برنامــج تعزيــز الشراكـــة
مـع القطـــاع الخـــاص
Private Sector Partnership Program

BRAND MANUAL

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1.0 Introduction

Introduction

Shareek is a program specifically designed to support large Saudi companies to enabling the growth of private sector investments in Saudi Arabia and contributing to the development of the Saudi economy.

Launched in 2021 by His Royal Highness Prince Mohammed bin Salman bin Abdulaziz, Crown Prince and Prime Minister, Shareek, which means "Partner" in Arabic, is helping accelerate growth for large companies in Saudi Arabia.

By providing tailored support to help eligible companies accelerate planned projects and identify new opportunities, Shareek aims to unlock SAR 5 Trillion in domestic private sector investments by 2030, which will contribute achieving the Vision 2030 goal to increase private sector GDP contribution to 65%.

In March 2023, Shareek announced its first wave of supported projects across four key sectors. The 12 projects will help diversify industries, promote innovation, and create over 64,000 local jobs by 204. With 192 billion in project investment size, the share of investments of major companies is 120 billion riyals, and it is expected that the impact of these investments on the GDP will reach 466 billion riyals by 2040

While Shareek is dedicated to focus on the large companies, the program will have a positive impact on the economy and create opportunities across entire value chains, contributing to continued prosperity for the Kingdom.

2.0 Visual Identity

Our Logo

Our logo is the most important asset to our brand. The logo represents Shareek's brand personality. The logo is a central component of the brand's identity and must be used and applied correctly. It consists of two parts: the mark and the wordmark.

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Private Sector Partnership Program

شريك

Clear Space
and Minimum Size

To protect the logo from surrounding elements, a minimum clear space must be implemented. No other elements should encroach within this area. The size of the area is determined by a quarter size of the wordmark of the logo.

Establishing a minimum size ensures that the impact and legibility of the logos are not compromised in application. The minimum recommended size of the logo is **2.5 cm** wide for print and **250 pixels** on screen.

x

x/4

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مـــع القطــــاع الخـــاص
Private Sector Partnership Program
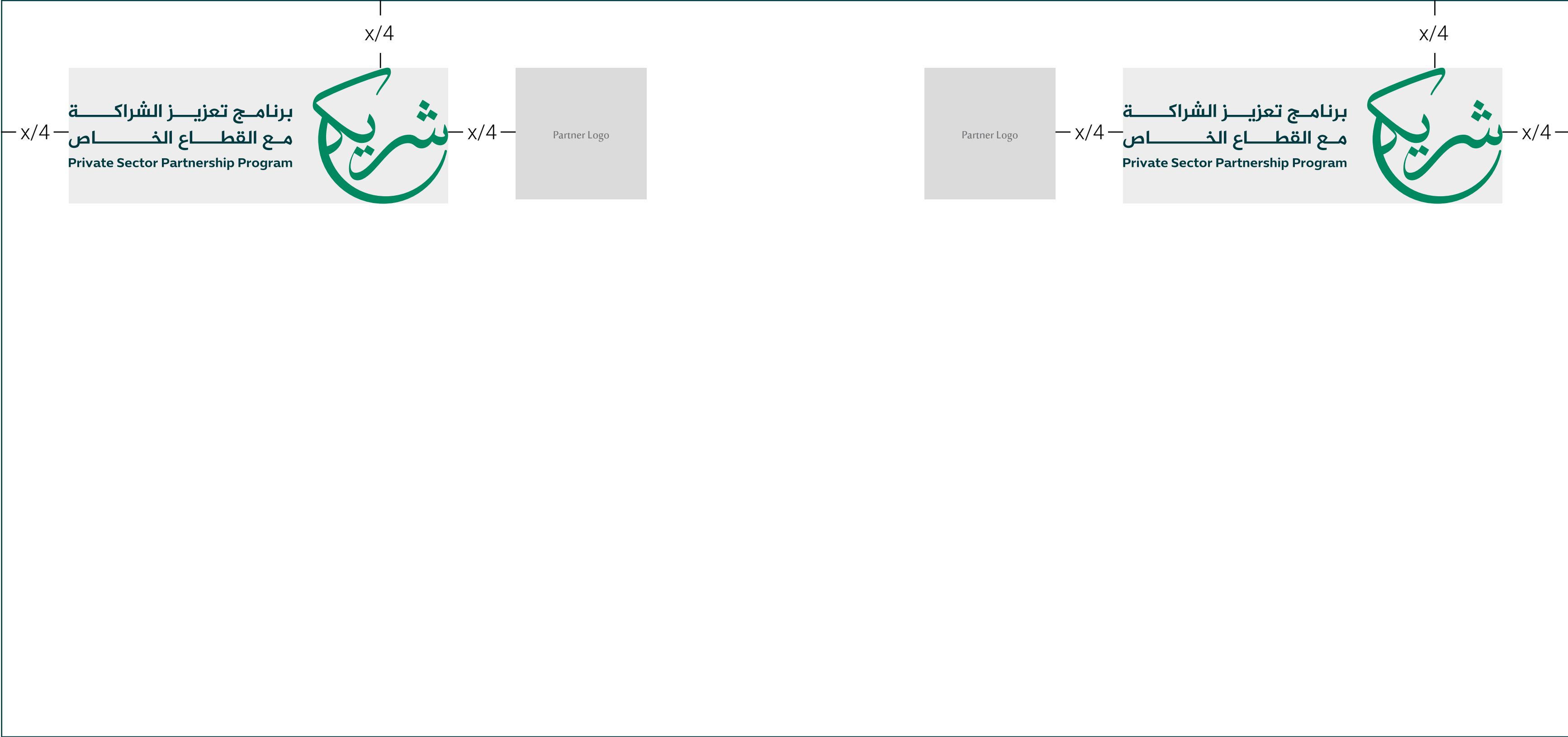
2.5 cm

