

RIYADH  
KINGDOM OF SAUDI ARABIA  
**EXPO 2030**



World Expo 2030  
Candidate

GUIDELINES | V.01

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# INDEX

## LOGO

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- 4 Primary Logo
- 6 Secondary Logo
- 9 Monochromatic Logo
- 11 Clear Space
- 12 Minimum Sizes
- 13 Miseuse

## BASIC ELEMENTS

---

- 15 Primary Logo Colour Palette
- 16 Secondary Logo Colour Palette
- 17 Typography
- 18 Texture
- 19 Illustration style
- 21 Photographic style
- 23 Tone of voice

## APPLICATIONS

---

- 28 Stationery
- 29 Newsletter
- 30 Web pages
- 31 Shopper
- 32 Tote bag
- 33 Bid book



LOGO | 1.0

## PRIMARY LOGO VERTICAL

The Logo represents a palm tree which is a symbol of life. Each leaf has been designed to describe the soul of the city in a vibrant way with different colours. The primary Logo version is the one with the gradients shown in this page.

The Logo is made of three parts:

- the symbol
- the Logotype
- the city Candidate endorser

The Logo has two lockups, one vertical (shown in this page) and one horizontal (next page).



PRIMARY LOGO HORIZONTAL

The Logo shown in this page is the one using a horizontal lockup. This Logo is usually preferred for digital applications such as websites, banners and other horizontal formats.



## SECONDARY LOGO VERTICAL

The Flat colour version of the Logo is defined “secondary” as it must be used only when printing on special substrate that have limitations in the output (es. Flexo printing)

This version of the Logo must be used when printing technique doesn't allow to have a good result with gradient Logo version.



SECONDARY LOGO HORIZONTAL

The Secondary Logo version with the horizontal lockup.



MONOCHROMATIC VERTICAL

The Monochromatic Logo version must be used when printing in more than one colour is not allowed.

the negative version must be used on coloured backgrounds and pictures only when the contrast is guaranteed.



MONOCHROMATIC HORIZONTAL

The Monochromatic Logo version with the horizontal lockup.



CLEAR SPACE VERTICAL

The Clear space of the Logo is needed to make sure it always has enough room around to stand without interference.

To build the Clear space start measuring the width of the letter H and find X.

Building a rectangle around the Logo, using X as a unit, will define a space around (see the example), no graphic elements or text, should be placed inside that area.



CLEAR SPACE HORIZONTAL

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The minimum size shows the minimum allowed usage of the logo. This is to prevent the logo, or part of it, from being illegible.

The minimum size for the vertical logo is 25mm wide.



In this page some examples what you cant do with the logo:

- A. Do not distort the brand in any way.
- B. Do not vary the proportions of the elements.
- C. Do not change the colors of the logo.
- D. Do not rotate the logo.
- E. Do not alter the lockup of the graphic sign and logotype.
- F. Do not insert graphic elements inside the clear space area.



A



B



C



D



E



F



## BASIC ELEMENTS | 2.0



PRIMARY LOGO COLOUR PALETTE


The primary version of the logo is filled with gradients.


Each palm leaf tell us something about the city and its main aspects such as NATURE, ARCHITECTURE, TECHNOLOGY, TRADITION, SCIENCE and ART.


Each subject has its own gradient. All gradients are made of 2 colours, a darker and a lighter one.


NATURE

  
  
NATURE COL 1

  
NATURE COL 2


  
NATURE COL 1

  
NATURE COL 1  
CMYK 90 31 97 22  
RGB 0 108 53  
#006C35


  
NATURE COL 2  
CMYK 68 0 62 0  
RGB 79 180 128  
#4FB480


ART

  
  
ART COL 1



  
ART COL 2

  
ART COL 1

  
ART COL 1  
CMYK 0 32 93 0  
RGB 250 183 18  
#FAB712


  
ART COL 2  
CMYK 0 5 65 0  
RGB 255 235 114  
#FFEE9Bv

SCIENCE

  
  
SCIENCE COL 1



  
SCIENCE COL 2


  
SCIENCE COL 1


  
SCIENCE COL 1  
CMYK 75 0 45 0  
RGB 8 176 160  
#08B0A0


  
SCIENCE COL 2  
CMYK 50 0 37 0  
RGB 139 202 179  
#8BCAB3


ARCHITECTURE

  
  
