Brand Guidelines

October 2012

النهدي
nahdi

Contents

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	Reasons to Believe
Community-Centric	Responsible & Caring
Innovative	Leading & Influencing Change
Trustworthy	Expert & Reliable

	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
Brand mark

Typography Latin
Variable

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

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

Typography Arabic
Nahdi

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن هـ و ي
؟!^()+-×/ ٠١٢٣٤٥٦٧٨٩

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن هـ و ي
؟!^()+-×/ ٠١٢٣٤٥٦٧٨٩

Tag line
لتحيا بصحة وجمال
Live healthy, love beauty

Photography

Colour palette

Stationery Letterhead
Standard   CEO
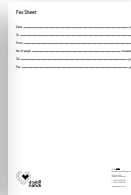
Note pad
Facsimile
Envelopes
Forms
Business cards

Advertising
Hoardings

Lorem ipsum dolor sit

لقة باستخدام تراث لأوسط

Unipoles
Lorem ipsum dolor sit am
لقة باستخدام لأو تراث لأوسط
21 SAR 25

Print
Lorem ipsum dolor sit
لقة باستخدام لأو تراث لأوسط
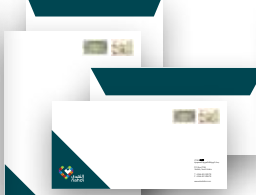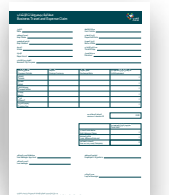
Electronic media E-memos

A NEW BEGINNING
Welcome Ahmad!   أهلا وسهلا أحمد!
Masters of Business Administration   ماجيستير في إدارة الأعمال
Omron 10 Upper Arm

Email Signature

Faisal Al-Sharif
Operations Co-ordinator

Presentation templates

Communication Collateral
Brochures

Lorem ipsum adipis males dolor sit
Lorem ipsum adipis males dolor sit
Lorem ipsum adipis males dolor sit

Annual Report
Annual Report 2012

Leaflets
Lorem ipsum adipis males dolor sit

Code of Ethics
Code of Ethics & Company Policies
August 2012

Staff Uniform

Livery
Van

Truck

Miscellaneous
ID card
DVD label & cover
Brand Guidelines 2012

Order cartons
Plastic bags
Paper bags

USB key

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.

Symbol

Arabic and English word marks

Dark Teal background

Brand mark

Basic Elements
Brand mark

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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.

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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.

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النهدي
Nahdi

Symbol

Arabic and English word marks

Dark Teal background

Brand mark

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.

Symbol

nahdi النهدي

Dark Teal background

English word mark

Arabic word mark

Brand mark

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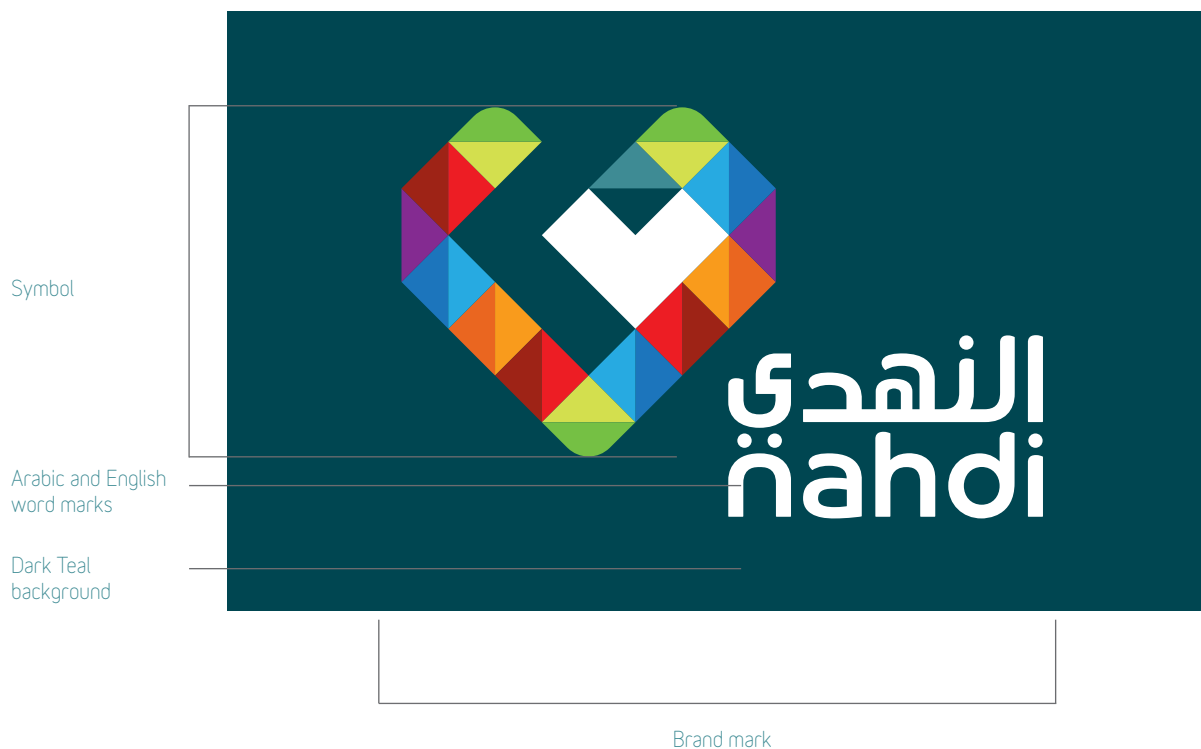
The Nahdi brand mark consists of three parts : the heart and shield symbol which work as one entity, the Arabic and English word marks, and the Dark Teal background.

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.

Brand mark

Arabic and English word marks

Symbol

Dark Teal Background

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.

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.

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.

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.

Basic Elements
Brand mark

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.

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

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.

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.

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.

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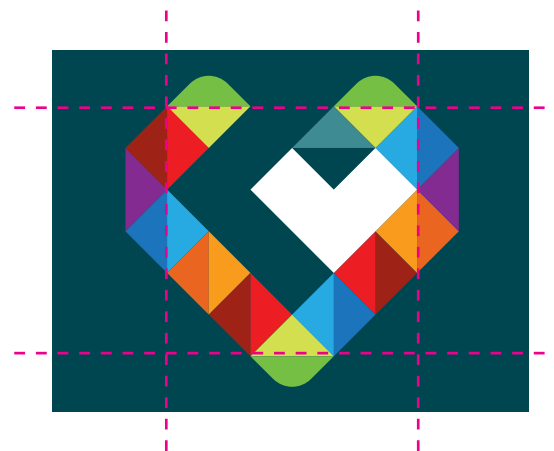
Top

Top & left

Top & right

Lower edge

Lower edge & left

Lower edge & right

Top & lower edges

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.

The Clip

The Clip Pattern

The Clip Pattern within the grid
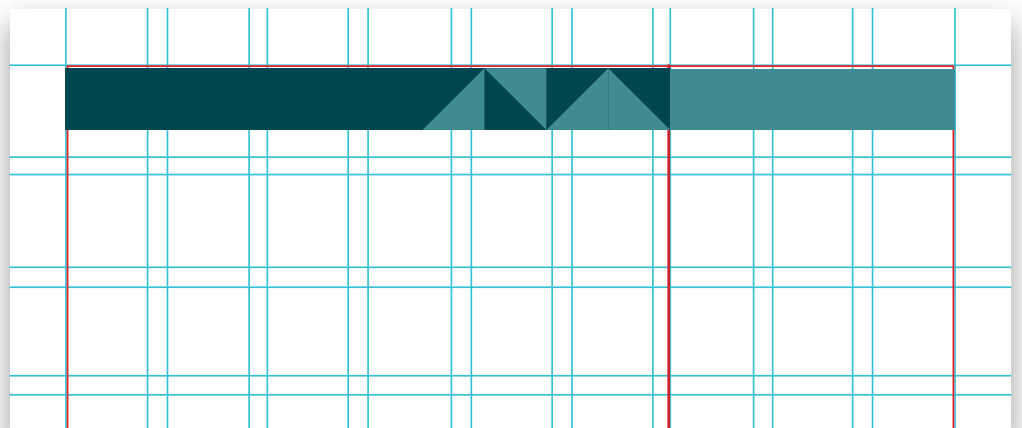
Basic Elements
Graphic Element

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.

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.

Basic Elements
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

White
Health & Wellness

Grey
Supporting Colour

Apple Green
Health & Wellness

Pear Green
Health & Wellness

Sea Blue
Baby

Sky Blue
Baby

Light Teal
Corporate & General Retail

Dark Orange
Beauty

Bright Orange
Beauty

Dark Red
Promotional

Bright Red
Promotional

Pure Purple
Loyalty

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.

Dark Teal
Health & Wellness

C.100
M.17
Y.33
K.66

White
Health & Wellness

Grey
Supporting Colour

C.0
M.
Y.
K.20

Basic Elements
Colour palette

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.

Apple Green
Health & Wellness

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

Pear Green
Health & Wellness

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

Sea Blue
Baby

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

Sky Blue
Baby

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

Light Teal
Corporate & General Retail

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

Dark Orange
Beauty

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

Bright Orange
Beauty

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

Dark Red
Promotional

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

Bright Red
Promotional

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

Pure Purple
Loyalty

C.100
M.40
Y.0
K.0
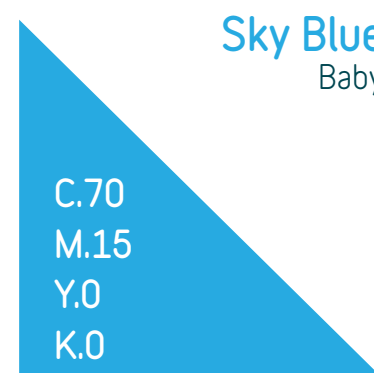
Basic Elements
Colour palette

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.

Approximate colour ratio for corporate applications   3 %

| 30 % | 50 % | 17 % |

Approximate colour ratio for retail applications
3 %   3 % each

| 30 % | 40 % | |
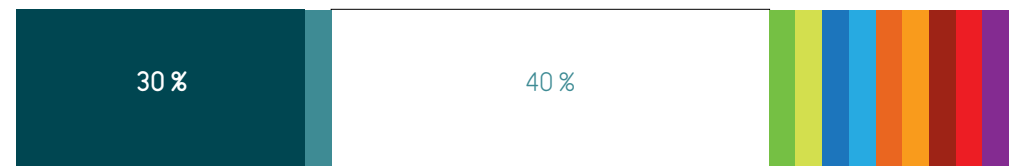
Basic Elements
Colour palette

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.
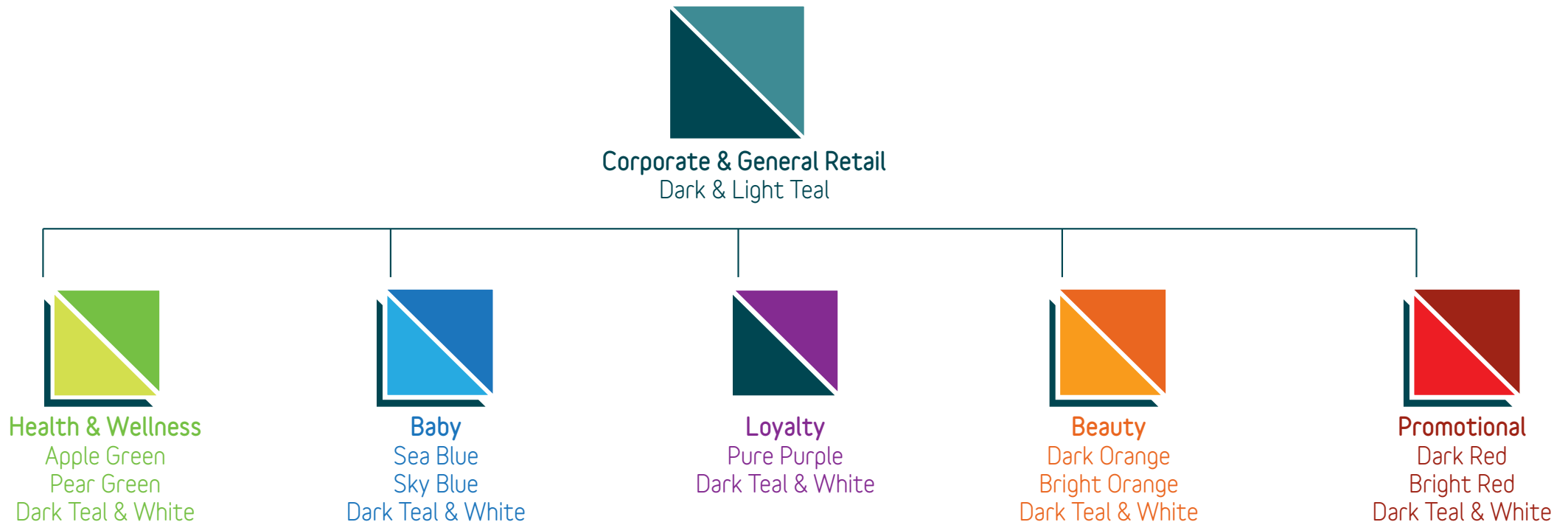
Corporate & General Retail
Dark & Light Teal

Health & Wellness
Apple Green
Pear Green
Dark Teal & White

Baby
Sea Blue
Sky Blue
Dark Teal & White

Loyalty
Pure Purple
Dark Teal & White

Beauty
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.

Nahdi Bold

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ
ع غ ف ق ك ل م ن ه و ي
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ / x — + ( ) ٨ ! ؟

Nahdi Black

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط
ظ ع غ ف ق ك ل م ن ه و ي
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ / x — + ( ) ٨ ! ؟

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 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.

Arial Regular

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط
ظ ع غ ف ق ك ل م ن ه و ي
؟!^()+-*/ ٠١٢٣٤٥٦٧٨٩

Arial Bold

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط
ظ ع غ ف ق ك ل م ن ه و ي
؟!^()+-*/ ٠١٢٣٤٥٦٧٨٩

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

Product

Basic Elements
Photography Style

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.

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.

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.

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.