250 px

Minimum size
Print

Minimum size
Digital

Co-Branding

When the Shareek logo appears alongside other organization or partner logos, adhere to the established guidelines for spacing and positioning. Whenever possible, the Shareek logo should be placed first, to the right of other logos for Arabic and to the left for English.

Co-Branding

An alternative co-branding layout would place Shareek logo and the co-branding logo on opposite sides of the design layout. This separation ensures that each brand retains its own identity and prominence.

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Partner Logo

Co-Branding

An alternative co-branding layout would place Shareek logo and the co-branding logo on opposite sides of the design layout. This separation ensures that each brand retains its own identity and prominence.

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Partner Logo

Logo Positioning

In most situations the logo should be placed in one of four positions: flush against the left or right hand margins or aligned to either the top or bottom margins.
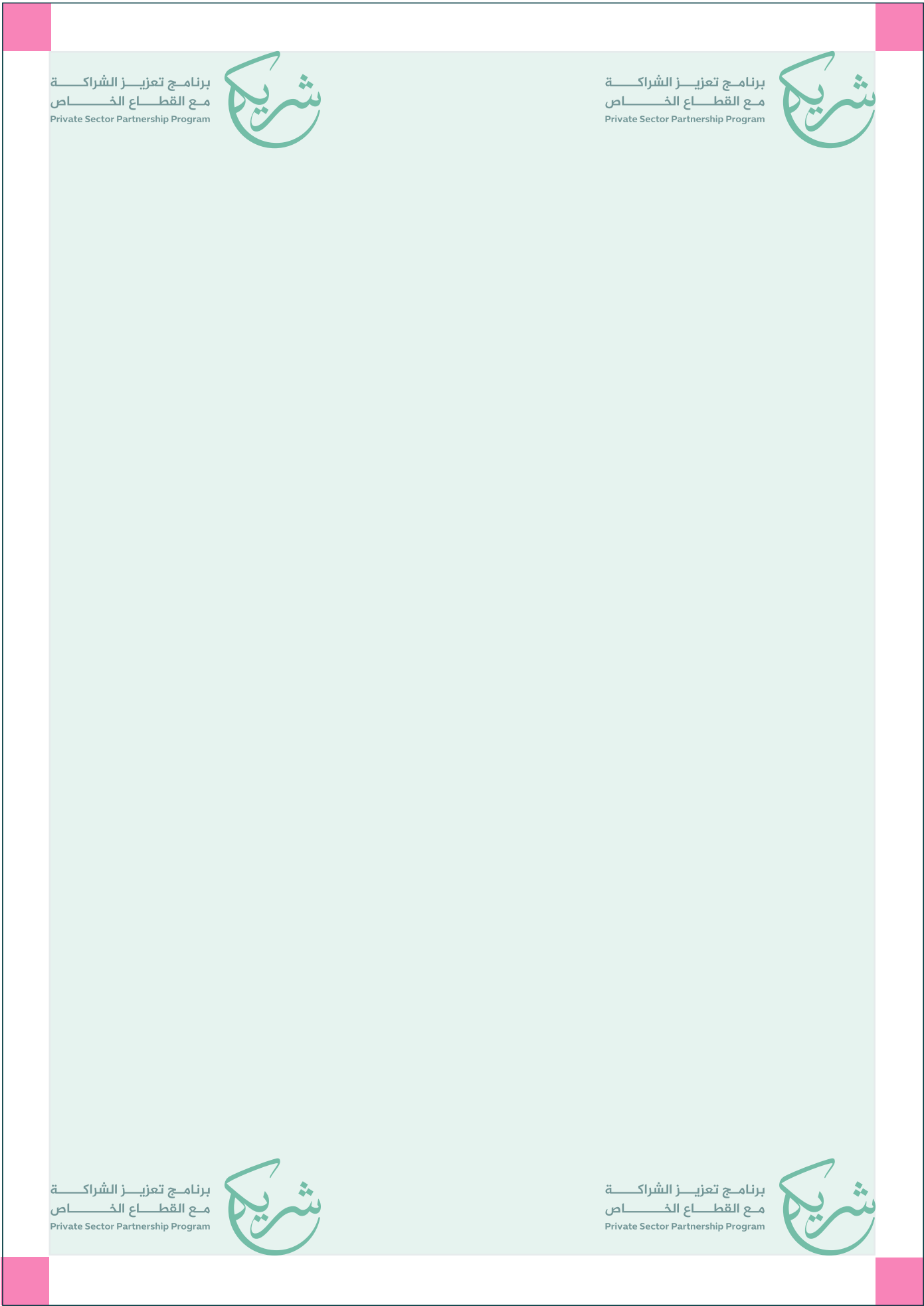
Do not use unauthorised one color versions

Do not add shadow

Do not rotate

Do not distort or stretch

Do not change the icon position

Do not use the icon alone

Do not use unsuitable logo colors on images

Do not outline the logo

Primary Color Palette

The Shareek color palette emphasises the use of green to create a distinctive and consistent look for the identity.

Dark Green
Primary Color 01

CMYK
93 | 60 | 58 | 50

RGB
0 | 58 | 64

Pantone
2217 C

HEX: #003A40

#003A40

Green
Primary Color 02

CMYK
86 | 22 | 78 | 7

RGB
0 | 138 | 96

Pantone
7725 C

HEX: #008860

#008860

Primary Color Palette

The shades are derived from the base colors by gradually decreasing their opacity, which creates a range of lighter, more transparent variations of the original colors.

100%	100%
80%	80%
60%	60%
40%	40%
20%	20%

Secondary Color Palette

The secondary color palette emphasizes purple and bright green to create a unique appearance that enhances the primary colors of the identity.

