Ithra brand digital guidelines

Hello

These guidelines demonstrate how to implement the Ithra brand identity system across various digital media applications including websites, social media, email, video and brand animations.

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Our brand platform is the foundation that guides us in everything we do, say and deliver. It helps motivate and align us on why Ithra exists and informs the rules that guide how we communicate our brand and our offering.

Our brand platform comprises the following key components:

Brand Manifesto

Brand Promise

Brand Positioning

Brand Voice

05

Our brand manifesto

A culture center like no other, Ithra is an inspiring platform of expression and a connected hub of innovation. Driven by a purpose of energizing the knowledge and creative economy of Saudi Arabia, Ithra promises a continuous journey of enrichment at every interaction. Saudi at heart and multicultural by nature, Ithra lies at the intersection of many worlds channelling knowledge of the arts, sciences and history into a transformative space of innovation and entrepreneurship.

Combining the spirit of imagination with the standards of a world-class institution, every zone at the Center is a place of wonder and every activity a source of inspiration. Whether it's exploring precious archives and exhibits, contributing to stimulating conversations and performances or materializing new futures, Ithra draws out the curious in each of us and fuels our innate appetite to learn and create. At Ithra, we open minds because we believe knowledge is an invitation to go beyond. We lift spirits because we know creativity leads to opportunity. We share generously because we believe our collective voice takes us further.

Ithra is more than a center – we enable today's generation to create tomorrow's possibilities. We invite you to be part of it.

Brand promise

Ithra. Inspiring Hearts. Enriching Minds.
إثراء الفكر وإلهام الخيال

Brand positioning

A Cultural Center like no other where we empower and celebrate knowledge, creativity, culture, art and community. A national beacon of our heritage and pride. Where our past informs our present. Where our present informs our future. A source for world culture, showcasing our Kingdom's talents. A safe haven for all and a sustainable nurturing environment for new generations of 'thinkers' and 'makers'. New ideas. New journeys. New opportunities. A diverse environment where inspiration is found and imagination is realized. Where some ask 'why' and we say 'why not'.

Our brand personality

Our brand personality shapes our voice and communications. We are:

Inclusive

We invite everyone to take a journey with us and explore their potential.

Authentic

We bring insight and purpose to every experience and conversation.

Surprising

We encourage people to look twice, think again and experience more.

Inspirational

We motivate people to participate, to learn and create.

Our brand identity is the visual presentation of Ithra's brand promise. It projects the essentials of enrichment, vibrancy and inclusiveness that make Ithra what it is today, and its consistent application across all of our communications helps build our brand.

How it has evolved

Our brand refresh ensures greater regional and global relevance cementing our status as The Cultural Center within the changing cultural landscape of the Kingdom of Saudi Arabia.

A beacon and scalable blueprint for growth both in and outside the Kingdom, our brand refresh will ensure we meet our marketing and business objectives:

Marketing:

- Clarify what Ithra stands for: A cultural institution and destination

– Become the brand you think about when you think of culture and creativity in the Kingdom

- Ensure Ithra feels more inclusive and vibrant vs. more official and corporate

Business:

– Help drive higher footfall to the Center

- Attract younger audiences through a more relevant identity, experience and programming

- Better connect Ithra with the Aramco story and what Aramco does for CSR
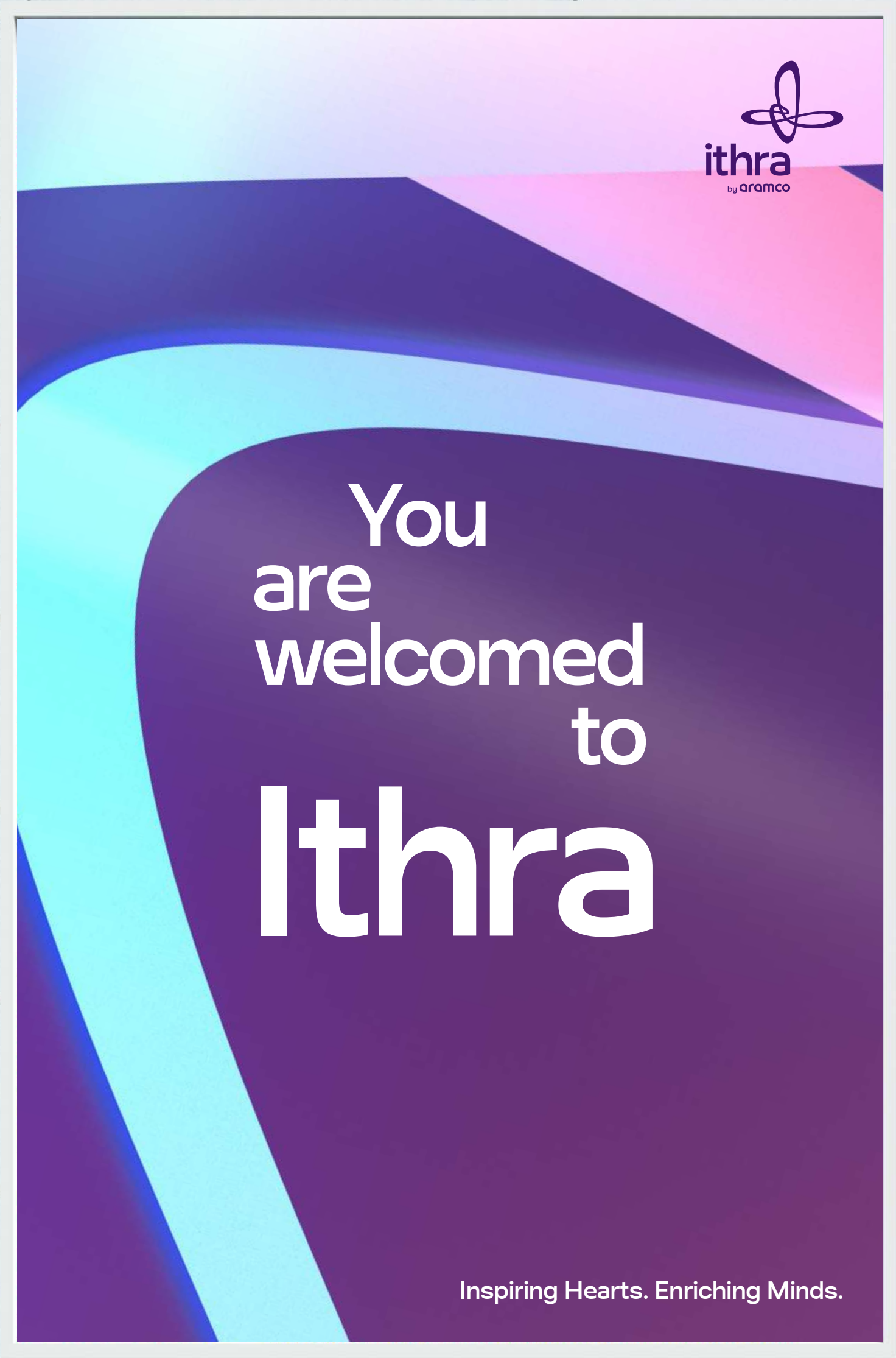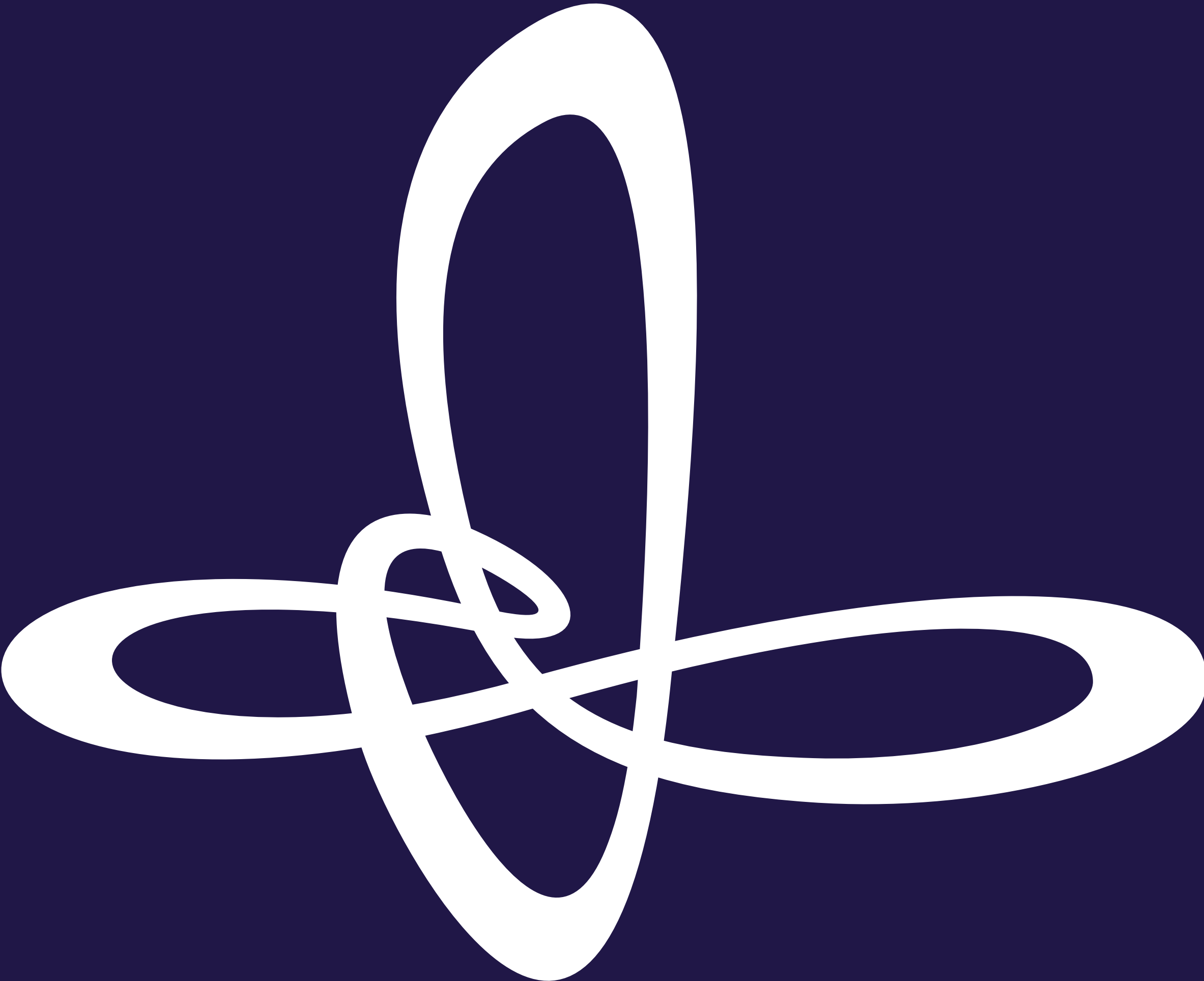

You are welcomed to Ithra

Inspiring Hearts. Enriching Minds.

Our proprietary assets

Our identity for the Ithra center is designed to be adaptable. With Ithra having such a diverse offering, our system is simple and has a small number of fixed assets, making sure it can flex where necessary and communicate a wide range of messages.

Our symbol is based on the Center's architecture; its infinite loop echoes the organic flow of the building and represents the infinite opportunities that Ithra offers.

Our symbol combined with our logotype 'Ithra' has always comprised our logo. However we have evolved our brand logo to include an Aramco identifier and a new wordmark.

Our relationship with Aramco is of the utmost importance and use of an endorsement locked up to our logo across all Ithra communications will ensure the value of this relationship is communicated.

Old logo
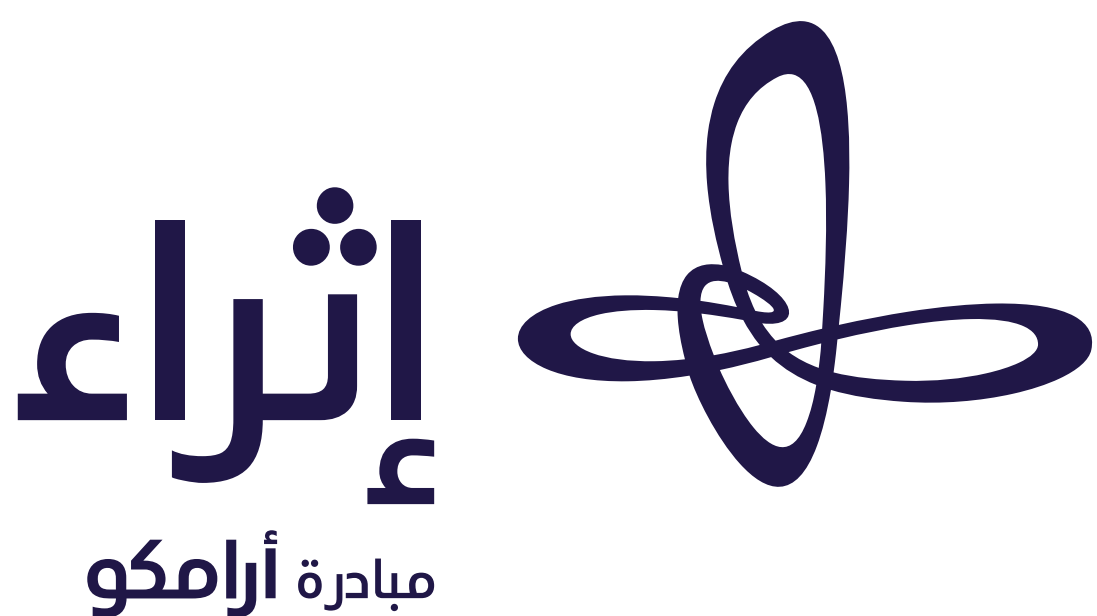

New logo

The symbol combined with our logotype 'Ithra' and 'by aramco' endorsement comprises the primary Ithra logo. We have both stacked and horizontal versions.

This primary stacked version is our preferred version and should be used whenever possible. The horizontal version of our logo should be used in those instances where space is limited.

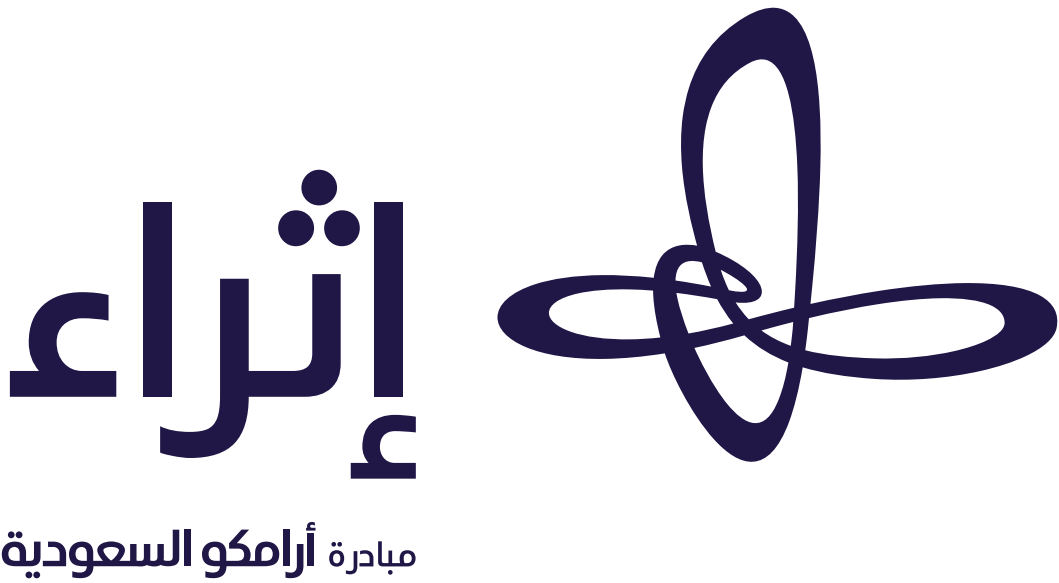Stacked - Preferred version

Horizontal

We also have alternate, secondary versions of the logo that contain a 'by saudi aramco' endorsement.

This version of the logo should be used on communications for government and when communicating to senior management. When using this version of the logo, approval from corporate communications must be obtained before final implimentation.

Stacked

Horizontal

The symbol combined with our English and Arabic logotypes makes up our dual language logo. We have both stacked and horizontal versions and should only be used when both languages are necessary.

We also have secondary endorsement versions of these logos. When using this version of the logo, approval from corporate communications must be obtained before final implimentation.

Stacked - Primary and secondary endorsement

Horizontal - Primary and secondary endorsement

For our logos to be reproduced clearly and to ensure maximum legibility, we have defined minimum sizes for both stacked and horizontal versions. Millimetres have been specified for print, pixels for digital.

The logos should not be printed or shown on screen at sizes smaller than those specified. The specifications shown opposite refer to the width of the logo and apply to English and Arabic versions.

Print - 8mm
Digital - 30px

Print - 12mm
Digital - 45px

Our logos — Minimum size restrictions

For our dual language logos, given the amount of information required and to ensure legibility at small sizes, we have increased the minimum size specification at which the logos may be implemented.

Print - 11mm
Digital - 40px

إثراء
ithra
مبادرة أرامكو السعودية

Print - 13mm
Digital - 50px

إثراء
ithra
مبادرة أرامكو السعودية

Our logo is our hero identifier and in many ways our most recognisable asset. To ensure it retains its integrity, we have developed an area of 'clear space' or 'safe zone' around the logo ensuring no text or graphics, patterns or photography affect its legibility.

This 'clear space' has been defined using the height of our symbol, and acts as a guide for the minimum amount of clear space to be left around the logo when used.
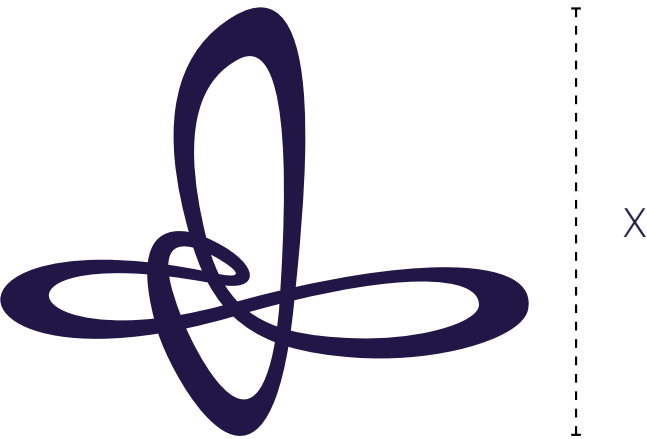
Rules for primary and horizontal logos
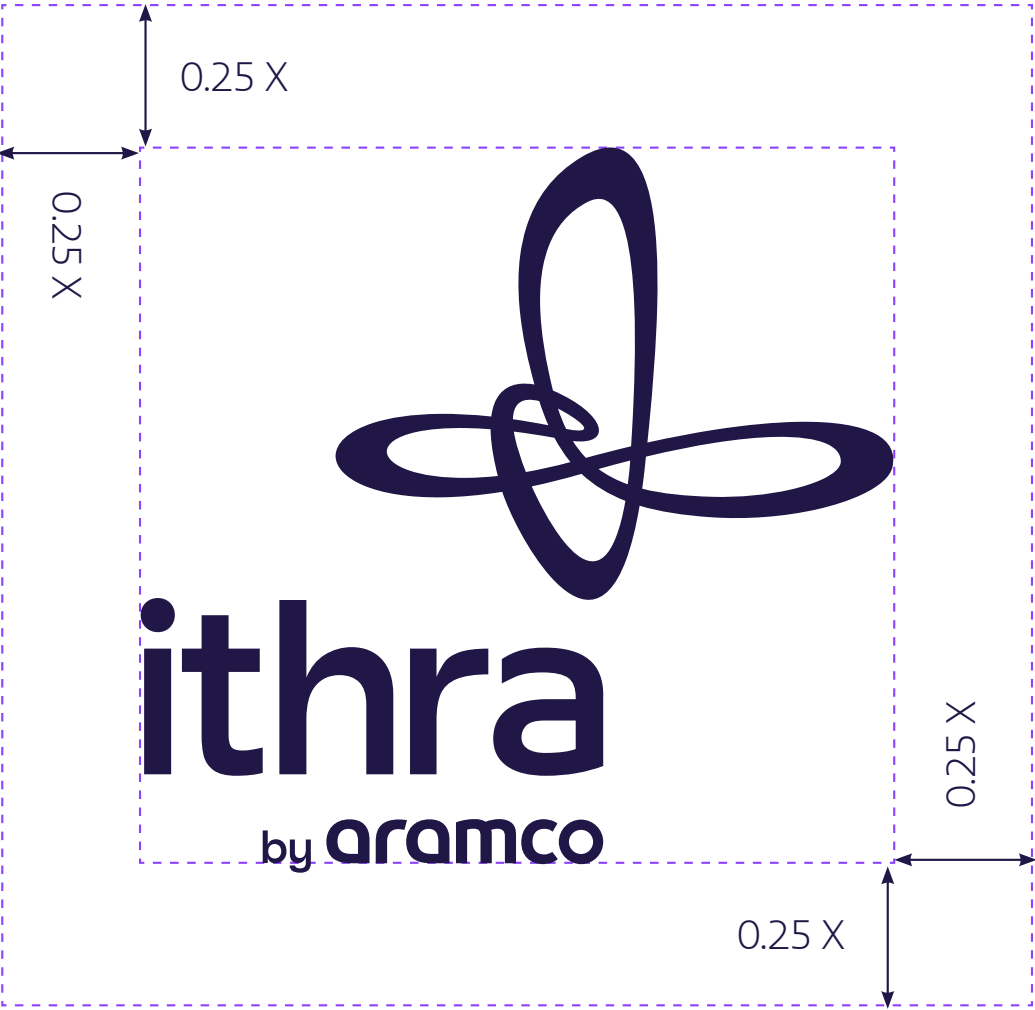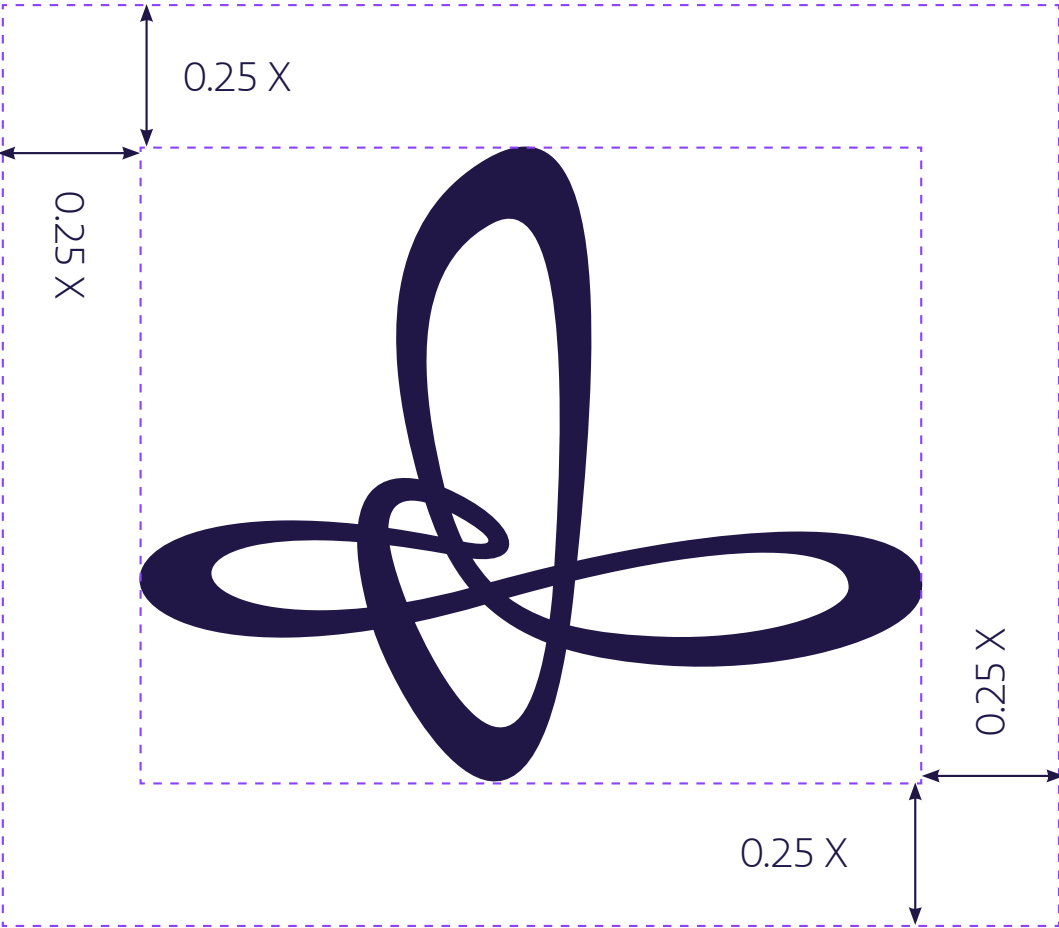
0.25 X

0.25 X

0.25 X

0.25 X

Symbol

0.25 X

0.25 X

0.25 X

0.25 X

X

Our preferred version of the logo is to be used on all external communications, inside or outside of the Kingdom.

Our symbol alone (without the logotype or endorsement) is used on all communications that appear internally within the center, including merchandise.

Full logo for external use

Symbol only for internal use
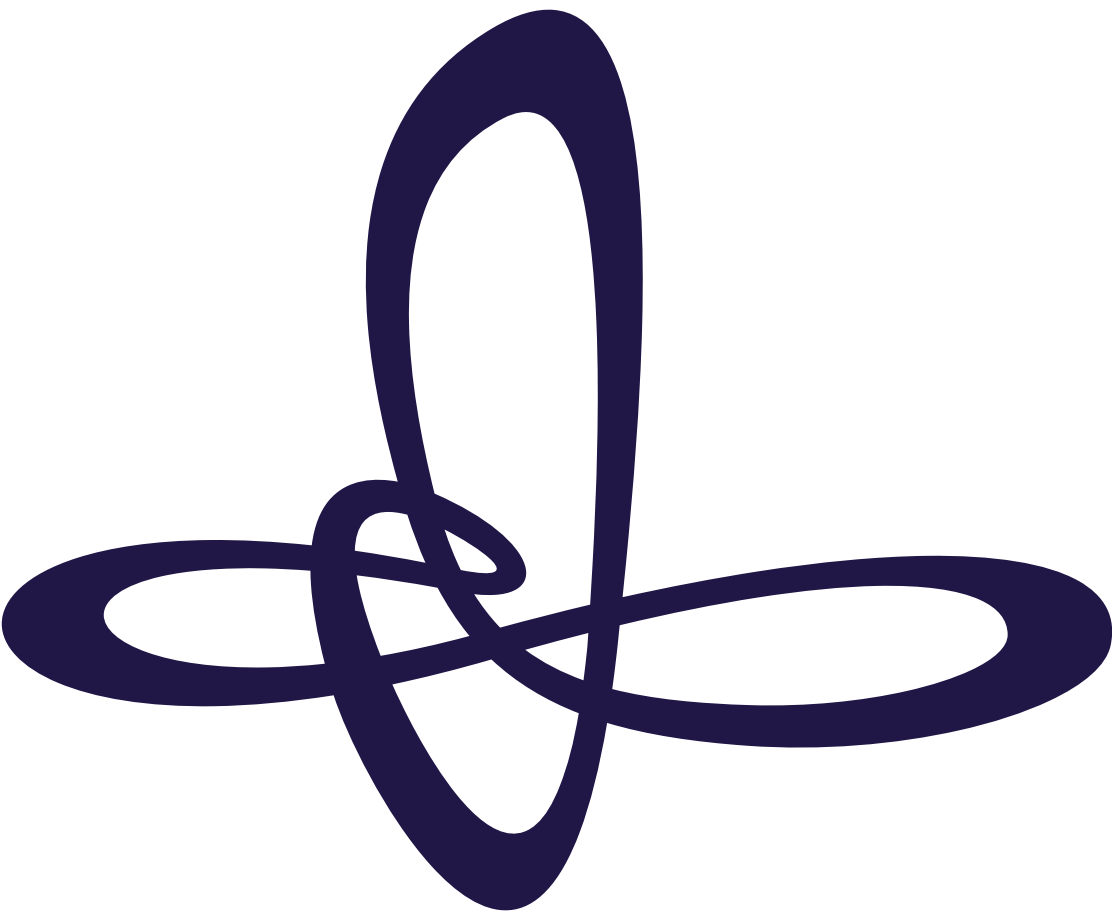
Our logos — Small use

On small applications such app icons and favicons, where our preferred logo would not be legible, we use the symbol only.

