



# BRAND GUIDELINES

# الزمر

صل

وَسِيقَ الَّذِينَ اتَّقُوا رَبَّهُمْ إِلَى الْجَنَّةِ زُمَرًا حَتَّىٰ إِذَا  
جَاءُوهَا وَفُتُّحَتْ أَبْوَابُهَا وَقَالَ لَهُمْ خَزَنَتَهَا سَلَامٌ  
عَلَيْكُمْ طِبَّتْمْ فَادْخُلُوهَا خَالِدِينَ (73)

سورة الزمر

# LOGO

A brand logo is a symbol, emblem, typographic or the combination of all. used by businesses to mark its brand's identity. Having a unique logo helps your customers to identify & remember your product and quality of your brand.

## PRIMARY LOGO

Your primary logo is the main signature of your brand. This should be used most frequently when space allows for it.



## SECONDARY LOGO

Your secondary logo is when you need a simplified version of your logo but still want to include the core elements of the logo.

*\*Used in small scales where removing the decorative sparkles will enhance readability*



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# COLOUR PALETTE

Your colour palette will be used across your socials, stationery, website and so much more.

Creating a distinct and complimentary palette is going to be an important part of building brand recognition.

*\*You're free to experiment with the color's tints and shades if needed. Just make sure you don't stray away from the brand's recognition.*

## ♦ BLOSSOM

This shade is the complementary color of the brand to add pop! This color represents your brand's focus on friendship.

## ♦ INDIGO

This is your main brand color. This shade represents your brand's trustworthiness and tranquility.

## ♦ SNOW

This shade is your brand's neutral color. Use it in backgrounds, small text or to add contrast.

## ♦ LAVENDER

This is the sister color of your brand's main color. It adds harmony and contrast. This color portrays your brand's luxurious quality.

