

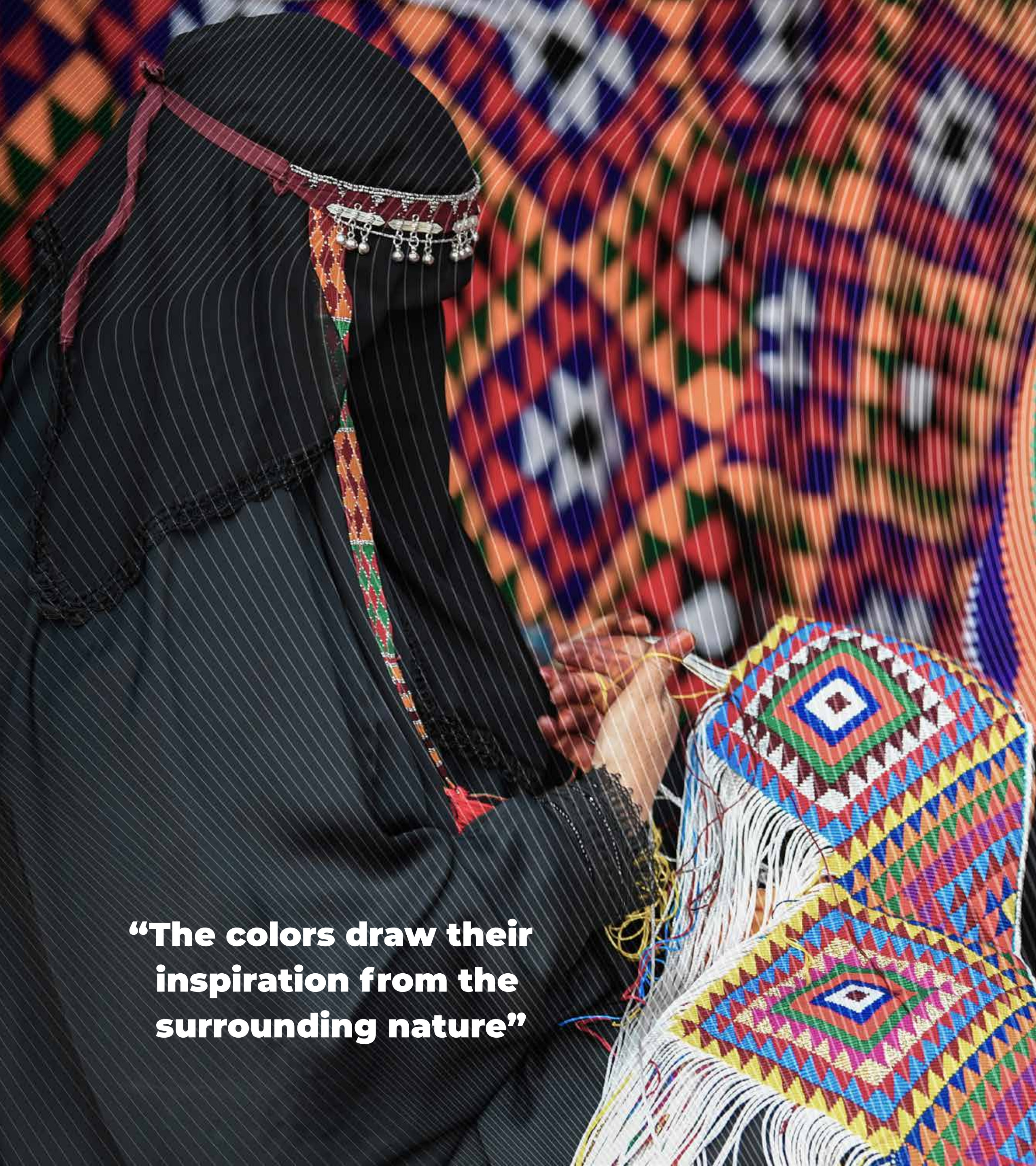
Riyadh Summit

Logo Guidelines | September 2020

Strictly Confidential and not for Circulation - Do not Share Logo or Guidelines without the G20 Saudi Secretariat Approval
سري للغاية و غير قابل للتداول - عدم مشاركة الشعار أو تطبيقاته بدون موافقة خطية أو إلكترونية من الأمانة السعودية لمجموعة العشرين

Riyadh Summit

Narrative



“The colors draw their inspiration from the surrounding nature”

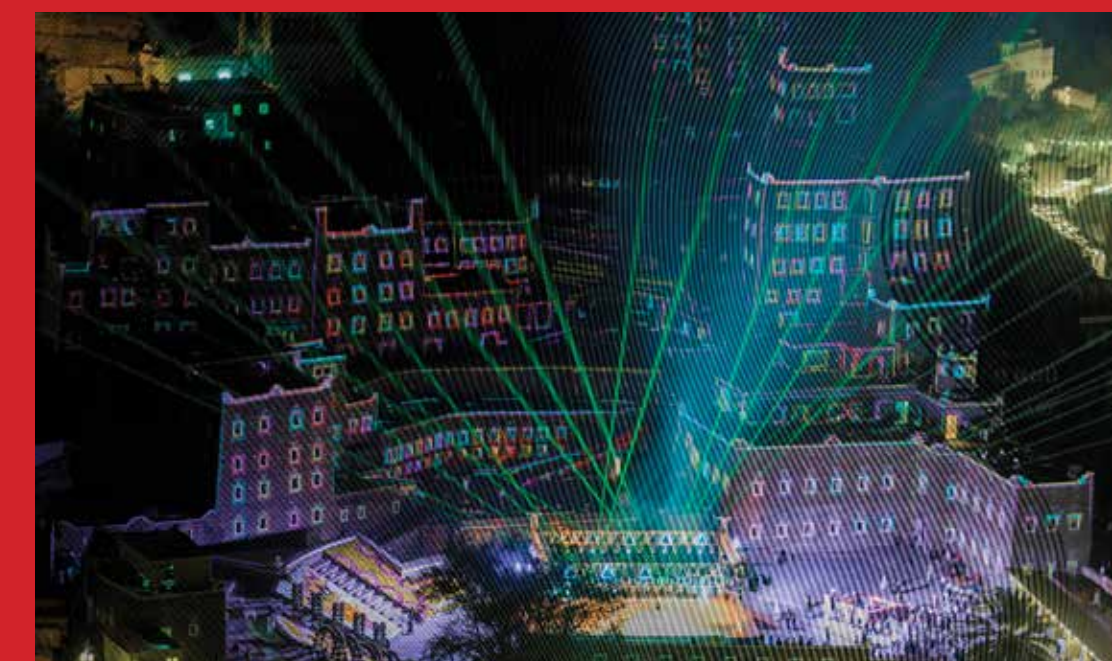
Logo Theme

Woven by the skilled hands of women, young and old, **Sadu** patterns emerge. As they once adorned the delicate walls of tents, their primary colors and shapes denote the power of identity and the warmth of community. The colors draw inspiration from the surrounding nature. The shapes are connected to the landscape yet tamed by the hands of the women as our forefathers tamed their geography. All are combined to form the fabric of Saudi Arabia—a symbol of **hospitality** and **warmth**.



Longing for **transformation**, Saudis are ready for inspiration. The threads of the Kingdom’s new Vision 2030 weaves history into future. Each thread is a voice in a vibrant society, a success in an ambitious nation, and a force in a thriving economy, evoking the untapped potential of the Kingdom.

Taken together, a unity of history and vision inspired the logo mark for the G20 summit in its thirteenth iteration. The logo makes visible the Kingdom’s perspective in realizing the opportunities of the twenty first century for all. In projecting a traditional art form, the logo mirrors the aims of the summit: to empower people, safeguard the planet, and shape new frontiers.





Logo Inspiration

Inspired by Saudi designer

In the outskirts of Riyadh, 25 of the most exceptionally talented Saudi men and women gathered to **design** and **craft** options for the **G20** Saudi Arabia 2020 logo. A variety of options, building on different insights, were presented, each seeking the honor of representing the potential identity of the G20.



Mohammad Alhawas, a **young** Saudi graphic designer, developed the selected G20 logo. He managed to bring to life the unique Saudi spirit and leadership that the Kingdom will bring to the summit and showcase to the world.

He built his logo on the sharp insight of a **unity** that defines Saudis: modern, yet rooted in culture and tradition. It is a unity that inspired the logo for the G20 summit, tracing a linear path that twines to reveal unique forces that drive Saudi Arabia, past and present, looking to the **future**. These forces are exemplified by the Kingdom's Vision 2030: an unprecedented transformational plan for the country.





