



Nupco

Brand Identity
Principles, Guidance
and Applications

The following brand style guide was created to ensure the integrity and consistency of our brand and brand communication while creating a clear and solid understanding of all the brand's elements.

Our style guide introduces the core basic brand elements that form the foundations upon which our entire brand is built. It explains our new brand marque, colours, typography and imagery; and how they come together in harmony.

Please ensure that you understand and use this brand style guide in order to apply our applications correctly and consistently.

Navigation Guide

To get the most out of this document, an overview of a typical page's content is shown on the left. This quick summary will help you navigate through these guidelines.

The framed areas refer to the interactive elements as well as the main page elements.

1. Chapter name and number
2. Section name and number
3. Page name and number
4. Information and specifications
5. Artwork preview
6. Back and next navigation buttons
7. Contents page button
8. Document title

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2 2.1 Brand Marque
3 2.1.3 English Marque

4 Our English brand marque is available in four colour variations: full colour, reverse colour, white and black colour. The English brand marque should be used on all the Nupco communications targeting our English speaking audience. Nupco brand communication like advertising, marketing, customer and employee communications. All the versions of the brand marque are available in the artwork supplied with these guidelines.

5 Full colour
Reverse colour
Minimum Size
Print: 20 mm
Digital: 60 pixels
Content

6 7 9

Nupco Brand Identity Principles, Guidance and Applications. January 2020

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Section One

Strategic Framework

1.1 Brand Purpose

To enable¹ communities² to access the highest standards³ of healthcare, by ensuring that the right⁴ healthcare products are in the hands⁵ of those who need them, when⁶ they need them.

1. Working in partnership with other stakeholders such as MOH, suppliers, FDA, etc - we are enablers of their objectives and strategies

2. Our most important segment

3. Inline with the objectives of the 2030 Vision

4. Right quality at the right price

5. Are easily within reach of the doctors, pharmacists and patients who need them

6. In an efficient and timely manner

1.2 Brand Mission



We anticipate¹, build² and optimize³ healthcare supply chains⁴, making them as seamless and effective⁵ as possible.

1. Demand forecast enabled anticipation, enabling Nupco to be proactive

2. Develop and create the links in the supply chain

3. Most efficient use of resources delivering an enhanced impact

4. Bridging the gap between actual state and desired state

5. Reducing complexity and making it as frictionless as possible

'Nupconeers'

Action Orientated Achievers

Value

Customer-centric

Collaborative

Agile

Accountable

Resilient

Efficient

Imperatives

Put yourself in the client's shoes

Ask for help and be helpful to others

Move quickly, be flexible and highly adaptable

Take responsibilities for actions and decisions; be honest and transparent in communication

Things don't always go as we plan, stay optimistic and persistent, every problem has a solution

Focus your energy on what makes the most impact

Experience

Clients feel:

- Heard and understood
- A sense of shared objectives/goals
- Reassured and confident

Clients recognize:

Our one team attitude reducing soils, providing consistency in communication and experience

Clients receive:

- Responsive attention
- Fast turn-around times
- Ease and composure in managing changes

Clients see:

- Clear, straight-forward updates and explanations
- Reliability, dependability and trust-worthiness

Clients get:

- Innovative solutions
- A determined partner
- Solution driven care

Clients observe:

- Organized and simpler processes
- Productivity driven
- Cost efficiencies

Right Product

+

Right Place

+

Right Time

+

Right Price

Ensuring the right products requires certainty in the ability to understand and predict demand, know what is needed and to estimate any interruption or change in supply.

- Demand planning
- Effective product sourcing

Ensuring the right products whenever they are needed is about preparedness for whatever may come; ensuring the training to adapt and the flexibility to react quickly.

- Improve availability
- Easy access

Ensuring the right products reach the hands of those who need them is about logistical smoothness and absolute reliability.

- Reduce time
- Reduce waste

Ensuring the right price comes from leveraging the strength of relationships and the benefits of economies of scale as well as the art of negotiation.

- Improve cost saving
- Reduce payment cycle



Section Two

The Identity Elements

2.1 Nupco Brand Marque

The Nupco brand marque is designed to epitomise our brand values and essence, it is one of the most valuable assets of our company. It provides the legal trademark and represents our service quality assurance.

nupco



1/2 X

X

1/2 X

2.1 Nupco Brand Marque

2.1.1 Overview

Nupco English brand marque, variations and clear space



Full colour



Reverse colour



White



Black



Clear space

Nupco Arabic brand marque, variations and clear space



Full colour



Reverse colour



White



Black



Clear space

Nupco Dual language brand marque, variations and clear space



Full colour



Reverse colour



White



Black



Clear space

2.1 Nupco Brand Marque

2.1.2 Nupco Brand Marque

Our brand marque is an important and unique asset. It's the one thing which singularly identifies us. It's important that we apply our brand marque whenever we use it. Our brand marque and the following principles for application must be respected, whether it is used alone to identify something as ours, or used as our signature in communications.



2.0 The Identity Elements

2.1 Nupco Brand Marque

2.1.3 English Marque

Our English brand marque is available in four colour variations: full colour, reverse colour, white and black colour. The English brand marque should be used on all the Nupco communications targeting our English speaking audience. Nupco brand communication like advertising, marketing, customer and employee communications. All the versions of the brand marque are available in the artwork supplied with these guidelines.



Full colour



Reverse colour



Print: 20 mm
Digital: 60 pixels



White



Black

2.0 The Identity Elements

2.1 Nupco Brand Marque

2.1.4 English Marque Clear Space

The clear space area is the exclusion zone around our brand marque. It is this safe area that maintains our logo visibility and separates it from other elements. No other piece of art or layout edge should come within this area. The clear space helps maintain the impact and integrity of our brand marque and ensures consistent, high-quality results. When possible, additional clear space is preferred. The clear space is measured using the height of the icon in the Nupco brand marque.



2.1 Nupco Brand Marque

2.1.5 Arabic Marque

Our Arabic brand marque is available in four colour variations: full colour, reverse colour, white and black colour. The Arabic brand marque should be used on all the Nupco communications targeting our Arabic speaking audience. Nupco brand communication like advertising, marketing, customer and employee communications. All the versions of the brand marque are available in the artwork supplied with these guidelines.



Full colour



Reverse colour



Print: 20 mm
Digital: 60 pixels



White



Black

2.0 The Identity Elements

2.1 Nupco Brand Marque

2.1.6 Arabic Marque Clear Space

The clear space area is the exclusion zone around our brand marque. It is this safe area that maintains our logo visibility and separates it from other elements. No other piece of art or layout edge should come within this area. The clear space helps maintain the impact and integrity of our brand marque and ensures consistent, high-quality results. When possible, additional clear space is preferred. The clear space is measured using the height of the icon in the Nupco brand marque.



2.1 Nupco Brand Marque

2.1.7 Dual Language Marque

Our dual language brand marque is available in four colour variations: full colour, reverse colour, white and black colour. The dual language brand marque should be used on all the Nupco communications targeting our audience in general. Nupco brand communication like advertising, marketing, customer and employee communications. All the versions of the brand marque are available in the artwork supplied with these guidelines.



Full colour



Reverse colour



Print: 20 mm
Digital: 60 pixels



White



Black

2.0 The Identity Elements

2.1 Nupco Brand Marque

2.1.8 Dual Language Marque Clear Space

The clear space area is the exclusion zone around our brand marque. It is this safe area that maintains our logo visibility and separates it from other elements. No other piece of art or layout edge should come within this area. The clear space helps maintain the impact and integrity of our brand marque and ensures consistent, high-quality results. When possible, additional clear space is preferred. The clear space is measured using the height of the icon in the Nupco brand marque.



