aramex

THE RED BOOK

Welcome!
This book is a tool to help articulate the Aramex brand consistently and make it stand out, whether in New York, Cairo, or Hong Kong.

Main sections

BRANDING 04

SIGNAGE SYSTEM 110

RETAIL DESIGN SYSTEM 178

BRANDING

Introducing Aramex 06

THE ARAMEX STORY 09
MISSION 11
VISION 11
VALUES 12
SLOGAN 13

The look 15

LOGO & SLOGAN 16
COLORS 26
TYPOGRAPHY 30
ICONOGRAPHY 34
PHOTOGRAPHY LANGUAGE 36
TONE OF VOICE 49
STATIONARY 52
ADVERTISING 59
PACKAGING 65
EMAIL SIGNATURE 68
VEHICLES 69
UNIFORMS - COURIER 79
UNIFORMS - SERVICE CENTER 85

Logo cases 96

ARAMEX B2B SOLUTIONS 98
B2C SERVICES/SOLUTIONS 101
FULLY OWNED 102
JOINT VENTURE 103
STAND ALONE SERVICES 104
ESTABLISHED FRANCHISEES 105
NEW FRANCHISEES THAT ARE TRANSFORMING INTO AN ARAMEX 106
AUTHORIZED AGENT 107
RE SELLERS AND CLIENTS 108
SPONSORSHIPS 109

Introducing Aramex

THE ARAMEX STORY
MISSION
VISION
VALUES
SLOGAN

This section defines our brand—what we believe in, our personality, what we look like, and how we speak.

We are aramex

The Aramex story

Let us take you back to 1982, when two entrepreneurs, Fadi Ghandour and Bill Kingson, who lived across the globe from each other, had an idea, and a small transportation company was born.

One package at a time, one client at a time, the company grew, year after year, and in 1997 became the first Arab-based company listed on NASDAQ!

After five years of successful trading, Aramex decided to delist from NASDAQ and return to private ownership.

Passionate and innovative, the company developed its own information technology in 2003, and led an alliance network all over the world. Aramex started to look beyond moving packages and began to deliver logistics solutions.

In 2005, Aramex went public on the Dubai Financial Market and embarked on a plan to expand globally.

The company, now a major player in the industry, favored investing in people, creativity, and innovative solutions, rather than in brick and mortar, ships, and airplanes. This mindset, that was free from the logic of heavy assets, empowered Aramex to come up with smart and comprehensive solutions for almost any logistics challenge.

With that, package by package, Aramex climbed up the ladder to become one of the leaders in the logistics industry.

As Aramex grew larger, it realized that in this new world of globalization, a consistent face and personality were necessary to keep it unique. It understood that its identity was one of its key assets. After all, the Aramex brand represents a promise of quality and innovation.

You are a part of the Aramex identity.

Therefore, by delivering on those promises, you build the trust in Aramex and its smart and passionate personality.

Aramex is:

people-powered

local

flexible

passionate

socially responsible

solutions provider

comprehensive

innovative

approachable

adaptable

entrepreneurial

smart

Mission

Passionate people transforming the world of logistics, delivering innovative solutions.

Vision

An innovative, seamless and flexible logistics experience - connecting the globe.

Values

VALUE	EXCELLENCE	ENTREPRENEURSHIP & INNOVATION	PASSION	INTEGRITY	OUR PEOPLE	CUSTOMER-CENTRICITY	CORPORATE ACTIVISM
MINDSET	Efficiency & drive for quality	Change, creativity & curiosity	Emotional connection & commitment	Strong moral compass	Empathy, empowerment & development	Alignment, partnership & solutions	Responsibility & sustainability
OBSERVABLE BEHAVIOURS	Just do it! And learn while you're at it	Think and breathe digital	Include everyone & value diversity	Act honorably and truthfully	Enjoy being challenged & challenge others	Deliver the best service you possibly can	Do the right thing by our communities, societies & the environment
	Strive for clarity & stay focused—simplify, don't complicate	Have the courage to change—think & act big	Maintain a co-creation mindset. We believe that we're stronger together	Do what you said you would do	Nurture the people around you; a healthy workplace leads to a healthy work/life balance	Focus on growth	Aim to have a positive impact with every interaction
	Evolve & scale to continuously transform	Take calculated risks	Keep in mind that each of us has something to contribute to the whole	Be a role model of transparency and dependability	Approach conflicts with objectivity rather than subjectivity	Find the opportunity underlying every challenge	Take ownership & accountability for positive change
	Know what NOT to do	Embrace the future	Facilitate the open sharing of knowledge & information	Never bail, keep your grit & determination	Stay optimistic; it drives motivation	Strive to create and maintain long-term relationships	Believe in yourself & persevere. More can always be achieved
	Deliver quality work, strive for better every time	Demonstrate uniqueness	Take flexibility & adaptability as a given	Keep your ego in check	Foster fairness & respect yourself and others—no blame, no judgement	Listen to understand your customers & improve their experience	Respect universal human and labor rights
	Keep an eye on the prize at all times	Approach challenges with curiosity	Encourage individual and team ambition	Have positive intentions toward others and for the business	Promote leadership that builds trust and develops people	Deliver well-designed solutions...and beyond	Explore & support sustainable ways to work & live better

Slogan

Our slogan captures the essence of our mindset and what drives us as a group of people.

We deliver everything from a single package to comprehensive logistics solutions. We deliver on our promises, not only to our customers but also to our communities and the environment and we do it all passionately.

delivery unlimited

We believe that consistency in how we look, talk, and interact with our customers and communities will strengthen our global presence in today's markets. Our goal is to faithfully reflect our values by delivering the same unique experience every time, everywhere, and in everything we do.

This is the Aramex brand.

We encourage you to resort to this manual often, whenever you are dealing with an Aramex product, service, or item.

The look

LOGO & SLOGAN
COLORS
TYPOGRAPHY
ICONOGRAPHY
PHOTOGRAPHY LANGUAGE
TONE OF VOICE
STATIONERY
ADVERTISING
PACKAGING
EMAIL SIGNATURE
VEHICLES
UNIFORMS - COURIER
UNIFORMS - SERVICE CENTER

Logo & slogan

Just as a bank would consider a different signature for one of its clients as unauthentic, our logo must look exactly the same no matter where it is placed.

Think of the Aramex logo as a drawing rather than a word. It is a visual summary of our beliefs, practices, and personality; it is our signature.

English logo

The Aramex logotype is composed of custom letter forms. It is our corporate signature, so it is the only English version of our logo that you should use.

aramex

Arabic logo

The Arabic version of the logo is adapted from its English counterpart.

This is the only version of the Arabic logo that you should use.

ارامكس

Color

Pantone 485
Process: C:0 M:100 Y:90 K:0
Hex value: # dc291e

Clear Space

Always leave some clear space around the logo to ensure its visual impact. The minimum amount of clear space you should leave around the logo is equal the x-height of the logo's letterforms.

Logo minimum size

To maintain the legibility of our logo, make sure that it is never less than 2 cm wide in English and 1.6 cm in Arabic.

Arabic and English logo relationship

In some cases, you will want to use both English and non-English versions of the Aramex logo. Always make sure that the width of the vertical strokes of the letters in each language is the same.

Examples of Logos in other languages

In countries where English is not widely used or accepted, you are permitted to create a local version of the Aramex logo using the local language. The design of the logo must be locally developed and shared with GSO marketing department before publishing. Remember that the English logo must always be present alongside any non-English Aramex logo.

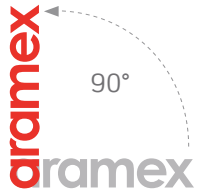
If necessary, such usage is acceptable

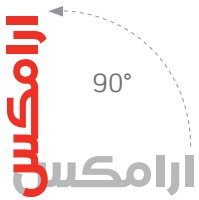
Use the logo in red where possible. On a white or light colored background, the logo must be red, and without any containing shapes.

You can use a white logo if you are placing it on a red or dark colored background.

Only use the black version of the logo when necessary, such as for fax usage.

If you are placing the logo vertically, rotate it 90 degrees counter clockwise, so it reads from the bottom up in English and from top to bottom in Arabic.

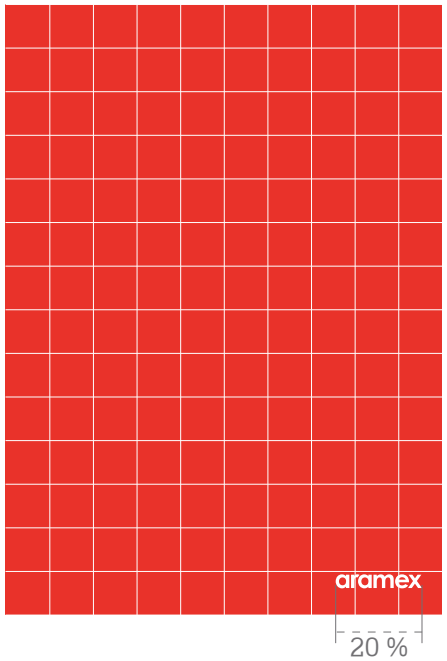




Logo placement

Logo placement depends on your design, so look into what works best for your particular design.

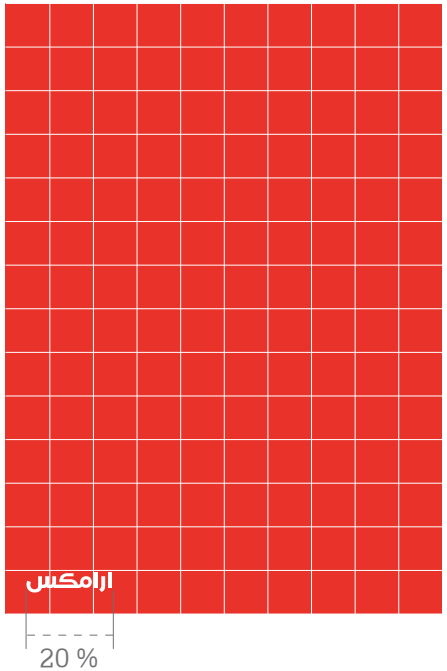
But keep in mind that we prefer to place the English logo in the lower right-hand corner of a touchpoint, and the Arabic logo in the lower left-hand corner.



Recommended logo size

Always strive to create a balance between the logo and its environment. The logo should be large enough to be viewed properly, but it should not be too large as to overpower the graphic or the branded layout.

Ideally, the width of the logo should take up 15% to 20% of the total width of the item.



Such usage is never acceptable

Never use colors for the logo other than the Aramex red, white, or (when necessary) black—not even shades of these colors.

On a white background, always use a red logo.

Never encase the logo in a box, rectangle, or any shape—regardless of the background.

Always establish enough contrast between the logo and its background. The logo must always be visible, clear, and impactful on all items it appears on.

Such usage is never acceptable

Never imitate the logo by using a font, even if it looks close in shape to the logo—no font matches the logo exactly.

Never skew or stretch the logo, and never change its proportions in any way.

Do not slant or rotate the logo diagonally. The only permissible rotation is in a 90 degrees angle when necessary.

Never add any effects to the logo.

Never change the kerning (spaces between the letterforms) of the logo.

Slogan

The Aramex slogan is “delivery unlimited”.

Always set the slogan in Aramex’s corporate font, Scene Alt Regular.

delivery unlimited

When you place the logo and slogan together, always place the slogan beneath the logo, and align it to the direction of the logo’s language (e.g. align left for English, align right for Arabic).

aramex
delivery unlimited

When you place the slogan and logo together, the logo should be no smaller than 3 cm in width. This sets the slogan at a font size of 6.6 pt, which is the minumum legible size acceptable for the slogan.

The slogan may be separated from the logo. In such cases, be careful to place the slogan at a distance from the logo, preferably not on the same page or layout.

Such usage is never acceptable

Do not add any effects to the slogan. It should be in black at all times, unless the background is red or dark. In such a case, use white for the slogan to increase its legibility.

Always use the Aramex corporate font, Scene Alt Regular, for the slogan.

Do not alter the relationship between the logo and slogan; not the size, and not the alignmet.

If you are combining the slogan with the logo, do not move it from its position beneath the logo.

Colors

Color adds value to the brand in many ways. It helps people recognize the Aramex brand and differentiates it from the competition. For these reasons, we want to own the Aramex red as much as we can.

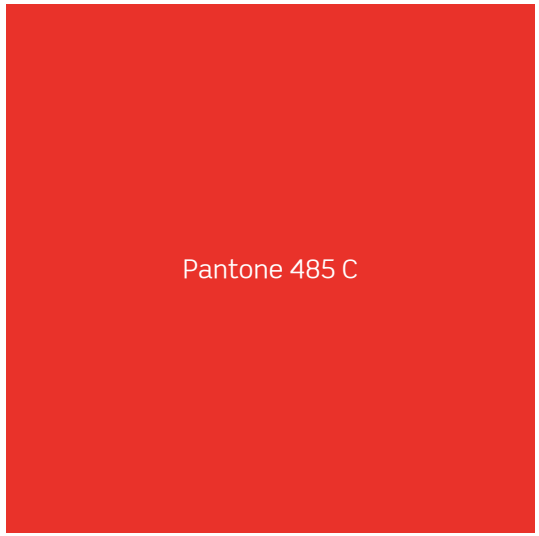
All communications should use the Aramex red consistently as much as possible.

Primary colors

Always use the colors oulined in this book to maintain consistency throughout the application of the brand.

The Aramex red is the only shade of red you can use for any Aramex application.

Pantone 485 C
Process: C:0 M:100 Y:90 K:0
Hex Value: # dc291e
RGB: 238, 50, 36



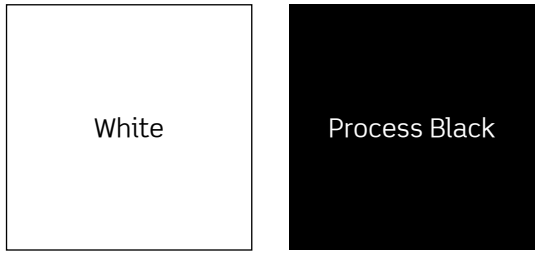
Secondary colors

We use our secondary colors in conjunction with the Aramex red. White and Process Black are the main secondary colors, while you can use gray only in specific cases.

Process Black
Process: C:0 M:0 Y 0 K:100
Hex Value: # 1d1d1b

White
Process: C:0 M:0 Y: 0 K:0
Hex Value: # ffffff

Gray
Tints of Process Black
Process: C:0 M:0 Y:0 K:(20 to 70)



Supporting colors

Our supporting color palette injects more life into the brand, especially with designs that target individual customers and the B2C segment.

Pantone 361 C
Process: C:75 M:0 Y:100 K:0
Hex Value: # 39b54a

Green represents our commitment to sustainability and the environment. It also represents growth and our ground operations.

Pantone 299 C
Process: C:100 M:0 Y:0 K:10
Hex Value: # 009fda

Blue is the color of the sky and the sea, it represents our express and freight services. It is also associated with our creativity in providing logistics solutions.

Pantone 130 C
Process: C:4 M:40 Y:100 K:0
Hex Value: # f0a31f

Yellow represents youth, fun, happiness, and sunshine. These are all positive associations with the sentimental value behind our services.

RAL colors

Please refer to the colors here in cases where you need to use RAL colors.

RAL 2002 Vermilion

RAL 8022

RAL 9016

RAL 9022

RAL 9006

RAL 7047

RAL 6038

RAL 5024

RAL 1003

Typography

Our typography is an essential part of our brand identity. When we use our typefaces with the correct colors and weights, we ensure that our typography is consistent and legible across all our communication channels.

With the right typographic touches, people will recognize every word we write as belonging to Aramex, even before they see the logo.

English typeface

Scene Alt is the official Aramex typeface. Use it for all body copy and headlines on all corporate and marketing material affiliated with Aramex.

Flexible solutions

Scene Alt Bold

Delivering packages

Scene Alt Regular

Friendliness

Scene Alt Italic

Global outlook

Scene Alt Medium

Alternative typeface

We use Trebuchet MS for official correspondence and across HTML digital copy and on microsoft office (Word, powerpoint...etc) programs.

Passionate people

Trebuchet Bold

Smart on the inside

Trebuchet Regular

Finding solutions

Trebuchet Italic

Arabic typeface

Hacen Tunisia is the official Arabic typeface of the Aramex brand. Use it for all body copy and headlines on all corporate and marketing material affiliated with Aramex.

روح من الريادة

Hacen Tunisia Bold

الحلول المبتكرة

Hacen Tunisia Regular

التوجه الإيجابي

Hacen Tunisia Lt

Alternative typeface

Use Tahoma for official Arabic correspondence and across HTML digital copy and on microsoft office (Word, powerpoint...etc) programs.

شبكة عالمية

Tahoma Bold

حلول إبداعية

Tahoma Regular

Arabic body text typeface

Use Hacen Liner for substantial amounts of body text with relatively small font sizes. This applies to all corporate and marketing material affiliated with Aramex such as annual reports and brochures.

The Hacen Liner font family contains 6 weights which may be used for typographic emphasis within the copy.

Note: All Aramex fonts may be downloaded from the marketing Share point page.

قامت ارامكس بتطوير أنواعا مختلفة من الحلول التكنولوجية التي صممت خصيصاً لتلبية حاجات الزبائن المختلفة وتقوم بتدريب موظفيهم لاستخدام هذه التقنيات.

Hacen Liner Print - out Light, 11pt

تشجع ارامكس الإبداع والريادة من خلال استحداث بيئة محفّزة للعمل يتم فيها تشجيع الأفكار المنبثقة من أيّ فرد في المؤسسة.

Hacen Liner Print - out, 11pt

عن طريق شبكة متكاملة ومتطورة لتكنولوجيا المعلومات والاتصالات تقوم ارامكس بربط مراكز عملياتها عالميا وبامداد موظفيها وزبائنها في سائر أنحاء العالم بجميع المعلومات اللازمة.

Hacen Liner Screen, 11pt

تشجع ارامكس الإبداع والريادة من خلال استحداث بيئة محفّزة للعمل يتم فيها تشجيع الأفكار المنبثقة من أيّ فرد في المؤسسة.

Hacen Liner Screen Bd, 11pt

قامت ارامكس بتطوير أنواعا مختلفة من الحلول التكنولوجية التي صممت خصيصاً لتلبية حاجات الزبائن المختلفة وتقوم بتدريب موظفيهم لاستخدام هذه التقنيات.

Hacen Liner XL, 11pt

عن طريق شبكة متكاملة ومتطورة لتكنولوجيا المعلومات والاتصالات تقوم ارامكس بربط مراكز عملياتها عالميا وبامداد موظفيها وزبائنها في سائر أنحاء العالم بجميع المعلومات.

Hacen Liner XXL, 11pt

Iconography

Icons are visual queues that help users to interact with our devices, draw attention to features, and guide a user through an interface, without relying on written language. Due to the growing occurance of displays and the global reach of products, universal icons are critical to a positive and consistent user experience. The three main categories of Aramex icons are general icons, app icons, and Mobility DNA software ecosystem icons.

Using Aramex icons properly helps create a unified family appearance and elevates the user experience.

Main icons

International Express

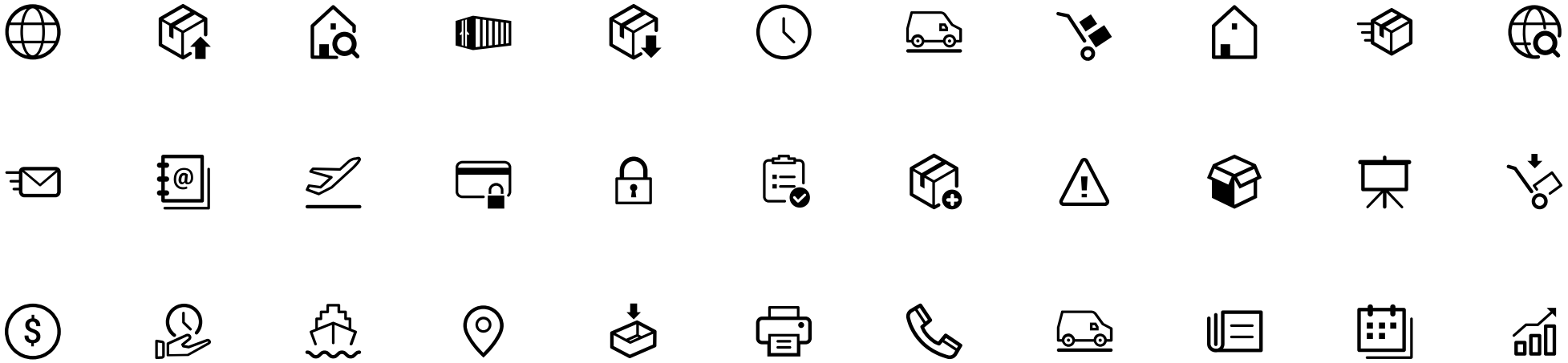
Domestic Express

Freight

Logistics

E-Commerce

Secondary icons



** Use the font amx-icon-font.ttf to generate icons other than those listed here.*

Photography language

Our photography plays a key role in our communication. It captures how Aramex positively impacts people's lives in ways that words alone cannot.

People in our photos help define the subject matter of our images. So, make sure your message and photography complement one another to tell a complete story.

Finding the humanity in our stories helps us connect to our audience in a powerful way.

Aramex centric images

The images we use to show the Aramex brand always show our people in action.

Images must appear natural, positive, and unstaged.

Keep in mind to properly brand any items that appear in such images—like packages, vans, and uniforms.

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aramex
delivery unlimited
Welcome! How can we help you?

Advertising photography

For advertising, we use imagery that conveys emotion and lifestyle. Think of our photography as always telling a story of how Aramex makes people's lives better.

For B2C services, we are more flexible in introducing children that give our imagery even more heart.

Where possible use local talents to reflect local ethnicity.

AIR
SEA
LAND

INFORMATION
TEAM

aramex
aramex
aramex
aramex

Tone of voice

A strong verbal identity allows us to convey our values and personality through the language we use. When our language is consistent across all channels of communication, it gives our customers other means of recognizing the Aramex brand as well as being reassured of their expectations.

Our verbal identity is not only about external communication; it is also about the writing we use daily, such as in emails, memos, briefs, and reports.

We urge you to speak, write, and behave in line with what we want our customers to expect—whether you are communicating internally or externally.

When writing

Use industry terminology sparingly, and only when you know that your audience is familiar with the terms.

Avoid linguistic clichés.

Avoid very long and complicated sentences.

Use standard English, regardless of who your audience is.

Check your spelling and use a spell checker if necessary.

Avoid using rigid and extremely formal expressions.

Hello,

When speaking

Smile when you are speaking with a customer, even if it is over the phone. The smile will give your voice a friendly tone.

Introduce yourself with your first name and address customers by their names.

Never assume that you know it all. Carefully listen to what the customer has to say, and try to assist them to the best of your ability.

Do not blame other units or the company for any problems that might arise. Instead, apologize on behalf of Aramex and direct the complaint to the responsible person or department.

Attitude

“Delivery” means that we deliver packages, parcels, and shipments everywhere around the globe.

It also means that we passionately deliver value and solutions.

Every one of us is dedicated to what he or she does. We know that every package we deliver is important.

To us, “delivery unlimited” means that we, as a company, come up with ideas that suit people’s needs whatever they are.

Our attitude says “Yes, I can.”

Stationery

The Aramex identity is instantly asserted when an Aramex business card is handed to a potential customer, or when a customer receives a letter from us.

Please use the provided business cards, letterheads and envelopes whenever sending or communicating on behalf of Aramex.

Business cards

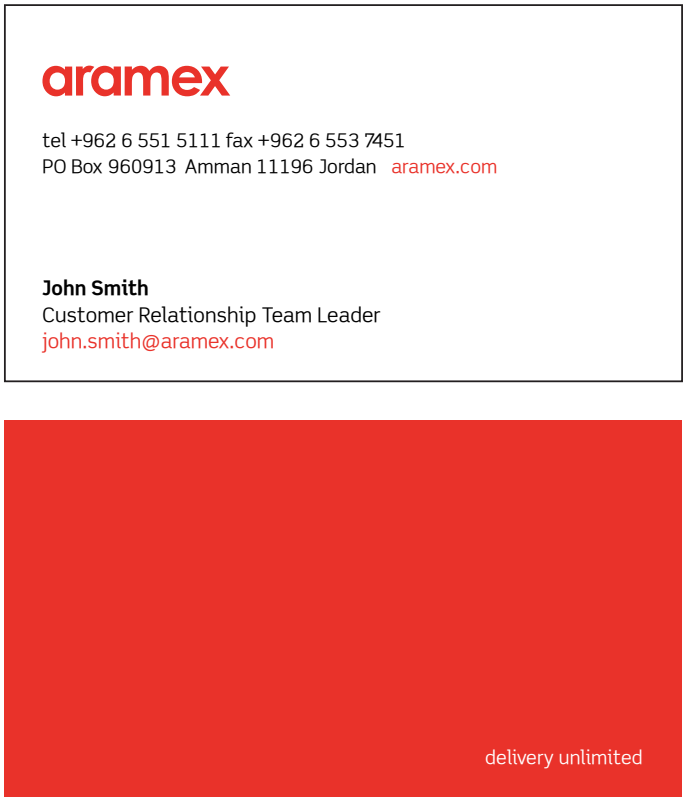
On the front side of the business card, make sure you include the telephone, mobile, and fax numbers on the first line just under the logo.

Place the physical and the web addresses on the second line.

Place the cardholder's name, title, and email in the lower left-hand corner of the card and align everything to the left.

The back of the card is a solid red with "delivery unlimited" placed in the lower right-hand corner.

Card size: 9 x 5 cm



Bilingual business cards

English name font:
Scene Alt Bold. Size: 7.5 pt

English title, email and slogan font:
Scene Alt Regular. Size: 7.5 pt

Address font:
Scene Alt Regular. Size: 7 pt

Arabic name font:
Hacen Tunisia Bold. Size: 8 pt

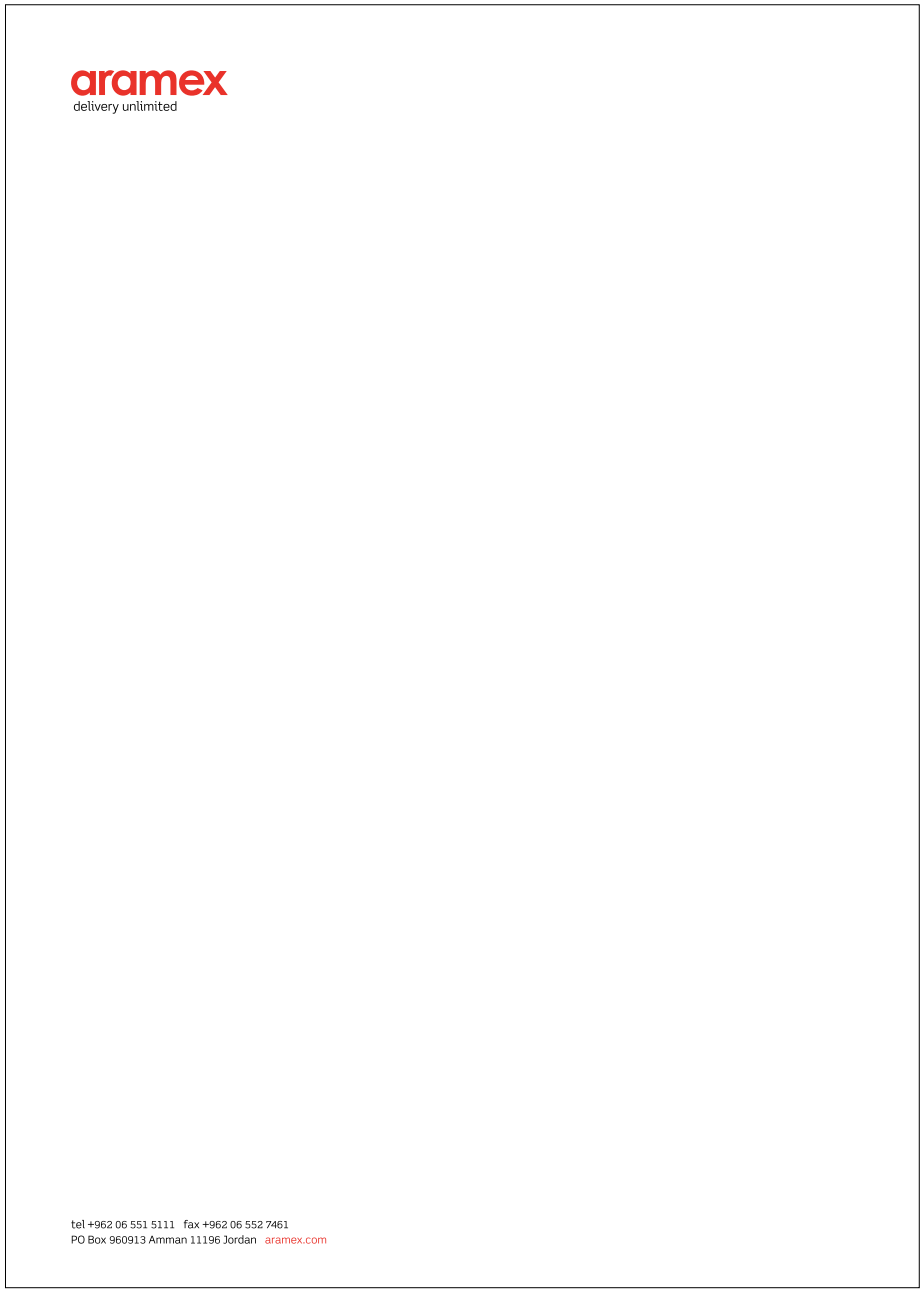
Arabic title font:
Hacen Tunisia Lt. Size: 8 pt

Arabic address font:
Hacen Tunisia Lt. Size: 7 pt

Letterhead

For the letterhead, place the logo in the upper left-hand corner and the contact information in the lower left-hand corner.

Address font:
Scene Alt Regular. Size: 7 pt



Bilingual letterhead

For the bilingual letterhead, place the English logo in the upper left-hand corner and the non-English logo in the upper right-hand corner.

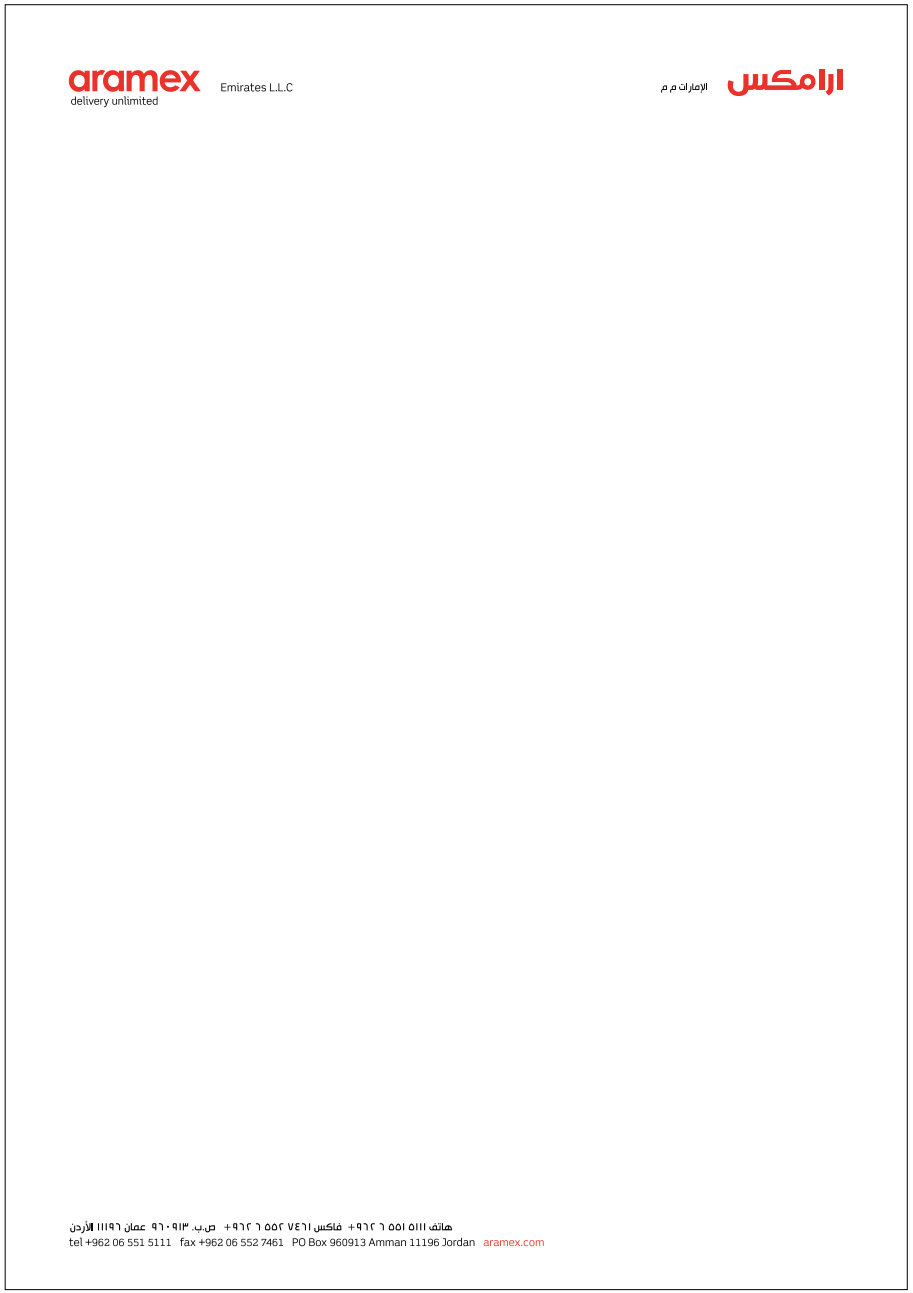
Place contact information in both languages in the lower left-hand corner.

Arabic address font:
Hacen Tunisia Lt. Size: 9 pt

English address font:
Scene Alt Regular. Size: 7.5 pt

Arabic legal name:
Hacen Tunisia Lt. Size: 9 pt

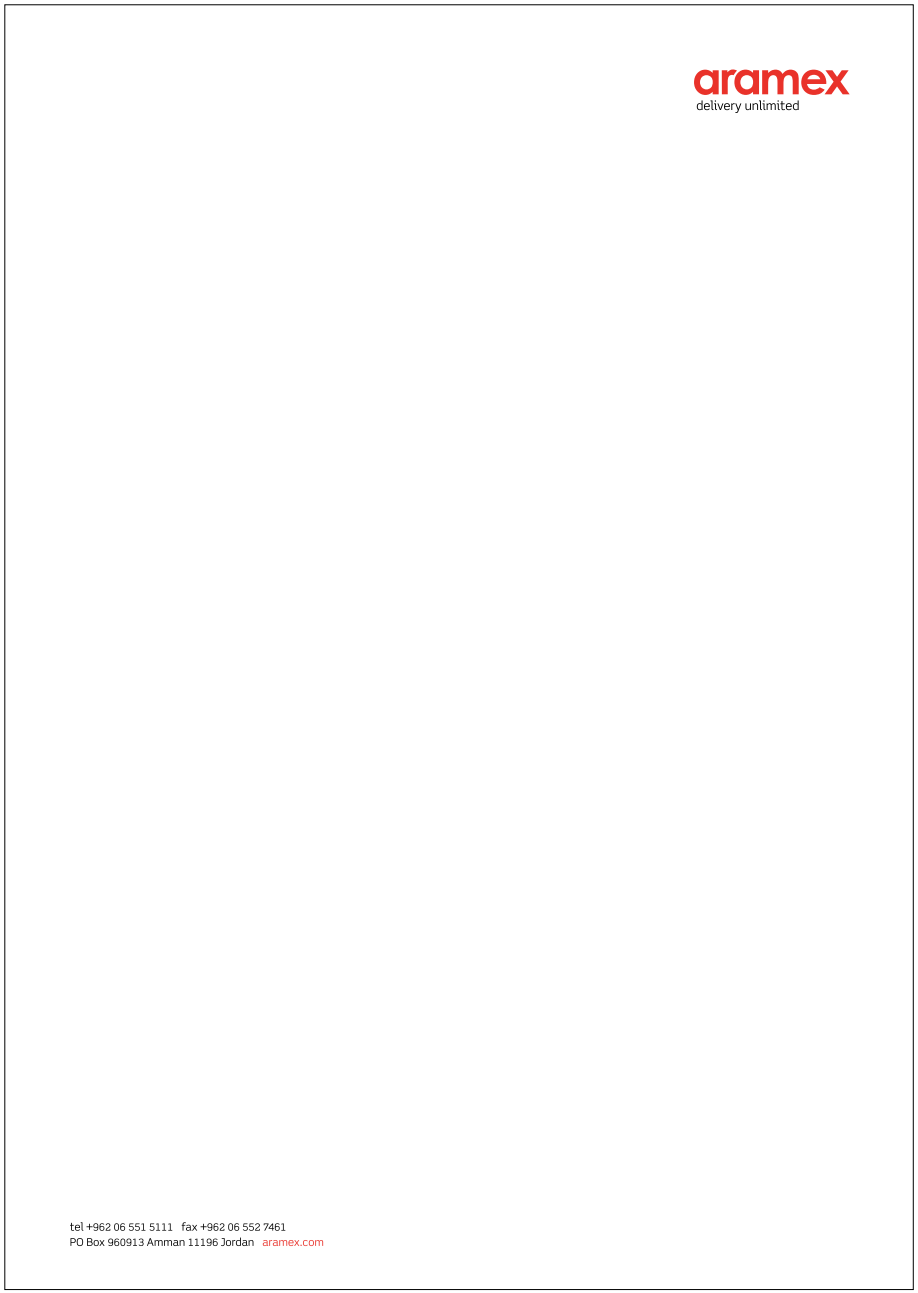
English legal name:
Scene Alt Regular. Size: 7.5 pt



Invoice letterhead

Place the logo in the upper right-hand corner and the contact information in the lower left-hand corner.

Address font:
Scene Alt Regular. Size: 7.5pt



Envelopes

Place the logo in the upper left-hand corner and the contact information in the lower left-hand corner.

22 x 11 envelope:
Address font:
Scene Alt Regular. Size: 7 pt

A5 envelope:
Address font:
Scene Alt Regular. Size: 7 pt

A4 envelope:
Address font:
Scene Alt Regular. Size: 8 pt

A3 envelope:
Address font:
Scene Alt Regular. Size: 9 pt

Advertising

Our operations are global, but our advertising is always consistent and localized. So, we usually portray people from different ethnic groups, relevant to our audiences. For example, when we advertise in the Gulf, we portray people from the Gulf in a Gulf context.

Please follow the layout standards in this section to ensure that Aramex communicates consistently no matter in which country. Generally, for any particular advertising touch-point, the hierarchy is:

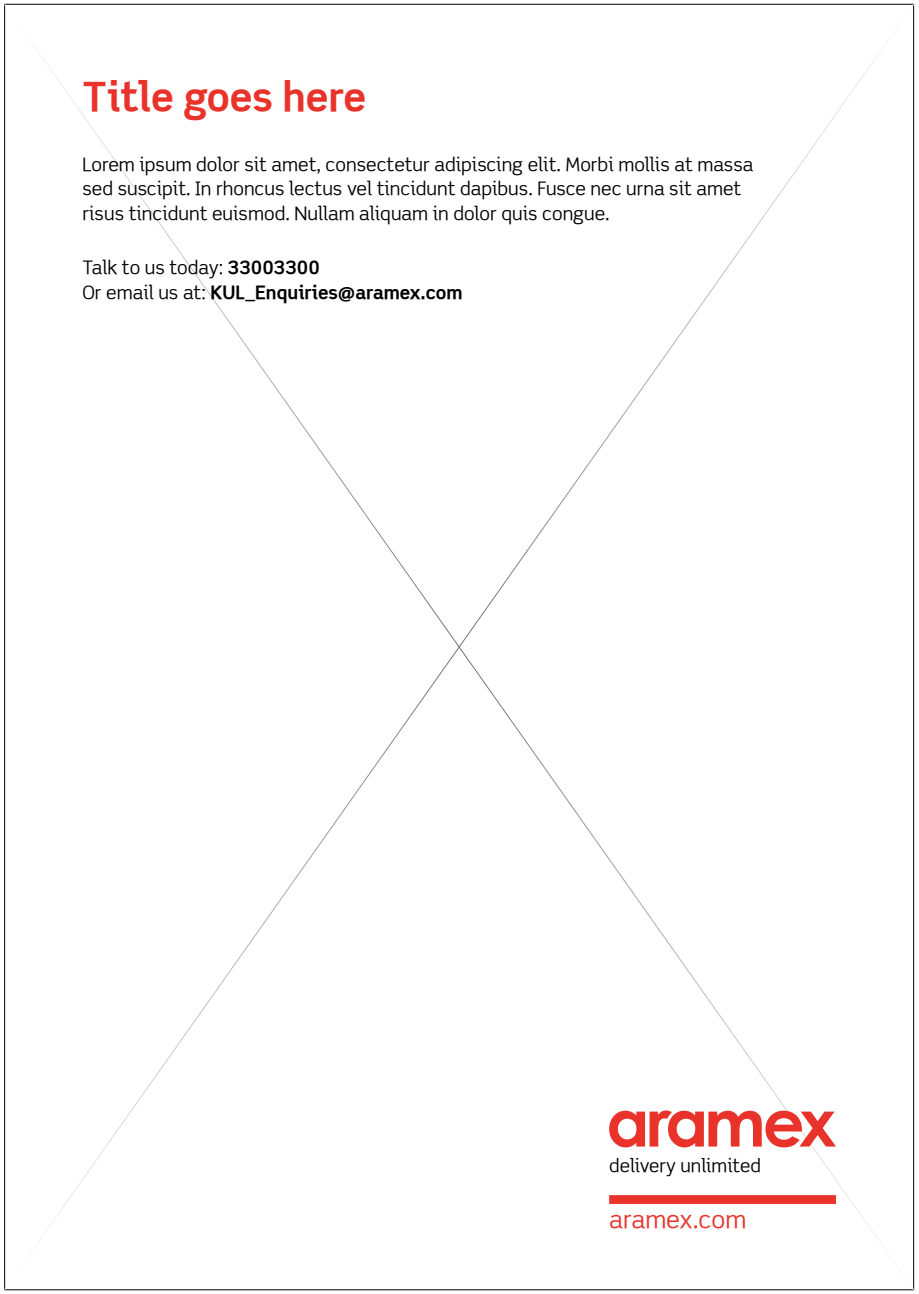
a. Headline goes on the top

b. Body copy goes under the headline and is clearly associated with the headline

c. The Aramex logo is placed in the bottom right corner

d. A full bleed image as the backdrop

**** In the following pages we show some examples of different service ads for Aramex.***



Logo with slogan and url

When the slogan and url are placed with the logo, the logo should not be used at a size smaller than 3 cm in width.

