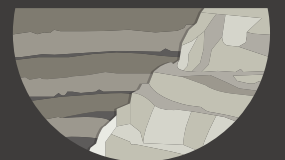


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# Quarries

## Branding guidelines



**Quarries**

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# INTRODUCTION

The branding guidelines for this logo have been meticulously crafted to ensure consistency and clarity in its application across various platforms. By establishing clear rules on logo usage, color schemes, typography, and placement, these guidelines maintain the integrity of the brand identity. They serve as a blueprint for maintaining a cohesive and professional image, reinforcing brand recognition and trust among stakeholders. Additionally, these guidelines help safeguard the logo's visual integrity, preventing misuse or distortion that could dilute its impact and effectiveness in conveying the intended message.

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## LOGO OVERVIEW

The Quarries logo showcases a broken mountain to represent the aftermath of quarrying. This design captures the essence of the concept while ensuring it's visually appealing and easy to understand.



# Quarries

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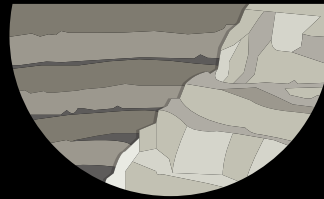
## LOGO COLORS

On white backgrounds



**Quarries**

On black backgrounds



**Quarries**

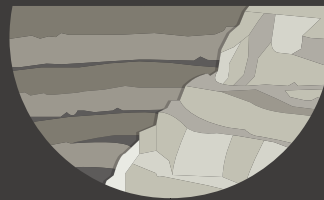
CMYK: 0,1,2,4  
RGB: 245,242,241  
Hex: #F5F2F1

On light grey backgrounds



**Quarries**

On dark grey backgrounds

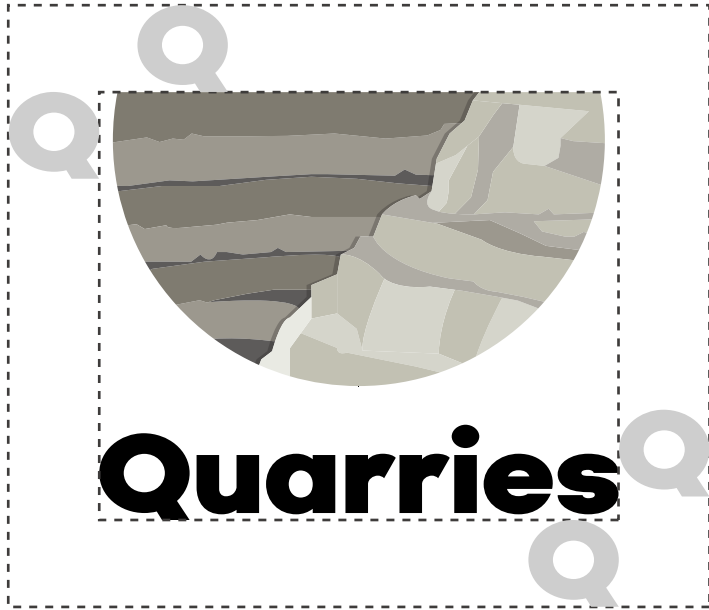


**Quarries**

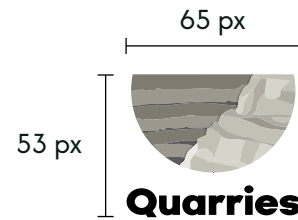
CMYK: 0,3,5,76  
RGB: 62,60,59  
Hex: #3e3c3b

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## LOGO CLEAR SPACE



Use the Q of the Quarries logo as a reference point for creating a clear space.