Dark Purple	Lavender	Mint Green	Cool Gray
Secondary Color 01	Secondary Color 02	Secondary Color 03	Secondary Color 04
CMYK	CMYK	CMYK	CMYK
99 | 100 | 27 | 28	69 | 71 | 0 | 0	60 | 0 | 36 | 0	14 | 10 | 13 | 0
RGB	RGB	RGB	RGB
36 | 18 | 95	104 | 91 | 199	60 | 219 | 192	217 | 217 | 214
Pantone	Pantone	Pantone	Pantone
273 C	2725 C	333 C	1 C
HEX: #24125F	HEX: #685BC7	HEX: #3CDBC0	HEX: #D9D9D6
#24125F	#685BC7	#3CDBC0	#D9D9D6

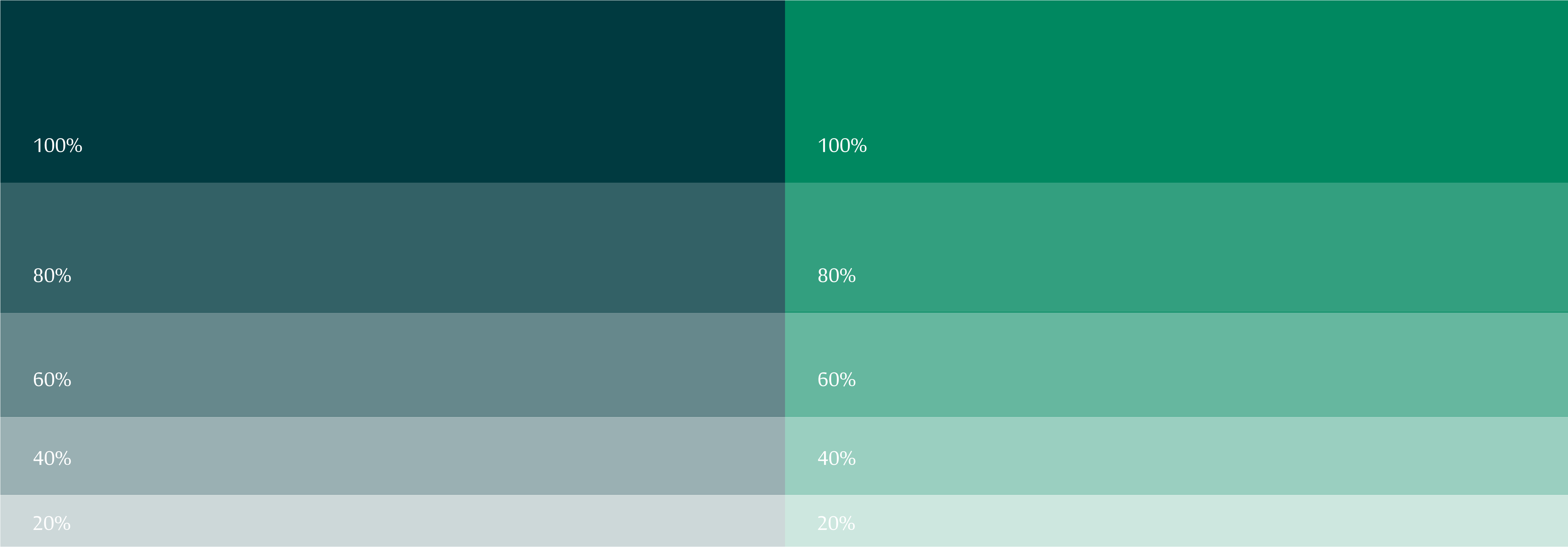# Secondary Color Palette

The shades are derived from the base colors by gradually decreasing their opacity, which creates a range of lighter, more transparent variations of the original colors.

100%	100%	100%	100%
80%	80%	80%	80%
60%	60%	60%	60%
40%	40%	40%	40%
20%	20%	20%	20%