Because the global market never sleeps
We are approaching e-commerce with eyes wide open. We work round-the-clock to serve e-businesses of all sizes. We'll integrate your system with ours and take care of everything from customized solutions for the checkout, order fulfilment, customs clearance, international shipping, and last mile delivery to returns management. And with value-added services such as payment on delivery, shipping and rate calculation APIs you'll discover e-commerce solutions tailored to your needs. Day and night.
Talk to us today: 03-77878787
Or email us at: KUL_Enquiries@aramex.com
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Perfecting the fine art of global freight since 1982
Whether by sea, air or land, Aramex Freight provides the facilities and expertise for seamless and streamlined operations. And with the latest technology on board, we have freight services down to an art form.
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Discover new ways to take your business further
With our limitless desire for finding innovative ideas, global network, customer focus and technology; we constantly strive to move your business forward. From international and domestic deliveries, freight forwarding, logistics and warehousing to records management, e-commerce solutions and online shopping and shipping solutions, there's always Aramex!
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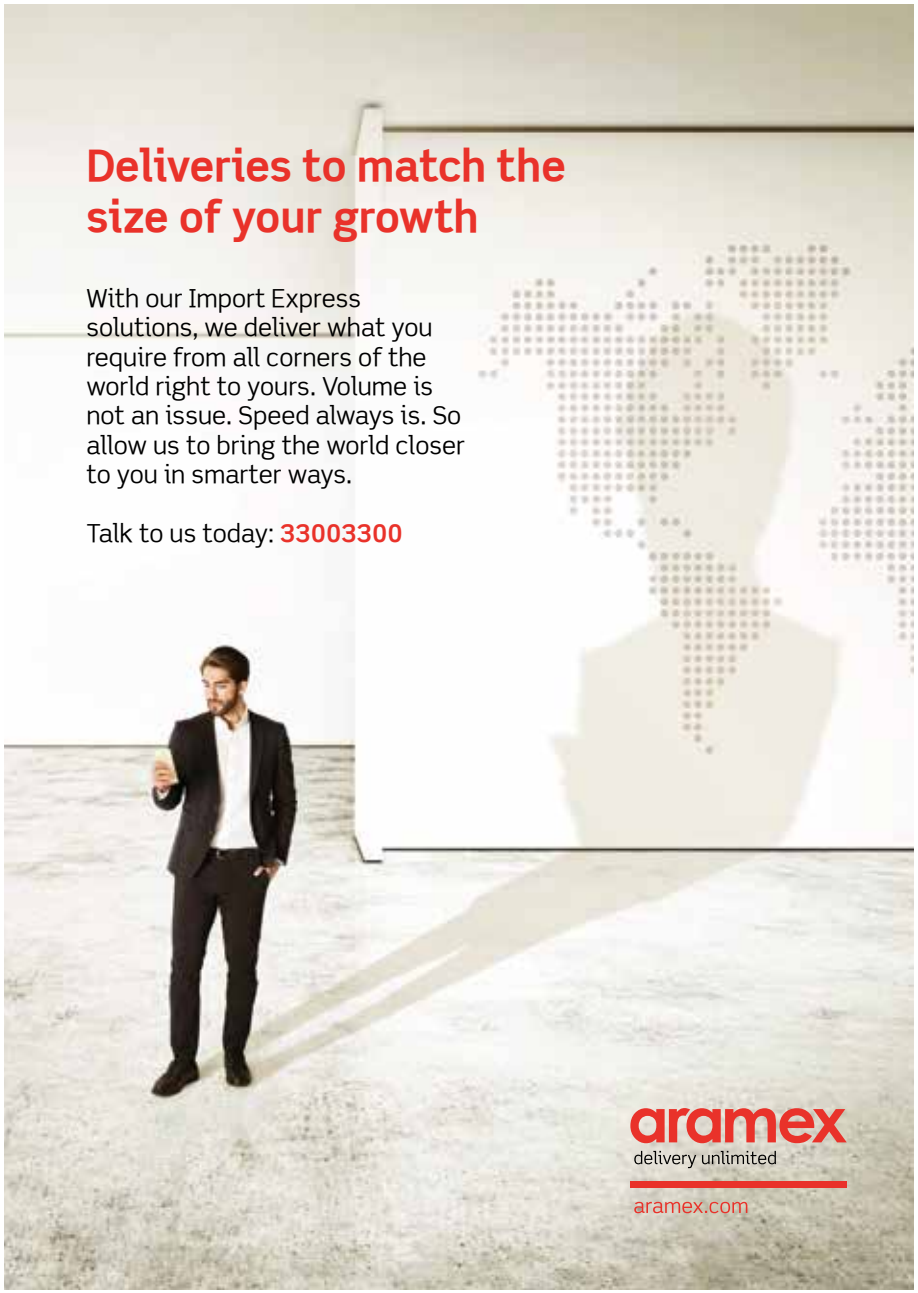
Deliveries to match the size of your growth
With our Import Express solutions, we deliver what you require from all corners of the world right to yours. Volume is not an issue. Speed always is. So allow us to bring the world closer to you in smarter ways.
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For Domestic Express, we understand that delivering from one side of the country to another requires efficiency and reliability of global standards. Discover an operation that continually strives for excellence.

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Packaging

In line with our environment-friendly approach, we use recyclable material for our packaging. Biodegradable materials are used for Aramex pouches and recycled material for the envelopes. This is just one expression of our many commitments to sustainability.

Our packages personifiy our ‘delivery unlimited’ attitude every time we deliver moments of delight to our customers, wherever they may be.

Express pouch

The Aramex pouch is made from a biodegradable, plastic-like material. It consists of a red box on a white background with the Aramex delivery icons positioned in the center of the red box. Place the logo vertically on white.

Reserve the back of the pouch for informational purposes.

The pouch comes in the following types and sizes:

Small International
260 x 345 + 45 mm

Regular International
310 x 415 + 45 mm

Large International
457 x 530 + 57 mm

Regular Domestic
343 x 423 + 42 mm

Medium Domestic
255 x 345 + 45 mm

Small Domestic
180 x 275 + 40 mm

Ordering operational supplies must be done through the GSO from the Aramex Mall on aramex.net. To view available supplies, please head to the intranet and place your orders there.

Express envelope

The Aramex envelope is produced from recycled paper. It consists of a red box on a white background, with the Aramex delivery icons positioned in the center of the red box. Place the logo vertically on white.

Reserved the back of the envelope for informational purposes.

The envelope comes in the following types and sizes:

Envelope size:
335 x 240 + 40 mm

Small International
260 x 345 + 45 mm

Regular International
310 x 415 + 45 mm

Large International
457 x 530 + 57 mm

Regular Domestic
343 x 423 + 42 mm

Medium Domestic
255 x 345 + 45 mm

Small Domestic
180 x 275 + 40 mm

Ordering operational supplies must be done through the GSO from the Aramex Mall on aramex.net. To view available supplies, please head to the intranet and place your orders there.

Email signature

A signature is the perfect opportunity to brand every email we send. It helps build trust with recipients and establishes and reinforces who we are as a company.

John Smith
Account Executive
Aramex International - Global Support Office, Amman
school.magnets.boss
Tel +962 6 551 5111 Ext. 1111 - Mob +962 79 000 0000 - Fax +962 6 552 7461
aramex.com

For a greener planet, please don't print this email unless necessary.

Promotional banner

What3Words is a new addressing system that Aramex is tapping into and is changed according to country. When developing your email signature, go to what3words.com, find out your three-word address, and use it in the designated area of your signature.

Vehicles

Our vehicles are moving and far-reaching conduits of our brand.

A vehicle can be seen by thousands of people on a daily basis. So, they present a great opportunity for us to familiarize people with our brand, especially if they are not already our customers.

Keep in mind that an Aramex vehicle is a statement about our brand.

Important notes

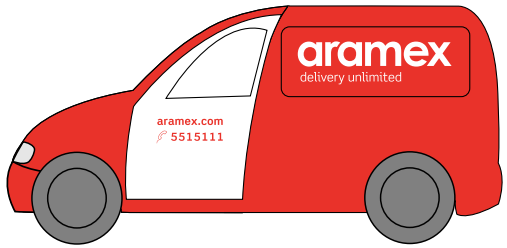
Every Aramex vehicle must have the Aramex logo on it.

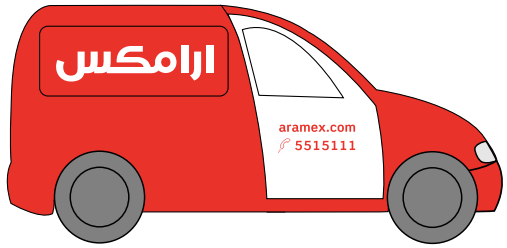
In some countries, we are required to be display the Aramex logo in a language other than english. In such cases, place the English logo on one side of the vehicle, and the non-English logo on the other side.

Both logos must always be based on the same original ratio.

Red color combination is as follows:
Pantone Red 485C

Toyota color names and codes:
Super Red 5 - Color code: 3P0
Super white II - Color Code: 040

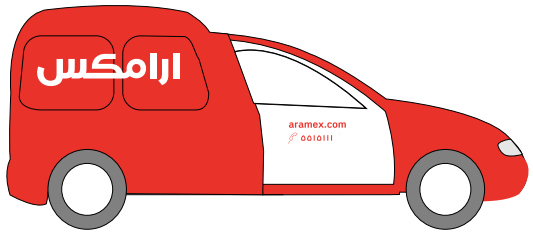




Note: Depending on your local supplier capabilities, if the provided colors doesn't match Aramex's red, then refer to GSO Marketing for guidance.

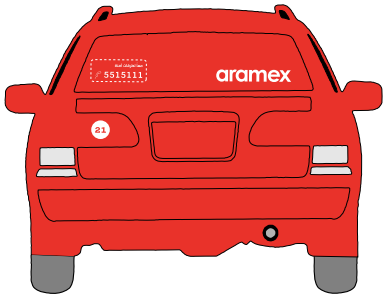
Vehicle examples

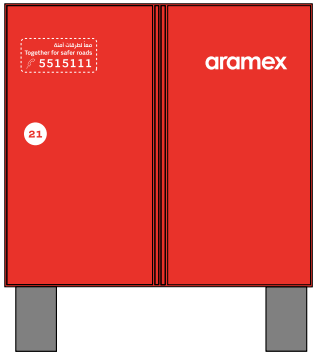
For more information on branding our vehicles, please refer to the Vehicle Design Guidelines*.

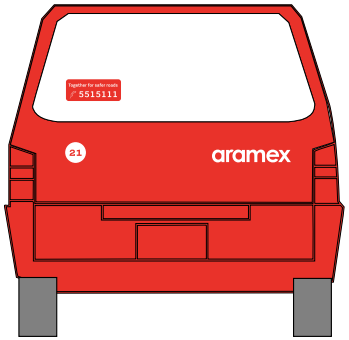


**** You can access the guidelines from the marketing SharePoint page.***

Vehicle examples







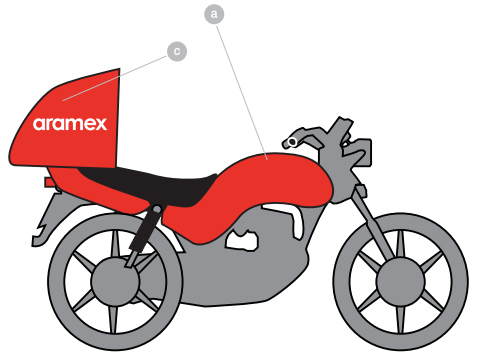
Motorcycle colors

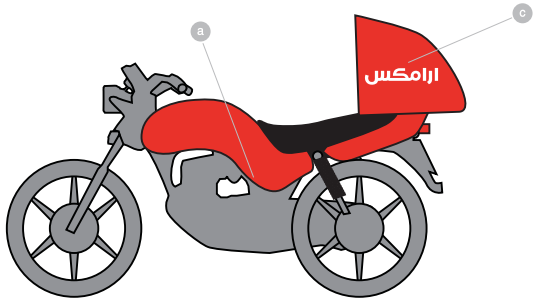
a. The motorcycle should be red on top, excluding the driver's seat (which should be in black) and the back compartment. Any area that is paintable should also be red.

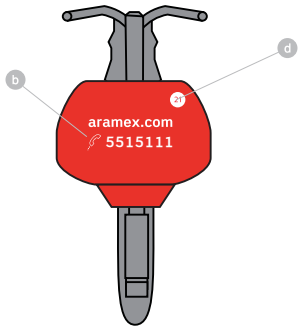
b. Place the station number on the back seat or carriage compartment. Please note that the numerals are always in English, except for certain countries.

c. Always place the logo on the red part of the motorcycle, either on the back compartment or on the sides.

d. Vehicle number stickers are only applicable in countries that apply this system. Always place these in the top-right corner of the back compartment.







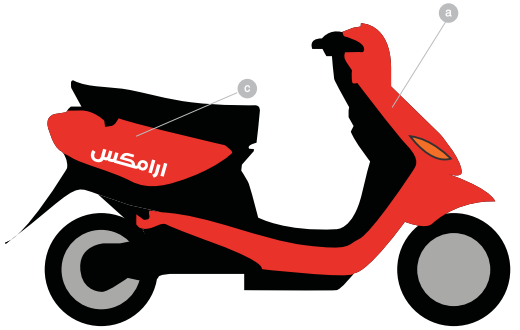
Scooter colors

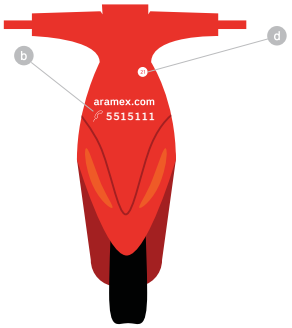
a. The scooter should be red on top, excluding the driver's seat (which should be in black) and the back compartment. Any area that is paintable should also be red.

b. Place the station number on the back seat or carriage compartment. Please note that the numerals are always in English, except for certain countries.

c. Placed on top of the back wheel, on the red side of the bike.

d. Vehicle number stickers are only applicable in countries that apply this system. Always place these in the top-right corner of the front compartment.





Station numbers

Place the station phone number and web address sticker on the white front door of a vehicle.

Use English numerals unless otherwise required.

The number is always aligned to the left of the web address, regardless of the number's length.

aramex.com

5515

aramex.com

٥٥١٥١١١

aramex.com

5515111

Car number sticker size

Width: 15 cm
Height: 15 cm

Car number stickers are only applicable in countries that apply this system.

Safe driving stickers

Always place the safe driving stickers on the back of the car.

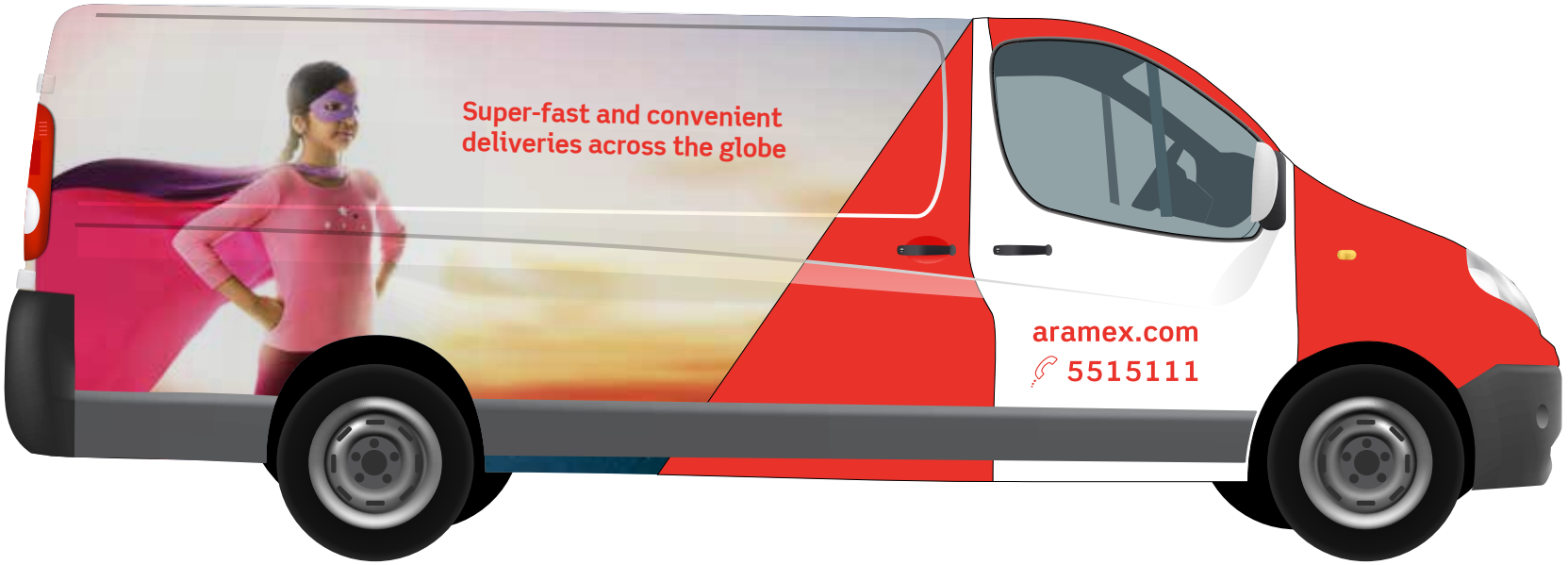
Size of bilingual stickers:
Width: 38 cm
Height: 17 cm

Size of single-language stickers:
Width: 38 cm
Height: 15 cm

Advertising on vehicles

Only Aramex services are allowed to be displayed on our vehicles, so no advertising is allowed for clients or any 3rd party.

When advertising on an Aramex vehicle, leave one side as per the standard red branding with the English logo. Use the other side as an advertising space as per this illustration. The rear window can be used as advertising space as well if local law permits.



Uniforms - courier

The courier uniforms are designed to be as practical and convenient as possible for a physically high demanding job. It consists of the t-shirt, cargo pants, gray belt, and black shoes. Winter clothing also includes a jacket and fleece.

Shirt: Mixture of 60% wicking polyester/anti wrinkle and 40% cooling polyester

Cargo pants: Poly-cotton micro-sanded fine twill weave %65 Polyester and %35 Cotton

Scanner Pocket

Features in the Shirt

Applique embroidery:
This type of embroidery is durable and maintains shape after washing.

Flat reflector:
To avoid puckering and maintain the integrity of the reflector.

Polo style collar:
Cotton collar with two hidden buttons.

Eyelet vents:
Placed under the arms on both sides of the garment, air vents allow extra breathability.

Flat reflectors

Polo style collar

Basic embroidery

Eyelet vents

Flat reflectors

Applique embroidery

Trousers fabric (cargo pants)

Poly-cotton micro-sanded fine twill weave. This fabric is a blend of 65% polyester and 35% cotton. It is brush treated to give the fabric a soft feel and fine finish for extra comfort.

Also, due to the fabric content this item demonstrates low wrinkling and better handling with washing and pressing.

Scanner pocket

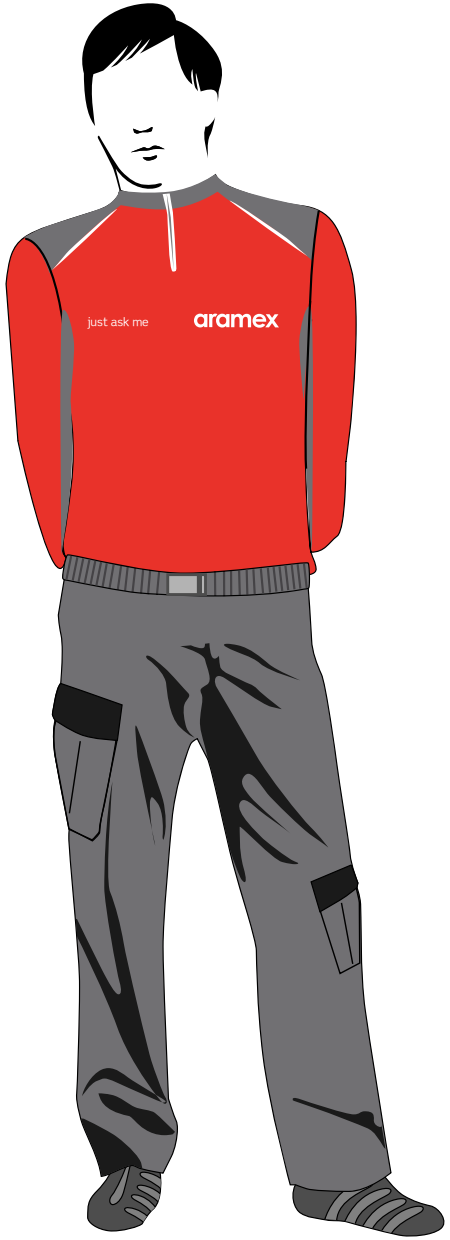
This feature is placed on the right leg of the garment and is designed in a way to fit all scanner sizes.

Winter uniform

The winter tops are the same as the summer tops except that the sleeves are long.

The uniforms also include fleece pullovers and puff jackets.

Colors:
Pantone 485
Pantone Cool Grey 11



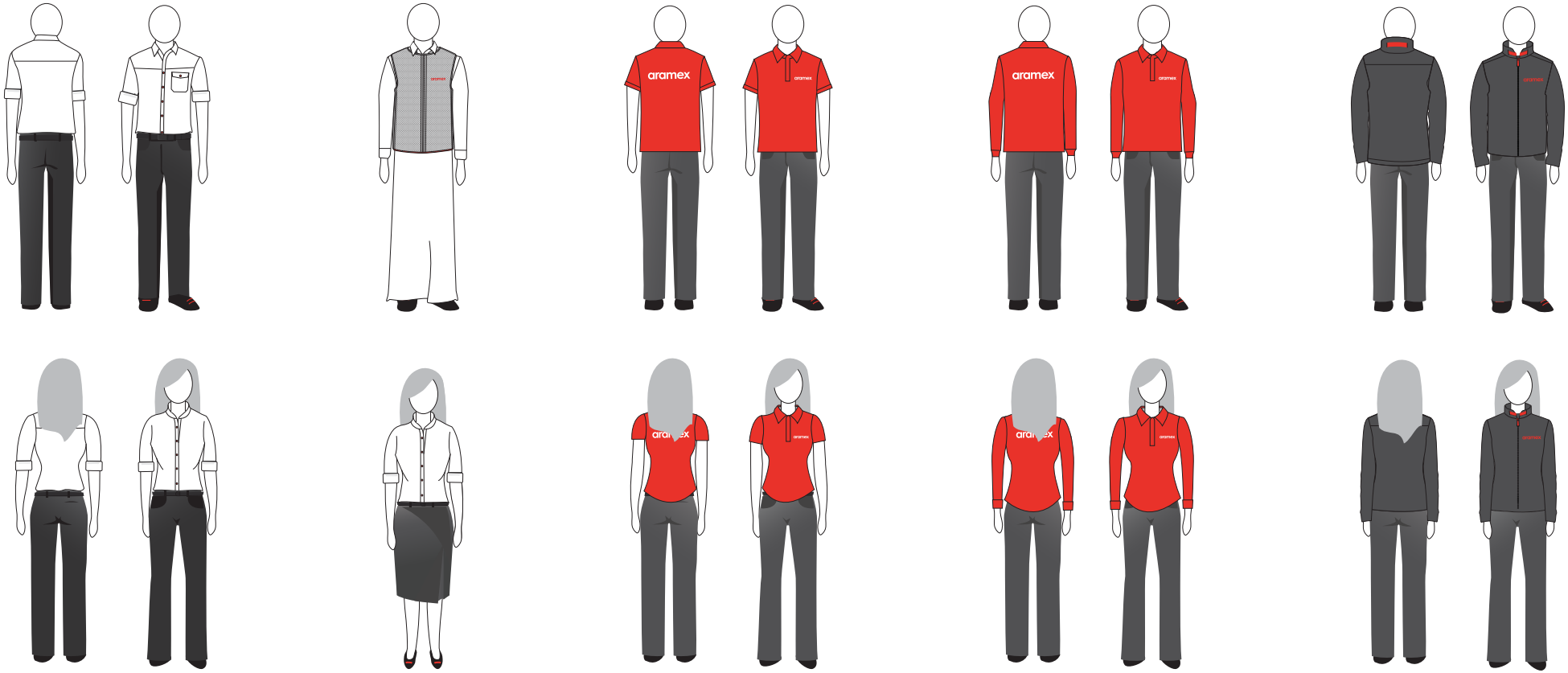
Courier winter uniform

The fleece pullover and puff jacket are gray with a red area in the center. The Aramex logo is placed on the lower left side of the red area. The back side of the fleece pullover and the puff jacket have the Aramex logo in the center.

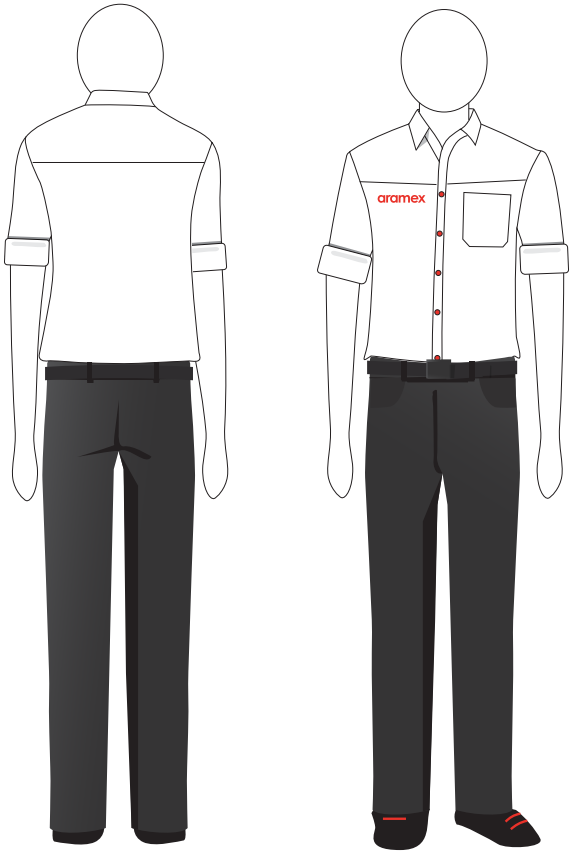
Uniforms - service center

All Aramex team members who meet with our customers are representatives of the Aramex brand. so, Aramex service center agents must wear one of these uniform options at all times.

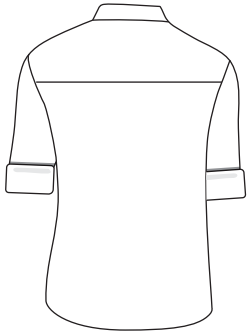
Keep in mind that it is crucial that Aramex team badges are always visible.



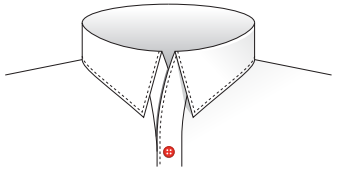
Service center uniform - men



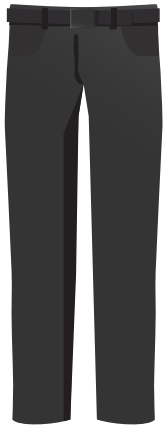
Shirt-Cotton



Collar



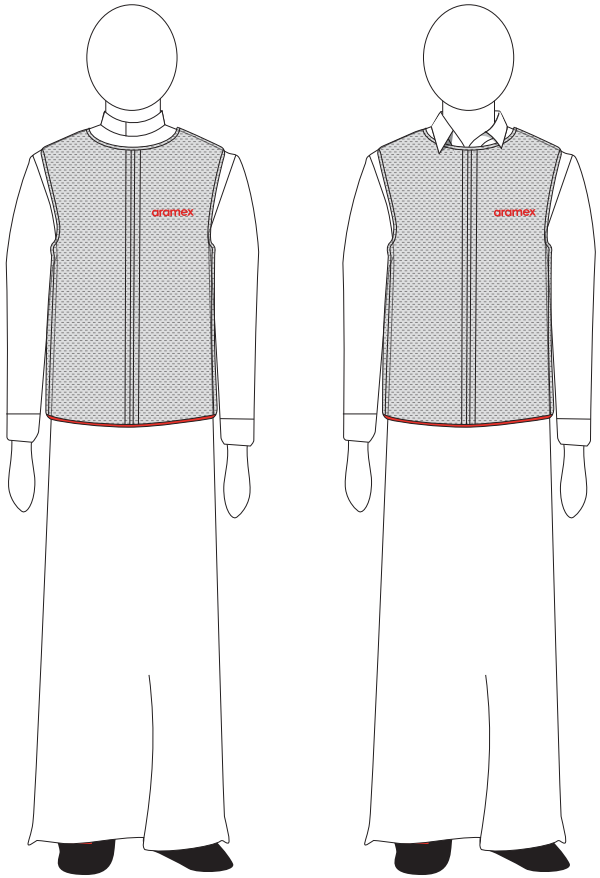
Pants-Cotton



Sleeve

Service center uniform

In cases where people would opt to wear traditional clothing rather than pants and shirts, an Aramex vest becomes the uniform which would be worn on top of the traditional clothing.

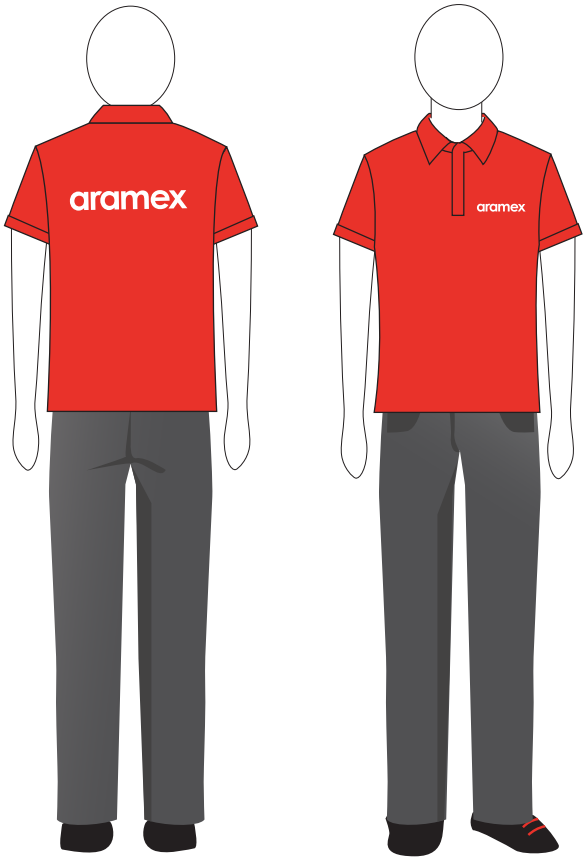


Vest-Wool

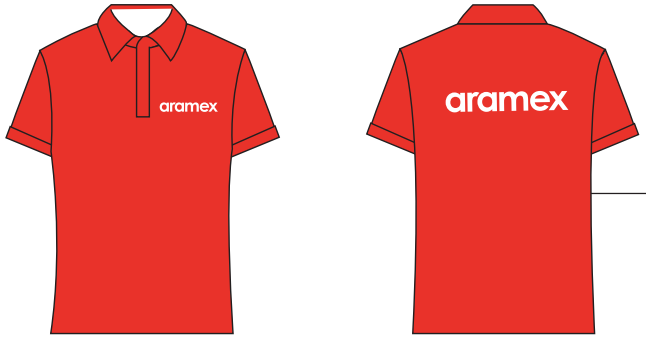
Service center summer uniform

The back side of the top has the Aramex logo in its center.

Colors:
Pantone 485
Pantone Cool Gray 11

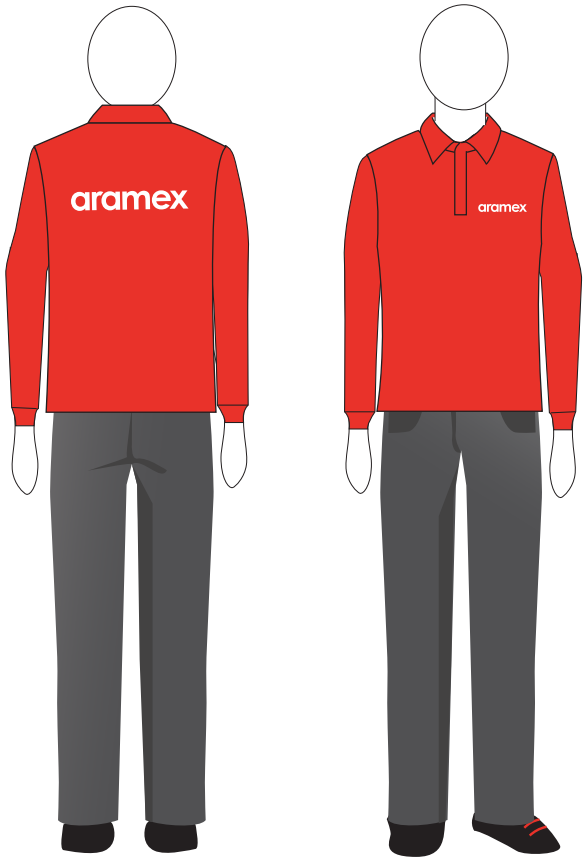


Shirt-Cotton

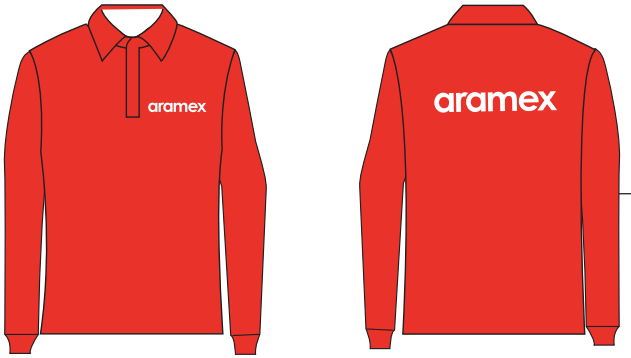


Pants-Linen

Service center
winter uniform



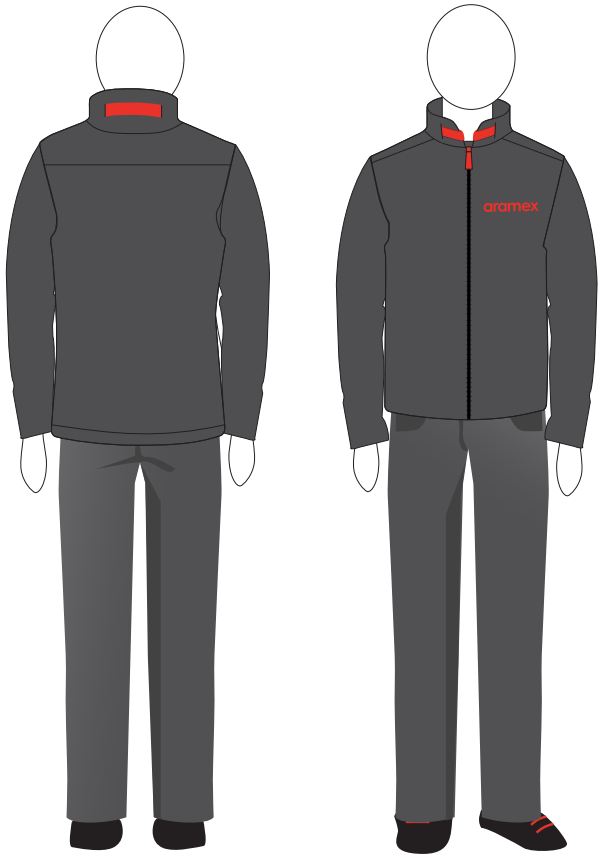
Shirt-Cotton



Pants-Linen

Service center uniform - light jacket

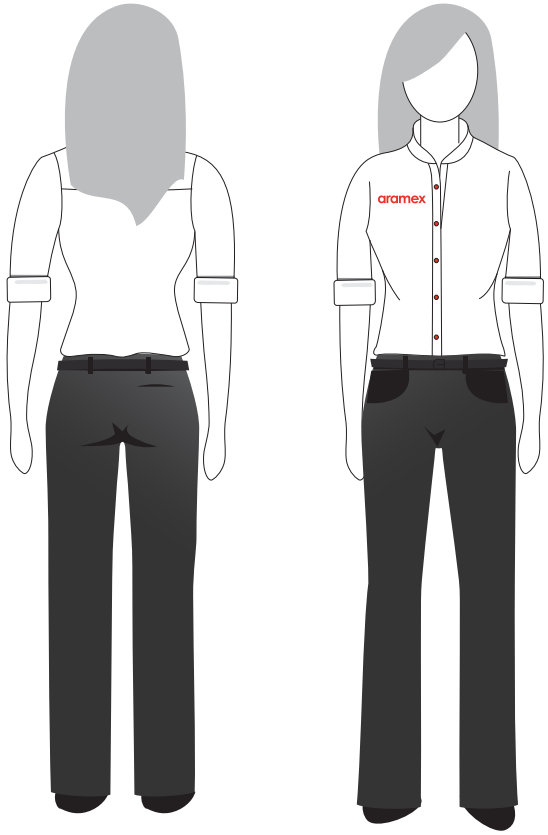
During the winter, service center agents may wear a black, light nylon ripstop jacket with the Aramex red logo embodied on the front left-hand side.



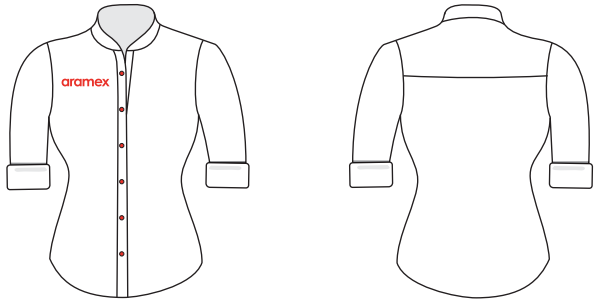
Jacket-Naylon ripstop

Pants-Linen

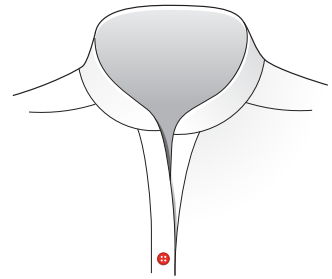
Service center uniform - women



Shirt-Cotton

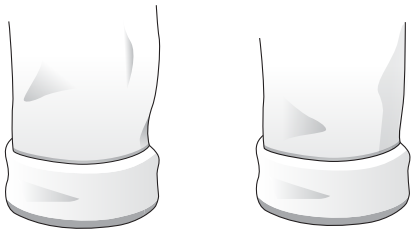


Collar

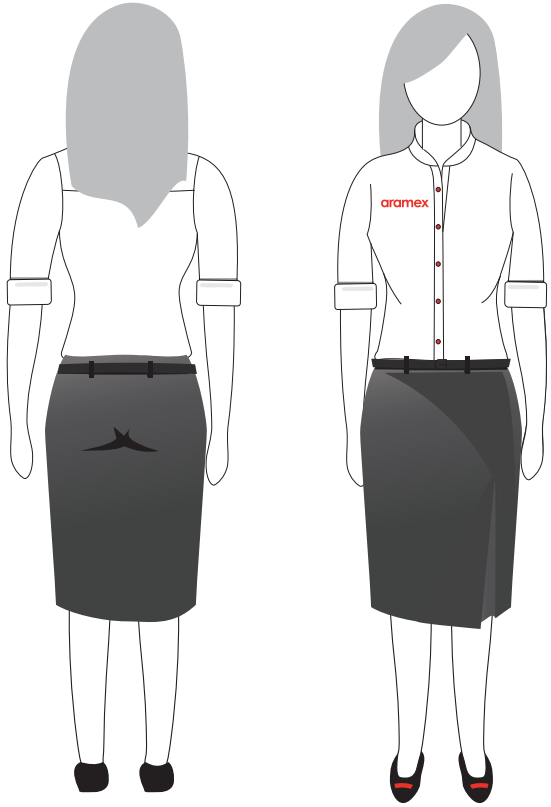


Pants-Cotton

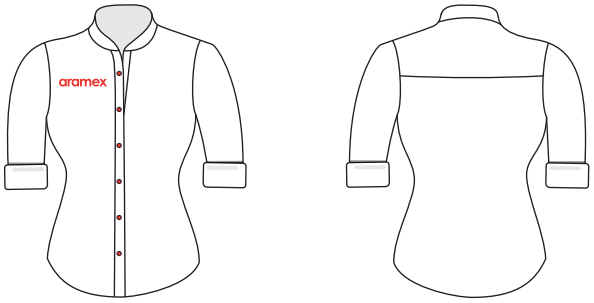
Sleeve



Service center uniform



Shirt-Cotton



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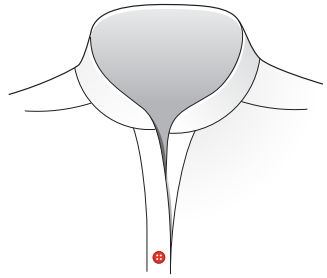
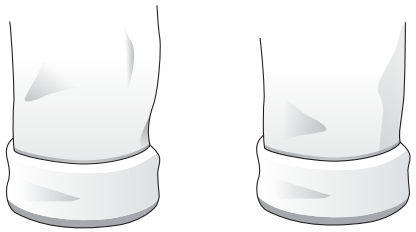


Skirt-Cotton

Sleeve

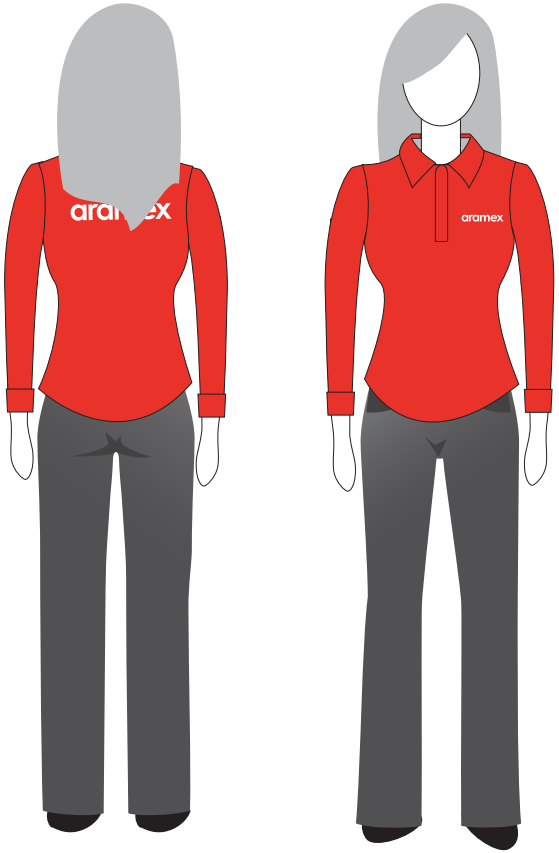


Service center uniform

Shirt-Cotton

Pants-Linen

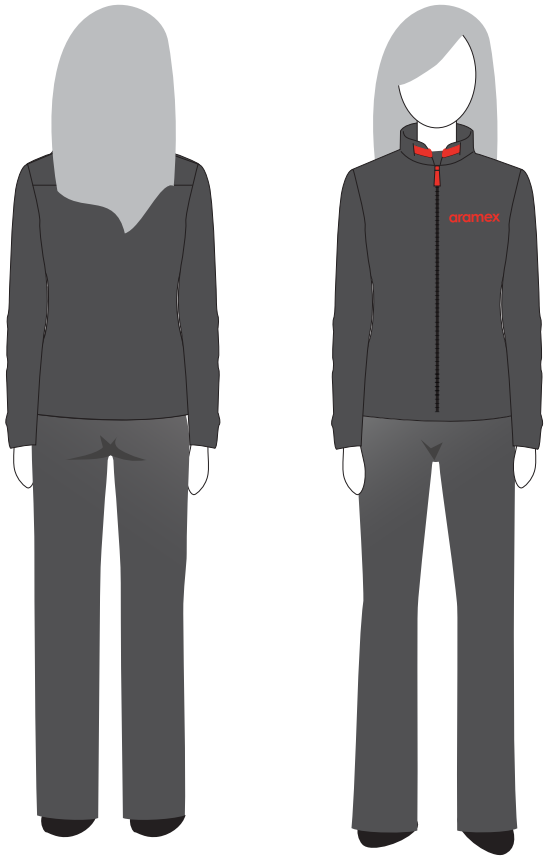
Service center
Winter uniform



Shirt-Cotton

Pants-Linen

Service center
winter jackets



Jacket-Nylon ripstop

Pants-Linen

Logo cases

ARAMEX B2B SOLUTIONS
B2C SERVICES/SOLUTIONS
FULLY OWNED
JOINT VENTURE
STANDALONE SERVICES
ESTABLISHED FRANCHISEES

NEW FRANCHISEES THAT ARE TRANSFORMING INTO AN ARAMEX
AUTHORIZED AGENT
RESELLERS AND CLIENTS
SPONSORSHIPS

The Aramex logo can appear alongside various other logos to represent partnerships, endorsed Aramex brands, or even unique Aramex solutions or services.

Aramex B2B solutions

For B2B Aramex solutions logos, we place the name of the solution alongside the Aramex logo. There are two cases in approaching this, depending on the length of the solution name:

1. Long service name is placed underneath the Aramex logo.

2. Short service name is placed beside the Aramex logo.

Please keep in mind that the Aramex logo must always be in the Aramex red and that the service name must always be in black.

The following two pages explain how you can produce these B2B solutions logos.

