



Art Direction

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



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

By C4IR Saudi Arabia



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Co - Branding

WORLD
ECONOMIC
FORUM

Saudi Arabia
Centre for the
Fourth Industrial
Revolution



KACST
مدينة الملك عبدالعزيز
للعلوم والتقنية

Concept



CONCEPT

impact

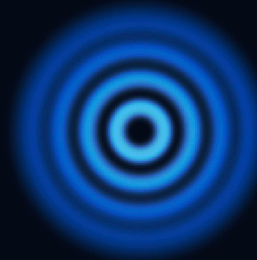


change

Waves



SOUND
WAVE



QUANTUM
WAVE



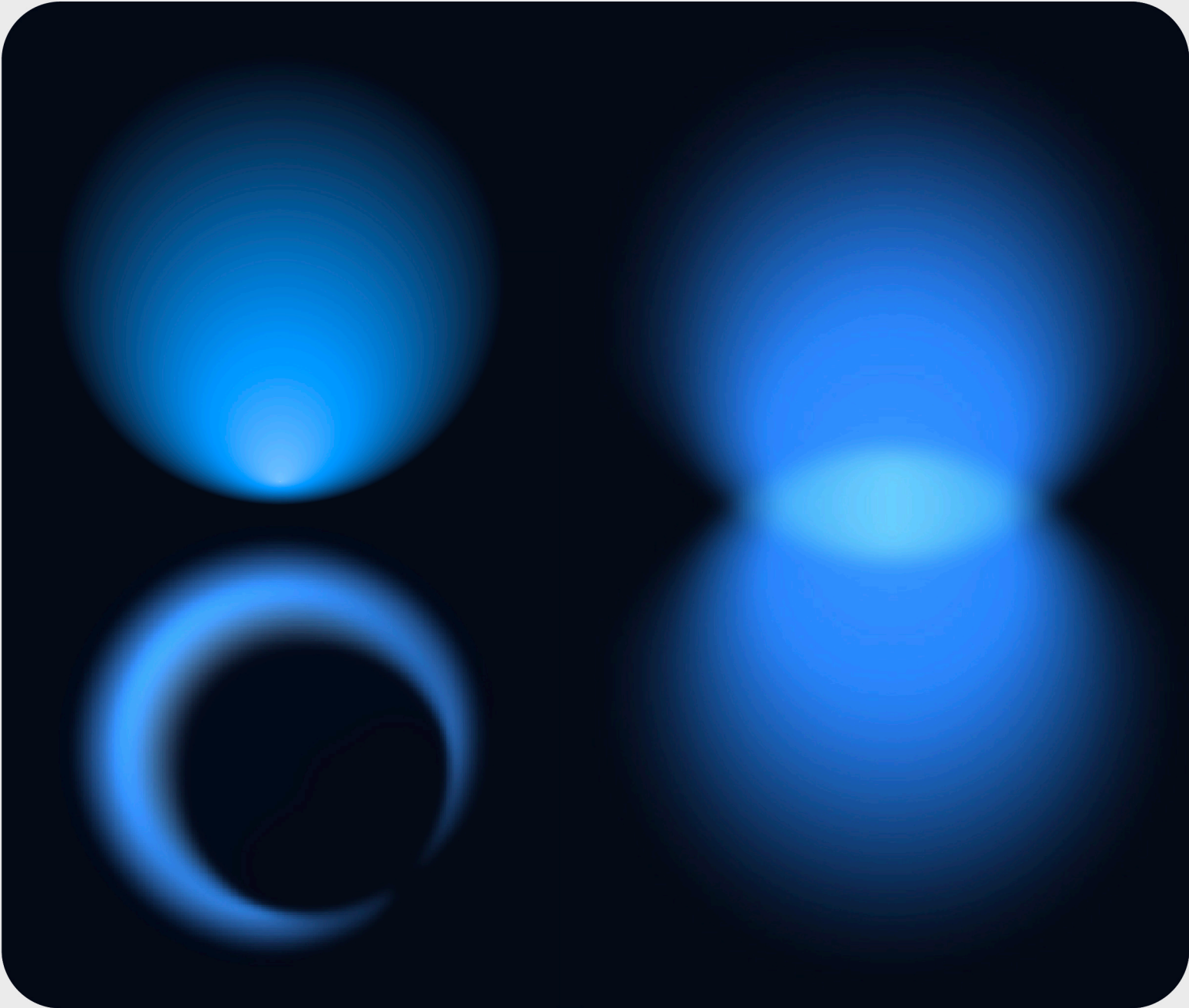
LIGHT
WAVE

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.

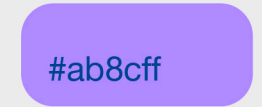
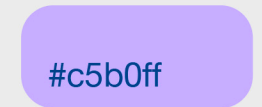
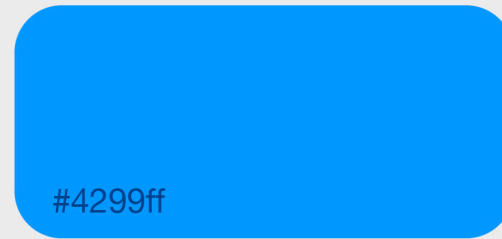
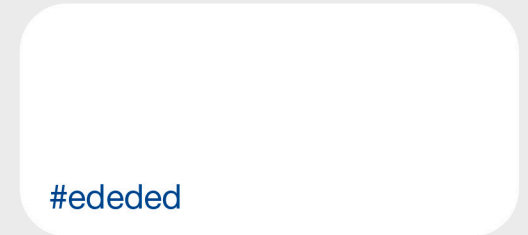
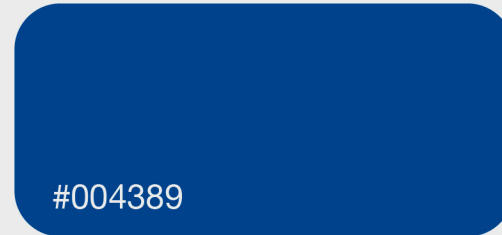
CONCEPT

