

Visual Toolkit

RCRC Visual Guidelines 2022

01 January, 2022 – V1





TOOLKIT

Logo

Typography

Colors

Icons

Pattern



The Brand

Toolkit

Logo

Overview

Clear Space

Sizes

Signatures

Usage

Typography

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Digital

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Overview

The RCRC brand is inspired by the rich history of the Saudi Arabia, and it's culturist and modern locations in Riyadh.

The emblem inspired from the Saudi Arabia's Flag and colors has been choosen from the historical flag of Saudi Arabia.



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Overview

The main signature of Royal Commission for Riyadh City in the Roman alphabet is composed of a symbol. English and Arabic adaptation are the same.

Our signature depicts the Palm tree and the swords from of the country's flag.

Do not attempt to recreate artwork and always use the master artwork supplied.



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Overview

This signature is composed in two parts; symbol and typeface.

Typeface

الهيئة الملكية لمدينة الرياض
ROYAL COMMISSION FOR RIYADH CITY



Symbol

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Clearspace

Clear space is the name given to the amount of space that must be kept clear around the signature.

This is to optimise the impact the brand makes and to keep its appearance as consistent as possible.

Our clear space is determined by ض width. This area of separation is a minimum and should be increased wherever possible.



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Sizes

For Prining

60 mm width

For Digital

140 pexels width

Minimum for Print

60 mm



Minimum for Digital

140 pexels



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Main Signature

The main signature should be used in printed or digital products whenever possible.

RCRC Logo + URL is shown here which should be used as a 3rd party assets.

Main Logo

الهيئة الملكية لمدينة الرياض
ROYAL COMMISSION FOR RIYADH CITY



Main Logo + URL

الهيئة الملكية لمدينة الرياض
ROYAL COMMISSION FOR RIYADH CITY
www.rcrc.gov.sa



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Main Signature

Vertical

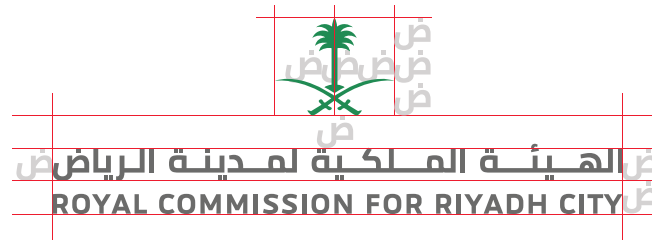
The vertical signature of RCRC brand should be applied when the space available for the brand is vertical or square.

Main Logo



الهيئة الملكية لمدينة الرياض
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Clearspace



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Main Signature

Horizontal Logo

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Vertical Logo



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Creatives

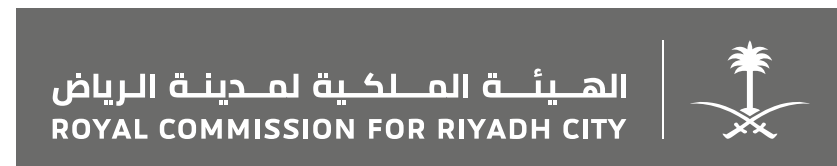
Digital

Touchpoint

Usage

Patch Signature English

The patch english signature should be used in printed or digital products when we need to emphasis our logo with others.



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Usage

Incorrect Usage

It is essential that the application of RCRC brand follows the instructions in this document. On the right, we exemplify some of its incorrect uses.

1. Never distort the brand.
2. Never change the relationship between the brand elements.
3. Never use shadows or other effects not listed in this document.
4. Never place the brand on images where it can be confused with the background colors.
5. Never change the colors of the brand symbol.
6. Never fill the colors on islands.
7. Never change the colors of the brand logo.
8. Never apply the brand on confusing backgrounds that affect its readability.