Logo Usage

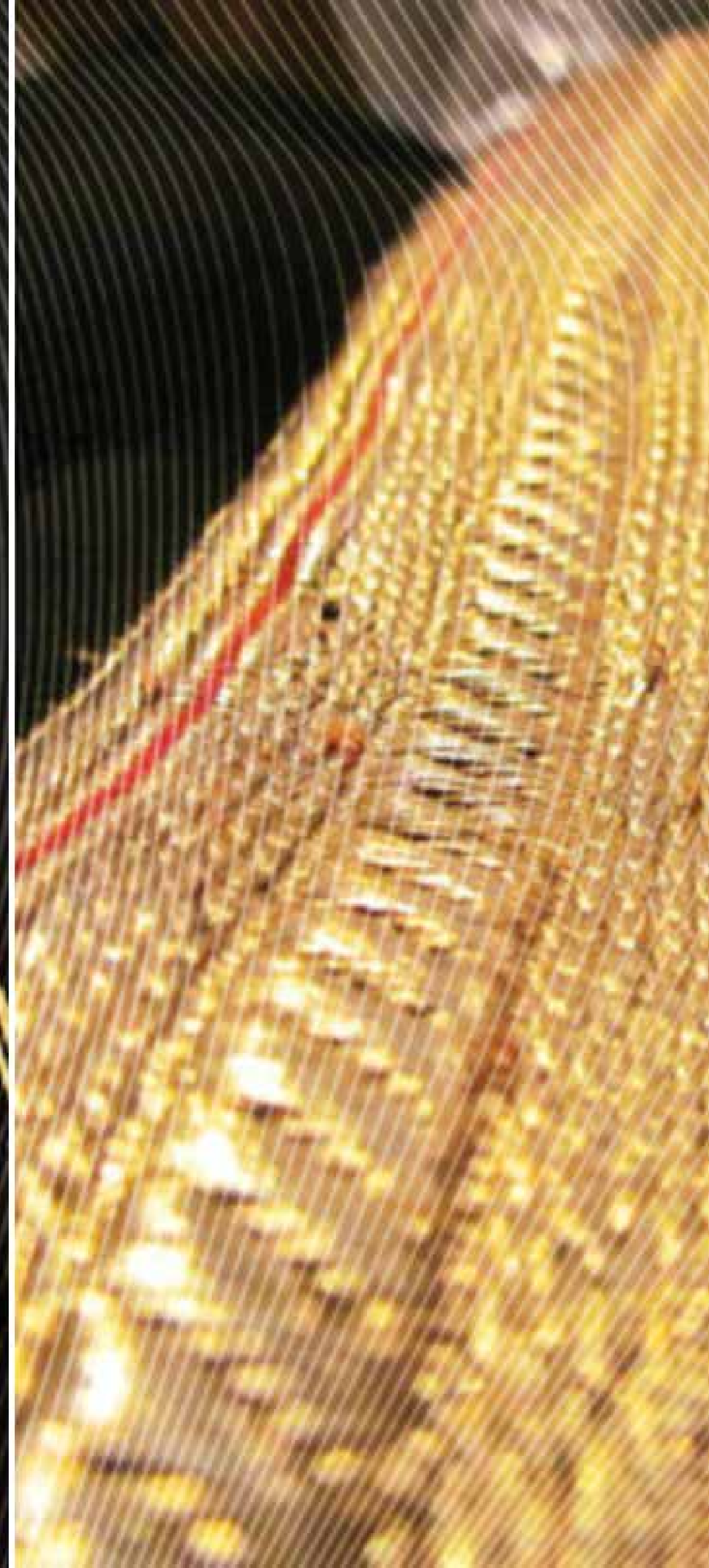


The G20 brand is a duality of exterior and interior; past and present; traditional and modern; **static** and **dynamic**. The Sadu pattern represents the first part of this unity—traditional and static—in a heritage pattern woven by **women** to make tents, rugs, and bags. The second part of the unity—modern and dynamic—is expressed in the thread pattern, a graphical representation of the inner workings of our transformation in realizing Vision 2030.

Sadu patterns are representations of values, history, and **community**: strong and stable themes. Simultaneously, the threads are agile, dynamic, and continuously moving. Sadu is always at the forefront, the face of the brand, while the threads are in the background, showing the inner workings.

The logo lockup is the primary signature of the brand; it is primarily used to authenticate messages, visuals, and partners. The thread motif is meant to be shown animated, if possible. The repetitive line indicates motion tracking when static. One application of the **thread** motif will be on images to give it dynamism and, at the same time, enhance the identity's connection with the brand. It will be ideal if all the images are overlaid with a dynamic, animated, thread motif.





Summit Logo

The sadu pattern is uplifted for the Summit with minimalist symbolism. The new logo includes a **golden edge** that is inspired from ceremonial occasions and the Bisht worn for celebrations. The background is taken from the reverse of our G20 logo representing the future of the Saudi spirit. The minimal typographic treatment is modern and contrasts with the accent (of the 'A') that acknowledges the sadu – used as a traditional symbol into our communication.



We used an accent inspired from the Sadu pattern to be embedded for simplicity.

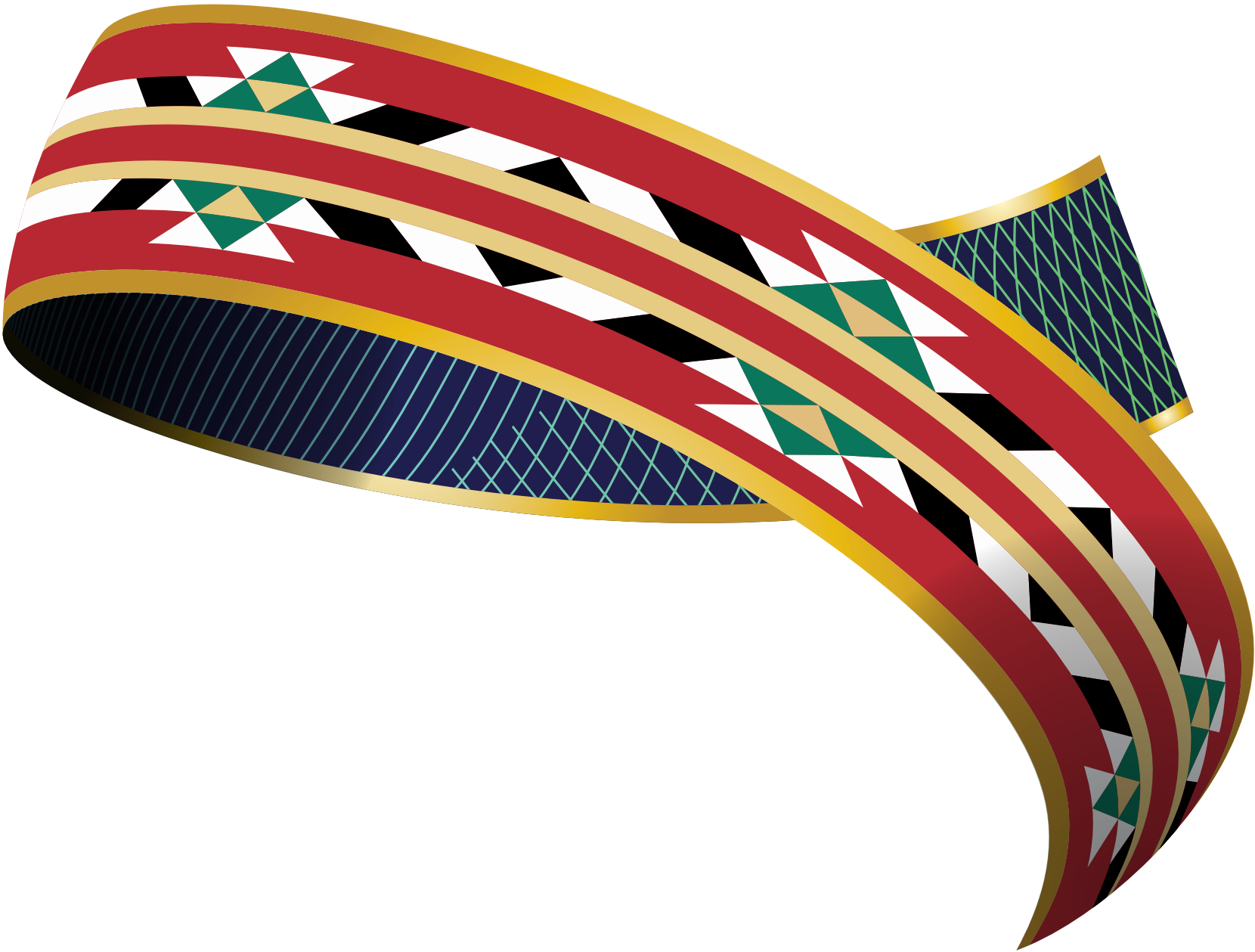
Riyadh Summit

Logo

G20

Logo

Emblem



G20

Logo

G20 Saudi Arabia



G20

Logo

Riyadh Summit - Letter “A” Accent

We added the Riyadh Summit to amplify awareness of the event whenever the logo is used.



