

Brand Manual



الهيئة العامة للزكاة والدخل
General Authority of Zakat & Tax

Brand Architecture



The Goal

Brand Architecture

To promote order and serve overall **BRAND RECOGNITION**.

The architecture should define the different leagues of branding within the organisation, how the corporate brand and sub-brands relate to and support each other; and how the sub-brands reflect or reinforce the core purpose of the corporate brand to which they belong.

Branding System

To give the **FAMILY OF BRANDS** **A LEVEL OF COHERENCE** achieved through the use of architecture tools such as color palettes and visual devices.

The Solution

01

End-Target Perspective

Is the basis for assessing the architecture solution

02

Clarity

Brands and sub-brands will interface with their respective targets individually in the majority of cases.

03

Individuality

Brands and sub-brands will interface with their respective targets individually in the majority of cases.

The Solution

ADOPT LOGIC AND SIMPLICITY.

BRING ORDER TO THESE DIFFERENT BRAND 'ENTITIES' in **TWO STAGES**

FIRST

by **PROPOSING A BRAND ARCHITECTURE MODEL** to govern them.

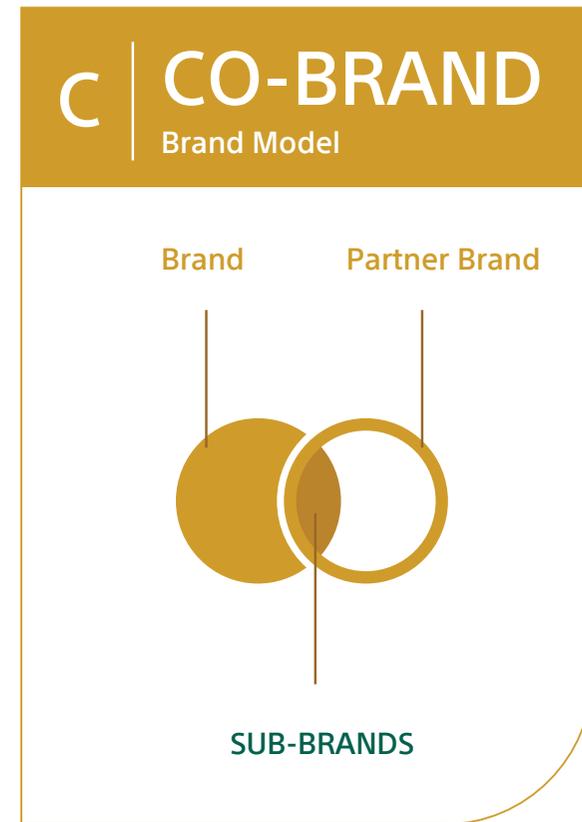
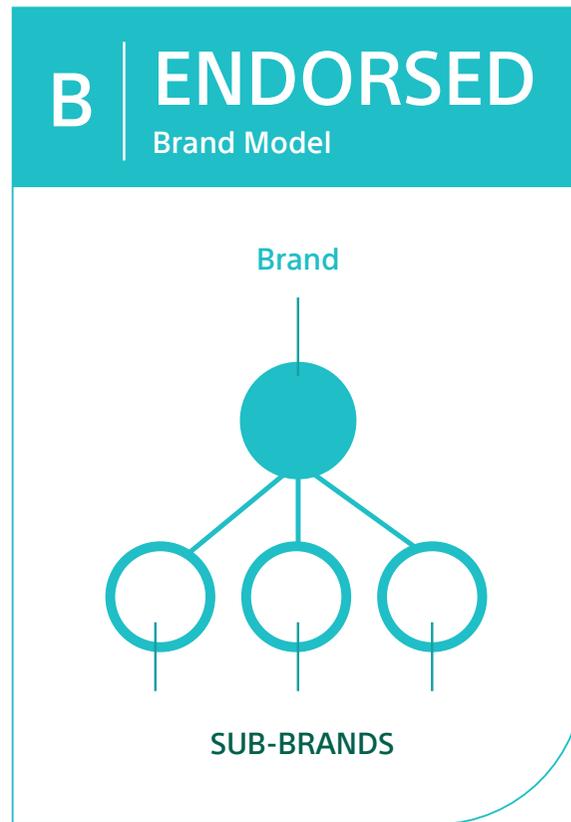
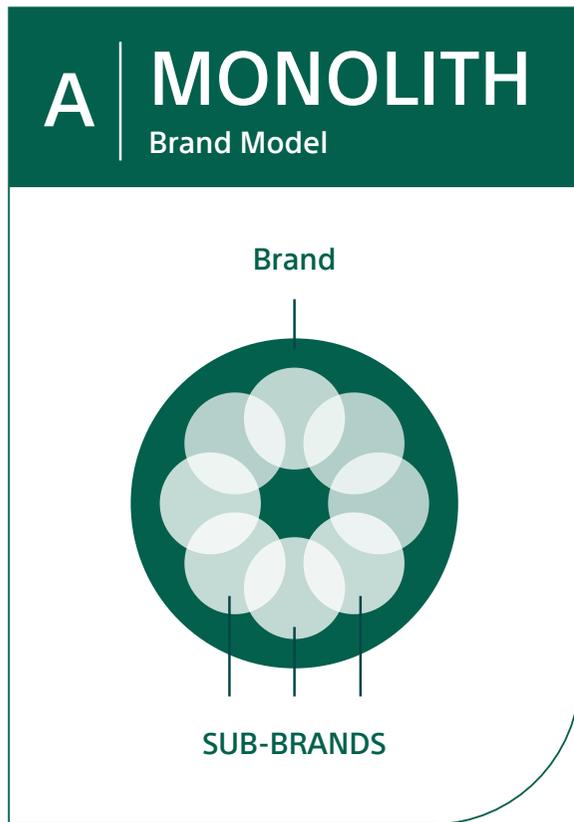
SECOND

by **LEVERAGING TOOLS** such as visual devices and distinct colour palettes to **PROMOTE FURTHER DIFFERENTIATION.**

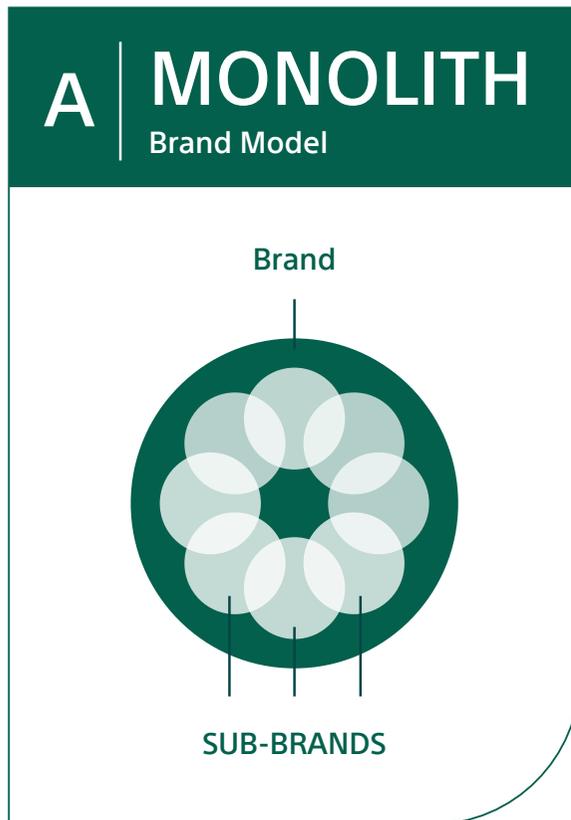
Brand Family Models



Brand Family Models



Brand Family Models



BRANDED HOUSE

Parent brand identity dominates the complete family of brands.

Brand extensions and sub-brands use mostly descriptors and / or color coding for differentiation.

Monolith - Branded House

COLOR CODING	DESCRIPTORS
<p data-bbox="183 523 271 555">Brand</p>  <hr data-bbox="183 769 1016 772"/> <p data-bbox="183 804 367 836">Sub - Brands</p>      	<p data-bbox="1111 523 1198 555">Brand</p>  <hr data-bbox="1111 769 1899 772"/> <p data-bbox="1111 804 1294 836">Sub - Brands</p>   

Monolith - Branded House

Layer 1 (Brand)



Australian Government

Layer 2 (SUB - Brands) DESCRIPTORS



Australian Government

Department of Health



Australian Government

Visions of Australia



Australian Government

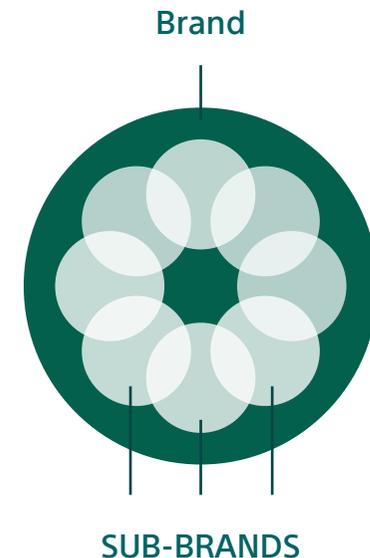
Department of Foreign Affairs and Trade

Monolith - Branded House

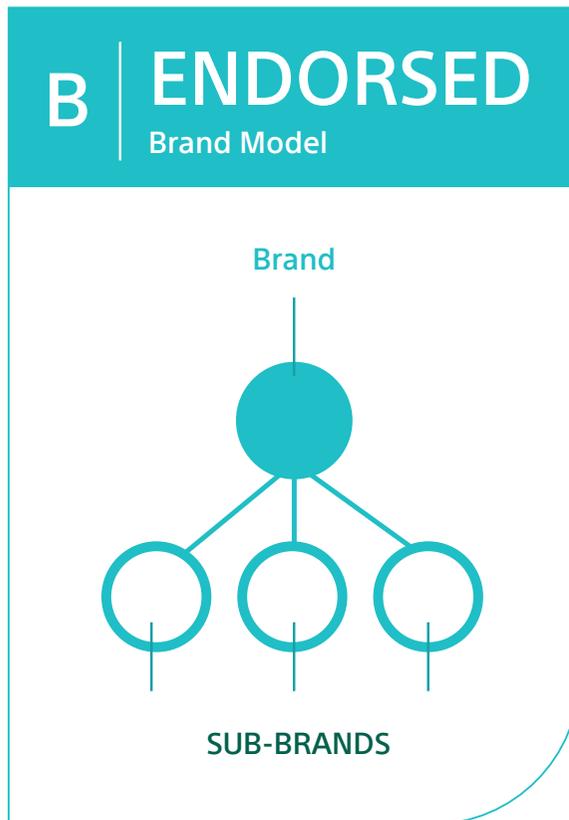
Monolith Pros and Cons

GAZT shall apply the rules of this model to regulate its corporate and organisational portfolio.

- ✔ Stressing the corporate brand allows a strong corporate identity that can be flexible in its offering
- ✔ Branding activities are focused and not fragmented, promoting shared brand equity
- ✘ Does not allow for targeting or segmenting markets with sub-brands
- ✘ Parent brand at risk if problems arise at sub-brand level



Brand Family Models



HOUSE OF BRANDS

Sub-brand has and independent identity from parent, that appears only as endorses.

ENDORSED - House of Brands



ENDORSED - House of Brands

Organisation name



Stand-alone
Brands and organisations



Leadership Academy



Communities of practice for local government

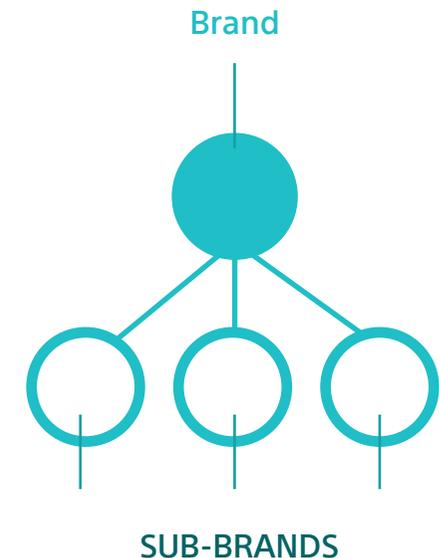


firstonline

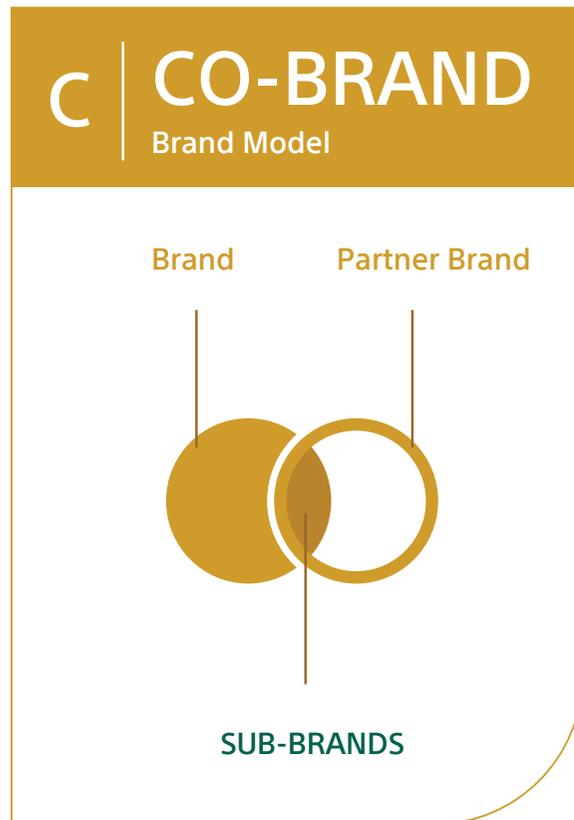
ENDORSED - House of Brands

Endorsed Pros and Cons

- ✓ **GAZT** / parent can better target the segments through better line businesses branding
- ✓ Sub-branding gives opportunity for better connection between customers and their needs
- ✓ Sub-brand can help differentiate **GAZT** and boost brand preference
- ✓ Takes longer, but reaches better differentiation
- Risk lies at sub-brand level
- If Sub-brand cancelled all branding investment is lost



Brand Family Models



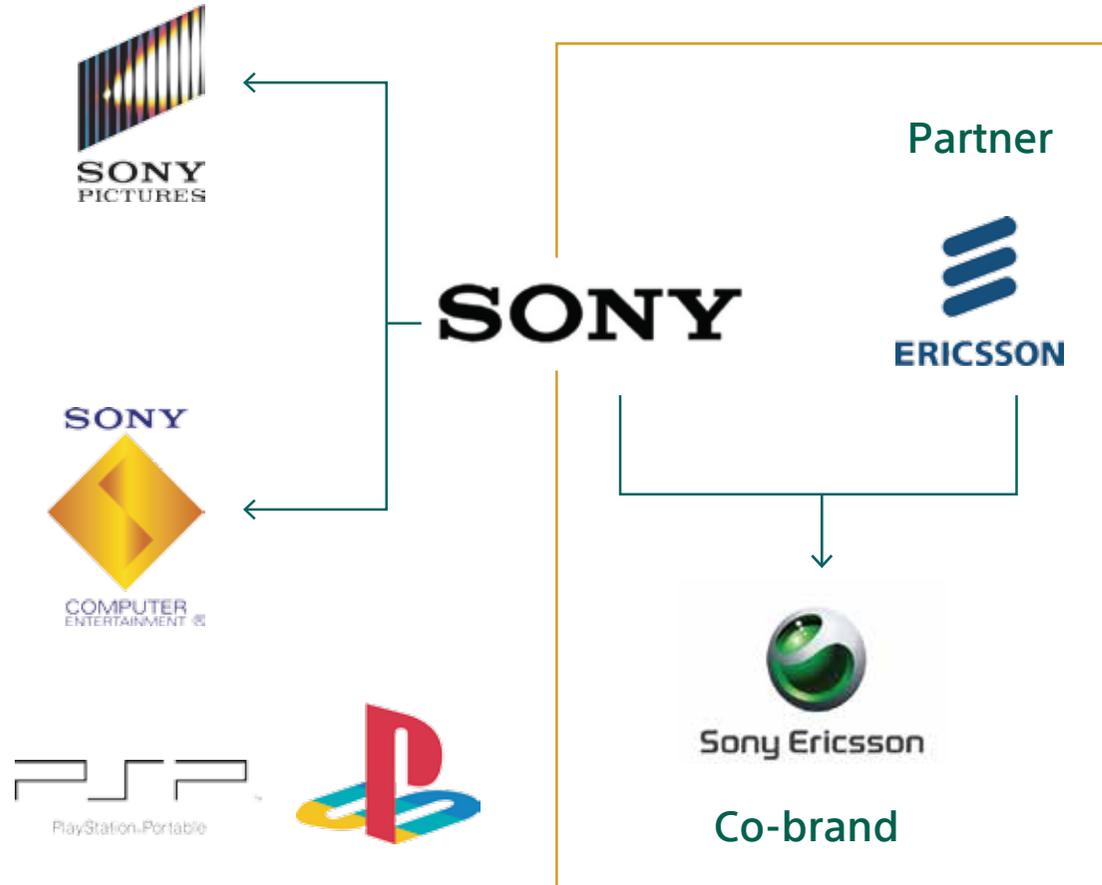
HYBRID, INDEPENDENT BRANDS

Parent brands marry to form a hybrid or independent brand, whether corporate or subsidiary.

Co-branding - Corporation

The SONY merger with Ericsson created a new independent and shared brand. This marriage is told to split and Sony will focus on its product lines and sub brands.

Brand architectures are dynamic, like Sony's. It includes subsidiary companies such as Sony Computer Entertainment, that was founded 2010 after its product line PlayStation was introduced 1994 to the market.



Co-branding

Subsidiary / Line Extension / Product

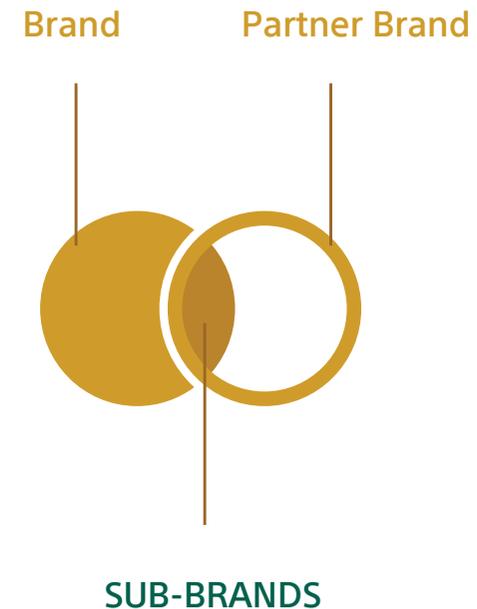


Partnering founders from governmental, public and private bodies form a nonprofit brand

Co-branding - Corporation

Co-branding Pros and Cons

- ✓ Leveraging additional brand benefits
- ✓ Parent explores new avenues
- ✓ Risk is shared
- ✗ Risk of alienating customers
- ✗ Risk of diluting the parent brand



GAZT Architecture System



I- MONOLITH - BRANDED HOUSE

A. CORPORATE STRUCTURE

Parent brand mark plus small postscript

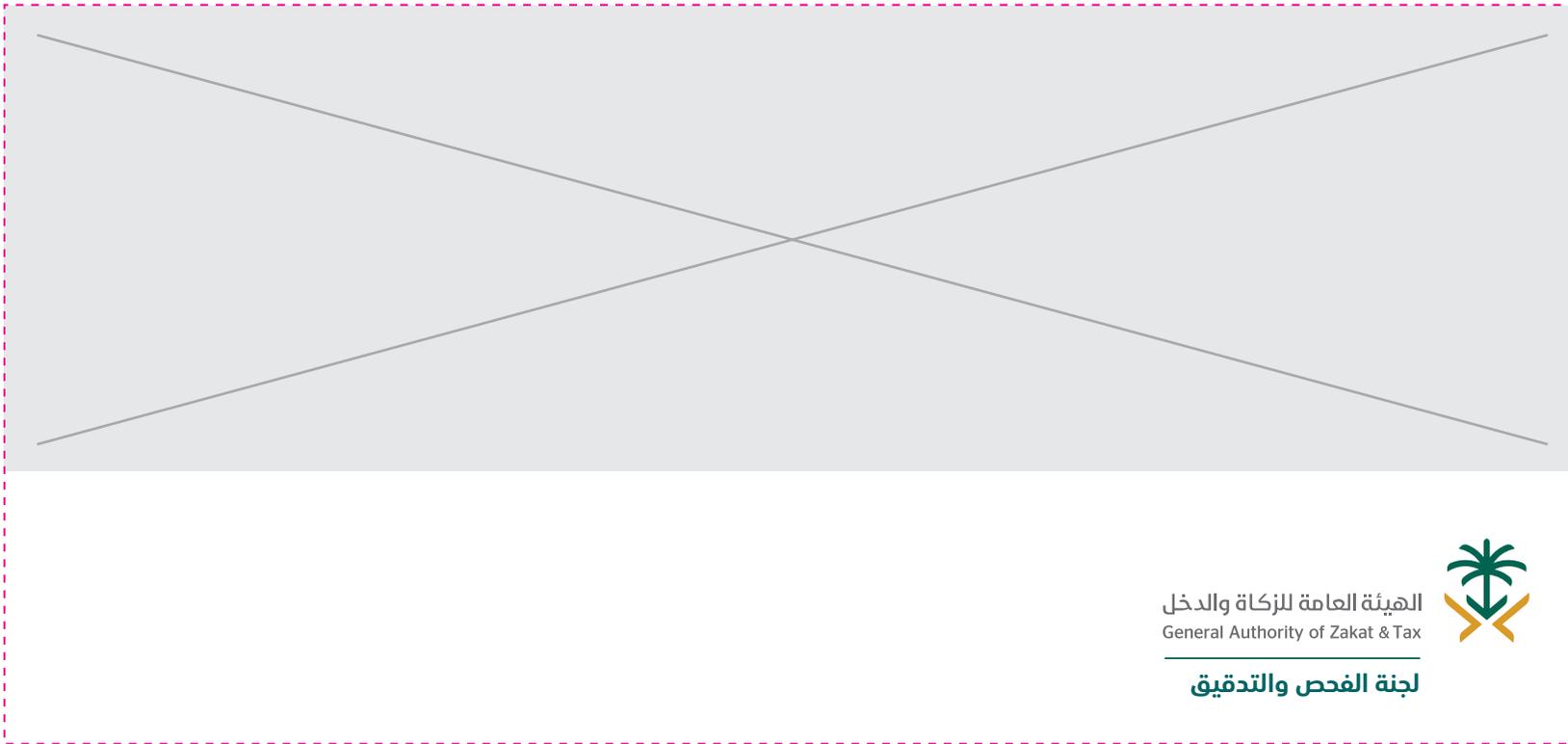
An additional dimension that **GAZT** brand architecture has to account for is the organization structure, including departments, divisions, etc..

