

Brand Guideline



مجلس التجارة الإلكترونية
E - Commerce council

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Logo Treatments
Minimum size
Logo misuse
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Palette Secondary colour
Specified colors & colors balance
Primary pattern
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Email Signature
Website

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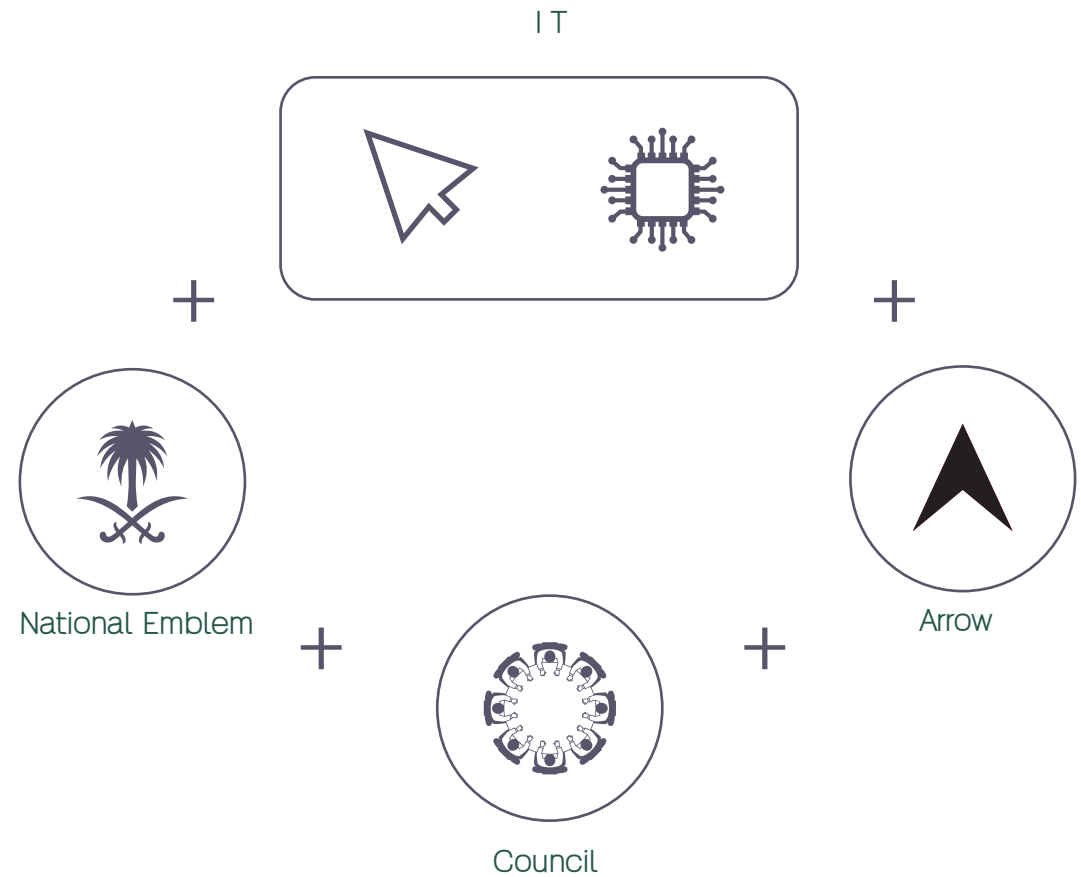
Rollup
A4
Backdrop



Our brand Toolkit

Our brand at a glance

The elements used to build our logo



Our brand Toolkit

Master logo

Our logo is the most recognisable element of our identity a universal signature across all communications. There is more than one version of artwork for our logo. It is essential the correct artwork is used in the appropriate situation as explained in the following pages.



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Our brand Toolkit

Pillat of thoughts

We spend our daily time more on the internet for work, study, marketing, business and entertainment. Now all individuals of all ages are online and connected.

e-commerce is the online buying and selling process which is extremely important in our daily life now, the foremost reason behind the growth of internet users beside social media is e-commerce, now in KSA E-CC is acting as a guardian of the commerce infrastructure.

Derived from the council values, we've created a set of simple pillar principles to make sure we are heard. They are:

Supervising the e-commerce to meet the council standards

Working collaboratively takes us all further, faster, inspiring co-operative projects and sharing ideas that help bring every part together to go out of our way to connect. e-commerce and individuals, While giving space for the best of up and coming young talents.

Assuring every action is granted

We embrace the new ideas and innovation that will make things easier and more effective for our infrastructure to stay at the forefront of technology, services and communications, we're committed to always certify what we do.

Permanence development

We apply the best practices and write laws and procedures to insure a healthy e-commerce infrastructure. Blending great experiences with new talents will ensure to stay professional, easy and fresh.

Our brand Toolkit

Tone of voice

We spend our daily time more on the internet for work, study, marketing, business and entertainment. Now all individuals of all ages are online and connected.

e-commerce is the online buying and selling process which is extremely important in our daily life now, the foremost reason behind the growth of internet users beside social media is e-commerce, now in KSA E-CC is acting as a guardian of the commerce infrastructure.

GOVERNMENTAL

Official communication
Eloquent

EMOTIONAL

Safe/Reassuring
Formal

TANGIBLE

Avoid the formula of action and focus on the management formula based on the role of the Council as a guardian of e-commerce and not as a direct service sector



Our brand Toolkit

Logo Treatment

Here is our logo on a vast variety of backgrounds, all the logo elements should be visible, our logo on an image as a background, all the logo should be placed on a white tag so the elements should be visible for where colour use is limited. We have to stick to these rules to ensure we always appear consistent across all our communications.



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Our brand Toolkit

Minimum size

Our logo must always be presented in a confident and legible way. Ensure our logo is not ever smaller than the minimum size, as shown opposite.



30 MM

Our brand Toolkit

Logo misuse

Our logo is one of our most valuable assets and to ensure it is not abused please ensure it is only used in the correct manner and not in any of the following ways.



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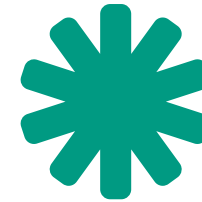


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Our brand Toolkit

Primary colours

Our logo is one of our most valuable assets and to ensure it is not abused please ensure it is only used in the correct manner and not in any of the following ways.



#	009B87
CMYK	C 82 M 16 Y 56 K 01
RGB	R 00 G 155 B 135
RGB WEB	R 00 G 153 B 153



#	25554C
CMYK	C 83 M 46 Y 66 K 36
RGB	R 37 G 85 B 76
RGB WEB	R 51 G 102 B 51

Our brand Toolkit

Secondary Colours

We have an extended palette of secondary colours that we use in support of our core colours. Our secondary palette is used as an accent in branded communications, both printed and digital. These can be used for offers and on-line for greater effect



PANTONE	611 C
CMYK	C 19.31 M 14.08 Y 100 B 0
RGB	R 215 G 199 B 36
RGB WEB	R D7 G C7 B 24



PANTONE	565 C
CMYK	C 43.31 M 0.16 Y 27.36 K 0
RGB	R 143 G 209 B 169
RGB WEB	R 8F G D1 B C4



PANTONE	7746 C
CMYK	C 43.34 M 27.86 Y 100 K 4.57
RGB	R 153 G 154 B 50
RGB WEB	R 99 G 9A B 32



PANTONE	7473 C
CMYK	C 80.55 M 19.32 Y 51.56 K 16.7
RGB	R 24 G 152 B 139
RGB WEB	R 18 G 98 B 8B



PANTONE	625 C
CMYK	C 72.03 M 33.98 Y 57.21 K 11.59
RGB	R 77 G 127 B 113
RGB WEB	R 4D G 7F B 71



PANTONE	7472 C
CMYK	C 63.69 M 7.26 Y 33.59 K 0
RGB	R 87 G 182 B 178
RGB WEB	R 57 G B6 B B2



PANTONE	359C 5
CMYK	C 63.69 M 7.26 Y 33.59 K 0
RGB	R 87 G 182 B 178
RGB WEB	R 57 G B6 B B2



PANTONE	P 155-15 C
CMYK	C 55 M 0 Y 89 K 33
RGB	R 87 G 142 B 60
RGB WEB	R 57 G 8E B 3C

Our brand Toolkit

Corporate Colors | Tints

Our brand colors in a tint mixture processes resulting color mixture's for relative lightness.

	100%	90%	80%	70%	60%	50%	40%	30%	20%	10%
25554C										
625 C										
009B87										
7473 C										
7472 C										
337 C										
359C 5										
P 155-15 C										
611 C										
P 155-15 C										



Our brand Toolkit

Our brand at a glance

We also have a single colour black logo, for where colour use is limited. Never draw your own version of the logo or use it in a colour that has not been specified, We have to stick to these rules to ensure we always appear consistent across all our communications. Always use master artwork supplied.



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Our brand Toolkit

Master Visual

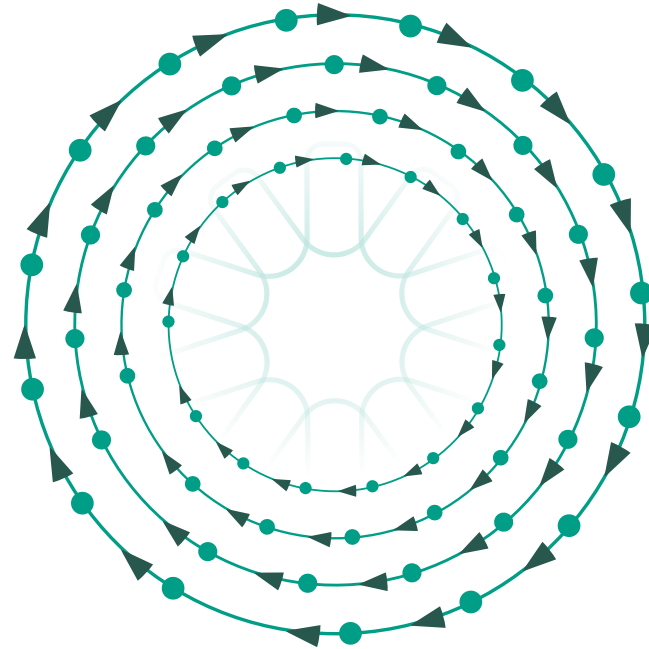
The circle pattern is used to repeat in a link shape. A geometric pattern is inspired from the logo, it signifies a network linking both users at one time. imprinting the brand recognition in mind with its variety.



Our brand Toolkit

Secondary Master Visual

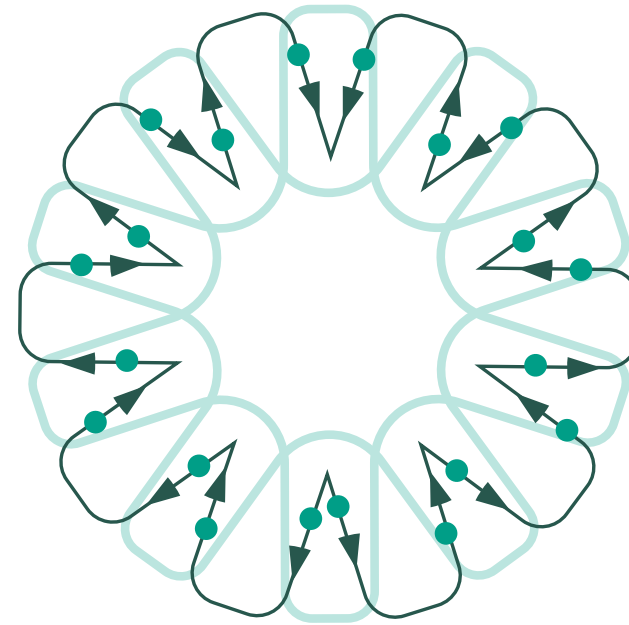
The circle pattern is used to repeat in a link shape. A geometric pattern is formed of our logo shape repeated in a linking lines, imprinting the brand recognition in mind with its variety.



