

SAHARA ARENA BRAND IDENTITY

January 2026

AlYaqeen Memac

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PROJECT OVERVIEW

Sahara Arena is Kuwait's state of art multi-purpose hall, built to host everything from international music concerts to cultural festivals, exhibitions, community gatherings and sports tournaments.

Designed with flexibility at its core, Sahara Arena adapts seamlessly to every occasion whether it's a world-class music performance, a trade show, or a family event. More than a venue, it's a modern hub where energy, culture, and innovation come together to create experiences that leave a lasting impact.

PROJECT SCOPE

A. Brand Identity & Visual Language

- Logo Suite: Primary, secondary, and icon variations, with clear usage guidelines.
- Color Palette: Primary, secondary, and accent colors with CMYK, RGB, HEX, and Pantone codes.
- Typography System: Recommended font families with hierarchy, sizes, and usage rules.
- Graphic Elements: Patterns, shapes, or motifs inspired by Sahara Arena's cultural essence.
- Image Guidelines: Photography style, filters, lighting mood, and photo treatments.
- Tone of Voice: Brand personality traits, messaging style, and communication do's & don'ts.

B. Digital & Print Applications

- Social media branding templates (profile, cover, story, and post layouts).
- Corporate stationery: business cards, letterhead, envelopes.
- Email signature template.
- Presentation templates (PowerPoint/Keynote).
- Brochures and flyers (digital and print-ready).
- Staff ID cards and event passes.

C. Motion & Content Direction

- Short-form video style guide (Reels, TikTok, YouTube Shorts).
- Filming tone and pacing guidelines.
- Music selection and usage guidelines.
- Caption and graphic style standards.
- Branded intro/outro templates for videos.
- Suggested content pillars and storytelling themes.

D. Environmental Branding & Signage

- Indoor and outdoor wayfinding systems.
- Arena map and directory style.
- Pre- and post-launch hoardings and billboards.
- Large-format branding: banners, flags, mesh graphics.

E. Event & Merchandise Assets

- Staff uniforms and branded apparel concepts.
- Ticket, wristband, and VIP pass designs.
- Branded lanyards.
- Media wall/backdrop layouts.

PRESENTATION INDEX

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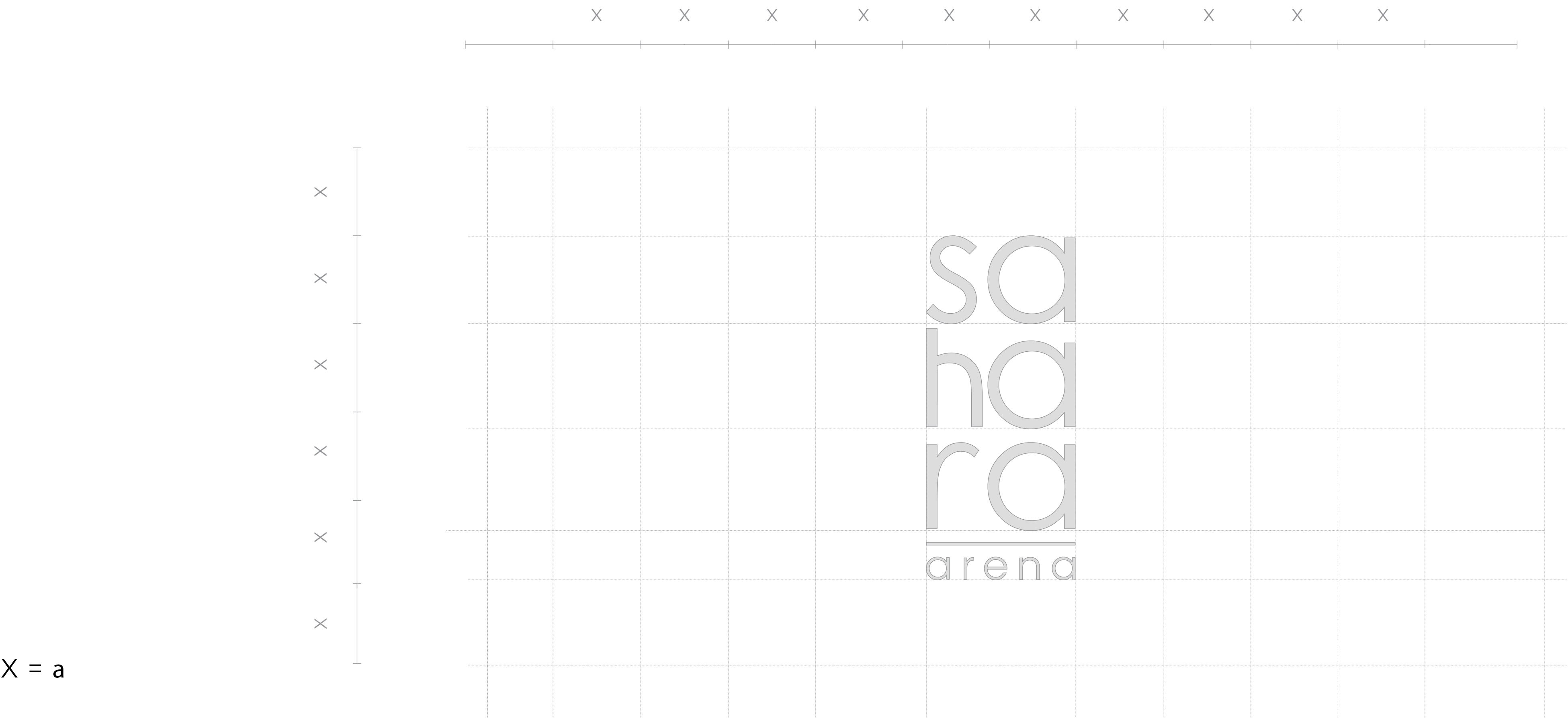
LOGO

s
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CONSTRUCTION GRID

Logo usage and spacing guidelines



SAFE AREA

Logo usage and spacing guidelines



LEGIBILITY

Logo usage and spacing guidelines



35 mm | A2



30 mm | A3



20 mm | A4/A5

Minimum Size



15 mm | 60px

App Icon / Favicon



32 x 32px

COMMON ERRORS

Logo usage and spacing guidelines



DO NOT change the logo's orientation or rotation



DO NOT disproportionately scale the logo



DO NOT change the logo's colors



DO NOT display the logo in a different configuration



DO NOT add special effects to the logo



DO NOT display the logo as an outline

Note: This is not a comprehensive list of errors. These are simply the most common or egregious errors.