The rule here is to append the name to **GAZT** logo (Horesintal version), using the primary typeface and right aligned bottom of **GAZT** word mark



I- MONOLITH - BRANDED HOUSE

A. CORPORATE STRUCTURE



Placement Guide

I- MONOLITH - BRANDED HOUSE

B. INTERNAL PRODUCTS, INITIATIVES AND REGULATIONS

brand mark plus large postscript

The monolith brand **GAZT** uses its corporate typeface to create descriptors in the primary brand color Green.

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اسم المبادرة أو النظام

الهيئة العامة للزكاة والدخل
General Authority of Zakat & Tax



مبادرة حصر الاستحقاقات المالية

الهيئة العامة للزكاة والدخل
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برنامج تسهيل

I- MONOLITH - BRANDED HOUSE

B. INTERNAL PRODUCTS, INITIATIVES AND REGULATIONS



Placement Guide

Γ-ENDORSED - HOUSE OF BRANDS

EXTERNAL PRODUCTS AND INITIATIVES

A. Wordmark + integrated or attached icon + descriptor if needed

أسم المنتج
أو المبادرة

أسم المنتج
أو المبادرة

وصف المنتج أو المبادرة

The Product Sub-brand of **GAZT** uses its corporate colors and Feeling (DNA)

2-ENDORSED - HOUSE OF BRANDS

EXTERNAL PRODUCTS AND INITIATIVES

B. A simple spirograph symbol + brand name + descriptor if needed



أسم المنتج أو المبادرة
EXTERNAL PRODUCTS

أسم المنتج أو المبادرة
EXTERNAL PRODUCTS



The Product Sub-brand of **GAZT** uses its corporate colors and Feeling (DNA)

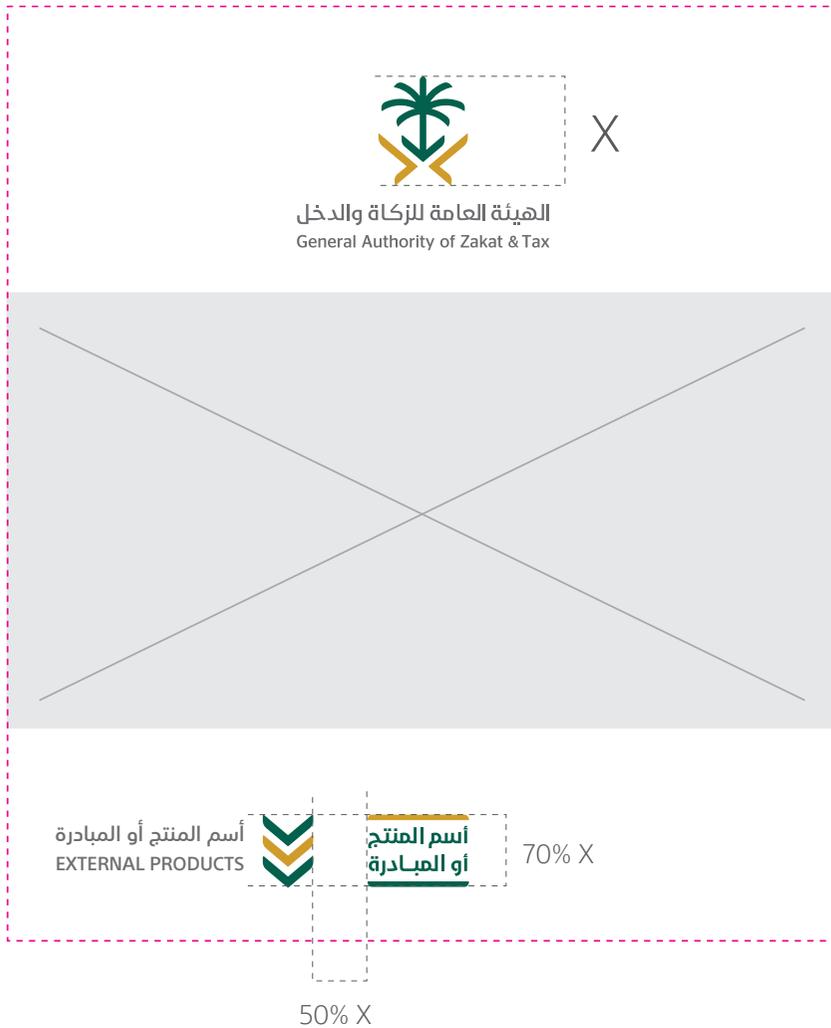
Γ-ENDORSED - HOUSE OF BRANDS

EXTERNAL PRODUCTS AND INITIATIVES



Placement Guide

BRAND PLACEMENT - BRAND TALK



To keep a sense of hierarchy and reflect the brand architecture properly, there's a size ratio rule that has to be followed when creating layouts.

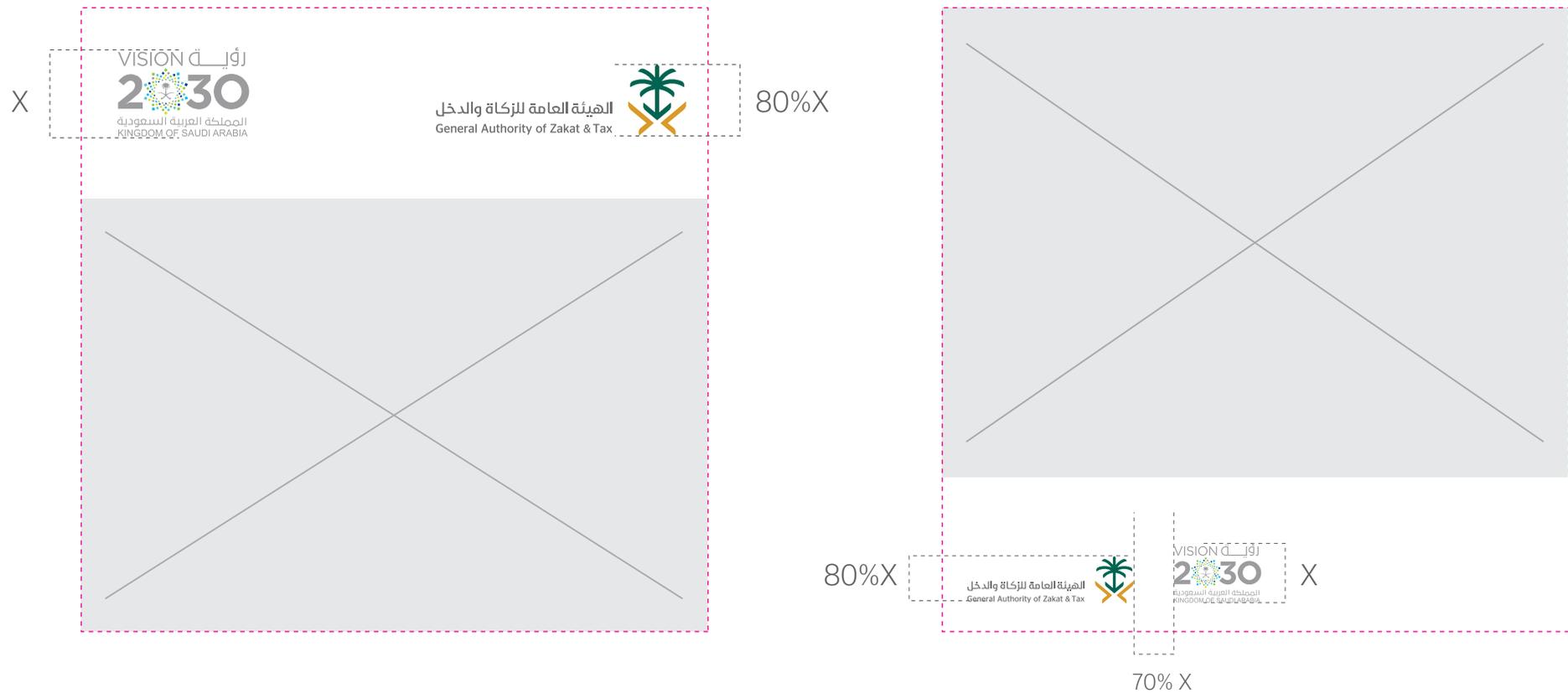
The size percentage regarding **GAZT** symbol as a guide (X), and should be understood as visual ratio and not a geometric one.

BRAND PLACEMENT - SUBSIDIARY TALK



The brand model defines interrelationships between **GAZT** and its family brands. This affects brand dominance in size and placement of logos.

BRAND PLACEMENT - EXTERNAL BRAND TALK



The brand model defines interrelationships between **GAZT** and external brands. This affects brand dominance in size and placement of logos.

GAZT BRAND PORTFOLIO



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General Authority of Zakat & Tax

MONOLITHIC SUB-BRANDS

الهيئة العامة للزكاة والدخل
General Authority of Zakat & Tax



اسم القسم أو المبادرة

ENDORSED SUB-BRANDS INDEPENDENT BRAND IDENTITIES

أسم المنتج
أو المبادرة

أسم المنتج أو المبادرة
EXTERNAL PRODUCTS



Brand Concept



Brand Concept

The logo reflects our role and expresses our mission in developing the country's financial resources and exploiting them in the best manner to positively encourage the our community's prosperity under the umbrella of a solid social responsibility involving individuals, the public, and both general and private sectors.

The logo symbolizes the basic sources of Zakat and Income, showcasing their impact upon the economy's growth and affluence, all within the symbolism of the Kingdom's renowned emblem: (Two swords and palm).



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General Authority of Zakat & Tax



Brand Mark Versions



Brand Mark Versions

The preferred reproduction of GAZT brand mark is in its positive full color version on white background.

Alternatively, the logo may be reversed only out of a GAZT Green background color from the brand primary palette, in order to secure enough contrast for proper visibility.

When production limitation exists and the use of a full color logo is not possible, the grayscale version is to be applied (see color value) and not an automatic conversion.

Rarely, the use of monochrome (single color) or bitmap (black and white) versions is necessary. Example: fax transmissions, stamps and film exposure for special finishes such as foil blocking and embossing dyes.

Main Version



Main Reverse Version



Grayscale Version



Bitmap Version



Monochrome version



Monochrome Reverse Version



Colors

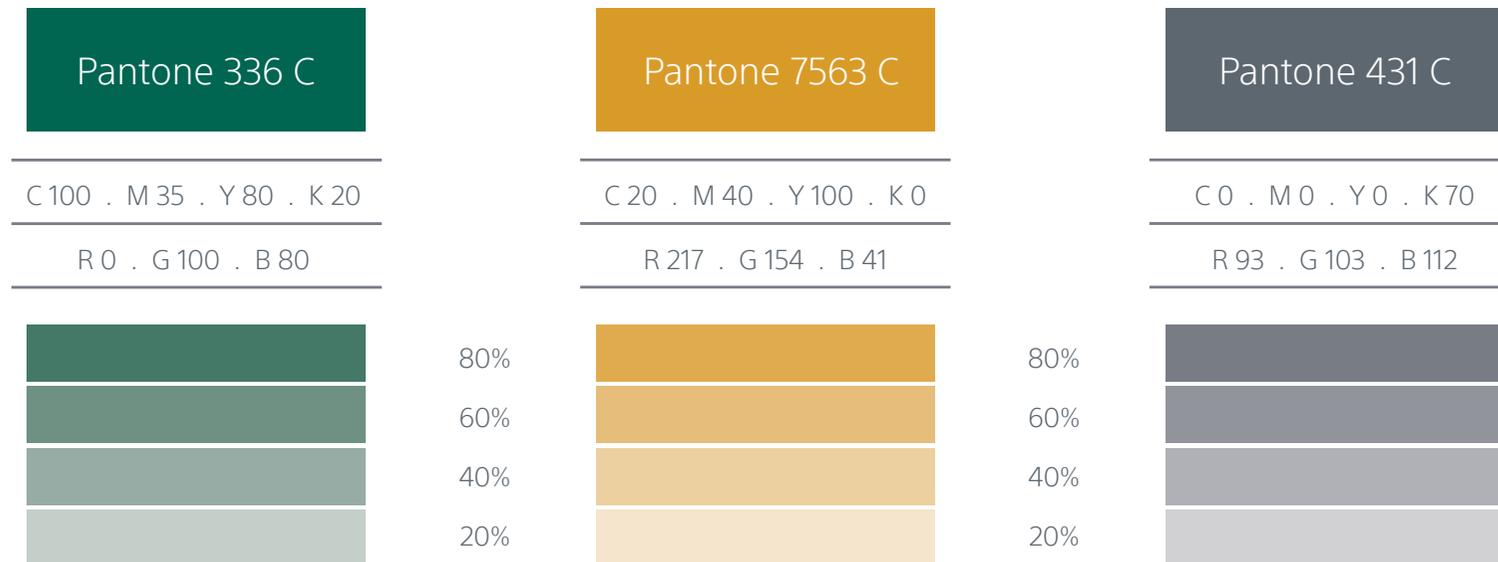


Primary Colors

For consistent brand recognition, GAZT owns a set of primary colors that form the brand color signal. Use consistently to strengthen their recall value. They are mainly present in the brand mark and appear first in brand applications. GAZT Green, Gold, and Gray together the brand mark.

Pantone® color values are available to serve GAZT as spot colors where applicable, the brand may use process color reproduction - with CMYK values - in relevant brand applications, like communication templates. For digital applications use the RGB values.

The brand color values are given in full tone and are permitted to be used in lighter tints as shown here. Do not use automatic conversion of the full Pantone® values into process or additive colors, this is only allowed when using tints.



Tint percentage brackets: 80 - 60 - 40 - 20

Secondary Colors

GAZT uses a set of secondary colors to complement its color language to support the primary colors in expressing the brand personality. This palette creates a practical set of colors that cover all design needs, to communicate GAZT to a broad audience with a variety of messages. The set includes light and dark, warm and cold colors.

To offer the GAZT a cohesive color language, opt always for using the full tone Pantone® color for designing layouts. When you need to use brand color backgrounds for text or other graphic elements, you may use lighter tints from the color palette.

In lieu of GAZT colors values, which can be found in the current edition of the Pantone® formula guide, when reproduction restricts the use of spot colors, refer to alternative color values as applicable.



Tint percentage brackets: 80 - 60 - 40 - 20

Reproduction Guideline



Clear Space

To ensure prominence and legibility, the brand mark is always surrounded by a minimum area of clear space.

The clear space remains free of other elements, such as type, graphics and imagery.

The shown guideline defines the minimum clear space around the brand mark. It creates a protective, imaginary border around the brand mark.

The protected free space is created by 75% of X (The symbol height of GAZT brand mark).



Symbol height (X)

Minimum Size Logo and Icon logo

Size measurement is based on the width of GAZT logo.

To ensure sufficient brand mark recognition, apply the minimum size rule when placing the brand mark on any communication or advertising material.

Brand identity applications reproduce the logo in an optimum size, please use the provided templates.

Some applications may require micro sizes. As example: fitting into a small area on a plastic card, in such cases the use of the micro size brand symbol only is allowed and considered an exceptional use.

Further size reduction is not permitted.



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17 mm



5 mm

Unacceptable Backgrounds

The figures show examples of non permitted brand mark placements. Reason here is the reduced contrast and loss of logo clarity. The positive main logo version does not appear well.

Avoid using alien colors and apply a suitable color from the brand color palette for placing the positive logo version on solid backgrounds, with up to 10% color tint.

Heterogeneous, busy or patterned photographic backgrounds harm the needed brand mark visibility and are therefore not permitted.



Do not place on a corporate color with no sufficient contrast



Do not use an alien, non-corporate color



Do not use a patterned, heterogeneous photographic background

Permissible Backgrounds

To allow the brand mark appear on various backgrounds and cater for a wide range of use, the shown figure demonstrates examples of permissible logo placements.

The rule is to favor the use of GAZT main logo version, positive on white or light color background, and reverse on GAZT Green. Secure enough contrast and select the logo version that appears best.

When placing the brand mark over an image, choose a homogenous area or use the white bitmap (mono-color) version to place it on a dark, pattern or pixelated background.



Brand Mark Misuses

Shown in the figures are some unacceptable uses of GAZT brand mark. The brand mark should always be reproduced from the master artworks, do not reconstruct the logo.

The brand mark should never be altered, redrawn, recolored or manipulated in any way. It is not allowed to append more descriptors to the logo.

Please ensure that GAZT brand mark is used correctly at all times.



Resize using proportional scaling (press the shift button)



Do not distort the logo



Do not add or alter the logo color



Do not delete any component



Do not reproduce with low resolution



Do not reproduce with incorrect color values



Do not change the configuration



Do not change the proportion of the components



Do not change the proportion of the Clear space between the symbol and font

Acceptable Backgrounds Mono Color Logo

The preferred reproduction of GAZT brand mark is in its positive full color version on white background, followed by the reverse version on GAZT Green background.

Alternatively, the logo may be reversed out of a dark background color from GAZT's color palette.

For this need, use the mono color reverse logo version, converted to 100% white, and consider the shown contrast as benchmark for placing the logo on any other sort of dark backgrounds.



Typography



Typography

Fonts

GAZT primary typefaces are intended for headings, sub-heading, naming, titles and main brand messages. These hero fonts are used in all brand applications, communication, as well as corporate and legal material.

Latin

Branding
Heading
Naming
Title

➤

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&-+=

SST Arabic - Medium

Arabic

Branding
Heading
Naming
Title

➤

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 ي
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

SST Arabic - Medium

Typography

Fonts

For a coherent brand image, a set of family typefaces serves the brand in typesetting content information, body copy and contact details. The use of different weights allows flexibility and better readability.

Latin

Body copy
Small text
Content text



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&-+=

SST Arabic - Light

Text highlight
Captions
Featured text



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&-+=

SST Arabic - Roman

Paragraph
heading
Fine Print



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&-+=

SST Arabic - Medium

Arabic

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 ي
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ! @ # \$ % & - + =



Body copy
Small text
Content text

SST Arabic - 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 ه و ي
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ! @ # \$ % & - + =



Captions
Featured text

SST Arabic - Roman

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 ي
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ! @ # \$ % & - + =



Paragraph heading
Text highlight
Fine Print

SST Arabic - Medium

Typography

Universal Fonts

To preserve the brand image, the use of these sets of fonts is necessary for web applications and to work universally on all common platforms.

