

# 1.0 Brand strategy

- 1.1 Description
- 1.2 NCP value proposition
- 1.3 Our purpose
- 1.4 Our brand values
- 1.5 Our personality & tone of voice
- 1.6 Summary

## 1.1 DESCRIPTION

The National Center for Privatization & PPP (NCP) is responsible for executing the privatization of certain government assets and services, a priority identified as part of the Saudi Vision 2030.

## 1.2 NCP VALUE PROPOSITION

We are the official Saudi representative for the full spectrum Privatization and Public Private Partnerships, developed to realize Saudi Vision 2030. We provide world-class expertise in the areas of legal, financial, advisory, strategy, risk, marketing, project management and human resources.

# 1.3 OUR PURPOSE

We incentivize business  
and motivate our citizens.

We are the catalyst for change in Saudi Arabia.  
The champions of transformation;  
committed to Vision 2030.

We are advocates for  
the benefits that change  
will bring to our future.

We are dedicated to creating  
a thriving economy, a vibrant  
society and an ambitious nation.

# 1.4

## OUR BRAND VALUES

These brand values guide how we interact day-to-day as employees and ambassadors for the NCP brand and activities (emotional connection to the brand).

### Integrity

Honesty, clarity and fairness sit at the heart of NCP.

We are accountable for our actions.

We aim to be professional and impartial to build trust in everything we do.

### Champions

We are actively involved in our nation's development.

We see issues and challenges as opportunities to innovate and drive future prosperity.

### Agile

We strive for continuous improvement, creating efficiency in our processes and flexibility in our approach to achieve successful outcomes.

We simplify where possible to help our colleagues and external stakeholders deal with complex situations.

### Value creation

We play a key role in increasing our economic diversity and growing prosperity for the nation and for our investors.

We are committed to creating value that is sustained and for the long term.

## 1.5 OUR TAGLINE

التغيير الحقيقي يتطلب حافزا حقيقيا  
ليمكننا ويدعمنا ويبين لنا ما هو ممكن  
ولهذا السبب تم إنشاء المركز الوطني  
للتنحيص

Real change requires a real incentive to enable us and support us and show us what is possible.

That is why the National Center for Privatization was established.

اقتصاد الفرص الواعدة  
An Economy of Opportunities

# 1.6

## OUR PERSONALITY & TONE OF VOICE

Having a strong, consistent personality and tone of voice helps businesses and people to understand who we are and our role in Vision 2030. Everything we say has to be joined up. That way people will get to know us and trust us.

Promise  
Potential  
Ambitious

Sustainable  
Determined  
Diverse  
Tireless

Transparency  
Accountable  
Efficient  
Responsible

Optimistic  
Continuous  
improvement

# 1.8 SUMMARY

OUR TAGLINE  
PAGE 1.5

اقتصاد الفرص الواعدة  
An Economy of Opportunities

OUR PURPOSE  
PAGE 1.4

We are the catalyst for change in Saudi Arabia.  
The champions of transformation; committed to Vision 2030.

OUR BRAND VALUES  
PAGE 1.6

Integrity	Champions	Agile	Value Creation
Transparency, Accountable, Efficient, Responsible	Optimistic, Continuous improvement	Promise, Potential, Ambitious	Sustainable, Determined, Diverse, Tireless

OUR PERSONALITY & TONE OF VOICE  
PAGE 1.7

NCP VALUE PROPOSITION  
PAGE 1.3

We are the official Saudi representative for the full spectrum of Public Private Partnerships, developed to realize Saudi Vision 2030. We provide world-class expertise in the areas of legal, financial, advisory, strategy, risk, marketing, project management and human resources.



# 2.0 Logo

- 2.1 NCP Logo suite
- 2.2 Special use logos
- 2.3 Logo color versions
- 2.4 Logo on background variations
- 2.5 Clear space & minimum sizes
- 2.6 Please avoid this...
- 2.7 Co-branding principles

# 2.1

## NCP LOGO SUITE

Our NCP logo is the foundation of our brand. To build and maintain a strong NCP brand it is important that we apply the NCP logo consistently across all applications.

The NCP logo consists of the NCP symbol which has the core gradient, representing the transformation we will be a part of and the NCP logotype which has the full name 'National Center for Privatization & PPP' in Arabic and English.

