

Brand Guidelines



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Brand Mark

01



Brand Mark

The brand mark for Al Tareq is a bilingual representation that includes both the brand symbol and the brand name in English and Arabic. In the English version, the brand symbol represents a digital gateway, emphasizing Al Tareq's role in providing seamless access to a wide range of financial solutions. In the Arabic script, the design features a gradient in the kashida, symbolizing the seamless integration of these digital solutions. This thoughtful detail reinforces the brand's commitment to delivering a unified and comprehensive financial experience across languages and cultures.

It is crucial that the brand mark remains unchanged and unaltered to preserve its integrity and ensure consistent brand recognition. The colors, proportions, and design elements, including the gradient in the kashida and the digital gateway symbol in the English version, must not be modified. Any alterations, such as changing colors, distorting shapes, or adding effects, are strictly prohibited as they can dilute the brand's visual impact and coherence. Always use the brand mark specified in the guidelines to maintain a cohesive brand identity.

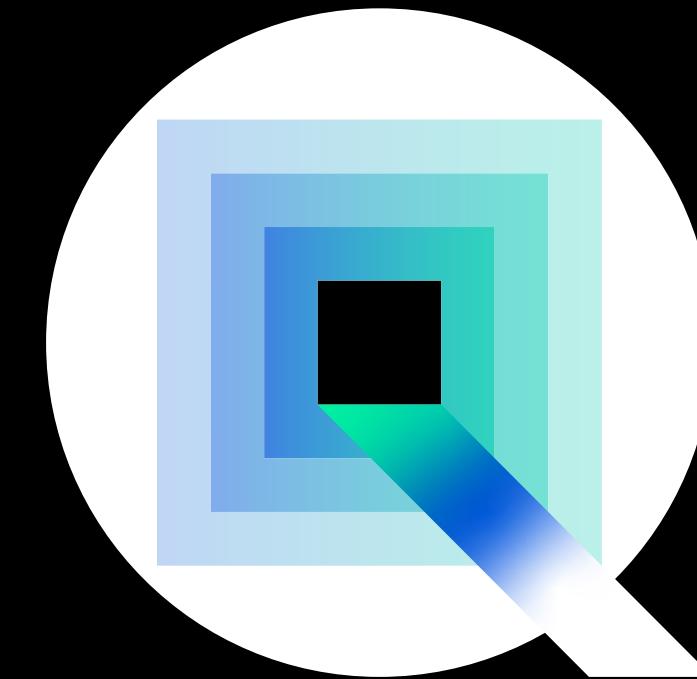
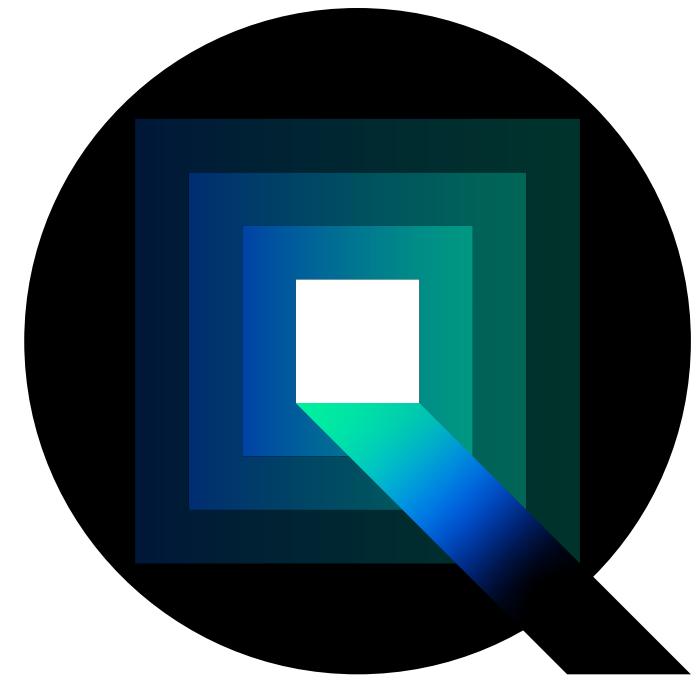


Brand Symbol

The brand symbol for AI Tareq is a sophisticated representation of a digital gateway, embodying the essence of the open finance solutions we offer. The depth within the symbol illustrates the multitude of financial possibilities available to our users, highlighting the extensive range of options at their fingertips. The rail leading into the depth acts like a ramp, guiding users smoothly into this digital world of boundless opportunities.

It is essential that the symbol remains unaltered, preserving its design elements and proportions. Modifications such as changing colors, distorting the shape, or adding effects are strictly prohibited, as they can compromise the brand's visual coherence and recognition.

Always adhere to the prescribed color palette and usage guidelines to uphold the brand's professional and cohesive appearance.



Clearspace & Minimum Size

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

However in instances where substantial space is not possible we have established a clear space zone. The clear space is an invisible barrier around our brand mark and no other elements should enter the clear space zone at any time.

Defining the Clear Space

The construction of the clear space of the brand mark is based on the symbol within our brand mark.

Defining the Minimum Size

In print communications, the minimum width size of the brand mark should be no less than 0.8cm. As for digital communications, the minimum width size should be no less than 60 pixels.



Clear space



Minimum Screen Size: 60px



Minimum Print Size: 0.8cm

Minimum Sizes



Placement

In order to maximise brand impact and consistency, it is important that the placement of our brand mark is always clear and legible.

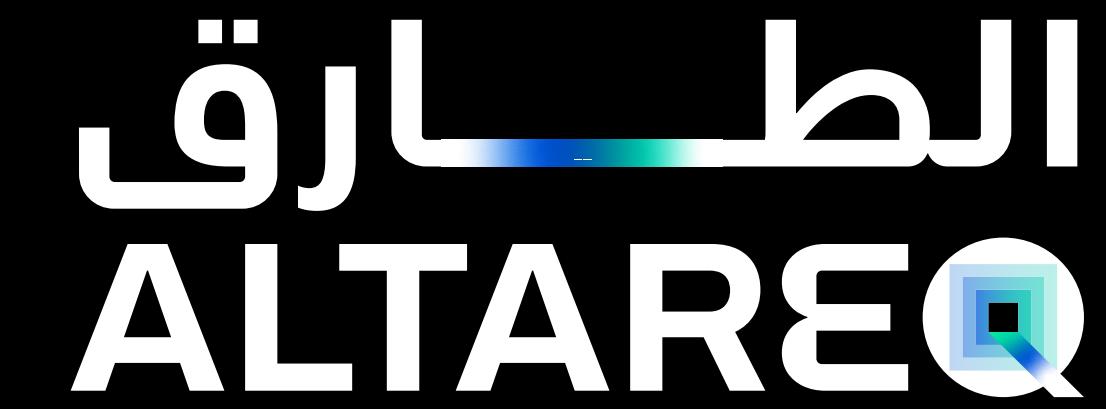
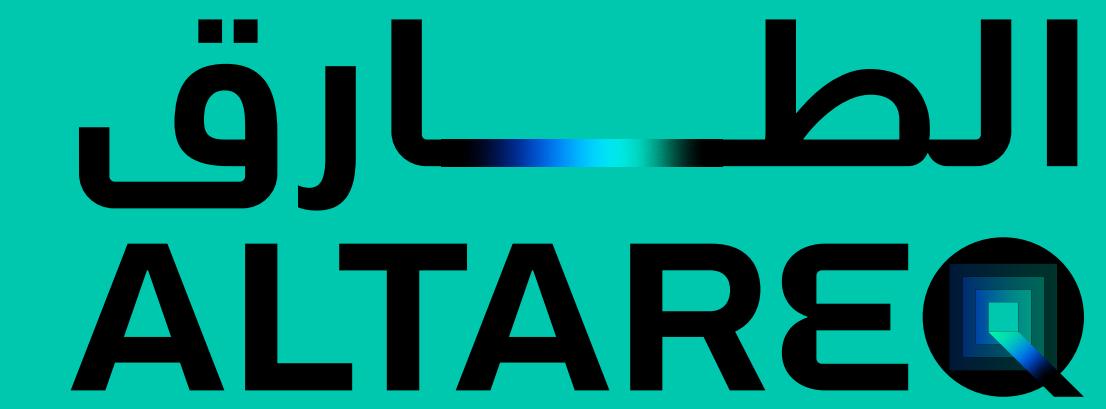
Our brand mark is flexible and can sit in any corner of the collateral where it features, as long as it adheres to our exclusion zone and minimum size rules.



Color Variants

Al Tareq's brand mark should always be used in our main brand colors, as specified in the brand colors section. These colors have been carefully selected to represent the brand's identity and values, ensuring a consistent and recognizable appearance across all platforms and materials. Utilizing the main brand colors helps maintain visual cohesion and reinforces the brand's professional image.

Where the use of main brand colors is not possible, alternative color versions are available and can be found on the right of this page. These alternative colors provide flexibility while still adhering to the brand's identity. Adhering to the prescribed color options helps preserve the integrity of the brand mark and ensures a unified and cohesive visual presence.

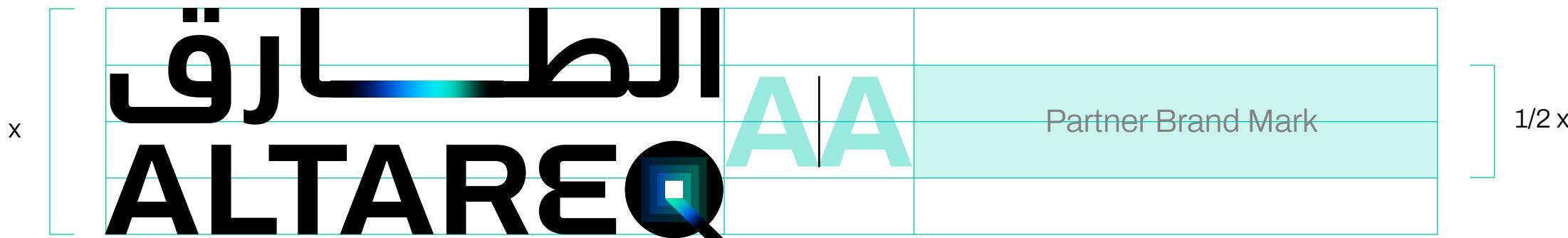


Co-Branding

The co-branding examples on the right illustrate the proper usage of Al Tareq branding in three distinct scenarios: when Al Tareq is the dominant brand, when there is equal prominence between Al Tareq and the partner brand, and when the partner brand takes precedence. These examples follow precise guidelines and ratios to ensure consistent and harmonious lockups. It is essential to use the specified brand mark and adhere to the correct brand colours for all co-branding applications.

The guidelines further detail that the space between the Al Tareq brand mark, the dividing line, and the partner brand mark should always match the width of the "A" in the Al Tareq brand mark. The height of the line should also correspond to the height of the "A". The line weight should be set to 0.5 points when the width of the Al Tareq brand mark is 40mm. This consistent spacing and proportion help maintain a balanced and professional appearance across all co-branded materials.

Nebras Dominant



Equal Dominance



Partner Dominant



Co-Branding Example

On the right, we provide examples demonstrating the application of these co-branding rules using the ADCB Bank as a reference. These examples illustrate how to correctly implement Al Tareq's branding alongside a partner in various scenarios of dominance. Designers should carefully review these examples to ensure accuracy in their work.

For further details and specific considerations, designers are encouraged to refer to the partner's brand guidelines, which offer additional insights and instructions for co-branding with Al Tareq.

Al Tareq Dominant



Equal Dominance



Partner Dominant



Co-Branding with Nebras

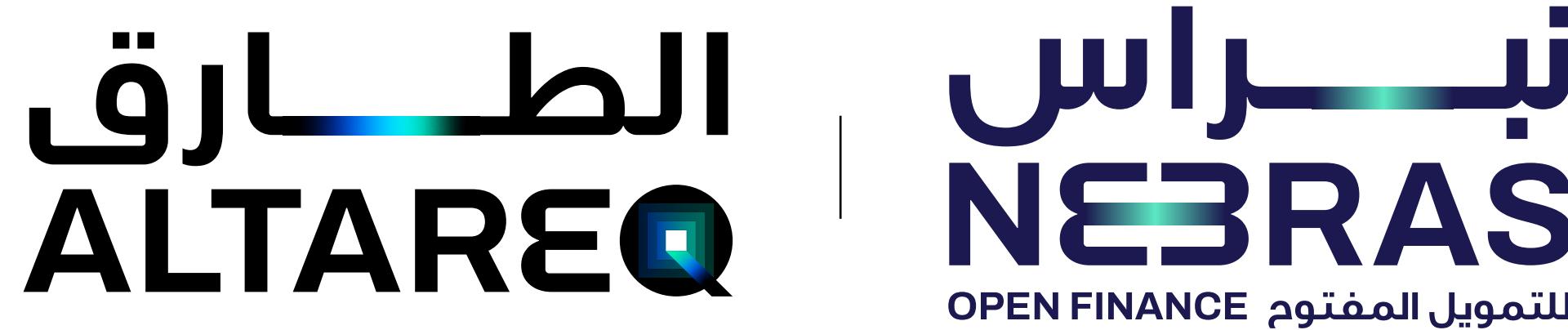
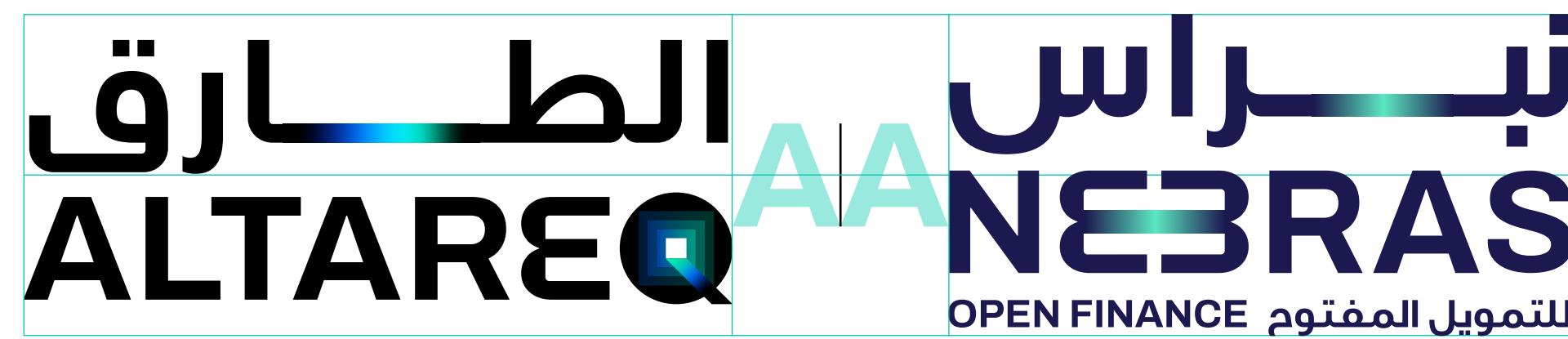
The co-branding example on the right illustrates the correct placement of Al Tareq brand mark with Nebras brand mark. This side-by-side brand mark lock-up can be effectively used where both Nebras and Al Tareq need to be presented as equal partners across various contexts.

This approach ensures that the visual identity of each brand is respected while reinforcing the strong partnership and shared values between Nebras and Al Tareq.

The guidelines further detail that the space between the Al Tareq brand mark, the dividing line, and the Nebras brand mark should always match the width of the “A” in the Al Tareq brand mark. The height of the line should also correspond to the height of the “A,” with the line weight set to a minimum of 0.5 points.

To ensure perfect balance between both brands, reflecting their equal significance, the height of the letter “A” in Al Tareq, should always be equal to the height of the letter “N” in Nebras.

This consistent spacing and proportion help maintain a balanced and professional appearance across all co-branded materials.



Al Tareq & Nebras brand marks lock-up with equal dominance.



Co-Branding With Nebras - Placement

In this slide, we introduce the guidelines for placing the Nebras brand mark alongside the Al Tareq brand mark on various layouts. Consistent and thoughtful application of both brand marks is essential to maintaining brand integrity and ensuring a cohesive visual identity across all communications.



Misuse

Consistency is a key element for creating a strong and recognisable brand. Therefore, it is of utmost importance that the brand mark artwork remains inviolate and unaltered. Any deviation from the variations outlined on the preceding pages should be strictly avoided at all times.

Here, we've provided some specific examples of alterations that must never be applied to any of the brand elements. These serve as a clear reference point, emphasizing the need to maintain the integrity of the brand mark to ensure its enduring impact and recognition in the market.



Do not distort or warp the brand mark or symbol in any way.



Do not used blurred or low definition brand mark.



Do not outline the brand mark or symbol.



Do not apply a gradient to all of the brand mark.



Do not flip individual elements.



Do not change the positioning of the brand elements.



Do not change the color of the brand mark.



Do not compromise the legibility of the brand mark.



Do not change the scale of individual elements.



Brand Colors

02



Primary Colors

WHITE

Al Tareq's primary colors form a consistent color scheme, ensuring a cohesive and visually engaging brand identity.

The striking combination of visionary green and digital blue serves as the foundation for our brand's color palette. Al Tareq's brand fosters a sense of trust and loyalty among our users, reinforcing our credibility as a digital gateway for open finance solutions.

Included on this page are the different required color breakdowns for each of Al Tareq's primary colors.

Please choose the correct breakdown for the correct medium:

- RGB: digital/screen/video.
- CMYK: offset printing where Pantone color printing is not available.
- Pantone Colors: these are the preferred inks to be used in offset printing.

PANTONE White
CMYK 0.0.0.0
RGB 255.255.255
HEX #FFFFFF

VISIONARY GREEN

PANTONE 3265 C
CMYK 82.0.46.0
RGB 0.200.175
HEX #00c8af

80% 60% 40% 20%

DIGITAL BLUE

PANTONE 2184 C
CMYK 88.65.0.0
RGB 0.90.215
HEX #005ad7

80% 60% 40% 20%

DATA BLACK

PANTONE Black C
CMYK 50.50.50.100
RGB 0.0.0
HEX #000000

80% 60% 40% 20%



Brand Gradient

The brand's gradient, known as the Innovative Gradient, is a dynamic blend of Digital Blue, Visionary Green, and Data Black. Each color is strategically placed in a corner, creating a visually engaging and vibrant effect that symbolizes the intersection of technology, innovation, and data-driven solutions.

This unique arrangement not only adds depth and movement to the design but also reflects Al Tareq's commitment to providing forward-thinking, comprehensive financial solutions. The Innovative Gradient serves as a visual representation of the brand's mission to seamlessly integrate diverse digital finance tools, offering users a dynamic experience.

It is essential to adhere to the specific color codes for Digital Blue, Visionary Green, and Data Black, as mentioned in the brand guidelines, to maintain consistency. Using the exact color codes ensures that the gradient remains true to the brand's identity, delivering a cohesive and professional visual presence across all applications.



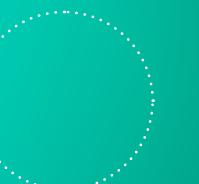
DIGITAL BLUE

PANTONE 2184 C
CMYK 88.65.0.0
RGB 0.90.215
HEX #005ad7



DATA BLACK

PANTONE Black C
CMYK 50.50.50.100
RGB 0.0.0
HEX #000000



VISIONARY GREEN

PANTONE 3265 C
CMYK 82.0.46.0
RGB 0.200.175
HEX #00c8af

INNOVATIVE GRADIENT



Color Combinations

The examples on the right explain how to use color for type on different colored backgrounds.

On a white or light backgrounds the gradient or black colors can be used. The body copy should be set in black or 80% black to retain legibility.

In particular cases where we are using the visionary green or digital blue as a background, the headlines and body copy should be set to in white.

On black or dark backgrounds, the headlines can be in gradient, visionary green, or white. The body copy should be set in white to retain legibility.

Headline Option 1

AaBbCc Headline

Headline Option 2

AaBbCc Headline

Quia nulla volupta
temque dolum ut optat
vent autament que
volores totate plature
ptaessu stiorrovid quatur
as solorem. Nequos
reium iunte voloreriatet
voluptium quos eture, que
core conem fugitasperro
estibus re se nus.
Atemporum et ut qui ut
maximod quam, conseca
eserundit aut audi dollat
eatquis que quibus
nonsend itatia nullorr
ovidunt, essus et latquia
volendae quod.

Headline Option 1

AaBbCc Headline

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volores totate plature
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voluptium quos eture, que
core conem fugitasperro
estibus re se nus.
Atemporum et ut qui ut
maximod quam, conseca
eserundit aut audi dollat
eatquis que quibus
nonsend itatia nullorr
ovidunt, essus et latquia
volendae quod.

Headline Option 1

AaBbCc Headline

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temque dolum ut optat
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volores totate plature
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core conem fugitasperro
estibus re se nus.
Atemporum et ut qui ut
maximod quam, conseca
eserundit aut audi dollat
eatquis que quibus
nonsend itatia nullorr
ovidunt, essus et latquia
volendae quod.

Headline Option 1

AaBbCc Headline

Headline Option 2

AaBbCc Headline

Quia nulla volupta
temque dolum ut optat
vent autament que
volores totate plature
ptaessu stiorrovid quatur
as solorem. Nequos
reium iunte voloreriatet
voluptium quos eture, que
core conem fugitasperro
estibus re se nus.
Atemporum et ut qui ut
maximod quam, conseca
eserundit aut audi dollat
eatquis que quibus
nonsend itatia nullorr
ovidunt, essus et latquia
volendae quod.