Combining Colors

Combining colors effectively is crucial for establishing a strong brand identity. By thoughtfully selecting and blending primary and secondary colors, we can create a visually appealing and cohesive look.
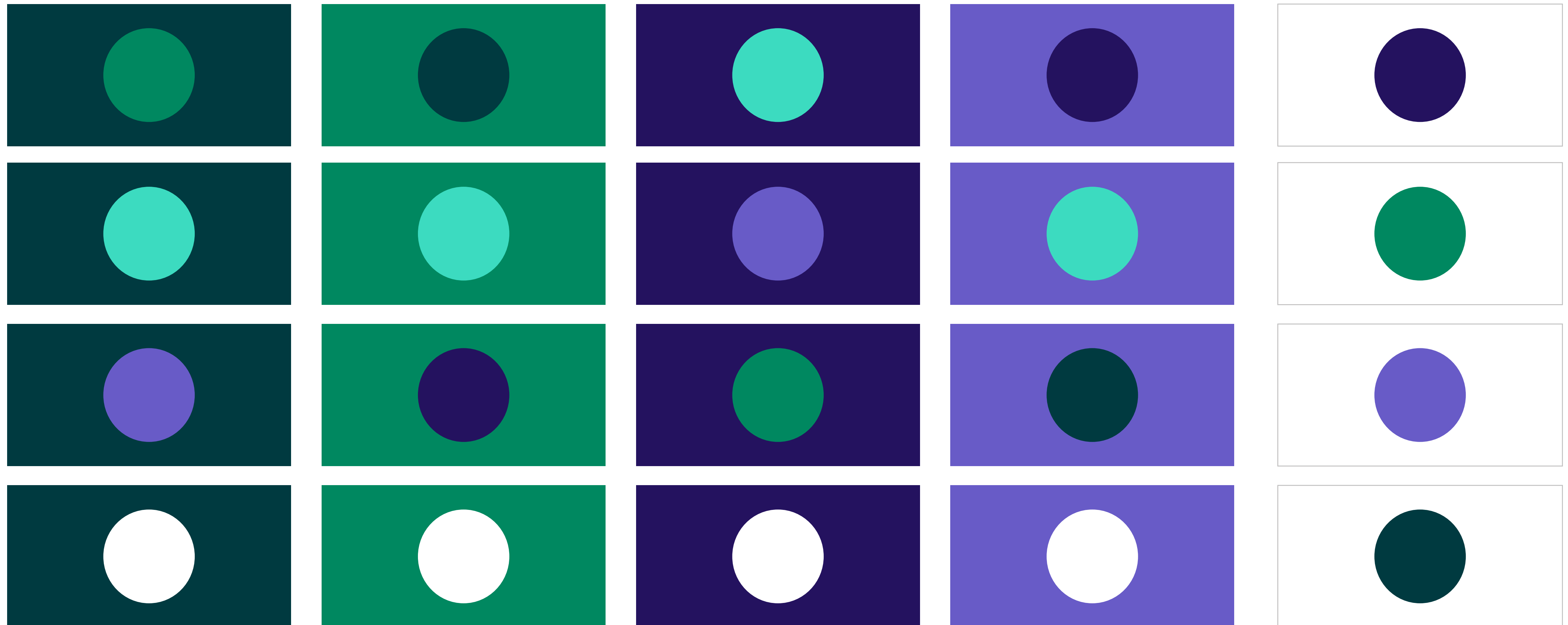
Typography

Sakkal Majalla is the typeface used for all communications in both Arabic and English, ensuring consistency and cohesiveness.

Sakkal Majalla
Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer sem nulla, congue a ultrices pretium, pharetra ac dolor. Nullam bibendum lorem vel ex malesuada, posuere varius erat pharetra

Sakkal Majalla
Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer sem nulla, congue a ultrices pretium, pharetra ac dolor. Nullam bibendum lorem vel ex malesuada, posuere varius erat pharetra

Typography

Sakkal Majalla is the typeface used for all communications in both Arabic and English, ensuring consistency and cohesiveness.

Sakkal Majalla Arabic
Regular

هذا النص هو مثال لنص يمكن أن يستبدل في نفس المساحة، لقد تم توليد هذا النص من مولد النص العربى، حيث يمكنك أن تولد مثل هذا النص أو العديد من النصوص الأخرى إضافة إلى زيادة عدد الحروف التى يولدها التطبيق

Sakkal Majalla Arabic
Bold

هذا النص هو مثال لنص يمكن أن يستبدل في نفس المساحة، لقد تم توليد هذا النص من مولد النص العربى، حيث يمكنك أن تولد مثل هذا النص أو العديد من النصوص الأخرى إضافة إلى زيادة عدد الحروف التى يولدها التطبيق

Typography

Al Jazeera Arabic is the typeface used for **external communications** and **social media** in Arabic and Expo Arabic is the typeface used in English, ensuring consistency and cohesiveness.

