



Brand Book

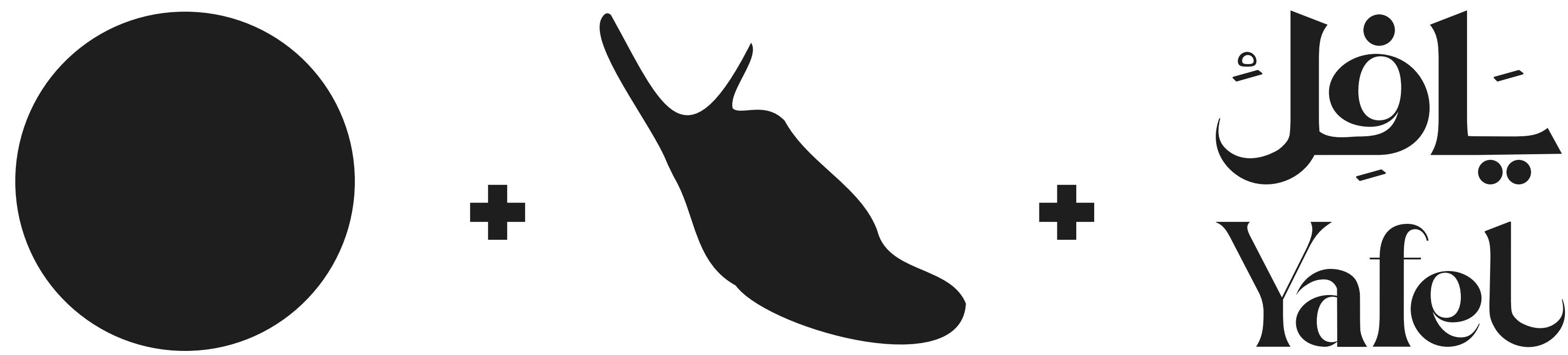
# Logo Structure





Inspired By The Redsea

# Logo Concept



**The circular shape** signifies unity, continuity, and the seamless connection between the two nations through the Red Sea.

**The Red Sea emblem** highlights the geographical significance of Yafel's operations, reinforcing trust and credibility.

**The Yafel typography** is crafted to exude elegance and sophistication, ensuring a timeless and premium brand identity.

