



Brand Guidelines

Egypt

BRAND GUIDELINE

**KEDEEL**

INTEGRATED DIGITAL SOLUTIONS

The logo communicates the brand nature of its business while also symbolizing the brand's story around being an Integrated Digital Solutions Company. The guidelines around using the logo are meant to enable consistent usage, which can help the logo build equity & recognition over time.

The visual system defines the unique and proprietary assets that bring the brand to life.

Visual System

The visual system defines the unique and proprietary assets that bring the brand platform to life.

01

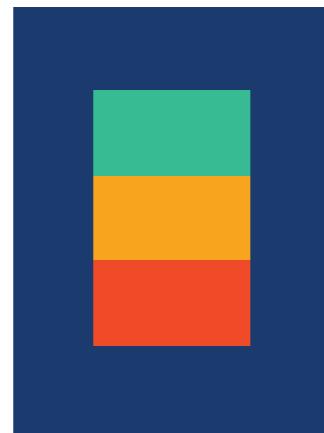
Color Palette



Colors Mix

K E D E E L G U I D E L I N E

Foundational



Flexible/
Commercial



Artistic/
Creative



Typography System

Primary

CRIOLLA SANS

Regular ST
ABCDEFGHIJKLM
abcdefghijklmopqrstuvwxyz
0123456789

Black ST
ABCDEFGHIJKLM
abcdefghijklmopqrstuvwxyz
0123456789

Secondary

Museo Sans

Regular
ABCDEFGHIJKLM
abcdefghijklmopqrstuvwxyz
0123456789

Black
ABCDEFGHIJKLM
abcdefghijklmopqrstuvwxyz
0123456789

Note:

Use Pantone values for offset printing or for a vendor to reference for optimal color output. Use RGB values for digital outputs.
Use HEX values for web outputs. Use CMYK values for printed outputs.

Note:

When custom typefaces are not an option (e.g. email, PowerPoint, etc.), Trebuchet is the official alternate typeface. install it on every computer.

Logo System

The visual system defines the unique and proprietary assets that bring the brand platform to life.



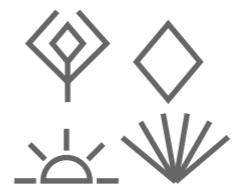
02

Logo Overview

Logo Story

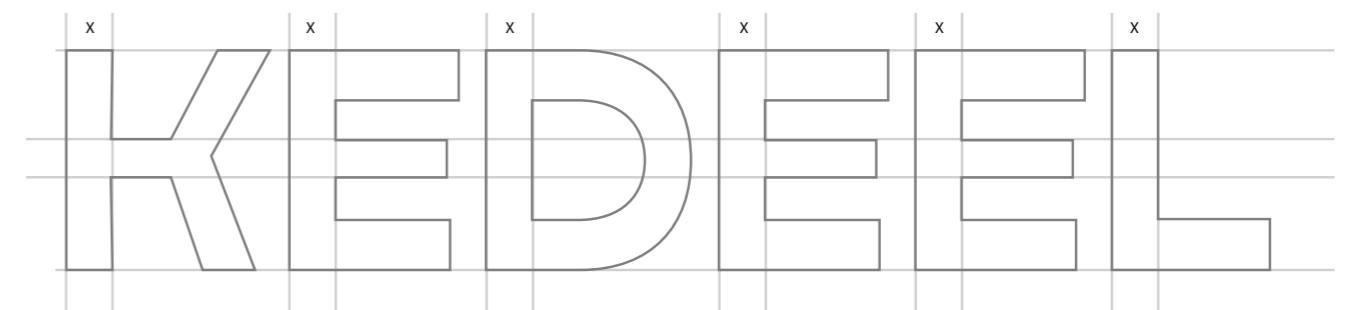
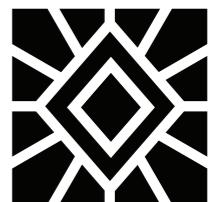
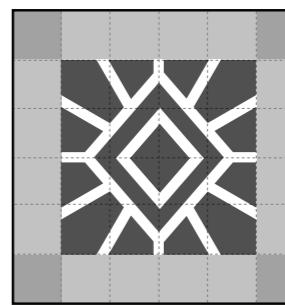
Our name means future, and future is something that you cannot know now, but you can determine its directions, which is what we represented in this concept, so that all shapes are directed to the center, and the center is in the shape of an eye, which reflects the meaning of a vision and having a perspective. Explicit geometric shapes were used to indicate our methodology, commitment and seriousness in what we offer throughout our services, in addition to giving a feeling of technology, which in turn indicates the future evolution.

Humans Evolving
using a TECHNOLOGY
GEMSTONE with A
Glowy TECH lines



Clear Zone

Our logo has a clear zone around it, to create prominence and to avoid interference. No text or graphic elements can appear in this area.