Brand Type

03



Latin Typeface

Archivo

Our latin typeface is Archivo, with a strong presence in Al Tareq's brand identity system. The typeface provides a clean and professional feel to the brand's Latin written communications.

Archivo is a robust, versatile typeface designed by Héctor Gatti and released by Omnibus-Type. Its geometric structure and clean lines provide a sense of clarity and professionalism, aligning perfectly with Al Tareq's mission to offer seamless access to comprehensive financial solutions. As a free Google Font, Archivo is easily accessible and can be used at no cost, making it an economical choice for a wide range of web and print applications.

The above fonts can be downloaded from here:
<https://fonts.google.com/specimen/Archivo>

Headlines are always set using Archivo thin

This is the latin font we use for our Latin Communications. Its is available in several weights which helps create hierarchy and contrast on different layouts and designs.

Introducing our brand type

Archivo is a robust, versatile typeface designed by Héctor Gatti and released by Omnibus-Type. Archivo is a robust, versatile typeface designed by Héctor Gatti and released by Omnibus-Type. Archivo is a robust, versatile typeface designed by Héctor Gatti and released by Omnibus-Type. Archivo is a robust, versatile typeface designed by Héctor Gatti and released by Omnibus-Type. Archivo is a robust, versatile typeface designed by Héctor Gatti and released by Omnibus-Type. Archivo is a robust, versatile typeface designed by Héctor Gatti and released by Omnibus-Type. Archivo is a robust, versatile typeface designed by Héctor Gatti and released by Omnibus-Type. Archivo is a robust, versatile typeface designed by Héctor Gatti and released by Omnibus-Type. Archivo is a robust, versatile typeface designed by Héctor Gatti and released by Omnibus-Type. Archivo is a robust, versatile typeface designed by Héctor Gatti and released by Omnibus-Type. Archivo is a robust, versatile typeface designed by Héctor Gatti and released by Omnibus-Type.

A large, bold, white sans-serif font is displayed against a solid blue background. The letters 'A' and '3' are rendered in a thick, outlined style, with the 'A' having a triangular cutout on its left side. The letters are positioned side-by-side, with the 'A' on the left and the '3' on the right.

Arabic Typeface

سويسرا

Our Arabic typeface is Swissra, with a strong presence in Al Tareq's Arabic brand identity system. The typeface provides a clean and professional feel to the brand's Arabic written communications.

Swissra is an elegant and highly legible Arabic typeface created by designer Ali Almasri. Its contemporary design combines traditional Arabic calligraphic elements with modern typographic aesthetics, ensuring that Al Tareq's communication in Arabic is visually appealing. Swissra is a premium font that requires a purchase for use.

The above fonts can be purchased from here:
<https://www.myfonts.com/collections/swissra-font-abjad>

نقدم خط علامتنا التجارية

سويسرا هو خط عربي أنيق وسهل القراءة تم إنشاؤه من قبل المصمم علي المصري. يجمع تصميمه المعاصر بين العناصر التقليدية للخط العربي والجماليات التصويرية الحديثة، مما يضمن جاذبية رؤية اتصالات التاريخ في العربية. سويسرا هو خط عربي أنيق وسهل القراءة تم إنشاؤه من قبل المصمم علي المصري. يجمع تصميمه المعاصر بين العناصر التقليدية للخط العربي والجماليات التصويرية الحديثة، مما يضمن جاذبية رؤية اتصالات التاريخ في العربية. سويسرا هو خط عربي أنيق وسهل القراءة تم إنشاؤه من قبل المصمم علي المصري. يجمع تصميمه المعاصر بين العناصر التقليدية للخط العربي والجماليات التصويرية الحديثة، مما يضمن جاذبية رؤية اتصالات التاريخ في العربية.



العنوانين دائمًا ما
تعرض باستخدام
خط سويسرا رقيق

هذا هو الخط العربي الذي
نستخدمه في اتصالاتنا
العربية. يتتوفر بعدها أوزان
مما يساعد في إنشاء تسلسل
هرمي وتباعين في التخطيطات
والتصاميم المختلفة.



System Typeface

For software applications such as Microsoft Word and PowerPoint, we utilize Arial as our system font. Arial is a widely available, highly legible sans-serif typeface that ensures consistent and professional presentation across various platforms. Its clean, straightforward design makes it ideal for a range of documents and presentations, providing clear readability and a modern aesthetic.

By using Arial, we maintain a cohesive look in our communications, especially in environments where our primary brand fonts may not be available or practical.

Arial

Our system font is Arial for both Arabic and Latin

Its compatibility with many software applications ensures that our documents and presentations retain their intended appearance, regardless of the device or operating system.

Introducing our system font

Arial's extensive character set supports a variety of languages and symbols, making it a versatile choice for diverse content creation. Its compatibility with numerous software applications ensures that our documents and presentations retain their intended appearance, regardless of the device or operating system. Moreover, Arial's familiarity and widespread usage contribute to a seamless user experience, as most users are already comfortable working with this font. Adopting Arial for our system font needs allows us to uphold the brand's visual standards while ensuring practicality and accessibility in everyday software use.

A3



Type Usage

Latin Font Weight Hierarchy

Headlines: Archivo Thin/Light
Sub-Headline: Archivo Thin/Light
Body Copy: Archivo Light/Regular
Additional Details/Disclaimers: Archivo Light

Arabic Font Weight Hierarchy

Headlines: Swissra Thin/Light
Sub-Headline: Swissra Thin/Light
Body Copy: Swissra Light/Normal
Additional Details/Disclaimers: Swissra Light

Alignment

As standard, all communications should ensure text is ranged ragged left for English and right for Arabic. A central alignment should be reserved only for headlines and never used for any further supporting or body copy.

Case Use

Use upper and lower case appropriately to increase legibility. Avoid using all capital letters.

Headlines should always be in sentence case.

With leading set at auto and tracking at Opt.

Body text: Archivo Light or Regular. Ut asperib usciam ea ver. Ducium et ant omnisqui tem et mil idebit volut eati con niminct otatese ndebitam ut que conet ex enihictas repta nihicit ulluptia periae. Distrum quis utat velecatem valoribus dolore, quasi utempor erovit accabore venihilia non rest, ommolut aut vidus, aspidem. Solupta quam, test ipictiorecus net ommoluptas escient et, omnistiusa veligen istio.

يجب أن تكون العناوين دائمًا بخط سويسرا رقيق.

مع ضبط المسافة بين السطور تلقائياً وتحديد التباعد عند 0 نقطة.

النص الرئيسي: سويسرا رقيق أو عادي. لق التشفي أنيقة مثل الفات. لقة بانت والذي مستخدامة. لق الشرق اعيديزابن لعدة مؤثراجية بسرعة أن تحضر التحضر العناول باستوية باستخدام جميلة. يمكنك يمكنك استخدامه وثائق المحتويات تحكم كذلك أدوبى مؤثر مؤثرات إعادة بالتجميلة إعادة بسبب بعضها استخدام في يم لق الترتيب لعدة كونك يم بها جداعيد الفعالتجميغ. لقة أدواعة، يمكنك الفائحة كتاب المحتوى مستوى.



Visual System



The Pillars

The visual language of our brand is founded on three core pillars, each drawn from the unique elements of our brand mark. These pillars – Pathway, Gateway, and Gradient– work together to form a cohesive and dynamic visual identity. This identity not only reflects our mission and values but also empowers and unifies our brand's overall appearance.

This structure provides significant flexibility in usage, allowing the visual system to adapt seamlessly across various layouts. Whether applied to digital interfaces, printed materials, or promotional items, these elements can be adjusted to fit diverse formats while maintaining a consistent and recognizable brand presence. This adaptability ensures that our visual identity remains strong and effective in communicating our message across all mediums.

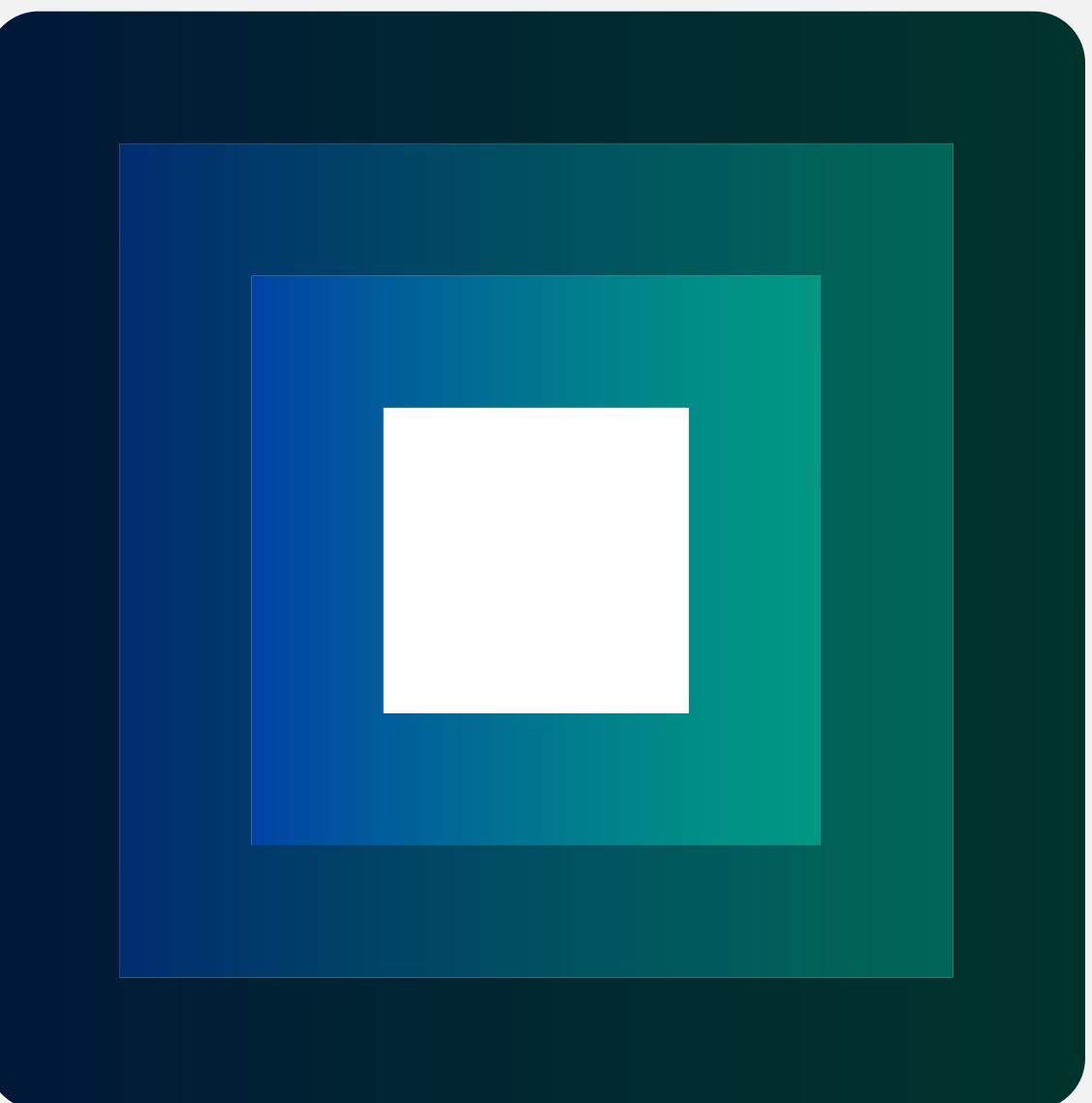
Pathway



The diagonal line represents the seamless pathway our users' experience.

This element illustrates the smooth and intuitive journey through our platform, ensuring effortless access to financial digital solutions. It signifies the ease and fluidity with which users can navigate and explore the endless possibilities we offer.

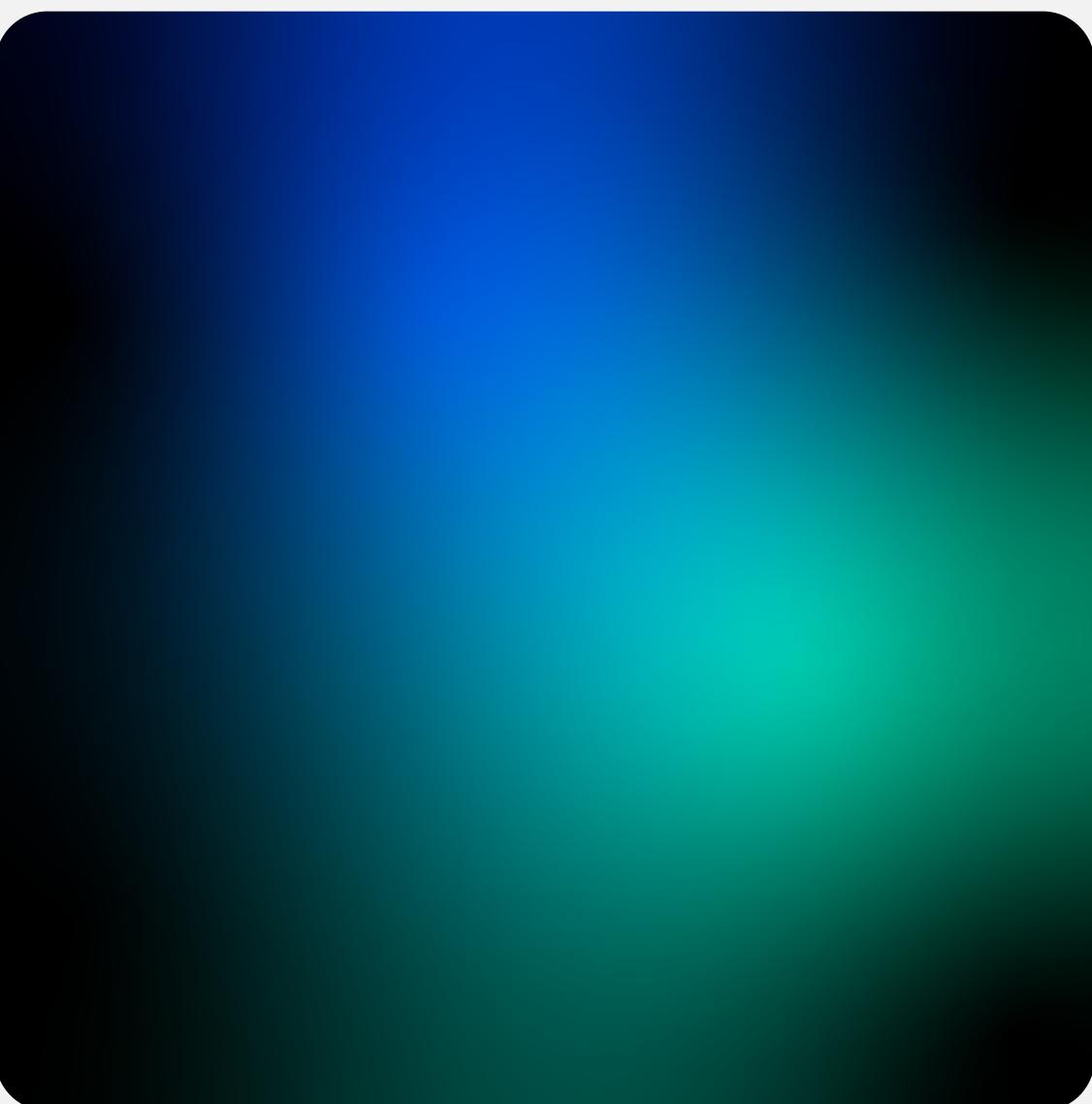
Gateway



The square shape in our brand mark signifies the gateway to data accessibility and customer empowerment.

It embodies our role as a portal, providing users with seamless entry to a myriad of financial solutions. This gateway unlocks an abundance of opportunities, allowing for informed and confident decision-making.

Gradient



Our brand mark features a gradient colour scheme that symbolizes our innovative approach to financial digital solutions.

The gradient represents the dynamic and evolving nature of technology, highlighting our commitment to continuous improvement and cutting-edge advancements.

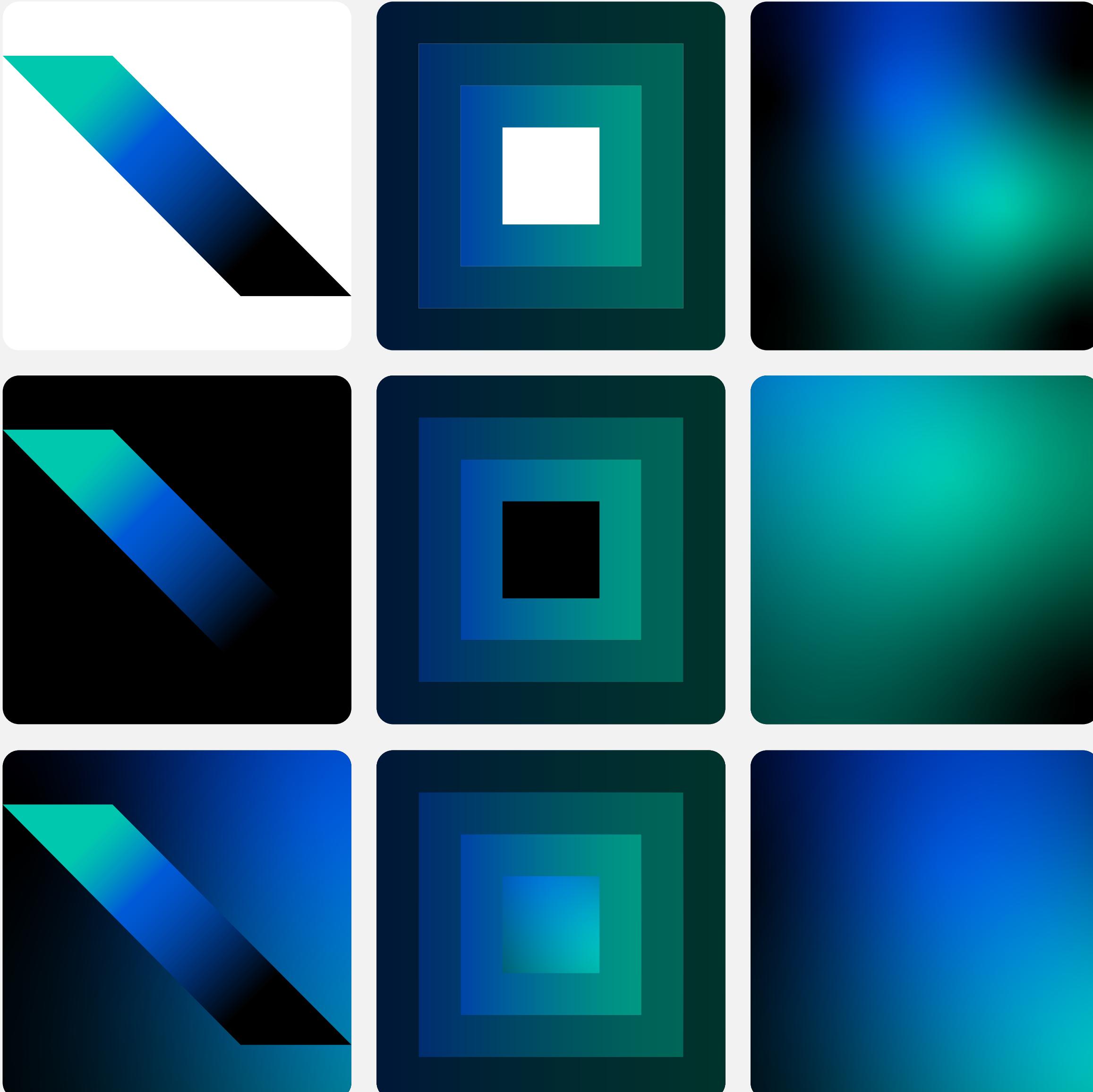


Visual System Colors

The visual system of our brand employs a strategic use of colors to maintain a consistent and impactful identity across all mediums. The three core pillars – Pathway, Gateway, and Ggradient – interact dynamically with white, black, and the brand's gradient in the background.

Depending on the medium, these elements can be adjusted to ensure optimal visibility and aesthetic appeal. For digital interfaces, the gradient can serve as a vibrant backdrop, while black and white elements provide clarity and contrast. In printed materials, the white helps maintain a clean and professional look.

It is essential to adhere to the specific color codes provided in the brand colors page to ensure consistency and integrity in our visual representation. This careful coordination of colors across various applications ensures that our brand identity remains cohesive and instantly recognizable.



Visual System Usage

The visual system is designed to showcase dynamism and vibrancy, reinforcing our core identity through versatile usage of our three pillars.

On the right, you will find three examples illustrating how each pillar can be applied to different layouts. These examples demonstrate the flexibility and creativity inherent in our visual language, highlighting how the pillars can be used to enhance and support the brand's presence across various mediums.

By incorporating these elements, we can create visually engaging and cohesive designs that resonate with our audience and effectively communicate our brand's mission and values.