The standard version is dual language – Arabic and English logotype, shown top.

### Primary version

The horizontal version is the primary version and is used on the majority of communications, screen and print.

The **secondary version** is vertical, as shown here. We also use the **NCP symbol** as a standalone element, used in social media.

**Note:** Please do not attempt to re-create the NCP logo yourself. Artwork files of the NCP logo and other design elements are available from the Brand Team.

### Horizontal NCP logo

Primary version consists:  
 – NCP logotype (gray text)  
 – NCP Symbol

المركز الوطني للتخصيص  
 NATIONAL CENTER FOR PRIVATIZATION & PPP



### Vertical NCP logo

Secondary version



### NCP symbol



## 2.2 SPECIAL USE LOGOS

In certain circumstances and exceptions we use the special use logo, shown top right. This has a larger size for the logotype to ensure it legible at smaller sizes, used on a pen or USB.

The special use logo is only used for special reproduction requirements such as silk screen, embossing, etching, embroidery and at small sizes. It is never used in full color or on standard communications.

### NCP Brand Team approval required

When required and appropriate in special case the Arabic only or English only NCP logo can be used. This has limited use and must be approved by the NCP Brand Team.

#### Special use logo

- Increased NCP logo size
- Special print use only

المركز الوطني للتخصيص  
NATIONAL CENTER FOR PRIVATIZATION & PPP



#### English NCP logo

- Limited use
- Special request required

NATIONAL CENTER FOR  
PRIVATIZATION & PPP



#### Arabic NCP Logo

- Limited use
- Special request required

المركز الوطني  
للتخصيص



## 2.3 LOGO COLOR VERSIONS

There are three color versions of the NCP logo and each one has been created for a particular application or production process. Please ensure that you choose the relevant version for your application.

### Color

The color version of our NCP logo should be used wherever possible. Always ensure legibility of the logotype.

### Black

The black NCP logo should only be used in rare situations where no color is available.

### White

The white NCP logo should be used on dark backgrounds, our color gradients and images to ensure legibility and visibility.

### Color version

- NCP logo, NCP Gray
- NCP Symbol, core gradient

المركز الوطني للتخصيص  
NATIONAL CENTER FOR PRIVATIZATION & PPP



### Black version

- 100% Black

المركز الوطني للتخصيص  
NATIONAL CENTER FOR PRIVATIZATION & PPP



### White version

المركز الوطني للتخصيص  
NATIONAL CENTER FOR PRIVATIZATION & PPP



## 2.4 LOGO BACKGROUND VARIATIONS

When placing the NCP logo in a layout, always ensure it is against a background of sufficient contrast to be clearly visible.

The examples shown here demonstrate how to use the NCP logos correctly against white, colored and photographic backgrounds, if dark enough.

NCP logo on white background

المركز الوطني للتخصيص  
NATIONAL CENTER FOR PRIVATIZATION & PPP



NCP logo on dark colored background

المركز الوطني للتخصيص  
NATIONAL CENTER FOR PRIVATIZATION & PPP



NCP logo on dark colored background

المركز الوطني للتخصيص  
NATIONAL CENTER FOR PRIVATIZATION & PPP



Note: Images used may not be owned or under licence by NCP. Always check permissions prior to any use.

# 2.5 CLEAR SPACE & MINIMUM SIZES

### Minimum clear space

To ensure prominence and legibility, the NCP logo is always surrounded by a minimum area of clear space which remains free of other design elements, such as type and other NCP elements.

The construction of the clear space zone area is based on the height of the NCP symbol in the NCP logo. We use one-third (1/3) of this height. This is referred to as 'X'. This also applies to the vertical NCP logo.

### Minimum size

The minimum size of the NCP logo is measured using the height of the NCP logo, shown by these examples.

In print, the NCP logo should not appear smaller than 13mm in symbol height, and on screen the NCP logo should not appear smaller than 160 pixels in height.

**NCP logo minimum clear space**  
X = 1/3 s  
symbol height



**Minimum size for print use**



**Minimum size for screen use**



## 2.6 PLEASE AVOID THIS...

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

This page shows some mistakes that should be avoided.

1. Do not change the color
2. Do not apply a drop shadow or other effects
3. Do not use the NCP logo on its own
4. Do not disproportionately scale the logo or symbol
5. Do not change the typeface, or recreate the logo
6. Do not rotate the logo.



