

Brand Guidelines

VOI 18.1.2017

حساب المواطن



01 | Logo

02 | Colors

03 | Typography

04 | Stationary

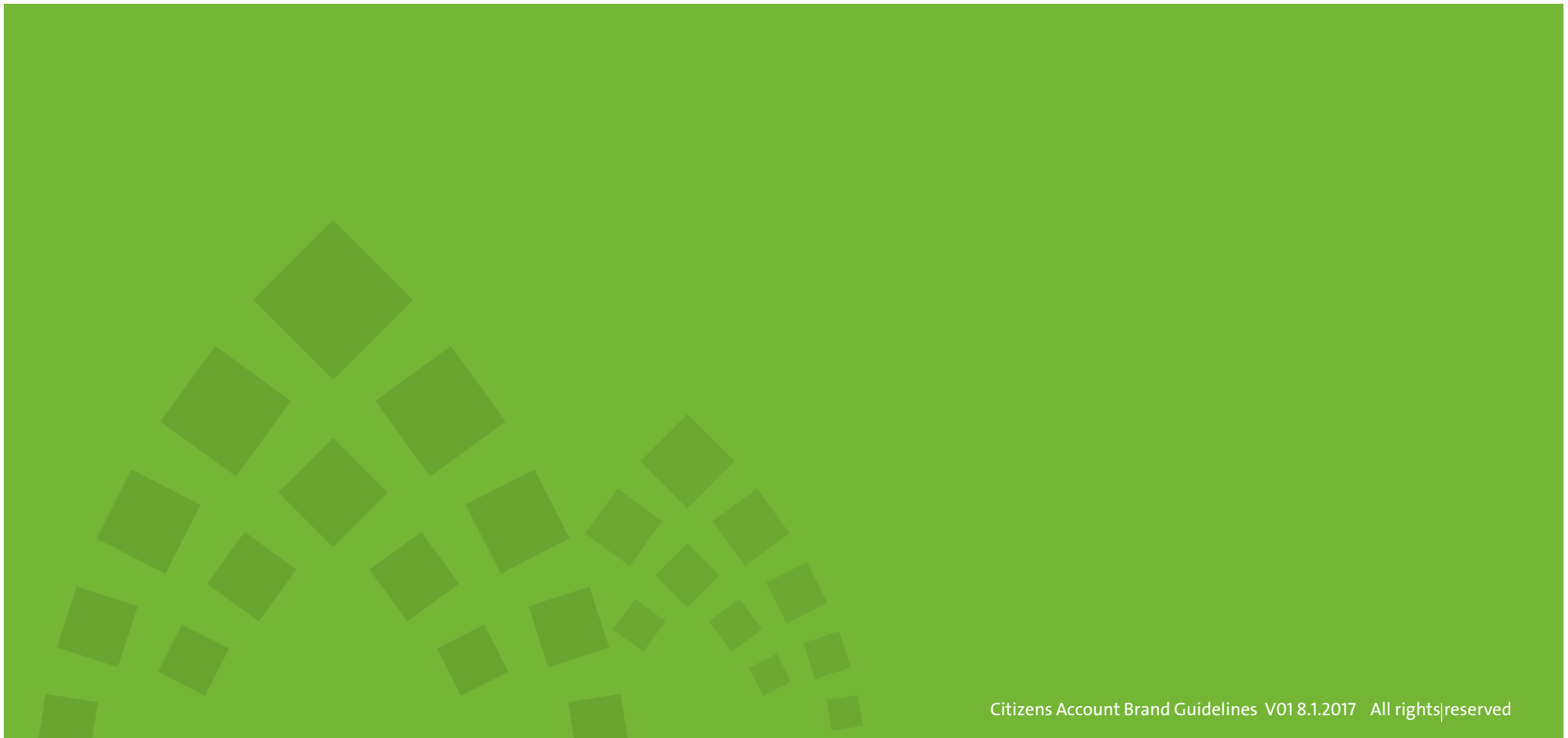


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THE COMPONENTS (primary logo)

Two components form Citizens Account brand signature: symbol and logotype. The relative proportion of the two components should be preserved under any circumstances .



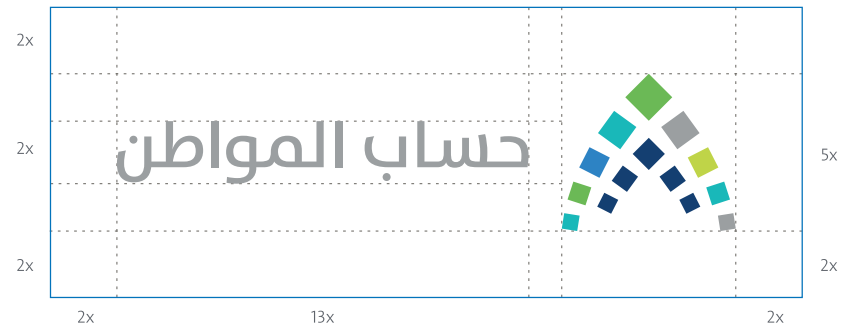
THE COMPONENTS (secondary logo)

Two components form Citizens Account brand signature: symbol and logotype. The relative proportion of the two components should be preserved under any circumstances .



