Brand Guideline

2023 - 2024

01 About The Brand

عن أطفال لتبقى

امتدادًا للحملة الوطنية لترشيد استهلاك الطاقة لتبقى التي تهدف إلى تأسيس ورفع مستوى الوعي المجتمعي بأهمية ترشيد ورفع كفاءة استهلاك الطاقة، تم إطلاق مشروع أطفال لتبقى الذي **يستهدف الأطفال من سن 4 - 12 سنة** لتوعيتهم وتوجيه سلوكياتهم باستخدام أدوات ووسائل تتناسب مع أعمارهم

الرؤية

جيلٌ يتبنى سلوكيات توفير الطاقة





الأهـــداف

- الوعي بأهمية الطاقة في بلادنا ودورها في رخاء وتنمية البلاد لدى الجيل الناشئ
- شعور الطفل بالمسؤولية والتأثير على سلوكياته في توفير الطاقة
- معرفة أثر استهلاك الطاقة، وأثر توفيرها
- معرفة أساليب وسلوكيات توفير الطاقة

02 Brand Identity

Our Brand

The logo is the most important element of identity and is the basis of its applications and its painted mental image.



Logo Rational



Logo Structure

The logo (symbol) is built in a simple vertical and diagonal shape
And writing the written logo in an elegant and harmonious manner.



Clear Space

No element should be included in the safe space of the logo, in order to keep the identity appearing in the best form suitable for it away from visual dispersors.



Inverse Colors

The logo is used in its approved colors, which are determined by the background color and Inversing Colors are allowed only to white color on dark background









Minimum Logo

To ensure that the logo is clearly visible and easy to read; The size of the logo should not be less than the sizes approved in digital and printed applications.

Digital



40 Px



20 Px

Print



15 mm



5 mm

Logo Misuse

The logo must be used in an optimal manner and to ensure that it is clearly visible and easy to read, it must be used in approved colors and dimensions.



Do not use logo on background with bad contrast



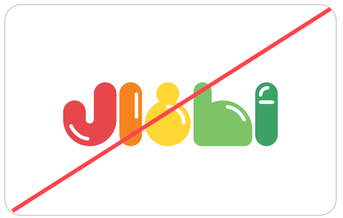
Do not use logo on background with bad contrast



Do not use logo on background with bad contrast



Do not add shadow



Do not misuse the proportions of the logo



Do not misuse the proportions of the logo



Do not use colored logo on images that makes the logo unreadable



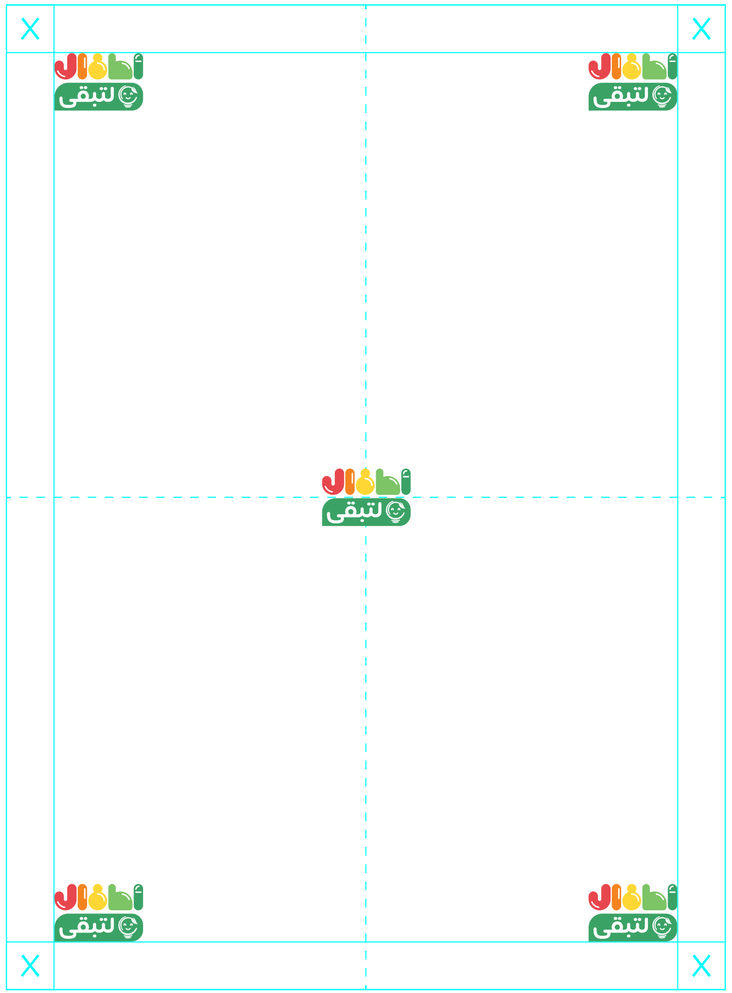
Do not rotate or flip the logo



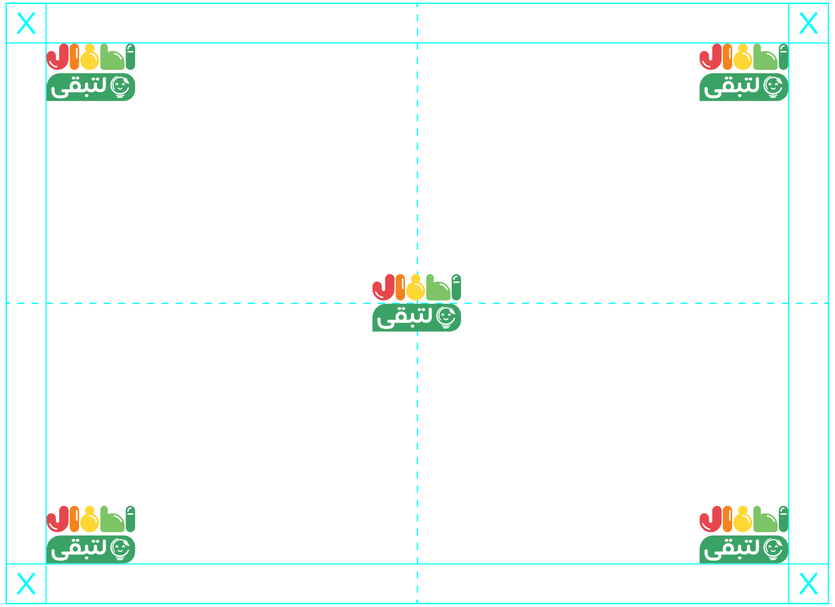
Do not change the colors of the logo

Logo Placement

In order for the logo to appear optimally, the logo must be used in its correct positions, taking into account the applications of the brand and the smaller size of the logo.



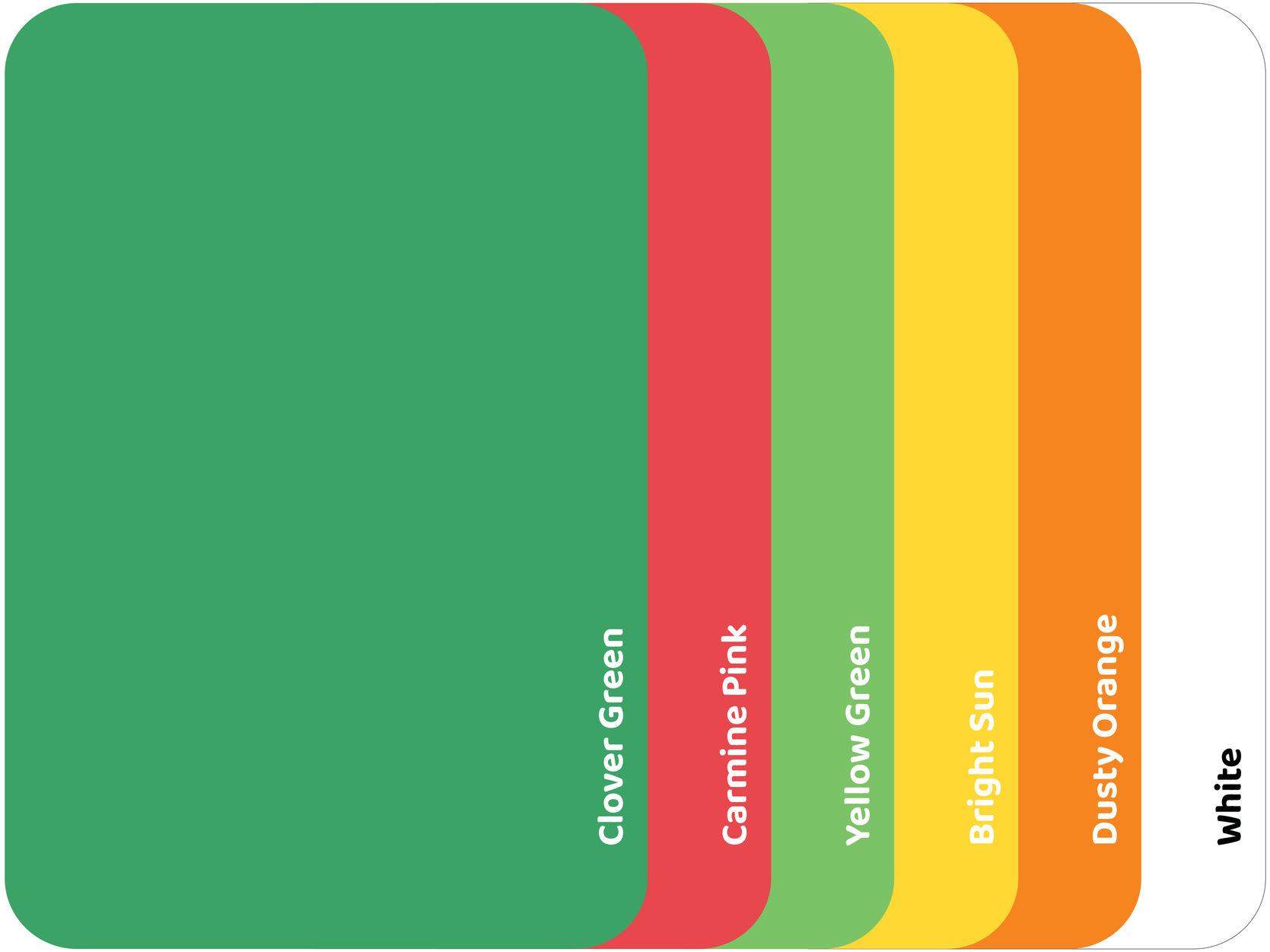
Portrait



Landscape

Brand Colors

The logo colors where carefully selected to match colors and harmonize together in brand applications and has been selected based on the color base, the contrast base.



