



KING ABDULLAH HUMANITARIAN FOUNDATION

المؤسسة
دليل
BRAND
GUIDELINES



مؤسسة الملك عبدالله الإنسانية
King Abdullah Humanitarian Foundation



LOGO
LOGO USAGE
INCORRECT USE
COLORS
SECONDARY COLORS
TYPE
TEXTURE
STATIONERY
Digital

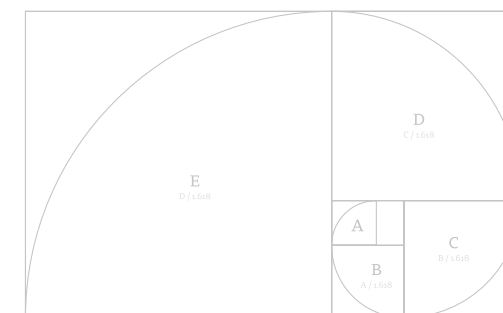
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LOGO



مؤسسة الملك عبدالله الإنسانية
King Abdullah Humanitarian Foundation

GOLDEN RATIO



LOGO USAGE

DARK BACKGROUND 01



WHITE BACKGROUND 01



WHITE BACKGROUND 02



DARK BACKGROUND 02



ONE COLOR



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INCORRECT USE

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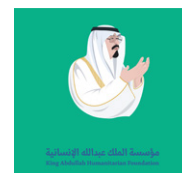
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COLORS

DARK BLUE

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CMYK C100 M84 Y31 K17
PANTON 654 C
WEB #003A70

RGB R49 G96 B148
CMYK C88 M64 Y18 K3
PANTON 653 C
WEB #316094

RGB R166 G187 B214
CMYK C34 M19 Y6 K0
PANTON 651 C
WEB #A6BBD6

TURQUOISE

RGB R0 G177 B137
CMYK C84 M0 Y63 K0
PANTONE 339 C
WEB #00B189

RGB R107 G205 B178
CMYK C55 M0 Y39 K0
PANTONE 338 C
WEB #6BCDB2

RGB R158 G216 B179
CMYK C38 M0 Y38 K0
PANTONE 344 C
WEB #9ED8B3

GOLD

RGB R205 G159 B83
CMYK C20 M37 Y79 K1
PANTONE 7407 C
WEB #CC9F53

RGB R213 G186 B140
CMYK C17 M25 Y49 K0
PANTONE 467 C
WEB #D5BA8C

RGB R242 G218 B178
CMYK C5 M13 Y32 K0
PANTONE 7506 C
WEB #F2DAB2

BLACK

RGB R29 G37 B44
CMYK C80 M69 Y58 K67
PANTON 433 C
WEB #1D252C

RGB R91 G102 B112
CMYK C67 M52 Y44 K17
PANTON 431 C
WEB #5B6670

RGB R162 G169 B173
CMYK C38 M27 Y27 K0
PANTON 429 C
WEB #A2A9AD



SECONDARY COLORS

PEACE & SECURITY



SCIENCE & TECHNOLOGY



EDUCATION



HEALTHCARE



DIALOGUE



ECONOMIC DEVELOPMENT



SOCIAL DEVELOPMENT



TYPE

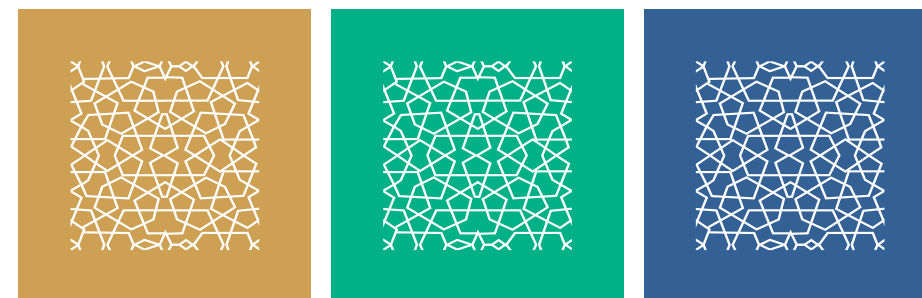
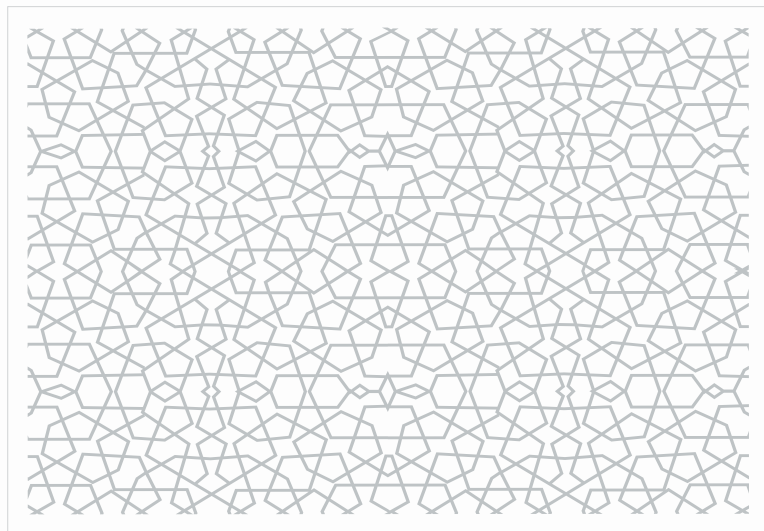