Case 1
long service name under Aramex logo

aramex
healthcare

Case 2
short service name beside Aramex logo

aramex bio

Case 1
long service name under Aramex logo

To produce the logo for the first case where the service name is long and below the Aramex logo, follow these steps:

a. Fix the width of the Aramex logo to 4 cm.

b. Type the solution name using the Rockwell Std Light typeface at 33 pt.

c. Align the Aramex logo with the service name to the left.

d. Move the service name 0.25 cm below the Aramex logo.

e. Create an outline around this composition so you can resize the logo according to your needs.

Remember to always visually examine your composition and make any necessary adjustments.

aramex
healthcare

aramex
e-commerce

Case 2
short service name
beside Aramex logo

To produce the logo for the second case where the service name is short and beside the Aramex logo, follow these steps:

a. Fix the width of the Aramex logo to 4 cm.

b. Type the solution name using the Rockwell Std Light typeface at 34 pt.

c. Align the Aramex logo with the service name at the base line.

d. Move the service name 0.25 cm to the right of the Aramex logo.

e. Create an outline around this composition so you can resize the logo according to your needs.

Remember to always visually examine your composition and make any necessary adjustments.

aramex bio

B2C services/solutions

For Aramex B2C services and solutions:

a. The height of the service or solution wordmark is equal to 3x, with x being the x-height of the Aramex logo.

b. Place the Aramex logo above the service or solution wordmark.

c. Leave a space between the Aramex logo and the service or solution wordmark equal to half the x-height of the Aramex logo.

d. Align the Aramex logo and the service or solution wordmark to the left.

e. Place the service or solution emblem to the left of your type composition.

f. Make sure that the emblem's size is exactly big enough to align with the Aramex logo from the top and the baseline of the service or solution wordmark from the bottom.

g. Leave a space between the right edge of the emblem and the beginning of the type equal to half the x-height of the Aramex logo.

Remember to never stretch or distort any logos!

Fully owned

For fully owned Aramex brands:

a. Use the phrase “An Aramex company” using the Aramex font, Scene Alt light.

b. Align the phrase “An Aramex company” to the left of the fully owned brand’s logo.

c. Use the Aramex logo for the word “Aramex” in the phrase.

d. Leave a space between the fully owned brand’s logo and the phrase equal to the Aramex logo’s x-height.

Keep in mind that the phrase must always be less prominent than the company logo.

Remember to always visually examine your composition and make any necessary adjustments.

Joint venture

For joint ventures or when our logo appears alongside other logos:

a. Place the Aramex logo first in order whenever possible.

b. Leave a space equal to the Aramex logo's x-height between the logos.

c. Place the phrase, "A joint venture between" using the Aramex font, Scene Alt regular.

d. Place the phrase above the joint venture logos, leaving a space equal to the Aramex logo's x-height between the logos and the phrase.

Remember to always visually examine your composition and make any necessary adjustments. The phrase must always be subtle.

Standalone services

For standalone Aramex services:

a. Use the phrase “Powered by” using the Aramex font, Scene Alt regular.

b. Place the phrase above the Aramex logo and align both to the left.

c. Leave a space between the phrase and the Aramex logo equal to a quarter of the Aramex logo’s x-height.

d. Align your new composition of the phrase and the Aramex logo to the left of the standalone service’s logo.

e. Leave a space equal to half the Aramex logo’s x-height between the x-height of the phrase and the bottom of the standalone service’s logo.

Established franchisees

For established Aramex franchisees:

a. Use the phrase “An Aramex Franchisee” using the Aramex font, Scene Alt light.

b. Align the phrase to the left of the franchisee logo.

c. Use the Aramex logo for the word “Aramex” in the phrase.

d. Leave a space between the franchisee logo and the phrase equal to the Aramex logo’s x-height.

Keep in mind that the phrase must always be less prominent than the franchisee logo.

Remember to always visually examine your composition and make any necessary adjustments.

New franchisees that are transforming into an Aramex

For new Aramex franchisees that are either operating some of the services offered by Aramex, or are gradually transforming into a fully branded Aramex franchisee:

a. Use the phrase “Operated by” using the Aramex font, Scene Alt light.

b. Align the phrase “operated by [franchisee name or logo]” to the left of the Aramex logo.

c. The phrase’s cap height must be equal to one third the Aramex logo’s x-height.

d. Place the phrase beneath the Aramex logo.

e. Leave a space between the Aramex logo and the phrase equal to a quarter of Aramex logo’s x-height.

Keep in mind that the phrase must always be less prominent than the Aramex logo.

Remember to always visually examine your composition and make any necessary adjustments.

Authorized agent

For authorized Aramex agents:

a. Create the phrase “Authorized agent” using the Aramex font, Scene Alt regular.

b. Place the phrase below the Aramex logo.

c. Align the phrase to the left of the Aramex logo.

d. Leave a space equal to one-third the Aramex logo’s x-height between the logo and the phrase.

Keep in mind that the phrase must always be less prominent than the Aramex logo.

Remember to always visually examine the composition and make any necessary adjustments.

aramex
Authorized agent

Resellers and clients

For resellers and clients:

a. Create the phrase “Delivered by” using the Aramex font, Scene Alt regular.

b. Place the phrase above the Aramex logo.

c. Align the phrase to the left of the Aramex logo.

d. Leave a space equal to one-third the Aramex logo’s x-height between the logo and the phrase’s baseline.

Keep in mind that the phrase must always be less prominent than the Aramex logo.

Remember to always visually examine your composition and make any necessary adjustments.

Delivered by aramex

Sponsorships

For Aramex sponsorhips:

a. Create the phrase “Official delivery partner” or “Official logistics partner” using the Aramex font, Scene Alt regular.

b. Place the phrase below the Aramex logo.

c. Align the phrase to the left of the Aramex logo.

d. Leave a space equal to one-third the Aramex logo’s x-height between the logo and the phrase.

Keep in mind that the phrase must always be less prominent than the Aramex logo.

Remember to always visually examine your composition and make any necessary adjustments.

aramex
Official delivery partner

aramex
Official logistics partner

SIGNAGE SYSTEM

- EXTERNAL SIGNAGE
- INTERNAL SIGNAGE

Some general guidelines will help you save time and money when planning or redesigning an Aramex sign.

EXTERNAL SIGNAGE

Introduction 114

ENSURING A CONSISTENT CUSTOMER EXPERIENCE 115

GENERAL GUIDELINES 116

RESPECTING URBAN LANDSCAPES 122

MAIN COMPONENTS 124

THE PROCESS OF APPLYING THE SIGNAGE ON A BUILDING 130

Primary sign 131

GENERAL RULES 132

STANDARD PRIMARY SIGN 133

PRIMARY SIGN - OTHER LANGUAGES 135

PRIMARY SIGN SPECIFICATIONS 137

PRIMARY SIGN - EXCEPTIONAL CASES 138

Secondary sign 143

SECONDARY SIGN 144

SECONDARY SIGN LAYOUT 145

SECONDARY SIGN - SPECIFICATIONS 148

External marketing 149

Don’ts 151

Door signs 154

STICKER ON GLASS 155

PLATE ON WALL 156

Directional signs 157

PROTRUDING DIRECTIONAL SIGN 158

DIRECTIONAL SIGN SPECIFICATIONS 160

Warehouses 161

WAREHOUSES SIGNS 162

Introduction

ENSURING A CONSISTENT CUSTOMER EXPERIENCE
GENERAL GUIDELINES
RESPECTING URBAN LANDSCAPES
MAIN COMPONENTS
THE PROCESS OF APPLYING THE SIGNAGE ON A BUILDING

Ensuring a consistent customer experience

Aramex operates on different continents, in different countries, and under different climatic conditions. As a truly international brand, we must be diligent in achieving a consistent and coherent identity.

Signs and other design elements play a significant role in achieving the same brand experience, no matter if you're in China, Jordan or Spain. This guide should help you when planning, maintaining or redesigning an Aramex office – regardless of the region, country, or climatic conditions.

This guide cannot answer all your questions, though. So it is important to always seek the advice and recommendations of local experts. For outdoor signage, the climatic conditions have to be taken into consideration (e.g. when deciding on the material). Also, certain materials (like Alucobond) might not be available everywhere, so you will need to find a suitable alternative.

Rregardless of the method or materials used, our goal is to create the Aramex brand experience consistently around the world.

General guidelines

These general guidelines will help you make quicker, more accurate decisions:

Use the correct logos

Use the logos that are provided by Aramex; do not try to reconstruct them, do not squeeze or stretch them, and do not change them in any other way.

Do not change the proportions of the logo

Do not change the color of the logos

Do not attempt to recreate the Aramex logo using any fonts. The logo is a drawing that was especially created for Aramex

Apply the right color

Always use the Aramex red: it is Pantone 485.

Pantone 485

Monolingual or bilingual?

a. We always prefer using the English logo. In some countries, however, you will be required to use the logo in the local language. In such cases, always place the English logo on the left and the non-English logo on the right. There should always be enough space between the two logos (at least double the height of the English logo).

aramex

aramex ارامكس

b. If there is not enough space to place the two logos beside each other, you can place them on top of each other instead. Always place the English always on top.

aramex
ارامكس

Clear space

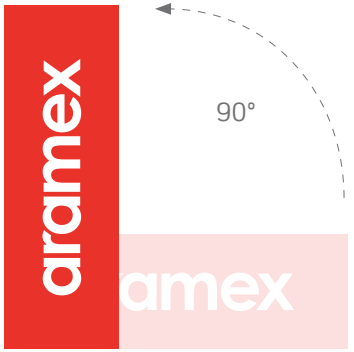
Always leave space around the logo. The minimum amount of clear space around the logo is euqal to the x-height of the letterform.

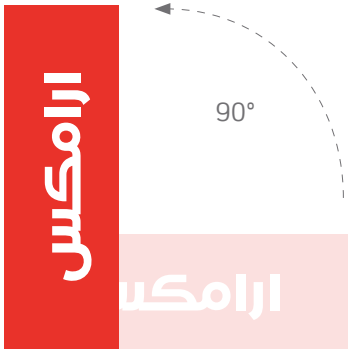
Symmetric distribution of red sheets

Cut and place the carrier material sheets (preferably made of Alucobond) symmetrically. In this case, three sheets of the same size are distributed evenly.

Vertical usage

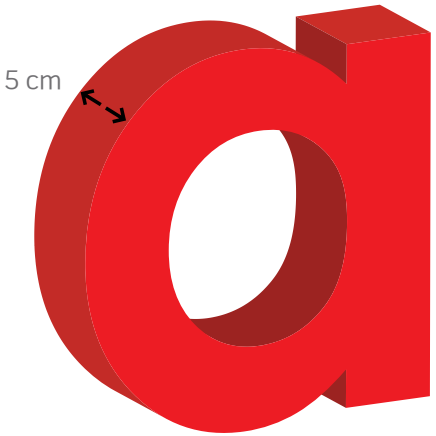
If you are using the logo vertically, rotate it 90 degrees counterclockwise. So, the English logo always reads from bottom to top, the Arabic from top to bottom.





Three dimensional logos

Protruding logos should be attached to the wall (and not to some carrier material like Alucobond), and should have a minimum depth of 5 cm.



Internal light box effect

Make sure that the main logos are always self-lit from inside to guarantee visibility during night-time.

Materials

The following are guidelines will help you decide which materials to use. Yet that depends on the local conditions (climate, availability of materials, available methods, prices...), so please make sure that you involve a local expert.

For larger signs, there you have two options:
You can either have the logo protrude from the wall or place it on a red strip.

PROTRUDING LOGO

For the sides, use any material that is suitable for outdoor usage and allows electricity to be used for the inside lighting (like metal).

For the front, use any material that allows electric light to shine through (like a thin, transparent sheet of plastic; use a red sticker on top of the plastic).

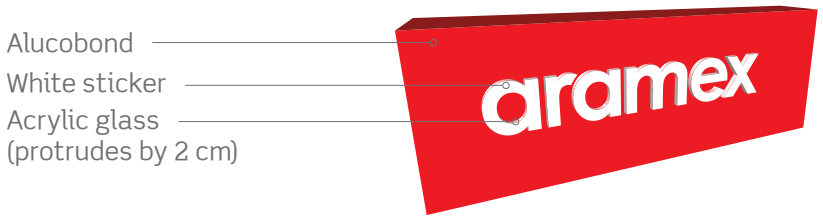
For the protruding logo, another option is to use red plastic as the only material. In such a case, either the whole letter is cast from a mold or all sides of each letter are cast separately and then assembled. Make sure that the sides are assembled in a way that no light shines through at the seams.

LOGO ON RED STRIP

Use acrylic glass or any other material that allows light to shine through.

Place a white sticker on top of the acrylic glass.

The red strip is preferably made of Alucobond.

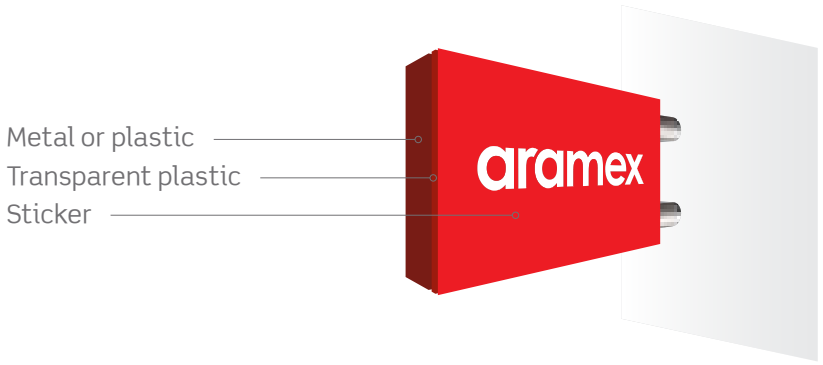


PROTRUDING SIGNS

For the sides, either use metal or plastic.

Add a sheet of transparent plastic.

Adhere a sticker to the plastic sheet.



DOOR SIGNS

Either use a sticker that is adhered to the door pane or place a sign made of acrylic glass next to the door. Place a red sticker showing the logo on the acrylic glass.

Respecting urban landscapes

The Aramex logo and signage form a part of an urban environment. So, we must always carefully examine the urban context wherever Aramex plans to open an office. Thus, we show our respect for fellow citizens.

a. In this case, the Aramex office competes with adjacent offices. You can place the logo on a red strip to achieve more visual impact, as the building itself is not an architectural masterpiece.

   Yet the original facade should be taken into consideration when the office's front is to be revamped. Do not just cover the original facade with Alucobond (or any other material) – instead, clean the facade or paint it in an appropriate color.

b. It would be better to drop the red strip to reduce interference with the historical facade to a minimum.

c. A protruding logo attached directly to the facade is less obtrusive and shows our respect for their environment.

d. Logo placement depends on the location. If the signage area is large, then align the Aramex logo to the left. If the signage area is more constrained, align the logo in the center. Remember to ask a specialist for the advice.

Main components

The storefront is key to the initial impression the customer receives. It announces the Aramex retail presence to the world.

Working with the existing architecture is crucial. So signage should, as much as possible, reflect the lines of the building.

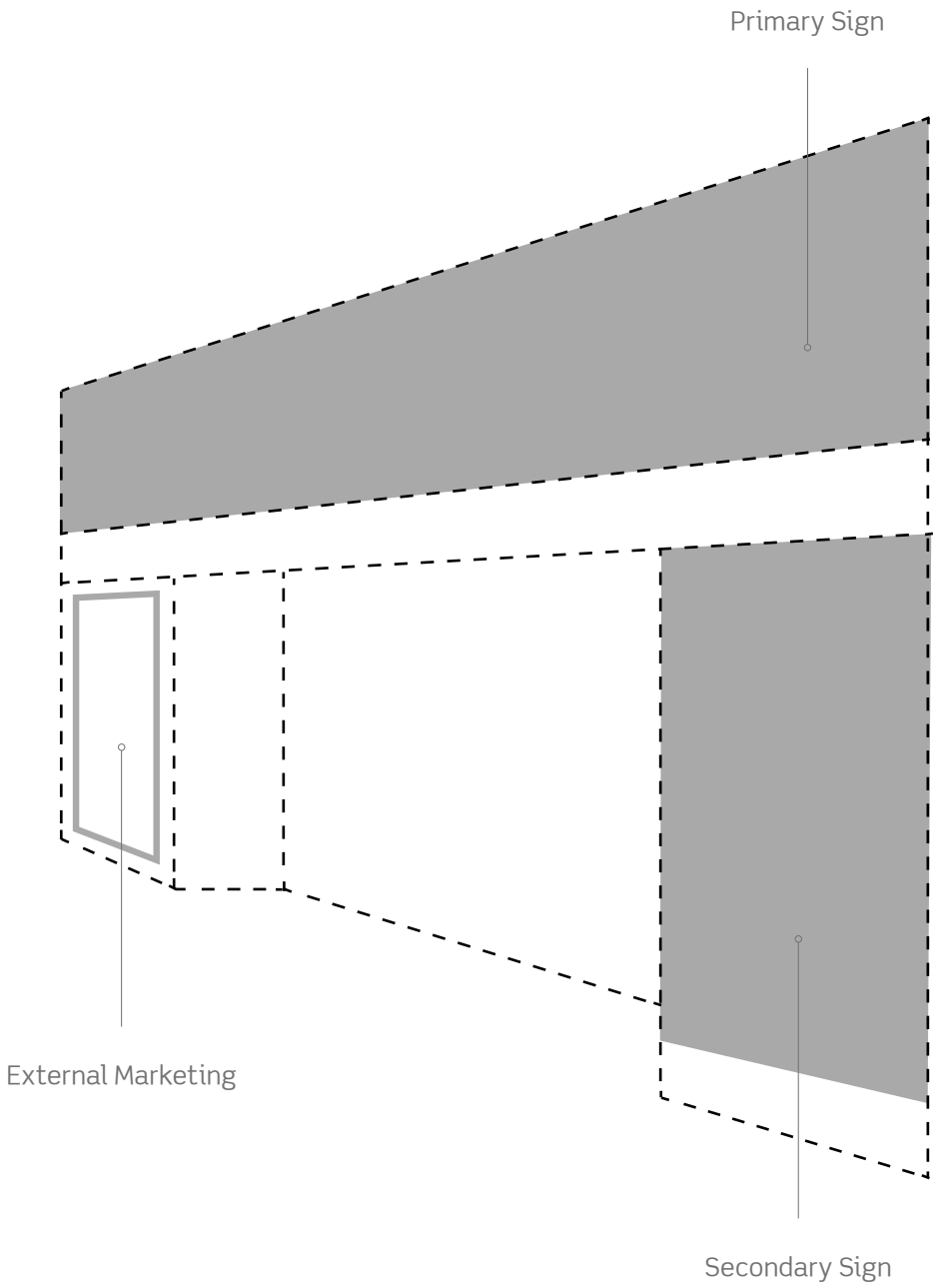
Do not impose the logo onto the facade, but fit the character of the architecture.

There are three components to the External Signage:

a. Primary sign, which is the main tag.

b. Secondary sign, at street level.

c. External marketing signs, which should be used selectively in order to avoid visual clutter.



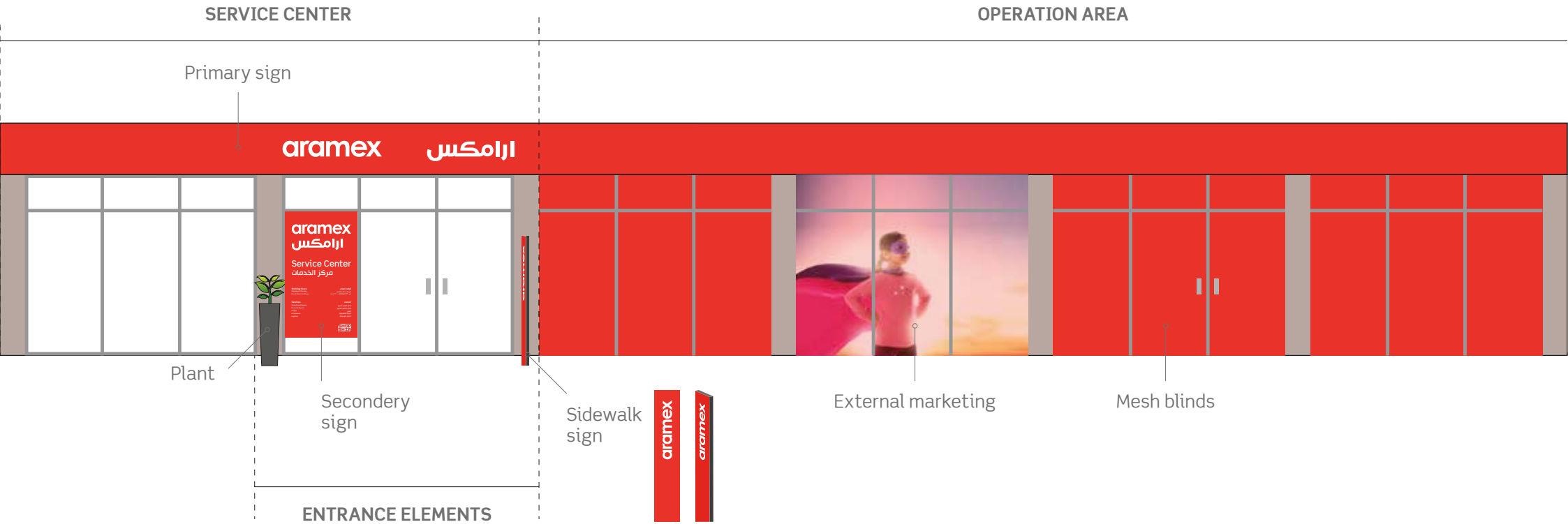
aramex
ارامكس
aramex
مركز الخدمات
SERVICE CENTER
Working Hours:
Sunday to Thursday
Saturday
Services:
For us, the land, the sea and even the sky is not the limit

aramex
ارامكس
CAR RENTAL
aramex
ارامكس
Service Center
مركز الخدمات
For us, the land,
the sea and even
the sky is not
the limit

aramex
EMIRATES L.L.C. (BR.)
ارامكس
الامارات ذ.م.م. (فرع)
NORTH
121
FURNITURE

External signage wide facade

Keep in mind that no logos should be placed over the operations area. Logos must only be above the service center to indicate the entrance to our customers.

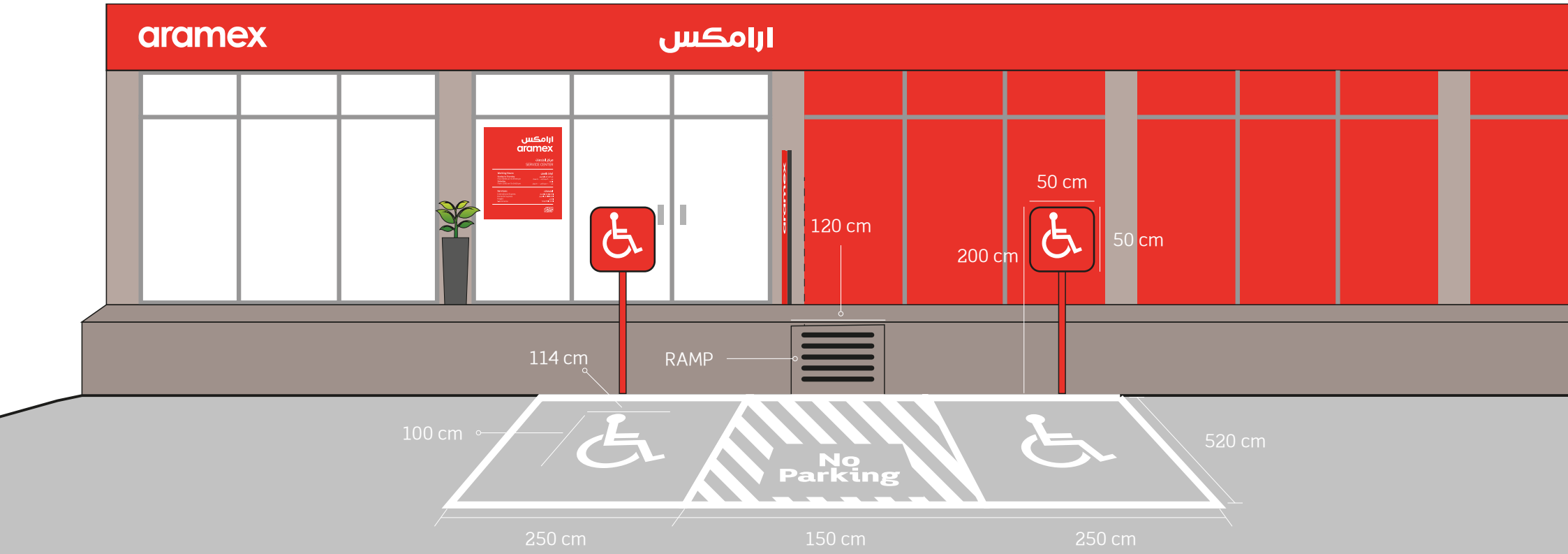


Special needs parking

Special needs parking must be located as close as possible to the main entrance.

There must always be level access (ramps) between the special needs parking and the main entrance.

Special needs parking signs must be clearly marked as parking for special needs customers.



The process of applying the signage on a building

LAYOUT THE RED STIRP FOR THE MAIN SIGN

Respect the architecture of the building. The length of the main sign needs to fit in with the existing facade.

The lines of the facade dictate the size of the red strip and where you can place it.

DECIDE ON THE LOCATION OF THE VERTICAL SIGN

The horizontal and vertical signs should be placed on opposite corners if possible.

Avoid overlapping the signs (vertical & horizontal).

Take a look at the examples in this guide to help you evaluate the different cases and sizes. Of course, these examples cannot and do not cover every possible scenario, so your selection should take each service center's needs into consideration.

IDENTIFY THE TYPE OF INFORMATION YOU NEED

Are there any legal requirements you should consider, like placeing the full company name on the main sign?

Should the sign be bilingual?

What services should you list? Does this particular service center offer any additional services like Shop & Ship?

Primary sign

GENERAL RULES
STANDARD PRIMARY SIGN
PRIMARY SIGN - OTHER LANGUAGES
PRIMARY SIGN SPECIFICATIONS
PRIMARY SIGN - EXCEPTIONAL CASES

General rules

Generally, any Aramex sign should take the form of white text on a red background.

Ratios are not completely rigid. The relationship we are recommending here is what we prefer, but we understand that we need to look at at our signs on a case by case basis.

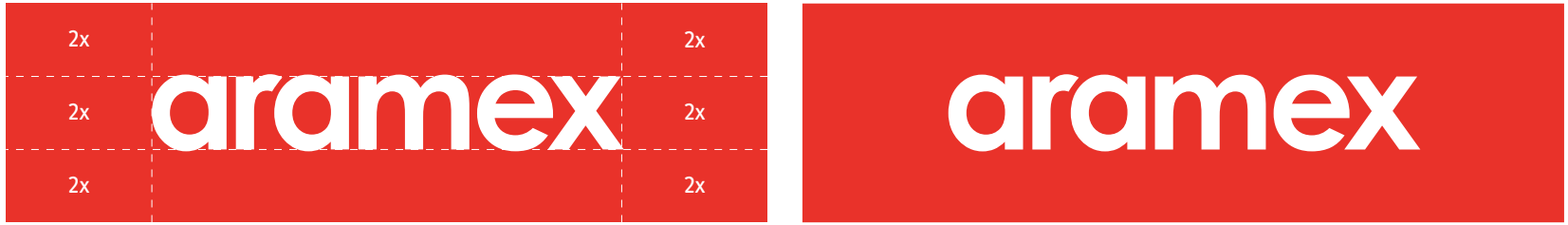
Do not apply the text directly onto the building. The exception to this is if there is a small surface area on the facade. For example, you should not apply a red background if the slope of the roof is very steep. Instead, use the Aramex lettering in red for greater impact.

In all situations, only use the logo for the main sign. Do not add additional information such as a website, telephone number, slogan, or anything else that would clutter the sign and dilute the impact of the logo. Of course, this is all important information, so there is a smaller vertical sign that you can dedicate for such information. Please refer to page 118 for more information on this topic.

The logo should be in English only, unless there are legal requirements to use dual signage in the native language in certain countries. In these cases, the transliterated logo should be displayed side-by-side with the English one under it. Please refer to page 117 for more details.

Standard primary sign

The height of the sign should be triple the height of the logo



If the bordering space (to the left and right) is two times the logos height or less, the logo should be placed in the center

If the bordering space of the centered logo is three times the logos height or more, the logo should always be aligned to the left

Primary sign - other languages

The height of the sign should preferably equal triple the logo height. Place the Aramex logo in English to the left and the non-English logo to the right, keeping a clear space equal to the Aramex logo's x-height as a minimum from both sides.

x
x
x
aramex
ارامكس
x
x
x

aramex
ارامكس

2x
x
aramex
x
0.75x
x
ارامكس
x
2x

aramex
ارامكس

Primary sign - specifications

Materials

The sign background will be produced from Alucobond painted Aramex red. The logo will be in white acrylic (imposed).

Size

The size of the logo should be determined by the size of the sign (to choose a proper thickness for the logo please consult a professional sign-maker for advice).

One general rule: the maximum thickness of the protruding letter should be less than half the width of the smallest letter.

In bilingual signs, the thickness of the letters should always be the same for both English and non-English.

Do not alter the distance between letters; the logo proportions are fixed. Please use the logo as is it provided.

Terms

Consult a professional sign-maker for advice on the best method of application, ensuring that the paint remains weather-resistant. One method is to spray-paint the material within a heated stove.

The recommended thickness of the sign is 15 cm. If this thickness is not enough to make the sign protrude from the facade, please make adjustments to ensure that the sign is easily recognizable.

The recommended thickness of the protruding logo letters is 2-3 cm for a small primary sign and 3-7 cm for a large one.

Lighting

Use LEDs or neon to light the signs from the inside. We prefer LEDs.

Only the protruding letters should be lit, not the entire sign. The only case where the sign could be lit from the outside is if it is legally required. Use spotlights in this case.

Primary sign - exceptional cases

In cases where there is not enough space to place the original recommended sign, we prefer to stack the sign vertically than to make it too small.

The logo should not be less than 85 cm in width.

If there is not even enough space to place the signage vertically, or in cases where the facade is too cluttered, we prefer going with the ratio of “x:1.5x.”

Primary sign with legal name

In cases where we are legally required to display the Aramex legal name on external signage:

a. Place the legal name under the Aramex logo.

b. Left align the English legal name with the English logo.

c. Right align the non-English legal name with the non-English logo.

d. Keep a vertical space of one-third of the logo's x-height from the top and bottom.

Protruding logo - placing the logo directly on the building facade

We prefer using protruding signs for Aramex offices. When deciding if you should do it this way, check if:

a. there is enough space to place the logo on the facade.

b. there is enough contrast between the logo and the facade's color/surface. If, for example, the facade's material looks very busy, you might consider using the Aramex logo on a red strip.

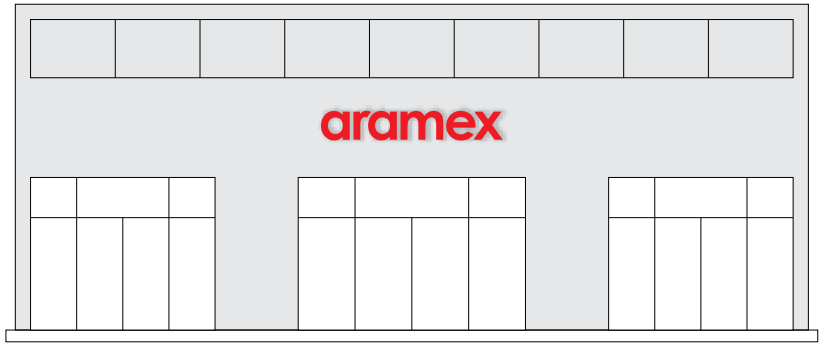
c. the surroundings allow such usage. If, for example, the adjacent buildings show loads of other logos or signs, you might want to place the white logo on a red strip.

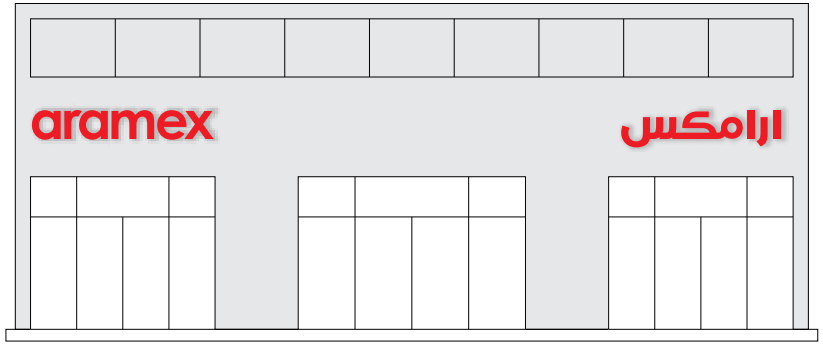
Implementing this protruding logo shows that Aramex respects the architecture, the residents, and other companies.

When placing two Aramex logos (one in English, one transliterated), make sure that the English logo is always on the left while the non-English logo is on the right.

Make sure that there is enough space between the two logos. You can go by "the more space the better."

The construction model on the top right is the model that should be used for all protruding logos, unless explicitly pointed out otherwise.





MATERIAL

a. For the sides, use any material that is suitable for outdoor usage and allows electricity to be used for the inside lighting (like metal).

b. For the front, use any material that allows light to shine through (like a thin sheet of plastic).

c. Red sticker on top of plastic.

Another option is to use red plastic as the only material. In such a case, either cast the whole letter from a mold, or cast all sides of each letter separately and then assemble them. The difficulty is to then assemble the sides in a way that no light can shine through at the seams.

Corner offices

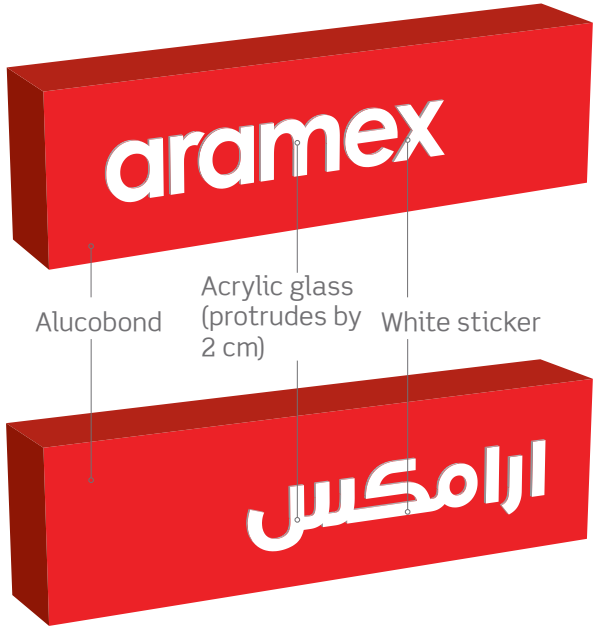
After having examined the urban surroundings, you may decide to use a red Alucobond strip with protruding Aramex logos. The logos should be lit from inside the Alucobond structure.

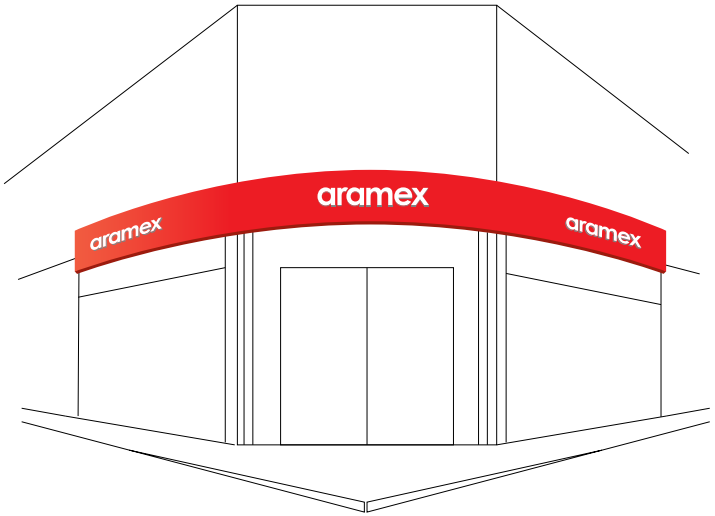
LOGO MATERIAL

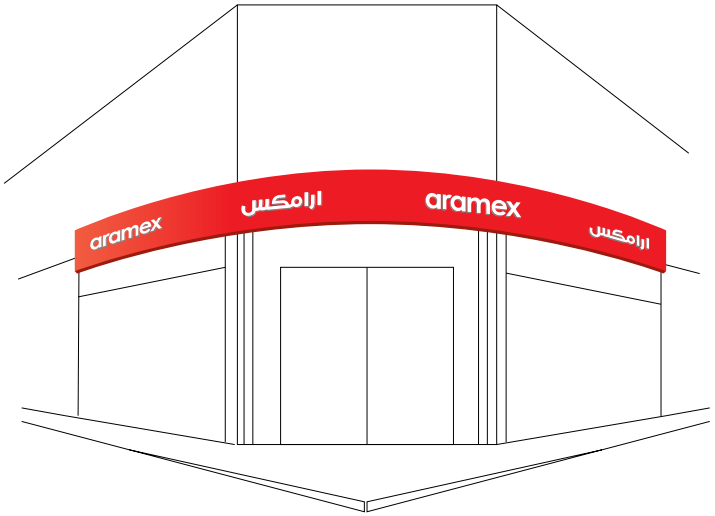
a. Acrylic glass or any other material that allows light to shine through.

b. White sticker adhered to acrylic glass.

RED STRIP MATERIAL
Preferably Alucobond.







Secondary sign

SECONDARY SIGN
SECONDARY SIGN LAYOUT
SECONDARY SIGN - SPECIFICATIONS

Secondary sign

The two signs (horizontal and vertical) should be placed on opposite corners if possible.

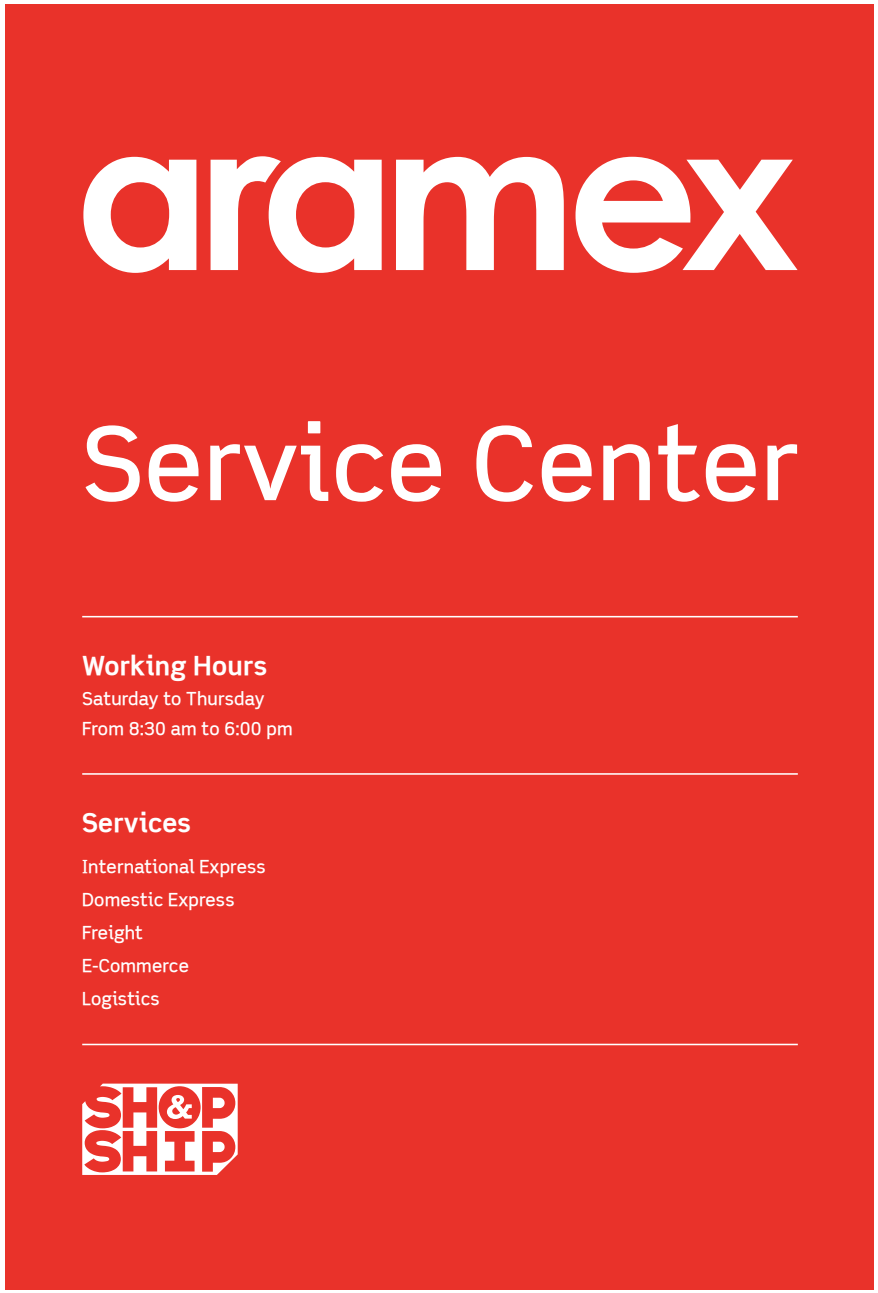
Various examples of the secondary sign are provided, showing a range of possible sizes. Selection depends on the individual service center.

The secondary sign includes information on working hours and services offered.

The font sizes are 60 pt at minimum and 85 pt at maximum.

In every case, the sign should never be horizontal. The width should always be smaller than the height to emphasize the vertical feeling.

If the Shop & Ship Service is offered in a particular office, it should be promoted on the vertical sign.



Secondary sign layout

Secondary sign - other languages

In bilingual signage, maintain the balance between the sizes of the logos and do not make one logo larger than the other. Please refer to page 18 and 117 to better understand proper logo treatment.

Align the English logo first and then the transliterated version.

1.33x
aramex
x
0.75x
ارامكس
x
1.33x
Service Center
1/3x
مركز الخدمات
x
1/3x
Working Hours
Saturday to Thursday
From 8:30 am to 6:00 pm
أوقات الدوام
من السبت إلى الخميس
من ٨:٣٠ صباحاً إلى ٦:٠٠ مساءً
Services
International Express
Domestic Express
Freight
E-Commerce
Logistics
الخدمات
النقل الدولي السريع
النقل الداخلي السريع
الشحن
التجارة الإلكترونية
الحلول اللوجستية
1/3x
SHOP & SHIP
x

Secondary sign - specifications

Materials

The sign background will be produced from alucobond painted Aramex red. All content will be in white acrylic (imposed) unless the placement requires a sticker on the front window of the service center.

Terms

Consult a professional sign-maker for advice on the best method of application, ensuring that the paint remains weather-resistant.

One method is to spray-paint the material whilst in a heated stove.

The recommended thickness of the sign is 10 cm. If this thickness is not enough to make the sign protrude from the facade, please make adjustments to ensure that the sign is easily recognizable.

The recommended thickness of the protruding letters for: logo: 2 cm, name “Service Center”: 1cm, other content: 2 mm.

The size of the logo should be determined by the size of the sign (to choose a proper thickness for the logo, please consult a professional sign-maker for advice).

One general rule: the thickness should not be more than half of the weight of the smallest letter stroke. In bilingual signs, the thickness of the letters should always be the same for both English and transliterated logos.

Do not alter the distance between letters; the logo proportions are fixed. Please use the logo as it is provided.

Lighting

Use LEDs or neon to light the signs from the inside. We prefer LEDs.

Only the protruding letters should be lit, not the entire sign. The only case where the sign could be lit from the outside is if it is legally required. Use spotlights in this case.

