

29 MAR 23

تکامل
Takamol

TAKAMOL'S BRAND IDENTITY

Guideline

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1. LOGO

2. BRAND PERSONALITY & SERVICES

3. BUILDING THE BRND - VISUALS

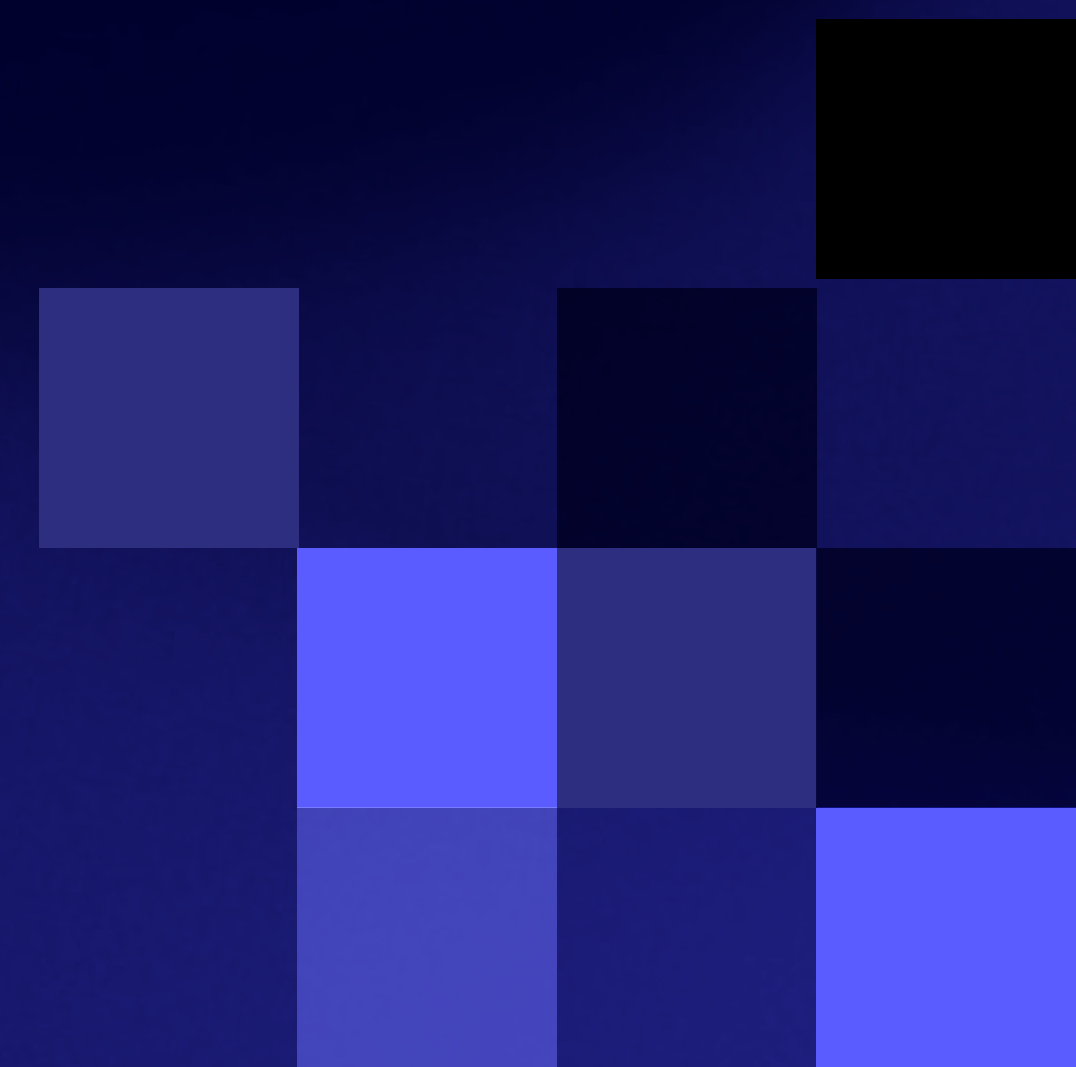
4. BUIDLING THE BRAND - FONT, COLORS & ICONS

5. BUIDLING THE BRAND - STRUCTURE & GRID

6. ADAPTATIONS

0.1

TAKAMOL LOGO



تکامل
Takamol

تکامل
Takamol

0.2

TAKAMOL PERSONALITY & THE LEVEL OF SERVICES

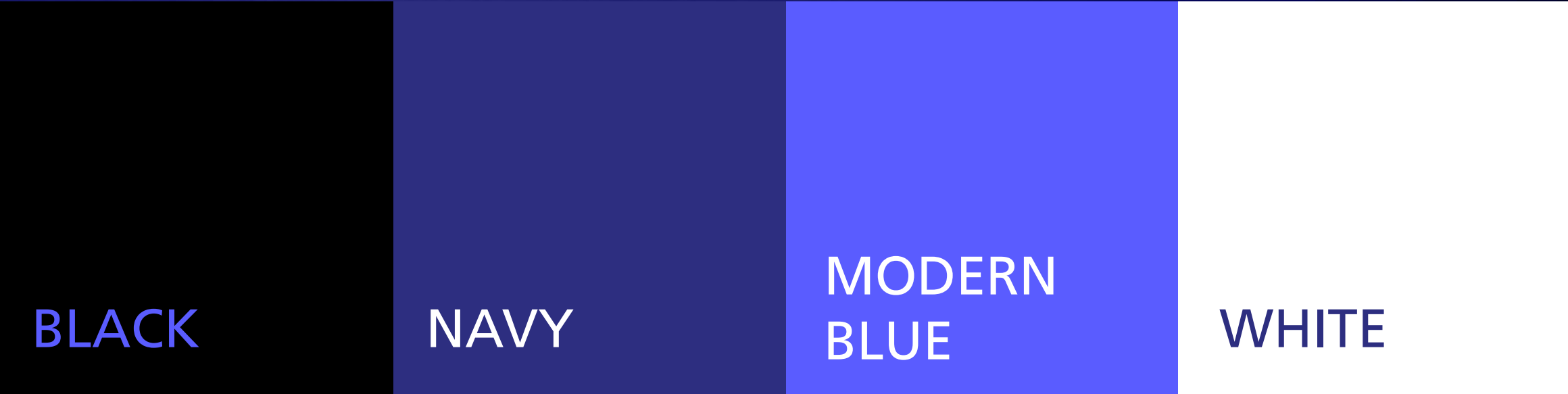
BUILDING THE PERSONALITY

TAKAMOLS MENTALITY



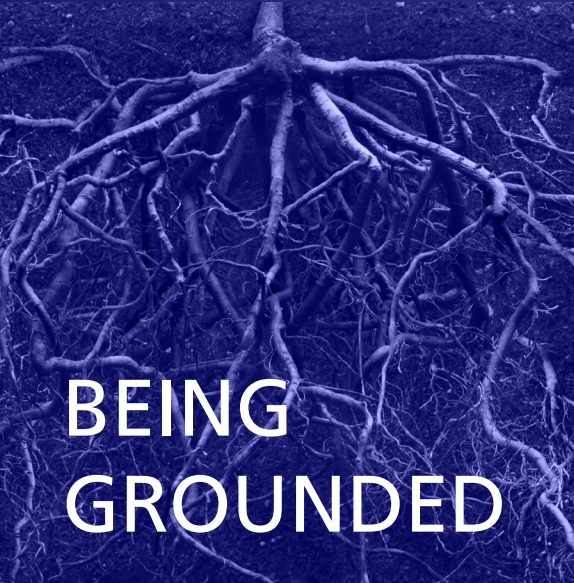
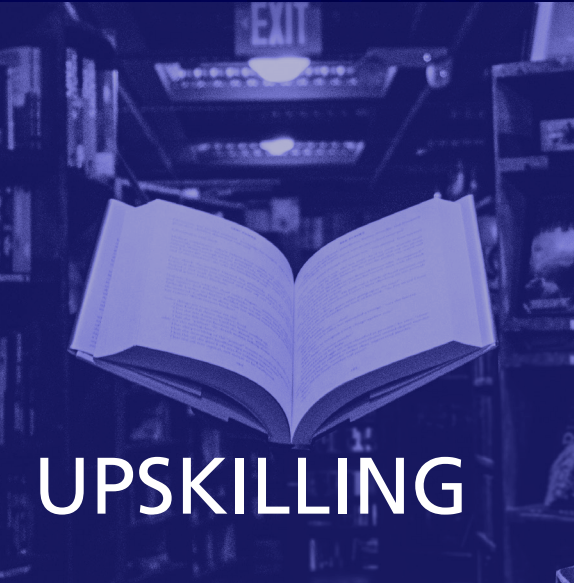
BUILDING THE PERSONALITY