ARCHITECTURE COL 1



  
ARCHITECTURE COL 2


  
ARCHITECTURE COL 1


  
ARCHITECTURE COL 1  
CMYK 80 35 10 0  
RGB 30 135 189  
#1E87BD


  
ARCHITECTURE COL 2  
CMYK 50 0 0 0  
RGB 79 180 128  
#4FB480


TECHNOLOGY

  
  
TECHNOLOGY COL 1



  
TECHNOLOGY COL 2


  
TECHNOLOGY COL 1


  
TECHNOLOGY COL 1  
CMYK 88 100 20 10  
RGB 71 38 108  
#47266C


  
TECHNOLOGY COL 2  
CMYK 50 69 7 0  
RGB 149 98 158  
#95629E


TRADITION

  
  
TRADITION COL 1

  
TRADITION COL 2

  
TRADITION COL 1

  
TRADITION COL 1  
CMYK 0 84 95 0  
RGB 232 67 27  
#E8431B

  
TRADITION COL 2  
CMYK 0 55 93 0  
RGB 241 136 29  
#F1881D

SECONDARY LOGO COLOUR PALETTE

This selection of colours must be used when the substrate we are printing on or the low printing quality don't allow the use of the primary logo colour palette.

NATURE



CMYK 91 0 100 0  
RGB 0 153 67  
Use as reference Pantone® 355 C

ART



CMYK 0 19 89 0  
RGB 255 204 63  
Use as reference Pantone® 123 C

SCIENCE



CMYK 50 0 31 0  
RGB 135 202 191  
Use as reference Pantone® 338 C

ARCHITECTURE



CMYK 74 23 0 0  
RGB 0 158 213  
Use as reference Pantone® 2191 C

TECHNOLOGY



CMYK 66 92 0 0  
RGB 119 58 135  
Use as reference Pantone® 2593 C

TRADITION



CMYK 0 70 100 0  
RGB 240 103 36  
Use as reference Pantone® 165 C

RIYADH EXPO2030 primary font is Gotham.

Gotham Font must be used in 2 weights: BOOK and **BOLD**, other weights shouldn't be used.

In case of arabic alphabet usage the font to be use is Aktiv Grotesk Arabic in regular weight.

FONT / WESTERN

Gotham Book

The Era Of Change.  
Together for a Foresighted Tomorrow.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#%&?()

Gotham Bold

The Era Of Change.  
Together for a Foresighted Tomorrow.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#%&?()

FONT / ARABIC

Aktiv Grotesk Arabic

رظنل اديعب دغ لجأ نم أعم رييغت لارصع

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

TEXTURE

Texture representing each palm leaf can be used as an element of look & feel.

Whenever the content is about one subject between the 6, accordingly should be used as a texture.

An example is the newsletter where we can swop textures on the margins to focus on the subject.