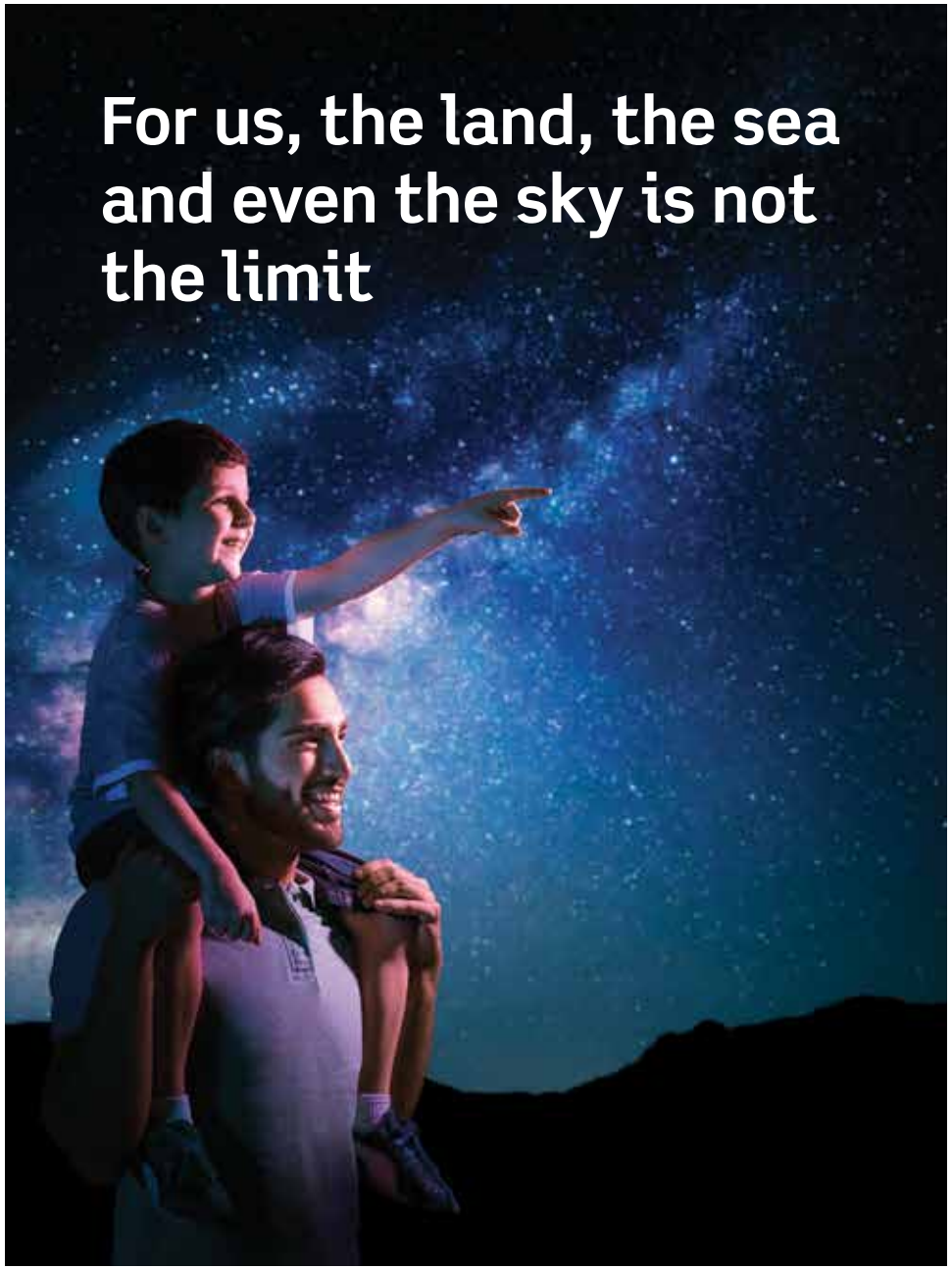
External Marketing

External marketing

Posters should be hung on the inside of the front door of the service center.

Use see-through flex or material so that the shop is visible inside and employees can still see outside.

We prefer ads or posters with big, well-designed typography.



Don’ts

Don’ts

Don’t clutter and prioritize excessive information over the logo

Don’t place the Arabic logo above the one in English

Don’t clutter your facade with promotional items and avoid using curved elements

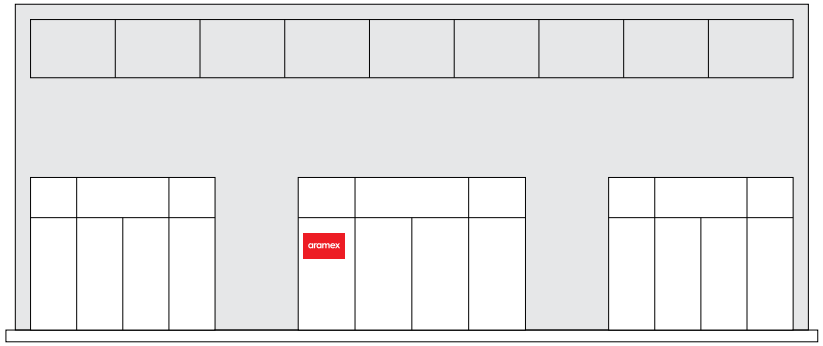
Don’t overuse the logo, as it devalues the brand

Door signs

STICKER ON GLASS
PLATE ON WALL

Sticker on glass

Preferably, place the sticker on the window or door pane.



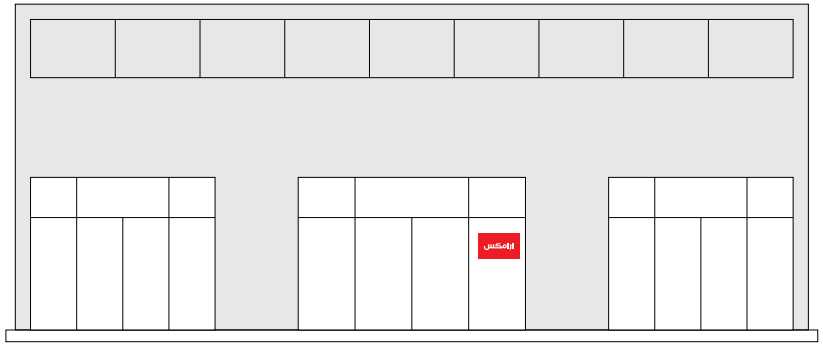
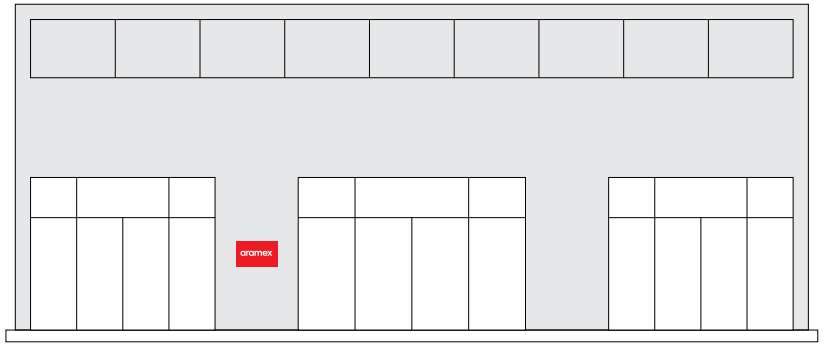
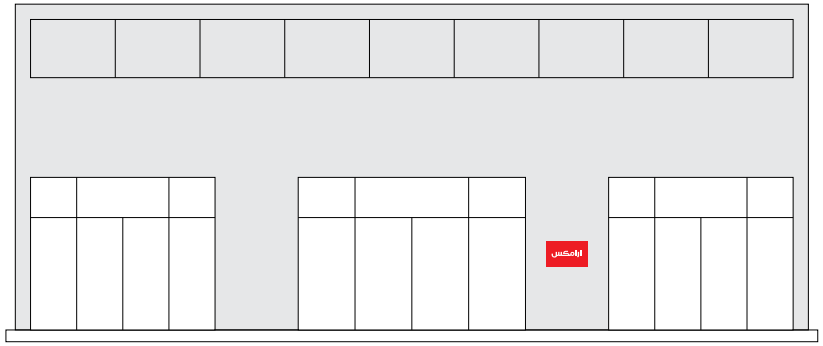


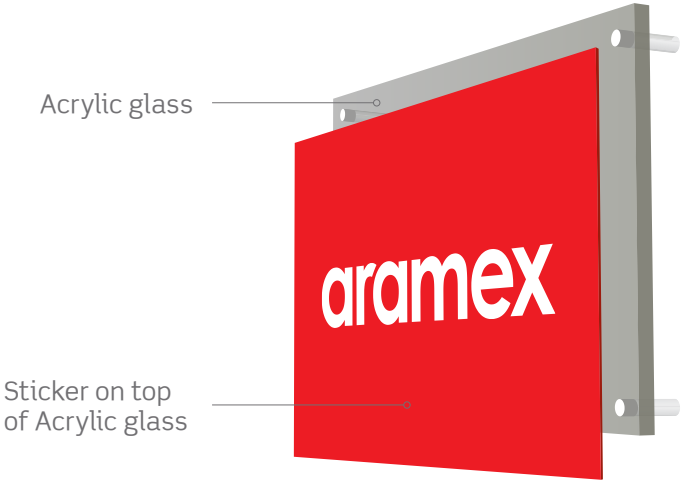
Plate on wall

If, for whatever reason, you cannot place a sticker on the window or door, you can put a plate onto the wall adjacent to the main door.

Material Arylic glass + sticker on top







Directional signs

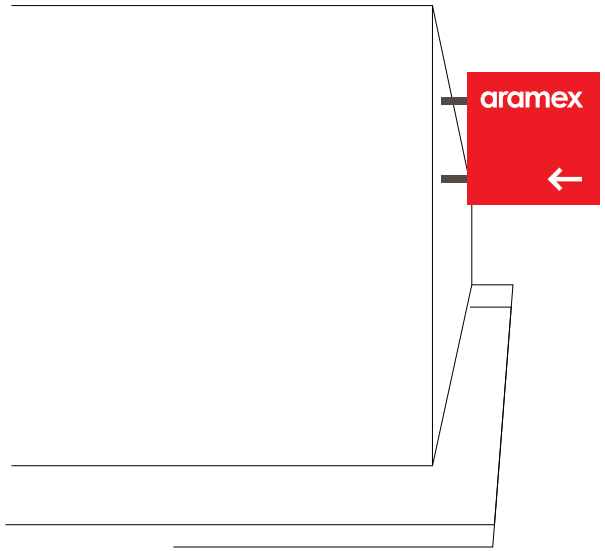
PROTRUDING DIRECTIONAL SIGN
DIRECTIONAL SIGN SPECIFICATIONS

Protruding directional sign

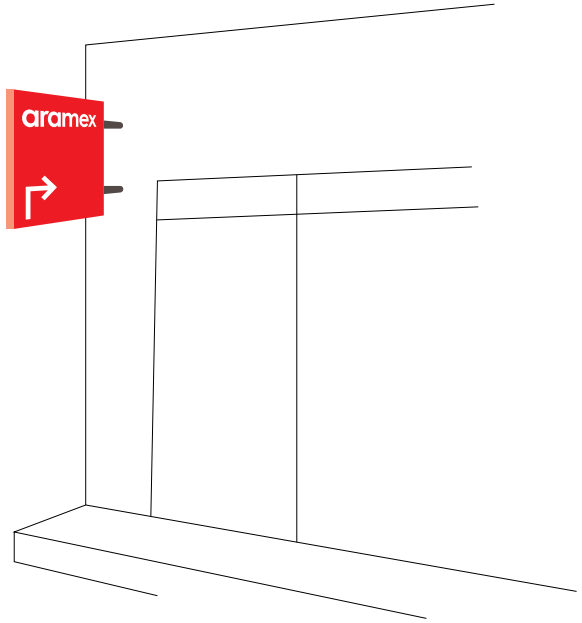
Regardless of the material used, this sign design has to follow the Aramex brand identity guidelines to ensure a consistent and coherent brand experience. Make sure that the logo and arrow are both lit from inside the sign.

The sign should not be directly attached to the wall. The minimum distance between sign and wall is 10 cm.

Arrows can be combined to indicate that the door is on the left (if you come from the front). If you come from the back side, the sign indicates that you would have to turn around the corner to find the entrance.



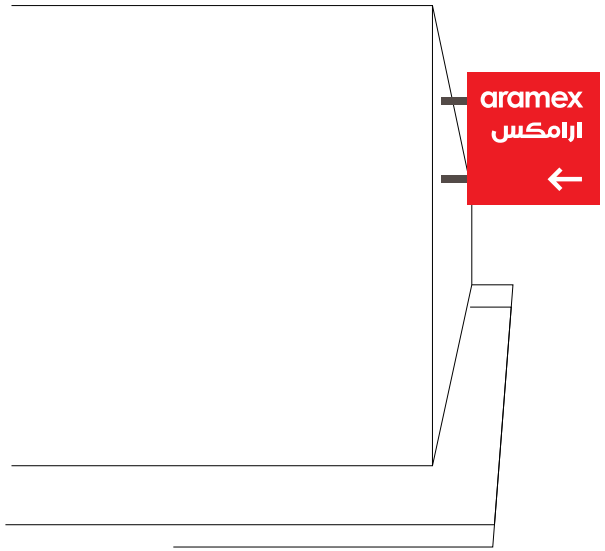
Front



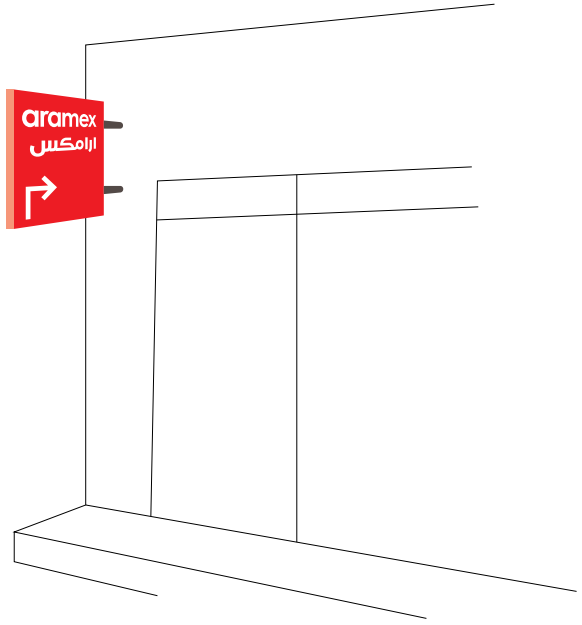
Back

Arrow options

Make sure that the arrow is always aligned to right or left of the logo. Leave some vertical space between the logo and arrow to make sure they are both clear and impactful.



Front



Back

Directional sign specifications

Material

a. Any material that allows light to shine through (like a thin sheet of plastic).

b. Sticker: only to be put on the front.

Illumination

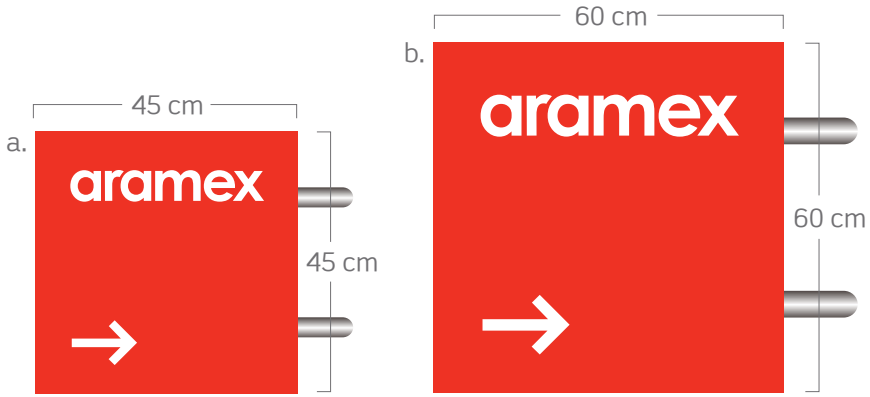
All sides are supposed to be lit. If it is not possible to light all sides, at least make sure that the front and back are lit.

The minimum distance between sign and wall is 10 cm.

Choose from one of these two sizes. Which size fits best in your case depends on the location, building size, and distance from the street.

a. 45 × 45 cm.

b. 60 ×60 cm.



Warehouses

Warehouses signs

Protruding logo

Use the protruding logo on warehouses. Please refer to page 140 and 141 for more details.

Logistics center

“Logistics Center” should be written in Scene Alt font, in black.

MATERIAL

a. For the sides, use any material that is suitable for outdoor usage and allows electricity to be used for the inside lighting (like metal).

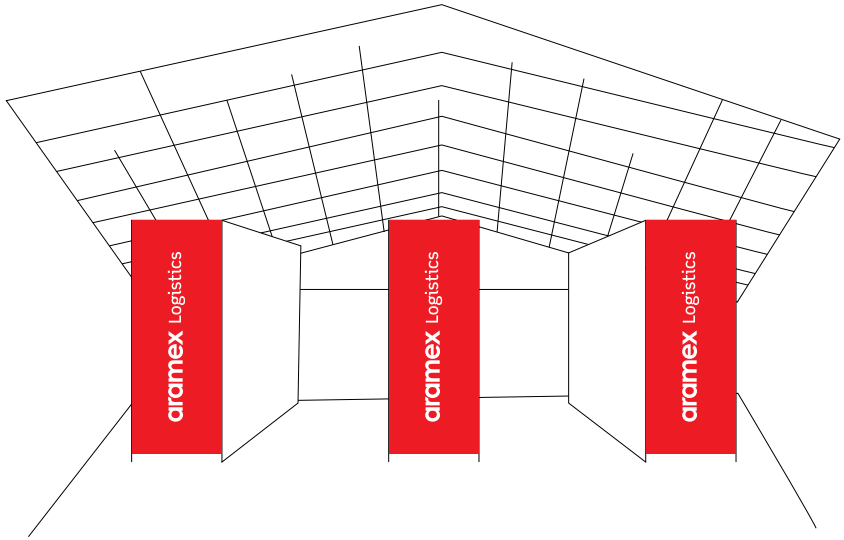
b. For the front, use any material that allows light to shine through (like a thin sheet of plastic).

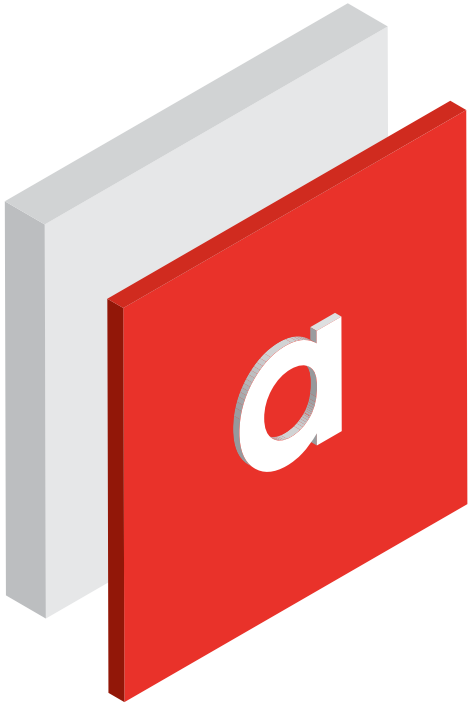
c. Red sticker on top of plastic.

Interior banners

Interior banners may be placed at the front of each shelf row.

MATERIAL
Flex or similar material.





INTERNAL SIGNAGE

Internal signage should be functional, informative, and reflect the spirit of the Aramex brand.

If the center offers the Shop & Ship service, it should be promoted inside.

Logo/brand wall 166

Area indicators 172

Office indicators 174

Desk indicators 176

Logo/brand wall

Logo/brand wall

The continuity of the logo is as important inside the service center as it is outside on the storefront.

The logo should not be redrawn. Please refer to the digital files and contact the GSO Marketing Department if you have any queries.

Old brand elements such as icons should not be used, and existing elements should be removed. Non-corporate fonts should never appear in signage inside our centers, and no other logos should be displayed.

If there is not enough space to place the signage vertically, or in cases where there is a cluttered facade, we prefer the ratio of “x:1.5x”.

INFO/SPECS

The background should be printed in the Aramex red.

The logo should be made of white acrylic with a thickness of 2 cm and applied to the background.

The name of the service center should be made from white acrylic with a thickness of 0.5 cm.

Thicknesses depend on the size of the brand wall. But under all circumstances, the thickness of the logo should be larger than the thickness of the title.

2x (min)

aramex

x

2x (min)

Service Center

y

More than 2y

1.5x (min)
aramex
x
2x (min)
ارامكس
Service Center مركز الخدمات
y
More than 2y

1.5x (min)
x
aramex
2x (min)
ارامكس
Service Center مركز الخدمات
y
More than 2y

aramex
ارامكس
Service Center مركز الخدمات

Area indicators

Area indicators

Area indicators should be made from rigid foam letters with a thickness of 0.5 cm and painted Aramex red on all sides.

Sign proportions and components (such as the letters) are fixed. They cannot be changed, redrawn, or placed in any way that deviates from the original specification.

Please consult a specialist designer to supply the components in the correct format with accurate specifications.

Office indicators

Office indicators

Signs should be made from plexiglass with rounded edges and hung from four corners with the specified metal accessories.

Printed stickers should be hung from the back of the plexiglass sheet.

The text on the sign should always be white on a red background, with the English text on top.

Desk indicators

Desk indicators

Desk indicators use an alphabet system with white letters placed on a red background, regardless of whether the numbers are digital or printed.

If the Shop & Ship service is offered at the center, it should have its own designated desk, indicated with the Shop & Ship logo.

RETAIL DESIGN SYSTEM

Introduction 180

OBJECTIVES 182
DESIGN STRATEGIES 183
BRANDING 184

How to design the Aramex service center 185

OVERVIEW 186
THE PROCESS 187

The layout 189

ZONING 194
PLANNING 201

Furniture 223

CUSTOMIZED FURNITURE 224
READY-MADE FURNITURE 280
LIGHTING & ELECTRICITY 290
ACCESSORIES 295
MATERIALS & INFRASTRUCTURE 305

Visuals & graphical elements 312

MARKETING MATERIAL 313
INFORMATIONAL SIGNS 323
CUSTOMER SUGGESTION BOX 327

Aramex booth 332

SINGLE WALL 333
FREE STANDING 341
CORNER 348

Introduction

OBJECTIVES
DESIGN STRATEGIES
BRANDING

Aramex is a customer-centric company, dedicated to exceptional customer experiences across a diverse array of touchpoints. Our brand is experienced globally, operating in over 69 countries.

This guide aims to standardize this experience, and reaffirm our values across the world.

The retail design system is a reference guide for the implementation of design solutions in any Aramex service center. It covers branding, zoning, spatial layout, external signage, and interior marketing. Employee behavior is also addressed as part of a comprehensive way of thinking of the Aramex retail presence.

People should expect the same great Aramex experience wherever they are in the world.

Objectives

The Aramex service center is an important channel to deliver our brand promise to our existing and potential customers and to our employees.

CUSTOMERS
To present the full customer experience within the Aramex service promise.

POTENTIAL CUSTOMERS
To encourage them to consider Aramex as a potential provider through excellent service standards.

EMPLOYEES
To create a comfortable working environment, as well as reinforce the brand message and corporate culture.

Design strategies

FLEXIBILITY
The ability to alter the layout as business needs change.

DURABILITY
Furniture and accessories should withstand daily use and be easy to maintain.

PRACTICALITY
No frills, no unnecessary fuss–just like Aramex. Materials are easy to implement in any store around the world, big or small, without complicated procedures.

WORKSHOP/WAREHOUSE SPIRIT
Maintaining the link to the true nature of a logistics company.

FRIENDLINESS & ACCESSIBILITY
Providing helpful, informative, and interactive elements.

Branding

Aramex is proud of its transport and operational roots and the brand underlines the practical nature of the company.

THE NAME
All service centers should be referred to as the “Aramex Service Center.”

In case of using another language, the name should be transliterated (for details please refer to the signage section).

THE DESIGN
The design has been created to evoke the spirit of a warehouse. It is not a slick or pretentious look.

Solid, honest materials create a durable and adaptable system of open plan design. This is not just a design look, but a functional attitude and concept of zoning.

aramex
Service Center

How to design the Aramex service center

OVERVIEW
THE PROCESS

Overview

The service centers are designed to be flexible for each individual context.

a. Aramex is not a standardized coffee shop or fast food location, so there is not one set product that we deliver. Rather, the design reflects the wide range of services on offer.

b. The design embraces variety and individual tailoring to different communities, environments, and backgrounds within the global vision of the company.

c. For the best solution, assess your particular customers and their most popular services. Always consult the local Aramex management to find the arrangements that most suit a particular community.

d. Stick to the spirit and guidelines of this manual and coordinate with the GSO Marketing Department.

The Aramex service center puts the community at the heart of its design.

The process

YOU ARE

A station manager

or

A customer service executive

or

An interior/ retail designer

1. ASSESS NEEDS

Contact the GSO Customer Service team for advice on this matter.

a. How many of the services need long interactions (desk services)?

b. How many need short interactions (counter services)?

c. What are your peak times?

d. What are your service segments (different groups of customers, and Shop & Ship availability)?

e. How many seats do you need in the waiting area?

f. Do you need a security desk?

g. Calculate your storage needs

h. Consider entry and access

i. Consider street visibility

2. HIRE A LOCAL INTERIOR DESIGNER/CONTRACTOR
It is always a good idea to consult with local experts.

3. PLANNING AND LAYOUT
Draft the general layout of the place and placement of the external signage and. Always consult the GSO Marketing team for evaluation.

4. DESIGN DEVELOPMENT
Develop and finalize the design, prepare drawings and 3D renders, and send to the GSO Marketing team for approval.

5. IMPLEMENTATION
Keep sending digital photos to the GSO Marketing team every step of the way to make sure things are going according to plan.

The layout

ZONING
PLANNING

This chapter will help you establish a better understanding of the spaces and functions you need to accommodate in the service center.

B 001
A 004
delivery unlimited
our services
BECAUSE THE GLOBAL MARKET NEVER SLEEPS
aramex
ارامكس
Service Center مركز الخدمات
delivery unlimited
aramex
announcement board

C 003
B 001
A 004
aramex
ارامكس
Service Center مركز الخدمات
delivery unlimited
SUPER-FAST AND CONVENIENT DELIVERIES ACROSS THE GLOBE

B 001
A 004
announcement board

ZONING

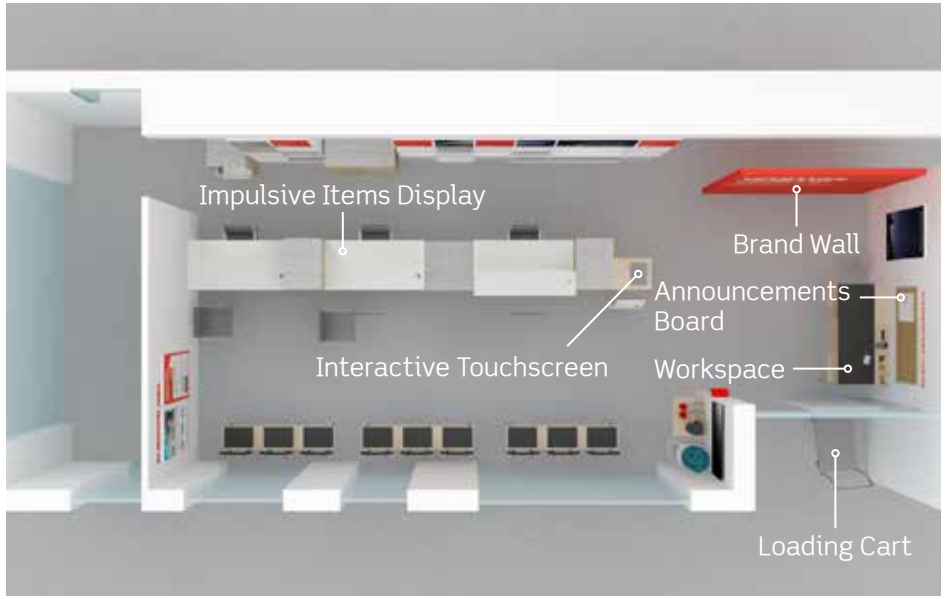
On entry

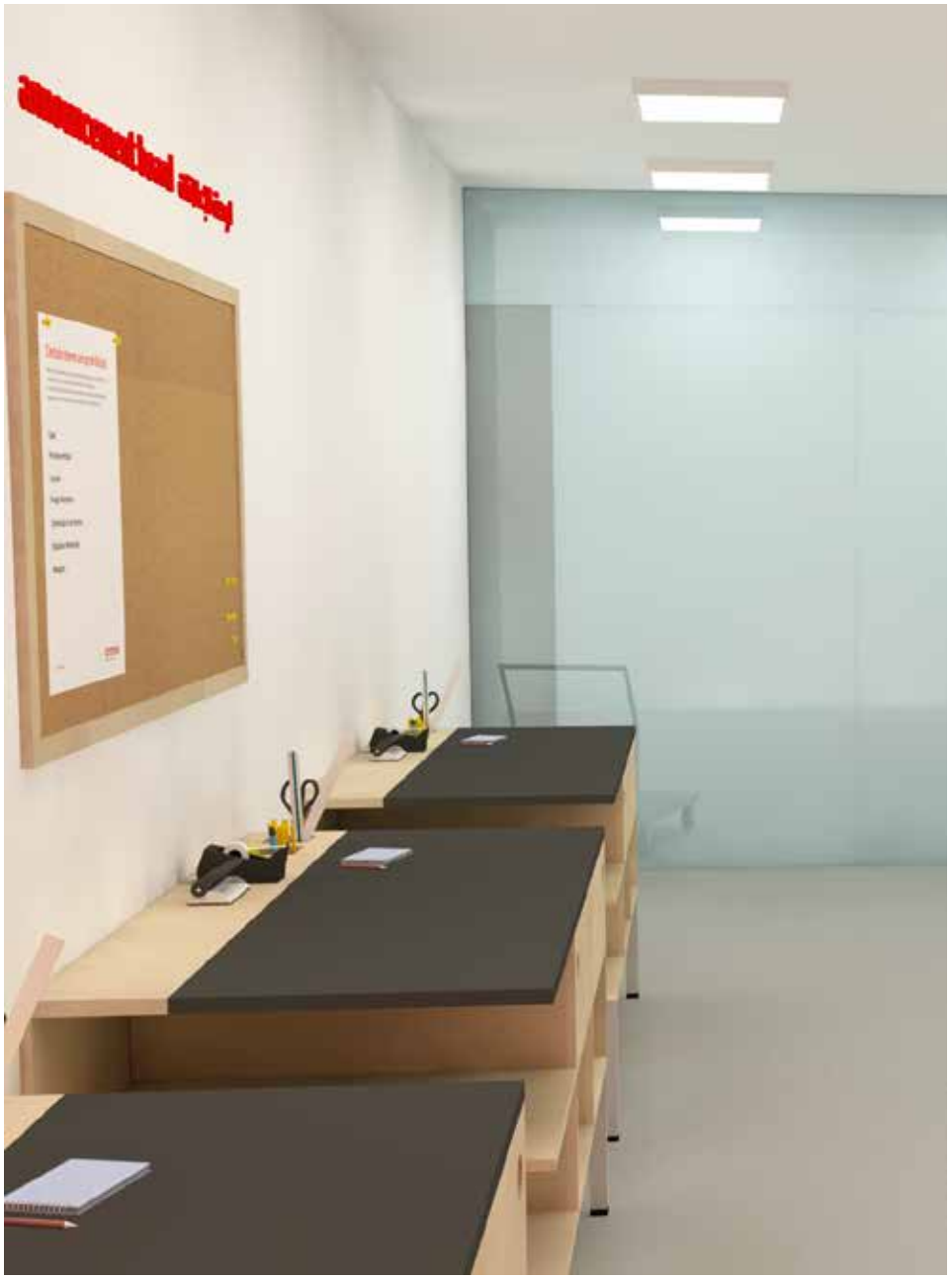
Customers first arrive into the foyer area and are presented with a brand wall. A loading cart is provided by the entrance for use by staff or customers for heavy items.

a. The workspace is for the preparing packages and completing forms with a waste bin nearby.

b. Above the preparation table, the announcements board offers a space for local, company or governmental notices.

c. There is a queue machine and an interactive touchscreen for inquiries.





announcement board لوحة الإعلانات

Waiting area

A simple waiting area with amenities on offer.

a. The community wall in this area is a chance to promote the social projects and cooperative work Aramex is involved in.

b. The ameneties area has a water dispenser and a suggestions and complaints box.

c. In some cases, an automated coffee machine could also be provided.

d. Benches offer enough seating in the waiting area. They are practical and not easily damaged.

our communi

cement board لوحة الإعلانات

Service area

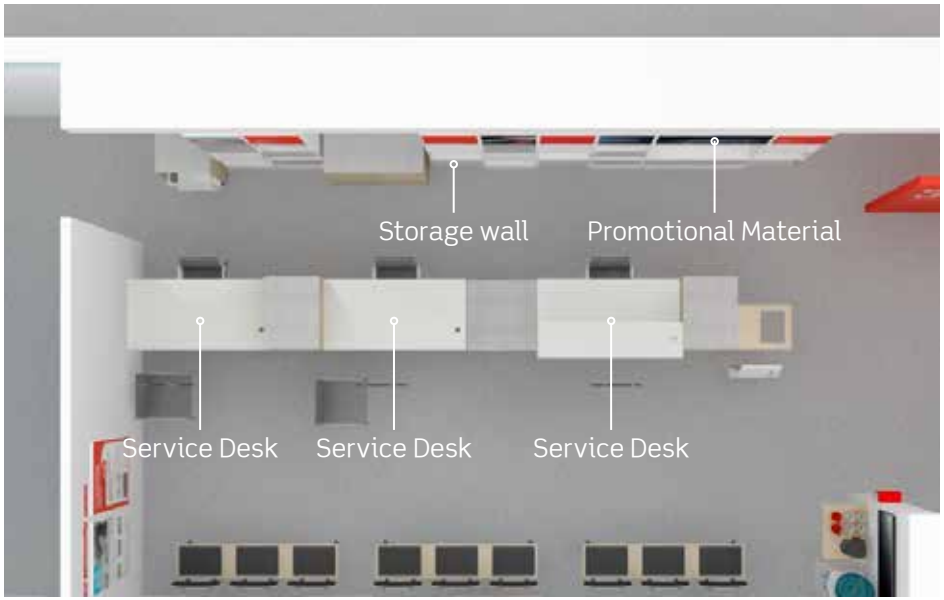
The third zone is the service area, with desk and counter service and a storage wall or a storage side board behind the Aramex team members. Each service desk provides a chair for the customer and a dividing storage separator, giving a degree of privacy from the neighboring station.

a. There is a higher standing desk by the entrance for fast track service, inspired by the fast track aisle in supermarkets.

b. There is also an inquiries desk, placed next to the information screen and queuing machine. The arrangement provides both human and electronic assistance in one place.

c. The shelving wall behind the counter is designed to provide storage for a range of different sized packages, including lockable drawers for sensitive items.

d. The wall also encompasses space for office equipment and an area for promotional material above head-height.



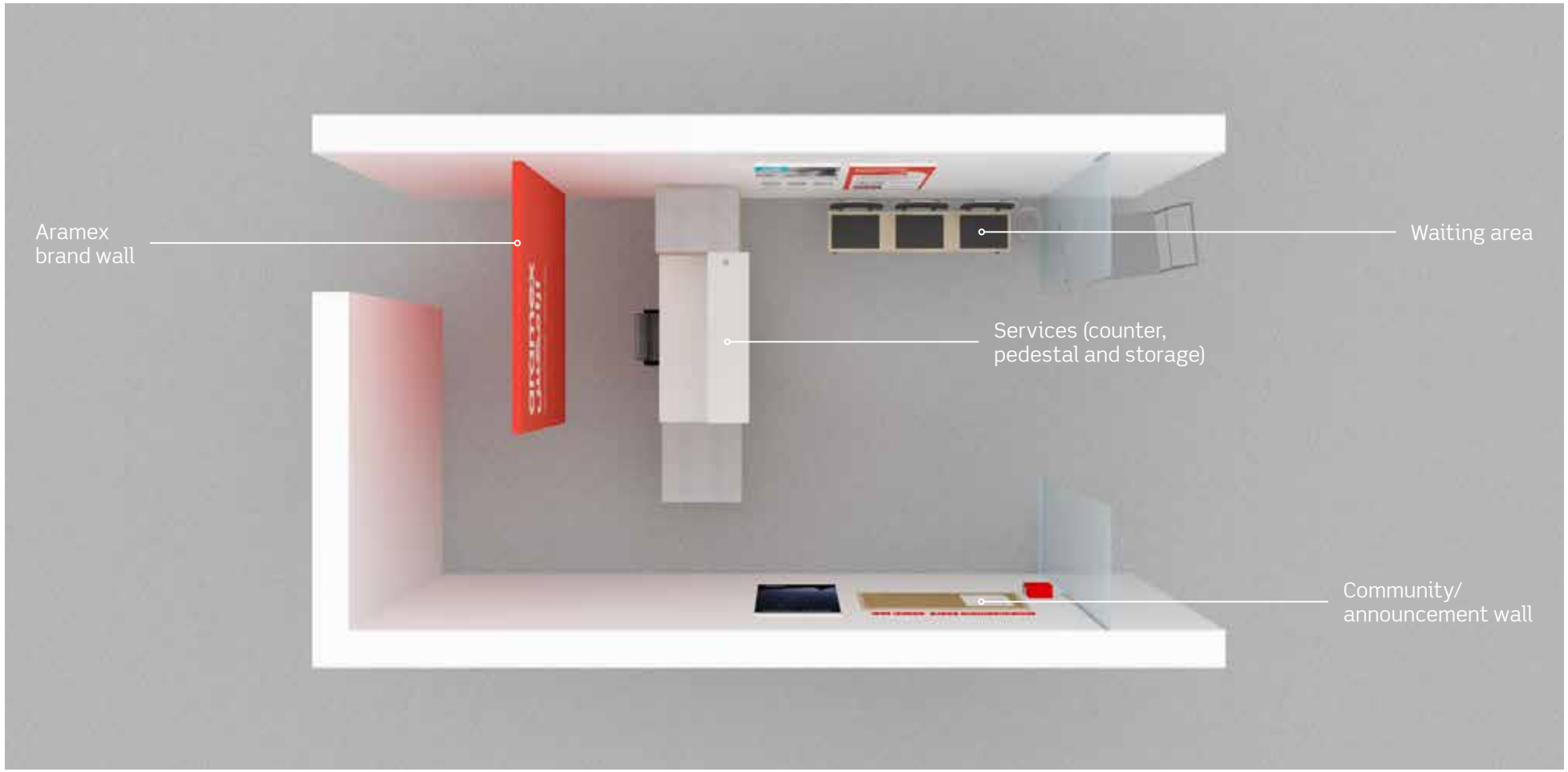
delivery unlimited
aramex
C 003
B 001
aramex

PLANNING

The service center is designed to be modular, so the concept and zoning can be applied to any size or space.

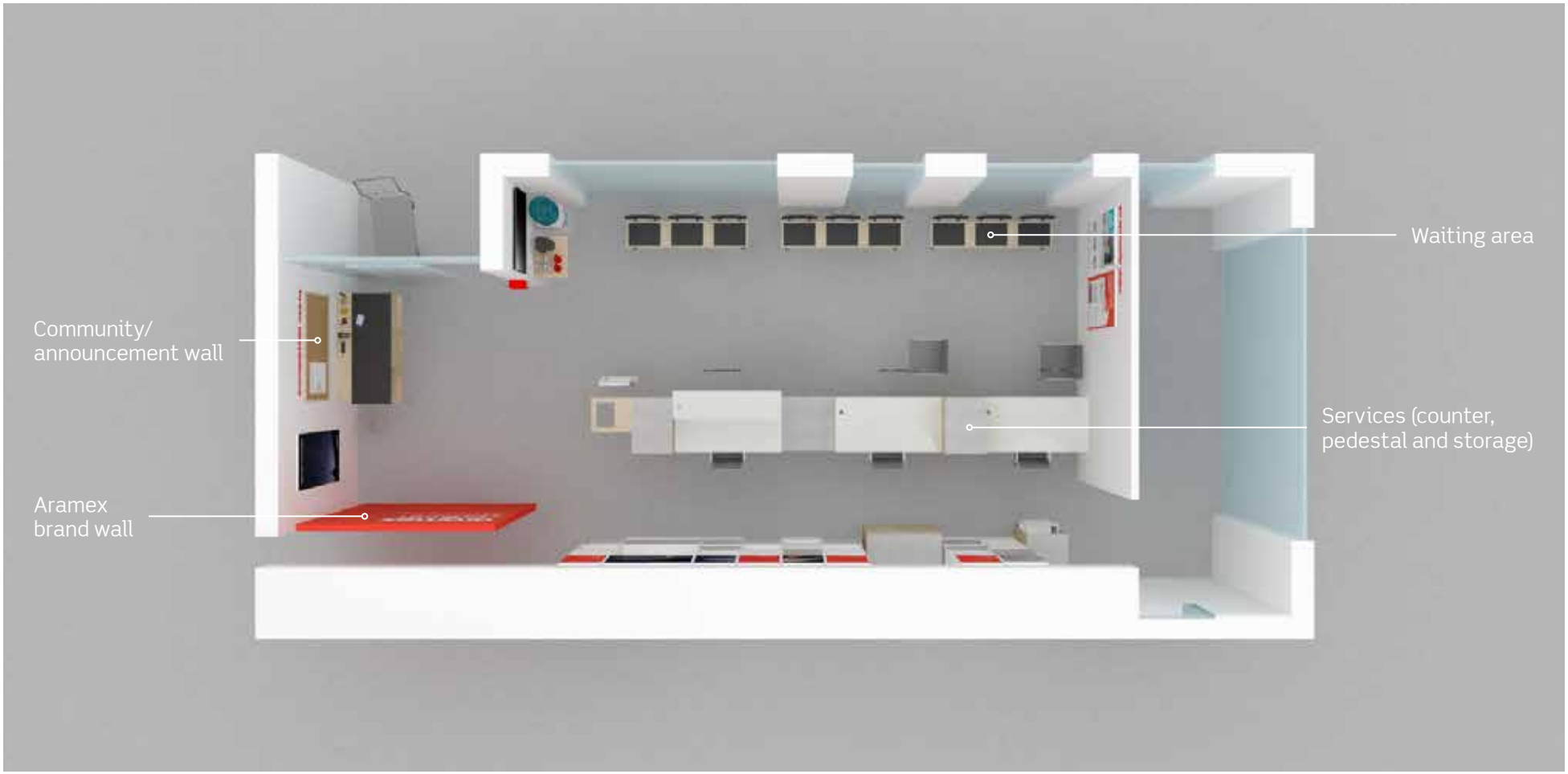
Each retail space should respect the interaction between the entry, waiting, and service areas.