Gradients



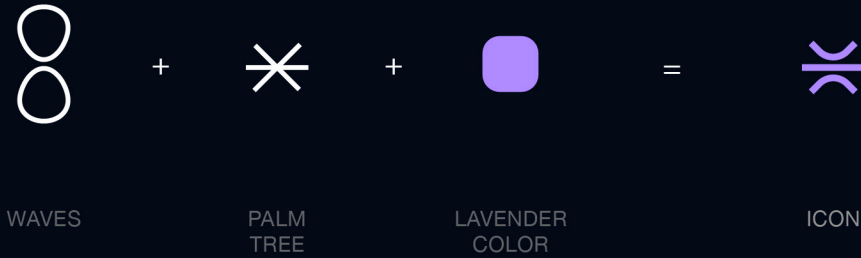
CONCEPT

Colors



CONCEPT

Symbol



The icon blends waves of impact, the palm tree for Saudi heritage, and lavender for hospitality, together symbolizing Saudi Arabia as a welcoming hub where ideas expand to shape global progress.

CONCEPT

Icon uses

CI4R Type face

Use It At
The End Of a Title



WITH GRADIENT

AS A WATERMARK



CONCEPT

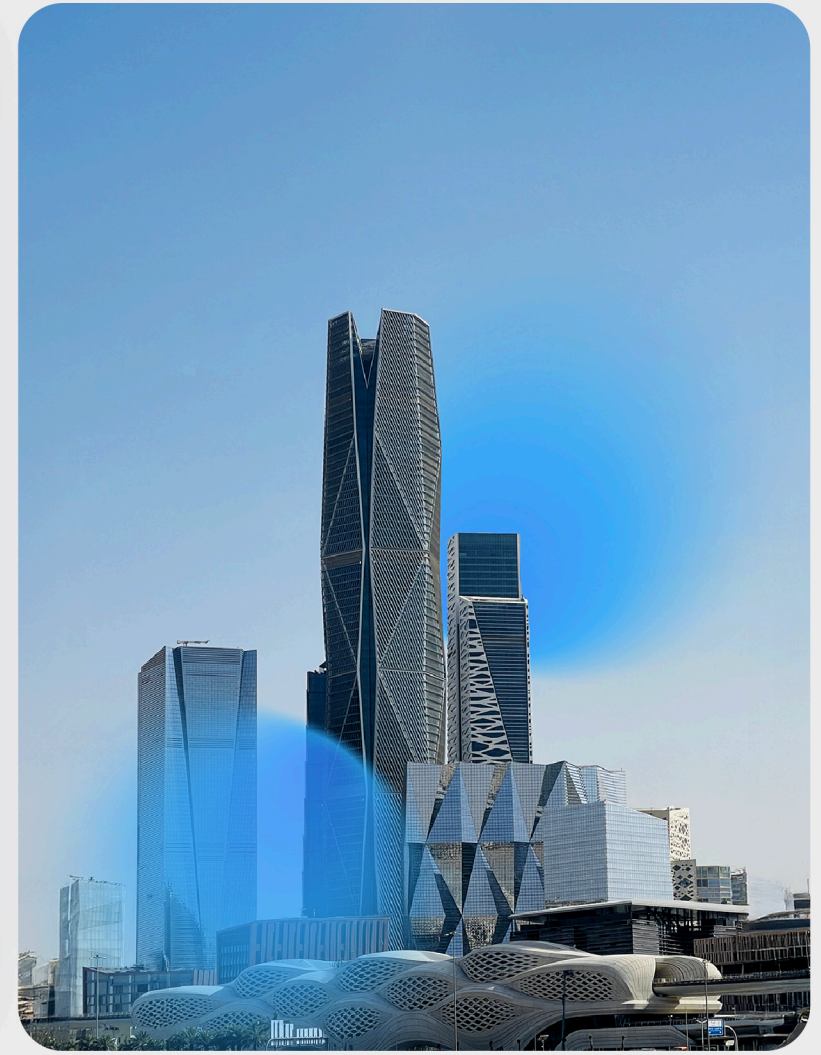
Imagery



1. TECH



2. PEOPLE



3. CITYSCAPE

CONCEPT

Tech imagery



MINIMAL



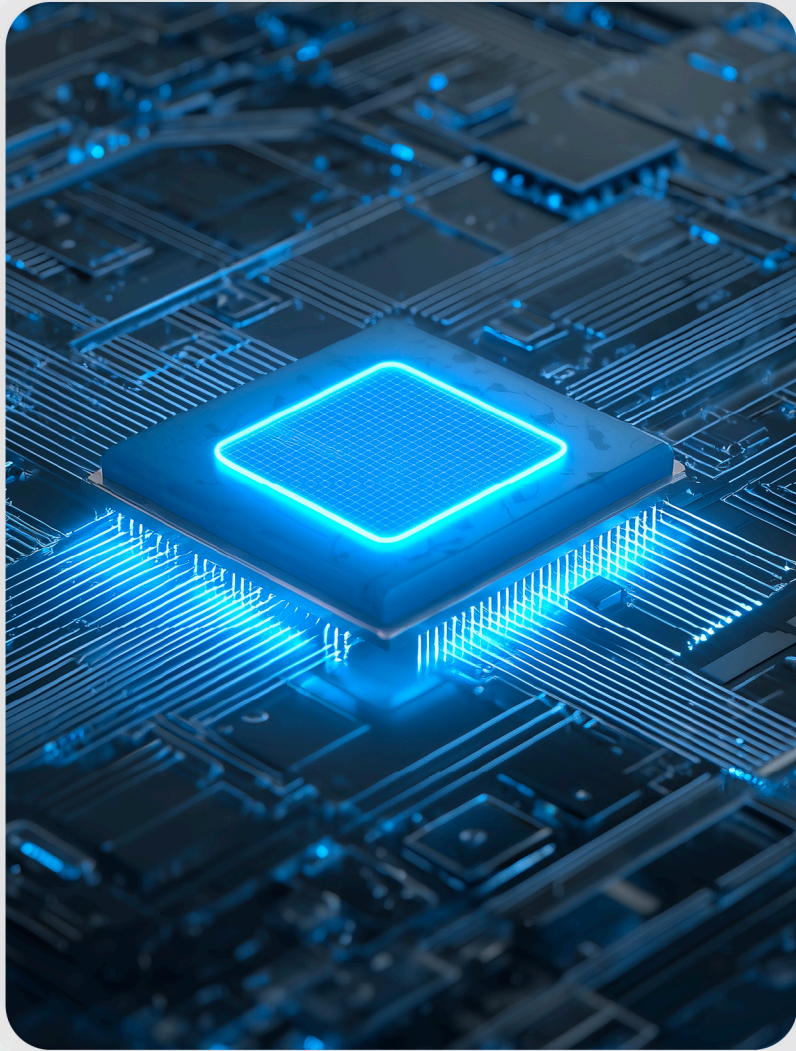
COMPLICATED



WIDE SHOT

CONCEPT

Tech imagery



