



This document contains placeholder images and illustrations that are intended to show art direction. Photography and illustration should be commissioned / purchased with appropriate licenses for publication.

Brand guideline

gosi 

التأمينات الاجتماعية
Social Insurance

- 1.0 Brand strategy
- 2.0 Logo
- 3.0 Colors
- 4.0 Typography
- 5.0 Visual properties
- 6.0 Iconography
- 7.0 Illustration

1.0 Our brand strategy

Shaping perceptions, building loyalty

Brand essence

This is a foundational philosophy that resonates with all audiences, transcending age, background, and aspirations.

It is a shared understanding that connects us with individuals at every life stage affirming our

commitment to being a constant source of stability, guidance, and prosperity in their unique journeys.

Securing Futures

Brand promise

A partnership for
a lifetime of security

Brand personality

Our brand is more than a name; it's a living personality that combines the strength of a steadfast guardian with the wisdom of a mentor. Beyond protection, we play the role of a mentor, providing insights that adapt to the evolving needs of every generation.

Steadfast guardian

We ensure your interests are safeguarded. In moments of uncertainty, we offer stability and support. Our commitment is to be the guardian you can rely on.

Wise mentor

We go beyond traditional roles. We offer insights cultivated from years of experience. Our guidance evolves to match the ever-changing landscape, ensuring informed decisions at every step.

Adaptable

Our personality adapts to embrace the diverse needs of each generation. As your needs evolve, so do we, ensuring our personality remains a relevant and resonant force in your life.

Brand values

At the heart of our identity are the values that define our commitment to excellence and service.

**Embracing
responsibility**

**Executing
as one**

**Connecting
with care**

**Unlocking
possibilities**

Brand attributes

Trustworthy

Your confidence in us is paramount, and we strive to uphold the highest standards of reliability and integrity.

Future-focused

We are committed to anticipating and adapting to the changing landscape, ensuring that our actions contribute to a future of sustained success.

Inclusive

Inclusivity is not just a value; it's ingrained in our culture. We celebrate diversity, ensuring that every individual, regardless of background, feels valued and included.

Respectful

We treat every individual with dignity and consideration, fostering a culture of mutual respect.

Transparent

Transparency is our commitment. We believe in open communication, providing clarity in our actions and decisions to build trust and understanding.

Adaptive

In a dynamic world, we embrace change and proactively adjust our strategies to stay relevant and effective.

Collaborative

We believe in the power of teamwork, fostering a collaborative environment where diverse ideas come together for innovative solutions.

Knowledgable

We are dedicated to continuous learning, ensuring that our expertise remains at the forefront to better serve your needs.

2.0 Our logo

A symbol of future
prosperity and growth

Our bold and single-minded logo communicates confidence, assurance, certainty and strength.

Representing movement and progression, our logo signifies the continuous journey of empowerment for generations of people and society. It symbolizes progress, growth, and our ongoing effort to enhance financial security, knowledge, and confidence.



There are different logo artwork files available for varying reproduction requirements.

The full color versions of our logo may be used for full color reproduction.

The monochrome versions may be used for B/W reproduction or in instances where the green arrow will be lost against the background upon which it is being displayed.

Always ensure there is sufficient contrast between our logo and the background to be clearly visible.

Full color versions



Monochrome versions



Our logo can appear in any one of the four corners of a communication, but where possible, placement on the left hand side (top or bottom) of a format is preferred.

When content means it isn't possible for the logo to be placed on the left, it is permissible to place our logo on the right hand side (top or bottom).


Ultimately the location is up to the discretion of the designer, and should be positioned in a way that is fit for the purpose of the communication.

