

الأصول الثقافية Cultural Assets

دليل العلامة التجارية والهوية البصرية Brand and Visual Identity GUIDELINE

V02, 2025

Content

Brand strategy	03
Authenticity & Innovation Intertwined	04
The Vision	05
The Mission	06
Visual Language	07
The Guiding Philosophy	08
Brand Essence	09
The Seven Core Values	10
The Character	11
Brand World	12
Look and Feel	15
Image Categories & Visual Expression	16
Cultural Assets key visuals Elements	17
Tone of Communication	18
Logo guideline	20
Logo Clear Space Guidelines	21
Minimum Logo Size Guidelines	22
Logo Usage & Cooperation Guidelines	23
Wrong logo usage	29
Typography	30
English Typeface	31
Arabic Typeface	32

Typography Hierarchy (En)	33
Typography Hierarchy (Ar)	34
Colors Palette	35
Primary Colors	36
Secondary Colors	37
Primary Colors Ratio	38
Secondary Colors Ratio	39
Brand Grid System	41
Logo Placement - Videos	42
Logo Placement - OutDoors	43
Logo Placement - Stationary	44
Brand Stationery	45
Offline Offical Use - Stationery Forms	46
Offline Offical Use - Internal Use	55
Digital Communication - Platforms/Tools	59
Online offical use	60
Print Communication Materials	65
Offline offical use - indoor materials	66
Offline offical use - Outdoor materials	70

Brand **strategy**

Authenticity and Innovation **Intertwined**

Cultural Assets Group is a leading organization with an authentic and innovative approach. Its visionary pillars meet future aspirations and support the sustainability and development of the cultural and creative industry. The Group fosters collaboration among diverse companies and brands engaged in multifaceted cultural commitments, leading a united approach to cultural enrichment. The Group adopts a distinctive cultural vision; positioning culture as a bridge between the past and future. By honoring both its tangible and intangible assets, the group is committed to cultivating a sustainable and influential cultural narrative that transcends time and place.

The Vision

To provide a **cultural**
and **creative context**
that transcends **time**
and **place**.

A context that resonates across generations, makes a lasting impact on the cultural fabric of society, and builds meaningful connections.

The Mission



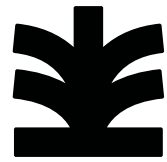
One Group,
One Goal,
One Mission!

To empower individuals and organizations through leading, engagement, and complete integration.

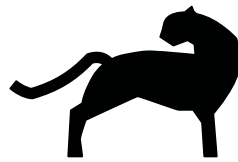
The **visual language** are
inspired from the seven **core**
values of the **Group**



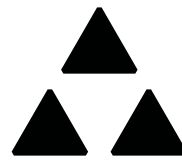
Resourcefulness



Authenticity



Excellence



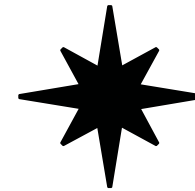
Community



Leadership



Growth



Inspiration

The Guiding **Philosophy**



Create a Meaningful Legacy

Crafting a narrative that embodies a true value, ensuring a lasting impact that transcends time and place. Create a Future of Innovation Leveraging technology to drive innovation, boost efficiency, and adapt to the needs of cultural sectors. Create a Bridge of Connection Building connections that break down barriers between people, promote understanding, and create a supportive community for all.



Creating a Future of Innovation

We help your organization harness technology to drive innovation, improve efficiency, and scale globally. Our approach is tailored to the evolving needs of the cultural and creative industries, keeping you agile and future-ready.



Creating a Bridge of Connection

We foster meaningful connections that transcend boundaries, promoting understanding and mutual respect. By bringing together diverse communities, we create an inclusive environment where collaboration thrives, and everyone feels supported.

Brand **Essence**

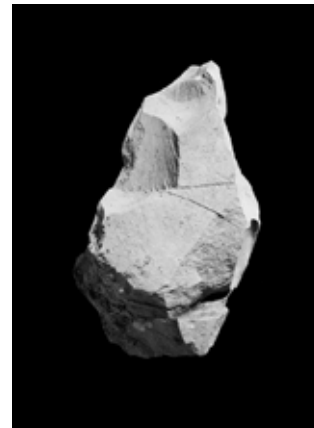
تحقيق الأثر
Leave an Impact

The Seven Core Values



Community:

1. Giving.
2. Engagement.
3. CSR.
4. Patronage.
5. Collaborations.
6. Customer Feedback.
7. Diversification.



Leadership:

1. Patronage.
2. Market Leaders.
3. Owership.
4. Professionalism.
5. Boldness.
6. Empowrment.



Growth:

1. New Markets.
2. Training.
3. People Growth.
4. Acquisitions.
5. Innovations.
6. R&D.
7. New Strategic Partnership and JV's.
8. IP's.
9. Market Share Acquisition.
10. Sustainability.



Inspiration:

1. Impact.
2. Beauty.
3. Creativity.
4. Cultural Relevance.
5. Empowerment.



Resourcefulness:

1. Agility.
2. Dependability.
3. Innovation.
4. Problem Solving.
5. Resilience.
6. Trust.
7. Network & Collaboration.



Authenticity:

1. Authentic Experiences that Educate & Inspire.
2. Cultural Relevance
 - Preserving culture.
 - Exporting culture.
 - Inclusion (all variety of sub cultures and islamic culture).



Excellence:

1. Creativity.
2. Artistic Excellence.
3. Quality.

The Character



70%

Rule Maker

Key word:

Leadership – Vision – Mastery – Influence



30%

The Comprehensive

Key word:

Reliability – Validation – Wisdom – Impact

Brand World

Brand World

The connection between time and space shapes our unique brand world. In branding, the possibilities are endless. We can immerse ourselves in a specific city and era, or transcend physical boundaries to exist entirely in a digital space, creating experiences that adapt to modern needs.

- Natural.
- Human.
- Landscape.

Ecosystem

This connection forms the foundation of a system that governs how elements like icons, logos, typography, and branding components interact. It ensures cohesion, aligning with the brand's identity while allowing flexibility across different mediums and platforms.

- Cultural and Creative.
- Elements.

Style

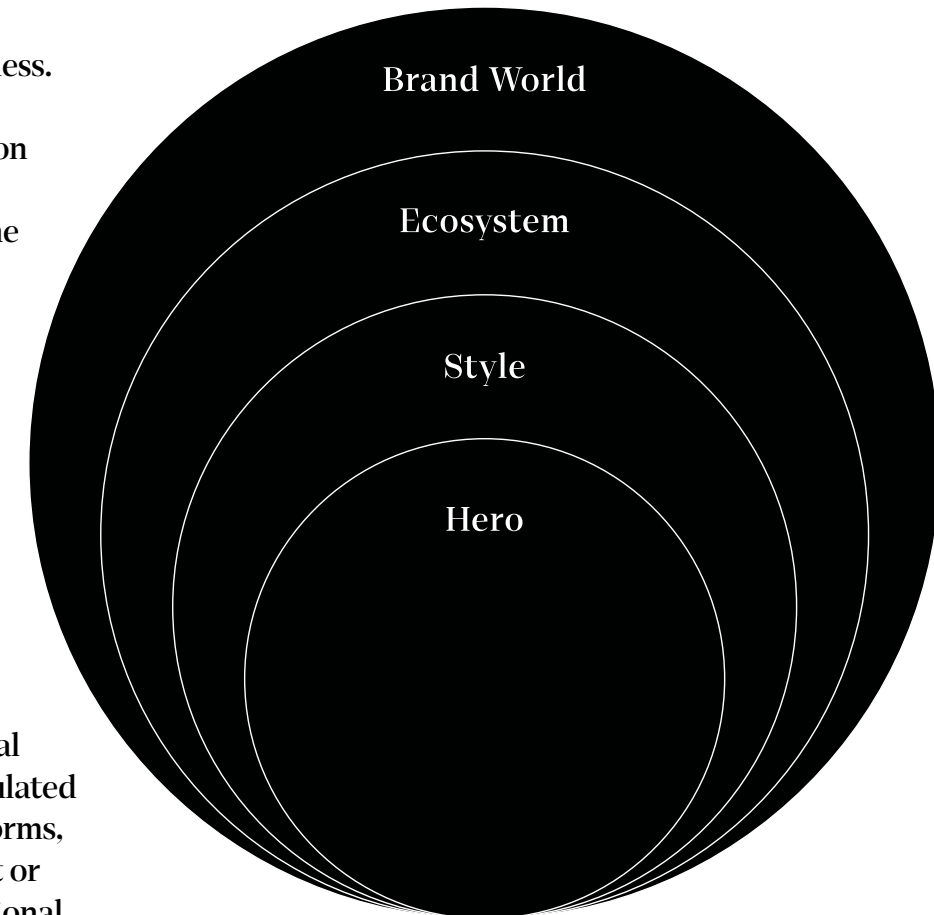
Our design style adds a distinct layer of uniqueness. While some elements may resemble others, our approach - through creative details and execution - sets us apart. This ensures that even familiar components feel fresh and original, reflecting the brand's individuality.