1. **X**

الهيئة الملكية لمدينة الرياض
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2. **X**

الهيئة الملكية لمدينة الرياض
ROYAL COMMISSION FOR RIYADH CITY



3. **X**

الهيئة الملكية لمدينة الرياض
ROYAL COMMISSION FOR RIYADH CITY



4. **X**



5. **X**

الهيئة الملكية لمدينة الرياض
ROYAL COMMISSION FOR RIYADH CITY



6. **X**

الهيئة الملكية لمدينة الرياض
ROYAL COMMISSION FOR RIYADH CITY



7. **X**

الهيئة الملكية لمدينة الرياض
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8. **X**



The Brand

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Typography

Primary

Secodary

Digital

Special

Colors

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Patterns

Creatives

Digital

Touchpoint

Primary

English

Oswald is the primary English typeface for RCRC from the Google fonthouse.

It's mainly used for Headings and Sub-Headings

[Download Here](#)

Oswald

Letters

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()_+={}:;><>

Font Styles

Light / Regular / Medium / Bold

Aa Bb

The Brand

Toolkit

Logo

Typography

Primary

Secodary

Digital

Special

Colors

Icons

Patterns

Creatives

Digital

Touchpoint

Primary

Arabic

RB is the primary Arabic typeface for RCRC from the Google fonthouse.

It's mainly used for Headings and Sub-Headings.

Regular Download Here

Bold Download Here

RB

Letters

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

١٢٣٤٥٦٧٨٩٠

<>«:={}=+_()*&^%\$#@?!>

Font Styles

عادي / سميك

ا ب ت

The Brand

Toolkit

Logo

Typography

Primary

Secondary

Digital

Special

Colors

Icons

Patterns

Creatives

Digital

Touchpoint

Secondary

English

Lato is the secondary English typeface for RCRC from the Google fonthouse.

It's mainly used for brief content and summary.

[Download Here](#)

Lato

Letters

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()_+={}:»<>

Font Styles

Light / Regular / **Bold** / **Black**

Aa Bb

The Brand

Toolkit

Logo

Typography

Primary

Secondary

Digital

Special

Colors

Icons

Patterns

Creatives

Digital

Touchpoint

Secondary

Arabic

IBM Plex is the secondary Arabic typeface for RCRC from the Google fonthouse.

It's mainly used for brief content and summary.

[Download Here](#)

IBM Plex Arabic

Letters

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

١٢٣٤٥٦٧٨٩٠

<>«:={}=+_()*&^%\$#@?!

Font Styles

عادي / وسط / سميك

ا ب ت

The Brand

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Typography

Primary

Secodary

Digital

Special

Colors

Icons

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Digital

Touchpoint

Digital

English

Verdana is the digital
typeface for RCRC.

It's mainly used for when other
user doesn't have our main fonts.

Verdana

Letters

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

! ? @ # \$ % ^ & * () _ + = { } : » < >

Font Styles

Regular / **Bold**

Italic / ***Bold Italic***

Aa Bb

1 of 2

The Brand

Toolkit

Logo

Typography

Primary

Secodary

Digital

Special

Colors

Icons

Patterns

Creatives

Digital

Touchpoint

Digital

Arabic

Bayan is the digital typeface for RCRC.

It's mainly used for when other user doesn't have our main fonts.

Al Bayan

Letters

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

١٢٣٤٥٦٧٨٩٠

<>«:">{}=+_()*&^%\$#@?!

Font Styles

عادي / وسط / سميك

ا ب ت

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The Brand

Toolkit

Logo

Typography

Colors

Primary

Secondary

Monochrome

Icons

Patterns

Creatives

Digital

Touchpoint

Prime Green

#00884E

R0 G131 B68

C88 M22 Y91 K8 C

80%

60%

40%

20%

Grey

#716D6C

R113 G109 B108

C58 M50 Y50 K18 C

80%

60%

40%

20%

Desert Gold

#BB9642

R187 G150 B66

C30 M39 Y82 K5 C

80%

60%

40%

20%

The Brand

Toolkit

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Colors

Primary

Secondary

Monochrome

Icons

Patterns

Creatives

Digital

Touchpoint

Primary

The primary colors of RCRC usage on the main signature. White and Black should also be used as a counterpoint, to create rhythm.

