

CORPORATE GUIDELINES



Adaa

The National Center for
Performance Measurement

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BRAND USAGE

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- 1.02 Structure
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BRAND USAGE
1.01 MASTER BRAND ARABIC

أداء

المركز الوطني لقياس
أداء الأجهزة العامة



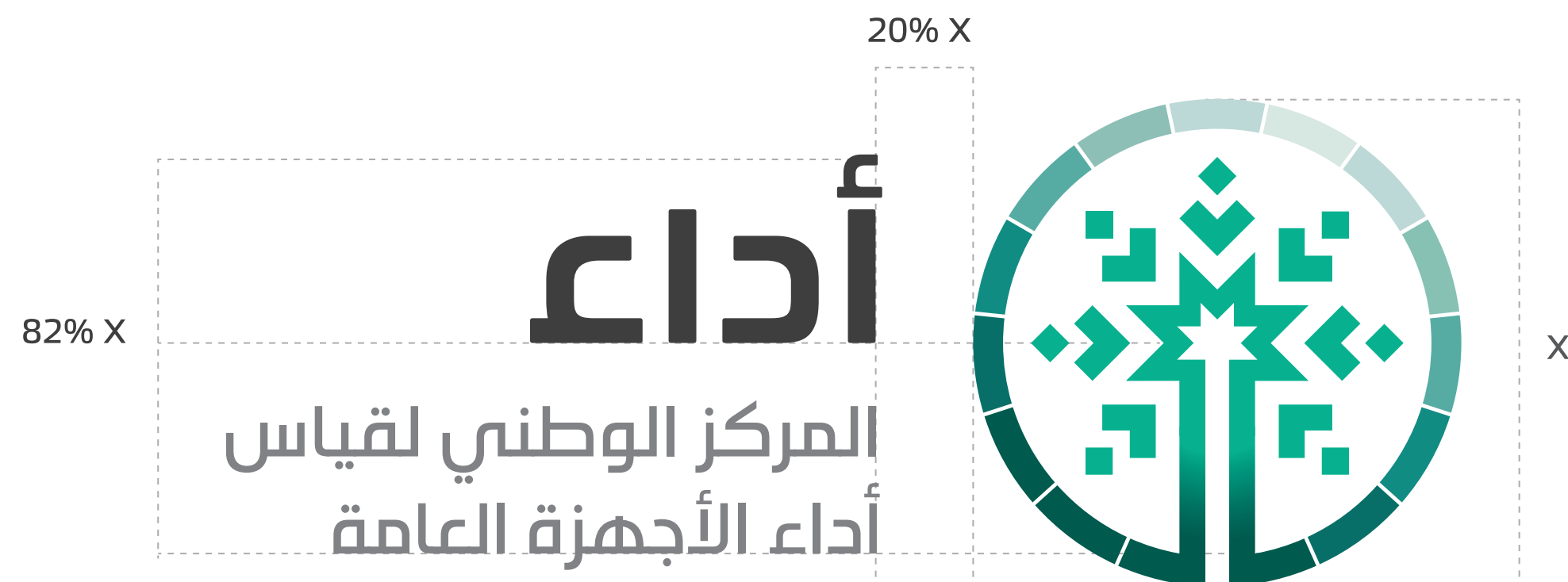


BRAND USAGE

1.02 STRUCTURE

The relative proportions and location of the logotype and the symbol cannot be altered. It is preferable to use the structure provided on this page as a reference to check the positioning of the elements.

Do not try to reconstruct the signature. Only use the supplied artwork.





Adaa

The National Center for
Performance Measurement

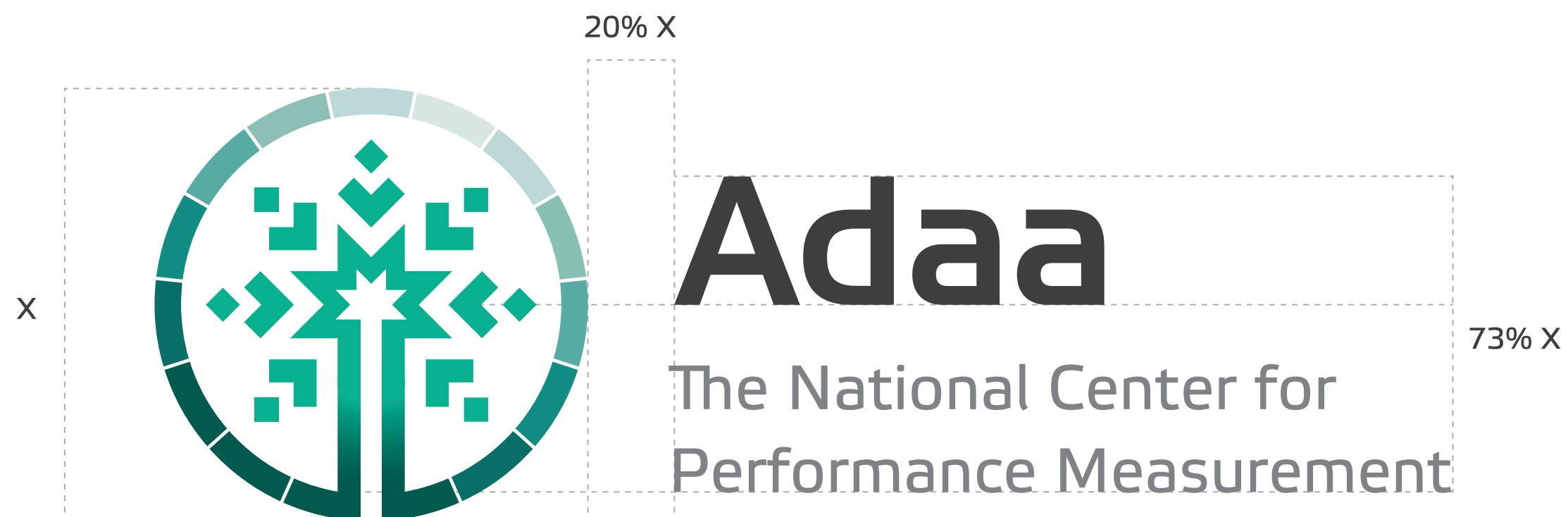


BRAND USAGE

1.04 STRUCTURE

The relative proportions and location of the logotype and the symbol cannot be altered. It is preferable to use the structure provided on this page as a reference to check the positioning of the elements.

Do not try to reconstruct the signature. Only use the supplied artwork.





BRAND USAGE 1.05 SIGNATURE

The main signatures of Adaa (arabic logo) must be used at all times. The other signatures may be used as secondary options in instances where linguistic or spatial constraints require a different usage.