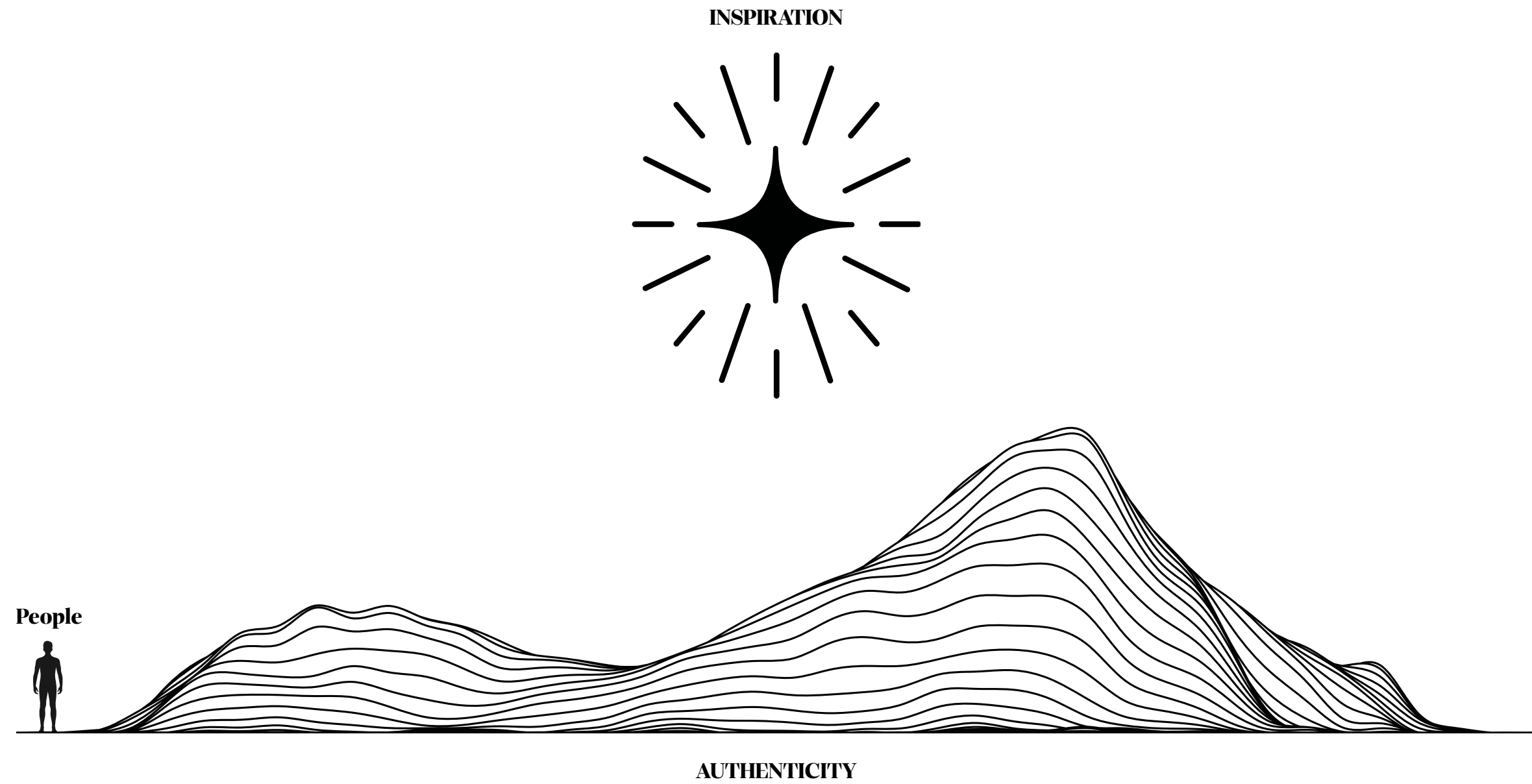
- Geometric Shape.
- Solid.
- Edgy.
- Straight Cut.
- Bold.
- 3D.
- Metal.

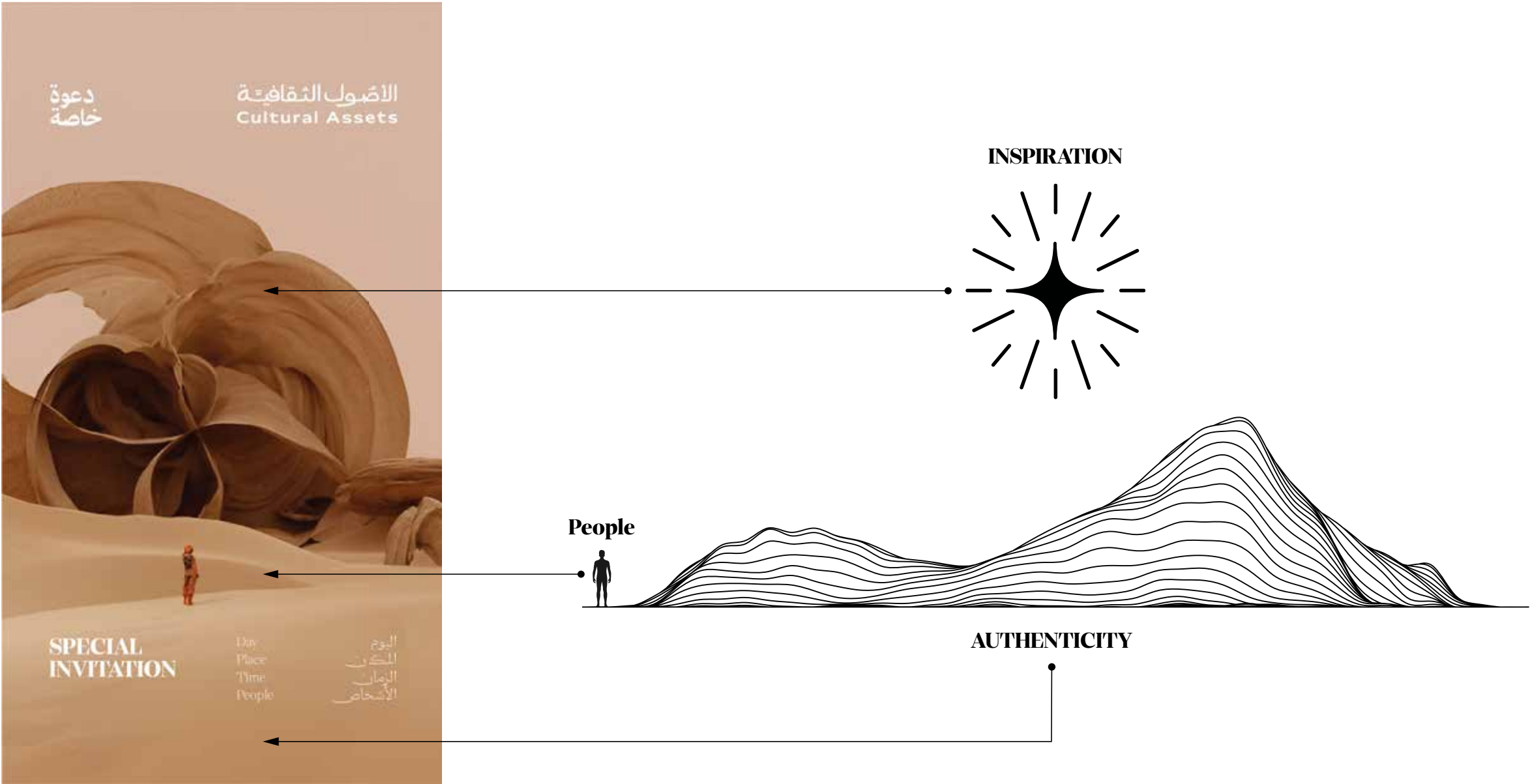
Hero

The hero element replaces the traditional logo, offering flexibility and dynamism. Unlike a formal logo, it can evolve, change colors, and be manipulated playfully. It adapts to different spaces and platforms, and can even be personified. Much like a mascot or emblem, it connects with audiences on an emotional level, providing both versatility and charm.

- Visual: Realistic Photos.







