وزارة التعــليم
Ministry of Education

Visual Identity Guide

Ministry of Education, Kingdom of Saudi Arabia

Inspiration | Design | Usage

Contents

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About the Guide

Welcome to the guidelines for using the new Ministry of Education logo.

Having these guidelines and following them while creating marketing materials and internal and external communications makes the visual identity of the Ministry consistent across all of them.

The visual identity design is more than our logo. It is a group of basic design elements and guiding principles that work together to give us a unique look and make it easy for the media to recognize us.

This guide will provide you with the key components of the visual identity, which will help you design, produce and make communications that are dynamic, powerful, and flexible.

Philosophy of Identity and Logo

وزارة التــــليم

Ministry of Education

Based on the Ministry of Education's vision of integrating general and university education, it is necessary to create a new visual identity for the Ministry that reflects integration and balance for all individuals and sectors that contribute to the educational process at all levels and stages.

The new development of the identity is based on pushing for the advancement of education and scientific research with steady steps and plans for the future, while working on adapting technology and modern technologies, and finding numerous diverse spaces to launch to broader horizons that foster creativity, innovation, and professional artisanship.

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Inspiration

The Book

The source of knowledge, the reference of science, and the repository of blogging.

The Palm

A component of the logo of the Kingdom of Saudi Arabia, which represents goodness, blessing, and progress.

Integration and Balance

Between the dualities of science and education, ethics and work, home and school, and general and university education.

Sciences

Scientific research and development, innovation capability, scientific addition, and the establishment of a robust knowledge-based economy.

Vitality

A constant motion maintains continuity and expansion into new areas, which leads to innovative and proactive production.

Technology

Adapting to modern technologies and keeping up with the times to facilitate the shift from indoctrination to creativity in education

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Logo Description

وزارة التـــعـــليم
Ministry of Education

The logo consists of a group of circles that complement one another to appear in the shape of a book and palm tree in a balanced manner.

It was essential that the circles be of varying sizes and colors to illustrate a variety of inspiring aspects of the educational process, such as technology and information, and to demonstrate that they are fostering the development of a socially active individual who can innovate, transfer, and adapt knowledge.

The circles also represent the harmonious participation and overlap in the nature of the cognitive process leading to the creation of opportunities to contribute to inventions and scientific research.

The Arabic calligraphy was inspired by the Kufic script and was designed in a modern format to fit the shape; accordingly, the English font was built to achieve consistency and continuity.

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Logo Analysis
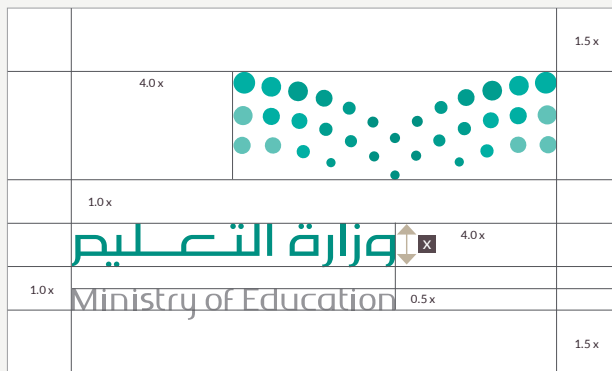
logo proportions

1.5 x the least possible distance between the nearest content and the logo.

When printing, maintain a minimum distance of 1.5 cm from the nearest page edge.

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Logo colour options

Single colour | Colour gradation

Single colour | Colour gradation

Single colour | No colour gradation

Single colour | No colour gradation

Single colour dark background | Colour gradation

Wrong uses of the logo

No Shadows should be used behind the logo

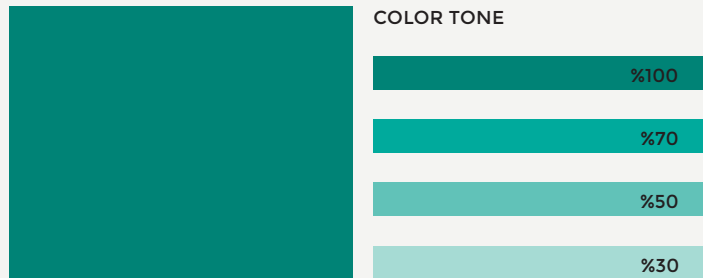**Do not use the logo on a background colour other than the main color list.**

