

TEBT BRAND GUIDELINE

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Brand Mark

Structure

Decoding

Brand Mark

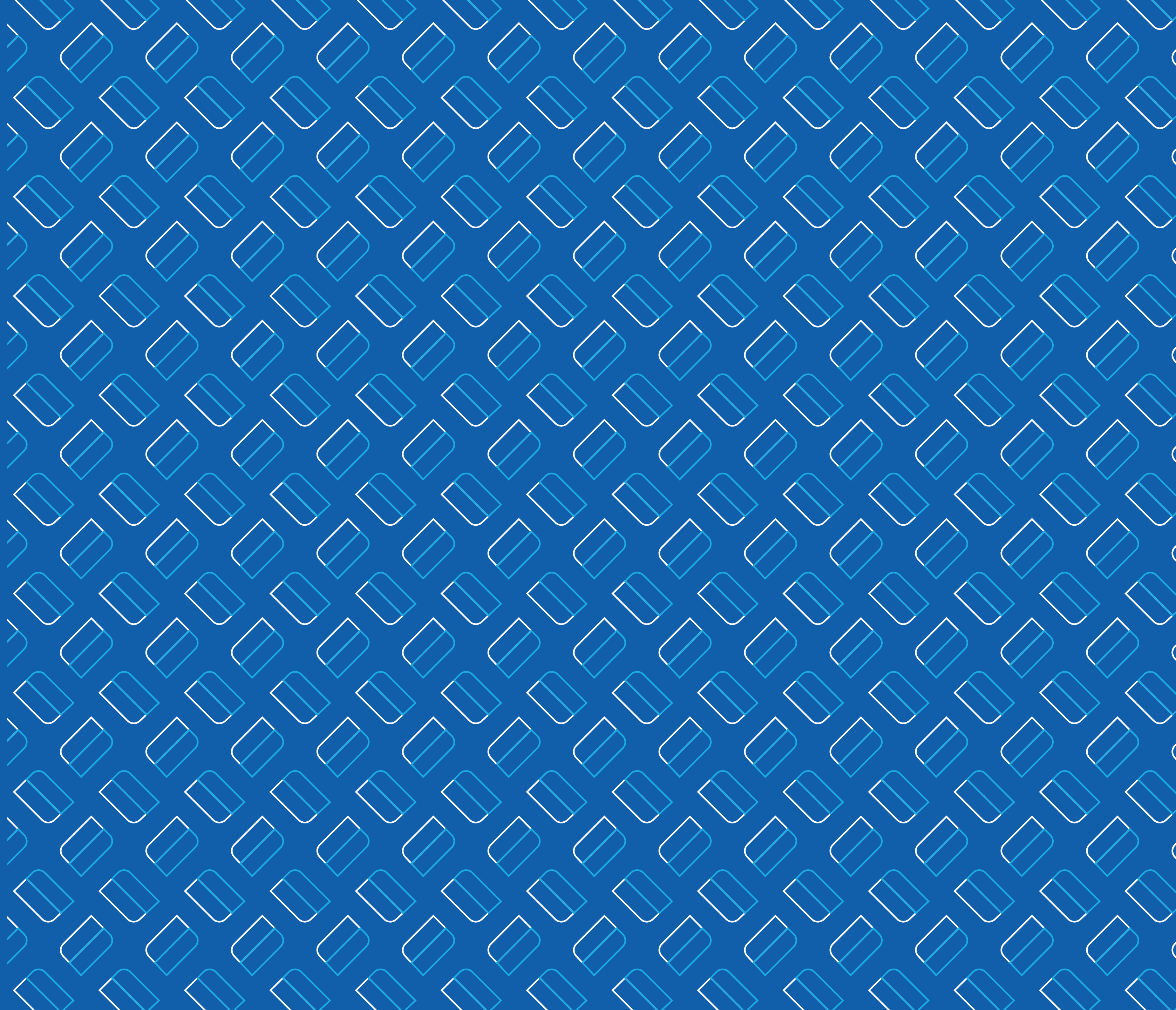
Primary Brand Mark

Clear Space

Dont's

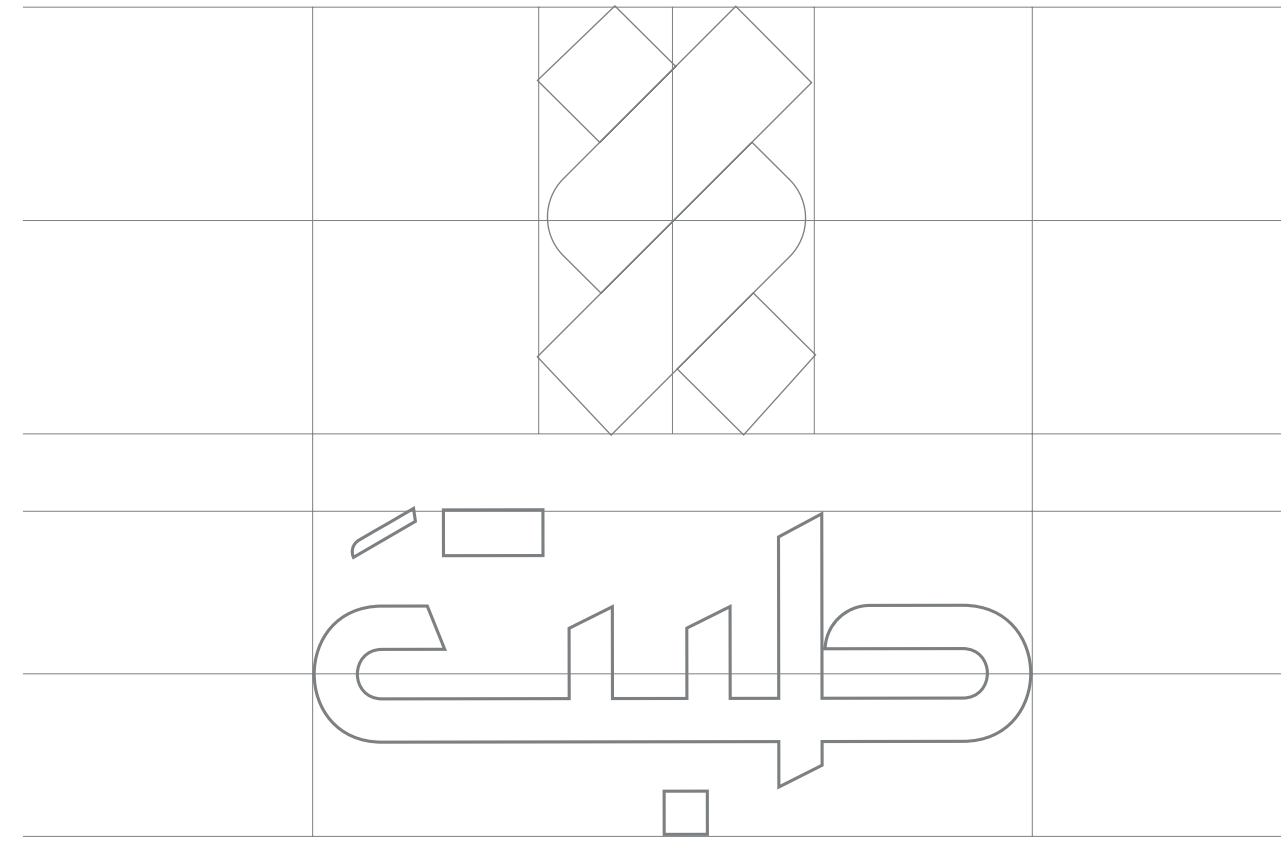
Variations

1.0



Brand Mark | Structure

Structure brings restraint, order, rhythm, and comfort to a mark. Put care, time, and effort into the exactness of your drawing. There is beauty in the perfection of craft. It also establishes your playing field, making variation more noticeable.



Brand Mark | Decoding

TEBT brand mark represents the integrated interconnection of TEBT offer, showing the linked passage of information between our team and our partners. It also represents the unlimited opportunities to grow and unfold into new grounds and opportunities; constantly building new systems, new services and new frontiers.



كالجسد الواحد

مَثَلُ الْمُؤْمِنِينَ فِي تَوَادُّهِمْ وَتَرَاحُمِهِمْ وَتَعَاطُفِهِمْ :
مَثَلُ الْجَسَدِ، إِذَا اشْتَكَى مِنْهُ عَضْوٌ : تَدَاعَى لَهُ سَائِرُ الْجَسَدِ
بِالسَّهْرِ وَالْحُمَى

Brand Mark

TEBT brand mark is one of the key components of its visual identity system. The correct usage of the brand mark plays an important role in the consistency and clarity of communication of the brand.



Brand Mark | Primary Brand Mark

TEBT brand mark consists of the Stratamet Symbol and an Arabic and Latin word mark.

The relative sizes and positions of the elements within the brand mark are fixed. The brand mark should only be reproduced from the master artworks and should not be redrawn or altered in any way.

horizontal brand mark



horizontal brand mark



Brand Mark | Clear Space

To ensure prominence and legibility, the brand mark is always surrounded by an area of clear space. Nothing should ever encroach into this area.

The construction of the clear space is based on the width of the leftmost shape. Ideally more clear space should be given when available.



Brand Mark | Dont's

The way that you use the logo affects the impact of your communications and our brand image. We are still a young brand, and it is important to us that our logo is always used correctly.

Please Don't ..

Please be mindful of these common errors when using the different logo versions.



✗ Do not Recolor the Brand Mark



✗ Do not Stretch or Skew The Brand Mark



✗ Do not Scan or allow poor quality reproduction of the brand mark



✗ Do not Add glow or other effects



✗ Do not Resize or Move



✗ Do not Use Transparency with the full color logo



✗ Do not Add drop shadows



✗ Do not Rotate the Brand Mark

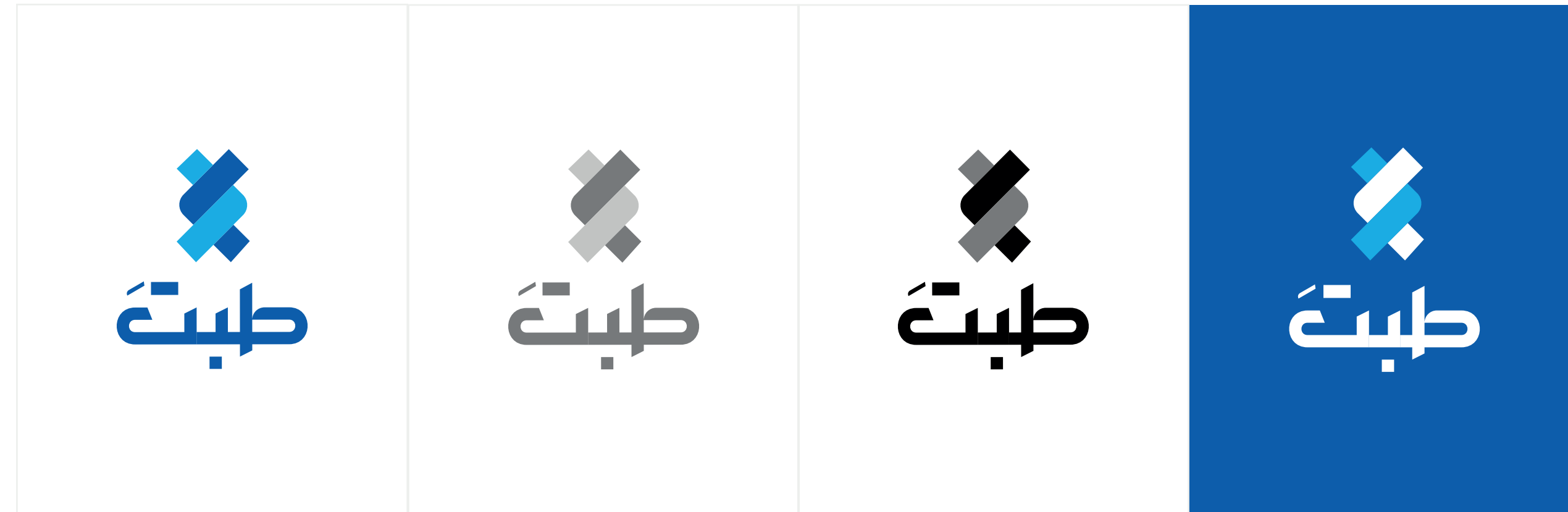


✗ Do not destroy the relationship of the emblem and word mark

Brand Mark | Variations

The color TEBT brandmark must always appear on a white background.

A grayscale version has been created for applications that are not produced in full color but that will display black and white imagery. Applications of this nature could be duotone or even newspaper jobs.



