

انتبه!
للتتوه



World Alzheimer's Month 2026 Guidelines

Brand Mark

The brand mark is inspired by the message «**Don't Get Lost**» (انتبه لا تتوه), symbolizing guidance, awareness, and support for people affected by Alzheimer's disease.

It reflects the importance of staying connected and never facing the journey alone.



Arabic Version



English Version



Clear Space

To preserve the logo's clarity, visibility, and impact, a minimum clear space must always surround the logo.

No text, graphics, or other visual elements may enter this protected area. The minimum clear space is defined by the height of the «X» unit shown in the diagram and must be maintained across all applications.



Variation «Ar»

Approved logo color variations for use across all brand identity applications, ensuring consistency, clarity, and optimal visibility on different backgrounds.



Variation «En»

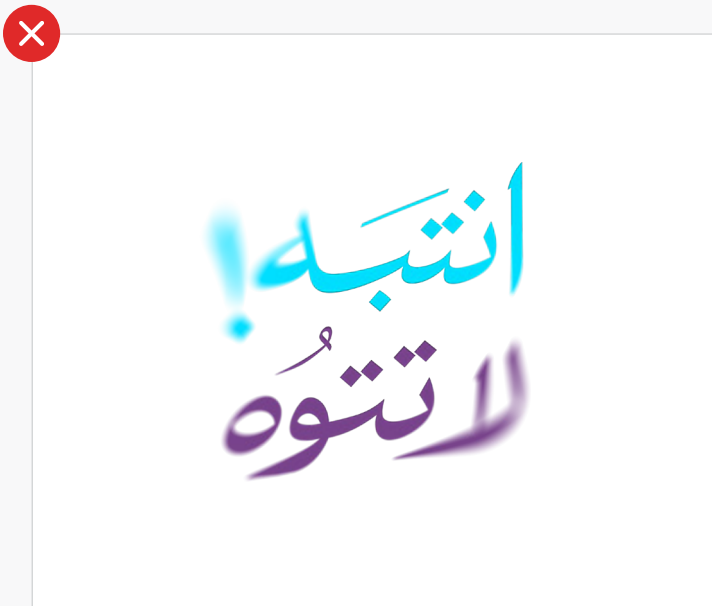
Approved logo color variations for use across all brand identity applications, ensuring consistency, clarity, and optimal visibility on different backgrounds.



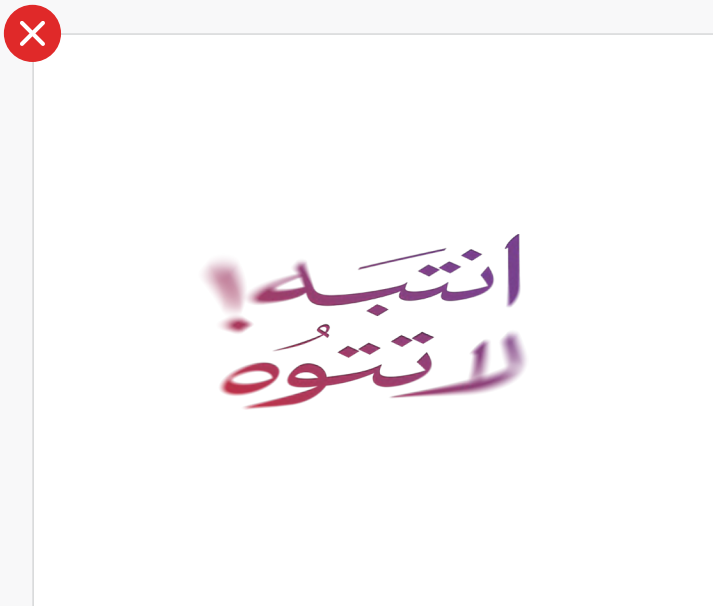
Misuse

The primary logo should always be used in its approved color version whenever possible to maintain consistency and brand recognition. Single-color versions are provided for applications where full-color reproduction is not possible, ensuring the identity remains clear and recognizable across all media.

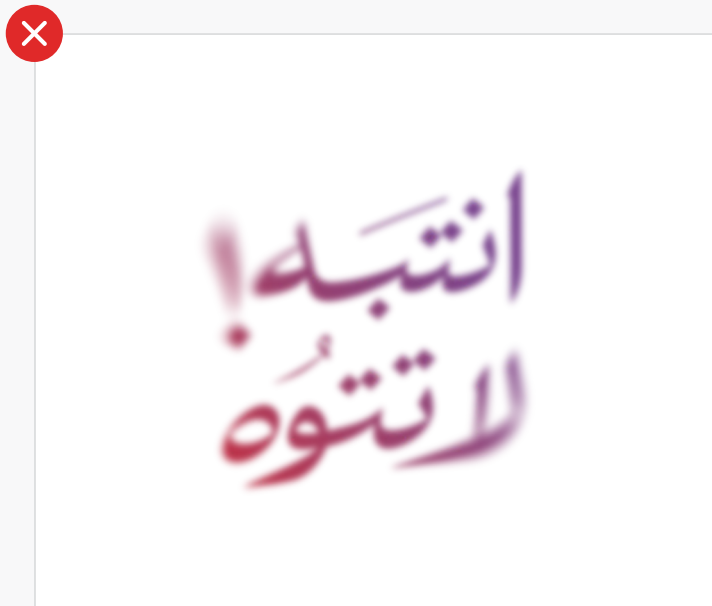
Please avoid the incorrect logo applications shown below to preserve the integrity and consistency of the brand identity.