Look & Feel

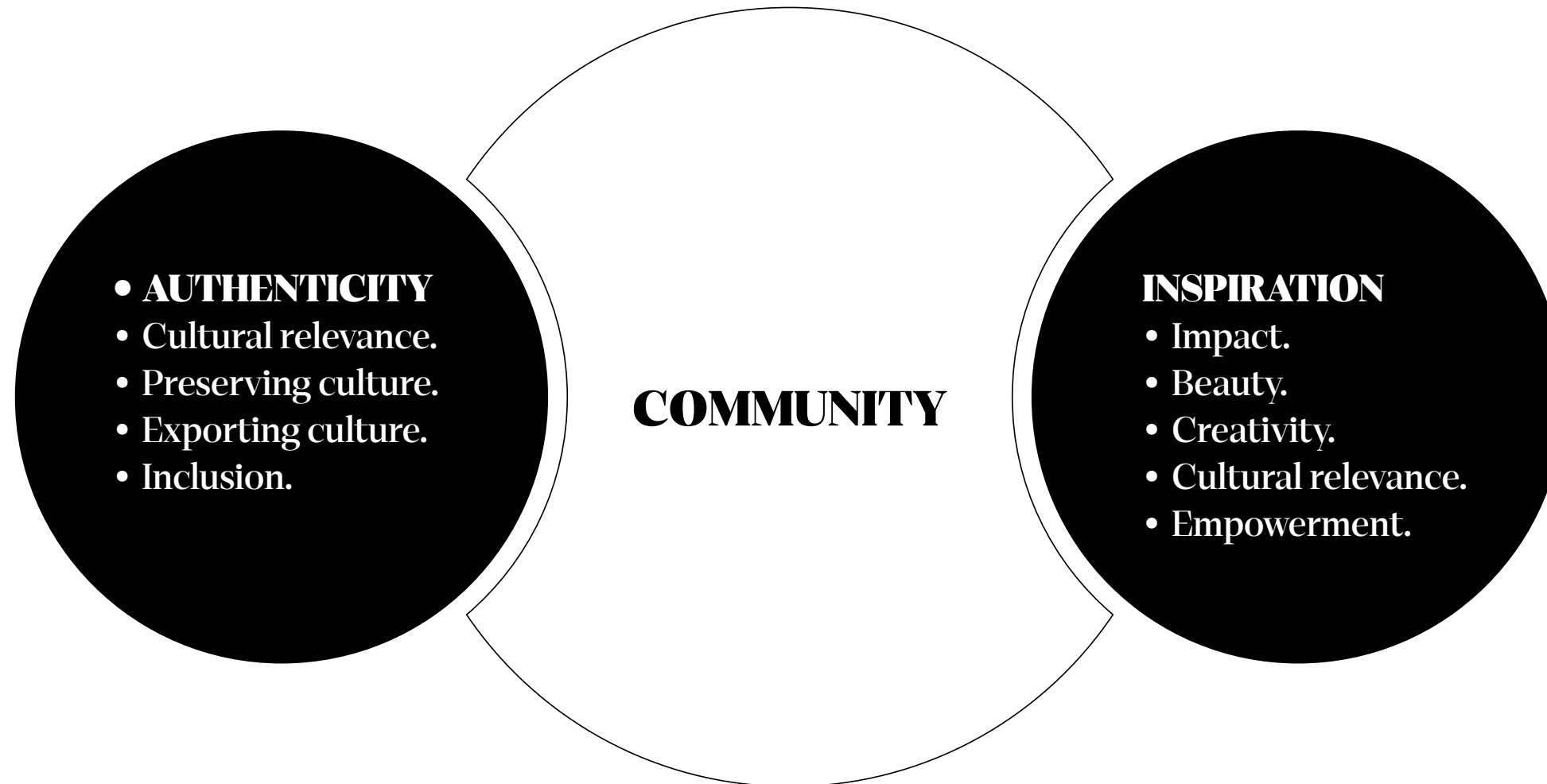


Image Categories & Visual Expression



Landscapes

Expansive, wide-angle compositions that highlight openness and scale. These scenes often feature vast skies and natural elements such as sand, sea, or mountains, evoking a profound connection to the environment. They convey a sense of freedom, discovery, and boundless potential—where the horizon extends infinitely and the viewer is invited to explore.



Cutout Object

A singular, central object isolated from its surroundings to create visual focus. Its form—be it a natural element like a stone or tree, or a more conceptual, futuristic shape such as a circle—asserts significance through scale and placement. The cutout object acts as a visual anchor, symbolising presence, purpose & the monumental within a broader narrative.



Close-Ups

Detailed imagery that captures the textures, patterns, and subtle movements of natural forms. Whether it's the rhythmic motion of water or the fine grain of an organic surface, these close-ups abstract nature into visual poetry. They offer a more intimate, tactile perspective, encouraging deeper emotional resonance and sensory connection.

Cultural Assets

Key Visual Elements



A Human Figure

A subtle human presence is integrated into the vastness of the surrounding landscape, deliberately scaled down to accentuate the grandeur of the environment. The figure's features remain intentionally vague, blending seamlessly with the scene rather than standing out. This faceless, undefined character functions as a narrative device—introducing scale, depth, and human connection, while leaving room for personal interpretation. The anonymity of the figure invites viewers to project themselves into the scene, fostering emotional engagement and a sense of introspection.

A Focal Structure

A striking visual element designed to captivate attention and provoke curiosity. This structure may represent advanced or futuristic technology, emit radiant light, or serve as a symbolic object within the composition. Whether architectural, abstract, or emblematic, it acts as a focal point—adding intrigue, contrast, and meaning to the scene. Its presence suggests a narrative beyond the natural setting, hinting at themes of innovation, discovery, or a deeper conceptual layer.

Tone of **Communication**

The tone of communication is rooted in formality, clarity, and confidence. It adopts a third-person perspective and consistently employs the present tense, reflecting a sense of immediacy and relevance. Sentences are concise and purpose-driven, structured in a direct, factual style that conveys authority, credibility, and control. This approach ensures the message is both impactful and easily understood.

Ambition is conveyed not through grandiose language, but through action—demonstrated by statements of support, empowerment, and purposeful achievement. When engaging with audiences in videos or directly, the voice shifts to a first-person plural, using expressions such as «we do», «we achieve,», and «we accomplish,» emphasizing collective strength and a commitment to making an impact.

The Group communicates from a position of leadership, experience, and insight. Its voice reflects a seasoned perspective that is both strategic and grounded. While formal and authoritative, the tone remains human, approachable, and dignified—striking a balance between professionalism and relatability. It embodies the identity of a distinguished and trusted leader, using language that carries the weight of expertise and the warmth of purpose.

Logo Guideline

Logo Clear Space Guidelines



To maintain the integrity, visibility, and visual impact of the Cultural Assets Group logo, it is essential to observe a minimum clear space around the logo in all applications. This designated area ensures the logo remains free from visual interference, such as surrounding text, imagery, or other graphic elements. The clear space serves as a protective buffer, preserving the logo's legibility and reinforcing brand consistency across all platforms. No design elements should encroach upon this designated space. The minimum required clear space is defined by the height of the capital "C" in the word Cultural. This measurement (denoted as C) is doubled to establish a consistent margin of 2C on all sides of the logo. Adhering to this guideline ensures the logo is presented with clarity, authority, and professionalism, reinforcing the brand's presence in every context.

Minimum Logo Size Guidelines

الأصول الثقافية
Cultural Assets

125 px

Online

الأصول الثقافية
Cultural Assets

25 mm

Offline

The wordmark is adaptable in size, but for extremely small applications, legibility must always be ensured. To maintain clarity and visual integrity, the minimum width of the wordmark should not be less than 125 pixels.

Logo Usage & Cooperation Guideline

In collaborative communications, the placement and prominence of logos are pivotal in conveying the nature of the partnership and maintaining brand integrity.

Digital Presentations

The positioning of the Group logo, along with the logos of the participating companies, shall be aligned with the scope of their respective functional responsibilities within the project.

External Partnerships

When collaborating with external partners, the Group logo should be prominently displayed, reflecting their significant role in the partnership. Both logos must be aligned at an equal visual level, as illustrated in the provided examples.

This approach ensures clarity in the partnership's representation and is respectful of the Partners identity as well, and upholds the visual hierarchy.

Co-Branding with External Partners - English Appearing



Co-Branding with External Partners - Arabic Appearing



Logo Usage & Cooperation Guideline

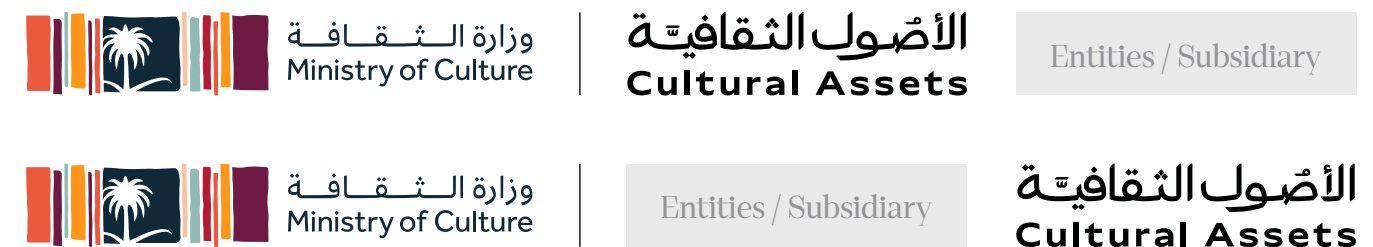
Co-Branding with External Partners and Internal Collaborations

The placement and visibility of the Group logo are determined by the scale of their contributions to the project, as well as the entities/subsidiary logos. Both the partner's logo and the primary logo should be positioned at an equal visual level alongside the logos of the companies, as demonstrated in the provided examples. This approach ensures the partnership is clearly represented while maintaining a consistent visual hierarchy.

English Appearing



Arabic Appearing





Logo Usage & Cooperation Guideline

Internal Collaborations:

In internal collaborations within the Cultural Assets Group, such as with Knowliom, the Group logo should maintain a dominant presence. This ensures consistency in brand representation and reinforces the brand's identity across various initiatives.

These guidelines are not rigid rules but serve as flexible frameworks to support visual hierarchy, enhance readability, and ensure cohesive brand representation. By adhering to these principles, designs can effectively convey the collaborative nature of partnerships while preserving the distinct identities of each brand involved.