G20

SAUDI ARABIA 2020
RIYADH SUMMIT

G20

Logo Horizontal

To maximize legibility on outdoor and horizontal media placements.



**RIYADH
SUMMIT**

G20

Logo

Skeleton

The Logo mark and Logotype together comprise the G20 Saudi Arabia 2020 Logo. The complete logo should be used in all cases.



G20

Logo

Clear space

To preserve the integrity of the logo, always maintain adequate clear space around it. This ensures the logo will be seen uncluttered by other elements.



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Logo

Incorrect Use

- 1- Do not alter the proportions and the components
- 2- Do not distort the logo
- 3- Do not add shadow or effect filters
- 4- Do not change logo colors in any way
- 5- Do not use a background image
- 6- Do not use dark color background



1



2



3



4



5



6

G20

Logo

Background

- 1- The full color logo with white background
- 2- The full color logo with light background
- 3- White logo with black background
- 4- White logotype with green background
- 5- White logo with gradient background
- 6- White logotype with image



G20

Logo

Minimum sizes

For ease of recognition, a minimum size has been set for the G20 logo in order to assure proper visibility. Any logo usage smaller than 25 mm use the Sadu ribbon only.

The smallest logo to be used when branding some collateral items. i.e face masks, pens, USB Stick and smaller items.



80 mm
8 cm
302.36 v



50 mm
5 cm
188.97 v



25 mm
2.5 cm
71 px



10 mm
1 cm
37.79 px

G20

Logo Variations

Black and White



G20

Logo Variations

Solid Color and Gray



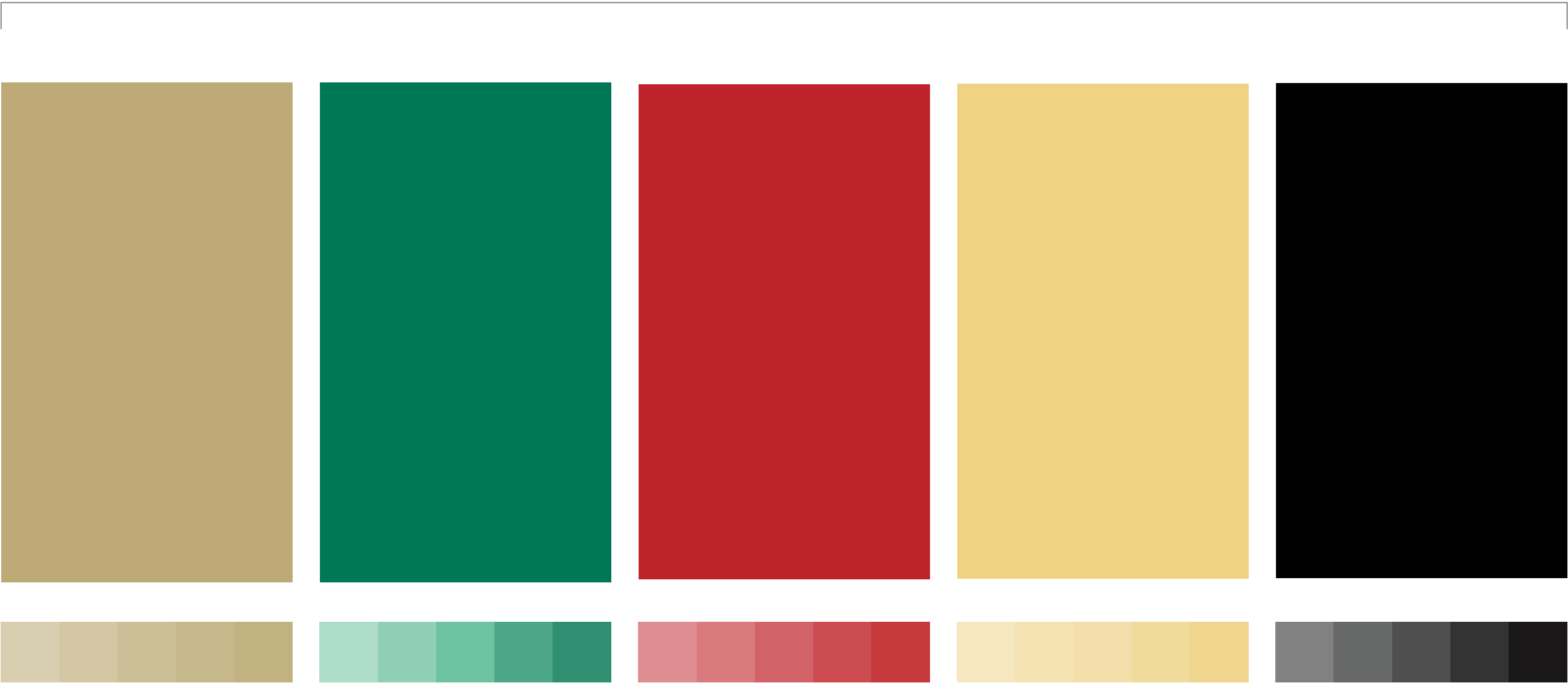
Riyadh Summit

Color Palette

Primary Colors for the G20 Logo

The Primary Colors are as important as the Logo.