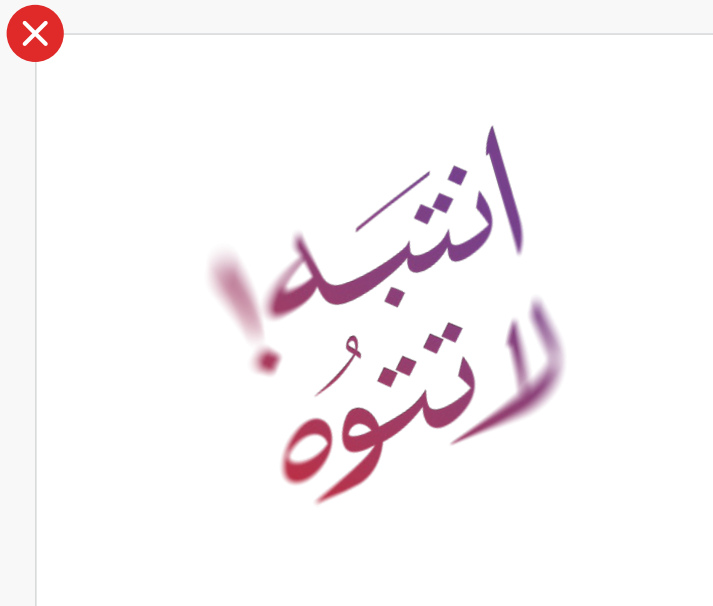
Do not Recolor the Brand Mark



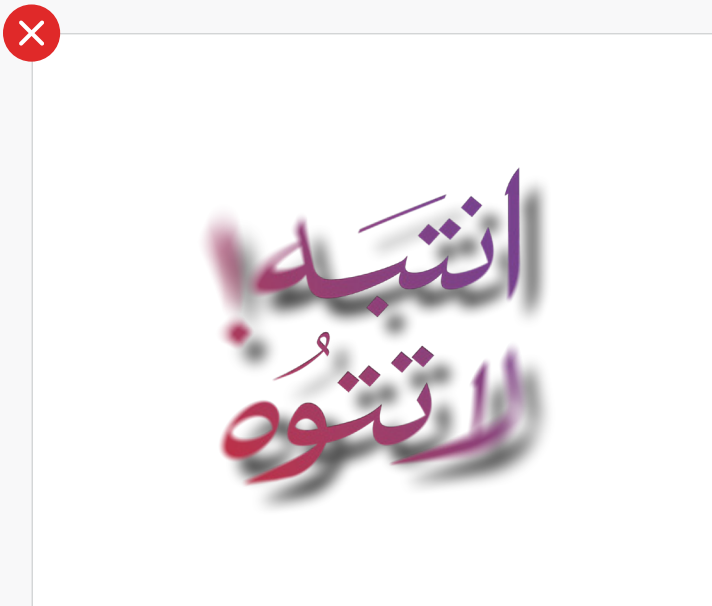
Do not Stretch or Skew The Brand Mark



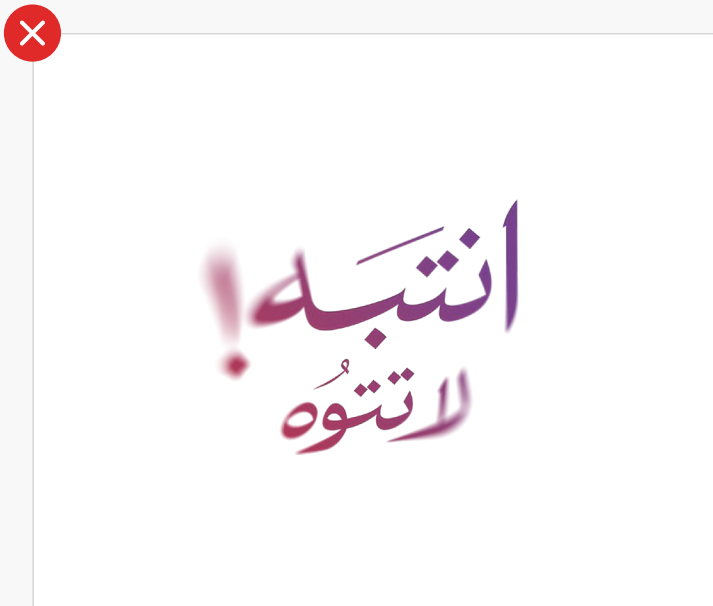
Do not Scan or allow poor quality reproduction of the brand mark