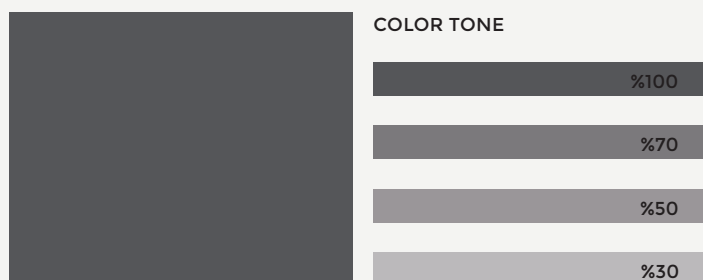**Do not change the colour proportions**

Do not change the shadows' proportions

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Colour Identity

COLOR TONE

	%100
	%70
	%50
	%30

PANTONE 327
C %100   **M** %20   **Y** %65   **K** %05
R 0   **G** 138   **B** 118
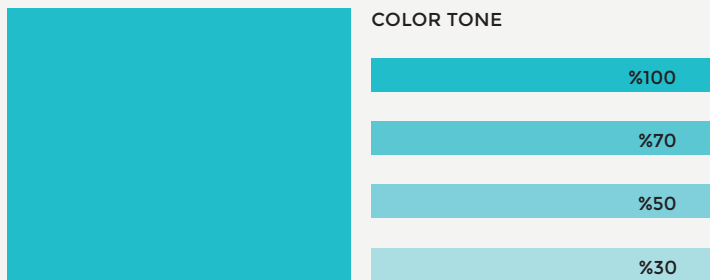
COLOR TONE

	%100
	%70
	%50
	%30

PANTONE COOL GRAY 11
C %65   **M** %55   **Y** %50   **K** %25
R 89   **G** 92   **B** 97

09
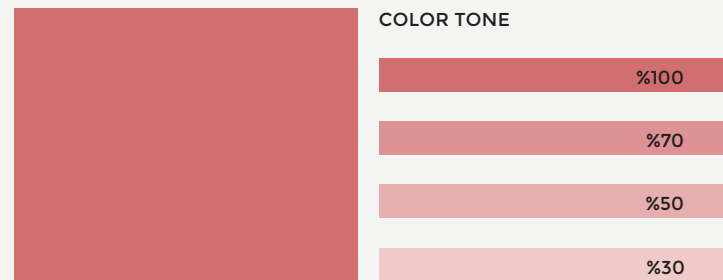
Supporting Colour Palette

COLOR TONE

| %100 |
| %70 |
| %50 |
| %30 |
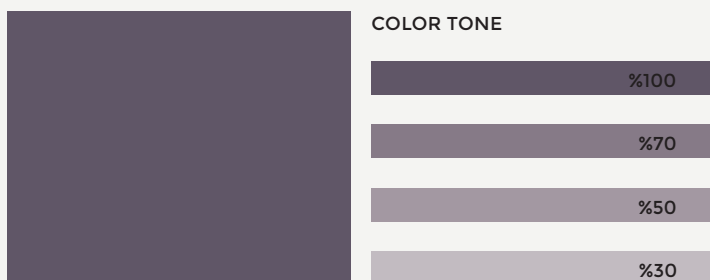
CMYK, RGB Only
C %70 **M** %00 **Y** %20 **K** %00
R 22 **G** 190 **B** 207

COLOR TONE

| %100 |
| %70 |
| %50 |
| %30 |
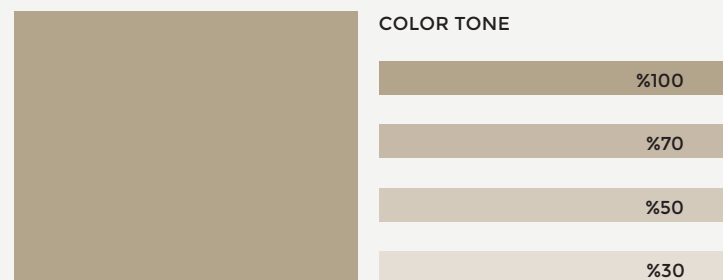
CMYK, RGB Only
C %15 **M** %70 **Y** %50 **K** %00
R 212 **G** 109 **B** 110