Brand Colors

The logo colors where carefully selected to match colors and harmonize together in brand applications and has been selected based on the color base, the contrast base.

Clover Green

HEX
#3D9C66

PANTONE
PANTONE 340 C

RGB
61, 156, 102

CMYK
0.61, 0.00, 0.35, 0.39

Yellow Green

HEX
#75C466

PANTONE
PANTONE 7489 C

RGB
117, 196, 102

CMYK
0.40, 0.00, 0.48, 0.23

Carmine Pink

HEX
#E0474D

PANTONE
PANTONE 711 C

RGB
224, 71, 77

CMYK
0.00, 0.68, 0.66, 0.12

Dusty Orange

HEX
#E07338

PANTONE
PANTONE 164 C

RGB
224, 115, 56

CMYK
0.00, 0.49, 0.75, 0.12

Bright Sun

HEX
#FFD133

PANTONE
PANTONE 115 C

RGB
255, 216, 52

CMYK
0.00, 0.15, 0.80, 0.00

White

HEX
#FFFFFF

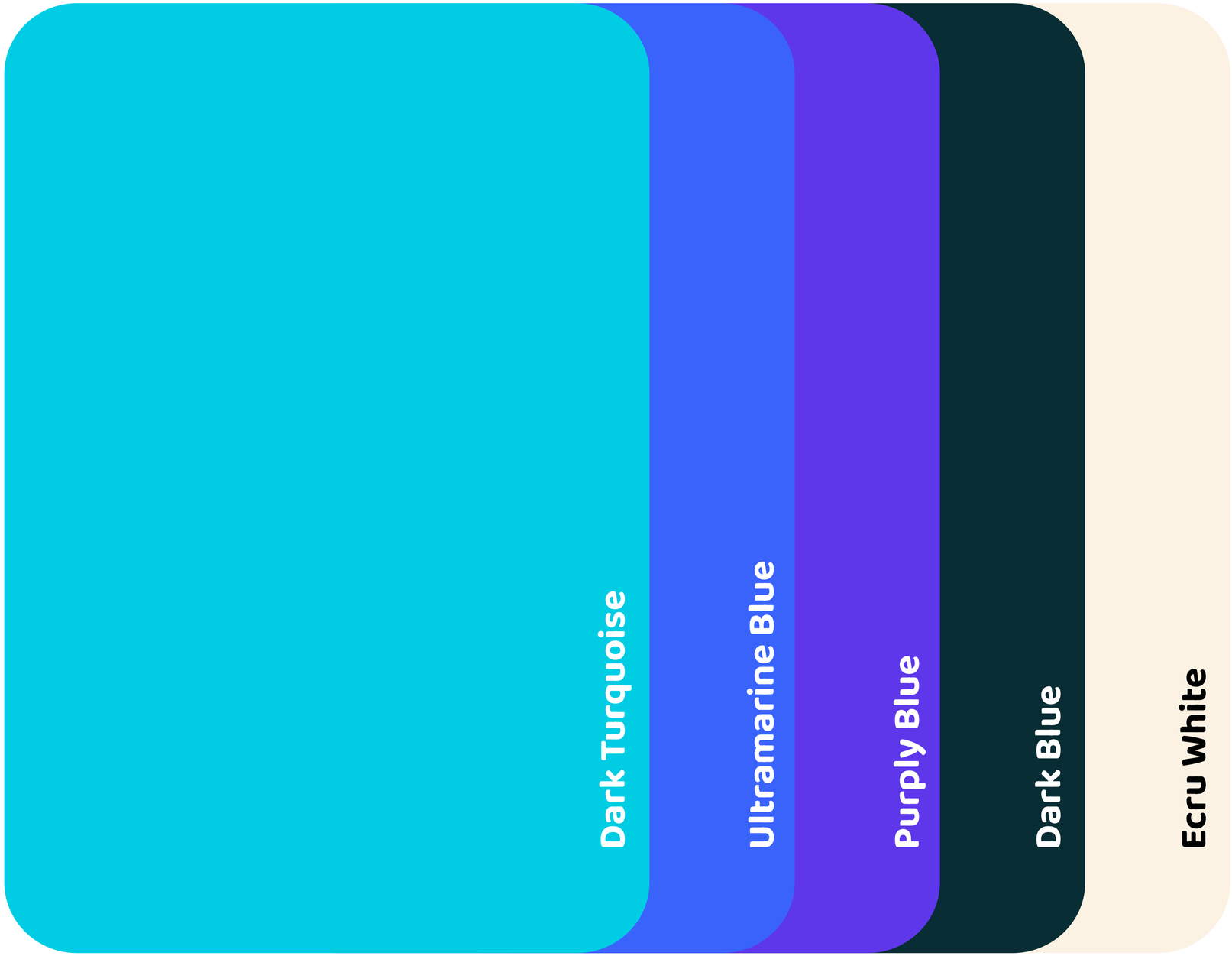
PANTONE
PANTONE P 179-1 C

RGB
255, 255, 255

CMYK
0.00, 0.00, 0.00, 0.00

Background Colors

Background Colors will be used for backgrounds and supportive elements to balnce out the logo bold colors in the brand applications printed or digital.



Background Colors

Background Colors will be used for backgrounds and supportive elements to balnce out the logo bold colors in the brand applications printed or digital.