Al Jazeera Arabic
Light

هذا النص هو مثال لنص يمكن أن يستبدل في نفس المساحة، لقد تم توليد هذا النص من مولد

النص العربى، حيث يمكنك أن تولد مثل هذا النص أو العديد من النصوص الأخرى إضافة إلى زيادة

عدد الحروف التى يولدها التطبيق

Al Jazeera Arabic
Regular

هذا النص هو مثال لنص يمكن أن يستبدل في نفس المساحة، لقد تم توليد هذا النص من

مولد النص العربى، حيث يمكنك أن تولد مثل هذا النص أو العديد من النصوص الأخرى إضافة

إلى زيادة عدد الحروف التى يولدها التطبيق

Al Jazeera Arabic
Bold

هذا النص هو مثال لنص يمكن أن يستبدل في نفس المساحة، لقد تم توليد هذا

النص من مولد النص العربى، حيث يمكنك أن تولد مثل هذا النص أو العديد من

النصوص الأخرى إضافة إلى زيادة عدد الحروف التى يولدها التطبيق

Typography

Al Jazeera Arabic is the typeface used for **external communications** and **social media** in Arabic and Expo Arabic is the typeface used in English, ensuring consistency and cohesiveness.

Expo Arabic
Light

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.

Expo Arabic
Medium

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.
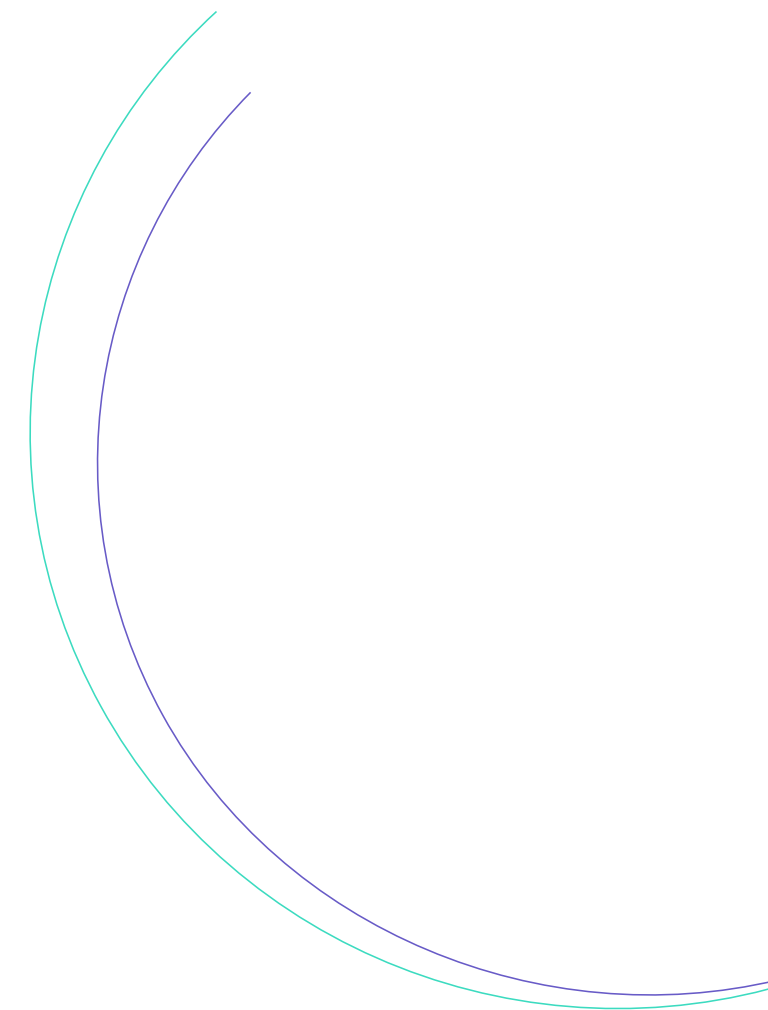
Expo Arabic
Bold

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.