Latin	Arabic
<p data-bbox="168 703 264 727">Fine Print</p> <p data-bbox="409 676 456 751">➤</p> <p data-bbox="497 639 1057 783">ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%&-+=</p>	<p data-bbox="1935 703 2031 727">Fine Print</p> <p data-bbox="1856 676 1904 751">◀</p> <p data-bbox="1263 628 1823 788">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 ي ٠١٢٣٤٥٦٧٨٩!@#%&-+=</p>
<p data-bbox="168 826 472 850">Myriad Pro - Regular</p>	<p data-bbox="1603 818 2011 842">Myriad arabic - Regular</p>
<p data-bbox="168 943 360 1054">Paragraph heading Text highlight Captions Featured text</p> <p data-bbox="409 959 456 1034">➤</p> <p data-bbox="497 922 1095 1066">ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%&-+=</p>	<p data-bbox="1935 943 2128 1054">Paragraph heading Text highlight Captions Featured text</p> <p data-bbox="1856 959 1904 1034">◀</p> <p data-bbox="1263 916 1823 1075">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 ي ٠١٢٣٤٥٦٧٨٩!@#%&-+=</p>
<p data-bbox="168 1114 432 1137">Myriad Pro - Bold</p>	<p data-bbox="1637 1114 2011 1137">Myriad arabic - Bold</p>

Typography

Typesetting Guide

All applications shall follow a unified typographic style, which requires adherence to a typesetting guide.

Using various weights in Arabic, creates the needed text differentiation. In Latin, headings and titles should always use title case (initial caps) and flush text alignment. Central text alignment is not allowed. Key messages that require extra stress can use the bold weight, example: quotes. Use true end dashes (–) and not hyphens (-).

Arabic Specifications

- Main Headings: SST Arabic Medium
- Subheadings: SST Arabic Medium
- Intro: SST Arabic Light
- Paragraph Headings: SST Arabic Roman
- Body copy: SST Arabic Light
- Text highlight: SST Arabic Medium

Latin Specifications

- Main Headings: SST Arabic Medium
- Subheadings: SST Arabic Medium
- Intro: SST Arabic Light
- Paragraph Headings: SST Arabic Roman
- Body copy: SST Arabic Light
- Text highlight: SST Arabic Medium

Latin

Titles in SST Arabic Medium

Sub-heading in SST Arabic Medium

Paragraph Heading in SST Arabic Roman

Intro paragraph in Helvetica Neue LT Std Light. Blind text accumsan et iusto praesent luptatum delenit augue ipsum dui dolore te feugait facilisily feugiat

Paragraph Heading in SST Arabic Roman

- This paragraph of example copy shows how to form bulleted copy and similar forms of text subdivisions to enable you to compare styles.
- This paragraph of example copy shows how to form bulleted copy to compare styles, weights and sizes of type that are available.

To highlight a part of the text: conse tetuer adip iscing elit. Suspendisse sodales nulla. Etiam sed risus. Etiam velit. Nulla vel sapien vehicula tellus dapibus blandit.

Arabic

العناوين بخط إس إس تي أرابيك وسط

العناوين المساندة بخط إس إس تي أرابيك وسط

رؤوس الفقرات بخط إس إس تي رومان

نموذج لنص التقديم وهذا النص ليس للقراءة. فقد وضع في هذا المكان لملء الحيز الذي سيثقله النص الصحيح لاحقاً. وفائدته لنا في هذه المرحلة تتلخص نموذجياً للخط.

رؤوس الفقرات بخط إس إس تي رومان

- هذا النص ليس للقراءة. فقد وضع في هذا المكان لملء الحيز الذي سيثقله النص الصحيح لاحقاً.
- هذا النص ليس للقراءة. فقد وضع في هذا المكان وفائدته لنا في هذه المرحلة تتلخص في كونه نموذجياً لنوع الخط.

لتحديد وإبراز جزء من النص: هذا النص ليس للقراءة. فقد وضع وفائدته لنا في هذه المرحلة تتلخص في كونه نموذجياً لنوع الخط الذي سنستخدمه للنص الفعلي للإعلان.

Stationary



Stationary

Business Card

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Employee Name: CMYK 100-35-80-20
Job Title: CMYK 0-0-0-70
Web: CMYK 20-40-100-0
Contacts: CMYK 0-0-0-70
Graphics: CMYK

Typesetting

Name: Arabic: SST Arabic - Roman / 7.5pt
English: SST Arabic - Roman / 7.5pt

Job Title: Arabic: SST Arabic - Roman / 7.5pt
English: SST Arabic - Roman / 7.5pt

Contacts: Arabic: SST Arabic - Light / 7.5pt
English: SST Arabic - Light / 7.5pt

Web: Arabic: SST Arabic - Medium / 8pt

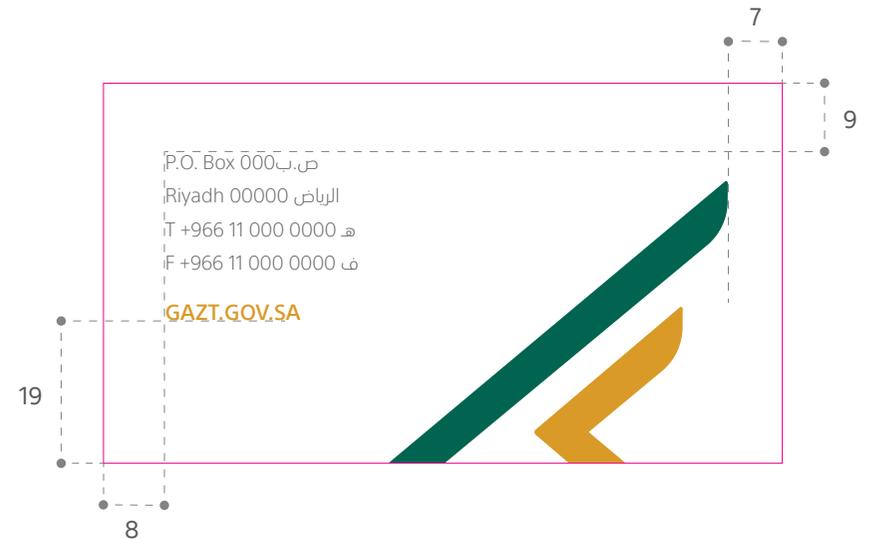
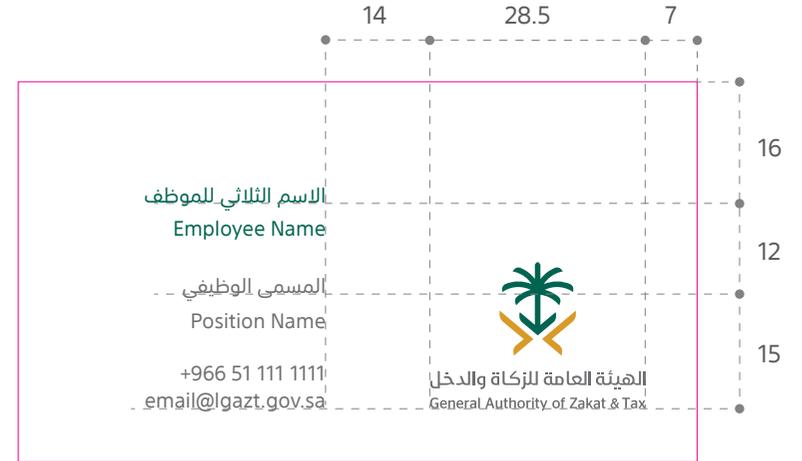
Size

W 90 x H 50mm

Printing

Offset

*All dimensions in mm



Stationary

Letterhead - A4

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Web: CMYK 20-40-100-0
Contacts: CMYK 0-0-0-70
Graphics: CMYK

Typesetting

Web: Arabic: SST Arabic - Medium / 8pt
Contacts: Arabic: SST Arabic - Light / 7.5pt
English: SST Arabic - Light / 7.5pt

Size

A4

Printing

Offset

*All dimensions in mm



Stationary

Follow Sheet - A4

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

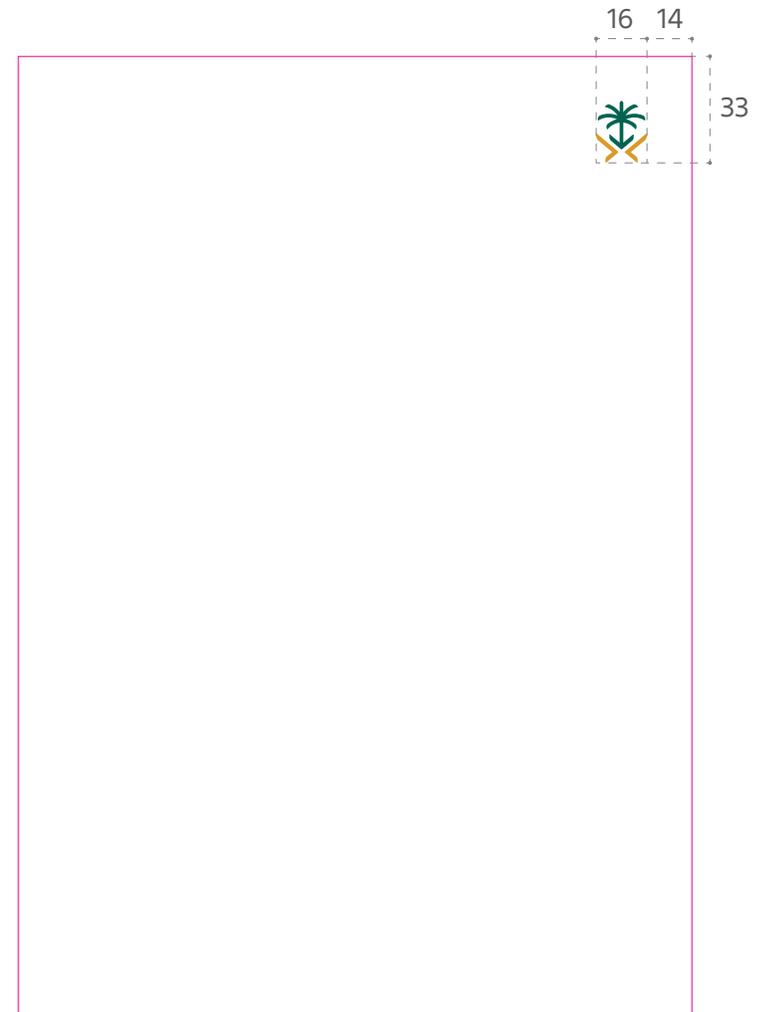
Size

A4

Printing

Offset

*All dimensions in mm



Stationary

Note Pad - A4 - Vertical - Cover

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Web: CMYK 20-40-100-0
Contacts: CMYK 0-0-0-70
Graphics: CMYK

Typesetting

Web: Arabic: SST Arabic - Medium / 8.5pt
Contacts: Arabic: SST Arabic - Light / 7.5pt
English: SST Arabic - Light / 7.5pt

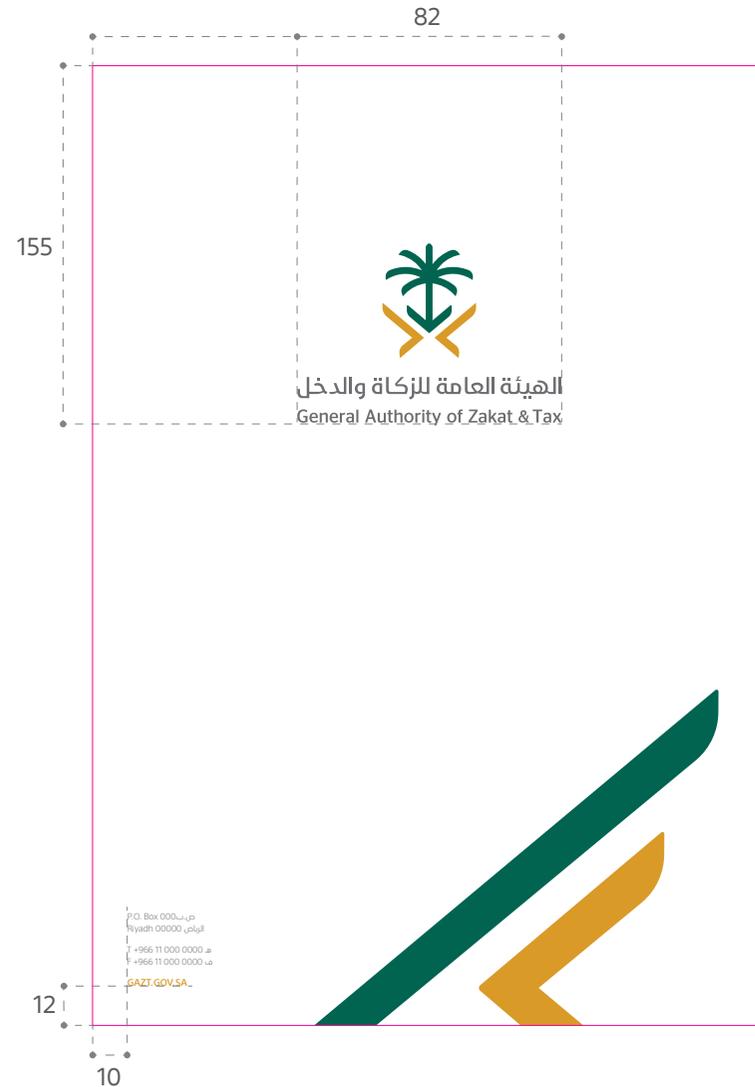
Size

A4

Printing

Offset

*All dimensions in mm



Stationary

Note Pad - A4 - Vertical - inside

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Web: CMYK 20-40-100-0

Typesetting

Web: Arabic: SST Arabic - Medium / 10.5pt

Size

A4

Printing

Offset

*All dimensions in mm



Stationary

Note Pad - A4 - Vertical - Back

Colors

CMYK 100-35-80-20

Size

A4

Printing

Offset

*All dimensions in mm



Stationary

Note Pad - A4 - Horizontal - Cover

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Web: CMYK 20-40-100-0
Contacts: CMYK 0-0-0-70
Graphics: CMYK

Typesetting

Web: Arabic: SST Arabic - Medium / 10pt
Contacts: Arabic: SST Arabic - Light / 8.5pt
English: SST Arabic - Light / 8.5pt

Size

A4

Printing

Offset

*All dimensions in mm



Stationary

Note Pad - A4 - Horizontal - inside

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Web: CMYK 20-40-100-0

Typesetting

Web: Arabic: SST Arabic - Medium / 10.5pt

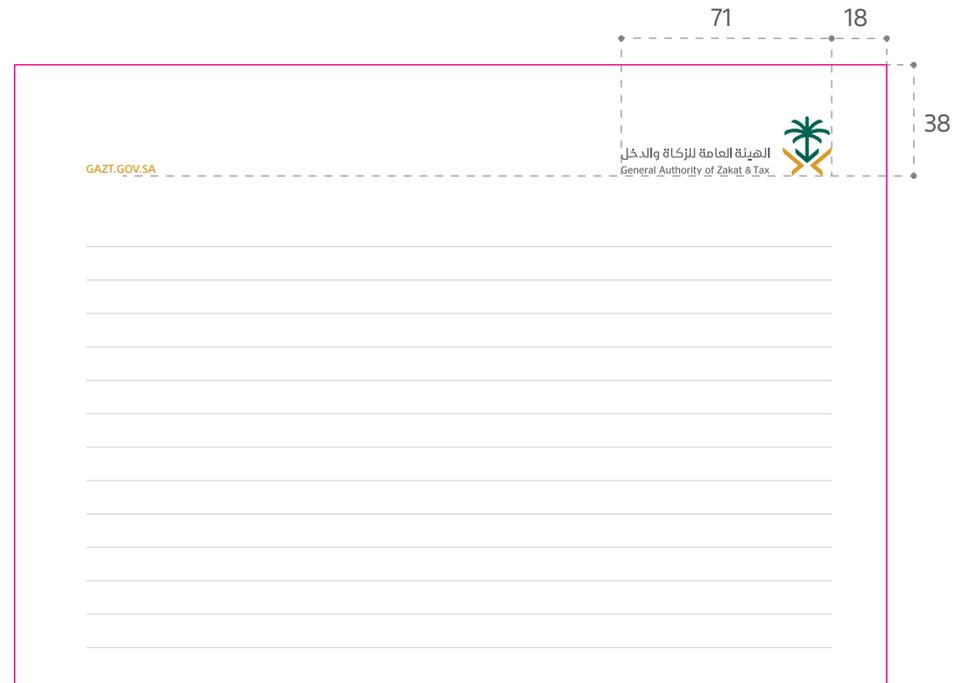
Size

A4

Printing

Offset

*All dimensions in mm



Stationary

Note Pad - A4 - Horizontal - Back

Colors

CMYK 100-35-80-20

Size

A4

Printing

Offset

*All dimensions in mm



Stationary

Note Pad - A5 - Vertical - Cover

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Web: CMYK 20-40-100-0
Contacts: CMYK 0-0-0-70
Graphics: CMYK

Typesetting

Web: Arabic: SST Arabic - Medium / 8.5pt
Contacts: Arabic: SST Arabic - Light / 7.5pt
English: SST Arabic - Light / 7.5pt

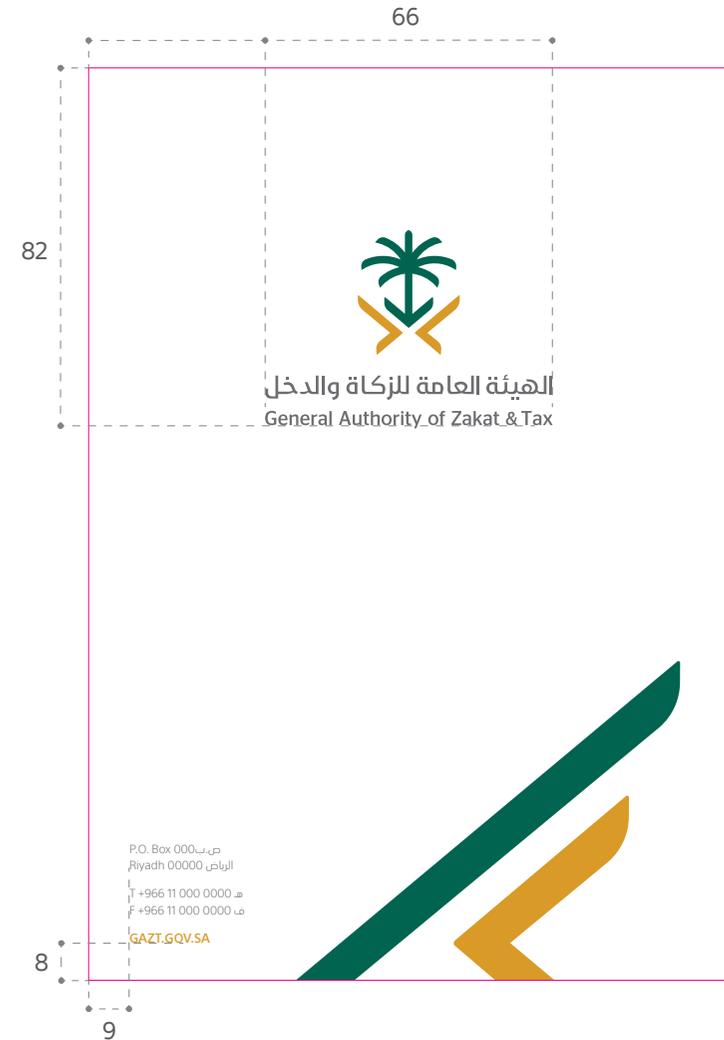
Size

A5

Printing

Offset

*All dimensions in mm



Stationary

Note Pad - A5 - Vertical - inside

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Web: CMYK 20-40-100-0

Typesetting

Web: Arabic: SST Arabic - Medium / 8.5pt

Size

A5

Printing

Offset

*All dimensions in mm



Stationary

Note Pad - A5 - Vertical - Back

Colors

CMYK 100-35-80-20

Size

A5

Printing

Offset

*All dimensions in mm



Stationary

Note Pad - A5 - Vertical - Cover

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Web: CMYK 20-40-100-0
Contacts: CMYK 0-0-0-70
Graphics: CMYK

Typesetting

Web: Arabic: SST Arabic - Medium / 8pt
Contacts: Arabic: SST Arabic - Light / 7pt
English: SST Arabic - Light / 7pt

