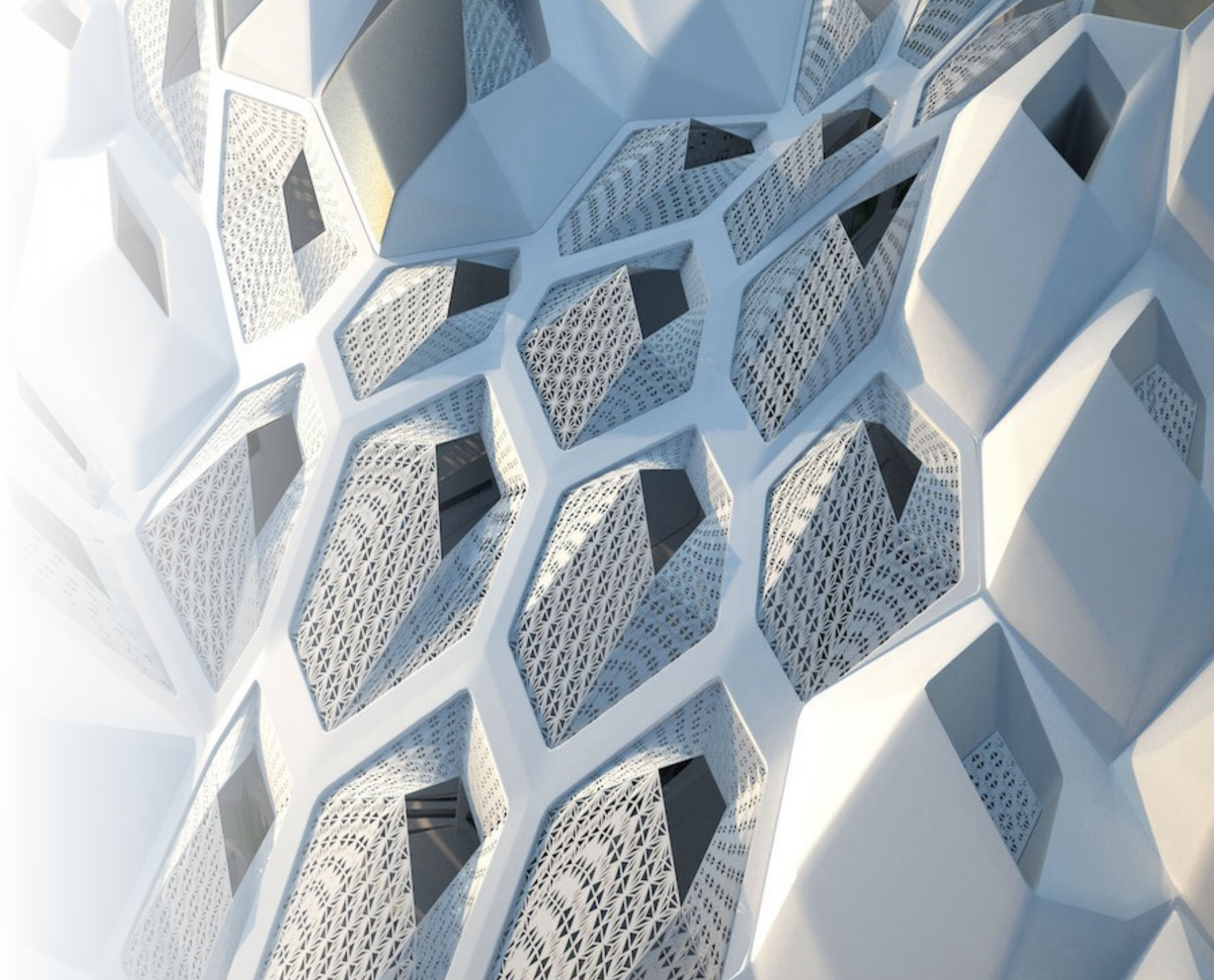




مركز الملك عبد الله للدراسات والبحوث البترولية
King Abdullah Petroleum Studies and Research Center

BRAND GUIDELINES



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BRANDMARK



The KAPSARC brandmark consists of our symbol — a stylized abstraction reminiscent of the center’s architecture, a custom drawn wordmark of our name and a descriptor. The descriptor must always appear in the same context as the brandmark.

CLEAR SPACE

MINIMUM CLEAR SPACE



MINIMUM SIZE



DEFAULT DESCRIPTOR



STACKED DESCRIPTOR

The minimum size measurements differ between the default descriptor and stacked descriptor.

BRANDMARK:
Clear Space & Minimum Size

The KAPSARC brandmark is most effective when surrounded by as much open space as possible.
A minimum amount of clear space, equal to the height of the letter “K” in the wordmark, must surround the brandmark at all times (see diagrams above).

