

Visual Branding

Logo Philosophy

Our logo is composed of five arrows, each representing one of our five forces. The arrows converge inward, symbolizing centralization, unity of direction, and focused coordination.

The design is inspired by the five-pointed star featured in the Army badge, a recognized symbol of excellence and strength. At the center of the logo, the palm tree and crossed swords reinforce the Kingdom of Saudi Arabia's national identity.

The green color further emphasizes the logo's connection to the Kingdom and reflects stability, growth, and national pride.



Logo on Different Backgrounds

The logo is available in its primary color version, as well as a white monochrome version for use on dark backgrounds.

While the colored version is preferred whenever possible, the white version may be used to ensure optimal contrast and clarity when required.



Logo in Primary Colors



Logo in White (for Dark Backgrounds)

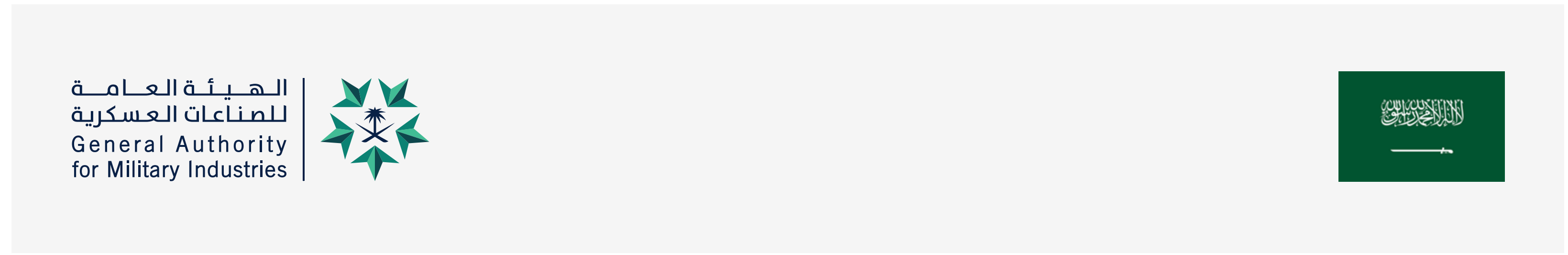
Co-Branding Logo and Placement

To ensure flexibility in collaborative and partnership contexts, a horizontal version of the logo has been developed.

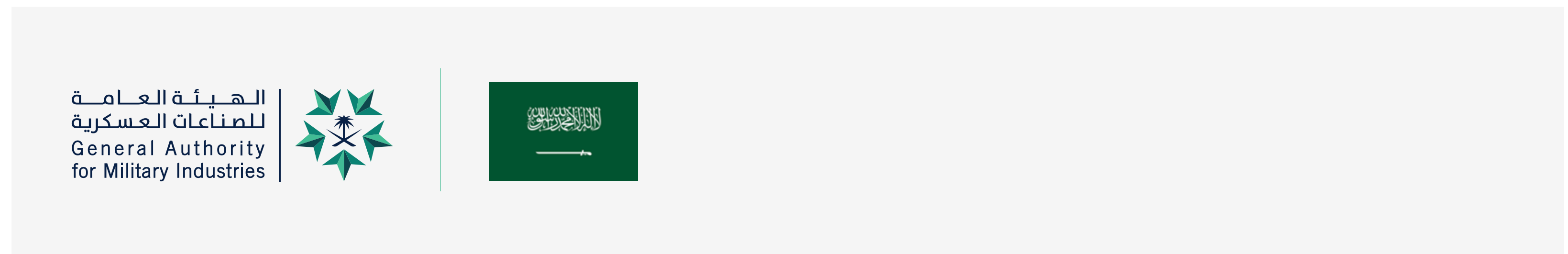
This version is intended for use alongside other logos, maintaining proper spacing and alignment to preserve visual balance, brand integrity, and clarity.



Co-Branding Logo



With One Logo



With a Symbol



With Multiple Logos

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