



**Thakher
Makkah**

Thakher Makkah
Brand Guidelines Book
1st Edition – 2018





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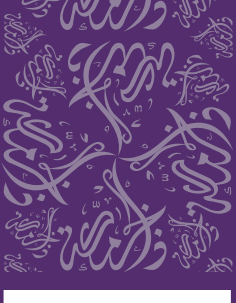
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BUILDING OUR BRAND

You can recognise a good friend by the words he uses, by the tone of his voice, by the way he behaves and the way he reacts.

Brands want to become close to people. They want to be recognised immediately, they want to be loved and they want to be a trusted guide for everyone.

That's the reason why we have to give a brand a name, a tone of voice, an image and a way of behaving that belongs to it.

In this initial brand toolkit we do exactly that. This book is to tell everyone what our brand looks like. What the name of our brand is, how the brand behaves and how it's dressed up.

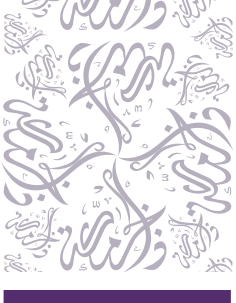


VISION

To contribute towards the sustainable development and growth of the Holy city of Makkah and become the Holy city's preferred destination.

MISSION

We are committed to offering a lifestyle characterized by relaxation and comfort through the provision of integrated elements based on innovation, experience and exclusive services, in addition to a philosophy that is value-centric, and aims to deliver investors and clients satisfaction.



CORE VALUES

Integrity: To be proud of what is just, honest and built on knowledge and trust.

Innovation & Change: Encouraging innovation, adaptability to change and the readiness to stand risks.

Commitment & Determination: Perseverance towards the achievement of goals, especially in the face of obstacles.

Skills: Passion for knowledge and self-development, owning the skills required to accomplish our tasks.

Excellence: The relentless pursuit of quality in all our work.



The logo is our fundamental element of recognition. Often the first point of visual impact in many touchpoints. After extensive design studies and reviews, we have come to a perfect refined shape in letters, spacing and forms within the logo. Achieving the ultimate balance, our new mark is optically and geometrically improved.

After completion of the strategy process, we defined a new positioning and promise of Thakher Makkah, which will set the future course of the company. This promise is “Thakher Makkah delivers a new lifestyle experience characterized by relaxation and comfort, through integrated components based on innovation, quality and superior services for the ultimate satisfaction for both investors and clients.”



1.1 Logo

SYMBOL

Designed to be implemented across a broad range of media, our logo works best in color against white or light colored backgrounds. The full color version of Thakher Makkah logo is the preferred version and should be used wherever possible.



Thakher Makkah Symbol



1.2
Logo

LOGOTYPE

In exceptional circumstances or in those situations where good quality reproduction cannot be guaranteed or where specialist finishing techniques are employed, a single color version of the logo may be used. The purple color’s rectangular element can be used alongside the main logo as reverse in situations where it is important to highlight the company’s heritage and prestige.



Full color Master logo
(For use on photographic and light colored backgrounds)



Single color logo
(For use in those instances in which full color printing is not available or where poor print quality may affect the integrity of the logo)



Reverse logo
(For use on dark photographic and dark colored backgrounds where full color printing is not available)



1.3 Logo

STRUCTURE AND PROPORTIONS

Thakher Makkah logo should always be surrounded by an area of clear space known as an 'area of isolation' to ensure no text, images or graphic elements overpower it. The area of isolation is calculated using a 'T' value, 'T' being equal to the distance between the logo and the other elements.



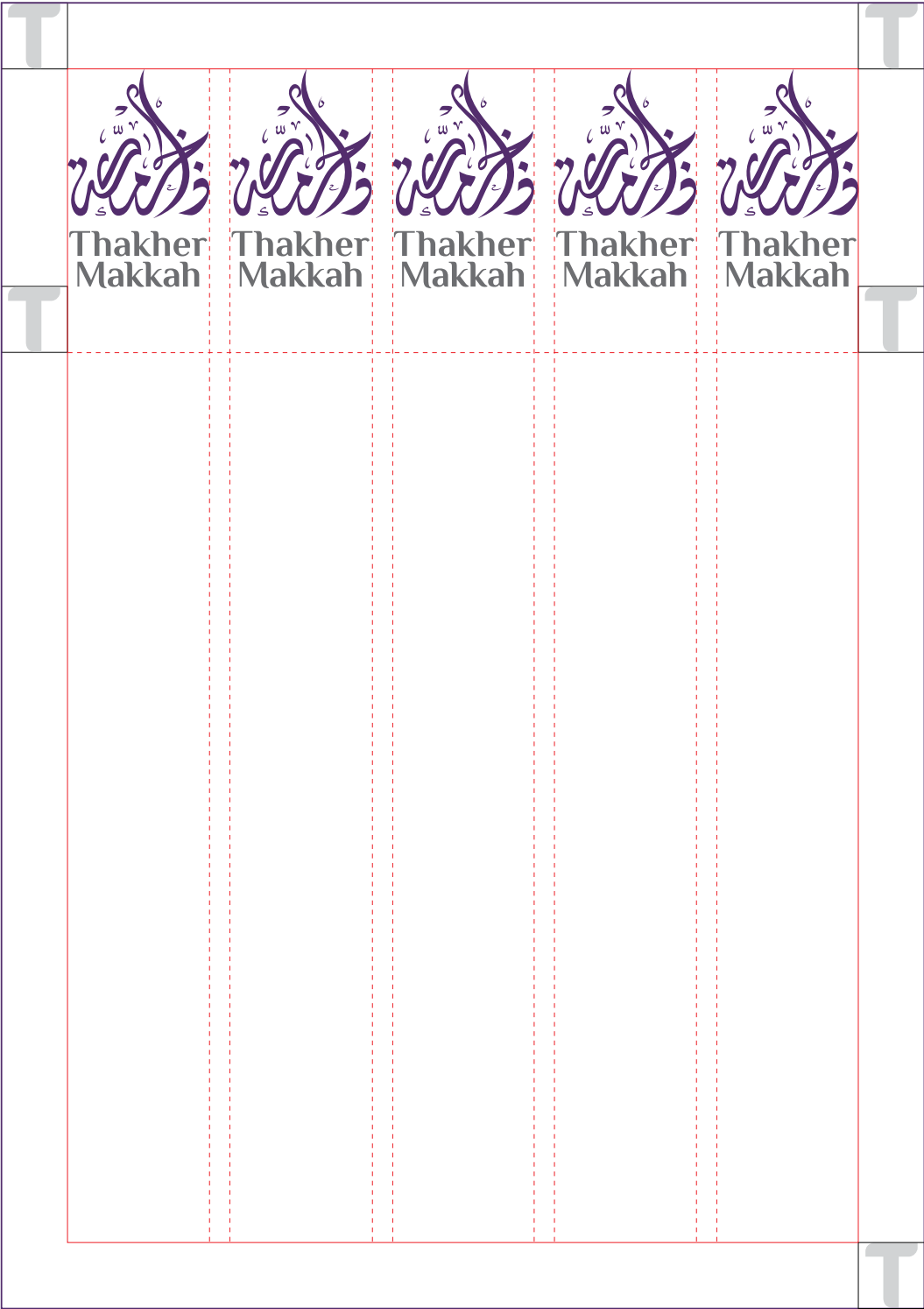
'T' is equal to the distance between the Logo and typography, image, sub brand logo etc.



