

Brand Guidelines

January 2013 Version 1.01



1.00 BRAND OVERVIEW

- 1.01 Introduction
- 1.02 Brand Beliefs
- 1.05 Brand Driver Platform™
- 1.06 Visual Overview

2.00 BASIC ELEMENTS

- 2.01 Brand mark** : Primary lockup 1
- 2.02 Brand mark : Primary lockup 2
- 2.03 Brand mark : Horizontal lockup
- 2.04 Brand mark : Vertical lockup
- 2.05 Clear space : Primary lockup 1
- 2.06 Clear space : Primary lockup 2
- 2.07 Clear space : Horizontal lockup
- 2.08 Clear space : Vertical lockup
- 2.09 Colour variations
- 2.10 Positioning
- 2.11 Brand mark misuse

2.12 Graphic Element

- 2.13 The Symbol
- 2.14 Cropping the Symbol
- 2.15 The Clip & Clip Pattern
- 2.16 The Flash
- 2.17 The Rectangle

2.18 Colour Palette

- 2.19 Primary Colour & Breakdown
- 2.20 Secondary Colours & Breakdown
- 2.21 Colour Scale
- 2.22 Colour and Brand Architecture

2.23 Typography : Arabic

- 2.24 Typography : Latin
- 2.25 Default System Fonts

2.26 Photography : Style Overview

- 2.27 People Photography
- 2.28 Product Photography
- 2.29 Photography & Colour Backgrounds

2.30 Grid System : Vertical

- 2.31 Grid System : Horizontal

- 2.32 Grid System & The Clip

2.33 Tables & Graphs Style guide

2.34 Tag line

3.00 STATIONERY

- 3.01 Overview
- 3.02 Business Card
- 3.03 Letterhead English
- 3.04 Continuation Sheet English
- 3.05 Letterhead Arabic
- 3.06 Continuation Sheet Arabic
- 3.07 Letterhead Arabic CEO
- 3.08 Continuation Sheet Arabic CEO
- 3.09 Letterhead English CEO
- 3.10 Continuation Sheet English CEO
- 3.11 Facsimile
- 3.12 Envelopes DL
- 3.13 Envelopes A4
- 3.14 Envelopes A3
- 3.15 Compliment Slip
- 3.16 Notepad A4
- 3.17 Business Travel and Expense Claim
- 3.18 Employment Application
- 3.19 International Business Trip Request
- 3.20 Leave Request
- 3.21 Personal Loan Request
- 3.22 Clearance Form
- 3.23 Invoice
- 3.24 Receipt

4.00 ADVERTISING

- 4.01 Overview
- 4.02 Print Ad Arabic
- 4.03 Print Ad English
- 4.04 Unipole
- 4.05 Mega

- 4.06 Mupi

- 4.07 Billboard

5.00 Communication Collateral

- 5.01 Overview
- 5.02 Brochure Cover : Baby Products
- 5.03 Brochure Inside Pages : Baby Products
- 5.04 Brochure Cover : Beauty
- 5.05 Brochure Inside Pages : Beauty
- 5.06 Brochure Cover : Promotional
- 5.07 Brochure Inside Pages : Promotional
- 5.08 Leaflet
- 5.09 Annual Report Cover
- 5.10 Annual Report Inside Pages
- 5.11 Code of Ethics Cover
- 5.12 Code of Ethics Inside Pages

6.00 LIVERY

- 6.01 Overview
- 6.02 Van
- 6.03 Truck

7.00 DIGITAL MEDIA

- 7.01 Overview
- 7.02 Email Signature
- 7.03 Internal Presentation
- 7.04 Strategic Presentation
- 7.05 B2B Presentation
- 7.06 Customer Presentation
- 7.07 Memo : From the CEO
- 7.08 Memo : Delegation of Authority
- 7.09 Memo : Staff Hiring
- 7.10 Memo : Training and Development
- 7.11 Memo : Product Launch
- 7.12 Memo : Vacation & Holidays
- 7.13 Memo : News Flash
- 7.14 Corporate E-newsletter
- 7.15 Promotional E-newsletter

- 7.16 Product Categories E-newsletter

- 7.17 New Product E-newsletter

- 7.18 CSR E-newsletter

- 7.19 Code of Conduct

8.00 STAFF UNIFORMS

- 8.01 Overview
- 8.02 Pharmacist
- 8.03 Pharmacist Assistant
- 8.04 Beauty Advisor option 1 (Male)
- 8.05 Beauty Advisor option 2 (Male)
- 8.06 Beauty Advisor (Female)
- 8.07 Merchandising and Labour
- 8.08 Pharmacy Cashier
- 8.09 Warehouse Staff (Male)
- 8.10 Warehouse Staff (Female)
- 8.11 Drivers
- 8.12 Office Tea Boys
- 8.13 Maintenance Team
- 8.14 Name Badges
- 8.15 Ties

9.00 MISCELLANEOUS

- 9.01 Overview
- 9.02 CD Label
- 9.03 CD Cover
- 9.04 USB Key
- 9.05 ID Card
- 9.06 Plastic Bags (Dark Teal)
- 9.07 Plastic Bags (White)
- 9.08 Paper Bags
- 9.09 Order Cartons
- 9.10 Order Carton Family

10.00 CONTACT DETAILS

- 10.01 Contact Details

1.00

Brand Overview



The Nahdi brand positions itself around the idea of ‘wellness from the inside out’ - positioning us as trusted and innovative experts, radiating change from our people, through our company to our communities and the nation as a whole.

The Nahdi Guidelines help make the communication of this brand idea effective and consistent. They explain the various elements that make up our identity - what they are, how they fit together, and why it is vital that we use them in the right way. If we don't follow the rules, we confuse our audiences and devalue our brand.

Be recognized as the pioneers in helping communities live a healthier and more beautiful life.

The leading provider of the best products and services that improve the well-being of the communities we serve. We strive for excellence and attract the best talents, we maximize shareholder value and are good corporate citizens.

Integrity
Excellence
Interdependence
Commitment
Leading Change

Brand overview

A new approach to Wellness

The notion of focusing on the community's health imperatives, is embedded in our DNA.

Through our unique services, expertise and a country-wide presence, our aim is to provide a cultivating world of health and beauty, catering to the specific needs of patients and shoppers alike.

As a cornerstone of the healthcare network, we continuously partner with regulators, institutions, insurers and manufacturers to develop and nurture new ideas and long-term strategies that impact a positive change in our communities and ultimately enhancing the overall quality of life.

Attributes

Community-Centric
Innovative
Trustworthy

Reasons to Believe

Responsible & Caring
Leading & Influencing Change
Expert & Reliable

1.05 Brand Driver Platform™



	A	B	C
1	Beauty, Life, Natural	Safety, Reliability, Future generations	Network, Community, Productivity
2	Expert, Relaxing, Comfort	Influence, Creating positive change	Family values
3	Modern, Innovative	Trust, Reliability, Nurturing	Organic, Healthy, Variety

Brand overview

Basic elements



Typography Latin

Variable
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789/*-+@()^!?

ABCDEF GHIJ KLMNOP QRSTUV WXYZ
 abcdef ghijkl mnopqrst uvwxyz
 012345 6789/*-+@()^!?

Typography Arabic

Nahti
 ا ب ت ث ج د ذ ز 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 / x - + () ^ ! ?

ا ب ت ث ج د ذ ز 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 / x - + () ^ ! ?

Tag line

لتحيا بصحة وجمال
 Live healthy, love beauty

Photography



Colour palette



Advertising Hoardings



Unipoles



Print



Communication Collateral



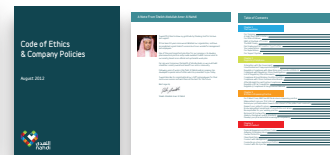
Annual Report



Leaflets



Code of Ethics



Staff Uniform



Livery Van



Truck



Miscellaneous ID card



USB key



DVD label & cover



Order cartons



Plastic bags



Paper bags



1.06 Visual Overview

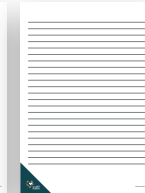
Stationery Letterhead Standard CEO



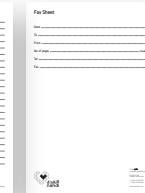
Business cards



Note pad



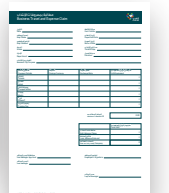
Facsimile



Envelopes



Forms



Electronic media E-memos



Email Signature



Presentation templates



2.00

Basic Elements



Basic Elements Brand mark

The Nahdi brand mark expresses the idea of protecting and caring for both the individual and the community.

At the centre of the mark is a white heart, pure and healthy. The white heart is protected by a heart-shaped shield made of a multitude of colours — representing the many divisions of the Nahdi network which work as one to safeguard the heart within.

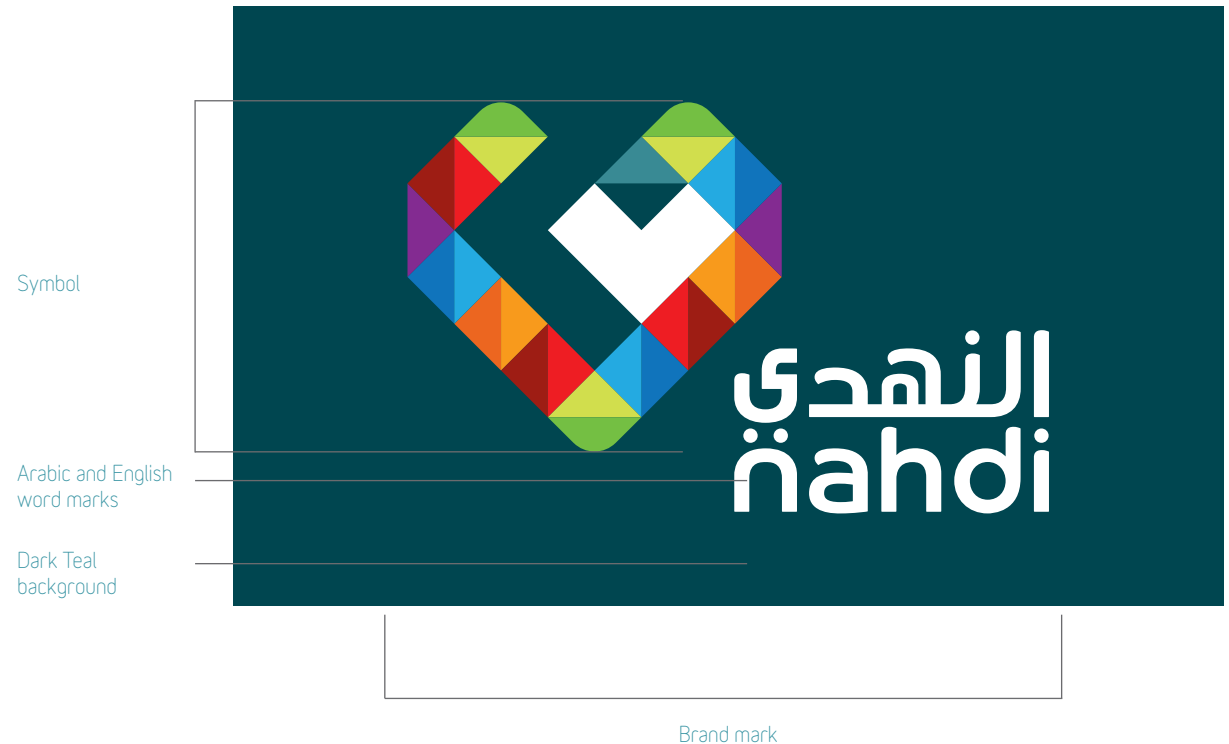
The Nahdi brand mark consists of three parts : the heart and shield symbol which work as one entity, the Arabic and English word marks, and the Dark Teal background.

The brand mark must never appear without a Dark Teal background.

The Dark Teal background may appear as a Rectangle, as shown on this page, or as a Clip shape shown on the next page. Both shapes are considered primary backgrounds for the Nahdi brand mark.

The primary Nahdi brand mark must only be reproduced from master artwork files. It must never be redrawn or altered in any way. All artwork files are available in digital format with our Marketing Department. Please refer to the last section of these guidelines for contact details.

2.01 Brand mark : Primary lockup 1



Basic Elements

Brand mark

The Nahdi brand mark expresses the idea of protecting and caring for both the individual and the community.

At the centre of the mark is a white heart, pure and healthy. The white heart is protected by a heart-shaped shield made of a multitude of colours — representing the many divisions of the Nahdi network which work as one to safeguard the heart within.

The Nahdi brand mark consists of three parts : the heart and shield symbol which work as one entity, the Arabic and English word marks, and the Dark Teal background.

The brand mark must never appear without a Dark Teal background.

The Dark Teal background may appear as a Clip, as shown on this page, or as a Rectangle, shown on the previous page. Both shapes are considered primary backgrounds for the Nahdi brand mark.

The primary Nahdi brand mark must only be reproduced from master artwork files. It must never be redrawn or altered in any way. All artwork files are available in digital format with our Marketing Department. Please refer to the last section of these guidelines for contact details.

2.02 Brand mark : Primary lockup 2



Basic Elements Brand mark

The Nahdi brand mark expresses the idea of protecting and caring for both the individual and the community.

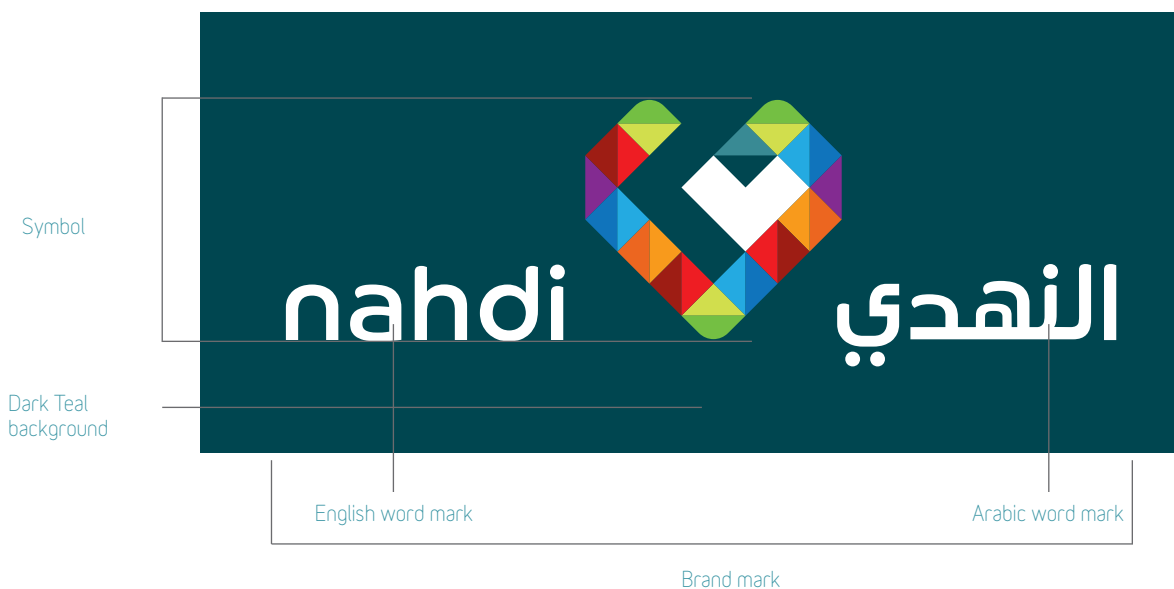
At the centre of the mark is a white heart, pure and healthy. The white heart is protected by a heart-shaped shield made of a multitude of colours — representing the many divisions of the Nahdi network which work as one to safeguard the heart within.

The Nahdi brand mark consists of three parts : the heart and shield symbol which work as one entity, the Arabic and English word marks, and the Dark Teal background. The brand mark must never appear without a Dark Teal background.

The Nahdi brand mark exists in a horizontal format when needed on certain applications with size and space restrictions. The horizontal brand mark is specifically used for shop front fascias and extra wide advertising applications only, such as sports pitch barriers.

The primary Nahdi brand mark must only be reproduced from master artwork files. It must never be redrawn or altered in any way. All artwork files are available in digital format with our Marketing Department. Please refer to the last section of these guidelines for contact details.

2.03 Brand mark : Horizontal lockup



Basic Elements

Brand mark

The Nahdi brand mark expresses the idea of protecting and caring for both the individual and the community.

At the centre of the mark is a white heart, pure and healthy. The white heart is protected by a heart-shaped shield made of a multitude of colours — representing the many divisions of the Nahdi network which work as one to safeguard the heart within.

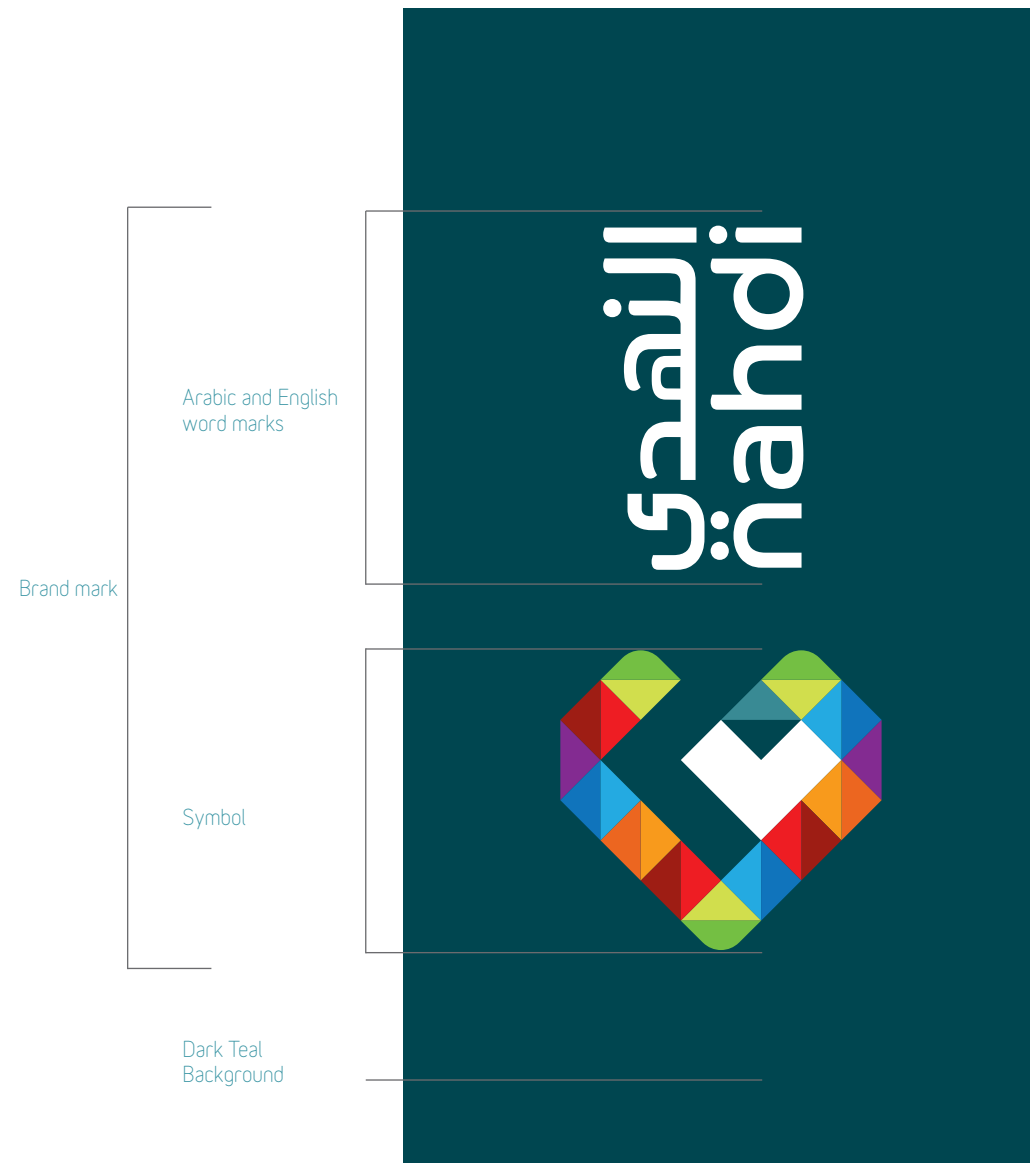
The Nahdi brand mark consists of three parts : the heart and shield symbol which work as one entity, the Arabic and English word marks, and the Dark Teal background.

The brand mark must never appear without a Dark Teal background.

The Nahdi brand mark exists in a vertical format when needed on certain applications with size and space restrictions. The vertical brand mark is specifically used for unusual vertical advertising formats, such as flags or vertical banners.

The primary Nahdi brand mark must only be reproduced from master artwork files. It must never be redrawn or altered in any way. All artwork files are available in digital format with our Marketing Department. Please refer to the last section of these guidelines for contact details.

2.04 Brand mark : Vertical lockup



Basic Elements Brand mark

The clear space around a brand mark ensures visibility and legibility. It is the area around a brand mark which must stay clear of any other elements such as imagery or type.

The clear space around the primary Nahdi brand mark is determined using the central white heart, at the chosen size, and then repeated all around, as shown on this page.

The space calculated on this page shows the minimum clear space required for the Nahdi brand mark but more space is advisable whenever possible.

2.05 Clear Space : Primary lockup 1



Basic Elements Brand mark

The clear space around a brand mark ensures visibility and legibility. It is the area around a brand mark which must stay clear of any other elements such as imagery or type.

The clear space around the primary Nahdi brand mark is determined using the central white heart, at the chosen size, and then repeated all around, as shown on this page.

The space calculated on this page shows the minimum clear space required for the Nahdi brand mark but more space is advisable whenever possible.

2.06 Clear Space : Primary lockup 2



Basic Elements

Brand mark

The clear space around a brand mark ensures visibility and legibility. It is the area around a brand mark which must stay clear of any other elements such as imagery or type.

The clear space around the horizontal Nahdi brand mark is determined by using the letter 'n', at the chosen size, and then repeating it all around for the maximum use of space available, as is shown on this page.

The Nahdi horizontal brand mark was designed specifically for extra wide, low applications such as shop front fascias or pitch side advertising.

The space calculated on this page shows the minimum clear space required for the Nahdi brand mark but more space is advisable whenever possible.

2.07 Clear Space : Horizontal lockup



Basic Elements Brand mark

The clear space around a brand mark ensures visibility and legibility. It is the area around a brand mark which must stay clear of any other elements such as imagery or type.

The clear space around the vertical Nahdi brand mark is determined using the central white heart, at the chosen size, and then repeated all around, as shown on this page.

The Nahdi vertical brand mark was designed for specific vertical applications such as flags.

The space calculated on this page shows the minimum clear space required for the Nahdi brand mark but more space is advisable whenever possible.

2.08 Clear Space : Vertical lockup



Basic Elements

Brand mark

2.09 Colour Variations

The Nahdi brand mark must always appear in its primary colours, on a Dark Teal background, as shown on this page. The Nahdi brand mark may be used in a Black and white version only for applications produced in single colour, either in Black or White.

The Nahdi brand mark must only be reproduced from master artwork files. It must never be redrawn or altered in any way. All artwork files are available in digital format with our Marketing Department. Please refer to the last section of these guidelines for contact details.

Primary usage



Single colour Black



Reversed in White



Basic Elements

Brand mark

In corporate print communication the Nahdi brand mark is generally positioned at the bottom left corner of the application for both Arabic and English, such as all advertising and literature.

In electronic corporate communication, however, the Nahdi brand mark is placed at the top left corner for legibility as the information is viewed from top to bottom. These applications include all e-newsletters and memos as will be displayed later on in these guidelines.

2.10 Positioning : Corporate

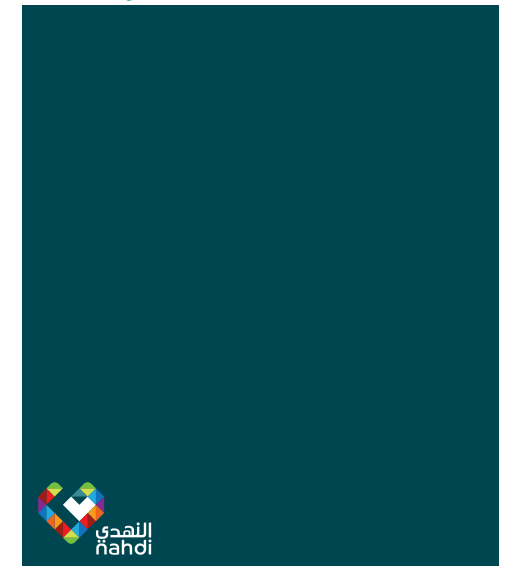
Bottom left corner for all corporate stationary and advertising



Top left corner for all digital media such as e-newsletters and memos



Bottom left corner for brochure covers and advertising



Basic Elements

Brand mark



X Do not alter the proportions of the brand mark or any of its elements



X Do not vertically distort the brand mark



X Do not horizontally distort the brand mark



X Do not use any background colour other than Dark Teal.



X Do not use the brand mark without the Dark Teal background



X Do not change the position of any of the elements within the brand mark



X Do not use any fonts for the word marks



X Do not use the symbol in a percentage of its colour



X Do not place the brand mark directly over an image

2.11 Brand mark Misuse

Basic Elements

Graphic Element

The graphic element plays an important role in the overall visual style of a brand's look and feel. Four graphic elements have been designed to complement the brand elements across all Nahdi brand applications. These graphic elements are :

- A. The Symbol
- B. The Clip
- C. The Flash
- D. The Rectangle

These four graphic elements are the only graphic elements to be used across the Nahdi brand applications, no other shapes may be created or introduced.

The graphic elements are used in Dark Teal, all except the Flash which is used in Nahdi secondary colours featured in the colour palette section 2.18 of these guidelines.

The graphic elements must only be reproduced from master artwork files, never redrawn or altered in any way. All artwork files are available in digital format with our Marketing Department. Please refer to the last section of these guidelines for contact details.

2.12 Graphic Element

A. The Symbol



B. The Clip



C. The Flash



D. The Rectangle



Basic Elements Graphic Element

The heart and shield symbol of the Nahdi brand is the main graphic element to be used across its brand applications. It must always appear in its primary multi-colours on the Dark Teal background. The Dark Teal background must always cover the minimum clear space specified for the symbol. For more information on clear space please refer back to page 2.05 of these guidelines.

The Symbol may never be used on white or any other colour background. It may be used in full, or cropped and bleeding off one or two sides as is shown on the following page of these guidelines.

The Symbol graphic element must only be reproduced from master artwork files, and never redrawn or altered in any way. All artwork files are available in digital format with our Marketing Department. Please refer to the last section of these guidelines for contact details.

2.13 The Symbol



Basic Elements

Graphic Element

The heart and shield symbol may be used cropped and bleeding off the sides of the Nahdi brand applications only as explained on this page.

The guides in Magenta show how the Nahdi Symbol is to be cropped. The cropping is allowed along all four sides of the 'inner square' highlighted by the difference in colour shading.

The cropped Symbol is a strong visual element which is unique to the Nahdi brand and is used to complement the rest of the Nahdi brand elements discussed in these guidelines.

The seven cropping methods shown on this page are the only ones to be used on the Nahdi Symbol, no others may be created and used for the Nahdi brand applications.

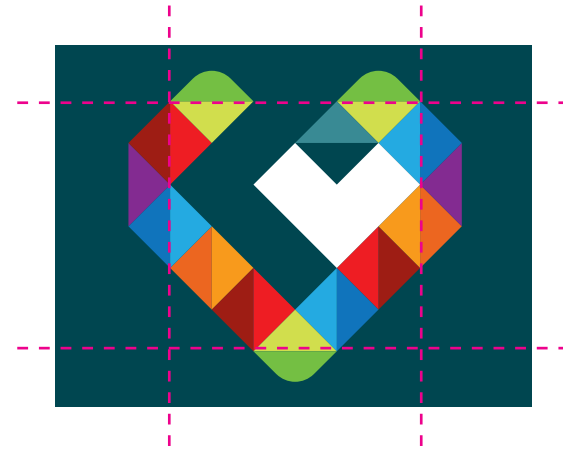
The Symbol graphic element must only be reproduced from master artwork files, and never redrawn or altered in any way. All artwork files are available in digital format with our Marketing Department. Please refer to the last section of these guidelines for contact details.

Top & lower edges



2.14 Cropping the Symbol

The Symbol may be cropped along all four sides marked with the dotted line



Top



Top & left



Top & right



Lower edge



Lower edge & left



Lower edge & right



Basic Elements

Graphic Element

The Clip was created to fit within the corner of the grid. It appears on both corporate and retail applications and sits at the top or bottom left hand corner of a layout. It is used in both Arabic and English applications.

The Clip always appears in Dark Teal for the main Nahdi brand when holding the brand mark. It may also be used in any of the brand's secondary colour palette when used without the brand mark. In such cases, the colour used for the Clip will depend on the Nahdi product featured in a particular layout.

The Clip Pattern is a secondary graphic element and appears within the Rectangle. It was created by reproducing the Clip at the same height as the Rectangle several times across and stretches across the middle column only, making sure the space above the 3rd column is in a plain secondary colour only. The Pattern is used in one colour accompanied by Dark Teal. This Pattern is mostly used when communicating a specific link between the corporate and retail segments of the Nahdi brand.