Dark Blue

HEX
#082D34

PANTONE
PANTONE 5463 C

RGB
8, 45, 52

CMYK
0.85, 0.13, 0.00, 0.80

Dark Turquoise

HEX
#00CFE3

PANTONE
PANTONE 3115 C

RGB
0, 207, 227

CMYK
1.00, 0.09, 0.00, 0.11

Ultramarine Blue

HEX
#3B63FC

PANTONE
PANTONE 2728 C

RGB
59, 99, 252

CMYK
0.77, 0.61, 0.00, 0.01

Purply Blue

HEX
#5E2EED

PANTONE
PANTONE Blue 072 C

RGB
94, 46, 237

CMYK
0.60, 0.81, 0.00, 0.07

Ecru White

HEX
#FCF2E3

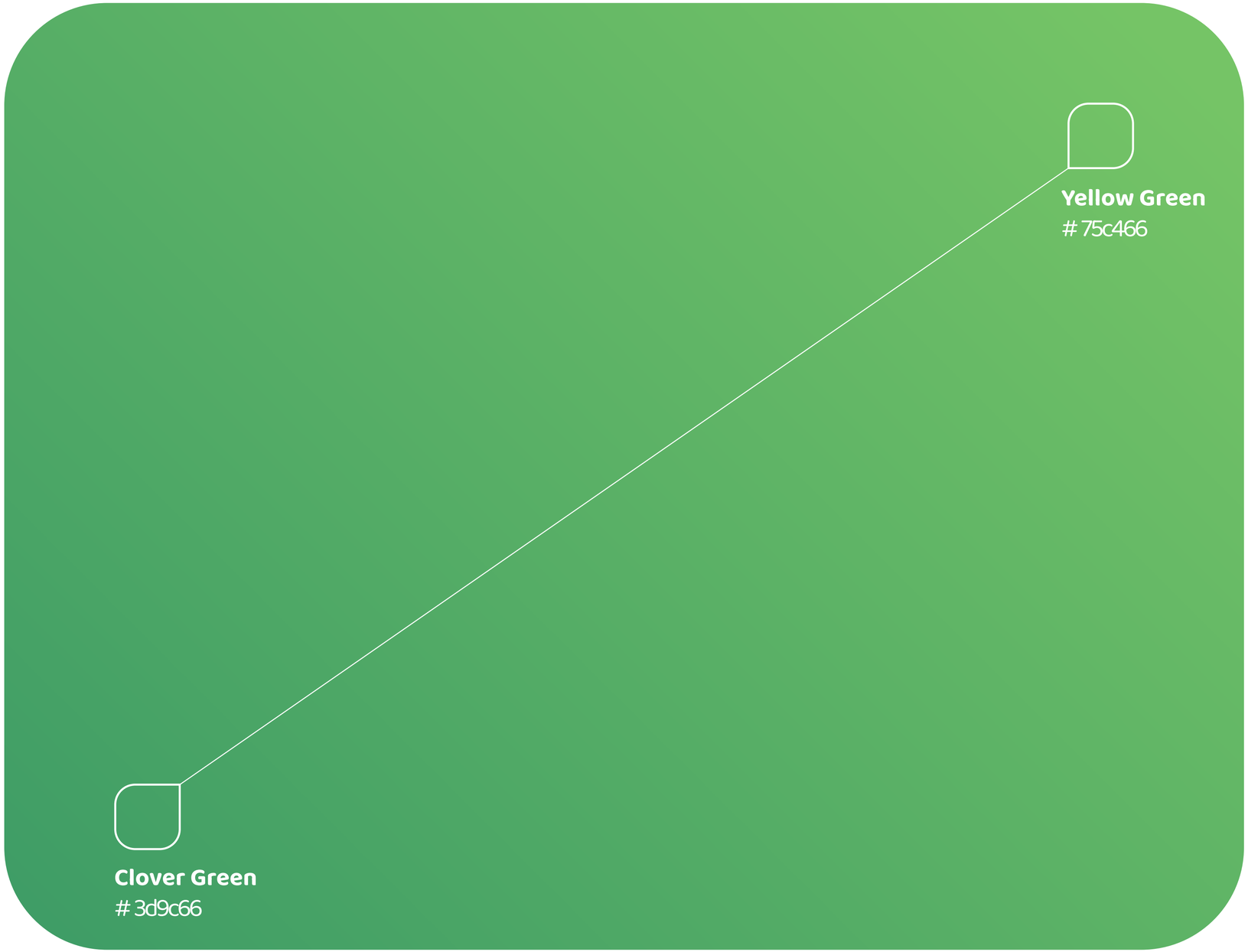
PANTONE
PANTONE P 7-1 C

RGB
252, 242, 227

CMYK
0.00, 0.04, 0.10, 0.01

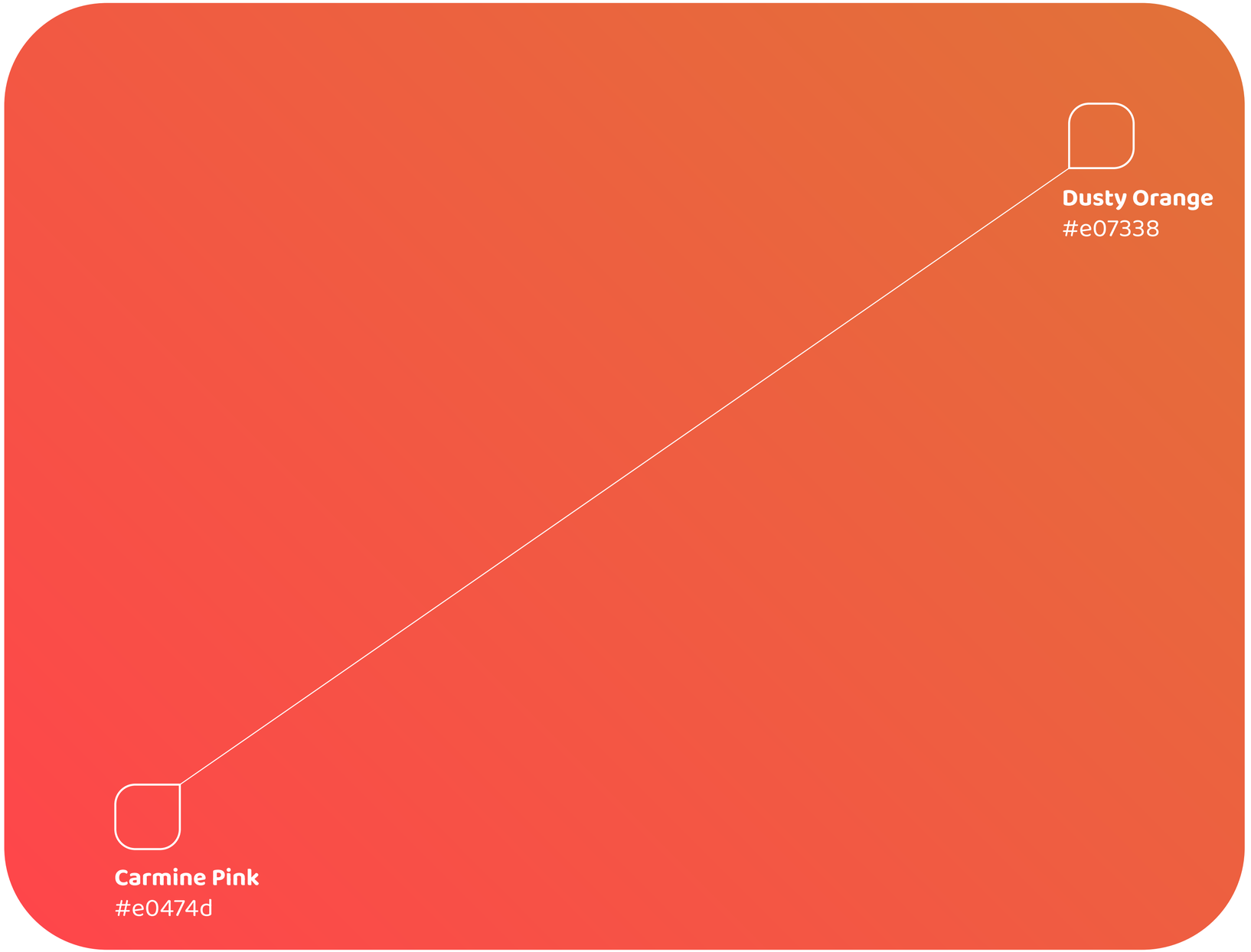
Gradient

The logo-inspired gradient helps create strong brand differentiation.



Gradient

The logo-inspired gradient helps create strong brand differentiation.



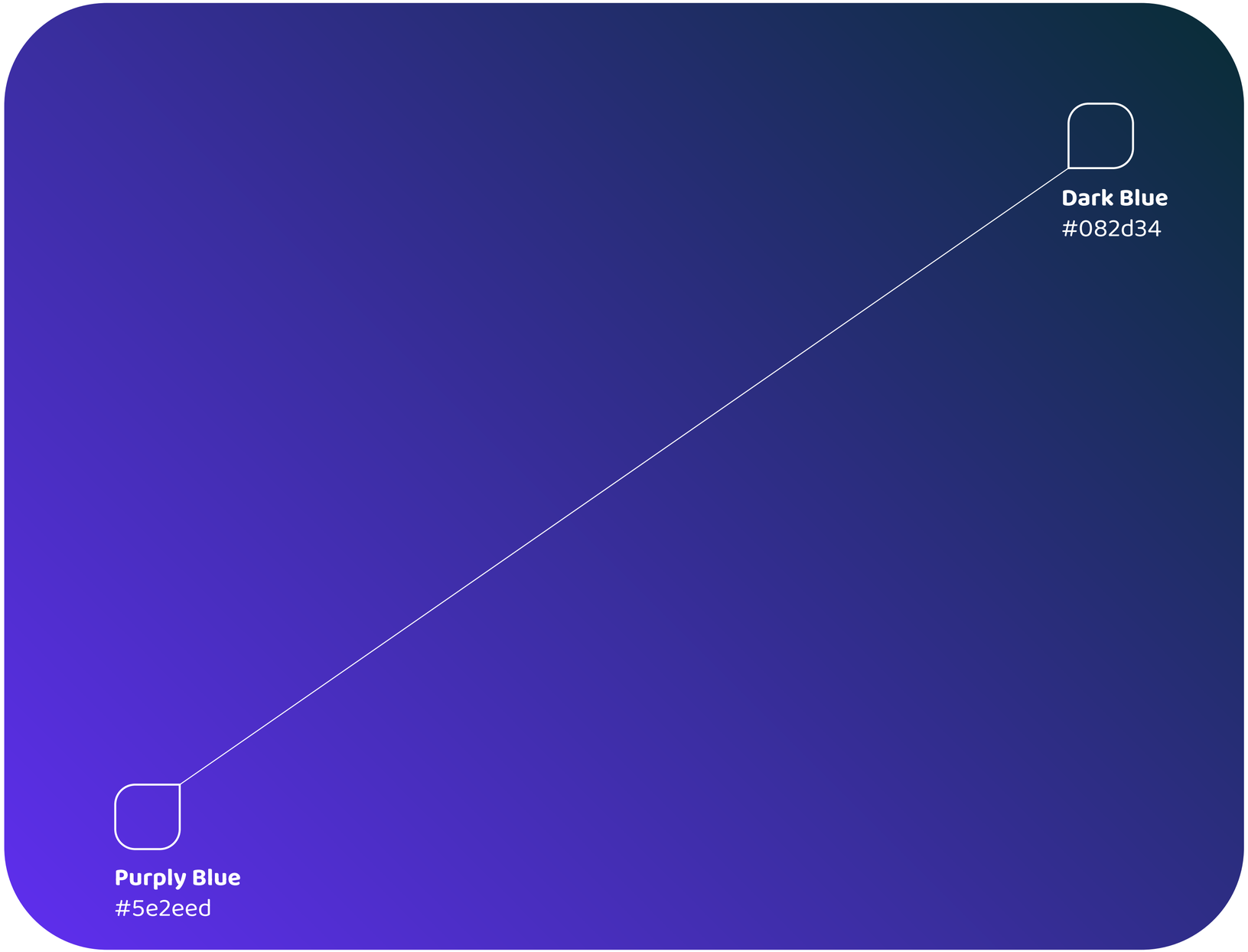
Gradient

The logo-inspired gradient helps create strong brand differentiation.



