

Logo

Latin logo

Our brand and everything we stand for, is represented by a bold and unique logo.

This is one of the most distinctively recognizable assets of our brand. The heart of the visual identity that brings to life our Brand Purpose: *We exist to inspire people to go beyond borders.*

Typographically, the logo lock up uses the distinctive elements of the Saudia word mark locked with 'Cargo' in Saudia Sans. A minimal, modern, and contemporary lock up for the digital era we are in.

The logo lock up should appear in green or white. Ensure sufficient contrast and full legibility at all times.

Always use the approved master artwork.



Stacked version



Horizontal version

Arabic logo

An Arabic version of the logo is created to be used in local markets or targeted communications.

The logo should appear on a white background color which ensures sufficient contrast and full legibility at all times.

Always use the approved master artwork.



Stacked version



Horizontal version

Color use

For single color documents and special finishes in production, you can use the negative or positive logos.

These logos should only be used where color might be compromised, for example internal communications of a serious nature, or VIP gifts and on surfaces such as metals and plastics.

Always use the approved master artwork.

Negative



Minimum clear space

An area of clear space has been defined to protect the integrity of the Saudia marks. This space should remain free of any elements such as text, graphics, imagery and other logos.

The clear space shown is only a minimum and can be increased if necessary.

The lock up is always protected by clear space proportional to the height of the Saudia Insignia (25%).

Primary horizontal



Primary stacked



Minimum size

A minimum size has also been established for the lock ups to ensure quality in production and the legibility of the elements. The marks are always measured by the width of the Saudia Insignia.

Please refer to the sizes shown on this page for each of the Saudia marks minimum size.

Examples shown here are actual size, when this document is printed at it's 100% scale.

Print



17mm



36mm

Digital



48px



95px

Don'ts

To ensure brand recognition and consistency in communications, our logo lock up must not be changed or altered.

This page shows a few examples of misuse of our logo. Please take care to follow the rules that have been set.



Don't change the color or use gradients.



Don't apply drop shadows.



Don't change the composition.



Don't rotate it.



Don't flip it.



Don't distort it.



Don't change the typography.



Don't use low-contrast backgrounds.



Don't add strokes.

Contacts

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