



Brand Guidelines Version 1 2019

Introduction

The successful delivery of our brand will win the hearts and minds of the citizens and pilgrims, foster relationships with our stakeholders, and drive business success. Everyone of us has a role to play in the future of this brand. It is a mindset and not a department.

These guidelines introduce our strategy and showcase how to use all of the RCMC brand assets correctly and confidently.

They have been designed to ensure consistency within our brand whilst developing strong, recognizable and engaging communications.

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Section 01

Brand Strategy

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Brand Purpose

الارتقاء Renewal

Our Values

WORK IN PROGRESS – TO BE CONFIRMED

Capability

We serve the city from a position of strength, to ensure our role as custodians is enforced and held with respect.

Credibility

Our integrity ensures that we are trustworthy and dependable, and that we are seen as honorable and true to our word.

Sustainability

We are developing an organization with longevity, that creates value and endures over centuries, for the benefit of all.

Employee Behaviors

WORK IN PROGRESS – TO BE CONFIRMED

We are relentless

We are here for the long term. We work with dedication and stay focused on our goals. Our tenacious attitude is why we will succeed.

We are innovative

We create new approaches to solving our challenges. We push beyond ‘the way it has always been done’ and discover practical actionable solutions.

We drive collaboration

Our partners are a key component in achieving our vision and we respect the level of responsibility we have. We keep them engaged by sharing how their role positively impacts the city.

We are humbled by our responsibility

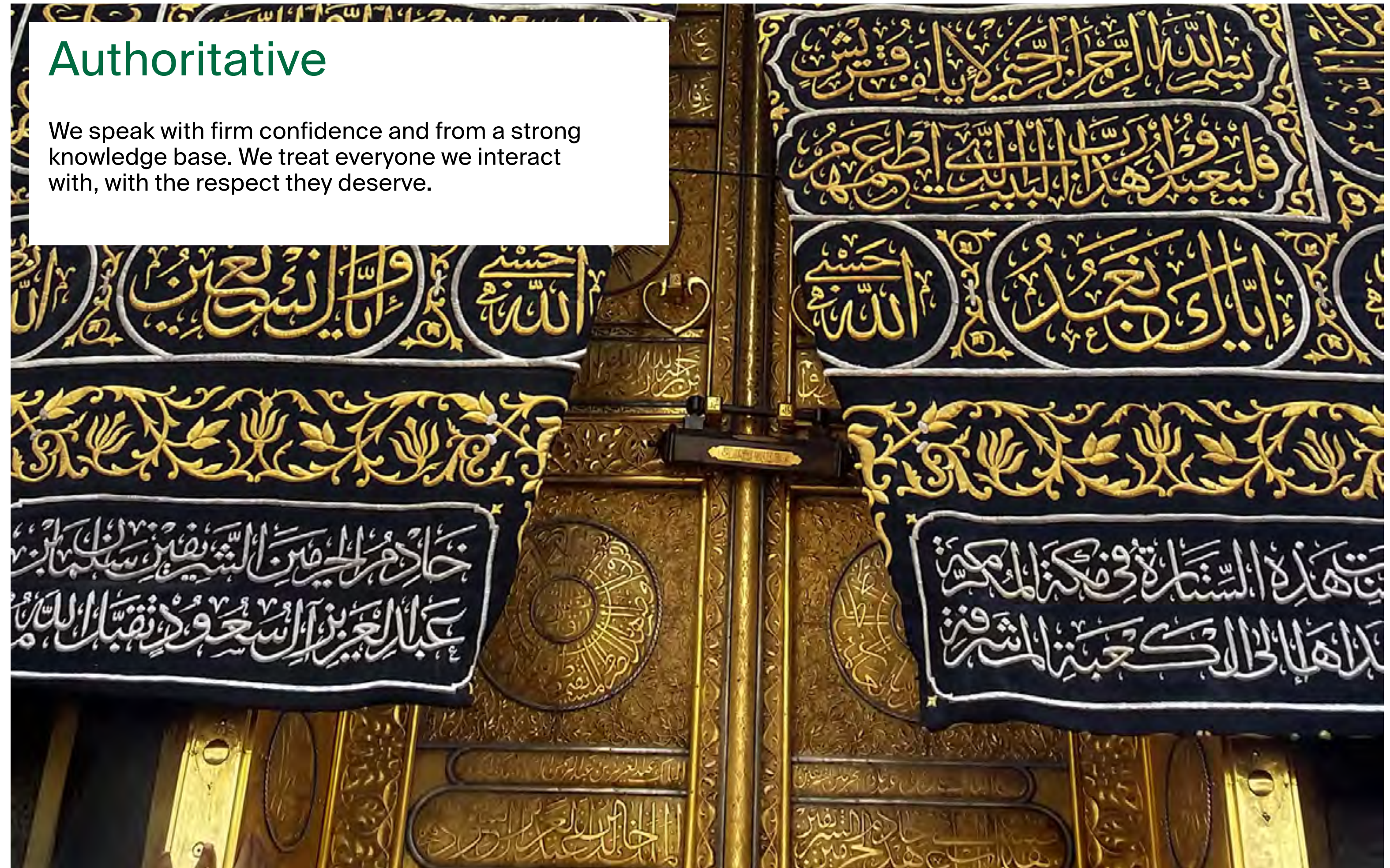
We are honored to be asked to develop the city and truly value the role of service that has been bestowed upon us.

Our Tone of Voice / Personality

RCMC uses American English spelling when communicating using the written word in English.

Authoritative

We speak with firm confidence and from a strong knowledge base. We treat everyone we interact with, with the respect they deserve.



Our Tone of Voice / Personality

Transparent

To gain credibility and develop trust with our stakeholders and partners, we speak in an open and honest tone and act with integrity.



Our Tone of Voice / Personality

Clarity

To assist in building awareness and credibility, our communications need to be concise, informative and highly relevant, avoiding any ambiguity with who we are or what we do.

Our Tone of Voice / Personality



Optimism

We drive our partners and stakeholders to always be future-focused and have an idealistic and positive attitude. By sharing our achievement we build momentum and energy.

Section 02

Brand Identity

- Introduction
- Logo
- Color Options
- Clear Space & Minimum Size
- Alignment
- Misuse
- Step & Repeat

Introduction

Our logo is the core visual representation of the RCMC brand, with our symbol as the central, most important element in every situation. It must be used with the utmost respect and always be reproduced using the official artwork files.

Logo

Symbol Introduction

The RCMC symbol takes inspiration in the form of Kufic script, the oldest and most inspiring calligraphic form of the Arabic scripts and one that denotes authority and strength.

A confident symbol, crafted and featuring the repetition of the Arabic word for ‘Makkah’ in a clean, geometric Kufic style. This signifies strength and prosperity.

Centered within is the Kingdom’s national emblem, which evokes pride and represents our official government standing.

The symbol is the central, most important element of the RCMC brand.



Symbol

Logo

Introduction

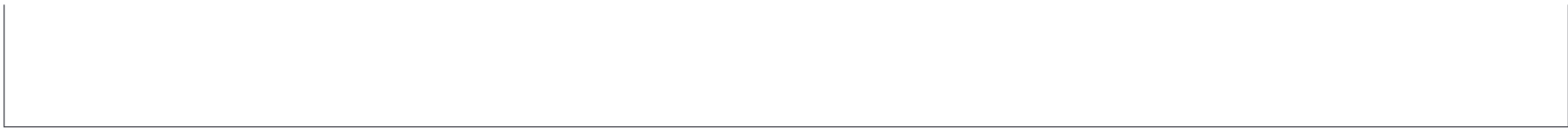
The RCMC logo consists of two elements, a symbol and a wordmark.

Symbol
The kufic symbol is built around the repetition of the word ‘Makkah’. This signifies strength and prosperity. Centered within is the Kingdom’s national emblem, which evokes pride and represents our official government standing.

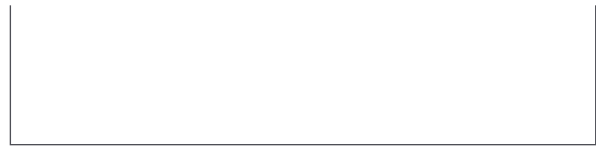
Wordmark
The logo features a modern, confident and clear Arabic wordmark. The English wordmark is stylistically balanced beneath and supportive to the Arabic.

The following pages showcase all of the available logo versions.

Please use the version best suited to the specific design and reference the brand applications section for usage and application examples.



Wordmark



Symbol



Logo



Logo

Primary Version

Dual Language

This is the primary RCMC logo. It is to be used, where possible, on all internal and external brand applications and touchpoints.

Format

The logo is available in the following formats: .ai / .pdf / .jpg. Please use the logo format that is best suited to the specific application.

Usage

The logo should be reproduced in print using the Pantone spot color version where possible, otherwise in CMYK. RGB versions should be used for on-screen and digital printing.

Primary Logo – Dual Language

الهيئة الملكية لمدينة مكة
المكرمة والمشاعر المقدسة

ROYAL COMMISSION FOR
MAKKAH CITY AND HOLY SITES



Logo

Secondary Versions – Limited Usage

The secondary logos are for limited use only and when the primary logo is not suitable for the chosen format.

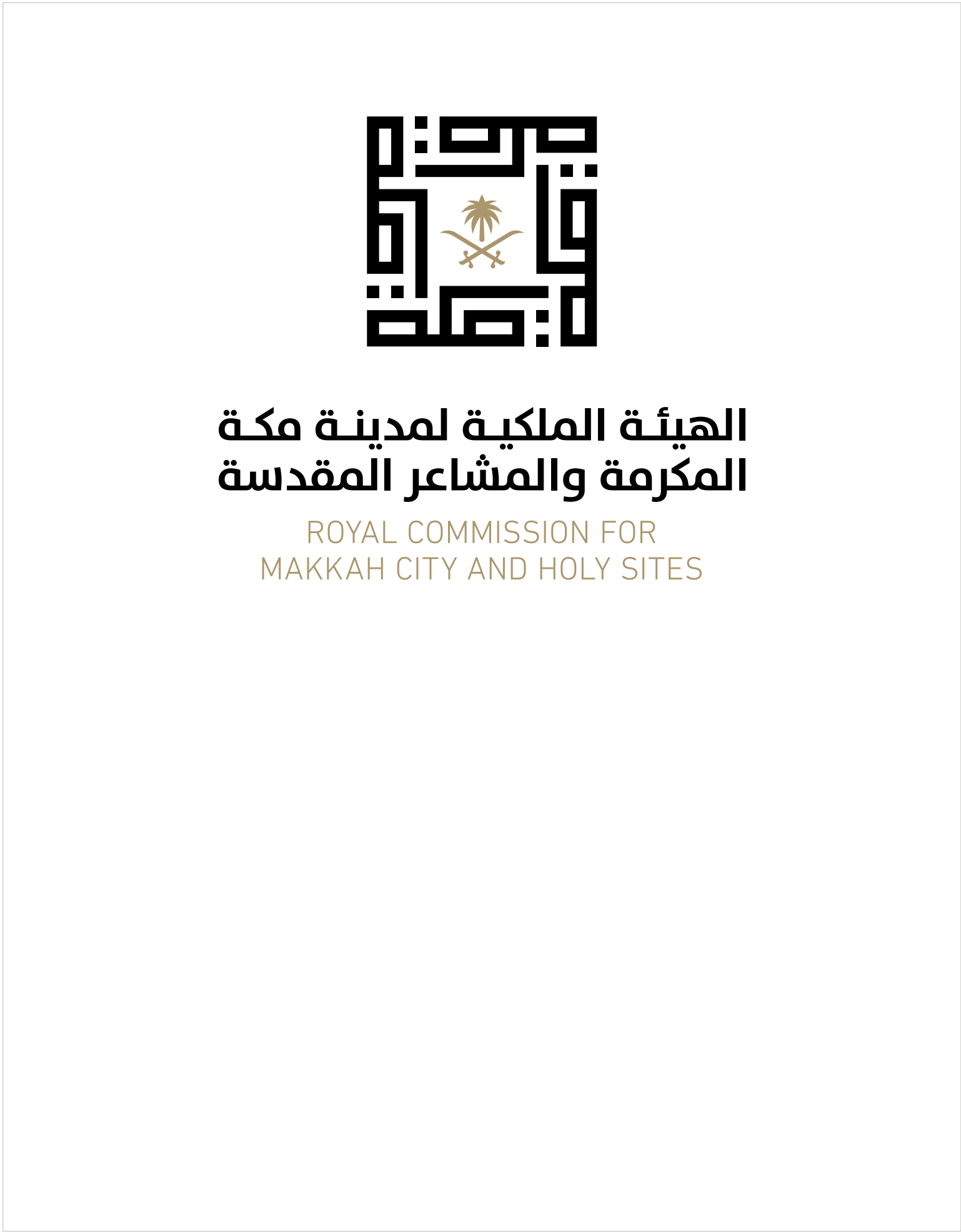
Stacked Logo – Limited Usage
When the logo is applied to vertical applications along with other content, or as a step & repeat, this version of the logo can be used. The wordmark size is reduced by 25% for the stacked version.

Vertical Logo – Limited Usage
When the logo is applied alone on extreme vertical applications, such as flags, this version of the logo can be used.

Symbol – Limited Usage
The symbol can be used separately from the wordmark only when applied within the RCMC environment, on gifts and premium merchandise.

Format
Logo variations are available in the following formats: .ai / .pdf / .jpg. Please use the logo format that is best suited to the specific application.

Stacked Logo



Vertical Logo



Symbol



Logo

Color Options

Full Color – Black & Gold
This is the preferred RCMC logo color.
This version is to be used on all brand applications whenever possible.

Please ensure clarity and legibility when applied to an image.

Format
Logo variations are available in the following formats: .ai / .pdf / .jpg. Please use the logo format that is best suited to the specific application.

Usage
The logo should be reproduced in print using the Pantone spot color version where possible, otherwise in CMYK. RGB versions should be used for on-screen and digital printing.

Please use the logo option that is best suited to the specific application and production method.

Full Color – Black & Gold





Logo Color Options

Two Color – White & Gold

When applied to the dark green background, this option can be used as an alternative to the full color logo where legibility is compromised.

Single Color – White

When applied to a color or image where legibility is compromised, this option can be used as an alternative to the full color logo.

Single Color – Black

The black option is for use when printing in black and white or as an alternative to the the full color logo.

Format

Logo variations are available in the following formats: .ai / .pdf / .jpg. Please use the logo format that is best suited to the specific application.

Usage

The logo should be reproduced in print using the Pantone spot color version where possible, otherwise in CMYK. RGB versions should be used for on-screen and digital printing.