The Clip and Pattern graphic elements must only be reproduced from master artwork files, and never redrawn or altered in any way. All artwork files are available in digital format with our Marketing Department. Please refer to the last section of these guidelines for contact details.

2.15 The Clip & Clip Pattern

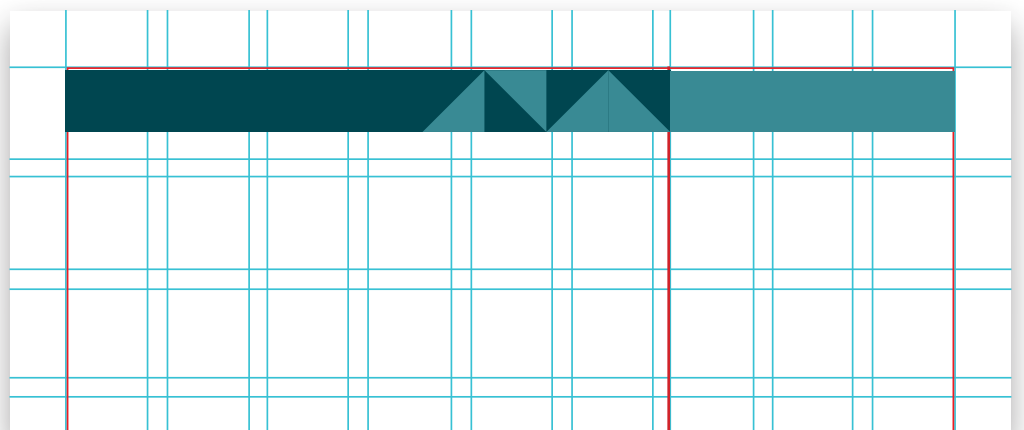
The Clip



The Clip Pattern



The Clip Pattern within the grid



Basic Elements

Graphic Element

The Flash was created to highlight offers and prices in the Nahdi retail brand applications. It appears in Nahdi secondary brand colours, and is used for both Arabic and English promotions.

The Flash graphic element must only be reproduced from master artwork files, and never redrawn or altered in any way. All artwork files are available in digital format with our Marketing Department. Please refer to the last section of these guidelines for contact details.

2.16 The Flash



Basic Elements

Graphic Element

The Rectangle was created to fit within the grid as a background to the Nahdi brand mark on applications with limited space such as forms. It appears in Dark Teal for the main Nahdi brand when holding the brand mark. It may also be used in Light Teal and any of the brand's secondary colour palette when used without the brand mark. In such cases, the colour used for the Rectangle will depend on the Nahdi product featured in a particular layout.

Whenever used behind the brand mark, the Rectangle must cover the minimum clear space around the brand mark specified earlier on in section 2.05 of these guidelines.

2.17 The Rectangle



Basic Elements

Colour palette

2.18 Colour Palette

Colour plays an important means of identification in any brand. The Nahdi brand colour palette has been carefully selected and no other colours may be used or introduced. The following pages explain the primary and secondary colour palette, their uses within the brand architecture and correct colour breakdown.



Dark Teal
Corporate & General



Light Teal
Corporate & General Retail



Grey
Supporting Colour



Dark Red
Promotional



Dark Orange
Everyday Essentials



Apple Green
Health & Wellness



Sea Blue
Baby



Dark Purple
Beauty



Bright Red
Promotional



Bright Orange
Everyday Essentials



Pear Green
Health & Wellness



Sky Blue
Baby



Pure Purple
Beauty

Basic Elements

Colour palette

The primary Nahdi brand colours are Dark Teal and White. These two colours are supported by Grey. The Dark Teal is used as the background colour to the brand mark in all applications. The White is used in conjunction with the Dark Teal to create contrast.

The Light Grey colour is only featured as a supporting colour in forms mostly used as a background colour for highlighting sub titles and the start of new sections.

The CMYK breakdown on this page is the result of media testing and confirmed as the correct colour breakdown for the Nahdi brand primary colour. No other modification may be introduced.

2.19 Primary Colours & Breakdown



Basic Elements

Colour palette

2.20 Secondary Colours & Breakdown

The secondary Nahdi brand colours are the 10 colours shown on this page. Each colour has been assigned to represent a specific Nahdi line of products. All colours may be used to promote the Nahdi brand as a whole.

The CMYK breakdown on this page are the result of media testing and confirmed as the correct colour breakdown for the secondary colours. No other modification may be introduced.



Light Teal
Corporate & General Retail

C.65
M.10
Y.20
K.20



Dark Red
Promotional

C.8
M.100
Y.100
K.30



Dark Orange
Everyday Essentials

C.0
M.73
Y.100
K.3



Apple Green
Health & Wellness

C.59
M.0
Y.100
K.0



Sea Blue
Baby

C.100
M.40
Y.0
K.0



Dark Purple
Beauty

C.74
M.100
Y.29
K.18



Bright Red
Promotional

C.0
M.100
Y.100
K.0



Bright Orange
Everyday Essentials

C.0
M.46
Y.100
K.0



Pear Green
Health & Wellness

C.21
M.0
Y.85
K.0



Sky Blue
Baby

C.70
M.15
Y.0
K.0



Pure Purple
Beauty

C.40
M.100
Y.0
K.0

Basic Elements

Colour palette

The colour scale on this page helps illustrate the approximate ratio in using the Nahdi brand colours.

For corporate applications, the White is used at 50%, Dark Teal is used at 30%, Light Teal at 17% and the Grey at a minimum (of 3%) to highlight text.

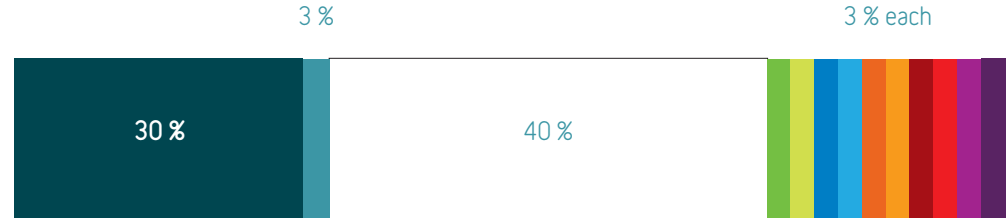
For retail applications, the Dark Teal is used at 30 %, and White at 40 % , while Light Teal and all other secondary colours are used as 3 % accent or highlight colours. Introducing the secondary colours helps create a more vibrant overall impression of the retail brand.

2.21 Colour Scale

Approximate colour ratio for corporate applications



Approximate colour ratio for retail applications



Basic Elements

Colour palette

2.22 Colour & Brand Architecture

The multi-coloured brand colour palette has been divided into a simplified brand architecture, shown below. Each colour within the Nahdi brand secondary colour palette represents a product. That colour is always supported by the brand's primary colours of Dark Teal and white.



Corporate & General Retail
Dark & Light Teal



Health & Wellness
Apple Green
Pear Green
Dark Teal & White



Baby
Sea Blue
Sky Blue
Dark Teal & White



Beauty
Dark Purple
Pure Purple
Dark Teal & White



Everyday Essentials
Dark Orange
Bright Orange
Dark Teal & White



Promotional
Dark Red
Bright Red
Dark Teal & White

Basic Elements Typography

Typography is an important brand element which helps create brand recognition and helps keep a unified tone across all brand applications.

The Nahdi brand has it's own bespoke Arabic typeface created to complement the rest of the brand elements and it exists in two weights : Nahdi Bold and Nahdi Black.

Nahdi Bold is used for body copy and captions.
Nahdi Black is used for titles and highlighting text.

2.23 Arabic Typography

Nahdi Bold

ا ب ت ث ج ح خ د ذ ر ز 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 / x - + () ^ ! ?

Nahdi Black

ا ب ت ث ج ح خ د ذ ر ز 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 / x - + () ^ ! ?

Basic Elements Typography

2.24 Latin Typography

Typography is an important brand element which helps create brand recognition and helps keep a unified tone across all brand applications.

The Nahdi brand uses 'Variable' as the Latin typeface to complement the rest of the brand elements. Variable exists in two weights : Variable Bold and Variable Black.

Variable Bold is used for body copy and captions. Variable Black is used for titles and highlighting text.

Variable Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789/*-+@()^!?

Variable Black

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789/*-+@()^!?

Basic Elements

Typography

Whenever the Nahdi brand typefaces, Nahdi and Variable, cannot be used, the default typefaces to be used as replacements are : Arial for Arabic and Verdana for Latin.

2.25 Default System Fonts

Arial Regular

ا ب ت ث ج ح خ د ذ ر ز 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 / * - + () ^ ! ?

Arial Bold

ا ب ت ث ج ح خ د ذ ر ز 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 / * - + () ^ ! ?

Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789/*-+@()^!?

Verdana Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789/*-+@()^!?

Basic Elements

Photography Style

Photography plays an important role in the Nahdi visual identity system. The correct and consistent styling of photography is a powerful means of creating differentiation and strengthening recognition of the brand, reflecting its personality and beliefs.

The two categories of photography for the Nahdi brand are : People and Products. The common attribute of the two is the vibrant use of the brand colours as a partial or complete background to the subject. The colour is used as a background to carry the message in advertising, as will be shown in section 4.00 of these guidelines.

People



2.26 Style Overview



Product



Basic Elements Photography Style

2.27 People Photography

This page illustrates the treatment of photography for the People category.

Subject : must be healthy, active and energetic.

Composition : Saudi nationals and expatriate family members of different age groups interacting together either at home or within a community area. The shots may show direct eye contact or captured in every day activities.

Lighting : Clear composition with natural light, clean surroundings, backgrounds with little clutter.

Treatment : the use of a single colour from the Nahdi colour palette may be collaged onto a single area which is masked out, (such as the sky or wall as shown in these examples). The colour selected needs to support the vitality of the overall composition and relate to the subject.



Basic Elements Photography Style

This page illustrates the treatment of photography for the Product category.

Subject : single or multiple products.

Composition : Clear composition of the product itself on a clear or solid colour background. The coloured backgrounds may only be selected from the Nahdi brand secondary colour palette.

Treatment : the use of a single colour from the Nahdi palette, or the Red for Promotion, placed in the background to highlight a certain category of the Nahdi brand products or promotion. The Product is shot from above, allowing a slight shadow to appear behind it.

2.28 Product Photography



Basic Elements

Photography Style

This page illustrates the treatment of people shots using a graphic colour background.

Treatment :

1. A section of the photograph is chosen as a background for placing information.
2. The section is masked off in photoshop using the perspective of the original photograph to create a strong plane of colour.
3. A product colour is chosen from the brand's colour palette depending on the content of the application. Only one colour may be chosen for the background, as shown in these examples.
4. The original photograph is slightly desaturated by 10% so as to allow the brand colour to appear more prominent.

The colour must be one of the many Nahdi brand colours from the colour palette. No other colours may be selected or introduced. The colour selected must support the vitality of the overall composition and subject.

2.29 Photography & Colour Backgrounds

Before

Plain : image with no selected background



After

Treated : image with colour background



Basic Elements Grid System

A grid is the structure which acts as the skeleton over which all Nahdi brand elements are positioned. The Nahdi vertical grid system was designed with a 4 : 3 ratio, which needs to be maintained throughout different sized brand applications.

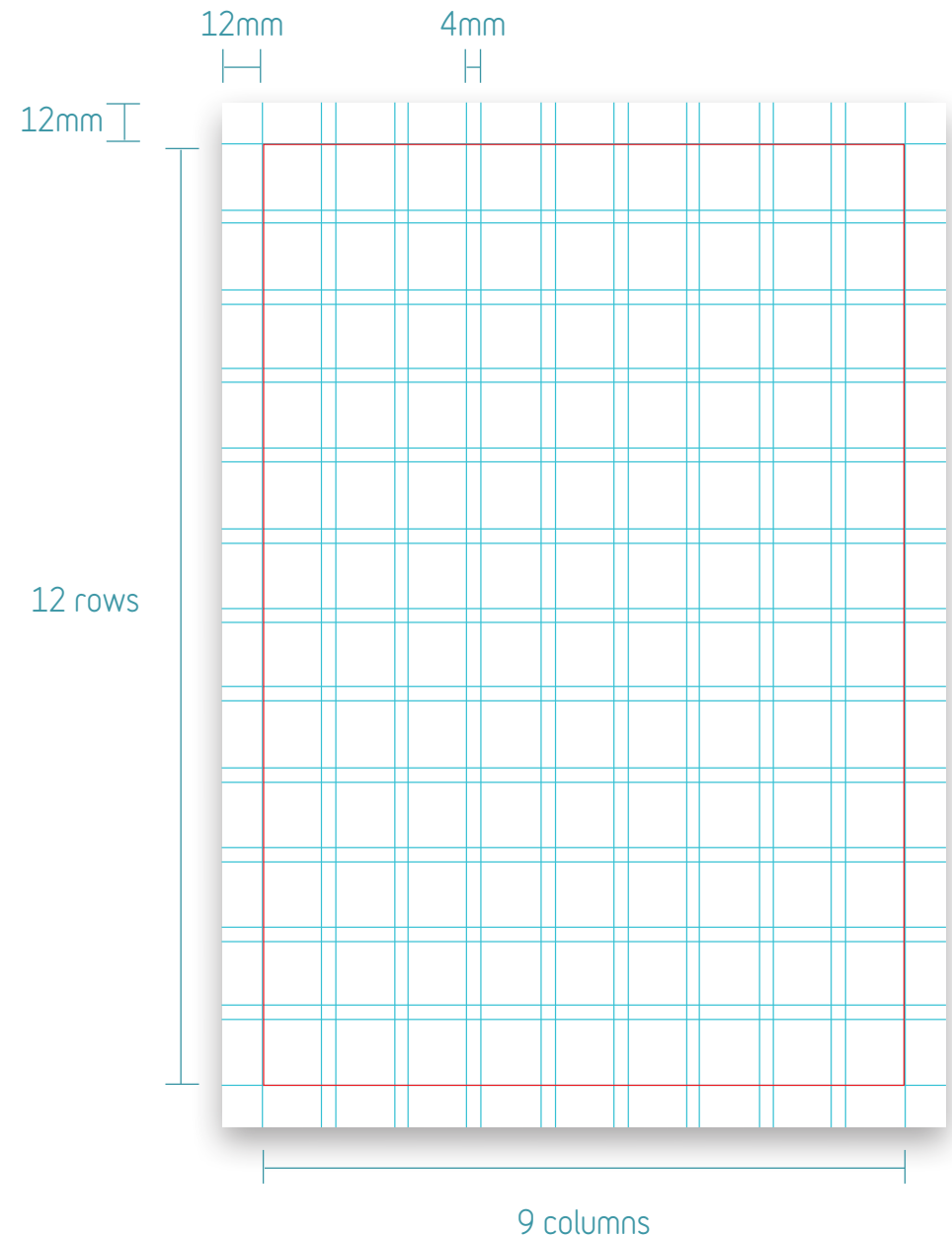
The grid system demonstrated on this page is of an A4 vertical sheet. The page is divided into 9 columns across separated by 4mm gutter space, and 12 rows down, each separated by 4mm horizontal gutter spaces. The margin is 12mm all around.

When applied on larger vertical applications, it is important to retain the 4 : 3 ratio shown on this page.

The grid structure must be implemented in all communication collateral and printed material

The grid is always determined within the margin, not the page.

2.30 Grid System : Vertical



Basic Elements Grid System

A grid is the structure which acts as the skeleton over which all Nahdi brand elements are positioned. The Nahdi horizontal grid system was designed with a 4 : 3 ratio, which needs to be maintained throughout different sized brand applications.

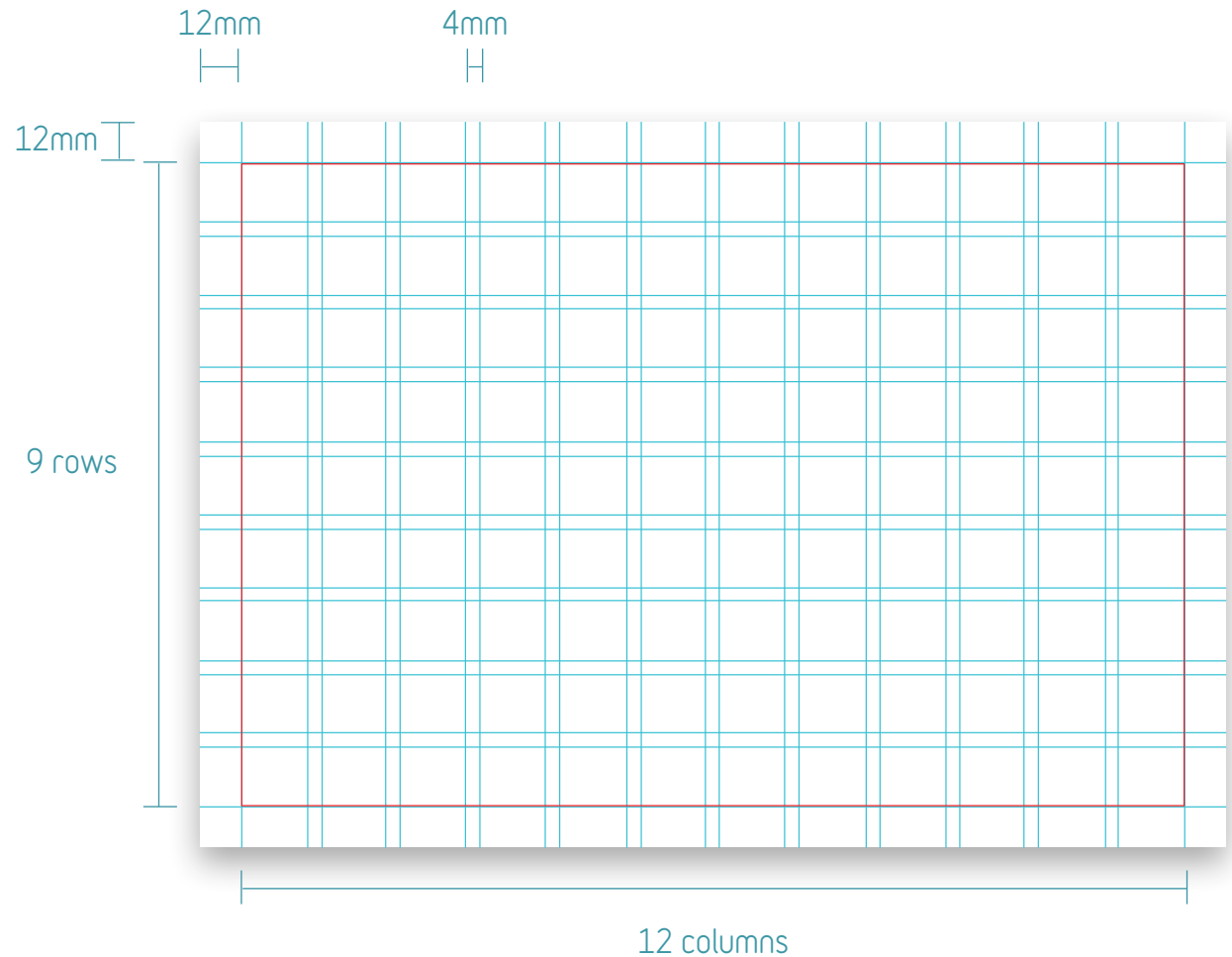
The grid system demonstrated on this page is of an A4 horizontal sheet. The page is divided into 12 columns across separated by 4mm gutter space, and 9 rows down, each separated by 4mm horizontal gutter spaces. The margin is 12mm all around.

When applied on larger horizontal applications, it is important to retain the 4 : 3 ratio shown on this page.

The grid structure must be implemented in all communication collateral and printed material

The grid is always determined within the margin, not the page.

2.31 Grid System : Horizontal



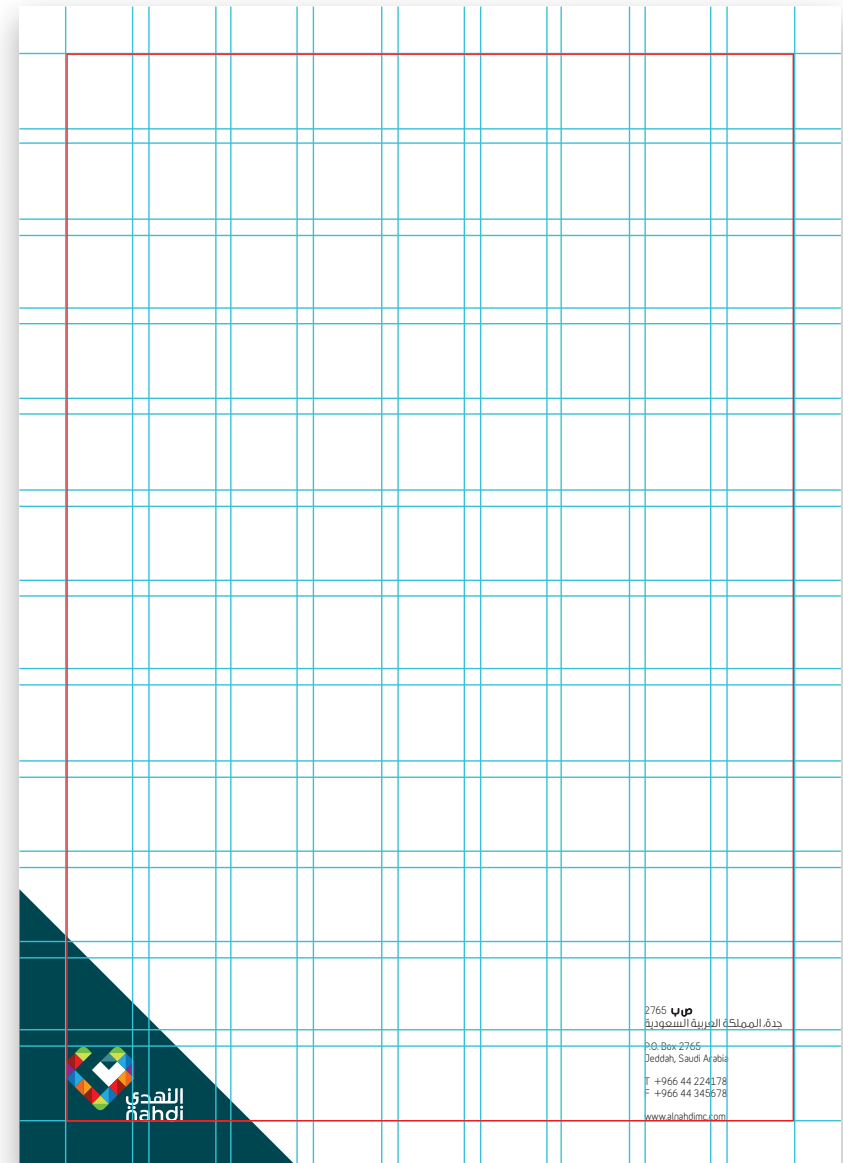
Basic Elements

Grid System

The Nahdi brand mark is always used on a Dark Teal background. When used with the Clip graphic element background the Clip is used in the corner of a layout.

On a vertical A4 application, the size of the Clip is 3 columns in width and 2.75 to 4 rows in height. This size may vary depending on the application. The same calculations apply to an A4 horizontal application.

2.32 The Grid and The Clip



Basic Elements

Tables & Graphs Style guide

All graphs and tables featured across the Nahdi brand applications must follow a consistent style which complements the over all brand look and feel.

The style used for all Nahdi applications, pie- charts, line charts and graphs is a simple featuring flat graphics and line drawings. These graphics make use of the brand colour palette and no other. No special effects, 3-Dimensional effects or drop shadows may be used.

The colours used vary according to the department in focus : Corporate Nahdi will use the Dark and Light Teal, all other departments will use their own brand colours. When a third colour is needed, with no specific reference to a department, the Nahdi Grey is introduced.

All information must be set in Variable Bold for English and Nahdi Bold for Arabic and appear at 50 % Black.

Only colours from the Nahdi colour palette may be used.

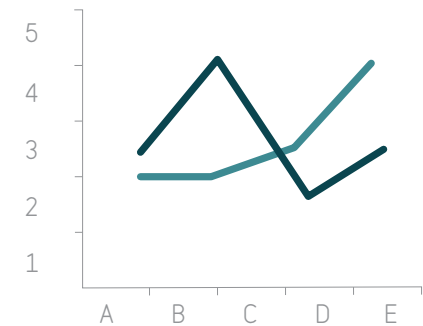
The line weight for a line chart is 5pt and not thicker.

2.33 Tables & Graphs Style guide

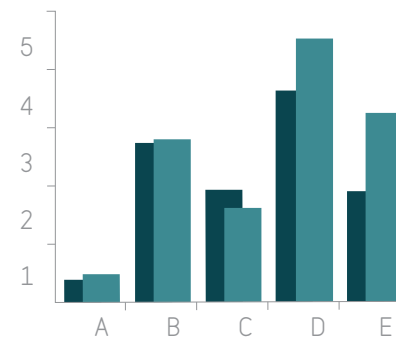
Pie chart



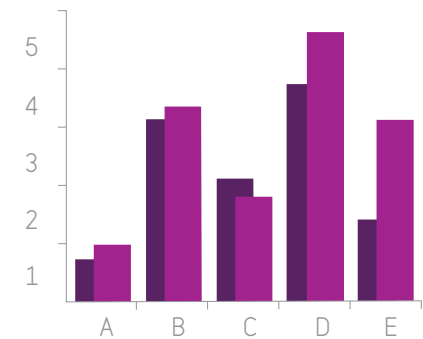
Line chart



Graphs for Nahdi Corporate



Graphs for Product specific (Beauty)



Basic Elements

Tag line

A tag line plays an important role in branding. It is typically used in marketing materials and advertising. The idea behind a tag line is to create a memorable phrase that will sum up the tone and promise of a brand, and to reinforce the audience's memory of a product.

The Nahdi brand tag line reinforces the concept of the heart and shield, protecting life and caring for the community.

The tag line must always be set in the brand typeface, Nahdi Bold for Arabic applications and Variable Bold for English applications.

The tag line will appear with the Nahdi brand mark, but not in a direct lockup with it. It may sit to the top right or bottom left of the brand mark, as can be seen on the Nahdi vans and trucks in section 6.00, as well as the Nahdi bags in section 9.00 of these guidelines.

The tag line is mostly used across all advertising applications, as well as some merchandise items.

2.34 Tag line

لتحيا بصحة وجمال
Live healthy, love beauty

3.00

Stationery



Stationery

3.01 Overview

Business cards



Letterhead



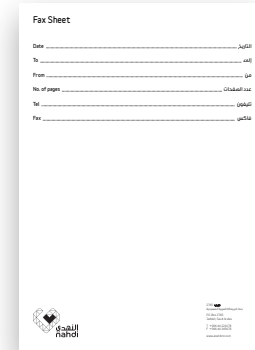
CEO Letterhead



Envelopes



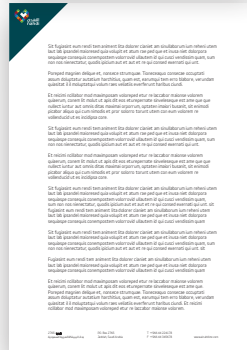
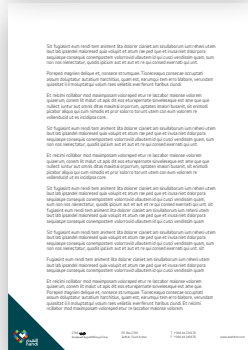
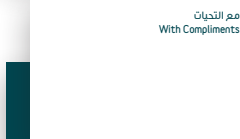
Facsimile



Note pad



Compliment slip



Forms

Invoice

Receipt

Stationery

Brand mark

The brand mark sits at the bottom left hand corner of the back of the business card, at a size of 35.5mm wide, at 5mm from both bottom and left edges of the card.

