

SAFCSP

2020

THE SAUDI FEDERATION FOR CYBERSECURITY, PROGRAMMING AND DRONES

BRANDING GUIDLINES

Version 3.1

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SAFCSP Reserves the right of final interpretation eWTP
This document is strictly confidential.

سري للغاية وغير قابل للتداول عند مشاركة هذا الملف بدون موافقة خطية
أو إلكترونية من الإتحاد السعودي للأمن السيبراني والبرمجة والدرونز.

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SAFCSP

EMPOWERING CAPABILITIES.

A national institution that aims to empower the local workforce and enhance their capabilities in the fields of cybersecurity, software development and drones based on the best international practices, until Saudi Arabia is at the forefront of advanced countries in the industry of modern technological knowledge.

SAFCSP

One programmer
out of every 100 Saudis
by 2030.

ABOUT SAFCSP

The Saudi Federation for Cyber Security, Programming, and Drones (SAFCSP) is a national institution under the umbrella of the Saudi Arabian Olympic Committee, which seeks to build national and professional capabilities in the fields of Cyber Security, Programming, and Drones in line with the established and internationally recognized practices and standards, to expedite the ascent of the Kingdom of Saudi Arabia to the ranks of developed countries in the domain of technology innovation.

SAFCSP

1.0 • Introduction

The SAFCSP design guidelines provide the artwork and design requirements that enable SAFCSP staff, their agencies and design firms to ensure a consistent visual identity across all SAFCSP Impact event materials. The guidelines apply to print, Web, signage and other media.

SAFCSP

1.0 · Introduction

1.01 Brand driver platform



Air

Light

Water

Sand

1.0 · Introduction

1.02 Decoding the brand mark

The SAFCSP brand mark represents the integrated interconnection of the SAFCSP offer, showing the linked passage of information between our team and our partners.

It also represents the unlimited opportunities to grow and unfold into new grounds and opportunities; constantly building new systems, new services and new frontiers.



SAFCSP

2.0 • Brand mark

The SAFCSP design guidelines provide the artwork and design requirements that enable SAFCSP staff, their agencies and design firms to ensure a consistent visual identity across all SAFCSP Impact event materials. The guidelines apply to print, Web, signage and other media.

SAFCSP

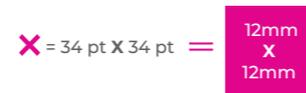
2.0 · Brand mark

2.01 Primary brand mark

The SAFCSP brand mark consists of Symbol and an Arabic and Latin word mark.

The relative sizes and positions of the elements within the brand mark are fixed.

The brand mark should only be reproduced from the master artworks and should not be redrawn or altered in any way.



2.0 · Brand mark

2.02 SAFCSP tag line

The SAFCSP tag line is set at a specific distance from the SAFCSP brand mark.

This relationship is shown here. Take the line space between the SAFCSP Arabic word mark and the SAFCSP English word mark and multiply by 4.

This is the right distance between the SAFCSP brand mark and the SAFCSP tag line.



SAFCSP

2.0 · Brand mark

2.03 SAFCSP tag line lock-ups

Two lock-ups have been designed for the SAFCSP brand mark with tag line; a horizontal version to work along with horizontal formats and a vertical version to work along with vertical formats. Try to use the horizontal lock-up version when possible as this uses the preferred version of the SAFCSP brand mark with out the SAFCSP tag line.

The baseline of the SAFCSP tag line horizontal lock-ups aligns to the baseline of the SAFCSP Arabic word mark. Regardless of the applications format the tag line will appear flush to the margin.

The SAFCSP URL appears opposite of the SAFCSP brand mark and aligned to the baseline of the SAFCSP English word mark and or SAFCSP tag line for the vertical lock-up.