Our brand Toolkit

Secondary Master Visual

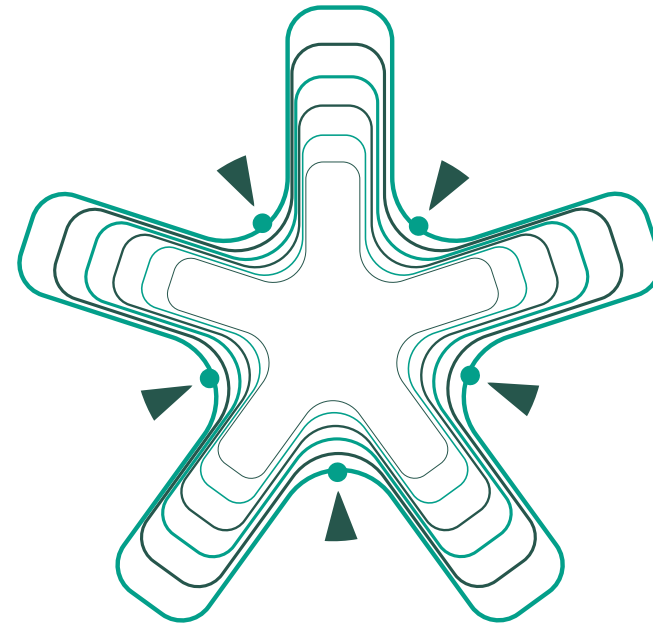
The logo geometrical build is the key element of our brand visual. The main geometrical shape is the link to imprint the logo recognition in minds in an indirect way. The system visualize the continuous unity and stability. The colors provide harmony and enhance our primary and secondary color.



Our brand Toolkit

Secondary Master Visual

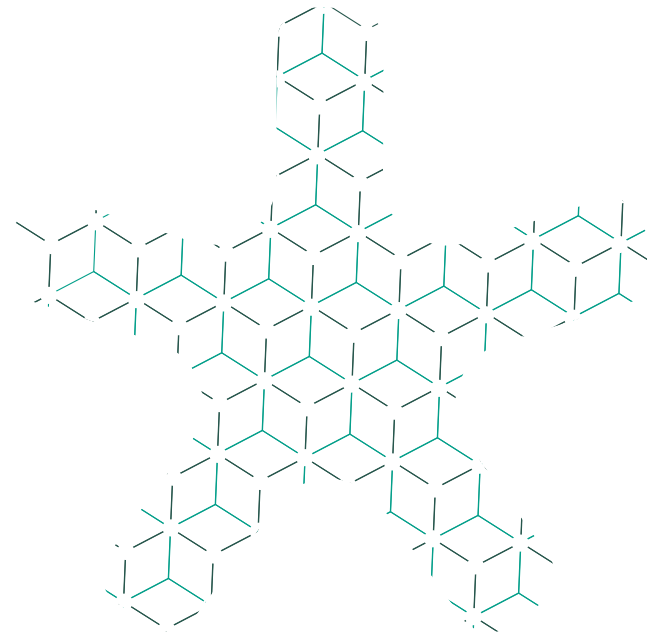
The pattern is used to repeat in a link shape. A geometric pattern is repeating like a linking lines, imprinting the logo recognition in mind with variety.



Our brand Toolkit

Secondary Master Visual

This pattern is used as a pattern repeat in a link shape. A geometric pattern is formed of our geometric shapes and typically repeating like a wallpaper. imprinting the logo recognition in mind with variety.



Our brand Toolkit

Master Pattern

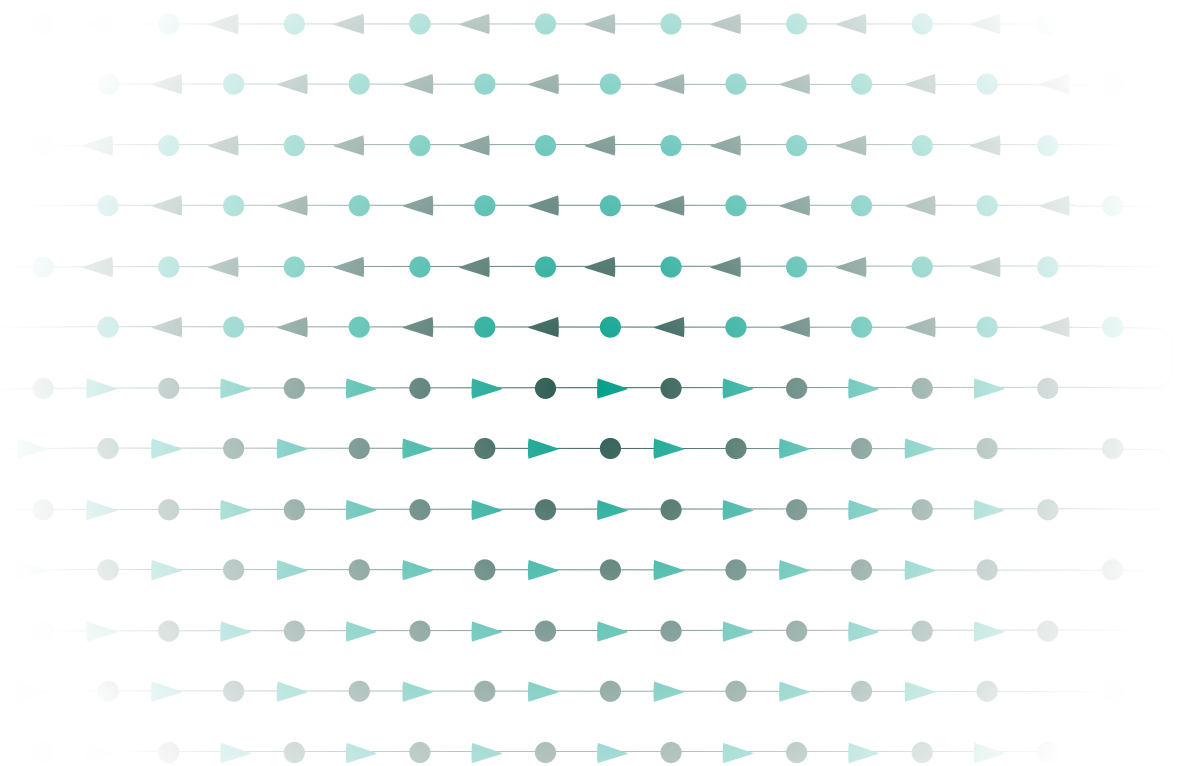
The stacking and packing is a handful of fundamental patterns that create all of the diversity we need for our brand. these patterns perform three basic tasks that get the work of our identity done by moving, revolving and connecting, delivering an interconnected and intricate system of checks and balances to weave patterns and processes together for perfect and purposeful outcomes.



Our brand Toolkit

Secondary Pattern

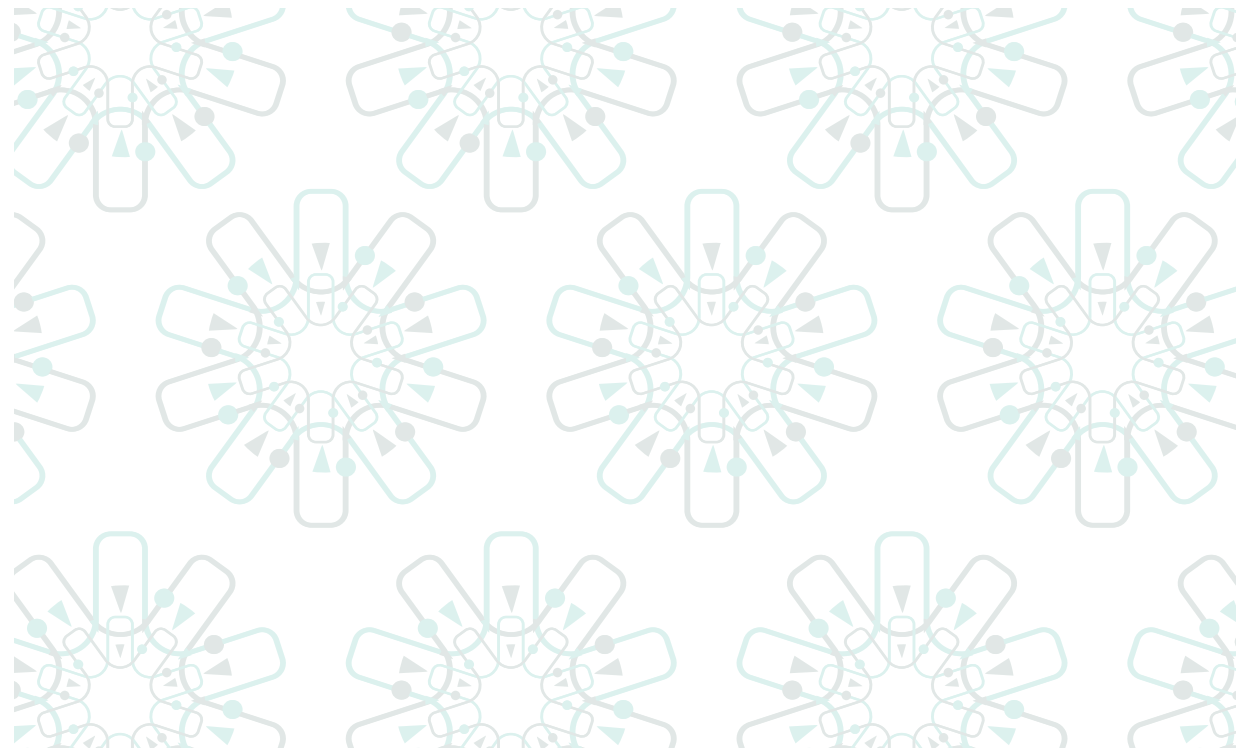
The stacking and packing is a handful of fundamental patterns that create all of the diversity we need for our brand. these patterns perform three basic tasks that get the work of our identity done by moving, revolving and connecting, delivering an interconnected and intricate system of checks and balances to weave patterns and processes together for perfect and purposeful outcomes.



Our brand Toolkit

Secondary Pattern

The stacking and packing is a handful of fundamental patterns that create all of the diversity we need for our brand. these patterns perform three basic tasks that get the work of our identity done by moving, revolving and connecting, delivering an interconnected and intricate system of checks and balances to weave patterns and processes together for perfect and purposeful outcomes.



Our brand Toolkit

Explanation Of Cropping

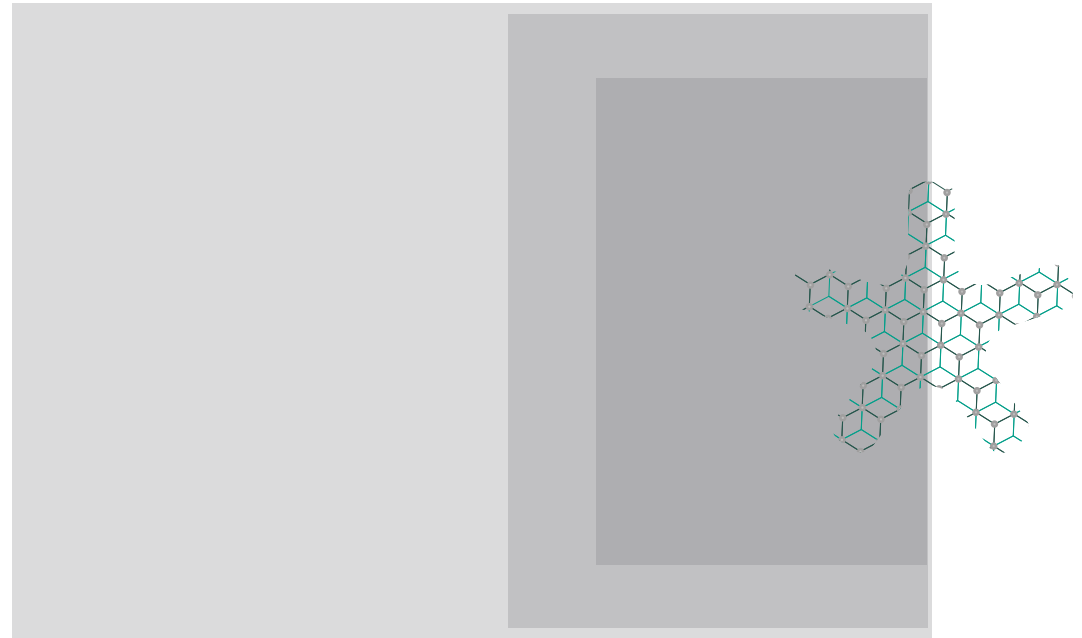
The gray boxes represent some of the different shaped crops the visuals offers.



Our brand Toolkit

Explanation Of Cropping

The gray boxes represent some of the different shaped crops the visuals offers.