TAKAMOL COLORS

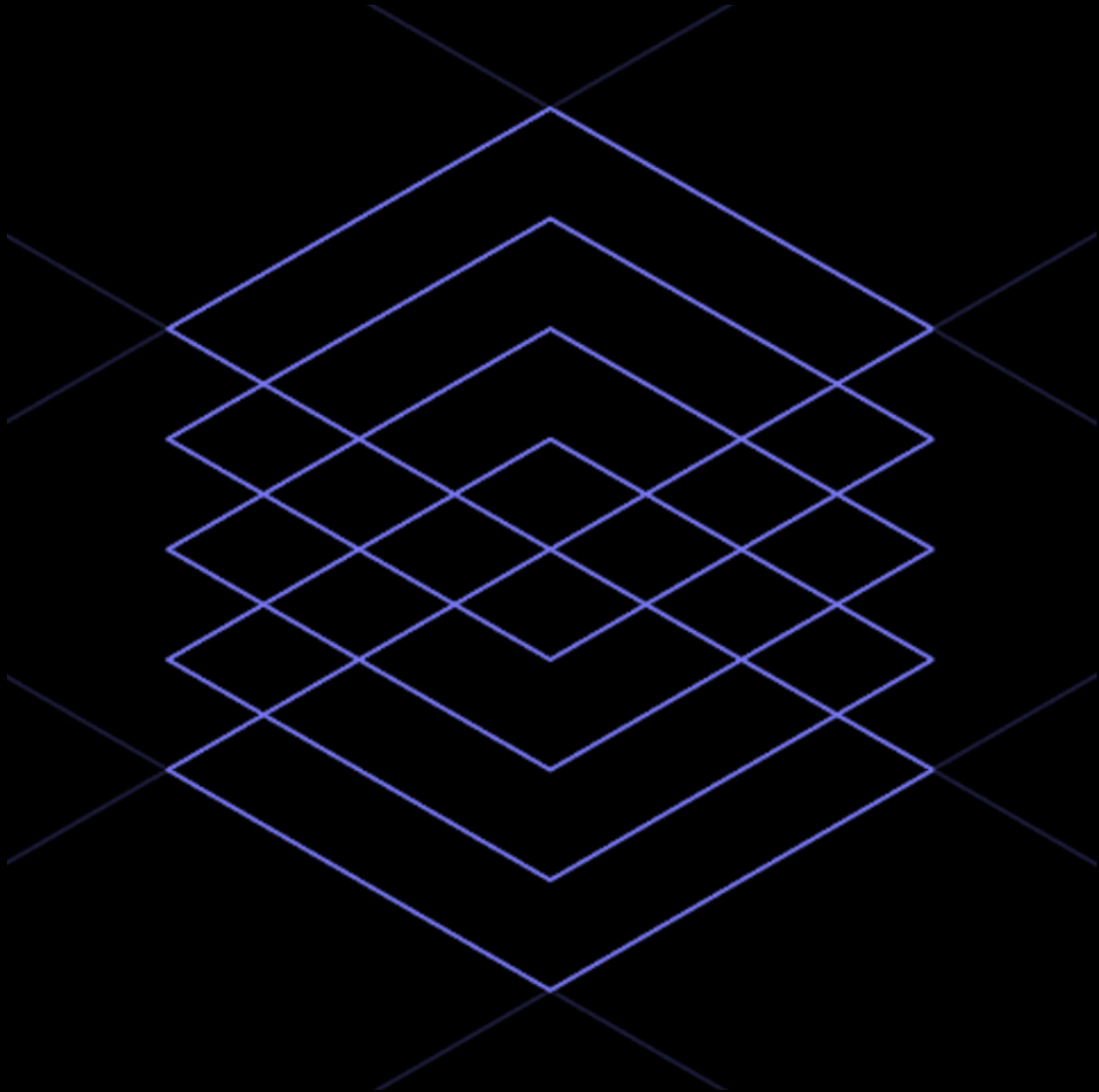


BUILDING THE PERSONALITY

TAKAMOLS PERSONALITY TRAITS



LEVEL OF SERVICES



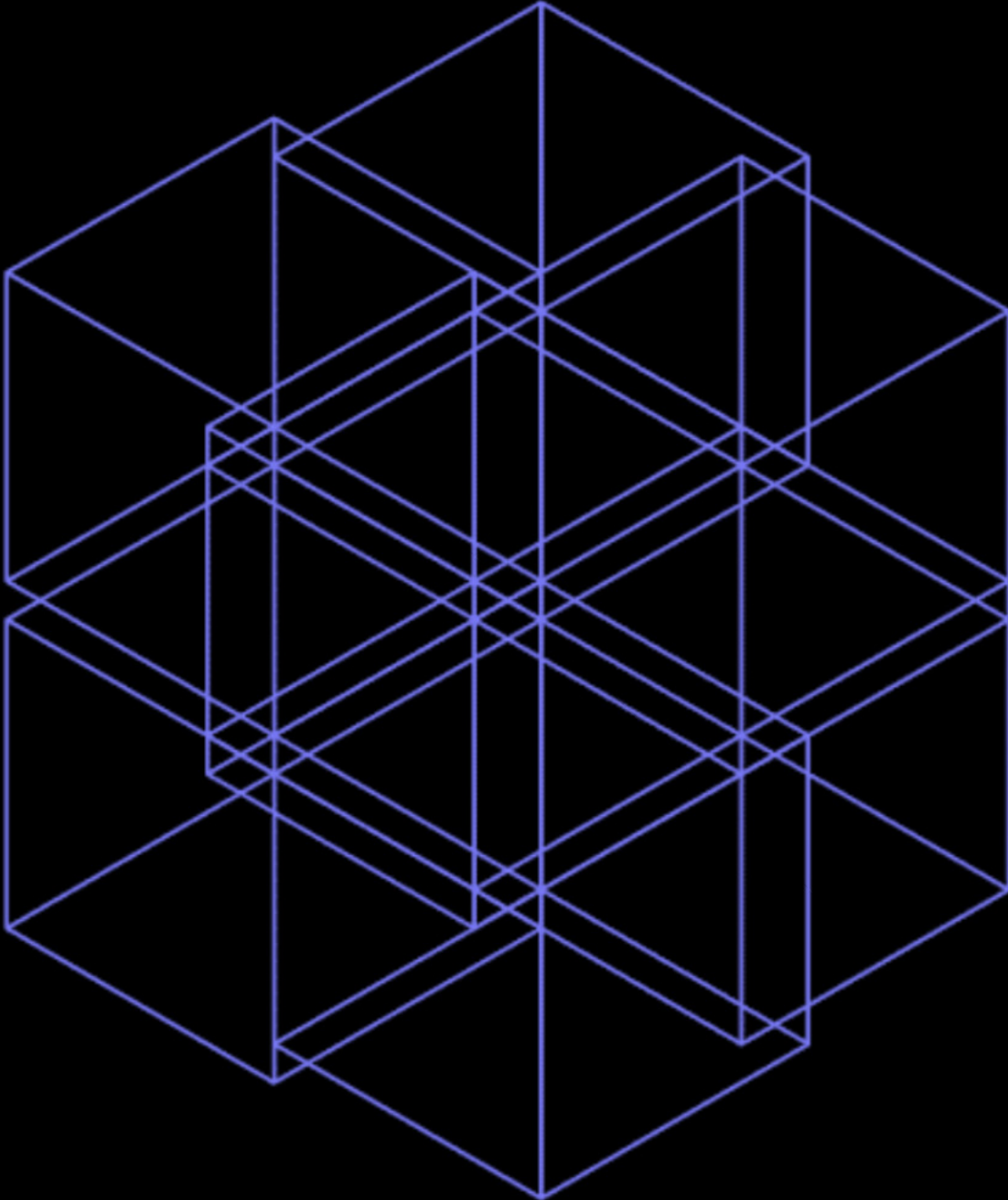
GOVERNING

LEVEL OF SERVICES



DEVELOPING

LEVEL OF SERVICES



OPERATING

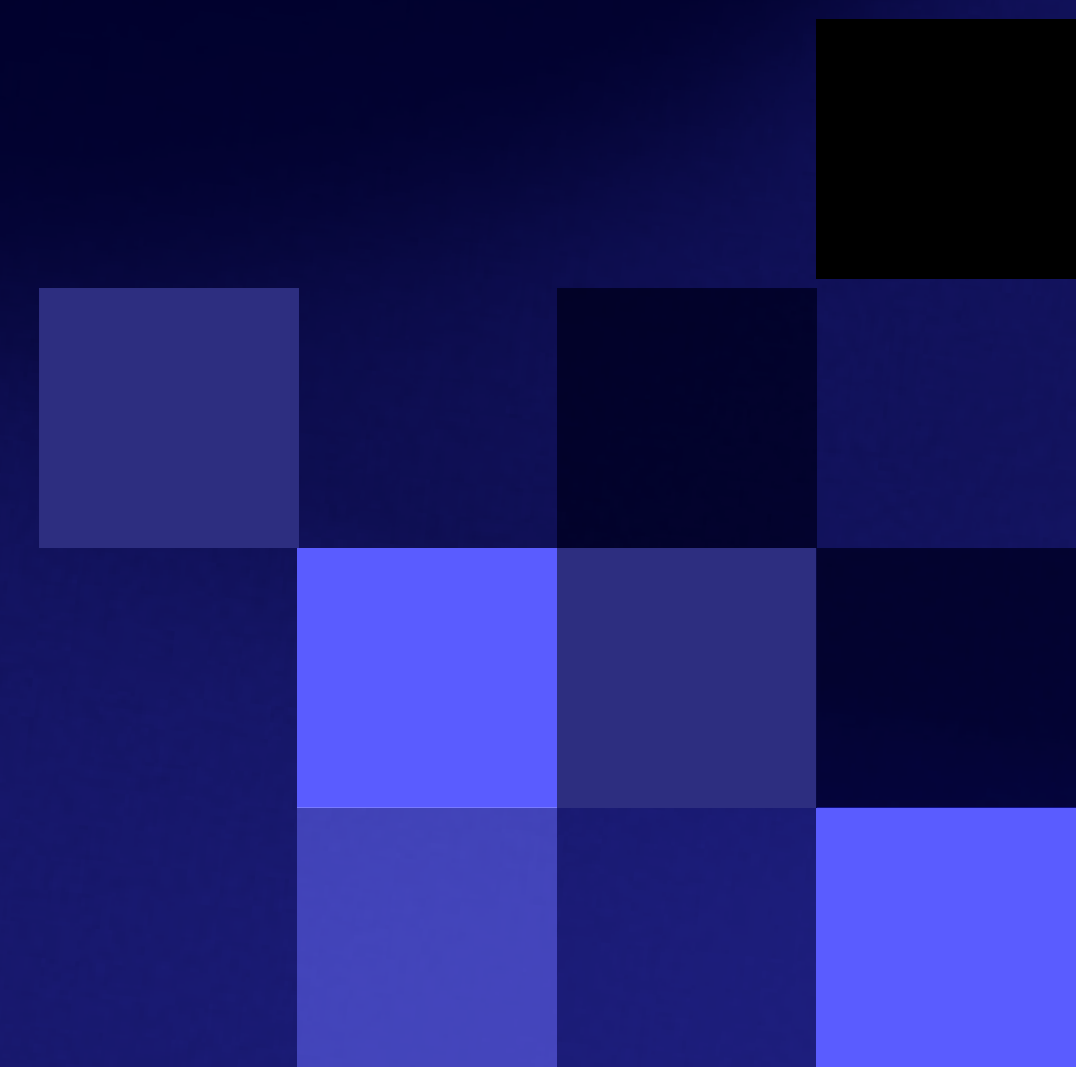
0.3

BUILDING THE BRAND

A - TAKAMOL SHAPE

B - PATTERN

C - TAKAMOL EFFECT





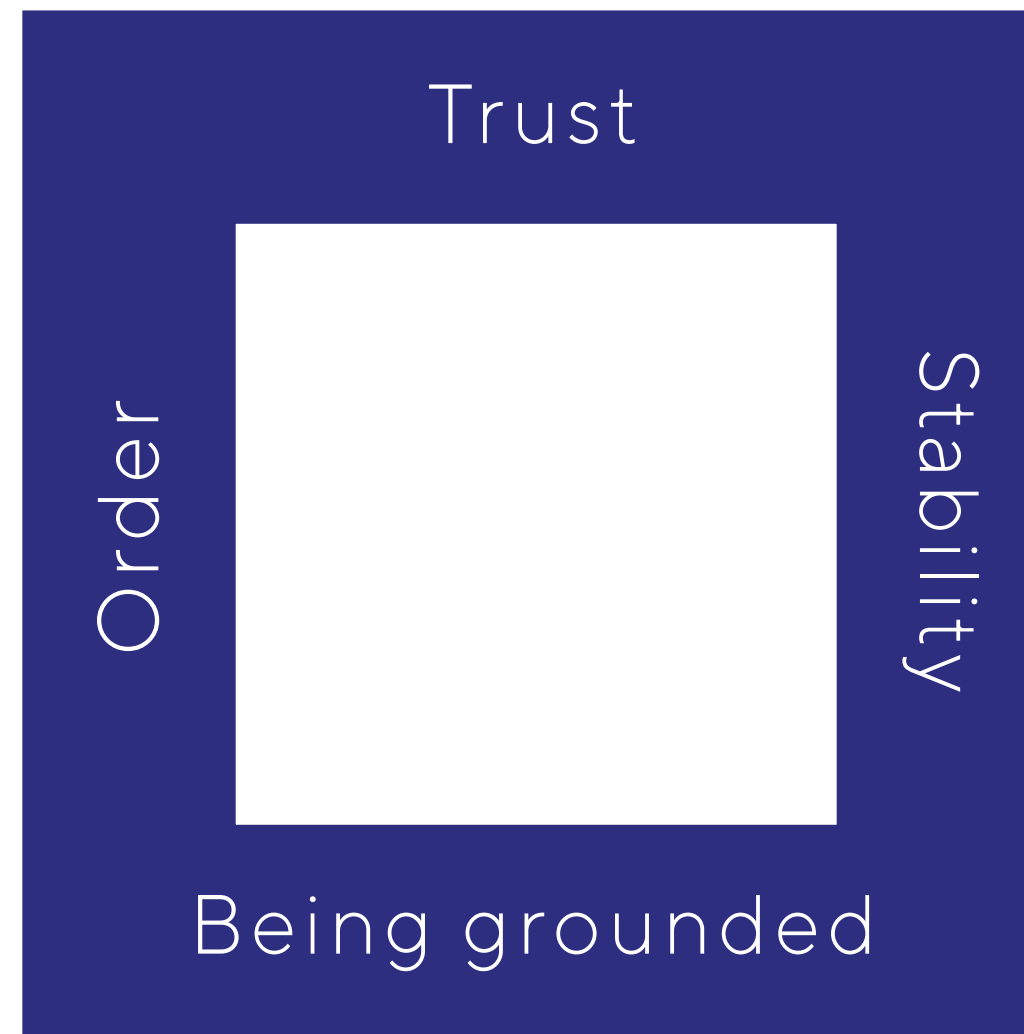
A

TAKAMOL SHAPE

VISUAL CONCEPT
A - Takamol Shape

STUDYING THE SHAPE

The square shape represents trust, stability, order and being grounded.



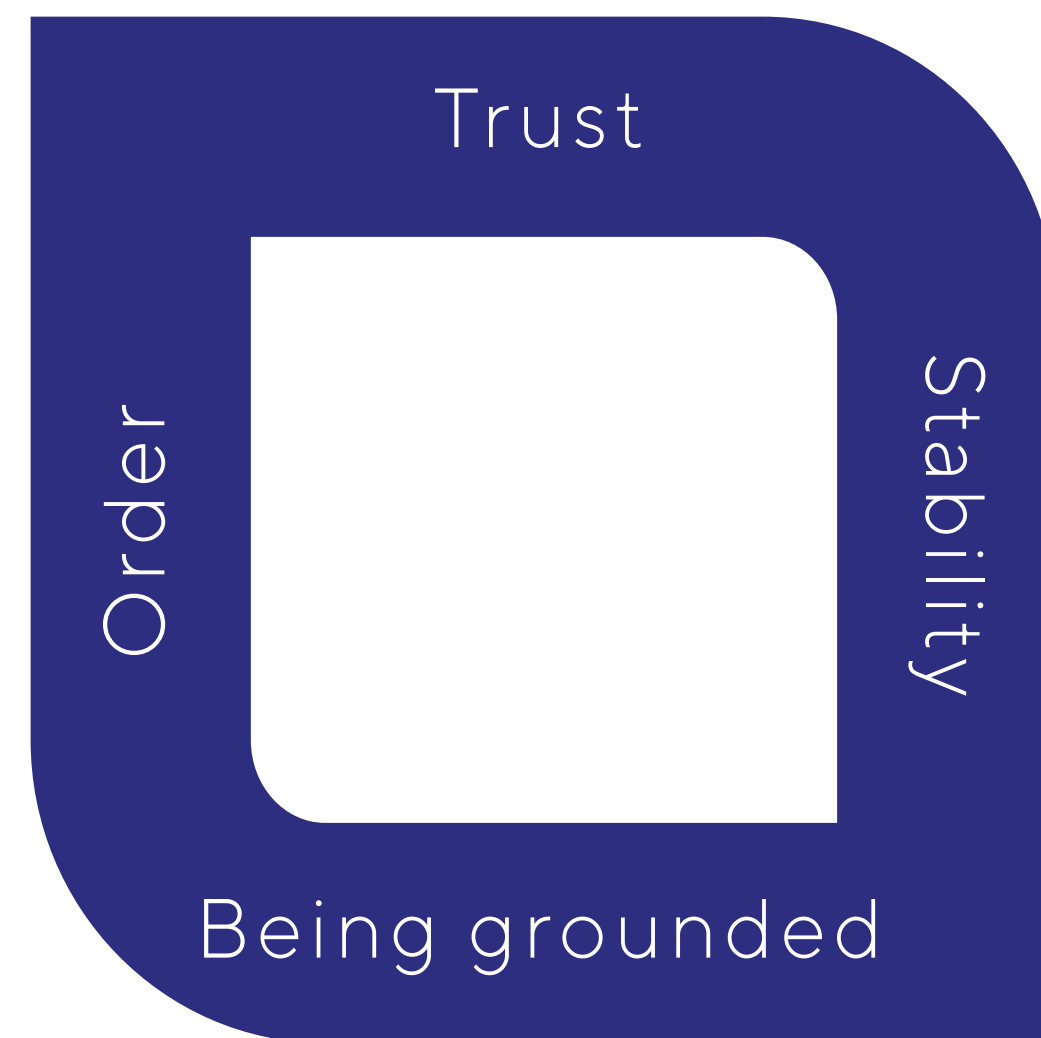
VISUAL CONCEPT

A - Takamol Shape

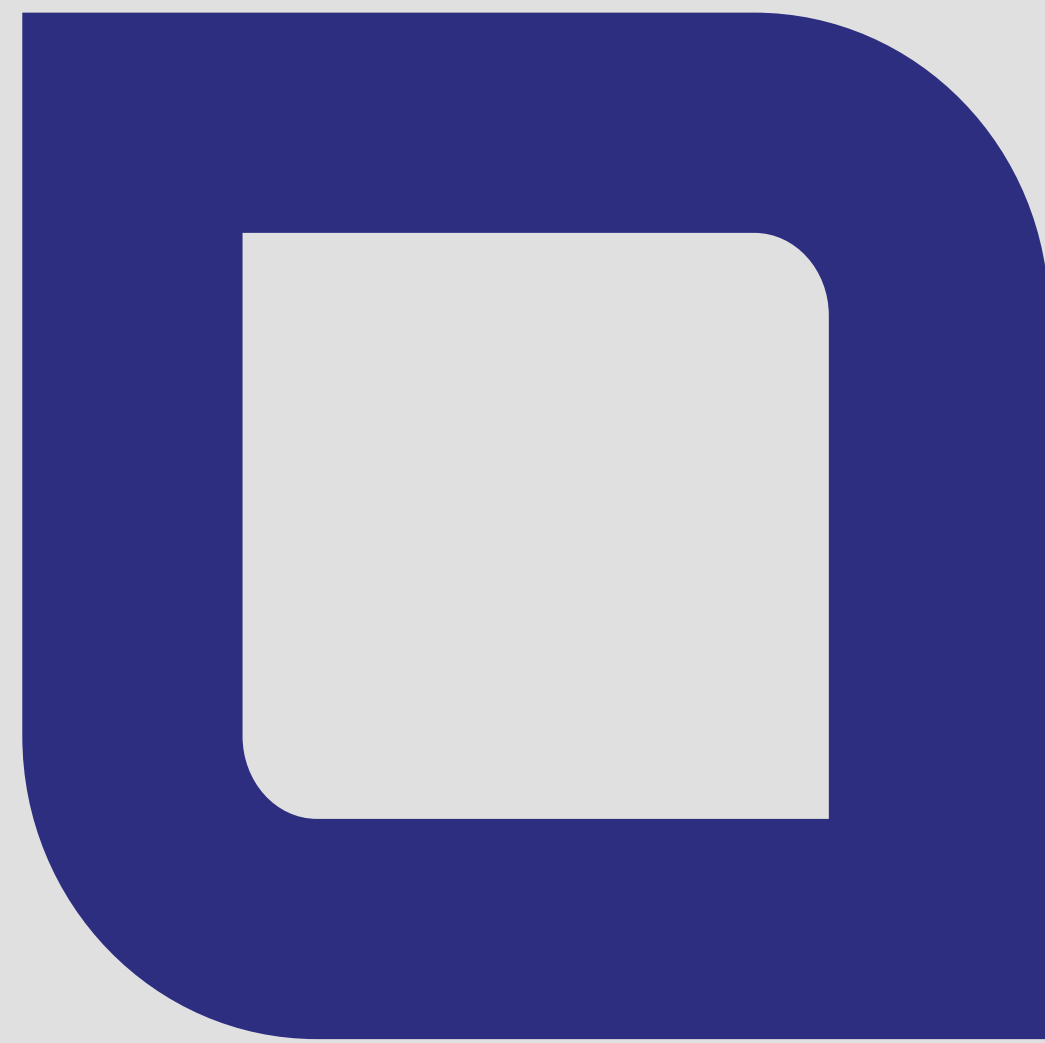
STUDYING THE SHAPE

The square shape represents trust, stability, order and being grounded.

