

G20 Saudi Arabia 2020

Branding Guidelines



“The colors draw their inspiration from the surrounding nature”

Logo Theme

Woven by the skilled hands of women, young and old, **Sadu** patterns emerge. As they once adorned the delicate walls of tents, their primary colors and shapes denote the power of identity and the warmth of community. The colors draw inspiration from the surrounding nature. The shapes are connected to the landscape yet tamed by the hands of the women as our forefathers tamed their geography. All are combined to form the fabric of Saudi Arabia—a symbol of **hospitality** and **warmth**.



Longing for **transformation**, Saudis are ready for inspiration. The threads of the Kingdom’s new Vision 2030 weaves history into future. Each thread is a voice in a vibrant society, a success in an ambitious nation, and a force in a thriving economy, evoking the untapped potential of the Kingdom.

Taken together, a unity of history and vision inspired the logo mark for the G20 summit in its thirteenth iteration. The logo makes visible the Kingdom’s perspective in realizing the opportunities of the twenty first century for all. In projecting a traditional artform, the logo mirrors the aims of the summit: to empower people, safeguard the planet, and shape new frontiers.





Logo Inspiration

Inspired by Saudi designer

In the outskirts of Riyadh, 25 of the most exceptionally talented Saudi men and women gathered to **design** and **craft** options for the **G20** Saudi Arabia 2020 logo. A variety of options, building on different insights, were presented, each seeking the honor of representing the potential identity of the G20.



Mohammad Alhawas, a **young** Saudi graphic designer, developed the selected G20 logo. He managed to bring to life the unique Saudi spirit and leadership that the Kingdom will bring to the summit and showcase to the world.

He built his logo on the sharp insight of a **unity** that defines Saudis: modern, yet rooted in culture and tradition. It is a unity that inspired the logo for the G20 summit, tracing a linear path that twines to reveal unique forces that drive Saudi Arabia, past and present, looking to the **future**. These forces are exemplified by the Kingdom's Vision 2030: an unprecedented transformational plan for the country.





Logo Usage



The G20 brand is a duality of exterior and interior; past and present; traditional and modern; **static** and **dynamic**. The Sadu pattern represents the first part of this unity—traditional and static—in a heritage pattern woven by **women** to make tents, rugs, and bags. The second part of the unity—modern and dynamic—is expressed in the thread pattern, a graphical representation of the inner workings of our transformation in realizing Vision 2030.

Sadu patterns are representations of values, history, and **community**: strong and stable themes. Simultaneously, the threads are agile, dynamic, and continuously moving. Sadu is always at the forefront, the face of the brand, while the threads are in the background, showing the inner workings.

The logo lockup is the primary signature of the brand; it is primarily used to authenticate messages, visuals, and partners. The thread motif is meant to be shown animated, if possible. The repetitive line indicates motion tracking when static. One application of the **thread** motif will be on images to give it dynamism and, at the same time, enhance the identity's connection with the brand. It will be ideal if all the images are overlaid with a dynamic, animated, thread motif.



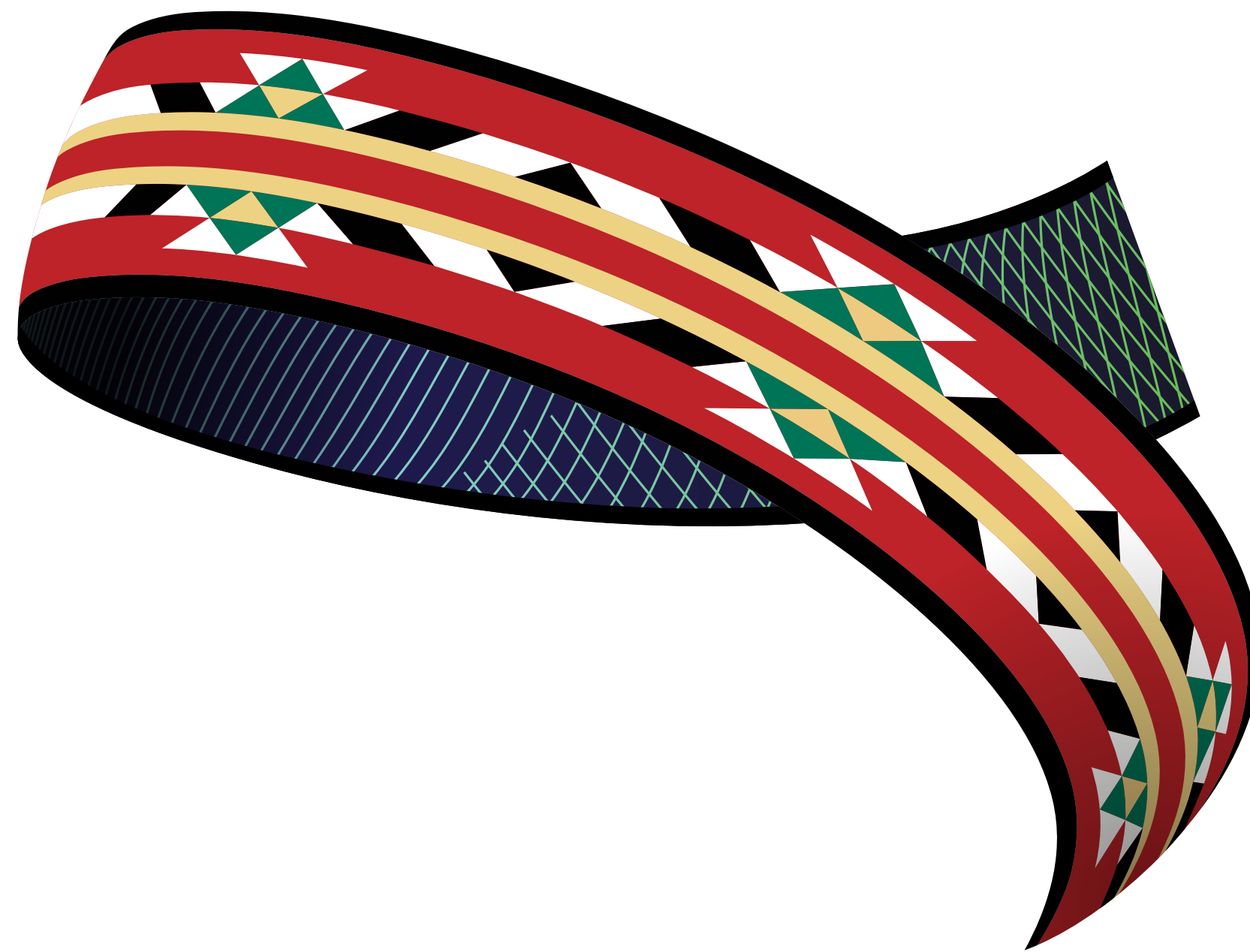
G20

Logo

G20

Logo

Emblem





G20

Logo + Claim

Main Logo



G20

SAUDI ARABIA 2020

Realizing Opportunities
of the 21st Century for All

G20

Logo + Claim

Horizontal



Realizing
Opportunities
of the 21st Century
for All

G20

Logo

Skeleton

The Logo mark and Logotype together comprise the G20 Saudi Arabia 2020 Logo. The complete logo should be used in all cases.



G20

Logo

Clear space

To preserve the integrity of the logo, always maintain adequate clear space around it. This ensures the logo will be seen uncluttered by other elements.



G20

Logo

Incorrect Use

- 1- Do not alter the proportions and the components
- 2- Do not distort the logo
- 3- Do not add shadow or effect filters
- 4- Do not change logo colors in any way
- 5- Do not use a background image
- 6- Do not use dark color background



1



2



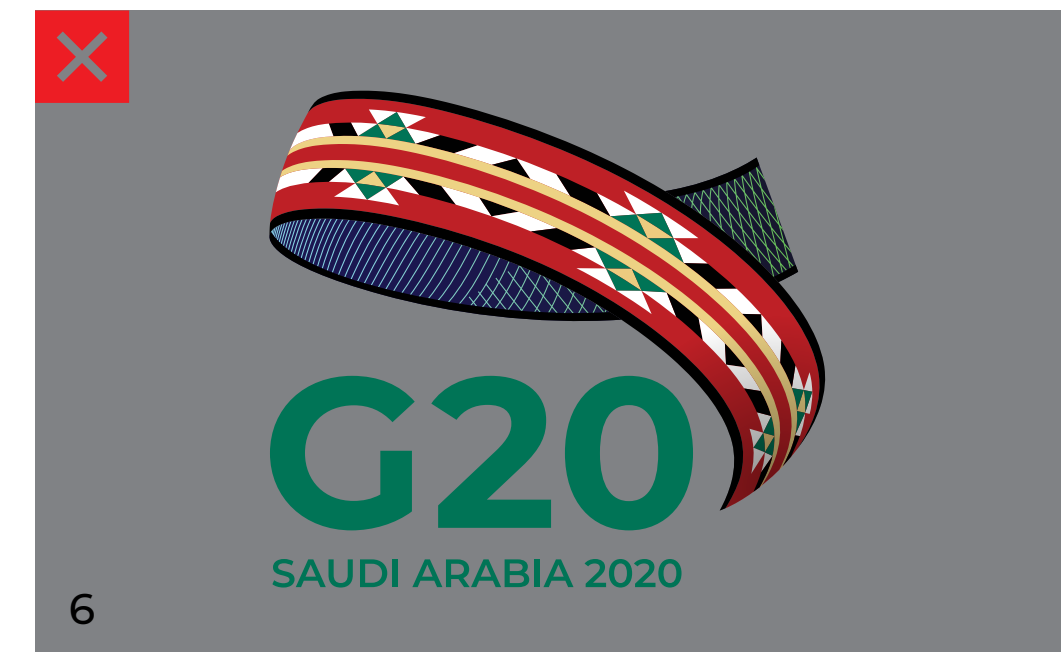
3



4



5



6

G20

Logo

Background

- 1- The full color logo with white background
- 2- The full color logo with light background
- 3- White logo with black background
- 4- White logotype with green background
- 5- White logo with gradient background
- 6- White logotype with image



1



2



3



4



5



6

G20

Logo

Minimum Size



80 mm
8 cm
302.36 px



50 mm
5 cm
188.97 px



20 mm
2 cm
75.59 px



10 mm
1 cm
37.79 px

G20

Logo Variations

Black and White



G20

Logo Variations

Solid Color and Gray





G20

Logo

Engagement Groups



G20

Color Palette

G20

Primary Colors for the G20 Logo

The Primary Colours are as important as the Logo.



RGB	0, 115, 85	189, 35, 39	240, 210, 131	1, 1, 1
CMYK	89, 31, 76, 18	18, 100, 99, 8	6, 15, 57, 0	55, 68, 67, 90
Pantone	342 C	200 C	7403 C	2768 C

G20

Gradient

In addition to the primary colors, we have these gradient that creatives can also use for different communications.



Secondary Colors



RGB	53, 118, 184	237, 187, 56	200, 40, 60	225, 130, 60	100, 190, 80
CMYK	80, 50, 0, 0	7, 26, 90, 0	22, 100, 80, 0	10, 60, 90, 0	60, 0, 90, 0

G20

Typeface

Montserrat

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 @ # / \$ & (!

Almarai

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
١ ٢ ٣ ٤ ٥ ٧ ٨ ٩ ٠ @ # / \$ & (!

G20

Typeface

English

In terms of English font, Montserrat is the primary font to be used across all our communication.

For paragraphs, use the regular font, as for headlines use bold.

Montserrat
Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 \$%&@#(!?,,;:)

Montserrat
Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 \$%&@#(!?,,;:)

Montserrat
SemiBold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 \$%&@#(!?,,;:)

Montserrat
Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 \$%&@#(!?,,;:)

G20

Typeface

Arabic

In terms of Arabic font, Almarai is the primary font to be used across all our communication.

For paragraphs, use the regular font, as for headlines use bold.

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

Almarai
Light

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

Almarai
Regular

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

Almarai
Bold

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

Almarai
ExtraBold

G20

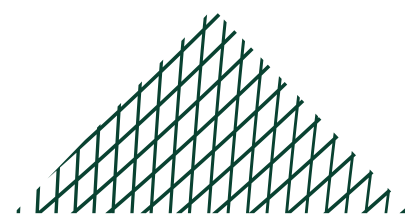
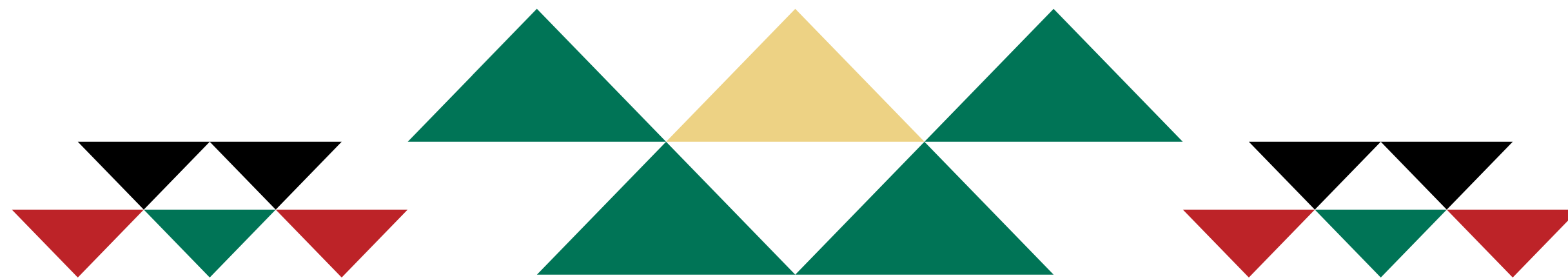
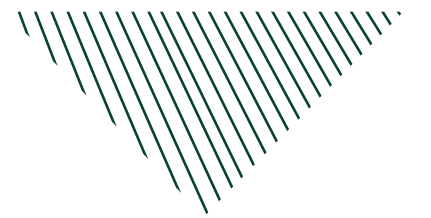
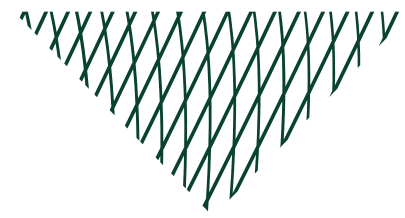
Visual Elements



G20

Visual Elements

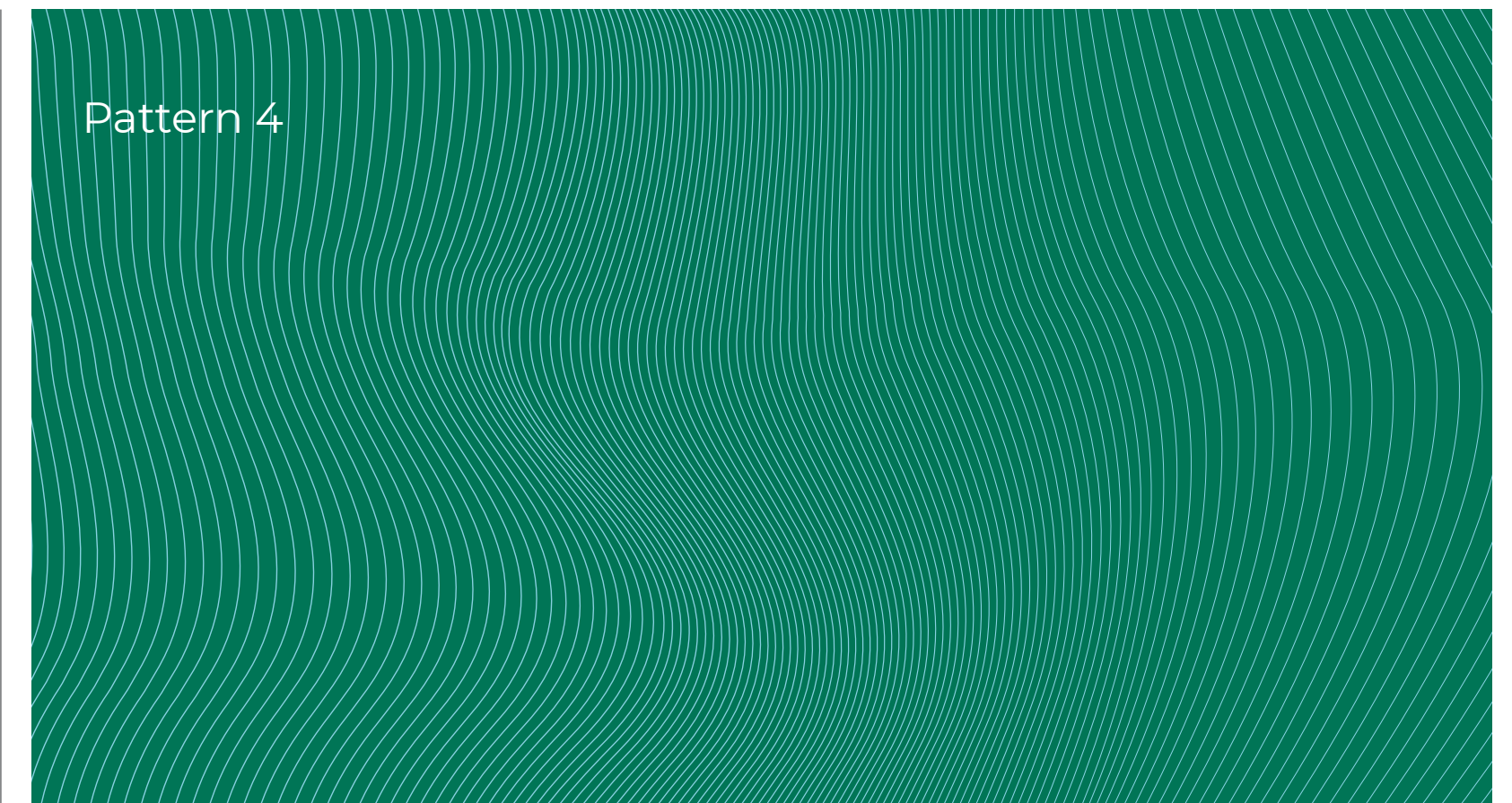
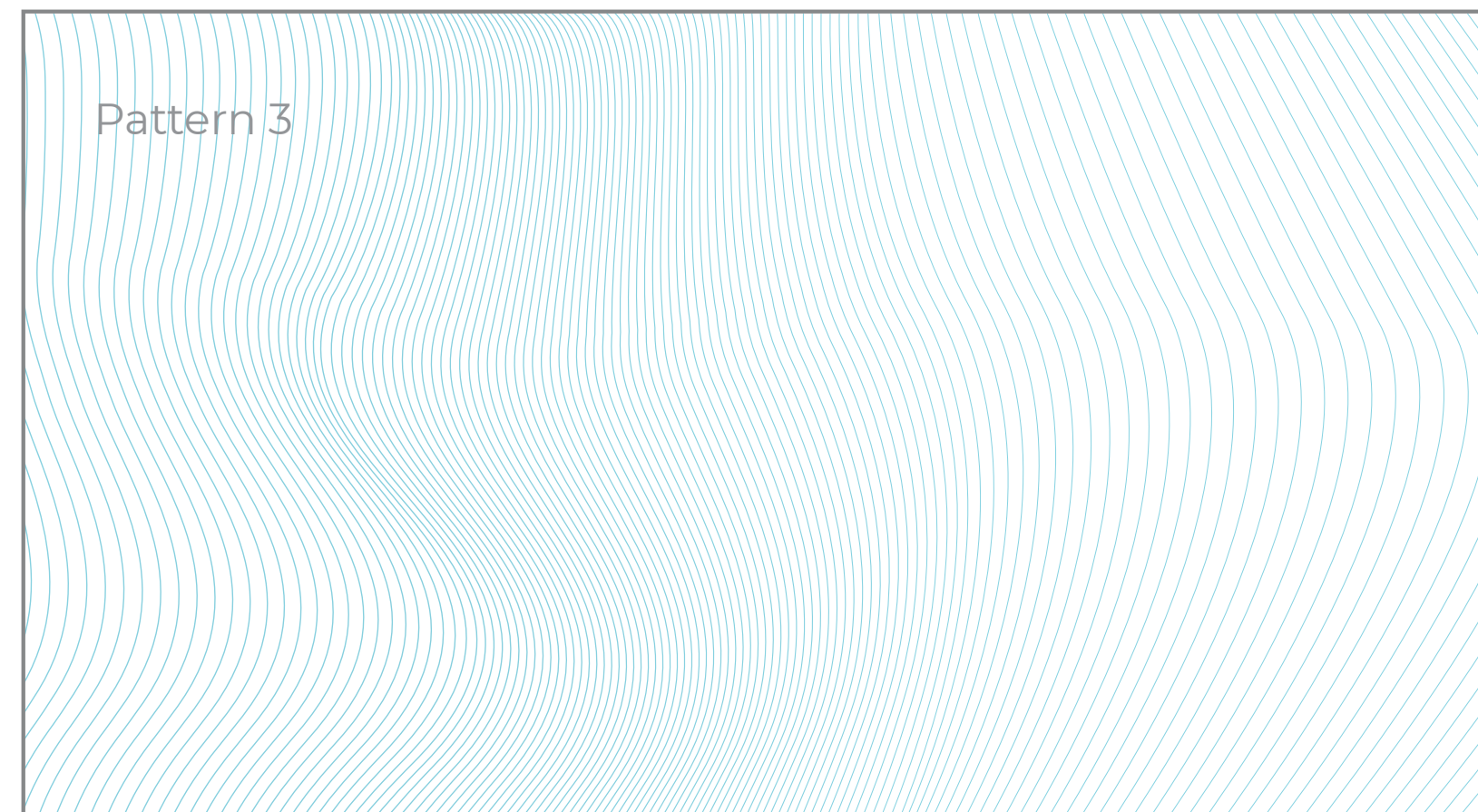
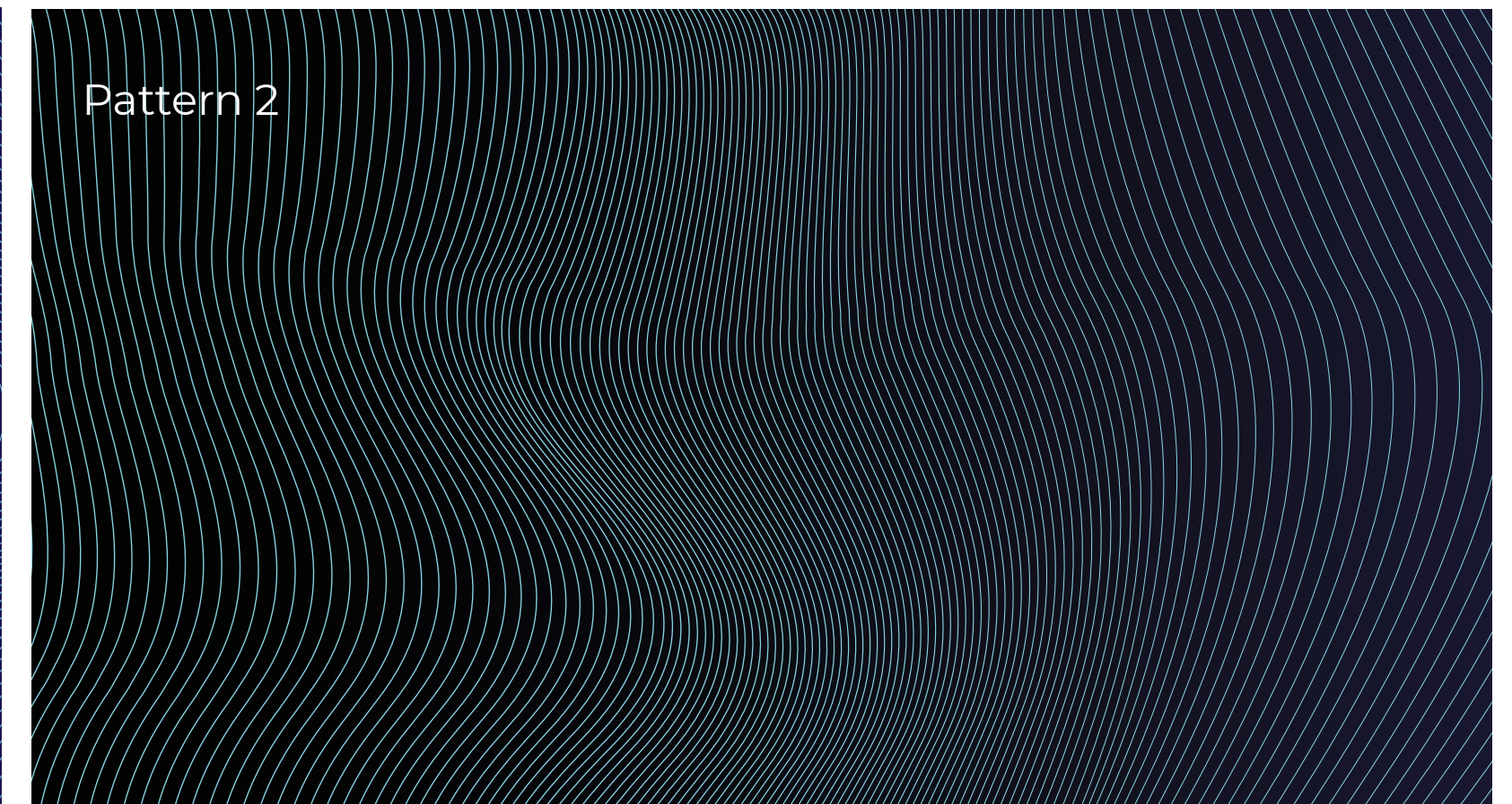
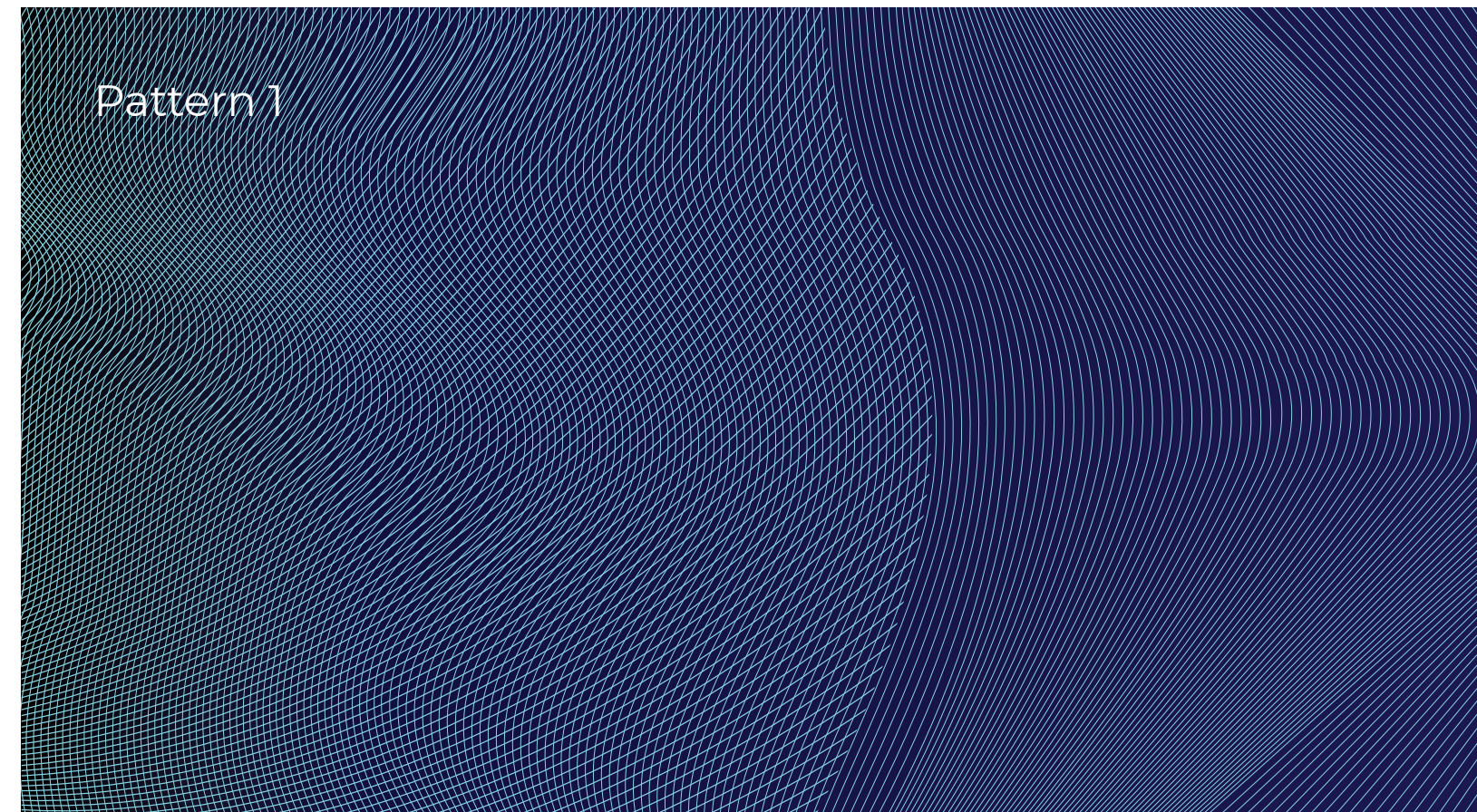
Triangles