أداء
المركز الوطني لقياس
أداء الأجهزة العامة

ARABIC LOGO



أداء
Adaa

BILINGUAL LOGO



Adaa

The National Center for
Performance Measurement

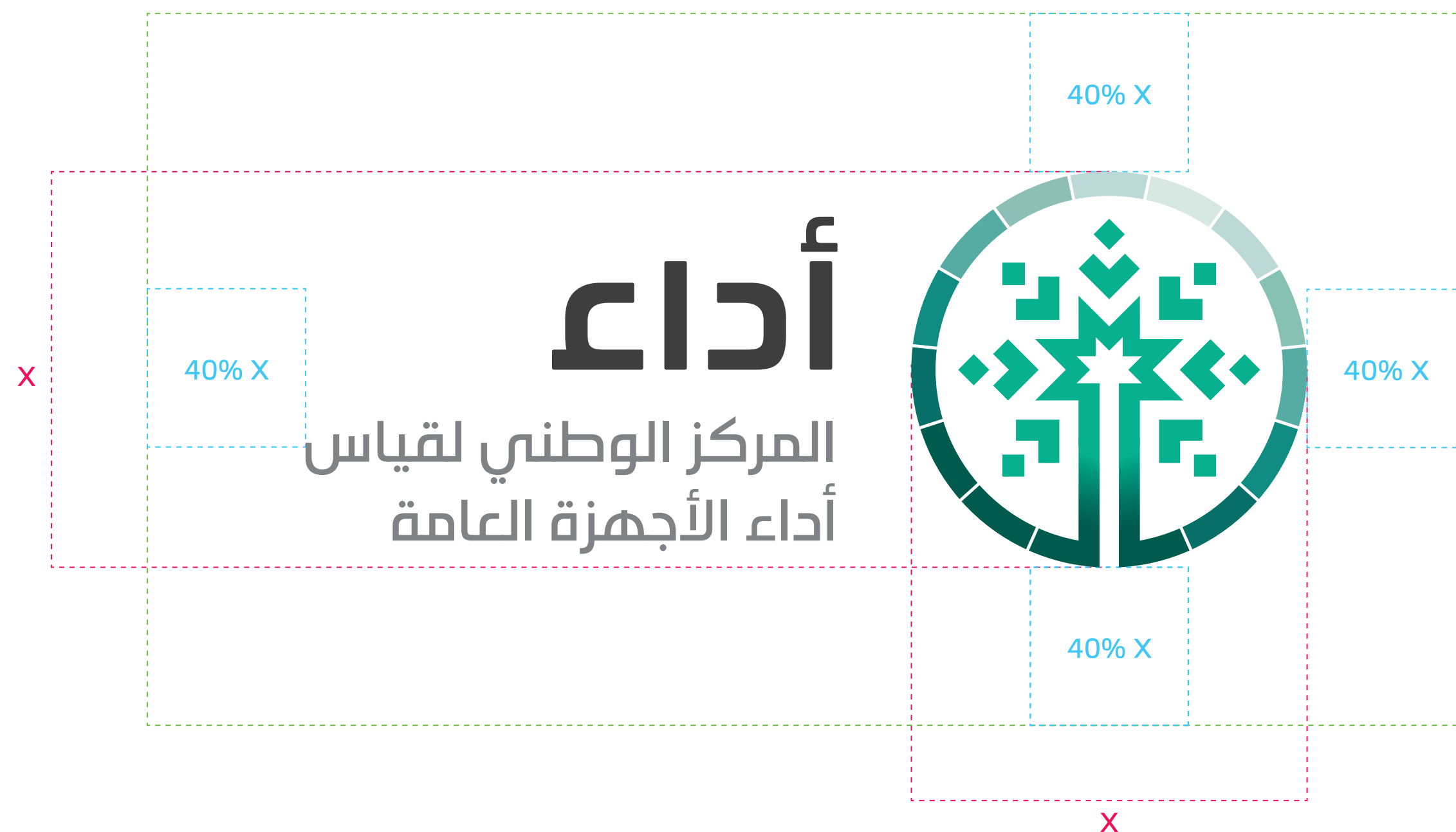
PUBLISHING LOGO



BRAND USAGE

1.06 MINIMUM CLEAR SPACE

Always maintain the minimum clear space around the signature to preserve its integrity. To maintain visual clarity and to provide maximum impact, the signature must never appear to be crowded by copy, photographs or graphic elements. The minimum clear space must never differ proportionally from the diagram shown on this page.





BRAND USAGE

1.07 MINIMUM SIZE

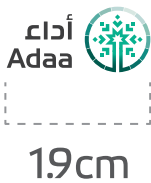
To protect its legibility and impact, the signature must never be reproduced in a size smaller than the one shown on this page.



Minimum size for print
ARABIC LOGO



Minimum size for print
PUBLISHING LOGO



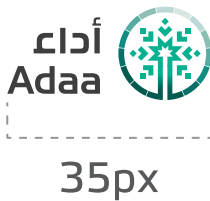
Minimum size for print
BILINGUAL LOGO



Minimum size for screen
ARABIC LOGO



Minimum size for screen
PUBLISHING LOGO



Minimum size for screen
BILINGUAL LOGO



BRAND USAGE

1.08 INCORRECT LOGO USAGE

Manipulation of the signature is not permitted in any way, shape or form. As such, all options provided on this page should be avoided at all times. These also apply to the Publishing and Bilingual logos.



✗ Never change the spacing between the individual characters



✗ Never change the proportions between the symbol and logotype



✗ Never change the proportions of the logo



✗ Never change the colors of the logo



✗ Never place the logo at an angle other than horizontal or vertical



✗ Never use shadows or other graphics



✗ Never place the logo on non-brand colors



✗ Never create an outlined version of the logo



✗ Never add extraneous effects to the logo

BRAND COLORS



BRAND COLORS

2.01 Corporate colors

2.02 Color variations for Flat Colored Backgrounds

2.03 Corporate colors usage



BRAND COLORS
2.01 CORPORATE COLORS

Colors are a fundamental element in the construction of the identity. Whenever possible, apply the colors using the reference numbers mentioned in this section.

PANTONE® COATED colors on coated paper (for spot color printing on glossy surfaces)

PANTONE® UNCOATED colors on uncoated paper (for spot color printing on a dull surface, such as stationery paper, etc.)

CMYK colors on coated and uncoated paper (for offset printing such as magazines, brochures, leaflets, color ads, etc.)

RGB colors (for computer presentations, digital displays, TV productions, etc.)

PRIMARY COLORS

PANTONE 329 C, U
CMYK 100 14 60 49
RGB 0 104 94



PANTONE 339 C, U
CMYK 84 0 59 0
RGB 0 179 136



CMYK 0 0 0 90
RGB 65 64 66



SECONDARY COLORS

CMYK 84 11 48 40
RGB 0 111 103

CMYK 80 10 45 20
RGB 0 140 132

CMYK 60 5 35 10
RGB 90 171 162

CMYK 45 10 30 0
RGB 143 191 182

CMYK 25 5 15 0
RGB 190 217 214

CMYK 15 3 10 0
RGB 214 230 226



BRAND COLORS

2.02 COLOR VARIATIONS FOR FLAT COLORED BACKGROUNDS

These four combinations of the device and colors are the primary usages. Variations on these are limited to the secondary colors on the previous page.





BRAND COLORS

2.03 CORPORATE COLORS USAGE

The corporate logo color can vary as shown.



FULL COLOR LOGO ON WHITE BACKGROUND



ONE COLOR LOGO ON WHITE BACKGROUND



ONE COLOR LOGO ON BLACK BACKGROUND



ONE COLOR LOGO ON COLORED BACKGROUND. THE BACKGROUND MUST BE WITHIN THE RANGE OF THE BRAND COLORS

TYPOGRAPHY USAGE



3 TYPOGRAPHY USAGE

3.01 Corporate typeface Arabic

3.02 Corporate typeface English



TYPOGRAPHY USAGE

3.01 CORPORATE TYPEFACE ARABIC

Consistency in the use of a typeface plays a very important role in reinforcing the corporate image.

Maintaining rules on type layout will contribute to the customer's recognition of the brand.

ITC Handel Gothic Arabic was chosen as the Arabic corporate typeface for its legibility, elegance and originality. All the weights available in the font family can be used.

The body copy is in Frutiger LT Arabic*, and it was chosen for its legibility and clear form. All the weights available in the font family can be used.

These typefaces are the corporate fonts and must be used across all the brand's corporate and communication items.

**Arial can be substituted for Frutiger in instances where the corporate font cannot be used.*

ITC HANDEL GOTHIC ARABIC HEAVY

عنوان رئيسي

ITC HANDEL GOTHIC ARABIC

عنوان فرعي

FRUTIGER LT ARABIC LIGHT

هذا النص ليس للقراءة فهو لغرض الفن الإبداعي فقط هذا النص ليس للقراءة فهو لغرض الفن الإبداعي فقط هذا النص ليس للقراءة فهو لغرض الفن الإبداعي فقط هذا النص ليس للقراءة فهو لغرض الفن الإبداعي فقط



TYPOGRAPHY USAGE

3.02 CORPORATE TYPEFACE ENGLISH

Consistency in the use of a typeface plays a very important role in reinforcing the corporate image.

Maintaining rules on type layout will contribute to the customer's recognition of the brand.

Etelka was chosen as the Latin corporate typeface for its legibility, elegance and originality. All the weights and styles available in the font family can be used.

The body copy is in Frutiger*, and it was chosen for its legibility and clear form. All the weights and styles available in the font family can be used.

These typefaces are the corporate fonts and must be used across all the brand's corporate and communication items.

**Arial can be substituted for Frutiger in instances where the corporate font cannot be used.*

ETELKA TEXT PRO BOLD

This is a Heading

ETELKA TEXT PRO

This is a Sub-Heading

FRUTIGER

This is an example of a paragraph example. Lorem ipsum dolor sit amet,consectetuer adipiscing elit. Morbi commodo, ipsuepharetra gravida, orci magna adipiscing elit. Morbi, ipsumpharetra gravida, orci magna rhoncus neque, id pulvinar odio lorem non turpis.

BRAND LANGUAGE



BRAND LANGUAGE

4.01 Imagery style

4.02 Photography treatment

4.03 Graphic device

4.04 Graphic device incorrect usages

4.05 Bullet point

4.06 Basmala

BRAND LANGUAGE

4.01 IMAGERY STYLE

Imagery can help tell a story and visualize an idea. Photography truly enriches your subject if used correctly.

The imagery style should be realistic, emotional, natural and spontaneous.

The images should highlight areas of the Kingdom's activity. They should position the Kingdom as pushing the limits of innovation, industry, design and urban planning.

Imagery should always be high definition, and includes cityscapes, and landmarks; landscapes, time-lapse and bird's-eye views.

Imagery with people should always be positive, triumphant and joyful.

Never use images with unrealistic people, who are just posing, or at an unidentifiable location.



BRAND LANGUAGE

4.02 PHOTOGRAPHY TREATMENT

The treatment of the photography follows the core color usage in this guideline.

From the brand's primary colors, CMYK 84 0 59 0 [RGB 0 179 136] is placed over the image and the multiply effect is applied.

If that is not possible, as is the case in PowerPoint® for example, then the color CMYK 100 14 60 49 [RGB 0 104 94] at a 40% opacity is placed over the image.





BRAND LANGUAGE

4.03 GRAPHIC DEVICE

The device [star] is derived from the symbol of the logo. It is a crop of the arabesque used at the center of the symbol.

The star should always be cropped. The central star should always appear in full. The long vertical stems of the symbol should not be visible.

The star is always placed in the corner opposite to the direction the language is written in. It is no more than 70% of the total height of the area it is placed in.

On a flat color background the star is most commonly used in white with a 10% opacity, mimicking a watermark. The star can also be used at 100% opacity; or the gradient style found in this guideline, in case of a white background.

If the star is placed over an image, the image must first be treated as per the brand guidelines. Then the device is placed in the correct corner, at 50% opacity. The star can also be used at 100%.





BRAND LANGUAGE

4.04 GRAPHIC DEVICE INCORRECT USAGES

Manipulation of the device is not permitted in any way, shape or form.
As such, all options provided on this page should be avoided at all times.