Small service center



aramex
ارامكس
Service Center مركز الخدمات

Regular service center



C 003
B 001
A 004
aramex
ارامكس
Service Center

B 001
A 004
aramex
ارامكس

B 001
A 004
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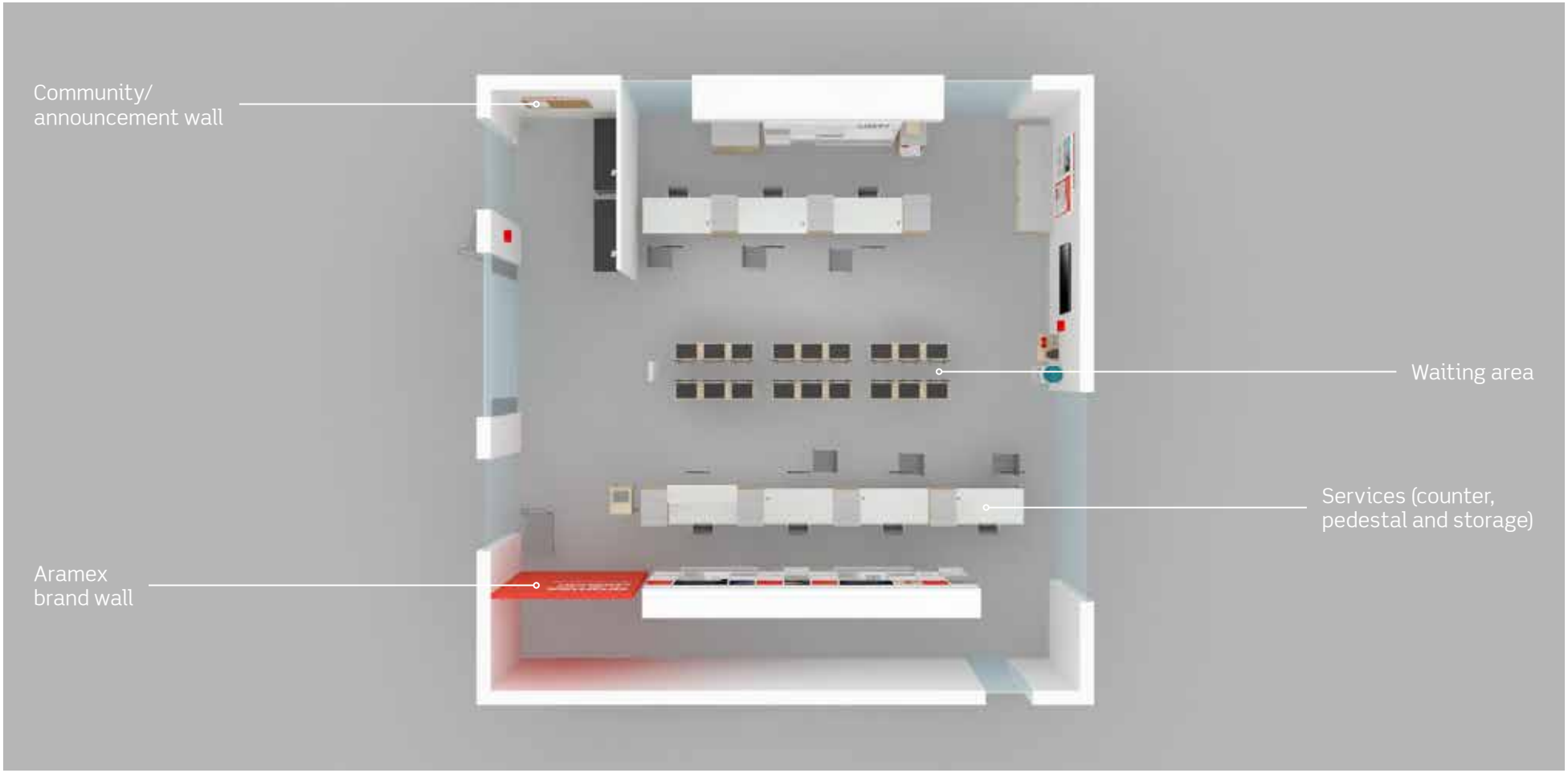
our community مجتمعنا
connecting
sustainable
ideas
aramex.org

004
delivery unlimited
our services
INTERNATIONAL EXPRESS
DOMESTIC EXPRESS
FREIGHT
E-COMMERCE
LOGISTICS

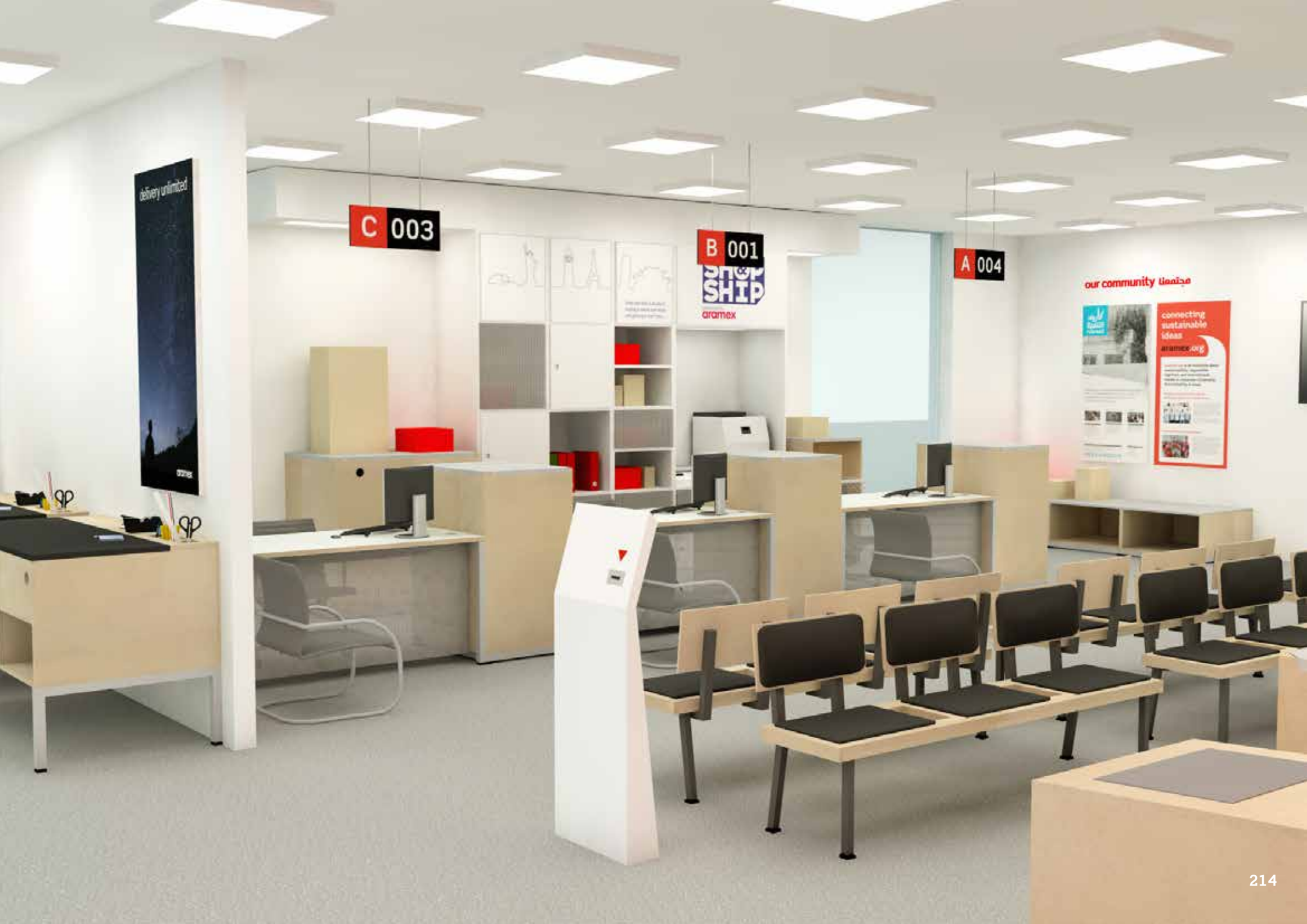
Medium service center



aramex

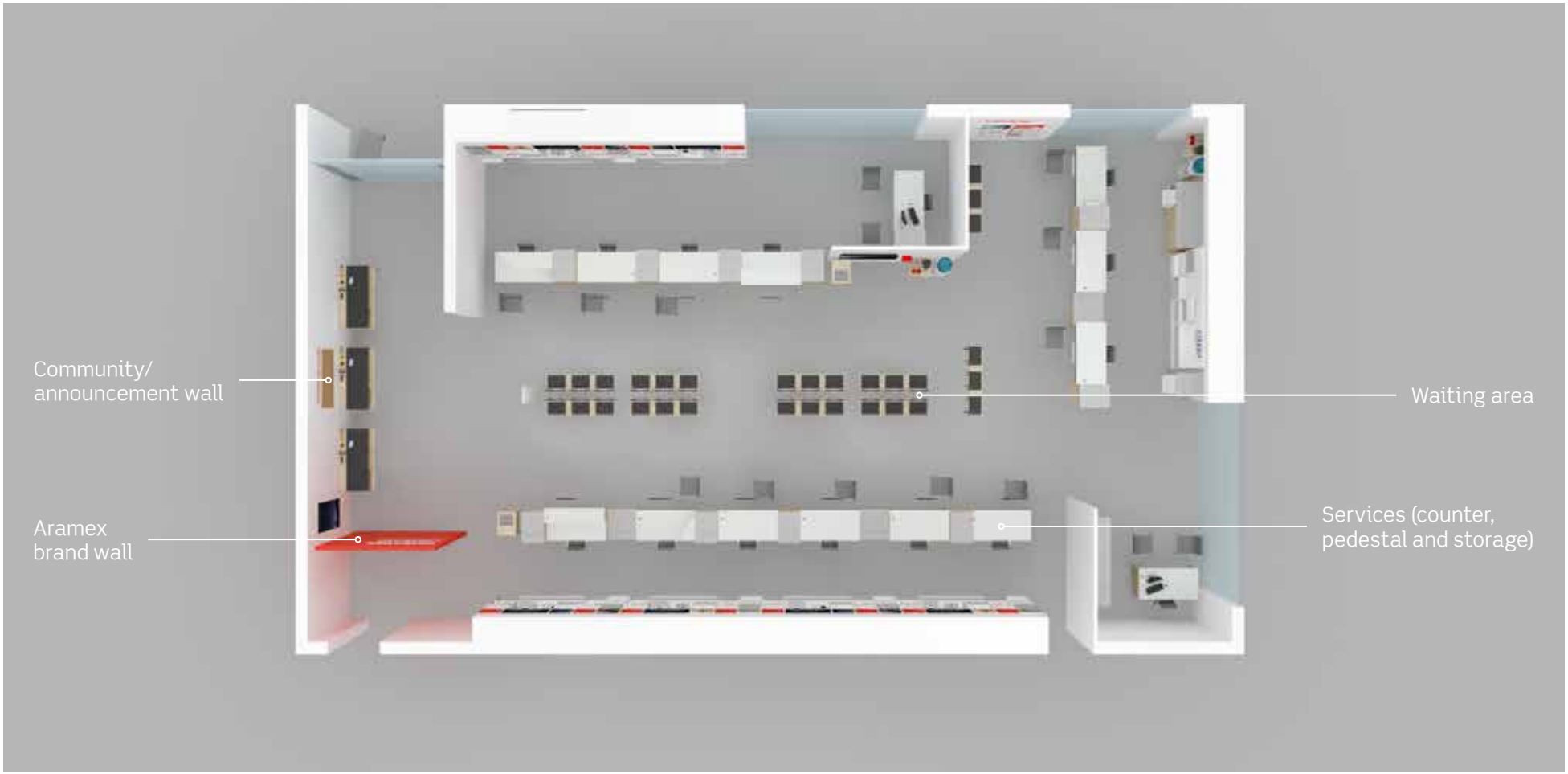
C 003
B 001
A 004
delivery unlimited
aramex
ارامكس
Service Center مركز الخدمات

delivery unlimited
aramex
A 004
our services
aramex
ارامكس
Service Center


delivery unlimited
C 003
B 001
aramex
A 004
our community مجتمعنا
connecting sustainable ideas
aramex.org

C 003
B 001
A 004

Large service center



aramex
ارامكس

B 001
A 004
aramex
ارامكس
Service Center مركز الخدمات
delivery unlimited
announcement board

B 001
A 004
A 004
B 001
A 004
announcement board

announcement board لوحة الإعلانات
A 004
B 001

community مجتمعنا
connecting
sustainable
ideas
aramex.org
C 003
B 001
A 004

SH&P SHIP
aramex
A 004
B 001
A 004
A 004

Furniture

CUSTOMIZED FURNITURE
READY-MADE FURNITURE
LIGHTING & ELECTRICITY
ACCESSORIES
MATERIALS & INFRASTRUCTURE

CUSTOMIZED FURNITURE

Modular and designed to fit into any service center at any location.

Chemicals in all forms
Explosive Materials
Weapons
aramex
ramex

Desk

Overall size: W160xD80xH72 cm.

FRONT PANEL
Material: galvanized mesh steel, not painted
Thickness: 1.5 mm.
Size: 152x64 cm.
Hole diameter: 3 mm.
Space between holes: 7 mm center to center
Paint: without paint

NOTES
a. 1 cm without holes around the edges.
b. The height between mesh and ground is 6 cm.
c. Top size should be larger than the metal fram by 2 mm from eachside (PVC thicknes)

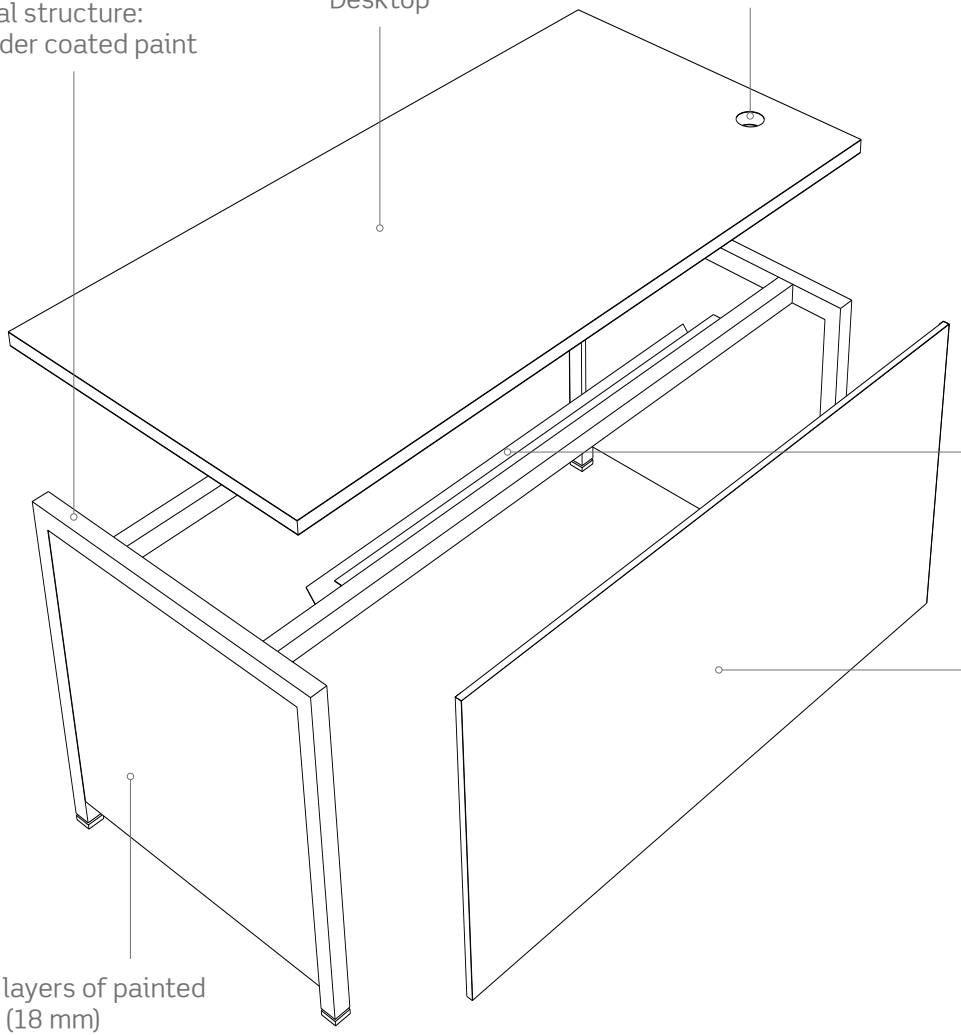
DESKTOP
Material: Medium Density Fiberboard (MDF) facing High Pressure Laminate (HPL) with scratch proof.
MDF thickness: 22 mm.
HPL thickness: 0.7 mm, print (810) cream color.
Edges: 2 mm multi plex PVC.
Accessories: plastic covers for plugs and cables, 60 mm in diameter, dark gray color.

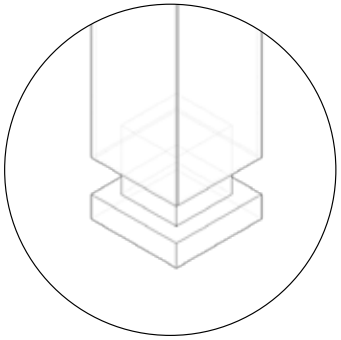
SIDE PANELS
Mesh with metal structure, made with double layers of 18 mm painted MDF.

METAL STRUCTURE
Material: painted metal tube.
Metal tube size: 40x40 mm.
Metal tube thickness: 1.5 mm.
Paint: using powder coating technology inside heated oven under 200°C.
Paint Color: Dusty Gray (RAL 7037).
Accessories: all legs are enhanced with plastic cover caps with one adjustable cap to overcome unevenness.

Size of metal structure: W160xD80xH70 cm.

Isometric

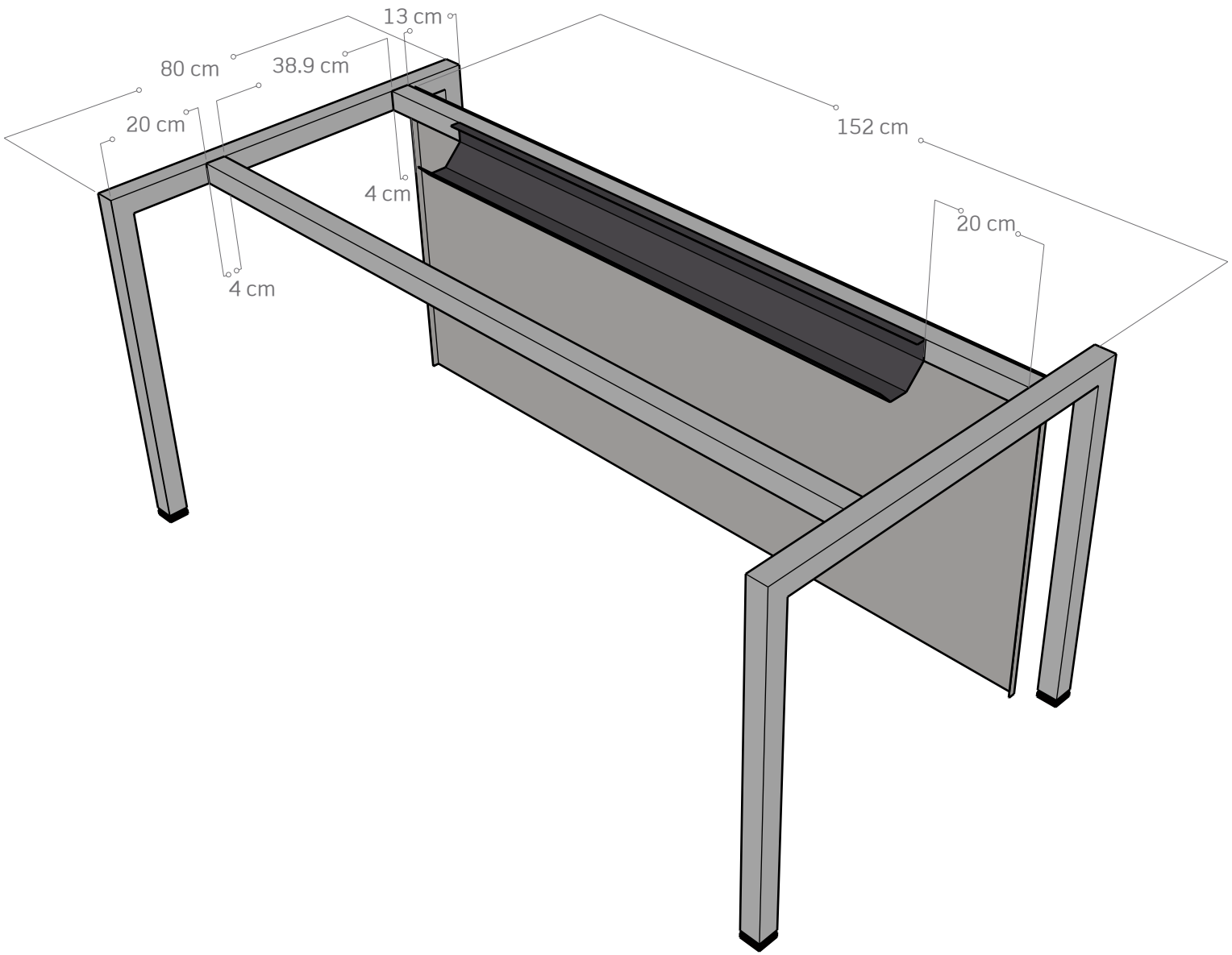




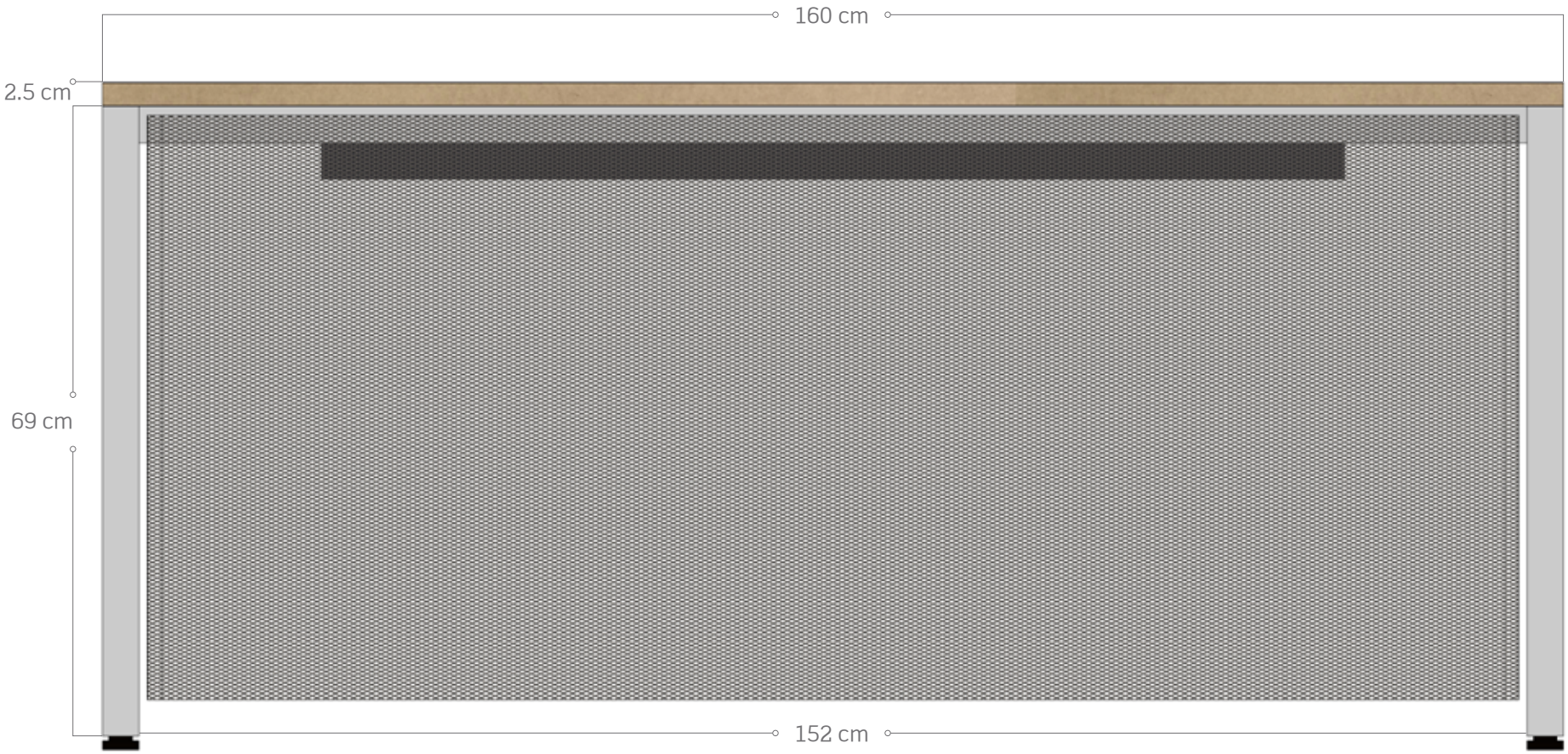
Detail

All legs are enhanced with plastic cover caps with one adjustable cap to overcome unevenness

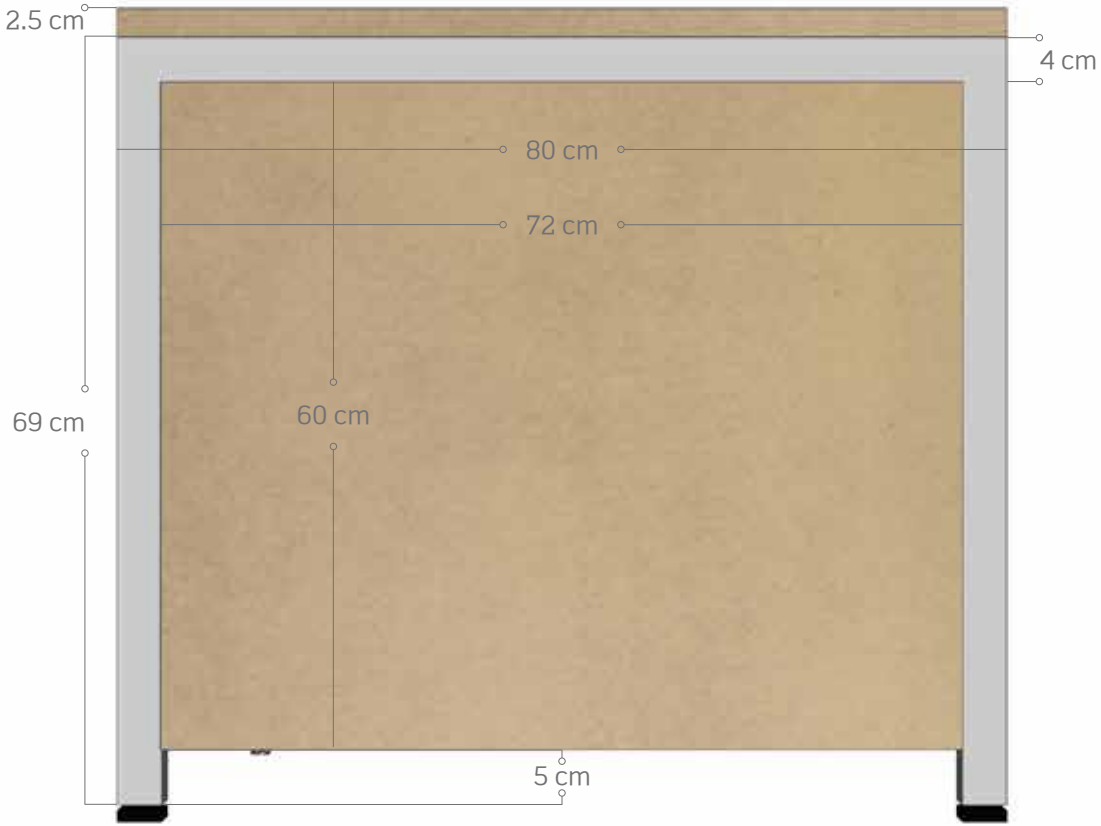
Steel structure



Front view



Side view



Counter

Overall size: W160xD80xH107 cm.

FRONT PANEL
There should be no screws visible from the front side of the counter.
Material: Medium Density Fiberboard (MDF) and galvanized steel sheet towards the bottom.
MDF thickness: 18 mm.
Galvanized sheet fixed at the lower edge of the MDF front with sunken screws from the sides, 37.5 cm in height.

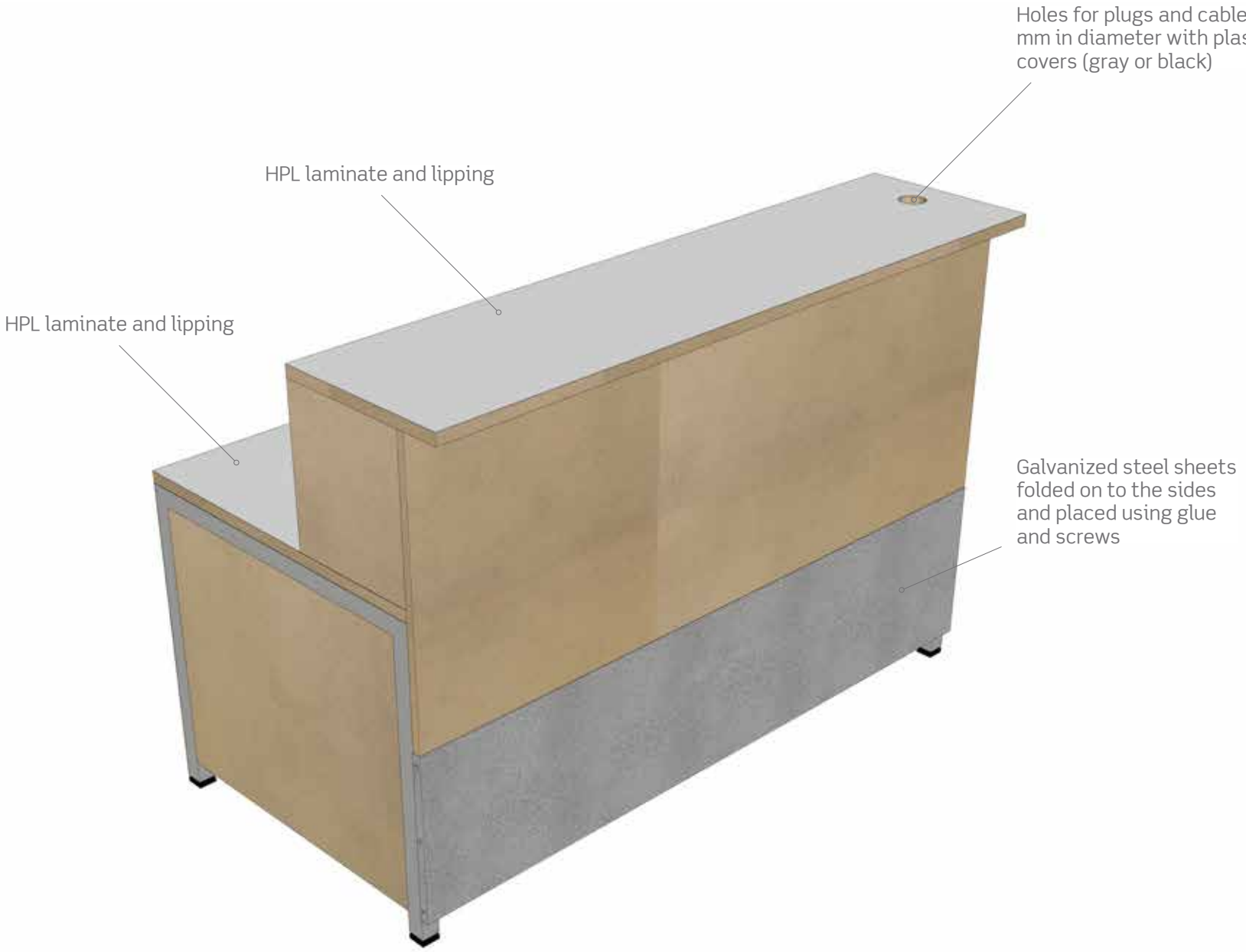
SIDE PANELS
Flish with metal structure, made with double layers of 18 mm Painted MDF.

COUNTER TOP AND DESK TOP MATERIAL
Material: Medium Density Fiberboard (MDF) facing High Pressure Laminate (HPL), scratch proof.
MDF thickness: 22 mm.
HPL thickness: 0.7 mm, print (810) cream color.
Edges: 2 mm multi plex PVC.
Accessories: plastic covers for plugs and cables;
60 mm in diameter.

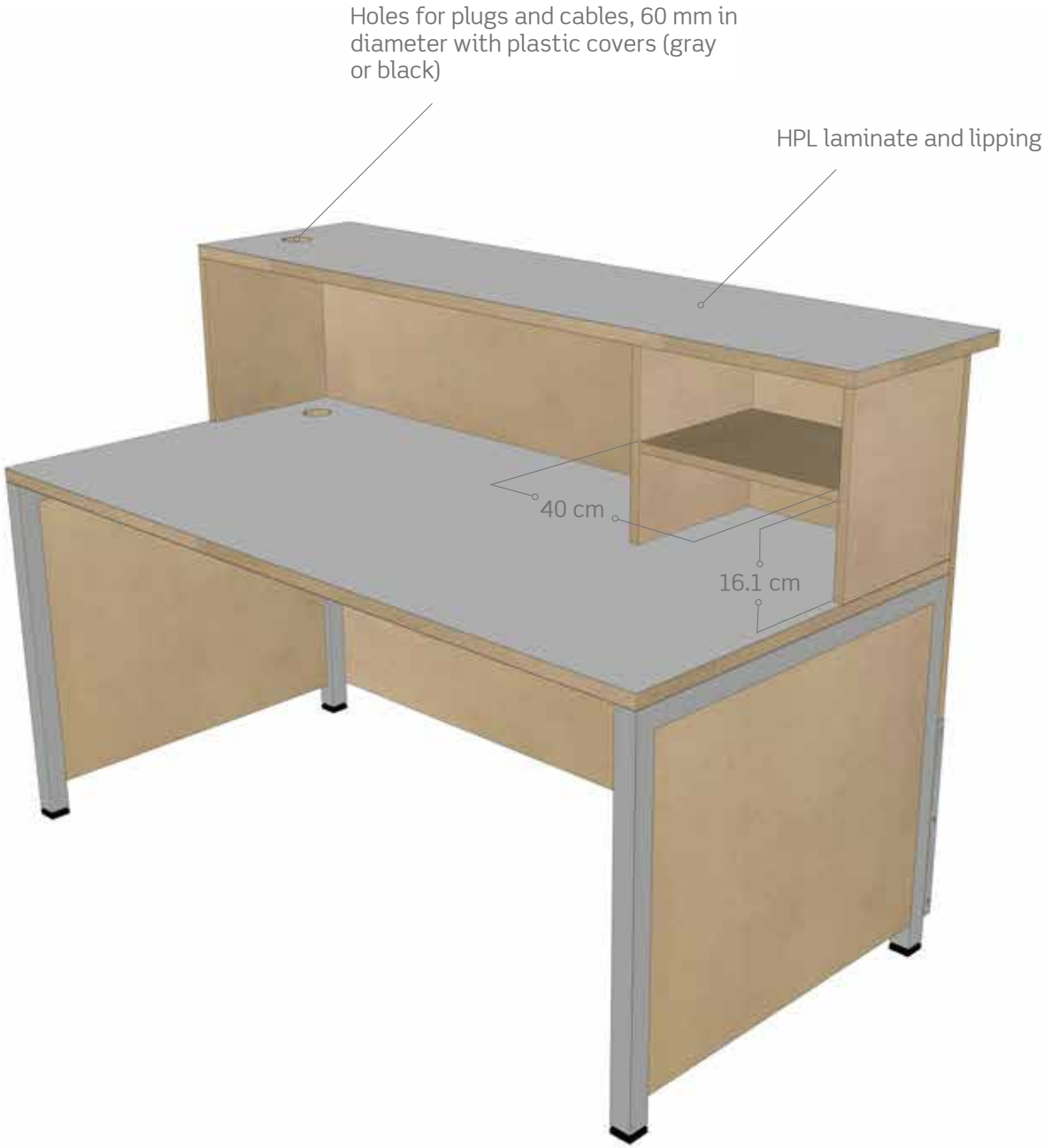
METAL STRUCTURE
Material: painted metal tube.
Metal tube size: 40x40 mm.
Metal tube thickness: 1.5 mm.
Paint: using powder coating technology inside heated oven under 200°C.
Paint Color: Dusty Gray (RAL 7037).
Accessories: all legs are enhanced with plastic cover caps with one adjustable cap to overcome unevenness.

Size of metal structure: W160xD80xH70 cm.

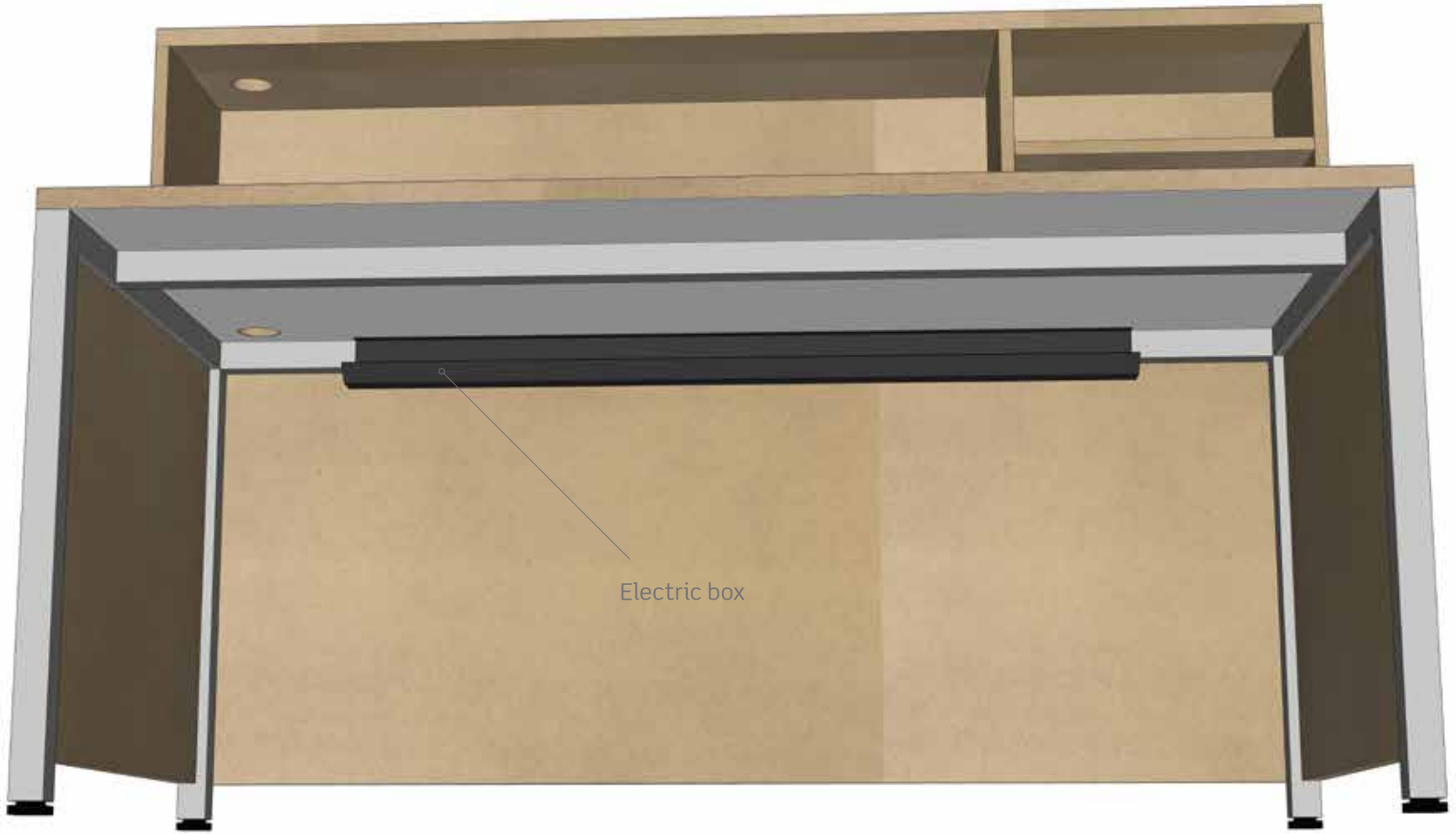
Front view


Holes for plugs and cables, 60 mm in diameter with plastic covers (gray or black)
HPL laminate and lipping
HPL laminate and lipping
Galvanized steel sheets folded on to the sides and placed using glue and screws

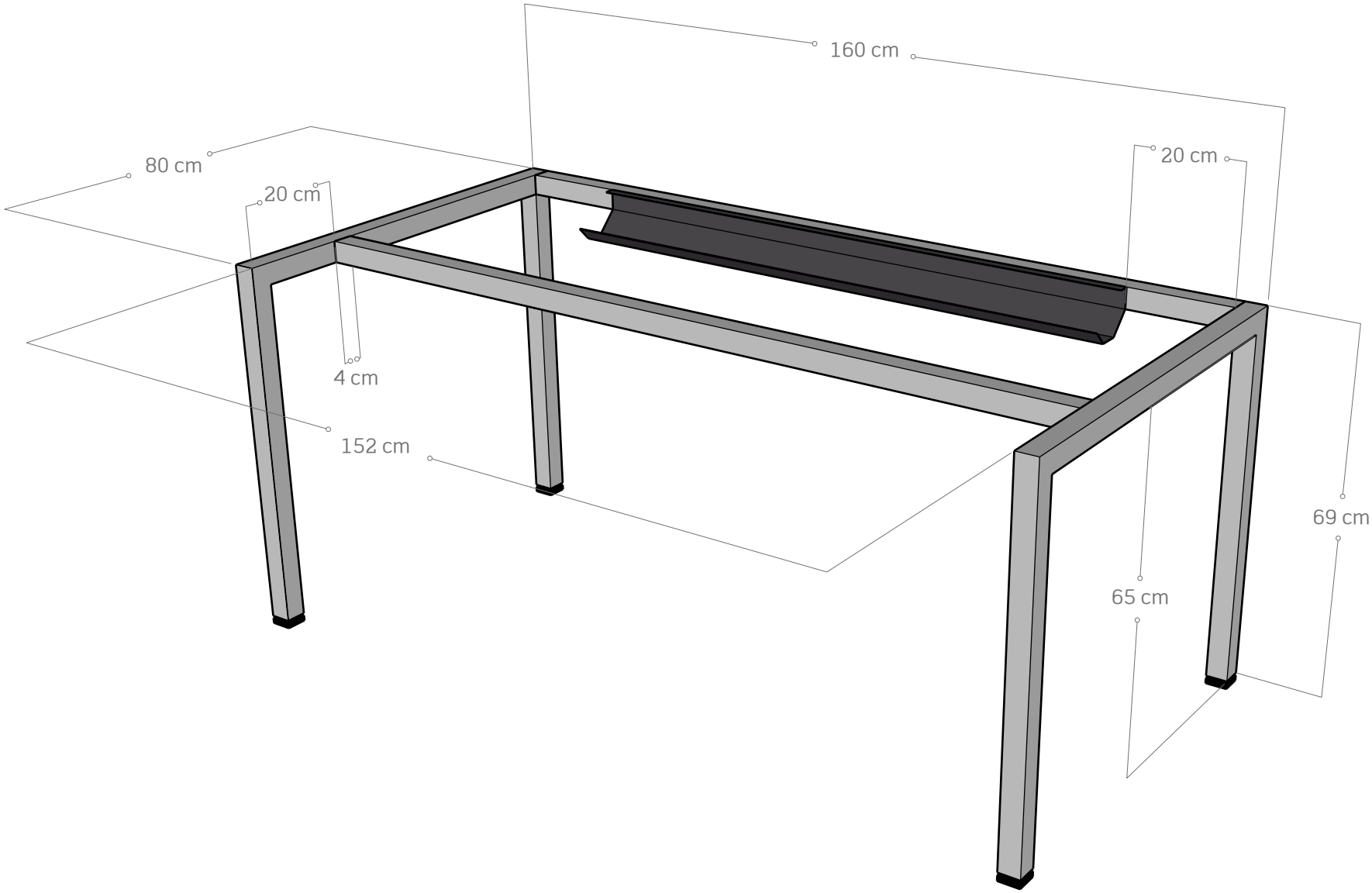
Rear view


Holes for plugs and cables, 60 mm in diameter with plastic covers (gray or black)
HPL laminate and lipping
40 cm
16.1 cm