Primary Colors

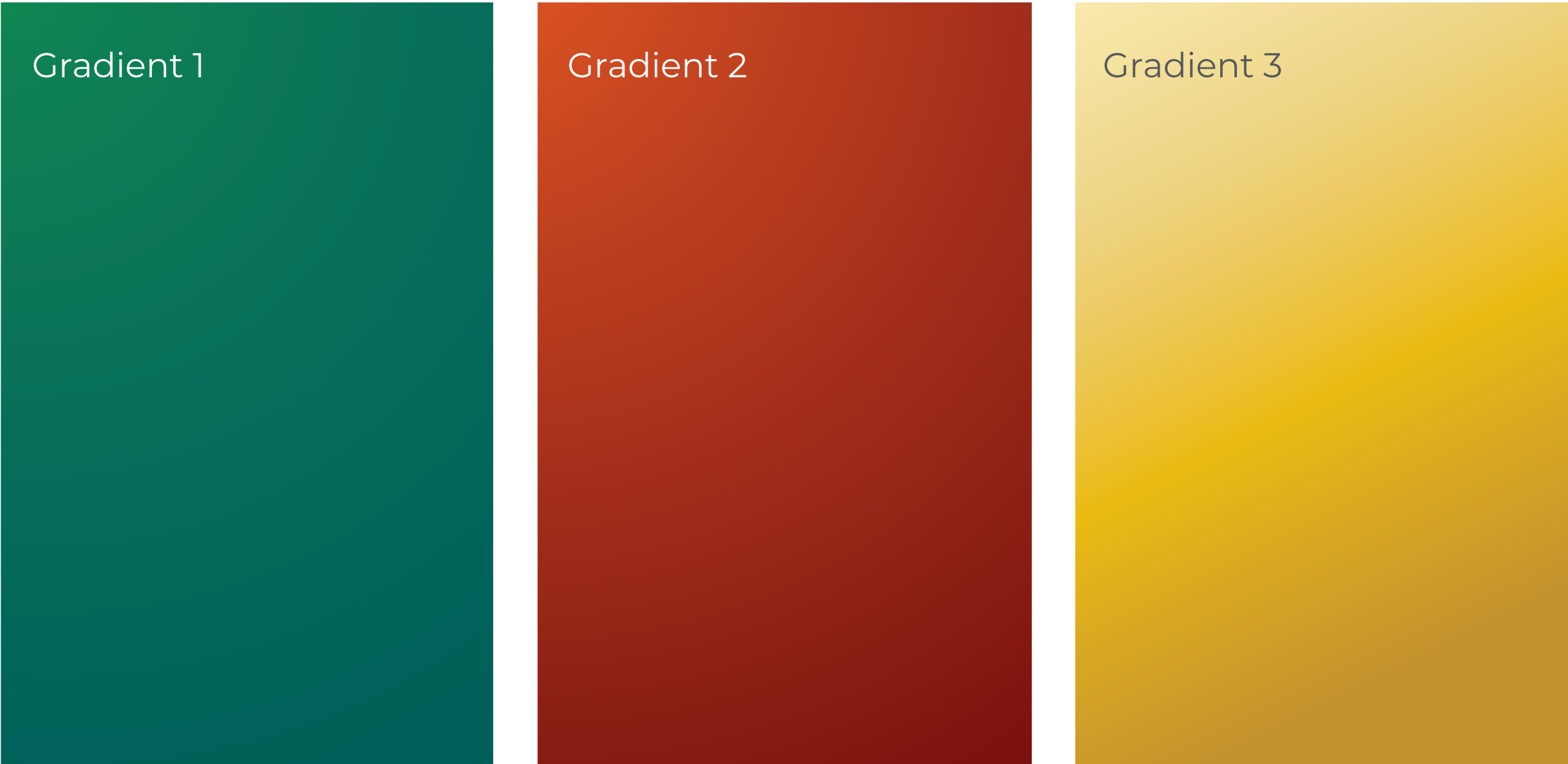


RGB	44, 40, 80	0, 115, 85	189, 35, 39	240, 210, 131	1, 1, 1
CMYK	23, 25, 60, 5	89, 31, 76, 18	18, 100, 99, 8	6, 15, 57, 0	55, 68, 67, 90
Pantone	16- 0836 TCX	342 C	200 C	7403 C	2768 C

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Gradient

In addition to the primary colors, we have these gradient that creatives can also use for different communications.



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Typeface

G20

Typeface

Montserrat

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 @ # / \$ & (!

Almarai

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
١ ٢ ٣ ٤ ٥ ٧ ٨ ٩ ٠ @ # / \$ & (!

In terms of English font, Montserrat is the primary font to be used across all our communication.

For paragraphs, use the regular font, as for headlines use bold.

Montserrat Regular	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 \$%&@#(!?,,;:)
Montserrat Medium	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 \$%&@#(!?,,;:)
Montserrat SemiBold	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 \$%&@#(!?,,;:)
Montserrat Bold	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 \$%&@#(!?,,;:)

In terms of Arabic font, Almarai is the primary font to be used across all our communication.

For paragraphs, use the regular font, as for headlines use 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	Almarai 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	Almarai 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	Almarai ExtraBold

Riyadh Summit

Visual Elements

Visual Elements

Sadu

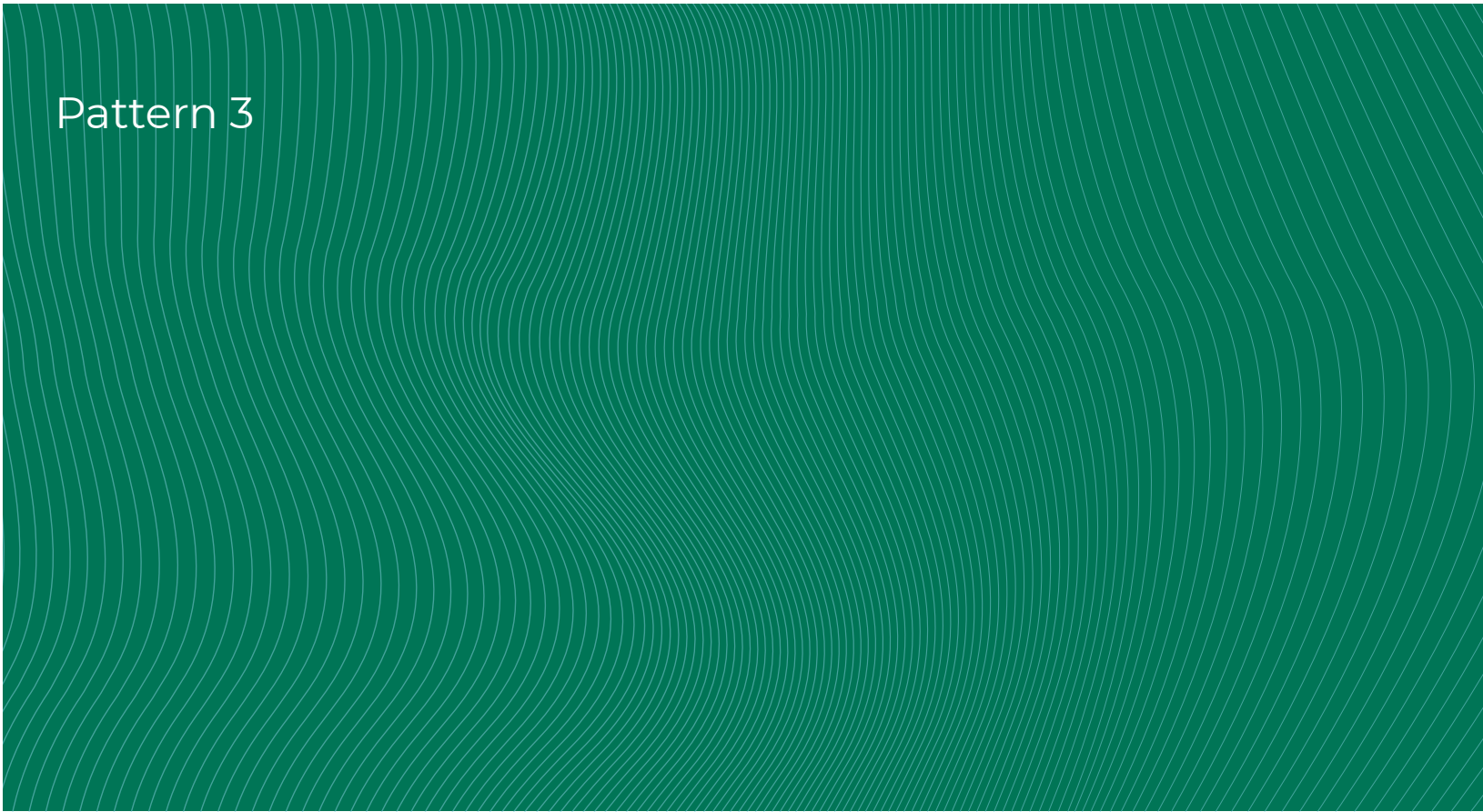
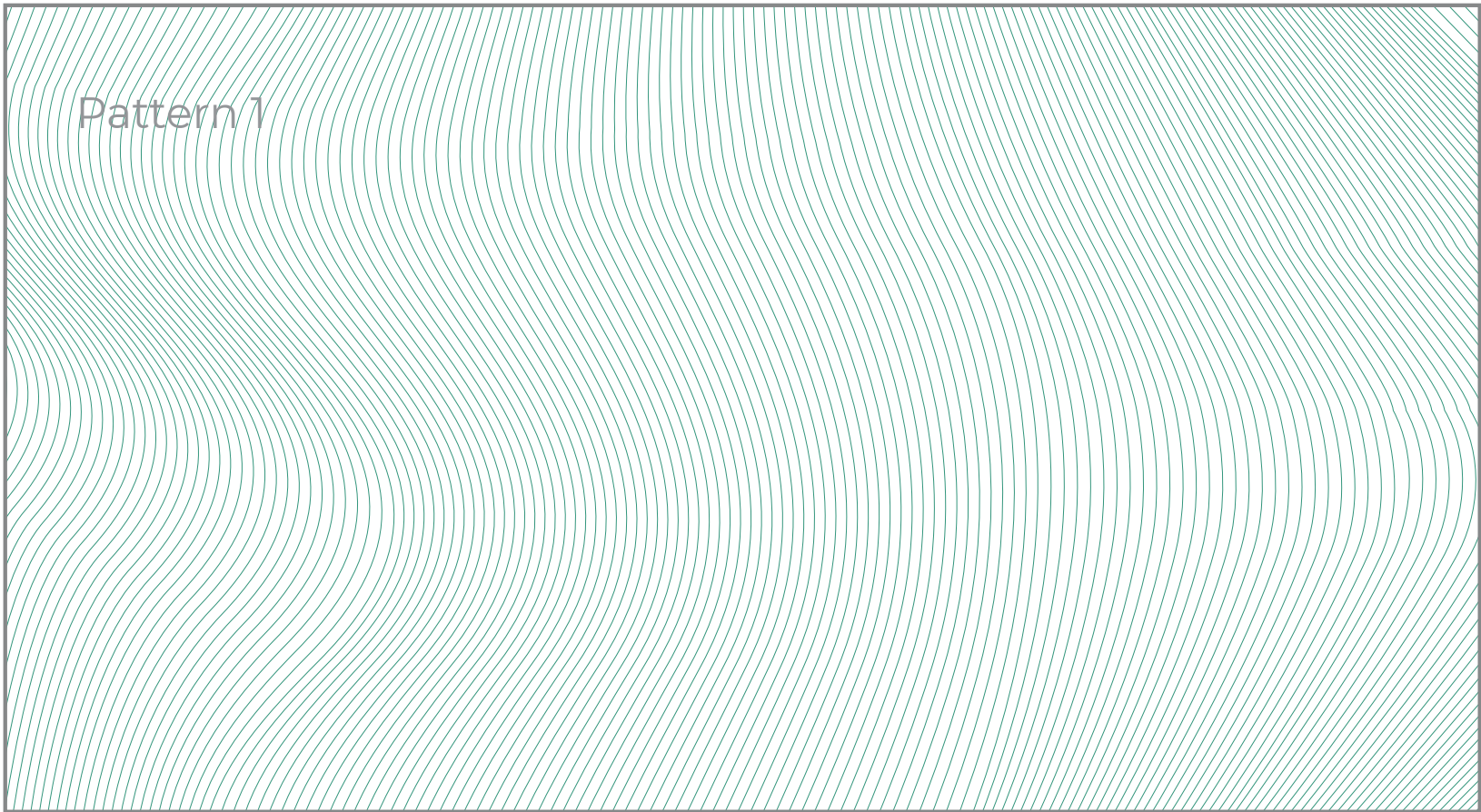
E1 Sade Lead