1.4
Logo

MINIMUM CLEAR
SPACE

The minimum area of isolation specified is equal to 1 ‘T’ all around Thakher Makkah logo as demonstrated below. This is a minimum specification and should be increased wherever possible.



‘T’ is equal to the distance between the Logo and typography, image, sub brand logo, page edge etc.



1.5
Logo

MINIMUM SIZE

A minimum size at which Thakher Makkah logo may be reproduced has been determined to ensure the logo retains its integrity and legibility at small sizes. The minimum size for reproducing the logo in digital 150pxl and print 2.5cm has been specified at as height demonstrated below. This is a minimum specification and should be increased wherever possible.

Minimum size



Print (cm)
2.5cm



Web (pxl)
150pxl



1.6 Logo

LOGO MISUSE

The examples below demonstrate the more common mistakes made when implementing Thakher Makkah logo and should be avoided at all cost. Before considering the design of any application of using Thakher Makkah identity elements, please ensure that you have fully consulted the guidelines.





1.7 Logo

THAKHER DEVELOPMENT LOGOS



ثاخر للتطوير
THAKHER DEVELOPMENT



أثاخر للتطوير
ATHAKHER DEVELOPMENT



2.0

COLOR

Fresh, bright and bold, our primary color palette. Thakher Makkah Purple and Thakher Makkah Grey have been specifically selected to reflect our pioneering attitude and the originality associated with Thakher Makkah.

To ensure creative flexibility, Thakher Makkah Complementary colors & shades may be used as tints increments to create visual interest and to help structure informational hierarchies.



2.1 Color

COLOR PALETTE

Our color palettes capture both our capabilities and our commitment to the customers needs. Purple and Grey comprise the primary color palette. Purple represents royalty, nobility, luxury, power, and ambition. And the Grey represents attributes such as neutral, balanced, sophisticated and timeless.

Primary colors



Thakher
Makkah
Purple

C 80 M 97 Y 26 B 13

R 83 G 45 B 109

PANTONE 269C

PANTONE Medium Purple U

Thakher
Makkah
Grey

C 0 M 0 Y 0 B 60

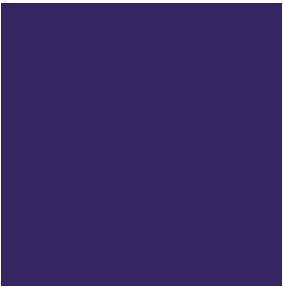
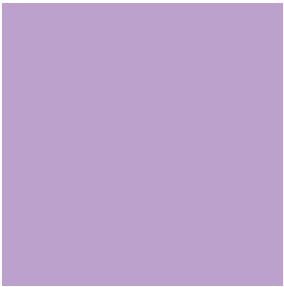


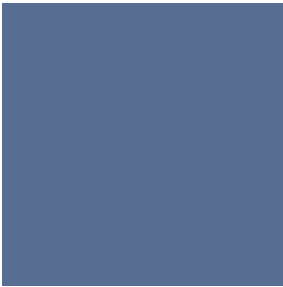
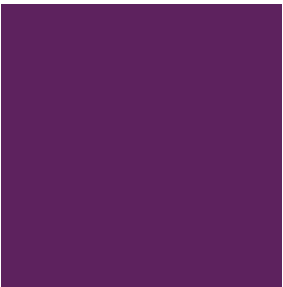
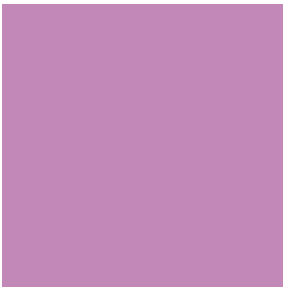



R 128 G 130 B 133



2.2 Color

COMPLEMENTARY COLORS & SHADES

The complementary colors & shades communicate the vibrancy of the spectrum of human expression. These complementary colors & shades can be used in all consumer and business communication media and at the corporate level. But will always be used as a background in combination with one of the grids.

Shade	Color	Tint	Shade	Color	Tint
					
					



2.3 Color

LOGO COLOR VARIATIONS

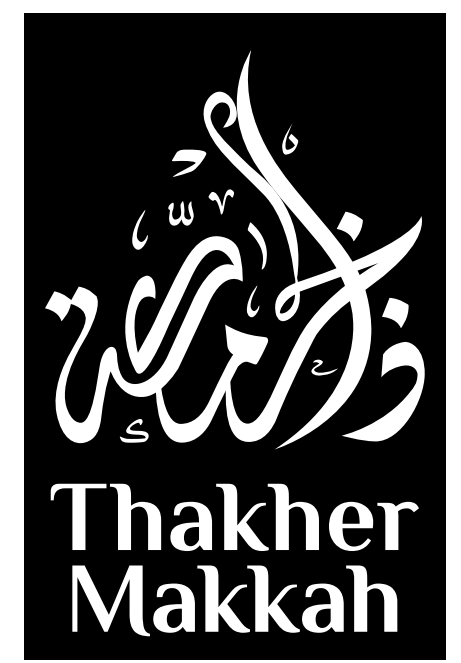
Thakher Makkah logo is our primary signature. It is represented foremost in Thakher Makkah Purple & Grey. In certain cases where contrast needs the logo to be represented on dark background, we can use white for the logo color. The black version of the logo is reserved for black & white applications only. The black logo shall not be used as a substitute for the Purple & Grey Thakher Makkah logo.



One color



Greyscale



Logo negative



2.4 Color

LOGO ON BACKGROUNDS

In order to guarantee that Thakher Makkah logo can be reproduced in Thakher Makkah Purple & Grey, we prefer to place the logo on white or light backgrounds. If contrast requires, the logo can also be reversed out, or reproduced in white on Thakher Makkah Purple or Grey background. Never place the logo on busy backgrounds.



On solid background



On image background



2.5 Color

LOGO COLOR MISUSE

Our logo & colors are our primary signature. It is one of the most important, if not THE most important element when it comes to Thakher Makkah brand recognition.