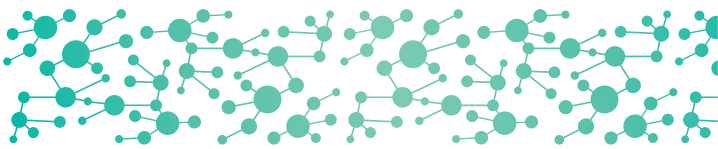
NATURE



ART



SCIENCE



ARCHITECTURE



TECHNOLOGY



TRADITION



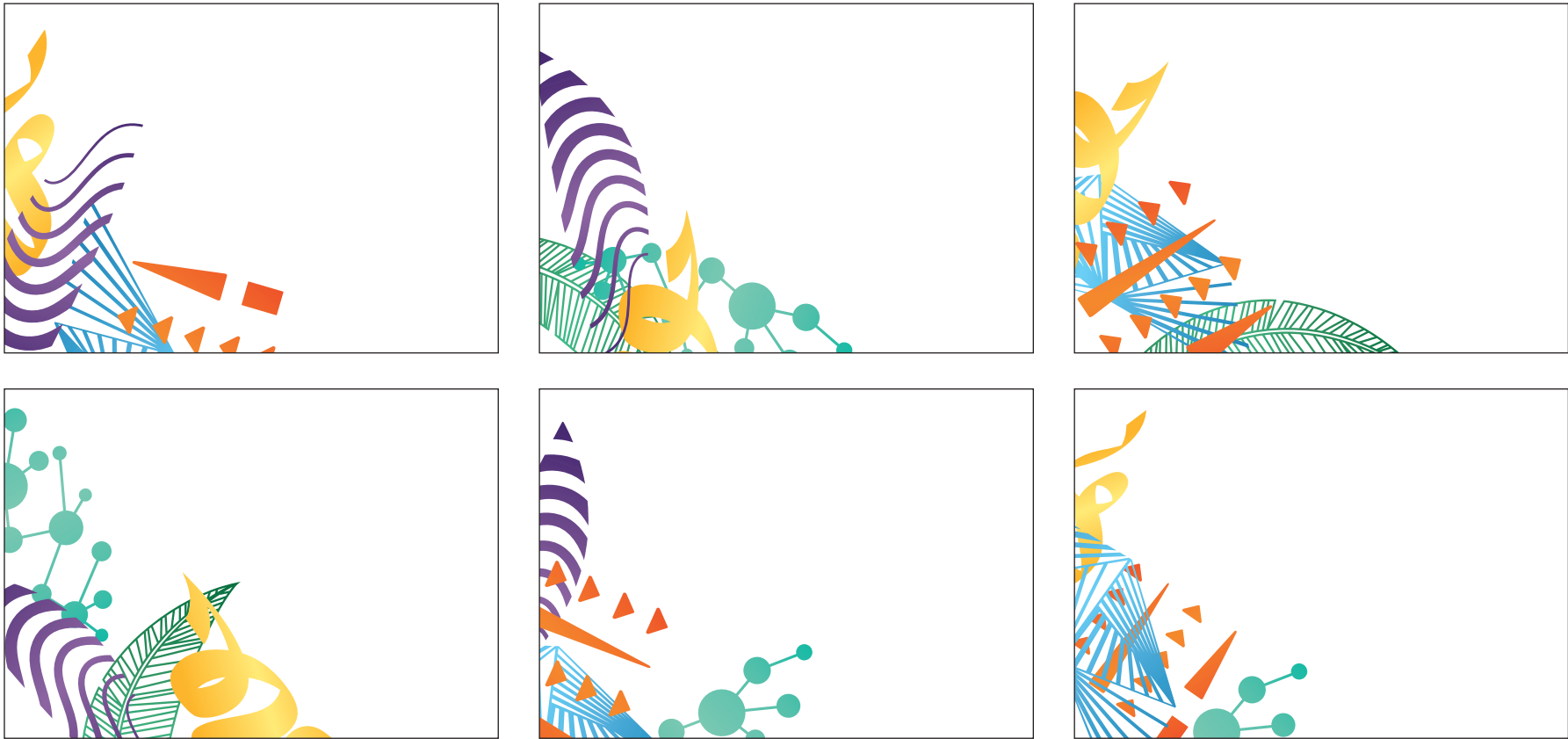
## ILLUSTRATION STYLE

Using the palm leaf of the Logo we create a composition that gives us the opportunity to have an illustration that can be applied to the layouts as an important asset (see examples in the next page).



ILLUSTRATION STYLE APPLICATION

(see examples)



PHOTOGRAPHIC STYLE

When selecting an image there are some rules to be followed.  
When choosing an image with people the picture should match a list of keywords:  
SOCIAL, SPONTANEOUS, HEROIC, MODERN, CONTEMPORARY, STYLISH.  
  
(represented images for internal use only)



PHOTOGRAPHIC STYLE

When choosing an image of a landscape or a building the picture should match other keywords such as: DYNAMISM, PERSPECTIVE, BRIGHTNESS, MODERNITY, ELEGANCE.

(represented images for internal use only)



TONE OF VOICE

How we talk

The voice of all citizens

The theme of Expo 2030 Riyadh “The Era Of Change: Together for a foresighted tomorrow.” is all about the great citizens of the World, and their potential. We communicate this with a verbal identity that’s built around the power of the people. Always using bold, expressive writing and inspiring messaging.