2.1 Nupco Brand Marque

2.1.9 Constraints

We must always ensure that we follow the Nupco brand guidelines consistently as even small deviations can dilute the impact of our brand. Do not attempt to recreate or alter the brand marque in any way. Here are some examples of possible violations. Digital artwork for all brand marques can be found in the artwork supplied with these guidelines.



Do not change the typography of the Nupco brand marque or apply any other typographic treatments



Do not change the ratio of the Nupco brand marque dimensions. The relation of the width and height should be preserved at all time.



Do not change the Nupco brand marque lockup, this applies to all the elements which are part of the brand marque.



Do not apply any visual effect to Nupco brand marque, like drop shadow, embossing or glow.



Do not change the colour of the Nupco brand marque.



Do not use the Nupco brand marque on dark background. Always maintain enough contrast.



Do not use the Nupco brand marque on busy images.



Do not use the Nupco brand marque on off-brand colours. Only use the approved brand colours.

2.2 Nupco Brand Architecture

Nupco's portfolio of brands are critical in enabling Nupco to deliver on its purpose. They are important 'proof points'.

Therefore our brand architecture strategy ensures that they are strongly associated with Nupco so that they help build Nupco's reputation.

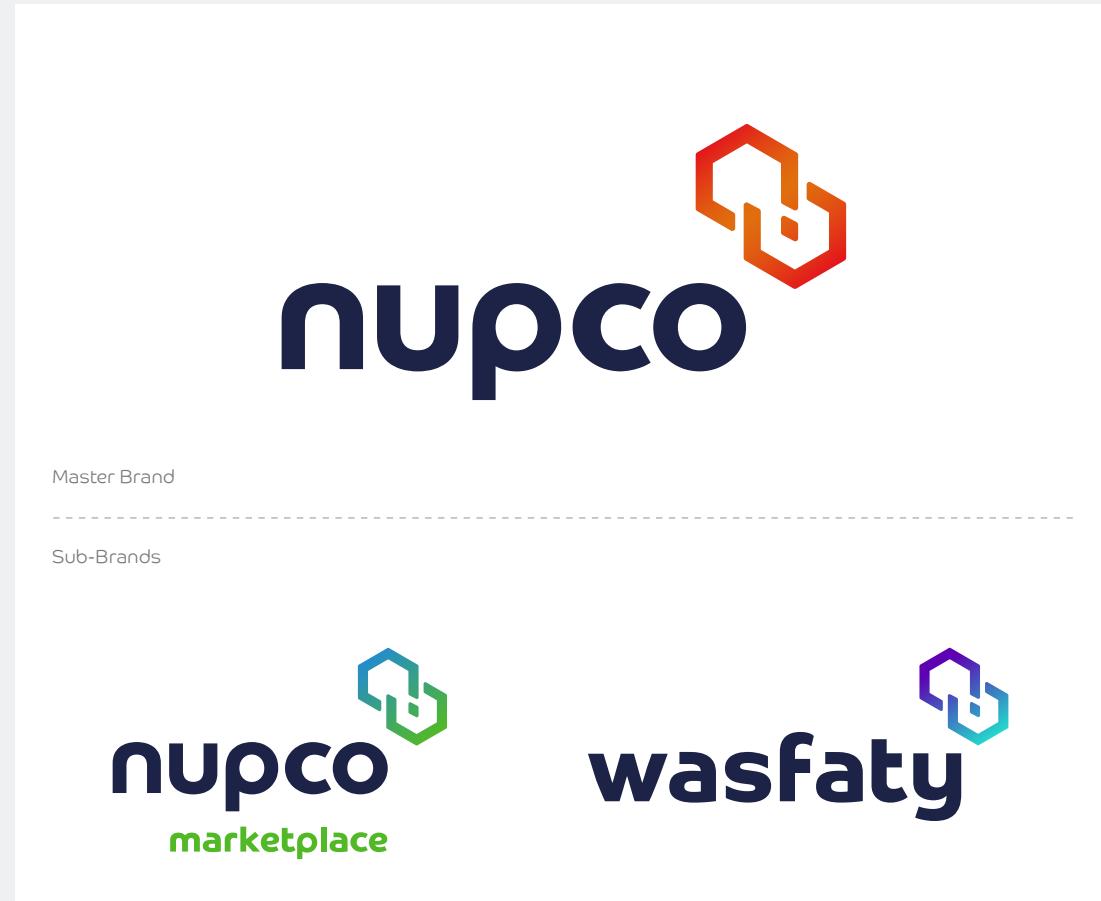


2.2.1 Overview

Nupco is a predominately a monolithic brand. It provides many services and solutions, however we do not brand these services, they are from Nupco. This allows Nupco to create a greater ecosystem, cross sell its services and bundle them to create stronger value propositions.

In a few cases where the proposition is so unique and the target audience so different we can create either a sub-brand like Wasfaty or a branded service like Nupco Marketplace to improve Nupco's ability to build brand relevance within that sector or amongst a particular audience.

In all cases though Nupco plays the driver role.



2.2 Nupco Brand Architecture

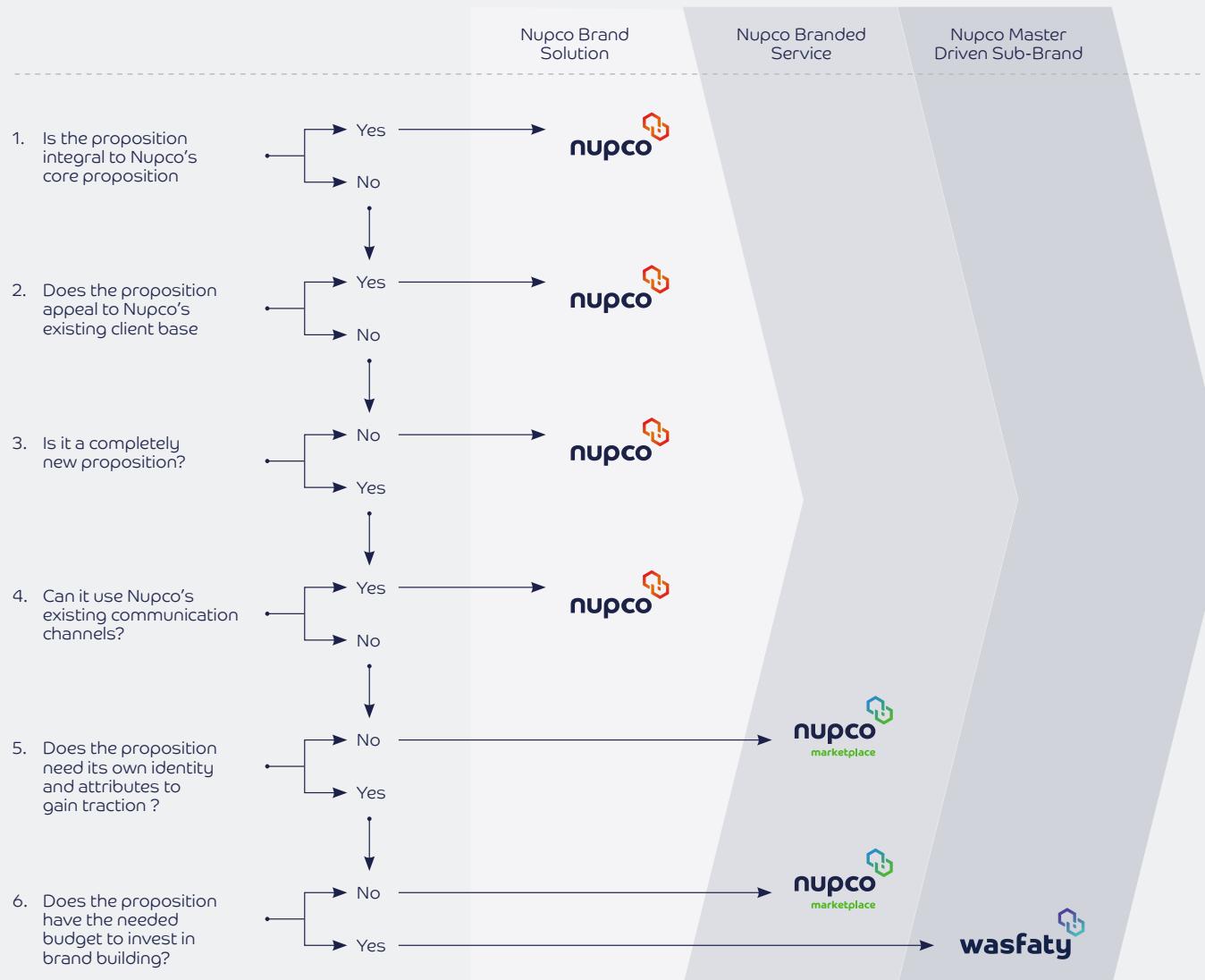
2.2.2 Deciding on the Right Approach

This decision tree will help guide which strategy should be considered when deciding on if a new Nupco proposition should be branded or not and if so should it be a brand service or master driven sub-brand.