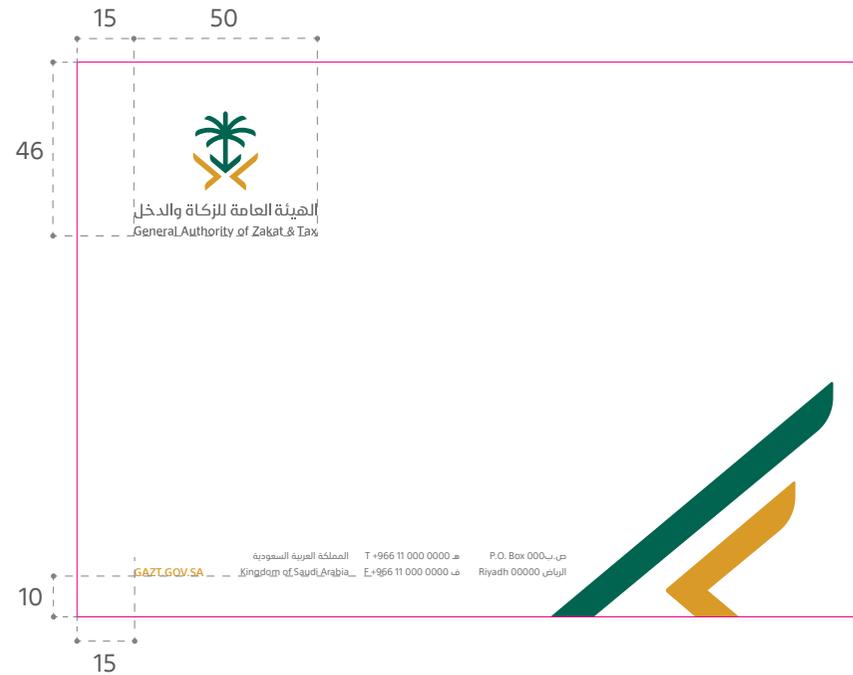
Size

A5

Printing

Offset

*All dimensions in mm



Stationary

Note Pad - A5 - Horizontal - inside

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Web: CMYK 20-40-100-0

Typesetting

Web: Arabic: SST Arabic - Medium / 8.5pt

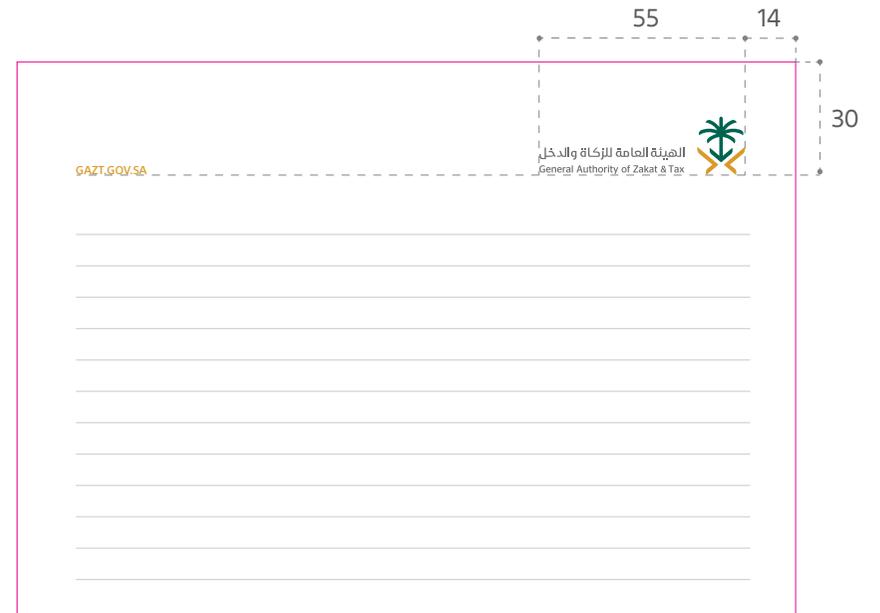
Size

A5

Printing

Offset

*All dimensions in mm



Stationary

Note Pad - A5 - Horizontal - Back

Colors

CMYK 100-35-80-20

Size

A5

Printing

Offset

*All dimensions in mm



Stationary

Envelope - DL

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Web: CMYK 20-40-100-0
Contacts: CMYK 0-0-0-70
Graphics: CMYK

Typesetting

Web: Arabic: SST Arabic - Medium / 8.5pt

Contacts: Arabic: SST Arabic - Roman / 7.5pt
English: SST Arabic - Roman / 7.5pt

Size

DL

Printing

Offset

*All dimensions in mm



Stationary

Envelope - C5

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Web: CMYK 20-40-100-0
Contacts: CMYK 0-0-0-70
Graphics: CMYK

Typesetting

Web: Arabic: SST Arabic - Medium / 8.5pt
Contacts: Arabic: SST Arabic - Roman / 7.5pt
English: SST Arabic - Roman / 7.5pt

Size
C5

Printing
Offset

*All dimensions in mm



Stationary

Envelope - C4

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Web: CMYK 20-40-100-0
Contacts: CMYK 0-0-0-70
Graphics: CMYK

Typesetting

Web: Arabic: SST Arabic - Medium / 10.5pt
Contacts: Arabic: SST Arabic - Roman / 9.5pt
English: SST Arabic - Roman / 9.5pt

Size
C4

Printing
Offset

*All dimensions in mm



Stationary

Corporate Folder - Front - A

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Web: CMYK 20-40-100-0
Contacts: CMYK 0-0-0-70
Graphics: CMYK

Typesetting

Web: Arabic: SST Arabic - Medium / 12pt

Contacts: Arabic: SST Arabic - Roman / 9pt
English: SST Arabic - Roman / 9pt

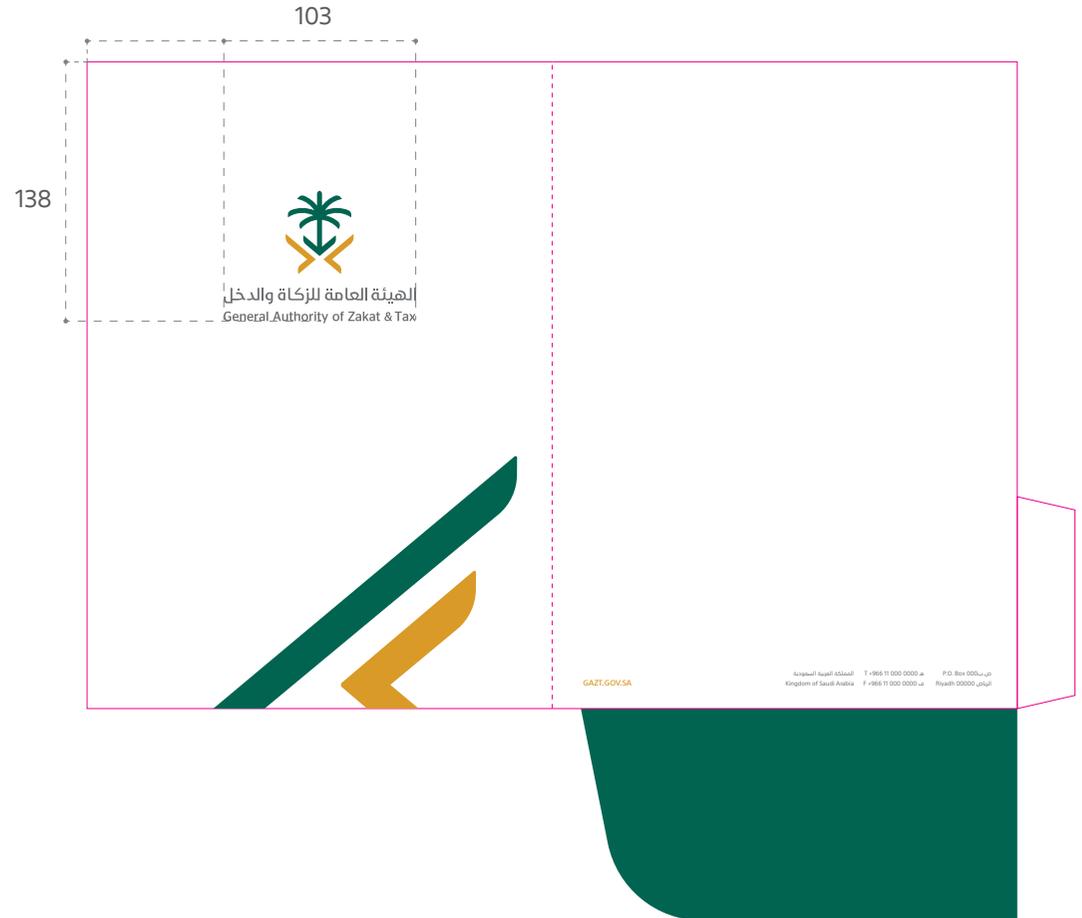
Size

W53 x H45.5 CM

Printing

Offset

*All dimensions in mm



Stationary

Corporate Folder - Back - A

Colors

CMYK 100-35-80-20

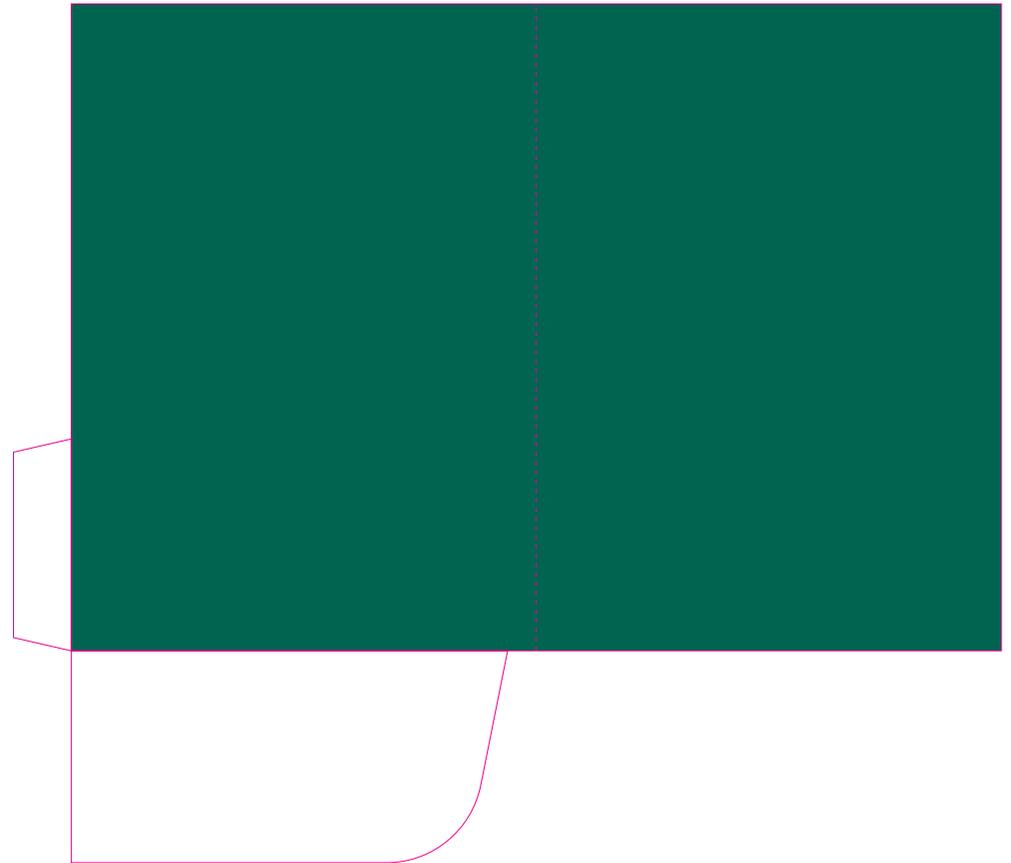
Size

W53 x H45.5 CM

Printing

Offset

*All dimensions in mm



Stationary

Corporate Folder - Front - B

Brand Marks

GAZT main reversed version (Process Colors).
Always use the master artwork.

Colors

Web: CMYK 20-40-100-0
Contacts: White
Graphics: CMYK

Typesetting

Web: Arabic: SST Arabic - Medium / 12pt

Contacts: Arabic: SST Arabic - Roman / 9pt
English: SST Arabic - Roman / 9pt

Size

W53 x H45.5 CM

Printing

Offset

*All dimensions in mm



Stationary

Corporate Folder - Back - B

Colors

White

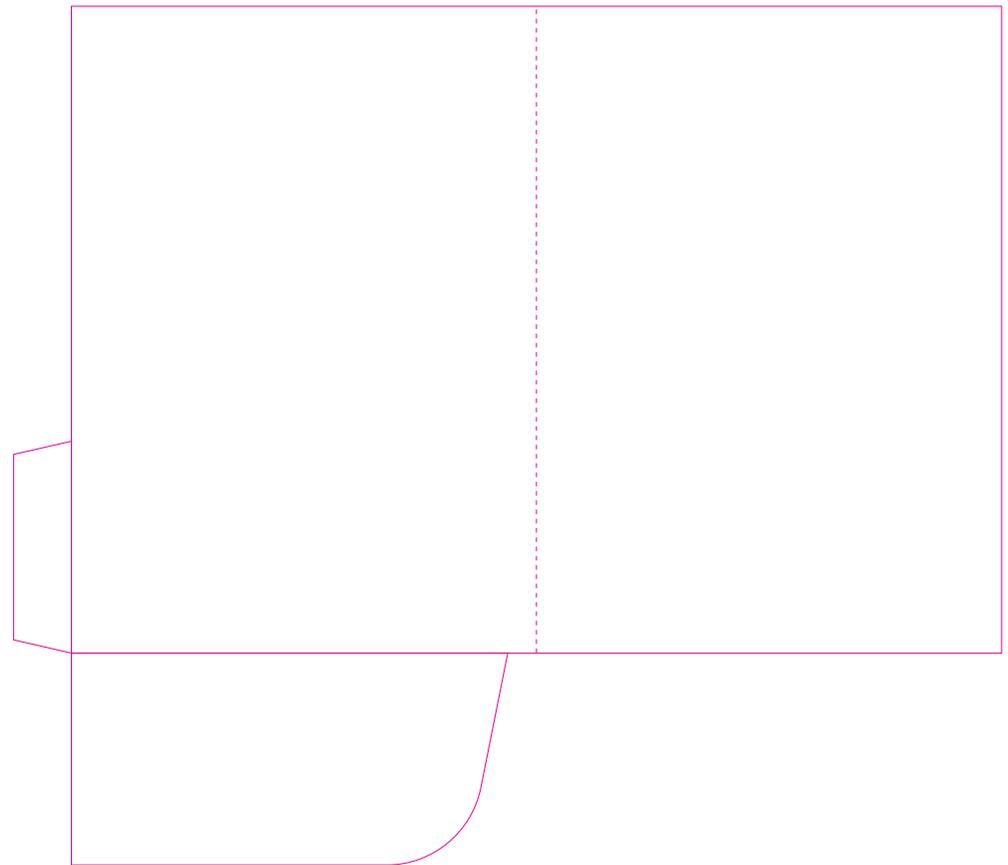
Size

W53 x H45.5 CM

Printing

Offset

*All dimensions in mm



Stationary

Corporate Report

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Web: CMYK 20-40-100-0
Contacts: CMYK 0-0-0-70

Typesetting

Web: Arabic: SST Arabic - Medium / 10.5pt
Contacts: Arabic: SST Arabic - Light / 14.5pt
English: SST Arabic - Light / 14.5pt

Size
A4

Printing
Offset

*All dimensions in mm



Literature



Literature

Annual Report - Cover - 1

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Title: CMYK 100-35-80-20
Subtitle: CMYK 20-40-100-0
Web: CMYK 20-40-100-0
Graphics: CMYK

Typesetting

Title: Arabic: SST Arabic - Medium / 29pt
Subtitle: Arabic: SST Arabic - Roman / 22pt
Web: Arabic: SST Arabic - Medium / 11pt

Size

A4 210 x 297 mm (WxH)

Printing

Offset

*All dimensions in mm



Literature

Annual Report - Cover - 2

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Title: CMYK 100-35-80-20
Subtitle: CMYK 20-40-100-0
Web: CMYK 20-40-100-0
Graphics: CMYK

Typesetting

Title: Arabic: SST Arabic - Medium / 29pt
Subtitle: Arabic: SST Arabic - Roman / 22pt
Web: Arabic: SST Arabic - Medium / 11pt

Size

A4 210 x 297 mm (WxH)

Printing

Offset

*All dimensions in mm



Literature

Annual Report - Cover - 3

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Title: Reversed white
Subtitle: Reversed white
Web: CMYK 100-35-80-20
Graphics: CMYK

Typesetting

Title: Arabic: SST Arabic - Medium / 29pt
Subtitle: Arabic: SST Arabic - Roman / 22pt
Web: Arabic: SST Arabic - Medium / 11pt

Size

A4 210 x 297 mm (WxH)

Printing

Offset

*All dimensions in mm



Literature

Annual Report - Cover - 4

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Title: CMYK 100-35-80-20
Subtitle: CMYK 20-40-100-0
Web: CMYK 100-35-80-20
Graphics: CMYK

Typesetting

Title: Arabic: SST Arabic - Medium / 29pt
Subtitle: Arabic: SST Arabic - Roman / 22pt
Web: Arabic: SST Arabic - Medium / 11pt

Size

A4 210 x 297 mm (WxH)

Printing

Offset

*All dimensions in mm



Literature

Annual Report - Inside Page

Colors

Title:	CMYK 20-40-100-0
Subtitle:	Reversed White
Paragraph Heading:	Reversed White
Copy:	Reversed White
Graphics:	CMYK

Typesetting

Title:	Arabic: SST Arabic - Bold / 27pt
Subtitle:	Arabic: SST Arabic - Roman / 22pt
Paragraph Heading:	Arabic: SST Arabic - Roman / 17pt
Copy:	Arabic: SST Arabic - Roman / 13pt
Contacts:	Arabic: SST Arabic - Medium / 11pt

Size

A4 210 x 297 mm (WxH)

Printing

Offset



Literature

Annual Report - Inside Page

Colors

Title:	CMYK 100-35-80-20
Subtitle:	CMYK 20-40-100-0
Paragraph Heading	CMYK 100-35-80-20
Copy:	CMYK 0-0-0-70
Graphics:	CMYK

Typesetting

Title:	Arabic: SST Arabic - Bold / 27pt
Subtitle:	Arabic: SST Arabic - Roman / 22pt
Paragraph Heading	Arabic: SST Arabic - Roman / 17pt
Copy:	Arabic: SST Arabic - Roman / 13pt
Contacts:	Arabic: SST Arabic - Medium / 11pt

Size

A4 210 x 297 mm (WxH)

Printing

Offset



عنوان الفقرات بخط بولد

ما سيأتي الفارئ عن التركيز على الشكل الخارجي للنص أو شكل توضع الفقرات في الصفحة التي يقرأها. وذلك يتم استخدام طريقة لوريوم إيسوموم لأنها تعطي توزيعاً طبيعياً -إلى حد ما- للأحرف في كنموذج عن النص. هناك خفيفة مثبته منذ زمن طويل وهي أن المحتوى المقروء لصفحة ما سيأتي الفارئ عن التركيز على الشكل الخارجي للنص أو شكل توضع الفقرات. ما سيأتي الفارئ عن التركيز على الشكل الخارجي للنص أو شكل توضع الفقرات في الصفحة التي يقرأها. وذلك يتم استخدام طريقة لوريوم إيسوموم لأنها تعطي توزيعاً طبيعياً -إلى حد ما- للأحرف في كنموذج عن النص. هناك خفيفة مثبته منذ زمن طويل وهي أن المحتوى المقروء لصفحة ما سيأتي الفارئ عن التركيز على الشكل الخارجي للنص أو شكل توضع الفقرات.

شكل توضع الفقرات في الصفحة التي يقرأها. وذلك يتم استخدام طريقة لوريوم إيسوموم لأنها تعطي توزيعاً طبيعياً -إلى حد ما- للأحرف في كنموذج عن النص. هناك خفيفة مثبته منذ زمن طويل وهي أن المحتوى المقروء لصفحة ما سيأتي الفارئ عن التركيز على الشكل الخارجي للنص أو شكل توضع الفقرات.

Literature

Annual Report - Inside Page

Colors

Title:	CMYK 100-35-80-20
Subtitle:	CMYK 20-40-100-0
Paragraph Heading	CMYK 100-35-80-20
Copy:	CMYK 0-0-0-70
Graphics:	CMYK

Typesetting

Title:	Arabic: SST Arabic - Bold / 27pt
Subtitle:	Arabic: SST Arabic - Roman / 22pt
Paragraph Heading	Arabic: SST Arabic - Roman / 17pt
Copy:	Arabic: SST Arabic - Roman / 13pt
Contacts:	Arabic: SST Arabic - Medium / 11pt

Size

A4 210 x 297 mm (WxH)

Printing

Offset

عنوان الفرقات بخط بولد

ما سيظهر الفارئ عن التركيز على الشكل الخارجي للنص أو شكل توضع الفقرات في الصفحة التي يقرأها. ولذلك يتم استخدام طريقة لوريم إيسوموم لأنها تعطي زمن طويل وهي أن المحتوى المقروء لصفحة ما سيظهر الفارئ عن التركيز على الشكل الخارجي للنص أو شكل توضع الفقرات. ما سيظهر الفارئ عن التركيز على الشكل الخارجي للنص أو شكل توضع الفقرات.

