

Logo



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Typography

2. Arabic Typography System (NEW)

Design Principle for Arabic

Arabic must:

- Match the **weight and seriousness** of the English fonts
 - Be **clear, modern, and professional**
 - Avoid decorative or calligraphic styles
 - Work in official, industrial, and corporate contexts
-

A. Primary Arabic Typeface (Headlines / Brand Use)

Cairo

- Weights: SemiBold / Bold
- Usage:
 - Arabic headlines
 - Section titles
 - Arabic brand name
 - Public-facing documents

Why Cairo

- Modern geometric Arabic
 - Excellent legibility
 - Strong presence in corporate environments
 - Visual harmony with Montserrat
-

B. Secondary Arabic Typeface (Body Text)

Noto Sans Arabic

- Weights: Regular / Medium
- Usage:
 - Paragraphs
 - Reports
 - Policies
 - Government documents
 - Website body text

Why Noto Sans Arabic

- Extremely readable
 - Neutral and professional
 - Designed for long-form Arabic content
 - Used by global institutions
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C. Arabic Technical / Numbers Typeface

IBM Plex Sans Arabic

- Usage:
 - Data
 - Tables
 - Technical content
 - Mixed Arabic/English documents
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3. English–Arabic Pairing Matrix (Very Important)

Use Case	English Font	Arabic Font
Logo / Brand Name	Montserrat Bold	Cairo Bold
Headlines	Montserrat SemiBold	Cairo SemiBold
Subheadings	Montserrat Medium	Cairo Medium
Body Text	Inter Regular	Noto Sans Arabic Regular
Emphasis	Inter Medium	Noto Sans Arabic Medium
Data / Tables	IBM Plex Mono	IBM Plex Sans Arabic

This ensures **visual balance** between languages.

Color Pallette

Color Palette

Design Intent:

Industrial strength • Stability • Trust • Export professionalism
(No trendy colors, no fashion tones)

A. Primary Brand Color

Industrial Navy

- HEX: #0B2A3F
- RGB: 11, 42, 63

Usage

- Logo
- Headlines
- Primary backgrounds
- Website header
- Signage
- Corporate stationery

This color communicates:

- Trust
- Scale
- Engineering mindset
- Export credibility

B. Secondary Support Colors

Steel Gray

- HEX: #6B7280
- Usage:
 - Body text
 - Secondary information
 - Icons
 - UI elements

Light Industrial Gray

- HEX: #E5E7EB
- Usage:
 - Backgrounds
 - Dividers

- Tables
 - Presentation slides
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C. Accent Color (Very Controlled)

Industrial Gold (Optional)

- HEX: #C9A24D
- Usage:
 - Very limited
 - Awards
 - Certifications
 - Key highlights
 - Founder / legacy elements

This should **never dominate** — only accent.

Color Palette Summary

Color	HEX	Role	
Industrial Navy	#0B2A3F	Primary	 #0B2A3F = Elephant
Steel Gray	#6B7280	Secondary	 #6B7280 = Plate Gray
Light Gray	#E5E7EB	Background	 #E5E7EB = Stereo Gray
Industrial Gold	#C9A24D	Accent (Optional)	 #C9A24D = Rust

0B2A3F



6B7280



E5E7EB



C9A24D



FFFFFF