29LT Zarid Font

عربي	
نحيف	حياة الملك عبد الله بن عبد العزيز آل سعود لا يمكن فصلها عن شعبه. فقد كرس وجوده في خدمة بلاده، والأمة الإسلامية والعربية، والإنسانية جمعاء.
خفيف	حياة الملك عبد الله بن عبد العزيز آل سعود لا يمكن فصلها عن شعبه. فقد كرس وجوده في خدمة بلاده، والأمة الإسلامية والعربية، والإنسانية جمعاء.
قياسي	حياة الملك عبد الله بن عبد العزيز آل سعود لا يمكن فصلها عن شعبه. فقد كرس وجوده في خدمة بلاده، والأمة الإسلامية والعربية، والإنسانية جمعاء.
متوسط	حياة الملك عبد الله بن عبد العزيز آل سعود لا يمكن فصلها عن شعبه. فقد كرس وجوده في خدمة بلاده، والأمة الإسلامية والعربية، والإنسانية جمعاء.
نصف عريض	حياة الملك عبد الله بن عبد العزيز آل سعود لا يمكن فصلها عن شعبه. فقد كرس وجوده في خدمة بلاده، والأمة الإسلامية والعربية، والإنسانية جمعاء.
عريض	حياة الملك عبد الله بن عبد العزيز آل سعود لا يمكن فصلها عن شعبه. فقد كرس وجوده في خدمة بلاده، والأمة الإسلامية والعربية، والإنسانية جمعاء.
	٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ () * & ^ % \$ # @ !

English

Thin	The life of King Abdullah Bin Abdulaziz Al Saud cannot be separated from that of his people. He devoted his existence to the service of his country, the Islamic and Arab nation, and humanity as a whole.
Light	The life of King Abdullah Bin Abdulaziz Al Saud cannot be separated from that of his people. He devoted his existence to the service of his country, the Islamic and Arab nation, and humanity as a whole.
Regular	The life of King Abdullah Bin Abdulaziz Al Saud cannot be separated from that of his people. He devoted his existence to the service of his country, the Islamic and Arab nation, and humanity as a whole.
Medium	The life of King Abdullah Bin Abdulaziz Al Saud cannot be separated from that of his people. He devoted his existence to the service of his country, the Islamic and Arab nation, and humanity as a whole.
Semi Bold	The life of King Abdullah Bin Abdulaziz Al Saud cannot be separated from that of his people. He devoted his existence to the service of his country, the Islamic and Arab nation, and humanity as a whole.
Bold	The life of King Abdullah Bin Abdulaziz Al Saud cannot be separated from that of his people. He devoted his existence to the service of his country, the Islamic and Arab nation, and humanity as a whole.
	0 1 2 3 4 5 6 7 8 9 () * & ^ % \$ # @ !



