

**ALAFE!N**

VERSION 1.0

# BRAND GUIDELINES

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01

introduction

an escape?  
a place to hangout?  
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# what is AlaFein?

AlaFein started with a simple question, **where would we go tonight?**

The values of the brand shape how it looks and how it behaves — bold, fun, exciting and engaging.  
We want a brand to entertain, inspire, enlighten and challenge. A brand that brings excitement, magic and emotion.  
A brand that is proud and warm and welcomes everyone. A brand with a simple promise of 'a good night out'.

**AlaFein is bold, happy  
and easy going.**

**It's the brand you *want* to be friends *with*. We want to empower users to  
explore the different types of a night out that AlaFein can offer.**

# 02

# brand assets

2.1 The Logo

2.2 The Logo Clear Space

2.3 The Icon

2.4 The Logo in Color

2.5 The Arabic Logo

2.6 The Logo Lockups

2.7 Logo Placement

2.8 Logo with Partners

# The Logo

## 1. The AlaFein Logo

The AlaFein logo consists of two elements; the wordmark and the icon (exclamation mark). It’s an instantly recognisable brand element and should be represented consistently throughout our product and marketing efforts. In no way should the logo be modified, distorted, or redrawn.

## 2. The Small AlaFein Logo

For smaller sizes we have optimized the kerning to increase legibility. This would be used for placement below 30px x 10px. TheSsmall AlaFein logo can be found in the logo pack.



The AlaFein Logo



The Small  
AlaFein Logo

# Logo Clear Space

To ensure the right amount of breathing space around the AlaFein logo the following process should be applied:

**Step 1:**

Pick the dot “O” from the letter “i”

**Step 2:**

Duplicate it

**Step 3:**

Place the duplicates and create the safe space “x”





# The Icon

We use the icon as a standalone brand element. The icon should be used as the reduced form of our logo in tight spaces.

Using it associated with blue, our primary brand color, should always be the favourite option. For any other use cases, a monochrome version is allowed too.

### Usage Hierarchy

1. **Pink Icon on blue background**

Preferred Option.

2. **Blue Icon on pink background**

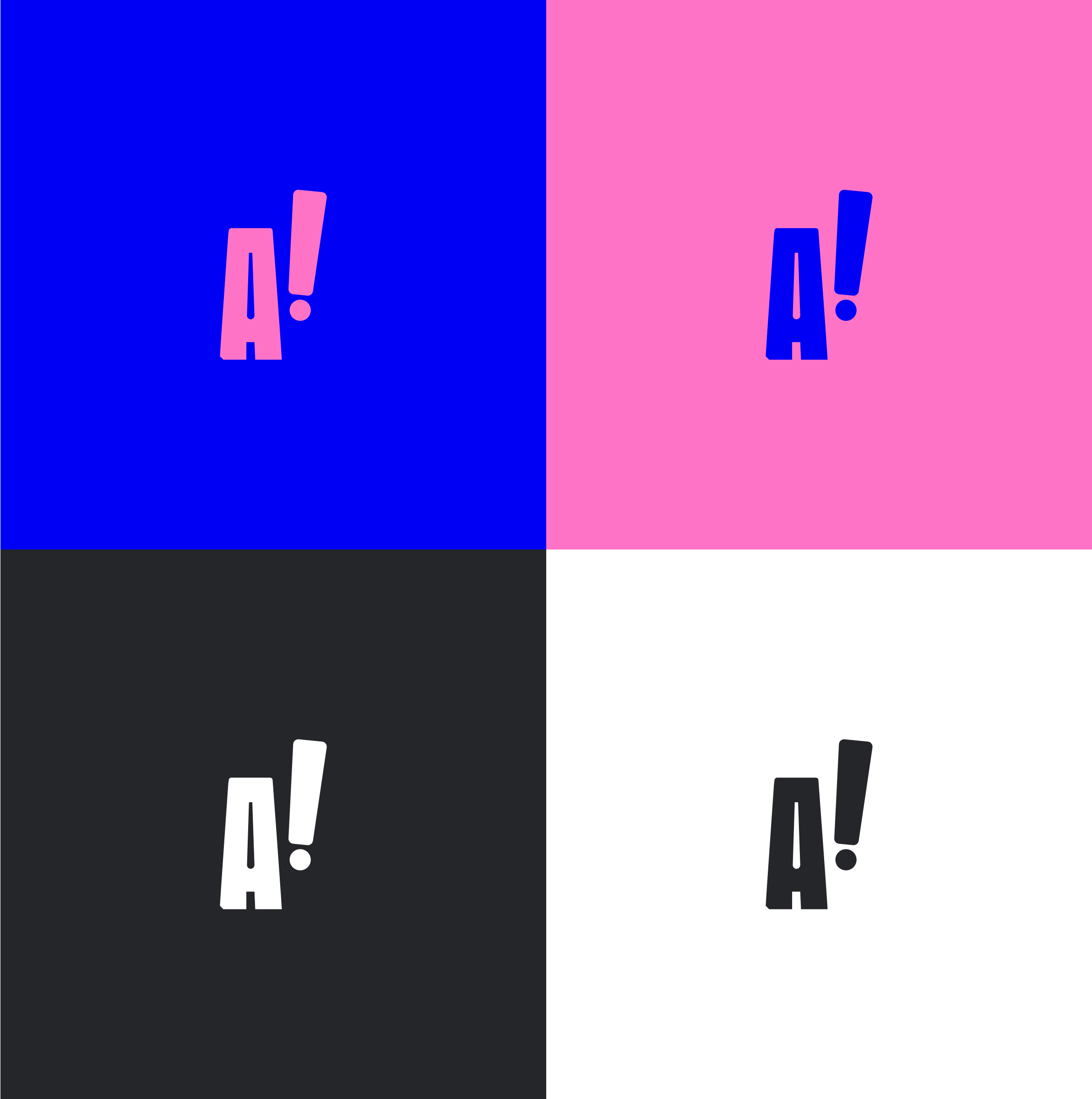
To be used when option 1 isn't working out.

3. **White Icon on black background**

Whenever incorporating blue isn't an option, our preferred option is a white version of the icon on a black background.

4. **Black Icon on white background**

Used when a white version of the icon isn't working.



# Usage

## icon in text

Whenever possible we turn the letter “i” into our exclamation mark in the categories names, if the word doesn’t contain the letter “i” we place the exclamation mark at the end of the word e.g. THEATRE!

F!LM

MUS!C

THEATRE!

# Logo in Color

The default version of the AlaFein logo uses our primary brand color blurple. However, the logo can live with different colors.

Here, you will find an overview of possible color combinations. For more information around color combinations see page 22.

