



# Bahrain Country Brand Guidelines

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# 1. Introduction

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Our brand identity is an expression of who we are and what we stand for. It gives a distinctive voice to all our communications.

This document has been created to help you understand the Bahrain brand. It provides the framework of what the brand should look like. The brand identity has been created with careful consideration. It is important that it is clearly understood and consistently applied by users across all communications.

On the following pages this document will explain the different elements that make up Bahrain's brand identity; what they are, how they fit together and how to maintain consistency across everything that is produced.

It is recommended that these guidelines are read through entirely from start to finish, before any specific points are referenced.

## 2. Bahrain Tourism: The Country Logo

The Bahrain Country logo has been developed to convey a number of points.

Its soft, cursive style is friendly, warm, and above all, welcoming.

There are two versions of the logo, one with an Arabic strapline, the other in English. The word Bahrain appears in both languages in each version. This helps convey the sense of inclusion and accessibility that is inherent in the country and therefore the brand.

The full colour version of the logo takes its tone from a pearl in a subtle nod to the country's history.

The large B, reminiscent of a heart shape, further reinforces the warmth and friendliness to be found in the country.

### Primary Logos

Where possible the gradient logo should always be used.



### Secondary Logos

When required, single tone versions of the logo are permitted.



Fawn



Teal



Black



Dark Blue



White out of Black

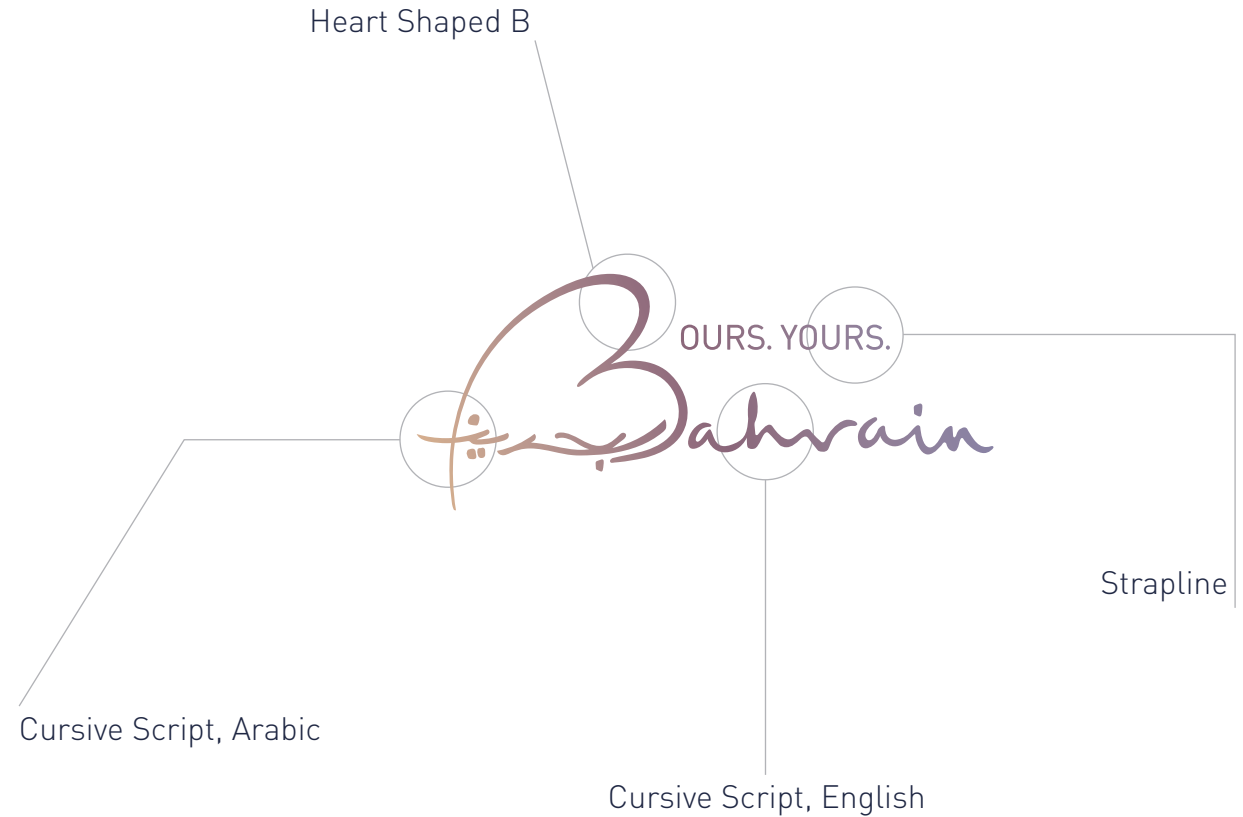


## 2.1. Logo Anatomy

Although appearing as a single unified element, the Bahrain Country logo consists of a number of different components.