Please use the logo option that is best suited to the specific application and production method.

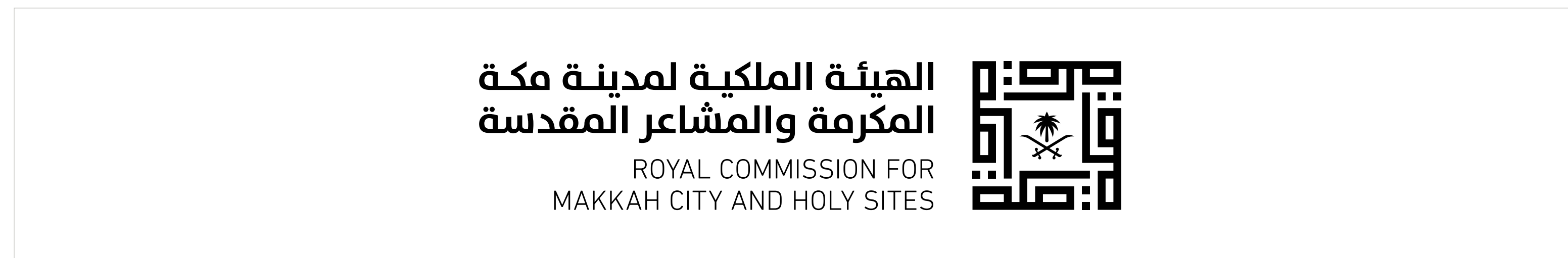
Two Color – White & Gold



Single Color – White



Single Color – Black



Logo

Enhanced Production Options

Enhanced Production –
Black + Gold Foil

You can enhance the tactility and quality of a design by printing the logo using a matt gold foil.

This option is recommended for use on gifts and premium merchandise.

Enhanced Production –
White + Gold Foil

You can enhance the tactility and quality of a design by printing the logo using a matt gold foil.

This option is recommended for use on gifts and premium merchandise when the black + gold foil logo is not suitable.

Where possible, carry out production tests on the chosen media or materials to ensure legibility.

Enhanced Production – Black + Gold Foil



Enhanced Production – White + Gold Foil



Logo

Alternative Color Options

Single Color – Gold
You can enhance the tactility and quality of a design by printing the logo using Pantone 871. This option is recommended for use on gifts and premium printed communications.

Single Color – Green & Vibrant Green
Limited Usage – National Day
These two options are only for use when communicating and celebrating National Day. They should not be used in any other circumstances.

Format
Logo variations are available in the following formats: .ai / .pdf / .jpg. Please use the logo format that is best suited to the specific application.

Usage
The logo should be reproduced in print using the Pantone spot color version where possible, otherwise in CMYK. RGB versions should be used for on-screen and digital printing.

Please use the logo option that is best suited to the specific application and production method.

These rules apply for all versions of the logo.

Single Color Logo – Gold



Single Color Logo – Green



Single Color Logo – Vibrant Green



Clear Space & Minimum Size

Print & Digital

Clear Space

Clear space is equal to the width of a section of the kufic script within the symbol. Shown here as ‘X’.

Minimum Size

To ensure that the logo is legible at all times, there are recommended minimum sizes to protect legibility.

Print

For print based applications the minimum recommended width of the logo is 35 mm.

The symbol can be reduced to a width of 9 mm.

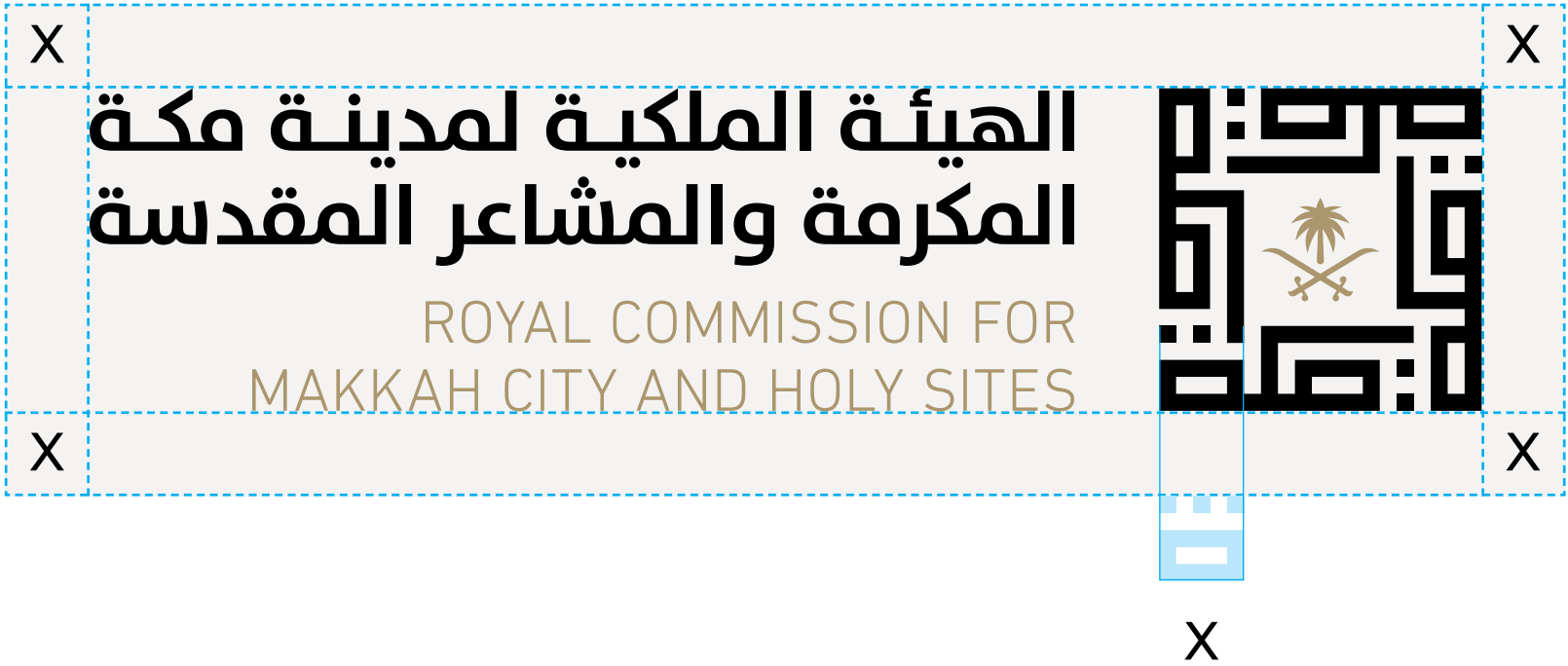
On-screen

For on-screen based applications the recommended minimum width of the logo is 250 px. For the symbol it is 60 px

Where possible, carry out production tests on the chosen media or materials to ensure legibility.

These rules apply for all versions of the logo.

Clear Space



Minimum Size



35 mm / 250 px



9 mm / 60 px

Alignment

Print

When printing the logo, please make sure that the placement and alignment of the symbol and the wordmark are correct.

Symbol
The Kingdom’s national emblem featuring the palm and swords must always sit centrally within the outer Kufic script, shown here as ‘X’.

Wordmark
The English wordmark must always be aligned to the right of the Arabic wordmark and the base of the Kufic script, shown here as ‘Y’.

Alignment Detail
When the logo is applied to the letterhead at a width of 69 mm, the vertical space around the emblem is 0.842 mm and the horizontal space is 1.221 mm.

Alignment



Logo size on letterhead: 69 mm





Misuse

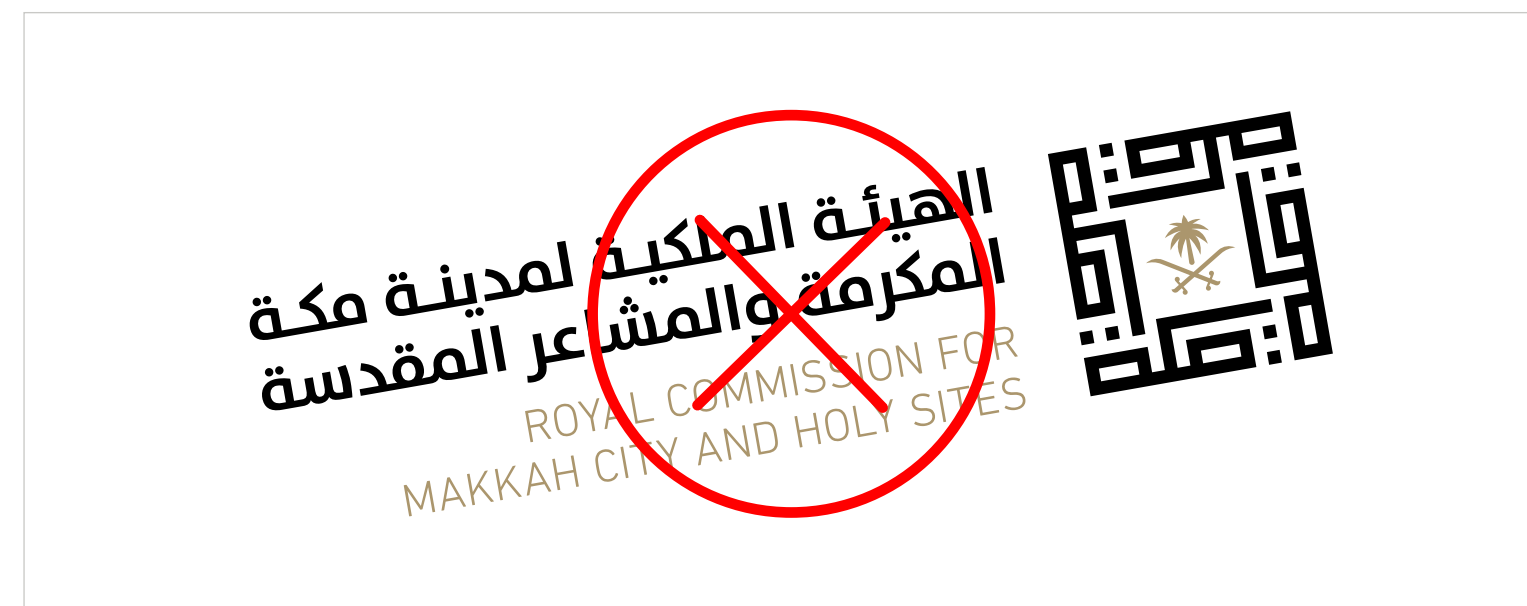
To preserve the integrity and recognition of the logo, it is important to maintain consistency across all applications.

Please adhere to the following rules:

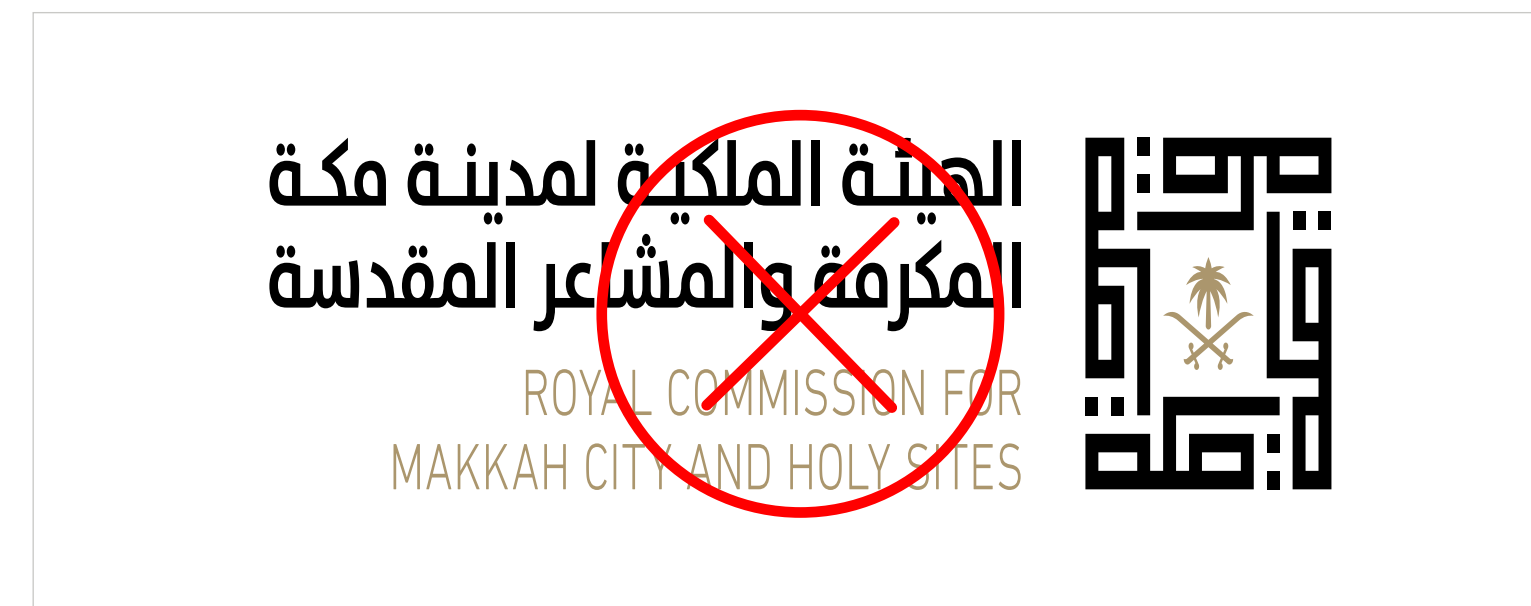
1. Do not rotate.
2. Do not scale disproportionately.
3. Do not change the color.
4. Do not apply effects.
5. Do not compromise legibility.

These rules apply for all versions of the logo.

