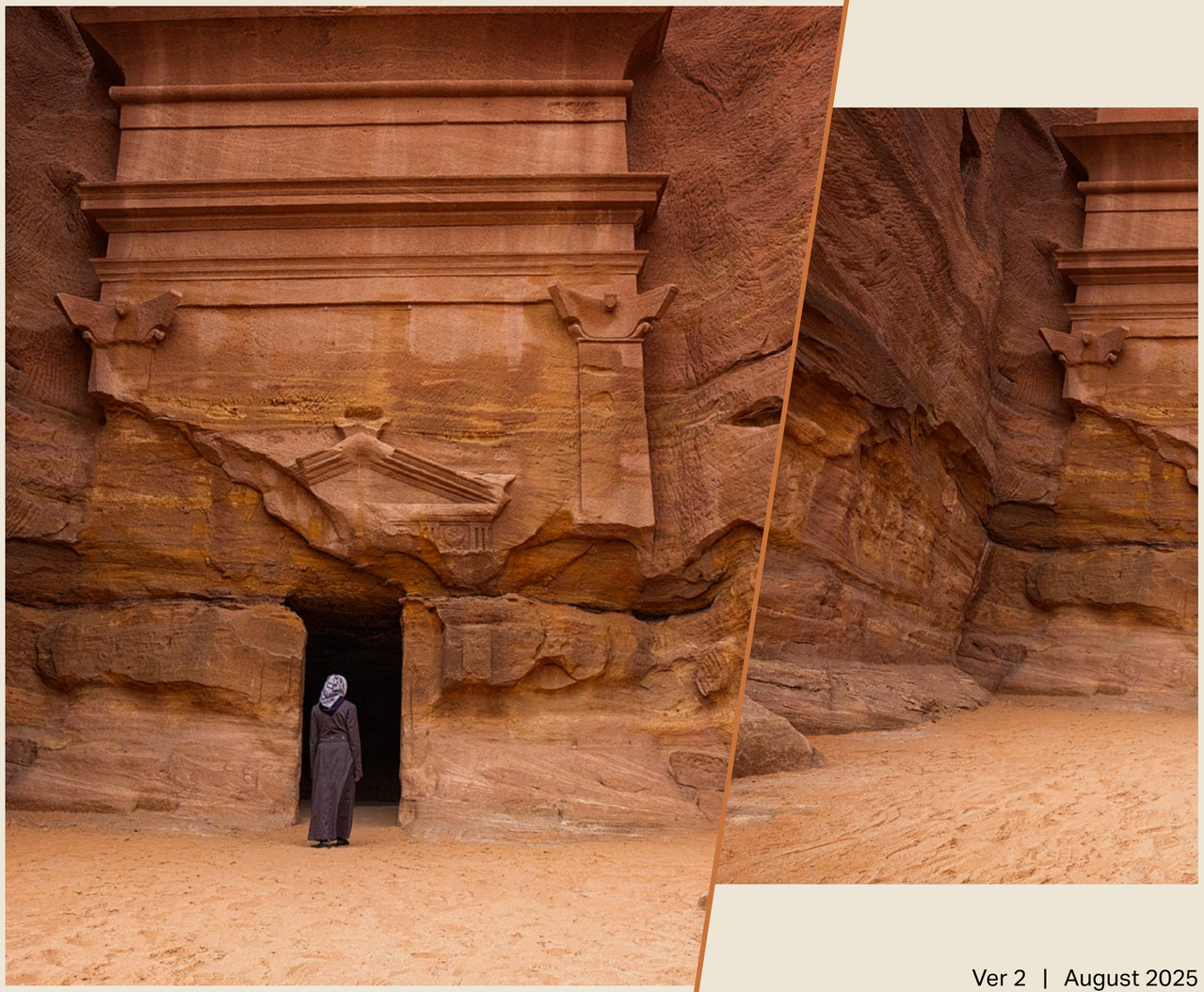
TAIBA

THE CHARM OF WELCOME

Brand *Guidelines*



TAIBA.COM.SA

Ver 2 | August 2025

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1.0 Our Brand *Strategy*

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1.1
Our Purpose

نحوّل معالم الضيافة السعودية
لتكون أكثر ترحابًا ورقيًّا

We transform

SAUDI SPACES

so that you indulge in

the Soul of Hospitality

1.2
Our Narrative

TAIBA leads from the heart of Saudi Arabia, driving a new era in hospitality shaped by purpose and cultural pride. Hospitality here is more than service—it's a way of life. At TAIBA, we carry this legacy forward, grounded in tradition and geared for progress.

This balance is what defines our approach to

ضيافة متقدمة

Forward Hospitality

1.2
Our Narrative

We resolutely set the standard for the future. We breathe life into Saudi’s landscapes, from the urban pulse to the serene deserts. Every space is a singular experience, a powerful synergy of history and modern grace. But our role extends beyond building. We host experiences, foster belonging, and bring people together through the smallest gestures and the strongest partnerships.

At the center of it all is

أهل الطيب والترحاب
The Charm of Welcome

Our enduring signature and the soul of everything we do.

1.3
Our Ambition

أن نصبح القوة الدافعة للضيافة السعودية

To become

THE POWERHOUSE

of

SAUDI HOSPITALITY

1.4

Our Foundational Archetypes

وذلك الساحر

MAGICIAN



فنحن **مبدعون بخفة يد**
نسعى دائما **لتغيير الوضع الحالي**
وإظهار **جهود التحوّل والتغيير**

We are **Innovators**
We always **Change the Status Quo**
We are masters of **Transformation**

لأننا ذلك القائد

SOVEREIGN



نفكر بالصورة الأكبر
ونتصدّر قيادة القطاع
ونحن روّادها دائمًا

We are big picture **Thinkers**
We are **Industry Leaders**
We are always **Large and In-Charge**

نحن مقدمو الرعاية والاهتمام

CAREGIVERS



نتبنّى قيم **الإيثار**
ونرحب **بحفاوة**
لنحقق **هدفنا السامي**

We Nurture **Selflessly**
We go out of our way to **‘Welcome’**
We Fulfill **Our Purpose**

1.5
Our Archetype

الأصيل المضياف

The Host

لأننا نوفّر عمق الضيافة السعودية الأصيلة،
ونقدّم للجميع تجربة لا مثيل لها.

ملهمون بالتقاليد، ومدعومون بالخبرة،
نصنع لحظاتٍ لا تُنسى.



With a deep reverence to authentic Saudi Hospitality, we approach every person in every space with an unmatched experience.

Guided by tradition, empowered by expertise, we orchestrate timeless encounters.

1.6
Our Values in Action

تمكين المواهب
Empowered Talents

Champions take initiative in their roles, contribute to their team's growth, and actively seek self-development, as well as inspiring others in their team and wider community to 'grow, lead & succeed'.

الارتقاء بالتجارب
Elevated Experiences

Champions go above and beyond to ensure 'every moment matters' when it comes to helping others, whether that's their colleagues or external guests to have a memorable experience.

روابط أصيلة
Authentic Connections

Champions excel in building meaningful relationships with their immediate peers, colleagues, the leadership team and external guests to cultivate trust and meaning in every interaction.

نمو وتطوير الموظفين
Local Expertise; *Global Appeal*

Champions display a thorough understanding of local culture while embracing global hospitality standards, enabling the company to bridge the gap between honoring tradition and innovating the future.

الاعتزاز بالأصول
Celebrating Origins

Champions take pride in honoring the company's legacy as the soul of our identity and service. They promote our values, contribute ideas and help drive innovation for a promising future.

1.7
Our Attributes

مثقّف
Cultured

We infuse our Saudi roots in everything we do.

TAIBA emphasizes its Saudi roots to foster a sense of identity and authenticity. By infusing local culture into its offerings, TAIBA not only honors its heritage but also creates a unique experience that resonates with guests, making them feel connected to the local environment.

قريب
Approachable

As the Host, we cater to the world and welcome them with open arms.

As a hospitality brand, TAIBA positions itself as a welcoming host. This approachability reflects a commitment to customer service, ensuring that guests feel comfortable and valued. It encourages open interactions, making it easier for guests to engage with staff and the surrounding community.

محوري
Transformative

We transform spaces into experiences.

TAIBA aims to go beyond traditional hospitality by transforming spaces into memorable experiences. This attribute highlights the brand's focus on innovation and creativity, ensuring that every interaction and environment leaves a lasting impression on guests, enhancing their overall experience.

سبّاق
Visionary

We inspire to leave lasting memorable moments.

TAIBA's visionary approach is aligned with broader goals such as Vision 2030, aiming to inspire change and progress within the hospitality industry. By being forward-thinking, TAIBA seeks to anticipate future trends and needs, positioning itself as a leader in the market.

ذات أثر
Impactful

We are forward thinking and aligned to our ambitions.

This attribute reflects TAIBA's commitment to making a positive difference in the communities it serves. By being forward-thinking and aligned with its ambitions, TAIBA aims to create sustainable practices that benefit both guests and the local population, ensuring long-term impact.

1.8
Our Design Principles

Our Brand Identity –
designed for a Powerhouse –
is defined by:

قوة
POWER

- Bold structures
- Commanding colors
- Confident typography

فَخر
PRIDE

- Cultural motifs
- Earthy tones
- Handcrafted details

رُقيّ
PRESTIGE

- Elegant layouts
- Refined photography
- Layered textures

2.0 Our Brand *Logos*

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طيبة
TAIBA

2.1

Our Logo Overview

The TAIBA brand features **four distinct logo variations**, each crafted for specific communication contexts:

1. **English Logo:** Use when communication is exclusively in English or when English is the lead language.
2. **Arabic Logo:** Use when communication is exclusively in Arabic or when Arabic is the lead language.
3. **Bilingual – English Dominant:** Use for bilingual communication where English is the primary language. The English wordmark appears more prominently.
4. **Bilingual – Arabic Dominant:** Use for bilingual communication where Arabic is the primary language. The Arabic wordmark appears more prominently.

Always select the logo version that corresponds with the lead language of communication to preserve cultural alignment and brand consistency.

Note: *All logo variations are included in the brand asset package for easy access and standardized application.*

English Logo



Arabic Logo



Bilingual English-Dominant Logo



Bilingual Arabic-Dominant Logo



2.2
English Logo

TAIBA

The **English logo** uses a refined serif typeface that reflects modernity and understated elegance. A distinctive italicized “I” marks the brand’s commitment to forward transformation—a core ethos of TAIBA. This logo should be used across all English-language communication.

2.3
English Logo

Colors

Primary (Black): Use on white or light backgrounds for optimal clarity.

Metallic Copper: Reserved for Madinah Palm backgrounds. For print, use copper foil or ink to retain its premium quality.

Reverse (White): For use on dark or fully colored backgrounds.

Logo on a white & light background





Metallic copper Logo on a Madinah Palm color background



Reverse Logo



2.4
English Logo

Clearspace

Maintain a minimum clearspace around the logo equal to half the height of the "**I**" from the wordmark.

Logo clearspace





Minimum size

For best practice in legibility and readability and to avoid any possible small-scale production problems, it is always important to adhere to minimum-size usage for the logo.

Digital: Do not go smaller than 100px wide.

Print: Do not go smaller than 25mm wide.

Logo minimum size



Digital W 100px



Print W 25mm

2.5
Arabic Logo



The **Arabic logo** features a custom-styled typeface that embodies strength, cultural pride, and authenticity. It is designed to harmonize with the English logo while maintaining its own character. Use this version in all Arabic-only communications.

2.6
Arabic Logo

Colors

Same principles as the English logo:

Primary (Black): Use on white or light backgrounds for optimal clarity.

Metallic Copper: Reserved for Madinah Palm backgrounds. For print, use copper foil or ink to retain its premium quality.

Reverse (White): For use on dark or fully colored backgrounds.

Logo on a white & light background





Metallic copper Logo on a Madinah Palm color background



Reverse Logo



2.7
Arabic Logo

Clearspace

Maintain a minimum clearspace around the logo equal to half the height of the “ط” from the wordmark.

Logo clearspace





Minimum size

For best practice in legibility and readability and to avoid any possible small-scale production problems, it is always important to adhere to minimum-size usage for the logo.

Digital: Do not go smaller than 100px wide.

Print: Do not go smaller than 25mm wide.

Logo minimum size



Digital W 100px



Print W 25mm

2.8

English & Arabic Logo

Do’s and Don’ts

Do’s

1. The logo can be reversed on a Madinah Palm background
2. The logo can be used with The Forward Shift
3. The logo can be used on an image as long as it remains clear and legible

Don’ts

1. Do not use the logo in Madinah Sky color — it lacks insufficient contrast
2. Do not modify or stretch the logo in any way — preserve original proportions
3. Do not use both the English and Arabic versions of the logo together in one layout
4. Do not add taglines or other text elements directly beneath or near the logo — always maintain clearspace
5. Do not use the logo in outline
6. Do not add drop shadows or any additional effects to the logo

Do's

✓ 01



✓ 02



✓ 03



Don'ts

✕ 01

✕ 02



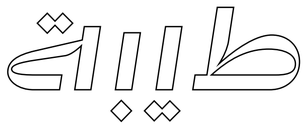
✕ 03



✕ 04



✕ 05



✕ 06



2.9
Bilingual Logos

English-dominant bilingual logo



Arabic-dominant bilingual logo



To maintain cultural and linguistic clarity, bilingual logo lockups are available in two formats:

- **English-Dominant**
- **Arabic-Dominant**

Use the appropriate lockup depending on the lead language in bilingual communications.

2.10
Bilingual Logos

Colors

Follows the same color usage rules:

Primary (Black): Use on white or light backgrounds for optimal clarity.

Metallic Copper: Reserved for Madinah Palm backgrounds. For print, use copper foil or ink to retain its premium quality.

Reverse (White): For use on dark or fully colored backgrounds.

Bilingual logos on a white & light background





Bilingual logo in Metallic copper logo on a green background



Bilingual logo in reverse on a dark background



2.11
Bilingual Logos

Clearspace

It is important to always create a clearspace surrounding the TAIBA bilingual logo to allow it to better serve its purpose on any page or screen.

- **English-dominant:** The clearspace is half the height of the letter "***I***" from the wordmark itself.
- **Arabic-dominant:** The clearspace is half the height of the letter "ط" from the wordmark.

English-dominant bilingual logo clearspace



Arabic-dominant bilingual logo clearspace



Minimum size

To ensure optimal legibility and to prevent issues during small-scale reproduction, it is essential to follow the minimum size requirements for the bilingual logo across all applications.

Digital:
- **English-dominant** logo should not be used smaller than 130px in width.
- **Arabic-dominant** logo should not be used smaller than 130px in width.

Print:
- **English-dominant** logo should not be reduced below 25mm in width.
- **Arabic-dominant** logo should not be reduced below 25mm in width.

English-dominant bilingual logo minimum size



Digital W 130px

Print W 25mm

Arabic-dominant bilingual logo minimum size



Digital W 130px



Print W 25mm

2.12
Bilingual Logos

Do’s and Don’ts

Do’s

1. The bilingual logo can be reversed on a Madinah Palm background
2. The bilingual logo can be used on a Madinah Sky background
3. The bilingual logo can be used on an image as long as it remains clear and legible

Don’ts

1. Do not use the bilingual logo in Madinah Sky color — it lacks insufficient contrast
2. Do not modify or stretch the bilingual logo in any way — preserve original proportions
3. Do not use The Forward Shift on a bilingual logo
4. Do not add taglines or other text elements directly beneath or near the bilingual logo — always maintain clearspace
5. Do not use the bilingual logo in outline
6. Do not add drop shadows or any additional effects to the bilingual logo

Do's

✓ 01



✓ 02



✓ 03



Don'ts

✕ 01

✕ 02



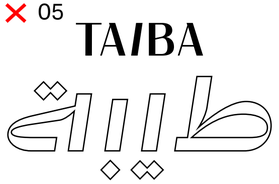
✕ 03



✕ 04



✕ 05



✕ 06



3.0 Our Brand *Descriptor*

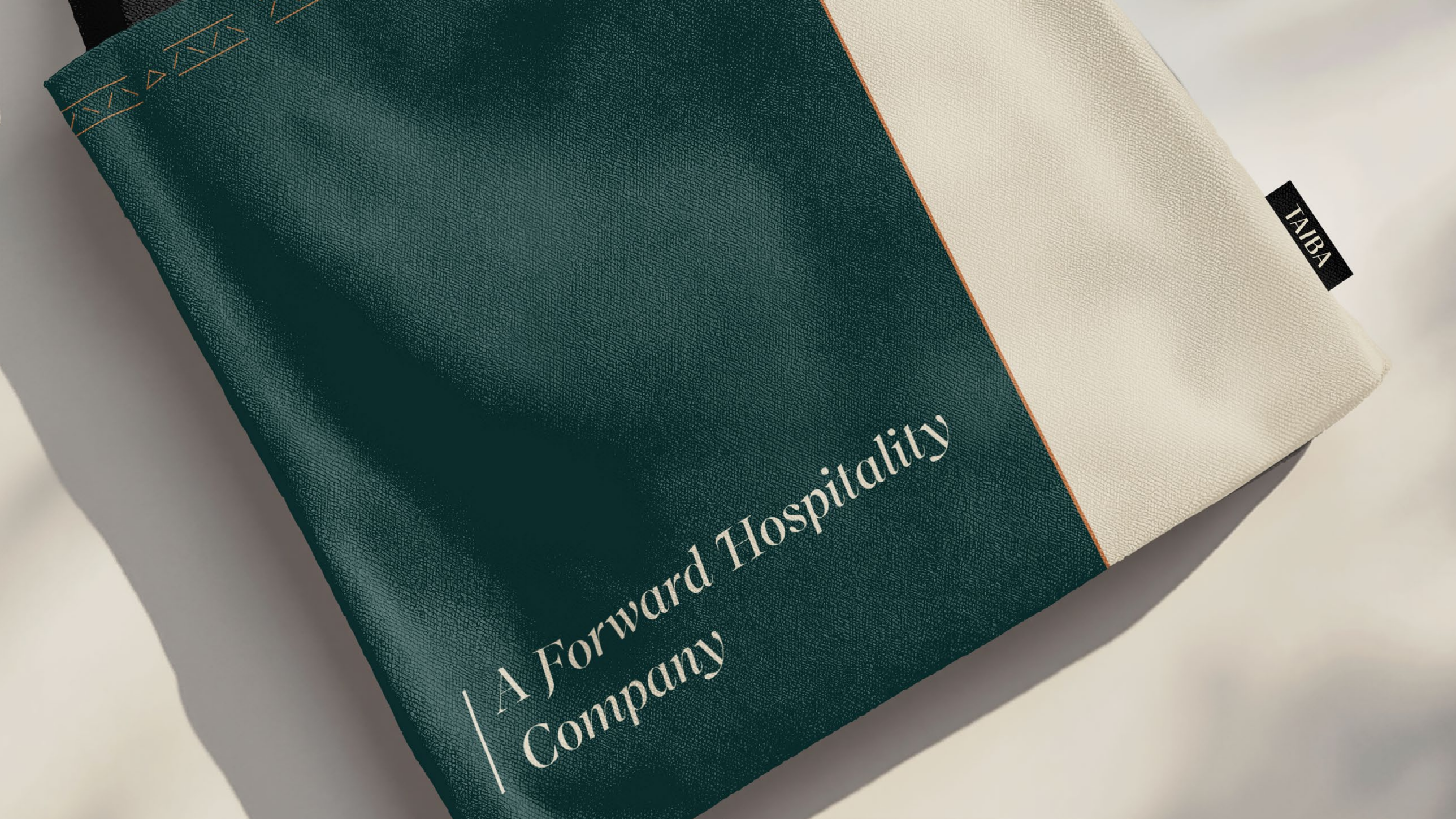
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3.4 Logo and Descriptor 32

3.5 Logo and Descriptor Do's and Don'ts 33


TAIBA
A Forward Hospitality Company

3.1
Our Descriptor

“A Forward Hospitality Company” is the TAIBA descriptor—an essential part of the brand’s visual identity, used to clarify industry positioning. Use it as needed across English or Arabic communications.

Do not translate freely; always use the official provided asset.

English Descriptor

A Forward Hospitality Company

Arabic Descriptor

شركة رائدة
في قطاع الضيافة

3.2
Our Descriptor

Colors

Follows logo color rules:

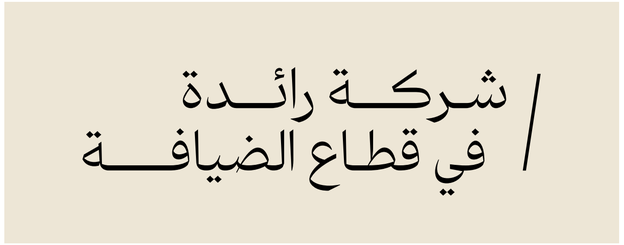
Primary (Black): Use on white or light backgrounds for optimal clarity.

Metallic Copper: Reserved for Madinah Palm backgrounds. For print, use copper foil or ink to retain its premium quality.

Reverse (White): For use on dark or fully colored backgrounds.

Descriptors on a white & light color background





Descriptor on a Madinah Palm color background



Reverse Descriptor on a dark background



3.3
Our Descriptor

Clearspace

It is important to always create a clearspace surrounding the TAIBA descriptors to allow it to better serve its purpose on any page or screen.

- **English-descriptor:** The clearspace is the height of the letter "A" from the descriptor itself.
- **Arabic-descriptor:** The clearspace is the height of the letter "ﺲ" from the descriptor itself.

English Descriptor clearspace



Arabic Descriptor clearspace



Minimum size

To ensure legibility and to prevent issues during small-scale reproduction, it is essential to follow the minimum size requirements for the descriptors.

Digital:
- **English-descriptor** should not be used smaller than 200px in width.
- **Arabic-descriptor** should not be used smaller than 180px in width.

Print:
- **English-descriptor** should not be reduced below 35mm in width.
- **Arabic-descriptor** should not be reduced below 30mm in width.