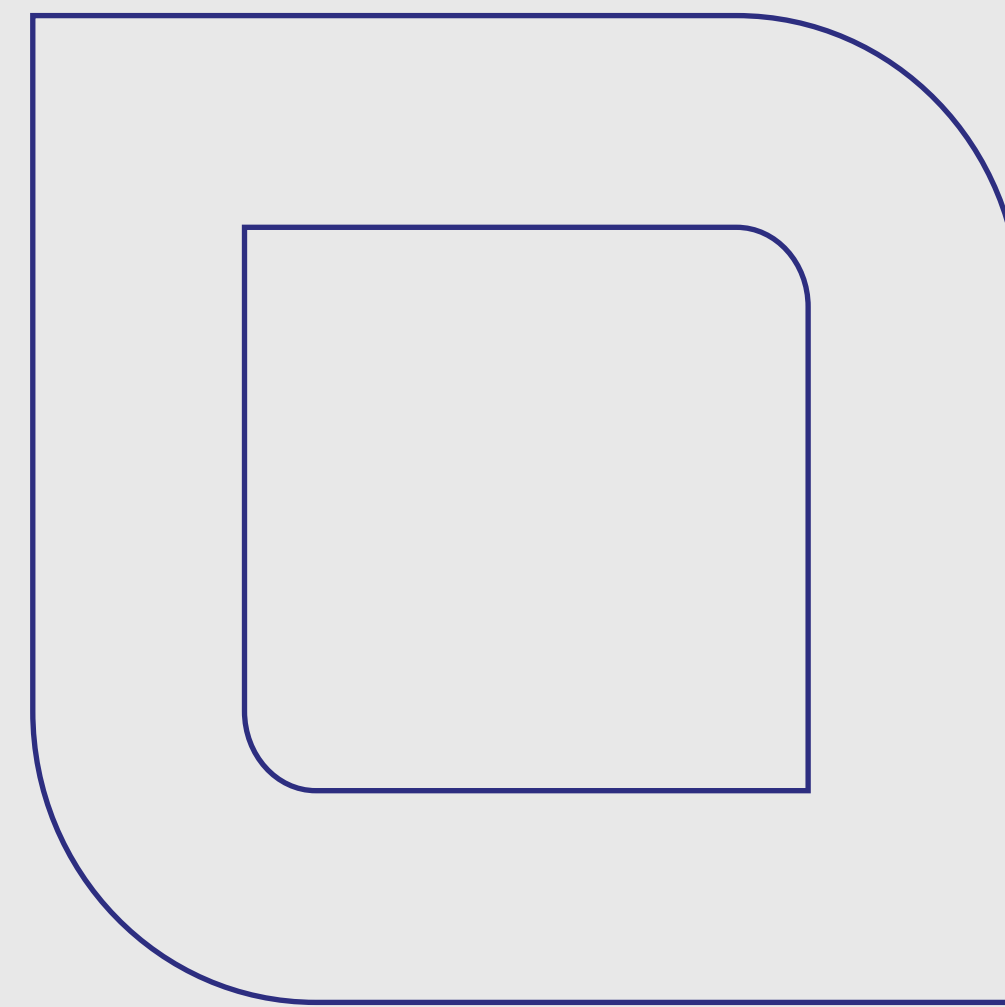
Two sharp corners represents strength and speed, and curved corners represents safety and flexibility.



VISUAL CONCEPT
A - Takamol Shape

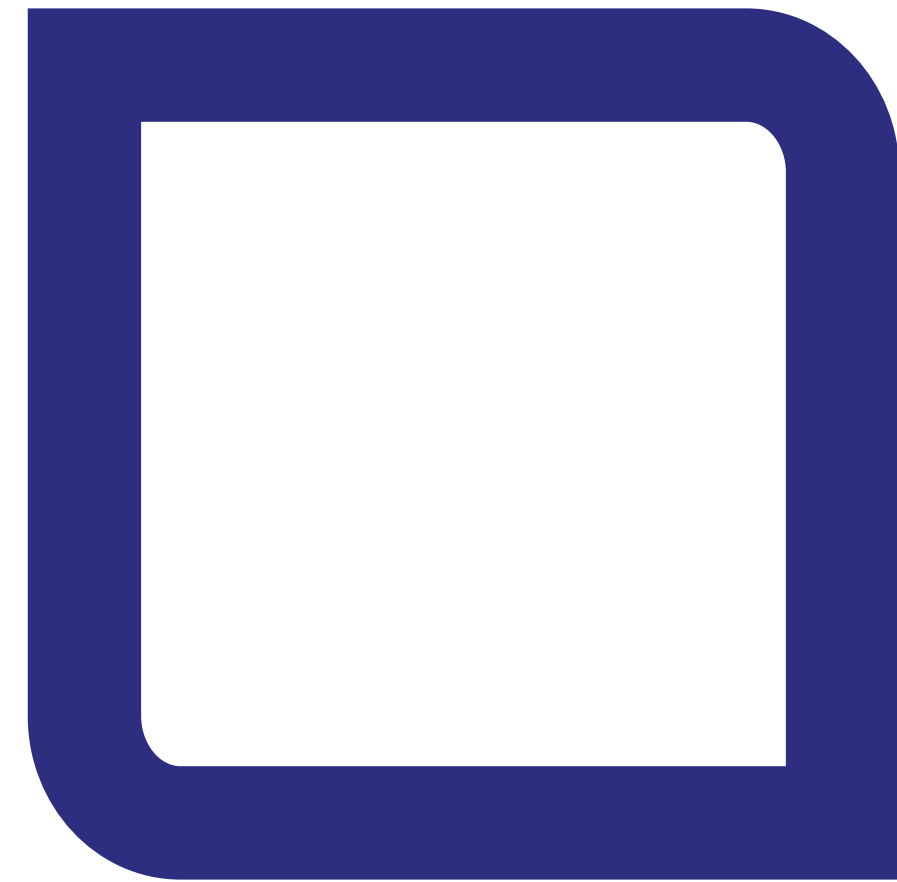
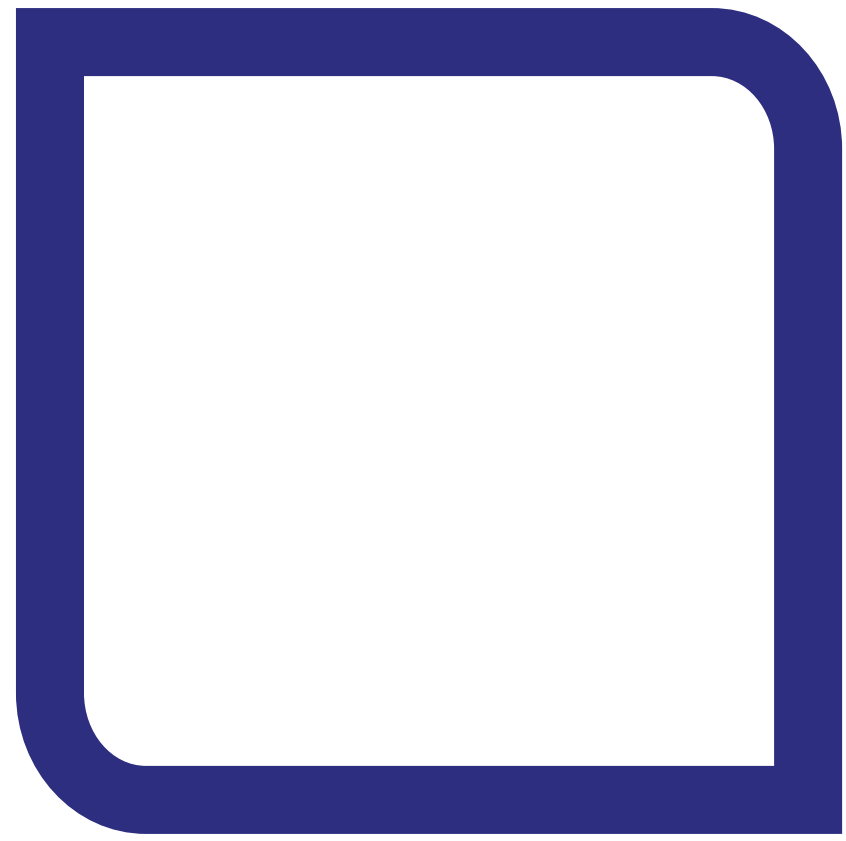


THE FILLED SHAPE



THE OUTLINED SHAPE

VISUAL CONCEPT
A - Takamol Shape



THE FILLED SHAPE

Used mainly for holidays and celebrations.

VISUAL CONCEPT
A - Takamol Shape



اليوم العالمي للبيئة

VISUALS

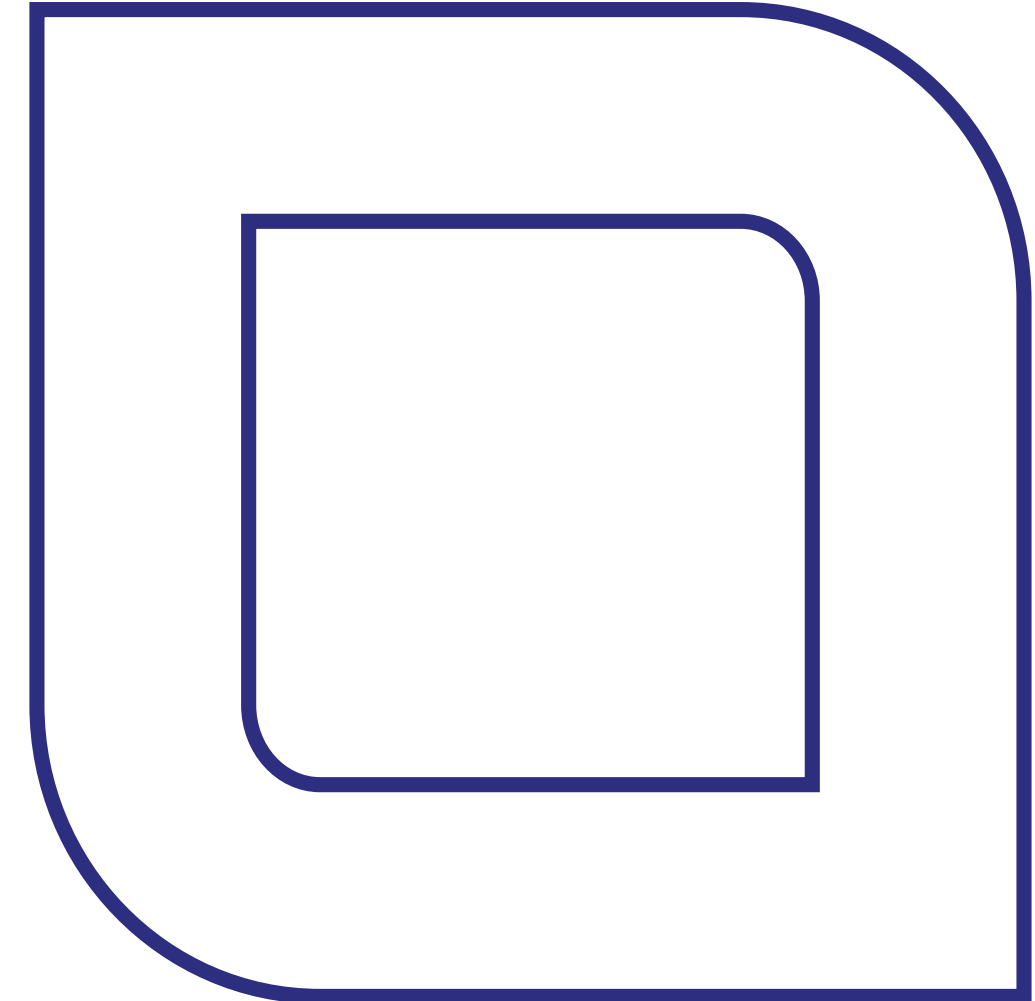
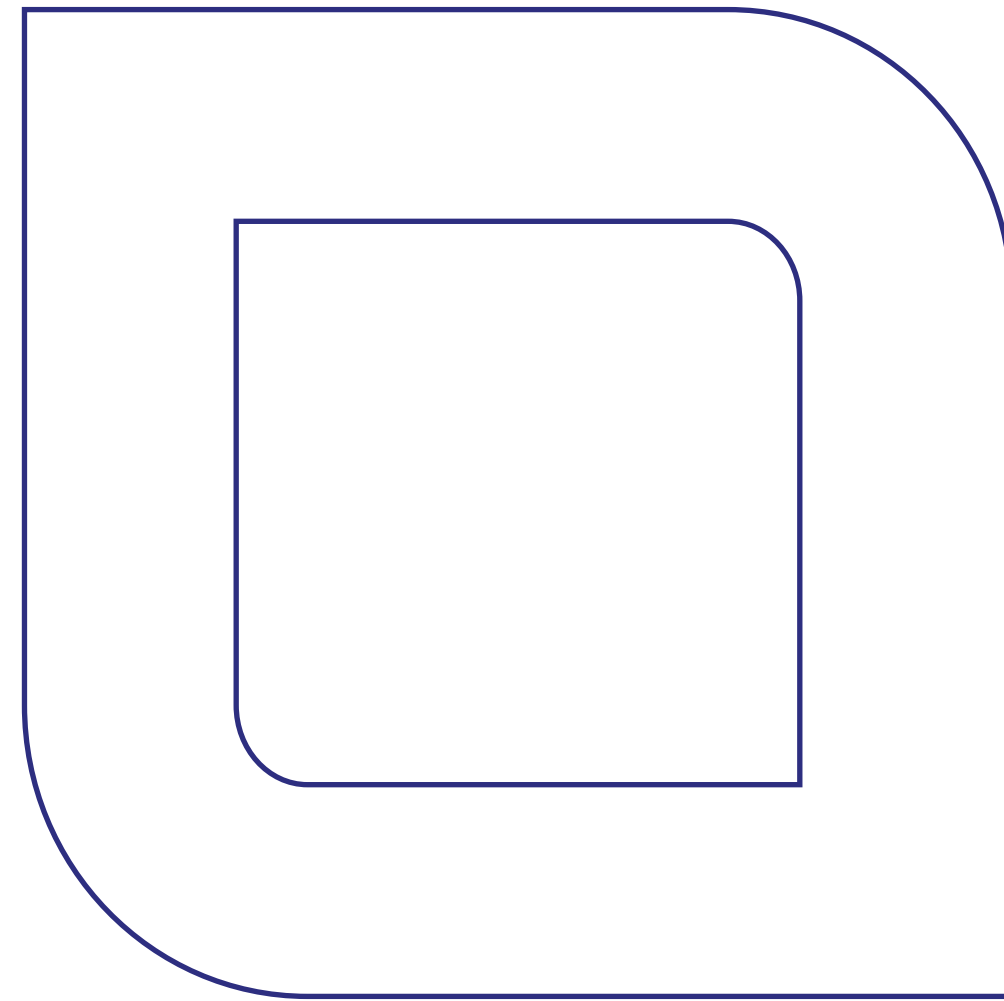
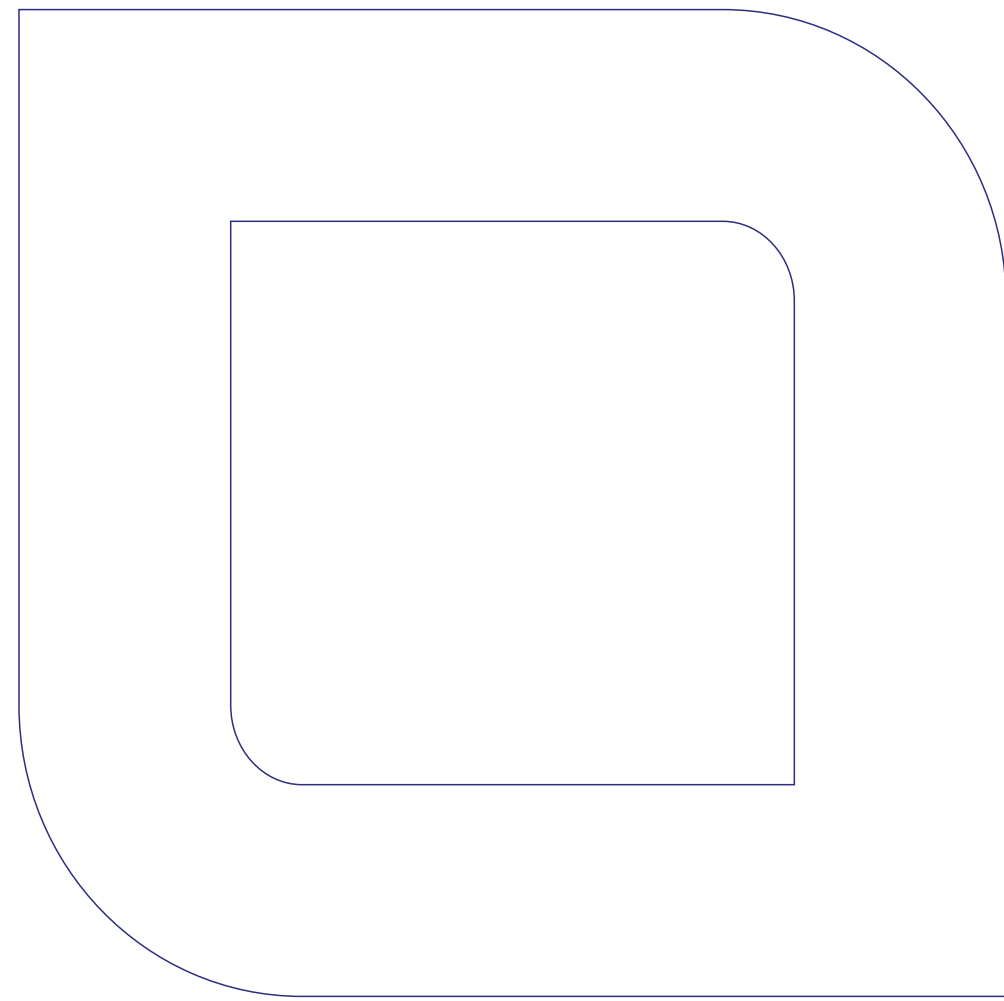
A - Takamol Shape