English Appearing

knowliom

الأصول الثقافية
Cultural Assets

Arabic Appearing

الأصول الثقافية
Cultural Assets

knowliom

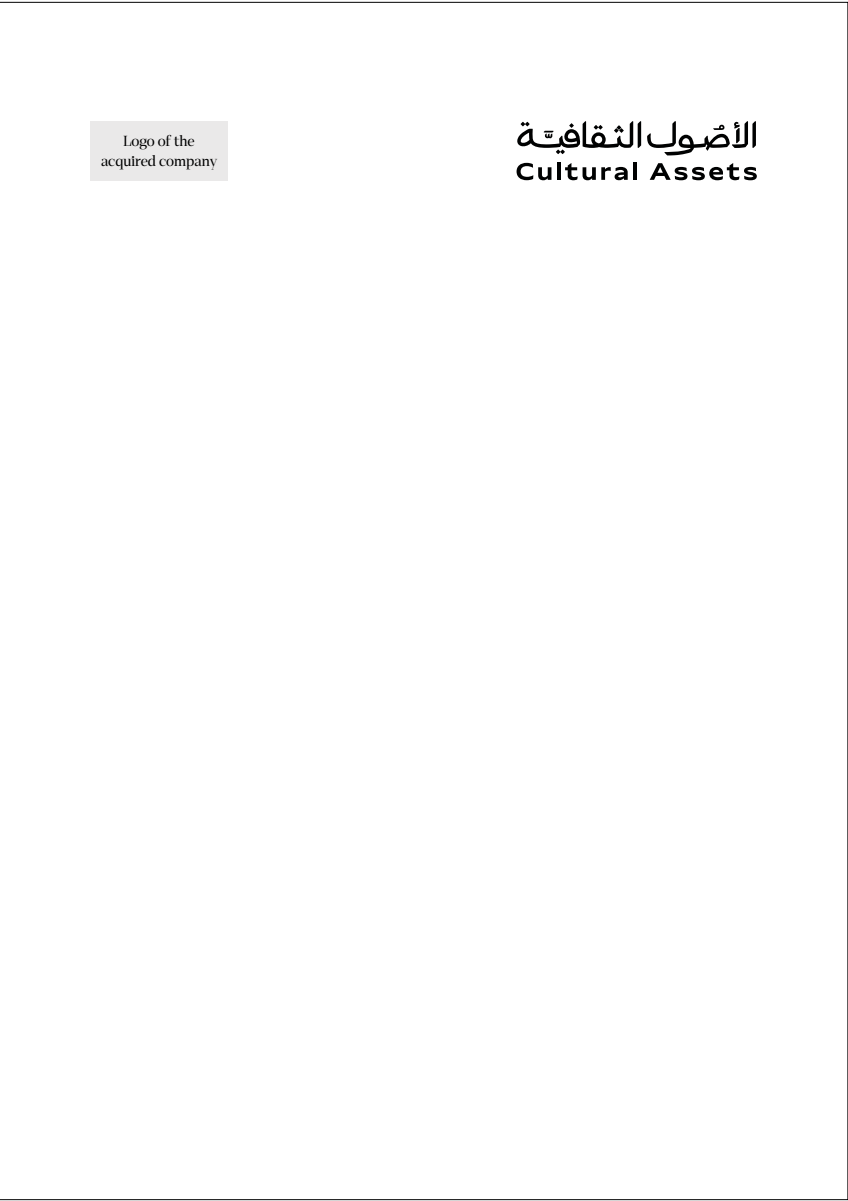
Logo Usage & Cooperation Guideline

Acquired Companies

When collaborating with an acquired company, the Group logo must be prominently placed on the right-hand side, while the acquired company’s logo should appear on the left-hand side at an equal visual level, as illustrated in the provided examples.

This arrangement ensures that the primary identity is clearly highlighted, while maintaining a balanced representation of the partnership.

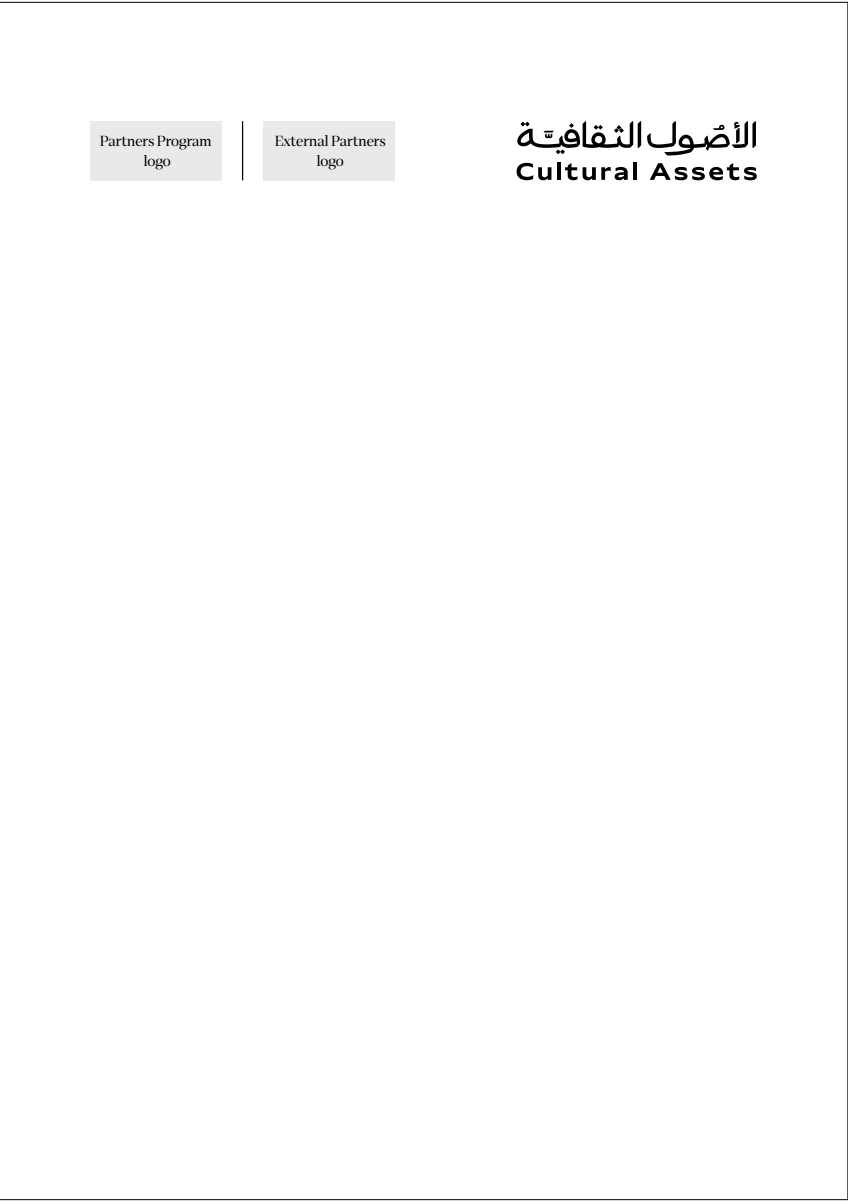
All logos should be displayed with consistent sizing and spacing to preserve visual harmony and hierarchy across all materials.



Logo Usage & Cooperation Guideline

Appearing as Sponsor

The Group logo must be prominently displayed on the right-hand side, and the external partners company’s logo, together with the event logo, should appear on the left-hand side, separated by a thin line, aligned visually at the same level, as illustrated in the provided examples.



Wrong Logo Usage



Typography

English Typeface

HT Moshreq Pro

The selected typeface for the brand is HT Moshreq Pro. This modern, bold, and sleek sans-serif font embodies dynamism and a contemporary aesthetic. With its clean lines and highly legible letterforms, HT Moshreq Pro ensures clarity and readability across a variety of applications. The typeface strikes an ideal balance between sophistication and approachability, perfectly reflecting the brand's commitment to providing a modern, polished, and user-friendly experience.

HT Moshreq Pro Thin
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
-+)(*&^%\$#@!1234567890

HT Moshreq Pro Regular
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
-+)(*&^%\$#@!1234567890

HT Moshreq Pro Heavy
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
-+)(*&^%\$#@!1234567890

Arabic Typeface

HT Moshreq Pro

The Arabic typeface used is HT Moshreq Pro, the same as the English version. This font embodies clarity and modernity, featuring a comprehensive set of punctuation marks to provide full linguistic support. With its clean and professional design, HT Moshreq Pro reflects a contemporary aesthetic, ensuring consistency and sophistication across all written communications.

رَفِيع HT Moshreq Pro
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 ! @ # \$ % ^ & * (+ -

عَادِي HT Moshreq Pro
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 ! @ # \$ % ^ & * (+ -

ثَقِيل HT Moshreq Pro
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 ! @ # \$ % ^ & * (+ -

Typography

Hierarchy

English

The brand's typographic hierarchy is thoughtfully structured to ensure clarity, consistency, and effective visual communication across all materials. Headings utilise the Black weight of HT Moshreq Pro to command attention and establish tone. Subheadings follow with a slightly lighter weight, enhancing readability while maintaining prominence. Body copy is set in the Regular weight, offering a clean, comfortable reading experience that supports clear messaging and brand cohesion.

UPPER CASE HEADLINE

- **Header**
HT Moshreq Pro - Heavy
Text size: 60pt

Secondary headline in sentence case

- **Sub Header**
HT Moshreq Pro - Bold
Text size: 50pt

Body text is set ranged left whenever possible to maximize legibility. It is set in colored solid black on white or light backgrounds. On black or darbackgrounds body text can be colored white.

- **Body Text**
HT Moshreq Pro - Regular
Text size: 13pt

Typography Hierarchy Arabic

The Arabic typographic hierarchy is thoughtfully structured to ensure clarity, coherence, and strong visual communication across all brand materials. Headings employ the Black weight of HT Moshreq Pro Arabic to establish emphasis and set a confident tone. Subheadings use a moderately lighter weight to support readability while maintaining a clear distinction. Body text is set in the Regular weight, offering an effortless and comfortable reading experience, particularly suited for extended content and everyday communication.

العنوان الرئيسي

- **Header**
HT Moshreq Pro - Heavy
Text size: 60pt

العنوان الثانوي

- **Sub Header**
HT Moshreq Pro - Bold
Text size: 50pt

يتم ضبط النص إلى اليمين لزيادة الوضوح كلما امكن،
وذلك بخط HT Moshreq Pro

- **Body Text**
HT Moshreq Pro - Regular
Text size: 13pt

Color **Palette**

Primary Colors

The Group’s brand is anchored in a monochromatic palette, employing black and white as the primary colours. This deliberate choice underscores a commitment to timeless elegance and clarity, ensuring the brand’s visual identity remains both distinctive and enduring.