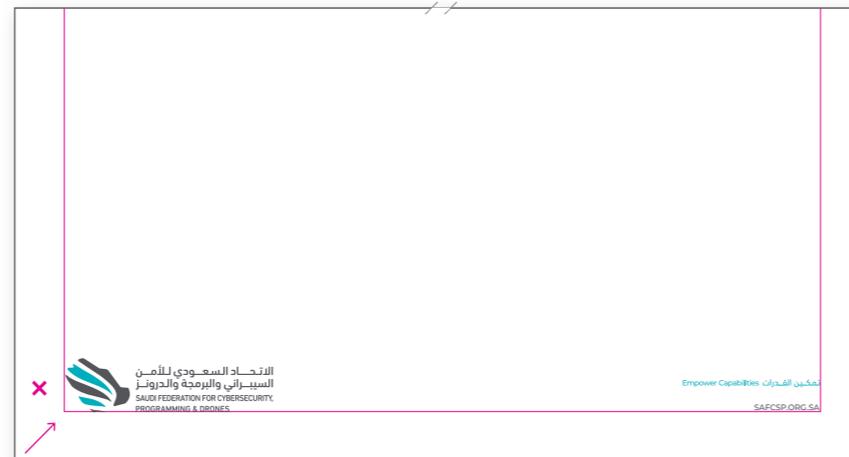
SAFCSP tag line horizontal lock-up



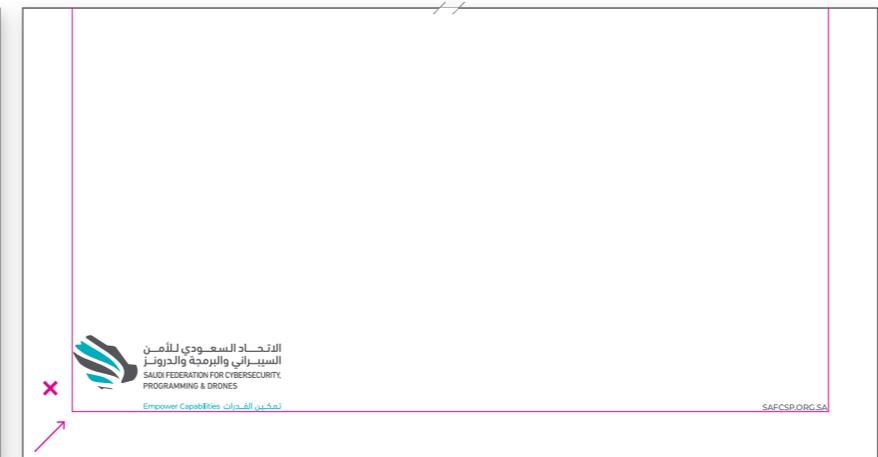
SAFCSP tag line vertical lock-up



SAFCSP tag line horizontal lock-up example



SAFCSP tag line vertical lock-up example



SAFCSP

2.0 · Brand mark

2.04 SAFCSP Clear space

To ensure prominence and legibility, the brand mark is always surrounded by an area of clear space.

Nothing should ever encroach into this area. The construction of the clear space is based on the width of the X shape.

Ideally more clear space should be given when available.



2.0 · Brand mark

2.05 SAFCSP Tag line clear space

To ensure prominence and legibility, the brand mark is always surrounded by an area of clear space.

Nothing should ever encroach into this area. The construction of the clear space is based on the width of the X shape.

Ideally more clear space should be given when available.



2.0 · Brand mark

2.06 Alignment points

The alignment points should be used when aligning text and imagery with the brand mark to help create an ordered layout.



SAFCSP

2.0 · Brand mark

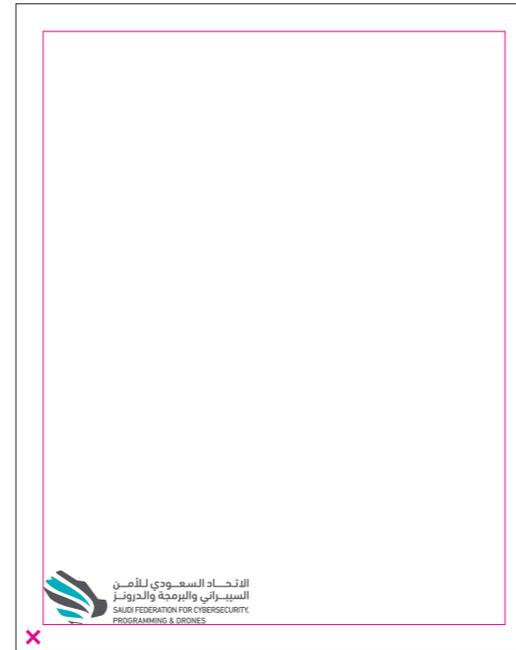
2.07 Placement

For general communications in English or Arabic the brand mark should sit in the Top or bottom left as (A & B).