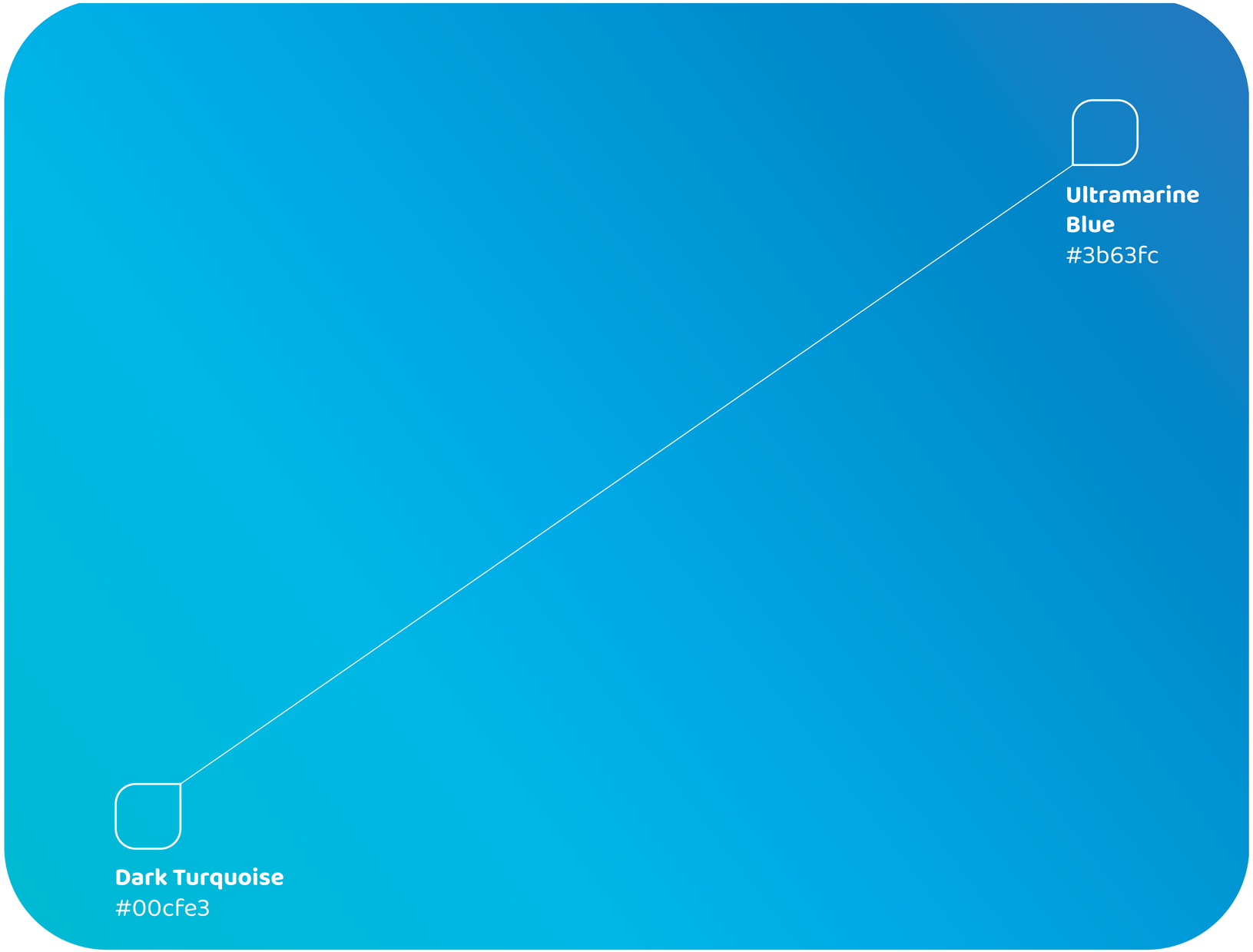
Gradient

The logo-inspired gradient helps create strong brand differentiation.



Gradient

The logo-inspired gradient helps create strong brand differentiation.



Typography

The FF Shamel Family font was chosen in all its degrees for the Arabic language because it combines flexibility and professionalism.

Baloo 2 Font for Englis use and can be used in all its weights.

أطفال لتبقى..

Taqa Kids ..

Regular

The quick brown fox jumps over the lazy dog

SimiBold

The quick brown fox jumps over the lazy dog

Bold

The quick brown fox jumps over the lazy dog

Regular

أبجد هوز حطي كلمن سعفص قرشت ثخذ ضظغ

Medium

أبجد هوز حطي كلمن سعفص قرشت ثخذ ضظغ

Bold

أبجد هوز حطي كلمن سعفص قرشت ثخذ ضظغ

Iconography

The most appropriate shape for the icons was chosen, which is drawn based on the linear icons.

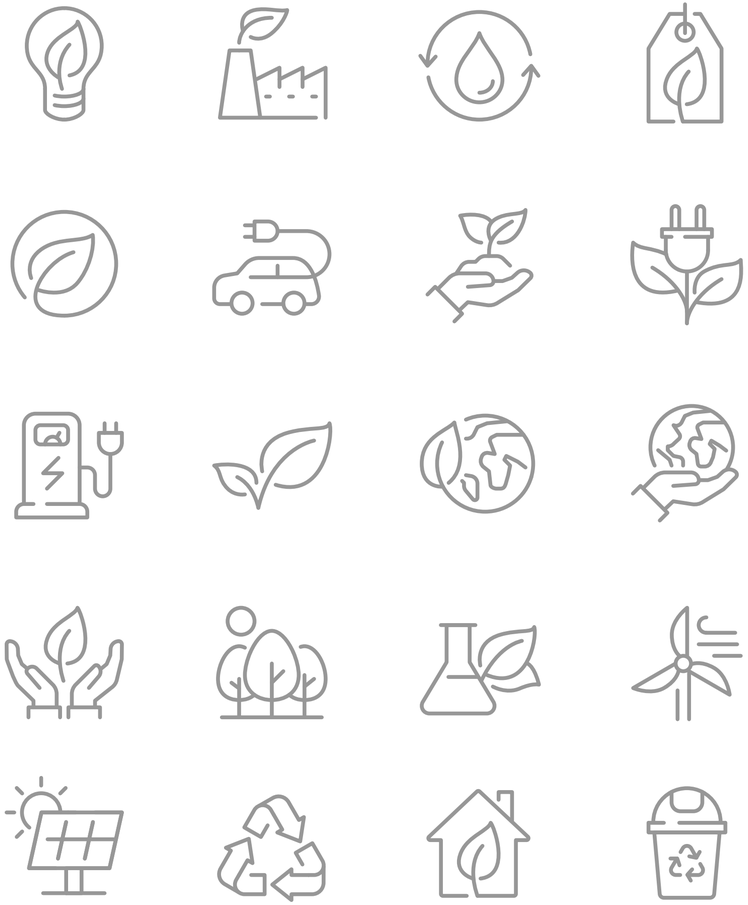
200 px



10 px



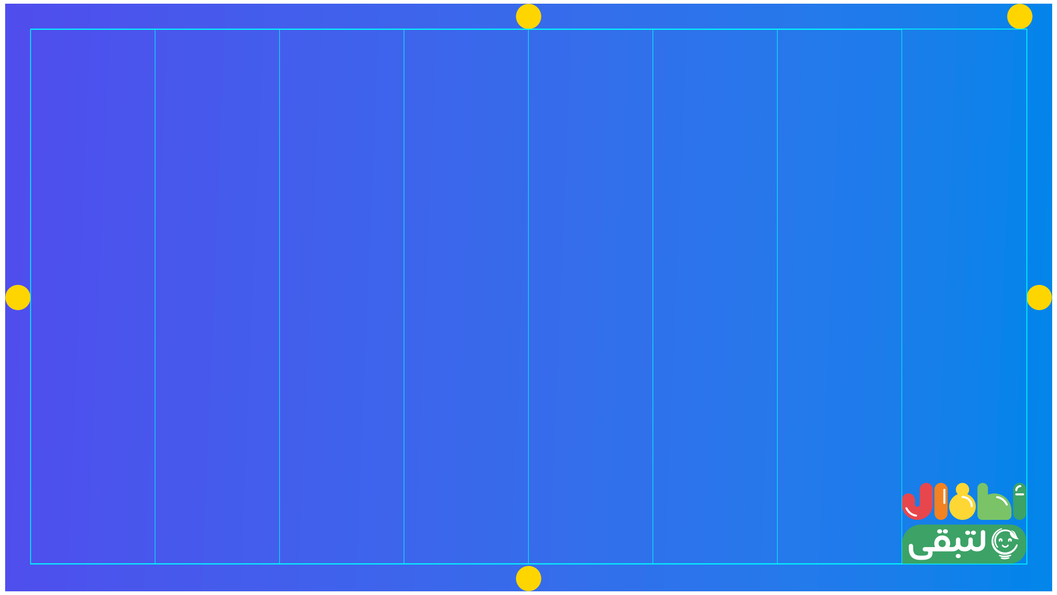
Icon Colors

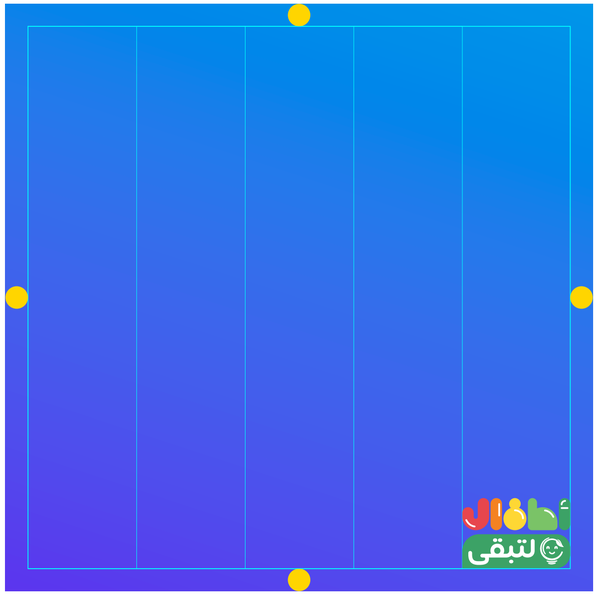


03 Communication

Logo Placement

The logo was placed in the template with the dimensions of 8/1 of a Twitter template, and 5/1 of an Instagram template to ensure that the logo appears optimally.



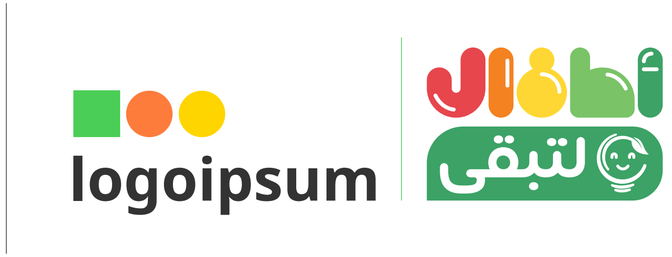


Co-branding

Part of the logo and the unit of measure X is exceptionally used in social media posts.







3D Style

3D elements are mainly used in social media designs with supportive design techniques.



illustration Style

illustration are mainly used in social media, website, app, motion graphic designs with supportive design techniques.



Images style

In order to ensure that the identity appears in the best possible way, maintain the rules for the use of images.