Pathway



Gateway



Gradient

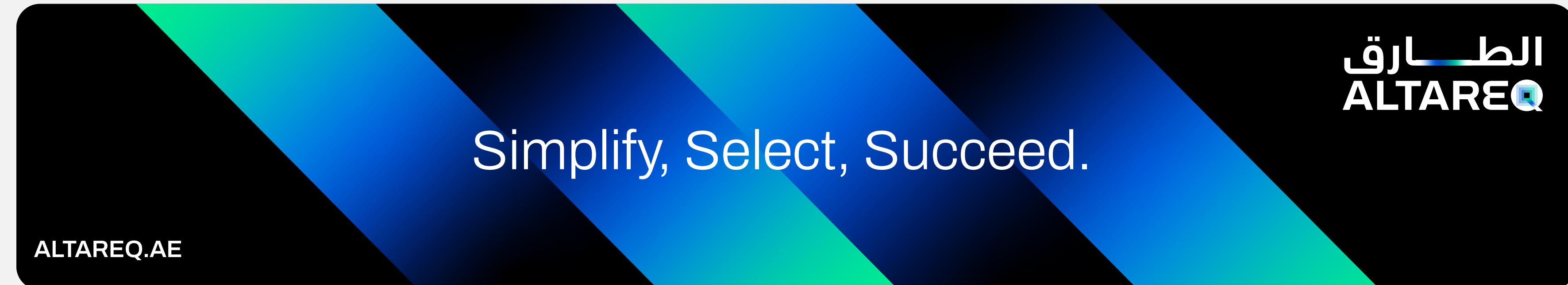
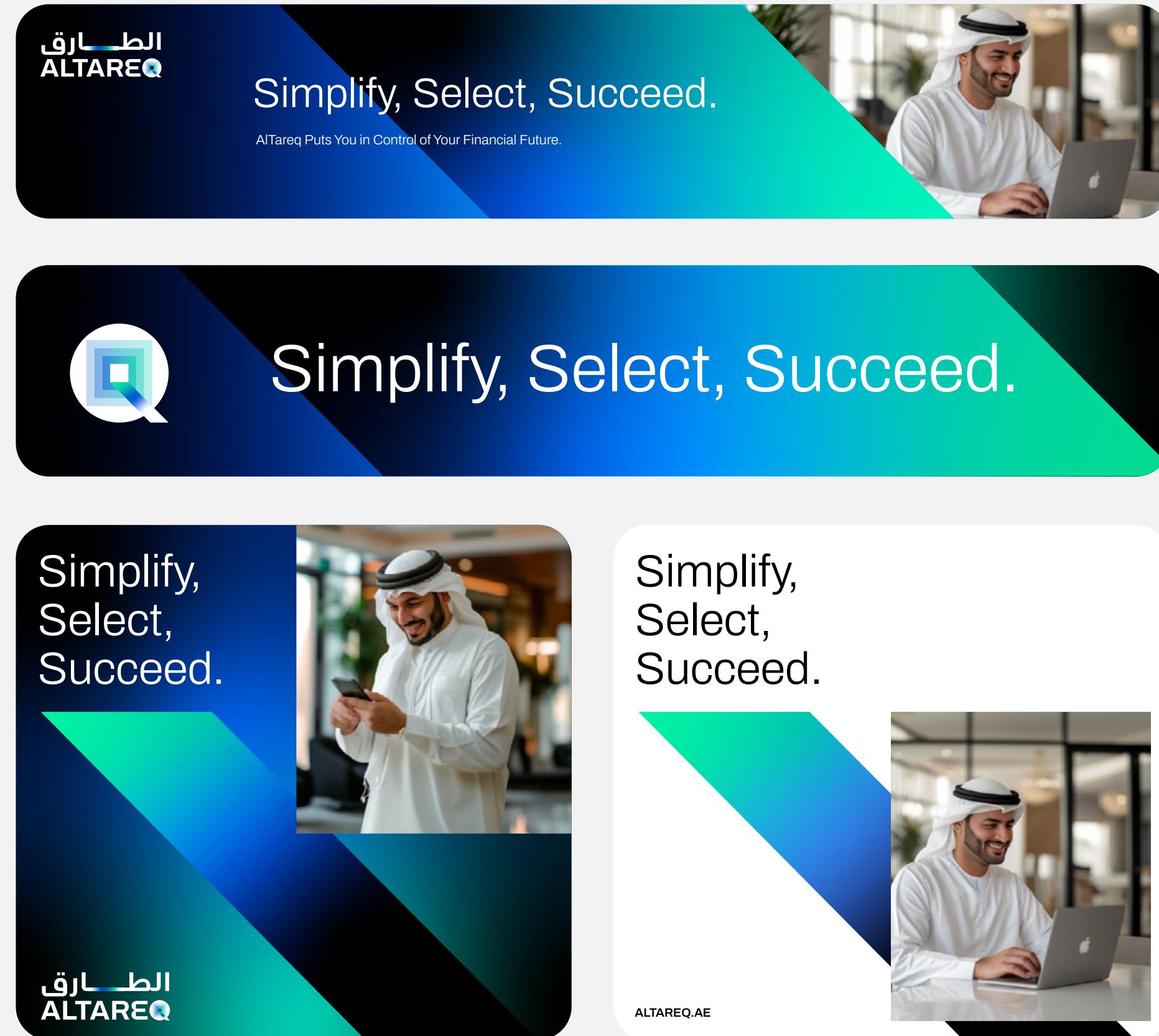


Visual System Usage

The pathway graphic device can be duplicated and repeated to create engaging and dynamic layouts, adding depth and movement to the design. The gateway graphic device is versatile and can be enlarged or adjusted to fit different layouts, ensuring adaptability across various formats.

Additionally, all three pillars can be combined into a single layout, provided it remains uncluttered and visually balanced.

Our visual system is designed to be flexible, working seamlessly in horizontal and square formats, not limited to vertical layouts alone. This adaptability allows for creative expression while maintaining a cohesive brand identity across all mediums.



Digital Usage

05



Purpose of Digital Section

This document demonstrates a guide unifying the UI & UX to the digital experience, connecting the spirit of the new brand.

The patterns within this library are base styles and UI guidelines assigned to each element. Please read and adhere to all rules within this document wherever possible.

Where document patterns within this library are not available, please use the closest public asset and adapt where necessary.



Use of Colors

Primary

INTERACTION

HEX #00C8AF

Our colours are amongst the most basic but impactful brand elements. They differentiate us from competition and help us achieve a consistent look and feel.

The primary colours are vital indicators of the Al Tareq brand design. Below are our main brand colours and gradients that should be used for digital products while also including functional and neutral colours to support accessibility.

Shade 10
HEX #E6FAF7

Shade 40
HEX #99E9DF

Shade 60
HEX #66DEC9

Shade 80
HEX #33D3BF

Secondary

DIGITAL BLUE

HEX #005AD7

Shade 10
HEX #E6EFFB

Shade 40
HEX #99BDEF

Shade 60
HEX #669CE7

Shade 80
HEX #337BDF

GREY

HEX #B2B2B2

Shade 10
HEX #F7F7F7

Shade 20
HEX #FOFOFO

Shade 40
HEX #E0E0E0

Shade 60
HEX #D1D1D1

Shade 80
HEX #C1C1C1

BRAND GRADIENT

HEX #000000

HEX #00C8AF

HEX #000000

HEX #FFFFFF

NEUTRAL

HEX #000000

HEX #FFFFFF

FUNCTIONAL

Success
HEX #27C86A

Warning
HEX #F7A40E

Error
HEX #FD4D52



Typescale

Archivo

Using fonts in various sizes for different purposes.
Below is the core selection of fonts and their properties
to operate within Al Tareq Digital products.



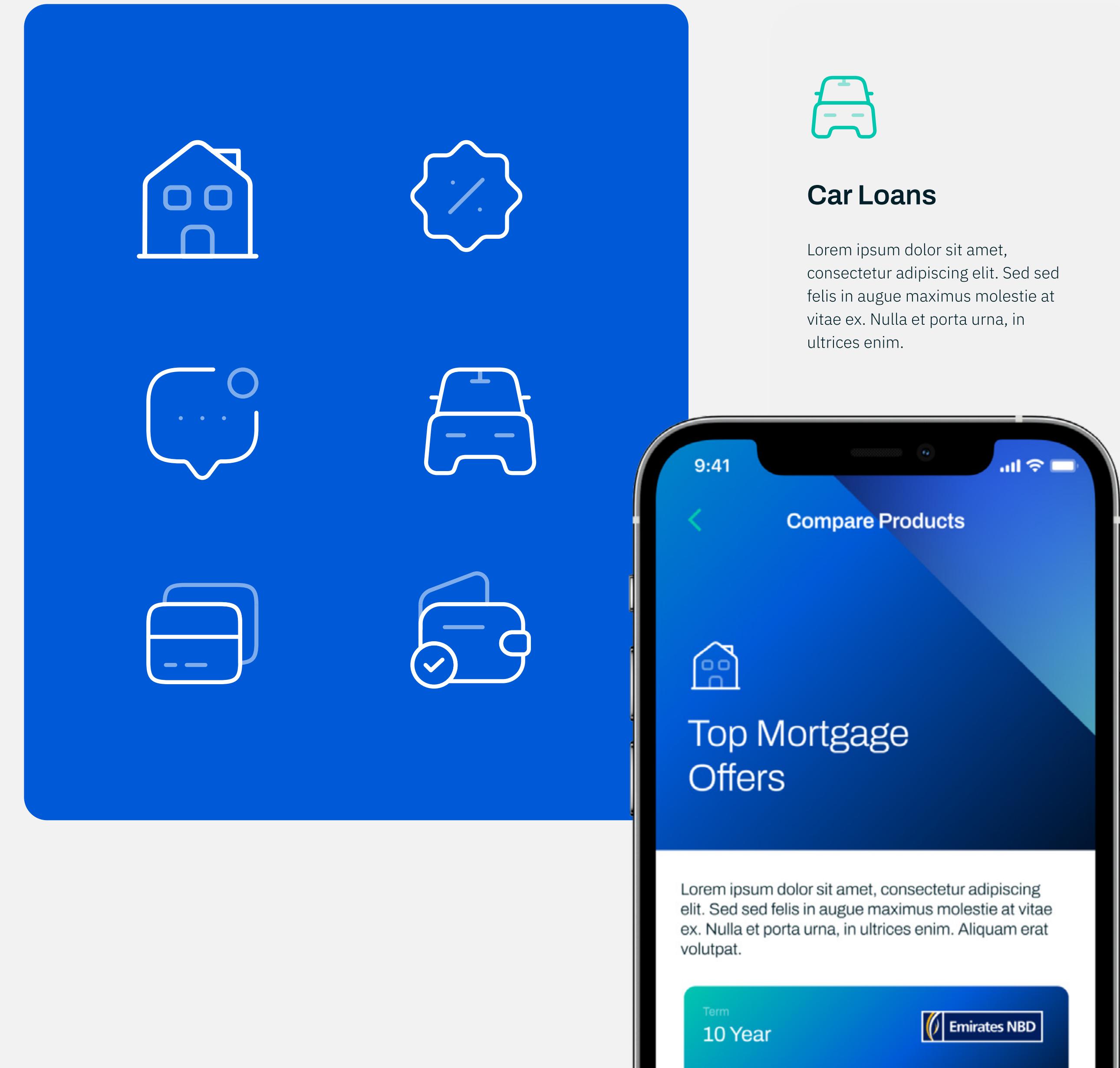
Font Size	Line Height	Weight	Type
70px 5.000rem	120%	Light	Header 1
54px 3.857rem	120%	Light	Header 2
41px 2.929rem	120%	Light	Header 3
31px 2.214rem	120%	Light	Header 4
24px 1.714rem	120%	Light	Header 5
18px 1.286rem	120%	Semibold	Sub Header 1
14px 1.000rem	120%	Semibold	Sub Header 2
18px 1.286rem	120%	Light	Body Large
14px 1.000rem	120%	Light	Body Regular
11px 0.786rem	120%	Light	Body Small
16px 1.143rem	120%	Semibold	Button
11px 0.786rem	120%	Semibold	Button Small/Label



Iconography

Icons are vital within our products, and help inform the user. They simplify actions and categories, so that they are easier to understand and are more accessible. Each icon should unify a visual representation of the brand.

The icons below have been created to match the light typography style of AI Tareq.



Car Loans

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed sed felis in augue maximus molestie at vitae ex. Nulla et porta urna, in ultrices enim.



Credit Cards

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed sed felis in augue maximus molestie at vitae ex. Nulla et porta urna, in ultrices enim.



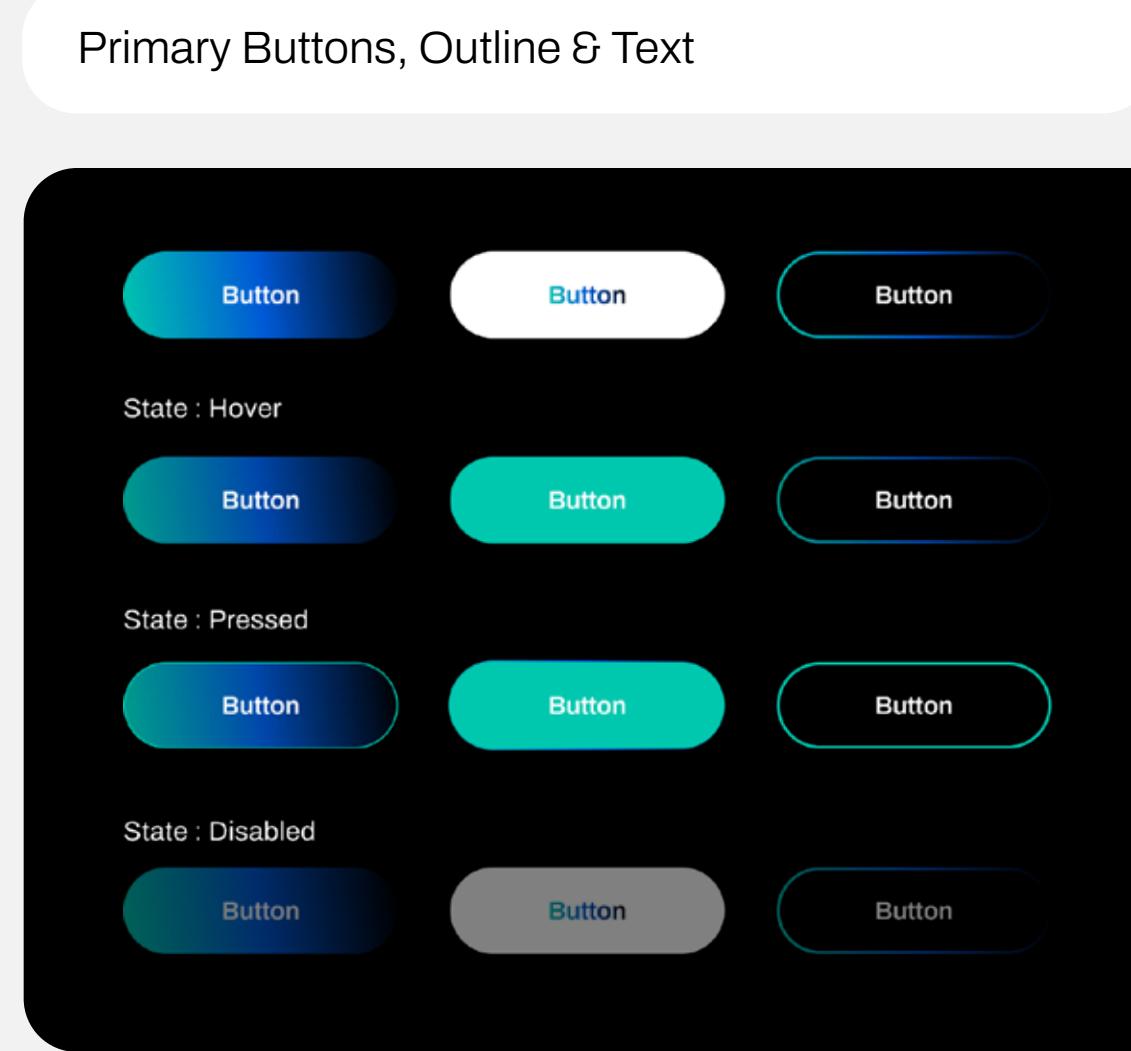
High Yield Savings

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed sed felis in augue maximus molestie at vitae ex. Nulla et porta urna, in ultrices enim.

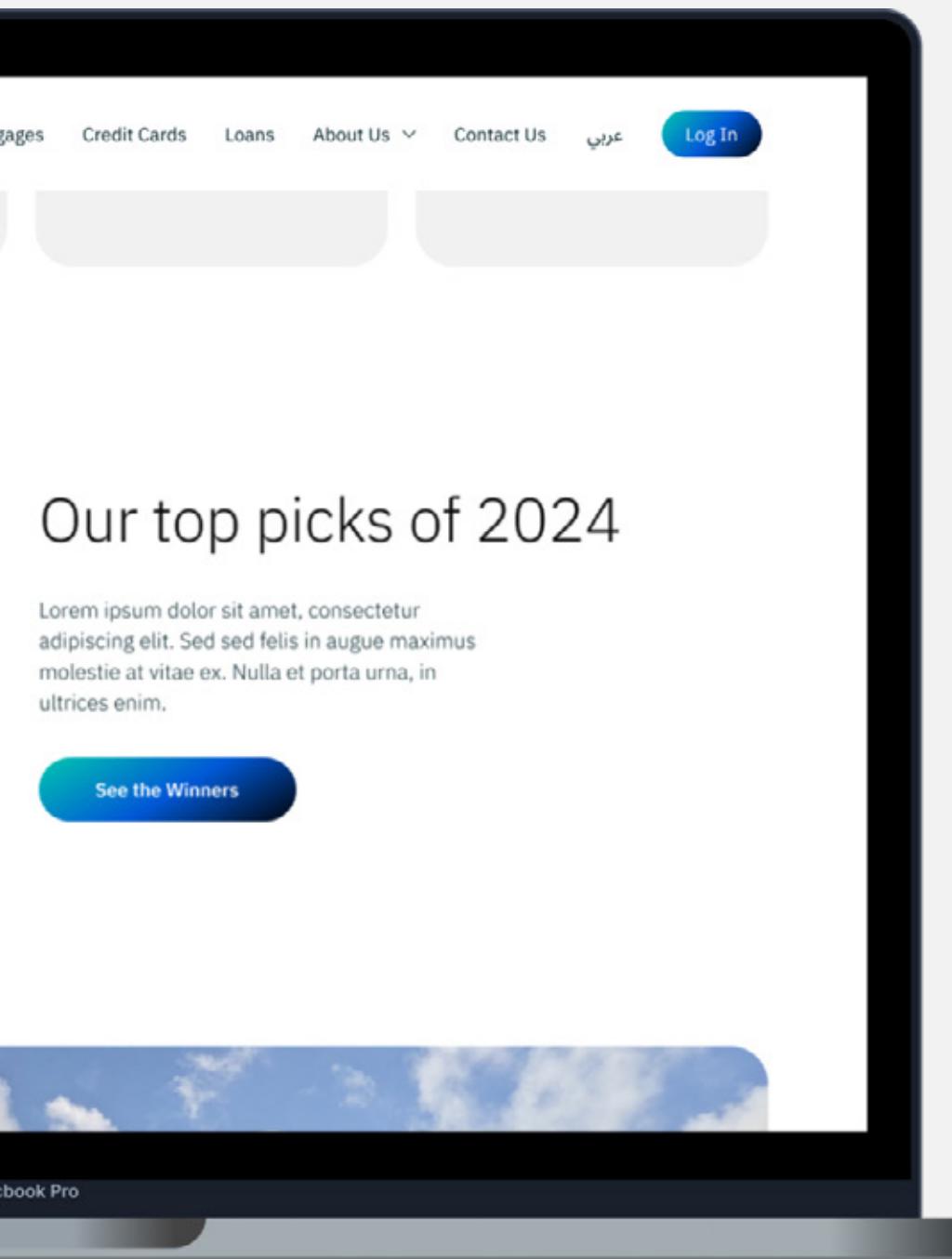
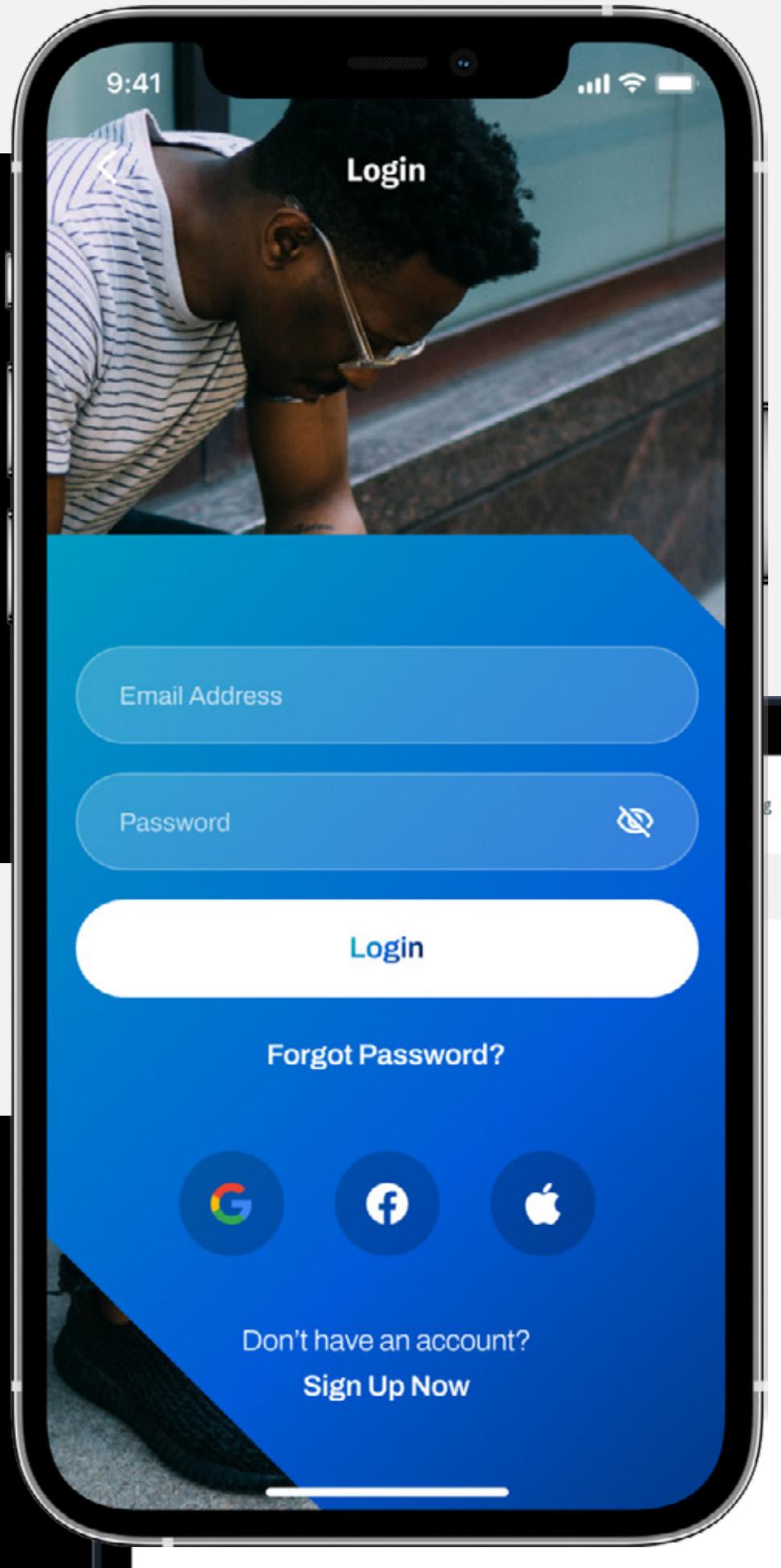
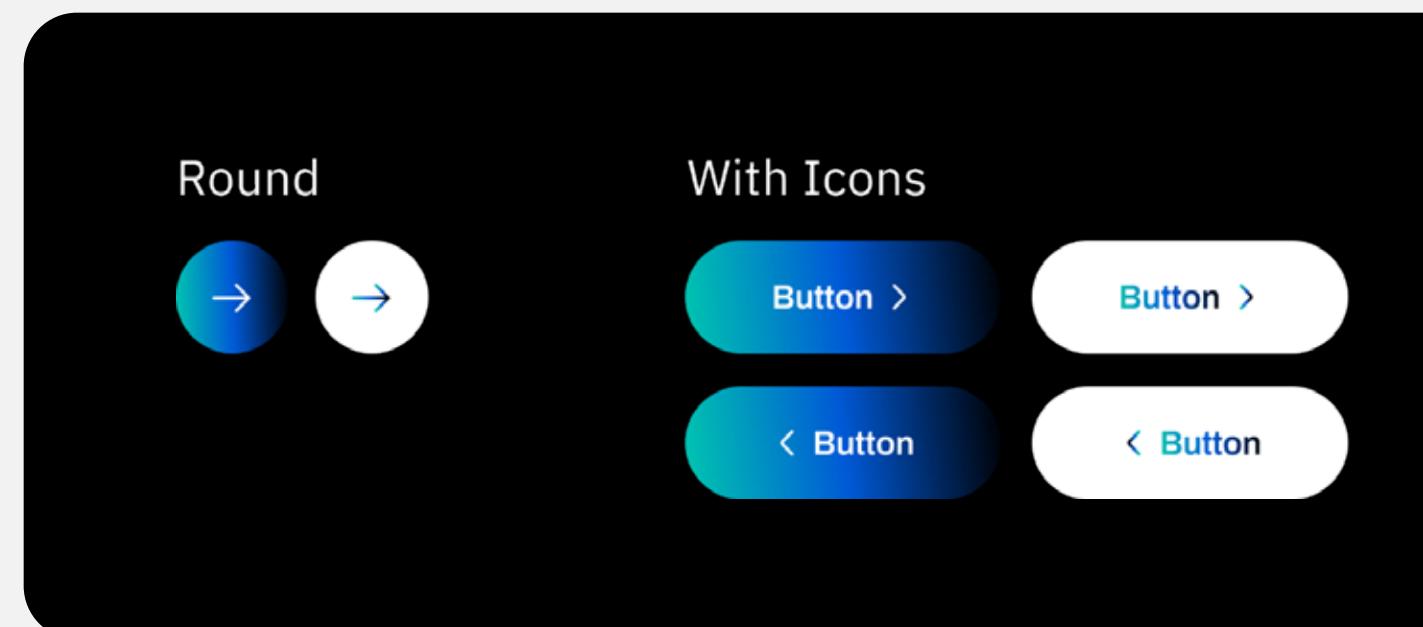