✗ Never change the size proportions of the device



✗ Never move the device from the edge of the canvas



✗ Never distort the device



✗ Never use the device in colors not stipulated in this guideline



✗ Never place the device on non-brand colors



✗ Never place the device at an angle other than horizontal



✗ Never use shadows or other graphics



✗ Never create an outlined version of the device



✗ Never add extraneous effects to the device



BRAND LANGUAGE

4.05 BULLET POINT

The bullet point is derived from the symbol of the logo. It is an element from the symbol.

No other element from the logo can be used in combination with the bullet point.

The bullet point is always placed at the beginning of the sentence and points in the reading direction.

In Arabic usage, the bullet point should always be 64% of the type size it is pointing to, and must be placed on the baseline of the text.

In English usage, the bullet point should always be 100% of the type size it is pointing to, and must be placed on the baseline of the text.

If used on a white background, the bullet point should always be in a primary brand color. If used on a colored background [from the brand colors], the bullet point should be in white.

The element itself, used as a graphical element, can be used sparingly and discreetly at the designer's discretion.



The bullet point is the same as the x-height.



The bullet point is the 64% of the font size.
In this example the font size is 75pts.

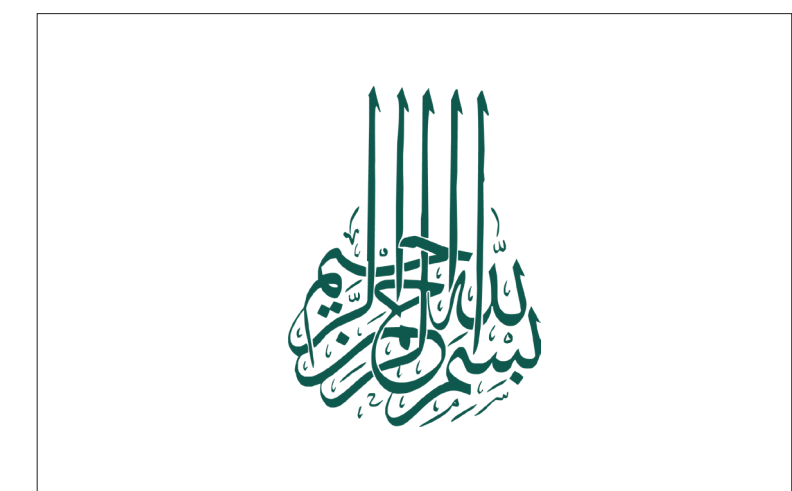
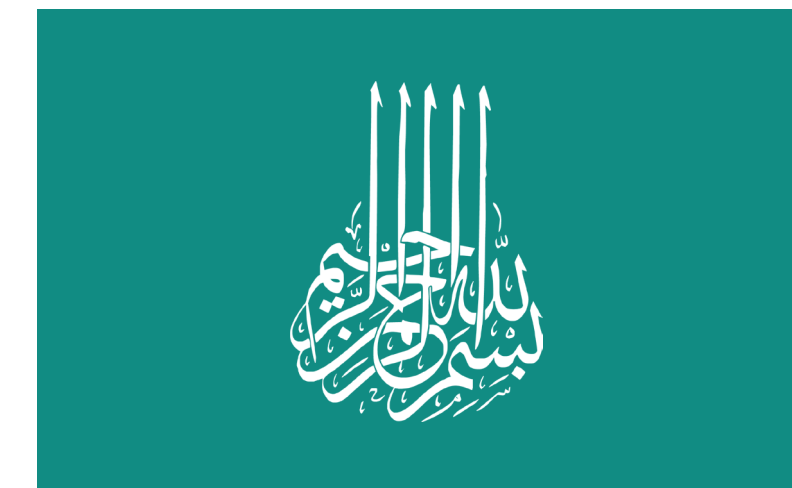
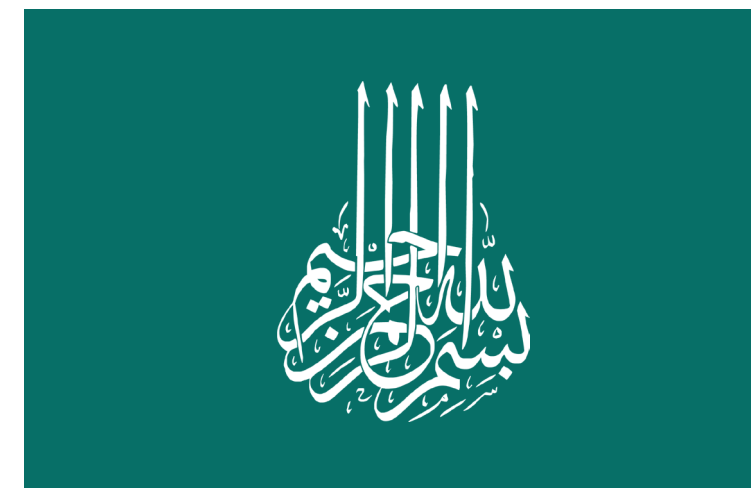
BRAND LANGUAGE

4.06 BASMALA

The calligraphic element for “In the name of God, the Most Gracious, the Most Merciful” is the first phrase in the preamble and is used extensively as the opening of each action in order to receive blessing from God.

The calligraphy must be placed center in the layout which should not include any other elements.

It must be placed only on accepted color variations for flat colored backgrounds and white. In all cases, the calligraphy must remain either in white or, from the brand’s primary colors, CMYK 100 14 60 49 [RGB 0 104 94].