COLOR TONE

| %100 |
| %70 |
| %50 |
| %30 |

CMYK, RGB Only
C %70 **M** %70 **Y** %50 **K** %10
R 97 **G** 87 **B** 104

COLOR TONE

| %100 |
| %70 |
| %50 |
| %30 |

CMYK, RGB Only
C %15 **M** %20 **Y** %35 **K** %20
R 179 **G** 164 **B** 140

Usage of Arabic Calligraphy Fonts

Fonts   Arabic Calligraphy

GE SS TWO **LIGHT**

ا 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
خير جليس في الزمان كتاب

GE SS TWO **MEDIUM**

ا 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
خير جليس في الزمان كتاب

GE SS TWO **BOLD**

ا 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
خير جليس في الزمان كتاب

Fonts   Secondary Arabic Calligraphy

TIMES NEW ROMAN **REGULAR**

ا 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
خير جليس في الزمان كتاب

TIMES NEW ROMAN **BOLD**

ا 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
خير جليس في الزمان كتاب

Usage of English Calligraphy Fonts

Fonts   English Calligraphy

MONTSERRAT **LIGHT**

abcdefghijklmnopqrstuvwxyz
You are always a student, You have to keep moving forward.

MONTSERRAT **REGULAR**

abcdefghijklmnopqrstuvwxyz
You are always a student, You have to keep moving forward.

MONTSERRAT **SEMI BOLD**

abcdefghijklmnopqrstuvwxyz
You are always a student, You have to keep moving forward.

Fonts   Secondary English Calligraphy
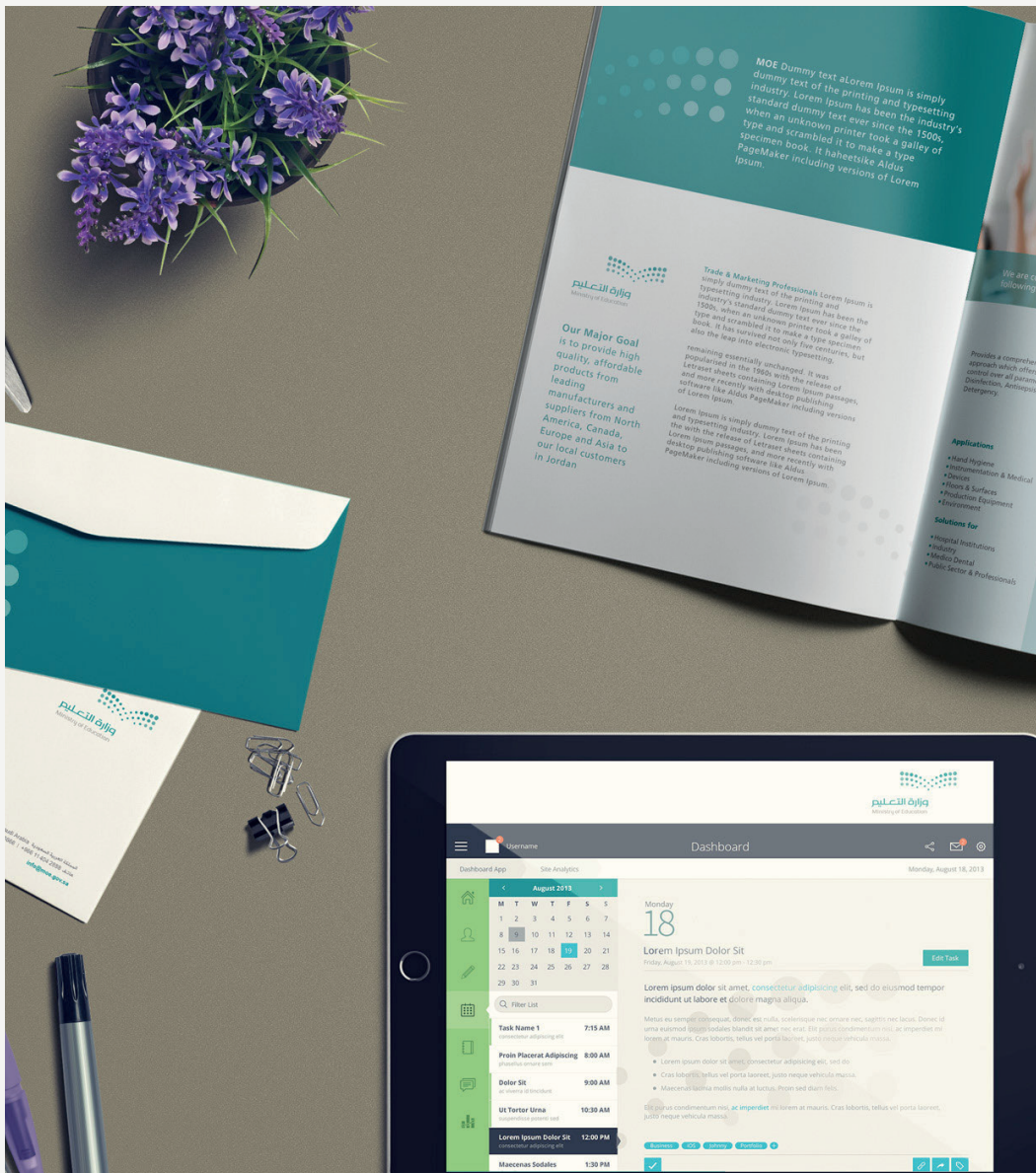
ARIAL **REGULAR**