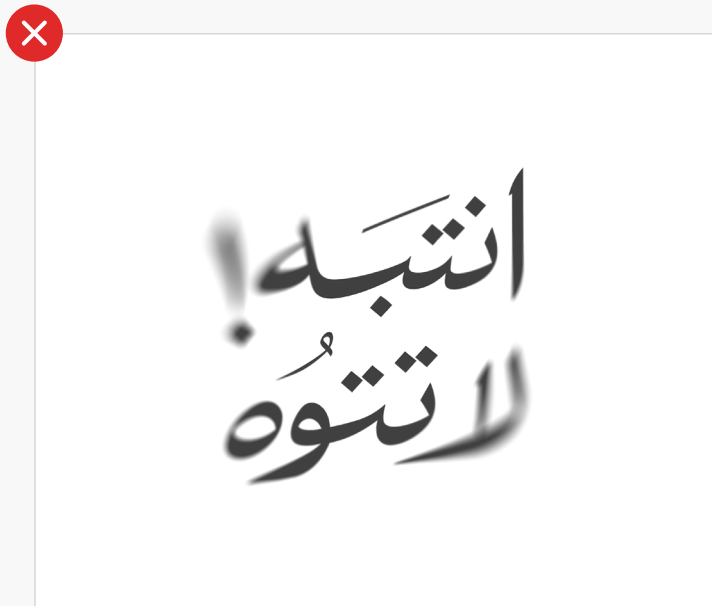
Do not Rotate the Brand Mark



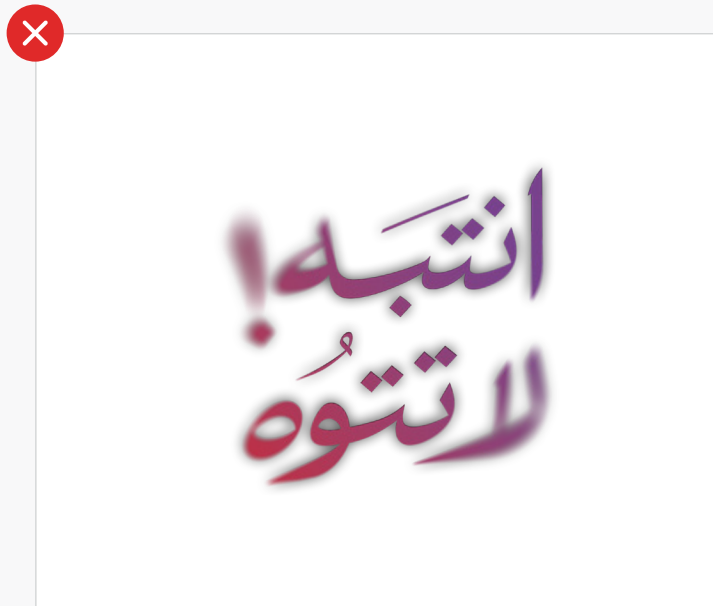
Do not Add glow or other effects



Do not Resize or Move



Do not Use Transparency with the full color logo

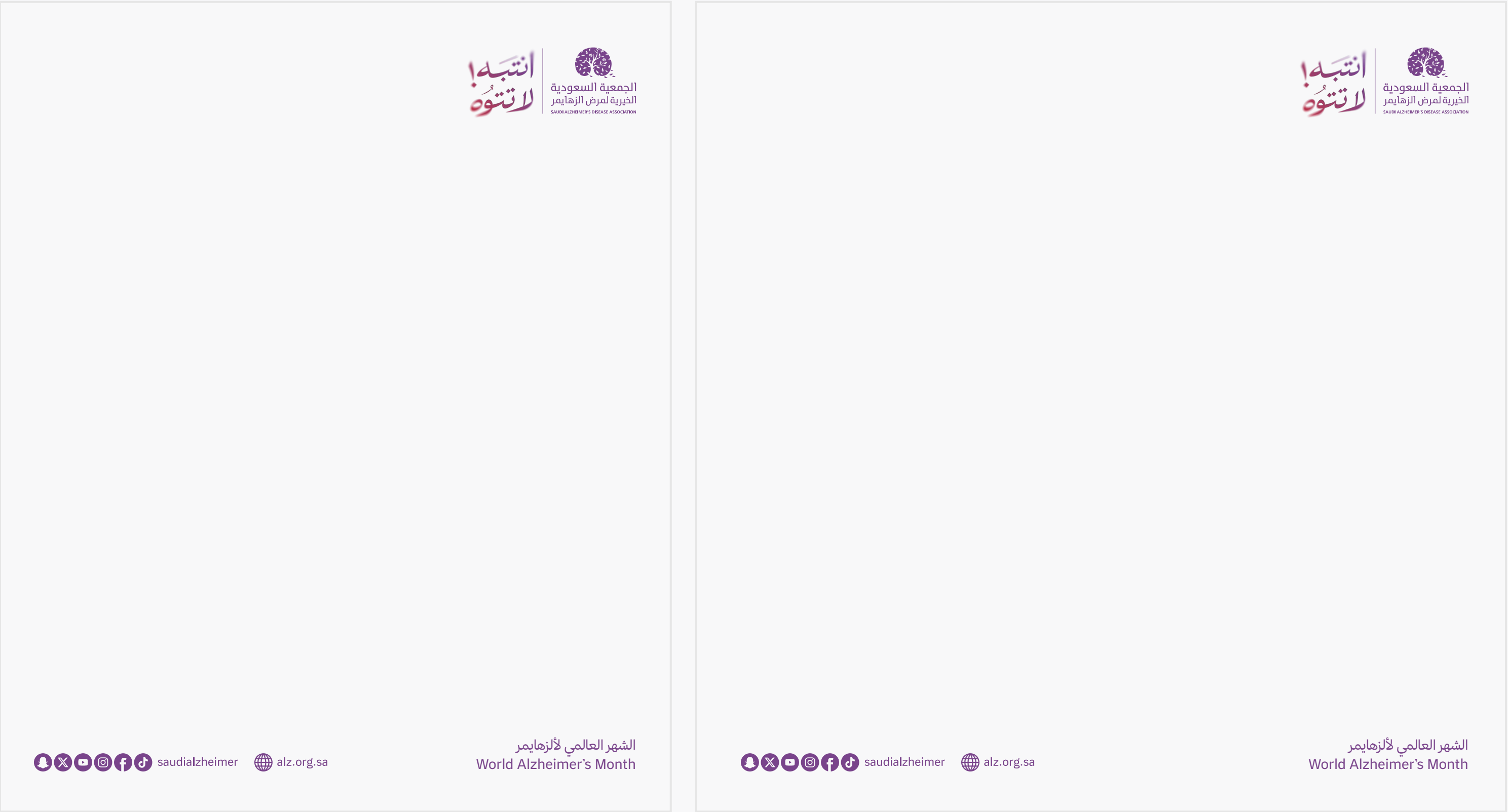


Do not Add drop shadows

Logo Placement «Ar»

The logo should always be positioned on the Right side of the layout to maintain consistency and strengthen brand recognition.