HERITAGE

VISUALS

A - Takamol Shape



THE OUTLINED SHAPE

Used for business related topics :
signing contacts, business collaborations, inspecting locations

VISUALS

A - Takamol Shape



BUSINESS
SOLUTIONS



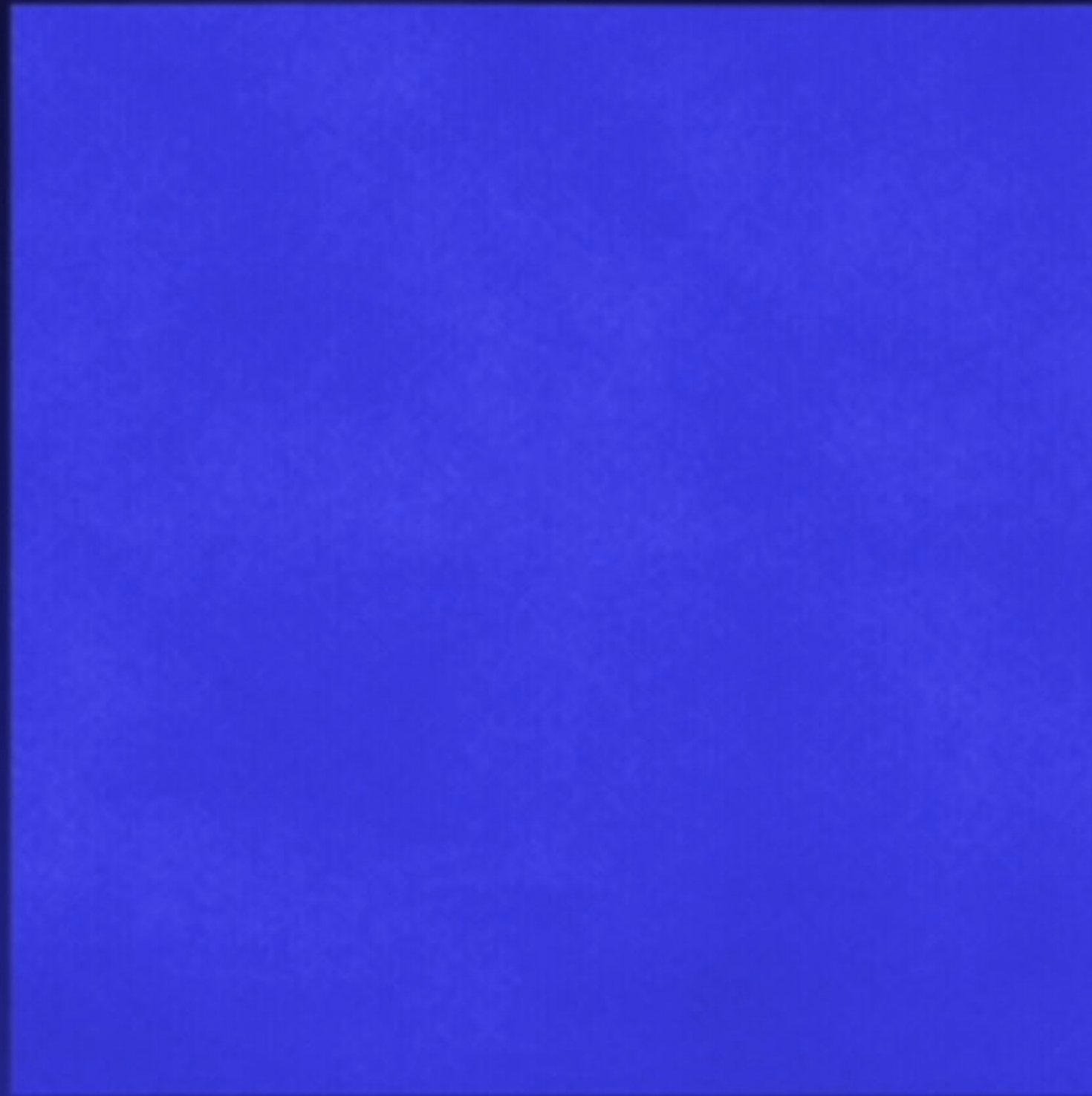


B

PATTERN

VISUALS

B - Takamol Pattern



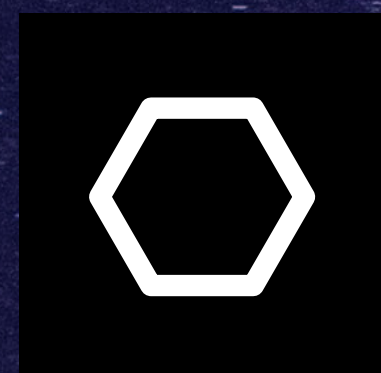
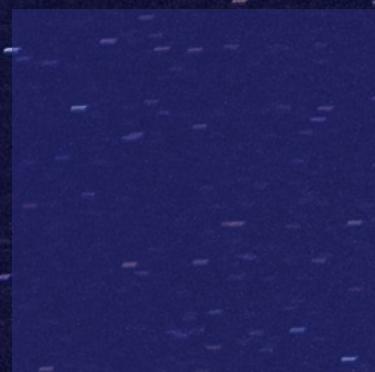
PIXEL SQUARE

VISUALS

B - Takamol Pattern

SQAURES

Add squares to images using Takamol colors in different blending moods, opacities and transparencies.

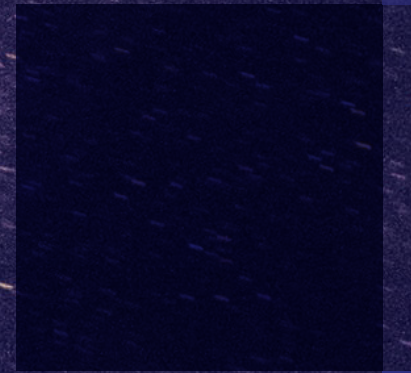
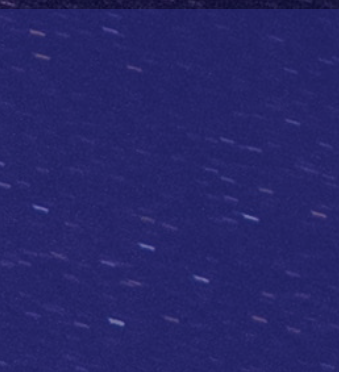


ICONS

Each icon is placed inside one square.

RULE BREAKER

Colors from the image can be applied to one square only, or using any part of the image in one square and up to 8 connected squares maximum. Images in squares can be flipped or rotated.



VISUALS

B - Takamol Pattern

Main message and numbers.

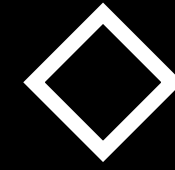
نقود التغير ير



VISUALS

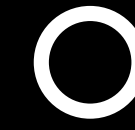
B - Takamol Pattern

Messages with information.



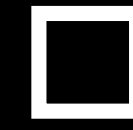
التمكين

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 إضافة إلى زيادة عدد الحروف التي يولدها التطبيق.



التشغيل

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 إضافة إلى زيادة عدد الحروف التي يولدها التطبيق.



الحوكمة

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 إضافة إلى زيادة عدد الحروف التي يولدها التطبيق.

خدمات تكامل

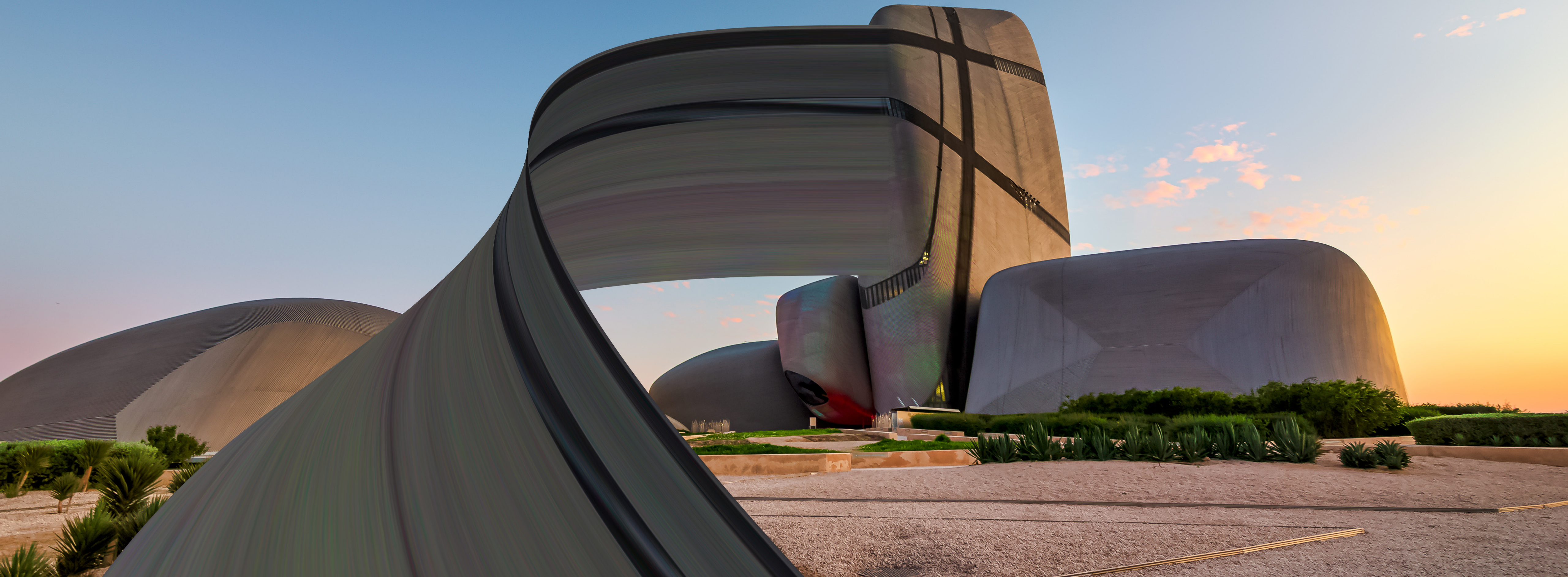


C

TAKAMOL EFFECT

VISUAL CONCEPT C - Takamol Effect

This effect is used when representing something Takamol is proud of such as achieving a goal of reaching a high number or introducing a new product.