Corporate Colors

Primary Color

Specification

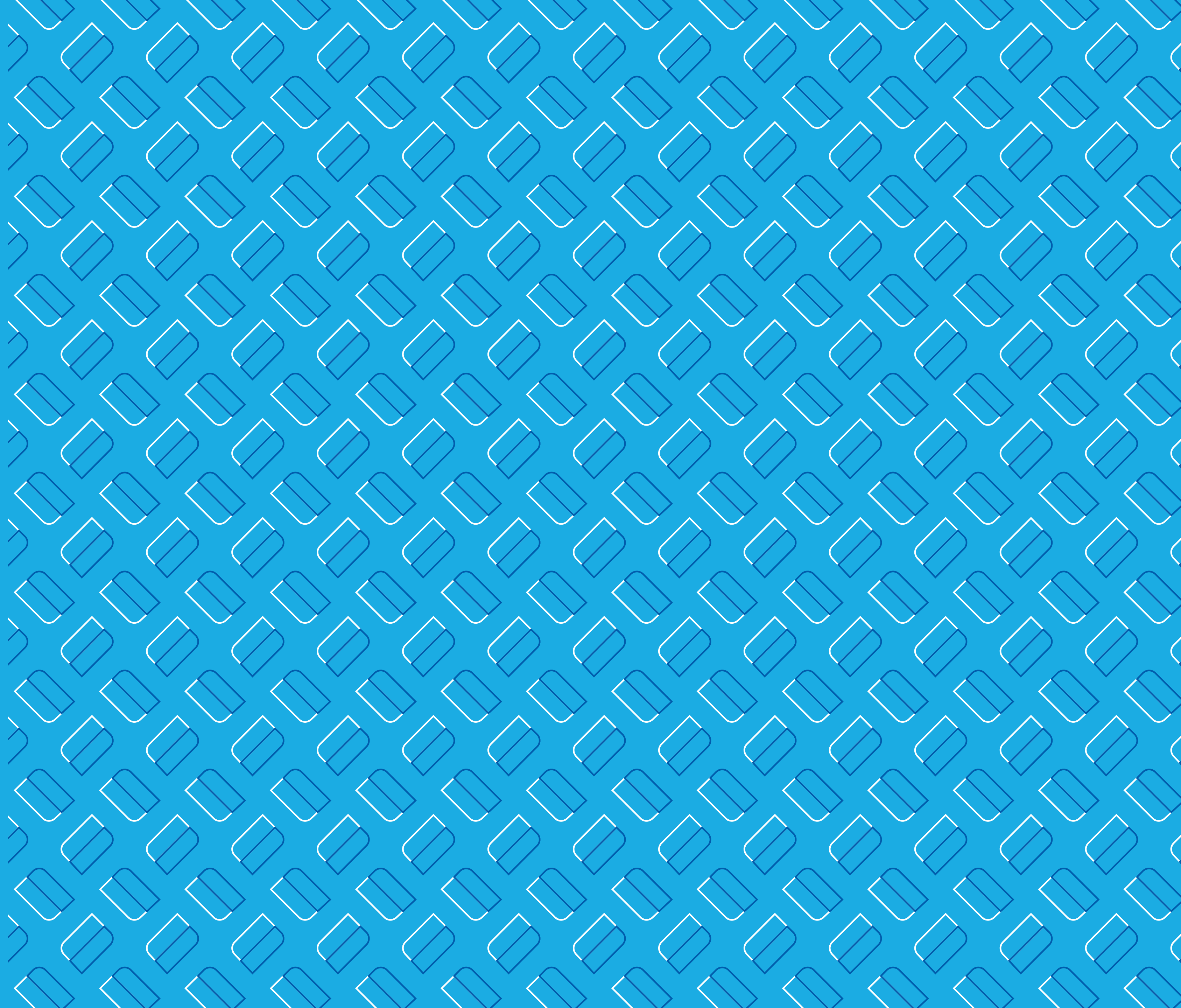
Secondary Colors

Color Balance

Colors Tints

Do's and Dont's

2.0



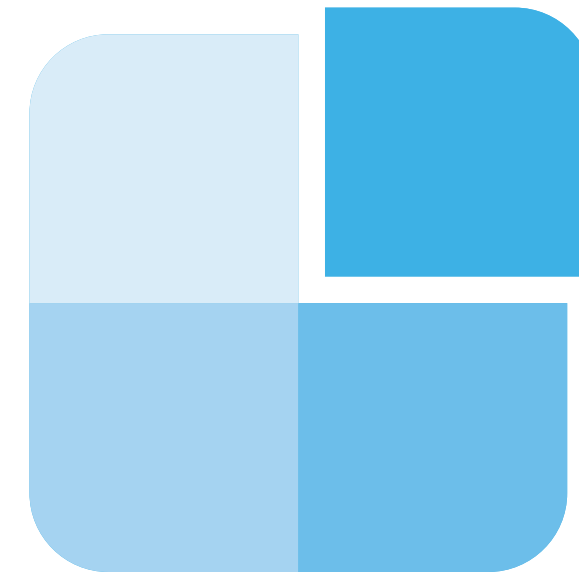
Corporate Colors | Primary Color



Corporate Colors | Specification

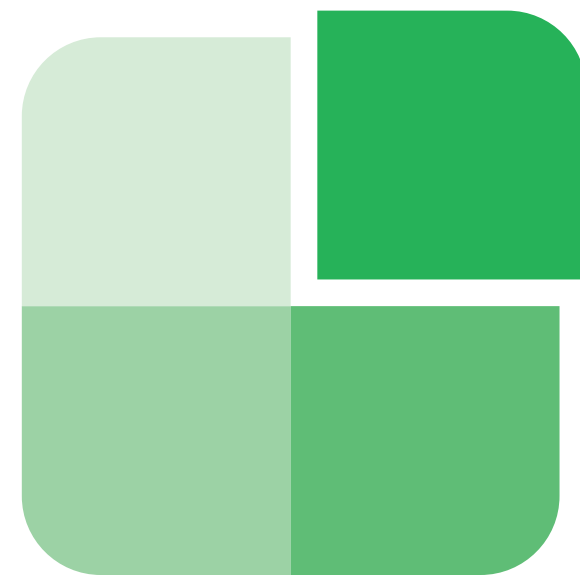


0e55a1
CMYK 95 - 67 - 2 - 0
RGB 14 - 85 - 161
P 8-104 C



40b4e5
CMYK 67 - 8 - 2 - 0
RGB 64 - 180 - 229
P 5-112 C

Corporate Colors | Secondary Colors



13a868
CMYK 78 - 1 - 74 - 0
RGB 19 - 168 - 104
P 7-145 C



9a8674
CMYK 35 - 39 - 47 - 21
RGB 154 - 134 - 116
P 11-23 C

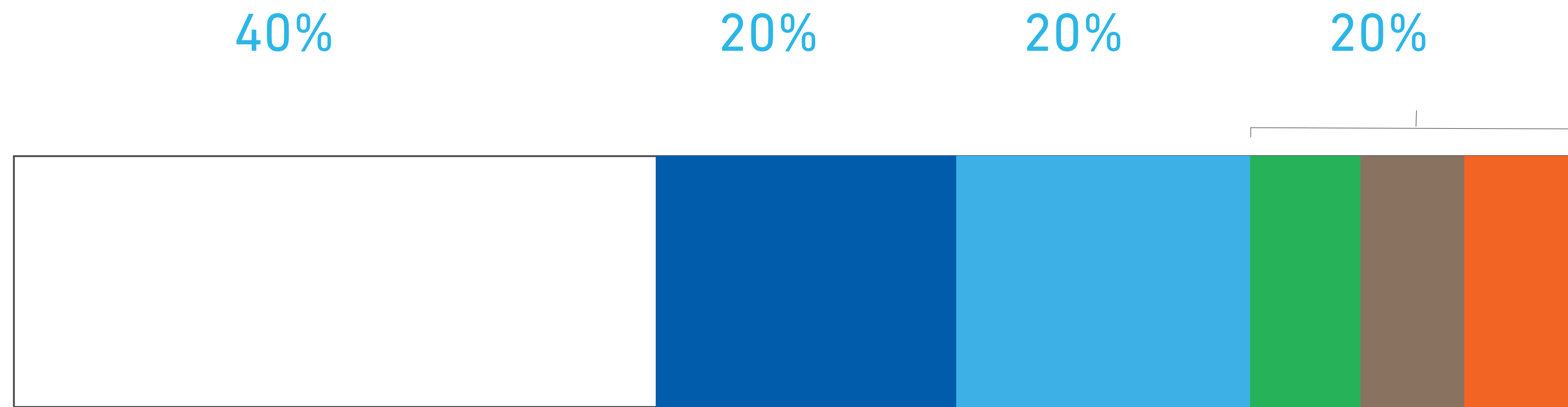


eb5b27
CMYK 0 - 75 - 89 - 0
RGB 235 - 91 - 39
P 8-34 C

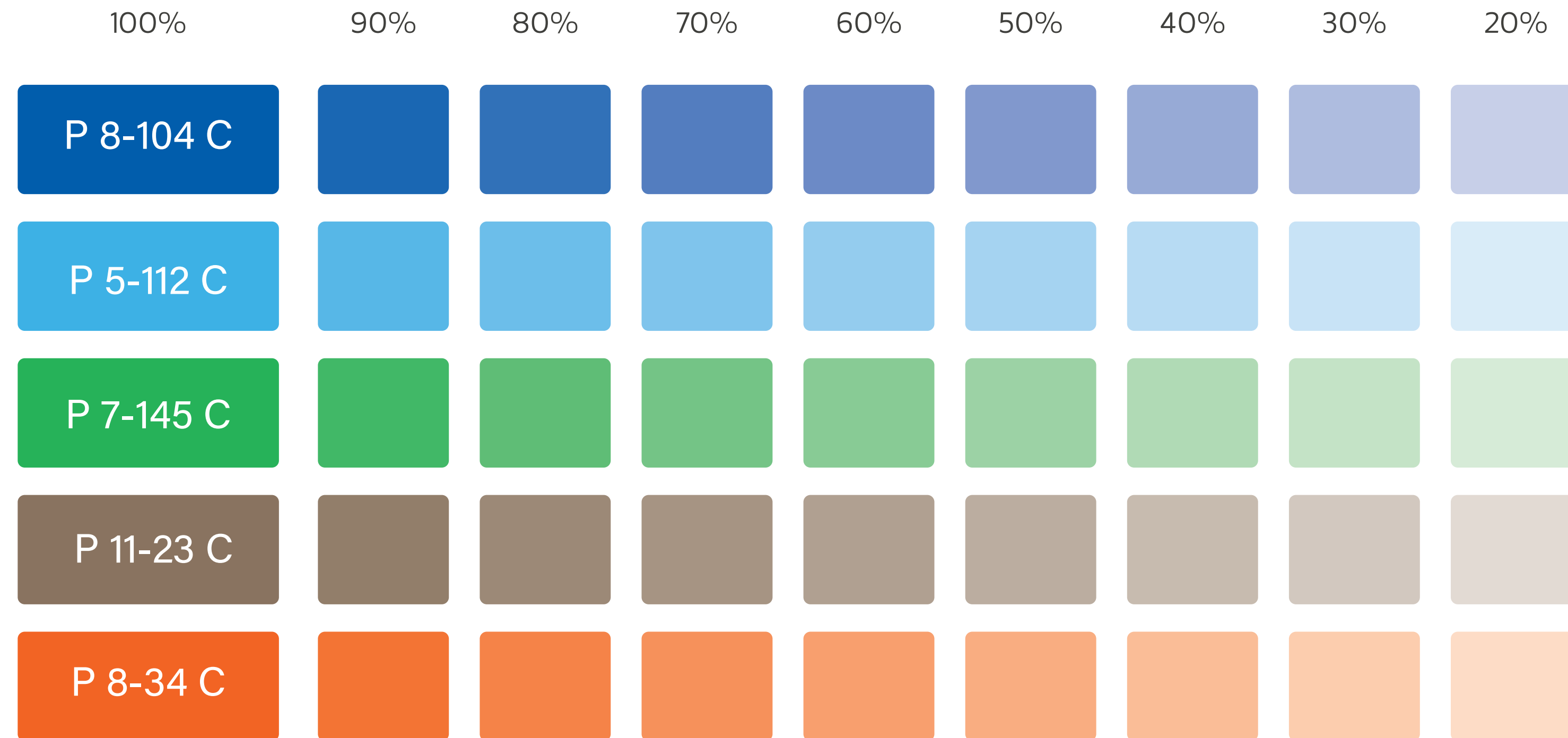
Corporate Colors | Color Balance

The colour balance across all communications is important in order to maintain a consistent visual image.

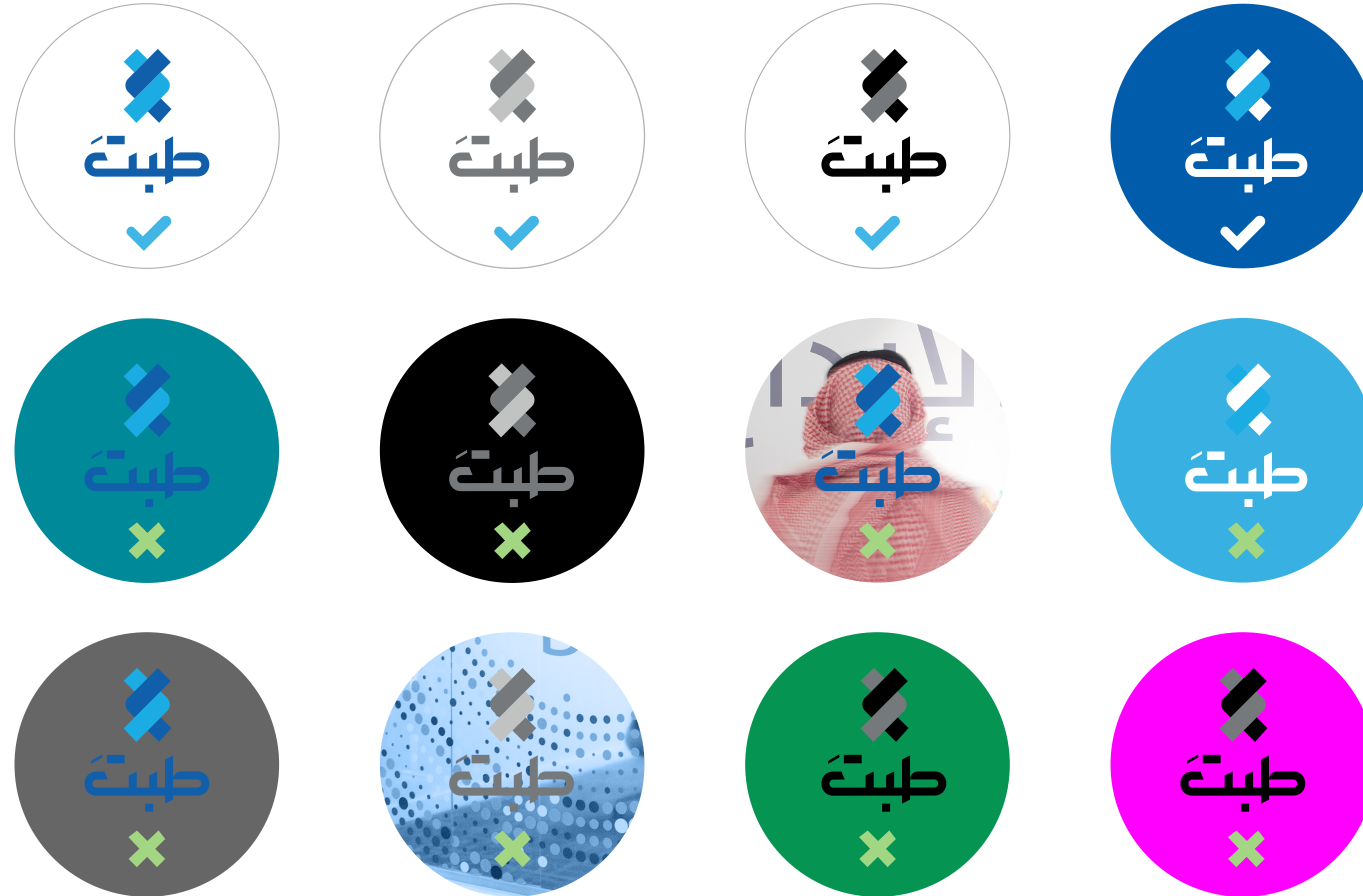
This chart shows the proportion in which the Colours should be combined.



Corporate Colors | Tints



Corporate Colors | Do's and Dont's



Typography

Arabic typeface

latin typeface

System Default Typeface

Dont's

Literature Colour Hierarchy

TEBT in Caps

3.0

Typography | Arabic typeface

Typography is a powerful tool in the TEBT visual identity. It helps create recognition of the brand and plays a significant role in delivering the tone of our communications.

DIN Next LT W23

The TEBT typeface is DIN Next LT W23. This family has been chosen as it is a modern, legible font that has both Latin and Arabic versions.

The Arabic should only be used in the Light, Regular, Medium and Bold weight.

DIN Next LT W٢٣
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 لا ي ٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

DIN Next LT W٢٣
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 لا ي ٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

DIN Next LT W٢٣
Medium

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 لا ي ٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

DIN Next LT W٢٣
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 لا ي ٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

Typography | Latin typeface

Typography is a powerful tool in the TEBT visual identity. It helps create recognition of the brand and plays a significant role in delivering the tone of our communications.

DIN Next LT W23

The TEBT typeface is DIN Next LT W23. This family has been chosen as it is a modern, legible font that has both Latin and Arabic versions.

The Arabic should only be used in the Light, Regular, Medium and Bold weight.

DIN Next LT W23
Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

DIN Next LT W23
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

DIN Next LT W23
Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

DIN Next LT W23
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Typography | System Default Typeface

Typography is a powerful tool in the TEBT visual identity. It helps create recognition of the brand and plays a significant role in delivering the tone of our communications.

Microsoft Sans Serif
Arabic

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 لا ي ٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

Microsoft Sans Serif
English

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Typography | Dont's

1. Do not use light for headlines
2. Avoid excessively wide spacing
3. Avoid excessively narrow spacing
4. Never add a stroke around a type
5. Never apply a drop shadow
6. Never distort type

1- Tebt application

2- Tebt application

3- Tebt application

4- **Tebt application**

5- **Tebt application**

6- Tebt application

Typography | Literature Colour Hierarchy

Using many colours can be distracting. The hierarchies shown to the left are a visual aid when deciding what colours to use for literature.