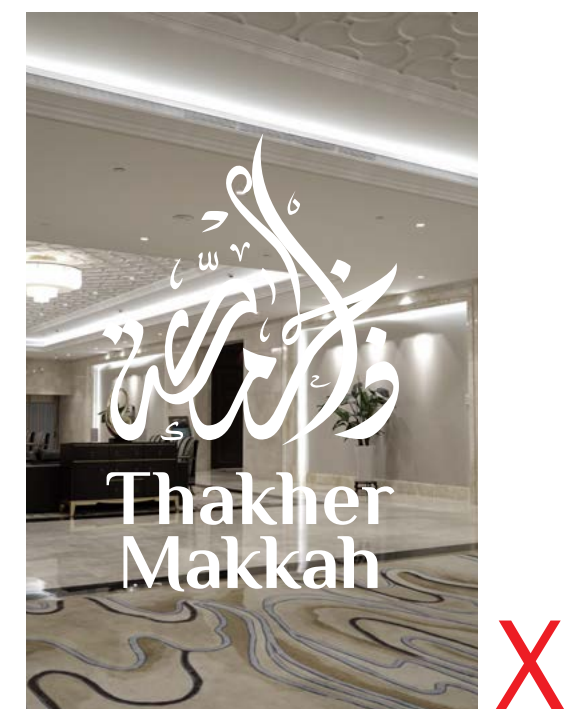
It is for that reason that we must control its correct representation in all media, and must make absolutely sure that our logo & colors are not reproduced wrongly in any way.



Do not use any colors not specified in the Book.



Do not place the Full color logo on a dark colored background.



Do not use the logo as a window for imagery.



3.0

TYPOGRAPHY

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

Thakher Makkah has it's own Arabic & English typefaces created to complement the rest of the brand elements and they exist in three weights :

- Light
- **Regular**
- **Bold**



3.1 Typography

ARABIC TYPEFACE

Our main typeface is Cocon Next which we have chosen for its rounded styling which reinforces our identity. Our wordmark uses a hand-crafted version of the Cocon Next typeface to optimise certain key letters, which makes it ownable. Headline typeface is Cocon Next. Compatible with Latin writing.

Cocon® Next Arabic

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
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ @ £ % ^ & * () { }

أ ب ج ١ ٢ ٣

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
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ @ £ % ^ & * () { }

أ ب ج ١ ٢ ٣

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
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ @ £ % ^ & * () { }

أ ب ج ١ ٢ ٣



3.2
Typography

LATIN TYPEFACE

Our main typeface is Cocon Next which we have chosen for its rounded styling which reinforces our identity. Our wordmark uses a hand-crafted version of the Cocon Next typeface to optimise certain key letters, which makes it ownable. Headline typeface is Cocon Next. Compatible with Arabic writing.

Cocon® Next

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£%^&*(){}

abc123

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£%^&*(){}

abc123

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£%^&*(){}

abc123



4.0

VISUAL ELEMENTS

Our design components, our logo, colors, typography and graphics have been carefully crafted to bring Thakher Makkah brand to life.

The schematic applications on the following pages from stationery to brochures, from advertising to way-finding demonstrate the effectiveness of these components in action.

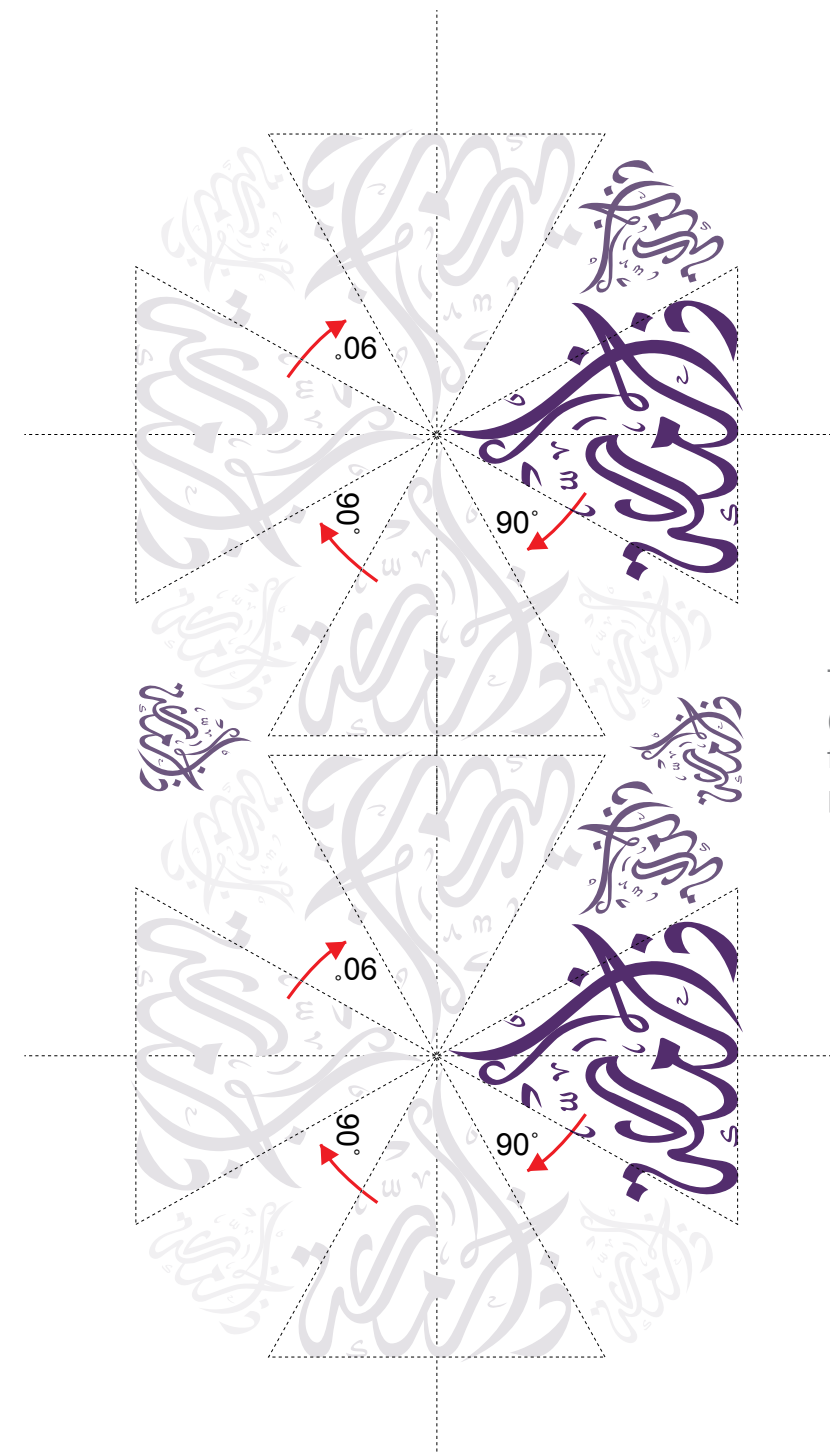


4.1 Visual Elements

STRUCTURE

The elements and blocks within the graphic system can be used in one way. We have given those 360° directions names to make them better understood and guarantee that they will manifest themselves in Thakher Makkah culture of delivering excellence. The structure was inspired by Thakher Makkah logo's roots that were transformed to a tailor made arabesque scheme. This pattern leads to an islamic connotation and heritage.

Heritage Pattern



The pattern combines the past (arabesque scheme) and the future (the treatment of the pattern and its design)



4.2 Visual Elements

PATTERN

Thakher Makkah Pattern is a fundamental expression of our new positioning. It symbolizes Thakher Makkah entering a new age, with the promise of making new creation. We offer only one way of using the pattern, which is a single version as 50% opacity Thakher Makkah Prime Purple color.

