Riyadh Summit

Narrative
Logo Theme

Woven by the skilled hands of women, young and old, Sadu patterns emerge. As they once adorned the delicate walls of tents, their primary colors and shapes denote the power of identity and the warmth of community. The colors draw inspiration from the surrounding nature. The shapes are connected to the landscape yet tamed by the hands of the women as our forefathers tamed their geography. All are combined to form the fabric of Saudi Arabia—a symbol of hospitality and warmth.

Longing for transformation, Saudis are ready for inspiration. The threads of the Kingdom’s new Vision 2030 weaves history into future. Each thread is a voice in a vibrant society, a success in an ambitious nation, and a force in a thriving economy, evoking the untapped potential of the Kingdom.

Taken together, a unity of history and vision inspired the logo mark for the G20 summit in its thirteenth iteration. The logo makes visible the Kingdom’s perspective in realizing the opportunities of the twenty first century for all. In projecting a traditional art form, the logo mirrors the aims of the summit: to empower people, safeguard the planet, and shape new frontiers.

“The colors draw their inspiration from the surrounding nature”
Logo Inspiration
Inspired by Saudi designer

In the outskirts of Riyadh, 25 of the most exceptionally talented Saudi men and women gathered to design and craft options for the G20 Saudi Arabia 2020 logo. A variety of options, building on different insights, were presented, each seeking the honor of representing the potential identity of the G20.

Mohammad Alhawas, a young Saudi graphic designer, developed the selected G20 logo. He managed to bring to life the unique Saudi spirit and leadership that the Kingdom will bring to the summit and showcase to the world.

He built his logo on the sharp insight of a unity that defines Saudis: modern, yet rooted in culture and tradition. It is a unity that inspired the logo for the G20 summit, tracing a linear path that twines to reveal unique forces that drive Saudi Arabia, past and present, looking to the future. These forces are exemplified by the Kingdom’s Vision 2030: an unprecedented transformational plan for the country.
Logo Usage

The G20 brand is a duality of exterior and interior; past and present; traditional and modern; static and dynamic. The Sadu pattern represents the first part of this unity—traditional and static—in a heritage pattern woven by women to make tents, rugs, and bags. The second part of the unity—modern and dynamic—is expressed in the thread pattern, a graphical representation of the inner workings of our transformation in realizing Vision 2030.

Sadu patterns are representations of values, history, and community: strong and stable themes. Simultaneously, the threads are agile, dynamic, and continuously moving. Sadu is always at the forefront, the face of the brand, while the threads are in the background, showing the inner workings.

The logo lockup is the primary signature of the brand; it is primarily used to authenticate messages, visuals, and partners. The thread motif is meant to be shown animated, if possible. The repetitive line indicates motion tracking when static.

One application of the thread motif will be on images to give it dynamism and, at the same time, enhance the identity’s connection with the brand. It will be ideal if all the images are overlaid with a dynamic, animated, thread motif.
The sadu pattern is uplifted for the Summit with minimalist symbolism. The new logo includes a golden edge that is inspired from ceremonial occasions and the Bisht worn for celebrations. The background is taken from the reverse of our G20 logo representing the future of the Saudi spirit. The minimal typographic treatment is modern and contrasts with the accent (of the 'A') that acknowledges the sadu – used as a traditional symbol into our communication.

We used an accent inspired from the Sadu pattern to be embedded for simplicity.
Riyadh Summit
Logo
G20 Logo
G20 Saudi Arabia
G20 Logo

Riyadh Summit - Letter “A” Accent

We added the Riyadh Summit to amplify awareness of the event whenever the logo is used.
G20 Logo + Date

The date is added on all communication layouts, however on the branded materials and collaterals the logo will stand alone without the date.
To maximize legibility on outdoor and horizontal media placements.
The Logo mark and Logotype together comprise the G20 Saudi Arabia 2020 Logo. The complete logo should be used in all cases.
To preserve the integrity of the logo, always maintain adequate clear space around it. This ensures the logo will be seen uncluttered by other elements.
G20 Logo

Incorrect Use

1. Do not alter the proportions and the components
2. Do not distort the logo
3. Do not add shadow or effect filters
4. Do not change logo colors in any way
5. Do not use a background image
6. Do not use dark color background

G20 SAUDI ARABIA 2020 RIYADH SUMMIT
G20 Logo
Background

1. The full color logo with white background
2. The full color logo with light background
3. White logo with black background
4. White logotype with green background
5. White logo with gradient background
6. White logotype with image
**G20 Logo**

**Minimum sizes**

For ease of recognition, a minimum size has been set for the G20 logo in order to assure proper visibility. Any logo usage smaller than 25 mm use the Sadu ribbon only.