# LOGO COLOR COMBINATIONS

# Do's



e g j c

e g j c

e g j c

e g j c

LOGO  
COLOR COMBINTATIONS

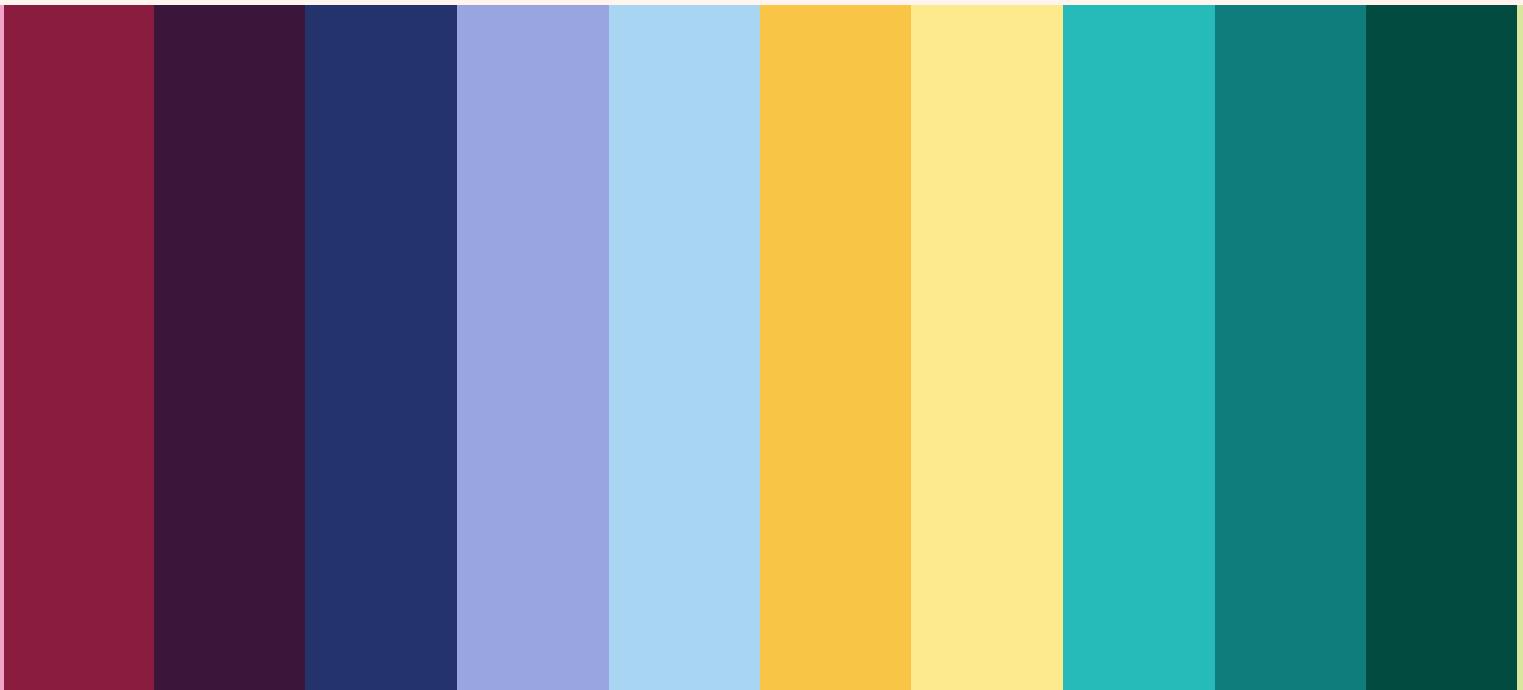
Do not's



# SECONDARY BRAND COLOR PALETTE

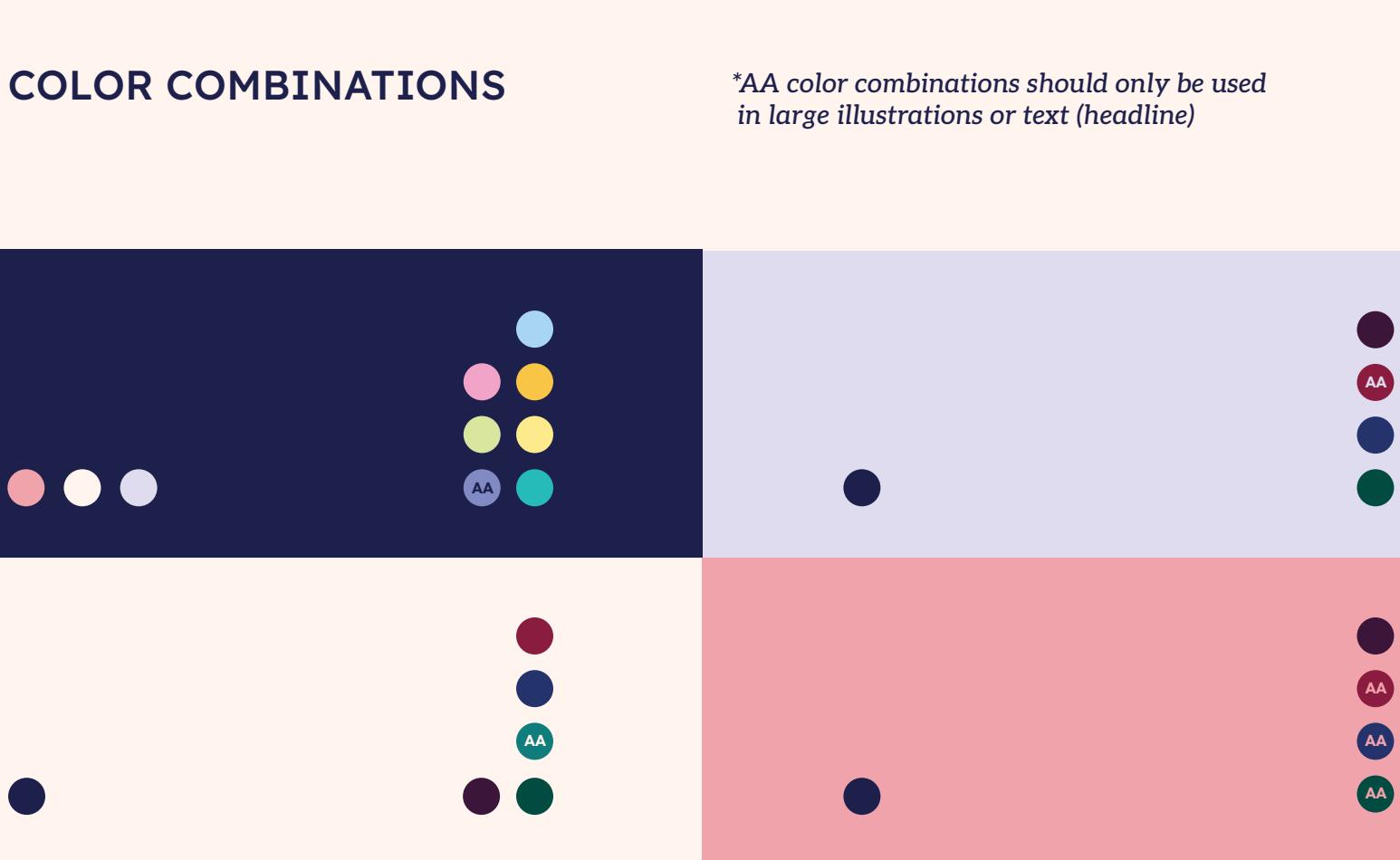
## SECONDARY BRAND COLORS

*\*You're free to experiment with the color's tints and shades, or adding new colors. Just make sure you don't stray away from the brand's voice.*