3.0 Visual Language

Visual Language

For Shareek's visual language a pattern derived from the logo is used and implemented across most applications. It is taken from the icon's crescent composed of two lines using the secondary color palette. Outline of the lines from the logo's curve. Represents both private and governmental sectors, parallel to each other, illustrating the lines ascendence towards economical growth and prosperity.
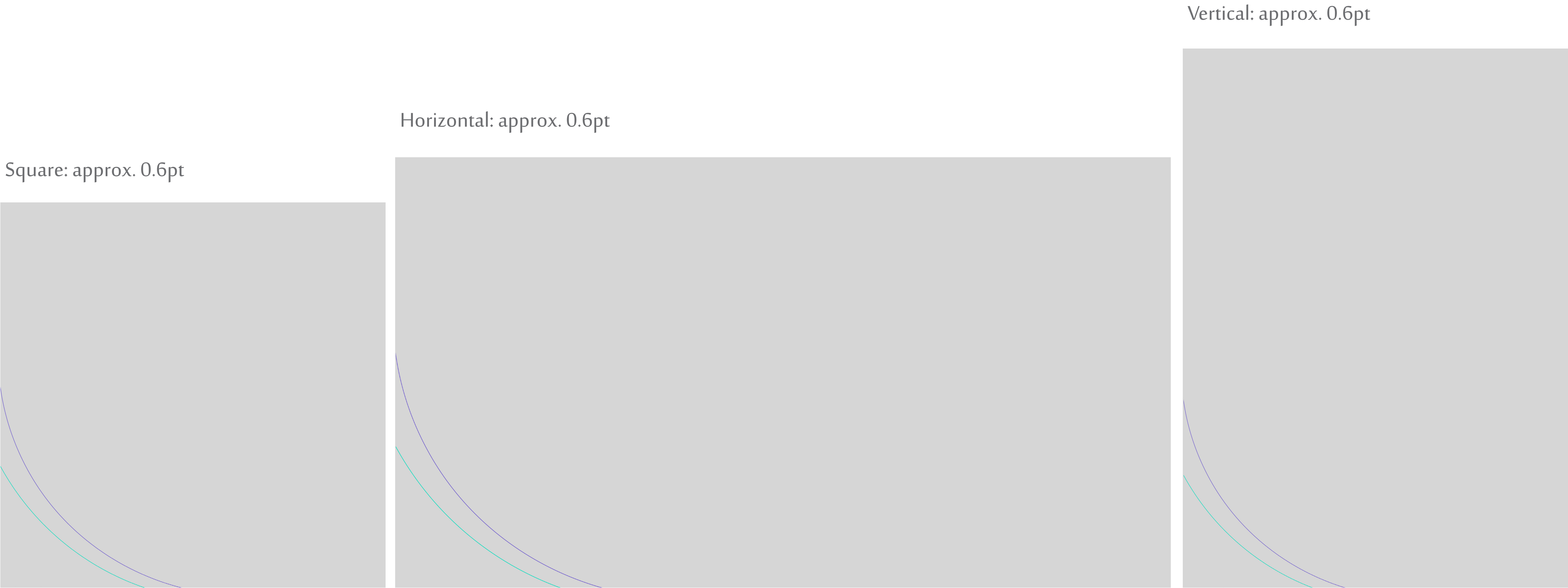
Private