E2 Sadu Body

E3 Sadu Tail with curvature that reveals the reverse side.



The pattern can be used as a background for interest.



Riyadh Summit

Photography

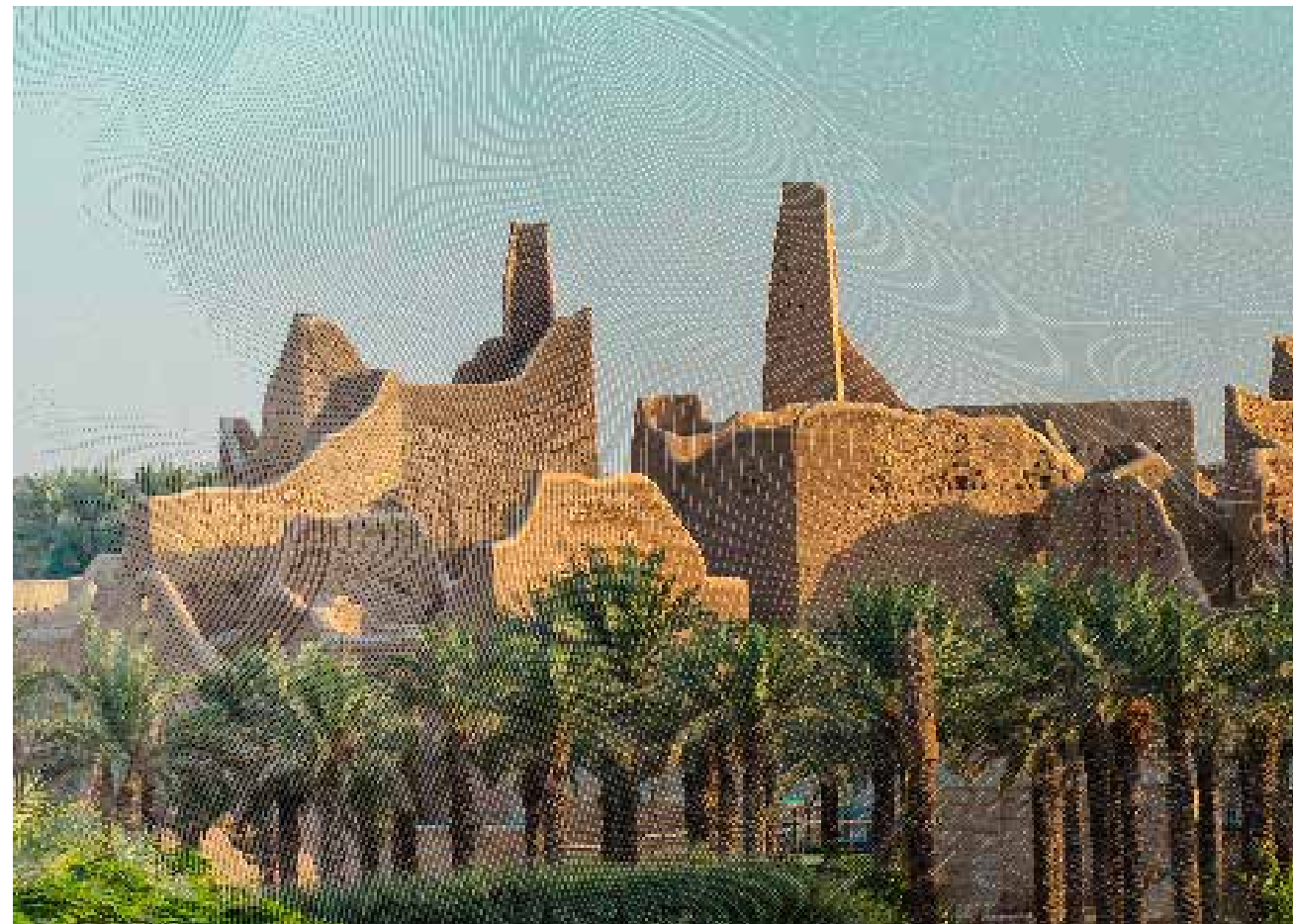
G20

Photography

Style

All images should support the key personality traits of the brand: Innovative, authoritative, straight forward, active, optimistic and Saudi.