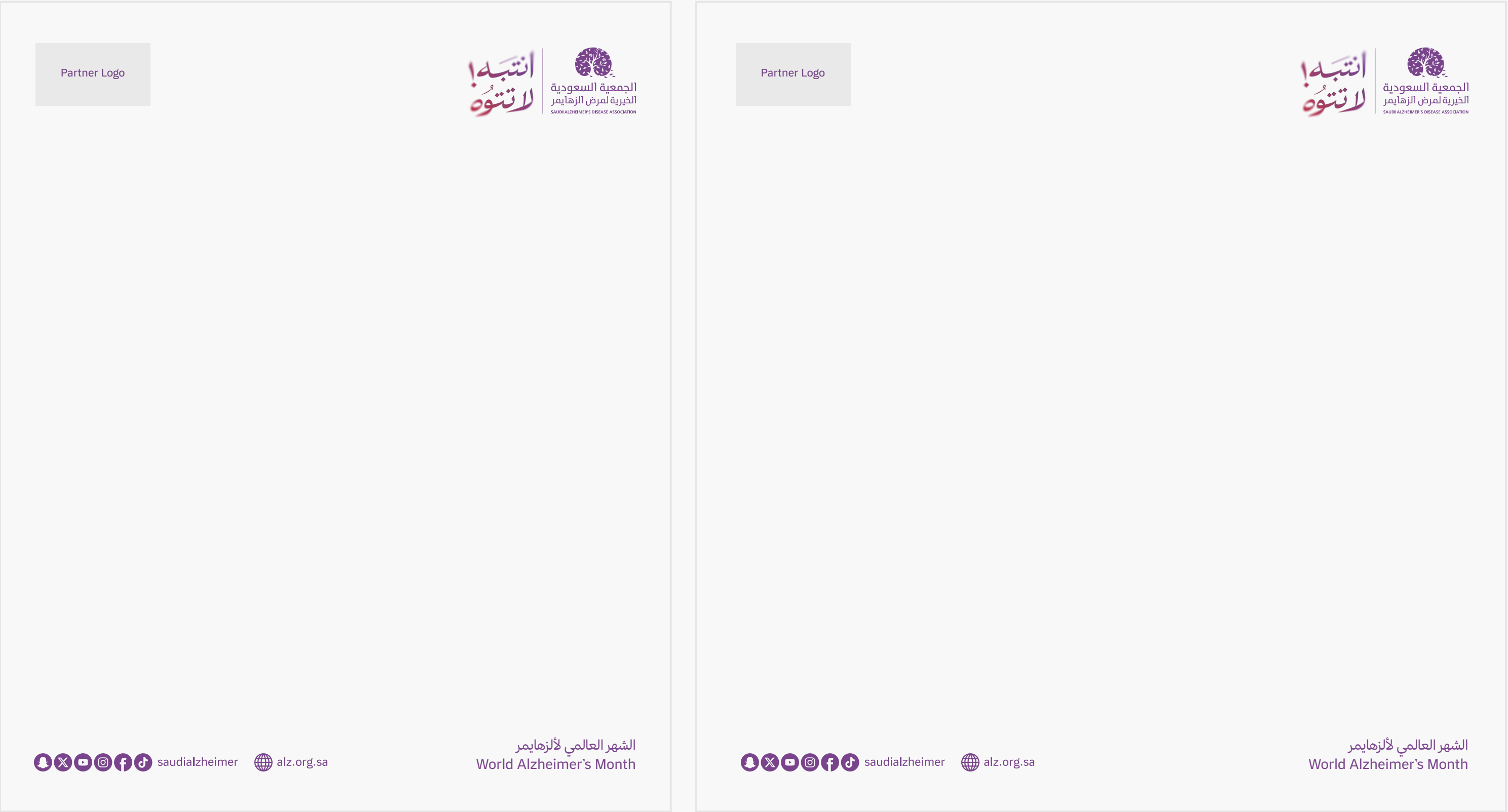
Ensure the required clear space is maintained at all times, and avoid placing any text or graphic elements within the protected area surrounding the logo.



Logo with Partners «Ar»

The campaign logo should always appear on the Right, with the partner logo positioned on the Left and aligned to the Top.