abcdefghijklmnopqrstuvwxyz
You are always a student, You have to keep moving forward.

ARIAL **BOLD**

abcdefghijklmnopqrstuvwxyz
You are always a student, You have to keep moving forward.

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Applications

Applications | Official Letterhead

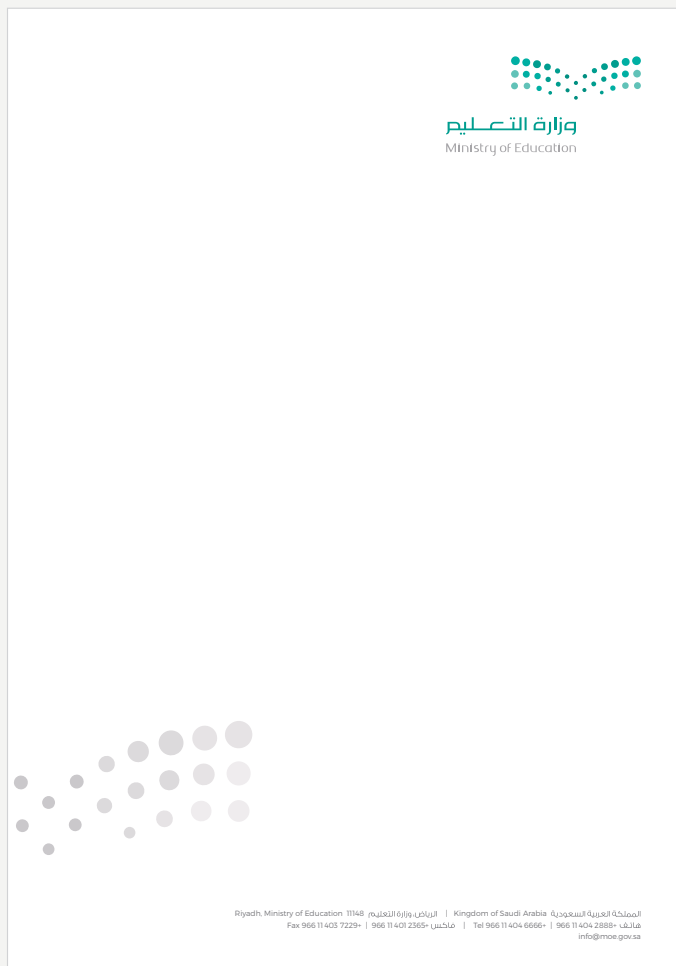**Official Letterhead Analysis**

Letterhead Analysis

Official Letterhead – Single-sided Printing

Letterhead One Side Version

Applications | Official Letterhead
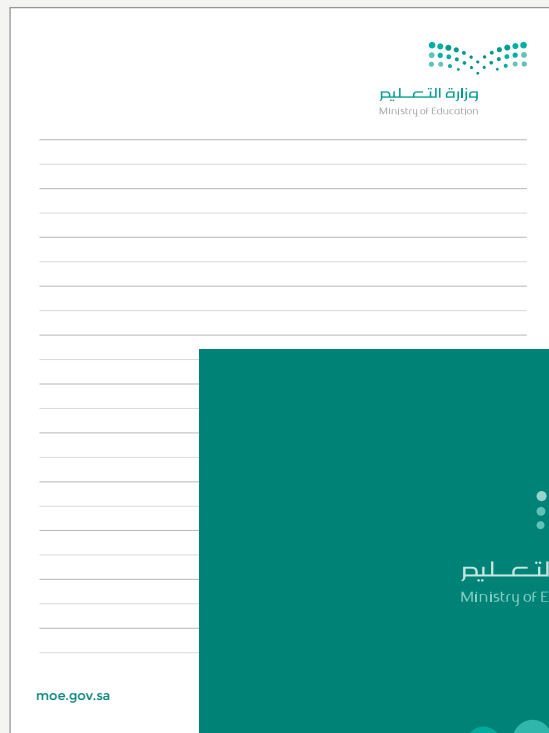
Official Letterhead – Double-Sided – Front