Our brand Toolkit

Explenation Of Cropping

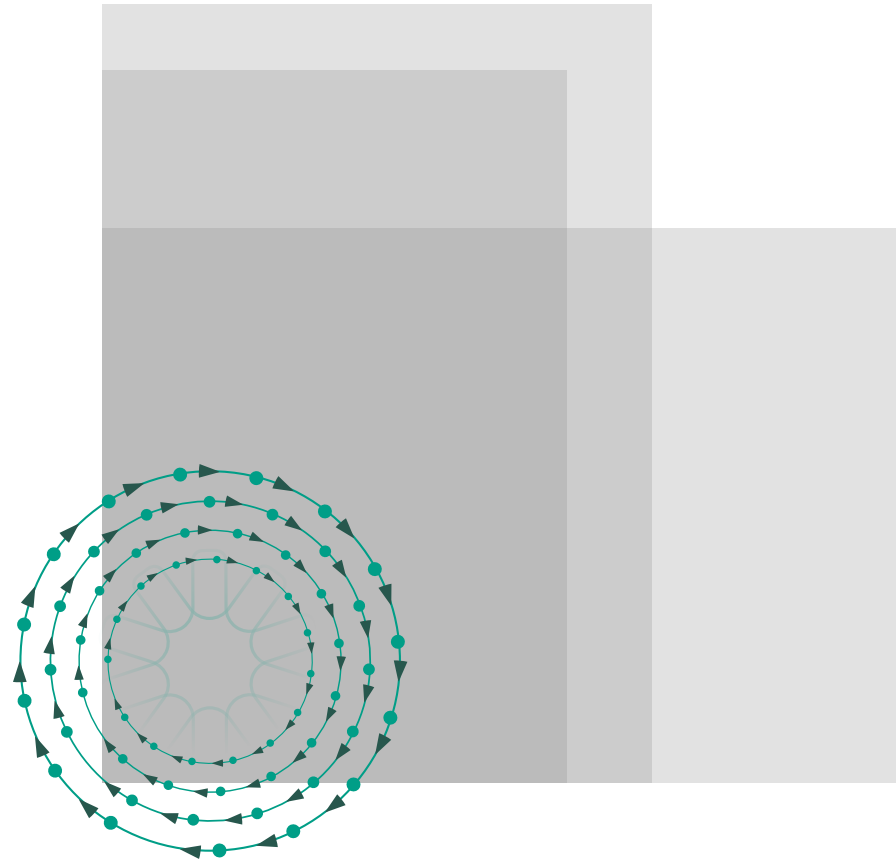
The gray boxes represent some of the different shaped crops the visuals offers.



Our brand Toolkit

Explication Of Cropping

The gray boxes represent some of the different shaped crops the visuals offers.



Our brand Toolkit

Explanation Of Cropping

The gray boxes represent some of the different shaped crops the visuals offers.



Our brand Toolkit

Type Style

The type style of the logo with both Arabic and English combined

GE Dinar

مجلس التجارة الإلكترونية

E - Commerce council

Groningen



Our brand Toolkit

Arabic Corporate Font

GE DINAR ONE MEDIUM

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
.١٢٣٤٥٦٧٨٩

GE DINAR ONE 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
.١٢٣٤٥٦٧٨٩



Our brand Toolkit

English Corporate Font

Groningen - BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

Groningen - Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9



Our brand Toolkit

English Webfont

VERDANA Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

VERDANA Italic

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9*

VERDANA Bold

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9**

VERDANA Bold Italic

***A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9***



Our brand Toolkit

Arabic Webfont

ARABIC NASKH 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
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

ARABIC NASKH 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
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

ARABIC NASKH 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
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

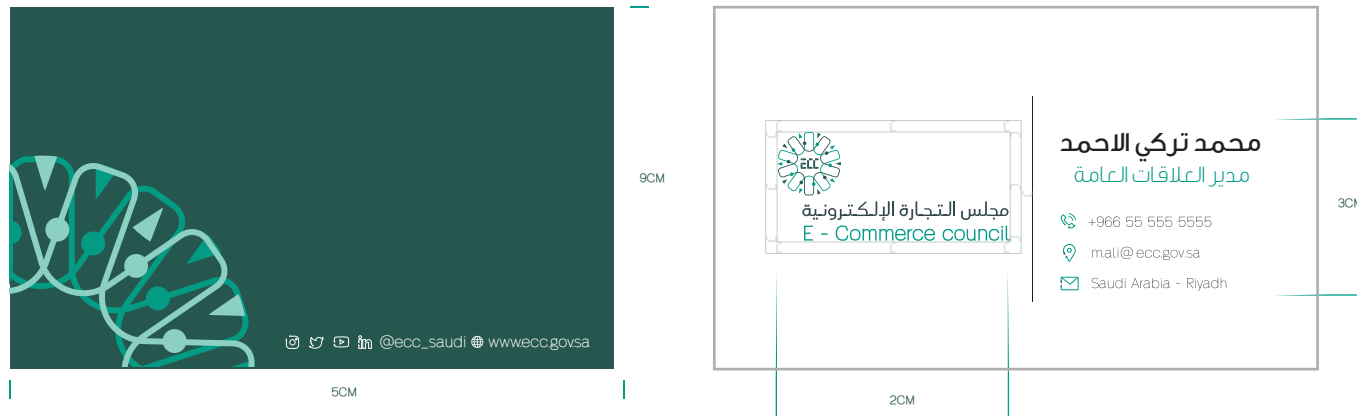


02

Stationary

Stationery

Business cards



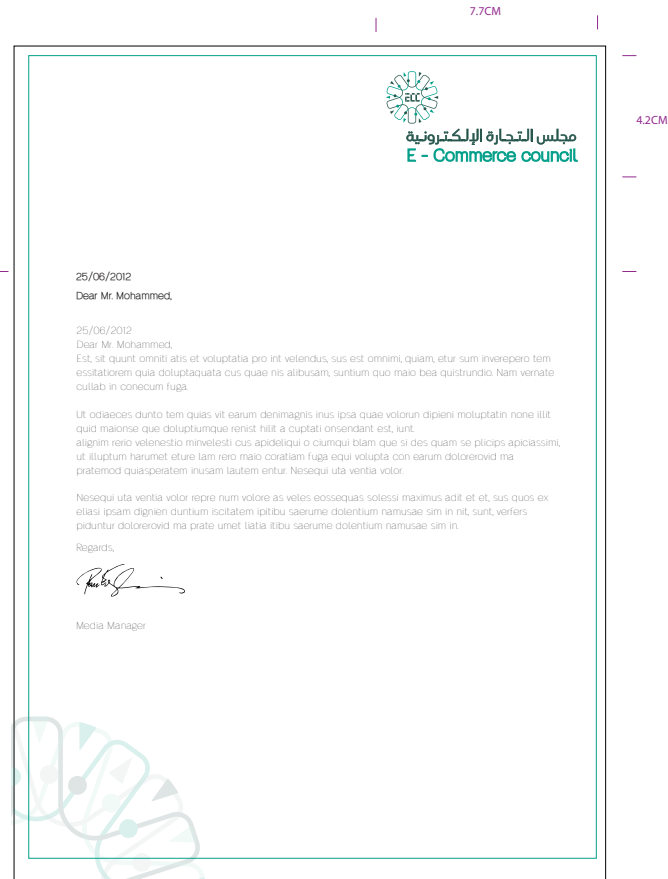
Document dimensions: 5X9CM

Paper stock: Conqueror smooth, Diamond White, 220 gsm

Note: Shown %100 of actual size All dimensions shown are in centimeters

Stationery

Letter Head



Document dimensions: A4 29X27.9

Stationery

DL Envelope 7.06 A4 Envelope



Document dimensions: 230 x 325 mm

Paper stock: Conqueror smooth, Diamond White, envelop

Note: Shown %50 of actual size All dimensions shown are in millimeters

Stationery

DL Envelope 7.06 A4 Envelope



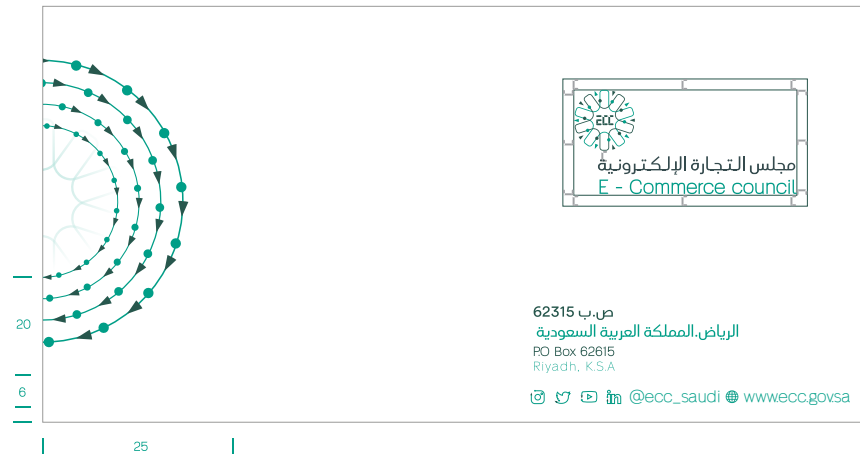
Document dimensions: 230 x 325 mm

Paper stock: Conqueror smooth, Diamond White, envelop

Note: Shown %50 of actual size All dimensions shown are in millimeters

Stationery

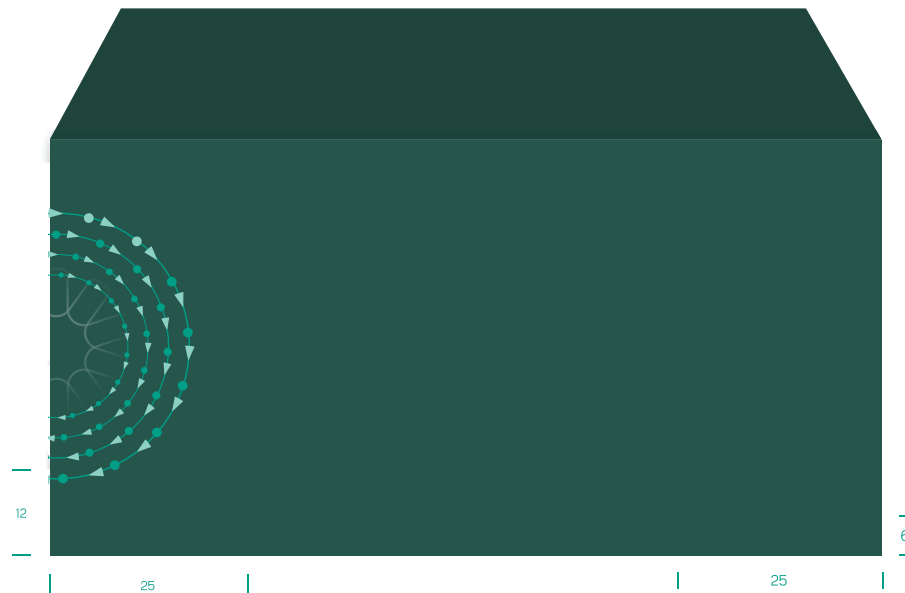
DL Envelope



Document dimensions: 220 x 110 mm
Paper stock: Conqueror smooth, Diamond White, envelop
Note: Shown %50 of actual size All dimensions shown are in millimeters

Stationery

DL Envelope



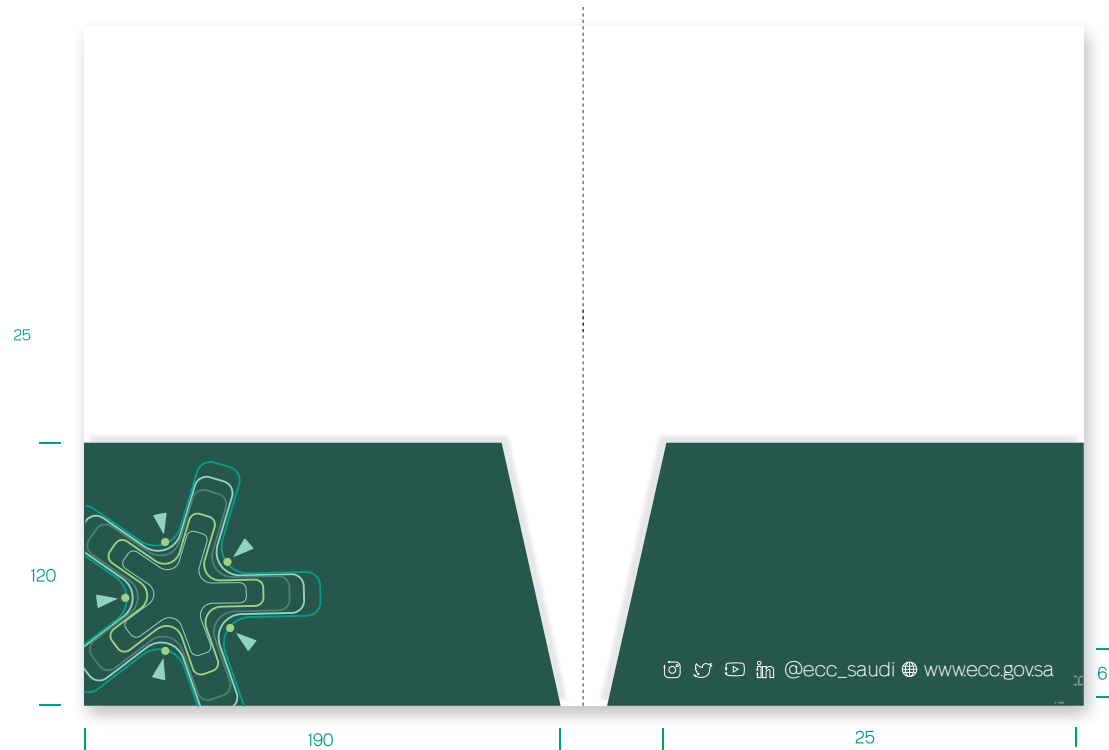
Document dimensions: 220 x 110 mm
Paper stock: Conqueror smooth, Diamond White, envelop
Note: Shown %50 of actual size All dimensions shown are in millimeters

