شاهقة

SHAHEQA

BRAND MANUAL
FOR SHAHEQA

Ver.1.0

TWENTYONE

INTRODUCTION

Welcome

Since you are holding this guide and reading these words, we're trusting you with our very identity, our brand.

We are not interested in all of the buzzwords and catchphrases and marketing jargon surrounding the word brand but we do care about what people think about us, we care about our reputation, we care about building Great relationships.

We also care about growing our business. But for us it is not all about revenue and sales, anyone can have a decent architectural Design and Consulting Services. We are passionate about being a force in Consulting Services and architecture, we hope to become a centering name in advertising agency.

The following pages are full of guidelines, rules, and handy tips that we hope will help you communicate our values, realizes our vision, and reinforce our brand.

It is impossible to predict every Situations in brand execution or implementation, but this guide will help refine your approach.

Sincerely, and welcome to **SHAHEQA.**

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Intent of this Guide

This BrandGuide is a reference for our internal design team, and others who are authorized to work with the Shaheqa brand.

The standards, guidelines, and references within the document are grounded in the years of research, experimentation, and brand executions that have preceded our new brand look and feel.

Our intent with this guide is not to restrict creativity and innovation far from it, we believe in the creative spirit, and innovation is one of our core values.

What we strive e for is coordinated, consistent, and effective brand presence in everything we create if we make something, we want to make sure that people know where it came from.

Whiles some of our brand execution and graphic have standardized like business cards and letterhead and envelopes these are not intended as the focus of this guide.

Instead the focus of this guide is to empower you, the creative with the elements you need to create by utilizing these tools, resources and adhering to the guidelines within, you'll do things that will look like the Shaheqa brand every time.

Please refer back to this guide often we believe that our Brand Manual is a living document it should evolve over time just as our brand inevitably will.

If you have any questions concerning the content of this guide, please don’t hesitate to reach out to our Brand Manger at.

example@Shaheqa.com

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أسس العلامة

Brand Core

01

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Our Promise

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Positioning Statement

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OUR عهدنا لكم

PROMISE

هو أن تقوم بتطوير عقارات بتصاميم فريدة
ومغايره لسوق المحلي و بمعايير عالية و مستدامه.

It is to develop real estate with unique designs, different from the local market, with high and sustainable standards.

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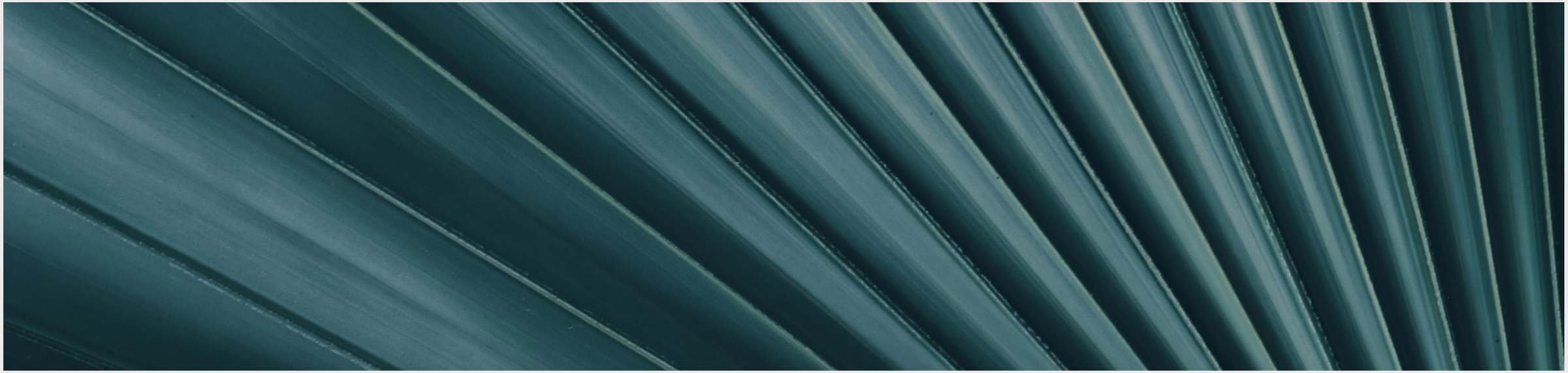
OUR VISION بـيان الرؤيــة

STATEMENT

أن نكون علامة تجارية تعتز بمجتمعها الذي يتميز بهندسته المعمارية الفريدة
وتضع المملكة العربية السعودية كموطن للهندسة المعمارية الفريدة والمستدامة.

It is to develop real estate with unique designs, different from the local market, with high and sustainable standards.



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OUR BRAND

قيم علامتنا

VALUES

الجودة والمصداقية
Quality & Credibility

تقديم ما وعدت به من خلال إظهار الخبرة والثقة في المنتج.

Deliver what is promised by showing expertise and trustworthiness in the product.

الإستـدامة
Sustainability

إظهار القيمة المضافة الخاصة من حيث الفوائد البيئية والاجتماعية.

Reflects special added value in terms of environmental and social benefits.

الإبتـــكار
Innovation

كن مبتكرًا ابتكر طريقة أو فكرة جديدة. التي تغير حياة الناس.

Be innovative come up with a new a method or an idea that can change people’s life.

الإهتمام
Attention

تبني عقلية تكون فيها الجودة والاهتمام بالتفاصيل أولويتك الأولى. فكر في كل سيناريو ممكن وأعمل عليه.

Adopt a mindset where quality and attention to Detail are your number one priority. Think of every possible scenario and act upon it.

الإدراك
Awareness

التعرف على احتياجات الناس وتغييره من مكان إلى آخر ومن وقت لآخر.

Recognition of people need and changes from one place to another and from time to time.

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OUR BRAND

Personality

Inspiring, Tactful, Renewed, Understanding

Brand personality is a set of human characteristics that are attributed to a brand name.

A brand personality is something to which the consumer can relate, an effective brand increases its brand equity by having a consistent set of traits that a specific consumer segment enjoys.

OUR BRAND صـــوت العـــلامة التجـــارية

VOICE

فخور
Proud

تظهر هذه النبرة في الحديث عن شاهقة
عن أهدافها ورؤيتها، وعن وحلولها العقارية،
عن تصاميمها ونماذجها المبتكرة.

مثال:

**"فـي شـاهقة فقـط سـتمتلك منـزلًا بتصميـمٍ فريـد،
وبمعايير عالية أيضًا"**

معبر
Exprissive

تظهر هذه النبرة في الحديث عن المجتمع والعائلة، عن كون شاهقة خيارًا آمنا ومريحًا لسكن العائلة، ستظهر أيضًا في تواصلها مع العملاء توحي بقربها منهم، وتبادل الثقة بينهم.

مثال:

"نؤمـن أن الإنسـان يسـتمد راحته مـن بيته وبيئته، بيئة شاهقة هي اختيار آمن لك ولعائلتك"

محفز
Stimulating

تظهر هذه النبرة في التسويق لشاهقة والتحفيز للشراء،
في نصائح
الاستثمار والتملك.

مثال:

"شـاهقة تقـدم لـك الفرصـة الذكيـة فـي اسـتثمار مالـك وامتلاك منزل أحلامك"

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OUR POSITIONING بيان التموضع

STATEMENT

Our Buildings are Artistic, Smart, and Sustainable.

نقدم حلولًا عقارية ، للأسر الشابة والذين يطمحون بنظام عمراني مبتكر والذكي.
على غرار المنافسين. إن مبانينا فنية, ذكية, ومستدامة.

For Young familes Who desires innovative Architecture and Smart Homes. Our company is a real estate development company That provides Real estate solutions, unlike the regional competitors. Our Buildings are Artistic, Smart, and Sustainable.

© 2021 Brandname, All Right Reserved.

مجموعة الأدوات المرئية

Visual Toolkit

02

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The Logo الشعـــار

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Color System نظـام الألـوان

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Typography النظـام الخـطي

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Photography Style أسلوب التصوير

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2.1

Logo

- The Logo · الشعار
- Negative Logo · شعار السلبي
- Logo Colorway · ألوان الشعار
- Logo Variations · أنواع الشعار
- Logo Clear Space · المساحة الخالية للشعار
- Logo Minimume Size · الحد الأدنى لحجم الشعار
- Logo Placement · أوضاع الشعار
- Logo Misuse · استخدام الشعار الخاطئة
- Dynamic Icon · أيقونة ديناميكية

info@shaheqa.com

Visual Toolkit

Logo | Main Logo

© 2021 SHAHEQA, All Right Reserved.

Logo | Main Logo

© 2021 SHAHEQA, All Right Reserved.

Logo | Logo Icon

© 2021 SHAHEQA, All Right Reserved.

Logo | Negative Logo | **شعار السلبي**

شاهقة

SHAHEQA

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Visual Toolkit

Logo | Logo Colorways | ألوان الشعار

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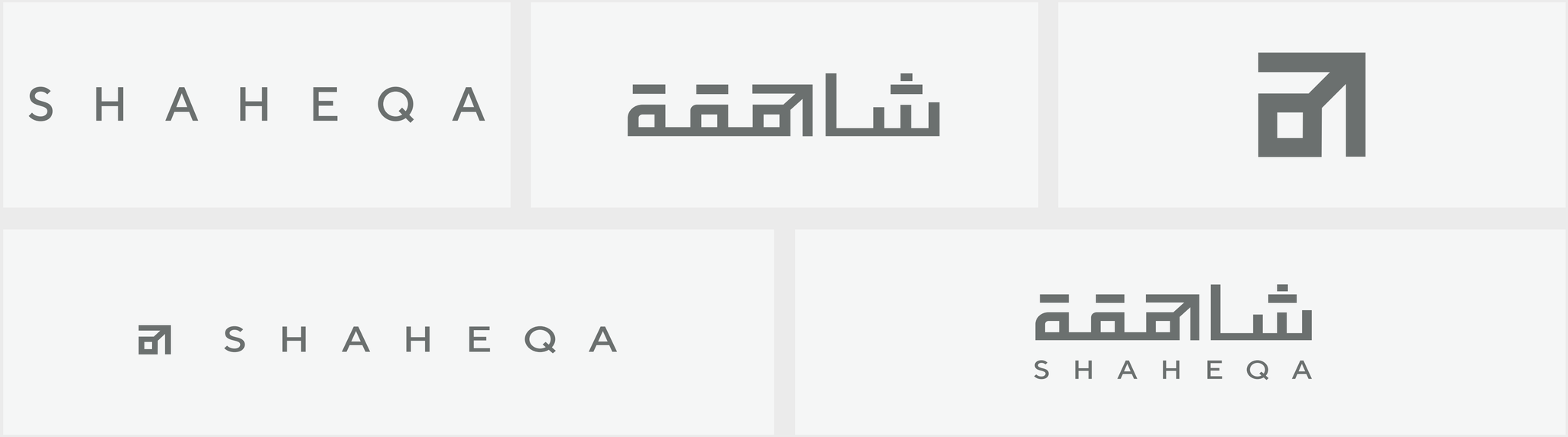
Visual Toolkit

Logo | Logo Variations | أنواع الشعار

Rearranged version of your primary logo design that gives your brand the flexibility to show up consistently, and recognizably, in different placements.



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Visual Toolkit

Logo | Logo Clear Space | المساحة الخالية لشعار

To ensure legibility and maximum brand recognition there are some rules to follow around scaling and placing the logo.

Always allow a clear space equal to one half the height of the word-mark and long-name.

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Visual Toolkit

Logo | Logo Minimum Size | الحد الادنى لحجم الشعار

Shaheqa logo may be resized to suit different layouts and document dimensions, but must never be used below the minimum sizes presented below.