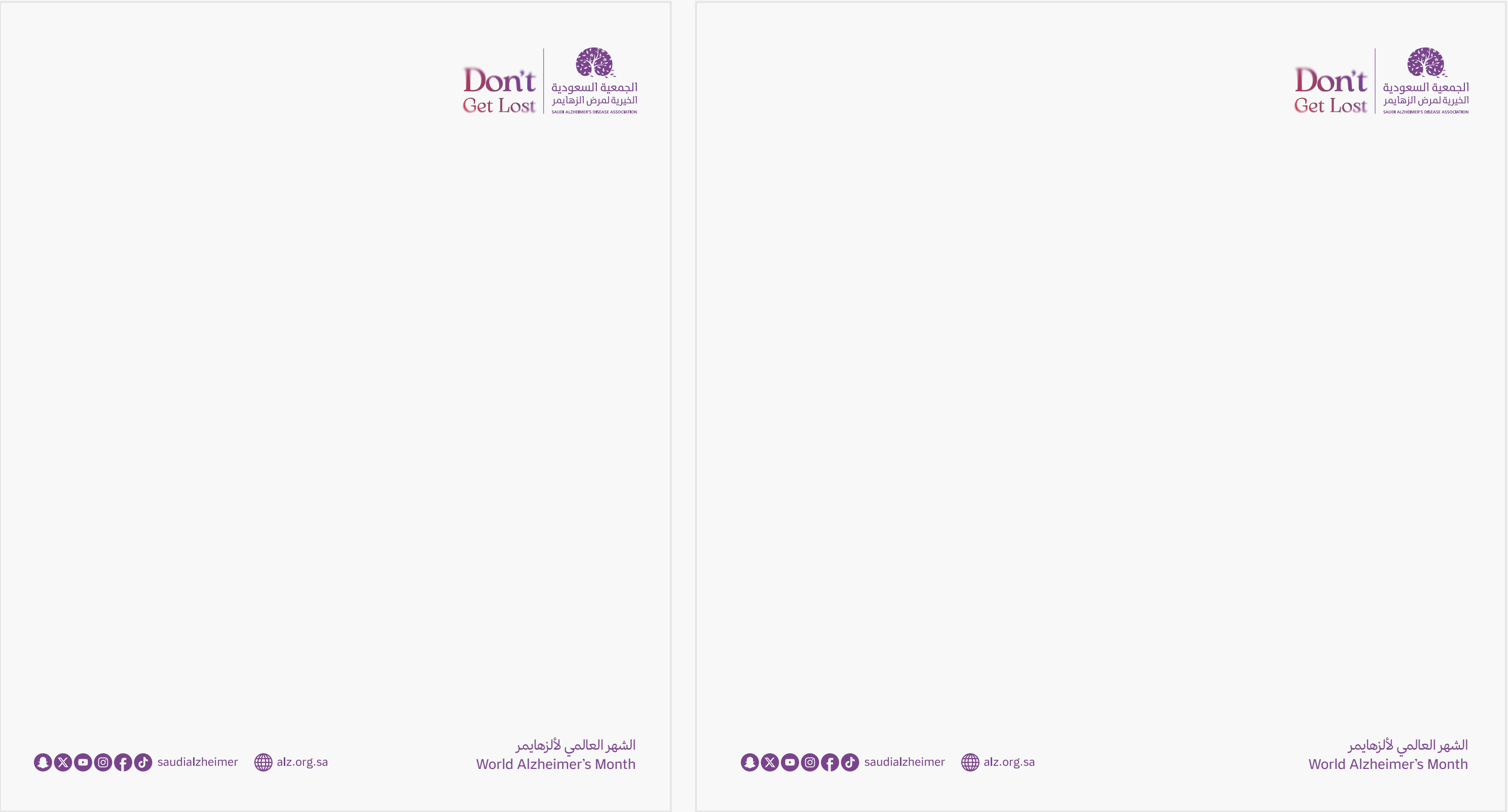
Maintain adequate clear space and balanced visual hierarchy between both logos.



Logo Placement «En»

The logo should always be positioned on the Right side of the layout to maintain consistency and strengthen brand recognition.

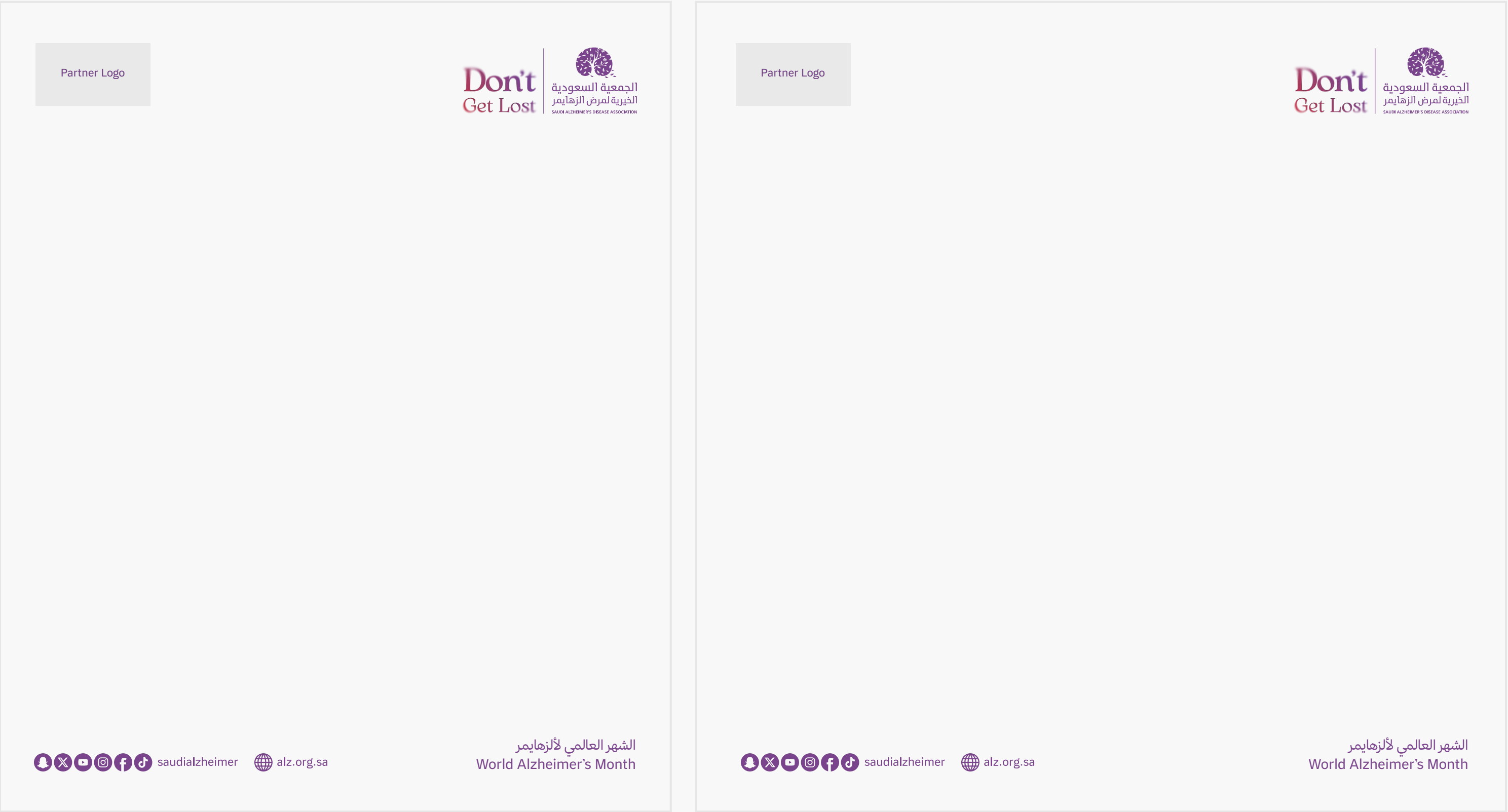
Ensure the required clear space is maintained at all times, and avoid placing any text or graphic elements within the protected area surrounding the logo.