Grey

#716D6C

R113 G109 B108

C58 M50 Y50 K18 **C**

Prime Green

#1D8649

R29 G134 B73

C84 M22 Y87 K7 **C**

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ROYAL COMMISSION FOR RIYADH CITY



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 - Primary
 - Secondary
 - Monochrome
- Icons
- Patterns

Creatives

- Digital
- Touchpoint

#E0BF98
R224 G191 B152
C13 M26 Y43 K2 **C**

#4DAC5B
R77 G172 B91
C70 M3 Y80 K0 **C**

#7B89C3
R123 G137 B195
C58 M45 Y0 K0 **C**

#EB9800
R234 G152 B0
C6 M46 Y100 K0 **C**

#88ADC0
R136 G173 B192
C51 M22 Y19 K2 **C**

C = Coated
U = Uncoated
M = Metallic

80%

60%

40%

20%

The Brand

Toolkit

Logo

Typography

Colors

Primary

Secondary

Monochrome

Icons

Patterns

Creatives

Digital

Touchpoint

Monochrome

White and Black should also be used as a counterpoint, to create rhythm.

Black

#000000

R0 G0 B0

C0 M0 Y0 K100 **C**

C0 M0 Y0 K100 **U**

C = Coated
U = Uncoated
M = Metallic

80%

60%

40%

20%

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ROYAL COMMISSION FOR RIYADH CITY



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ROYAL COMMISSION FOR RIYADH CITY



The Brand

Toolkit

Logo

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Icons

Patterns

City Pattern

Najd Pattern

Creatives

Digital

Touchpoint

City Pattern

The primary pattern has been formed from buildings of Riyadh city.

The buildings are aligned horizontally which will provide better accessibilities to be used on possible positions.



-  Prime Green
-  Desert Gold
-  Bright Green
-  Purple
-  Sky

The Brand

Toolkit

Logo

Typography

Colors

Icons

Patterns

City Pattern

Najd Pattern

Creatives

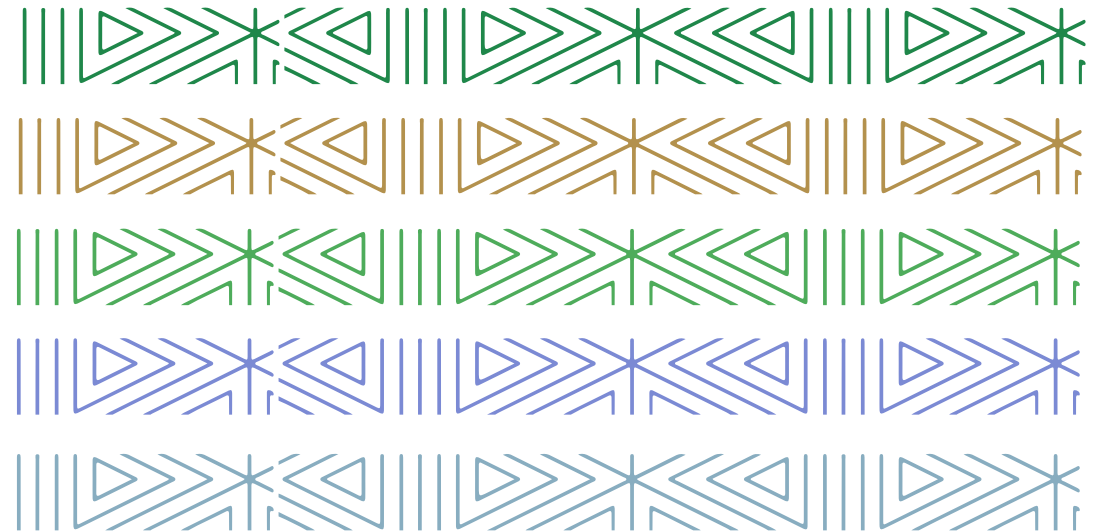
Digital

Touchpoint

Najd Pattern

The primary pattern has been formed from Najd history to showcase the Salmani Architecture.