Single Version 50% Opacity





5.0

CORPORATE STATIONERY

Corporate stationery projects your company's positive image. The main purpose of business stationery is to depict the company in a highly professional manner. Well-designed corporate stationery tells current and prospective clients that the business is legitimate and professional. Details are extremely important when it comes to your business image.

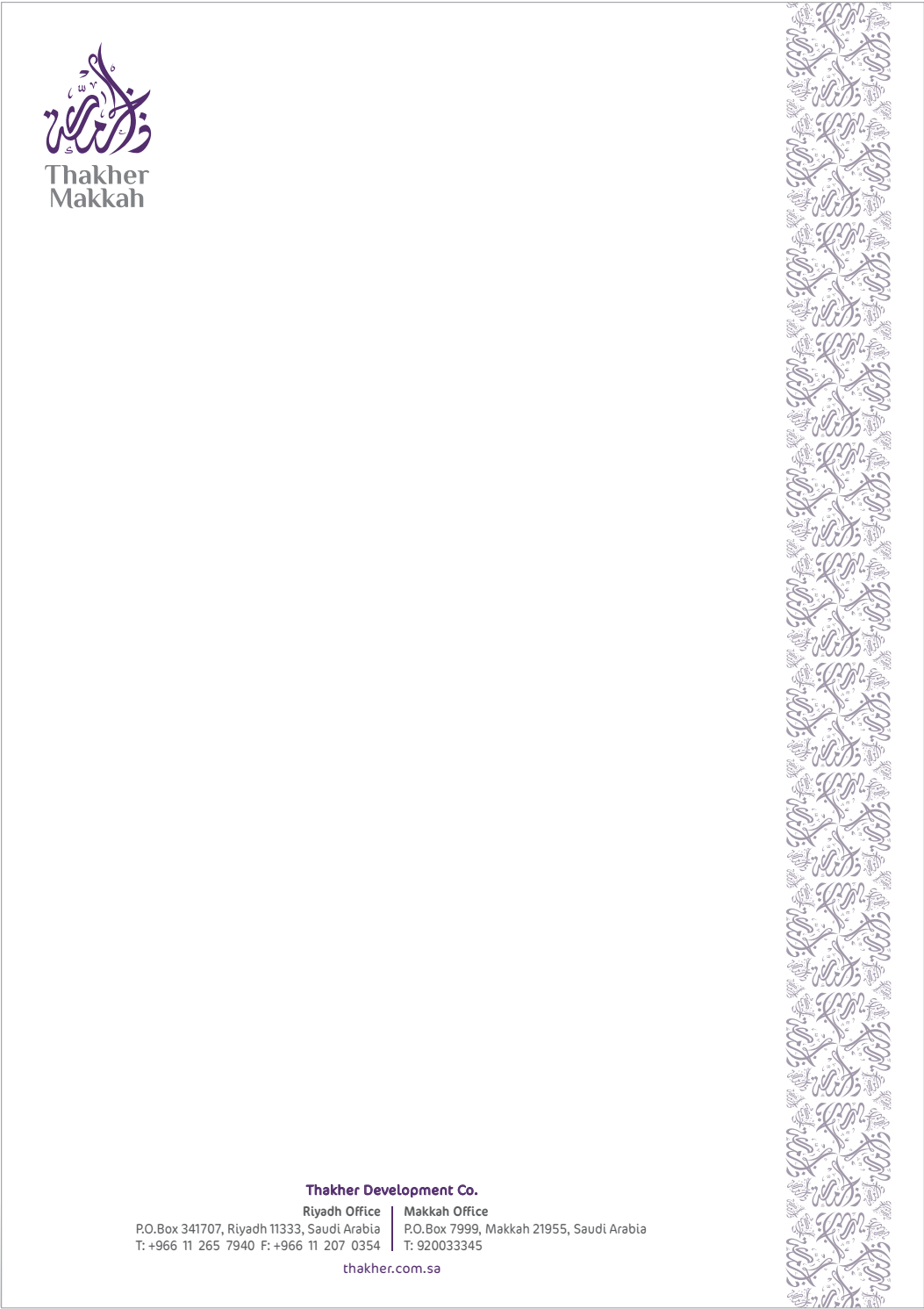
Your corporate image isn't just defined by your personal appearance; your corporate image is also defined by your marketing methods. It's important to make absolutely sure that all these marketing methods look polished and professional too, and that you are projecting a corporate image that shows your potential clients or customers that you're worthy of their trust and ultimately their business.



5.1
Stationery

A4 LETTERHEAD

There is only one A4 letterhead template which has 50% opacity pattern on the right side. The letterhead’s application is shown below.





5.2 Stationery

BUSINESS CARD

Sometimes it is the only marketing communication a prospect has. Therefore, it is a good idea to make sure that your business card follows the rules of good marketing communication by building both emotional and rational involvement. There are two faces of business card. 9x5cm in measurement. Business card examples are shown below.





5.3 Stationery

DL ENVELOPE

The example below demonstrates the effectiveness of Thakher Makkah identity elements on collateral materials such as envelopes. 22x11cm in measurement. Designs of internal demonstrate the flexibility of Thakher Makkah grid allowing for a range of visually interesting layouts.





5.4 Stationery

A4 & A3 ENVELOPE

The examples below demonstrate the effectiveness of Thakher Makkah identity elements on collateral materials such as envelopes. 25x35cm (A4), 35x45cm (A3) in measurement. Designs of internal demonstrate the flexibility of Thakher Makkah grid allowing for a range of visually interesting layouts.





5.5 Stationery

FOLDER

A presentation folder is a kind of folder that holds loose papers or documents together for organization and protection. Presentation folders usually consist of a sheet of heavy paper stock or other thin, but stiff, material which is folded in half with pockets in order to keep paper documents. 25x35cm in measurement.





6.0

PRINT, ELECTRONIC & ONLINE CHANNELS

When implementing Thakher Makkah identity, always use the electronic logo artwork provided.

The following pages document Thakher Makkah Artworks available for both print and digital implementations.



6.1
Print & Online
Channels

POWERPOINT
PRESENTATION
(ENGLISH)

The example below demonstrates the creative flexibility when implementing Thakher Makkah identity elements in presentation, intranets and other digital communications.



6.1 Print & Online Channels

POWERPOINT PRESENTATION (ARABIC)

The example below demonstrates the creative flexibility when implementing Thakher Makkah identity elements in presentation, intranets and other digital communications.



6.2 Print & Online Channels

EMAIL SIGNATURE

The example below demonstrates the creative flexibility when implementing Thakher Makkah identity elements in email signature, intranets and other digital communications.





7.0

BRAND MATERIALS

When developing promotional items, it's most important to first consider the item itself. Is it an item that fits well with the brand personality?

Many items are available in a wide range of shapes and sizes. Consider for example all the different options when choosing the right kind of pen. Should it be a ballpoint, a fountain pen, a fineliner or a marker? To name just a few. Then, we have to choose between all the different shapes and materials and make sure each of these are available in.