عنوان رئيسي هنا

عنوان فرعي هنا

عنوان الفرقات بخط بولد

ما سيظهر الفارئ عن التركيز على الشكل الخارجي للنص أو شكل توضع الفقرات في الصفحة التي يقرأها. ولذلك يتم استخدام طريقة لوريم إيسوموم لأنها تعطي زمن طويل وهي أن المحتوى المقروء لصفحة ما سيظهر الفارئ عن التركيز على الشكل الخارجي للنص أو شكل توضع الفقرات. ما سيظهر الفارئ عن التركيز على الشكل الخارجي للنص أو شكل توضع الفقرات.

عنوان الفرقات بخط بولد

شكل توضع الفقرات في الصفحة التي يقرأها. ولذلك يتم استخدام طريقة لوريم إيسوموم لأنها تعطي زمن طويل وهي أن المحتوى المقروء لصفحة ما سيظهر الفارئ عن التركيز على الشكل الخارجي للنص أو شكل توضع الفقرات. ما سيظهر الفارئ عن التركيز على الشكل الخارجي للنص أو شكل توضع الفقرات.



4 | الهيئة العامة للركن والدخل - التقرير السنوي 2018

Literature

Annual Report - Inside Page

Colors

Title:	CMYK 100-35-80-20
Subtitle:	CMYK 20-40-100-0
Paragraph Heading	CMYK 100-35-80-20
Copy:	CMYK 0-0-0-70
Graphics:	CMYK

Typesetting

Title:	Arabic: SST Arabic - Bold / 27pt
Subtitle:	Arabic: SST Arabic - Roman / 22pt
Paragraph Heading	Arabic: SST Arabic - Roman / 17pt
Copy:	Arabic: SST Arabic - Roman / 13pt
Contacts:	Arabic: SST Arabic - Medium / 11pt

Size

A4 210 x 297 mm (WxH)

Printing

Offset



Literature

Annual Report - Inside Page

Colors

Title:	CMYK 100-35-80-20
Subtitle:	CMYK 20-40-100-0
Paragraph Heading:	CMYK 100-35-80-20
Copy:	CMYK 0-0-0-70
Graphics:	CMYK

Typesetting

Title:	Arabic: SST Arabic - Bold / 27pt
Subtitle:	Arabic: SST Arabic - Roman / 22pt
Paragraph Heading:	Arabic: SST Arabic - Roman / 17pt
Copy:	Arabic: SST Arabic - Roman / 13pt
Contacts:	Arabic: SST Arabic - Medium / 11pt

Size

A4 210 x 297 mm (WxH)

Printing

Offset

عنوان رئيسي هنا

عنوان فرعي هنا

عنوان الفقرات بخط بولد

ما سيلوي الفارئ عن التركيز على الشكل الخارجي للنص أو شكل توضع الفقرات في الصفحة التي يقرأها. وذلك يتم استخدام طريقة تورييم إيسوم لأنها تعطي توزيعاً طبيعياً -إلى حد ما- للأحرف في كمنودج عن النص. هناك حقيقة مثبتة منذ زمن طويل أنها تعطي توزيعاً طبيعياً -إلى حد ما- للأحرف في كمنودج عن النص.

تورييم إيسوم عنوان	تورييم إيسوم				
تورييم إيسوم 1	% 30	% 30	% 30	% 30	% 30
تورييم إيسوم 2	% 30	% 30	% 30	% 30	% 30
تورييم إيسوم 3	% 30	% 30	% 30	% 30	% 30
تورييم إيسوم 4	% 30	% 30	% 30	% 30	% 30
تورييم إيسوم 5	% 30	% 30	% 30	% 30	% 30

عنوان رئيسي هنا

عنوان فرعي هنا

عنوان الفقرات بخط بولد

ما سيلوي الفارئ عن التركيز على الشكل الخارجي للنص أو شكل توضع الفقرات في الصفحة التي يقرأها. وذلك يتم استخدام طريقة تورييم إيسوم لأنها تعطي توزيعاً طبيعياً -إلى حد ما- للأحرف في كمنودج عن النص.

تورييم إيسوم	60%
تورييم إيسوم	25%
تورييم إيسوم	15%

الهيئة العامة للإذاعة والتلفزيون - التقرير السنوي 2018 | 4

Collaterals



Collaterals

Car Security Sticker - Employee

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Size

W10 x H10 CM

Printing

Offset

*All dimensions in mm



Collaterals

Car Security Sticker - Vistor

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

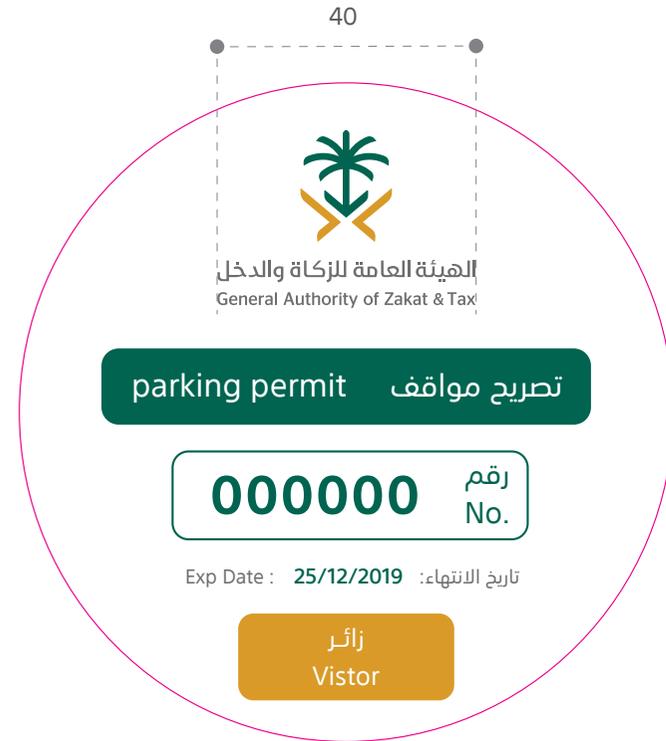
Size

W10 x H10 CM

Printing

Offset

*All dimensions in mm



Collaterals

ID Badge

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Employee Name: CMYK 100-35-80-20
Job Title: CMYK 0-0-0-70
ID No: CMYK 20-40-100-0
Copy: White
Graphics: CMYK

Typesetting

Name: Arabic: SST Arabic - Roman / 9pt
English: SST Arabic - Roman / 9pt

Job Title: Arabic: SST Arabic - Roman / 7.5pt
English: SST Arabic - Roman / 7.5pt

Copy: Arabic: SST Arabic - Light / 7pt
English: SST Arabic - Light / 7pt

ID No: Arabic: SST Arabic - Medium / 8pt

Size

W 55 x H 85mm

Printing

Offset

*All dimensions in mm



Collaterals

Security ID - Vistor

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Title: CMYK 20-40-100-0
Graphics: CMYK

Typesetting

Title: Arabic: SST Arabic - Roman / 12pt

Size

W85 x H55 mm

Printing

Offset

*All dimensions in mm



Collaterals

Security ID - Media

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Title: CMYK 20-40-100-0
Graphics: CMYK

Typesetting

Title: Arabic: SST Arabic - Roman / 12pt

Size

W85 x H55 mm

Printing

Offset

*All dimensions in mm





Electronic Media



Electronic Media

PowerPoint Template

Title Page

Embedded jpeg image format into PowerPoint Title Master.
Image resolution: 96 dpi

Colors

Image Color Mode: RGB

Typesetting

Headline: SST Arabic - Medium / 53pt

Subheading: SST Arabic - Medium / 35pt

Size:

W 1422 X H 800 pix



Electronic Media

PowerPoint Template

Separator Page

Embedded jpeg image format into PowerPoint Title Master.
Image resolution: 96 dpi

Colors

Image Color Mode: RGB

Typesetting

Headline: SST Arabic - Medium / 53pt

Subheading: SST Arabic - Medium / 35pt

Size:

W 1422 X H 800 pix



Electronic Media

PowerPoint Template

Regular Page

Embedded jpeg image format into PowerPoint Title Master.
Image resolution: 96 dpi

Colors

Image Color Mode: RGB

Typesetting

Headline: SST Arabic - Medium / 53pt

Subheading: SST Arabic - Medium / 35pt

Copy: SST Arabic - Roman / 23pt

Contacts: SST Arabic - Roman / 20pt

Size:

W 1422 X H 800 pix



Electronic Media

PowerPoint Template

Regular Page

Embedded jpeg image format into PowerPoint Title Master.
Image resolution: 96 dpi

Colors

Image Color Mode: RGB

Typesetting

Headline: SST Arabic - Medium / 53pt

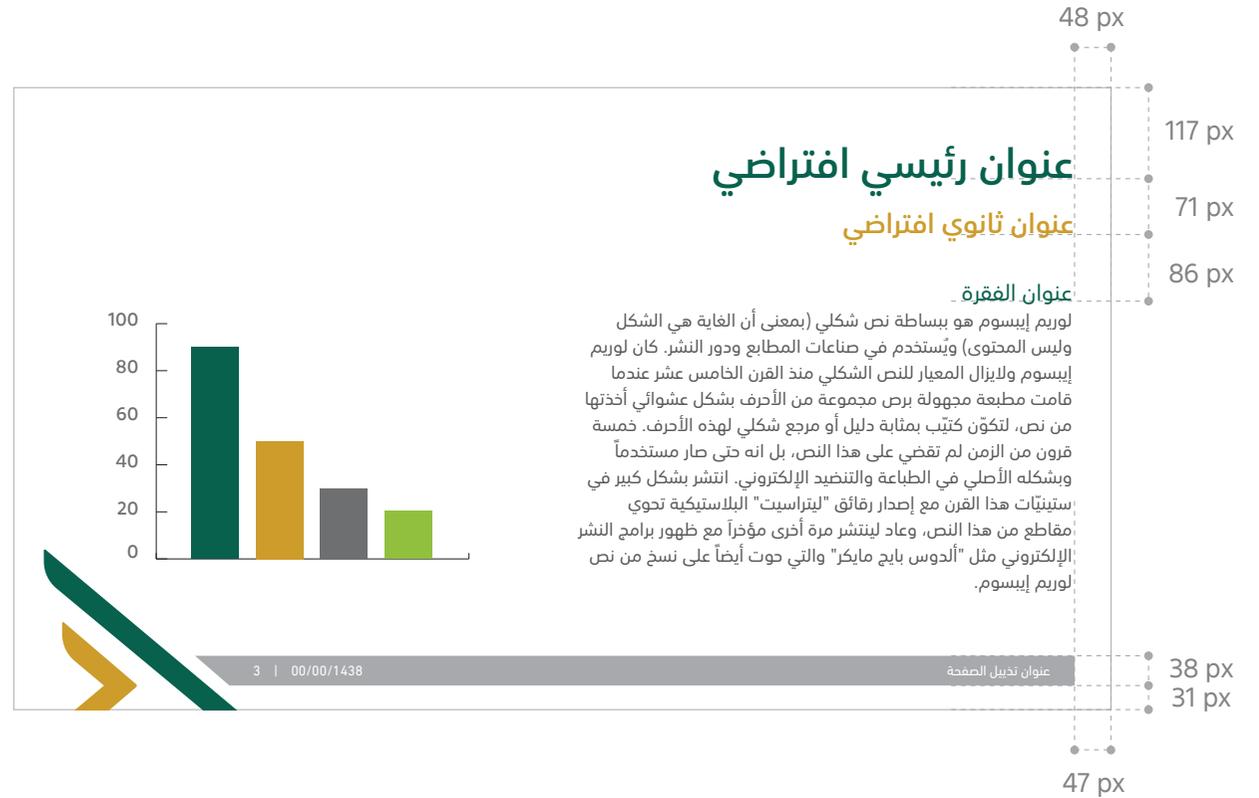
Subheading: SST Arabic - Medium / 35pt

Copy: SST Arabic - Roman / 23pt

Contacts: SST Arabic - Roman / 20pt

Size:

W 1422 X H 800 pix



Electronic Media

PowerPoint Template

Regular Page

Embedded jpeg image format into PowerPoint Title Master.
Image resolution: 96 dpi

Colors

Image Color Mode: RGB

Typesetting

Headline: SST Arabic - Medium / 53pt

Subheading: SST Arabic - Medium / 35pt

Copy: SST Arabic - Roman / 23pt

Contacts: SST Arabic - Roman / 20pt

Size:

W 1422 X H 800 pix

The image shows a PowerPoint slide template with the following dimensions and content:

- Slide width: 1422 px
- Slide height: 800 px
- Image placeholder: 480 x 480 px (labeled "Image")
- Headline: "عنوان رئيسي افتراضي" (48 px height)
- Subheading: "عنوان ثانوي افتراضي" (71 px height)
- Section Header: "عنوان الفقرة" (86 px height)
- Main Text: "لوريم إيسوم هو ببساطة نص شكلي (بمعنى أن الغاية هي الشكل وليس المحتوى) ويُستخدم في صناعات المطابع ودور النشر. كان لوريم إيسوم ولا يزال المعيار للنص الشكلي منذ القرن الخامس عشر عندما قامت مطبعة مجهولة برص مجموعة من الأحرف بشكل عشوائي أخذتها من نص، لتكوّن كتيب بمثابة دليل أو مرجع شكلي لهذه الأحرف. خمسة قرون من الزمن لم تقضي على هذا النص، بل إنه حتى صار مستخدماً وبشكله الأصلي في الطباعة والتنضيد الإلكتروني. انتشر بشكل كبير في ستينيات هذا القرن مع إصدار رقائق "ليتراسيت" البلاستيكية تحوي مقاطع من هذا النص، وعاد لينتشر مرة أخرى مؤخراً مع ظهور برامج النشر الإلكتروني مثل "ألدوس بايج مايكر" والتي حوت أيضاً على نسخ من نص لوريم إيسوم."
- Page Number: 3 | 00/00/1438 (38 px height)
- Page Title: عنوان تعديل الصفحة (31 px height)
- Decorative Element: 47 px height

Electronic Media

PowerPoint Template

Regular Page

Embedded jpeg image format into PowerPoint Title Master.
Image resolution: 96 dpi

Colors

Image Color Mode: RGB

Typesetting

Headline: SST Arabic - Medium / 53pt

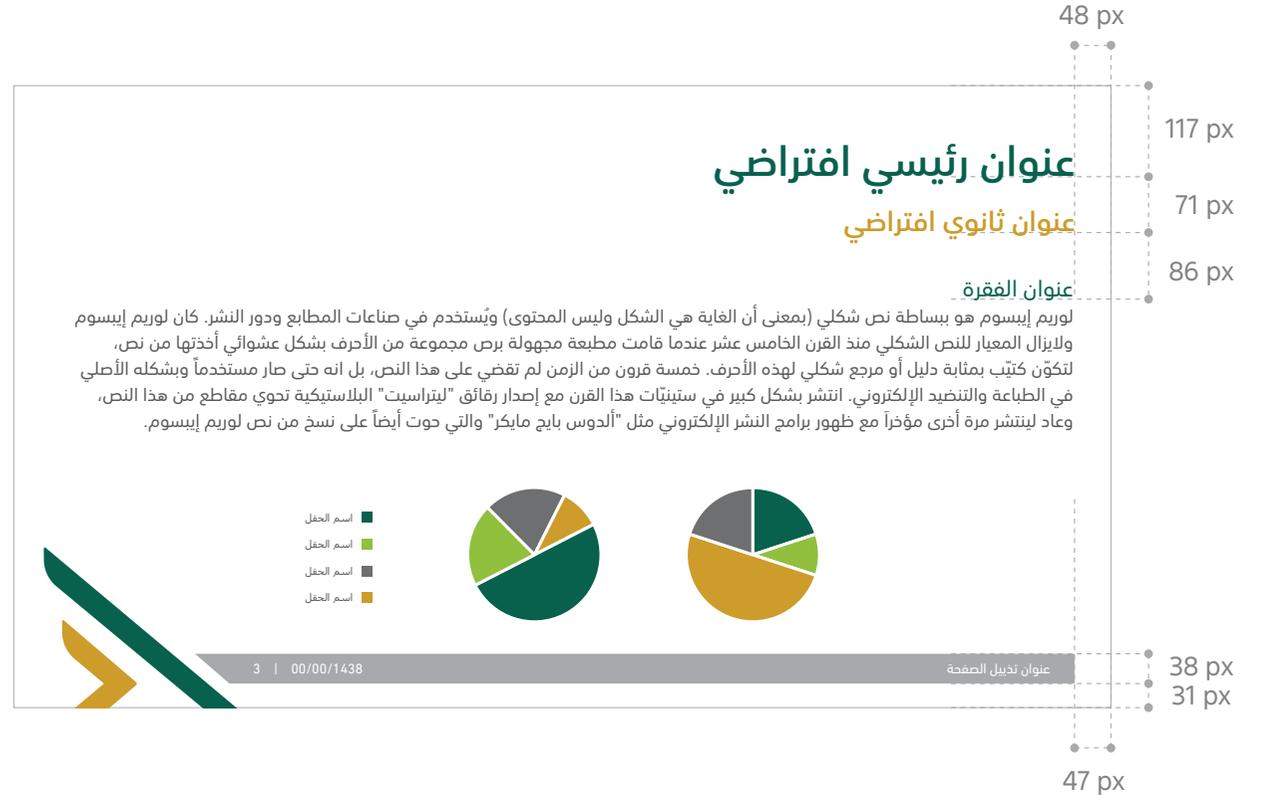
Subheading: SST Arabic - Medium / 35pt

Copy: SST Arabic - Roman / 23pt

Contacts: SST Arabic - Roman / 20pt

Size:

W 1422 X H 800 pix



Electronic Media

PowerPoint Template

Regular Page

Embedded jpeg image format into PowerPoint Title Master.
Image resolution: 96 dpi

Colors

Image Color Mode: RGB

Typesetting

Headline: SST Arabic - Medium / 53pt

Subheading: SST Arabic - Medium / 35pt

Copy: SST Arabic - Roman / 23pt

Contacts: SST Arabic - Roman / 20pt

Size:

W 1422 X H 800 pix



Electronic Media

PowerPoint Template

Regular Page

Embedded jpeg image format into PowerPoint Title Master.
Image resolution: 96 dpi

Colors

Image Color Mode: RGB

Typesetting

Headline: SST Arabic - Medium / 53pt

Subheading: SST Arabic - Medium / 35pt

Copy: SST Arabic - Roman / 23pt

Contacts: SST Arabic - Roman / 20pt

Size:

W 1422 X H 800 pix



Electronic Media

Electronic Direct Mailer

Colors

Color Mode: RGB

Image resolution: 96 dpi

Typesetting

Headline: SST Arabic - Medium / 32pt

Subheading: SST Arabic - Medium / 22pt

Copy: SST Arabic - Roman / 14pt

Contacts: SST Arabic - Roman / 13.5pt

Specifications:

Logo: 185.5 x 127 pix

Size:

600 x 1000 pix



Electronic Media

Electronic Direct Mailer

Colors

Color Mode: RGB

Typesetting

Headline: SST Arabic - Medium / 32pt
Subheading: SST Arabic - Medium / 22pt
Copy: SST Arabic - Roman / 14pt
Contacts: SST Arabic - Roman / 13.5pt

Specifications:

Logo: 226.5 x 155 pix

Size:

600 x 1000 pix



Electronic Media

Electronic Direct Mailer

Colors

Color Mode: RGB

Image resolution: 96 dpi

Typesetting

Headline: SST Arabic - Medium / 32pt

Subheading: SST Arabic - Medium / 22pt

Copy: SST Arabic - Roman / 14pt

Contacts: SST Arabic - Roman / 13.5pt

Specifications:

Logo: 196 x 134.2 pix

Size:

600 x 1000 pix



The image shows a digital direct mailer template for the General Authority of Zakat & Tax (GAZT) in Saudi Arabia. The top section features a background image of the Kingdom Tower in Jeddah at sunset. In the top right corner, there is a white rounded rectangle containing the GAZT logo (a green palm tree with yellow accents) and the text "الهيئة العامة للزكاة والدخل" and "General Authority of Zakat & Tax". Below the image, there are two diagonal bars, one green and one yellow. The main content area has a white background with a green and yellow decorative element on the left. The headline is "عنوان رئيسي افتراضي" (Placeholder Main Title) in green, followed by the sub-headline "عنوان ثانوي افتراضي" (Placeholder Subtitle) in yellow. The body text is in Arabic, discussing the importance of readability and clarity in design. At the bottom, there is a footer with the website "gazt.gov.sa", the phone number "19993", and social media icons for YouTube, Facebook, Instagram, and Twitter, along with the handle "@GAZT_KSA".