Logo with Partners «En»

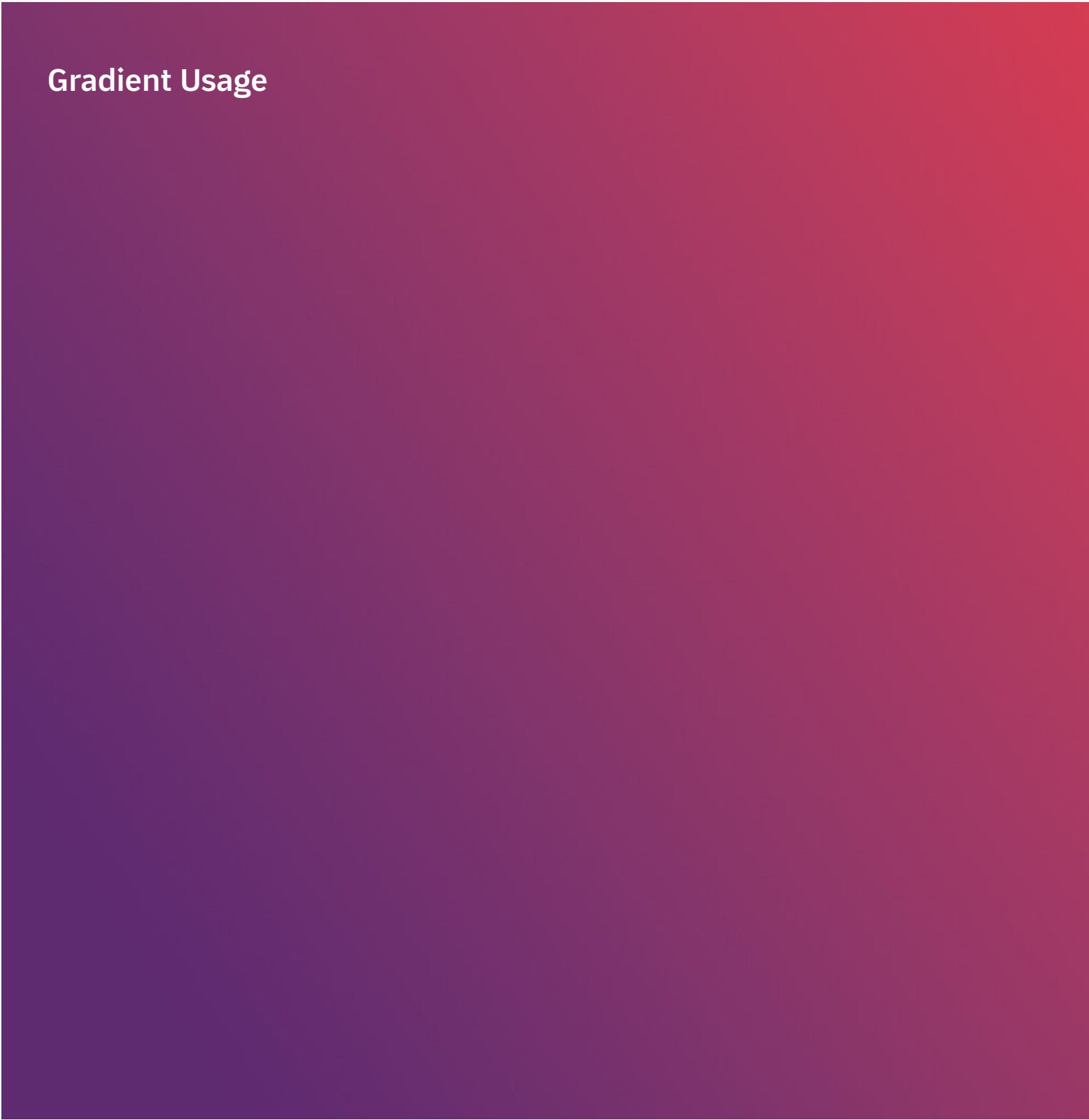
The campaign logo should always appear on the Right, with the partner logo positioned on the Left and aligned to the Top.