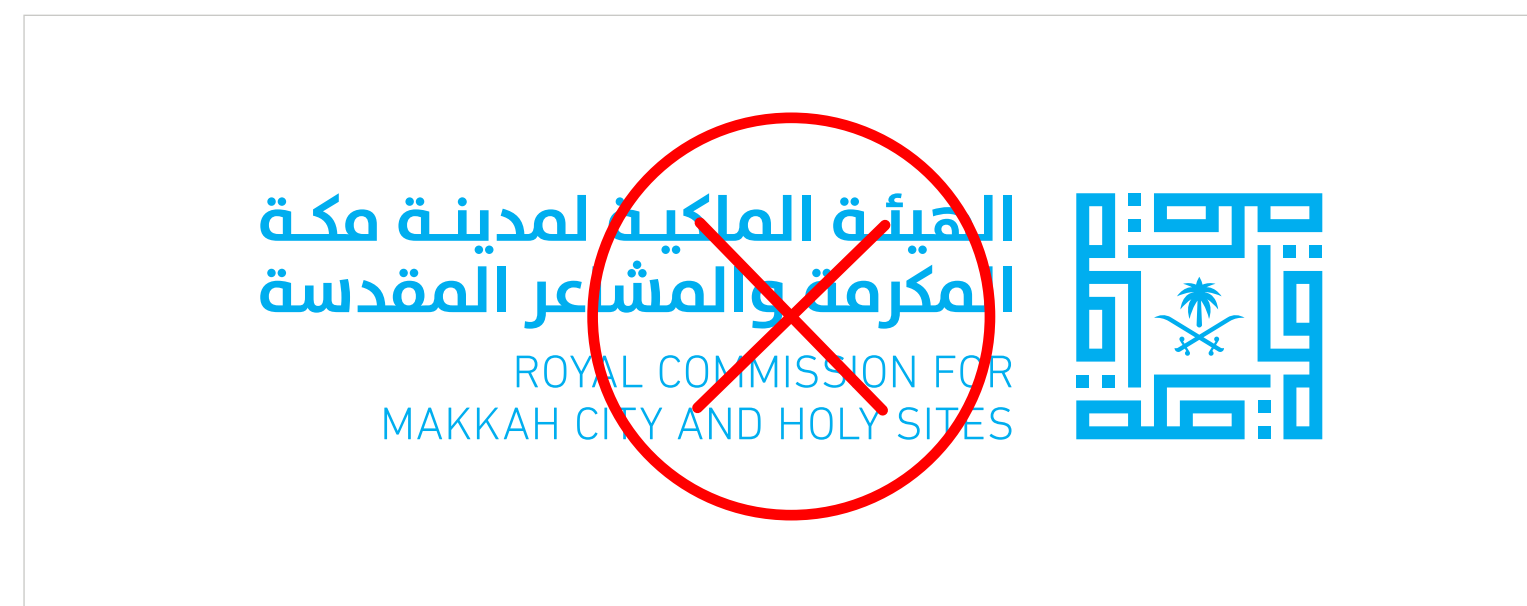
1. Do not rotate



2. Do not scale disproportionately



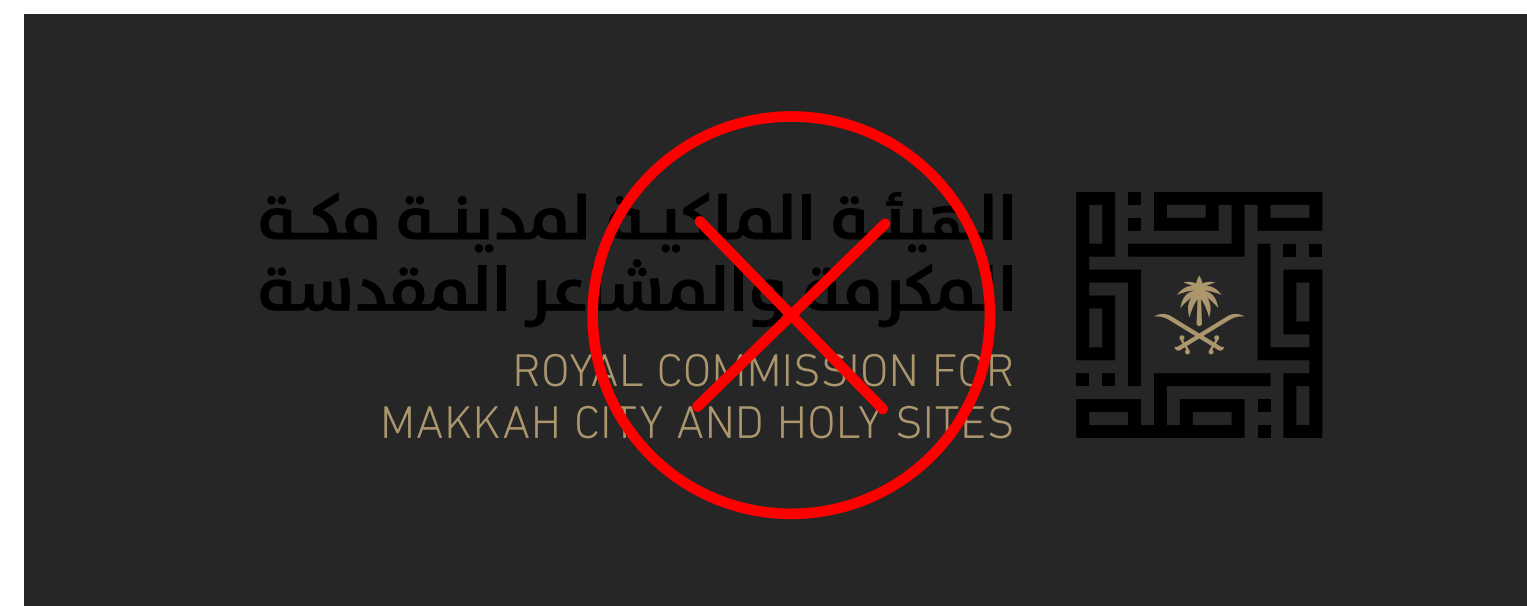
3. Do not change the color



4. Do not apply effects



5. Do not compromise legibility

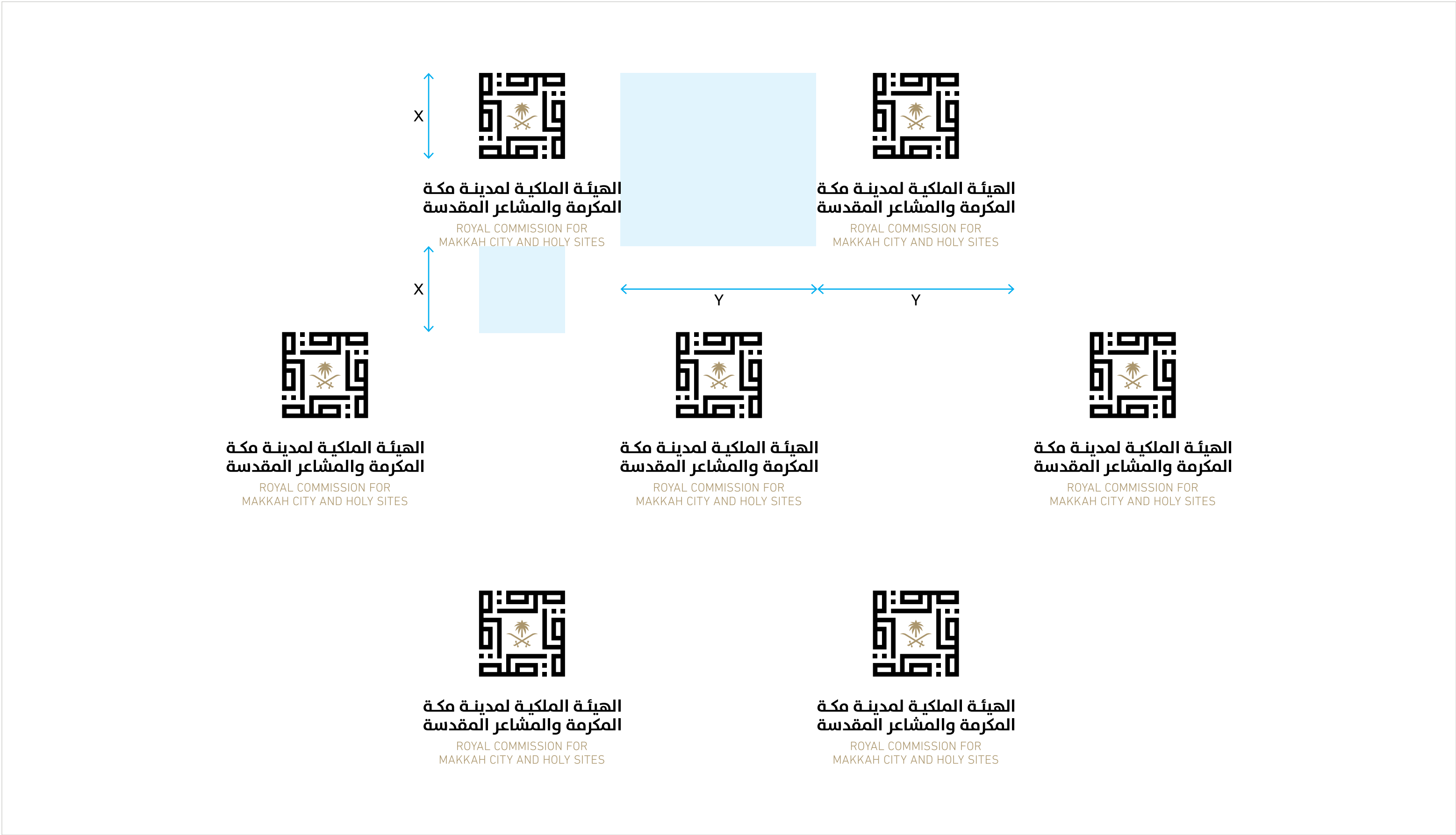


Step & Repeat

When developing the step & repeat backdrop for press and events, you can use the stacked version of the logo.

The width between each logo is equal to the width of the logo (Y) and the height is equal to the height of the symbol (X).

Please adhere to the clear space between each logo as specified.



Section 03

Brand Assets

- Introduction
- Color Palette
- Typography – Brand Font
- Typography – Employee Font
- Photography
- Visual Language
- Iconography

Introduction

Our logo is supported by a unified set of brand assets that are distinctively RCMC. It allows the brand to adapt through expression while staying coherent and considered.

Color Palette

Our color palette is inspired by the heritage of The Holy City of Makkah and the Kingdom of Saudi Arabia.

Infused with fresh tones to elevate the brand and give it a distinctive and contemporary tonality.

A consistent and considered approach to color will help imprint the RCMC brand on audiences' minds, while making it easier for them to engage with all of our communication.

Color Palette

Primary & Secondary

Primary

Pantone 871

Pantone Black 6

Pantone 3425

White

The primary colors are the main colors for use on all brand collateral.

Secondary

Pantone 368

Pantone 7519

Pantone Cool Grey 10

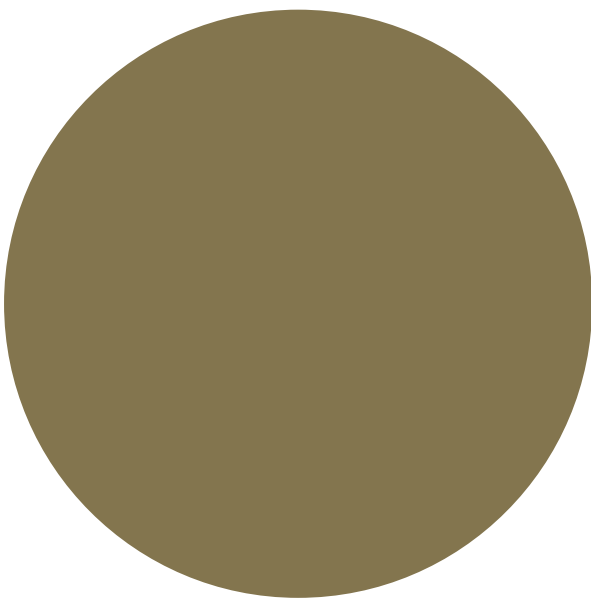
Pantone Cool Grey 6

Pantone Cool Grey 2

The secondary colors supplement the primary palette and create depth. These colors should be used sparingly and to support and highlight content and information. They are a valuable addition when used for infographics and in any long form literature, such as annual reports.

The colors shown here are not intended to match the Pantone color standards and are a visual indication only.