الهيئة العامة للزكاة والدخل
General Authority of Zakat & Tax

gettyimages
David Kirkland / Design Pics

عنوان رئيسي افتراضي

عنوان ثانوي افتراضي

لوريم إيسوم هو ببساطة نص شكلي (بمعنى أن الغاية هي الشكل وليس المحتوى) ويُستخدم في صناعات المطابع ودور النشر. كان لوريم إيسوم ولا يزال المعيار للنص الشكلي منذ القرن الخامس عشر عندما قامت مطبعة مجهولة برص مجموعة من الأحرف بشكل عشوائي أخذتها من نص، لوريم إيسوم هو ببساطة نص شكلي (بمعنى أن الغاية هي الشكل وليس المحتوى) ويُستخدم في صناعات المطابع ودور النشر. كان لوريم إيسوم ولا يزال المعيار للنص الشكلي منذ القرن الخامس عشر عندما قامت مطبعة مجهولة برص مجموعة من الأحرف بشكل عشوائي أخذتها من نص، لوريم إيسوم هو ببساطة

نص شكلي (بمعنى أن الغاية هي الشكل وليس المحتوى) ويُستخدم في صناعات المطابع ودور النشر. كان لوريم إيسوم ولا يزال المعيار للنص الشكلي منذ القرن الخامس عشر عندما قامت مطبعة مجهولة برص مجموعة من الأحرف بشكل عشوائي أخذتها من نص،

gazt.gov.sa 19993 @GAZT_KSA

Electronic Media

eMail Signature

GAZT brand mark

Embedded jpeg image format into E-mail editor program.

Colors

Color Mode: RGB

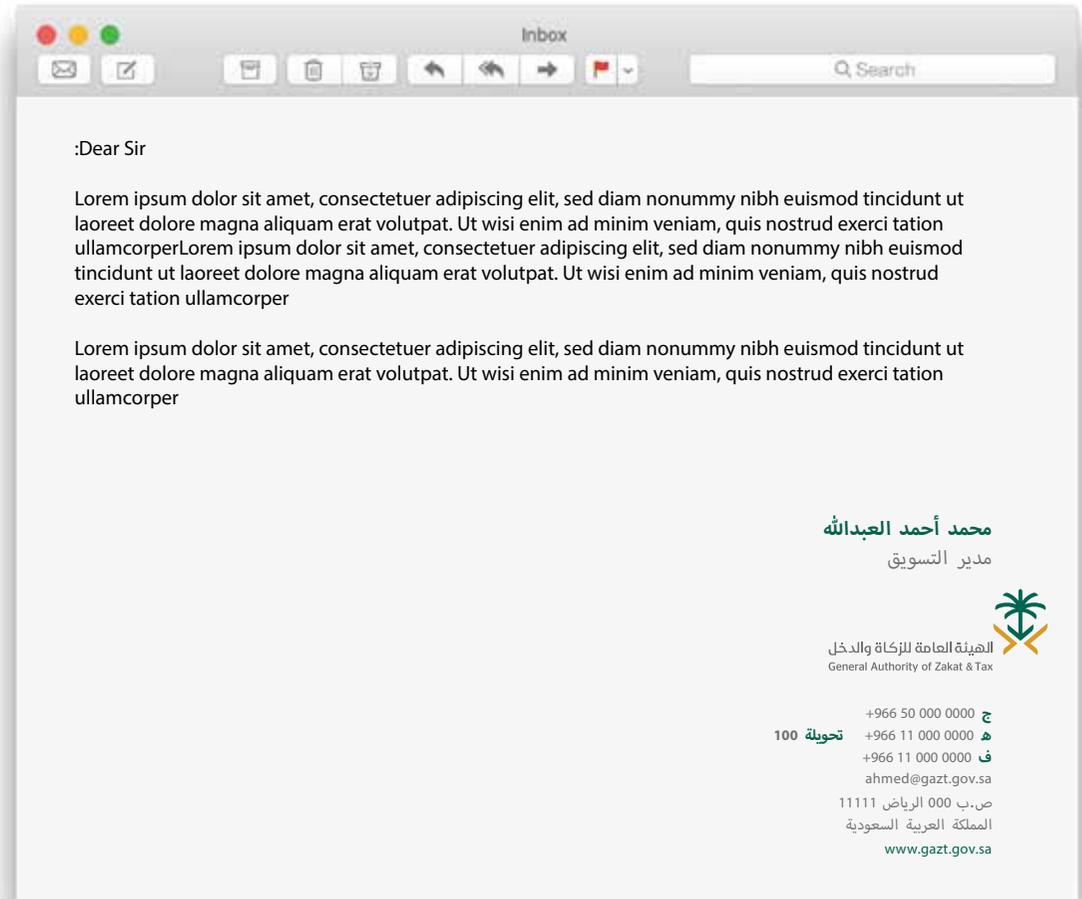
Image resolution: 96 dpi

Typesetting

Name: Myriad Pro - Bold

Job Title: Myriad Pro - Regular

Contacts: SST Arabic - Regular



Social Media



Social Media

Facebook - Profile Image

Brand Marks

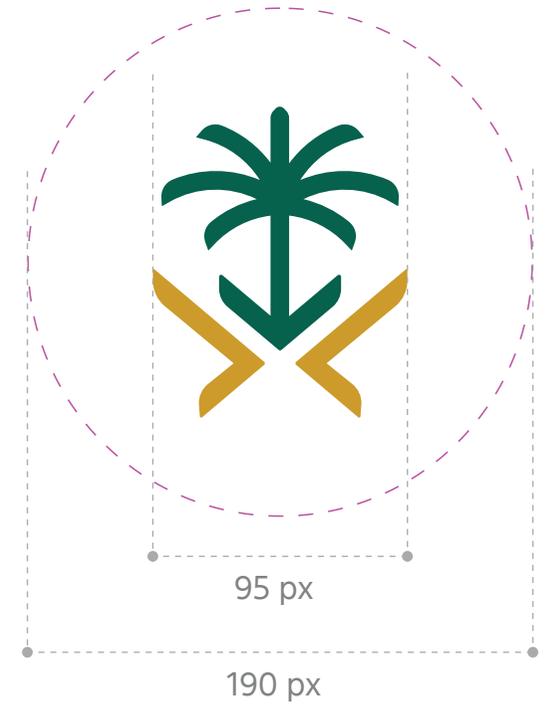
GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

RGB

Size

W 190 x H 190 px



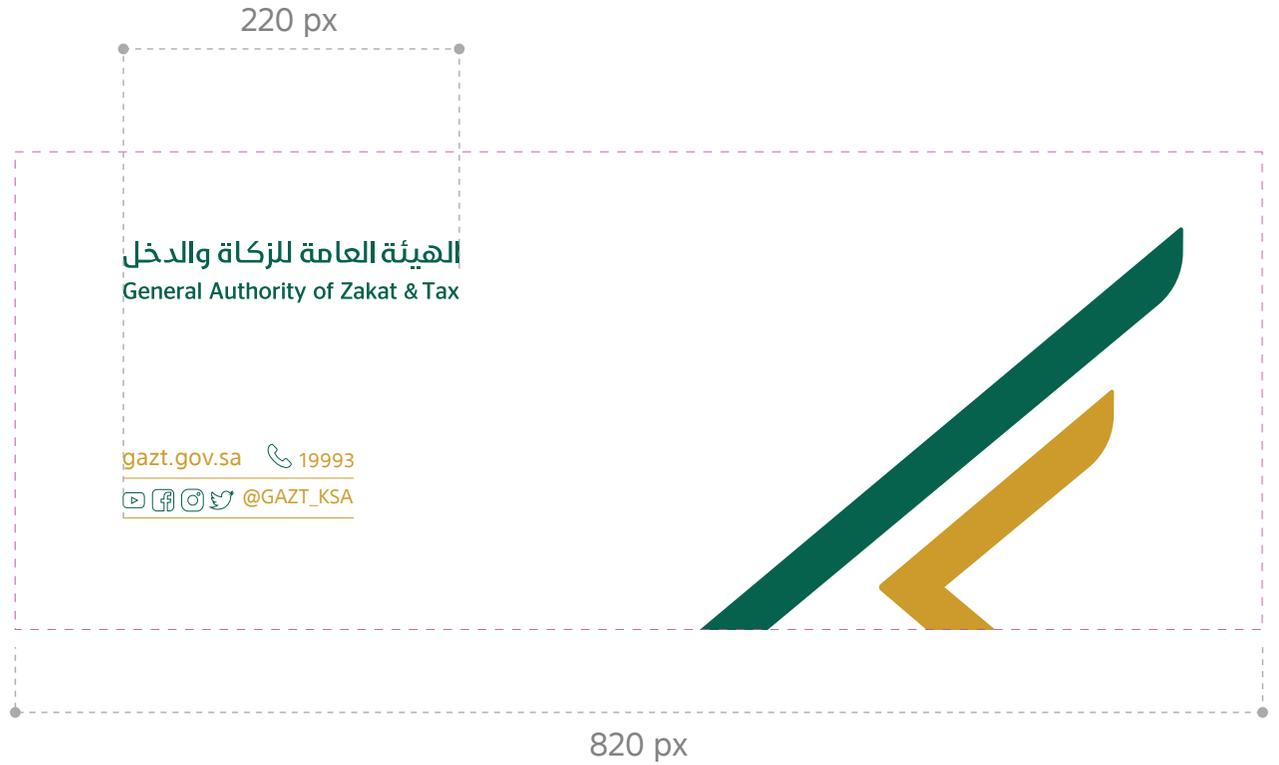
Social Media

Facebook - Cover Page - White

Colors
RGB

Typesetting
Contacts: SST Arabic - Roman

Size
W 820 x H 312 px



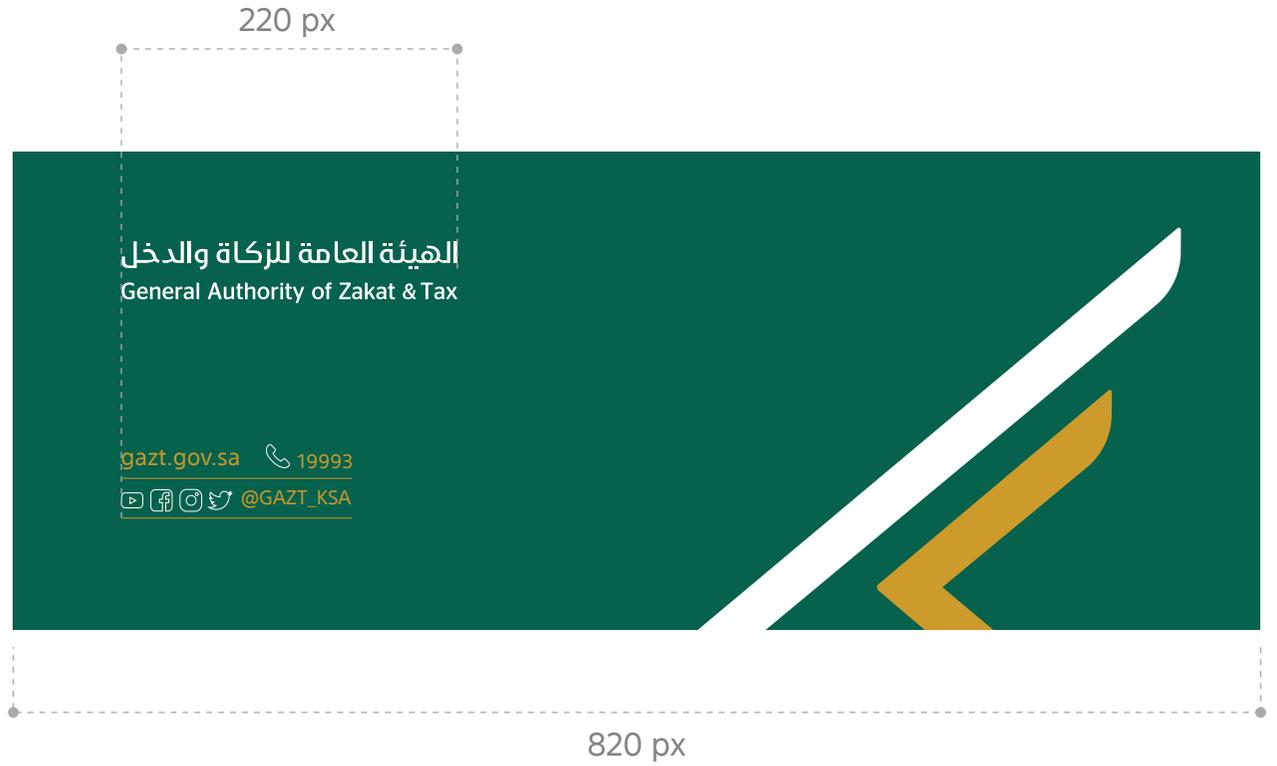
Social Media

Facebook - Cover Page - Reverse

Colors
RGB

Typesetting
Contacts: SST Arabic - Roman

Size
W 820 x H 312 px



Social Media

Facebook - Cover Page - Image

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

RGB

Size

W 820 x H 312 px

Typesetting

Title: SST Arabic - Medium / 22pt

Subtitle: SST Arabic - Roman / 16pt



Social Media

Instagram - Profile Image

Brand Marks

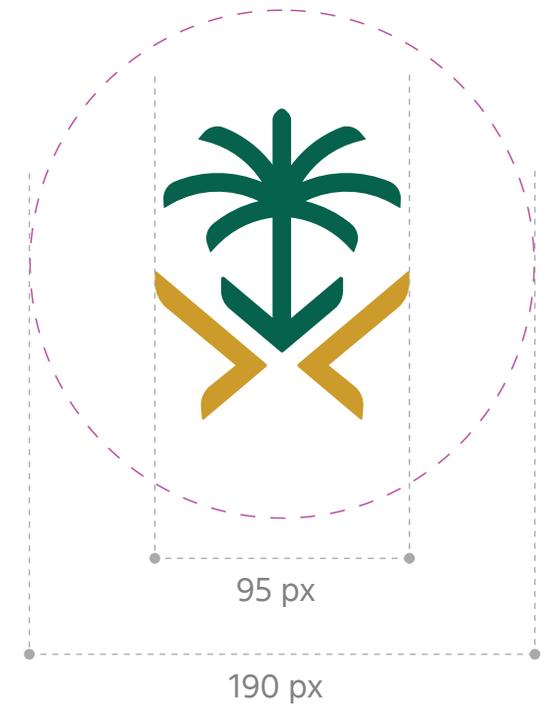
GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

RGB

Size

W 190 x H 190 px



Social Media

Twitter - Profile Image

Brand Marks

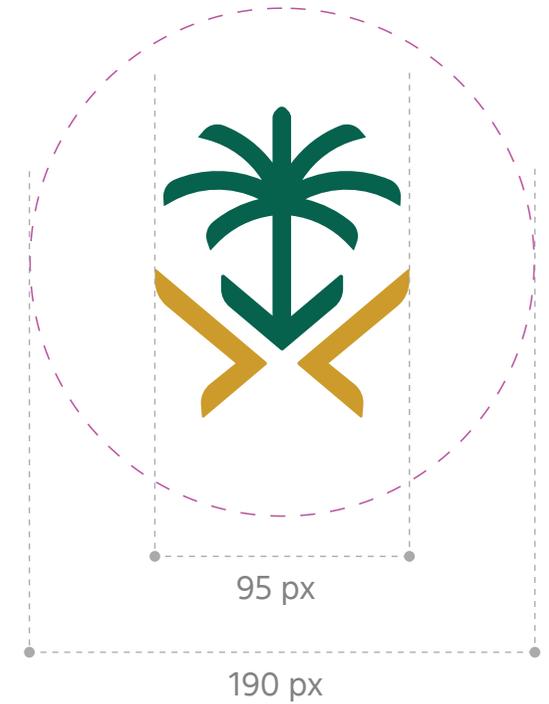
GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

RGB

Size

W 190 x H 190 px



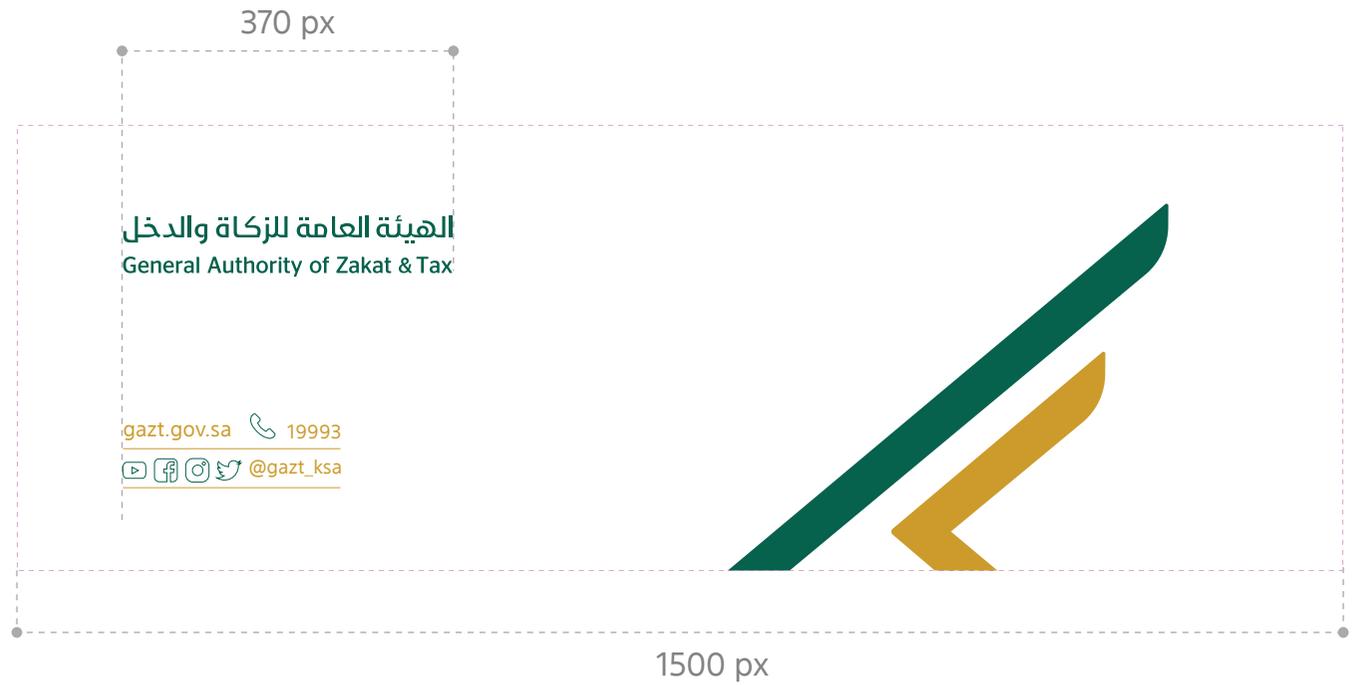
Social Media

Twitter - Cover Page - White

Colors
RGB

Typesetting
Contacts: SST Arabic - Roman

Size
W 1500 x H 500 px



Social Media

Facebook - Cover Page - Image

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

RGB

Size

W 820 x H 312 px

Typesetting

Title: SST Arabic - Medium / 40pt

Subtitle: SST Arabic - Roman / 28pt

95 px



1500 px

Social Media

Youtube - Profile Image

Brand Marks

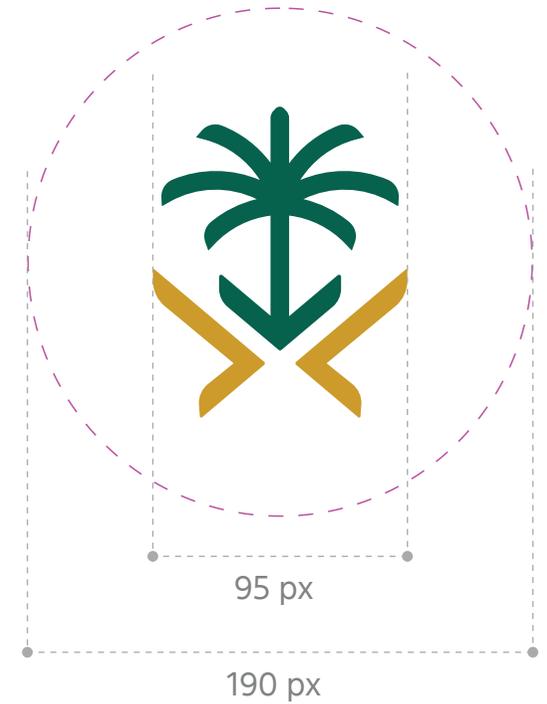
GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