INTEGRATED DIGITAL SOLUTIONS

Logo Usage

Main Logo

Kedeel - The Brand



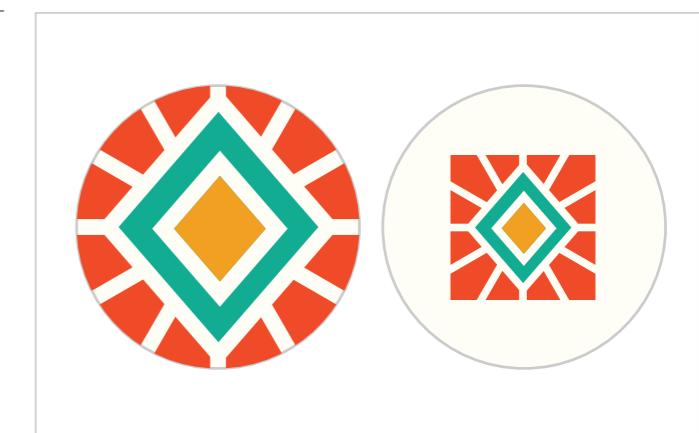
Secondary Logo

This is version only used
when the main icon is being
used in the design.

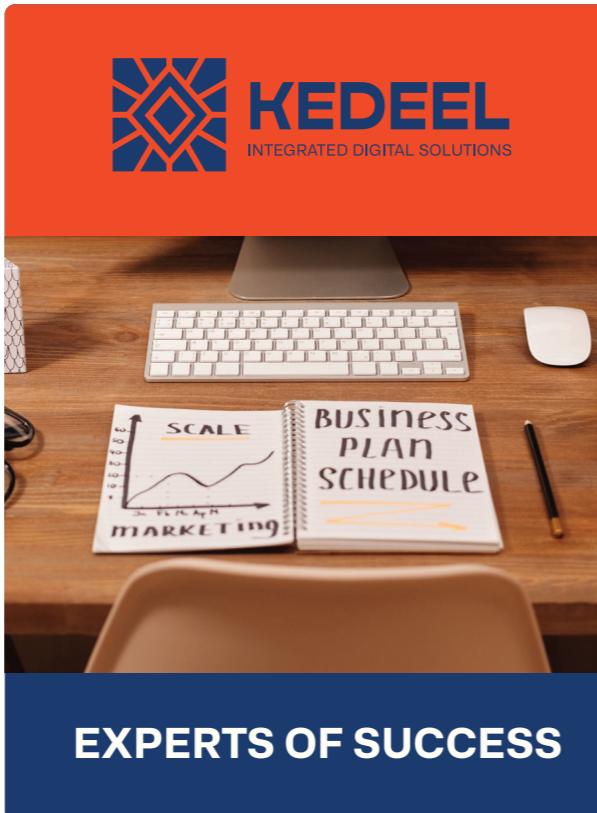


Emblem Logo

Icon Only Version



Logo Placements & Variations



Logo limitations



DO NOT place the original logo
on top of a dark color.



DO NOT change
the color of any element in the logo.



DO NOT place logo
With Original Colors on top of an image



DO NOT rotate the logo and
rearrange elements of the logo.



DO NOT place the logo and a
busy background textures.



DO NOT Use any Effect on the logo

03

Graphic Identity & Applications

The visual system defines the unique and proprietary assets that bring the brand platform to life.

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Identity Usage

K E D E E L G U I D E L I N E



The Identity is familiar, uncomplicated and friendly, just like Kedeel is.