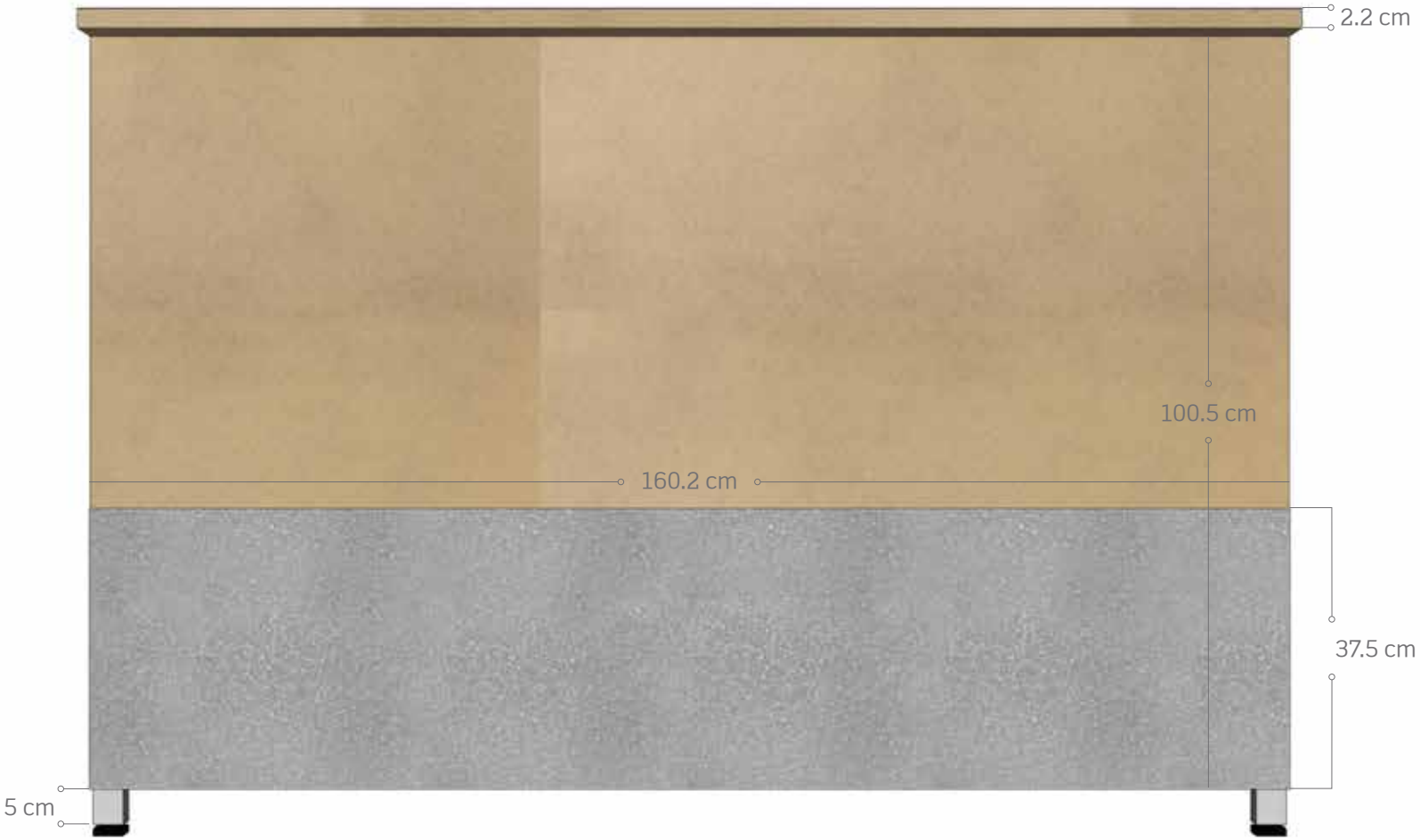
Bottom view



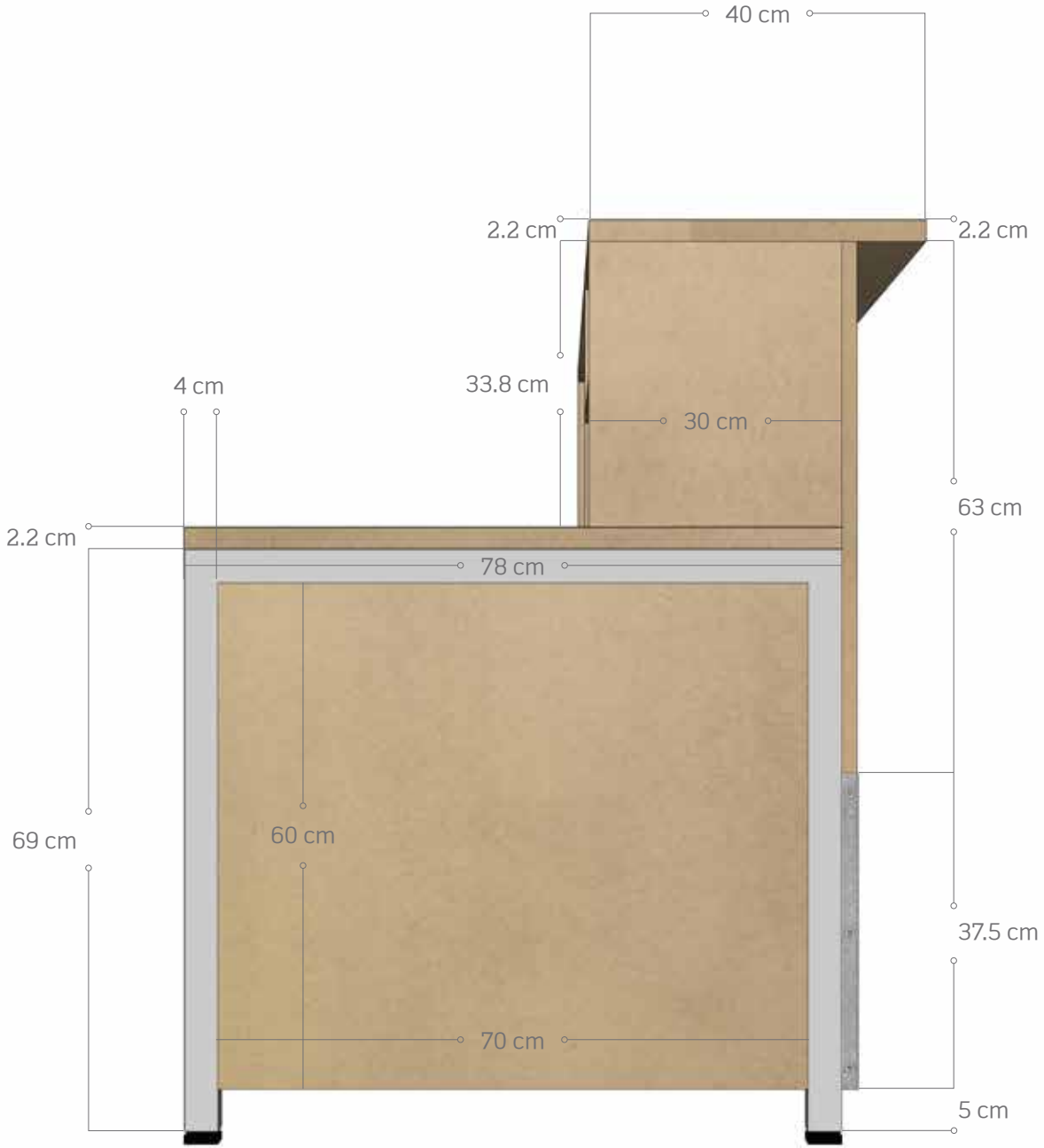
Structure



Front elevation



Side elevation



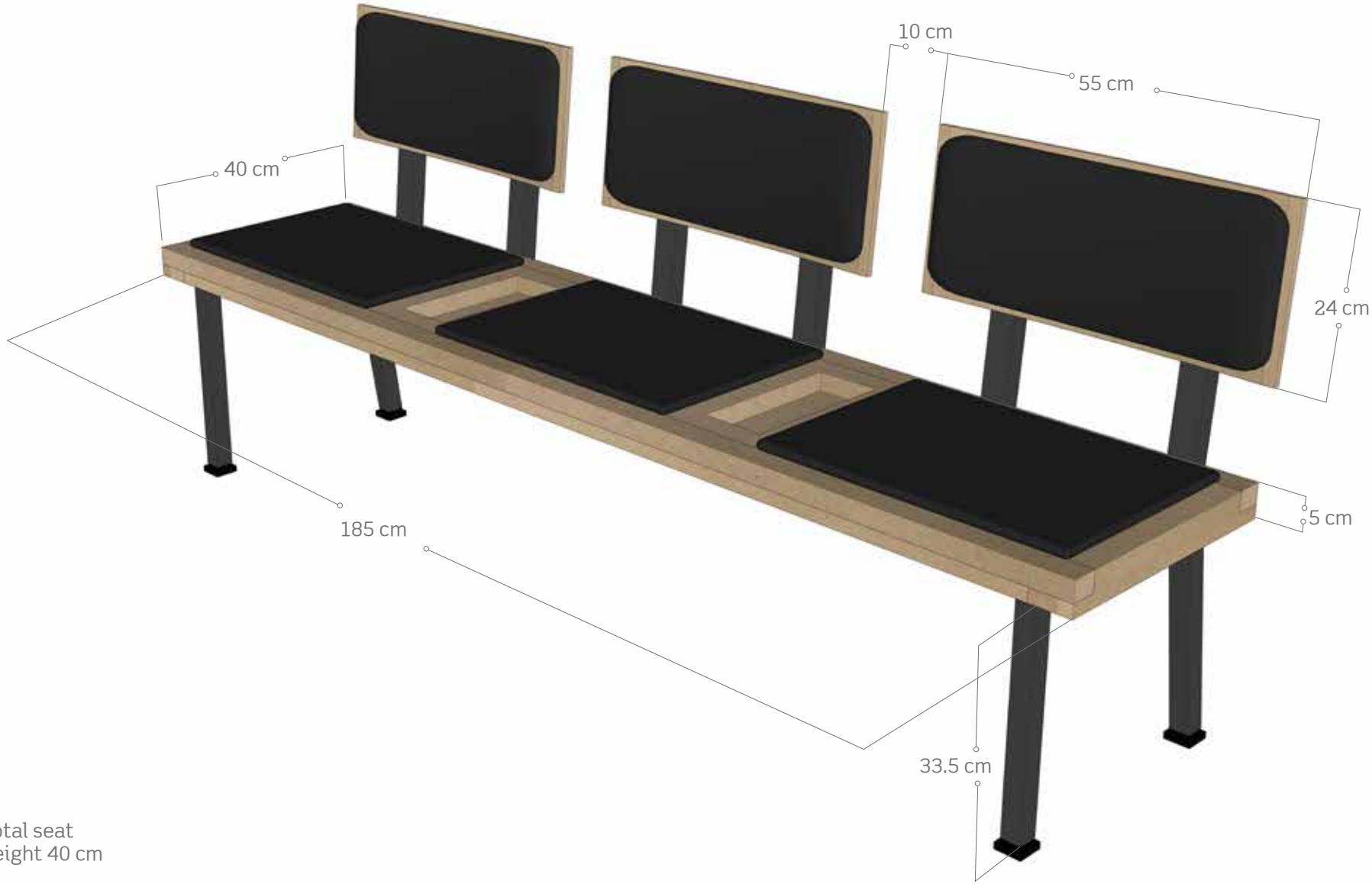
Waiting bench

Overall size: W185.45xD50xH79 cm.
Seat height: 40 cm.

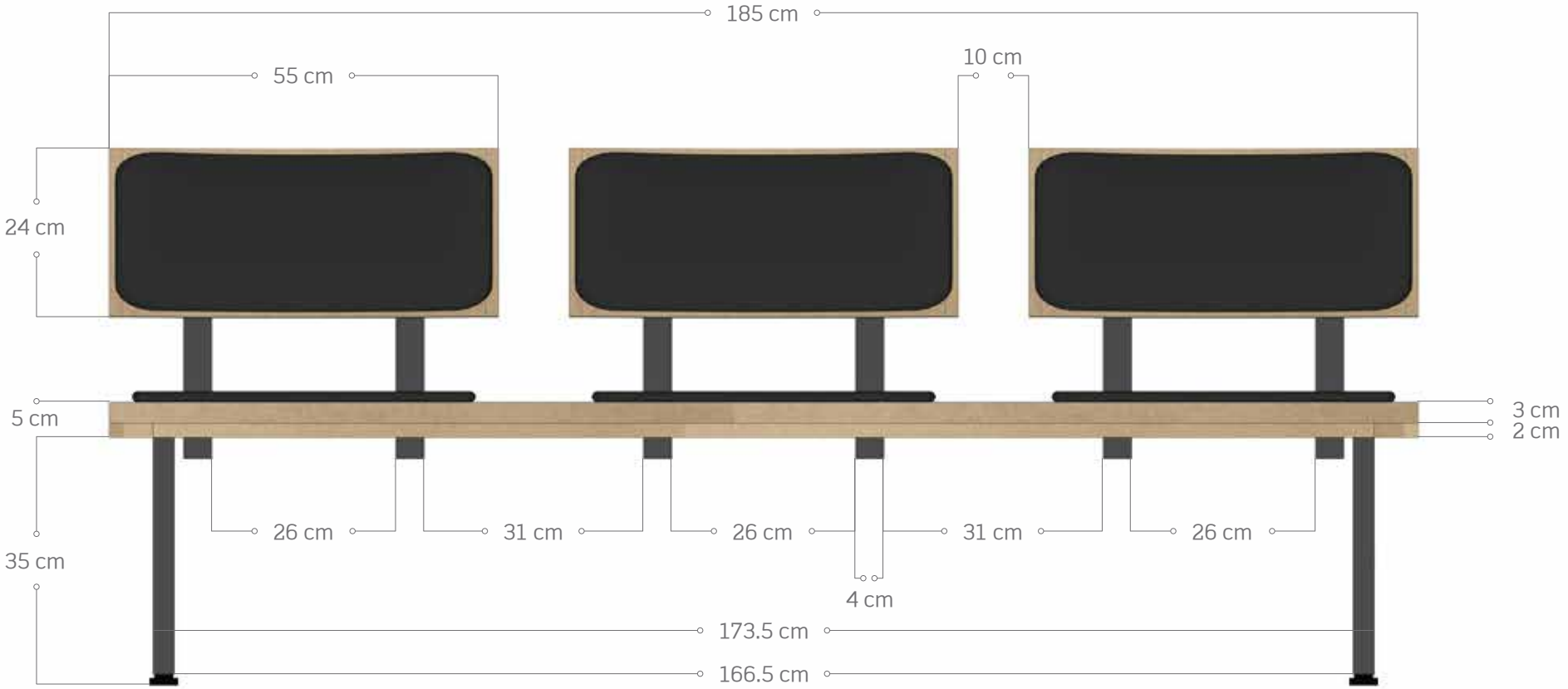
NOTE
In some cases, local customs and traditions require gender separation. In such cases, we advise supplying more than one bench or using single seats instead.

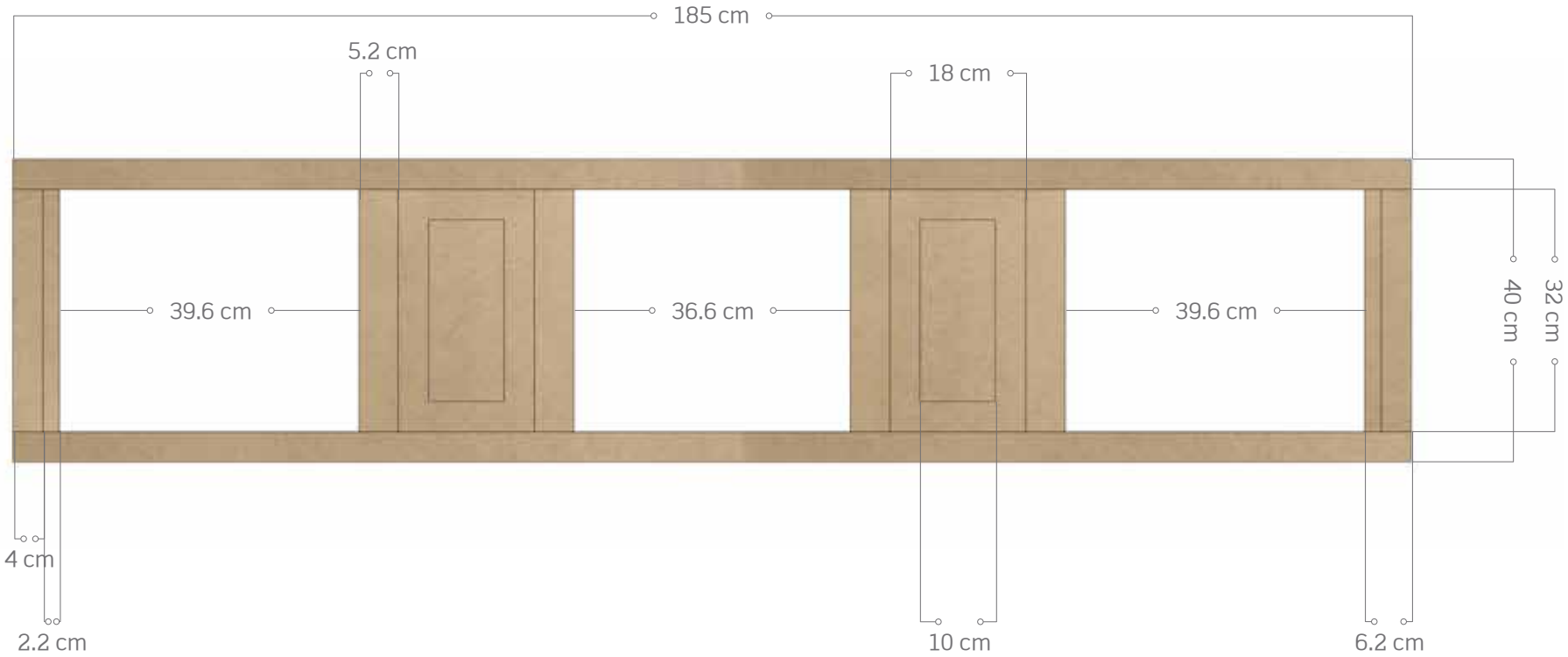
WOODEN SEAT & BACK
Material (preferred option): solid beech wood strips.
Paint: coated with sealer paint to protect the wood from mold and moisture.

METAL STRUCTURE
Material: painted metal tube.
Metal tube size: 40x40 mm.
Metal tube thickness: 1.5 mm.
Paint: using powder-coating technology inside heated oven under 200°C.
Color: Dusty Gray 7037.
Accessories: all legs are enhanced with plastic cover caps with one adjustable cap to overcome unevenness.



Total seat
height 40 cm

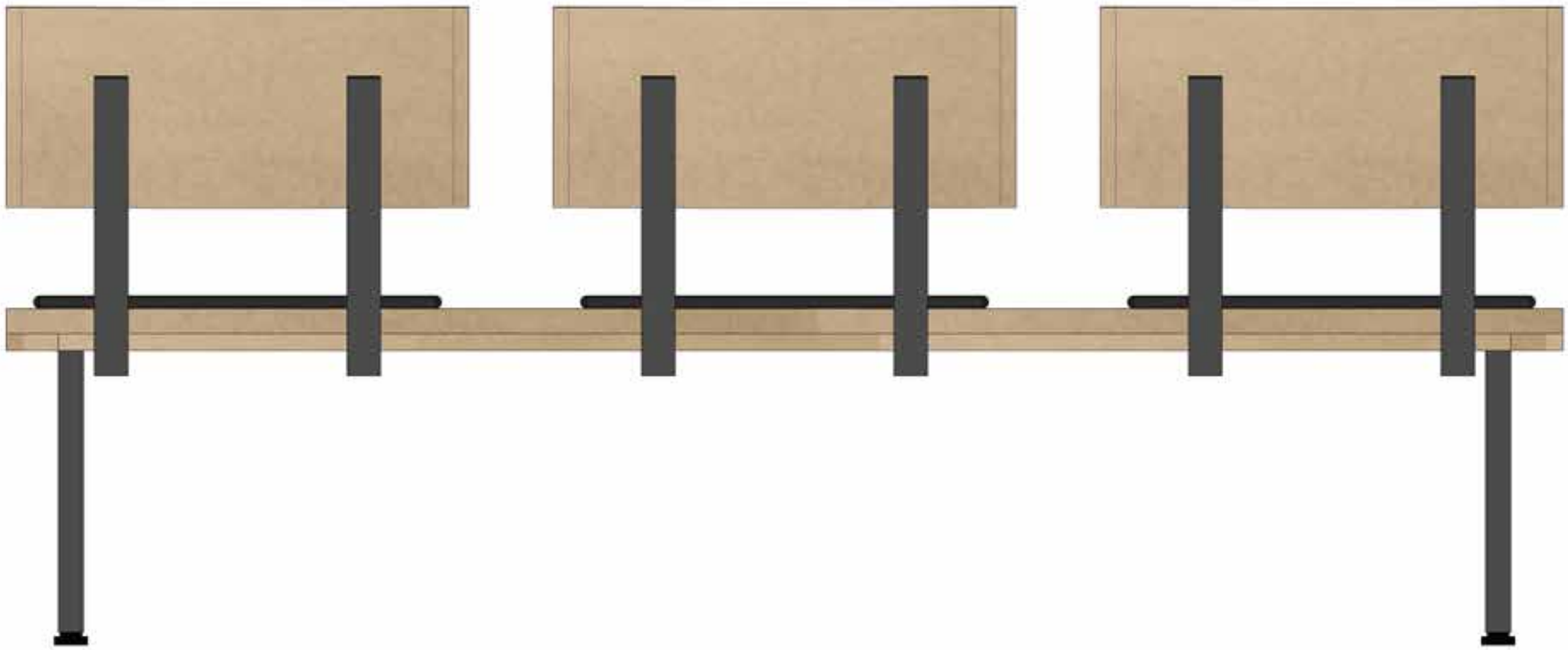

185 cm
55 cm
10 cm
24 cm
5 cm
3 cm
2 cm
26 cm
31 cm
26 cm
31 cm
26 cm
35 cm
4 cm
173.5 cm
166.5 cm



View
from top

185 cm
172.6 cm
166.6 cm
39.6 cm
36.6 cm
39.6 cm
40 cm
32 cm
2 cm
2 cm
28.4 cm
28.4 cm
6.2 cm

Top view



Back elevation

Preparation table

Overall size: W160xD80xH90 cm

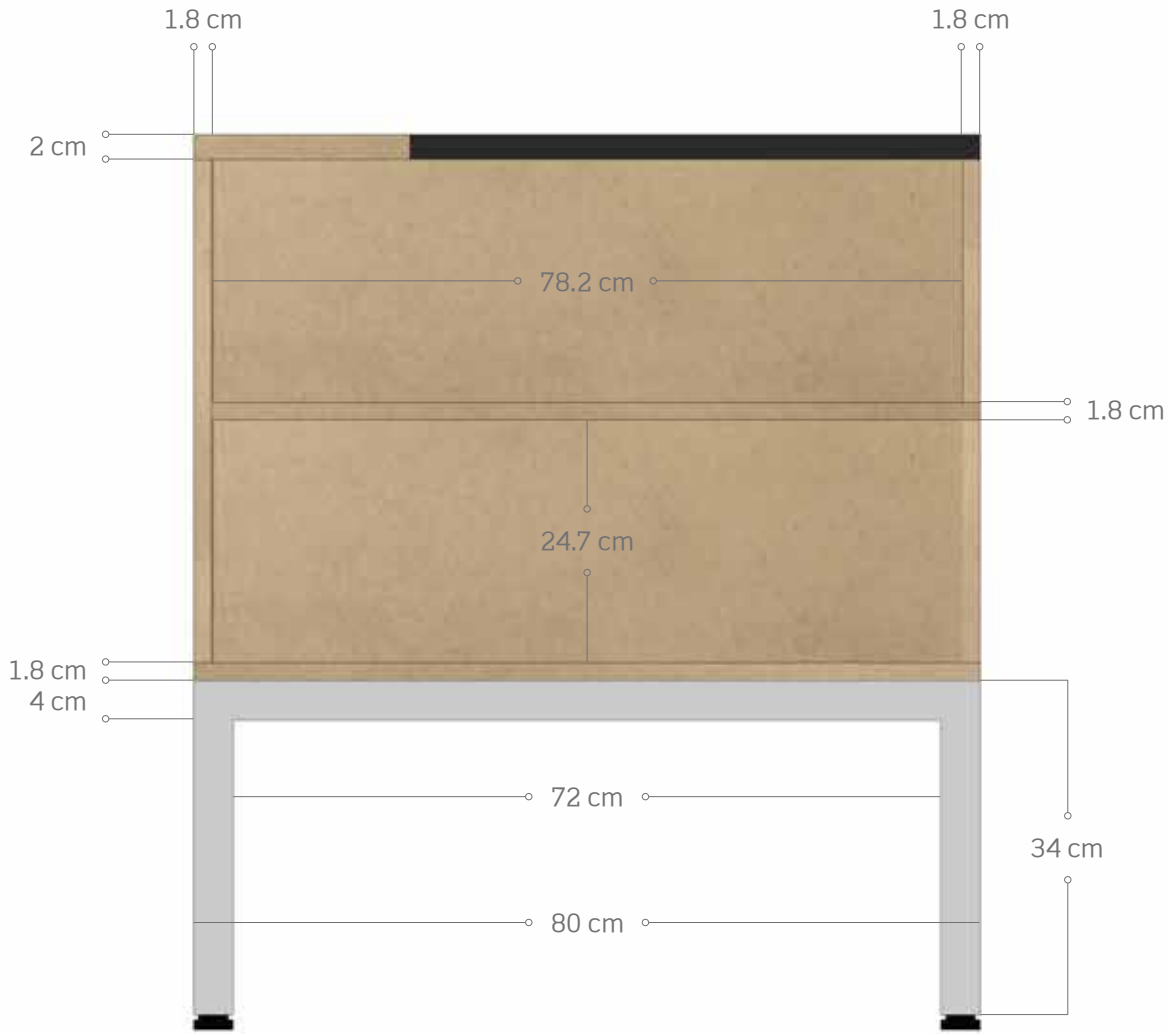
DESKTOP
Material: Medium Density Fiberboard (MDF) facing High Pressure Laminate (HPL), scratch proof (charcoal color)
MDF thickness: 22 mm.
Galvanized steel thickness: 1.5 mm.
Treatment: coated with sealer paint to protect the wood from mold and moisture.

WOODEN CASE
Material: Medium Density Fiberboard (MDF).
MDF thickness: 18 mm.
Treatment: shall be coated with sealer paint to protect the wood from mold and moisture.

METAL STRUCTURE
Size W160xD80x35H cm.
Material: painted metal tube.
Metal tube size: 40x40 mm.
Metal tube thickness: 1.5 mm.
Paint: using powder coating technology inside heated oven under 200°C.
Paint color: Dusty Gray (RAL 7037).
Accessories: all legs are enhanced with plastic cover caps with one adjustable cap to overcome unevenness.

Top view

Front elevation



Side elevation

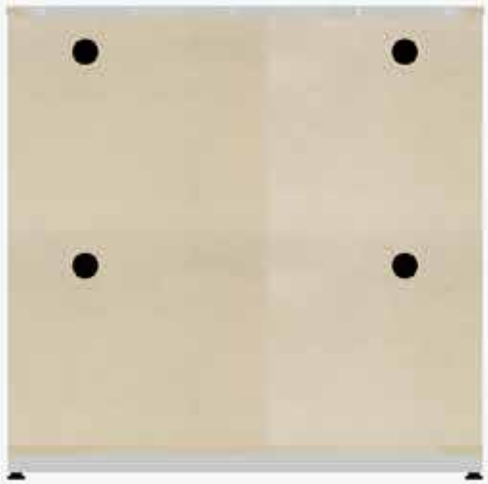
Desk storage units

DESK STORAGE TOP
Material: Medium Density Fiberboard (MDF) covered with Galvanized steel.
MDF Thickness: 22 mm.
Galvanized steel Thickness: 1.5 mm.
Treatment: shall be coated with sealer paint to protect the wood from mold & moisture.

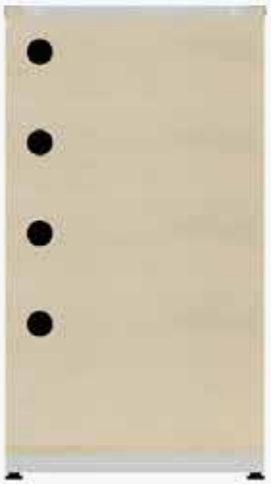
WOODEN ASE & DRAWERS FRONT
Material: Medium Density Fiberboard (MDF).
MDF thickness: 18 mm.
Treatment: coated with sealer paint to protect the wood from mold and moisture.

METAL STRUCTURE
Material: painted metal tube.
Metal tube size: 40x40 mm.
Metal tube thickness: 1.5 mm.
Paint: using powder coating technology inside heated oven under 200°C.
Paint Color: Dusty Gray (RAL 7037).
Accessories: all legs are enhanced with plastic cover caps with one adjustable cap to overcome unevenness.

NOTE: the same design can be adopted incase of a tochscreen mount (table), please contact the GSO for more details.



MODULE A
Large storage
drawers



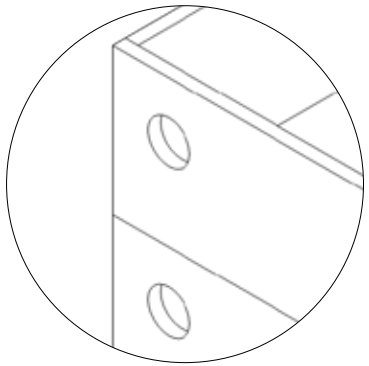
MODULE B
Small storage
drawers

MODULE C
Trolley storage
with drawer

MODULE D
Trolley storage

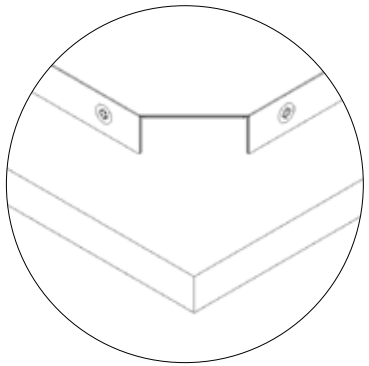
MODULE E
Pedestal

MODULE A
Large storage drawers



Detail 1

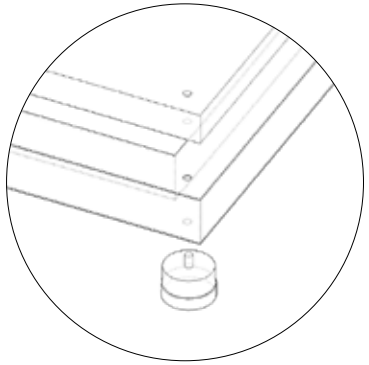
Circular hole, 40 mm in diameter



Detail 2

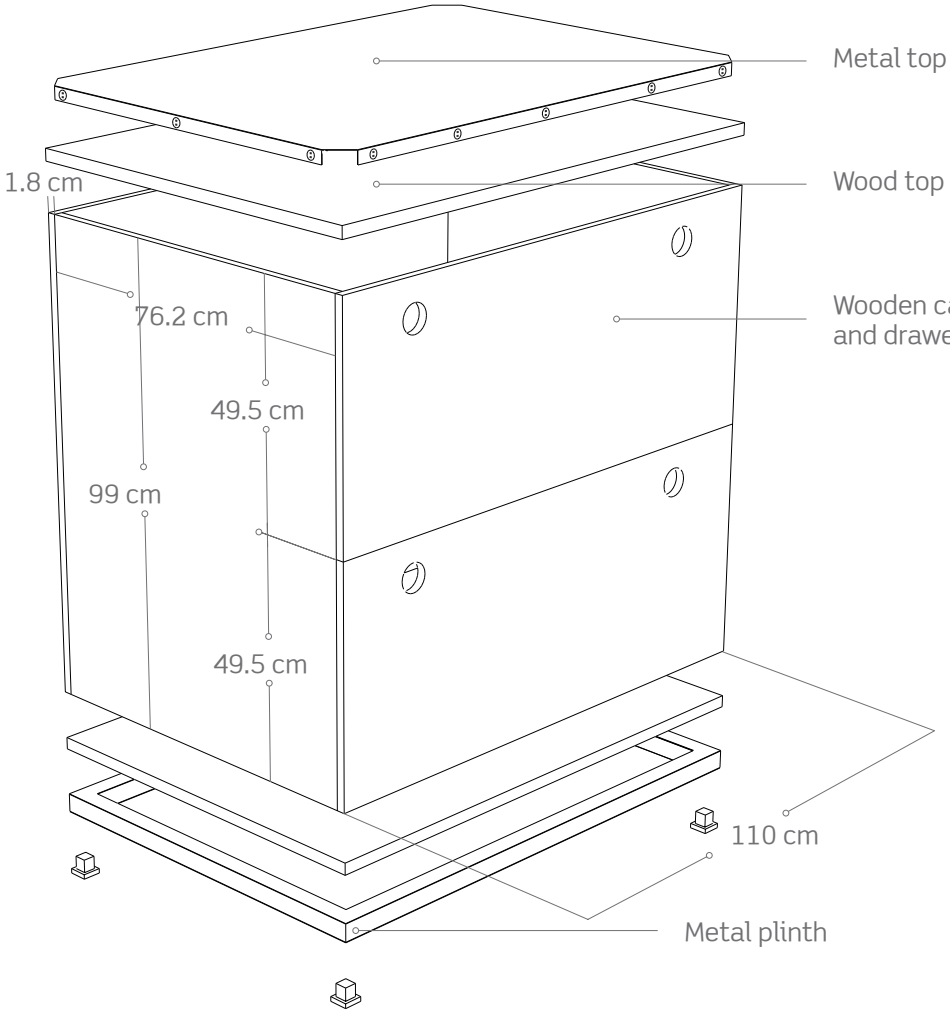
The wooden top is coated with sealer paint to protect the wood from mold and moisture.

An underlay layer should be used between the wooden top and the galvanized sheet (to avoid the denting of the meatl surface)

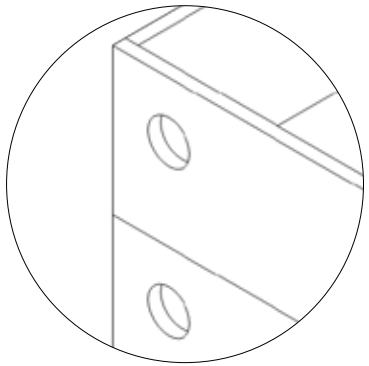


Detail 3

The assembly of metal plinth and the wooden base should be concealed

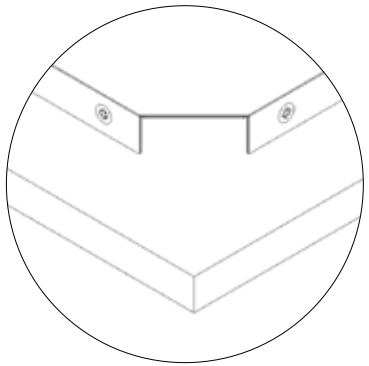


MODULE B
Small storage drawers



Detail 1

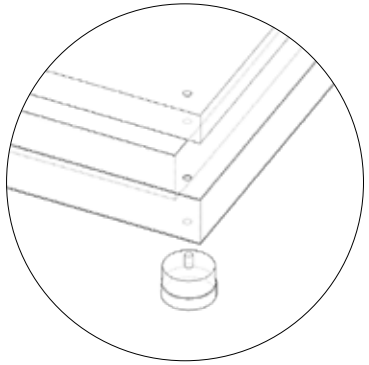
Circular hole, diameter 40 mm



Detail 2

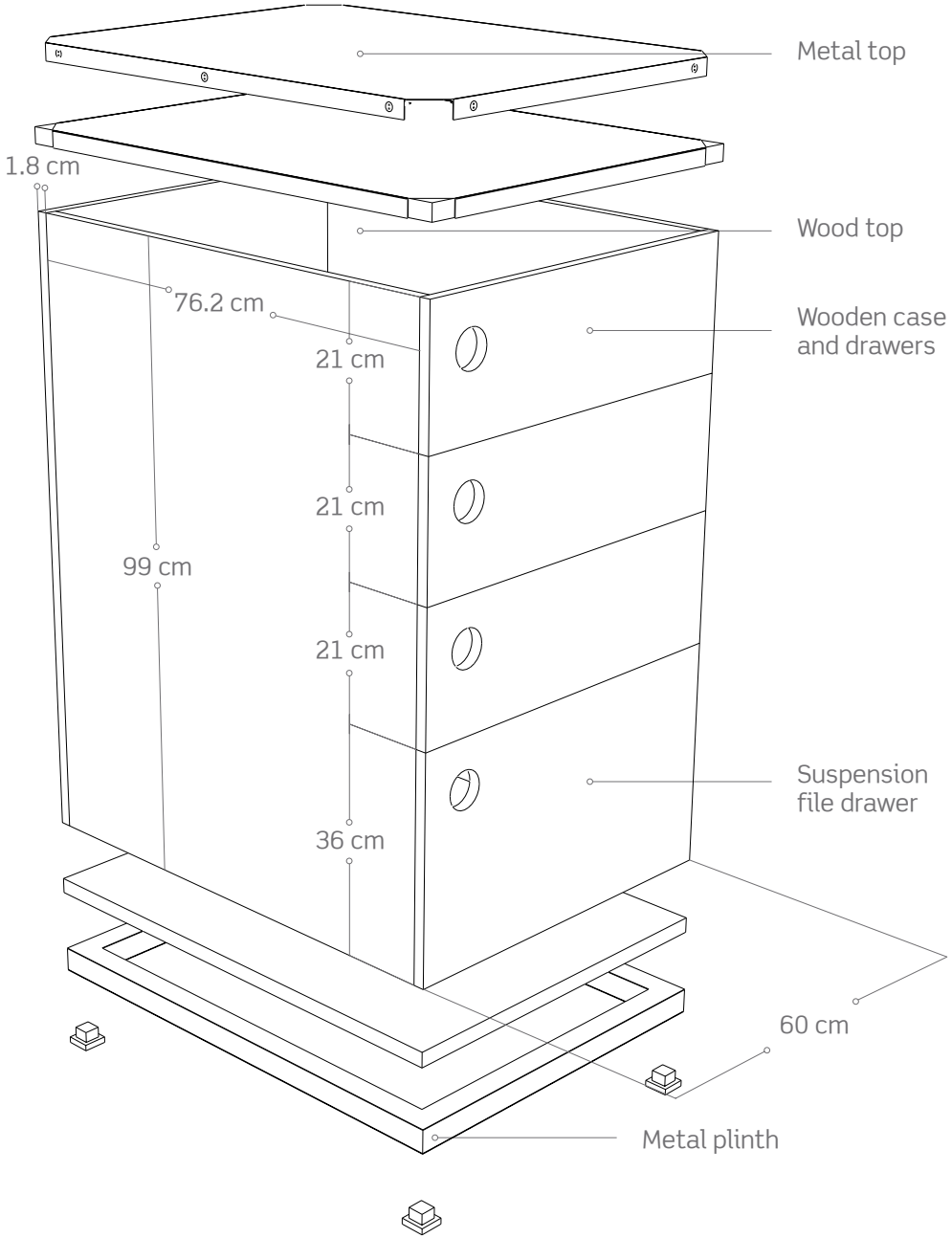
The wooden top is coated with sealer paint to protect the wood from mold and moisture.

An underlay layer should be used between the wooden top and the galvanized sheet (to avoid the denting of the meatl surface)

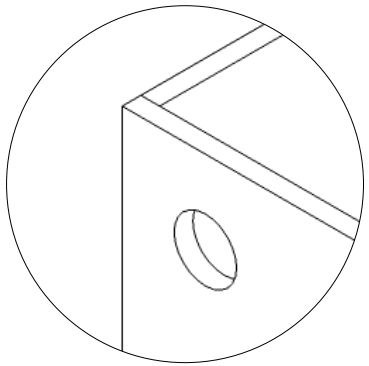


Detail 3

The assembly of metal plinth and the wooden base should be concealed

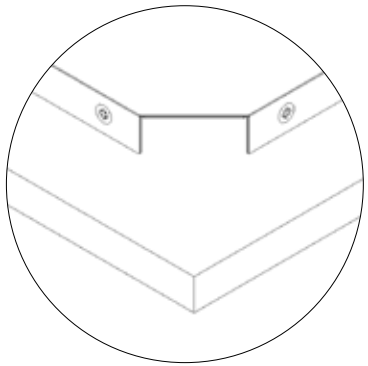


MODULE C
Trolley storage
with drawer



Detail 1

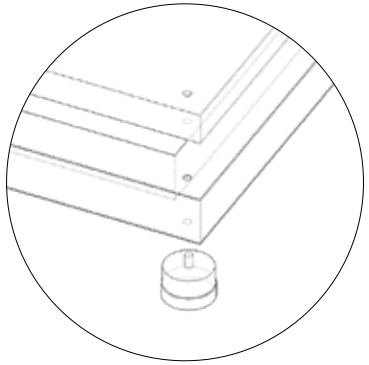
Circular hole, diameter 40 mm



Detail 2

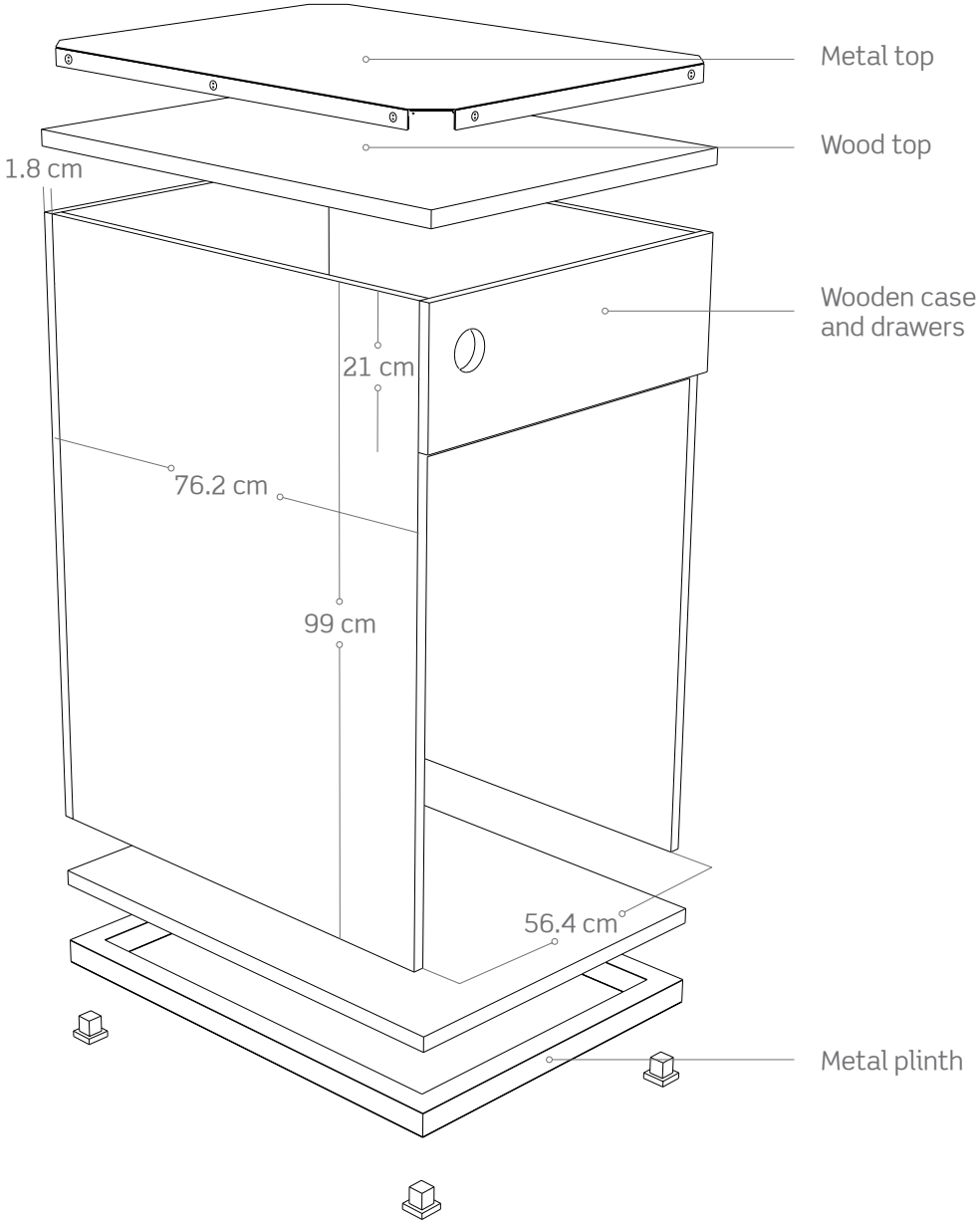
The wooden top is coated with sealer paint to protect the wood from mold and moisture.

