

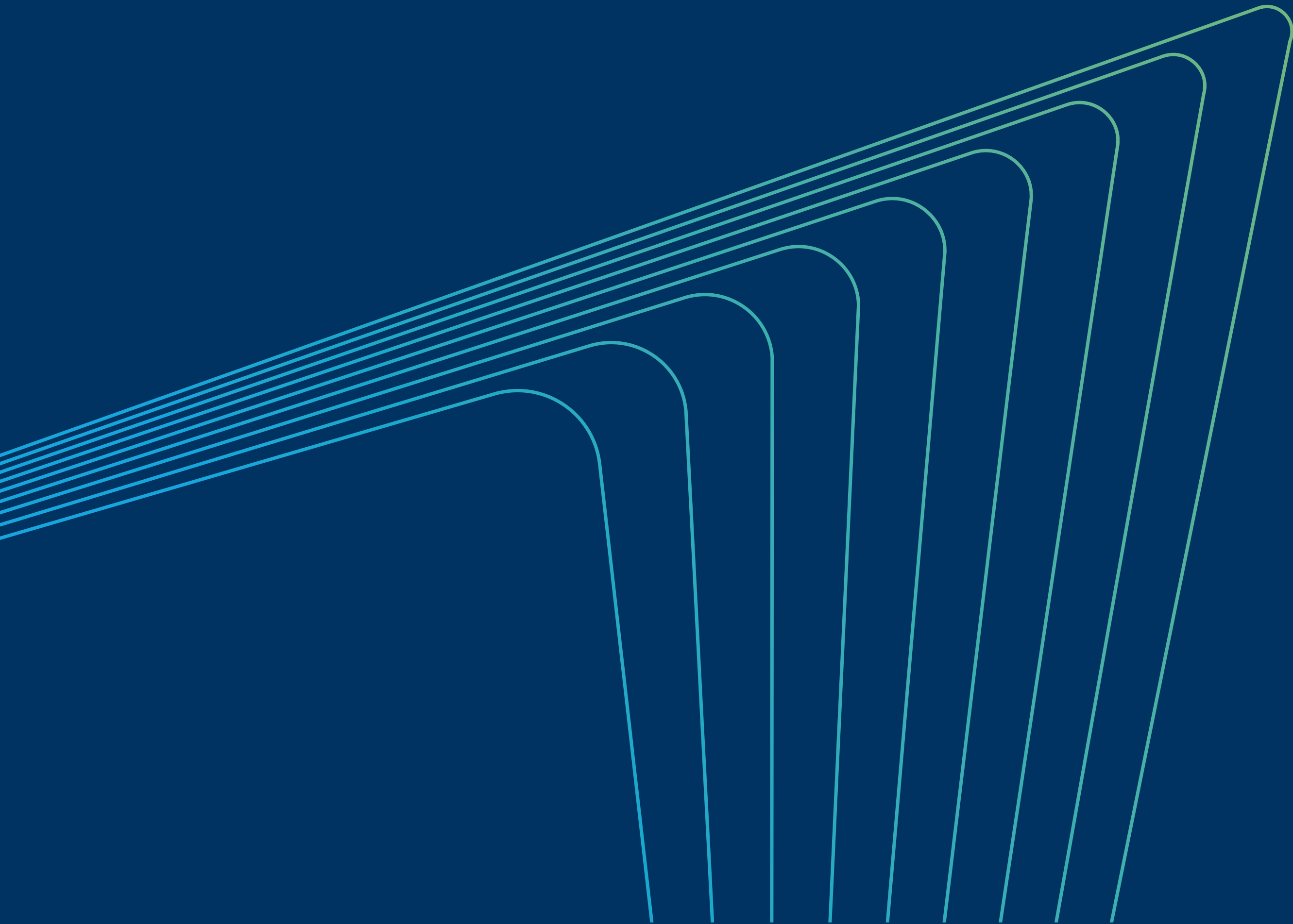


Brand Guidelines

Welcome to the new **ToYou Guidelines**.

These guidelines will take you through the new brand elements and how they work together to build **creative** and **consistent** brand communications across various media.

1.00	Brand Overview	6.00	Grid System	9.00	Literature
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	Clear space & minimum size		Landscape		Leaflet
	Alignment & measurement	7.00	Graphic Device		Notebook
	Common misuses		Variations	10.00	Advertising
	Colour and backgrounds		Usage Examples		Public Relations
3.00	OOH & Digital Positioning		Branding - Sticker		Roll-up
	OOH Positioning		Branding - Sticker - Office Space	11.00	Imagery
	OOH Positioning - OP.02		Branding - Sticker - Office Glass		Photographic Style
	Digital Positioning	8.00	Stationery		Iconography
	Digital Positioning - OP.02		Letterhead	12.00	Presentation
	OOH Positioning - Co-Branding		Business Card		Presentation - Template
	OOH Positioning - Co-Branding - OP.02		Envelopes - DL	13.00	Brand Applications
	Digital Positioning - Co-Branding		Envelopes - C4		External Building Sign - Day
	Digital Positioning - Co-Branding - OP.02		Jacket Folder		External Building Sign - Night
4.00	Colour		Memorandum		Wayfinding Sign
	Overview		Fax		Saudi Events Outfit
	Primary		Mug - OP.01		Events Orgnaizer Outfit
	Secondary		Mug - Thermos		Reps Outfit
5.00	Typography		Paper Cup		Tea Boy Outfit
	Corporate Typefaces		Arabic Coffee Cup		Playing Cards
	Fonts Family		Lanyard		Flower Pot
	Default System Fonts		ID Card		Wrapping Paper & Ribbon
	English Type Article Styling		Pins		Tissue Box
	Arabic Type Article Styling		Pens		Coasters
			Mousepad		Welcome kit box
			Email Signature		
			Card Branding		



Brand Overview

Brand Overview
Visual Overview

There are key brand elements used on a variety of applications that work together to create a clear, distinctive brand identity.

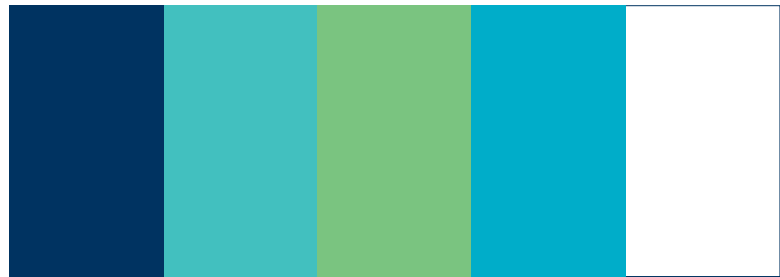
- 1. Brandmark
- 2. Typography
- 3. Colour
- 4. Graphic device
- 5. Photography
- 6. Iconography

Refer to the following sections of these brand guidelines for more information on how to use these brand elements. All these together will be the pillars that create and define the entire brand across any and all executions/communications.

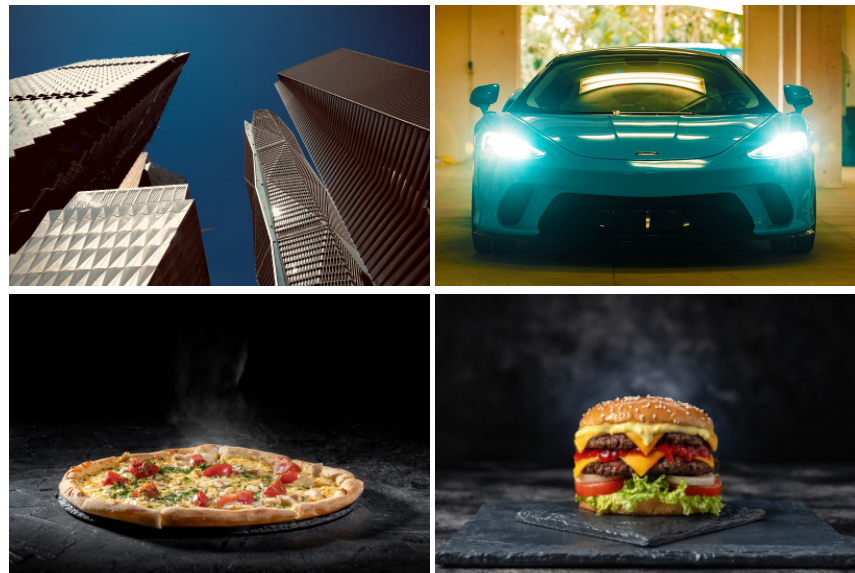
Brandmark



Colour



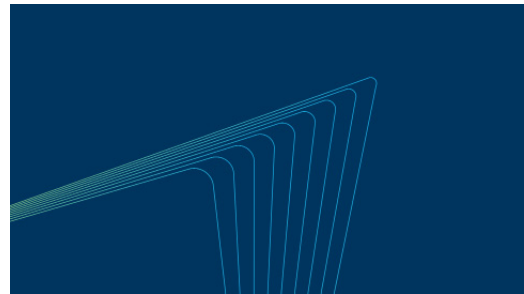
Photography



Typography

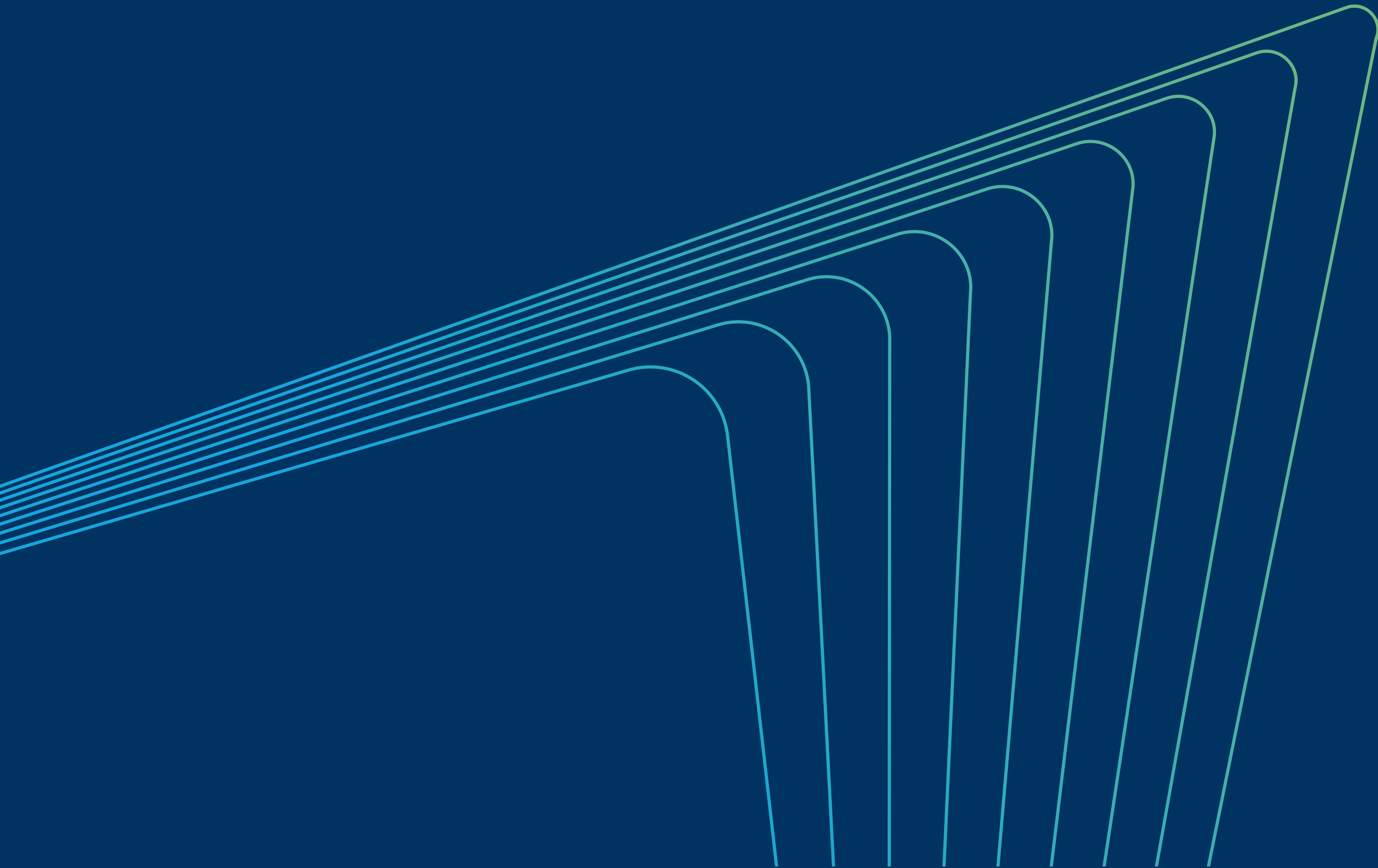


Graphic Device



Iconography





Brandmark

Brandmark

Clear space & minimum size

There are a number of colors with gradient variations for the brandmark, depending on the background colour and usage. Our brandmark is made up of ToYou logotype, aligned to the bottom of our symbol, with English as a descriptor.

Clear space

The minimum clear space around our brandmark is 5/1X, The clear space ensures legibility and prominence. No imagery, graphic elements or typography should cross over into this area.

Always use the master artwork file for ToYou brandmark. It must never be re-drawn.

Minimum size

The minimum size of the brandmark is 20 mm in print, 100 pixels in digital applications. The brandmark is proportionally scalable and there is no limit on the maximum size. This size is a minimum and can be increased to ensure better legibility of other colours.

Clear space



Brandmark minimum size



Brandmark

Clear space & minimum size

There are five colour variations for the brandmark depending on the background colour and usage.

Clear space

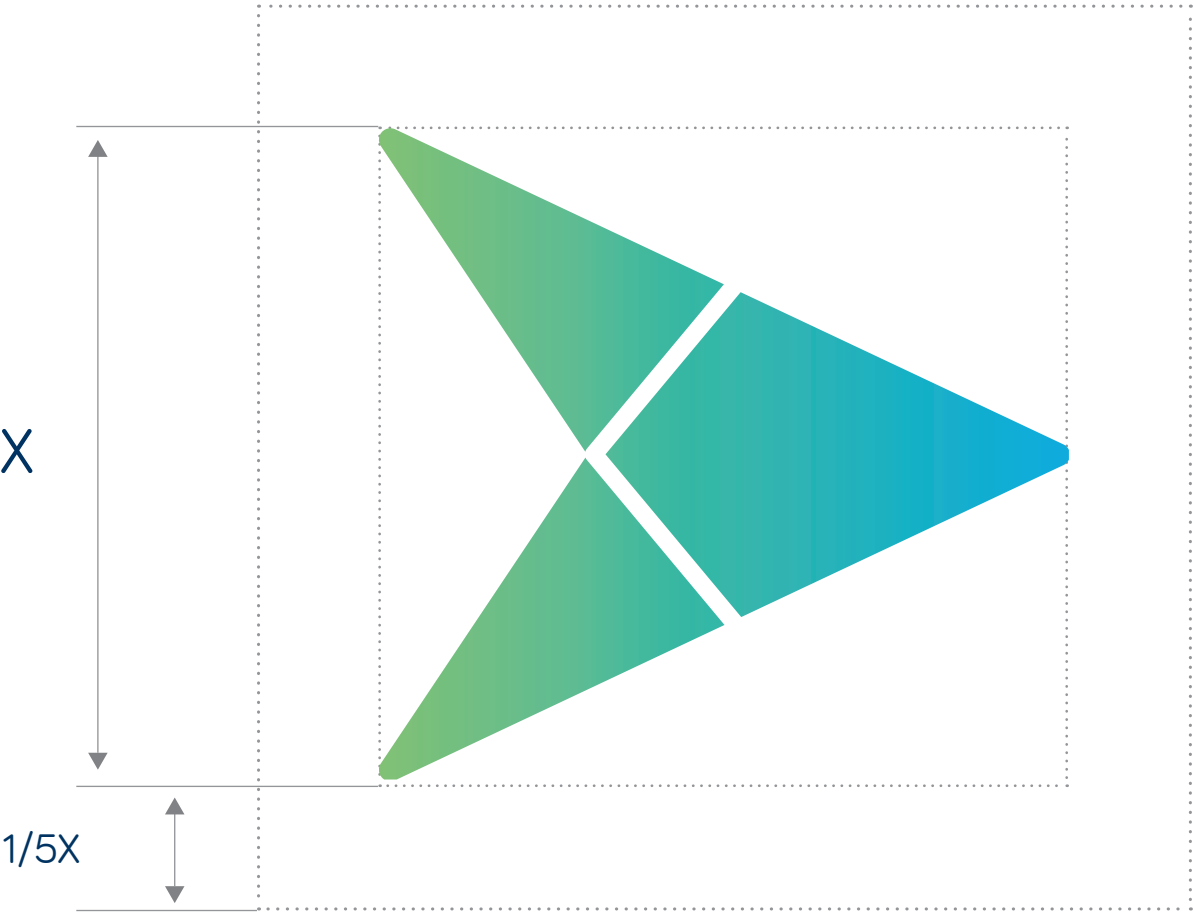
The minimum clear space around our brandmark is 5/1X, The clear space ensures legibility and prominence. No imagery, graphic elements or typography should cross over into this area.

Always use the master artwork file for ToYou brandmark. It must never be re-drawn.

Minimum size

The minimum size of the brandmark is 20 mm in print, 100 pixels in digital applications. The brandmark is proportionally scalable and there is no limit on the maximum size. This size is a minimum and can be increased to ensure better legibility of other colours.

Clear space



Brandmark icon minimum size



Print
5 mm



Digital
20 Pixels

Brandmark
Alignment & measurement

Aligning the brandmark to the figure on the right shows how text fits with the descriptor.

There are four permitted alignment points.
How to measure the brandmark
The brandmark is measured from the extreme left to the extreme right.

The clear space area should always be respected to protect the brandmark.

Alignment



Measurement



To the right we will find several common ways of misusing the logo. These are to be avoided at all costs.



Do not alter the proportions of the brandmark



Do not distort the brandmark



Do not alter the colours of the brandmark elements



Do not outline the brandmark



Do not add effects to the brandmark



Do not add textures or imagery within the symbol



Do not alter the positioning of the brandmark elements



Do not alter the positioning of the illustrations within our symbol



Do not place the brandmark on coloured backgrounds other than the ones specified

Brandmark
Colour and Backgrounds

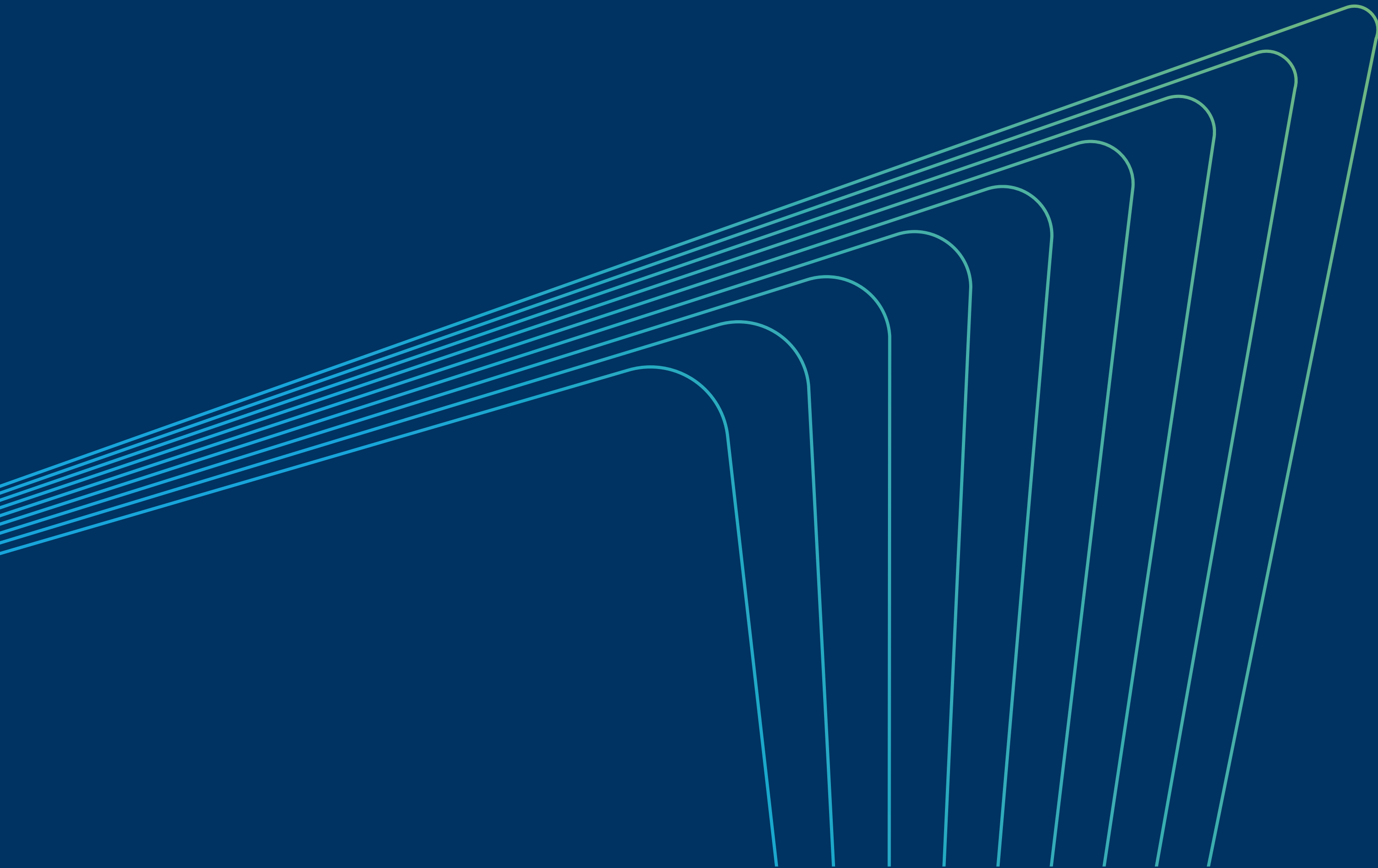
The following are different colour variations the brandmark can appear in depending on the background colour and/or the brandmark's usage.

Other than in these colours, it should not appear in any other way.



For corporate use only





OOH & Digital Positioning

OOH & Digital Positioning
OOH Positioning

ToYou brandmark differs from a medium to another. For instance, the logo on OOH should be centered in tight vertical sizes (exp.1) however it should be postioned on the bottom left for wider vertical sizes (exp.2).

It can also be positioned in the center of tight horizontal sizes (exp.3) however it should be placed on the bottom left for the wider horizontal sizes (exp.4).

1. OOH Positioning
Vertical size.



2. OOH Positioning
Wide vertical size.



3. OOH Positioning
Horizontal size.



4. OOH Positioning
Wide horizontal size.

OOH & Digital Positioning
Digital Positioning

ToYou co-branding differs from a social platform to another. For instance, the logo on Snapchat should be centered (exp.1) however it should be postioned on the top right for Facebook, Instagram, and Twitter (exp.2) same applies to programatic sizes (exp.3).

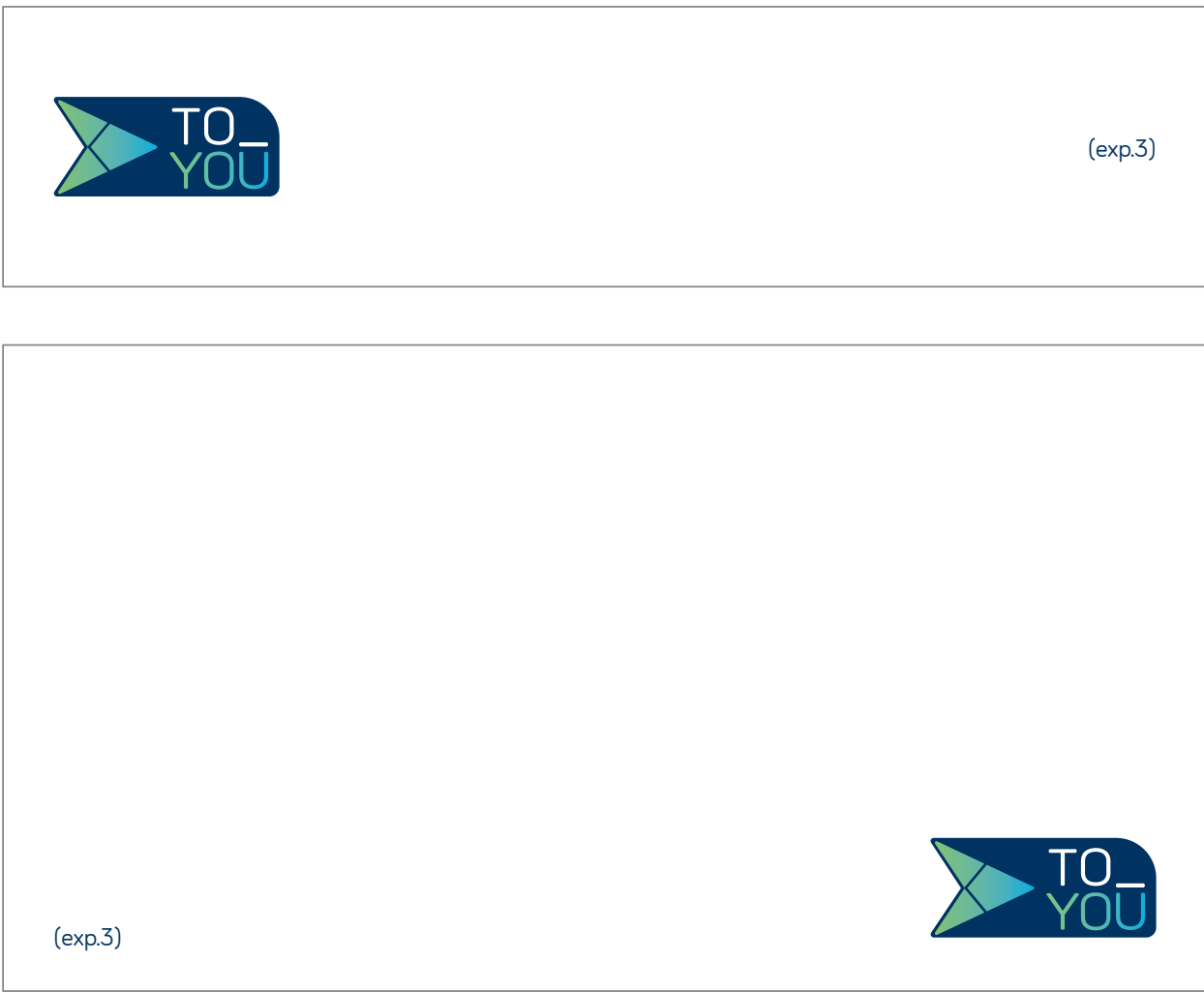
1. Digital Positioning
Social Media.