COMPLICATED



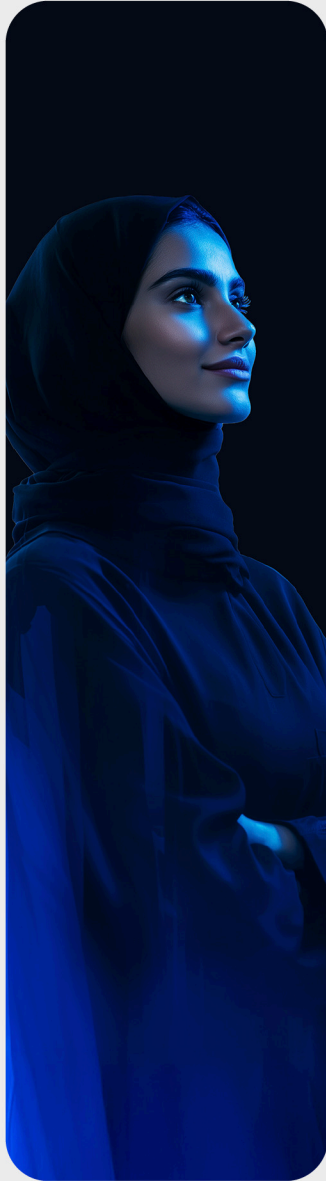
MINIMAL



WIDE SHOT

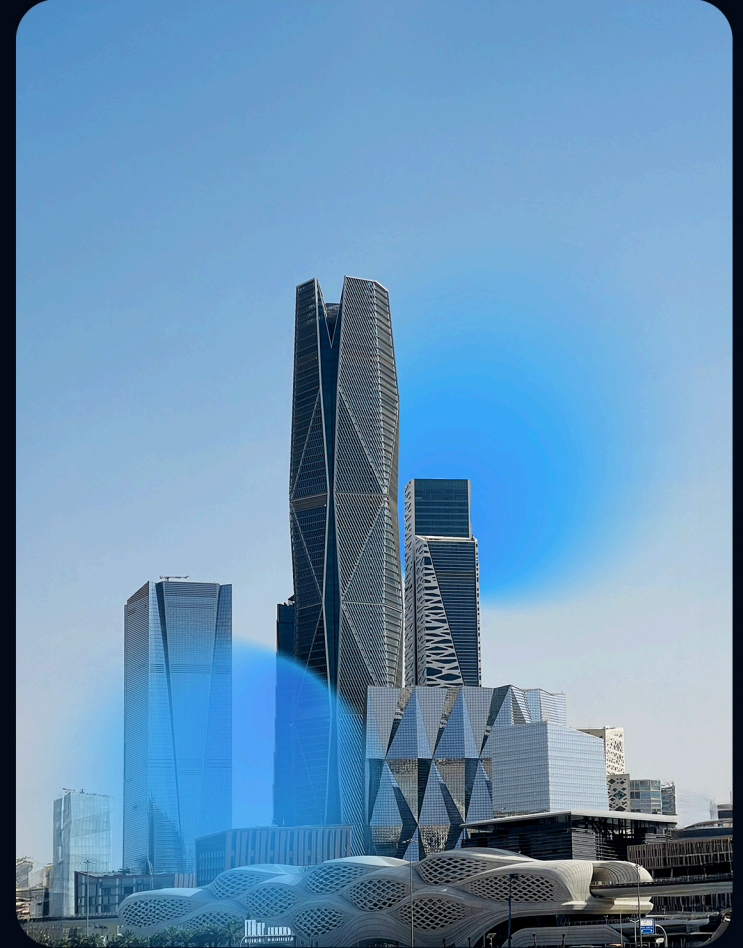
PEOPLE

People imagery

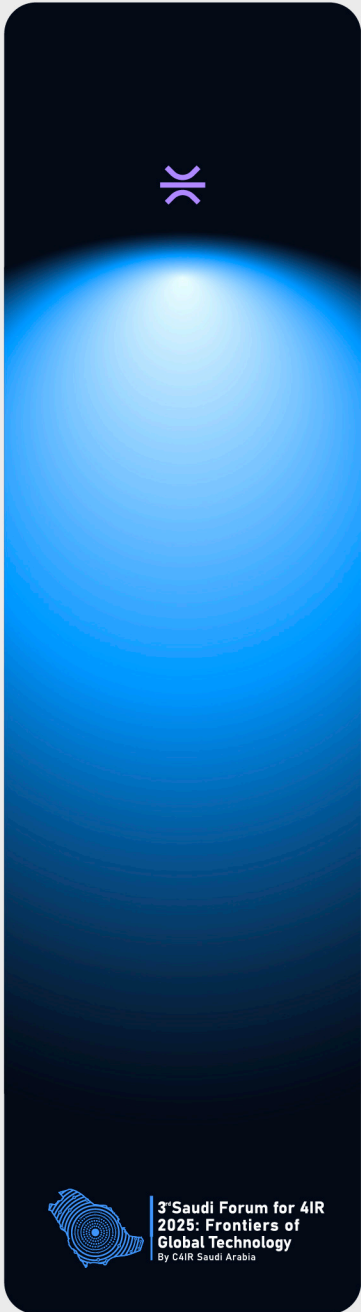
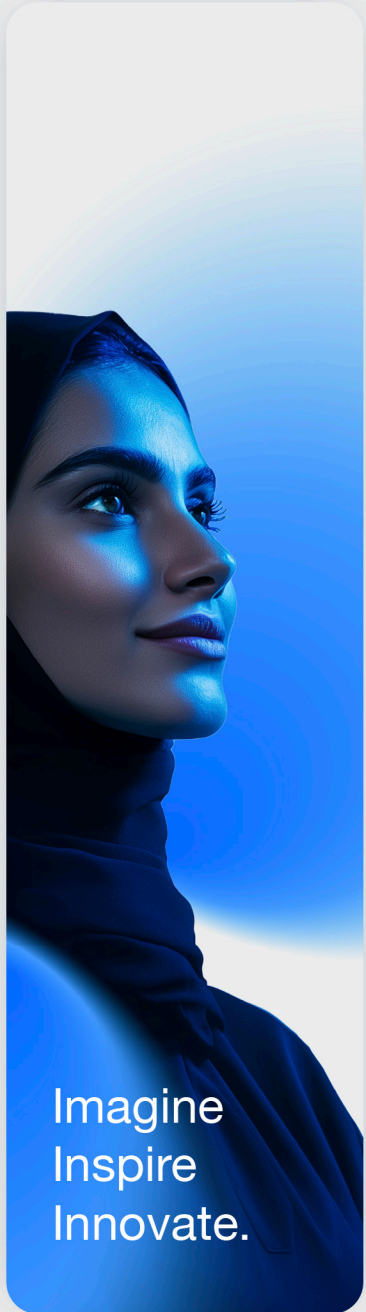
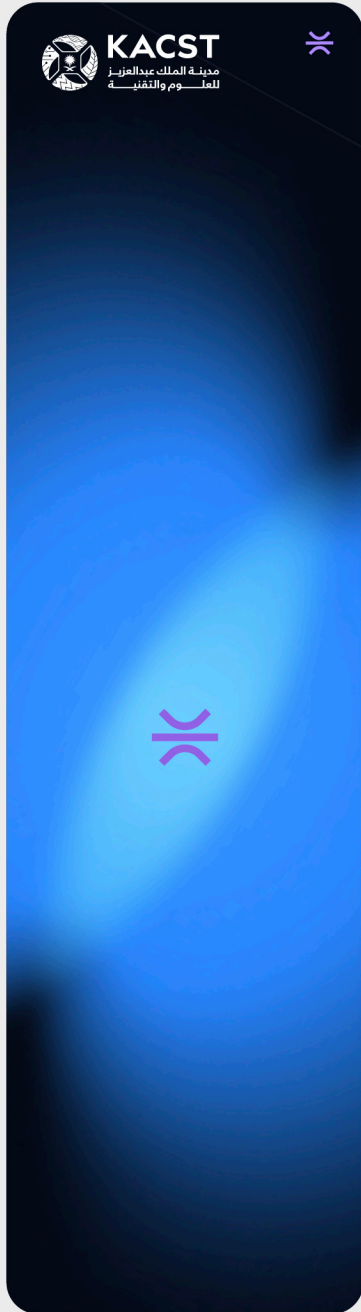
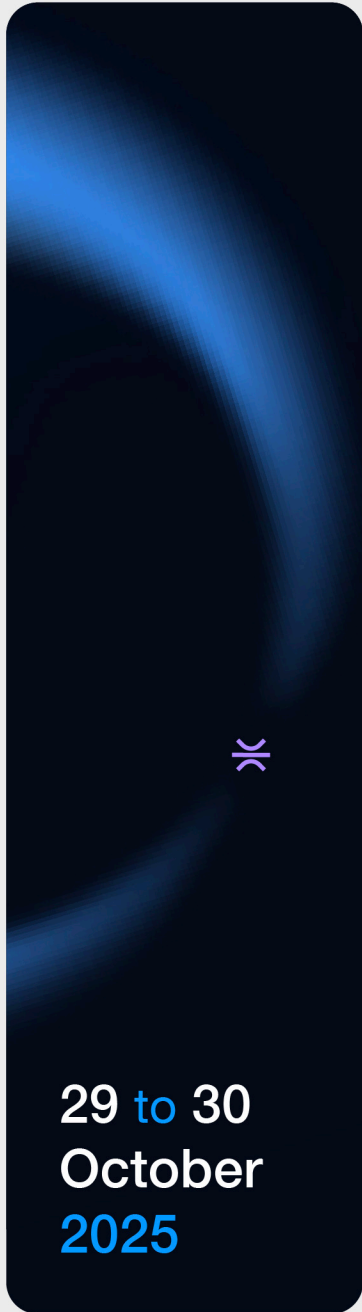