Black	C= 0			
	M= 0	R= 255		
	Y= 0	G= 255		
	K= 100	B= 255	#000000	
White	C= 0			
	M= 0	R= 255		
	Y= 0	G= 255		
	K= 0	B= 255	#FFFFFF	

Secondary Colors

Inspiration	Authenticity	Wisdom	Culture
C=90 M=100 Y=33 K=29 1	C=32 M=51 Y=70 K=11	C=1 M=1 Y=6 K=0	C=32 M=51 Y=70 K=11
R= 55 G= 31 B= 81	R= 163 G= 121 B= 87	R= 250 G= 248 B= 238	R= 163 G= 121 B= 87
#371F58	#A37957	#FAF8EE	#A37957

for communications use only
The color tones used in motion graphic only.

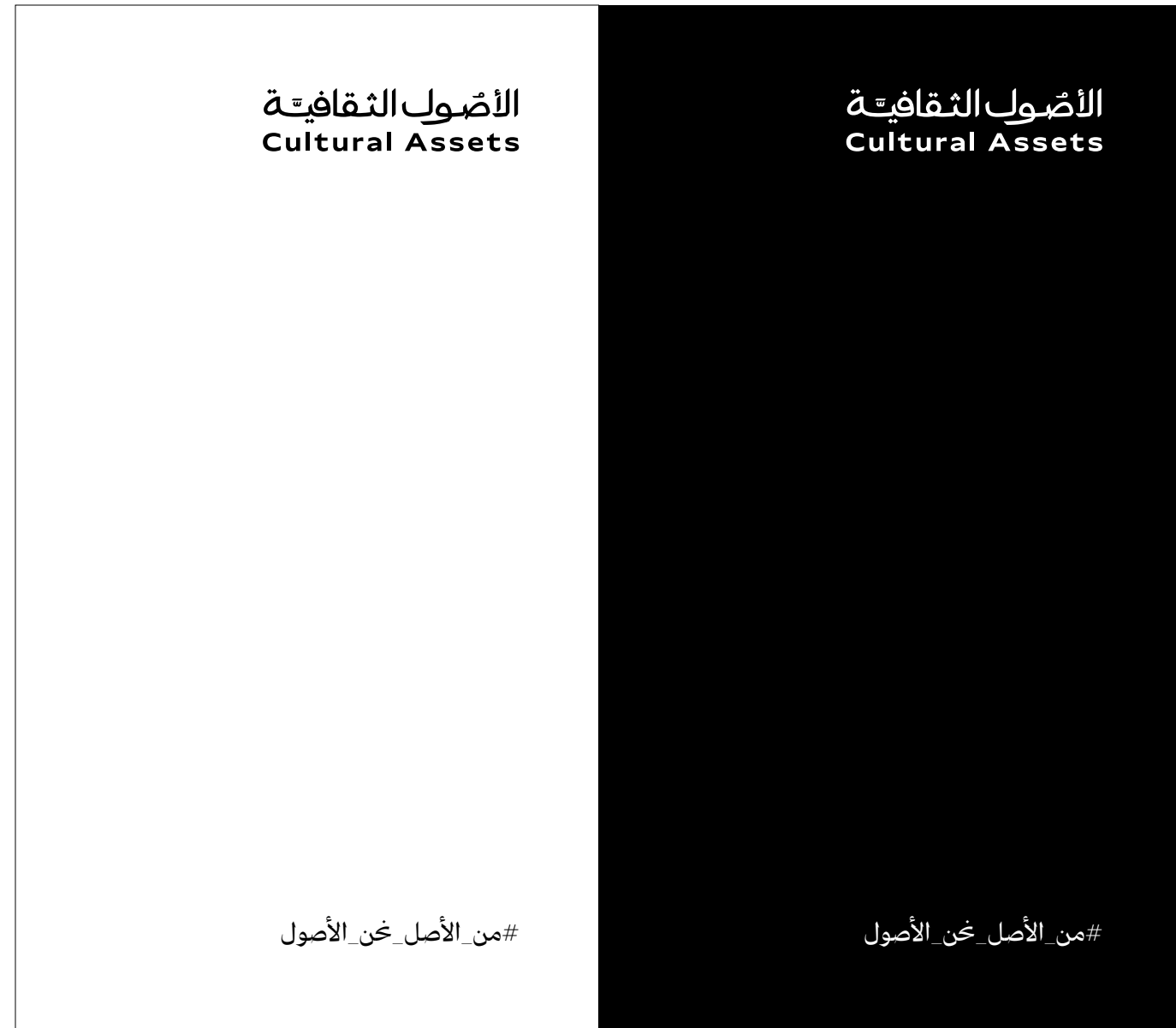
Primary Color Ratio

To maintain the integrity of the Culture Assets visual identity, the primary color palette must dominate all visual communications. While the palette offers flexibility, its application requires intentional balance and restraint.

When layering colors, apply the following maximum ratios to ensure visual consistency:

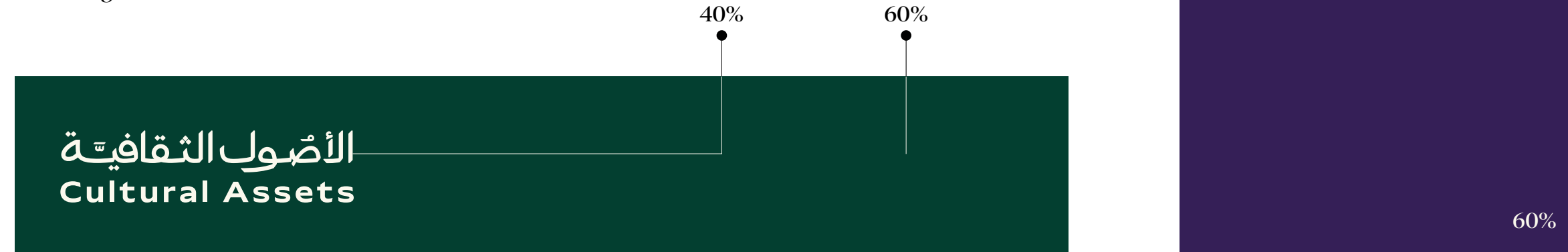
- **White on Black:** White should not exceed 10% of the composition; Black should occupy the remaining 90%.
-
- **Black on White:** Black should not exceed 10% of the composition; White should occupy the remaining 90%.

These ratios are not intended as strict mathematical rules but serve as directional guidance. They support visual hierarchy, enhance readability, and ensure that layouts maintain brand coherence when evaluated using a squint test.



Secondary Color Ratio

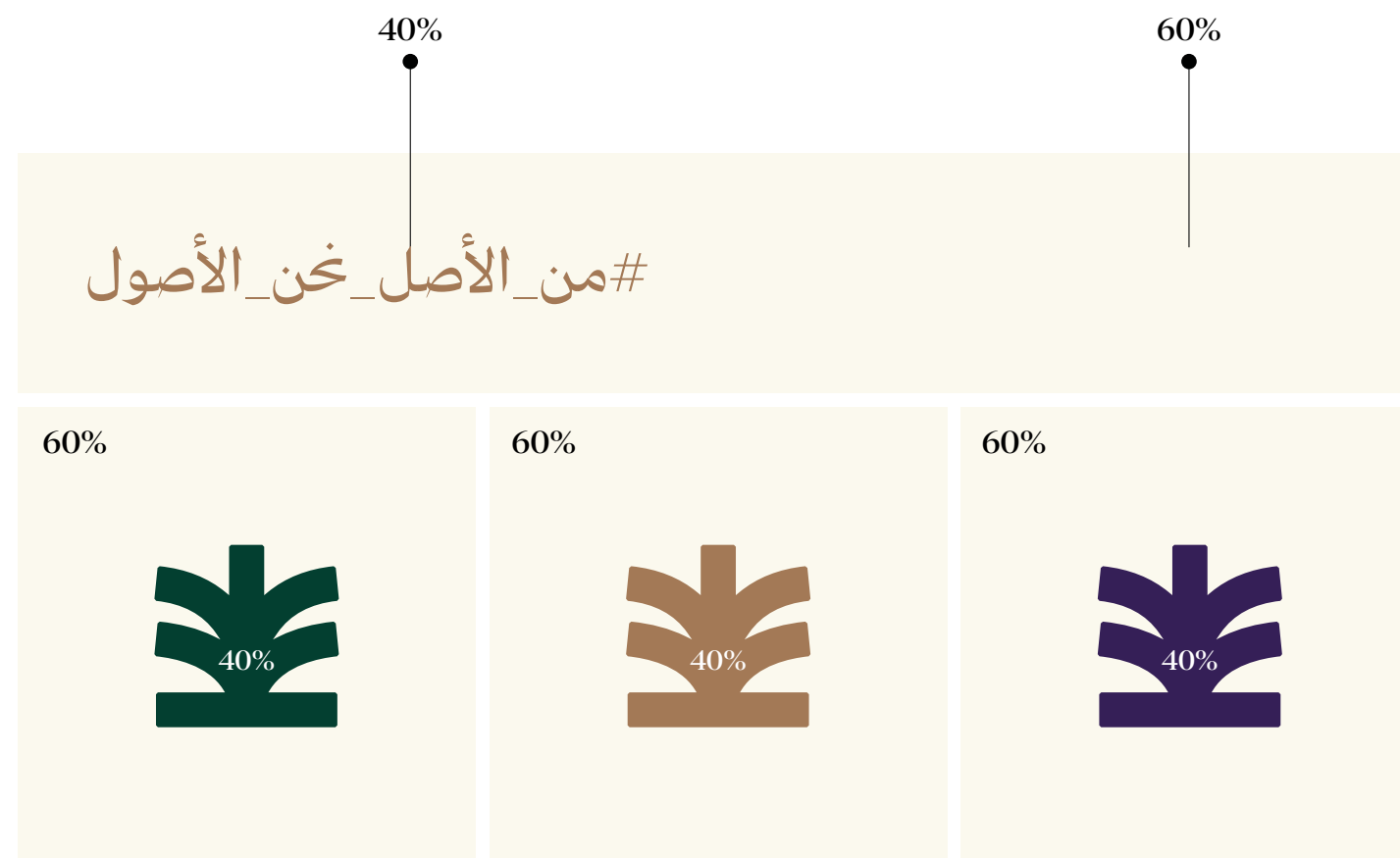
The robust color palette of the Group offers diverse design possibilities. To maintain the brand's sophisticated visual identity, it's essential to apply these colours thoughtfully. In practice, light beige serves as a unifying element, covering approximately 40% of the background area across designs. This is complemented by the secondary colors: dark green, purple, and brown, which collectively occupy the remaining 60%. These proportions extend to textual elements, ensuring consistency and cohesion throughout the brand's visual communications. These ratios are not rigid mathematical rules but serve as flexible guidelines to support visual hierarchy and enhance readability. By adhering to these proportions, designs can effectively pass the “squint test”, a technique used to assess the prominence and balance of visual elements by simulating blurred vision.