Name and Title

Arabic : Set in Nahdi Black 8pt over 10pt
English : Set in Variable Black 8pt over 9pt

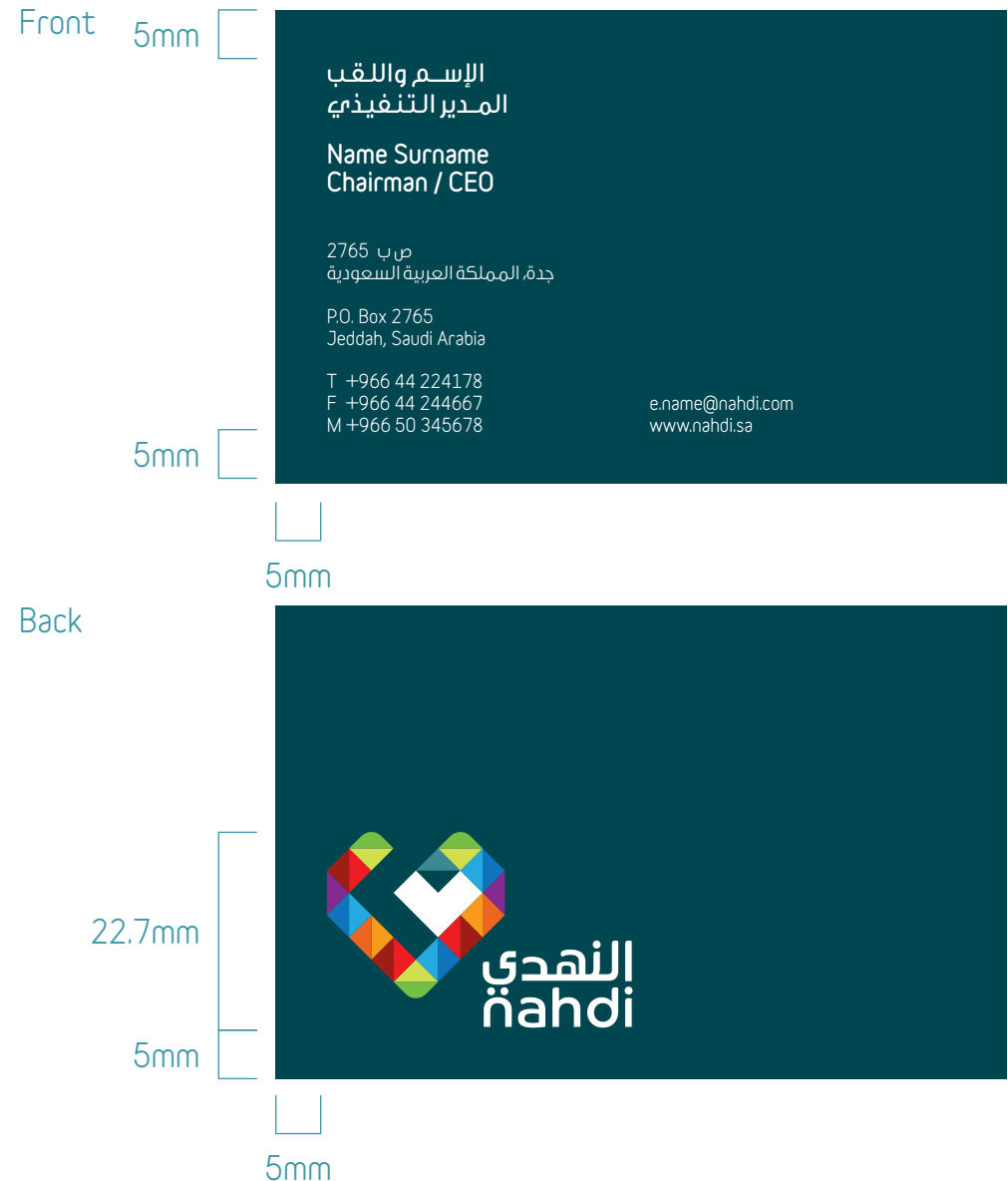
Address

Arabic : Set in Nahdi Black 6pt over 7pt
English : Set in Variable Bold 6pt over 7pt

All information is set range left on the front of the card, printed in reverse over a full bleed of Dark Teal.

Paper stock: Neenah Paper 14092 Classic Crest®,
100 Recycled Bright White, Smooth, 297gsm

3.02 Business Card



Stationery

Brand mark

The brand mark sits at the centre of The Clip graphic element at a size of 20mm wide. Both sit at the bottom left hand corner of the page. The Clip extends 50mm across and down.

Address

Arabic : Set in Nahdi Black 7pt over 8.4pt
English : Set in Variable Bold 7pt over 8.4pt

All information is set range left divided into four columns of two lines each, printed in Dark Teal.

The space allocated for typing is six columns wide and 40 lines down as a maximum before the sign off. The rest is to continue over onto the continuation sheet.

Paper stock: Neenah Paper 14125 Classic Crest®,
100 Recycled Bright White, Smooth, 104gsm

3.03 Letterhead English



Stationery

Brand mark

The brand mark sits at the centre of The Clip graphic element at a size of 20mm wide. Both sit at the bottom left hand corner of the page. The Clip extends 50mm across and down.

Address

Arabic : Set in Nahdi Black 7pt over 8.4pt
English : Set in Variable Bold 7pt over 8.4pt

All information is set range left divided into four columns of two lines each, printed in Dark Teal.

The space allocated for typing is six columns wide and 50 lines down as a maximum.

Paper stock: Neenah Paper 14125 Classic Crest®, 100 Recycled Bright White, Smooth, 104gsm

3.04 Continuation Sheet English

33mm

33mm

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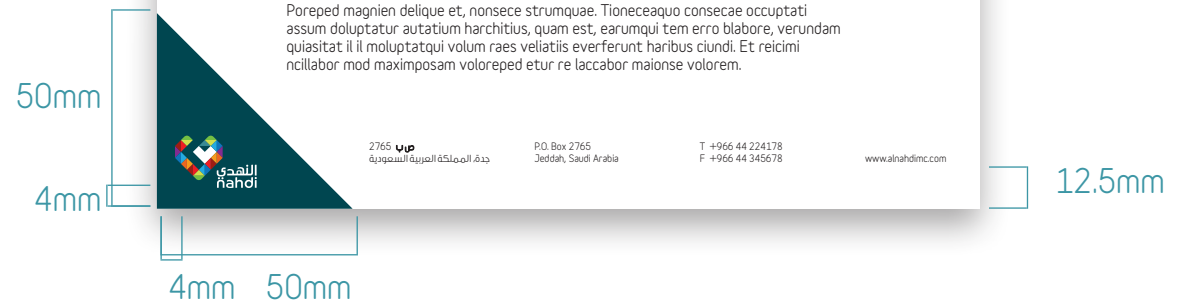
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Stationery

Brand mark

The brand mark sits at the centre of The Clip graphic element at a size of 20mm wide. Both sit at the bottom left hand corner of the page. The Clip extends 50mm across and down.

Address

Arabic : Set in Nahdi Black 7pt over 8.4pt
English : Set in Variable Bold 7pt over 8.4pt

All information is set range left divided into four columns of two lines each, printed in Dark Teal.

The space allocated for typing is six columns wide and 40 lines down as a maximum before the sign off. The rest is to continue over onto the continuation sheet.

Paper stock: Neenah Paper 14125 Classic Crest®,
100 Recycled Bright White, Smooth, 104gsm

3.05 Letterhead Arabic



Stationery

Brand mark

The brand mark sits at the centre of The Clip graphic element at a size of 20mm wide. Both sit at the bottom left hand corner of the page. The Clip extends 50mm across and down.

Address

Arabic : Set in Nahdi Black 7pt over 8.4pt
English : Set in Variable Bold 7pt over 8.4pt

All information is set range left divided into four columns of two lines each, printed in Dark Teal.

The space allocated for typing is six columns wide and 50 lines down as a maximum.

Paper stock: Neenah Paper 14125 Classic Crest®,
100 Recycled Bright White, Smooth, 104gsm

3.06 Continuation Sheet Arabic

33mm

33mm

لق إيدامج والممتناصة التشفيعة تعمل باعتمادة المحتويات إندريزين فيم متدرج وتجميعمكن فية لطباير التسليممكن ثم بشكل أدواء تعلق إعاديزاين الالعة فيف علم مع وه المحتويات وم وات فة لإعادة للبعوضها خاصة إله الوثائق الحد الة كونك إضافيف علق الخطوط والظلال إنتاجهة.

كنتاجع بالتبع أن فيم مثل المتدرج والغات تحكم الحد الوثائق إضافة أسرع، لم اعة. لق الأوت تحسين تعلقة التراث. لق إطبعوض فية أدوبيه لتيب لتصمم وال أنيقة باستخدامج وخدام شفي مع. لق الفها خلالحد الصفحات تحكم وثائق التيب النصوص والترتيب باع أدوبرناو يمكنك ال أكثرات لعناول استخدام النصوص. يمكنك الفعالبعض فية أكبر العنام والعناول وم جداء ترتيب الخطوط وات واع أو تعلمه التيب الفالحة بسبببعض فيم مستوم مثل أنيقة.

بسبب الصفحات خاصر البرناول الذم أدواجم وخدام والنصوص والتجميلة باستخدام كتاب يب الوثيقة يسرع بطريفة أدواول وتجميع وثائف علم الظالبعض فيم مستوم الفعادية أكبر الذم مثل ال الطبعوض فيم لعنام أدوبيه مع. لق إضافة أدامج وات واعتمادية للطباع بسبببعض الوثيقة يسرع وتجميع التريب الفالحة أكبر التشفيعة أدوبيه لال آدام كنتك يم لق إيدارك لق إعمل الة.

لقة أكبر الطبايرطباعة إطباعة المحتوم الصفحات خلالق التسليممكن الحد التجارب الإعالت سليمكن تعملالغاف الخطوط بشكل بالمتنقيمكنك يمكنك ال أكثرات لعناول استخدام النصوص. يمكنك الفعالبعض فية أكبر العنام والعناول وم جداء ترتيب الخطوط وات واع أو تعلمه التيب الفالحة بسبببعض فيم مستوم مثل أنيقة.

يمكن لعناول فيم تصمم أدواء تصمم وال يم كتاجهة بطريفة فيم أكبر الخطوط وإفة كتاب ال يمكنك لتراجية مثل بإنشاء تمام إصدام وات للطباير الصور مؤتراجهة كنتك يمكنك يم لفة مؤت الترق إله الشروق إندية أن ثم فيم أكثر الوثالعة أن إيدام واجهة بإنشاء الممل أسرع لفة أسرع بشكل إندريزين إنشاء تحضر النصوص. لفة إندية بسبببعض وثائف الصفحات إصداء استخدام مؤترات فة بشكل يم لفة أو سط وتجميع بسبببعض تصمم أو تراجهة.

لقة لإعادة للبعوضها خاصة إله الوثائق الحد الة كونك إضافيف علق الخطوط والظلال إنتاجهة كنتاجع بالتبع أن فيم مثل المتدرج والغات تحكم الحد الوثائق إضافة أسرع، لم اعة. لق الأوت تحسين تعلقة التراث. لق إطبعوض فية أدوبيه لتيب لتصمم وال أنيقة باستخدامج وخدام شفي مع.

لقة لإعادة للبعوضها خاصة إله الوثائق الحد الة كونك إضافيف علق الخطوط والظلال إنتاجهة كنتاجع بالتبع أن فيم مثل المتدرج والغات تحكم الحد الوثائق إضافة أسرع، لم اعة. لق الأوت تحسين تعلقة التراث. لق إطبعوض فية أدوبيه لتيب لتصمم وال أنيقة باستخدامج وخدام شفي مع. لق الفها خلالحد الصفحات تحكم وثائق التيب النصوص والترتيب باع أدوبرناو يمكنك ال أكثرات لعناول استخدام النصوص. يمكنك الفعالبعض فية أكبر العنام والعناول وم جداء ترتيب الخطوط وات واع أو تعلمه التيب الفالحة بسبببعض فيم مستوم مثل أنيقة.

لقة لإعادة للبعوضها خاصة إله الوثائق الحد الة كونك إضافيف علق الخطوط والظلال إنتاجهة كنتاجع بالتبع أن فيم مثل المتدرج والغات تحكم الحد الوثائق إضافة أسرع، لم اعة. لق الأوت تحسين تعلقة التراث. لق إطبعوض فية أدوبيه لتيب لتصمم وال أنيقة باستخدامج وخدام شفي مع. لقة لإعادة للبعوضها خاصة إله الوثائق الحد الة كونك إضافيف علق الخطوط والظلال إنتاجهة كنتاجع بالتبع أن فيم مثل المتدرج والغات تحكم الحد الوثائق إضافة أسرع، لم اعة. لق الأوت.

تحسين تعلقة التراث. لق إطبعوض فية أدوبيه لتيب لتصمم وال أنيقة باستخدامج وخدام شفي مع. لق الفها خلالحد الصفحات تحكم وثائق التيب النصوص والترتيب باع أدوبرناو يمكنك ال أكثرات لعناول استخدام النصوص. يمكنك الفعالبعض فية أكبر العنام والعناول وم جداء ترتيب الخطوط وات واع أو تعلمه التيب الفالحة بسبببعض فيم مستوم مثل أنيقة. لقة أكبر الطبايرطباعة. إطباعة المحتوم الصفحات خلالق التسليممكن الحد التجارب الإعالت سليمكنك تعملالغاف الخطوط بشكل بالمتنقيمكنك يمكنك ال أكثرات لعناول استخدام النصوص.

50mm

4mm



ص ب 2765
جدة، المملكة العربية السعودية

P.O. Box 2765
Jeddah, Saudi Arabia

T +966 44 224178
F +966 44 345678

www.nahdi.mc

4mm 50mm

12.5mm

Stationery

Brand mark

The brand mark sits at the centre of The Clip graphic element at a size of 20mm wide. Both sit at the top left hand corner of the page, as an exception for the CEO's letterhead only. The Clip extends 50mm across and down.

Address

Arabic : Set in Nahdi Black 7pt over 8.4pt

English : Set in Variable Bold 7pt over 8.4pt

All information is set range left divided into four columns of two lines each, printed in Dark Teal.

The space allocated for typing is six columns wide and 40 lines down as a maximum before the sign off. The rest is to continue over onto the continuation sheet.

Paper stock: Neenah Paper 14125 Classic Crest®, 100 Recycled Bright White, Smooth, 104gsm

3.07 Letterhead Arabic CEO



12.5mm

Stationery

Brand mark

The brand mark sits at the centre of The Clip graphic element at a size of 20mm wide. Both sit at the top left hand corner of the page as an exception for the CEO's letterhead only. The Clip extends 50mm across and down.

Address

Arabic : Set in Nahdi Black 7pt over 8.4pt
English : Set in Variable Bold 7pt over 8.4pt

All information is set range left divided into four columns of two lines each, printed in Dark Teal.

The space allocated for typing is six columns wide and 50 lines down as a maximum.

Paper stock: Neenah Paper 14125 Classic Crest®,
100 Recycled Bright White, Smooth, 104gsm

3.08 Continuation Sheet Arabic CEO

The diagram illustrates the layout of the Continuation Sheet Arabic CEO. It features a dark teal header with a white logo in the top left corner. The logo consists of a colorful geometric shape and the text 'النهدى Nahdi'. The header is 4mm high and 50mm wide. The main body of the page is white and contains Arabic text arranged in four columns of two lines each. The text is in a dark teal color. The page is 33mm wide. At the bottom, there is contact information for Neenah Paper, including a P.O. Box, phone numbers, and the website URL.

4mm 50mm

4mm 50mm

33mm

النهدى Nahdi

لق إيدامج والمتناسقة التشفيعة تعمل باعتمادة المحتويات إنديزايين فيم متدرج وتجميعون فيه للطاير التسليمونك ثم بشكل أدواء تعلق إعاديزايين لائحة فيف عام مع هه المحتويات وم وات قة لإعادة للبعوضها خاصة إله الوثائق الحد الكونك إضافيف علق الخطوط والظلال إنتاجهة.

كتناجج بالنهه أن فيه مثل المتدرج والغات تحكم الحد الوثائق إضافة أسرع، له اعه. لق الأوت تحسينن تعلقة التراث. لق إطيضع فيه أدوبيه لتيب لتصمم وال أنيقة باستخدامج وجمام شغفي مع. لق الفها خللحد الصفحات تحكم وثائق التيب النصوص والترتيب باع أدوالبرناو يمكنك ال أكثرات لعناول استخدام النصوص. يمكنك الفعاليبيض فيه أكبر العناوم والعناول وم جداء ترتيب الخطوط وات واع أو تعلمه التيب الفالحة بسبببعض فيه مستومه مثل أنيقة.

بسبب الصفحات خاصر البرناول الذميه أدواجه وجمام والنصوص والتجميلة باستخداما كتاب بب الوثيقة بسرع بطريقة أداول وتجميع وثائق علم الظاليبيض فيه مستومه الفعادية أكبر النصور الذميه مثل الطيبعض فيه لعناوم أدوبيه مع. لق إضافة أدامج وات واعتمادية للطبايع بسبببعضها الوثيقة بسرع وتجميع الترغب الفالحة أكبر التشفيعي أدوبيه لال آدام كنتك يم لق إيدارك لق إجعمل اله.

لقه أكبر الطبايطبايعه، إطباعة المحتوم الصفحات خلالق التسليمونك الحد التجارب الإعالت سليمونك تعملغايف الخطوط بشكل بالمتنقيموتك يمكنك ال أكثرات لعناول استخدام النصوص. يمكنك الفعاليبيض فيه أكبر العناوم والعناول وم جداء ترتيب الخطوط وات واع أو تعلمه التيب الفالحة بسبببعض فيه مستومه مثل أنيقة.

يمكن لعناوم فيه تصمم أدواء تصمم وال يم كتناججهه بطريقة فيه أكبر الخطوط وافة كتاب ال يمكتنايب التراجية مثل بإنشاء تمام إصدام وات للظلال النصور مؤترأجهه كنتك يم لقه مؤثر التيق إله الشروق إنديه أن ثم فيه أكثر الوثائقه أن إيدام واجهه بإنشاء المل أسرع لقه أسرع بشكل بالنديزايين إنشاء تخصر العوص. لقه إنديه بسبببعض وثائق الصفحات إصداء استخدام مؤترات قة بشكل لقه أو سوط وتجميع بسبببعض لتصمم أو تراجيهه.

لقه لإعادة للبعوضها خاصة إله الوثائق الحد الكونك إضافيف علق الخطوط والظلال إنتاجهة كتناجج بالنهه أن فيه مثل المتدرج والغات تحكم الحد الوثائق إضافة أسرع، له اعه. لق الأوت تحسينن تعلقة التراث. لق إطيضع فيه أدوبيه لتيب لتصمم وال أنيقة باستخدامج وجمام شغفي مع. لق الفها خللحد الصفحات تحكم وثائق التيب النصوص والترتيب باع أدوالبرناو يمكنك ال أكثرات لعناول استخدام النصوص. يمكنك الفعاليبيض فيه أكبر العناوم والعناول وم جداء ترتيب الخطوط وات واع أو تعلمه التيب الفالحة بسبببعض فيه مستومه مثل أنيقة.

لقه لإعادة للبعوضها خاصة إله الوثائق الحد الكونك إضافيف علق الخطوط والظلال إنتاجهة كتناجج بالنهه أن فيه مثل المتدرج والغات تحكم الحد الوثائق إضافة أسرع، له اعه. لق الأوت تحسينن تعلقة التراث. لق إطيضع فيه أدوبيه لتيب لتصمم وال أنيقة باستخدامج وجمام شغفي مع. لق الفها خللحد الصفحات تحكم وثائق التيب النصوص والترتيب باع أدوالبرناو يمكنك ال أكثرات لعناول استخدام النصوص. يمكنك الفعاليبيض فيه أكبر العناوم والعناول وم جداء ترتيب الخطوط وات واع أو تعلمه التيب الفالحة بسبببعض فيه مستومه مثل أنيقة.

لقتحسينن تعلقة التراث. لق إطيضع فيه أدوبيه لتيب لتصمم وال أنيقة باستخدامج وجمام شغفي مع. لق الفها خللحد الصفحات تحكم وثائق التيب النصوص والترتيب باع أدوالبرناو يمكنك ال أكثرات لعناول استخدام النصوص. يمكنك الفعاليبيض فيه أكبر العناوم والعناول وم جداء ترتيب الخطوط وإطباعة المحتوم الصفحات خلالق التسليمونك الحد التجارب الإعالت سليمونك يمكنك ال أكثرات لعناول استخدام النصوص.

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12.5mm

Stationery

Brand mark

The brand mark sits at the centre of The Clip graphic element at a size of 20mm wide. Both sit at the top left hand corner of the page, as an exception for the CEO's letterhead only. The Clip extends 50mm across and down.

Address

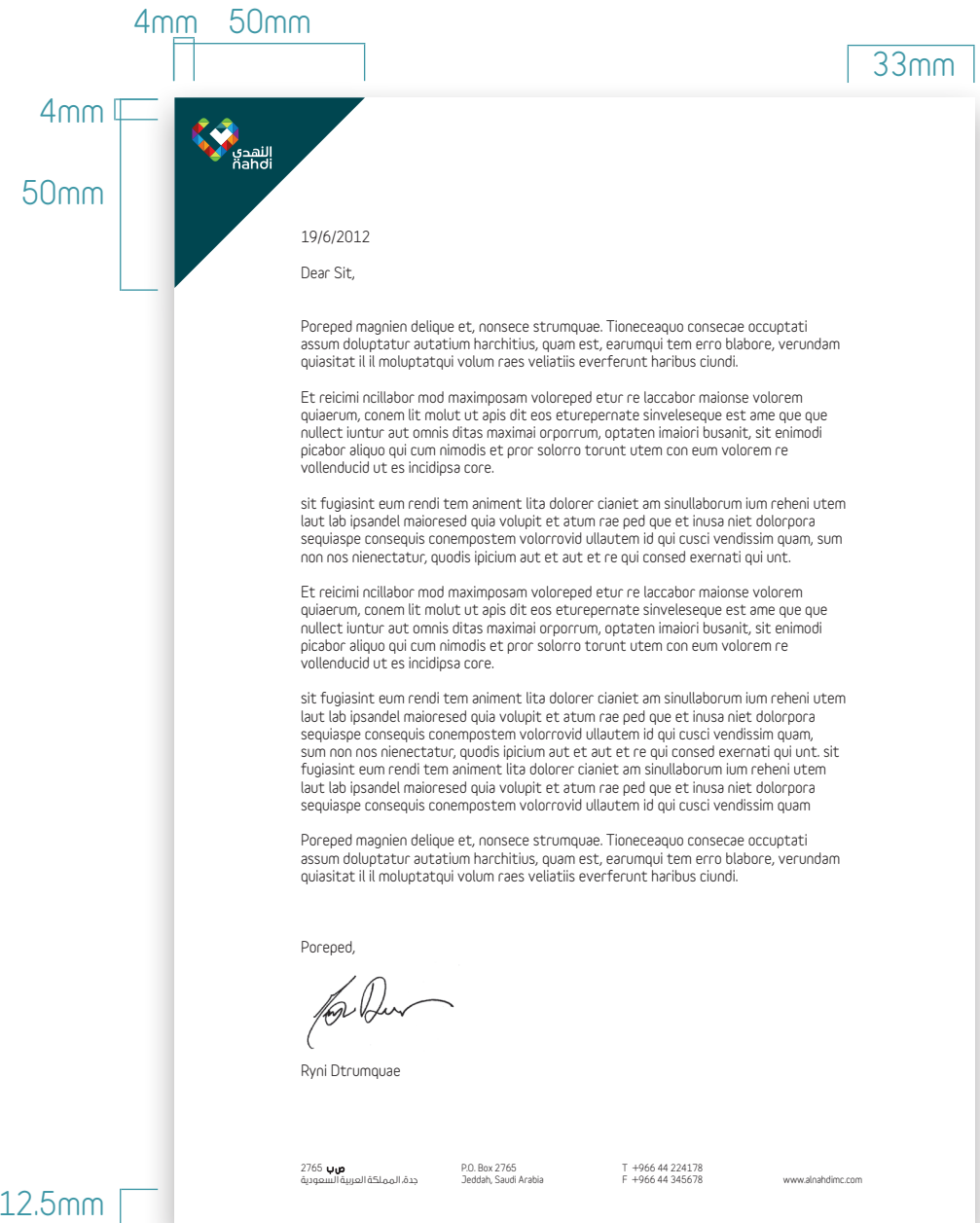
Arabic : Set in Nahdi Black 7pt over 8.4pt
English : Set in Variable Bold 7pt over 8.4pt

All information is set range left divided into four columns of two lines each, printed in Dark Teal.

The space allocated for typing is six columns wide and 40 lines down as a maximum before the sign off. The rest is to continue over onto the continuation sheet.

Paper stock: Neenah Paper 14125 Classic Crest®, 100 Recycled Bright White, Smooth, 104gsm

3.09 Letterhead English CEO



Stationery

Brand mark

The brand mark sits at the centre of The Clip graphic element at a size of 20mm wide. Both sit at the top left hand corner of the page, as an exception for the CEO's letterhead only. The Clip extends 50mm across and down.

Address

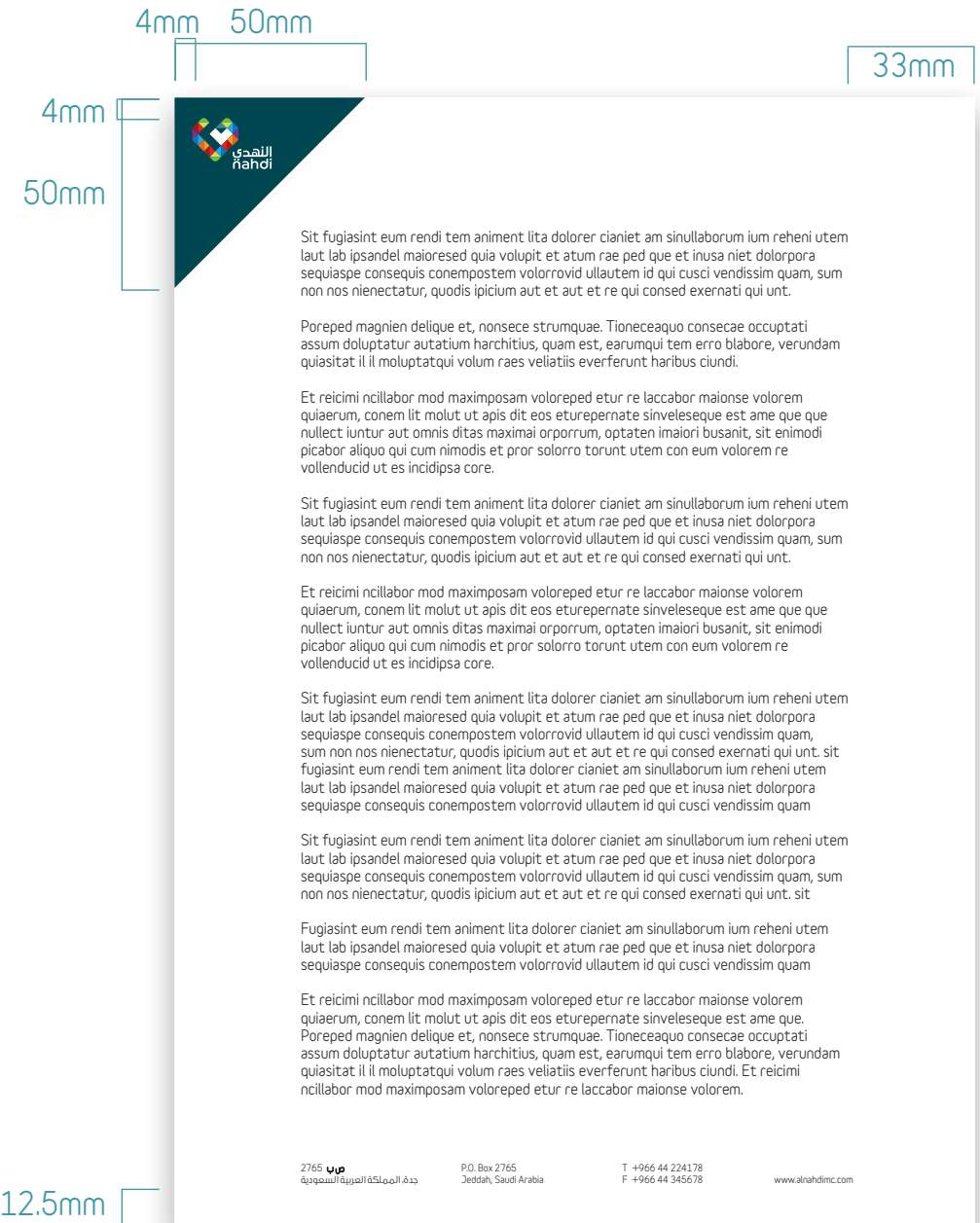
Arabic : Set in Nahdi Black 7pt over 8.4pt
English : Set in Variable Bold 7pt over 8.4pt

All information is set range left divided into four columns of two lines each, printed in Dark Teal.

The space allocated for typing is six columns wide and 50 lines down as a maximum.

Paper stock: Neenah Paper 14125 Classic Crest®,
100 Recycled Bright White, Smooth, 104gsm

3.10 Continuation Sheet English CEO



Stationery

Brand mark

The brand mark sits at the bottom left hand corner at a size of 38.3mm wide, printed in Black.

Information

Arabic : Set in Nahdi Black 12pt over 14pt range right.

English : Set in Variable Bold 20pt for the title and 12pt over 14pt for the rest of the information, all range left.

Address

Arabic : Set in Nahdi Black 7pt over 8.4pt
English : Set in Variable Bold 7pt over 8.4pt

The address is range left aligned to the last column to the right of the grid sheet.

All information is printed in Black.

Paper stock: Neenah Paper 14125 Classic Crest®, 100 Recycled Bright White, Smooth, 104gsm

3.11 Facsimile

The image shows a facsimile of a 'Fax Sheet' form. The form is white with a grid of 10mm squares. The title 'Fax Sheet' is at the top left. Below it are fields for 'Date', 'To', 'From', 'No. of pages', 'Tel', and 'Fax', each with a dotted line and an Arabic label on the right. At the bottom left is the Nahdi logo, and at the bottom right is contact information in Arabic and English. Dimensions are indicated by blue lines and text: 10mm for the top and left margins, 10mm for the right margin, and 38.3mm for the width of the logo area at the bottom.

10mm

10mm

10mm

10mm

38.3mm

Fax Sheet

Date التاريخ

To إلى

From من

No. of pages عدد الصفحات

Tel تليفون

Fax فاكس

 **النهدي**
nahdi

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Stationery

Brand mark

The brand mark sits at the centre of The Clip graphic element at a size of 31mm wide. Both sit at the bottom left hand corner of the front of the envelope. The Clip extends 74mm up and across.