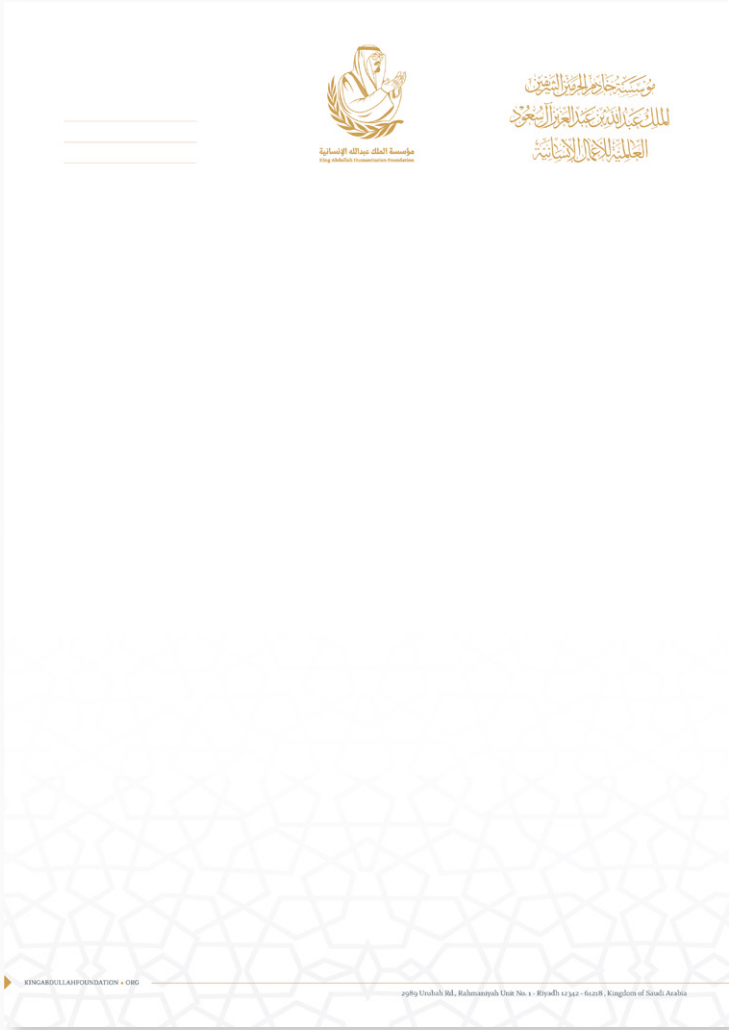
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TEXTURE