Print
20mm

Digital
60px

Print
09mm

Digital
25px

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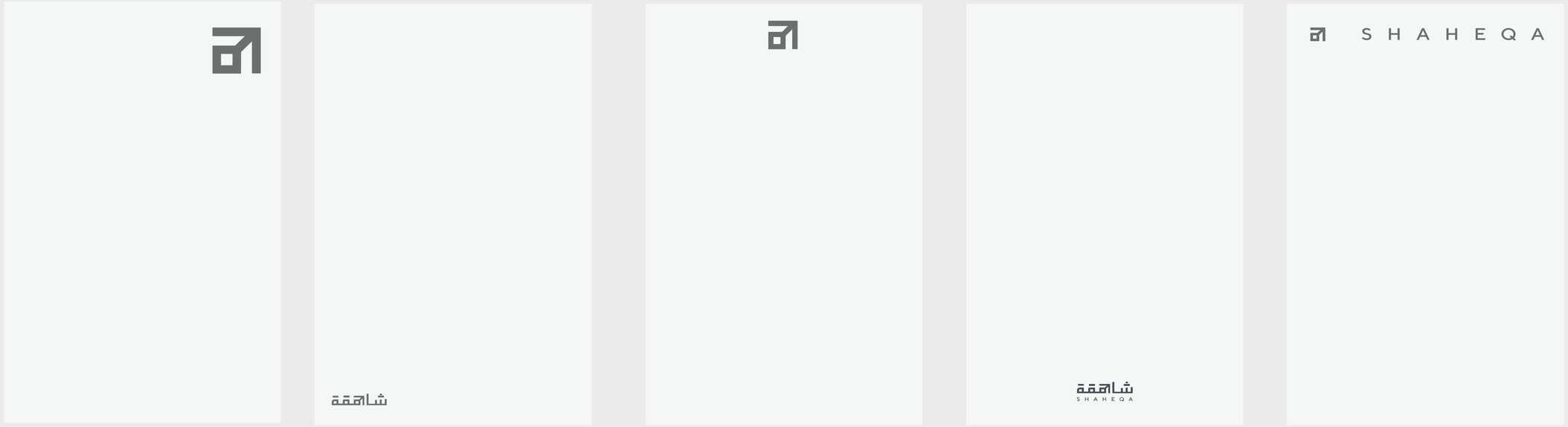
Visual Toolkit

Logo | Logo Placement | أماكن الشعار

These Logo placements will ensure your Brand keep it consistent across all medium.



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Visual Toolkit

Logo | Logo Misuses | الاستخدامات الخاطئة لشعار

In order to maintain the integrity of the Primary Visual Identity, it must never be altered, cropped or reconfigured in any way. Below are some examples of prohibited usage. Additional restrictions apply.

Do not add shadow.

Do not stretch.

Do not rotate or flip in any way.

Do not add glow.

Do not change spacing between lettering.

Do not color logo with unapproved colors.

Do not add gradient.

Do not drop over a shape.

Do not use logo with low quality.

Do not surpass clear space with other logos or any element.

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Visual Toolkit

Logo | Dynamic Icon | أيقونة ديناميكية

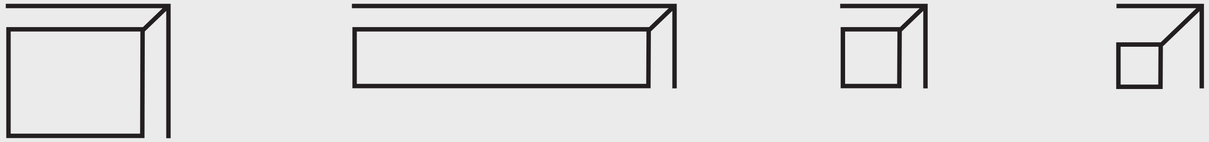
Our Icon is dynamic can be used as a Graphic Element that shows change, movement, and flexibility.

Changing the stroke depedns on the use.
The bolder the icon, it's used for printables and mask in images or footage.

Stroke 70px

Stroke 50px

The thinner the stroke the more uses in digital assets such as social media and user interface.



Stroke 20px

Original Logo Icon.
Stroke 100px

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2.2

Color System

النظام اللوني

Colors have a significant impact on people’s emotional state. Color can trigger an emotion and evoke a brand association.

- Primary Colors · الألوان الأساسية
- Accent Colors · ألوان مميزة
- Usage Proportions · نسب الاستخدام
- Approved Color Pairing · اقتران اللون المعتمد

Visual Toolkit

Color System | Primary Colors | الألوان الأساسية

The consistent use of color is vital to effective brand recognition. Our brand should always be represented in one of the colors on this page, aside from specific recommendations within this guide.

Do not use any other/unauthorized colors.
We prefer a natural sustainable papers.

Use of the Pantone matching System is Highly recommended to ensure color consistency across any and all touching Point.

If Pantone color matching is not available or out of budget, please take care to reach the hues Below precisely.

Pantone
Processe Black CP

HEX: 1C1C1B
RGB: 28 28 27
CMYK: 0% 0% 0% 100%

Pantone
Cool Gray 10 CP

HEX: 878A8F
RGB: 135 138 143
CMYK: 20% 14% 12% 40%

Pantone
Cool Gray 6 CP

HEX: B2B5B6
RGB: 178 181 182
CMYK: 12% 8% 9% 23%

Pantone
Cool Gray 1 CP

HEX: D7D8D6
RGB: 215 216 214
CMYK: 5% 3% 5% 11%

Visual Toolkit

Color System | Accent Colors | الألوان المميزة

The consistent use of color is vital to effective brand recognition. Our brand should always be represented in one of the colors on this page, aside from specific recommendations within this guide.

Do not use any other/unauthorized colors.
We prefer a natural sustainable papers.

Use of the Pantone matching System is Highly recommended to ensure color consistency across any and all touching Point.

if Pantone color matching is not available or out of budget, please take care to reach the hues Below precisely.

Pantone
7665 CP

HEX: 5F3271
RGB: 95 50 113
CMYK: 74% 94% 25% 11%

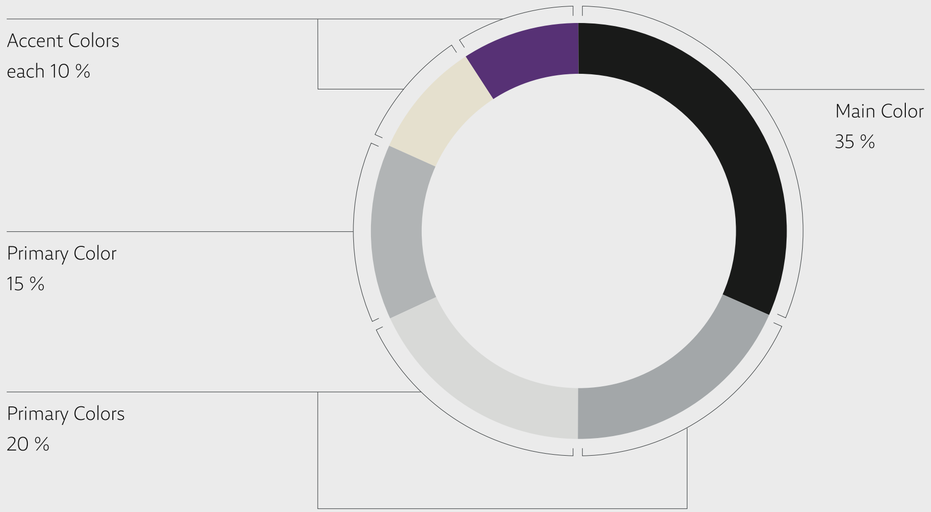
Pantone
7527 CP

HEX: EBE7D7
RGB: 235 231 215
CMYK: 7% 6% 15% 0%

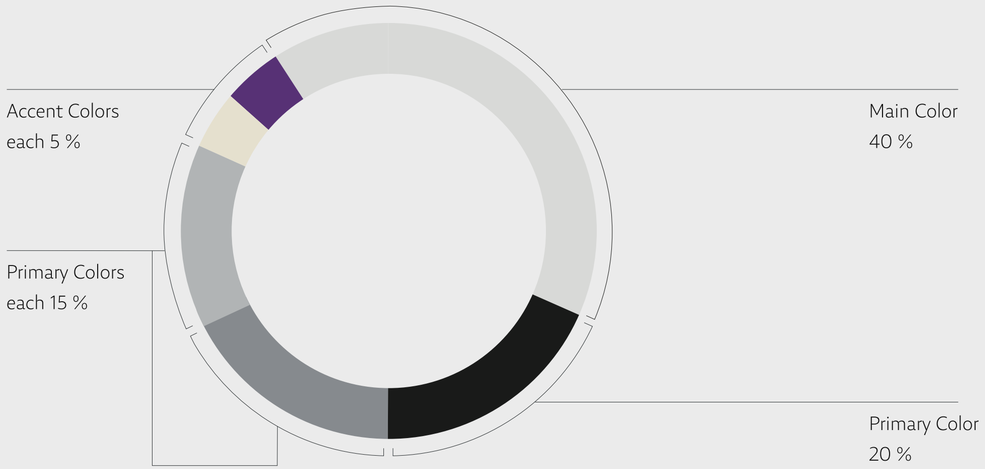
Visual Toolkit

Color System | Usage Proportions | نسب الاستخدام

These rules can help you put a color scheme together easily.
proportion is meant to give balance to the colors used in any space.



Dark Mode



Light Mode

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Visual Toolkit

Color System | Approved Color Pairing | إقتران الألوان المعتمد

This table shows what colors are approved to combain the body text or other graphical elements on a colored background.

The red shades are unautherised combinations. They have low contrast which make them not compatable with the brand, and are not allowed to be used together.

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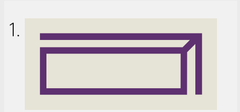
Visual Toolkit

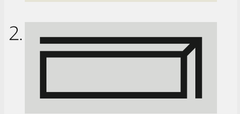
Color System | Approved Color Pairing | إقتران الألوان المعتمد

Here is an example on color arrangements:

1.

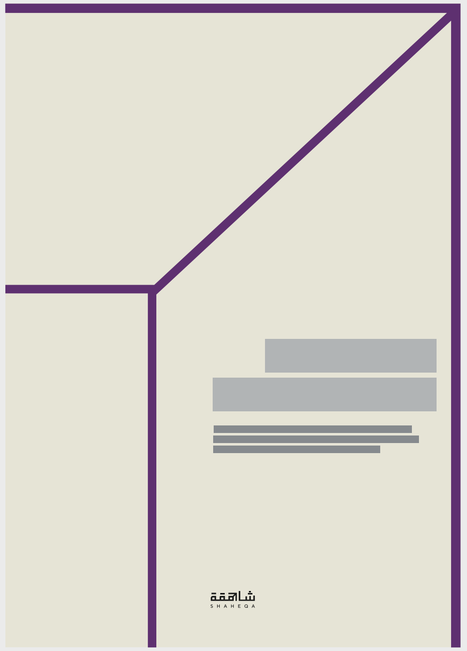


2.

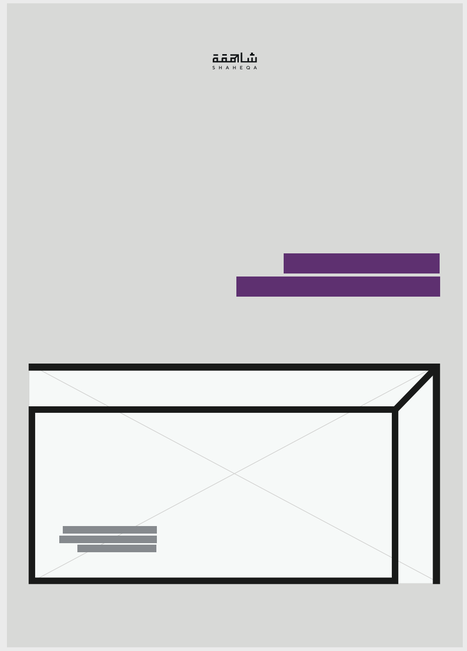


3.

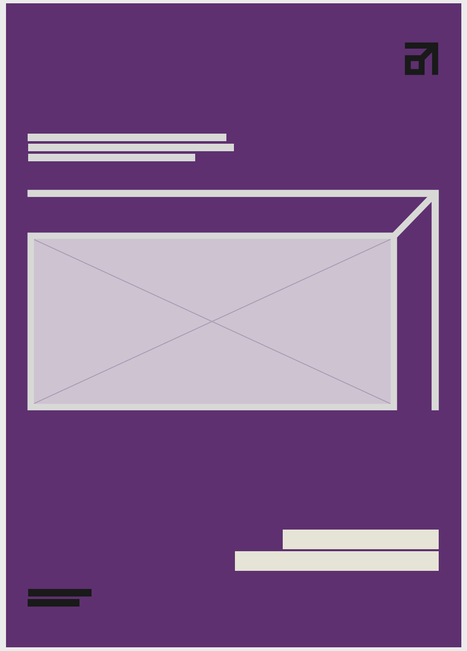
1.



2.



3.



In this example the background purple can not be used as a solid. Adding multiplying effect over an image is needed.

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2.3

Typography System

النظام الخطي

Typography is the craft of endowing human language with a durable visual form.

- Arabic & Latin Typeface · الخط العربي واللاتيني
- Type in Use · اكتب قيد الاستخدام
- Master Style List · قائمة الأنماط الرئيسية

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Visual Toolkit

Typography | Primary Typeface | الخط الأساسي

Frutiger LT Arabic is our Main typeface that will be used in all writing communication.