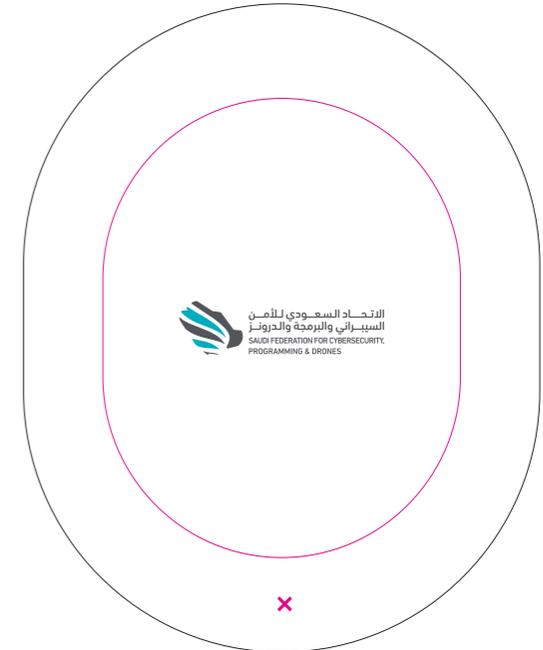
On applications with non-standard formats, the brand mark may be position differently and appropriately to maximize visibility (C).



A



B



C

SAFCSP

2.0 · Brand mark

2.08 Misuse

When using the brand mark, it is important to be aware of the basic rules. The treatments shown on this page should never be used.

<p>✘ Do not distort the relationship between the SAFCSP word mark and symbol</p> 	<p>✘ Do not distort either of the SAFCSP word marks</p> 	<p>✘ Do not rotate the SAFCSP brand mark</p> 
<p>✘ Do not distort the proportions of the SAFCSP word mark and symbol</p> 	<p>✘ Do not use the SAFCSP word mark on its own</p> 	<p>✘ Dont use a different font for either SAFCSP word mark</p> 
<p>✘ Do not distort the Elm symbol</p> 	<p>✘ Do not use Colours other than those specified</p> 	<p>✘ Do not use filter or effect on the SAFCSP Brand mark</p> 

SAFCSP

2.0 · Brand mark

2.09 Brand mark variations

The colour SAFCSP brand mark must always appear on a white background.

The SAFCSP brand mark exists in a black and white version for applications produced in colour other than white.

An additional black and white version are supplied for applications produced in colour other than white that displays the Stratanet structure.

A gray scale version has been created for applications that are not produced in full colour but that will display black and white imagery. Applications of this nature could be duotone or even newspaper jobs.