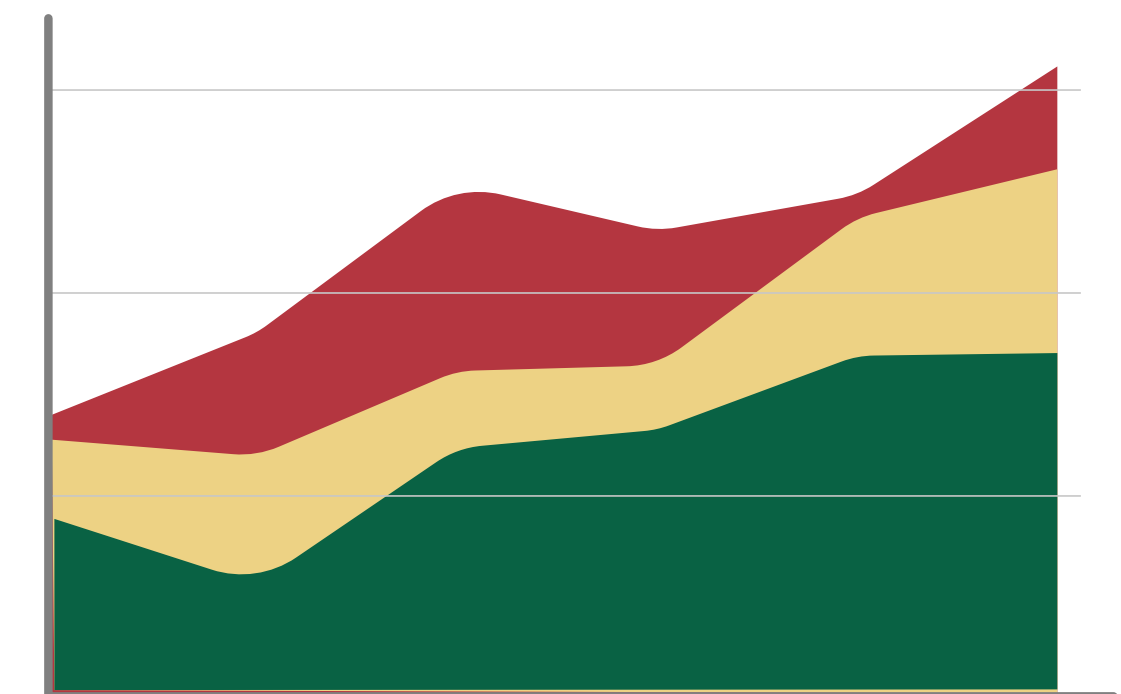
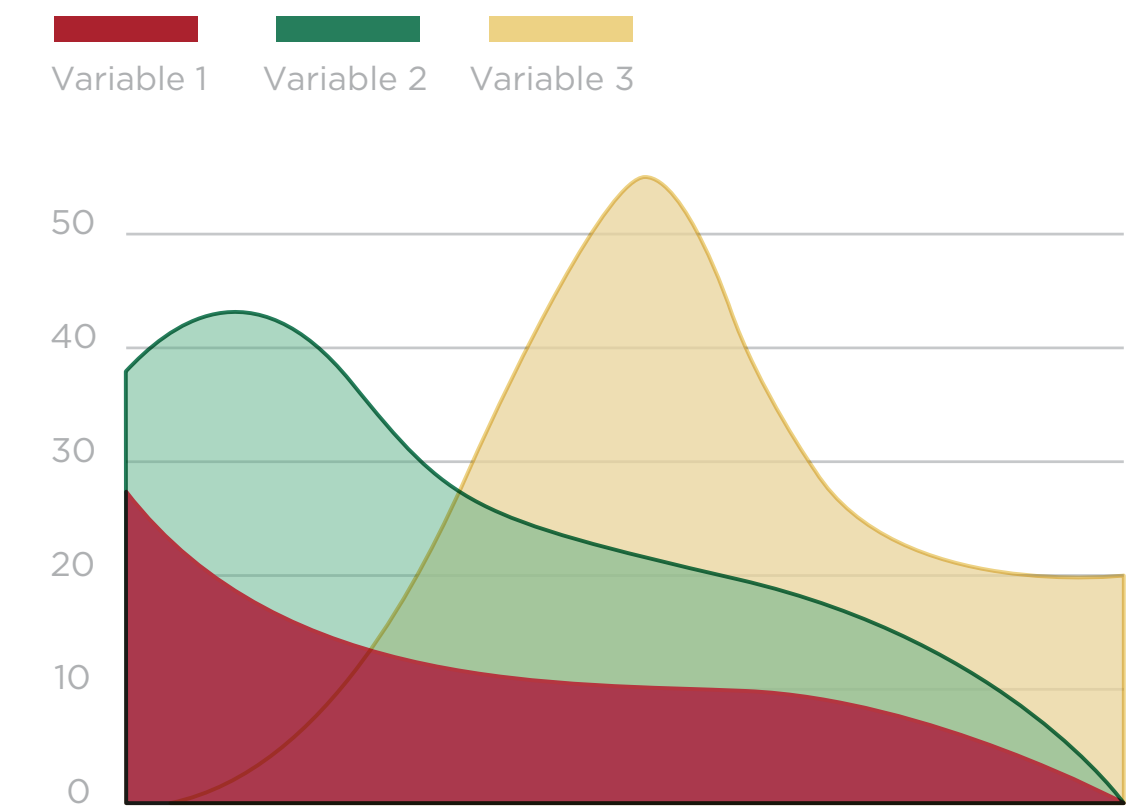
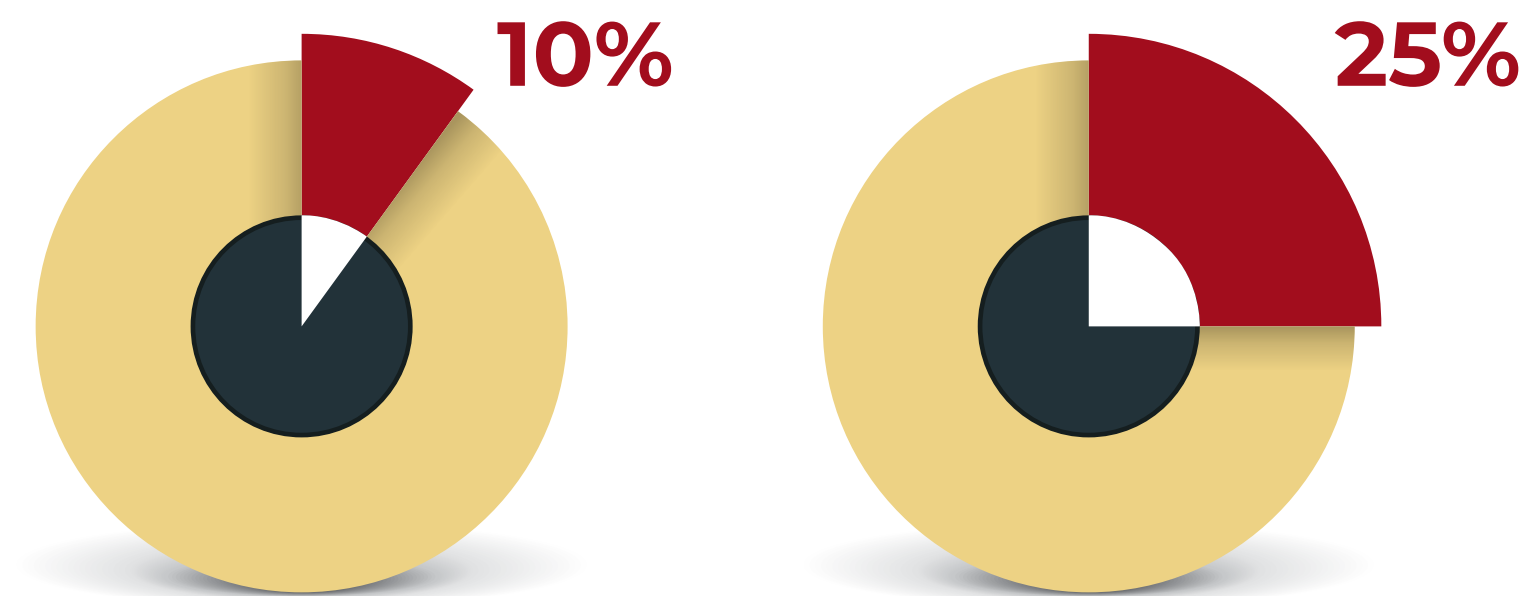
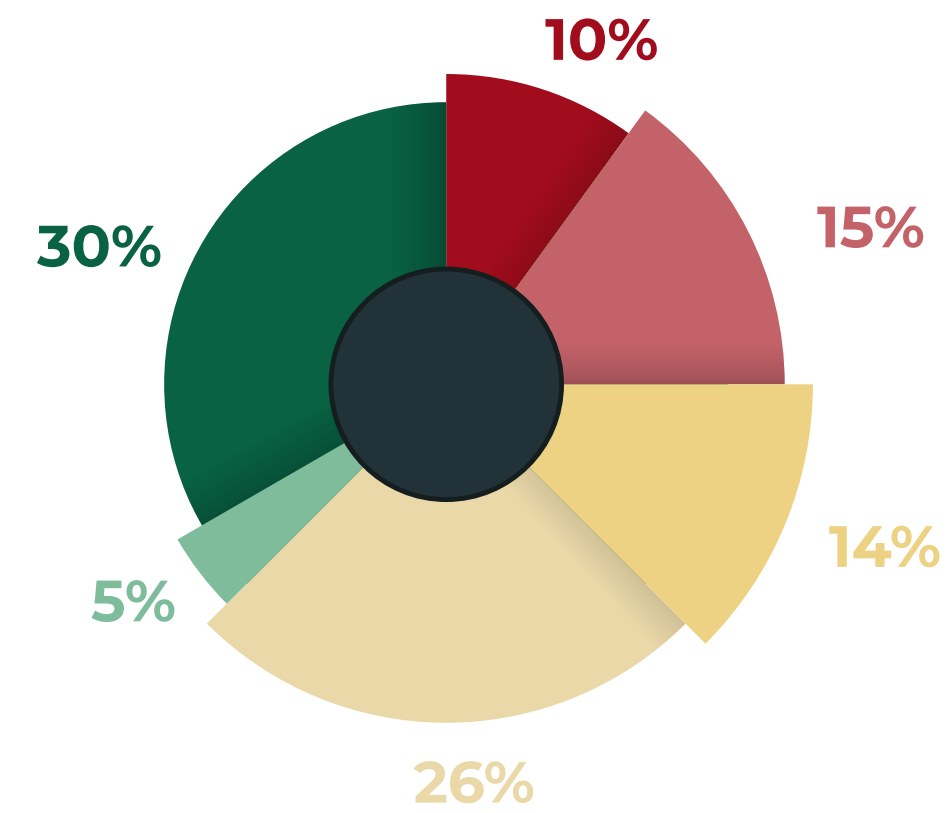
Visual Elements

Pattern

The pattern can be used as a background for interest.



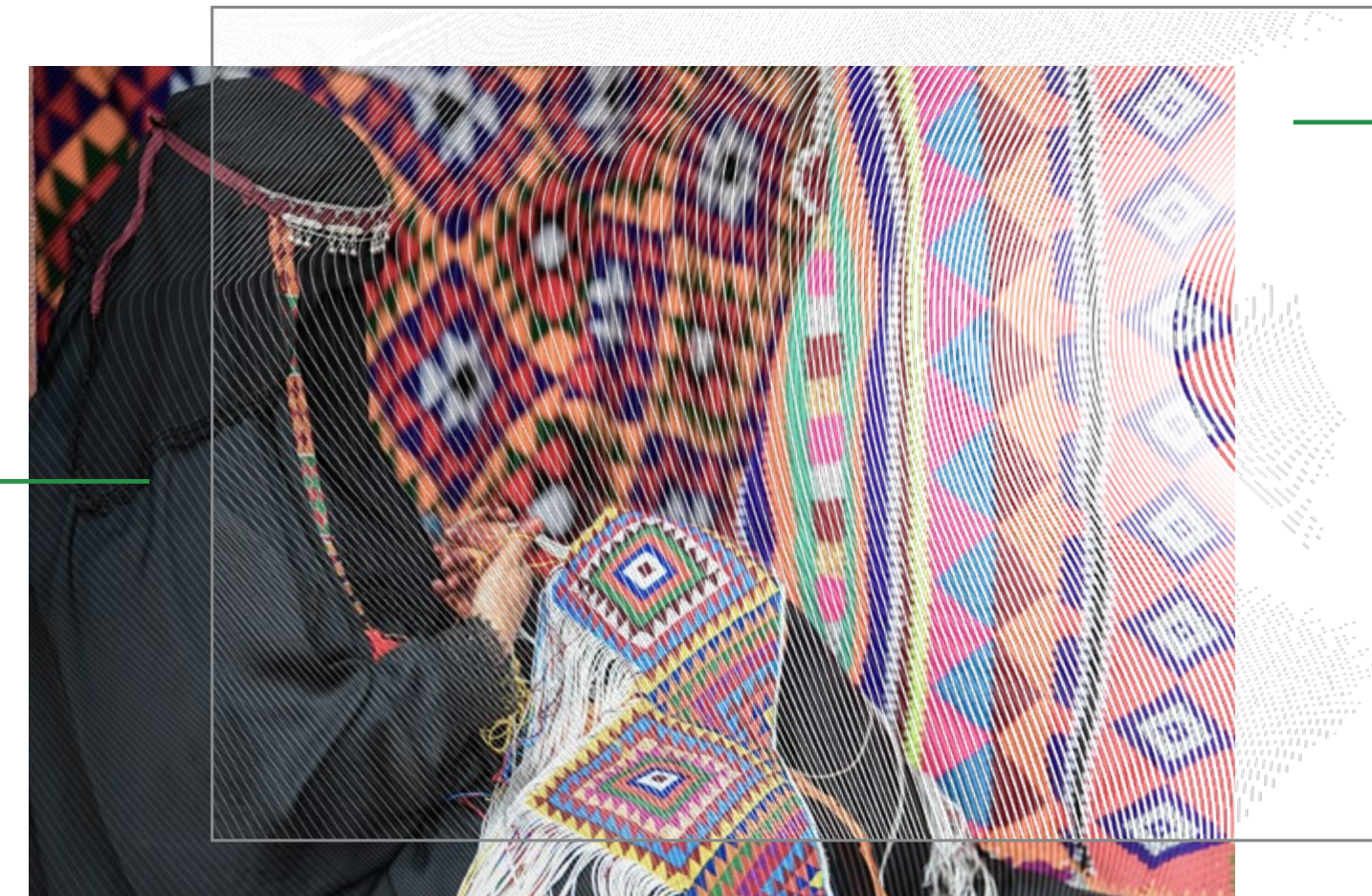
It is important that all data and statistics are clear, readable and consistent. This is achieved by following our typography and primary color palette.



G20

Photography

General Images



Pattern

Final Result



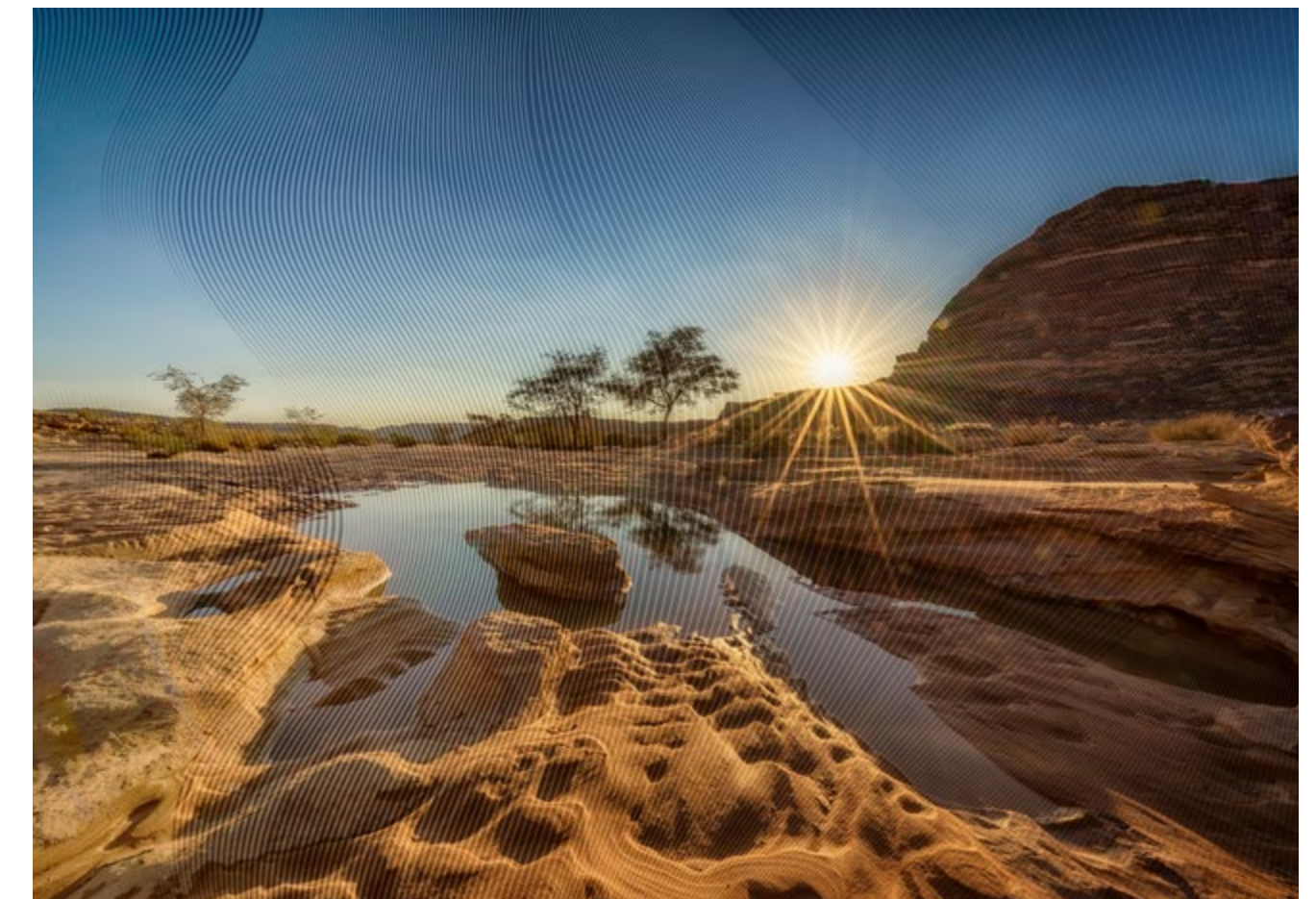
G20

Photography

Style

All images should support the key personality traits of the brand: Innovative, authoritative, straight forward, active, optimistic and Saudi.