Preferred placement

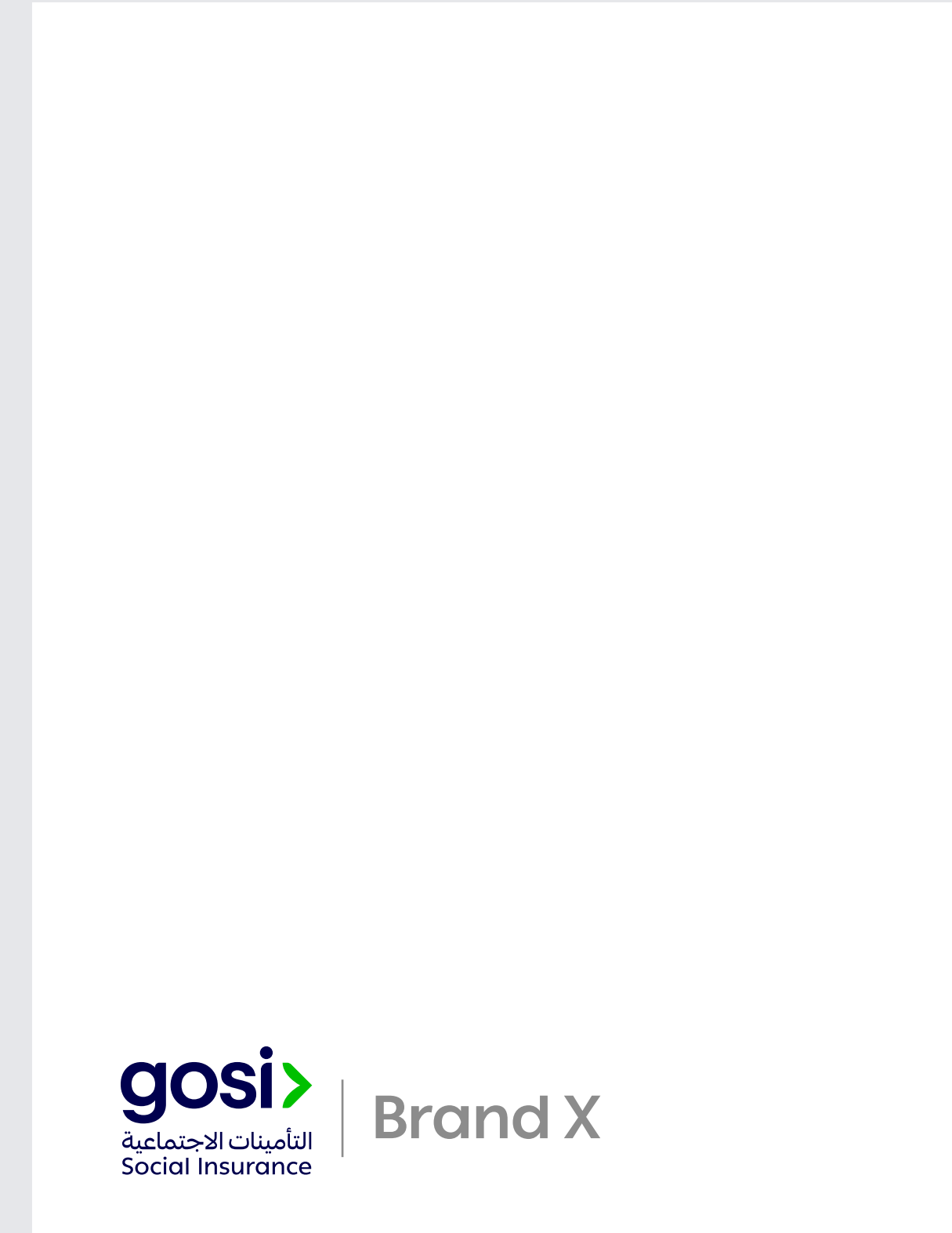
