



FEB — 2025

BRAND STYLE GUIDES

Saudi Green Initiative Day
27TH MARCH





SAUDI GREEN INITIATIVE DAY

SGI Day is part of the Saudi Green Initiative (SGI), a sustainability-focused initiative launched by Crown Prince Mohammed bin Salman in 2021. It is an annual event dedicated to showcasing Saudi Arabia's environmental commitments, progress, and future plans in combating climate change, reducing carbon emissions, and promoting green initiatives.





KEY MESSAGES

**All of Saudi society taking
action together**

**Climate action that makes our
communities better places to live**

**Promoting a Saudi culture of
environmental stewardship**



Saudi Green Initiative Day Logo

- Introduction
- Key Messages
- Brand Mark
- The Brand
- Color Palette
- Typography
- Iconography
- Photography
- Application

PRIMARY ENGLISH LOCK-UP

The Saudi Green Initiative Day logo is a visual representation of the initiative's commitment to environmental sustainability and its profound connection to the Kingdom of Saudi Arabia. The logo features a stylized map of Saudi Arabia, elegantly formed using flowing lines, symbolizing harmony with nature and a forward-thinking approach to conservation.

More than just a design, this logo commemorates the day His Royal Highness Mohammed bin Salman launched the Saudi Green Initiative, marking a historic milestone in the nation's journey toward a more sustainable and environmentally conscious future.

THE — BRAND



EN



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PRIMARY ARABIC LOCK-UP

THE — BRAND



AR



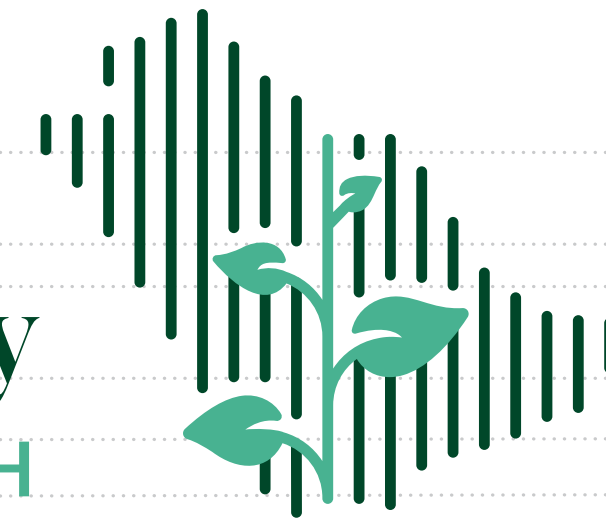
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SECONDARY ENGLISH LOCK-UP

THE — BRAND

Saudi Green
Initiative Day
27TH MARCH



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SECONDARY ARABIC LOCK-UP

THE — BRAND



AR



Primary Brandmark

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CLEAR SPACE

This clear space enhances the logo's legibility and ensures that it stands out effectively in various contexts and media.

THE — BRAND



EN



AR



Primary Brandmark

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MINIMUM SIZE

This guideline ensures that the logo remains recognizable and legible across different applications, from digital platforms to printed materials.

BRAND LOGO

35mm (w)

100px (w)

←————→

BRAND MARK

23mm (w)

65px (w)

←————→



Incorrect Usage

- Introduction
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To ensure the integrity and legibility of the brand in all communications, here are a few examples of practices to avoid:

1. Do not flip the brandmark and wordmark placement, in either the primary or secondary lock-up.
2. Do not use different colors for the brandmark and wordmark.
3. Do not change the font of the wordmark.
4. Do not outline the logo lock-up.
5. Do not place the logo lock-up over busy backgrounds that would impede its legibility.
6. Do not stretch or alter the dimensions of the logo lock-up in any way.