Secondary Color Ratio

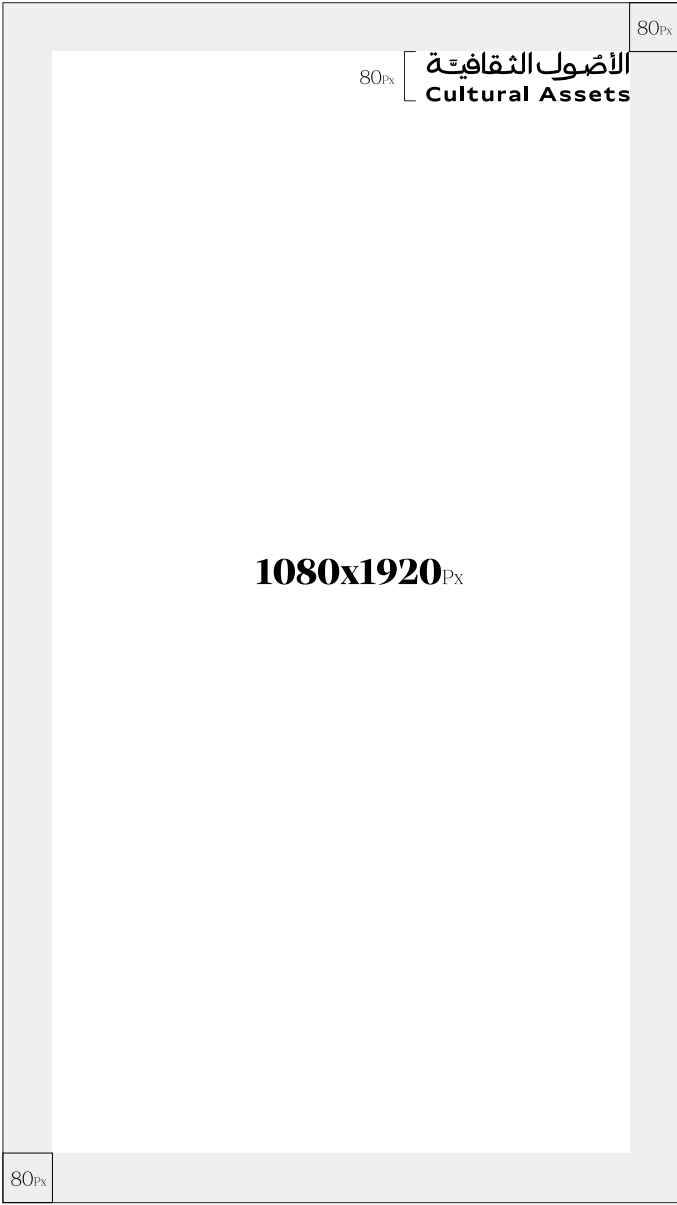
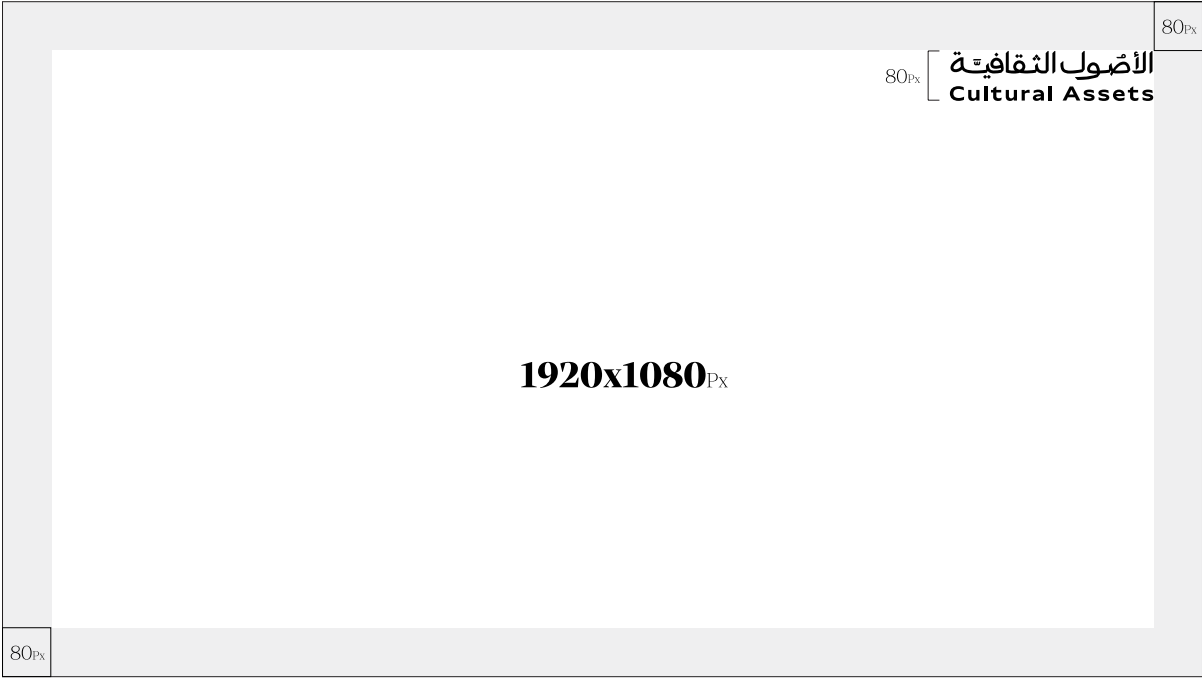
The Group color palette offers a versatile range of design possibilities. To maintain the brand's sophisticated visual identity, it's essential to apply these colours thoughtfully. In practice, light beige serves as a unifying element, covering approximately 60% of the background area across designs. This is complemented by the secondary colours—dark green, purple, and brown—which collectively occupy the remaining 40%. These proportions extend to textual elements, ensuring consistency and cohesion throughout the brand's visual communications. These ratios are not rigid mathematical rules but serve as flexible guidelines to support visual hierarchy and enhance readability. By adhering to these proportions, designs can effectively pass the “squint test,” a technique used to assess the prominence and balance of visual elements by simulating blurred vision.

This approach ensures that the brand's visual identity remains both distinctive and enduring, allowing for creative flexibility while upholding the core principles of clarity and elegance.



Brand **Grid System**

Logo Placement Videos



Logo Placement Outdoor

When working with outdoor and advertising billboards, it is important to consider the size of the design when choosing one of the two guidelines to extract the margins for determining the logo size. If the design is closer to a square shape in terms of width and height, the A ratio should be used. If the dimensions are closer to a rectangle, the B ratio should be used. It is essential not to deviate from these ratios.

$A = (W \times 0.07)$

$B = (W \times 0.1)$

$B = (W \times 0.1)$



Step 1 – Create the margin

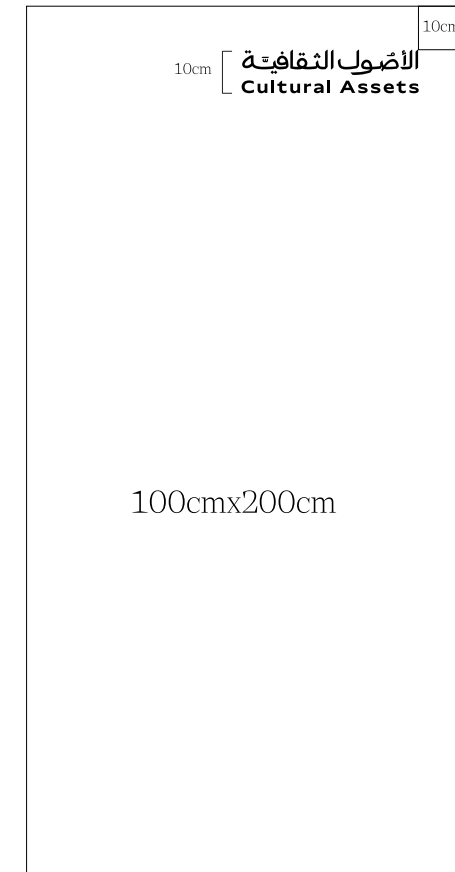
The margin is created using the width of the format.