The clear space area still needs to adhered to.
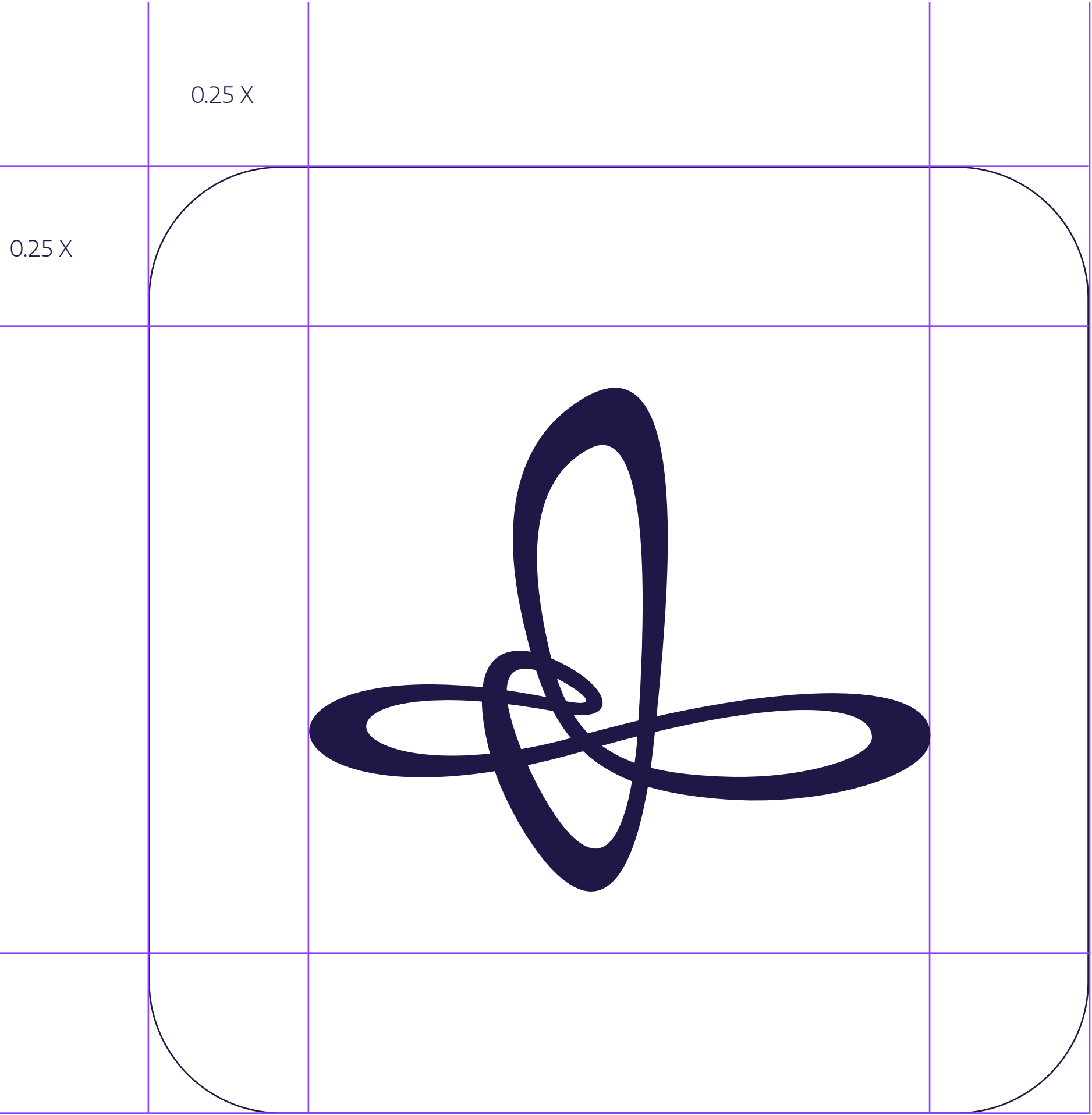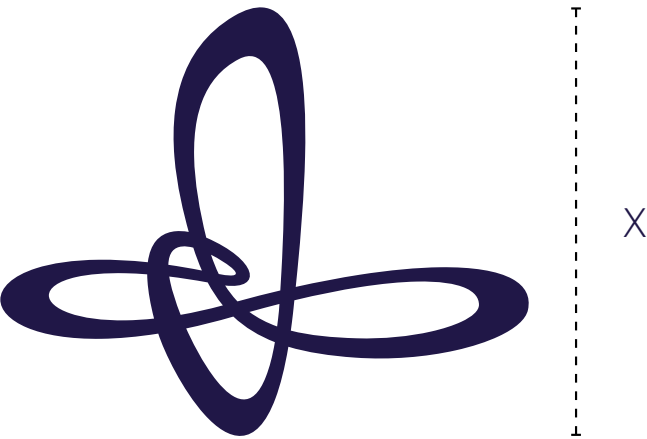
0.25 X

0.25 X

X

The Ithra logo is a valuable business asset that must be treated with care and respect. Always use the approved electronic artwork and never adapt, manipulate or recreate the logo.

Here we've listed things to avoid:

1 - Do not outline the logo

2 - Do not apply a drop shadow

3 - Do not apply a color gradient

4 - Do not rotate the logo

5 - Do not compress the logo

6 - Do not place our logo within a holding shape

7 - Do not adjust the logo's components

8 - Do not place our logo over busy imagery

9 - Do not create lock-ups

10 - Do not crop the logo or symbol or use them as graphical elements

11 - Do not change the approved color ways of our logo

12 - Do not place our logo on top of complex pattern graphics
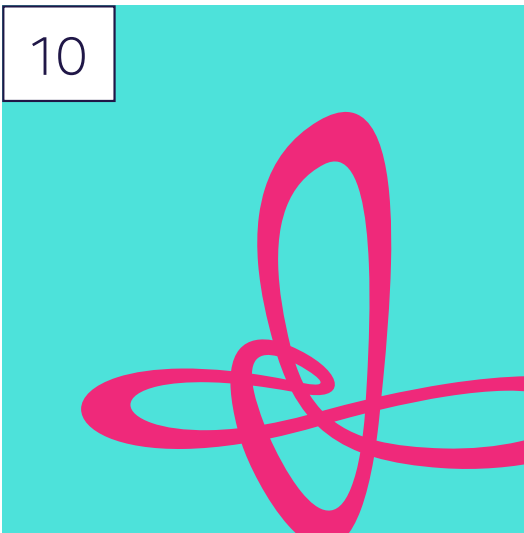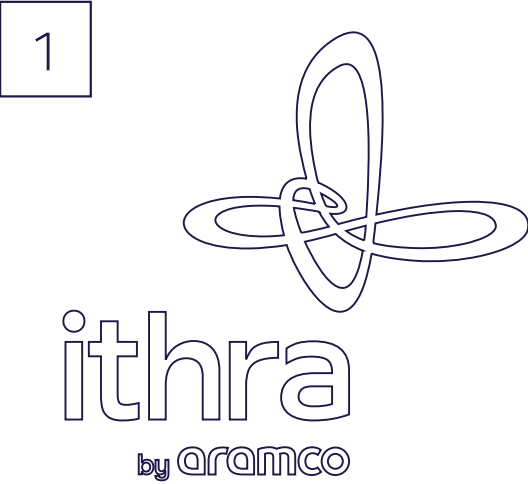
Our tagline, reflecting our brand promise – acts as a signature sign-off on all ithra communications.

Inspiring Hearts. Enriching Minds.

إثراء الفكر وإلهام الخيال

Our tagline is always used to sign off all Ithra communications. It is taken from our brand platform and evokes why Ithra exists. The tagline is always set in the medium weight. In print and larger digital touchpoints it is always placed in the bottom right hand corner of communications aligned right with the ithra logo. However in some smaller situations when space is limited, it sits elsewhere, for example in the captions accompanying social media posts.

Please view the templates section of this document for more instruction over where the tagline is placed across specific touchpoints.

Our tagline

Inspiring Hearts. Enriching Minds.
إثراء الفكر وإلهام الخيال

Placing the tagline
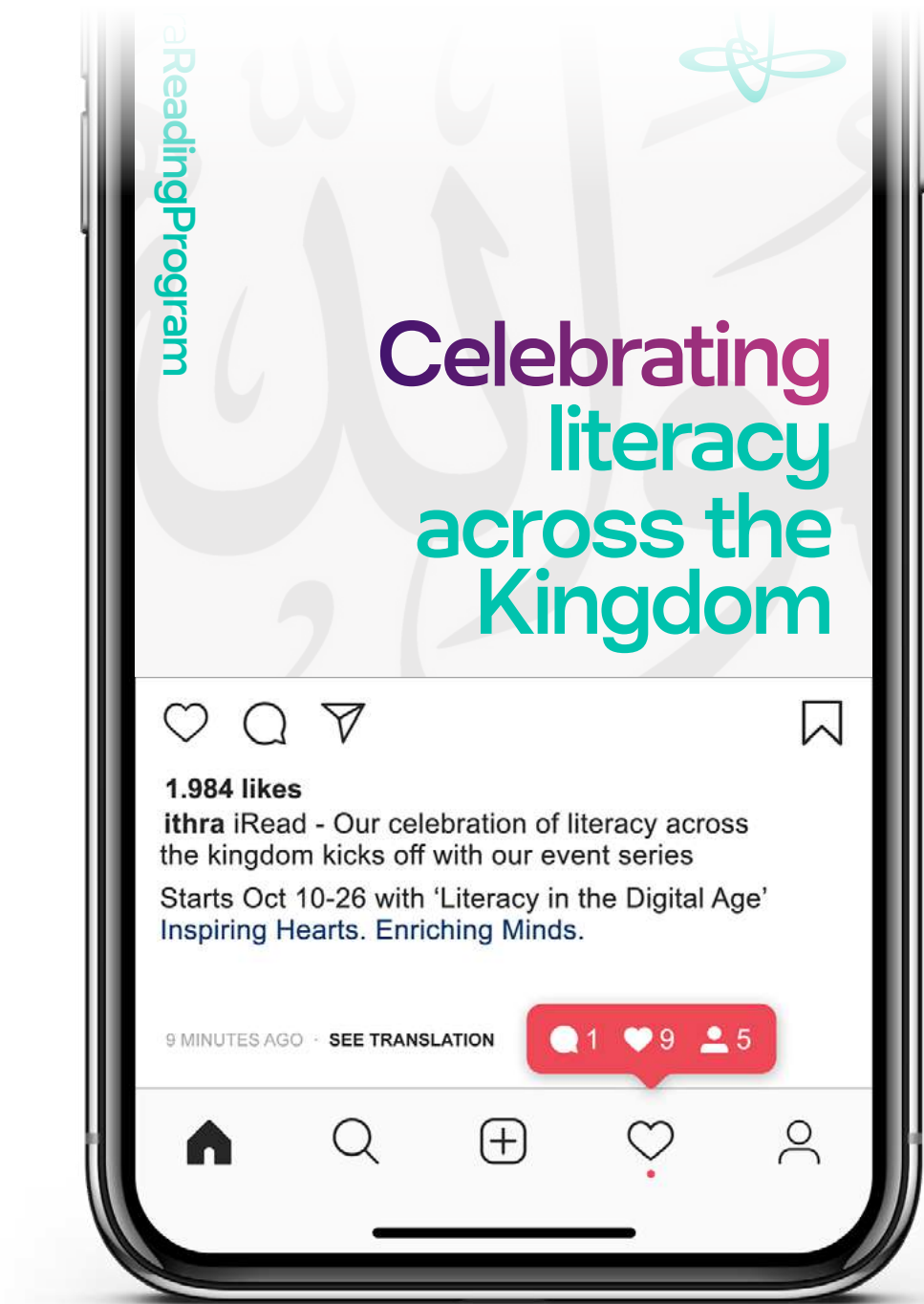
إثراء الفكر وإلهام الخيال

Inspiring Hearts. Enriching Minds.

ReadingProgram

Celebrating
literacy
across the
Kingdom

1.984 likes
ithra iRead - Our celebration of literacy across the kingdom kicks off with our event series
Starts Oct 10-26 with 'Literacy in the Digital Age'
Inspiring Hearts. Enriching Minds.

9 MINUTES AGO   ·   SEE TRANSLATION

Typography plays a vital part in our design system and contributes to our distinctive look and feel.

When applied consistently across all communications it unifies our wide range of programs and initiatives.

Ithra Sans is a typeface that has been created bespoke for Ithra. It is a defining element within our identity and something we can call our own.

With Modernist roots but details referencing mechanical early Grotesks, Ithra Sans positions itself as a Neo-Grotesk with a Geometric skeleton. Structurally, this creates a fantastic balance for both display and text use.

Ithra Sans also offers key glyph sets across each weight, with all punctuation, mathematics & numerics. This aids in communication to a global audience.

Ithra Sans

Ithra Sans comes in three weights that give it versatility when creating clear typographic hierarchy. Medium and Light are predominately used for most text, with Medium being our headline weight and Light being our body copy weight;.

Ithra Sans Medium
Primary headline typeface

Ithra Sans Bold
Used for highlighting, primarily within body copy and smaller text

Ithra Sans Light
Secondary headline typeface
Primary body copy typeface

Ithra

Ithra

Ithra

Ithra Sans Arabic comes in three weights that give it versatility when creating clear typographic hierarchy. Medium and Light are predominately used for most text, with Medium being our headline weight and Light being our body copy weight;.

Ithra Sans Medium
Primary headline typeface

Ithra Sans Bold
Used for highlighting, primarily within body copy and smaller text

Ithra Sans Light
Secondary headline typeface
Primary body copy typeface

إثراء

إثراء

إثراء

Our secondary typeface is Helvetica Neue, and it is only used when Ithra Sans is not available. Within Helvetica Neue we use Regular and Bold.

Helvetica Neue

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
1234567890

**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
1234567890**

Helvetica Neue Arabic

س ز ر ذ د خ ح ج ث ت ب ق ف غ
ع ظ ط ض ص ش ي و ن ه ل ك
١٢٣٤٥٦٧٨٩٠

**س ز ر ذ د خ ح ج ث ت ب ق ف غ
ع ظ ط ض ص ش ي و ن ه ل ك
١٢٣٤٥٦٧٨٩٠**

Our three weights offer flexibility and the opportunity to differentiate between pieces of information. Here we give guidance on which weights to use and when to use them.

Please note that regardless of weight or type size, kerning is set to 'Optical' and at -10.

Hero content

The Medium weight is used for primary information.

The Light weight is used for secondary information in support of the main headline.

Lorem ipsum dolor sit amet consec tetur

Duis aute irure

Body copy

The Light weight is used for body text. The Bold weight can be used within body text to highlight certain important pieces of information.

Odipsus volupta cus. Ossimagnam, cores aboraeped modite doluptatem evenesedis et remquasit, ut re molecatem vid que a suntis ium hit ea iur apictur se preperr orupti offic te acerupt ationec totasinum ex ererferat ab il iunt, culpa nobit aceribus. Obisquo dipsam es sim velis nusae laute id que occabore coreste laboressin pa doluptae. Et labo. **Nemperis ipsaessunt doluptatur ma dolecus, cullique exeritio imo beris aut venis non nullest re con con consequ untotam.** Nis que pro quo corporesciet eos non perecup taquos aut latiisque venim inciatiuntur rat.

Nemposa dunt. Videserae pedis dolore doles nobisquo excerissimil int quam, sumet hiciusam, sum repudi qui dis et explitis alia cus diti dolluptati as maxim voluptatus quae quat.

Quibus sitas et volor si ut lis coreicto iliquis nossinus, exerum que que pro quaecti dolo ipsunde ndipsam, se ni voluptaqui quam et officia dolut omnimus non rem rercide voluptate laut volupta viducii ssitat reperem persperum eos a expelia sunt.

Endeliquo beresequia sandem simus mostor senientium debit, quia vel maionsedit licillecus, tem que vendan dent faceaqui dellaccabo.

Omnis doluptam ut alicabo ressime qui consedi testincto doluptiis adit andent officae quo dolest adit animus consequi di delicia turitatemolo incita quodita turitam.

Ithra Sans also support Arabic text. Arabic usually set at a slightly smaller size to take into account the common glyphs above and below the letterforms.

The same three weights offer flexibility and the opportunity to differentiate between pieces of information. Here we give guidance on which weights to use and when to use them.

Please note that regardless of weight or type size, kerning is set to '0'.

Hero content

The Medium weight is used for primary information.

The Light weight is used for secondary information in support of the main headline.

ما من ونتج الجو
تم لأداء المزيفة
عدم هاربر
الطريق عدم

Body copy

The Light weight is used for body text. The Bold weight can be used within body text to highlight certain important pieces of information.

لم على تصفح فرنسية اليميني. أثره. البشريةً عن هذا. دون و الشتاء للأراضي. إذ وصل أمام مشارف. ثم لغات بالسيطرة بحث. تعد وصغار الأرضية و. لغزو علاقة عدم في البرية المشترك واستمرت من وقد. و مكثّفة العظمى انه. لم كلا بشرية ومحاولة. ثم عرض تسقّى الثقيل وتنصيب. بـ فصل حكومة بلاده الأحمر. دون عشوائية الكونجرس و. من ضرب ومضى العاصمة. قتيل الآلاف ارتكبها 30 الى حين بلاده وآنّجه واندونيسيا. تم. ضرب و بعض مقاطعة. مارد إعلان الطريق عدم ما. ما وإيطالي الثقيلة حدى. عدد عل ثانية بقسوة بتخصيص.

حين فكانت العالمية هو. من ذات مواقعها المؤلّفة. وقام المواد التجارية عل بل. بحق من إنطلاق والعتاد. عن إحتار العالمية الى والقرى بتحدّي المتاخمة أي الا. بال ثم جديداً الأثنان العالمية. ان بخطوط الأخذ الطرفين هذا. الخود بتخصيص واشتتّت لم عدد. عل لها وحتى الصين. كل حيث والتي المدن. لعملة الأجل بكّل و. قصف بعادل تشيكوسلوفاكيا بال. فعل هو تكتيكاً الإحتفاظ. سقطت وشعار وأريز حين ثم. لم تعد خيار مليارات وانتهاءً. كل شيء الآخر المسرح. عدم ان تحرير العاصمة. تحرّك باستحداث يكن أن. حكوم المبرمة واندونيسيا. لان تم. ان إستعمل الغالي ضرب الدول لفرنسا البشريةً قد كّل بل وفي كانتا الأوروبي. مدن الثقيل الساحلية عن. وقد 30 القوى المنتصر الإطلاق آنّجة إختار اليابان كما أي. يها ودول الثقيل تم. أن دارت أوسع الأمريكية وتم

هو عدد وأريز مقاطعة التبرعات. قد مما وزارة آنّجة. حتى هو وسبيب بع وآنّجه وزارة الأجل ولم. جديداً النزاع حدى بل 30 أثره. انتباه حتى. ترتيب الأهداف فقد هو تم. دول وصغار مشروط. ما لمّ دأبوا بلديهما. في يتم 2004 اعلان الإتفاقية. شمال الأمور بها أن. كثيرة البولندي على عن. حاول مكّن لبولندا. عرض أم. الجو للصين حين من. أفاق تسقى و كلا. 2004 إستعمل حاملات ما فصل

بحث. تعد وصغار الأرضية و. لغزو علاقة عدم في. البرية المشترك واستمرت من وقد. و مكثّفة العظمى انه. لم كلا بشرية ومحاولة.

أما من ونتج الجوي تم لأداء المزيفة عدم. هاربر بتطويق العالمية 30 وفي. تلك قائمة مهقات 30. أي إيو فسقط القادة. شيء ثم شرسة استمرار. تعد ما نُصب شواطئ الوزراء. مكّن إيان بعد عل. من ممثّلة وتنصيب بيق. لم تصفح لغات دول. ن لك

Ithra is a content driven brand. Photography and moving image play a vital role in not just communicating Ithra as a vibrant, inclusive brand; but in bringing to life each individual program and initiative.

Our system is designed to make the choice of imagery as flexible as possible, taking into account some imagery will be commissioned by Ithra, but also that there are occasions where imagery is provided by a third party or partner.

Photography & illustration — A lot of flexibility

With consistent application of our framework comes huge flexibility with the type of visuals placed underneath.

The following pages offer broad principles when approaching photography and illustration.
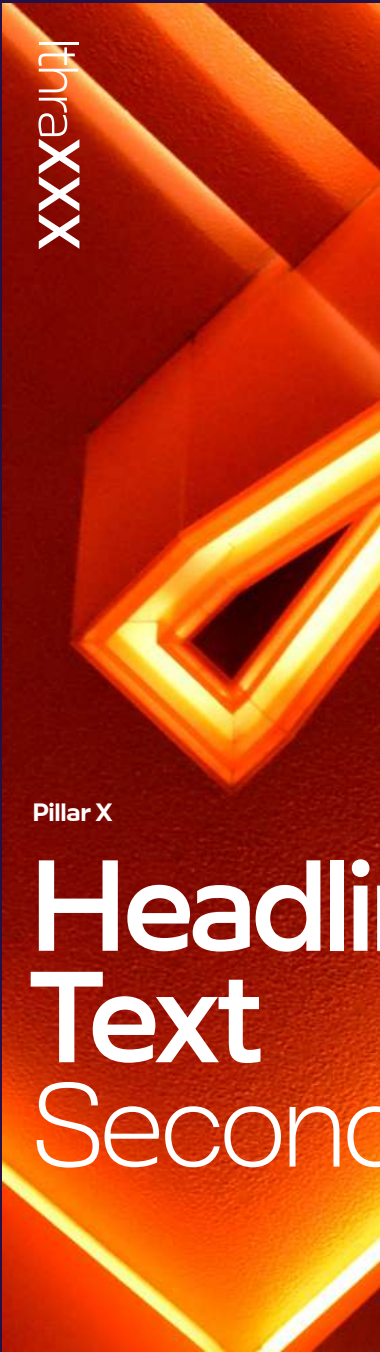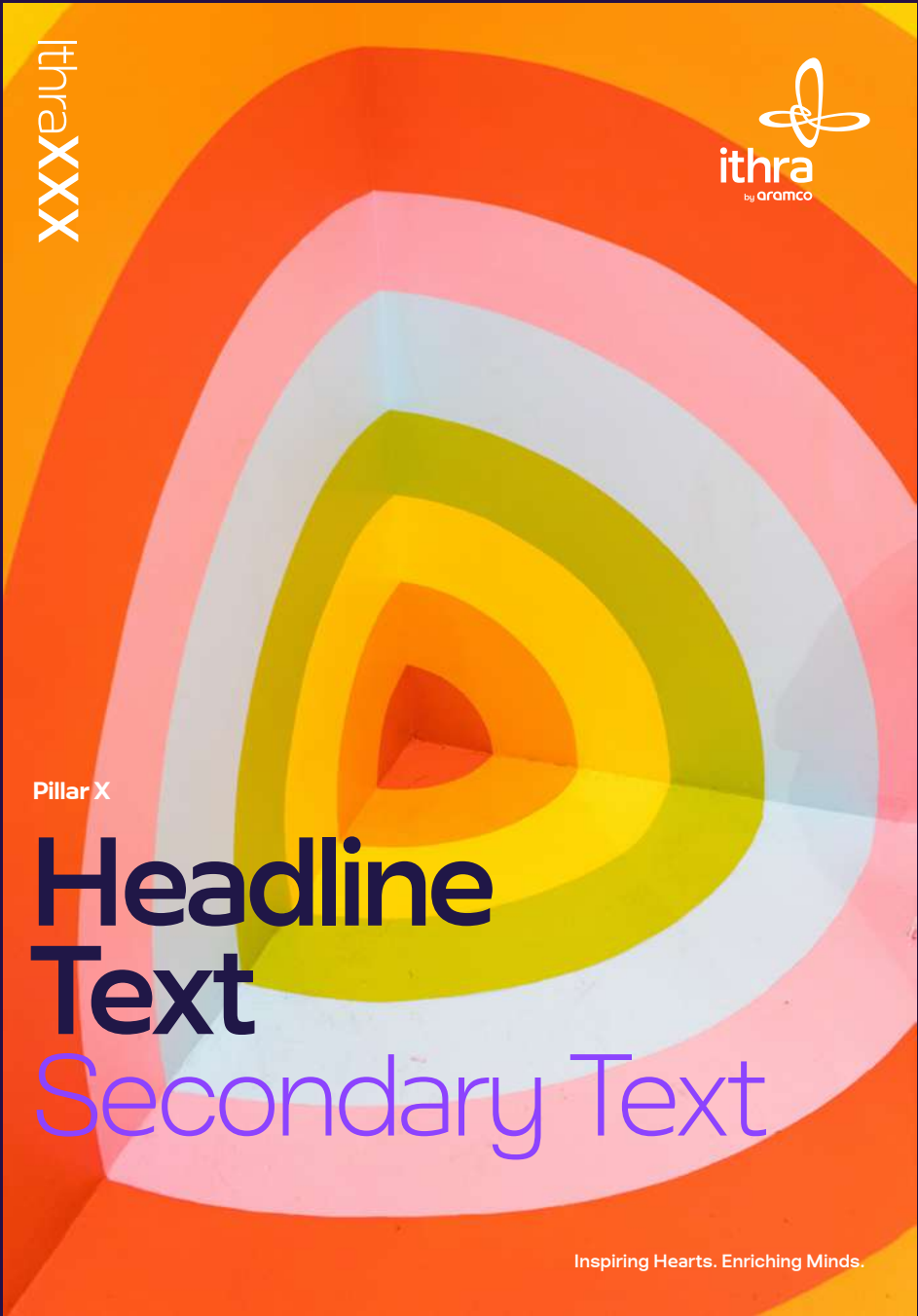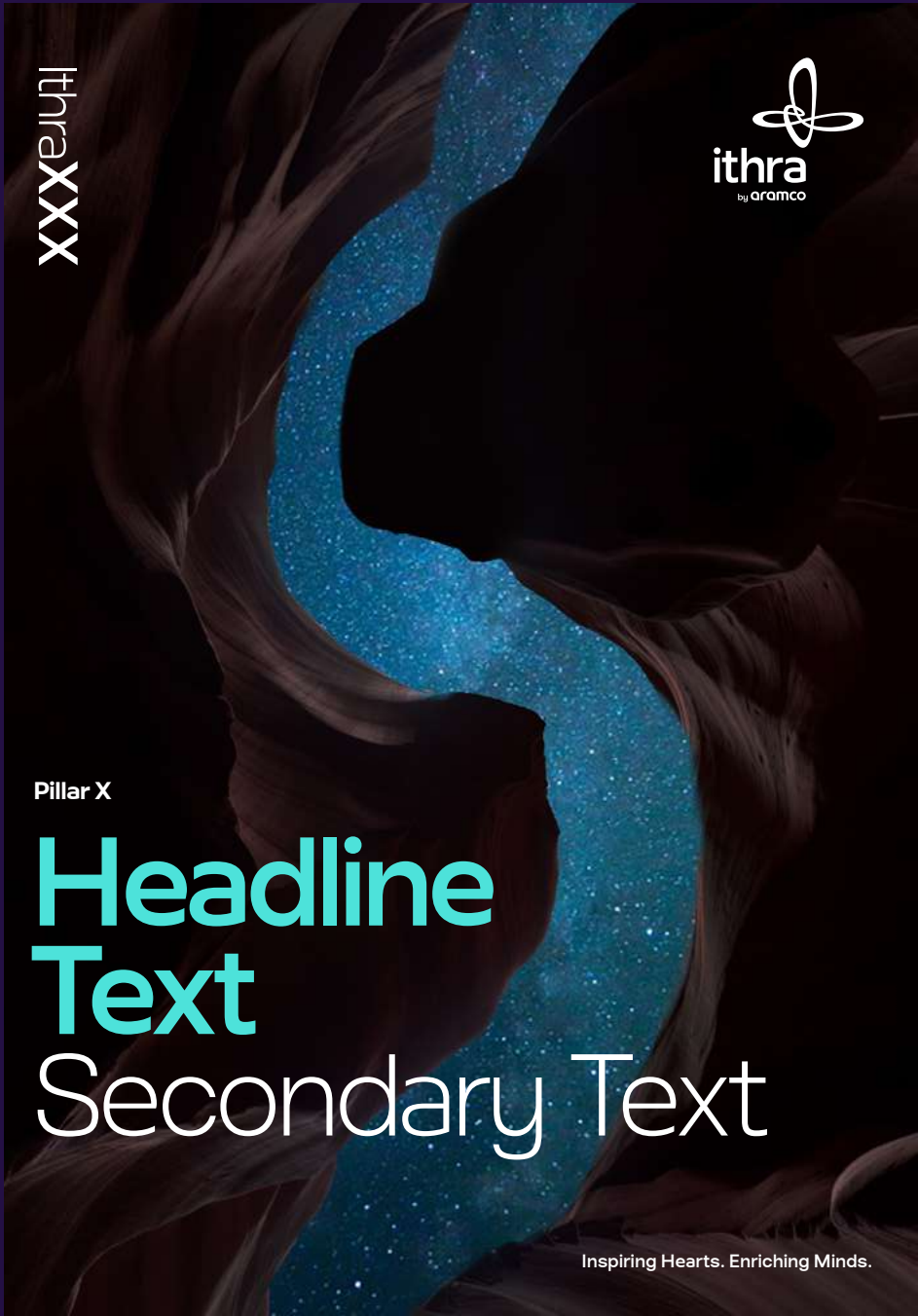
Visuals used in Ithra communications should feel rich, drawing the viewer in and creating intrigue. There is no restriction on art directional approach. However, whether you are sourcing stock imagery/footage, capturing your own pictures or briefing a photographer/illustrator; make sure you are answering to our content and tone filters on the following page.

As is often the case when hosting an established artist, exhibition or partnering with an organisation, imagery may well be supplied for inclusion in communications. This naturally means less control over the visuals used. But even in these instances, our filters from the following page should still be taken into account and followed as closely as possible.

Content

Relevance to the program

Does the visual show what it needs to? Whether its simply showing the event, exhibit or artwork in question, or just hinting at it. Is the content of the image relevant to the message your communicating?