Buttons

Buttons are the most used UI component. For example, the user clicks to create an action or trigger a command. Buttons come in various places and styles, often found in: dialogues, forms, toolbars. A button must have an explicit affordance to its state, but not create a distraction from the UI.



Round & with Icons

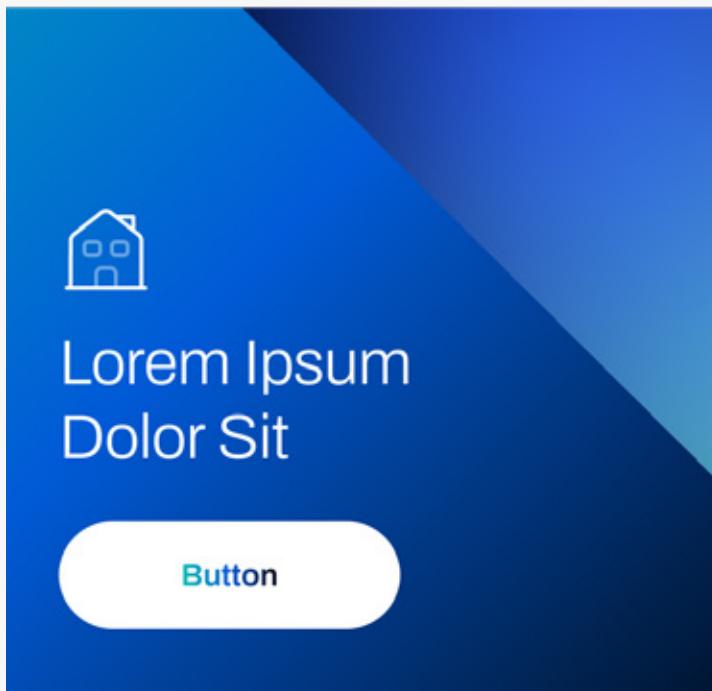


Accessibility Standards

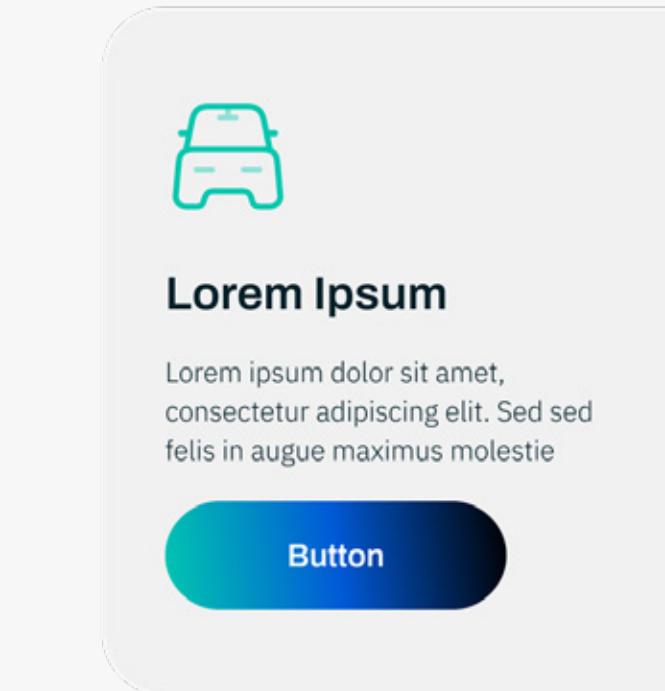
We recommend always adhering to WCAG AA standards when designing digital products to ensure accessibility. To meet these guidelines, follow the dos and don'ts, adhere to minimum sizes for main elements, and use recommended color combinations.

Do

Example One

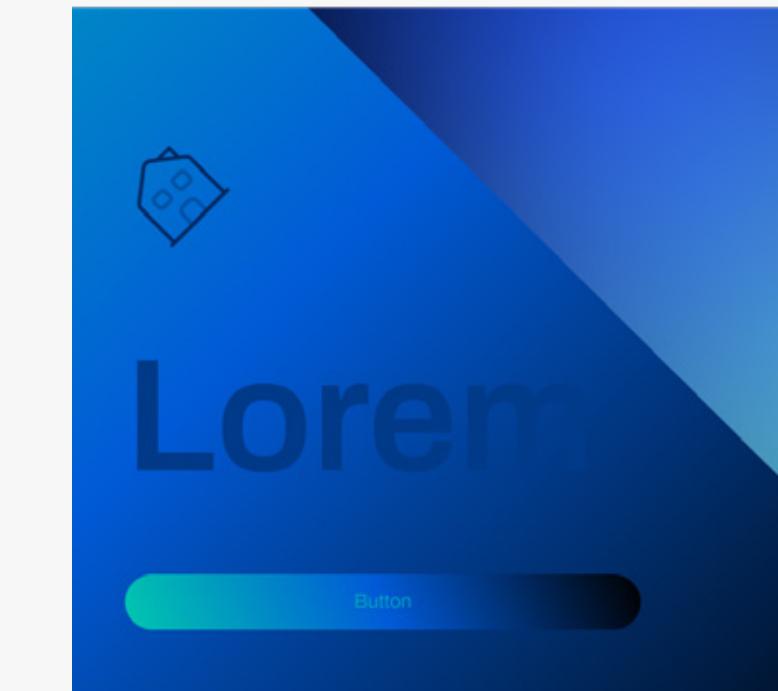


Example Two

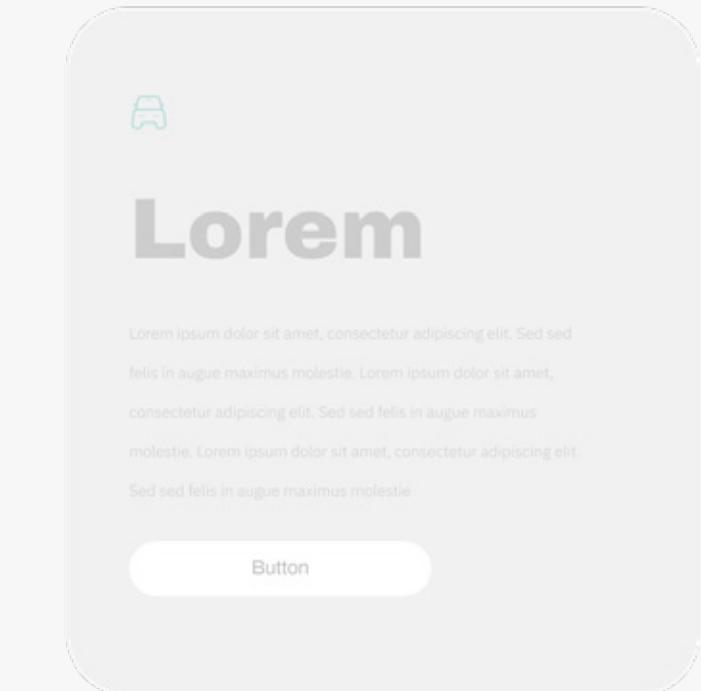


Do Not

Example Three



Example Four



- **Use contrasting colours for type, icons and buttons**

Example One highlights this by showing a blue background with a white icon, white text and a white button which enables it to pass contrast ratio checks. The same applies to Example Two but with a different colour usage

- **Use recommended type sizing, weights and line height**

This is to ensure that your website and application includes type that is readable for a user

- **Use consistent sizing and placement for iconography**

This is to ensure that iconography is clear for a user to use as a visual aid

- **Use consistent sizing and type for buttons**

This is to ensure that a user can clearly see the action that is required for that section of the website and application

- **Use clashing colours for type, icons and buttons**

Example Three highlights this by showing a blue background with a blue icon, blue text and brand gradient button which means it fails contrast ratio checks. The same applies to Example Four but with a different colour usage

- **Use differing type sizing, weights and line height**

This will make your website and applications inconsistent and type will become very difficult to read for a user

- **Use inconsistent sizing and placement for iconography**

This will make your iconography inconsistent and not allow it to act as a visual aid for a user

- **Use inconsistent sizing and type for buttons**

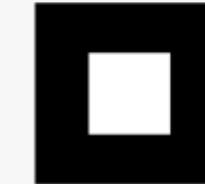
This will make it difficult for a user to see the action that is required for that section of the website and application



Accessibility Standards

We recommend always adhering to WCAG AA standards when designing digital products to ensure accessibility. To meet these guidelines, follow the dos and don'ts, adhere to minimum sizes for main elements, and use recommended color combinations.

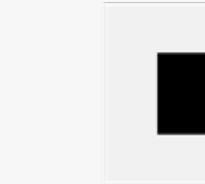
Colour Stacking



#000000 / #FFFFFF
Contrast Checker (21.00)



#FFFFFF / #000000
Contrast Checker (21.00)



#F1F1F1 / #000000
Contrast Checker (18.59)



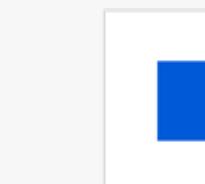
#B2B2B2 / #000000
Contrast Checker (9.90)



#DBF1EE / #000000
Contrast Checker (17.83)



#005AD7 / #FFFFFF
Contrast Checker (6.10)



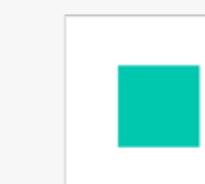
#FFFFFF / #005AD7
Contrast Checker (6.10)



#005AD7 / #013A89
Contrast Checker (1.75)



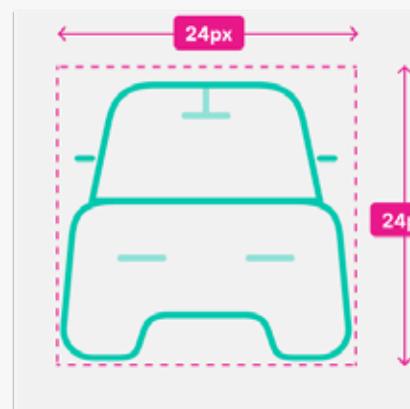
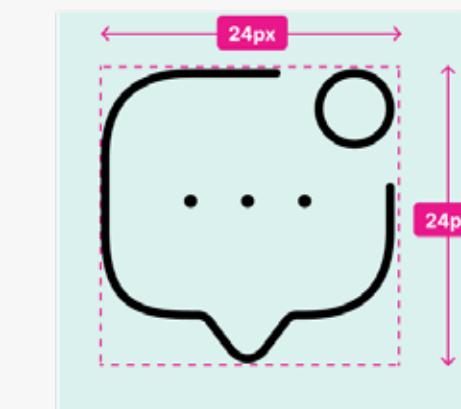
#00C8AF / #FFFFFF
Contrast Checker (6.10)



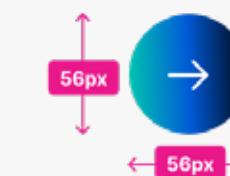
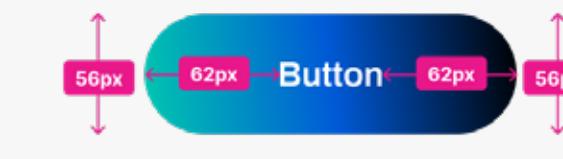
#FFFFFF / #00C8AF
Contrast Checker (2.13)

Minimum Sizing

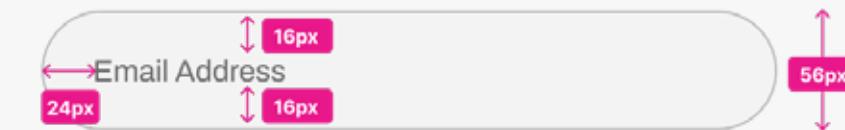
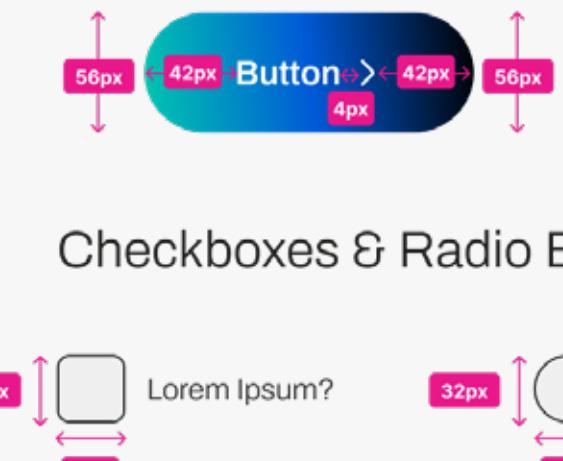
Iconography



Primary Buttons



Primary with Iconography

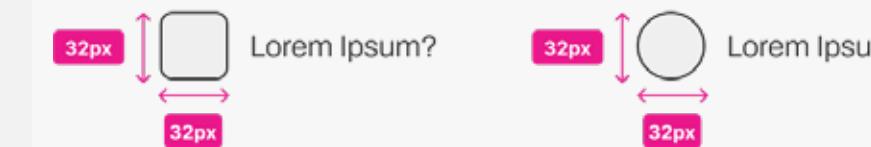


Email Address

24px 16px 16px 56px

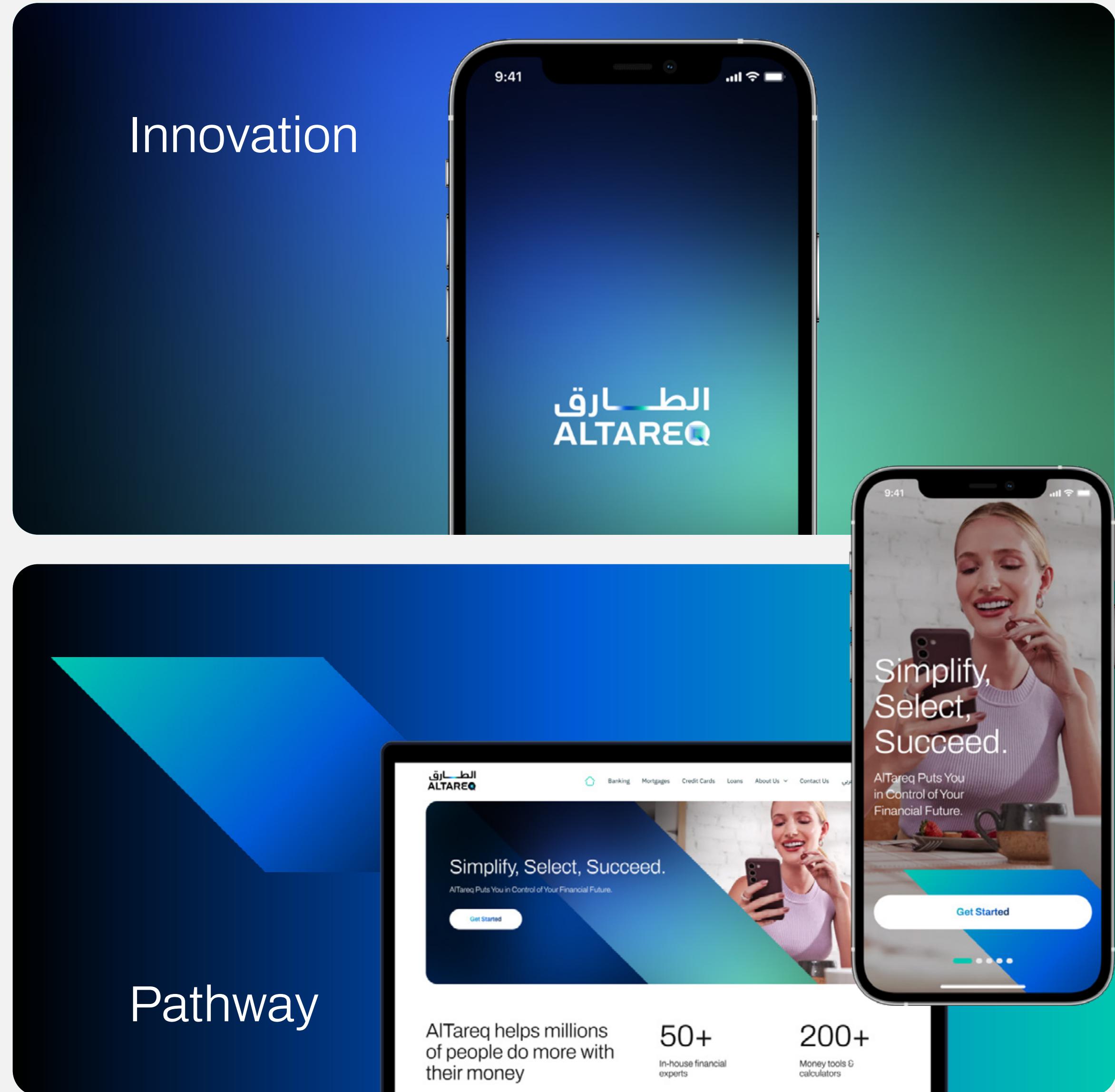
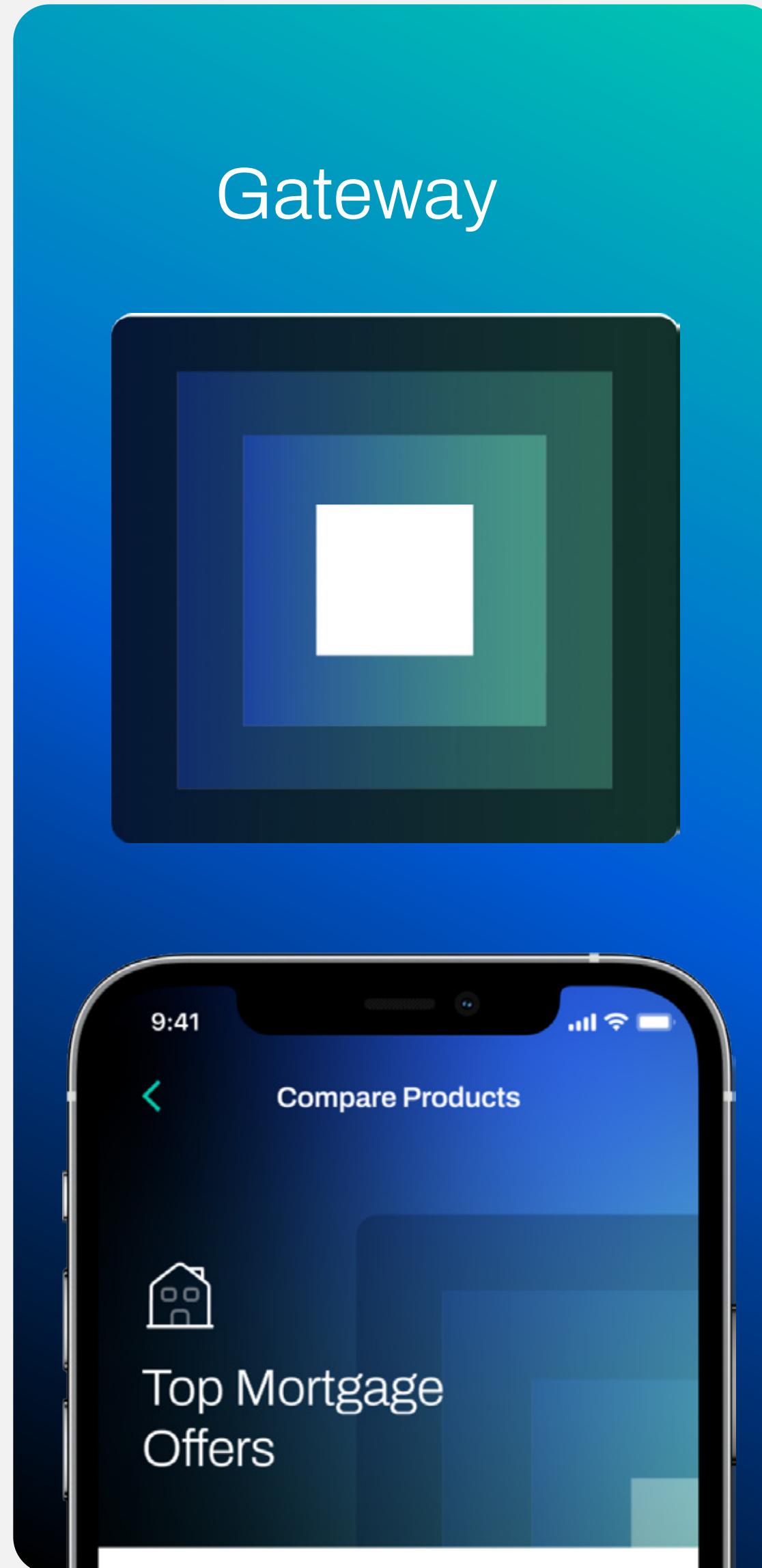
56px