English Descriptor minimum size

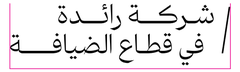


Digital W 200px

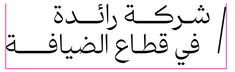


Print W 35mm

Arabic Descriptor minimum size



Digital W 180px



Print W 30mm

3.4

Logo and Descriptor

Logos and descriptors may appear in the same layout but never as a lock-up.

TAIBA

A Forward Hospitality Company

3.5

Logo and Descriptor

Below are some Do’s and Don’ts to ensure correct usage:

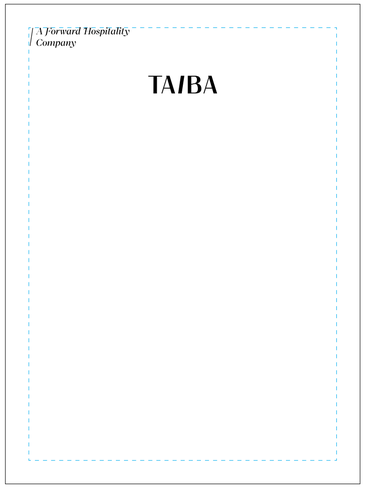
Do’s

- The descriptors are placed on top right or left corner of the layout
- Match descriptor language to logo’s dominant language

Don’ts

- Never create a lock-up between the logo and the descriptor
- Never use the descriptor incorrect language
- Never alter the descriptor any way, always use the descriptor as provided in the brand assets

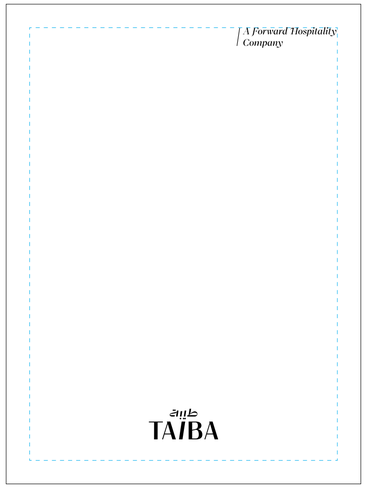
✓ 01



✓ 02



✓ 03



✕ 01



✕ 02



✕ 03



4.0 Our Brand *Signature*

4.1 Our Signature Overview 36

4.2 Our Signature Colors 37

4.3 Our Signature Clearspace & Minimum Size 38

4.4 Logo and Signature 39

4.5 Logo and Signature Do's and Don'ts 40


The CHARM of
WELCOME™
TAIBA

4.1
Our Signature

The Charm of Welcome is TAIBA's enduring Brand Signature. It is the soul of our brand and a symbol of true Saudi hospitality. It shines in our outward-facing communications, adding warmth to people-facing stories, emotional moments, and cultural contexts.

Used with care, it reminds people what TAIBA brings to places and people. In this section, you'll find clear usage cases and rules to help you apply it meaningfully and with intent.

English Signature

The CHARM *of*
WELCOME™

Arabic Signature

أهل الطّيب
والتّرحاب™

4.2
Our Signature

Colors

Our **signature** follows same rule as logos for color:

Primary (Black): Use on white or light backgrounds for optimal clarity.

Metallic Copper: Reserved for Madinah Palm backgrounds. For print, use copper foil or ink to retain its premium quality.

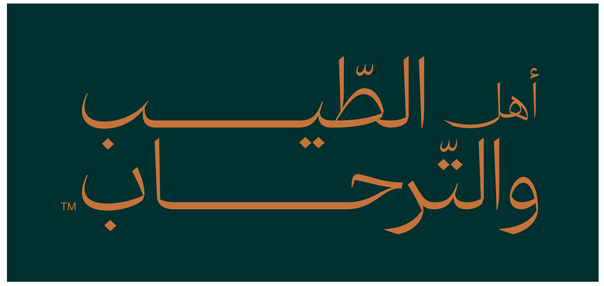
Reverse (White): For use on dark or fully colored backgrounds.

Signature on a white & light background





Signature on a Madinah Palm color background



Reverse Signature on a dark background



4.3
Our Signature

Clearspace

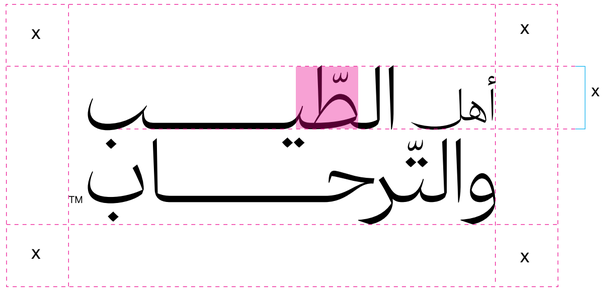
It is important to always create a clearspace surrounding the TAIBA signatures to allow it to better serve its purpose on any page or screen.

- **English-signature:** The clearspace is the height of the letter "***C***" from the signature itself.
- **Arabic-signature:** The clearspace is the height of the letter "ط" from the signature itself.

English Signature clearspace



Arabic Signature clearspace



Minimum size

To ensure legibility and to prevent issues during small-scale reproduction, it is essential to follow the minimum size requirements for the signatures.

Digital:
- **English-signature** should not be used smaller than 225px in width.
- **Arabic-signature** should not be used smaller than 225px in width.

Print:
- **English-signature** should not be reduced below 35mm in width.
- **Arabic-signature** should not be reduced below 35mm in width.

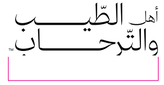
English Signature minimum size



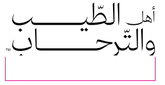
Digital W 225px

Print W 35mm

Arabic Signature minimum size



Digital W 225px



Print W 35mm

4.4

Logo and Signature

Logo and signature may appear in the same layout but never as a lock-up.

TAIBA

The CHARM *of* WELCOME™

4.5

Logo and Signature

Below are some Do’s and Don’ts to ensure correct usage:

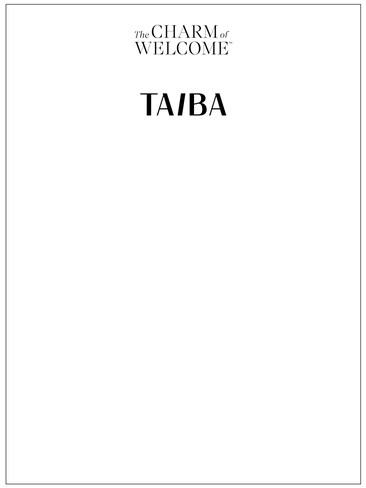
Do’s

- The signatures are placed on top center of the layout
- Match signature language to logo’s dominant language

Don’ts

- Never create a lock-up between the logo and the signature
- Never use the signature incorrect language
- Never alter the signature any way, always use the signature as provided in the brand assets

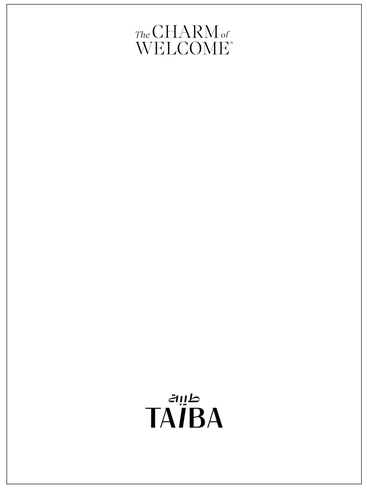
✓ 01



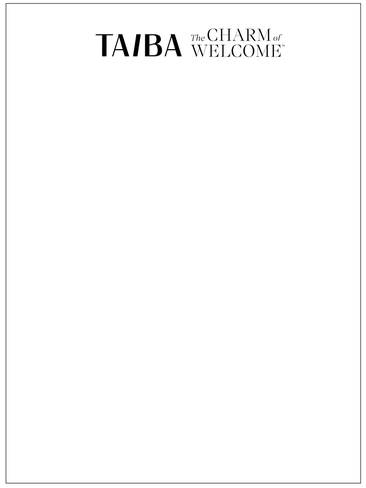
✓ 02



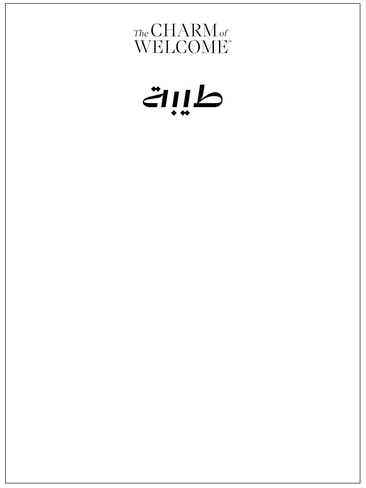
✓ 03



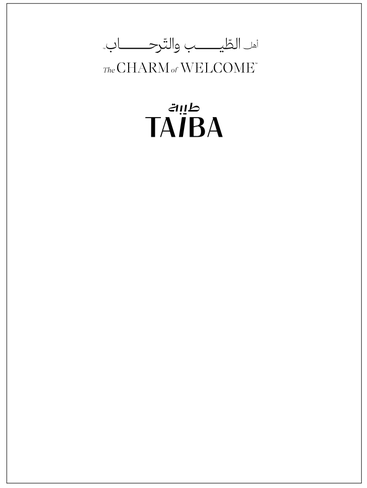
✗ 01



✗ 02



✗ 03



5.0 Our Color *Palette*

5.1 Our Color Usage 42

5.2 Primary Colors 43

5.3 Functional, Accent & Specialty Colors 44

5.1
Our Color Usage

Overview

TAIBA's **color palette** draws from the heart of Saudi landscapes—earthy, dignified, and distinctly rooted in place. It reflects a balance between elegance and authenticity, designed to evoke calm, confidence, and refinement across every brand expression.

The palette is built around three tiers:

1. Primary Colors

2. Functional & Accent Colors

3. Specialty Colors

Each color has a defined role. Use them thoughtfully to ensure consistency and integrity across all applications.

Madinah *Palm*

Madinah *Sand*

Madinah *Mint*

Madinah *Sky*

Madinah *Copper*

5.2

Our Color Palette

Primary Colors

These are the core visual anchors of the TAIBA brand.

- **Madinah Palm**
  A rich, deep green inspired by the foliage of the Madinah date palm. Symbolic of life, tradition, and hospitality.

- **Madinah Sand**
  A warm, light beige that evokes the natural desert tones of the region. Used to create calm, openness, and contrast.

Primary colors



Madinah *Palm*

Pantone 7722C
R0 G48 B48
HEX #003030
CMYK 95 30 60 50



Madinah *Sand*

Pantone Warm Grey 1C
R237 G230 B214
HEX #EDE6D6
CMYK 12 12 14 0

5.3

Our Color Palette

Functional, Accent & Specialty Colors

FUNCTIONAL COLORS

Used for layout clarity, UI support, and secondary surfaces.

- **Madinah Mint**
  A soft, refreshing tone ideal for light backgrounds and minimal accents.
- **Madinah Sky**
  A pale, serene blue inspired by the desert sky—used for subtle layering and cool tonal variation.

ACCENT COLOR

- **Madinah Black**
  A bold, grounded black used for primary typography and logos. Ensures maximum legibility and contrast.

SPECIALTY COLOR

- **Metallic Copper**
  Reserved for premium applications such as foil stamping, metallic print finishes, and hero graphic elements like the Forward Shift.

Never used for body text or decorative fills.

Functional colors



Madinah *Mint*

Pantone 317C
R198 G232 B224
HEX #C6E8E0
CMYK 20 0 8 0



Madinah *Sky*

Pantone 2717C
R198 G218 B232
HEX #C6DAE8
CMYK 25 10 0 0

Accent color



Madinah *Black*

Pantone Process Black C
R0 G0 B0
HEX #000000
CMYK 0 0 0 100

Specialty color



Madinah *Copper*

Pantone 8025C
R189 G92 B26
HEX #BD5C1A
*CMYK 24 70 95 15

*For printing, Pantone colors should always be used. In cases where Pantone is not possible, CMYK colors may be applied as an alternative.

6.0 Our *Typography*

6.1 Primary English Typeface 46

6.2 Primary Arabic Typeface 47

6.3 Secondary Typeface 48

6.4 Type Usage and Hierarchy 49

6.5 Headline Style 50

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6.1

Primary English Typeface

Display Typeface

Spezia Serif A from Luzi Type is the cornerstone of TAIBA's English visual language. It balances timeless elegance with a contemporary edge—making it ideal for storytelling rooted in heritage yet propelled by vision. Its high contrast strokes, refined details, and classic proportions lend gravitas to headlines and hero statements.

Whether used in Regular, Italic, or Bold, **Spezia Serif A** elevates messaging with confidence and clarity. It's not just a typeface—it's a tone of voice. One that speaks with dignity, subtle flair, and unmistakable intent.

Spezia Serif A

ABCDEFGHIJKLMNOPQRSTUVWXYZ

qwertyuiopasdfghjklzxcvbnm

1234567890!@#$%^&*()-=\'|”

Regular *Italic*

Semibold ***Italic***

Black ***Italic***

6.2

Primary Arabic Typeface

Display Typeface

Burda Pro C from TS Fonts was selected for its graceful presence and typographic harmony with **Spezia Serif A**. Rooted in traditional Arabic calligraphic forms yet designed with modern sensibility, it brings warmth, fluidity, and strength to Arabic communication.

Its expressive curves and optical refinement allow it to carry the emotional weight of TAIBA's narrative—whether welcoming guests or sharing a promise of transformation. It is a bridge between culture and progress, tradition and elegance.

خَط البُردَة برُو

Burda Pro C

ظ ط غ ع ض ص ش س ز ر ذ د خ ح ج ث ت ب ا

ؤ ء ئ إ أ آ ى ي ة ه و ن م ل ك ق ف

٠ ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

Light

Semibold

Extra Bold

6.3

Secondary Typeface

Eyebrow, Subhead & Bodycopy Typeface

Aktiv Grotesk and **Aktiv Grotesk Arabic** serve as TAIBA's workhorse typefaces. Functional, adaptable, and clean, they are used for subheads, body copy, and supporting information across digital and print mediums.

While **Spezia** and **Burda** lead with personality, **Aktiv** brings balance—supporting clear reading and a consistent tone across layouts. Its modern geometric structure ensures legibility at every scale, while still feeling aligned with the brand's bold, contemporary spirit.

Aktiv Grotesk/
Aktiv Grotesk Arabic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

qwertyuiopasdfghjklzxcvbnm

1234567890!@#$%^&*()_+{}:"">?];'\

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ع غ ط ظ

ف ق ك ل م ن و ه ة ي ى آ أ إ ئ ء ؤ

٠ ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

Light	*Italic*
Regular	*Italic*
Semibold	***Italic***
Black	***Italic***

Light
Regular
Semibold
Black

6.4

Type Usage and Hierarchy

Spezia Serif A
Regular/Italic

The Powerhouse *of*
Saudi Hospitality

Aktiv Grotesk
SemiBold

TRANSFORMING SAUDI SPACES

Aktiv Grotesk
Regular

We transform spaces so you can indulge in the soul of hospitality, where every detail has been thoughtfully curated to create an inviting and memorable experience that celebrates the art of gathering.

Burda Pro C
Light

الركيزة الرائدة في
الضيافة السعودية

Aktiv Grotesk Arbc
SemiBold

تحويل المساحات السعودية

Aktiv Grotesk Arbc
Regular

نحن نقوم بتحويل المساحات حتى تتمكن من الانغماس في روح الضيافة، حيث تم اختيار كل التفاصيل بعناية لخلق تجربة جذابة لا تُنسى تحتفي بفن التجمع.

6.5
Headline Style

For our communication layouts, we have developed three distinctive headline styles that enhance the sophistication and expressive tone of our brand voice.

Headline Style 1
This style features a high-contrast typographic approach, using all-uppercase lettering combined with a mix of regular and italic weights. Carefully refined spacing and typographic emphasis allow for a layered and impactful expression, ideal for bold and structured messaging.

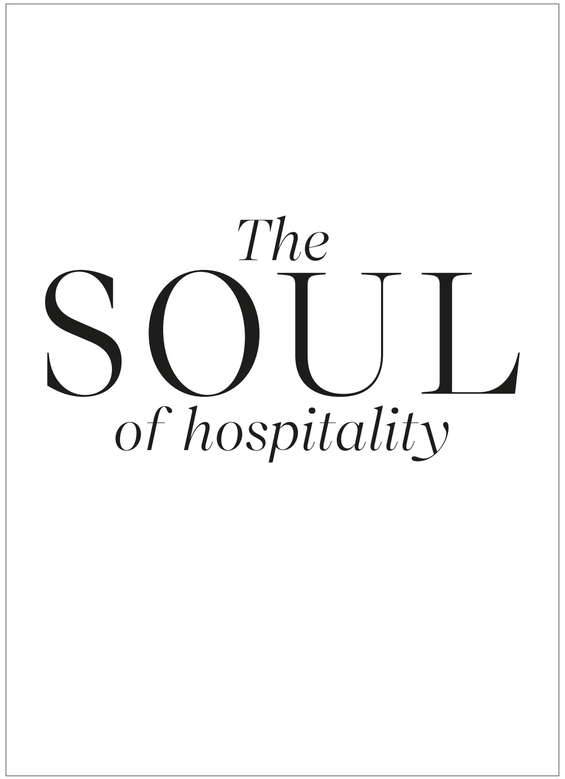
Headline Style 2
Building on the brand's refined character, this style introduces a contemporary twist by combining uppercase and sentence case typography. Strategic emphasis on key words ensures clarity and visual interest, making it well-suited for versatile communication needs.

Headline Style 3
This style uses sentence case to create a more conversational and accessible tone. It's perfect for sub-brand messaging or communication that requires a more human, narrative-led approach.

Headline Style 1



Headline Style 2



Headline Style 3



6.6

Line Spacing / Leading

English Headline
Typeface: Spezia Serif A, Regular/Italic
Leading: 120% of the font size

a) When the size of the font is 46pt
b) 46 x 1.2 = 55.2
c) Then the leading is 55.2 (Auto)

The Powerhouse of Saudi Hospitality

Arabic Headline
Typeface: Burda Pro C, Light
Leading: 0.85% of the font size

a) When the size of the font is 66pt
b) 66 x 0.85 = 56
c) Then the leading is 56

الـركـيـزة الـرائـدة فـي الـضـيـافة السعودية

Bodycopy
Typeface: Aktiv Grotesk, Regular
Leading: 130% of the font size

a) When the size of the font is 14pt
b) 14 x 1.3 = 18.2
c) Then the leading is 18.2

We transform spaces so you can indulge in the soul of hospitality, where every detail has been thoughtfully curated to create an inviting and memorable experience that celebrates the art of gathering.

Bodycopy
Typeface: Aktiv Grotesk Arbc, Regular
Leading: 130% of the font size

a) When the size of the font is 14pt
b) 14 x 1.3 = 18.2
c) Then the leading is 18.2

نحن نقوم بتحويل المساحات حتى تتمكن من الانغماس في روح الضيافة، حيث تم اختيار كل التفاصيل بعناية لخلق تجربة جذابة لا تُنسى تحتفي بفن التجمع.

6.7
System Typeface

English and Arabic

A System Font **Arial** has been selected for our brand in both English and Arabic.

System Fonts are important as they can travel between multiple platforms such as Windows or Mac OS.

System Fonts must ONLY be used in scenarios aligning to or similar to the below:

1. When a PPT is being delivered as an open file to a client and the TAIBA fonts are unavailable
2. When creating Email Signatures and the TAIBA fonts are unavailable to code
3. When sending a Word Document as a live file to an entity outside the premises of TAIBA and who does not have the correct fonts

Arial

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z a b c d e f g
h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

اريال

ا ب ت ث ج ح خ د ذ ر ز س ش ص
ض ع غ ظ ط ف ق ك ل م ن و ي
ى ه ة أ إ آ ئ ء
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠

7.0 Our Graphic *Elements*

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7.2 The Forward Shift 56

7.3 The Sadu Band 59

7.4 Our Graphic Elements Don'ts 62



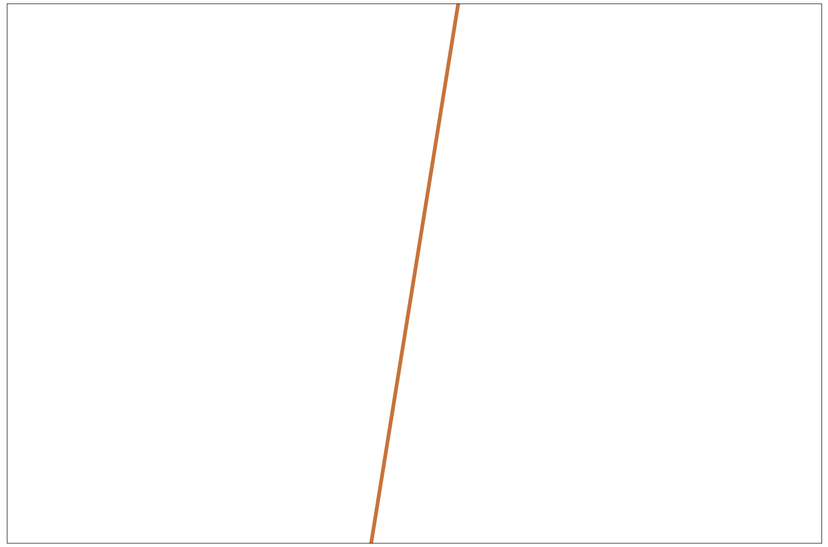
7.1

Our Graphic Elements

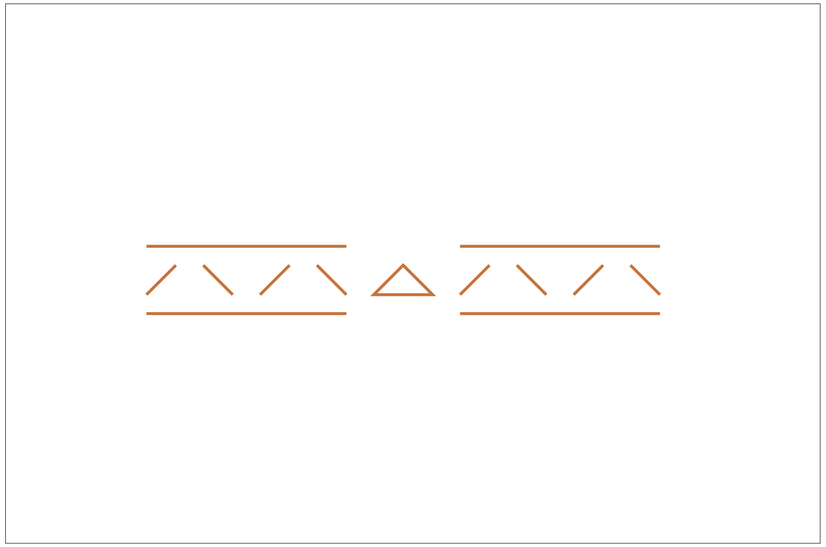
TAIBA's visual system includes two signature graphic devices—**The Forward Shift** and **The Sadu Band**. These elements serve as visual metaphors of the brand's promise: to transform spaces, connect with heritage, and lead with distinction.