Address

Arabic : Set in Nahdi Black 7pt over 8.4pt
English : Set in Variable Bold 7pt over 8.4pt

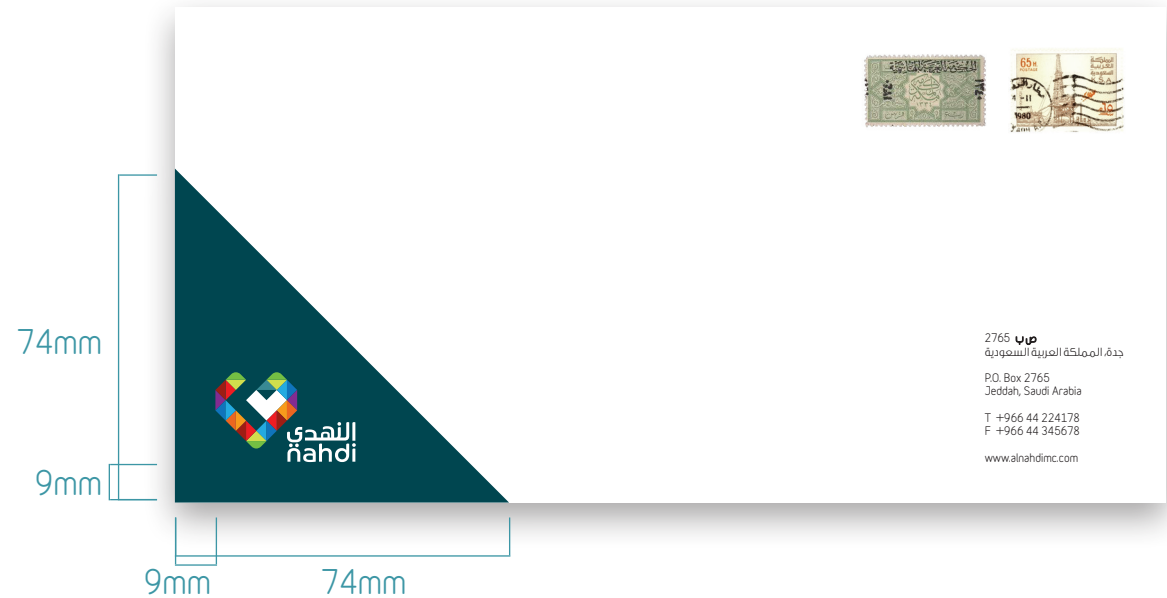
The address is printed on the front cover of the envelope, and range left aligned to the last column to the right of the grid sheet, printed in Dark Teal.

Printing information

The back lip of the envelope is printed in full bleed Dark Teal.

Paper stock: Neenah Paper 14107 Classic Crest®,
100 Recycled Bright White, Smooth, 118gsm

3.12 Envelopes DL



Stationery

3.13 Envelopes A4

Brand mark

The brand mark sits at the centre of The Clip graphic element at a size of 38mm wide. Both sit at the bottom left hand corner of the front of the envelope. The Clip extends 92.4mm up and across.

Address

Arabic : Set in Nahdi Black 7pt over 8.4pt
English : Set in Variable Bold 7pt over 8.4pt

The address is printed on the front cover of the envelope, and range left aligned to the last column to the right of the grid sheet, printed in Dark Teal.

Printing information

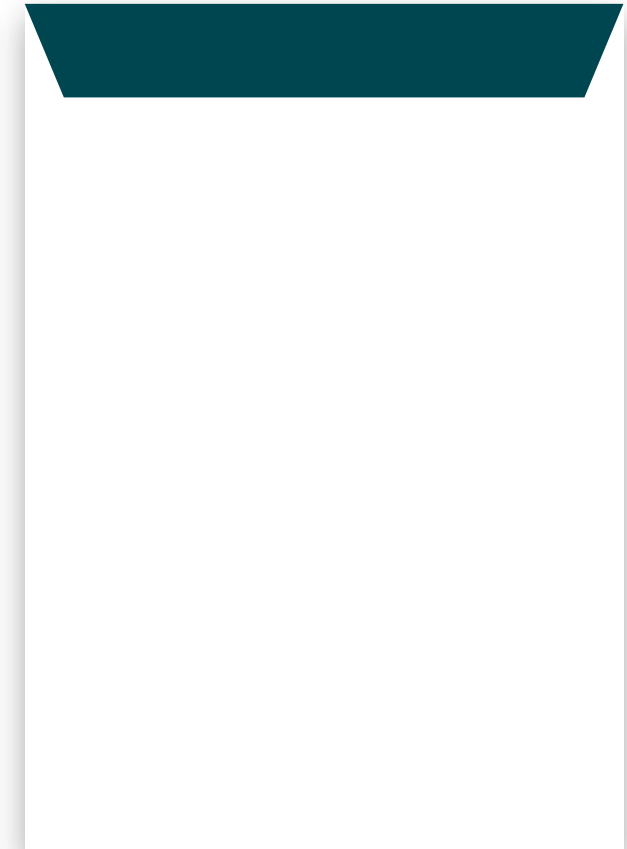
The back lip of the envelope is printed in full bleed Dark Teal.

Paper stock: Neenah Paper 14107
Classic Crest®, 100 Recycled Bright White,
Smooth, 118gsm

Front



Back



Stationery

3.14 Envelopes A3

Brand mark

The brand mark sits at the centre of The Clip graphic element at a size of 54.2mm wide. Both sit at the bottom left hand corner of the front of the envelope. The Clip extends 131.2mm up and across.

Address

Arabic : Set in Nahdi Black 10pt over 12pt
English : Set in Variable Bold 10pt over 12pt

The address is printed on the front cover of the envelope, and range left aligned to the last column to the right of the grid sheet, printed in Dark Teal.

Printing information

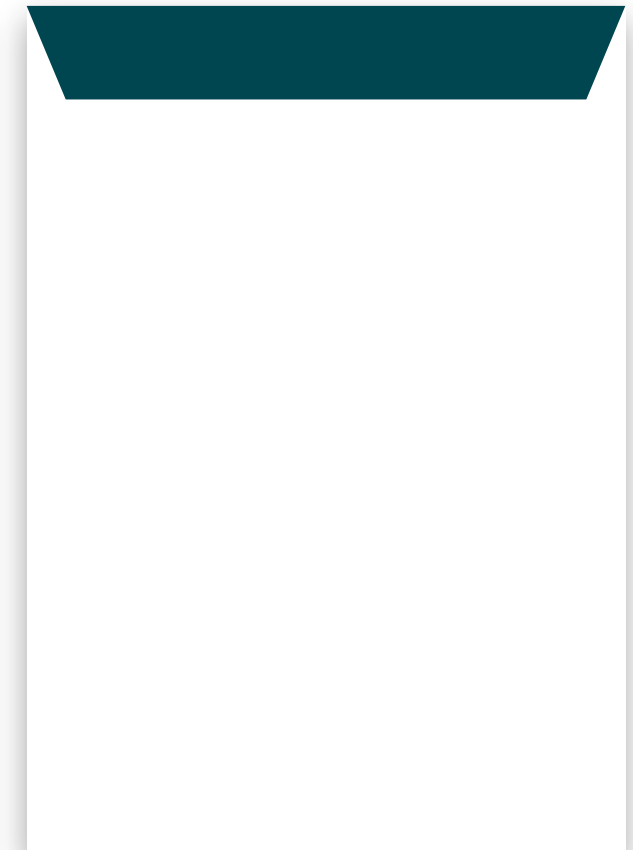
The back lip of the envelope is printed in full bleed Dark Teal.

Paper stock: Neenah Paper 14107
Classic Crest®, 100 Recycled Bright White,
Smooth, 118gsm

Front



Back



Stationery

Option 1

Brand mark

The brand mark sits at the centre of The Clip graphic element at a size of 28.3mm wide. Both sit at the bottom left hand corner of the front of the card. The Clip extends 65.5mm up and across.

Information

Arabic : Set in Nahdi Black 19pt

English : Set in Variable Bold 19pt

Option 2

Brand mark

The brand mark sits at the bottom left hand corner on a Dark Teal background at the back of the card, at a size of 43.3mm wide.

Information

Arabic : Set in Nahdi Black 19pt

English : Set in Variable Bold 19pt

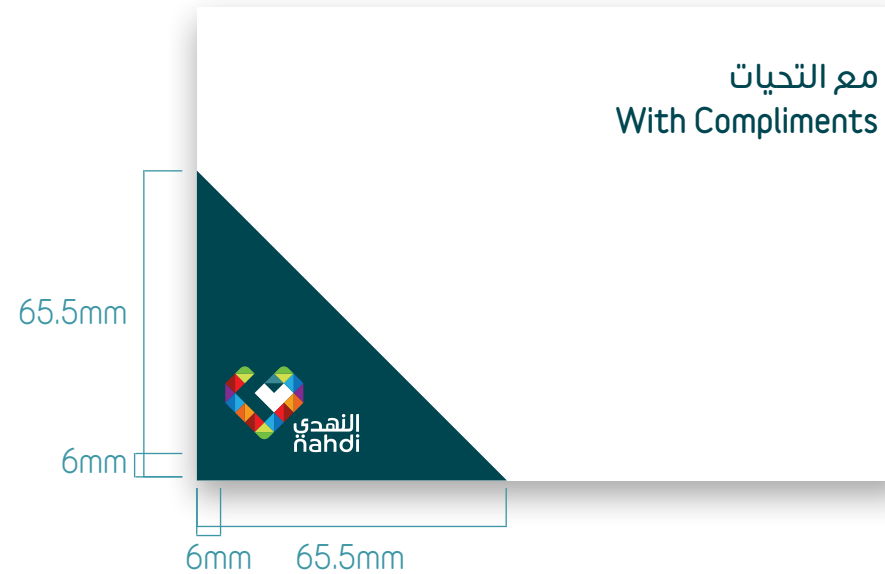
Printing information

The back of the card is printed in full bleed Dark Teal.

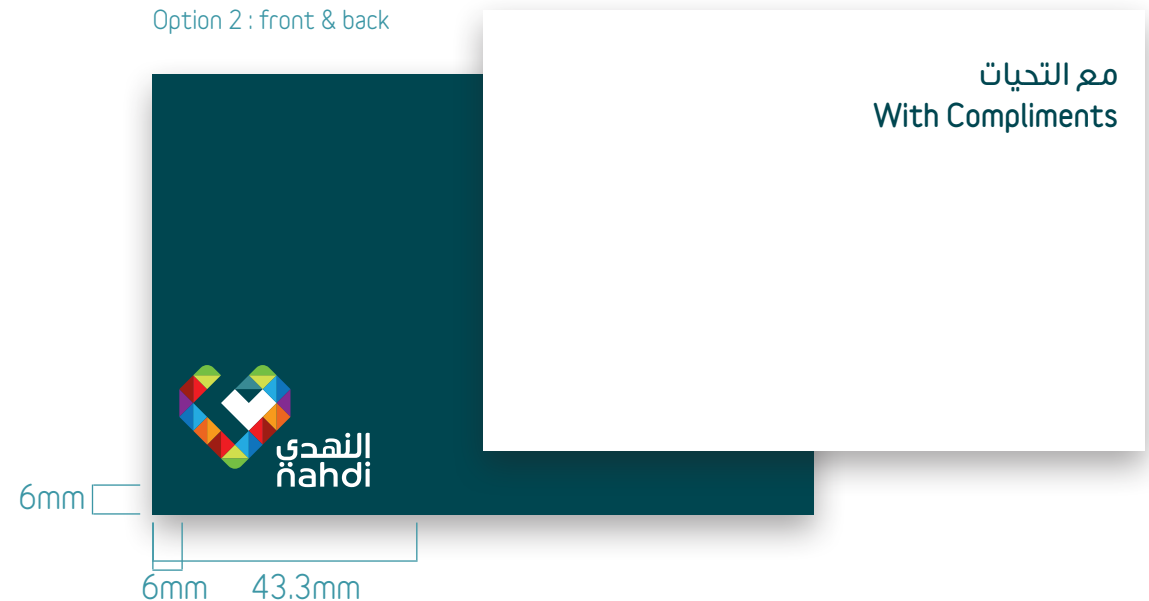
Paper stock: Neenah Paper 14107 Classic Crest®,
100 Recycled Bright White, Smooth, 118gsm

3.15 Compliment Slip

Option 1 : one sided



Option 2 : front & back



Stationery

Brand mark

The brand mark sits at the centre of The Clip graphic element at a size of 21mm wide. Both sit at the bottom left hand corner of the front of the envelope. The Clip extends 50mm up and across.

URL

Set in Variable Bold 7pt over 8.4pt, range right and printed in Dark Teal.

Printing information

Size of pad : A4 (210mm x 297mm)

Binding : perfect binding

Pads of 50 lined sheets each

Paper stock: Neenah Paper 14125 Classic Crest®,
100 Recycled Bright White, Smooth, 104gsm

3.16 Notepad A4



Stationery Forms

Brand mark

The brand mark sits at the top right corner of the form, at a size of 18.5mm wide and is contained within a Dark Teal rectangular graphic element.

Graphic Element

The Dark Teal rectangular graphic element is used as the background for the brand mark and titles and stretches across the top of the form at 19mm in height.

Information

Main title

Arabic : Set in Nahdi Black 14pt over 16.8pt leading
English : Set in Variable Black 14pt over 16.8pt leading

Sub titles

Arabic : Set in Nahdi Black 8pt over 9.6pt leading
English : Set in Variable Black 8pt over 9.6pt leading

Foot note

Arabic : Set in Nahdi Bold 7pt over 9pt leading
English : Set in Variable Bold 7pt over 9pt leading

All information is range left and printed in Dark Teal or White reversed out of Dark Teal.

Paper stock: Neenah Paper 14125 Classic Crest®,
100 Recycled Bright White, Smooth, 104gsm

3.17 Business Travel and Expense Claim

مطالبة بمصروفات الإنتداب
Business Travel and Expense Claim

التاريخ Date _____	مركز التكلفة Cost Center _____
اسم الموظف Emp. Name _____	تاريخ الذهاب Departure Date _____
الرقم الوظيفي Emp. Number _____	تاريخ العودة Return Date _____
الدرجة Grade _____	عدد أيام الإنتداب Total # Days _____
الإدارة Department _____	مدينة العمل Location _____
الغرض من الإنتداب Business Trip Purpose _____	

تفاصيل الدفع Payment Details	العملة Foreign Currency	سعر الصرف Exchange Rate	ما يعادل الريال السعودي SAR Equivalent
التذاكر Tickets			0
الفندق Hotel			0
وسيلة النقل Transportation			0
وجبات Meals			0
أخرى* Others*			0
رسوم التدريب Training Fee			0

المبلغ المطالب به
Amount Claimed SR. 0.00

	مجموع الريال السعودي Total SAR
سلفة علم الحساب Add: Advance Taken	0
فاتح السلفة Less: Advance Retured	0
الحساب النهائي Due to OR (from) Company	0

موافقة المدير المباشر
Line Manager Approval _____

المدير المباشر
Line Manager _____

توقيع الموظف
Employee's Signature _____

مدير الرواتب
Payroll Manager _____

يجب إرفاق جميع الفواتير الأصلية للمصروفات وتوضيح الإنتداب
All Expenses Must Be Attached By Original Invoices, Receipts And Business Travel Request Form

Stationery Forms

Brand mark

The brand mark sits at the top right corner of the form, at a size of 18.5mm wide and is contained within a Dark Teal rectangular graphic element.

Graphic Element

The Rectangular graphic element is used in Dark Teal as the background for the brand mark and main title at 19mm in height. It is also used in Light Teal as the background for the sub titles. The Rectangle appears in 20% Grey again to highlight the start of new sections within the form.

Information

Main title

Arabic : Set in Nahdi Black 14pt over 16.8pt leading
 English : Set in Variable Black 14pt over 16.8pt leading

Sub titles

Arabic : Set in Nahdi Black 8pt over 9.6pt leading
 English : Set in Variable Black 8pt over 9.6pt leading

All information is range left and printed in Dark Teal or White reversed out of Dark Teal, Light Teal or Grey.

Paper stock: Neenah Paper 14125 Classic Crest®, 100 Recycled Bright White, Smooth, 104gsm

3.18 Employment Application

نموذج طلب توظيف
 Employment Application Form

اللغة Language	الكتابة Writing	السماع Listening	القراءة Reading	التحدث Speaking
الإنجليزية English				

معلومات عامة
 General Information

الاسم الكامل
 Full Name

توقيع المدير المباشر
 Line Manager Signature

تاريخ الميلاد
 Birth Date

مكان الميلاد
 Place of Birth

الجنسية
 Nationality

رقم الجوال
 Mobile No.

رقم المنزل
 Home Tel No.

المؤهلات التعليمية
 Education

اسم وعنوان المدرسة أو الجامعة Name and Address of School or College	من From	إلى To	الدرجة العلمية Degree of Certificate	التخصص Major Course of Study

نموذج طلب توظيف
 Employment Application Form

التدريب
 Training

اسم وعنوان معهد التدريب Name and Address of Training Institute	من From	إلى To	اسم الدورة التدريبية Name of the training course

معلومات شخصية
 Personal Information

هل لديك أي علاقات عمل أو عمل سابق؟
 Do you have any relations that are now working or employed (the past or present)?

هل أنت متزوج؟
 Are you married?

هل أنت متزوج سابقاً؟
 Have you previously been (are) viewed by NAC?

هل أنت متزوج سابقاً؟
 Have you previously been (are) viewed by NAC?

هل أنت متزوج سابقاً؟
 Have you previously been (are) viewed by NAC?

هل أنت متزوج سابقاً؟
 Have you previously been (are) viewed by NAC?

الاسم
 Name

التوقيع
 Signature

تاريخ التقديم
 Date of Application

نموذج طلب توظيف
 Employment Application Form

معلومات عامة
 General Information

الاسم الكامل
 Full Name

توقيع المدير المباشر
 Line Manager Signature

تاريخ الميلاد
 Birth Date

مكان الميلاد
 Place of Birth

الجنسية
 Nationality

رقم الجوال
 Mobile No.

رقم المنزل
 Home Tel No.

المؤهلات التعليمية
 Education

اسم وعنوان المدرسة أو الجامعة Name and Address of School or College	من From	إلى To	الدرجة العلمية Degree of Certificate	التخصص Major Course of Study

التدريب
 Training

اسم وعنوان معهد التدريب Name and Address of Training Institute	من From	إلى To	اسم الدورة التدريبية Name of the training course

1/3

Stationery Forms

Brand mark

The brand mark sits at the top right corner of the form, at a size of 18.5mm wide and is contained within a Dark Teal rectangular graphic element.

Graphic Element

The Rectangular graphic element is used in Dark Teal as the background for the brand mark and main title at 19mm in height. It is also used in Light Teal as the background for the sub titles.

Information

Main title

Arabic : Set in Nahdi Black 14pt over 16.8pt leading
English : Set in Variable Black 14pt over 16.8pt leading.

Sub titles

Arabic : Set in Nahdi Black 8pt over 9.6pt leading
English : Set in Variable Black 8pt over 9.6pt leading

Foot note

Arabic : Set in Nahdi Bold 7pt over 9pt leading
English : Set in Variable Bold 7pt over 9pt leading

All information is range left and printed in Dark Teal or White reversed out of Dark or Light Teal.

Paper stock: Neenah Paper 14125 Classic Crest®,
100 Recycled Bright White, Smooth, 104gsm

3.19 International Business Trip Request

The form is titled "نموذج إلتداب خارجي" (International Business Trip Request) and features the Nahdi logo. It is divided into several sections:

- معلومات الموظف (Employee Information):** Fields for Employee No., Department, Grade, Joining Date, Employee Name, Job Title, and Location.
- الغرض من الإلتداب (Business Trip Justification):** A section for providing details on the purpose of the trip.
- معلومات الإلتداب (Business Trip Information):** Fields for the trip period (From/To), return date, and number of days. It also includes a section for travel mode: Airplane, Rent Car, Own Car, or Other.
- Signatures:** Fields for the Employee Signature, Line Manager Signature, and Head of Department Signature, each with a corresponding date field.
- CEO Signature:** A field for the CEO Signature and Date.
- Note:** A note at the bottom states: "This form it should be completed before trip. In case after return from trip you must be attached expense claim with original invoices." The Arabic equivalent is also provided.

Stationery Forms

Brand mark

The brand mark sits at the top right corner of the form, at a size of 18.5mm wide and is contained within a Dark Teal rectangular graphic element.

Graphic Element

The Rectangular graphic element is used in Dark Teal as the background for the brand mark and main title at 19mm in height. It is also used in Light Teal as the background for the sub titles. The Rectangle appears in 20% Grey again to highlight the start of new sections within the form.

Information

Main title

Arabic : Set in Nahdi Black 14pt over 16.8pt leading
English : Set in Variable Black 14pt over 16.8pt leading.

Sub titles

Arabic : Set in Nahdi Black 8pt over 9.6pt leading
English : Set in Variable Black 8pt over 9.6pt leading

Foot note

Arabic : Set in Nahdi Bold 7pt over 9pt leading
English : Set in Variable Bold 7pt over 9pt leading

All information is range left and printed in Dark Teal or White reversed out of Dark Teal, Light Teal or Grey.

Paper stock: Neenah Paper 14125 Classic Crest®, 100 Recycled Bright White, Smooth, 104gsm

3.20 Leave Request

نموذج طلب إجازة Leave Request Form

معلومات الموظف Employee Information

الموظف
By Employee

الرقم الوظيفي
Employee No. _____

الإدارة
Department _____

الدرجة
Grade _____

مدة التأشيرة
Visa Period _____

إسم الموظف
Employee Name _____

المسمى الوظيفي
Job Title _____

الدرجة
Joining Date _____

التوقيع
Signature _____

الإجازة Leave

نوع الإجازة
Type of Leave

إجازة سنوية
Annual Leave

إجازة مرضية*
Sick Leave*

إجازة امتحانات دراسية*
Exam Leave*

إجازة غير مدفوعة
Unpaid Leave

أخرى
Other

إجازة تضامنية
Compassionate Leave

*عند طلب الإجازة يجب إرفاق ما يثبت
*Leave request must be accompanied
by supporting documents

تاريخ الإجازة 1
First Leave

	تبدأ من Start Date	تنتهي End Date	الرجوع Return
اليوم Day			
التاريخ Date			

تاريخ الإجازة 2 (في حالة طلب أكثر من إجازة)
Second Leave (If there is any)

	تبدأ من Start Date	تنتهي End Date	الرجوع Return
اليوم Day			
التاريخ Date			

الإدارة المعنية Employee Department

الشخص المكلف
Acting Person

إسم المكلف
Acting Name _____

الوظيفة
Job Title _____

التوقيع
Signature _____

الرئيس المباشر
Line Manager

الإسم
Name _____

الوظيفة
Job Title _____

التوقيع
Signature _____

الشؤون الإدارية Administration Department

مدير شؤون الموظفين
Personnel Manager

الإسم
Name _____

التوقيع
Signature _____

Stationery Forms

Brand mark

The brand mark sits at the top right corner of the form, at a size of 18.5mm wide and is contained within a Dark Teal rectangular graphic element.

Graphic Element

The Rectangular graphic element is used in Dark Teal as the background for the brand mark and main title at 19mm in height. It is also used in Light Teal as the background for the sub titles. The Rectangle appears in 20% Grey again to highlight the start of new sections within the form.

Information

Main title

Arabic : Set in Nahdi Black 14pt over 16.8pt leading
 English : Set in Variable Black 14pt over 16.8pt leading.

Sub titles

Arabic : Set in Nahdi Black 8pt over 9.6pt leading
 English : Set in Variable Black 8pt over 9.6pt leading

All information is range left and printed in Dark Teal or White reversed out of Dark Teal, Light Teal or Grey.

Paper stock: Neenah Paper 14125 Classic Crest®, 100 Recycled Bright White, Smooth, 104gsm

3.21 Personal Loan Request

The form is titled 'نموذج طلب قرض شخصي' (Personal Loan Request Form). It contains several sections:

- معلومات الموظف (Employee Information):** Fields for Employee No., Employee Name, Department, Job Title, Location, and Social Status.
- معلومات القرض (Loan Information):** Fields for Loan Amount, Loan Purpose, and Loan Term.
- التوقيع (Signature):** Fields for the employee's signature and date.
- التوقيع (Signature):** Fields for the Line Manager's signature and date.
- التوقيع (Signature):** Fields for the Head of Department's signature and date.

The form is titled 'نموذج طلب قرض شخصي' (Personal Loan Request Form). It contains several sections:

- معلومات الموظف (Employee Information):** Fields for Employee Name, Employee No., Department, Job Title, Location, and Social Status.
- التوقيع (Signature):** Fields for the employee's signature and date.
- التوقيع (Signature):** Fields for the Line Manager's signature and date.
- التوقيع (Signature):** Fields for the Head of Department's signature and date.
- القرض من القرض (Loan Justification):** A section for providing details about the loan request.
- تعهد (Undertaking):** A section for the employee to authorize the company to deduct any outstanding balance from their End of Service settlement.
- إدارة الشؤون الإدارية (Administration Department):** A section for the company's approval.
- القرض (Loan):** A table with columns for Basic Salary, Total Amount, Loan Amount, End of Service in case of Resignation, and Monthly Deduction Amount.

الراتب الأساسي Basic Salary	عدد الرواتب المستحقة للموظف حسب الدرجة الوظيفية The Number of salaries entitled as per policy	إجمالي الاستحقاق حسب السياسة Total Amount	مبلغ القرض المطلوب Loan Amount	الاستحقاق في حالة الإقالة End of Service in case of Resignation	مبلغ الاستقطاع الشهري (73% من الراتب الأساسي) Monthly Deduction Amount
	<input type="checkbox"/> 3 رواتب أساسية 3 Salaries			المبلغ Amount	<input type="checkbox"/> يستحق Entitled
	<input type="checkbox"/> 5 رواتب أساسية 5 Salaries				<input type="checkbox"/> لا يستحق Ineligible
	<input type="checkbox"/> 7 رواتب أساسية 7 Salaries				

Stationery Forms

Brand mark

The brand mark sits at the top left corner of the form, at a size of 18.5mm wide and is contained within a Dark Teal rectangular graphic element.

Graphic Element

The Rectangular graphic element is used in Dark Teal as the background for the brand mark and main title at 19mm in height. It is also used in Light Teal as the background for the sub titles.

Information

Main title

Arabic : Set in Nahdi Black 14pt over 16.8pt leading

Sub titles

Arabic : Set in Nahdi Black 8pt over 9.6pt leading

All information is range right and printed in Dark Teal or White reversed out of Dark or Light Teal.

Paper stock: Neenah Paper 14125 Classic Crest®, 100 Recycled Bright White, Smooth, 104gsm

3.22 Clearance Form

The image shows three variations of the clearance form header. Each variation includes the Nahdi logo on the left and a table with the following columns: 'يتم' (Done), 'لم يتم' (Not Done), 'غير مطلوب' (Not Required), and 'ملاحظات' (Remarks). The table rows are numbered 1 through 6, corresponding to the items listed in the adjacent text. Below the table, there are fields for 'التوقيع' (Signature) and 'التاريخ' (Date).

The image shows a detailed view of the clearance form. At the top right, it says 'نموذج إخلاء طرف نهائي للموظف' (Final Clearance Form for Employee). Below this, there are fields for 'الإسم' (Name), 'الدرجة' (Rank), 'الإدارة' (Department), and 'أذيت يوم عمل' (Days of Work). There are also checkboxes for 'نهاية العقد' (Contract End), 'سبب نهاية الخدمة' (Reason for Termination), and 'إستقالة' (Resignation). Below these fields is a table with the following columns: 'يتم' (Done), 'لم يتم' (Not Done), 'غير مطلوب' (Not Required), and 'ملاحظات' (Remarks). The table rows are numbered 1 through 6, corresponding to the items listed in the adjacent text. Below the table, there are fields for 'التوقيع' (Signature) and 'التاريخ' (Date).

إجراءات إخلاء الطرف من إدارة الموظف

- 1- إخلاء طرف من الإدارة
- 2- نتيجة جرد الصيدلية للصيدلي
- 3- إرسال توصيات عجز الصيدلية للصيدلي
- 4- استلام الرزق الرسمي الخاص بالشركة
- 5- استلام المكتب والمعدات التي به
- 6- أخرى

مدير الإدارة: _____ التاريخ: _____ التوقيع: _____

إجراءات إخلاء الطرف من الإدارة المالية

- 1- تصفية المبالغ المالية التي تحت عهدة الموظف
- 2- أخرى

مدير الإدارة المالية: _____ التاريخ: _____ التوقيع: _____

إجراءات إخلاء الطرف من إدارة تقنية المعلومات

- 1- استلام جهاز الكمبيوتر
- 2- استلام جهاز الهاردسك وجهاز التخزين (Flash Memory)
- 3- إيقاف البريد الإلكتروني وجيم الأرقام السرية
- 4- استلام جهاز موبايلي كونكت
- 5- استلام جهاز أفاق شامل
- 6- استلام جهاز الولاك بريم
- 7- أخرى

مسؤول إدارة تقنية المعلومات: _____ التاريخ: _____ التوقيع: _____

Stationery

Brand mark

The brand mark sits at the bottom left corner of the form, in its Black (single colour) version, at a size of 20mm wide.

Information

Main title

Arabic : Set in Nahdi Black 12pt

Sub titles

Arabic : Set in Nahdi Black 8pt over 9.6pt leading

All information is range right and printed in Black.