01



02



03



04



05



06





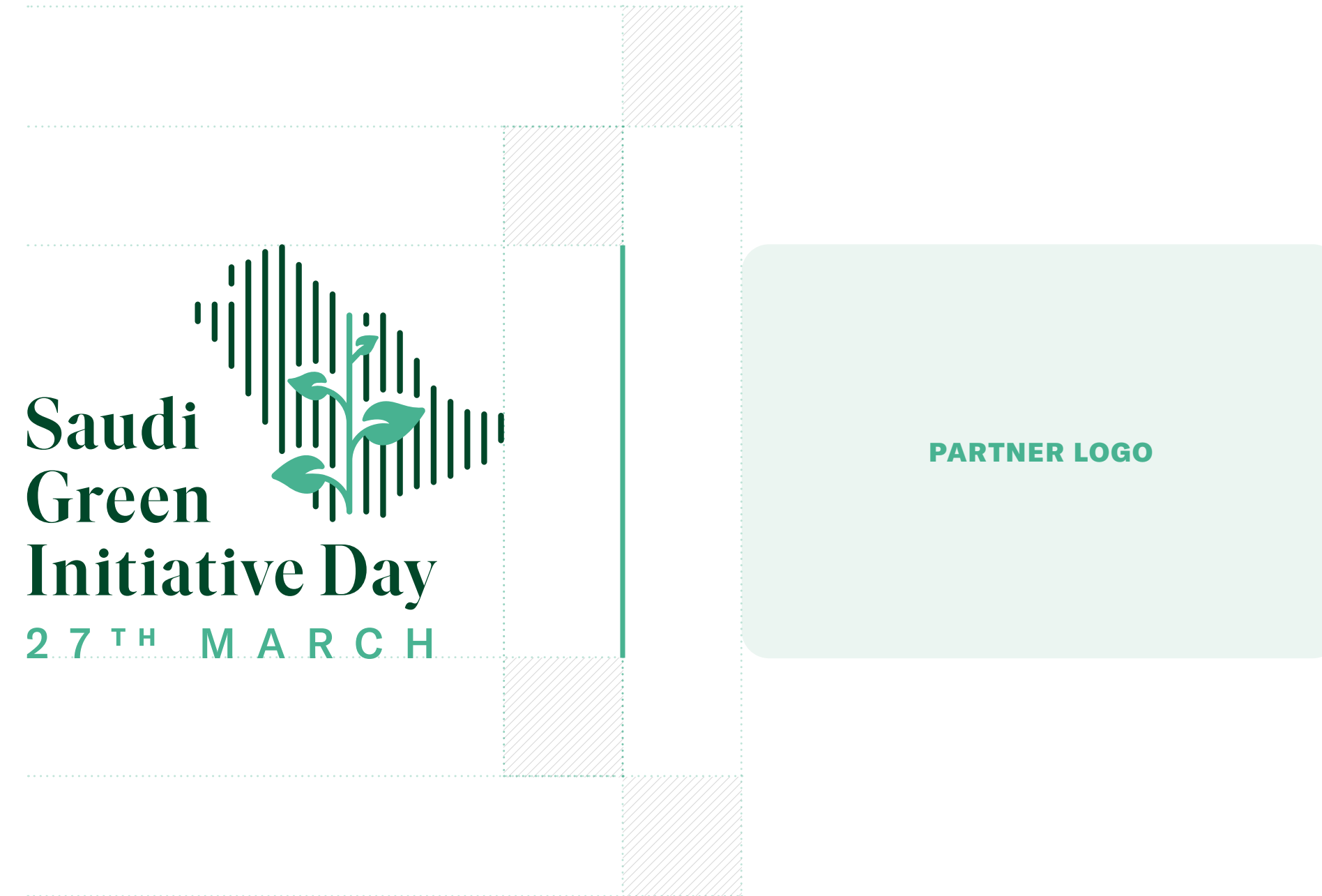
Brand Partner Lock-up

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PRIMARY LOGO

The Brand Partner Lock-up serves as a powerful representation of cooperation and underscores the Saudi Green Initiative's mission to foster collaborative solutions for global environmental challenges.

