



KAPSARC Brand Guideline

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- Except as specifically authorized by KAPSARC, the copyrighted materials may only be used for non-commercial, personal purposes.
- The Copyrighted Materials shall have the proper color schemes, proportions, typography and other specifications necessary for maintaining the integrity and consistency of KAPSARC branding.
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KAPSARC



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01

INTRODUCTION



This guide is a direct reference for anyone who is authorized to create and publish internal and external communications on behalf of KAPSARC.

The intention of this guide is to ensure that the communications we create reflect the brand in a coordinated and consistent way which ensure a unique identity that people will recognize where it came from.

This guide is a living document, it should evolve over time, just as our brand inevitably will. It is designed to inspire and empower users to be creative, providing templates for standard assets like posters, social media applications, and stationary that is easy to update, follow and implement in today's digital environment.

If you have any questions or requirements concerning the content of this guide, please do not hesitate to reach out to us.



Our branded materials are a visual and verbal expression of our identity therefore, we need them to have a consistent look and feel. These guidelines outline the necessary controls and approval process for their creation and use. When applying the instructions added within the guideline it will insure correct use.

Permission and authorization are required for the use of any of our brand materials, including any resources, graphics, or visual elements found within this guide and its accompanying files.

Possession of these materials does not grant permission to use them and the approval process for materials and implementations of our brand will vary. If in doubt, please contact an authorized representative for further information regarding this topic.



02

BRAND LOGO



01. Main Logo

“KAPSARC”

This is the standard primary use logo without the descriptive line. It serves as the main identity mark for all general communications and public-facing materials.



02. Full Logo

“KAPSARC King Abdullah Petroleum Studies and Research Center”

This logo includes the full name and description and is reserved exclusively for use in formal communication with government entities.



03. Secondary Logo

“KAPSARC Symbol”

A small version of the symbol, specifically optimized for use at reduced sizes. It ensures maximum legibility and visual balance in compact applications, while maintaining technical precision during production.



The brand logo identifies the KAPSARC brand as a whole. Use this logo to represent individual locations, products, merchandise, and wholesale operations. This logo is a carefully created piece of locked artwork that should not be altered in any way.



The logo for KAPSARC comes in four basic variations which include:

- 1. The primary logo against a white background.
- 2. The white logo against a dark green background.
- 3. The white logo against a light green background.
- 4. The white logo against a grey background.

Note:
This is applicable for all the Full, Main, & Secondary Logos.

1



2



3



4




Maintaining optimal and minimal logo sizing is vital to the legibility of the mark and overall brand recognition.

The execution will often dictate the right logo size. But in order to maximize legibility, try to use the largest size (within reason) for each logo version listed. In some circumstances, it may be acceptable to use the minimum size. Never reproduce our logos smaller than the minimum sizes listed on this page.


Digital: To ensure legibility and impact, **KAPSARC Main logo** should never be reproduced smaller than 100px in any digital communication.

Print: To ensure legibility and impact, the **KAPSARC Main logo** should never be reproduced smaller than 30 mm in any print communication.



PRINT

30mm



DIGITAL

100px

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Digital: To ensure legibility and impact, **KAPSARC Full logo** should never be reproduced smaller than 100px in any digital communication.

Print: To ensure legibility and impact, the **KAPSARC Full logo** should never be reproduced smaller than 30 mm in any print communication.



Clear space, or negative space, is the area that surrounds the logo that is completely clear of any other graphical element. Clear space helps the logo stand out from the rest of the elements on the page and ensures legibility, even in small sizes.

As a general rule, the clearer or more negative space around the logo, the better.

At a minimum, there should be clear space equal to the space created using an element from the logo as a unit of measurement which ensures enough clear space at any size.

Note:
'X' uses the letter 'A' to indicate the points of spacing around all equal corners.