CONCEPT

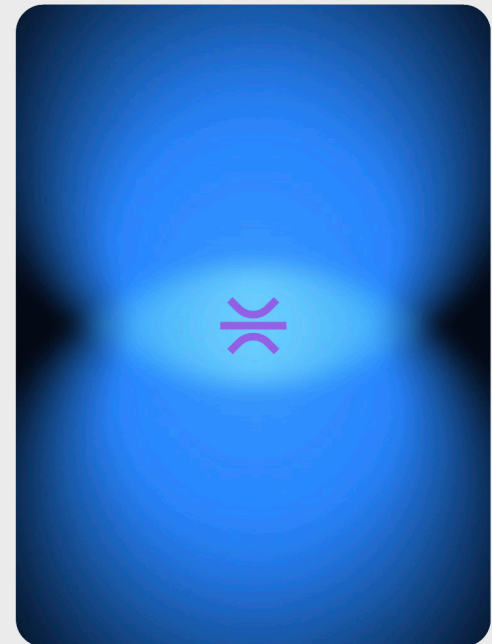
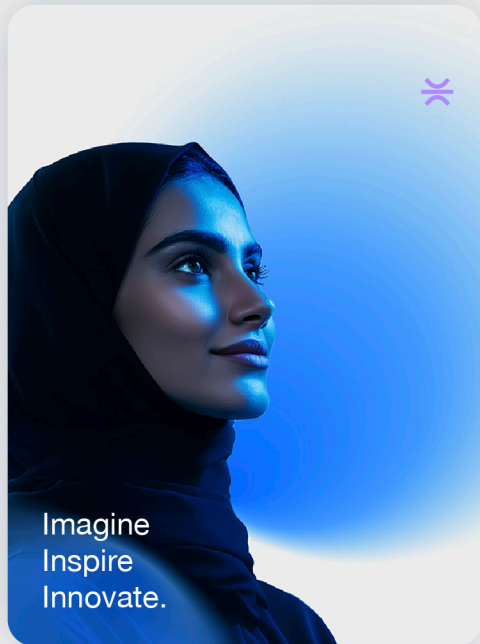
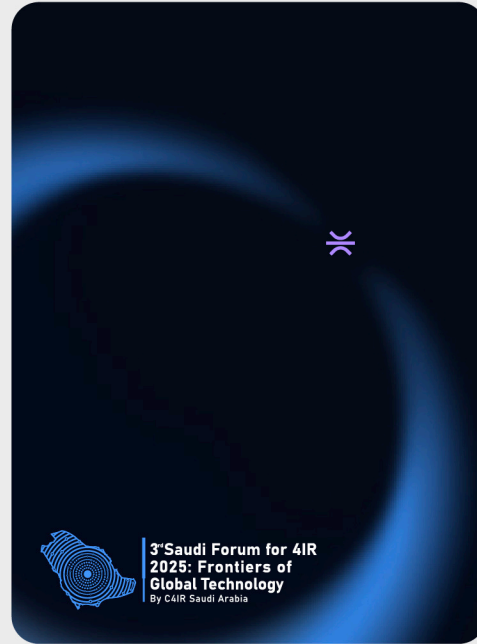
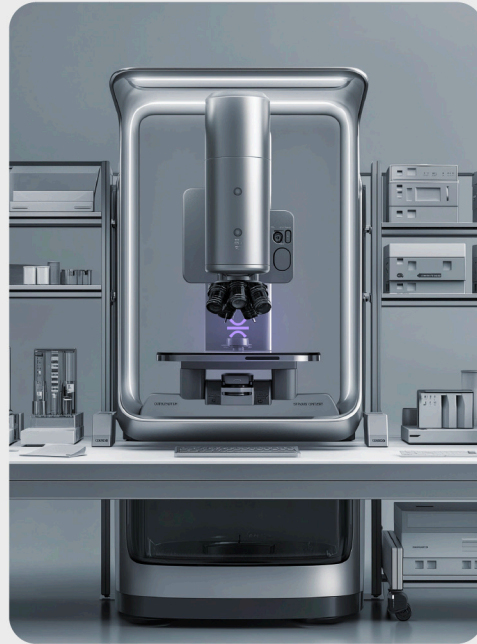
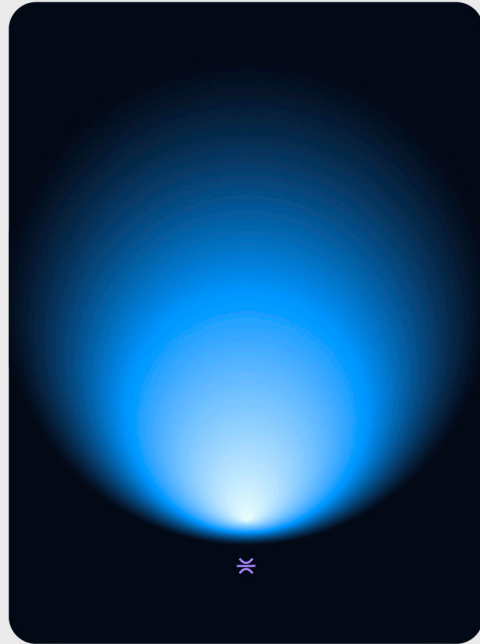
Cityscape Imagery