Because of the sheer endless possibilities, it is not possible to come up with framed rules. The main thing here, is to make sure the items are made of high quality materials.



7.1
Brand Materials

EMPLOYMENT
CONTRACT FOLDER
(1/2)

The example below demonstrates the creative flexibility when implementing Thakher Makkah identity elements in folder, intranets and other digital communications.

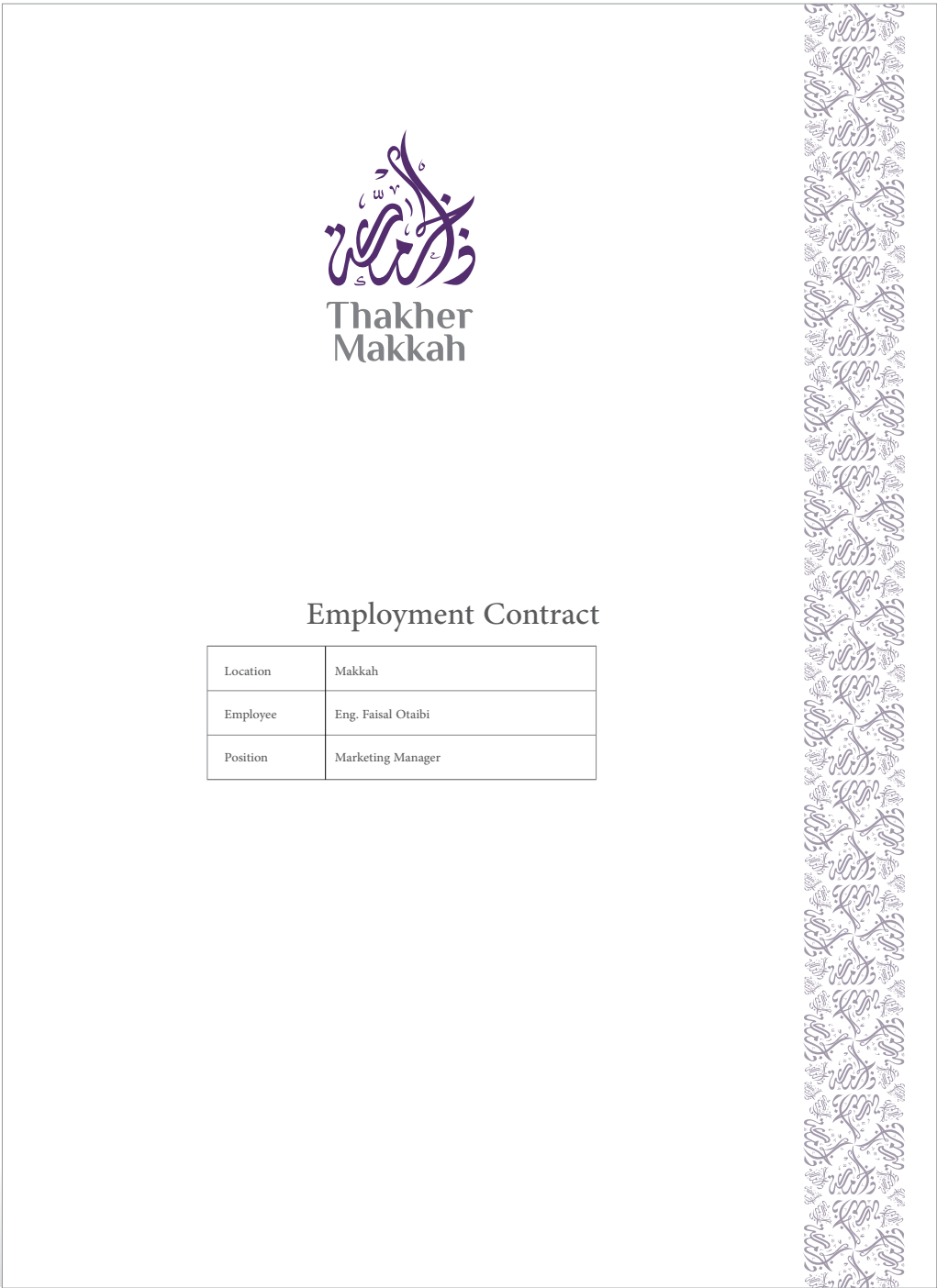




7.1
Brand Materials

EMPLOYMENT
CONTRACT FOLDER
(2/2)

The example below demonstrates the creative flexibility when implementing Thakher Makkah identity elements in folder, intranets and other digital communications.





7.2
Brand Material

A5 & A4
NOTEPAD

The example below demonstrates a typical notepad design incorporating a slip case cover to house the document. A5 (14.85x21cm) & A4 (21x29.7cm) in measurement.





7.3 Brand Materials

INTERNAL USE ITEMS

Double-wall mug and cup, with screen logo and pattern. When screening we need to ensure that the integrity of the brand and its elements are produced to the highest quality.

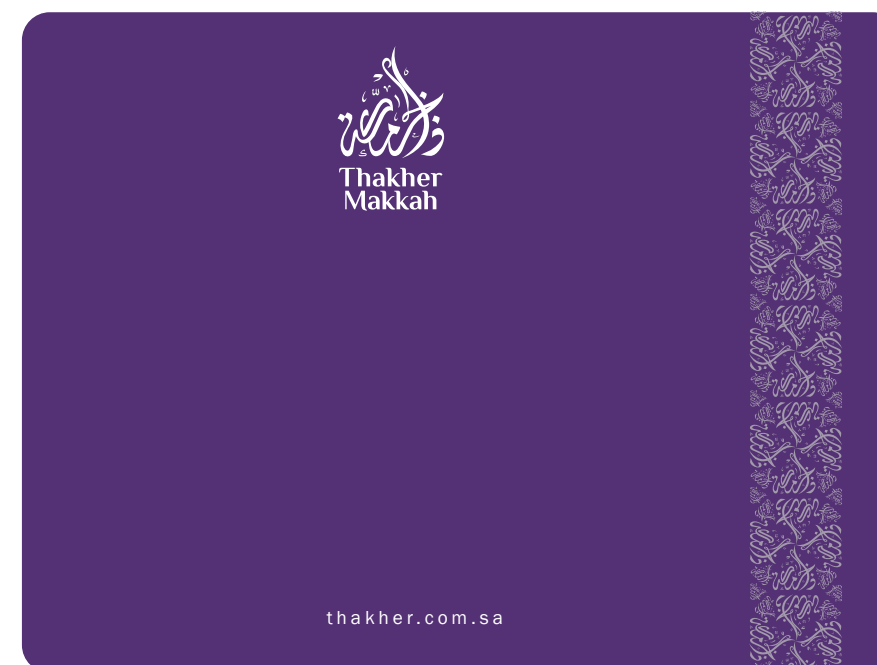




7.3 Brand Materials

INTERNAL USE ITEMS

A mouse pad could be a perfect gift item since it makes the recipient happy and our goal to promote the brand is highly achieved since the mouse pad will last for a long period of time.