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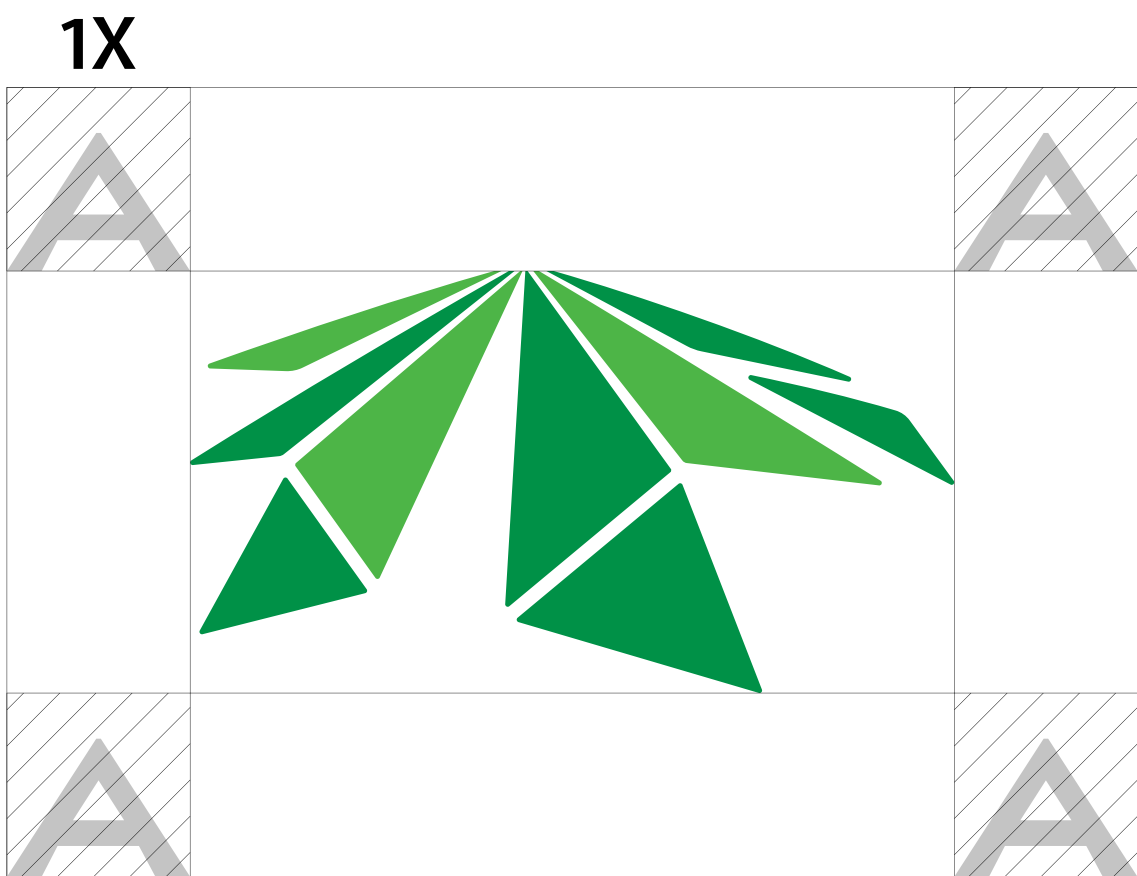


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Contrast is important when considering placing the logo on any background.

Our logo should not only be legible, it should also make a clear, strong statement when used. If there is not enough contrast between the logo and the background, the presence of the logo is weakened.

- 1. It is suitable to use the primary version of the logo with a white colored background.
- 2. It is suitable to use the white version of the logo with dark colored background from the color palette.
- 3. It is suitable to use the white version of the logo with light photographic background.
- 4. It is suitable to use the white version of the logo with dark photographic background.

Note:
This is applicable for all the Full, Main, & Secondary Logos.