** For access to G20's Image Library please contact: G20branding@saudisecretariat.gov.sa*



G20

Layout

G20

Layout

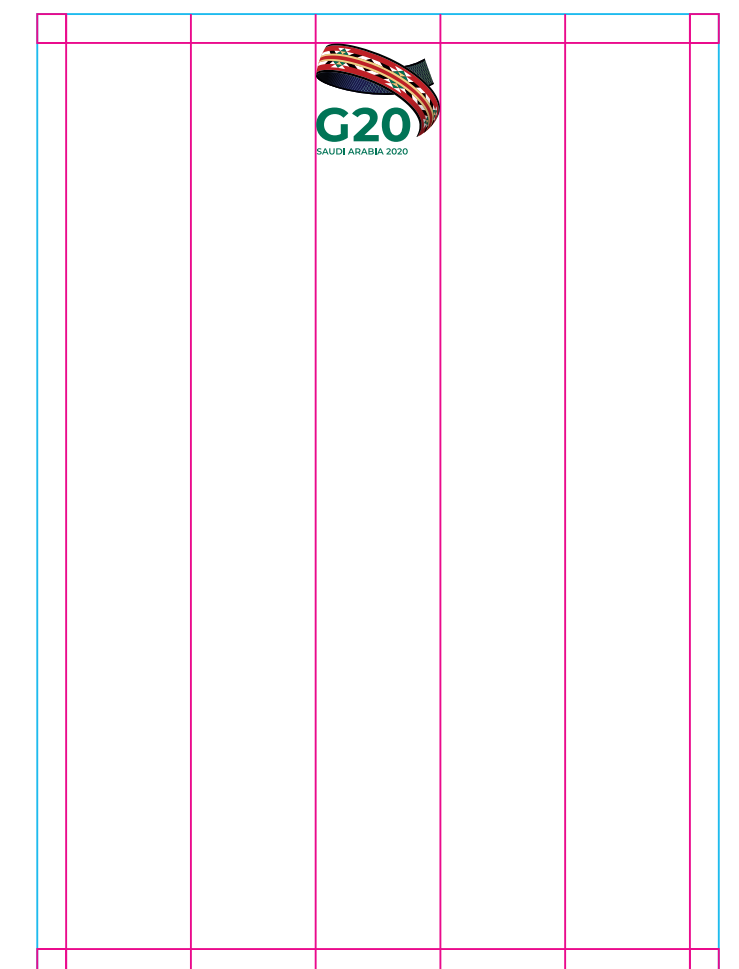
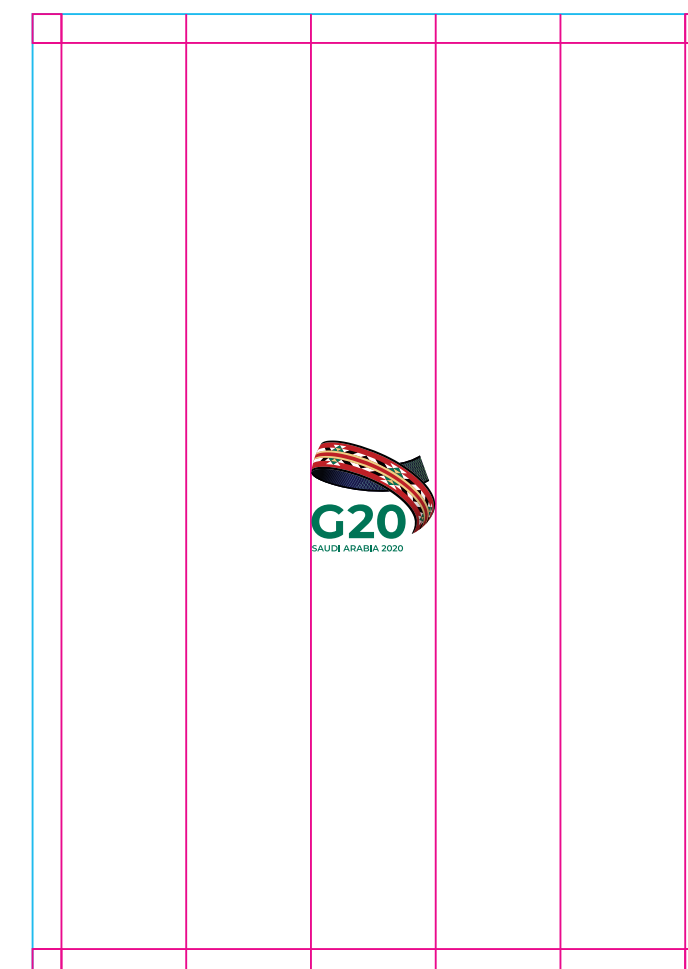
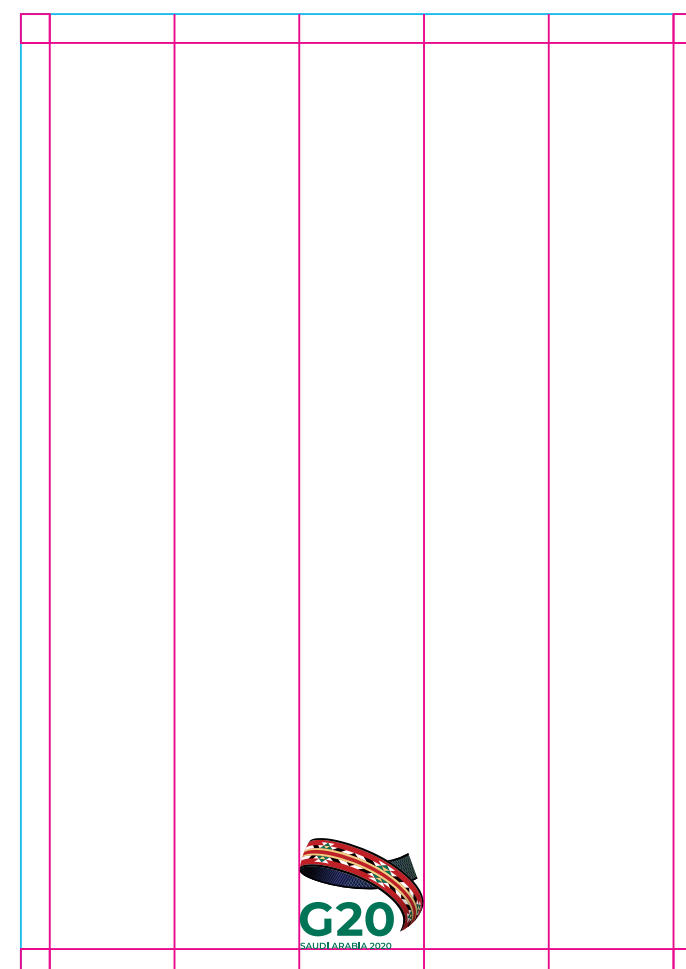
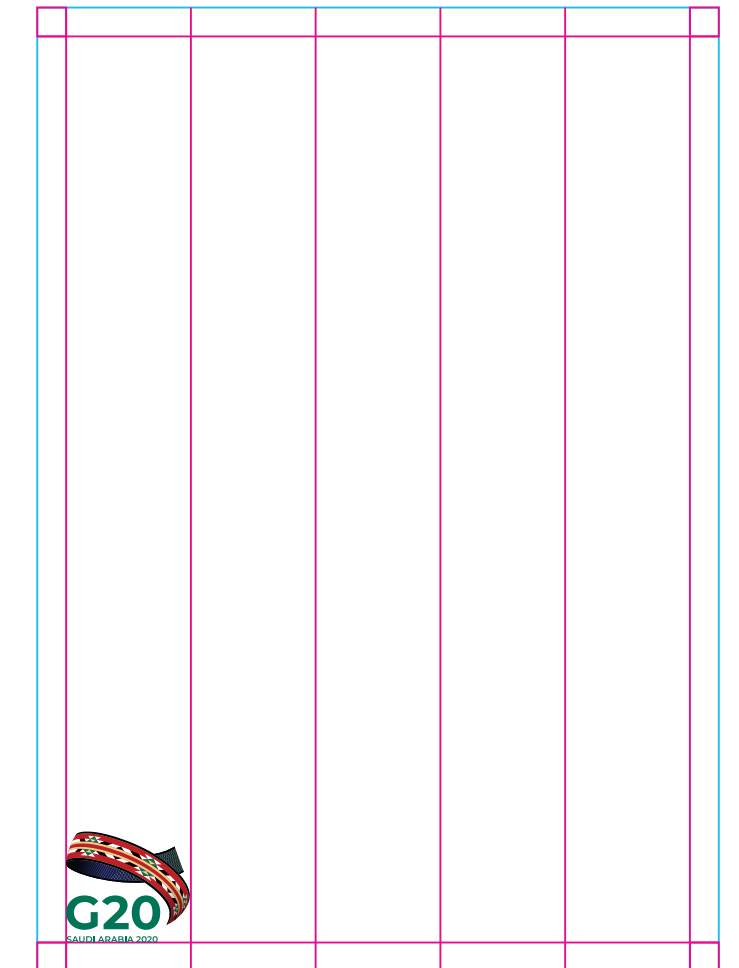
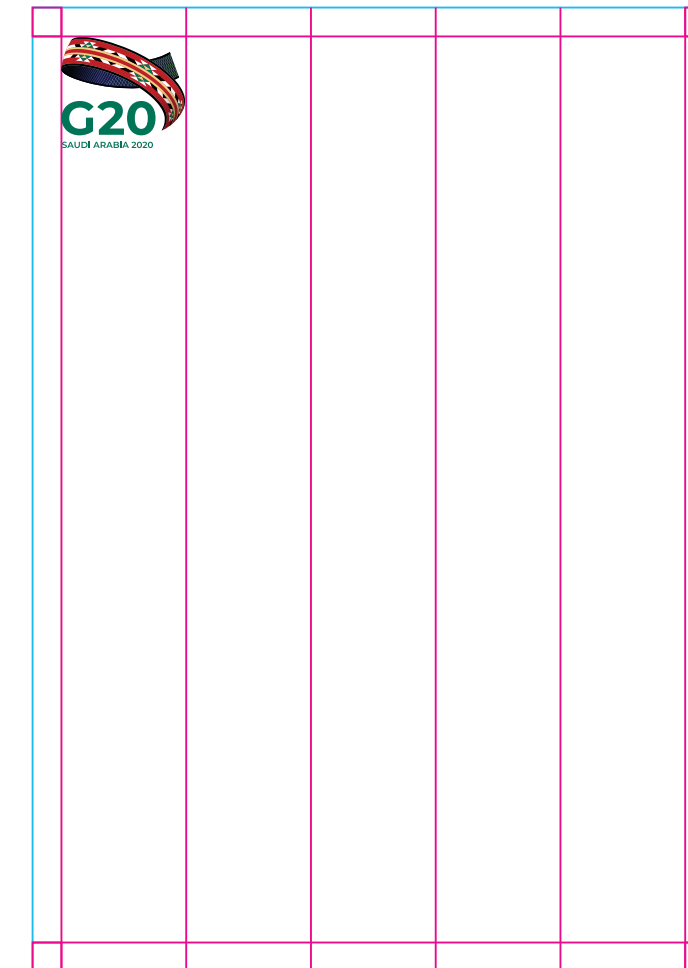


G20

Layout

Placement

On a standard format, the G20 logo should primarily be placed at the left top or bottom corner of the page. In some circumstances, the logo can be centred top or bottom.



G20

Layout

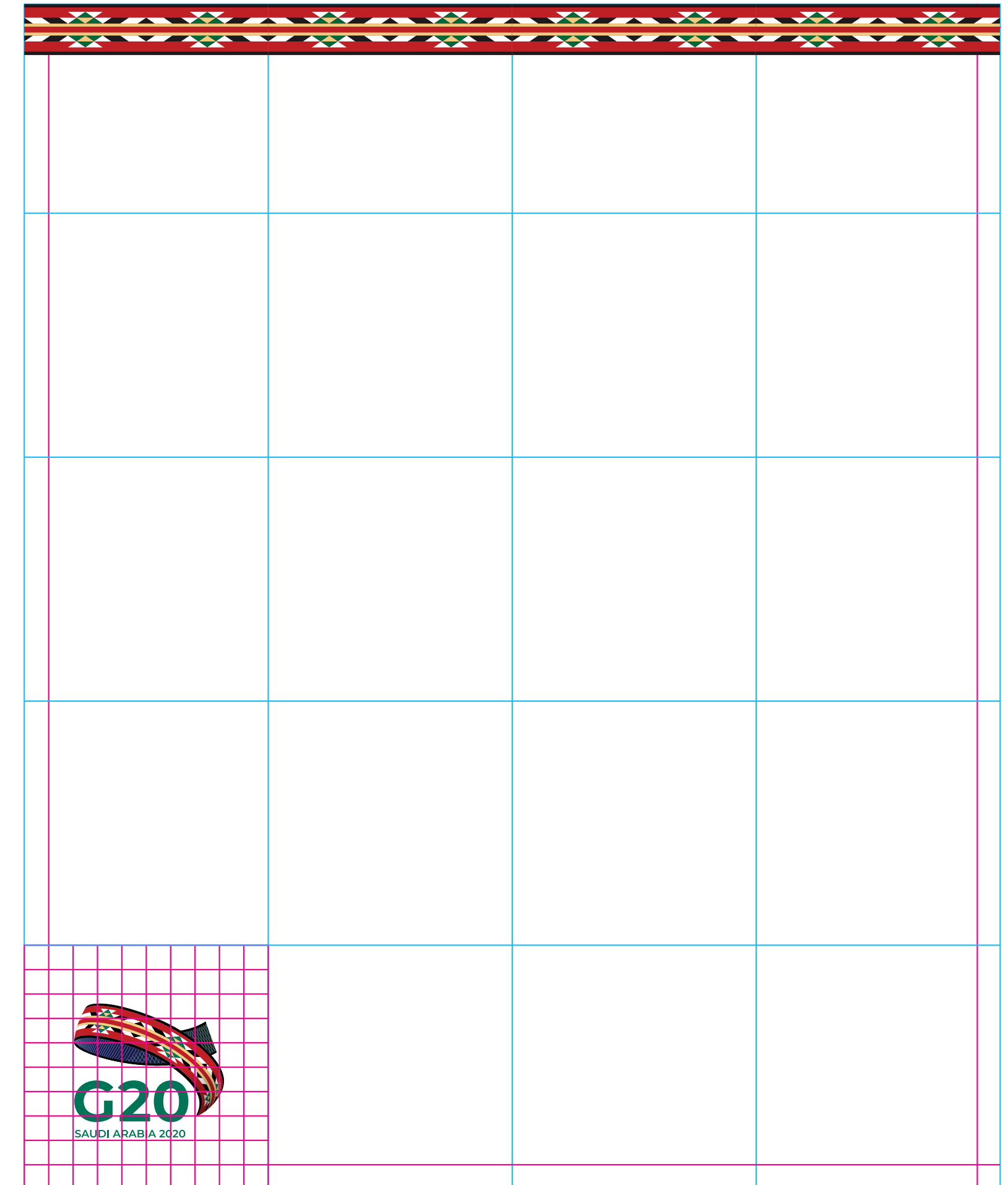
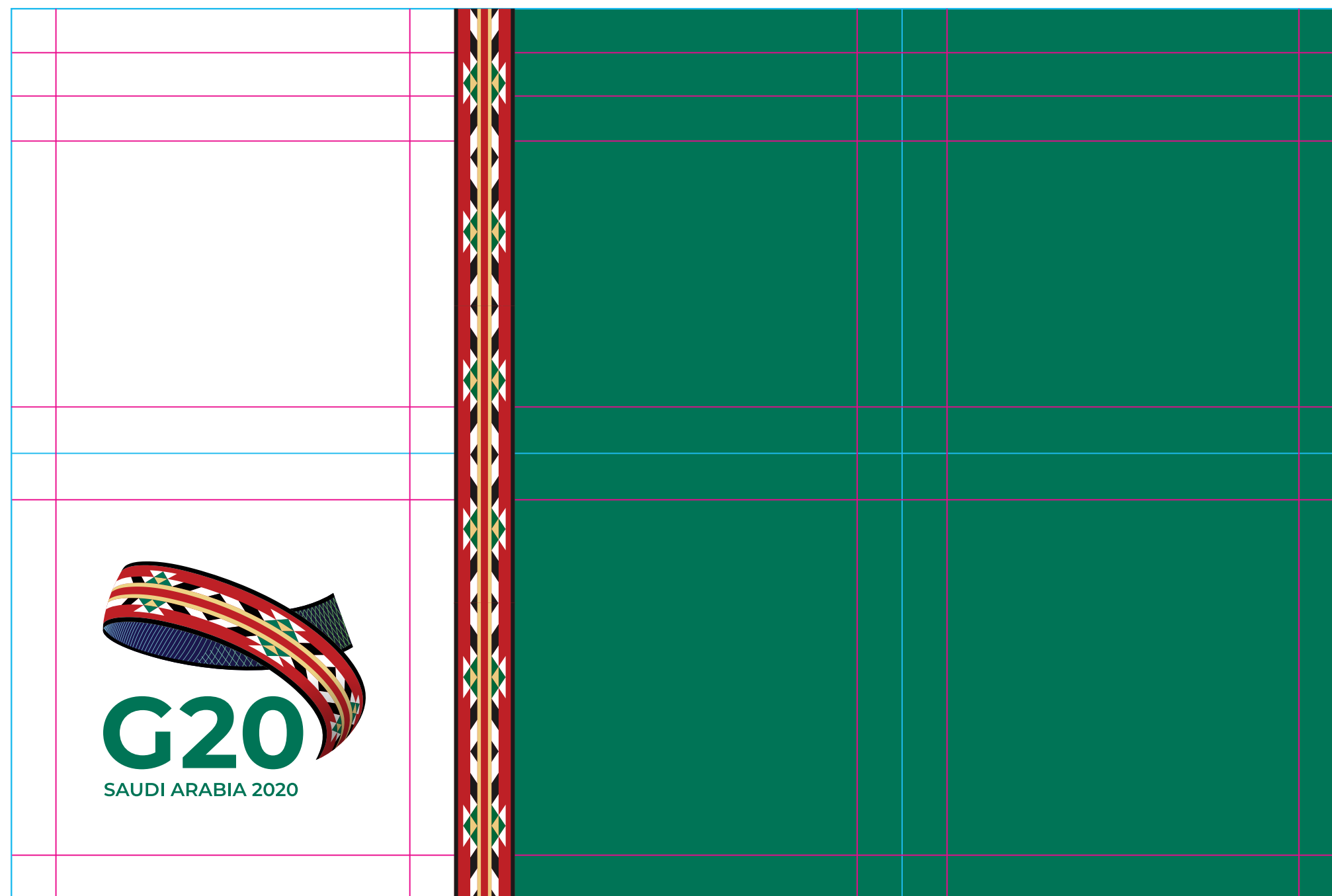
Placement