LOGO USAGE

Logo usage and spacing guidelines

sahara
arena



sahara
arena



sahara
arena



COLOR PALETTE

RATIONAL

Soft Terracotta (Warmth, Belonging, Celebration)

Symbolizes connection, welcome and shared emotion. Core feelings in cultural gatherings and live experiences. It evokes the warmth of Kuwaiti hospitality and the excitement of coming together for music, art and community moments.

Sun-Washed Beige (Heritage, Purity, Calm)

Represents simplicity, tradition, and timeless elegance, values at the heart of a destination shaped by culture and human connection.

COLOR PALETTE

HEX

#D9654A

Pantone

7579 C

RGB

R 217

G 101

B 74

CMYK

C 0%

M 53%

Y 66%

K 15%

HEX

#E6DCC7

Pantone

7527 C

RGB

R 230

G 220

B 199

CMYK

C 0%

M 4%

Y 13%

K 10%

HEX

#7F9E80

Pantone

7494 C

RGB

R 127

G 158

B 128

CMYK

C 20%

M 0%

Y 19%

K 38%

HEX

#FFFFFF

RGB

R 255

G 255

B 255

HEX

#000000

RGB

R 0

G 0

B 0

CMYK

C 0%

M 0%

Y 0%

K 100%

TYPEFACE

Sahara Arena

ITC Avant Garde Gothic Std

BOLD

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

REGULAR

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

LIGHT

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

صحارى أرينا

Font name (Palestine)

BOLD

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TYPE BASICS

Typographic styles



Sahara

100 %

Book/medium

Headline

Size

style

Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Sed do eiusmod tempor
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Ut enim

30 %

Book/medium

Subtitle

Size

style

Lorem ipsum dolor sit amet, consectetur adipiscing
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reprehenderit in voluptate velit esse cillum dolore eu
fugiat nulla pariatur.

18 %

Book/medium/bold

Body copy and other info

Size

style

TYPE BASICS

Text blocks alignment

Sahara	2x
	2x
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore	
	X
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.	

IMAGE GUIDELINES

IMAGE GUIDELINES

Photography Style



IMAGE GUIDELINES

Lighting mood



A single spotlight or clearly defined light source,
High contrast between subject and background,
Dark surroundings to create intimacy and theatrical tension,
Light that feels staged and purposeful, never flat or ambient.

IMAGE GUIDELINES

Filters and photo treatments



Highlights are soft,
Contrast is controlled, depth is preserved,
No heavy retouching or artificial effects,
Natural imperfections are embraced for authenticity.