SGI DAY — LOGO



EN



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SGI DAY — LOGO



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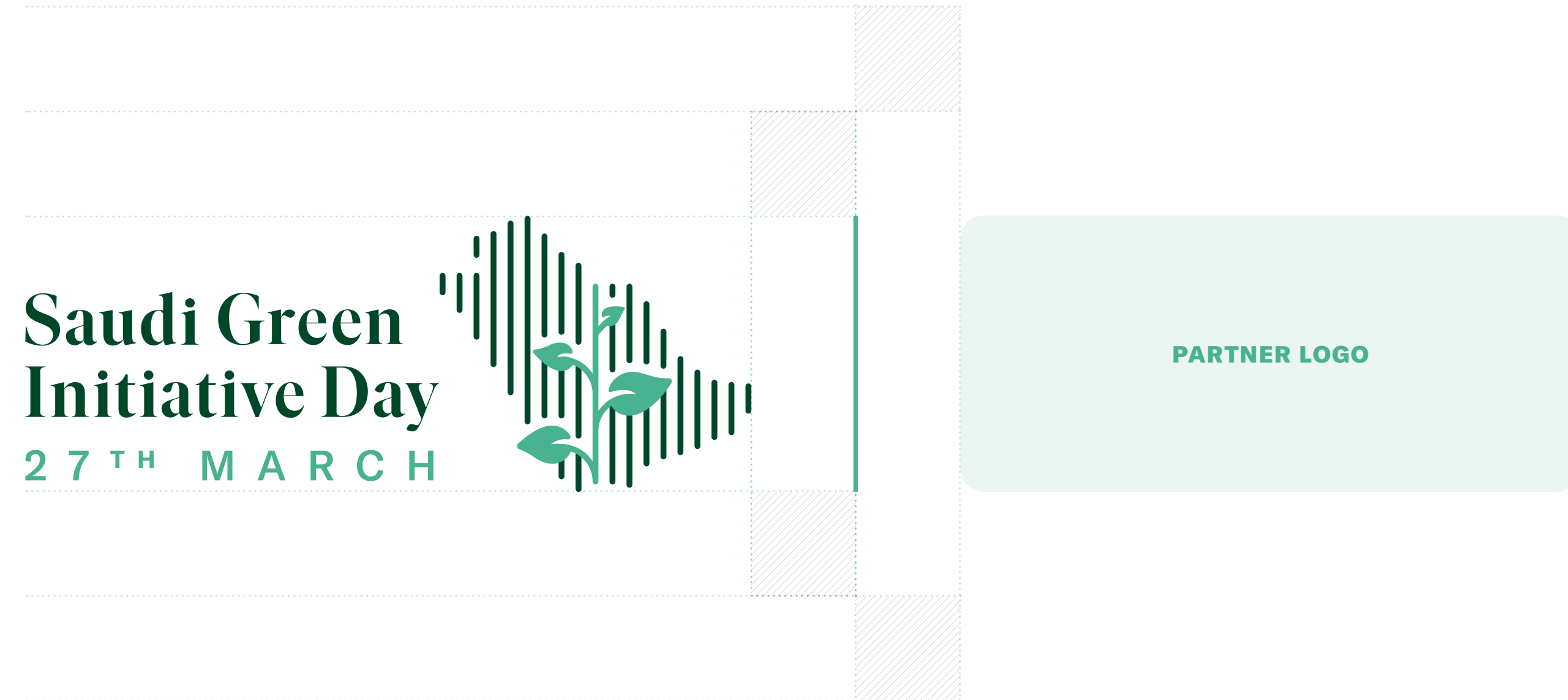
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SGI DAY — LOGO



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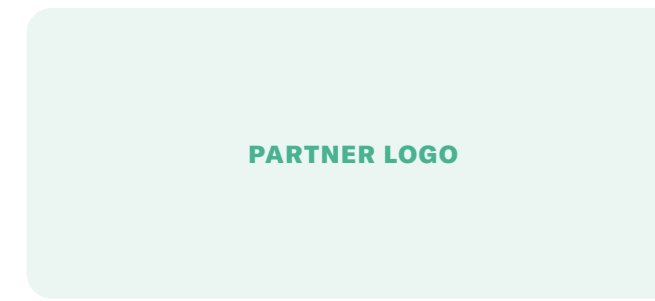
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SGI DAY — LOGO



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Primary Color Palette

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A PALETTE ROOTED IN NATURE

The SGI Day color palette is inspired by elements that represent humanity, sustainability, nature, and innovation. Designed to be vibrant and bright, these colors create strong visual contrast that defines our aesthetic while ensuring clarity and impact. The core palette consists of five foundational colors, carefully selected to work in harmony—when combined or layered, they should enhance and complement one another rather than clash.