Primary Colors



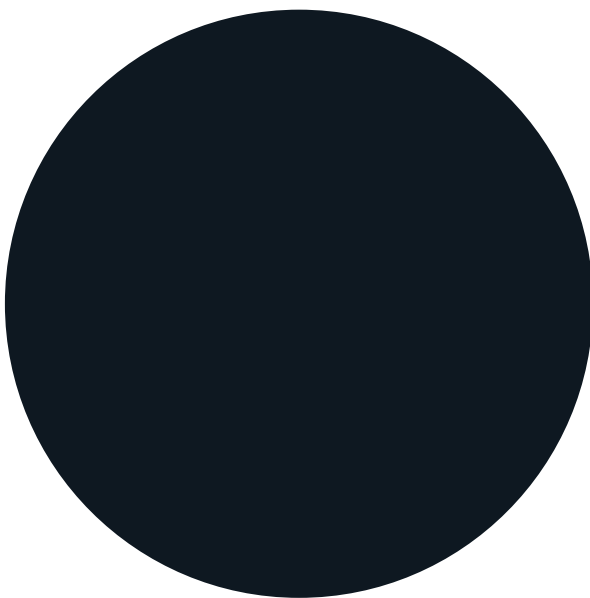
Pantone 871

R 136 / G 120 / B 82

Coated: C 40 / M 40 / Y 68 / K 28

Uncoated: C 0 / M 15 / Y 60 / K 40

HEX #887852

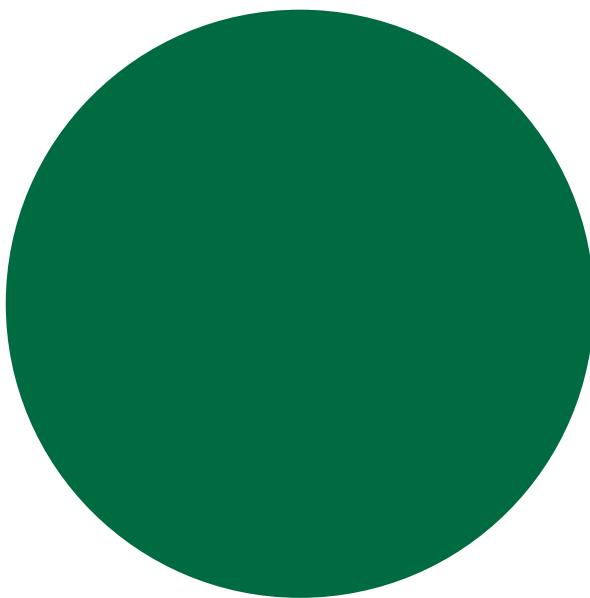


Pantone Black 6

R 0 / G 0 / B 0

C 98 / M 53 / Y 46 / K 96

HEX #000000

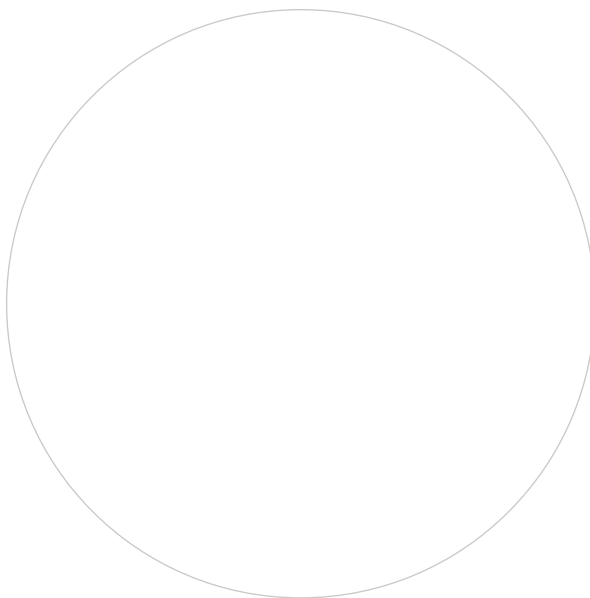


Pantone 3425

R 30 / G 85 / B 42

C 100 / M 9 / Y 85 / K 40

HEX #1E552A



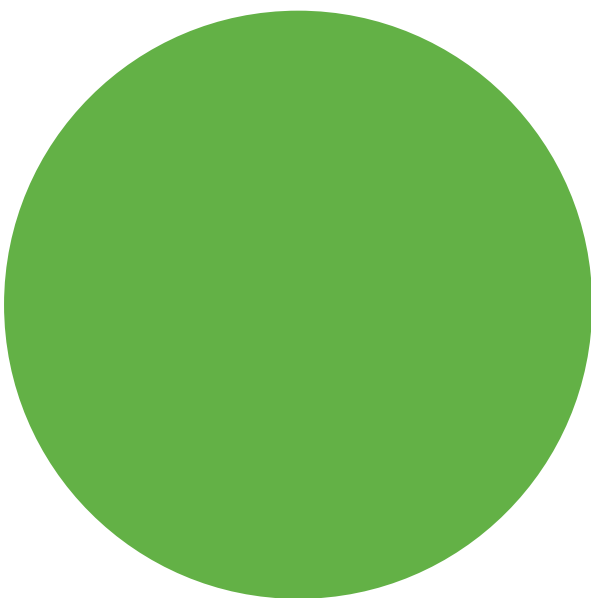
White

R 255 / G 255 / B 255

C 0 / M 0 / Y 0 / K 0

HEX #FFFFFF

Secondary Colors

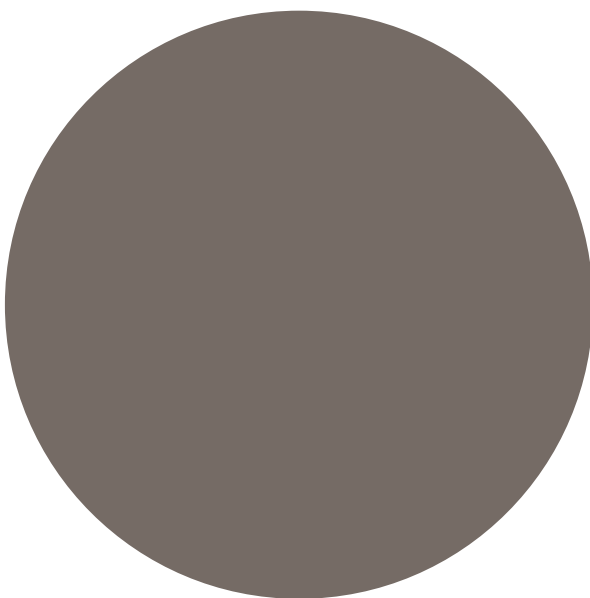


Pantone 368

R 99 / G 178 / B 70

C 57 / M 0 / Y 100 / K 0

HEX #63B246

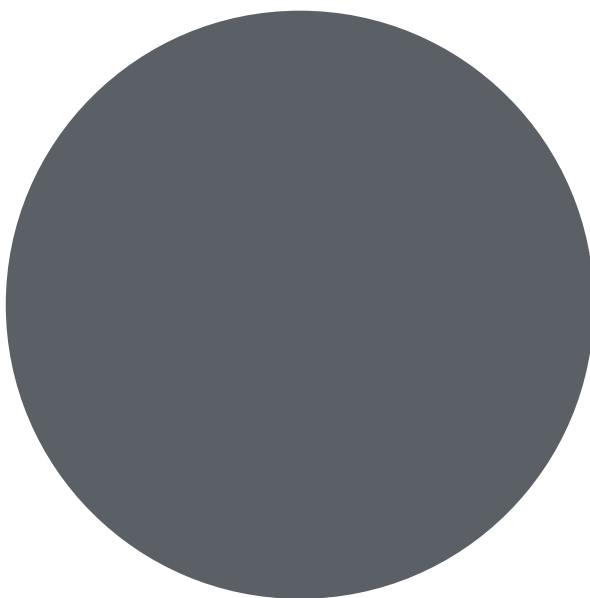


Pantone 7519

R 117 / G 107 / B 101

C 0 / M 28 / Y 43 / K 70

HEX #756b65

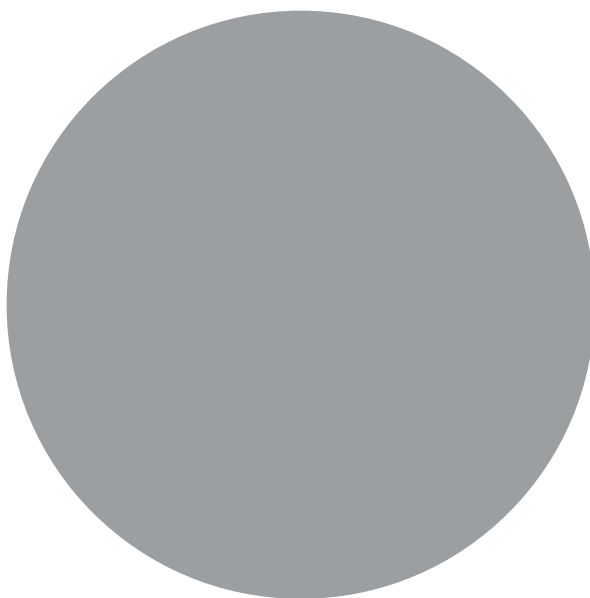


Pantone Cool Gray 10

R 99 / G 101 / B 105

C 40 / M 30 / Y 20 / K 66

HEX #636569

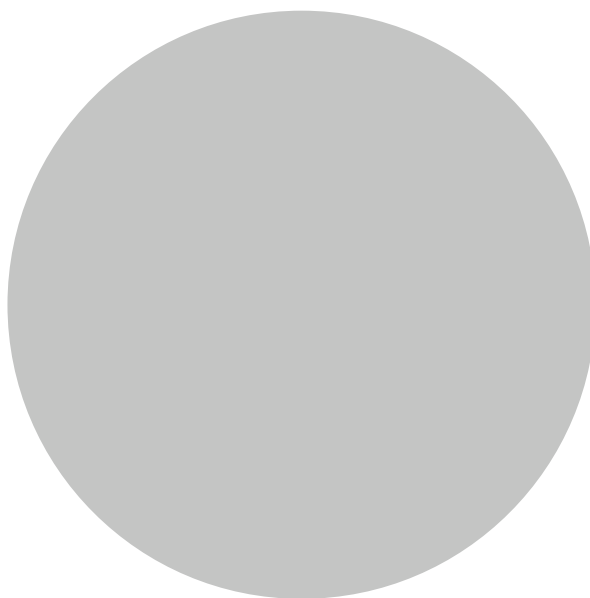


Pantone Cool Gray 6

R 167 / G 168 / B 169

C 0 / M 0 / Y 0 / K 35

HEX #A7A8A9



Pantone Cool Gray 2

R 208 / G 207 / B 205

C 0 / M 0 / Y 0 / K 20

HEX #D0CFCD

Color Palette Usage

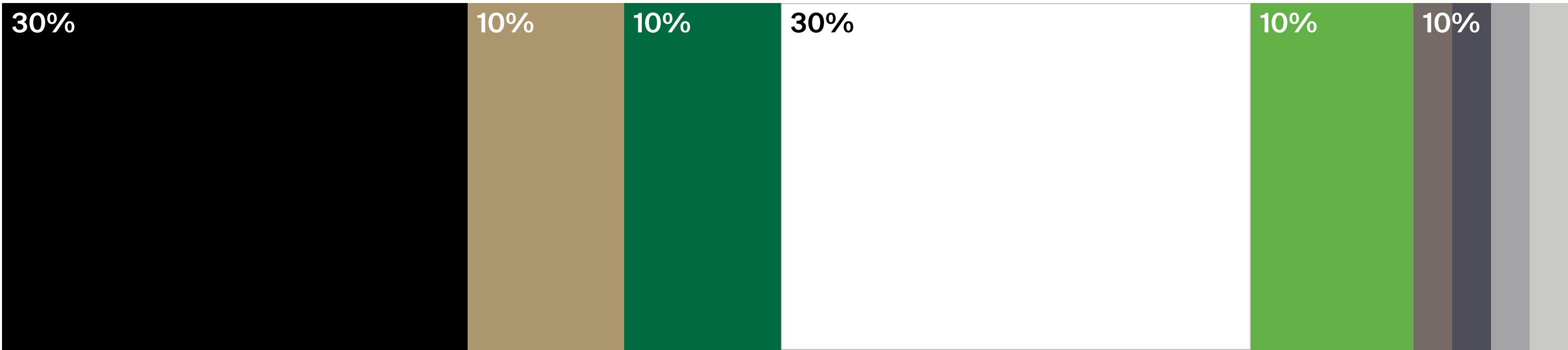
Despite green being the brand identifier, white should be the dominant color on any long communication, such as an annual report, brochure or website, in order to create a contemporary and clean look.

The supporting palette should be given particular consideration and restraint.

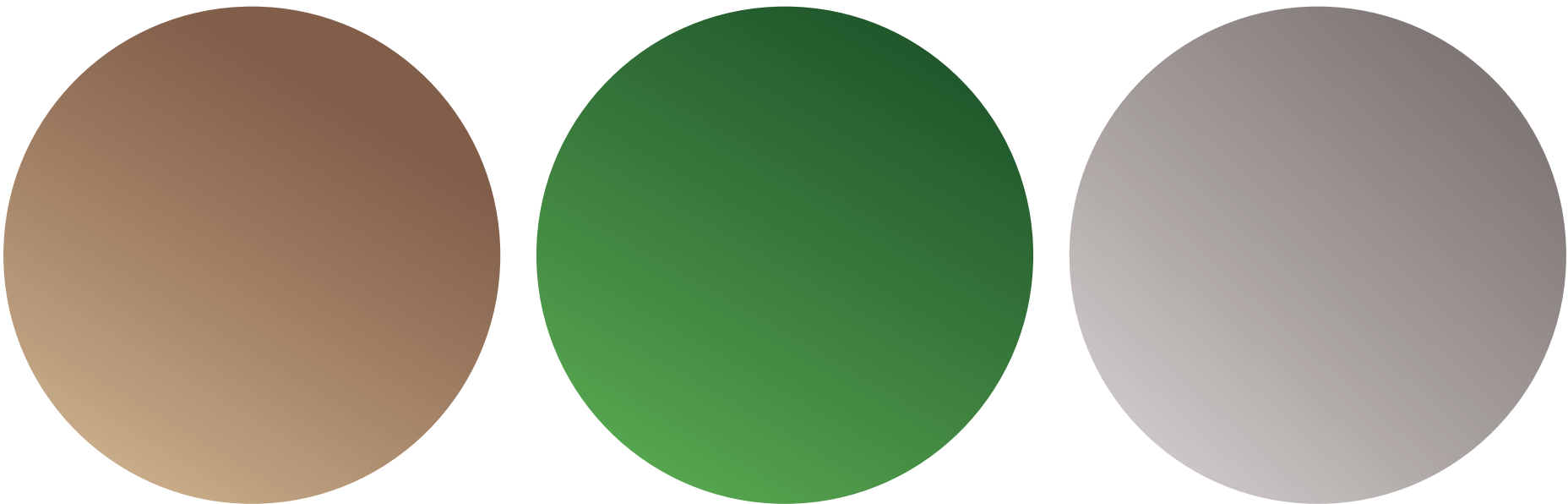
Shown here are example comparative ratios of color use for a piece of brand communication.

Gradients
Gradients can be used to enhance the depth and quality of a piece of digital communication and are a great addition for developing infographics.

Color Relationship



Gradients



Color Palette

Usage

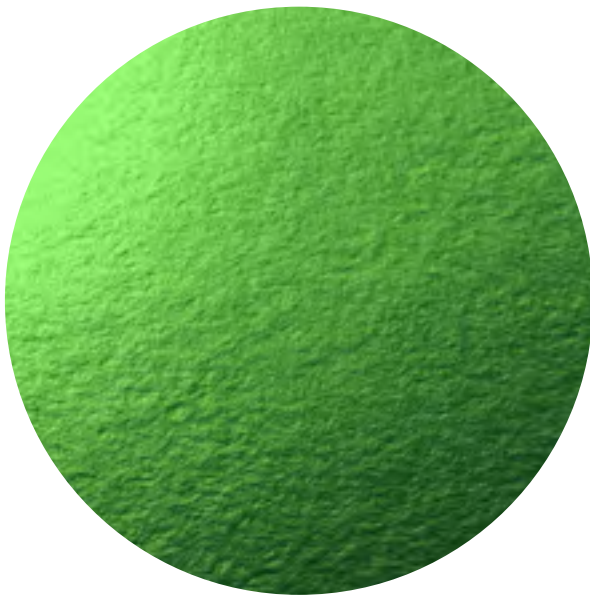
Foils
Foils can be used instead of Pantone colors to enhance the quality and tactility of a piece of printed communication.

The use of foils should be given particular consideration and restraint.