CLEAR SPACE

To ensure that the Logo is legible and instantly recognizable, it should not be crowded with type, pushed off the edge of the page or squeezed against other artwork. Moreover, it should always be surrounded by a clear space.



APPLICATION ON BACKGROUND

Our primary brand signature may only be reproduced either in its primary form, or in its reversed form, white on a dark background.

primary form



Alternate Backgrounds



MISUSES

To preserve the integrity and promote consistency, it is imperative to use the logo in accordance to these guidelines. The examples herewith, illustrate possible missuses of the brand signature that should be avoided.



X DO NOT change the logo's color



X DO NOT crop the logo



X DO NOT change the logo's proportion



X DO NOT add drop shadow or other effects to the logo



X DO NOT rotate the logo



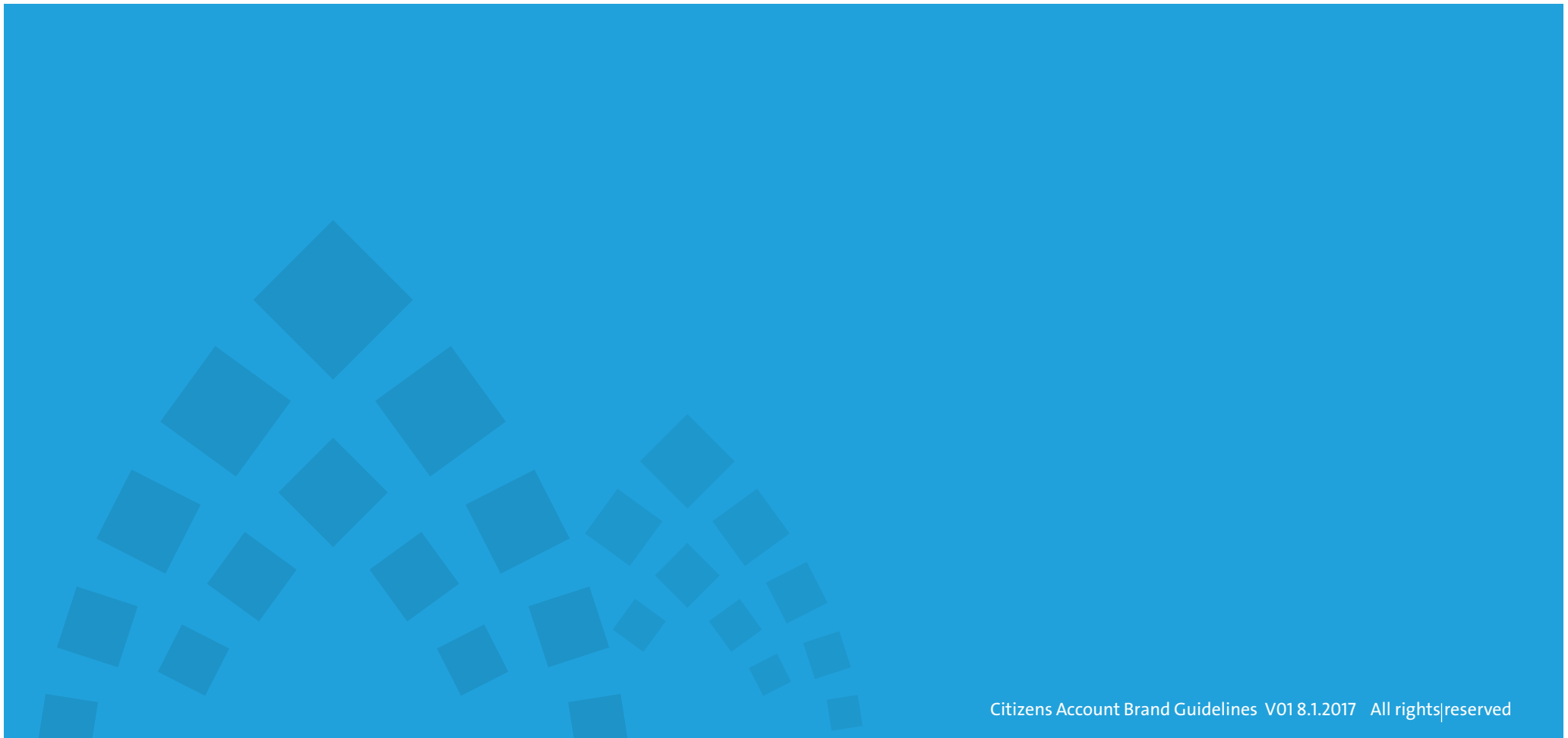
X DO NOT outline the logo

01 | Logo



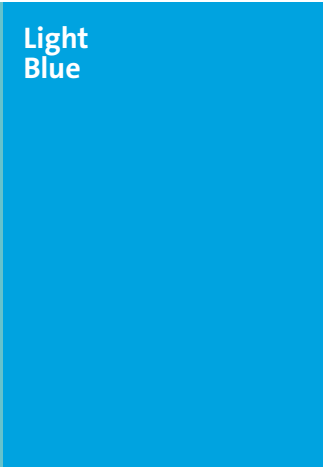

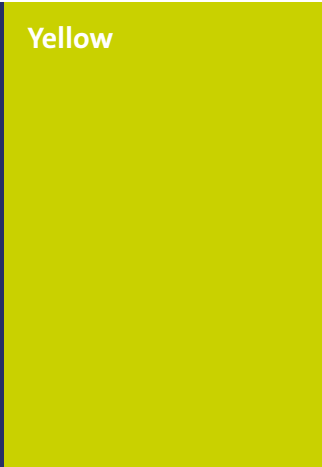

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PRIMARY COLORS

					
Green	Turquoise	Light Blue	Navey	Yellow	Light Gray
Pantone 360c c 63 m 0 y 84 k 0 r 108 g 194 b 74 #6cc24a	Pantone 319c c 59 m 0 y 22 k 0 r 45 g 204 b 211 #2dccd3	Pantone 299c c 86 m 8 y 0 k 0 r 0 g 163 b 224 #00a3e0	Pantone 288c c 100 m 80 y 6 k 32 r 0 g 45 b 114 #002d72	Pantone 382c c 28 m 0 y 100 k 0 r 196 g 214 b 0 #c4d600	Pantone cool gray 6c c 16 m 11 y 11 k 27 r 167 g 168 b 170 #a7a8aa