A4 page



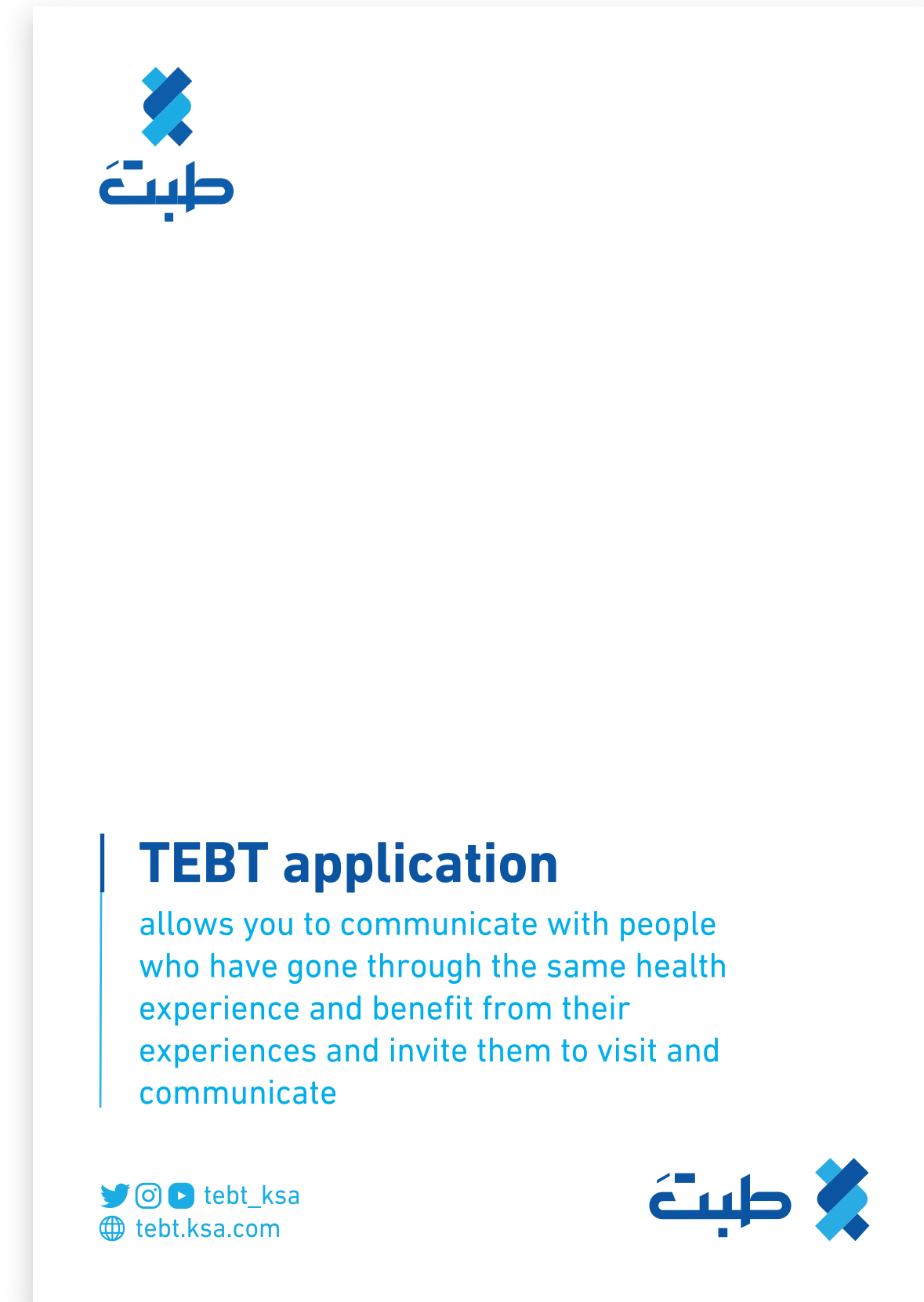
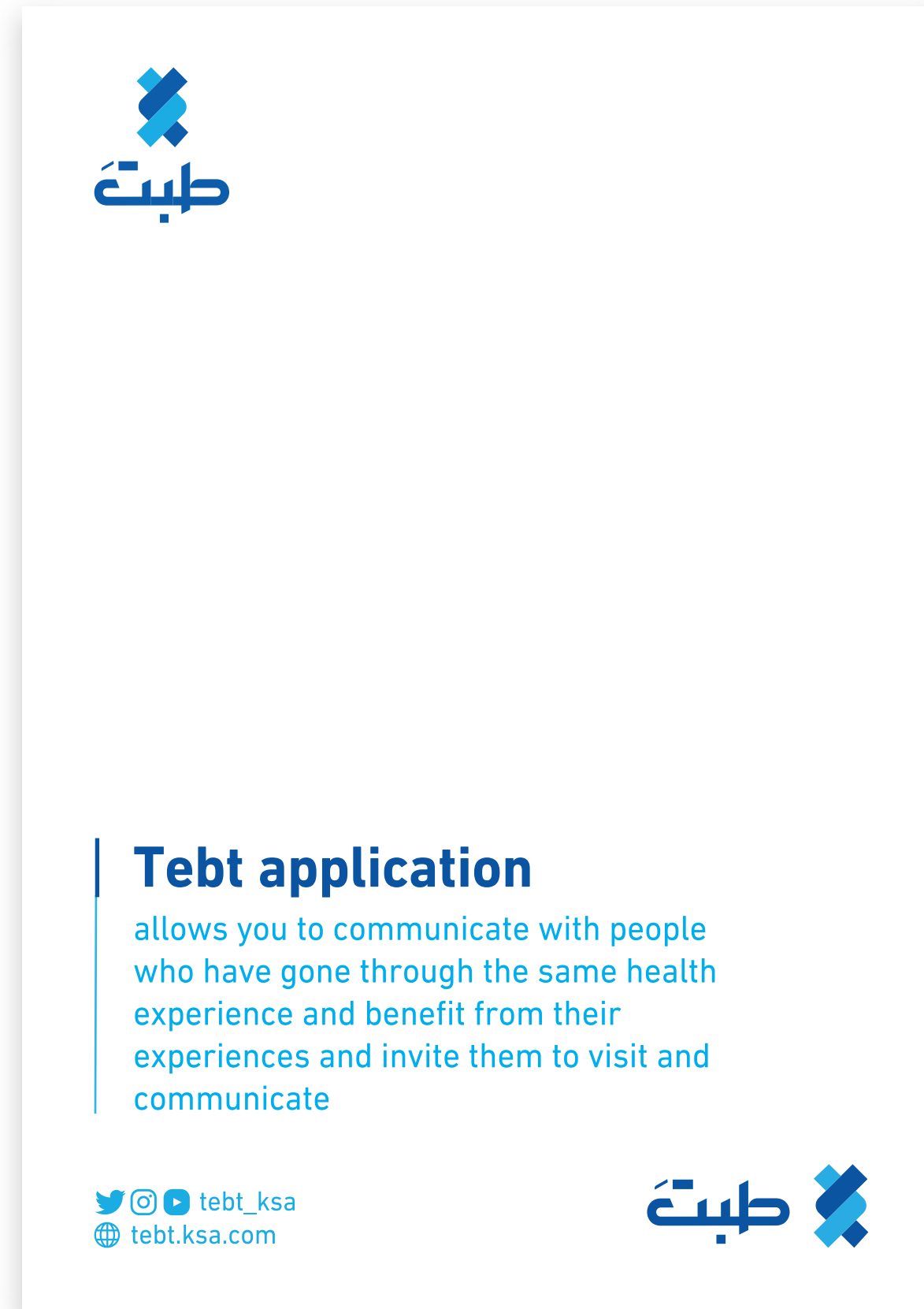
Sub line
DIN Next LT W23
Arabic / Medium
27 pt

Footer
DIN Next LT W23
Arabic / Medium
13 pt

Main Headline
DIN Next LT W23
Arabic / Medium
45 pt

Typography | TEBT IN CAPS | Do's and Don'ts

TEBT's Brand name should always be written in capital letters.



Visual System

Master visual

Secondary visual

Patterns

Iconography

Infographic

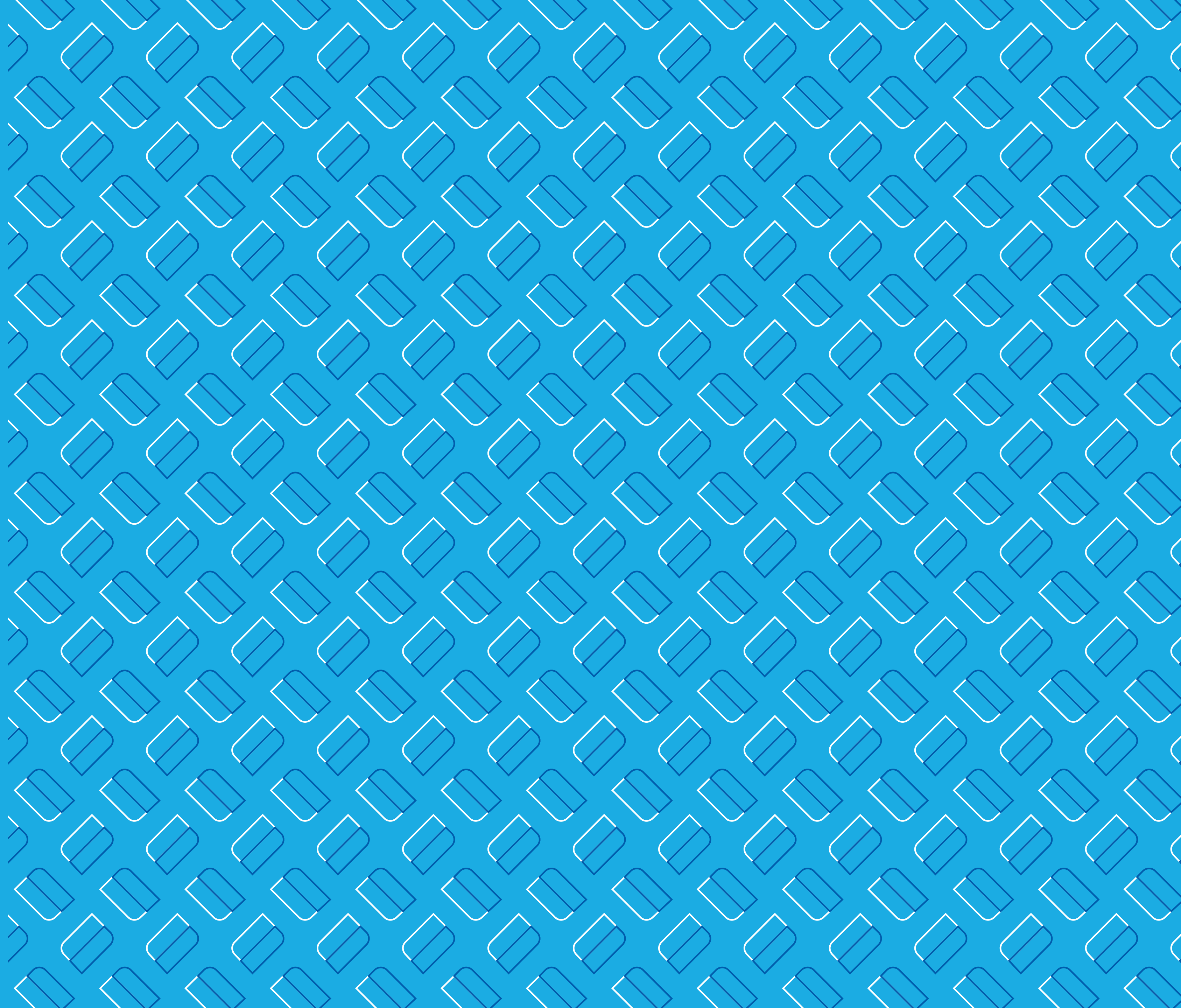
Interconnected elements

Feature & Basic charts

Do's and Dont's

Illustration style

4.0

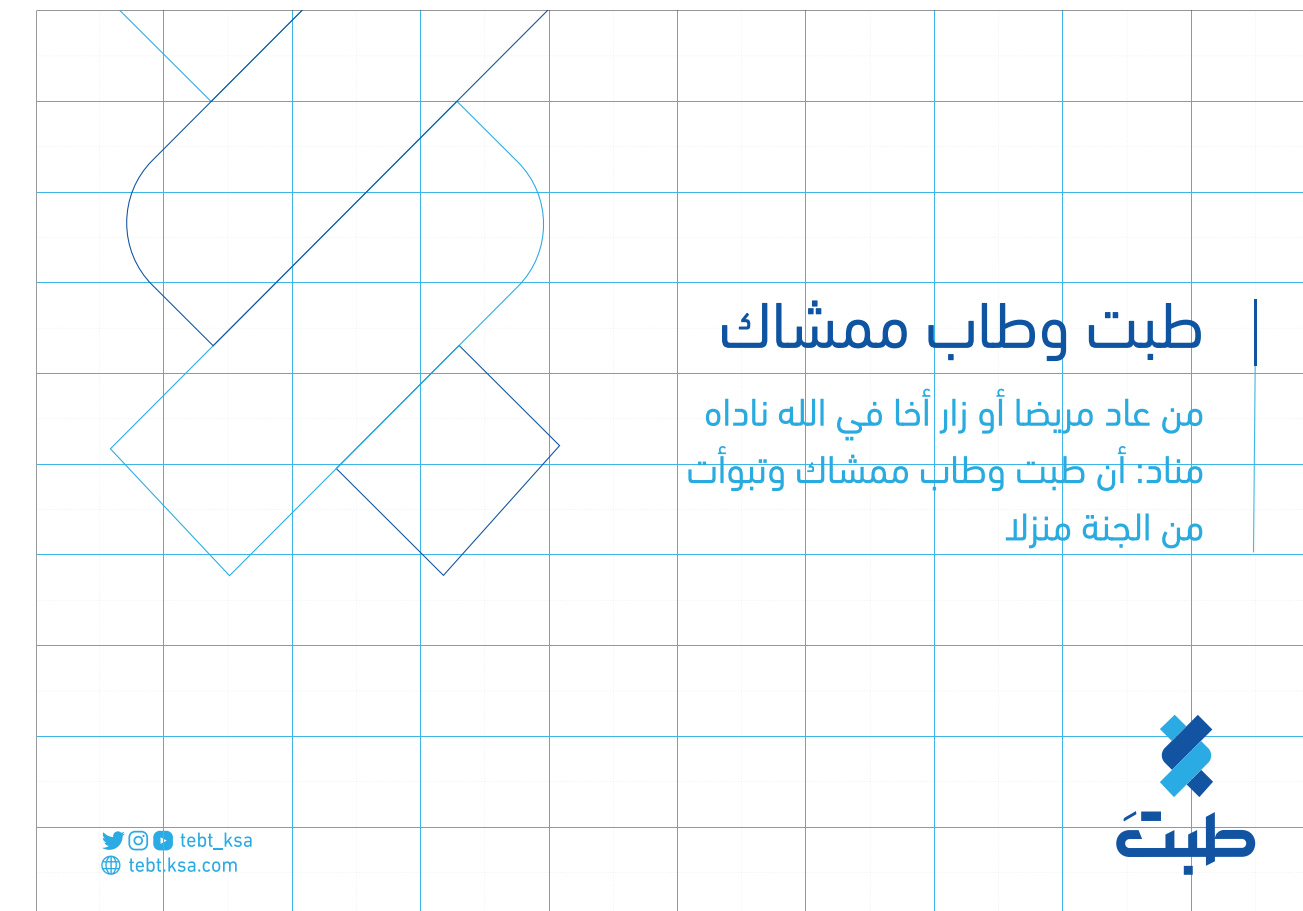
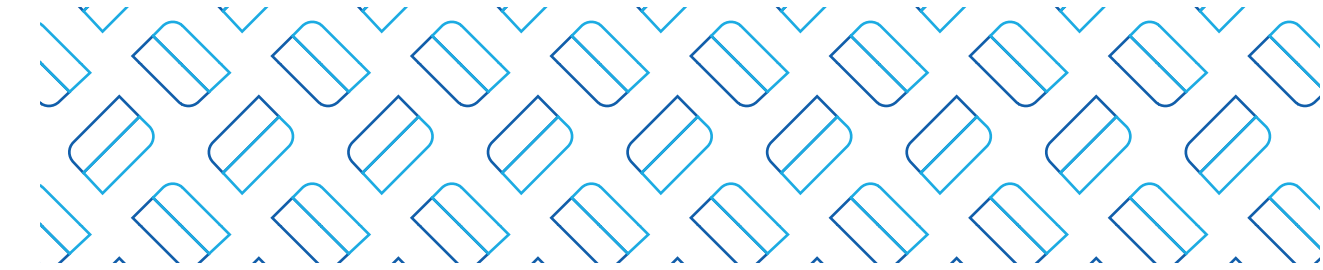
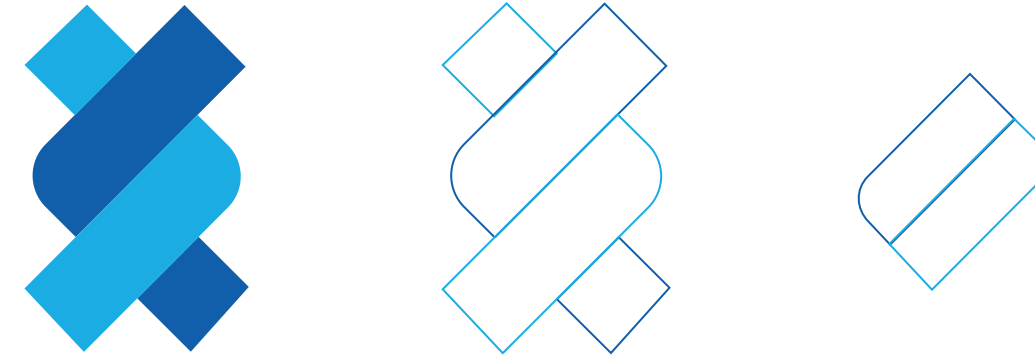