For example:

(400cmX300cm) use 400cm multiplied by 9% to create the margin.

$400\text{cm} \times 0.09 = 36\text{cm}$

Step 2 – use the result of the margin to make the height of the logo



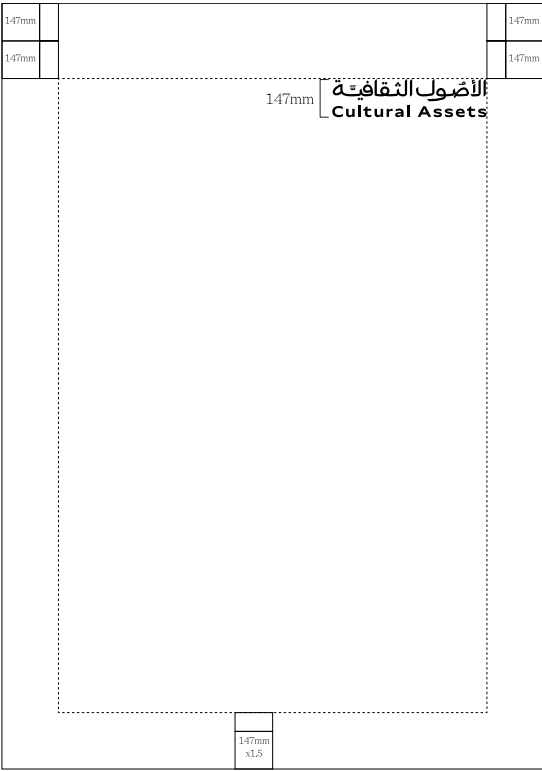
Logo Placement Stationary



Step 1 – Create the margin

The margin is created using the width of the format. For example: A4 Paper (210mm × 297mm) uses 210mm multiplied by 7% to create the margin.

$$210\text{mm} \times 0.07 = 14.7\text{mm}$$



Step 2 – Use the result of the margin to make the height of the logo.

Step 3.1 Multiply the margin by 2 in the height & by 1.5 in width.

Step 3.2 Multiply the margin by 1.5 from bottom.

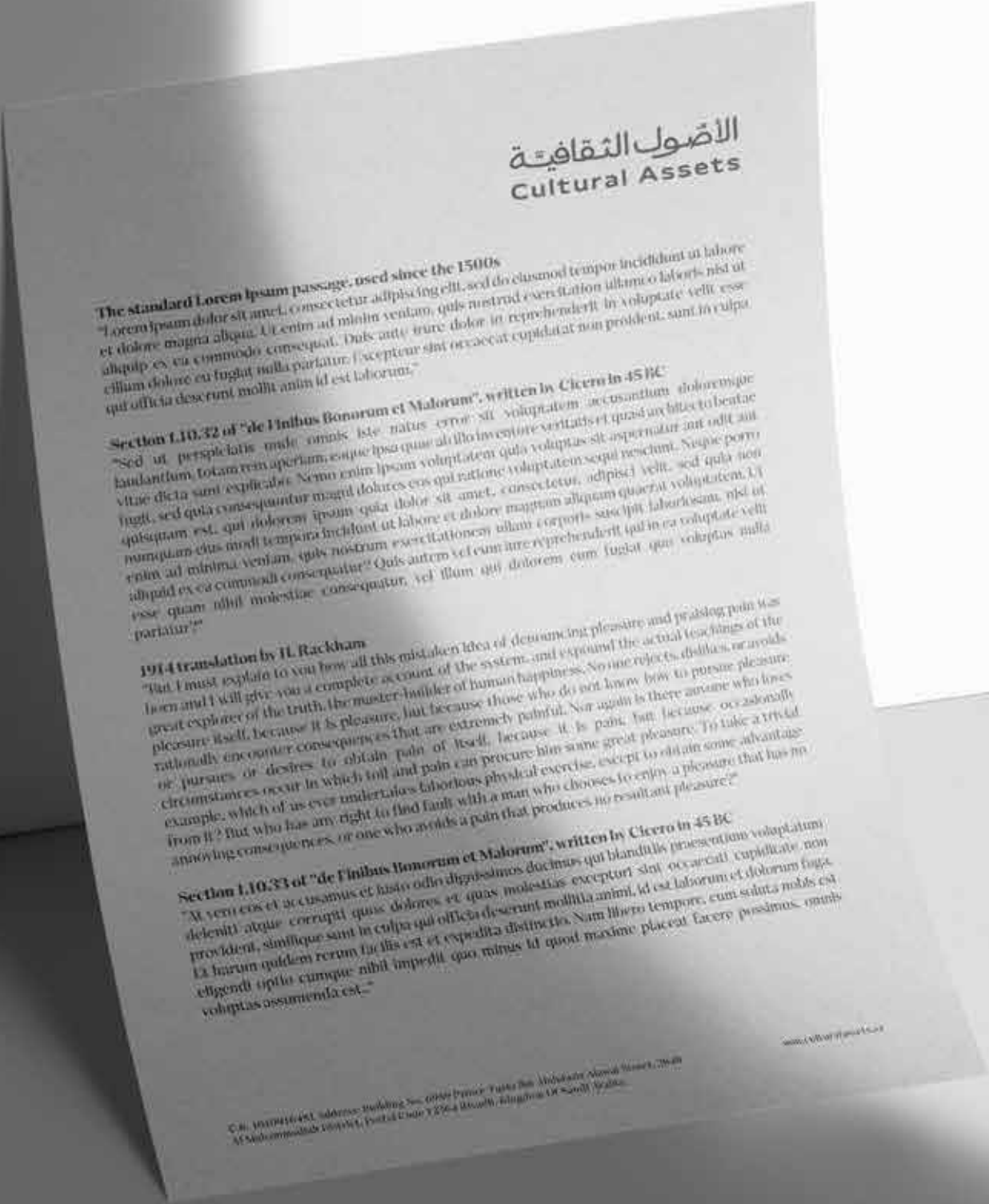


Final Layout

Brand **Stationery**

LetterHead
continuation sheet

Offline Official Use
Stationery Forms





A5 Envelop

Offline Offical Use
Stationery Forms



A4 Envelop

Offline Offical Use
Stationery Forms

A3 Envelop

Offline Offical Use
Stationery Forms





DL Envelops

Offline Offical Use
Stationery Forms



Tent card

Offline Official Use
Stationery Forms



Nootbook

Offline Offical Use
Stationery Forms



Bussines card

Offline Offical Use
Stationery Forms



Badge

Offline Official Use
Stationery Forms



Gift Box Kit

Offline Offical Use
Internal Use



Announcement Form

Offline Offical Use
Internal Use



Newsletter Template

Offline Offical Use
Internal Use

Calendar

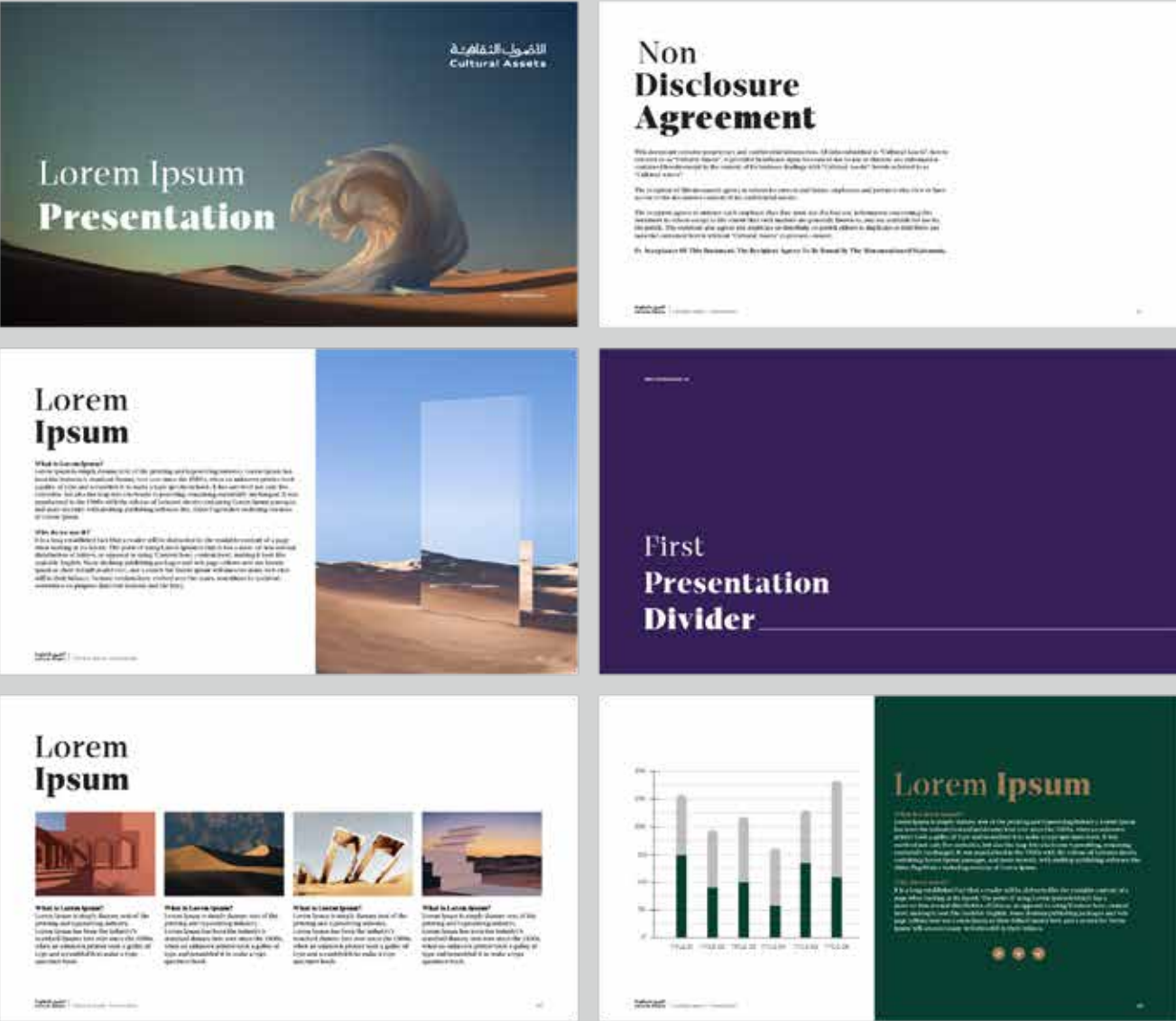
Offline Offical Use
Internal Use



Digital **Communication** Channels

Presentation Template

Online official use



Social Media Platforms (Posts)