SECONDARY COLORS



Dark
Blue

Dark
Gray

Pantone 300c

c 90 m 50 y 0 k 0

r 0 g 94 b 184

#005eb8

Pantone cool gray 9c

c 30 m 22 y 17 k 57

r 117 g 120 b 123

#75787b

Corporate backgrounds - reference for
the primary and secondary color options



Corporate backgrounds - reference for
the primary and secondary color options



Corporate backgrounds - reference for
the primary and secondary color options

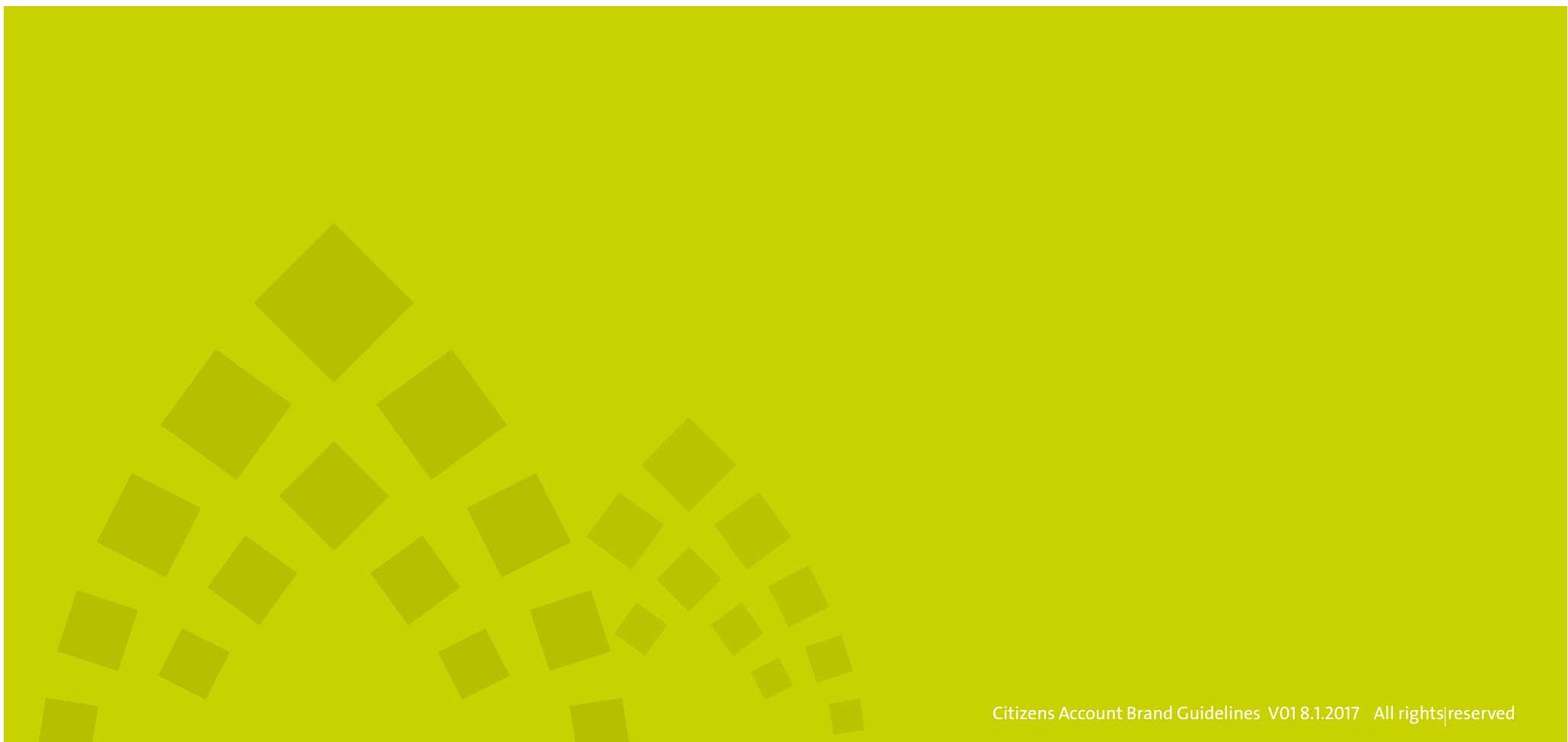


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PRIMARY TYPEFACE

For headlines, stationary (letterhead, business card, envelope, etc...)

Bahij TheSansArabic
Light

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن
A B C D E F G H I G K L M N O P Q R S T U V X W Z

Bahij TheSansArabic
Plain

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن
A B C D E F G H I G K L M N O P Q R S T U V X W Z

Bahij TheSansArabic