Be engaging with functional

We can’t always be super bold and exciting. Sometimes we have to be more functional – but that doesn’t mean we have to be boring. The power of our voice comes from its ability to flex and stretch. Being engaging with functional means adding our unique attitude into every little touchpoint, especially the things that can normally be a little ordinary. Here’s some rules and examples of how we talk.

Change is what you make of it

We’re an open platform that lets people collaborate to make a positive change and walk towards a foresighted tomorrow as a collective. We celebrate this with engaging, inclusive language that comes together and raises our voice as one.

## TONE OF VOICE

---

**How we talk**

1. Use concrete rather than vague language.

We are reliable, concrete people, so let's speak clearly and matter-of-factly.

**NO:** "The weather was of an extreme nature recently."

**YES:** "We had unusually cold weather last week."

2. Use the active voice.

Generally, try to use the active voice whenever possible. Passive voice sentences often use more words, can be vague, and can lead to a tangle of prepositional phrases.

**NO:** "The change can be made by us."

**YES:** "We can make the change."

3. Use the first-person plural: "we" and "us".

We speak as a community of people getting together for a foresighted tomorrow.

**NO:** "Riyadh wants to make an impact."

**YES:** "We want to make an impact."

4. Be welcoming and engaging.

Our communication aims to engage people of all ages, all walks of life, all backgrounds, and all abilities: leaders, organizations, families, sports people, the future generation. We welcome and engage them by using an inclusive, vibrant, and informal language.

**NO:** "We kindly invite you to participate to Expo 2030."

**YES:** "Join Expo 2030 and take part in the Era of Change."

5. To avoid confusion (and pompousness).

Don't use two negatives to make a positive.

**NO:** "We are not unwilling to help."

**YES:** "We are willing to help."

6. Don't use slang.

There's nothing worse than a brand trying to be cool so don't use slang; it can also date writing instantly. We can use colloquialisms but be careful; it can come across as patronising or just plain weird.

**NO:** "Hey, man! Check out what's next for Riyadh 2030."

**YES:** "Riyadh 2030. The best is yet to come."

## TONE OF VOICE

---

**How we talk**

## 6. Don't use slang.

There's nothing worse than a brand trying to be cool so don't use slang; it can also date writing instantly. We can use colloquialisms but be careful; it can come across as patronising or just plain weird.

**NO:** "Hey, man! Check out what's next for Riyadh 2030."

**YES:** "Riyadh 2030. The best is yet to come."

## 7. English and beyond.

We talk to the World community in English, but when we're writing for specific locations we use their language, spelling, and grammar. If you're unsure about which rules that place follows, do your research.

## 8. Using punctuation.

We play with language, but we don't break the rules. For instance, we don't use multiple exclamation marks at one time – it makes us sound shouty.

**NO:** "Welcome to Riyadh: candidate city of Expo 2030!!!"

**YES:** "Welcome to Riyadh, candidate city of Expo 2030."

## 9. Hashtags.

Hashtags are a great place to be engaging and bold. When we use them, we should always start new hashtags and never follow the ones that's already trending.

**NO:** "Welcome to Riyadh, candidate city of Expo 2030."  
#expo #events #future

**YES:** "Welcome to Riyadh, candidate city of Expo 2030."  
#eraofchange #expo2030

## 10. How to emoji.

Feel free to use emojis but don't overdo it.

Pay attention to the world around you – if everyone is using a certain emoji, then find your own or don't use them at all.

**NO:** "Let's move together towards a foresighted future. 😄"

**YES:** "Let's move together towards a foresighted future. 🌍"

TONE OF VOICE


How we talk

| WE USE        | INSTEAD OF           |
|---------------|----------------------|
| People        | Leaders              |
| Community     | Stakeholders         |
| Growth        | Business Development |
| Ideas         | Opinions             |
| Inclusive     | Exclusive            |
| Game-changers | Trendsetters         |
| Commitment    | Hope                 |
| Plan          | Vision               |



STATIONERY






### Title goes here

22 November, 2025

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 ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.



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### Architecture Issue

22 November, 2025



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