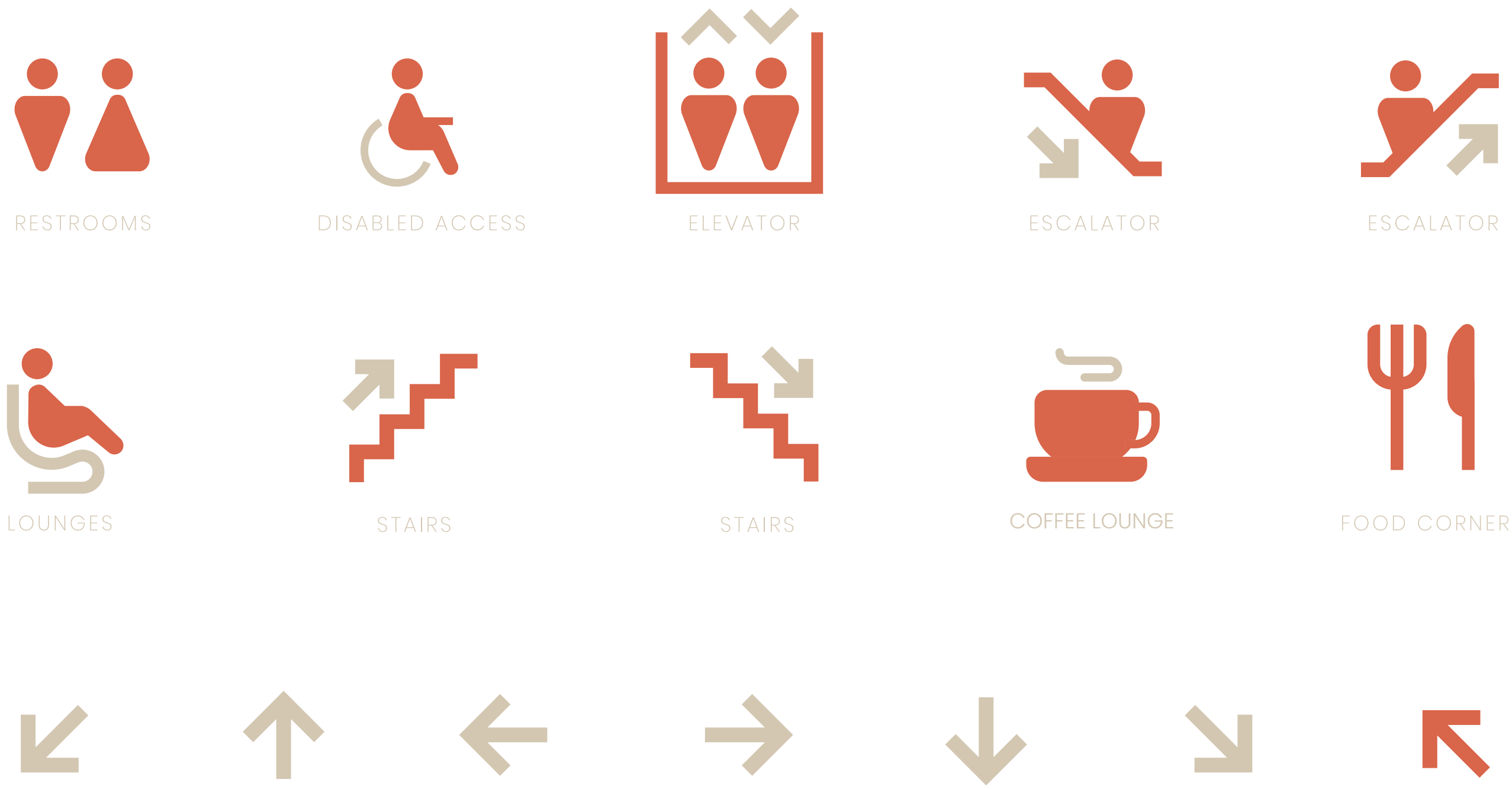
PATTERNS

pattern 01



WAYFINDING

Icons



CAMPAIGN MESSAGING

صحارى أرينا

نلقاك بالترحاب مرة... وبقلوبنا كل مرة

SAHARA ARENA

A WELCOME FELT FOREVER

صحارى أرينا

حياك... وبقلوبنا ملقات

SAHARA ARENA

FOREVER CLOSE TO THE HEART

ADAPTATIONS



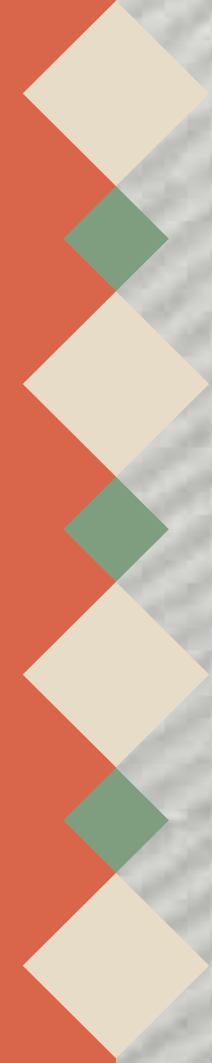
sahara arena

sahara
arena

GRAND
OPENING

GRAND
OPENING

LOGO SIGNAGE



sahara
arena

LOGO SIGNAGE



RECEPTION SIGNAGE



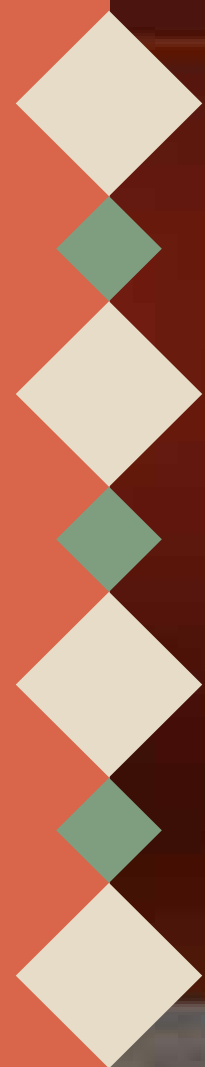
RECEPTION SIGNAGE



BILLBOARD



WALL
DESIGN



FACADE



HALL



DIGITAL & PRINT APPLICATIONS

sahara
arena

[home](#)[about us](#)[events](#)[tickets](#)[contact us](#)

SPECIAL APPEARANCE | SAHARA ARENA

AN EXCLUSIVE
CONCERT EXPERIENCE

Buy Tickets

About Us

Sahara Arena is Kuwait's state of art multi-purpose hall, built to host everything from international music concerts to cultural festivals, exhibitions, community gatherings and sports tournaments.

Designed with flexibility at its core, Sahara Arena adapts seamlessly to every occasion whether it's a world-class music performance, a trade show, or a family event. More than a venue, it's a modern hub where energy, culture, and innovation come together to create experiences that leave a lasting impact.

[Learn More](#)

our special
venues

coming soon
events

Coming Soon Events



Echoes of the Night
An immersive concert experience
at Sahara Arena.



Rhythms of Kuwait
Celebrating music, culture, and connection
live at Sahara Arena.



The Stage of Lights
One night. One stage. An unforgettable
performance.



Special Circus Show

buy your
ticket now!

[Buy Now!](#)

www.saharakw.com/ticketsonline

Our Team
Meet the
Minds Behind
the Creativity

our team behind Sahara Arena
creativity and events!

Contact Us Get in Touch!