These should never be separated unless specifically authorised within this document.

- The large B is reminiscent of a heart shape, and also forms the first letter of the word Bahrain in both Arabic and English.
- The cursive script is read in two different directions away from the heart shaped B. One forms the word Bahrain in Arabic, the other in English.
- The strapline, shown here in English, can also appear in Arabic.



## 2.2. Exclusion Zone

Whenever the Bahrain Country logo is used, an exclusion zone must be applied. This is an area of clear space surrounding the logo that should be kept free of all elements, including, but not limited to, type, other logos, typographic furniture (such as rules and arrows) and symbols.

For ease and flexibility, the exclusion zone is calculated as a fraction of the logo. It is the measurement 'x divided by three' (or 'one third x'), where 'x' is the height of the whole logo.



## 2.3. Minimum Size

There is no maximum size for the logo.

It can be used as large as is felt appropriate, though an eye to design and composition is always recommended.

However, at smaller sizes, in places where space is limited, any logo will be in danger of becoming illegible.

For this reason a minimum display size is stipulated. It is worth noting that a minimum size is just that. It is not a recommended size for daily use, but rather a last resort. It is the smallest possible size at which the logo should ever be printed.

In all instances the elements making up the logo are in fixed positions, with fixed ratios, should not be altered.

### Print minimum size



30mm



30mm

### Digital minimum size



140px  
(37mm)



140px  
(37mm)

## 2.4. Logo Usage

The Bahrain Country logo should appear in as consistent a manner as possible.

It is understood that the differing nature of communication material will require some flexibility in the use of the logo. This document explains what is permissible without diluting the brand identity.

However, some uses are not allowed.

These rules apply to both the English and Arabic versions of the logo.



Do not recolour the logo with unauthorised colours.



Do not move the components around, or distort the logo from its original composition.



Do not stretch the logo or distort it.



Do not apply drop shadows or other effects that will alter the appearance of the logo.



Do not shear or rotate the logo, or distort it.




Be careful not to use the logo on backgrounds that interfere with or obstruct its display.

## 2.5. Logo Usage

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Do not use the logo as a word amongst text replacing body copy or headings.

mintium, conseres moluptatist maximil  
labori qu~~X~~sectum,  omnis aut  
autet, quia perrum nem veles dolorit, oditam

Ce~~X~~cusa  inusam facest

## 3. Colour

---

Colour plays an important part in visual communications.

In the case of Bahrain, colours have been chosen to reinforce the feeling of Bahrain being warm and welcoming, a fun, exciting and rewarding country to visit.

The colours are reminiscent of the hues of a pearl in recognition of Bahrain's history.