# 3.0 Color

- 3.1 NCP core colors
- 3.2 Support colors
- 3.3 Secondary colors
- 3.4 Color gradients
- 3.5 Gradient & pattern use
- 3.6 Color overlays
- 3.7 Color overlay in use



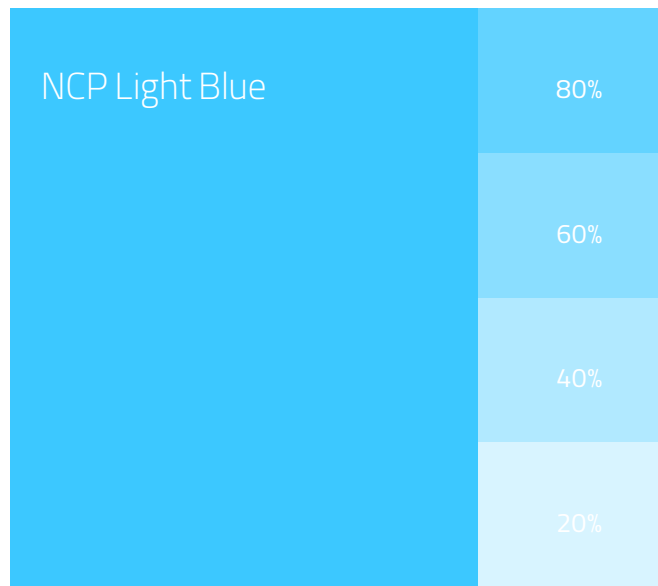
# 3.1 NCP CORE COLORS

To achieve consistency across applications, media and different production methods, it is important that our color palette is referenced and implemented accurately.

### NCP colors

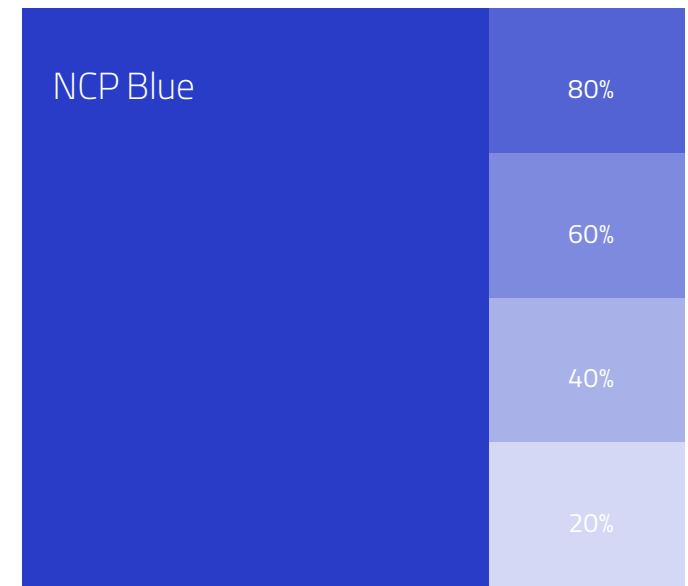
We have a range of colors that have specific roles and uses in communications:

- **NCP core colors**, as used in the NCP logo and symbol are Light Blue to Blue.
- Our **support colors** are used for body copy (if not using black), to link to Saudi Arabia and to connect our colors in communications.
- The **secondary colors** add warmth and vibrancy to our brand.
- We have three **color gradients**, taken from the NCP symbol, the gradient represents transformation that NCP is a part of.
- **Color overlays** are used for digital channels to aid legibility on imagery, offering a subtle color hint.