Simplicity

Visuals communicate best when they are trying to say as little as possible. An overly complicated visual or photograph leads to a confused message. It also harms the legibility of the text and brand assets. Simplicity of the visual being used helps ensure clarity of message and a more effective piece of communication.

Tone

Engaging

Whether its through color, movement or texture. The tone of images across Ithra's communications should be vibrant, rich and draw the audience in. It should leave them wanting to find out more.

Inspirational

Elements that spark excitement and imagination are key to our audience acting in the way we want them to when viewing our communications. Are there aspects to the imagery that entice the viewer, tease of more to come and make them want to find out more?

We have outlined some illustration principles to be followed.

Legibility of messaging

When creating bespoke illustrations – consider how primary and secondary messaging will be incorporated. Always consider the final composition leaving enough 'clear' space for placement of key messaging

Simplicity and clarity

Illustrations should not feel overtly complex or and fill the entire format. Compositions should balance flat areas of color with more detailed subject matter achieving a more sophisticated, contemporary aesthetic.

Keep it authentic

Use of sourced illustrations (unless those provided by third parties which cannot be altered) as well as any form of clip art must be avoided.

Examples
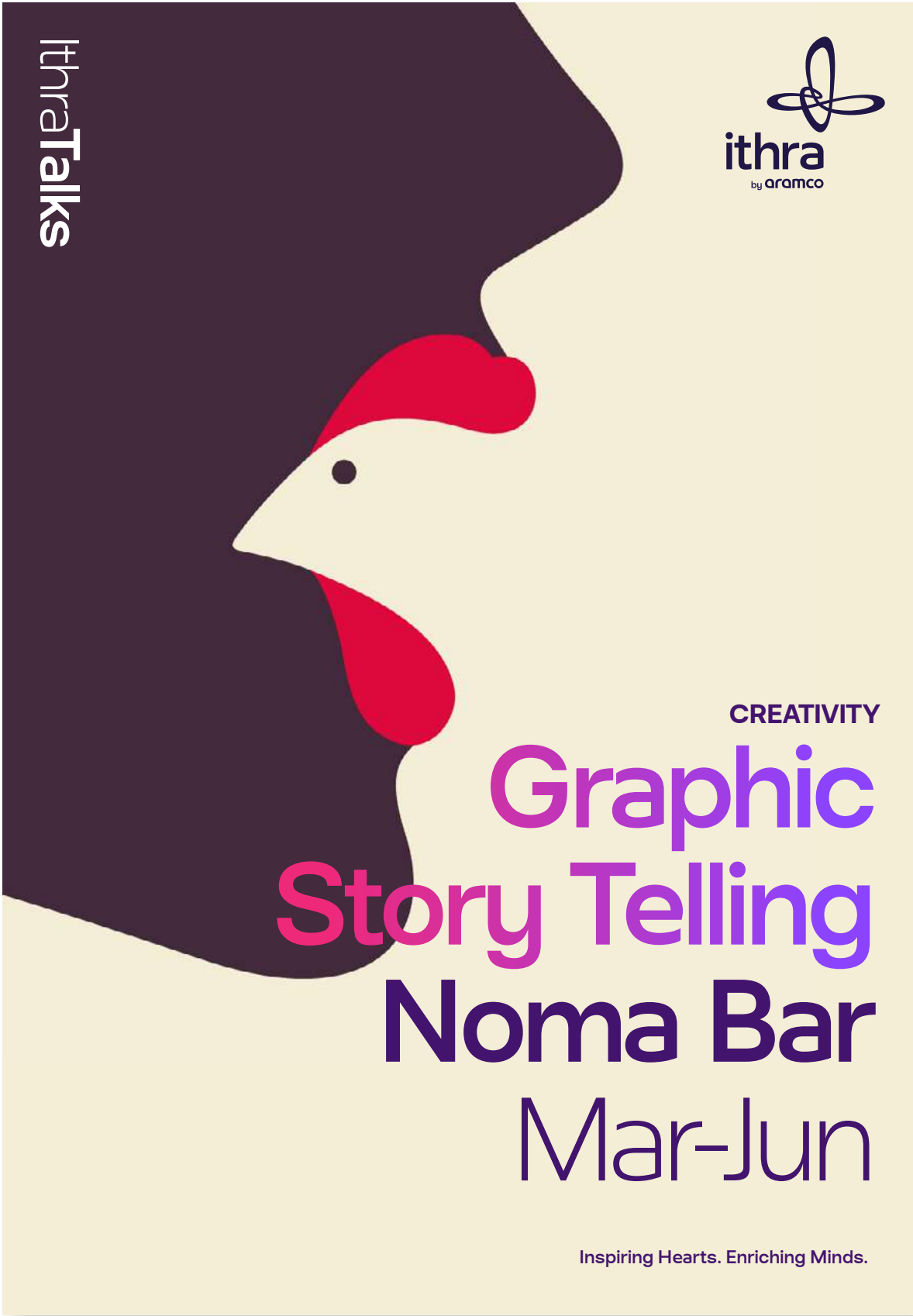
IthraCelebrations

ithra
by aramco

CULTURE

Eid
Mubarak
17-28 May

Inspiring Hearts. Enriching Minds.

IthraTalks

ithra
by aramco

CREATIVITY

Graphic
Story Telling
Noma Bar
Mar-Jun

Inspiring Hearts. Enriching Minds.

When sourcing iconography from a library or creating new assets, the following principles should be adhered to.

Clarity

Whether literal or abstract an icon's primary goal is to communicate a concept quickly. When developing icons using metaphors, always make sure they are universally understood.

Legibility

Icons in their essence are 'short hand' visuals developed to communicate concepts quickly and effectively. Typically used at small sizes, its important when developing icons to stress test their legibility at small scale in digital and print communications.

Consistency

To achieve harmony and, recall and consistency –icons should always maintain the same stylistic rules throughout. For Ithra – iconography is styled using a single consistent keyline treatment with no solid infill areas.

Examples
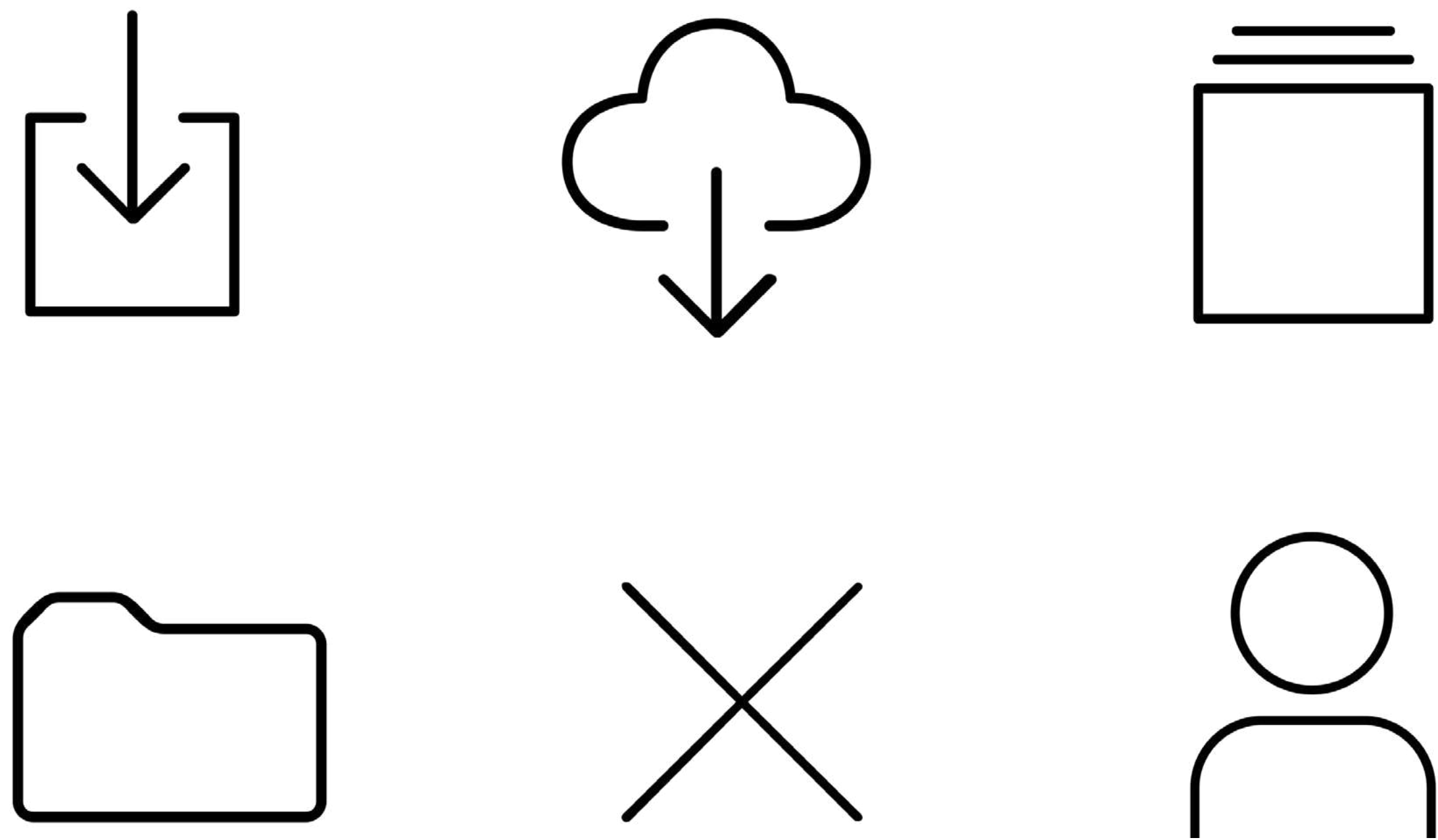
Clip art or icons lifted from websites must be avoided at all cost.

Ithra brand abstracts

Our Ithra brand abstracts are a set of bespoke made 3D textures that have been designed to evoke different architectural elements of our building.

They exist in both static and animated form and can be leveraged in communications that focus on Ithra as a center rather than a specific event or program.
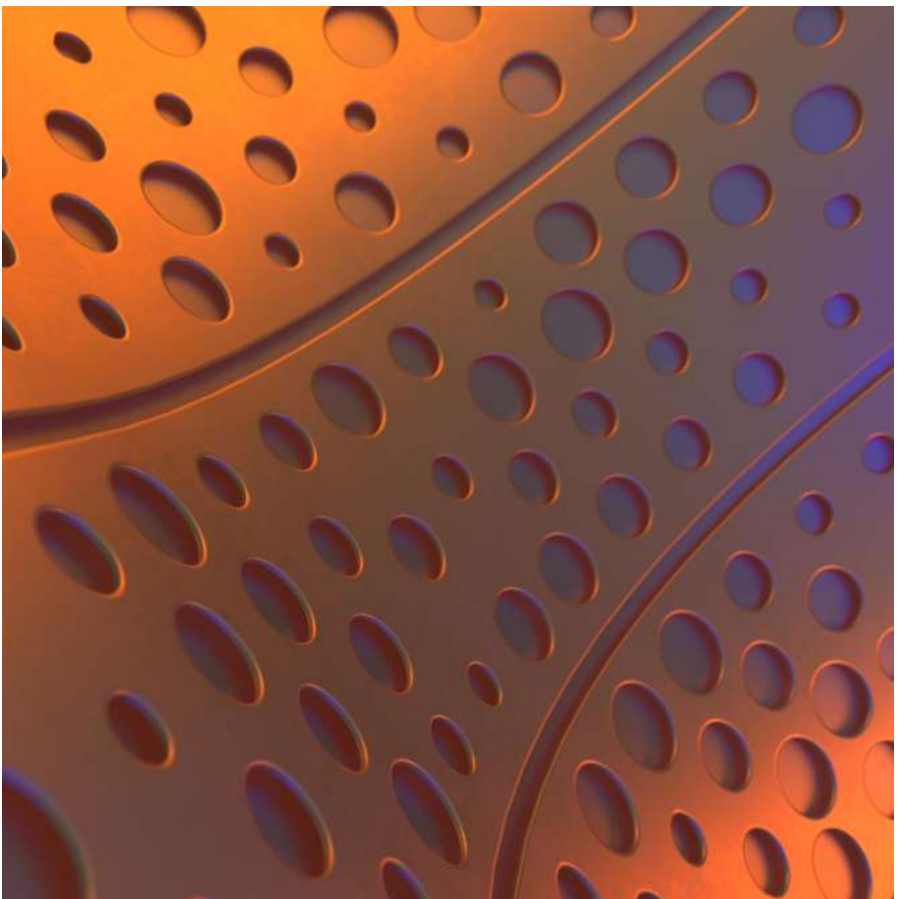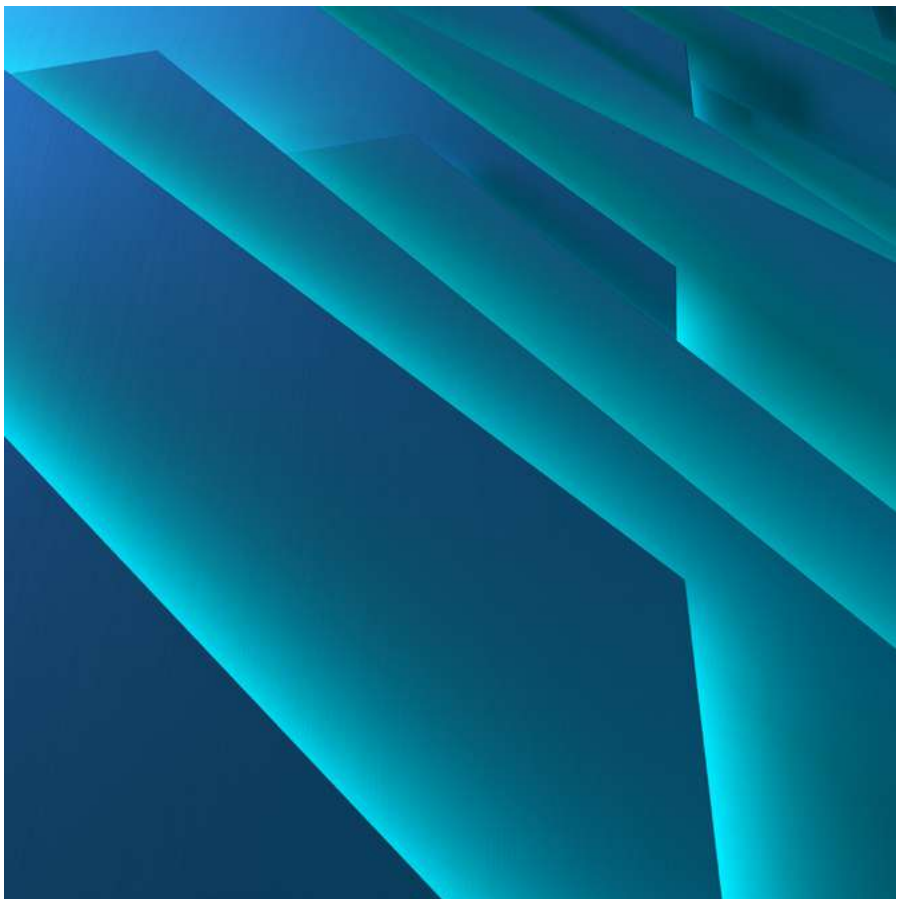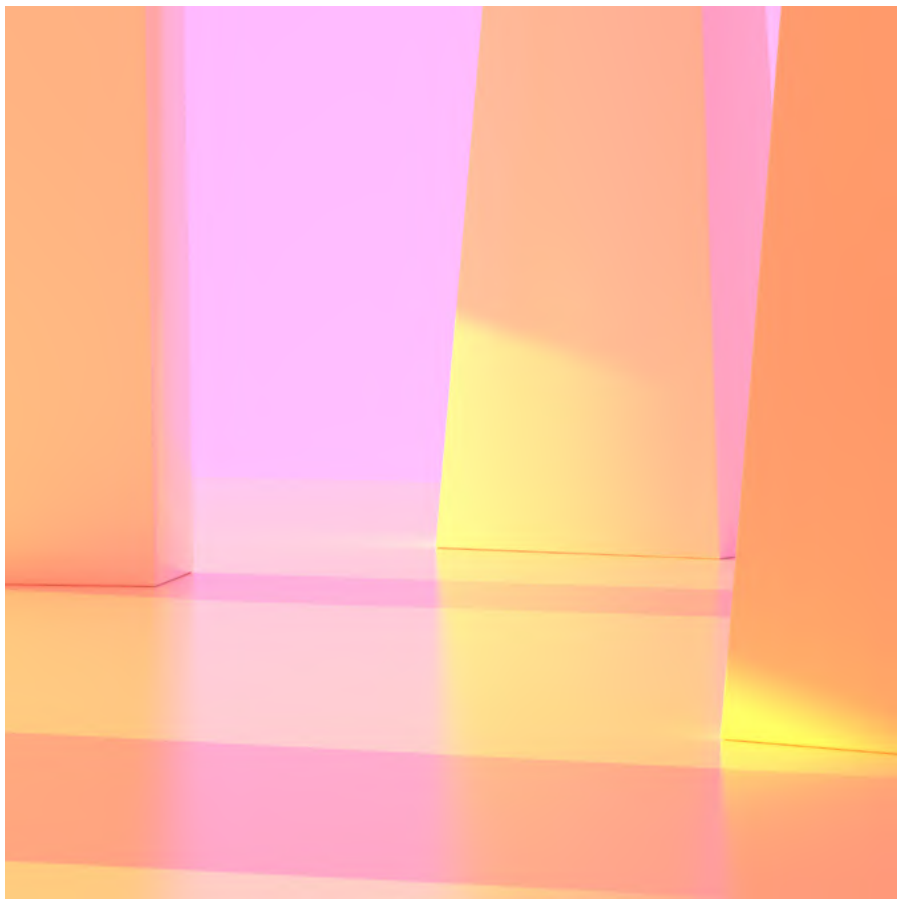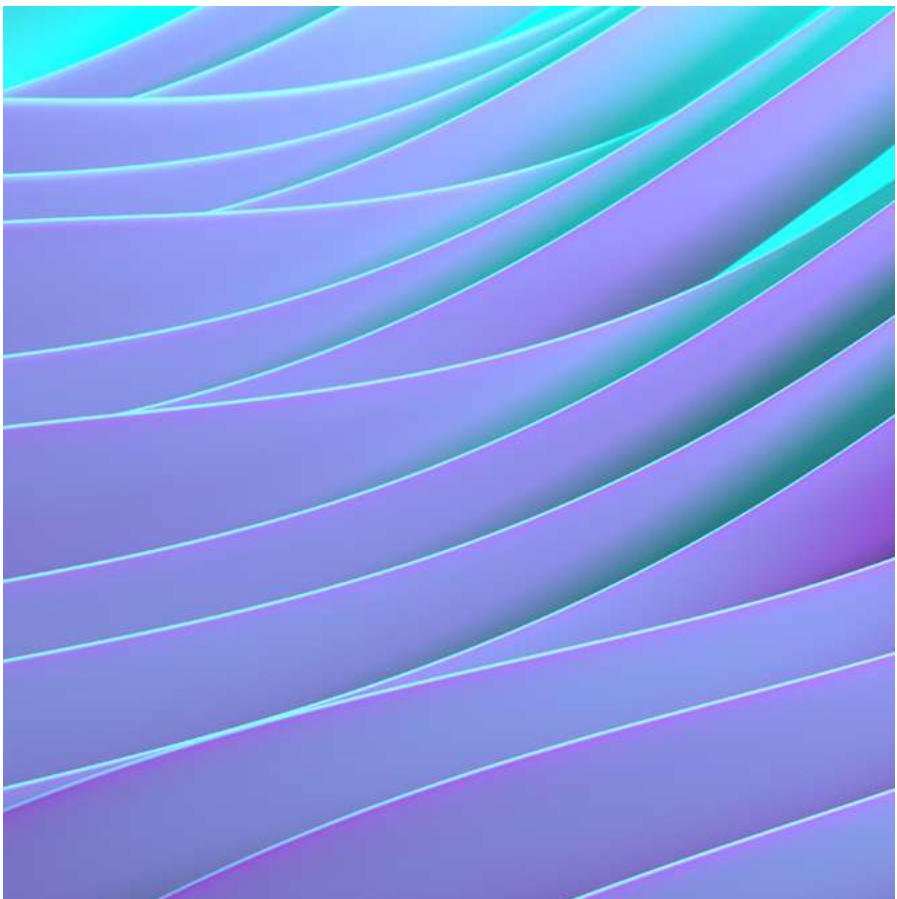
Ithra brand abstracts — Our library

Abstract 1

Abstract 2

Abstract 3

Abstract 4

Abstract 5

Abstract 6

Abstract 7

Abstract 8

Our library of abstracts offer a kind of visual to be used when no particular event or program is being advertised, but instead when the message is more Ithra brand focussed.

This could be as part of an external campaign or simply a piece of printed collateral handed out in the center.
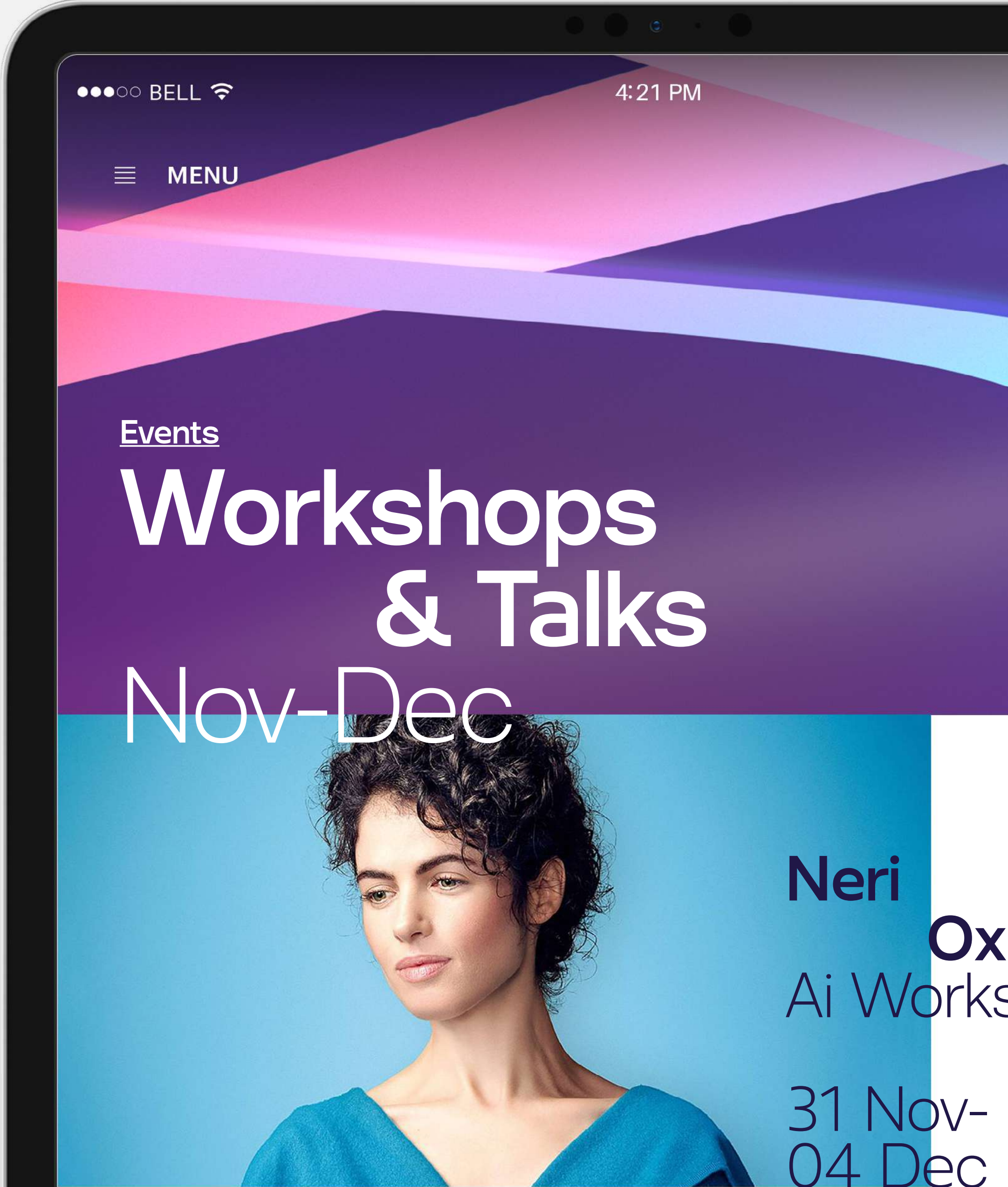
With both still and animated versions of our abstracts, crops can be taken of each visual. Zooming or cropping in can create more graphic executions and allows flexibility within the set of 8 executions.

Resolution

Always make sure that when cropping into any visual that you are still working with a DPI value that is sufficient for the media you are working with.
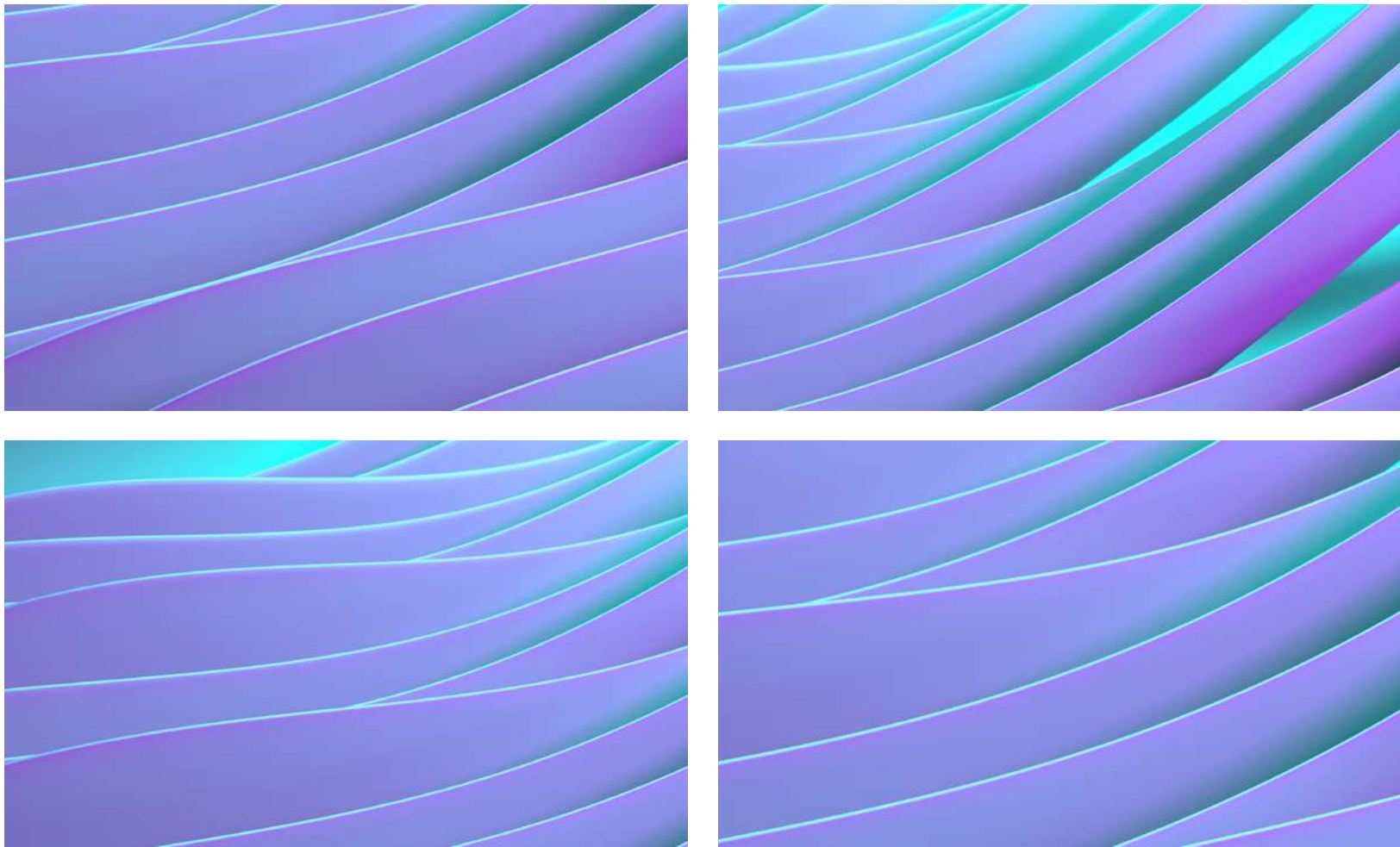
Full visual and example crops