Stationery Folder Cover



Document dimensions: 455 x 310 mm
Note: Shown %25 of actual size All dimensions shown are in millimeters

Stationery Folder



Document dimensions: 455 x 310 mm

Note: Shown %25 of actual size All dimensions shown are in millimeters

Stationery

A4 Envelope 7.08 A3 Envelope



Document dimensions: 279 x 420 mm
Paper stock: Conqueror smooth, Diamond White, envelop
Note: Shown %50 of actual size All dimensions shown are in millimeters

Stationery

A4 Envelope 7.08 A3 Envelope



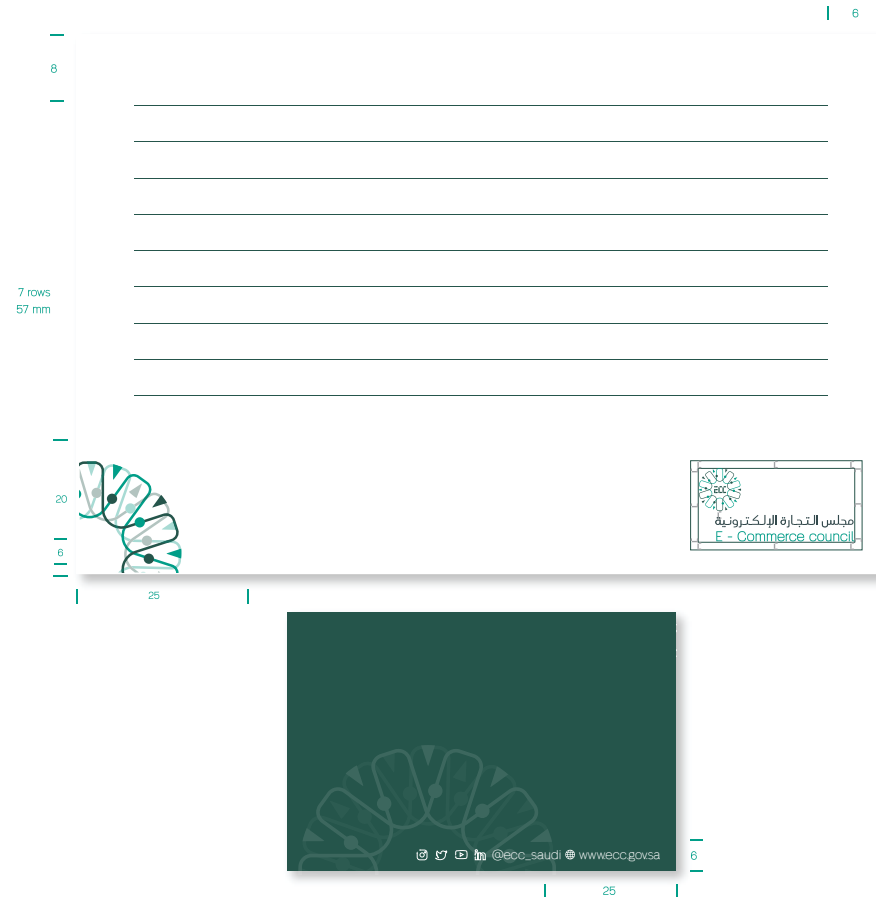
Document dimensions: 279 x 420 mm

Paper stock: Conqueror smooth, Diamond White, envelop

Note: Shown %50 of actual size All dimensions shown are in millimeters

Stationery

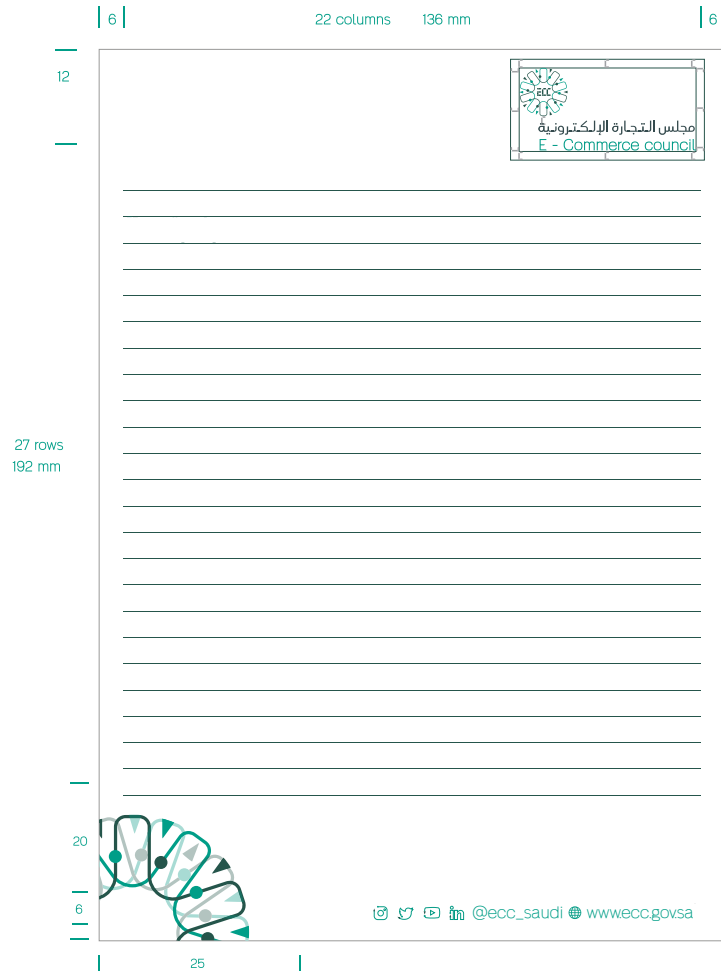
Note cards



Document dimensions: 148 x 105 mm
Paper stock: Conqueror smooth, Diamond White, 100 gsm
Note: Shown %100 of actual size All dimensions shown are in millimeters

Stationery

Note pads



Document dimensions: A148 5 x 210 mm

Paper stock: Conqueror smooth, Diamond White, 100 gsm

Note: Shown %50 of actual size All dimensions shown are in millimeters

Stationery

Compliments slip



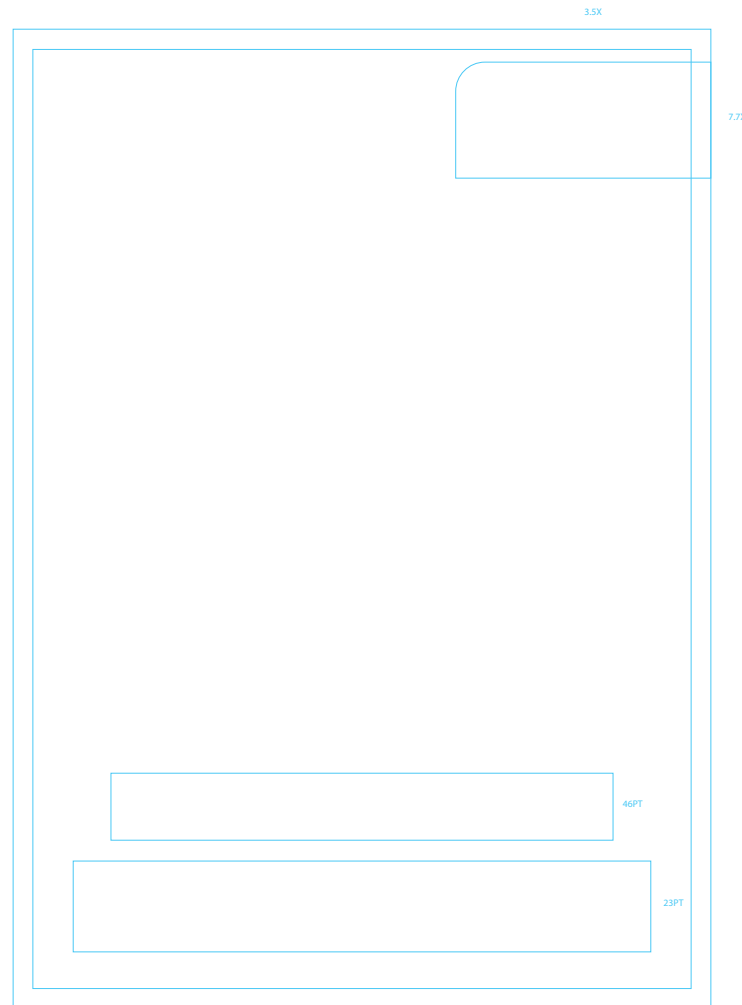
Document dimensions: 455 x 310 mm
Note: Shown %25 of actual size All dimensions shown are in millimeters

03

Communications

Our Communications

Full Art Grid A4



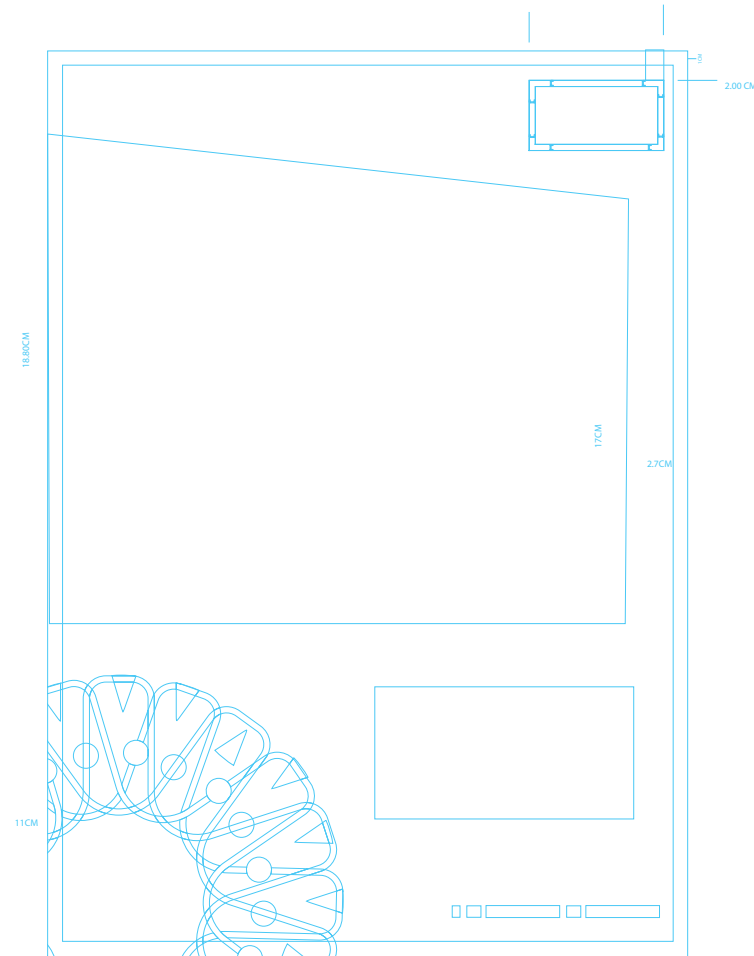
The grid system demonstrated on this page is of an A4 vertical. full art poster. The page is divided columns across separated by gutter space, The grid structure must be implemented in all adversing material and be scaled accordingly, The grid is always determined within the margin, not the page.

Our Communications Full Art Grid A4



The grid system demonstrated on this page is of an A4 vertical. full art poster. The page is divided columns across separated by gutter space, The grid structure must be implemented in all advertising material and be scaled accordingly, The grid is always determined within the margin, not the page.

