

BRAND GUIDELINE

NATIONAL CYBERSECURITY AUTHORITY

Logo Concept

The logo combines the elements that represent what the NCA stands for: a shield for the security it provides, the palm tree and Saudi map for the country that it is an authority of, and tech lines for the cyberspace that it protects.



Brand Colors

#00B9AD	Pantone 7487 C	CMYK: 100 95 20 0
#2D3982	Pantone 326 C	CMYK: 75 0 40 0
	Pantone 432 C	CMYK: 75 65 50 45

Gradient Colors Primary Colors

50%	20%	20%	10%
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Color Ratios

Logo Color Usage

Primary logo colors	Single color using brand colors	Do place on a corporate color with contrast	Do place on a corporate color with contrast	Do place on a corporate color with contrast	Do place on a corporate color with contrast
Single color using brand colors	Single color using brand colors	Do not place on a corporate color with no contrast	Do not place on a corporate color with no contrast	Do not use an alien, non-corporate color	Do not place on photographic color with no contrast

Brand Fonts

DIN Next LT
ت | ا | ب | C

light	خفيفة
Regular	عادي
Medium	متوسط
Bold	خط عريض

Printing Fonts
(Long texts in reports)

Adobe Arabic
ت | ا | ب | C

Regular	عادي
Italic	مائل
Bold	خط العريض
Bold Italic	مائل عريض

Secondary Fonts
(For email texts and template files
When sharing the file outside the NCA)

Tahoma
ت | ا | ب | C

Regular	عادي
Bold	خط العريض

Logo Lockups

Consisting of the Logo Mark and the Logo Type, the Brand Mark Lockup, or combination logo, showcases the NCA brand's primary identifying mark.

The importance of clear space around the brand mark and throughout all layouts cannot be overstated. It adds confidence and clarity to the visual messaging.



Never allow text of other visual elements to interrupt the clear space around the brand mark.

Left Lockup	Vertical Lockup	Right Lockup

Logo Partnerships

When the NCA logo is shown alongside the logos of partner organizations, there should be consistent spacing between the two logos.