kuwait, sahara arena

123-456-7890

www.saharakw.com



APP



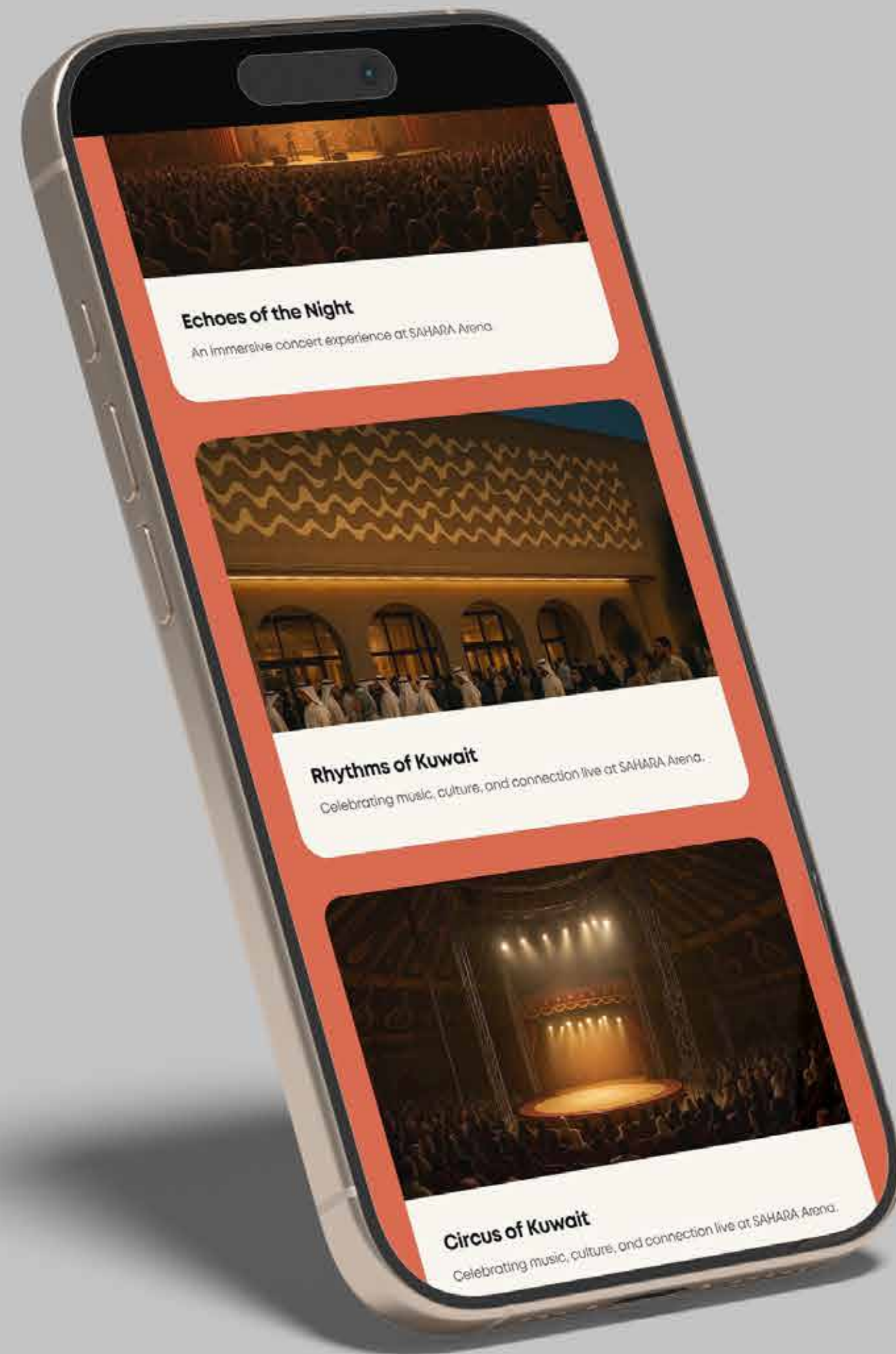
APP



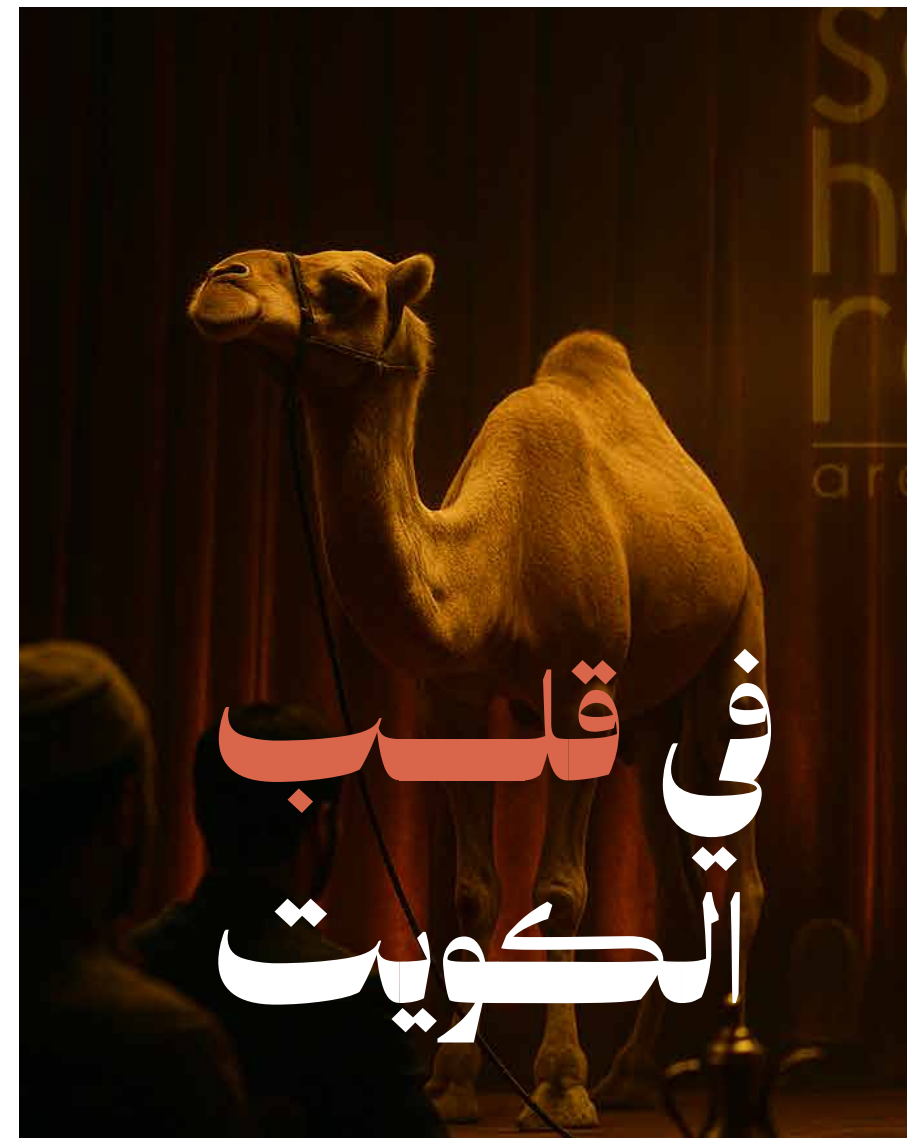
APP



APP



SOCIAL MEDIA POSTS



SOCIAL MEDIA STORIES

احجز الحين



إياك...
وبقلوبنا ملقاك



حمل الحين



download now



حياك... وبقلوبنا ملقات



حياك وبقلوبنا ملقات



صحاري أرينا



حياك...



وبقلوبنا ملقاك