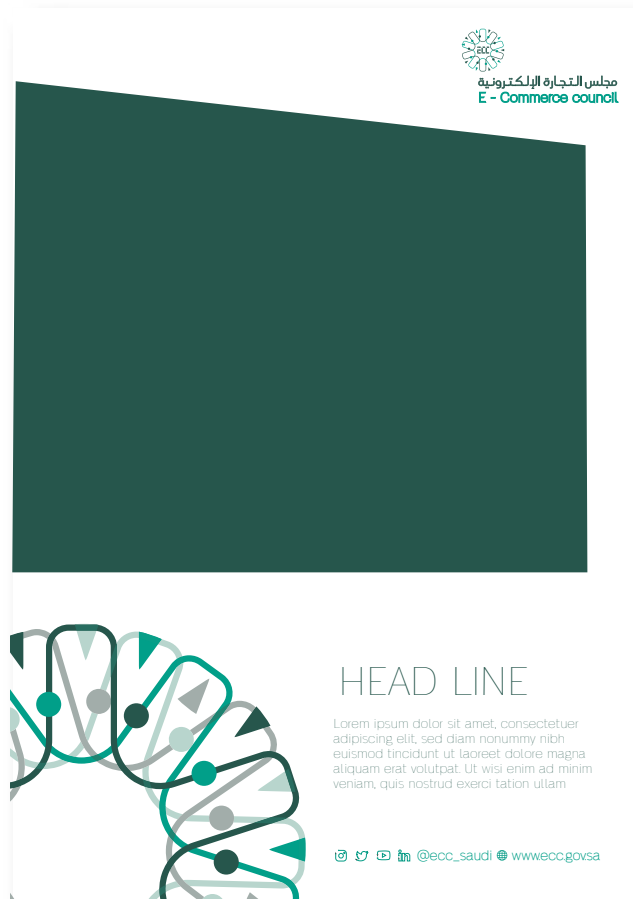
Our Communications Grid A4



The grid system demonstrated on this page is of an A4 vertical. The page is divided columns across separated by gutter space, The grid structure must be implemented in all advertising material and be scaled accordingly, The grid is always determined within the margin, not the page.

Our Communications

A4 Advertising White



Document dimensions: A4 297 x 210 mm

Our Communications

A4 Advertising White



Document dimensions: A4 297 x 210 mm

Our Communications

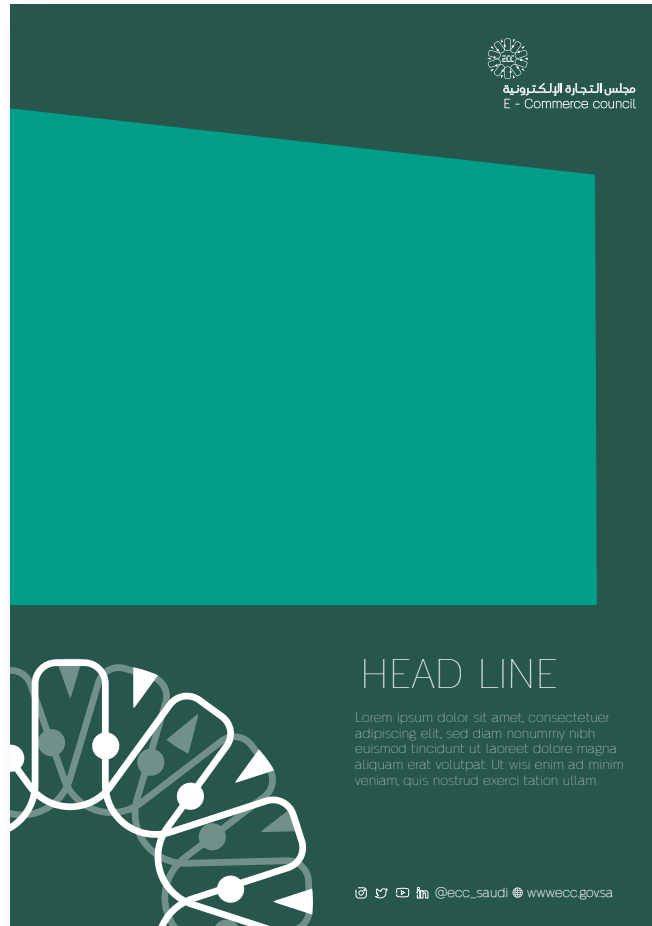
A4 Advertising White



Document dimensions: A4 297 x 210 mm

Our Communications

A4 Advertising Gradient



Document dimensions: A4 297 x 210 mm

Our Communications

A4 Advertising Gradient



Document dimensions: A4 297 x 210 mm

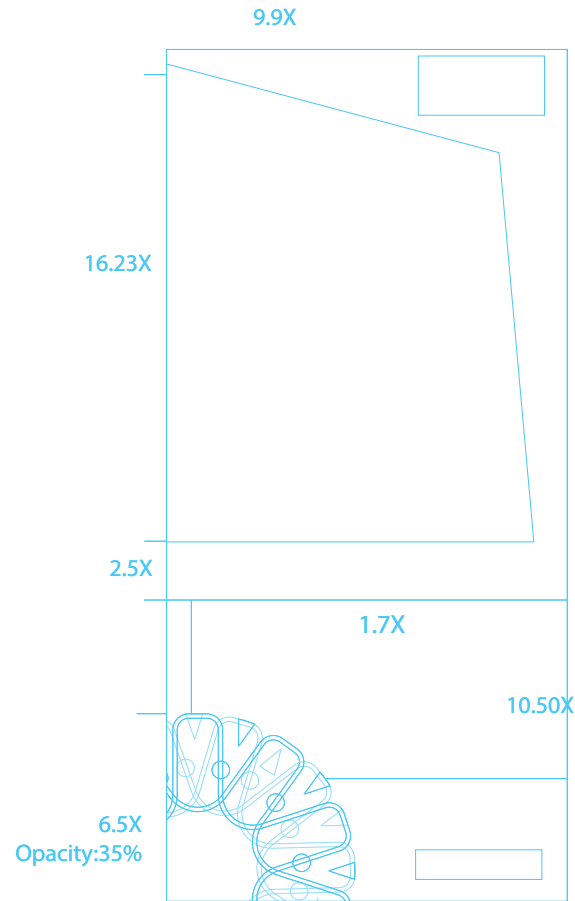
Our Communications

A4 Advertising Gradient



Document dimensions: A4 297 x 210 mm

Our Communications Grid Flyer



The grid system demonstrated on this page is vertical, Scale is applied multiplied to the whole design measurement, the grid structure must be implemented in all advertising material and be scaled accordingly. The grid is always determined within the margin, not the page.

Our Communications

Flyer gradient



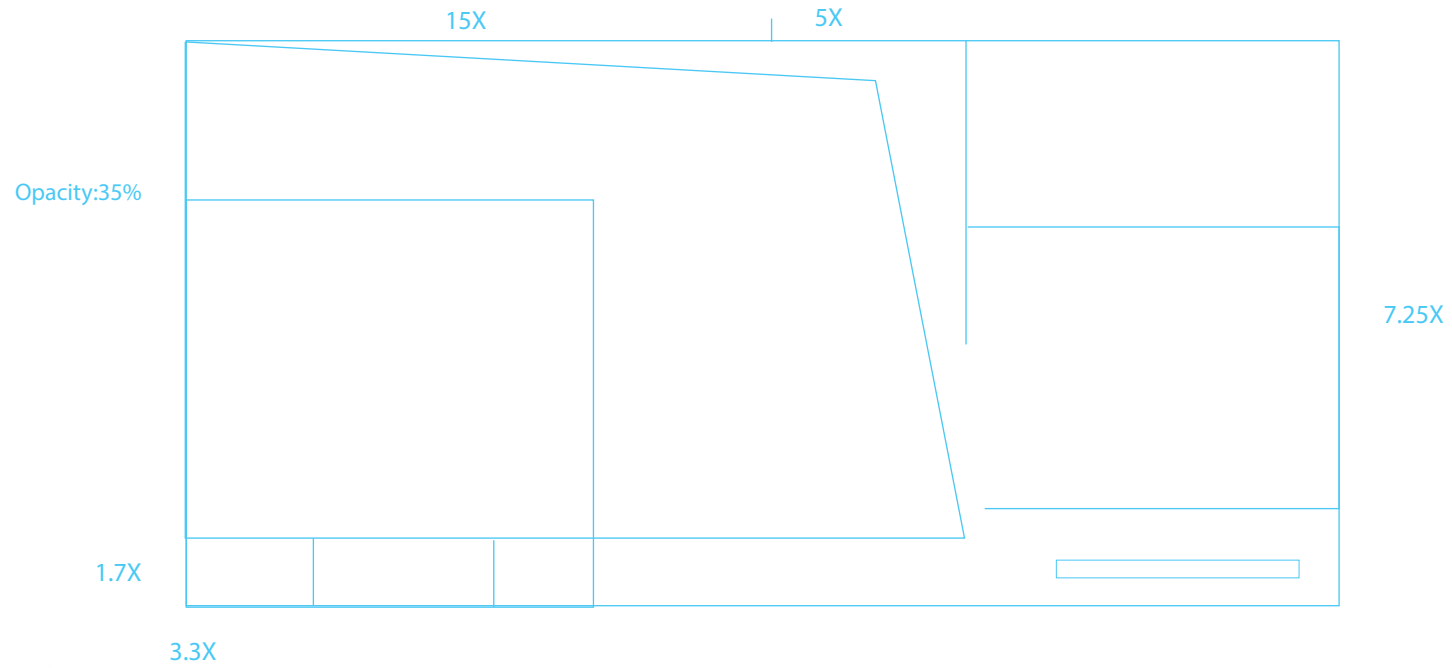
The yer grid applies when redesigning this artwork.

Our Communications

Flyer gradient



Our Communications Grid Billboard



Our Communications White Billboard




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**USE YOUR
HEADLINE USE
YOUR HEAD-
LINE**

 @ecc_saudi  www.ecc.govsa

Advertisement White Billboard

Our Communications
White Billboard



Our Communications White Billboard



مجلس التجارة الإلكترونية
E - Commerce council

USE YOUR
HEADLINE USE
YOUR HEAD-
LINE

📷 📺 📺 📺 @ecc_saudi 🌐 wwwecc.govsa

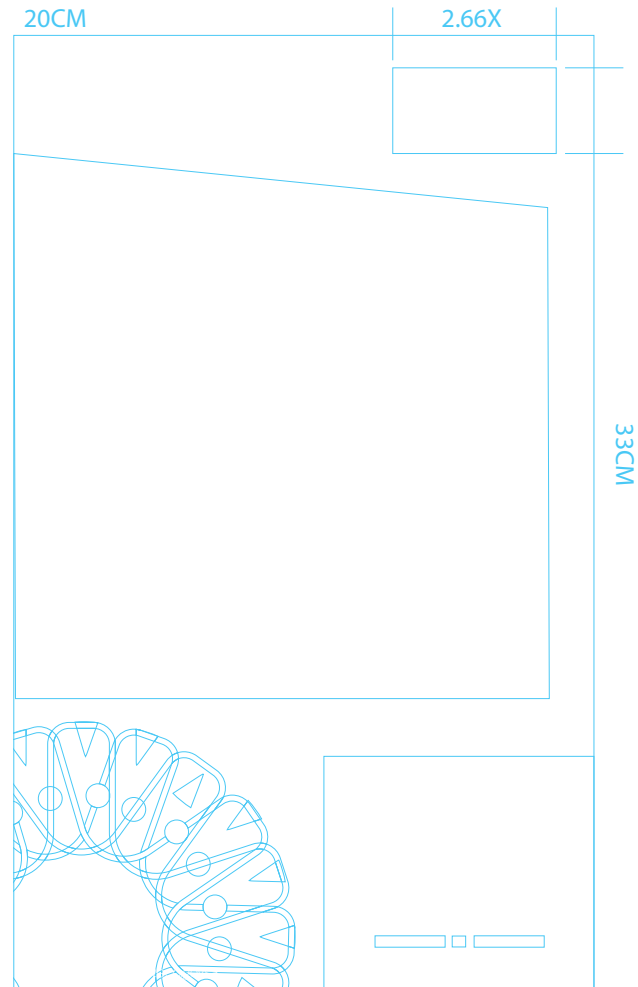
Advertisement Colored Billboard

Our Communications

White Billboard



Our Communications Newspaper Adv



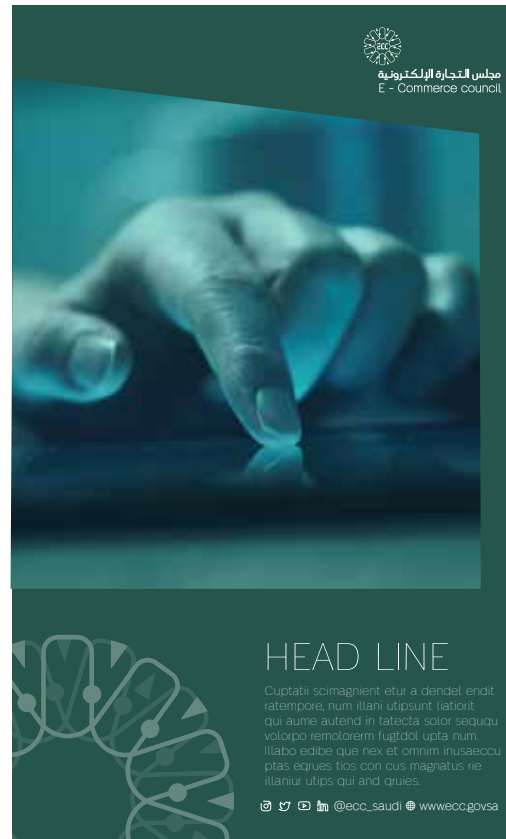
The grid system demonstrated on this page is of a Newspaper advertisement, it demonstrated on this page is of an A4 vertical page, it is divided columns across separated by gutter space, The grid structure must be implemented in all advertising material and be scaled accordingly, The grid is always determined within the margin, not the page.