VISUAL CONCEPT
C - Takamol Effect



VISUAL CONCEPT
C - Takamol Effect

The Future of Business

Visite our website for
more information
qiwa.sa

QIWA
قِيَا



0.4

BUILDING THE BRAND

FONT, COLORS & ICONS

FONT

FONT
Frutiger LT Arabic

DEVE LOPE

365

&

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الأول

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POWER

5

دات

قياس

a

CLEAR

MODERN

BOLD

POWER

FLIXIBLE

COLOURS

R 255 G 255 B 255

R 244 G 244 B 244

R 234 G 234 B 234

R 222 G 222 B 222

R 196 G 196 B 196

RGB

R 45 G 46 B 128

R 90 G 92 B 255

R 0 G 0 B 0

WHITE

PURPLE

NAVY

BLACK

CLEAR

R 255 G 255 B 255

R 244 G 244 B 244

R 234 G 234 B 234

R 222 G 222 B 222

R 196 G 196 B 196

MODERN

R 45 G 46 B 128

BOLD

R 90 G 92 B 255

POWER

R 0 G 0 B 0

FLEXIBLE

WHITE

PURPLE

NAVY

BLACK

CLEAR

MODERN

BOLD

POWER

FLIXIBLE

COLOURS

C 0 M 0 Y 0 K 0

C 4 M 3 Y 3 K 0

C 8 M 6 Y 6 K 0

C 13 M 10 Y 10 K 0

C 24 M 19 Y 20 K 0

CMYK

C 92 M 87 Y 0 K 0

C 100 M 98 Y 37 K 32

C 75 M 68 Y 67 K 90

WHITE

PURPLE

NAVY

BLACK

CLEAR

C 0 M 0 Y 0 K 0

C 4 M 3 Y 3 K 0

C 8 M 6 Y 6 K 0

C 13 M 10 Y 10 K 0

C 24 M 19 Y 20 K 0

MODERN

C 92 M 87 Y 0 K 0

BOLD

C 100 M 98 Y 37 K 32

POWER

C 75 M 68 Y 67 K 90

FLIXIBLE

WHITE

PURPLE

NAVY

BLACK

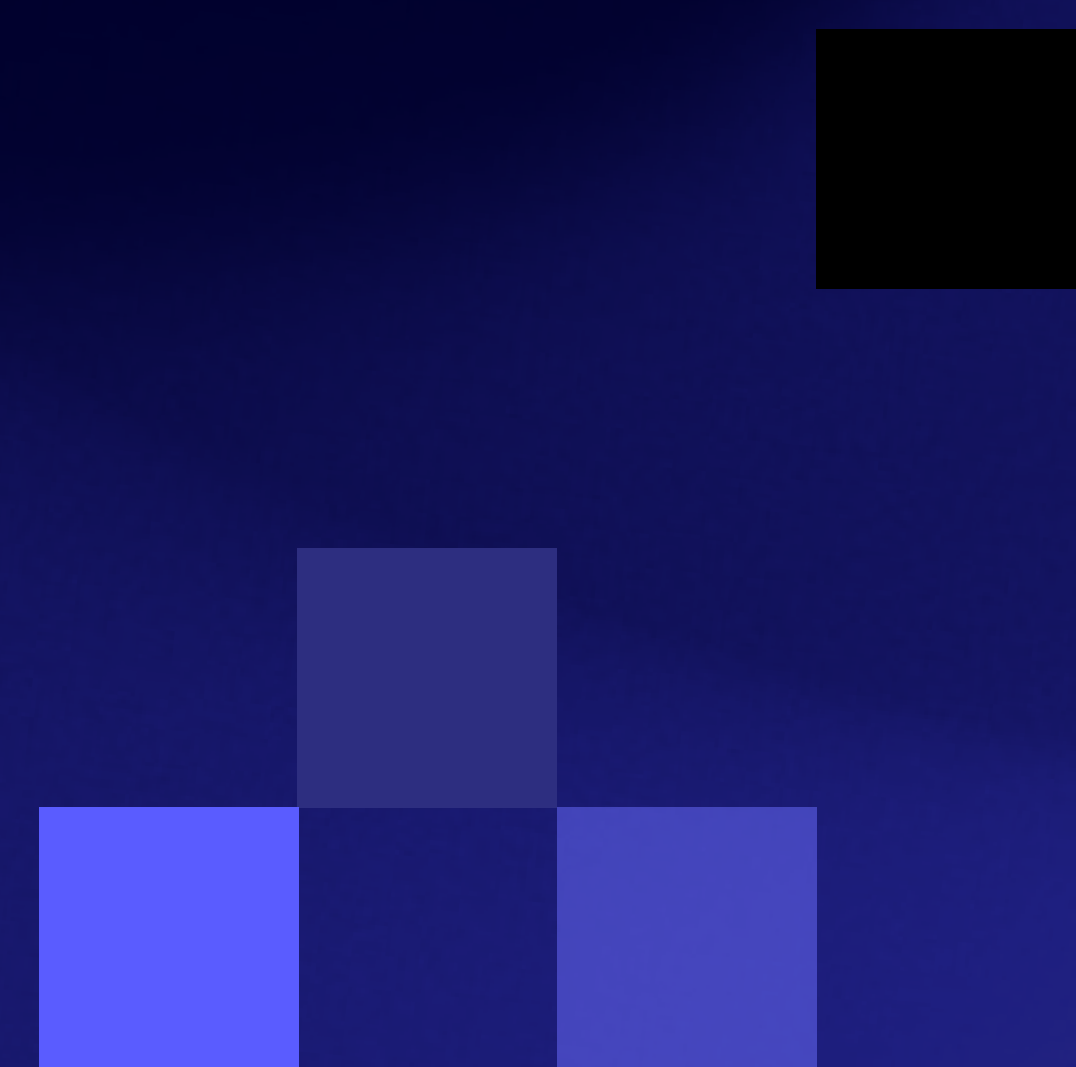
ICONS

ICONS
Bold & Simple



0.5

BUILDING THE DESIGN STRUCTURE & GRIDS





Twitter and Instagram

BUILDING THE DESIGN

SOCIAL MEDIA GRID

Suare size 100 PX

LOGO

Bottom right corner or top right corner



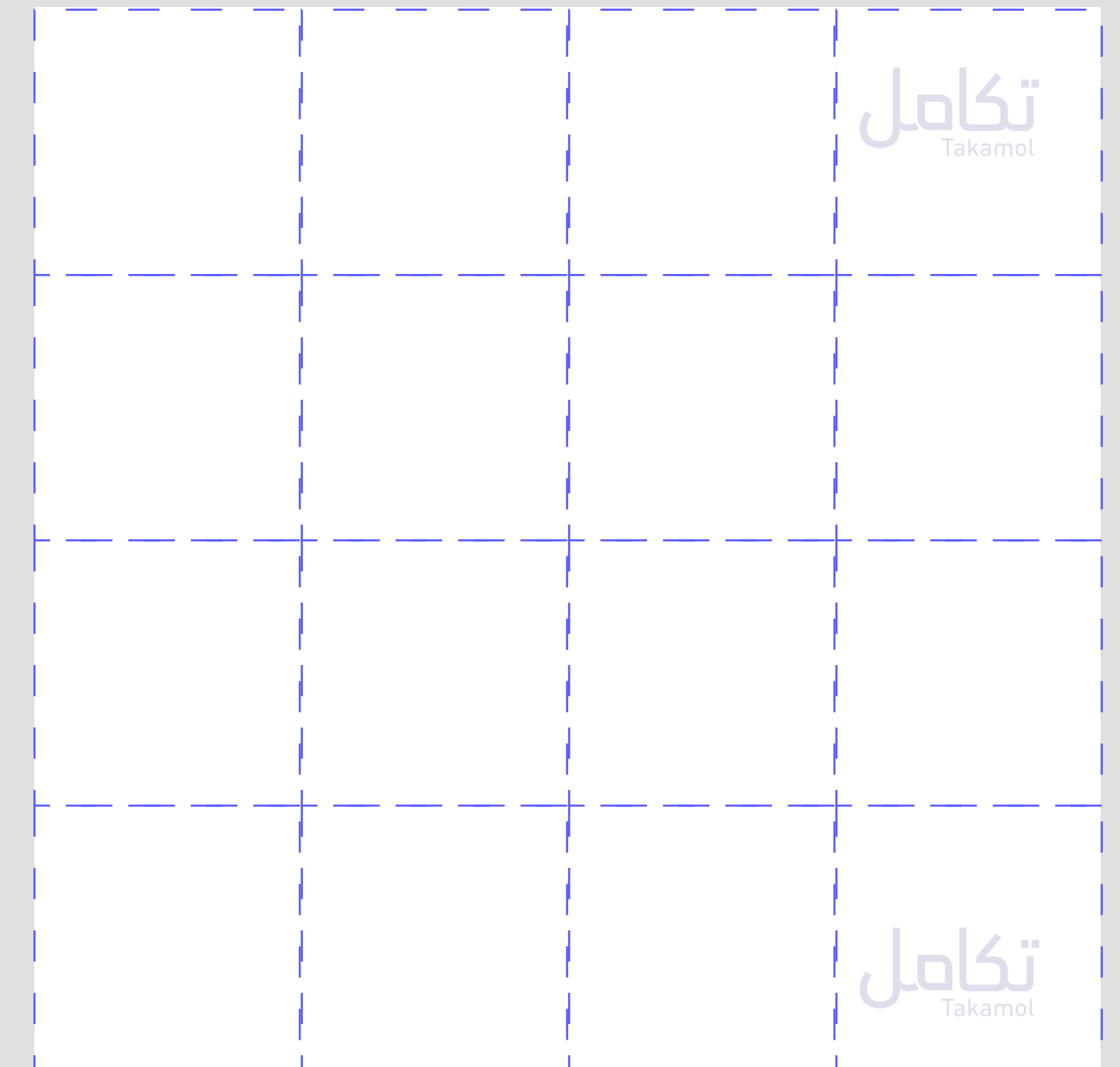
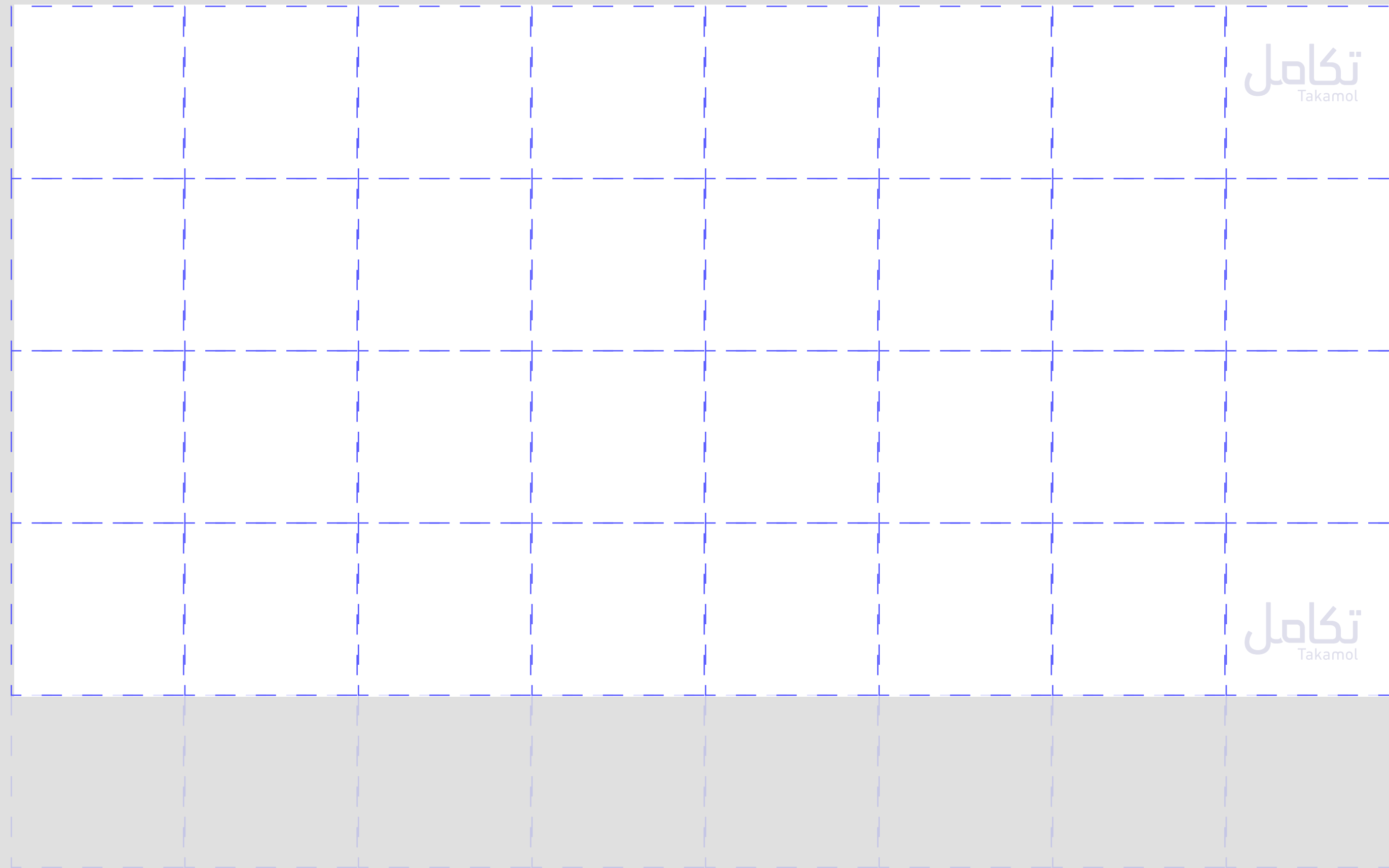
BUILDING THE DESIGN