Visual System | Master Visual

The graphic devices are the key elements that build recognition of TEBT brand. The main graphic device is the «Emblem»

Going with the emblem is our choice to further imprint the new logo recognition in minds in an indirect way.

The system visualize the continuous unity and stability of TEBT. The colors provide harmony and enhance the primary color of TEBT which is, blue and not overpower it.

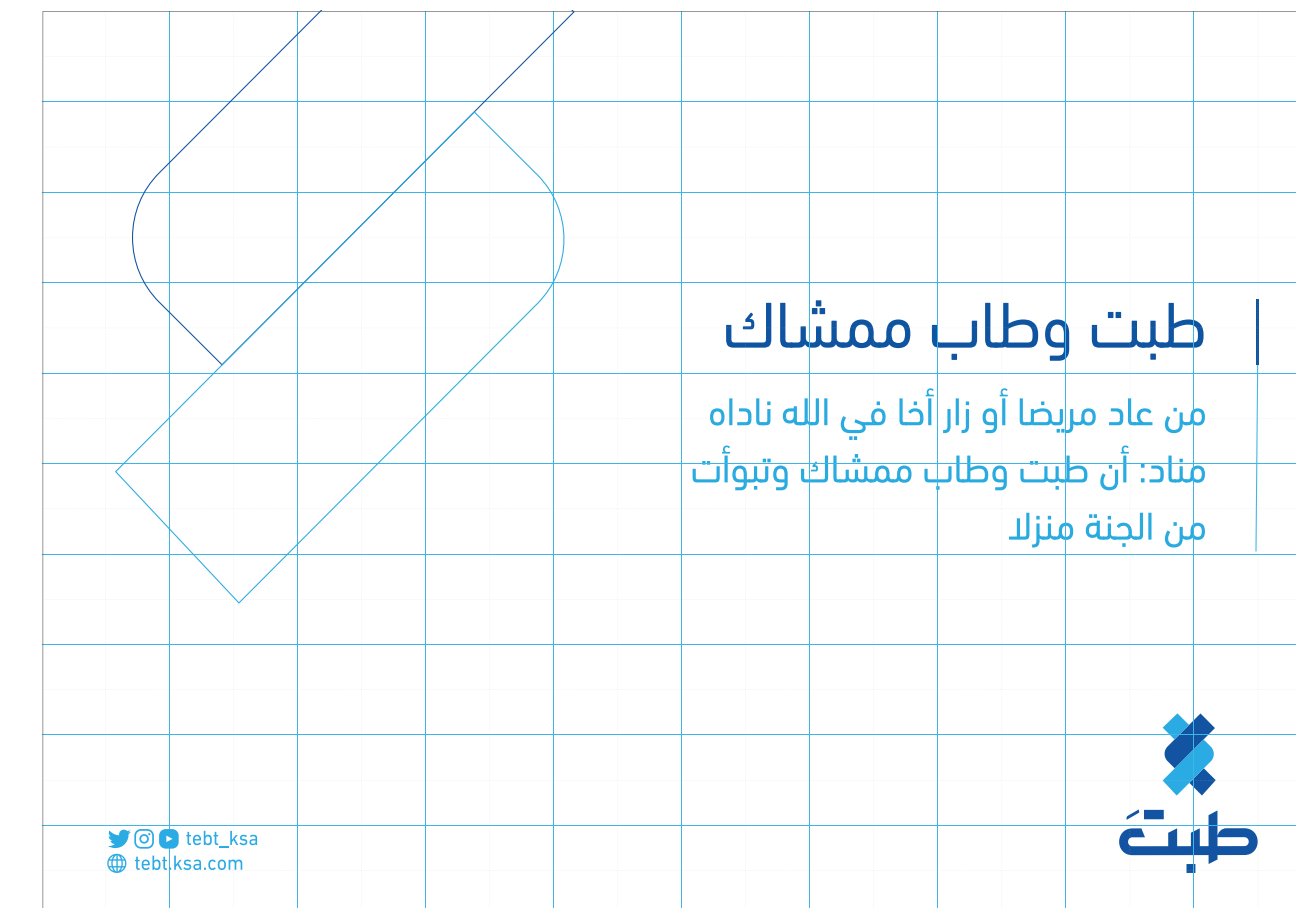
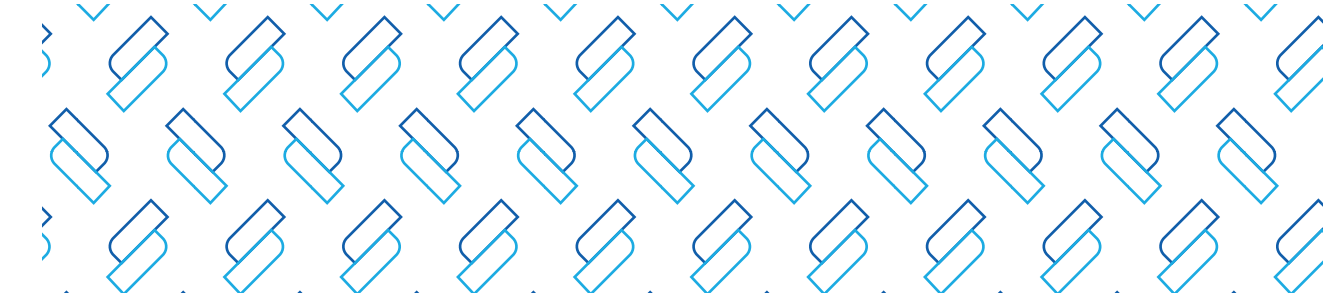
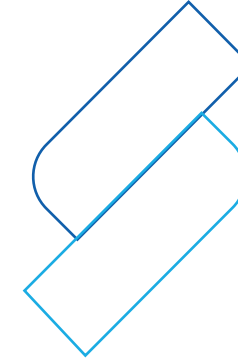


Visual System | Secondary Visual

The graphic devices are the key elements that build recognition of TEBT brand. The main graphic device is the «Emblem»

Going with the emblem is our choice to further imprint the new logo recognition in minds in an indirect way.







The system visualize the continuous unity and stability of TEBT. The colors provide harmony and enhance the primary color of TEBT which is, blue and not overpower it.

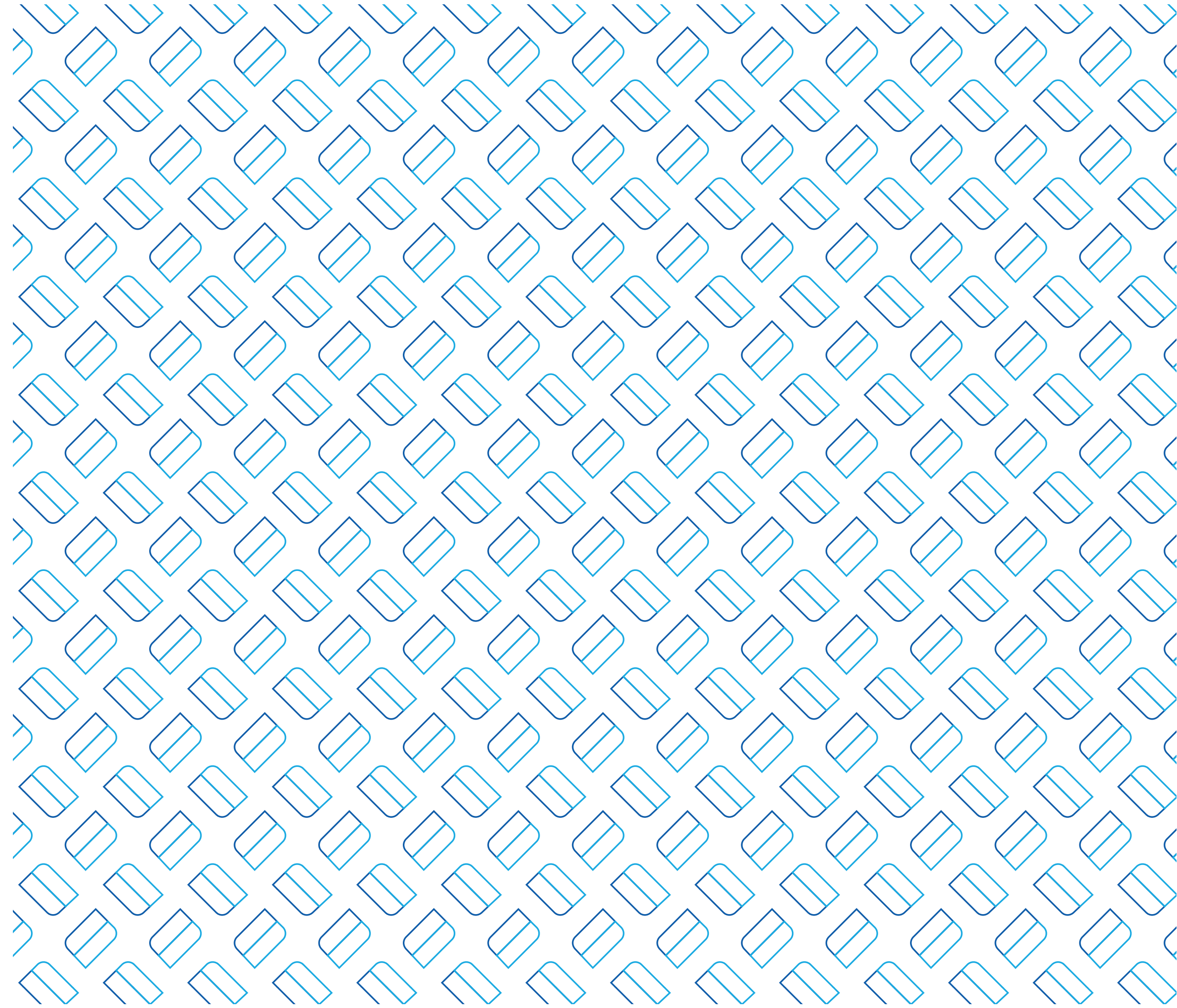


Visual System | Patterns

A pattern, apart from the term's use to mean "Template", and is a discernible regularity in the world or in a manmade design. As such, the elements of a pattern repeat in a predictable manner. A geometric pattern is a kind of pattern formed of geometric shapes and typically repeating like a wallpaper.

Stroke thickness







- A0 = 2.0 pt 
- A1 = 1.5 pt 
- A2 = 1.0 pt 
- A3 = 0.7 pt 
- A4 = 0.5 pt 
- A5 = 0.25 pt 

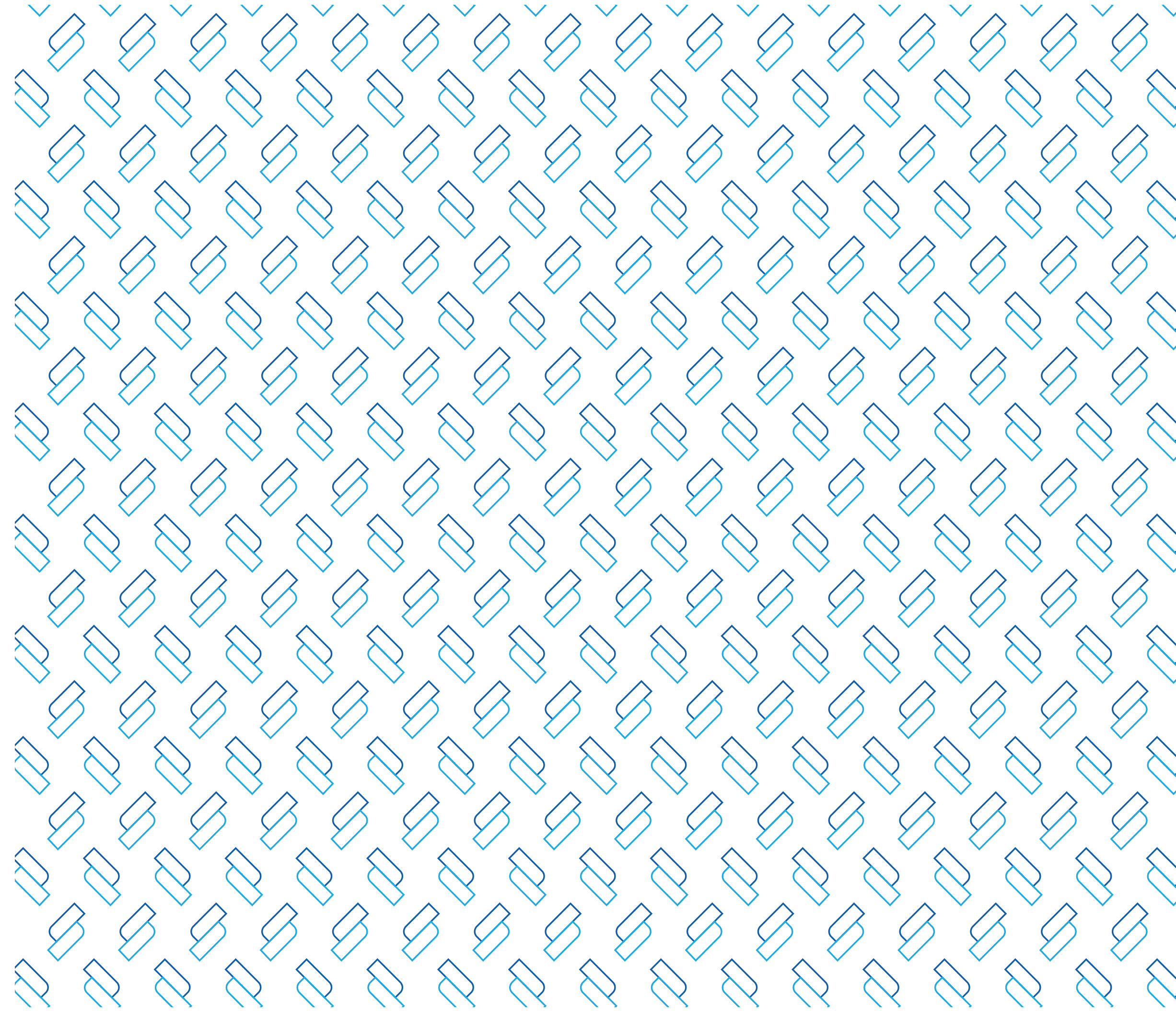


Visual System | Secondary Patterns

A pattern, apart from the term's use to mean "Template", and is a discernible regularity in the world or in a manmade design. As such, the elements of a pattern repeat in a predictable manner. A geometric pattern is a kind of pattern formed of geometric shapes and typically repeating like a wallpaper.

