



The Brandmark

The sun-wheel logo symbolises the strength of Saeed & Mohammed Al Naboodah Group, while the bonding of the different-coloured triangles symbolises our unity in diversity.

The sun-wheel must not be used without the Al Naboodah name. Some examples later in this manual show how the sun-wheel and logo must NOT be used.



Graphic device

The Saeed & Mohammed Al Naboodah Group graphic device shown opposite, can be used to add extra impact to the brand message. You can use any of the four logo colours as long as they contrast with their neighbours. The graphic device can take any shape to suit the communication design.

However, it should never be used on a coloured background and must always appear against white unless a special treatment has been agreed by the Corporate Communications & Marketing Department.

Lock-up position

There is a standard lock-up position for the Saeed & Mohammed Al Naboodah Group logo for print applications, as shown below. It must always be used as below, without any alteration. However, certain applications like outdoor signage may use a different treatment, which is outlined further on.

Always adhere to this single lock-up position in all print applications, whether in Arabic, English or bilingual communication.



Minimum clear space

Anytime you use the Saeed & Mohammed Al Naboodah Group logo, you should observe a minimum clear space around it, to give the logo maximum visibility and to set it apart from any other information. This is particularly important when you use the Saeed & Mohammed Al Naboodah Group logo with other logos around it.

We have designed a simple formula for calculating the minimum free space required around the logo, in accordance with the size of the logo, as illustrated below. If the width and height of the square in the logo mark is 2x, then you must observe a minimum distance of 'x' from the borders of the logo (please refer to the illustration below).



Minimum size

Anytime you use the Saeed & Mohammed Al Naboodah Group logo, always ensure that its size does not go below the minimum size of 20mm in width. A size less than 20mm in width makes the logo difficult to read and identify.

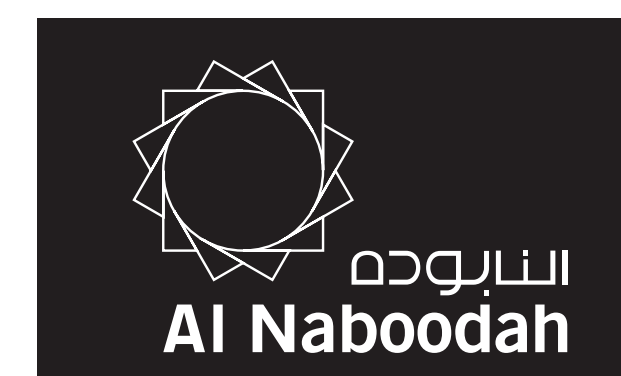


Black and white / single colour option

There is a reversed logo option to be used as and when necessary, or whenever a full-colour implementation of the logo is not possible. The only permitted versions are the 'all-black' and 'all-white' versions shown below.

The 'all-black' option works best against a white background and you should avoid its usage on coloured surfaces, even if it remains visible.

Always use the 'all-white' option of the logo whenever it is placed on top of imagery or on a black background.



Note: for logo usage on coloured backgrounds, please refer to the [brandmark colours page](#).



Do not use just part of the sun wheel,
it should always be complete.

USING THE LOGO ON COLOURED BACKGROUNDS

As illustrated here, the AI Naboodah logo is always in its reversed form on a coloured background. The only exception is when you have a white background, in which case the logo should be in its all-black option or full colour option.

Primary colour palette

A primary colour palette has been designed for everyday use. Their values in RGB, CMYK and Pantone are displayed below for your reference. These colours are derived from the logo colours and can occupy a major portion of the design material.

PANTONE 7427 C; CO M100 Y65 K28; R181 G9 B56
PANTONE 282 C; C100 M68 YO K54; RO G45 B98
PANTONE 298 C; C69 M7 YO KO; R19 G181 B234
PANTONE 137 C; CO M35 Y90 KO; R252 G176 B52
PANTONE Black C; CO M13 Y49 K98; R38 G28 B2

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| | | | | | | | |
| PANTONE 7427 C | PANTONE 7427 C | PANTONE 7427 C | PANTONE 7427 C | PANTONE 7427 C | PANTONE 7427 C | PANTONE 7427 C | PANTONE 7427 C |

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|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| | | | | | | | |
| PANTONE 282 C | PANTONE 282 C | PANTONE 282 C | PANTONE 282 C | PANTONE 282 C | PANTONE 282 C | PANTONE 282 C | PANTONE 282 C |

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| | | | | | | | |
| PANTONE 298 C | PANTONE 298 C | PANTONE 298 C | PANTONE 298 C | PANTONE 298 C | PANTONE 298 C | PANTONE 298 C | PANTONE 298 C |

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| | | | | | | | |
| PANTONE 137 C | PANTONE 137 C | PANTONE 137 C | PANTONE 137 C | PANTONE 137 C | PANTONE 137 C | PANTONE 137 C | PANTONE 137 C |

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| | | | | | | | |
| PANTONE Black C | PANTONE Black C | PANTONE Black C | PANTONE Black C | PANTONE Black C | PANTONE Black C | PANTONE Black C | PANTONE Black C |