2. Digital Positioning
Social Media.



2. Digital Positioning
Programmatic.



OOH & Digital Positioning
OOH Positioning - Co-Branding

ToYou co-branding differs from a medium to another. For instance, the co-brand logo on OOH should be centered in the bottom on tight vertical size (exp.1). and should be placed on the bottom right on wider vertical size (exp.2).

It can also be positioned in the center right of tight horizontal sizes (exp.3) however it should be placed on the bottom right for the wider horizontal sizes (exp.4).

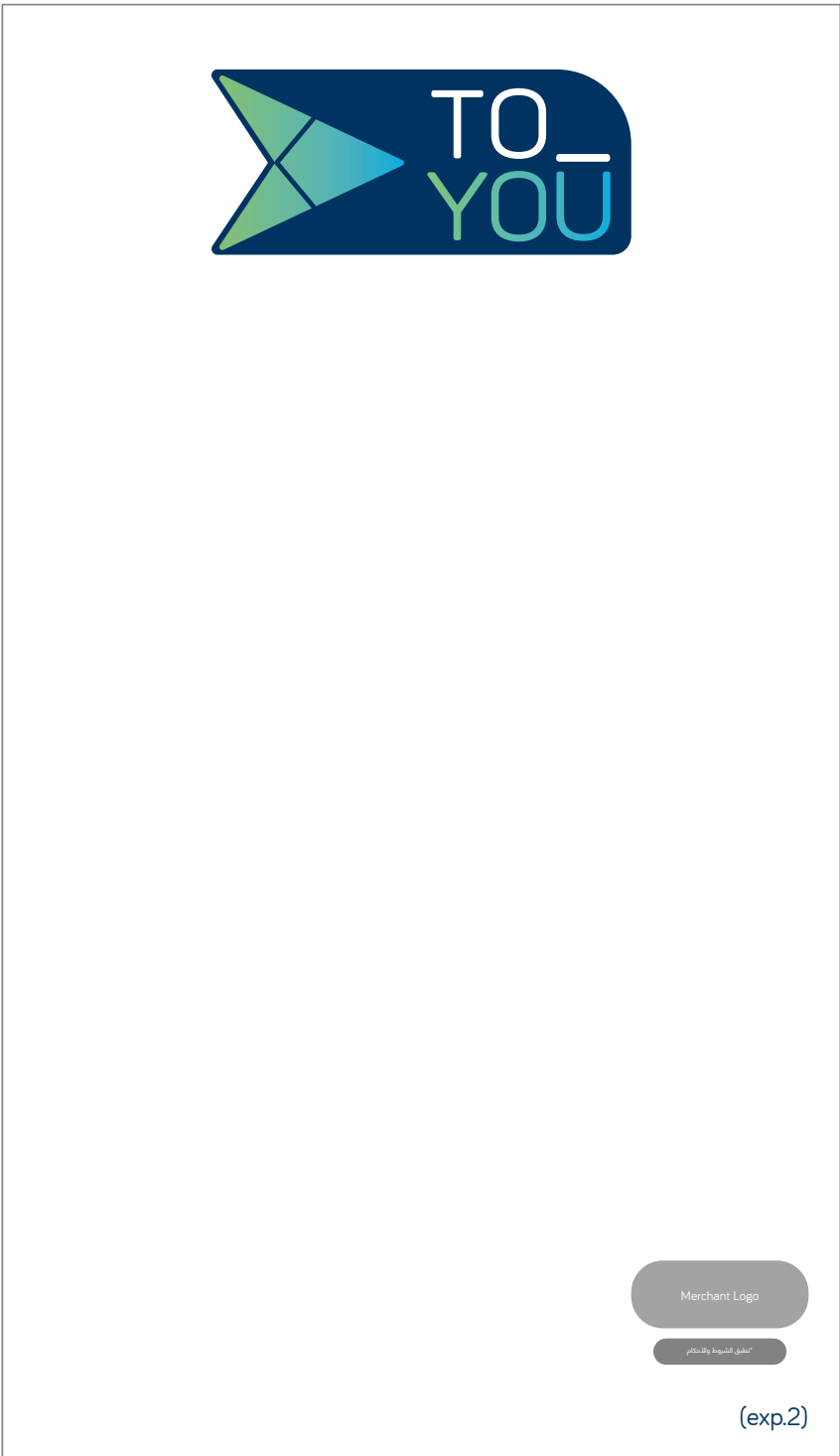
The co-brand logo size should be 50% from ToYou’s logo size.

“Terms & Conditions Apply” should be always under the co-brand logo.

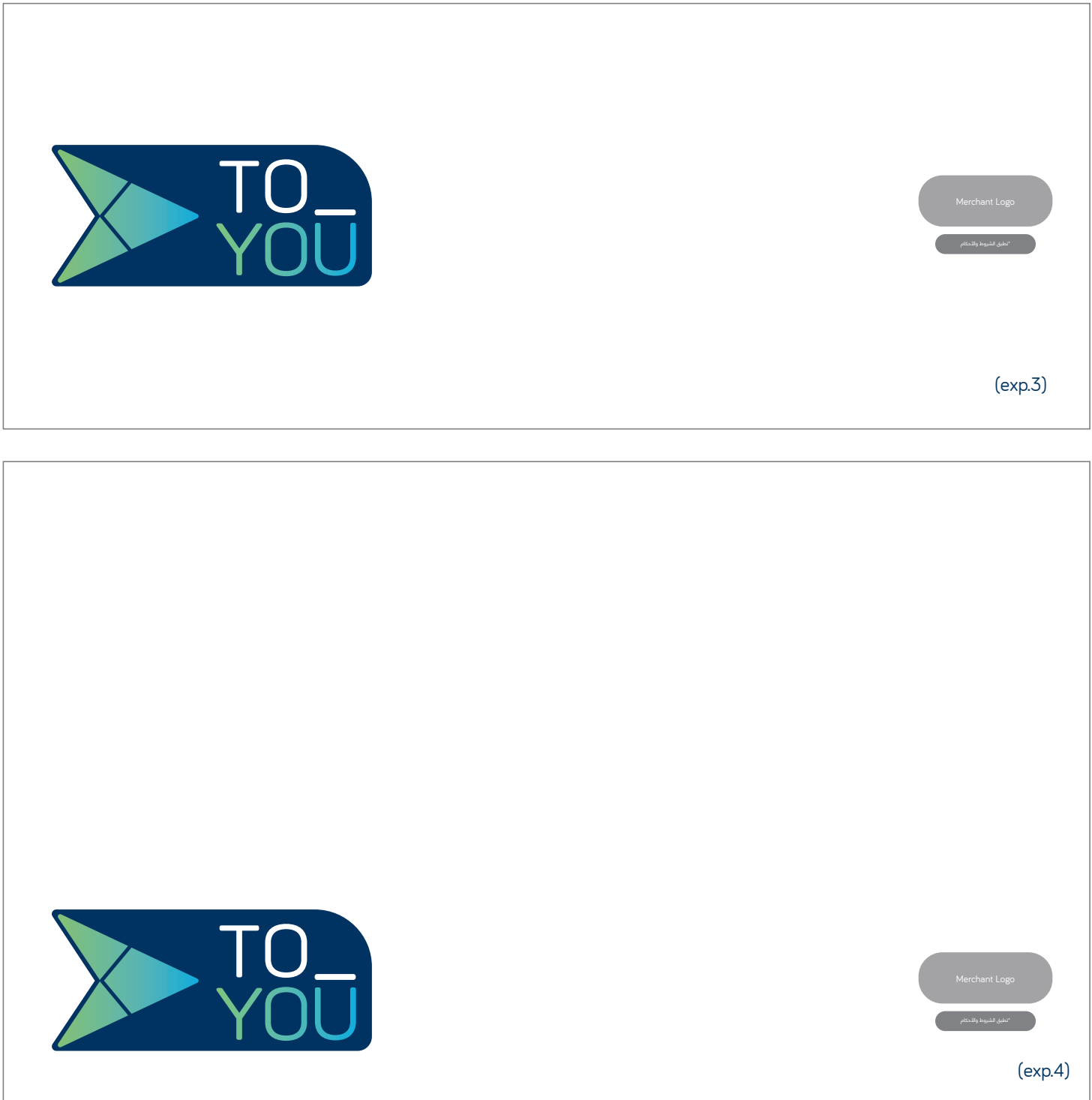
1. OOH Positioning
Vertical size.



2. OOH Positioning
Wide vertical size.



3. OOH Positioning
Horizontal size.



4. OOH Positioning
Wide horizontal size.

OOH & Digital Positioning
Digital Positioning - Co-Branding

ToYou co-branding differs from a social media to another, for instance the co-brand logo on Snapchat should be centered in the bottom (exp.1). however it should be placed on the bottom right on Facebook, Instagram, and Twitter(exp.2).

For programmatic, the co-brand logo can also be positioned in the bottom center for tight vertical sizes (exp.3), however it should be placed to the left center in the tight horizontal sizes (exp.4). For wider horizontal sizes, the co-brand logo should be placed on the bottom right (exp.5)

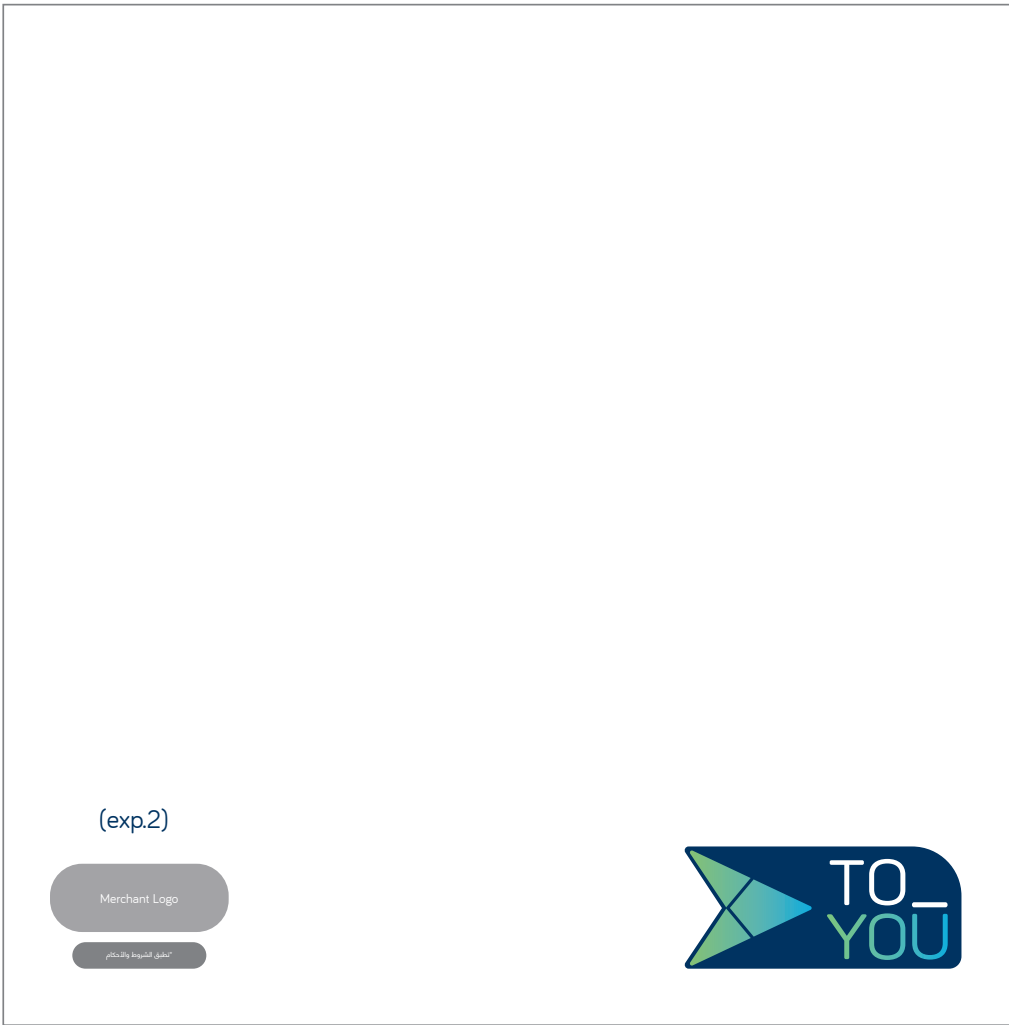
The co-brand logo size should be 50% from ToYou's logo size.

“Terms & Conditions Apply” should be always under the co-brand logo.

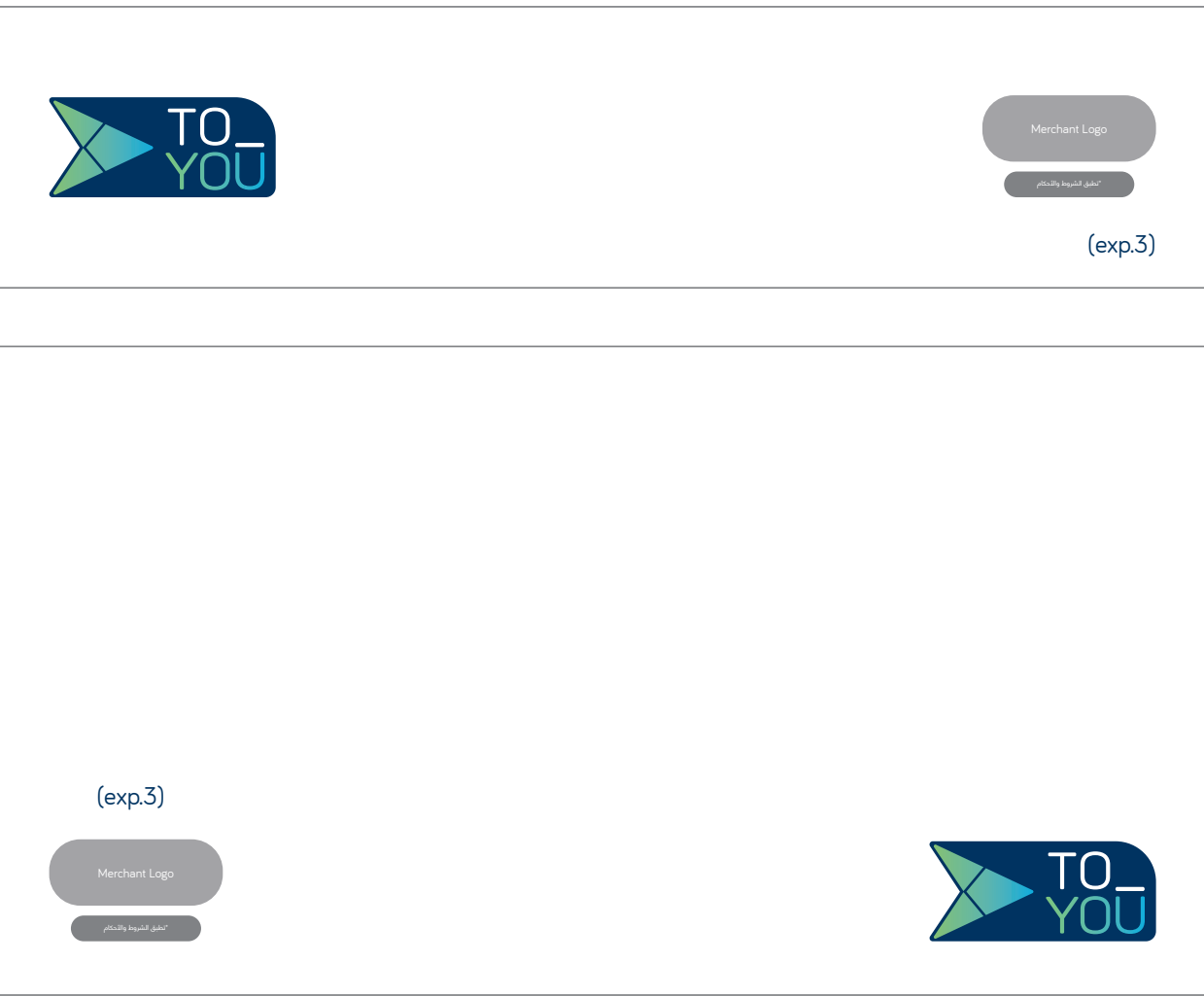
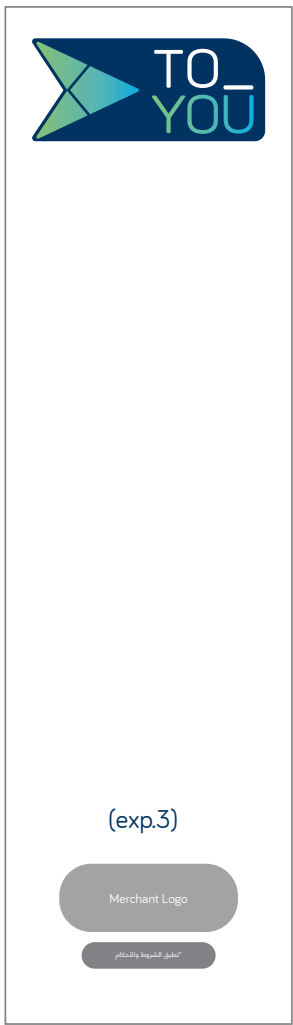
1. Digital Positioning
Social Media.

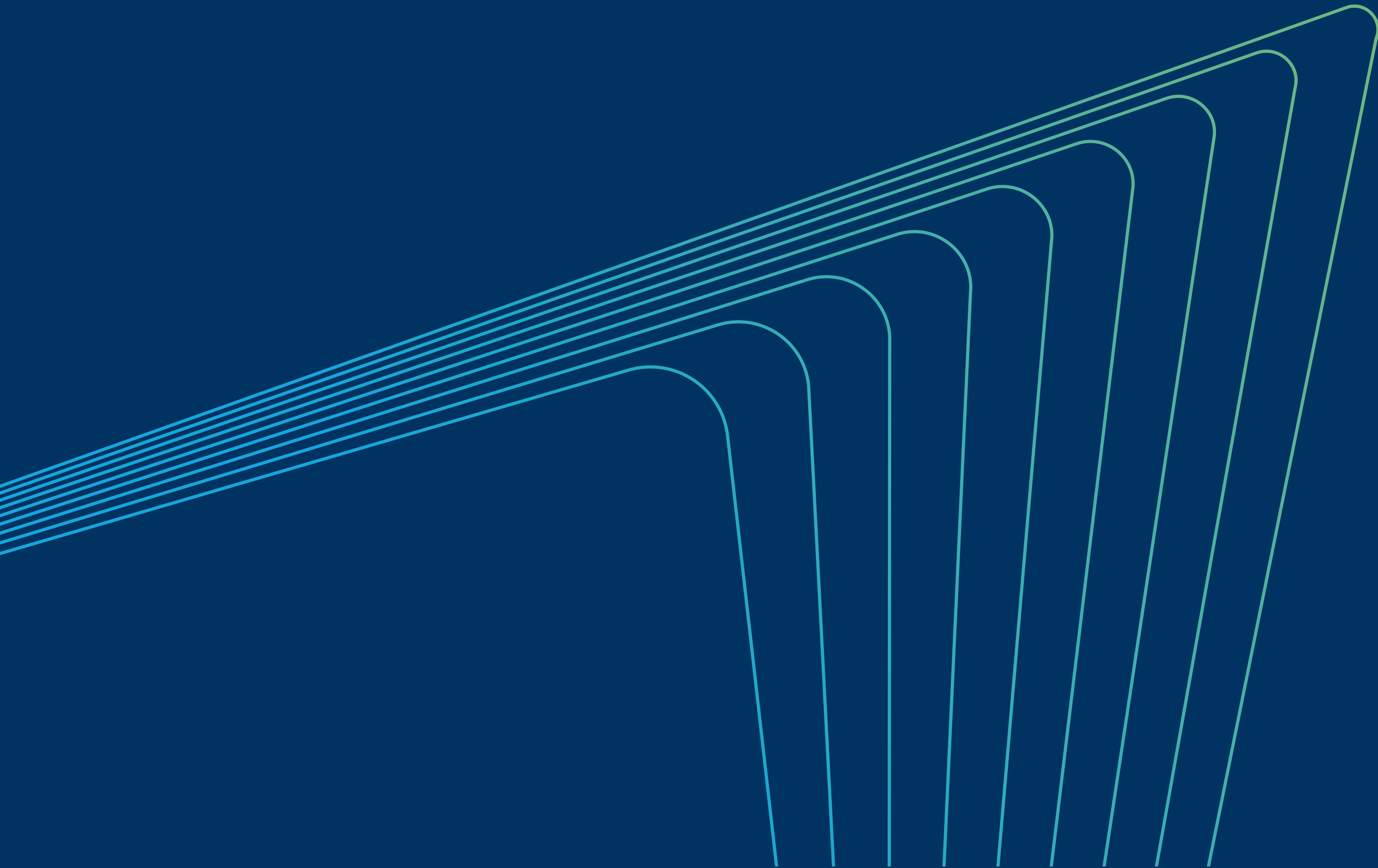


2. Digital Positioning
Social Media.



2. Digital Positioning
Programmatic.





Colour

Colour

Overview

Our colour palette is used to colour backgrounds, type, and the graphic device. It consists of our primary and secondary colours, as well as a colour to be used only for text heavy communications.

The following pages will introduce you to a palette of four primary colors and another of three secondary ones."

Our colours are
Friendly, Sustainable.

The primary colour palette consists of Space Blue, Tiffany, Green Light and Ocean Blue.

Our primary colours are the main defining brand colours used for colouring the brandmark, typography, backgrounds, icons and illustrations, and for all corporate communications.