They allow creative flexibility while maintaining cohesion across every touchpoint.

The Forward Shift



The Sadu Band



7.2
The Forward Shift

Overview

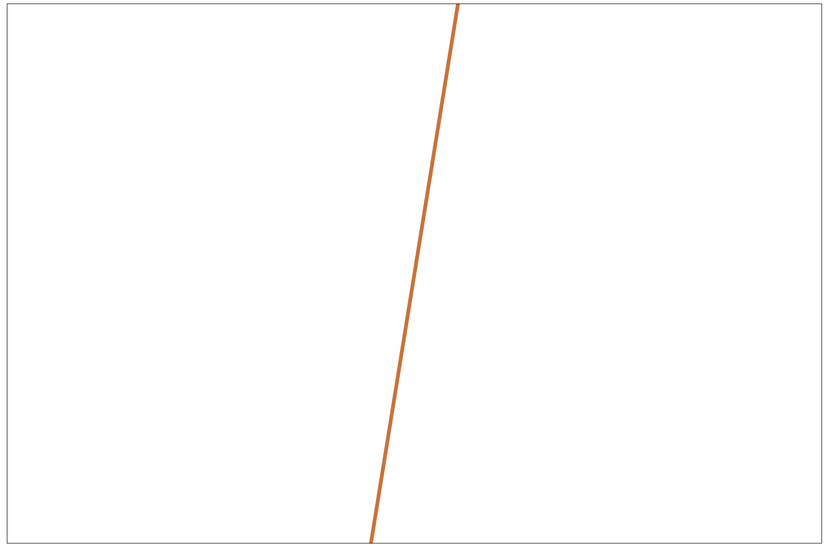
The Forward Shift is the defining graphic gesture of the TAIBA identity. Inspired by the slanted “I” in the English logo (and mirrored in the Arabic “ﺑ”), it symbolizes motion, evolution, and purpose. It’s a visual expression of transformation—a shift forward that is always intentional, always dignified.

In practice, it appears:

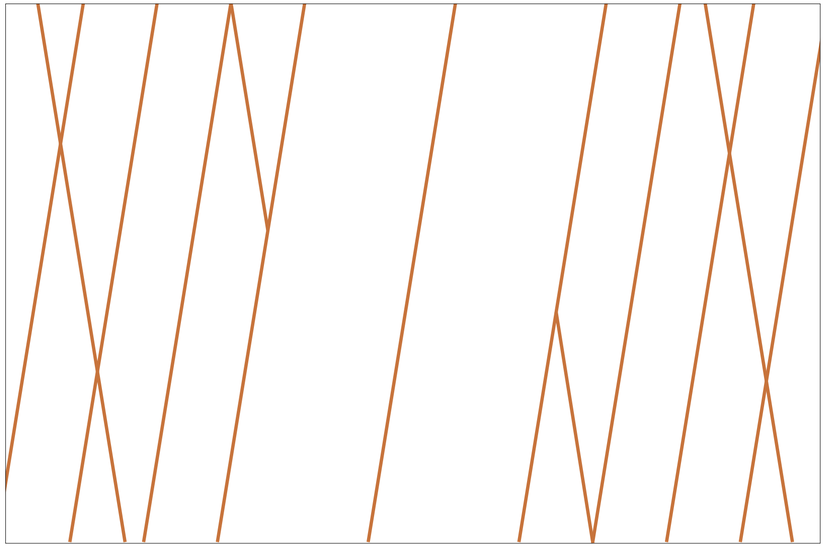
- As a bold copper slash “/” that guides layouts or image divisions.
- As a design motif splitting pages, directing focus, or revealing before/after moments.
- As a repeating pattern of diagonal lines that subtly reinforce the TAIBA spirit.

It only ever appears in Metallic Copper—digitally or as foil/stamped ink in print. It is never decorative; it is directional.

The Forward Shift as a design element



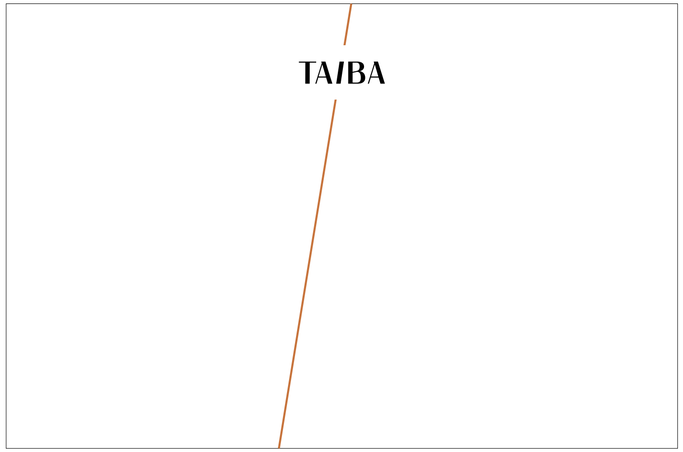
The Forward Shift as a pattern



7.2
The Forward Shift

Examples – As a design element

Here are several ways to use **The Forward Shift** as a design element.



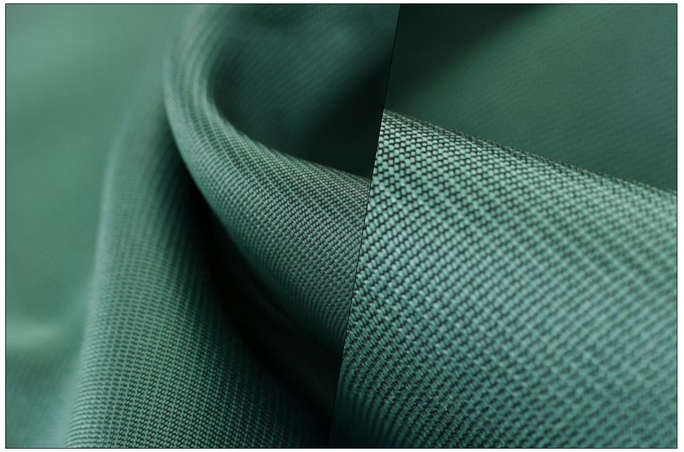
The Forward Shift should always be positioned at the center of the “I” in English TAIBA logo. Ensure that clearspace is maintained around it.



The Forward Shift used to segment non-bleed images.



The Forward Shift applied as a visual separator between design elements and color blocks.



The Forward Shift used to divide full-bleed imagery with subtle emphasis.

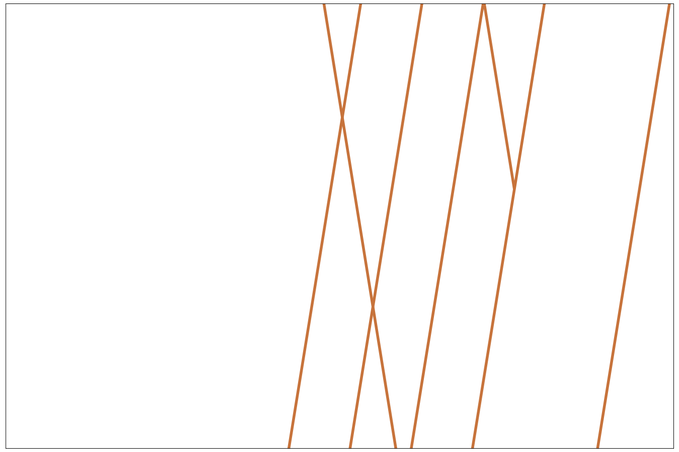
7.2
The Forward Shift

Examples – As a pattern

Here are several ways to use **The Forward Shift** as a pattern.



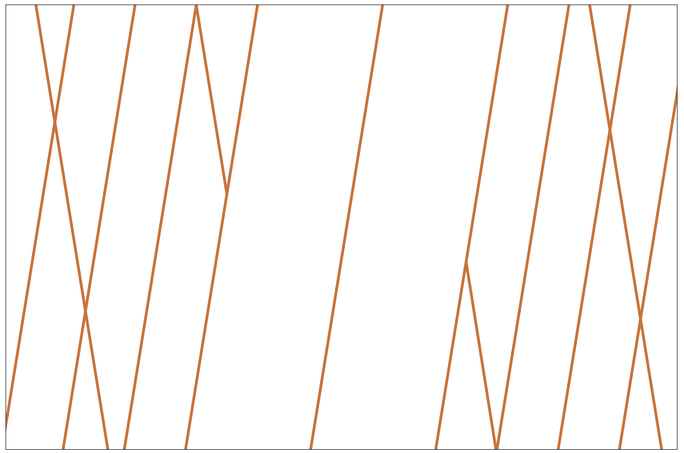
The Forward Shift pattern is used as a background element with opacity.



The Forward Shift pattern is used as a design element in copper color.



The Forward Shift pattern is applied as an embossed element in printed collaterals.



The Forward Shift pattern is used as a background element in copper color.

7.3
The Sadu Band

Overview

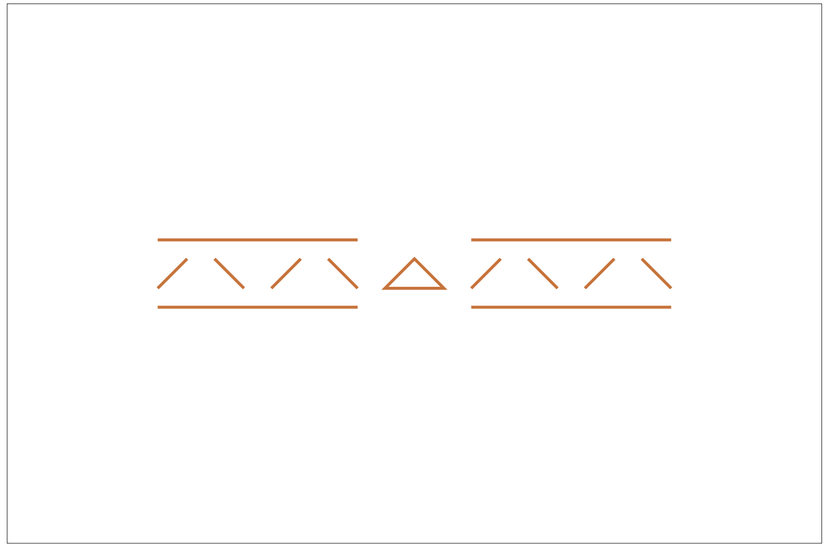
The Sadu Band is a nod to the decorative triangle motifs from TAIBA's legacy identity and traditional Saudi Sadu weaving. Minimalist and elegant, it brings heritage forward in a refined, contemporary way.

It can be:

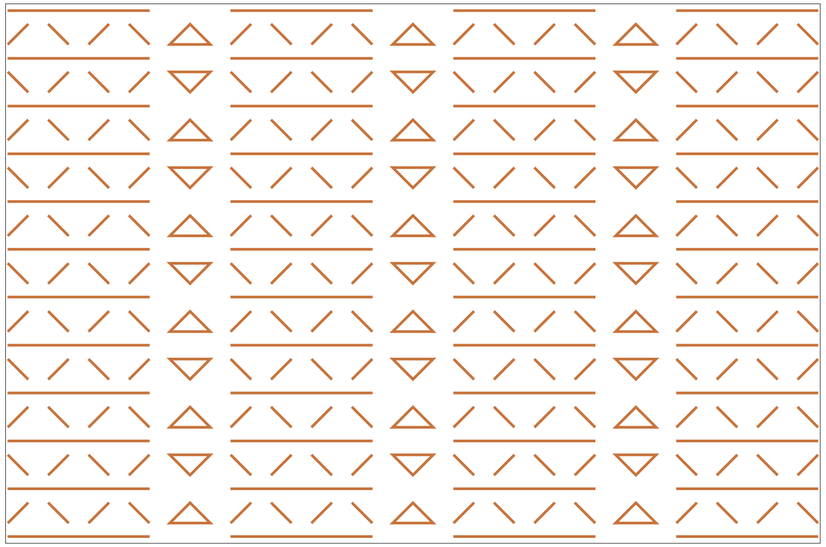
- Used as a horizontal band anchoring layouts.
- Extended to span full-bleed imagery or page widths.
- Repeated as a subtle pattern to provide texture and rhythm.

Always used with restraint, **The Sadu Band** adds quiet prestige and cultural grounding to TAIBA's modern visual system.

The Sadu Band as a design element



The Sadu Band as a pattern

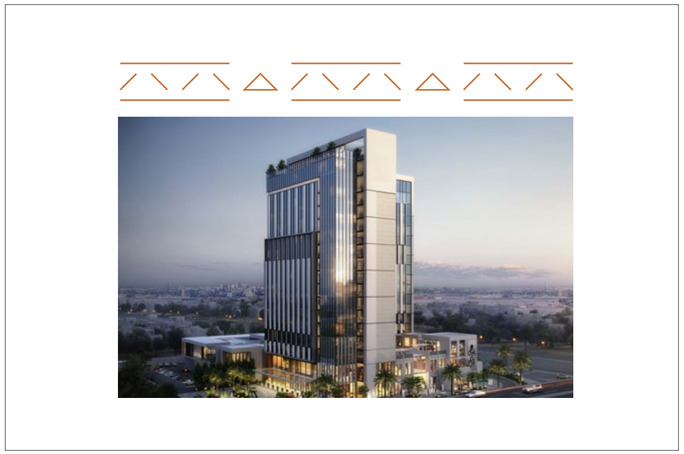


7.3

The Sadu Band

Examples – As a design element

Here are several ways to use **The Sadu Band** as a decorative element.



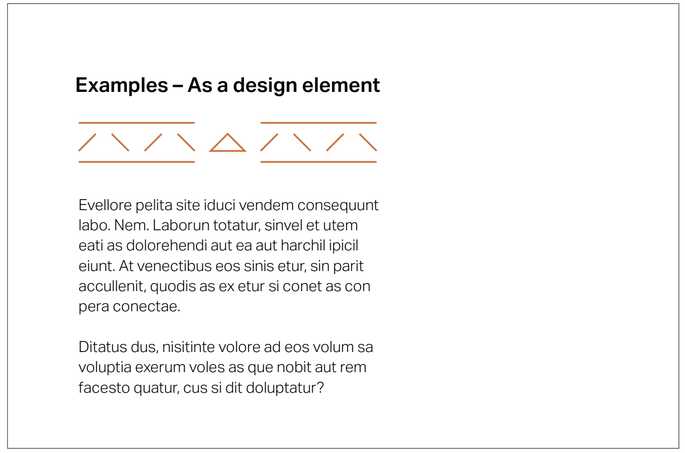
The Sadu Band is used as a design element placed above the image.



The Sadu Band is used as a design element alongside the text.



The Sadu Band used as design element with the text on a image.

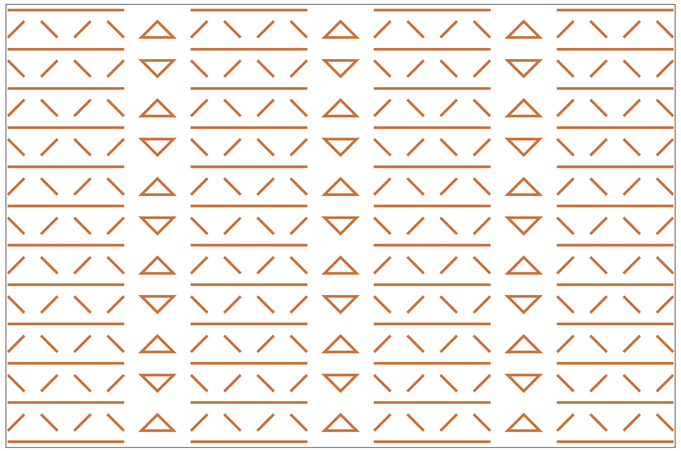


The Sadu Band used as design between sub-head and bodytext.

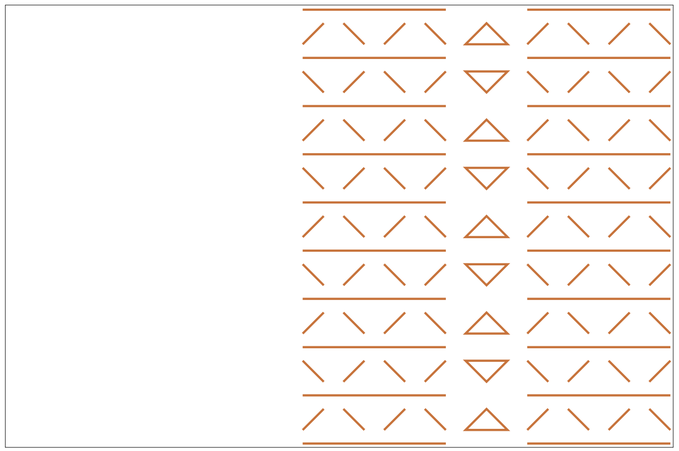
7.3
The Sadu Band

Examples – As a pattern

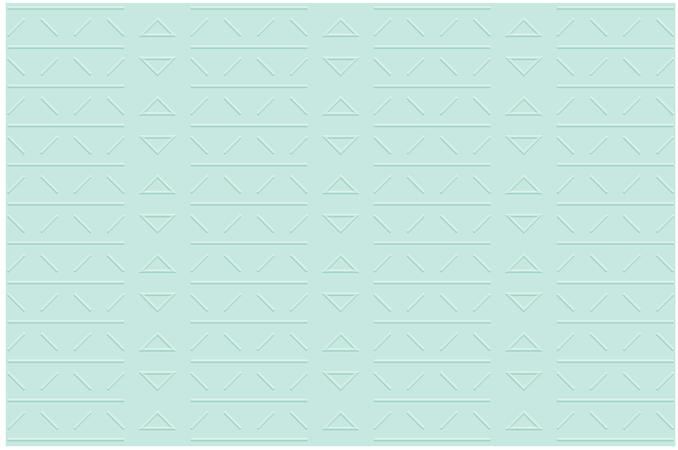
Here are several ways to use **The Sadu Band** as a pattern.



The Sadu Band pattern is used as a background element in copper color.



The Sadu Band pattern is used as a design element in copper.



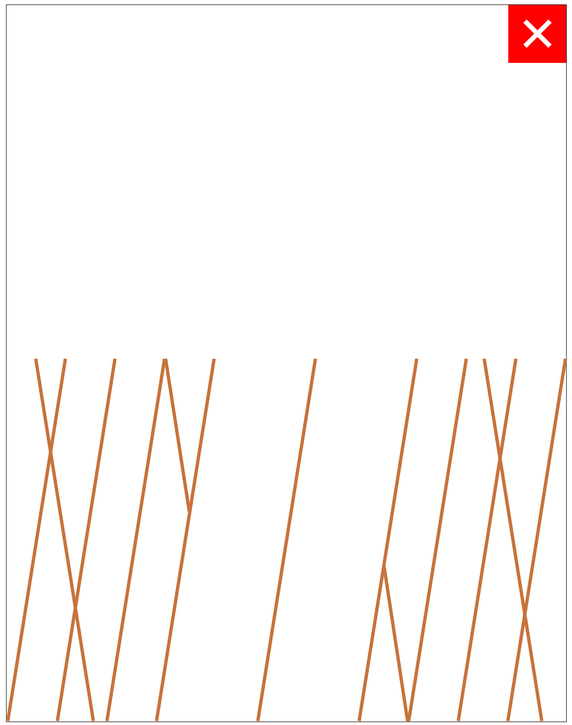
The Sadu Band pattern is applied as an embossed detail in printed collaterals.



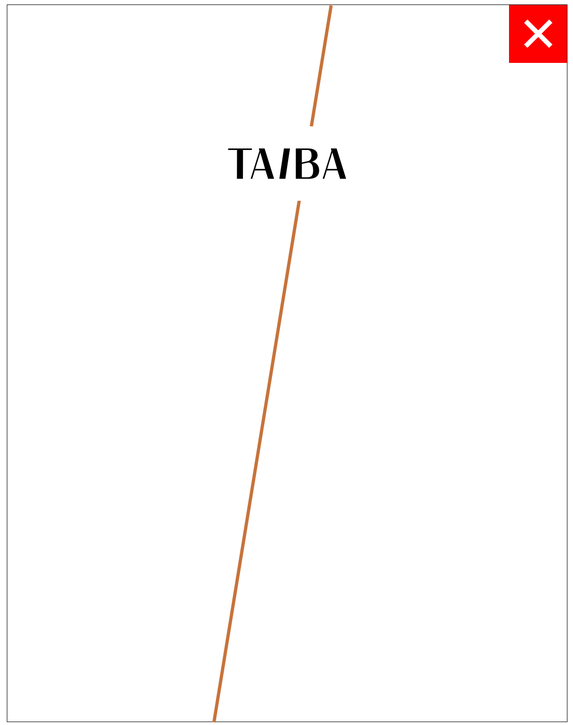
The Sadu Band pattern is used as a background element with opacity.