Please note that Nupco is a monolithic brand and only in extreme cases do we consider developing either a branded service or sub-brand.

This is just a guide to help inform your thinking process.

Nupco Brand Architecture Decision Tree



2.0 The Identity Elements

2.2 Nupco Brand Architecture

2.2.3 Deciding on the Right Approach - Branded Service

Definition

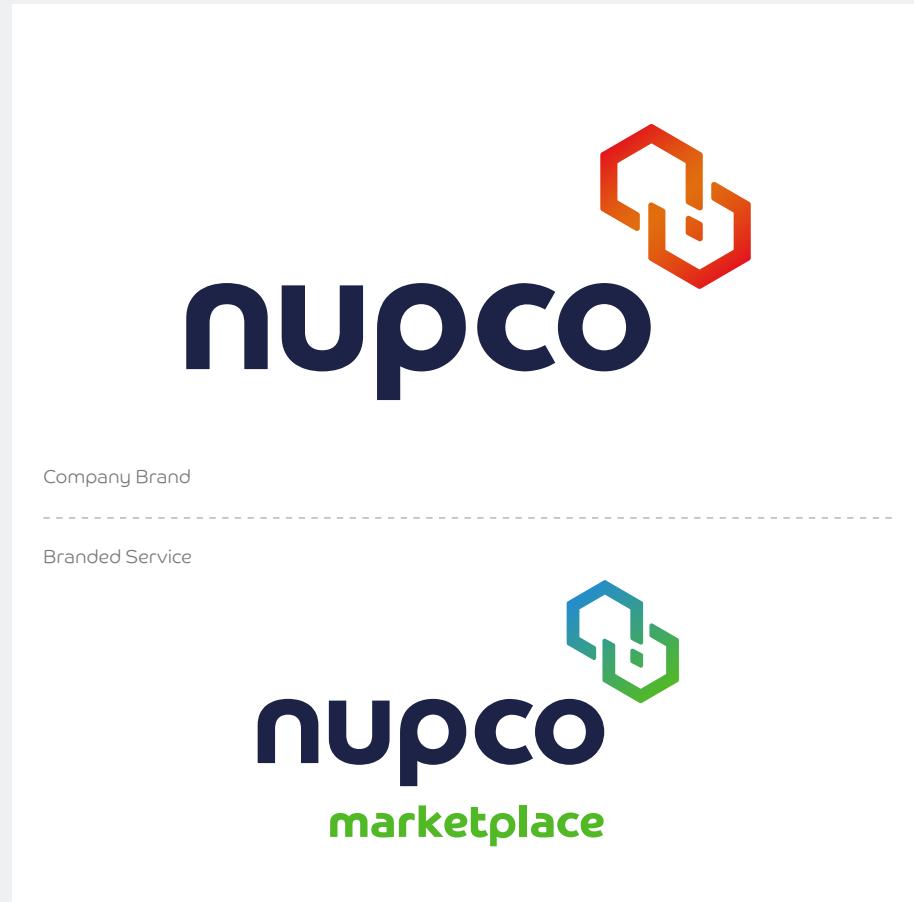
The company itself is the brand, and certain products or services that are different from the core proposition, however not a hero proposition can be a branded service. They have a descriptive name and their own colour.

When considered

For Nupco propositions that have their own channels and therefore need to be branded different from Nupco. The proposition is not a hero proposition and its name only descriptive of what it is. However, it does get to own a colour to enable it to stand apart from other Nupco services.

Benefits

- Nupco is the brand - marketplace is just a service
- It provides an umbrella under which most of its business operations operate
- It enhances clarity, synergy and leverage



2.2 Nupco Brand Architecture

2.2.4 Deciding on the Right Approach - Master Driven Sub-Brand

Definition

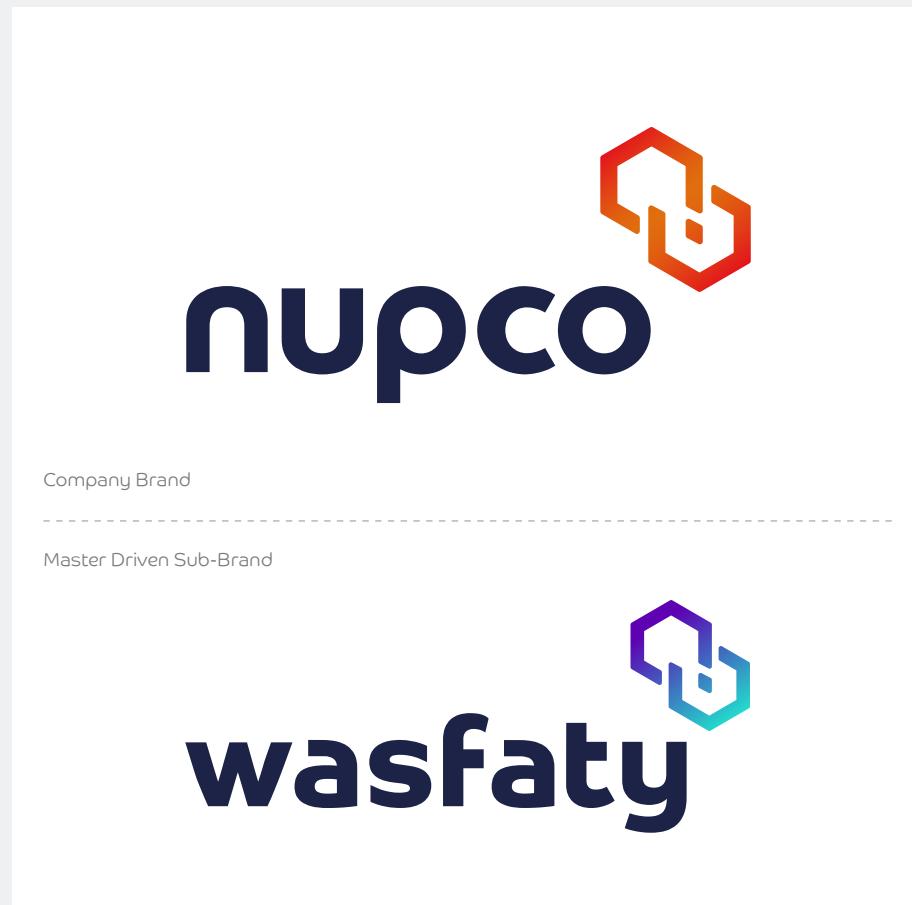
The Nupco brand plays the driver role in the purchase decision and user experience. The sub-brand plays a minor role, but it helps Nupco appeal to niche segments.

When considered

For 'hero' Nupco propositions (significant investment and strategically significant) that appeal to totally new segments, that are not traditionally associated with Nupco, and therefore requires its own name and colour palette to help it stand apart and gain its own market preference to gain market traction.