Frutiger LT Arabic

Light - Roman - **Bold**

We Are Expressive Motivated, And Proud.

نحن معبرون، متحمسون وفخورين.

Bold 2x (body Point)

Bold Condensed Tracking (200)

Roman

Light

Main Title

SECONDARY TITLE

This text is an example of a text that can be replaced in the same space. This text was generated from the English text generator.

2021 / Jun / 21

العنوان الرئيسي

عنـــوان فـــرعي

هذا النص هو مثال لنص يمكن أن يستبدل في نفس المساحة، لقد تم توليد هذا النص من مولد النص العربي.

2021 / Jun / 21

Bold Condensed

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Visual Toolkit

Typography | Type in Use | طريقة الاستخدام

When constructing layouts, these tips will help you build dynamic, interesting, and on brand compostions with typography. while these rules are proven and sound sometimes breaking them is the right call.

Stay Left or Right-Aligned

Legibility and clarity are vitally important to great typographical layouts, since people reading from left to right or right to left, we should align our type accordingly.

Define Hierarchy With Size & Weight

Contrast is the name of the agme when it comes to great Design, play with font size to make emphises to important text element. When in doubt, use higher weight between two text elements.

Watch The Rag

When setting paragraphs, keep an eye on the right (ragged) edge. if the rag unintentionlly create a shape, consider tweaking the language or resizng the container, also, try to prevent single word lines (orphans).

Align X-Heights or Baselines

whennever you place text next to each other, either align the baselines (the line that the bottom of lowercase x sits on) or align the x-hights (the top of a lowercase x). this helps align each line visually.

Give things Space, if Needed

Negative space, or the space around elements is vitally important. That begin said, if informational elements belong together, move them closer together. Use grouping wisely, just try not to cram to many things in one space.

Keep Line Length Reasonable

it is for the user to get lost in long lines of text and short ones are easily ignored. It is best to keep lines between 45 and 70 characters long, depending on the the size of the font. This will ensure legibility.

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Visual Toolkit

Typography | Master Style List | قائمة الأنماط الرئيسية

When constructing layouts, these tips will help you build dynamic, interesting, and on brand compostions with typography. while these rules are proven and sound sometimes breaking them is the right call.

HEADLINES

- Headlines should be short, clear, and "hook" the user into reading More
- Use & instead of and
- Use Title Case, not sentences case

PUNCTUATION

- Use consistent Punctuation.
- Don’t use space around the em-dash
- Do not end bulleted or numbered list in periods, unless the list contains multiple sentences.
- Do not hyphenate paragraph
- Don’t put space after “ و ” in arabic

CONTACT INFORMATION

- Phone number should always use space in 3-3-4 or 2-3-4 format ,do not use periods for example:

  050 123 1234 or 50 123 1234
- Don’t use 1:30PM or 1:30
- Use full name for days for example

  Sunday-Saturday
- Use 24 hours formatting
- dont use AM-PM

FORMATTING

- Cap the first words in a sentence

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2.4

Iconography

الأيقونات

Iconography Overview · نظرة عامة على الايقونات

Visual Toolkit

Iconography | Icons Overview | نظرة عامة

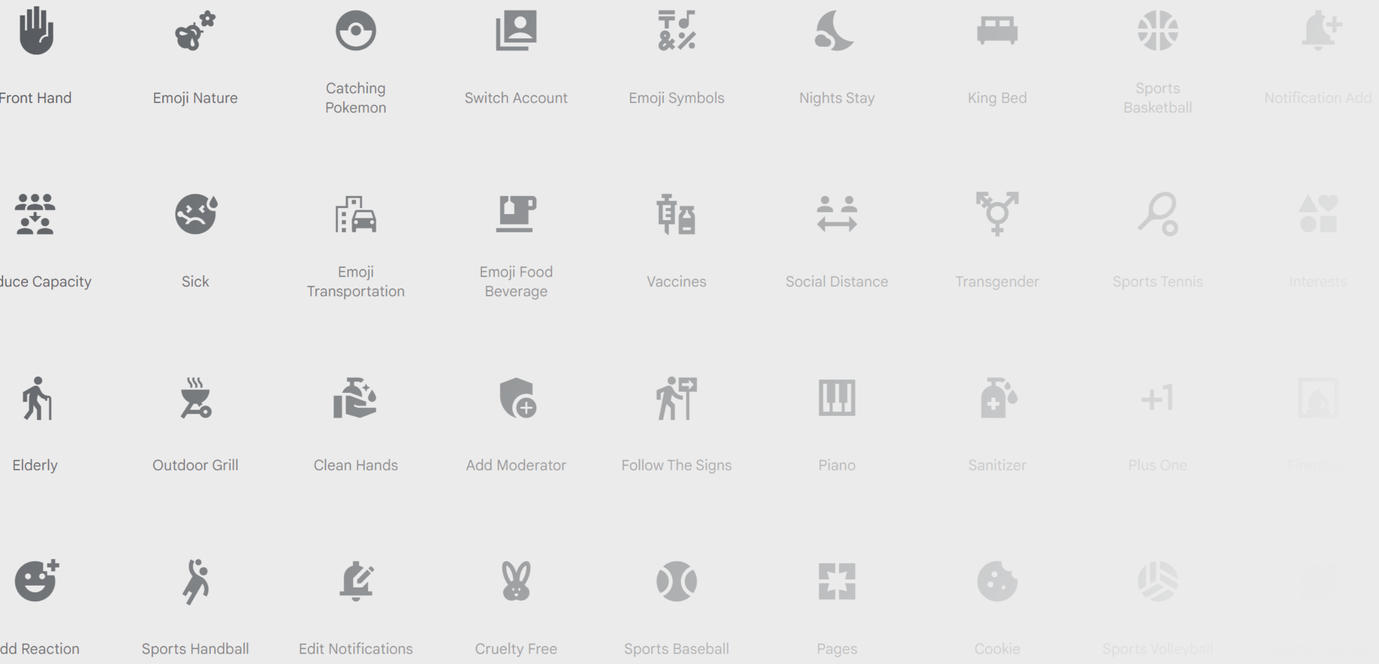
We recommend the use of **Material Sharp** Icons because it based on the core material design principles and metrics. Which is simple, modern, friendly. **Licensed under the Apache License, Version 2.0.**

MATERIAL SHARP ICONS

Downlaod Icon And Grid Template.

Icon Pack

Icon Grid Template



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2.5

Charts & Graphs

الرسومات و التخطيط

- Charts & Graphs Overview
- نظرة عامة على المخططات والرسوم البيانية
- Color harmony
- تناغم الألوان

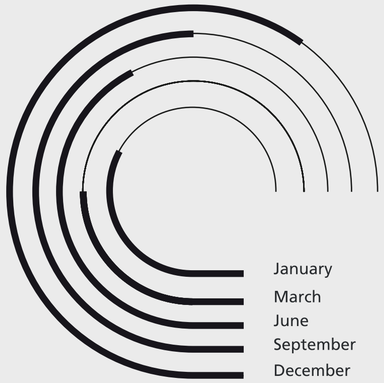
Visual Toolkit

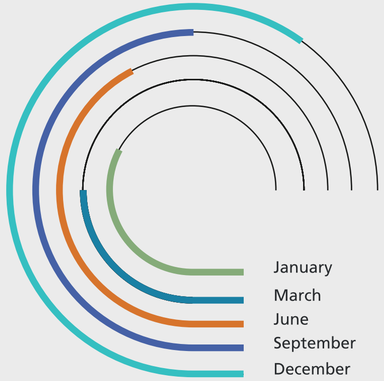
Chart & Graphs | Chart & Graphs Overview | نظرة عامة على المخططات

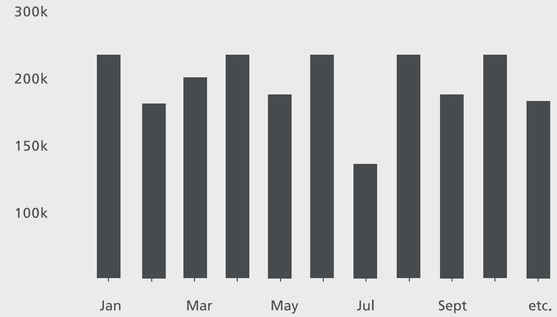
These colors are choosen to add diversity in the diagrams, yet toned down to match the brand palette.

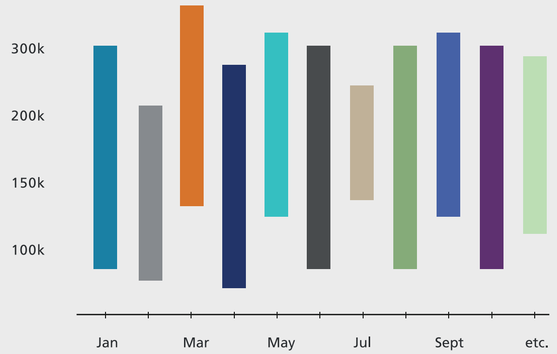
Diagrams Outline

Status Colors









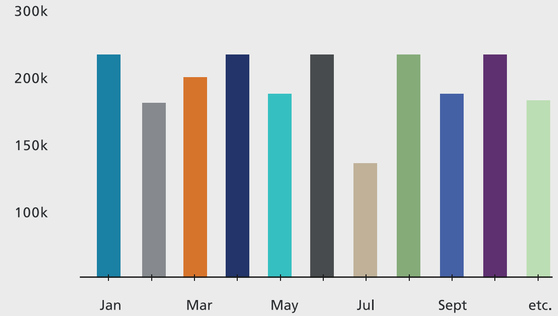


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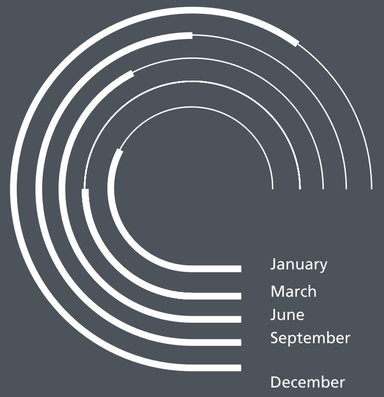
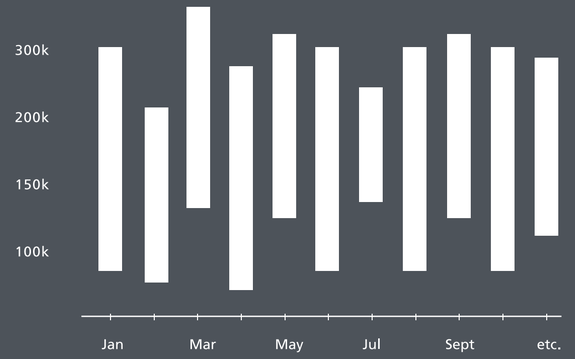
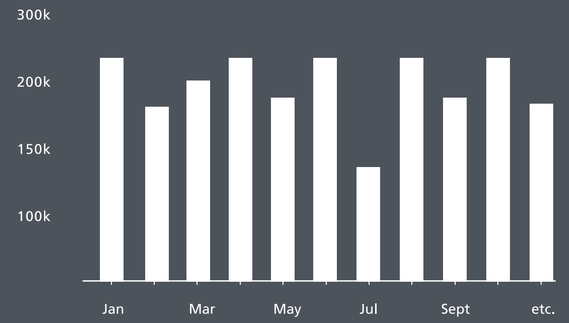
Chart & Graphs | Chart & Graphs Overview | نظرة عامة على المخططات

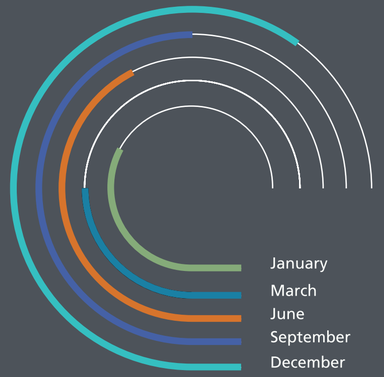


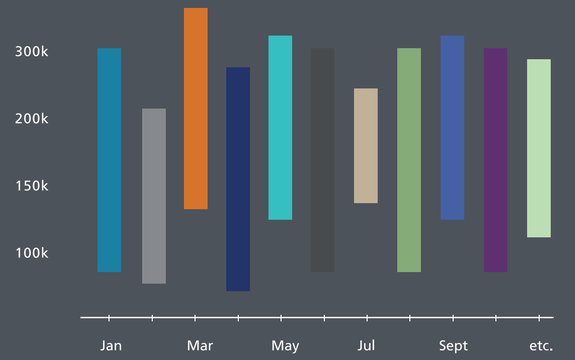


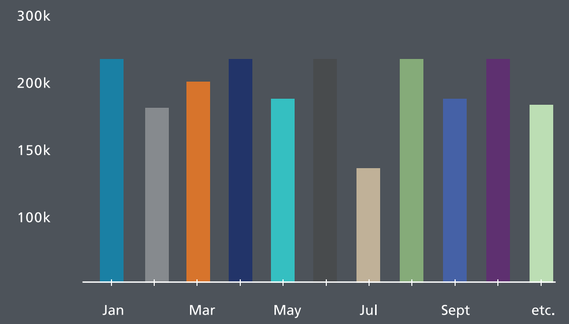


Here it shows the daigrams on dark backgrounds.

