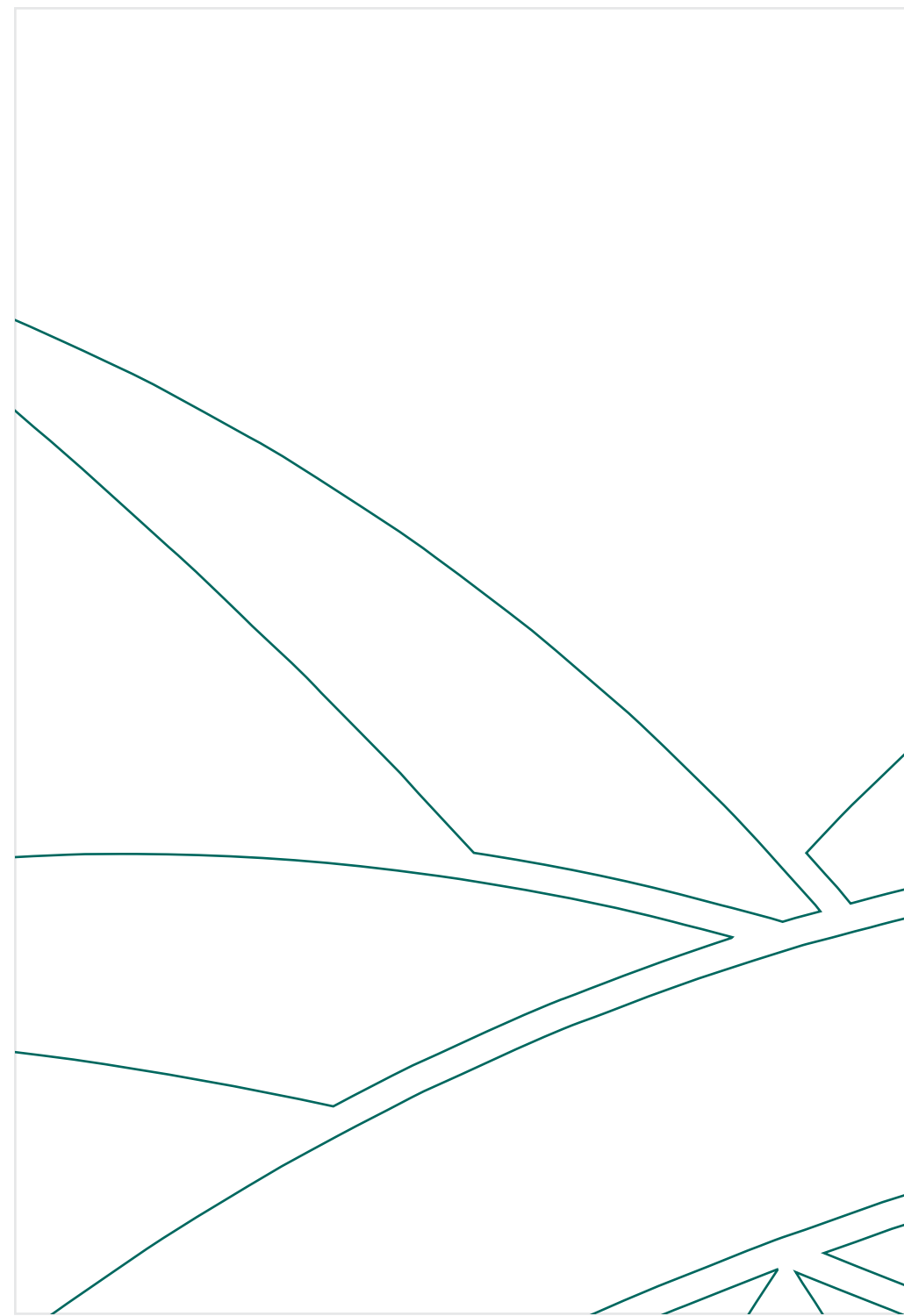


Visual

The graphic device

Our visual language is composed of one fundamental graphic device:

the line illustration. You can crop the lines to define an area or it can be used as part of an illustration. The arrow can be utilized as a container for photography and messaging. The following pages language assets explain how and where to use our visual.