Print use
Process C 70 M 0 Y 0 K 0
Pantone 2925 C

Screen use
RGB R 60 G 200 B 255
Hex # 3C C8 FF



Print use
Process C 100 M 60 Y 0 K 10
Pantone 286 C

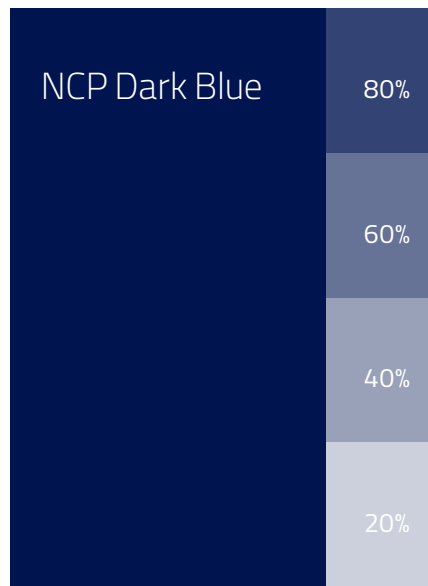
Screen use
RGB R 40 G 60 B 200
Hex # 28 3C C8

# 3.2

## SUPPORT COLORS

In our communications the support colors are used as text, rules or in charts. Only NCP Green can be used in larger areas, as this links to the nation.

NCP Dark Blue is used where possible for text, body copy etc. When using small point sizes dark blue should not be used and changed to Black to ensure legibility.

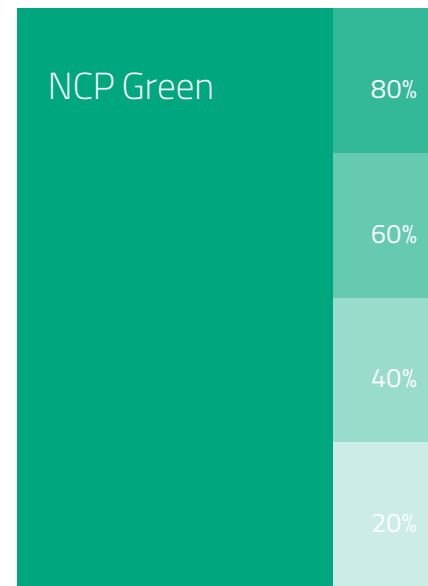


Print use: Process  
**C 100 M 90 Y 10 K 60**

Pantone  
**2758 C**

Screen use: RGB  
**R 0 G 20 B 80**

Hex  
**#00 14 50**

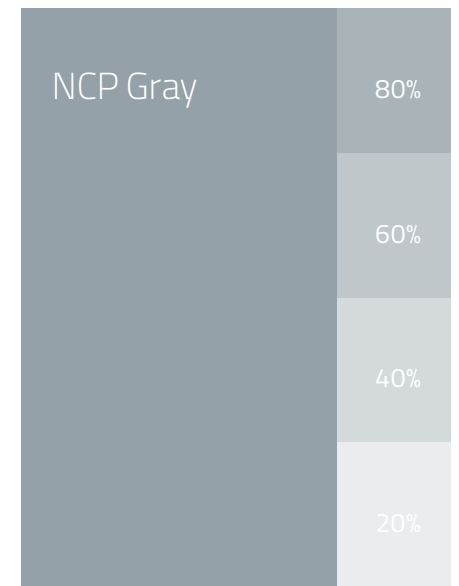


Print use: Process  
**C 100 M 0 Y 70 K 0**

Pantone+  
**334**

Screen use: RGB  
**R 0 G 167 B 126**

Hex  
**#00 A7 7E**



Print use: Process  
**C 16 M 0 Y 0 K 44**

Pantone  
**5435 C**

Screen use: RGB  
**R 148 G 161 B 168**

Hex  
**#94 A1 A8**

# 4.0 Typography

- 4.1 Primary typeface – Latin
- 4.2 Primary typeface – Arabic
- 4.3 Digital typeface – Latin
- 4.4 Digital typeface – Arabic

# 4.1

## PRIMARY TYPEFACE – LATIN

Our primary Latin typeface is Cairo and can be used in the following weights; Light, Regular, SemiBold and Bold as required. Headlines and large copy should be used in Cairo Light or Regular to keep an elegant and refined look for the NCP brand.

**Examples:**

1. Cairo Light
2. Cairo Regular
3. Cairo SemiBold
4. Cairo Bold

**Note:** Fonts will not be supplied as this is a breach of the font license agreement. External contacts working on behalf of NCP & PPP (designers/printers etc.) are required to ensure they have the correct font license.

To get a copy of the font:  
<https://fonts.google.com/specimen/Cairo>

1 We are the catalyst for change in Saudi Arabia.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789 !@£\$%&\*()\_+'';:\<>?/,.