LETTERHEAD



15mm

15mm

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arena

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January 26, 2026

Abdallah Haider
Arabian gulf road
Kuwait

Dear Mr. X,

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Sincerely yours,

Abdallah Haider
Event Manager

CONTACT DETAILS

-

SAHARA ARENA

Arabian
gulf road
KUWAIT

15mm

T +965 5643 7654
E abdallah@sahara.com
W www.saharakw.com

297mm

210mm

LETTERHEAD



15mm

15mm



60mm

January 26, 2026

Abdallah Haider
Arabian gulf road
Kuwait

Dear Mr. X,

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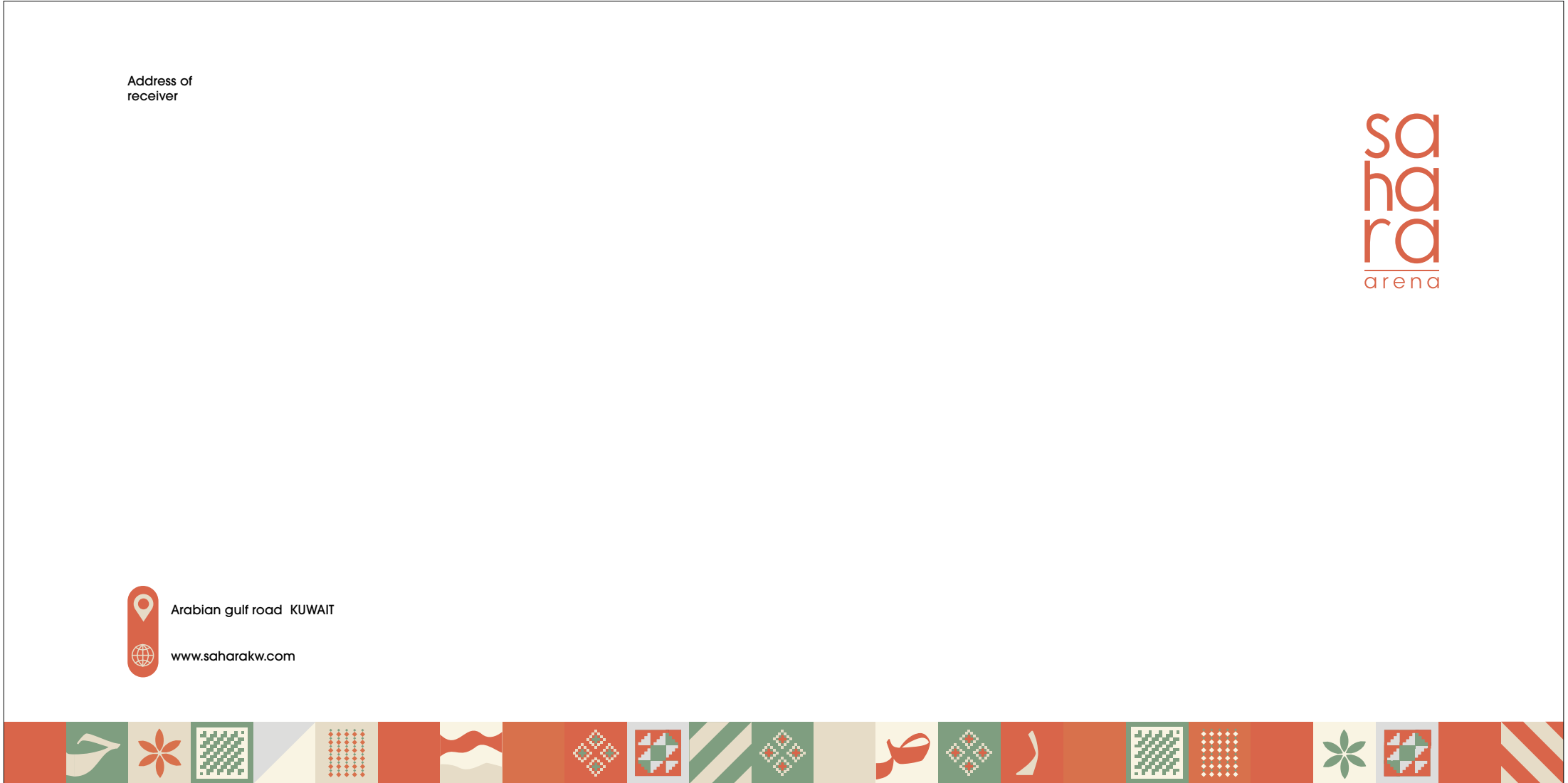
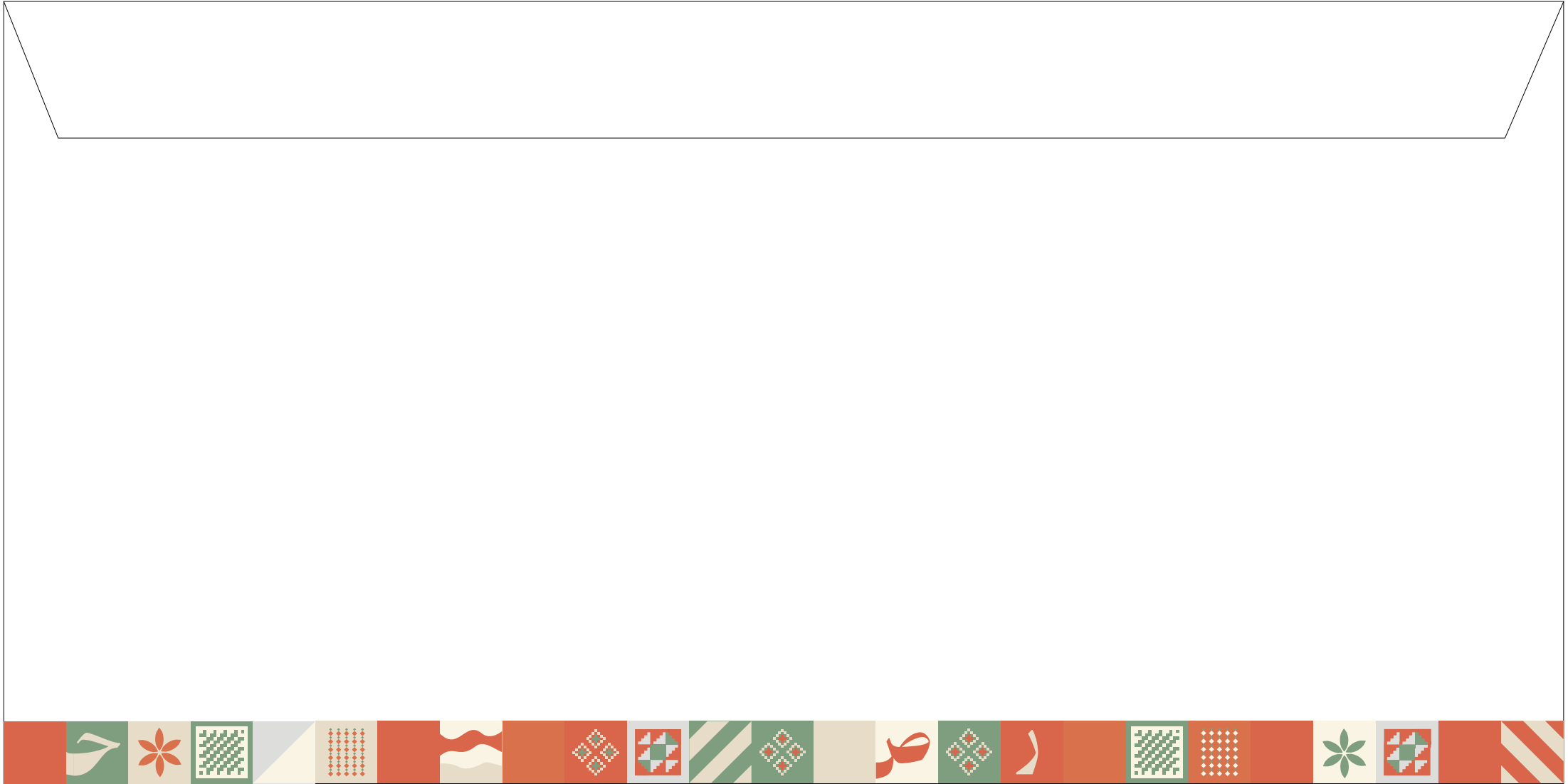
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ENVELOPE