Stroke thickness

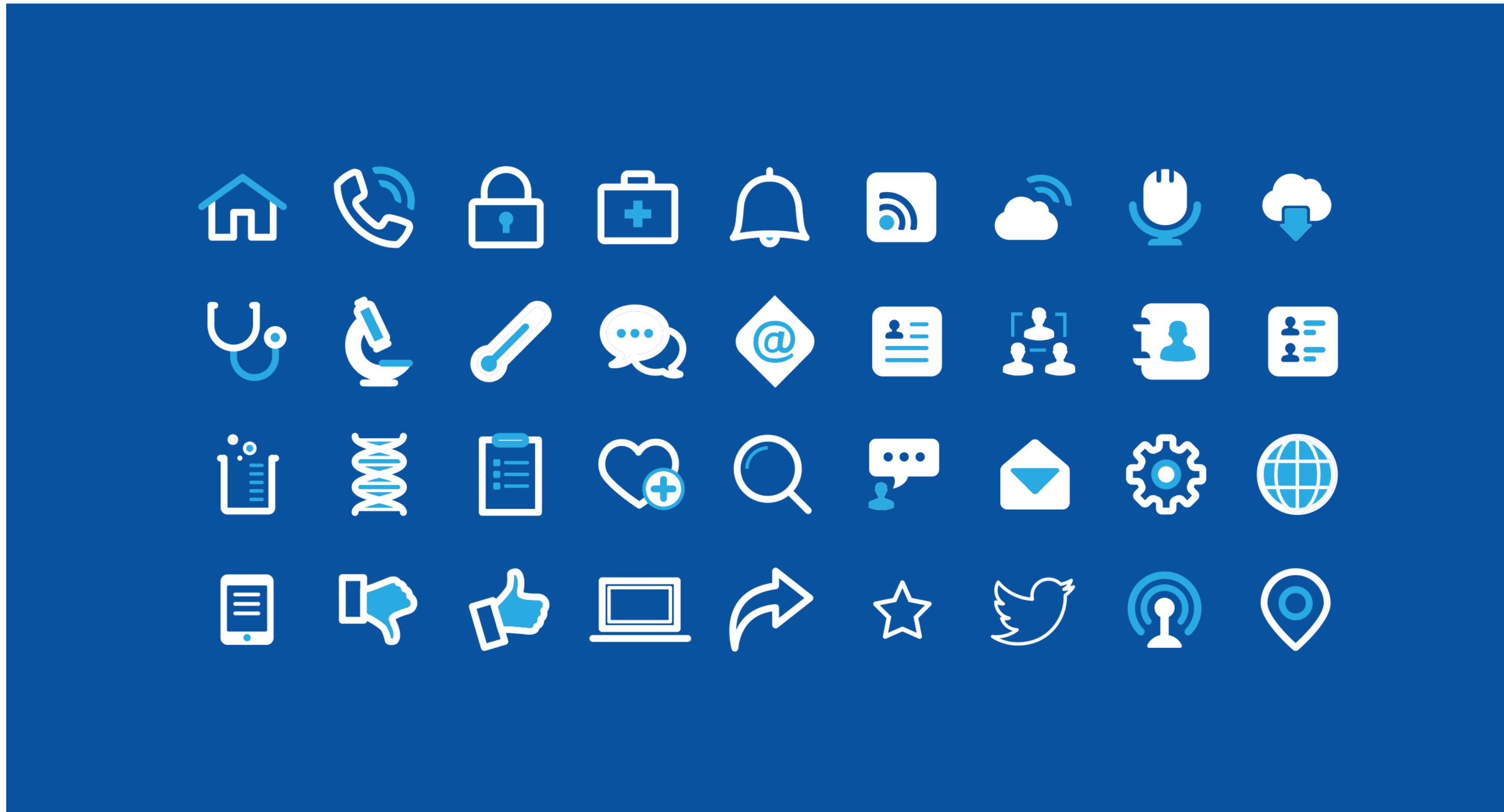
- A0 = 2.0 pt 
- A1 = 1.5 pt 
- A2 = 1.0 pt 
- A3 = 0.7 pt 
- A4 = 0.5 pt 
- A5 = 0.25 pt 



Visual System | Iconography | Main Icons



Visual System | Iconography | Main Icons

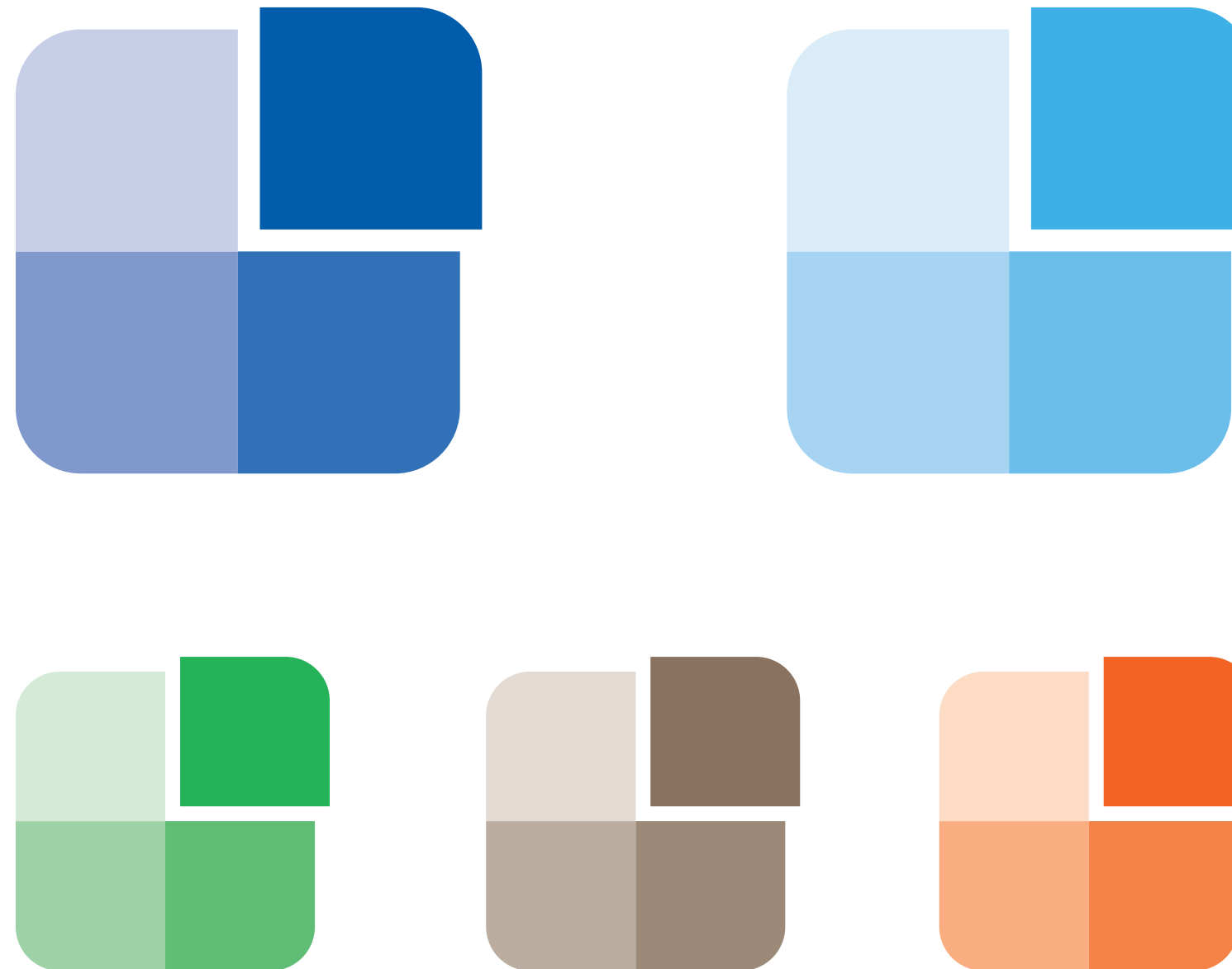


Visual System | Infographic | color usage

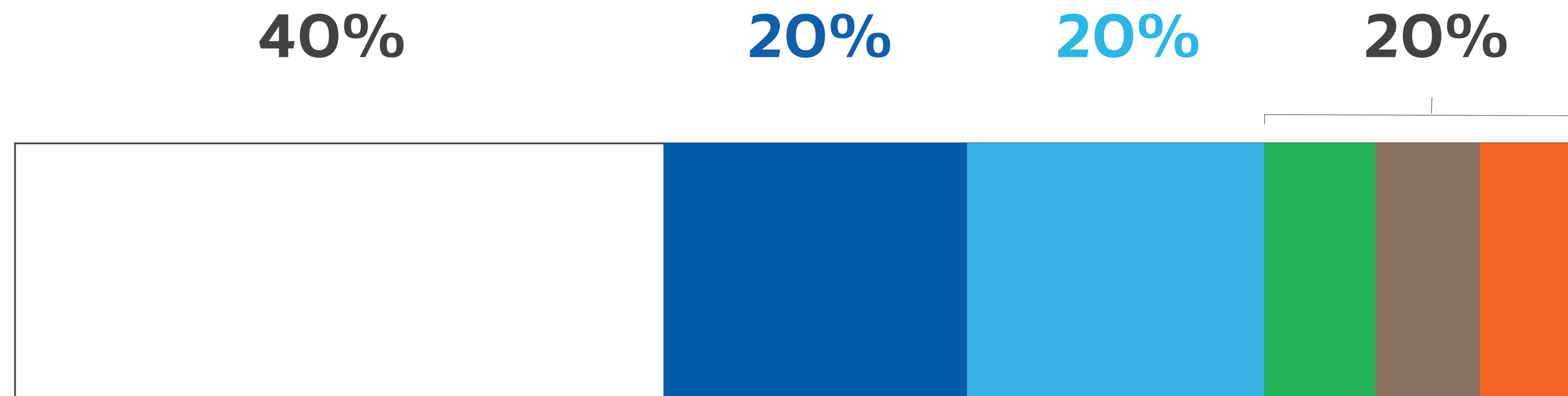
Use color strategically to communicate information through charts and graphics. In general, minimize the overall number of colors used. When multiple colors used, make sure there is contrast between them.

Follow the guidance when choosing color combinations.

Make sure there is clear space around the infographics for extreme impact. Avoid complex layouts and clutter.

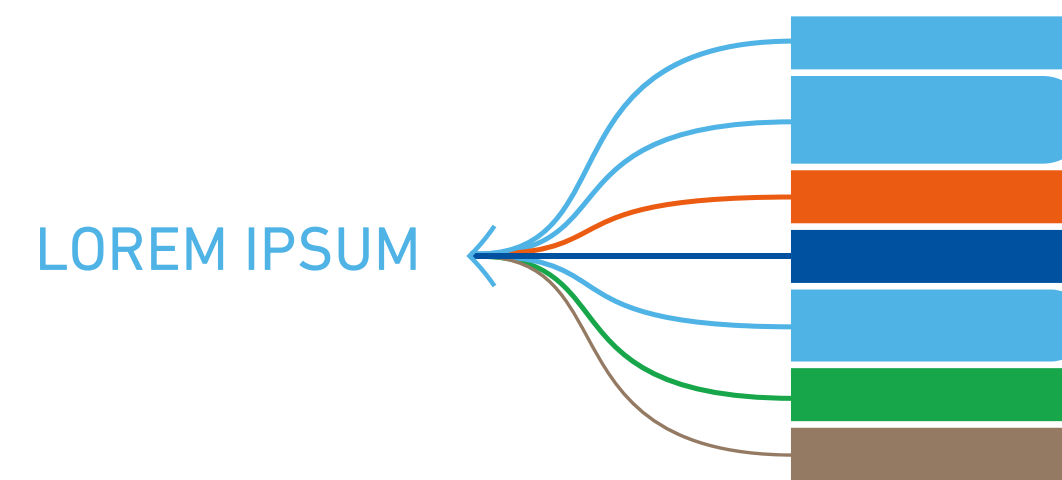
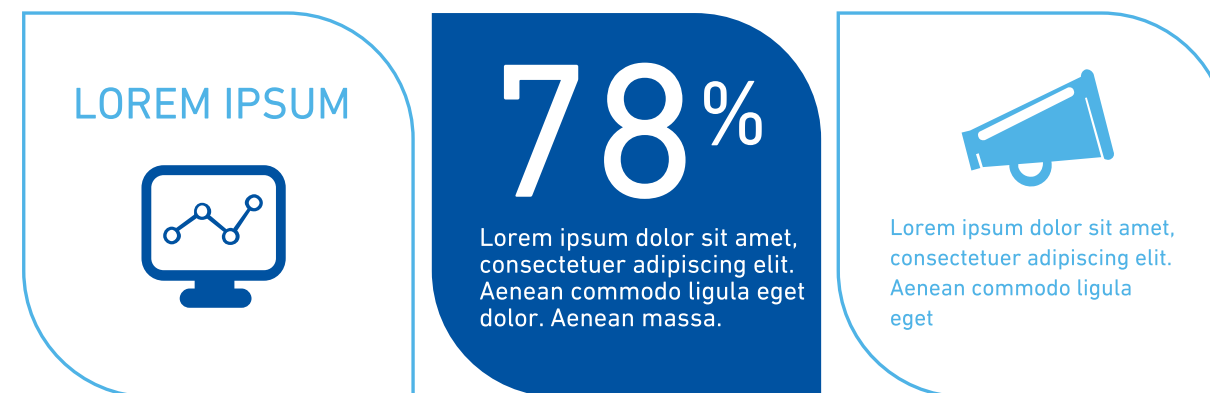
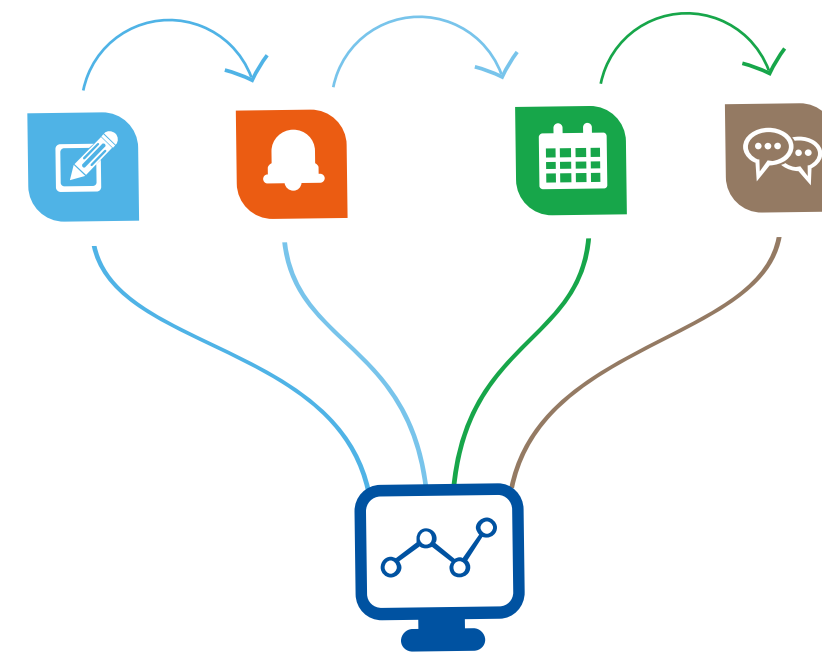
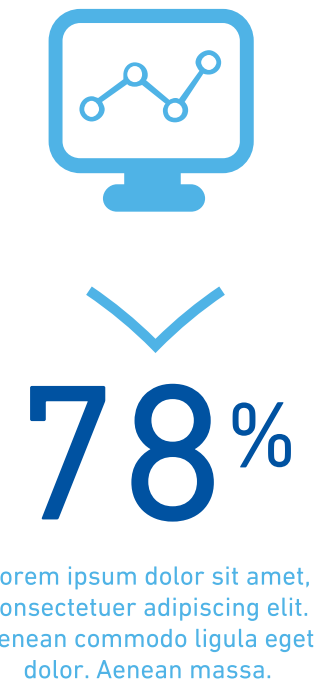
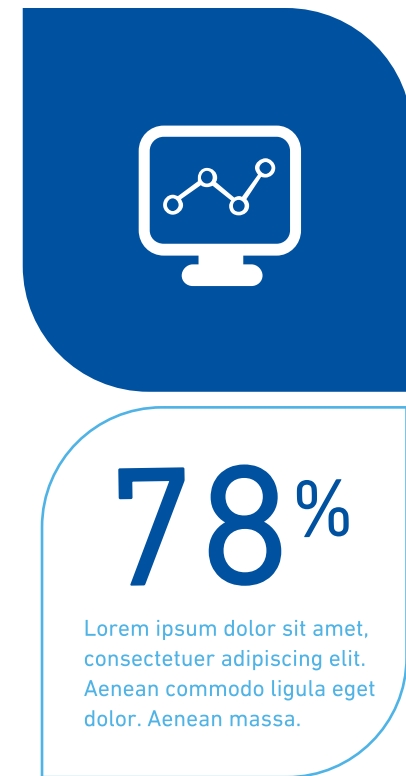


