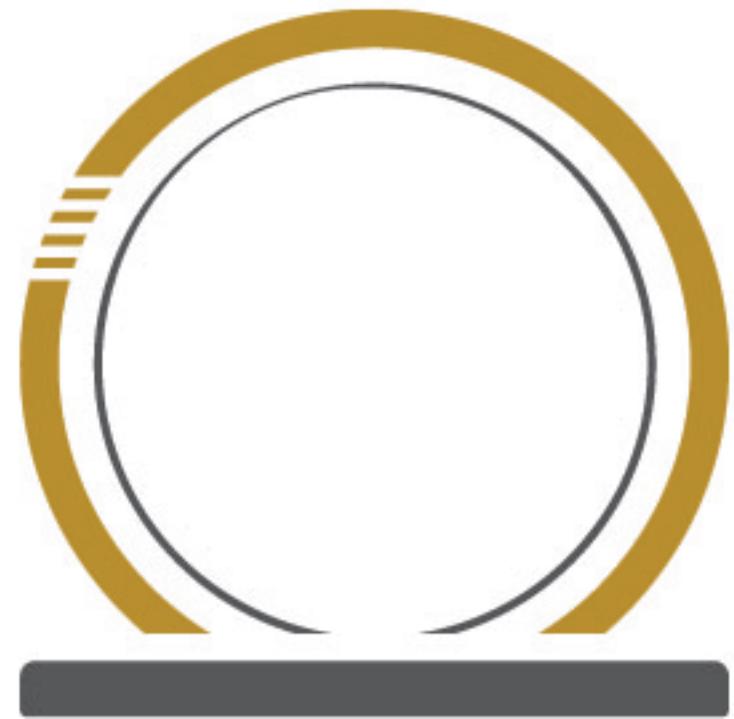

NATIONAL BONDS CORPORATE IDENTITY **GUIDELINE**

2020 Version 1.1

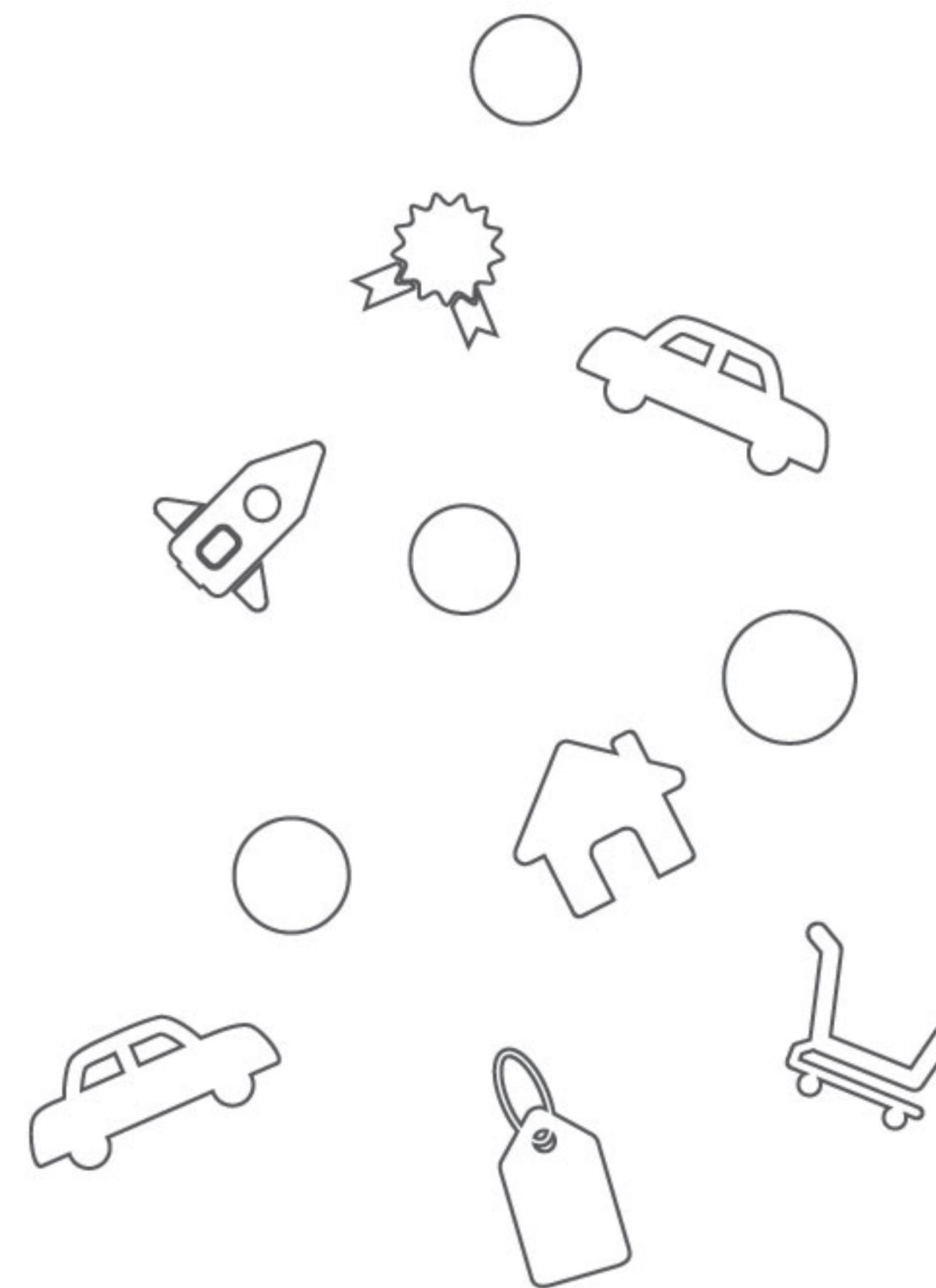


CONTENTS

1. Introduction
2. Stationery
3. Signage
4. Event branding
5. Promotional Stand



1. INTRODUCTION



INTRODUCTION

1.01 Overview

For more than 12 years **National Bonds** has been successfully recognized in United Arab Emirates as a financial saving company.

National Bonds shares a strong bond with more than 800,000 satisfied customers making it evident it offers one of the most unique savings and attractive investment opportunities added with a diversified investment portfolio.

National Bonds offers direct wealth accumulation through an all-in-one Shari'a compliant Mudaraba-based saving scheme, making it the first of its kind saving company in the world.



1.02 National Bonds and National Sukuk

As a leading investment company in United Arab Emirates, National Bonds extends its journey of success to Saudi Arabia.

National Bonds has been certified by the Capital Market Authority to work and operate in the Kingdom of Saudi Arabia as **National Sukuk**.

The primary brand identity of National Bonds, retains its family look and the same guideline for National Sukuk too. The only variation is in the wordmark where the name is replaced with 'National Sukuk'.



1.03 The logo

With more than a decade of success in United Arab Emirates, National Bonds has evolved as a brand that is now synonymous with a trustworthy, confident, caring and secure financial saving company.

The new brand identity visually translates National Bonds' primary brand attribute 'financial saving' and its main objective to instil the culture of saving.

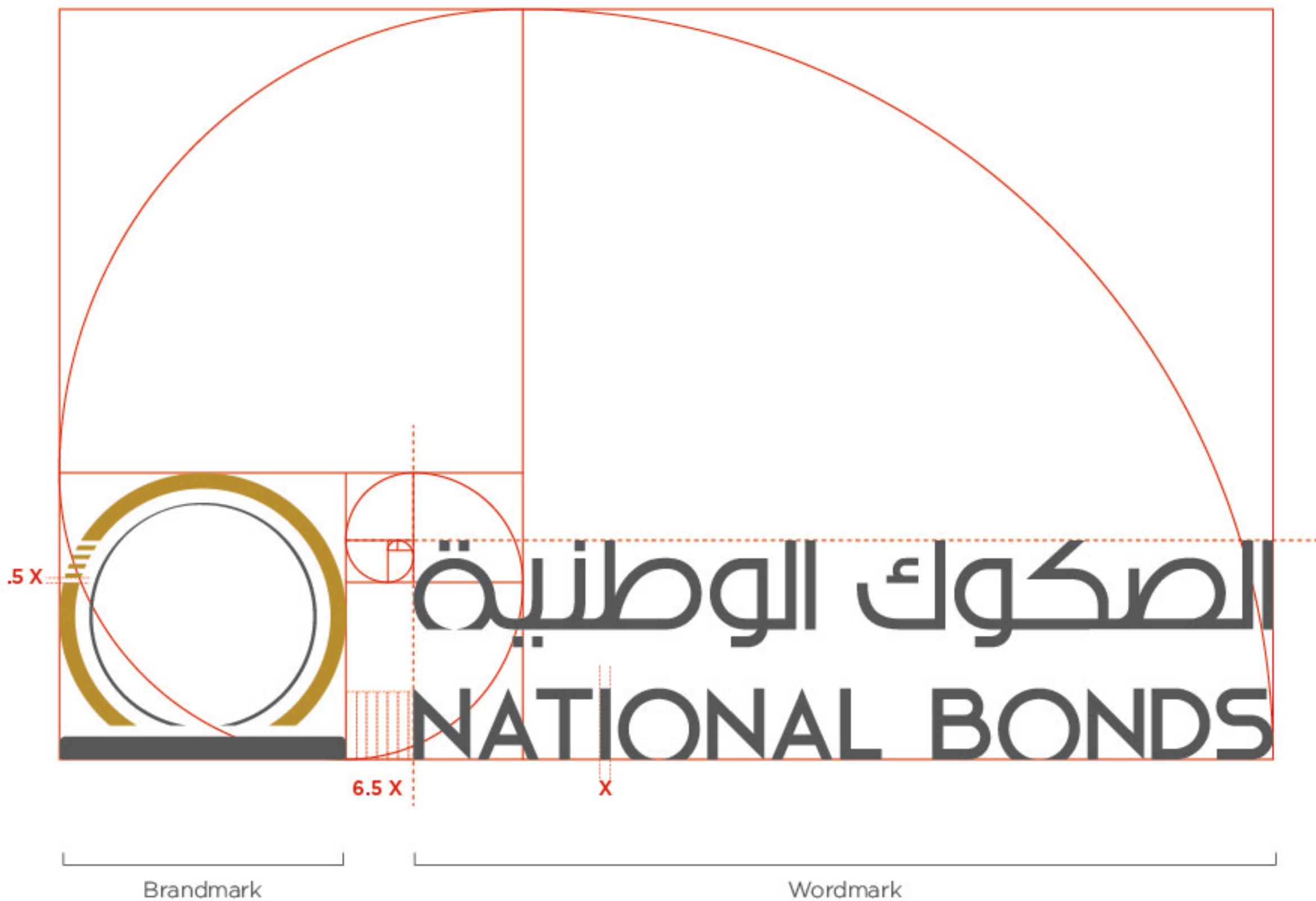
The logo consists of two parts - brandmark and wordmark.