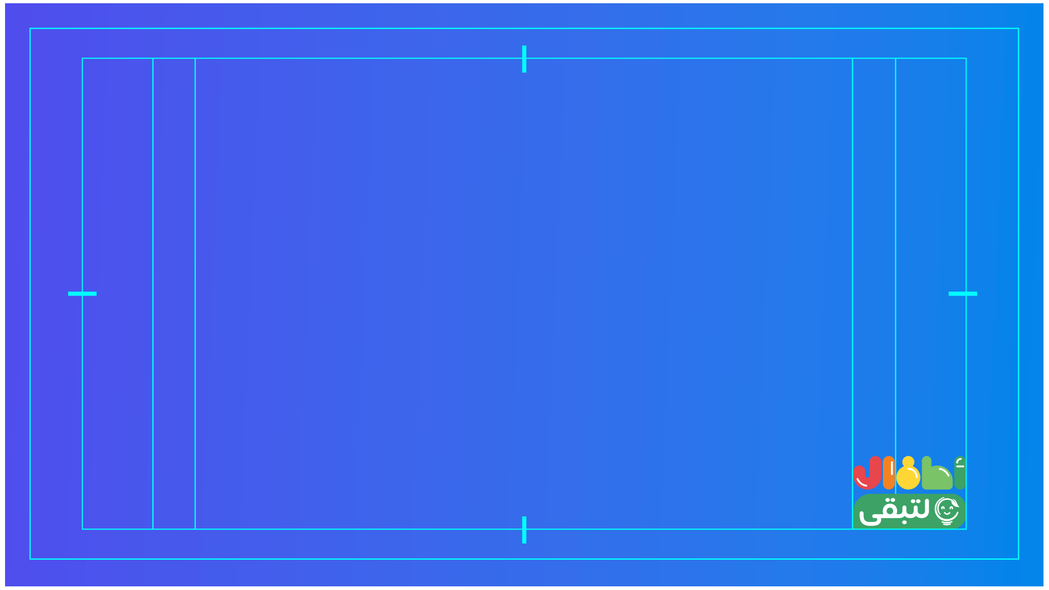






Videography

Logo in video



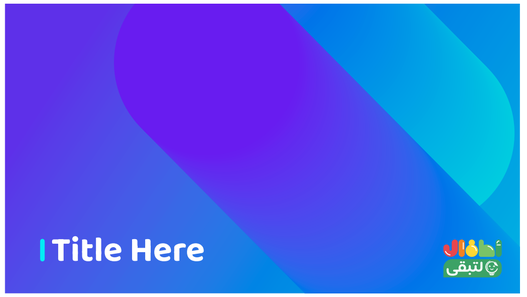
Logo Outro

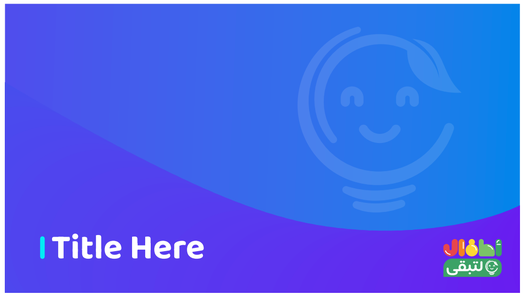


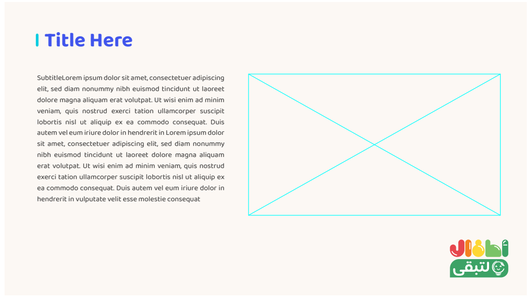
Presentation Template

Presentation Templates Ready to Use in PowerPoint.













04 Visual System

Brand Graphics

The basic ID elements are designed with inspiration from the curves logo, these elements are used in applications that reflect the brand and its services, and in advertising application.









Brand Graphics

Examples of the use of the brand graphics.



Brand Graphics

Examples of the use of the brand graphics.



Brand Graphics

Examples of the use of the brand graphics.

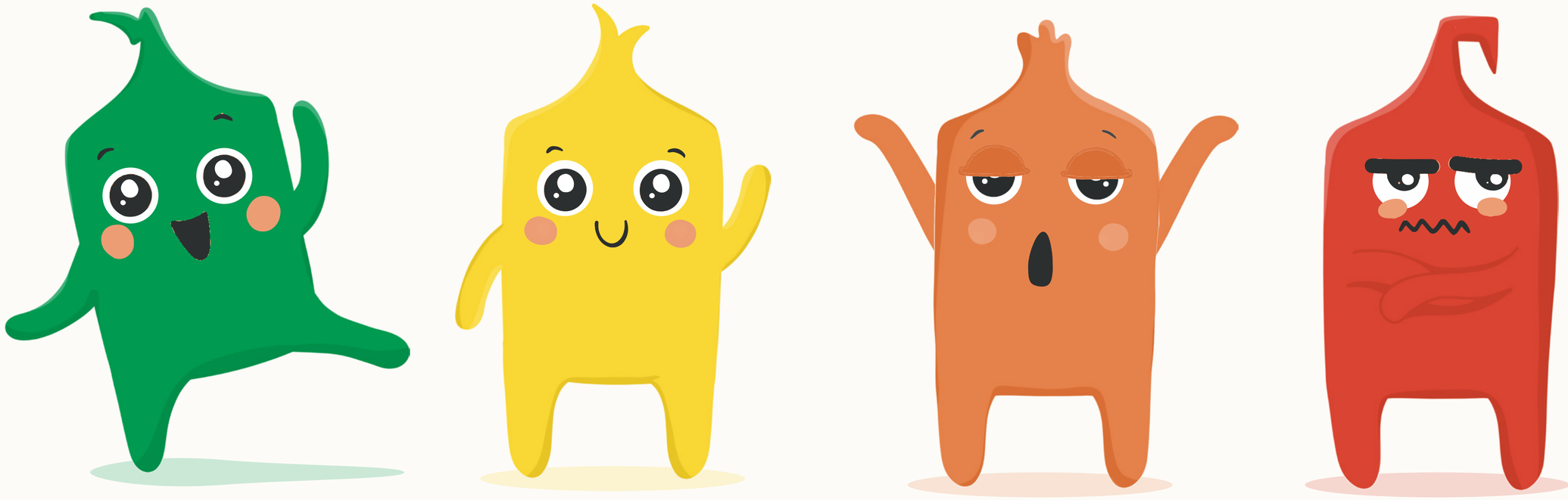


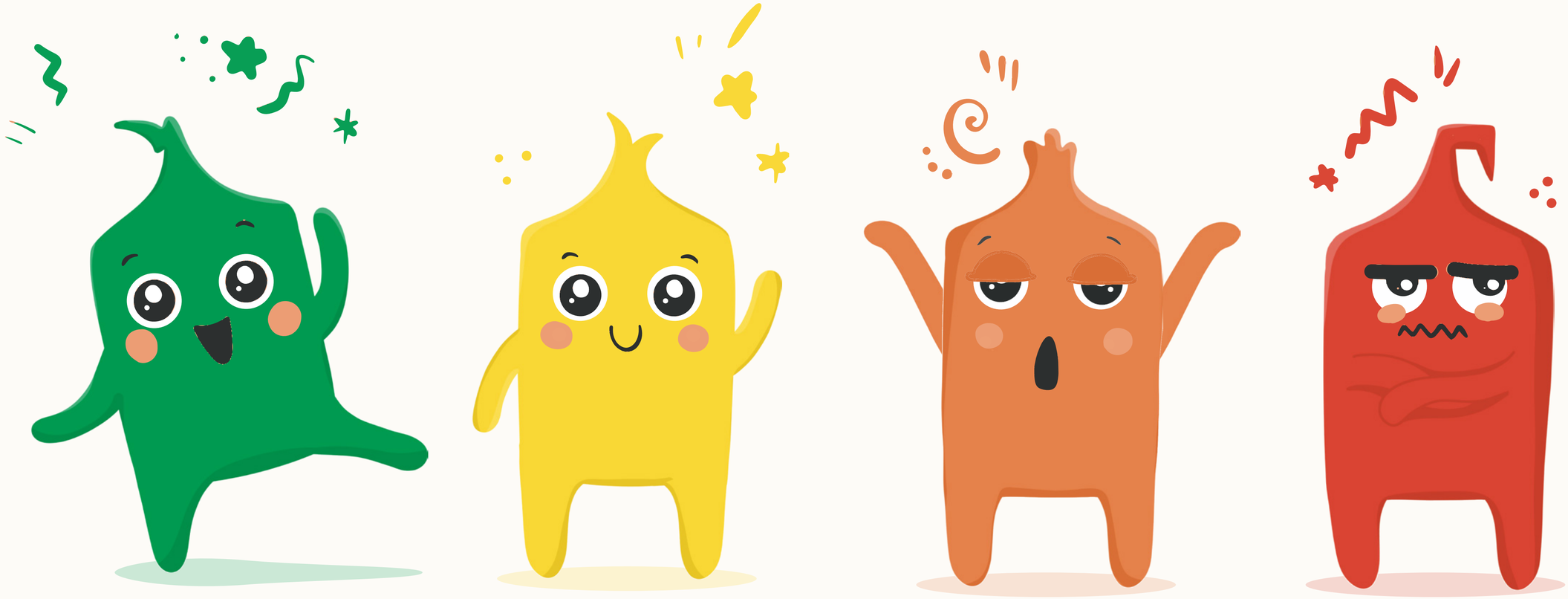
Brand Graphics

Examples of the use of the brand graphics.

