Brand Identity Manual

The NCB Logo

NCB الأهلي

Official Logo Variations

NCB logo has only three official variations

Main Logo

Compact

Vertical

Logo Versions

The preferred reproduction of NCB brand mark is in its positive full color version on white background. Alternatively, the logo may be reversed only out of a dark green background color from NCB's primary palettes to secure proper contrast and visibility.

Mono-color logo is always used on other dark background of NCB palettes.

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.

NCB الأهلي

Main Version

NCB الأهلي

Main Reverse

NCB الأهلي

Mono-Color Logo

NCB الأهلي

Mono-Color Logo - Reverse

NCB الأهلي

Grayscale

NCB الأهلي

Bitmap / B&W

Acceptable – Mono Color Logo

The figures demonstrate examples of permitted mono-color logo on white backgrounds for placing NCB brand mark.

The main focus is on securing enough visibility and contrast to preserve visibility and maintain consistent branding, but there are cases where background colors are needed. Use of the reverse version is permitted Musaned colors only, as this is considered a main branding version.

Wordmark

Generating New Wordmark figure is not allowed.

The figure shows maintain these the following guidelines while using NCB brand mark.

Misuse

Shown in the figures are some unacceptable uses of NCB 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, such as department names.

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

Scale proportionally (hold the shift button)

Do not distort the logo

Do not use alien colors

Do not alter the logo color

Do not reproduce with incorrect color values

Do not reproduce with low resolution

Do not outline the logo

Don't change component proportion or configuration

Do not add elements

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Minimum Size

Size measurement is based on the width of NCB logo.
To ensure sufficient branding, 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 a small area on a plastic card, in such cases the use of the micro size mono-color logo is only allowed and considered exceptional. Further size reduction is not permitted.

Minimum Size

NCB الأهلي
1 cm

الأهلي
NCB
1 cm

الأهلي
NCB
1 cm

Micro Size

0.5 cm

1 cm

Acceptable Backgrounds

The figures demonstrate examples of permitted backgrounds for placing NCB brand mark.

The main focus is on securing enough visibility and contrast to preserve visibility and maintain consistent branding.

NCB brand mark shall preferably appear on white background. It is permitted to place the positive logo versions on light backgrounds from the color palettes with appropriate opacity.

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Acceptable Backgrounds – Mono Color Logo

The figures demonstrate examples of permitted dark backgrounds for placing NCB brand mark.

When brand mark is needed on dark backgrounds unless dark green, mono-color logo is only used.

The main focus is on securing enough visibility and contrast to preserve visibility and maintain consistent branding, but there are cases where background colors are needed. Use of the reverse version is permitted Musaned colors only, as this is considered a main branding version.

Unacceptable Backgrounds

The figures show examples of non-permitted brand mark placements. Reason here is the reduced contrast and loss of logo clarity.

Avoid using alien colors and apply a suitable color from the supporting palette for placing the positive logo version on solid backgrounds. Primary colors offer tints for the same purpose.

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 insufficient contrast

Do not use NCB gradient

Do not use an alien, non-corporate colour!

Do not place the logo on heterogeneous photographic background

Brand Mark Spacing – Main Logo

NCB brand mark shall be placed towards the right end of a wide or large space. Example: wide panels or external sign boards, etc.

The below shown guideline defines the ideal clear space around the brand mark, and it demonstrates how the logo fills the rectangle space, leaving the minimum clear spaces on both sides of the brand mark. When you place the logo on wider or taller format, position it top right.

If the format is tall and narrow, like the pylon, Clear space may be reduced to 25% of logo symbol width.

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Brand Mark Spacing – Compact

NCB brand mark shall be placed towards the right end of a wide or large space. Example: wide panels or external sign boards, etc.

The below shown guideline defines the ideal clear space around the brand mark, and it demonstrates how the logo fills the rectangle space, leaving the minimum clear spaces on both sides of the brand mark. When you place the logo on wider or taller format, position it top right.

If the format is tall and narrow, like the pylon, Clear space may be reduced to 25% of logo symbol width.

Brand Mark Spacing – Vertical

NCB brand mark shall be placed towards the right end of a wide or large space. Example: wide panels or external sign boards, etc.

The below shown guideline defines the ideal clear space around the brand mark, and it demonstrates how the logo fills the rectangle space, leaving the minimum clear spaces on both sides of the brand mark. When you place the logo on wider or taller format, position it top right.

If the format is tall and narrow, like the pylon, Clear space may be reduced to 25% of logo symbol width.

50% X   **50% X**

الأهلي

NCB

50% X   **50% X**

Brand Mark Spacing
Signage Reconstruction Guide

Brand Mark Spacing
Signage Reconstruction Guide