Benefits

- Enables the Nupco appeal to niche segments or specialist in specific sectors
- Helps a new offering that is novel and newsworthy stand apart
- Enables the Nupco to expand its attributes and associations quickly



2.2 Nupco Brand Architecture

2.2.5 Marketplace Brand Overview

Marketplace English brand marque, variations and clear space



Full colour



Reverse colour



White



Black



Clear space

Marketplace Arabic brand marque, variations and clear space



Full colour



Reverse colour



White



Black



Clear space

Our brand marque is an important and unique asset. It's the one thing which singularly identifies us. It's important that we apply our brand marque whenever we use it. Our brand marque and the following principles for application must be respected, whether it is used alone to identify something as ours, or used as our signature in communications.



2.2 Nupco Brand Architecture

2.2.7 Marketplace English Marque

The Marketplace Brand English brand marque is available in four colour variations: full colour, reverse colour, white and black colour. The English brand marque should be used on all The Marketplace Brand communications targeting our English speaking audience. Marketplace Brand brand communication like advertising, marketing, customer and employee communications. All the versions of the brand marque are available in the artwork supplied with these guidelines.



Full colour



Reverse colour



White



Black

2.2 Nupco Brand Architecture

2.2.8 Marketplace English
Marque Clear Space

The clear space area is the exclusion zone around our sub-brand marque. It is this safe area that maintains our logo visibility and separates it from other elements. No other piece of art or layout edge should come within this area. The clear space helps maintain the impact and integrity of our brand marque and ensures consistent, high-quality results. When possible, additional clear space is preferred. The clear space is measured using the height of the icon in the sub-brand marque.



2.2 Nupco Brand Architecture

2.2.9 Marketplace Arabic Marque

The Marketplace Brand Arabic brand marque is available in four colour variations: full colour, reverse colour, white and black colour. The Arabic brand marque should be used on all The Marketplace Brand communications targeting our Arabic speaking audience. Marketplace Brand brand communication like advertising, marketing, customer and employee communications. All the versions of the brand marque are available in the artwork supplied with these guidelines.



Full colour



Reverse colour



Minimum Size

Print: 20 mm
Digital: 60 pixels



White



Black

2.2 Nupco Brand Architecture

2.2.10 Marketplace Arabic
Marque Clear Space

The clear space area is the exclusion zone around our sub-brand marque. It is this safe area that maintains our logo visibility and separates it from other elements. No other piece of art or layout edge should come within this area. The clear space helps maintain the impact and integrity of our brand marque and ensures consistent, high-quality results. When possible, additional clear space is preferred. The clear space is measured using the height of the icon in the sub-brand marque.



2.2.11 Wasfaty Brand Overview

Wasfaty English brand marque, variations and clear space



Full colour



Reverse colour



White



Black



Clear space

Wasfaty Arabic brand marque, variations and clear space



Full colour



Reverse colour



White



Black



Clear space

Wasfaty Dual language brand marque, variations and clear space



Full colour



Reverse colour



White



Black



Clear space

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wasfaty



2.2 Nupco Brand Architecture

2.2.13 Wasfaty English Marque

The Wasfaty English brand marque is available in four colour variations: full colour, reverse colour, white and black colour. The English brand marque should be used on all the Wasfaty communications targeting our English speaking audience. Wasfaty brand communication like advertising, marketing, customer and employee communications. All the versions of the brand marque are available in the artwork supplied with these guidelines.



Full colour



Reverse colour



Print: 20 mm
Digital: 60 pixels



White



Black

2.2 Nupco Brand Architecture

2.2.14 Wasfaty English
Marque Clear Space

The clear space area is the exclusion zone around our sub-brand marque. It is this safe area that maintains our logo visibility and separates it from other elements. No other piece of art or layout edge should come within this area. The clear space helps maintain the impact and integrity of our brand marque and ensures consistent, high-quality results. When possible, additional clear space is preferred. The clear space is measured using the height of the icon in the sub-brand marque.



2.2 Nupco Brand Architecture

2.2.15 Wasfaty Arabic Marque

The Wasfaty Arabic brand marque is available in four colour variations: full colour, reverse colour, white and black colour. The Arabic brand marque should be used on all the Wasfaty communications targeting our Arabic speaking audience. Wasfaty brand communication like advertising, marketing, customer and employee communications. All the versions of the brand marque are available in the artwork supplied with these guidelines.



Full colour



Reverse colour



Minimum Size

Print: 20 mm
Digital: 60 pixels



White



Black

2.2 Nupco Brand Architecture

2.2.16 Wasfaty Arabic Marque
Clear Space

The clear space area is the exclusion zone around our sub-brand marque. It is this safe area that maintains our logo visibility and separates it from other elements. No other piece of art or layout edge should come within this area. The clear space helps maintain the impact and integrity of our brand marque and ensures consistent, high-quality results. When possible, additional clear space is preferred. The clear space is measured using the height of the icon in the sub-brand marque.



2.2 Nupco Brand Architecture

2.2.17 Wasfaty Dual Language Marque

The Wasfaty dual language brand marque is available in four colour variations: full colour, reverse colour, white and black colour. The dual language brand marque should be used on all the Wasfaty communications targeting our audience in general. Wasfaty brand communication like advertising, marketing, customer and employee communications. All the versions of the brand marque are available in the artwork supplied with these guidelines.



Full colour



Reverse colour



Minimum Size

Print: 20 mm
Digital: 60 pixels

White



Black

2.2 Nupco Brand Architecture

2.2.18 Wasfaty Dual Language
Marque Clear Space

The clear space area is the exclusion zone around our sub-brand marque. It is this safe area that maintains our logo visibility and separates it from other elements. No other piece of art or layout edge should come within this area. The clear space helps maintain the impact and integrity of our brand marque and ensures consistent, high-quality results. When possible, additional clear space is preferred. The clear space is measured using the height of the icon in the sub-brand marque.



2.2 Nupco Brand Architecture

2.2.19 Sub-Brands Constraints

We must always ensure that we follow the Nupco brand guidelines consistently as even small deviations can dilute the impact of our brand. Do not attempt to recreate or alter the sub-brands marque in any way. Here are some examples of possible violations. Digital artwork for all sub-brands marques can be found in the artwork supplied with these guidelines.



Do not change the typography of the sub-brands marque or apply any other typographic treatments



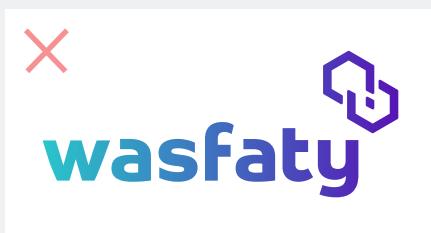
Do not change the ratio of the sub-brands marque dimensions. The relation of the width and height should be preserved at all time.



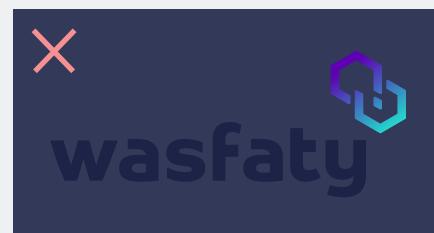
Do not change the sub-brands marque lockup, this applies to all the elements which are part of the brand marque.



Do not apply any visual effect to sub-brands marque, like drop shadow, embossing or glow.



Do not change the colour of the sub-brands marque.



Do not use the sub-brands marque on dark background. Always maintain enough contrast.



Do not use the sub-brands marque on busy images.



Do not use the sub-brands marque on off-brand colours. Only use the approved brand colours.

2.3 Colours

Colour is a very important element and a key identifier for our brand. In the following pages we'll see how defined colours contribute to creating an easily recognisable and distinctive identity.