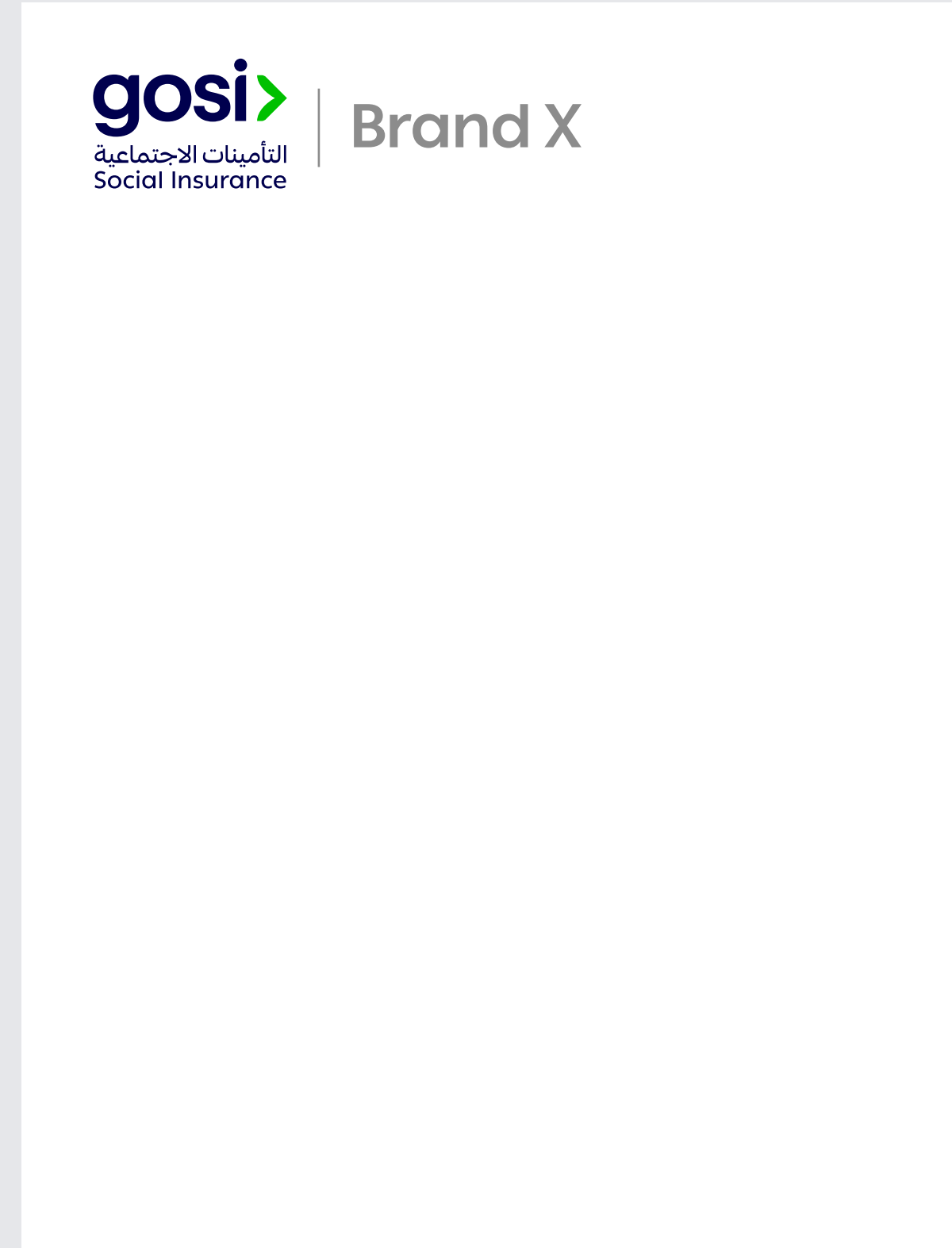


