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# SAIB Brand Guidelines

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Section 1

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# Brand Identity

## Logo

Our brandmark is made up of two elements.

We recommend using these elements together as a brandmark as shown.

The symbol can also be used individually as required.

If you require clarification on specific usage of these elements Please contact SAIB Marketing

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Symbol

Wordmark

Brand Identity



Symbol

Wordmark

## Dimensions & Minimum Size

### Dimensions: Brandmark & Symbol

Always allow a minimum clear space equal to X — 25% of the width of the symbol.

### Minimum Size Brandmark

The recommended minimum size is 30mm wide.

### Symbol

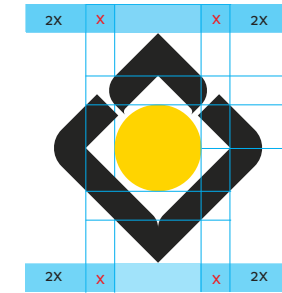
When the symbol is used separately from the wordmark, we recommend that it is not be reproduced at less than 5mm wide.

### Please Note

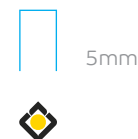
Where possible, carry out production tests on the chosen materials to ensure legibility.



Clear space = X



Clear space = X



Minimum sizes

## Full Colour

This is the primary version of the brandmark and should be reproduced, wherever possible, against a white or light coloured background.

## Grey Scale

For use as an alternate to the full colour version, on premium applications or where colour use is limited to grey scale.

## Single Colour — White

For use when the brandmark is applied on the brand colour or black.

## Single Colour — Black

For use when the brandmark is printed in black & white.

## Please Note

Where possible, carry out production tests on the specific materials to ensure legibility in the chosen colour.

# Colour Variations



Full Colour



Grey Scale



Single Colore- White



Signle Color - Black



Full Colour



Yellow

## Incorrect Usage

Here are some examples of incorrect usage of the brandmark.

Always use the approved master artwork. Never alter or recreate the brandmark.



DO NOT add effects



DO NOT change the proportions



DO NOT change the spacial relationship



DO NOT scale individual elements



DO NOT rotate (other than 90°)



DO NOT change the colour

## Fonts

### English Typeface

Our English typeface is Co Text, which gives text a modern and approachable look. It should be used for all corporate communication. It is available in a variety of weights allowing for expressive application.

### Arabic Typeface

Our Arabic typeface is Co Text, which gives text a modern and approachable look. It should be used for all corporate communication and is available in a variety of weights allowing for expressive application.

### Digital Typeface

For digital applications such as Microsoft Word and PowerPoint, the system font Arial Unicode should be used.

Co Text Bold

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ  
ع غ ف ق ك ل م ن ه و ي  
A B C D E F G H I J K L M N O P  
Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0

Co Text Regular

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ  
ع غ ف ق ك ل م ن ه و ي  
A B C D E F G H I J K L M N O P  
Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0

Co Text Light

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ  
ع غ ف ق ك ل م ن ه و ي  
A B C D E F G H I J K L M N O P  
Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0

## Colour Palette

Our colour palette consists of primary and secondary colours.

Our primary colours are used across all brand communication. Our secondary colours can be used when additional colours are required within communication.

- Pantone 109 C  
CMYK: 0.15.100.0
- Pantone Cool Gray 11  
CMYK:40.30.20.66

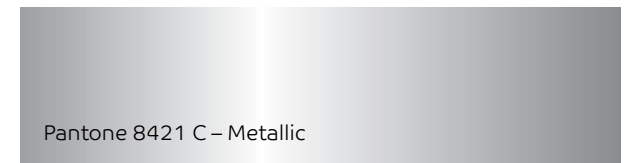
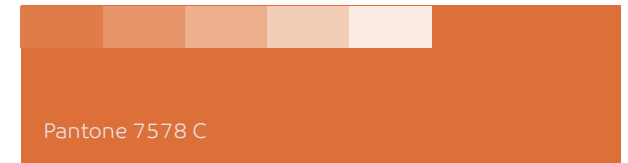
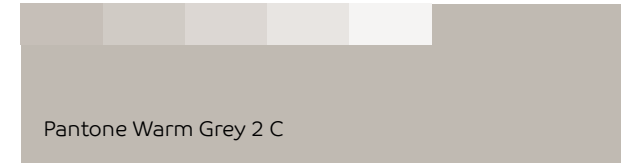
All the colours in our palette should be reproduced in print as Pantone® spot colours where possible, or in CMYK. RGB values should be used for all screen-based applications and digital printing.

The colours shown here are not intended to match the Pantone® colour standards and are an indication only. Pantone is a registered trademark of Pantone®.





## Secondary Colours



## Co-Branding Guidelines

When using multiple brand names together on a single product or service, the same rules apply.

When multiple brand identities are used, SAIB must remain on the far left and at the top if there is more than one row.

### Please Note:

This is a temporary, transitional solution until SAIB develop their sub brand identities.

We recommend developing a Monolithic brand architecture.



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**Thank You**

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