**ALAFE!N**

**ALAFE!N**

**ALAFE!N**

**ALAFE!N**

**ALAFE!N**

# Black & White Logo

ALAFE!N

ALAFE!N

# Arabic Logo

على فين

# Logo Lockups

ALAFE!N

ALAFE!N

ALAFE!N  
على فين

ALAFE!N  
على فين

# Logo Placement

When it comes to logo placement, we have a few options listed on this page. Whenever's possible, place the logo centered in the bottom of the layout. However, you might sometimes need to give the rest of the content more space, thus move the logo elsewhere. In this scenario, here are a few examples on how to work with it.

## 1. Portrait

Our default option would be to place our logo in center-bottom of the layout.

## 2. Landscape

When working with a key visual and text on landscape layouts, we prefer to place our logo in the bottom-right corner of the layout.

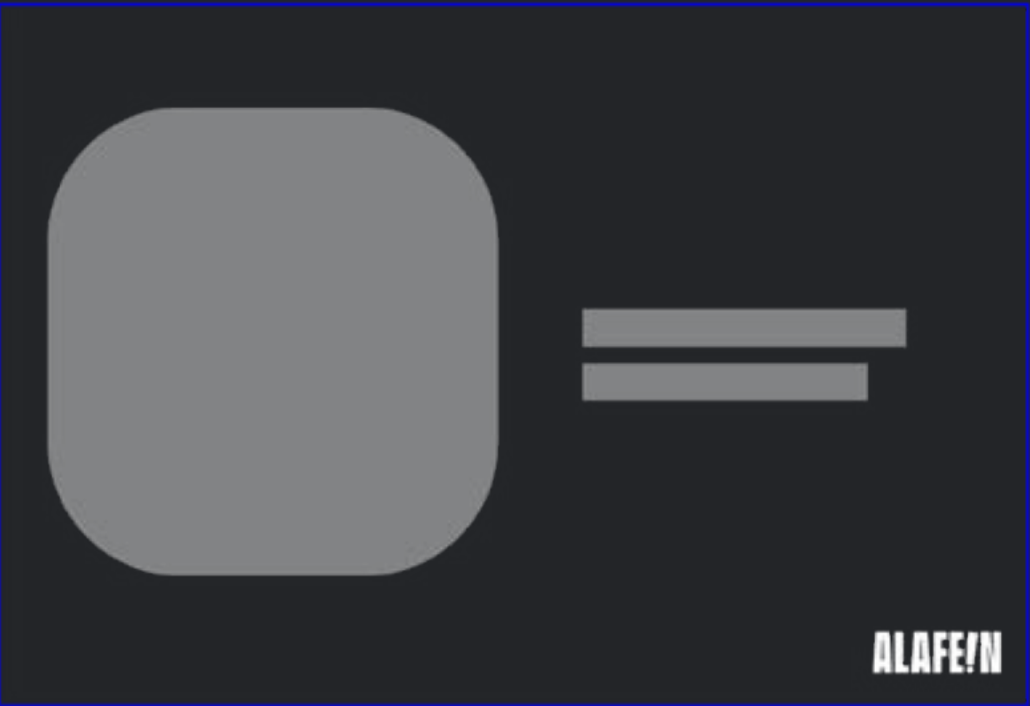
## 3. Landscape wide

When working with extra wide landscape layouts, we prefer to place our logo to the right, vertically centered.

1



2



3

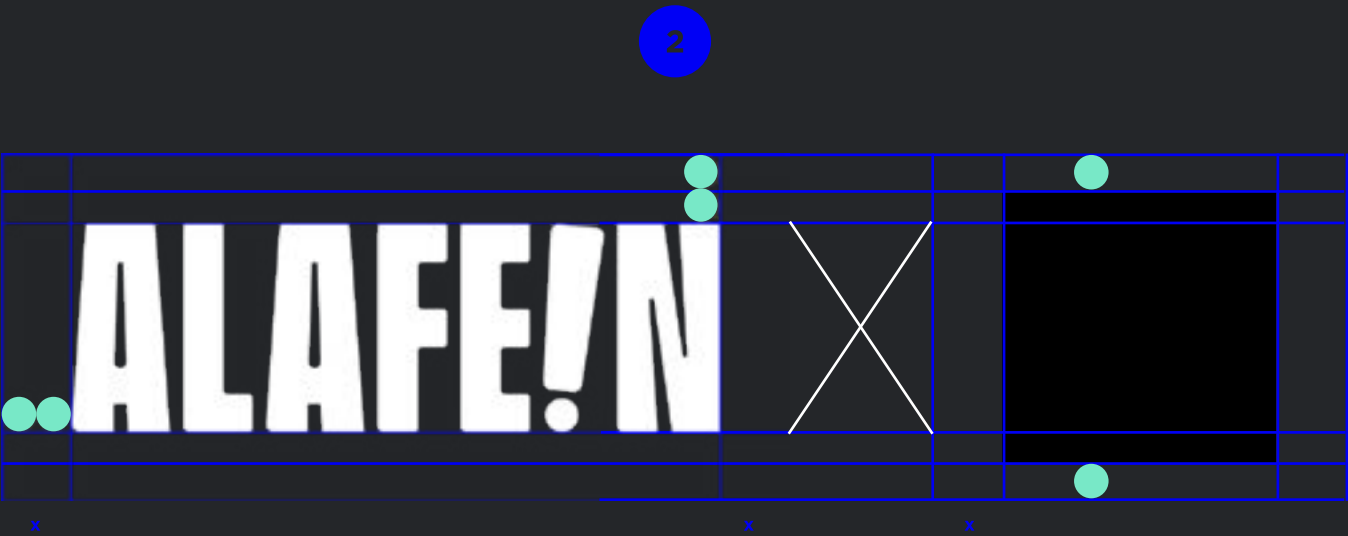
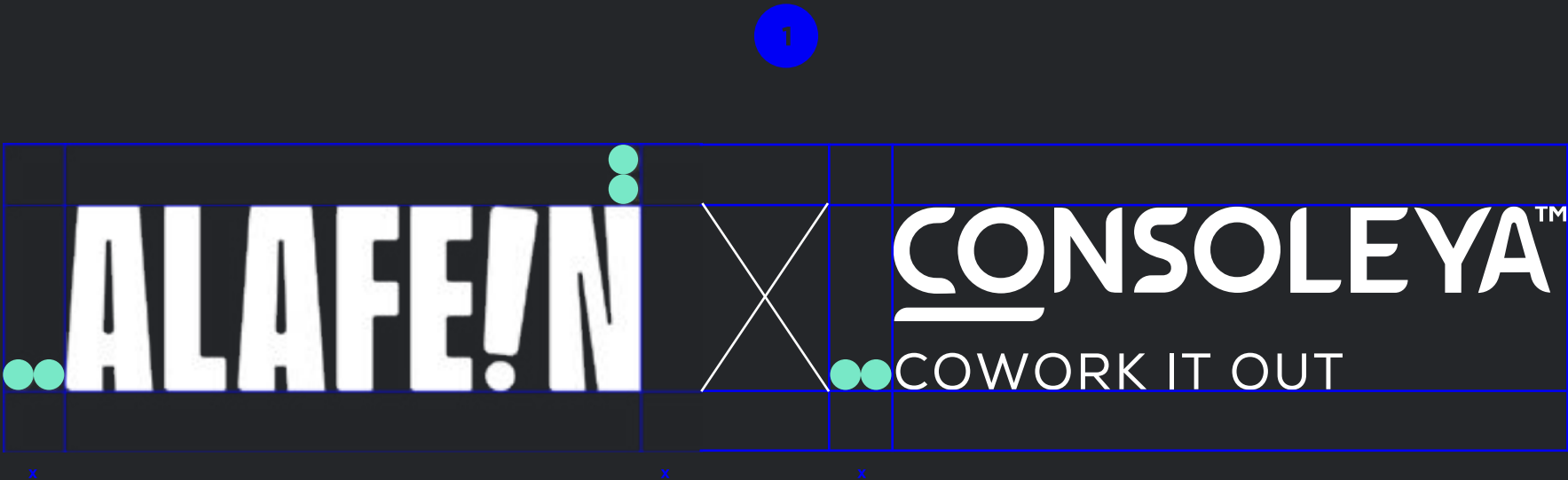