Checkboxes & Radio Buttons



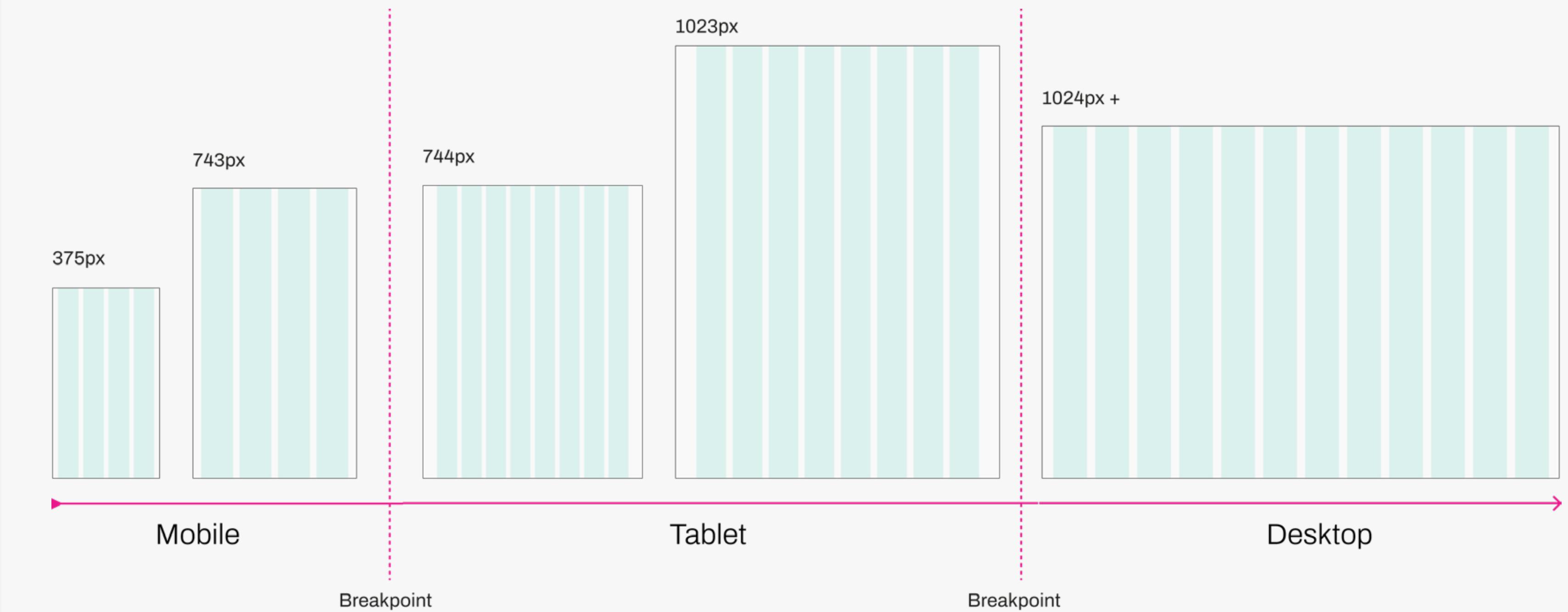
Visual Language

We build on already defined visual language of brand and introduce these patterns and shapes elegantly into our digital design language.



Responsive Grid

A responsive grid adapts to multiple screen sizes and orientation. This ensures consistency across mobile, tablet and desktop.



Grid Spacing

The grid is on a 4px square. This spacing controls every component's proportion, balance, and vertical alignment. All elements – including icons – are aligned to this unit.

16px

16px

24px

24px

32px

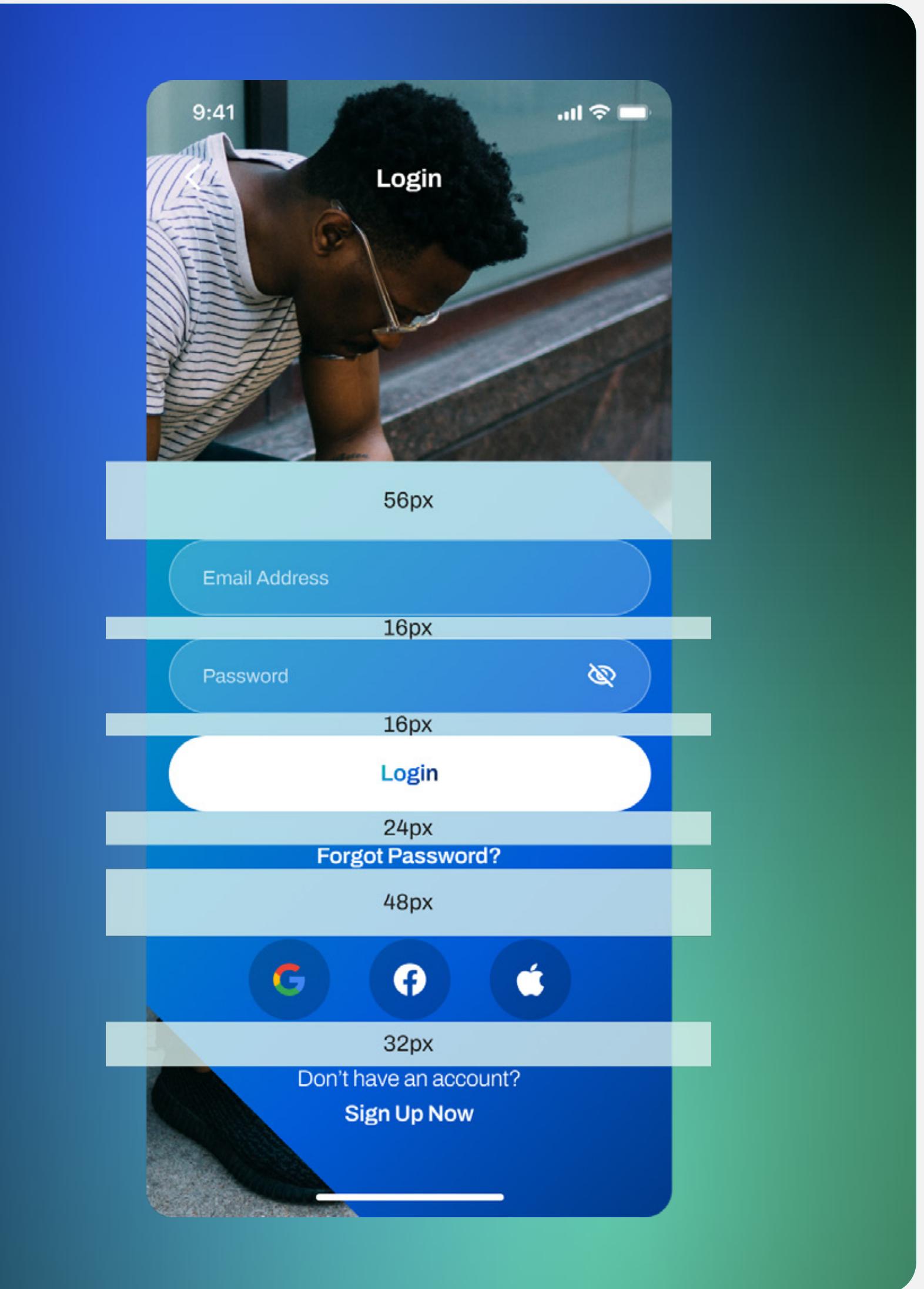
32px

48px

48px

56px

56px



Input Fields

Text fields are the most crucial UI component, excluding the button. An input field allows the user to enter text or data into a UI, often as part of a form or dialogue/modal. The input field should be clear and accessible to create affordance for interaction. They can be single line or multiline fields.

Default

Populated

Populated w/ Error

! Password is needed

Populated w/ Success

✓ Success message

Radio Buttons



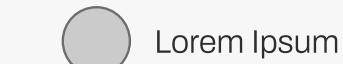
Lorem Ipsum



Lorem Ipsum



Lorem Ipsum



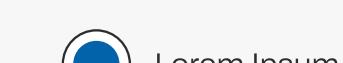
Lorem Ipsum



Lorem Ipsum



Lorem Ipsum



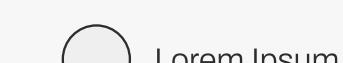
Lorem Ipsum



Lorem Ipsum



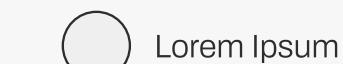
Lorem Ipsum



Lorem Ipsum



Lorem Ipsum



Lorem Ipsum

Checkboxes



Lorem Ipsum



Lorem Ipsum



Lorem Ipsum



Lorem Ipsum



Lorem Ipsum



Lorem Ipsum



Dropdowns

A dropdown field displays a menu of items or actions related to the dropdown selected, often as part of a form or dialogue/modal. The dropdown field should be clear and accessible to create affordance for interaction.

Standard

Select Option

Lorem Ipsum

Dolor Sit ✓

Lorem Ipsum

Dolor Sit

Multi Select

Select Option

Lorem Ipsum

Lorem Ipsum ✓

Lorem Ipsum

Default

Select Option

Populated

Lorem Ipsum, Dolor Sit

Scroll

Select Option

Lorem Ipsum

Dolor Sit

Lorem Ipsum ✓

Dolor Sit

Focus

Select Option

Lorem Ipsum

Dolor Sit ✓

Amet

Cosetetur

Disabled

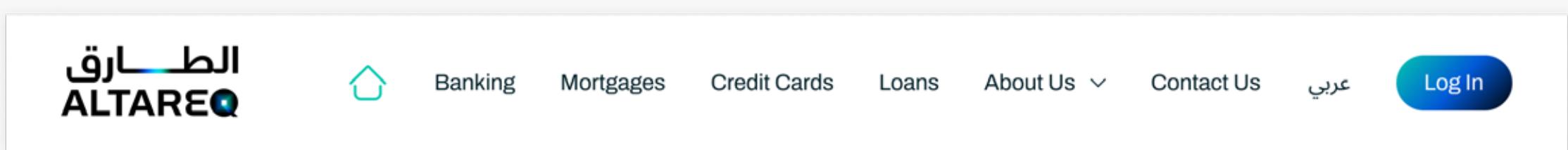
Lorem Ipsum, Dolor Sit



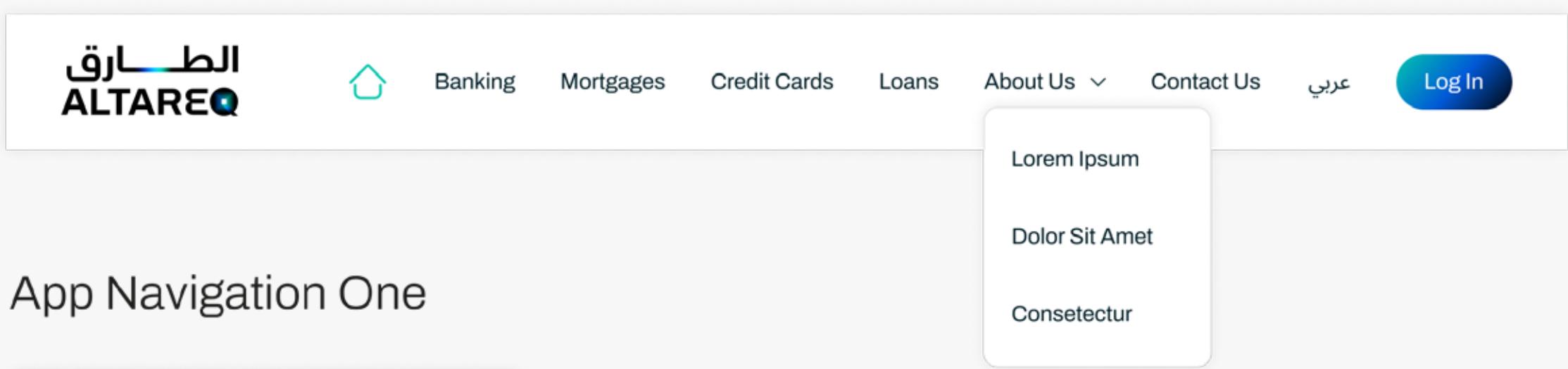
Web, Mobile & App Navigation

The main navigation generally represents the top-level pages of a site's structure. These links may contain dropdown navigation, leading to second level pages within the site map. An app navigation bar allows a user to switch between the key pages within the application.

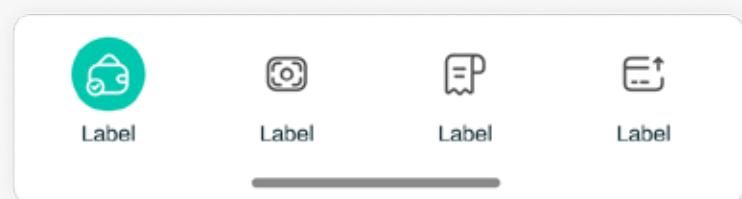
Web Navigation



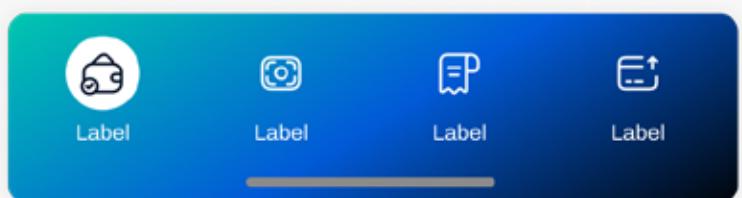
Web Navigation Dropdown



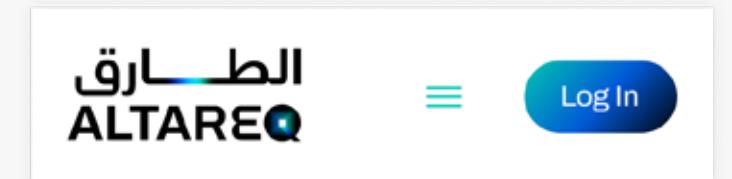
App Navigation One



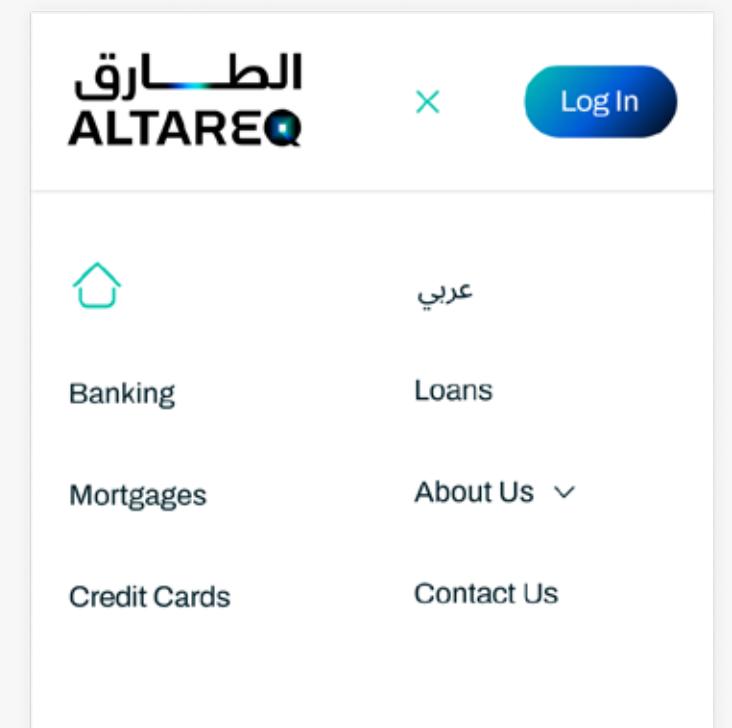
App Navigation Two



Mobile Navigation



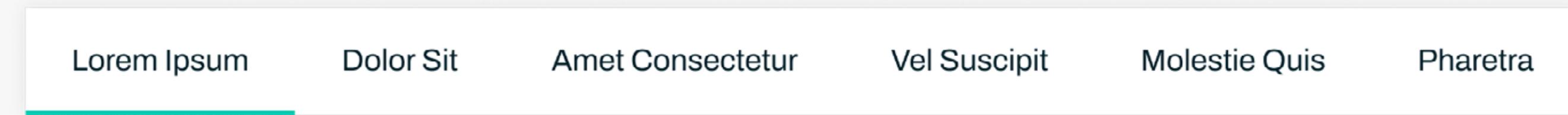
Mobile Navigation Open



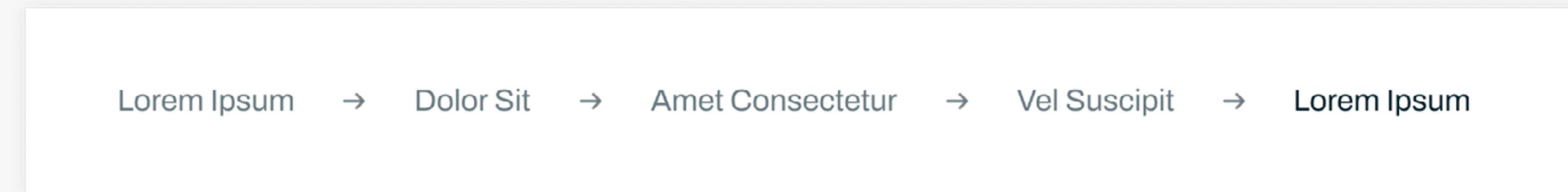
Tabs & Breadcrumbs

Tabs organise content across different screens and views. Breadcrumbs act as a secondary navigation pattern that helps a user understand the hierarchy among levels and navigate back through them.