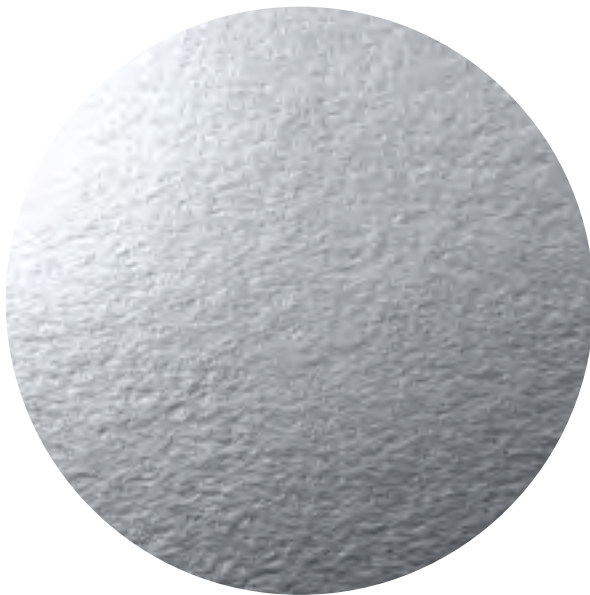
Foil



Gold Foil



Green Foil



Silver Foil

Typography

Typography is a core asset of the RCMC visual identity. The introduction of Suisse Int'l, a dual language font, reflects our ambition for clarity, legibility and accessibility across all RCMC communications.

Internal typefaces for employee use is the system font Tahoma for both Arabic and English.



Typography

Arabic & English

Brand Font

The brand font is Suisse Int'l, a modern, sans serif, dual language font which is humanized and approachable. It features a range of weights that compliment each other stylistically.

This font should be used on all professionally designed physical and digital brand collateral and communication, such as: stationery / advertising / annual reports / website / corporate campaigns / signage & wayfinding.

Brand Font – Arabic & English

Suisse Int'l

أبجد هوز حطي كلمن

Light / Regular / **Semi Bold** / **Bold**

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

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

1 2 3 4 5 6 7 8 9 0

لايت / ريجيولار / **سيمي بولد** / **بولد**

أبجد هوز حطي كلمن سعفص قرشت ثخذ

ضط أ ب ت ث ج ح خ د ذ ر ز س ش ص ض

ط ع غ ف ق ك ل م ن ه و ي

٠ ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

Typography

Usage

Usage
For headlines and titles, use title case.
For all other content, with the exception of acronyms, use sentence case. The priority for written communications is that copy and messaging is easy for the audience to read and understand.

Shown here are the recommended typesetting styles which can be utilized within any brand communication. Font size is at the discretion of the designer and adaptable to the specific format.

The minimum recommended font size is 6pt for all print applications and 9pt for on screen.

The same rules apply for both the English and Arabic fonts.

Headline
Point size: Variable
Leading: Variable
Kerning: Metrics -10pt

Headline / Title
Set in Light / Regular /
Semi Bold / Bold

Sub headline
Point size: Variable
Leading: Variable
Kerning: Metrics -10pt

Sub Headline
Regular / **Semi Bold**

Introductory / highlight
Point size: Variable
Leading: Variable
Kerning: Metrics -10pt

Introductory / highlight text
Regular / **Semi Bold**

Body copy
Point size: Variable
The recommended size is between 10pt & 12pt
Leading: Variable
Kerning: Metrics -10pt

Body copy is set in the Regular weight.

Titles are set in the Semi Bold weight.
Until the first half of the 20th century, Makkah was a small city of spacious stone houses. Since then, Makkah has experienced unprecedented Islamic growth and expansion by becoming the center of Islamic worship for millions around the world. Just as the pilgrim comes to Makkah to reflect and reassess, Makkah city must similarly experience continued future progression.

Our mission as the Royal Commission is to be the instrument enabling the continued growth and acceleration of Makkah. We work to enable Makkah's advancement by positively contributing to the continual evolution of Makkah in accordance with the laws of sanctity and the need for a more balanced, innovative and ergonomic standard for all its guests and citizens.



Typography

Employee Font

Employee Font

The internal typeface for employee use is the system font Tahoma. It is a dual language font, available to use in both Arabic and English.

All employees should use Tahoma for their day to day work such as emails, PowerPoint presentations and Word documents.

It can be used as an alternative to the brand font in instances where only system fonts are available.

Employee Font – Arabic & English

Tahoma

أبجد هوز حطي كلمن

Regular / **Bold**

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
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
1 2 3 4 5 6 7 8 9 0

ريجولار / **بولد**

أبجد هوز حطي كلمن سعفص قرشت
ثخذ ضظأب ت ث ج ح خ د ذ ر ز س ش
ص ض ط ع غ ف ق ك ل م ن ه و ي
٠ ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

Photography

We use photography as our primary method of visual storytelling. The photographs used in our communications should convey our brand personality and connect with our audience. RCMC is a unique and distinctive brand and our imagery should reflect this.

Our library includes a broad selection of images that can be utilized across all types of communication.

Photography

Introduction

Clean, enlightening and pure, our photography style represents the religious, business and cultural experience in modern Saudi Arabia.

Style

We feature warm, fresh, natural imagery to relate to our audience with an authentic presence.

People

People should be real, relaxed and sincere. Their emotion should appear genuine.

Composition

Clean and simple composition featuring a variety of crops, close-ups and wide angle shots.

Avoid overly busy backgrounds and featuring items that can date images, such as technology and cars.

Color

Color is real and authentic, using natural light where possible.

Avoid using over saturated images.

Please Note

These images are a stylistic reference for placement purposes only.

Hajj Experience



Business



Abstract Textures



Visual Language

Our visual language represents RCMC as a strong, modern and confident brand.

It intentionally uses subtle linear graphics to allow the logo to take center stage, building equity in the brand name and graphic element.

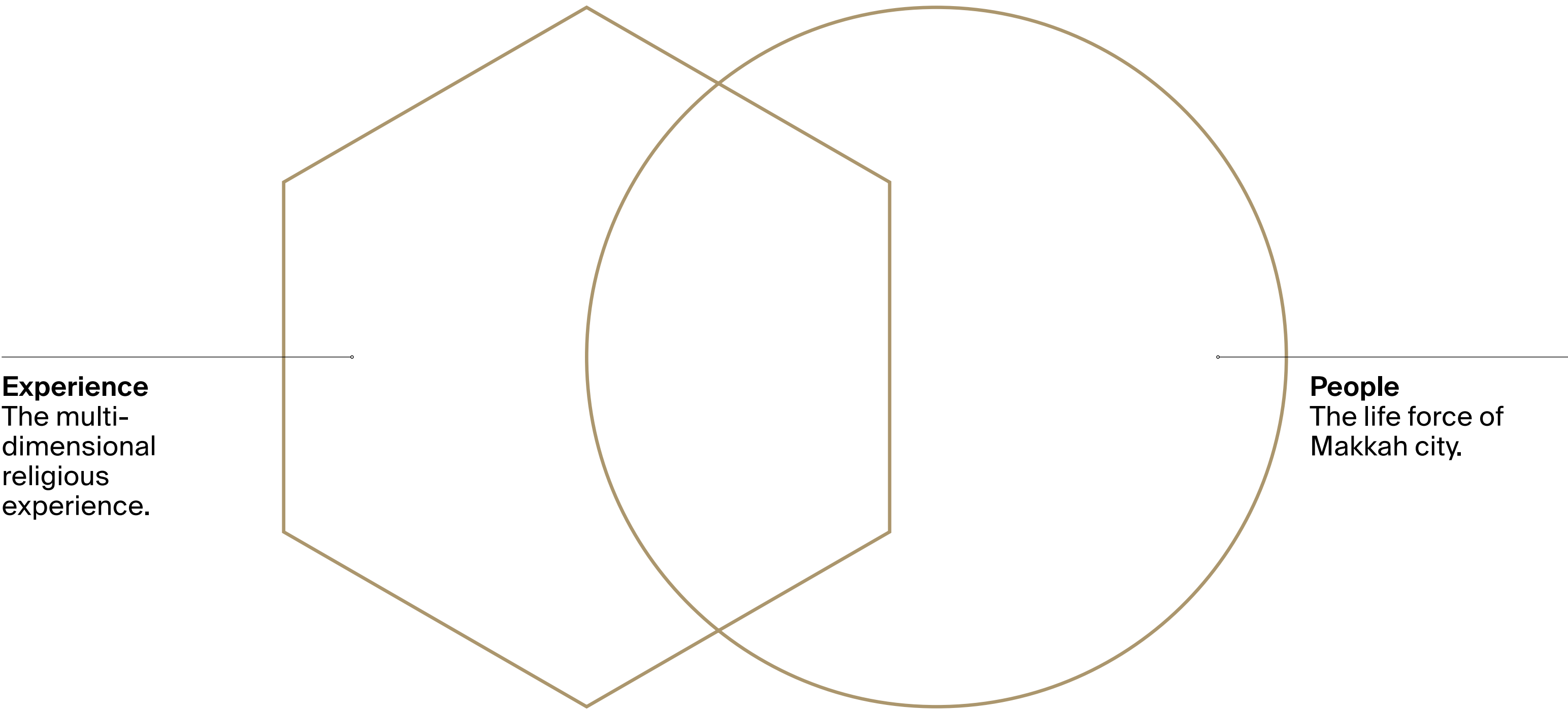
It features two elements, the circle representing the people that make up the life force of Makkah city, and the hexagon representing the many dimensions of the religious experience.

Visual Language

Experience / People

The design system uses two elements, the circle representing the people that make up the life force of the city, and the hexagon representing the many dimensions of the religious experience.

For example usage, please see the brand applications section.



Iconography

Icons are our shorthand language, used to signpost important information on physical and digital touchpoints where space is limited.

The RCMC icons are designed to provide flexibility, coherency and ease of use across multiple platforms.

The iconography style is tailored and detailed to fit seamlessly into the brand assets.

The icons are also available reversed in white.

Iconography Style



Section 04

Brand Applications

Corporate

- Business Card
- Letterhead
- DL Envelope
- C4 Envelope
- Folder
- Notepad
- PPT Template
- Email Signature
- A4 Newsletter
- E—Newsletter
- Stamp
- Welcome Pack
- Lanyard & ID Card
- Hajj Uniform
- Livery

Marketing

- Publications
- Annual Report
- Digital
- Website
- Google Ads
- Twitter
- Linked In
- Facebook
- Instagram

Gifts

- Mugs
- USB Stick
- Pens
- Pin Badge
- Cufflinks

Interiors

- Entrance Signage
- Reception
- Meeting Rooms
- Interior Color & Style

Business Card

Premium production embellished with gold foiling.





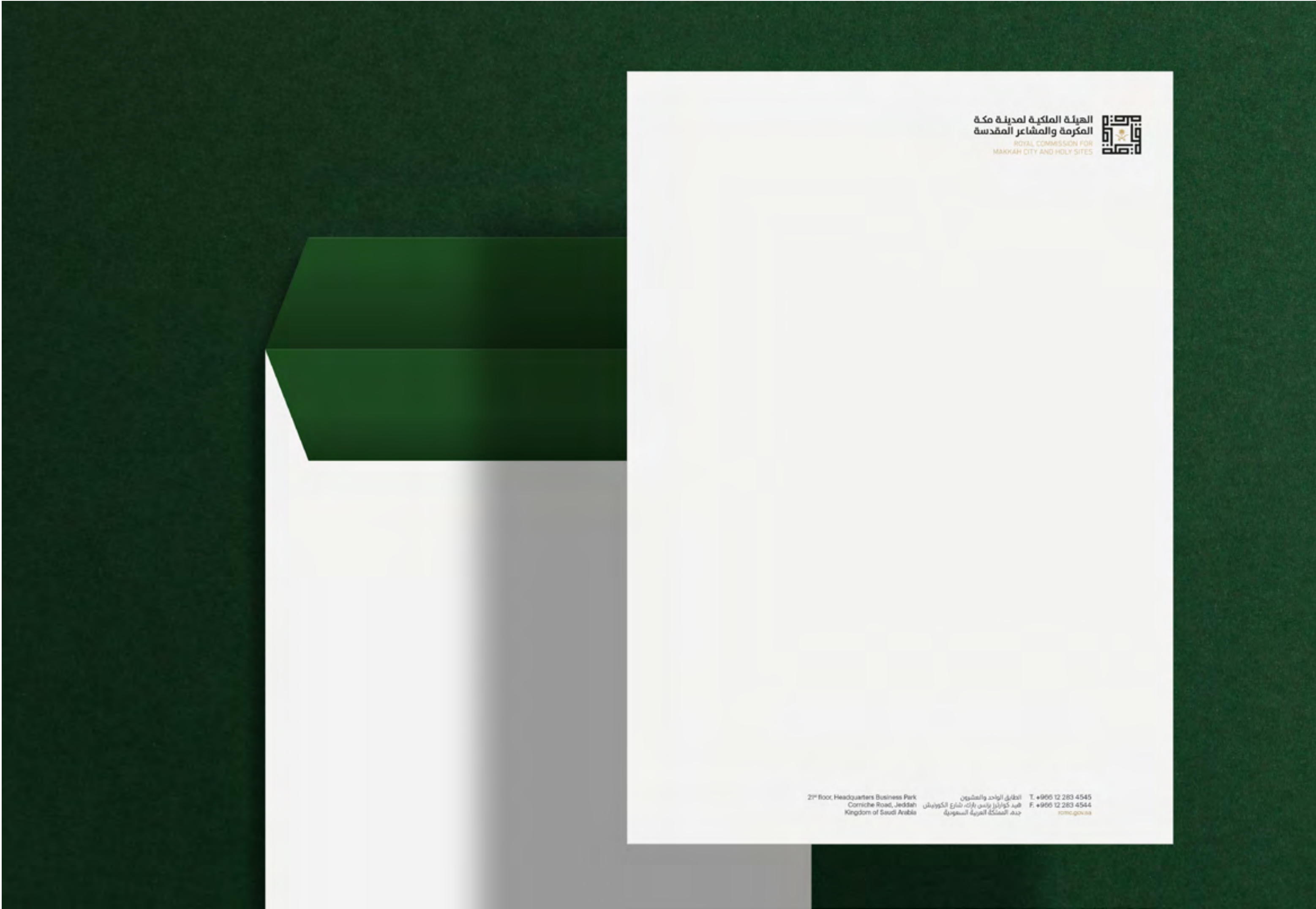
Letterhead



DL Envelope



C4 Envelope



Folder



Notepad



PPT Template

Strategy Report

الهيئة الملكية لمدينة مكة المكرمة والمشاعر المقدسة

ROYAL COMMISSION FOR MAKKAH CITY AND HOLY SITES

Makkah City Strategic Plan: Steering Committee Meeting

ROYAL COMMISSION FOR MAKKAH CITY AND HOLY SITES

MONDAY, JULY 22, 2019

ASSILA HOTEL, JEDDAH



STRATEGY REPORT | ROYAL COMMISSION FOR MAKKAH CITY AND HOLY SITES

City strategies have varying contents, but there are common items

Content Item	New York*	London*	Rome	Melbourne	Sydney	Dubai
Justification of the Plan						
City Context						
Preparation Process						
Vision						
Strategic Pillars						
Objectives and KPIs						
Spatial Strategy						
Implementation Arrangements						
Budget						
Alignment with National Policies						