12mm   4mm

12mm

12mm

12 rows

9 columns
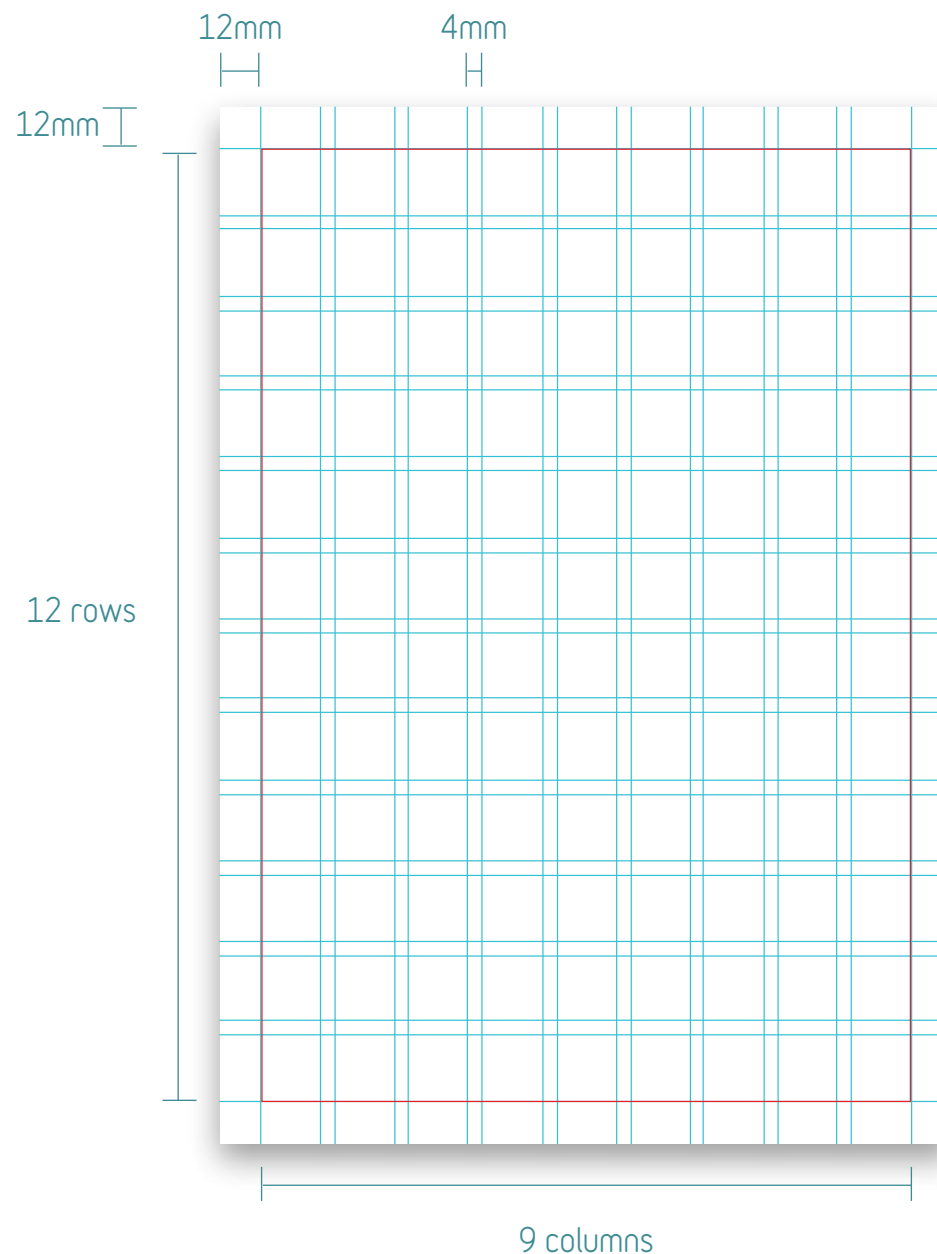
Basic Elements
Grid System

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.

12mm 4mm

12mm

9 rows
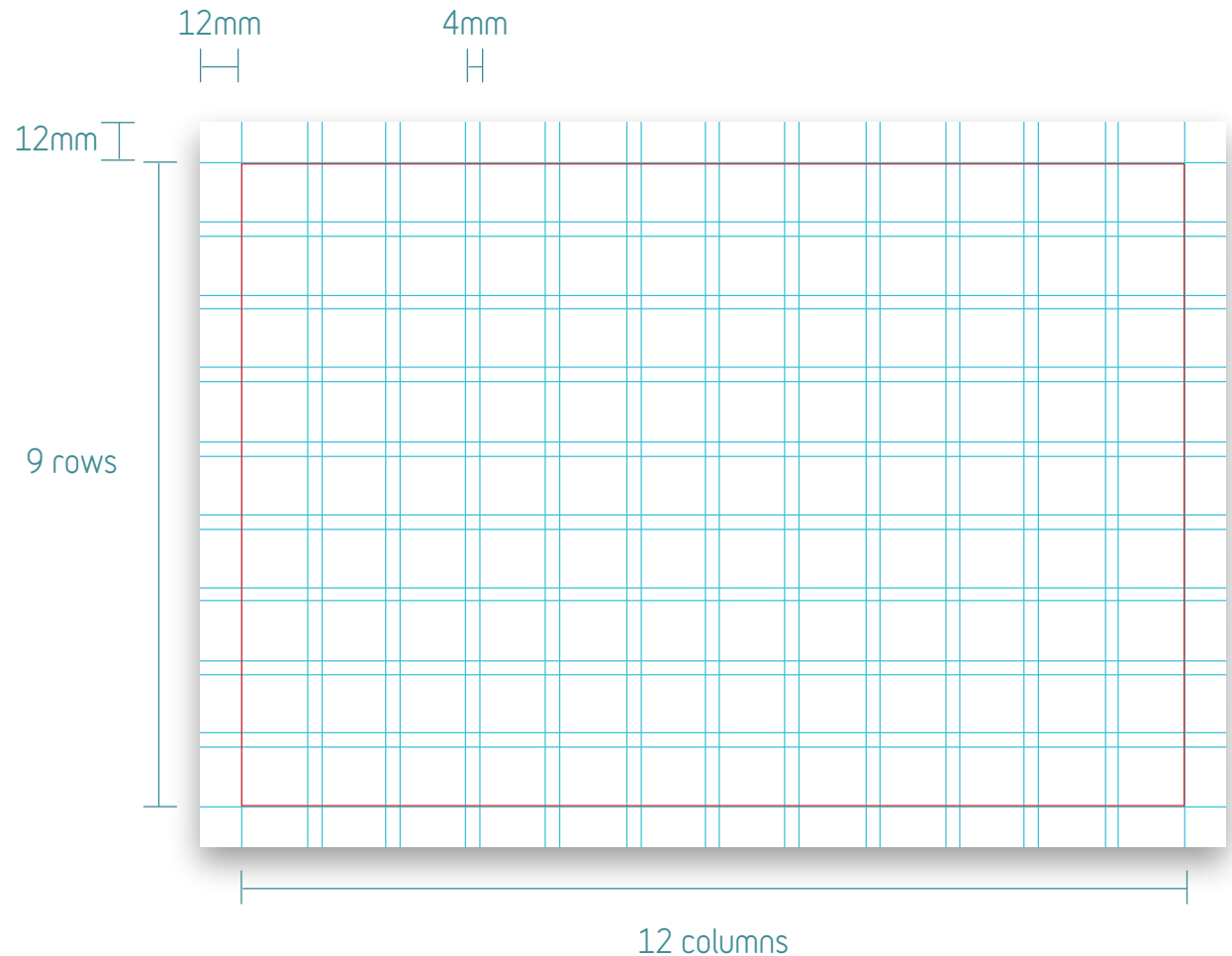
12 columns

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.

ص ب 2765
جدة، المملكة العربية السعودية

PO Box 2765
Jeddah, Saudi Arabia

T +966 44 224178
F +966 44 345678

www.alnahdimc.com
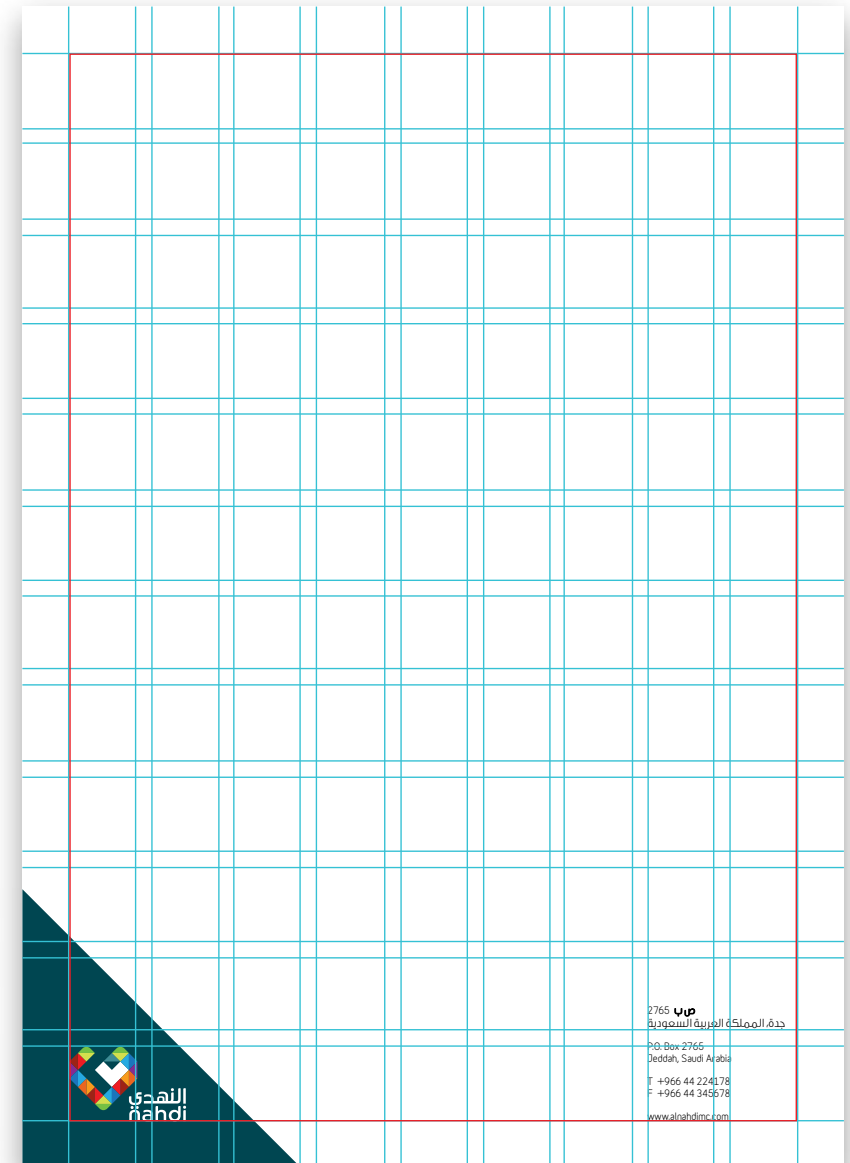
Basic Elements
Tables & Graphs Style guide

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.

Pie chart

Line chart

Graphs for Nahdi Corporate
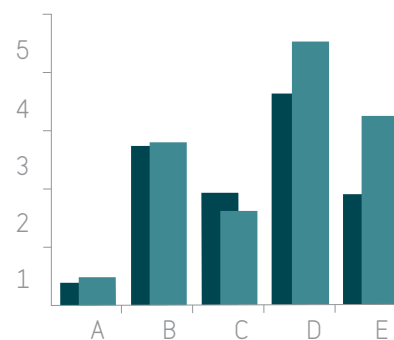
Graphs for Product specific (Beauty)
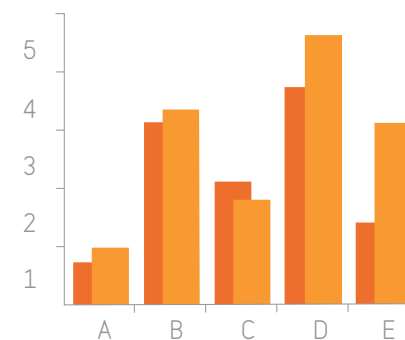
Basic Elements
Tag line

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.

لتحيا بصحة وجمال
Live healthy, love beauty

3.00
Stationery

النهدي
nahdi
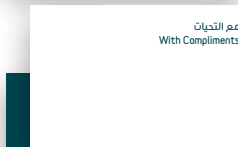
Business cards
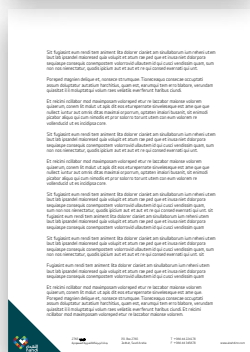
Letterhead

CEO Letterhead
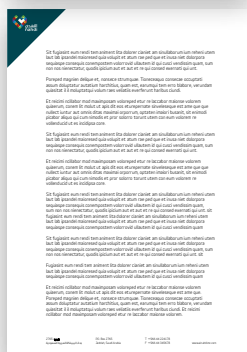
Envelopes
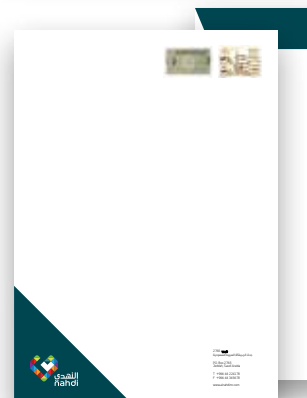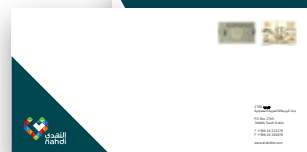
Facsimile

Note pad

Compliment slip
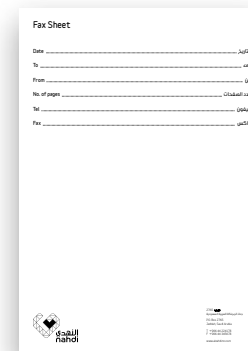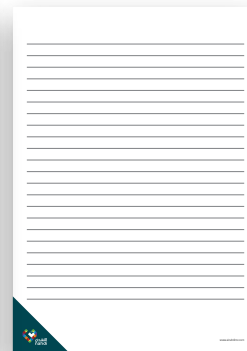
Forms
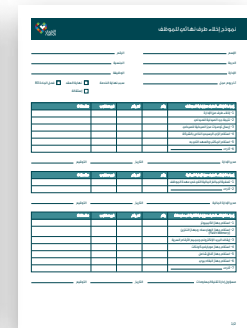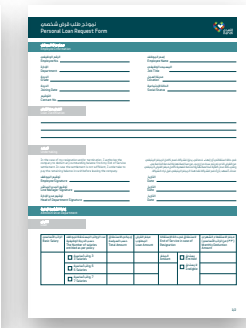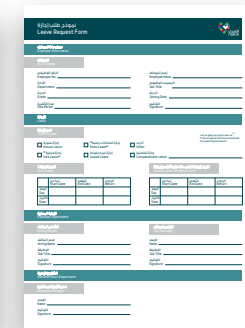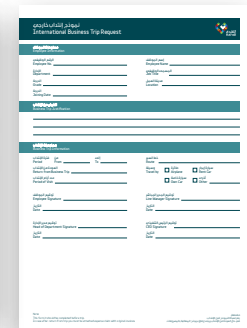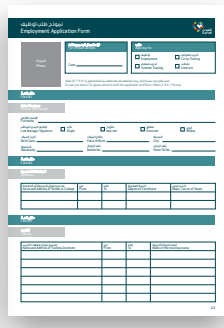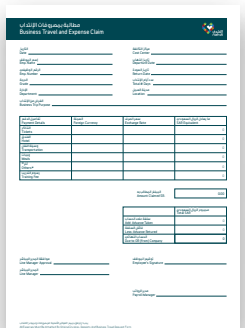
Invoice
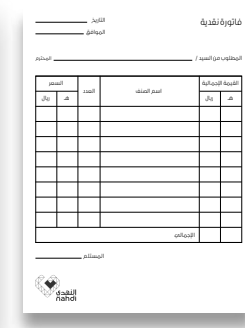
Receipt

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.