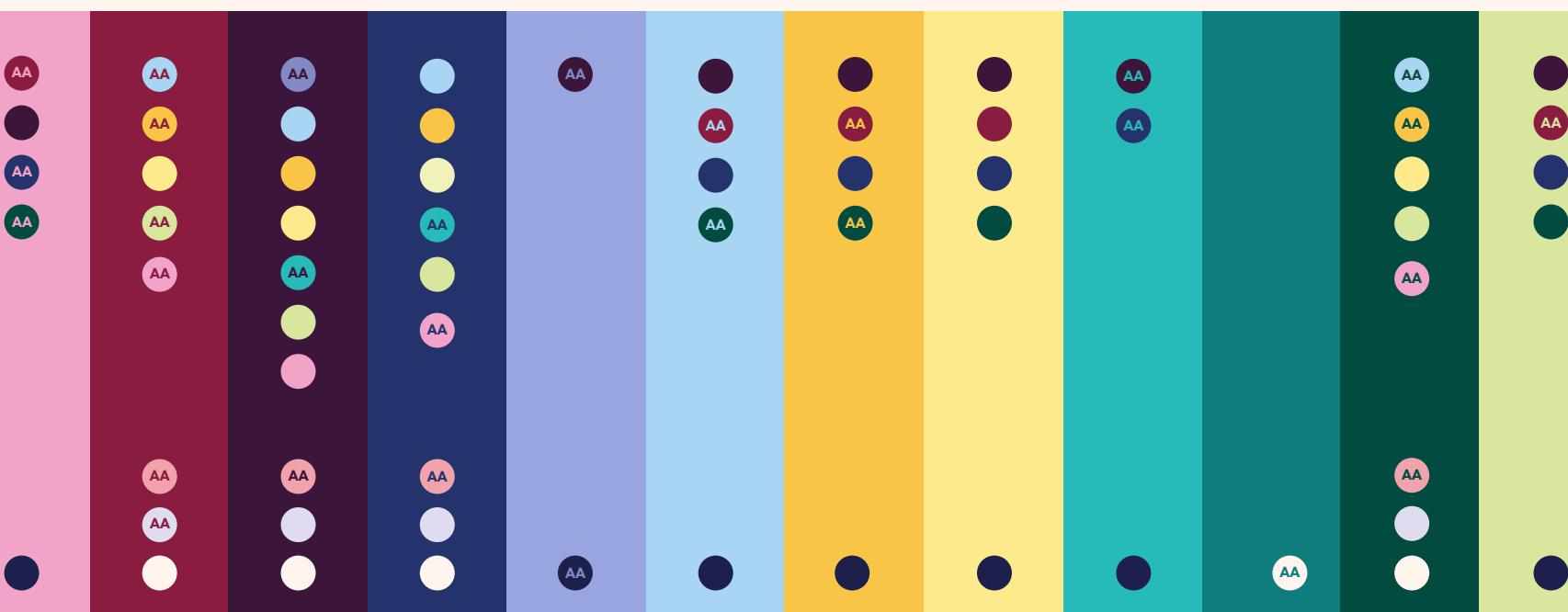
# COLOR COMBINATIONS

\*AA color combinations should only be used  
in large illustrations or text (headline)



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# FONTS

Consistent typography across your brand will make you recognisable and memorable.

Your fonts have been chosen to pair perfectly with each other as well as your brand identity. Having different sets of fonts allows for the design to not be repetitive.

## PRIMARY FONT

# Readex Pro

This font portrays the modern and bold side of your brand. Best used for digital posts and its legibility.

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

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

1 2 3 4 5 6 7 8 9 0

## SECONDARY FONT

# Aleo

This font portrays the spiritual and authentic part of your brand.

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

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

1 2 3 4 5 6 7 8 9 0

PRIMARY FONT

GE SS

استخدم هذا الخط في  
اللغة العربية

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اللغة العربية



THANK YOU