# Color Palette

Primary

#1e1e1e

**Dynamic Black**

Primary

#efefef

**Crystal Bell**

Secondary

#cfcfcf

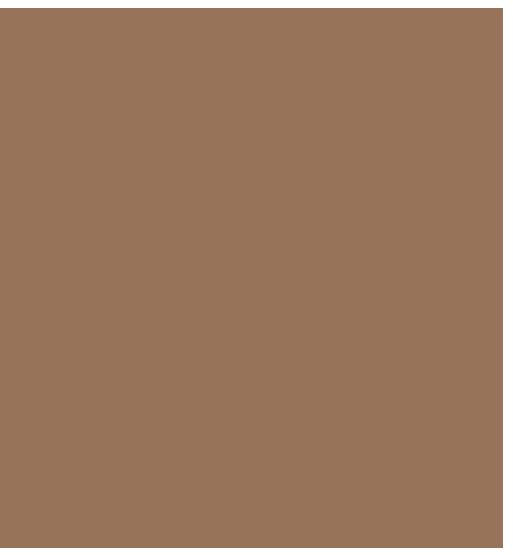
**Light Carbon**

Secondary

#f0cb8e

**HoneyDew Sand**

# Shades & Tints



---

Hex #967359  
RGB 150, 115, 89  
CMYK 37, 52, 66, 14

---

Hex #B28A67  
RGB 178, 138, 103  
CMYK 29, 44, 63, 5

---

Hex #C79E73  
RGB 199, 158, 115  
CMYK 22, 38, 60, 1

---

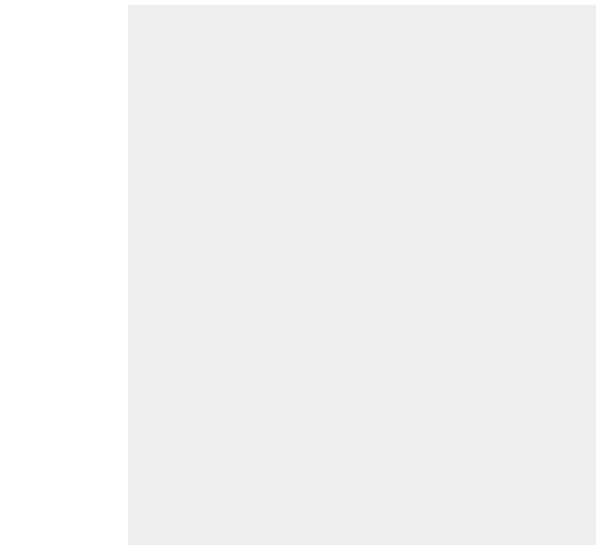
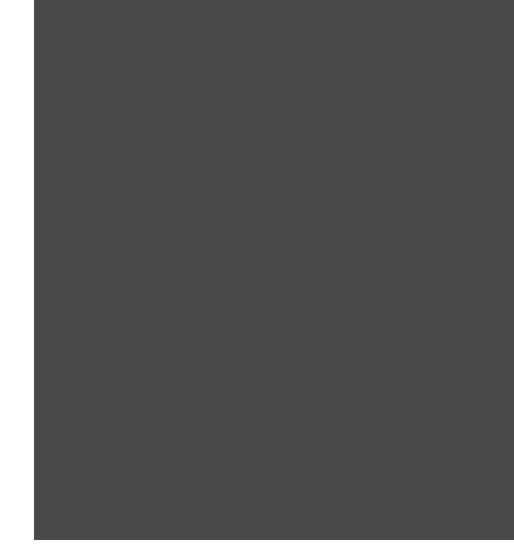
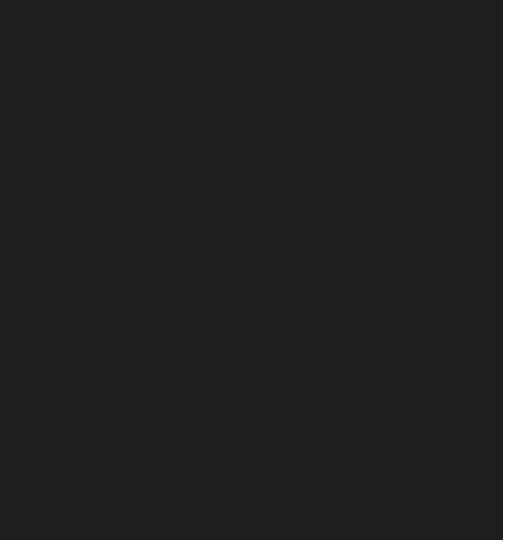
Hex #D8B280  
RGB 216, 178, 128  
CMYK 15, 29, 55, 0

---

Hex #F0CB8E  
RGB 240, 203, 142  
CMYK 5, 20, 49, 0

---

Hex #FAE69F  
RGB 250, 230, 159  
CMYK 3, 7, 45, 0



---

Hex #1E1E1E  
RGB 30, 30, 30  
CMYK 72, 66, 65, 75

---

Hex #353535  
RGB 53, 53, 53  
CMYK 69, 63, 62, 57

---

Hex #494949  
RGB 73, 73, 73  
CMYK 66, 59, 58, 40

---

Hex #6D6D6D  
RGB 109, 109, 109  
CMYK 58, 49, 49, 16

---

Hex #A0A0A0  
RGB 160, 160, 160  
CMYK 40, 32, 33, 0

---

Hex #EFEFEF  
RGB 239, 239, 239  
CMYK 5, 3, 3, 0

# Gradients

#151515



#484848

#9a765b



#f9e29d

# Logo Spacing



# Logo Variations



Horizontal Arabic



Horizontal Full Logo



Horizontal English



Arabic WordMark



Emblem



English WordMark



Vertical Arabic

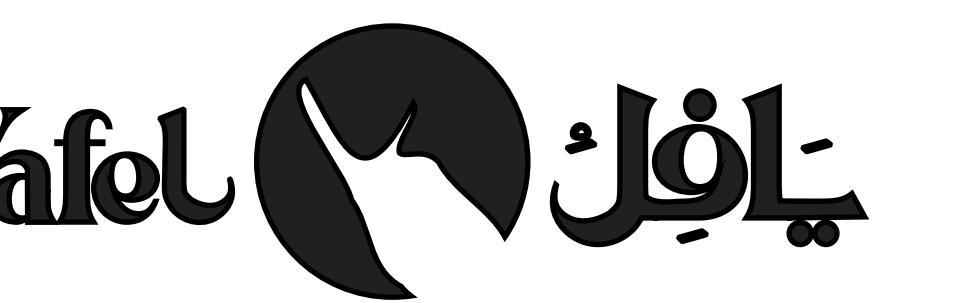


Vertical Full Logo



Vertical English

# Logo Misuse (Don't Do)



# Typography & Fonts

## English Font

Aa

abcdefghijklm  
nopqrstuvwxyz

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

0123456789  
!@#\$%^&\*()\_+

### Text Style

Lorem ipsum dolor sit amet, Lorem ipsum dolor sit amet, consectetuer adipiscing elit, Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod

Hepta Slab

Yafel

Yafel

Yafel

Yafel

Yafel

Yafel

Yafel

Yafel

Yafel

# Typography & Fonts

# Arabic Font

Aa

abcdefghijklmnopqrstuvwxyz

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

0123456789  
@#\$%^&\*()\_=+  
\_

# Text Style

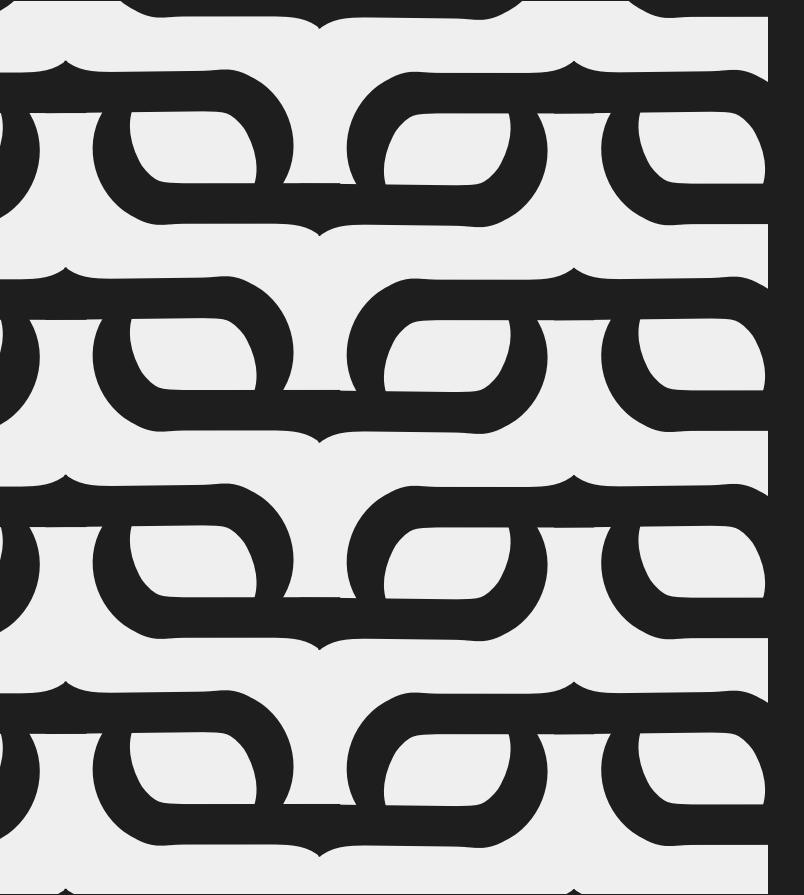
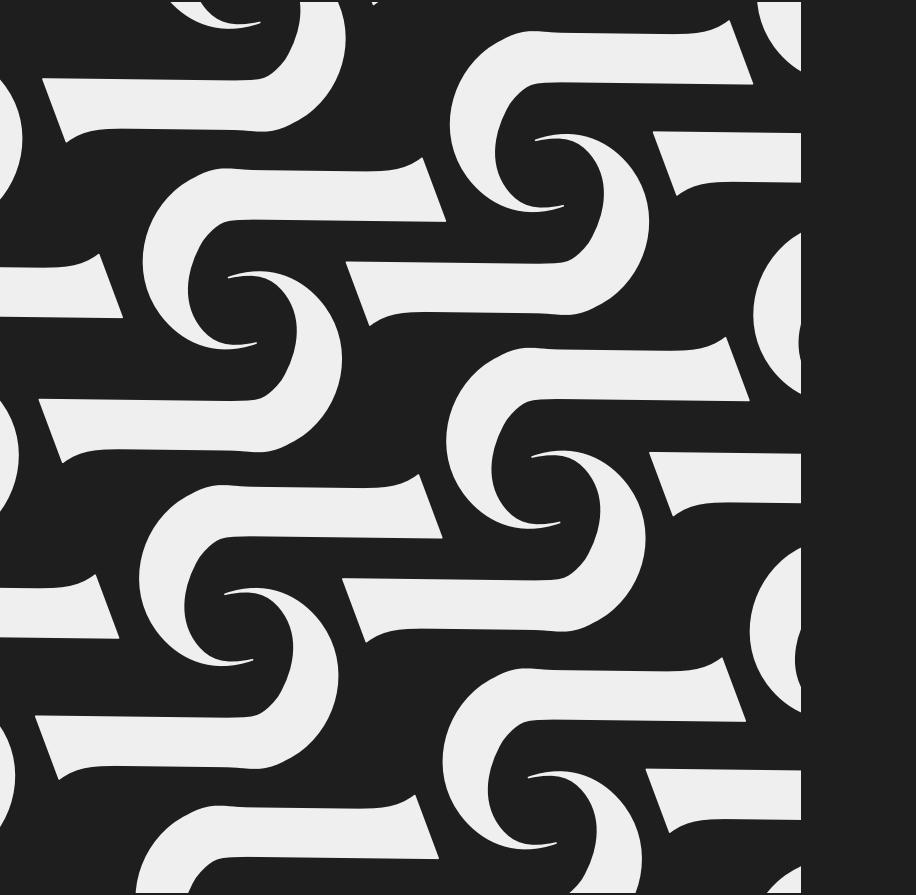
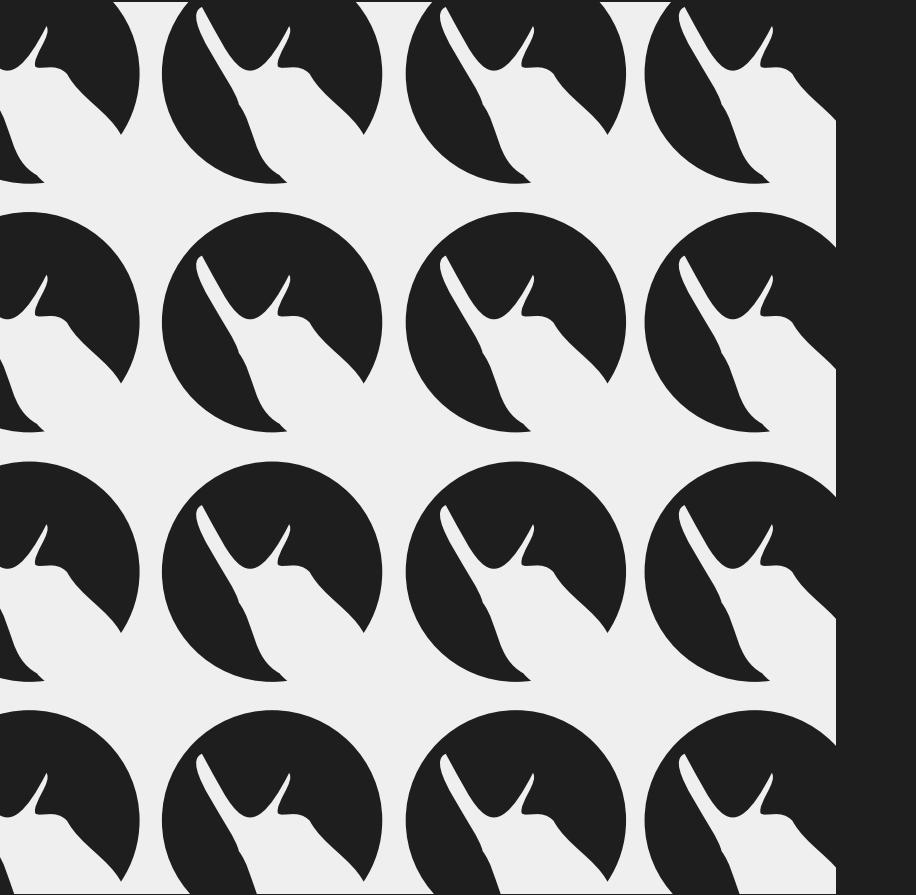