BRANDMARK: Incorrect Usage



Do not change the color of the KAPSARC wordmark



Do not place a drop shadow behind the KAPSARC brandmark



Do not alter the arrangement of the KAPSARC symbol and wordmark



Do not change the color of the symbol



Do not place the KAPSARC brandmark on a color background that competes with the brandmark colors



Do not create alternate lockups with additional text



Do not encase the KAPSARC brandmark in a frame or close-cropped shape



Do not place the KAPSARC brandmark on a visually distracting background



Do not distort or stretch the KAPSARC brandmark

LOGO FORMAT



Color Palette

BRANDMARK COLORS



PANTONE®* 116
C0 M16 Y100 K0
R255 G210 B0
HEX FFD200

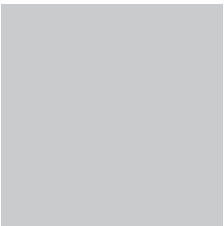


PANTONE®* 363
C68 M0 Y100 K24
R97 G162 B79
HEX 61A24F



PANTONE®* Cool Gray 10
C30 M17 Y18 K53
R126 G127 B130
HEX 7E7F82

ACCENT COLORS



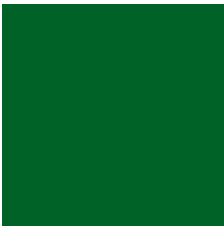
PANTONE®* Cool Gray 4
C0 M0 Y0 K24
R189 G189 B189
HEX BDBDBD



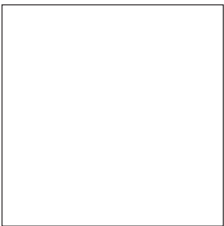
PANTONE®* 541
C100 M57 Y0 K38
R0 G62 B116
HEX 003E74



PANTONE®* 292
C49 M11 Y0 K0
R94 G176 B229
HEX 5EBOE5



PANTONE®* 7483
C85 M0 Y100 K55
R35 G93 B55
HEX 235D37



WHITE
HEX FFFFFFFF

Typography

PRIMARY TYPEFACE

GOTHAM BOOK
(FOR TITLES AND DISPLAY TYPE)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ 1234567890

GOTHAM BOLD
(FOR LARGE-SCALE TEXT)

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ 1234567890**

SECONDARY TYPEFACE

SWIFT REGULAR
(FOR GENERAL USE IN BODY TEXT)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ 1234567890

SWIFT BOLD
(WHEN BOLD EMPHASIS IS NEEDED WITHIN TEXT)

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ 1234567890**

SYSTEM ELEMENTS: Typography (English)

The KAPSARC brand identity system features Gotham as the primary typeface family, with Swift for secondary use in text.

Gotham was selected for its bold, contemporary feel, legibility and compatibility with the KAPSARC brandmark. It is available in a wide variety of weights and styles. Swift, a contemporary serif font, works well with Gotham and adds a formal look and feel that complements the angles and sharp edges of the brandmark. A sampling of each is shown above (additional weights and styles are available).

Typography

PRIMARY TYPEFACE

GE SS UNIQUE
(FOR TITLES AND DISPLAY TYPE)

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
٠ ٩ ٦ ٥ ٤ ٣ ٢ ١

SECONDARY TYPEFACE

KOUFIYA LIGHT
(FOR GENERAL USE IN BODY TEXT)

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
٠ ٩ ٦ ٥ ٤ ٣ ٢ ١

GE SS UNIQUE BOLD
(FOR LAREGE-SCALE TEXT)

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
٠ ٩ ٦ ٥ ٤ ٣ ٢ ١

KOUFIYA BOLD
(WHEN BOLD EMPHASIS IS NEEDED WITHIN TEXT)

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
٠ ٩ ٦ ٥ ٤ ٣ ٢ ١

SYSTEM ELEMENTS: Typography (Arabic)

The KAPSARC brand identity system utilizes the GE SS Unique typeface family for primary usage and Koufiya for secondary use. GE SS Unique was selected for its fresh, contemporary feel, legibility and compatibility with the KAPSARC brandmark. It is available in a wide variety of weights and styles. Koufiya, a contemporary font, complements GE SS Unique, adding a formal look and feel. A sampling is shown above.

Typography

PRIMARY TYPEFACE
ENGLISH

ARIAL REGULAR
(FOR GENERAL USE)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ 1234567890

ARIAL BOLD
(WHEN BOLD EMPHASIS IS NEEDED WITHIN TEXT)

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ 1234567890**

PRIMARY TYPEFACE
ARABIC

TREBUCHET REGULAR
(FOR GENERAL USE IN BODY TEXT)

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
٠ ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

TREBUCHET BOLD
(WHEN BOLD EMPHASIS IS NEEDED WITHIN TEXT)

**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
٠ ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١**

SECONDARY TYPEFACE

TIMES
(FOR GENERAL USE IN BODY TEXT)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ 1234567890

TIMES BOLD
(WHEN BOLD EMPHASIS IS NEEDED WITHIN TEXT)

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ 1234567890**

SYSTEM ELEMENTS:
Typography (for online
& digital applications)

Because the Gotham and Swift typeface families are not installed on most computers, the Arial and Times type families are recommended for English use and Trebuchet for Arabic use on the Web, in email messages, and in Microsoft PowerPoint and Word documents. Both Arial and Times, along with Arabic Trebuchet, work well together by helping to achieve the modern and elegant aesthetic that Gotham and Swift creates.