ENVELOPE



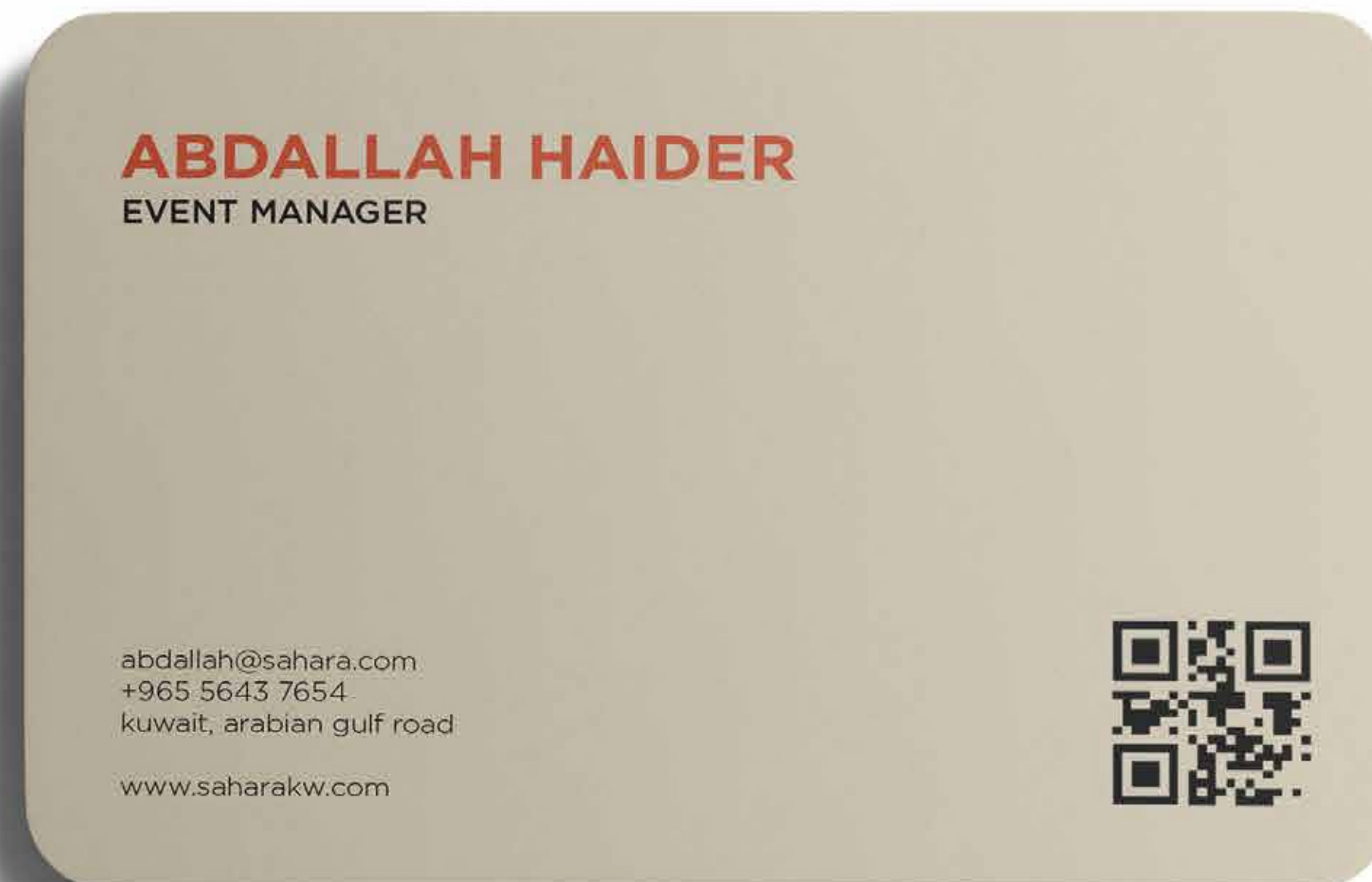
BUSINESS CARDS



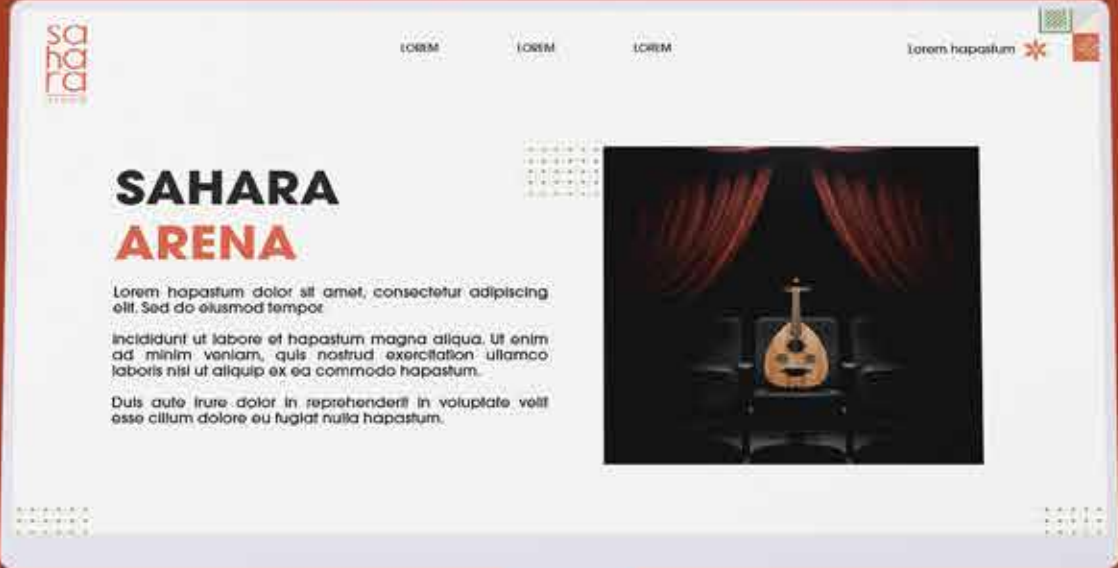
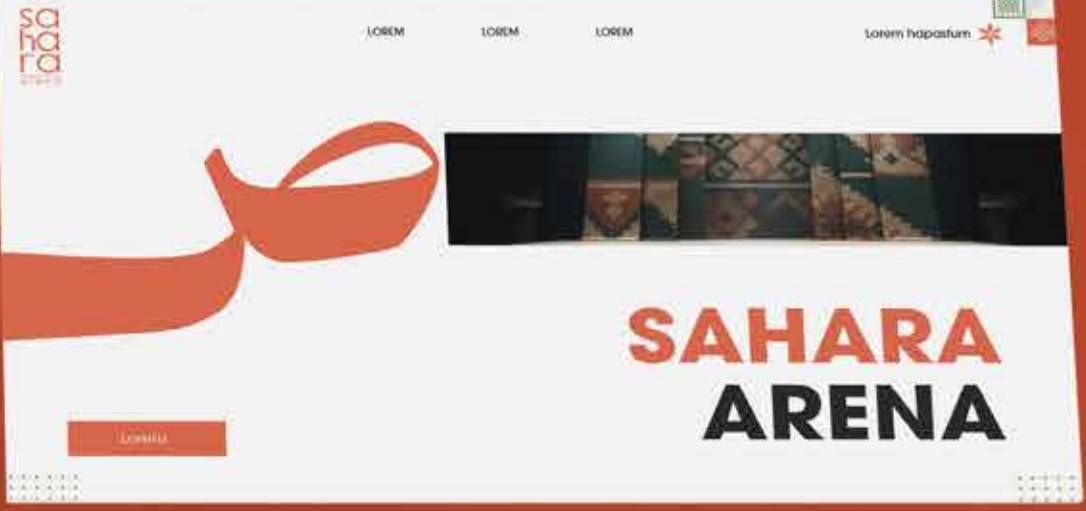
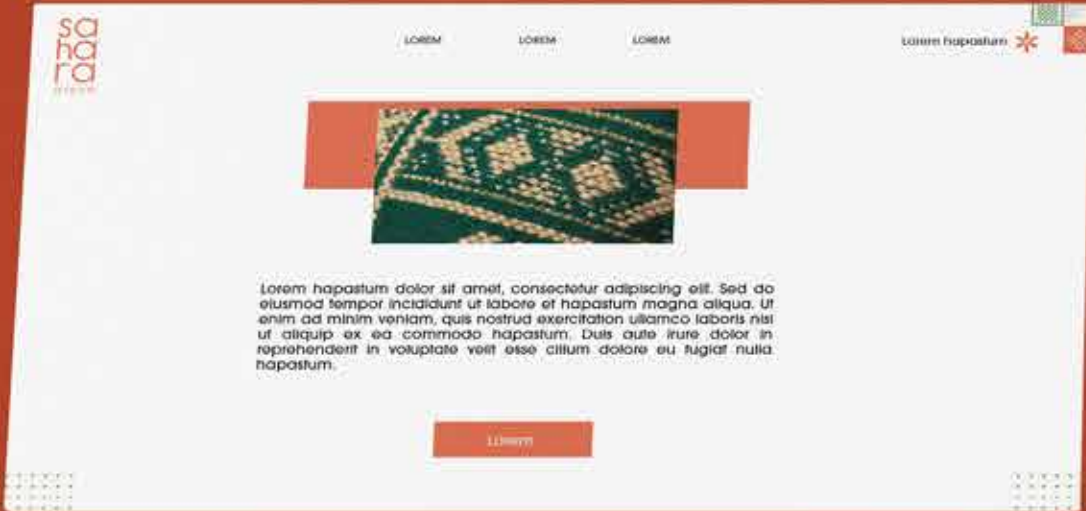
BUSINESS CARDS