Space Blue	RGB HEX CMYK	22 ,53 ,93 16355d 100,84,37,28
Tiffany	RGB HEX CMYK	69 ,193 ,192 45C1C0 65 ,0 ,29 ,0
Green Light	RGB HEX CMYK	122 ,196 ,128 7ac480 54 ,0 ,66 ,0
Ocean Blue	RGB HEX CMYK	0 ,171 ,200 00abc8 75 ,11 ,17 ,0

Colour

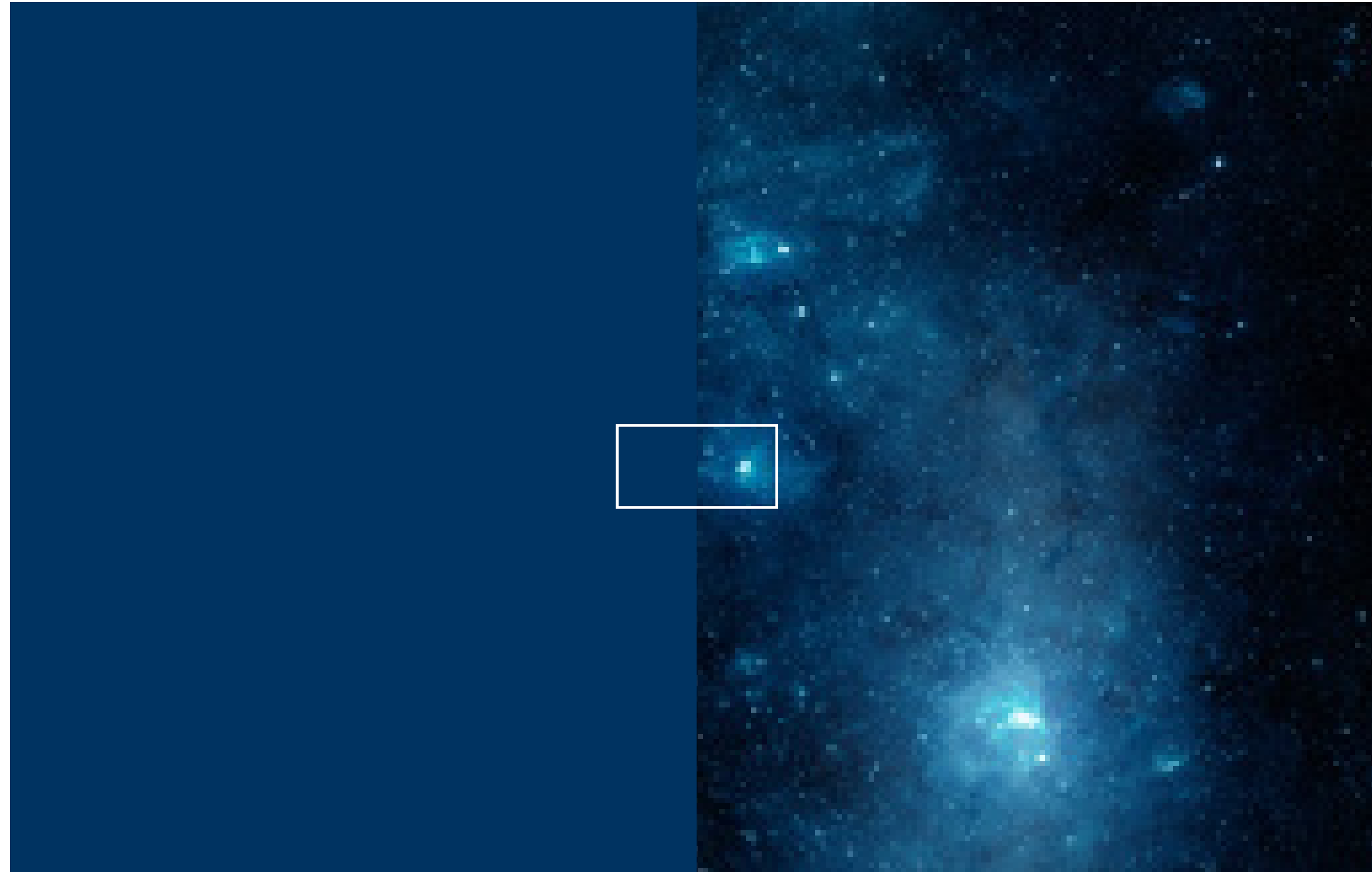
Primary

Space Blue

The colour selected here acts as a complementary colour to the blue space - blue presented on the previous page.

Blue is often described as secure and orderly.

Blue is often seen as a sign of stability and reliability.

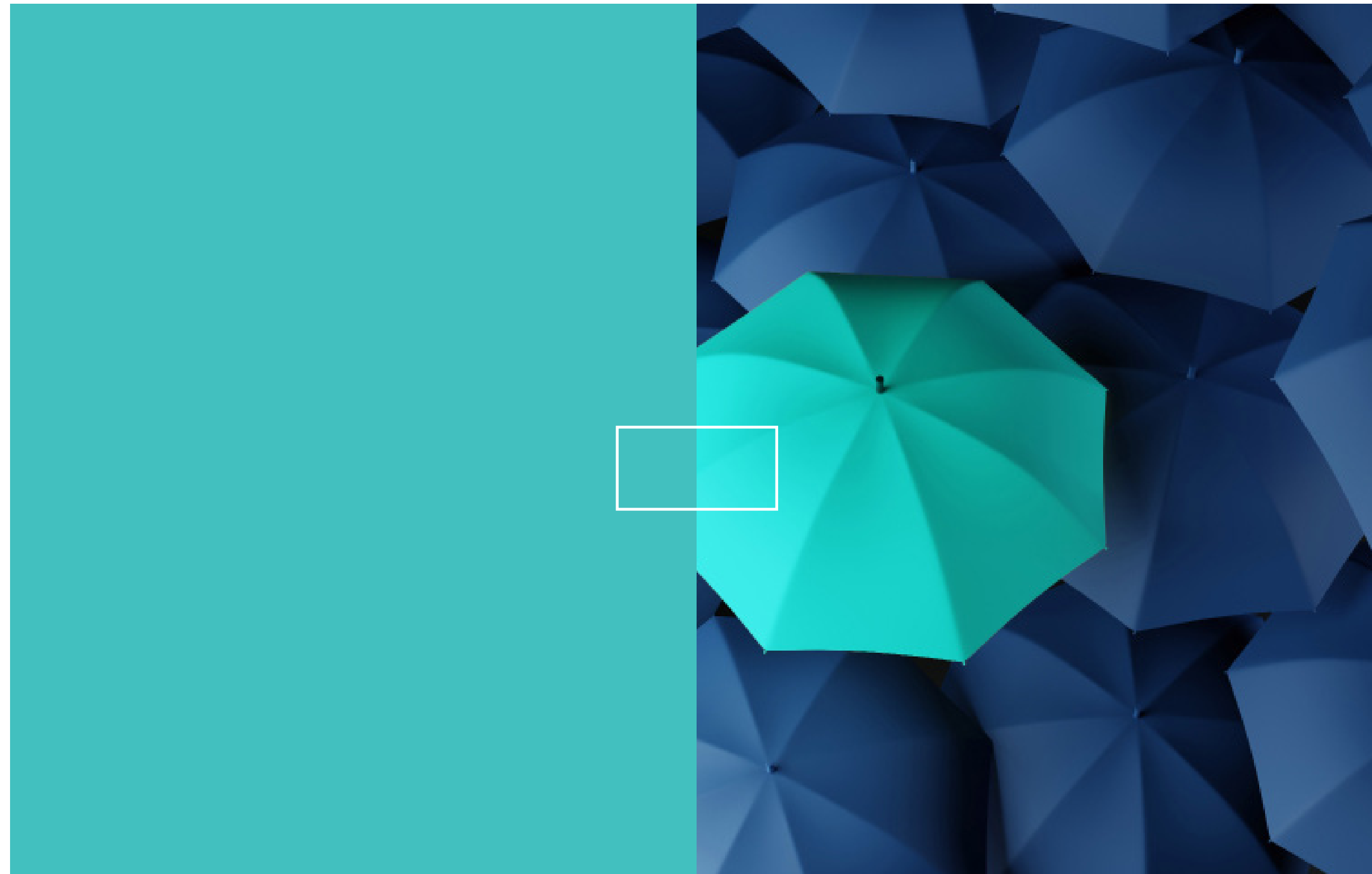


Colour

Primary

Tiffany

Tiffany is the colour of is the color of individuality and practicality representing the wide range of choices we have covering individual's taste in a very practical app.

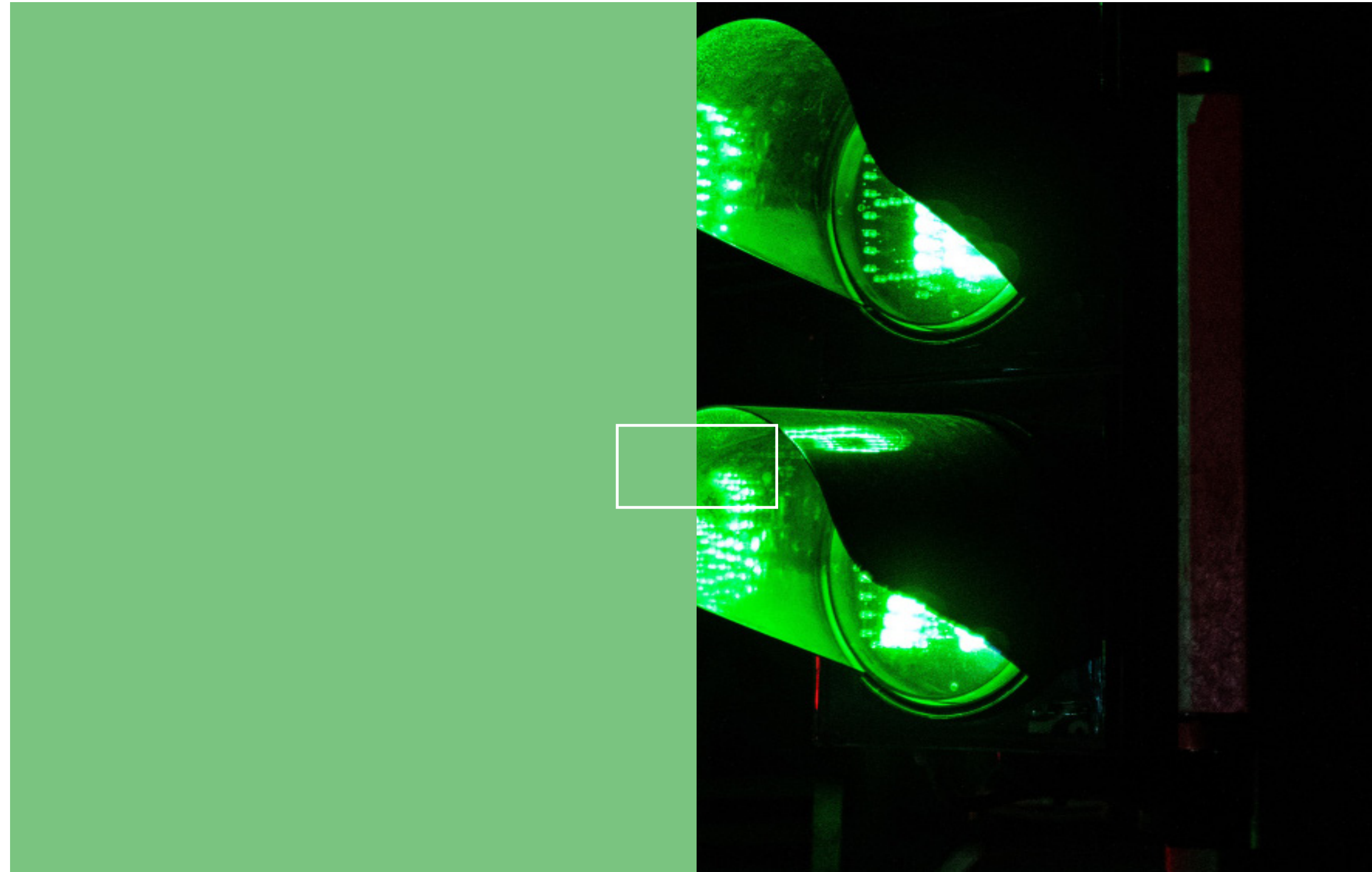


Colour

Primary

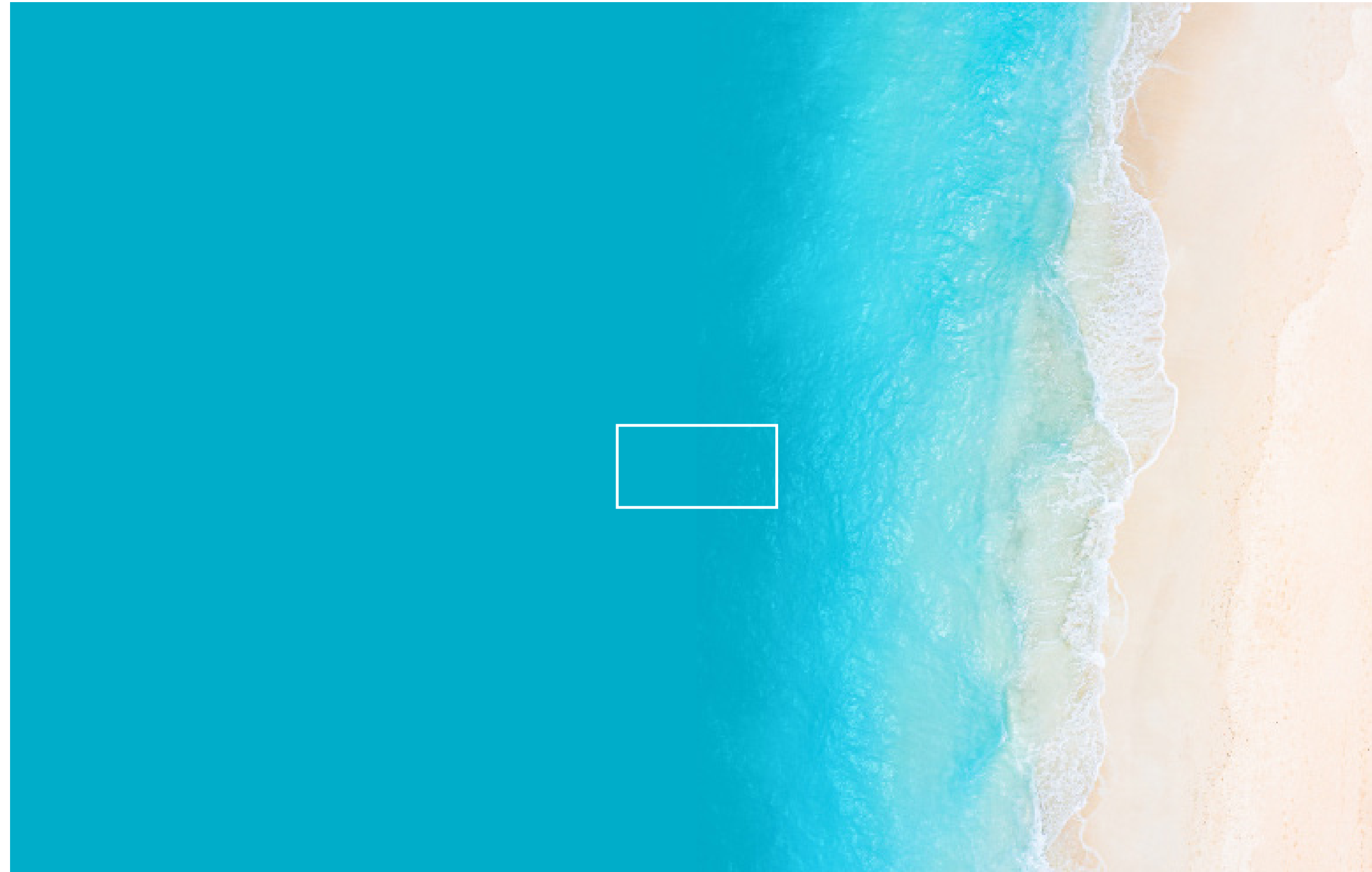
Green Light

This selected colour represents growth and renewal, associated to the brand promise to provide creative and new delivery solutions with an association to: (getting the green light) taking immediate action with any order we receive.



Ocean Blue

This selected colour is a representation of our target audience. It is an inspiring colour that evokes images of crystal waters and is usually associated with liveliness, youth, and energy.



The secondary colour palette is rich and diverse.

Our secondary colours are used for colouring typography, backgrounds and the graphic device.

For text heavy communications, the 70% black is used for body copy to improve legibility in text heavy communications.

Refer to the Brandmark, Typography and Icons and Illustrations sections for more information on colour usage
Refer to the Applications section to see usage examples.

Red Velvet

Pantone	206 C
RGB	196 ,20 ,60
HEX	C4143C
CMYK	10 ,100 ,82 ,2

70% Black

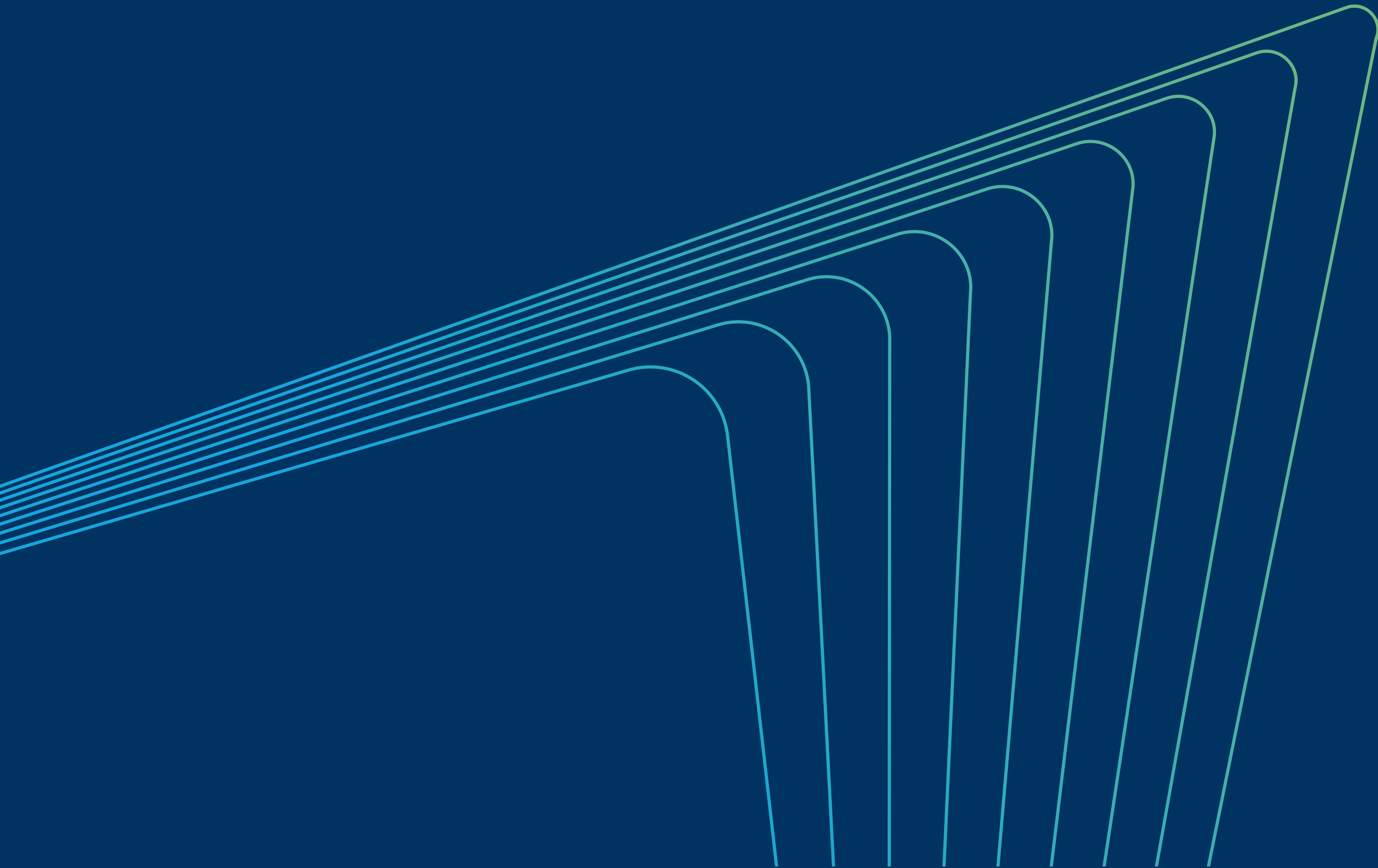
ToYou Gradient

Green Light

Pantone	7506 C
RGB	242 ,218 ,178
HEX	F2DAB2
CMYK	5 ,13 ,32 ,0

Ocean Blue

Pantone	3125 C
RGB	0 ,171 ,200
HEX	00ABCB
CMYK	95 ,2 ,22 ,0



Typography

Typography

Corporate Typefaces

Bariol is our English typeface.

Helvetica Neue LT Arabic is our Arabic typeface.

Bariol is an English contemporary semislab serif typeface, with large counters and a generous x-height, making it substantial and accessible, ensuring that it is legible in small sizes and formats.

The fluidity of Helvetica Neue LT Arabic accommodating curves positions it as the ideal choice for avid consumers of the Arabic language.

Bariol and Helvetica Neue LT Arabic are used for both headlines and body copy depending on the language of the communication piece.

We use three weights of Bariol: Regular, Semi Bold, and Black.

We use three weights of Helvetica Neue LT Arabic: Roman and Bold.

Bariol and Helvetica Neue LT Arabic are also both available as web fonts to be used in digital media.

من القلب
From The Heart

Helvetica Neue LT Arabic

Bariol

Typography
Fonts Family

We use three weights of the **Bariol** font:
Light, Regular and Bold.

We use three weights of the **Helvetica Neue LT Arabic** font;
Regular, Semi Bold and Black.

Bariol
Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,:@£\$#%&*()!?

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 ل ا ي
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩
Helvetica Neue
LT Arabic
Roman

Bariol
Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,:@£\$#%&*()!?

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 ل ا ي
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩
Helvetica Neue
LT Arabic
Bold

Bariol
Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,:@£\$#%&*()!?

Typography

Default System Fonts

When Bariol and Helvetica Neue LT Arabic cannot be used within the office environment software such as Microsoft® PowerPoint® Microsoft® Word® and any electronic communications, such as email, use the typeface Rubik & IBM (Google Fonts) for English and Arabic in place of the corporate typefaces. Both can be downloaded for free from Google Fonts.

Rubik
Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,:@£\$#%&*()!?

IBM Plex Arabic
Text

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 ل ا ي
٠١٢٣٤٥٦٧٨٩

Rubik
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,:@£\$#%&*()!?

IBM Plex Arabic
Mediun

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 ل ا ي
٠١٢٣٤٥٦٧٨٩

Rubik
Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,:@£\$#%&*()!?

IBM Plex Arabic
Semi 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 ل ا ي
٠١٢٣٤٥٦٧٨٩

All our brand applications should follow the same typographic styling principles.

Type sizes and leading may vary according to the application and space available.

All English copy must be ranged left.

Weight specifications:

Headlines and introductory copy: Bariol (Bold)

Section numbers: Bariol (Regular)

Subheadline 1: Bariol (Regular)

Subheadline 2: Bariol (Regular)

Body copy and bullet points: Bariol (Regular)

Captions: Bariol (Regular)

Call to action and emphasis: Bariol (Regular)

Footnotes and folios: Bariol (Regular)

Headline
Bariol Bold

Subheadline 1
Bariol Regular

Body Copy
Bariol Regular

Caption & Notes
Bariol Regular

Folio & Footnotes
Bariol Regular

From The Heart

Vestibulum eleifend ipsum metus,
vitae laoreet enim pretium ut.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus vel ex ac nibh laoreet luctus. Nam diam risus, volutpat sit amet rhoncus ut, cursus eget ante. Nulla turpis ex, tristique nec eros eget, ornare blandit nulla. Proin nec tempor arcu. Etiam eleifend a diam vitae fermentum. Maecenas vestibulum a arcu ut condimentum. Aliquam neque magna, condimentum nec dui eu, feugiat porttitor ex. Suspendisse at tempor magna. Duis et porttitor justo. Donec tristique, massa non auctor laoreet, eros sem faucibus erat, vel efficitur ipsum est non magna. Vivamus scelerisque nunc est, venenatis tincidunt dolor laoreet sit amet. Integer congue scelerisque tempor.

Nullam nec facilisis dolor, et laoreet libero. Cras volutpat, turpis non sagittis bibendum, libero tortor tempus tellus, et blandit ex justo ac risus. Praesent purus orci, varius sit amet congue at, pellentesque sit amet est. Suspendisse nec arcu placerat, mollis urna.

Fusce pellentesque sit amet nulla non elementum. Morbi facilisis hendrerit ipsum sed convallis. Phasellus euismod quis magna at cursus. Aenean ante ligula, elementum vitae velit vel, vestibulum lacinia dolor.

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Press Release/ Article.

vel, auctor nibh. Pellentesque molestie lorem w vitae accumsan porttitor. Nulla augue ex, pellentesque a feugiat a, iaculis eu lacus. Pellentesque nibh dui, faucibus sit amet tellus quis, blandit volutpat magna. Aenean dapibus quis dui at finibus.

Suspendisse dignissim Mauris pellentesque tincidunt. Mauris ac metus volutpat, lobortis neque eu, vehicula ante. Sed interdum, urna non condimentum eleifend, est orci euismod ligula, vitae tempus nulla leo sit amet arcu.

- Vestibulum lobortis efficitur nisi et gravida.
- Vestibulum at erat ullamcorper, gravida mauris vel, imperdiet felis.
- Fusce accumsan aliquet pharetra. Vestibulum eleifend ipsum metus, vitae laoreet enim pretium ut.

Subheadline 2
Bariol Regular

Subheadline 2
Bariol Regular

All our brand applications should follow the same typographic styling principles.

Type sizes and leading may vary according to the application and space available.

All English copy must be ranged left.