The pattern are aligned horizontally and vertically which will provide better accessibilities to be used on possible positions.



The Brand

Toolkit

- Logo
- Typography
- Colors
- Icons
- Patterns
 - Main Pattern
 - Najd Pattern

Creatives

Digital

Touchpoint

Culture Pattern

The repetition of the pattern to create hierarchy and give rhythm and flexibility to use it whenever possible.

The size of the each icon can be vary on the sizes of artworks.

This pattern are consider as secondary pattern.



- Prime Green
- Desert Gold
- Bright Green
- Purple
- Sky

The Brand

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Typography

Colors

Icons

Generic Icons

Patterns

Creatives

Digital

Touchpoint

Generic Icons

Generic icons inspired by the outlined patterns. They have the same look and feel with using one of RCRC primary brand colours.

There are 1000+ generic icons, which can be used in presentations, adverts, website and other platforms as per their needs.

Stroke

Size:

Max 1.0 pt

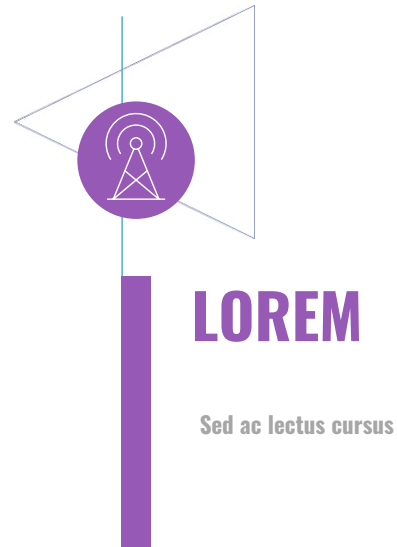
Min 0.2 pt

Colors

-  Prime Green
-  Desert Gold
-  Bright Green
-  Purple
-  Sky

Color Usage

All the icons color should be monochrome against the colored background.



The Brand

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Logo

Typography

Colors

Icons

Patterns

City Pattern

Najd Pattern

Creatives

Digital

Touchpoint

Primary Theme

Social Media Post - Arabic

Facebook

W: 1,200 x H: 630 px

Twitter

W: 1024 x H: 512 px

Instagram

W: 1080 x H: 1350 px

LinkedIn

W: 1200 x H: 628 px

Fonts

RB (Headings / Sub Headings)

Content (IBM Plex)

Note:

RCRC logo should be included in all our post.

Up to 40% text rule on social media will be applied.

Other details can be written on the description part of the post.

Logo

RB Bold

IBM Plex

Overlay

Image



The Brand

Toolkit

Logo

Typography

Colors

Icons

Patterns

City Pattern

Najd Pattern

Creatives

Digital

Touchpoint

Primary Theme

Social Media Post - English

Facebook

W: 1,200 x H: 630 px

Twitter

W: 1024 x H: 512 px

Instagram

W: 1080 x H: 1350 px

LinkedIn

W: 1200 x H: 628 px

Fonts

Oswald (Headings / Sub Headings)
Content (Lato)

Note:

RCRC logo should be included in all our post.

Up to 40% text rule on social media will be applied.

Other details can be written on the description part of the post.