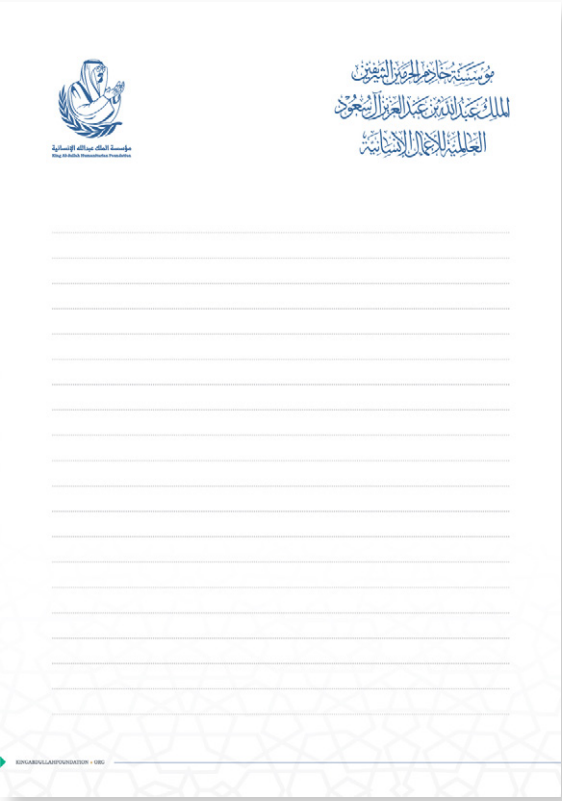


STATIONERY

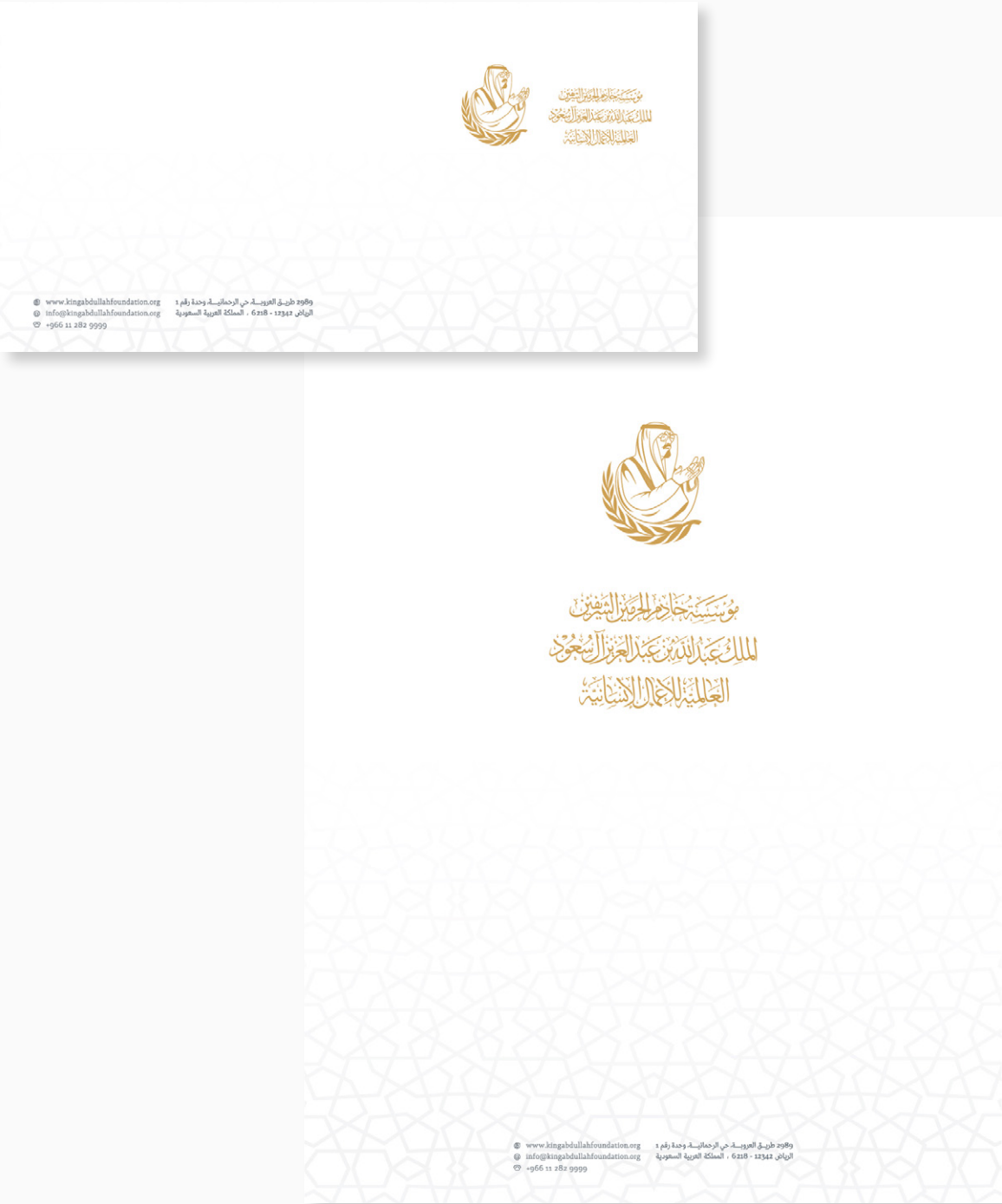
Letterhead A4



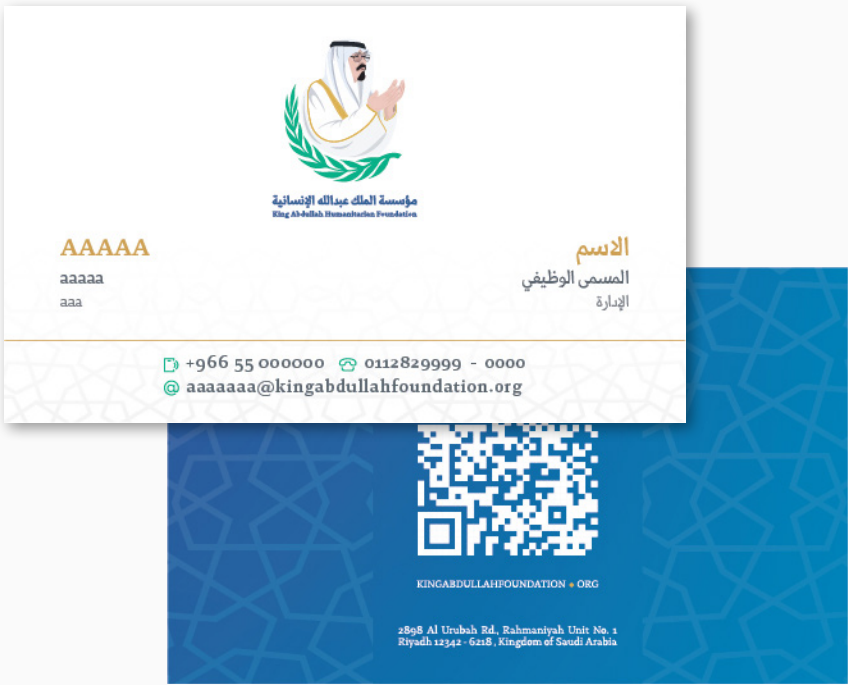
Note A5



Envelope



Business Card



Folder

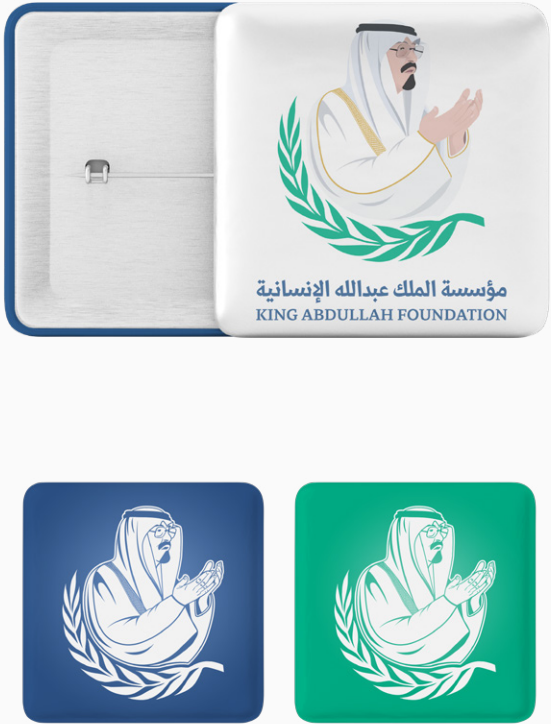