Visual System | Infographic | color balance



Visual System | Infographic | Interconnected elements

External use

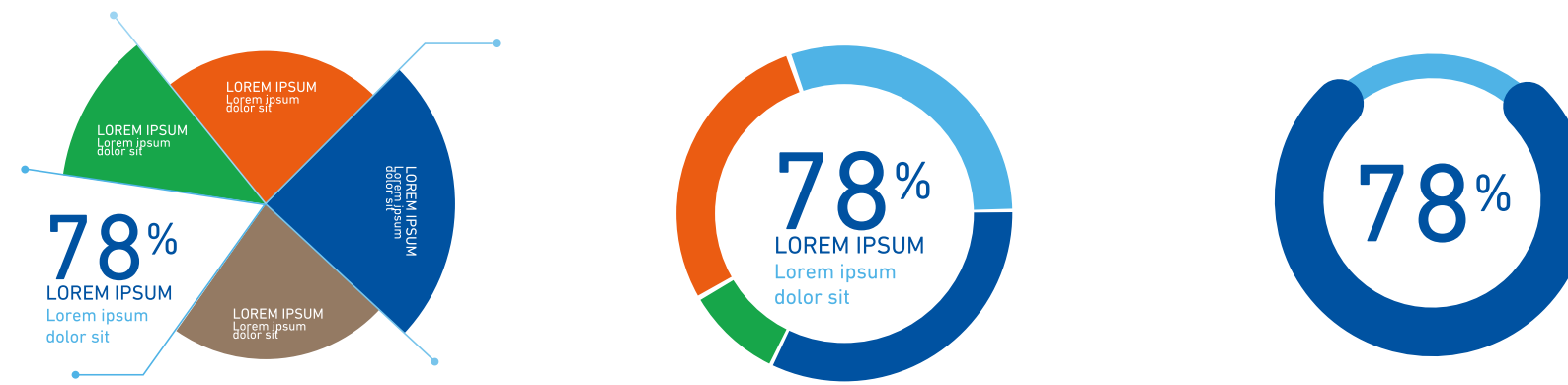


Visual System | Infographic | Feature charts

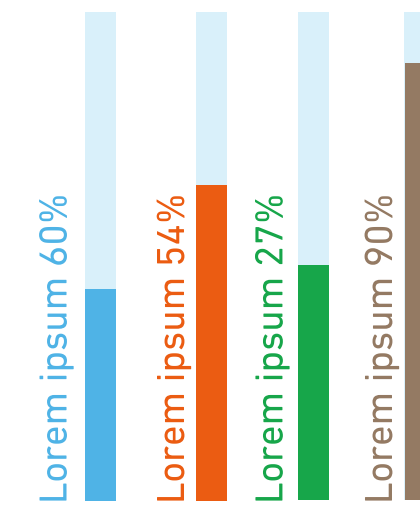
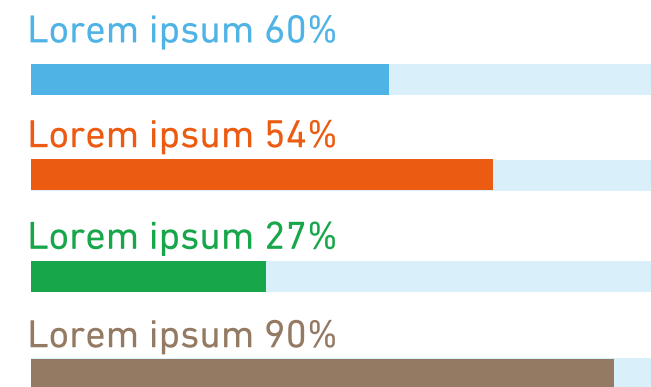
Use this if the overall composition is basic and you want the main focus on the chart information and data.

NOTE: Examples are shown for illustrative purposes only.

Radial charts



Bar charts



Numbers

78%

Numbers

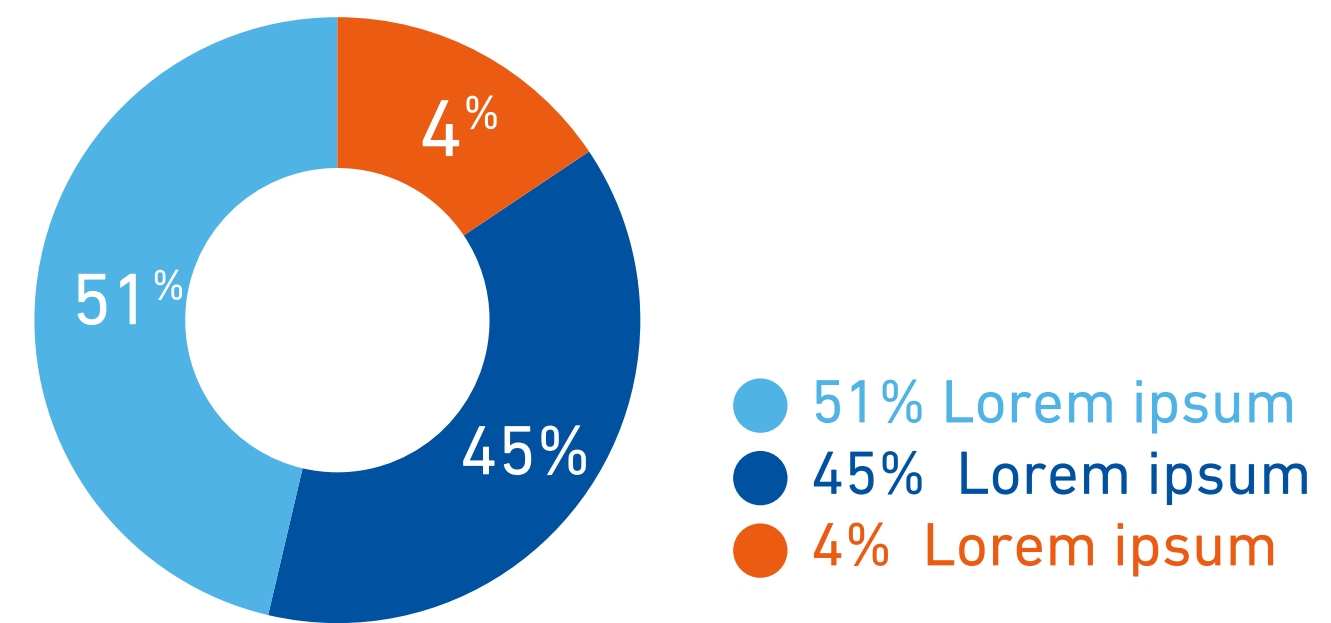
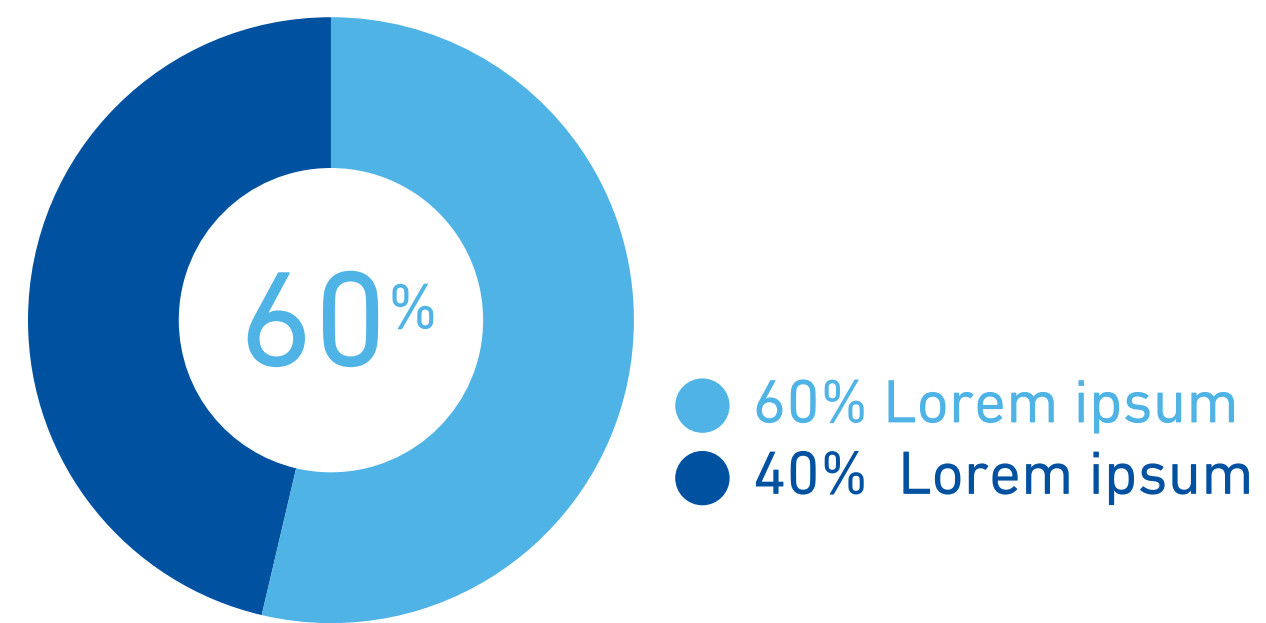
78%

Visual System | Infographic | Basic charts

Pie charts use of color communicate different quantities.

Bar charts is a way to make comparisons.

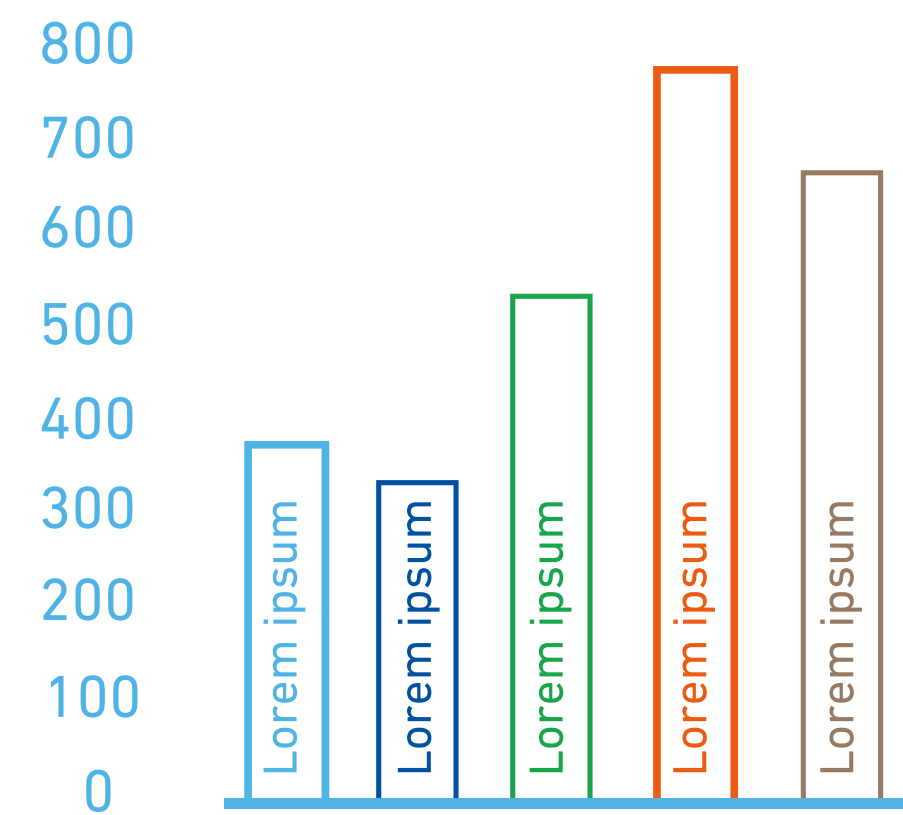
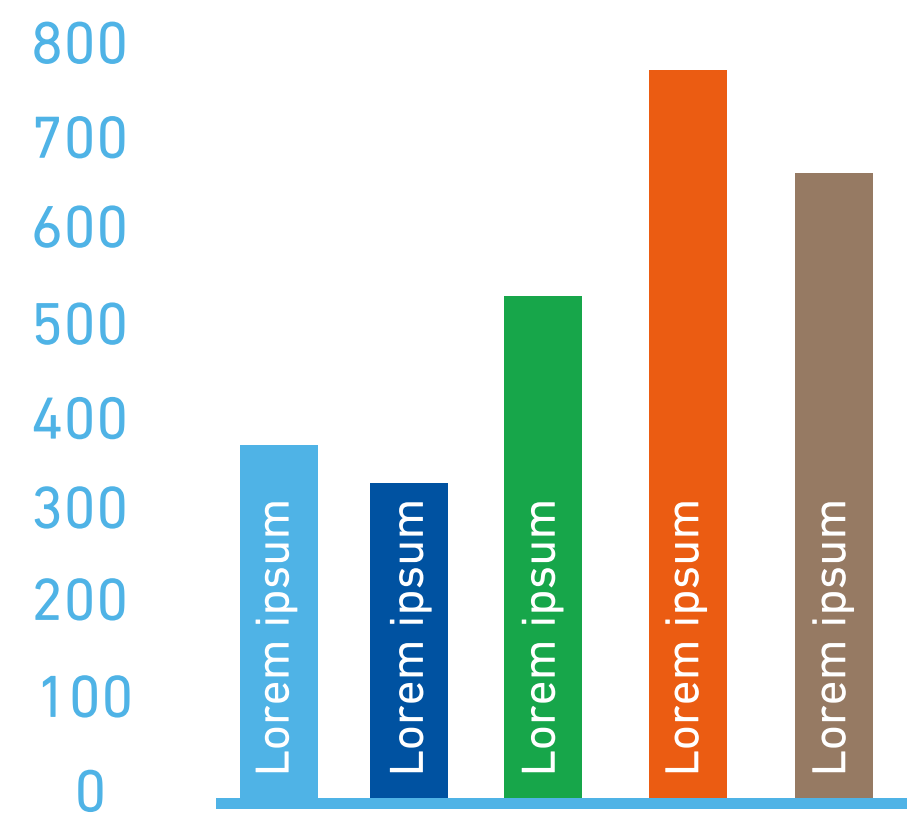
NOTE: Examples are shown for illustrative purposes only.



