الهيئة العامة للإحصاء
General Authority for Statistics

Visual Brand Guidelines

Introduction

What are these guidelines for?

The guidelines are here to provide the correct structure and subsequent applications of the General Authority for Statistics (GaStat) brand.

When do I use it?

Please use these guidelines to apply any instance of the GaStat brand.

Why should I use it?

All guidelines have the same aim: to make everything consistent and on-brand. It is vital we do this. Our communications are a direct reflection of who we are as an Authority. These guidelines outline the basic elements used to communicate in the GaStat way.

Primary Logo

الهيئة العامة للإحصاء
General Authority for Statistics

This is the primary version of the logo. It should be used in all cases possible, unless colour, shape or length create an issue.

Logo Parts

الهيئة العامة للإحصاء
General Authority for Statistics
Symbol
Logotype
Logo

Horizontal Logo

ALIGNED LEFT

ALIGNED RIGHT

This is the alternate horizontal version of the logo. It should be used when vertical space is limited. It is replicated in the same colours as the Primary Logo.

Backgrounds

Use the primary full color logos only on a white background.

Alternate Colours

These are the alternate colours of the Logo. White-out Logos for use on dark backgrounds and Monotone Logos for use in limited colour situations.

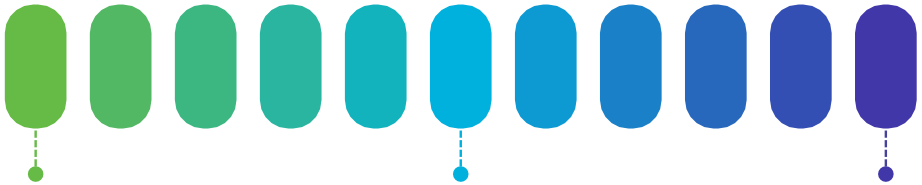
Symbol Colours

Symbol may not be used on main branding/designs, but rather on designs considered secondary or complimentary to the main designs, such as report footers, official stamps for departments, merchandise/gifts, invitations back page, and pins (Broch).

These are the alternate colours of the symbol. White-out symbols for use on dark backgrounds and Monotone symbols for use in limited colour situations.

Colour palette

Logo Colours



C64 / M0 / Y100 / K0
R83 / G205 / B63

C72 / M8 / Y5 / K0
R0 / B178 / B223

C87 / M89 / Y0 / K0
R65 / G55 / B168

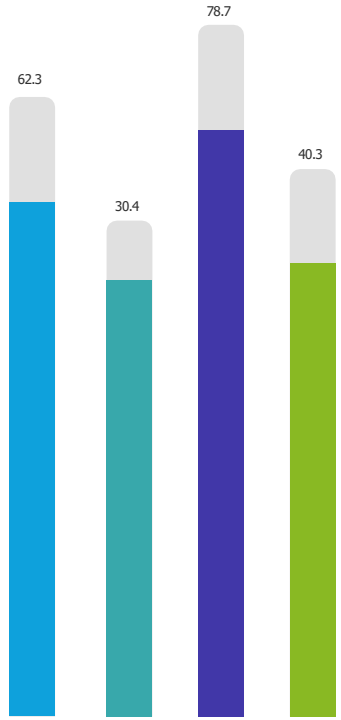
الهيئة العامة للإحصاء
General Authority for Statistics

C45 / M30 / Y15 / K0
R132 / G146 / B162
Pantone 535

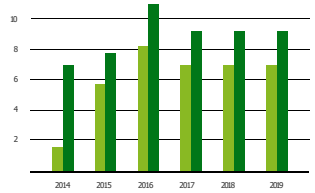
The Primary Colours/Gradient are as important as the Logo.Each colour has been specifically chosen for it's psychological meaning. The Authority Spectrum represents the rise and fall of statistics and data. The green hues represents Saudi Arabia while the blue hues represents professionalism and transparency.