** For access to G20's Image Library please contact:
G20branding@saudisecretariat.gov.sa*



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Layout

G20

Layout

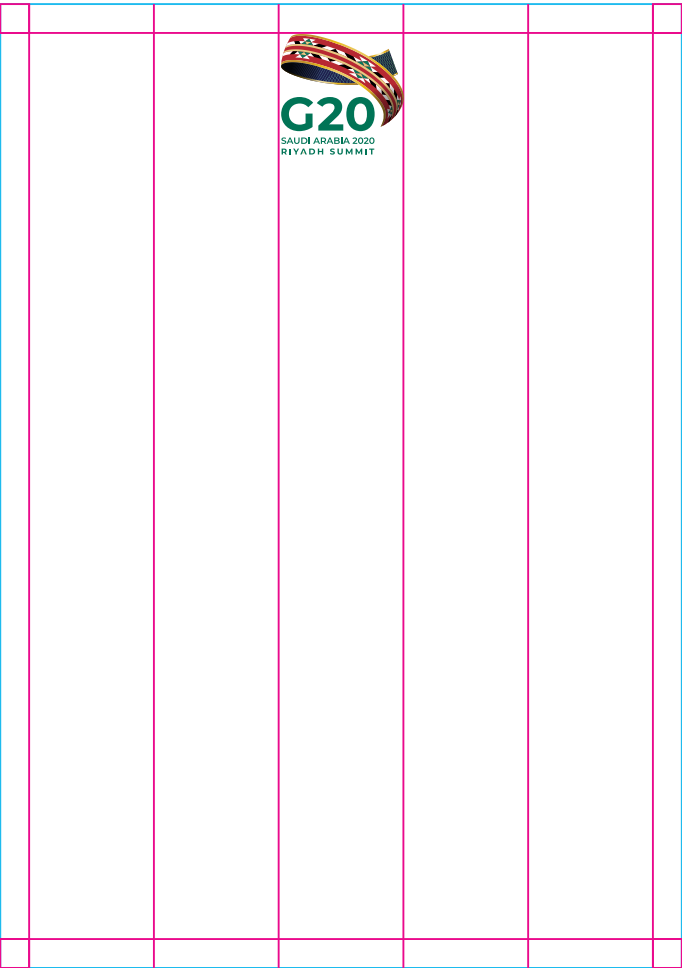
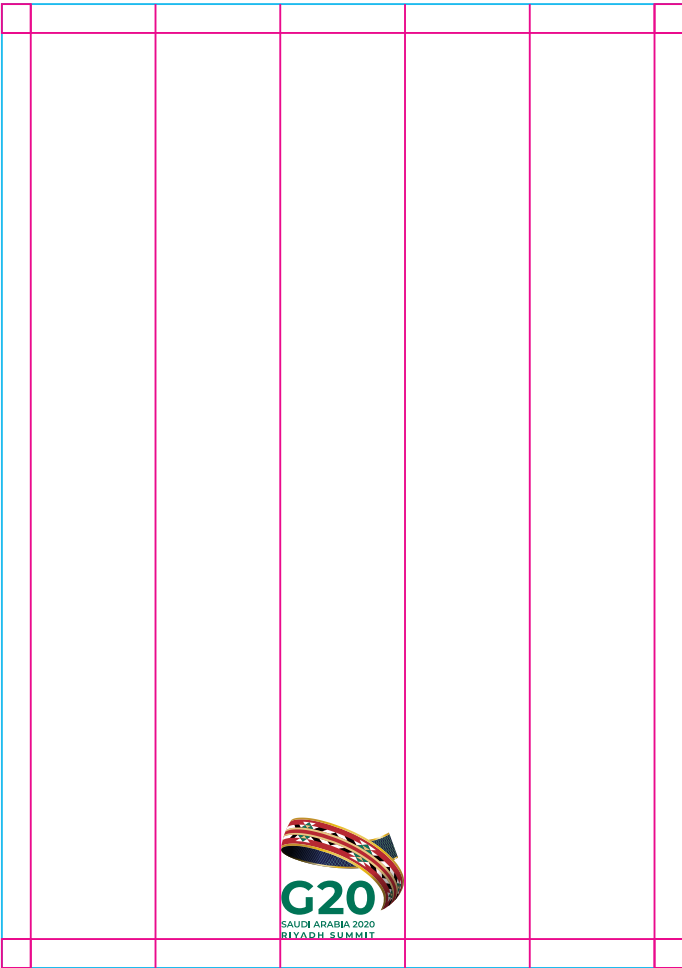
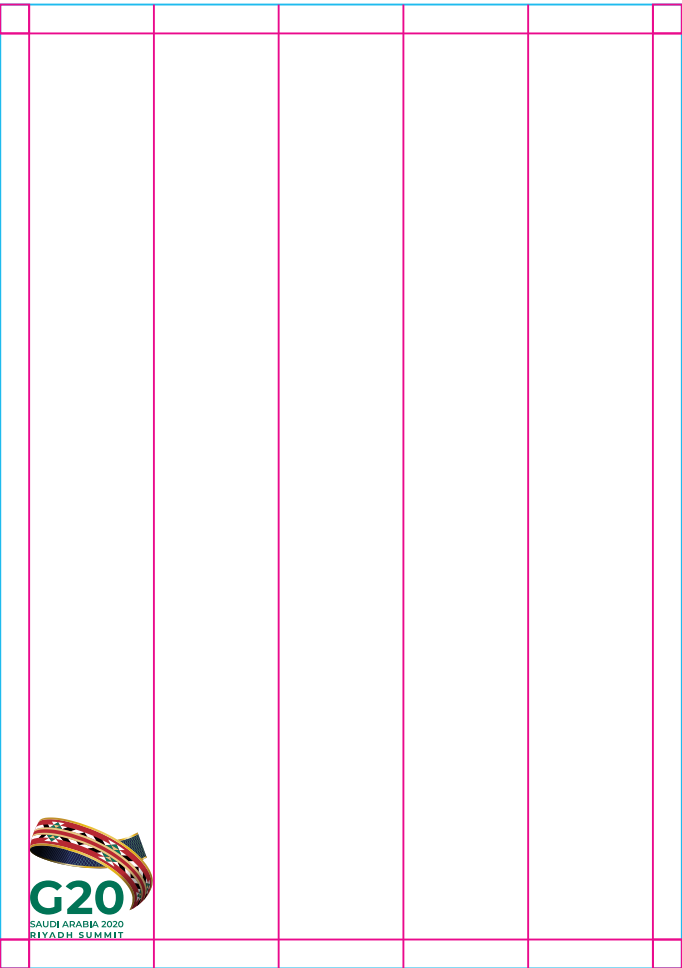
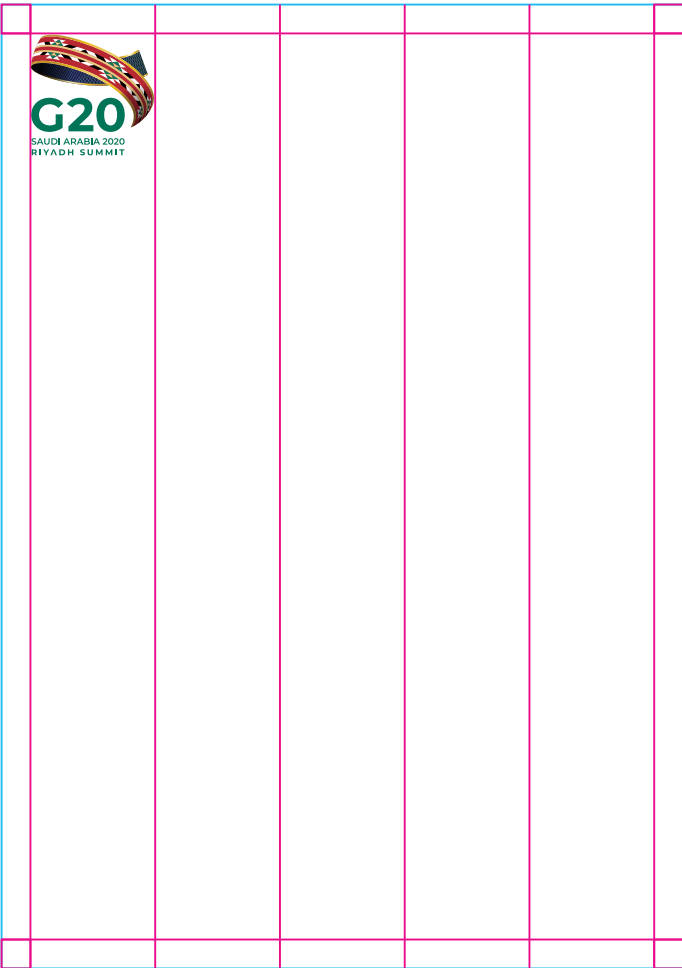


G20

Layout

Placement

On a standard format, the G20 logo should primarily be placed at the left top or bottom corner of the page. In some circumstances, the logo can be centred top or bottom.