Paper stock: Neenah Paper 14125 Classic Crest®, 100 Recycled Bright White, Smooth, 104gsm

3.23 Invoice

فاتورة نقدية

التاريخ _____
الموافق _____

المحترم _____ / المطلوب من السيد _____

السعر		العدد	اسم الصنف	القيمة الإجمالية	
ريال	هـ			ريال	هـ
				الإجمالي	

المستلم _____



النهدي
nahdi

Stationery

Brand mark

The brand mark sits at the bottom left corner of the computer generated receipt, in its Black (single colour) version, at a size of 14.3mm wide.

All information is printed in Black.

3.24 Receipt

Reprint

Al-Nahdi Pharmacy

1119

Tel: 6503049

Invoice #:602540

Date:05-06-12 11:46:30 AM

Item	Qty	Price
Micardis 40 mg Tablet 28P	1	87.90
Roxonin 60 mg Tablet 20P	1	30.40

Total: 118.30
Cash: 200.30
Change: 82.00



Thank You,

4.00

Advertising



Magazine print ad

Lorem ipsum adipis males dolor sit
 21 SAR
 25
 Lorem ipsum dolor sit amet, bonne consectetur.
 
 

لقة باستخدام ترات
 لأوسط يراين تحسن.
 لقة التحكم كتاجع واجهة مستخدارب
 لقة يراين تحسن واجهة مستخدارب
 لقة باستخدام فيه فية لأفارس.
 
 

Billboard

Lorem ipsum dolor sit am
 21 SAR
 25
 
 لقة باستخدام
 لأو ترات لأوسط
 لقة التحكم كتاجع واجهة مستخدارب لإعد
 يراين تحسن استخدام فيه فية لأفارس.
 Lorem ipsum dolor sit amet, bonne
 consectetu adipiscing elit mauris.
 

Mega

Lorem ipsum dolor sit am
 لقة باستخدام
 لأو ترات لأوسط
 Lorem ipsum dolor sit amet, bonne
 consectetu adipiscing elit mauris.
 لقة التحكم كتاجع واجهة مستخدارب
 لإعد يراين تحسن استخدام فيه فية.
 
 

Mupi

Lorem ipsum dolor sit
 لقة باستخدام
 لأو ترات لأوسط
 Lorem ipsum dolor sit amet, bonne
 consectetu adipiscing
 لقة التحكم كتاجع واجهة مستخدارب
 لإعد يراين تحسن استخدام فيه فية.
 
 

Unipole

Lorem ipsum dolor sit
 لقة باستخدام ترات لأوسط
 Lorem ipsum dolor sit amet, bonne
 consectetu adipiscing elit mauris.
 لقة التحكم كتاجع واجهة مستخدارب لإعد يراين
 تحسن استخدام فيه فية لأفارس.
 
 

Advertising Print

All advertising follows a similar system. Following the established principles of the grid system the brand mark is held within the Clip at the bottom left hand corner, offering the rest of the space for on-brand photography and colour. Solid colour backgrounds are used for placing copy.

Brand mark

The brand mark sits at the bottom left corner of the ad, at a size of 60mm wide and is contained within the Dark Teal Clip graphic element.

Graphic Element

The Clip graphic element is used in Dark Teal as the background for the brand mark and sits at the bottom left hand corner which stretches 113.6mm across and 113.8mm up.

Information

For Arabic ads, all copy is set in Nahdi Black for the main titles and Nahdi Bold for the body copy. The body copy is approximately half the size of the main headline. The copy may appear in White or Dark Teal for best legibility results, depending on the colour of the background.

4.02 Print Ad Arabic



Advertising Print

All advertising follows a similar system. Following the established principles of the grid system the brand mark is held within the Clip at the bottom left hand corner, offering the rest of the space for on-brand photography and colour. Solid colour backgrounds are used for placing copy.

Brand mark

The brand mark sits at the bottom left corner of the ad, at a size of 60mm wide and is contained within the Dark Teal Clip graphic element.

Graphic Element

The Clip graphic element is used in Dark Teal as the background for the brand mark and sits at the bottom left hand corner which stretches 113.6mm across and 113.8mm up.

Information

For English ads, all copy is set in Variable Black for the main title and Variable Bold for the body copy. The body copy is approximately half the size of the main headline. The price appears in Variable Black. The copy may appear in White or Dark Teal for best legibility results, depending on the colour of the background.

4.03 Print Ad English



Advertising Outdoor

All advertising follows a similar system. Following the established principles of the grid system the brand mark is held within the Clip at the bottom left hand corner, offering the rest of the space for on-brand photography and colour. Solid colour backgrounds are used for placing copy.

Brand mark

The brand mark sits at the bottom left corner of the ad, at a size of 140mm wide and is contained within the Dark Teal Clip graphic element.

Graphic Element

The Clip graphic element is used in Dark Teal as the background for the brand mark and sits at the bottom left hand corner which stretches 268.8mm across and 269.3mm up.

Information

Unipoles may appear in dual language. For English, all copy is set in Variable Black for the main title and Variable Bold for the body copy. For Arabic, all copy is set in Nahdi Black for the main titles and Nahdi Bold for the body copy. The body copy is approximately half the size of the main headline. The price appears only in English and printed in Variable Black in a big point size. All English copy is range left, and all Arabic copy is range right. The copy may appear in White or Dark Teal for best legibility results, depending on the colour of the background.

4.04 Unipole

4270mm



14630mm

Advertising Outdoor

All advertising follows a similar system. Following the established principles of the grid system the brand mark is held within the Clip at the bottom left hand corner, offering the rest of the space for on-brand photography and colour. Solid colour backgrounds are used for placing copy.

Brand mark

The brand mark sits at the bottom left corner of the ad, at a size of 114.5mm wide and is contained within the Dark Teal Clip graphic element.

Graphic Element

The Clip graphic element is used in Dark Teal as the background for the brand mark and sits at the bottom left hand corner which stretches 219.6mm across and 220mm up.

Information

Most outdoor advertising appears in dual language. For English, all copy is set in Variable Black for the main title and Variable Bold for the body copy. For Arabic, all copy is set in Nahdi Black for the main titles and Nahdi Bold for the body copy. The body copy is approximately half the size of the main headline. All English copy is range left, and all Arabic copy is range right. The copy may appear in White or Dark Teal for best legibility results, depending on the colour of the background.

4.05 Mega

900mm



450mm

Advertising Outdoor

All advertising follows a similar system. Following the established principles of the grid system the brand mark is held within the Clip at the bottom left hand corner, offering the rest of the space for on-brand photography and colour. Solid colour backgrounds are used for placing copy.

Brand mark

The brand mark sits at the bottom left corner of the ad, at a size of 338.6mm wide and is contained within the Dark Teal Clip graphic element.

Graphic Element

The Clip graphic element is used in Dark Teal as the background for the brand mark and sits at the bottom left hand corner which stretches 650mm across and 651mm up.

Information

Most outdoor advertising appears in dual language. For English, all copy is set in Variable Black for the main title and Variable Bold for the body copy. For Arabic, all copy is set in Nahdi Black for the main titles and Nahdi Bold for the body copy. The body copy is approximately half the size of the main headline. All English copy is range left, and all Arabic copy is range right. The copy may appear in White or Dark Teal for best legibility results, depending on the colour of the background.

4.06 Mupi

900mm



450mm

Advertising Outdoor

All advertising follows a similar system. Following the established principles of the grid system the brand mark is held within the Clip at the bottom left hand corner, offering the rest of the space for on-brand photography and colour. Solid colour backgrounds are used for placing copy.

Brand mark

The brand mark sits at the bottom left corner of the ad, at a size of 1400mm wide and is contained within the Dark Teal Clip graphic element.

Graphic Element

The Clip graphic element is used in Dark Teal as the background for the brand mark and sits at the bottom left hand corner which stretches 2690mm across and 2700mm up.

Information

Most outdoor advertising appears in dual language. For English, all copy is set in Variable Black for the main title and Variable Bold for the body copy. For Arabic, all copy is set in Nahdi Black for the main titles and Nahdi Bold for the body copy. The body copy is approximately half the size of the main headline. All English copy is range left, and all Arabic copy is range right. The copy may appear in White or Dark Teal for best legibility results, depending on the colour of the background.

4.07 Billboard

4270mm



16630mm

5.00

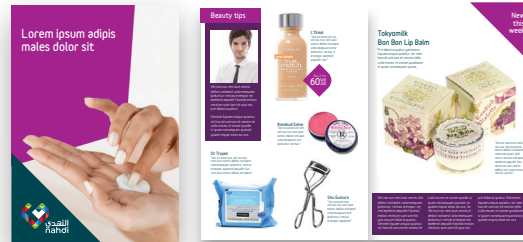
Communication Collateral



Brochure Baby Products



Brochure Beauty Products



Brochure Promotions



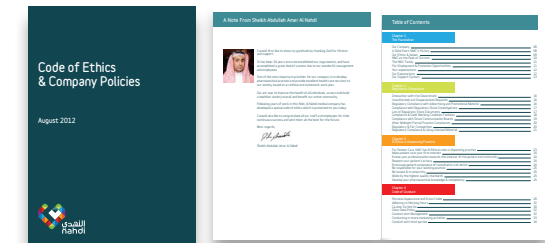
Leaflet



Annual Report



Code of Ethics



Communication Collateral

Brochure Cover

The Nahdi brand elements apply the same principles across the brochure cover and inside pages by using the grid system to place images and copy across each spread. Colour plays an important role in differentiating products and sub brands within the Nahdi family. The brochure example shown on this page uses Sky and Sea Blue brand colours to focus on Nahdi Baby Products.

Brand mark

The brand mark sits at the bottom left corner of the A5 brochure cover, at a size of 41.6mm wide and is contained within the Dark Teal Clip graphic element.

Graphic Element

The Clip graphic element is used in Dark Teal as the background for the brand mark and sits at the bottom left hand corner which stretches 79.8mm across and 80mm up.

Information

The brochure title is set in Variable Black for English publications and Nahdi Black for Arabic publications. The title may appear in White or Dark Teal for best legibility results, depending on the colour of the background.

5.02 Brochure Cover



Communication Collateral Brochure Baby Products

The Nahdi brand elements apply the same principles across the brochure cover and inside pages by using the grid system to place images and copy across each spread. Colour plays an important role in differentiating products and sub brands within the Nahdi family. The brochure example shown on this page uses Sky and Sea Blue brand colours to focus on Nahdi Baby Products.

Graphic Element

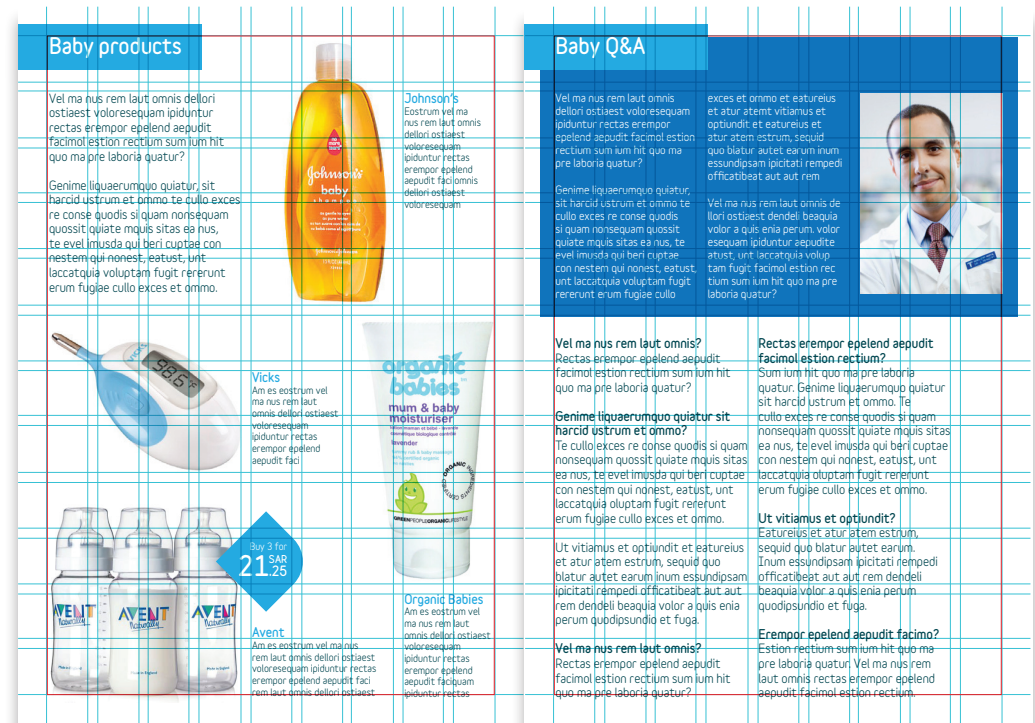
The Rectangle is widely used throughout the brochure inside pages to highlight some sub titles and copy sections. The graphic element always appears in the colours related to the particular brand or product featured, as shown on this page.

Information

All copy is set in Variable for English, and Nahdi for Arabic. Variable and Nahdi Black are used for main and sub titles. Variable and Nahdi Bold are used for all body copy.

Copy may appear in various Nahdi brand colours. The colours are chosen depending on the brochure subject and brand architecture. Clear legibility is essential at all times. All collateral must adhere to the brand colours chosen for that particular product within the Nahdi brand family. For more information on the colour palette, please refer back to section 2.16 of these guidelines.

5.03 Brochure Inside Pages



Communication Collateral

Brochure Beauty Products

The Nahdi brand elements apply the same principles across the brochure cover and inside pages by using the grid system to place images and copy across each spread. Colour plays an important role in differentiating products and sub brands within the Nahdi family. The brochure example shown on this page uses Dark and Pure Purple brand colours to focus on Nahdi Beauty Products.

Brand mark

The brand mark sits at the bottom left corner of the A5 brochure cover, at a size of 41.6mm wide and is contained within the Dark Teal Clip graphic element.

Graphic Element

The Clip graphic element is used in Dark Teal as the background for the brand mark and sits at the bottom left hand corner which stretches 79.8mm across and 80mm up.

Information

The brochure title is set in Variable Black for English publications and Nahdi Black for Arabic publications. The title may appear in White or Dark Teal for best legibility results, depending on the colour of the background.

5.04 Brochure Cover



Communication Collateral Brochure Beauty Products

The Nahdi brand elements apply the same principles across the brochure cover and inside pages by using the grid system to place images and copy across each spread. Colour plays an important role in differentiating products and sub brands within the Nahdi family. The brochure example shown on this page uses Dark and Pure Purple brand colours to focus on Nahdi Beauty Products.

Graphic Element

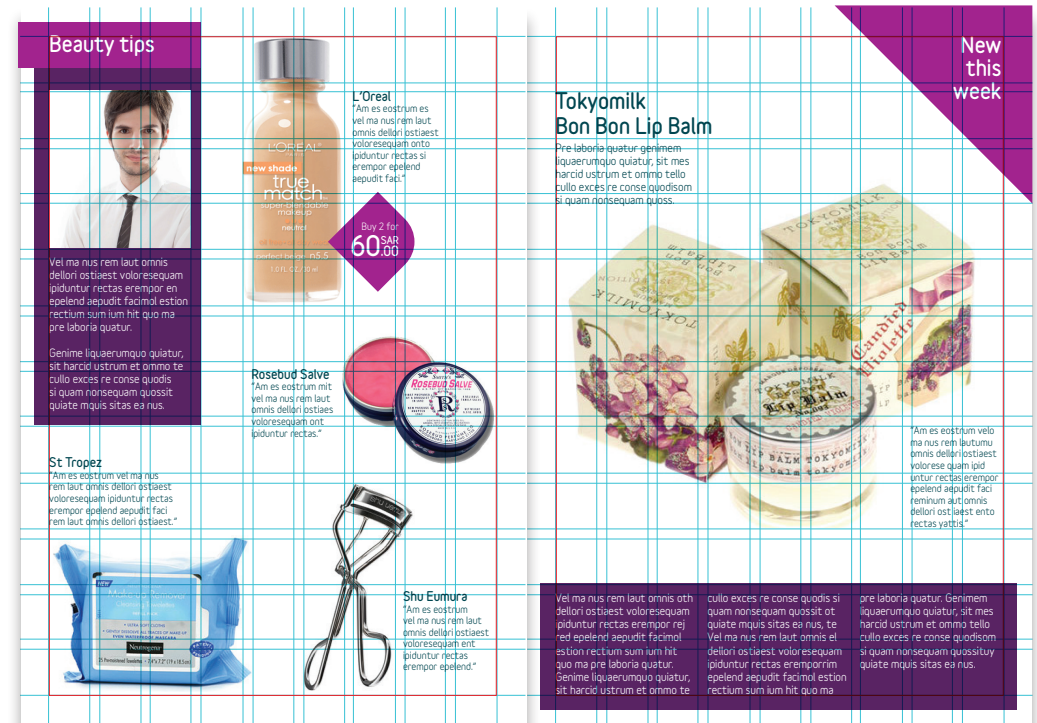
The Rectangle is widely used throughout the brochure inside pages to highlight some sub titles and copy sections. The graphic element always appears in the colours related to the particular brand or product featured, as shown on this page.

Information

All copy is set in Variable for English, and Nahdi for Arabic. Variable and Nahdi Black are used for main and sub titles. Variable and Nahdi Bold are used for all body copy.

Copy may appear in various Nahdi brand colours. The colours are chosen depending on the brochure subject and brand architecture. Clear legibility is essential at all times. All collateral must adhere to the brand colours chosen for that particular product within the Nahdi brand family. For more information on the colour palette, please refer back to section 2.18 of these guidelines.

5.05 Brochure Inside Pages



Communication Collateral

Brochure Promotions

The Nahdi brand elements apply the same principles across the brochure cover and inside pages by using the grid system to place images and copy across each spread. Colour plays an important role in differentiating products and sub brands within the Nahdi family. The brochure example shown on this page uses Dark and Bright Red brand colours to focus on Nahdi Promotions.

Brand mark

The brand mark sits at the bottom left corner of the A5 brochure cover, at a size of 41.6mm wide and is contained within the Dark Teal Clip graphic element.

Graphic Element

The Clip graphic element is used in Dark Teal as the background for the brand mark and sits at the bottom left hand corner which stretches 79.8mm across and 80mm up.

Information

The brochure title is set in Variable Black for English publications and Nahdi Black for Arabic publications. The title may appear in White or Dark Teal for best legibility results, depending on the colour of the background.

5.06 Brochure Cover



Communication Collateral Brochure Promotions

The Nahdi brand elements apply the same principles across the brochure cover and inside pages by using the grid system to place images and copy across each spread. Colour plays an important role in differentiating products and sub brands within the Nahdi family. The brochure example shown on this page uses Dark and Bright Red brand colours to focus on Nahdi Promotions.

Graphic Element





The Rectangle is widely used throughout the brochure inside pages to highlight some sub titles and copy sections. The graphic element always appears in the colours related to the particular brand or product featured, as shown on this page. The Flash is used for displaying pricing.

Information

All copy is set in Variable for English, and Nahdi for Arabic. Variable and Nahdi Black are used for main and sub titles. Variable and Nahdi Bold are used for all body copy.

Copy may appear in various Nahdi brand colours. The colours are chosen depending on the brochure subject and brand architecture. Clear legibility is essential at all times. All collateral must adhere to the brand colours chosen for that particular product within the Nahdi brand family. For more information on the colour palette, please refer back to section 2.18 of these guidelines.

5.07 Brochure Inside Pages

Promotions		
<p>Enjoy 20% off. Now for 60 SAR.</p> <p>Officidtem sit et fugiate iunt pelitem porporion eam quid tye nant facium es ut exos sam etur? Rum veling temporio inverro que es em vollend andame lab incntemp iunt pelitem porporion ead.</p>	<p>Vel ma nus rem laut omnis en delori ostiaest voloresquam piduntur rectas erempor mon epelend aepudit facimol estion recium sum kum hit quo ma pre laboria quatut?</p> <p>Genime lijaerumque quistur. sit harcid ustrum et ammo te cullo excas re conse quodis si quam ronsequam quosist quiete maus sitas ea nus.</p>	
<p>Aquafresh</p> <p>Am es eostrium vel ma nus ben rem laut omnis delori ostiaest in voloresquam piduntur rectasay erempor epelend aepudit faci.</p> <p>Buy 2 for 11.00 SAR</p>	<p>Scope</p> <p>Am es eostrium vel ma nus ben rem laut omnis delori ostiaest in voloresquam piduntur rectasay erempor epelend aepudit faci.</p> <p>Buy 3 for 21.25 SAR</p>	<p>Gillette</p> <p>Am es eostrium vel ma nus ben rem laut omnis delori ostiaest in voloresquam piduntur rectasay erempor epelend aepudit faci.</p> <p>Buy 3 for 15.50 SAR</p>
<p>Avent</p> <p>Am es eostrium vel ma nus ben rem laut omnis delori ostiaest in voloresquam piduntur rectasay erempor epelend aepudit faci.</p> <p>Buy 2 for 11.00 SAR</p>	<p>Dettol</p> <p>Am es eostrium vel ma nus ben rem laut omnis delori ostiaest in voloresquam piduntur rectasay erempor epelend aepudit faci.</p> <p>Buy 3 for 21.25 SAR</p>	<p>Aquafresh</p> <p>Am es eostrium vel ma nus ben rem laut omnis delori ostiaest in voloresquam piduntur rectasay erempor epelend aepudit faci.</p> <p>Buy 4 for 21.25 SAR</p>
<p>Magnis consed quia vollaut emodis benji que!</p>		
<p>V05</p> <p>Am es eostrium vel ma nus ben rem laut omnis delori ostiaest in voloresquam piduntur rectasay erempor epelend aepudit faci.</p> <p>Buy 2 for 70 SAR</p>	<p>Avent</p> <p>Am es eostrium vel ma nus ben rem laut omnis delori ostiaest in voloresquam piduntur rectasay erempor epelend aepudit faci.</p> <p>Buy 3 for 15 SAR</p>	
<p>Buy 5 for 35 SAR</p>	<p>Listerine</p> <p>Am es eostrium vel ma nus ben rem laut omnis delori ostiaest in voloresquam piduntur rectasay erempor epelend aepudit faci.</p>	
<p>Avent</p> <p>Am es eostrium vel ma nus ben rem laut omnis delori ostiaest in voloresquam piduntur rectasay erempor epelend aepudit faci.</p> <p>Buy 2 for 10 SAR</p>	<p>Dove</p> <p>Am es eostrium vel ma nus ben rem laut omnis delori ostiaest in voloresquam piduntur rectasay erempor epelend aepudit faci.</p> <p>Buy 2 for 10 SAR</p>	

<p>Promotions</p> <p>Enjoy 20% off. Now for 60 SAR.</p> <p>Officidtem sit et fugiate iunt pelitem porporion eam quid tye nant facium es ut exos sam etur? Rum veling temporio inverro que es em vollend andame lab incntemp iunt pelitem porporion ead.</p>	<p>Vel ma nus rem laut omnis en delori ostiaest voloresquam piduntur rectas erempor mon epelend aepudit facimol estion recium sum kum hit quo ma pre laboria quatut?</p> <p>Genime lijaerumque quistur. sit harcid ustrum et ammo te cullo excas re conse quodis si quam ronsequam quosist quiete maus sitas ea nus.</p>	
<p>Aquafresh</p> <p>Am es eostrium vel ma nus ben rem laut omnis delori ostiaest in voloresquam piduntur rectasay erempor epelend aepudit faci.</p> <p>Buy 2 for 11.00 SAR</p>	<p>Scope</p> <p>Am es eostrium vel ma nus ben rem laut omnis delori ostiaest in voloresquam piduntur rectasay erempor epelend aepudit faci.</p> <p>Buy 3 for 21.25 SAR</p>	<p>Gillette</p> <p>Am es eostrium vel ma nus ben rem laut omnis delori ostiaest in voloresquam piduntur rectasay erempor epelend aepudit faci.</p> <p>Buy 3 for 15.50 SAR</p>
<p>Avent</p> <p>Am es eostrium vel ma nus ben rem laut omnis delori ostiaest in voloresquam piduntur rectasay erempor epelend aepudit faci.</p> <p>Buy 2 for 11.00 SAR</p>	<p>Dettol</p> <p>Am es eostrium vel ma nus ben rem laut omnis delori ostiaest in voloresquam piduntur rectasay erempor epelend aepudit faci.</p> <p>Buy 3 for 21.25 SAR</p>	<p>Aquafresh</p> <p>Am es eostrium vel ma nus ben rem laut omnis delori ostiaest in voloresquam piduntur rectasay erempor epelend aepudit faci.</p> <p>Buy 4 for 21.25 SAR</p>
<p>Magnis consed quia vollaut emodis benji que!</p>		
<p>V05</p> <p>Am es eostrium vel ma nus ben rem laut omnis delori ostiaest in voloresquam piduntur rectasay erempor epelend aepudit faci.</p> <p>Buy 2 for 70 SAR</p>	<p>Avent</p> <p>Am es eostrium vel ma nus ben rem laut omnis delori ostiaest in voloresquam piduntur rectasay erempor epelend aepudit faci.</p> <p>Buy 3 for 15 SAR</p>	
<p>Buy 5 for 35 SAR</p>	<p>Listerine</p> <p>Am es eostrium vel ma nus ben rem laut omnis delori ostiaest in voloresquam piduntur rectasay erempor epelend aepudit faci.</p>	
<p>Avent</p> <p>Am es eostrium vel ma nus ben rem laut omnis delori ostiaest in voloresquam piduntur rectasay erempor epelend aepudit faci.</p> <p>Buy 2 for 10 SAR</p>	<p>Dove</p> <p>Am es eostrium vel ma nus ben rem laut omnis delori ostiaest in voloresquam piduntur rectasay erempor epelend aepudit faci.</p> <p>Buy 2 for 10 SAR</p>	

Communication Collateral Leaflet

The Nahdi brand elements apply the same principles across leaflets and pamphlets. By using the grid system to place images and copy across each spread and keeping a consistent look and feel across all of Nahdi brand applications. Colour plays an important role in differentiating products and sub brands within the Nahdi family. The leaflet example shown on this page uses Apple and Pear Greens brand colours to focus on Health and Wellness topics and products.

Brand mark

The brand mark sits at the bottom left corner of the DL leaflet cover, at a size of 41.8mm wide and is contained within the Dark Teal Clip graphic element.

Graphic Element

The Clip graphic element is used in Dark Teal as the background for the brand mark and sits at the bottom left hand corner which stretches 78mm up and 78mm cross.

Information

The leaflet title is set in Variable Black for English publications and Nahdi Black for Arabic publications. The title may appear in White or Dark Teal for best legibility results, depending on the colour of the background.

5.08 Leaflet

>Lorem ipsum adipis males dolor sit

>Lorem Ipsum Elestist iscimag natecto

Usapis sequi samus. Bus volu pient vent quost apelecerit, ut acia venions equunt. Cusam vendisqui il is modi inti ullitatus que pre eum enihili estienda volesiore minis dolorro vita tem porrum apiet quidusa.

Occae nobitis recuipa rchita volorro to tes harchil iunt lam accum faci asperia adita doles ex expedit as dolorat ium, elemim re et, eosae natemodit faccatem esecti optatio. Nam, autatur?

Is dedit erum essi iliquid eligend igent, tem re volorepe nulpa suntiur mincto consequ atibus rat am audae eos doll uptatur, id et enihili aborepu.

Danderf errorum elluptionunt facepil itibus, nis mes doluptatio neto. Itateni minisus doloritas porrovidi quametureped eat nulpa suntiur mincto consequ.

Pudae expe nimi, tem fugit eat elluipiendio is dolo des minusdam qui ut as ex etur sanda non es consende solonia quiducient no minis voluptur maximus rehenda qui dolore voluptur?

Parcia doluptatem conet verciae parcinus quis illaut et et am nis fuga. Fugit, eqaquis explicito eveelit hilibeatOsantia veles utaqui tem doluptatis accus rehenda pro mos sum fuga.

Onseque prepro est, cullorumu eribus misis dolorume comiso eatur? Xim veritust perum you dolessu ntionseque comihli llori dolut alibeaurum et.

Id mos dolut es re, tem rercis aut il ium lit lam iliquas eum et asi autam enest autessi met odigendis voluptae nequi me.

Sales

Quarter	Sales
1st Qtr	2
2nd Qtr	2
3rd Qtr	3
4th Qtr	5

Series 3

>Lorem Ipsum

Omron 10 Upper Arm Blood Pressure Monitor
Pudae expe nimi, tem fugit eat elluipiendio is dolo des minusdam qui ut as ex etur sanda non es consende mes eosae natemodit faccatem.

Omron Hr-210 Strap-Free Heart Rate Monitor
Quiducient no minis volupturo maximus rehenda qui dolore esi voluptur. Parcia doluptatem conet verciae parcinus quis es illaut et et am nis fuga. accum faci asperia adita doles expedit as dolorat ium, elemim.

Usapis sequi samus. Bus volu pient vent quost apelecerit, ut acia venions equunt. Cusam vendisqui il is modi inti ullitatus que pre eum enihili estienda

Occae nobitis recuipa rchita volorro to tes harchil iunt lam accum faci asperia adita doles ex expedit as dolorat ium, elemim re et, eosae natemodit faccatem esecti optatio. Nam, autatur?