Color Usage | Charts & graphs

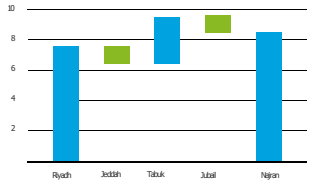
Statistics sample text



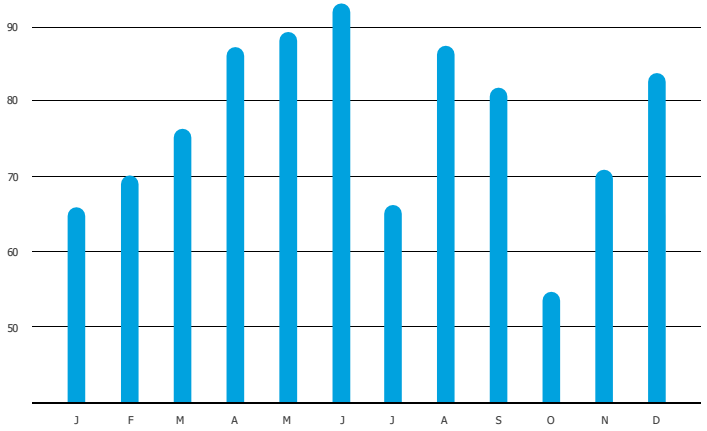
Statistics sample text



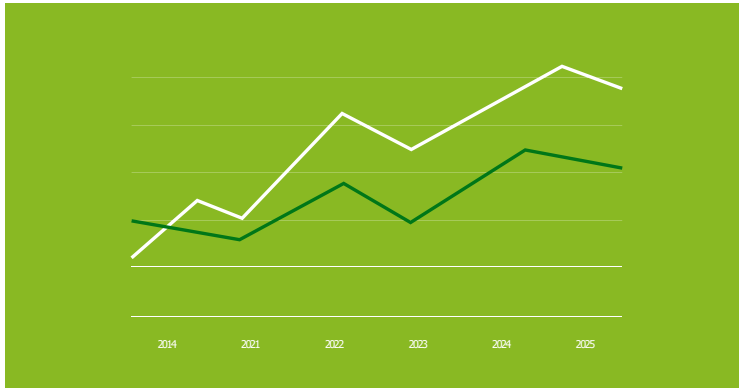
Statistics sample text



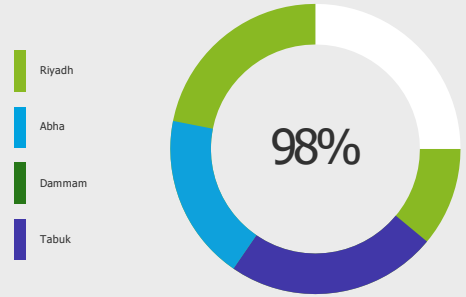
Statistics sample text



Statistics sample text



Statistics sample text



Typography

English Typography

Neo Sans Arabic

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
9 8 7 6 5 4 3 2 1 0 ! @ # $ % ^ & * ( )

Neo Sans Arabic –Light

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
9 8 7 6 5 4 3 2 1 0 ! @ # $ % ^ & * ( )

Neo Sans Arabic –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
9 8 7 6 5 4 3 2 1 0 ! @ # $ % ^ & * ( )

Neo Sans Arabic –Medium

Neo Sans Arabic

is a contemporary font which was designed and published by Linotype. It can be purchased for use from the Linotype website: **www.linotype.com**

Note: This font is used by designers in GaStat in published reports and for branding marketing communication purposes.

English Typography

Frutiger LT Arabic

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
9 8 7 6 5 4 3 2 1 0 ! @ # $ % ^ & * ( )

Frutiger LT Arabic – Light

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
9 8 7 6 5 4 3 2 1 0 ! @ # $ % ^ & * ( )

Frutiger LT Arabic – 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
9 8 7 6 5 4 3 2 1 0 ! @ # $ % ^ & * ( )

Frutiger LT Arabic – Bold

Frutiger LT Arabic

is a contemporary font which was designed and published by Linotype. It can be purchased for use from the Linotype website: **www.linotype.com**

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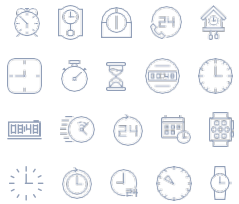
Icongraphy

Icongraphy

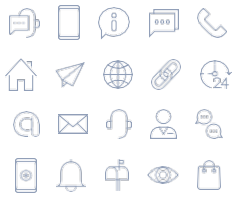
FILE

MONEY

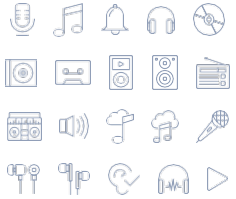
TIME



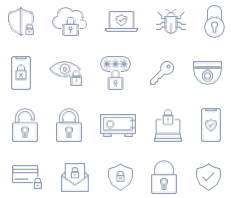
SUPPORT



MUSIC



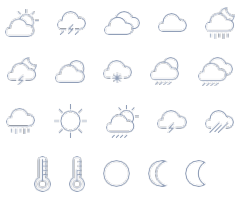
SECURITY



NETWORK

SPORT

WEATHER



HOTEL

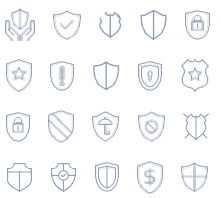
SCHOOL

COSMETICS

CONSTRUCTION

FOOD

SHIELD



We tried to collect as many icons as possible that the designer might need to express any idea or any statistical data in various fields.

The designer can also create any icon that does not exist, with the commitment that the general shape, drawing method, and line thickness be similar to the one in the identity guide.