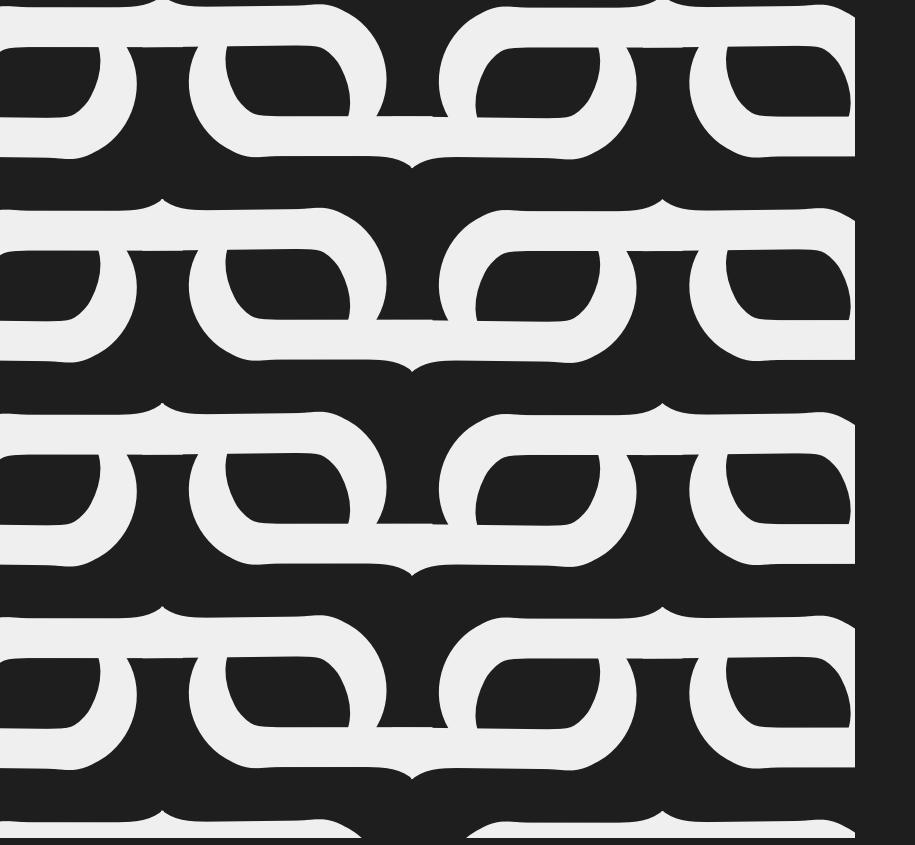
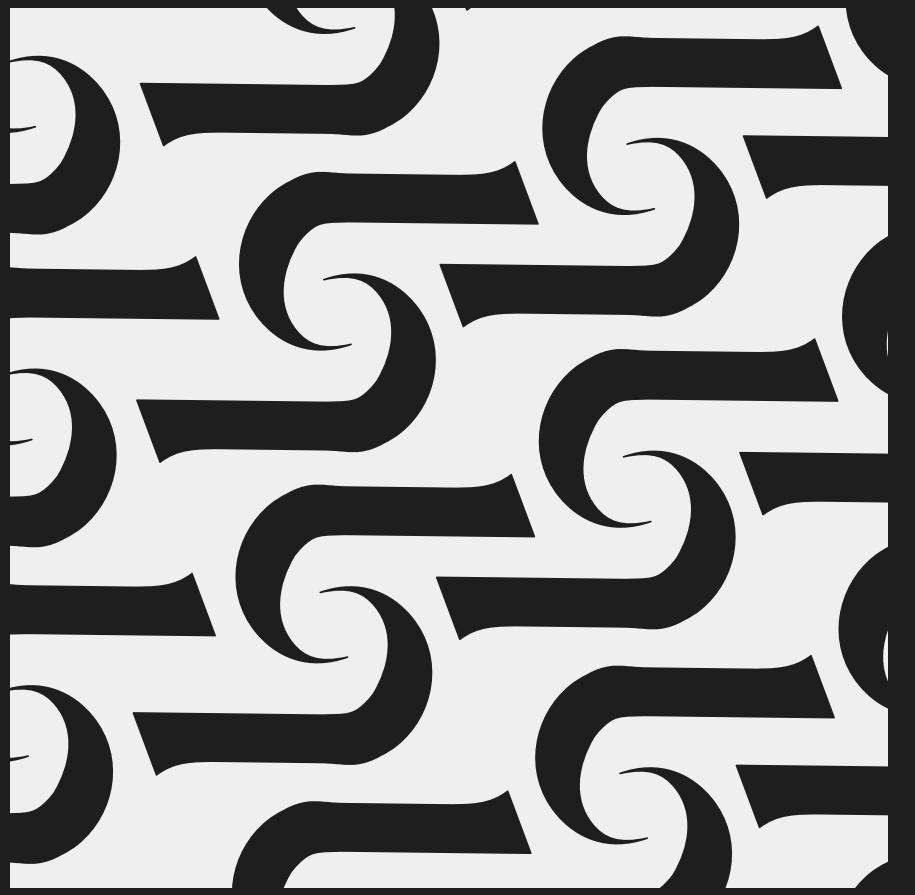
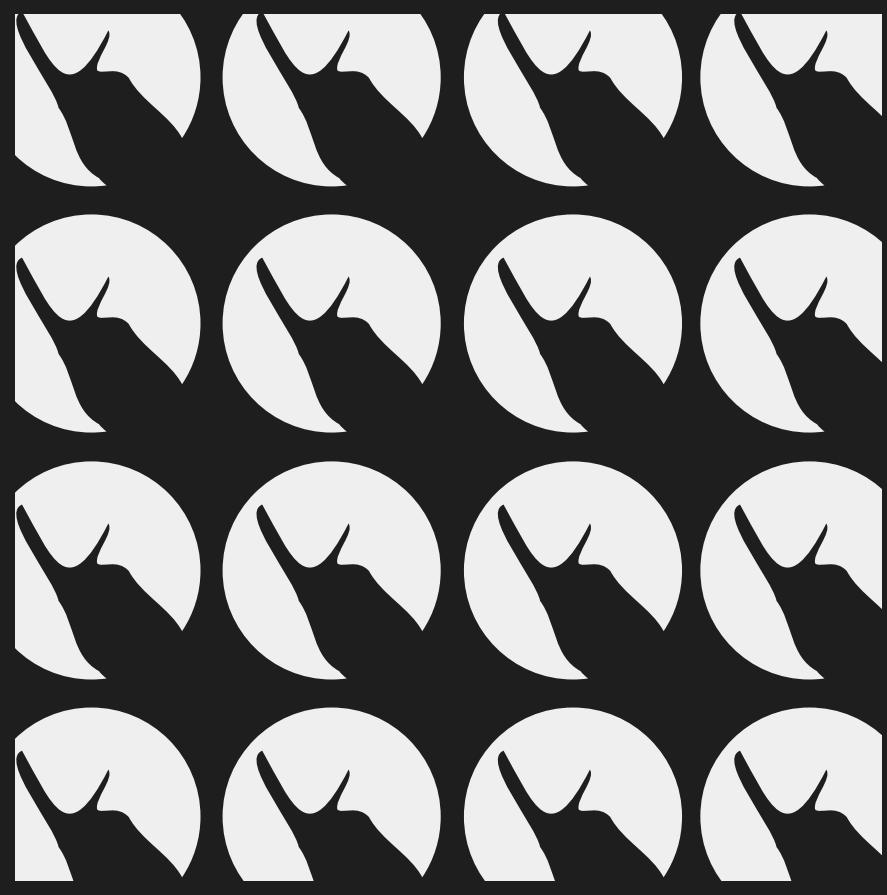
**Consectetuer adipiscing elit**, sed diam nonummy nibh euismod