The brandmark is a lustrous gold and nickel coin semi-inserted in a coin-slot. Designed in a contemporary art form it captures the moment of saving, when a coin is being inserted in a money saving box.

An instant reminder for everyone to save each time they see or even think of National Bonds / National Sukuk and vice versa.

The sans serif wordmark was inspired and created from the brandmark. The brand attribute is not just restricted to the brandmark but it also reflects in the customised typeface. The English letters 'o' and the Arabic 'و' resemble the semi-inserted coin.

Overall, the logo has been perfected meticulously using the golden ratio for its proportions and alignment.



1.04 Logo lock-ups

Primary logo

The primary logo is recommended for all the applications. The brandmark is on the left side of the word mark and both are aligned horizontally.



Primary logo - Dual language.

1.05 Logo lock-ups

Secondary logo

Only in exceptional cases, the secondary logo in dual language can be used. The secondary logo usage is for limited space like small web banners, mini promotional gift items etc.



Secondary logo - Dual language.

1.06 Logo lock-ups

Tertiary logo

The tertiary logo can only be used for applications where Arabic or English logo is required separately.

For maximum legibility, it can also be applied in extremely limited spaces.



Tertiary logo - Arabic



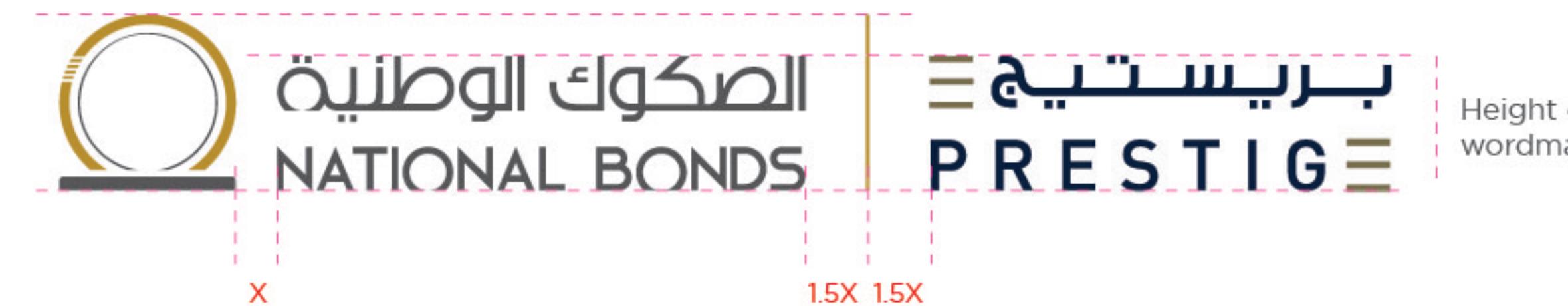
Tertiary logo - English

1.07 Logo lock-ups

Business Streams

National Bonds and its business streams should appear together with the primary logo in all the required applications.

The exclusion zone, alignment and position of the two logos are well defined as per the given reference.



1.08 Clear space and minimum size

An exclusion zone has been defined to respect the logo and its aesthetics.

For maximum legibility, the clear space on each side is 6.5X where "X" is the width of the English letter "I".

The minimum size for the brandmark alone can be used only in few printing and digital applications like small promotional items (.8cmx.8cm) and digital icons (40x40 pixels).



1.09 Logo color and color variations

For all purposes, the primary logo in full color is always recommended. The CMYK, Pantone and RGB references for the Primary colors (gold and nickel) are as indicated below :



- Pantone 7556 Coated
- Pantone 117 Uncoated
- C-28 M-42 Y-100 K-5
- R-182 G-141 B-46



- Pantone Cool Grey 11 Coated
- Pantone Black 6 Uncoated
- C-0 M-0 Y-0 K-80
- R-88 G-89 B-91

The mono and reverse color is for exceptional cases only like rubber stamps, engraving, embossing, vinyl artworks, dark colored promotional items etc where only single color or black is applicable.

As an exception, only for the secondary colors (ref. 1.13) the logo can be used in reverse.

Full Color



Mono Color



Logo in reverse for exceptional cases



Logo in reverse for secondary colors only (ref. 1.13)



1.10 Logo incorrect usage

To ensure brand consistency and respect for the brand image a few examples of incorrect usage of the logo are shown.

The illustrations indicated are applicable for all three approved versions of the logo.

Do not distort the shape 



Do not swap the wordmarks 



Do not change the colors 



Do not add any effect 



Do not change the size 



Do not remove any element 



Do not change the position 



Do not add any background 



Do not alter the clear space 



Do not keep the logo close to any boundary 



1.11 Typography - Arabic

To keep a uniform look with the brand identity the chosen typeface is the sans serif type GE SS font family.

GE SS fonts are contemporary and also similar to the sans serif Gotham fonts. It is appropriate for digital usage as it does not get pixelated and the details are easily legible in small points too.

GE SS TWO - Light

أ ب ت ث ح د ذ ر ز س ش ص ض ط ظ ع ف ق ك ل م ن ي
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠

GE SS TWO - Medium

أ ب ت ث ح د ذ ر ز س ش ص ض ط ظ ع ف ق ك ل م ن ي
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠

GE SS TWO - Bold

أ ب ت ث ح د ذ ر ز س ش ص ض ط ظ ع ف ق ك ل م ن ي
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠

1.12 Typography - English

To match the brand identity's contemporary style the chosen official font family is Gotham.

In relation to the serif fonts, which do not display the details properly and get distorted on digital screens, the Gotham fonts are best suited for online and digital displays.

Gotham - Light

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

Gotham - Book

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

Gotham - Medium

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

Gotham - Bold

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

1.13 Visual Color Reference

As the brand caters to a wide range of audience from corporate, mature to the friendliest communication, targeting families and young people, the versatile secondary color palette helps visually in meeting the brand's marketing objective.

The color palette has been segregated as per the requirements below:

Primary colors:

Gold and nickel colors are derived mainly from the coin in UAE and KSA. It represents prosperity, confidence, strength and stability.

For corporate communications:

The primary colors are used for all corporate branding and stationery materials.

For B2B applications:

The primary colors are recommended (as indicated in the visual examples).

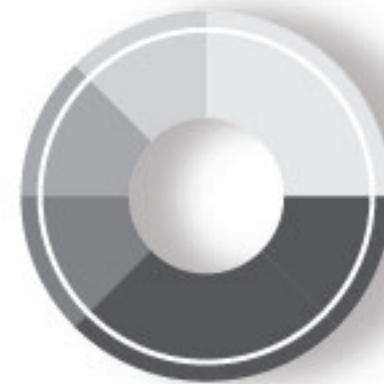
Secondary colors:

Friendly, welcoming and fresh. Visually it connects instantly with a larger audience and is appealing to every age group.

For B2C:

The secondary and supporting color palettes are to be used (as indicated in the visual examples) for all above-the-line and below-the-line applications.

