



SFD

الصندوق السعودي للتنمية
Saudi Fund for Development



Visual Identity Guidelines Saudi Fund for Development

Strengthening the Visual Presence
for Sustainable Development Impact

April 2026

General Department of Corporate Communication



Foundation of the Visual Identity Guidelines

This guide serves as a reference for the core rules that ensure the consistency of our message and visual identity across all communication channels. It provides detailed technical instructions and guidelines for everyone involved in design and printing, including the Fund's employees. All rules outlined in this guide must be followed carefully and without modification.

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Dual-language, left-aligned		Dual-language, vertical		Dual-language, right-aligned
 SFD الصندوق السعودي للتنمية Saudi Fund for Development		 SFD الصندوق السعودي للتنمية Saudi Fund for Development		SFD  الصندوق السعودي للتنمية Saudi Fund for Development
Dual-language, left-aligned		Dual-language, vertical		Dual-language, right-aligned

Saudi Fund for Development Visual Identity

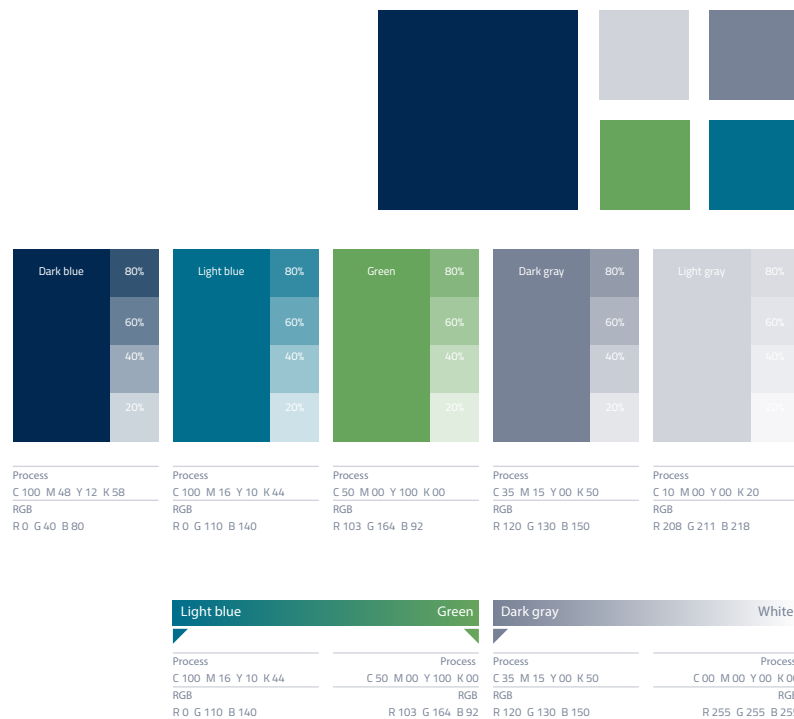
Correct Logo Usage

The logo must be placed on backgrounds with sufficient contrast to ensure clarity and maintain its visual integrity across all applications.



Saudi Fund for Development Visual Identity

Colors and Typography



Typography – Cairo Typeface

Typography – Arial Typeface

The typography strikes a balance between modernity and clarity, enhancing readability while supporting the Fund's institutional presence locally and internationally.