The smallest logo to be used when branding some collateral items. i.e. face masks, pens, USB Stick and smaller items.

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### Minimum sizes

- **80 mm**  
  8 cm  
  302.36 v

- **50 mm**  
  5 cm  
  188.97 v

- **25 mm**  
  2.5 cm  
  71 px

- **10 mm**  
  1 cm  
  37.79 px
G20 Logo Variations

Black and White
G20 Logo Variations
Solid Color and Gray

G20
SAUDI ARABIA 2020
RIYADH SUMMIT

G20
SAUDI ARABIA 2020
RIYADH SUMMIT
Riyadh Summit

Color Palette
## Primary Colors for the G20 Logo

The Primary Colors are as important as the Logo.

<table>
<thead>
<tr>
<th>Primary Colors</th>
<th>RGB</th>
<th>CMYK</th>
<th>Pantone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold</td>
<td>44, 40, 80</td>
<td>23, 60, 5</td>
<td>16- 0836 TCX</td>
</tr>
<tr>
<td>Green</td>
<td>0, 115, 85</td>
<td>89, 76, 18</td>
<td>342 C</td>
</tr>
<tr>
<td>Red</td>
<td>189, 35, 39</td>
<td>18, 99, 8</td>
<td>200 C</td>
</tr>
<tr>
<td>Orange</td>
<td>240, 210, 131</td>
<td>6, 57, 0</td>
<td>7403 C</td>
</tr>
<tr>
<td>Black</td>
<td>1, 1, 1</td>
<td>55, 68, 67</td>
<td>2768 C</td>
</tr>
</tbody>
</table>
In addition to the primary colors, we have these gradient that creatives can also use for different communications.

Gradient 1

Gradient 2

Gradient 3
Riyadh Summit

Typeface
G20
Typeface

Montserrat

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890@#$&(!

Almarai

اب ت ث ج ح خ د ذ ر س ش ص ض ط ع غ ف ق ك ل م ن و ي
1234567890@#$&(!
In terms of English font, Montserrat is the primary font to be used across all our communication. For paragraphs, use the regular font, as for headlines use bold.
G20

Typeface

Arabic

In terms of Arabic font, Almarai is the primary font to be used across all our communication.

For paragraphs, use the regular font, as for headlines use bold.
Riyadh Summit

Visual Elements
G20 Visual Elements

Sadu

E1 Sade Lead
E2 Sadu Body
E3 Sadu Tail with curvature that reveals the reverse side.
G20 Visual Elements

Pattern

The pattern can be used as a background for interest.
Riyadh Summit
Photography
G20
Photography

Style

All images should support the key personality traits of the brand: Innovative, authoritative, straight forward, active, optimistic and Saudi.

* For access to G20’s Image Library please contact: G20branding@saudisecretariat.gov.sa
Riyadh Summit
Layout
G20 Layout Placement

On a standard format, the G20 logo should primarily be placed at the left top or bottom corner of the page. In some circumstances, the logo can be centred top or bottom.
G20
Layout
Placement
G20 Layout

Grid System
G20 Layout

Co-Branding - Governmental

Co-branding container for the G20 logo and accompanying logos.
G20
Layout
Co-Branding - Private Sector

Co-branding container for the G20 logo and accompanying logos.
G20
Digital Communication
Social Media Avatar

Option 1
Option 2
Digital Communication

Social Media Cover
G20 Riyadh summit

The 2020 G20 Riyadh summit will be the fifteenth meeting of Group of Twenty. It will be held on 21-22 November 2020 in the capital city of Riyadh.

G20 Riyadh summit

The 2020 G20 Riyadh summit will be the fifteenth meeting of Group of Twenty. It will be held on 21-22 November 2020 in the capital city of Riyadh.
G20
Digital Communication
Social Media Post

Size: 1080x1080px
Format: PNG

**The picture used is just a placeholder**
G20
Digital Communication
Social Media Post

option 01

option 02

Twitter

**The picture used is just a placeholder**
The logo placement on video is a key component for brand communication on all channels.