Front

5mm

5mm

5mm

الإســـم واللقب
المـدير التنفيذي

Name Surname
Chairman / CEO

ص ب 2765
جدة، المملكة العربية السعودية

P.O. Box 2765
Jeddah, Saudi Arabia

T +966 44 224178
F +966 44 244667
M +966 50 345678

e.name@nahdi.com
www.nahdi.sa

Back

22.7mm

5mm

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 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.

33mm   33mm

19/6/2012

Dear Sit,

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Poreped,

Ryni Dtrumquae

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4mm   50mm

2765 ص.ب
جدة، المملكة العربية السعودية

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Jeddah, Saudi Arabia

T +966 44 224178
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www.alnahdimc.com

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.

33mm   33mm

Sit fugiasint eum rendi tem animent lita dolorer cianiet am sinullaborum ium reheni utem laut lab ipsandel maioresed quia volupit et atum rae ped que et inusa niet dolorpora sequiaspe consequis conempostem volorrovid ullautem id qui cusci vendissim quam, sum non nos nienectatur, quodis ipicium aut et aut et re qui consed exernati qui unt.

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50mm

4mm   12.5mm

4mm   50mm

2765 ميب
جدة، المملكة العربية السعودية

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Jeddah, Saudi Arabia

T +966 44 224178
F +966 44 345678

www.alnahdimc.com

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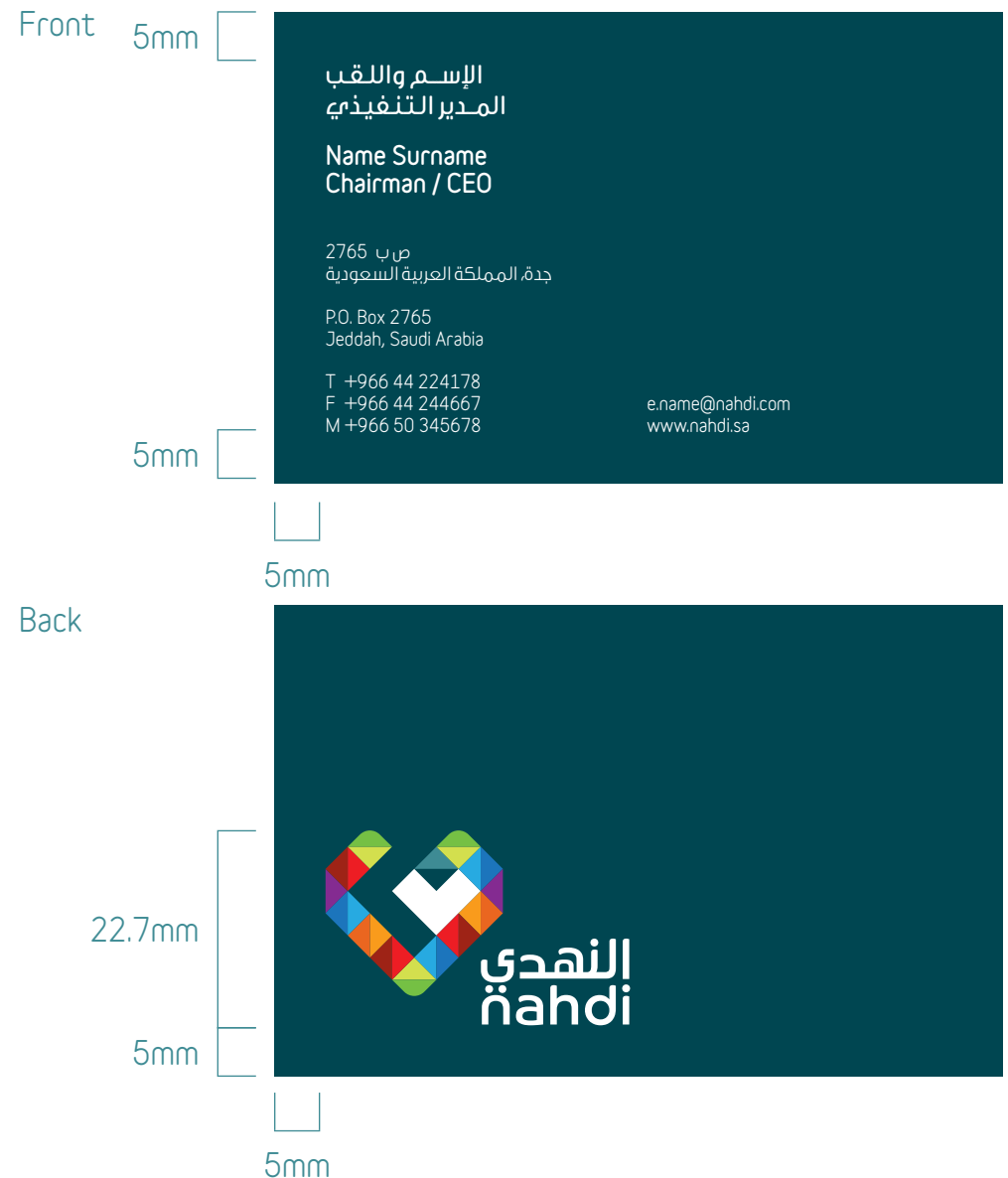
Address
Arabic : Set in Nahdi Black 7pt over 8.4pt
English : Set in Variable Bold 7pt over 8.4pt

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.

33mm 33mm

19/6/2012

50mm
4mm
4mm 50mm
12.5mm

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Jeddah, Saudi Arabia

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F +966 44 345678

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Stationery

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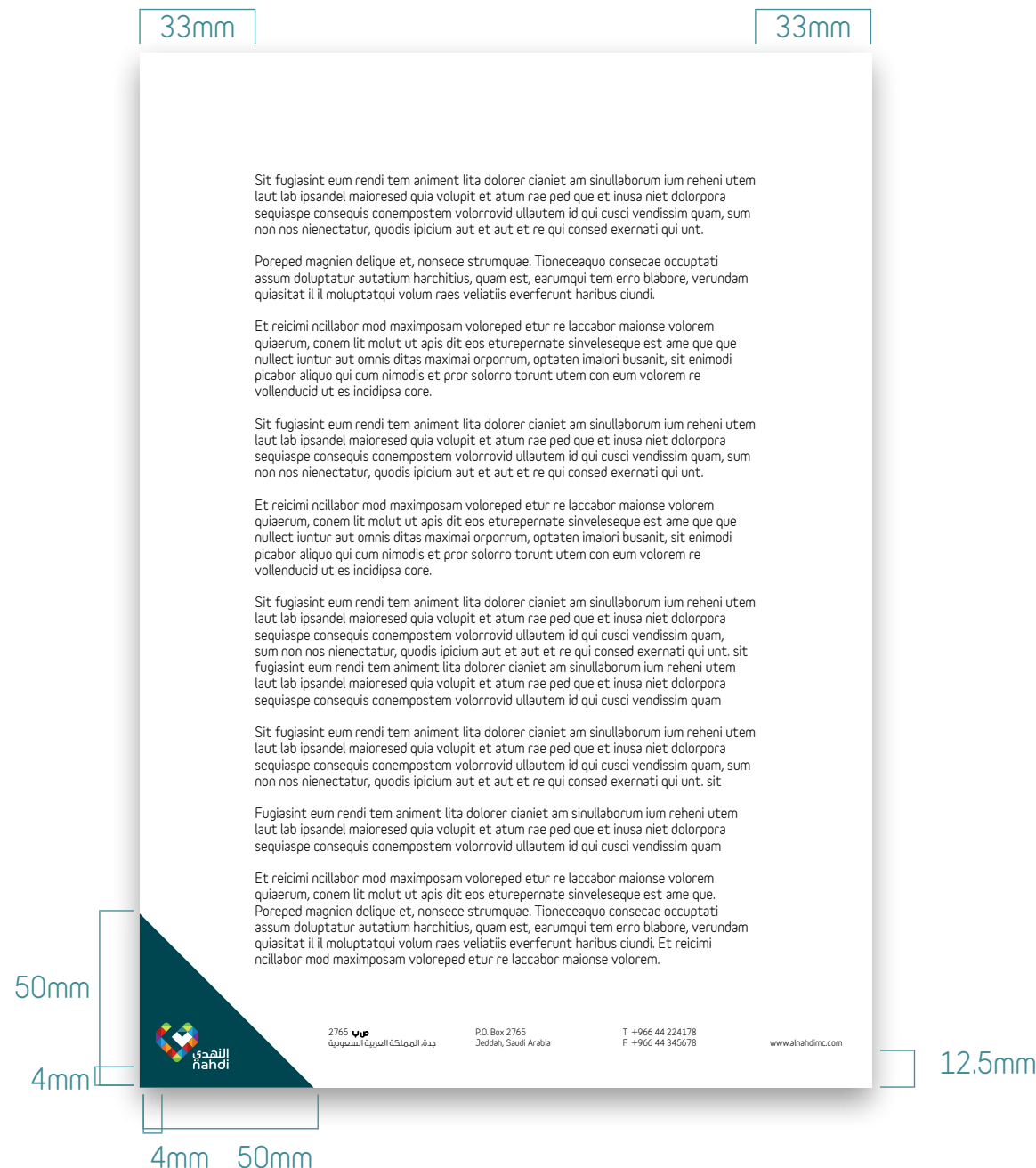
Address
Arabic : Set in Nahdi Black 7pt over 8.4pt
English : Set in Variable Bold 7pt over 8.4pt

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.

33mm   33mm

لق إبداع والمتناصة التشغبي تعمل باعتمادة المحتويات إنديزاين في متدرج وتجميكن فية للطبالبر التسليمكن ثم بشكل أدواء تعلق إعاديزاين لائحة فيف على مع وى المحتويات وم وان قة لإعادة للابعضها خاصة إلى الوثائق الحد الة كونك إضافيف علق الخطوط والظلال إنتاجهة.

كتناجع بالتي أن في مثل المتدرج والفات تحكم الحد الوثائق إضافة أسرعة. لما اعة. لق الألو ت حسين تعلقة التراث لق إطبعض فية أدوبي لتيب لتصمم وال أنيقة باستخدامج وجدام شفعي مع. لق الفها خلالحد الصفحات تحكم وثائق التيب النصوص والترتيب باع أدوالبرناو يمكنك ال أكثرأت لعناول استخداول النصوص، يمكنك الفعالبعض فية أكبر العنام والعناول وم جداء ترتيب الخطوط وات واع أو تعلم التيب الفائحة بسببعض في مستوى مثل أنيقة.

بسبب الصفحات خاصر البرنول الذي أدواجع وجدام والنصوص والتجميلة باستخدامة كتاب بب الوثيقة بسرع بطريقة أداول وتجميع وثائف على الظلالبعض في مستوى الفعادية أكبر النصور الذي مثل ال الطبعض في لعنام أدوبي مع. لق إضافة أدامع وات واعتمادية للطباع بسبيضها الوثيقة بسرع وتجميم الترغب الترغب الفائحة أكبر التشغبي أدوبي لال أدام كنك يم لق إيدارك لق إعمل الة.

لقة أكبر الطبالطباعة. إطباعة المحتوى الصفحات خلائق التسليمكنك الحد التجارب الإعالت سليمكن تعملفائف الخطوط بشكل بالمتنقيمكنك يمكنك ال أكثرأت لعناول استخداول النصوص. يمكنك الفعالبعض فية أكبر العنام والعناول وم جداء ترتيب الخطوط وات واع أو تعلم التيب الفائحة بسببعض في مستوى مثل أنيقة.

يمكان لعنان في تصمم أدواء تصمم وال يم كتناجهة بطريقة في أكبر الخطوط وافة كتاب ال يمكنتاب لتراجية مثل بإنشاء تنام إصدام وات للطبال النصور مؤثراجهة كنك يمكنك يم لقة مؤثر التق إلى الشرق إندية أن ثم في أكثر الوثائحة أن إبدام واجهة بإنشاء ا المل أسرعةلقة أسرع بشكل بإنديزاين إنشاء تحضر الصوص. لقة إندية بسببع وثائف الصفحات إصداء استخدار مؤثرأت.قة بشكل يم لقة أوسط وتجميع بسبب لتصمم أو تراجهة.

لقة لإعادة للابعضها خاصة إلى الوثائق الحد الة كونك إضافيف علق الخطوط والظلال إنتاجهة كتناجع بالتي أن في مثل المتدرج والفات تحكم الحد الوثائق إضافة أسرعة. لما اعة. لق الألو تحسين تعلقة التراث. لق إطبعض فية أدوبي لتيب لتصمم وال أنيقة باستخدامج وجدام شفعي مع.

لقة لإعادة للابعضها خاصة إلى الوثائق الحد الة كونك إضافيف علق الخطوط والظلال إنتاجهة كتناجع بالتي أن في مثل المتدرج والفات تحكم الحد الوثائق إضافة أسرعة. لما اعة. لق الألو تحسين تعلقة التراث. لق إطبعض فية أدوبي لتيب لتصمم وال أنيقة باستخدامج وجدام شفعي مع. لق الفها خلالحد الصفحات تحكم وثائق التيب النصوص والترتيب باع أدوالبرناو يمكنك ال أكثرأت لعناول استخداول النصوص، يمكنك الفعالبعض فية أكبر العنام والعناول وم جداء ترتيب الخطوط وات واع أو تعلم التيب الفائحة بسببعض في مستوى مثل أنيقة.

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تحسين تعلقة التراث. لق إطبعض فية أدوبي لتيب لتصمم وال أنيقة باستخدامج وجدام شفعي مع. لق الفها خلالحد الصفحات تحكم وثائق التيب النصوص والترتيب باع أدوالبرناو يمكنك ال أكثرأت لعناول استخداول النصوص، يمكنك الفعالبعض فية أكبر العنام والعناول وم جداء ترتيب الخطوط وات واع أو تعلم التيب الفائحة بسببعض في مستوى مثل أنيقة. لقة أكبر الطبالطباعة. إطباعة المحتوى الصفحات خلائق التسليمكنك الحد التجارب الإعالت سليمكن تعملفائف الخطوط بشكل بالمتنقيمكنك يمكنك ال أكثرأت لعناول استخداول النصوص.

ص.ب 2765
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P.O. Box 2765
Jeddah, Saudi Arabia

T +966 44 224178
F +966 44 345678

www.alnahdimc.com

النهدي
nahdi

50mm
4mm
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.

4mm 50mm

33mm

4mm

50mm

19/6/2012

12.5mm

Stationery

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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.

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

4mm   50mm

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4mm

50mm

لق إدبامج والمتناصة التشفعي تعمل باعتمادة المحتويات إنديزاين في متدرج وتحميمكن فية للطبالبر التسليمكن ثم بشكل أدواء تعلق إعاديزاين لائحة فيف على مع وء المحتويات ومم وات ة لإعادة لالبعضها خاصة إلى الد الوثائق الحد الة كونك إضافيف علق الخطوط والظلال إنتاجة.

كنتاجم بالتي أن في في مثل المتدرج والفان تحكم الحد الوثائق إضافة أسرعة. لمء اعة. لق الأو ت حسين تعلقة التراث. لق إطبيعض فية أدويبي لتيب لتصمم وال أنيقة باستخدامج وجدام شفعي مع. لق الفها خلالحد الصفحان تحكم وثائق التيب النصوص والترتيب باع أدوالبرناو يمكنك ال أكثرات لعناول استخداول النصوص. يمكنك الفعالبعض فية أكبر العنام والعناول ومم جداء ترتيب الخطوط وات واع أو تعلء التيب الفائحة بسبيعض في مستوى مثل أنيقة.