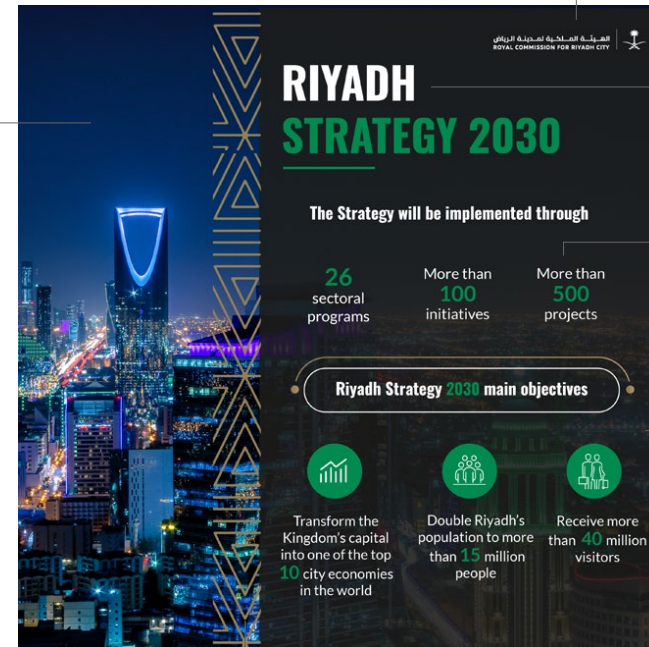
Image

Logo

Oswald

Lato

Overlay



The Brand

Toolkit

Creatives

Digital

Social Media

Touchpoint

Primary Theme

Social Media Post - English

Facebook

W: 1,200 x H: 630 px

Twitter

W: 1024 x H: 512 px

Instagram

W: 1080 x H: 1350 px

LinkedIn

W: 1200 x H: 628 px

Note:

Image and pattern are linked together; if image used horizontal, the pattern should follow the same and vice versa.