7.4

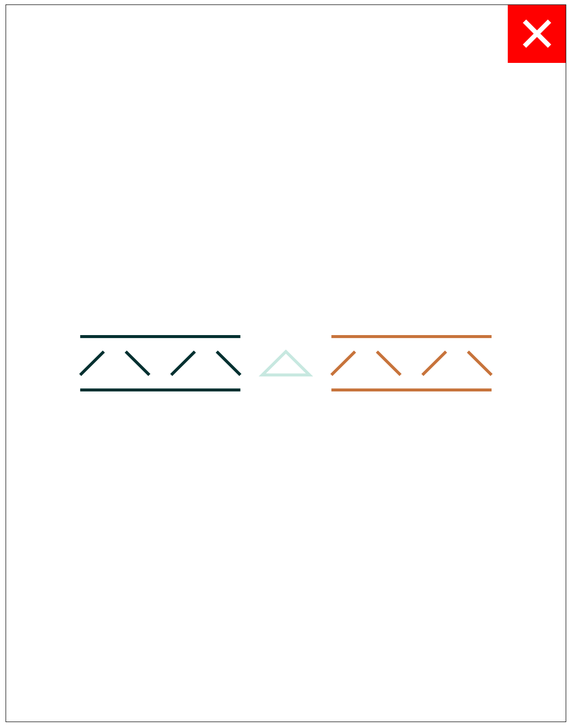
Our Graphic Elements – Don’ts



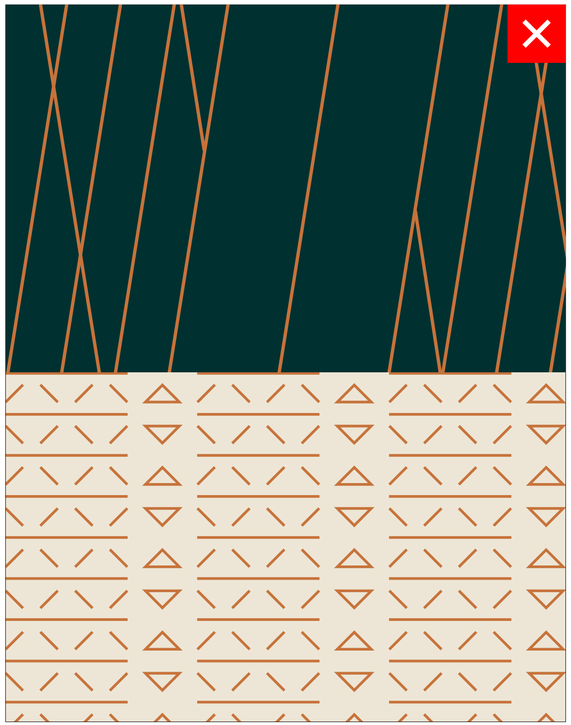
Never use the pattern where it is non-bleed, the pattern should always bleed the layout from top and bottom



When using the Forward Shift with the TAIBA logo, ensure it aligns through the center of the “I” in the wordmark.



Never use The Sadu Band in multi colors



Never use both Forward shift and Sadu band together in a single layout

8.0 Our *Iconography*

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8.5 Icon Library 68

8.1
Our Iconography

Overview

TAIBA's **Iconography** system is clean, consistent, and deeply considered—built to reflect clarity, precision, and the elegance of Forward Hospitality.

Icons are used across digital and print applications to support wayfinding, reinforce categories, and bring visual balance to layouts. They are minimalist, legible, and always aligned to the brand's visual language.



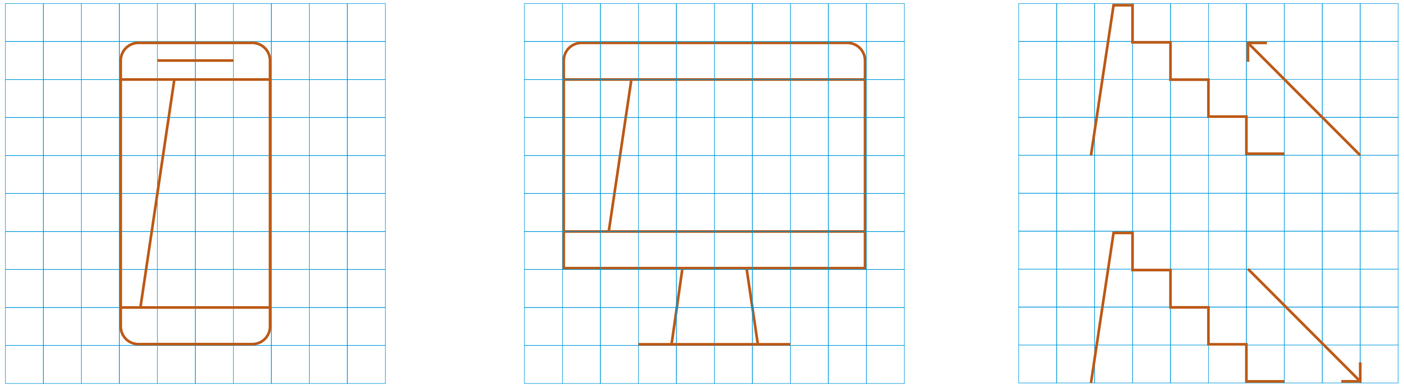
8.2
Our Iconography

Creation Guidelines

To maintain consistency across the icon set:

1. **Grid System**
   Icons are designed on a 10×10 grid (100mm × 100mm) to ensure alignment and visual rhythm across applications.
2. **Stroke Weight**
   Use a uniform 2pt stroke across all icons. This ensures consistency when used in sets.
3. **Design Language**
   All icons incorporate the Forward Shift motif, either subtly through angled geometry or composition. They should feel like part of the same family—balanced in scale, weight, and tone.
4. **Optical Adjustments**
   Icons should be optically evaluated and adjusted to maintain uniformity in height and weight—even if geometrically aligned.

Examples of icon placement on a grid



8.3

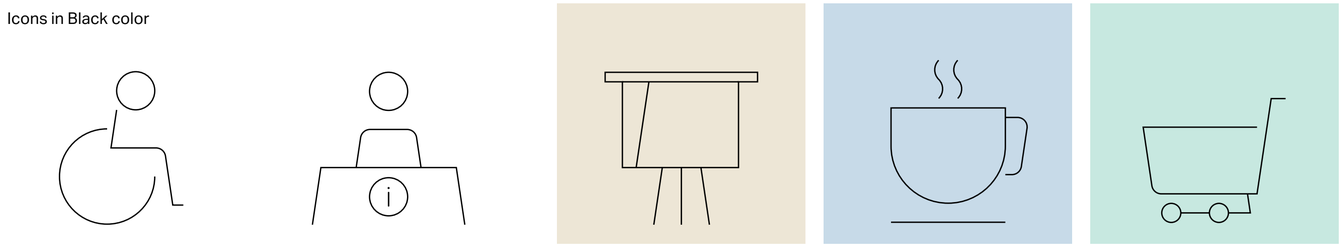
Our Iconography

Colors

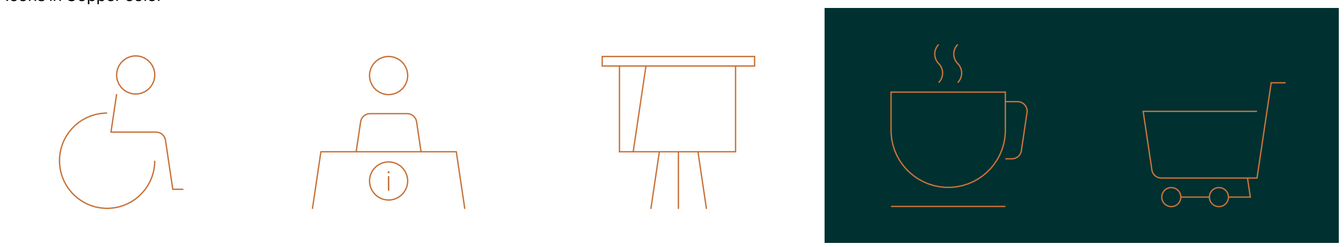
TAIBA icons come in three approved color treatments:

- **Black**
  For use on light backgrounds including White, Sand, Mint, and Sky.
- **Metallic Copper**
  Reserved for use on Madinah Palm backgrounds or in premium executions. For print, always use copper foil or metallic ink.
- **Reverse (White)**
  For use on dark backgrounds where high contrast is needed.

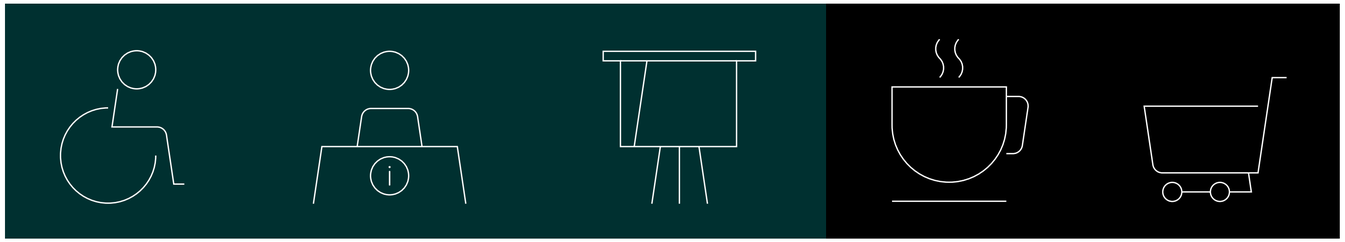
Icons in Black color



Icons in Copper color



Icons in White / reverse



8.4
Our Iconography

Do’s and Don’ts

Do’s

- Maintain consistent stroke thickness across icon sets.
- Use approved brand colors only: Black, Copper, or White.
- Match the icon’s mood and line style to the Forward Shift aesthetic.

Don’ts

- Do not add new colors or use icons in unapproved tones.
- Do not fill icons with solid shapes or gradients.
- Do not use icons on backgrounds where contrast or legibility is compromised.
- Do not Stretch, squash, or modify icon proportions.



8.5
Our Iconography

Library



9.0 Our Communication *Layouts*

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9.2 Layout A: Center Split 74

9.3 Layout B: Forward Shift Center 77

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9.5 Functional Communication Layouts 83

9.6 Bilingual Layouts 86

9.1

Our Communication Layouts

Overview

TAIBA's visual layouts follow a modular system anchored in clarity and consistency. Each layout option is built around the fixed position of the logo (top or bottom center only), and adapts using our signature graphic language. This system creates variety without compromising brand equity.

There are three primary layout types:

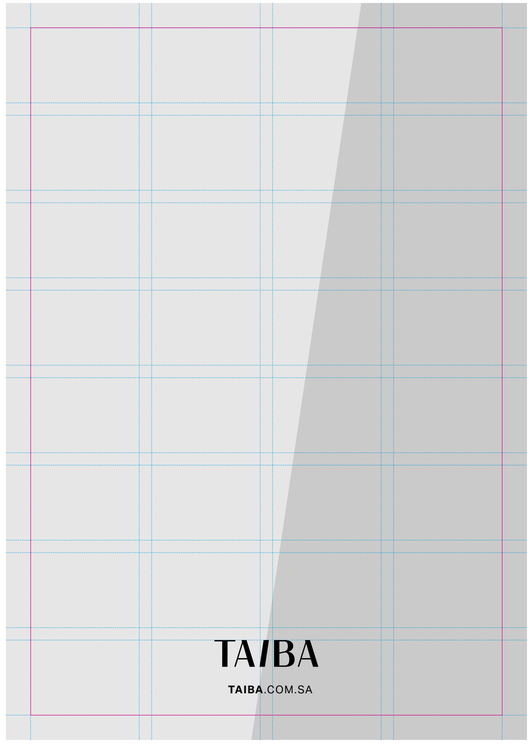
A. Center Split

B. Forward Shift – Center

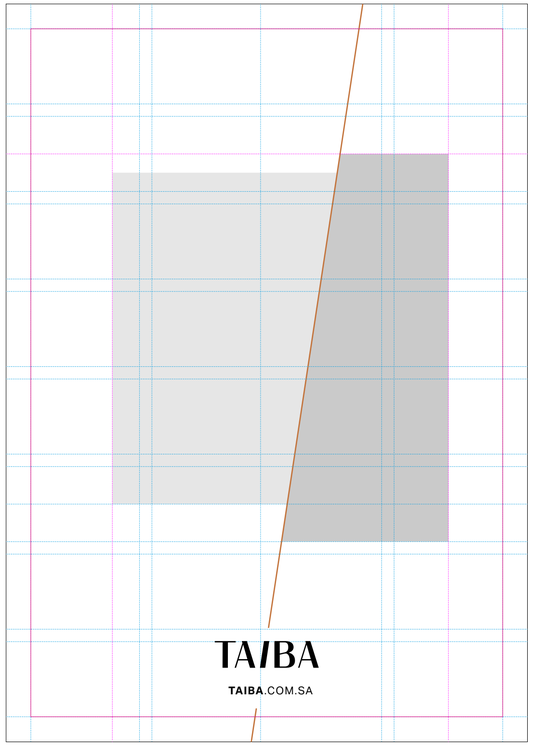
C. Forward Shift – Left or Right

Each has a defined structure but can flex based on content or media format.