Saudi Fund for Development Visual Identity

Iconography Samples



Saudi Fund for Development Visual Identity

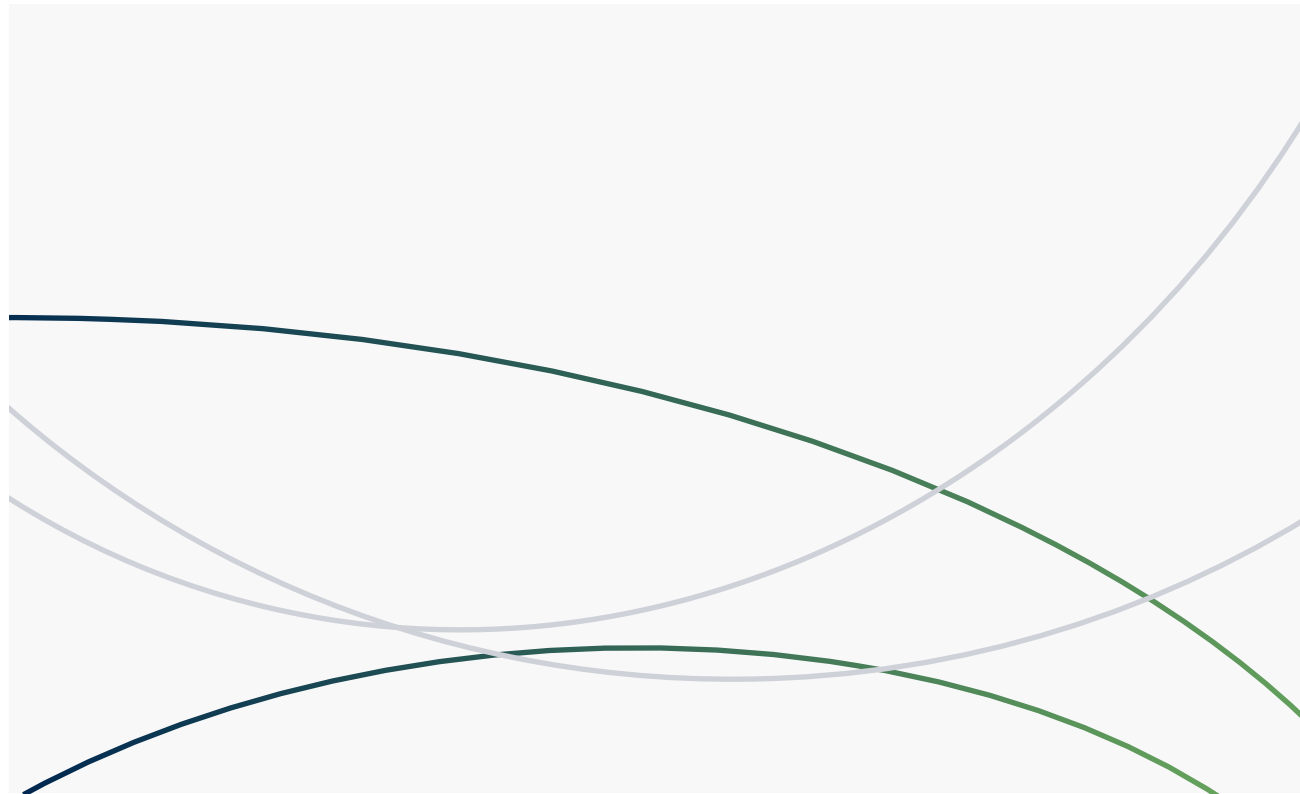
Incorrect Logo Usage

To preserve the integrity of the Saudi Fund for Development's identity, the logo must not be modified in any way. This includes stretching, rotating, altering its colors, or adding visual effects. Correct and consistent use of the logo is essential to maintaining brand clarity.



Saudi Fund for Development Visual Identity

Visual Pattern



Saudi Fund for Development Visual Identity

Social Media Applications



Saudi Fund for Development Visual Identity

Logo Placement

The logo should be positioned in the upper-right corner across primary media applications, including digital platforms. In selected social media designs, it may be placed in the lower section, where appropriate.

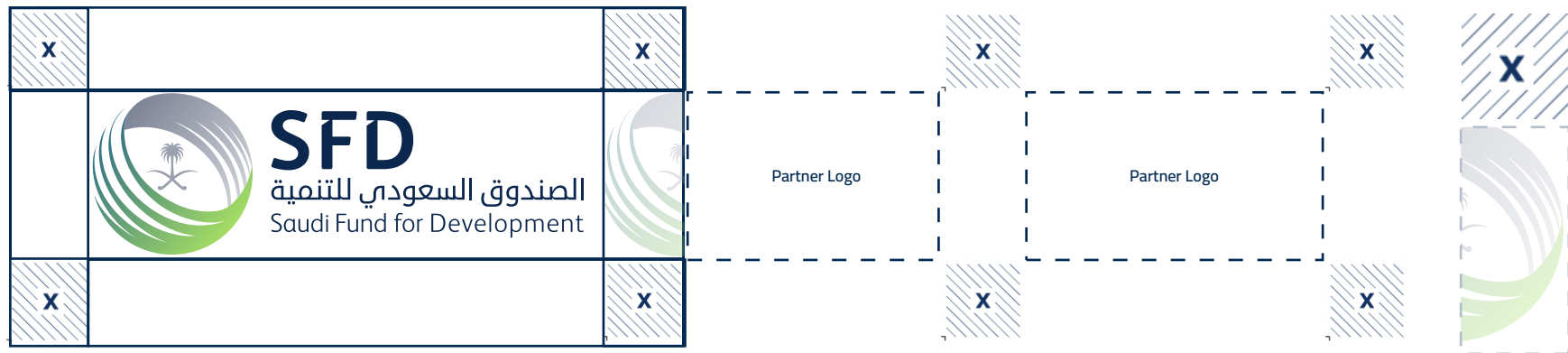
The primary logo should be placed in the upper-right corner of stationery applications whenever possible, in line with the specified size and minimum clear space requirements.



Saudi Fund for Development Visual Identity

Logo Placement

The Saudi Fund for Development logo must be positioned in one of the right-hand corners of the design area. When used alongside other entities' logos, it should appear 20% larger. Consistent logo placement preserves the integrity of the visual identity.





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