# Yafel

**Yafel**

# Yafei

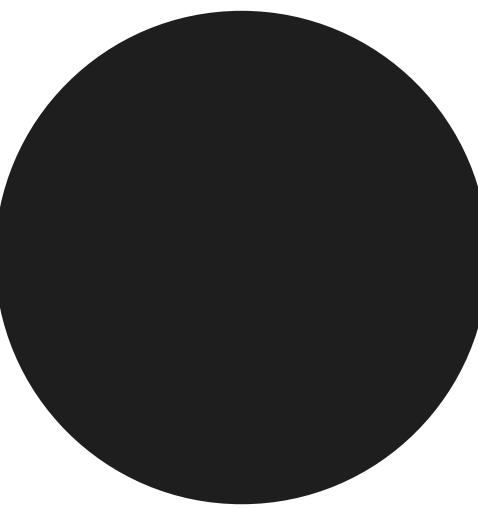
# Brand Patterns



# Brand Assets



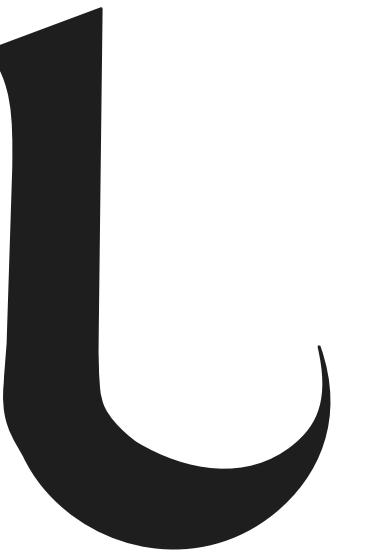
Emblem



Circle



Redsea



L&J letter



Gradients



Redsea Connects  
Egypt & Ksa