Weight specifications:

Headlines and introductory copy: Bariol (Bold)

Section numbers: Bariol (Regular)

Subheadline 1: Bariol (Regular)

Subheadline 2: Bariol (Regular)

Body copy and bullet points: Bariol (Regular)

Captions: Bariol (Regular)

Call to action and emphasis: Bariol (Regular)

Footnotes and folios: Bariol (Regular)

Headline
Bariol Bold

Subheadline 1
Bariol Regular

Body Copy
Bariol Regular

Caption & Notes
Bariol Regular

Folio & Footnotes
Bariol Regular

For All What Matters

Vestibulum eleifend ipsum metus,
vitae laoreet enim pretium ut.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus vel ex ac nibh laoreet luctus. Nam diam risus, volutpat sit amet rhoncus ut, cursus eget ante. Nulla turpis ex, tristique nec eros eget, ornare blandit nulla. Proin nec tempor arcu. Etiam eleifend a diam vitae fermentum. Maecenas vestibulum a arcu ut condimentum. Aliquam neque magna, condimentum nec dui eu, feugiat porttitor ex. Suspendisse at tempor magna. Duis et porttitor justo. Donec tristique, massa non auctor laoreet, eros sem faucibus erat, vel efficitur ipsum est non magna. Vivamus scelerisque nunc est, venenatis tincidunt dolor laoreet sit amet. Integer congue scelerisque tempor.

Nullam nec facilisis dolor, et laoreet libero. Cras volutpat, turpis non sagittis bibendum, libero tortor tempus tellus, et blandit ex justo ac risus. Praesent purus orci, varius sit amet congue at, pellentesque sit amet est. Suspendisse nec arcu placerat, mollis urna.

Fusce pellentesque sit amet nulla non elementum. Morbi facilisis hendrerit ipsum sed convallis. Phasellus euismod quis magna at cursus. Aenean ante ligula, elementum vitae velit vel, vestibulum lacinia dolor.

27

Press Release/ Article.

vel, auctor nibh. Pellentesque molestie lorem w vitae accumsan porttitor. Nulla augue ex, pellentesque a feugiat a, iaculis eu lacus. Pellentesque nibh dui, faucibus sit amet tellus quis, blandit volutpat magna. Aenean dapibus quis dui at finibus.

Suspendisse dignissim Mauris pellentesque tincidunt. Mauris ac metus volutpat, lobortis neque eu, vehicula ante. Sed interdum, urna non condimentum eleifend, est orci euismod ligula, vitae tempus nulla leo sit amet arcu.

- Vestibulum lobortis efficitur nisi et gravida.
- Vestibulum at erat ullamcorper, gravida mauris vel, imperdiet felis.
- Fusce accumsan aliquet pharetra. Vestibulum eleifend ipsum metus, vitae laoreet enim pretium ut.

Subheadline 2
Bariol Regular

Subheadline 2
Bariol Regular

Typography

Arabic Type Article Styling / Retail

All our brand applications should follow the same typographic styling principles.

Type sizes and leading may vary according to the application and space available.

All Arabic copy must be ranged right.

Weight specifications:

Headlines and introductory copy: Helvetica Neue LT Arabic Roman

Section numbers: Helvetica Helvetica Neue LT Arabic Roman

Subheadline 1: Helvetica Neue LT Arabic Roman

Subheadline 2: Helvetica Neue LT Arabic Roman

Body copy and bullet points: Helvetica Neue LT Arabic Roman

Captions: Helvetica Neue LT Arabic Roman

Call to action and emphasis: Helvetica Neue LT Arabic Roman

Footnotes and folios: Helvetica Neue LT Arabic Roman

Headline
Bariol Bold

Subheadline 1
Bariol Regular

Body Copy
Bariol Regular

Subheadline 2
Bariol Regular

Subheadline 2
Bariol Regular

Caption & Notes
Bariol Regular

Folio & Footnotes
Bariol Regular

من القلب

العنوان الثانوي يكتب هنا على خطين أو ثلاث خطوط

كنت عائلة جبران في بوسطن. بالخطأ تم تسجيل اسمه في خليل جبران. هناك، بدأت أمه العمل خياط متجولة، كما فتح أخوه بطرس متجرًا صغيرًا، أما جبران فبدأ بالذهاب للمدرسة في ٣٠ سبتمبر. وضعه مسؤولو المدرسة في فصل خاص للمهاجرين لتعلم الإنجليزية. التحق جبران أيضاً في مدرسة فنون قريبة من منزلهم. ونقت مواهبه الفنية وشجعتها (فلورنس بيرس) معلمة الرسم في المدرسة، وكان من أعضاء هذه المدرسة التنسة (دغيسي بيل) التي كتبت إلى صديقها المثقف الغني فريد هولاند داي

المعنوان الثانوي يكتب هنا

هو الذي شجع جبران ودعمه لما رأى محاولته الإبداعية، كان يعيره الكتب التي أثرت في توجيهه الفكري والروحي والفني وقد استخدم فريد بعض رسومات جبران للغلفة الكتب التي نشرتها دار (كويلا اند داي). كنت عائلة جبران في بوسطن

- تم تسجيل اسمه في المدرسة خليل جبران
- أمه العمل خياطة متجولة، كما فتح أخوه بطر متجرا
- صغيرا، أما جبران فبدأ بالذهاب للمدرسة في ٣٠ سبتمبر
- مسؤولو المدرسة في فصل خاص للمهاجرين لتعلم

كنت عائلة جبران في بوسطن. بالخطأ تم تسجيل اسمه في المدرسة خليل جبران. هناك، بدأت أمه العمل خياطة متجولة، كما فتح أخوه بطرس متجرًا صغيرًا، أما جبران فبدأ بالذهاب للمدرسة في ٣٠ سبتمبر. وضعه مسؤولو المدرسة في فصل

بدأت أمه العمل خياطة متجولة، كما فتح أخوه بطرس متجرًا صغيرًا، أما جبران فبدأ بالذهاب للمدرسة في ٣٠ سبتمبر. وضعه مسؤولو المدرسة في فصل خاص للمهاجرين لتعلم الإنجليزية. التحق جبران أيضاً في مدرسة فنون قريبة من منزلهم. ونقت مواهبه الفنية

27

خبر صحفي/ مقال

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2022

Typography

Arabic Type Article Styling / Corporate

All our brand applications should follow the same typographic styling principles.

Type sizes and leading may vary according to the application and space available.

All Arabic copy must be ranged right.

Weight specifications:

Headlines and introductory copy: Helvetica Neue LT

Arabic Roman

Section numbers: Helvetica Helvetica Neue LT Arabic

Roman

Subheadline 1: Helvetica Neue LT Arabic Roman

Subheadline 2: Helvetica Neue LT Arabic Roman

Body copy and bullet points: Helvetica Neue LT Arabic

Roman

Captions: Helvetica Neue LT Arabic Roman

Call to action and emphasis: Helvetica Neue LT Arabic

Roman

Footnotes and folios: Helvetica Neue LT Arabic Roman

Headline
Bariol Bold

Subheadline 1
Bariol Regular

Body Copy
Bariol Regular

Caption & Notes
Bariol Regular

Folio & Footnotes
Bariol Regular

كل
اللي يهمك

العنوان الثانوي يكتب هنا على خطين
أو ثلاث خطوط

كنت عائلة جبران في بوسطن. بالخطأ تم تسجيل اسمه في خليل جبران. هناك، بدأت أمه العمل خياط متجولة، كما فتح أخوه بطرس متجرًا صغيرًا، أما جبران فبدأ بالذهاب للمدرسة في ٣٠ سبتمبر. وضعه مسؤولو المدرسة في فصل خاص للمهاجرين لتعلم الإنجليزية. التحق جبران أيضاً في مدرسة فنون قريبة من منزلهم. ونقت مواهبه الفنية وشجعتها (فلورنس بيرس) معلمة الرسم في المدرسة، وكان من أعضاء هذه المدرسة التنسة (دغيسي بيل) التي كتبت إلى صديقها المثقف الغني فريد هولاند داي

المنوان الثانوي يكتب هنا

هو الذي شجع جبران ودعمه لما رأى محاولته الإبداعية، كان يعيره الكتب التي أثرت في توجيهه الفكري والروحي والفني وقد استخدم فريد بعض رسومات جبران للغلفة الكتب التي نشرتها دار (كويلا اند داي). كنت عائلة جبران في بوسطن

- تم تسجيل اسمه في المدرسة خليل جبران
- أمه العمل خياطة متجولة، كما فتح أخوه بطر متجرا
- صغيراً، أما جبران فبدأ بالذهاب للمدرسة في ٣٠ سبتمبر
- مسؤولو المدرسة في فصل خاص للمهاجرين لتعلم

كنت عائلة جبران في بوسطن. بالخطأ تم تسجيل اسمه في المدرسة خليل جبران. هناك، بدأت أمه العمل خياطة متجولة، كما فتح أخوه بطرس متجرًا صغيرًا، أما جبران فبدأ بالذهاب للمدرسة في ٣٠ سبتمبر. وضعه مسؤولو المدرسة في فصل

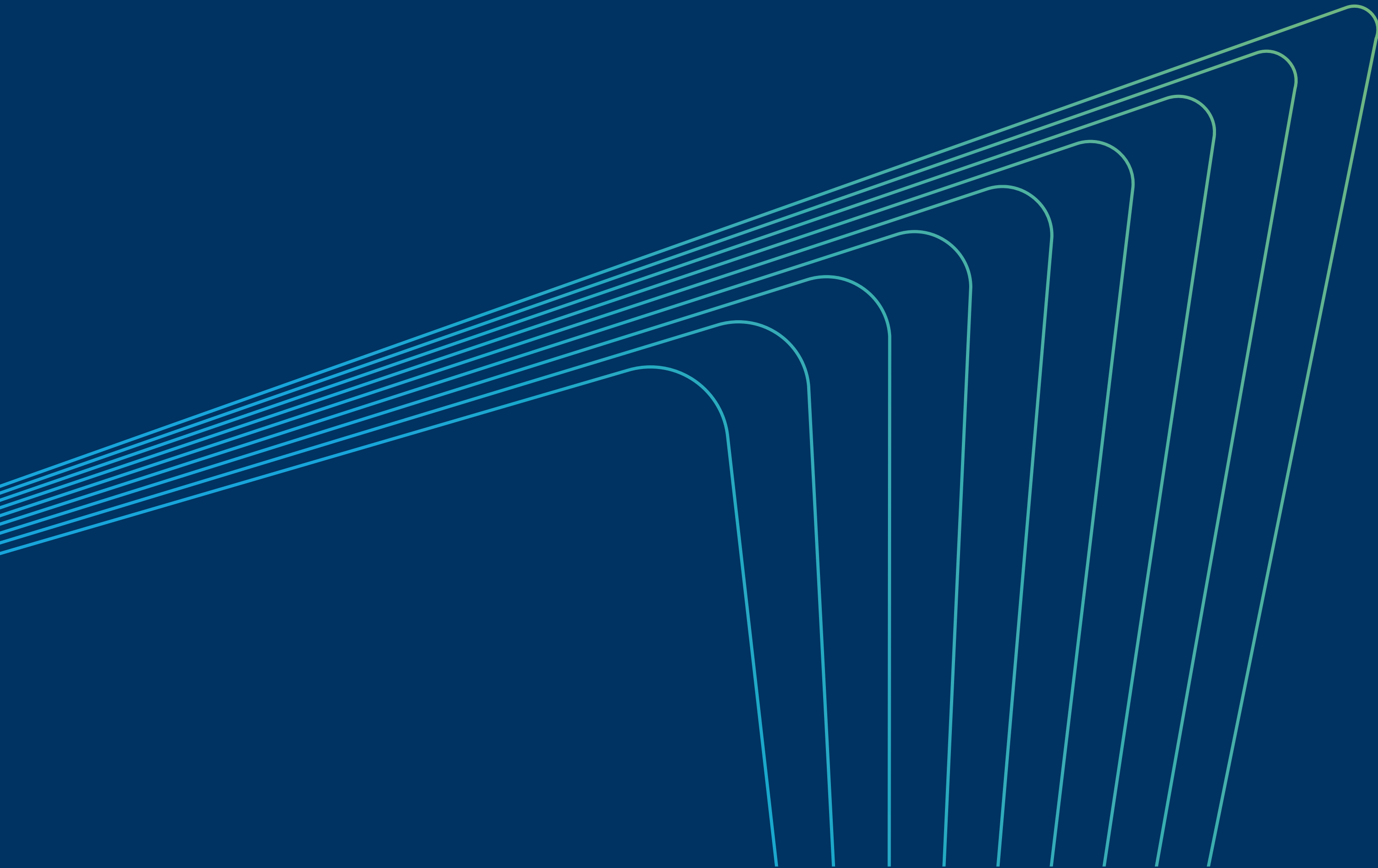
بدأت أمه العمل خياطة متجولة، كما فتح أخوه بطرس متجرًا صغيرًا، أما جبران فبدأ بالذهاب للمدرسة في ٣٠ سبتمبر. وضعه مسؤولو المدرسة في فصل خاص للمهاجرين لتعلم الإنجليزية. التحق جبران أيضاً في مدرسة فنون قريبة من منزلهم. ونقت مواهبه الفنية

27

خبر صحفي/ مقال

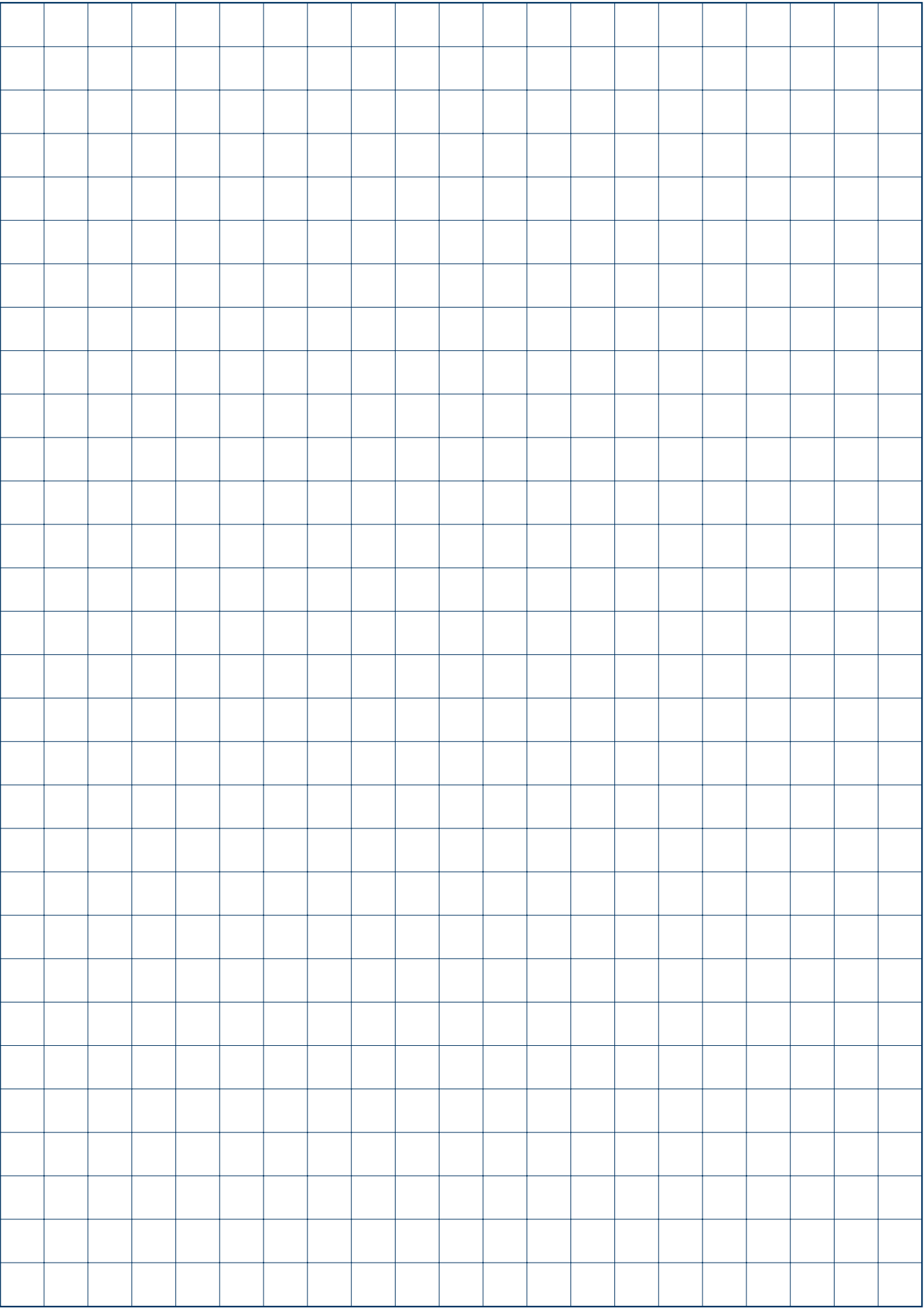
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2022



Grid System

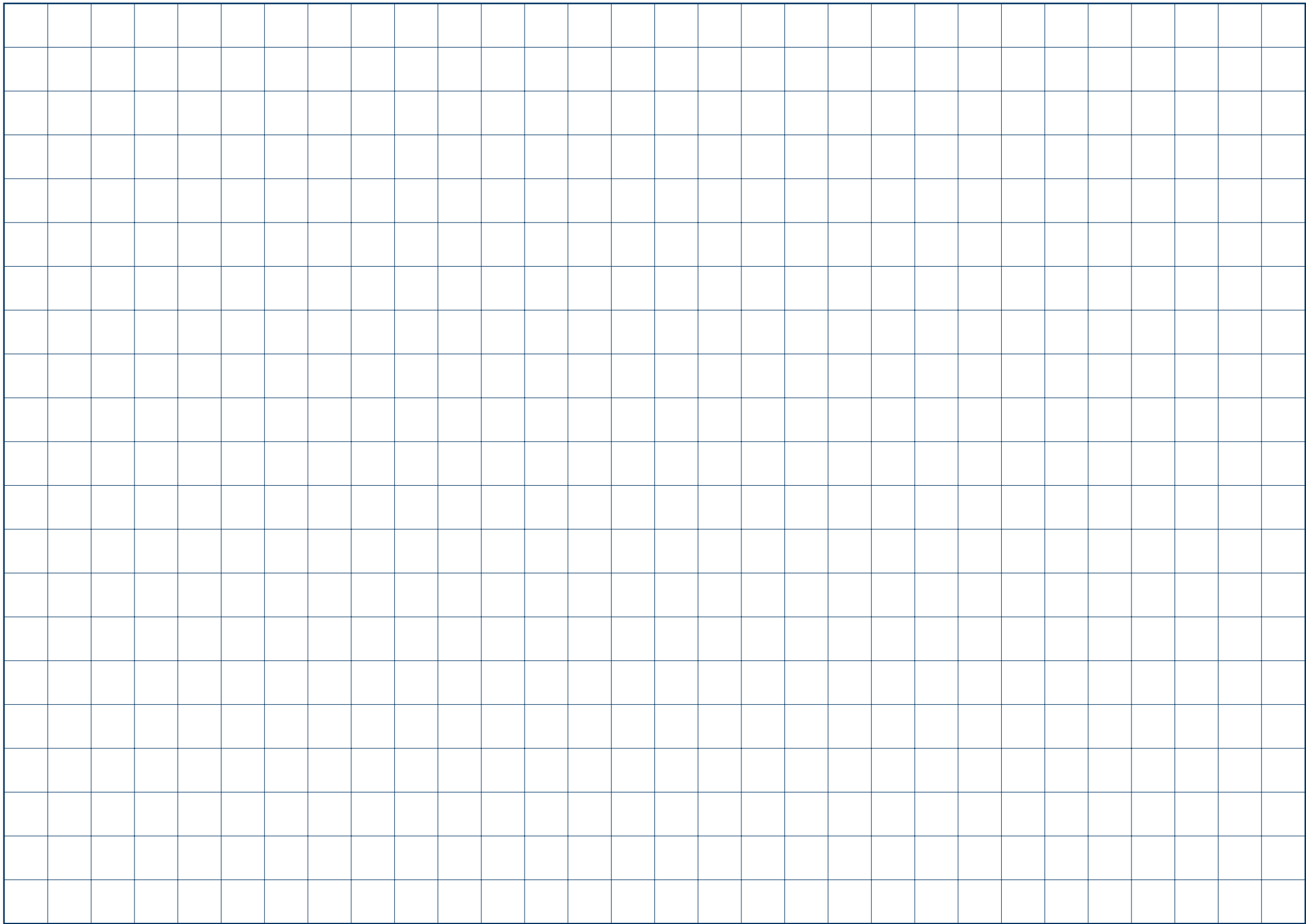
The portrait grid is made up of 21 columns and 30 rows.It was created to allow flexibility for creating dynamic and creative layouts.



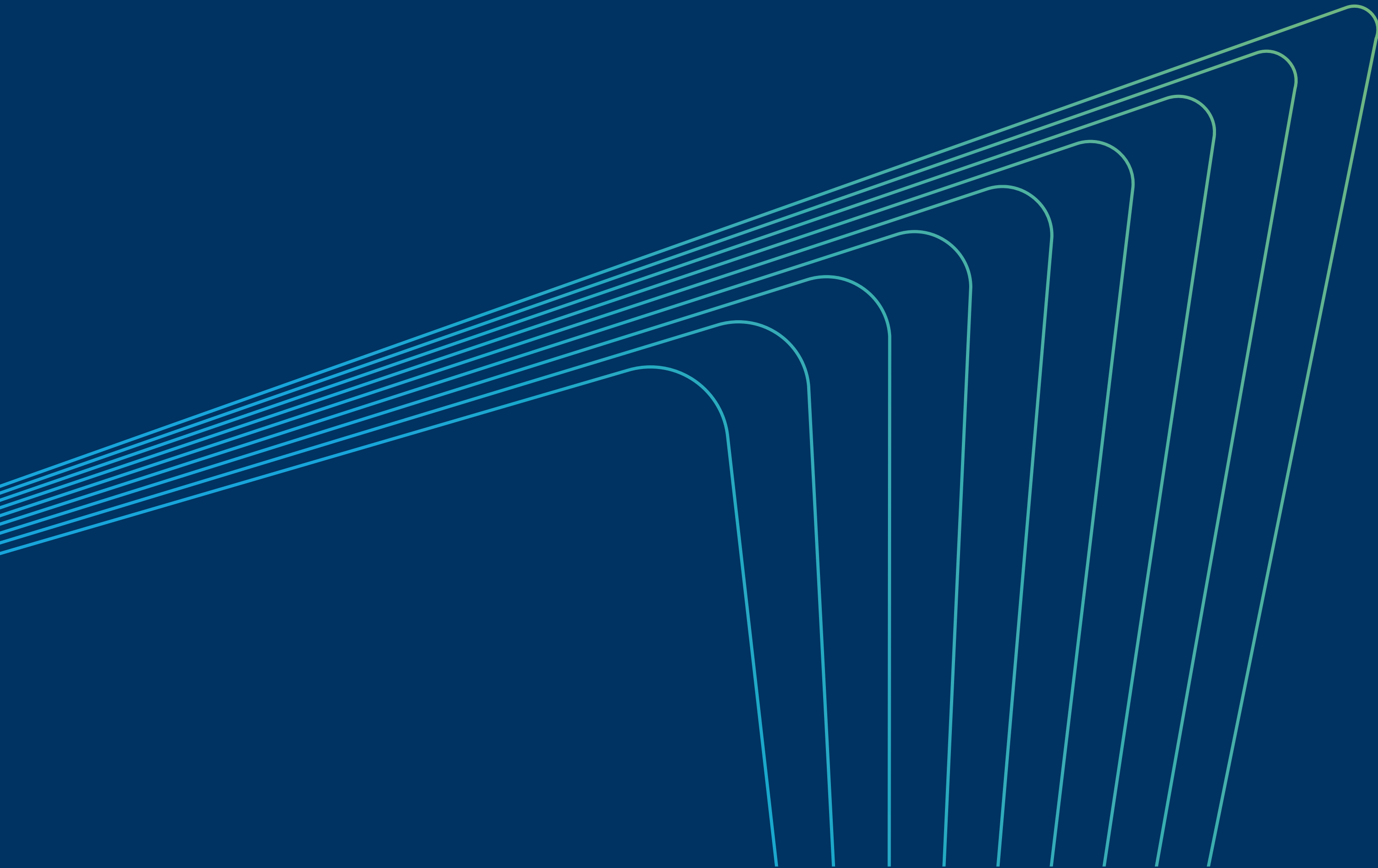
A4 Portrait grid

Grid System
Landscape

The landscape grid is made up of 30 columns and 21 rows.It was created to allow flexibility for creating dynamic and creative layouts.