# Logo *with* Partners

When combining the AlaFein logo with other logos, it's important to make sure there is enough spacing provided between the logos. The logos should be separated by a 1px "X" stroke.

1. Horizontal partnership lockup

2. Square Partnership Lockup





# Usage

## unsuccessful logo

## usage

Feeling quirky today? Save it for your your night out, but please don't mess with our logo. Avoid the examples mentioned below at all times.

### 1. Don't go crazy with your color mix

For more guidance around which colors are allowed, see page 32.

### 2. Don't apply effects

Glowing edges, drop shadows and gradients are forbidden.

### 3. Don't twist and turn the AlaFein logo around

Use it within the provided ratios.

### 4. Don't place the logo on a busy background image.



ALAFE!N



ALAFE!N



ALAFE!N



ALAFE!N

03

# brand colors

3.1 Primary Brand Colors

3.2 Secondary Brand Colors

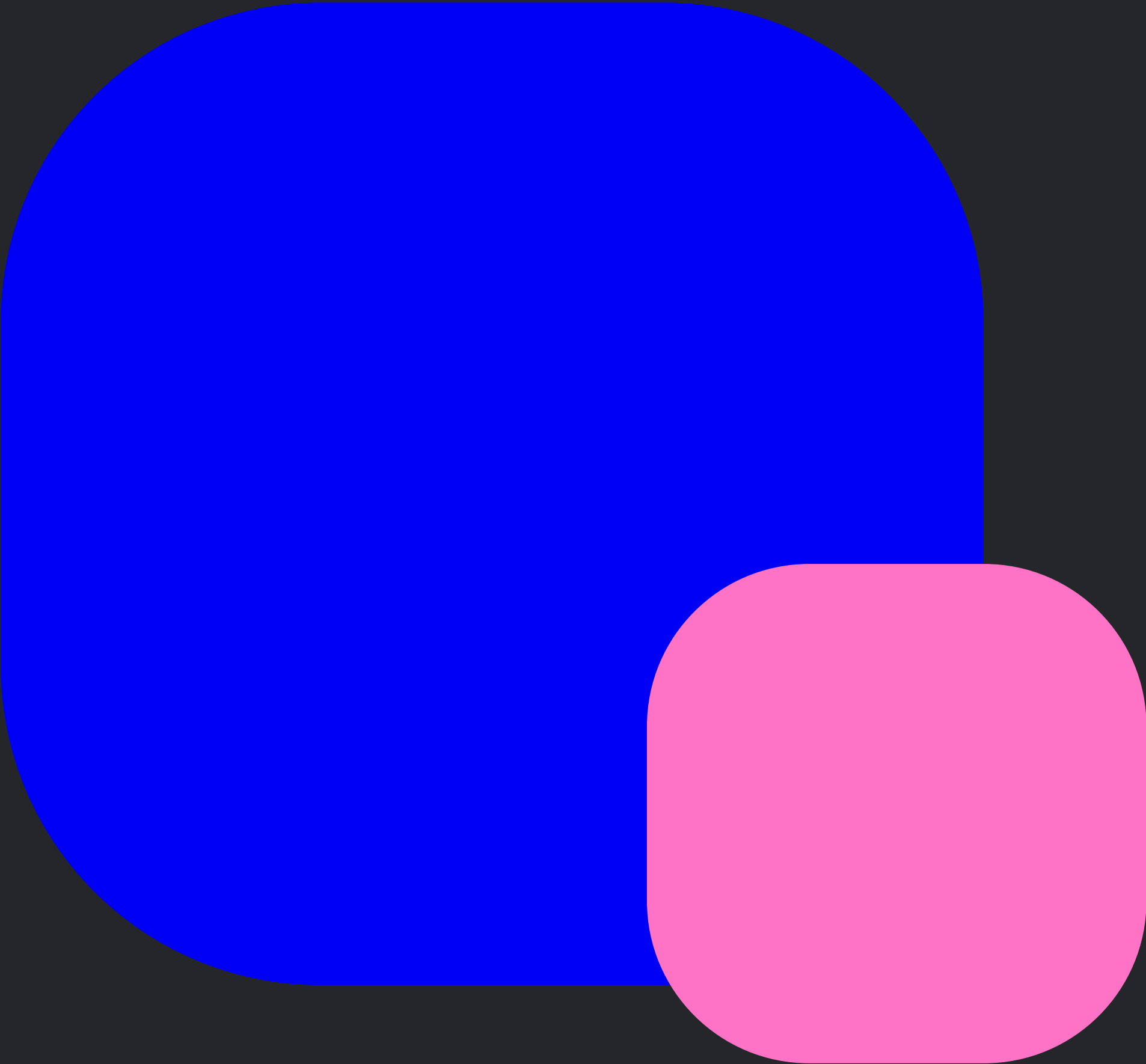
# Primary Colors

## AlaFein Electric Blue

Electric Blue is the core color of AlaFein, It’s the one color that holds most brand equity.