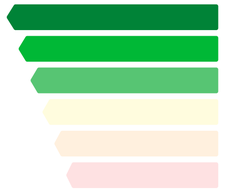


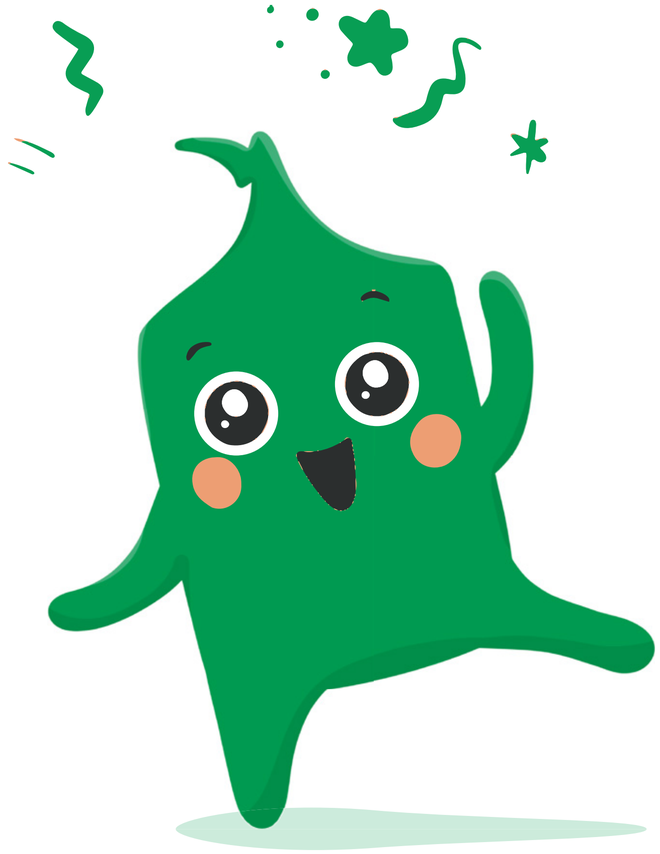
05 Characters





Character 1

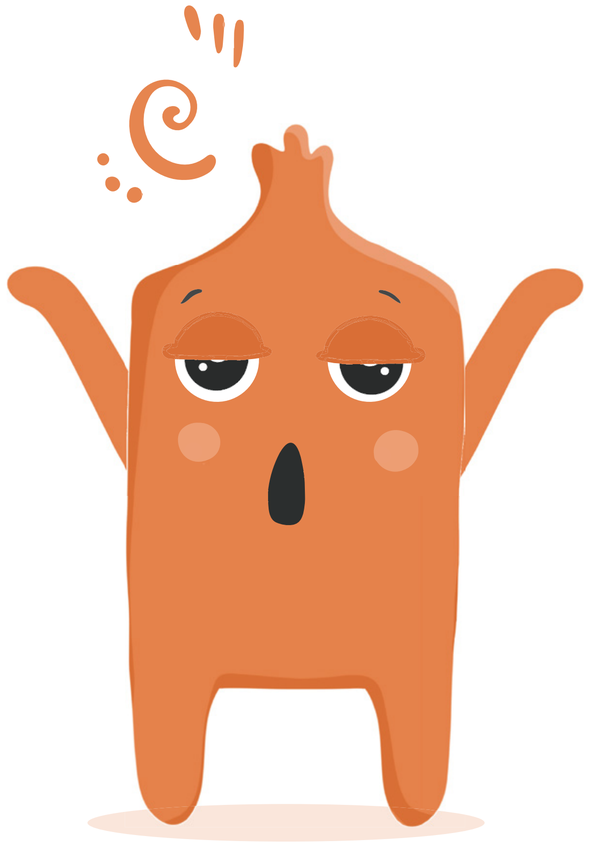




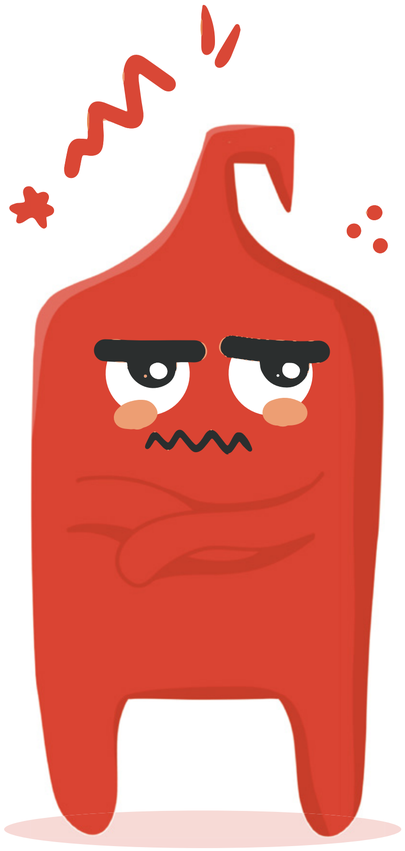
Character 2



Character 3



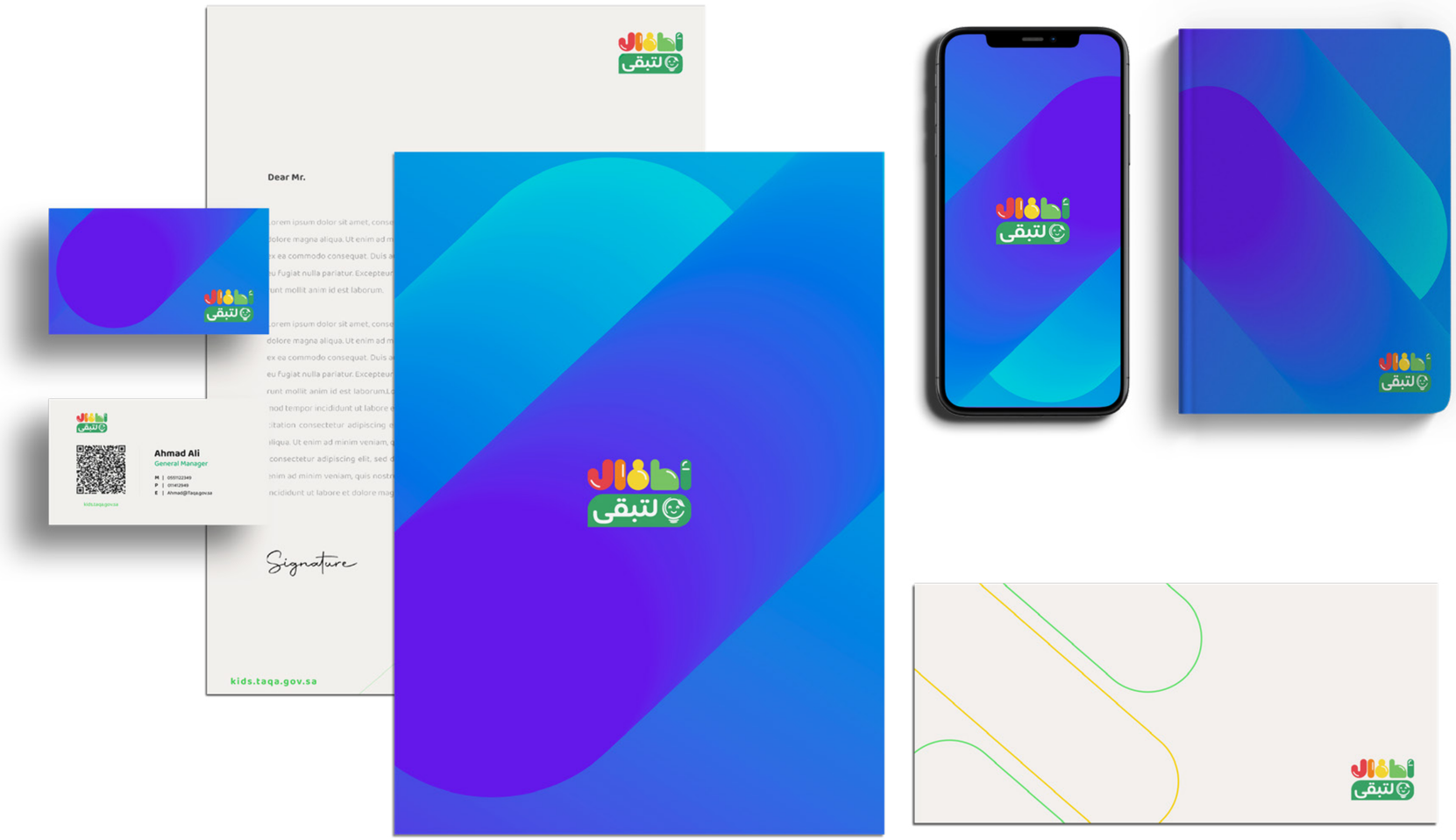
Character 4



06 Stationary

Stationery

The Basic Elements of ID, which is the tool for communication, is designed using the(Visual Master) Elements of ID.



Business Card

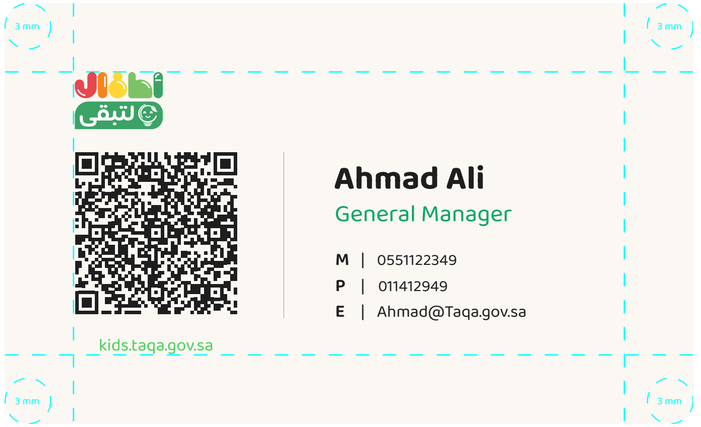
The business card contains a QR code that can be scanned on the phone and added to the contacts directly.