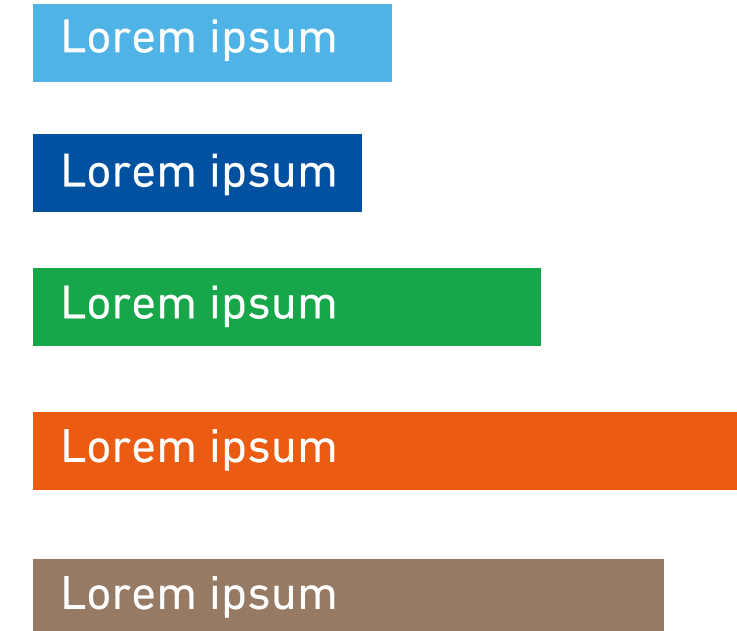
Visual System | Infographic | Basic charts

Bar charts is a way to make comparisons.

NOTE: Examples are shown for illustrative purposes only.



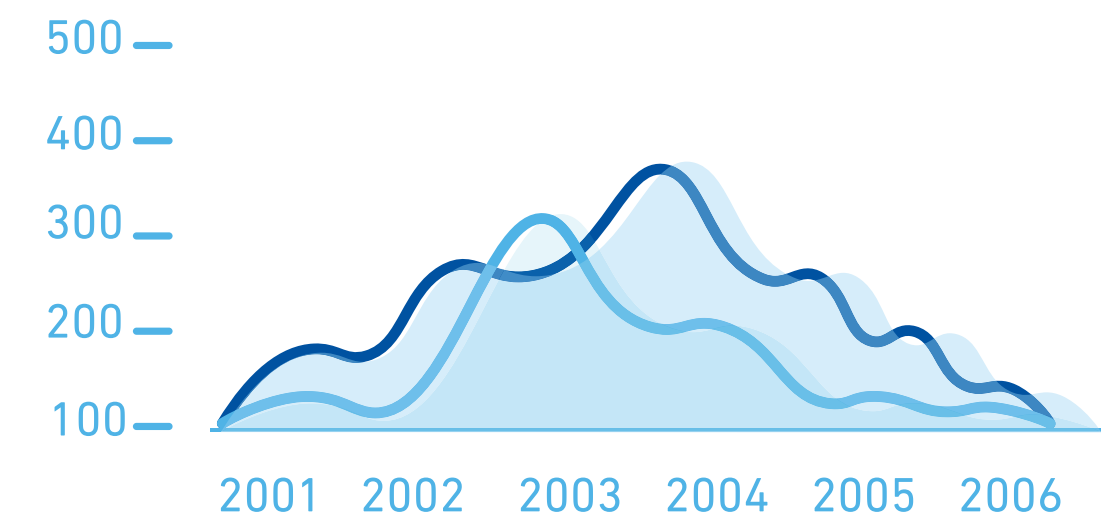
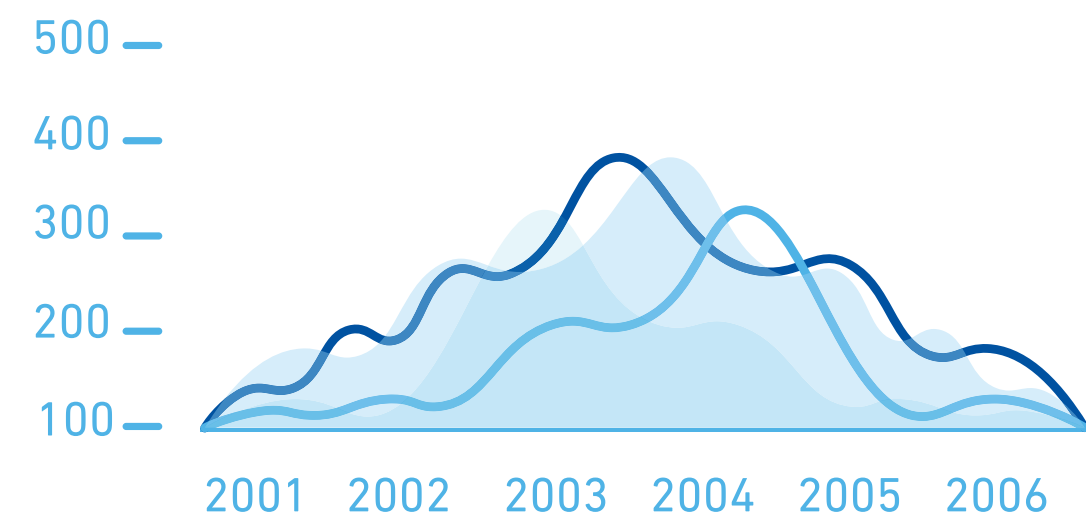
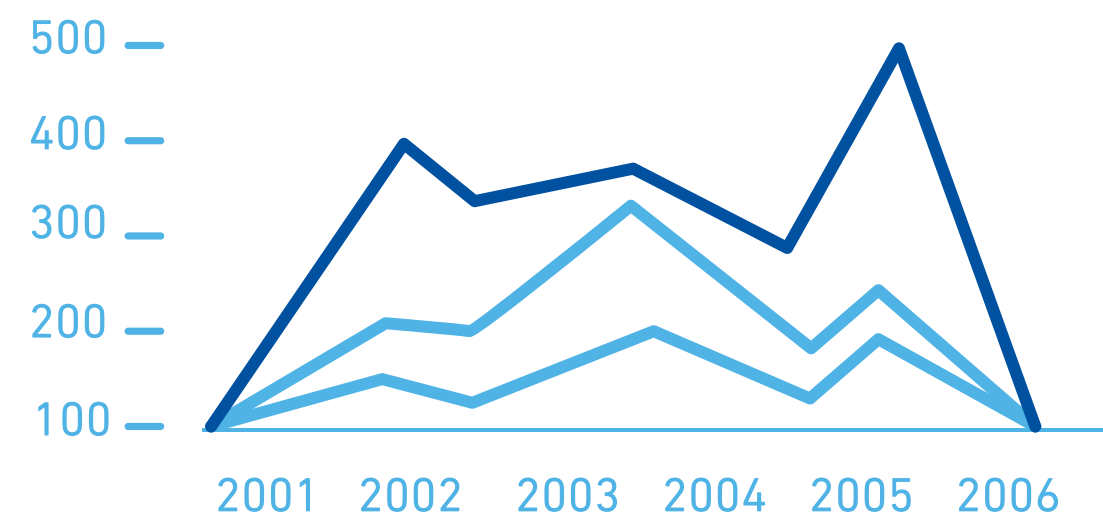
Question?



Visual System | Infographic | Basic charts

Line charts if used highlight the information that you want to stand out.

NOTE: Examples are shown for illustrative purposes only.



Visual System | Infographic | Basic Numbers | Latin

Use large numbers to show the importance of the number and make it the focal point without compromising the composition.

NOTE: Examples are shown for illustrative purposes only.

78%
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

70.000.000
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.

70.000
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor.

Projects
70.000

Visual System | Infographic | Basic Numbers | Arabic

Use large numbers to show the importance of the number and make it the focal point without compromising the composition.

NOTE: Examples are shown for illustrative purposes only.

78%
لورم ابسم هنا يكون المحتوى
بجانب الرقم وهكذا يكون احتمال

70.000.000
لورم ابسم هنا يكون المحتوى
بجانب الرقم وهكذا يكون
احتمال رؤيته والتركيز على
المعلومات أفضل وأوضح.

لورم ابسم هنا يكون
المحتوى بجانب الرقم
وهكذا يكون احتمال رؤيته
والتركيز على المعلومات
أفضل وأوضح لذلك لابد من
التركيز على هذه النقطة.