STATIONERY



STATIONERY

5.01 Business cards

5.02 Letterhead

5.03 Envelope DL

5.04 Envelope C5

5.05 Envelope C4

5.06 Envelope C3

5.07 Folder

5.08 Block note A4

5.09 Block note A5



STATIONERY

5.01 BUSINESS CARDS

1. Card Size:

Width: 9cm X Height: 5cm

2. Logo Size:

Width: 4cm

3. Holder Arabic:

Black 0, 0, 0, 90
ITC Handel Gothic Arabic 8 points

4. Holder English:

Black 0, 0, 0, 90
Etelka Text Pro 8 points

5. Holder Arabic:

Black 0, 0, 0, 90
ITC Handel Gothic Arabic 7 points

6. Holder English:

Black 0, 0, 0, 90
Etelka Light Pro 7 points

7. Address and Contact:

Etelka Text Pro 7 points
ITC Handel Gothic Arabic 7 points

8. Signature:

Etelka Text Pro 7 points

9. Device:

CMYK 0 0 0 0 10% Opacity, Screen

10. Background

CMYK 100 14 60 49
or PANTONE 329 C

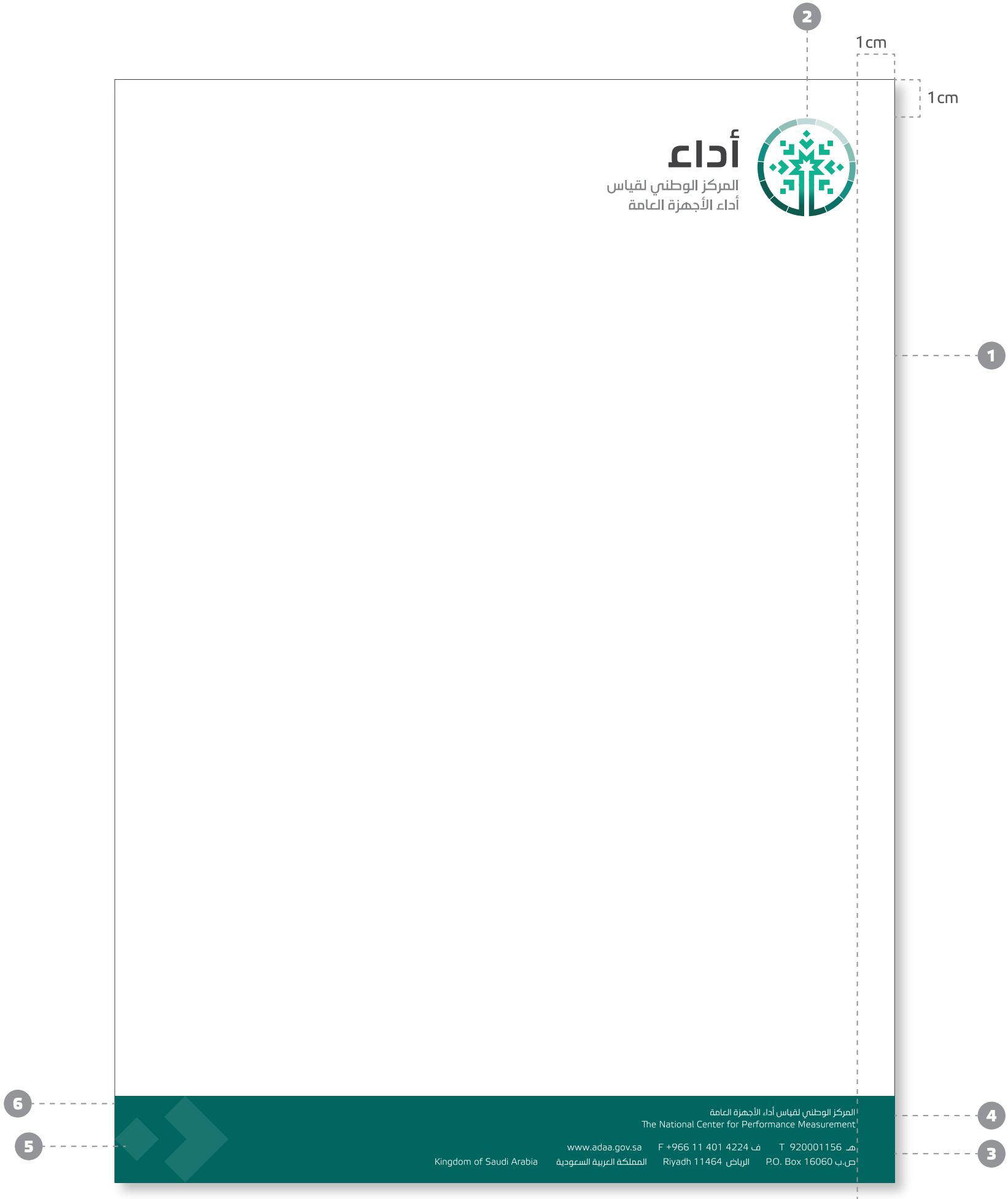




STATIONERY

5.02 LETTERHEAD

- 1. Size:**
A4, Width: 21cm X Height: 29.7cm
- 2. Logo Size:**
Width: 6.7cm
- 3. Address and Contact:**
Etelka Text Pro 7 points
ITC Handel Gothic Arabic 7 points
- 4. Signature:**
Etelka Text Pro 7 points
ITC Handel Gothic Arabic 7 points
- 5. Device:**
CMYK 0 0 0 0 10% Opacity, Screen
- 6. Background**
CMYK 100 14 60 49
or PANTONE 329 C





STATIONERY

5.03 ENVELOPE DL

1. Size:

DL, Width: 22cm X Height: 11cm

2. Logo Size:

Width: 6.7cm

3. Address:

CMYK 100 14 60 49
or PANTONE 329 C
Etelka Text Pro 7 points
ITC Handel Gothic Arabic 7 points