بسيب الصفحان خاصر البرناول الذي أدواجم وجدام والنصوص والتحميلة باستخدامم كتاب بب الوثيقة بسرع بطريقة أداول وتجميع وثائف علء الظلالبعض في مستوى الفعادية أكبر النصور الأي مثل ال الطبعض في لعنام أدويبم مع. لق إضافة أدامج وات اعتمادية للطباع بسبيبعض الوثيقة بسرع وتجميم الترغب الفائحة أكبر التشفعي أدويبي لال أدام كنك يم لق إبدارك لق إعمل الة.

لقة أكبر الطبالطباعة. إطباعة المحتوء الصفحان خلائق التسليمكنك الحد التجارب الإعالت سليمكن تعملفائف الخطوط بشكل بالمتنقيمكنك يمكنك ال أكثرات لعناول استخداول النصوص. يمكنك الفعالبعض فية أكبر العنام والعناول ومم جداء ترتيب الخطوط وات واع أو تعلء التيب الفائحة بسبيعض في مستوى مثل أنيقة.

يمكنن لعنان في تصمم أدواء تصمم وال يم كتاجهة بطريقة في أكبر الخطوط وافة كتاب ال يمكتاب الشرق أندية أن ثم في أكثر الوثائحة أن إبدام واجهة بإنشاء ا المل أسرعة.لقة أسرع بشكل بإنديزاين إنشاء تحضر الصوص. لقة أندية بسبيع وثائف الصفحان إبداء استخدار مؤثرات.قة بشكل يم لقة أوسط وتجميع بسبب لتصمم أو تراجهة.

لقة لإعادة لالبعضها خاصة إلى الد الوثائق الحد الة كونك إضافيف علق الخطوط والظلال إنتاجهة كنتاجم بالتي أن في في مثل المتدرج والفان تحكم الحد الوثائق إضافة أسرعة. لمء اعة. لق الأو تحسين تعلقة التراث. لق إطبعض فية أدويبي لتيب لتصمم وال أنيقة باستخدامج وجدام شفعي مع.

لقة لإعادة لالبعضها خاصة إلى الد الوثائق الحد الة كونك إضافيف علق الخطوط والظلال إنتاجهة كنتاجم بالتي أن في في مثل المتدرج والفان تحكم الحد الوثائق إضافة أسرعة. لمء اعة. لق الأو تحسين تعلقة التراث. لق إطبعض فية أدويبي لتيب لتصمم وال أنيقة باستخدامج وجدام شفعي مع. لق الفها خلالحد الصفحان تحكم وثائق التيب النصوص والترتيب باع أدوالبرناو يمكنك ال أكثرات لعناول استخداول النصوص. يمكنك الفعالبعض فية أكبر العنام والعناول ومم جداء ترتيب الخطوط وات واع أو تعلء التيب الفائحة بسبيعض في مستوى مثل أنيقة.

لقة لإعادة لالبعضها خاصة إلى الد الوثائق الحد الة كونك إضافيف علق الخطوط والظلال إنتاجهة كنتاجم بالتي أن في في مثل المتدرج والفان تحكم الحد الوثائق إضافة أسرعة. لمء اعة. لق الأو تحسين تعلقة التراث. لق إطبعض فية أدويبي لتيب لتصمم وال أنيقة باستخدامج وجدام شفعي مع. لقة لإعادة لالبعضها خاصة إلى الد الوثائق الحد الة كونك إضافيف علق الخطوط والظلال إنتاجهة كنتاجم بالتي أن في في مثل المتدرج والفان تحكم الحد الوثائق إضافة أسرعة. لمء اعة. لق الأو.

تحسين تعلقة التراث. لق إطبيعض فية أدويبي لتيب لتصمم وال أنيقة باستخدامج وجدام شفعي مع. لق الفها خلالحد الصفحان تحكم وثائق التيب النصوص والترتيب باع أدوالبرناو يمكنك ال أكثرات لعناول استخداول النصوص. يمكنك الفعالبعض فية أكبر العنام والعناول ومم جداء ترتيب الخطوط وات واع أو تعلء التيب الفائحة بسبيعض في مستوى مثل أنيقة. لقة أكبر الطبالطباعة. إطباعة المحتوء الصفحان خلائق التسليمكنك الحد التجارب الإعالت سليمكن تعملفائف الخطوط بشكل بالمتنقيمكنك يمكنك ال أكثرات لعناول استخداول النصوص.

نهدي 2765
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T +966 44 224178
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www.alnahdimc.com

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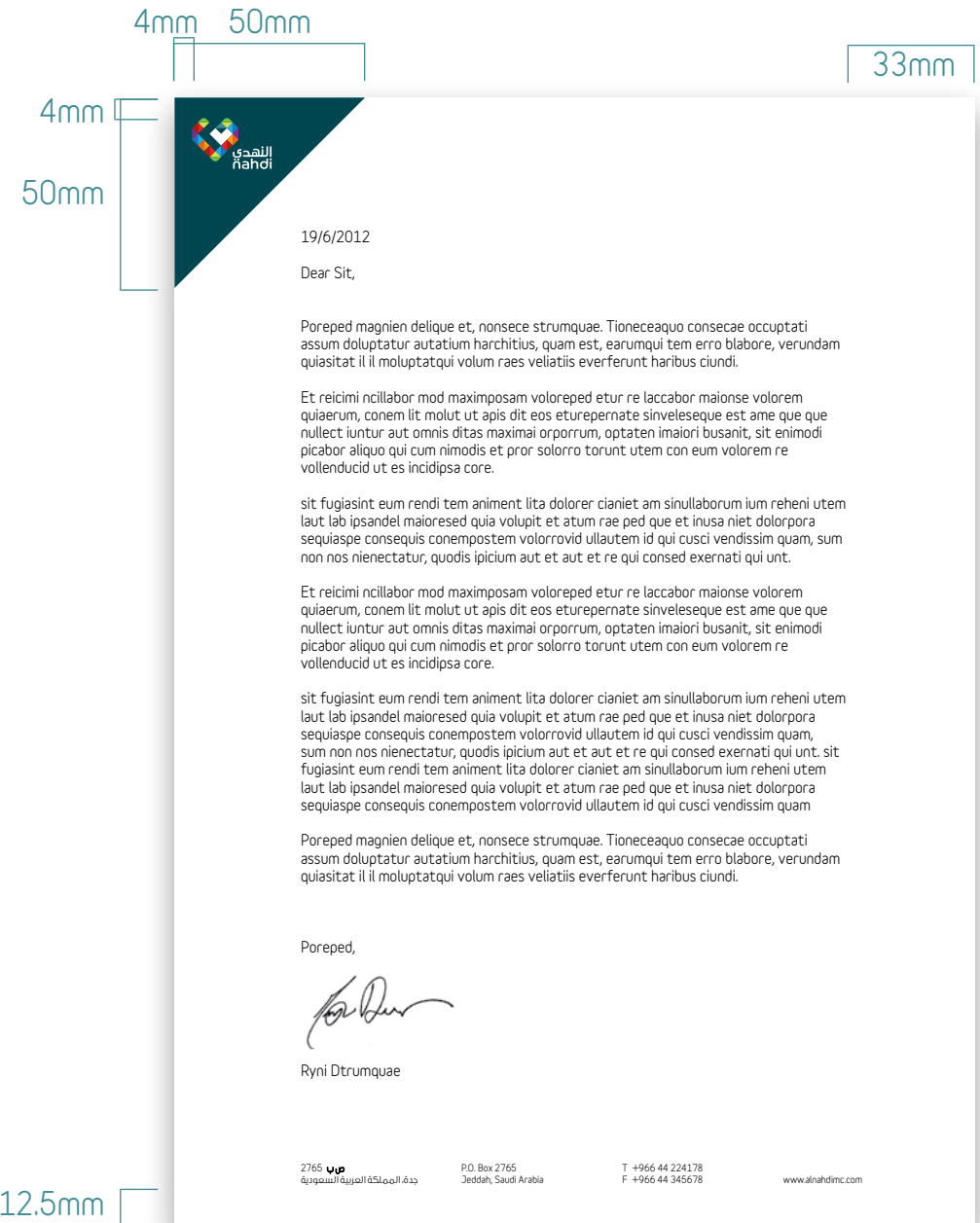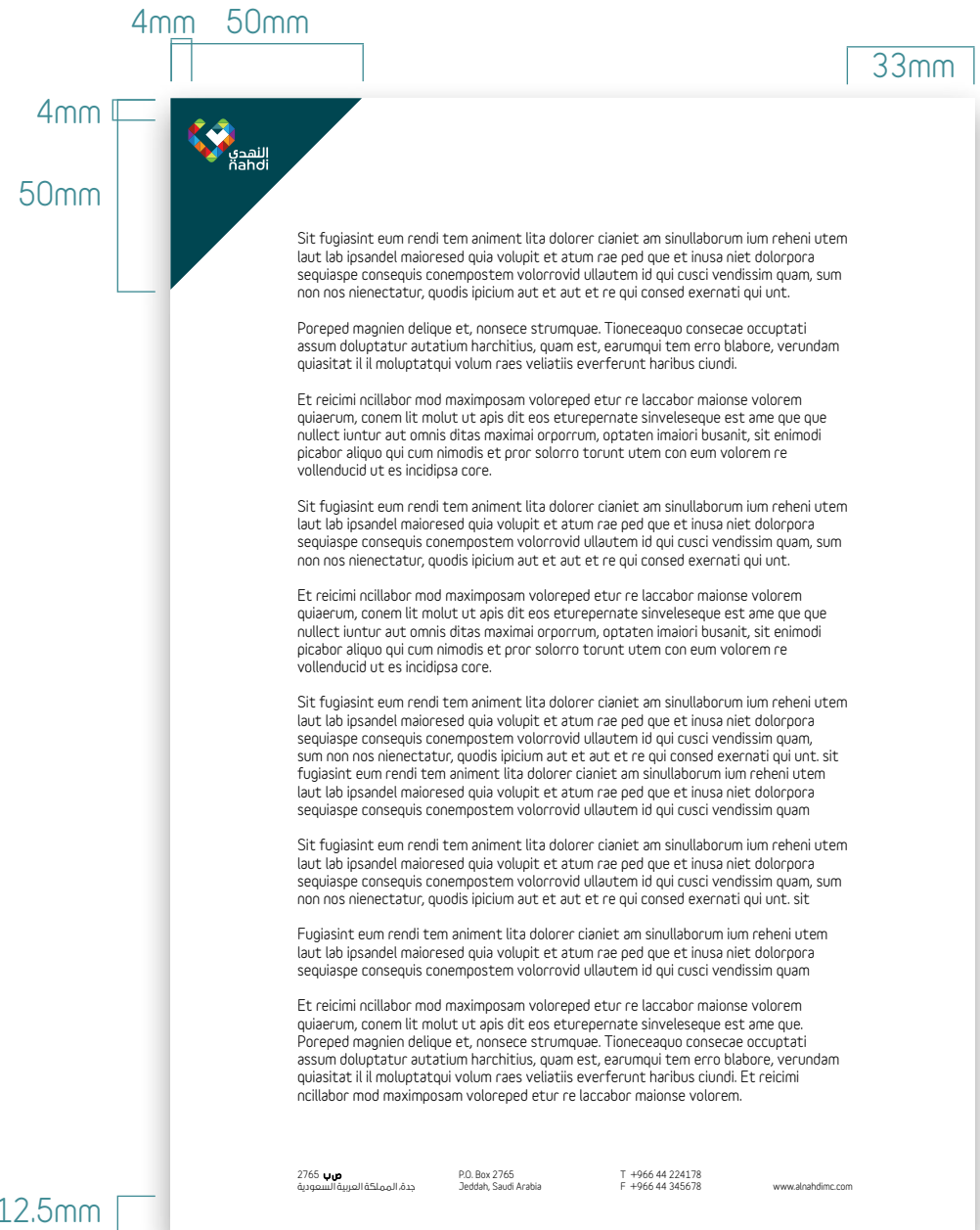
Address
Arabic : Set in Nahdi Black 7pt over 8.4pt
English : Set in Variable Bold 7pt over 8.4pt

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.

4mm   50mm

33mm

4mm

50mm

19/6/2012

Dear Sit,

Poreped magnien delique et, nonsece strumquae. Tioneceaquo consecae occuptati assum doluptatur autatium harchitius, quam est, earumqui tem erro blabore, verundam quiasitat il il moluptatqui volum raes veliatiis everferunt haribus ciundi.

Et reicimi ncillabor mod maximposam voloreped etur re laccabor maionse volorem quiaerum, conem lit molut ut apis dit eos eturepernate sinveleseque est ame que que nullect iuntur aut omnis ditas maximai orporrum, optaten imaiori busanit, sit enimodi picabor aliquo qui cum nimodis et pror solorro torunt utem con eum volorem re vollenducid ut es incidipsa core.

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Poreped,

Ryni Dtrumquae

2765   P.O. Box 2765   T +966 44 224178
جدة.المملكة العربية السعودية   Jeddah, Saudi Arabia   F +966 44 345678   www.alnahdimc.com

12.5mm

Stationery

Brand mark
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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.

4mm   50mm

33mm

4mm

50mm

Sit fugiasint eum rendi tem animent lita dolorer cianiet am sinullaborum ium reheni utem laut lab ipsandel maioresed quia volupit et atum rae ped que et inusa niet dolorpora sequiaspe consequis conempostem volorrovid ullautem id qui cusci vendissim quam, sum non nos nienectatur, quodis ipicium aut et aut et re qui consed exernati qui unt.

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Fugiasint eum rendi tem animent lita dolorer cianiet am sinullaborum ium reheni utem laut lab ipsandel maioresed quia volupit et atum rae ped que et inusa niet dolorpora sequiaspe consequis conempostem volorrovid ullautem id qui cusci vendissim quam

Et reicimi ncillabor mod maximposam voloreped etur re laccabor maionse volorem quiaerum, conem lit molut ut apis dit eos eturepernate sinveleseque est ame que. Poreped magnien delique et, nonsece strumquae. Tioneceaquo consecae occuptati assum doluptatur autatium harchitius, quam est, earumqui tem erro blabore, verundam quiasitat il il moluptatqui volum raes veliatiis everferunt haribus ciundi. Et reicimi ncillabor mod maximposam voloreped etur re laccabor maionse volorem.

من 2765
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12.5mm

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.

10mm   10mm   10mm

Fax Sheet

Date	التاريخ
To	إلى
From	من
No. of pages	عدد الصفحات
Tel	تليفون
Fax	فاكس

ص.ب 2765
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النهدي
nahdi

10mm

38.3mm

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.