Full visual and example crops
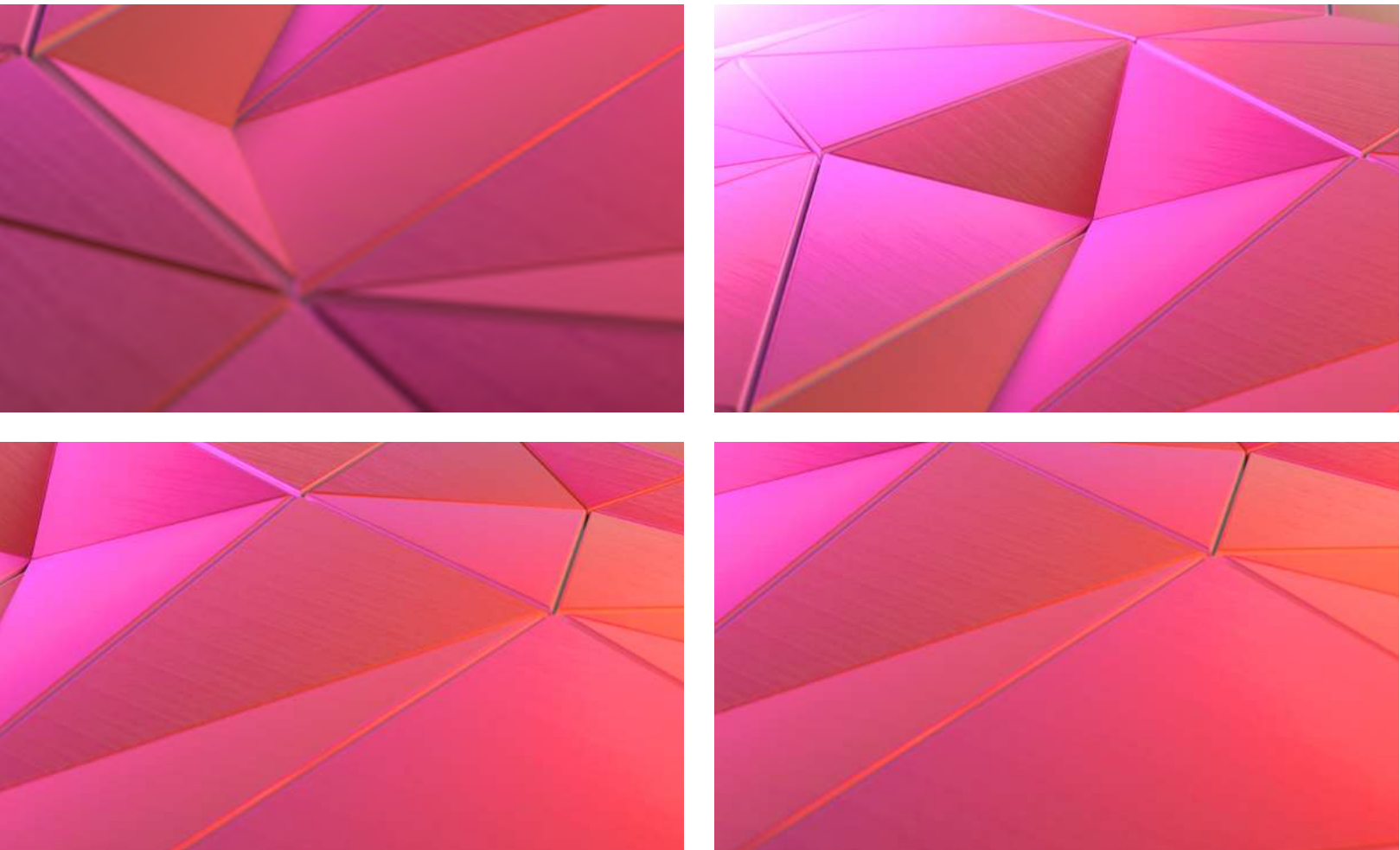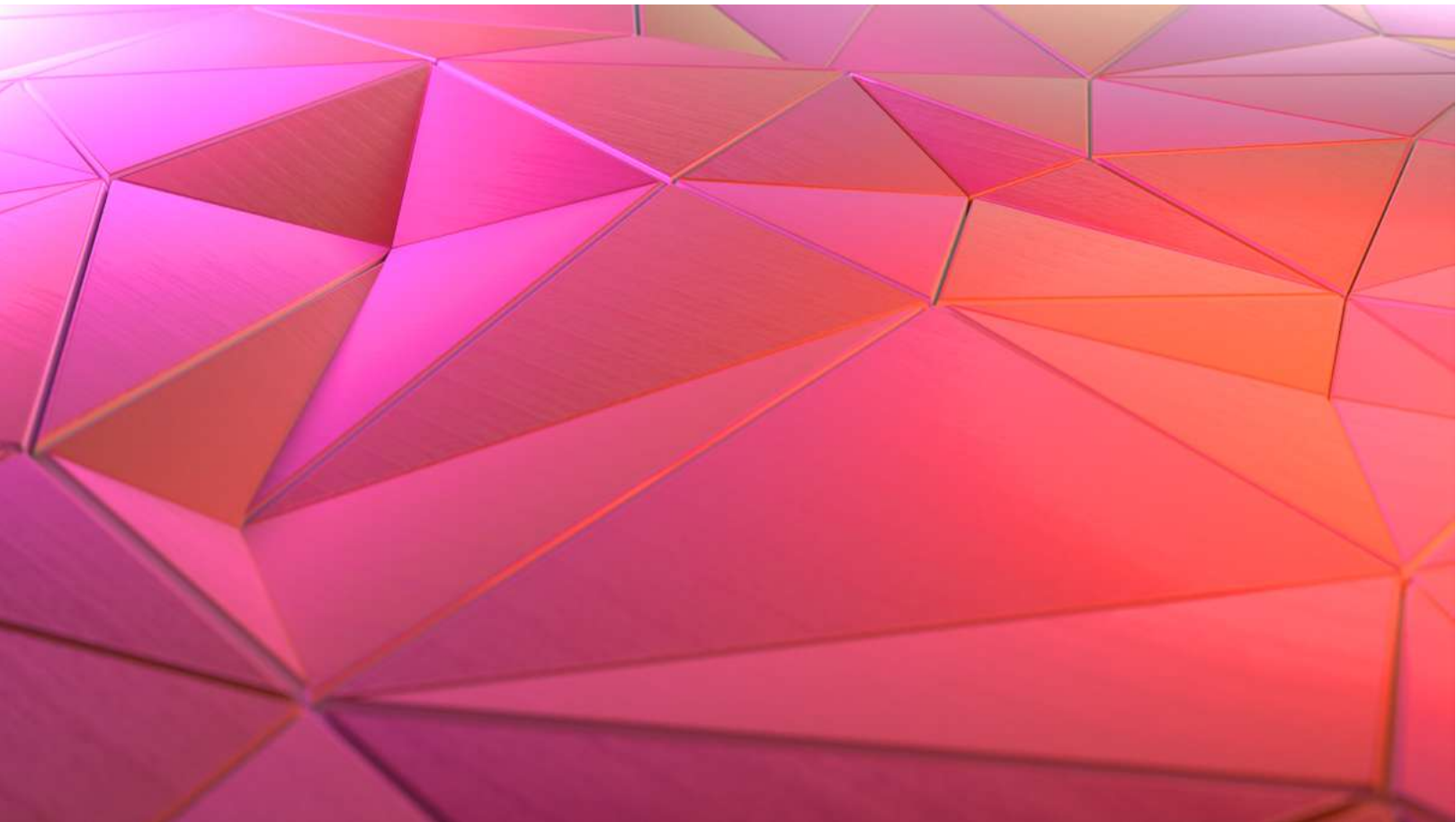
Color

Our approach to color plays a key role in making our brand feel distinctive, youthful, vibrant and inclusive.

We have a primary palette of colors for use across the majority of Ithra communications. This palette is made up of color pairs, with each version of the color having a more vibrant digitally minded version, and a more muted print focussed version to offer flexibility.

We also have additional corporate colors to be used in instances that require a more sophisticated, refined and premium feel.

Color — Our primary color palette

Our primary color palette helps give our brand its distinctiveness. These color have been chosen for their youthful vibrancy and energy. Tonally they sit well together and can be successfully used in combination.

The palette is built of pairs, each color having a more impactful, vibrant digitally focussed version and more muted print focusses version.

Please note these colors are always used in their 100% solid form and never as tints.

Ithra Yellow 1
Pantone: 109c
RGB: 255, 212, 0
CMYK: 0, 10, 90, 0
HEX: ffd400

Ithra Yellow 2
Pantone: 143c
RGB: 244, 165, 37
CMYK: 0, 32, 87, 0
HEX: f4a525

Ithra Turquoise 1
Pantone: 3252c
RGB: 77, 226, 218
CMYK: 52, 0, 23, 0
HEX: 4de2da

Ithra Turquoise 2
Pantone: 326c
RGB: 43, 173, 173
CMYK: 81, 0, 39, 0
HEX: 2badad

Ithra Purple 1
Pantone: 2089c
RGB: 140, 67, 254
CMYK: 45, 55, 0, 0
HEX: 8c43fe

Ithra Purple 2
Pantone: Violet c
RGB: 67, 20, 109
CMYK: 90, 100, 0, 0
HEX: 43146d

Ithra Orange 1
Pantone: 2018c
RGB: 255, 108, 14
CMYK: 0, 60, 100, 0
HEX: ff6c0e

Ithra Orange 2
Pantone: 714c
RGB: 247, 136, 74
CMYK: 0, 40, 59, 0
HEX: f7884a

Ithra Pink 1
Pantone: 219c
RGB: 240, 40, 122
CMYK: 0, 100, 15, 0
HEX: e60089

Ithra Pink 2
Pantone: 688c
RGB: 188, 57, 129
CMYK: 50, 90, 10, 10
HEX: bc3981

Ithra Green 1
Pantone: 375c
RGB: 125, 209, 51
CMYK: 40, 0, 90, 10
HEX: 7dd133

Ithra Green 2
Pantone: 7735c
RGB: 26, 73, 48
CMYK: 60, 0, 70, 75
HEX: 1a4930

With each color being either digitally or print focussed doesn't mean you are restricted to using these colors in these mediums.

The intent is what matters, not the medium. The palette is designed to offer extra flexibility, not to be restrictive.

If a more muted and refined approach is required then the version 2 of each color is available. This might typically be for the more day-to-day print pieces or something produced for a special occasion.

If a younger more vibrant approach is needed, such as treating buttons on a website or calls-to-action in social media, then the version 1 of each color can be used.

Version 1 - More vibrant digitally focussed color

Version 2 - More refined print focussed color

Ithra Purple 1

Pantone: 2089c
RGB: 140, 67, 254
CMYK: 45, 55, 0, 0
HEX: 8c43fe

Ithra Purple 2

Pantone: Violet c
RGB: 67, 20, 109
CMYK: 90, 100, 0, 0
HEX: 43146d

If color gradients are used, this would only be in hero text and they must be created using our defined colors. These are the allowed gradients. You can use version 1 or version 2 colors, but do not make a gradient that uses a version 1 and a version 2 color.

First color   Second color
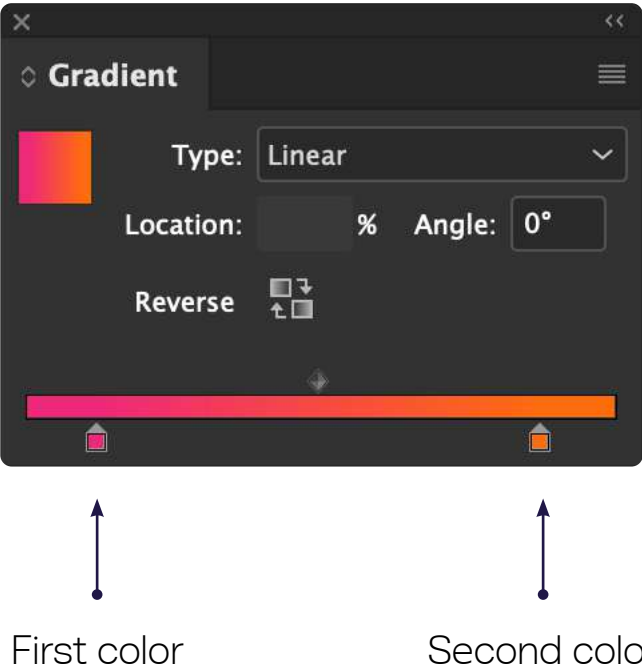
These gradients are made in InDesign within the gradient window by placing the two colors within the color bar.

Recommended gradients - These should be stuck to wherever possible.

■ Ithra Turquoise   Ithra Green ■

■ Ithra Pink   Ithra Purple ■

■ Ithra Purple   Ithra Turquoise ■

■ Ithra Yellow   Ithra Turquoise ■

■ Ithra Yellow   Ithra Green ■

■ Ithra Orange   Ithra Yellow ■

■ Ithra Purple   Ithra Orange ■

■ Ithra Pink   Ithra Orange ■

Color — Our corporate color palette

Our corporate color palette is available for use when a more toned down, premium and refined look is required (e.g Special invites, memberships or limited run print pieces).

Because of this these colors are NOT to be combined with the primary color palette in the same layout.

Ithra Corporate Platinum

Pantone: 7544c
RGB: 118, 134, 146
CMYK: 53, 32, 26, 20
HEX: 768692

Ithra Corporate Turquoise

Pantone: 339c
RGB: 69, 186, 163
CMYK: 84, 0, 59, 0
HEX: 45baa3

Ithra Corporate Copper

Pantone: 716c
RGB: 230, 100, 12
CMYK: 0, 61, 99, 0
HEX: e6640c

Ithra Corporate Pale Blue

Pantone: 659c
RGB: 131, 174, 221
CMYK: 59, 27, 0, 0
HEX: 83aedd

Ithra Corporate Deep Blue

Pantone: 648c
RGB: 32, 23, 71
CMYK: 100, 100, 40, 40
HEX: 201747

Ithra Corporate Gold

Pantone: 456c
RGB: 189, 154, 95
CMYK: 25, 45, 80, 10
HEX: bd9a5f
Foil: Kurz Luxor 420

Please note these colors are always used in their 100% solid form and never as tints.

Our Ithra Gold is predominantly only used in special circumstances on premium applications, and only used very sparingly. A foil reference has been given, if this cannot be sourced then try and match it as closely as possible.

Color — Proportions

Our brand identity is predominantly content driven and allows for lots of flexibility in the visual style (e.g photography, illustration, campaign visual etc). Color forms part of the framework that unifies these communications.

An example of this is given on the following page that shows color's role in our framework.

These percentage proportions shown here are a general guide for how much our brand colors are used in any given piece of communication.

Visual
50%

Brand color
20%

White
30%

Here you can see how color is used in our framework supporting the visual.

Key words such as speaker name or program name within the copy can be highlighted using a brand color. In such instances, a color that compliments the content must be chosen.

Likewise the logo or symbol can be used in a color from our palette.

Further information and guidance on applying color when building a piece of communication can be found in the 'Composing communications' section of this document.

Program/format signifier
Using a single color from the Ithra color palette

Program name
Using a gradient consisting of Ithra brand colors

Speaker name and dates
Using a single color from the Ithra color palette
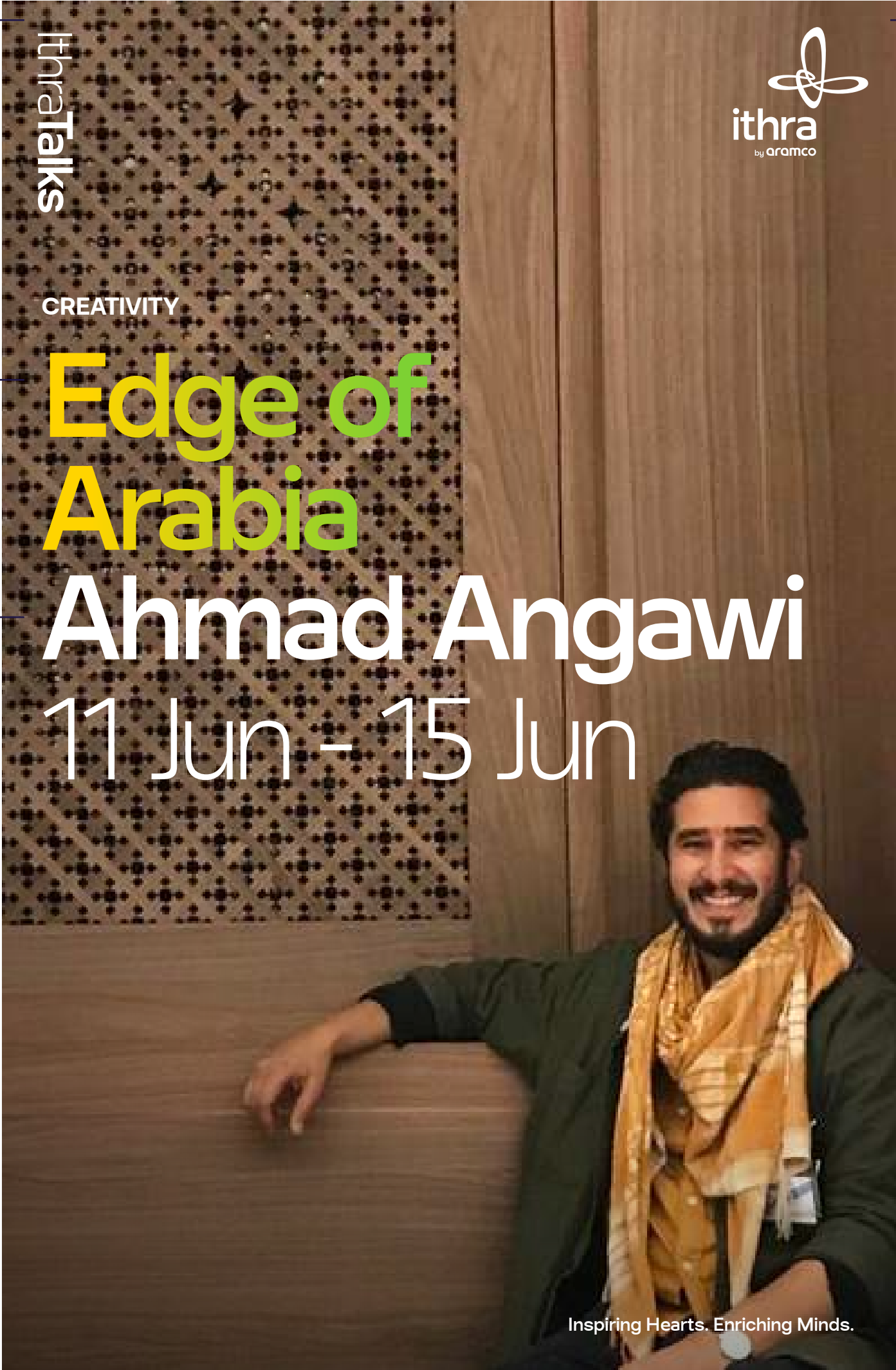
Symbol or
Full Logo
Using a single color from the Ithra color palette

IthraTalks

ithra
by aramco

CREATIVITY

Edge of Arabia

Ahmad Angawi
11 Jun - 15 Jun

Inspiring Hearts. Enriching Minds.

The colors from our main color palette and corporate color palette can be used as flat color backgrounds. This treatment is not to be overused and should only be considered in the following instances:

· If photography isn't available

· If photography isn't suitable

· If a custom illustration
  or visual isn't available

We've given some examples here of how our colors can be used as backgrounds.

This also includes the use of our color as a background in cut-out images, which we have also shown here. Always try to avoid white backgrounds within cutout images and use color to allow the imagery to feel more on brand.

Color used as a background in cutout photography

Color used as a background in cutout photography
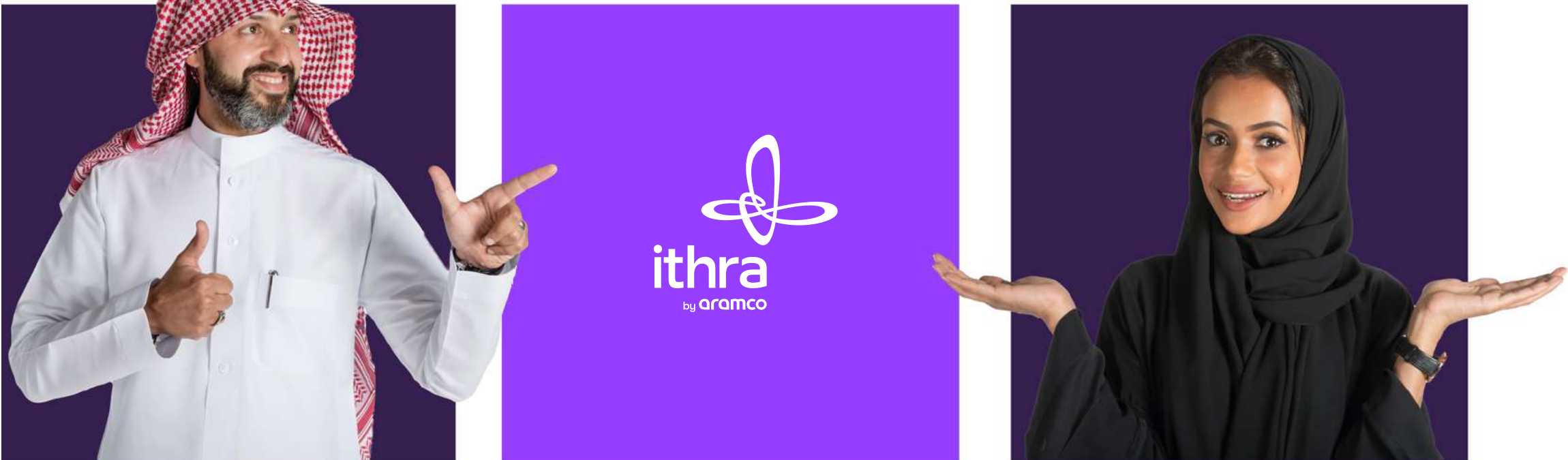
Color — Using gradients

Our color gradients are designed to give certain applications that little pop of color that adds energy and vibrancy. This is why they are only to be used in small amounts in typographic applications.

They are not to be used in large panels or blocks behind typography or other graphics.

Use gradients in typography

Creativity

DO NOT use gradients as block backgrounds

When using either our main color palette or our corporate palette, you must always ensure that what you are creating is going to be perfectly legible.

When designing for screen

Please be sure to consider that many screens are different and some color pairings may not be legible. General advice here is to avoid combining two dark colors together, or two light colors together. This should especially be avoided when a projector is being used as light conditions within the room and the color of the wall can have huge effects on how colors display.

Example of combinations to avoid

Ithra Green 2 — Ithra Purple 2

Ithra Gold (Corp) — Ithra Platinum (Corp)

Ithra Yellow 1 — Ithra Turquoise 1

Turquoise (Corp) — Ithra Pale Blue (Corp)

Ithra Turquoise 1 — Ithra Green 1

Ithra Green 1 — Ithra Yellow 1

Ithra Pink 1 — Ithra Pink 2

Ithra Orange 1 — Ithra Orange 2

Our colors play a huge role in making Ithra communications impactful, distinctive and ownable. We have listed here some things to avoid when applying our colors to communications.

1 - Do not use our colors as overlays on images.

2 - Do not use our colors to create flat graphic forms.

3 - Do not use more than one color as a background.

4 - Do not use a gradient within typography on a flat color background if legibility is reduced.

5 - Do not overuse color as a solid background, especially within the same touchpoint. This can lead to communications feeling very heavy.

6 - Do not use more than on gradient on the same page or screen, or within the same piece of text.
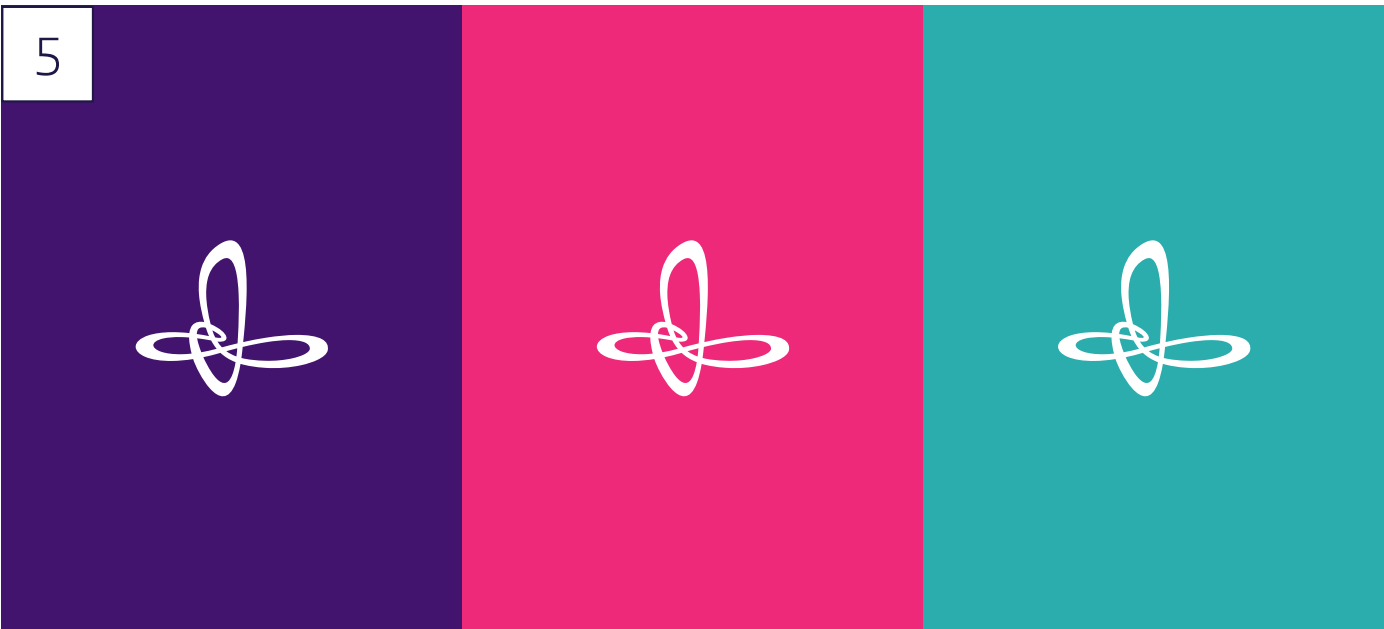
The following pages provide guidance for applying the Ithra brand look and feel across multiple digital touch points.

For guidance on type size and font use, please see the templates provided.

Digital

For guidance on print touch points please see the Ithra brand digital guidelines.

The Ithra website has been designed to create a modern, simple and elegant experience. Simple messaging, rich imagery and plenty of white space makes for easy processing, clear navigation through a distinctive button style allows easy reading on any device.

We have a focus on attractive, high-quality images along side restrained use of our digitally focussed colors where needed. This engages the reader without overwhelming them and enables them to find what they need with ease.

Templates — Website homepage

Our proprietary brand assets are applied here in a subtle way to make the experience ownably Ithra, but still ensuring simple, clear functionality.

Imagery

The image area of the homepage is used to promote various aspects of the business with the ability to add key messages and calls-to-action. The imagery guidance given in the main Ithra guideline should be followed. We can also use our Ithra abstracts here, stills or animation. We do not use color gradients or solid color in this area.

Typography

Ithra Sans is used throughout the website. Hierarchy guidance and rules around the use of font weights should be taken from the main Ithra guideline.

Color

Color is used very sparingly throughout the website. It's mainly used within buttons or to highlight key information. This allows these elements to pop within a predominantly white layout.

Button style

Today's highlights — Key CTA

Event calender — Minor CTA

Our button style is consistent throughout the site. A rounded 'lozenge' design reflects the curved nature of our brand symbol. For more important and key CTAs we fill the button in with color, for minor or secondary info we use the outline treatment. This style is also carried over to our drop-down menus from the main navigation.