G20

Layout

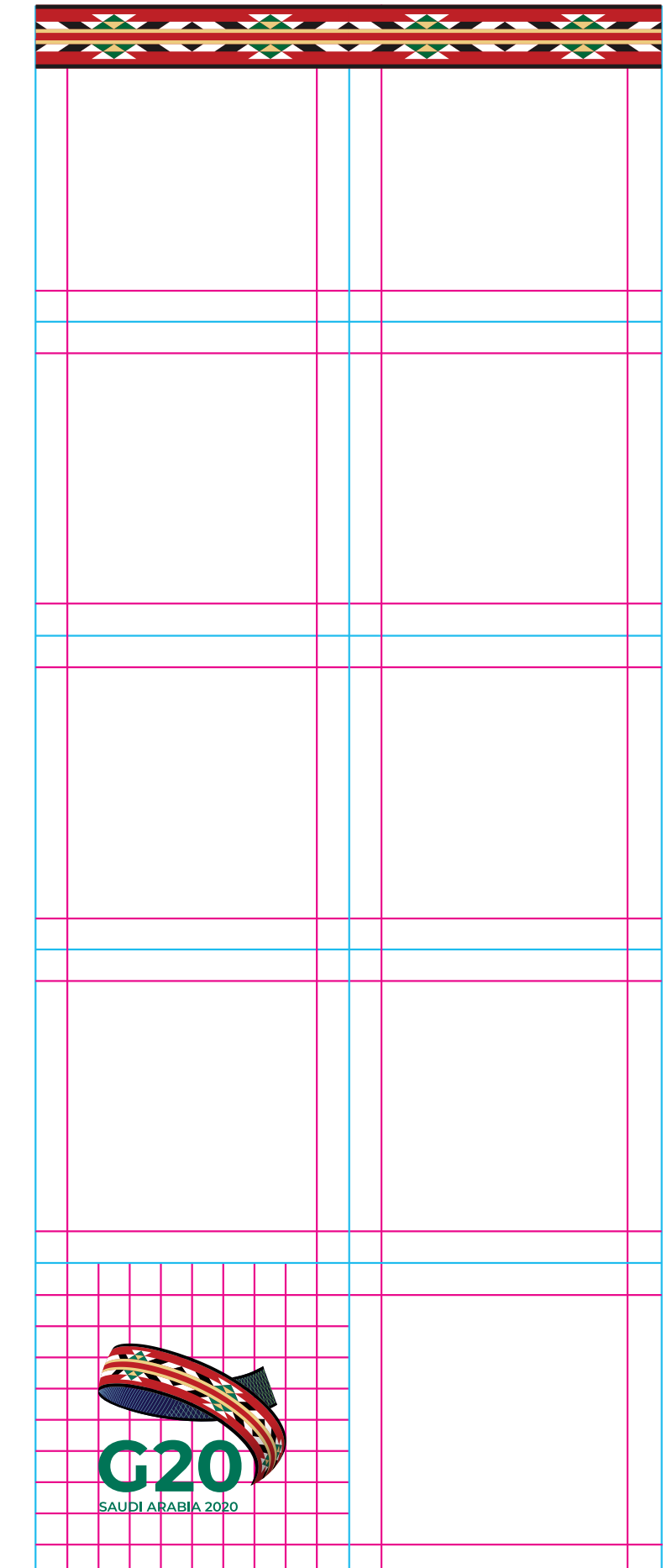
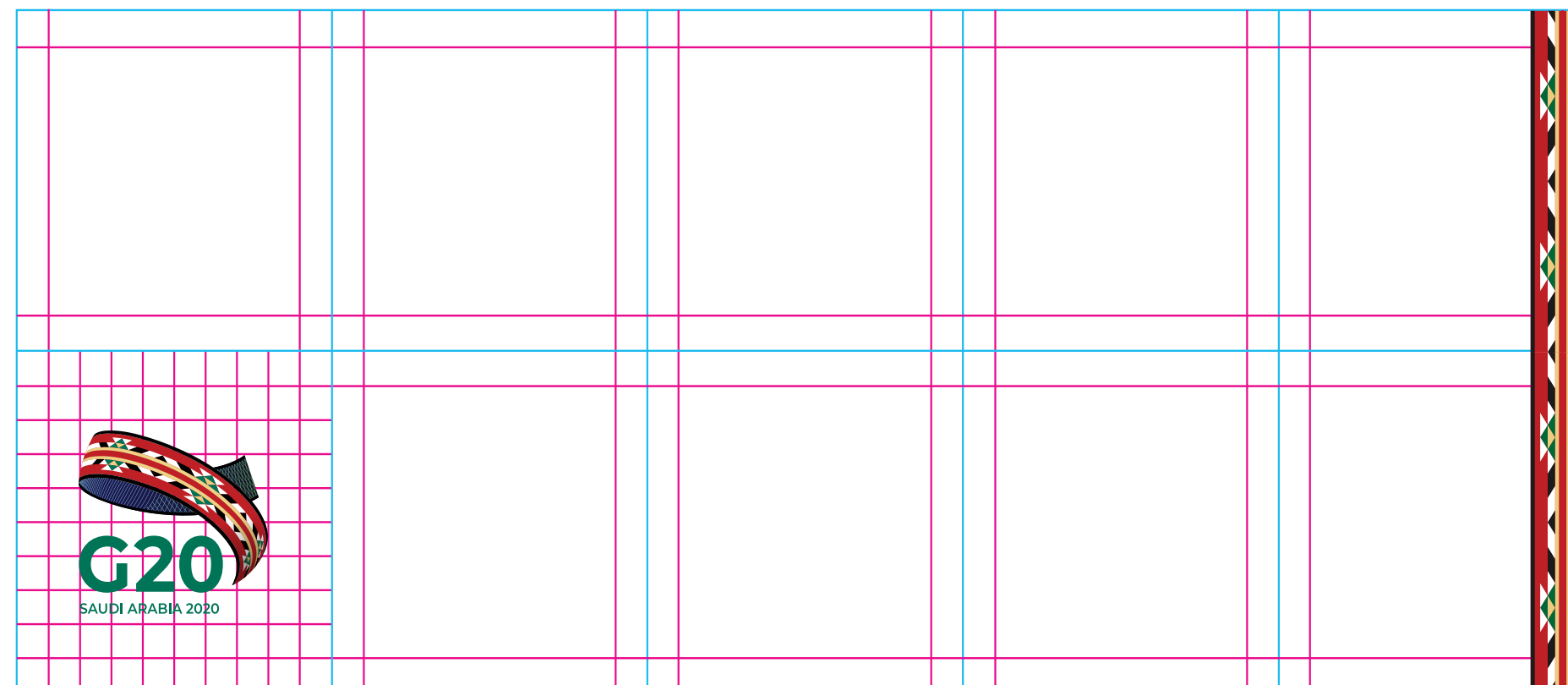
Grid System