SemiBold

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن
A B C D E F G H I G K L M N O P Q R S T U V X W Z

Bahij TheSansArabic
Bold

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن
A B C D E F G H I G K L M N O P Q R S T U V X W Z

SECONDARY TYPEFACE

Frutiger 45

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و
A B C D E F G H I G K L M N O P Q R S T U V X W Z

Frutiger 55

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و
A B C D E F G H I G K L M N O P Q R S T U V X W Z

Frutiger 65

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه
A B C D E F G H I G K L M N O P Q R S T U V X W Z

01 | Logo

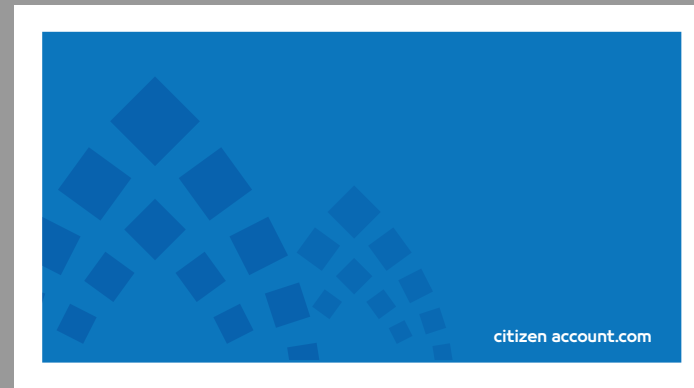
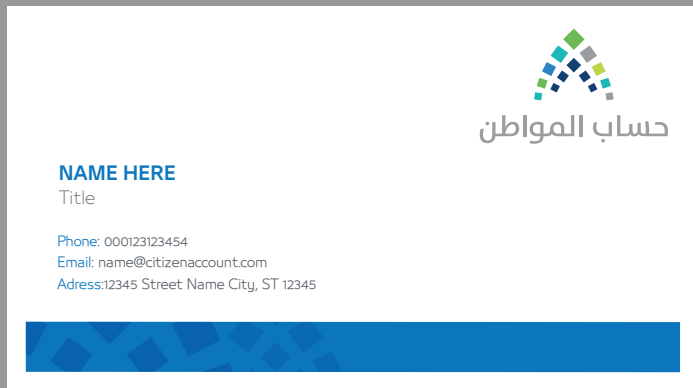
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BUSINESS CARD



LETTERHEAD



حساب المواطن



www.citizen-account.com



citizen-account.com



ENVELOPE



FOLDER