A4 Landscape grid

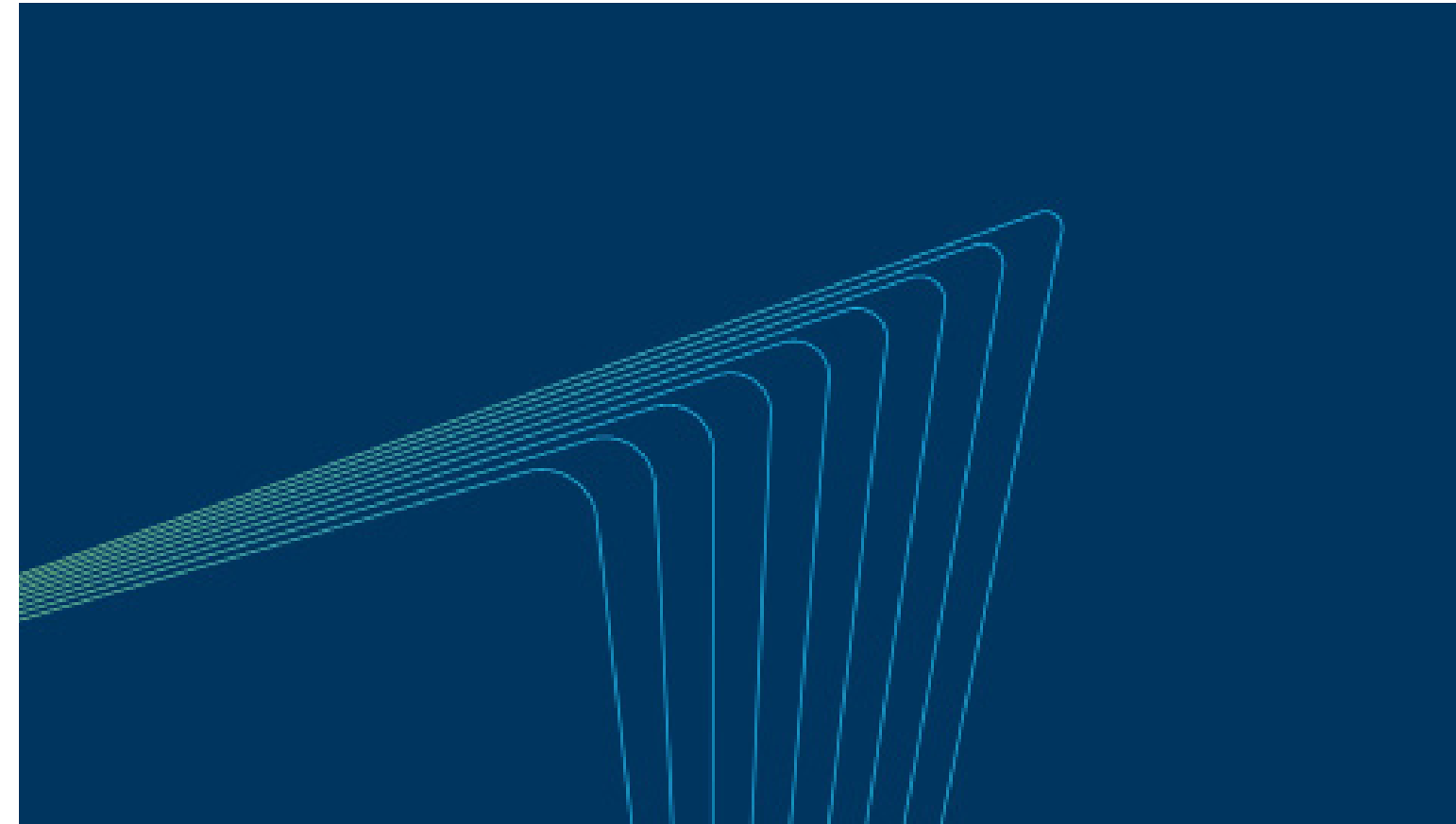
An abstract graphic consisting of multiple overlapping, rounded rectangular outlines. The outlines are light blue and white, creating a sense of depth and movement. They are arranged in a way that suggests a stack of pages or a series of frames, with the top-left corner of the stack pointing towards the bottom-left of the page.

Graphic Device

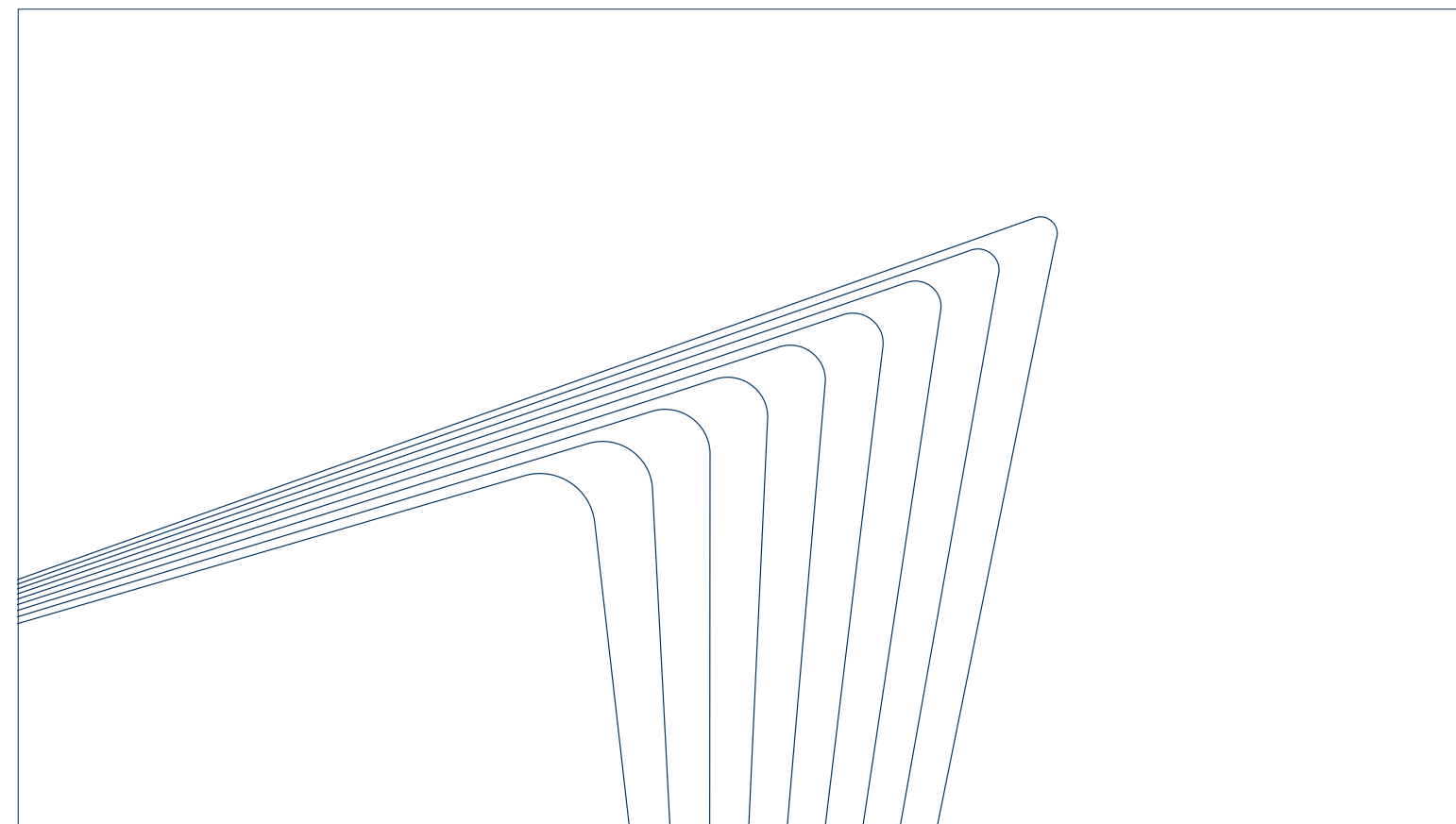
Each variation of the ToYou device stems from our beliefs as shown to the right. The device is used to highlight information and bring focus to the subject matter.

NB: The graphical design is used to help the brand to be recognized by its graphical device and therefore it is recommended to not over use it on internal communication/branding and to make sure to not exceed 15% from the entire space branding.

For Corporate use



For Internal and External use



Graphic Device
Internal Branding - Sticker



Graphic Device
Internal Branding - Sticker

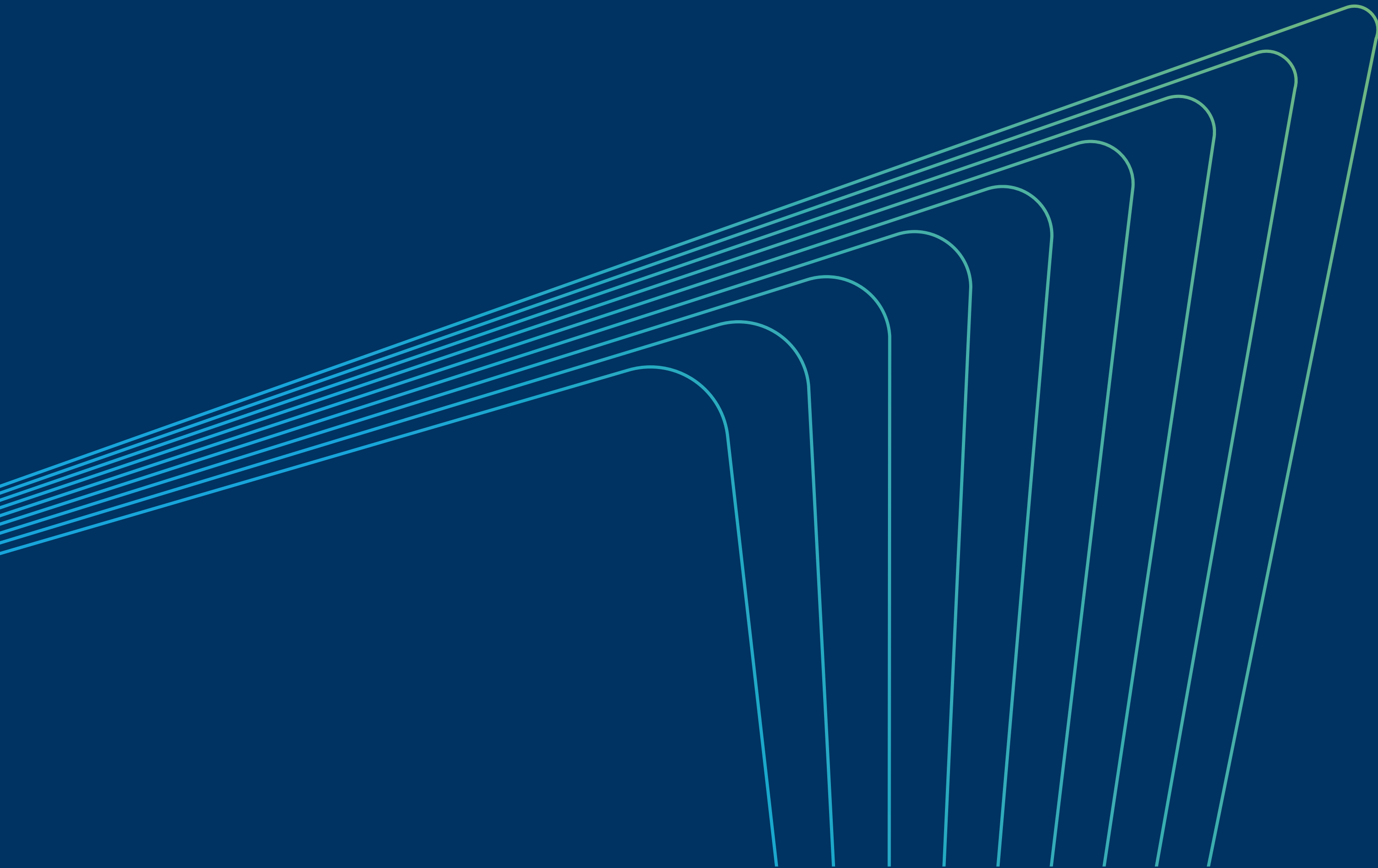




Graphic Device
Internal Branding - Sticker







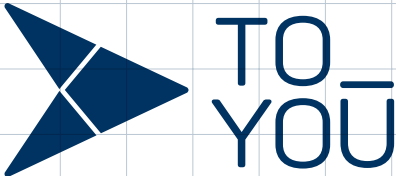
Stationery

Stationery (please amend across slides)

Letterhead

The brandmark is positioned in the top right corner of the page. The size of the brandmark is 7 columns wide.

Contact details are set in Regular 7pt.



Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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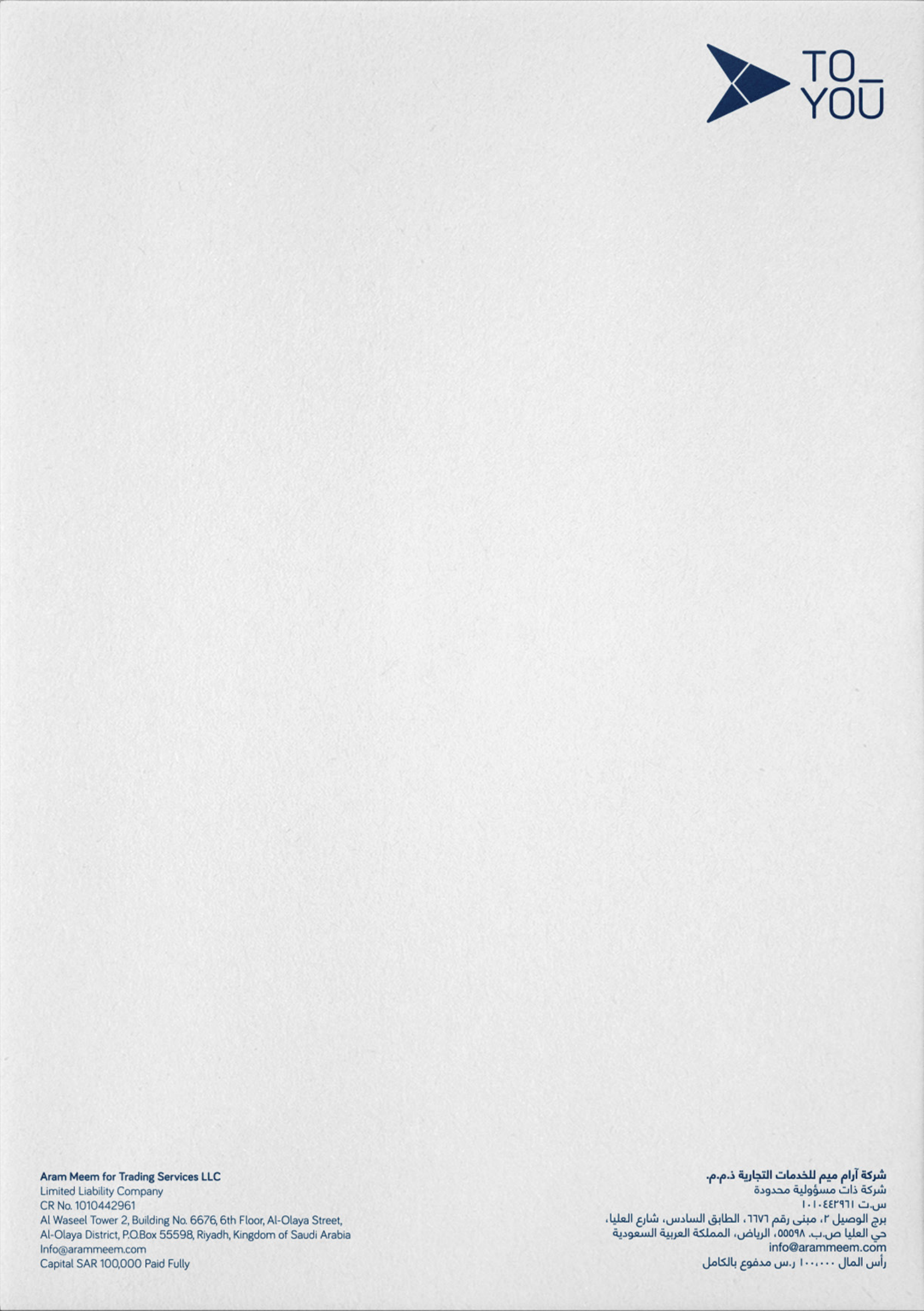


Aram Meem for Trading Services LLC
Limited Liability Company
CR No. 1010442961
Al Waseel Tower 2, Building No. 6676, 6th Floor, Al-Olaya Street,
Al-Olaya District, P.O.Box 55598, Riyadh, Kingdom of Saudi Arabia
Info@arammeem.com
Capital SAR 100,000 Paid Fully

شركة آرام ميم للخدمات التجارية ذ.م.م.
شركة ذات مسؤولية محدودة
س.ت ١٠٠٤٤٢٩٦١
برج الوصل ٢، مبنى رقم ٦٦٧٦، الطابق السادس، شارع العليا،
حي العليا ص.ب. ٥٥٥٩٨، الرياض، المملكة العربية السعودية
info@arammeem.com
رأس المال ١٠٠.٠٠٠.٠٠٠ ريال مدفوع بالكامل

The brandmark is positioned in the top right corner of the page. The size of the brandmark is 10 columns wide.

Contact details are set in Regular 7pt.

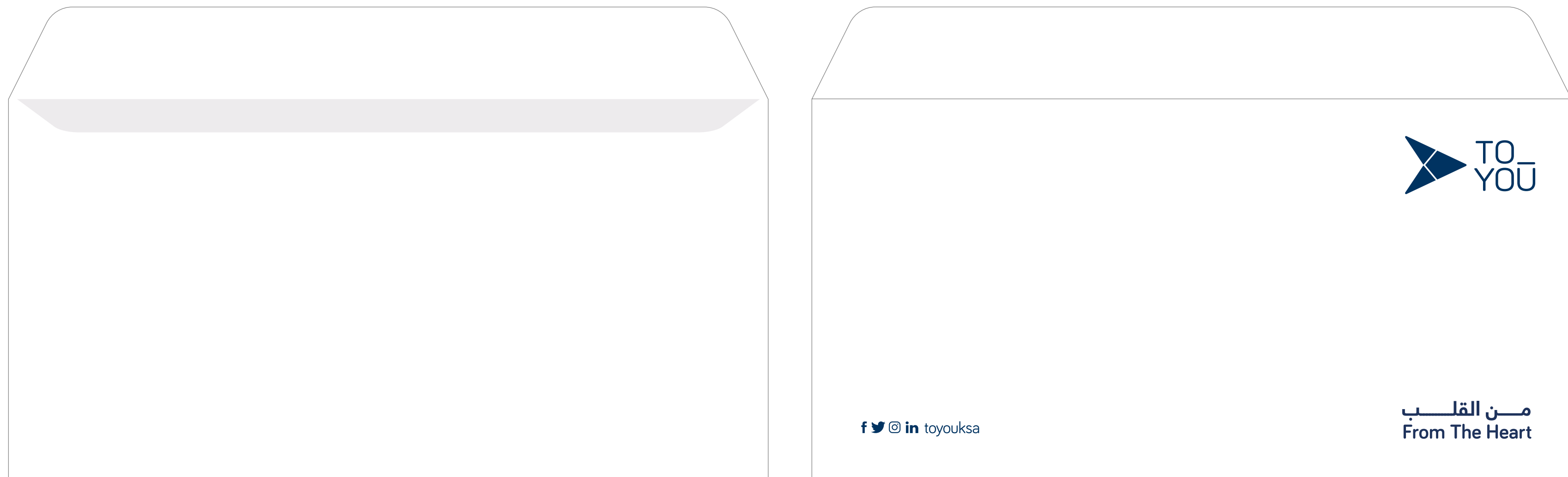




Stationary

Envelopes - DL - opt3

The brandmark is positioned in the top right corner of the envelope, and the company positioning (slogan) on the bottom right of the envelope and the digital credentials on the bottom left

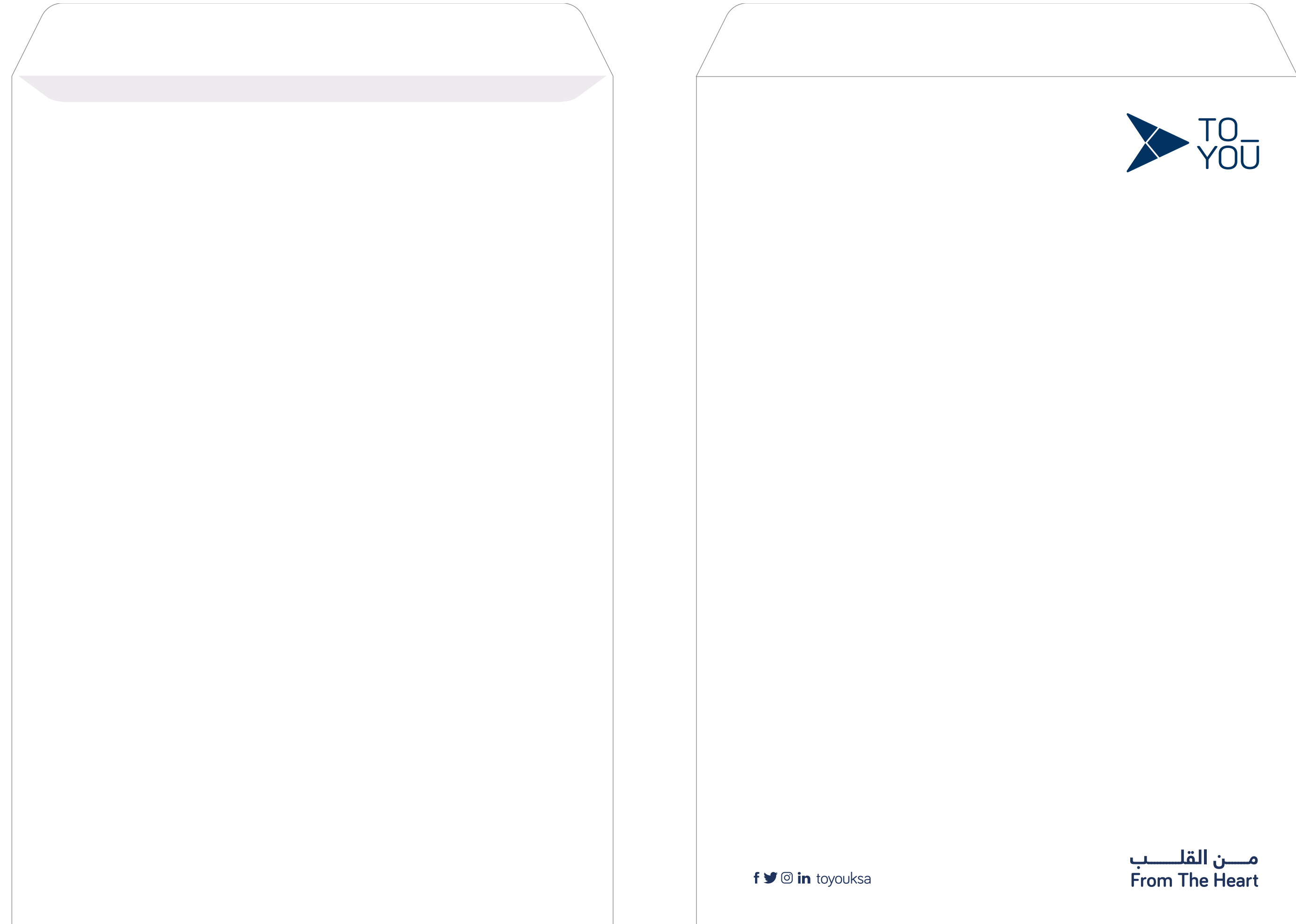


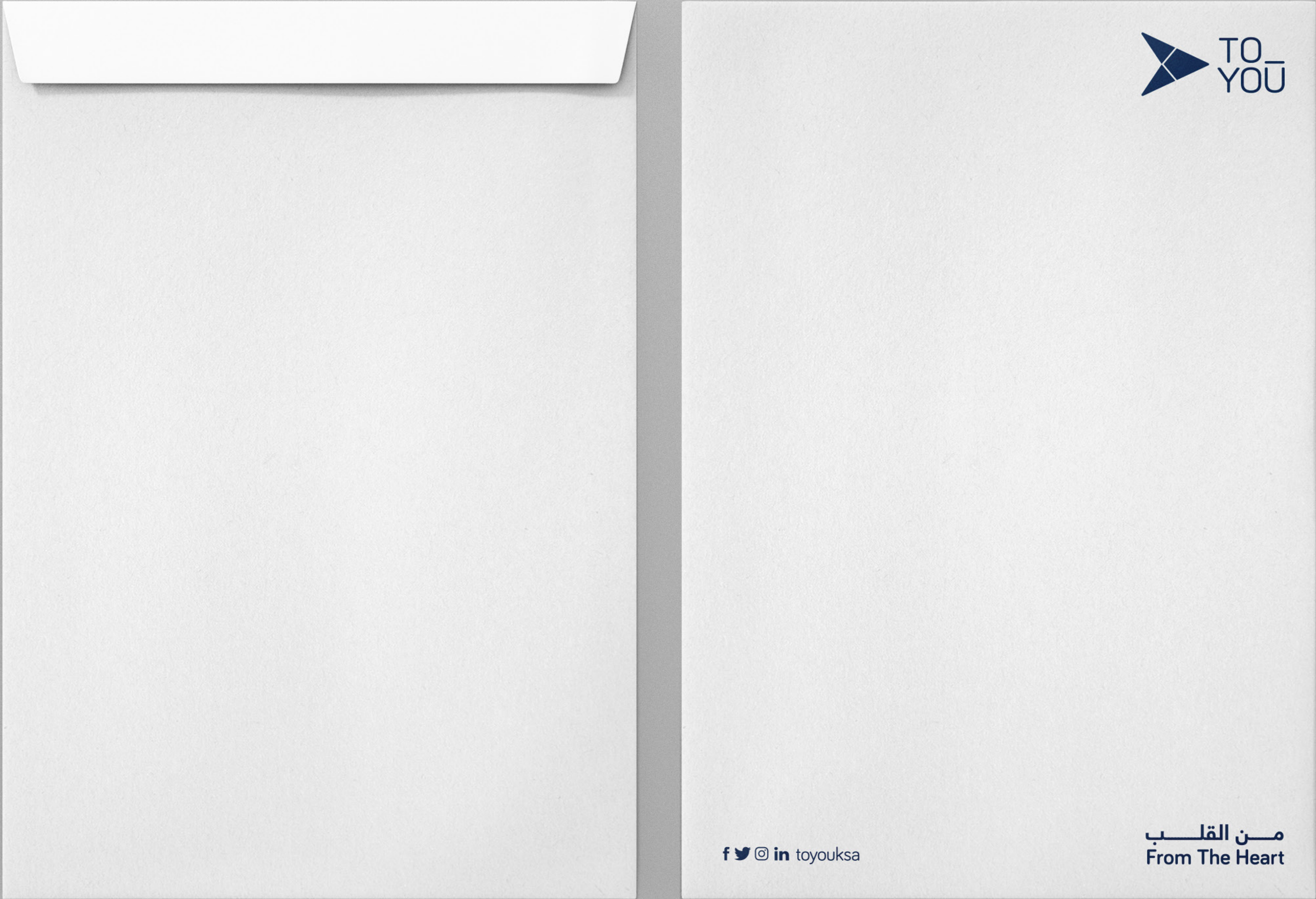


Stationary

Envelopes - C4

The brandmark is positioned in the top right corner of the envelope, and the company positioning (slogan) on the bottom right of the envelope and the digital credentials on the bottom left.