4. Signature:

Etelka Text Pro 7 points

5. Background

CMYK 100 14 60 49
or PANTONE 329 C

6. Device

CMYK 0 0 0 0 10% Opacity

7. Area Designated for Postage

Not printed





STATIONERY

5.04 ENVELOPE C5

1. Size:
C5, Width: 16.2cm X Height: 22.9cm
Fits A5 Paper size and Folded A4
Paper size

2. Logo Size:
Width: 4.7cm

3. Address:
CMYK 100 14 60 49
or PANTONE 329 C
Etelka Text Pro 5 points
ITC Handel Gothic Arabic 5 points

4. Signature:
Etelka Text Pro 5 points

5. Background
CMYK 100 14 60 49
or PANTONE 329 C

6. Device
CMYK 0 0 0 0 10% Opacity





STATIONERY

5.05 ENVELOPE C4

1. Size:
C4, Width: 22.9cm X Height: 32.4cm
Fits A4 Paper size and Folded A3
Paper size

2. Logo Size:
Width: 6.7cm

3. Address:
CMYK 100 14 60 49
or PANTONE 329 C
Etelka Text Pro 7 points
ITC Handel Gothic Arabic 7 points

4. Signature:
Etelka Text Pro 7 points

5. Background
CMYK 100 14 60 49
or PANTONE 329 C

6. Device
CMYK 0 0 0 0 10% Opacity





STATIONERY

5.06 ENVELOPE C3

1. Size:
C3, Width: 32.4cm X Height: 45.8cm
Fits A3 Paper size

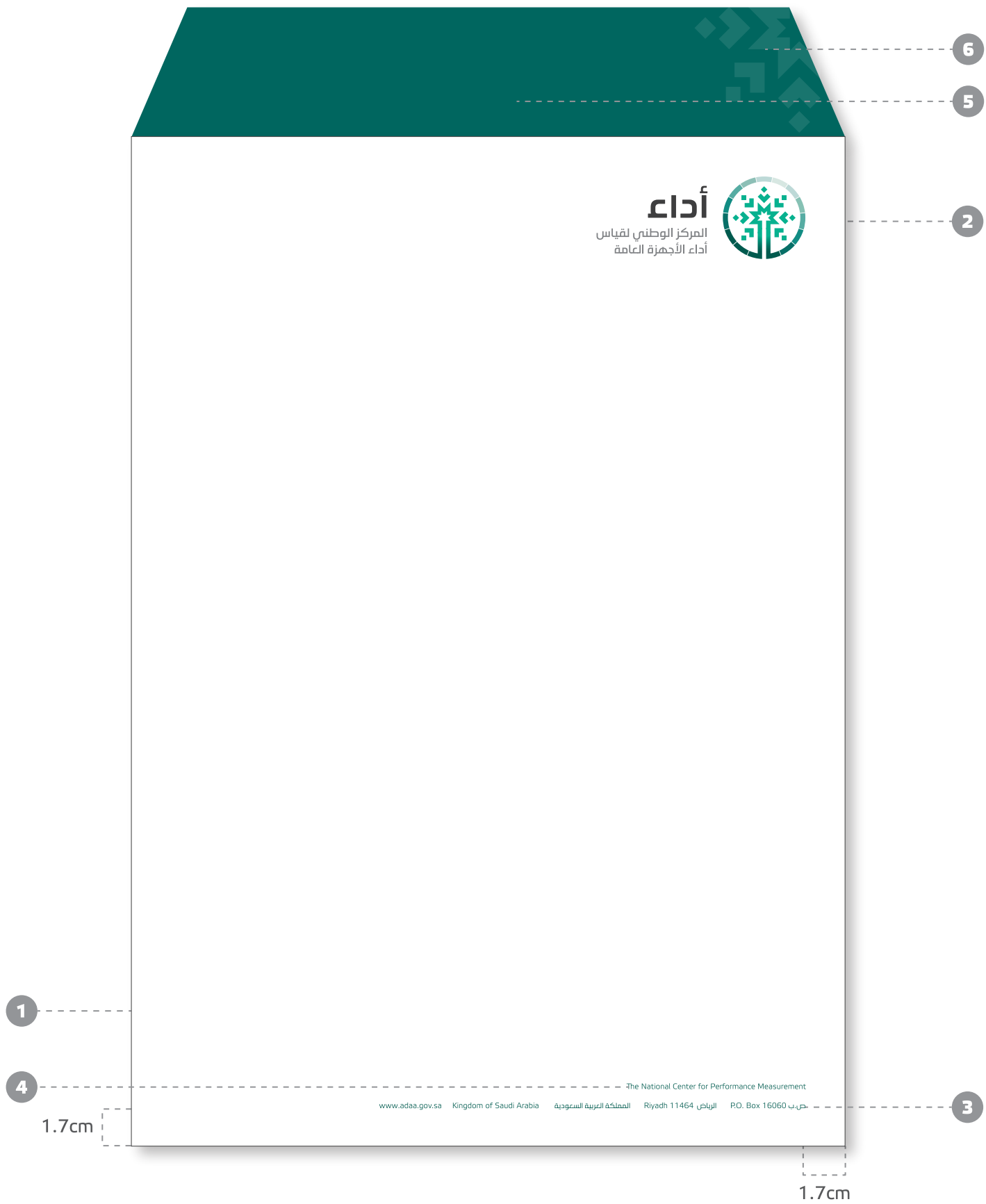
2. Logo Size:
Width: 9.5cm

3. Address:
CMYK 100 14 60 49
or PANTONE 329 C
Etelka Text Pro 10 points
ITC Handel Gothic Arabic 10 points

4. Signature:
Etelka Text Pro 10 points

5. Background
CMYK 100 14 60 49
or PANTONE 329 C

6. Device
CMYK 0 0 0 0 10% Opacity





STATIONERY
5.07 FOLDER

1. Size:
Width: 22.9cm X Height: 32.4cm [closed]
Width: 45.8cm X Height: 32.4cm [opened]

2. Logo Size:
Width: 10cm

3. Address:
Etelka Text Pro 7 points
ITC Handel Gothic Arabic 7 points