Minimum scaling size

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## LOGO MISUSE



**Quarries**

Do not distort or stretch the logo



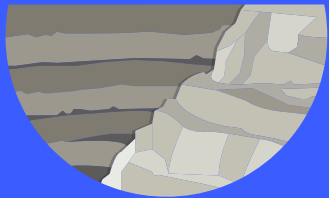
**Quarries**

Do not drop a shadow on the logo



**Quarries**

Do not place the logo on busy backgrounds



**Quarries**

Do not place the logo on a colored background

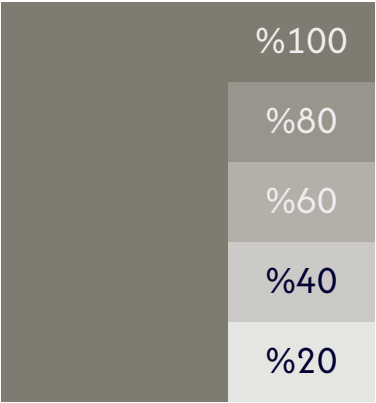
**Quarries**



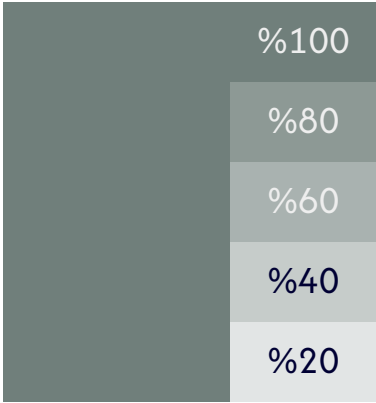
Do not move any element of the logo

# COLOR PALETTE FOR DATA VISUALIZATION

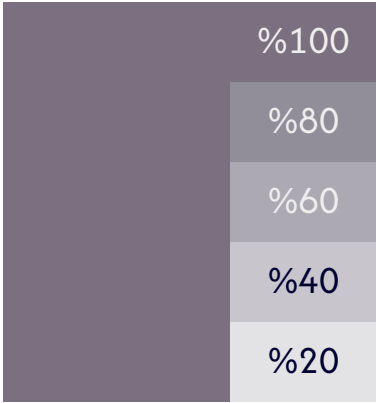
## PRIMARY COLORS



CMYK: 0,3,12,50  
RGB: 127,123,112  
Hex: #7F7B70

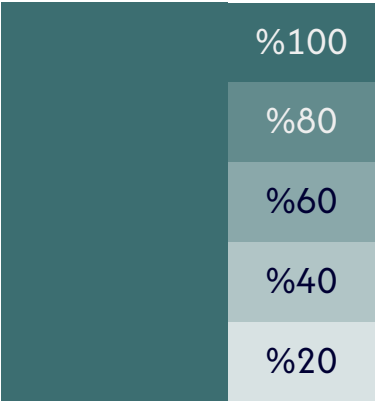


CMYK: 12,0,3,50  
RGB: 112,127,123  
Hex: #707F7B

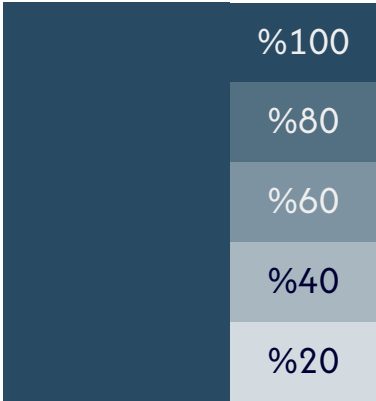


CMYK: 3,12,0,50  
RGB: 123,112,127  
Hex: #7B707F

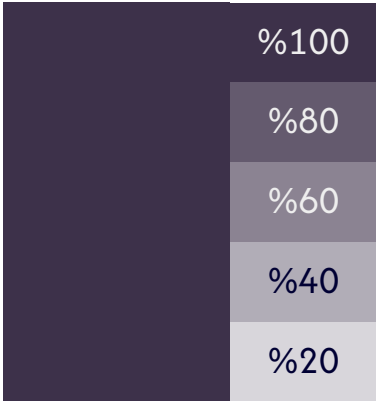
## SECONDARY COLORS



CMYK: 47,3,0,56  
RGB: 60,110,113  
Hex: #3C6E71

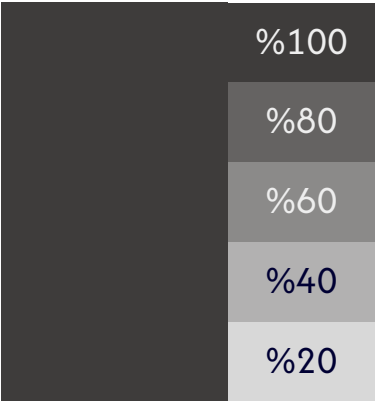


CMYK: 60,24,0,61  
RGB: 40,75,99  
Hex: #284B63



CMYK: 18,34,0,71  
RGB: 61,49,74  
Hex: #3D314A

## NEUTRAL



CMYK: 0,3,5,76  
RGB: 62,60,59  
Hex: #3E3C3B

---

# ENGLISH TYPEFACE

Aceh

Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk Ll Mm Nn Oo

Pp Qq Rr Ss Tt Uu Vv Ww

Xx Yy Zz

1234567890

The quick brown fox jumps over the lazy dog

Thin

ExtraLight

Light

Regular

Medium

**Semi Bold**

**Bold**

**ExtraBold**

**Black**



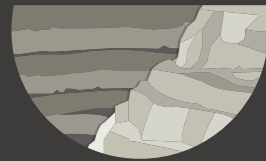
# ARABIC TYPEFACE

## Tajawal

أ، ب، ت، ث، ج، ح، خ، د،  
ذ، ز، س، ش، ص، ض،  
ط، ظ، ع، غ، ف، ق، ك،  
ل، م، ن، ه، و، ي  
١٢٣٤٥٦٧٨٩.

أبجد هوز	Extra Light
أبجد هوز	Light
أبجد هوز	Regular
أبجد هوز	Medium
أبجد هوز	<b>Bold</b>
أبجد هوز	<b>Extra Bold</b>
أبجد هوز	<b>Black</b>

الثعلب البني السريع يقفز فوق الكلب الكسول



**Quarries**