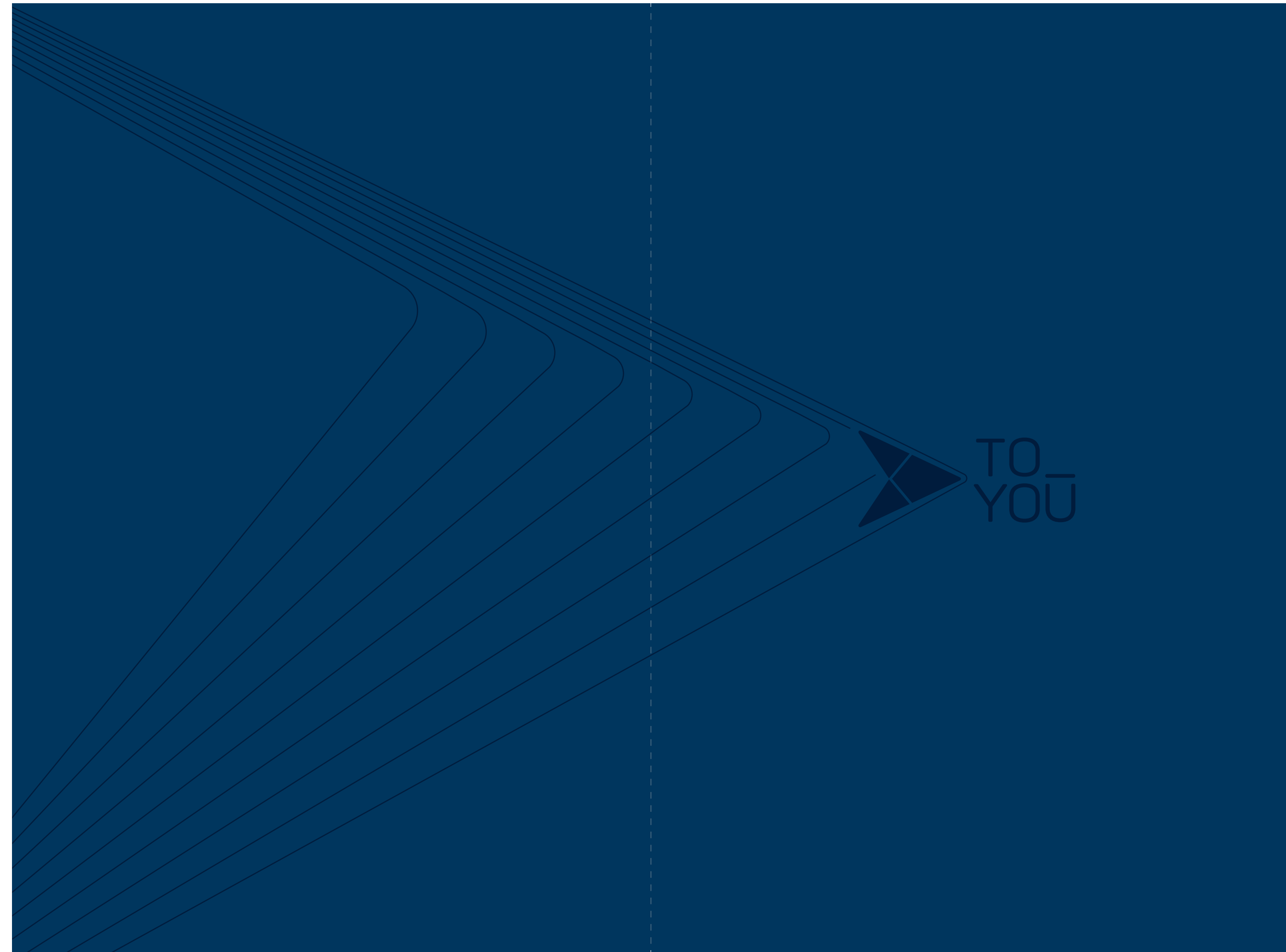


Stationary Jacket Folder

The landmark is positioned center of the folder.

The arrow is used here to create a die-cut creatively.
When the folder is closed, arrow's colors are visible.

The pattern should lead the logo and continue to the
verso page as spot-UV





The brandmark is positioned in the top right corner of the paper.



Memorandum	مذكرة داخلية
To	من
From	إلى
Date	التاريخ
Subject	الموضوع

The brandmark is positioned in the top right corner of the paper.



Fax	فاكس
To	من
From	إلى
Fax Number	رقم الفاكس
Date	التاريخ
Subject	الموضوع
Pages	الصفحة

Aram Meem for Trading Services LLC
Limited Liability Company
CR No. 1010442961
Al Waseel Tower 2, Building No. 6676, 6th Floor, Al-Olaya Street,
Al-Olaya District, P.O.Box 55598, Riyadh, Kingdom of Saudi Arabia
Info@arammeem.com
Capital SAR 100,000 Paid Fully

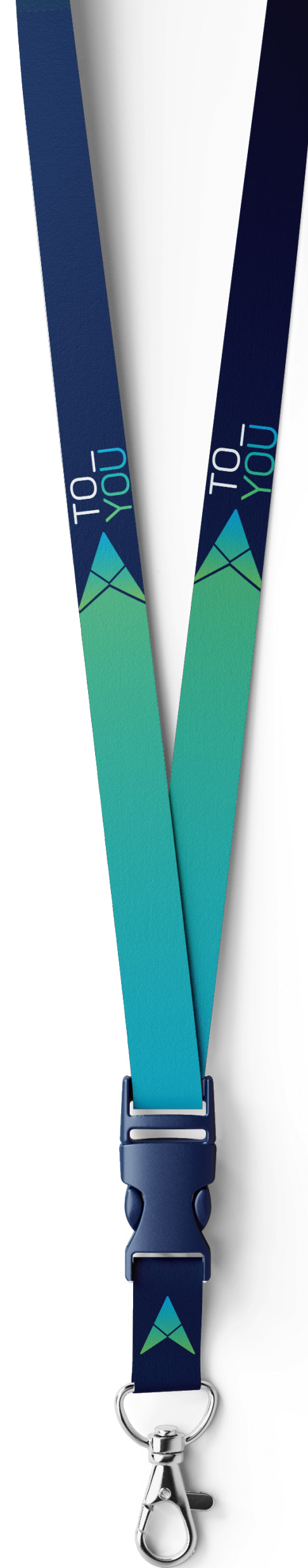
شركة آرام ميم للخدمات التجارية ذ.م.م.
شركة ذات مسؤولية محدودة
س.ت ١٠١٠٤٤٢٩٦١
برج الوصل ٢، مبنى رقم ٦٦٧٦، الطابق السادس، شارع العليا،
حي العليا ص.ب. ٥٥٥٩٨، الرياض، المملكة العربية السعودية
info@arammeem.com
رأس المال ١٠٠٠٠٠٠٠٠ ر.س مدفوع بالكامل















External

Internal

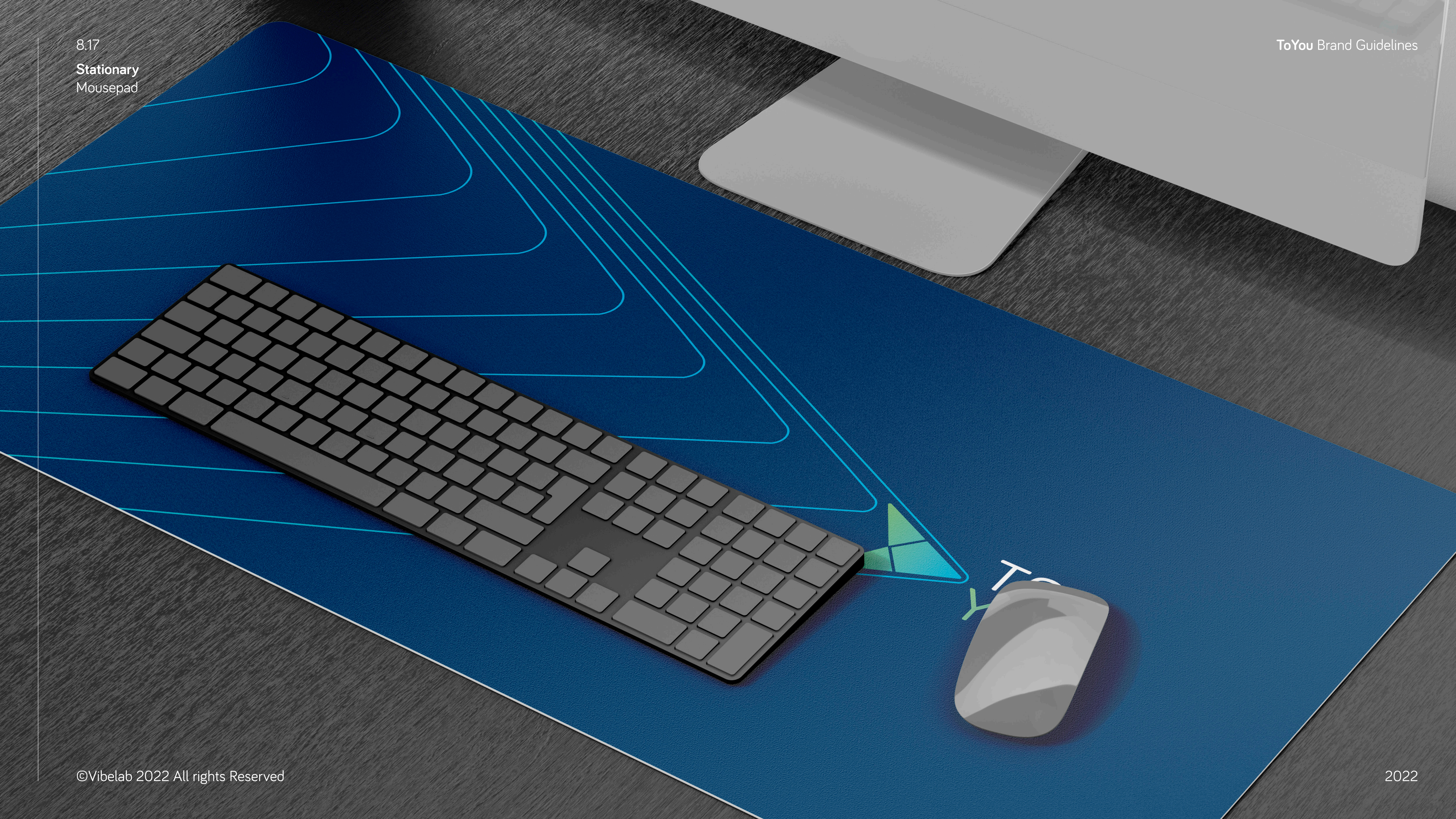


8.17

Stationary
Mousepad

ToYou Brand Guidelines







    @ToYouKSA

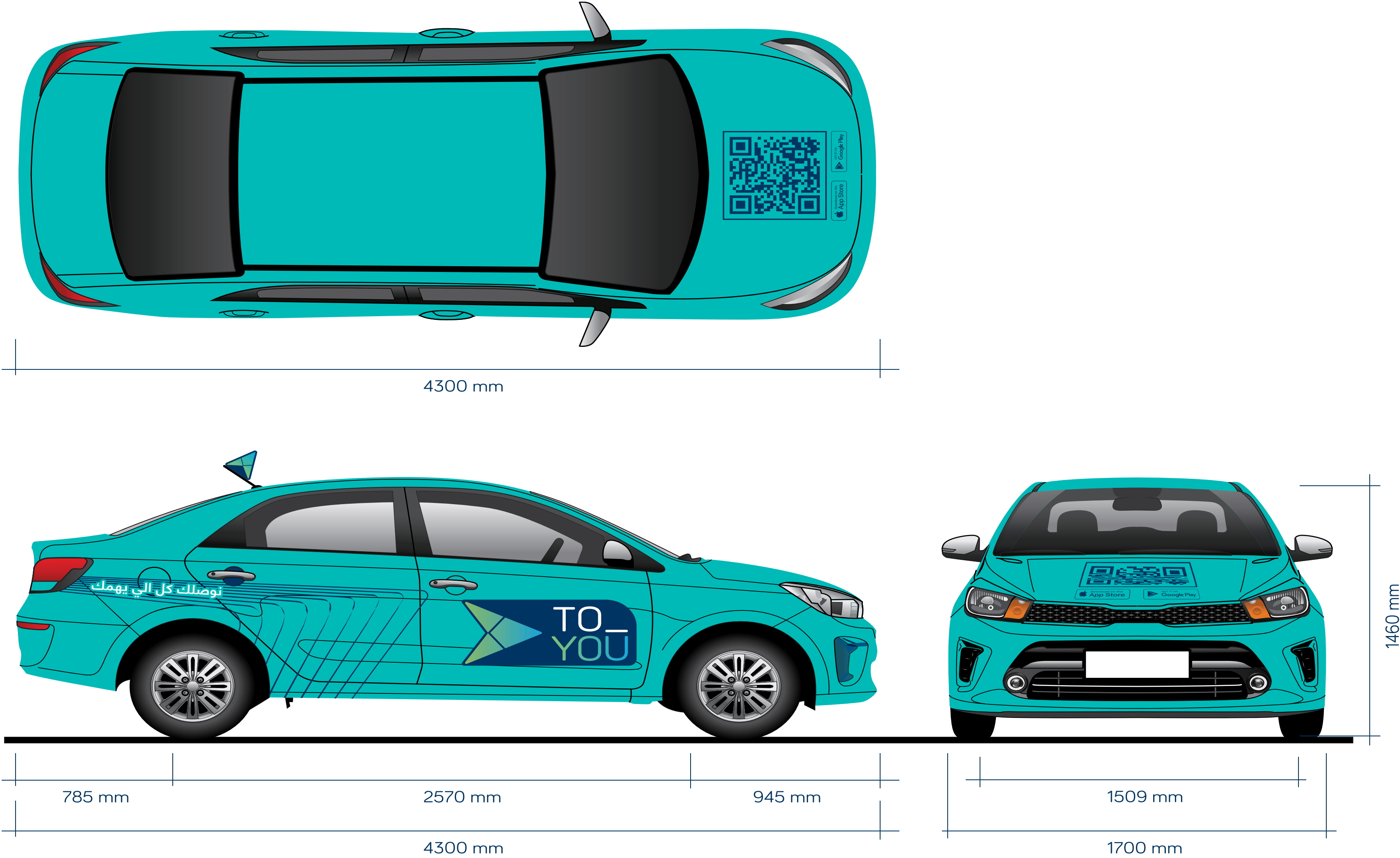
NAME SURNAME
CHIEF EXECUTIVE OFFICER

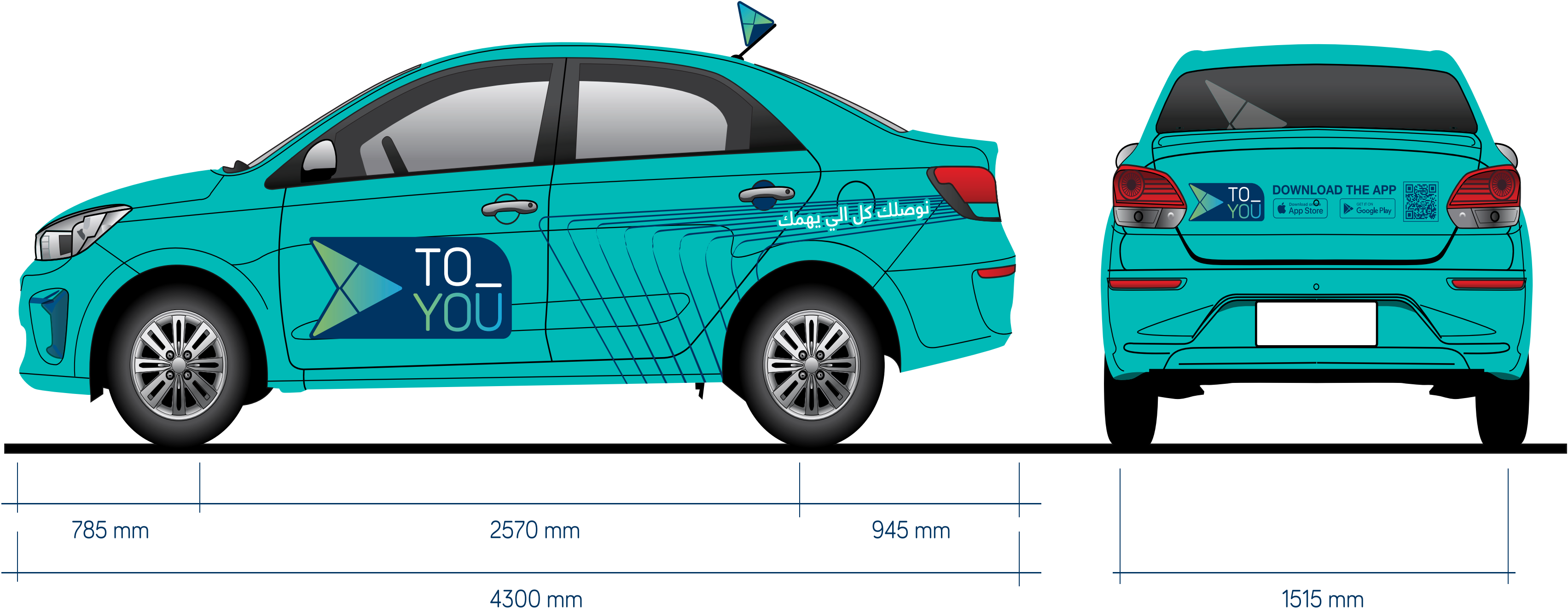
 name@toyou.com  www.toyou.com

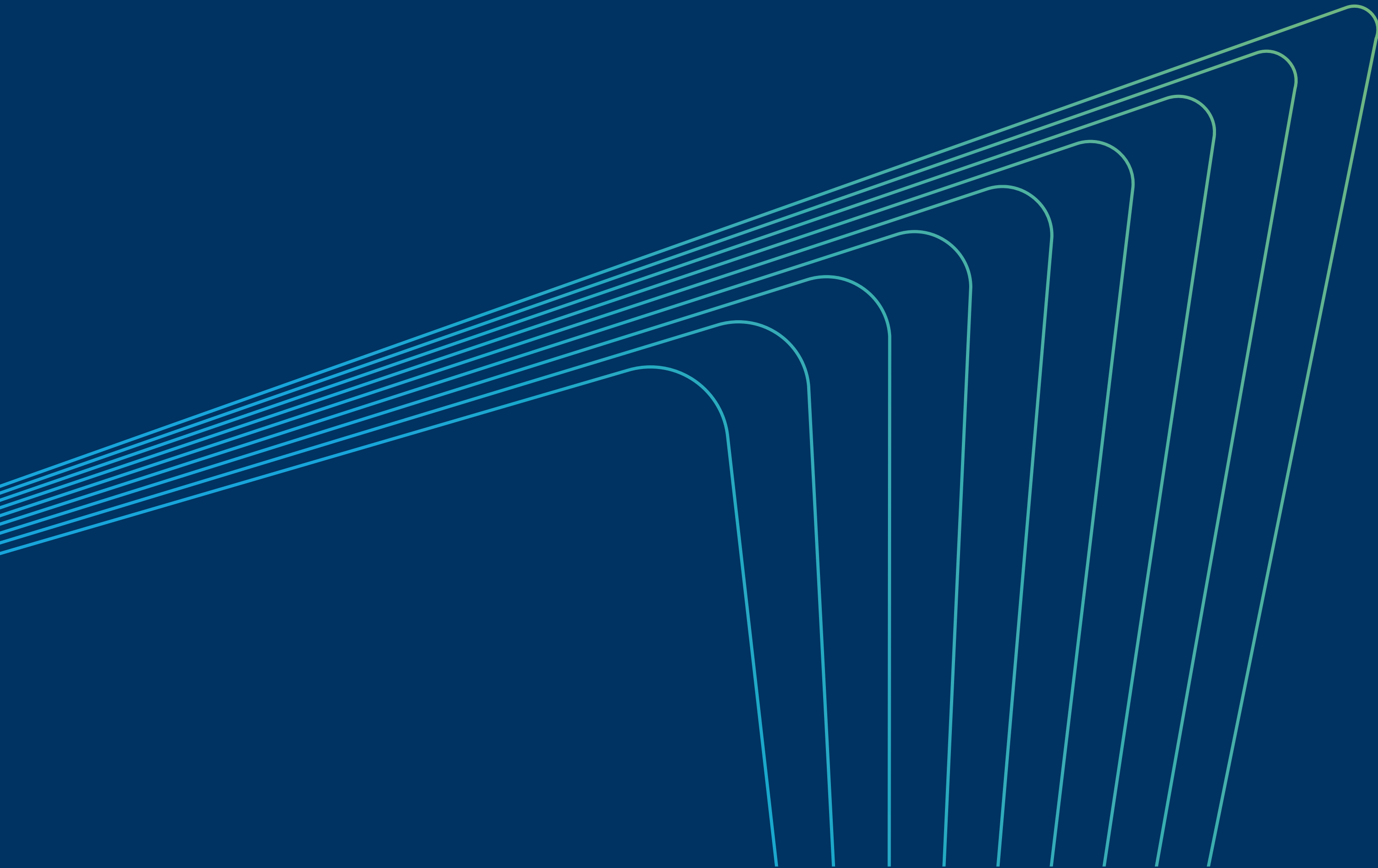
 +99654343543  Riyadhah, Tulip tower.



Download the app

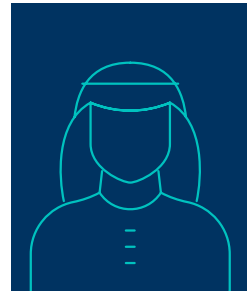




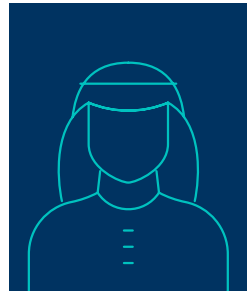
An abstract graphic on the left side of the page, consisting of multiple thin, light blue lines that curve upwards and to the right, creating a sense of depth and movement, resembling a stack of books or a fan of pages.