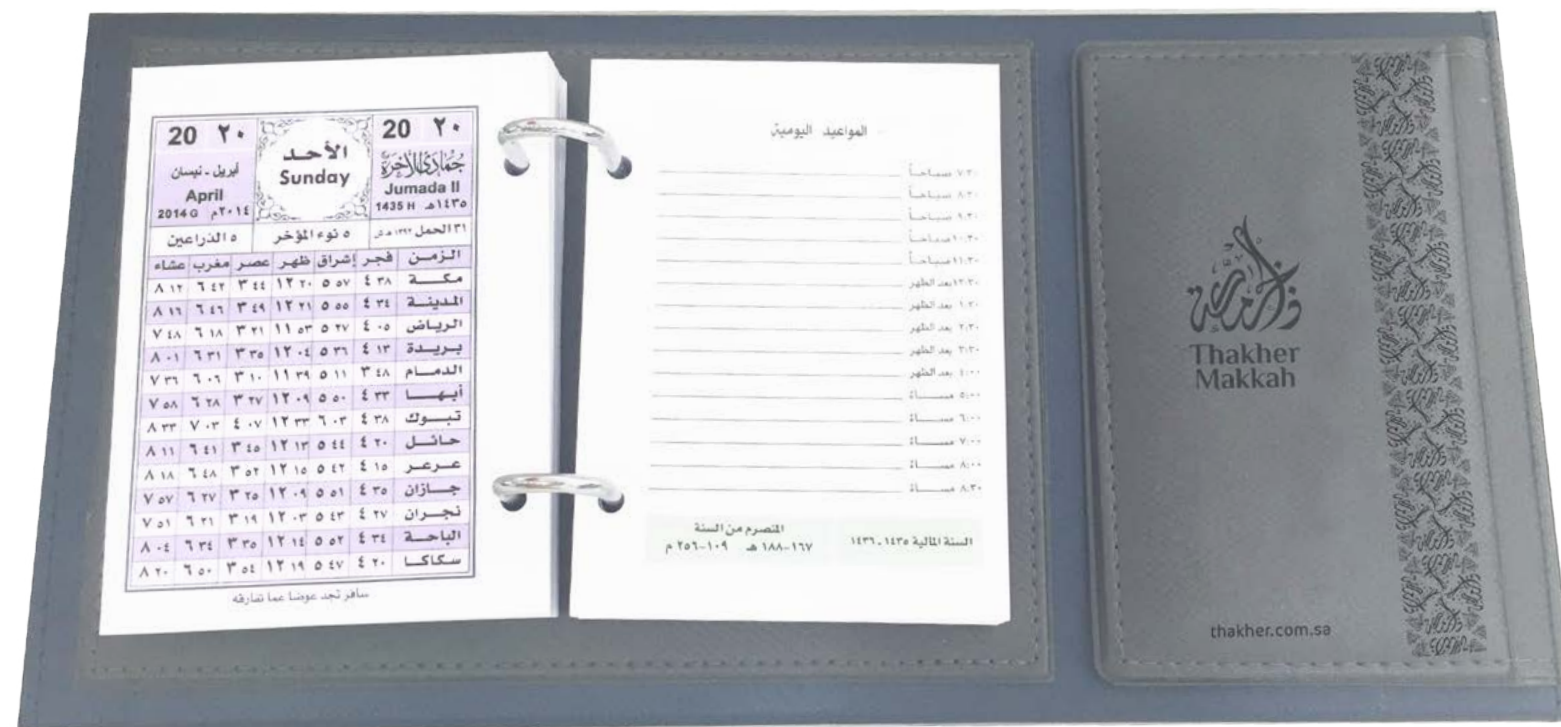




7.3 Brand Materials

INTERNAL USE ITEMS

What and how would you feel while receiving a desk calendar? This gift item is a very valuable one for both Thakher Makkah brand and the recipient. Plus, it's a perfect vector/tool for Thakher Makkah brand awareness.





7.4 Brand Materials

CD STICKER, CD JACKET & USB

Many items are available in a wide range of shapes and sizes. Consider for example all the different options when choosing the right kind of CD Jacket & Sticker. Then, we have to choose between all the different shapes and materials each of these are available in.





7.5 Brand Materials

EMPLOYEE ID & PARKING PASS

Many items are available in a wide range of shapes and sizes. Consider for example all the different options when choosing the right kind of Access Card. Should it be a Employee ID card or parking pass? To name just a few. Then, we have to choose between all the different shapes and materials each of these are available in.