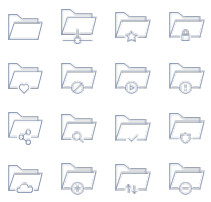
Icongraphy

ROAD SIGN

SERVER

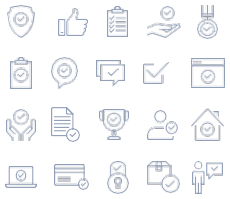
STATISTIC

FOLDER

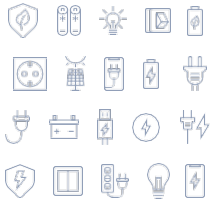


FURNITURE

APPROVED

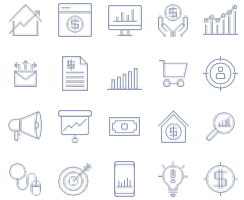


ELECTRICITY

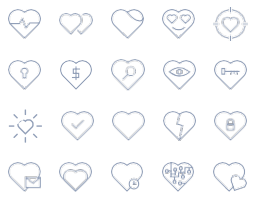


SCIENCE

MARKETING

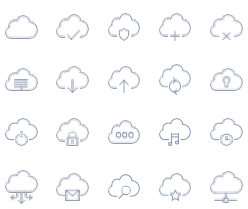


HEART



DELIVERY

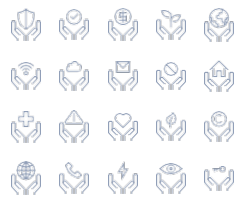
CLOUD



CALL

HOUSE

HANDS



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Imagery

Imagery

Wide angle photography:

Wide angle images can be used to express the following such as economy, environment, Infrastructure etc.

People Photography

It includes images that have an emotional impact on the lives of people in various practical and personal settings such as, people, education, family etc.

Graphical photography

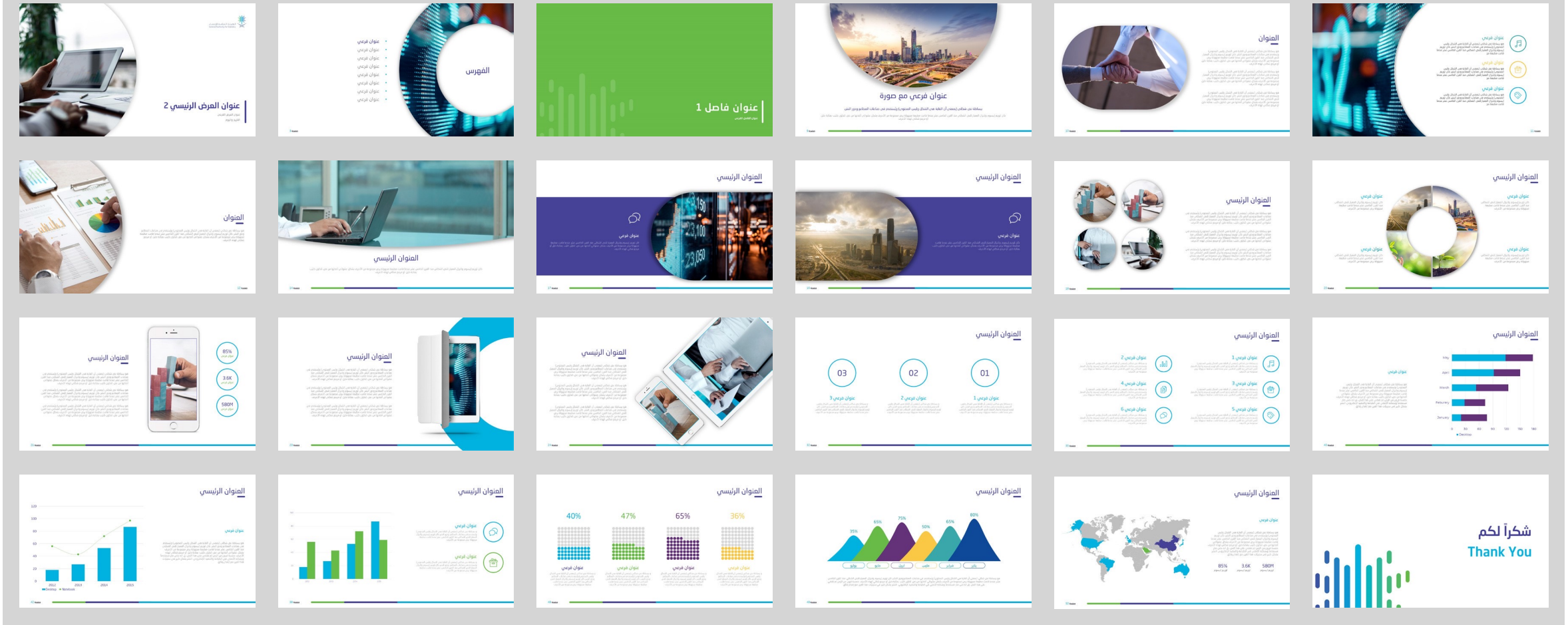
Graphics can be used on photographic images, depending on the idea or advertising campaign

Photography is an essential component of brand communications.

With regard to the general style of photography in the General Authority for Statistics, it is divided into three sections:

- Wide angle photography
- People Photography
- Graphical photography

Visual System

PowerPoint Template

PowerPoint Template