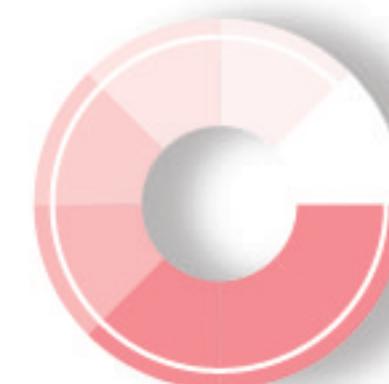
Primary Colors



c28 m42 y100 k5

c0 m0 y0 k80

Secondary Colors



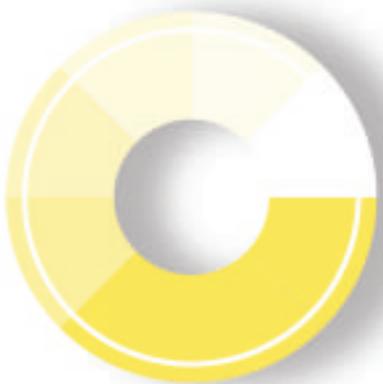
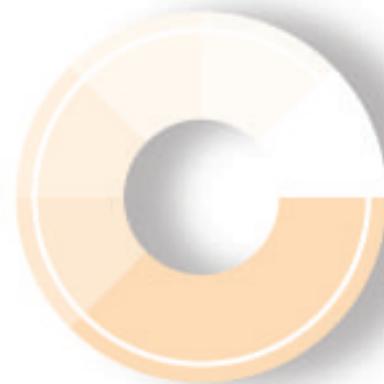
c0 m56 y28 k0

c52 m59 y14.5 k0

c74 m17 y18 k0

c70 m2 y33 k0

Supporting Colors



c74 m17 y18 k0

c2 m4.5 y77 k0

2. STATIONERY



STATIONERY

2.01 Business cards

All the stationery templates are consistent to reflect the common brand objective of "instilling a culture of saving" and strongly position the brand as a financial saving company.

The money saving box's coin-slot is a prominent graphic element used throughout. The typography is always set above or below the coin-slot to give the idea of saving.

The business card has two sides. The front displays the primary logo and the name in dual language.

The back side has a dynamic mirror effect of the front. Here the text is replaced with the contact and the brandmark appears only on the top right corner.

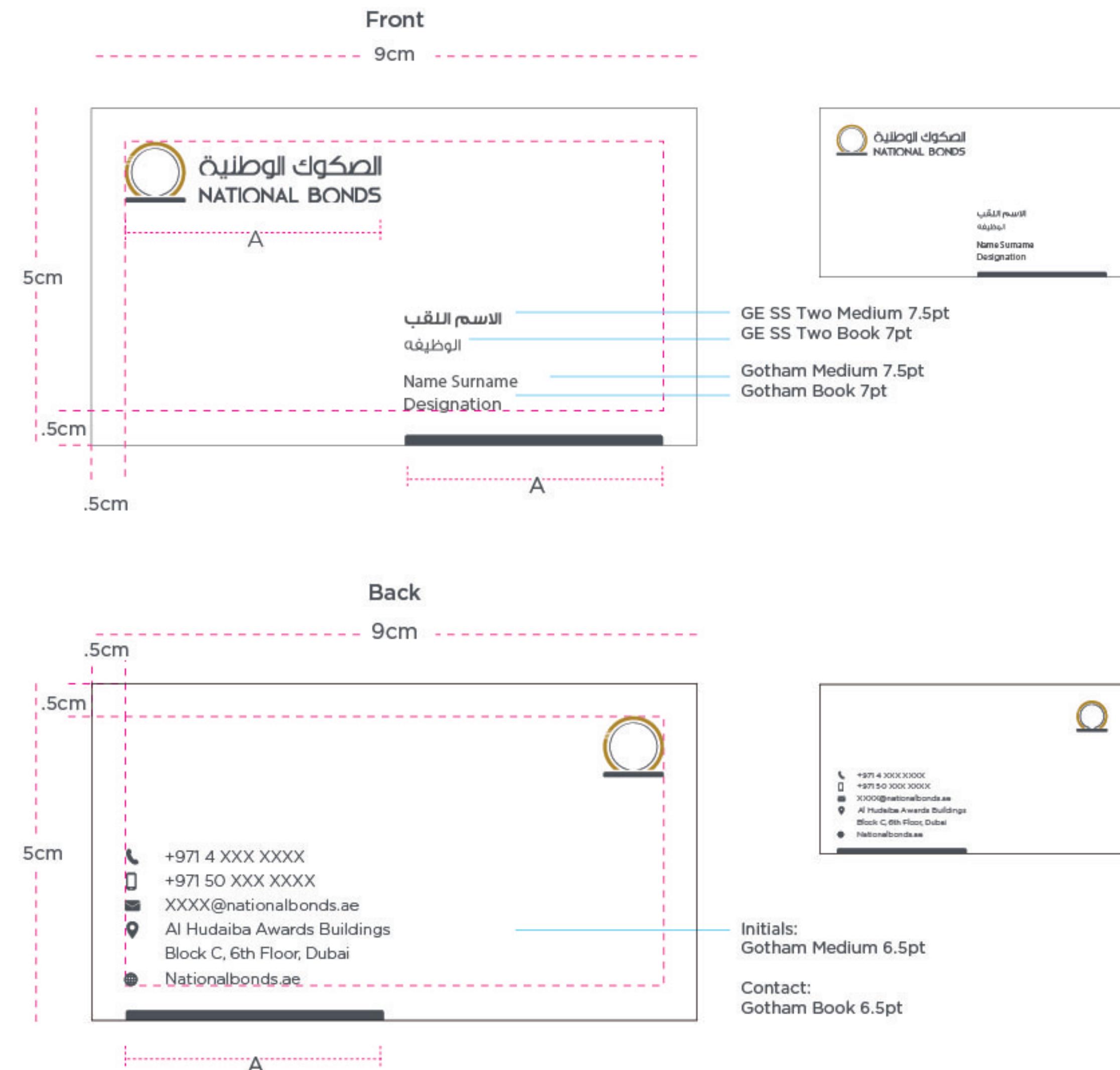
Size:

Trim size: 9cm x 5cm

2 Spot Colors:

Pantone 7556 Coated

Pantone Cool Grey 11 Coated



2.02 Letterheads

The brand elements and their positions are consistently maintained in all the stationery. The letterhead visually translates the same brand communication as the business card.

The primary logo is positioned on the top left corner while the contact is placed diagonally at the bottom right corner just above the coin-slot graphic element as though it is being dropped in it.

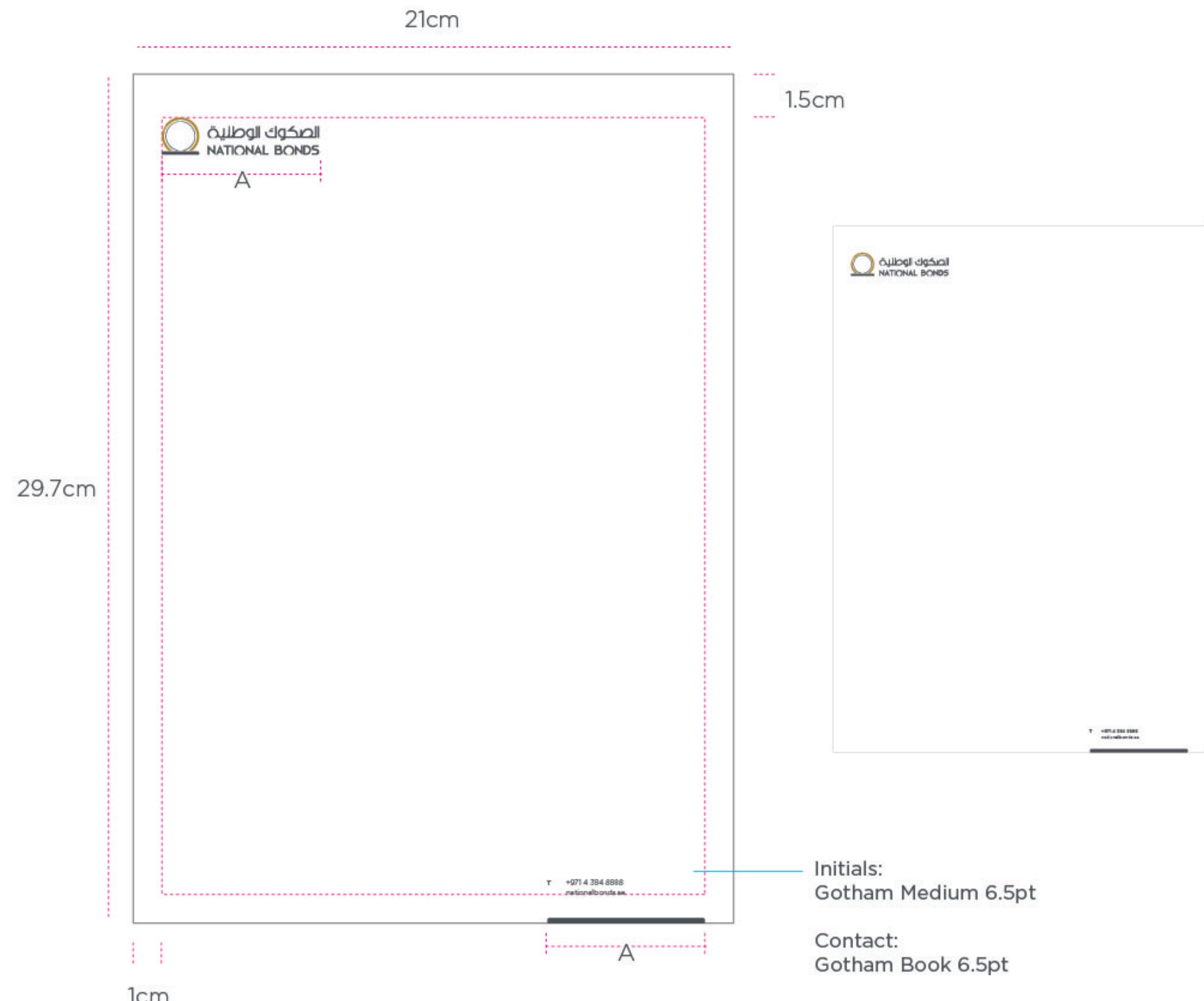
Size:

A4 Trim size: 21cm x 29.7cm

2 Spot Colors:

Pantone 7556 Coated

Pantone Cool Grey 11 Coated



2.03 Continuation sheet

The brandmark alone is positioned on the top left corner. For the contact only the website is placed diagonally at the bottom right corner just above the coin-slot graphic element as though it is being dropped in it.