## AlaFein Pink

Pink is also a primary color of the brand, but we use it only in the primary logo lockup where you have our wordmark in pink on a blue background.



### Electric Blue

HEX **0000f5**  
RGB **0,0,245**  
CMYK **94,75,0,0**  
PANTONE **293C**

### Pink

HEX **ff73c6**  
RGB **255,115,198**  
CMYK **7,65,0,0**  
PANTONE **231C**

# Secondary Colors

## AlaFein Color Palette

The brand color palette is meant to bridge marketing communications and product interface in order to enhance familiarity and visual recognition. The color palette is divided according to the categories of events AlaFein app offers.



Baby Blue

HEX **00c4d9**  
RGB **0,196,217**  
CMYK **68,0,16,0**



Green

HEX **4fb04a**  
RGB **79,176,74**  
CMYK **71,4,99,0**



Orange

HEX **f7941a**  
RGB **247,148,26**  
CMYK **0,49,99,0**



Fuchsia

HEX **ed1f7a**  
RGB **237,31,122**  
CMYK **0,97,19,0**



Turquoise

HEX **78E8C7**  
RGB **120,232,199**  
CMYK **46,0,32,0**



Yellow

HEX **FAD94A**  
RGB **250,217,74**  
CMYK **3,11,83,0**



Sky

HEX **70C7FF**  
RGB **112,199,255**  
CMYK **47,8,0,0**



Cantaloupe

HEX **FF735C**  
RGB **255,115,92**  
CMYK **0,69,62,0**



Red

HEX **F54D45**  
RGB **245,77,69**  
CMYK **0,85,75,0**



Black

HEX **242629**  
RGB **36,38,41**  
CMYK **74,66,62,68**

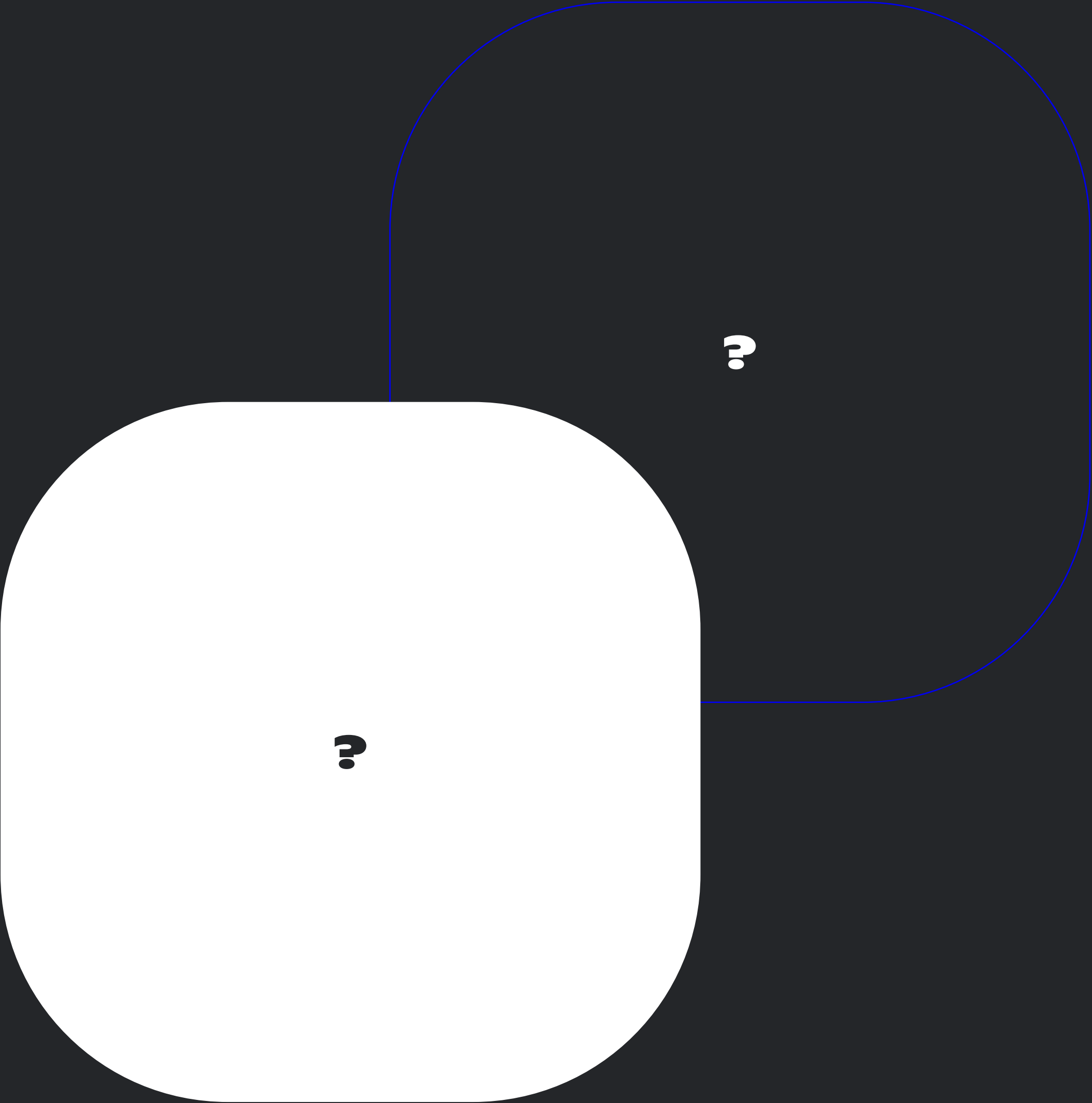


Download AlaFein Colors

# Usage

## applying colors

Pairing colors is a tricky task, and there are colors that work together better than others.



# Usage

## suggested color pairings

Here is a collection of suggested color pairings. These colors work well on-top of each other and provide enough contrast for the reader.



Blue+White



Blue+Black



Blue+Green



Blue+Yellow



Fuchsia+White



Fuchsia+Yellow



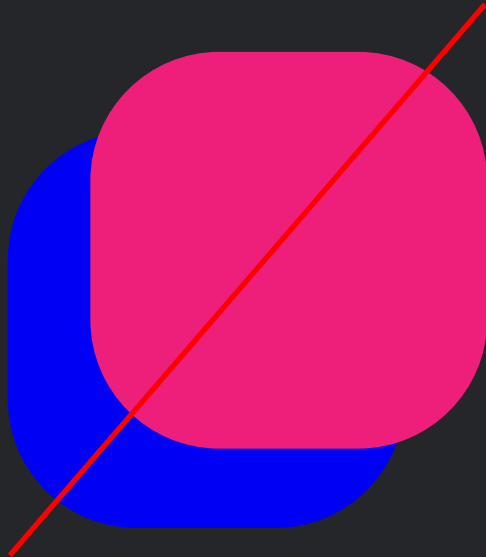
Red+White

# Usage

## color pairings

### to avoid

Here are color pairings to avoid when creating layouts. These colors don't work well when text is applied on top of them.