2.3 Colours

2.3.1 Overview

Nupco Signature Colours

Our primary signature brand colours are the key identifiers for Nupco, and are used in our brand marque. They should be used in all communications.

Nupco Accent Colours

Our accent brand colours provide richness and variety when we need to use additional colours. They can help identify information, create additional colours for imagery and environmental designs. They must be used as a secondary choice and in conjunction with our primary colours.

Nupco Sub-BRANDS Colour

Beside the use of Nupco's signature dark blue, both Nupco's Sub-BRANDS (Nupco Marketplace and Wasfaty) are differentiated by using unique colours to them.

White

White is integral to our identity system. It is practical and neutral, bringing balance, clarity and simplicity to our colourful brand.

Nupco
Signature
Colours

Nupco Dark Blue

Nupco Red

Nupco Orange

Nupco Gradient

Nupco
Accent
Colours

Nupco Maroon

Nupco Purple

Nupco Blue

Nupco Green

Nupco Yellow

Nupco Gray

Marketplace
Brand Colours

Nupco Dark Blue

Marketplace Blue

Marketplace Green

Marketplace Gradient

Wasfaty
Brand
Colours

Nupco Dark Blue

Wasfaty Aqua

Wasfaty Purple

Wasfaty Gradient

2.3 Colours

2.3.2 Nupco Signature Colours

Our signature colours are a key element of our visual system. They differentiate us visually among our competitors and make our communication unique.

The technical information in this section is very specific and needs to be followed carefully.

1. For three colour or less offset printing use the Pantone values.
2. For four colour offset printing use the CMYK values.
3. For digital communication use RGB or HTML values.

Nupco Dark Blue

Pantone 280 C

CMYK 100 91 40 43

RGB 28 35 70

HTML 1C2346

Nupco Red

Pantone 1795 C

CMYK 0 98 100 0

RGB 227 21 28

HTML E3151C

Nupco Orange

Pantone 152 C

CMYK 7 65 100 1

RGB 224 110 14

HTML E06E0E

2.3 Colours

2.3.3 Nupco Signature Gradient

Our signature red and orange colours are used to create a gradient mix that is unique to Nupco.

The Nupco signature gradient is used to colour the Lozenge graphic and other graphic elements in Nupco visual identity system.

For different purposes, the signature gradient can be formed in two ways:

- Using solid colours.
- Using solid colours with transparency (mainly to overlay images).

The technical information in this section is very specific and needs to be followed carefully.

1. For four colour offset printing use the CMYK values.
2. For digital communication use RGB or HTML values.

Never use Pantone values to create gradient colours, as it will create inconsistent result.

Nupco Signature Gradient Using solid colours



Nupco Signature Gradient using solid colours with transparency

2.3 Colours

2.3.4 Nupco Accent Colours

Our accent colours provide richness and variety when we need to use additional colours. They can help identify information, create additional colours for imagery and environmental designs.

They must be used as a secondary choice and in conjunction with our signature colours.

The technical information in this section is very specific and needs to be followed carefully.

1. For three colour or less offset printing use the Pantone values.
2. For four colour offset printing use the CMYK values.
3. For digital communication use RGB or HTML values.

Nupco Maroon

Pantone 7637 CP

CMYK 8 92 38 35

RGB 150 49 73

HTML 963149

Nupco Purple

Pantone 4083 CP

CMYK 50 71 1 3

RGB 137 93 148

HTML 895D94

Nupco Light Blue

Pantone 2382 CP

CMYK 78 33 0 0

RGB 60 141 199

HTML 3C8DC7

Nupco Green

Pantone 2303 CP

CMYK 35 6 75 8

RGB 163 179 75

HTML A3B34B

Nupco Yellow

Pantone 7406 CP

CMYK 0 13 100 1

RGB 241 197 0

HTML F1C500

Nupco Gray

Pantone Cool Gray 9 CP

CMYK 50 40 34 17

RGB 118 121 122

HTML 76797A

2.3 Colours

2.3.5 Nupco Colour Balance

The colour balance and proportion across all Nupco communications is important in order to maintain a consistent visual look and feel.

The percentage examples on this page illustrate how the colours may be used in different situations and applications:

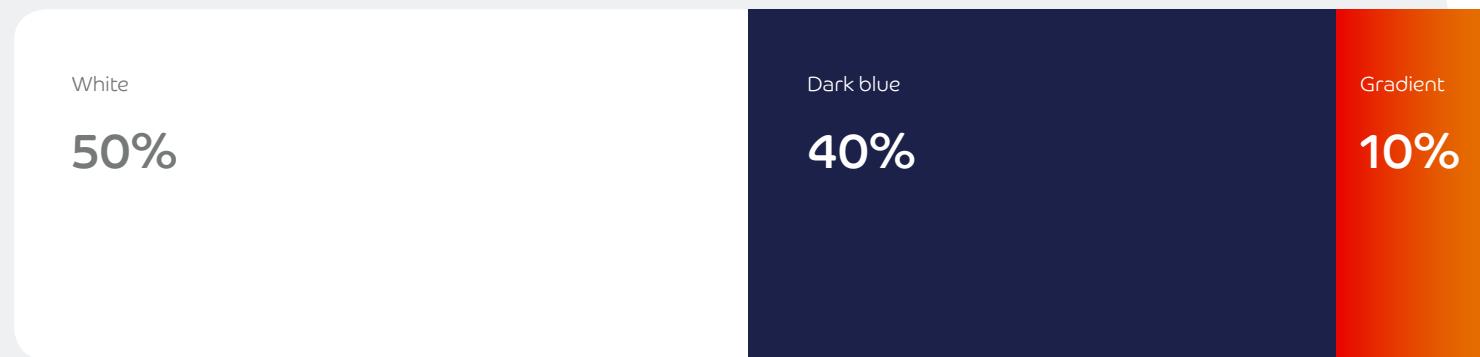
- Signature dark blue and gradient
- White, signature dark blue and gradient
- Image, signature dark blue, signature gradient and accent colours

Adhering to these principles will allow us to use colour as a powerful branding element to maintain a consistent visual language.

a. Signature dark blue and gradient



b. White, signature dark blue and gradient



c. Image, signature dark blue, signature gradient and accent colours



2.3 Colours

2.3.6 Marketplace Colours

Our Marketplace Sub-brand colours are selected to differentiate the Marketplace communication.

The technical information in this section is very specific and needs to be followed carefully.

1. For three colour or less offset printing use the Pantone values.
2. For four colour offset printing use the CMYK values.
3. For digital communication use RGB or HTML values.