Our Communications Newspaper Adv



The grid system demonstrated on this page is of a Newspaper advertisement.

Our Communications Newspaper Adv

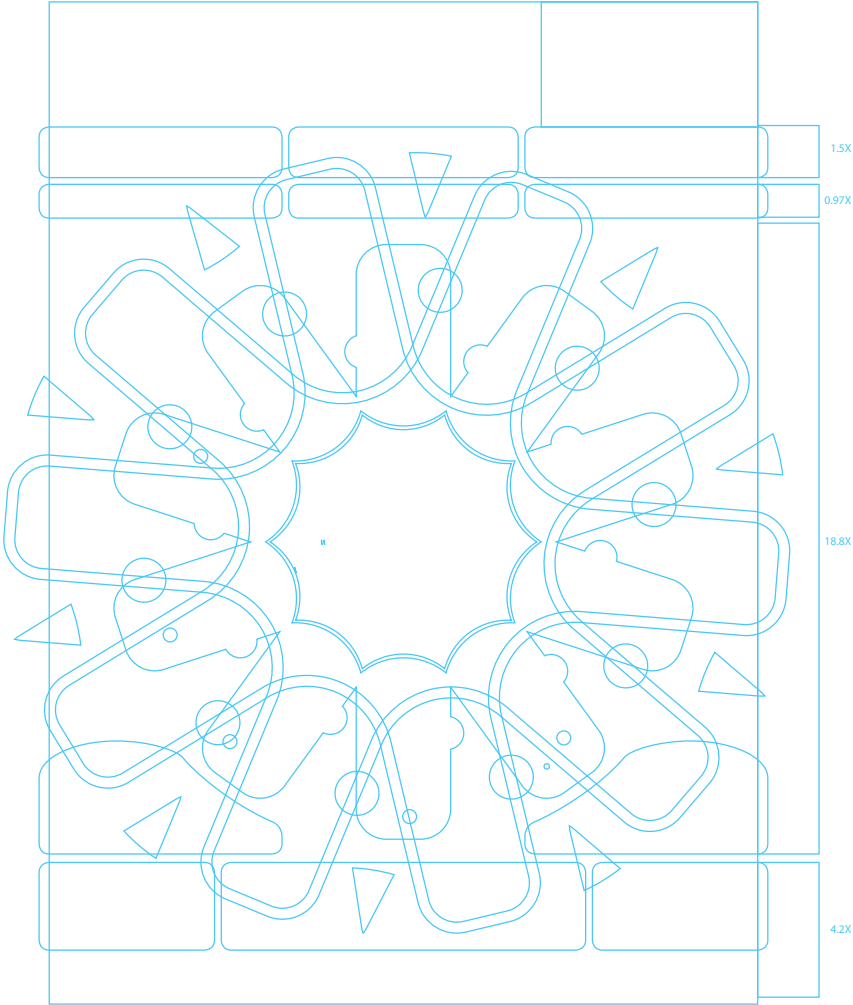


The grid system demonstrated on this page is of a Newspaper advertisment.



Our Communications

Infographic Grid



Infographics are based on visual representations. it will give our infographic a clean look, also it will make it eye-catching to our audience with the vibes of our branding.

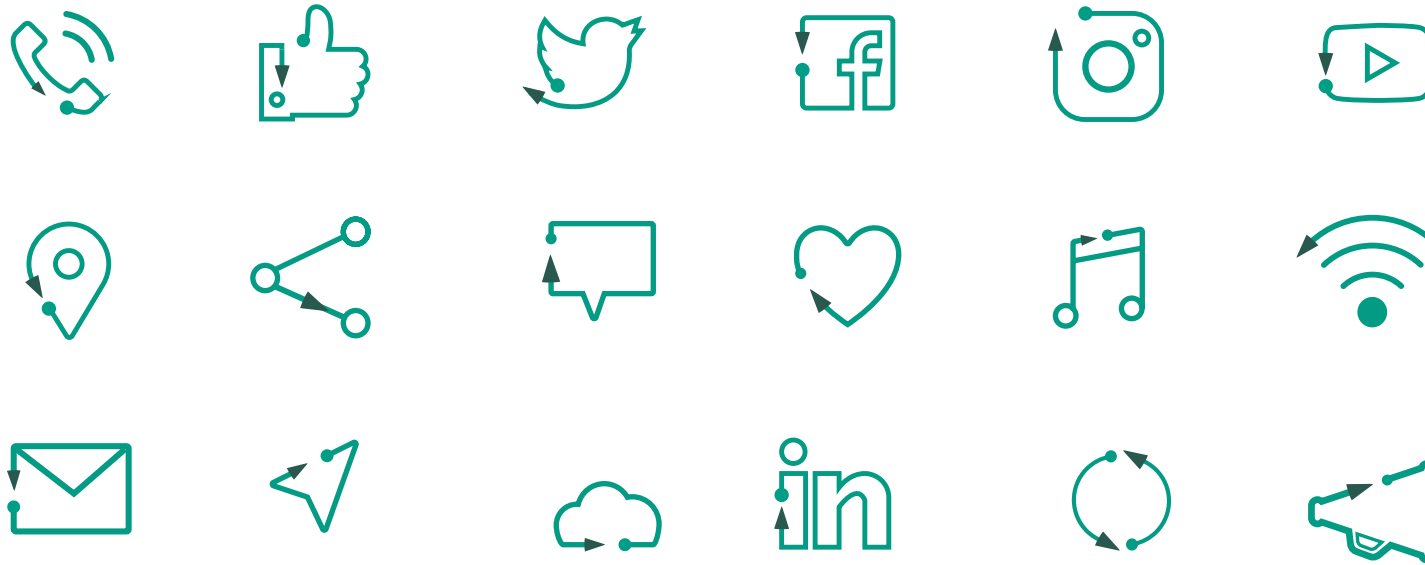
Our Communications Infographic Grid



Colour is a key part to divide the messages in the infographic, our icons should always be used

Our Communications

Portrait with icons

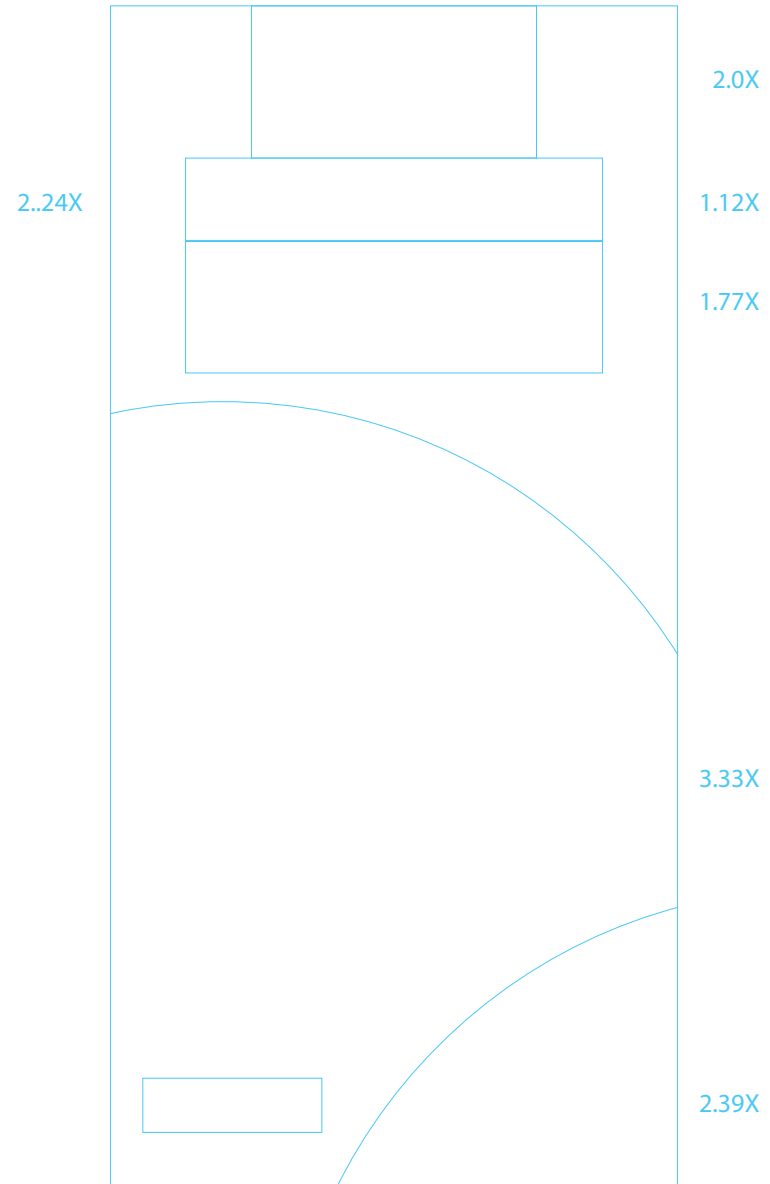


Using these icons is a must, making our visuals look more engaging, designed a themed group of icons to capture instant attention, Themed icons can quickly draw the eye. leading the users to submitting information, or navigating somewhere immediately upon opening any of our application, our icons will not be missed.

04

ADVERTISING

Advertising Rollup Grid



Advertising Rollup Grid


مجلس التجارة الإلكترونية
E - Commerce council

HEAD LINE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullam

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@ecc_saudi

Advertising Rollup Grid


مجلس التجارة الإلكترونية
E - Commerce council

HEAD LINE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullam

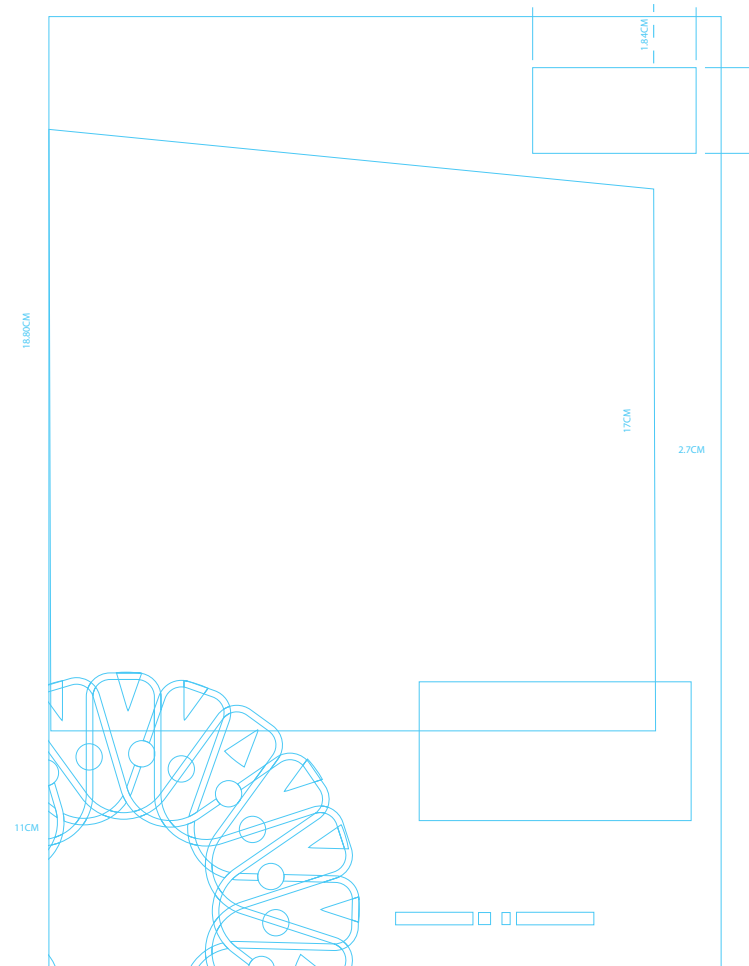


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Advertising Rollup Grid



Advertising Grid A4



The grid system demonstrated on this page is of an A4 vertical sheet. The page is divided into a geometric squares across. The grid structure must be implemented in all advertising material and be scaled accordingly, The grid is always determined within the margin.