SAFCSP

2.0 · Brand mark

2.10 Endorsement

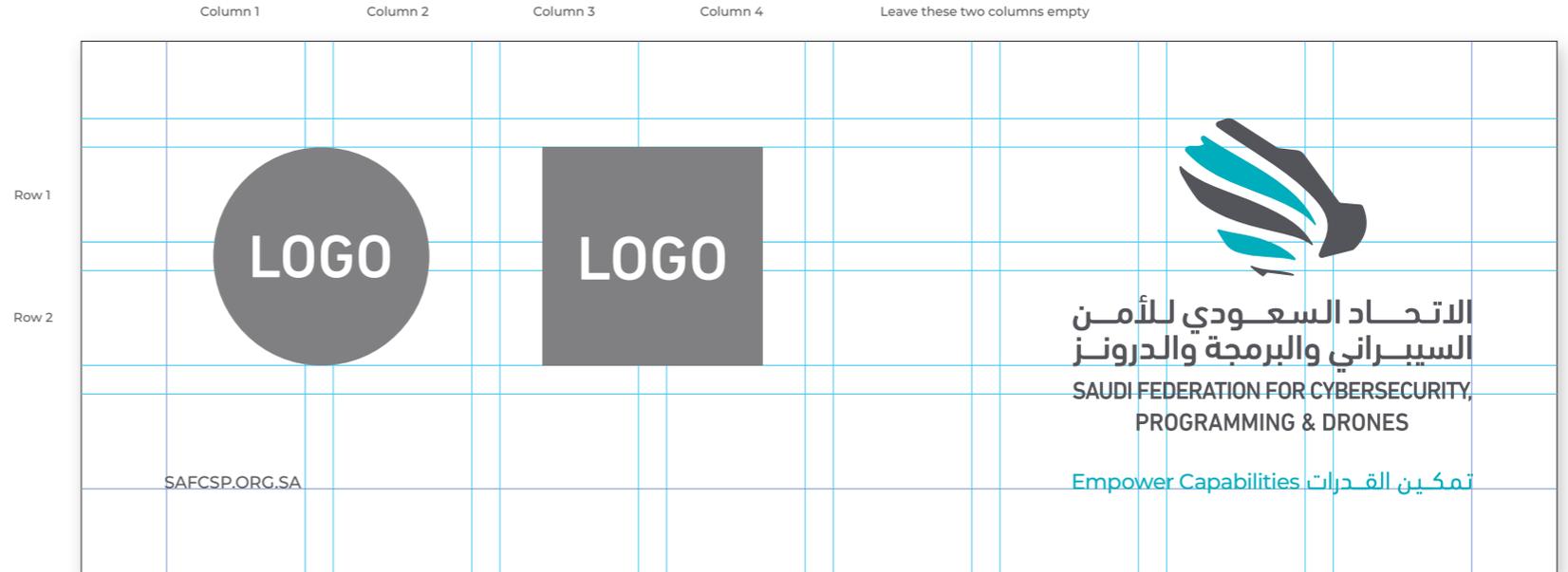
The three scenarios in this page demonstrate how endorsements should be treated in order of importance starting from Scenario 1. It is imperative to maintain hierarchy by simply using two columns for the Elm brand mark and also leaving two empty columns between the SAFCSP brand mark and endorsements.

Row 1 and Row 2 can be used for multiple endorsements if needed.

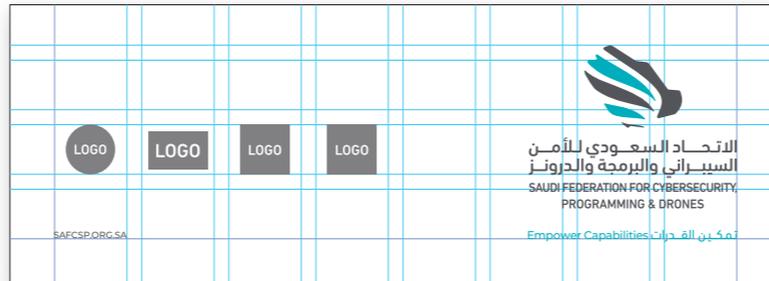
In case of Scenario 1 use Row 1 and Row 2 and more than one column but always make sure the Elm brand mark is more prominent.

Go to Grid A4 on page 8.01 for further information on grids. The grid structure must be scaled accordingly.