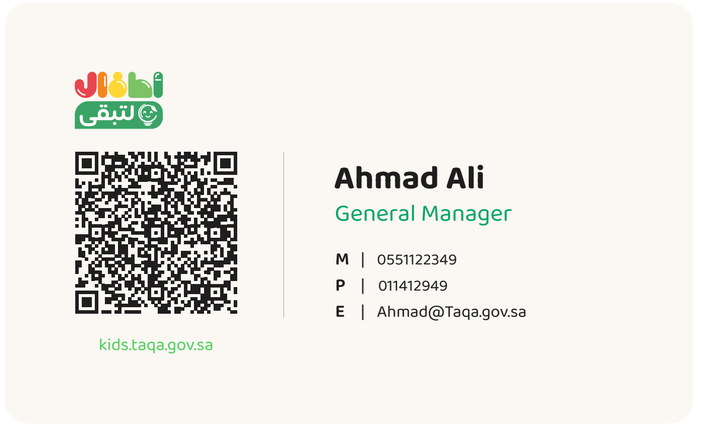
Front





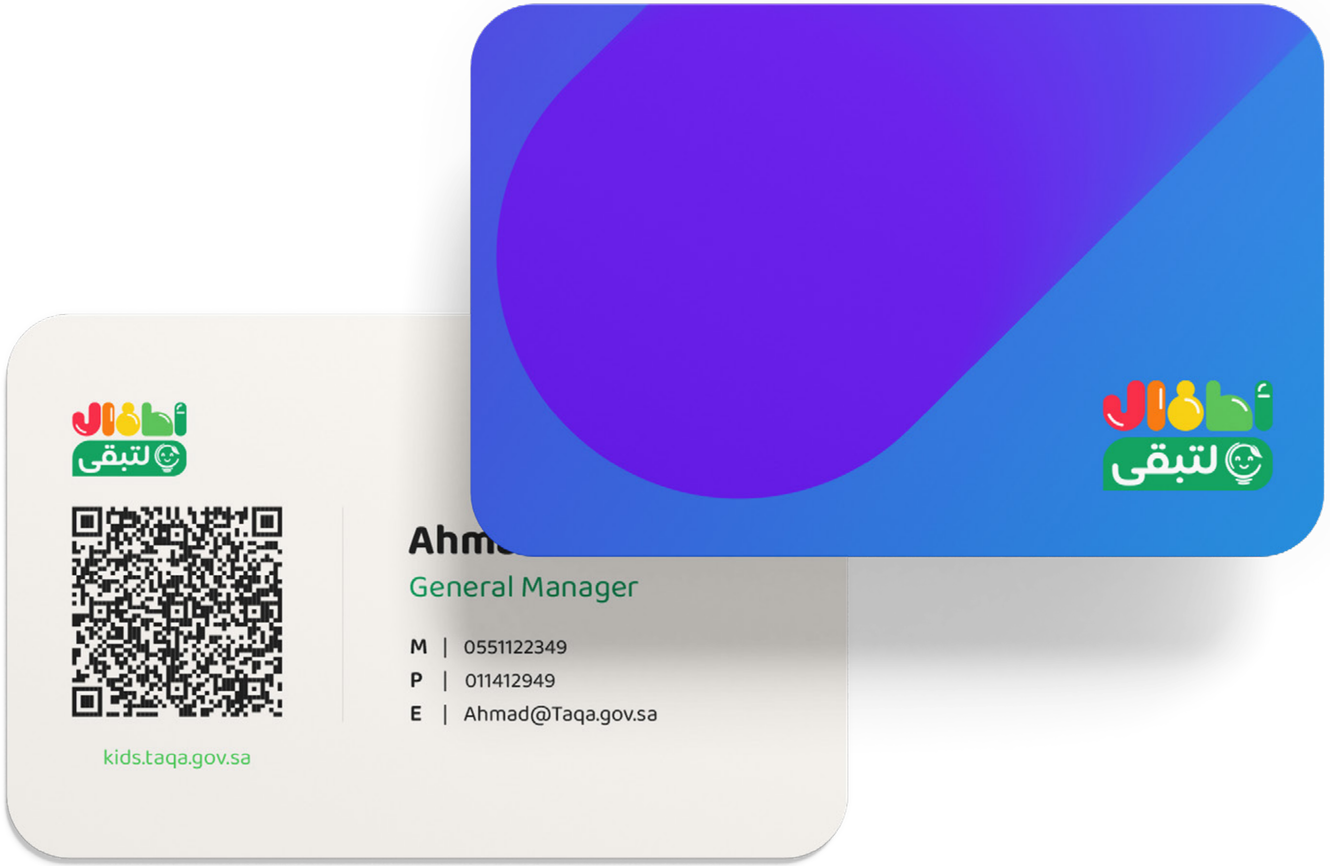
Back



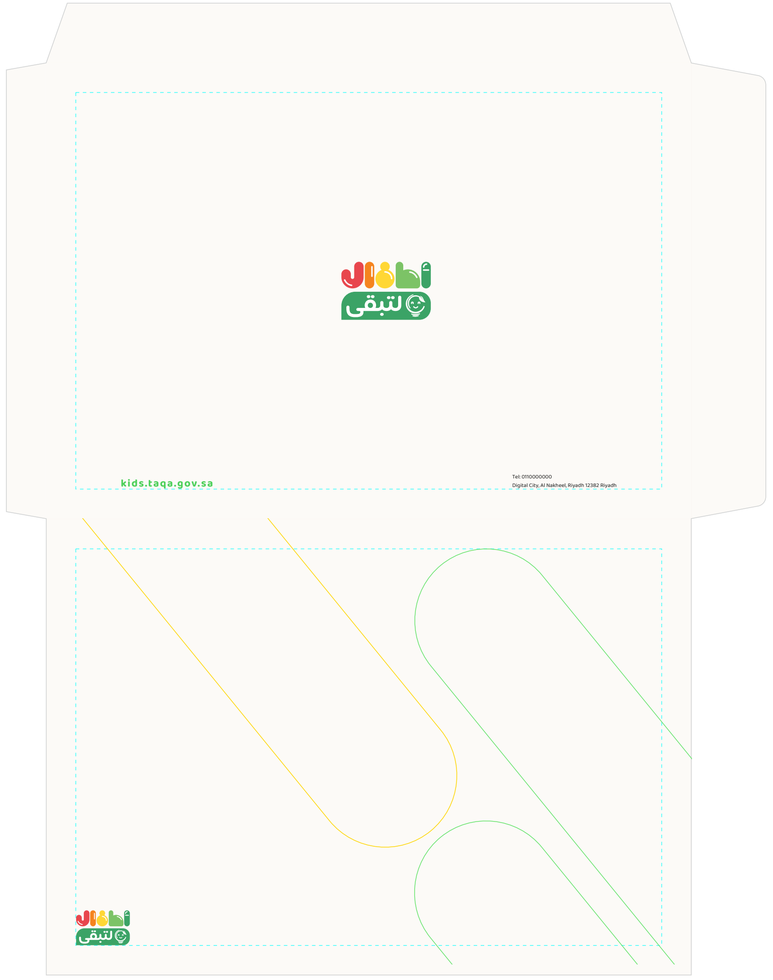


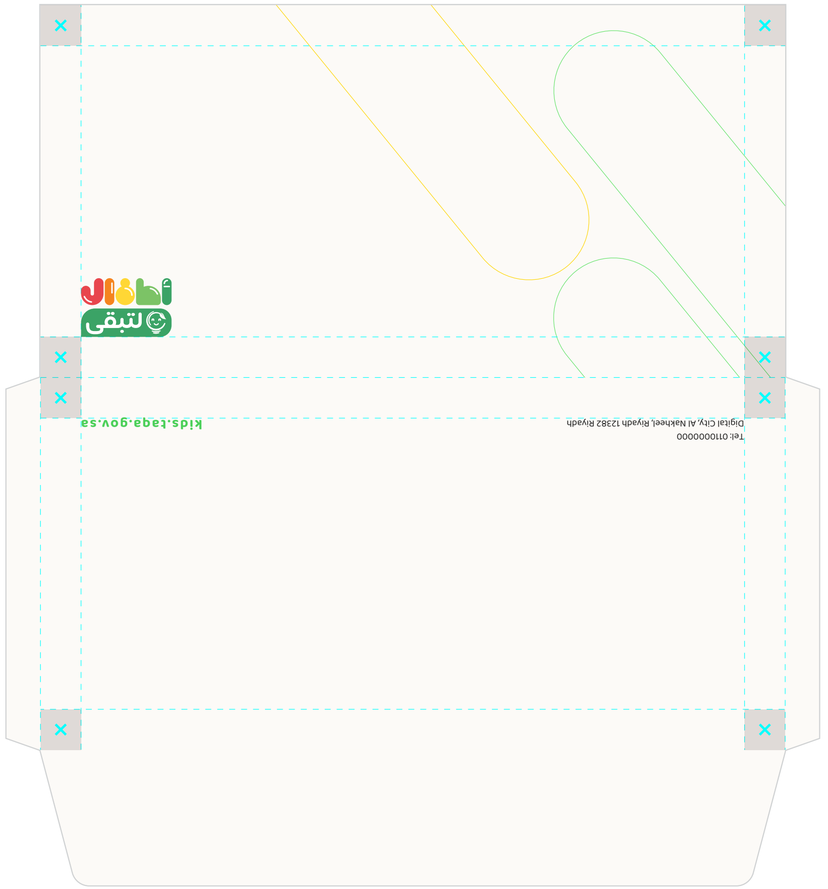
Business Card

The business card contains a QR code that can be scanned on the phone and added to the contacts directly.

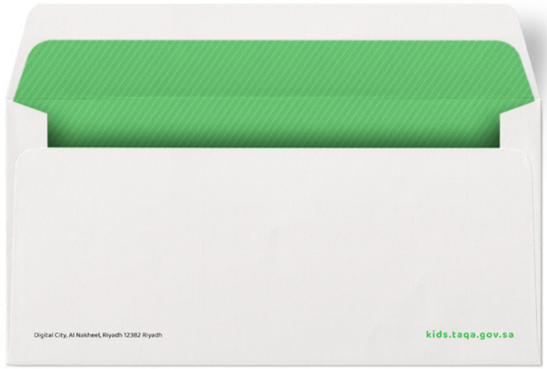


Envelopes


kids.taqa.gov.sa
Tel: 0110000000
Digital City, Al Nakheel, Riyadh 12382 Riyadh

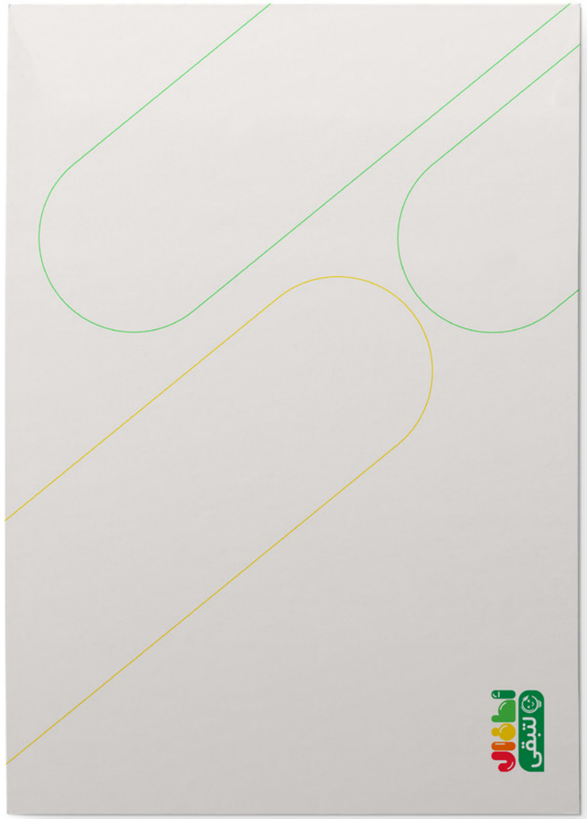

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Tel: 0110000000
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Tel: 0130000000
Digital City, Al Nakheel, Riyadh 12382 Riyadh
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Letter Head

A pattern has been added on official Letter head.