Applications Usage

KEDEEL GUIDELINE

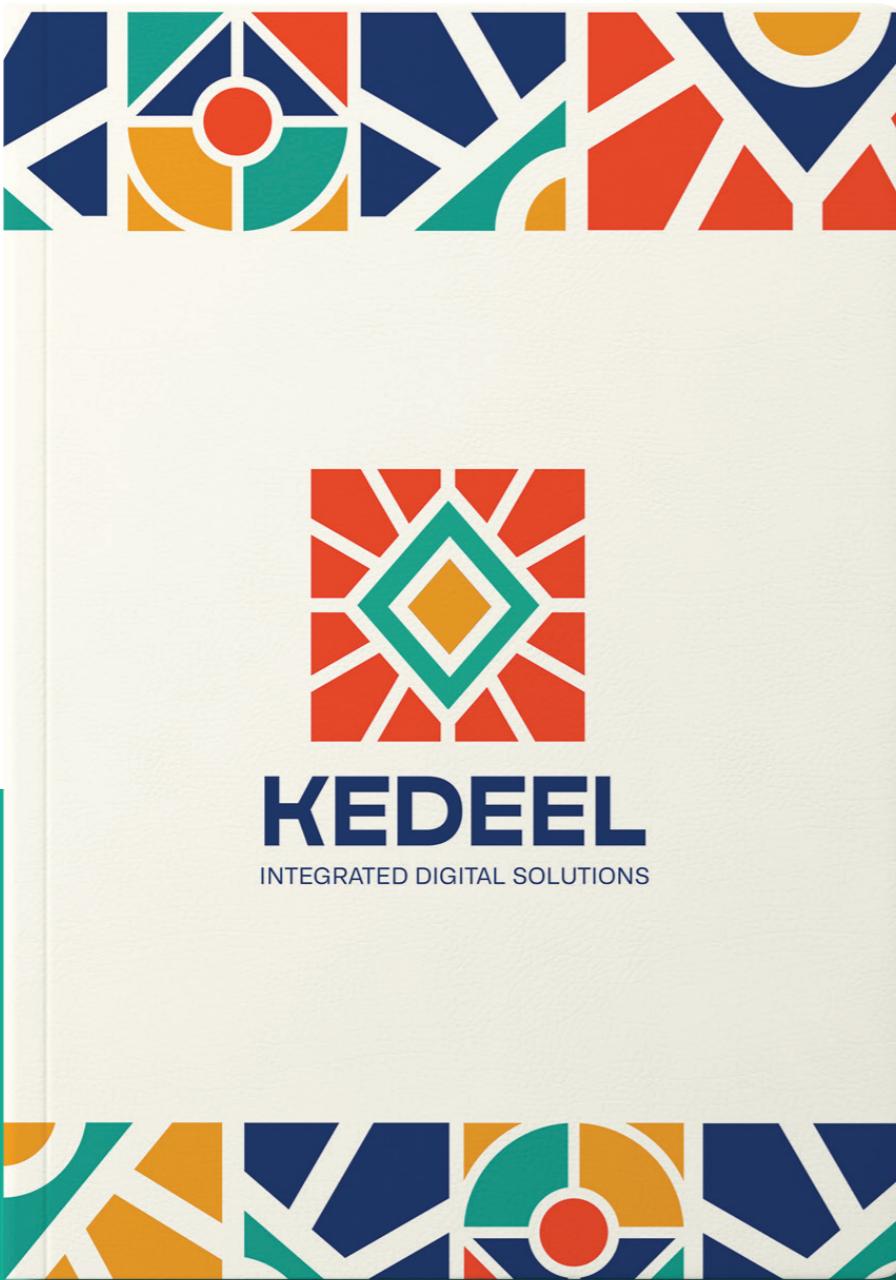


KEDEEL
INTEGRATED DIGITAL SOLUTIONS



Applications Usage

KEDEEL GUIDELINE



Corporate Identity

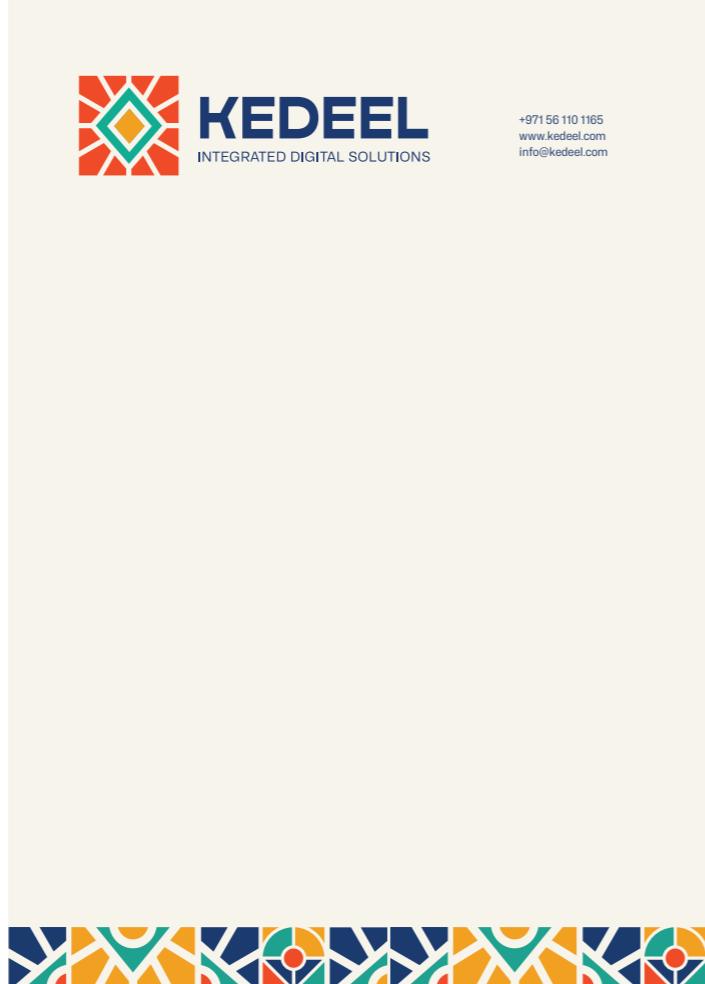
K E D E E L G U I D E L I N E



Business Card - Back



Business Card - Front



Letter Head

Envelope System



Dimention

DIN A4

Front

These are our line drawing icons. They are familiar, uncomplicated and friendly, just like we are.



Dimention

DIN A4

Back

These are our line drawing icons. They are familiar, uncomplicated and friendly, just like we are.



Thank you!

Branding Work being done at solid studio