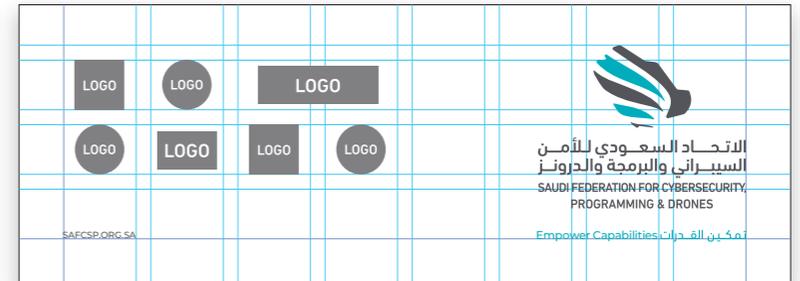
Scenario 1 – Single endorsement



Scenario 2 – Multiple endorsement



Scenario 3 – Maximum endorsement



2.0 · Brand mark

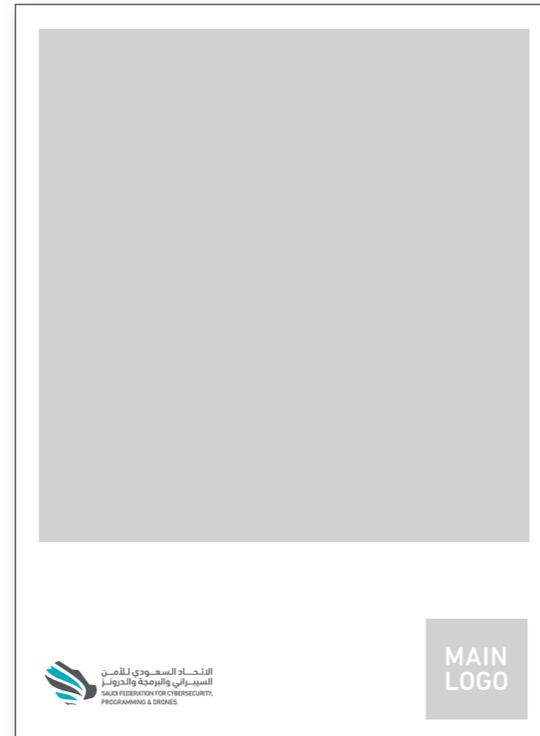
2.11 SAFCSP as subordinate entity

The following layouts represent possible scenarios when SAFCSP is subordinate to co-partner lead advertising.

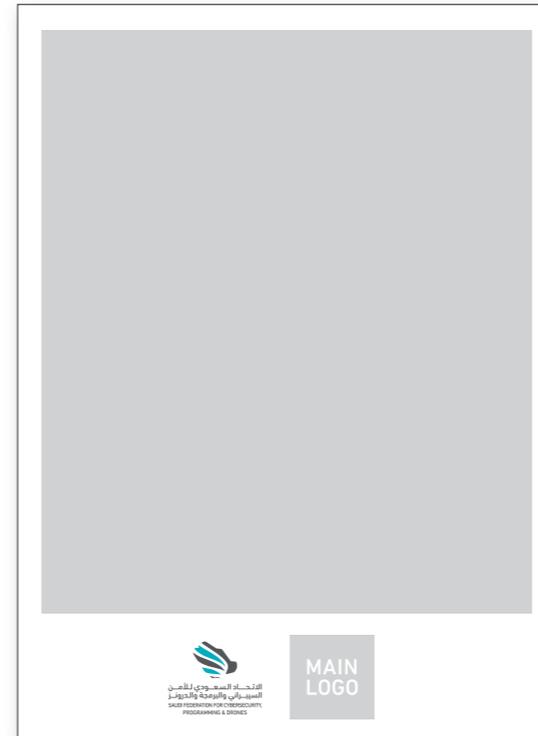
Co-branding scenarios

- 01 - Represented here is a co-partner leading advert where Elm is subordinate. Elm should appear smaller, opposite to co-partner main logo.
- 02 - In this case, co-partner and Elm are almost equals where Elm is still subordinate and co-partner is the leading brand.
- 03 - This scenario demonstrates the use of the Elm brand mark for events where multiple partners or even supporting entities are taking part.

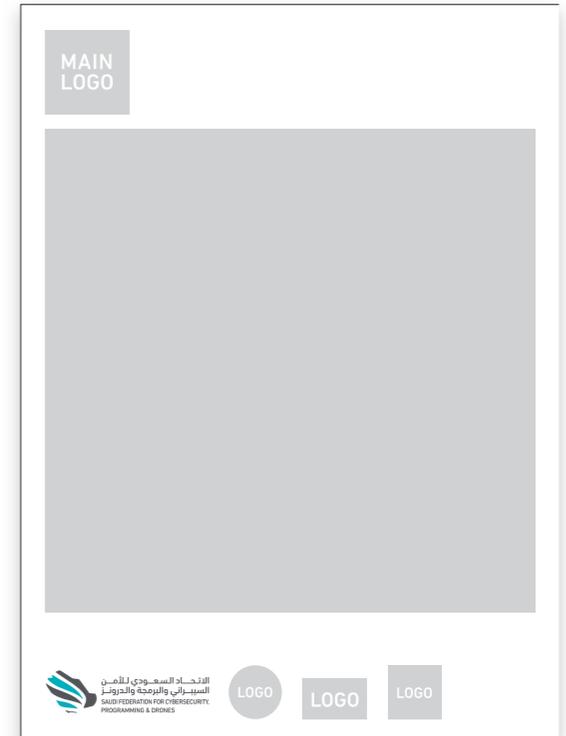
1 – Co-partner lead advertising



2 – Co-partner lead event with SAFCSP as partner



3 – Co-partner lead advertising with multiple entities



SAFCSP

2.0 · Brand mark

2.13 Social media Icons

This page demonstrates the use of social media in traditional advertising. The use of social media icons in other special applications such as electronic newsletter should be handled separately.