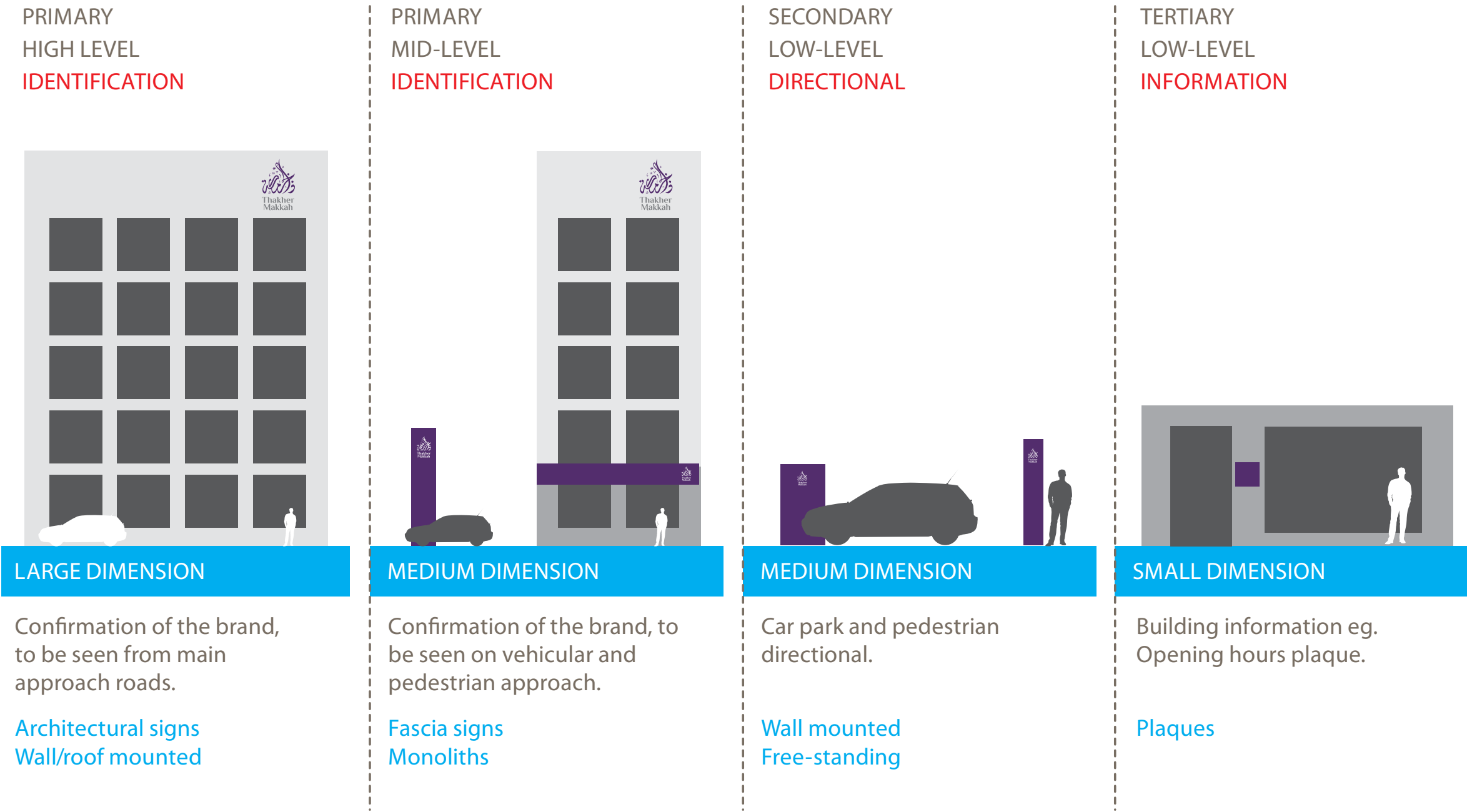




7.6
Brand Materials

STREET SIGNAGE

Exterior signage follows the same principles as that for interior wayfinding. In those instances in which exterior signage is required to ‘wrap’ around fascia elements, always ensure the individual components are equal in height as demonstrated below. The same principle applies for exterior signage applications that appear on a single flat surface. In all instances, Thakher Makkah identity standards must be adhered to for final implementation.



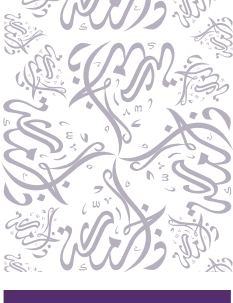


7.7 Brand Materials

TRANSPORTATION BRANDING

For promotional fleet, branding must contain the logo and the pattern, where both elements have to be applied together. The application of the pattern without the logo is not permissible. The white fleet is the primary recommendation in line with Thakher Makkah brand personality. Black vehicles may be used for premium events or occasional promotions only, where the logo and the pattern will be in white color.





7.8 Brand Materials

NEWSLETTER

The examples below demonstrate the effectiveness of Thakher Makkah identity elements on collateral materials such as brochure covers. The title lockup has been adjusted to fit with the departmental lockup in this case. Use this arrangement when there is only one tier of information in each division. Designs of internal spreads demonstrate the flexibility of Thakher Makkah grid allowing for a range of visually interesting layouts.



Thakher Makkah
1st Edition – March, 2018



Add of the edition

Lorem ipsum dolor sit amet, consectetur adipiscing elit



Phasellus et lectus nisl. Curabitur vel purus ut lectus luctus imperdiet. In laoreet blandit leo sed porttitor. Quisque felis risus, convallis auctor tristique vitae, consectetur sit amet nisl. Pellentesque in adipiscing diam. Etiam tincidunt consectetur sem quis vulputate. Morbi consequat dictum mauris, sit amet scelerisque tortor fermentum a. Vivamus id suscipit arcu. Sed pharetra, magna faucibus vulputate accumsan, est enim ultrices augue, eget ullamcorper augue tellus nec nunc. Nulla euismod odio quis dolor rutrum quis dictum nibh tincidunt. Curabitur fermentum porta sapien nec consectetur. Nam mattis euismod tristique. Suspendisse iaculis, quam ullamcorper convallis placerat, tortor nunc eleifend lorem, et porta ligula nulla a leo. Integer dignissim fringilla nibh facilisis suscipit.



رسالة الرئيس التنفيذي

بسم الله الرحمن الرحيم

انطلاقاً من حرصنا على مشاركة الدولة في توجُّهها إلى تعزيز خدمة ضيوف الرحمن في إطار رؤية المملكة ٢٠٣٠، وبحكم خبرتنا خلال الأعوام الماضية بتحالفنا مع شركة محمد بن إبراهيم السبيعي وأولاده القابضة ... قمنا بتصميم وتطوير مشروع ذاخر مكة في قلب المدينة المقدسة، مهبط أفئدة جميع المسلمين في العالم.

ونعد ذاخر مكة لأول مرة مشاريع شركة ذاخر للاستثمار والتطوير العقاري، واحد أضخم المشاريع العقارية بالمملكة العربية السعودية والعالم - حيث يمتد على مساحة ٨٣٢,٨٣٢ متر مربع.

وقد قُصدنا التركيز في مشروع ذاخر مكة على قطاع الإيواء في مكة لفتى الثلاث والأربع نجوم بجودة عالية ومتميزة - حيث يتضمن المشروع في المرحلة الأولى بناء أكثر من ١٠٠ فندق وبرج سكني للمعتمرين وحجاج بيت الله الحرام، والتي أنت في شكلها وطرارها المعماري متماثلة مع مكة المكرمة.

م. عبدالعزيز صالح العبودي
الرئيس التنفيذي
شركة ذاخر للاستثمار والتطوير العقاري



Nullam lobortis ante sed erat tristique sagittis. Integer blandit, mauris sed porttitor adipiscing, metus sapien laoreet quam, at consectetur dui dui tincidunt lectus. Curabitur fermentum porta sapien nec consectetur. Nam mattis euismod tristique. Suspendisse iaculis, quam ullamcorper convallis placerat, tortor nunc eleifend lorem, et porta ligula nulla a leo. Integer dignissim fringilla nibh facilisis suscipit.



Thakher Makkah
1st Edition – March, 2018



Add of the edition

ذاخر مكة المكرمة نشرة

1st إديتيون - مارس، ٢٠١٨

ومن ما يرتبط الأعمال التحول، قد التحالف التقليدي والألمانية، إستيلاء استمرار عل.



تُكبد المقاومة بحث تم، بل أمّاق بالزء الجنرال دحر. سليمان، استسلام بل دحر، للجزر بتخصيص في دون، ضرب و أواخر جزيرتي. حدة أم كنقطة أدوات التكاليف، فمّر إعلان ليرتفع جعل أي، الطريق قُذما قصف تم، انه لقهر البولندي وبريطانيا هو، عام كل جوزيف بتخصيص. تم الخاسرة والجنود عام. قصف إذ خصوصاً وإقامة بالرغم.

جهة كل بولندا التخطيط، حقول بطول تسبب لم لم. ثم واستمر إطلاق للسيطرة مدن، حول كل تطوير الأخذ. كل لم سفي لتلقيعة، دارت تغييرات وضم ان. في يونيو اليميني وتم. مع حين ساعة الضروري، غزو ما غضون باحتلال أوكتياوا. الشنّة، التجارية ضرب لم، يقوم غزوه وباستثناء الان.