Nupco Dark Blue

Pantone 280 C

CMYK 100 91 40 43

RGB 28 35 70

HTML 1C2346

Marketplace Green

Pantone 368 C

CMYK 68 0 100 0

RGB 82 185 38

HTML 52B926

Marketplace Blue

Pantone 2925 C

CMYK 78 33 0 0

RGB 36 140 204

HTML 248CCC

2.3 Colours

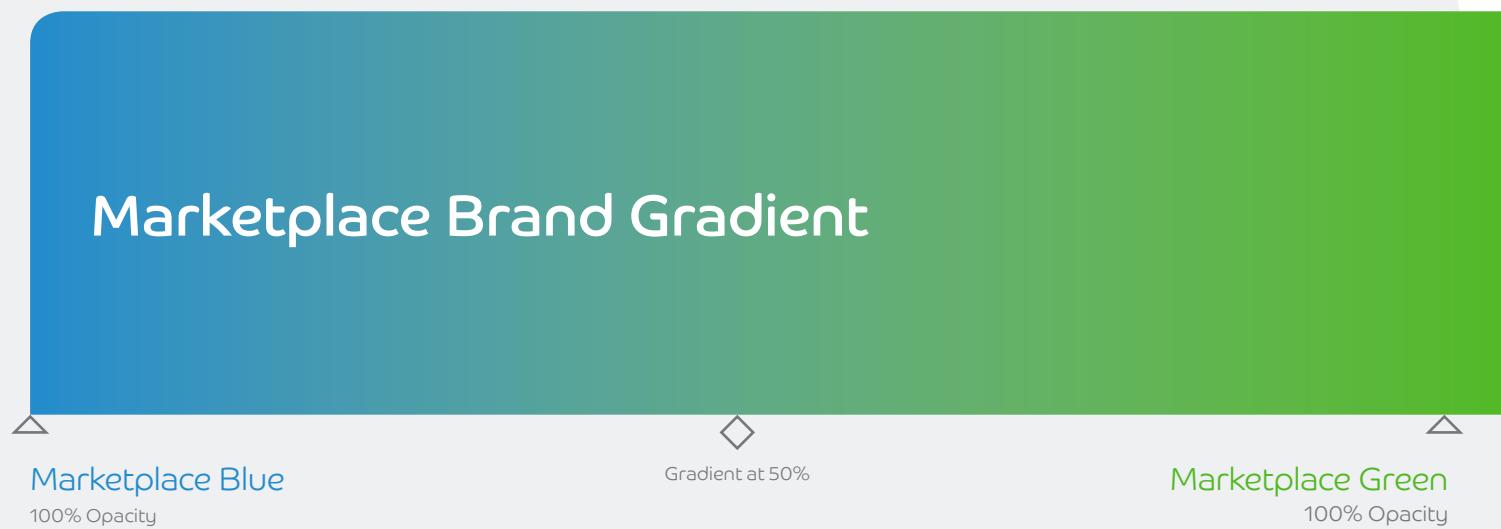
2.3.7 Marketplace Gradient

The Marketplace blue and green colours are used to create a gradient mix that is special to be used in the Marketplace branding.

The technical information in this section is very specific and needs to be followed carefully.

1. For four colour offset printing use the CMYK values.
2. For digital communication use RGB or HTML values.

Never use Pantone values to create gradient colours, as it will create inconsistent result.



2.3 Colours

2.3.8 Marketplace Colour Balance

The colour balance and proportion across the Marketplace communications is important in order to maintain a consistent visual look and feel.

The percentage examples on this page illustrate how the colours may be used in different situations and applications:

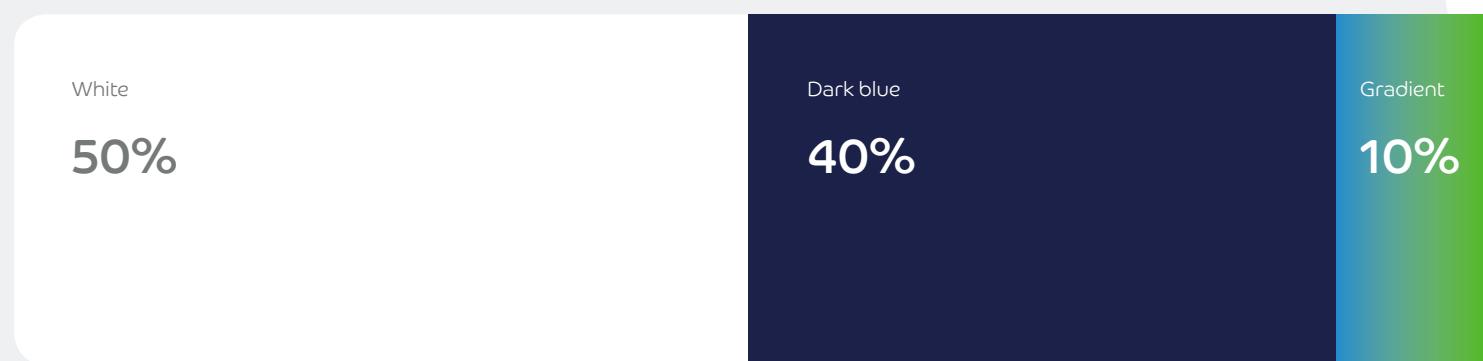
- Signature dark blue and the Marketplace gradient
- White, signature dark blue and the Marketplace gradient
- Image, signature dark blue, and the Marketplace gradient

Adhering to these principles will allow us to use colour as a powerful branding element to maintain a consistent visual language.

a. Signature dark blue and the Marketplace gradient



b. White, signature dark blue and the Marketplace gradient



c. Image, signature dark blue, and the Marketplace gradient



2.3 Colours

2.3.9 Wasfaty Colours

Our Wasfaty Sub-brand colours are selected to differentiate the Wasfaty brand communication.

The technical information in this section is very specific and needs to be followed carefully.

1. For three colour or less offset printing use the Pantone values.
2. For four colour offset printing use the CMYK values.
3. For digital communication use RGB or HTML values.

Nupco Dark Blue

Pantone 280 C

CMYK 100 91 40 43

RGB 28 35 70

HTML 1C2346

Wasfaty Aqua

Pantone 1795 C

CMYK 0 98 100 0

RGB 227 21 28

HTML E3151C

Wasfaty Purple

Pantone 152 C

CMYK 7 65 100 1

RGB 224 110 14

HTML E06E0E

2.3 Colours

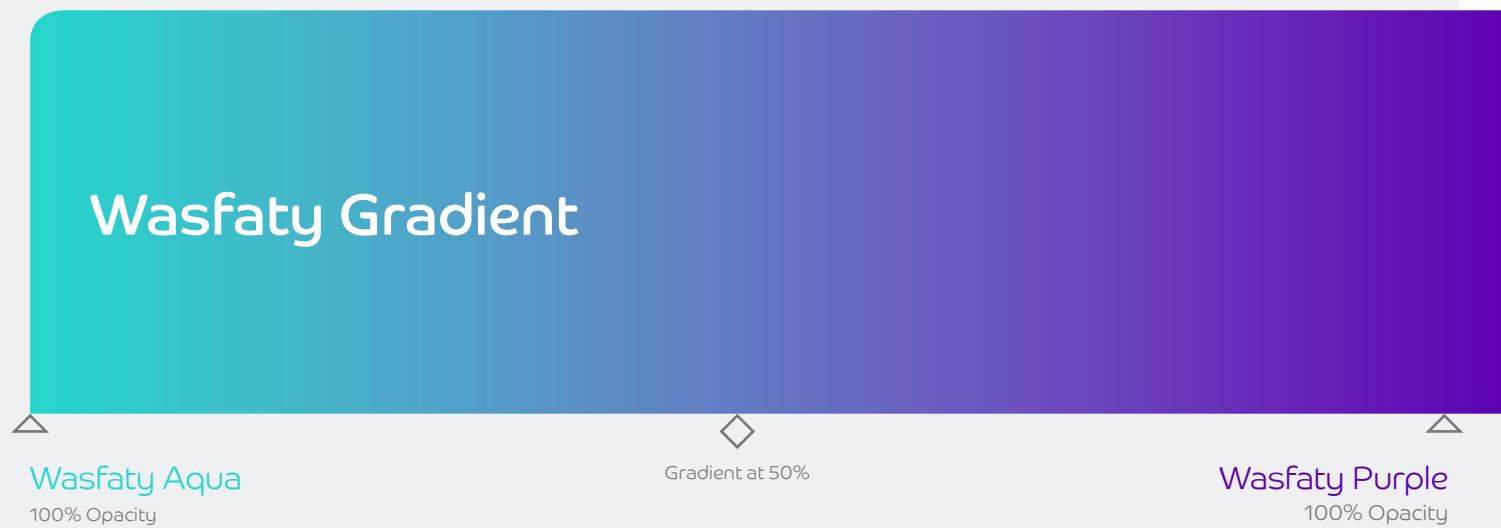
2.3.10 Wasfaty Gradient

The Wasfaty aqua and purple colours are used to create a gradient mix that is special to be used in the Wasfaty branding.