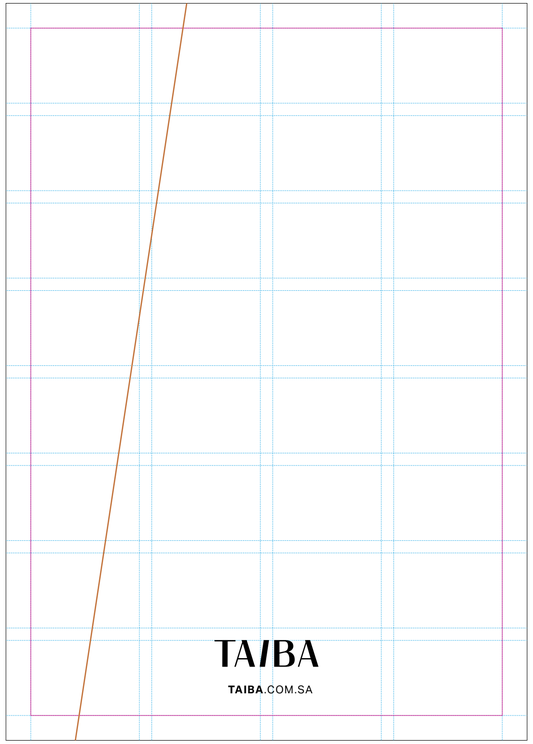
Layout A – Centre Split



Layout B – Forward Shift Center



Layout C – Forward Shift Right/Left



Logo position on Bottom

9.1

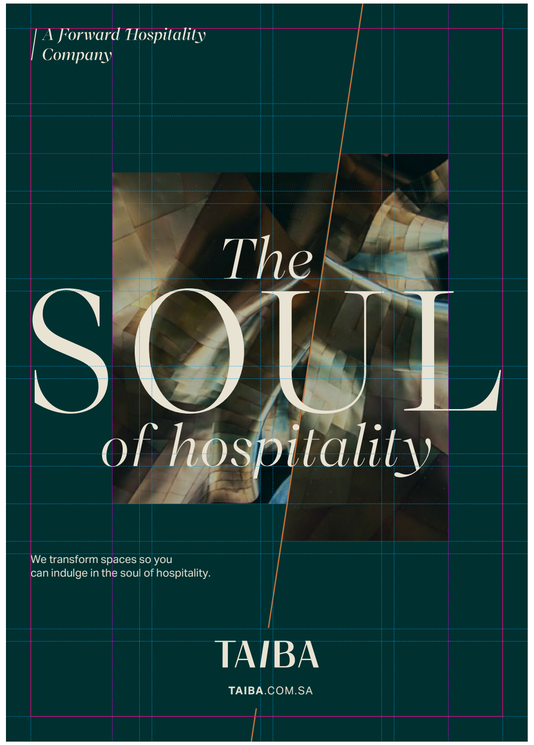
Our Communication Layouts

Examples

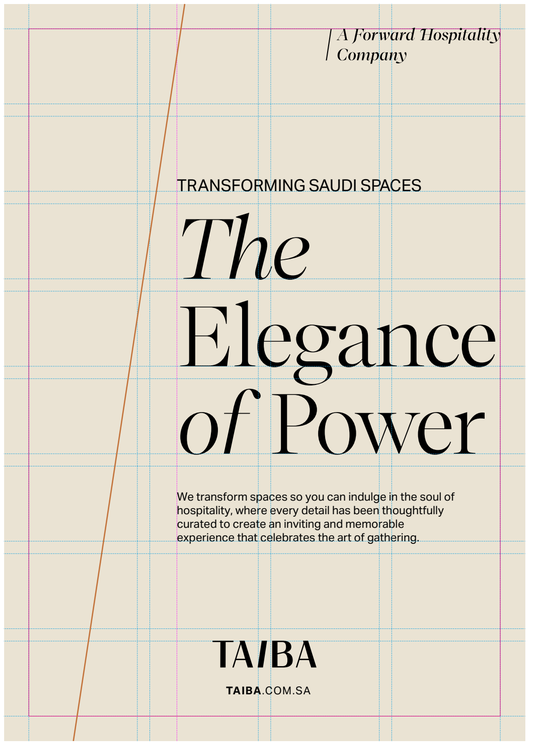
Layout A – Centre Split



Layout B – Forward Shift Center



Layout C – Forward Shift Right/Left



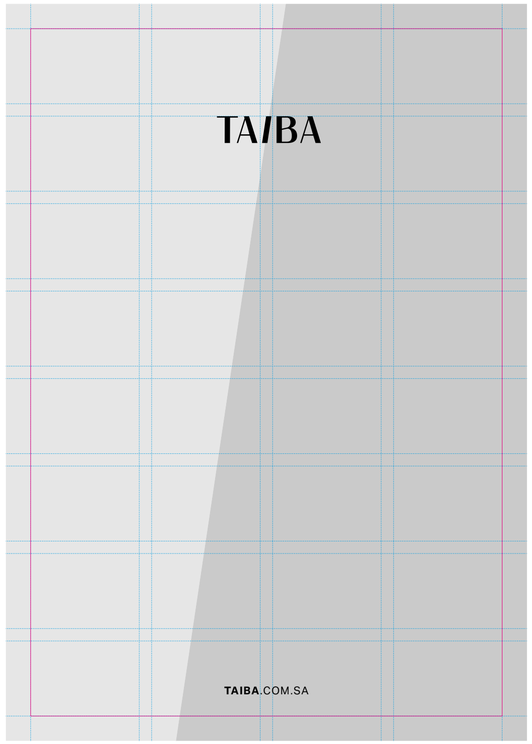
Logo position on Bottom

9.1

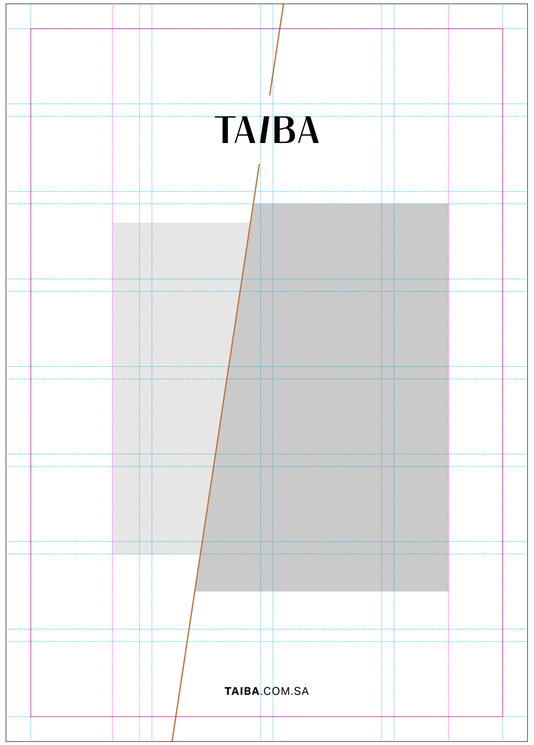
Our Communication Layouts

Wireframes

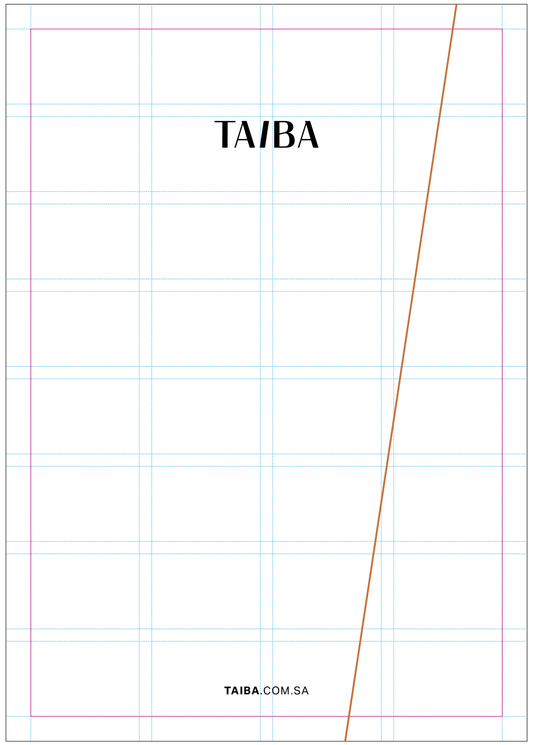
Layout A – Centre Split



Layout B – Forward Shift Center



Layout C – Forward Shift Right/Left



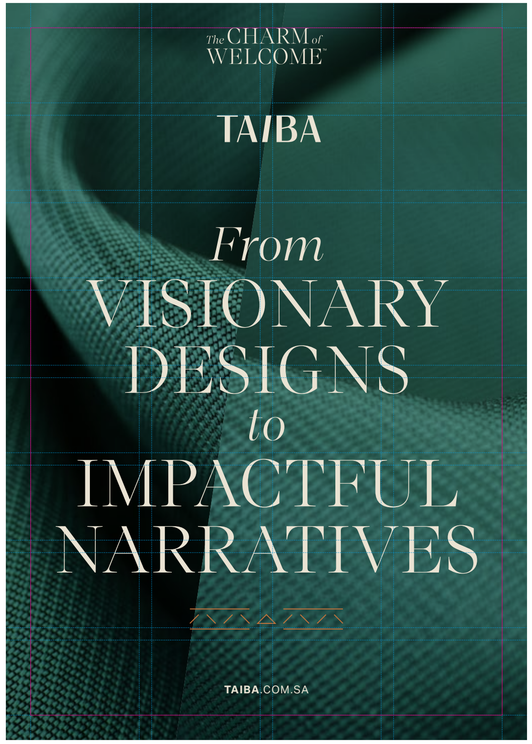
Logo position on Top

9.1

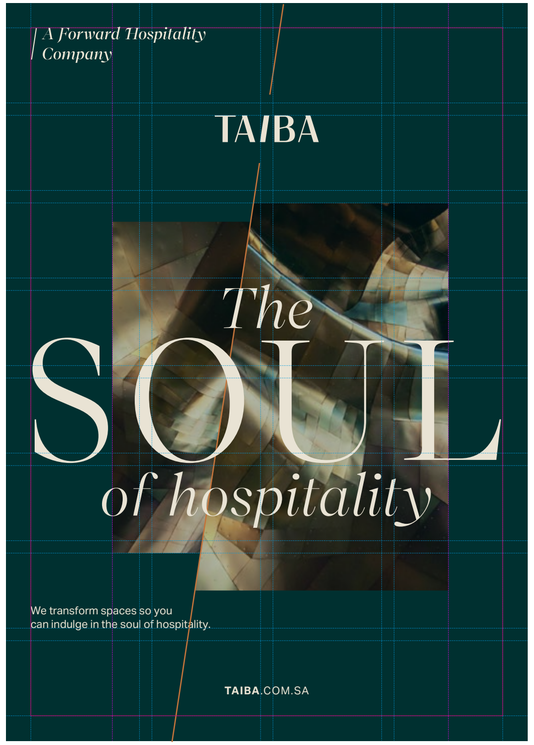
Our Communication Layouts

Examples

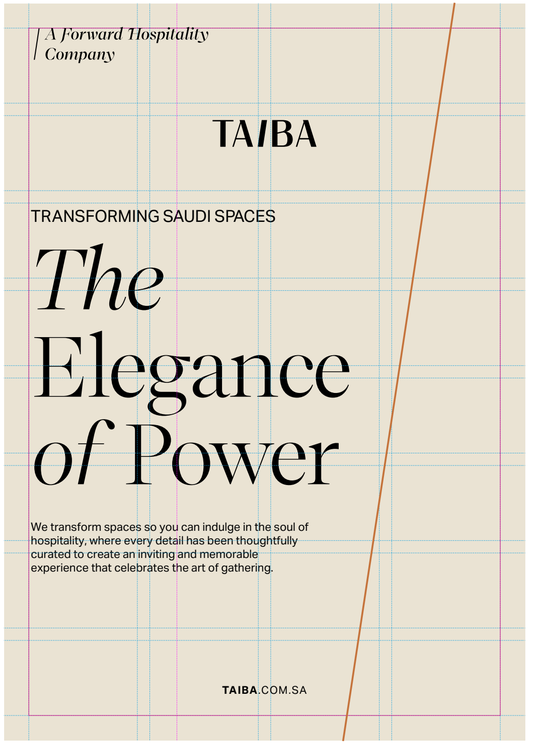
Layout A – Centre Split



Layout B – Forward Shift Center



Layout C – Forward Shift Right/Left



Logo position on Top

9.2

Layout A: Center Split

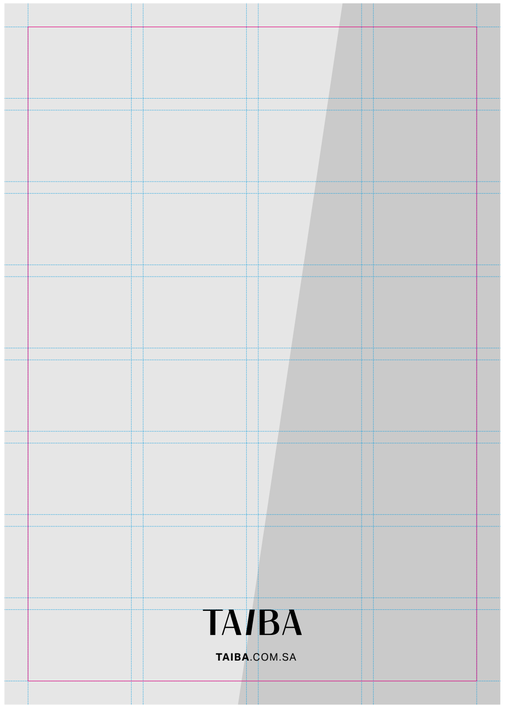
This layout features a **full-bleed image split** down the center. The split isn't an overt line but a shift in the visual field—often visible through alignment, tone, or subject framing.

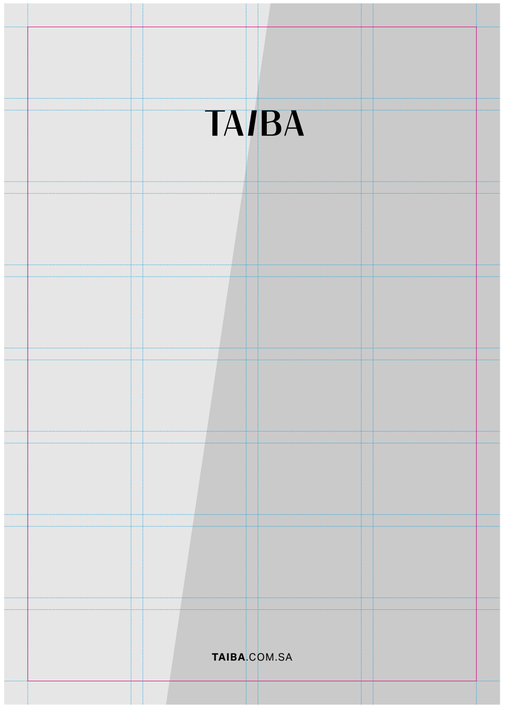
The axis of this split mimics the italic "I" or the Arabic "ﺑ", subtly referencing the brand's logo and transformation ethos.

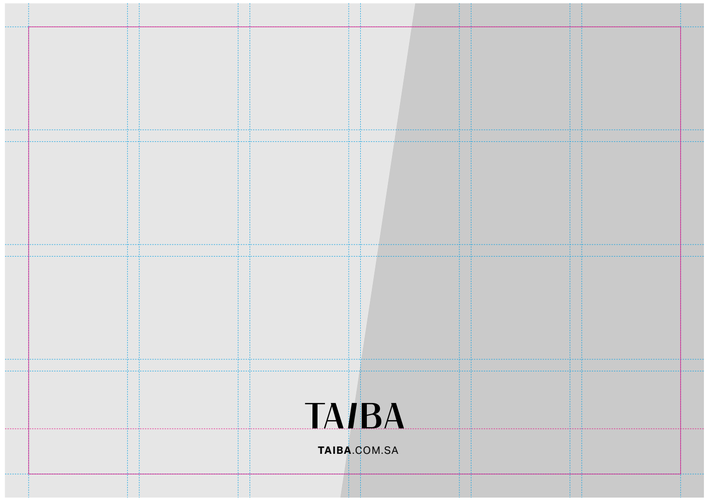
Image Usage: For the Center Split layout, abstract imagery should be prioritized—this includes macro shots, close-ups, textures, materials, and natural elements. If lifestyle images are used, avoid splitting them in a way that disrupts the subject or creates an unbalanced composition. The split should feel intentional and visually harmonious.

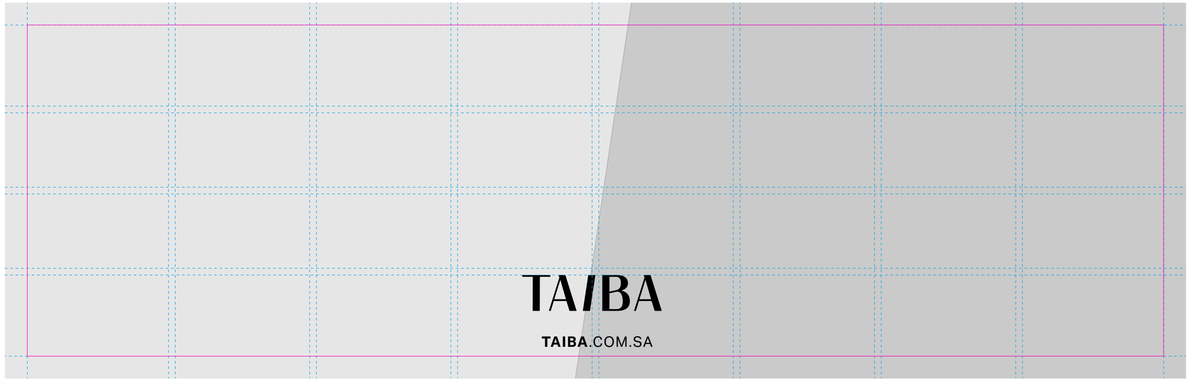
Logo position: Always center-aligned (top or bottom).

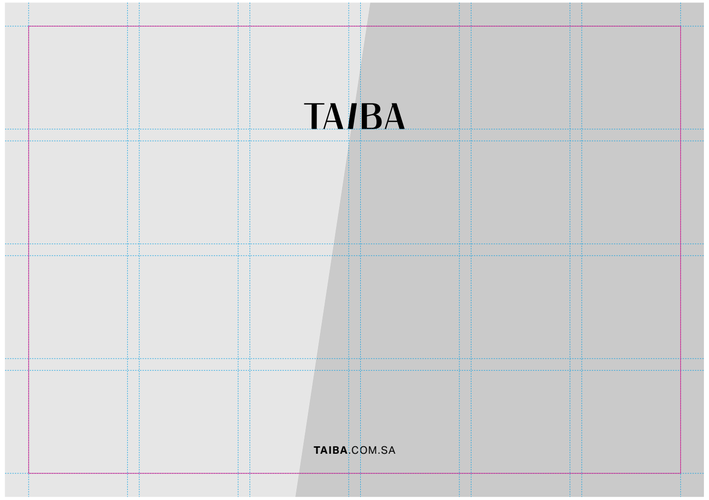
Best for: Immersive brand storytelling, image-led layouts, or hero messages.









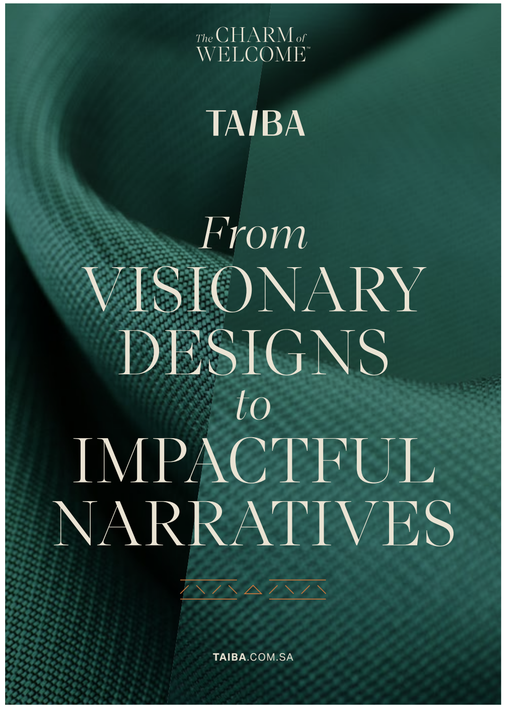


9.2

Layout A: Center Split

English Layout Examples











9.2

Layout A: Center Split

Arabic Layout Examples











9.3

Layout B: Forward Shift Center

This layout brings the **Forward Shift** element front and center. It appears as a bold copper slash, visually dividing the layout while guiding the eye through messaging or imagery.

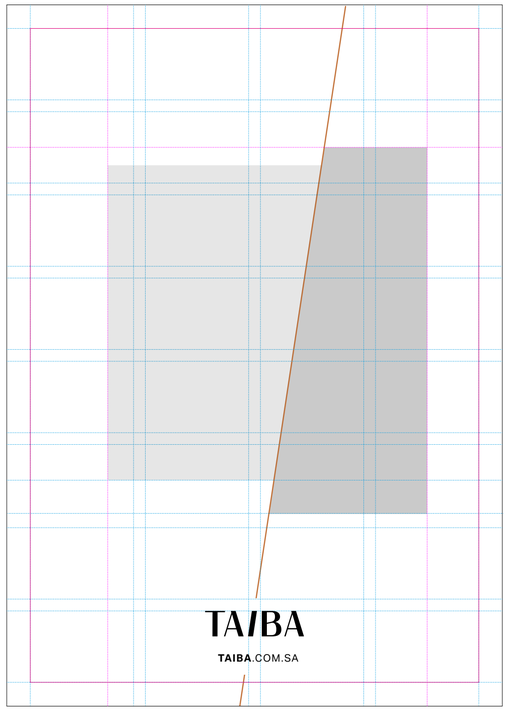
The logo is centrally aligned—either at the top or bottom of the layout—to maintain brand balance and recognition. In extra-wide formats (e.g., billboards), the logo may shift to the left or right center to better accommodate composition and readability.

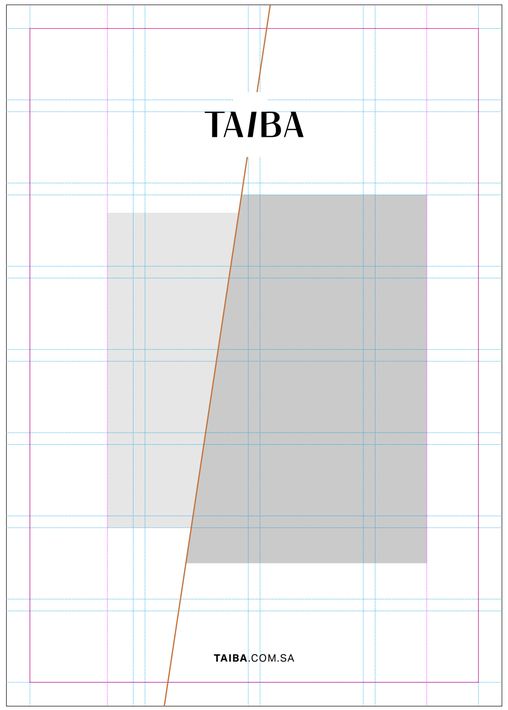
Image Usage: Abstract imagery should take precedence in this layout style—textures, natural elements, and conceptual visuals that harmonize with the split work best. Lifestyle photography can be used selectively, but must be handled with care. The human figure should always be shown respectfully—never cropped, sliced, or bisected by the central split.

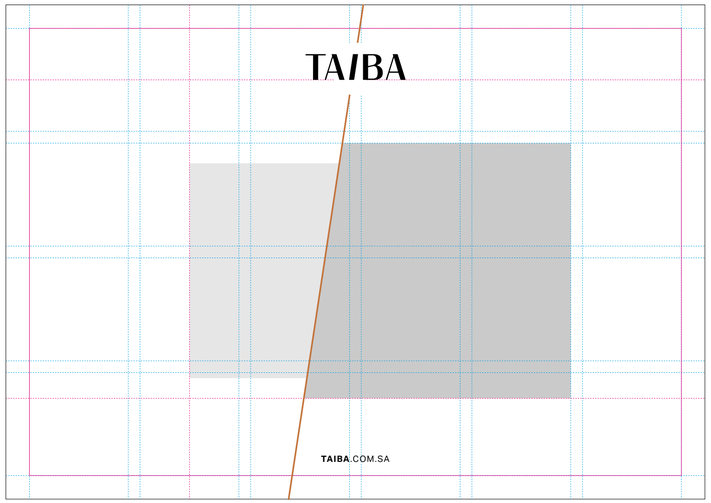
Logo Position: Center-aligned (top or bottom) - Except in wider applications

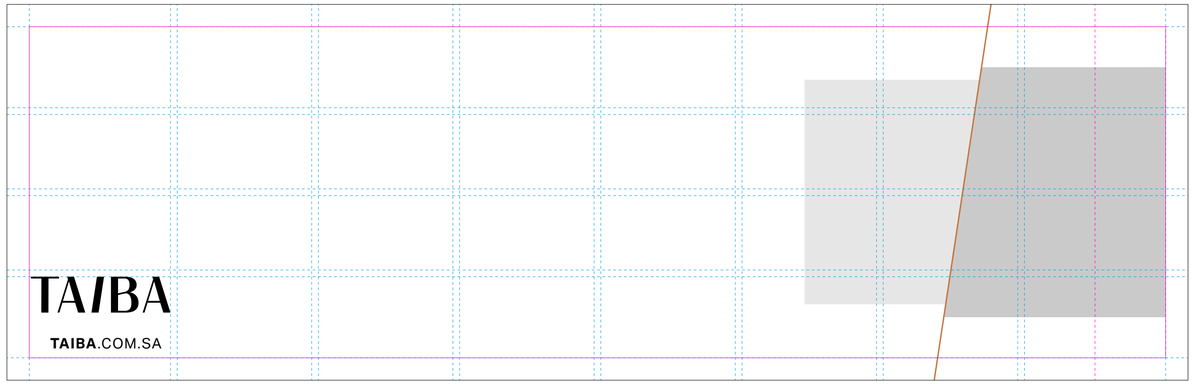
Forward Shift Position: Center-aligned - Except in wider applications

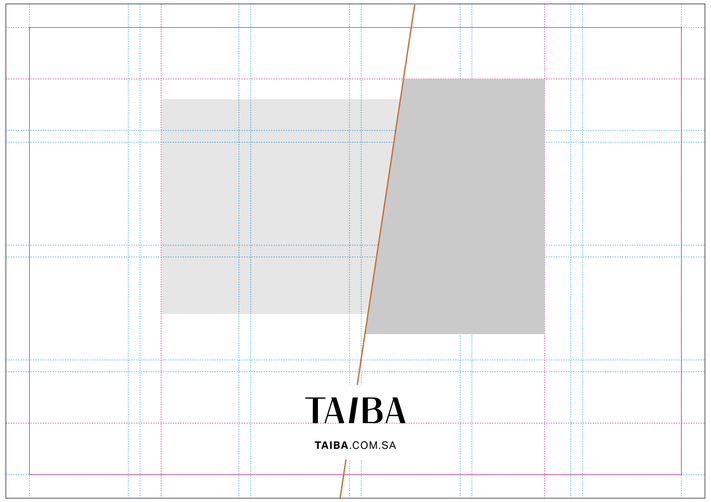
Best for: Transformation narratives and experiential storytelling.









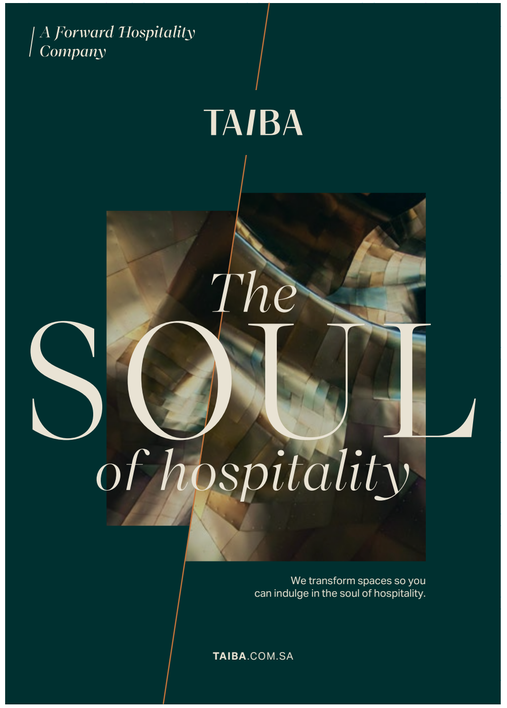


9.3

Layout B: Forward Shift Center

English Layout Examples











9.3

Layout B: Forward Shift Center

Arabic Layout Examples











9.4

Layout C: Forward Shift – Left/Right

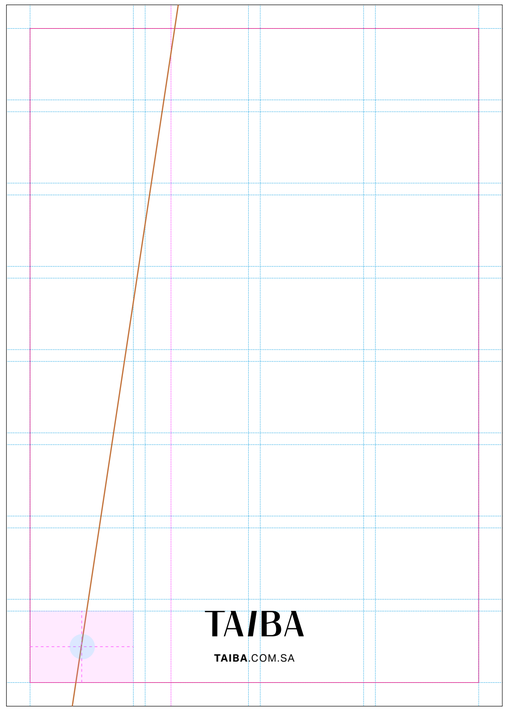
Here, the **Forward Shift** moves to either the left or right column, acting as a structural divider between headline and content. It does not intersect with the logo but adds asymmetry and rhythm to the page.