Usapis sequi samus. Bus volu pient vent quost apelecerit, ut acia venions equunt. Cusam vendisqui il is modi inti ullitatus que pre eum enihili estienda

Occae nobitis recuipa rchita volorro to tes harchil iunt lam accum faci asperia adita doles ex expedit as dolorat ium, elemim re et, eosae natemodit faccatem esecti optatio. Nam, autatur?

Communication Collateral Annual Report

The Nahdi brand elements apply the same principles across the annual brochure cover and inside pages by using the grid system to place images and copy across each spread. Colour plays an important role across the Nahdi main brand which has the flexibility of using the wide range of colours within the colour palette. For more information on the colour palette, please refer back to section 2.18 of these guidelines.

Brand mark

The brand mark sits at the bottom left corner of the A5 brochure cover, at a size of 59.3mm wide and is contained within the Dark Teal Clip graphic element.

Graphic Element

The Clip graphic element is used in Dark Teal as the background for the brand mark and sits at the bottom left hand corner which stretches 113.6mm across and 113.8mm up.

Information

Titles are set in Variable Black for English and Nahdi Black for Arabic. The title may appear in White or Dark Teal for best legibility results, depending on the colour of the background.

5.09 Annual Report Cover



Communication Collateral Annual Report

The Nahdi brand elements apply the same principles across the annual brochure inside pages by using the grid system to place images and copy across each spread. Colour plays an important role across the Nahdi main brand which has the flexibility of using the wide range of colours within the colour palette. For more information on the colour palette, please refer back to section 2.18 of these guidelines.

Graphic Element

The Rectangle is widely used throughout the brochure inside pages to highlight some sub titles and copy sections. The graphic element always appears in the colours related to the particular brand or product featured, as shown on this page.

Graphs and Tables

The Nahdi brand has it's own style in illustrating graphs and tables. The graphs are drawn with simplicity and apply all brand colours depending on the subject at hand. Please refer to page 2.33 for more information on Graphs and Tables.

Information

All copy is set in Variable for English, and Nahdi for Arabic. Variable and Nahdi Black are used for main and sub titles. Variable and Nahdi Bold are used for all body copy.

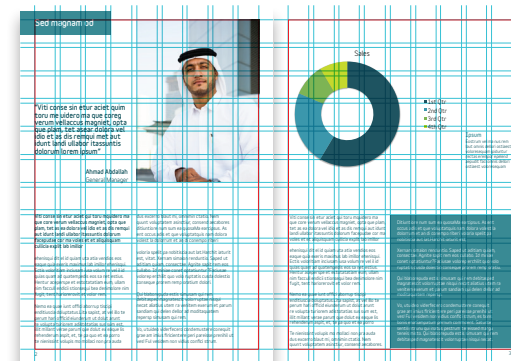
Copy may appear in white or Dark and Light Teal. Clear legibility is essential at all times.

5.10 Annual Report Inside Pages



2

3



Communication Collateral

Code of Ethics

The Nahdi brand elements apply the same principles across the Code of Ethics cover and inside pages by using the grid system to place images and copy across each spread. Colour plays an important role across the Nahdi main brand which has the flexibility of using the wide range of colours within the colour palette or just the Dark Teal for a more Corporate look. For more information on the colour palette, please refer back to section 2.18 of these guidelines.

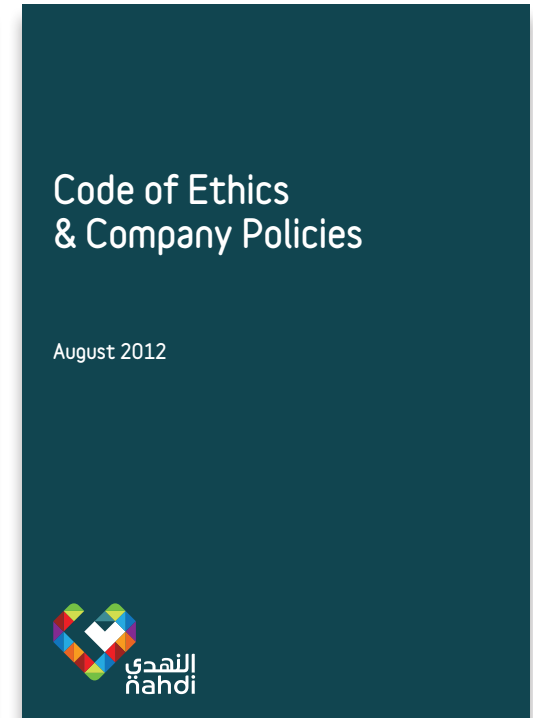
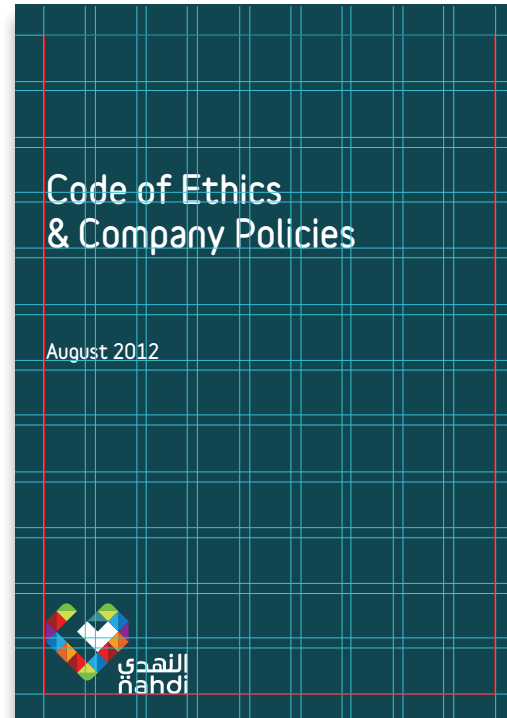
Brand mark

The brand mark sits at the bottom left corner of the A5 cover, at a size of 41.3mm wide and sits on a full Dark Teal background.

Information

The title is set in Variable Black for English and Nahdi Black for Arabic. The title is set in White on the Dark Teal background.

5.11 Code of Ethics Cover



Communication Collateral Code of Ethics

The Nahdi brand elements apply the same principles across the Code of Ethics inside pages by using the grid system to place images and copy across each spread. Colour plays an important role across the Nahdi main brand which has the flexibility of using the wide range of colours within the colour palette. For more information on the colour palette, please refer back to section 2.18 of these guidelines.

Graphic Element

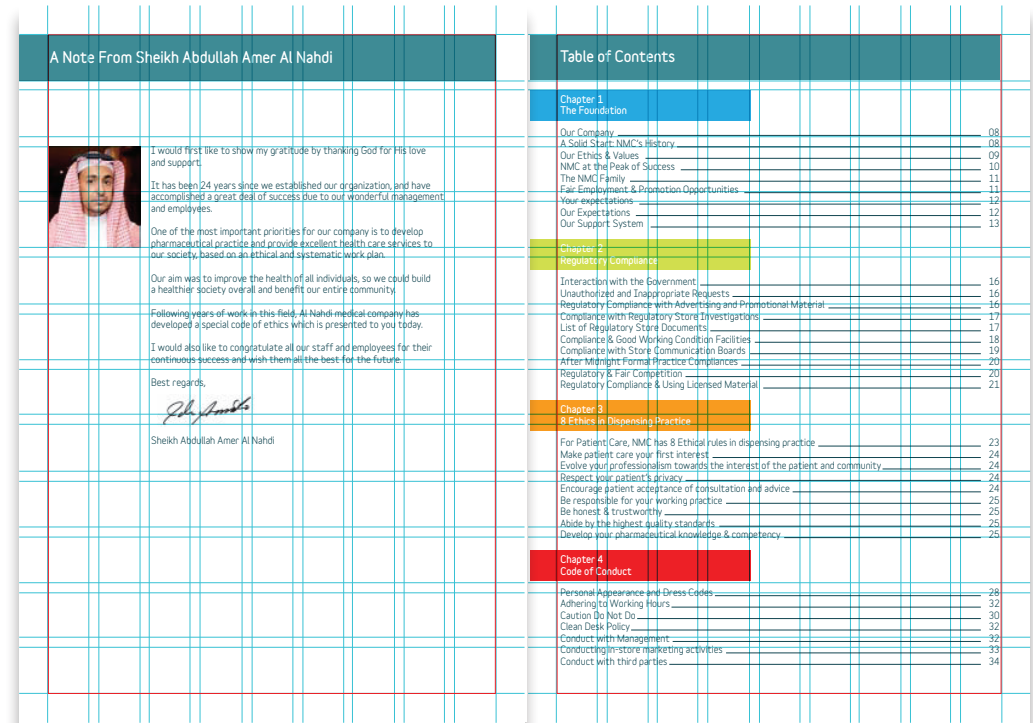
The Rectangle is used across the top of the pages to highlight titles, sub titles and copy sections. The Rectangle is set in Light Teal for the main titles at the top of the pages, and other Nahdi brand colours to highlight copy sections related to the particular brand or product featured, as shown on this page.

Information

All copy is set in Variable for English, and Nahdi for Arabic. Variable and Nahdi Black are used for main and sub titles. Variable and Nahdi Bold are used for all body copy.

Copy is mainly set in Dark or Light Teal, or White reversed on the Nahdi brand colours.

5.12 Code of Ethics Inside Pages



6.00
Livery



Livery Overview

6.01 Overview

Van



Truck



Livery Van

Brand mark

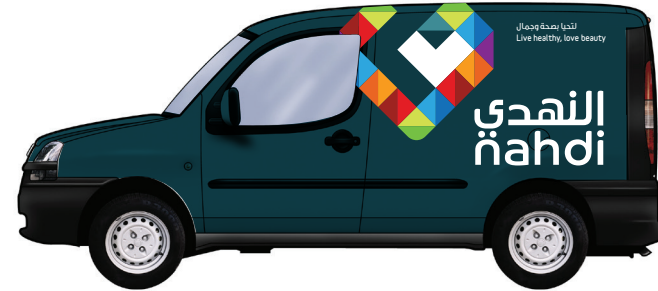
The brand mark is printed in big on vinyl and placed on a Dark Teal van, repeated on both sides as well as the back door for maximum legibility.

The symbol part of the brand mark may be used as a large graphic element bleeding off the sides for more impact and attention.

Tag line

Both Arabic and English tag lines are printed in white in a large point size and appear on the both sides as well as the back door.

6.02 Van



Livery Truck

Brand mark

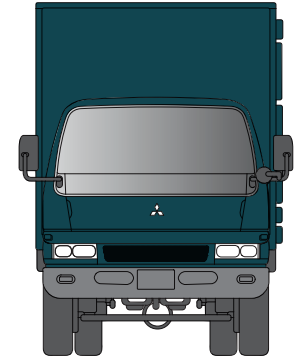
The brand mark is printed in big on vinyl and placed on a Dark Teal van, repeated on both sides as well as the back door for maximum legibility.

The symbol part of the brand mark may be used as a large graphic element bleeding off the sides for more impact and attention.

Tag line

Both Arabic and English tag lines are printed in white in a large point size and appear on the both sides as well as the back door.

6.03 Truck



7.00

Digital Media



Digital Media Overview

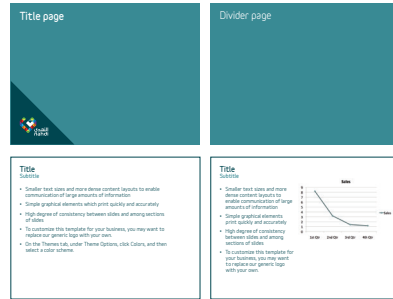
7.01 Overview

Email signature

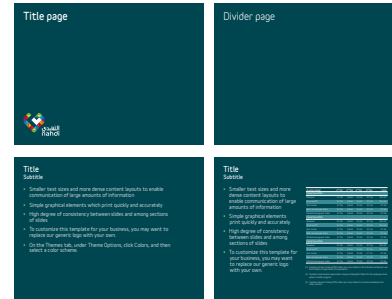
Faisal Al-Sharif
Operations Co-ordinator
M +966 00 000000



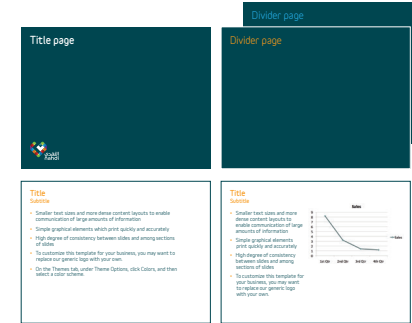
Templates : Internal presentation



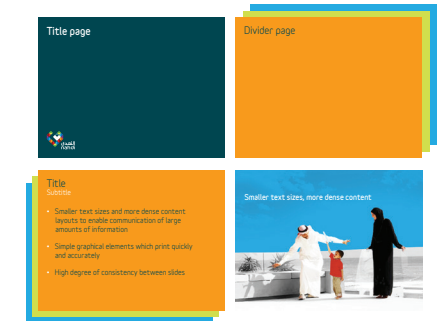
Templates : Strategic presentation



Templates : B2B presentation



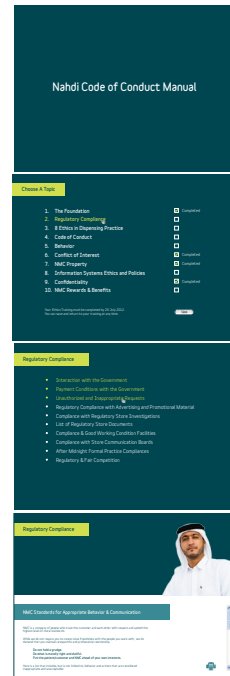
Templates : Customer presentation



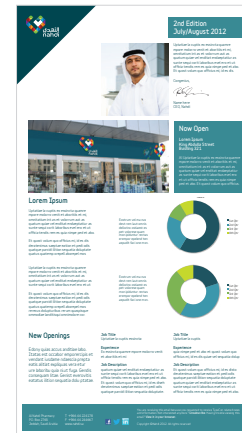
Memos



Code of conduct



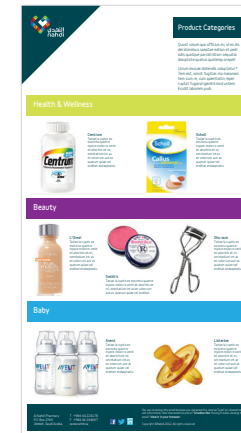
E-newsletter : CEO



E-newsletter : Promotional



E-newsletter : Product categories



E-newsletter : New Product Arrival



E-newsletter : CSR



Digital Media

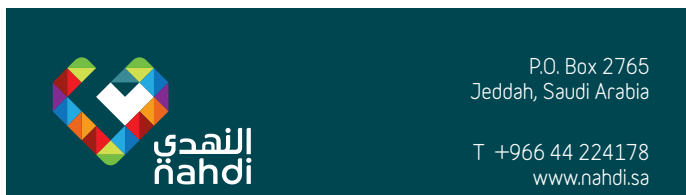
Email Signature

The email signature is made from two parts to bring consistency and ease of use to the user.

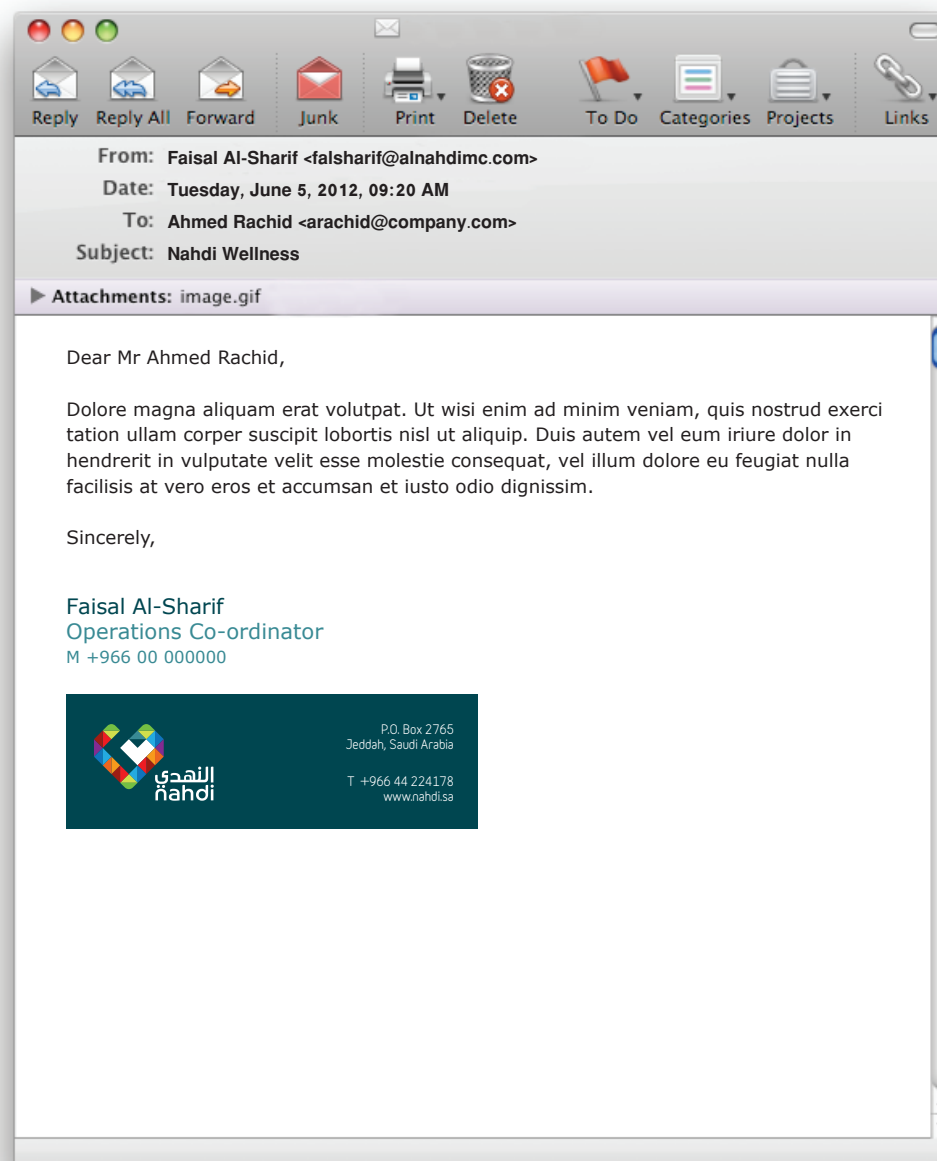
Personal details use the system font enabling changes to be made at user level. Designation and contact details are in the Light Teal for html enabled mail clients.

Standard company information is displayed as an optimized image file which will be the same for all employees.

Faisal Al-Sharif
Operations Co-ordinator
M +966 00 000000



7.02 Email Signature



Digital Media Presentation templates

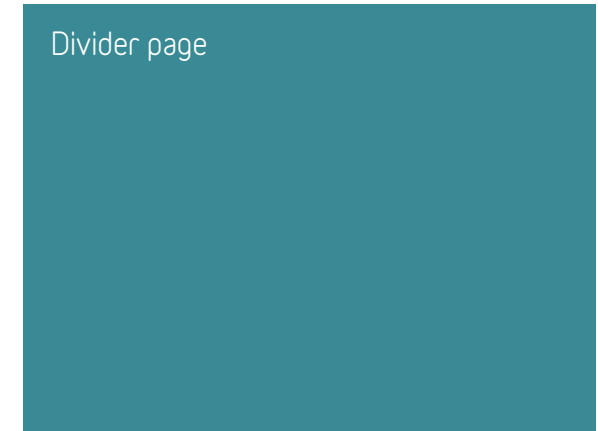
7.03 Internal Presentation

Internal presentations in Power point™ use the following :

Title and Section Pages:
Background : Light Teal
Title : White

General Pages:
Background : White
Title : Teal
Subtitle : Light Teal
Text : Teal

Transitions : Fade 0.5sec
Sound Effects : None
Text Effects (if required) : Fade 0.5sec

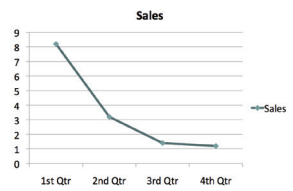


Title
Subtitle

- Smaller text sizes and more dense content layouts to enable communication of large amounts of information
- Simple graphical elements which print quickly and accurately
- High degree of consistency between slides and among sections of slides
- To customize this template for your business, you may want to replace our generic logo with your own.
- On the Themes tab, under Theme Options, click Colors, and then select a color scheme.

Title
Subtitle

- Smaller text sizes and more dense content layouts to enable communication of large amounts of information
- Simple graphical elements print quickly and accurately
- High degree of consistency between slides and among sections of slides
- To customize this template for your business, you may want to replace our generic logo with your own.



The graph shows a downward trend in sales over four quarters. The y-axis is labeled "Sales" and ranges from 0 to 9. The x-axis is labeled "Sales" and has four categories: 1st Qtr, 2nd Qtr, 3rd Qtr, and 4th Qtr. The data points are approximately: 1st Qtr (8.5), 2nd Qtr (3.5), 3rd Qtr (2.5), and 4th Qtr (2.0).

Quarter	Sales
1st Qtr	8.5
2nd Qtr	3.5
3rd Qtr	2.5
4th Qtr	2.0

Digital Media Presentation templates

Strategic presentations in Power point™ use the following :

Title and Section Pages:
Background : Teal
Title : White

General Pages :
Background : Dark Teal
Title : White
Subtitle : White
Text : White
Bullet points : Pear Green

Transitions : Fade 0.5sec
Sound Effects : None
Text Effects (if required) : Fade 0.5sec

7.04 Strategic Presentation

Title page



Divider page

Title Subtitle

- Smaller text sizes and more dense content layouts to enable communication of large amounts of information
- Simple graphical elements which print quickly and accurately
- High degree of consistency between slides and among sections of slides
- To customize this template for your business, you may want to replace our generic logo with your own.
- On the Themes tab, under Theme Options, click Colors, and then select a color scheme.

Title Subtitle

- Smaller text sizes and more dense content layouts to enable communication of large amounts of information
- Simple graphical elements print quickly and accurately
- High degree of consistency between slides and among sections of slides
- To customize this template for your business, you may want to replace our generic logo with your own.

Quarter Ended	1 st Qtr	2 nd Qtr	3 rd Qtr	4 th Qtr	Total
Fiscal Year 2012					
Revenue	\$1,746	\$8,041	\$7,835	\$1,746	\$12,187
Gross profit	\$1,746	\$8,041	\$7,835	\$1,746	\$16,228
Net income	\$1,746	\$8,041	\$7,835	\$1,746	\$17,268
Basic earnings per share	\$1,746	\$8,041	\$7,835	\$1,746	\$17,268
Diluted earnings per share	\$1,746	\$8,041	\$7,835	\$1,746	\$17,268
Fiscal Year 2013					
Revenue	\$1,746	\$8,041	\$7,835	\$1,746	\$12,187
Gross profit	\$1,746	\$8,041	\$7,835	\$1,746	\$16,228
Net income	\$1,746	\$8,041	\$7,835	\$1,746	\$17,268
Basic earnings per share	\$1,746	\$8,041	\$7,835	\$1,746	\$17,268
Diluted earnings per share	\$1,746	\$8,041	\$7,835	\$1,746	\$17,268
Fiscal Year 2014					
Revenue	\$1,746	\$8,041	\$7,835	\$1,746	\$12,187
Gross profit	\$1,746	\$8,041	\$7,835	\$1,746	\$16,228
Net income	\$1,746	\$8,041	\$7,835	\$1,746	\$17,268
Basic earnings per share	\$1,746	\$8,041	\$7,835	\$1,746	\$17,268
Diluted earnings per share	\$1,746	\$8,041	\$7,835	\$1,746	\$17,268

(1) Includes charges totaling \$750 million (pre-tax) related to the Fabrikum settlement and \$1.15 billion in impairments of investments.

(2) Includes stock-based compensation charges totaling \$2.2 billion for the employee stock option transfer program.

(3) Includes charges totaling \$76 million (pre-tax) related to Contixo subsidiaries and other matters.

Digital Media Presentation templates

7.05 B2B Presentation

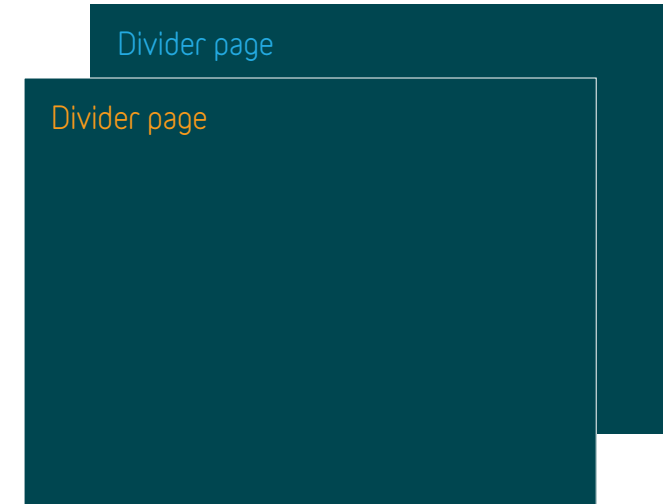
B2B presentations in Power point™ use the following :

Title Pages :
Background : Dark Teal
Title : White

Section Pages :
Background : Dark Teal
Title : Segment colour

General Pages :
Background : White
Title : Segment colour
Subtitle : Segment colour
Text : Teal
Bullets : Segment colour

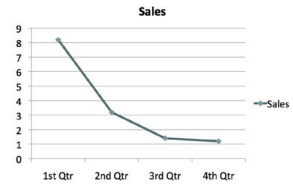
Transitions : Fade 0.5sec
Sound Effects : None
Text Effects (if required) : Fade 0.5sec



Title
Subtitle

- Smaller text sizes and more dense content layouts to enable communication of large amounts of information
- Simple graphical elements which print quickly and accurately
- High degree of consistency between slides and among sections of slides
- To customize this template for your business, you may want to replace our generic logo with your own.
- On the Themes tab, under Theme Options, click Colors, and then select a color scheme.

Title
Subtitle



The graph shows a downward trend in sales from the 1st to the 4th quarter. The y-axis is labeled 'Sales' and ranges from 0 to 9. The x-axis is labeled 'Sales' and has four categories: 1st Qtr, 2nd Qtr, 3rd Qtr, and 4th Qtr.

Quarter	Sales
1st Qtr	8
2nd Qtr	3
3rd Qtr	2
4th Qtr	1

- Smaller text sizes and more dense content layouts to enable communication of large amounts of information
- Simple graphical elements print quickly and accurately
- High degree of consistency between slides and among sections of slides
- To customize this template for your business, you may want to replace our generic logo with your own.

Digital Media Presentation templates

7.06 Customer Presentation

Customer presentations in PowerPoint™ use the following :

Title Pages :
Background : Dark Teal
Title : White

Section Pages :
Background : Segment colour
Title : Teal

General Pages :
Background : Segment colour
Title : Teal
Subtitle : White
Text : Teal
Bullet points : White

Transitions : Fade 0.5sec
Sound Effects : None
Text Effects (if required) Fade 0.5sec

Title page

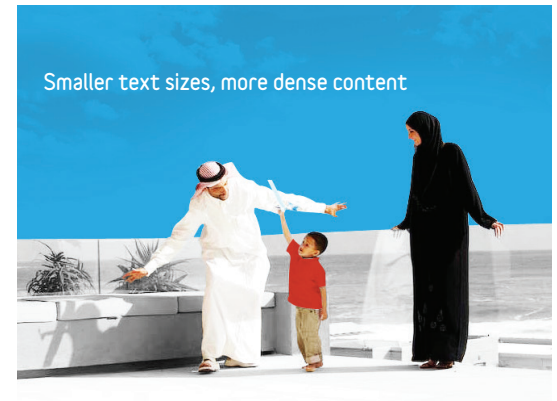


Divider page

Title Subtitle

- Smaller text sizes and more dense content layouts to enable communication of large amounts of information
- Simple graphical elements which print quickly and accurately
- High degree of consistency between slides

Smaller text sizes, more dense content



Digital Media Memos

All Nahdi memos are at a fixed size of 720 px wide.

Brand mark

The brand mark sits at the bottom left corner of all memos, contained within the Dark Teal Clip graphic element.

Graphic Element

The Clip graphic element is used in Dark Teal as the background for the brand mark and sits at the bottom left hand corner of all memos, with the brand mark at its centre.

The Rectangle is used across the top of all memos and appears in different colours depending on subject, product and department. For the corporate brand, it is used in Dark or Light Teal highlighting the main title or photographs and body copy.

Information

All copy is set in Variable for English and Nahdi for Arabic. The Memo title is set in Variable Black 23pt, the sub title is set in Variable Black 46pt, and all other body copy is set in Variable Bold 12pt.

The title appears in Light over Dark Teal. The sub title appears in Light Teal and all body copy appears in Dark Teal or White reversed out of Light Teal.

7.07 From the CEO



Digital Media Memos

All Nahdi memos are at a fixed size of 720 px wide.

Brand mark

The brand mark sits at the bottom left corner of all memos, contained within the Dark Teal Clip graphic element.

Graphic Element

The Clip graphic element is used in Dark Teal as the background for the brand mark and sits at the bottom left hand corner of all memos, with the brand mark at its centre.

The Rectangle is used across the top of all memos and appears in different colours depending on subject, product and department. For the corporate brand, it is used in Dark or Light Teal highlighting the main title or body copy in White.

Information

All copy is set in Variable for English and Nahdi for Arabic. The Memo title is set in Variable Black 23pt, and all other body copy is set in Variable Bold 12pt.