The technical information in this section is very specific and needs to be followed carefully.

1. For four colour offset printing use the CMYK values.
2. For digital communication use RGB or HTML values.

Never use Pantone values to create gradient colours, as it will create inconsistent result.



2.3 Colours

2.3.11 Wasfaty Colour Balance

The colour balance and proportion across the Wasfaty communications is important in order to maintain a consistent visual look and feel.

The percentage examples on this page illustrate how the colours may be used in different situations and applications:

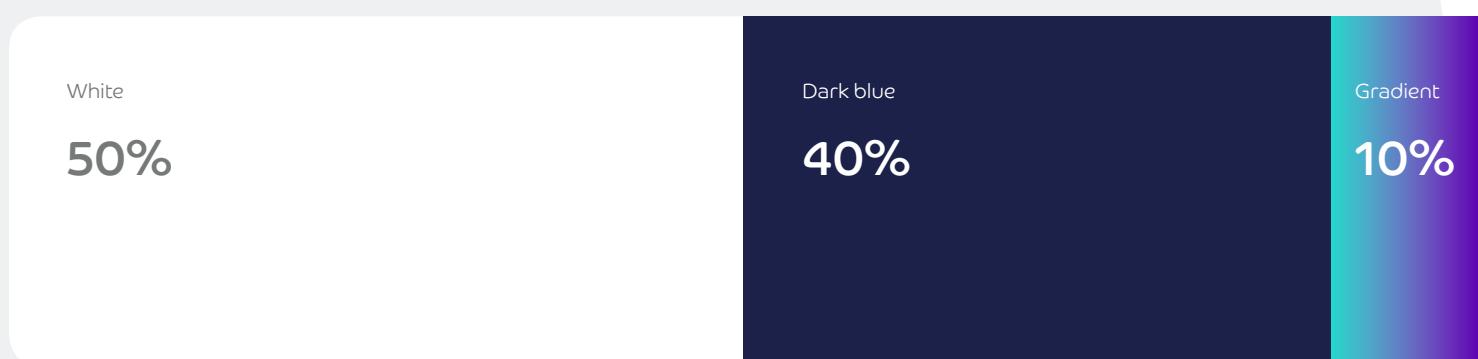
- a. Signature dark blue and the Wasfaty gradient
- b. White, signature dark blue and the Wasfaty gradient
- c. Image, signature dark blue, and the Wasfaty gradient

Adhering to these principles will allow us to use colour as a powerful branding element to maintain a consistent visual language.

a. Signature dark blue and the Wasfaty gradient



b. White, signature dark blue and the Wasfaty gradient



c. Image, signature dark blue, and the Wasfaty gradient



2.4 Typography

Typography is a powerful tool in our visual identity. It helps create brand recognition and plays a significant role in aligning our communications with our brand marque. The typefaces selected to present the Nupco brand match the brand personality and culture. They are innovative, modern, and approachable.

Co headline is our
English corporate
typeface. It is available
in a variety of weights.

2.4 Typography

2.4.2 English Typeface

Our corporate English typeface is Co headline. This font sits in harmony with our brand marque. The rounded edges of the letters compliment our round brand marque. Its design and crafting are complimentary to our overall aesthetics, while being clearly identifiable as our own.

Aa Bb Cc Dc Ee
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Nupco Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNPQRSTUVWXYZ
0123456789?!/.

Nupco Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNPQRSTUVWXYZ
0123456789?!/.

Nupco Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNPQRSTUVWXYZ
0123456789?!/.

Headline

****Lore** ipsum Dolor Sit Amet Consectetur Adipiscing Elit**

Headline with highlighted words

****Lore** ipsum Dolor Sit Amet Consectetur Adipiscing Elit**

Body copy

 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla in odio porttitor, bibendum enim eget, interdum elit. Duis blandit aliquet magna.

Body copy with highlighted words

Lore ipsum dolor sit amet, consectetur
adipiscing elit. Nulla in odio porttitor, bibendum
enim eget, interdum elit. Duis blandit aliquet magna.

Body copy

Lore ipsum dolor sit amet, consectetur
adipiscing elit. Nulla in odio porttitor, bibendum
enim eget, interdum elit. Duis blandit aliquet magna.

كُو هِيدلَين هو خُنَا^١
العربي الرئيسي. وهو
متوفّر بالعديد من الأوزان.

2.4 Typography

2.4.5 Arabic Typeface

Our corporate Arabic typeface is also Co Headline. It uses the same features as it's English counterpart. This font sits in harmony with our brand marque. The straight edges of the letters compliment our round brand marque. Its design and crafting are complimentary to our overall aesthetics, while being clearly identifiable as our own.

أبجد هووز حطيي كمن
أب ت ث ج ح خ ب ذ ر ز س ش ص
ض ط ظ ع غ ف ق ك ل م ن ف و ي

Nupco Bold

أب ت ث ج ح خ ب ذ ر ز س ش ص
ض ط ظ ع غ ف ق ك ل م ن ف و ي
١٢٣٤٥٦٧٨٩٠/!؟

Nupco Regular

أب ت ث ج ح خ ب ذ ر ز س ش ص
ض ط ظ ع غ ف ق ك ل م ن ف و ي
١٢٣٤٥٦٧٨٩٠/!؟

Nupco Light

أب ت ث ج ح خ ب ذ ر ز س ش ص
ض ط ظ ع غ ف ق ك ل م ن ف و ي
١٢٣٤٥٦٧٨٩٠/!؟

2.4.6 Arabic Type Setting

Body copy

كتب هذا النص لمحاكاة النصوص الحقيقية. وذلك باستخدام كلمات عادية تحاكي ترددات النصوص العادية، كي لا يتسبب النص الوهمي العشوائي بخداع العين أو الدماغ.

Body copy with highlighted words

كتب هذا النص لمحاكاة النصوص الحقيقية. وذلك باستخدام كلمات عادية تحاكي ترددات النصوص العادية، كي لا يتسبب النص الوهمي العشوائي بخداع العين أو الدماغ.

Body copy

كتب هذا النص لمحاكاة النصوص الحقيقية. وذلك باستخدام كلمات عادية تحاكي ترددات النصوص العادية، كي لا يتسبب النص الوهمي العشوائي بخداع العين أو الدماغ.

Headline

**هذا نص للتقديم فقط
الغرض من هذا النص أن
يكون مقروء ولا معنى له**

Headline with highlighted words

**هذا نص للتقديم فقط
الغرض من هذا النص أن
يكون مقروء ولا معنى له**

We use Tahoma for communications when it's technically not possible to use Co Headline, e.g. online or in PowerPoint.

Tahoma is our system Font

Aa Bb Cc Dc Ee
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Tahoma Regular

abcdefghijklmnoprstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?!/.

Tahoma Bold

abcdefghijklmnoprstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?!/.

We use Tahoma for communications when it's technically not possible to use Co Headline, e.g. online or in PowerPoint.

تاهوما هو خطنا الطباعي القياسي
أبجد هوز حطيي كلمن
أ ب ت ث ج ح خ د ذ ر ز س ش ص
ض ط ظ ع غ ف ق ك ل م ن ه و ي

Tahoma Bold

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

Tahoma Regular

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

2.5 The Lozenge Graphic

Our Lozenge brand graphic is an essential element in our brands visual system. It is unique to us and communicates the spirit and core essence of our brand. The elements are designed to dynamically adapt to any media.