CMYK 90 / 43 / 92 / 49
 RGB 0 / 71 / 41
 HEX 004729

CMYK 70 / 6 / 55 / 0
 RGB 72 / 178 / 145
 HEX 48B291

CMYK 36 / 0 / 88 / 0
 RGB 166 / 254 / 92
 HEX A6FE5C

CMYK 82 / 4 / 100 / 0
 RGB 1 / 169 / 39
 HEX 01A927

CMYK 9 / 0 / 88 / 0
 RGB 242 / 237 / 56
 HEX F2ED38



Secondary Color Palette

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To provide greater accessibility and adaptability, an extended palette is available for specific contexts where additional contrast or nuance is required. While these colors serve as supportive accents, they should never replace or overshadow the primary palette. Together, the core and extended colors establish a cohesive visual identity that embodies SGI Day's commitment to a sustainable and human-centered future.

CMYK 0 / 70 / 97 / 0
RGB 252 / 111 / 33
HEX FC6F21

CMYK 86 / 70 / 0 / 0
RGB 10 / 80 / 226
HEX 0A50E2

CMYK 80 / 90 / 0 / 0
RGB 85 / 0 / 190
HEX 5500BE

CMYK 64 / 75 / 0 / 0
RGB 132 / 71 / 233
HEX 8447E9

CMYK 0 / 96 / 59 / 0
RGB 240 / 37 / 83
HEX F02553



Typography

WHEN SUISSE INT'L IS USED,
NUMBERS SHOULD BE IN ARABIC
NUMERALS USING GT AMERICA

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EN

GT America

- WEIGHTS:**
- LIGHT
 - REGULAR
 - MEDIUM
 - SEMIBOLD
 - BOLD
 - BLACK

AR

Suisse Int'l

- WEIGHTS:**
- LIGHT
 - REGULAR
 - MEDIUM
 - SEMIBOLD
 - BOLD
 - BLACK



English Typeface

GT AMERICA

LIGHT

0123456789

REGULAR

0123456789

MEDIUM

0123456789

BOLD

0123456789

BLACK

0123456789

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Arabic Typeface

WHEN SUISSE INT'L IS USED,
NUMBERS SHOULD BE IN ARABIC
NUMERALS USING GT AMERICA

SUISSE INTERNATIONAL

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أب ت ث ج ح خ د ذ ر ز س

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ش ص ض ط ظ ع غ ف ق

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ل ج ع ق م ش ث ل ا ط ة ئ

ل ج ع ق م ش ث ل ا ط ة ئ

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Secondary Typeface

THIS FONT SET SERVES AS AN
ALTERNATIVE FOR USE ACROSS WEB
AND SOCIAL, ENSURING CONSISTENCY
WHILE REMAINING ACCESSIBLE

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EN

Public Sans

- WEIGHTS:**
- LIGHT
 - REGULAR
 - MEDIUM
 - SEMIBOLD
 - BOLD
 - BLACK

AR

Vazirmatn

- WEIGHTS:**
- LIGHT
 - REGULAR
 - MEDIUM
 - SEMIBOLD
 - BOLD
 - BLACK



Secondary Typeface

PUBLIC SANS

LIGHT

0123456789

REGULAR

0123456789

MEDIUM

0123456789

BOLD

0123456789

BLACK

0123456789



Secondary Typeface

WHEN VAZIRMATN IS USED,
NUMBERS SHOULD BE IN ARABIC
NUMERALS USING PUBLIC SANS

VAZIRMATN

أ ب ت ث ج ح خ د ذ ر ز س

أ ب ت ث ج ح خ د ذ ر ز س

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ش ص ض ط ظ ع غ ف ق

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ك ل م ن ه و ي ء ة ل ا ئ ة ا و ؤ ك

ل ج ع ق م ش ث ل ا ط ة ئ

ل ج ع ق م ش ث ل ا ط ة ئ



Iconography

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The SGI Day iconography system is designed to visually communicate our commitment to sustainability, environmental responsibility, and human impact. Our icons are crafted using organic shapes that reflect the fluidity and interconnectedness of nature. This approach ensures that each icon feels approachable, modern, and aligned with our mission.