Literature

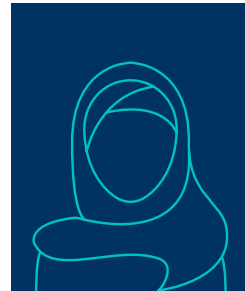
OUR TEAM



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01

HEADLINE



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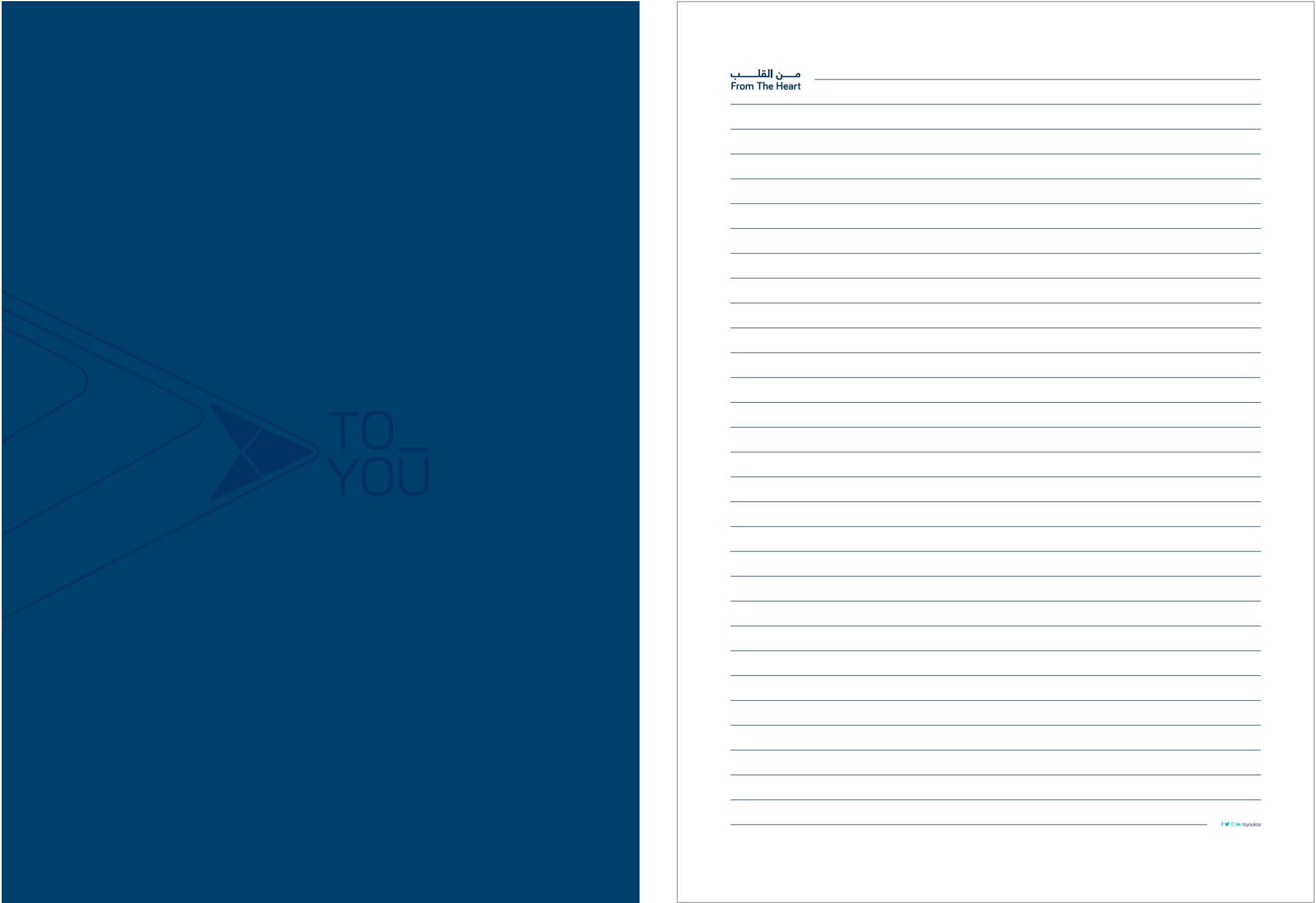
02



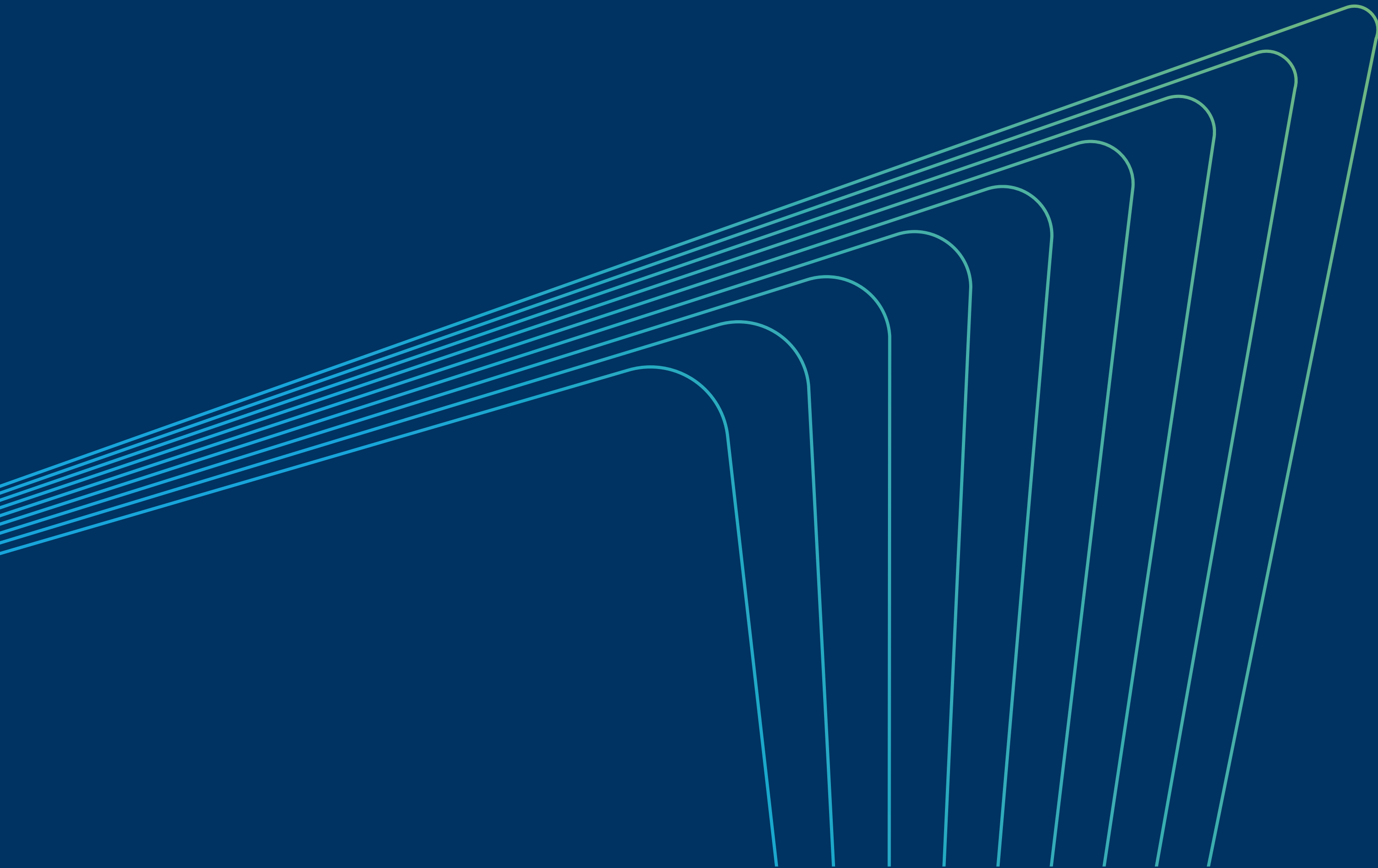


The brandmark is positioned in the middle of the paper.







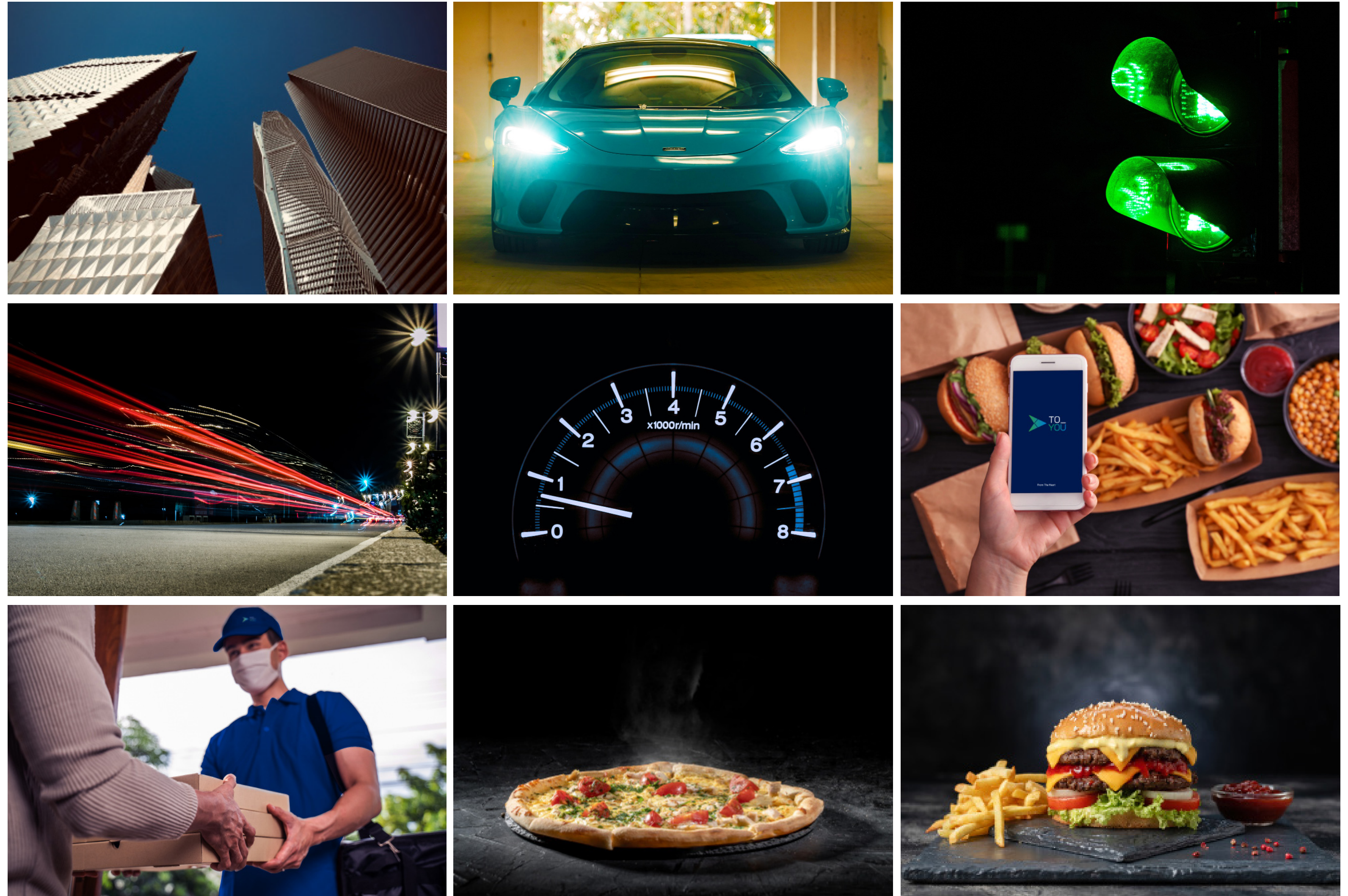


Imagery

Imagery

Photographic Style

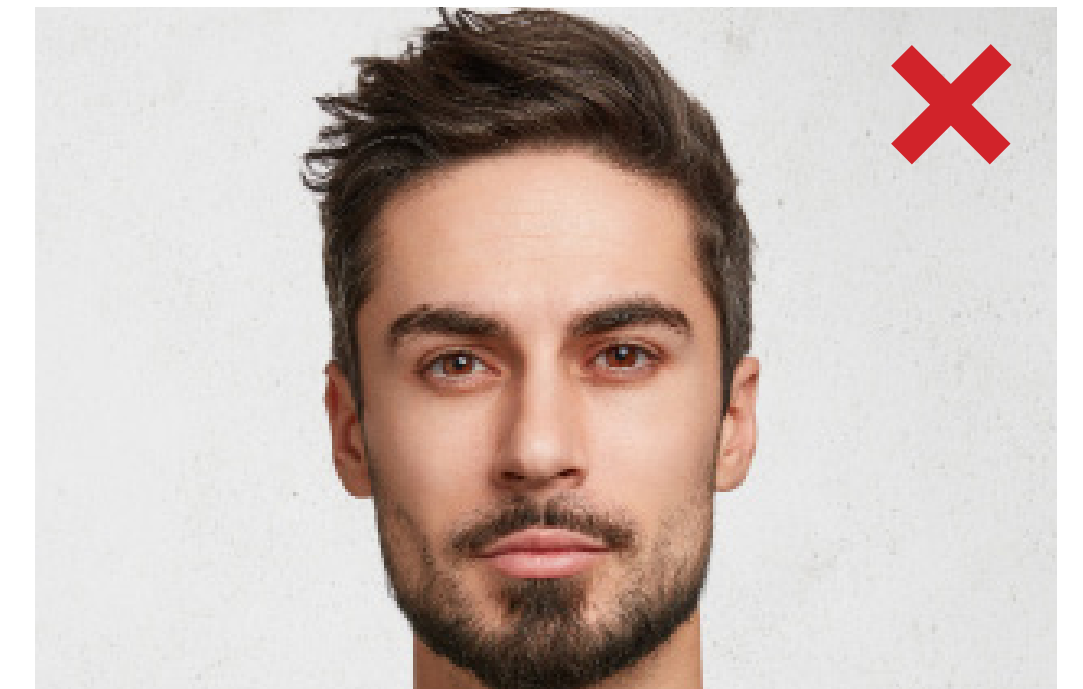
The photographic style was inspired by the brand idea : Friendly, Sustainable and Youthful".The composition of the images are dynamic and lively. The subject manner is animated and the lighting is dramatic.

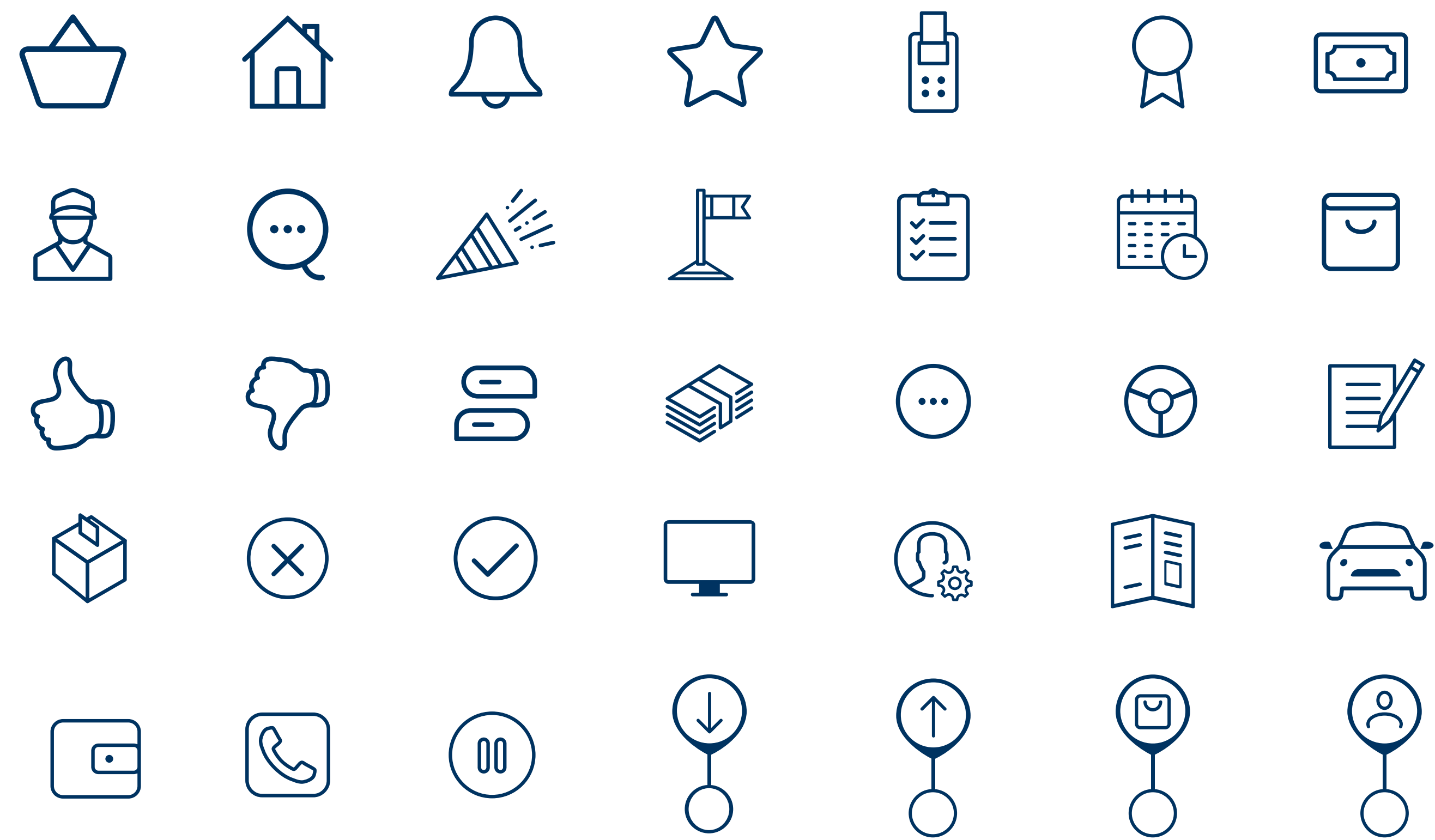


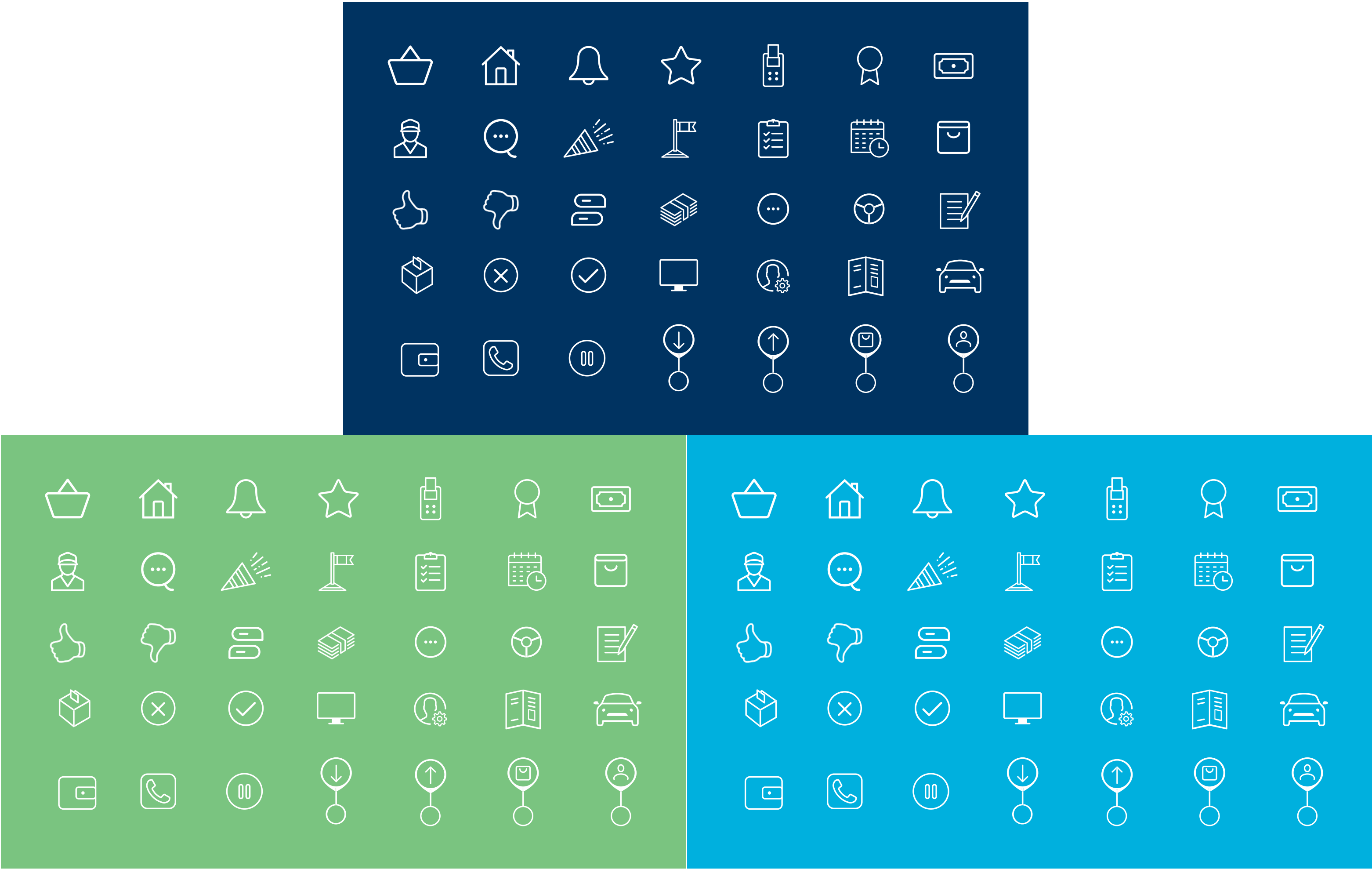
Imagery

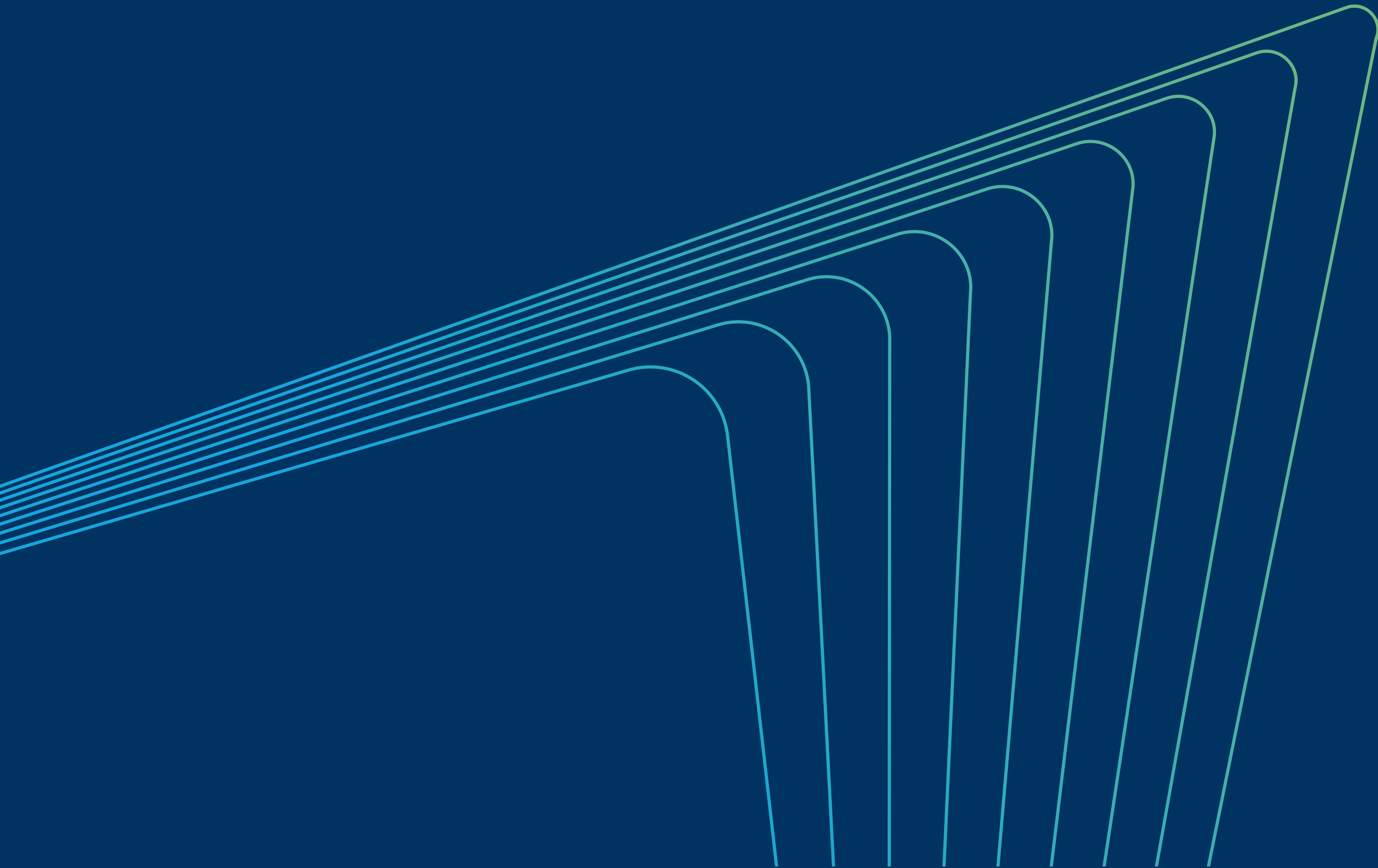
Human Element

Human element usage is allowed only to show ToYou representatives and partial parts of the human body.