G20

Layout

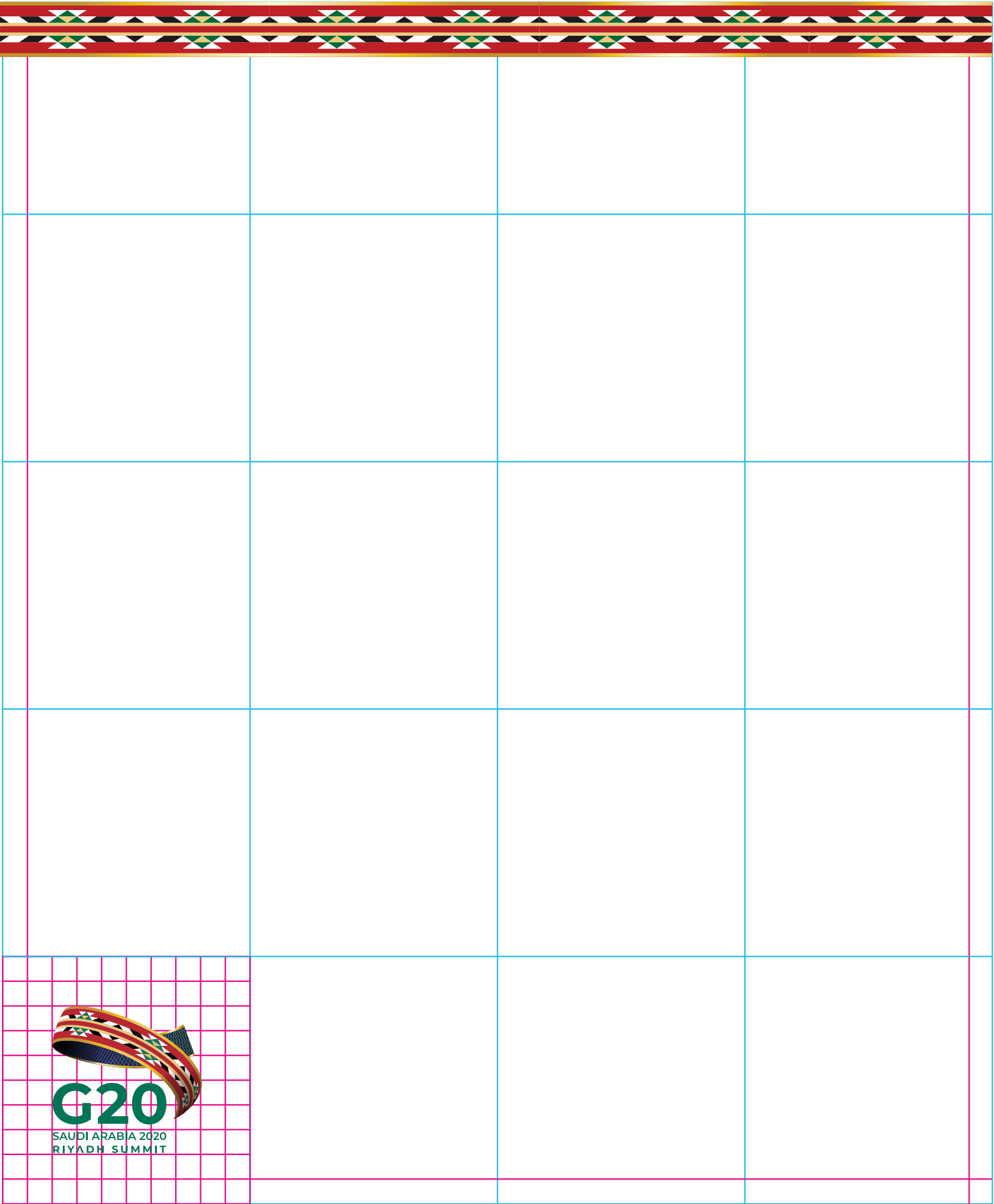
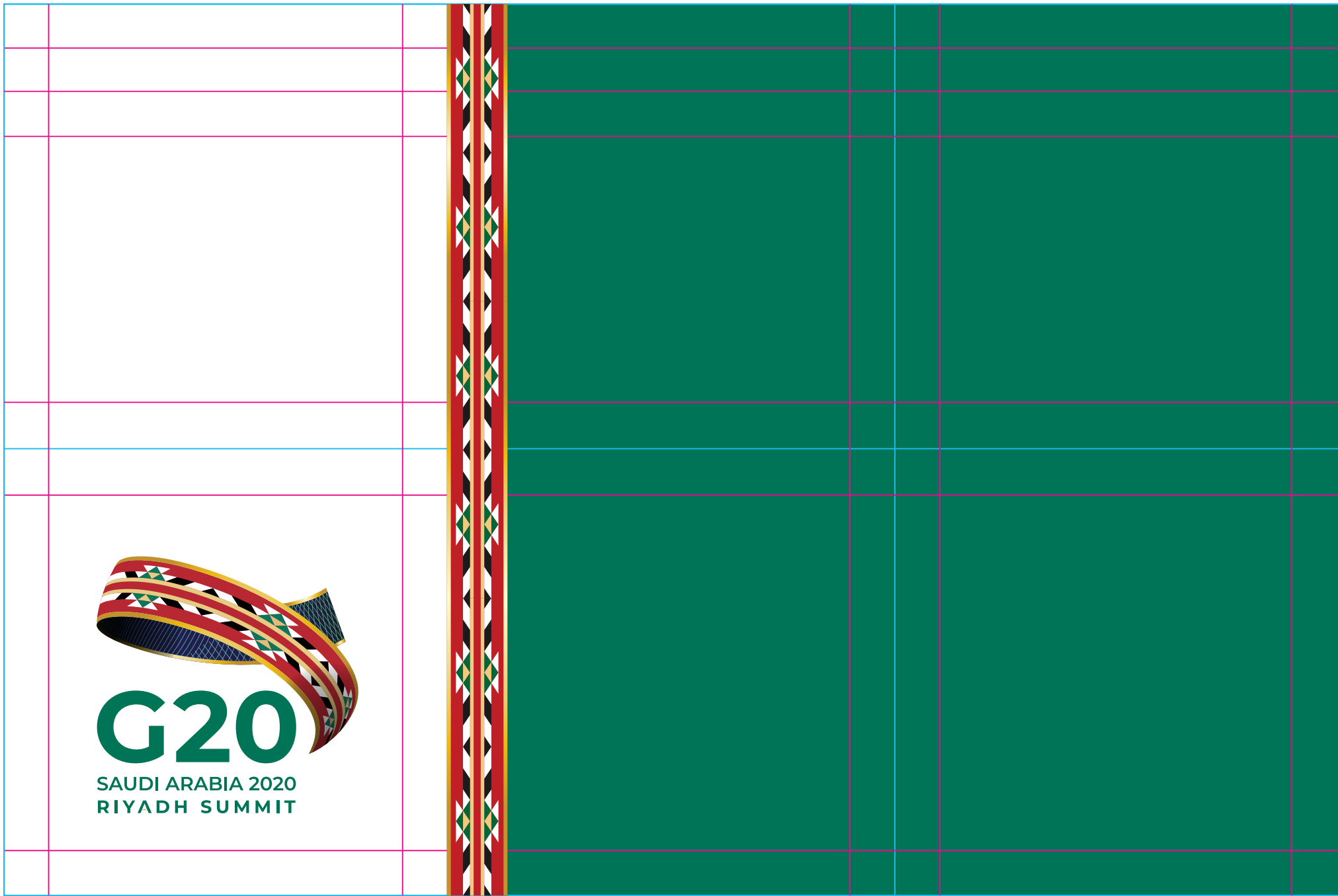
Placement