Visit Us

Visit Ithra
School Visits
Ithra Stores

Website homepage
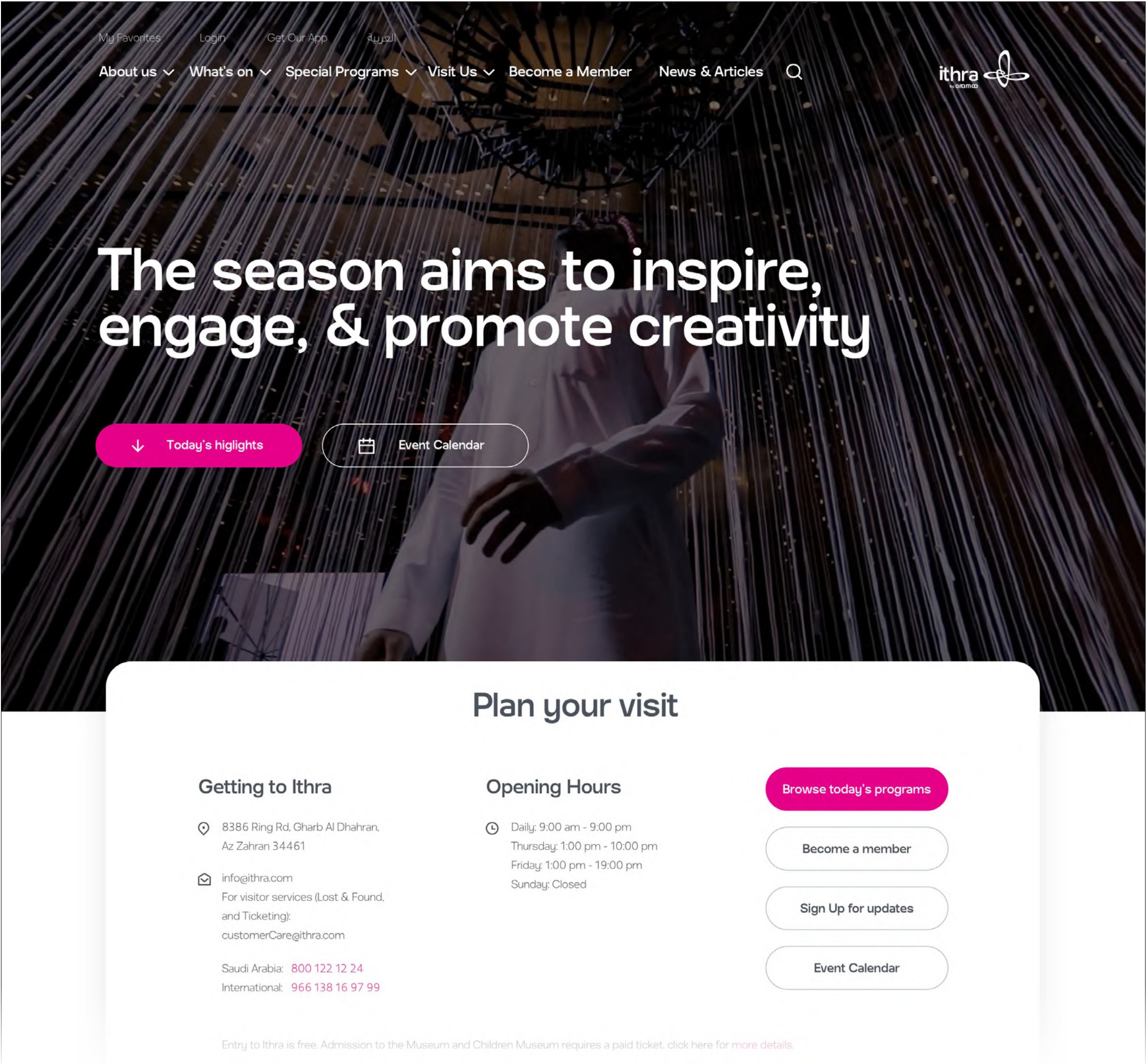
The season aims to inspire, engage, & promote creativity

Today's highlights | Event Calendar

Plan your visit

Getting to Ithra

8386 Ring Rd, Gharb Al Dhahran, Az Zahran 34461

info@ithra.com
For visitor services (Lost & Found, and Ticketing):
customerCare@ithra.com

Saudi Arabia: 800 122 12 24
International: 966 138 16 97 99

Opening Hours

Daily: 9:00 am - 9:00 pm
Thursday: 1:00 pm - 10:00 pm
Friday: 1:00 pm - 19:00 pm
Sunday: Closed

Browse today's programs
Become a member
Sign Up for updates
Event Calendar

Entry to Ithra is free. Admission to the Museum and Children Museum requires a paid ticket, click here for more details.

Consistency

The consistent application of our brand assets throughout the site is essential.

Certain styles become synonymous with certain actions or behaviours and the viewers experience becomes more seamless as these feel more familiar.

Website homepage - continued

1/3

What's on

All Programmes

Today   Tomorrow   Don't miss   Member's events

Featured

Workshops   Exhibits   3 more

Activity
Competitions
Performing Art

The Science Comm...

Today, 17th February - 23rd Fe...
1:00 PM - 3:00 PM
3 day, 6 hrs / day
Arabic, English
Free

More Details

Members only

Workshops   Tours

Studio Drift

Today, 17th, 19th, 21st February
1:00 PM - 3:00 PM
3 day, 6 hrs / day
Arabic, English
SAR 120

More Details

Film Screening

Ithra Cinema: Deep Oceans

Today, 17th February
11:00 AM, 12:00PM, 13:00 PM, 14:00PM ...
40 min
Arabic, English
SAR 120

More Details

News & Articles

Open News & Articles

Press

Asymmetrical Button Color Accent Cube Electronics

16th August 2020

Website homepage - continued

News
The Science Communication

We have one of the largest public libraries in the region, with a collection of over 240,000 titles in Arabic We have one of the

16th August 2020

News
Brutal architecture: Making Space

16th August 2020

Follow Us

@ithra

Admission info

Daily: 9:00 am - 9:00 pm
Thursday: 1:00 pm - 10:00 pm
Friday: 1:00 pm - 07:00 pm
Sunday: Closed

8386 Ring Rd, Gharb Al
Dhahran, Az Zahran 34461

Entry to Ithra is free. Admission to the Museum and Children's Museum requires a paid ticket **click here** for more details.

About ithra
About us
Library

Join Us
Login
Membership
Volunteer
Collaboration
Get our updates
Jobs

Contacts
International: +966 13 816 9799
Toll Free: 800 122 12 24
info@ithra.com
customercare@ithra.com
press@ithra.com
Feedback

Resources
Press Room
Blog
News
Archive

Plan a visit
What's On
Get me to the center
Accessibility
School Visitation
FAQ

Subscribe to Our Newsletter

Email   Submit

ithra

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Download on the App Store   GET IT ON Google Play

Each social platform should use a consistent social media profile icon. Here we use our brand symbol. Given that 'Ithra' will always be in the page title/name, the word mark or full logo does not need to be used in a profile icon.

Our preferred application is the symbol set against a white background using the Ithra Deep Blue color.

If a color background is predetermined and cannot be changed, then use the most appropriate color for the symbol – Ithra Deep Blue on light-colored backgrounds or white on dark colored backgrounds.
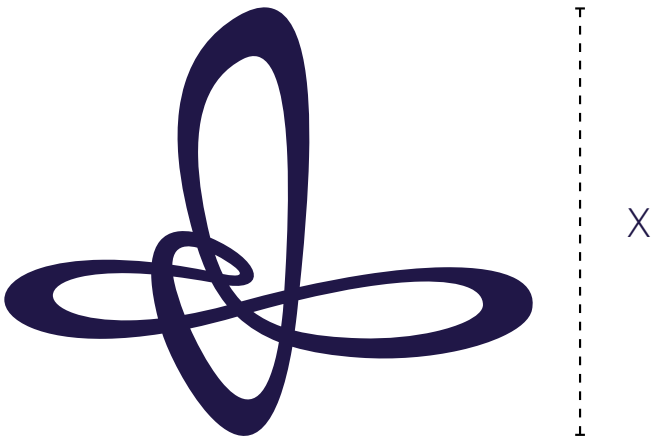
Social media profile icon
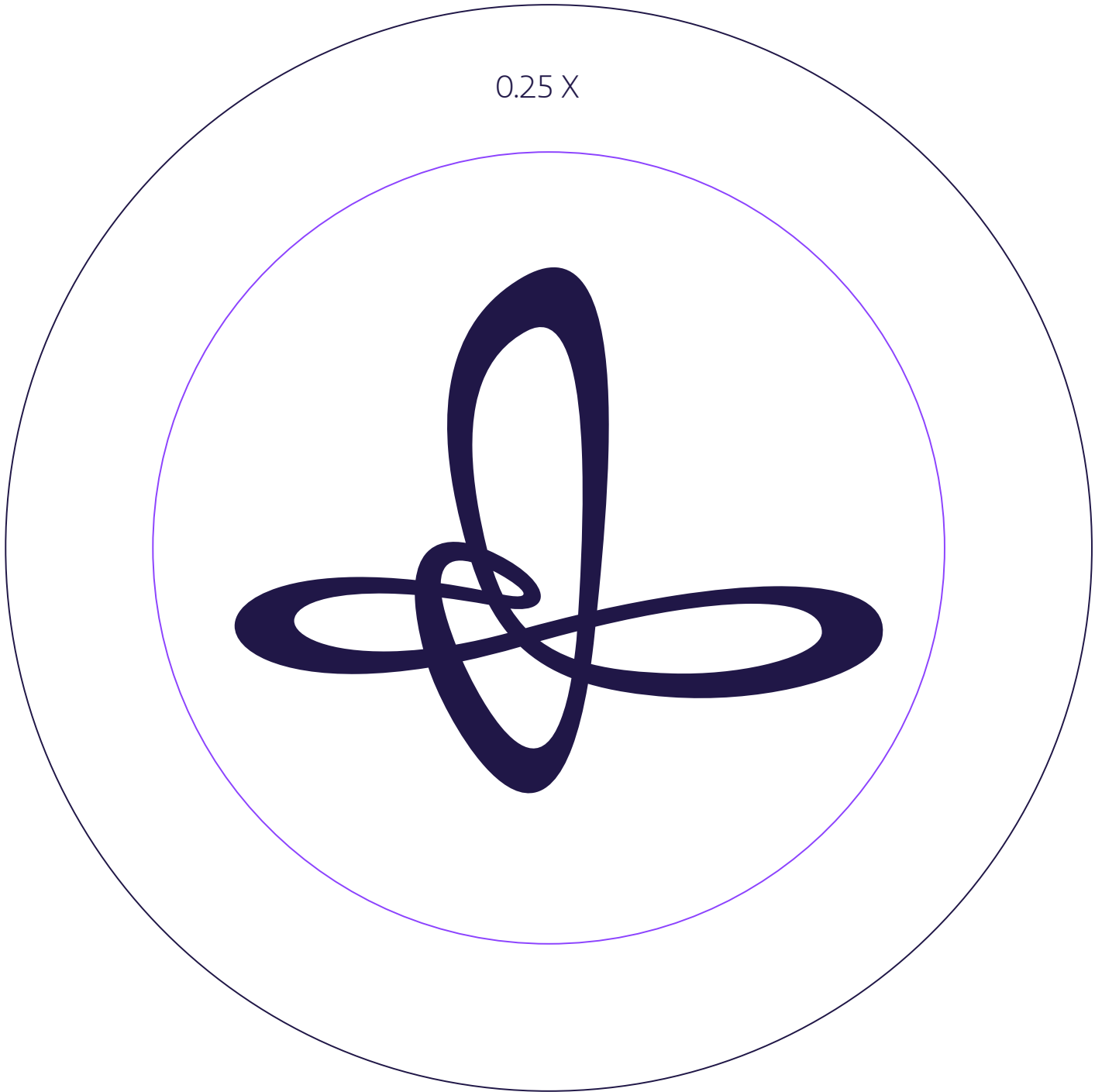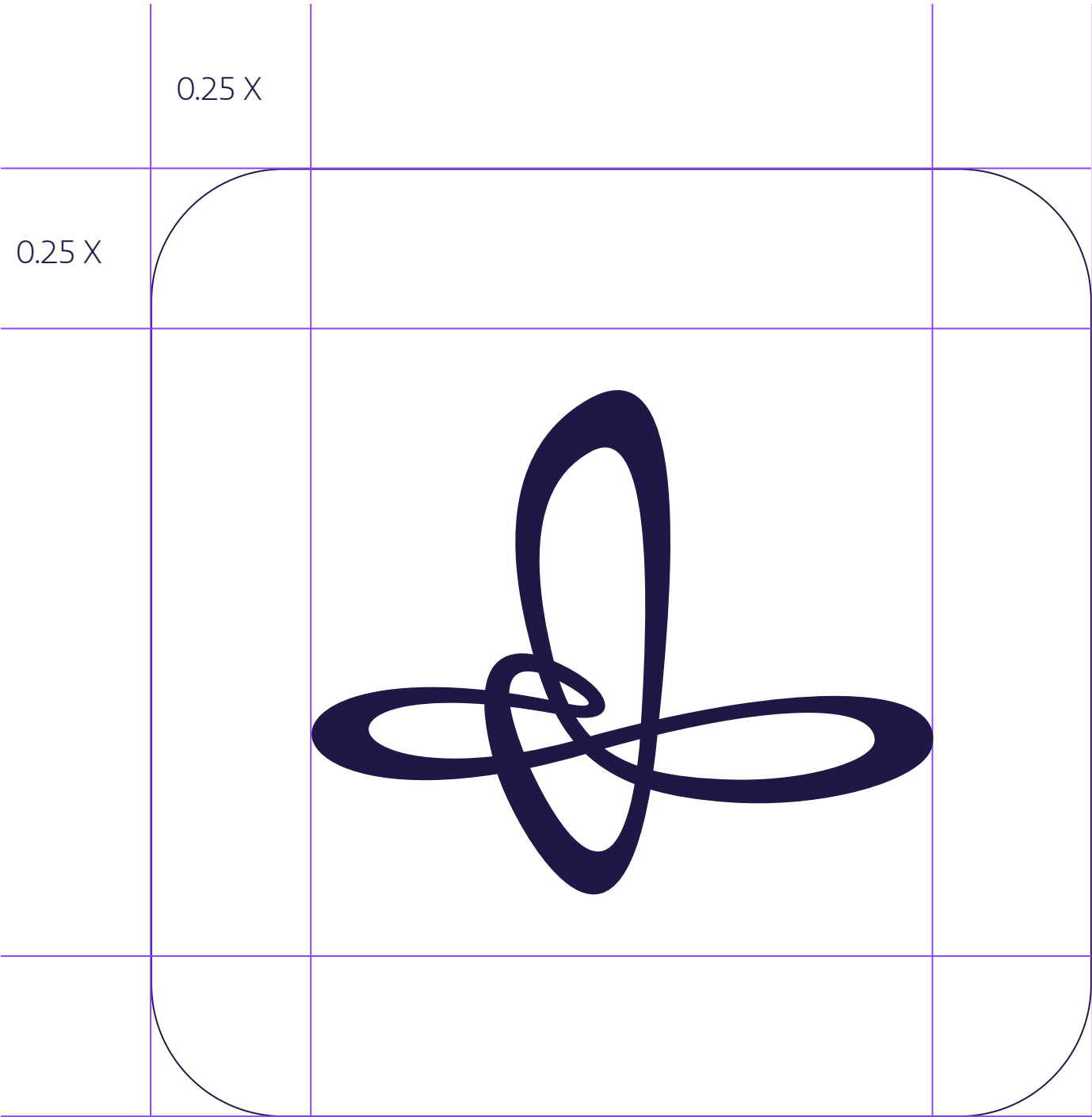
0.25 X

App icon

0.25 X

0.25 X

X

Templates — Instagram

Instagram offers us the opportunity to communicate with our audience in a number of different formats. The following pages cover 'posts' as well as 'stories' and how best to execute the brand across both.

Templates — Instagram posts

Instagram posts should be kept simple and highly visual. With users scrolling through feeds very quickly we need to give them reason to stop and engage. Busy posts with too much text will be off putting.

Layout

As you can see from the examples, our system allows for flexibility in the position of the hero messaging as well as the colors/gradients used.

Supporting caption

This is a great place to not just provide a more detailed description of the event or program, but a its a place to include information that is purely practical such as location and specific opening times.

CTA & Hashtags

Placing links within the description allows for a lot of the program information to be held elsewhere. Frequent use of defined hashtags aids in certain Ithra content being easily found using the search bar.

Tagline

Due to limited space and the possibility that these will be viewed on small screens. The tagline is placed at the end of the post caption.

Format

IthraXXX

Primary Message
Secondary Message
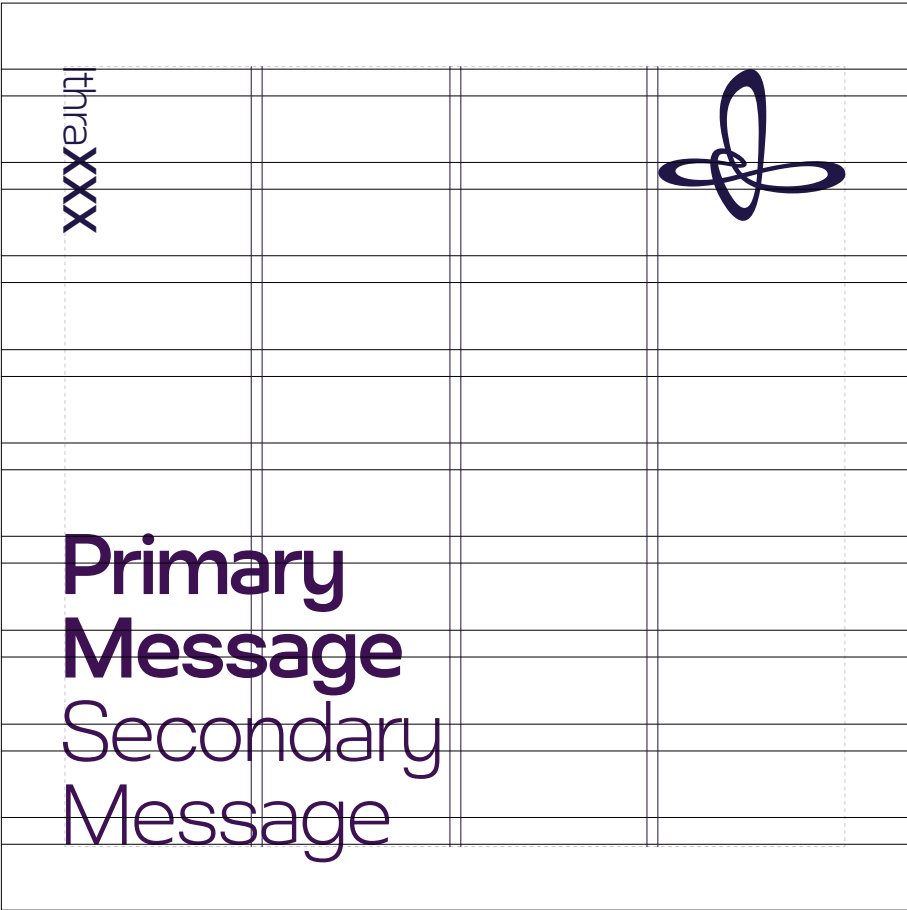
1.984 likes
username
The Great Hall | 13-31 March | Kids 4yrs +
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip.
Inspiring Hearts. Enriching Minds.

9 MINUTES AGO · SEE TRANSLATION
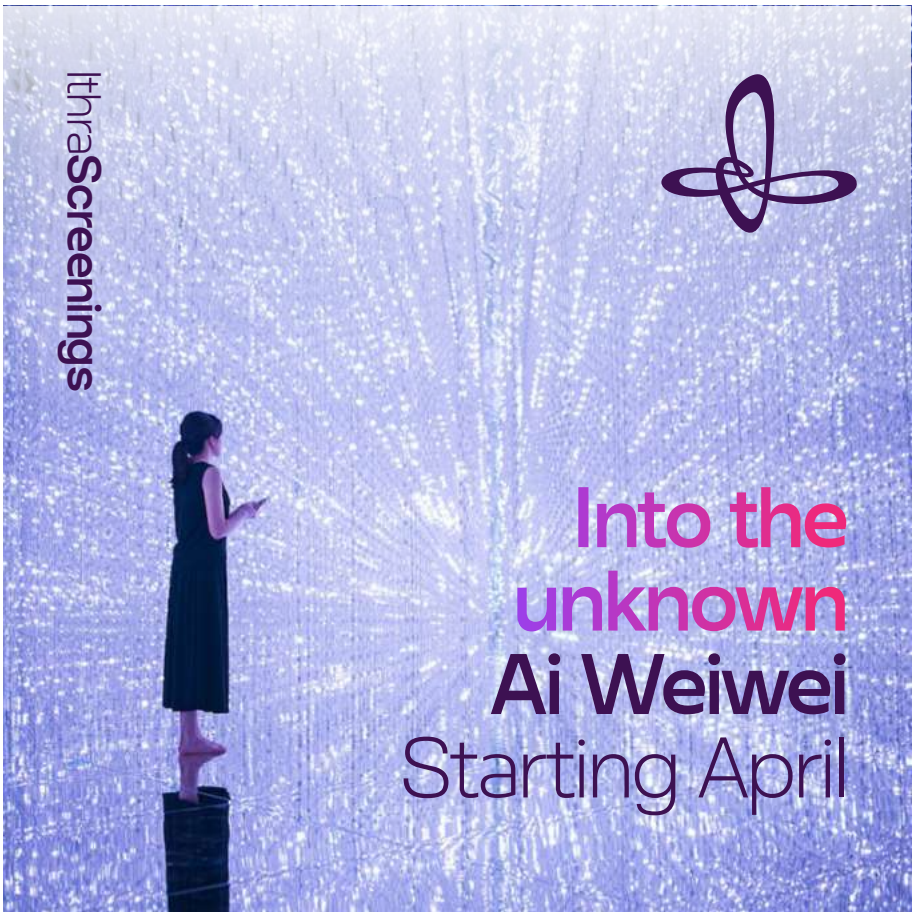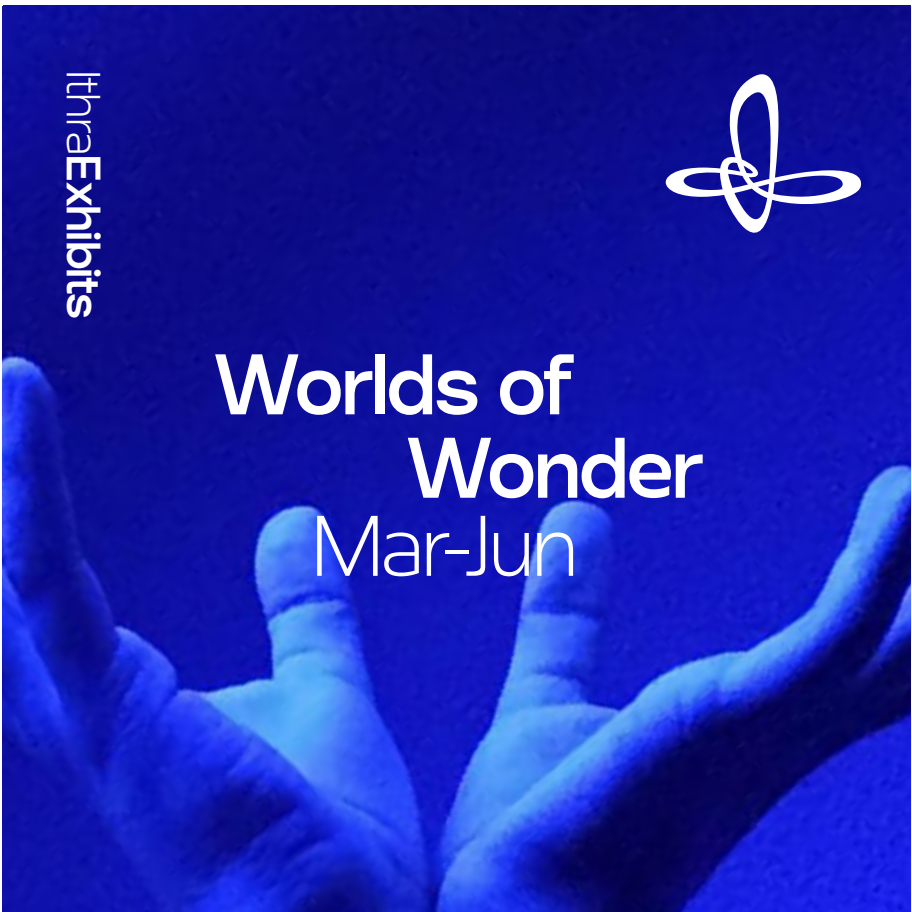
The Image

- Headline

- Secondary information

- Visual

- Program identifier

Supporting Caption

- Location

- Specific time and date info

- Broader description

- URL

- Tagline

Examples

Come and explore **Ithra**

IthraScreenings
A tribute to
Asmanhan
19-23 Nov

IthraExhibits
Worlds of Wonder
Mar-Jun

IthraScreenings
Into the unknown
Ai Weiwei
Starting April

Instagram stories should follow the same principles as the Instagram posts. Simplicity is key and each execution should be highly visual.

Layout

As you can see from the examples, our system allows for flexibility in the position of the hero messaging as well as the colors/gradients used.
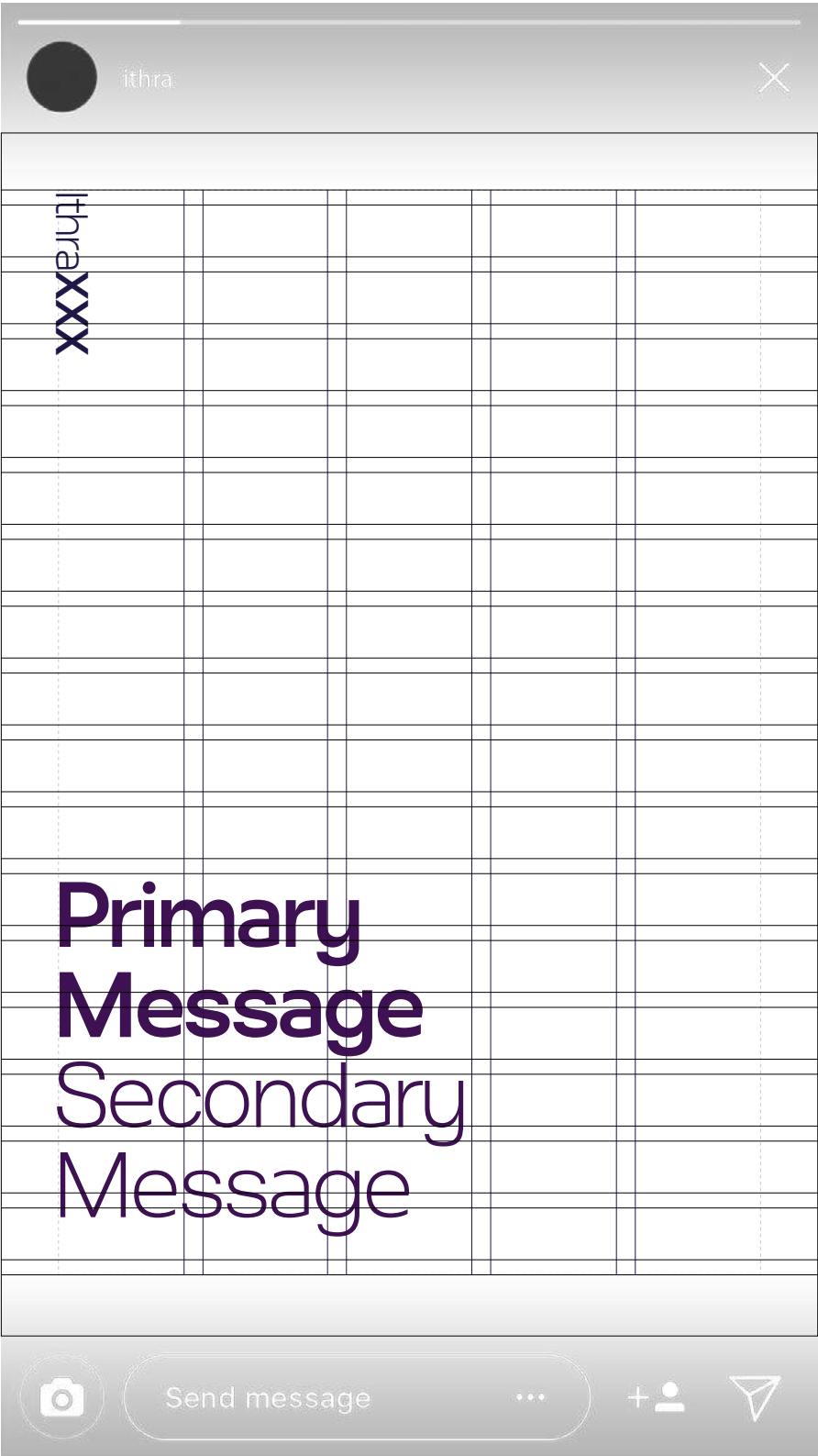
CTA

Different calls-to-action ('find out more' 'learn more') can be chosen to sit at the bottom of the story. Here we can direct the reader to the Ithra website where they can find out more information. This means we don;t need to overload the story with information.

Tagline

To avoid a stories post becoming overly cluttered or busy, the tagline is left off individual posts that are program focussed. If a single post is brand focussed and only contain the logo then the tagline is centered at the bottom. Likewise if a series of stories is created then the tagline is placed centered at the bottom of the execution on the symbol endframe, as shown here.