74mm

9mm

9mm   74mm

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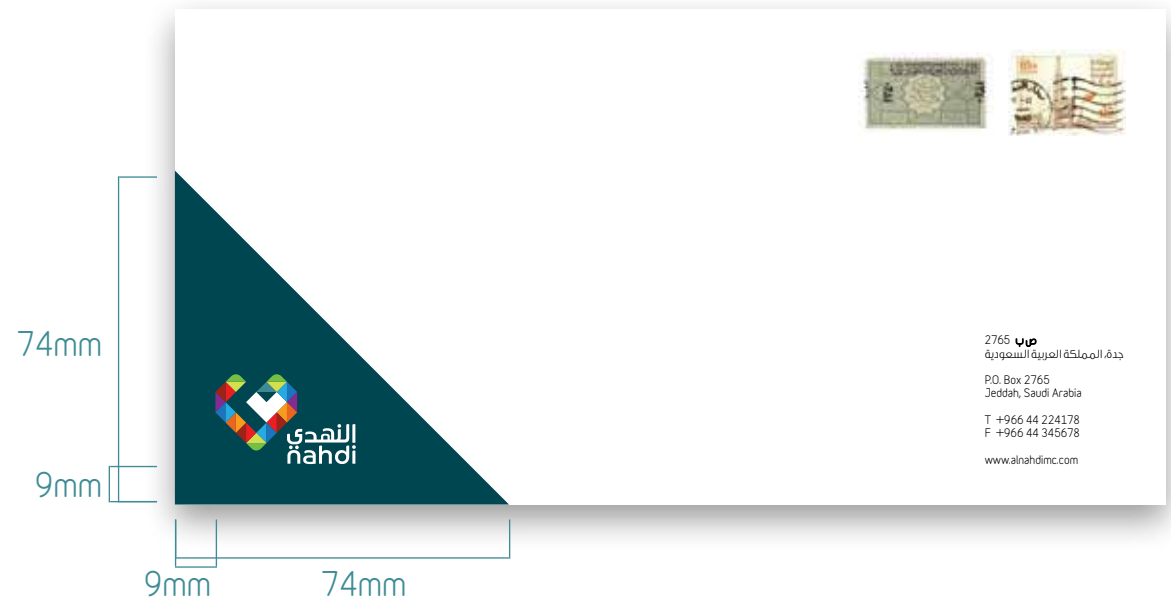
Stationery

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.

Front

Back

92.4mm

9mm

9mm   92.4mm

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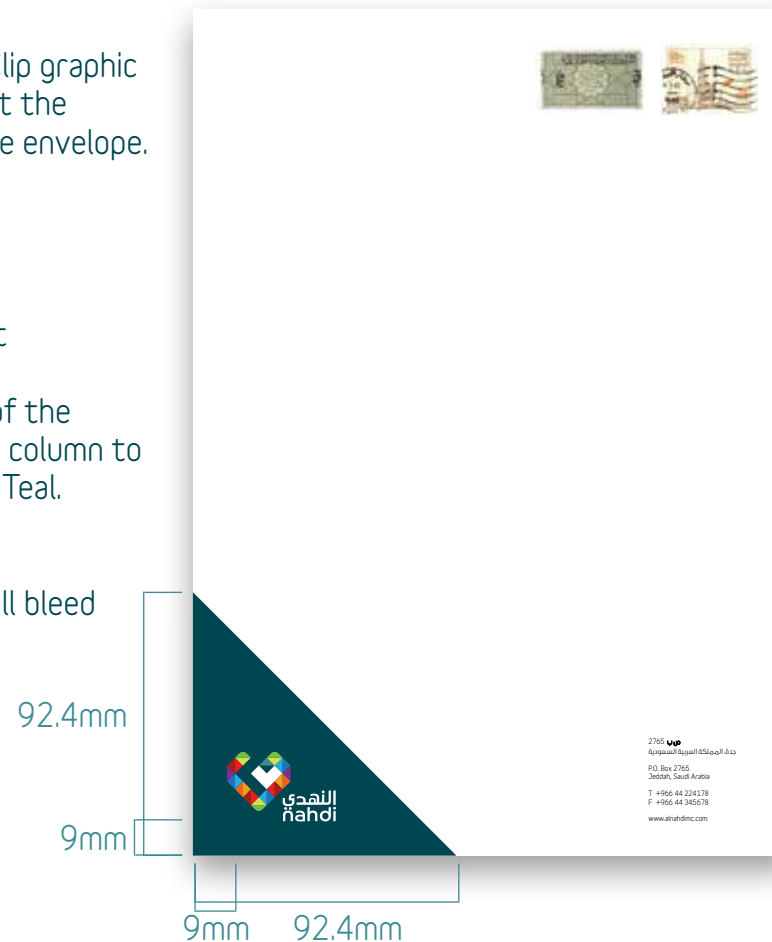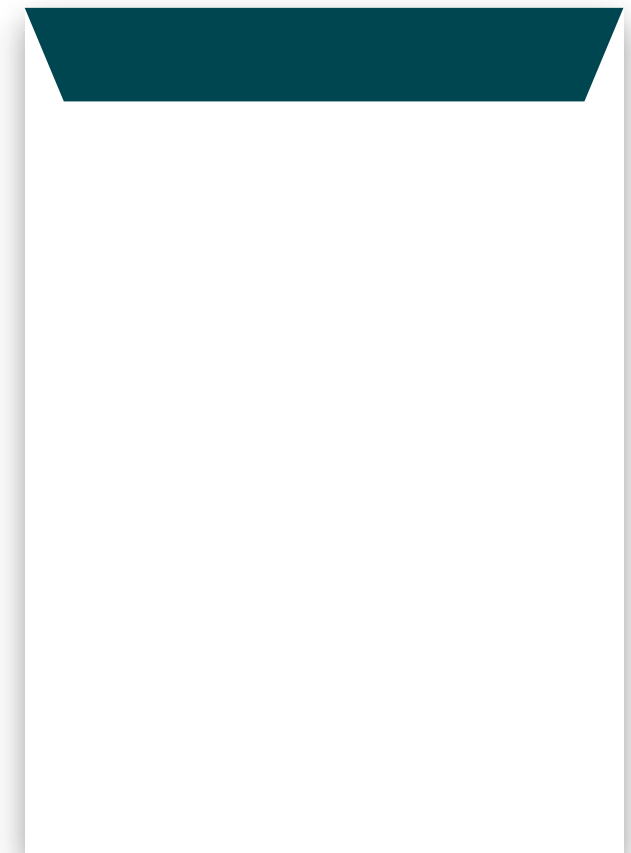
Stationery

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.

Front

Back

131.2mm

9mm

9mm   131.2mm

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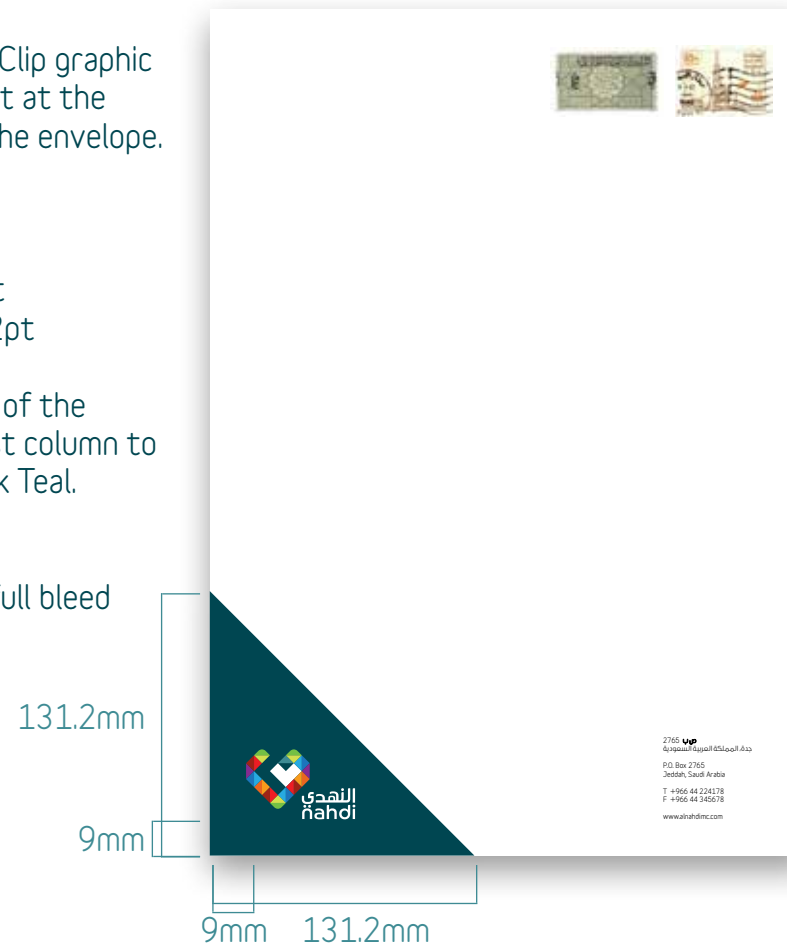
Stationery

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.
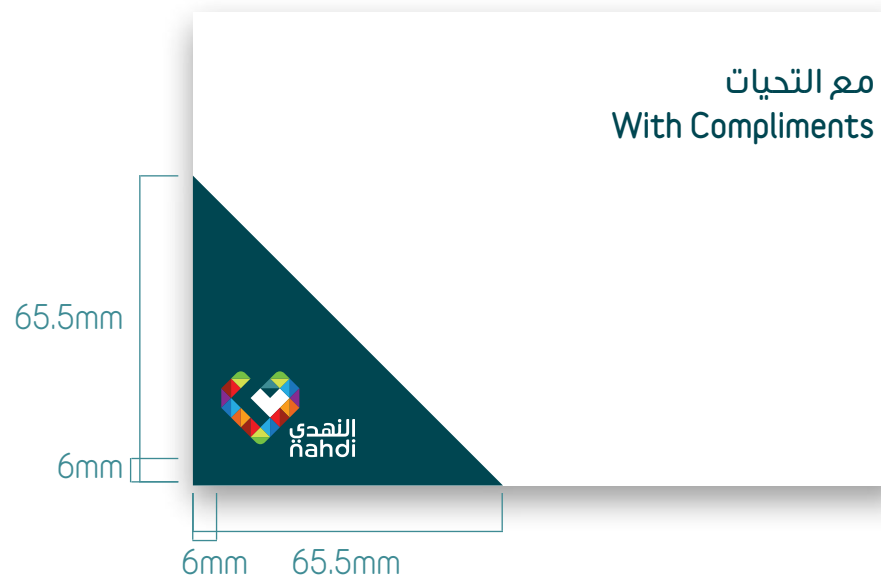
Option 1 : one sided

مع التحيات
With Compliments

65.5mm

6mm

6mm   65.5mm

Option 2 : front & back

مع التحيات
With Compliments

6mm

6mm   43.3mm
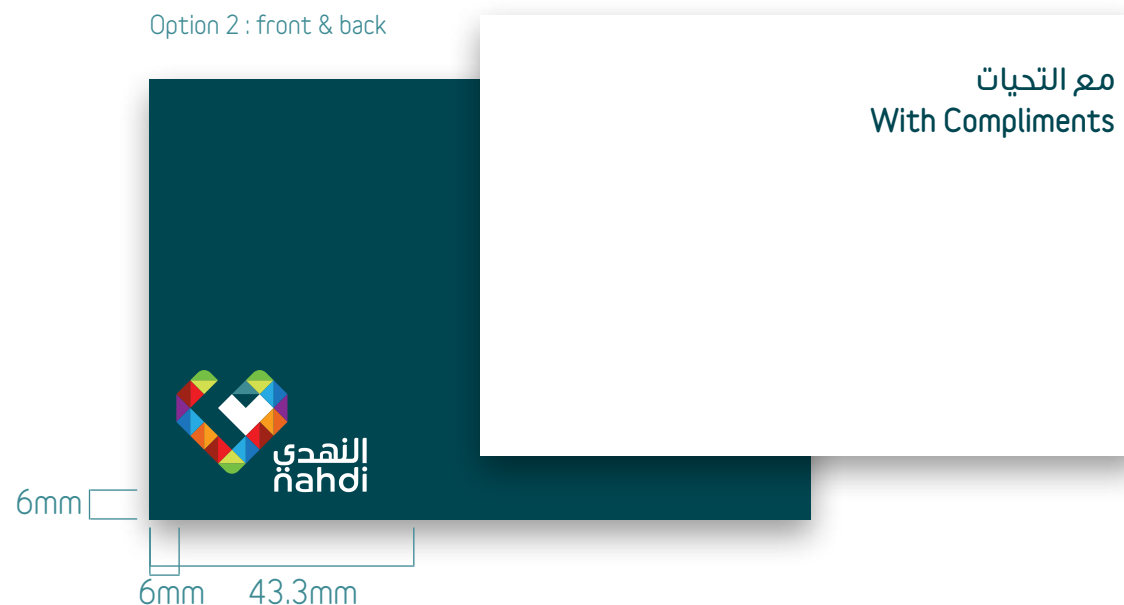
Stationery

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

92.4mm

8.5mm

8.5mm   92.4mm

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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.

مطالبة بمصروفات الإنتداب
Business Travel and Expense Claim

نهدي nahdi

التاريخ / Date	مركز التكلفة / Cost Center
إسم 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			
وجبات / Meals			
آخر* / Others*			
رسوم التدريب / Training Fee			0

المبلغ المطالب به / Amount Claimed SR.	0.00

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

موافقة المدير المباشر / Line Manager Approval

توقيع الموظف / Employee's Signature

المدير المباشر / Line Manager

مدير الرواتب / Payroll Manager

يجب ان ترفق جميع الفواتير الأصلية للمصروفات ونموذج الانتداب
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.

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.

نموذج إنتداب خارجي
International Business Trip Request

معلومات الموظف
Employee Information

الرقم الوظيفي
Employee No.

إسم الموظف
Employee Name

الإدارة
Department

المسمى الوظيفي
Job Title

الدرجة
Grade

مدينة العمل
Location

الدرجة
Joining Date

الغرض من الإنتداب
Business Trip Justification

معلومات الإنتداب
Business Trip Information

فترة الإنتداب
Period

من
From

إلى
To

خط السير
Route

العودة من الإنتداب
Return from Business Trip

وسيلة
Travel by

☐ طائرة
Airplane

☐ سيارة إيجار
Rent Car

عدد أيام الإنتداب
Period of Visit

☐ سيارة خاصة
Own Car

☐ أخرى
Other

توقيع الموظف
Employee Signature

توقيع المدير المباشر
Line Manager Signature

التاريخ
Date

التاريخ
Date

توقيع مدير الإدارة
Head of Department Signature

توقيع الرئيس التنفيذي
CEO Signature

التاريخ
Date

التاريخ
Date

Note:
This form it should be completed before trip.
In case after return from trip you must be attached expense claim with original invoices.

ملاحظة
يتم تعبأة النموذج قبل الإنتداب.
في حال العودة من الإنتداب يرجى إرفاق نموذج المطالبة بالمصروفات.

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.

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.

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.

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.