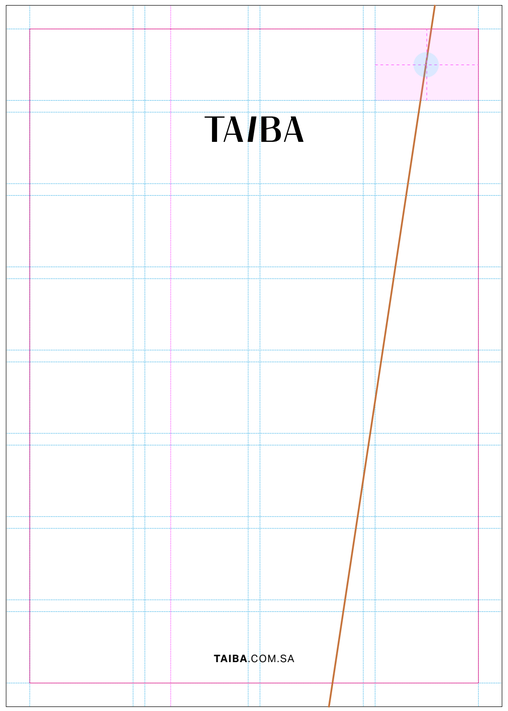
This layout is particularly effective for content-rich formats like **presentations, editorial spreads, or data-heavy designs**.

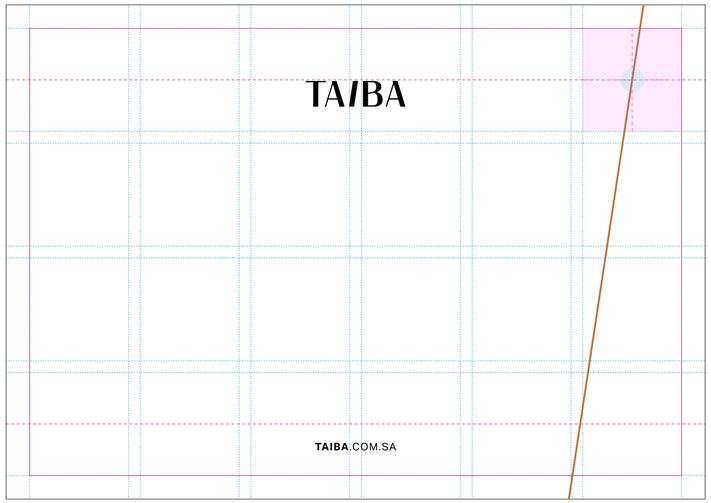
Logo position: Always top or bottom center.

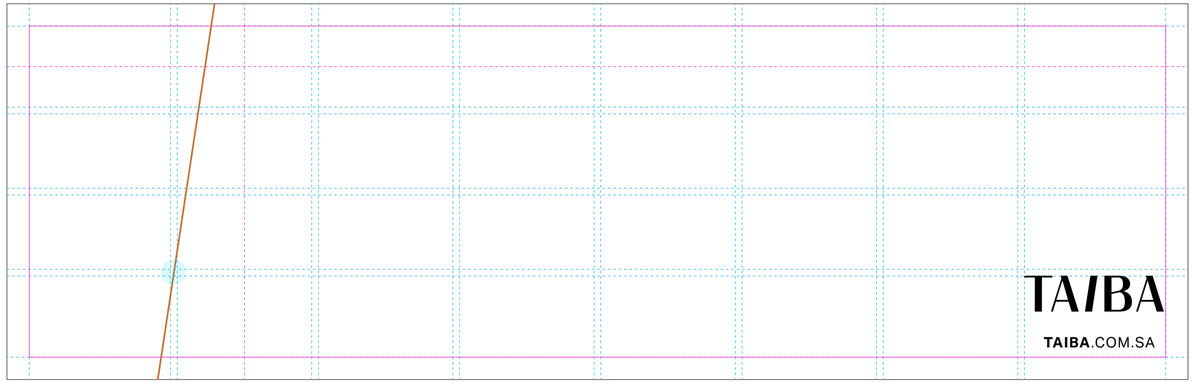
Forward Shift position: Center of left or right column.

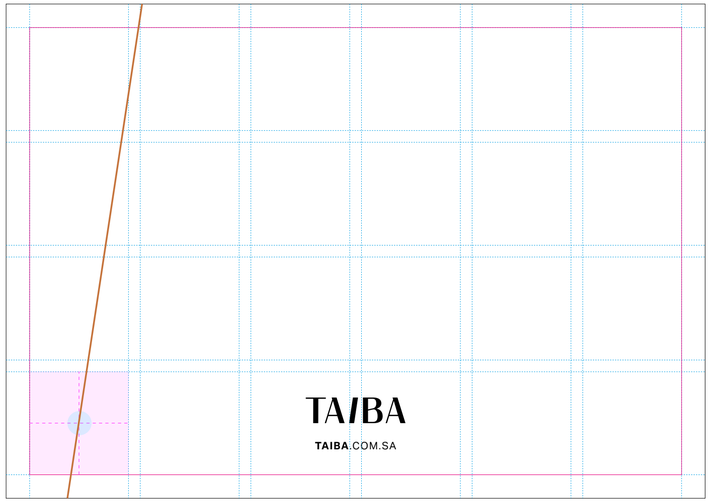
Best for: Text-dominant layouts, long-form content, and editorial spreads.











9.4

Layout C: Forward Shift – Left/Right

English Layout Examples











9.4

Layout C: Forward Shift – Left/Right

Arabic Layout Examples











9.5

Functional Communication Layouts

Functional layouts carry TAIBA's identity into everyday, information-heavy touchpoints (emailers, the inner pages of presentations, technical brochures, and similar collateral) where clarity and legibility take precedence over expressive layouts.

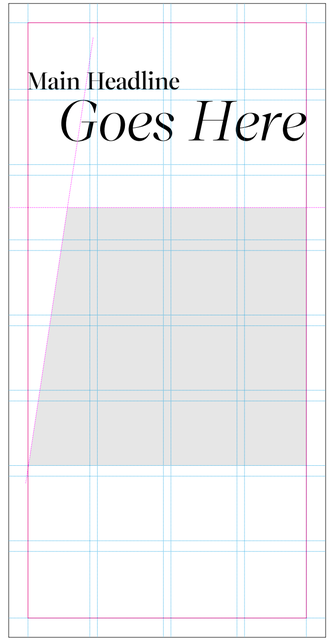
Purpose & Context
These layouts are the brand's "everyday formats." They present facts, figures, and operational content with minimal visual distraction, yet still echo TAIBA's design DNA.

Why It Matters
By simplifying the visual environment, functional templates ensure technical information is delivered with maximum clarity while still reinforcing the brand's refined aesthetic.

The result: communications that are utilitarian, confident, and unmistakably TAIBA— proof that minimal can still be memorable.





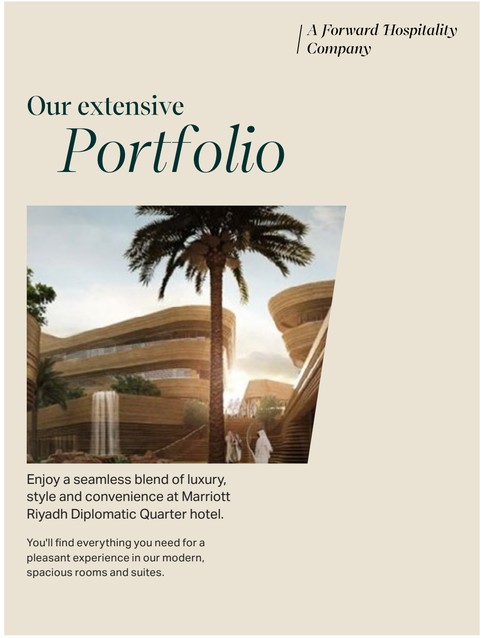




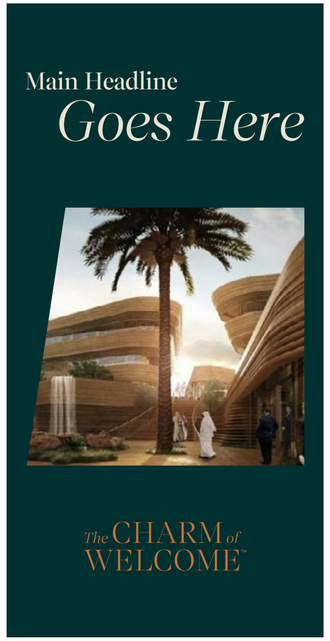
9.5

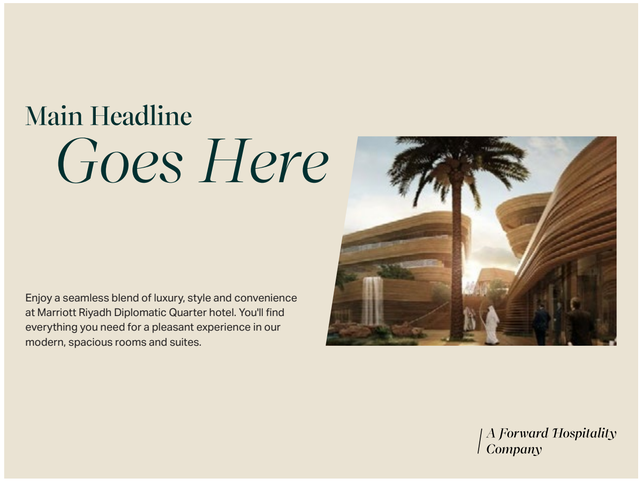
Functional Communication Layouts

English Layout Examples









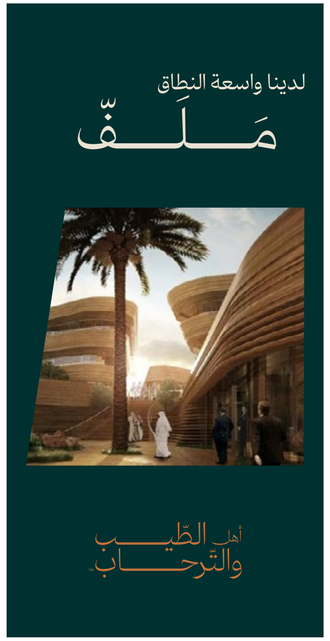
9.5

Functional Communication Layouts

Arabic Layout Examples









9.6

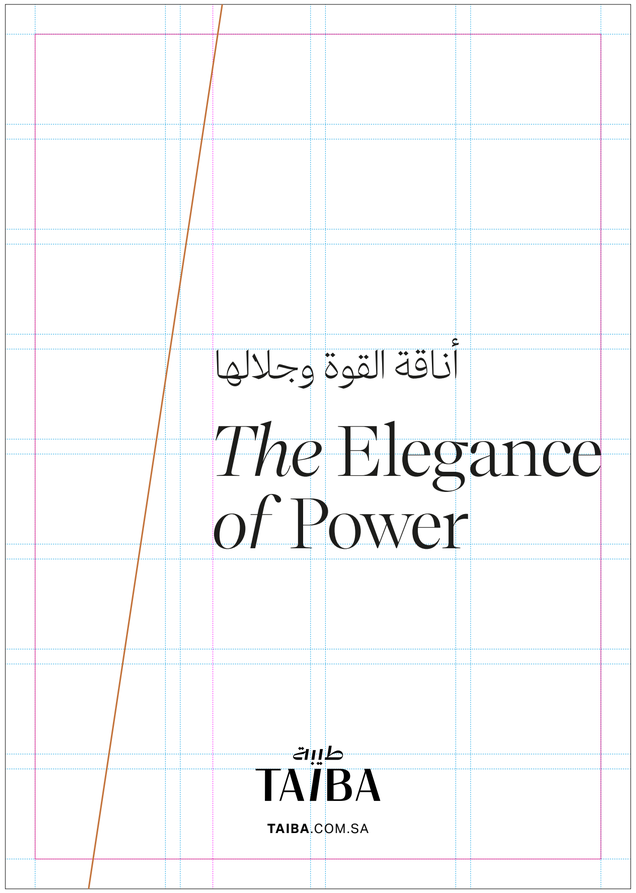
Bilingual Layouts

For bilingual layouts, we follow **Layout C – Forward Shift Right/Left**, which is particularly well-suited for content-heavy formats. The positioning of the logo and the Forward Shift element adheres to the same principles outlined in **Layout C**.

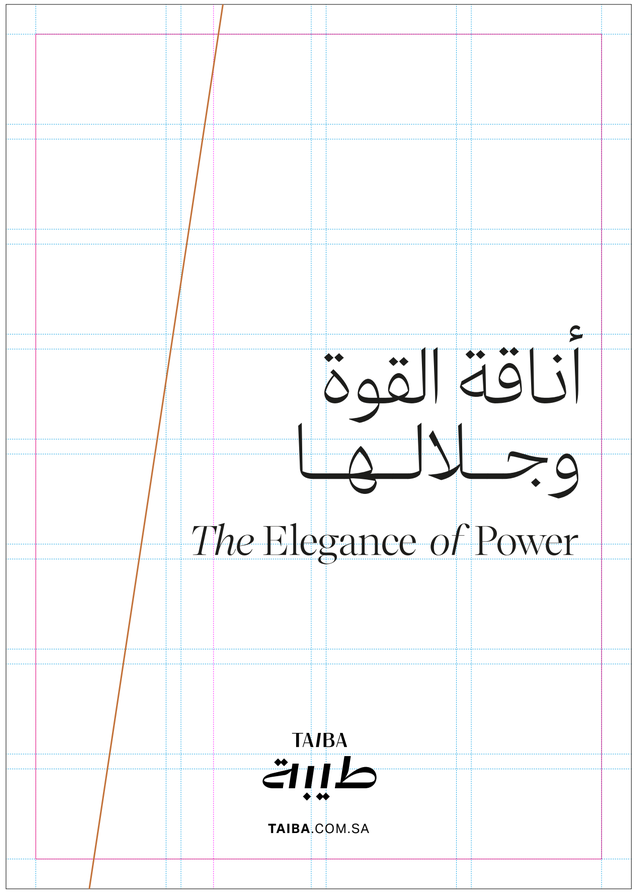
Our bilingual communication is guided by the language hierarchy of our target audience. When English is the primary language, we prioritize English content and use the English-dominant logo. Versus., when Arabic is the primary language, we prioritize Arabic content and use the Arabic-dominant logo.

Both logo variations have been specifically developed to support this approach.

English-dominant layout



Arabic-dominant layout



9.5

Bilingual Layouts

English – As primary language

In this layout, English takes precedence, using the English-dominant logo along with a larger English headline to establish hierarchy. The subhead and body copy maintain consistent sizing for clarity and balance.

English-dominant layouts





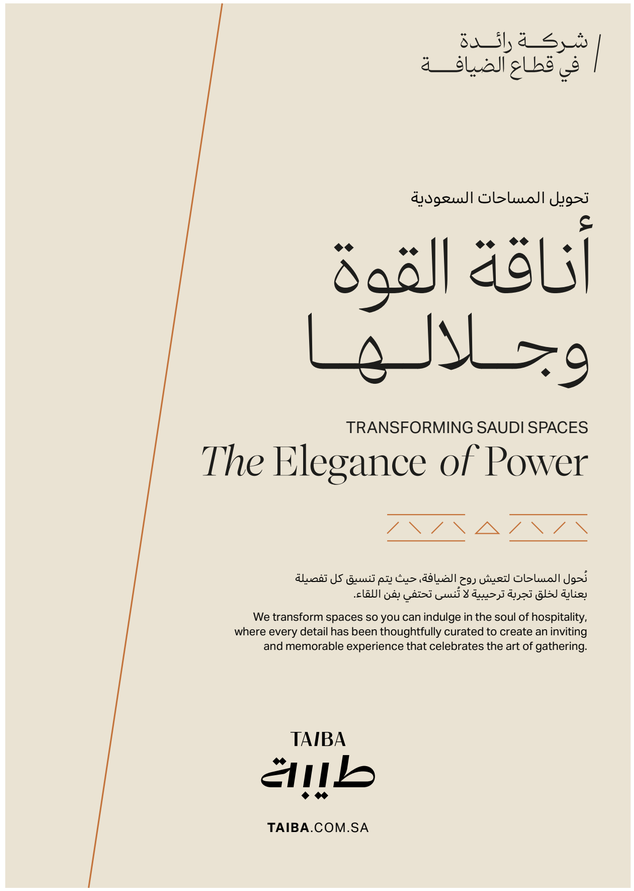
9.5

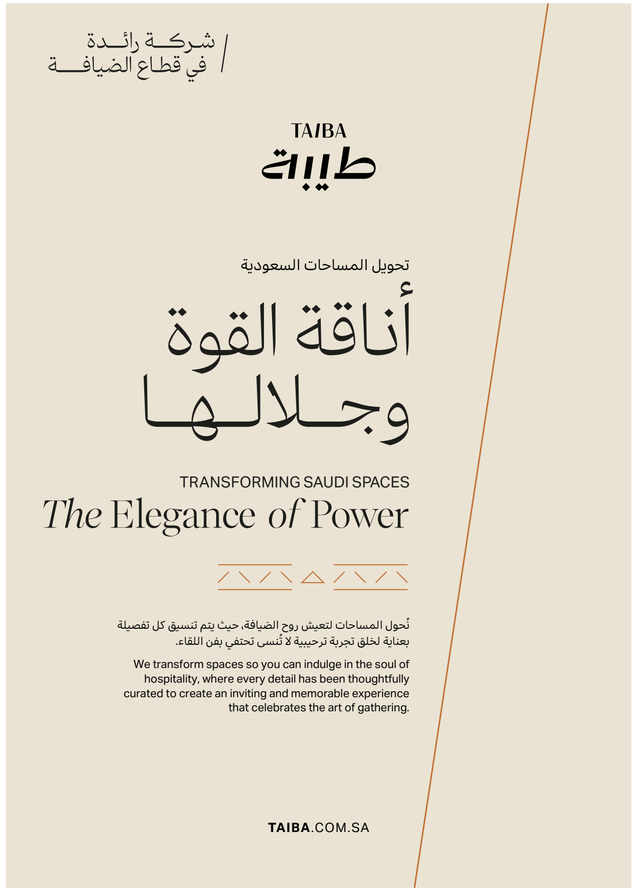
Bilingual Layouts

Arabic – As primary language

As seen in this layout, Arabic takes precedence, using the Arabic-dominant logo along with a larger Arabic headline to establish hierarchy. The subhead and body copy maintain consistent sizing for clarity and balance.

Arabic-dominant layouts





10.0 *Photography* Guidelines

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10.2 Power 92

10.3 Pride 93

10.4 Prestige 94

10.5 Welcome 95

10.6 Service 96

10.7 Photography Don'ts 97

Photography is central to how TAIBA expresses its essence; how it transforms Saudi spaces and defines a hospitality experience rooted in elegance, culture, and human warmth.



10.1
Overview

These guidelines ensure consistency in tone, framing, and subject matter, while allowing creative flexibility to capture the unique identity of each space and story.

Our photography is not about showing, it's about evoking. It's about expressing emotion through environments, character through textures, and a sense of belonging through people.

Our imagery is organized across four primary pillars: the design principles of **Power**, **Pride**, and **Prestige**, and The Charm of **Welcome**, ensuring a consistent expression of TAIBA's spirit; and one secondary pillar, **Service**, which focuses on practical and transactional communication but is equally aesthetic.

General Image Treatment

Color Grading
Natural, earthy tones. Maintain consistency across categories, avoiding hyper-saturation or flat grayscale.

Cropping
Let the subject breathe, don't over-tighten.

Consistency
All images should feel like they belong to the same world, even if they were taken in different places.

The photos used in this document are intended to illustrate the mood and direction only; photos from the final TAIBA Photo Library must be used in final layouts.



Power



Pride



Prestige



Welcome



Service

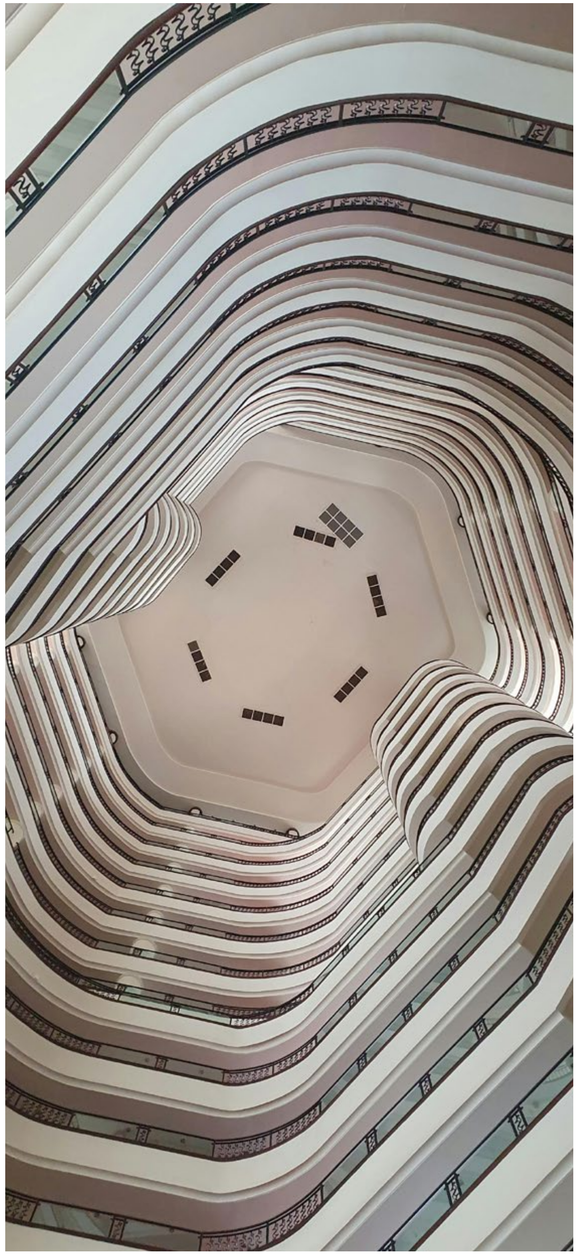
10.2
Power

This category captures the strength, scale, and bold presence of TAIBA's built environment. It's not about documenting architecture; it's about framing it as a statement of power.