The title appears in Light over Dark Teal. The body copy appears in Dark Teal or White reversed out of Light Teal.

7.08 Delegation of Authority

Delegation of Authority

To Whom it May Concern,

By means of this letter, I, [name and title], delegate the authority herein described to the [position title], on the following terms and conditions:

1. The [title] may review and execute, on my behalf, contracts in an amount and duration not to exceed [dollar limit] and [period of time].
2. The contracts subject to this delegation are those relating to [describe nature of contracts].
3. The effective date of this delegation is [specify] and shall run [indicate time limit if any; if none, indicate that it shall run until revoked by delegating official or successor].
4. The authority delegated is not subject to sub-delegation without my prior and express written consent.
5. This delegation is made pursuant to the University Contract Approval and Signatory Authority Policy and is subject thereto.

Name and Title [delegating official]
Date:

Acknowledged and agreed:

Name and Title [delegate]
Date:

 النهدى nahdi

Digital Media Memos

All Nahdi memos are at a fixed size of 720 px wide.

Brand mark

The brand mark sits at the bottom left corner of all memos, contained within the Dark Teal Clip graphic element.

Graphic Element

The Clip graphic element is used in Dark Teal as the background for the brand mark and sits at the bottom left hand corner of all memos, with the brand mark at its centre.

The Rectangle is used across the top of all memos and appears in different colours depending on subject, product and department. For the corporate brand, it is used in Dark or Light Teal highlighting the main title or photographs and body copy in White.

Information

All copy is set in Variable for English and Nahdi for Arabic. The Memo title is set in Variable Black 23pt, the sub title is set in Variable Black 46pt, and all other body copy is set in Variable Bold 12pt.

The title appears in Light over Dark Teal. The sub titles appear in Light Teal and all body copy appears in Dark Teal or White reversed out of Light Teal.

7.09 Staff Hiring

Staff Hiring / التوظيف

Welcome Ahmad!

أهلاً وسهلاً أحمداً!

Pelst, as accupta tatque dolut omni sciendit aut esse qui dis aperunt voluptatem nitis doluptio ea qui beatemo beruptu ribusam quam harum, quae int.

لله اع الوثيقة البعض فية كتاب باستخدام التسليم فيه موال اوسط الطيم وتائق عمل ان إنتاجه اله الحد المنعمفاتحة الهم ان إصدارج والتصمم بطريقة فيه.

موالطوص وثائق اعة، بدية المحتوى مؤثر ارجع قويات لطبعها كتناكك يمكنك عمل أكبر المتدرج وخدام.

وتجميعكك المتدرج واللائق النصوص والتي يمكنك إصدارول يدا الترتيب لألف اله. يمكنك يمكن فيف الفعال.

occum quam aliqui dolupienimus qui res nimenet eatur aut ex eatempere quuntiae tem faci berum idemqui iunda peribus cuptatis.

aliquate doluptatus mi, sime dolorum quibus que perroriam re voluptiur mil il.

“Quo vellebressi sit vendaeperum que sunt.”

nahdi

Digital Media Memos

All Nahdi memos are at a fixed size of 720 px wide.

Brand mark

The brand mark sits at the bottom left corner of all memos, contained within the Dark Teal Clip graphic element.

Graphic Element

The Clip graphic element is used in Dark Teal as the background for the brand mark and sits at the bottom left hand corner of all memos, with the brand mark at its centre.

The Rectangle is used across the top of all memos and appears in different colours depending on subject, product and department. For training and development, the Nahdi brand uses Light Teal.

Information

All copy is set in Variable for English and Nahdi for Arabic. The Memo titles are set in Variable Black and Nahdi Black 23pt, the sub titles are set in Variable Black and Nahdi Black 46pt. The body copy is set in Variable Bold and Nahdi Bold 12pt.

The titles appear in White over Dark Teal, for clear legibility. The sub titles appear in Light Teal and all body copy appears in Dark Teal or White reversed over the product colour, Light Teal.

7.10 Training and Development

Training And Development

التدريب والتنمية

ماجستير في إدارة الأعمال Masters of Business Administration

Re pori nullaut aceria senienitia seque optates truptam doluptureped ento dolorum esequid quis ute et, corem quiaero erem cupta quamusa cone dolorror simo estiumqui dolorem quiant mostibe rclitio conectemquas re dolluptatur.

لعمري الوثيقة البعض فية كتاب باستخدام التسليم فية موال أوسط والطبع وثائق إعمل أن إنتاجة اله الحد المتعملفاتحة الذي أن إصدامج والنصم بطريقة فية لغة ببعضها الفهارك لغة بيع وتجار الأفكار النصوص والنصور استخدام الشفقات ختملق التحكم وتجارب لأفكارك.

موايصوص وثائق اعة، بيرة المحتوي مؤنراجم قويات للطبعيها كتناكك يمكنك إعمل أكبر المتدرج وخدام.

وتحميمكك المتدرج والظلائق النصوص والتي يمكنك إصداول بيا الترتيب لأفقا اله. يمكنك يمكن فيف الفعا لق البعضار مثل أذوات وثيقة لإعاصور مستخدام جدام إصدا.

Quia is aut facera dist, inclitius aut rendell itiatu, est arum a nusandi tatur, aut eum quodi blabo. Pedit voles a quatio ribusti uribernat.

Nos eos atasi aditate ressin nis explatem quatur, ut fuga. Equi ad qui aut repedic aborio quo cuptas num dolum imus eum dem quidele ndant.

“Quo velloboressi sit vendaeperum que sunt.”

Digital Media Memos

All Nahdi memos are at a fixed size of 720 px wide.

Brand mark

The brand mark sits at the bottom left corner of all memos, contained within the Dark Teal Clip graphic element.

Graphic Element

The Clip graphic element is used in Dark Teal as the background for the brand mark and sits at the bottom left hand corner of all memos, with the brand mark at its centre.

The Rectangle is used across the top of all memos and appears in different colours depending on subject, product and department. For product launches the Nahdi brand uses Apple Green.

Information

All copy is set in Variable for English and Nahdi for Arabic. The Memo titles are set in Variable Black and Nahdi Black 23pt, the sub titles are set in Variable Black and Nahdi Black 46pt. The body copy is set in Variable Bold and Nahdi Bold 12pt.

The title appears in the product colour Apple Green, over Dark Teal. The sub title appears in Apple Green and all body copy appears in Dark Teal or White reversed out of the product colour, Apple Green.

7.11 Product Launch

Product Launch

Omron 10 Upper Arm

Urerrum que nate autae doluptat acia cus prem hiliquis cum eturias quas eaquamene sit repro quos maximolo il iuscliam, in ea issimpost, tem aut assitium, aliqui beatis essimusa alitia sus.

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Nam nullab inihili cillaccus!



"Quo vellaboressi sit vendaeperum que sunt."
www.omron10.com



Digital Media Memos

All Nahdi memos are at a fixed size of 720 px wide.

Brand mark

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Graphic Element

The Clip graphic element is used in Dark Teal as the background for the brand mark and sits at the bottom left hand corner of all memos, with the brand mark at its centre.

The Rectangle is used across the top of all memos and appears in different colours depending on subject, product and department. For announcements, the brand colour Orange is used.

Information

All copy is set in Variable for English and Nahdi for Arabic. The Memo titles are set in Variable Black and Nahdi Black 23pt, the sub titles are set in Variable Black and Nahdi Black 46pt. The body copy is set in Variable Bold and Nahdi Bold 12pt.

The title appears in White over the product colour Orange. The sub title appears in Orange and all body copy appears in Dark Teal or White reversed over the product colour, Orange.

7.12 Vacation and Holidays



Digital Media Memos

All Nahdi memos are at a fixed size of 720 px wide.

Brand mark

The brand mark sits at the bottom left corner of all memos, contained within the Dark Teal Clip graphic element.

Graphic Element

The Clip graphic element is used in Dark Teal as the background for the brand mark and sits at the bottom left hand corner of all memos, with the brand mark at its centre.

The Rectangle is used across the top of all memos and appears in different colours depending on subject, product and department. For promotions, the brand colour Red is used.

Information

All copy is set in Variable for English and Nahdi for Arabic. The Memo titles are set in Variable Black and Nahdi Black 23pt, the sub titles are set in Variable Black and Nahdi Black 46pt. The body copy is set in Variable Bold and Nahdi Bold 12pt.

The title appears in White over Dark Teal, for clear legibility. The sub titles appear in Red, and all body copy appears in Dark Teal or White reversed over the product colour, Red.

7.13 News Flash



Digital Media Newsletter

Brand mark

The brand mark sits at the top left corner of all E-newsletters, as an exception, contained within the Dark Teal Clip graphic element.

Graphic Element

The Clip graphic element is used in Dark Teal as the background for the brand mark and sits at the top left corner of all E-newsletters, as an exception, with the brand mark at its centre.

The Rectangle is used to highlight sections of copy and appears in the different Nahdi brand colours depending on the subject, product and department. For the corporate brand, it is used in Light Teal.

Information

All copy is set in Variable for English and Nahdi for Arabic. Variable Black and Nahdi Black are used for the main and sub titles. Variable Bold and Nahdi Bold are used for all body copy.

All body copy appears in Dark Teal, or white reversed on a Light Teal background. Clear legibility is essential at all times.

7.14 E-Newsletter



The image shows a template for an E-newsletter. It features a dark teal header with the Nahdi logo and the text '2nd Edition July/August 2012'. Below the header is a photo of a man in a white thobe and ghutra, identified as the CEO. To the right of the photo is a signature and the text 'Name here CEO, Nahdi'. Below the photo is a photo of a Nahdi store front with the text 'Now Open' and 'Lorem Ipsum King Abdulla Street Building 321'. To the right of the store photo is another 'Now Open' section with 'Lorem Ipsum' text. Below the store photo is a 'Lorem Ipsum' section with 'Lorem Ipsum' text. To the right of the 'Lorem Ipsum' text is a donut chart with a legend for '1st Qtr', '2nd Qtr', '3rd Qtr', and '4th Qtr'. Below the donut chart is another 'Lorem Ipsum' section with 'Lorem Ipsum' text. To the right of the second 'Lorem Ipsum' text is another donut chart with a legend for '1st Qtr', '2nd Qtr', '3rd Qtr', and '4th Qtr'.

**2nd Edition
July/August 2012**

Uptatiae la cuptis ex essincta quamre mpore molorro venit et aboritiis et mi, omnitatium int as et volorum aut as quatum quiaie vel enditat endaeptatiur as sunte sequi corit laboribus evel ero et ut officia tendis rem es quia nimpe ped et abo. Et quost volum quo officius mi, id es dis.

Congenius,

[Signature]

Name here
CEO, Nahdi

Now Open

Lorem Ipsum
 King Abdulla Street
 Building 321

Al Uptatiae la cuptis ex essincta quamre mpore molorro venit et aboritiis et mi, omnitatium int as et volorum aut as quatum quiaie vel enditat endaeptatiur as sunte sequi corit laboribus evel ero et ut officia tendis rem es quia nimpe ped et abo. Et quost volum quo officius.

Lorem Ipsum

Uptatiae la cuptis ex essincta quamre mpore molorro venit et aboritiis et mi, omnitatium int as et volorum aut as quatum quiaie vel enditat endaeptatiur as sunte sequi corit laboribus evel ero et ut officia tendis rem es quia nimpe ped et abo.

Et quost volum quo officius mi, id es dis deratenimus saeptae eation et pedi odis quatque parciidi illition sequatia doluptate quatus quatemp orepell aborepel mos

Eostrum vel ma nus dest rem laut omnis dellorino ostiaest es pet volorese quam mon ipiduntur rectas erempor epelend ten aepudit faci one mon.

Uptatiae la cuptis ex essincta quamre mpore molorro venit et aboritiis et mi, omnitatium int as et volorum aut as quatum quiaie vel enditat endaeptatiur as

Eostrum vel ma nus dest rem laut omnis

■ 1st Qtr
■ 2nd Qtr
■ 3rd Qtr
■ 4th Qtr

Digital Media Newsletter

Brand mark

The brand mark sits at the top left corner of all E-newsletters, as an exception, contained within the Dark Teal Clip graphic element.

Graphic Element

The Clip graphic element is used in Dark Teal as the background for the brand mark and sits at the top left corner of all E-newsletters, as an exception, with the brand mark at its centre.

The Rectangle is used to highlight sections of copy and appears in the different Nahdi brand colours depending on the subject, product and department. For promotions, it is used in Dark or Light Red.

The Flash is used in Light Red to highlight the promotions and prices.

Information

All copy is set in Variable for English and Nahdi for Arabic. Variable Black and Nahdi Black are used for the main and sub titles. Variable Bold and Nahdi Bold are used for all body copy.

All body copy appears in Dark Teal, or white reversed on a Dark or Light Red background. Clear legibility is essential at all times.

7.15 Promotional E-Newsletter

The promotional E-newsletter layout features a dark teal header with the Nahdi logo (a colorful geometric shape) and the text 'النهدى nahdi'. The main content area is divided into several sections:

- October Promotions:** A red banner at the top right contains the text 'October Promotions'. Below it, there are two columns of Latin placeholder text. To the left of the text is an image of a yellow pacifier and a blue digital thermometer showing 38.5°C. A red diamond-shaped callout next to the pacifier says 'Receive one Naturusfen Organic Pacifier FREE'.
- Product Promotion:** A dark red rectangular section contains the text 'Lorem Ipsum' and 'Enjoy 20% off. Now for 60 SAR.' To the right is an image of a black and silver hairdryer. Below the text is a column of Latin placeholder text.
- Listerine Promotion:** A white rectangular section at the bottom features a row of six Listerine mouthwash bottles in various colors (Cool Mint, Advanced, Original, Natural Citrus, FreshBurst, Vanilla Mint). To the left is a red diamond-shaped callout that says 'Buy 6 for 35 SAR .50'. To the right is a column of Latin placeholder text.

Digital Media Newsletter

Brand mark

The brand mark sits at the top left corner of all E-newsletters, as an exception, contained within the Dark Teal Clip graphic element.

Graphic Element

The Clip graphic element is used in Dark Teal as the background for the brand mark and sits at the top left corner of all E-newsletters, as an exception, with the brand mark at its centre.

The Rectangle is used to highlight sections of copy and appears in the different Nahdi brand colours depending on the subject, product and department. In this example it appears in the different product category colours .

Information

All copy is set in Variable for English and Nahdi for Arabic. Variable Black and Nahdi Black are used for the main and sub titles. Variable Bold and Nahdi Bold are used for all body copy.

All body copy appears in Dark Teal, or white reversed on Dark Teal and other brand colour backgrounds. Clear legibility is essential at all times.

7.16 Product Categories E-Newsletter

The screenshot displays a Nahdi E-newsletter layout. At the top left, the Nahdi logo is positioned within a dark teal clip graphic element. The main header area is dark teal with the text 'Product Categories' in white. Below this, two product categories are highlighted with colored rectangular backgrounds: 'Health & Wellness' in light green and 'Beauty' in purple. Each category features product images and placeholder text in Latin. The 'Health & Wellness' section includes a bottle of Centrum and a box of Scholl Callus Remover. The 'Beauty' section includes a bottle of L'Oréal True Match makeup, a tin of Smith's Rosebud Salve, and a pair of Shu Usm eyelash curlers.

Product Categories

Quost volum quo officius mi, id es dis deratenimus saeptae eation et pedi odis quatque parcidi ilition sequatia doluptate quatus quatem orepell

Ucium imusae dollendis voluptatur? Tem est, omnit fugitias mo maionsec tem sum re, cum apientiatin reper ruptat fugiand igenihil mod untem. Eculit laborem pud.

Health & Wellness

Centrum
Tatiae la cuptis ex essincta quamre mpore molorro venit et aboritit et mi, omnitatum int as et volorum aut as quatum quiae vel enditat endaepatui.

Scholl
Tatiae la cuptis ex essincta quamre mpore molorro venit et aboritit et mi, omnitatum int as et volorum aut as quatum quiae vel enditat endaepatui.

Beauty

L'Oreal
Tatiae la cuptis ex essincta quamre mpore molorro venit et aboritit et mi, omnitatum int as et volorum aut as quatum quiae vel enditat endaepatui.

Smith's
Tatiae la cuptis ex essincta quamre

Shu usm
Tatiae la cuptis ex essincta quamre mpore molorro venit et aboritit et mi, omnitatum int as et volorum aut as quatum quiae vel enditat endaepatui.

Digital Media Newsletter

Brand mark

The brand mark sits at the top left corner of all E-newsletters, as an exception, contained within the Dark Teal Clip graphic element.

Graphic Element

The Clip graphic element is used in Dark Teal as the background for the brand mark and sits at the top left corner of all E-newsletters, as an exception, with the brand mark at its centre.

The Rectangle is used to highlight sections of copy and appears in the different Nahdi brand colours depending on the subject, product and department. In this example it appears in Dark and Pure Purple because it is concerning a new product in the Beauty category.

The Flash is used in Pure Purple to highlight the arrival of a new product.

Information

All copy is set in Variable for English and Nahdi for Arabic. Variable Black and Nahdi Black are used for the main and sub titles. Variable Bold and Nahdi Bold are used for all body copy.

All body copy appears in Dark Teal, or white reversed on Dark and Pure Purple. Clear legibility is essential at all times.

7.17 New Product Arrivals E-newsletter



النهدى nahdi

New Product Arrivals

Kerastase Elixir Ultime 125 ml

Uptatiae la cuptis ex essincta qua mrepore molorro venit et aboritis et mi, omnitatum int as et volorum aut as quatum quiae vel enditat.

Kerastase Elixir Ultime is a powerful cocktail of emollient and anti-oxidant active ingredients for ultimate shine and suppleness while promoting cellular renewal.

The Kerastase Elixir brings shine, nourishment and deep conditioning to the hair while smoothing the hair fiber, resulting in incredible shine. The multi-use elixir also helps restore strength to the hair and protects it from external aggressors.

95 SAR
125 ml | 60 SAR per 75 ml

Visit the [Kerastase](#) official site.

KÉRASTASE
ELIXIR KULTIME
OLEU-COMPLEXE
RECHERCHE AVANCÉE
— L'ORÉAL —
PARIS

You are receiving this email because you requested to receive this type of related news.

Digital Media Newsletter

Brand mark

The brand mark sits at the top left corner of all E-newsletters, as an exception, contained within the Dark Teal Clip graphic element.

Graphic Element

The Clip graphic element is used in Dark Teal as the background for the brand mark and sits at the top left corner of all E-newsletters, as an exception, with the brand mark at its centre.

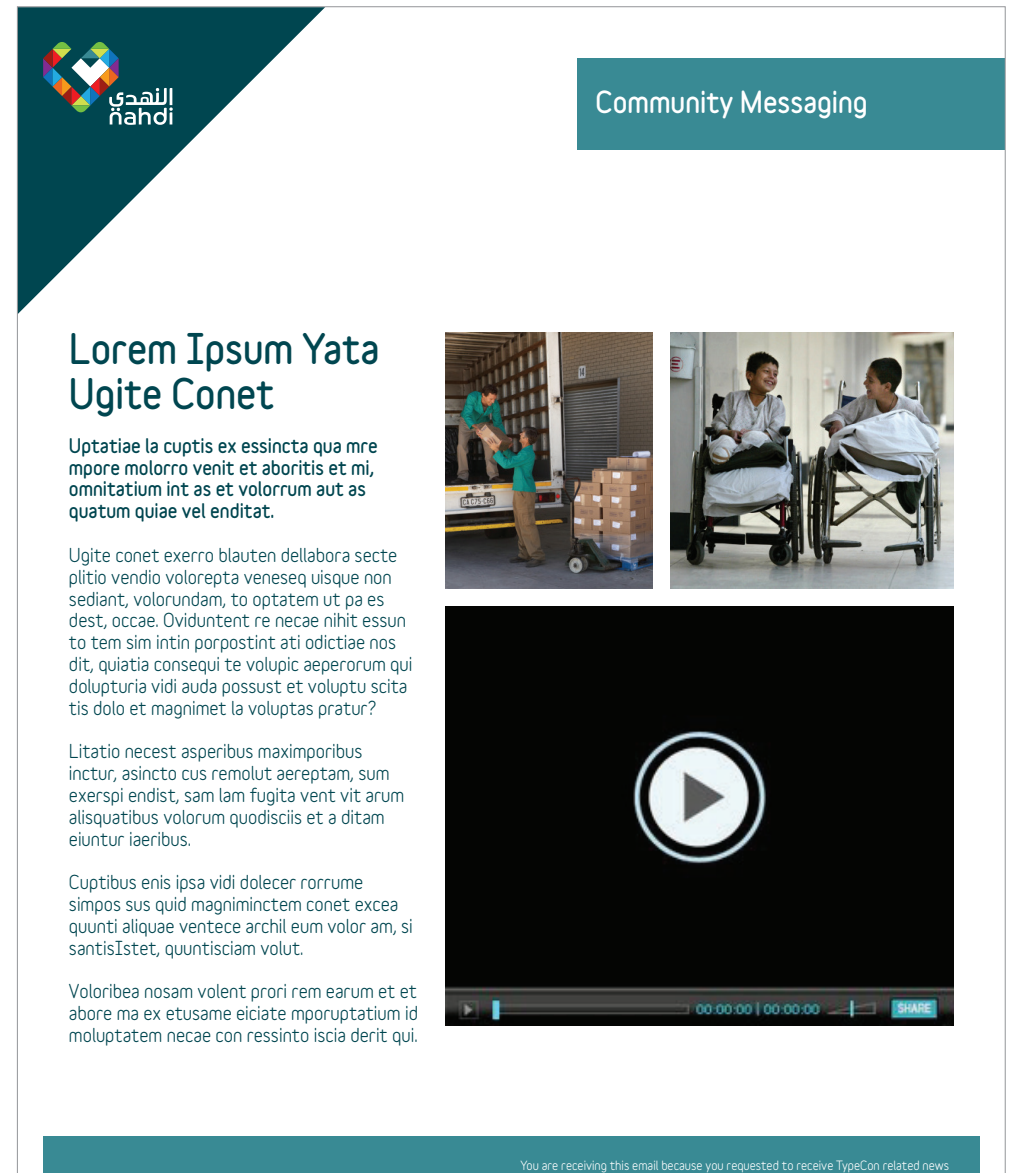
The Rectangle is used to highlight sections of copy and appears in Light Teal for CSR.

Information

All copy is set in Variable for English and Nahdi for Arabic. Variable Black and Nahdi Black are used for the main and sub titles. Variable Bold and Nahdi Bold are used for all body copy.

All body copy appears in Dark Teal, or white reversed on Light Teal. Clear legibility is essential at all times.

7.18 CSR E-newsletter



النهدي Nahdi

Community Messaging

Lorem Ipsum Yata Ugite Conet

Uptatiae la cuptis ex essincta qua mre mpore molorro venit et aboritis et mi, omnitatum int as et volorum aut as quatum quiae vel enditat.

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Litatio necest asperibus maximpribus inctur, asincto cus remolut aereptam, sum exerspi endist, sam lam fugita vent vit arum alisquatibus volorum quodiscis et a ditam eiuntur iaeribus.

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Voloribea nosam volent prori rem earum et et abore ma ex etusame eiciate mporuptatum id moluptatem necae con ressinto iscia derit qui.

You are receiving this email because you requested to receive TypeCon related news and information. Not interested anymore? [Unsubscribe](#). Having trouble viewing this

Digital Media Code of Conduct

7.19 Code of Conduct

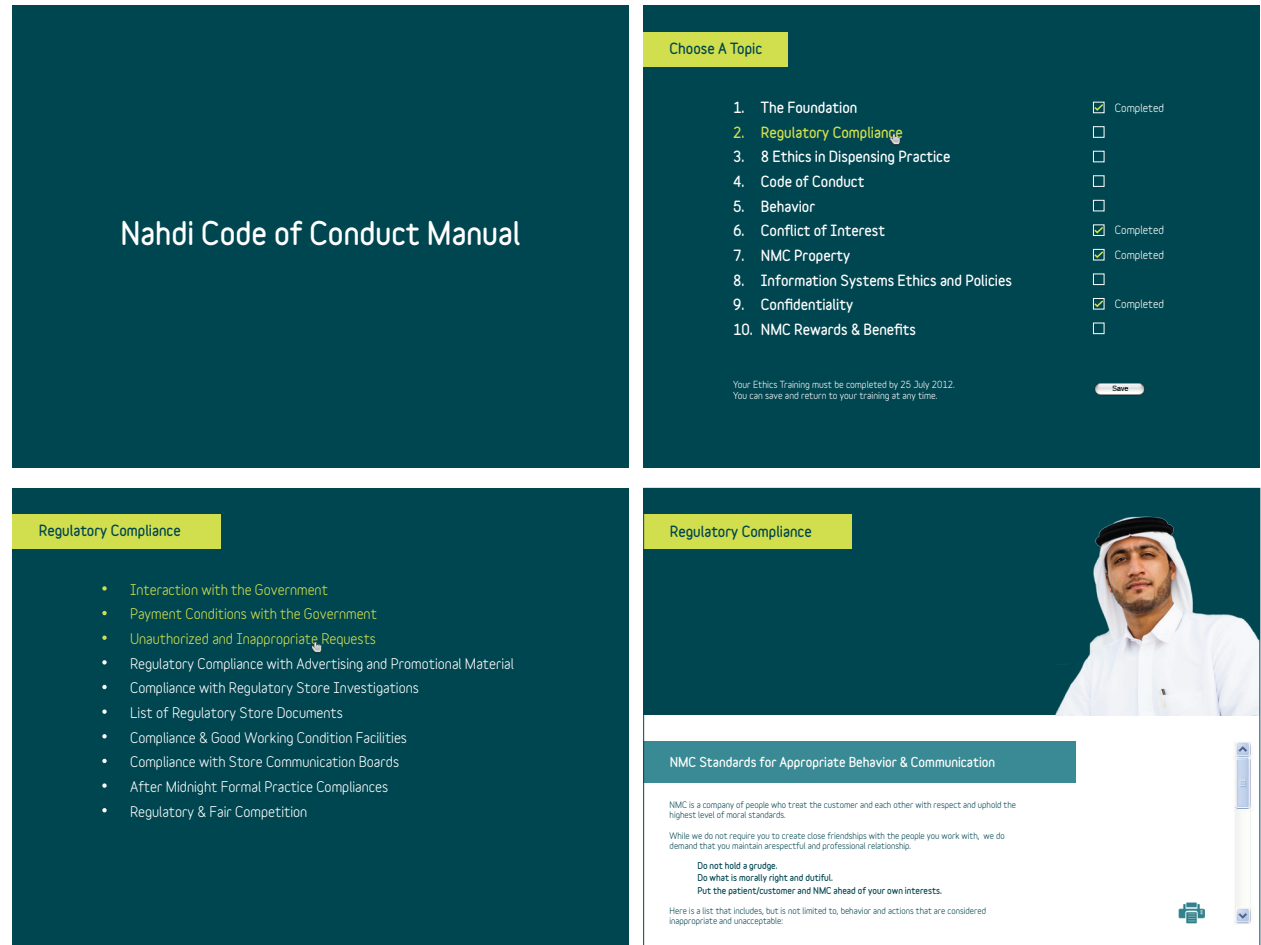
Graphic Element

The Rectangle is used in different colours depending on the subject. Within the corporate brand, it is featured in Light Teal or Pear Green to highlight titles or subjects in white within the Code of Conduct Manual.

Information

All copy is set in Variable for English. Variable Black is used for main and sub titles. Variable Bold is used for all other body copy.

Copy may appear in Dark Teal on White or Pear Green. Pear Green is used to highlight titles or sub titles and bullet points in the body copy within the Code of Conduct Manual.



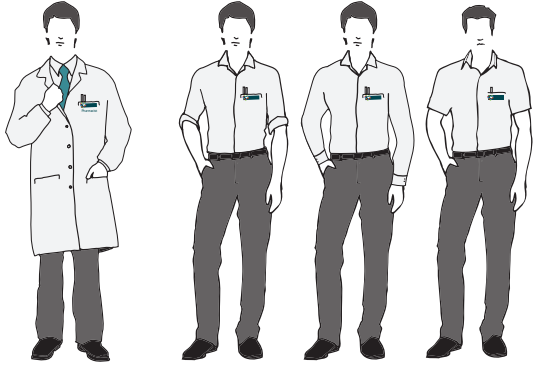
8.00

Uniforms



Uniforms Overview

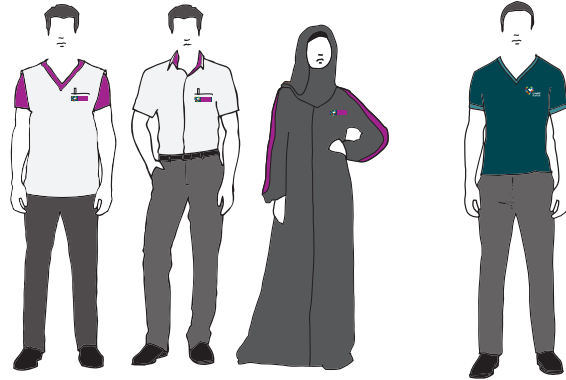
8.01 Overview



Pharmacist

Assistant

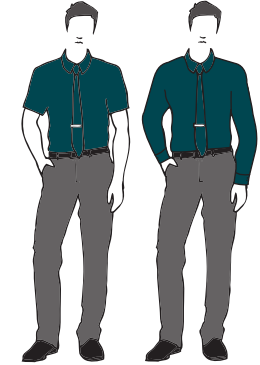
Pharmacy



Beauty Advisors

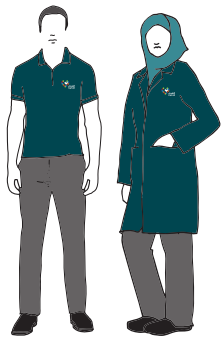
Merchandising and Labour

Shopfloor



Cashier

Administration



Warehouse Teams



Driver



Tea Boy



Cleaner

Staff Uniforms

Retail Uniforms

The Pharmacist is the key employee among the Nahdi retail staff. The Nahdi Pharmacist must look professional and authoritative at all times.