Government

Element Layout

Vertical: approx. 0.6pt

Horizontal: approx. 0.6pt

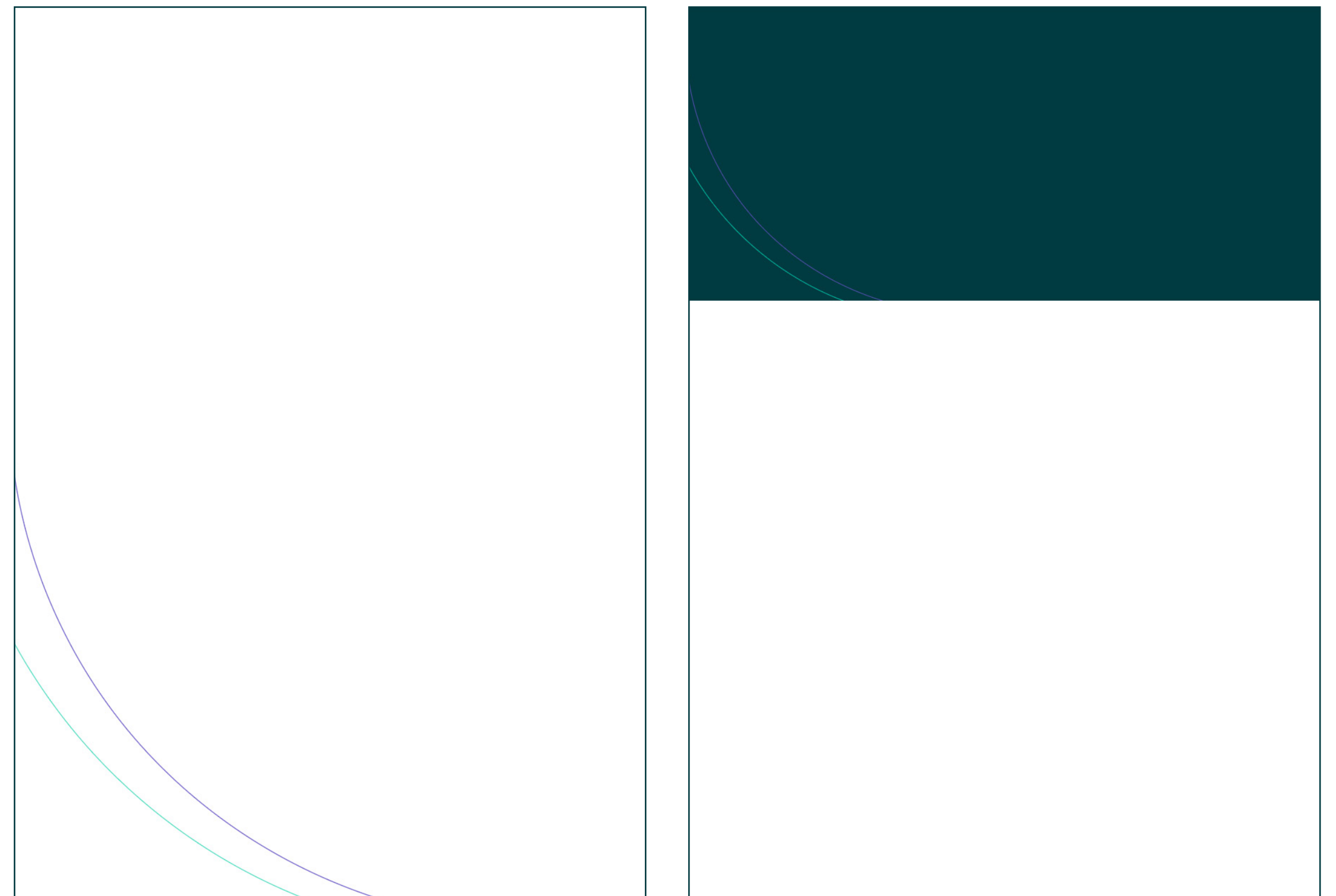Square: approx. 0.6pt

Element Layout

Vertical

Horizontal

Square

Element Guideline

Although in most applications the line thickness will remain somewhat similar or the same (0.6pt), variations may occur in very large or very small application sizes. In such cases, the line thickness can be adjusted to maintain visual consistency. This means that even if the actual thickness changes, the element will still appear proportionally balanced and visually cohesive with the rest of the design. The element must touch both a vertical and a horizontal border of the artboard or a solid color.

THANK YOU