Alternative placement if content requires



 All versions of our logotype follow the principles set out here.

When our logo appears alongside another brand's logo, it may be positioned in any one of the two corners opposite the master logo with a thin grey line in between.



All versions of our logotype follow the principles set out here.

To ensure consistent prominence and legibility, the logo should always be surrounded by an area of clear space which remains free of other design elements, such as type and other logos.

The construction of the exclusion zone area is based on the height of the word 'gosi' referred to here as 'X'.



In print, the logo should not be smaller than the size detailed here.

On-screen the minimum logo size cannot be controlled as it is rendered differently across the different platforms and devices. In these situations, please take care to preserve the legibility.



Our logo should always be reproduced from the master artwork provided. It should never be altered, re-drawn, re-colored or manipulated in any way.

gosi >
التأمينات الاجتماعية
Social Insurance

⊗ Don't squash the logo

gosi >
التأمينات الاجتماعية
Social Insurance

⊗ Don't re-color the logo

gosi >
التأمينات الاجتماعية
Social Insurance

⊗ Don't re-color the arrow

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⊗ Don't apply a drop shadow

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⊗ Don't remove the arrow

gôsi
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⊗ Don't alter the logo elements

3.0 Color

Our brands
vibrant canvas

Primary colors

<p>Rich Blue Process: C100 M90 Y15 K40 Pantone: 655C RGB: R0 G0 B78 Hex: #00004E</p>	<p>Vivid Green Process: C75 M0 Y100 K0 Pantone: 361C RGB: R0 G191 B0 Hex: #00BF00</p>	<p>Pure White Process: C0 M0 Y0 K0 RGB: R255 G255 B255 Hex: #FFFFFF</p>	<p>Midnight Process: C100 M80 Y50 K70 Pantone: 7546C RGB: R0 G18 B45 Hex: #00122D</p>
<p>80% 50% 25% 10%</p>	<p>80% 50% 25% 10%</p>		<p>80% 50% 25% 10%</p>

Secondary colors

<p>Process: C95 M50 Y0 K0 Pantone: 2175C RGB: R0 G100 B255 Hex: #0064FF</p>	<p>Process: C52 M57 Y0 K0 Pantone: 3543C RGB: R163 G125 B252 Hex: #A37DFC</p>
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4.0 Typography

Setting a warm and friendly tone

Ping is available in Latin, Arabic, Hindi, Urdu & Filipino, giving us a cohesive typographic style across different languages.

The typeface was created by Typotheque.

For more information and to download Ping AR + LT visit:

<https://www.typotheque.com/fonts/ping>

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

nOoPpQqRrSsTtUuVvWwXxYyZz

1234567890@!?\$%&{}[]#

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ض ط ظ ع غ ف ق ك ل م ن ه و ي

1234567890 @!?\$%&{}[]#

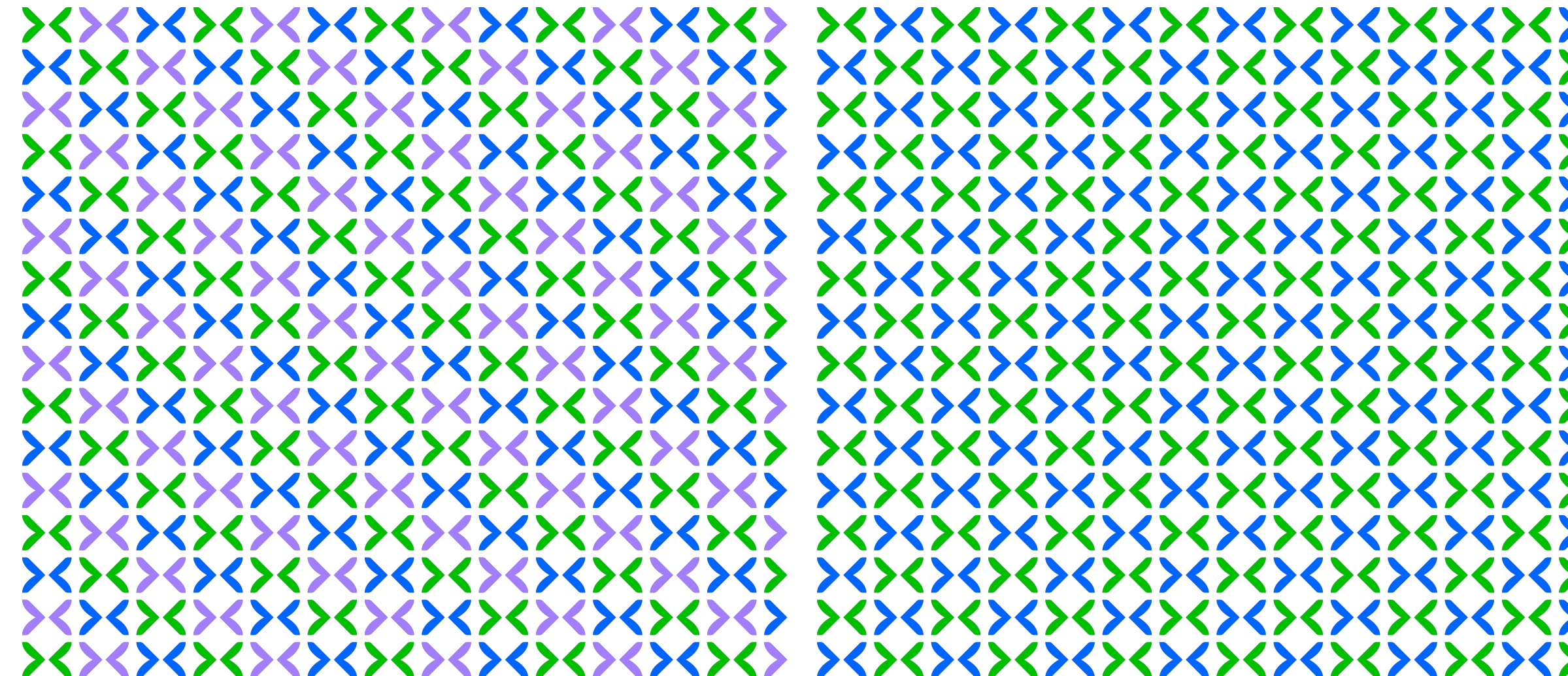
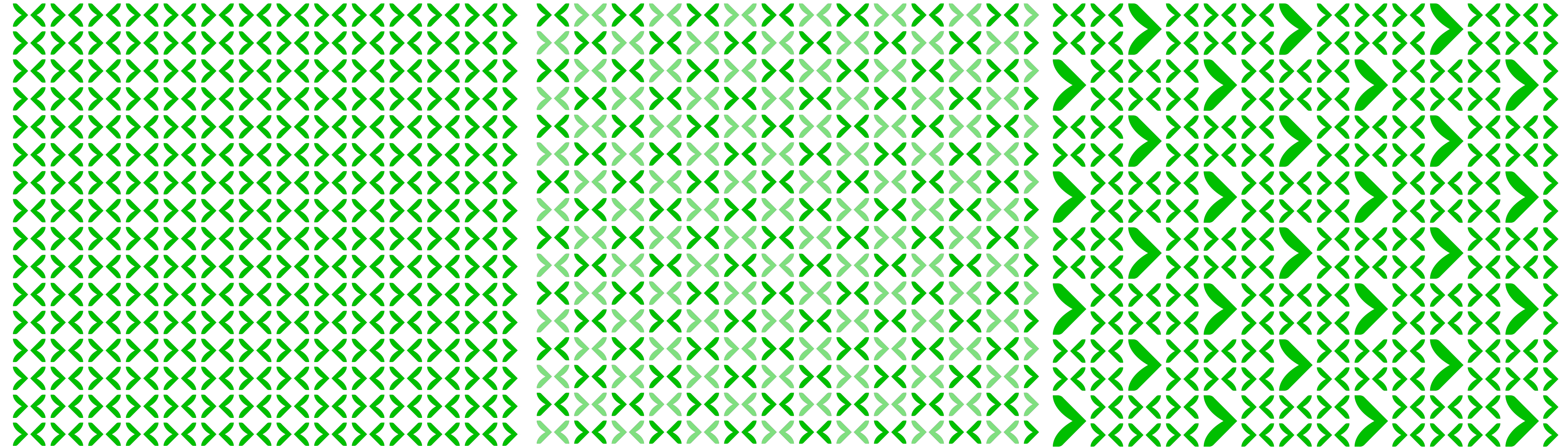
5.0 Visual properties

Fostering instant brand recognition

The GOSI arrow signifies the continuous journey of empowerment for generations of Saudi people.

Our visual properties are a set of distinctive arrangements of this arrow, and as such are a unique expression of our identity.

Our visual properties are a useful tool in helping our customers to recognize us.