ID Crd



Uniform



Badge



Bag



Signboards





Digital

WEBSITE



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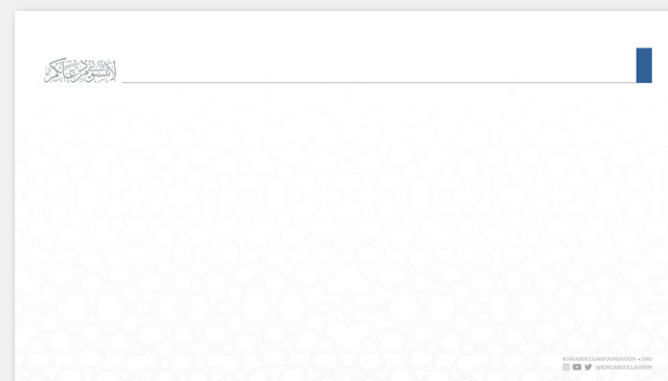
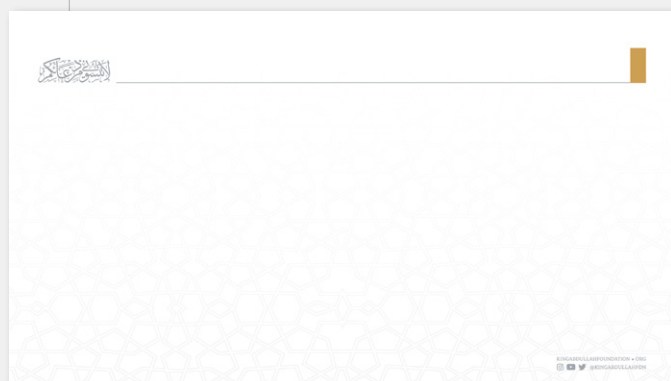