External Communication

Digital Communication Profiles

This theme can be applied to all social media accounts.

مسارات تربطنا بالمستقبل

Paths that connect us to the future

مسارات تربطنا بالمستقبل



Digital Communication Social media posts

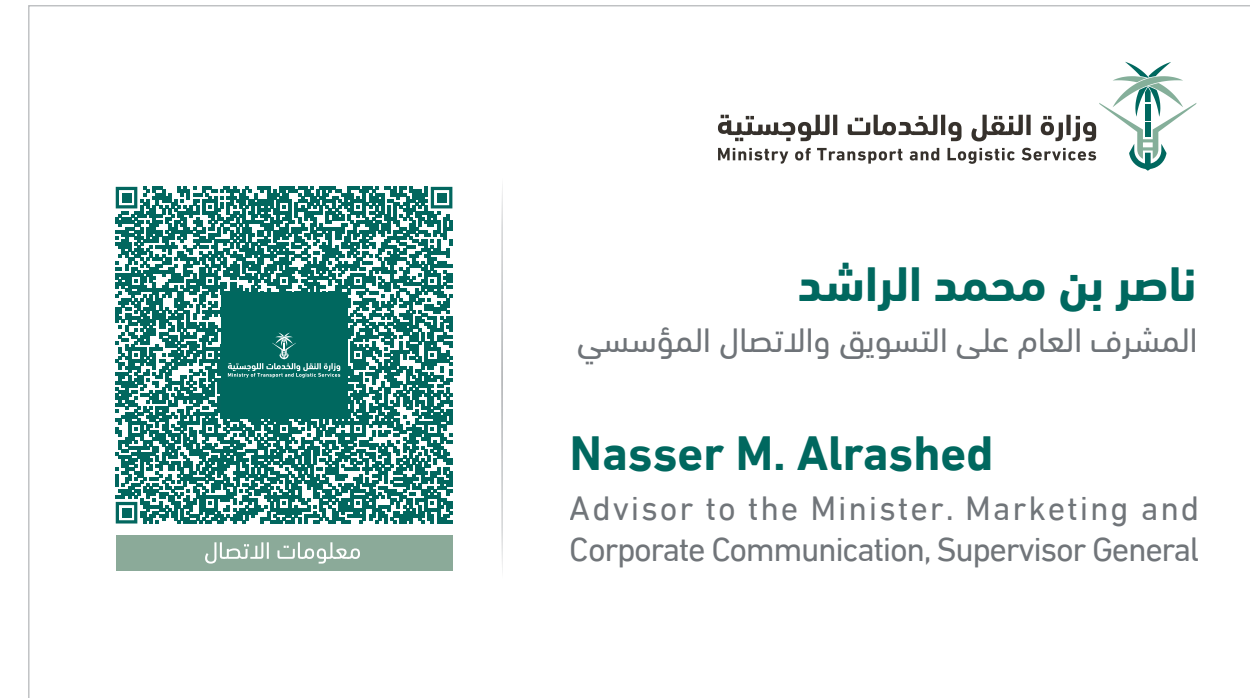
<p>color codes cmyk : c 0 m 16 y 68 k 0 Pantone: 141 C RGB : R 242 G 199 B 92 WEB : #F2C75C</p> 	<p>color codes cmyk : c 0 m 52 y 75 k 0 Pantone: 30-6 C RGB : R 229 G 146 B 86 WEB : #E59256</p> 	<p>color codes cmyk : c 0 m 89 y 82 k 30 Pantone: 49-15 C RGB : R 161 G 53 B 37 WEB : #A13525</p> 
<p>color codes cmyk : c 100 m 18 y 0 k 34 Pantone: 113-16 C RGB : R 0 G 103 B 151 WEB : #006797</p> 	<p>color codes cmyk : c 90 m 0 y 48 k 0 Pantone: 127-7 C RGB : R 0 G 163 B 153 WEB : #00A399</p> 	<p>color codes cmyk : c 0 m 38 y 76 k 27 Pantone: 21-13 C RGB : R 185 G 131 B 70 WEB : #B98346</p> 