Official Letterhead – Double-sided – Back

المملكة العربية السعودية | Kingdom of Saudi Arabia | الرياض، وزارة التعليم | Riyadh, Ministry of Education 11148
هاتف +966 11 404 2888 | Tel 966 11 404 6666 | ماكس +966 11 401 2565 | Fax 966 11 405 7229+
info@moe.gov.sa

Letterhead Front

moe.gov.sa

Letterhead Back
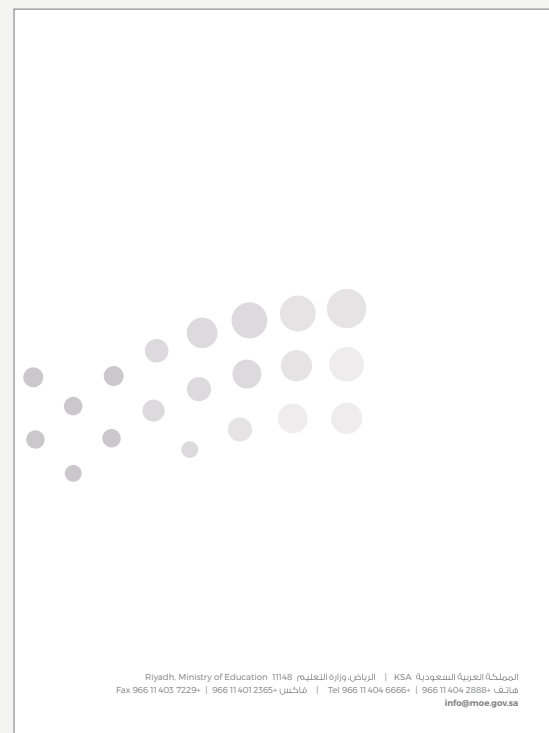
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Applications | Notepads

Notepad Inside front

Notepad Cover Option 1

Notepads can be printed on one or both sides, with or without a printed cover.