Where theres a colored version and a one-colored version depending on the use.







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2.6

Photography Style

أسلوب التصوير

- Exterior Photo Style · نمط الصورة الخارجية
- Interior Photo Style · نمط الصورة الداخلية
- People & Lifestyle · الناس ونمط الحياة

Visual Toolkit

Photography Style | Exterior Photo Style | نمط الصور الخارجي

It’s important that tone of your photos incites the feeling you want your audience to associate with your brand.

Tone edit:
Nutural tone.
Green less saturated.

Shooting Principles:
Sharp focus.
Enhance building structure.
No blur effects.
Natural crisp lighting.

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Visual Toolkit

Photography Style | Interior Photo Style | نمط التصوير الداخلي

It’s important the tone of your photo and color of the interior incites the feeling you want your audience to associate with your brand.

In SHAHEQA, we depend on showcasing the brand and reflect it to the interior advertisement photos by applying the purple accent color and make a unique memerable feeling to costumers and the public.

Editing the main focus piece of furniture to purple accent color.

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Visual Toolkit

Photography Style | People & Culture | الناس ونمط الحياة

It’s important to capture the representives in there own culture uniform and reflect there own identity. Where a Middle-eastern wears “Thuob” and a Westerner wears a formal suit.

Create sharp, sophisticated and understated images that represent intelligent and reliable competence.

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Visual Toolkit

Photography Style | People & Culture Do Nots الناس والثقافة

Do not represent SHAHEQA people with poorly arab representive outfit.

Always capture SHAHEQA people in an active state, employees must never look bored or disengaged.

Always capture SHAHEQA people within a clean office environment, never capture SHAHEQA people outside of the office or within a cluttered environment.

The photographic examples on this page are for conceptual and design reference only. The image rights belong to the corresponding sources or authors.

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استخدامات الهوية

Brand in Use

03

PAGE 48
Stationery

PAGE 58
Prints uses

PAGE 64
Environment

PAGE 68
Digital uses

PAGE 78
Merchandise

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3.1

Stationery

القرطاسية

- Business Card · بطاقة العمل
- Letter Head · الورق الرسمي
- Folder · مجلد
- Envelop · مغلف
- ID Card · بطاقة التعريف

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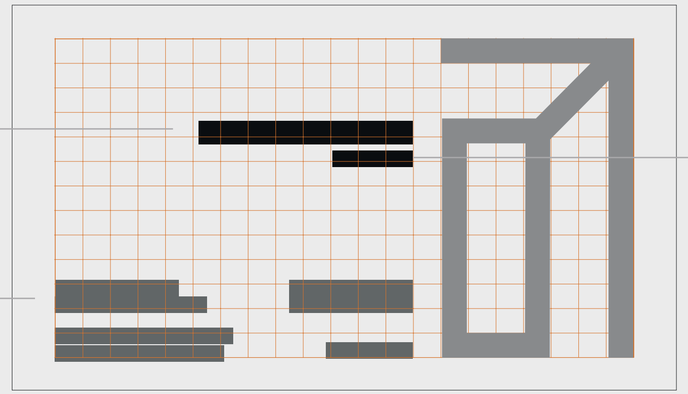
Brand in Use

Stationery | Business Card Structure | بناء كرت العمل



Employee Name

Font: Frutiger LT Arabic **| BOLD**
Point Size : 8pt-9pt

Employee Contact info

Font: Frutiger LT Arabic **|** Light
Point Size : 5pt **Tracking:** 120

Employee
Postion

Font: Frutiger LT Arabic **|** Light
Point Size : 5pt

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Brand in Use

Stationery | Business Card | كرت العمل

General BC

paper material : G.F Smith ColorPlan
name of paper :Real Gray + (Dublex)
Weight: 300 GSM - 450 GSM

BC Mangers

paper material : G.F Smith Gmund Urban
name of paper : Architect Black
Weight: 300 GSM - 450 GSM

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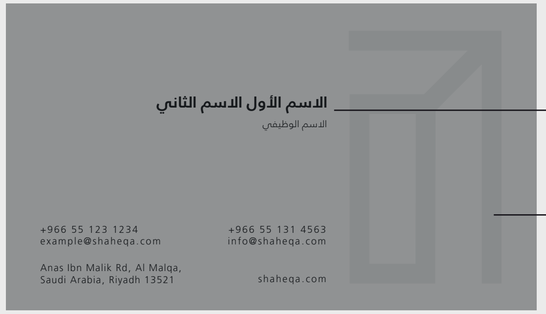
Brand in Use

Stationery | Business Card | Print Technique | تقنية الطباعة

General BC

paper material : G.F Smith ColorPlan
name of paper :Real Gray + (Dublex)
Weight: 300 GSM - 450 GSM



Letterpressing with Black Foil

Blind Debossing

BC Mangers

paper material : G.F Smith Gmund Urban
name of paper : Architect Black
Weight: 300 GSM - 450 GSM

Letterpressing with White Foil

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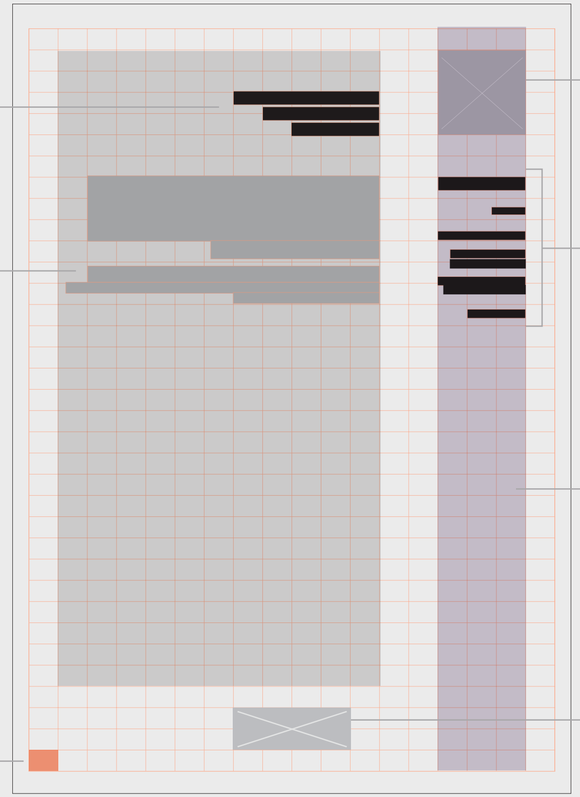
Brand in Use

Stationery | Letter Head A4 Structure | بناء الورق الرسمي



The receiver details information

Font: Frutiger LT Arabic | Roman
Point Size : 8pt-9pt

The message and body text

Font: Frutiger LT Arabic | Roman
Point Size : 10pt -12pt

Reserved for the Content.

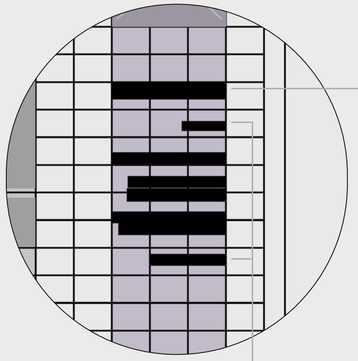
Hight : 8mm
Width: 11mm

Brand Mark

All imporant Information about Shaheqa

Reserved for Shaheqa Need's to be placed in this column.

Brand Wordmark



Type Of Document

Font: Frutiger LT Arabic | **BOLD**
Point Size : 15pt

Information

Font: Frutiger LT Arabic | **Roman Point Size :** 8pt | Tracking 190pt-200pt

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Brand in Use

Stationery | Letter Head A4 | بناء الورق الرسمي

General Purpose Paper

paper material : G.F Smith ColorPlan
name of paper :----------
Weight: 85 GSM - 135 GSM

Invoice

paper material : G.F Smith ColorPlan
name of paper : Real Gray
Weight: 135 GSM

Quotation

paper material : G.F Smith ColorPlan
Name of paper: Vanilla Smooth
Weight: 135 GSM

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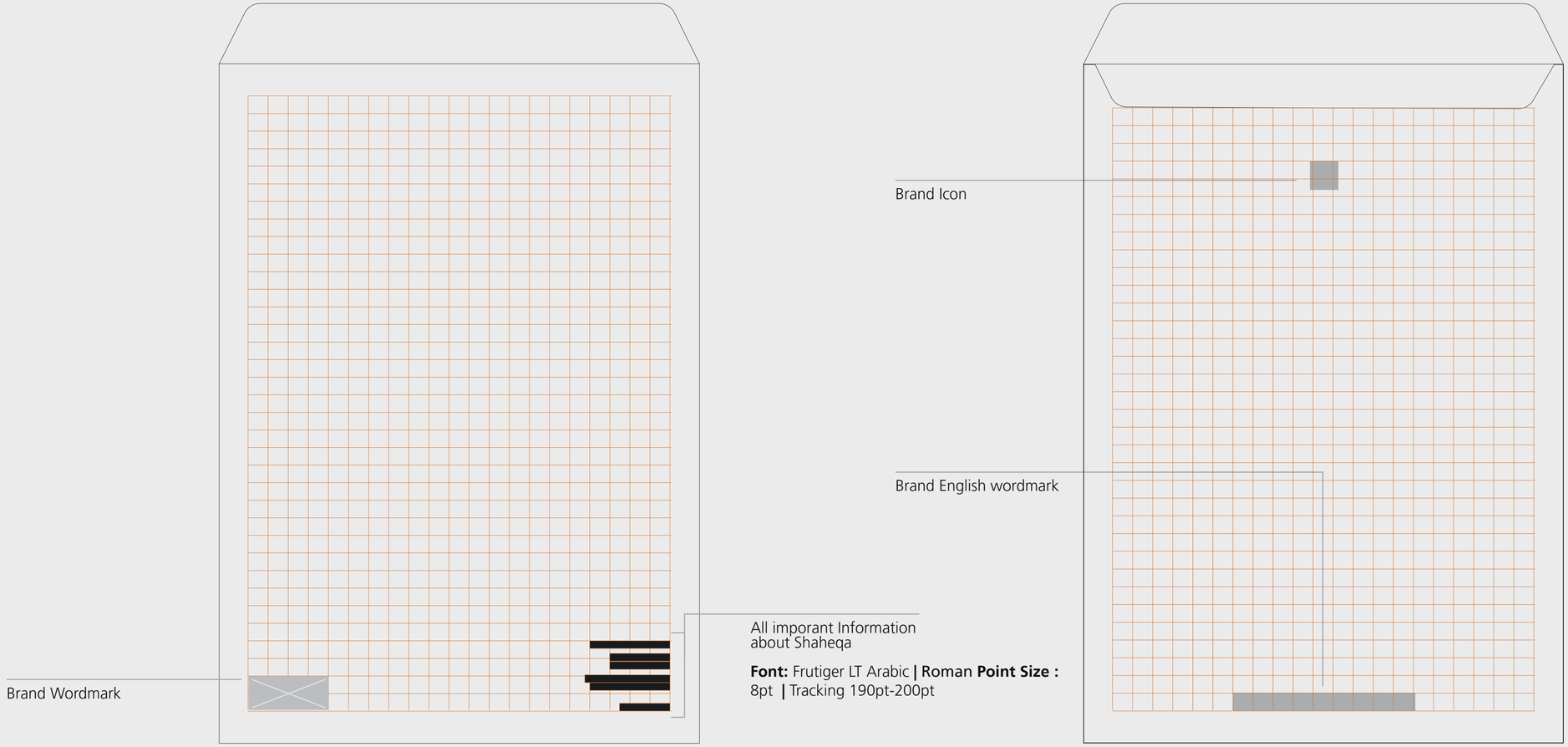
Brand in Use