## 3.1. Gradient Colours



**C** 13   **R** 221  
**M** 30   **G** 179  
**Y** 46   **B** 141  
**K** 0  
**Pantone** 727c

Tints



**C** 51   **R** 130  
**M** 74   **G** 84  
**Y** 33   **B** 117  
**K** 11  
**Pantone** 5135c

Tints

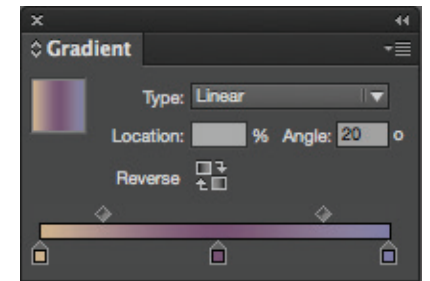
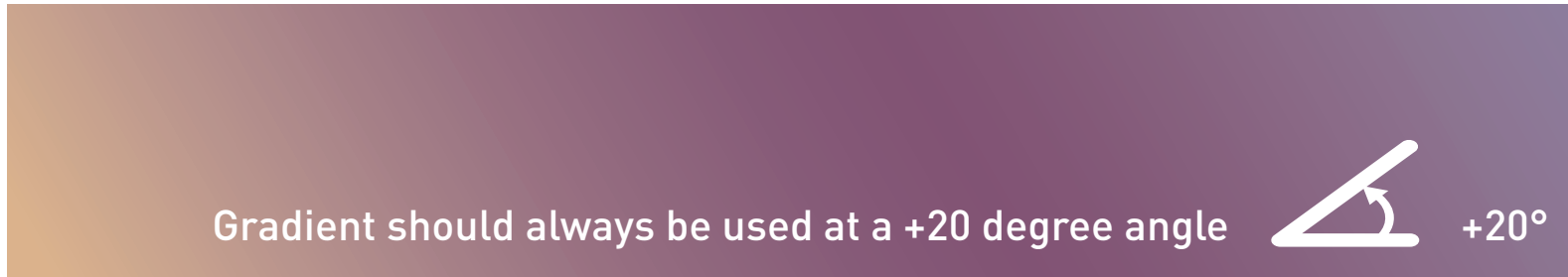


**C** 56   **R** 126  
**M** 50   **G** 127  
**Y** 13   **B** 171  
**K** 0  
**Pantone** 7675c

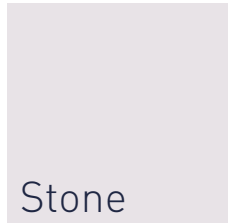
Tints



### Gradient

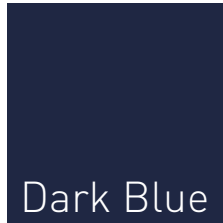
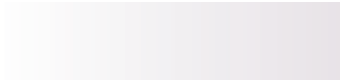


## 3.2. Additional Colours



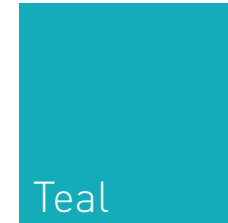
C 8    R 231  
M 9    G 225  
Y 5    B 229  
K 0  
Pantone 663c

Tints



C 90    R 34  
M 82    G 41  
Y 45    B 68  
K 47  
Pantone 533c

Tints



C 75    R 28  
M 9    G 172  
Y 35    B 176  
K 0  
Pantone 7466c

Tints





## 3.3. Colour Application

The brand colours work best when used in the following permitted combinations.



White on Fawn



Dark Blue on Fawn



White on Teal



Dark Blue on Teal



Gradient on Stone



Dark Blue on Stone



Dark Blue on White



Gradient on White



Gradient on Dark Blue



Fawn on Dark Blue



White on Gradient



Dark Blue on Gradient



Stone on Dark Blue



White on Dark Blue

## 4. Brand Elements

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A brand identity is not simply a logo.

Although the logo is one of its most recognisable visual features, there are often elements that work to build effective and consistent visual communications.

For the Bahrain Country brand the most important are the ripple-edged coloured panels, the heart-shaped B and the font.

## 4.1. Ripple-Edged Panels

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Panels of flat colour are an important element in most brands, as it is impractical to assume that text and logos can be easily legible when placed over every photograph.

For The Bahrain Country brand, panels have been developed to have their own unique visual style.

The ripples along the edges are inspired by the flag of Bahrain and the fact that the country is positioned between two seas.

The panels must use colours from the primary and secondary palette (see section 3.1 Primary Colours and section 3.2 Secondary Colours) with elements placed within them taking their colour from the chart of prescribed combinations in section 3.3 Colour Application.