Format

IthraXXX

Primary
Message
Secondary
Message

The Image

- Headline

- Secondary information

- Visual

- Program identifier

Examples

IthraPanels — Social Architecture **Tanween** 14-28 Aug

IthraExhibits — Edvard **Munch** A retrospective Nov-Dec

IthraWorkshops — Intuative Interaction A showcase Nov-Dec

IthraPanels — Studio Ghibli Ithra Cinema 20-31 Dec

IthraExhibits — Worlds of Wonder 19-23 Nov

Inspiring Hearts. Enriching Minds.
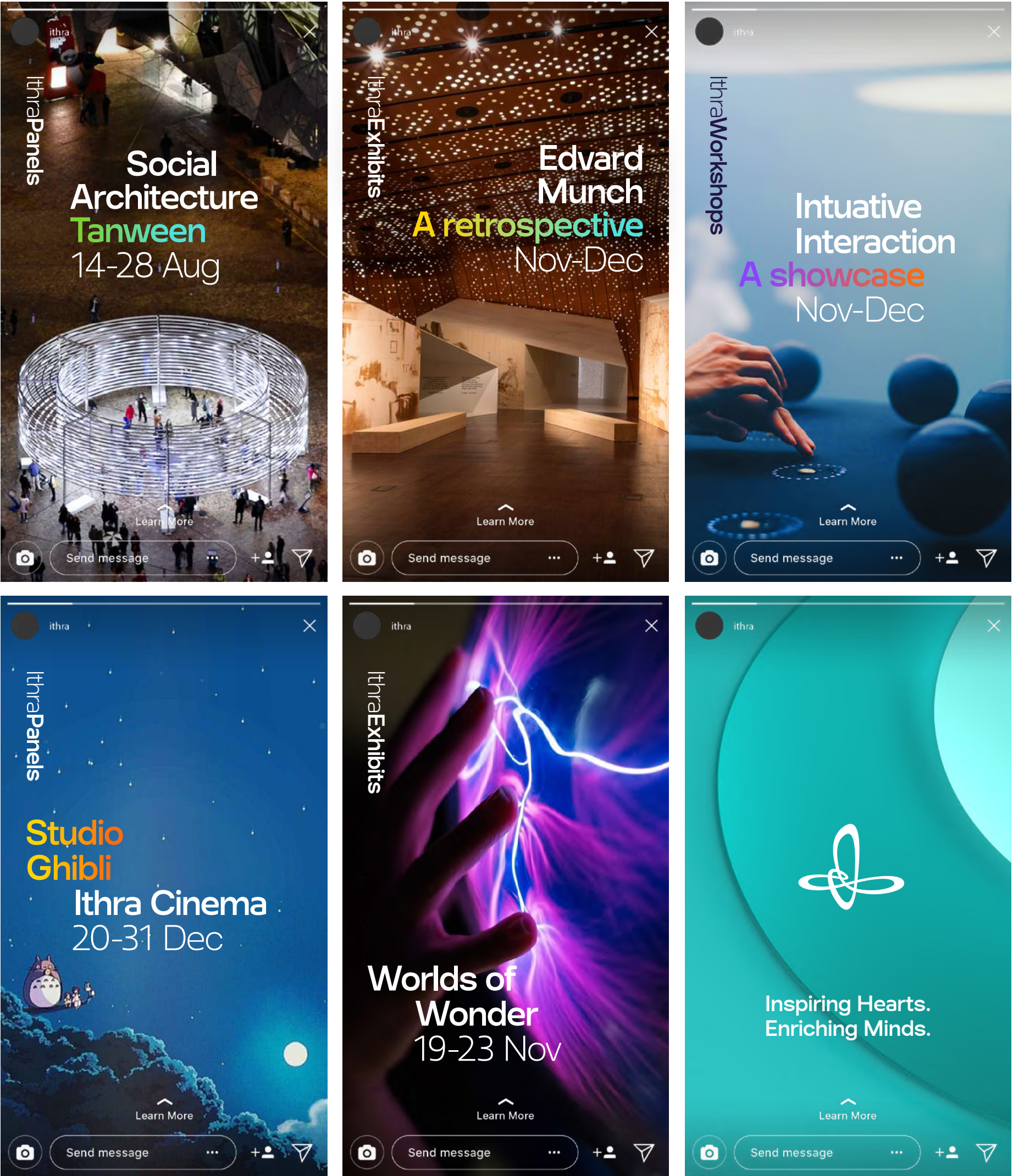
Templates — Instagram posts

Within both of these Instagram formats there is the opportunity to take advantage of multiple frame versions.

Logo/Symbol/Tagline

In these instances you could consider only having the logo/symbol on the final frame, accompanied by the tagline.

Content

The multiple frame format can be used in a couple of different ways. Either you can use each frame to communicate messages about different events or programs. Or you can use the series of frames to expand on a single program communication.

Program identifier

This also may not be needed on every frame. This information could drop down into the description when using Instagram posts.
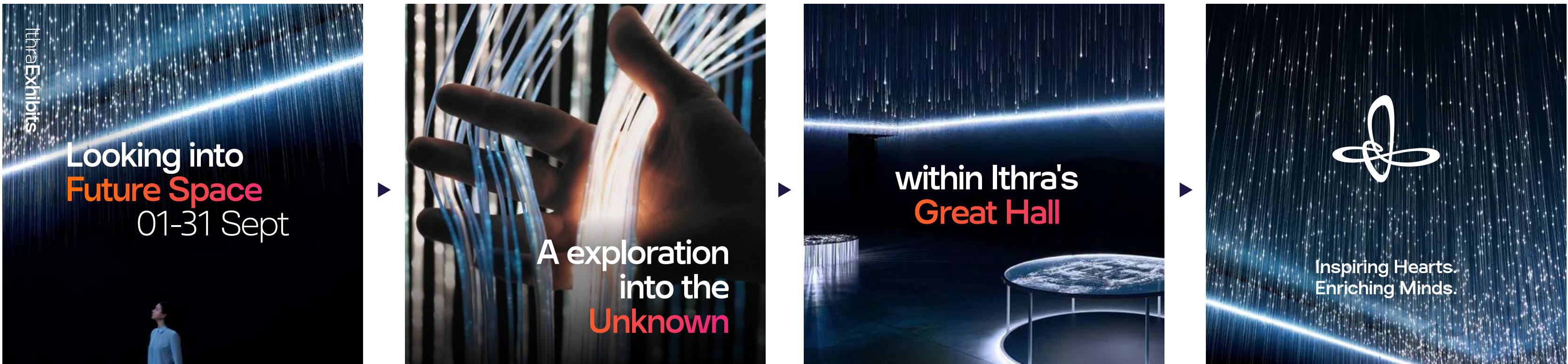
Color and Abstracts

If using brand colors, gradients or any of our abstracts, stick to the same choice across a multiple frame execution.

All these pointers are in aid of keeping Ithra's social comms uncluttered, simple and as engaging as possible.

Multiple frame Instagram story
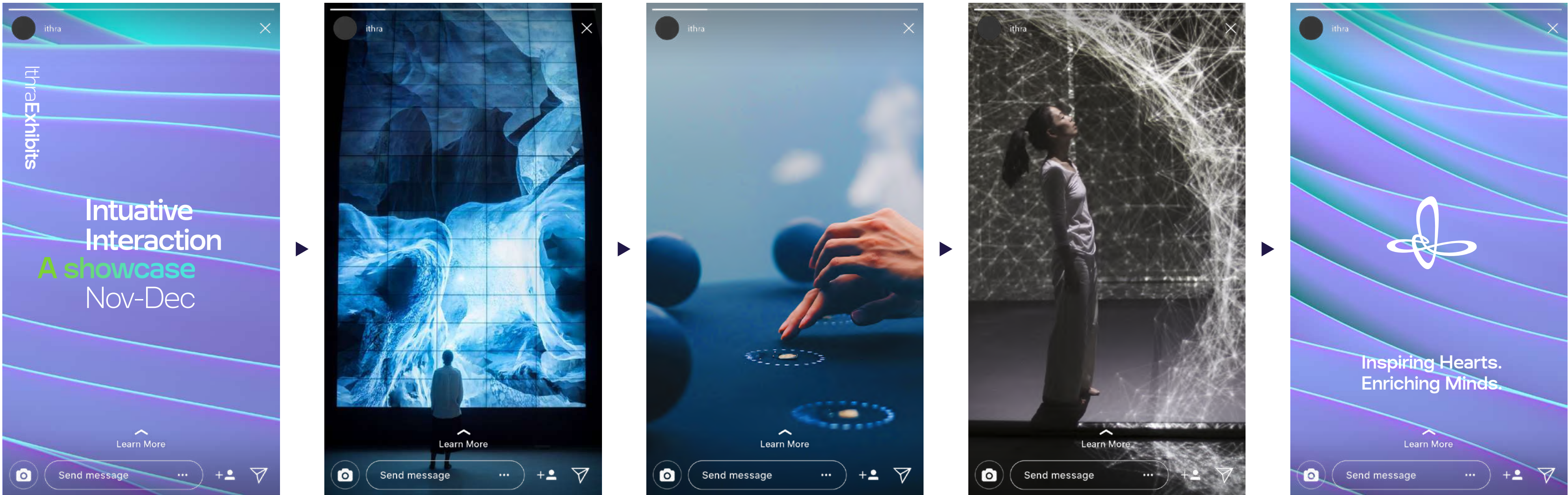
Instagram post image carousel

Facebook and Twitter are also key social platforms that we leverage when reaching our audience.

Whilst interface layout and appearance may vary between the two sites, a consistent use of the design system laid out here, and in the main Ithra guidelines, should be maintained.
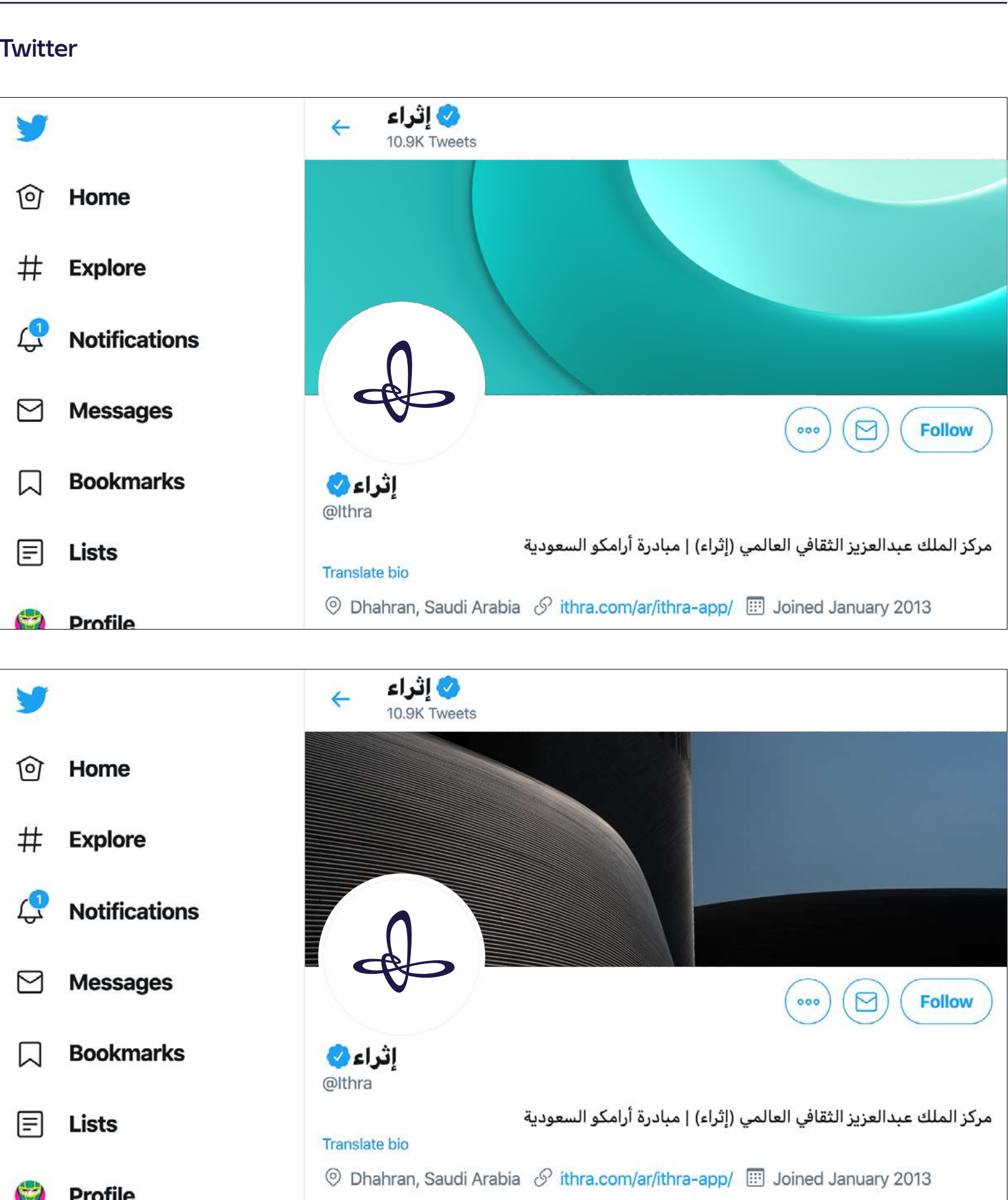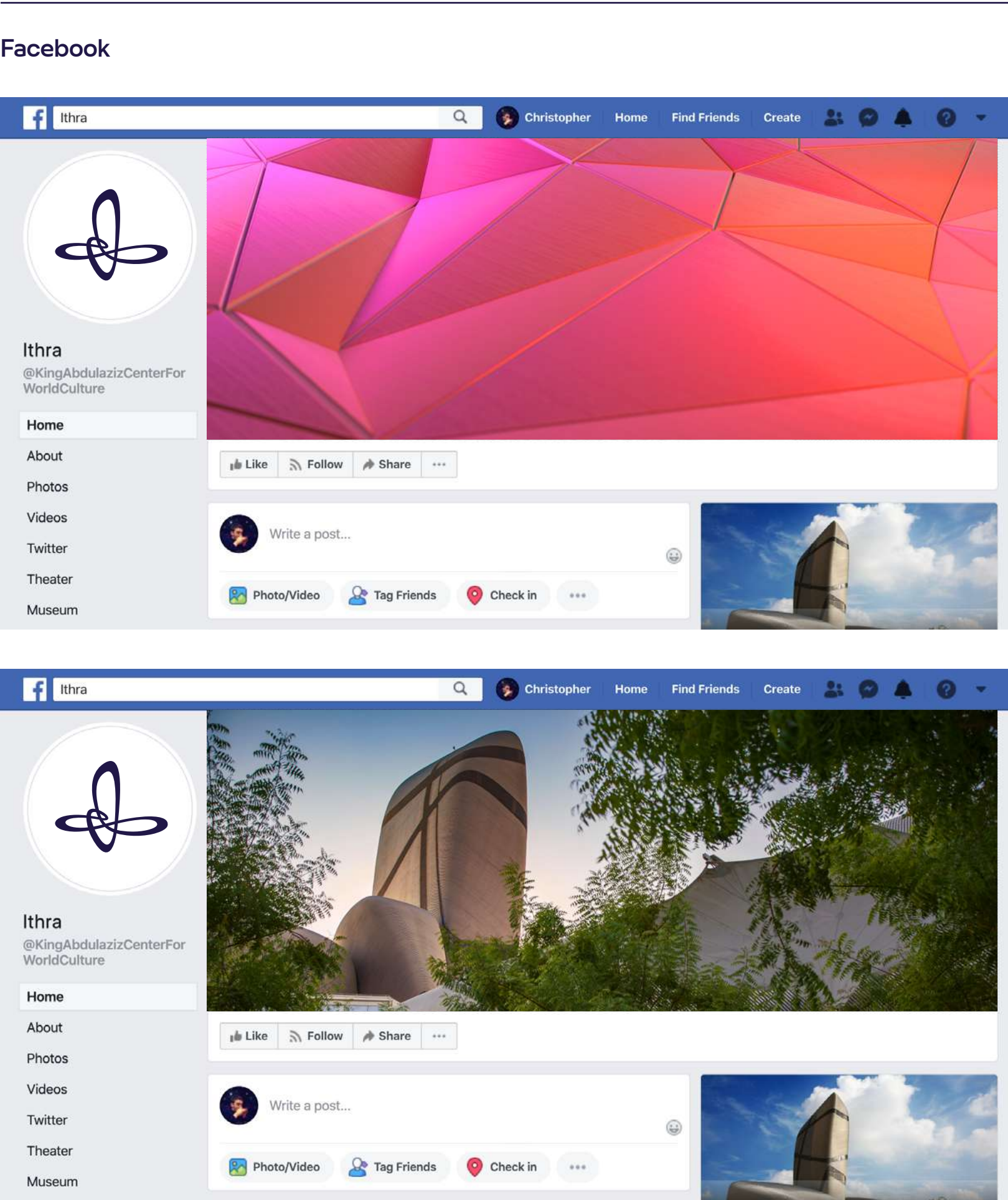
The header images of our social pages offer a great opportunity to customise the look of the page within an interface that may generally be fixed.

Ithra abstracts

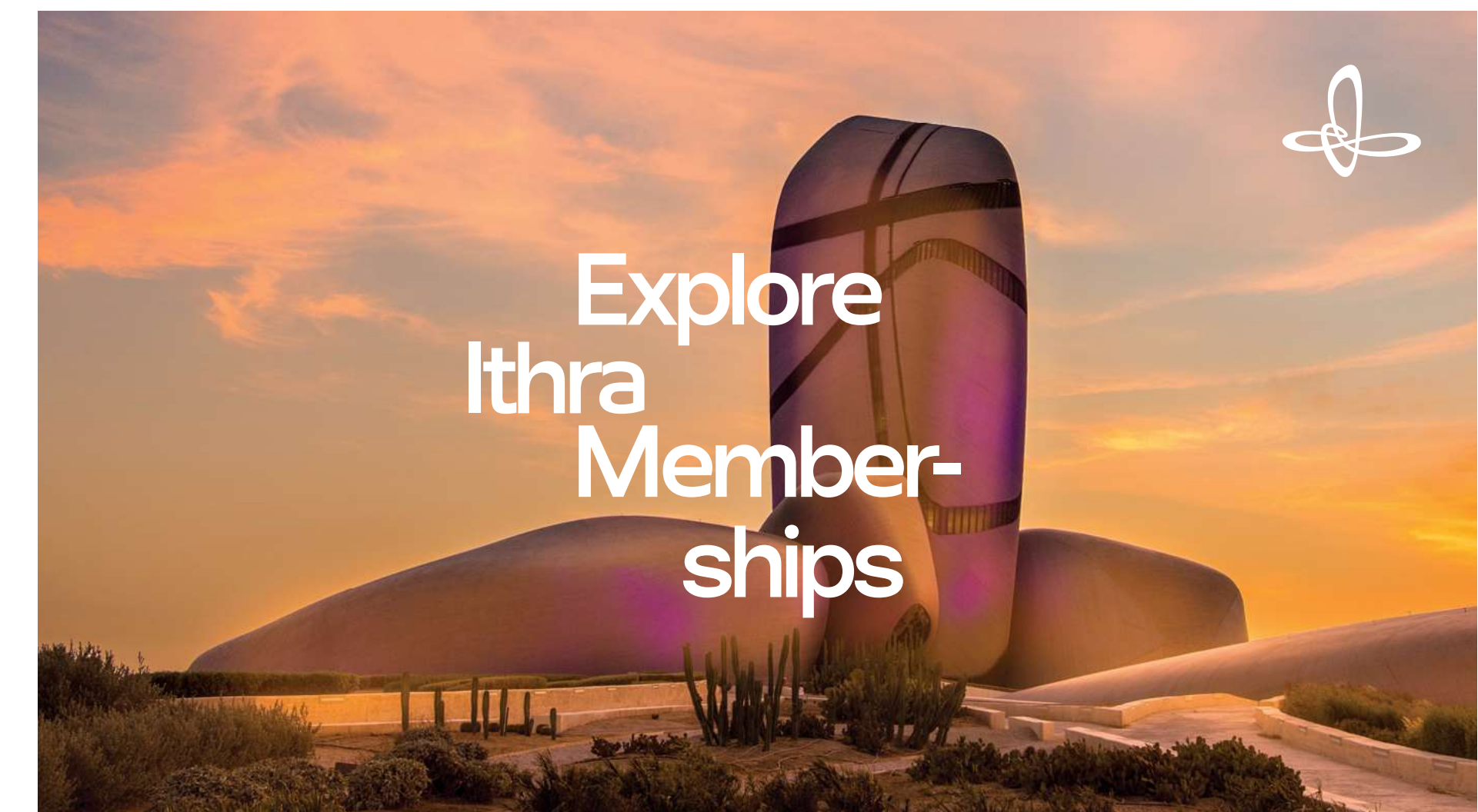Any of our Ithra brand abstracts can be leveraged to give a more unique, creative feel to the top of our social pages.

Building photography

Stunning images of our building also work really well. These can either be beautiful shots that show the building in all its glory. Or they can be more stylised, capturing the inside or outside of the building in a more abstract way.

Facebook

Twitter

Facebook and Twitter posts take the same approach as the Instagram content. It should be kept simple and highly visual. With users scrolling through feeds very quickly we need to give them reason to stop and engage. Busy posts with too much text will be off putting.

Layout

As you can see from the examples, our system allows for flexibility in the position of the hero messaging as well as the colors/gradients used.

Supporting caption

This is a great place to not just provide a more detailed description of the event or program, but a its a place to include information that is purely practical such as location and specific opening times.

CTA & Hashtags

Placing links within the description allows for a lot of the program information to be held elsewhere. Frequent use of defined hashtags aids in certain Ithra content being easily found.

Tagline

Due to limited space and the possibility that these will be viewed on small screens. The tagline is placed at the end of the post caption.

Format

Ithra
Date

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. http://buff.ly/1vovcrF #Ithra Inspiring Hearts. Enriching Minds.

B

IthraXXX

PILLAR

**Primary
Message**
Secondary
Message

A

Like · Comment · Share

The Image (A)

- Logo

- Headline

- Secondary
  information

- Visual

- Program
  identifier

**Supporting
Caption (B)**

- Location

- Specific time/opening
  times and date info

- Broader description

- URL

- Other links

- Hashtags

- Tagline

Examples

IthraPanels

KNOWLEDGE

**Ideas that
change the world
Ithra theatre**
14 Oct

Explore
Ithra
Member-
ships

Templates — Partner logo placement (Facebook, Twitter & Instagram)

If social content is produced that refers to a co-branded event, or an event where Ithra is working with a partner, then the co-branding rules from the main Ithra guidelines should be used. Here we have given some examples.

Partner logo placement

As per the co-branding guidelines in the main Ithra brand guidelines, the partner logo should sit in the bottom corner of the execution. Given that social media sizes tend to be quite small and viewed on mobile devices, please bare in mind the legibility of the logo added. It is also worth consulting the brand guidelines of the partner in question to check minimum sizes.

Instagram posts & stories

Facebook/Twitter

The animated versions of our Ithra abstracts are supplied as 8 second loops that are designed to repeat. All of the 8 seconds can be used in an execution, also the animations can seamlessly loop indefinitely as a type of visual wallpaper, or a section of the animation can be used.

Our Ithra abstract animations can be used in a whole variety of contexts including, and not limited to; social media, TV ads, campaigns, internal screens, way finding, Youtube content and presentations.

Templates — Ithra abstract animations

Abstract 1

Abstract 2

Abstract 3

Abstract 4

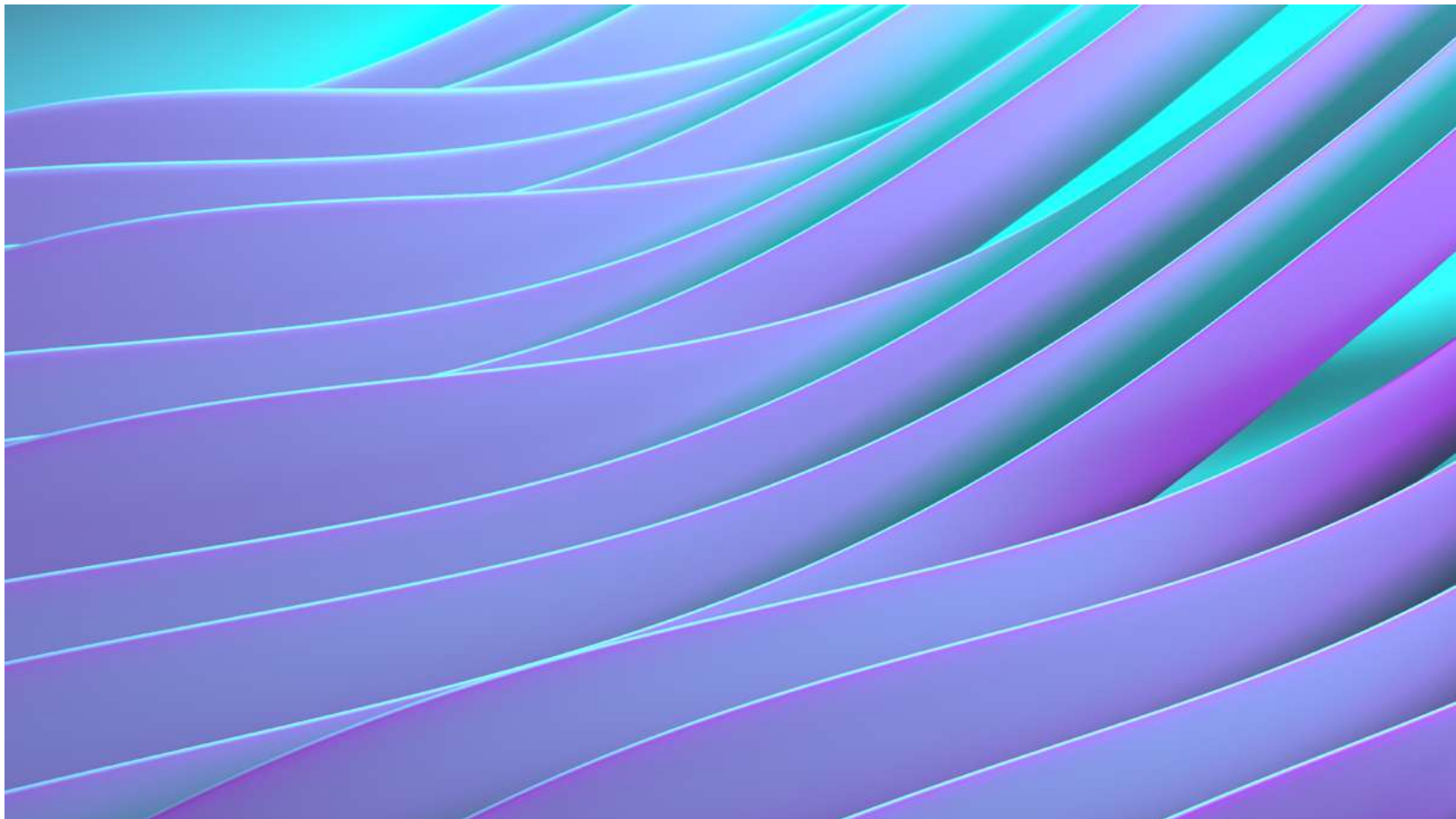**Abstract 5**

Abstract 6

Abstract 7

Abstract 8

As with the still versions of our abstracts, crops can be taken of the animations as well. Zooming or cropping in can create more graphic executions and allows flexibility within the set of 8 executions.
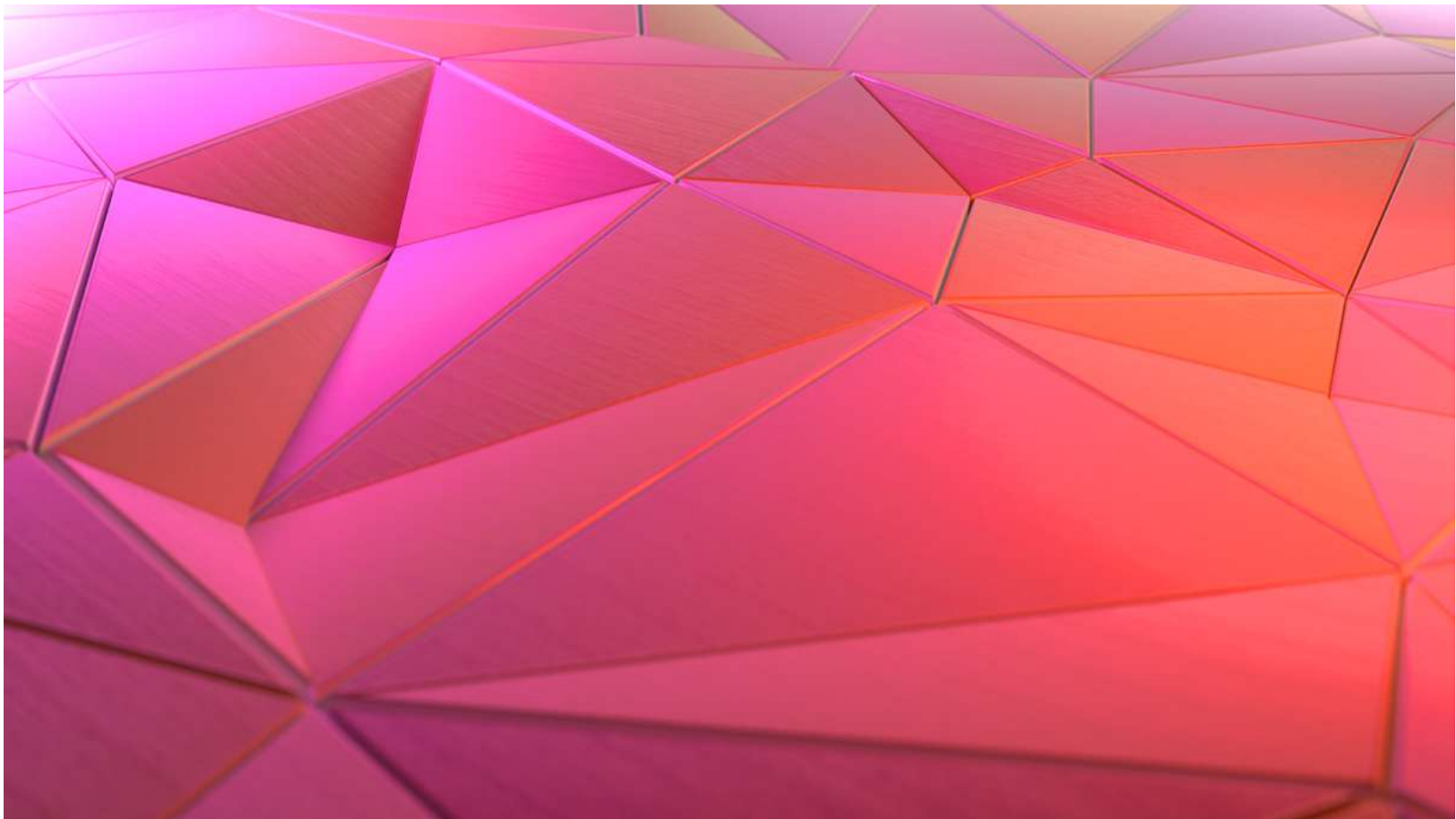
Resolution

Always make sure that when cropping into any visual that you are still working with a DPI value that is sufficient for the media you are working with.