Stationery | Envelop C4 Structure | بناء الظروف



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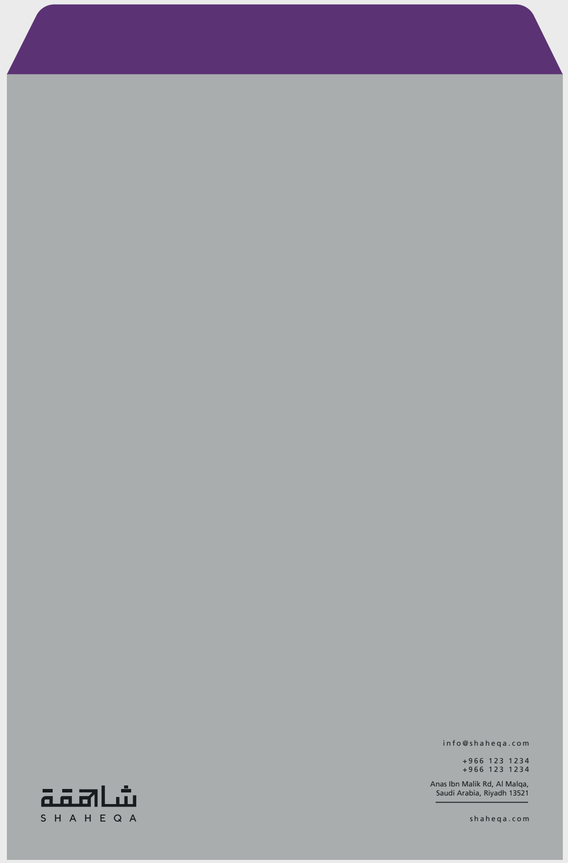
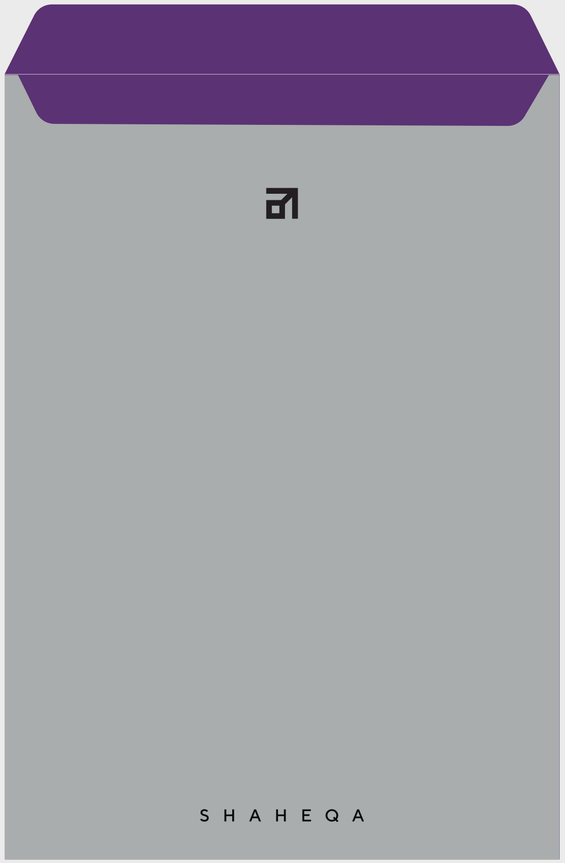
Brand in Use

Stationery | Envelop C4 | الظروف

Envelop

paper material : G.F Smith ColorPlan
name of paper : Real Gray
Weight: 135 GSM





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Brand in Use

Stationery | Envelop DL Structure | بناء الظروف

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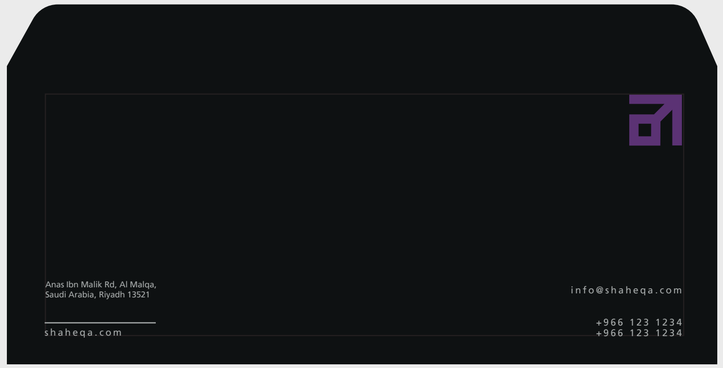
Brand in Use

Stationery | Envelop DL Structure | الظروف



Envelop

paper material : G.F Smith ColorPlan
name of paper : Ebony
Weight: 135 GSM

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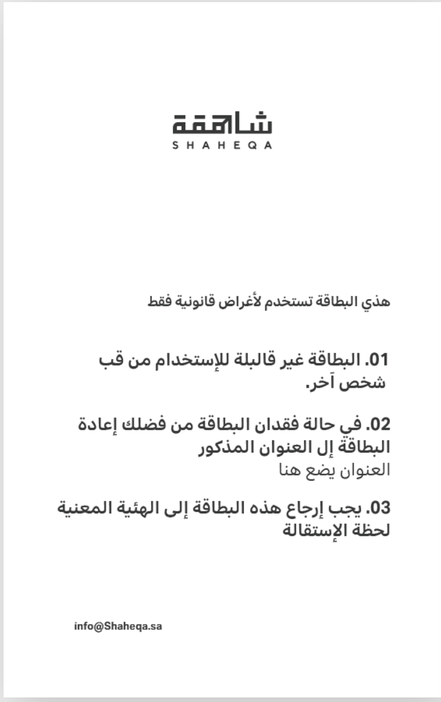
Brand in Use

Stationery | ID Card | بطاقات العمل

Photogrphy Style

Card Color : White



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3.2

Printables

المطبوعات

- Layout Grid
- Book Cover
- Posters

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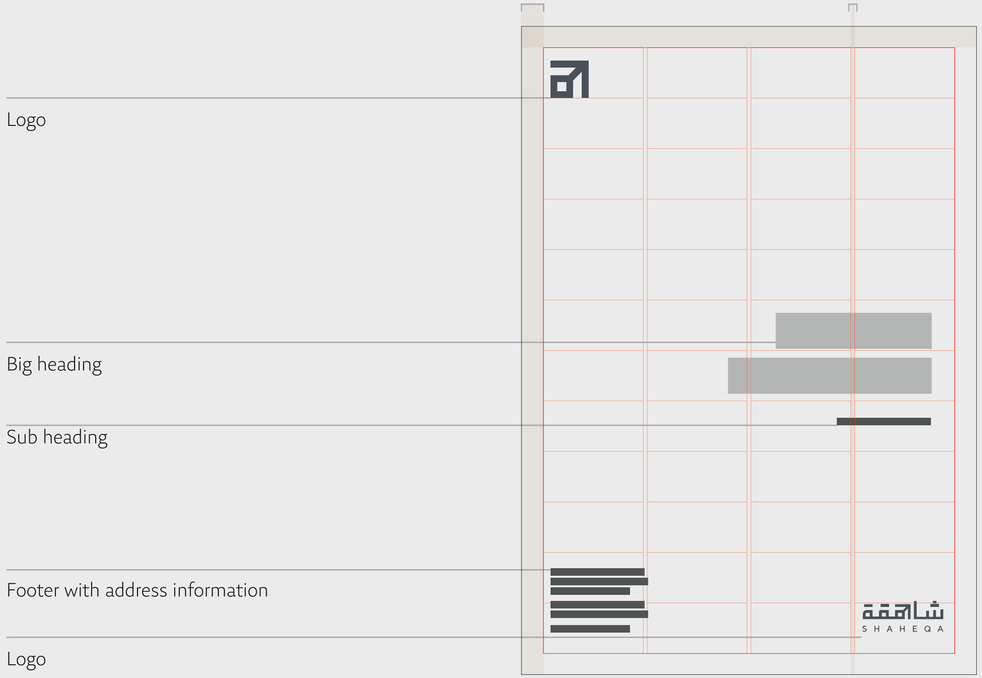
Brand in Use

Printables | Book Cover Structure | غلاف الكتيب

Main Grid with 4 Colume Grid.

Margin
40px * 40px

Vertical Gutter
8px



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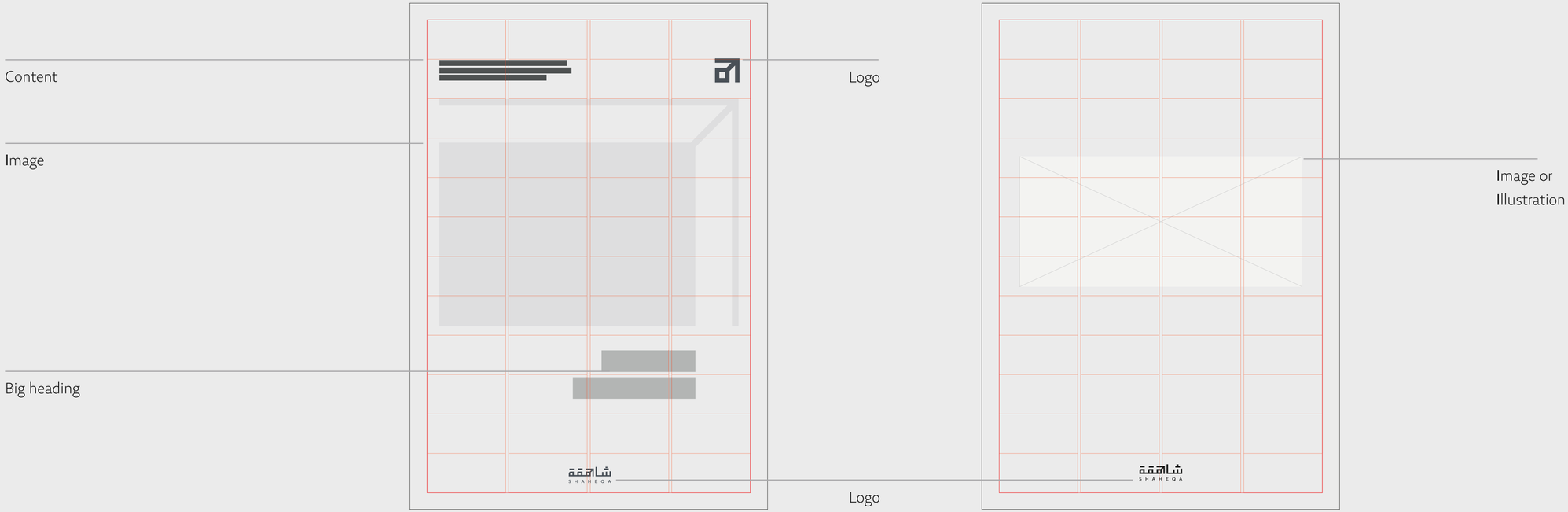
Brand in Use

Printables | Posters Structure | طريقة بناء البوسترات



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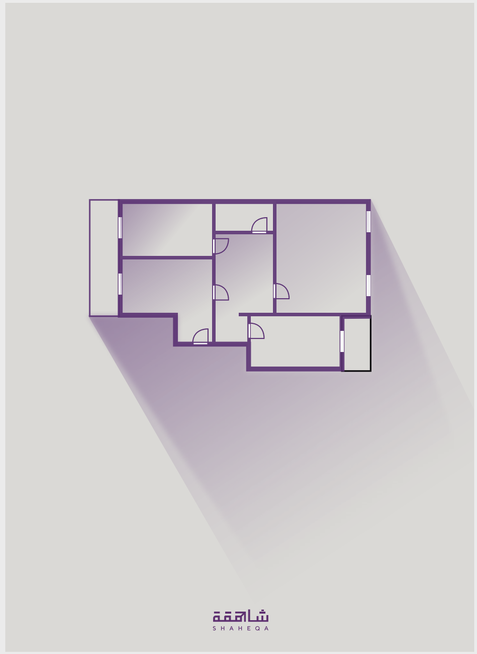
Brand in Use

Printables | Posters | البوسترات



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Brand in Use

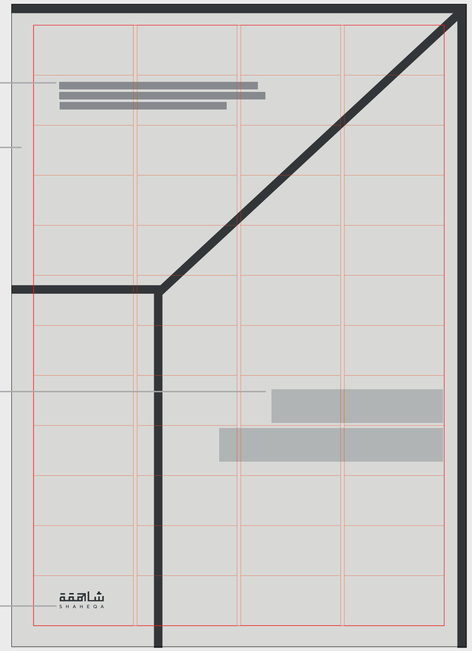
Printables | Posters Structure | طريقة بناء البوسترات

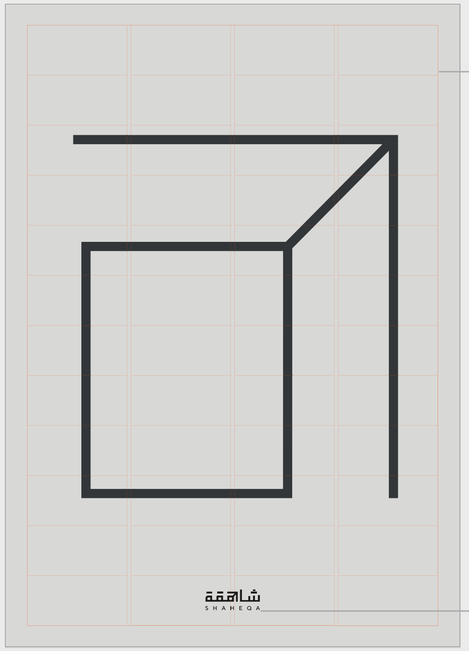
Content

Full Image

Big heading

Logo





Full Image, interact graphic element if possiable.