KEY
VISUAL



KEY VISUAL







MOTION



Applications



APPLICATIONS

Stage screen

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Saudi Arabia
Centre for the
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Revolution



**3rd Saudi Forum for 4IR 2025:
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APPLICATIONS

Welcome screens

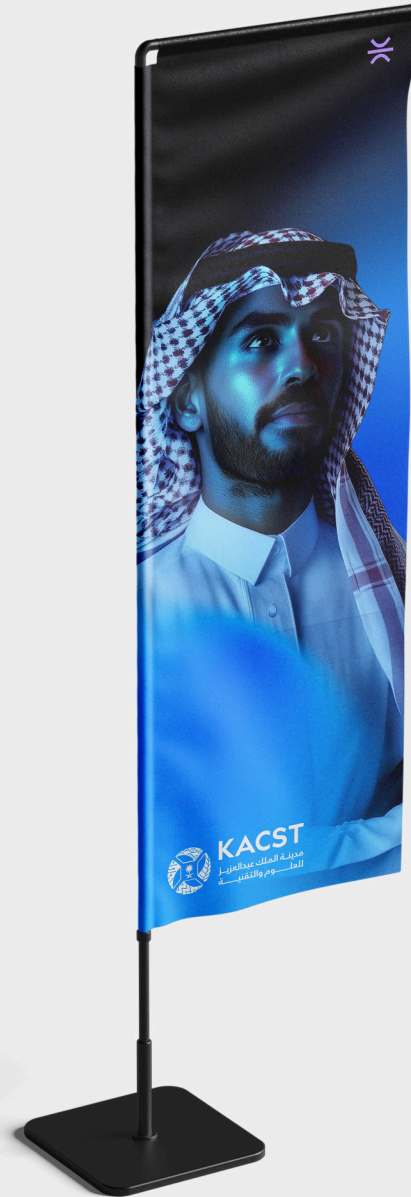
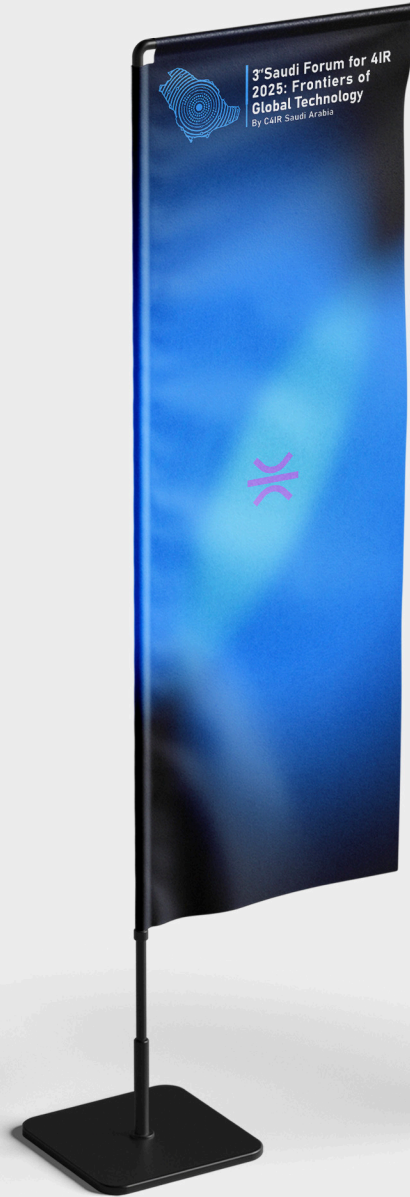
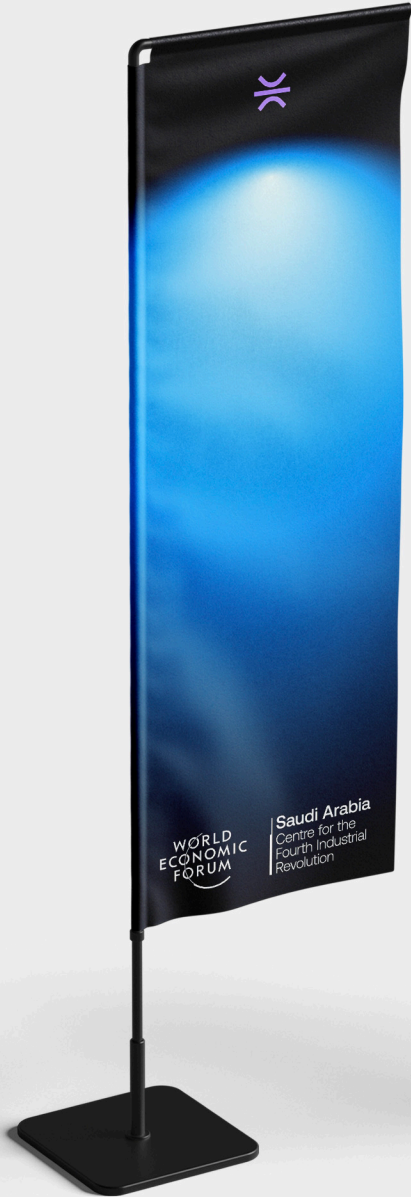
WORLD
ECONOMIC
FORUM
Middle East
Centre for the
Fourth Industrial
Revolution



Welcome

Imagine,
Inspire,
Innovate.