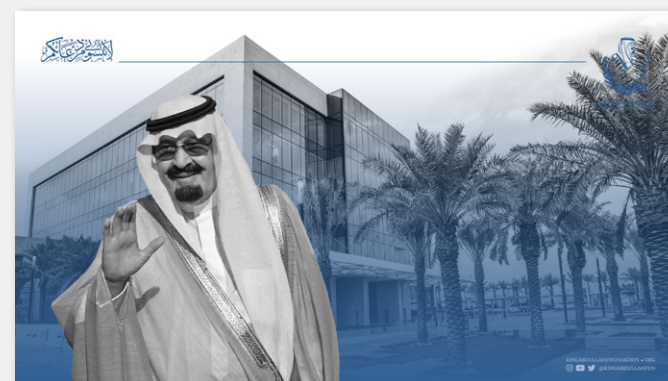
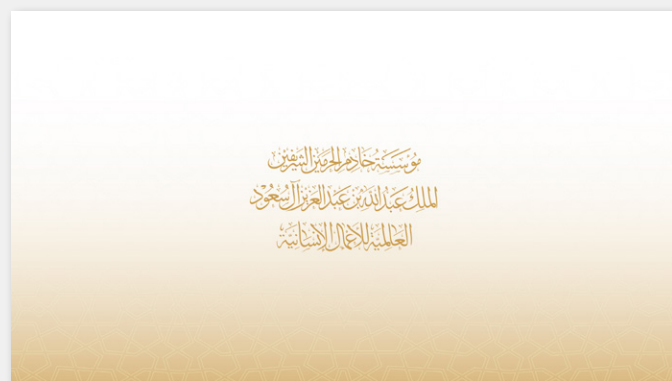
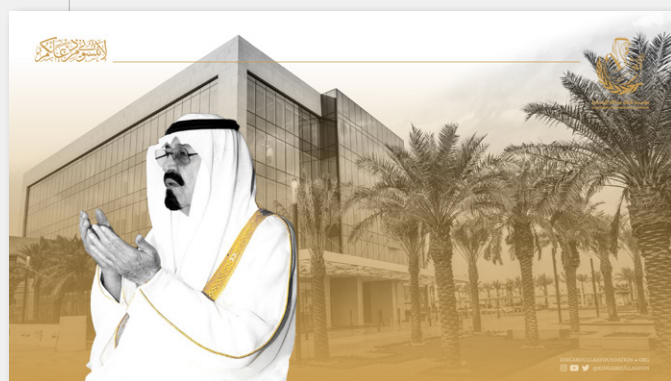


Social Media

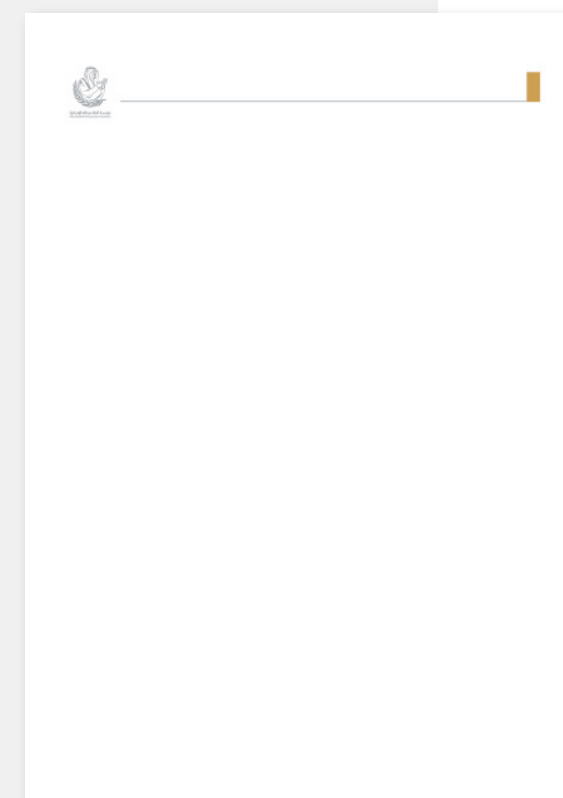
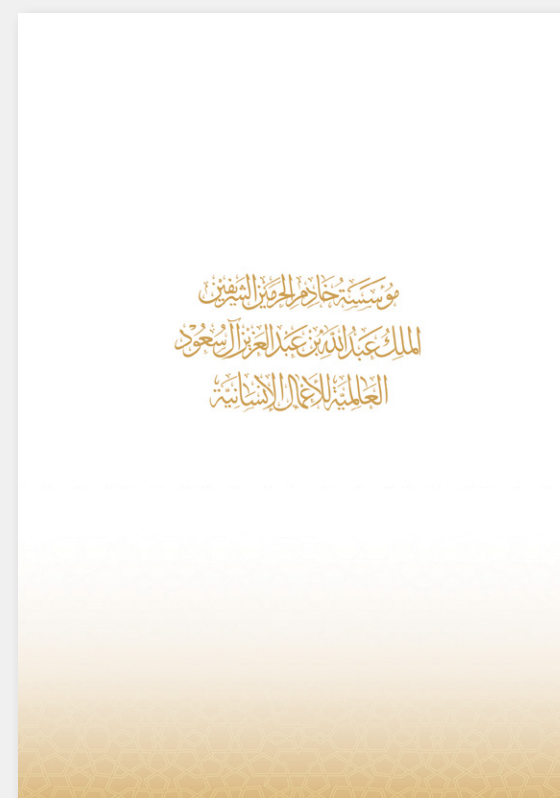
twitter