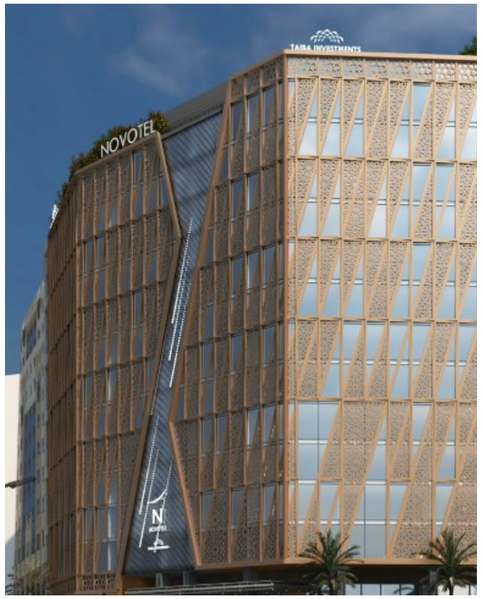
These images communicate ambition, permanence, and mastery of space. Each frame should feel purposeful, almost monumental; showing how TAIBA shapes the skyline and leaves a mark on the urban and cultural fabric of Saudi Arabia. Architecture here becomes a symbol of authority and leadership in hospitality.

How to capture:

- Use leading lines to guide the eye with intention.
- Emphasize symmetry and structural rhythm.
- Capture monumentality through low angles or unexpected framing.
- Shoot during golden hour or with dramatic shadows to enhance depth.
- Focus on textures of facades, dynamic geometry, and structural layering.











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10.3
Pride

PRIDE is where heritage meets hospitality. These images celebrate Saudi Arabia's rich cultural identity: its traditions, craftsmanship, and regional expressions.

Framed through the lens of warmth and sophistication. It's about honoring the past while presenting it in a way that feels alive, elevated, and proudly local. These aren't museum pieces; they're elements still lived in, loved, and passed on. Photography in this category should reveal the soul behind the surface; textures, patterns, and details that ground the brand in authenticity.

How to Capture:

- Highlight Saudi details like mashrabiyas, barajeel, ornate doors, arches, traditional crafts, local patterns.
- Capture textures in context—stone carvings, earth tones, artisan work.
- Use soft natural lighting to enhance warmth.











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10.4
Prestige

PRESTIGE focuses on the refined, the rare, and the beautifully crafted. These close-up images of luxurious materials: velvets, marbles, artisan details.

They are less about context and more about sensation. Each photograph should invite the viewer to imagine touch, temperature, weight. It's the visual equivalent of running your fingers across silk or polished stone. This category embodies subtle extravagance, showcasing the impeccable quality and attention to detail that define TAIBA's elevated hospitality experience.

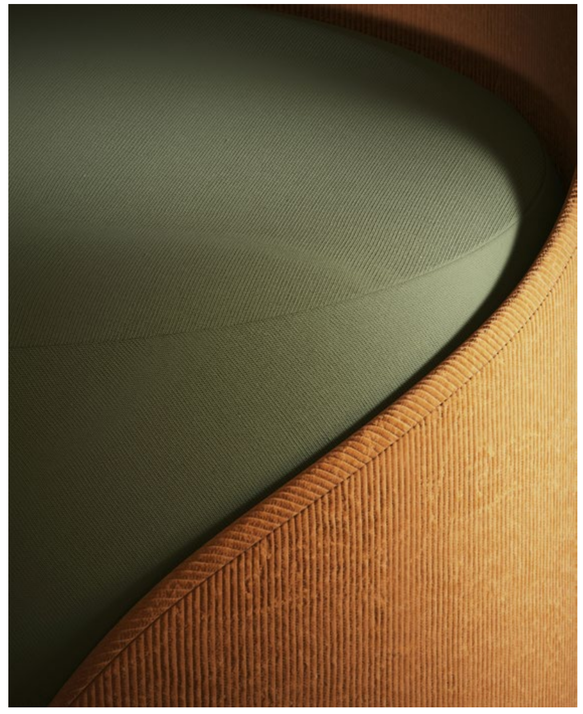
How to capture:

- Shoot close-up compositions of luxury materials: marble veining, velvet folds, polished brass, textured glass.
- Use selective focus, light fall-off, and shallow depth of field.
- Frame with negative space to elevate the subject.
- Explore abstract angles to remove context and highlight materiality.









The photos used in this document are intended to illustrate the mood and direction only; photos from the final TAIBA Photo Library must be used in final layouts.

10.5
Welcome

WELCOME is the heart of the brand, the soul of hospitality made visible. These photographs center around people and meaningful human moments: eye contact, shared smiles, subtle gestures of service and connection.

It's about showing warmth without performance, inclusion without cliché. Whether it's a Saudi host in Diriyah or an international guest at one of TAIBA's properties, the goal is to reflect grace, diversity, and dignity. The focus here is on natural, editorial-style imagery that feels lived-in and real; not staged or overproduced.

How to Capture:

- Focus on authentic interactions: greetings, gestures, eye contact, shared moments.
- Show Saudi and international guests and hosts—diverse, inclusive, and naturally styled.
- Use environmental portraits in hospitality spaces: lobbies, lounges, courtyards, cafés.
- Frame people in motion or at ease, not posed—e.g., adjusting a scarf, offering coffee, smiling subtly.
- Use soft, directional lighting—interiors with warm tones or exteriors with golden sunlight.













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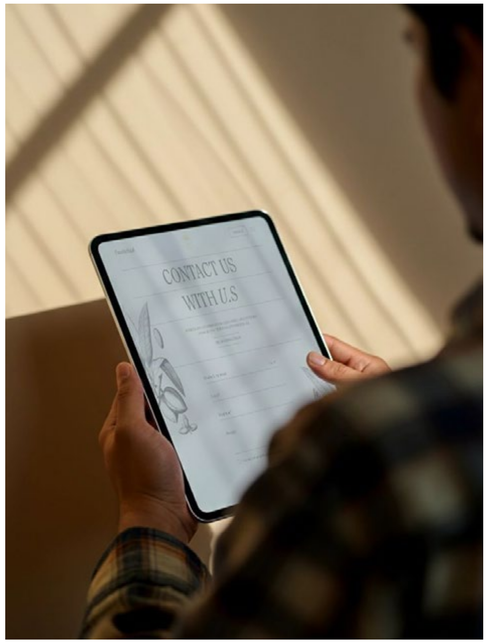
10.6
Service

SERVICE captures the human infrastructure of TAIBA's hospitality. The people who ensure every detail is prepared, every standard upheld, and every gesture delivered with quiet precision. These are not just operations, they're rituals of excellence.

This category honors the professional side of service: briefings, preparations, and internal moments of leadership. The tone remains warm and refined, while highlighting purpose, posture, and presence.

How to Capture:

- Show staff in motion or in leadership: hosting a meeting, giving a briefing, preparing for service.
- Highlight expression through body language—focused eyes, poised hands, confident gestures.
- Use light, shadows, and depth of field as part of the composition.
- Frame scenes that reflect respect, teamwork, and internal pride—not just function.
- Avoid rigid posing—aim for natural interaction and engagement.















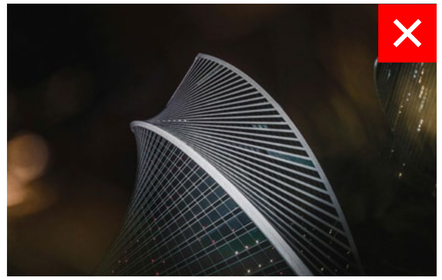
The photos used in this document are intended to illustrate the mood and direction only; photos from the final TAIBA Photo Library must be used in final layouts.

10.7
Photography Don'ts

- Avoid literal real-estate photography (e.g., flat frontal shots, wide interiors without atmosphere).
- Don’t over-edit or over-saturate; the power lies in subtlety and scale.
- Avoid cluttered scenes with distractions like signage, cars, or unrelated people.
- Avoid clichéd or tourist-style imagery (e.g., posed camels, overdone filters).
- Don’t flatten heritage—shoot for depth, texture, and shadow play.
- Avoid staging heritage objects unnaturally or stripping them of their context.
- Avoid busy or overly contextual shots—this is about intimacy, not grandiosity.
- Don’t use synthetic filters or harsh lighting.
- Avoid common stock images—prestige is unique, curated, and textural.
- Avoid stiff posing or forced interactions.
- Don’t shoot crowds or overly busy scenes.
- Avoid generic corporate hospitality photos with exaggerated smiles or out-of-place attire.














The photos used in this document are intended to illustrate the mood and direction only; photos from the final TAIBA Photo Library must be used in final layouts.

11.0 Co-Branding & *Endorsements*

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11.1
Co-Branding

Overview

In select brand communications, co-branding may be required—especially when TAIBA collaborates with business units, sub-brands, or external partners.

Co-branding must always follow a clear visual hierarchy that respects TAIBA's brand equity while allowing space for partner identities.

There are two primary co-branding types:

1. **Internal Co-Branding** – Between TAIBA and its sub-brands or business units.
2. **External Co-Branding** – Between TAIBA and third-party partners.

Internal Partners

Makarem

Holiday Inn

MARRIOTT

Sheraton
HOTELS & RESORTS

External Partners

وزارة الثقافة
Ministry of Culture

شركة الدرعية
Diriyah Company

11.2

Internal Co-Branding

Usage Overview

When representing business units or sub-brands, it's important to maintain the dominance and integrity of the TAIBA brand. Co-branding in this context serves as a sign-off that clarifies ownership and communicates brand architecture.

Sizing Principles

Horizontal Logos: Sub-brand or business unit logo height = 0.5x the height of the TAIBA logo.

Horizontal logo – Ratio example



Horizontal logo – example



11.2

Internal Co-Branding

Sizing Principles

Vertical Logos: Sub-brand or business unit logo height = 1x the height of the TAIBA logo.

Vertical logo – Ratio example



Vertical logo – example



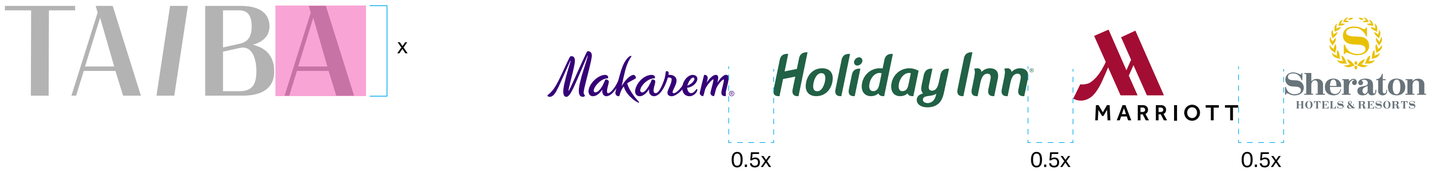
11.2

Internal Co-Branding

Sizing Principles

Spacing: Leave 0.5x (of the TAIBA logo height) as spacing between the TAIBA logo and the sub-brand logo.

Logo spacing – Ratio



Logo spacing



11.3

External Co-Branding

Equal Partnership

In collaborations where TAIBA and a partner hold equal status, both logos must appear in equal size optically

- **Vertical logo:** The height of this logo is x height of the TAIBA logo.
- **Square/circular logo:** The height of this logo is 1.25x the height of the TAIBA logo.
- Maintain a minimum clearspace between both logos.
- Layouts should maintain balance and visual symmetry.

Equal Partnership



x

Vertical logo – Ratio example



x

Square/circular – Ratio Example



1.25x

Vertical logo – example









11.3

External Co-Branding

TAIBA holds a Dominant Position

Partner logo should appear at a smaller size compared to TAIBA logo. Typically, partner logos are scaled down to 25% or less of TAIBA's height.

- **Vertical logo:** The height of this logo is 0.75x height of the TAIBA logo.
- **Square/circular logo:** The height of this logo is x the height of the TAIBA logo.

TAIBA holds a Dominant Position



Vertical logo – Ratio example



Square/circular – Ratio Example



Vertical logo – example









11.3

External Co-Branding

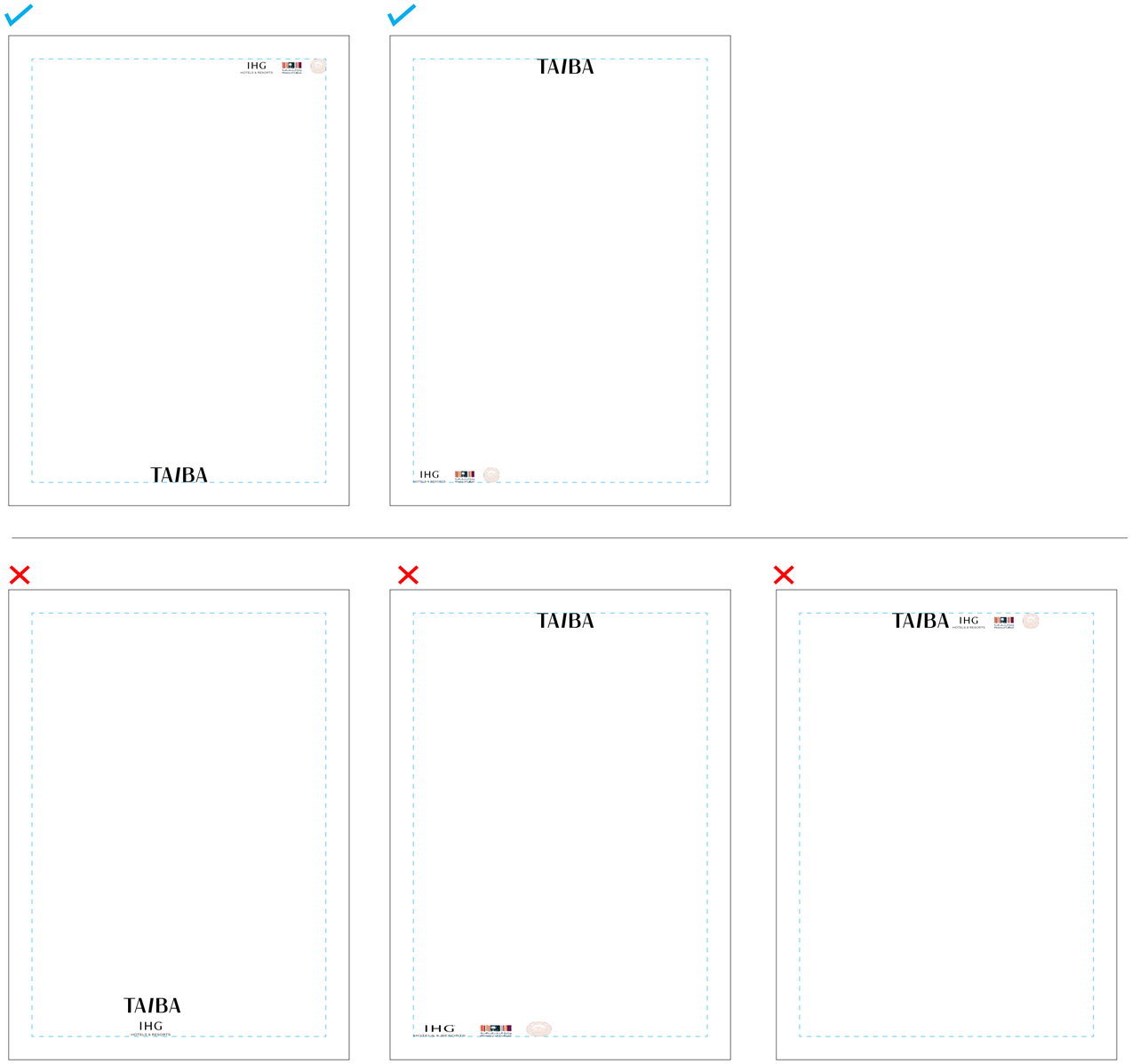
Do’s and Don’ts

Do’s

- Use official logos in provided file formats.
- Align visual proportions according to brand rules.
- Respect cultural and typographic directionality (Arabic or English lead).

Don’ts

- Combine partner and TAIBA logos into a single lock-up.
- Modify, outline, or distort any logos.
- Place logos too close—always maintain minimum clearspace.



11.4

Brand Endorsements

To maintain consistency, clarity, and ease of application across TAIBA's growing ecosystem, we've adopted two flexible yet distinct endorsement phrases:

- **A TAIBA Brand**
- **and A TAIBA Property.**

There are two approved endorsement lines (available in both English and Arabic).

This two-tiered system:

- Is easy to implement across internal teams, agencies, and partners
- Provides clarity without over complicating brand applications
- Reflects TAIBA's dual role as both a brand curator and a space developer
- Allows for tailored communication across B2B, B2G, and public channels
- Future-proofs the system as new verticals emerge (e.g. F&B, experiences, platforms)

إحدى علامات طيبة

A TAIBA BRAND

Some examples:

- Makarem,
- Hajj & Umrah,
- Dur Communities...

A TAIBA Brand: Applies to owned brands under TAIBA (e.g. Makarem, Dur), signaling that these are part of the company's intellectual and strategic brand ecosystem.

إحدى منشآت طيبة

A TAIBA PROPERTY

Some examples:

- Rixos Obhur,
- Courtyard by Marriott,...

A TAIBA PROPERTY: Applies to physical assets—hotels, residences, and developments—emphasizing TAIBA's role in ownership and place-making.

11.4

Brand Endorsements Lock-up with Logos

A TAIBA Brand – Principles

- The endorsement line must always appear centered below the sub-brand/business unit logo.
- Do not alter size, wording, or alignment.
- Use only the pre-approved lockups available in the brand asset package.

Lockup Ratio



Lockup Examples



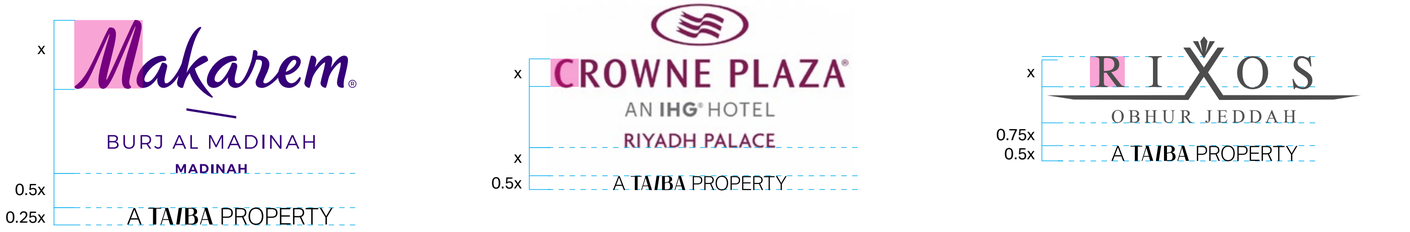
11.4

Brand Endorsements Lock-up with Logos

A TAIBA Property – Principles

- The endorsement line must always appear centered below the sub-brand/business unit logo.
- Do not alter size, wording, or alignment.
- Use only the pre-approved lockups available in the brand asset package.

Lockup Ratio



Lockup Examples

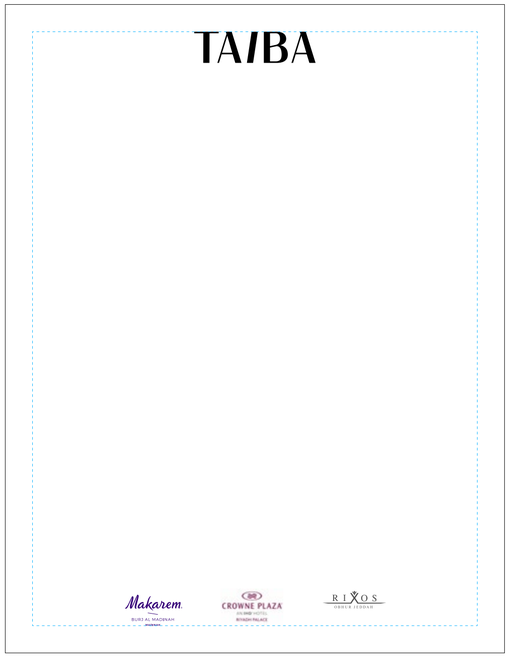


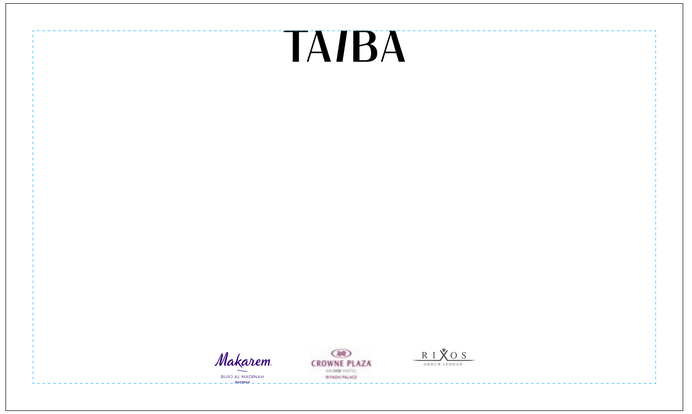
11.4

Brand Endorsements

Examples

Do not include the endorsement line when featuring more than one property in the same layout.