An underlay layer should be used between the wooden top and the galvanized sheet (to avoid the denting of the meatl surface)

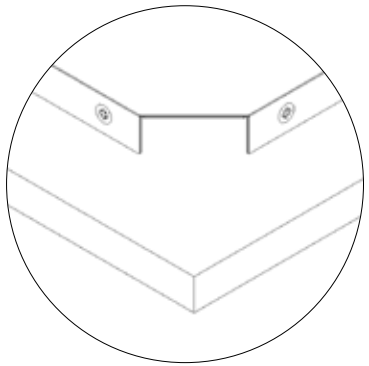


Detail 3

The assembly of metal plinth and the wooden base should be concealed



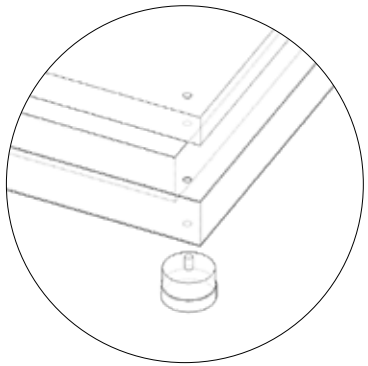
MODULE D
Trolley storage



Detail 1

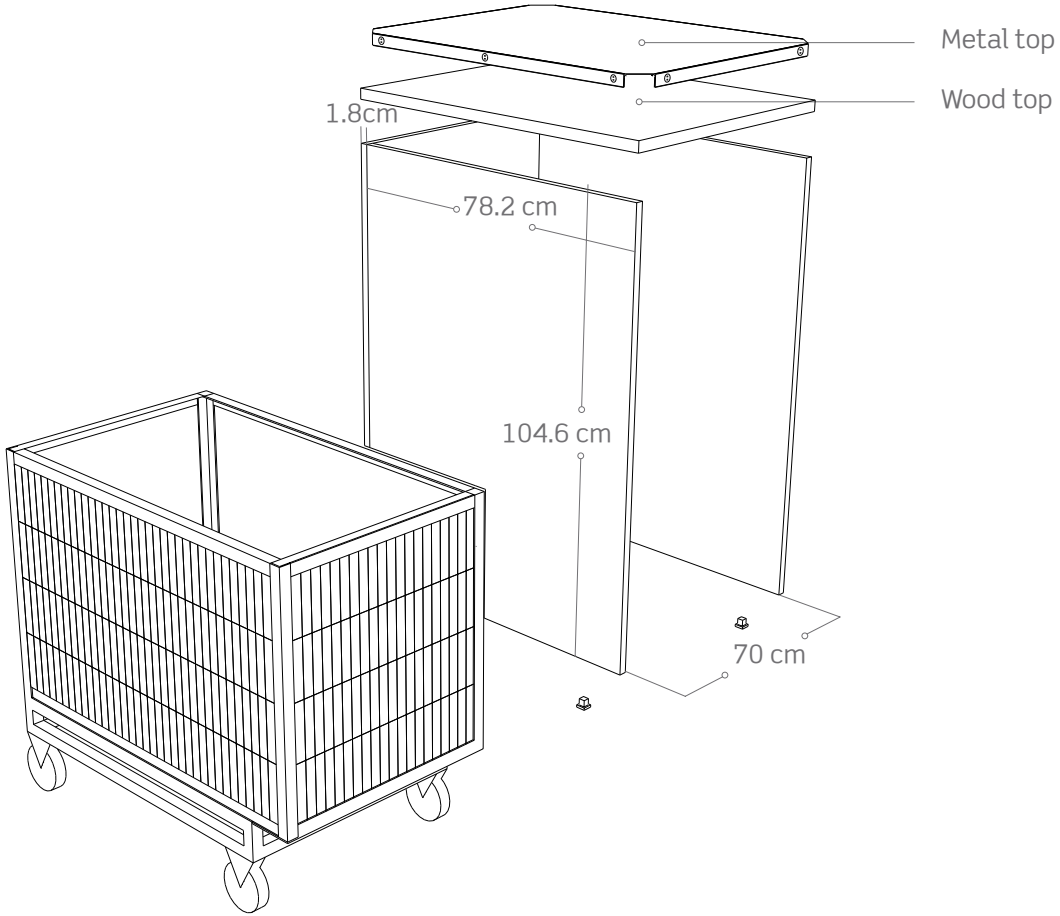
The wooden top is coated with sealer paint to protect the wood from mold and moisture.

An underlay layer should be used between the wooden top and the galvanized sheet (to avoid the denting of the meatl surface)



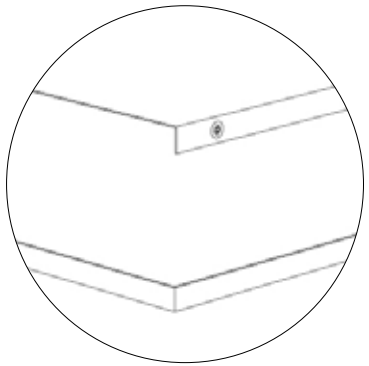
Detail 2

The assembly of metal plinth and the wooden base should be concealed



Refer to basket size and details on page 302.

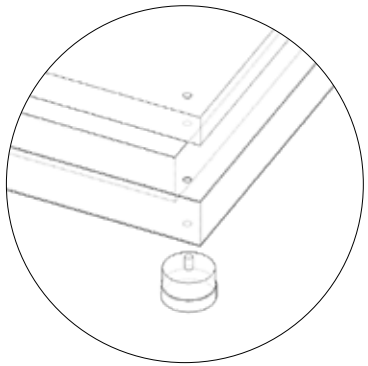
MODULE E Pedestal



Detail 1

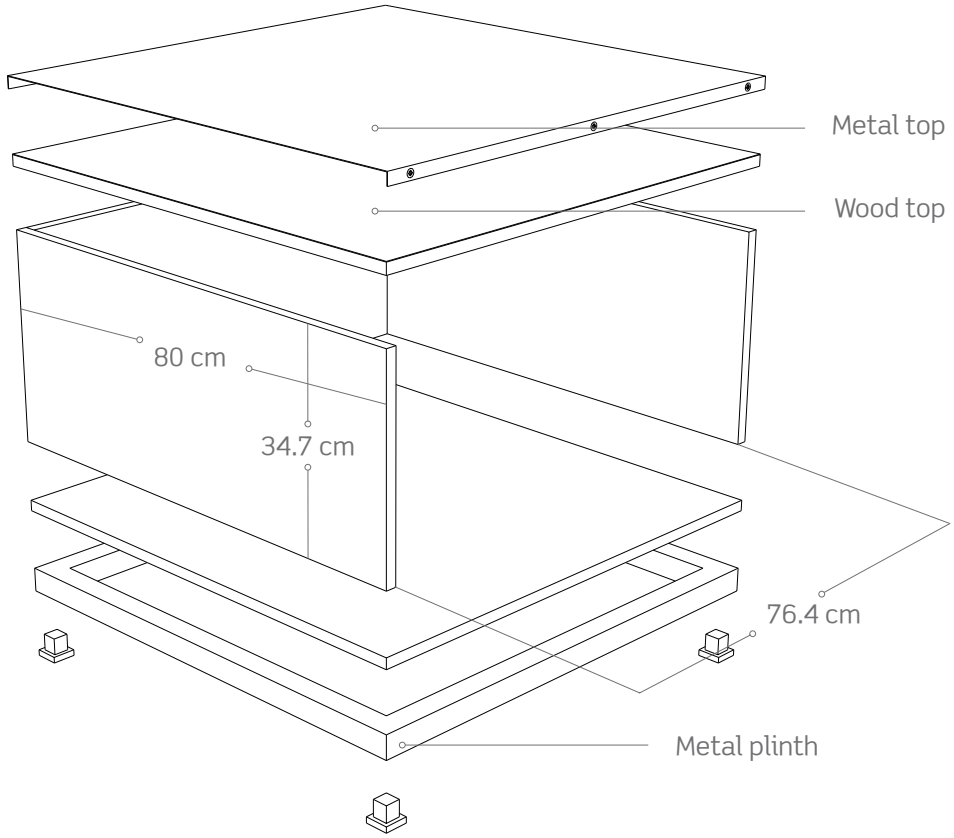
The wooden top is coated with sealer paint to protect the wood from mold and moisture.

An underlay layer should be used between the wooden top and the galvanized sheet (to avoid the denting of the meatl surface)



Detail 2

The assembly of metal plinth and the wooden base should be concealed



1.8 cm
34.7 cm
76.4 cm
1.8 cm
4 cm
80 cm

Storage wall units

In the following pages are examples of differenet combimations of images to be used as default on the strage wall units. The images can be contexualized depending on the location of the service center. Also, graphics and images can be placed on these storage walls to serve the station's particular needs (e.g. to promote a particular Aramex campaign).

Storage wall modules are to either be open or covered by a metal mesh or by wooden folds. A security lock can be added to covered modules when needed. There are four set modules to choose from:

MODULE A:
Used to store office supplies (printers).
W120xH235xD60 or W120xH267xD60 cm.

MODULE B:
5-6 of the H30xW60 cm component.
W60xH235xD60 or W60xH267xD60 cm.

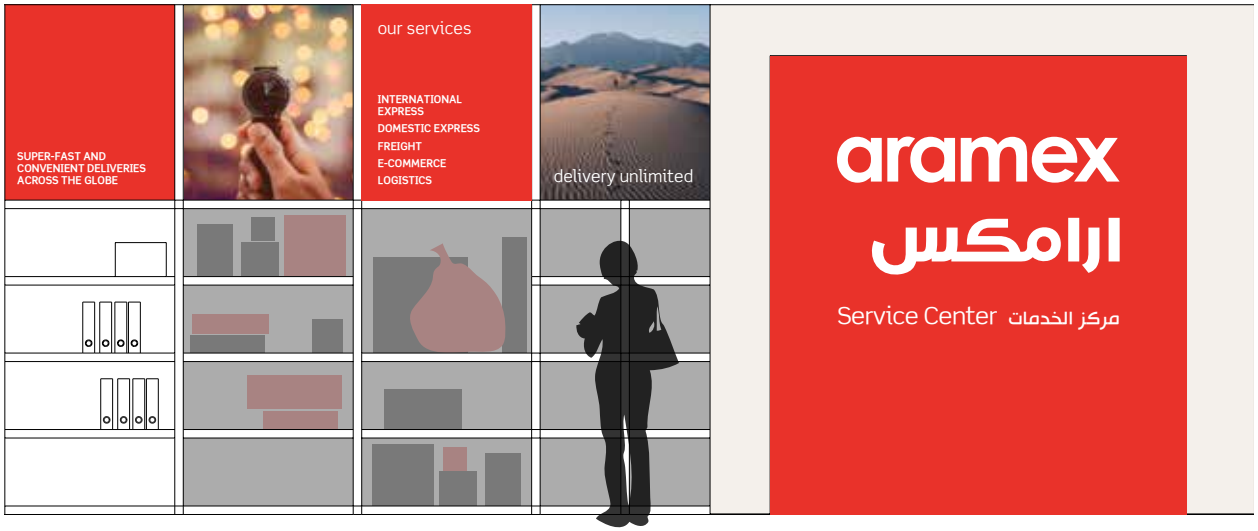
MODULE C:
2-3 of the H60xW60 cm component.
W60xH235xD60 or W60xH267xD60 cm.

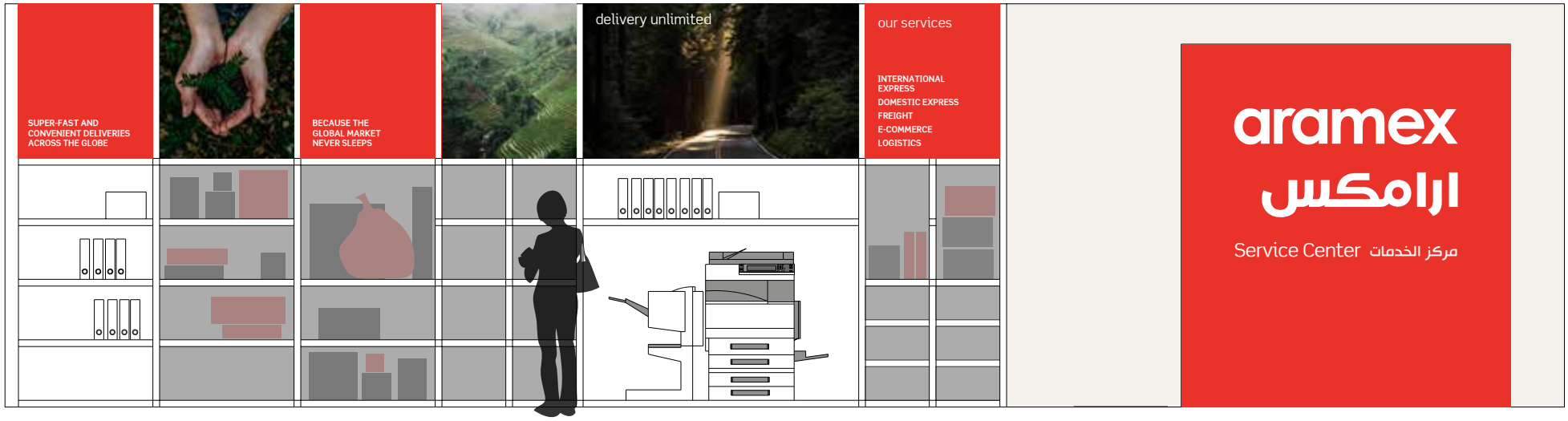
MODULE D:
Mixture of the H30xW60 cm + H60xH60 components
W60xH235xD60 or W60xH267xD60 cm.

WOODEN CASE (THE STRUCTURE)
FULLY CLOSED MODULES (WOODEN FOLDS)
Material: Medium Density Fiberboard (MDF) facing low emission of formaldehyde (E1 class) with scratch proof melamine on both sides.
MDF thickness: 22 mm.
Treatment: coated with sealer paint to protect the wood from mold and moisture.

METAL MESH FOLDS (SEE-THROUGH)
Material: cold-rolled galvanized mesh steel.
Thickness: 0.8 mm.
Hole diameter: 0.5 mm.
Space between holes: 9 mm center to center
Paint: without paint

SUPER-FAST AND
CONVENIENT DELIVERIES
ACROSS THE GLOBE
BECAUSE THE
GLOBAL MARKET
NEVER SLEEPS
delivery unlimited
our service
INTERNATIONAL
EXPRESS
DOMESTIC EXPRES
FREIGHT
E-COMMERCE
LOGISTICS


SUPER-FAST AND CONVENIENT DELIVERIES ACROSS THE GLOBE
our services
INTERNATIONAL EXPRESS
DOMESTIC EXPRESS
FREIGHT
E-COMMERCE
LOGISTICS
delivery unlimited
aramex
ارامكس
Service Center مركز الخدمات


SUPER-FAST AND CONVENIENT DELIVERIES ACROSS THE GLOBE
BECAUSE THE GLOBAL MARKET NEVER SLEEPS
delivery unlimited
our services
INTERNATIONAL EXPRESS
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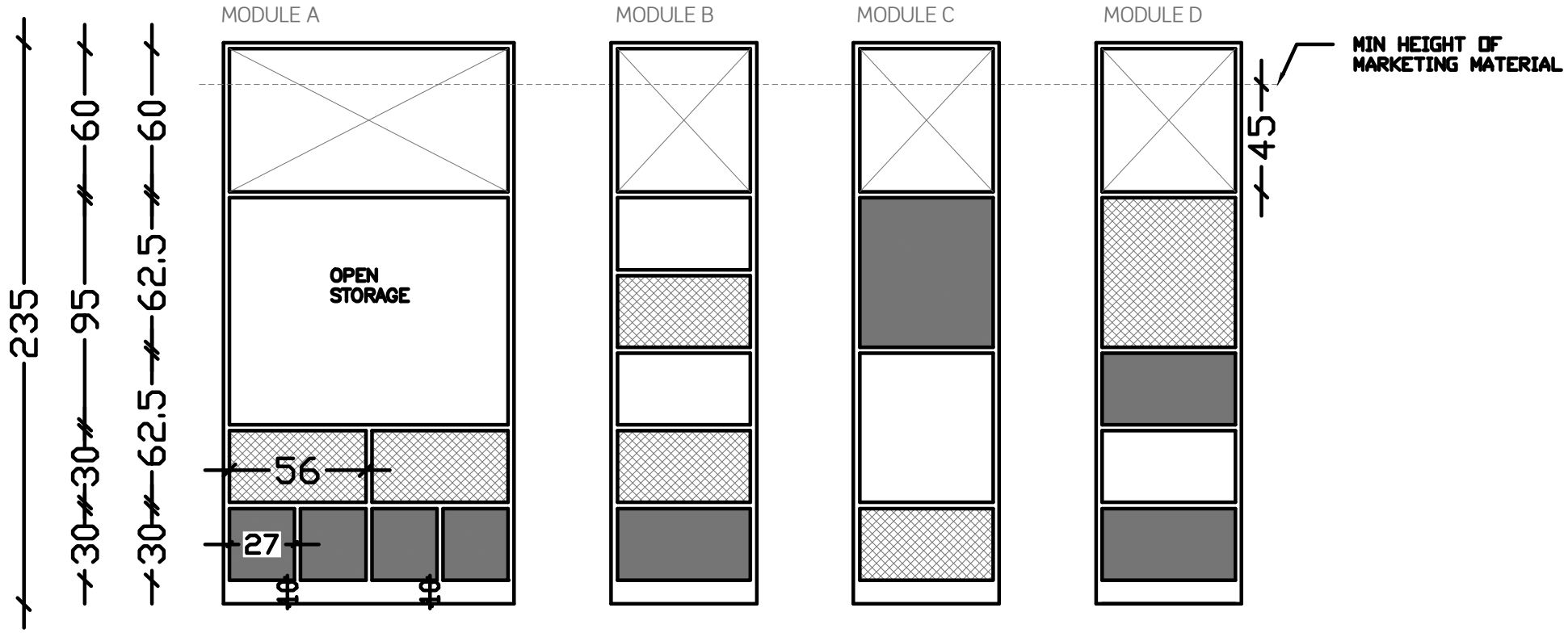
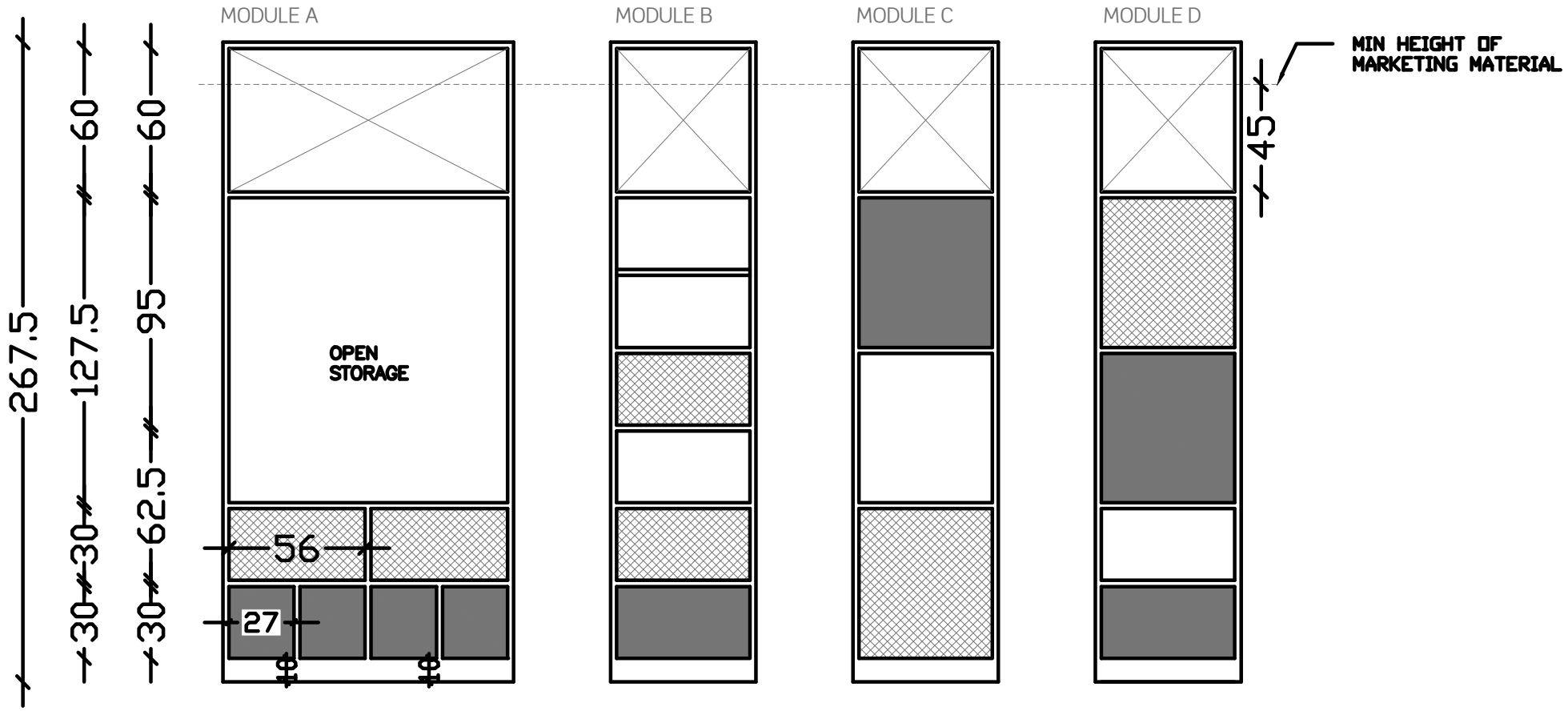
LOGISTICS
aramex
ارامكس
Service Center مركز الخدمات

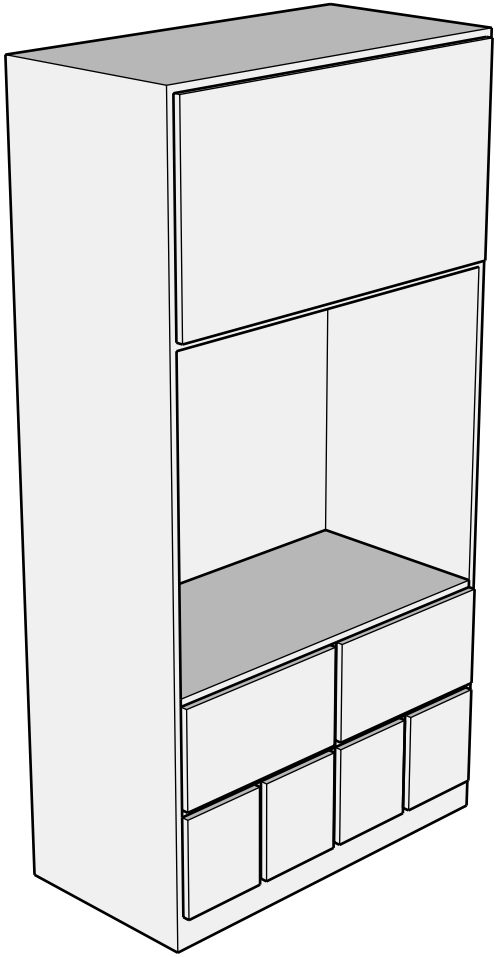


Minimum Height: 235cm

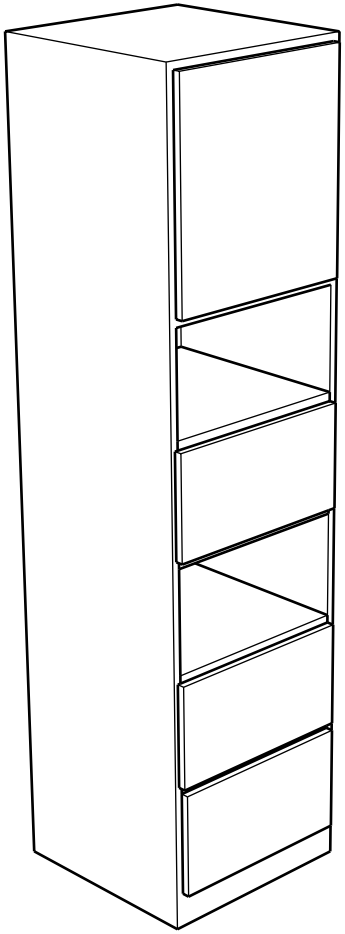


Minimum Height: 268cm

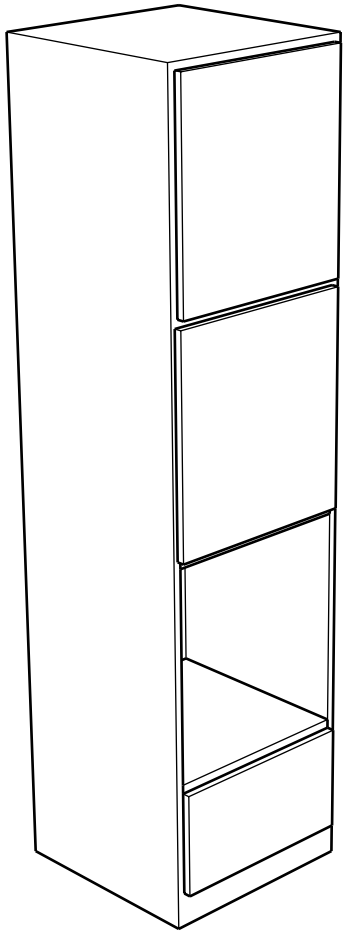
Module A



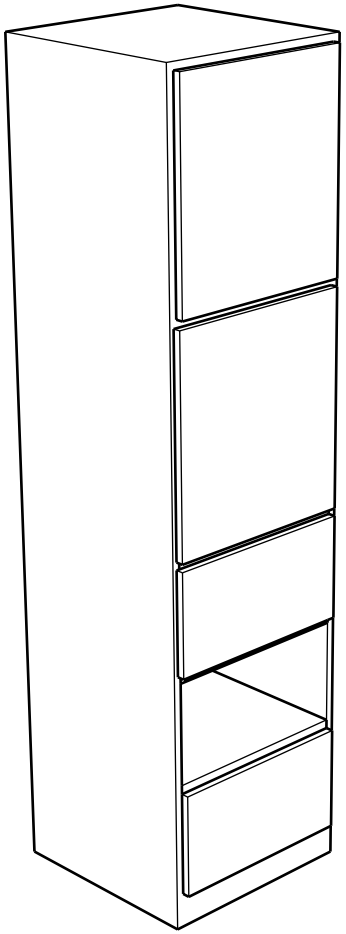
Module B



Module C



Module D



A 004
B 001
C 003
A 004
delivery unlimited

READY-MADE FURNITURE

Aramex chairs are not custom-manufactured. So, you have flexibility in sourcing local products within these guidelines, which is more sustainable.

Customer chair

The following suggestions are only examples of the range of furniture possibilities:

a. No particular brand has been specified, making the chairs easier to source.

b. It is crucial that your furniture selection adheres to the Aramex style in these guidelines.

c. The chairs must be durable, practical, and modern.

d. The preferred color is gray which helps minimize maintenance.

e. Consult the GSO Marketing Department for any help you might need.

Breuer waiting armless chair

Stainless steel tube frame. Seat and back made from plywood (8 mm thickness).

Customer cantilever armchair

Stainless steel tube frame. One piece molded plywood seat, upholstered with fabric and armrests in black plastic.

Customer cantilever armchair

Stainless steel tube frame, seat upholstered with fabric, back and armrests in plastic.

4 Legs armless stackable chair

Epoxy powder coated metal frame with plywood 0.8 mm thickness seat and back.

Employee chair

a. The choice of employee chairs is left open for local sourcing.

b. Employee chairs must allow Aramex employees to be comfortable and approachable.

c. It is important that these chairs are durable and of good quality.

d. White or mesh fabric may be used in some cases.

e. Style, quality, durability, and environments should guide your selection choice.

Mesh employee chair

Bright armrest and back support with polished aluminum base, mesh backrest, gas lift and tilt mechanism.

Leather employee chair

Bright armrest and back support with polished aluminum base, white PU backrest, gas lift and tilt mechanism.

Medium back employee chair

Black mesh for back and grey fabric upholstery for seat, self-adjusting react mechanism.

Medium back employee chair

Black mesh for back and black fabric upholstery for seat, syncro mechanism and gas lift.

Queue machine

All Aramex service centers must have a Q-Matic machine and must follow this design.

Line separators

Place line separators with a red belt to organize customer lines when needed.

Do not use furniture units as line separators.

TV

All locations except for small service centers should have a TV placed in a position that is clear for all customers in the waiting area.

The TV should play Aramex content, queue numbers, or entertainment that is suitable and acceptable by local country traditions.

**** At small service centers, TV's are optional.***

LIGHTING & ELECTRICITY

Aramex warehouse lighting is industrial in style, with a color palette of white, metal or black.

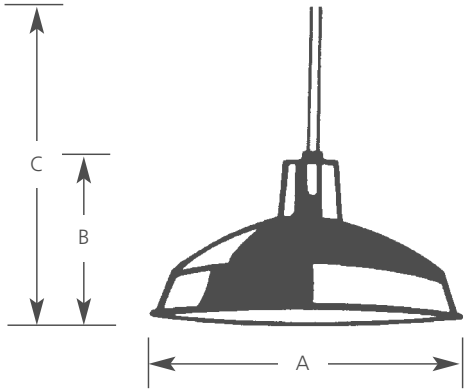
We recommend maximizing daylight wherever possible and implementing an energy saving policy.

Aramex lighting carries the spirit of the warehouse.

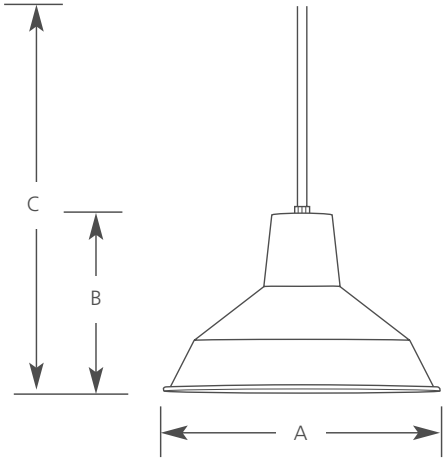
Ceiling fixtures

Pendant metal dome light

	Dimensions (Inches)		
Lamping	A	B	C
1 (m) 150w	16	8-1/4	48



	Dimensions (Inches)		
Lamping	A	B	C
1 (m) 100w	10-1/8	6-1/2	48

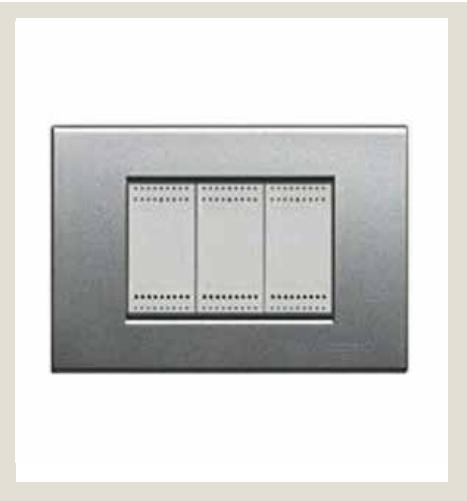


Flush mount ceiling light

Electrical accessories

Electric covers

Switch plates



ACCESSORIES

Announcement board

The announcement board is a friendly way of staying in touch with the local community through relevant local notices.

Specifications: cork sheet with a wooden frame.

Window covers

Place simple white roller blinds only when needed.

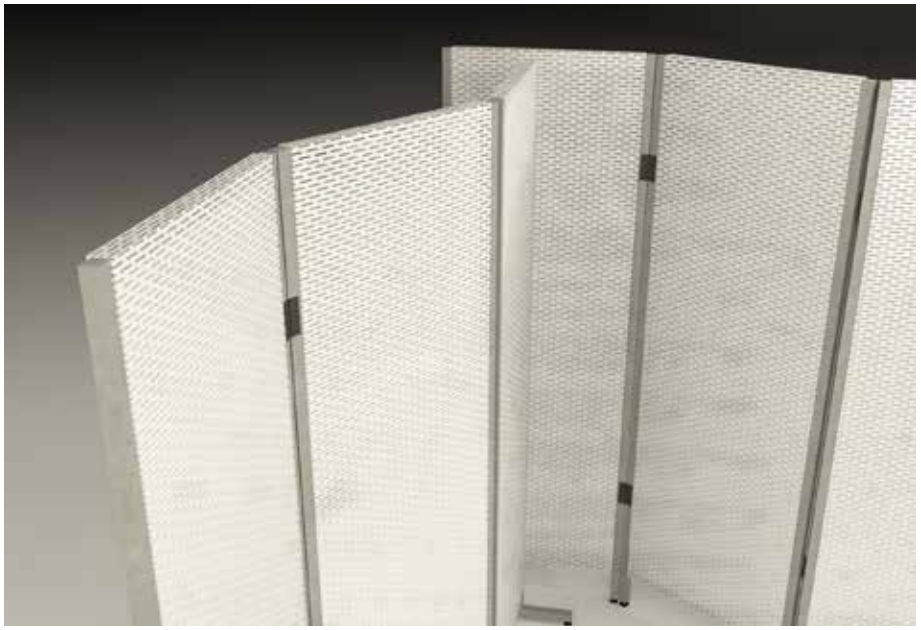
Stations are allowed to use images of window stickers in countries where the Aramex brand is new.

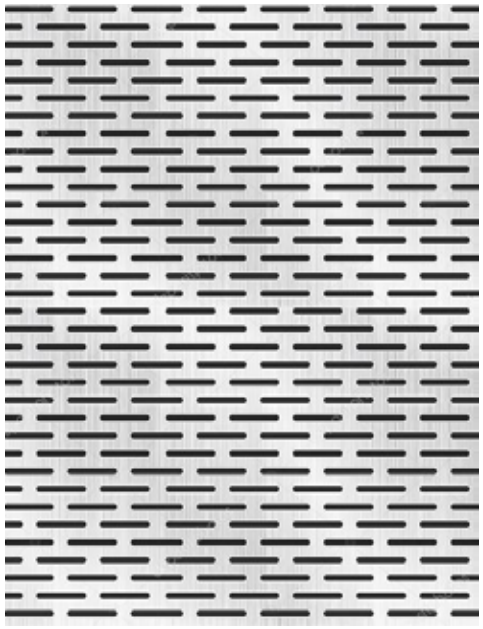
Refer to page 125 for more information.

Separator wall and partition

Place a white painted Gibson separator in small service centers where gender segregation is required.

If the space does not permit, a perforated steel fixed on metal tubes from both sides to minimize viability.





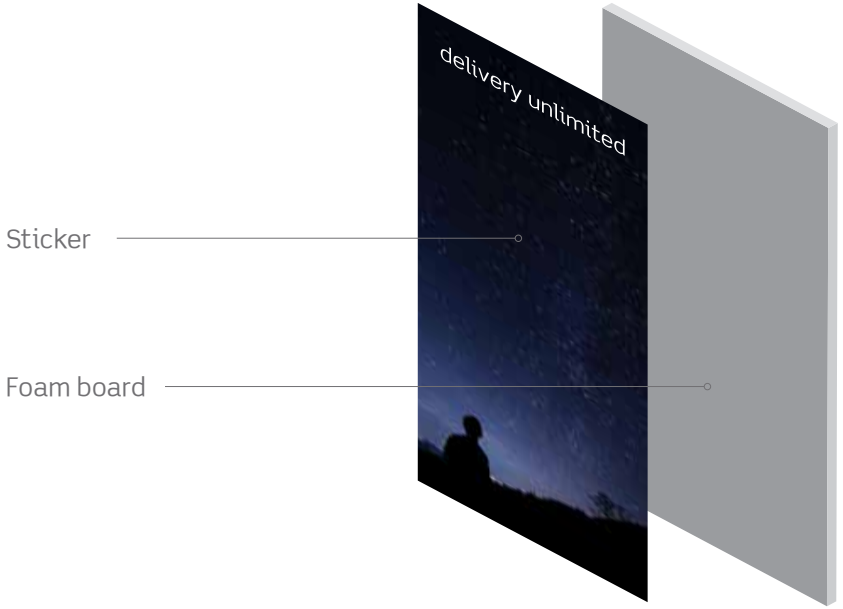
Poster variations

We have flexibility in how we display our posters. We recommend one of two ways:

a. Printing on a foam board or placing a sticker on a foam board.

b. We prefer using foam boards, but if you expect to replace posters often, then a more sustainable solution may be to use metal snap frames—snap on four sides with a transparent plastic sheet to protect the poster.

Keep in mind that we like our posters simple and direct, so be concise with the copy you use.



Office accessories

Office accessories should remain within the same spirit of the warehouse; they are modern, functional, and practical. The service center is a customer-focused office space, so avoid excessive personalization of the work area.

Office desk set

Preferably metal (aluminum).
Silver, black, or gray.

Waste bins

Stainless steel waste bins. Double-thickness edges lend rigidity and resistance to the product.

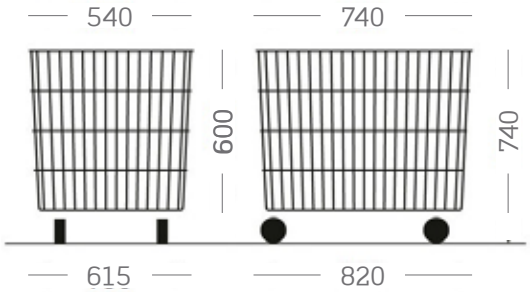
Containers available in different heights can be linked through aluminum and Velcro joints.

Tissue boxes

All Aramex service centers must have branded tissue boxes.

Shipment bins

Stations have the option to procure a silver metal trolley to easily move shipments between the storage room and front counter.



Ref. 4 461 57 03
Weight: 15 kg

On counter pen

Every counter must have an Aramex-branded pen for customers to use.

On counter/ desk major announcements

Any announcement that needs to be displayed on the counter or desk should be typed in the template attached and placed inside this acrylic A4 stand. Only one stand is permitted per customer service desk.

Accessories for the customized furniture

White plastic caps

For cable management: dark gray or black.

CPU holder

Metallic holder, on wheels (free standing).

Legs (caps)

All legs are enhanced with plastic cover caps and adjustable feet to overcome unevenness.

MATERIALS & INFRASTRUCTURE

Furniture materials

Furniture materials reflect the natural warm hue of wood, metal, white walls, and subdued flooring.

Durability is key. So, we use Medium Density Fiberboard (MDF) wood for its strength. For metals, we use treated galvanized steel. If this is not available, you can use painted metal—only in the specified gray color.

For floors, we prefer functional flooring or tiling that would withstand daily use and require minimal upkeep.

MDF wood

Medium Density Fiberboard (MDF), coated with sealer paint.

Preferred cover: facing High Pressure Laminate (HPL), scratch-proofed on both sides.

Alternate cover option: facing low emission of formaldehyde (E1 class) with scratch proof melamine on both sides.

Metal structures

Painted metal tubes, 1.5 mm thickness and powder coated in dusty gray color (RAL 7037).

Galvanized steel sheets

Galvanized steel, 1.5 mm thickness.

Bench: seat & backwood

Preferred option
Beach wood

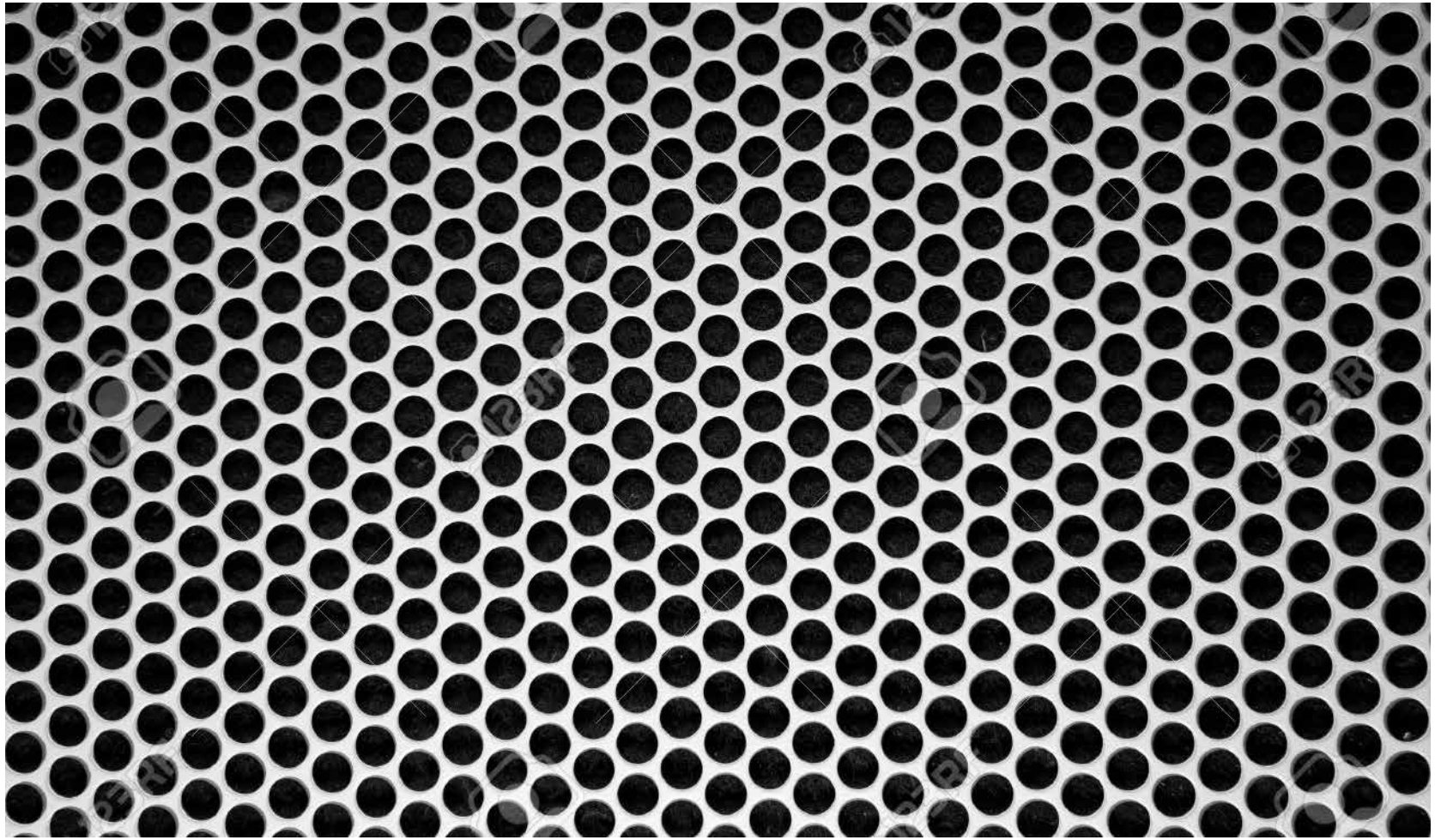
Solid beech wood strips.

Alternate option
Swedish wood

Solid Swedish wood strips.

Metal mesh

Metal mesh Solid beech wood strips.

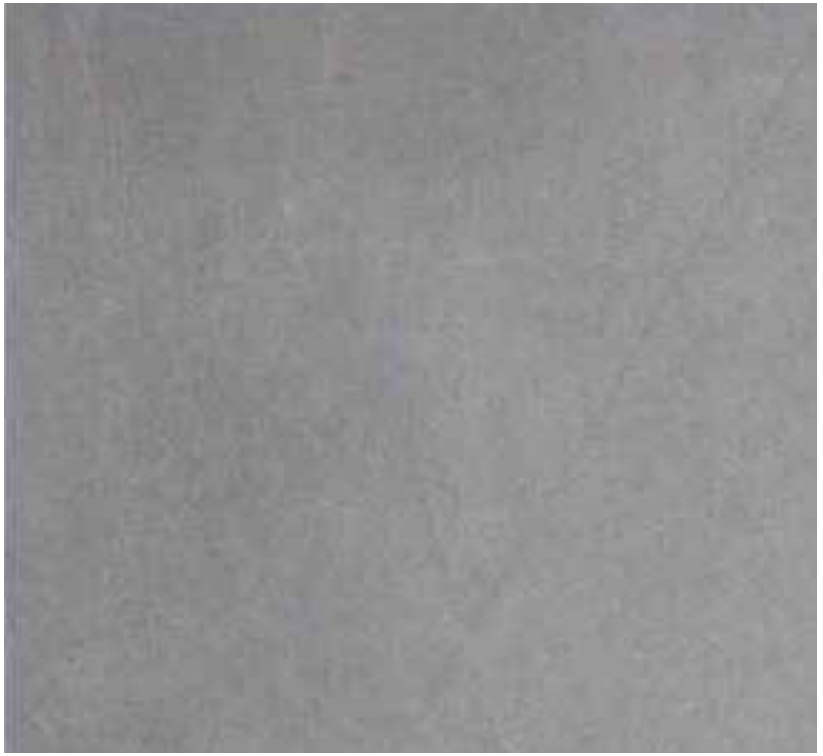


Floor treatment

The decision on the flooring is left to the local Aramex management and interior design company. Please remain within the guidelines when choosing a floor treatment.