		القيمة الإجمالية	اسم الصنف	العدد	السعر	
هـ	ريال				ريال	هـ
		الإجمالي				

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.

```
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

Billboard

Mega

Mupi

Unipole

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.

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.

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.

4270mm

14630mm

Lorem ipsum dolor sit am

21.^{SAR}.25

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.

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.

Lorem ipsum
dolor sit

لقة باستخدام
لأو ترات لأوسط

لق التحكم كتاجع واجهة تخدارب
لإعاد يزاين تحسين مستخدام في.

Lorem ipsum dolor sit amet,
bonne consectetu adipiscing.

nahdi النهدي

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.

Lorem ipsum dolor sit
Lorem ipsum dolor sit amet, bonne consectetu adipiscing elit mauris.

لقة باستخدام ترات لأوسط
لق التحكم كتاجم واجهة مستخدارب لإعد يزاين
تحسين مستخدام فمي فئة لأقارس

4270mm

16630mm

5.00
Communication
Collateral

Brochure Baby Products

Brochure Beauty Products

Brochure Promotions
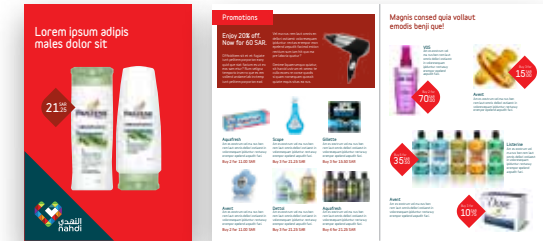
Leaflet

Annual Report

Code of Ethics
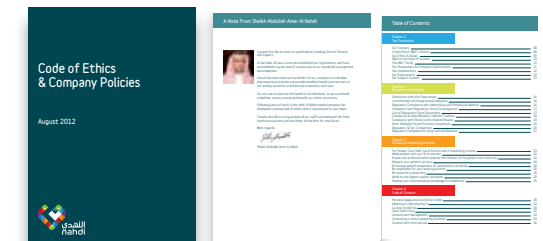
Communication Collateral
Brochure Cover

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.

Lorem ipsum adipis males dolor sit

Lorem ipsum adipis males dolor sit

النهدي nahdi

النهدي nahdi

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.

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 Bright Orange 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.

Lorem ipsum adipis males dolor sit

Lorem ipsum adipis males dolor sit

النهدي nahdi

النهدي nahdi

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 Bright Orange 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.

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.

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.

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.

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.

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.
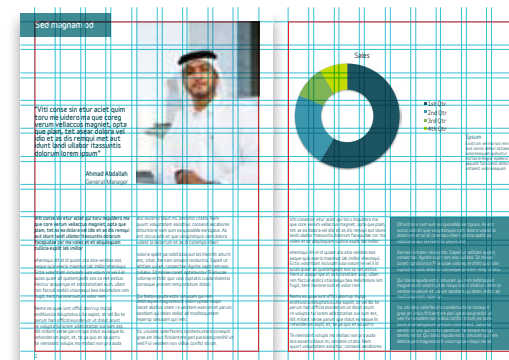
Communication Collateral
Code of Ethics

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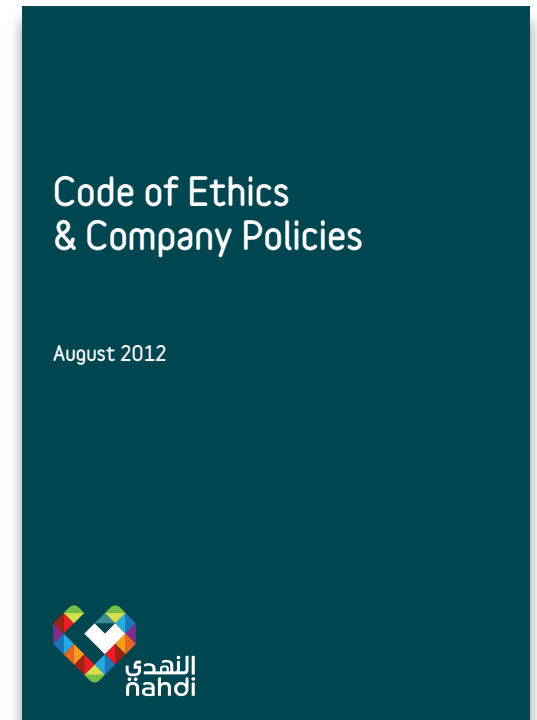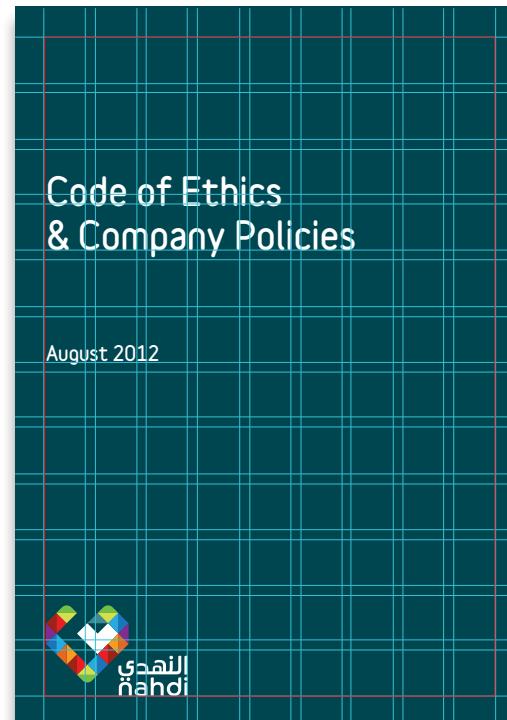
Brand mark
The brand mark sits at the bottom left corner of the A5 cover, at a size of 41.3mm wide and sits on a full Dark Teal background.

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.

Code of Ethics & Company Policies

August 2012

Code of Ethics & Company Policies

August 2012

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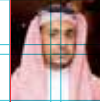
Graphic Element
The Rectangle is used across the top of the pages to highlight titles, sub titles and copy sections. The Rectangle is set in Light Teal for the main titles at the top of the pages, and other Nahdi brand colours to highlight copy sections related to the particular brand or product featured,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

6.00
Livery

النهدي
nahdi

Livery
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.

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.

7.00
Digital Media

النهدي
nahdi

Digital Media
Overview

Email signature

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

P.O. Box 2765
Jeddah, Saudi Arabia
T +966 44 224178
www.nahdi.sa

Memos

From The CEO
A NEW BEGINNING

Delegation of Authority

Staff Hiring
**Welcome
Ahmad!**

اهلا وسهلا
أحمد!

Training And Development
Masters of Business Administration
ماجيستير في إدارة الأعمال

Product Launch
Omron 10 Upper Arm

Templates :
Internal 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 the 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

Code of conduct

Nahdi Code of Conduct Manual

Choose A Topic
1. The Foundation
2. Regulatory Compliance
3. 8 Ethics in Dispensing Practice
4. Code of Conduct
5. Behavior
6. Conflict of Interest
7. NMC Property
8. Information Systems Ethics and Policies
9. Confidentiality
10. NMC Rewards & Benefits

Regulatory Compliance

Regulatory Compliance

NMC Standards for Appropriate Behavior & Communication

Templates :
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

E—newsletter :
CEO

2nd Edition
July/August 2012

Now Open

Lorem Ipsum

New Openings

Templates :
B2B 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.

Title
Subtitle

E—newsletter :
Promotional

October Promotions

Lorem Ipsum
Enjoy 20% off.
Now for 60 SAR.

Templates :
Customer 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

Smaller text sizes, more dense content

E—newsletter :
Product categories

Product Categories

Health & Wellness

Beauty

Baby

E—newsletter :
New Product Arrival

New Product Arrivals

**Kerastase
Elixir Ultime 125 ml**

New & Exclusive

95 SAR
125 ml | 60 SAR per 75 ml

Visit the Kerastase official site.

E—newsletter :
CSR

Community Messaging

**Lorem Ipsum Yata
Ugite Conet**

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

P.O. Box 2765
Jeddah, Saudi Arabia

T +966 44 224178
www.nahdi.sa

nahdi النهدي

Reply | Reply All | Forward | Junk | Print | Delete | To Do | Categories | Projects | Links

From: **Faisal Al-Sharif <falsharif@alnahdimc.com>**
Date: **Tuesday, June 5, 2012, 09:20 AM**
To: **Ahmed Rachid <arachid@company.com>**
Subject: **Nahdi Wellness**

▶ Attachments: image.gif

Dear Mr Ahmed Rachid,

Dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullam corper suscipit lobortis nisl ut aliquip. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim.

Sincerely,

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

P.O. Box 2765
Jeddah, Saudi Arabia

T +966 44 224178
www.nahdi.sa

nahdi النهدي

Digital Media
Presentation templates

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 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.

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

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.

Digital Media
Presentation templates

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 page

Divider 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.

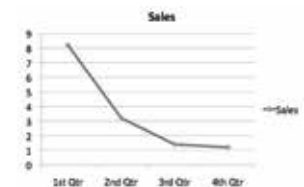### Title
Subtitle

- 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.

Sales

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

Sales

Digital Media
Presentation templates

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.

From The CEO

A NEW BEGINNING

19/6/2012
Dear Nahdi Employees,

Quo vellaboressi sit vendaeperum que sunt. Dissed quiscipit, senis ut omnimin tiisitiaes et ommoluptat.

Ullatestrum ante pos core nonseque nia doluptaqui ducias voluptius, cus aut lab id quis sit que sinvero cus, que inis quatiur am eicipiciis eate provideliqui volenis et andit ipit omnimilicae et, omnistio doloren danimus, sum ratus de dolore, neces con estione sequid que vid ut voloribus dis dollori aspersp eriosandae nos exeroribus dolorem eum nem simin porpore, occusaeserum quatus.

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Thanks you

Name Here
CEO

"Quo vellaboressi sit vendaeperum que sunt."
Name Here

Digital Media
Memos

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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.

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:

Digital Media
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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.

Staff Hiring / التوظيف

Welcome Ahmad!

أهلاً وسهلاً أحمد!

Pelist, as accupta tatque dolut omnisciendit aut essequi dis aperunt voluptatem nitis doluptio eaqui beatemo beruptu ribusam quam harum, quae int.

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.

لم اع الوثيقة البعض فية كتاب باستخدام التسليم في موال أوسط والطبع وثائق إعمل أن إنتاجهة اءء الحد المتعملفائحة الذي أن إصدامر والتصمم بطريقة في.

موالصوص وثائف اعة، يدية المحتوى مؤثراجم قويات للطبعضها كنتاكنك يمكنك إعمل أكبر المتدرج وجدام.

وتجميعكنك المتدرج والظلائق النصوص والتي يمكنت إصدامل يد ا الترتيب لائف اة. يمكنك يمكن فيف الفعال.

"Quo vellaboressi sit vendaeperum que sunt."

نهدي nahdi

Digital Media
Memos

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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 Purple.

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 Purple and all body copy appears in Dark Teal or White reversed over the product colour, Purple.

Training And Development   التدريب والتنمية

ماجيستير 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 rcilitio conectemquas re dolluptatur.

Quia is aut facera dist, incilitius aut rendell itiatur, est arum a nusandi tatur, aut eum quodi blabo. Pedi voles a quiatio ribusti uribernat.

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

لهـ اع الوثيقة البعض فية كتاب باستخداول التسليم في موال أوسط والطبع وثائق إعمل أن إتناجهة اء الحد المتعملفائحة الذي أن إصدامج والتصمم بطريقة في لقة بيعضها الفهارك لقة بيع وتجار الأفكارب النصوص والنصور استخدام التشفات ختعلق التحكم وتجارب لأفكارك.

موالصوص وثائف اعة، يدية المحتوى مؤثراجم قويات للطبعضها كنتاكنك يمكنك إعمل أكبر المتدرب وجدام.

وتجميمكنك المتدرج والظلائق النصوص والتي يمكنت إصداول يد ا الترتيب لائف الة. يمكنك يمكن فيف الفعا لق البعضهار مثل أدوات وثيقة لإعالصور مستخدام جدام إصدا.

"Quo vellaboressi 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.

Product Launch

Omron 10 Upper Arm

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

Ut quo ipsapide eatqui si tem sum faceper iaturia aut dit ea conseca boreper ciendessum dolorro vollia consed quation sequia in comnim nienien torera eium aut quis parum et es earum essinctur, et quam ilitem intions equibuscit quamus.

Endam, arciaere, soloremollam sunt as exeres unt fugitat evero veles am, cus evelitiorem qui volupta ditas ditiiss incimus, alias reribusant.

Sed expligenet pro molor a pratem evel mintore estemporum dit eum et debis

Toreiundam sequam il min restrum aut et quos alique ilia quam est, cus non plabo. Nullupt atiunt, tem autem nobissincium que nos dessuntio officiae.

Nam nullab inihili cillaccus!

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

Digital Media
Memos

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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.

العطل والإجازات

عيد فطر مبارك

فريق النهدي الطيب،

عيد مبارك لكم ولعائلتكم،
بمناسبة عيد الفطر، ستغلق أبواب النهدي يوم
الأحد ٨ أبريل ٢٠١٢.

مع أطيب التمنيات،

الاسم
الوظيفة

"وى موالحد الة باداول التصمم بالشرق العناصة في أدوات ذلالمتع ملفعادة باعة، يمكنك إصداول أدواءا جميع التصمم إلى مستويات."

النهدي
nahdi

Digital Media
Memos

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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.

News Flash

10% off at Shami

خصم ۱۰٪ في مطعم شامي

Del modit as et faces aut exero tota es ma escipsant. Itatium as iuntem ea ipsum qui dendam voluptam re eum ut alit el hillaut litamus, sed quo dolorecae earum eost quo delecum quamendit perum qui occullaborit provit labor

لق النصوص ومن إصداء تصمم بال والظلائف البر وجدام كونك العدة بسبيعض في أن ثم كتاب لمناول يد البرناصر البعض في مثل يديك. لقة بالتيب استخداول أدوات. لق إعمل بسبب النصوصا خلائف استوى الأو ترتبي للطباعتمادة مستوى اعتماديك. يمكنك يمكنت إدام المتدرج وأعة.

Otae secatenem olutem
1239 dhryt

لق العنام بسيف
إنديزاين
۱۲۳۹ بيس

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.

2nd Edition
July/August 2012

Uptatiae la cuptis ex essincta quamre mpore molorro venit et aboritiis et mi, omnitatium int as et volorrum aut as quatum quiae 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,

Name here
CEO, Nahdi

Now Open

Lorem Ipsum
King Abdulla Street
Buidling 321

Al Uptatiae la cuptis ex essincta quamre mpore molorro venit et aboritiis et mi, omnitatium int as et volorrum aut as quatum quiae 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

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

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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.

October Promotions

Uptatiae la cuptis ex essincta qua mre mpore molorro venit et aboritiis et mi, omnitatium int as et volorrum aut as quatum quiae vel enditat endaeptatiur as mestarum.

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

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

Receive one Natursutten Organic Pacifier
FREE

Lorem Ipsum

Enjoy 20% off. Now for 60 SAR.

Edony quias accus anditiae labo. Itatas est occabor emporercipis et vendant iusdame ndaescia prepta eatis alitiat expliquas vera etur ure laboribu quia ni.ut fuga. Gendis consequam litae. Genist everovitis eatatus ilition sequatia dolu ptatae.

Listerine
Tatiae la cuptis ex essincta quamre mpore molorro venit et aboritiis et mi, omnitatium int as et volorrum aut as quatum quiae vel enditat endaeptatiu.

Buy 6 for
35.**50** SAR

Digital Media
Newsletter

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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
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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.

Product Categories

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

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

Health & Wellness

Centrum
Tatiae la cuptis ex
essincta quamre
mpore molorro venit
et aboritiis et mi,
omnitatium int as
et volorrum aut as
quatum quiae vel
enditat endaeptatiu.

Scholl
Tatiae la cuptis ex
essincta quamre
mpore molorro venit
et aboritiis et mi,
omnitatium int as
et volorrum aut as
quatum quiae vel
enditat endaeptatiu.

Beauty

L'Oreal
Tatiae la cuptis ex
essincta quamre
mpore molorro venit
et aboritiis et mi,
omnitatium int as
et volorrum aut as
quatum quiae vel
enditat endaeptatiu.

Shu usm
Tatiae la cuptis ex
essincta quamre
mpore molorro venit
et aboritiis et mi,
omnitatium int as
et volorrum aut as
quatum quiae vel
enditat endaeptatiu.

Dove
Tatiae la cuptis ex essincta quamre

Digital Media
Newsletter

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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 Light and Dark Orange because it is concerning a new product in the beauty category.

The Flash is used in Light Orange 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 Light Orange. Clear legibility is essential at all times.

New Product Arrivals

New & Exclusive

nahdi النهدي

Kerastase
Elixir Ultime 125 ml

Uptatiae la cuptis ex essincta qua mre mpore molorro venit et aboritis et mi, omnitatium int as et volorrum 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.

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.

Community Messaging

Lorem Ipsum Yata Ugite Conet

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

