



# BRAND POLICY

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### DISCLAIMER

INVEST SAUDI will post the latest version of this document on its website at [investsaudi.sa](https://investsaudi.sa). Prior to any use of INVEST SAUDI logo, please check to ensure your decision is based on the most up-to-date policy available.

# 1. INTRODUCTION

This document contains the Brand Policy for INVEST SAUDI, which is key to protect the intellectual property of the Ministry of Investment (MISA).

INVEST SAUDI's brand was created in 2018 to promote the Kingdom of Saudi Arabia as a future-ready investment destination, thus contributing to realizing Vision 2030, Saudi Arabia's national economic diversification strategy.

A sovereign ordinance No. 17964 dated 1441/3/16H (corresponding to 2019/11/13G) was issued to position INVEST SAUDI as the national investment promotion brand of Saudi Arabia and a communications platform that serves all Saudi government entities with regards to investment promotion activities.

The Ministry of Investment (MISA) is responsible for the administration of INVEST SAUDI's brand.

## 2. LEGAL NOTICE

The logo of INVEST SAUDI is owned by the Ministry of Investment (MISA) under the Saudi Authority for Intellectual Property certificate No. 1441014021. Therefore, you may not use, reproduce, advertise, display, publish, or transmit the logo of INVEST SAUDI or its associated graphical elements without accepting INVEST SAUDI's Brand Policy by either clicking on the "I AGREE" button at [investsaudi.sa](https://investsaudi.sa) or obtaining prior written consent from the [Ministry of Investment \(MISA\)](https://www.misa.gov.sa)'s team.

INVEST SAUDI's logo can only be used by public and private sector entities in Saudi Arabia for investment promotion purposes, or for personal, non-commercial purposes. Use of the logo must comply with INVEST SAUDI's Brand Policy. Otherwise, you do not have permission to use INVEST SAUDI's logo or the associated graphical elements.

If it is not clear whether a proposed use of the logo is permissible, you must consult with the Brand Management team at MISA by sending an email to [branding@misa.gov.sa](mailto:branding@misa.gov.sa).

MISA reserves the right to revoke its approval of your request to use the logo of INVEST SAUDI at any time.

# 3. GUIDELINES FOR THE PERMITTED USE OF INVEST SAUDI'S LOGO

## 3.1. INCORRECT USE

- Do not relocate any elements of the logo.
- Do not apply any design effects to the logo.
- Do not flip or rotate the logo.
- Do not place the logo on imagery that contains a busy or patterned background.
- Do not modify the name 'INVEST SAUDI'.
- Do not modify the lock up.
- Do not rearrange any elements.
- Do not stretch or scale any part individually.





## 3.2. COLORS AND BACKGROUNDS

Leaf Green			
Pantone 7727C	CMYK 90 30 80 20	RGB 0 113 77	HEX/HTML 006F44
Mint Green			
Pantone 7487C	CMYK 45 0 80 0	RGB 137 220 101	HEX/HTML 8EDD65



White Background



Colored Background

## 3.3. MINIMUM SIZE AND CLEAR SPACE

The minimum size of the INVEST SAUDI's logo is 40 mm for print and 110 pixels for digital applications.

The minimum clear space around INVEST SAUDI's logo is 34/X. No graphical elements or typography should cross over into this area.



***VISIT [INVESTSAUDI.SA](https://investsaudi.sa)***