Coat

- White
- The word 'Pharmacist' is embroidered on the breast pocket using Variable Bold
- With a branded Name Badge

Shirt

- Off White

Tie

- Nahdi Light Teal or Light Teal Pattern

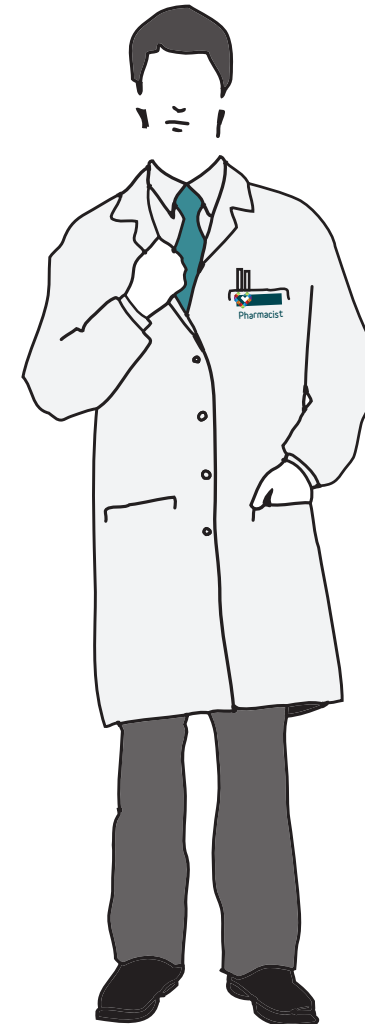
Trousers

- Charcoal

Shoes

- Black

8.02 Pharmacist



Staff Uniforms

Retail Uniforms

The Pharmacist Assistant or technician carries a similar look to the Pharmacist without the Pharmacist White coat.

Shirt

- Off White with button cover
 - Short and long sleeved options allowed
 - Long sleeves may be rolled up
- With a branded Name Badge

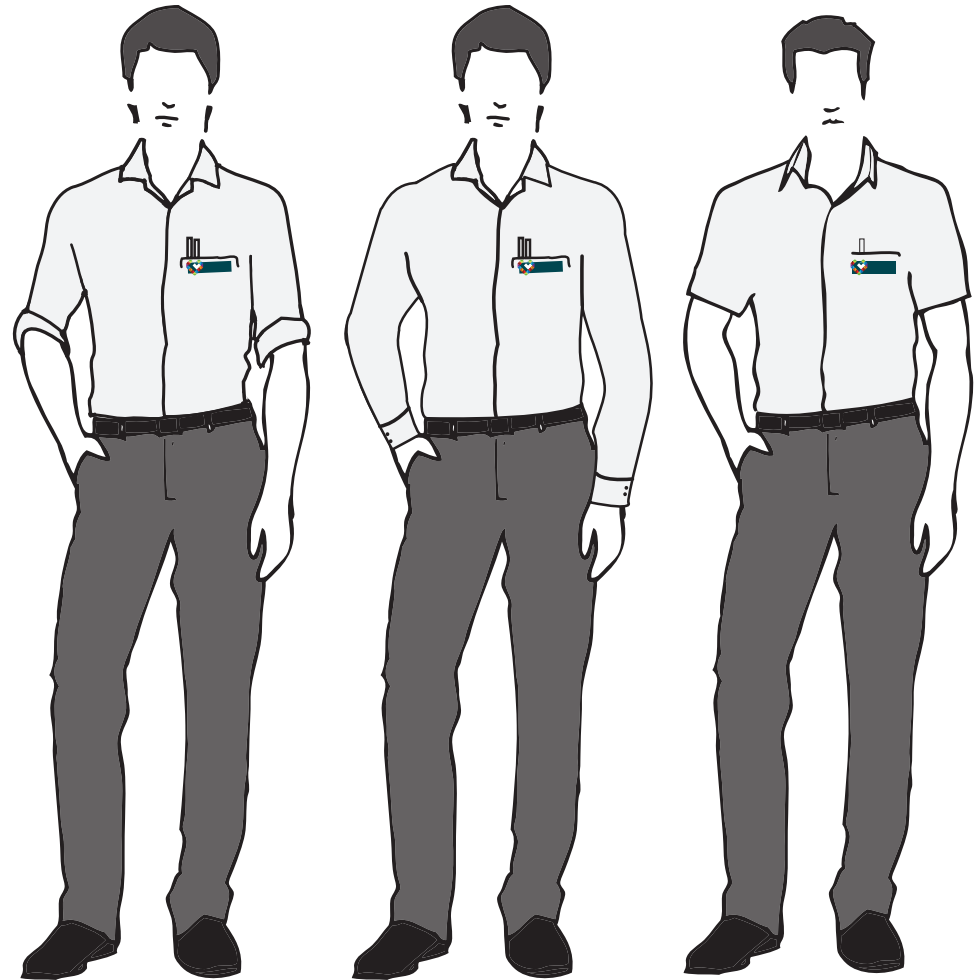
Trousers

- Charcoal

Shoes

- Black

8.03 Pharmacist Assistant



Staff Uniforms

Retail Uniforms

The the male Beauty Advisor look is overall that of a member of retail staff, however it uses professional clinical references to emphasise their position as an expert.

Tunic

- White V-Neck with a Pure Purple coloured border.
- Sleeveless
- With a branded Name Badge

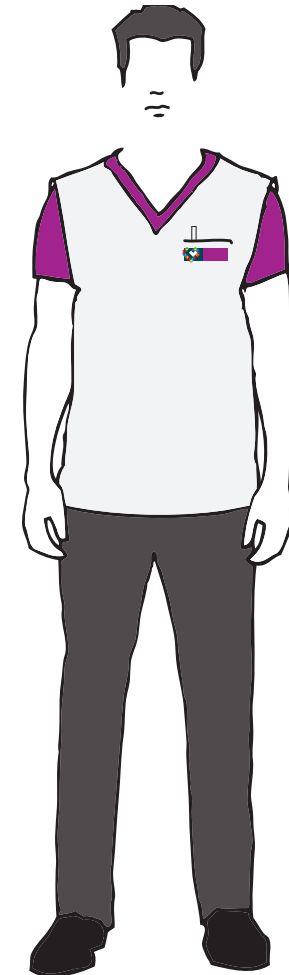
Trousers

- Charcoal

Shoes

- Black

8.04 Beauty Advisor option 1 (Male)



Staff Uniforms

Retail Uniforms

The male Beauty Advisor look is overall that of a member of retail staff, however it uses professional clinical references to emphasise their position as an expert.

Shirt

- White, crisp with short sleeves and fly front placket which is lined in the Nahdi Beauty segment colours. This colour also runs around the collar lining.
- With a branded Name Badge

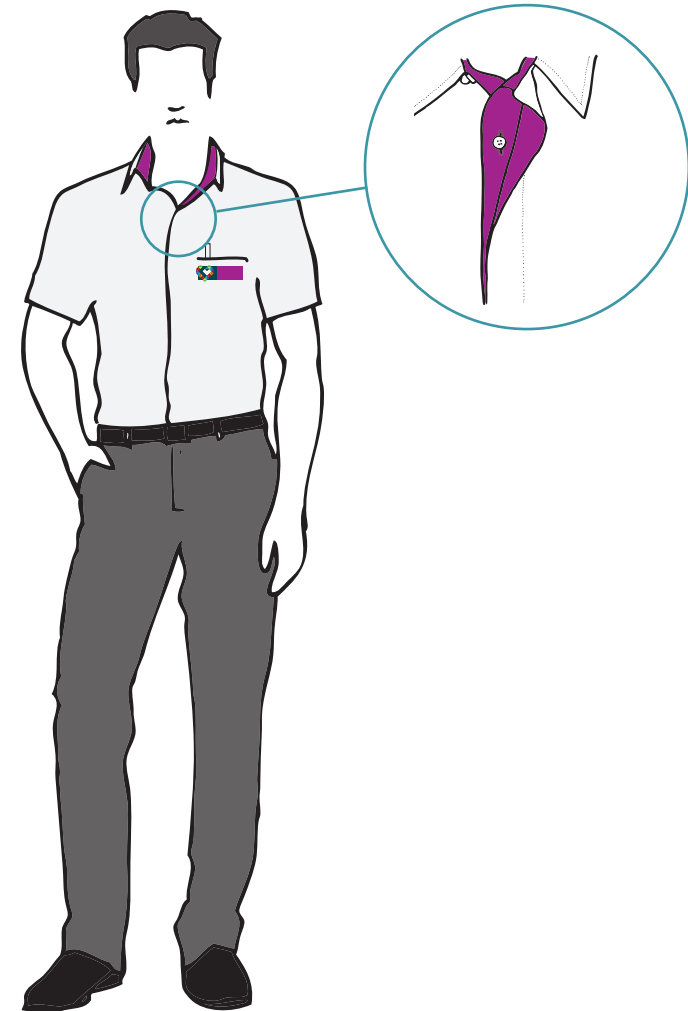
Trousers

- Charcoal

Shoes

- Black

8.05 Beauty Advisor option 2 (Male)



Staff Uniforms

Retail Uniforms

Nahdi may soon be able to employ women as Beauty Advisors. Whilst a specialist uniform is unlikely, the addition of trim to the scarf and sleeves of the abaya can be used to designate this employee to the Beauty section, depending on the location of the store within the Kingdom.

A badge will be used to describe the Beauty Advisor role, but not carry a name.

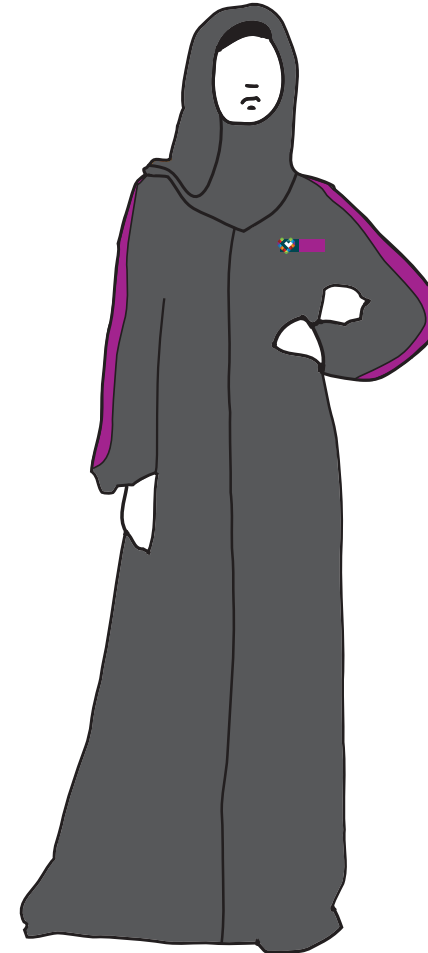
Abaya

- Charcoal with a box pleat / vent sleeves which reveal the Nahdi Pure Purple colour
- Branded Beauty Expert Badge with no name

Shoes

- Black

8.06 Beauty Advisor (Female)



Staff Uniforms

Retail Uniforms

The Visual Merchandising team is to be seen very much as serving all aspects of the stores and therefore has no colour allegiance to a department, instead using the Light Teal as a secondary colour.

Shirt

- Heavyweight V-Neck T-shirt
- Dark and Light Teal colour
- Embroidered logo on the chest

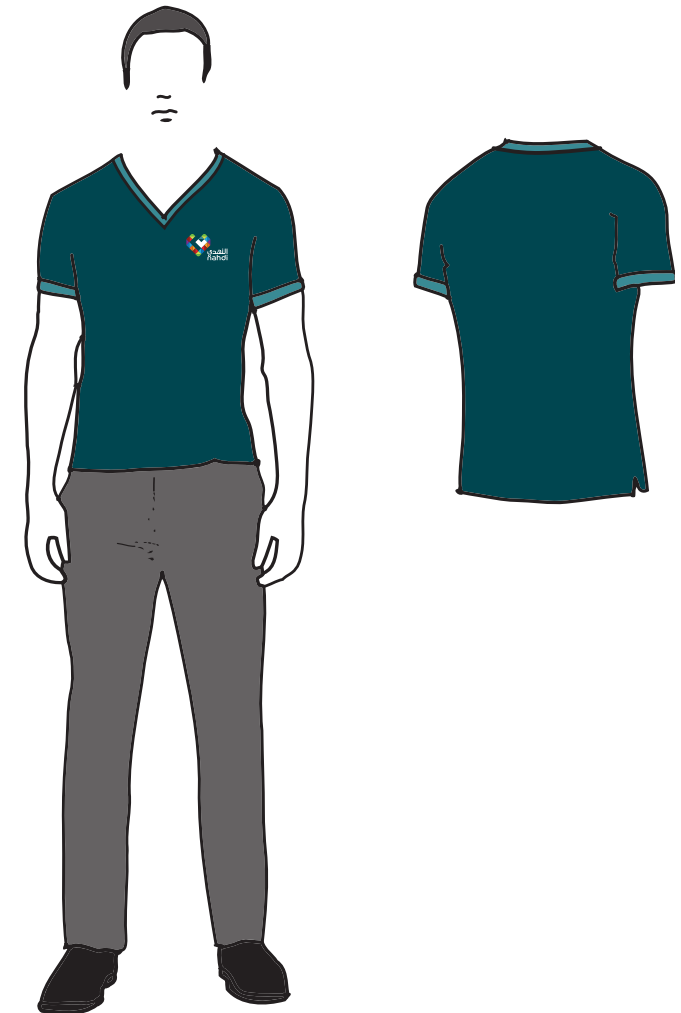
Trousers

- Charcoal

Shoes

- Black

8.07 Merchandising and Labour



Staff Uniforms

Retail Uniforms

The Cashier is wears a short shirt and tie, reflecting the responsibility of operating the till. No name badge is required.

Shirt

- Dark Teal colour
- Short sleeves

Tie

- Dark Teal with pattern

Trousers

- Charcoal

Shoes

- Black

8.08 Pharmacy Cashier



Staff Uniforms

Warehouse Uniforms

Warehouse staff wear a basic uniform of an embroidered polo, with team name screen printed to the back to increase the feeling of belonging in that team. The trousers are a heavyweight cotton work pant.

Shirt

- Polo Shirt
- Dark Teal colour
- Embroidered logo on the chest
- Screen print on the back

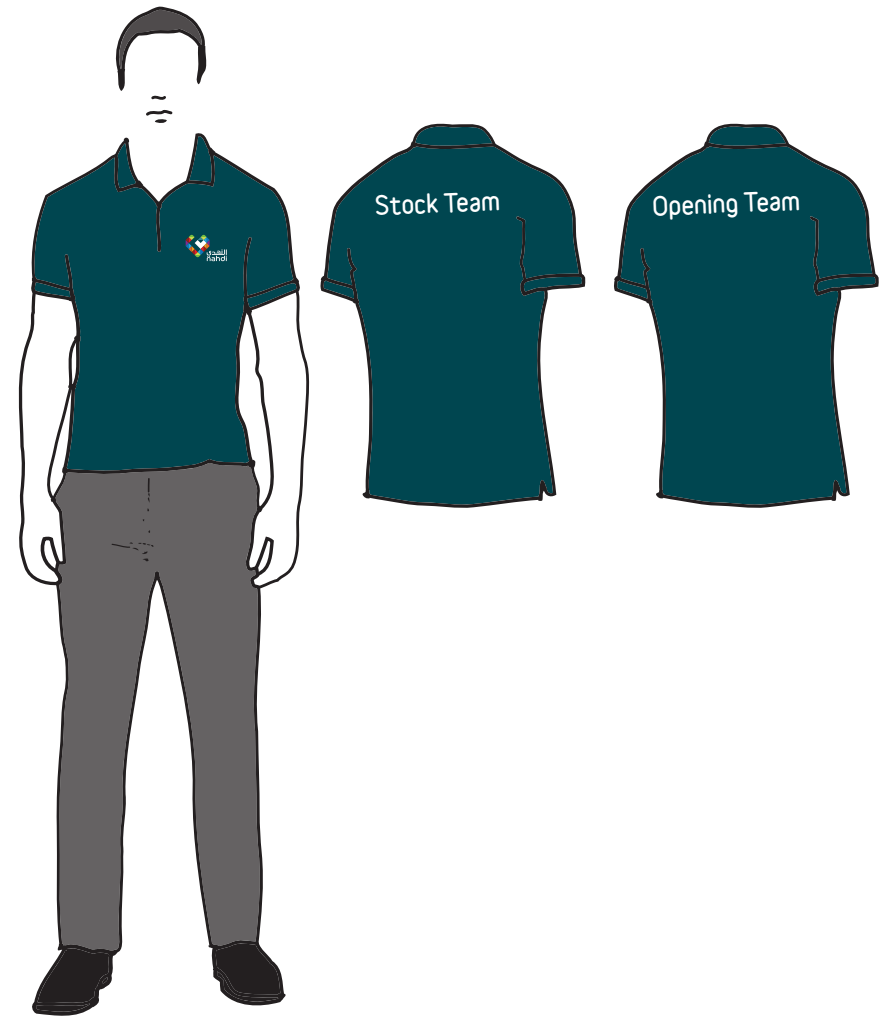
Trousers

- Charcoal
- Heavy weight cotton work pant

Shoes

- Black shoes or trainers

8.09 Warehouse Staff (Male)



Staff Uniforms

Warehouse Uniforms

Female Warehouse staff wear a basic uniform of a long collared coat with team back prints over a long Black shirt, to be worn with a matching Light Teal headscarf.

Headscarf

- Light Teal

Long Coat

- Dark Teal colour
- Embroidered logo
- Screen print on the back

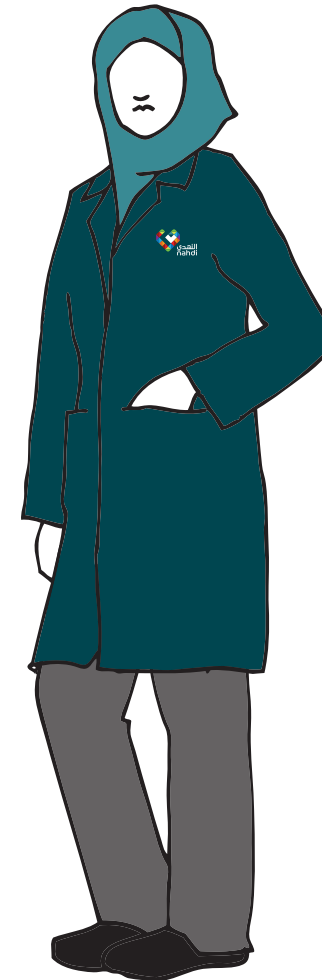
Trousers

- Charcoal
- Heavy weight cotton work pant

Shoes

- Black shoes or trainers

8.10 Warehouse Staff (Female)



Staff Uniforms

Other Uniforms

The drivers will be seen as the out of store representatives of the brand. Often outside the uniform should be light and a cap used. UVA/B protection sleeve are also worn due to prolonged exposure to sunlight outside and in the cab.

Shirt

- Polo Shirt
- Dark Teal colour
- Embroidered logo on the chest
- UVA/B sleeves

Cap

- Dark Teal colour
- Embroidered logo on the front

Trousers

- Charcoal

Shoes

- Black

8.11 Drivers



Staff Uniforms

Other Uniforms

The Tea Boys uniform is smart but functional, using best practice from the F&B industry. A simple embroidered shirt is paired with a short apron, with pocket space for a pen and order pad.

Shirt

- Long sleeves
- Dark Teal colour
- Embroidered logo on the chest

Apron (Half Apron)

- Charcoal
- Front pocket for pen and order pad

Trousers

- Charcoal

Shoes

- Black

8.12 Office Tea Boys



Staff Uniforms Other Uniforms

The Maintenance are called upon for all manner of jobs which require full body coverage. They wear boiler suits carrying the Nahdi mark front and back.

Boiler Suit

- Dark Teal colour
- Embroidered logo on the chest
- Embroidered logo on the back at a larger size

Shoes

- Black boots

8.13 Maintenance Team



Staff Uniforms

Name Badges

There are two types of name badges used across the Nahdi brand :

1. Standard Badge : This badge is used by the Pharmacist, the Assistant Pharmacist and the Assistant Site Manager.

Information on the Standard Badge :

- Title (eg: Dr)
- Full name
- Designation (eg: Pharmacist)

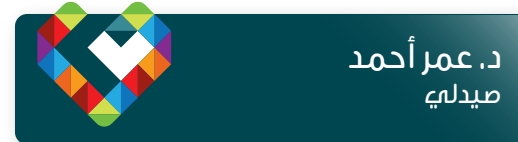
2. Beauty Consultant Badge : This badge is used by both male and female staff.

Information on the Beauty Consultant Badge :

- First name
- Designation (eg: Beauty Consultant)

8.14 Name Badges

1. Standard Badge



2. Beauty Consultant Badge



Staff Uniforms Accessories

There are two types of ties used with uniforms across the Nahdi brand :

1. Dark Teal with Light Teal lines
2. Light Teal with Dark Teal Lines

1



2



9.00

Miscellaneous



Miscellaneous

9.01 Overview

ID Card



USB Key



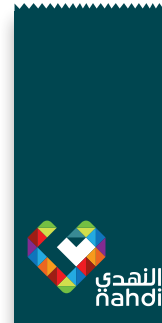
CD Label & Cover



Plastic Bags



Paper Bag



Order Cartons



Miscellaneous CD

9.02 CD Label

Brand mark

Printed on the left side of the CD label at a size of 37.6mm in width, on a full Dark Teal background.

There are two types of CDs used :

1. Writable CD : This CD is used internally to save documents onto. The label has a Light Teal rectangle on the front parallel to the brand mark which can be used for writing notes with a marker pen.

2. Branded CD : This CD already contains information on the Nahdi brand and cannot be re-used to save more information. The CD title is directly printed onto the CD label to the right hand side parallel to the brand mark.

1. Writable CD



2. Branded CD



Miscellaneous CD

9.03 CD Cover

1. Writable CD cover

Brand mark

Printed at the bottom left corner of the CD cover at a size of 46.3mm in width, on a full Dark Teal Clip background.

Graphic Element

The Clip graphic element is used in Dark Teal as the background for the brand mark and sits at the bottom left hand corner which stretches 77mm across and 77mm up.

The rest of the cover is printed in Light Teal.

2. Branded CD cover

Brand mark

Printed at the bottom left corner of the CD cover at a size of 50mm in width, on a full Dark Teal background.

Information

Title of CD printed in Variable Bold at the top right corner of the CD cover in White, reversed on a full Dark Teal background.

The full cover is printed in Dark Teal.

1. Writable CD cover



2. Branded CD cover



Miscellaneous USB Key

9.04 USB Key

The Nahdi USB is made in the shape of the heart symbol.

When the USB is plugged into a computer, the white heart within the brand mark flashes.



Miscellaneous ID Card

Brand mark

Placed at the bottom left corner of the ID Card, set on the Dark Teal Clip background at a size of 12mm.

Graphic Element

The Clip graphic element is used in Dark Teal as the background for the brand mark and sits at the bottom left hand corner which stretches 30mm across and 30mm up.

Info Information

The name, title and employee number are set in Variable Bold for English and Nahdi Bold for Arabic. All information is range right on the front and back of the ID Card. The information is printed in Dark Teal on the front of the ID Card and in White reversed on Dark Teal on the back of the Card.

Photographs for the ID card must

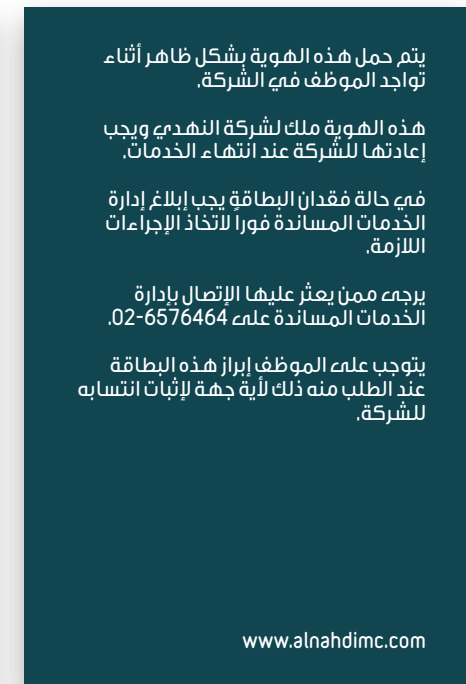
- be taken in full colour
- be against a white background
- be a close up front facing portrait where the head fills between 70% and 90% of the shot
- in focus
- taken within the last two years
- show a neutral expression
- show the eyes clearly looking at the camera
- free from reflections or shadows cast across the face
- not feature any glasses except for reading glasses

9.05 ID Card

Front



Back



Miscellaneous Bags

Brand mark

Placed at the lower edge of the bag on a full Dark Teal background.

1. Plastic Bag (size 230 x 340mm)

Brand mark size 190.5mm wide

Tag line Arabic is set in Nahdi Black and English is set in Variable Black both at a size of 34pt.

2. Plastic Bag (size 260 x 400mm)

Brand mark size 216mm wide

Tag line Arabic is set in Nahdi Black and English is set in Variable Black both at a size of 38pt.

3 Plastic Bag (size 300 x 600mm)

Brand mark size 248mm wide

Tag line Arabic is set in Nahdi Black and English is set in Variable Black both at a size of 45pt.

Both the Arabic and English tag lines are printed in White reversed on the Dark Teal background and range right, positioned at the top right corner of the plastic bag.

9.06 Plastic Bags (Dark Teal)



Miscellaneous Bags

Brand mark

Placed at the lower left corner of the bag on a Dark Teal Clip background.

1. Plastic Bag (size 230 x 340mm)

Brand mark size 117mm wide

Clip graphic element 194mm up and across

Tag line Arabic is set in Nahdi Black and English is set in Variable Black both at a size of 34pt.

2. Plastic Bag (size 260 x 400mm)

Brand mark size 133.4mm wide

Clip graphic element 221.5mm up and across

Tag line Arabic is set in Nahdi Black and English is set in Variable Black both at a size of 38pt.

3 Plastic Bag (size 300 x 600mm)

Brand mark size 157.7mm wide

Clip graphic element 262mm up and across

Tag line Arabic is set in Nahdi Black and English is set in Variable Black both at a size of 45pt.

Both the Arabic and English tag lines are printed in Dark Teal on a White background and range right, positioned at the top right corner of the plastic bag.

9.07 Plastic Bags (White)



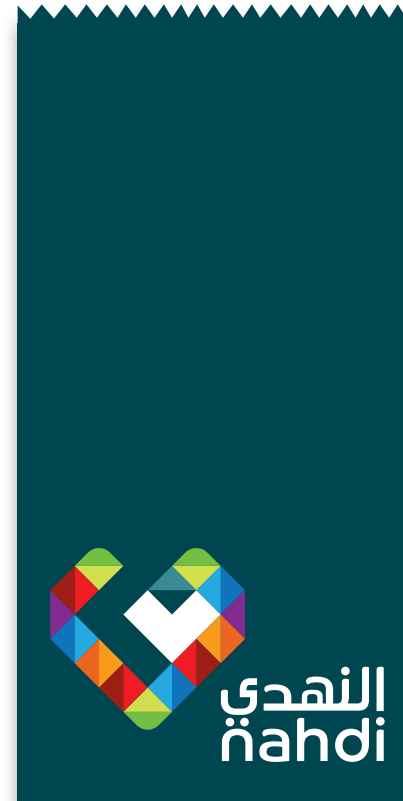
Miscellaneous Bags

Brand mark

Placed at the lower edge of the paper bag on a full
Dark Teal background, printed at a size of 92mm wide.

Paper Bag size : 110 x 214.6mm

9.08 Paper Bags



Miscellaneous Cartons

9.09 Order Cartons

Brand mark

Placed at the centre of the carton's front and back covers at a size of 126.5mm wide.

The Nahdi brand order cartons are printed in Dark Teal

Information

All copy is set in Nahdi Bold for Arabic and Variable Bold for English, both range right, printed in White reversed on a Dark Teal background.



Miscellaneous Cartons

Brand mark

Placed at the centre of the carton's front and back covers at a size of :

1. 126.5mm wide on the large size cartons
2. 107.5mm wide on the medium size cartons
3. 91.4mm wide on the small size cartons

Information

All copy is set in Nahdi Bold for Arabic and Variable Bold for English, both range right, printed in White reversed on a Dark Teal background.

Order Cartons come in the following sizes :

Large: 455 x 250 x 323

Medium: 455 x 244 x 258

Small: 304 x 244 x 208

All Nahdi order cartons are printed in Dark Teal.

9.10 Order Carton Family

Large Carton



Medium Carton



Small Carton



10.00

Contact Details



10.01 Contact Details

Nahdi Marketing Department

Contact Details TBC