4. Signature:
Etelka Text Pro 7 points

5. Device:
Gradient version found in this guideline

6. Background
CMYK 100 14 60 42 or
PANTONE 329 C
The background color is also printed
on the inside of the folder

7. Folder Pocket





STATIONERY

5.08 BLOCK NOTE A4

1. Size:

A4, Width: 21cm X Height: 29.7cm

2. Logo Size:

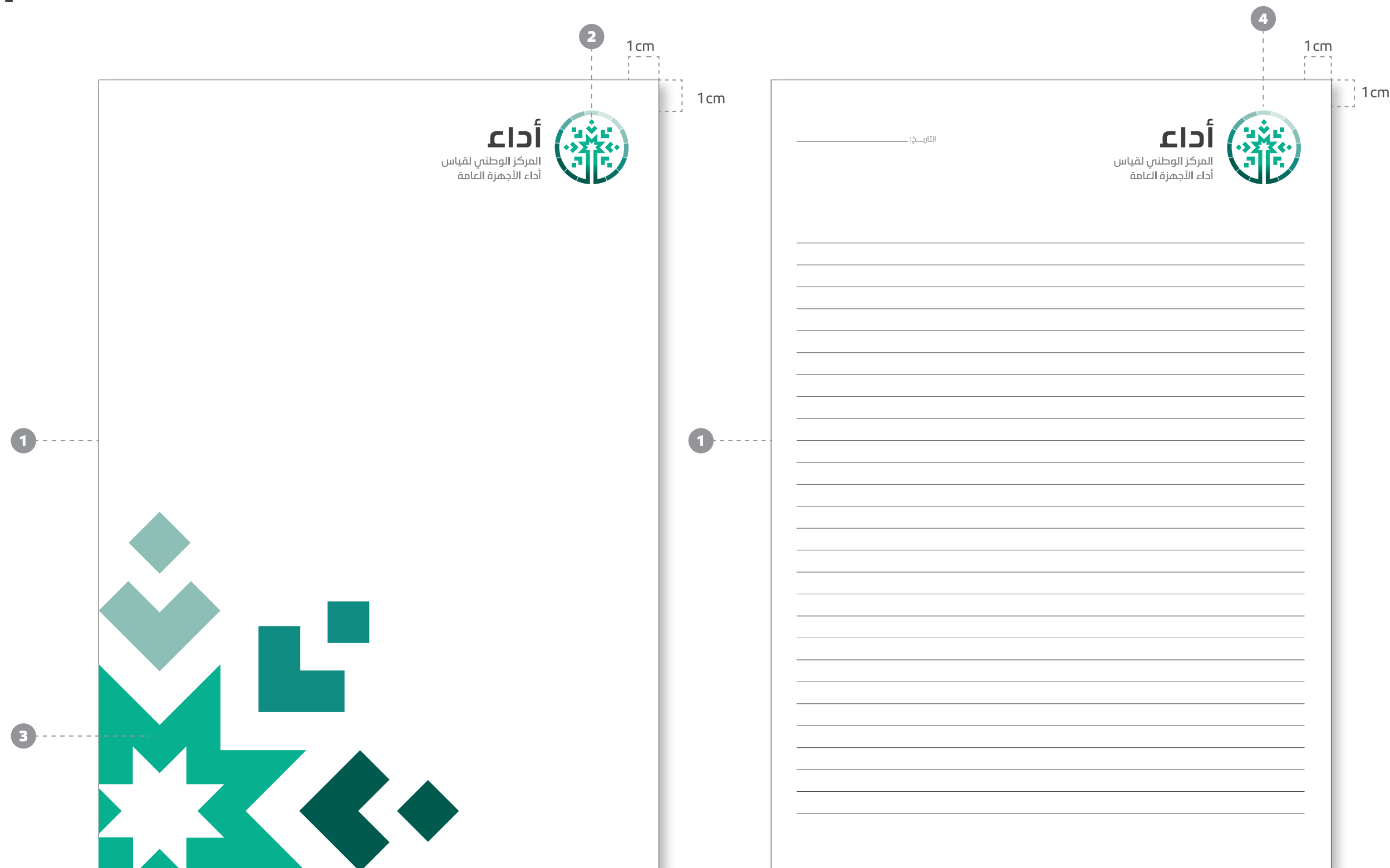
Width: 7cm

3. Device:

Gradient version found in this guideline

4. Logo Size [Inside Pages]:

Width: 7cm





STATIONERY

5.09 BLOCK NOTE A5

1. Size:

A5, Width: 14.85cm X Height: 21cm

2. Logo Size:

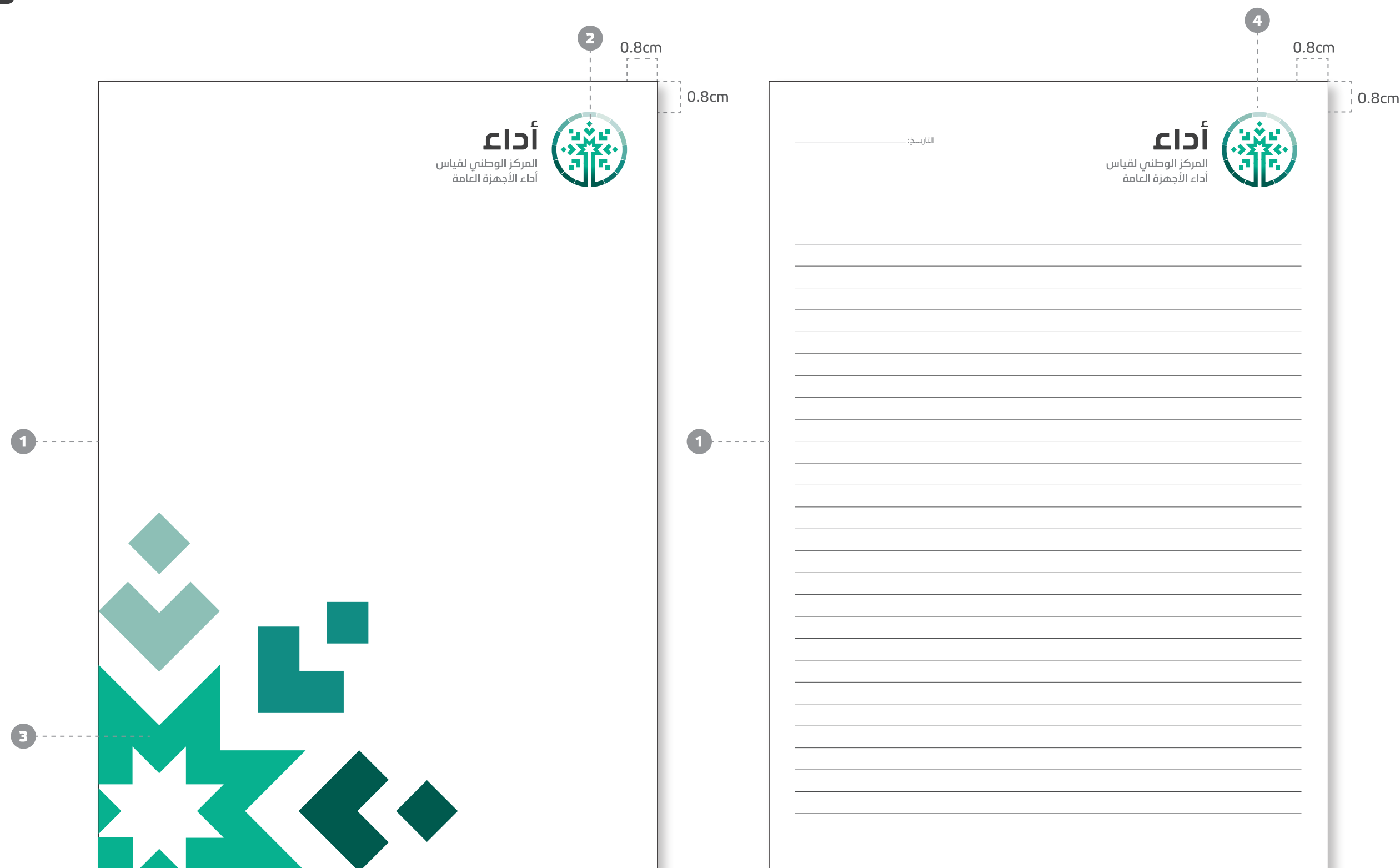
Width: 5cm

3. Device:

Gradient version found in this guideline

4. Logo Size [Inside Pages]:

Width: 5cm



DIGITAL MEDIA



DIGITAL MEDIA

6.01 E-mail signature Arabic

6.02 E-mail signature English

6.03 Presentation template Arabic

6.04 Presentation template English

6.05 Mobile / Tablet application

6.06 Website

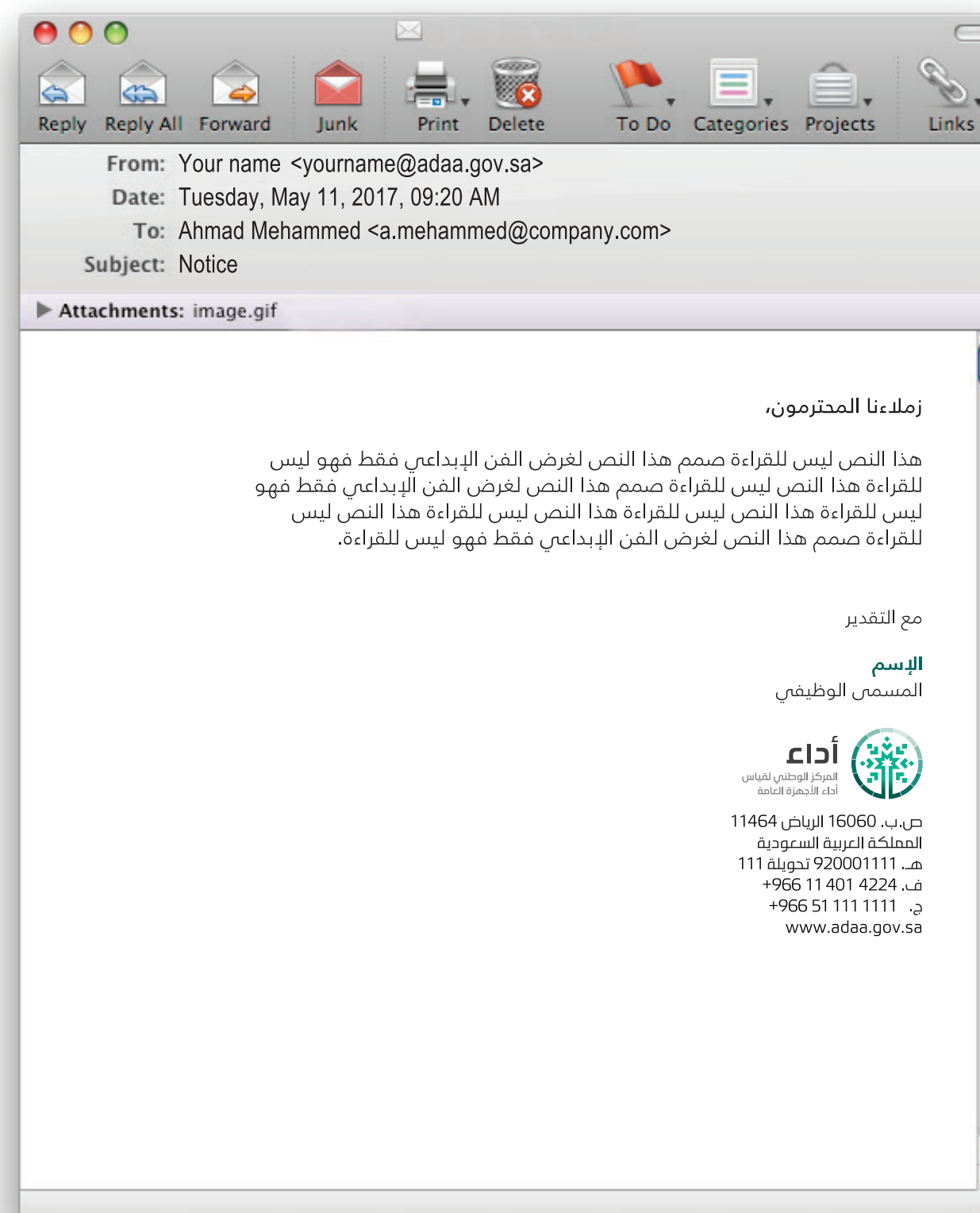


DIGITAL MEDIA

6.01 E-MAIL SIGNATURE ARABIC

The email signature is made from two parts to bring consistency and ease of use to the user.

Standard company information is displayed as an optimized image file which will be same for all employees unless specified otherwise.



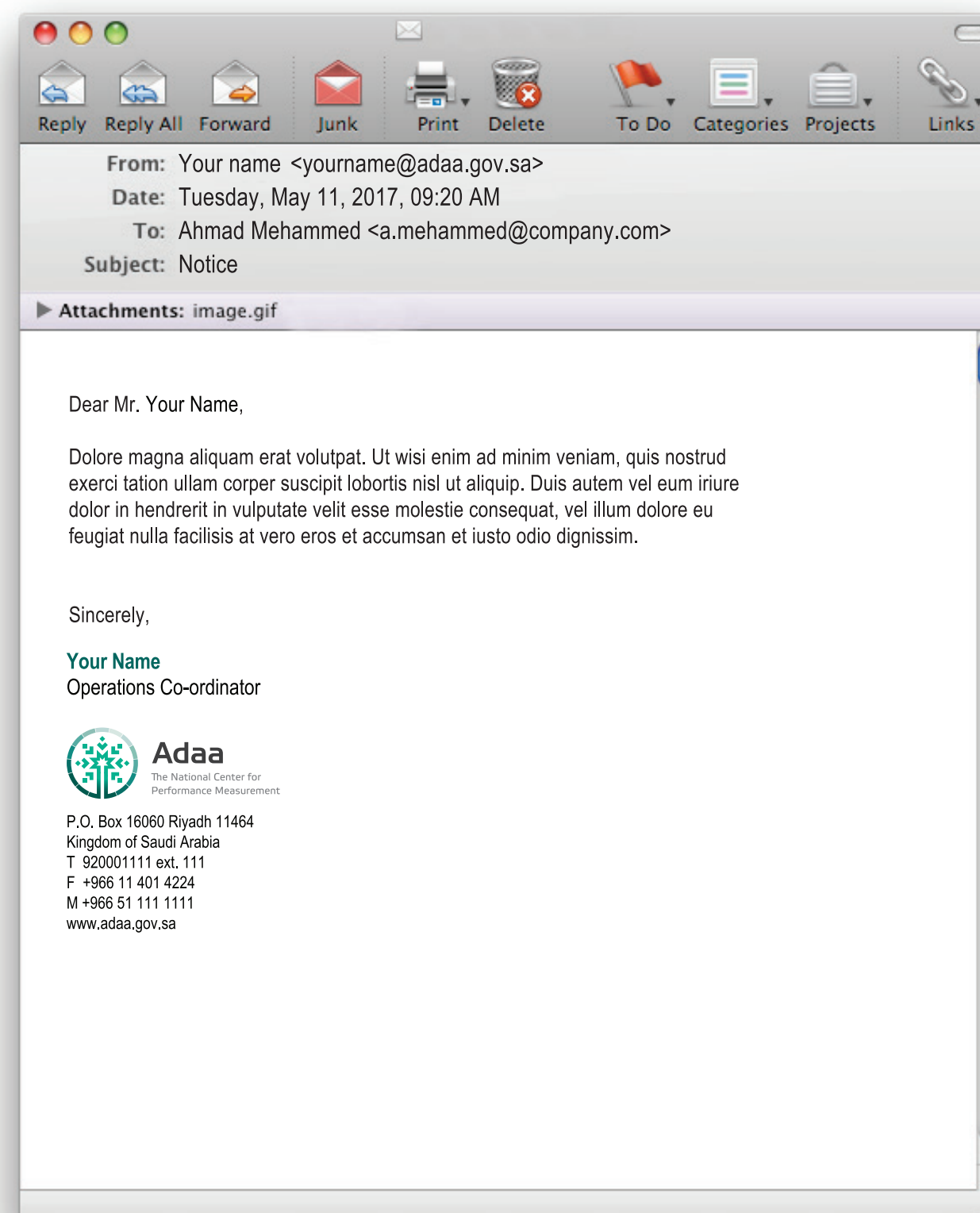


DIGITAL MEDIA

6.02 E-MAIL SIGNATURE ENGLISH

The email signature is made from two parts to bring consistency and ease of use to the user.

Standard company information is displayed as an optimized image file which will be same for all employees unless specified otherwise.