Preferred option
Concrete floors

Alternate option
Ceramic tiles



Data cables and electrical power outlets

Data cables and electrical power outlets should be provided wherever possible in floor boxes or walls throughout the space. This is to accommodate future changes in furniture layout.

Ceiling

Consult the local Aramex management to decide on whether ceilings need to be redone.

We prefer exposed ceilings, but false ceilings are acceptable where necessary.

Preferred option
Gypsum board (not tiles)

Walls

All walls should be painted matte white or laminated for cleaning purpose.

Alternate option
Acoustic ceiling tiles

Visuals & graphical elements

MARKETING MATERIAL
INFORMATIONAL SIGNS
CUSTOMER SUGGESTION BOX

MARKETING MATERIAL

Marketing materials help Aramex engage our customers and community projects.

our community مجتمعنا
connecting
sustainable
ideas
aramex.org

Marketing posters and ads

The recommended size of the posters is 75x150 cm.
If this is not possible, please use standardized sizes.

Posters should not be smaller than A2.

The printed materials should be of a good resolution, with a minimum of 150 dpi.

Please refer to page 296 for more details on posters.

announcement board لوحة الإعلانات
delivery unlimited
aramex
Certain items are prohibited
aramex

Community wall posters

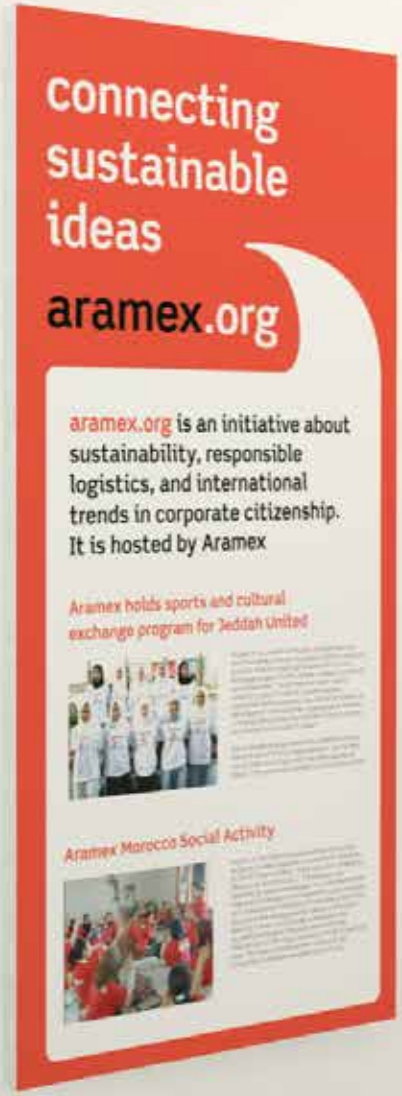
The recommended size of the posters is 75x150 cm. If this is not possible, please use standardized sizes.

Posters should not be smaller than A2.

The printed materials should be of a good resolution, with a minimum of 150 dpi.

We recommend a snap frame system for the posters which makes it easy to regularly replace posters inside the frame.

Our community مجتمعنا



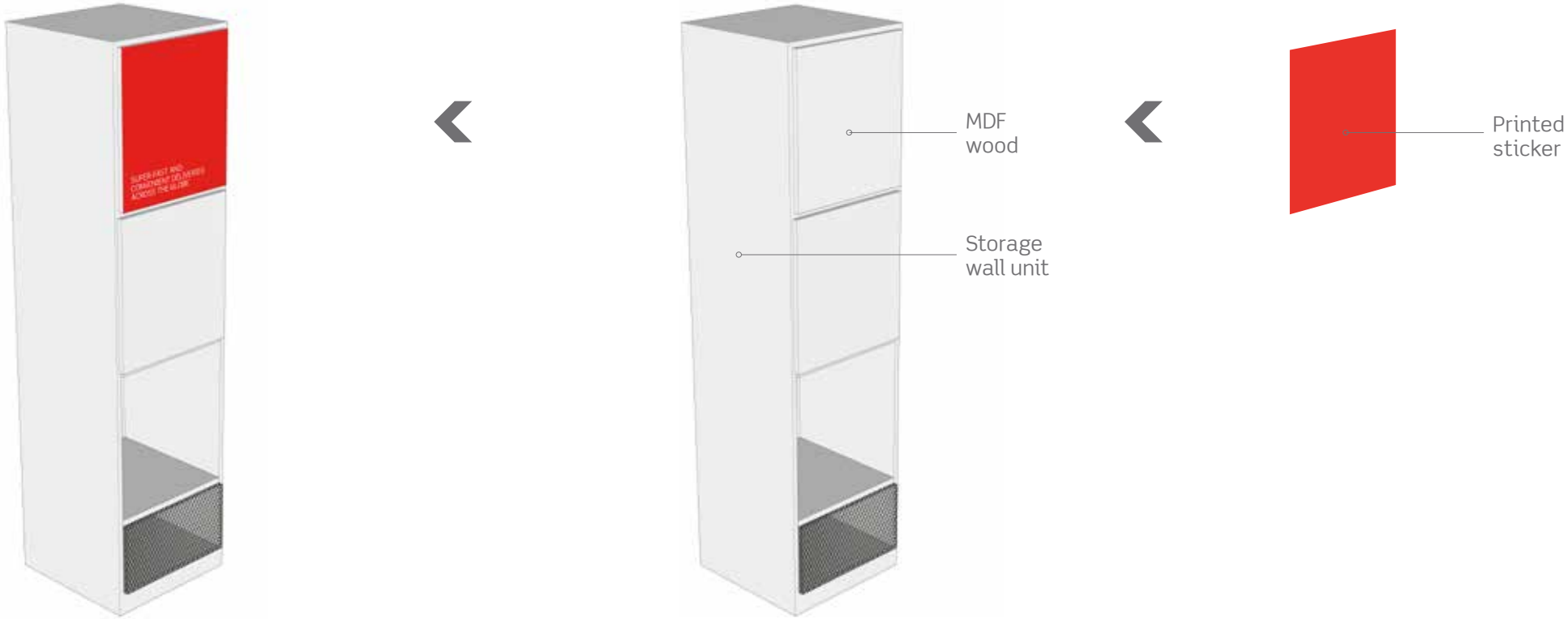
Storage wall posters

We place posters on our storage walls to serve the station's particular needs (e.g. to promote a particular Aramex campaign).

To produce these posters, print directly on a sticker and place it on the MDF wood of the storage wall.

The sizes of these posters is relative to the design of the storage wall. So, their sizes should be decided on accordingly.

Make sure to use the official Aramex font, Scene Alt, in large enough font sizes to be easily legible to the viewer.



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LOGISTICS

Flyer Stand

Aramex service centers have flyer dispensing stands placed next to the Q-Matic machine if space allows. The stand should never seem empty, so make sure it's full at all times.

INFORMATIONAL SIGNS

Informational signs are different from the marketing signs. They are not promotional, but provide helpful information for the customers, such as the services provided at the Aramex service center and how Aramex can help the customers with their needs.

List of services poster

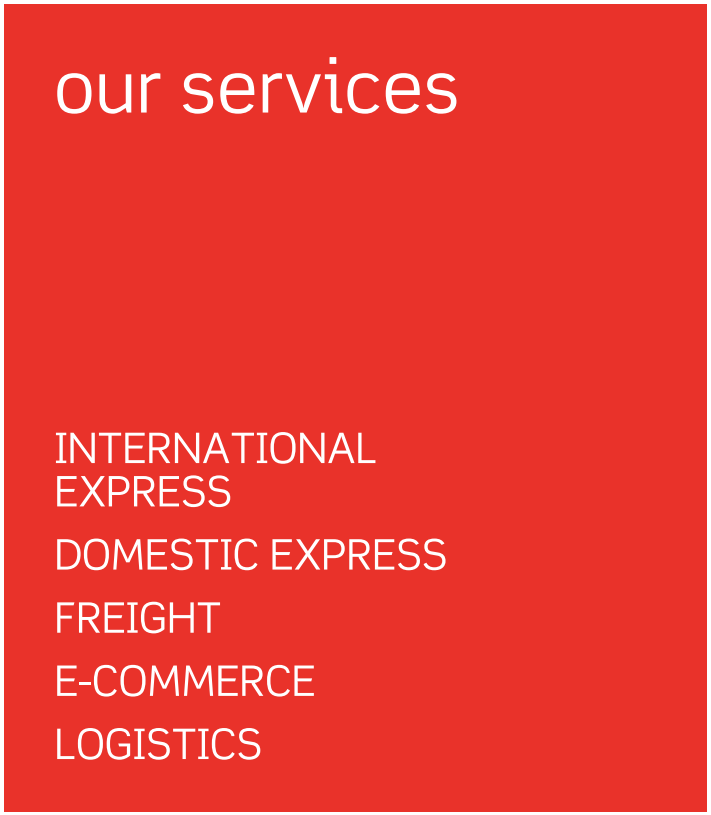
The list of services posters reflect the services provided in the center.

Size: relative to the design of the storage wall.

Materials: made from plexiglass and hung from four corners with the specified metal accessories.

Printed sticker should be hung from the front of the plexiglass sheet.

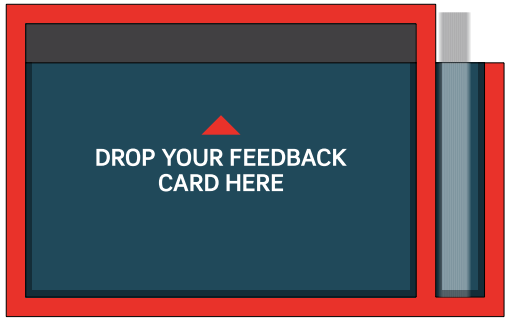
Design: use the Aramex font Scene Alt in white on a red background. The title is in lower case while the services are listed in all caps.



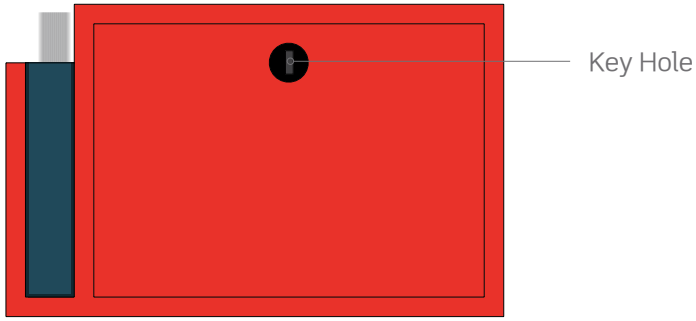
Instructional signage

CUSTOMER SUGGESTION BOX

aramex
PICK UP YOUR FEEDBACK CARD
DROP YOUR FEEDBACK CARD HERE
PICK UP YOUR FEEDBACK CARD
aramex

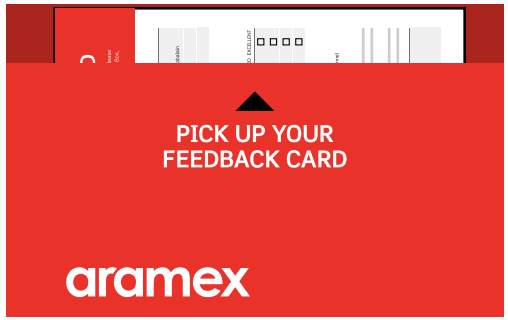


Front

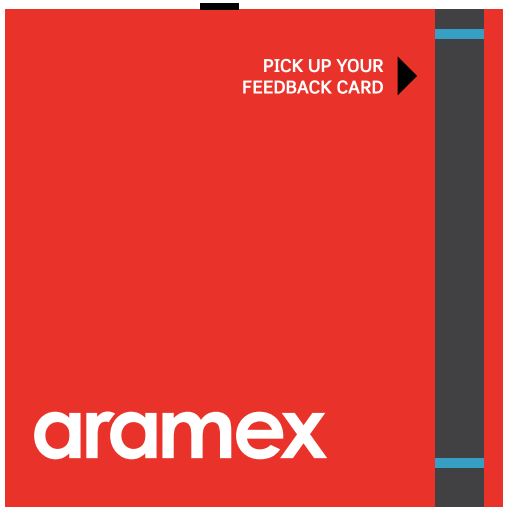


Back

Left Side

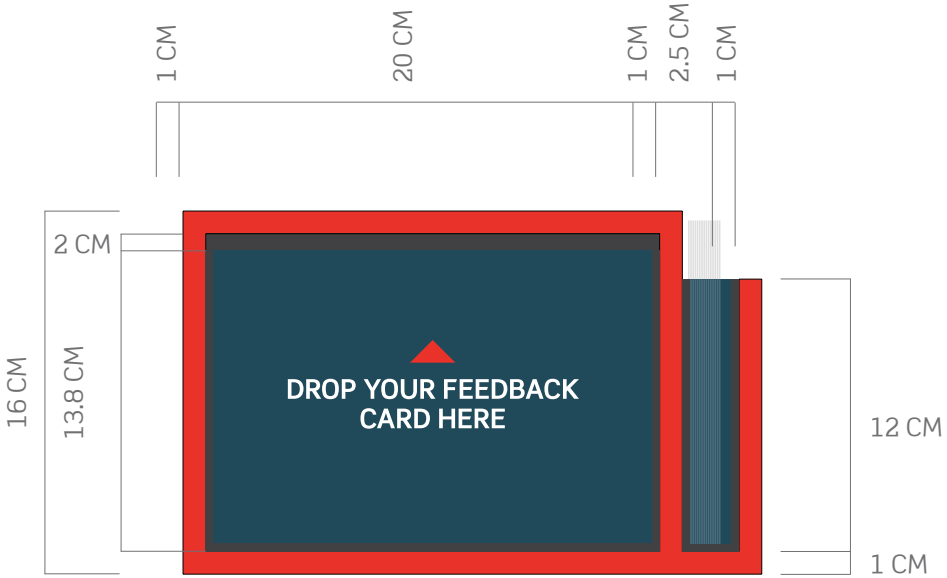


Right Side



Top

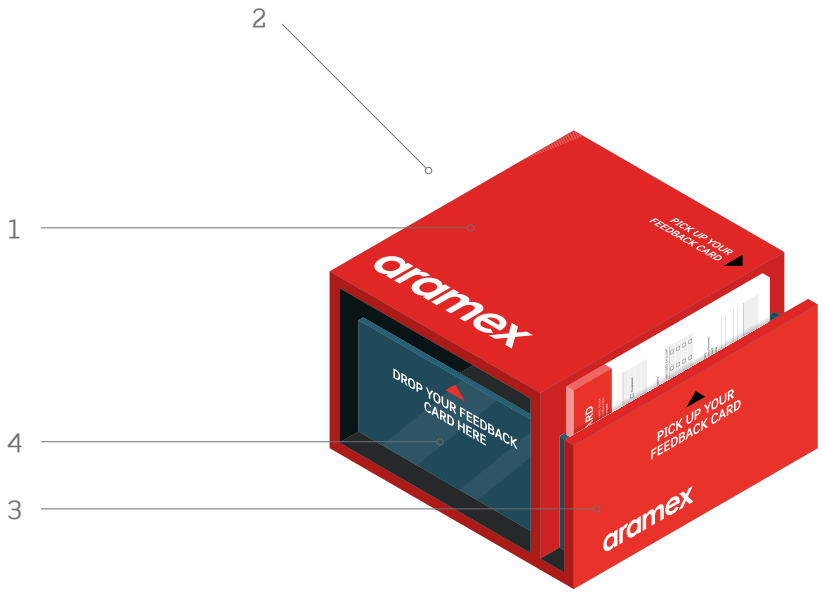
Front

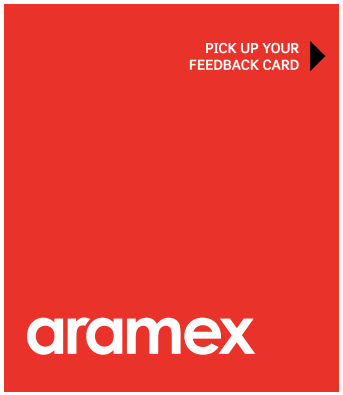


Top

* Acrylic Thickness 5 MM

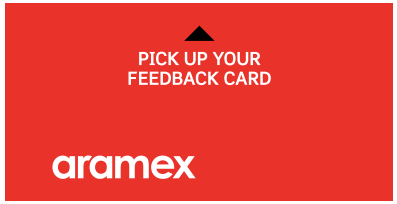
** Wood Thickness 10 MM



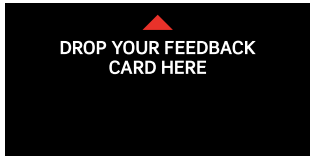


1. Top 22X25.5 CM

2. Left Side 25.5X16 CM



3. Right Side 25.5X13 CM



4. Acrylic 20X10 CM

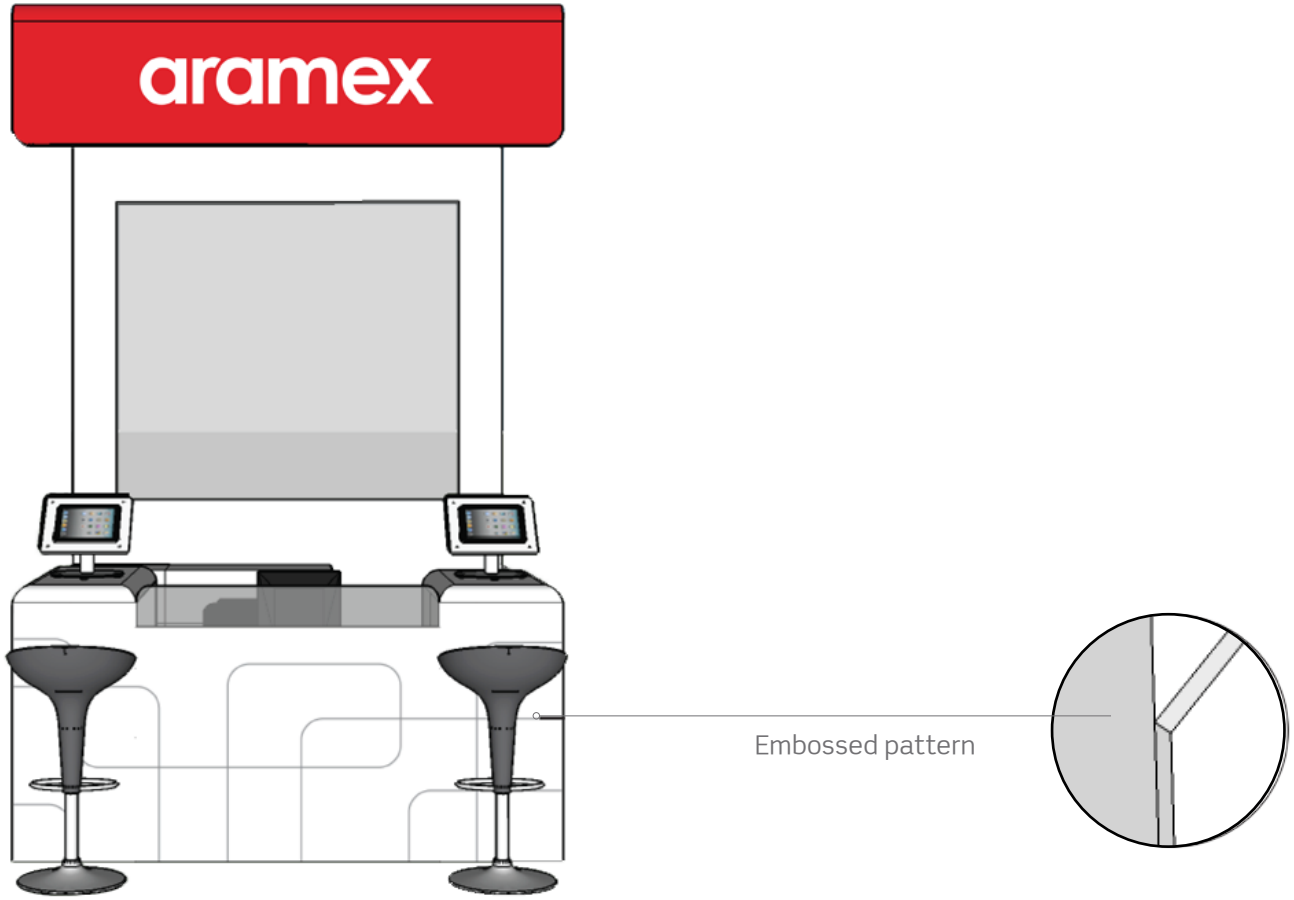
Aramex booth

SINGLE WALL
FREE STANDING
CORNER

Single wall

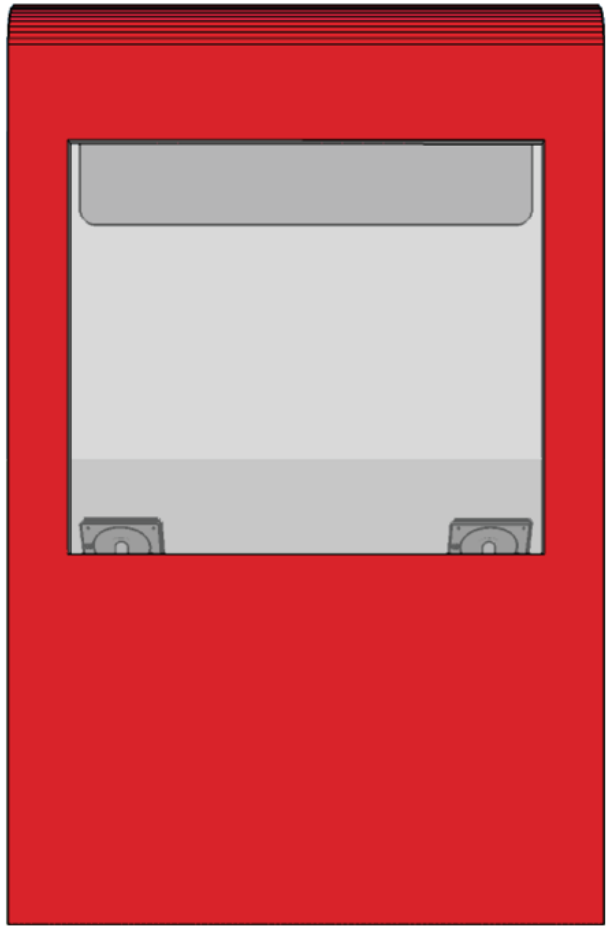
Aramex sometimes allocates mobile service centers in malls or shopping centers. This following pages showcase different scenarios of a single wall, corner, or freestanding booth structures that you can construct in accordance with the allocated space.

Glass backdrop front

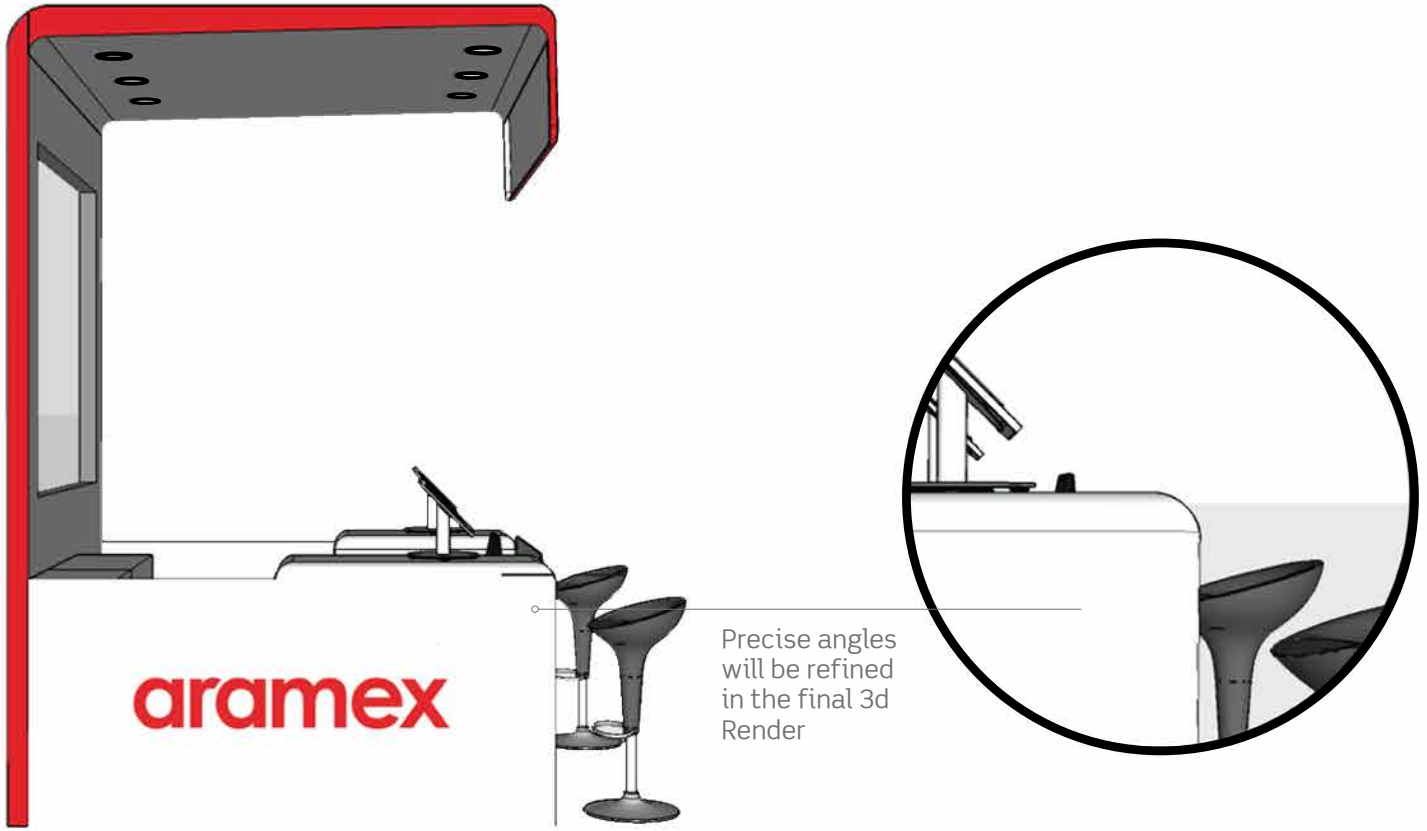


Right side view
With lighting

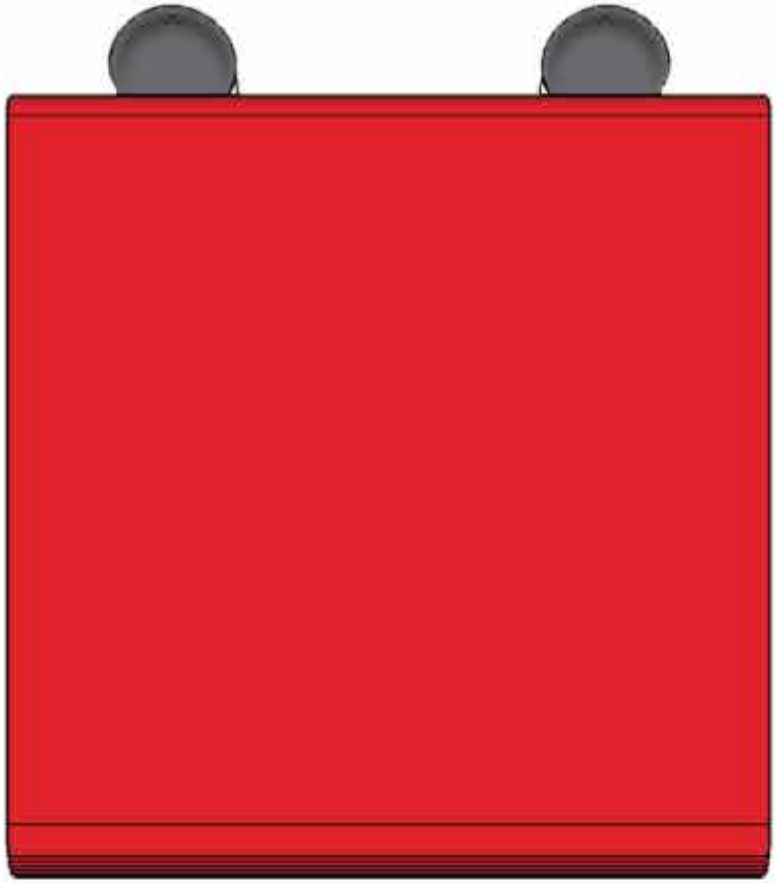
Back view



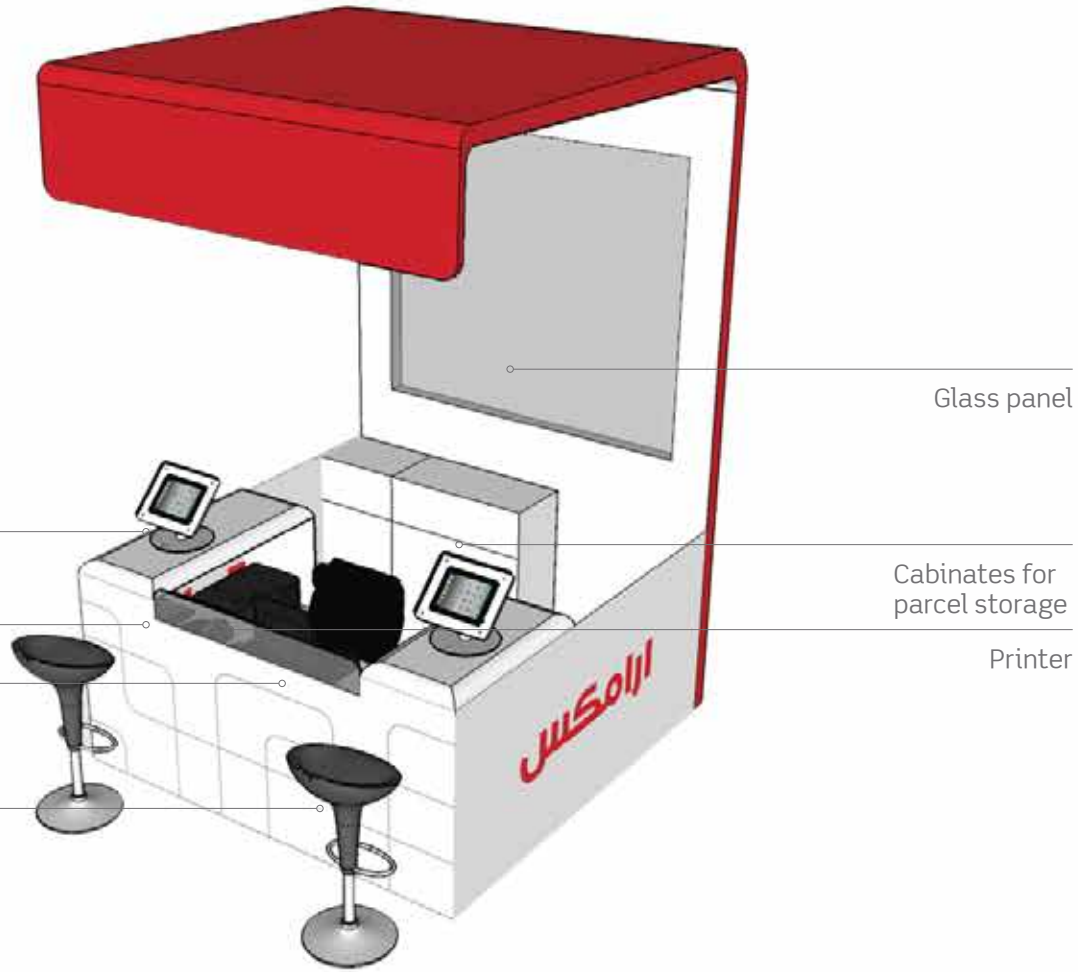
Left side view



Top view



Details


Glass panel
Ipad on stand x2
Cabinates for parcel storage
Scanner and phone
Printer
Computer, cash register and barcode reader
Stool x2

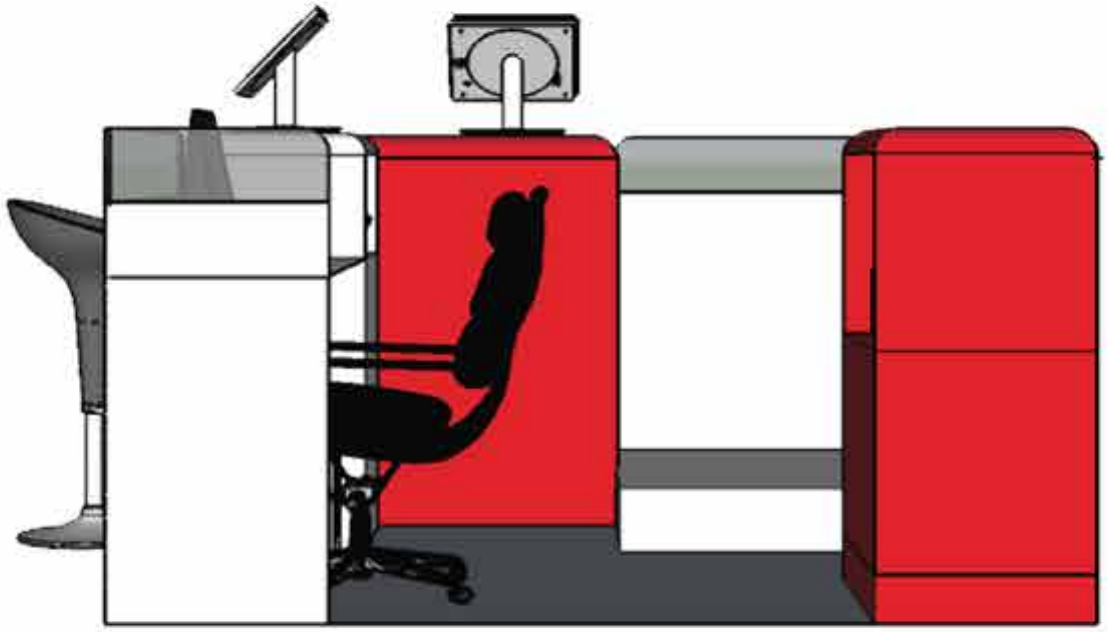
Back corner view

Back corner view

Free standing

Front view

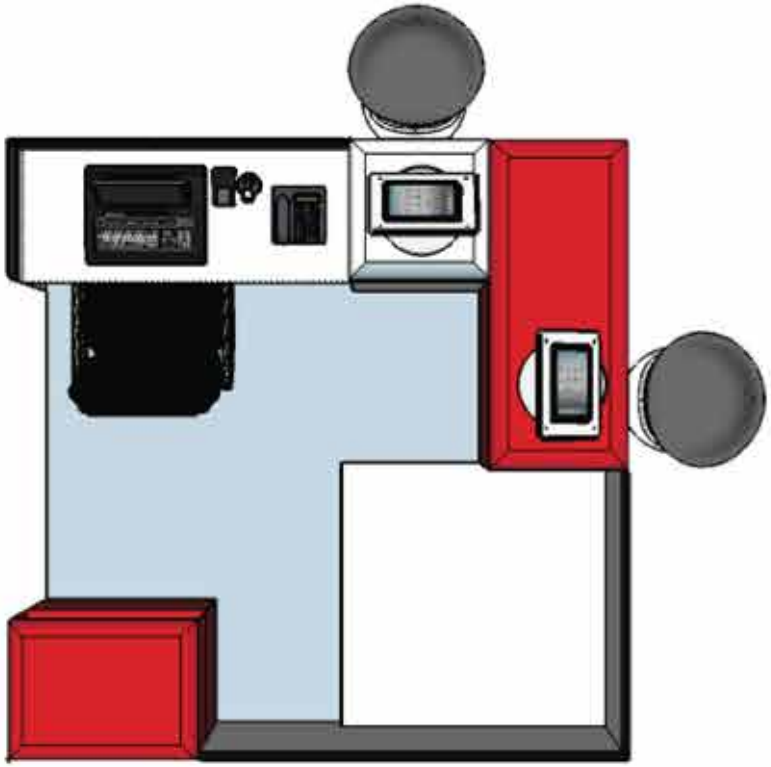
Right view



Back view

Left side view

Top view



Details

Barcode Reader
Scanner
Backdrop with visuals and infographics
Computer
Cash register
Telephone
Ipad on stand x2
Stools x2
Cabinates for parcel storage
aramex

Space for
parcel scale
Printer
Cabinates for
parcel storage

Corner

Front view

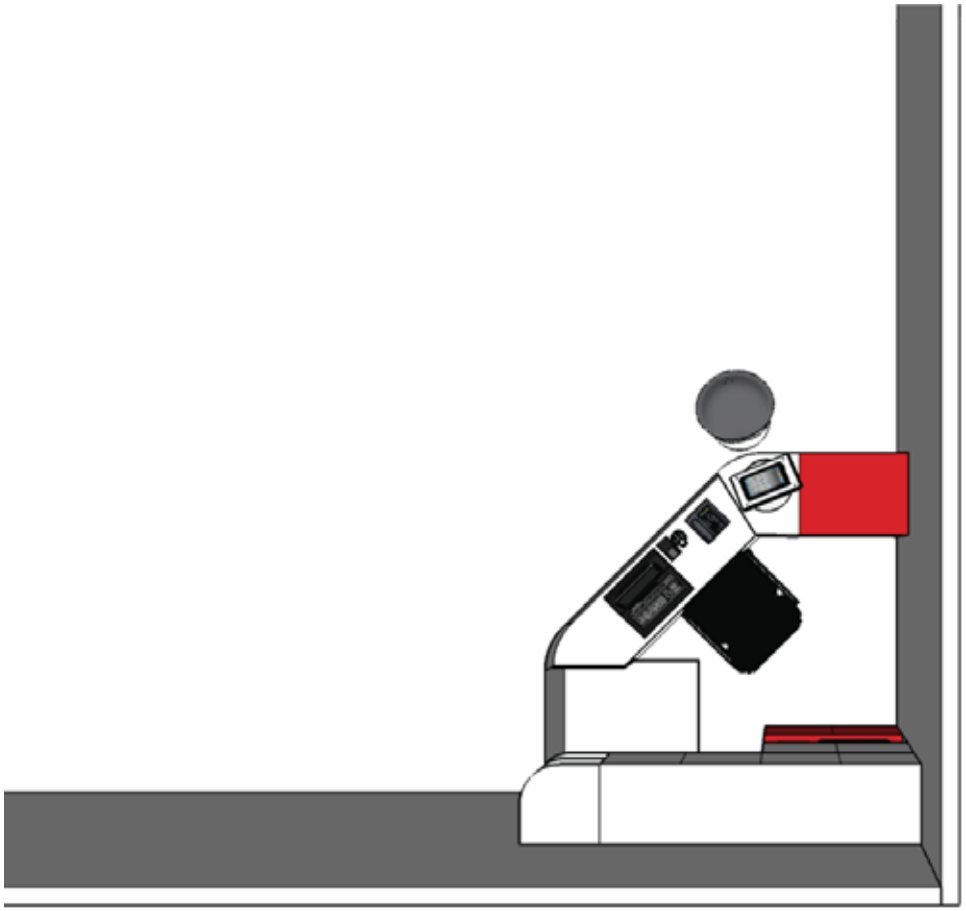
Right side view
With lighting

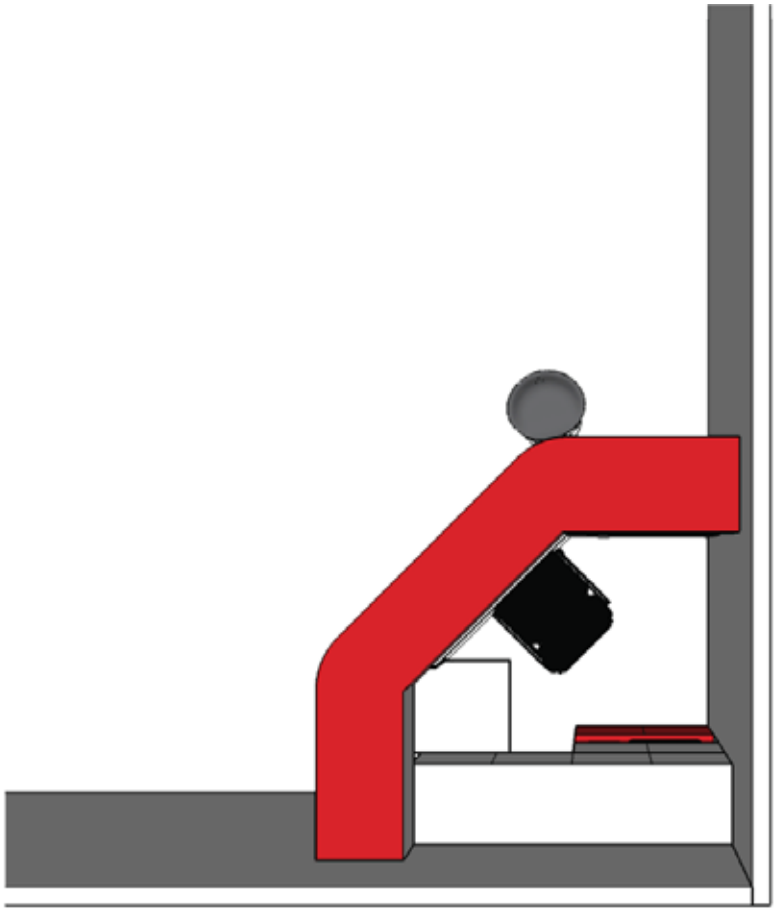
Parcel storage cabinates

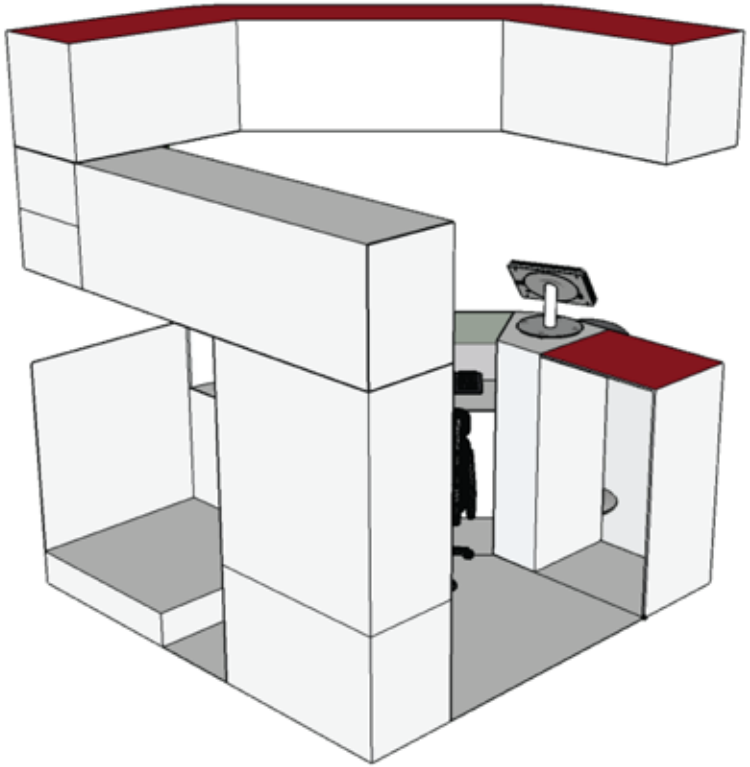
Opening for entering and exiting with the option of having a swing door

Back view

Top view







Details

aramex
Printer
iPad on stand
Scanner
Parcel storage
Single stool
Parcel scale
Open shelving for forms & documents
Foldable fold or door with hinges to allow for earsier scale access

Cashier

Computer

Barcode reader

Telephone

Thank you!

For more information, please contact us at:
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