Maintain adequate clear space and balanced visual hierarchy between both logos.



Color Palette

Gradient Usage



Primary Purple

#542966
RGB: 84, 41, 102
CMYK: C 78, M 97, Y 29, K 18

Secondary Purple

#78428c
RGB: 120, 66, 140
CMYK: C 63, M 88, Y 10, K 1

Soft Gray

#e5e5e5
RGB: 229, 229, 229
CMYK: C 9, M 6, Y 7, K 0

Warm Orange

#e38c54
RGB: 227, 140, 84
CMYK: C 9, M 53, Y 74, K 0

Alert Red

#c43640
RGB: 196, 54, 64
CMYK: C 17, M 93, Y 77, K 5



Used Fonts

للنصوص الصغيرة | thmanyah serif display

هذا النص هو مثال لنص يمكن أن يستبدل في نفس المساحة، لقد تم توليد هذا النص من مولد النص العربي، حيث يمكنك أن تولد مثل هذا النص أو العديد من النصوص الأخرى من النصوص التي تزداد عدد الفقرات التي يولدها التطبيق. إذا كنت تحتاج إلى عدد أكبر من الفقرات يتيح لك مولد النص العربي زيادة عدد الفقرات كما تريد، النص لن يبدو مقسمًا ولا يحوي أخطاء لغوية، مولد النص العربي مفيد لمصممي المواقع على وجه الخصوص، حيث يحتاج العميل إلى رؤية صورة حقيقية للتصميم.

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
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! @ # \$ % & * () ^ ~ { } []

Black	Bold	Regular	Light
أب	أب	أب	أب



للعناوين الرئيسية | thmanyah serif display

العناوين الرئيسية

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thmanyah sans

Aa

English Typeface

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NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
nopqrstuvwxyz

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!@#\$%&*()^~{}[]