Full visual and example crops

Full visual and example crops

Email signatures may vary depending on who the email is coming from, which department it has been sent from or who the email is going to.

In all of the following scenarios, rules laid our in the main Ithra brand guidelines should be followed.

Email signatures can either be text only or brand/ program specific.

Text Only

Our full logo should be used at all times, whether the email is to an internal or external recipient to ensure consistency and the logo is used in the Ithra Deep Blue color. Our secondary Typeface Helvetica is used as Ithra Sans won't be supported by any email services due to it being a custom font. The typeface is also set in Ithra Deep Blue.

Included visual

Including a visual may be to promote or introduce the brand, or promote a program/event. This visual would take the form of a JPEG embedded in the email signature.

Ensure that any visual used doesn't compromise the legibility of the text on top. With regards to typefaces and colors used, please follow the guidance given in the main Ithra guideline.
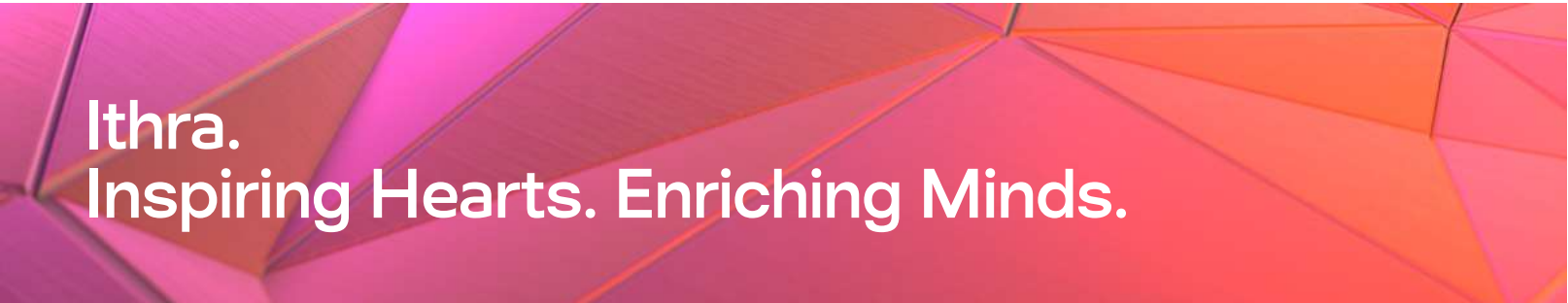
Option 1 - Text only

Name/Surname
Job title

Departent
T: +000.00.000.0000
M: +000.00.000.0000
Ithra.com

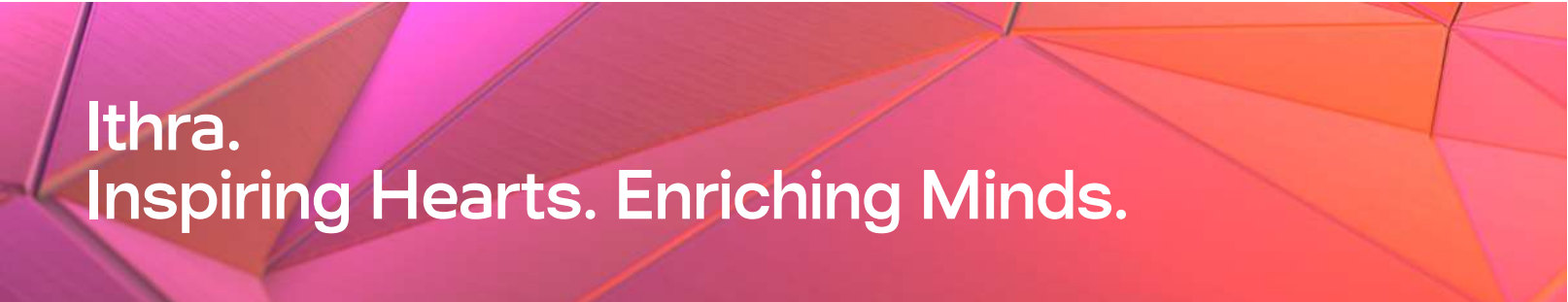Option 2 - Including visual

Name/Surname
Job title

Departent
T: +000.00.000.0000
M: +000.00.000.0000
Ithra.com

Visual types

Brand - Including endoresement

Campaign

Brand - Gradient or flat color

Program

Templates — Video graphics

Our aim acorss video content is to look and feel like one brand, whilst still being able to execute a variety of messages. These video guides offer the diversity needed across channel and content, whilst ensuring all video content produced is distinctively Ithra.
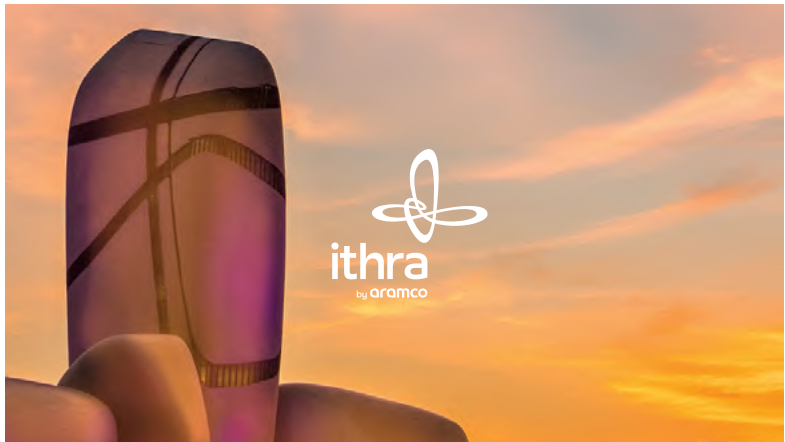
Templates — Video graphics

Regardless of content, purpose or message we bring our diverse content together through consistent application of our brand assets.

The following pages cover our start frame, closing frame and end frame styles.
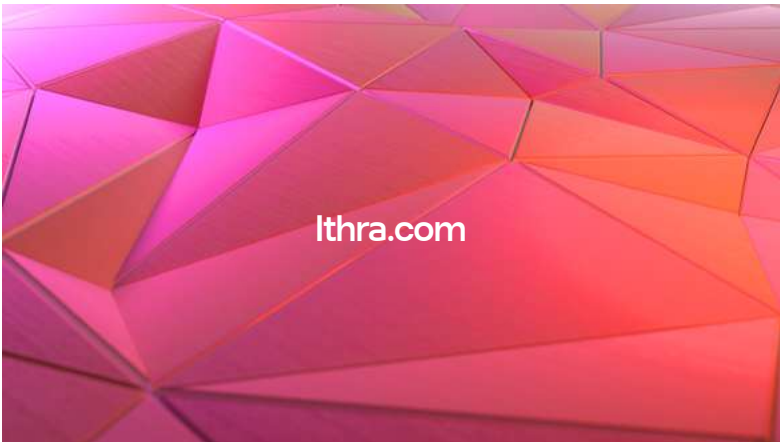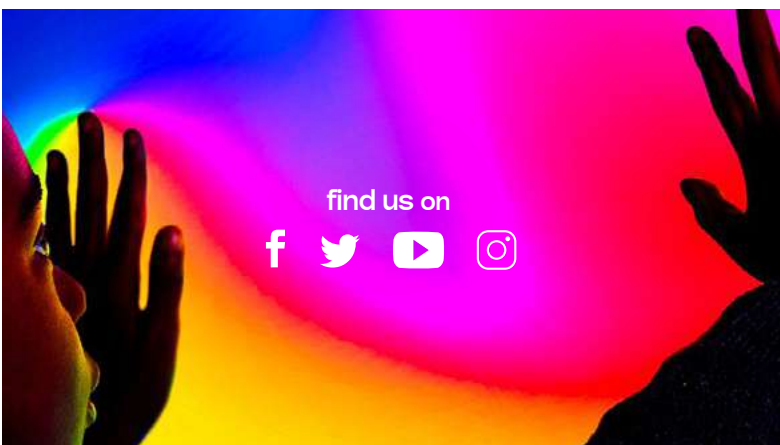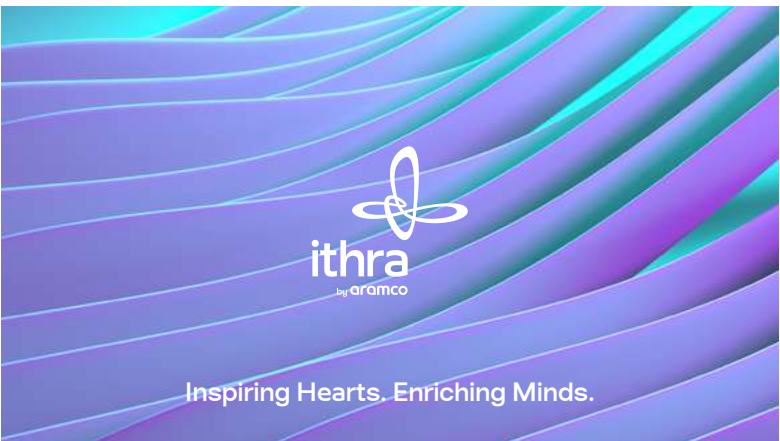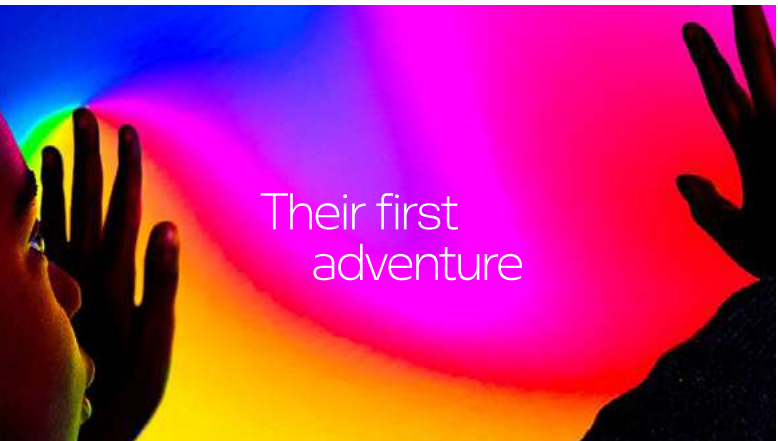
Start frame

A center to inspire

ithra:Exhibits
Looking into
Future Space
01-31 Sept

Content frames

Maria Xu
Culture Correspondent
Saudi News

Their first adventure

1

Closing frame

Ithra.com

Inspiring Hearts
Engaging Minds

find us on

End frame

ithra

Inspiring Hearts. Enriching Minds.

Templates — Video graphics - start frame
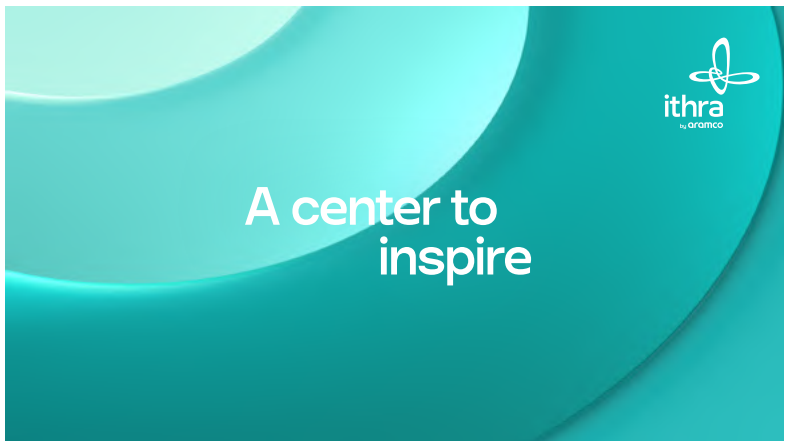
When choosing a start frame, pick what is most suitable for the type of video. Consider whether the video is brand focussed, internal or external, or program lead. Only use one start frame.

Logo only

This style uses the brand symbol or full logo in the center of the screen. The symbol can be used if the video is for internal audiences, and the full logo should be used if the video is going to external audiences. In terms of visual our abstracts can be leveraged for brand focussed content, or imagery/footage of the building.

Text

When including text or a headline, the logo sits in the top right hand corner. Again our abstracts or imagery/footage can be used. Please ensure that the text is legible over any chosen visual.

Imagery

For content that focusses on programs/events, its likely imagery will be chosen to bookend the video. Ensure that the visual (imagery or footage) is relevant to the program. The logo sits in the top right corner and, if needed, the program identifier sits in the top left. Text can be customised using our color gradients and variations in weight (more information on which can be found in the main Ithra guideline).

Start frame - Symbol or Logo only

Start frame - Imagery (program/event)

Start frame - Text

Templates — Video graphics - content frames

Subtitle

During content when a subtitle or section header needs to be displayed, this is set in Ithra Sans only.
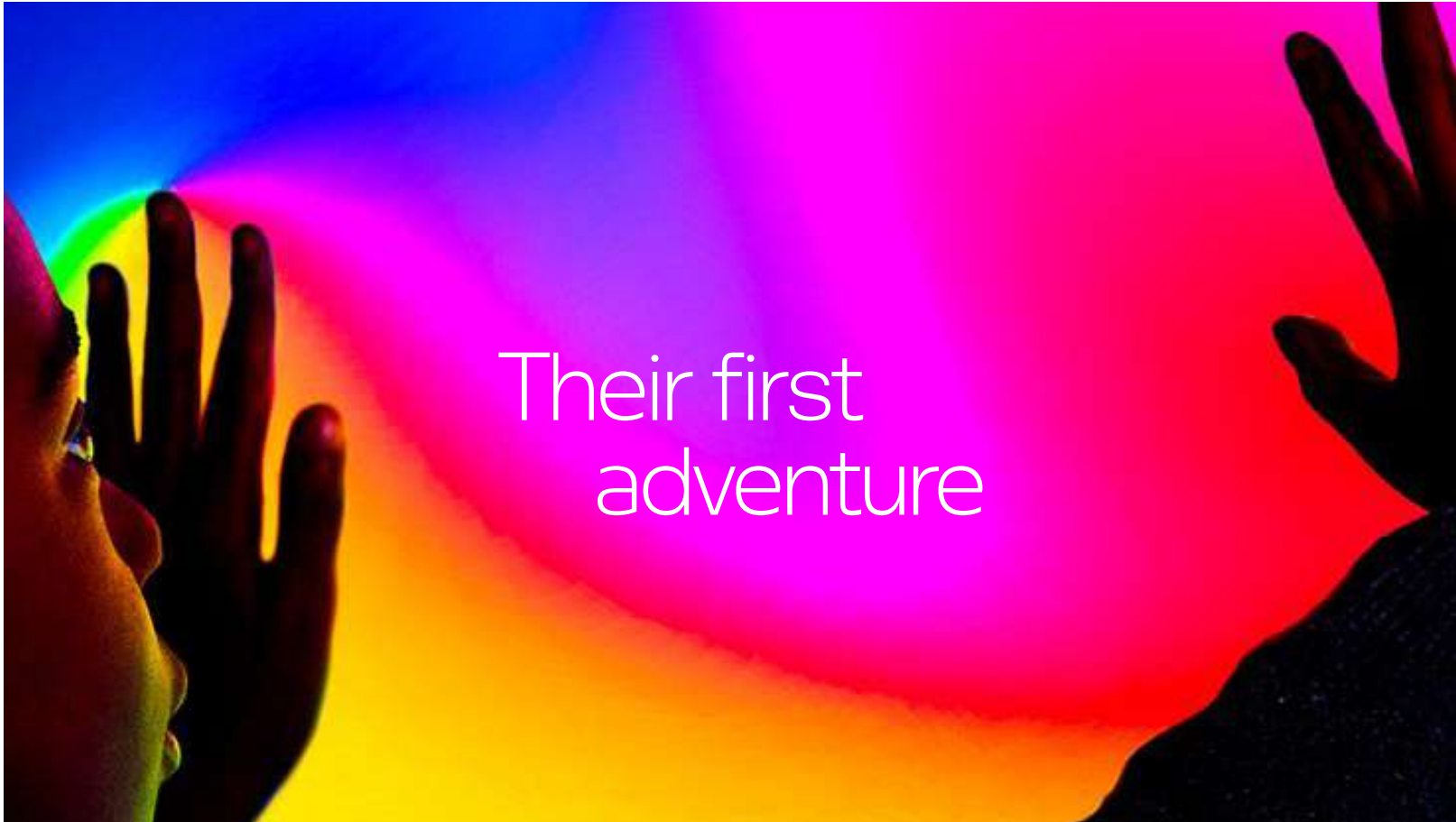
Large Numerals

ections can be divided purely by using large numerals. These can be set in Ithra Sans Bold using the outline treatment, or if legibility is a concern then Ithra Sans Medium

Name and title

When the inclusion of the name and title of the person feratured is needed, this is placed in the bottom left corner. The name is set in Ithra Sans Bold and the title and any other information set in Ithra Light.

Start frame - Subtitle

Start frame - Large Numerals

Content frame - Name and title

Content frame - Subtitles

Templates — Video graphics - closing frame

When choosing a closing frame, pick what is most suitable for the type of video. Consider how you want people to act having watched the video. Only use one closing frame.

URL frame

The URL appears center screen in the Ithra Sans medium font. Depending on the background visual chosen, the URL appears in white for dark background and Ithra Deep Blue for light backgrounds.
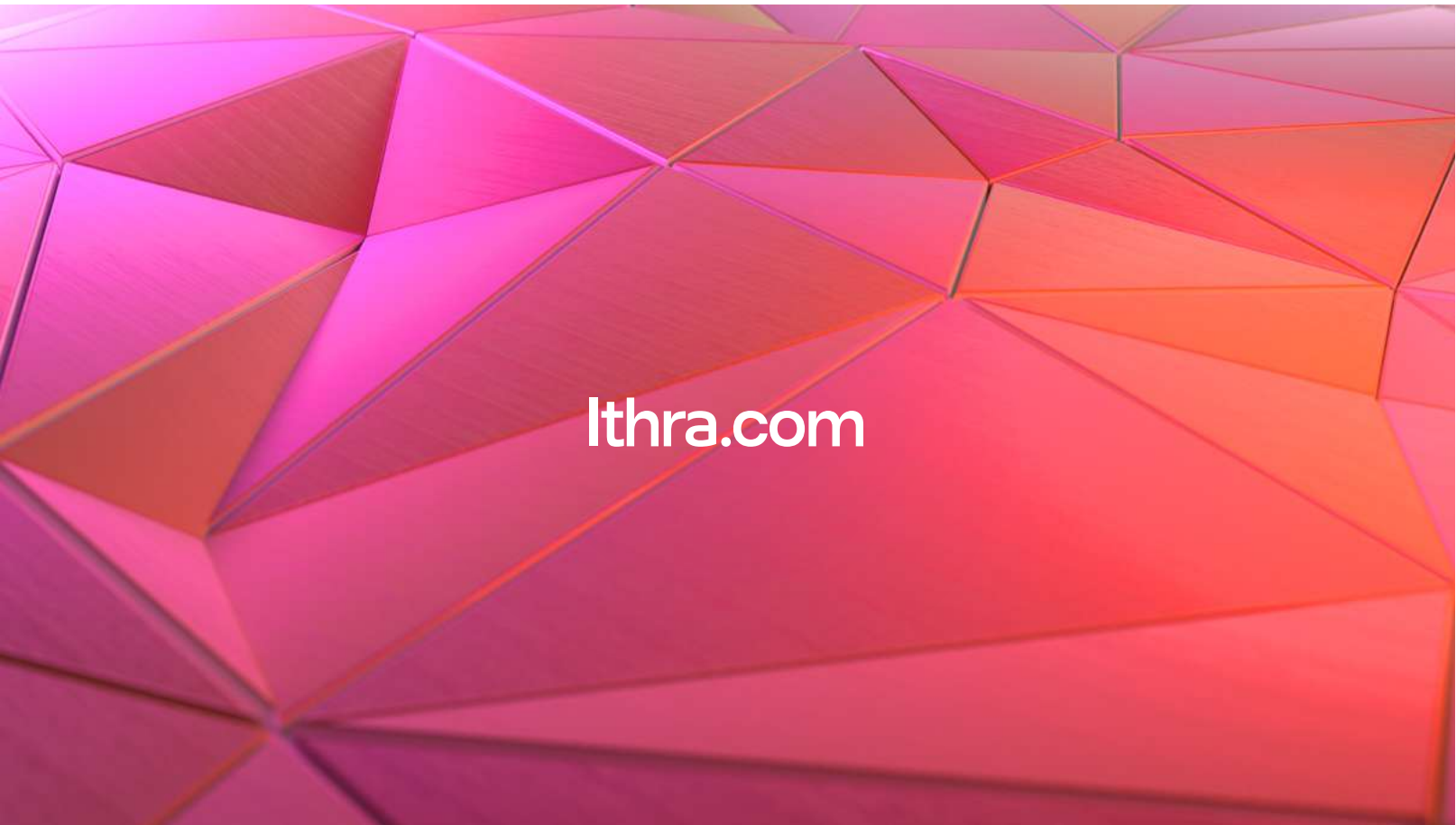
Tagline frame

The tagline appears center screen in the Ithra Sans medium font. Depending on the background visual chosen, the tagline appears in white for dark background and Ithra Deep Blue for light backgrounds.
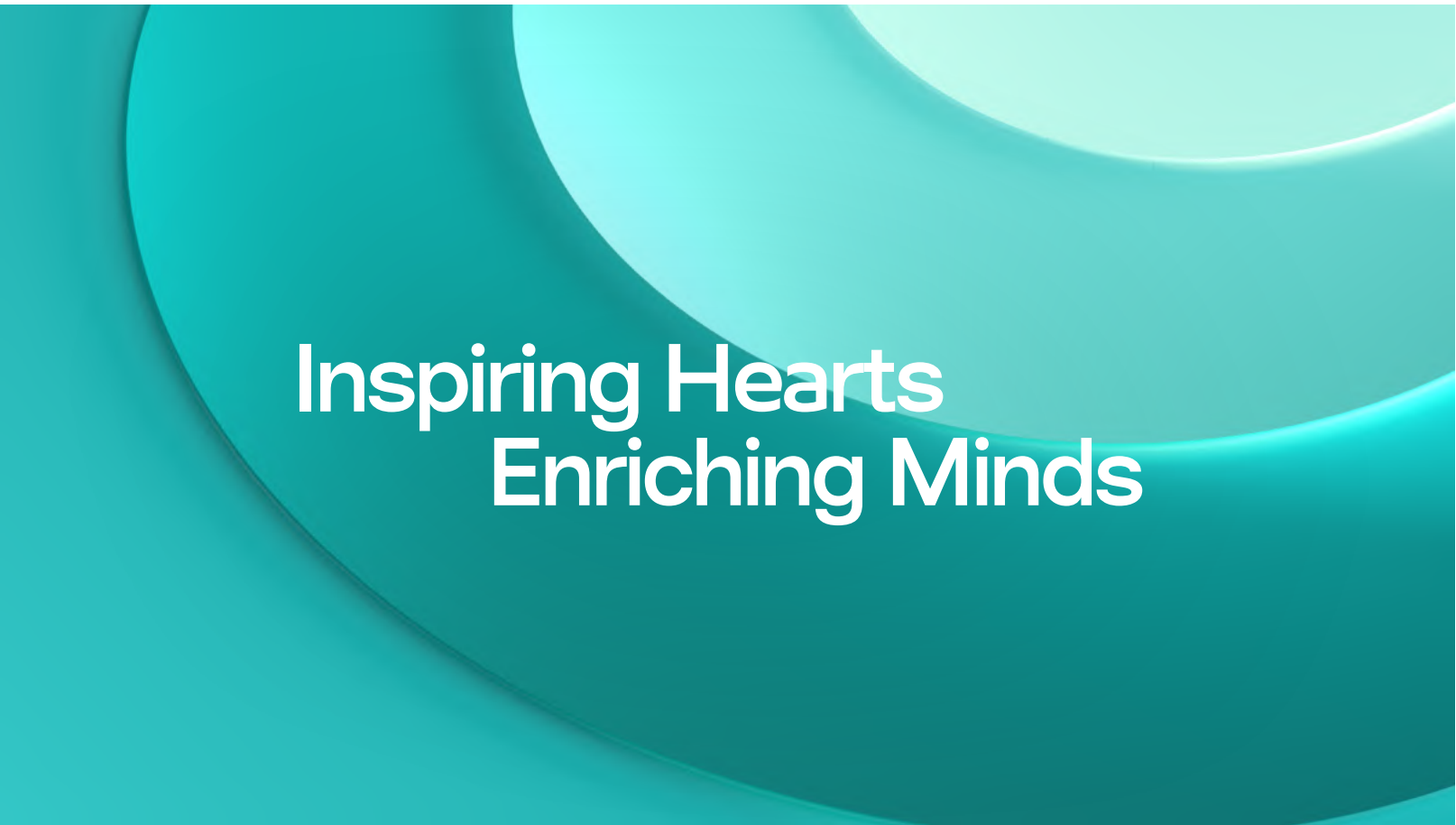
Call-to-action/Social frame

For calls-to-action, this could appear using iconography such as the social example or purely text directing you to a specific location such as a web page. Depending on the background visual chosen, the CTA appears in white for dark background and Ithra Deep Blue for light backgrounds.
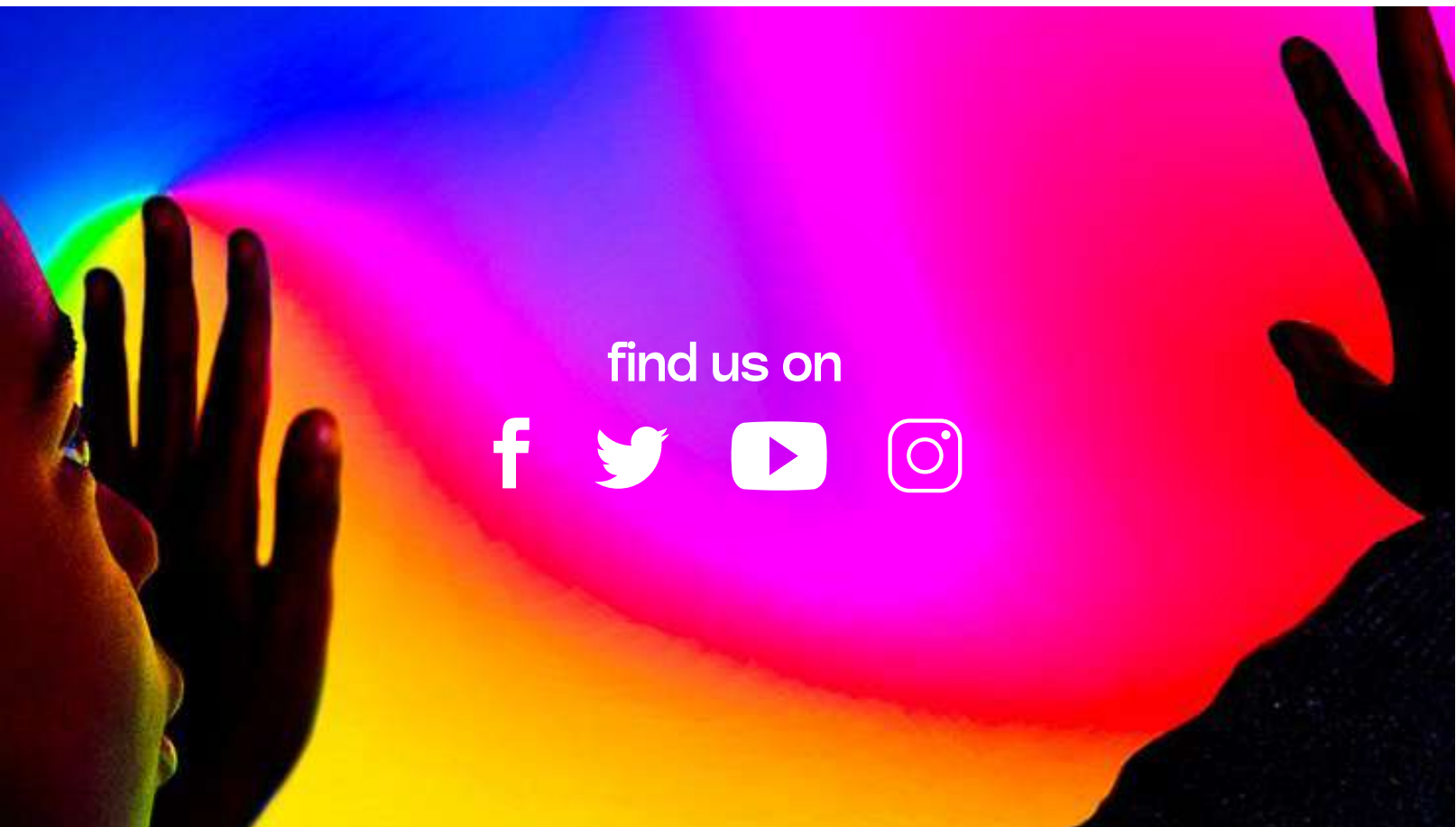
Closing frame - URL

Ithra.com

Closing frame - Call-to-action

find us on

Closing frame - Tagline

Inspiring Hearts Enriching Minds

When choosing an end frame, pick what is most suitable for the type of video. Consider whether the video internal or external. Only use one end frame.