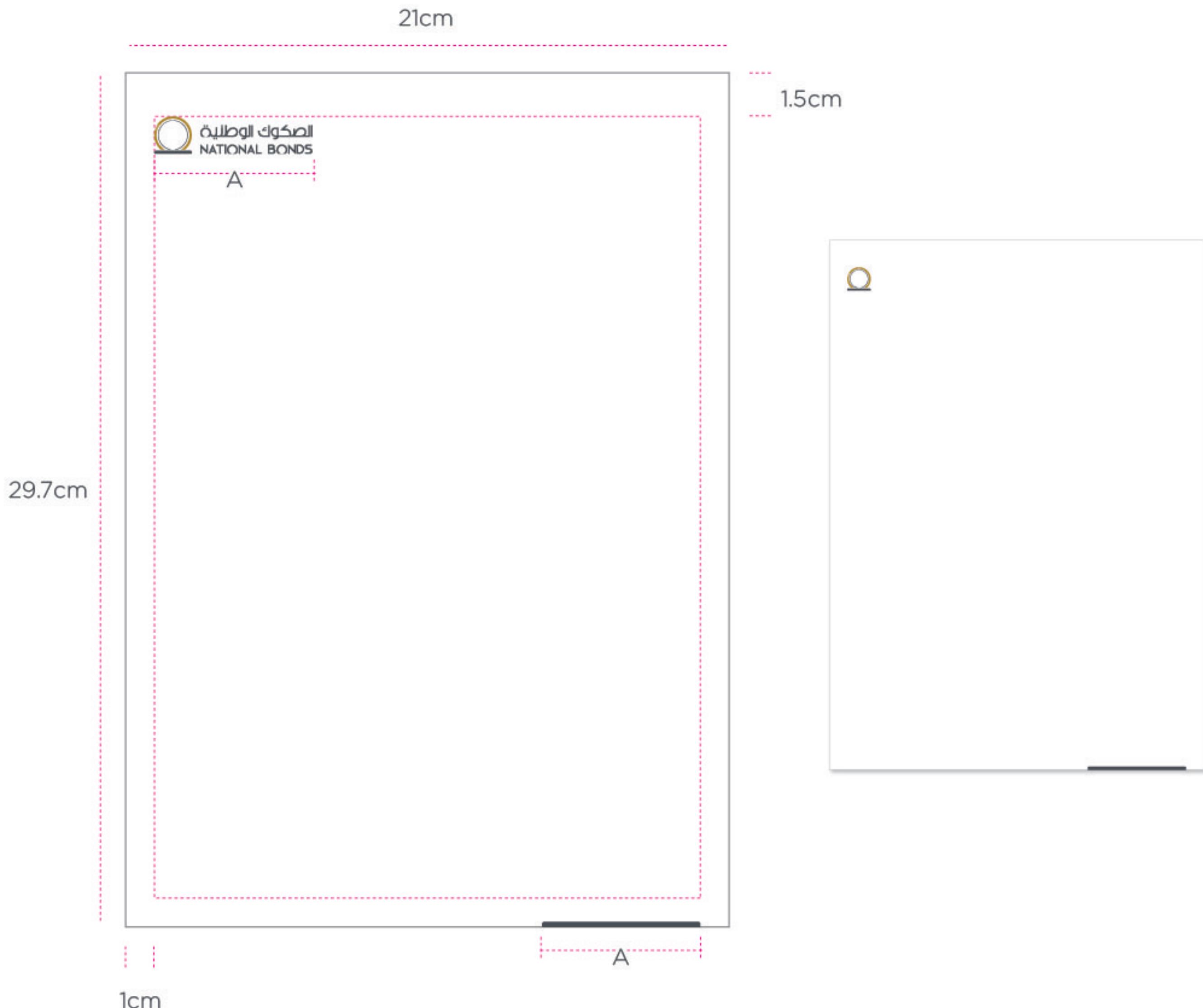
Size:

A4 Trim size: 21cm x 29.7cm

2 Spot Colors:

Pantone 7556 Coated

Pantone Cool Grey 11 Coated



2.04 Compliment slip

The compliment slip is printed on both sides.

On the front side, the primary logo is positioned on the top left corner while the website alone is placed diagonally at the bottom right corner just above the coin-slot graphic element. The empty space provided allows the space for writing or printing the content.

The back side is in Pantone gold with the contact details in reverse above the coin-slot element.

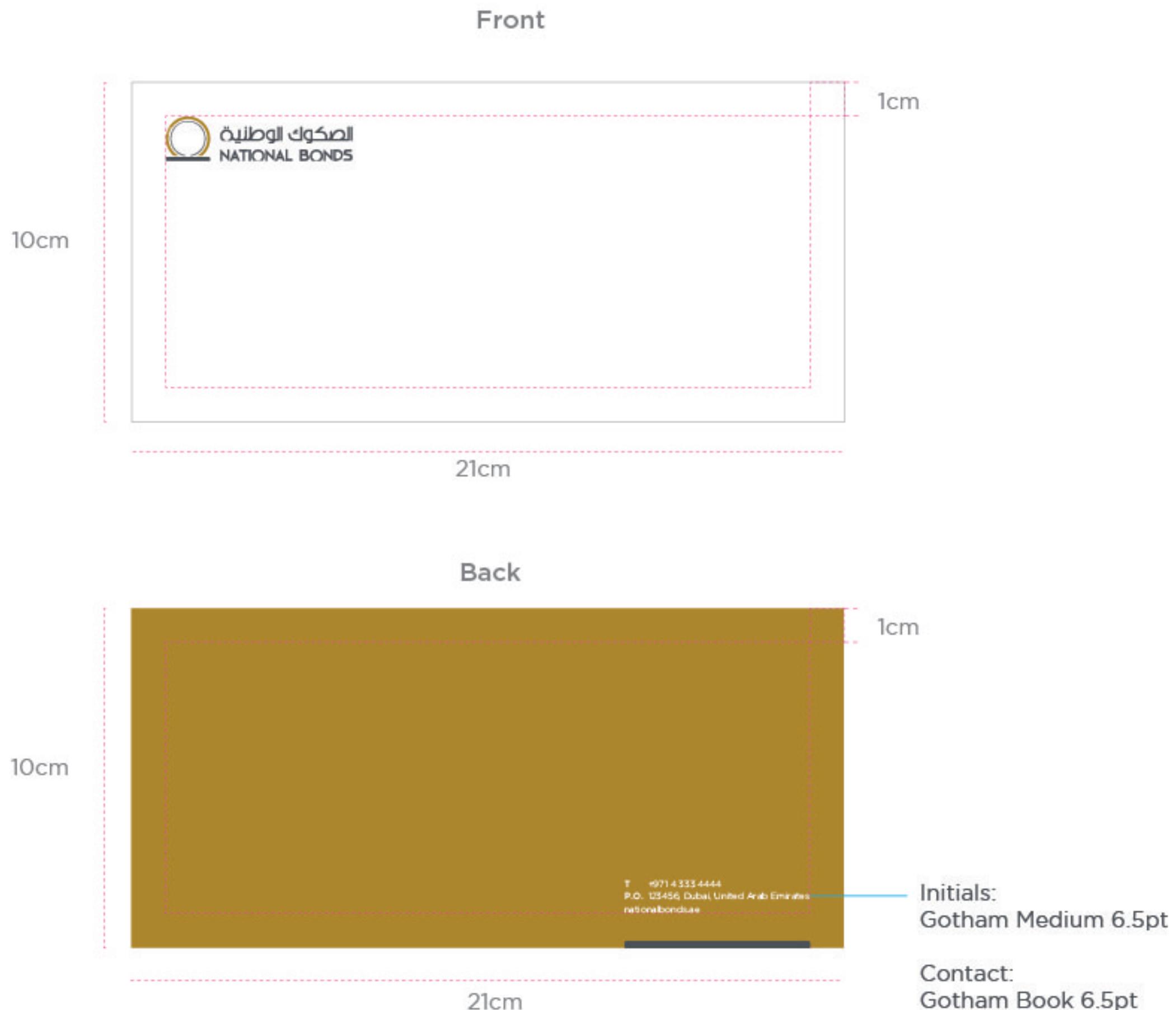
Size:

Trim size: 10cm x 21cm

2 Spot Colors:

Pantone 7556 Coated

Pantone Cool Grey 11 Coated



2.05 Envelopes

The envelope design is similar to all the letterhead. Since the envelope will be customised the artwork with the dieline in red for each envelope is as illustrated.