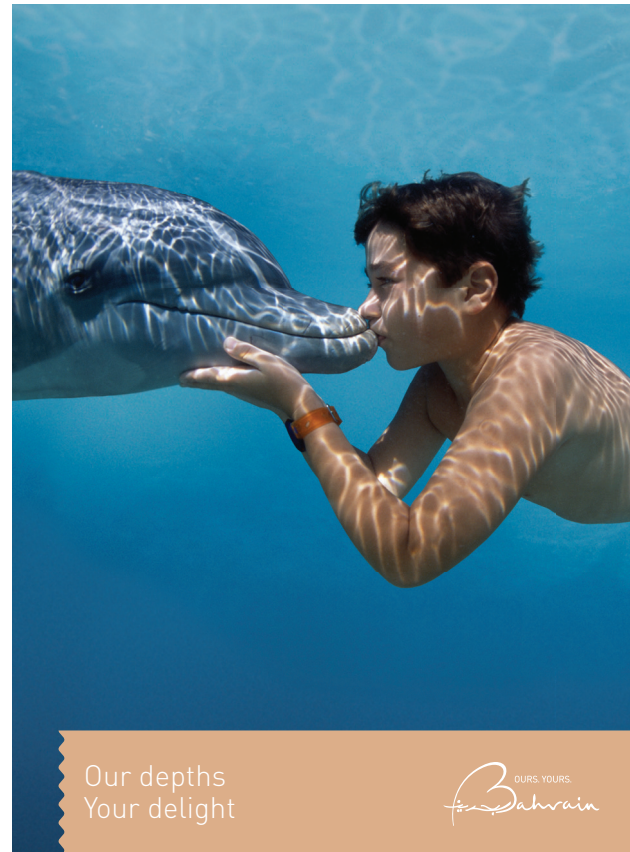
Panels should never have less than six full ripples, plus two half ripples.



## 4.2. Using the Panels

When using the English logo on a panel, the ripples should always be on the left hand side.

When using the Arabic logo the ripples should always be on the right.



## 4.3. The ripples as a design feature

The ripple-edge can also be used as a design element on images and text boxes.



### تنوع أسواقنا متعكم

البحرين غنية بالمجمعات التجارية العصرية الفخمة التي تحمل  
بأفضل الماركات العالمية من الأزياء والإكسسوارات والأجهزة.  
لكن زيارة سوق المنامة القديم تجربة غنية بحد ذاتها. في هذا  
المعلم التاريخي ستجدون مئات المتاجر الصغيرة التي تزدهر  
بأقمشة محلية وسجاد يدوي الصنع. بالإضافة إلى مجوهرات  
مشغولة بالذهب ومرصعة باللاتالغ البحرينية الفريدة.

## 4.4. Heart Shaped B

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The heart shaped B is the only element from the logo that it is permissible to isolate on its own.

It can be used to add visual interest as a reminder of the brand when it is not prudent to use the full logo.



## 4.5. Using the Heart

The heart shaped B can be a subtle branding device or a bold primary statement when no other is evident.

The B can be cropped at the edges, but should always be recognisable.



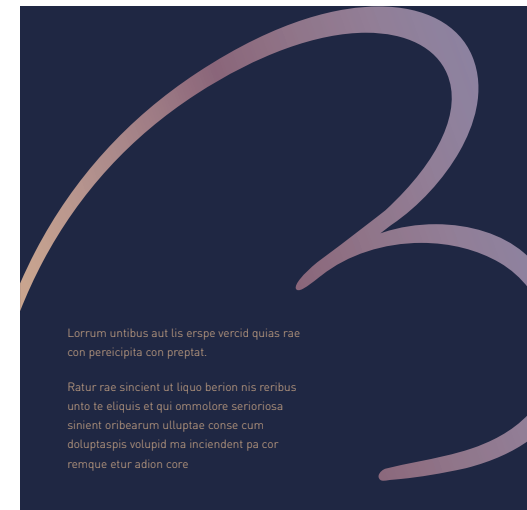
On it's own



As part of a background



Letterheads



Surrounding copy in documents

## 5. Type

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The Bahrain Country brand typeface family is DIN, a modern and versatile sans serif typeface.

It should be used across all materials including annual reports, leaflets and advertising.

Use DIN for Western applications and DIN Next for Arabic applications.



## 5.1. English Type

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### DIN

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Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz

DIN Medium (Headings)

---

DIN Light (Body Copy)

---

DIN Bold

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Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz

DIN Black

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## 5.2. Arabic Type

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DIN Next

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ا 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

DIN Next Medium (Headings)

---

ا 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

DIN Next Light (Body Copy)

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## 6. Locking up the Logo

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The rules to follow when using the Bahrain Country Logo vary by circumstance. Four different principles are described on the following pages.

## 6.1. Locking up the Logo: Two Logos Together

This is the most straightforward use of the Bahrain Country Logo. It should always feature after the other logo with which it is appearing. It should never be smaller, and ideally it would be in proportion to the other logo, to create a balanced lock up.