SOCIAL MEDIA GRID

Square size 127,8 PX

LOGO

Bottom right corner or top right corner



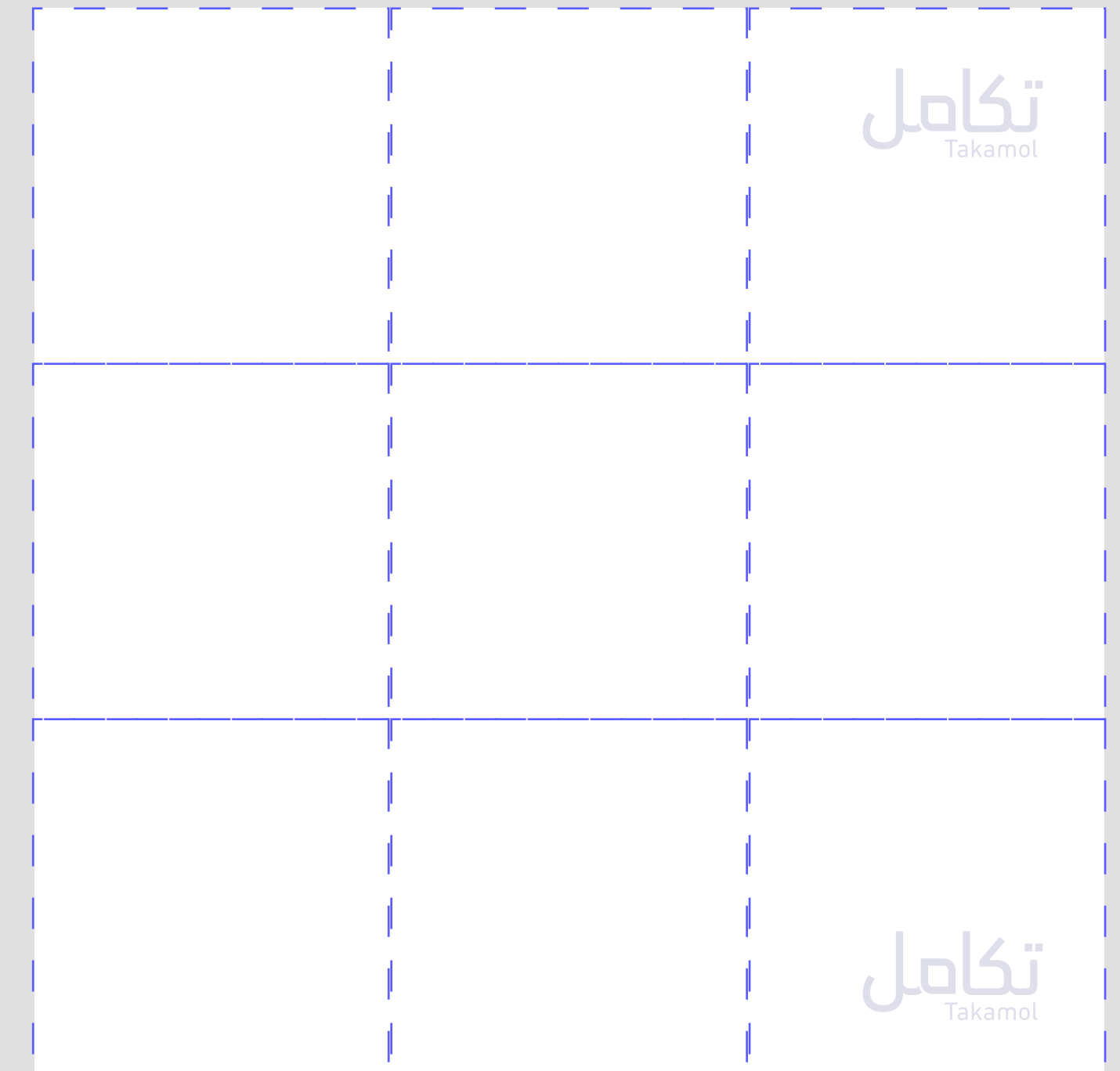
BUILDING THE DESIGN

SOCIAL MEDIA GRID

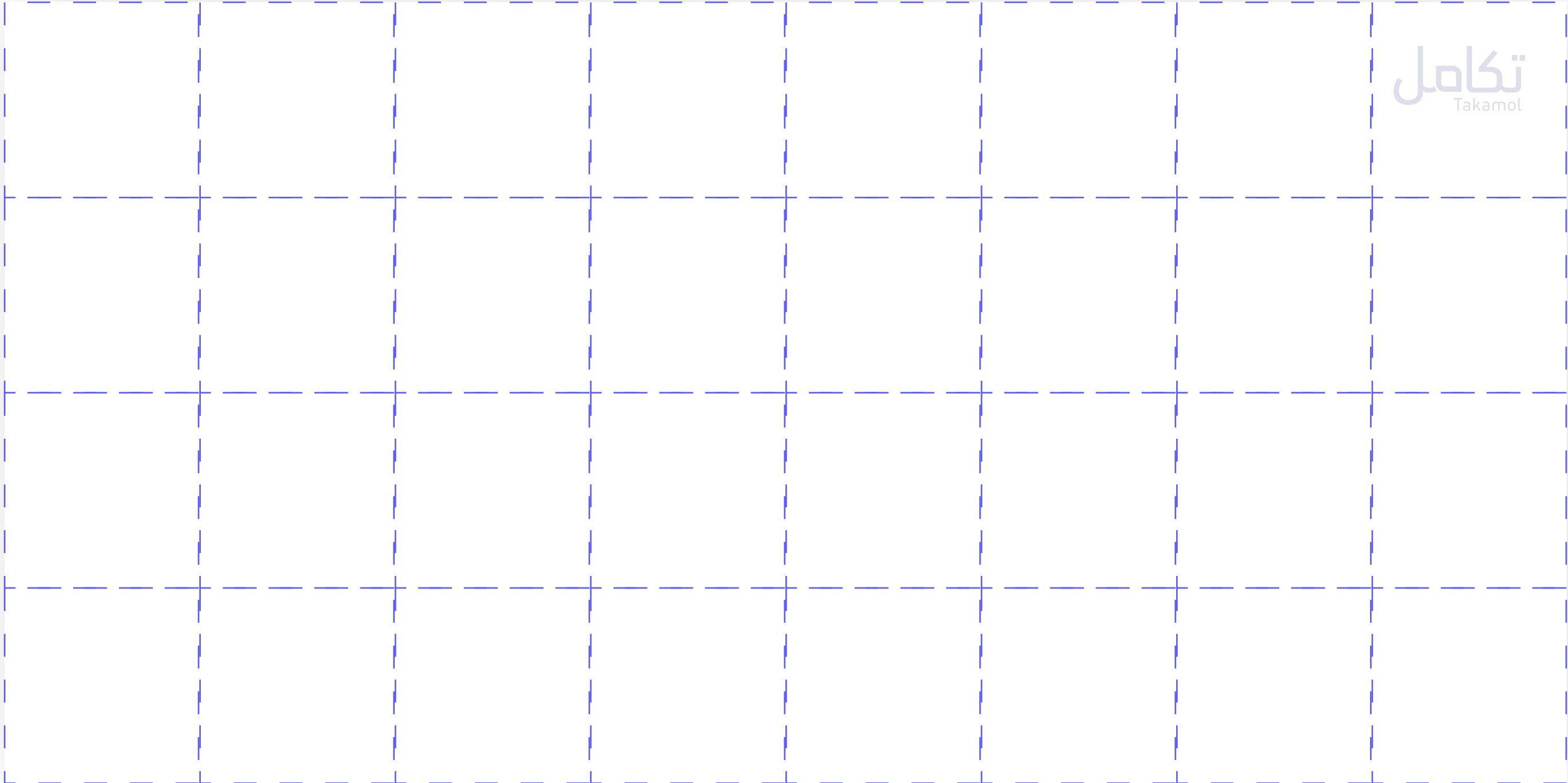
Square size 1V.,2 PX

LOGO

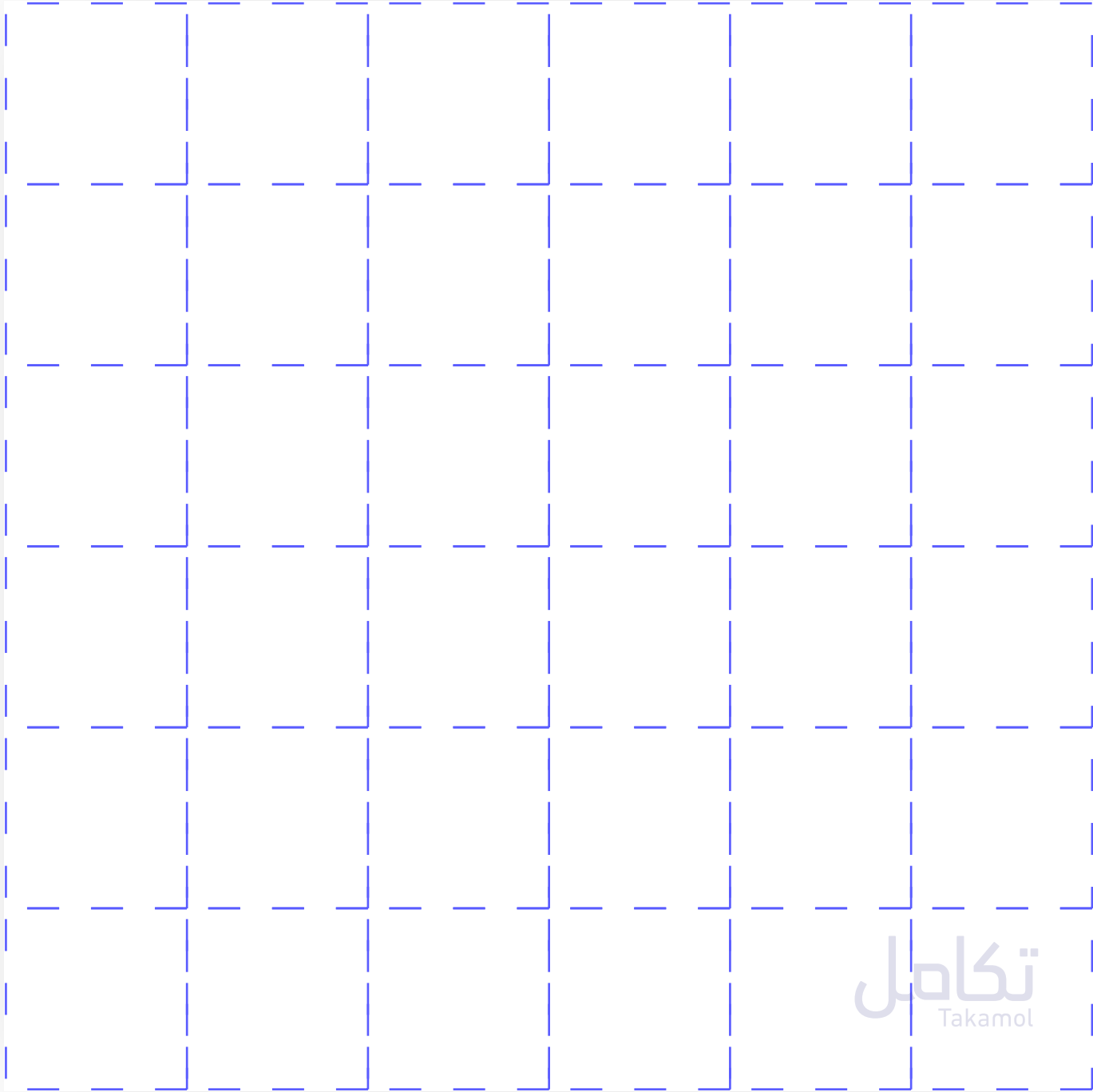
Bottom right corner or top right corner