RGB

Size

W 190 x H 190 px



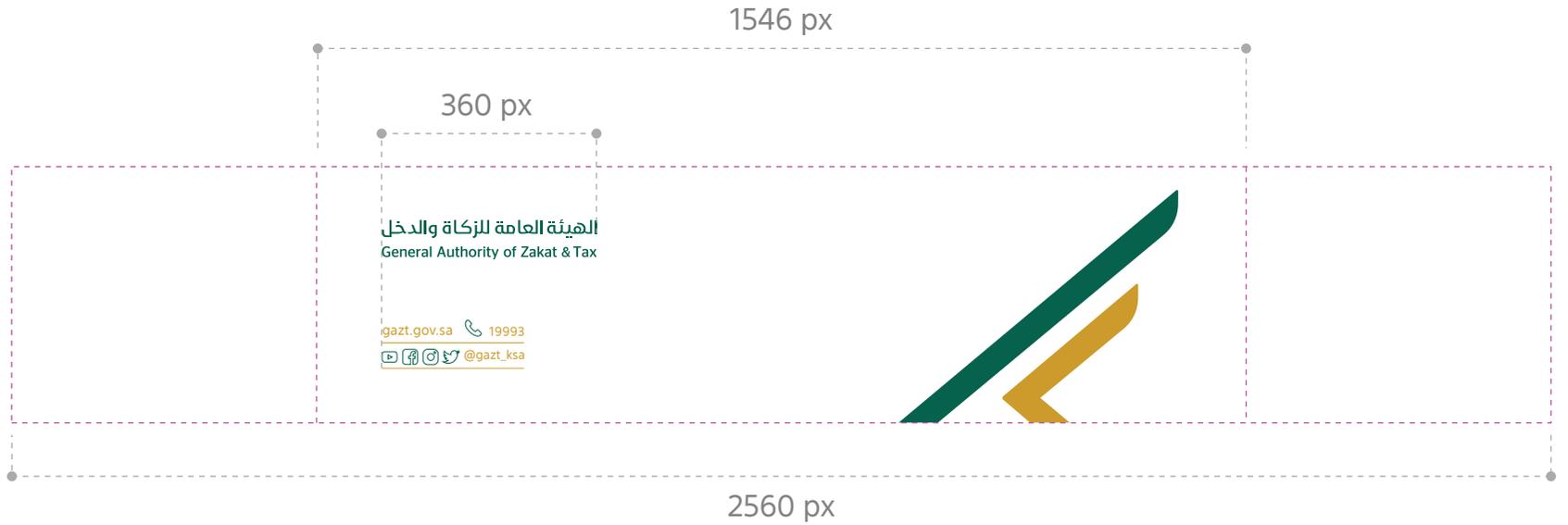
Social Media

Youtube - Cover Page - White

Colors
RGB

Typesetting
Contacts: SST Arabic - Roman

Size
W 2560 x H 423 px



Communication



Communication

Press Ad - Full Page - 1

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Headline: CMYK
Subheading: CMYK

Typesetting

Headline: SST Arabic - Medium / 38pt

Subheading: SST Arabic - Roman / 26pt

Copy: SST Arabic - Roman / 18pt

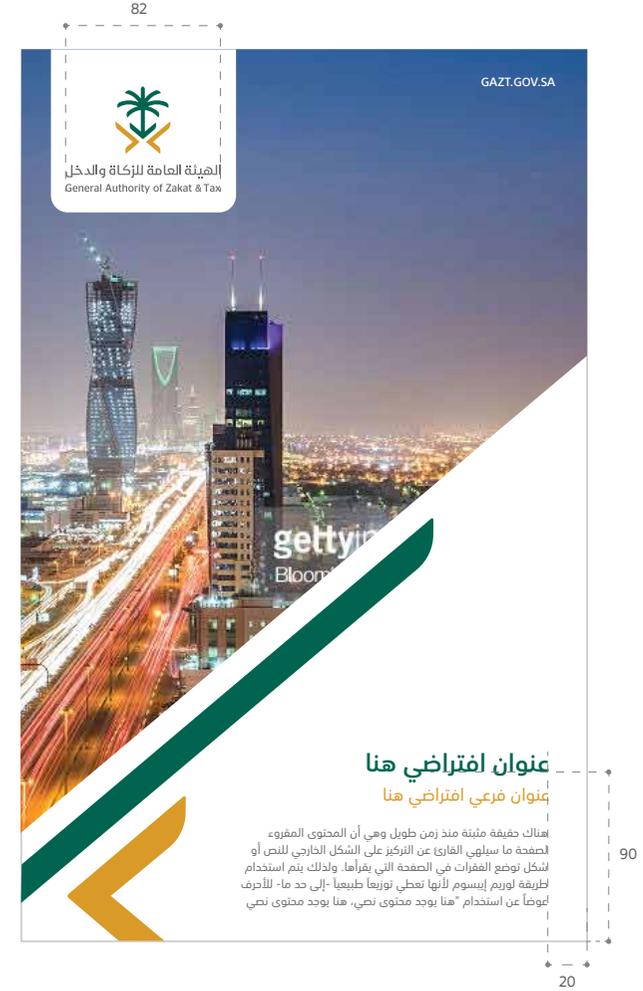
Contacts: SST Arabic - Medium / 18pt

Size

Artwork Size W 30 x H 47 cm

Printing

Standard digital color printing



Communication

Press Ad - Full Page - 2

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Headline: Reversed White
Subheading: Reversed White

Typesetting

Headline: SST Arabic - Medium / 38pt

Subheading: SST Arabic - Roman / 26pt

Copy: SST Arabic - Roman / 18pt

Contacts: SST Arabic - Medium / 18pt

Size

Artwork Size W 30 x H 47 cm

Printing

Standard digital color printing



Communication

Press Ad - Full Page - 3

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Headline: CMYK
Subheading: CMYK

Typesetting

Headline: SST Arabic - Medium / 38pt

Subheading: SST Arabic - Roman / 26pt

Copy: SST Arabic - Roman / 18pt

Contacts: SST Arabic - Medium / 18pt

Size

Artwork Size W 30 x H 47 cm

Printing

Standard digital color printing



عنوان افتراضي هنا
عنوان فرعي افتراضي هنا

هناك حقيقة مثبتة منذ زمن طويل وهي أن المحتوى المقروء لصفحة ما سيلهي القارئ عن التركيز على الشكل الخارجي للنص أو شكل توضع الفقرات في الصفحة التي يقرأها. ولذلك يتم استخدام طريقة لوريم إيسوم لأنها تعطي توزيعاً طبيعياً إلى حد ما- للأحرف عوضاً عن استخدام "هنا يوجد محتوى نصي، هنا يوجد محتوى نصي هناك حقيقة مثبتة منذ زمن طويل وهي أن المحتوى المقروء لصفحة ما سيلهي القارئ عن التركيز على الشكل الخارجي للنص أو شكل توضع الفقرات في الصفحة التي يقرأها. ولذلك يتم استخدام طريقة لوريم إيسوم لأنها تعطي توزيعاً طبيعياً إلى حد ما- للأحرف

GAZT.GOV.SA

الهيئة العامة للزكاة والدخل
General Authority of Zakat & Tax

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Communication

Press Ad - Full Page - Reversed Logo

Brand Marks

GAZT full-color main reversed version (Process Colors).
Always use the master artwork.

Colors

Headline: Reversed White
Subheading: Reversed White

Typesetting

Headline: SST Arabic - Medium / 38pt

Subheading: SST Arabic - Roman / 26pt

Copy: SST Arabic - Roman / 18pt

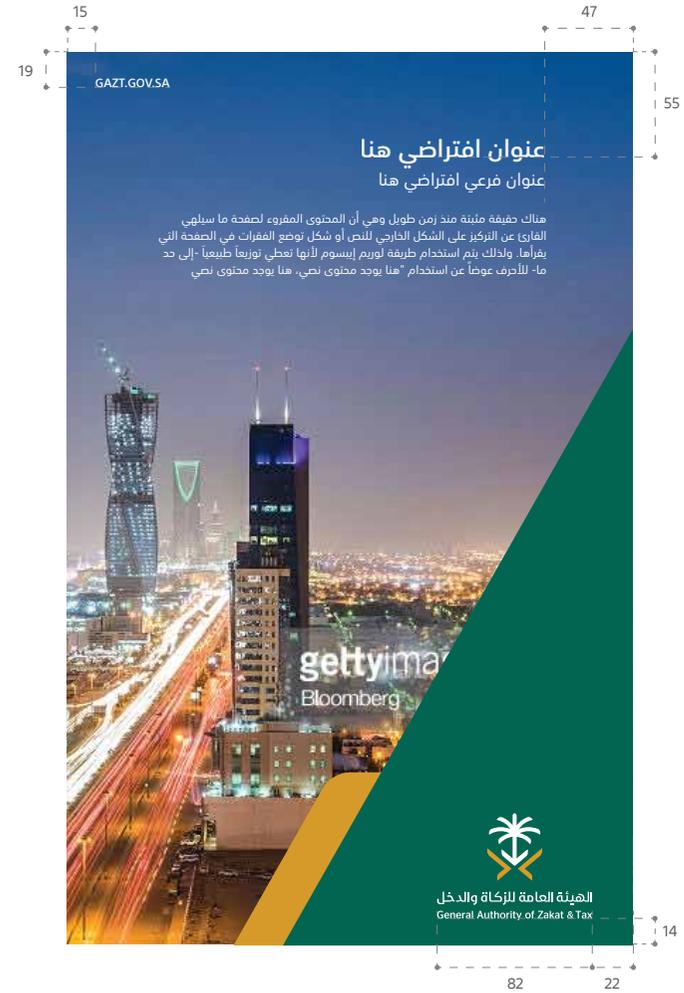
Contacts: SST Arabic - Medium / 18pt

Size

Artwork Size W 30 x H 47 cm

Printing

Standard digital color printing



Communication

Press Ad - Half Page - 1

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Headline: CMYK
Subheading: CMYK

Typesetting

Headline: SST Arabic - Medium / 33pt

Subheading: SST Arabic - Roman / 22pt

Copy: SST Arabic - Roman / 16pt

Contacts: SST Arabic - Medium / 17pt

Size

Artwork Size W 30 x H 26 cm

Printing

Standard digital color printing



Communication

Press Ad - Half Page - 2

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Headline: Reversed White
Subheading: Reversed White

Typesetting

Headline: SST Arabic - Medium / 33pt

Subheading: SST Arabic - Roman / 22pt

Copy: SST Arabic - Roman / 16pt

Contacts: SST Arabic - Medium / 17pt

Size

Artwork Size W 30 x H 26 cm

Printing

Standard digital color printing



Communication

Press Ad - Half Page - 3

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Headline: CMYK
Subheading: CMYK

Typesetting

Headline: SST Arabic - Medium / 33pt

Subheading: SST Arabic - Roman / 22pt

Copy: SST Arabic - Roman / 16pt

Contacts: SST Arabic - Medium / 17pt

Size

Artwork Size W 30 x H 26 cm

Printing

Standard digital color printing

GAZT.GOV.SA

عنوان افتراضي هنا
عنوان فرعي افتراضي هنا

هناك حقيقة مثبتة منذ زمن طويل وهي أن المحتوى المقروء لصفحة ما سيلهي القارئ عن التركيز على الشكل الخارجي للنص أو شكل توضع الفقرات في الصفحة التي يقرأها.
هناك حقيقة مثبتة منذ زمن طويل وهي أن المحتوى المقروء لصفحة ما

الهيئة العامة للزكاة والدخل
General Authority of Zakat & Tax

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14

Communication

Press Ad - Half Page - 3

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Headline: Reversed White
Subheading: Reversed White

Typesetting

Headline: SST Arabic - Medium / 33pt

Subheading: SST Arabic - Roman / 22pt

Copy: SST Arabic - Roman / 16pt

Contacts: SST Arabic - Medium / 17pt

Size

Artwork Size W 30 x H 26 cm

Printing

Standard digital color printing



Communication

Magazine - 1

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Headline: CMYK
Subheading: CMYK

Typesetting

Headline: SST Arabic - Medium / 29pt

Subheading: SST Arabic - Roman / 20pt

Copy: SST Arabic - Roman / 14pt

Contacts: SST Arabic - Medium / 14pt

Size

Artwork Size W 8.5 x H 11 in

Printing

Standard digital color printing



Communication

Magazine - 2

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Headline: Reversed White
Subheading: Reversed White

Typesetting

Headline: SST Arabic - Medium / 32pt

Subheading: SST Arabic - Roman / 22pt

Copy: SST Arabic - Roman / 15pt

Contacts: SST Arabic - Medium / 15pt

Size

Artwork Size W 8.5 x H 11 in

Printing

Standard digital color printing



Communication

Magazine - 3

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Headline: CMYK
Subheading: CMYK

Typesetting

Headline: SST Arabic - Medium / 23pt

Subheading: SST Arabic - Roman / 15pt

Copy: SST Arabic - Roman / 11pt

Contacts: SST Arabic - Medium / 11pt

Size

Artwork Size W 8.5 x H 11 in

Printing

Standard digital color printing



عنوان افتراضي هنا

عنوان فرعي افتراضي هنا

هناك حقيقة مثبتة منذ زمن طويل وهي أن المحتوى المقروء لصفحة ما سيلهي القارئ عن التركيز على الشكل الخارجي للنص أو شكل توضع الفقرات في الصفحة التي يقرأها. ولذلك يتم استخدام طريقة لوريم إيسوم لأنها تعطي توزيعاً طبيعياً -إلى حد ما- للأحرف

هناك حقيقة مثبتة منذ زمن طويل وهي أن المحتوى المقروء لصفحة ما سيلهي القارئ عن التركيز على الشكل الخارجي للنص أو شكل توضع الفقرات في الصفحة التي يقرأها. ولذلك يتم استخدام طريقة لوريم إيسوم لأنها تعطي توزيعاً طبيعياً -إلى حد ما- للأحرف



الهيئة العامة للزكاة والدخل
General Authority of Zakat & Tax

GAZT.GOV.SA

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45

16

Communication

Magazine - Reversed Logo

Brand Marks

GAZT full-color main reversed version (Process Colors).
Always use the master artwork.

Colors

Headline: Reversed White
Subheading: Reversed White

Typesetting

Headline: SST Arabic - Medium / 25pt

Subheading: SST Arabic - Roman / 17pt

Copy: SST Arabic - Roman / 12pt

Contacts: SST Arabic - Medium / 12pt

Size

Artwork Size W 8.5 x H 11 in

Printing

Standard digital color printing



Communication

Magazine - Half Page - 1

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Headline: CMYK
Subheading: CMYK

Typesetting

Headline: SST Arabic - Medium / 19pt
Subheading: SST Arabic - Roman / 13pt
Copy: SST Arabic - Roman / 9pt
Contacts: SST Arabic - Medium / 9pt

Size

Artwork Size W 8.5 x H 5.5 in

Printing

Standard digital color printing



Communication

Magazine - Half Page - 2

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Headline: Reversed White
Subheading: Reversed White

Typesetting

Headline: SST Arabic - Medium / 22pt

Subheading: SST Arabic - Roman / 15pt

Copy: SST Arabic - Roman / 11pt

Contacts: SST Arabic - Medium / 11pt

Size

Artwork Size W 8.5 x H 5.5 in

Printing

Standard digital color printing



Communication

Magazine - Half Page - 2

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Headline: Reversed White
Subheading: Reversed White

Typesetting

Headline: SST Arabic - Medium / 24pt

Subheading: SST Arabic - Roman / 17pt

Copy: SST Arabic - Roman / 12pt

Contacts: SST Arabic - Medium / 12pt

Size

Artwork Size W 8.5 x H 5.5 in

Printing

Standard digital color printing

GAZT.GOV.SA

عنوان افتراضي هنا

عنوان فرعي افتراضي هنا

هناك حقيقة مثبتة منذ زمن طويل وهي أن المحتوى المقروء لصفحة ما سيلهي القارئ عن التركيز على الشكل الخارجي للنص

هناك حقيقة مثبتة منذ زمن طويل وهي أن المحتوى المقروء لصفحة ما سيلهي القارئ عن التركيز على الشكل الخارجي للنص أو شكل توضع الفقرات في الصفحة التي يقرأها. هناك وهي أن المحتوى المقروء لصفحة ما

الهيئة العامة للزكاة والدخل
General Authority of Zakat & Tax

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40 10

Communication

Magazine - Reversed Logo

Brand Marks

GAZT full-color main reversed version (Process Colors).
Always use the master artwork.

Colors

Headline: Reversed White
Subheading: Reversed White

Typesetting

Headline: SST Arabic - Medium / 20pt

Subheading: SST Arabic - Roman / 14pt

Copy: SST Arabic - Roman / 10pt

Contacts: SST Arabic - Medium / 10pt

Size

Artwork Size W 8.5 x H 5.5 in

Printing

Standard digital color printing



Environmental



Environmental

Pop Up - Image - 1

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Headline: CMYK
Subheading: CMYK

Typesetting

Headline: SST Arabic - Medium / 275pt
Subheading: SST Arabic - Roman / 157pt
Copy: SST Arabic - Roman / 100pt
Contacts: SST Arabic - Roman / 95pt

Size

Artwork Size W 62.1x H34.5 cm

Printing

Standard digital color printing



Environmental

Pop Up - Image - 2

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Headline: CMYK
Subheading: CMYK

Typesetting

Headline: SST Arabic - Medium / 275pt
Subheading: SST Arabic - Roman / 157pt
Copy: SST Arabic - Roman / 100pt
Contacts: SST Arabic - Roman / 95pt

Size

Artwork Size W 62.1x H34.5 cm

Printing

Standard digital color printing



Environmental

Pop Up - Text

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Headline: CMYK
Subheading: CMYK

Typesetting

Headline: SST Arabic - Medium / 360pt

Subheading: SST Arabic - Roman / 205pt

Copy: SST Arabic - Roman / 105pt

Contacts: SST Arabic - Roman / 95pt

Size

Artwork Size W 62.1x H34.5 cm

Printing

Standard digital color printing



Environmental

Pop Up - Branded

Brand Marks

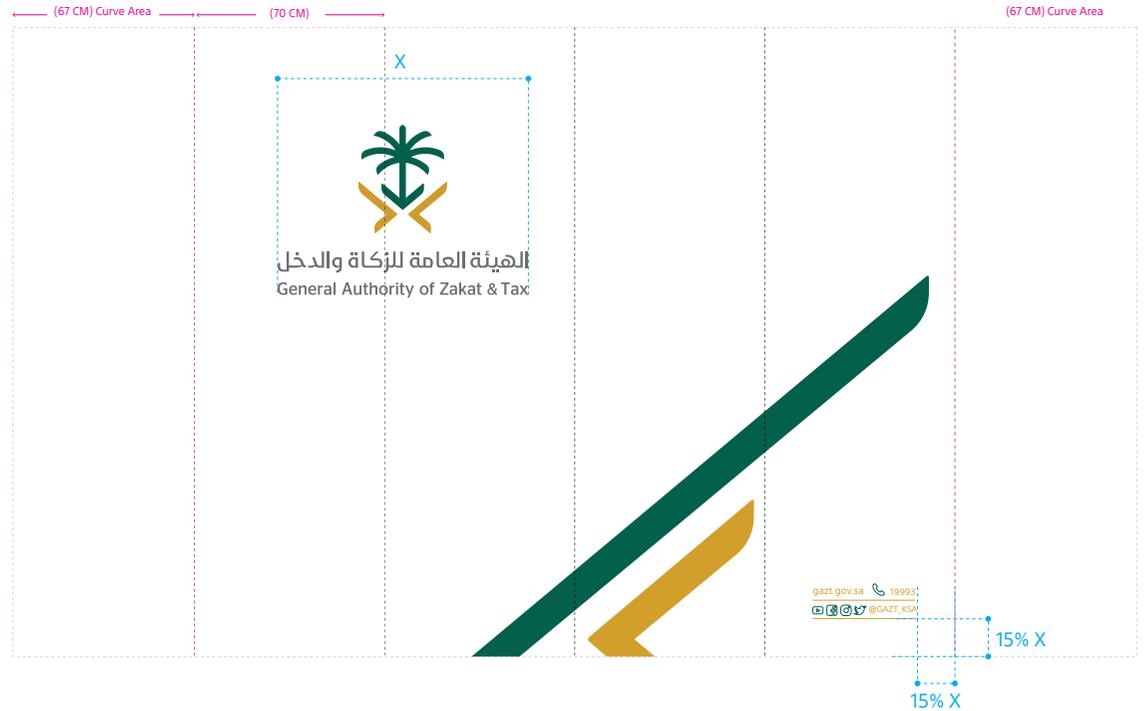
GAZT full-color main version (Process Colors).
Always use the master artwork.