Title slide



Divider slide



Title and Content slide



Sub Divider slide



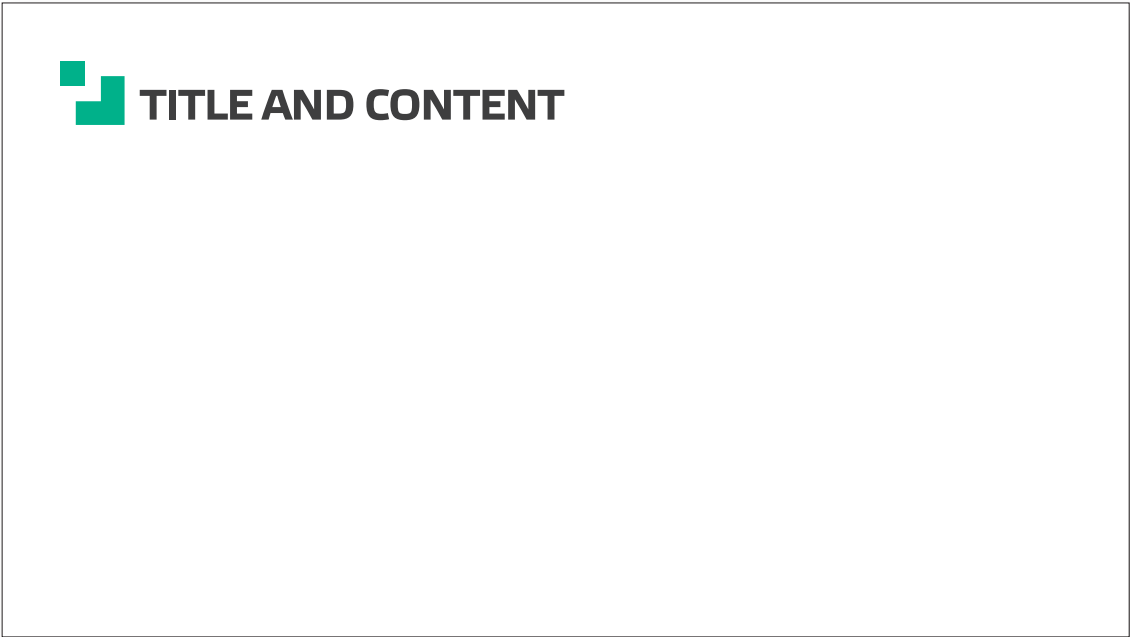
Ending slide



Title slide



Divider slide



Title and Content slide



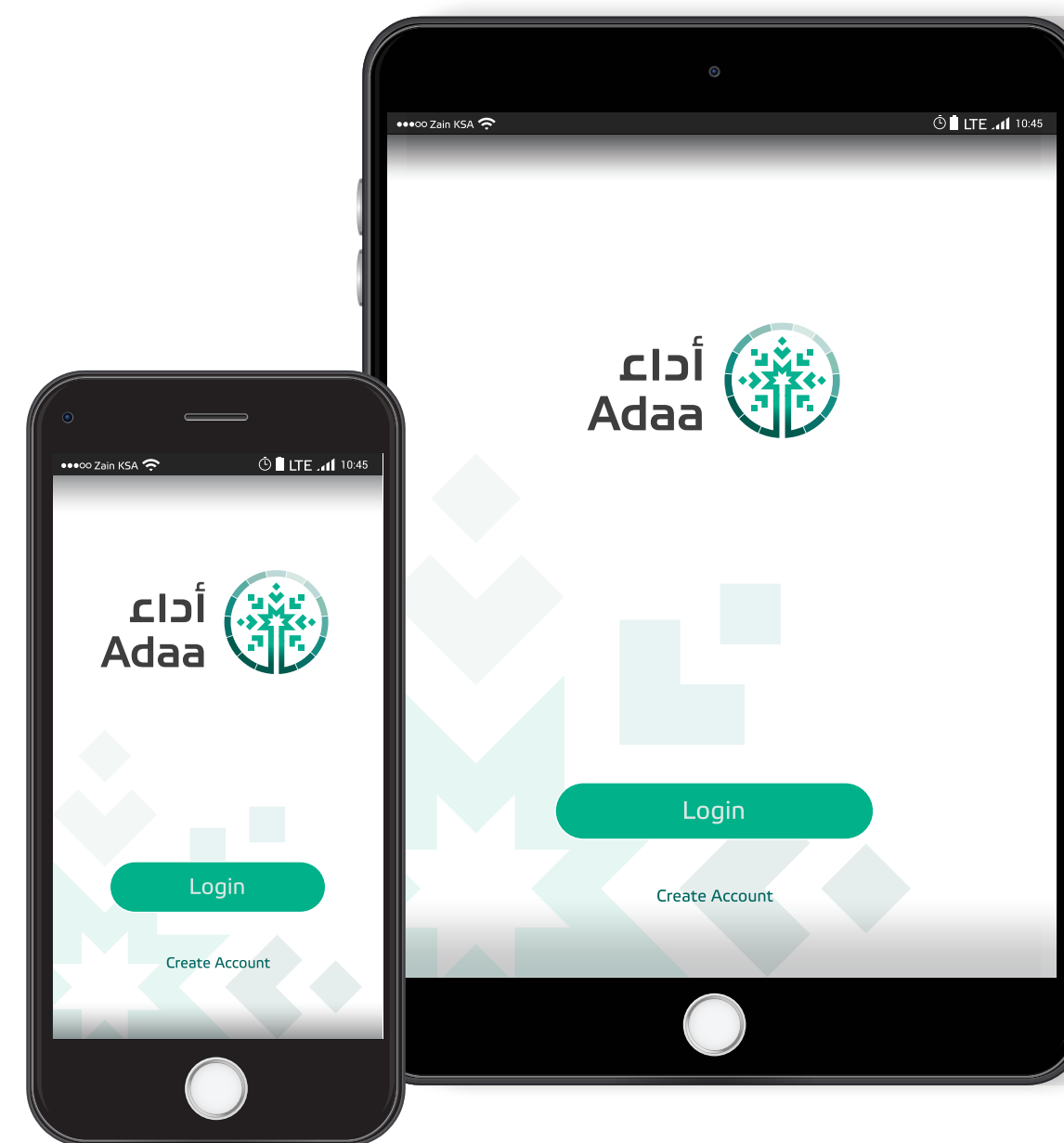
Sub Divider slide



Ending slide



DIGITAL MEDIA 6.05 MOBILE / TABLET APPLICATION





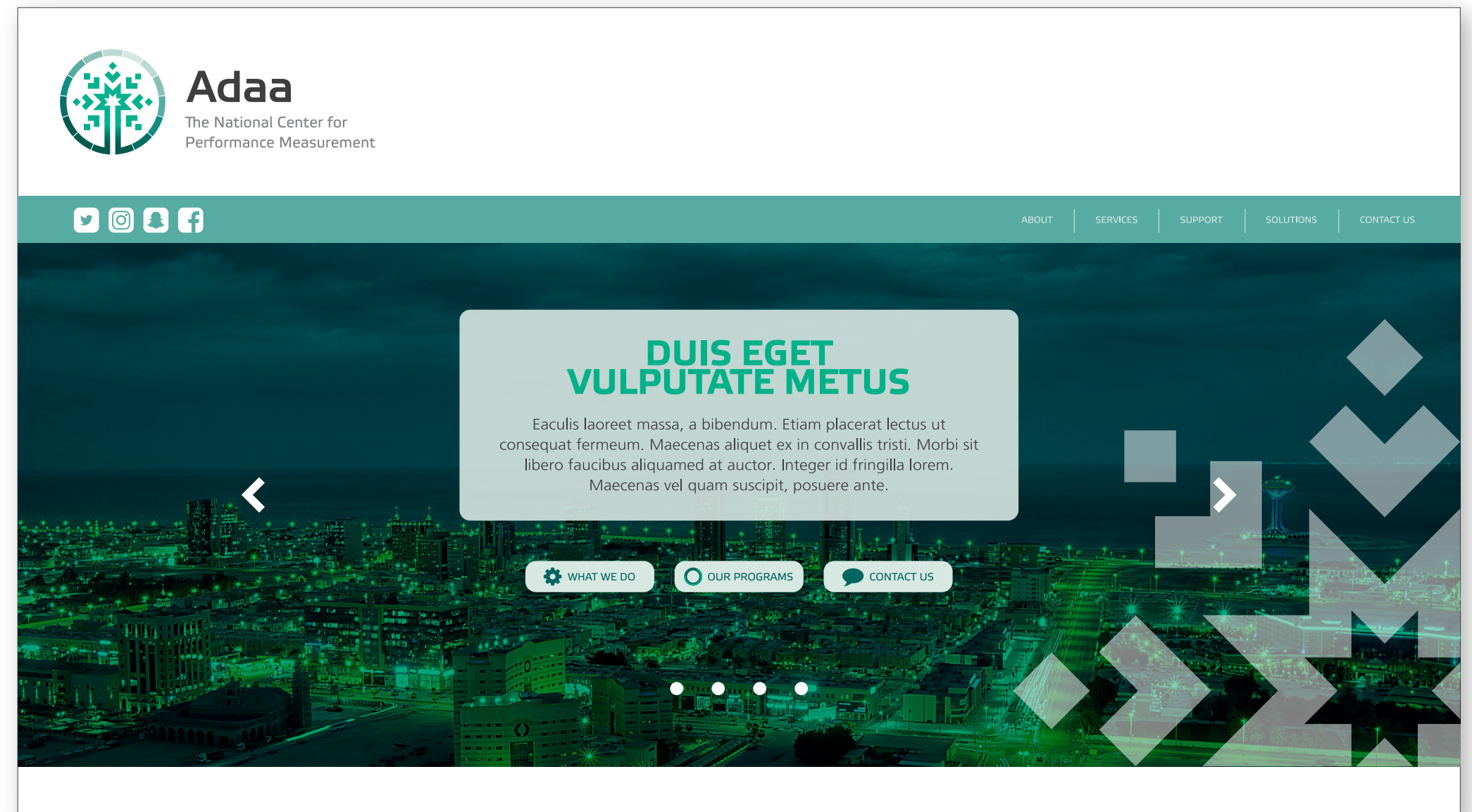
DIGITAL MEDIA

6.06 WEBSITE HOME PAGE

Website is one of primary means of establishing Adaa brand both in terms of functionality & building equity.

The website design is responsive so it can be accessed & properly utilized through a wide range of devices.

All assets are available in digital format from our PR and communication department. In addition to that, a media kit is supplied to various partners & companies whenever it is required.





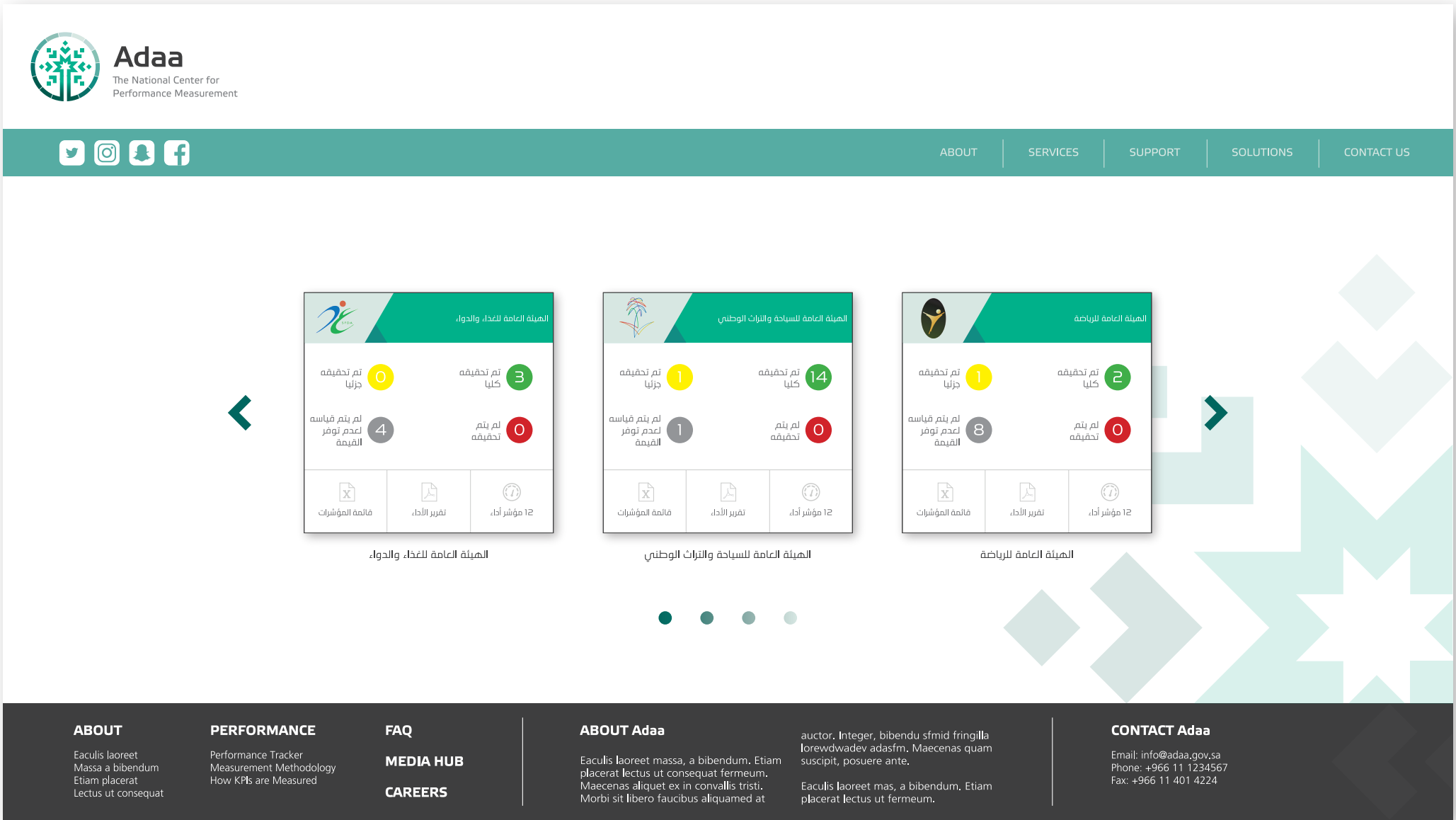
DIGITAL MEDIA

6.06 WEBSITE SUB-PAGE

Website is one of primary means of establishing Adaa brand both in terms of functionality & building equity.