المشاريع
70.000

Visual System | Infographic | Illustration style



Co-Branding

Cobranding | Positioning | Sizing

Owner - Digital

Owner - Rollup

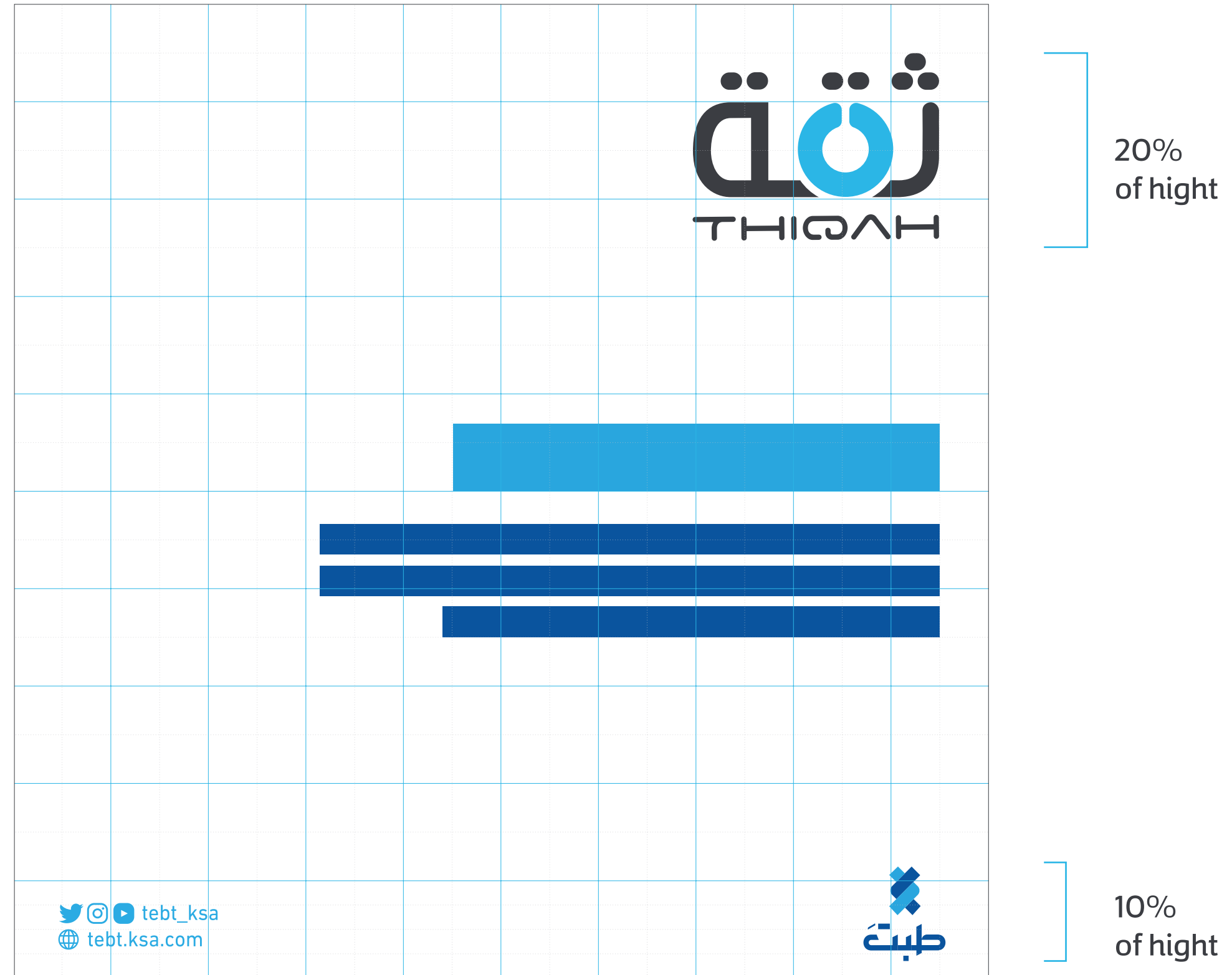
Owner - Smartphone apps

Dont's

5.0

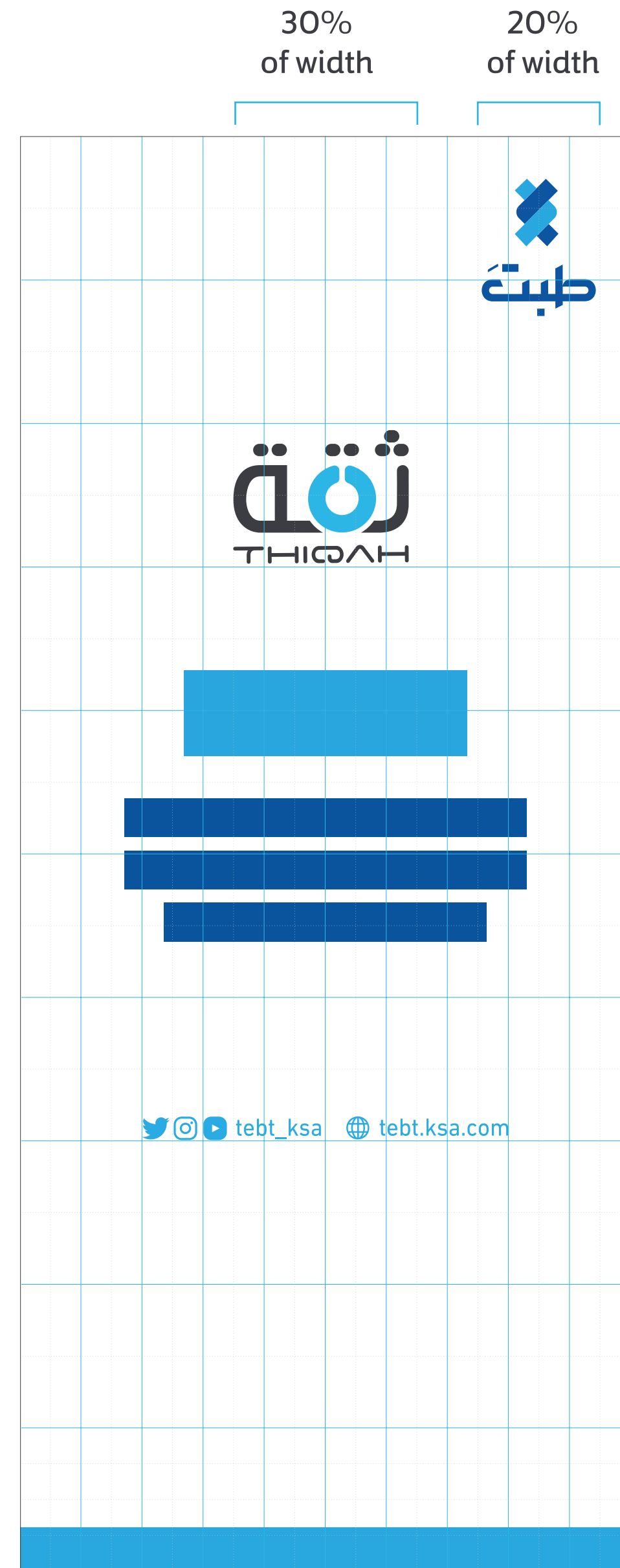
Cobranding | Positioning | Sizing

Owner - Digital



Cobranding | Positioning | Sizing

Owner - Rollup



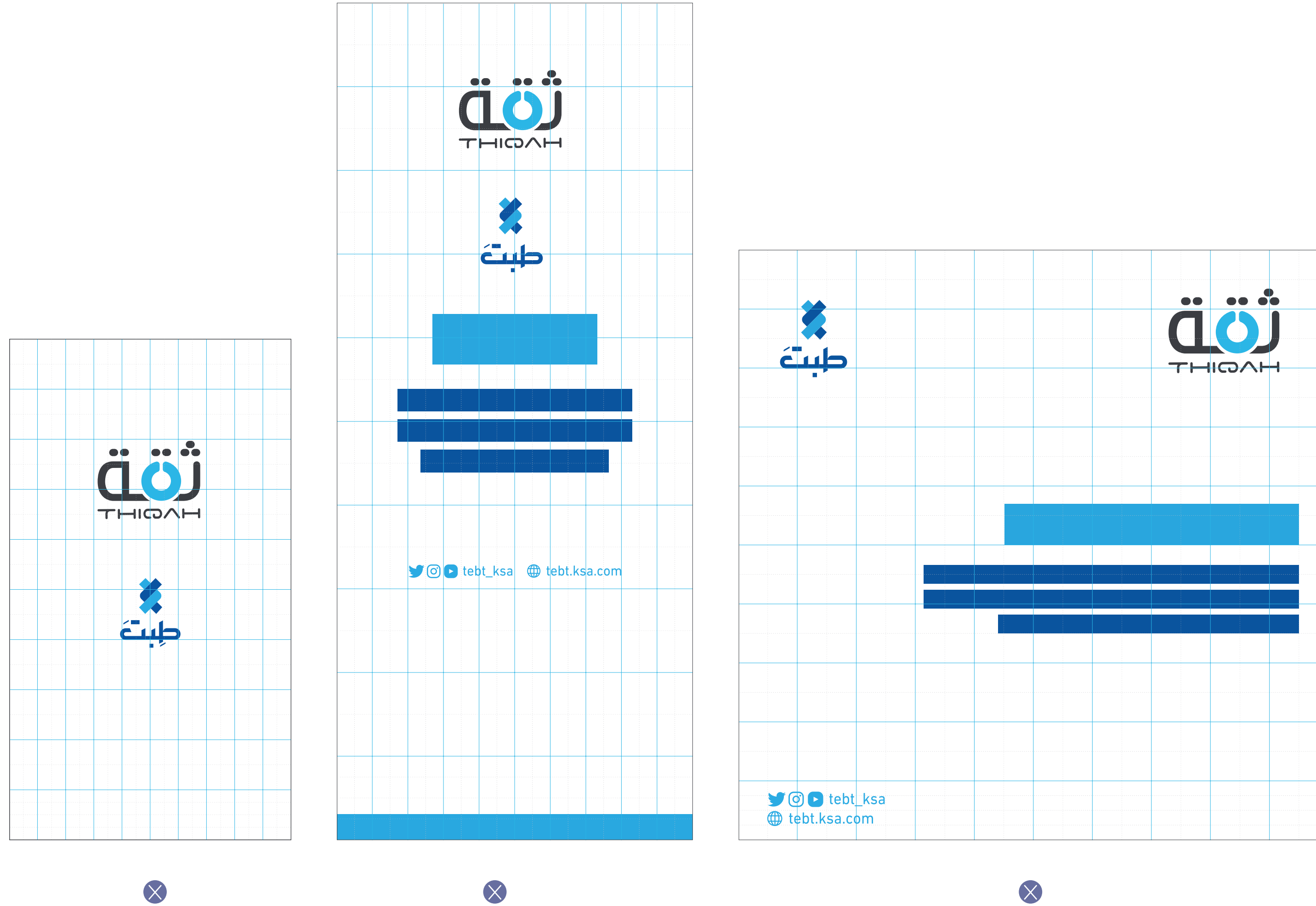
Cobranding | Positioning | Sizing

Owner - Smartphone Apps



Cobranding

Owner - Dont's



TEBT App

[TEBT App Icon](#)

[TEBT App](#)

[TEBT App | Website](#)

[TEBT App | App Store](#)

[TEBT App | Google Ply](#)

6.0

TEBT App Icon



TEBT App



TEBT App



TEBT App



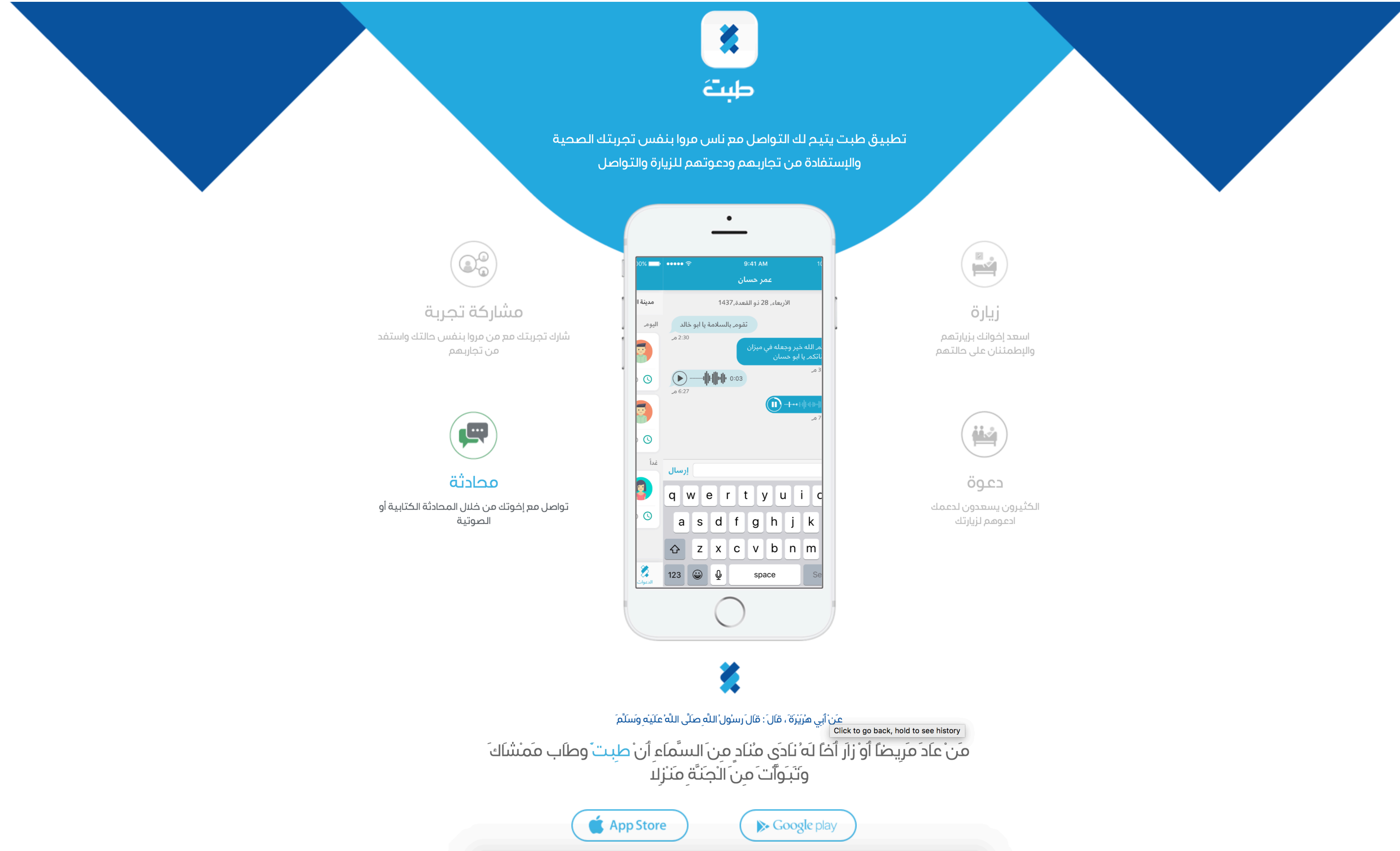
TEBT App



TEBT App



TEBT App | website



The banner features a central smartphone displaying the app's interface. Above the phone is the TEBT logo and a headline in Arabic. Below the phone are four feature icons: 'مشاركة تجربة' (Share your experience), 'محادثة' (Chat), 'زيارة' (Visit), and 'دعوة' (Invite). At the bottom, there is a quote in Arabic and two buttons for 'App Store' and 'Google play'.

طبت

تطبيق طبت يتيّم لك التواصل مع ناس مروا بنفس تجربتك الصحية
والإستفادة من تجاربهم ودعوتهم للزيارة والتواصل

مشاركة تجربة
شارك تجربتك مع من مروا بنفس حالتك واستفد
من تجاربهم

محادثة
تواصل مع إخوتك من خلال المحادثة الكتابية أو
الصوتية

زيارة
اسعد إخوتك بزيارتهم
والإطمئنان على حالتهم

دعوة
الكثيرون يسعدون لحملك
ادعهم لزيارتك

عَنْ أَبِي هُرَيْرَةَ ، قَالَ : قَالَ رَسُولُ اللَّهِ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ :
مَنْ عَادَ مَرِيضًا أَوْ زَارَ أُمَّةً لَمْ يُنَادِ مِنْ السَّمَاءِ أَنْ طِبْتُ وَطَابَ مَمَشَاكَ
وَتَبَوَّاتِ مِنَ الْجَنَّةِ مَنَزَلًا

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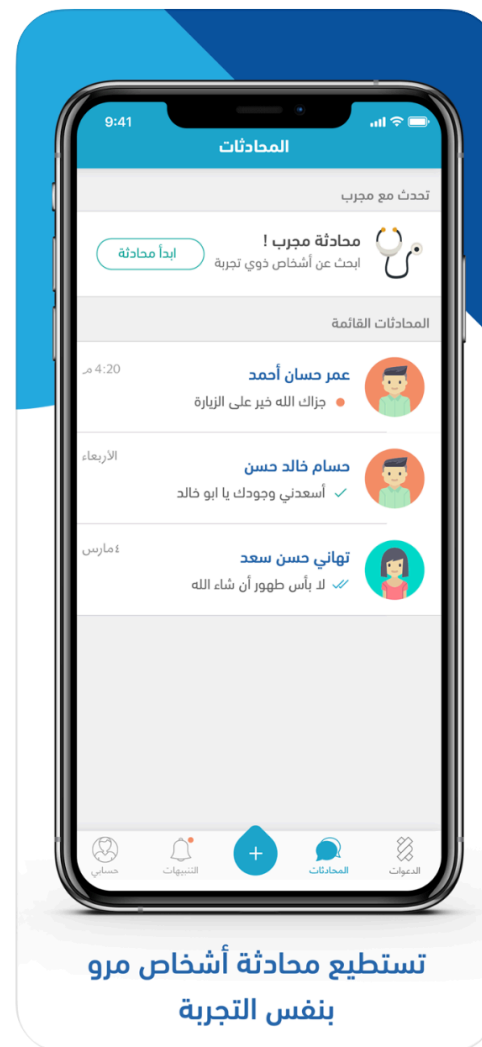
TEBT App | App Store

App Store Preview

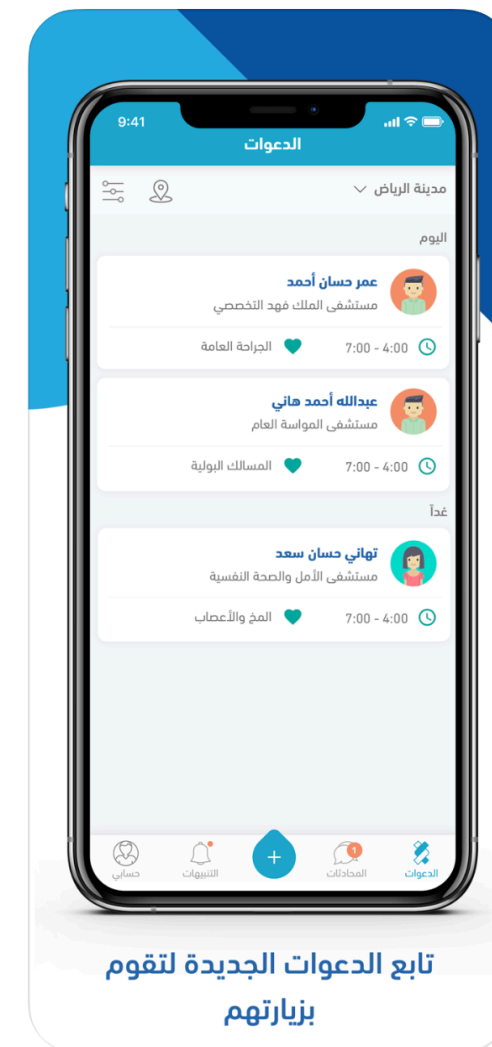


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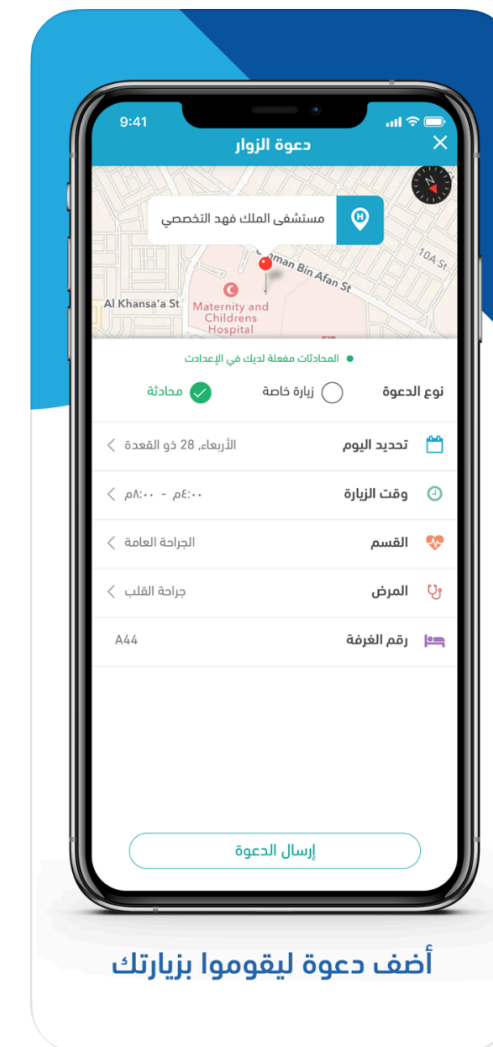
iPhone Screenshots



تستطيع محادثة أشخاص مرو بنفس التجربة



تابع الدعوات الجديدة لتقوم بزيارتهم



أضف دعوة ليقوموا بزيارتك

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