BUILDING THE DESIGN
SOCIAL MEDIA GRID



Suare size 127,8 PX



Suare size 10 PX

BUILDING THE DESIGN
SOCIAL MEDIA GRID



Suare size 127,8 PX

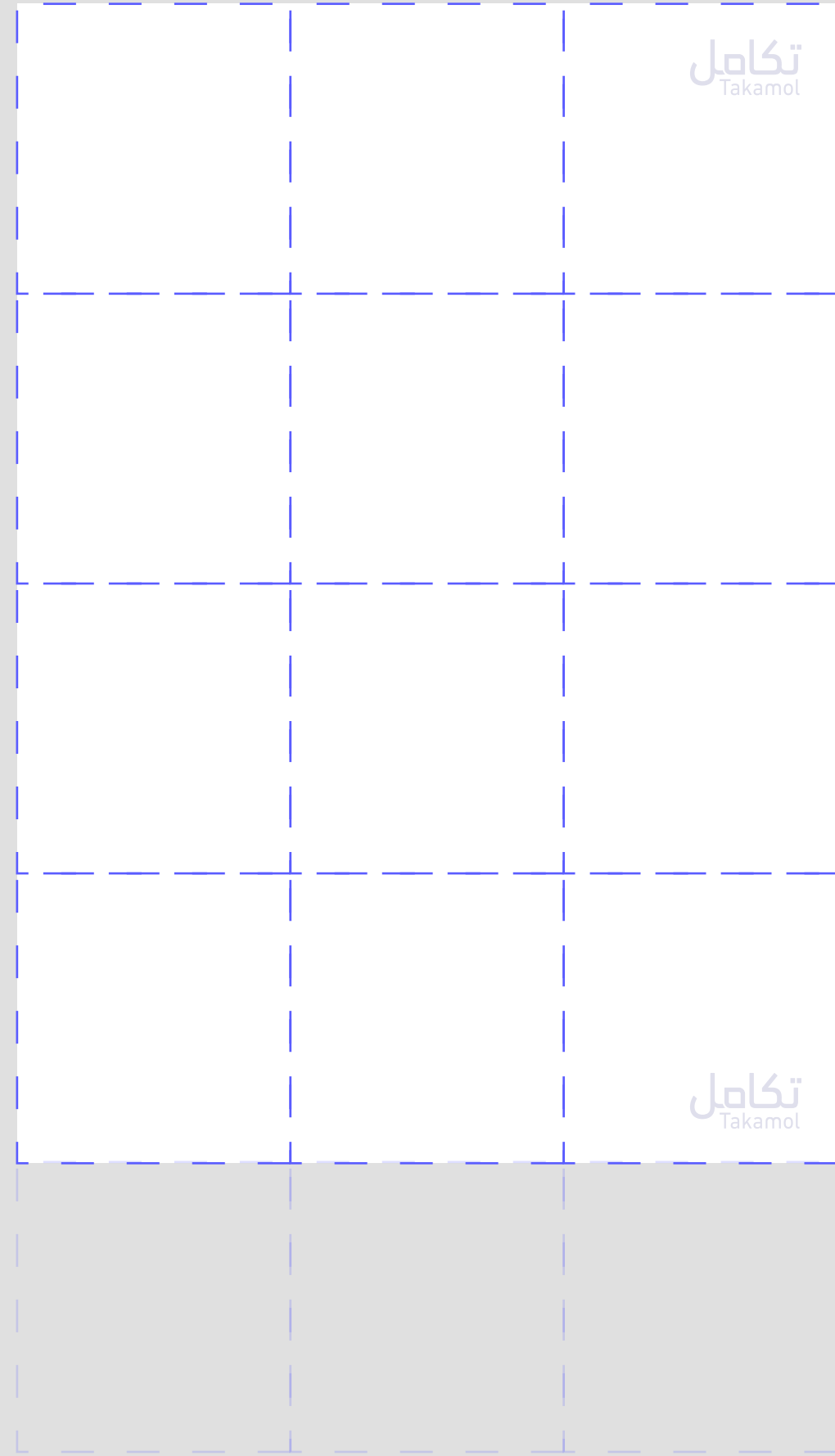
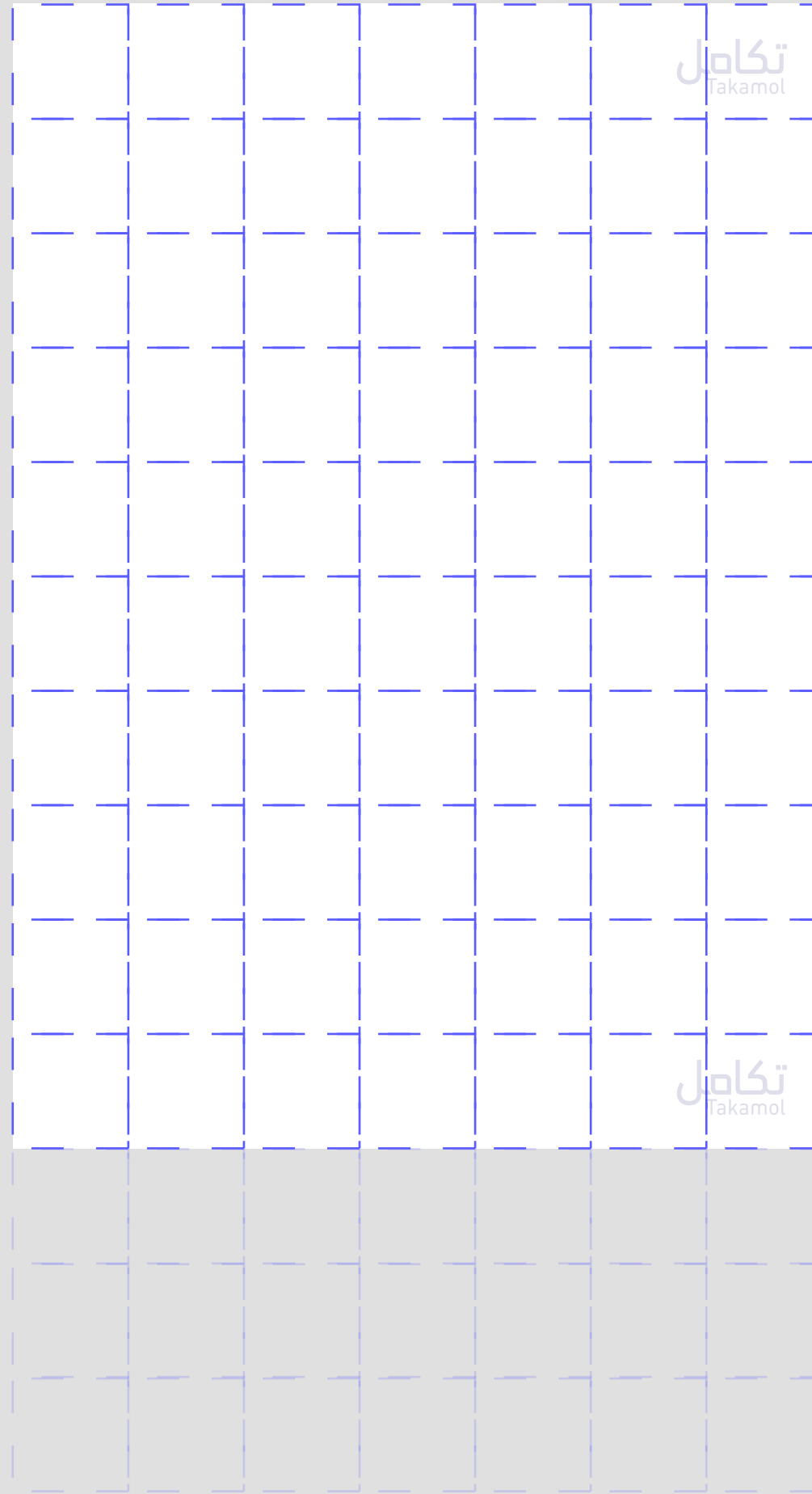
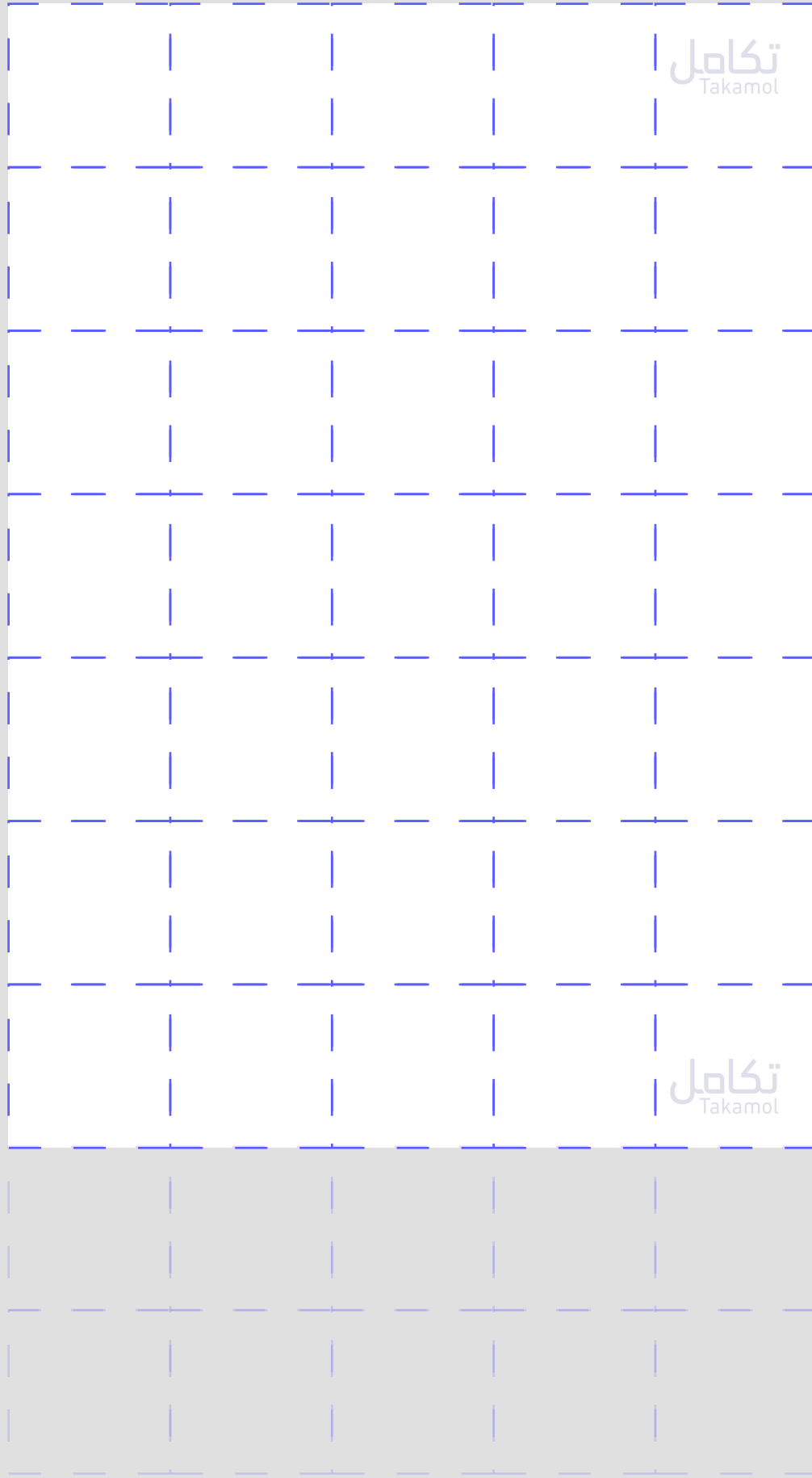
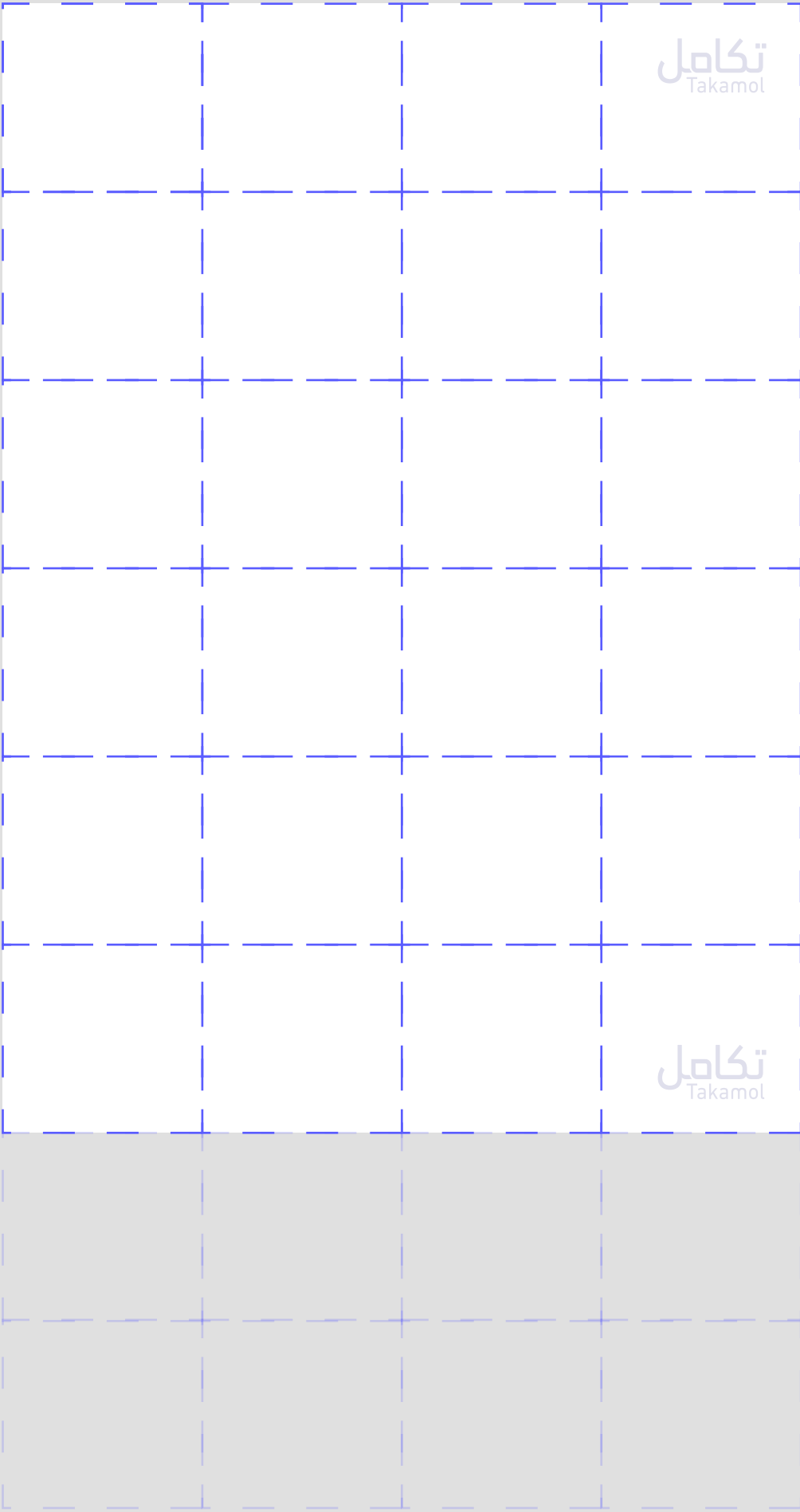


