

AL AHLY

LOGO GUIDELINES

الأهلي



WHAT IS A BRAND MANUAL

Brand guidelines should be flexible enough for designers to be creative, but rigid enough to keep your brand easily recognizable. Consistency is key, especially if you need the brand to extend across multiple media platforms.

Logo Guidelines

1.1 Lockup (Logo)



1.2 Signature Color

AI-AHLY RED



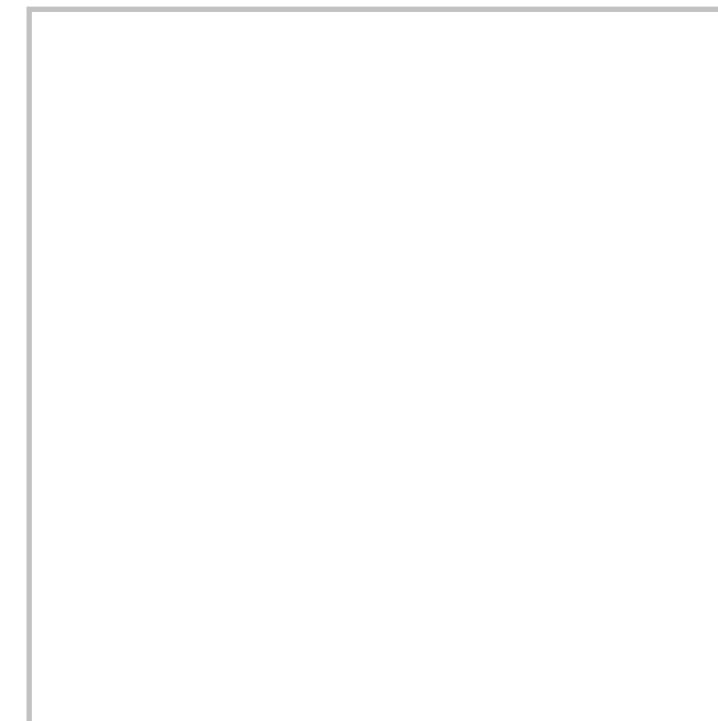
C: 10% R: 213
M: 100% G: 0
Y: 100% B: 26
K: 2%