* Will be added

STRATEGY REPORT | ROYAL COMMISSION FOR MAKKAH CITY AND HOLY SITES

Suggested template for Makkah Strategy Report

Content Item	What needs to be covered	Number of pages for Executive Summary	Number of pages for Main Body
Justification of the Plan	The need for a new, multisectional, and integrated city strategy from RCMC	45	130
City Context	Historical context, high-level current state assessment, values and guiding principles	2	5
Preparation Process	Workshops, meetings, consultations, other stakeholder engagement activities	5	12
Vision			
Strategic Pillars	Strategic Dimensions and Choices Selected Strategic Decision Pillars Goals and KPIs Programs Initiatives	33	90
Objectives and KPIs			
Spatial Strategy	<will be covered under the 4th pillar (i.e. Spatial)>		
Implementation Arrangements*	Roles, responsibilities, coordination mechanisms		10
Budget*	Expected revenue and cost streams		3
Alignment with National Policies	MCSP initiatives vs other national/regional/local efforts and alignment strategy		5

* Will be excluded from the external report

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05 Strategy Report

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New York City Strategy 2019-2050

Executive Summary

Overall City Context

6 Core Challenges

6 Corresponding Goals- Summary

Main Body

6 Goals

Justification of the Theme

KPIs

City Context in this Theme

30 Initiatives

~300 Specific Activities

Core Challenges

• Rising Unaffordability

• Economic Inequality

• Wealth and Health Disparities

• A Climate Emergency

• Failing Infrastructure and Striving Needs

• Threats to Democracy

Goals

• An Inclusive Economy

• A Vibrant Democracy

• Thriving Neighborhoods

• Healthy Lives

• A Livable Climate

• Efficient Mobility

• Modern Infrastructure

• Equity and Excellence in Education

Initiatives Examples from An Inclusive Economy Goal

• Grow the tech sector with good-paying jobs

• Provide economic security for all through fair wages and expanded benefits

• Strengthen the City's fiscal health to meet current and future needs

Specific Activity Examples from (Growth the Economy with good-paying jobs) Initiative

• Grow the tech sector and invest in shared tech talent

• Address climate change and create green jobs

• Meet the health care needs of the future

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MCSP Strategy Report Timeline

	July	August	September
Pre-Arrangements	30	07	14
Benchmark City Strategies			
Draft Structure & Outline			
Agree on Outline			
Introduction			
Justification of the Plan			
Background			
Preparation Process			
Makkah 2040 Plan			
Vision & Mission			
6 Strategic Pillars			
Strategic Goals			
Objectives & KPIs			
Programs & Initiatives			
Implementation			
Implementation Arrangements*			
Budget*			
Alignment with National Policies			
External Report			
Copy Editing & Visualization			
English Copy Editing			
Arabic Copy Editing			
Visual Finalization			

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Key Questions: MCSP Strategy Report Discussion

1

What are the key components of similar city strategy reports from leading cities?



2

What are the common themes and focus areas from other city strategy reports?



3

Who is the main target audience for the MCSP strategy report? (general public, public sector entities, international funders, etc.)



4

What is the suggested structure and content for the MCSP strategy report (public and internal documents)?



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London City Plan, 2018-2036

Overall City Context

4 Strategic Aims

23 policies (15 thematic + 8 spatial)

City Context in this Theme

Justification of the Policy

~300 Specific Policies

Strategic Aims

• Flourishing Society

• Thriving Economy

• Outstanding Environments

• Key Areas of Change (spatial policies)

• Policies under Flourishing Society

• Healthy and Inclusive City

• Safe and Secure City

• Housing

Specific Policy Examples from Healthy and Inclusive City

• Inclusive buildings and spaces

• Air quality

• Noise and light pollution

• Protection of social and community facilities

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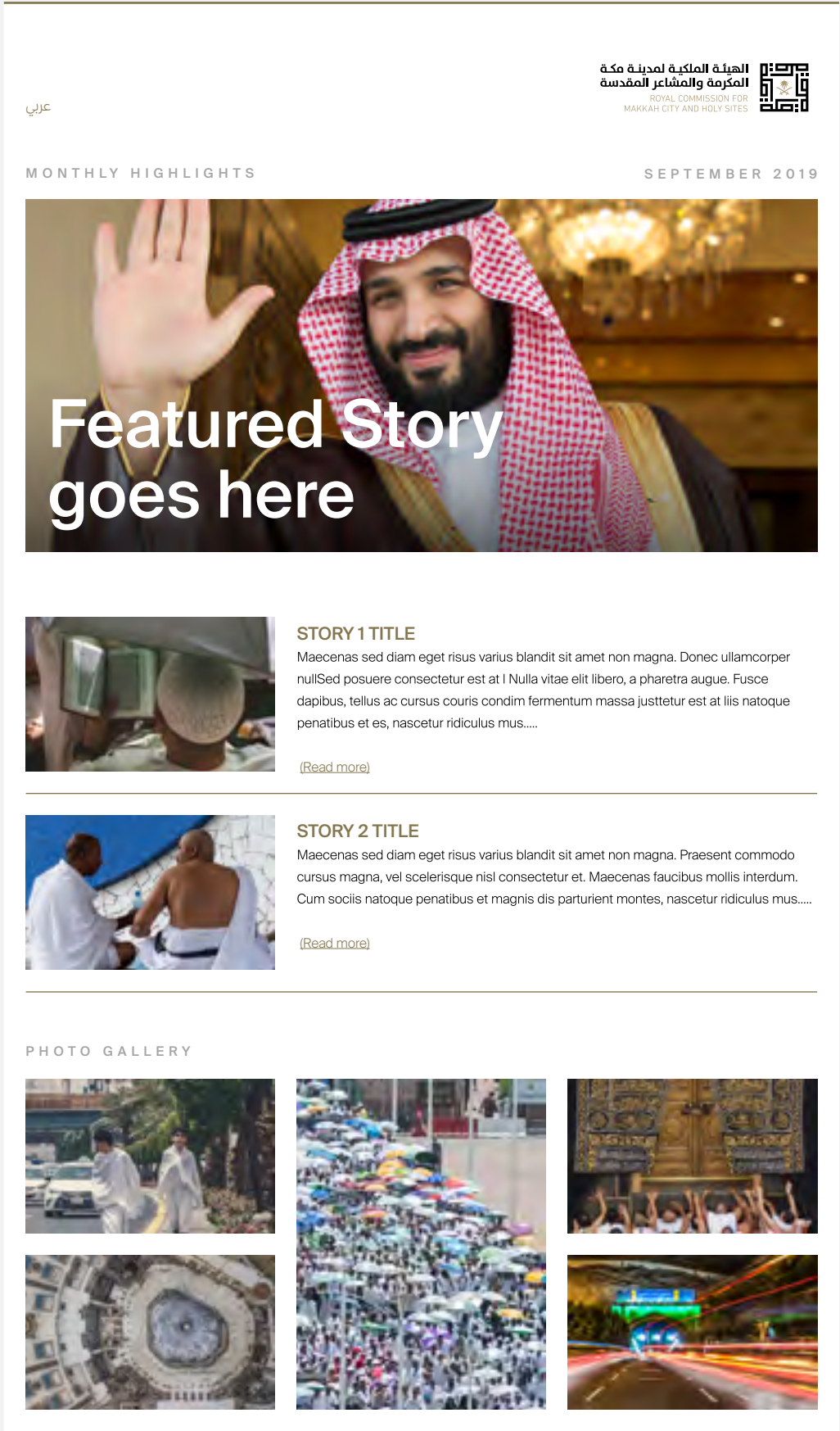
06 Conclusion

Email Signature

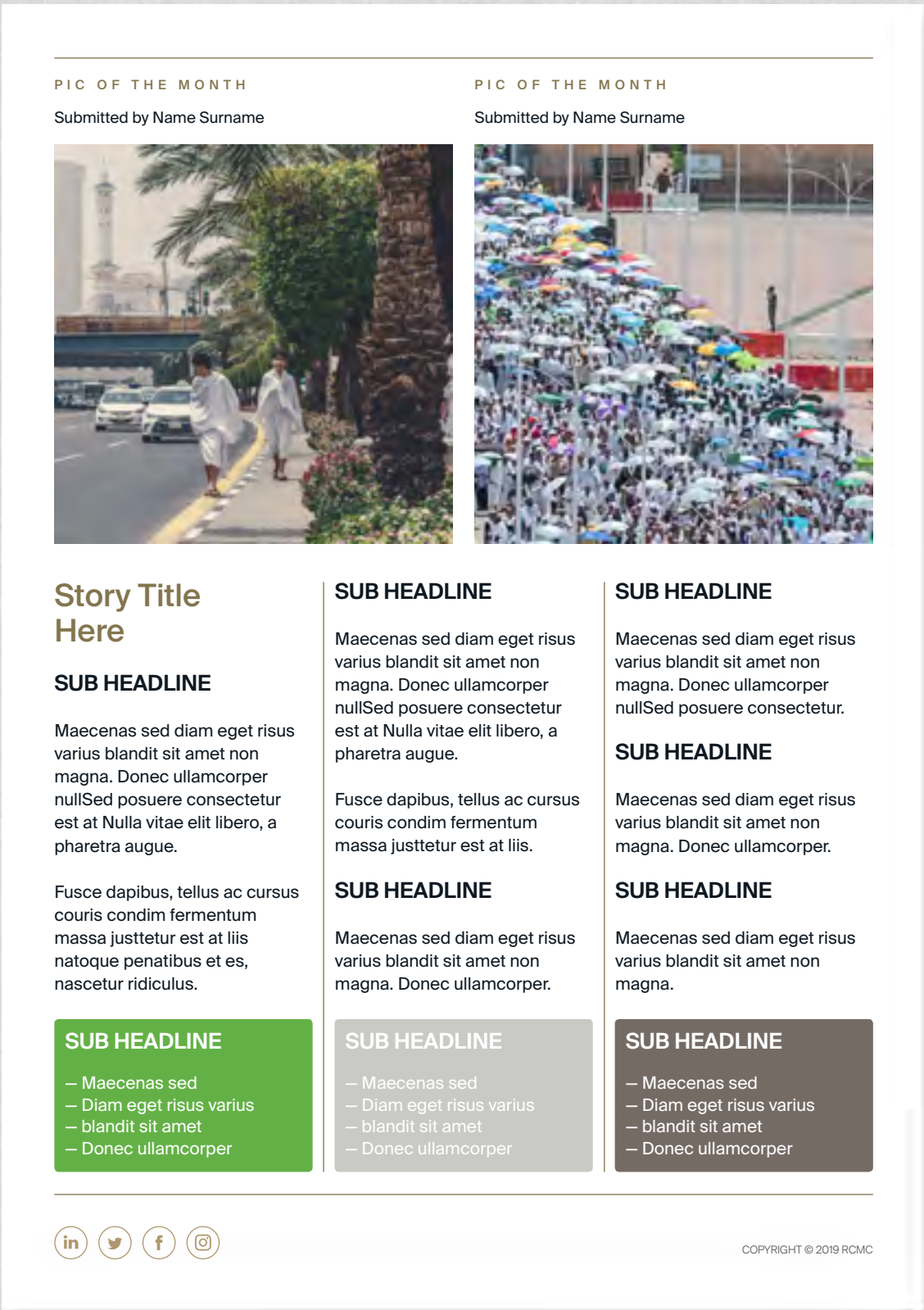
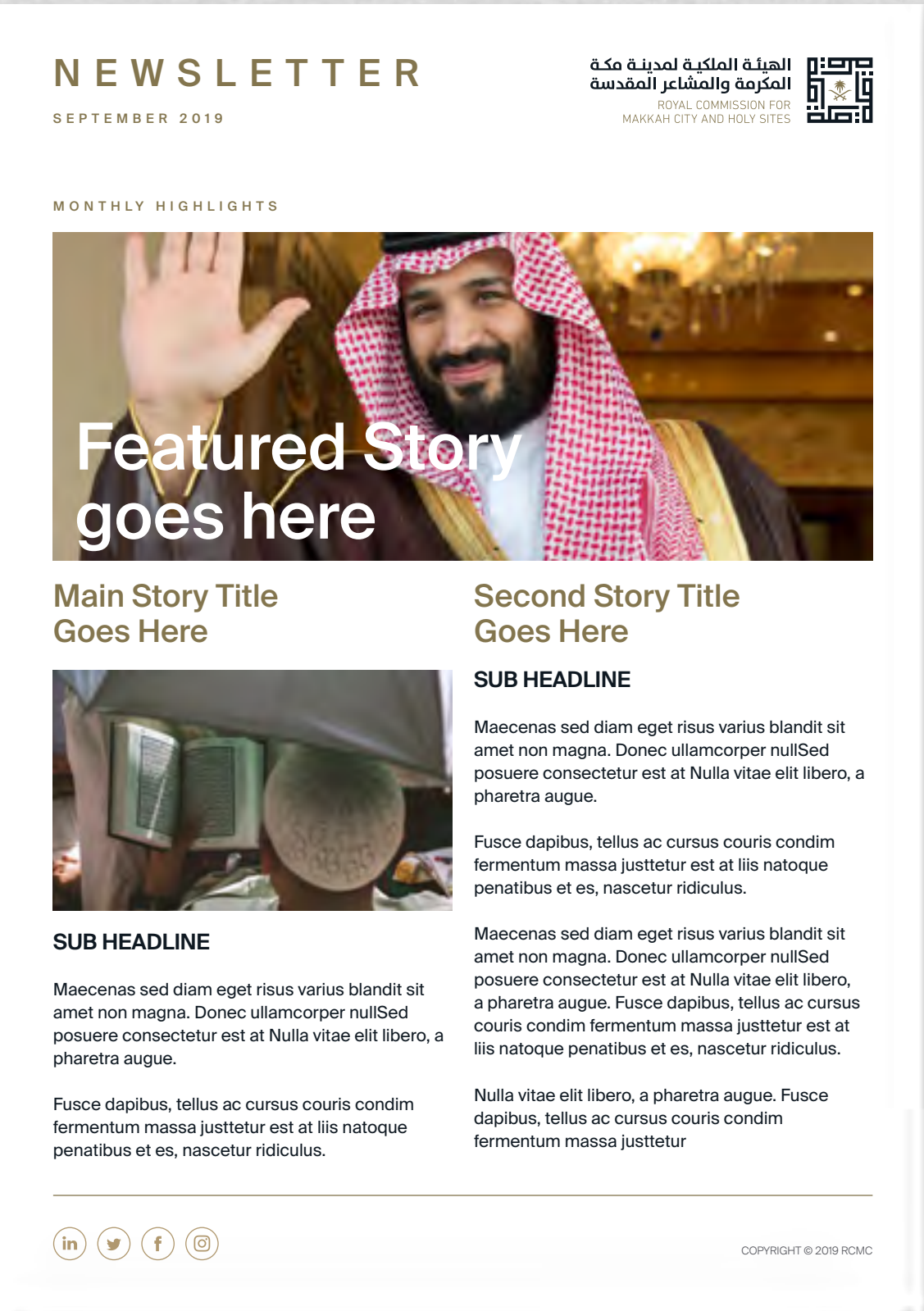
Arabic & English