BUSINESS CARDS



PRESENTATION TEMPLATEE



EMAIL SIGNATURE



ABDALLAH HAIDER
EVENT MANAGER

✉ abdallah@sahara.com
☎ +965 5643 7654
📍 kuwait, arabian gulf road
🌐 www.saharakw.com

ENVIRONMENTAL BRANDING & SIGNAGE

KUWAITY CULTURAL EVENT

12 DECEMBER 2025

www.saharakw.com



OUTDOOR WAYFINDING SYSTEM



INDOOR WAYFINDING SYSTEM



DIRECTORY STYLE



DIRECTORY
STYLE



EVENT & MERCHANDISE ASSETS

BROCHURE



BROCHURE



BROCHURE



ID CARD



ID CARD



HAND WRISTBAND



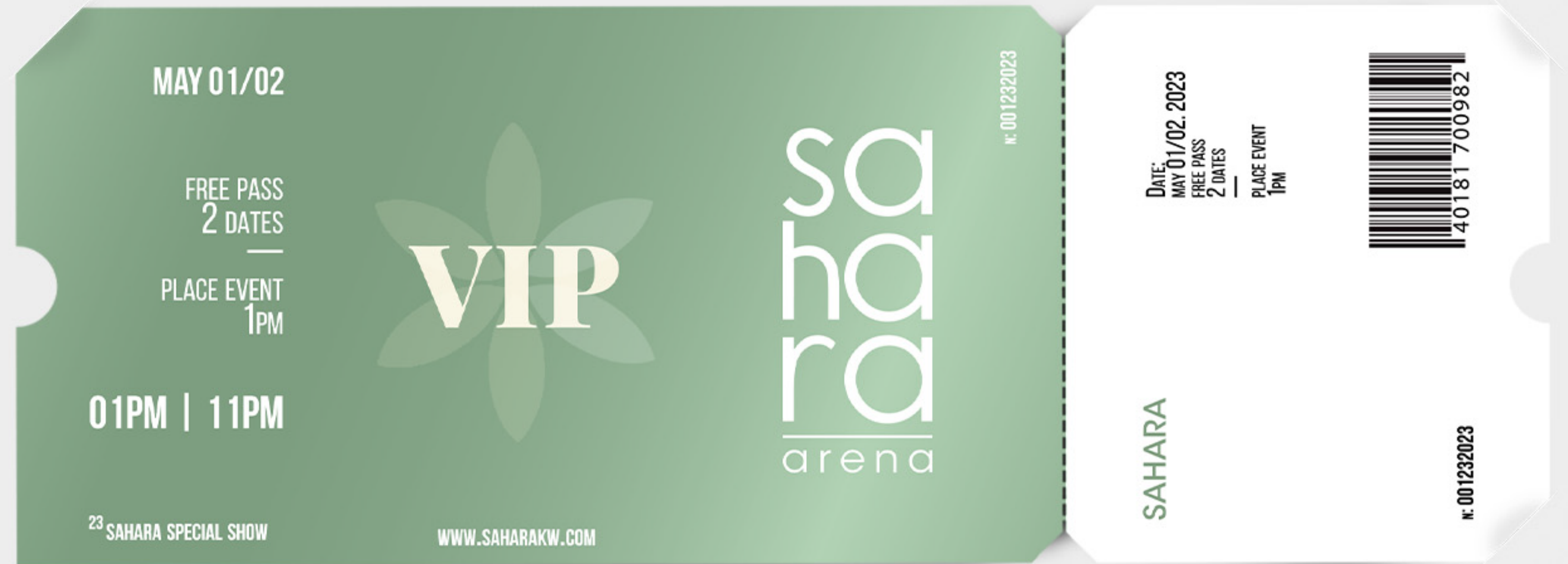
TICKETS CLASS A



TICKETS CLASS B



TICKETS VIP



UNIFORM

GUEST-FACING
ARENA STAFF



UNIFORM

CROWD CONTROL,
SECURITY



UNIFORM

TECHNICAL CREW



UNIFORM MANAGEMENT



LANYARD



THANK
YOU

AlYaqeen Memac