Icons represent key themes such as planting trees, reducing emissions, renewable energy, biodiversity, and sustainable development. The use of curved lines and natural forms creates a sense of harmony, reinforcing the idea of regeneration and growth.

GREENING SAUDI



REDUCING EMISSION



PROTECTING LAND & SEA





Photography

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VISION & APPROACH

Photography for SGI Day is a powerful storytelling tool that captures the heart, dedication, and impact of those working toward a greener and more sustainable future. Our visual approach focuses on authentic, raw moments that reflect the true spirit of the individuals and communities driving change.

SGI Day photography should highlight the true heroes of society—the people whose efforts contribute to making the Kingdom greener and greater. Whether they are planting trees, implementing sustainable solutions, or educating future generations, our imagery should celebrate their passion, resilience, and commitment.

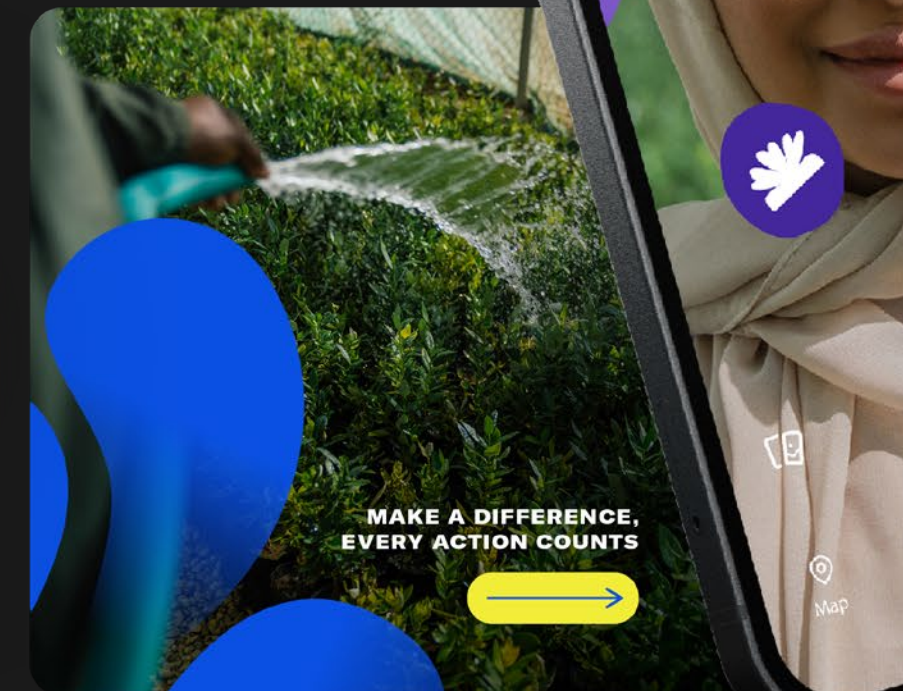
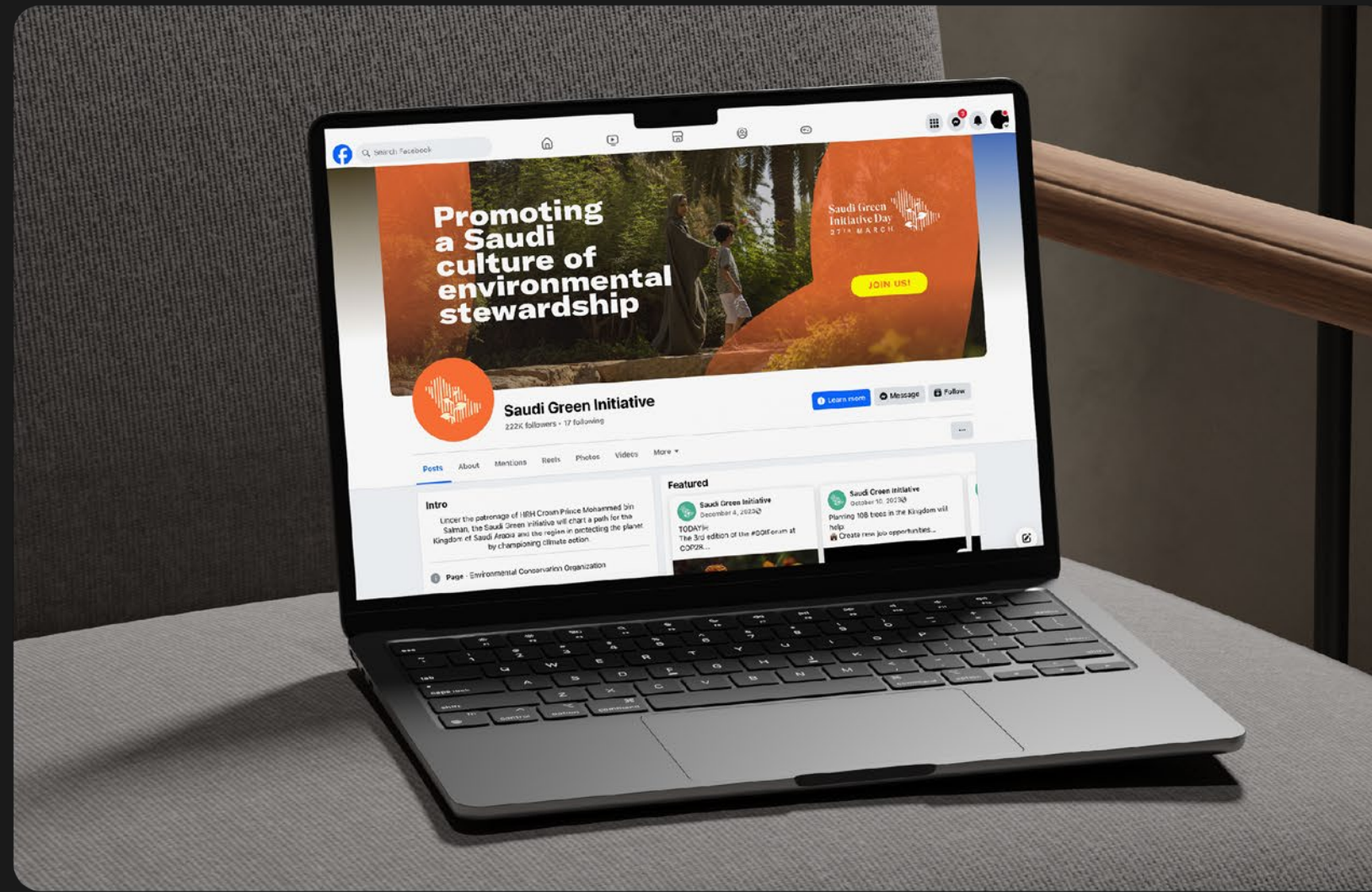




Visual Language

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We're adapting these vibrant organic shapes across all platforms, including social media, profile icons, cover banners, newsletters, programmatic banners, and interactive social filters. Each element features a dynamic mix of colors, bringing our campaign to life while reflecting the beauty of nature and its connection to everyday human experiences.

