



Ithra's Competition for Designers

In collaboration with

FLY SAUDIA

The Official Airline Partner

About the Competition

The King Abdulaziz Center for World Culture (Ithra) is providing a creative opportunity for designers through the competition for designers in collaboration with Saudia Airlines. The goal is to encourage young designers to lead the creative industries in the Kingdom, as they will be its nucleus – the distinguished, talented and competent leaders of the future. The design should be inspired by Ithra's "Inspire your world" slogan.

You can apply to the competition from
June 6 through August 15, 2022.

Terms & Conditions

- Ages 18+
- The applicant should be a Saudi national or Saudi-based.
- The design should be inspired by the slogan "Inspire your world." It should also follow the concept and instructions in this design guide.
- Idea ownership should be clear and well-documented through attached drawings, designs and steps.
- The work must be considerate of social and ethical principles of the public order.
- The submitted work must not be displayed publicly or published on social media or in news media.
- Do not advertise any product or company except for Ithra and Saudia Airlines.
- Do not put any names, nicknames, signature, date or logo on the design except for Ithra and Saudia Airlines.
- The design should be in Arabic and English.
- If you are the selected winner, please ensure you are able to submit your application in open source files.
- Once the winner is chosen, he/she will be contacted to make any required adjustments if necessary.
- The winner's artwork will be considered the intellectual property of Ithra.

Judging Criteria

- Applicants must submit their artwork under the theme "Inspire your world."
- The artwork must be original, avoiding plagiarism and/or previous works.
- The color scheme should be appealing.
- The artwork submitted must be in a high-quality format.
- The artwork should follow the concepts and standards explained in this design guide.
- Grammar and spelling should be correct in the submitted content.



**Lulwah Abdulrazaq
Al Homoud**
Artist, Curator, Founder of LAHF



Haya Alyahya
Lecturer of Graphic Design &
Multimedia at Imam Abdulrahman
bin Faisal University.



Suliman Alfulajj
Shift Creative Agency,
Founder & CEO



Ammar Alabdali
GM, Brand Management at
Saudia Airlines



Meaad Alkathlan
Head of Ithra Branding

Jury Members



The King Abdulaziz Center for World Culture (Ithra)—meaning “enrichment” in Arabic—was built as part of Saudi Aramco’s vision to be an ambitious initiative for the public. Ithra is the Kingdom’s leading cultural and creative destination for talent development and cross-cultural experiences. Since its opening in 2018, each attraction by Ithra serves as a window to global experiences, celebrating human potential and empowering creativity.

At the heart of Ithra, every component – the Idea Lab, Library, Theater, Cinema, Museum, Children’s Museum, the Great Hall, the Ithra Tower and the Energy Exhibit – strives to support and reinforce the key pillars into exceptional activities and events. The pillars include culture, creativity, community, art and knowledge. With this vision, Ithra continuously offers inspiring exhibitions, workshops, performances, publications and events.

Ithra aims to make a tangible and positive impact on human development by inspiring a passion for knowledge, creativity and cross-cultural engagement for the future of the Kingdom. At Ithra, we envision a future in which Saudi Arabia is a beacon for knowledge and creativity.

The Story of Ithra

Concepts

Choose one of the concepts explained in the following pages to get inspired from and build your artwork on.

Concept 1

Ithra's Architecture



Concept 2

Ithra's Components

The Idea Lab, Library, Theater, Cinema, Museum, Children's Museum, the Great Hall, the Ithra Tower and the Energy Exhibit.

Click [here](#) to know more about Ithra's components.



Concept 3

Ithra's Pillars

Culture, creativity, community,
art and knowledge.

Culture
Creativity
Community
Art
Knowledge

Fonts:

Helvetica Neue and Helvetica Neue Arabic are the only fonts to be used in the design.

Arabic font (Light)
Arabic font (Bold)

English font (Light)
English font (Medium)
English font (Bold)

Helvetica Neue

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

Design
Guidelines

Helvetica Neue Arabic

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Color Scheme:

Ithra colors are the only colors to be used in the design, Click [here](#) to download the color palette. **All design colors must be in CMYK color mode**



Ithra Yellow 1

Pantone: 109c
RGB: 0 ,212 ,255
CMYK: 0 ,90 ,10 ,0
HEX: ffd400

Ithra Yellow 2

Pantone: 143c
RGB: 37 ,165 ,244
CMYK: 0 ,87 ,32 ,0
HEX: f4a525



Ithra Turquoise 1

Pantone: 3252c
RGB: 218 ,226 ,77
CMYK: 0 ,23 ,0 ,52
HEX: 4de2da

Ithra Turquoise 2

Pantone: 326c
RGB: 173 ,173 ,43
CMYK: 0 ,39 ,0 ,81
HEX: 2badad



Ithra Purple 1

Pantone: 2089c
RGB: 254 ,67 ,140
CMYK: 0 ,0 ,55 ,45
HEX: 8c43fe

Ithra Purple 2

Pantone: Violet c
RGB: 109 ,20 ,67
CMYK: 0 ,0 ,100 ,90
HEX: 43146d



Ithra Orange 1

Pantone: 2018c
RGB: 14 ,108 ,255
CMYK: 0 ,100 ,60 ,0
HEX: ff6c0e

Ithra Orange 2

Pantone: 714c
RGB: 74 ,136 ,247
CMYK: 0 ,59 ,40 ,0
HEX: f7884a



Ithra Pink 1

Pantone: 219c
RGB: 122 ,40 ,240
CMYK: 0 ,15 ,100 ,0
HEX: e60089

Ithra Pink 2

Pantone: 688c
RGB: 129 ,57 ,188
CMYK: 10 ,10 ,90 ,50
HEX: bc3981



Ithra Green 1

Pantone: 375c
RGB: 51 ,209 ,125
CMYK: 10 ,90 ,0 ,40
HEX: 7dd133

Ithra Green 2

Pantone: 7735c
RGB: 48 ,73 ,26
CMYK: 75 ,70 ,0 ,60
HEX: 1a4930

Design Guidelines

Airplane Mock-ups:

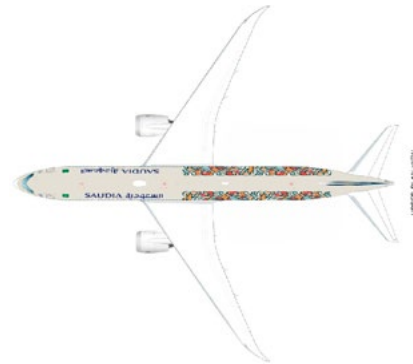
The design must be presented in different views mock-ups. Click [here](#) to download the airplane mockups.

Design Guidelines



Design Examples:

Year of Arabic Calligraphy 2021



Design Guidelines



Design Examples:

2020 G20 Visual Identity

Design Guidelines



Design Submission

Submitted Files:

- The design should be presented in a PDF format, which should include an explanation of the idea, the process and the final design applied on the airplane mock-ups.

After choosing the winner:

The winner will be contacted to deliver the following:

- Open source production files of the design.
- Any other files that are related to the design or the idea.

After the competition, the winner may be contacted for any edits required before the production and implementation stage.

Keep in Touch!



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