E–Newsletter



A4 Newsletter



Stamp



Welcome Pack
Closed



Welcome Pack

Open



Lanyard & ID Card



Hajj Uniform
Safety Vest



Hajj Uniform

Waistcoat & Cap



Hajj Uniform

Polo Shirt



Livery
Car Window Sticker



Livery

Car Vinyl Sticker



Publications



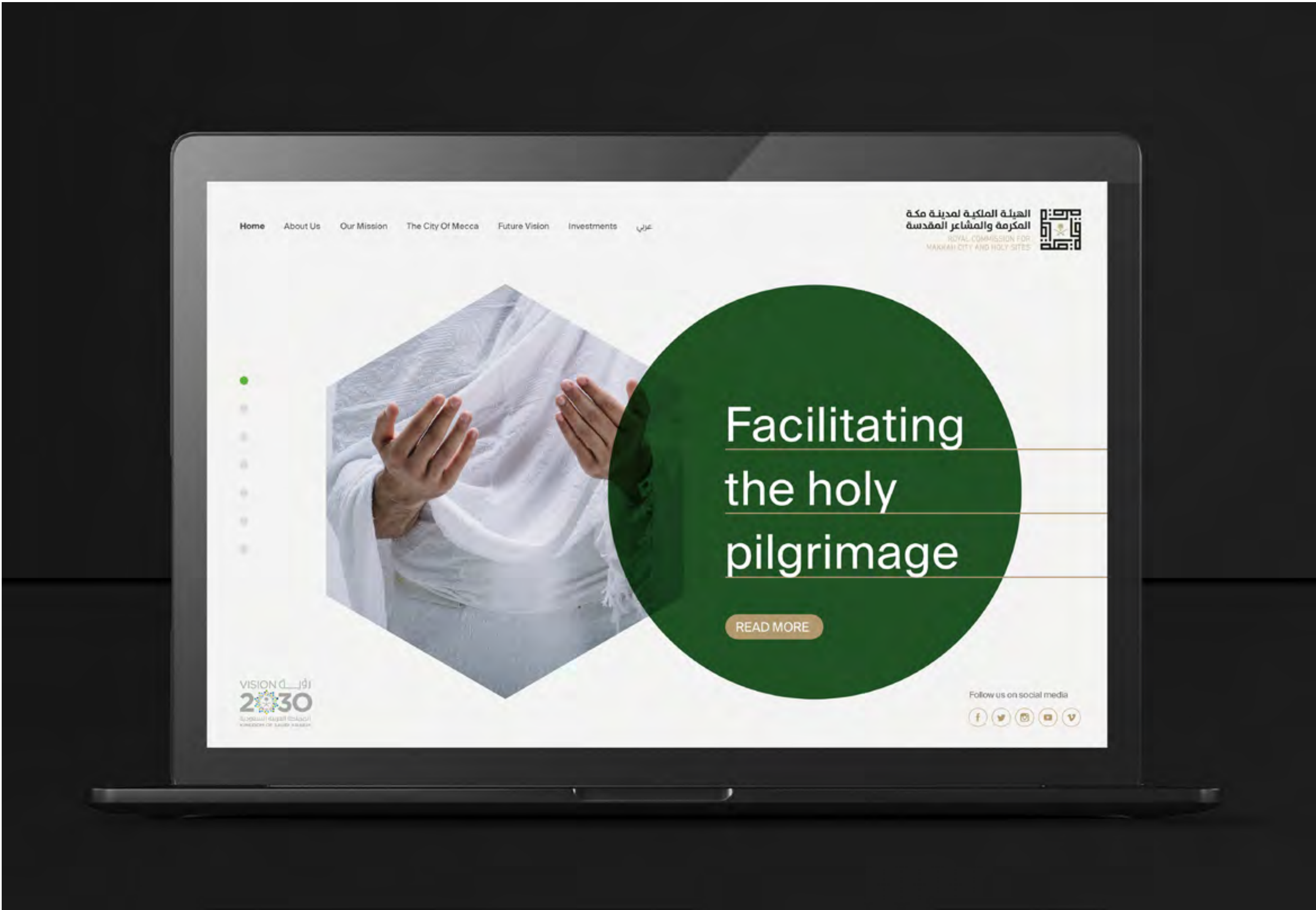
Annual Report



Annual Report
Inner Spreads



Website



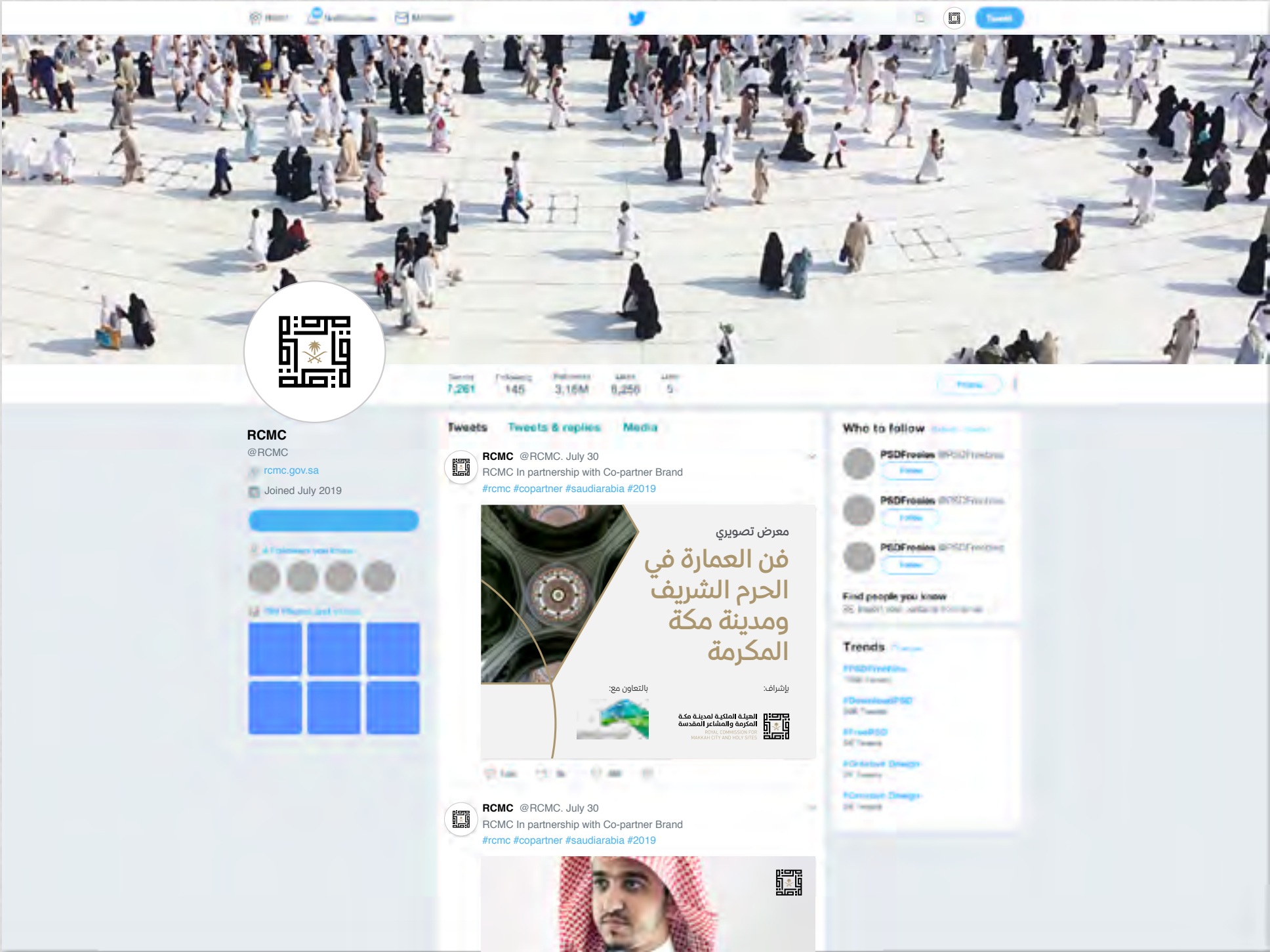
Website



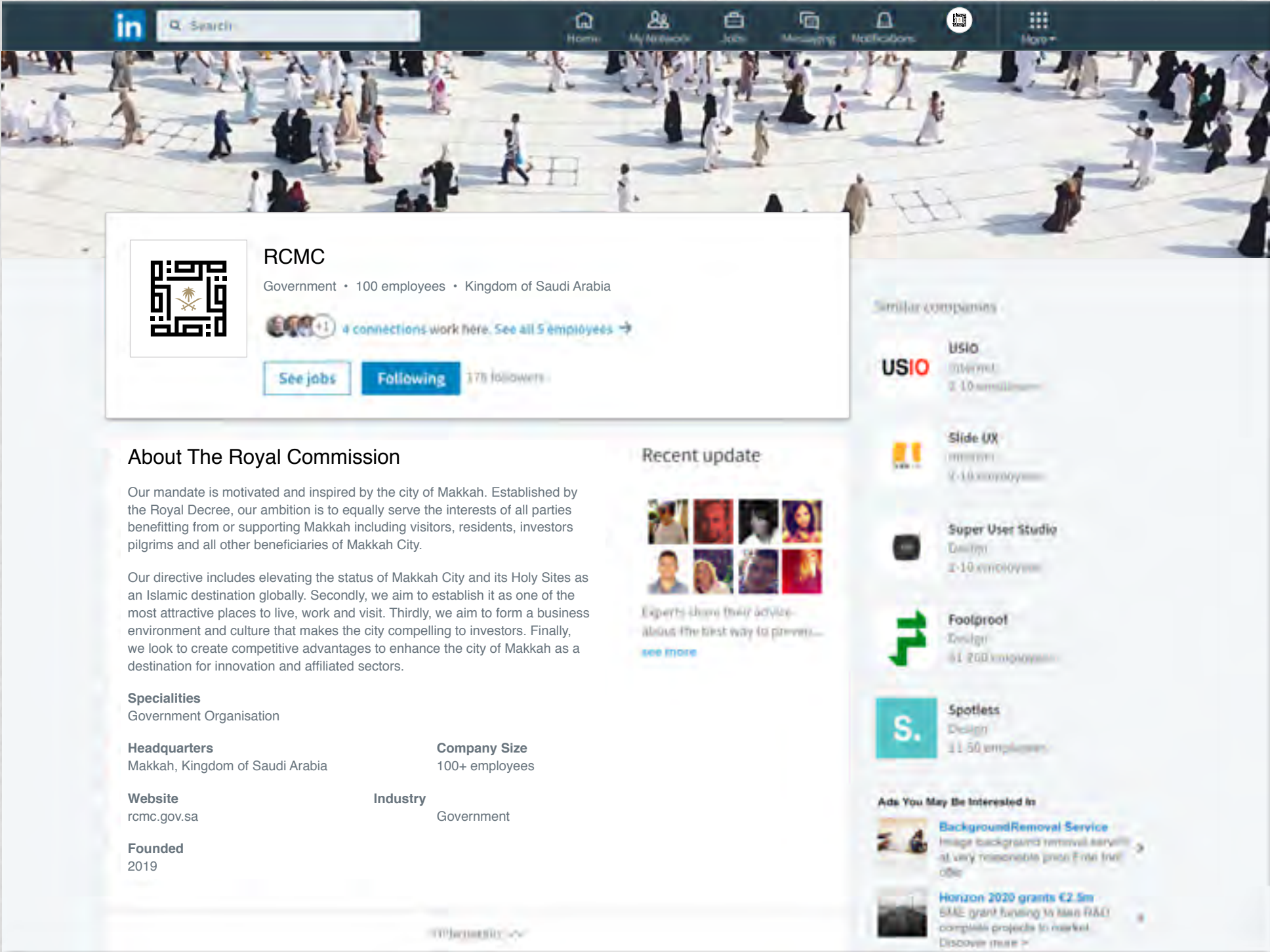
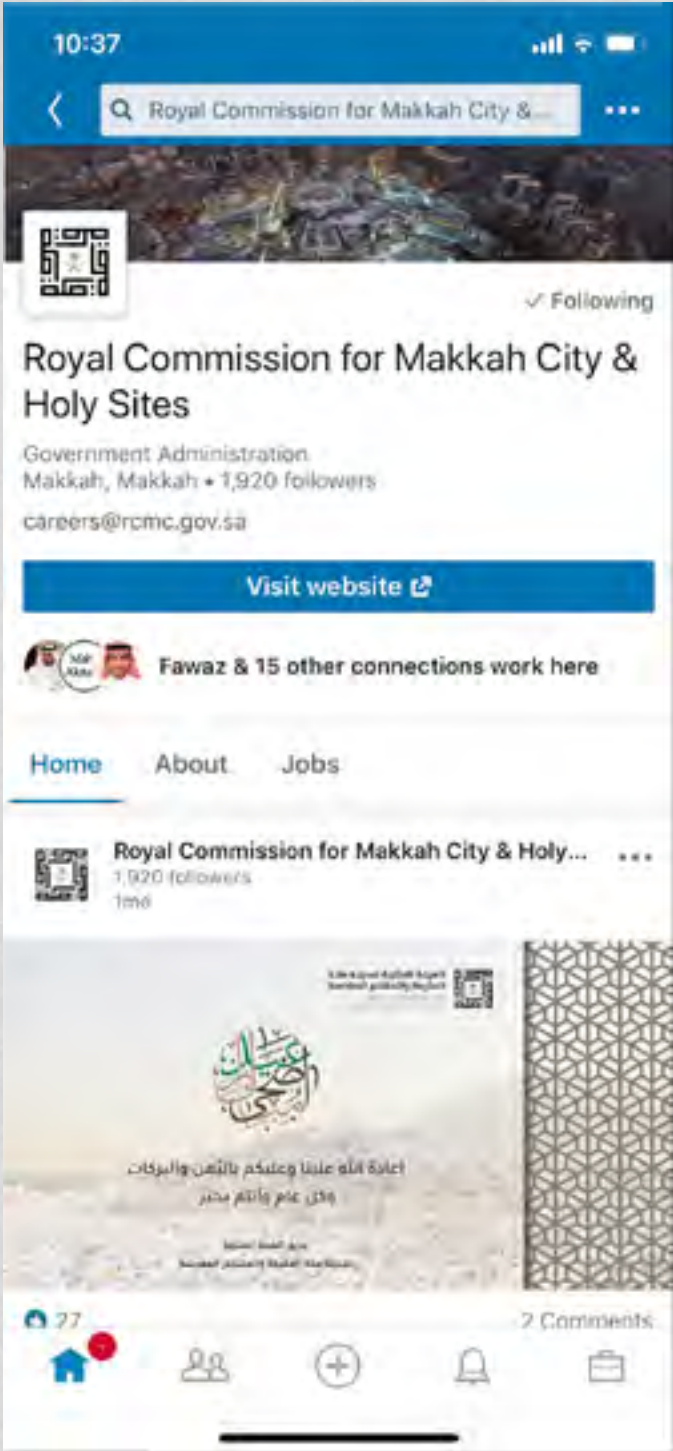
Google Ads