Light

Regular

Bold

Black

Aa

Aa

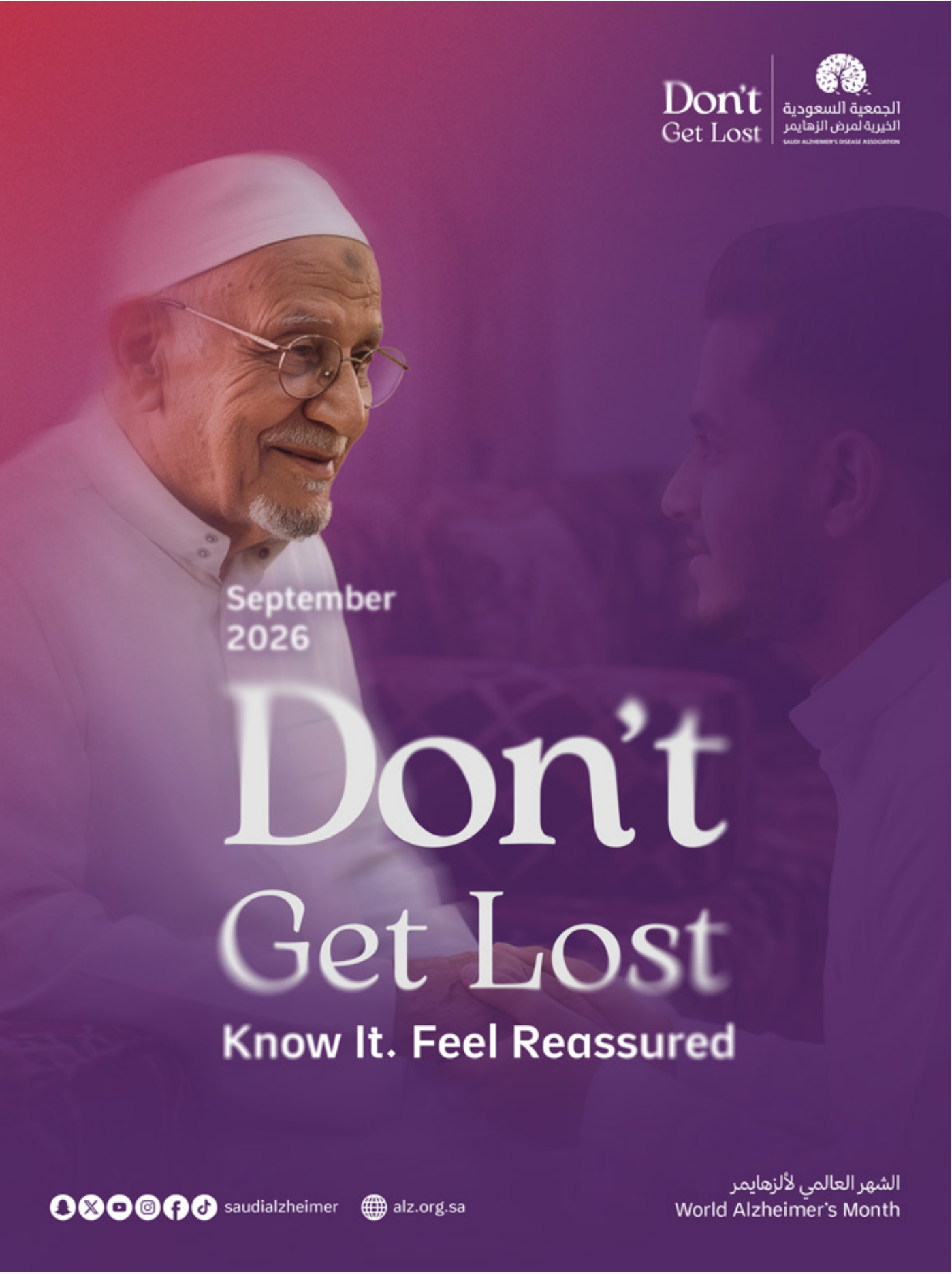
Aa

Aa



Campaign Key Visual





Campaign Launching

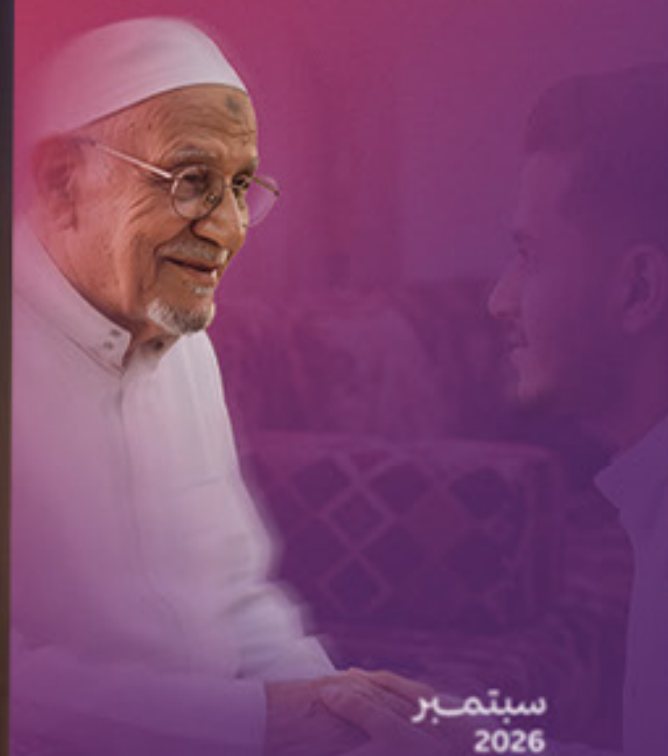


انتبه!
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الجمعية السعودية
الخيرية لمرض الزهايمر
SAUDI ALZHEIMER'S DISEASE ASSOCIATION

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سبتمبر
2026

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www.alzheimer.org.sa

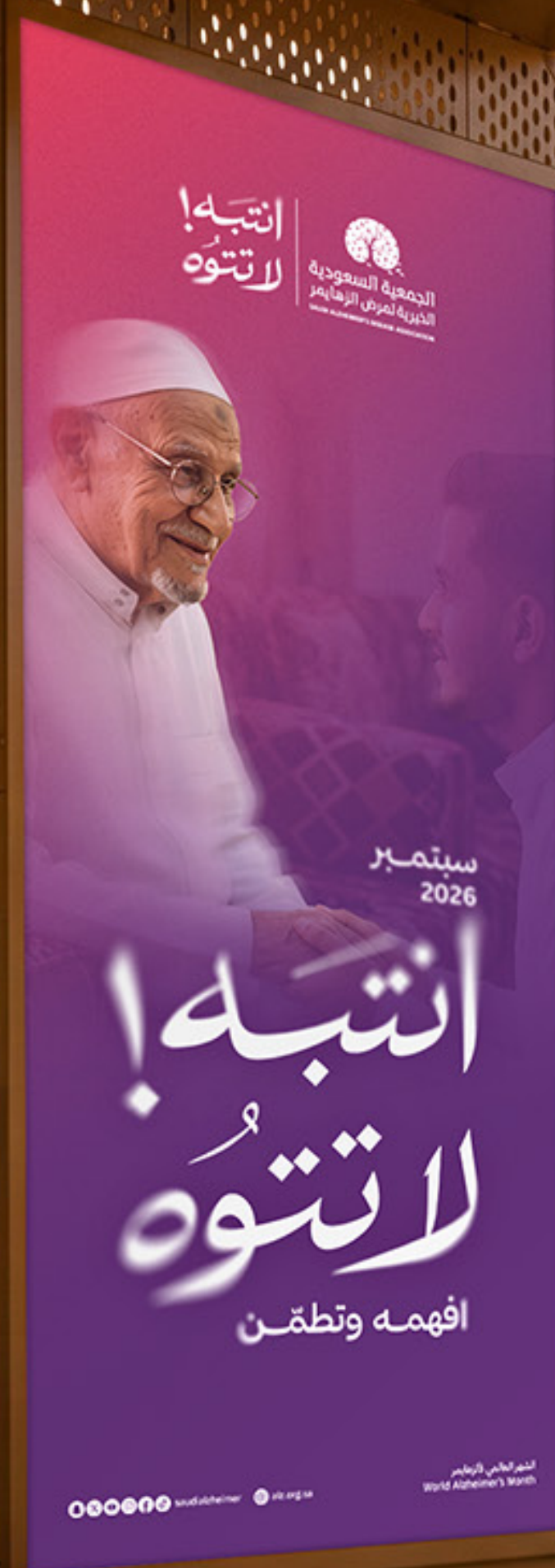
الشهر العالمي للزهايمر
World Alzheimer's Month

وزارة الصحة
Ministry of Health

الشهر العالمي للزهايمر
World Alzheimer's Month

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