

مجموعة بن لادن السعودية
SAUDI BINLADIN GROUP



CONTRACTING المقاولات

SBG - Contracting Brand Guidelines



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0.1

BRAND MARK



Standard Logo

Our logo is simplest, most immediate and most recognizable representation of the SBG brand.

It builds upon our heritage, while communication with a confident, modern and renewed energy that represents our future.

The Gray - Green colors and all-upercase logotype speak with an honest, respectful and direct language that embodies our core positioning.

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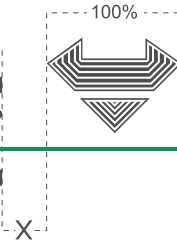


Secondary Logo

The secondary logos should only be used in instances where the primary logos are not suitable. they don't fit.

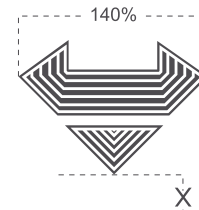
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Clear Space Rule

To protect the integrity of SBG-Contracting logo and to ensure they are always immediately recognisable, it is necessary to maintain a minimum clear space around all 4 sides.

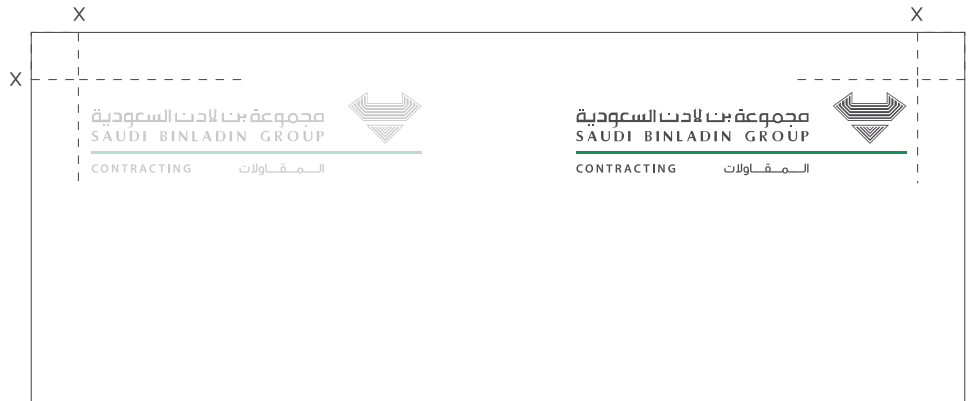
Furthermore, they must always be displays as stand-alone elements and cannot be combined with any additional word, graphics, design features or symbols.





Logo Positioning

Consistent positioning of the logo is a very important part of our design scheme. Wherever possible, the position we prefer in the top of the layout with sufficient clear space around it, we prefer to be in the top right corner, but if it's necessary left corner is acceptable.





Minimum Size

When reproducing the logo, be conscious of its size and legibility.

To ensure quality reproduction in print, the signature must appear no smaller than "40mm" width.

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40 mm



Usage on Background

When placing SBG-Contracting logo on an image, color or pattern, it is essential that there is enough contrast between the logo and the background.

The logo must not be placed on backgrounds that distract from or compete with the logo.

For background 10% black or less use the full color logo.

Do not use the full color logo on backgrounds between 15% and 100% dark colors as they are too similar in color to the logo.





Incorrect Logo Usage

The SBG-Contracting logo is our most valuable brand asset. It must never be altered in any way.



DO NOT Place the logo on a patterned or conflicting background



DO NOT Use the logo on a color that does not provide enough variation



DO NOT change the relative sizes of the logo elements



DO NOT Distort the logo elements



DO NOT Change Logo Fonts



DO NOT Change logo Colors



Color Variations

Use the logo as the primary brand expression in publication.

The integrity of the signature must be respected at all times.

Don't stretch, condense or otherwise abstract it.

Any modification of the logo confuses its meaning and diminishes its impact.

Primary Logo



Reverse Logo



One Color Black Logo





Download Logos





0.2

IDENTITY COLORS



Color Palette

“Dark Gray” is the primary color expression for SBG audiences. A secondary tier of **Green** may be used as an alternative background colors to Dark Gray.

White should predmoinantly be used for typography on primary and secondary colored background.

Primary Colors





Primary Colors									
HEX	#4f4c50				HEX	#15914f			
RGB	79 , 76 , 80				RGB	21 , 145 , 79			
CMYK	65% , 60% , 54% , 35%				CMYK	85% , 18% , 91% , 5%			
30	40	50	60	70	30	40	50	60	70

Secondary Colors

HEX #21362c

RGB 33 , 54 , 44

CMYK 78% , 54% , 72% , 61%

HEX #657585

RGB 101 , 117 , 133

CMYK 65% , 48% , 36% , 8%

HEX #a1ce57

RGB 161 , 206 , 87

CMYK 41% , 0% , 85% , 0%

HEX #c6b87d

RGB 198 , 184 , 125

CMYK 24% , 22% , 60% , 0%

HEX #c2b39c

RGB 194 , 179 , 165

CMYK 25% , 26% , 38% , 0%

HEX #d1d3d4

RGB 209 , 211 , 212

CMYK 17% , 12% , 12% , 0%



0.3

TYPOGRAPHY



Typographic System

System typography chosen for SBG-Contracting plays fundamental role in creating a consistent look on all materials. The primary and secondary official font is:

Primary Arabic Typeface

29LT Bukra GM Corp.