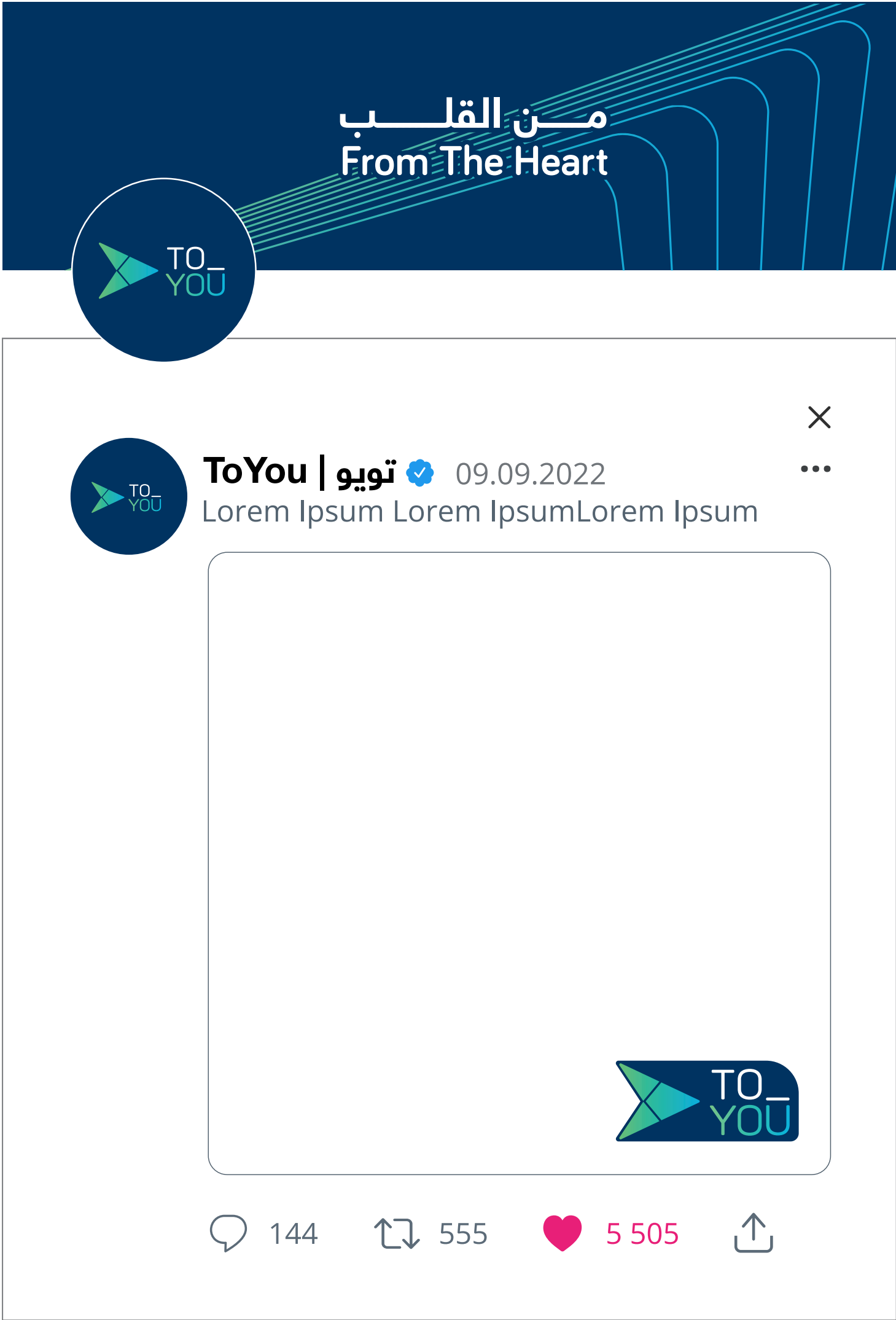


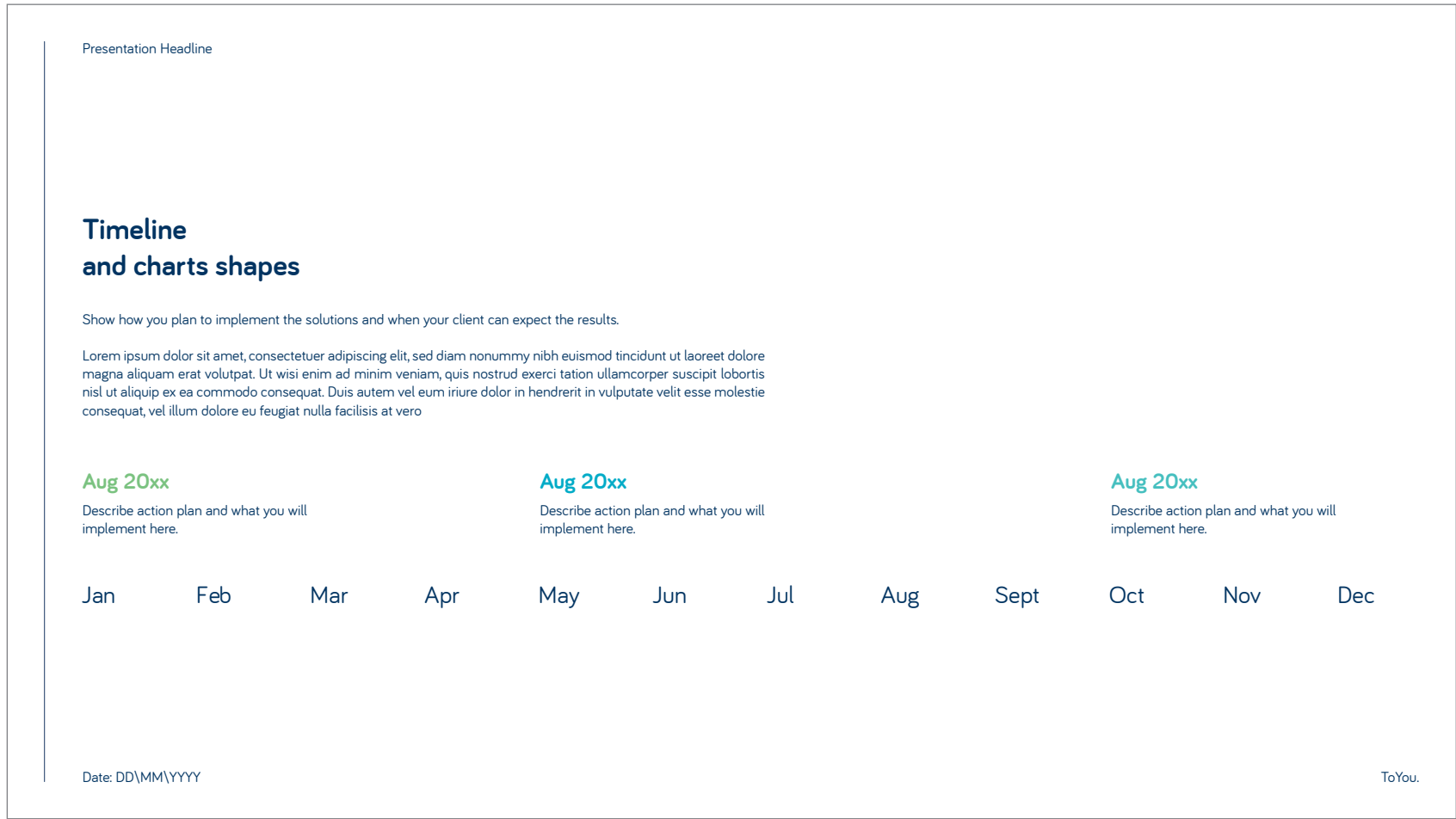
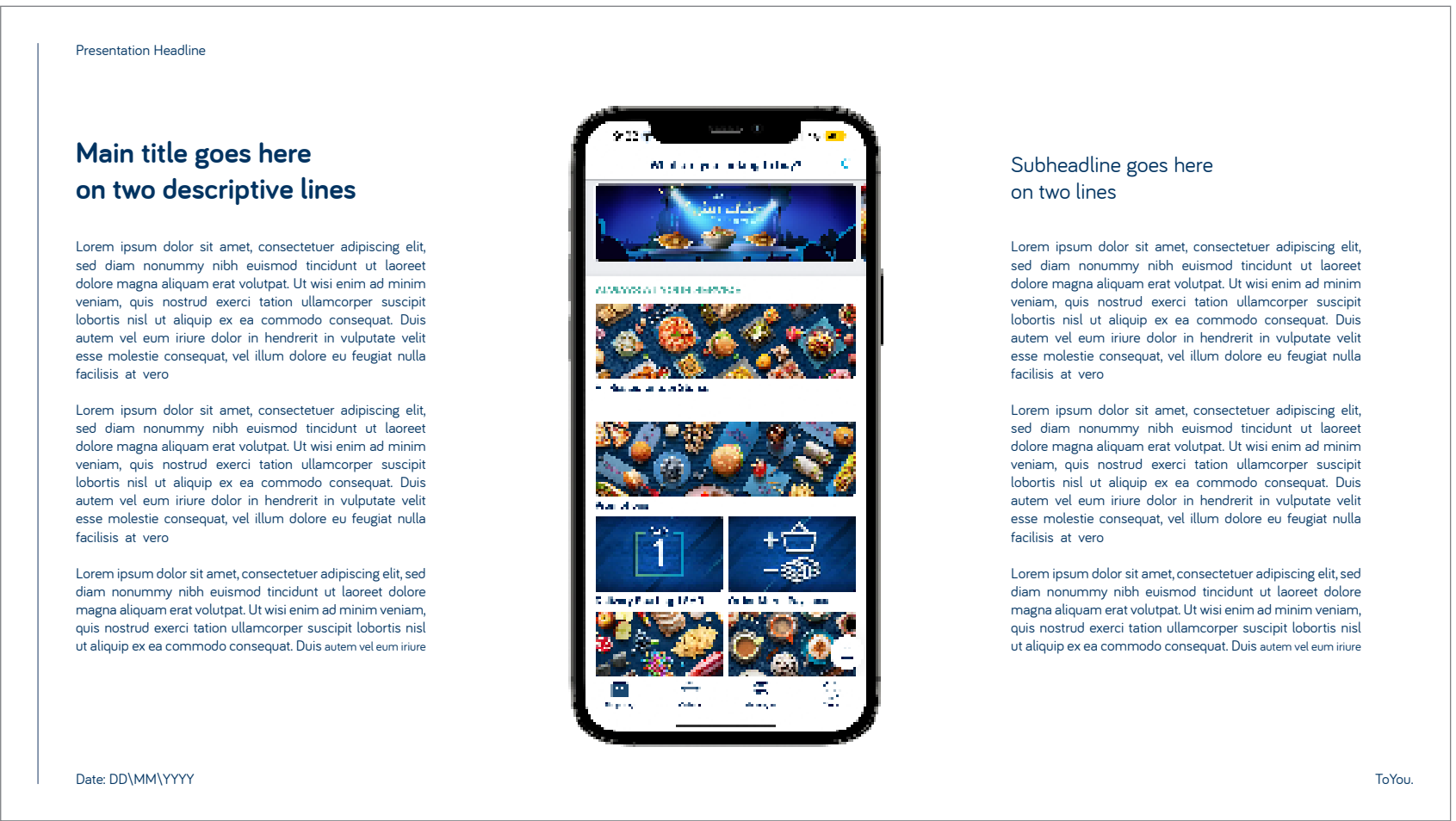






Digital







Brand Applications

Brand Applications
External Building Sign - Day

EXTERNAL
Building sign



Brand Applications
External Building Sign - Night

EXTERNAL
Building sign

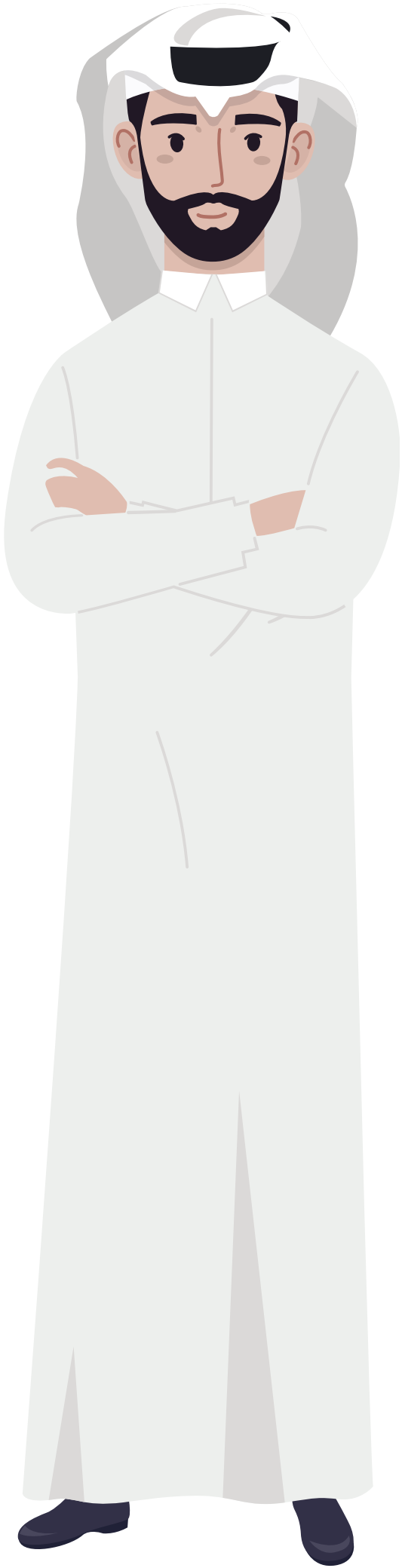




Front



Back



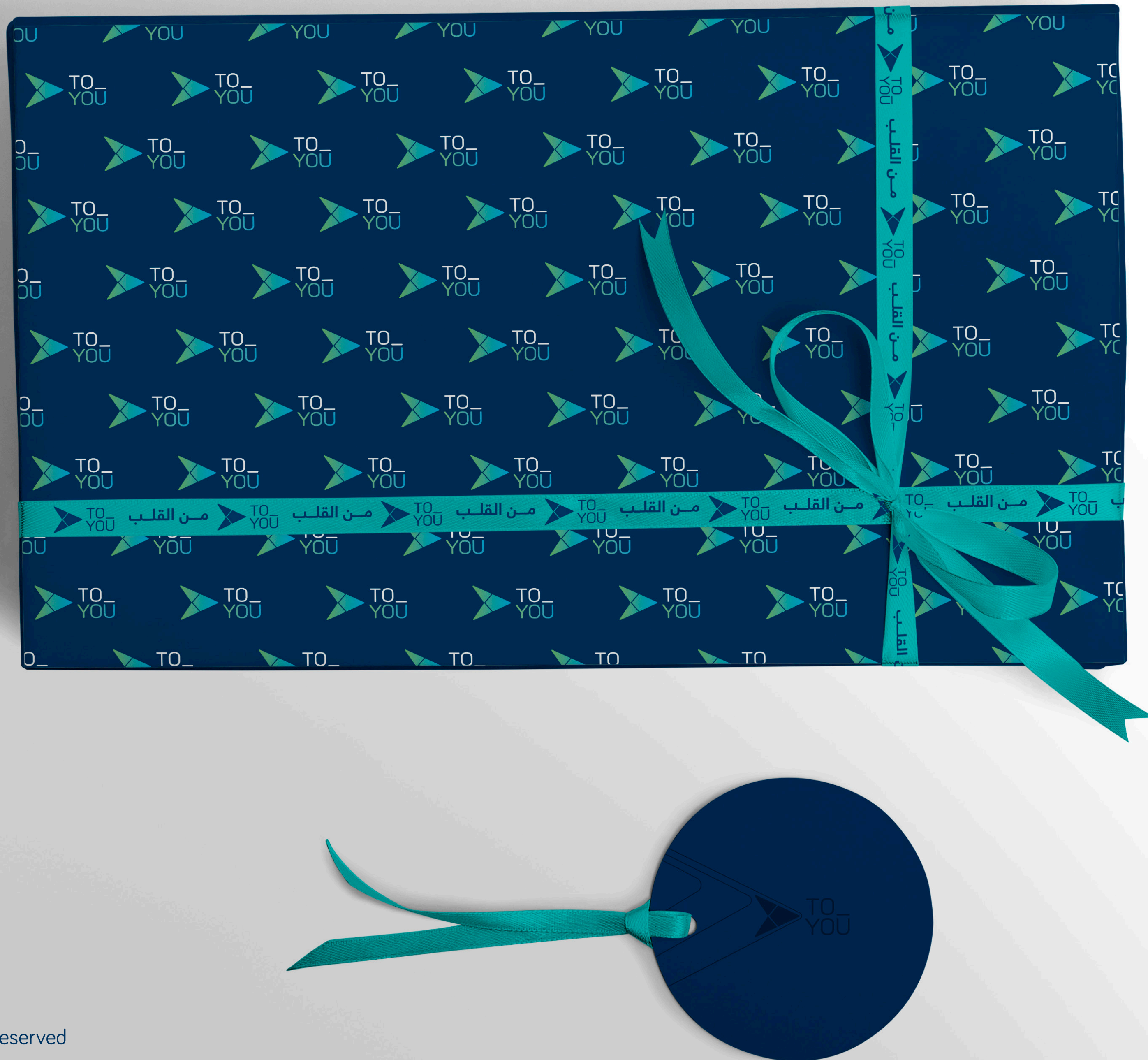




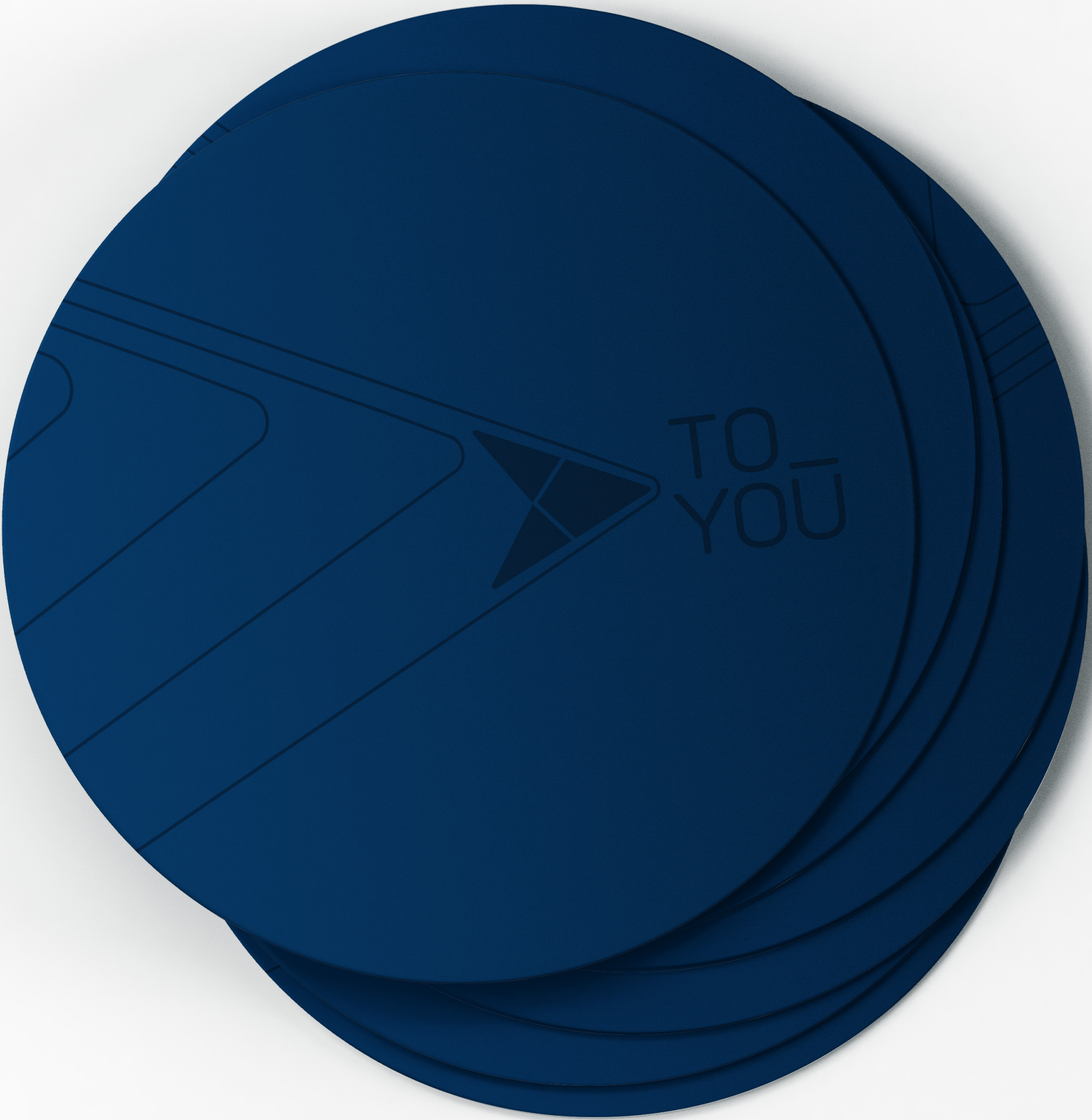








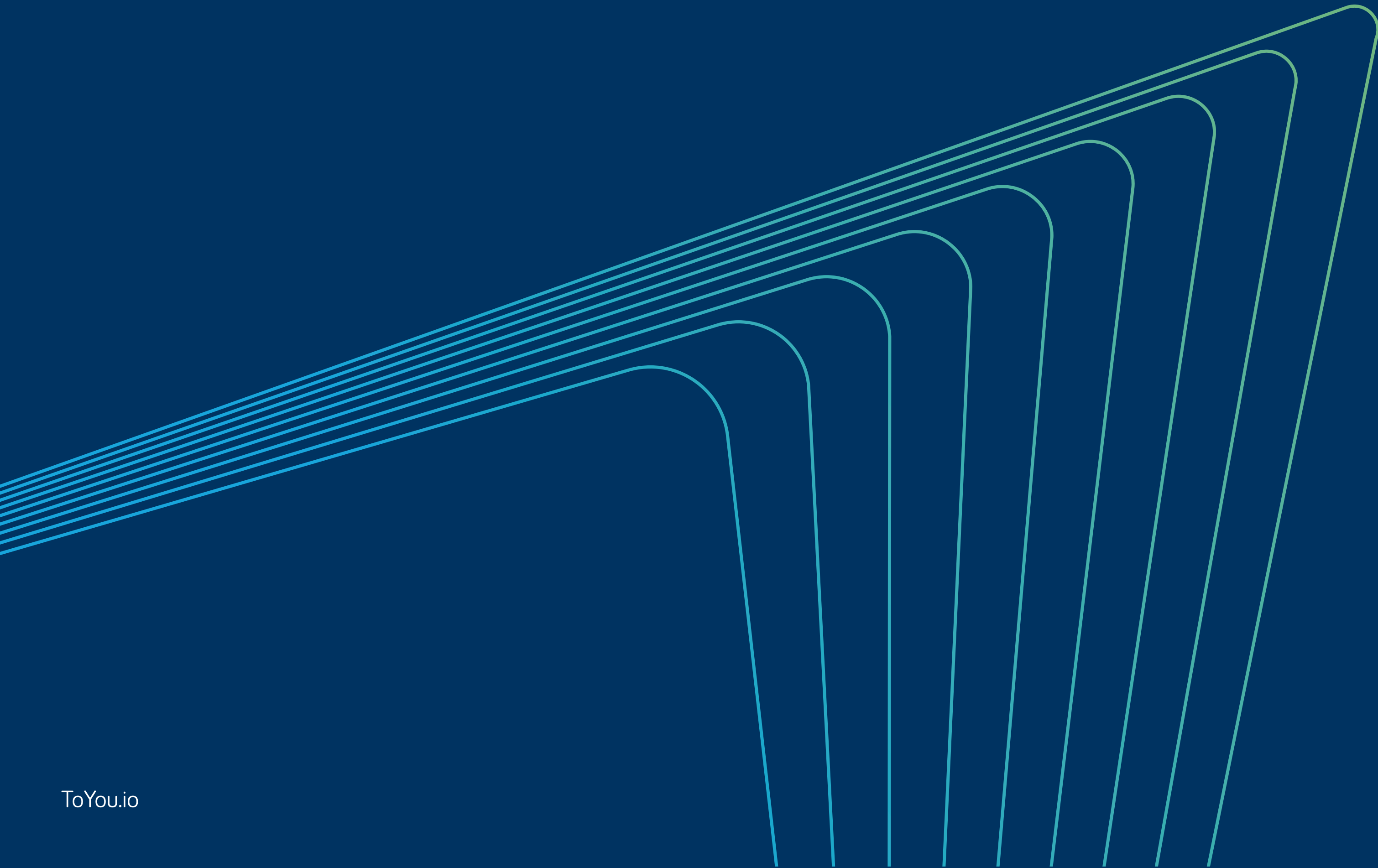












Thank You