Logo

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Brand in Use

Printables | Posters

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3.3

Environment

المحيطية

- Event Lamp Post
- Indoor Wayfinding Signage
- Outdoor Wayfinding Signage

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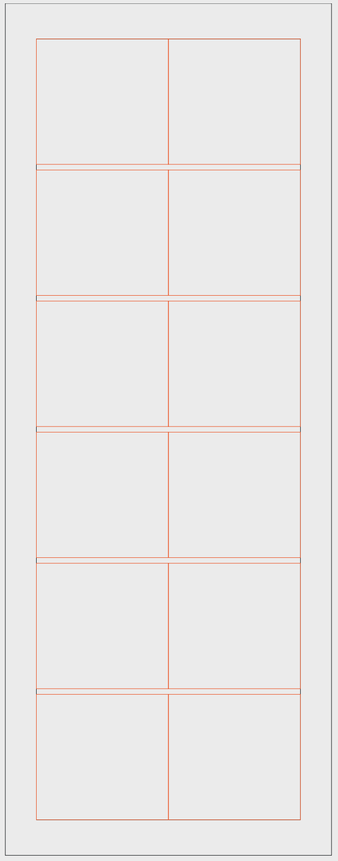
Brand in Use

Environment | Event Lamp Post | لوحة لاعمدة الإضاءة



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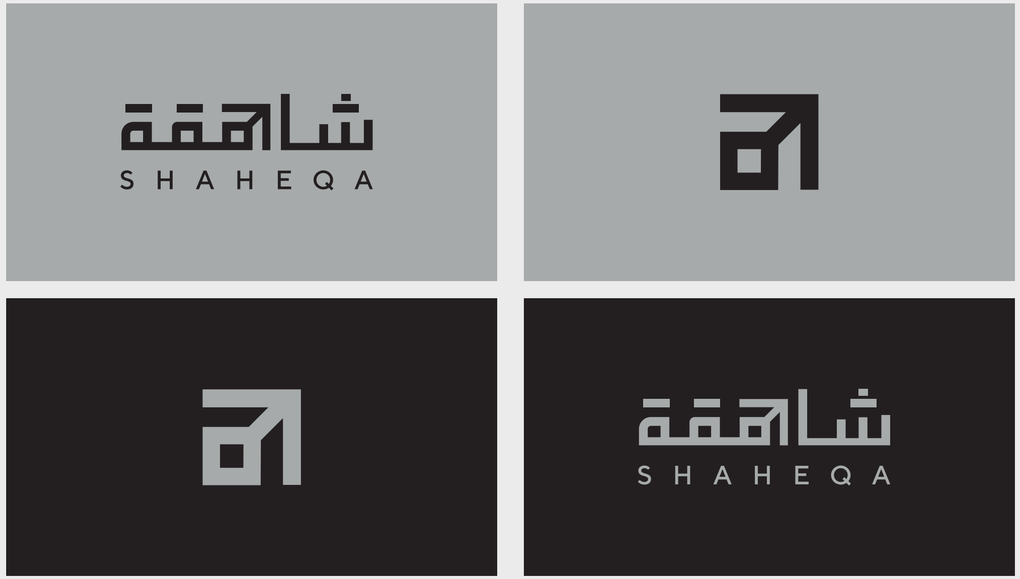
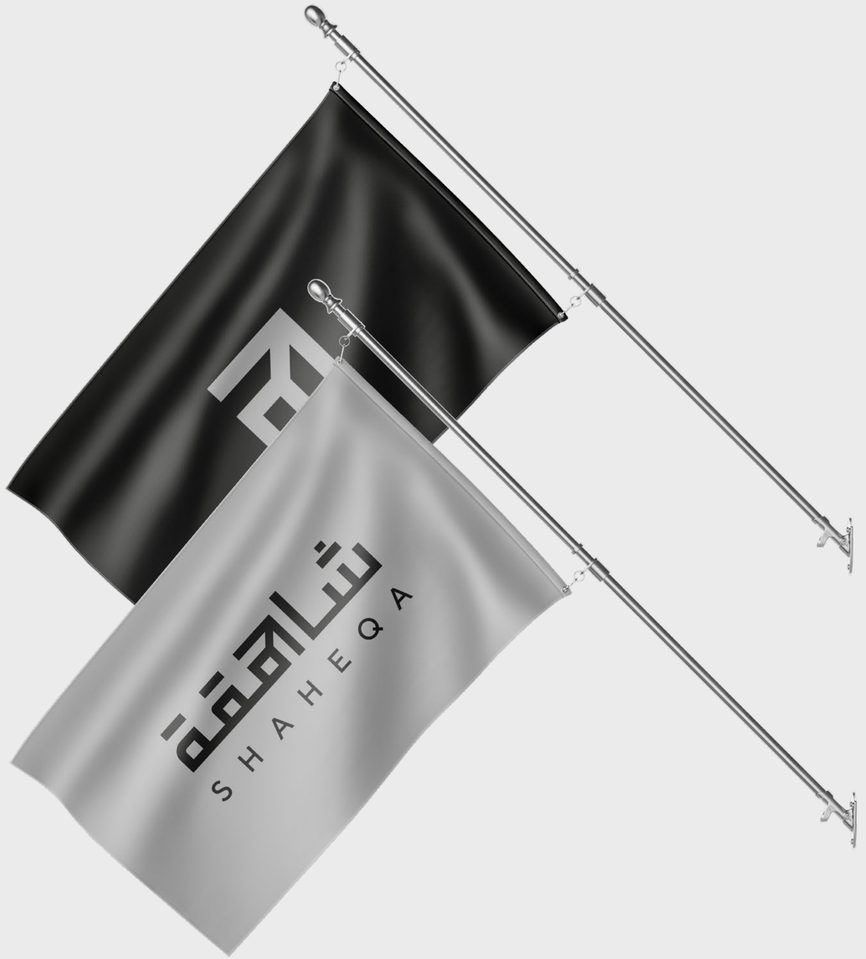
Brand in Use

Environment | Flag | أعلام





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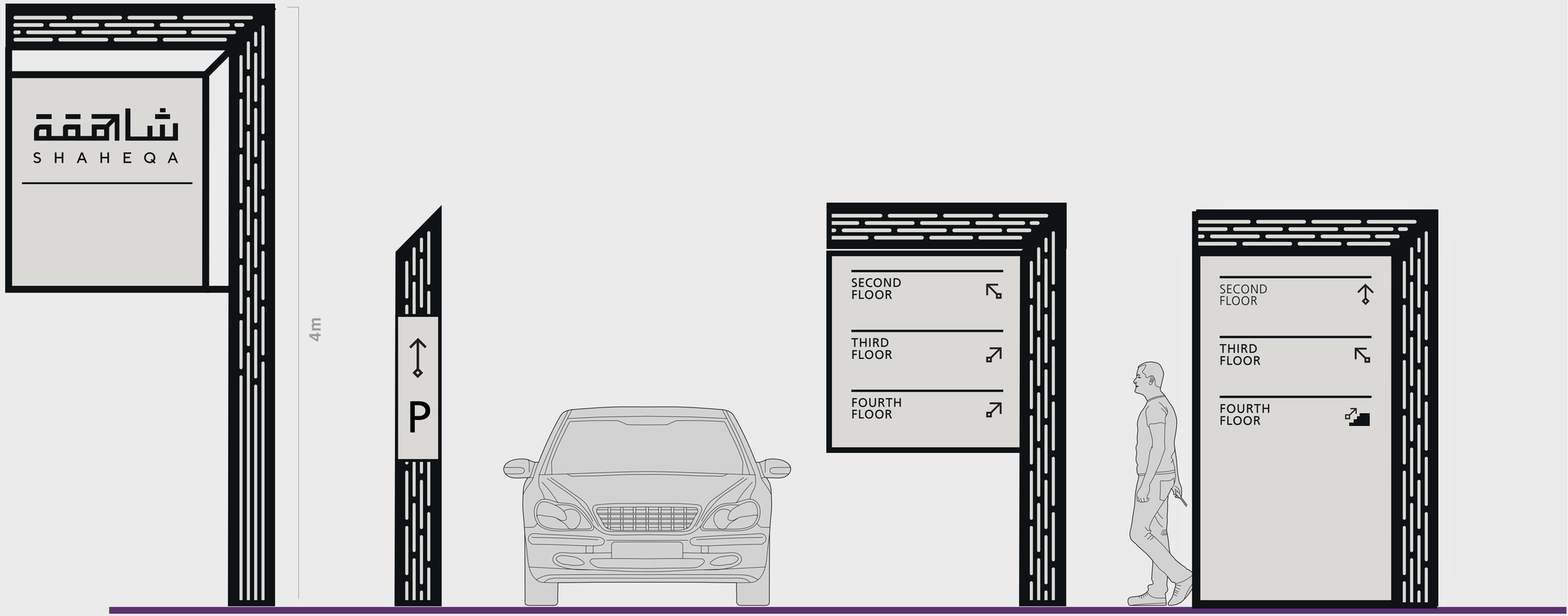
Brand in Use

Environment | Wayfinding Signage | لوحة إرشادية



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Brand in Use

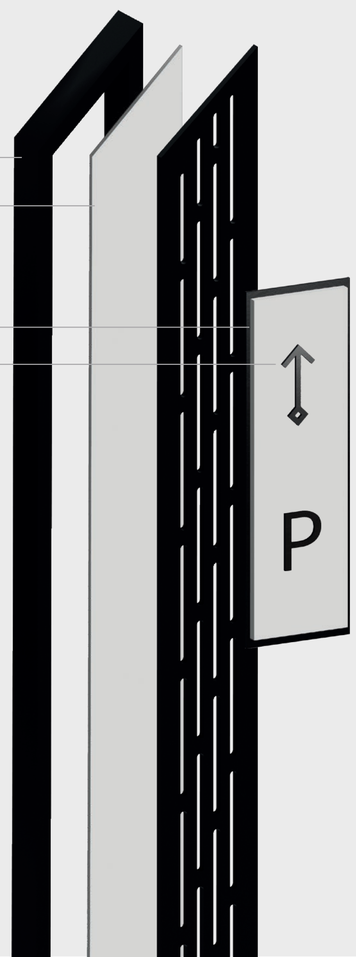
Environment | Wayfinding Signage

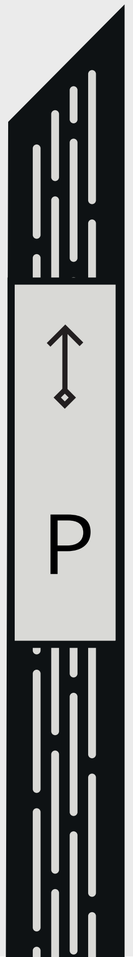
Black Mate Metal

White Acrylic With LED
The light changes from yellow/
white to purple lighting.