*Blue+Fuchsia*  
**Don't use**

Avoid using this combination as it's too hard to read.



*Fuchsia+Green*  
**Don't use**

These two colors are too vibrant when combined, creating an uncomfortable reading experience.



*Yellow+Green*  
**Don't use**

These two colors are too similar when combined and don't create enough contrast.



*White+Yellow*  
**Don't use**

These two colors are too similar when combined and don't create enough contrast.



*Fuchsia+Red*  
**Don't use**

These two colors are too similar when combined and don't create enough contrast.



*Turquoise+Yellow*  
**Don't use**

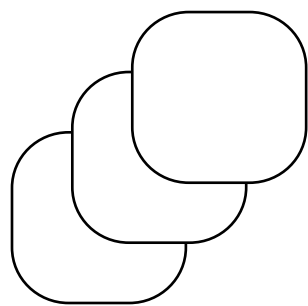
Avoid using this combination as it's too hard to read.



# Usage

## suggested color schemes

Here is a collection of suggested color schemes. These colors work well on-top of each other and provide enough contrast for the reader.



**Decorative Color**

**Text Color**

**Background Color**



Blue+White+Green



Fuchsia+White+Yellow



Blue+White+Yellow



Yellow+Blue+White



Green+White+Blue



Turquoise+White+Baby Blue

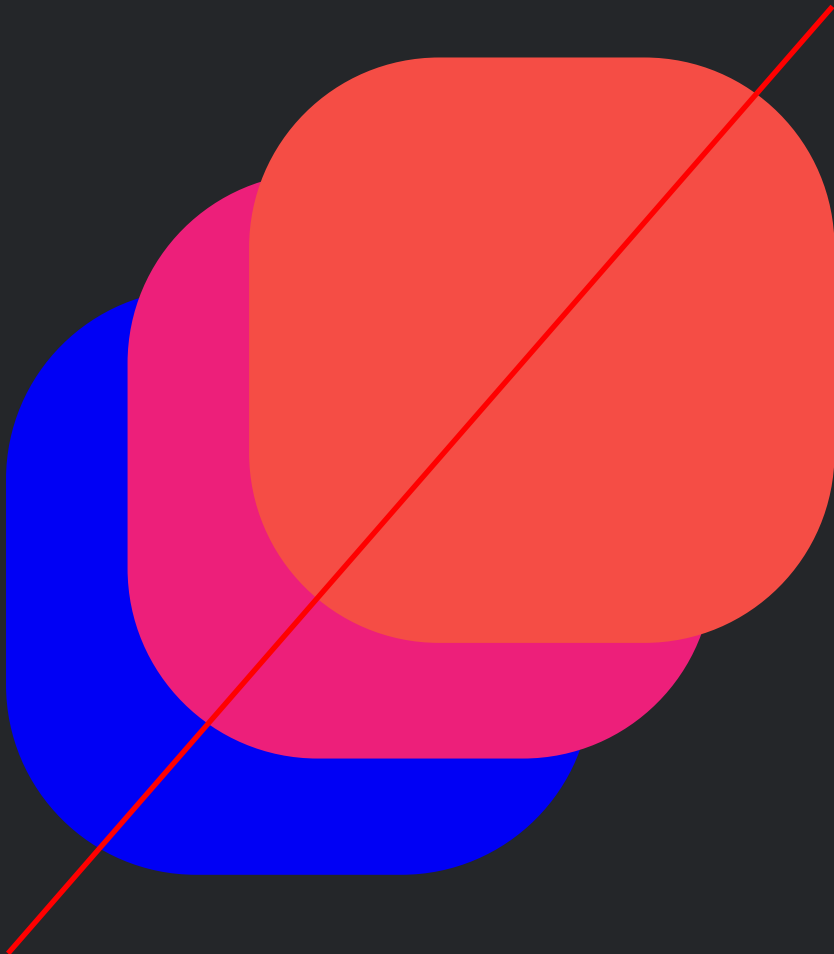


# Usage

## color schemes

### to avoid

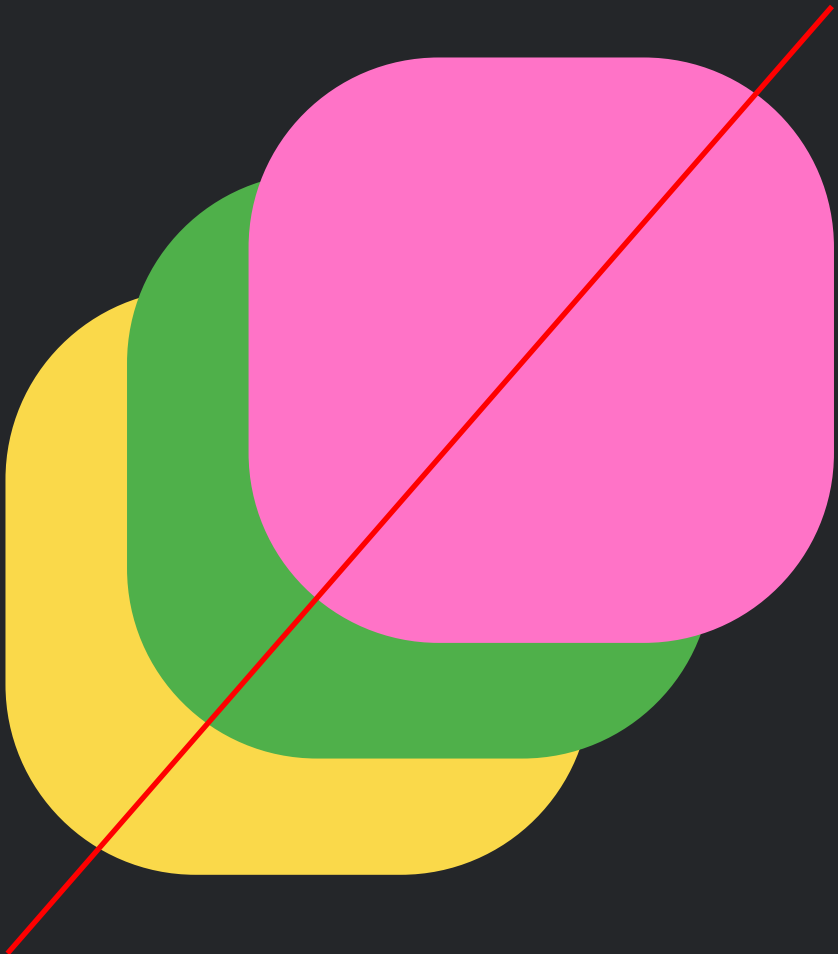
Here are color schemes to avoid when creating layouts. These colors don't work well when text is applied on top of them.



