



Art Direction

3rd Saudi Forum for 4IR 2025: Frontiers of Global Technology

THE LOGO



Co - Branding



Concept

CONCEPT

 change

impact 



WAVES

+



PALM
TREE

+



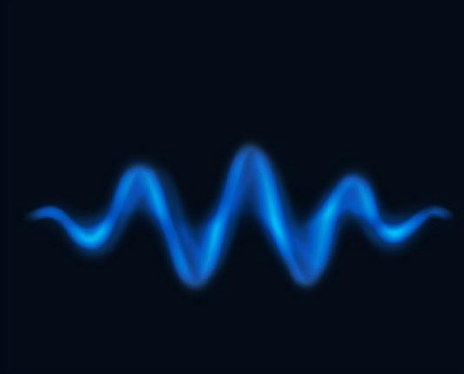
LAVENDER
COLOR

=



ICON

Waves



SOUND
WAVE



QUANTUM
WAVE



LIGHT
WAVE

The Forum embodies the idea that even a small spark of innovation can set ripples in motion, growing into waves that transform industries, inspire communities, and shape the global future of technology.

Symbolizing how participants connect, share ideas, and amplify each other's impact. Together, they create powerful "Ripples" of collaboration. These ripples become waves of light, quantum, and sound.

CONCEPT

Colors



Icon uses

CI4R Type face

Use It At
The End Of a Title



WITH GRADIENT

AS A WATERMARK

CONCEPT

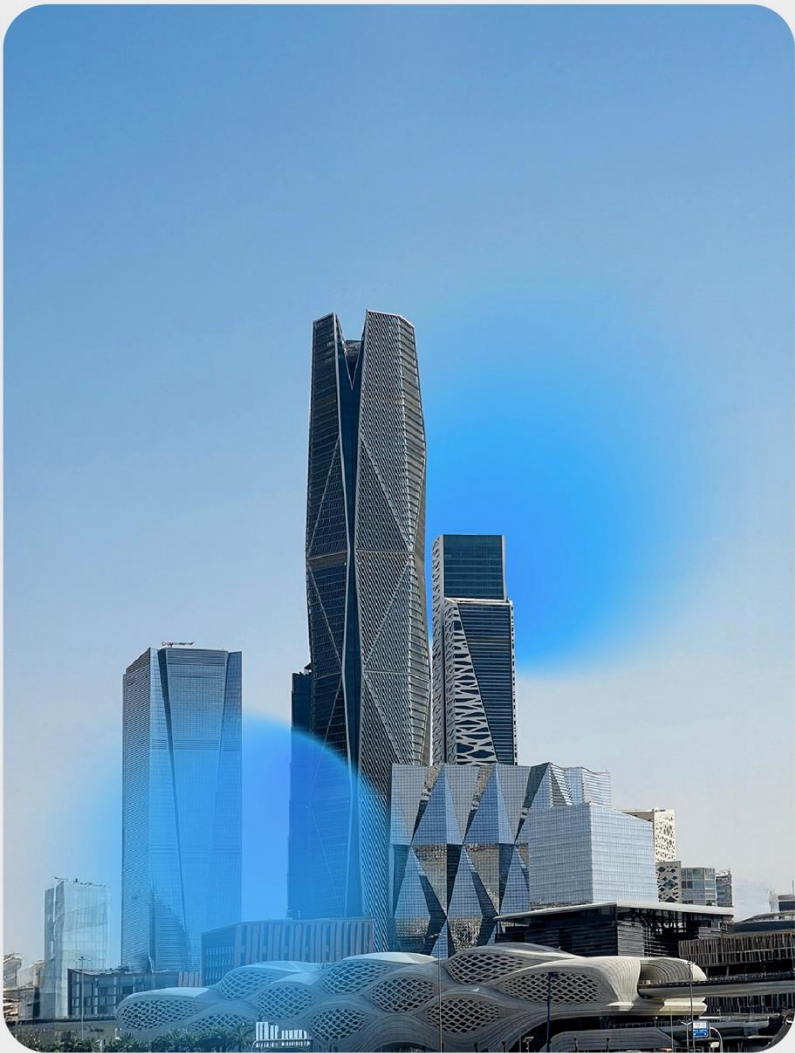
Imagery



1. TECH

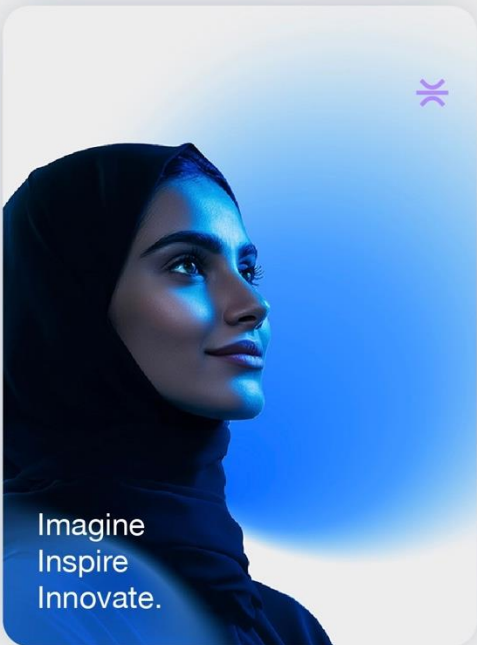
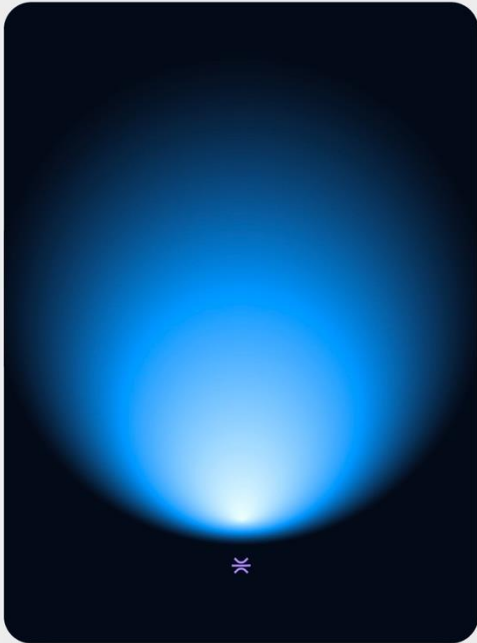


2. PEOPLE

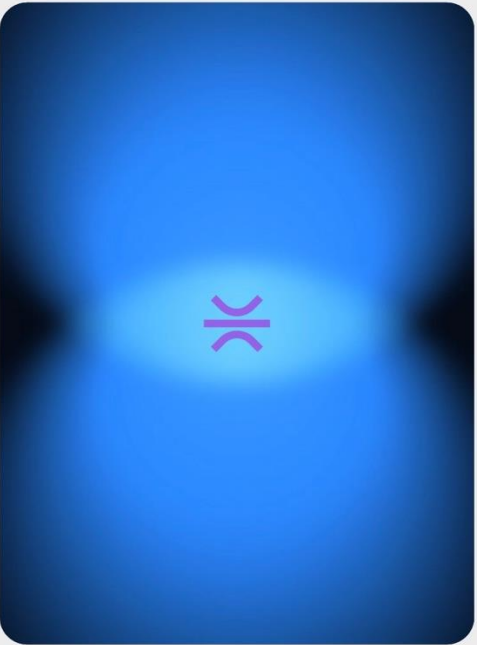


3. CITYSCAPE

KEY
VISUAL



Imagine
Inspire
Innovate.



Social Media Usage





Instantly download brand
guideline through the QR code



Thank you