



وزارة الاستثمار
Ministry of Investment

BRAND POLICY

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DISCLAIMER

The Ministry of Investment (MISA) will post the latest version of this document on its website at misa.gov.sa. Prior to any use of the Ministry's logo, please ensure your decision is based on the most up-to-date policy available.



1. INTRODUCTION

This document outlines the Brand Policy of Ministry of Investment (MISA), which entails the usage and governance of MISA's brand. The Brand Policy is key to protect the intellectual property of MISA.

The Ministry of Investment, formerly known as SAGIA, is the foreign investment license provider for the Kingdom of Saudi Arabia, by virtue of Council of Ministers No. 02, dated 051421/01/H., under government No. 7000878307.

MISA's services include, but not limited to, cultivating investment development plans to increase business opportunities, marketing the thriving Saudi economic climate, and consulting and advising local and international business owners and investors.

MISA is headquartered in Riyadh, Saudi Arabia with two business centers located in Dammam and Jeddah. In order to facilitate further investment opportunities, MISA is planning to expand its reach by opening up new business centers. Our business centers provide a variety of services such as advise and consultations, and providing information on licensing requirements and other investment-related services acquired after getting the license.



2. LEGAL NOTICE

The logo of the Ministry of Investment (MISA) is owned by the Ministry of Investment under the Saudi Authority for Intellectual Property certificate No. 1441023461. Therefore, any unauthorized or inappropriate use to reproduce, advertise, display, publish, or transmit the logo of the Ministry of Investment (MISA) or its graphical elements without MISA's prior written consent will be regarded as a breach of this policy. In the absence of such an agreement with MISA, you do not have permission to use MISA's logo.

Please consult with MISA's Brand Management team for further clarity on proposed permissible use of MISA's logo by sending an email to branding@misa.gov.sa.

In addition, MISA reserves the right to revoke its approval of your request to use MISA's logo at any time.



3. GUIDELINES FOR THE PERMITTED USE OF MISA'S LOGO

1.3. INCORRECT USE

- Do not relocate any elements of the logo.
- Do not apply any design effects to the logo.
- Do not flip nor rotate the logo.
- Do not place the logo on imagery that contains a busy background.
- Do not modify the name 'Ministry of Investment'.
- Do not modify the lock up.
- Do not rearrange any elements.
- Do not stretch or scale any part individually.





2.3 COLORS AND BACKGROUNDS

LEAF GREEN

Pantone 7727C

CMYK 90 30 80 20

RGB 0 113 77

HEX/HTML 006F44



White Background



Colored Background

3.3 MINIMUM SIZE AND CLEAR SPACE

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

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



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