Secondary Arabic Typeface

Noor

Primary English Typeface

29LT Bukra GM Corp.

Secondary English Typeface

Avenir Next



Primary Arabic Typeface

29LT Bukra GM Corp. Bold

أ ب ت ث ج د ذ ر ز س ش ص
ض ط ظ ع غ ف ق ك ل م ن ه و ي
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩
! @ # \$ % ^ &

Used for:

- Headlines
- Emphasis on words or sentences

29LT Bukra GM Corp. Medium

أ ب ت ث ج د ذ ر ز س ش ص
ض ط ظ ع غ ف ق ك ل م ن ه و ي
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩
! @ # \$ % ^ &

Used for:

- Subheadlines
- Emphasis on words or sentences

29LT Bukra GM Corp. Regular

أ ب ت ث ج د ذ ر ز س ش ص
ض ط ظ ع غ ف ق ك ل م ن ه و ي
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩
! @ # \$ % ^ &

Used for:

- Body text only





Secondary Arabic Typeface

Noor Bold

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 ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩
! @ # \$ % ^ &

Used for:

- Headlines
- Emphasis on words or sentences

Noor 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 ي
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩
! @ # \$ % ^ &

Used for:

- Subheadlines
- Body text

Noor 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 ي
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩
! @ # \$ % ^ &

Used for:

- Body text only





Primary English Typeface

29LT Bukra GM Corp. Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&

Used for:

Headlines

Emphasis on words
or sentences

29LT Bukra GM Corp. Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&

Used for:

Subheadlines

Emphasis on words
or sentences

29LT Bukra GM Corp. Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&

Used for:

Body text only

Headlines

Subheadlines

Lorem ipsum dolor sit
amet, consectetur
adipiscing elit, sed diam
nonummy.



Secondary English Typeface

Avenir Next Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#% ^ &

Used for:

Headlines
Emphasis on words
or sentences

Avenir Next Demi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#% ^ &

Used for:

Subheadlines
Body text
Emphasis on words
or sentences

Avenir Next Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#% ^ &

Used for:

Body text only

Headlines

Subheadlines

Lorem ipsum dolor sit amet,
consectetur adipiscing
elit, sed diam nonummy.



Download Fonts





0.4

IDENTITY SYSTEM



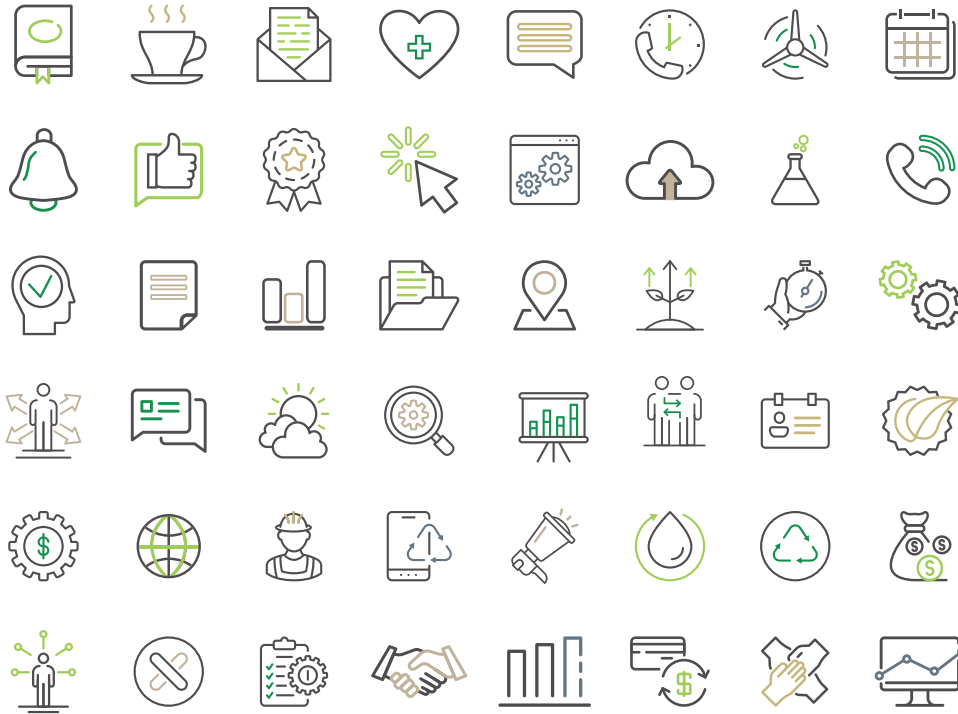
Icon Set

Creating a unified look and feel throughout the corporate design adds value to the brand.

Use outline icons only with strokes that has a curved edges.

Each icon should be in the brand gray color with highlight some small parts of the brand colors.









Download Icons





0.5

APPLICATIONS



Download Presentation Templates