1



2



3



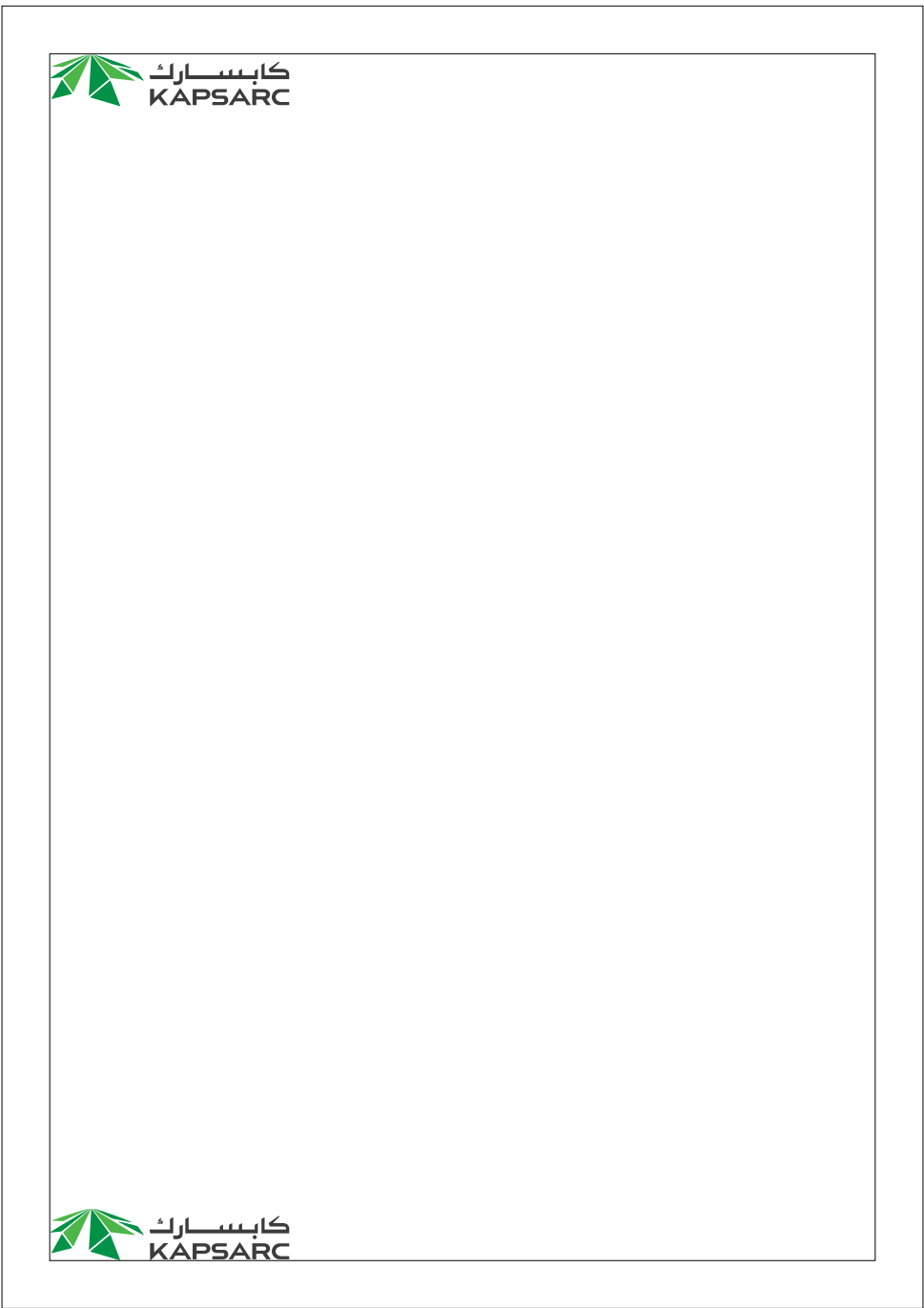
4



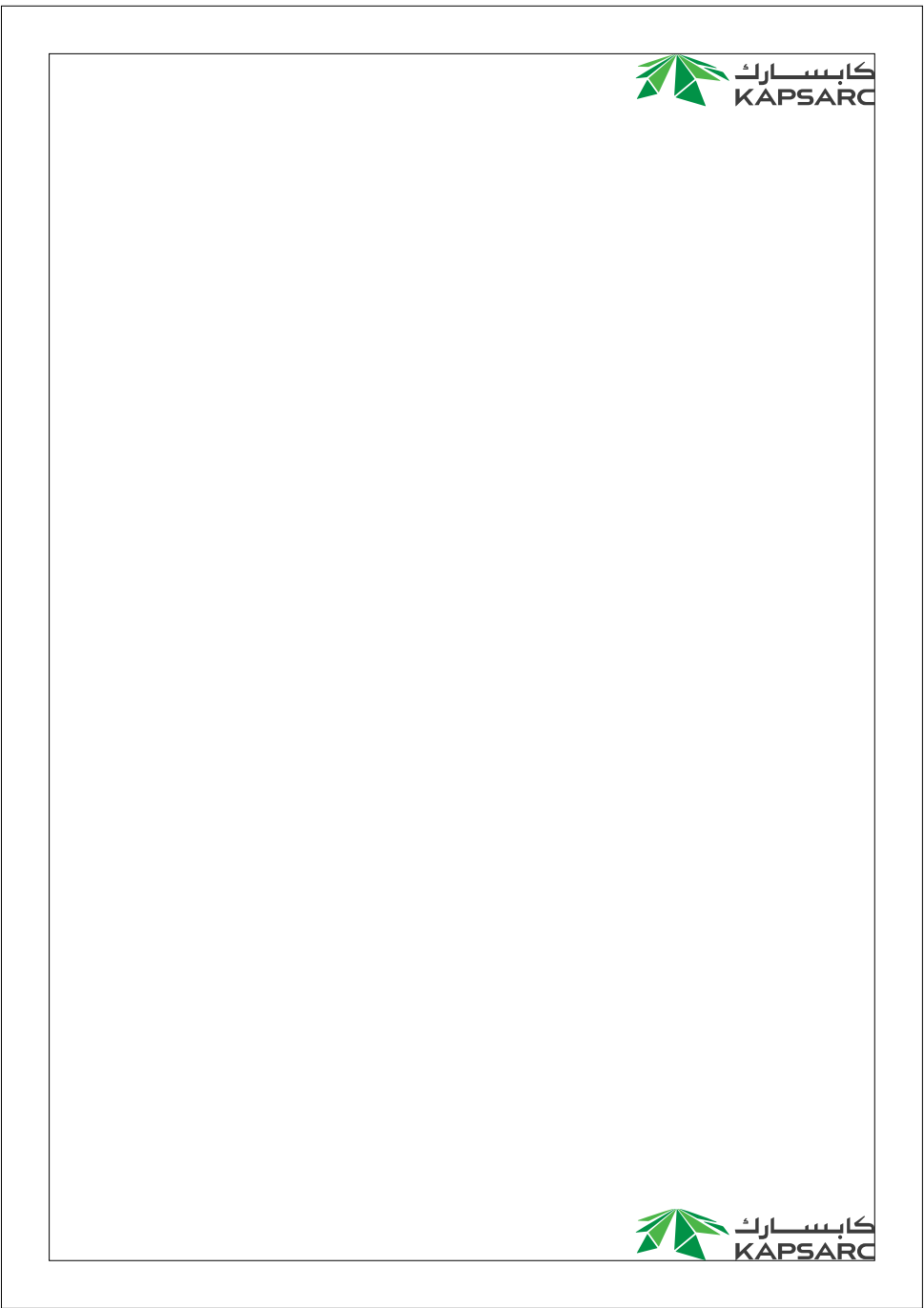
1. Preferred Placement: Align the logo to the either the top or bottom left corner. The primary lockup looks best when it is left-aligned.
2. Alternate Options: If the top and bottom left spaces are not available, align the primary lockup to either the top or bottom right corners.

Note:
This is applicable for all the Full, Main, & Secondary Logos.

1







2



- 1. Do not use a color other than the brand’s color palette.
- 2. Do not outline any area of the logo.
- 3. Do not rotate the logo in any way.
- 4. Do not add any gradient to the logo.
- 5. Do not add any graphic effects to the logo.
- 6. Do not stretch the logo in any way.

Note:
This is not a comprehensive list of errors. These are simply the most common or egregious errors.

This is applicable for all the Full, Main, & Secondary Logos.

1	2	3
		
4	5	6
		

03

BRAND COLORS



Brand colors play a major role in distinguishing identity. As such, we must use the correct color codes and color combinations within these guidelines.

Colors outside of the guidelines will be considered harmful to the identity. Adhering to these guidelines ensures a cohesive and recognizable brand presence.