instagram



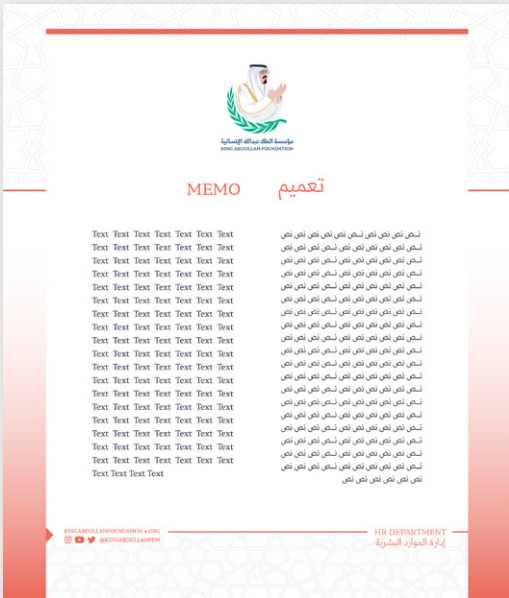
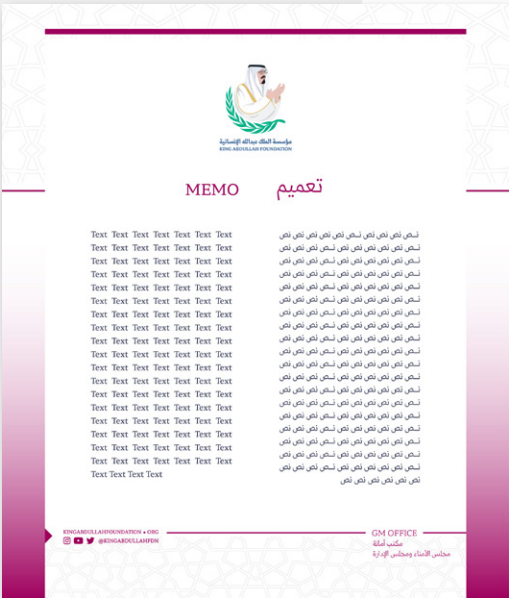
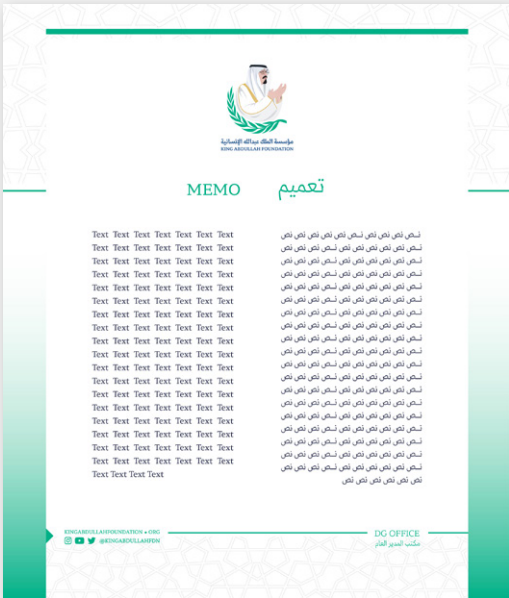


Presentation



Word

MEMO Message



Email Signature