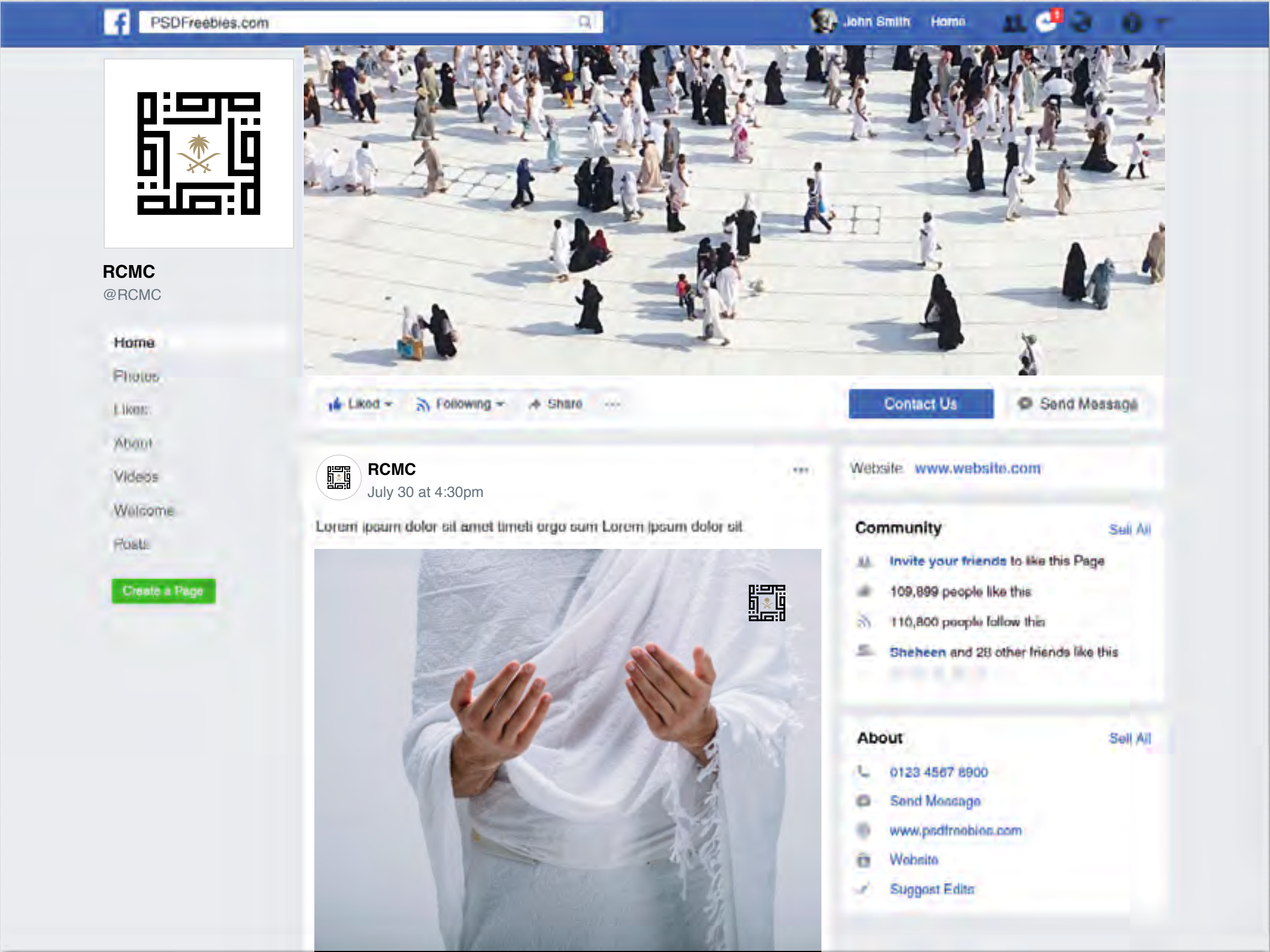
Twitter



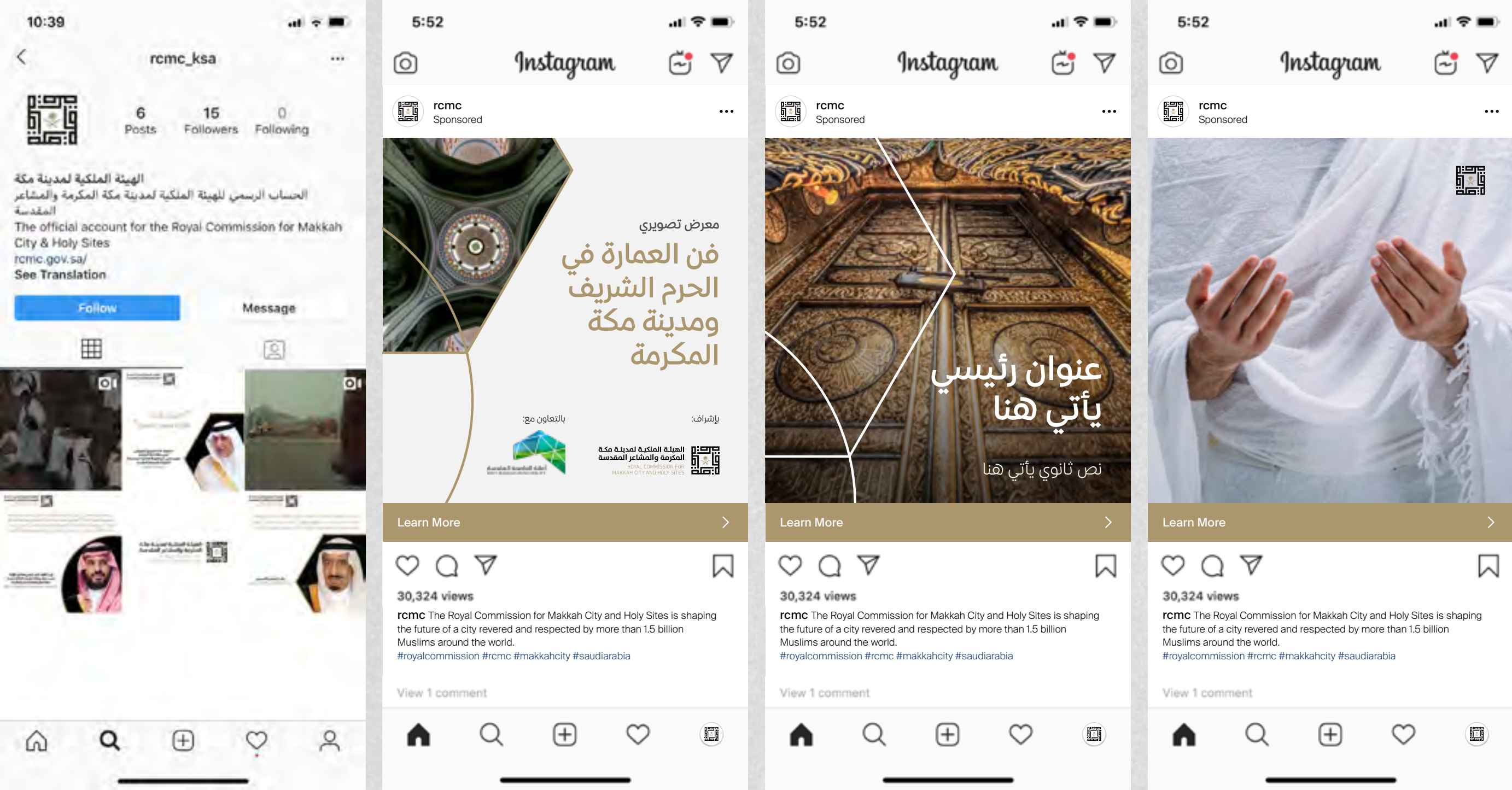
Linked In



Facebook



Instagram



Mugs



USB Stick
Brushed Aluminium
with engraving



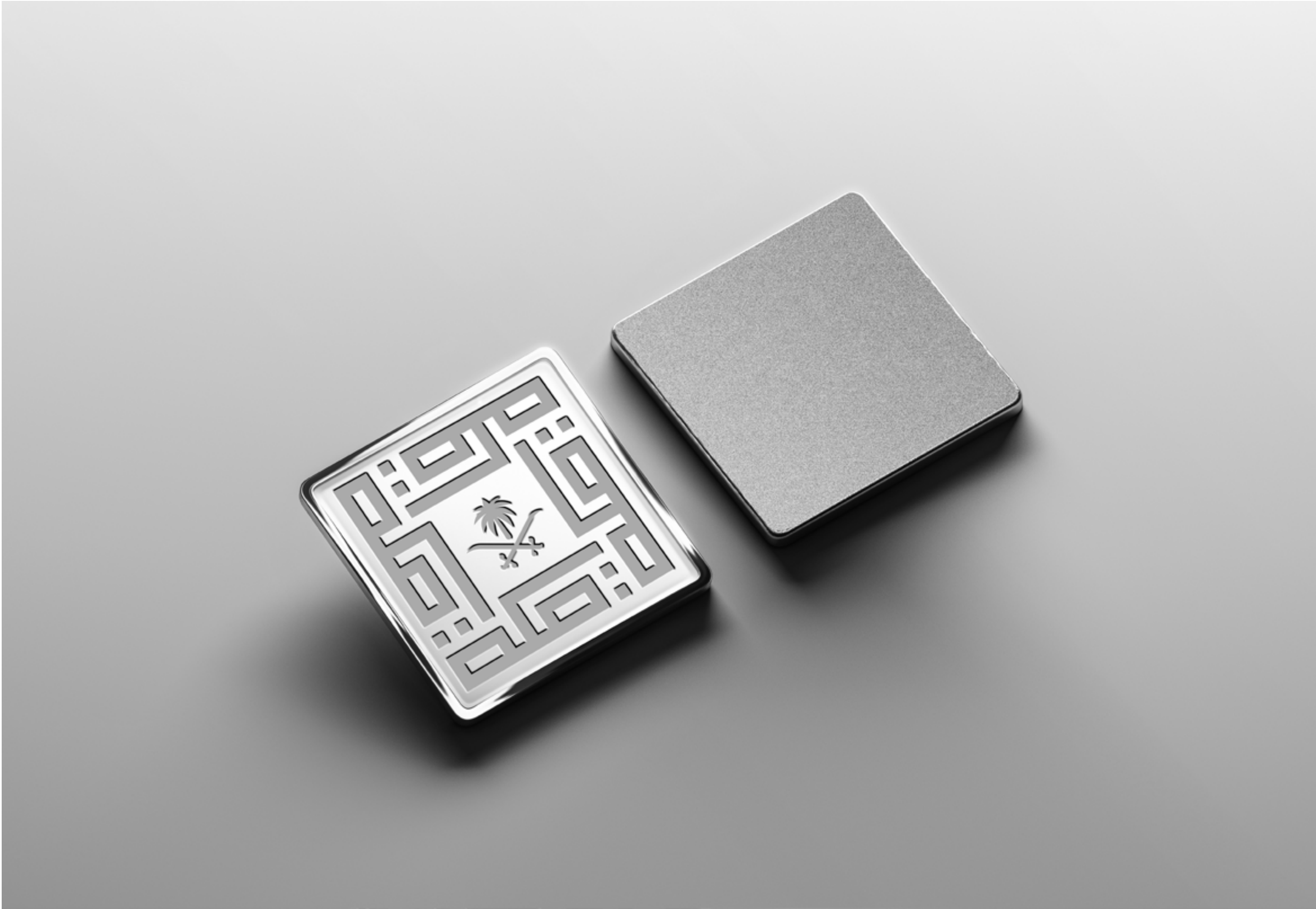
Pens
White rollerball pen
with logo screen printed.



Pin Badge



Cufflinks





Interior Reception





Interior Meeting Rooms



Section 05

Production Details

Paper Stock & Production

Production Details
Corporate Collateral

Production Finishes
We recommend using high quality production techniques when applying the brand to enhance tactility.

Please Note
The specifications shown here are the initial paper suggestions. We recommend requesting production samples in order to define and confirm the final required weights.

Paper Stock
Uncoated:
Colorplan White Frost

Coated:
Neenah Super Smooth

Please contact your print supplier to confirm stock availability.

Letterhead / Comp slip
Colorplan White Frost
120GSM

Business Card – Standard
Colorplan White Frost
350GSM

Comp Slip
Colorplan White Frost
175 GSM

Envelope: C4
Colorplan White Frost
135GSM

Envelope: DL
Colorplan White Frost
175GSM

Notepads
Colorplan White Frost
100GSM
100 pages,
top glue, reverse side blank

Internal Documents
Use the Word document template with your standard copier / printer stock.

Recycled Paper
We suggest the use of recycled paper when producing material for internal usage.

Contact Details

Contact Details

For more information about how to apply the brand correctly and with creative flair, please contact the brand team:

Dina Nowilati
Brand Manager

Royal Commission for Makkah City and Holy Sites
E: dmnowilati@rcmc.gov.sa

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21st floor, The Headquarters Business Park
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