LIGHT BLACK



C: 70% R: 39
M: 66% G: 37
Y: 64% B: 37
K: 70%

WHITE

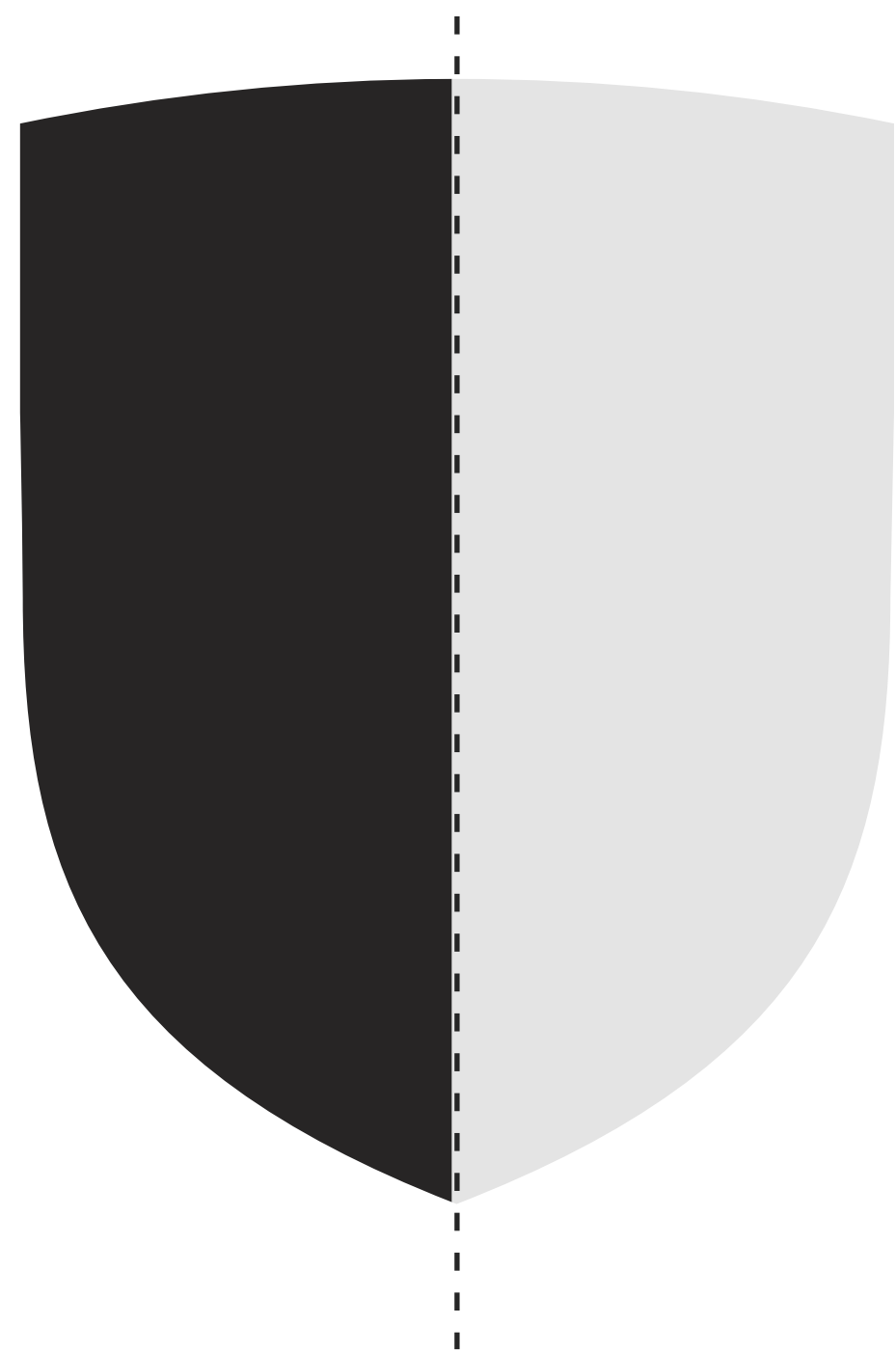


C: 0% R: 255
M: 0% G: 255
Y: 0% B: 255
K: 0%

GOLD



1.3 Sizes and Clear Spaces

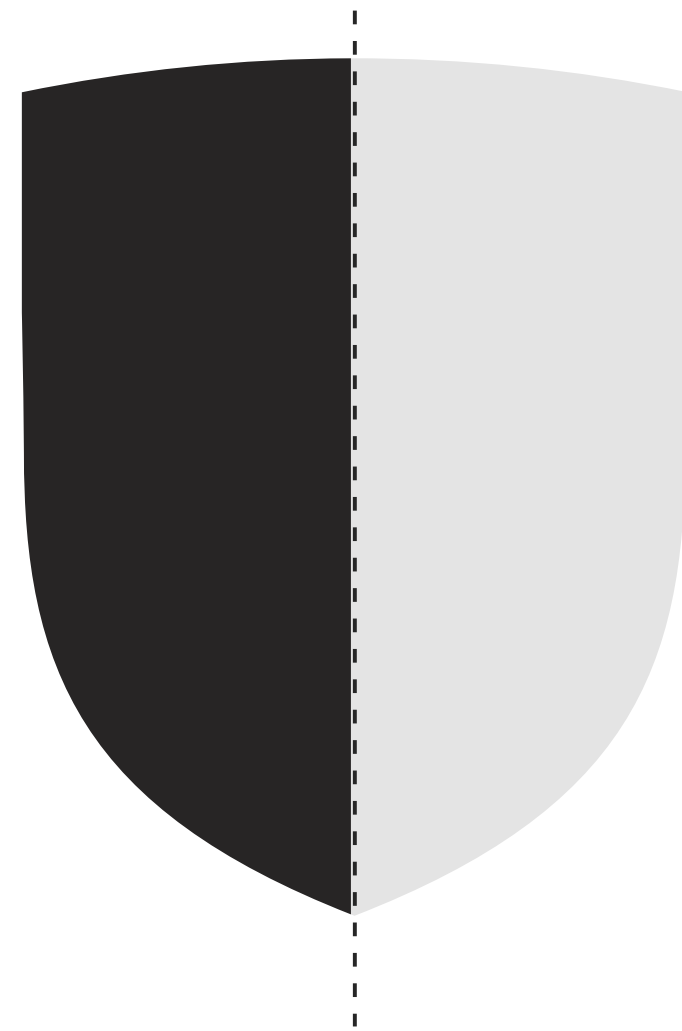


measuring a clear space
is with half the black emblem

1:1 Ratio

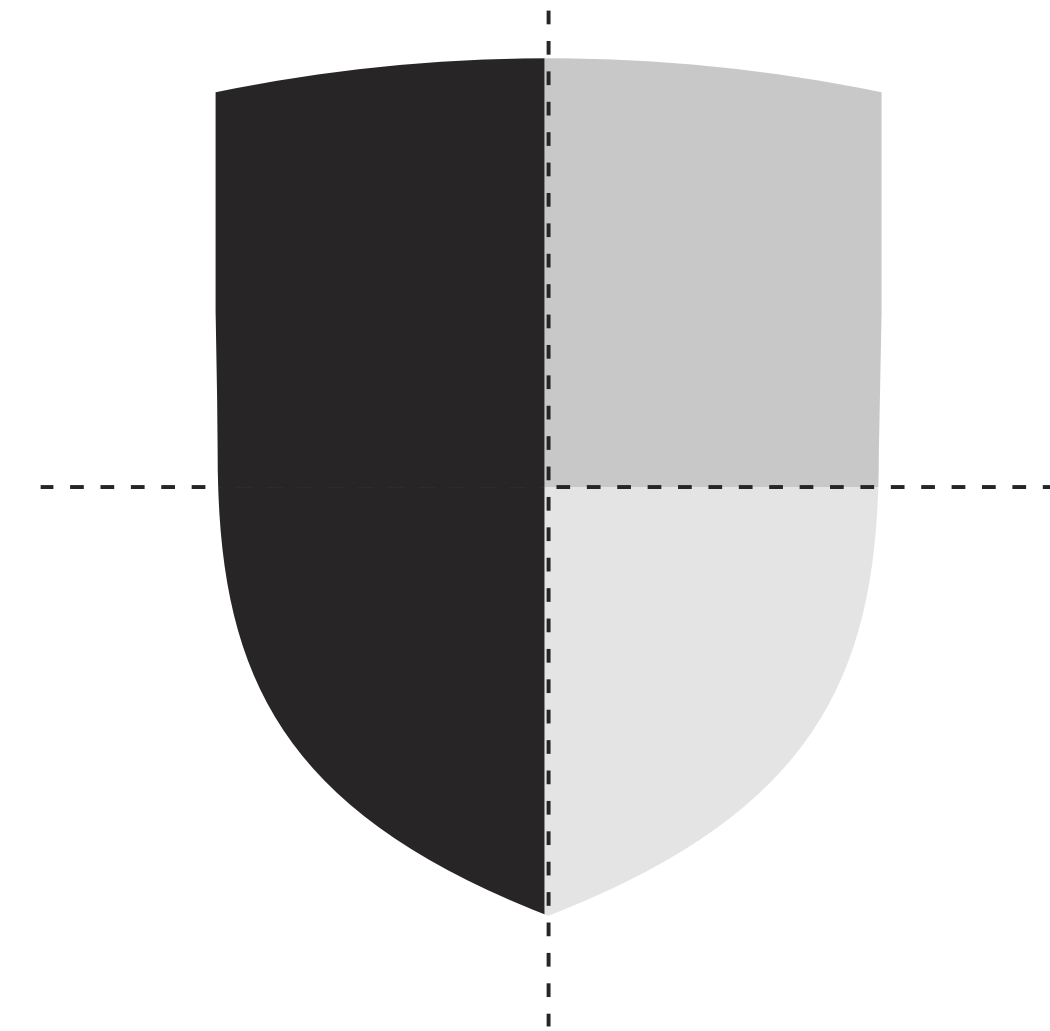


1.3 Sizes and Clear Spaces



measuring a clear space Right & left
is with half the black emblem

1:1 Ratio



measuring a clear space Up & down
is quarter the black emblem

1:1 Ratio

1.4 Using on different backgrounds (Red Background)



1.4 Using on different backgrounds (White&black)



1.4 Using on different backgrounds (Gold Monotone)



1.4 Using on different backgrounds (Dark red Monotone)



1.4 Using on different backgrounds (Monotone)



Black & White monotone logo to be used only on white background

1.4 Incorrect usage of elements



DO NOT Remove any of the stars in the logo



DO NOT Change any of outline color



DO NOT angle or shear the logo



DO NOT stretch or squeeze the logo



ONLY use the **APPROVED** primary colors



DO NOT exclude any of the graphic elements in the logo

1.4 Incorrect usage of elements



DO NOT Add any holding device or shape for logo



DO NOT Add any outline for the emblem or stars



DO NOT make any drop shadow on white background

1.5 Co-branding & Endorsement



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