G20

Layout

Banner



G20

Layout

Stationary

Business card



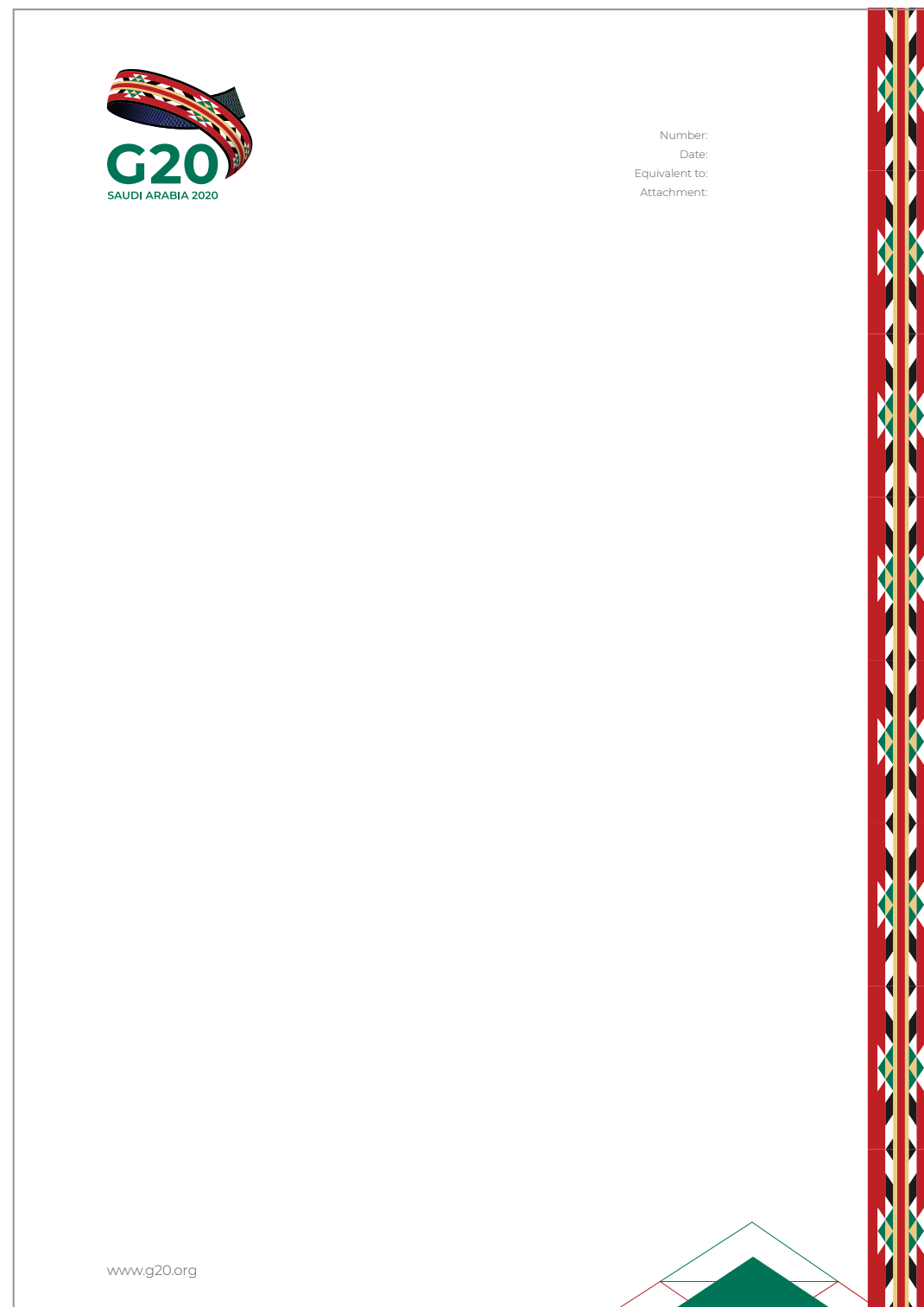
G20

Layout

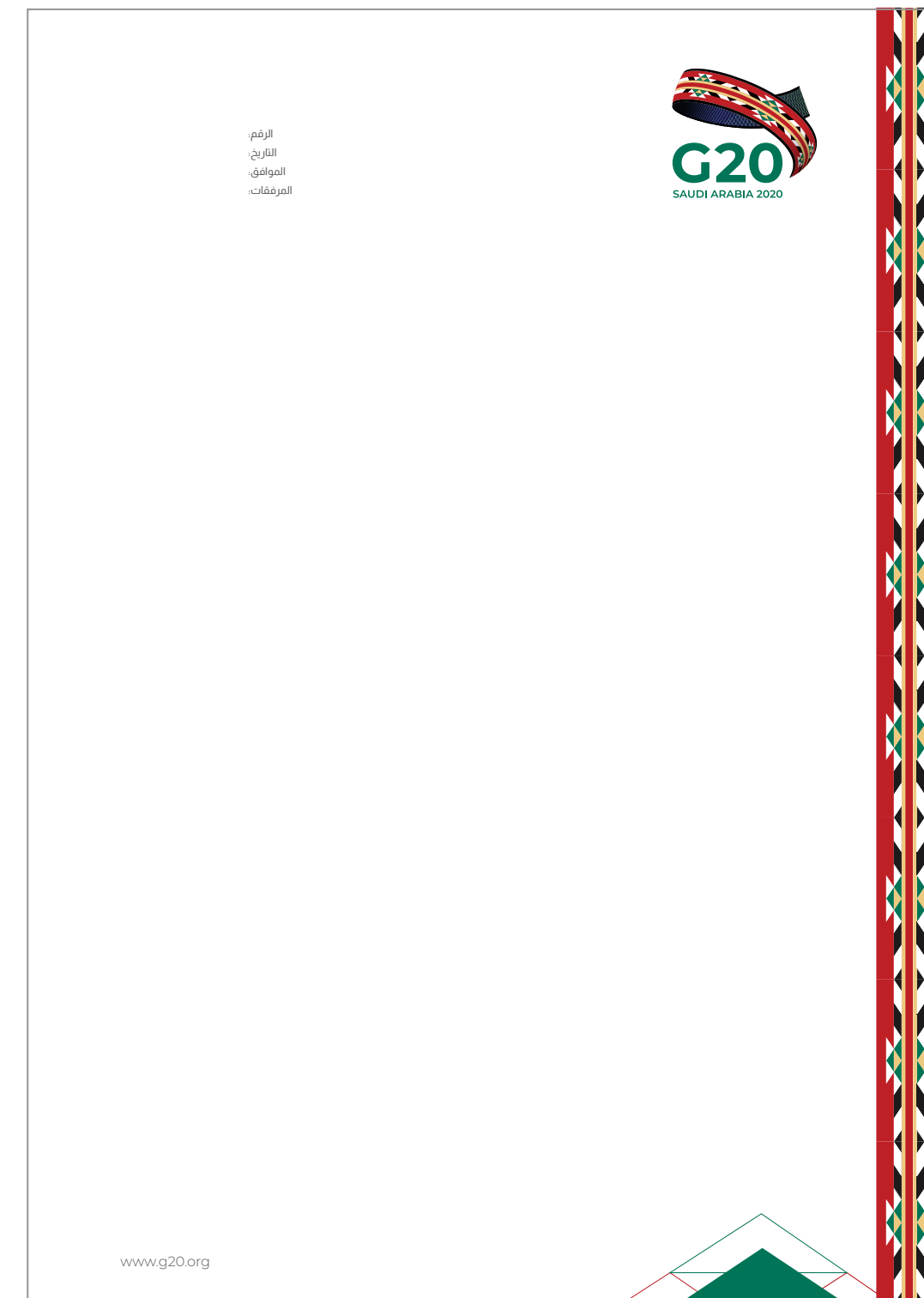
Stationary

Letterhead

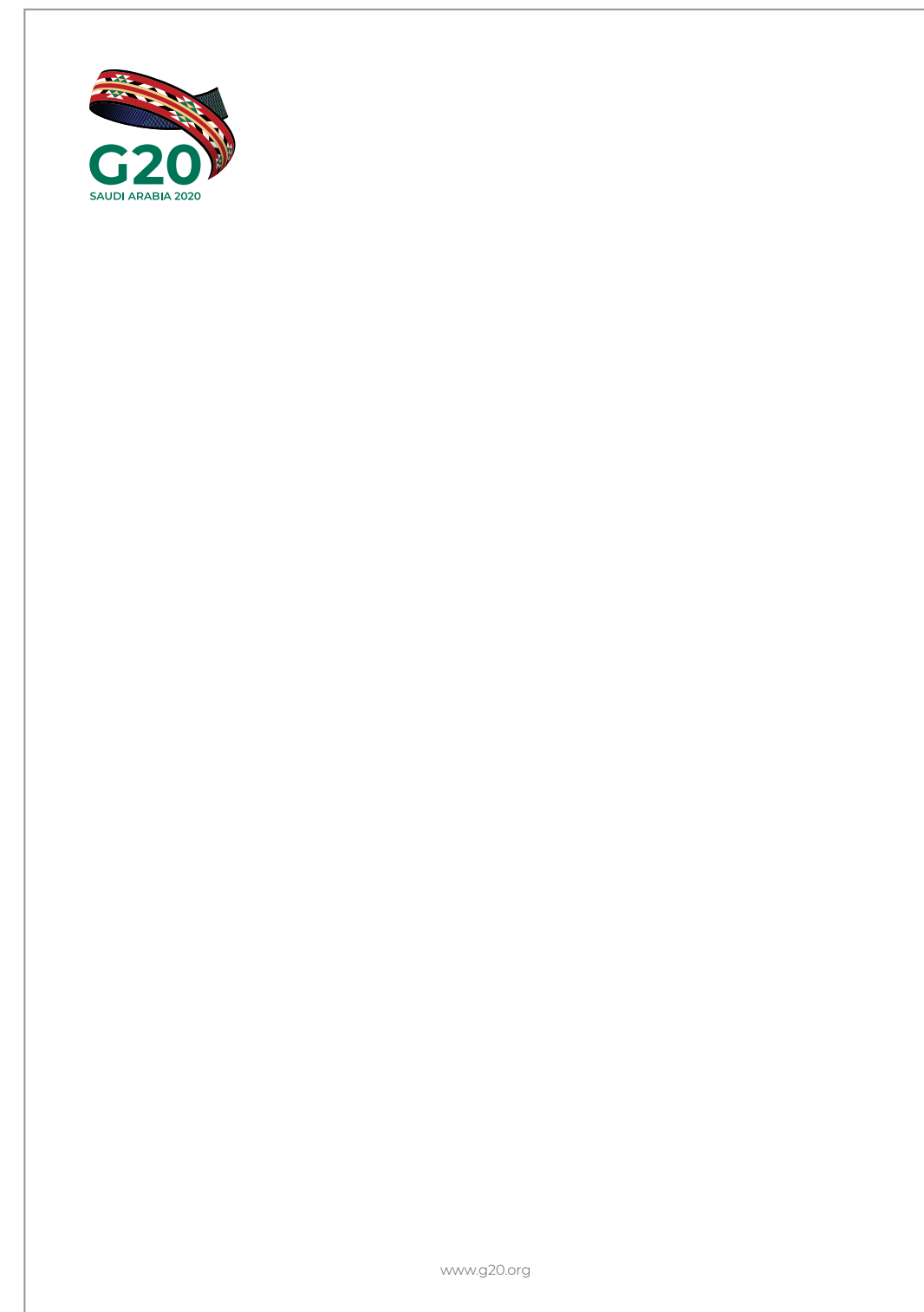
English



Arabic



Secondary page - English



Secondary page - Arabic



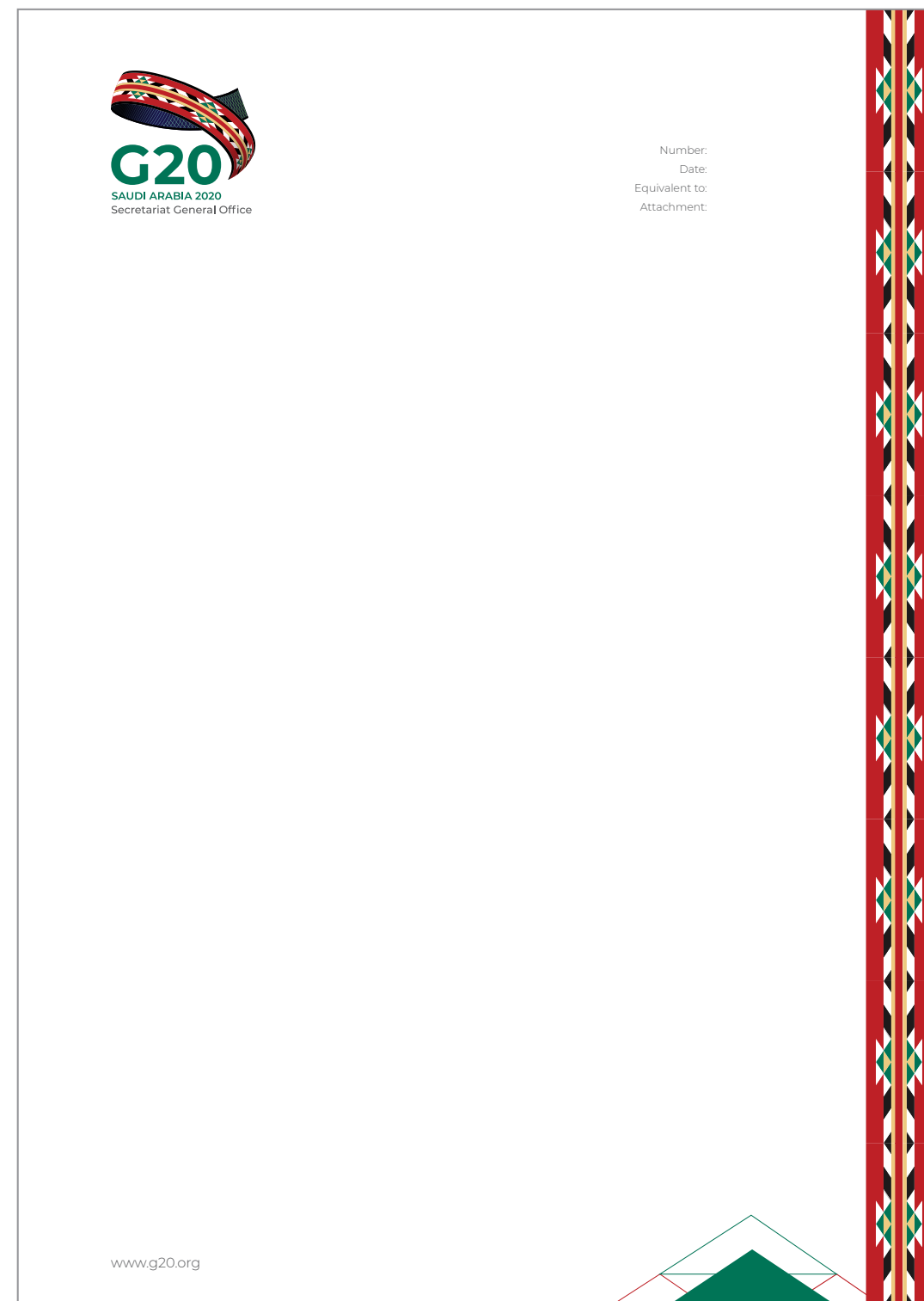
G20

Layout

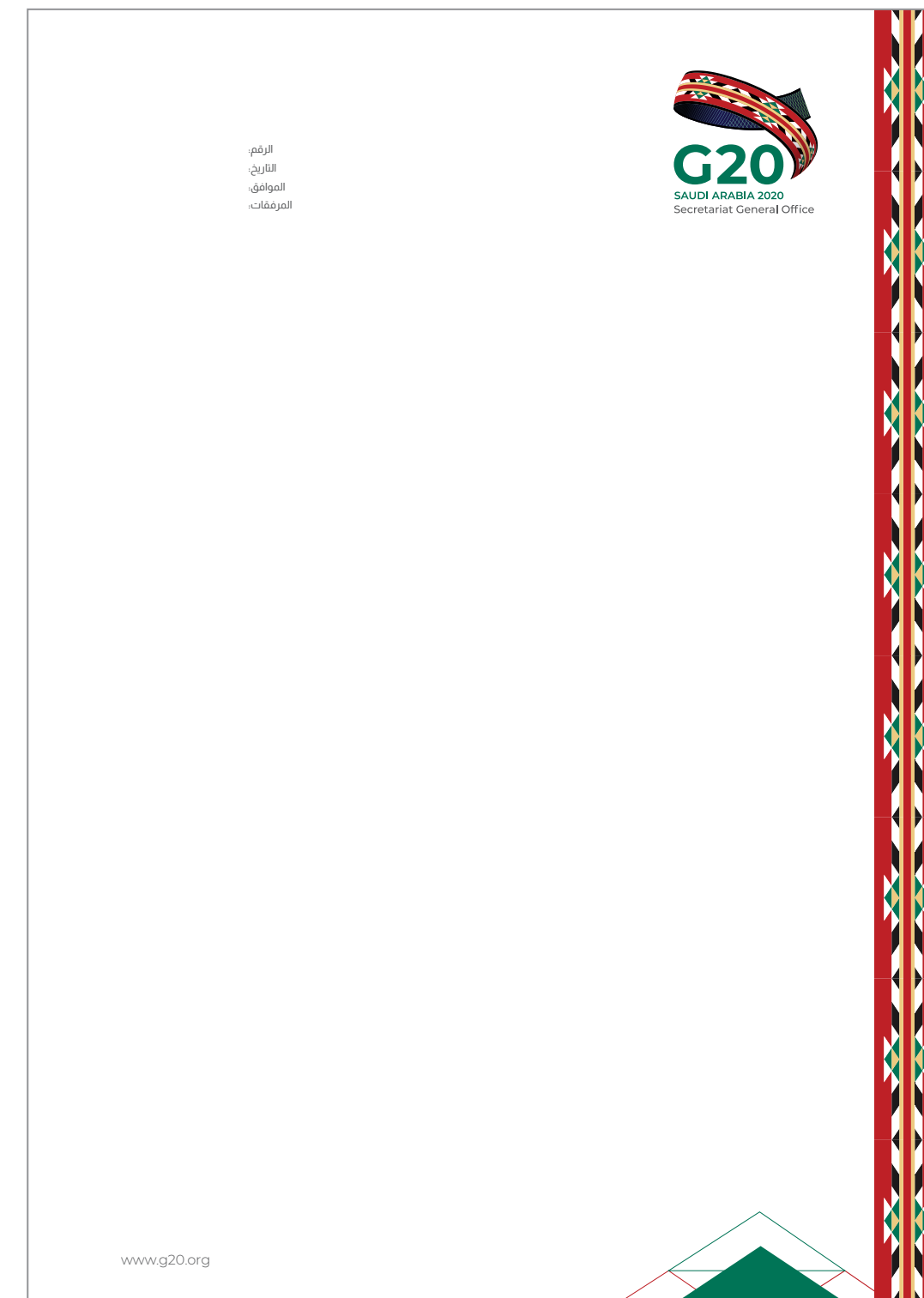
Stationary

Letterhead - Secretariat General Office

English



Arabic



Secondary page - English



Secondary page - Arabic



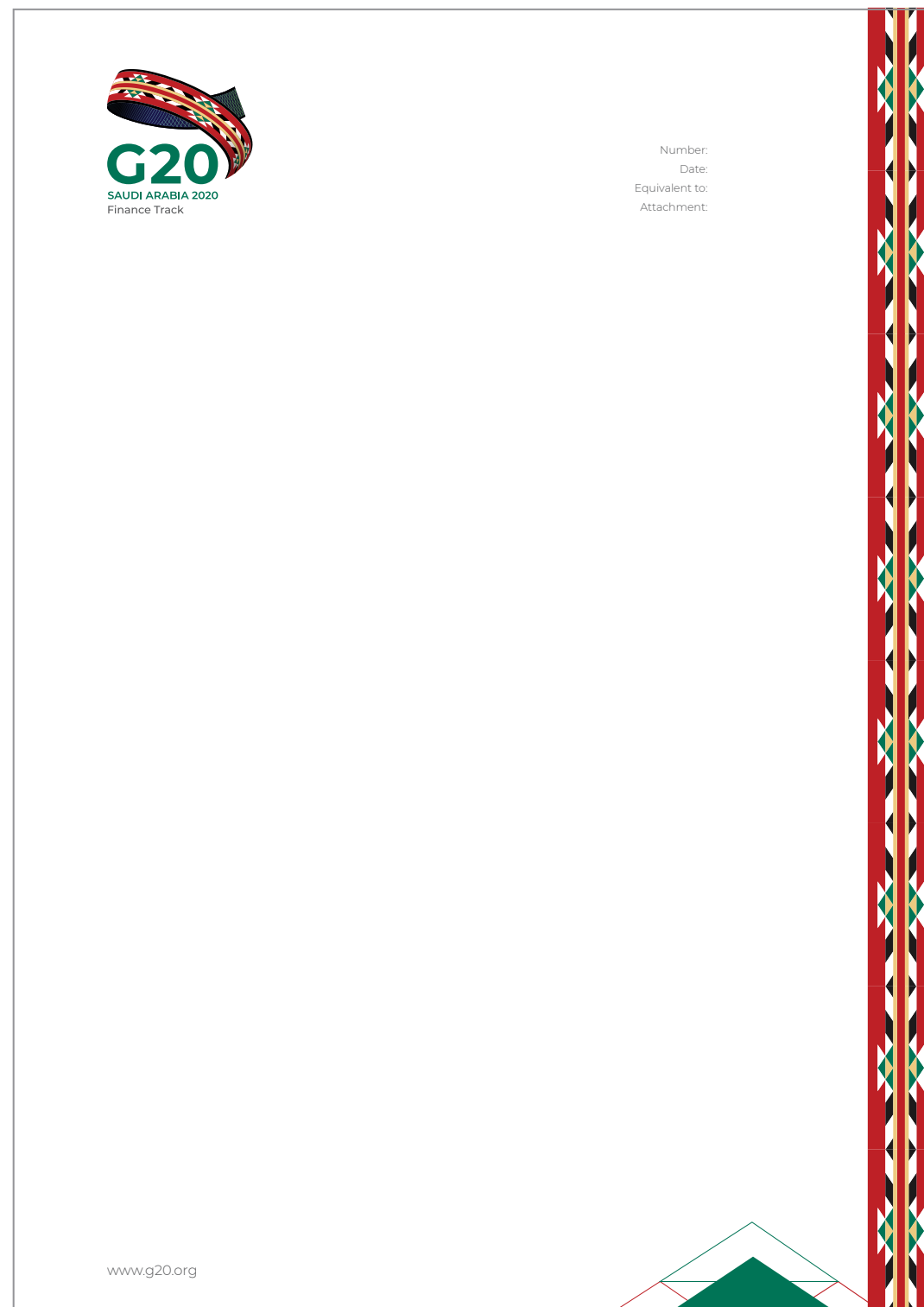
G20

Layout

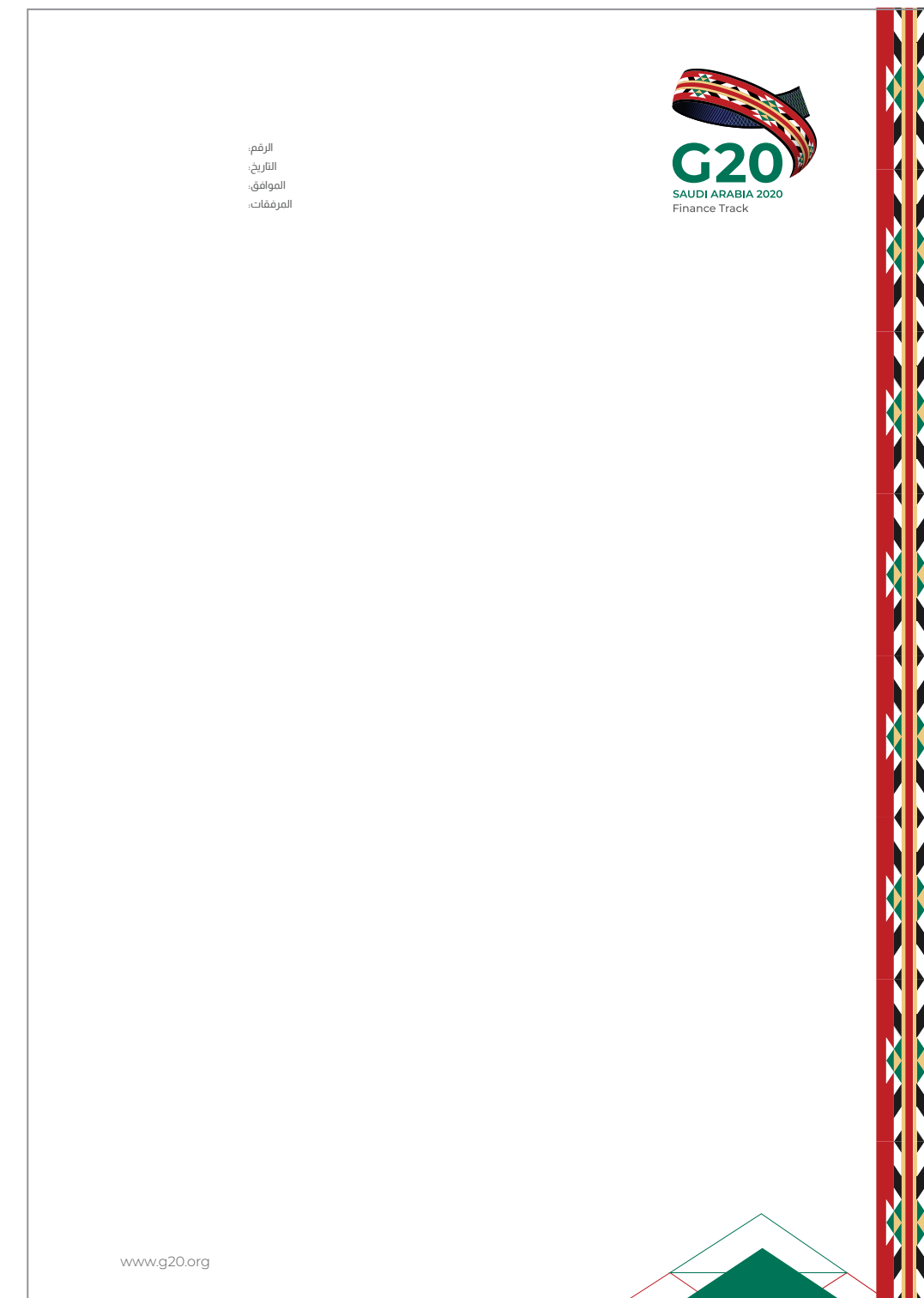