Flags



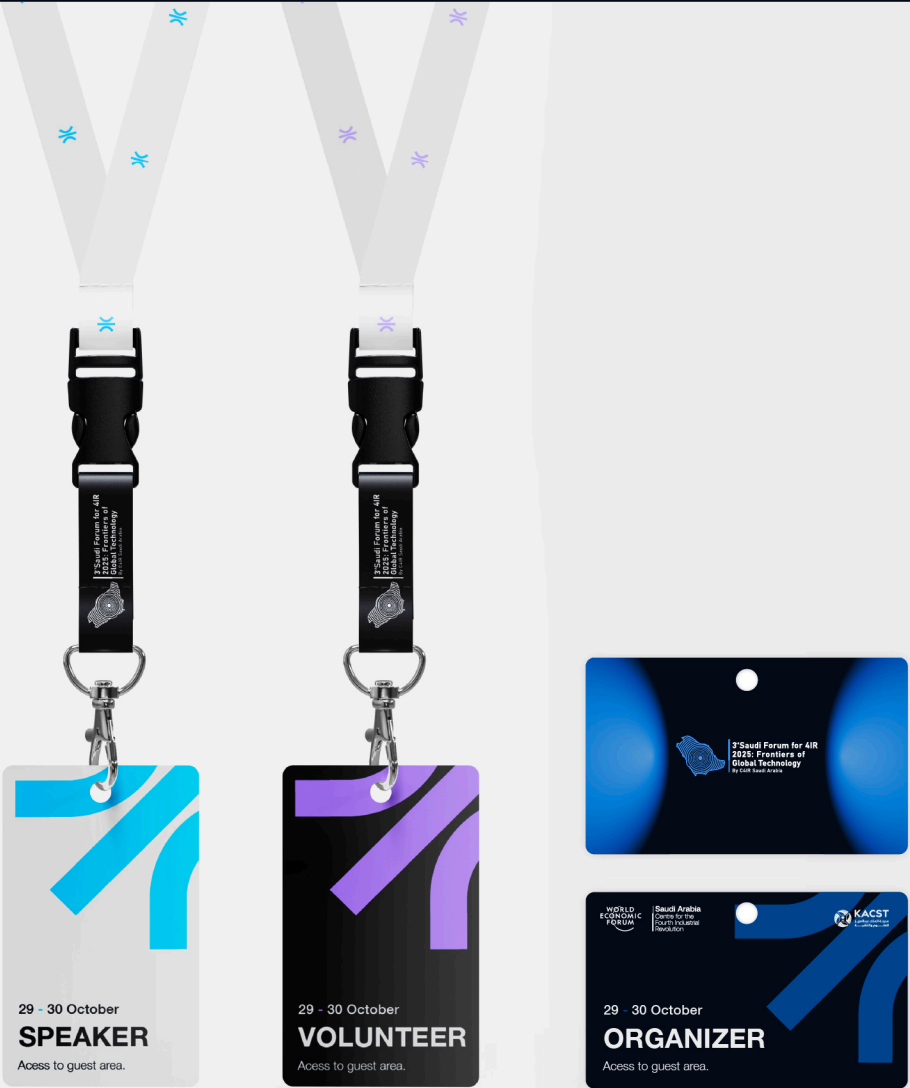
CUBES – WAYFINDING SIGNAGE



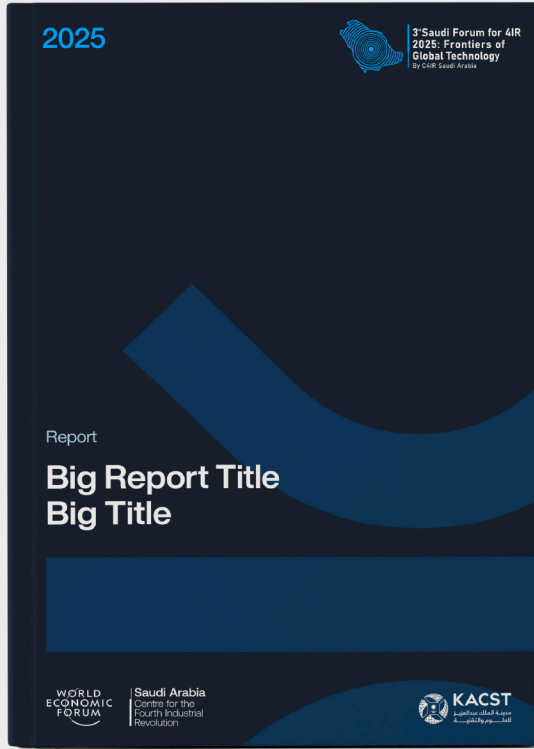
Vest – Tote Bag



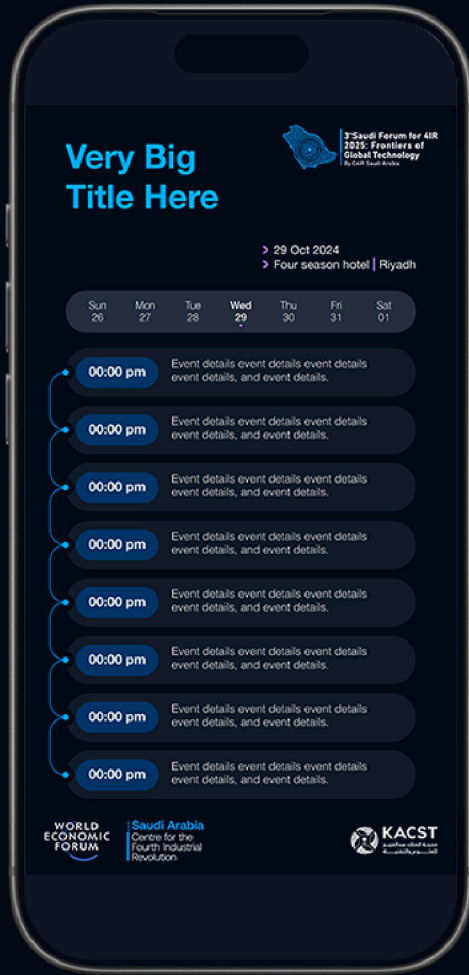
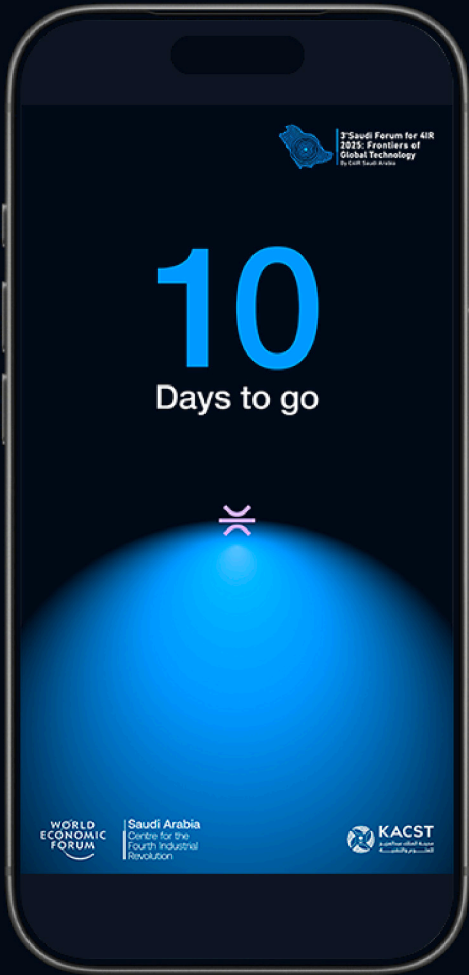
BADGES - NOTE



REPORTS - PAPERS



SOCIAL MEDIA





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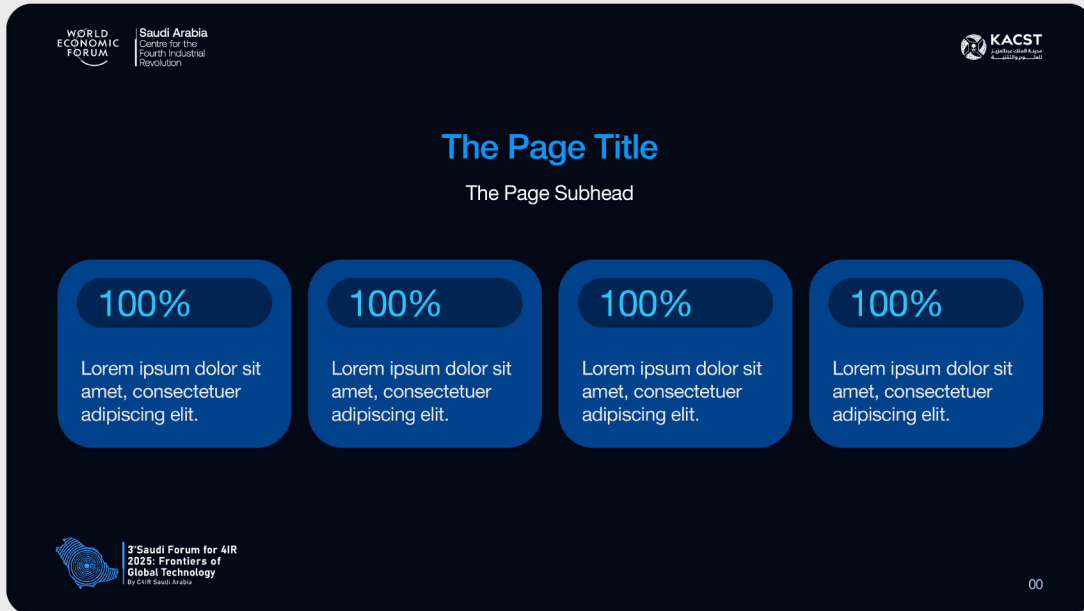
Cover Page

Presentation title here

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KACST

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The Page Subhead

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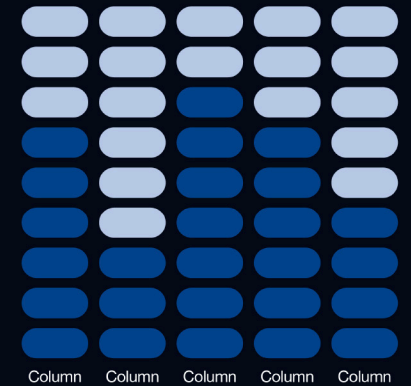
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VISUAL SUMMARY



3rd Saudi Forum for 4IR
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By C4IR Saudi Arabia





Thank you