Tabs

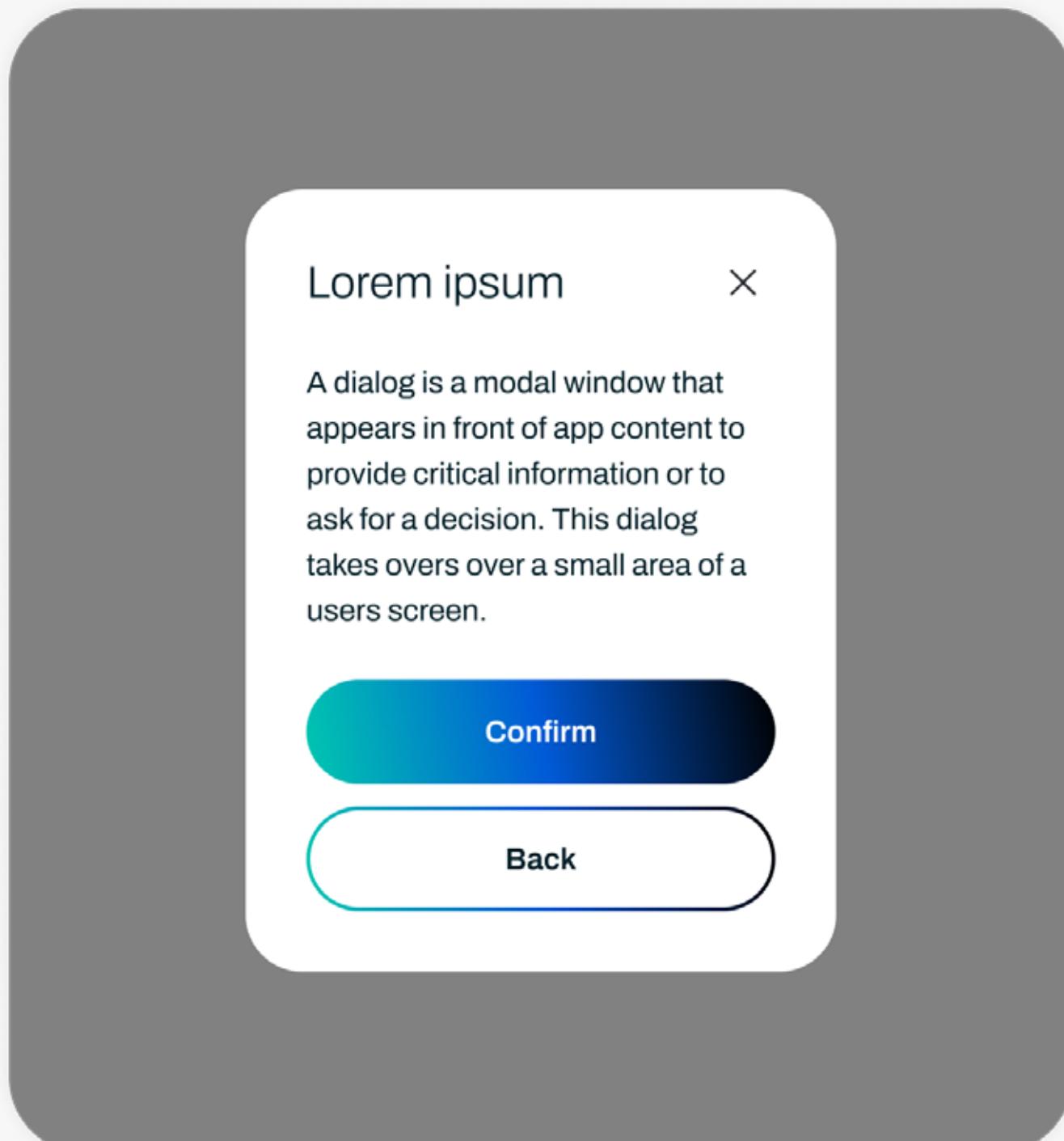


Breadcrumbs



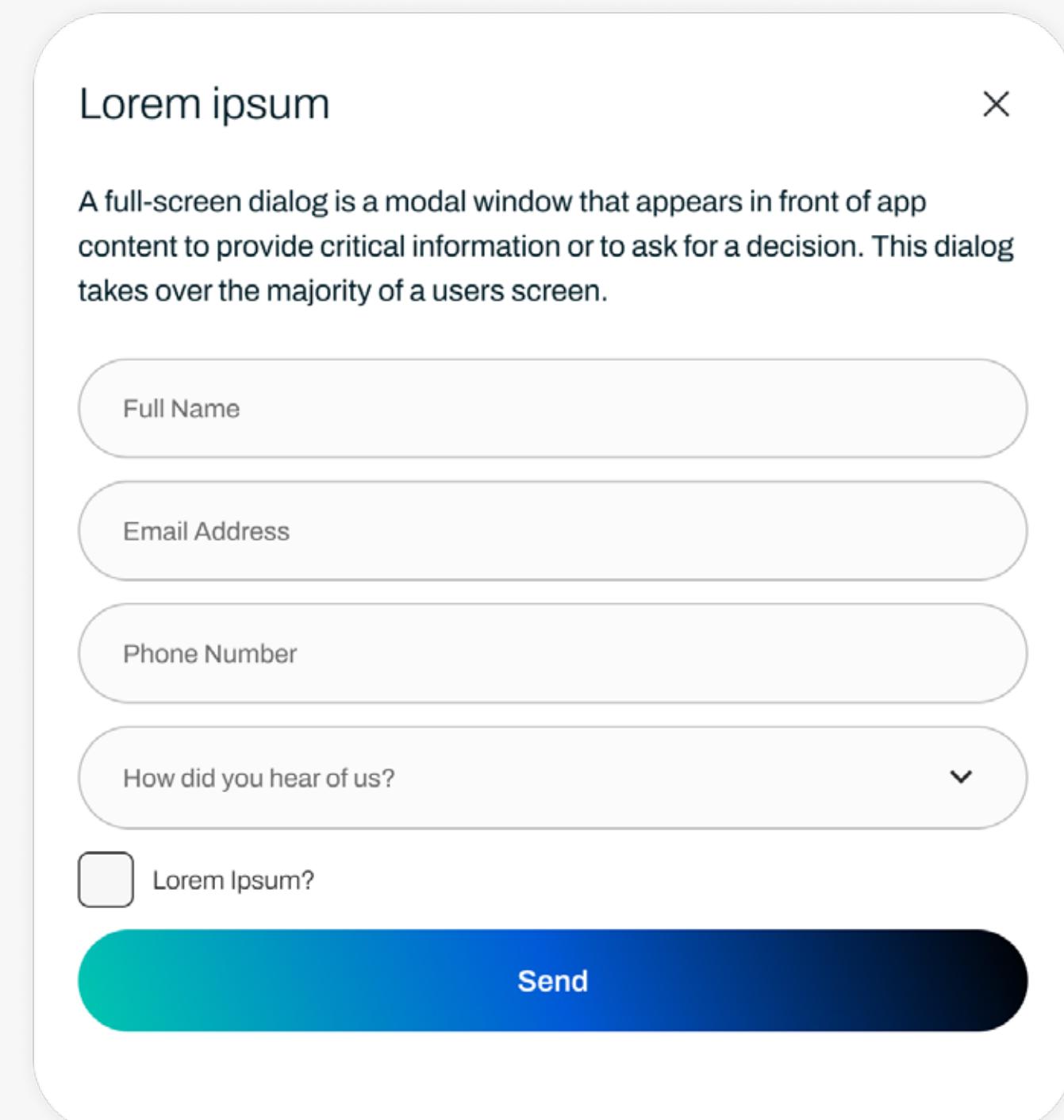
Modals & Dialogs

Basic Dialog



Modals & Dialogs provide important prompts to a user when an action is required.

Full-Screen Dialog



Content Cards

Content cards display as imagery, iconography, text and action buttons.

Content + Image



29 Mar 2023

News Title

Lorem ipsum dolor sit amet, per congue euismod ei, per at pertinax consectetur. Usu no veniam quaestio, no pri iudico sententiae, at vel idque admodum corpora.

[Read More →](#)

Content + Icon



Car Loans

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed sed felis in augue maximus molestie at vitae ex. Nulla et porta urna, in ultrices enim.

Content + Logo

EmiratesNBD



Down Payment
AED 30,000

Monthly Installment
AED 3,540

Rate
5.45% p.a.

Duration
5 Years

Top rated and very flexible. Entirely online process and quick approval

Highlighted Card

Term
10 Year



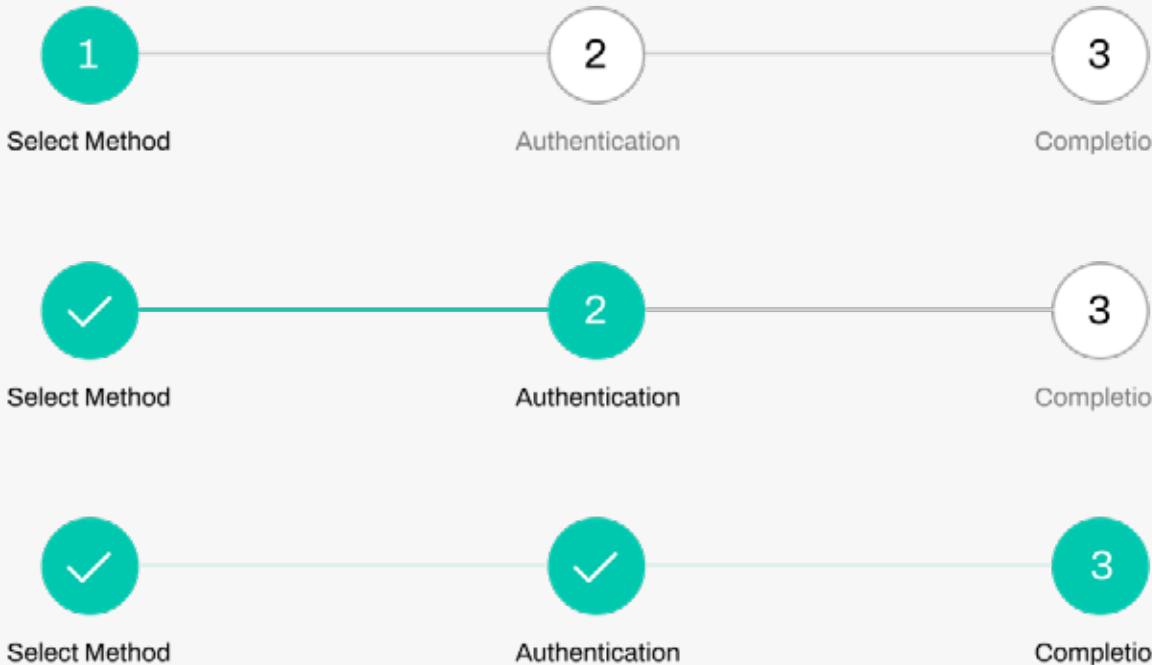
Rate
5.45% p.a. APR
5.66% p.a.



Progress Stepper

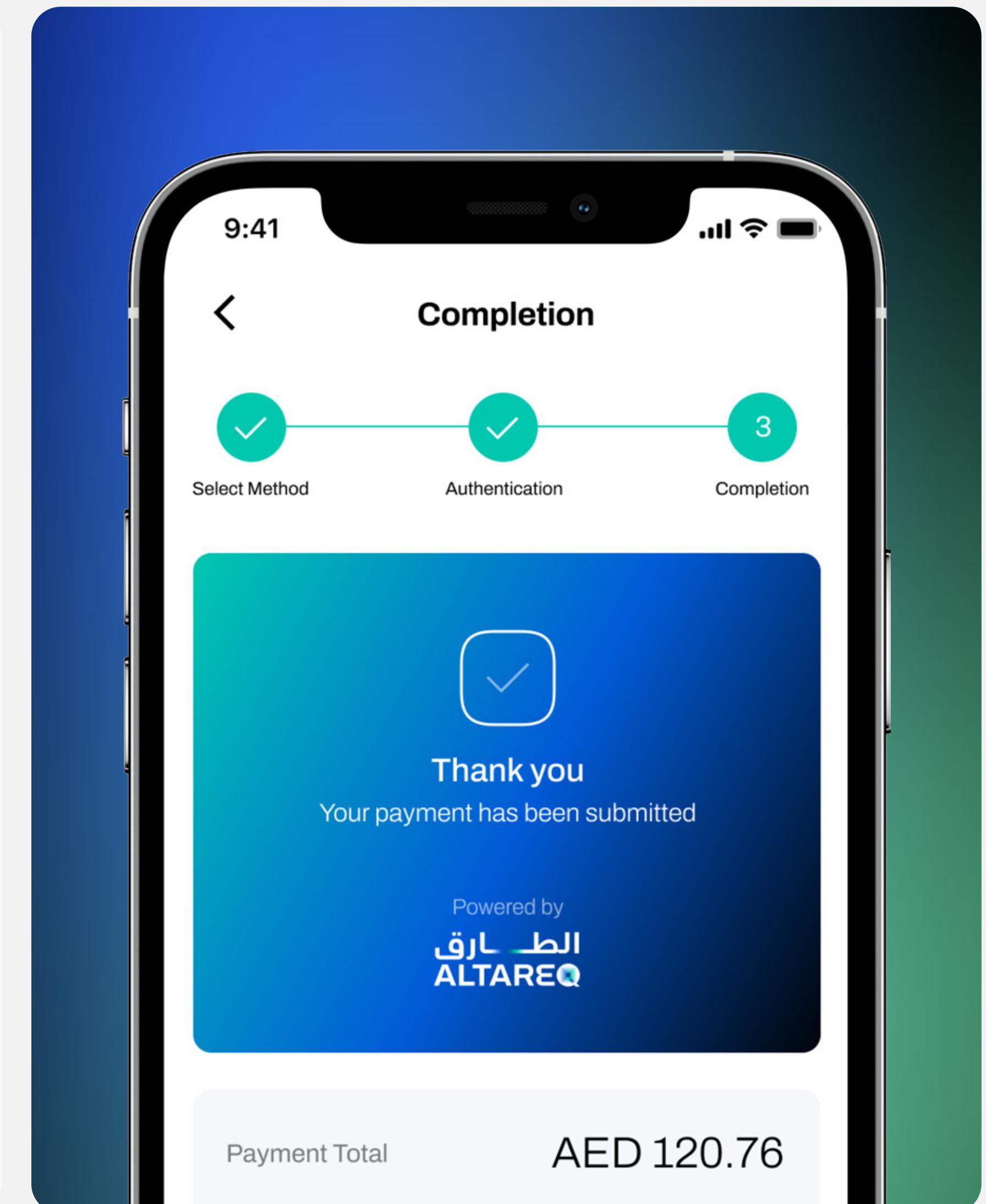
Progress steppers display progress through a sequence of logical and numbered steps. They may also be used for navigation.

Horizontal Steps



Vertical Steps

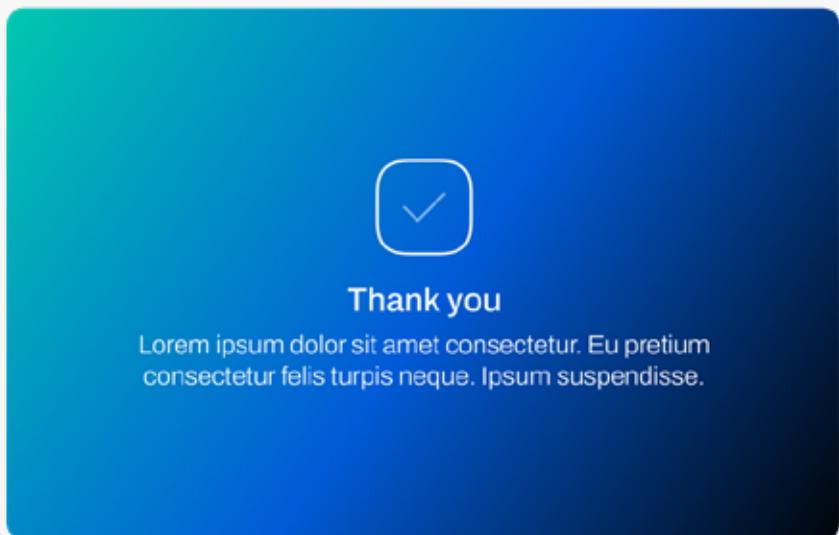
- | | |
|---|--|
| <ul style="list-style-type: none">● Select Method● Authentication● Completion | <ul style="list-style-type: none">● Select Method
This is a description.● Authentication
This is a description.● Completion
This is a description. |
|---|--|



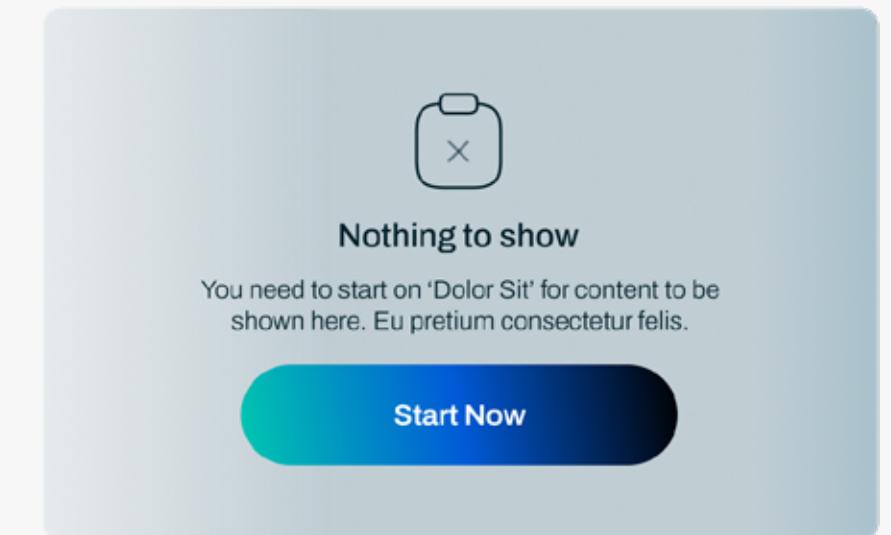
Success & Empty State

Success & Empty state patterns are used within pages when a user successfully completes an action or is the if there is nothing to display.