Stationary

Letterhead - Finance Track

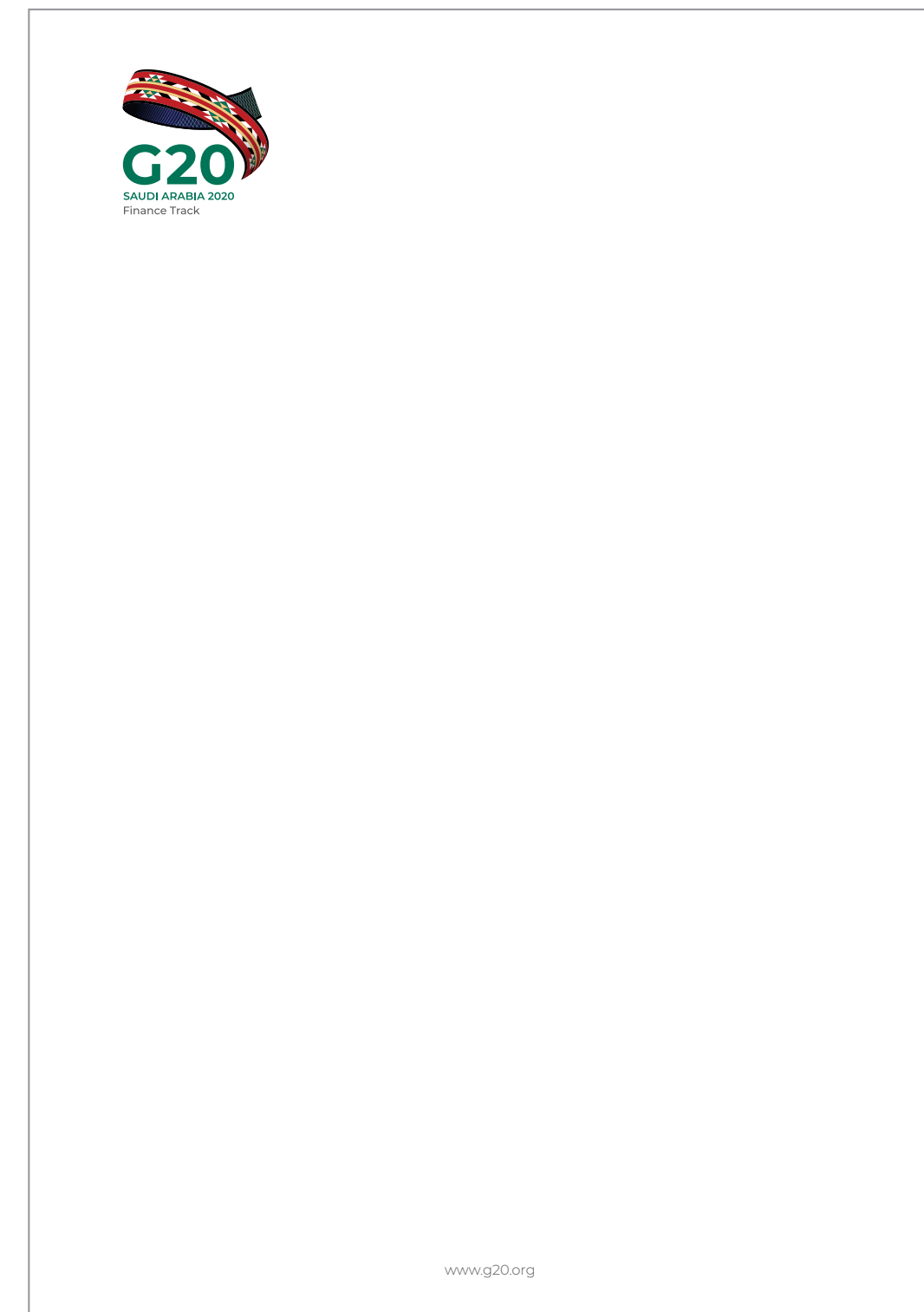
English



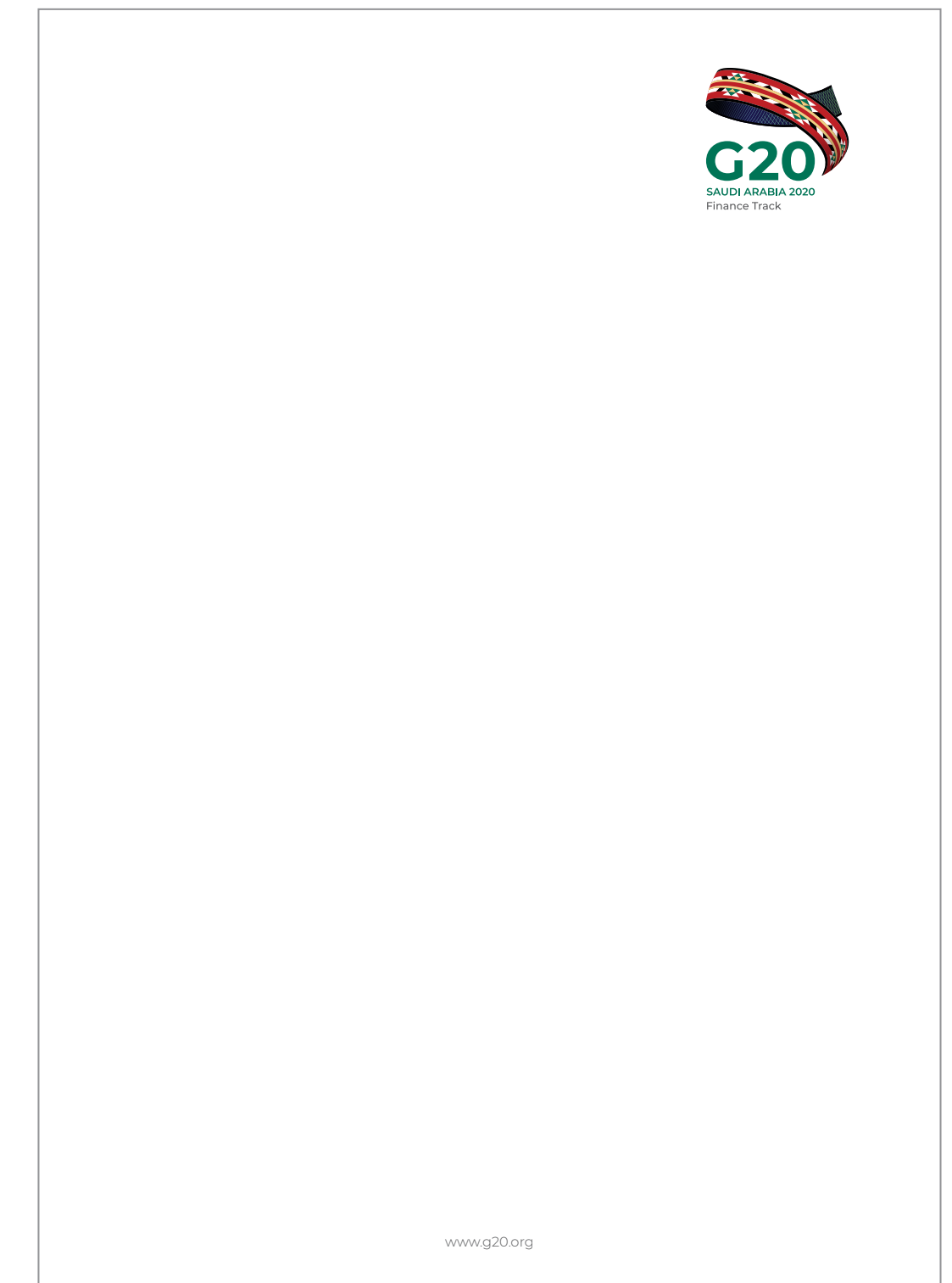
Arabic



Secondary page - English



Secondary page - Arabic



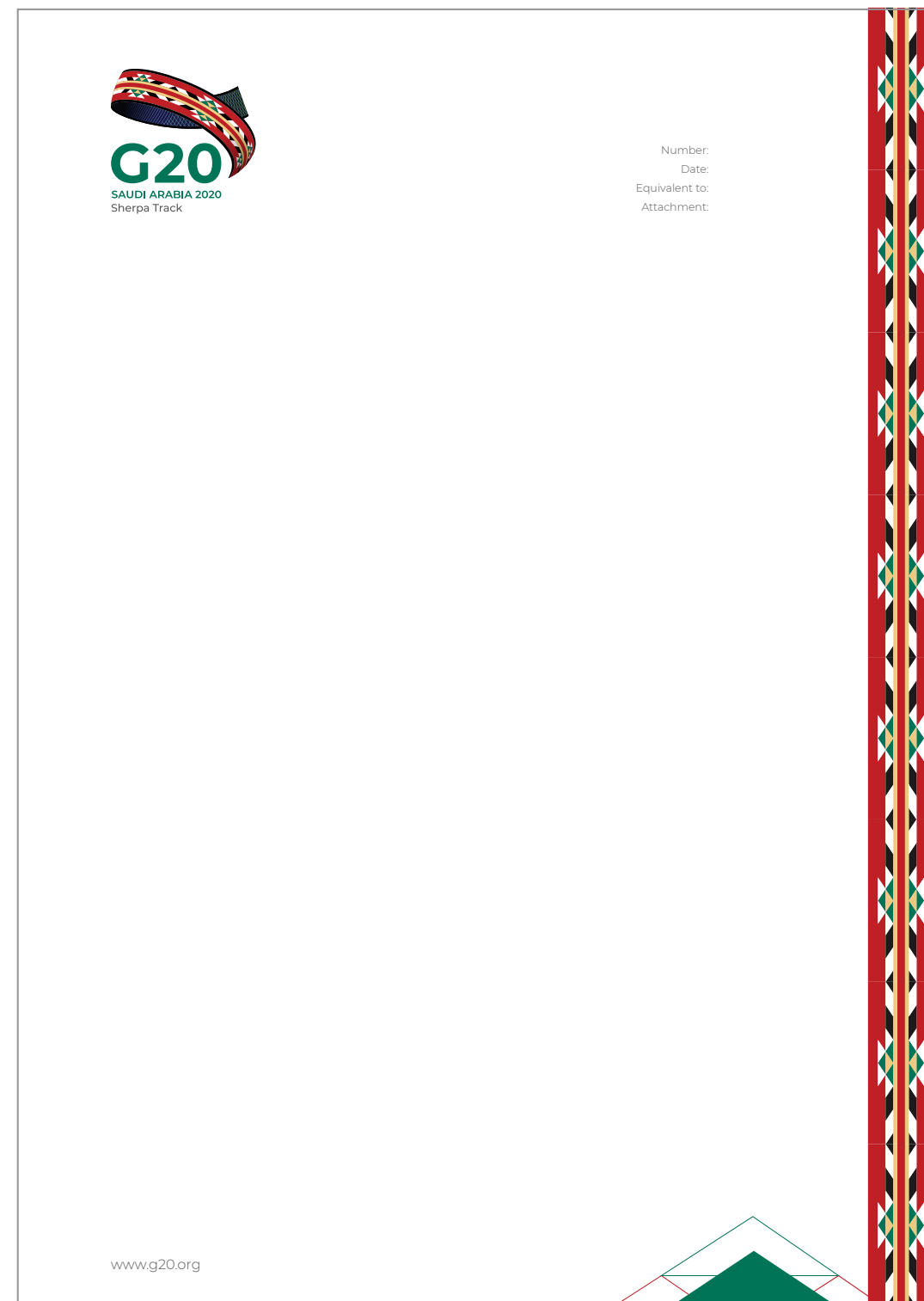
G20

Layout

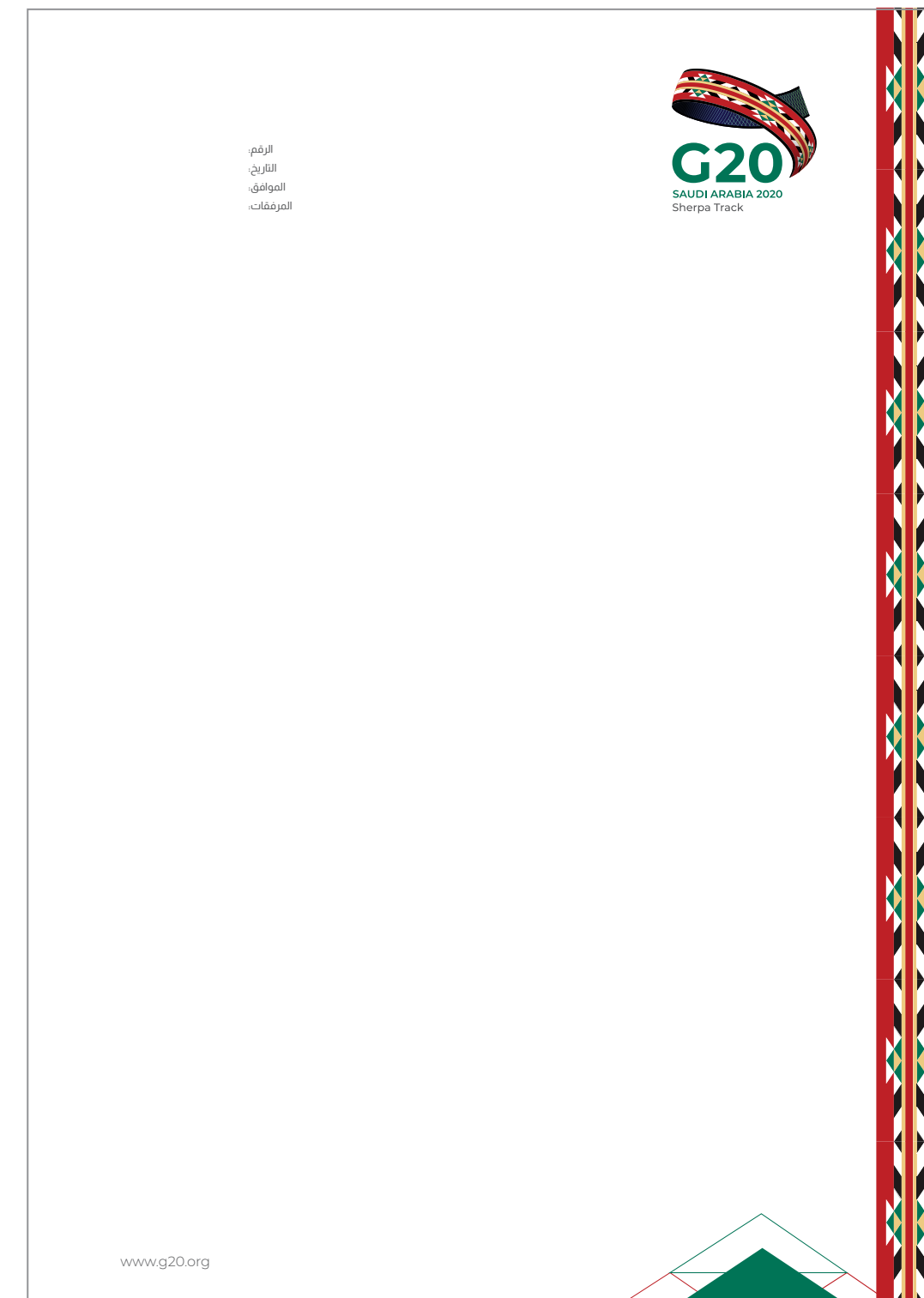
Stationary

Letterhead - Sherpa Track

English



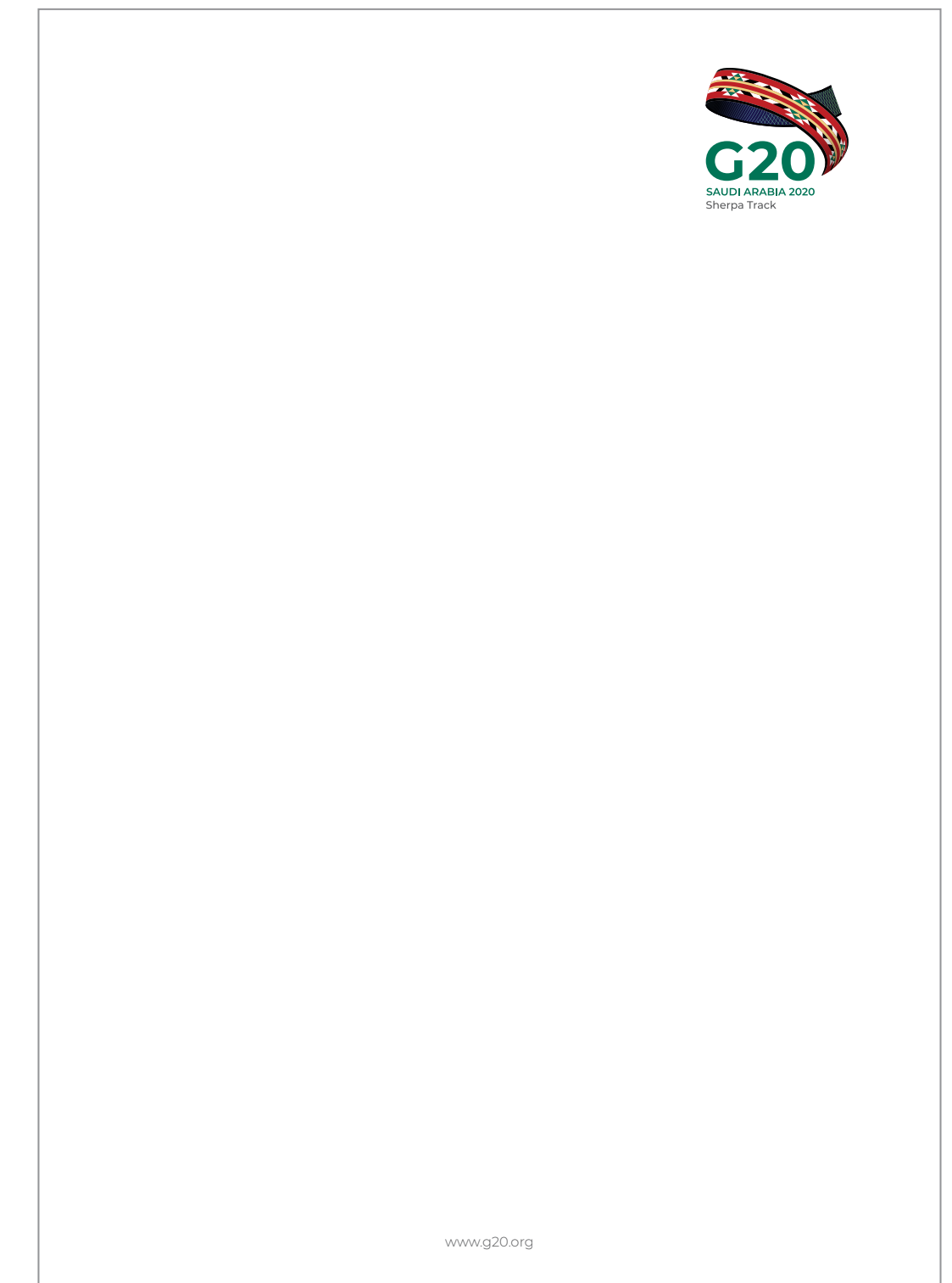
Arabic



Secondary page - English



Secondary page - Arabic



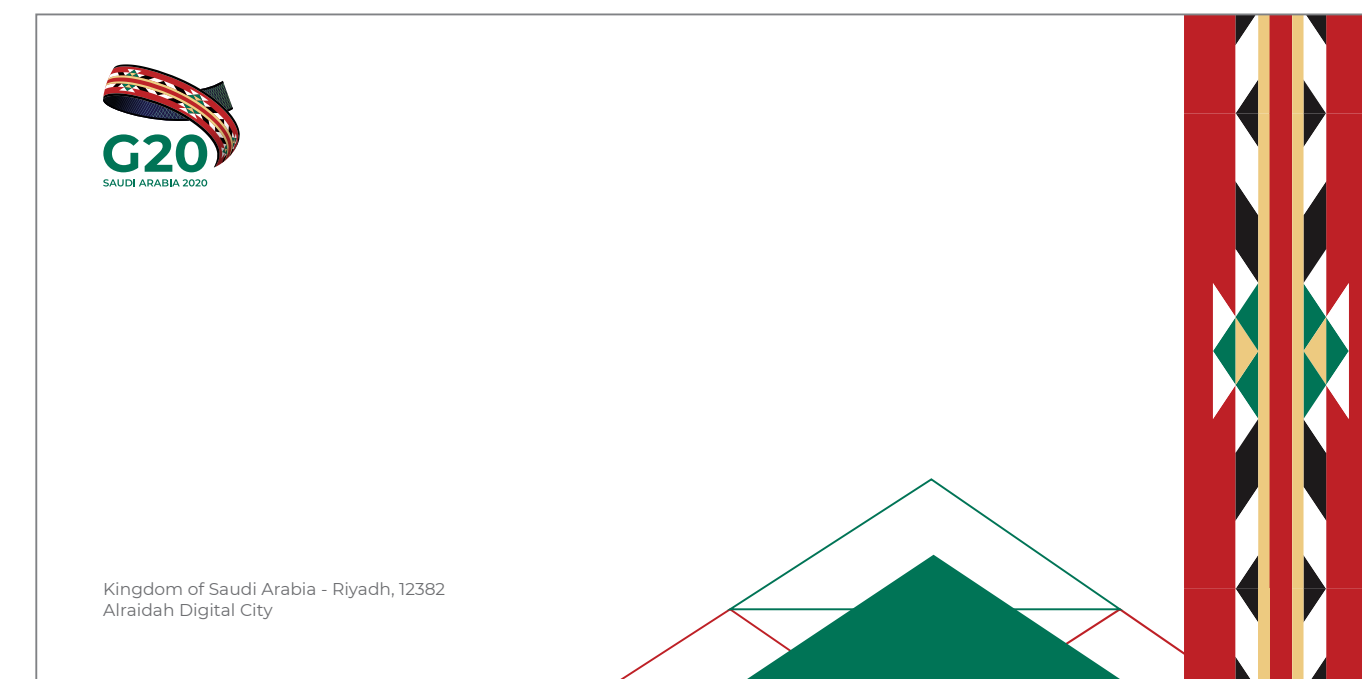
G20

Layout

Stationary

Envelopes

DL - 22 x 11cm



Front



Back

17.6 x 25cm



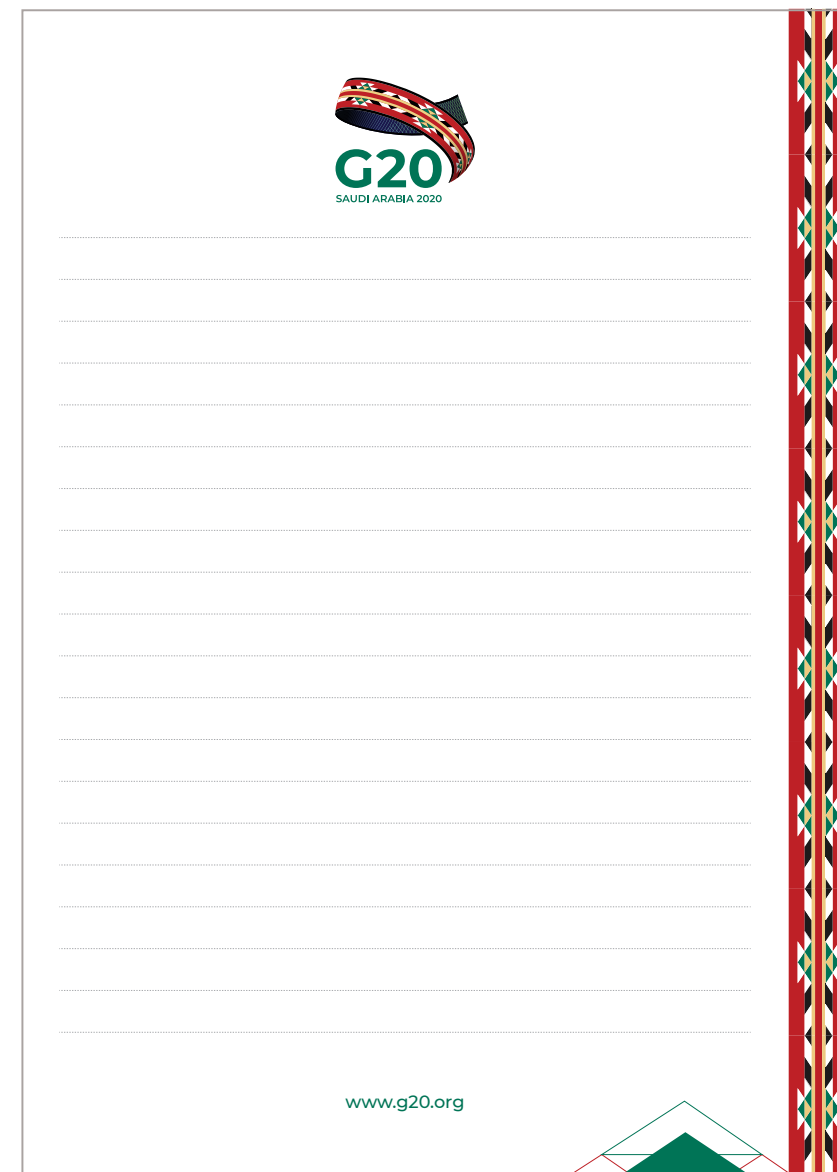