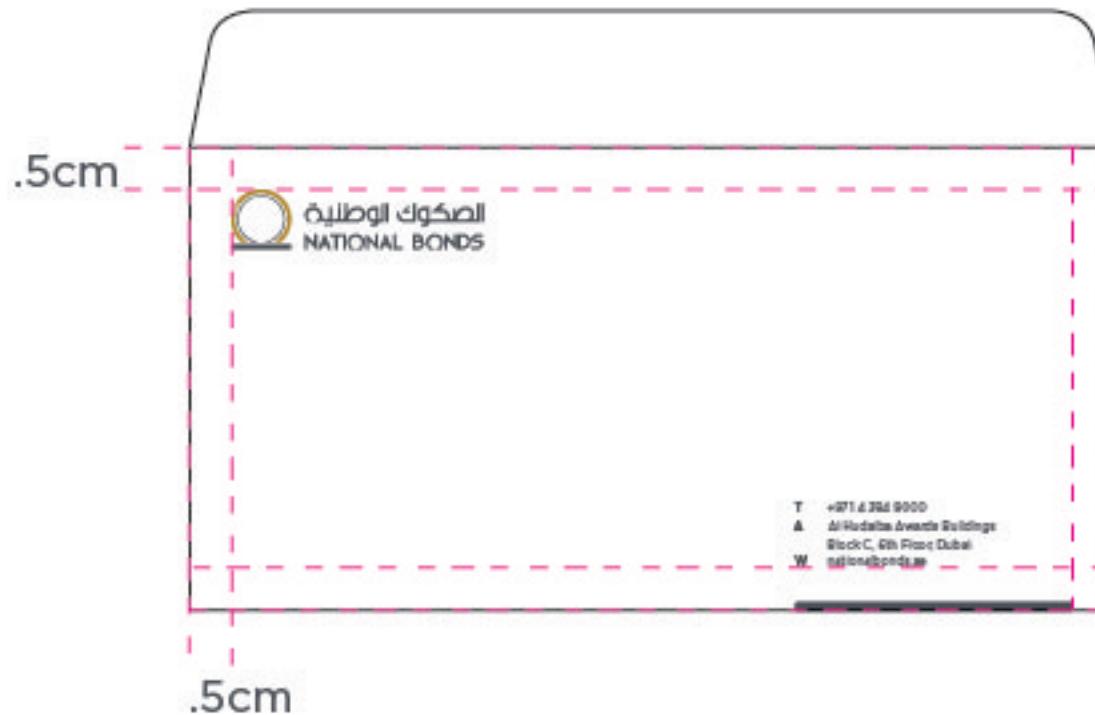
Sizes:

- C4 Envelope - 32.5cm X 23cm
- A4 Envelope - 23cm X 30.5cm (Vertical)
- DL Envelope - 22cm X 11cm
- A3 Envelope - 45.8cm X 32.4cm
- A5 Envelope - 22.9cm X 16.2cm

2 Spot Colors:

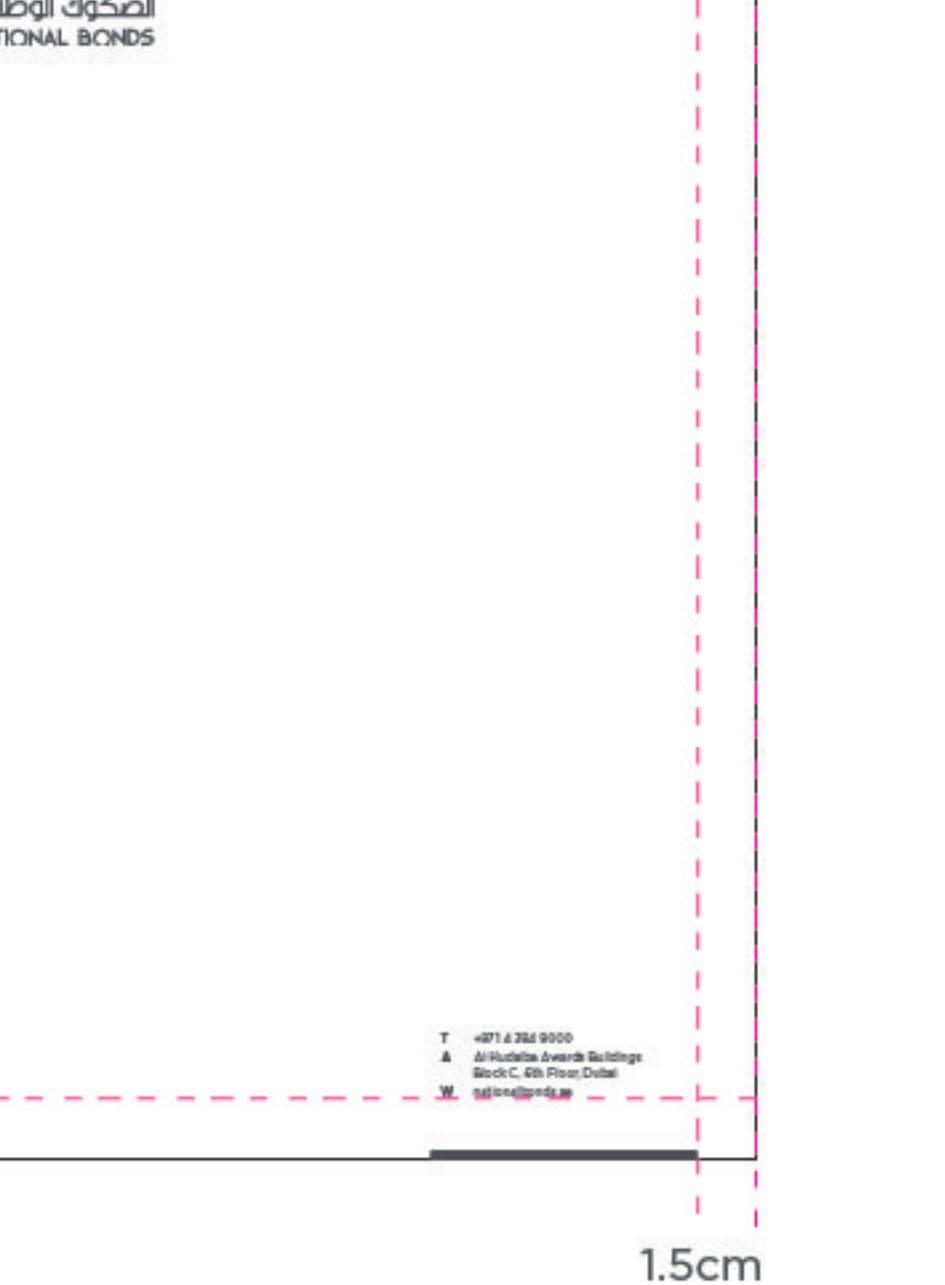
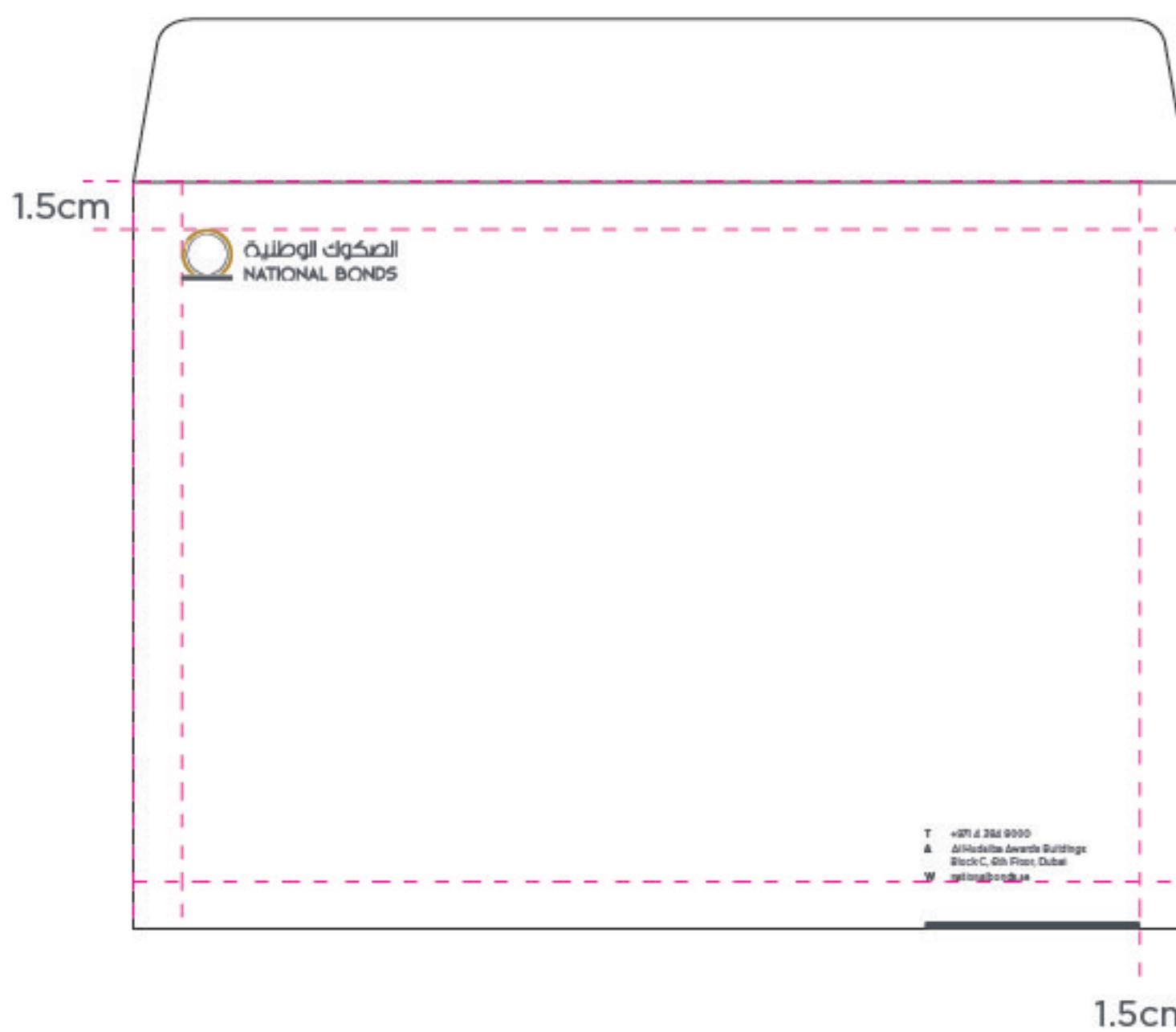
- Pantone 7556 Coated
- Pantone Cool Grey 11 Coated