G20

Layout

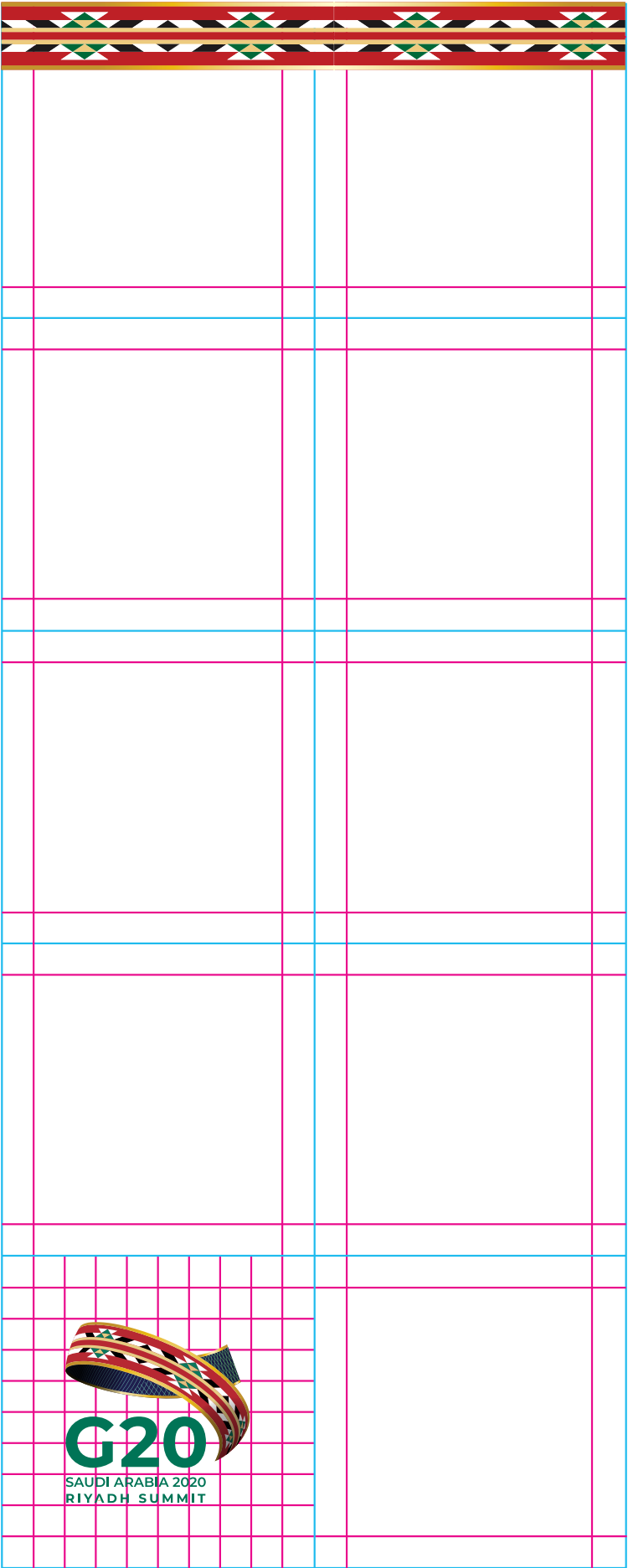
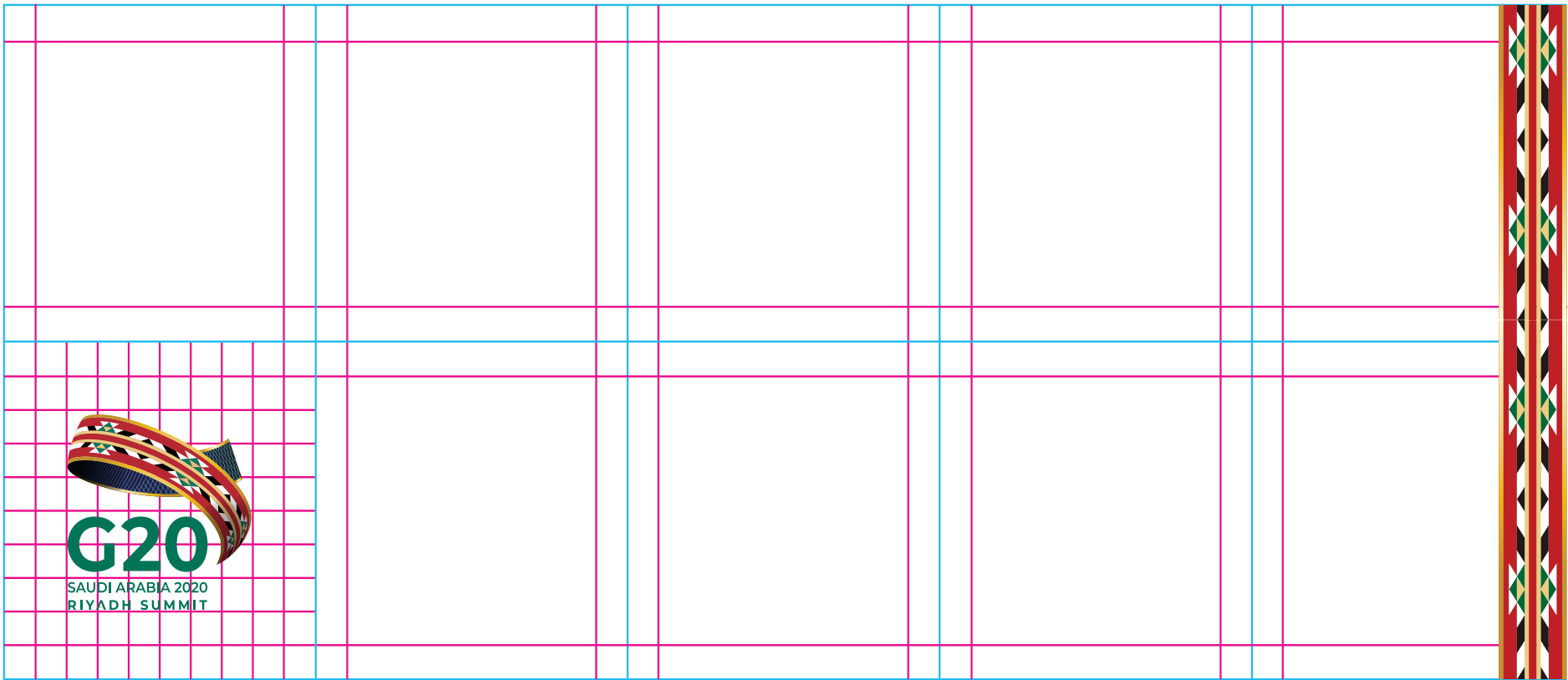
Grid System



G20

Layout

Banner



G20

Layout

Co-Branding - Governmental

Co-branding container for the G20 logo and accompanying logos.



G20

Layout

Co-Branding - Private Sector

Co-branding container for the G20 logo and accompanying logos.



G20

Digital Communication





Social Media Avatar



Option 1



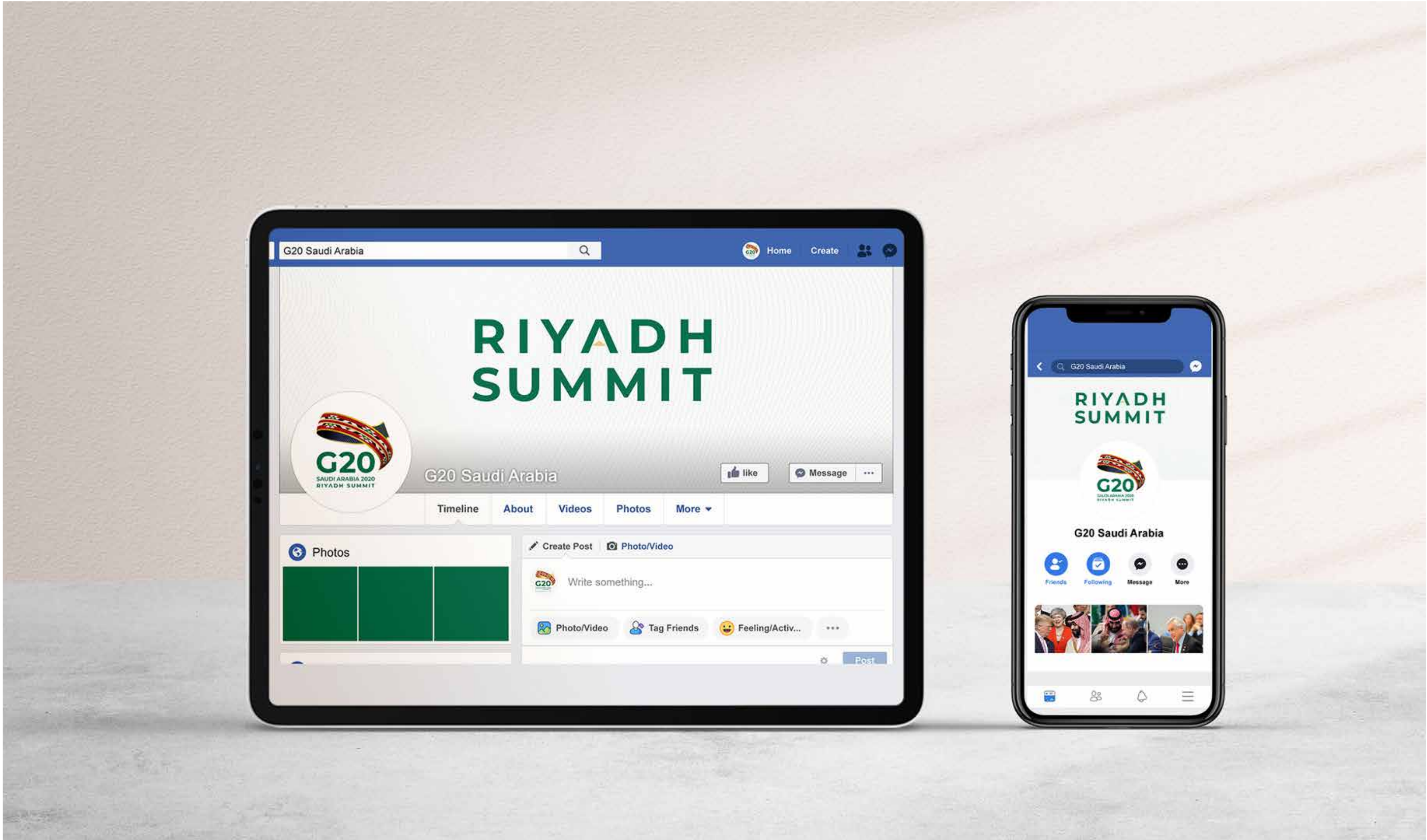
Option 2

-  Twitter
-  Facebook
-  Instagram
-  Youtube

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Digital Communication

Social Media Cover





G20

Digital Communication

Social Media Post

Size: 1080x1080px
Format: PNG



option 01



option 02



***The picture used is just a placeholder*

G20

Digital Communication

Social Media Post



option 01



option 02



***The picture used is just a placeholder*

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Digital Communication

TV Broadcast

The logo placement on video is a key component for brand communication on all channels.



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For any questions contact: **G20branding@saudisecretariat.gov.sa**