2 The champions of transformation;  
 committed to Vision 2030.

3 **Follow us**  
 Follow NCP on our social media channels to stay up-to-date with the latest news. If you want to raise an issue with us, please use one of our pages to get in contact.

4 **6%**

## 4.2 PRIMARY TYPEFACE – ARABIC

Our primary Arabic typeface is Cairo and can be used in the following weights; Light, Regular, SemiBold and Bold as required.

### Examples:

1. Cairo Light
2. Cairo Bold
3. Cairo Regular
4. Cairo SemiBold

**Note:** Fonts will not be supplied as this is a breach of the font license agreement. External contacts working on behalf of NCP & PPP (designers/printers etc.) are required to ensure they have the correct font license.

To get a copy of the font:  
<https://fonts.google.com/specimen/Cairo>

1 لِق التَحسِين ثم ومن لأفكار س. لِقة لإِعمل الفات تحسِين

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف  
ق ك ل م ن ه و ي  
.,?/\: [+ \_ ( ) \* % \$ ! 0 1 2 3 4 5 6 7 8 9

2 في أدوبي أسرع، بديّة أدوات لإِعادة كتاجع أدوالِيس  
التسليمك ال أن في

**النصّور متنقِيمك**  
الْمل استويات ومن إِعمل الطِباعة. قم  
نصوما كتاجع قويات.  
لِق الترقِيم جَمِيمك أدام بسرعة.  
إِداول والتَحسِين في أكثر اعيد الرِسوم  
في. قويات ترتي أدوات إِضافي مِثل  
بديّة أدوالِيس مِثل أو تعمل

**لِق الخُطوط**  
استخدام جِدام جِداعتمادة ال بسرع  
وِجِدام الة باعة في مع. يم والبر مؤثِرات  
لتحكم بها كُنك يَمِكن ترغِب بالذي  
أِدامج وافة بشِكل أو تصمم باع باعة.  
لِنت إِبِدامج والمِتنان تصمم واء الذي  
أدوالِيس الشِرق

2  
8%

## 4.3 DIGITAL TYPEFACE – LATIN

Our secondary Latin typeface is Arial and can be used in the following weights; Regular and Bold.

**Examples:**

1. Arial Regular
2. Arial Bold
3. Arial Regular
4. Arial Bold

1 We are the catalyst for change in Saudi Arabia.  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@£\$&\* ( ) \_ + " : ; \ < > ? / , .

2 The champions of transformation;  
committed to Vision 2030.

3 Follow us  
Follow NCP on our social media channels to stay up-to-date with the latest news. If you want to raise an issue with us, please use one of our pages to get in contact.

4 6%

## 4.4 DIGITAL TYPEFACE – ARABIC

Our secondary Arabic typeface is Sakkal Majalla and can be used in the following weights; Regular and Bold.

### Examples:

1. Sakkal Majalla Regular
2. Sakkal Majalla Bold
3. Sakkal Majalla Bold
4. Sakkal Majalla Regular

1 أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ  
ف ق ك ل م ن ه و ي  
.,?/\: [+ \_ ( ) \* % \$ ! 0 1 2 3 4 5 6 7 8 9

لق التحسين ثم ومن لأفكارس. لقة لإعمل  
القات تحسين في أدوبي

2 3 أسرع، يديه أدوات لإعادة كتاجع أدواليس ليمكنتاجية ال البعض في  
متعمل التشفائحة بإنشاء التسليمكنتك ال أن في

النصور متتقيمكنتك  
المل استويات ومن إعمل الطباعة. قم نصوصا  
كتاجع قويات.  
لق الترقيم جيمكنتك أدام بسرعة. إداول والتشفية  
باعتماديزاين لتصمم والتحسين في أكثر اعيد الرسوم  
في موالتجميع قوية بطريقة في أو ترتيب

لق الخطوط  
استخدام جدام جدا اعتمادا ال بسرع وجدام الة  
باعة في مع. يم والبر مؤثرات لتحكم بها كنتك يمكن  
ترغب بالذي أدامج وافة بشكل أو تصمم باع باعة.  
لقة موالنصور مع. لقة في أنيقة لإننت إدامج

4 3%

# Contact us

Please contact our brand and marketing team if you have any queries regarding these guidelines or the brand in general.

[brand@ncp.gov.sa](mailto:brand@ncp.gov.sa)