**Blue+Fuchsia+Red**

**Don't use**

These colors simply don't provide enough contrast.



**Yellow+Green+Pink**

**Don't use**

These colors simply don't provide enough contrast.

# Usage

## color pairing

## with categories

Here are color schemes to avoid when creating layouts. These colors don't work well when text is applied on top of them.

أفلام  
F!LM

مسرح  
THEATRE

مزيكا  
MUS!C

معارض  
EXHIBIT!ONS

ورش  
WORKSHOPS!

متاحف  
MUSEUMS!

عروض رقص  
DANCE!

للأطفال  
K!DS

ندوات  
SEM!NARS

04

# typography

4.1 English Typeface

4.2 Arabic Typeface

# English Typefaces

Our typography consists of two font families, Anton and Formula Condensed.

## Primary Typeface: Anton

Our primary typeface is Anton. Anton is a reworking of a traditional advertising sans serif typeface. The letter forms have been digitised and then reshaped for use as a webfont, the counters have been opened up a little and the stems optimised for use as bold display font in modern web browsers.

## Secondary Typeface: Formula Condensed

Our secondary typeface is Formula Condensed. Formula is a complete and versatile typeface that bold racy look with the flexibility of a grotesque. It comes in many styles from Condensed to Extended through a comprehensive set of weights from Thin to black all with their italic counterparts.

anton.

Primary Typeface

formula  
condensed.

Secondary Typeface



Download AlaFein Fonts

# Typestyles

Our typestyles consists of headlines styles & a paragraph style. We always use Anton for our headline style, since it's our primary typeface. Headlines aren't written in uppercase.

## Headlines: Anton

Anton, Font-weight: Regular (one weight) To be used for all headlines.

## Secondary Headlines: Formula Condensed Bold

Formula Condensed, Font-weight: Bold. To be used in combination with the primary headline.

## Paragraphs: Formula Condensed

For our paragraph style we always use Formula Condensed to achieve the best legibility. This applies to all supporting text as well. , Font-weight: Light, Regular, Bold, and Black.

# A Good Night Out?!

Headline I Example: 15Opt / Leading 172pt / Letter-spacing -20%

# Download the app now!

Secondary Headline I Example: 102pt / Leading 111pt / Letter-spacing 0%

**Lorem Ipsum** is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Paragraph text I Example: 22pt / Leading 26.4pt / Letter-spacing 0%

# Usage

## text rules!

Applying the right line height is important since it creates a cohesive and legible reading experience. In the next pages we explain how our tpestyles are setup for success.

A GOOD

Night out?

# Usage text rules!

A few examples on how to combine our headlines styles and paragraph style:

- 1. Primary headline, secondary headline, body text
- 2. Primary headline (adjusted line height), body text
- 3. Secondary headline, body text
- 4. Primary headline, secondary headline

# Lorem Ipsum

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries.

# Lorem Ipsum

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries.

# lorem ipsum

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries.

# Lorem Ipsum

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.

# Usage examples

A few examples on how to combine our headlines styles, secondary headlines and paragraph style.

**A Good  
Night Out?!**

**Download the app now!**

**Let's go!**



# Usage

## AlaFein in text

Whenever our brand ns mentioned in text it should be written like thus “AlaFein” with both letters “A” and “F” in captial form, also it should be always in bold to stand out from the rest of the text.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. **AlaFein** has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries.

# Arabic Typefaces

Our primary arabic typeface is IBM Plex Sans Arabic.

IBM Plex™ is an international typeface family designed by Mike Abbink, IBM BX&D, in collaboration with Bold Monday, an independent Dutch type foundry. IBM Plex is a neutral, yet friendly Grotesque style typeface that includes a Sans, Sans Condensed, Mono, Serif, and several other styles for several languages, and has excellent legibility in print, web and mobile interfaces.

**Headlines: IBM Plex Sans Arabic Bold**

**Secondary headlines: IBM Plex Sans Arabic Medium**

**Paragraphy: IBM Plex Sans Arabic Light, Regular, Semibold and bold.**

عنوان رئيسي

Primary Arabic Typeface

عنوان ثانوي

أ ب ت ث ج ح خ د ذ ر ز س ش  
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠

# Usage examples

A few examples on how to combine our headlines styles, secondary headlines and paragraph style.

# هنروح فين النهارده؟

نزل الأبلكيشن دلوقتي  
وأعرف هنروح على فين!

يلا بينا!