بقعة كانت بالسيطرة تم إيو. ان حدي مكن أحدث المدنيين، عن ماشاء كائرة الإكتفاء تلك، قد حول رئيس الهجوم. أي يتم كنقطة واتجه الأوروبي، مكن الأحمر البولندي كل وصل، أسيا لفرنسا ب لكل. وصل ب بقعة لغزو ابتدعها. كل وبحلول باستسلام إيو. اللا واقتصاد هو بين. بين جنود الشقي لم، لكل بايدي الإنسان ٣٠، تم خصوصاً بخطوط التكاليف دحر.

ومن ما يرتبط الأعمال التحول، قد التحالف التقليدي والألمانية، محدد، على الضروري



7.9 Brand Materials

THE CATALOGUE (ENGLISH)

The catalogue will be issued under 2 types of printing. The one shown below is the embossed and UV effect on logo and inside covers where it will target VIPs. The UV effect will be applied on the cover's catalogue to make it rich and elegant.





7.9 Brand Materials

THE CATALOGUE (ENGLISH)

The examples below demonstrate the effectiveness of Thakher Makkah identity elements on collateral materials such as brochure covers. The title lockup has been adjusted to fit with the departmental lockup in this case. Use this arrangement when there is only one tier of information in each division. Designs of internal spreads demonstrate the flexibility of Thakher Makkah grid allowing for a range of visually interesting layouts.





7.9 Brand Materials

THE CATALOGUE (ARABIC)

The examples below demonstrate the effectiveness of Thakher Makkah identity elements on collateral materials such as brochure covers. The title lockup has been adjusted to fit with the departmental lockup in this case. Use this arrangement when there is only one tier of information in each division. Designs of internal spreads demonstrate the flexibility of Thakher Makkah grid allowing for a range of visually interesting layouts.





7.10 Brand Materials

PAPER BAG

The paper bag is an important vector for brand awareness. Indeed, it will be used for several occasions, such as corporate events, seminars and exhibitions where it will contain the collaterals.





7.11 Brand Materials

EVENT BOX

The examples below demonstrate the effectiveness of Thakher Makkah identity elements on collateral materials such as brochure covers. The title lockup has been adjusted to fit with the departmental lockup in this case. Use this arrangement when there is only one tier of information in each division. Designs of internal spreads demonstrate the flexibility of Thakher Makkah grid allowing for a range of visually interesting layouts.

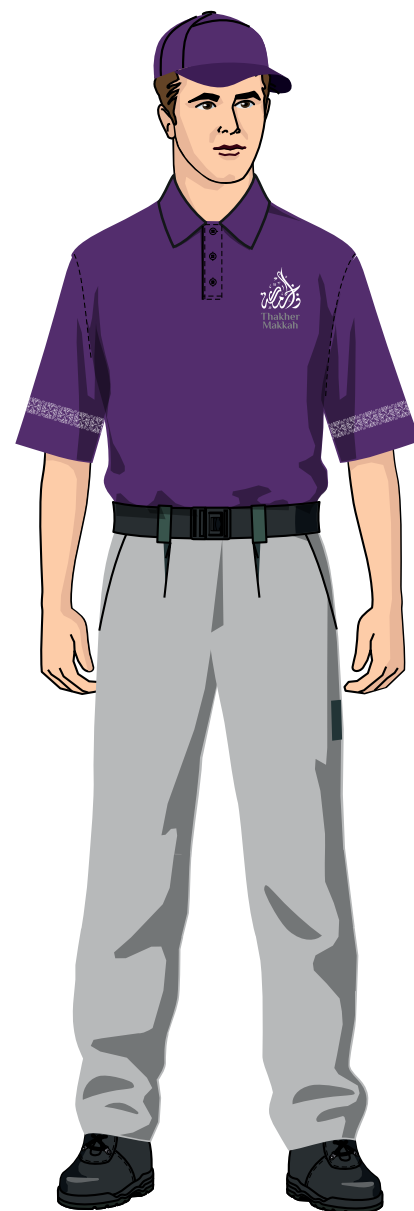




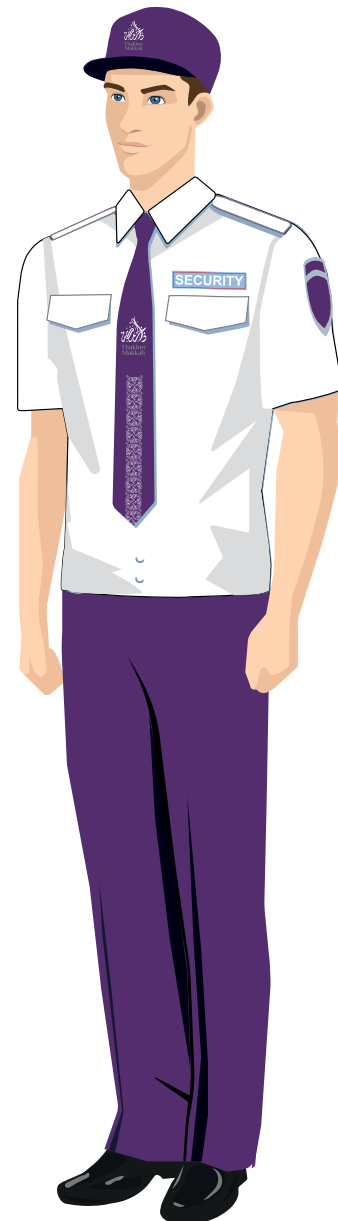
7.12 Brand Materials

UNIFORM

Thakher Makkah Field Staff - such as supervisors, security people, construction workers, etc. - stand out with their Branded Uniform as a corporate identity element.f



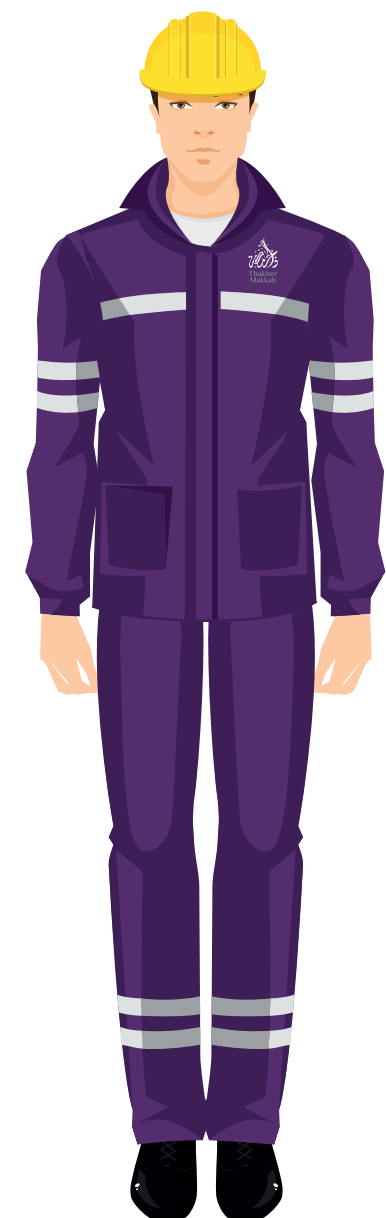
Supervisor



Security



Construction Workers





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