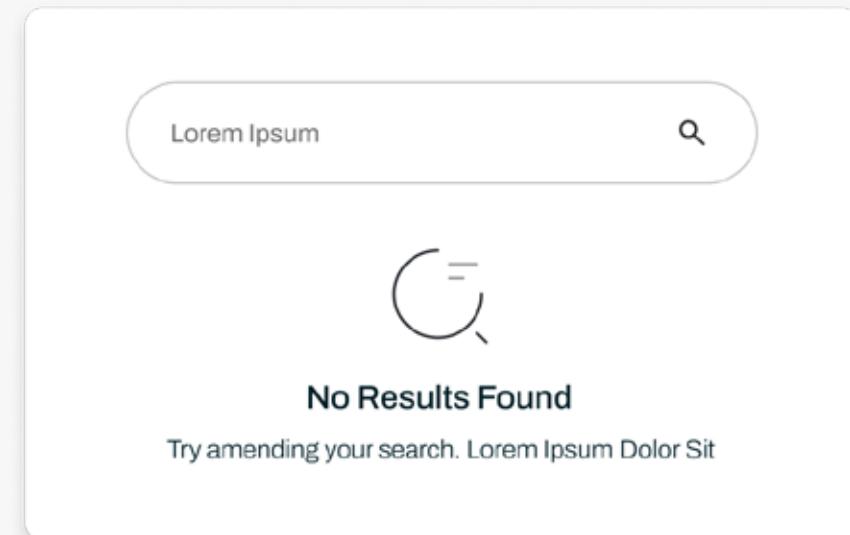
Success State



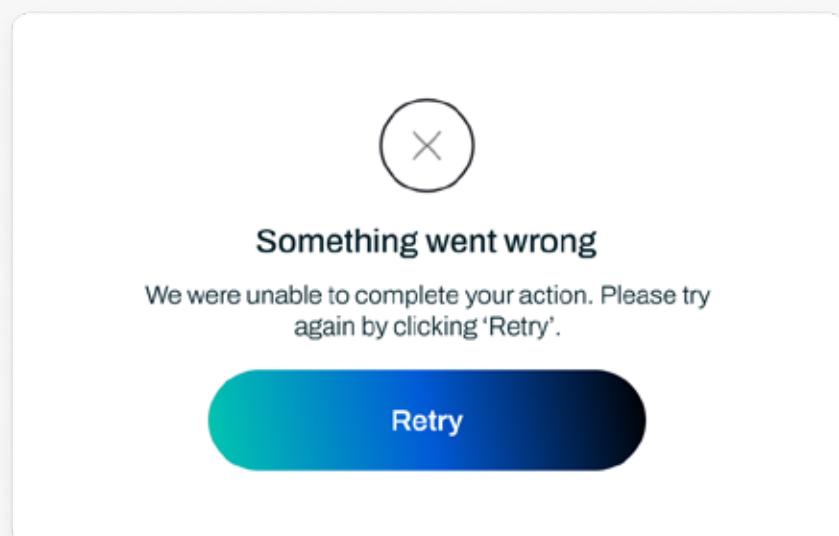
Content Empty State



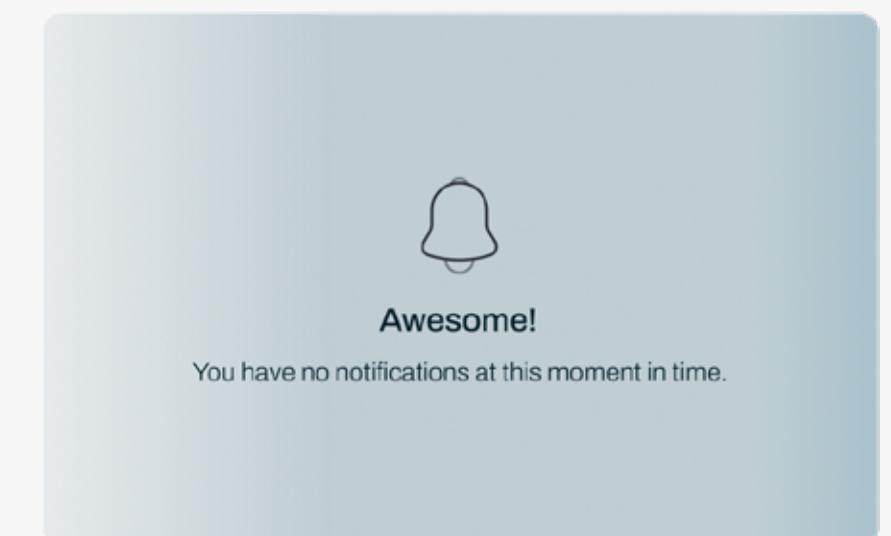
Search Empty State



Error Empty State



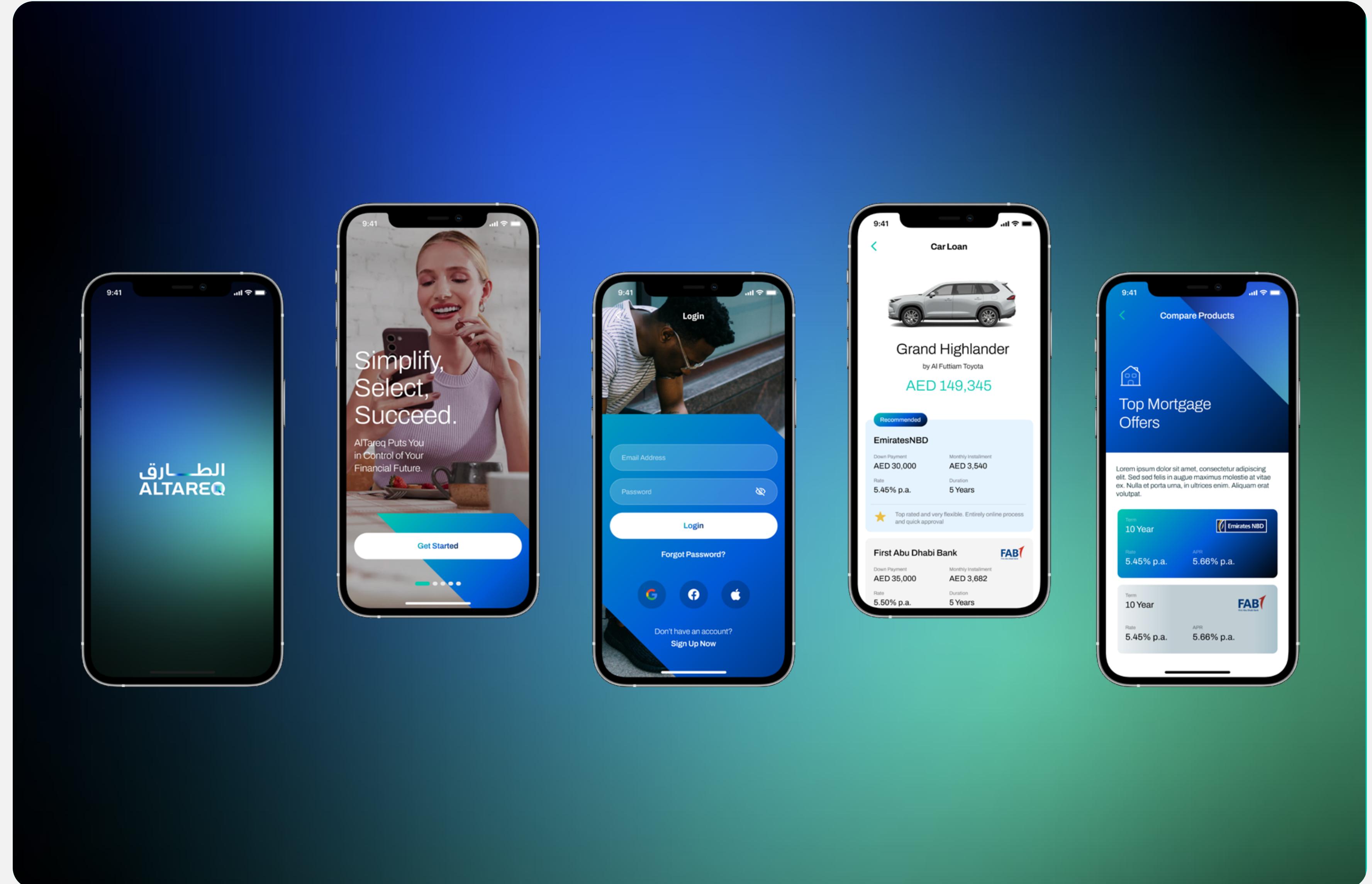
Notification Empty State



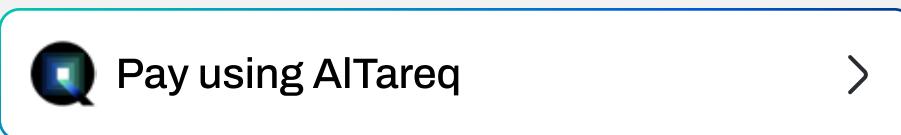
Mobile Application

On the right, you will find in situ/mock-ups showcasing how all the digital elements seamlessly integrate to form the design of Al Tareq's mobile application.

These visualizations highlight the cohesive application of the brand's visual language, demonstrating the effective use of color, typography, and graphic elements to create an engaging and intuitive user experience. Each element, from the gradient colors and geometric shapes to the strategic use of the brand mark, works harmoniously to reflect Al Tareq's identity and values.



Integration within other Apps

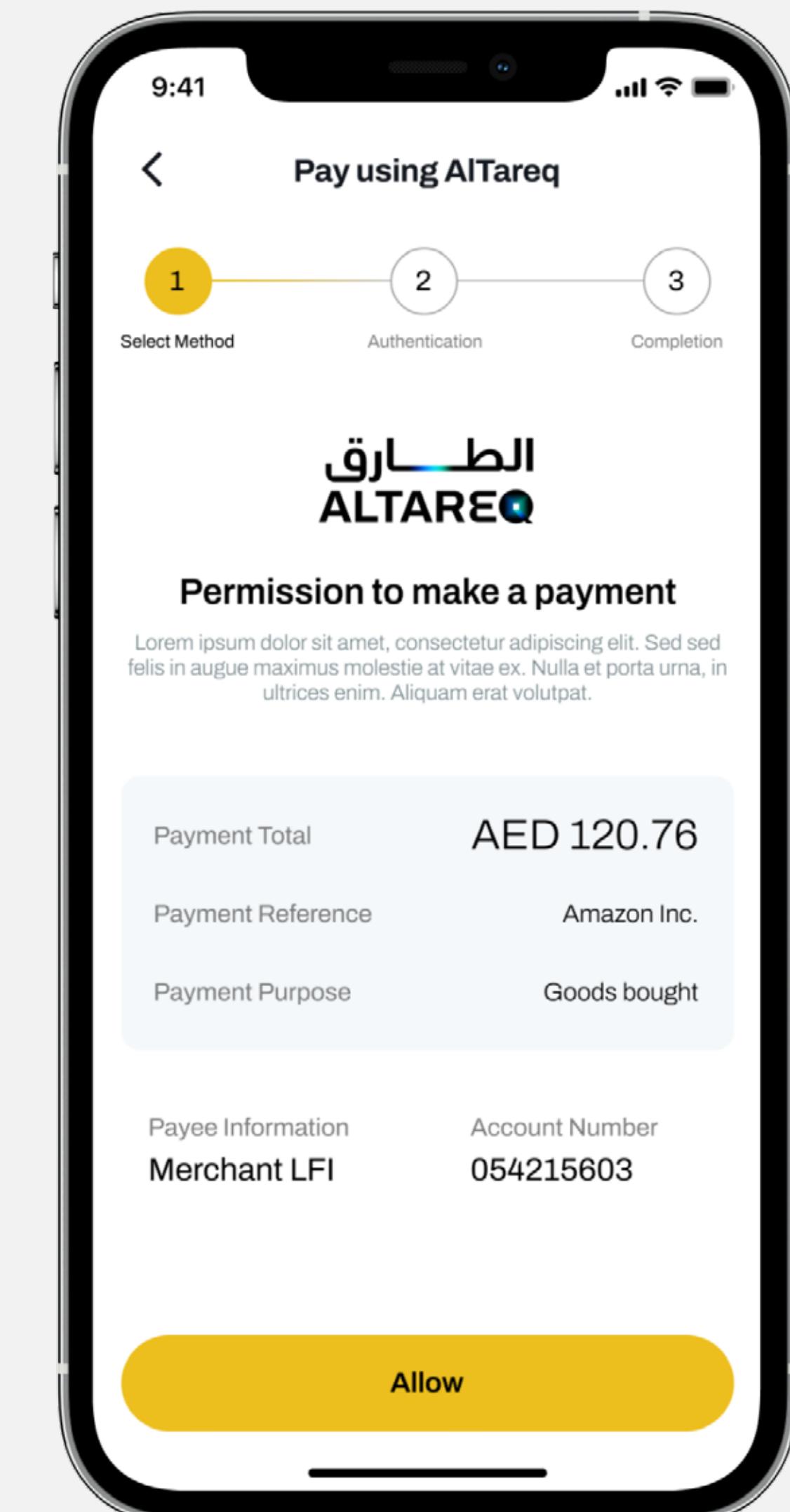
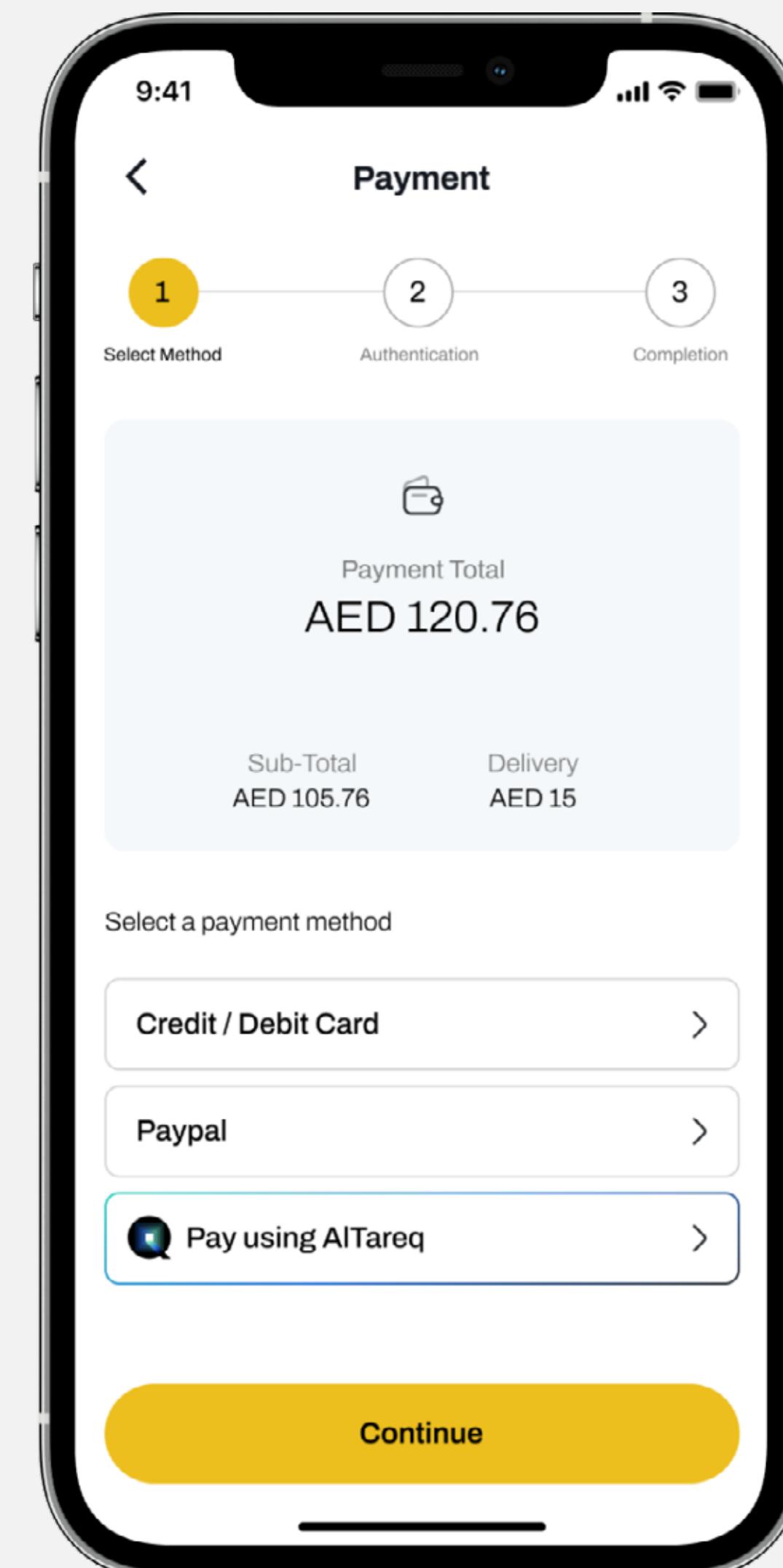


Alt Tareq should be clearly mentioned and even highlighted in third party apps that are using Alt Tareq as a payment method. It creates brand awareness and trust amongst users even before they start the process.



Permission to make a payment

It should also include the brand mark in original colors so user can undoubtedly understand this is processed by Alt Tareq, hence building trust.



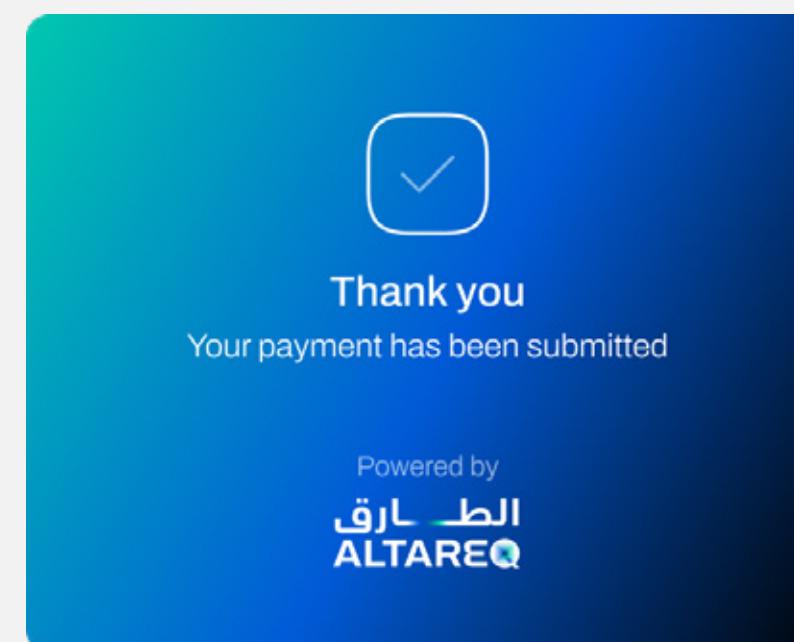
Integration within other Apps

Make Payment

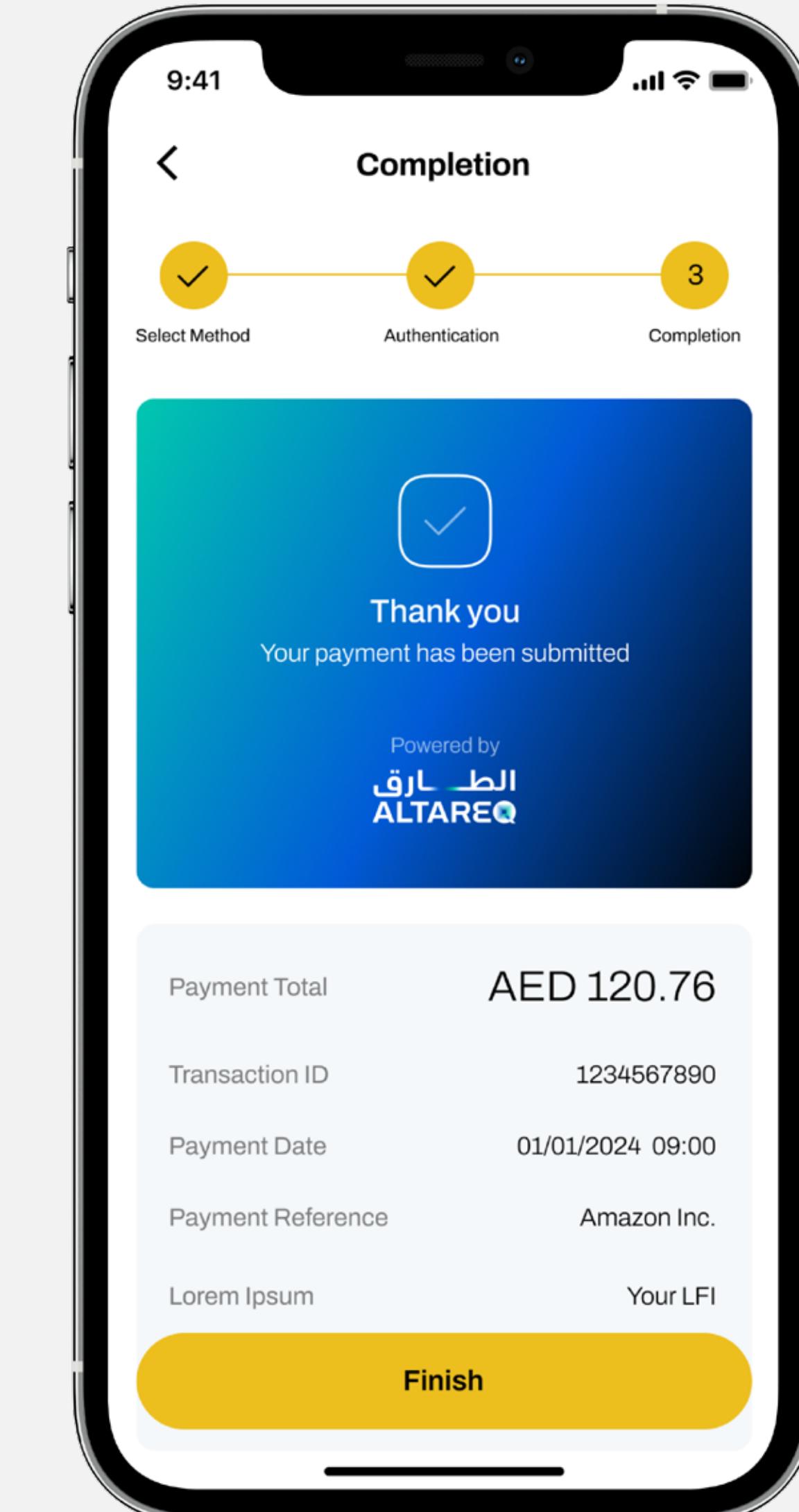
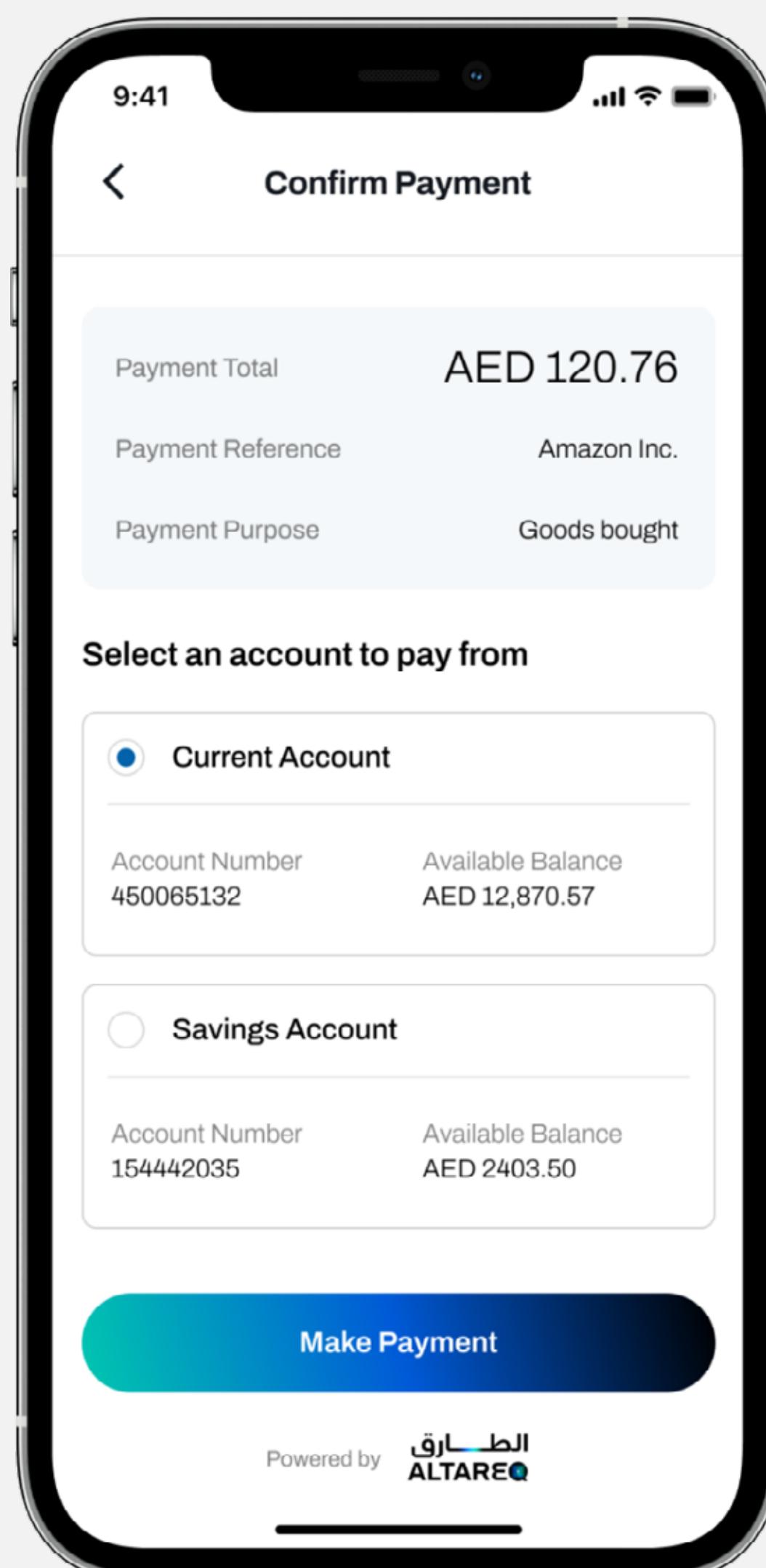
Use Al Tareq branded buttons to re-iterate the payment will be processed using Al Tareq

Powered by **الطارق
ALTAREQ**

Powered by Al Tareq can be added at the bottom of all screens.