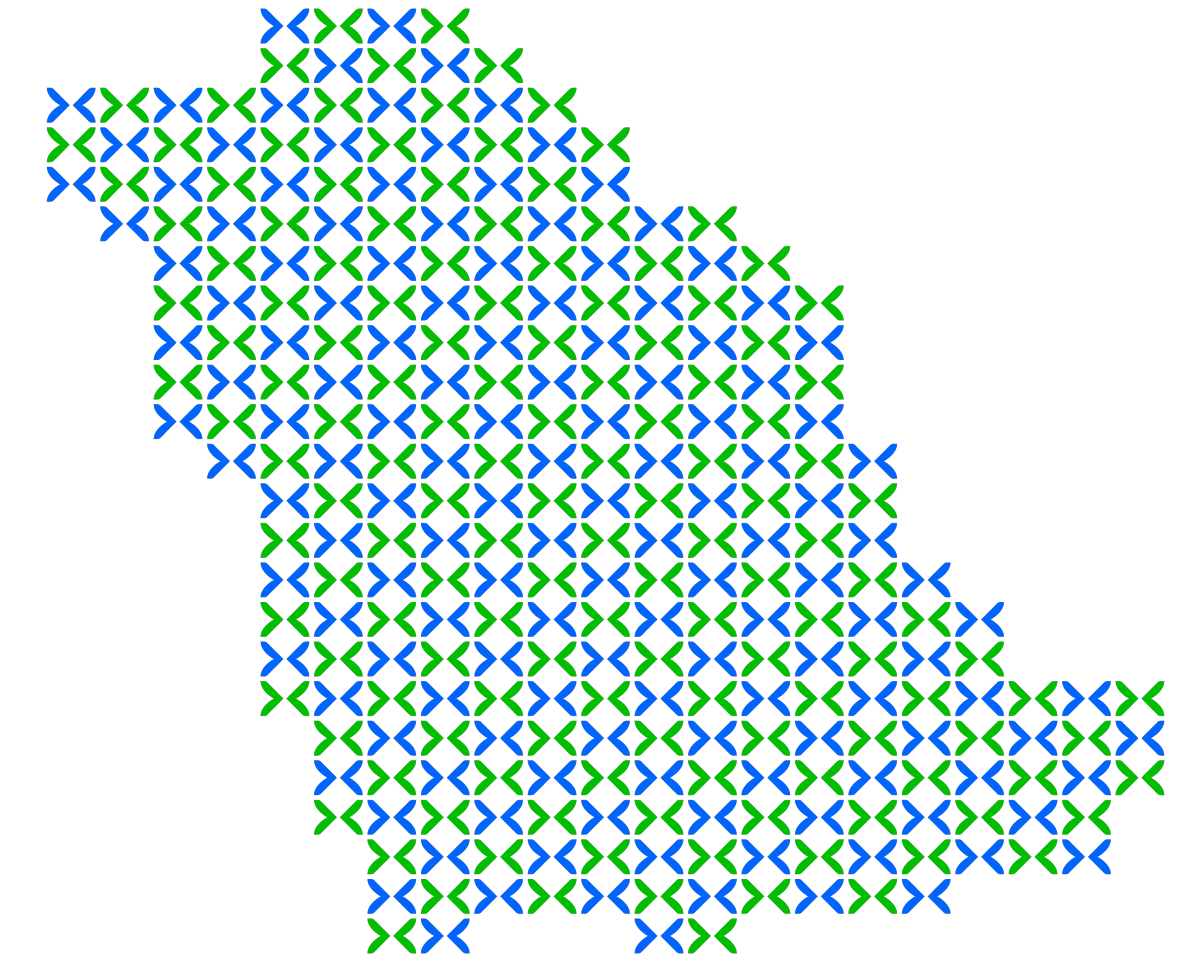
Our visual properties are particularly useful for brand recognition. Shown here are examples of the visual properties in action.

1. Our visual properties are used as a bold brand statement on devices and merchandise
2. Uniting our brand with our Nation by leveraging our visual properties to embody the silhouette of Saudi Arabia
3. Drawing attention to a message by using our visual property to form a specific shape
4. Using our visual property pattern to create a distinctive backdrop for content

1



2



3



4



6.0 Iconography

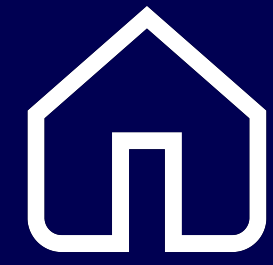
Enhancing communication effectiveness

An ownable and distinctive icon style has been created for GOSI.

Our icon style features the geometry and curved details inherent in our logotype.

These Icons are available as artwork in various brand colors.