Online official use

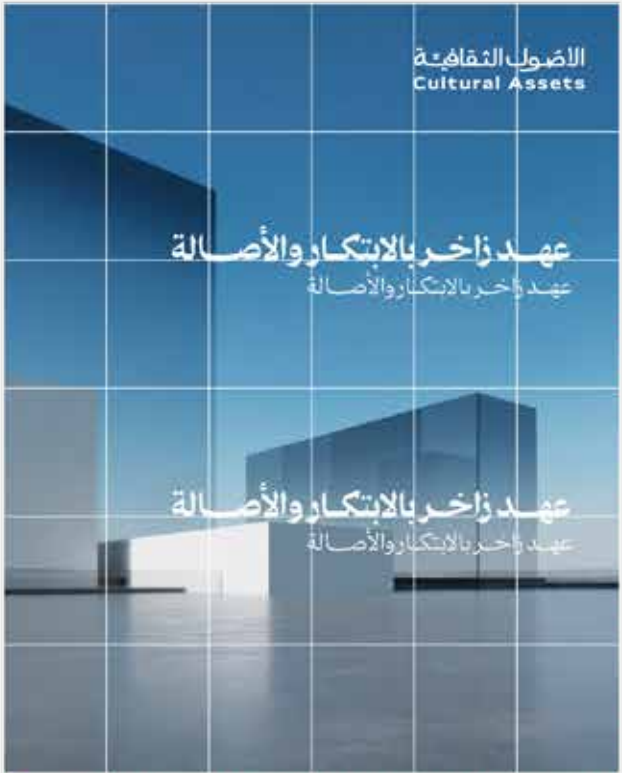




1080 px



1080 px



1080 px



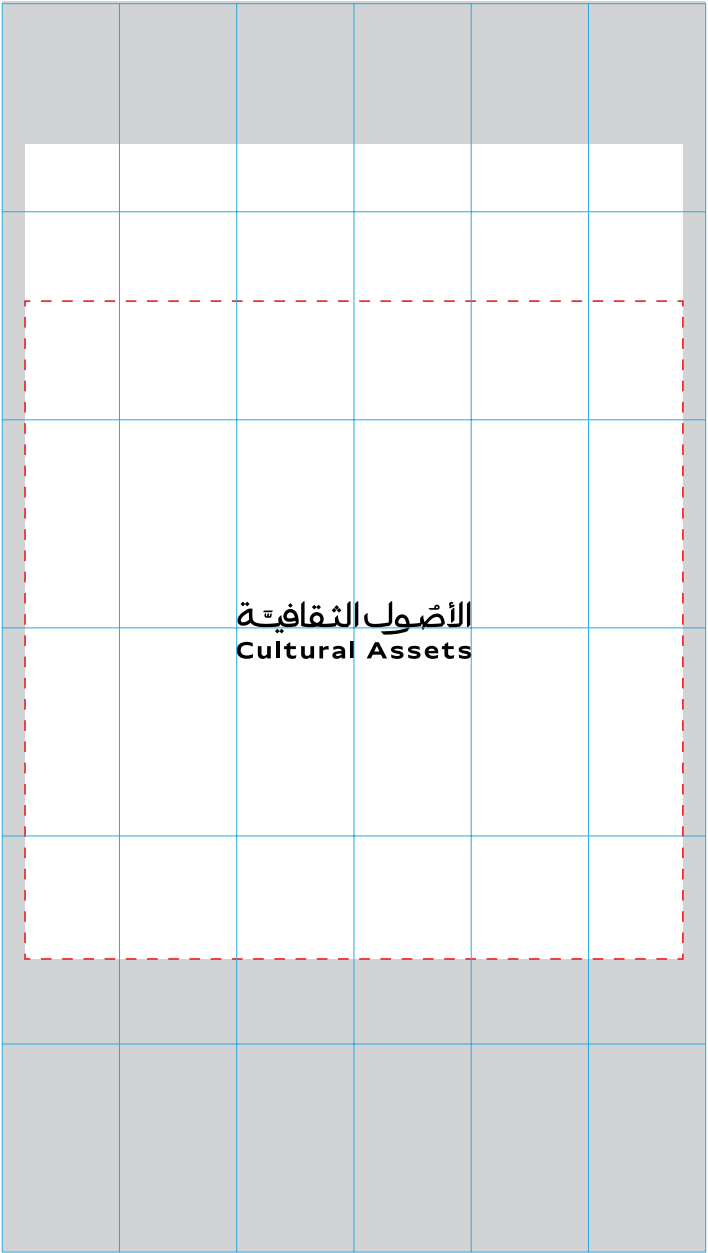
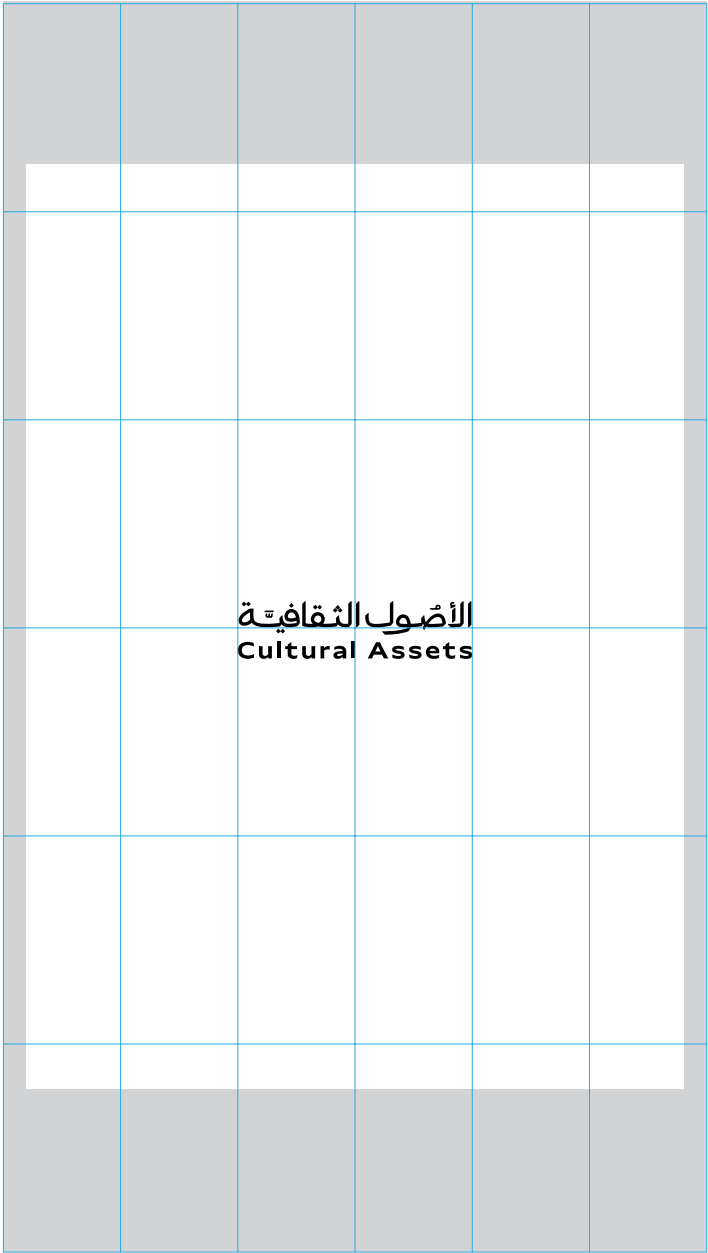
1080 px

**Social Media
Platforms (Posts)**

Online official use

Social Media
Platforms (Videos)

Online official use



**Website
(main page)**

Online official use



Printed **Communication**

الأصول الثقافية Cultural Assets

HQ Branding

Offline official use
indoor materials

Directional signs

Offline official use
indoor materials



Cubics

Offline official use
indoor materials



Lama stand

Offline official use
indoor materials



The Mission
One Group, One Goal
One Mission!

الأصول الثقافية
Cultural Assets

@culturalassets   

Hoardings

Offline official use
Outdoor materials



Backdrop

Offline official use
Outdoor materials

Flags

Offline official use
Outdoor materials



Thank you

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