Notepad Inside Back

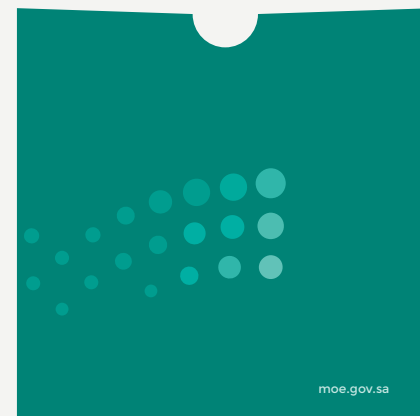# Applications | Covers and Labels

CD / DVD cover and Label
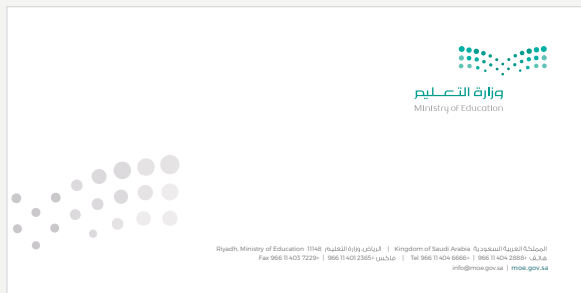
CD \ DVD Label

CD \ DVD Sleeve Front

CD \ DVD Sleeve Back

Applications | envelopes 1

Multiple-sized envelopes, horizontal and vertical orientation

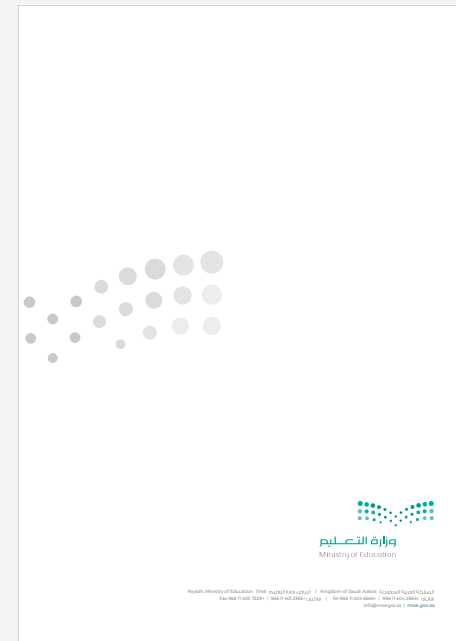DL envelop
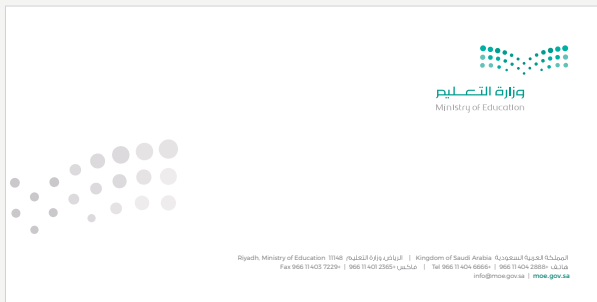
C6/C5 envelop

C5 envelop Vertical

C5 envelop Horizantal

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Applications | envelopes 2

C4 envelop Vertical

C4 envelop Vertical

C3 envelop

**Multiple-sized envelopes,
horizontal and vertical orientation**

Applications | Outdoor advertising

Outdoor Advertisements

Applications | Advertising

Roll-up Panels

Applications | Personal and Business Cards

Personal Business Card

Mobile 966 11 403 7229+ جوال
name@moe.gov.sa

Kingdom of Saudi Arabia المملكة العربية السعودية
Riyadh, Ministry of Education 11148 الرياض، وزارة التعليم
Tel 966 11 404 6666+ | 966 11 404 2888+ هاتف
Fax 966 11 403 7229+ | 966 11 401 2365+ ماكس
info@moe.gov.sa

moe.gov.sa

وزارة التـعـليم
Ministry of Education

Employee Name
Designation
Department

إسـم الموظـف
المسـمى الوظيفي
الإدارة / القسـم

Business Card

وزارة التـعـليم
Ministry of Education

إسـم الموظـف
المسـم الوظيفي

Employee Name
Designation

هذه البطاقة ملك لوزارة التعليم ولتستخدم بوساطة
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الرقم: +2888 404 11 966

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Applications | Vehicles