G20

Layout

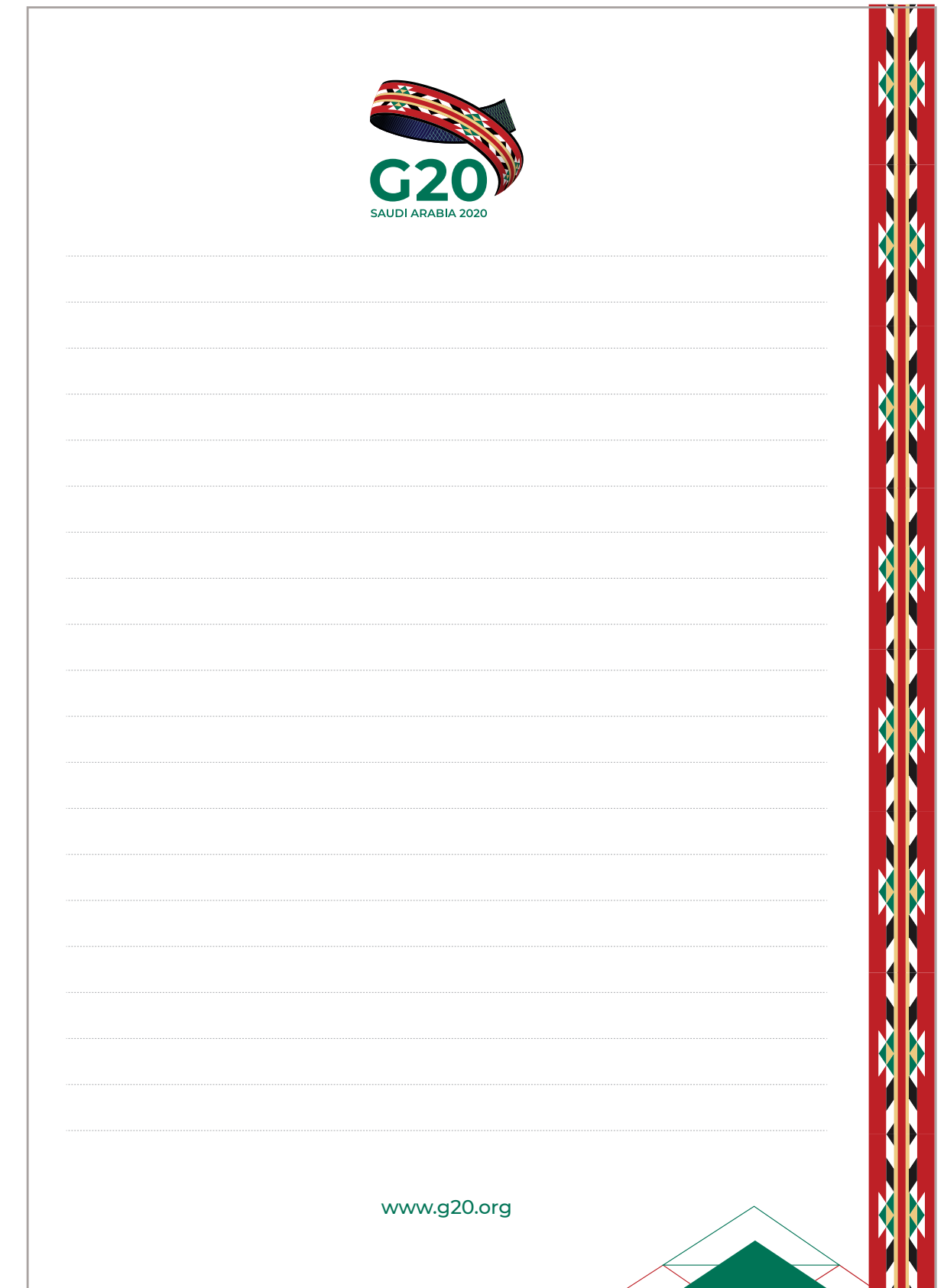
Stationary

Note Pads

14.8 x 21 cm



21 x 29.7 cm



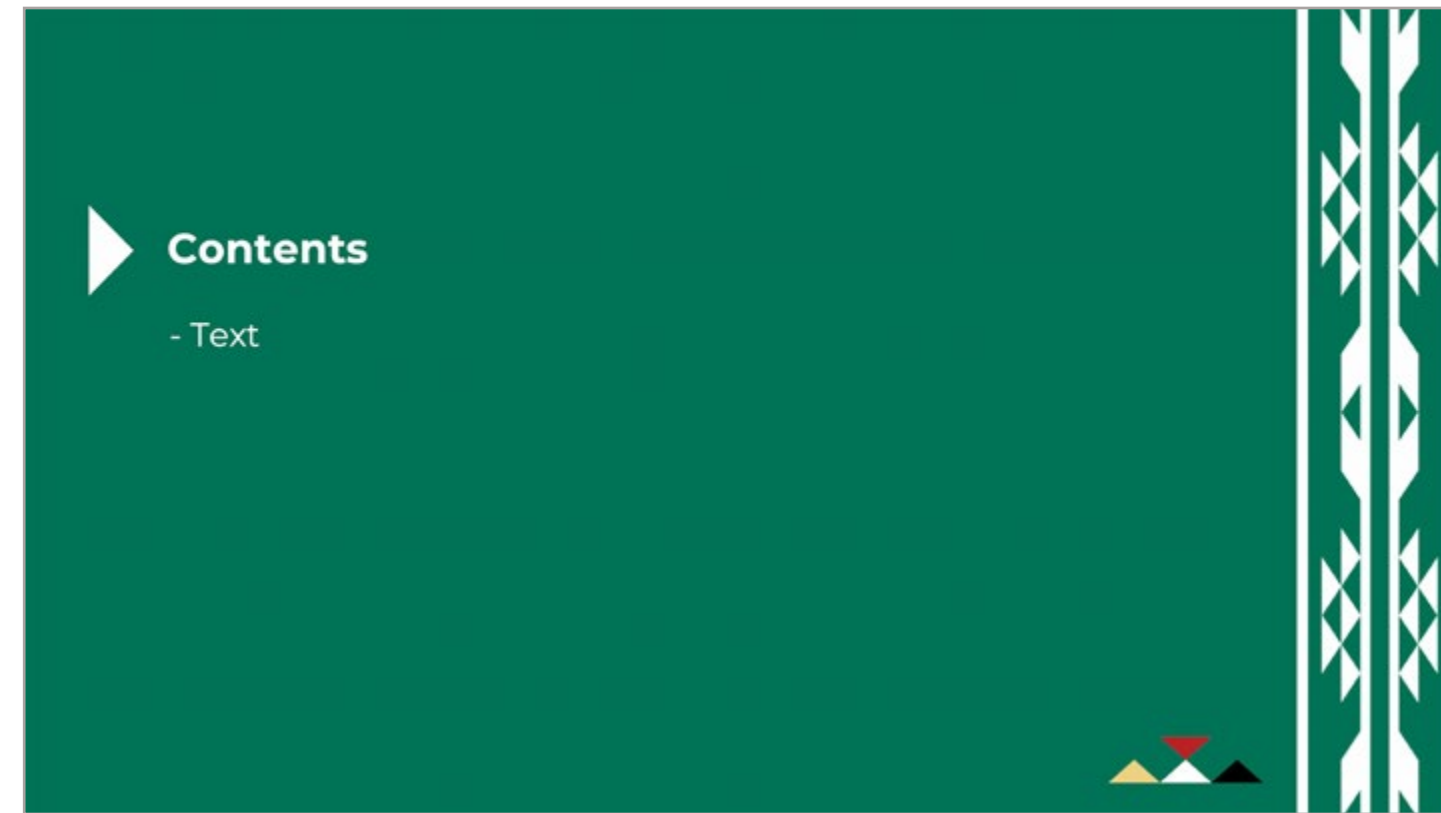
G20

Title

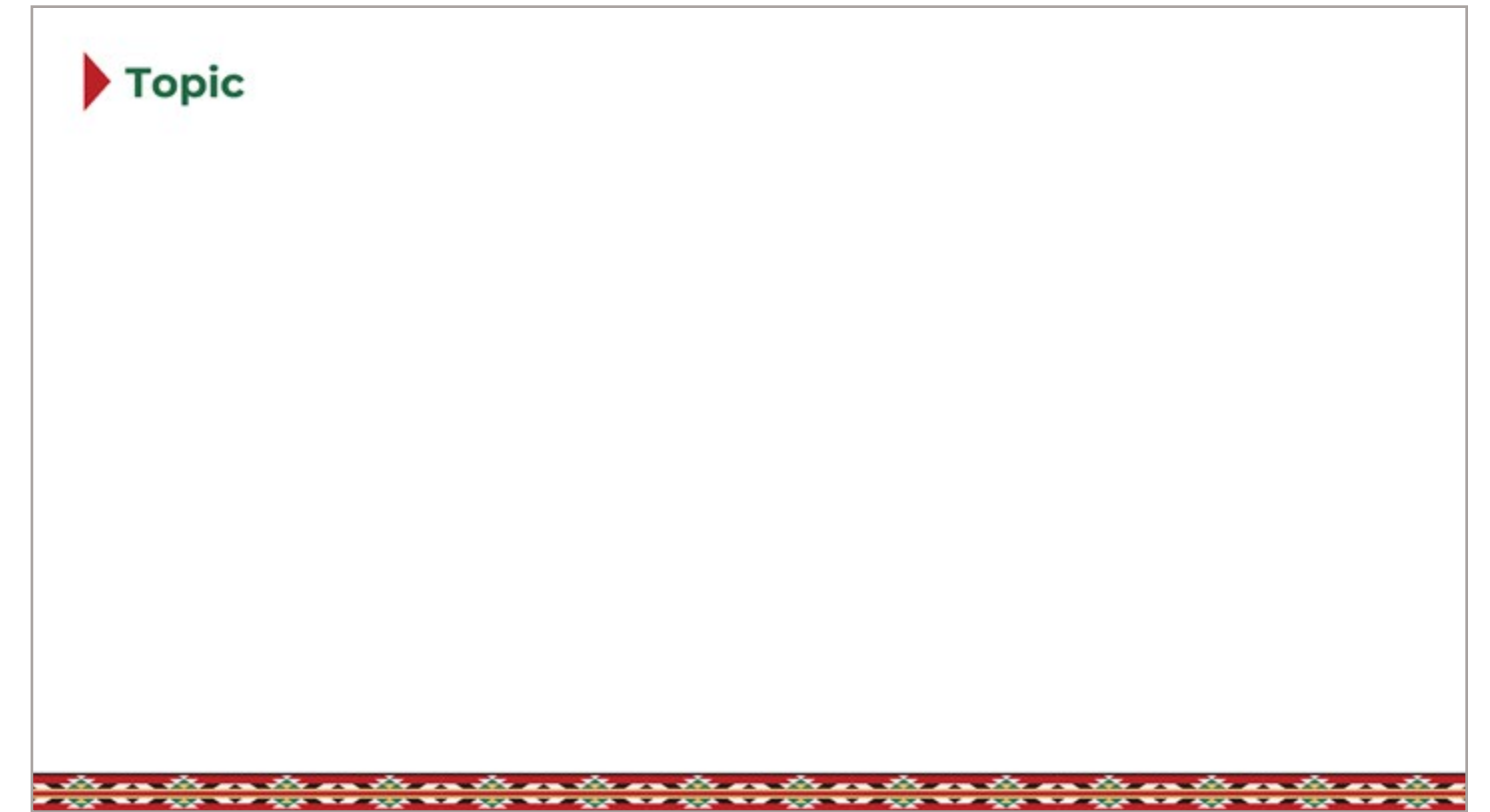
Powerpoint template



Cover



Divider

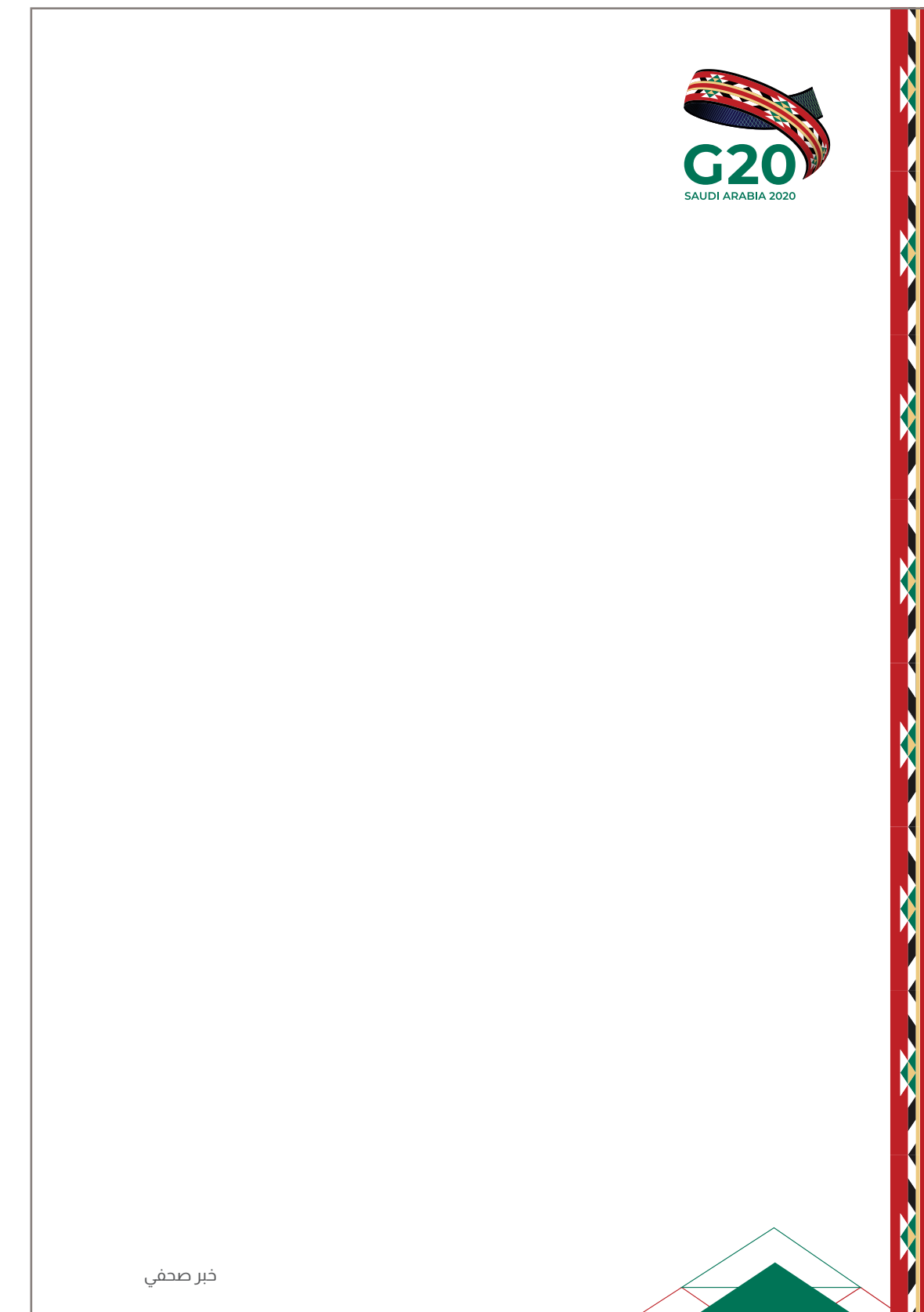
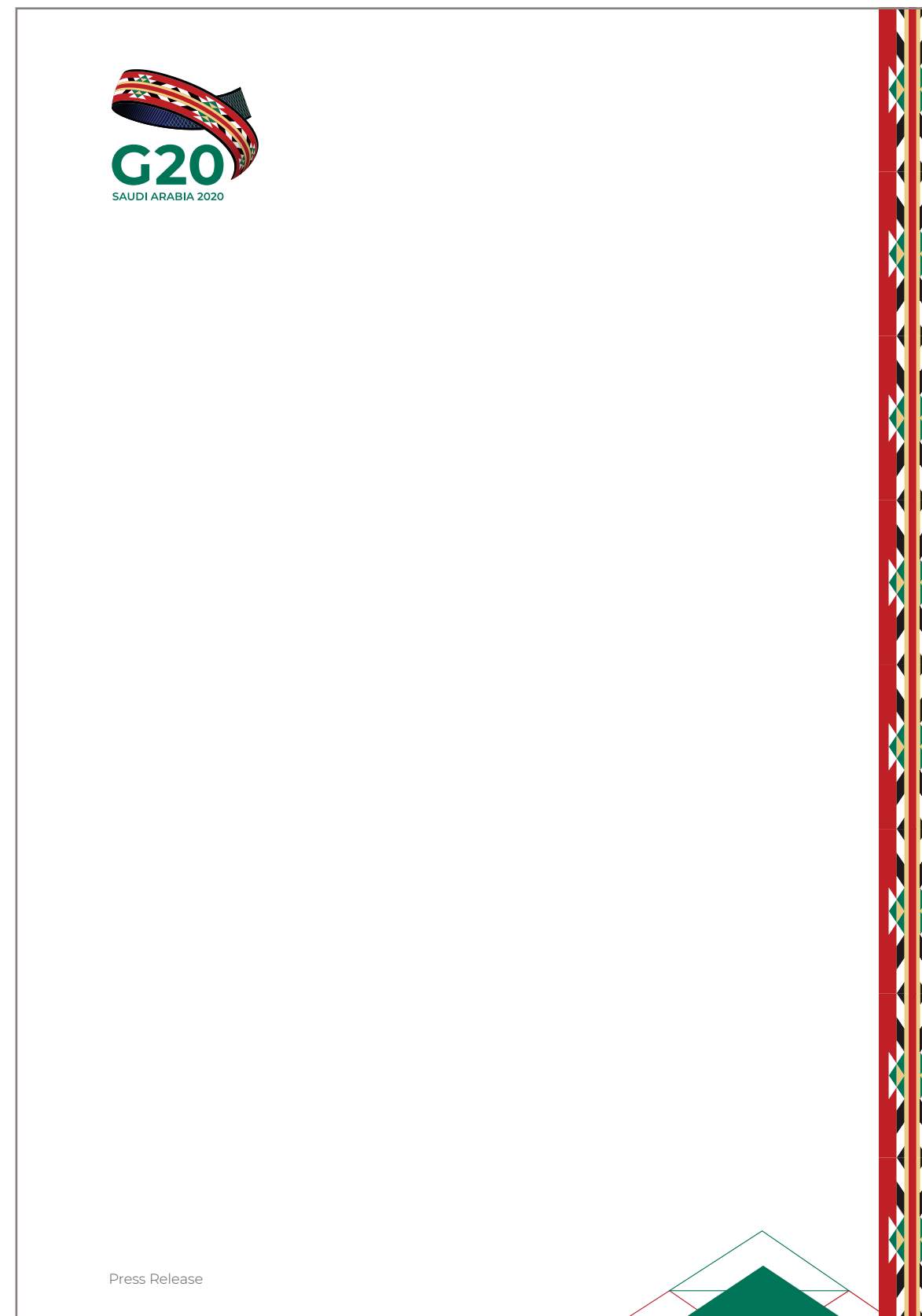


Inside Pages

G20

Title

Word template



G20

Layout

Co-Branding - Governmental

Co-branding container for the G20 logo and accompanying logos.



G20

Layout

Co-Branding - Private Sector

Co-branding container for the G20 logo and accompanying logos.