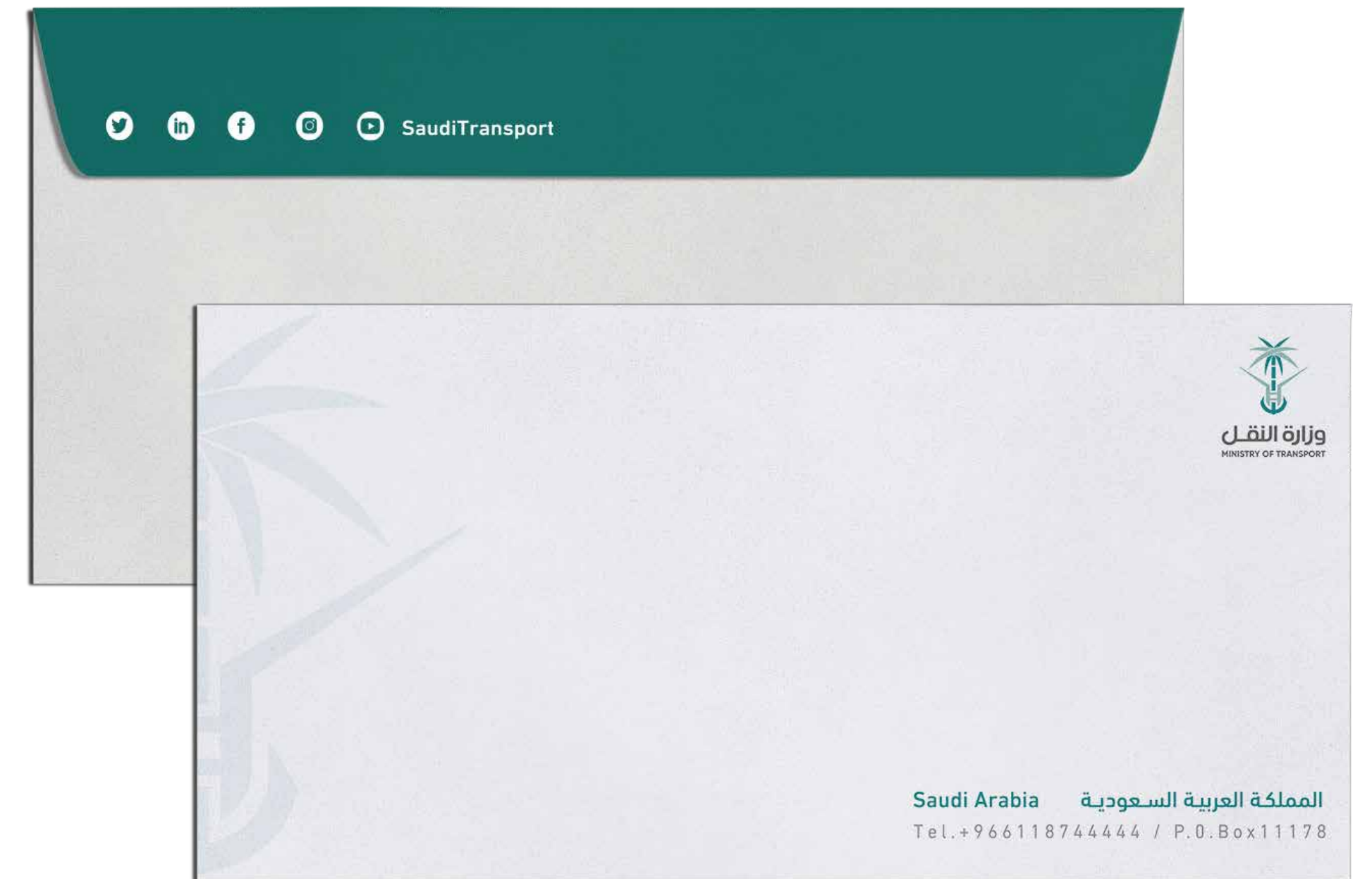
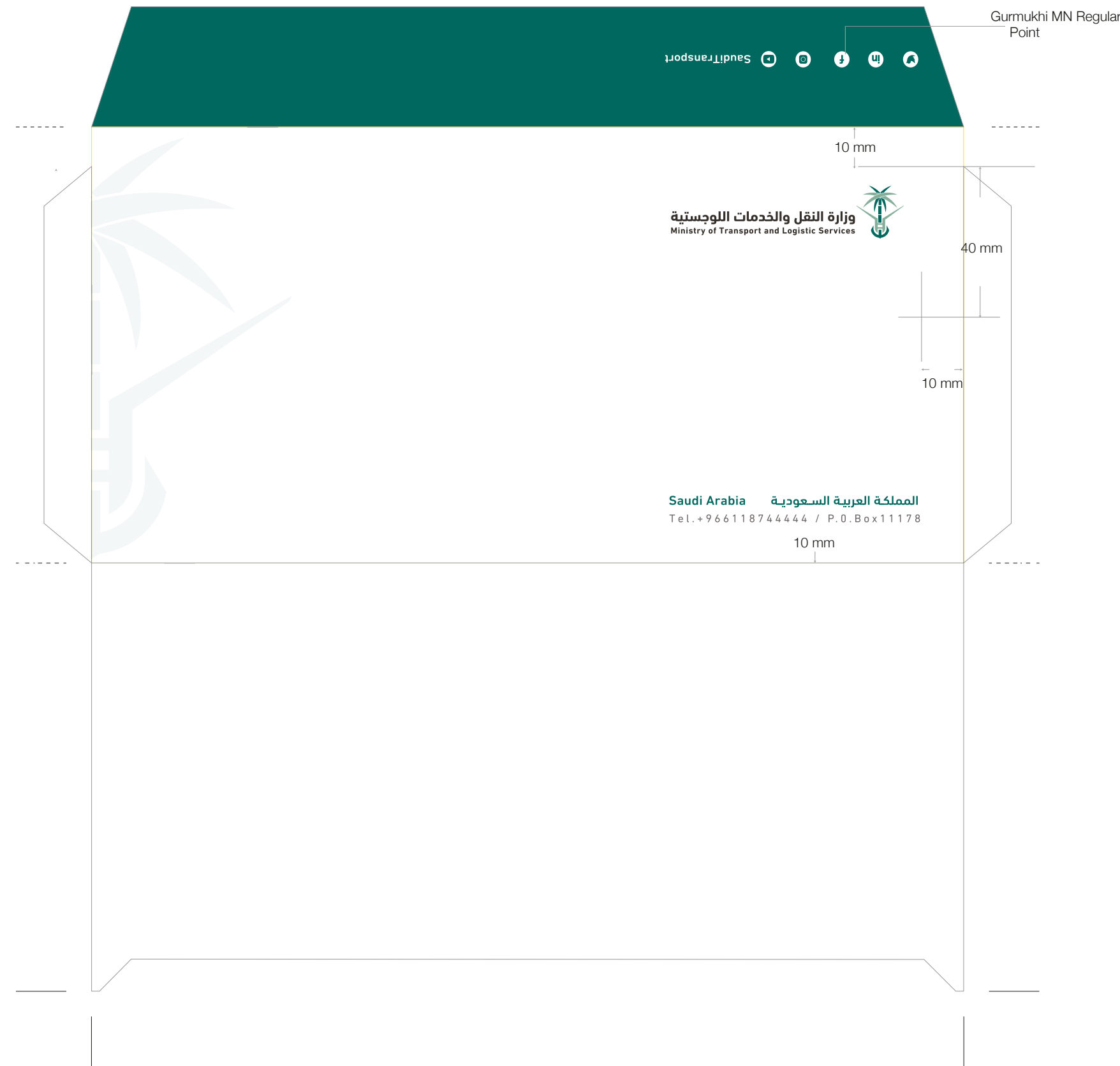


Applications

Stationery

This theme can be applied to all social media accounts.





Size: DL