Border Black Metal or Acrylic

Acrylic Laser Cut Symbols





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3.4

Digital Uses

الاستخدامات الرقمية

- PowerPoint Template
- Website Interface
- Social Media
- Email Signature

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Brand in Use

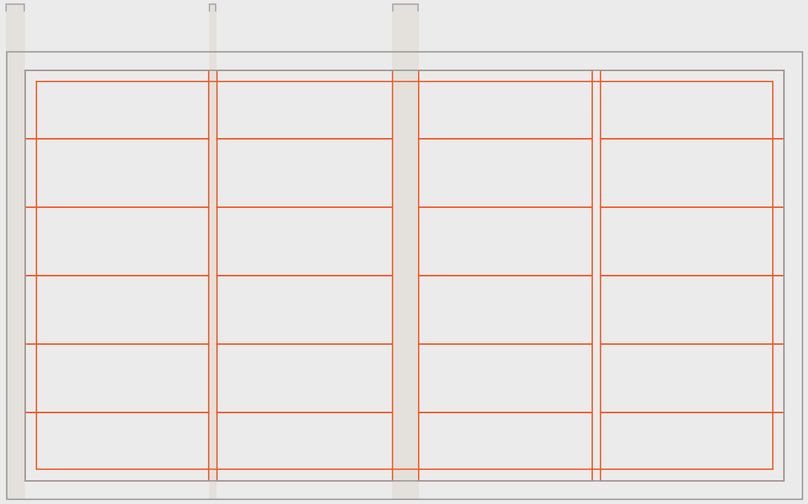
Digital Uses | PowerPoint Template Structure

4 Colume Grid
with the 20px gutter spacing.

Margin
73px * 73px

Vertical Gutter
21px

Center Vertical Gutter
64px

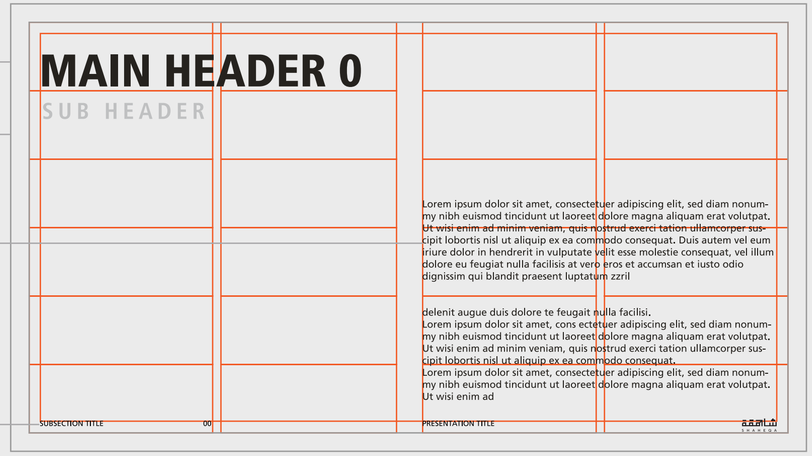


Main Header
H0: 110px

Sub Header
H1: 55px

Paragraph
P1: 24px

Fixed Margin
P2: 18px



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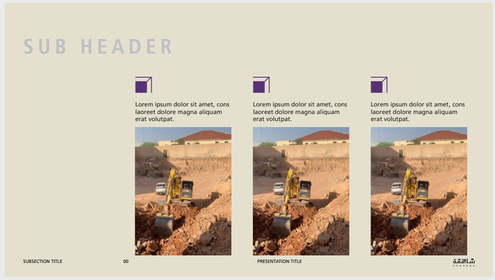
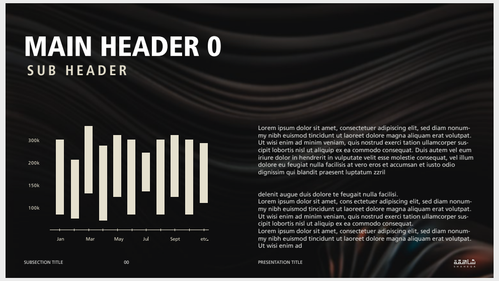
Brand in Use

Digital Uses | PowerPoint Template





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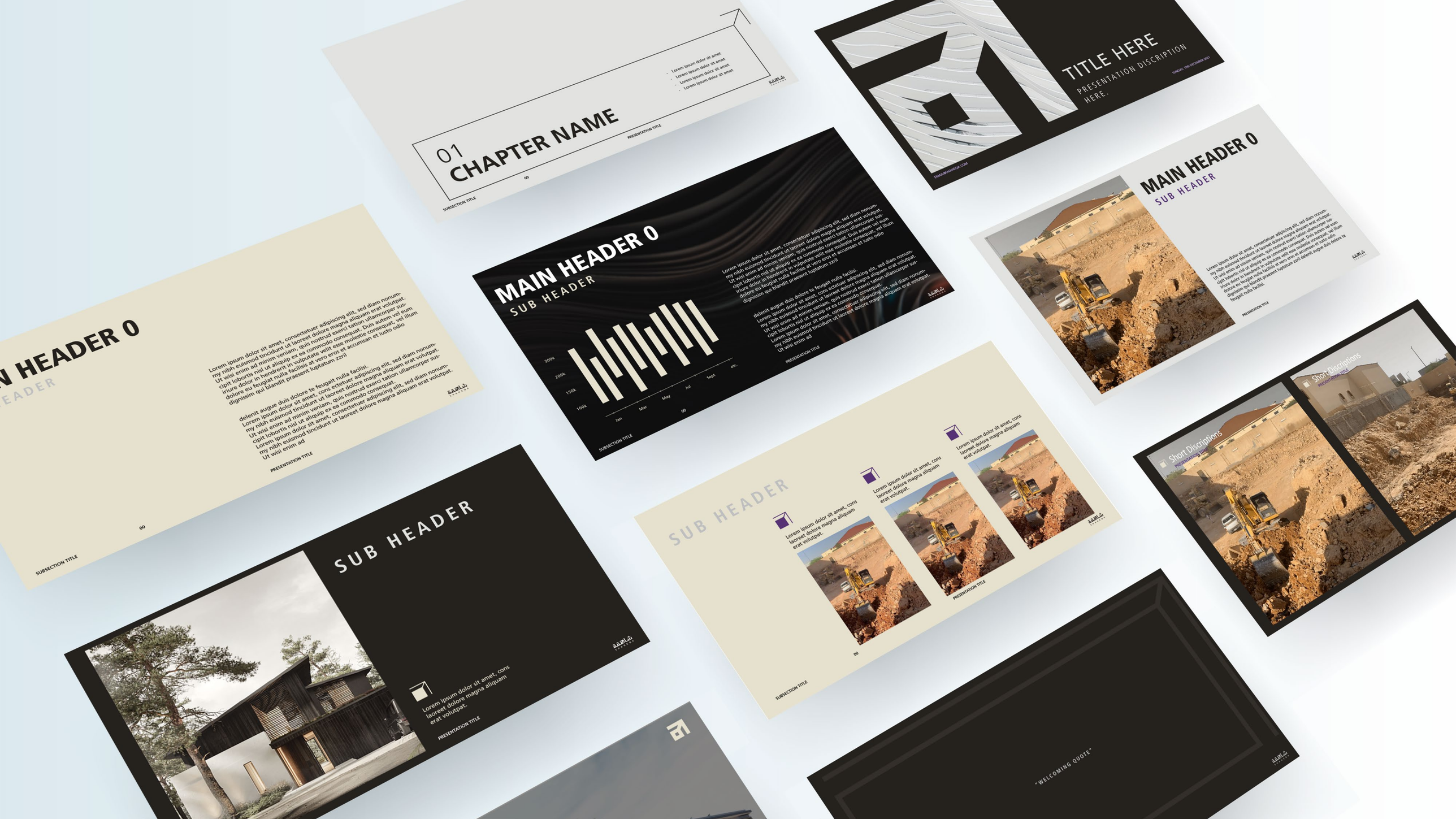
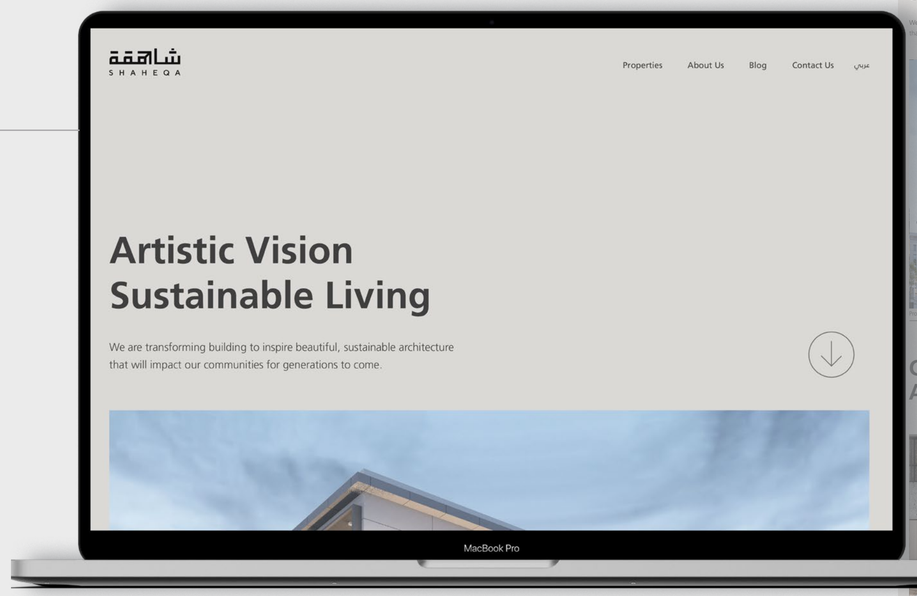
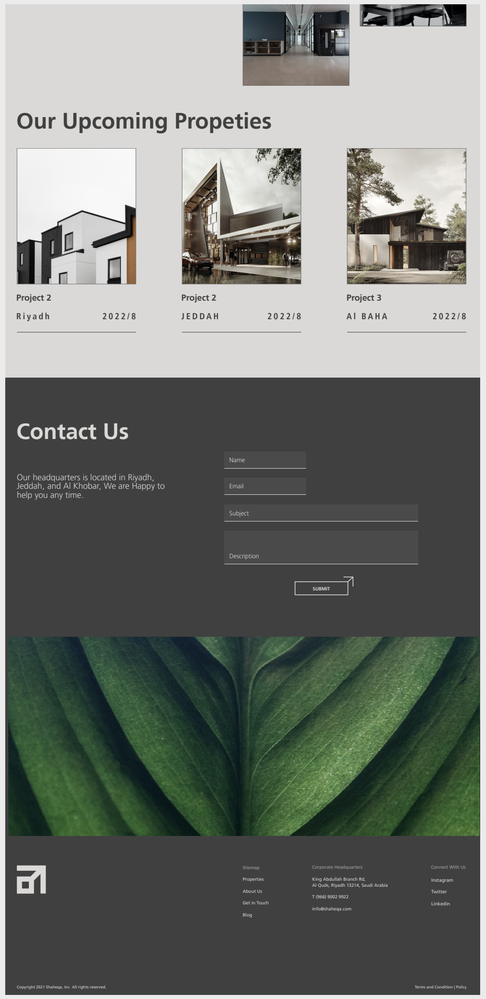

01
CHAPTER NAME
SUBSECTION TITLE
PRESENTATION TITLE
TITLE HERE
PRESENTATION DISCRIPTION HERE.
MAIN HEADER 0
SUB HEADER
PRESENTATION TITLE
SUBSECTION TITLE
SUB HEADER
Lorem ipsum dolor sit amet, cons laoreet dolore magna aliquam erat volutpat.
PRESENTATION TITLE
SUB HEADER
Lorem ipsum dolor sit amet, cons laoreet dolore magna aliquam erat volutpat.
PRESENTATION TITLE
SUBSECTION TITLE
MAIN HEADER 0
SUB HEADER
PRESENTATION TITLE
Short Discriptions
"WELCOMING QUOTE"

Brand in Use

Digital Uses | Website User Interface

Home Page





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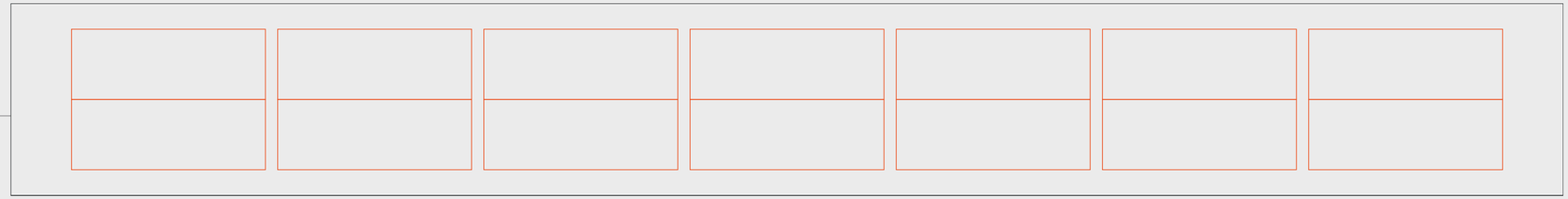
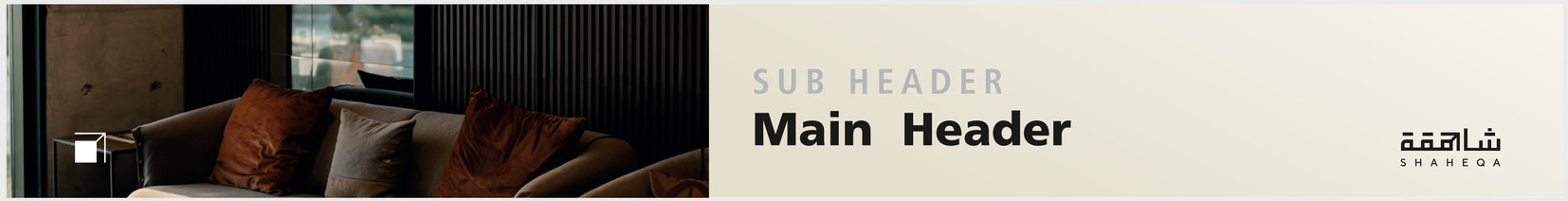
Brand in Use

Digital Uses | Website Google Ad

Leader Board Ad.