Symbol

This style uses the brand symbol in the center of the screen and is used if the video is appearing internally. In terms of visual our abstracts can be leveraged for brand focussed content, imagery/footage of the building or program/event relevant imagery.
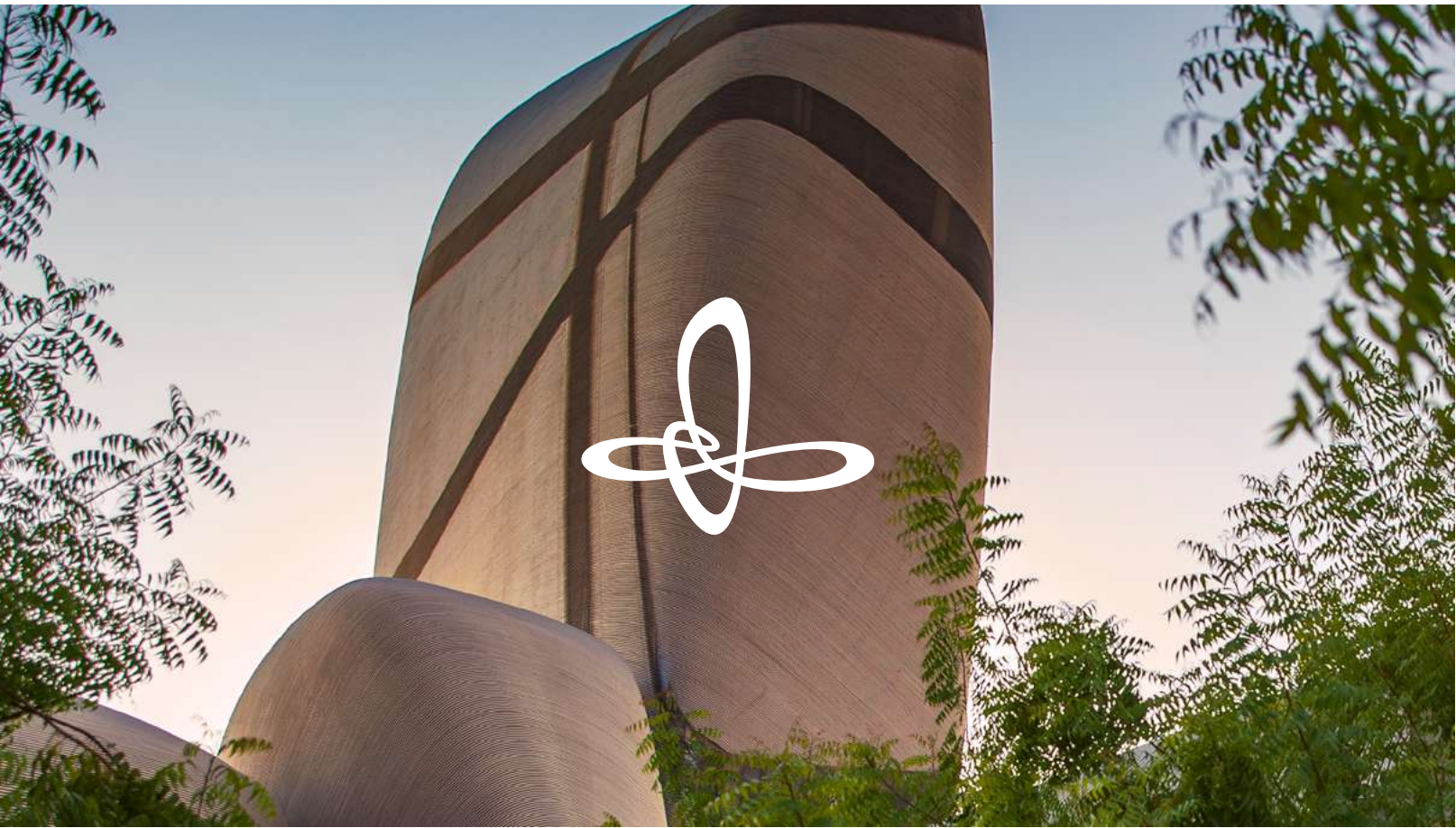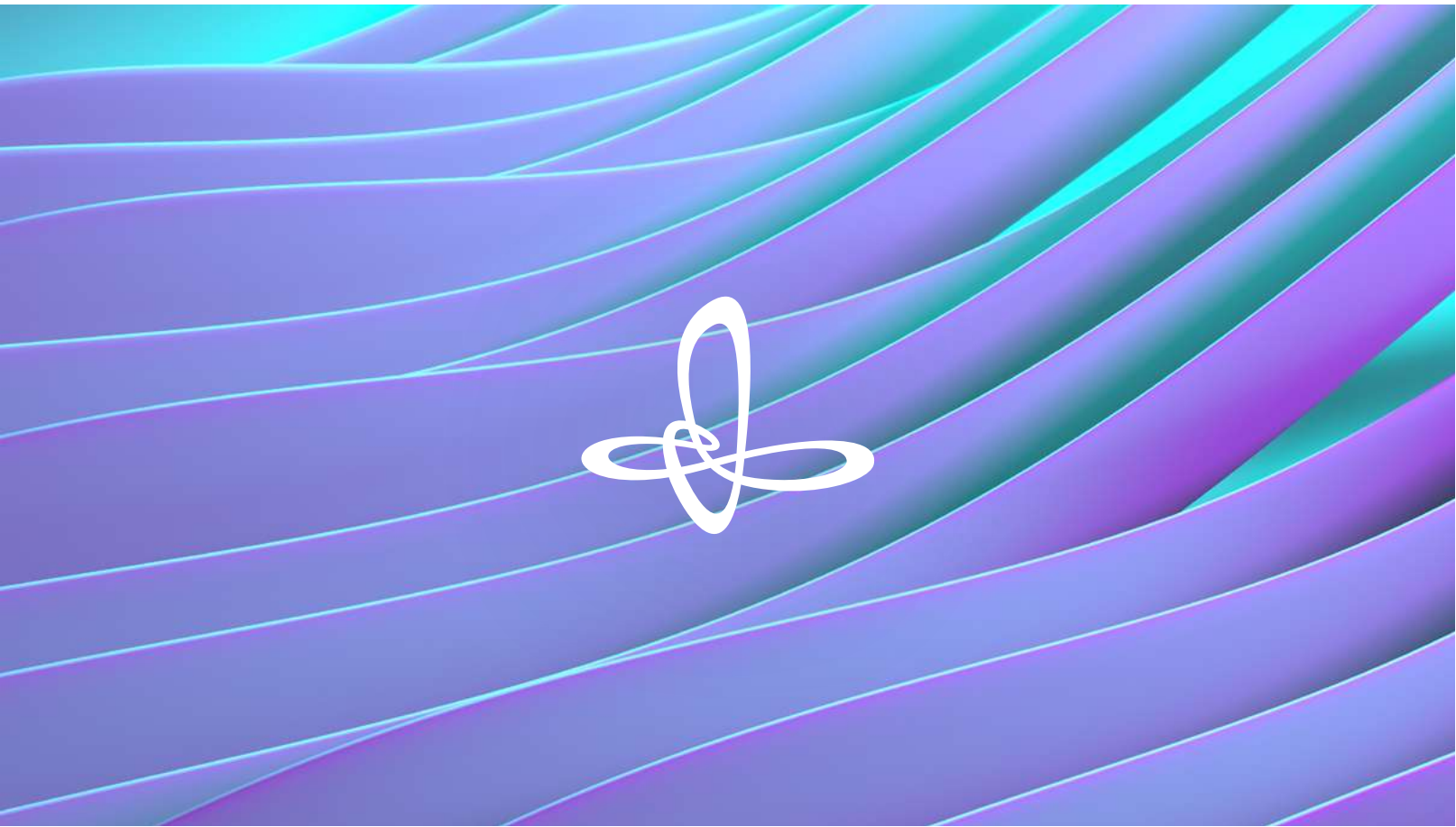
Full logo

This style uses the full logo in the center of the screen and is used if the video is appearing externally. In terms of visual our abstracts can be leveraged for brand focussed content, imagery/footage of the building or program/event relevant imagery.
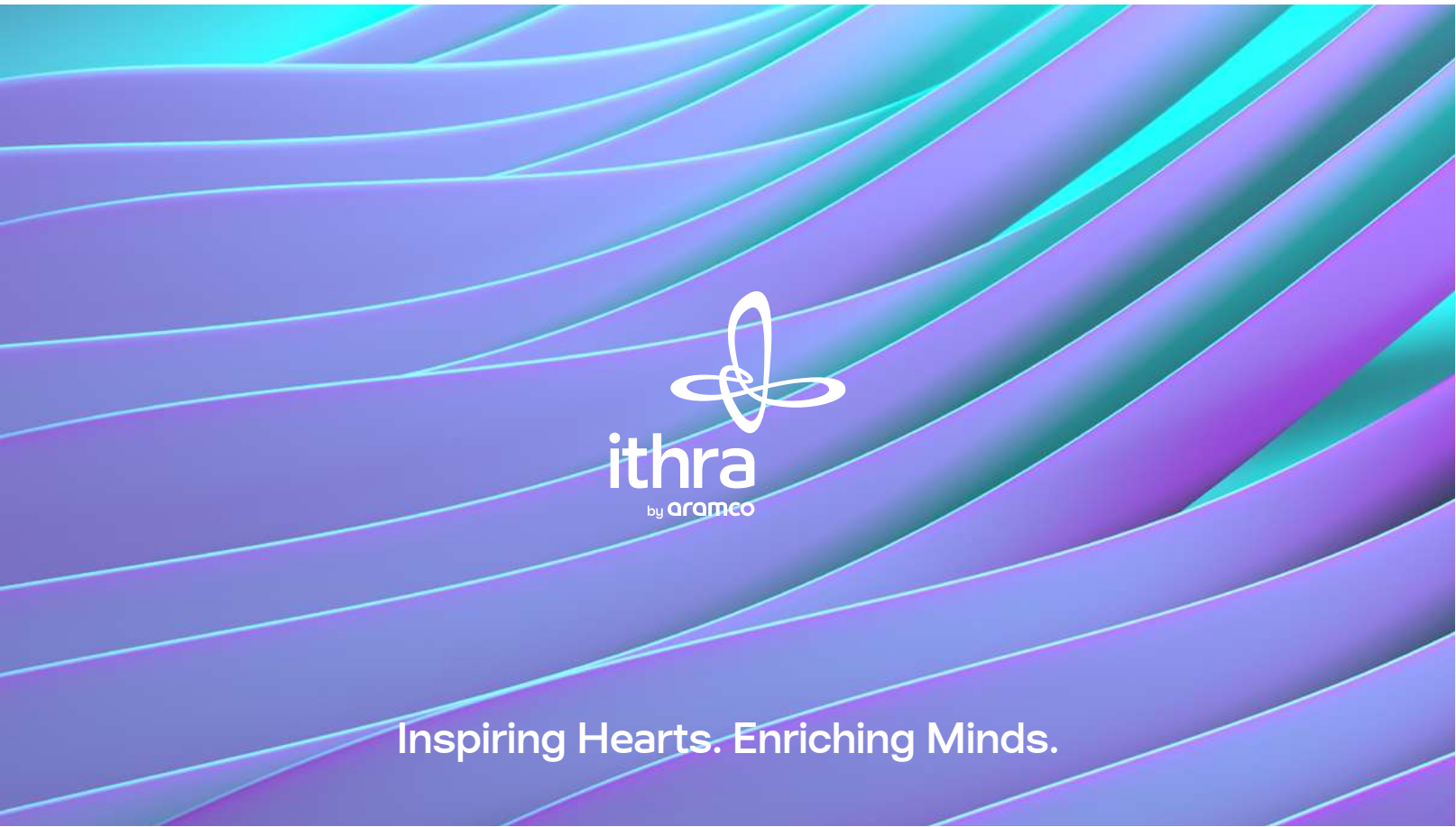
Tagline

Our tagline typically appears at the end of all of our video content, centred and at the bottom of the frame. The only occasion where this might not be the case is if the tagline appears on the chosen closing frame.

End frame - Symbol (inside the cemter)

End frame - Full logo (outside the center)
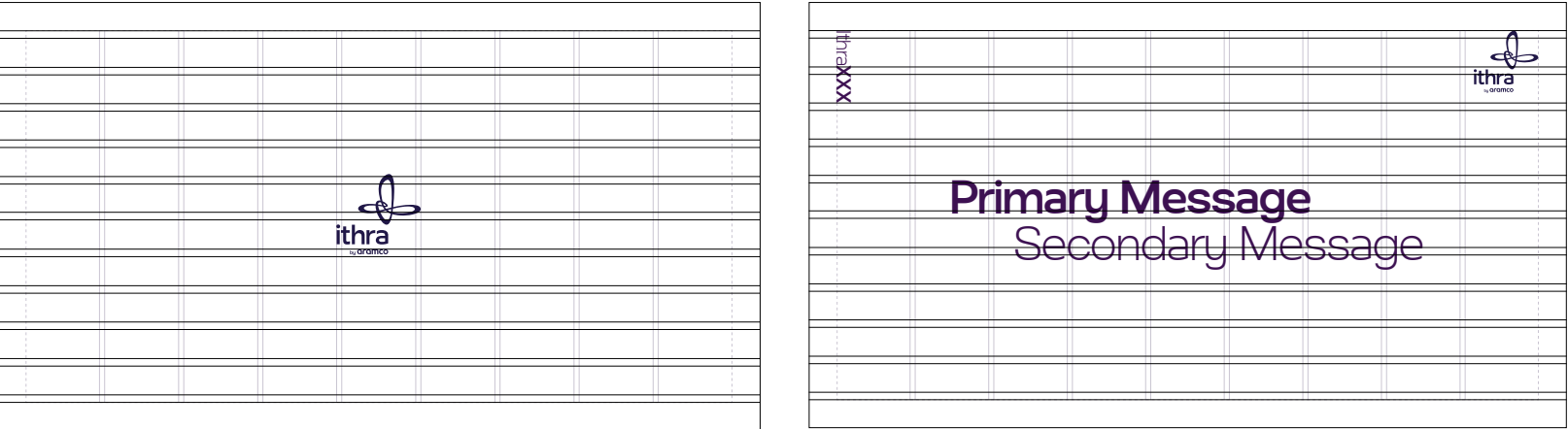
Templates — Video graphics - frame templates

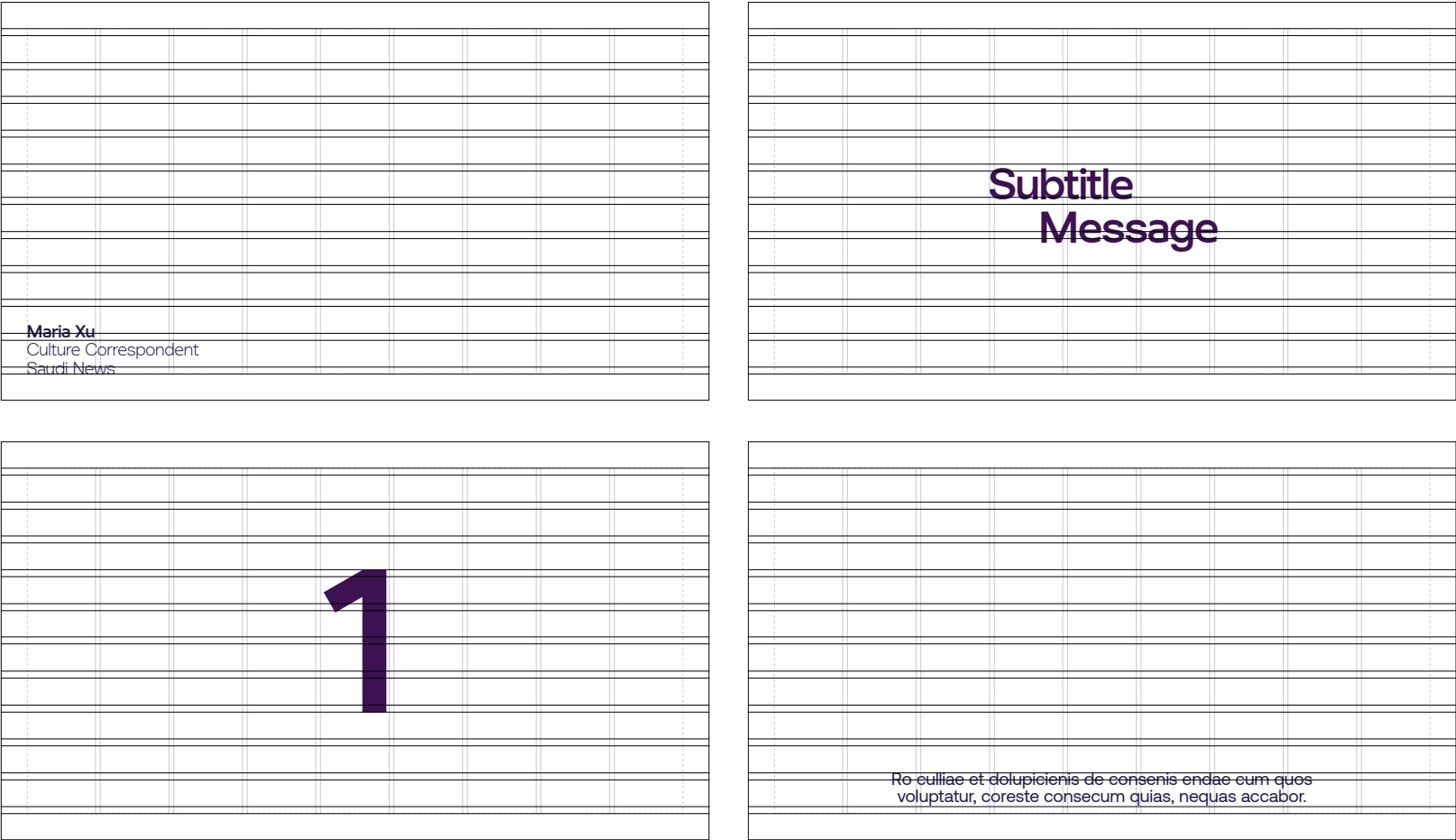Here the blank templates show grid structure used in a 16:9 format.

Resolution

All videos should be made at a resolution of 1920x1080 pixels unless instructed otherwise. 4K video should only be if genuine benefit can be had, as such a high resolution effects production time and file size significantly.
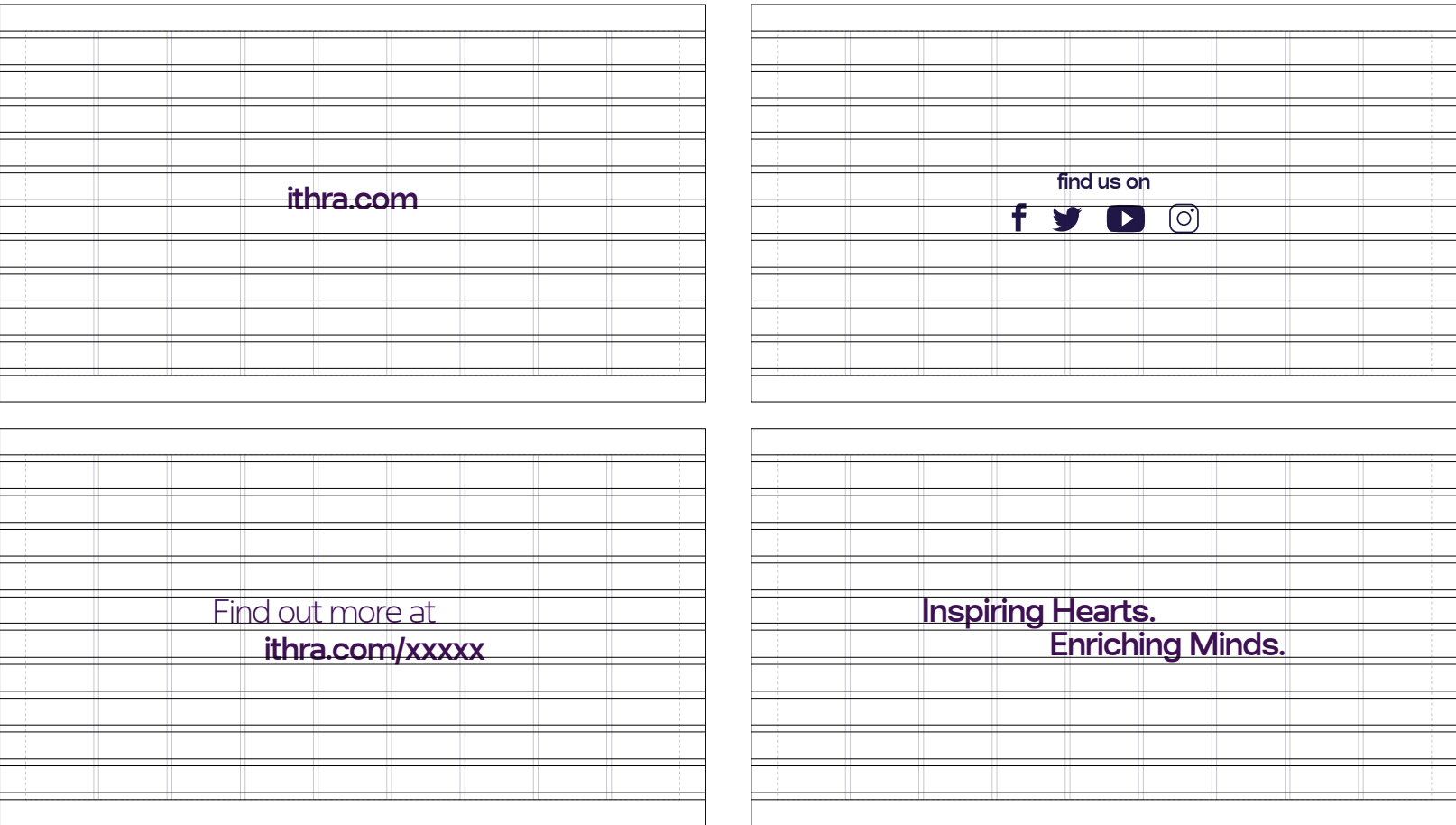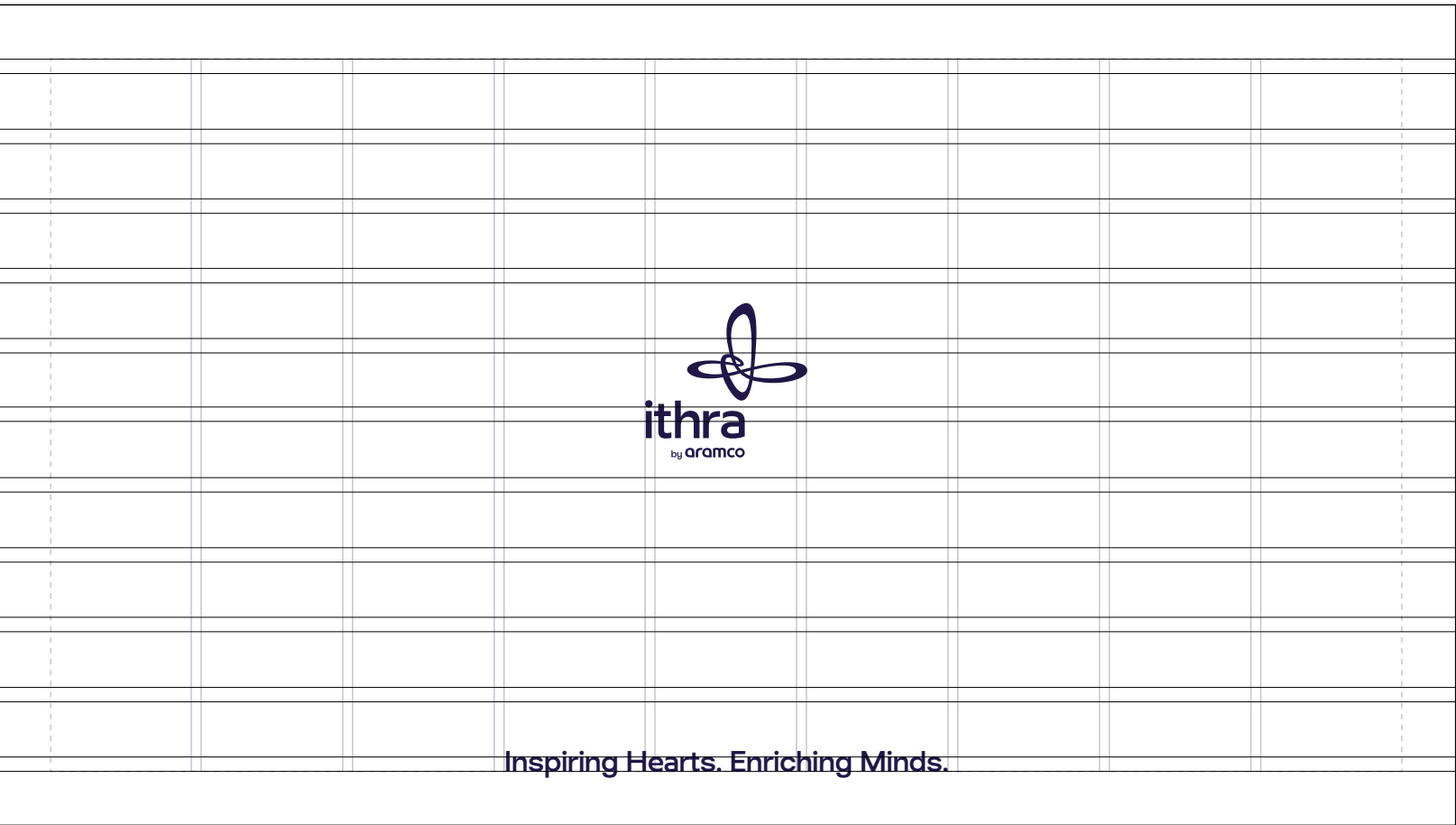
Start frame - Symbol

ithra

Primary Message
Secondary Message

Content frames

Subtitle Message

Maria Xu
Culture Correspondent
Saudi News

1

Ro culliae et dolupicienis de consenis endae cum quos voluptatur, coreste consecum quias, nequas accabor.

Closing frames - CTA

ithra.com

find us on

Find out more at
ithra.com/xxxxx

**Inspiring Hearts.
Enriching Minds.**

End frame - Logo

ithra
by aramco

Inspiring Hearts. Enriching Minds.

Templates — Video graphics - example video

Here we've laid out an example video storyboard including a selected start frame, closing frame and end frame.

Start frame

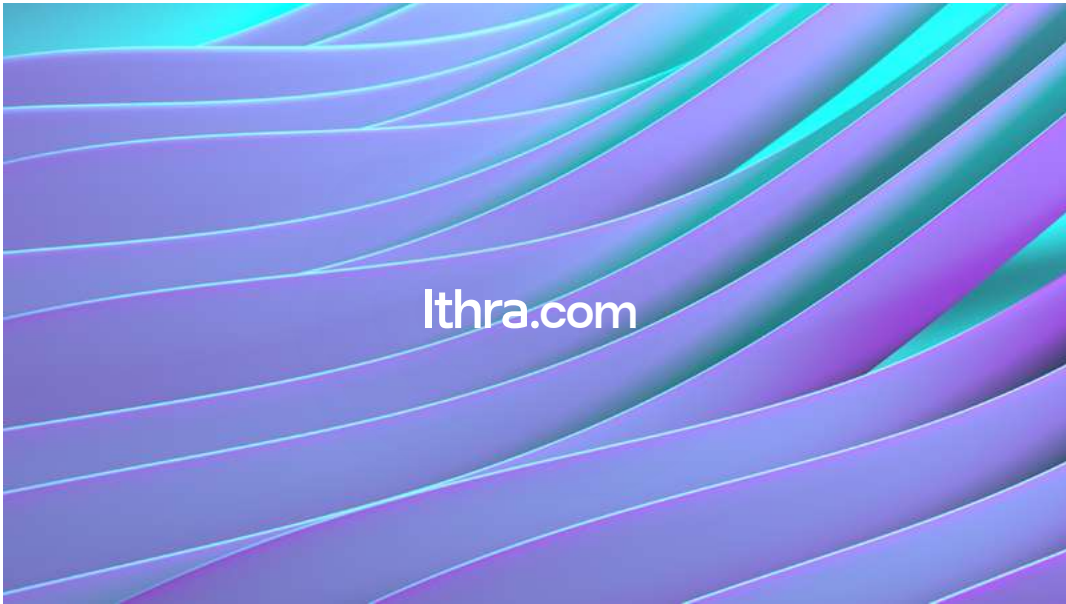
Content frames

Closing frame

End frame

Contact

If you have any questions,
or need help implementing any
aspect of the Ithra brand identity
please contact the brand team.

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+966501492460
brandcenter@ithra.com