Home



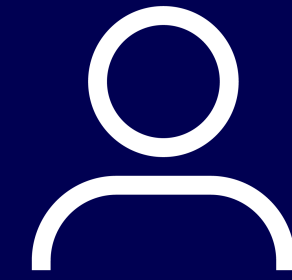
Security



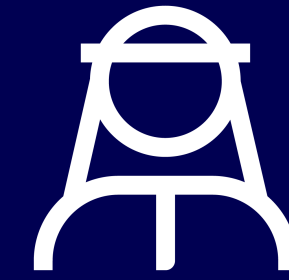
Business



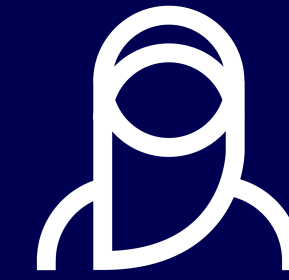
Business 2



Individuals



Individual M



Individual F



Chat



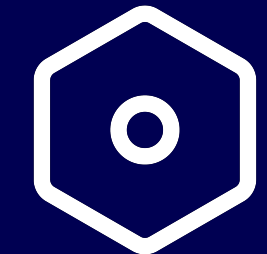
Certified document



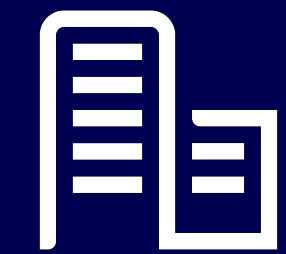
Search



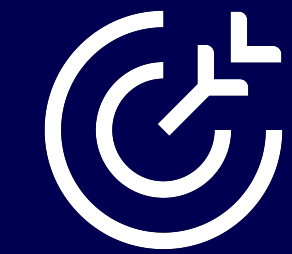
Letter



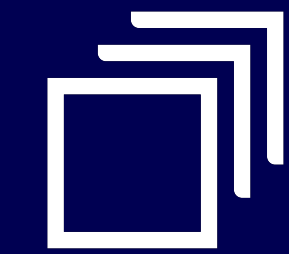
Settings



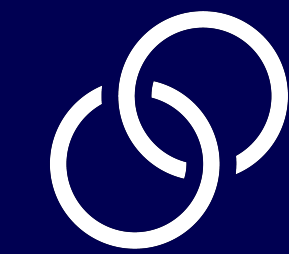
Property



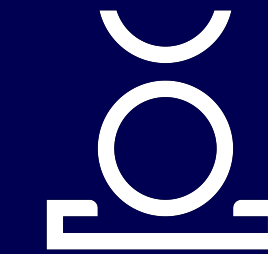
Strategy



Development



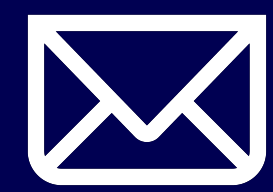
Partnership



Financial investment



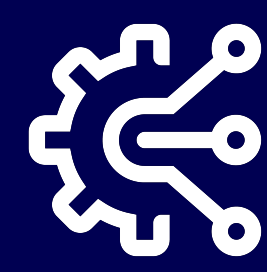
Commitment



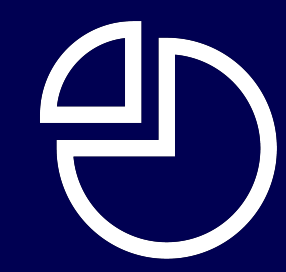
Email