728px * 90px





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Brand in Use

Digital Uses | Social Media

When constructing layouts, these tips will help you build dynamic, interesting, and on brand compostions with typography and other elements. While these rules are proven and sound sometimes breaking them is the right call.

INSTAGRAM PROFILE PICTURE

400px * 400px

GRID LAYOUT

1080px * 1080px

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Brand in Use

Digital Uses | Social Media

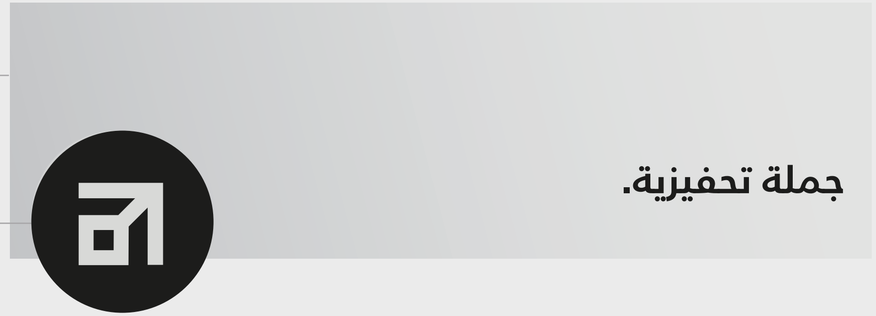
When constructing layouts, these tips will help you build dynamic, interesting, and on brand compostions with typography and other elements. While these rules are proven and sound sometimes breaking them is the right call.

TWITTER HEADER

1500px * 500px

TWITTER PROFILE PICTURE

400px * 400px



Post

1920px * 1080px

1080px * 1080px

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Brand in Use

Digital Uses | Social Media

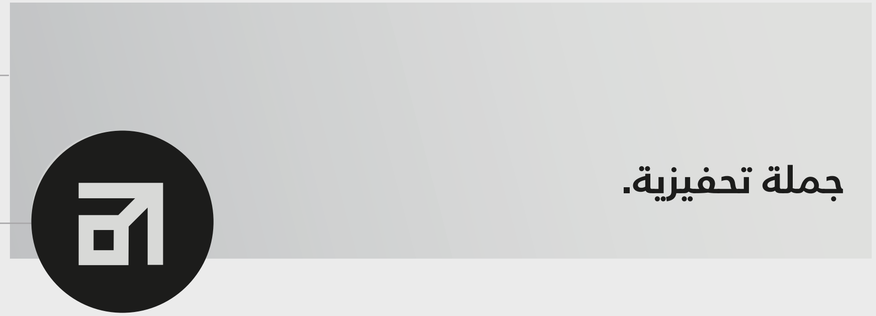
When constructing layouts, these tips will help you build dynamic, interesting, and on brand compostions with typography and other elements. While these rules are proven and sound sometimes breaking them is the right call.

LINKEDIN HEADER

1500px * 500px

LINKEDIN PROFILE PICTURE

400px * 400px



Post

1920px * 1080px

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Brand in Use

Digital Uses | Email Signature

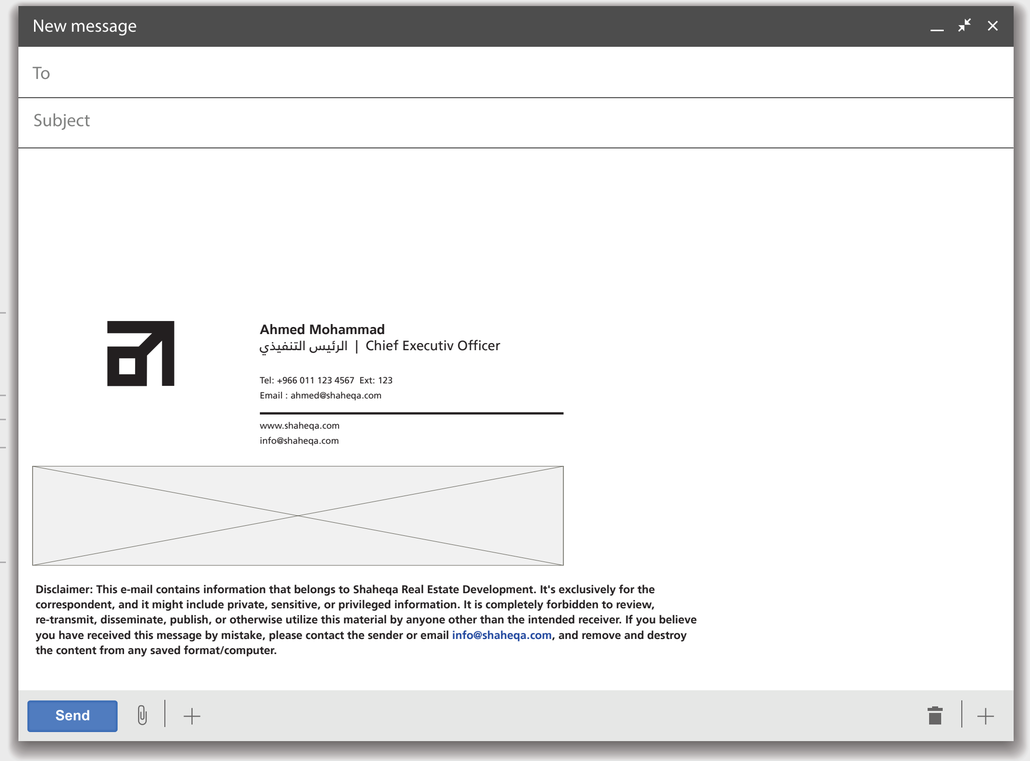
Employee / Employer Info

Full Name
Postion
Contact Info

SHAHEQA Info

Website
Email

Campaign Banner



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info@shaheqa.com

3.5 Other
أخــرى

- ID Strap
- Vest
- T-shirt
- Helmet
- Van
- USB

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Brand in Use

Merchandise | ID Card Strap

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Brand in Use

Merchandise | Vest

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Brand in Use

Merchandise | Mintanice Shirt unifrom

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Brand in Use

Merchandise | Helmet

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Brand in Use

Merchandise | Van

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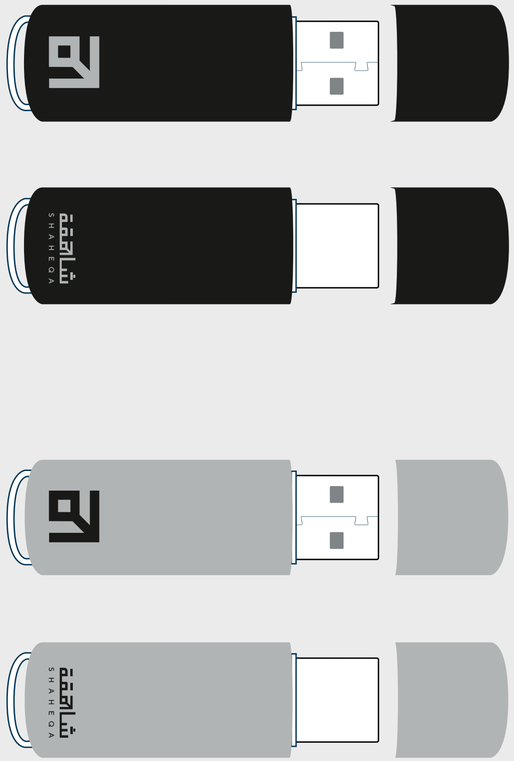
Brand in Use

Merchandise | USB



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Brand in Use

Merchandise | Horading

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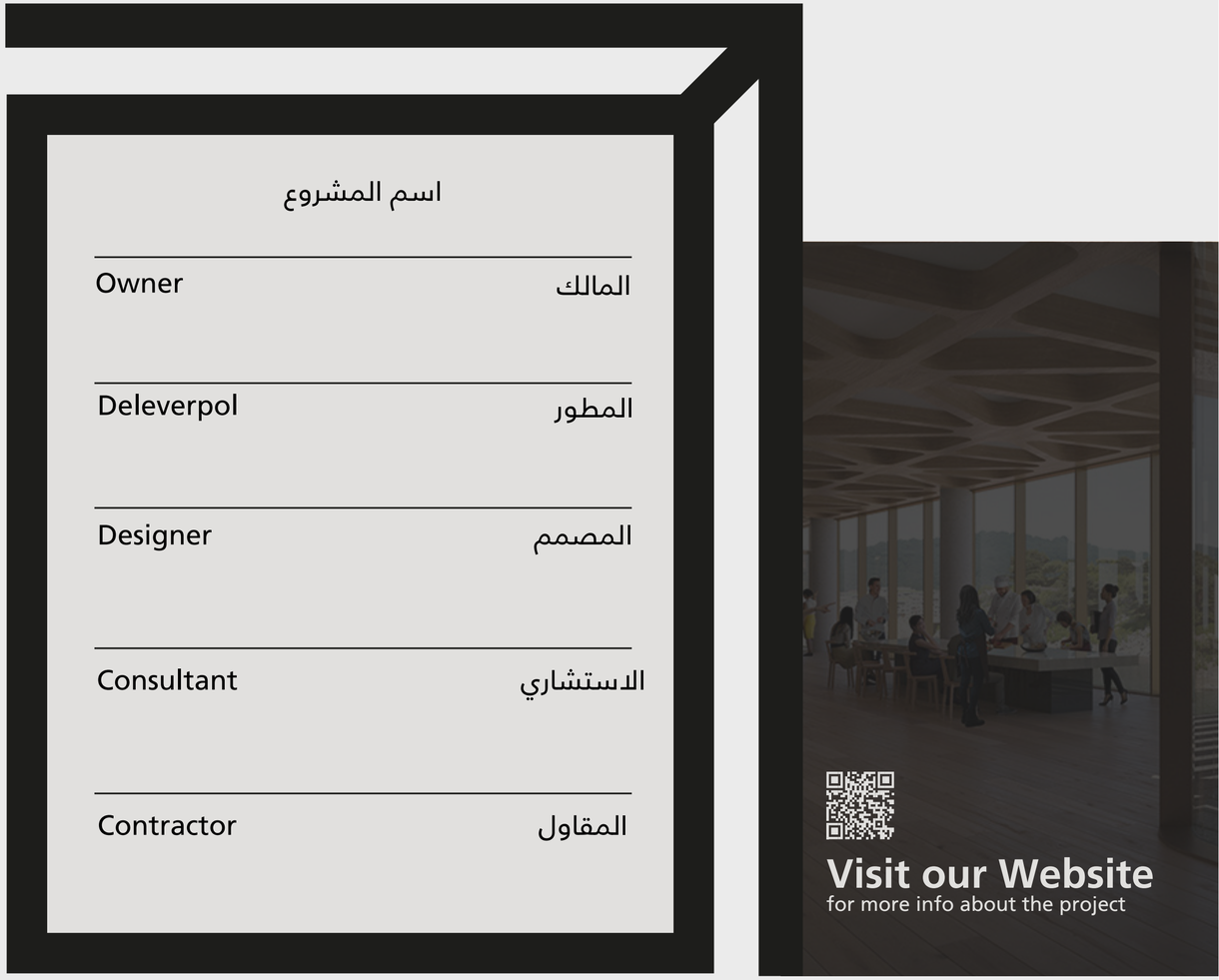
Brand in Use

Merchandise | Project Sign | لوحة المشروع



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