The website design is responsive so it can be accessed & properly utilized through a wide range of devices.

All assets are available in digital format from our PR and communication department. In addition to that, a media kit is supplied to various partners & companies whenever it is required.



LIVERY



LIVERY 7.01 Cars



LIVERY 7.01 CARS

The landmark is printed in big on vinyl and placed on the doors, repeated on both sides in arabic and english for maximum legibility.



MISCELLANEOUS



MISCELLANEOUS

8.01 Branded Bags

8.02 Name Tags

8.03 Name Plate

8.04 Department Signboards

8.05 Cups / Mugs

8.06 Roll Up Banners

8.07 Pop Up Banners

8.08 Branded Material

8.09 Leaflets

MISCELLANEOUS

8.01 BRANDED BAGS

The landmark is printed in big on thick Carton paper bag and placed in the center of the bag horizontally and vertically, repeated on both sides in arabic or english.

The Graphic Device may be used as a large graphic element in the left bottom side of the bag, for more impact and attention.

The Website is also printed on the bottom right side part of the bag.

Bags can come in two colors:

- 1- Green bag with white logo, white website and tinted white Graphic Device, Opacity 10%
- 2- White bag with colored logo, 90% black website and tinted colored Graphic Device, Opacity 15%.





MISCELLANEOUS 8.02 NAME TAGS

Name Tags can come either in Portrait or Landscape style. It consists of the Name, Title and ID Number as shown on the right side.





MISCELLANEOUS 8.03 NAME PLATE

The Graphic Device is printed on metal bar/strip plate and positioned on the right bottom of the same plate. It comes 15% transparent if printed on white, or 10% transparent if printed on green background.

The name, debossed on the plate, is printed with white color if used on green background, and printed with 90% black if printed on white background.



MISCELLANEOUS

8.04 DEPARTMENT SIGNBOARDS

Signboards come in different material and shapes; be it metal, plastic or embossed 3D shapes.

The Graphic Device is printed on metal bars as well as on plastic. For both ways, the Graphic Device is printed CMYK 0 0 0 0 10% screen opacity.





MISCELLANEOUS

8.05 CUPS / MUGS

The landmark is printed in big and placed in the center of the Mug horizontally and vertically, repeated on both sides in arabic or english.

The Graphic Device may be used as a large graphic element for more impact and attention.

Mugs can come in two colors:
1- Green Mug with Light Green logo CMYK 25 5 15 0 and tinted white Graphic Device with 10% transparency.
2- White Mug with colored logo, and colored Graphic Device with 15% transparency.



MISCELLANEOUS

8.06 ROLL UP BANNERS

1. Roll Up Size:

Width: 85cm X Height: 200cm

2. Logo Size:

Width: 60cm

3. Headline:

CMYK 0 0 0 0 or
PANTONE 329 C when
used on white background
ITC Handel Gothic Arabic 230 pts
Etelka Text Pro 230 pts

4. Sub Headline:

CMYK 0 0 0 0 or
PANTONE 339 C when used on
white background
ITC Handel Gothic Arabic 175 pts
Etelka Light Pro 175 pts

5. Body Copy Arabic:

CMYK 0 0 0 0 or
CMYK 0 0 0 90 when used
on white background
Frutiger Lt Arabic Roman 85 pts
Frutiger Light 85 pts

6. Device:

CMYK 0 0 0 0, 10% Opacity
Colored Device, 15% Opacity

7. Website:

CMYK 0 0 0 0 or
CMYK 0 0 0 90 when used
on white background
Etelka Text Pro 87 pts

8. Background

CMYK 100 14 60 49 or
PANTONE 329 C
or CMYK 0 0 0 0



MISCELLANEOUS

8.06 ROLL UP BANNERS WITH PARTNERSHIP

1. Roll Up Size:

Width: 85cm X Height: 200cm

2. Logo Size:

Width: 60cm

3. Headline:

CMYK 0 0 0 0 or
PANTONE 329 C when
used on white background
ITC Handel Gothic Arabic 230 pts
Etelka Text Pro 230 pts

4. Sub Headline:

CMYK 0 0 0 0 or
PANTONE 339 C when used on
white background
ITC Handel Gothic Arabic 175 pts
Etelka Light Pro 175 pts

5. Body Copy Arabic:

CMYK 0 0 0 0 or
CMYK 0 0 0 90 when used
on white background
Frutiger Lt Arabic Roman 85 pts
Frutiger Light 85 pts

6. Device:

CMYK 0 0 0 0, 10% Opacity
Colored Device, 15% Opacity

7. Website:

CMYK 0 0 0 0 or
CMYK 0 0 0 90 when used
on white background
Etelka Text Pro 87 pts

8. Background

CMYK 100 14 60 49 or
PANTONE 329 C
or CMYK 0 0 0 0





MISCELLANEOUS

8.07 POP UP BANNERS

1. Roll Up Size:

Width: 300cm X Height: 200cm

2. Logo Size:

Width: 72cm

3. Headline:

CMYK 0 0 0 0 or
PANTONE 329 C when
used on white background
ITC Handel Gothic Arabic
Medium 465 pts
Etelka Text Pro 465 pts

4. Sub Headline:

CMYK 0 0 0 0 or
PANTONE 339 C when used on
white background
ITC Handel Gothic Arabic 360 pts
Etelka Light Pro 360 pts

5. Body Copy Arabic:

CMYK 0 0 0 0 or
CMYK 0 0 0 90 when used
on white background
Frutiger Lt Arabic Roman 170 pts
Frutiger Light 170 pts

6. Device:

CMYK 0 0 0 0, 10% Opacity
Colored Device, 15% Opacity

7. Website:

CMYK 0 0 0 0 or
CMYK 0 0 0 90 when used
on white background
Etelka Text Pro 120 pts

8. Background

CMYK 100 14 60 49 or
PANTONE 329 C
or CMYK 0 0 0 0



MISCELLANEOUS

8.07 POP UP BANNERS WITH PARTNERSHIP

1. Roll Up Size:

Width: 300cm X Height: 200cm

2. Logo Size:

Width: 72cm

3. Headline:

CMYK 0 0 0 0 or
PANTONE 329 C when
used on white background
ITC Handel Gothic Arabic
Medium 465 pts
Etelka Text Pro 465 pts

4. Sub Headline:

CMYK 0 0 0 0 or
PANTONE 339 C when used on
white background
ITC Handel Gothic Arabic 360 pts
Etelka Light Pro 360 pts

5. Body Copy Arabic:

CMYK 0 0 0 0 or
CMYK 0 0 0 90 when used
on white background
Frutiger Lt Arabic Roman 170 pts
Frutiger Light 170 pts

6. Device:

CMYK 0 0 0 0, 10% Opacity
Colored Device, 15% Opacity

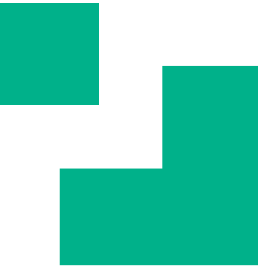
7. Website:

CMYK 0 0 0 0 or
CMYK 0 0 0 90 when used
on white background
Etelka Text Pro 120 pts

8. Background

CMYK 100 14 60 49 or
PANTONE 329 C
or CMYK 0 0 0 0





MISCELLANEOUS
8.08 BRANDED MATERIAL





MISCELLANEOUS

8.09 LEAFLET OPTION 1

1. Leaflet Size:
DL Width: 10cm X Height: 210cm

The example hereby demonstrates the flexibility of the layout and how it can be utilized in different ways.

Use this example as a guide for the look and feel in terms of white spaces, sizes and placement of all the elements

The Graphic Device may be used as a large graphic element and the strip as a baseline for the whole layout.





MISCELLANEOUS

8.09 LEAFLET OPTION 2

1. Leaflet Size:
DL Width: 10cm X Height: 210cm

The example hereby demonstrates the flexibility of the layout and how it can be utilized in different ways.

Use this example as a guide for the look and feel in terms of white spaces, sizes and placement of all the elements

The Graphic Device may be used as a large graphic element and the strip as a baseline for the whole layout.



THANK YOU