DL ENVELOPE (22x11cm)



Font Specs for envelopes:
Initials in Gotham Medium 6.5pt
Contacts in Gotham Book 6.5pt

A4 ENVELOPE
HORIZONTAL (32.5x23cm)



2.07 Folders

The A4 folder is a customised designed. It has a pocket with dielines to hold the business card.

The primary logo is positioned on the top left corner and the website is above the coin-slot at the bottom right corner on the cover.

Size:

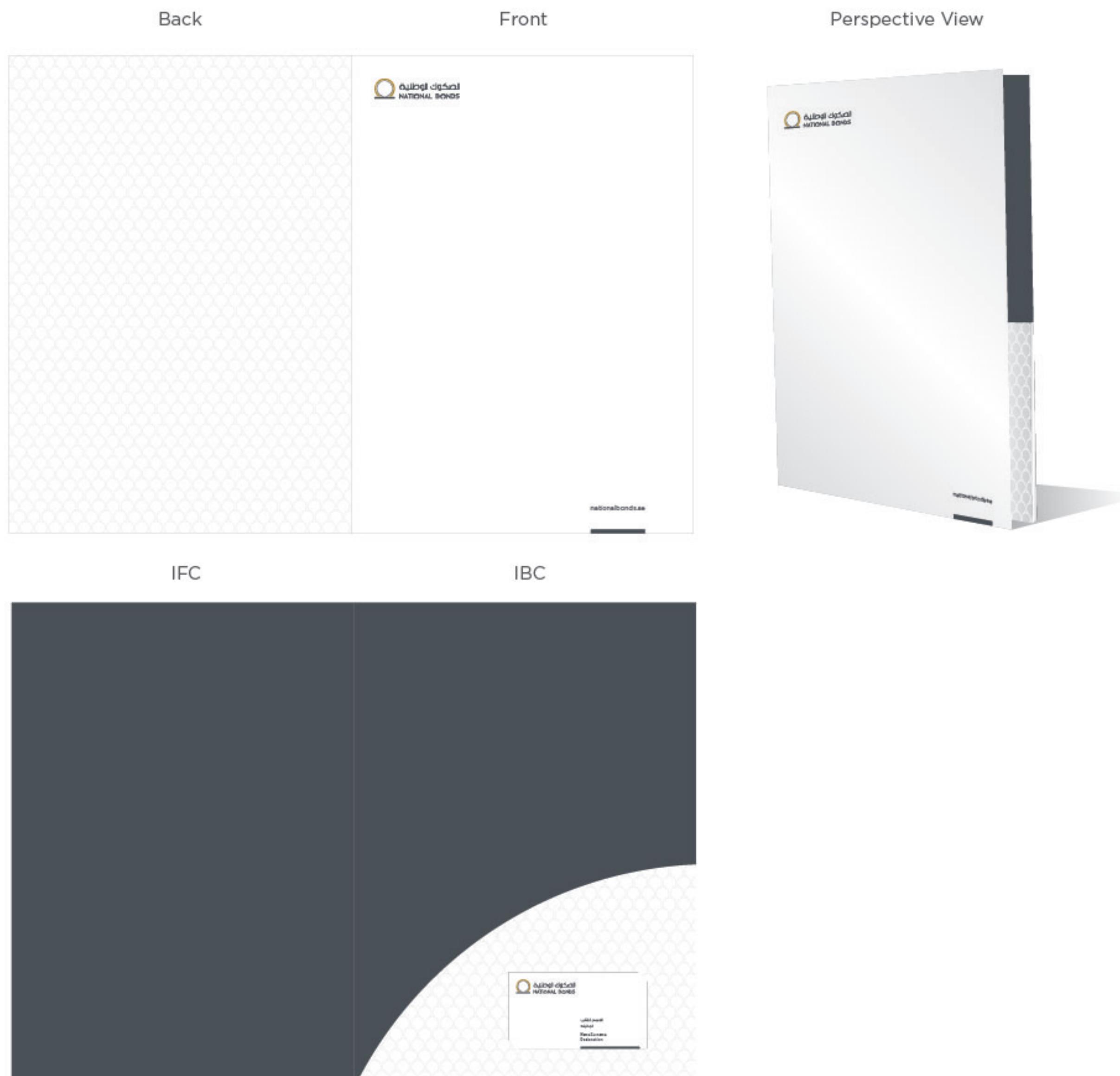
Closed size - 22.2cm X 31cm

Open size - 44.4cm X 31cm

2 Spot Colors:

Pantone 7556 Coated

Pantone Cool Grey 11 Coated



2.08 Notepads

The notepad template is for A4 and A5 sizes.

The primary logo is printed on the top left corner and the website at the bottom right corner above the coin-slot on the cover. For the inside pages only the primary logo will be printed as indicated in the template.

Size:

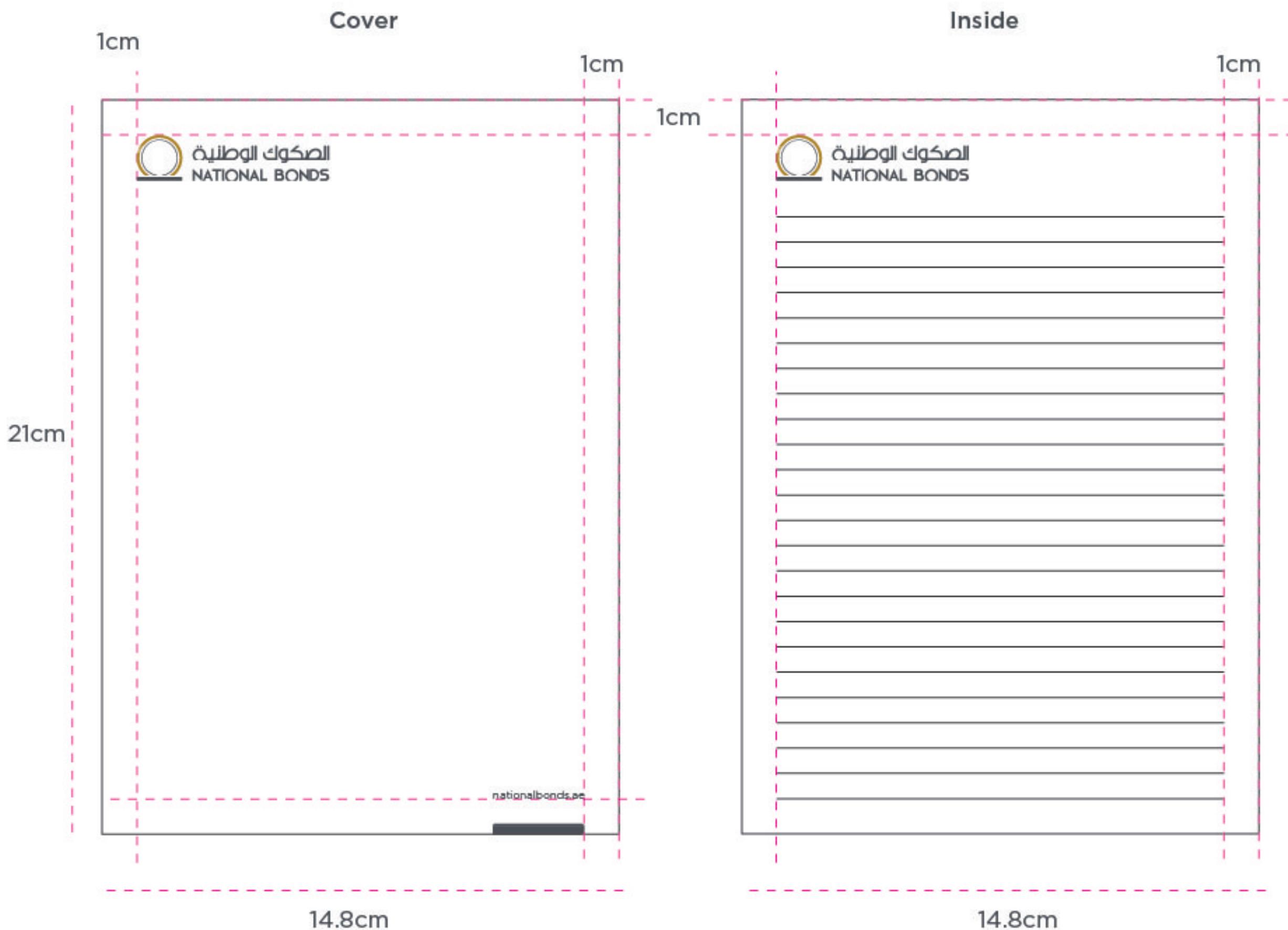
A4 trim size: 21cm x 29.7cm

A5 trim size: 14.8cm x 21cm

2 Spot Colors:

Pantone 7556 Coated

Pantone Cool Grey 11 Coated



2.09 Bags

The suggested templates for the bags are for A4 and A3 sizes..

The bags shown are customised as per the artwork provided.

Specs:

A4 Size: 25cm x 35cm

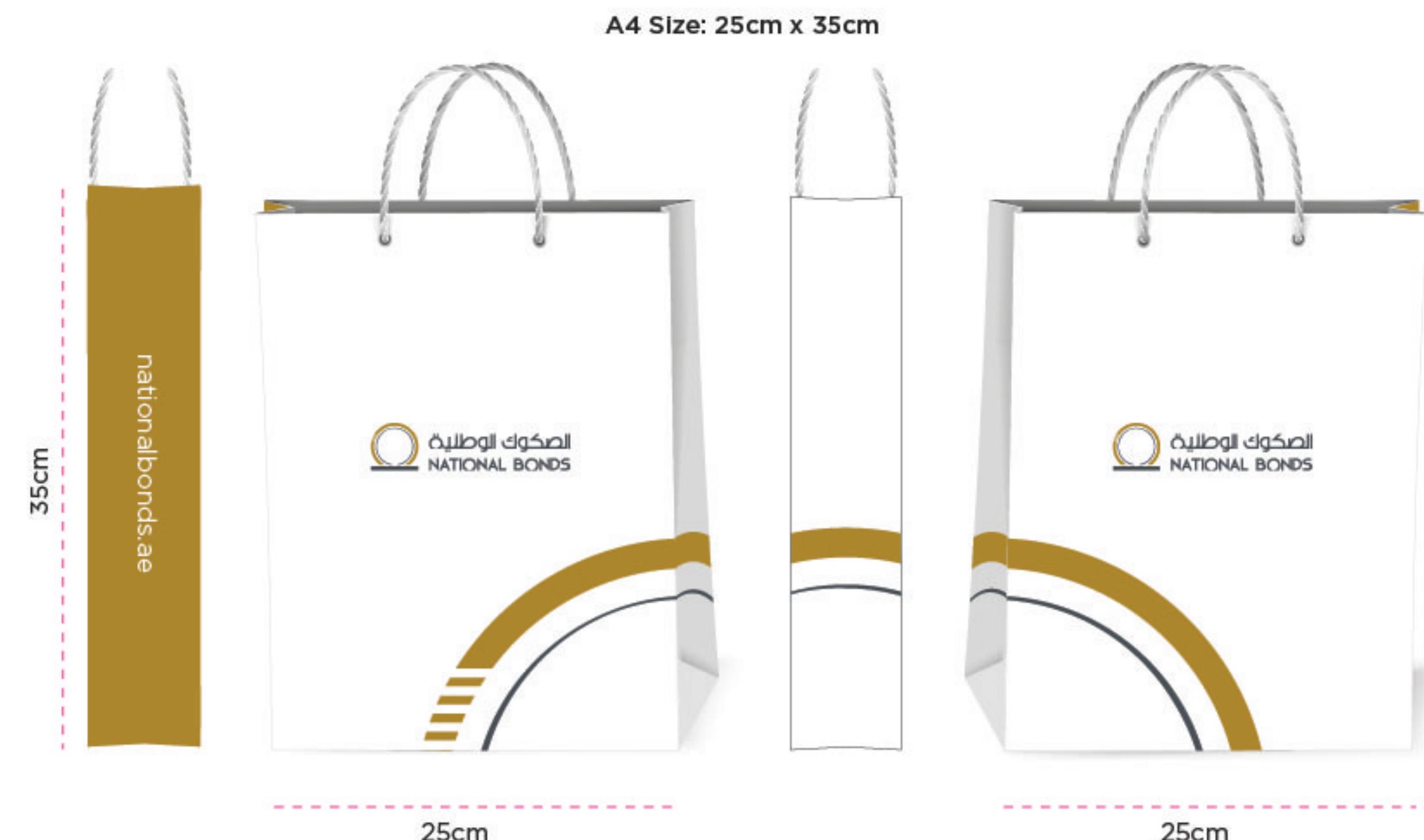
A3 Size: 45cm x 35cm

Bag Color: White paper

2 Spot Colors:

Pantone 7556 Coated

Pantone Cool Grey 11 Coated



2.10 Employee Card, lanyard and badge

The employee card is two sided. On the front side the template includes the primary logo, photo and name. The typography on the back side is positioned above the coin-slot graphic element.

The lanyard can either be in gold or nickel color. The logo is printed in reverse as indicated in the template.

The name badge has the name and the brandmark only. Epoxy coating is optional.

Sizes:

Employee Card: 9cm x 5.5cm

Name Badge: 7.5cm x 2.5cm

Lanyard: 90cm x 2.5cm

Colors:

Pantone 7556 Coated

Pantone Cool Grey 11 Coated

(The above Pantone colors need to be matched closely if digitally printed)

Identity Card (Front)



Identity Card (Back)



**Lanyard Front Side
(Not as per scale)**



90cm

Name Badge 7.5 x 2.5cm



2.11 Branded items

The gift items are for reference only and indicate the different ways to apply the logo in reverse and full color.

Due to the various shapes of the gift items it is best to print the logo in single color for best results.



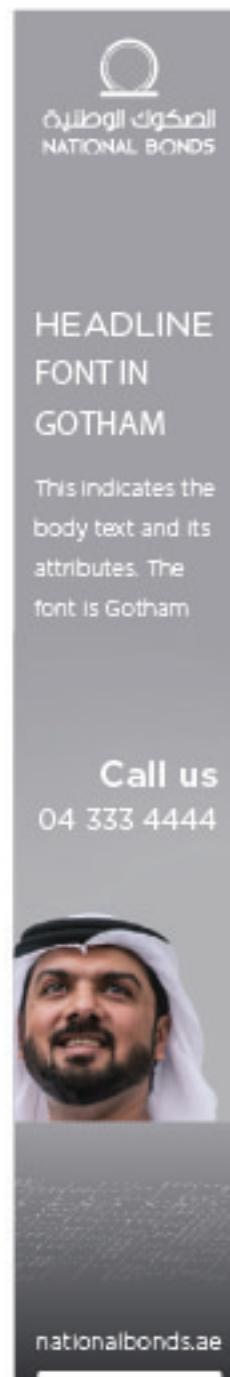
2.12 Display digital banners

The visual identity guideline for the logo, font and the coin-slot graphic element are same for all print and digital applications.

The logo usage and color palette to be used for the banners totally depend on the content.

The web banners vary in size and might be very limited in space for example in mobile banners (200x50 pixels) and skyscraper banners (120x600 pixels). In such cases, the primary logo lock-ups must be referred to (ref. 1.04 and 1.05) or shown in the visual reference.