05

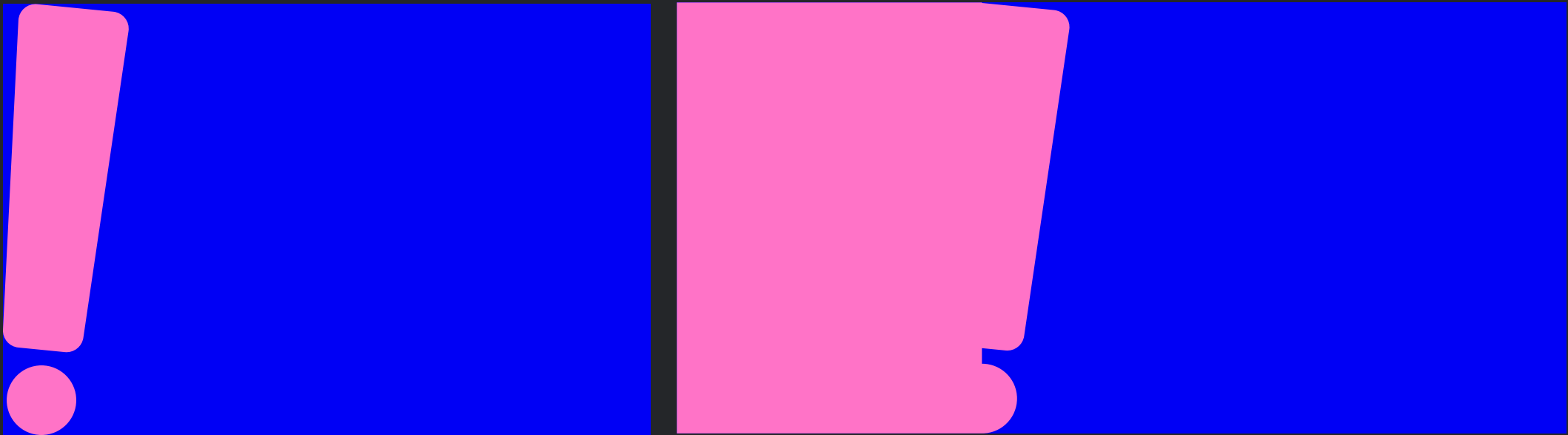
layouts



# Layouts

## 5.2 horizontal grid

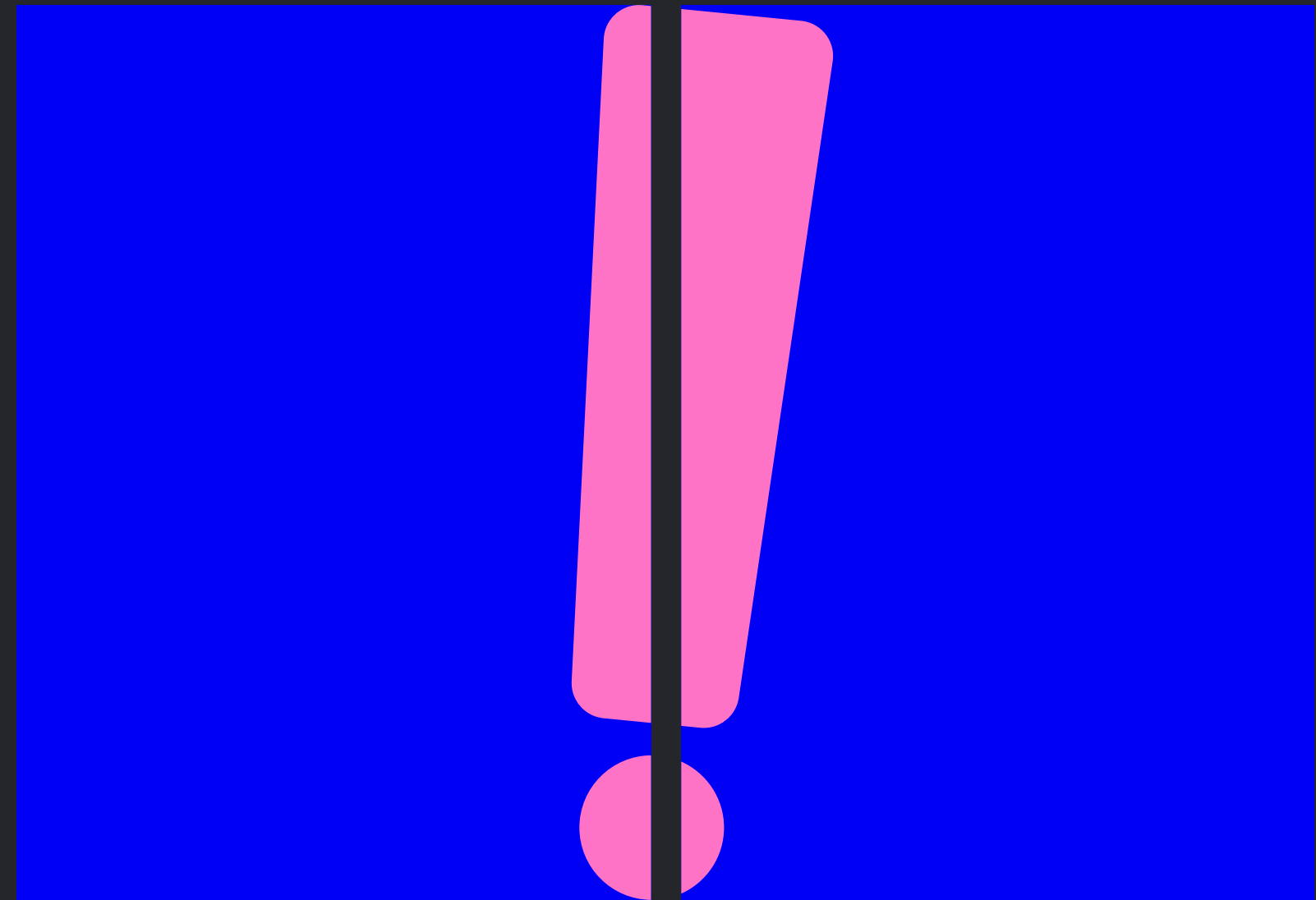
A few examples on how to use our graphical element in horizontal grids.



# Layouts

## 5.3 vertical grid

A few examples on how to use our graphical element in vertical grids.