G20

Executives Brand Collaterals

G20

Executives brand collaterals

Letterhead



Gold Foid

Luxur Gold
Foil #385

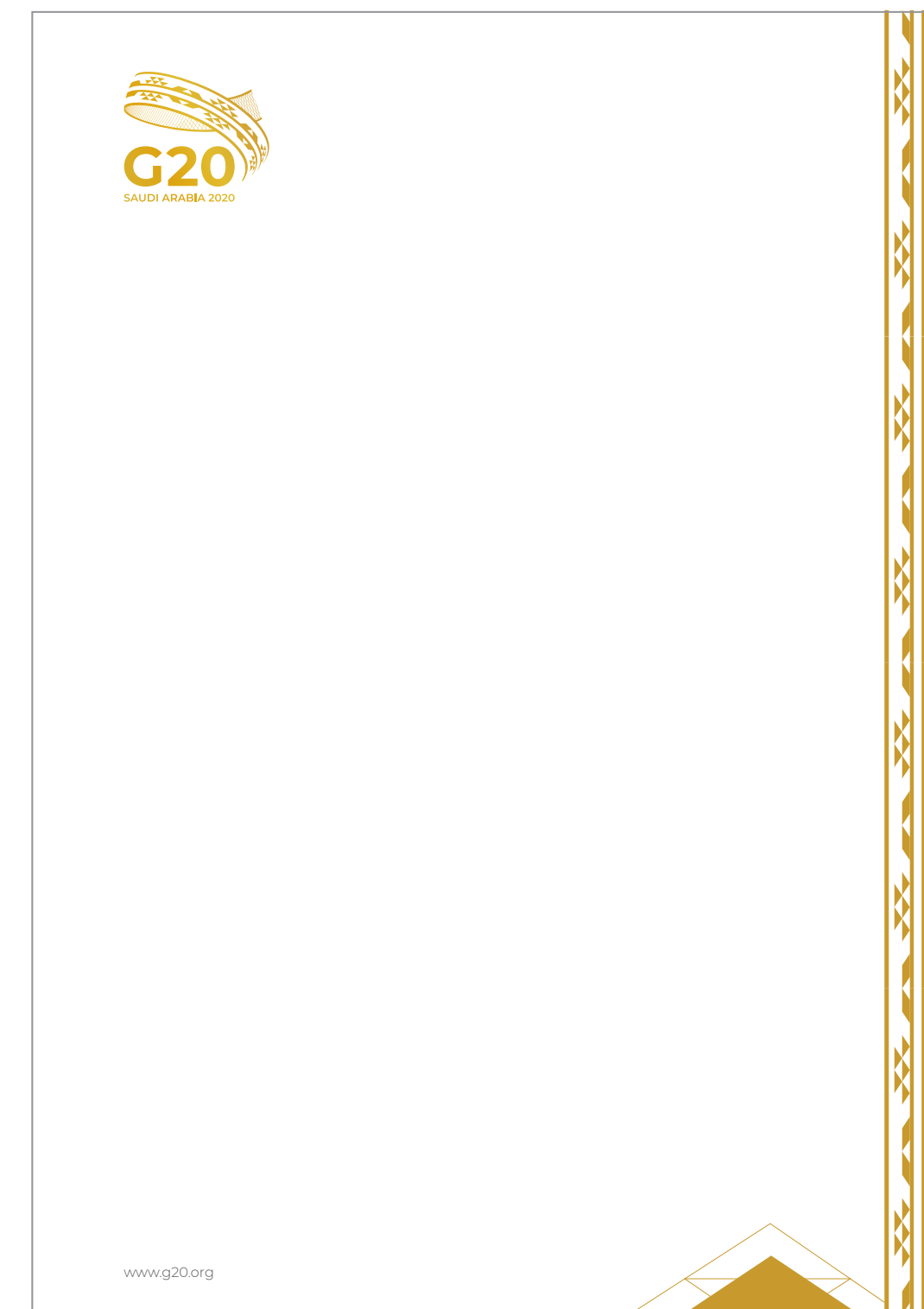
English



Arabic



Secondary page - English



Secondary page - Arabic



G20

Executives brand collaterals

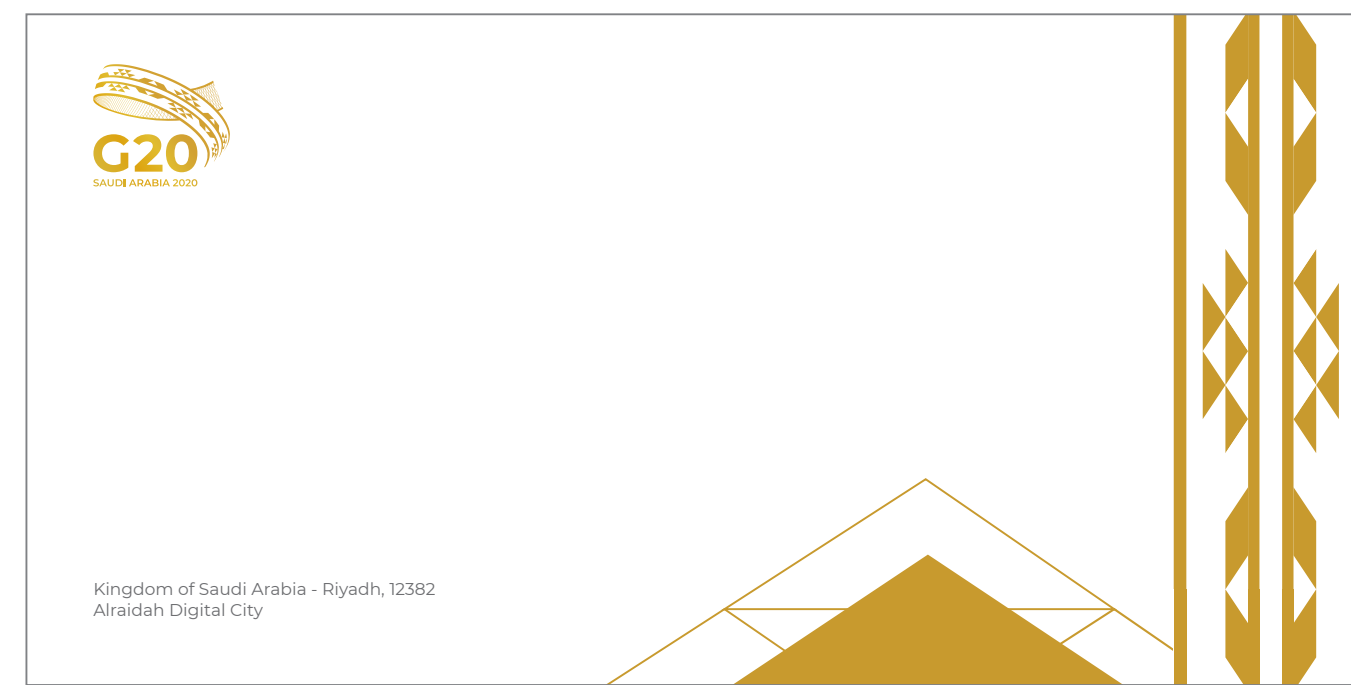
Envelopes



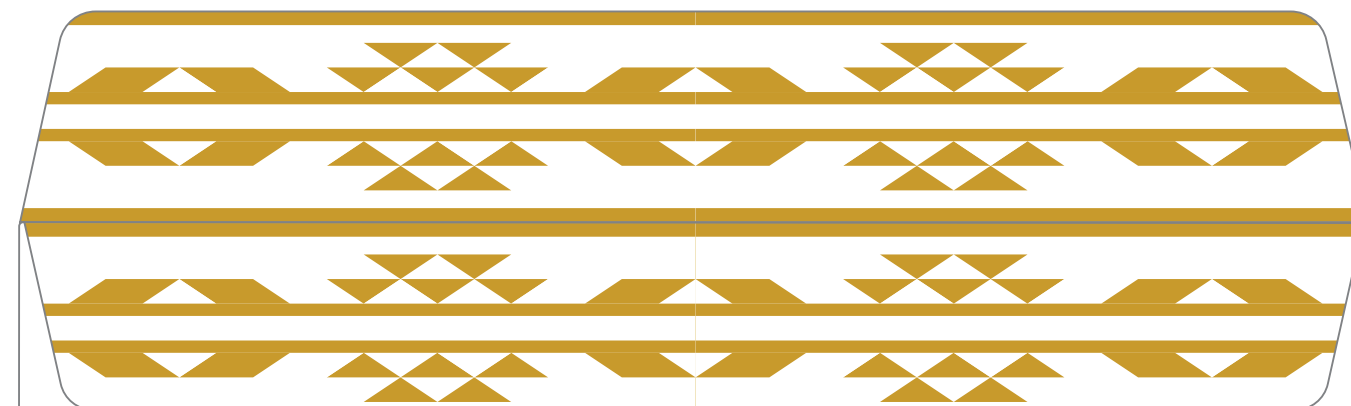
Gold Foil

Luxur Gold
Foil #385

DL - 22 x 11cm



Front



Back

www.g20.org

17.6 x 25cm



25 x 35.3cm

G20

Executives brand collaterals

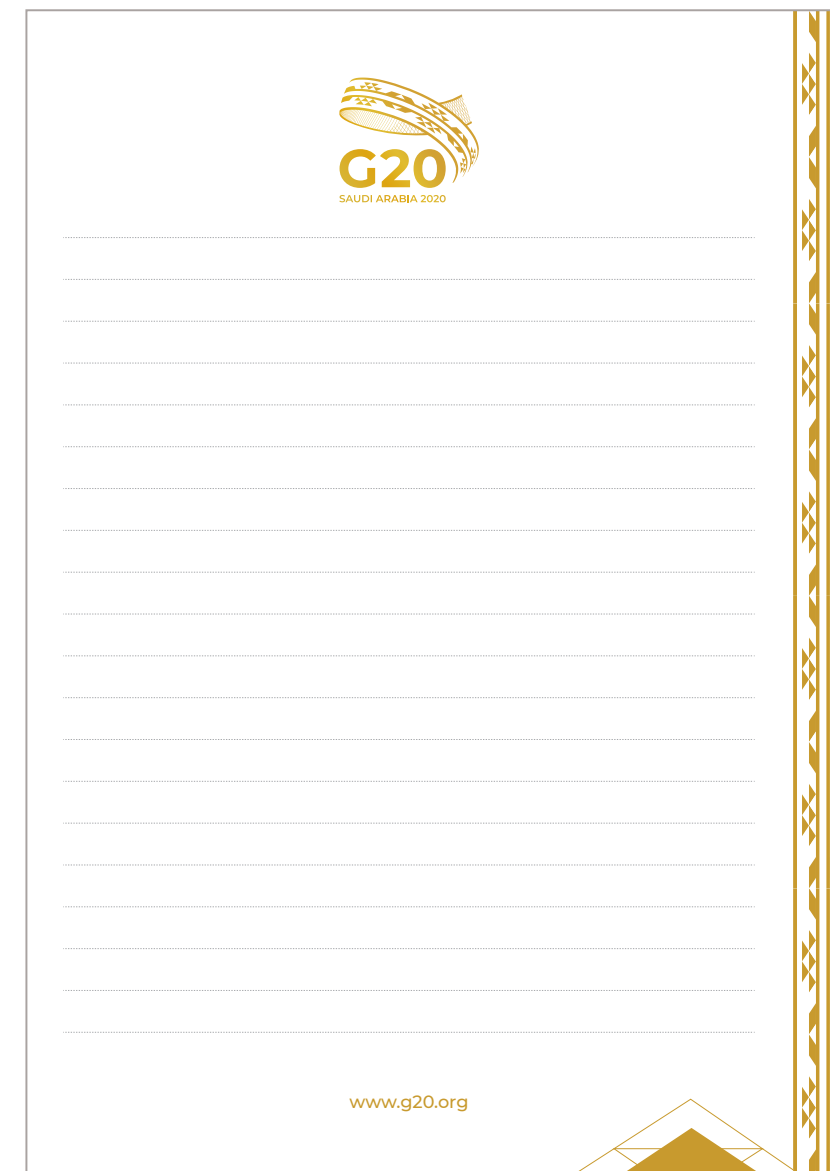
Note Pads



Gold Foid

Luxur Gold
Foil #385

14.8 x 21 cm



21 x 29.7 cm



G20

Digital Communication

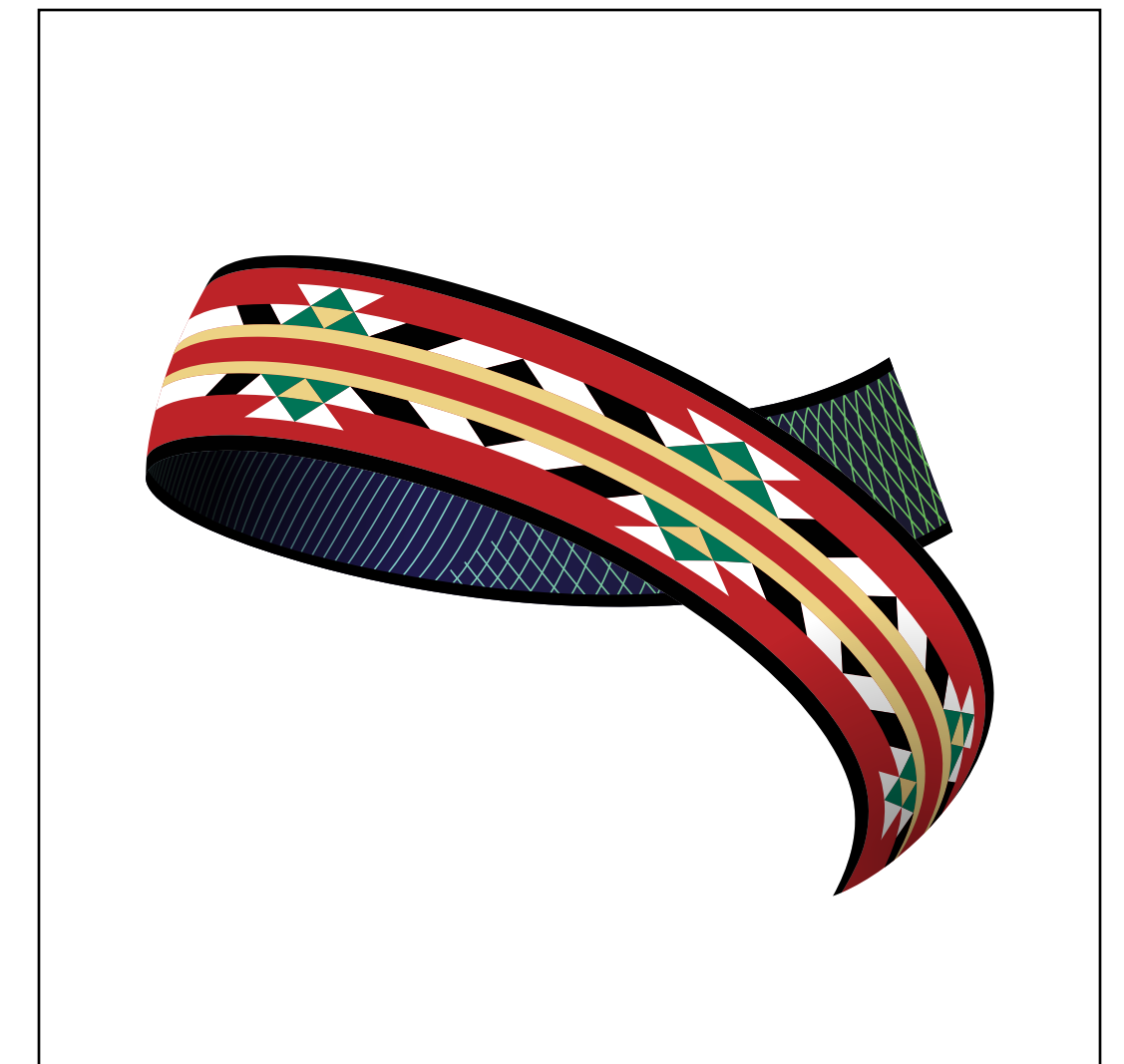
G20

Digital Communication

Social Media Avatar



Option 1



Option 2



Twitter



Facebook



Instagram

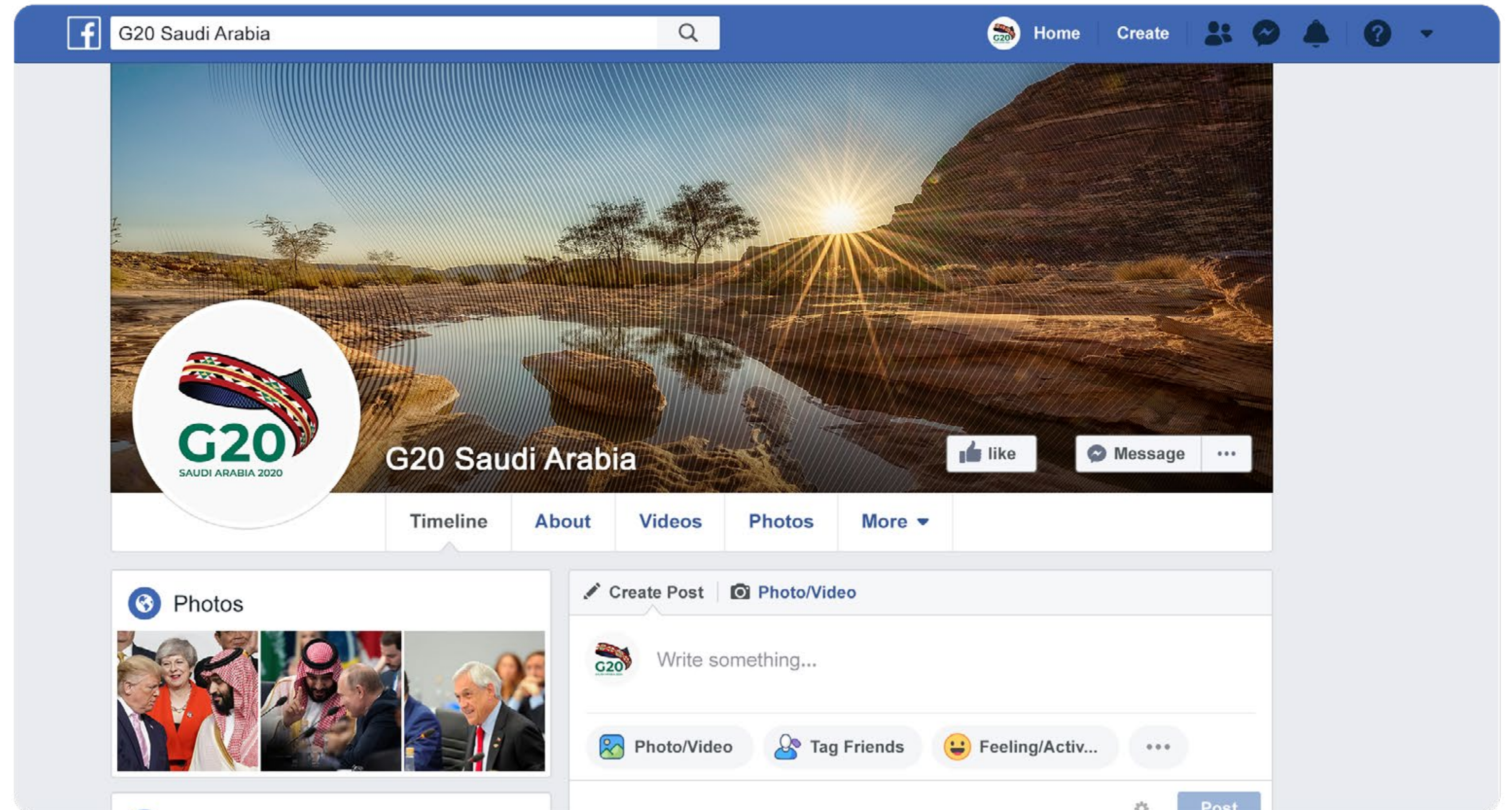


Youtube

G20

Digital Communication

Social Media Cover



G20

Digital Communication

Social Media Post

Size: 1080x1080px
Format: PNG



option 01



option 02



Facebook



Instagram

***The picture used is just a placeholder*

G20

Digital Communication

Social Media Post



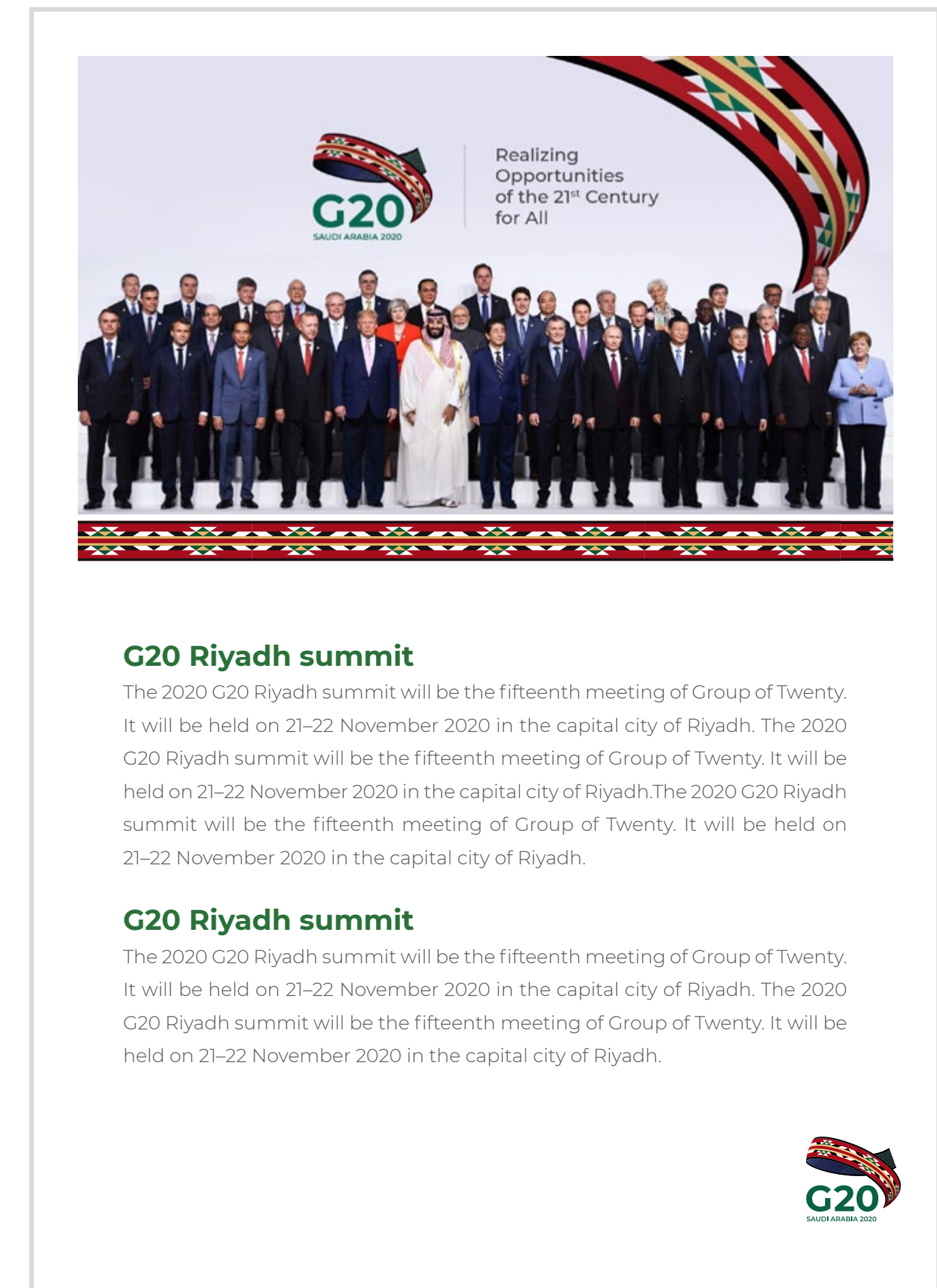
option 01



option 02



***The picture used is just a placeholder*



G20 Riyadh summit

The 2020 G20 Riyadh summit will be the fifteenth meeting of Group of Twenty. It will be held on 21–22 November 2020 in the capital city of Riyadh. The 2020 G20 Riyadh summit will be the fifteenth meeting of Group of Twenty. It will be held on 21–22 November 2020 in the capital city of Riyadh. The 2020 G20 Riyadh summit will be the fifteenth meeting of Group of Twenty. It will be held on 21–22 November 2020 in the capital city of Riyadh.

G20 Riyadh summit

The 2020 G20 Riyadh summit will be the fifteenth meeting of Group of Twenty. It will be held on 21–22 November 2020 in the capital city of Riyadh. The 2020 G20 Riyadh summit will be the fifteenth meeting of Group of Twenty. It will be held on 21–22 November 2020 in the capital city of Riyadh.

G20

Digital Communication

TV Broadcast

The logo placement on video is a key component for brand communication on all channels.



G20

Digital Communication

TV Broadcast

The logo placement on video is a key component for brand communication on all channels.



G20

Digital Communication

TV Broadcast

Overprints on screen must be legible and functional over any type of communication.



G20

Applications

G20

Applications

Reports Template + Envelope



G20

Applications

Paper Folder



G20

Applications

Stationary



G20

Applications

Airplane



G20

Applications

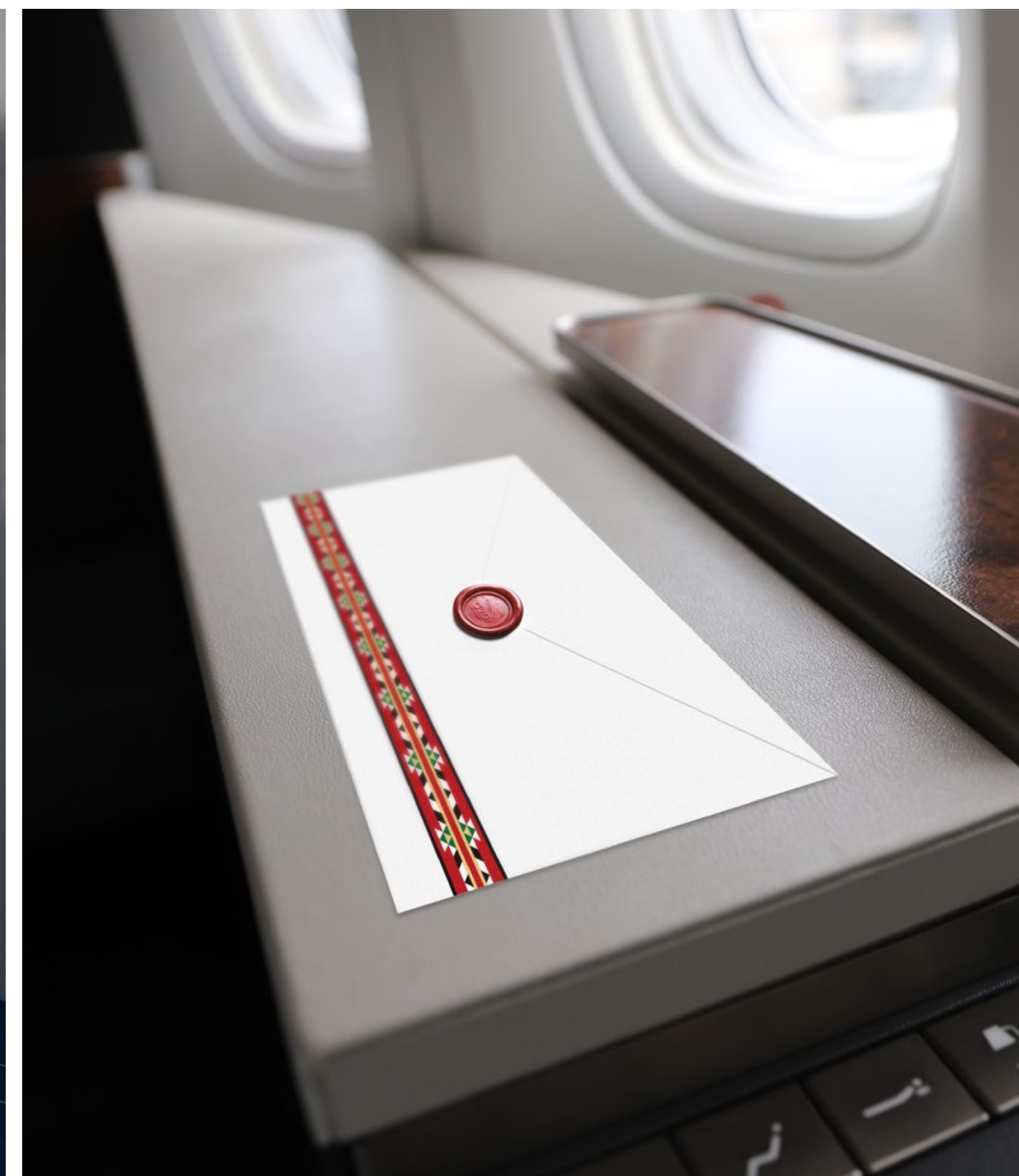
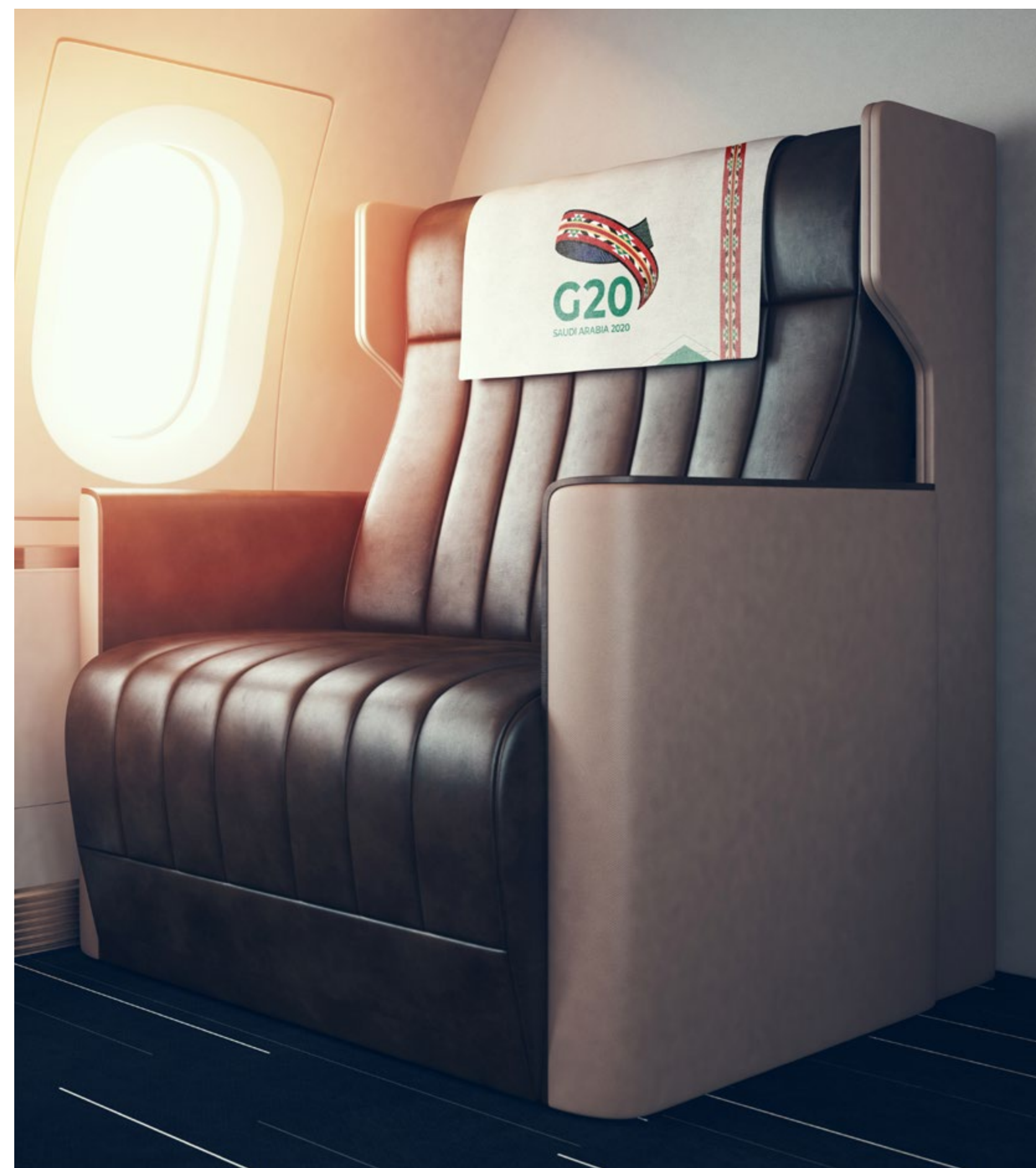
Airport



G20

Applications

Airplane



G20

Applications

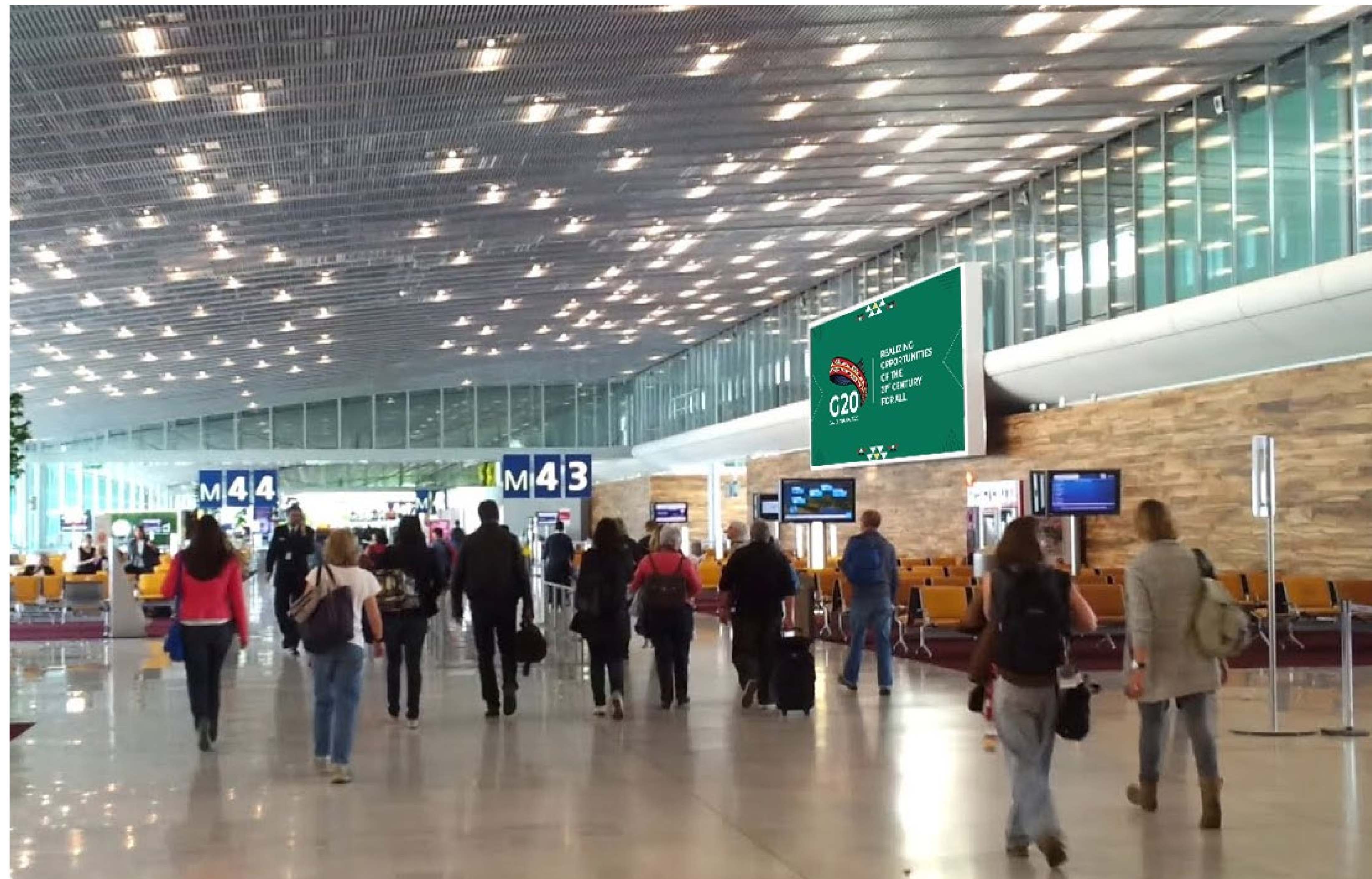
Airport Flags



G20

Applications

Airport



G20

Applications

Outdoor



G20

Applications

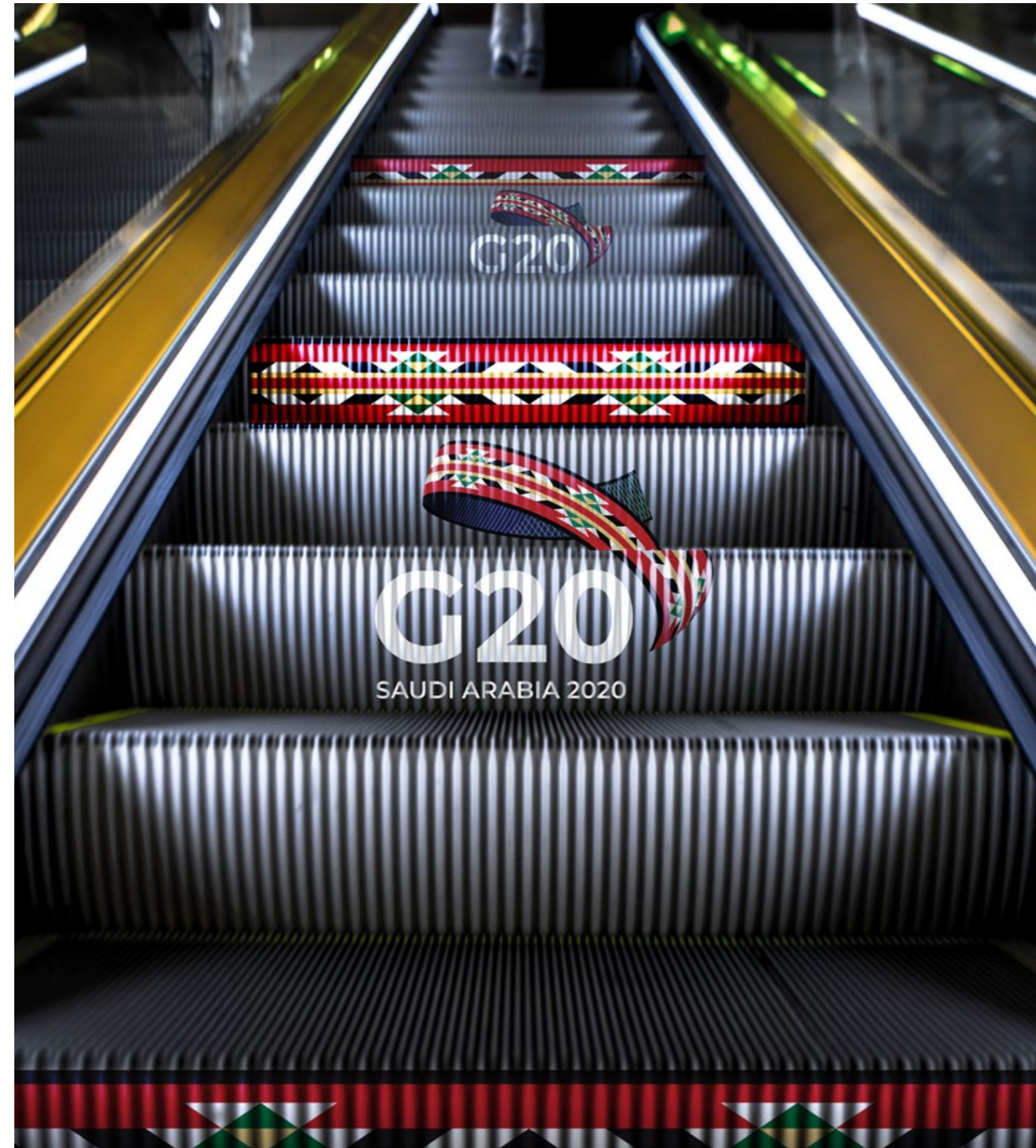
Flags



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Applications

Escalator



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Applications

Transportations



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Applications

Transportations



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Applications

Welcome Booth



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Applications

Event Entrance



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Applications

Backdrop



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Applications

Backdrop



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Applications

Family Photo



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Applications

Table Tent



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Applications

Conference Room



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Applications

Roll Up Banners



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Applications

ID Card & Lanyard



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Applications

Gifting Kit



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Applications

Gifting Kit



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Applications

Pin



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Applications

Projection



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Applications

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