For use in English, reading left to right.



For use in Arabic, reading right to left.



## 6.2. Locking up the Logo: Multiple Logos (non-FDI)

When three or more logos appear together, the rule is that the sequence of the logos featured should reflect the relative specificity (the specific nature of the event or institution to which it refers) or exposure (the frequency when it is likely to be used) of the logos in question. The more specific and less exposed logo comes first. The Bahrain Country Logo, as the most widely used and general expression of Bahrain, always appears last.

For example, the Spring of Culture logo would be followed by that of the Bahrain Culture and Antiquities Authority and finally, by “Our. Yours. Bahrain”.



## 6.3. Locking up the Logo: Multiple Logos (FDI)

When the Bahrain Tourism Country Brand Logo is used in communications about Foreign Direct Investment, the EDB logo should always appear last (See Bahrain EDB Brand Guidelines). Otherwise, rule 2 applies.



## 6.4. Locking up the Logo: Logos as a List

When logos exist together in a one-off manner, effectively as a list, for example, when there are multiple partners or sponsors of an event, with no particular entity requiring any sort of prominence, a purely aesthetic judgement should be made as to how the logos appear and in what order.



## 7. Ours. Yours.

Generosity. Openness. Sharing. These qualities are implicit in Ours. Yours. Bahrain.

The statement contains an essential truth: for 4,000 years of history, Bahrainis have welcomed visitors with open doors and open hearts.

“Ours. Yours.” encapsulates Bahrain in two simple words. It is an idea that begins to establish a rapport with our guests before they have even arrived.

It gives us a stage upon which to present our offering: a rich history, a vibrant culture, attractions, food and above all, ourselves. It is the profound personal connections we make with our visitors that set Bahrain apart.



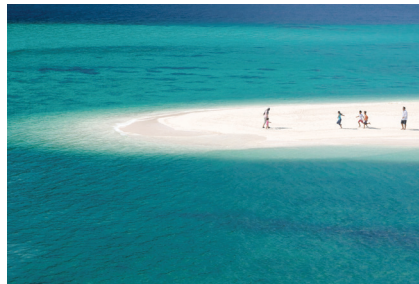


## 8. Our Imagery

“Ours. Yours.” has people at its heart, and the imagery we use to bring the concept to life should reflect this. Photography should be natural, colourful and vibrant, reflecting the qualities of Bahrainis. A slice-of-life display of Bahrain, as both Bahrainis and our guests enjoy it.

With these aims in mind, people should feature in our photography wherever possible and plausible.

Pictures, better than words, communicate the humanity of Bahrain. We should aim to make all of our assets – websites, social media, brochures, media releases, exhibition materials and so on – rich with this imagery.



## 9. Our Language

“Ours. Yours.” is about relationships. Those are nurtured by the words we choose. When writing copy it might be helpful to think not of writing at all. Instead, imagine you are speaking to your audience.

The language we use in conversations is often subtly different to the way we write. It tends to be warmer, friendlier and more relaxed – in short, conversational.

We shouldn't refer to our audience in the third person. Be direct, as you would were you talking to a friend in a café. Where you might, for example, write, ‘Visitors will immerse themselves in the festive atmosphere,’ replace ‘visitors’ with ‘you.’

Similarly, let's refer to ourselves in the first person. Use ‘we’ and ‘our’ wherever possible.

In brief, our tone of voice should always be clear and conversational, informative and inviting and, most of all, friendly.



### Our welcome Your pleasure



Our hospitality: it is, perhaps, the thing that impresses when you arrive; and what lingers longest once you've left. Being a trading nation that has welcomed the world for over 4,000 years, putting our guests first has become second nature. To visit Bahrain is to know Bahrainis. Our people are our most precious natural resource. Their readiness to smile and eagerness to help are legendary.

And we couldn't be easier to find. Our cluster of thirty-three islands sits happily in the heart of the Gulf. Flights from most cities in the region take less than an hour. Saudi Arabia is a short drive across the causeway. Cruise passengers can pay a relaxed call on Manama, our capital, or historic Muharraq from nearby Khalifa Bin Salman Port.

And wherever in the world you're travelling from, our navigable and well-connected airport makes Bahrain the gateway to the Gulf.



# 10. Examples





OURS. YOURS.  
Bahrain