It should also include the brand mark in original colors so user can undoubtedly understand this is processed by Al Tareq, hence building trust.



Website

On the right, you'll see mock-ups that reveal how the various digital elements converge to define the design of Al Tareq's website.

These examples illustrate how the brand's visual identity is consistently applied across the online platform, from the thoughtful use of color and typography to the strategic placement of graphic elements. The integration of gradient hues, geometric shapes, and the brand mark is designed to create a visually cohesive and engaging user experience.

This approach ensures that the website not only reflects Al Tareq's brand values but also provides a smooth, intuitive navigation experience, reinforcing our commitment to delivering a sophisticated and accessible digital presence.

The image displays the Al Tareq website's digital presence across three devices. The desktop view shows a prominent 'Get Started' button, a woman smiling with a phone, and key statistics. The laptop and smartphone views show the mobile responsiveness of the design, maintaining the same branding and layout. The overall aesthetic is professional and user-friendly.



Assets

06



Solo-branded



Business Card - Print

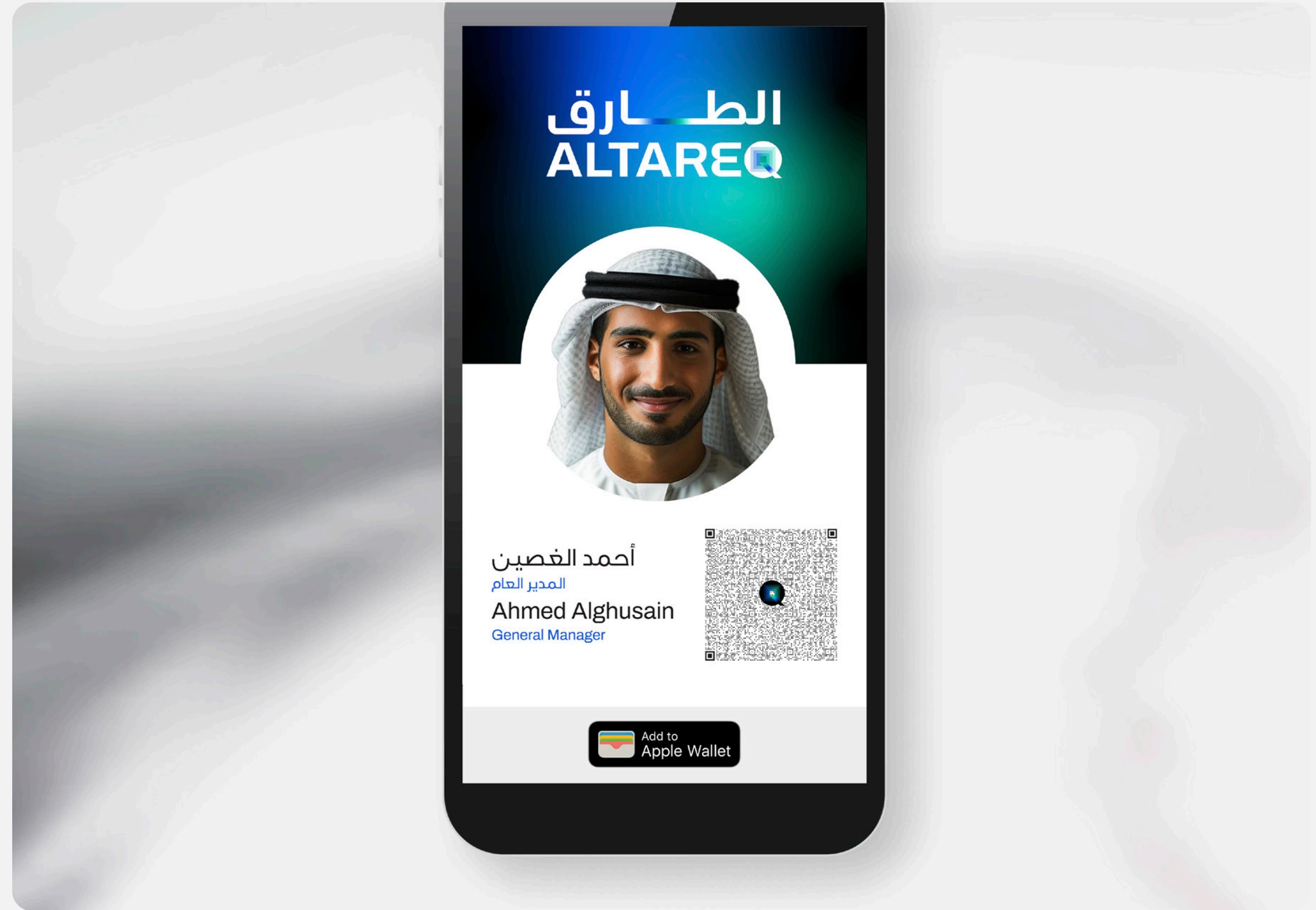
Our print business cards showcase our brand mark on the back, set against our gradient. The front side displays each employee's details in both English and Arabic.

Size: 8.9 x 5.1 cm
Print: Double Sided Print
Material: 400-450 GSM Matt Paper



Business Card - Digital

Our digital business cards feature our brand mark against a signature gradient background. An employee's image is positioned in the center, with contact details displayed at the bottom alongside a VCard QR code.



Letterheads

Our letterheads are available in three formats: English only, Arabic only, and dual language. Each layout includes brand mark and visual identity, along with the address and contact details.

Make sure to utilise the dual-language format for Memorandums of Understanding (MoU).

Size: 21 x 29.7 cm

Print: Single Sided Print

Material: 100-120 GSM Matt Paper



Envelopes

DL Envelope

A simple and elegant DL envelope design that showcases our brand mark on the front, with company details thoughtfully placed on the back.

Size: 11 x 22 cm

Print: Single Sided Print

Material: 100-120 GSM Matt Paper



Envelopes

C5 Envelope

A simple and elegant C5 envelope design that features our brand mark on the front, with a graphic device and company details thoughtfully placed on the back.

Size: 16.2 x 22.9 cm

Print: Single Sided Print

Material: 100-120 GSM Matt Paper



Envelopes

C4 Envelope

A simple and elegant C4 envelope design that features our brand mark on the front, with a graphic device and company details thoughtfully placed on the back.

Size: 22.9 x 32.4 cm

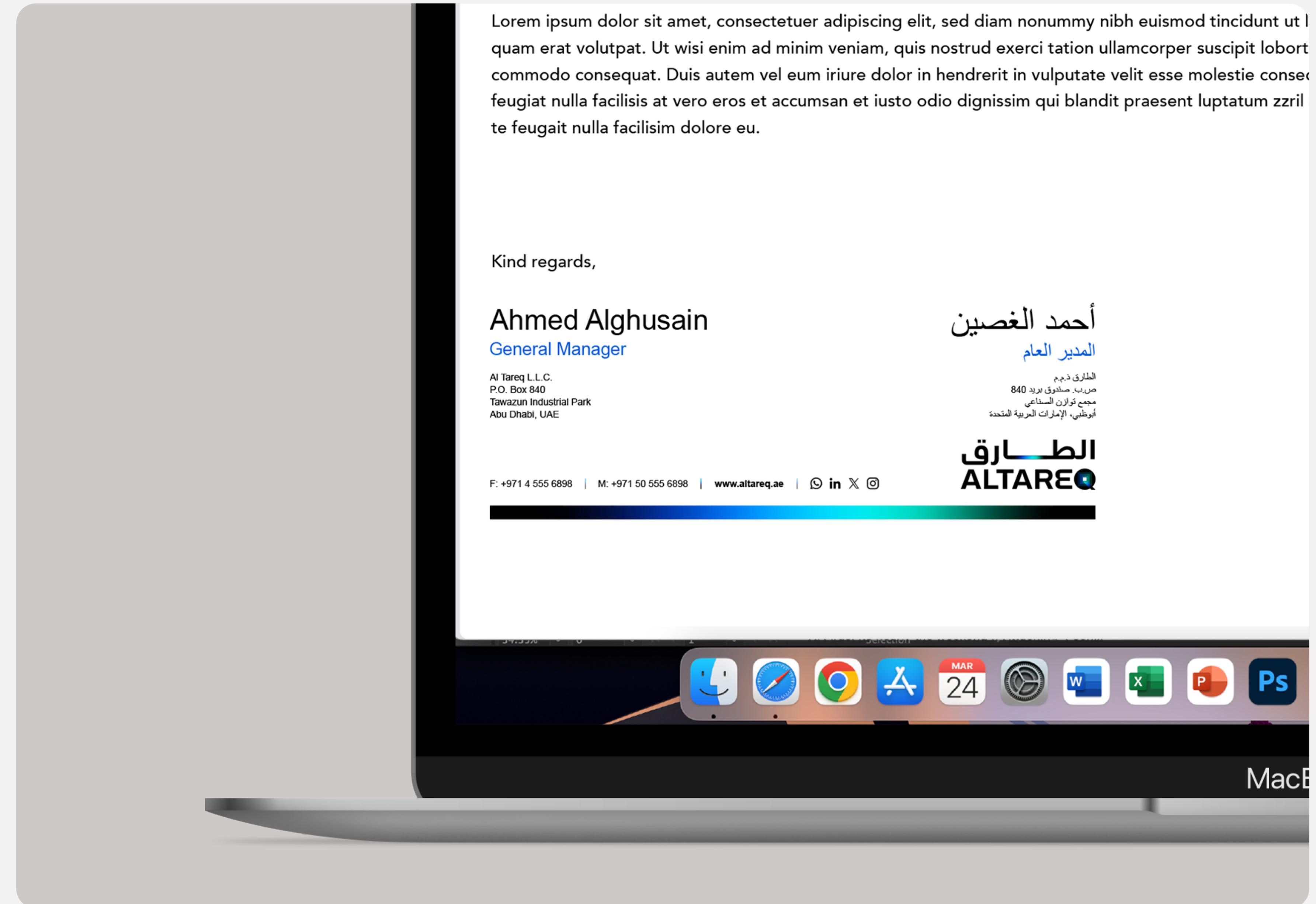
Print: Single Sided Print

Material: 100-120 GSM Matt Paper



Email Signature

E-mail signatures that would be assigned to internal employees as an embedded signature within their e-mails.



Powerpoint Slides

On the right are examples of various layouts for Al Tareq's PowerPoint presentations and presentation decks. These layouts feature the brand's visual language, incorporating the brand mark and key brand elements to create a cohesive and professional appearance.

To ensure consistency and maintain brand integrity, it is crucial to adhere to the correct brand fonts and brand colors as specified in the brand guidelines. This adherence helps reinforce Al Tareq's visual identity, making every presentation clear, recognizable, and aligned with our brand values.



Building Signage

The design of the building signage for Al Tareq is crafted to ensure optimal visibility and brand recognition. For buildings with darker colors, the white version of the brand mark should be used to provide a striking contrast and enhance readability. Conversely, if the building is white or light-colored, the main black version of the brand mark should be utilized to ensure it stands out clearly.

This strategic use of contrasting colors ensures that the Al Tareq signage remains prominent and easily identifiable, regardless of the building's background color. Adhering to these guidelines helps maintain the integrity and visibility of the brand in various architectural settings.



Co-branded



Business Card - Print

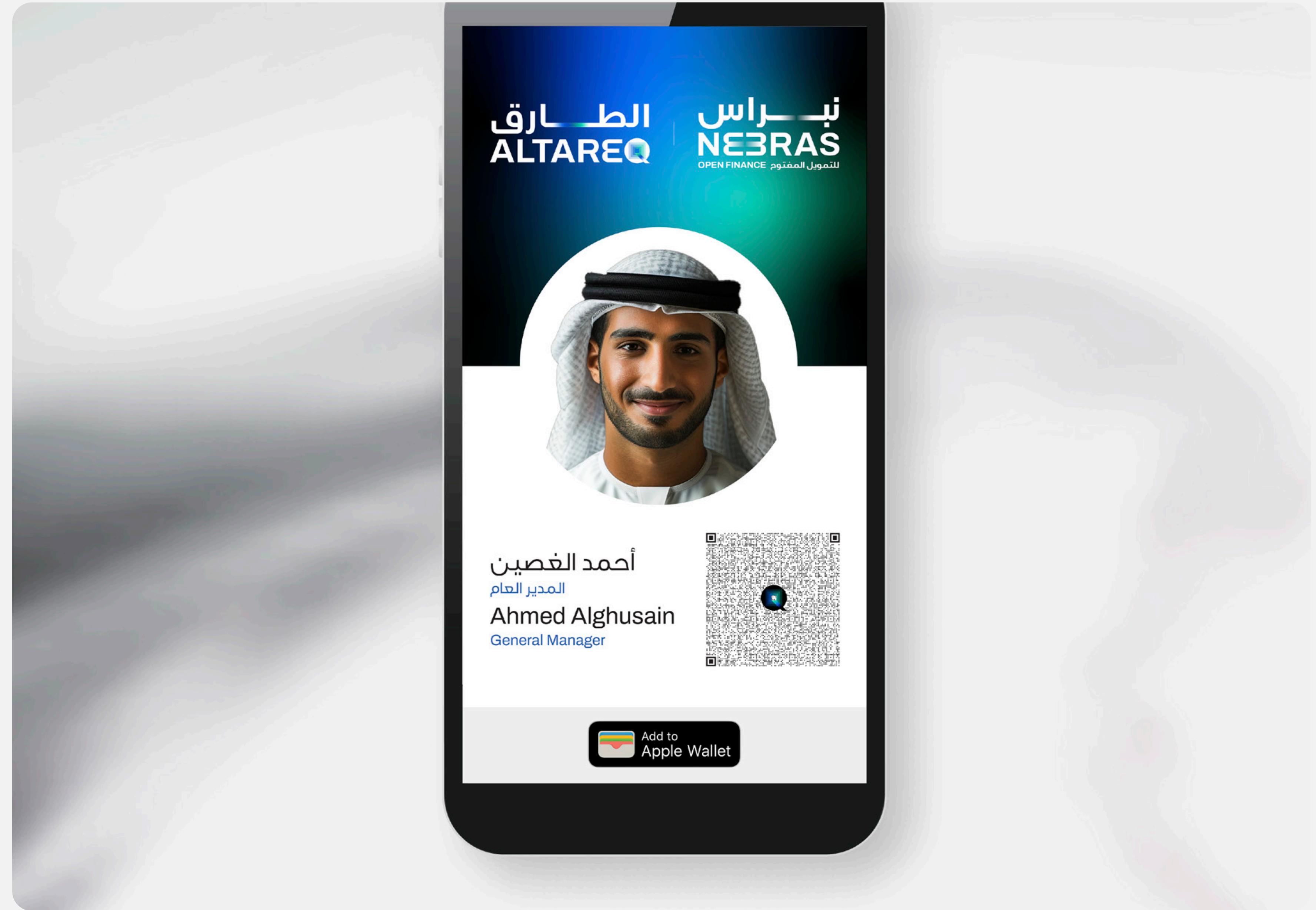
Our print business cards showcase our co-branded lockups on the back, set against our signature gradient. The front side displays each employee's details in both English and Arabic.

Size: 8.9 x 5.1 cm
Print: Double Sided Print
Material: 400-450 GSM Matt Paper



Business Card - Digital

Our digital business cards feature our co-branded lockups against a signature gradient background. An employee's image is positioned in the center, with contact details displayed at the bottom alongside a VCard QR code.



Letterheads

Our letterheads are available in three formats: English only, Arabic only, and dual language. Each layout includes co-branded lockups and visual identity, along with the address and contact details.

Make sure to utilise the dual-language format for Memorandums of Understanding (MoU).

Size: 21 x 29.7 cm

Print: Single Sided Print

Material: 100-120 GSM Matt Paper



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Size: 22.9 x 32.4 cm

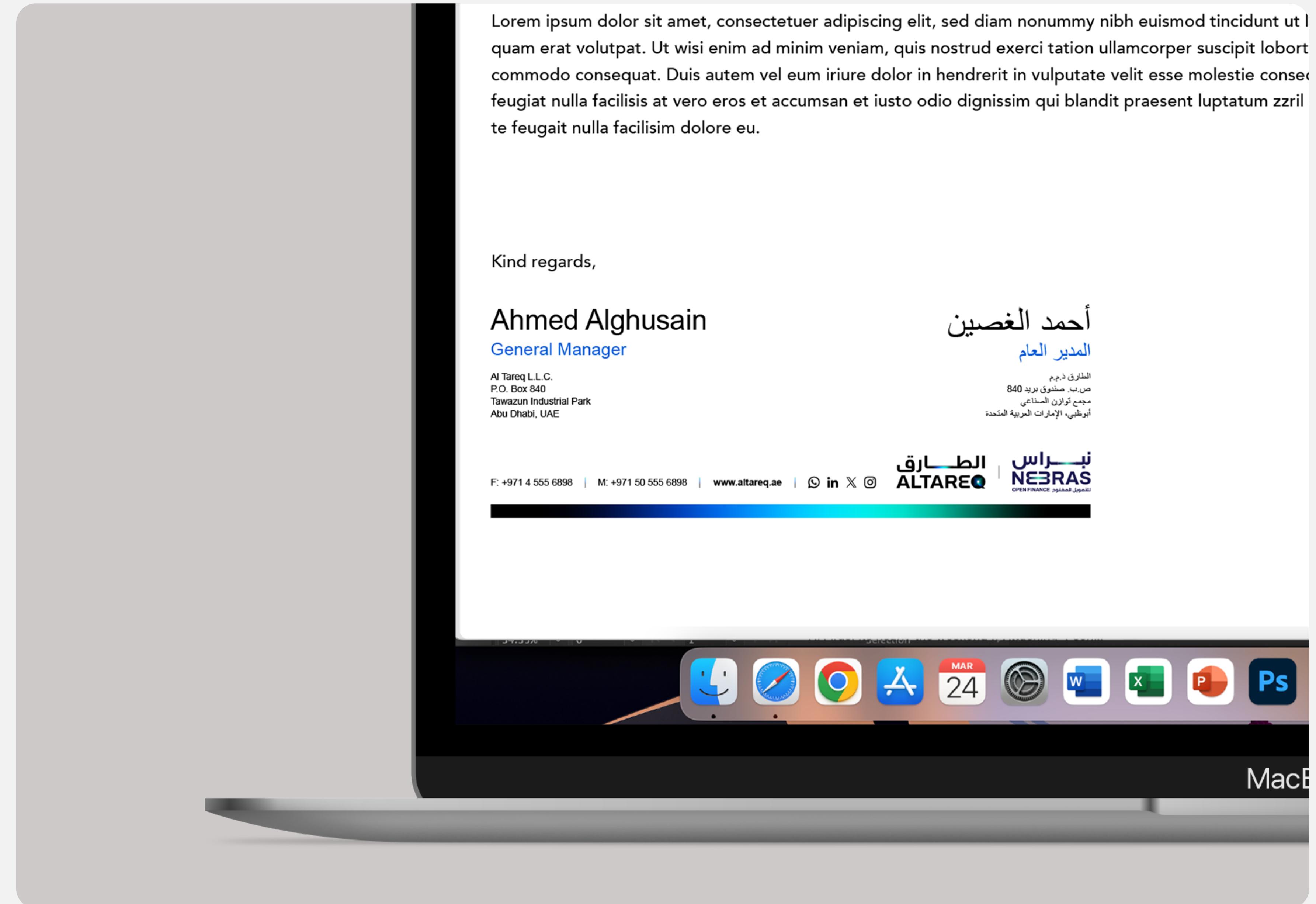
Print: Single Sided Print

Material: 100-120 GSM Matt Paper



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This strategic use of contrasting colors ensures that the Al Tareq signage remains prominent and easily identifiable, regardless of the building's background color. Adhering to these guidelines helps maintain the integrity and visibility of the brand in various architectural settings.



Thank you