Advertising Grid A4



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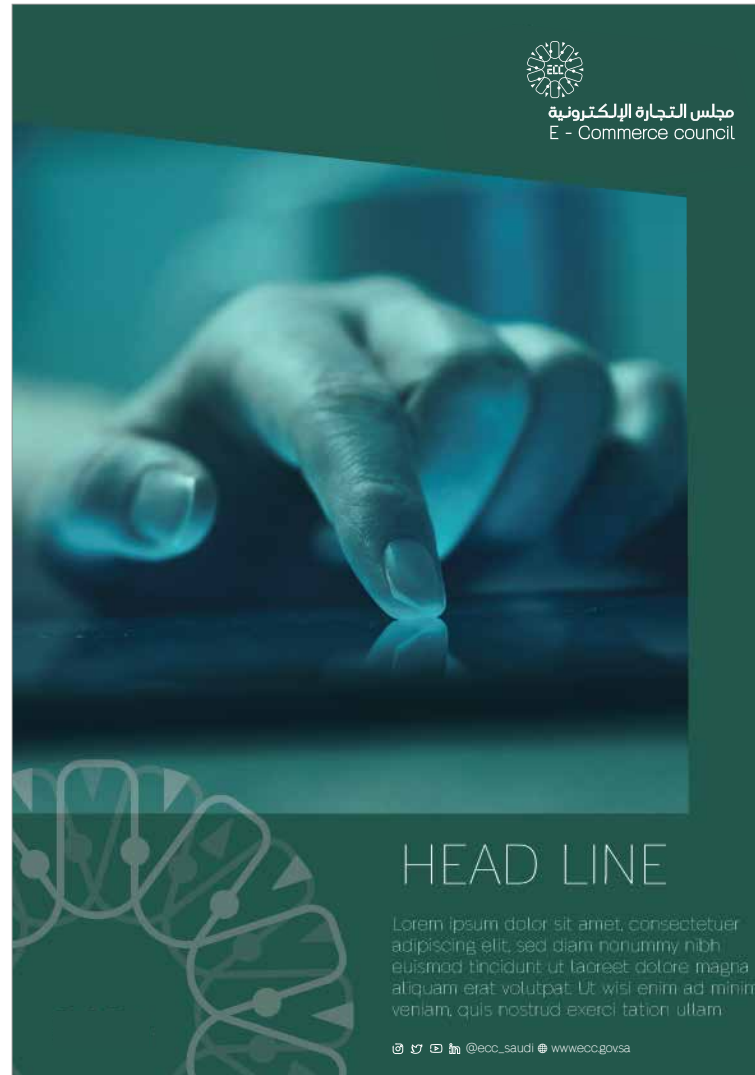
HEAD LINE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullam

@ecc_saudi @ www.eccc.gov.sa



Advertising



The advertisement features a central image of a hand touching a screen, set against a teal background. The hand is positioned in the lower center, with the index finger pointing down. The background is a gradient of teal, with a darker shade at the top and bottom. In the top right corner, there is a circular logo with Arabic text and the English translation 'E - Commerce council'. Below the image, the text 'HEAD LINE' is displayed in a large, white, sans-serif font. Underneath the headline, there is a block of placeholder text in Latin. At the bottom left, there is a decorative graphic of a DNA helix. At the bottom right, there are social media icons and contact information.

مجلس التجارة الإلكترونية
E - Commerce council

HEAD LINE

Lorem ipsum dolor sit amet, consectetur adipiscing elit; sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullam

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Advertising Grid A4



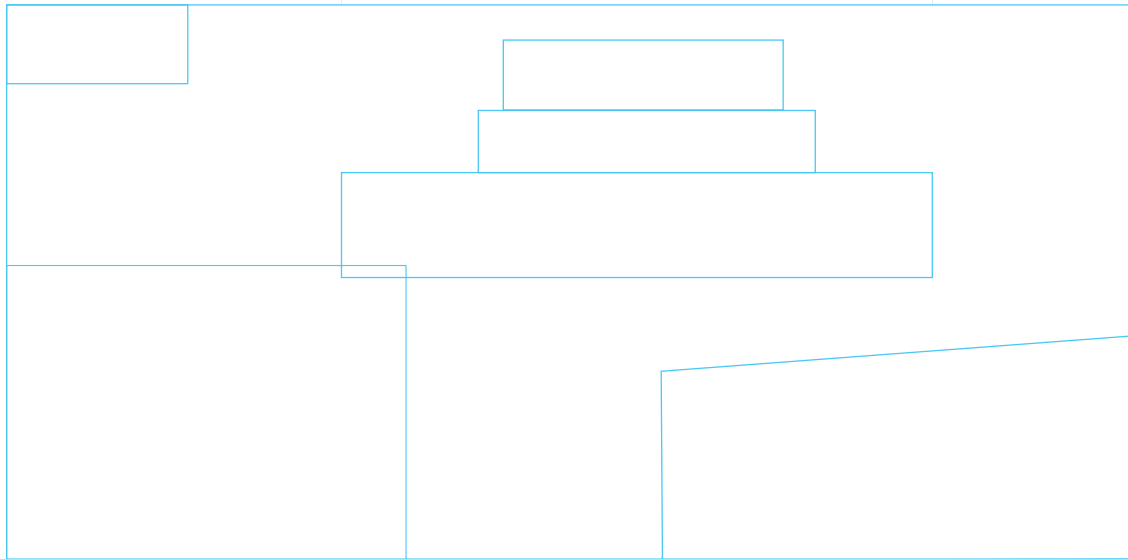
Advertising Backdrop

W-3.5M

Opacity:35%

H-2M
1.5XW

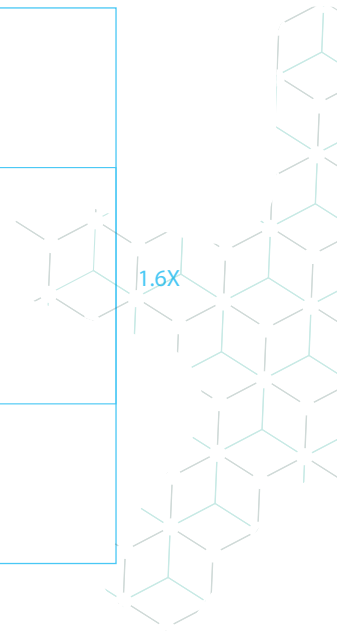
2.2X



3.27X



1.6X



Advertising
Backdrop



Instagram Twitter YouTube LinkedIn @ECC_SAUDI
Globe : www.ecc.gov.sa

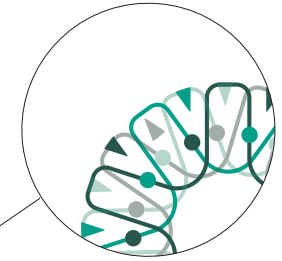
05

Social Media & Website

Social Media Twitter



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Home · About · Search Twitter · Move or post? · Log In

مجلس التجارة الإلكترونية
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Tweets 1,794 · Following 4 · Followers 370K · Likes 63

Follow

مجلس التجارة الإلكترونية

HEAD LINE

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New to Twitter?
Sign up now to get your best personalized tweets!

Sign up

You may also like

- SAMA @SAMA_GOV
- وزارة المالية والذرية @SaudiMones
- وزارة الصحة العامة @SaudiACE
- الهيئة العامة للغذاء والدواء @saccha_gov_sa
- وزارة النقل السعودية @SaudiTransport



Social Media
Instagram



E-Commerce Council
Sponsored



HEAD LINE



20.451 views

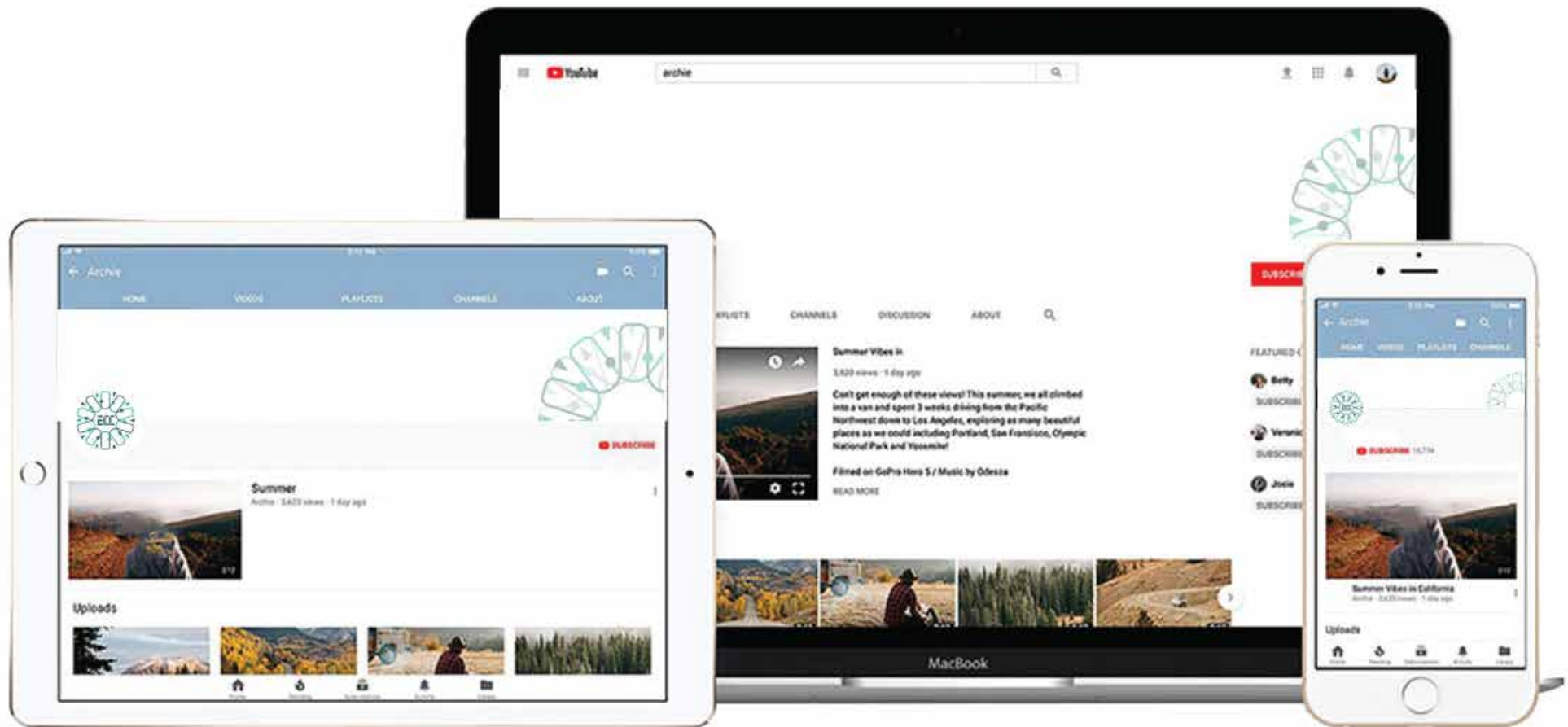
E-Commerce Council

[View all 245 comments](#)