Size

Artwork Size W 62.1x H34.5 cm

Printing

Standard digital color printing



Environmental

Roll Up - Image

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Headline: CMYK
Subheading: CMYK

Typesetting

Headline: SST Arabic - Medium / 170pt
Subheading: SST Arabic - Roman / 97pt
Contacts: SST Arabic - Roman / 75pt

Size

Size W 85 x H 200 cm

Printing

Standard digital color printing



Environmental

Roll Up - Image & Text

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Headline: CMYK
Subheading: CMYK

Typesetting

Headline: SST Arabic - Medium / 170pt

Subheading: SST Arabic - Roman / 97pt

Copy: SST Arabic - Roman / 85pt

Contacts: SST Arabic - Roman / 75pt

Size

Size W 85 x H 200 cm

Printing

Standard digital color printing



Environmental

Roll Up - Text

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Headline: CMYK
Subheading: CMYK

Typesetting

Headline: SST Arabic - Medium / 170pt

Subheading: SST Arabic - Roman / 97pt

Copy: SST Arabic - Roman / 85pt

Contacts: SST Arabic - Roman / 75pt

Size

Size W 85 x H 200 cm

Printing

Standard digital color printing



Environmental

Roll Up - Text - Reversed Logo

Brand Marks

GAZT full-color main reverse version (Process Colors).
Always use the master artwork.

Colors

Headline: CMYK
Subheading: CMYK

Typesetting

Headline: SST Arabic - Medium / 170pt

Subheading: SST Arabic - Roman / 97pt

Copy: SST Arabic - Roman / 85pt

Contacts: SST Arabic - Roman / 75pt

Size

Size W 85 x H 200 cm

Printing

Standard digital color printing



Environmental

Roll Up - Branded

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Contacts: CMYK

Size

Size W 85 x H 200 cm

Printing

Standard digital color printing



Environmental

Roll Up - Branded - Reverse

Brand Marks

GAZT full-color main reverse version (Process Colors).
Always use the master artwork.

Colors

Contacts: CMYK

Size

Size W 85 x H 200 cm

Printing

Standard digital color printing



Environmental

Roll Up - Text

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Headline: CMYK
Subheading: CMYK

Typesetting

Headline: SST Arabic - Medium / 170pt

Subheading: SST Arabic - Roman / 97pt

Copy: SST Arabic - Roman / 85pt

Contacts: SST Arabic - Roman / 75pt

Size

Size W 85 x H 200 cm

Printing

Standard digital color printing



Environmental

Roll Up - Image & Text

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Headline: CMYK
Subheading: CMYK

Typesetting

Headline: SST Arabic - Medium / 170pt

Subheading: SST Arabic - Roman / 97pt

Copy: SST Arabic - Roman / 85pt

Contacts: SST Arabic - Roman / 75pt

Size

Size W 85 x H 200 cm

Printing

Standard digital color printing



Environmental

Roll Up - Text

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Headline: CMYK
Subheading: CMYK

Typesetting

Headline: SST Arabic - Medium / 170pt

Subheading: SST Arabic - Roman / 97pt

Copy: SST Arabic - Roman / 85pt

Contacts: SST Arabic - Roman / 75pt

Size

Size W 85 x H 200 cm

Printing

Standard digital color printing



Environmental

Roll Up - Image & Text

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Headline: CMYK
Subheading: CMYK

Typesetting

Headline: SST Arabic - Medium / 170pt

Subheading: SST Arabic - Roman / 97pt

Copy: SST Arabic - Roman / 85pt

Contacts: SST Arabic - Roman / 75pt

Size

Size W 85 x H 200 cm

Printing

Standard digital color printing



Outdoor



Outdoor

Megacom - Image - 1

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Headline: CMYK
Subheading: CMYK

Typesetting

Headline: SST Arabic - Medium

Subheading: SST Arabic - Roman

Copy: SST Arabic - Roman

Contacts: SST Arabic - Roman

Size

39.2 x 29.8 cm (WxH) Artwork Size

Printing

Large format digital printing



Outdoor

Megacom - Image - 2

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Headline: CMYK
Subheading: CMYK

Typesetting

Headline: SST Arabic - Medium

Subheading: SST Arabic - Roman

Copy: SST Arabic - Roman

Contacts: SST Arabic - Roman

Size

39.2 x 29.8 cm (WxH) Artwork Size

Printing

Large format digital printing



Outdoor

Megacom - Reversed Logo

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Headline: CMYK
Subheading: CMYK

Typesetting

Headline: SST Arabic - Medium
Subheading: SST Arabic - Roman
Copy: SST Arabic - Roman
Contacts: SST Arabic - Roman

Size

39.2 x 29.8 cm (WxH) Artwork Size

Printing

Large format digital printing



Outdoor

Mupi - Image - 1

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Headline: CMYK
Subheading: CMYK

Typesetting

Headline: SST Arabic - Medium

Subheading: SST Arabic - Roman

Copy: SST Arabic - Roman

Contacts: SST Arabic - Roman

Size

26 x 38.5 cm (WxH) Artwork Size

Printing

Large format digital printing



Outdoor

Mupi - Image - 2

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Headline: CMYK
Subheading: CMYK

Typesetting

Headline: SST Arabic - Medium

Subheading: SST Arabic - Roman

Copy: SST Arabic - Roman

Contacts: SST Arabic - Roman

Size

26 x 38.5 cm (WxH) Artwork Size

Printing

Large format digital printing



Outdoor

Mupi - Reversed Logo

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Headline: CMYK
Subheading: CMYK

Typesetting

Headline: SST Arabic - Medium

Subheading: SST Arabic - Roman

Copy: SST Arabic - Roman

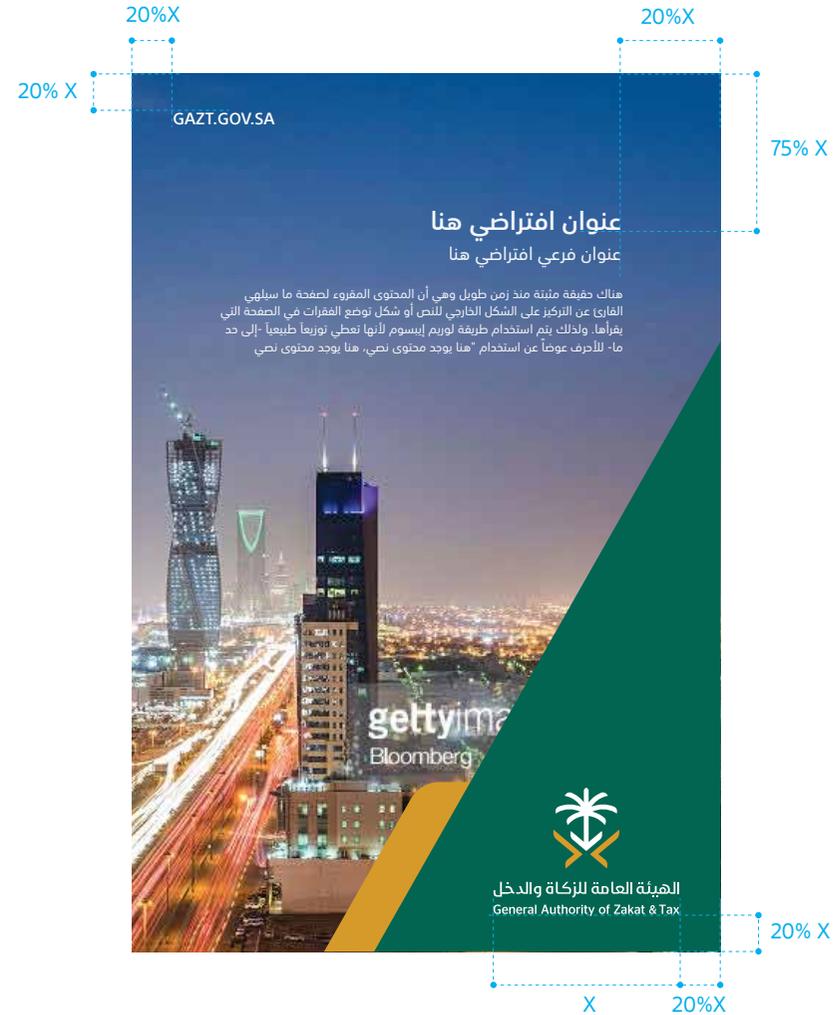
Contacts: SST Arabic - Roman

Size

26 x 38.5 cm (WxH) Artwork Size

Printing

Large format digital printing



Outdoor

Skyfold - Image - 1

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Headline: CMYK
Subheading: CMYK

Typesetting

Headline: SST Arabic - Medium

Subheading: SST Arabic - Roman

Copy: SST Arabic - Roman

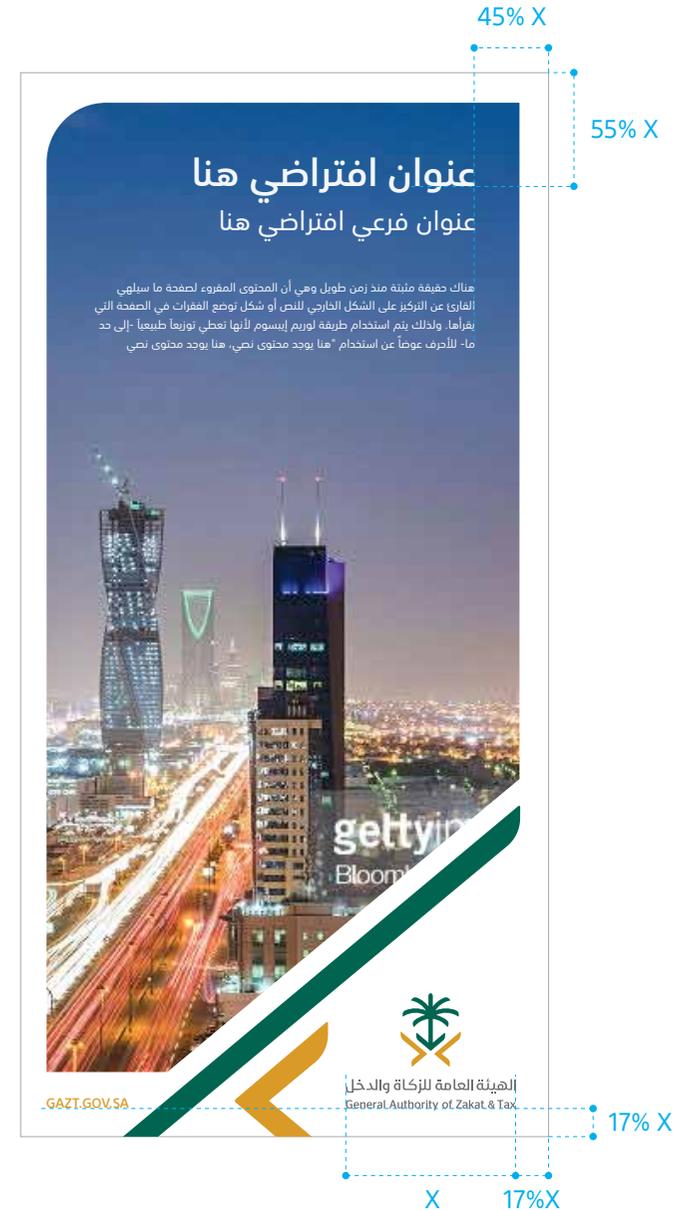
Contacts: SST Arabic - Roman

Size

20 x 30 cm (WxH) Artwork Size

Printing

Large format digital printing



Outdoor

Skyfold - Image - 2

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Headline: CMYK
Subheading: CMYK

Typesetting

Headline: SST Arabic - Medium

Subheading: SST Arabic - Roman

Copy: SST Arabic - Roman

Contacts: SST Arabic - Roman

Size

20 x 30 cm (WxH) Artwork Size

Printing

Large format digital printing



عنوان افتراضي هنا

عنوان فرعي افتراضي هنا

هناك حقيقة مثبتة منذ زمن طويل وهي أن المحتوى المقروء
لصفحة ما سيلهي القارئ عن التركيز على الشكل الخارجي للنص أو
شكل توضع الفقرات في الصفحة



الهيئة العامة للزكاة والدخل
General Authority of Zakat & Tax

GAZT.GOV.SA

17% X

X

24% X

Outdoor

Skyfold - Reversed Logo

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Headline: CMYK
Subheading: CMYK

Typesetting

Headline: SST Arabic - Medium

Subheading: SST Arabic - Roman

Copy: SST Arabic - Roman

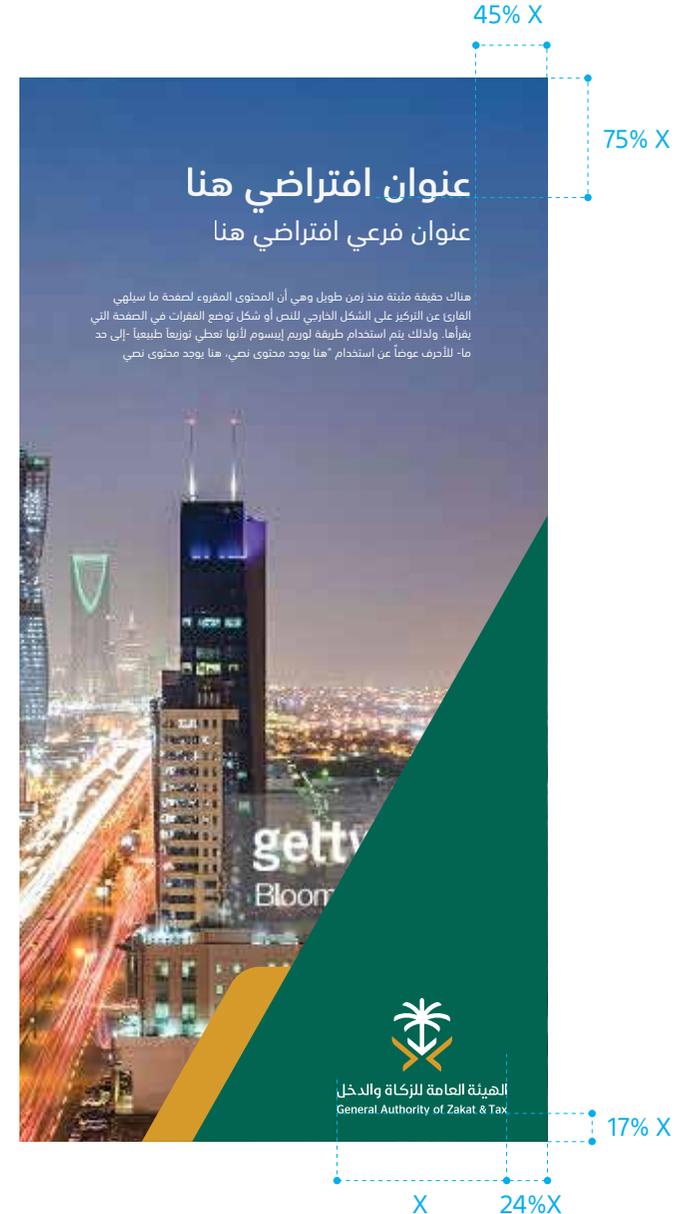
Contacts: SST Arabic - Roman

Size

20 x 30 cm (WxH) Artwork Size

Printing

Large format digital printing



Outdoor

Unipole - Image - 2

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Headline: CMYK
Subheading: CMYK

Typesetting

Headline: SST Arabic - Medium

Subheading: SST Arabic - Roman

Copy: SST Arabic - Roman

Contacts: SST Arabic - Roman

Size

42 x 144 cm (WxH) Artwork Size

Printing

Large format digital printing



Outdoor

Unipole - Reversed Logo

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

Headline: CMYK
Subheading: CMYK

Typesetting

Headline: SST Arabic - Medium

Subheading: SST Arabic - Roman

Copy: SST Arabic - Roman

Contacts: SST Arabic - Roman

Size

42 x 144 cm (WxH) Artwork Size

Printing

Large format digital printing



Signages



Signage System

Welcome-Sign

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

CMYK

Typesetting

Welcome: SST Arabic - Bold

Name: SST Arabic - Roman

Directions: SST Arabic - Medium

Printing

Digital printing



Signage System

Internal-Signs

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

CMYK

Typesetting

Welcome: SST Arabic - Bold

Name: SST Arabic - Roman

Directions: SST Arabic - Medium

Printing

Digital printing



Signage System

Directional-Signs / External

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

CMYK

Typesetting

Welcome: SST Arabic - Bold

Name: SST Arabic - Roman

Directions: SST Arabic - Medium

Printing

Digital printing



Signage System

Directional-Signs / Internal

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

CMYK

Typesetting

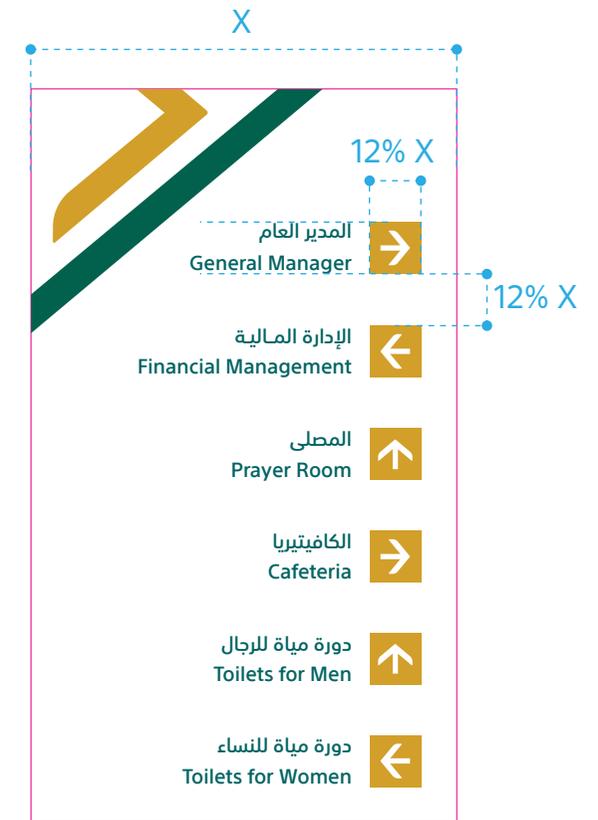
Welcome: SST Arabic - Bold

Name: SST Arabic - Roman

Directions: SST Arabic - Medium

Printing

Digital printing



Stationary

Open/Close signs

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

CMYK

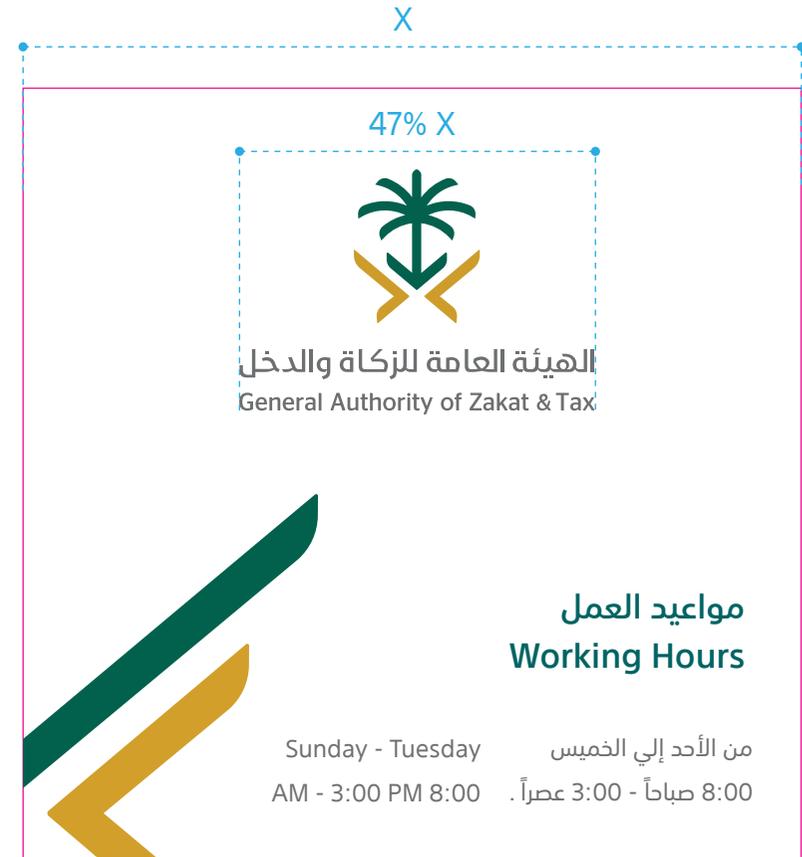
Typesetting

Title: SST Arabic - Medium

Copy: SST Arabic - Roman

Printing

Digital printing



Stationary

Open/Close signs



الهيئة العامة للزكاة والدخل
General Authority of Zakat & Tax



Signage Production Reference

Stationary

Regulatory Signs

Brand Marks

GAZT full-color main version (Process Colors).
Always use the master artwork.

Colors

CMYK

Typesetting

Name: SST Arabic - Roman

Printing

Digital printing



Thank you



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