Suare size 100 PX



BUILDING THE DESIGN
VERTICAL GRID

LOGO
Bottom right corner or top right corner



BUILDING THE DESIGN
VERTICAL GRID

LOGO

Bottom right corner or top right corner



14 - 12 March

Riyadh, Saudi Arabia
Hilton Hotel

9 AM - 11 PM

HORIZONTAL

LEADING
CHANGE



الناس



الربح

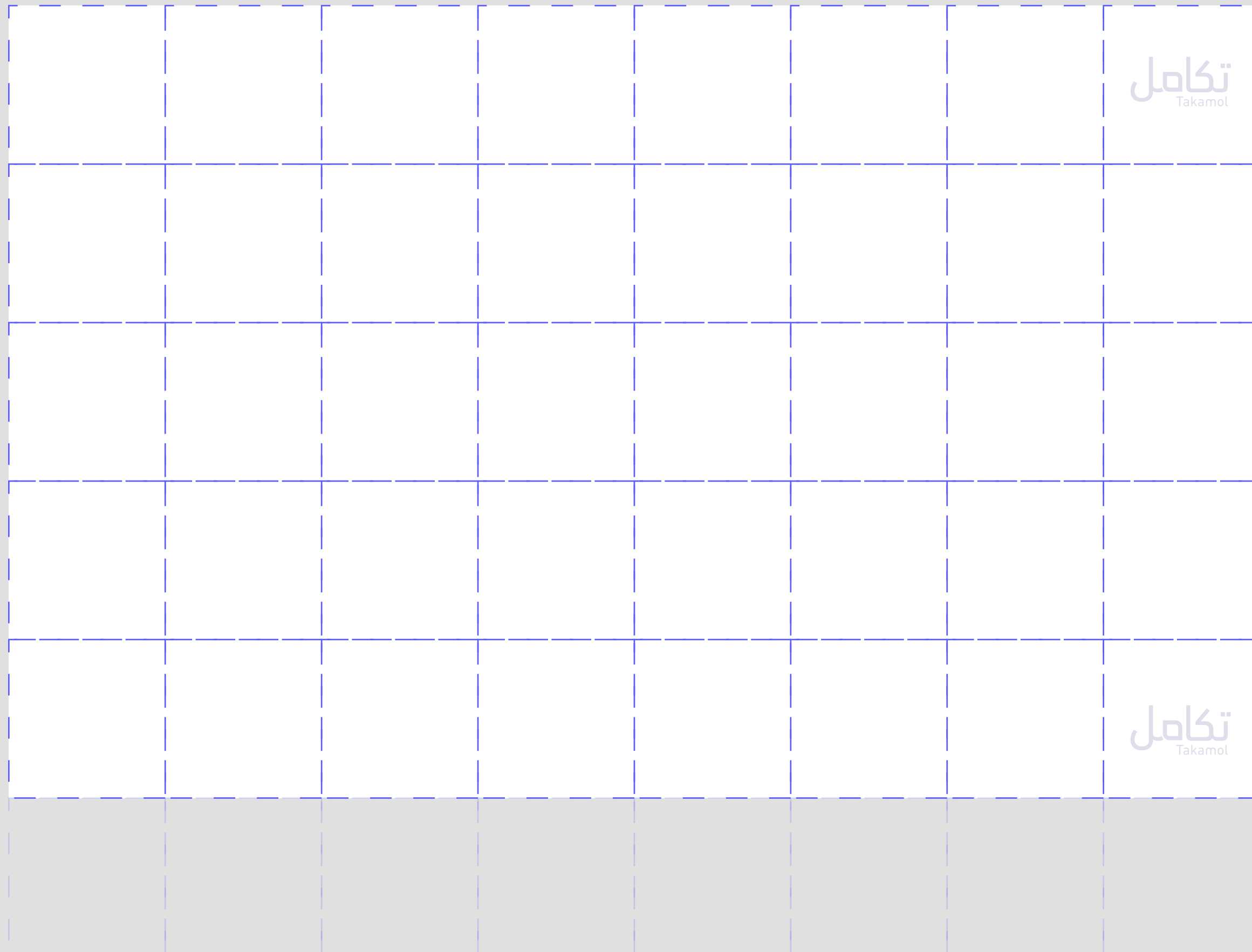


البيئة

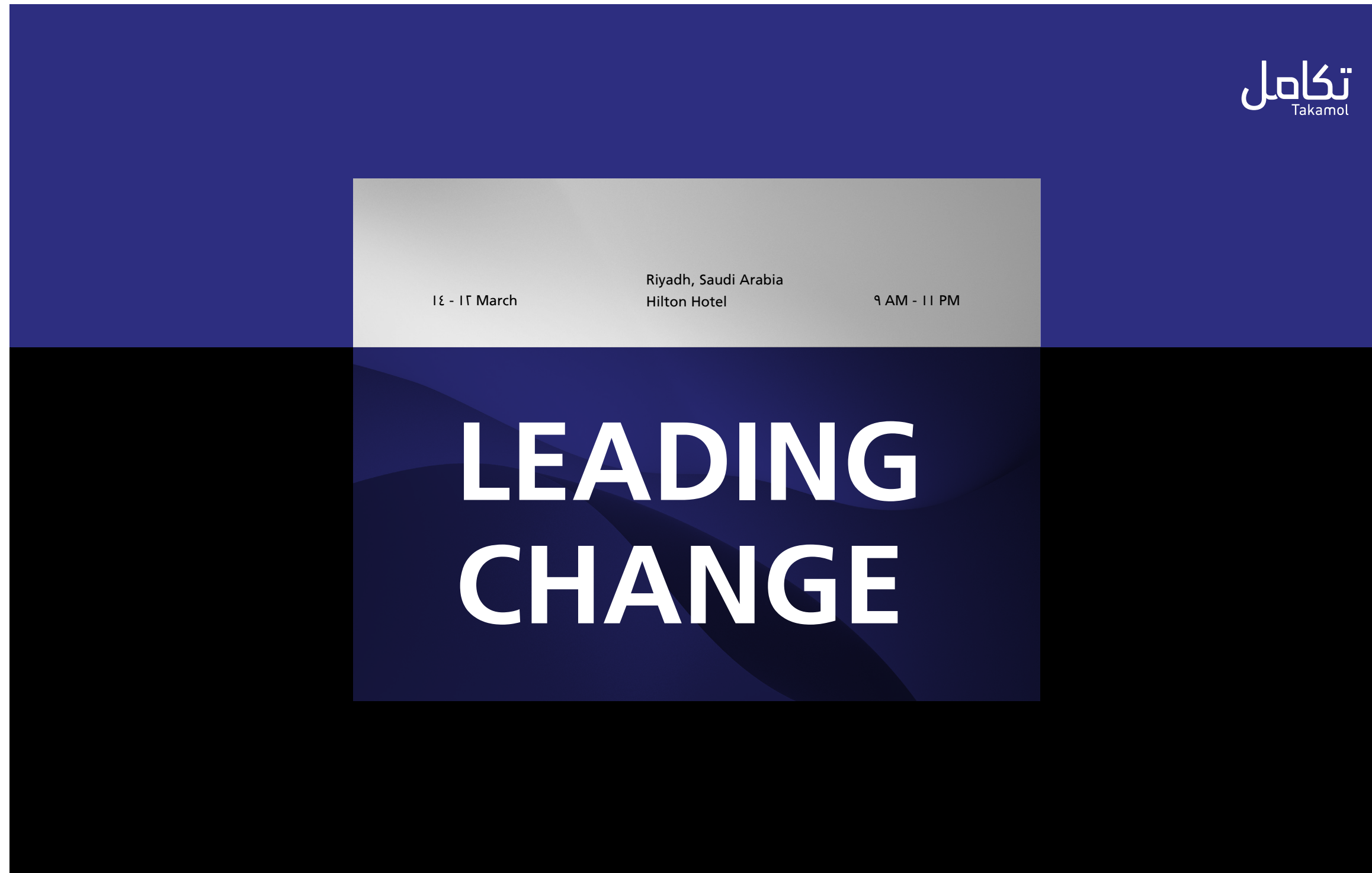
BUILDING THE DESIGN
HORIZONTAL GRID

LOGO

Bottom right corner or top right corner



BUILDING THE DESIGN
HORIZONTAL GRID



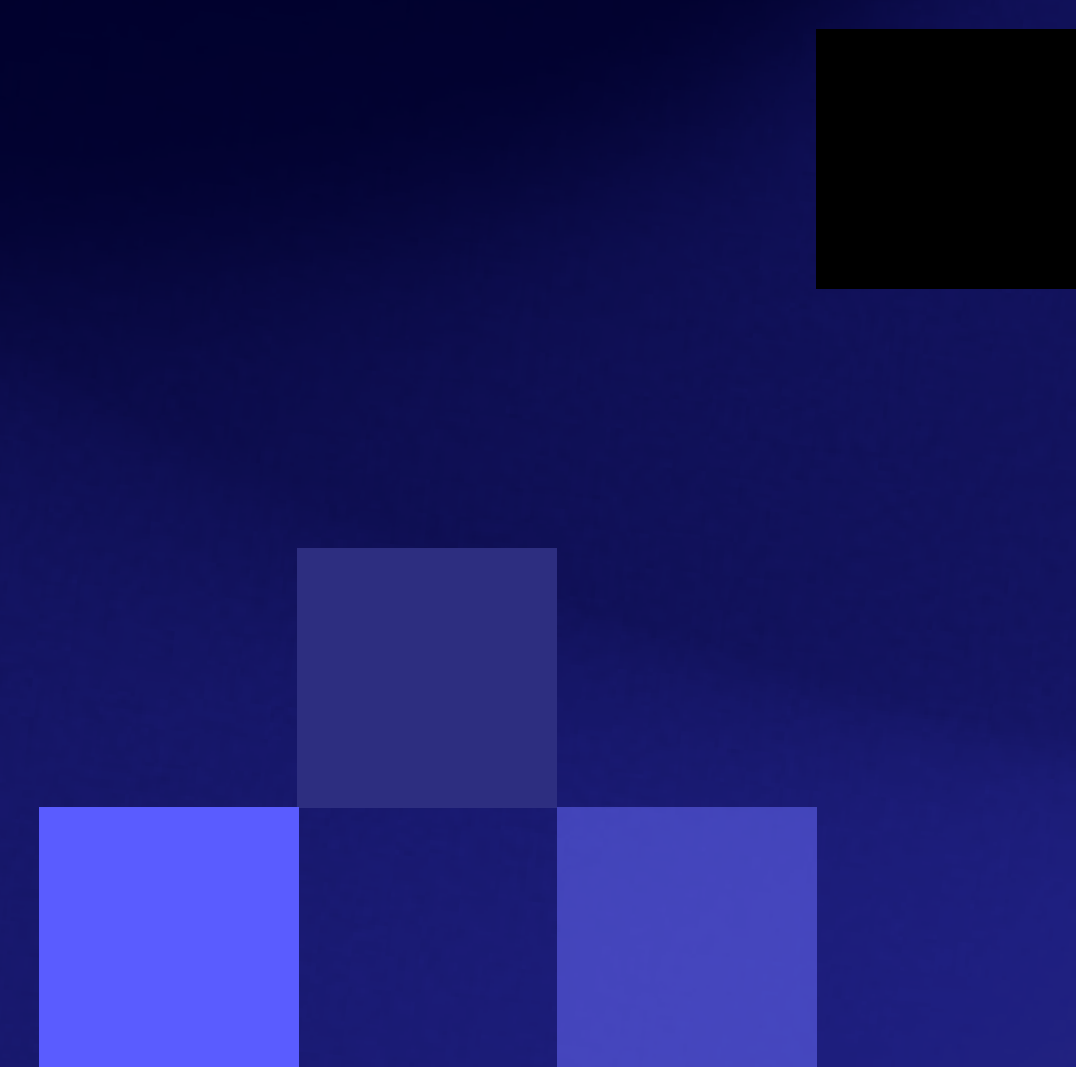
BUILDING THE DESIGN
HORIZONTAL GRID



0.6

BUILDING THE BRAND

ADAPTATIONS



DIGITAL



DIGITAL



OUTDOOR

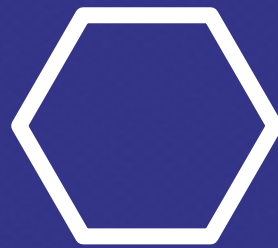
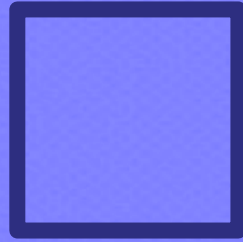
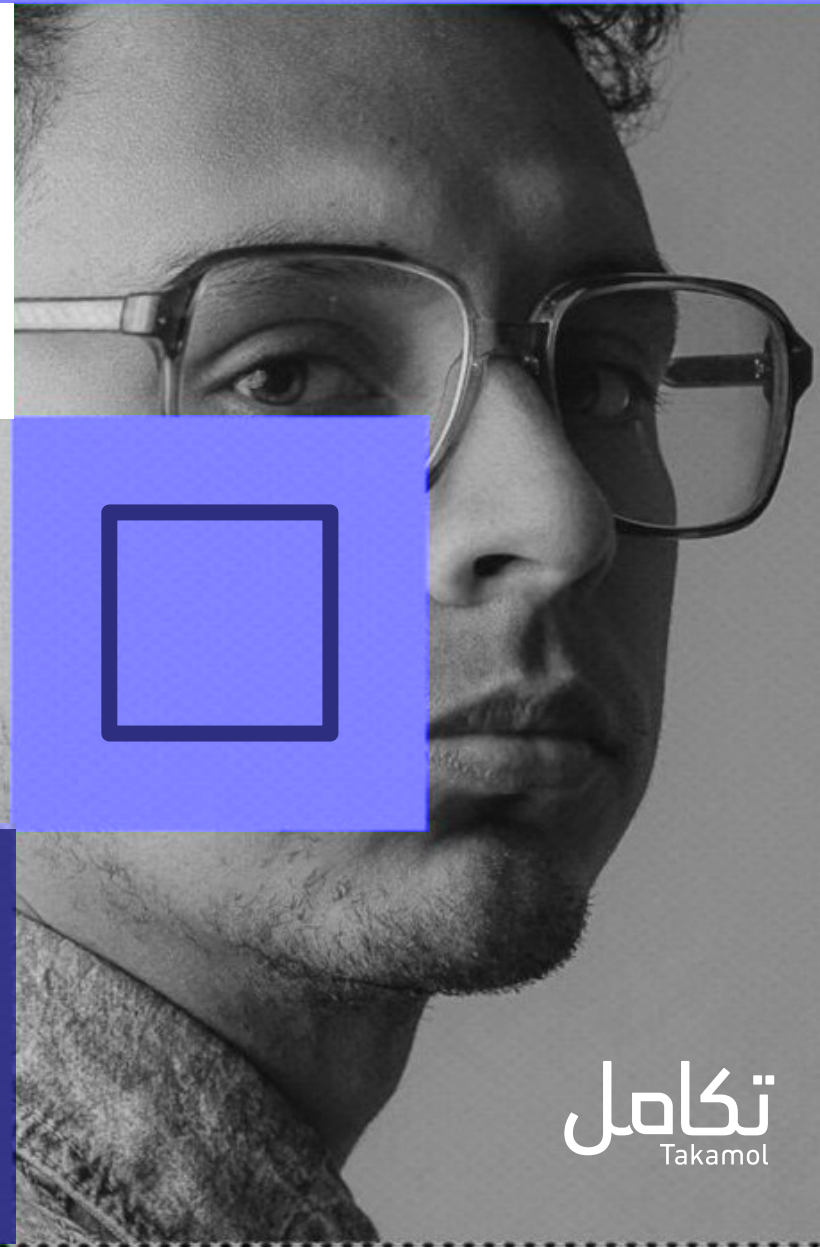
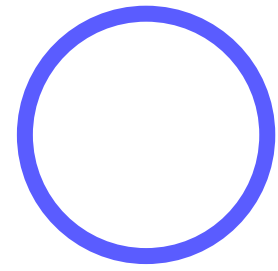
FORWARD
BY TATARI

A Forum for
the Future of
TV Advertising

تكامل
Takamol

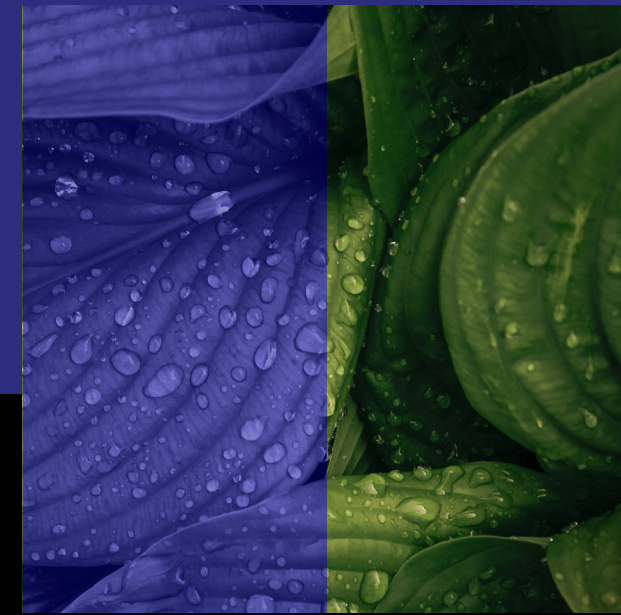
حوكمة

LEADING
CHANGE



تكامل
Takamol

تكامل
Takamol



LEADING
CHANGE

For The Planet

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Duis lectus urna, viverra non
nulla ut, ullamcorper luctus nulla.
Sed interdum, mi sagittis suscipit
venenatis, urna ligula molestie eros,
at faucibus sem quam in justo.
Lorem ipsum dolor sit amet.

OUTDOOR

تکامل
Takamol

LEADING
CHANGE

OUTDOOR



تكامل
Takamol

تشغيل
تطبيق الخطط وتمثيلها
على أرض الواقع

تكامل
Takamol

تمكين
القيادات الشابة

تكامل
Takamol

A large advertisement for Takamol is mounted on a wall. The ad is divided into three vertical sections. The left section has a blue background with white text. The middle section has a light gray background with black text. The right section features a photograph of a man in a white shirt, with a blue and white checkered pattern behind him. The Takamol logo is present in the top right of each section.

Thank You