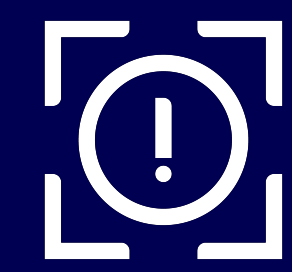
Connect



Digital transformation



Segments



Risk



Cyber security



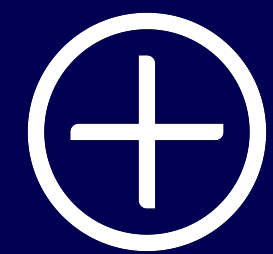
Insurance



Healthcare



Calendar



Add contact



Contact



Address



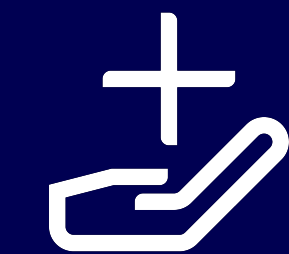
Information technology



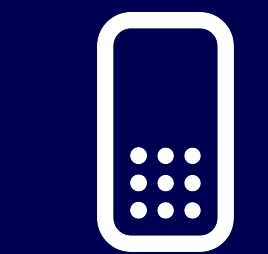
Platforms / Channels



Values & culture



Benefits



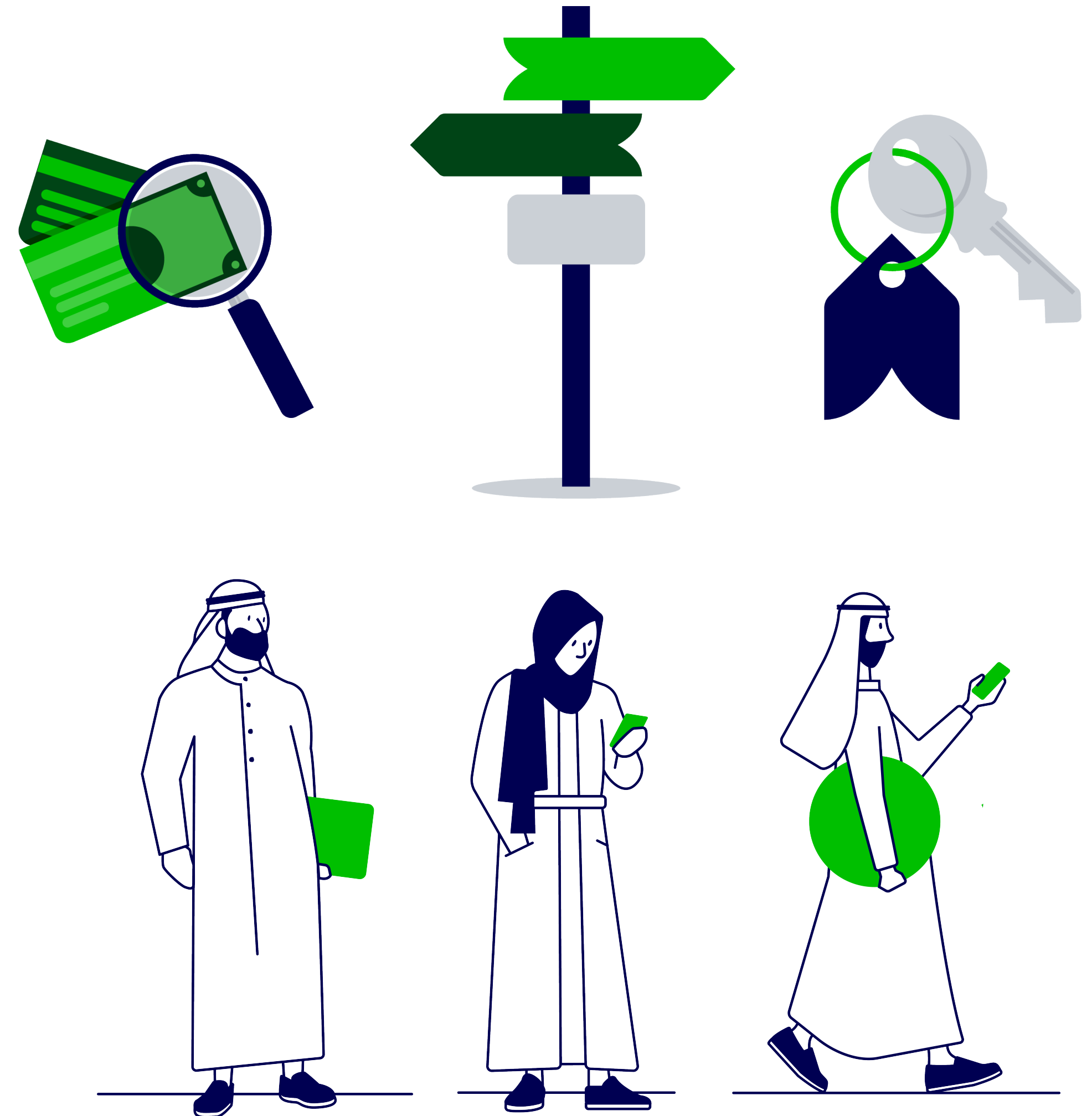
Phone

7.0 Illustration

Enriching the experience with personality

An ownable and distinctive illustration style has been created for GOSI.

Our illustration style features the geometry and curved details inherent in our logotype to ensure it sits seamlessly alongside the rest of the visual language.



Thank you