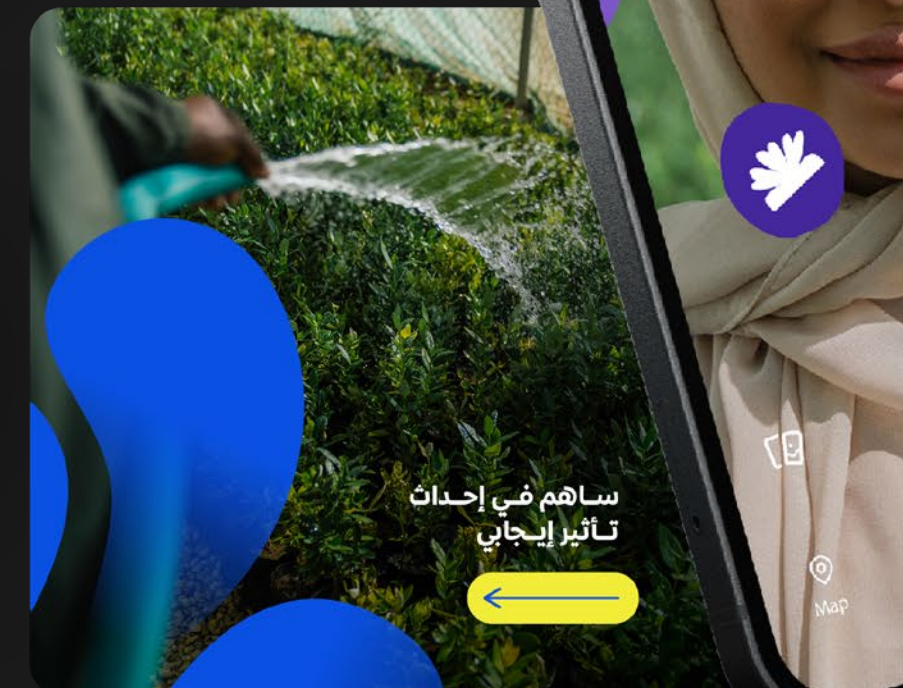
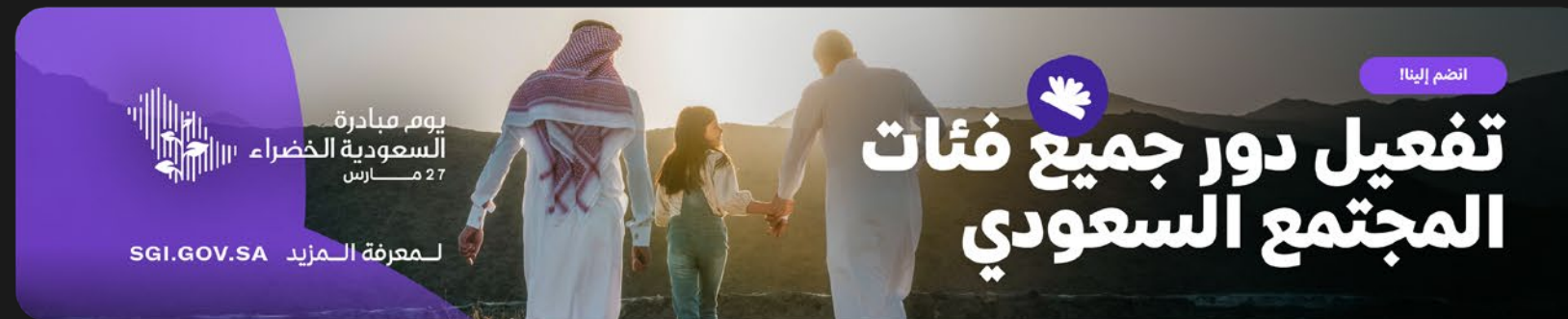
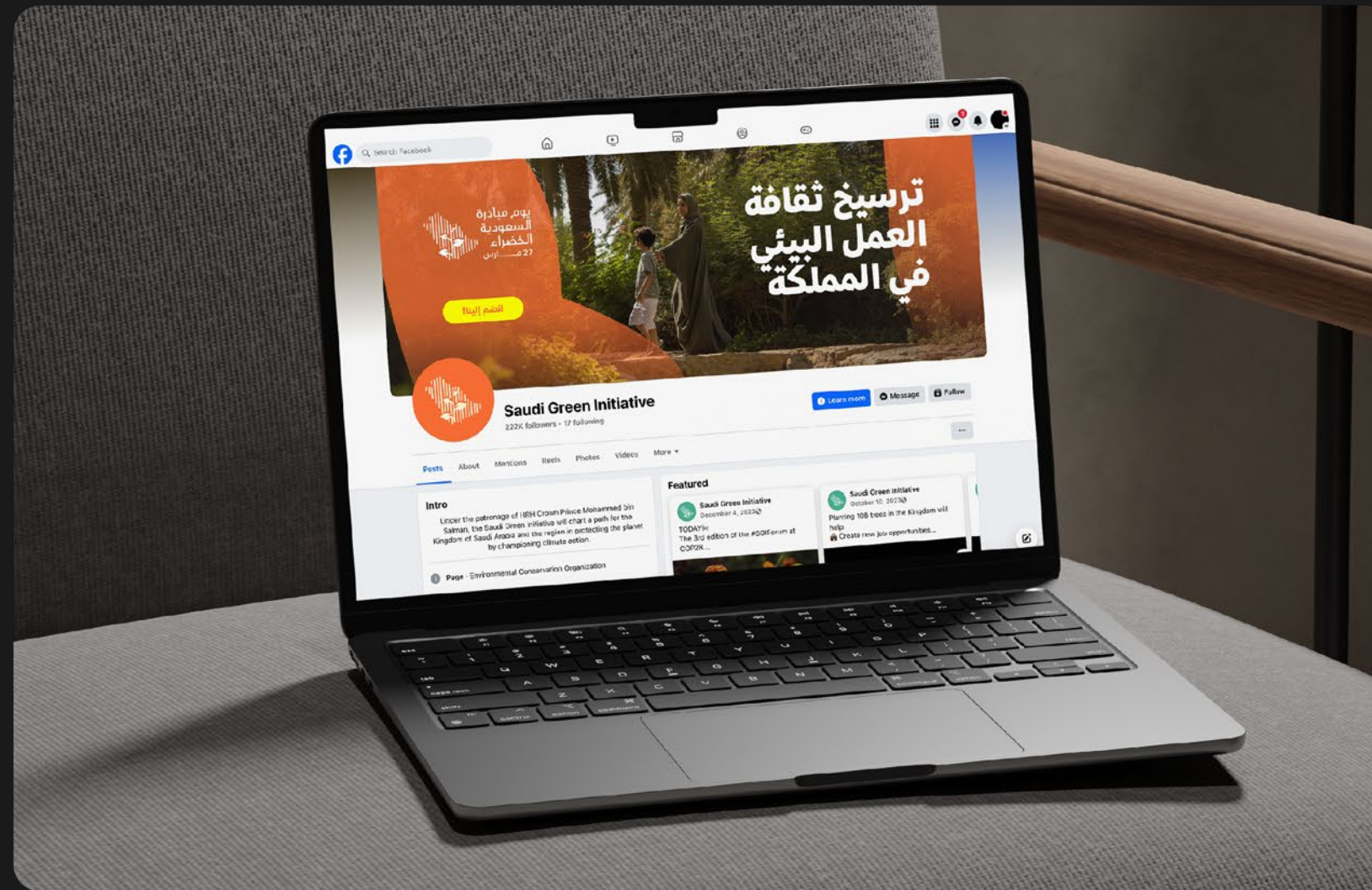




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JOIN US!

Promoting a Saudi culture of environmental stewardship

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MAKE A DIFFERENCE, EVERY ACTION COUNTS

LEARN MORE SGI.GOV.SA

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Saudi Green Initiative Day
27TH MARCH

CLIMATE ACTION THAT MAKES OUR COMMUNITIES BETTER PLACES TO LIVE

MAKE A DIFFERENCE, EVERY ACTION COUNTS

Saudi Green Initiative Day
27TH MARCH

ALL OF SAUDI SOCIETY TAKING ACTION TOGETHER

MAKE A DIFFERENCE, EVERY ACTION COUNTS

LEARN MORE SGI.GOV.SA

OUR MISSION:

Promoting a Saudi culture of environment stewardship

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