Emerald Green

Primary Color

HEX 019247
RGB 1 146 71
CMYK 86 18 98 4

Pantone 7480 C

Saudi Green

Primary Color

HEX 4cb648
RGB 76 182 72
CMYK 71 1 99 0

Pantone 7488 C

Graphite Grey

Primary Color

HEX 3c3c3c
RGB 60 60 60
CMYK 69 62 61 50

Pantone Black 7 C

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EarthSecondary Color		Stone DustSecondary Color		Desert SandSecondary Color	
HEX 311c0f RGB 49 28 15 CMYK 56 71 76 75 Pantone 477 C		HEX a38275 RGB 163 130 117 CMYK 35 47 51 6 Pantone 7612 C		HEX fff2e8 RGB 255 242 232 CMYK 0 5 6 0 Pantone 7499 C	
Sunset EmberSecondary Color		Sky BlueSecondary Color		Midnight OceanSecondary Color	
HEX f85235 RGB 248 82 53 CMYK 0 83 85 0 Pantone 171 C		HEX b4bbf0 RGB 180 187 240 CMYK 27 23 0 0 Pantone 277 C		HEX 000c37 RGB 0 12 55 CMYK 97 90 43 60 Pantone 288 C	
100%	90%	80%	70%	60%	50%
HEX 015c0d RGB 1 92 13 CMYK 87 37 100 35 Pantone 7741 C					

Both white and black are used to define space on the page and website. Create high contrast by combining both. They are perfect for legible typography.

This guide serves as an excellent example of this. We recommend an expansive use of negative space in brand executions, which can be created using either white or black.

White

HEX ffffff
RGB 241 241 241
CMYK 4 3 3 0

Pantone 100 U

Black

HEX 000000
RGB 26 29 23
CMYK 77 68 64 75

Pantone 900 U

04

TYPOGRAPHY



Symbio AR + LT is the official typeface to represent KAPSARC in all communications, Arabic and English across all platforms.

Symbio is a low contrast bilingual typeface designed for branding and editorial contexts. Symbio’s smooth stroke modulation, its uniform open counters, the risen teeth and large latin x-height, contribute to its charisma in display settings and make for a very clear and sharp texture in small sizes.

Symbio AR+LTأبجد / Aa

ABCDEF GHIJ KLMN
OPQRST UVWXY Z

قد يخلو الغرافيت من البريق،
لكنه يحمل في طيّاته طاقة الغد.

١٢٣٤٥٦٧٨٩٠
1234567890
()&?!.,:;'\

As a world-class think tank and consultancy, KAPSARC leverages cutting-edge research, advanced modelling, and stakeholder engagement to help clients meet energy and sustainability targets.

abcdefghijklmn
opqrstuvwxyz

بصفته مركزاً بحثياً واستشارياً رائدًا على مستوى العالم، يوظف مركز الملك عبد الله للدراسات والبحوث البترولية (كابسارك) أحدث الأبحاث والنماذج المتقدمة وتعاون أصحاب المصلحة لمساعدة العملاء على تحقيق أهدافهم في مجالي الطاقة والاستدامة.

Symbio AR+LT has 6 different weights. Use contrast between heavy and lighter weights to communicate relevant importance, otherwise known as hierarchy of information.

Typography plays a key role in maintaining a strong and cohesive brand identity, ensuring clarity and visual impact. The selected typefaces ensure readability, consistency, and a refined aesthetic across both digital and print applications.

Symbio AR+LT Thin	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف م ن ه و ي 0123456789	Description
Symbio AR+LT Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف م ن ه و ي 0123456789	Body Text
Symbio AR+LT Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف م ن ه و ي 0123456789	Body Text
Symbio AR+LT Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف م ن ه و ي 0123456789	Subheading
Symbio AR+LT Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف م ن ه و ي 0123456789	Heading
Symbio AR+LT Black	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف م ن ه و ي 0123456789	Heading

05

IN CLOSING



Vector files create their shapes by mathematical equations between anchor points. Since they are crafted by ratios, and not a grid of colored squares, vector images can be infinitely scaled.

Graphics, like the brand logo, are typically created as vector files. Illustrations, iconography, and many of our simple shapes and graphic elements are created as vector files.

The limitations of vector files lie in their strengths: because each relationship is an equation, complex items, gradients, photographs often make vector file sizes too large. Raster images are more efficient in those situations.

Vector files are typically used for printing or producing the logo or other graphics in most forms. If you're ever asked for a high-resolution logo file, send a vector file.

Typically, vector files end with .ai, .eps and .svg. Without special programs, these files will be difficult to open.

From everyone at KAPSARC , thank you for your attention to detail, your unwavering support, and your commitment to making our brand vision a reality for so many people.

Building a brand is like raising a child: it takes a village. Without you, we would not exist.

To all of our vendors, creative teams, and outside consultants: we are here for you. If you need any help with our brand at all, especially when working on a brand execution, please do not hesitate to reach out to our team at info@kapsarc.org

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