Twitter

1

2

3



The Brand

Toolkit

Creatives

Digital

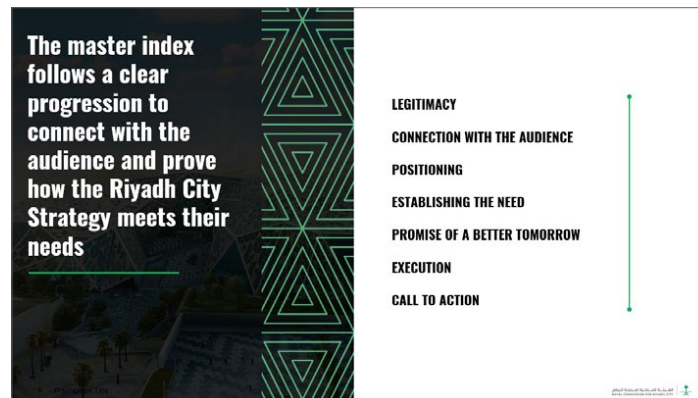
Touchpoint

Presentaiton

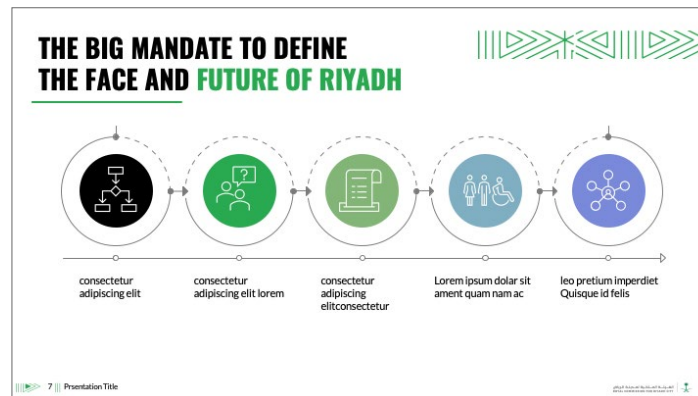
Presentation



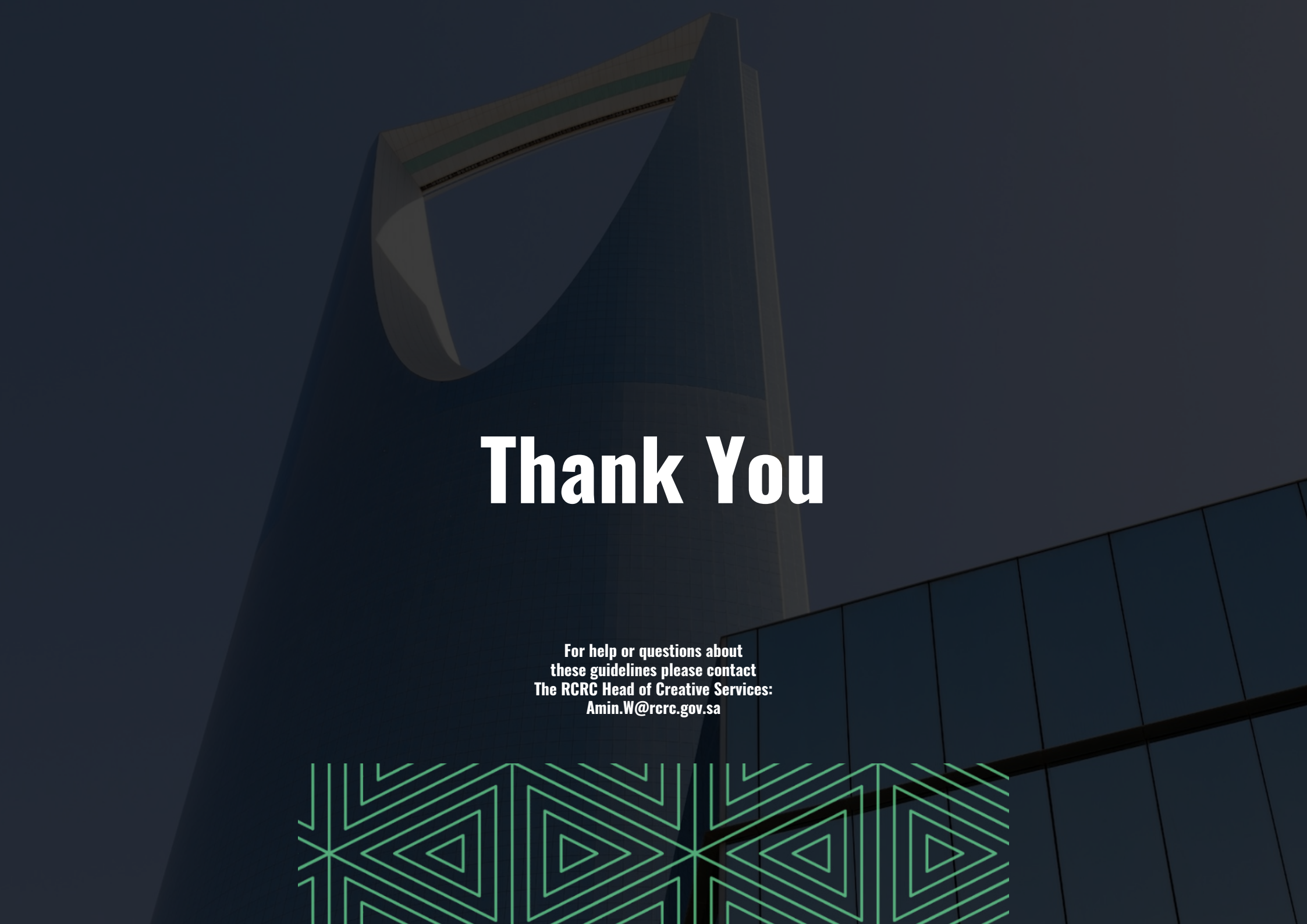
Cover Page



Content Slide



Divider Slide



Thank You

For help or questions about
these guidelines please contact
The RCRC Head of Creative Services:
Amin.W@rcrc.gov.sa