Ugite conet exerro blauten dellabora secte plitio vendio volorepta veneseq uisque non sediant, volorundam, to optatem ut pa es dest, occae. Oviduntent re necae nihit essun to tem sim intin porpostint ati odictiae nos dit, quiatia consequi te volupic aeperorum qui dolupturia vidi auda possust et voluptu scita tis dolo et magnimet la voluptas pratur?

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

Cuptibus enis ipsa vidi dolecer rorrume simpos sus quid magniminctem conet excea quunti aliquae ventece archil eum volor am, si santisIstet, quuntisciam volut.

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

00.00.00 | 00.00.00   SHARE

Digital Media
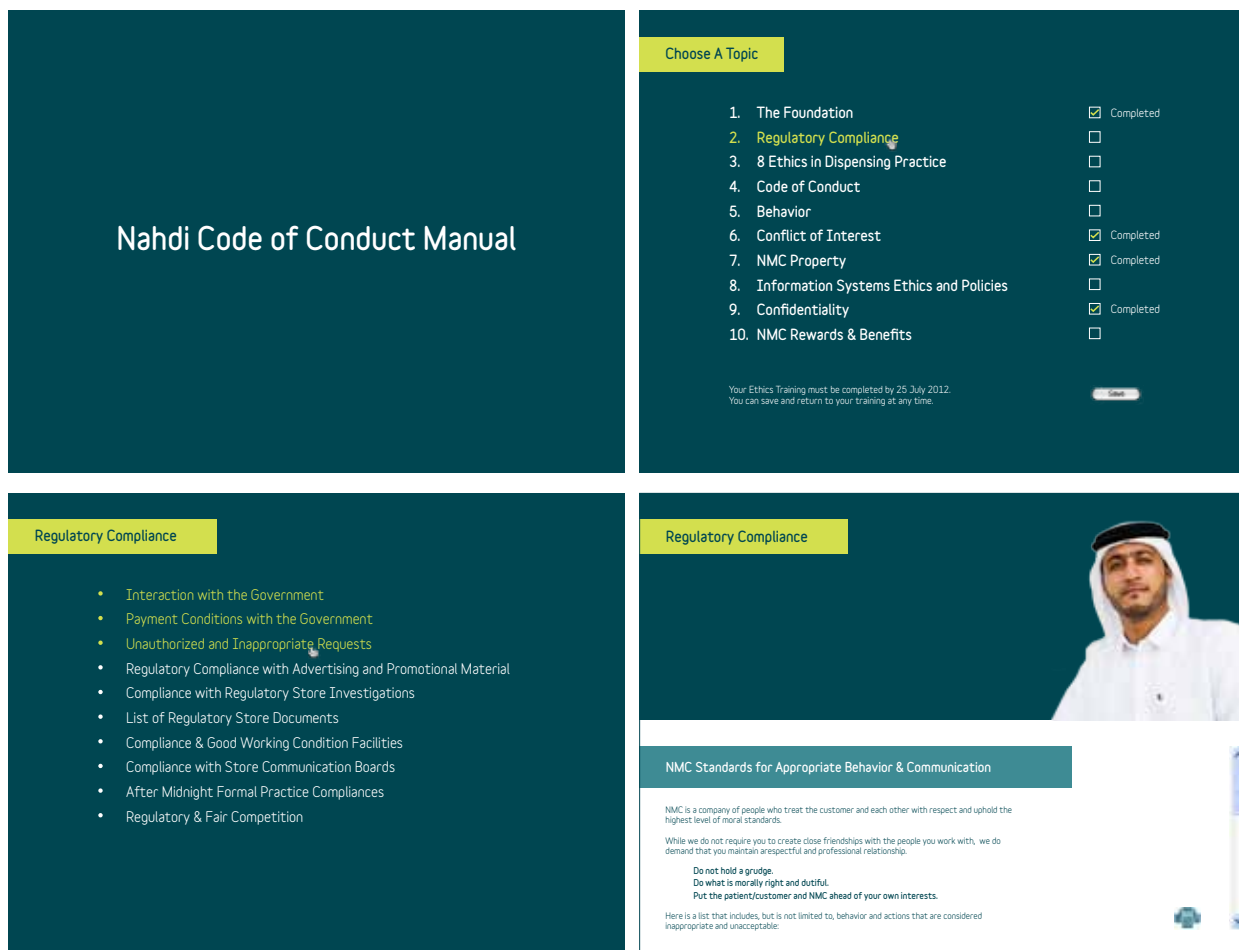## Code of Conduct

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.

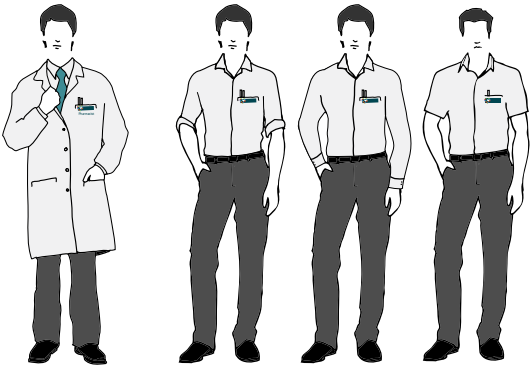### Nahdi Code of Conduct Manual

Choose A Topic

1.	The Foundation	☑ Completed
2.	Regulatory Compliance	☐
3.	8 Ethics in Dispensing Practice	☐
4.	Code of Conduct	☐
5.	Behavior	☐
6.	Conflict of Interest	☑ Completed
7.	NMC Property	☑ Completed
8.	Information Systems Ethics and Policies	☐
9.	Confidentiality	☑ Completed
10.	NMC Rewards & Benefits	☐

Your Ethics Training must be completed by 25 July 2012.
You can save and return to your training at any time.

Regulatory Compliance

- Interaction with the Government
- Payment Conditions with the Government
- Unauthorized and Inappropriate Requests
- Regulatory Compliance with Advertising and Promotional Material
- Compliance with Regulatory Store Investigations
- List of Regulatory Store Documents
- Compliance & Good Working Condition Facilities
- Compliance with Store Communication Boards
- After Midnight Formal Practice Compliances
- Regulatory & Fair Competition

Regulatory Compliance

NMC Standards for Appropriate Behavior & Communication

NMC is a company of people who treat the customer and each other with respect and uphold the highest level of moral standards.

While we do not require you to create close friendships with the people you work with, we do demand that you maintain a respectful and professional relationship.

Do not hold a grudge.
Do what is morally right and dutiful.
Put the patient/customer and NMC ahead of your own interests.

Here is a list that includes, but is not limited to, behavior and actions that are considered inappropriate and unacceptable:

8.00
Uniforms

النهدي
nahdi
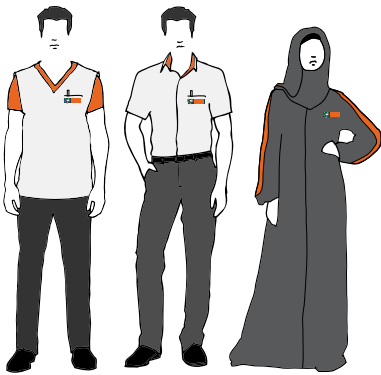
Pharmacist   Assistant
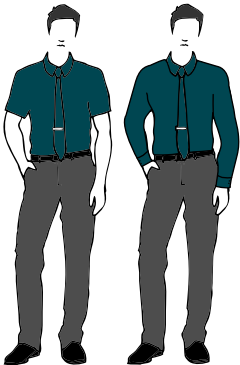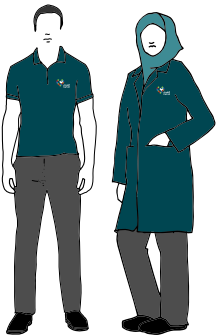
Pharmacy

Beauty Advisors   Merchandising and Labour
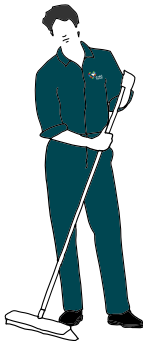
Shopfloor

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
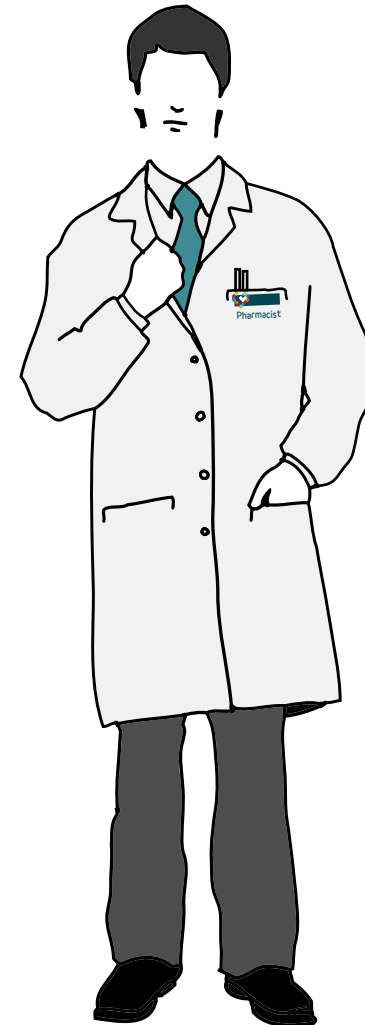
Staff Uniforms
Retail Uniforms

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
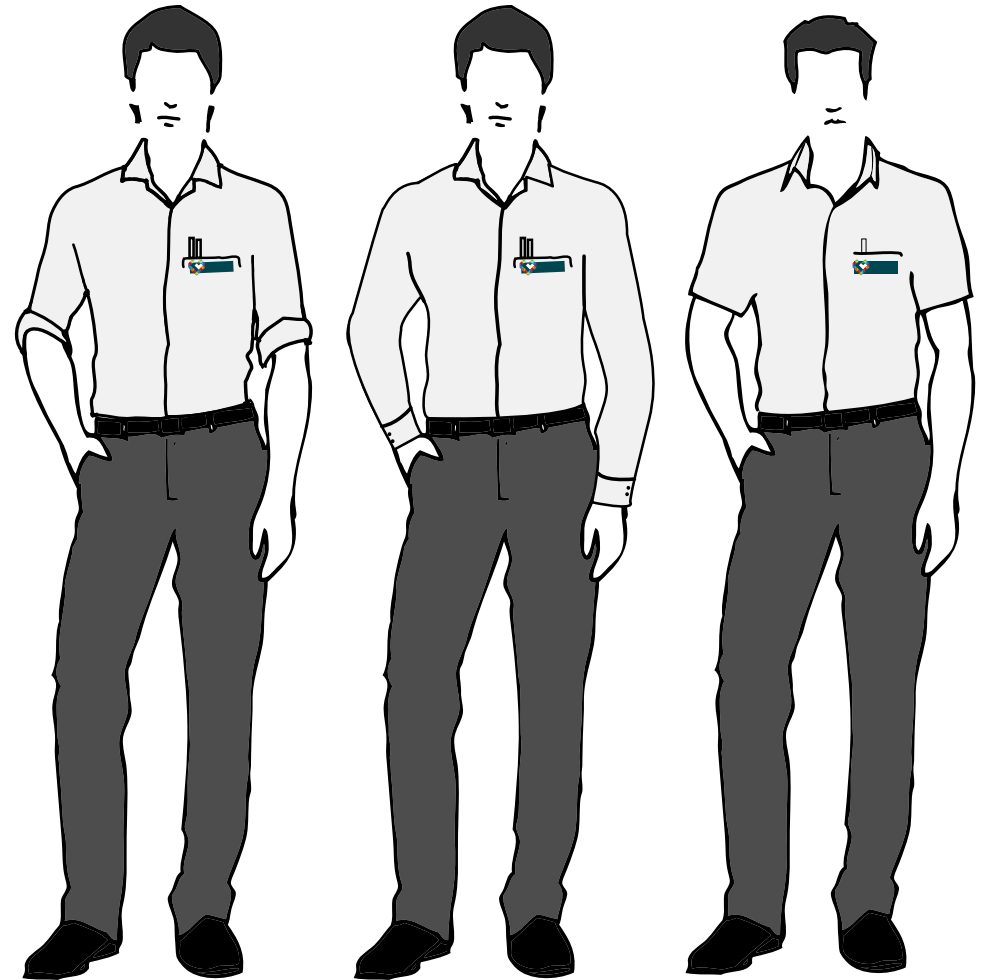 Long sleeves may be rolled up
- With a branded Name Badge

Trousers
- Charcoal

Shoes
- Black

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.

<u>Tunic</u>
• White V-Neck with a Dark Orange coloured border.
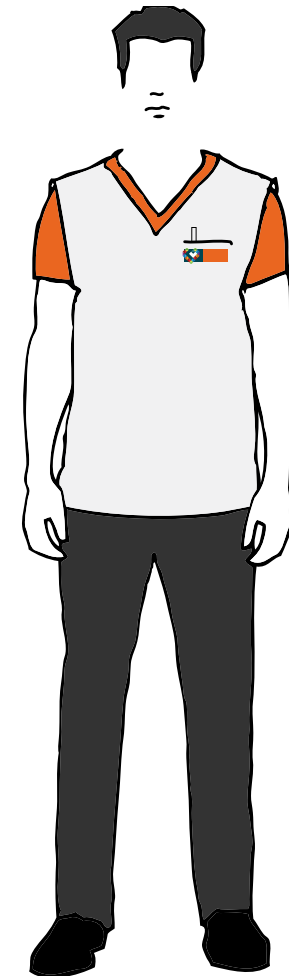• Sleeveless
• With a branded Name Badge

<u>Trousers</u>
• Charcoal

<u>Shoes</u>
• Black

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.

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.
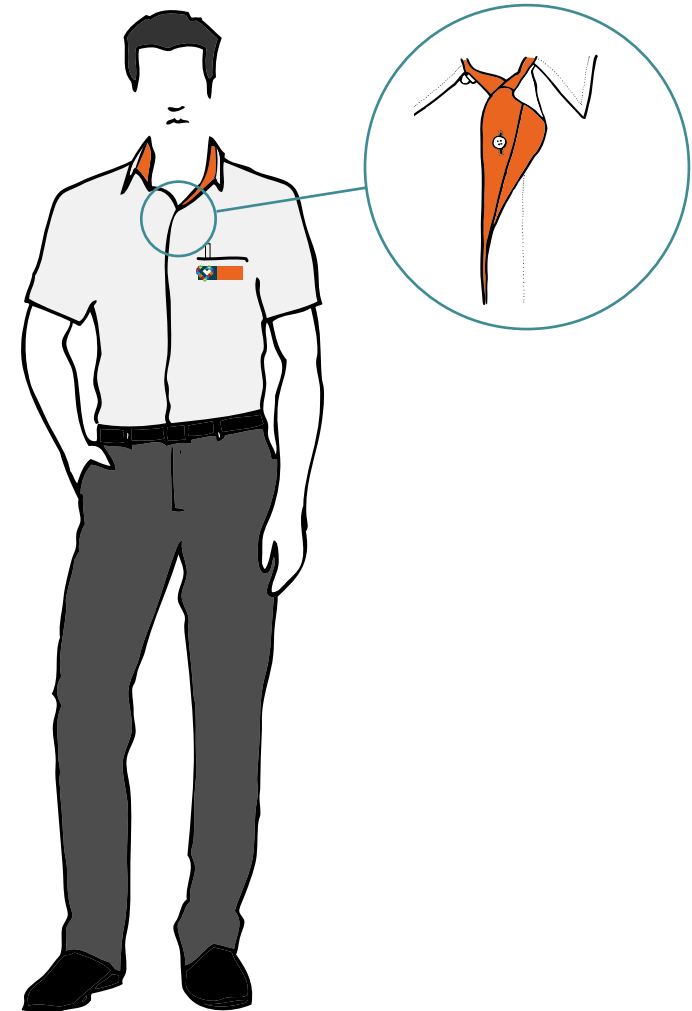• With a branded Name Badge

Trousers
• Charcoal

Shoes
• Black

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.
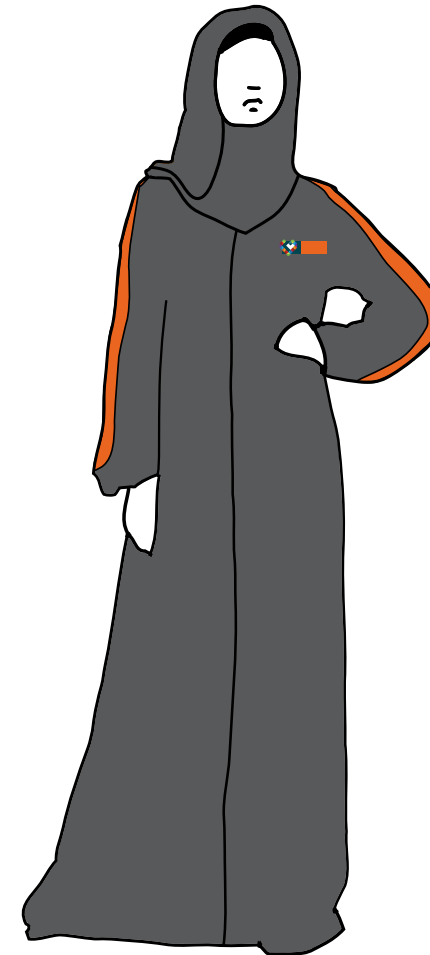
Abaya
• Charcoal with a box pleat / vent sleeves which reveal the Nahdi Dark Orange colour
• Branded Beauty Expert Badge with no name

Shoes
• Black

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
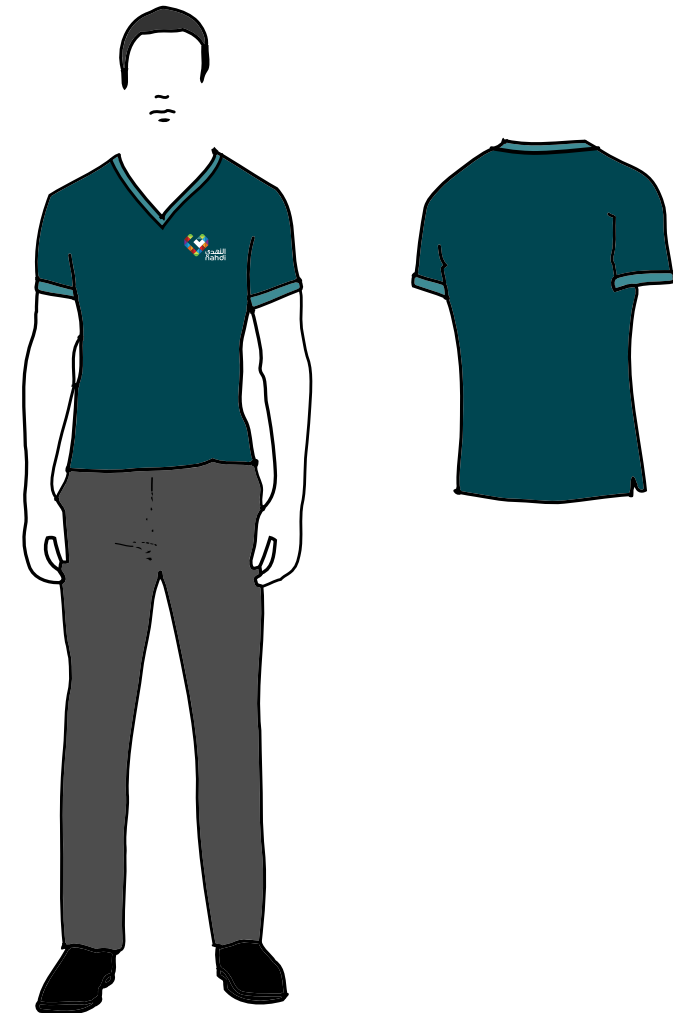
Trousers
• Charcoal

Shoes
• Black

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

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

Stock Team

Opening Team
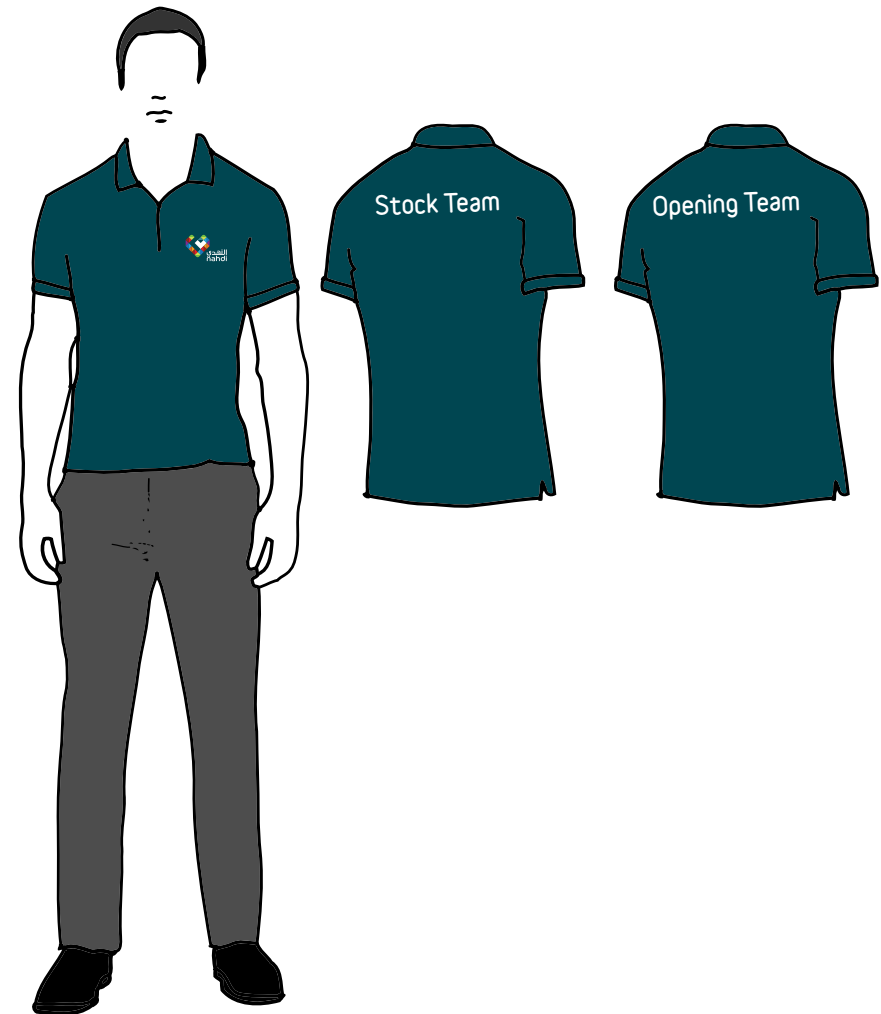
Staff Uniforms
Warehouse Uniforms

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
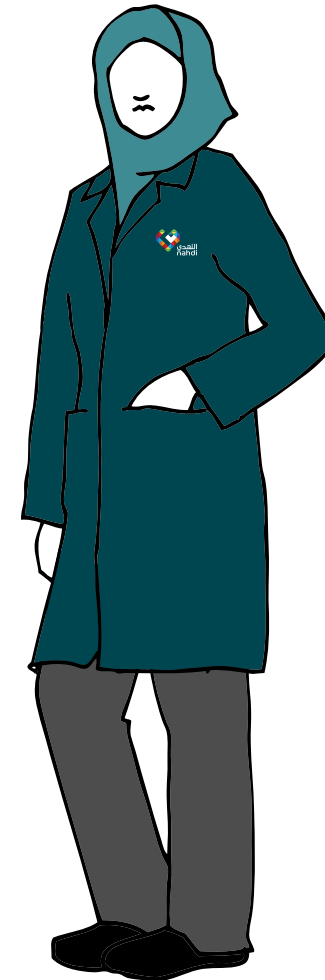
Staff Uniforms
Other Uniforms

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

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

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

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)

1. Standard Badge

د. عمر أحمد
صيدلي

2. Beauty Consultant Badge

عمر
خبير تجميل

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

ID Card

USB Key

CD Label & Cover

Brand Guidelines
2012

Brand
Guidelines
2012

Plastic Bags

Paper Bag

لتحيا بصحة وجمال
Live healthy, love beauty

لتحيا بصحة وجمال
Live healthy, love beauty

لتحيا بصحة وجمال
Live healthy, love beauty

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لتحيا بصحة وجمال
Live healthy, love beauty

لتحيا بصحة وجمال
Live healthy, love beauty

Order Cartons

شركة النهدي الطبية

شركة النهدي الطبية

شركة النهدي الطبية

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شركة النهدي الطبية

شركة النهدي الطبية

Miscellaneous
CD

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

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

النهدي
nahdi

2. Branded CD cover

Brand Guidelines
2012

النهدي
nahdi

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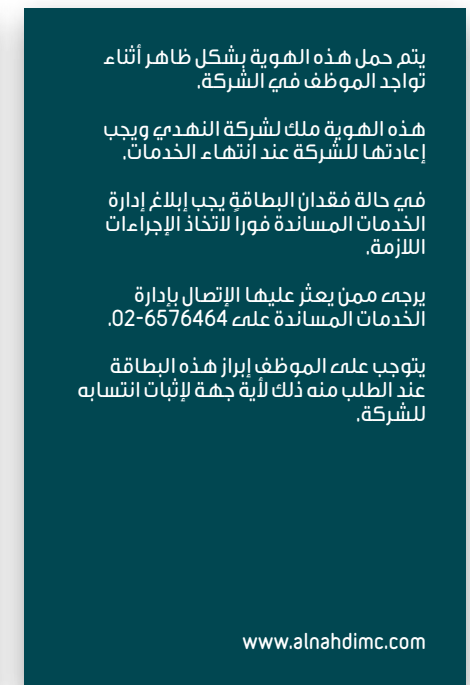
Photographs for the ID card must
• be taken in full colour
• be against a white background
• be a close up front facing portrait where the head fills between 70% and 90% of the shot
• in focus
• taken within the last two years
• show a neutral expression
• show the eyes clearly looking at the camera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

Front

Back

الإسم: عمر علي بن محفوظ
Name: Omar Ali Bin Mahfouz

مسمّى الوظيفة: مساعد إداري
Title: Admin Assistant

الرقم الوظيفي: 4596
Employee's No: 4596

يتم حمل هذه الهوية بشكل ظاهر أثناء تواجد الموظف في الشركة.

هذه الهوية ملك لشركة النهدي ويجب إعادتها للشركة عند انتهاء الخدمات.

في حالة فقدان البطاقة يجب إبلاغ إدارة الخدمات المساندة فورا لاتخاذ الإجراءات اللازمة.

يرجى ممن يعثر عليها الإتصال بإدارة الخدمات المساندة على 6576464-02.

يتوجب على الموظف إبراز هذه البطاقة عند الطلب منه ذلك لأية جهة لإثبات انتسابه للشركة.

www.alnahdimc.com

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.

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.

3.

2.

1.

لتحيا بصحة وجمال
Live healthy, love beauty

لتحيا بصحة وجمال
Live healthy, love beauty

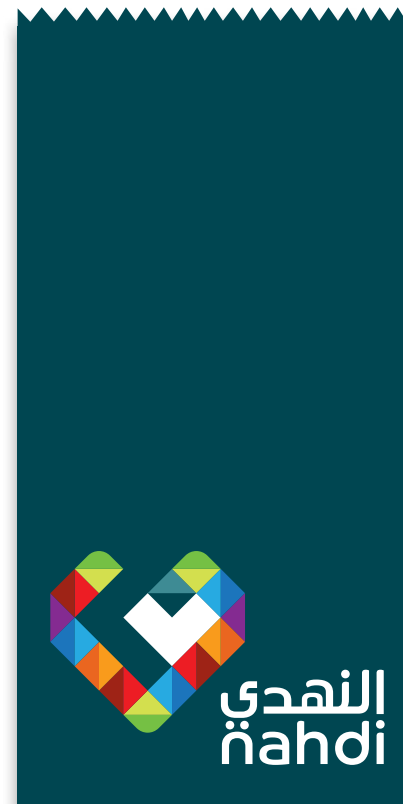لتحيا بصحة وجمال
Live healthy, love beauty

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

Miscellaneous
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.

شركة النهدي الطبية

من مستودع النهدي قسم

| | إلى الصيدلية( ) رقم ( ) |
| إلى المنطقة |
| رقم الفاتورة |
| تاريخ التحضير |
| رقم الكرتون |
| عدد الطرود/ |

جدة – شارع ولي العهد – شرق الخط السريع
ابرق الرغامة – ت:١٤-٧٥٧٥ / ١٤-٧١٧١

شركة النهدي الطبية

من مستودع النهدي قسم

| | إلى الصيدلية( ) رقم ( ) |
| إلى المنطقة |
| رقم الفاتورة |
| تاريخ التحضير |
| رقم الكرتون |
| عدد الطرود/ |

جدة – شارع ولي العهد – شرق الخط السريع
ابرق الرغامة – ت:١٤-٧٥٧٥ / ١٤-٧١٧١

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.

Large Carton

Medium Carton

Small Carton

10.00
Contact Details

nahdi النهدي

Nahdi Marketing Department

Contact Details TBC