Social media icons should first be sized appropriately as shown here in the Social media icon height diagram. This will be done according to the final size of the SAFCSP brandmark based on a specific application.

Once the height of the icons are established they take the longest width of one of the social media icons being used as shown here in the social media icon spacing diagram as A.

Social media icons with supporting copy spacing has a different set of rules as shown in the diagram by D and E. Supporting type height (point size) uses the width of D.

Social media will be placed at the very bottom of the layout either 6mm or 12mm from the edge of the page or application.

Only use SAFCSP colours for social media icons.

Note: All dimensions shown here are in millimetres.

Social media icon height



Social media icon spacing



Social media icons with supporting copy spacing



Single colour version



Multi colour version



Social media icons placement



24

12

Digital applications



Print



SAFCSP

3.0 • Colors

Colour is a very important element and a key identifier for the brand. The Colours contribute to creating an easily recognizable and distinctive identity. Colour is always a main consideration when creating and designing communications, environments and corporate merchandising materials.

SAFCSP

Colors

3.01 Primary Colors

Do not use any unspecified Colours in the SAFCSP brand mark.

The consistent use of colour across all communications is of great importance in order to maintain a consistent visual look and feel.

The SAFCSP colour palette which is part of the brand mark has been chosen because the different shades of light and dark colours give a sense of a third dimension.

The Tiffany Blue tones is a Primary Color which is part of the SAFCSP colour palette because they are trustworthy while the Secondary hues are indicative of a future facing the SAFCSP.

Do not use any unspecified background Colours in SAFCSP specific communication.

Primary color



Secondary color



Colors

3.02 Gradient Colors

Do not use any unspecified Colours in the SAFCSP brand mark.

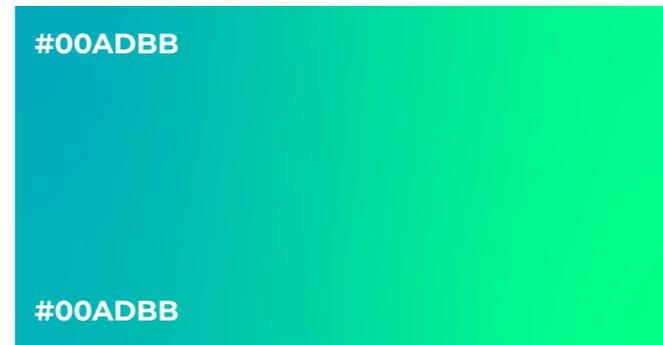
The consistent use of colour across all communications is of great importance in order to maintain a consistent visual look and feel.

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Do not use any unspecified background Colours in SAFCSP specific communication.

Primary Cradient



Secondary Cradient



Colors

3.03 Backgrounds

Do not use any unspecified background Colours.

Primary Backgrounds



Secondary Backgrounds



SAFCSP

4.0 • Typeface

Typography is a powerful tool in the SAFCSP visual identity. It helps create recognition of the brand and plays a significant role in delivering the tone of our communications.

SAFCSP

Typeface

4.01 Arabic typeface

DIN Next LT Arabic

The SAFCSF typeface is DIN Next. This family has been chosen as it is a modern, legible font that has both Latin and Arabic versions.

The Arabic should only be used in the Extra Light, Light, Regular and Medium weight.

DIN Next LT Arabic
Ultra Light

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 لا ي ا ٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

DIN Next LT Arabic
Light

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 لا ي ا ٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

DIN Next LT Arabic
Regular

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 لا ي ا ٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

DIN Next LT 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 لا ي ا ٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

SAFCSP

Typeface

4.02 Latin typeface

DIN Next LT Pro

The SAFCSP typeface is DIN Next. This family has been chosen as it is a modern, legible font that has both Latin and Arabic versions.

The Latin font should only be used in the Extra Light, Light, Regular and Medium weight.

DIN Next LT Pro
Ultra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

DIN Next LT Pro
Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

DIN Next LT Pro
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

DIN Next LT Pro
Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Thank you