13.0 Applications *Stationery*

13.1 Business Card 115

13.2 Letterhead 116

13.3 Envelope DL 118

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Madinah 41472, Kingdom of Saudi Arabia
TAIBA.COM.SA
طيبة
TAIBA
June 17, 2025
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psum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh
t tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad
eniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip
mmodo consequat.
Best Regards,
Ahmed Saad
Taiba Hospitality Company
King Abdullah Branch Rd, Sayyid al-Shuhada,
Madinah 41472, Kingdom of Saudi Arabia
TAIBA.COM.SA

13.1
Business Card

Dimensions:
Size: W 9cm x H 5cm

Colour: 2 x 3
- Pantone 7722C
- Pantone 8025 C
- Pantone Warm Grey 1C
- Pantone Process BlackC

Paper:
Need to update

Printing:
Offset

Finishing:
Need to update

Front



Back



13.2

Letterhead

Dimensions:
Size: W 21cm x H 29.7cm

Colour: 2 x 0
• Pantone 8025C
• Pantone Process BlackC

Paper:
Need to update

Printing:
Offset

Layout 1



Layout 2




Taiba Hospitality Company
King Abdullah Branch Rd, Sayyid al-Shuhada,
Medinah 41472, Kingdom of Saudi Arabia
TAIBA.COM.SA
طيبة
TAIBA

13.3

Envelope DL

Dimensions:
Closed size: W 22cm x H 11cm

Colour: 2 x 0
• Pantone 8025C
• Pantone Process BlackC

Paper:
Need to update

Printing:
Offset

Finishing:
- Die-cut, creasing and pasting
- Double tape/self adhesive on the flap





13.3
Envelope C4

Dimensions:
Closed size: W 22.9cm x H 32.4cm

Colour: 2 x 0
- Pantone 7722C
- Pantone 8025C

Paper:
Need to update

Printing:
Offset

Finishing:
- Die-cut, creasing and pasting
- Double tape/self adhesive on the flap



13.4
ID Card / Lanyard

Dimensions:
Size: W 5.4cm x H 8.6cm

Colour:
CMYK

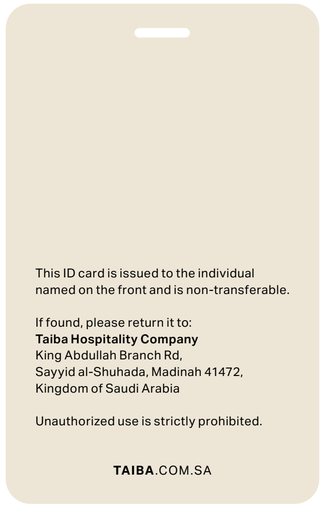
Material:
CR80 PVC Card

Printing:
Digital

Front



Back





13.5 PowerPoint Template

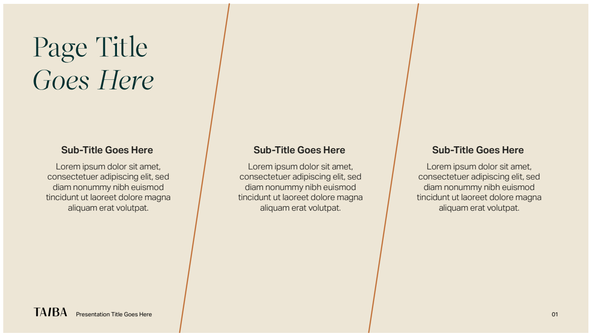
Cover Slides



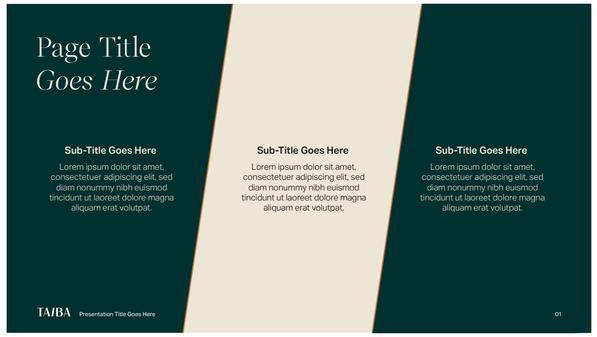


Divider Slide





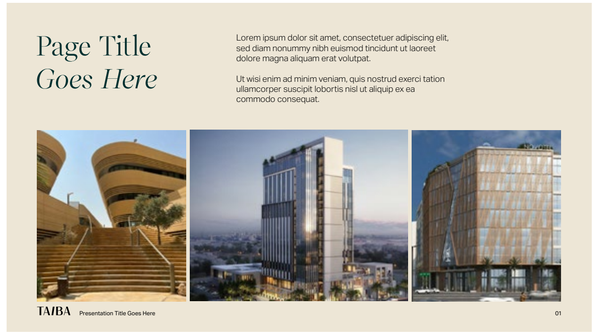
Inner Slides



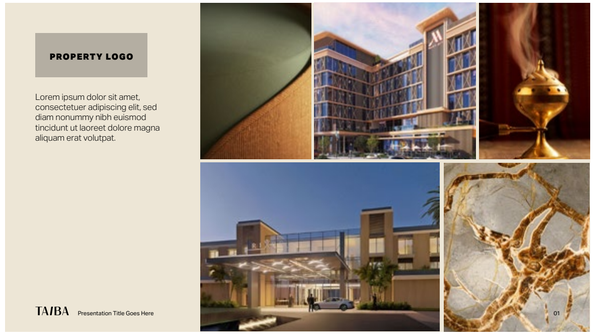














13.6
Email Signature

Colors:
RGB

Typeface:
- English Name – Spezia Serif A
- Arabic Name – Burda Prof C
- English Position – Aktiv Grotesk Regular
- Arabic Position – Aktiv Grotesk Arabic Regular

Content:
- Full name, Designation, Mobile number, Landline number

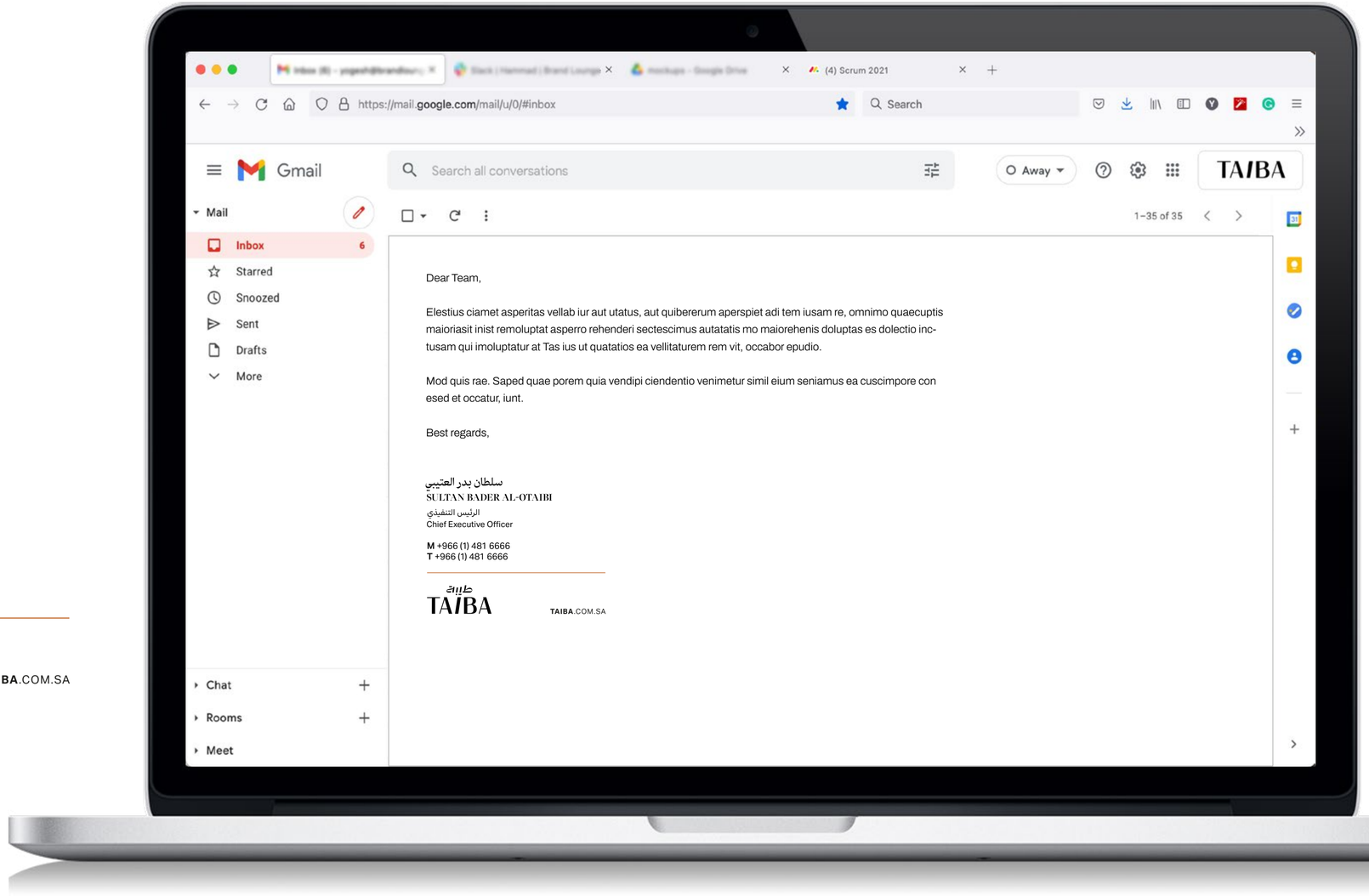
Brand Components:
- Bilingual logo,
- Domain name

سلطان بدر العتيبي
SULTAN BADER AL-OTAIBI
الرئيس التنفيذي
Chief Executive Officer

M +966 (1) 481 6666
T +966 (1) 481 6666

طيبة
TAIBA

TAIBA.COM.SA




The CHARM of WELCOME™
طيبة
TAIBA
The CHARM of WELCOME™
طيبة
TAIBA

13.7
Folder

Dimensions:
- Closed size: W 24cm x H 32cm

Colour: 2 x 1
- Pantone 7722C
- Pantone 8025C

Paper:
- Art Matt 300gsm

Printing:
- Offset

Finishing:
- Die-cut, creasing and pasting
- Matt lamintation

Front Side



Inside



13.8
Notebook



13.0 Applications *Communication*

13.9 Annual Report 127

13.10 Magazine Ad 128

13.11 Mupi 129

13.12 Billboard 130

13.13 Newsletter 132

13.14 Social Media 133

13.9

Annual Report Cover Look & Feel



13.10
Magazine Ad



13.11
Mupi


From
VISIONARY
DESIGNS
to
IMPACTFUL
NARRATIVES
TAIBA
TAIBA.COM.SA

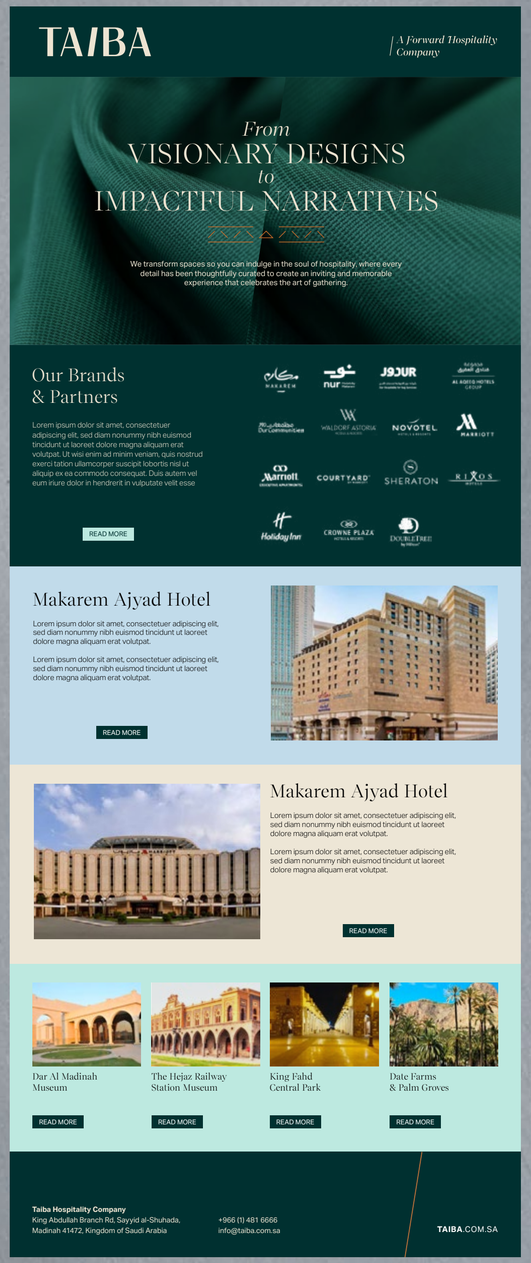
13.12
Billboard

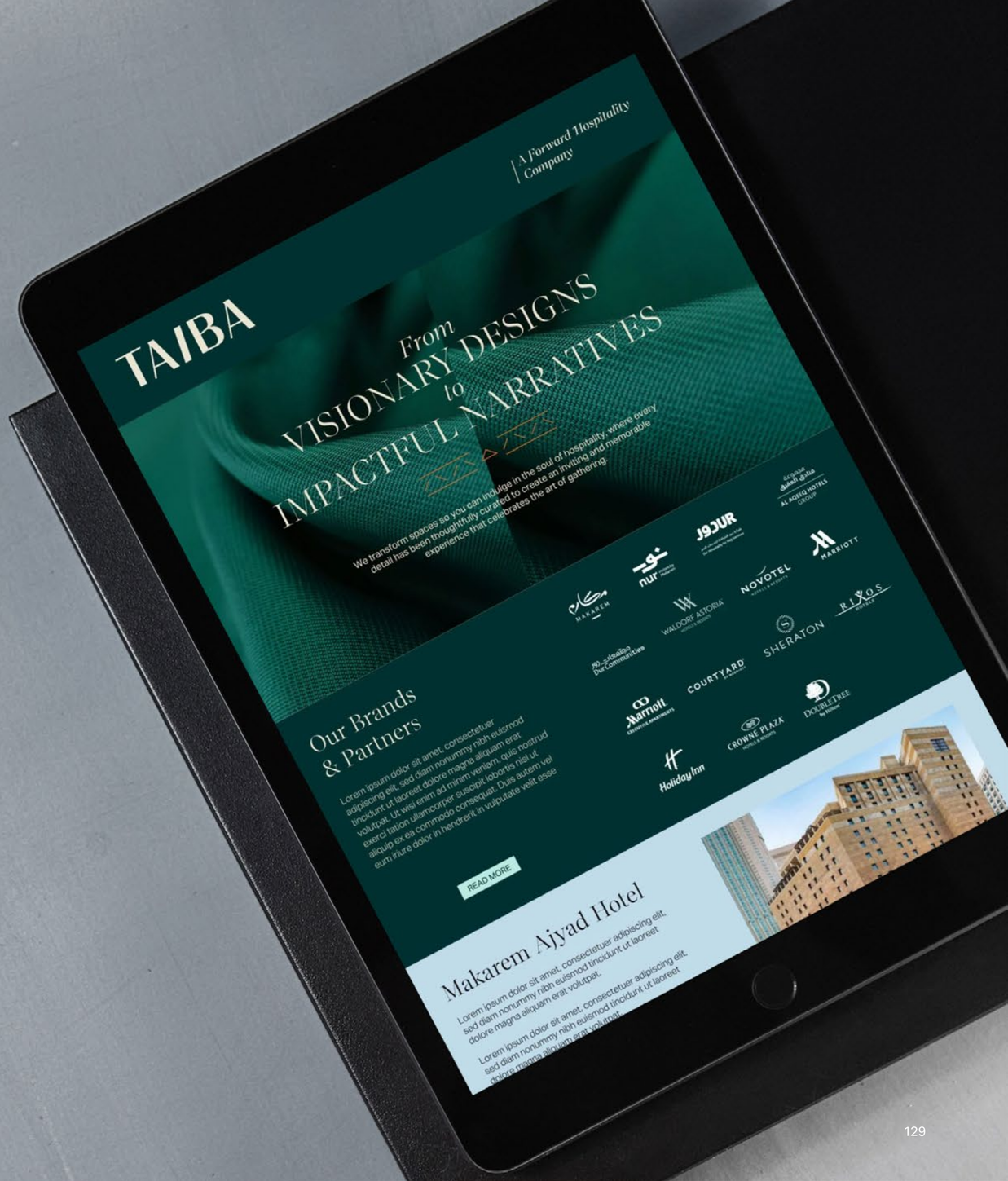


13.12
Billboards



13.13
Newsletter





13.14
Social Media

TAIBA's social media templates extend our modular layout system into the digital space, preserving clarity, consistency, and brand equity across all touchpoints.

Inspired by the Center Split (A) and Forward Shift – Center (B) layouts, our social media design maintain a disciplined yet flexible structure. These templates are intentionally minimal, allowing for content-forward storytelling while echoing the signature visual rhythm of the brand.

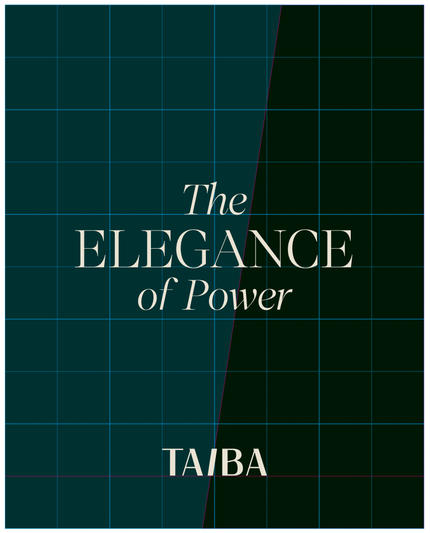
Each template may:

- Anchor the TAIBA logo (where necessary) in a fixed center position (top or bottom), reinforcing recognition and consistency.
- Uses equitable elements from the visual identity (such as typography, color, image framing, and graphic devices) even when not all brand assets are present.

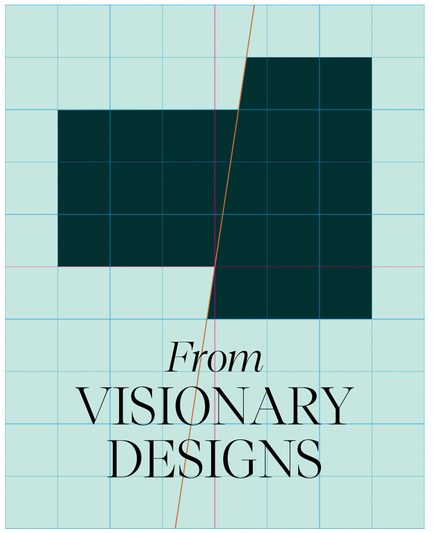
This approach ensures every post feels unmistakably TAIBA: elegant, considered, and cohesive; regardless of message or media.



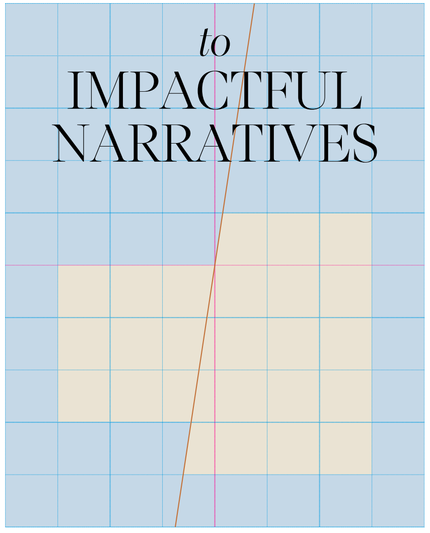
Forward Shift centralized
Image frame max.
Centralized Typography



Forward Shift centralized to I in Wordmark
Full Bleed Image.
Centralized Typography



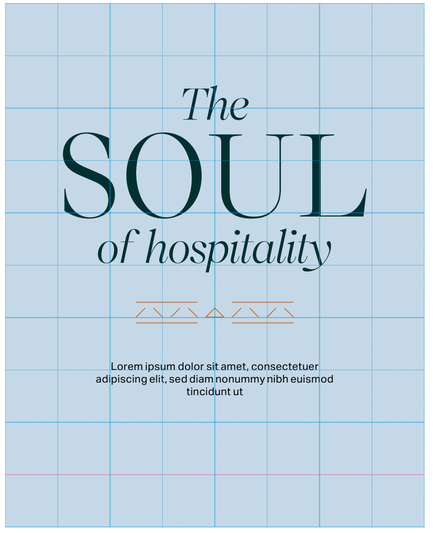
Forward Shift centralized
Image Frame minimum in top half.
Centralized Typography in bottom half



Forward Shift centralized
Image Frame minimum in bottom half
Centralized Typography in top half



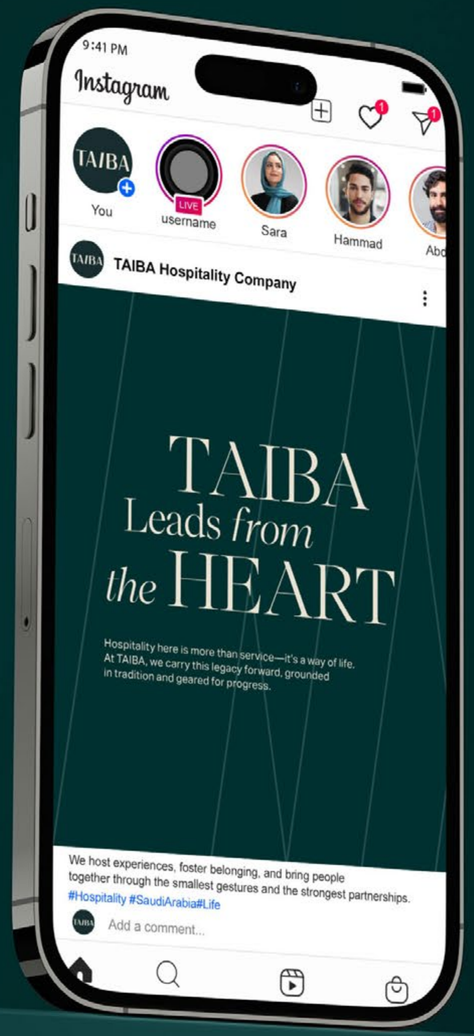
Full Bleed Image



Centralized Typography

13.14
Social Media

Examples





13.0 Applications *Environmental*

13.15 Exhibition Booth 136

13.16 Step & Repeat Wall 137

13.15
Exhibition Booth



13.16

Step & Repeat Wall



13.0 Applications *Merchandise*

13.17 Mug 139

13.18 Water Bottle 140

13.19 Tote Bag 141

13.17
Mug





13.18
Watter Bottle



13.19
Tote Bag



Thank You