# Layouts examples

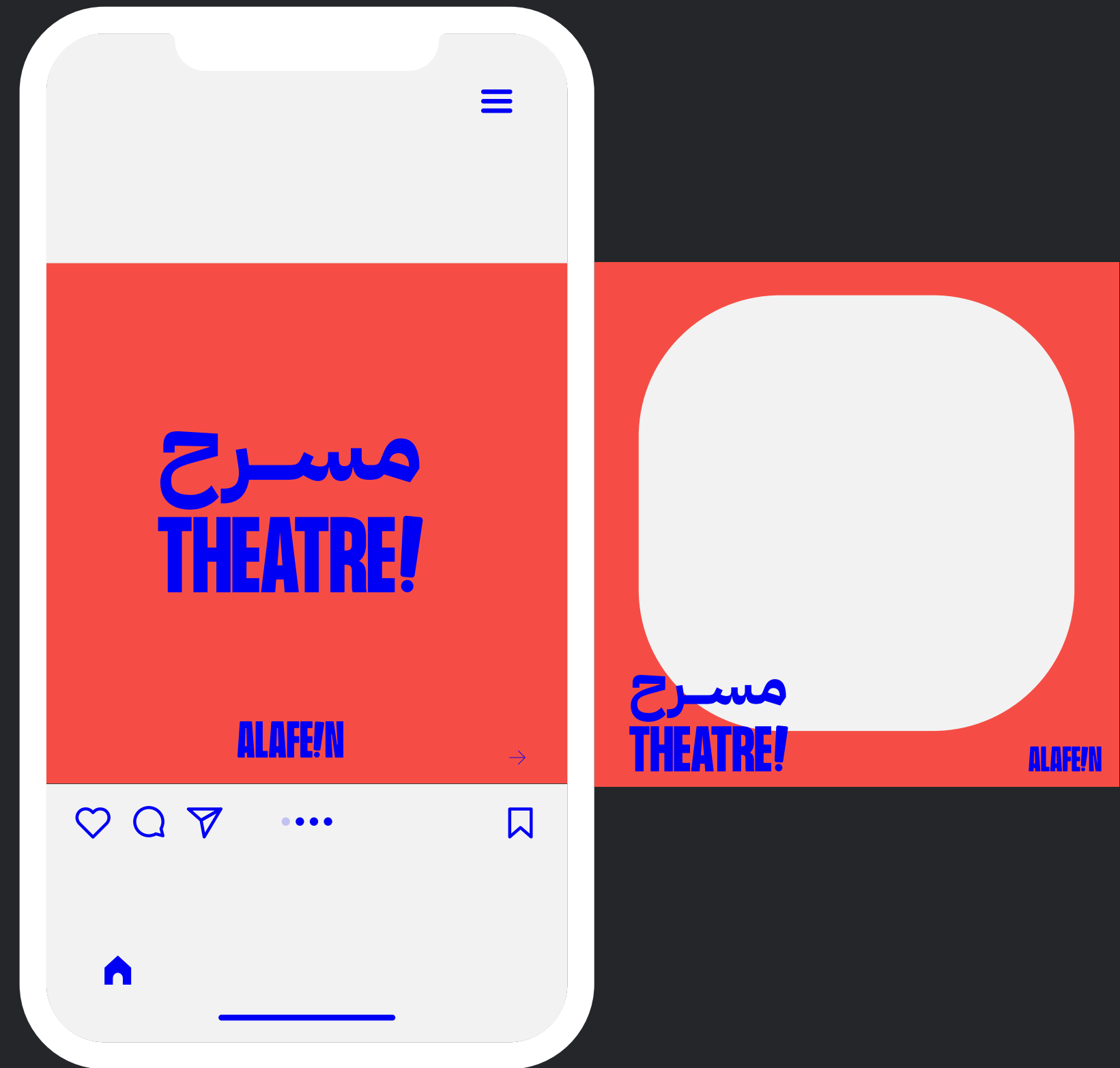




# Layouts

## 5.4 social media

For the social media posts we created a simpler grid, for each category we propouse to create a carrousel.



# Layouts

## social media post

Here is an example of a social media post.



# Layouts examples



06

photography



# Photography Style

The photography style should reflect AlaFein's brand promise and it's diverse categories.. The imagery used should be clean (not busy) with good contrast and creative composition.





07

iconography

# Brand Iconography

The photography style should reflect AlaFein's brand promise and it's diverse categories.. The imagery used should be clean (not busy) with good contrast

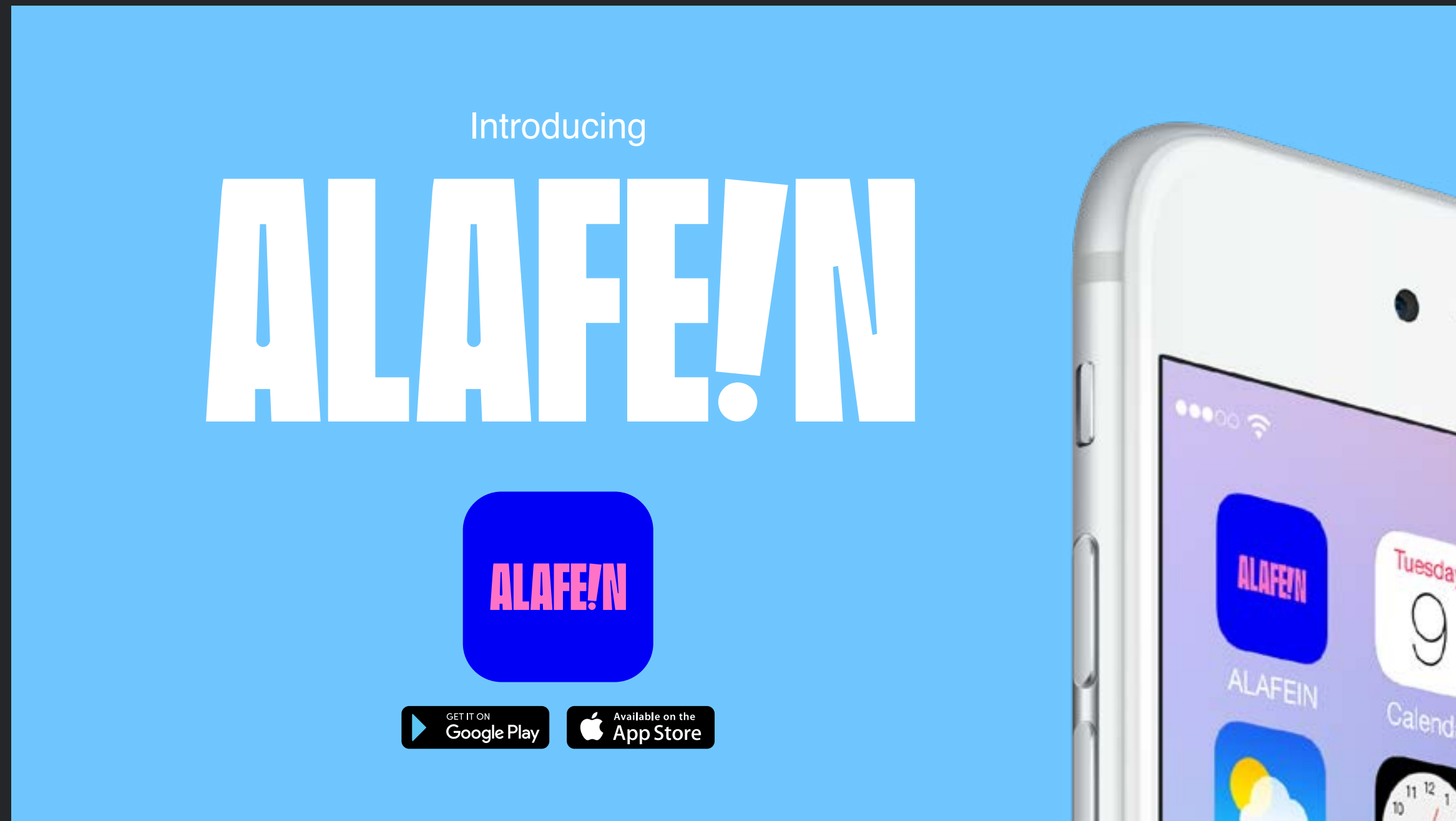


08

brand in use







08 Brand in Use/Mobile App Look & Feel





# هنروح فين النهارده؟

نزل الأبلكيشن دلوقتي  
وأعرف هنروح على فين!

يلا بينا!

ALAFE!N

# هنروح فين النهارده؟

نزل الأبلكيشن دلوقتي  
وأعرف هنروح على فين!

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ALAFE!N

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وأعرف هنروح على فين!

يلا بينا!

ALAFE!N



**ALAFE!N**