Skyscraper 120x600



Haf Page 300x600



Secondary Colors with
the logo in reverse

Primary Colors with
the logo in full color

Leaderboard 728x90



Mobile Banner 300x50 or 200x50



MPU 300x250



3. SIGNAGE

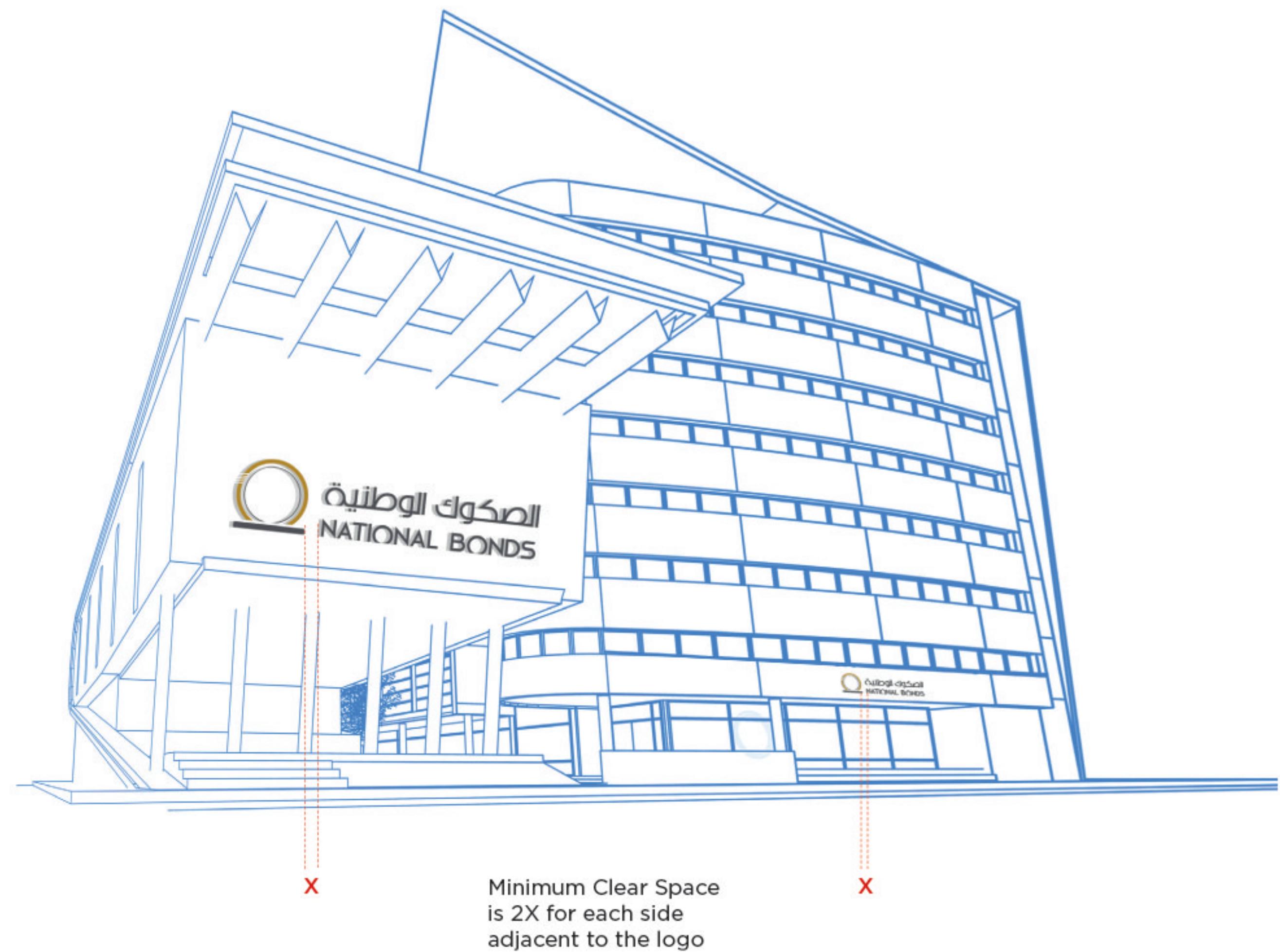


SIGNAGE

3.01 External building branding

The primary logo is used for the building signage. It should always be in dual language same as the primary logo.

The exclusion zone (ref. 1.08) for the logo must be followed in the provided space. Even if the signage is backlit the background should be white for clarity and elegance.



4. EVENT BRANDING



EVENT BRANDING

4.01 Podium, rollup, backdrop hanging banner

For any event or media briefing the visual branding encompasses various branding materials. The ones most commonly used like the rollups, hanging banners, backdrop and podium are shown. The templates for the branding vary as per the communication and its respective color palette.

The templates mainly set the reference position of the graphic elements and the logo usage. The primary logo should always be used, unless there is a restriction of space or a concern for legibility.



4.02 Event collaterals

A list of essential event collaterals are shown as reference illustrations and the branding guidelines applied on them.

The visual guideline for placing the graphic elements, text, colors and the logo usage for each is for reference purpose only.

The required type of printing for each collateral will determine the colors for the logo. For example, the logo will be in single color or in reverse when screen printed on a pen and in full color when printed in offset for folders and notebooks.

The collaterals and their specifications are as mentioned below:

1. A5 Notebook
2. Lanyard and identity card
3. A4 Press kit folder
4. Pen
5. USB



4.03 Roll-up banners

The template for the set of banners and rollup indicate the position of the logo and the graphic elements. The actual content will vary as per the communication required.

Sizes:

Hanging Banner size: 200cm x 500cm

Rollup size: 80cm x 200cms



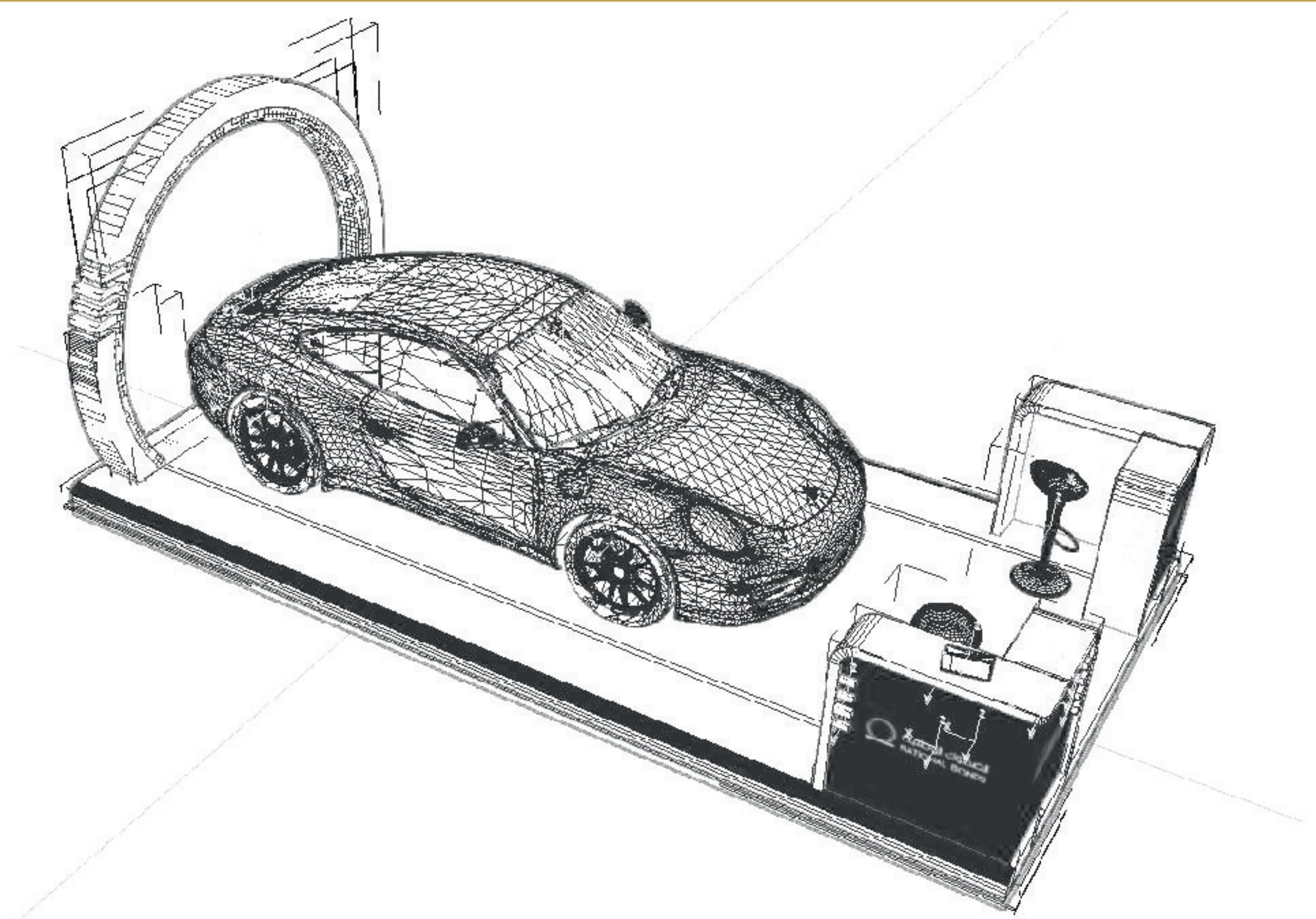
Roll-up Banner -
Full Color Logo



Rollup - Logo in reverse
Secondary Colors



5. PROMOTIONAL STAND



PROMOTIONAL STAND

5.01 Car display stand

The visual reference is for a 6x3meter promotional stand with a single car in display