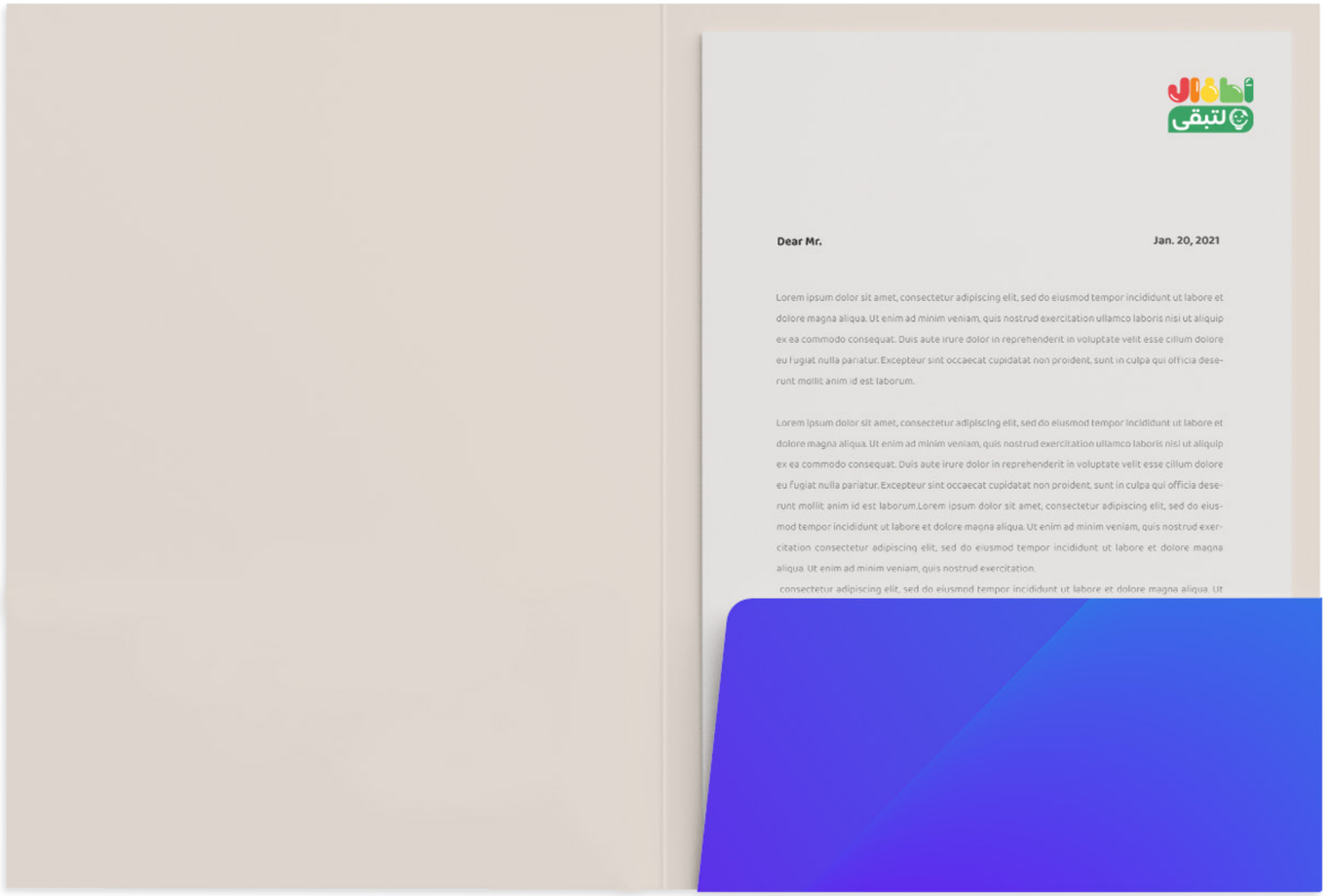




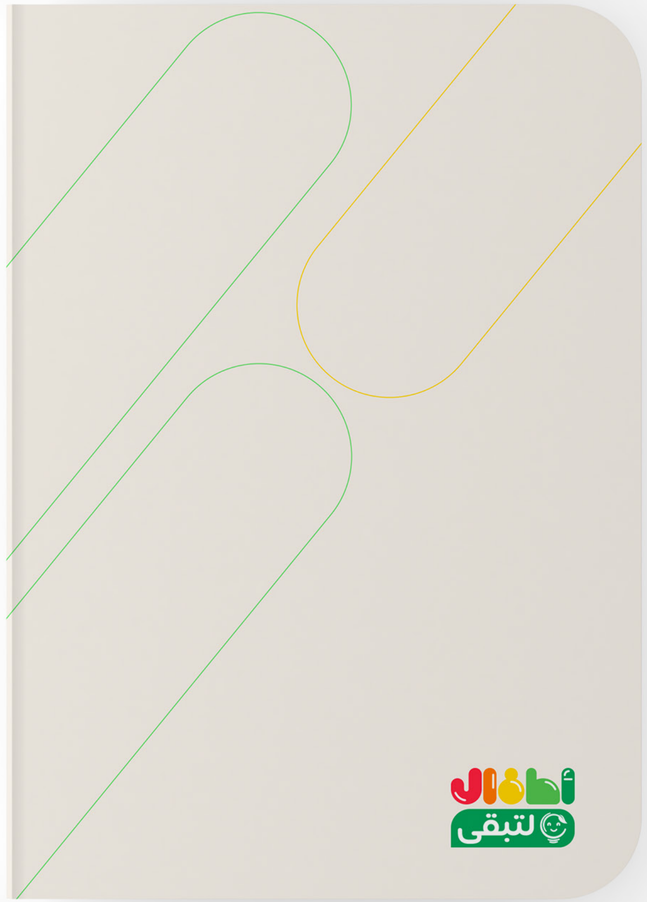
FOLDER



FOLDER


Dear Mr.
Jan. 20, 2021
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia dese-runt mollit anim id est laborum.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia dese-runt mollit anim id est laborum.Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eius-mod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exer-citation consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.
consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut

Note Book





07 Applications

New Message

Dear team,

I am pleased to introduce you to Mohammad who is starting today as a Customer Support Representative. She will be providing technical support and assistance to our users, making sure they enjoy the best experience with our products.

Feel free to greet Mohammad in person and congratulate her with the new role!

Best regards,
AA,



kids.taqa.gov.sa

Ahmad Ali
General Manager

M: +3874 837 55 966
T:+ 7483 273 11 966

The content of this email is confidential and intended for the recipient specified in message only. It is strictly forbidden to share any part of this message with any third party, without a written consent of the sender. If you received this message by mistake, please reply to this message and follow with its deletion, so that we can ensure such a mistake does not occur in the future.

Send

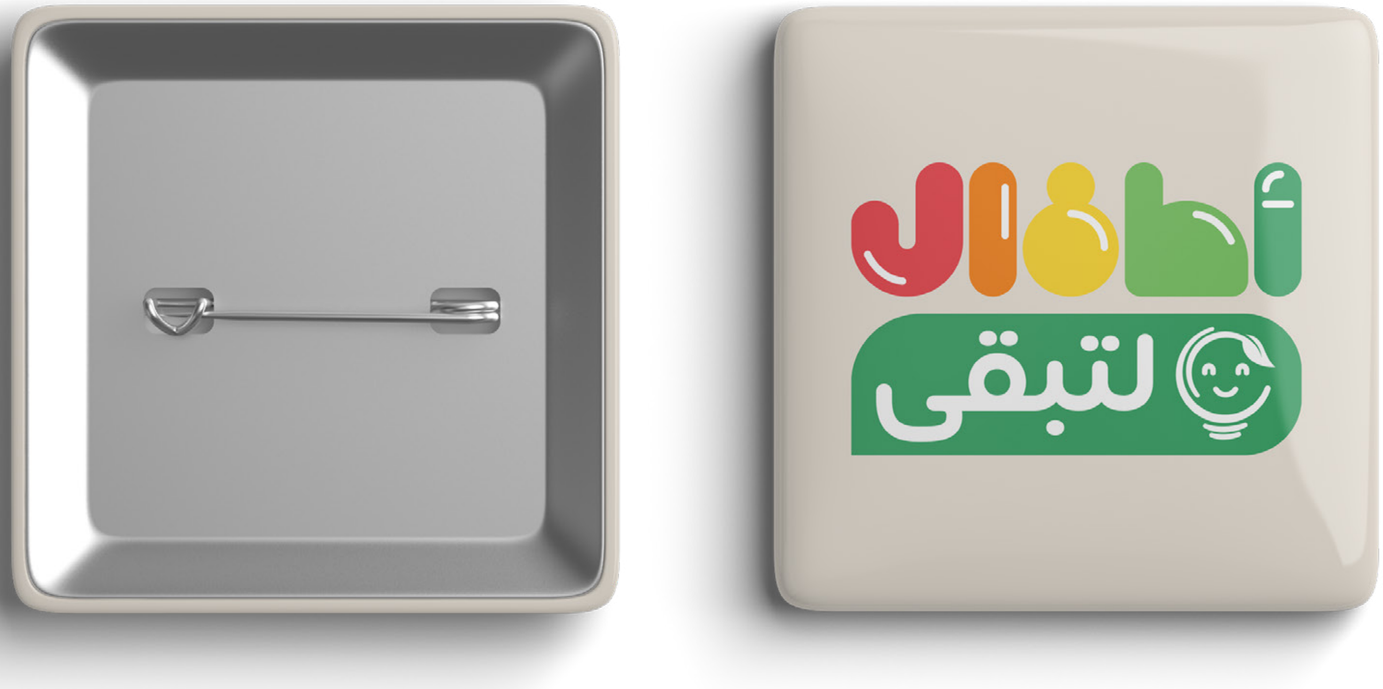

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أطفال
لتبقى
kids.taqa.gov.sa


أطفال
لتبقى


أطفال
لتبقى


أطفال
لتبقى
kids.taqa.gov.sa


أطفال
لتبقى

Thank you