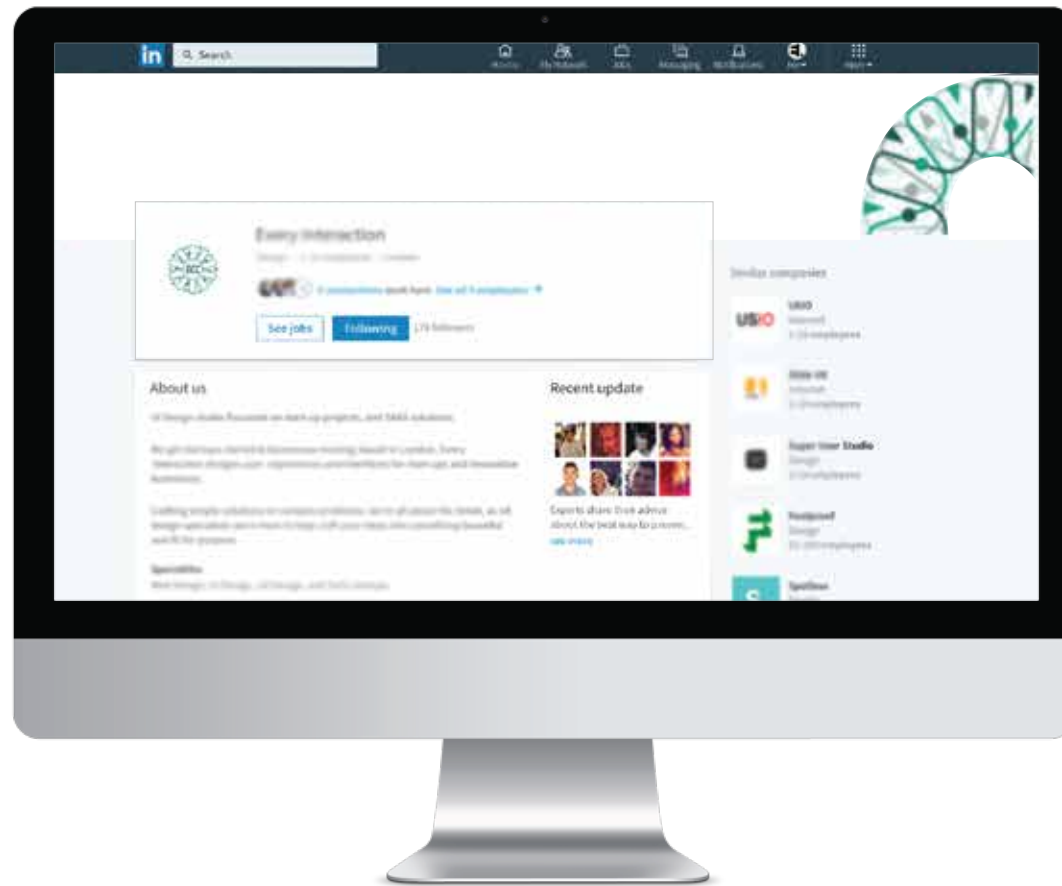
2 DAYS AGO



Social Media Youtube



Social Media LinkedIn



Email Signature



Website Home Page



06

ADMINISTRATION

Administration

Company stamp

إحدى مبادرات



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إحدى مبادرات



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Administration

Company stamp

برعاية



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برعاية



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Administration

Company stamp



Administration

Microsoft PowerPoint Cover

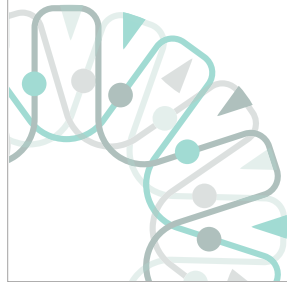


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HEADLINE 44pt

sub headline30pt

cover



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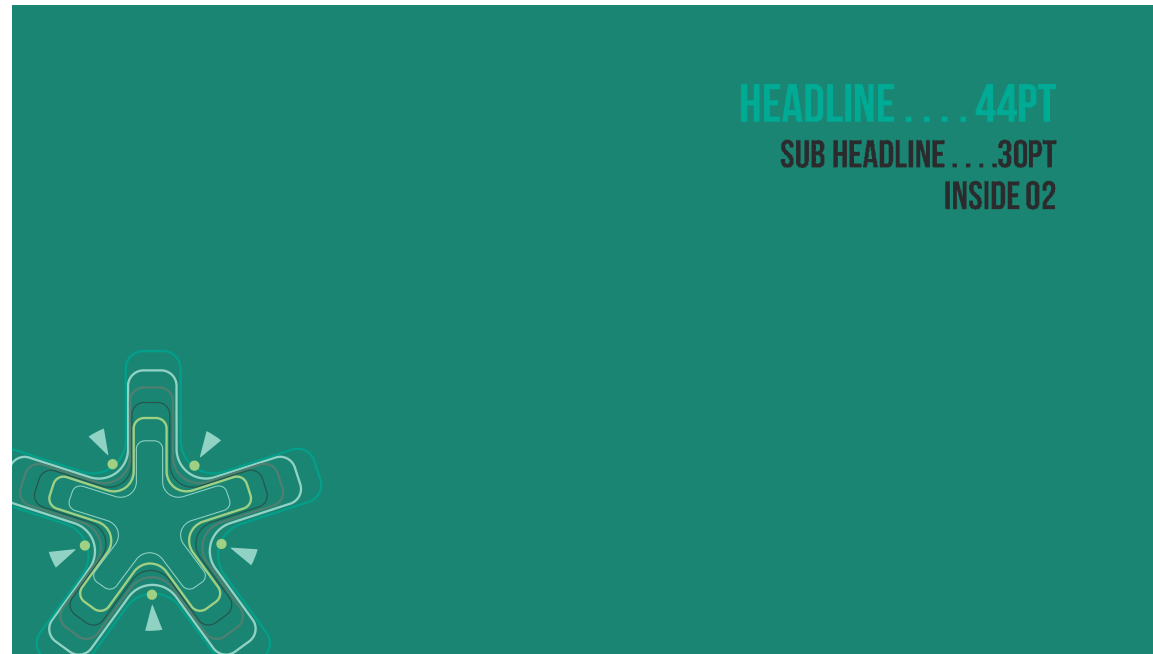
Administration

Microsoft PowerPoint Binder 1



Administration

Microsoft PowerPoint Binder 2



Administration

Microsoft PowerPoint Inside 1



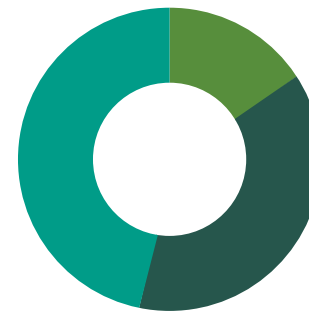
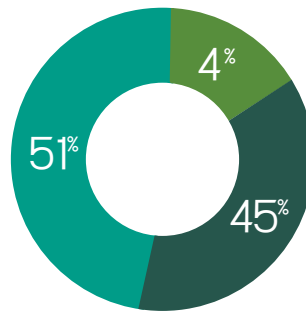
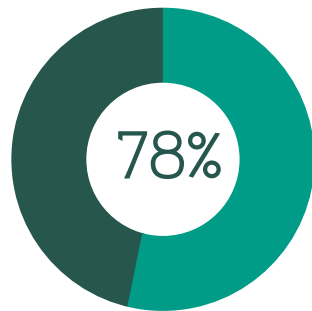
Administration

Microsoft PowerPoint Inside 2



Administration

Microsoft PowerPoint Visual System



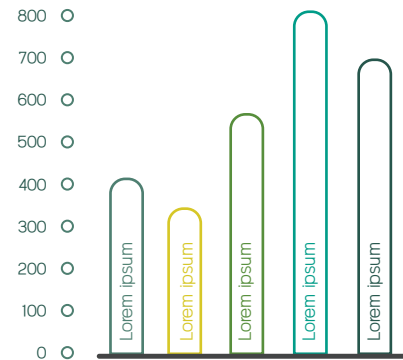
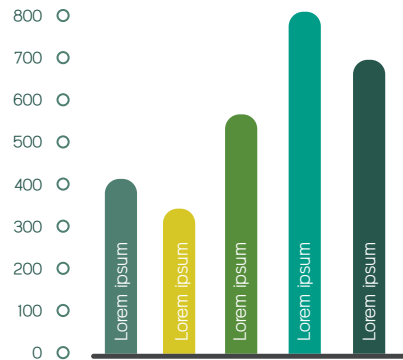
- 51% lorem ipsum
- 45% lorem ipsum
- 04% lorem ipsum

Pie charts use of color communicate different quantities. Note: Examples are shown for illustrative purposes only.

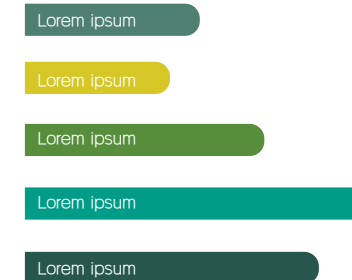


Administration

Microsoft PowerPoint Visual System



Question?

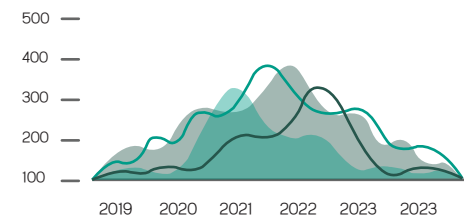
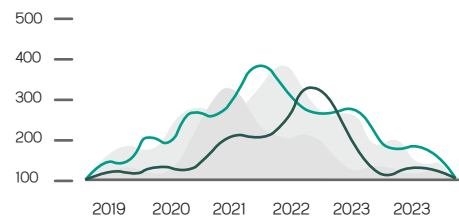
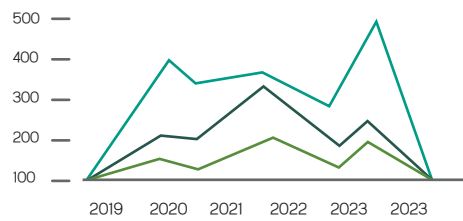


Bar charts is a way to make comparisons.. Note: Examples are shown for illustrative purposes only.



Administration

Microsoft PowerPoint Visual System

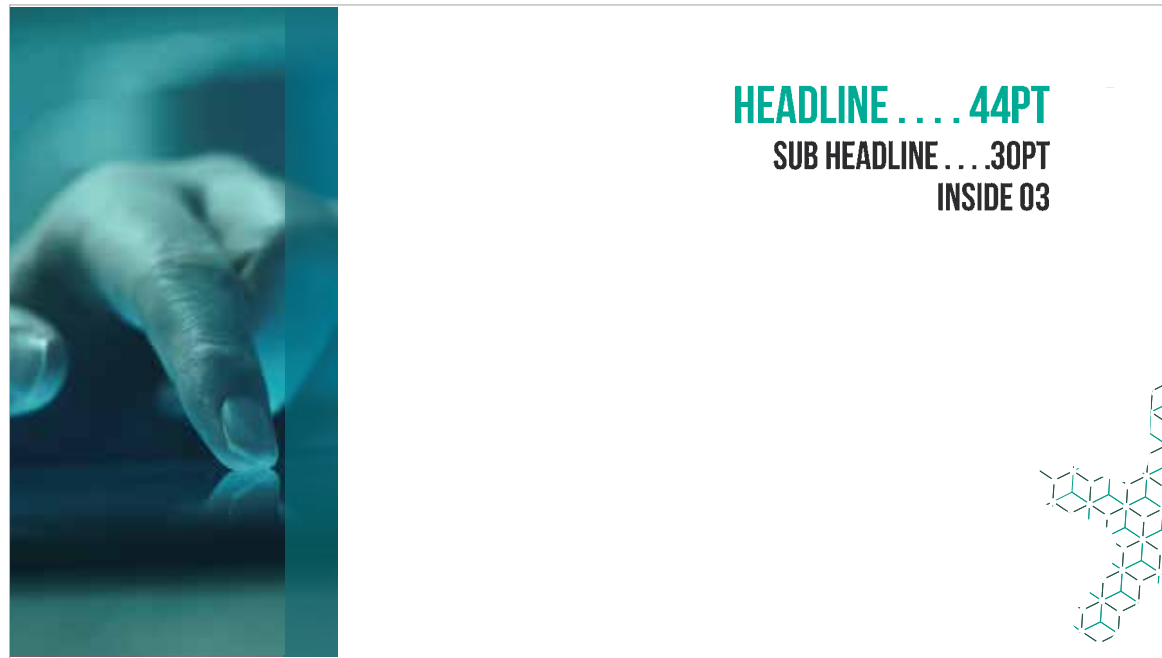


Line charts is used highlight the information that you want to stand out. Note: Examples are shown for illustrative purposes only.



Administration

Microsoft PowerPoint Inside 3

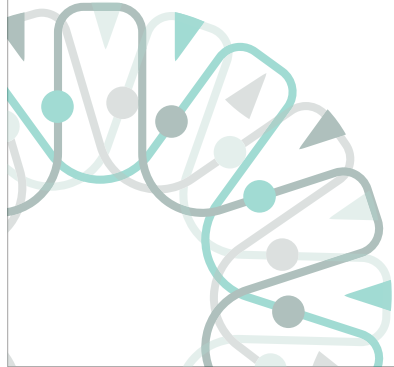


Administration

Microsoft PowerPoint Closing



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HEADLINE 44pt
sub headline30pt
closing slide



THANK YOU