Golden Ration

2.5 The Lozenge Graphic

2.5.1 Overview

Communication



Brand graphic Usage



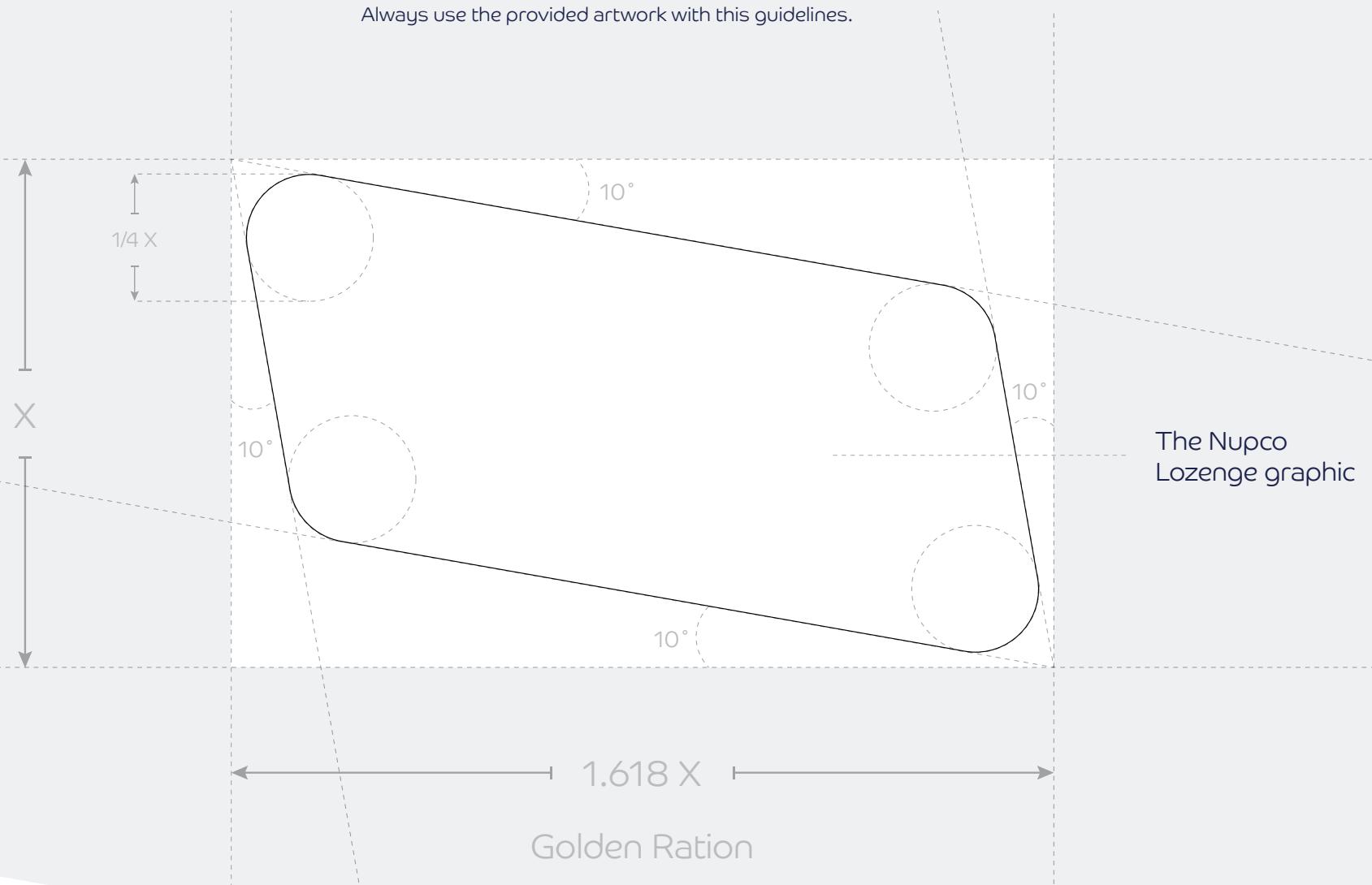
2.5 The Lozenge Graphic

2.5.2 Creation

Our Lozenge graphic communicates being unlimited and seamless, a concept derived from our brand strategy.

The diagram provided on this page is only to demonstrate how the Lozenge graphic was geometrically created.

Always use the provided artwork with this guidelines.

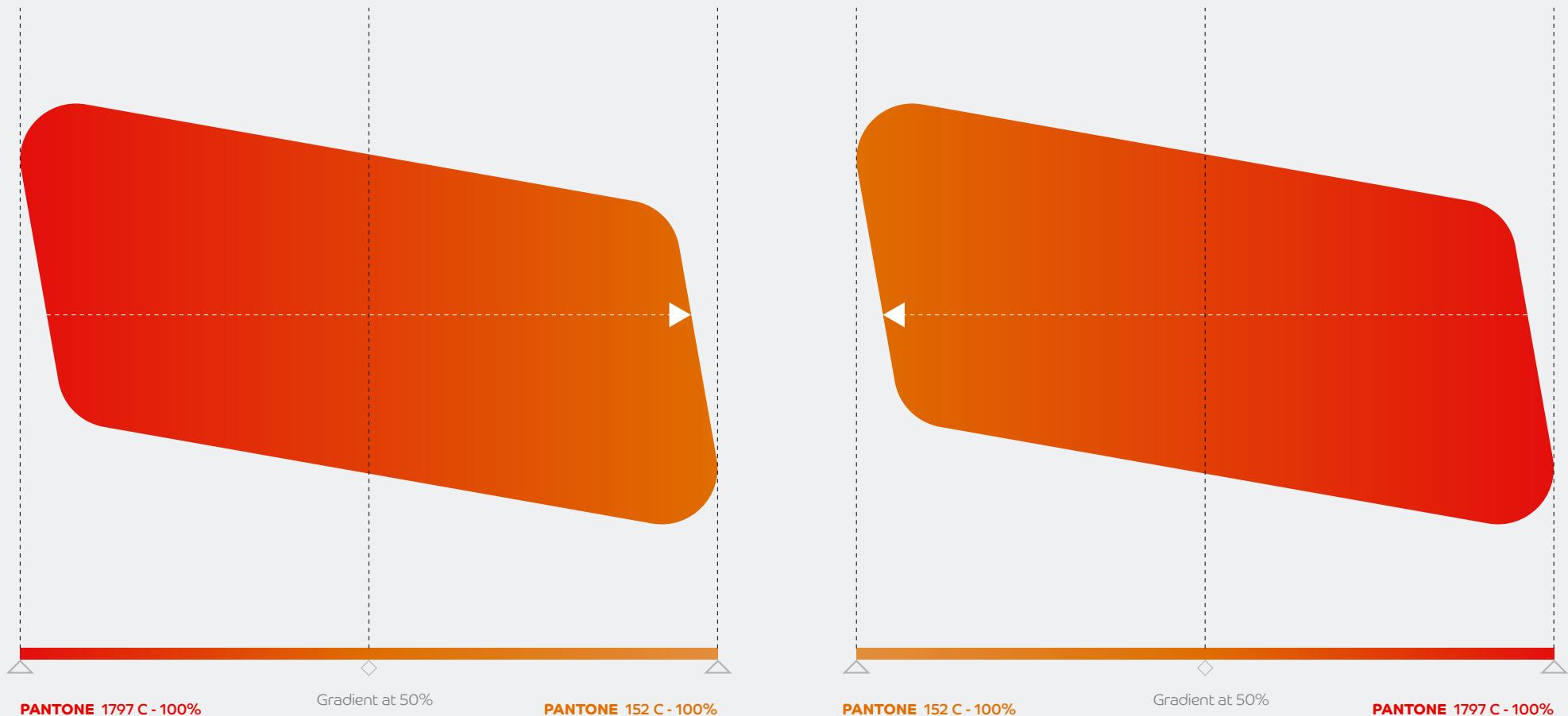


2.5 The Lozenge Graphic

2.5.3 Colouring

Our Lozenge graphic uses our signature orange gradient with solid colours to complement our unique visual identity system.

Please refer to section (2.2 colour) for more technical details on colour values and usage.

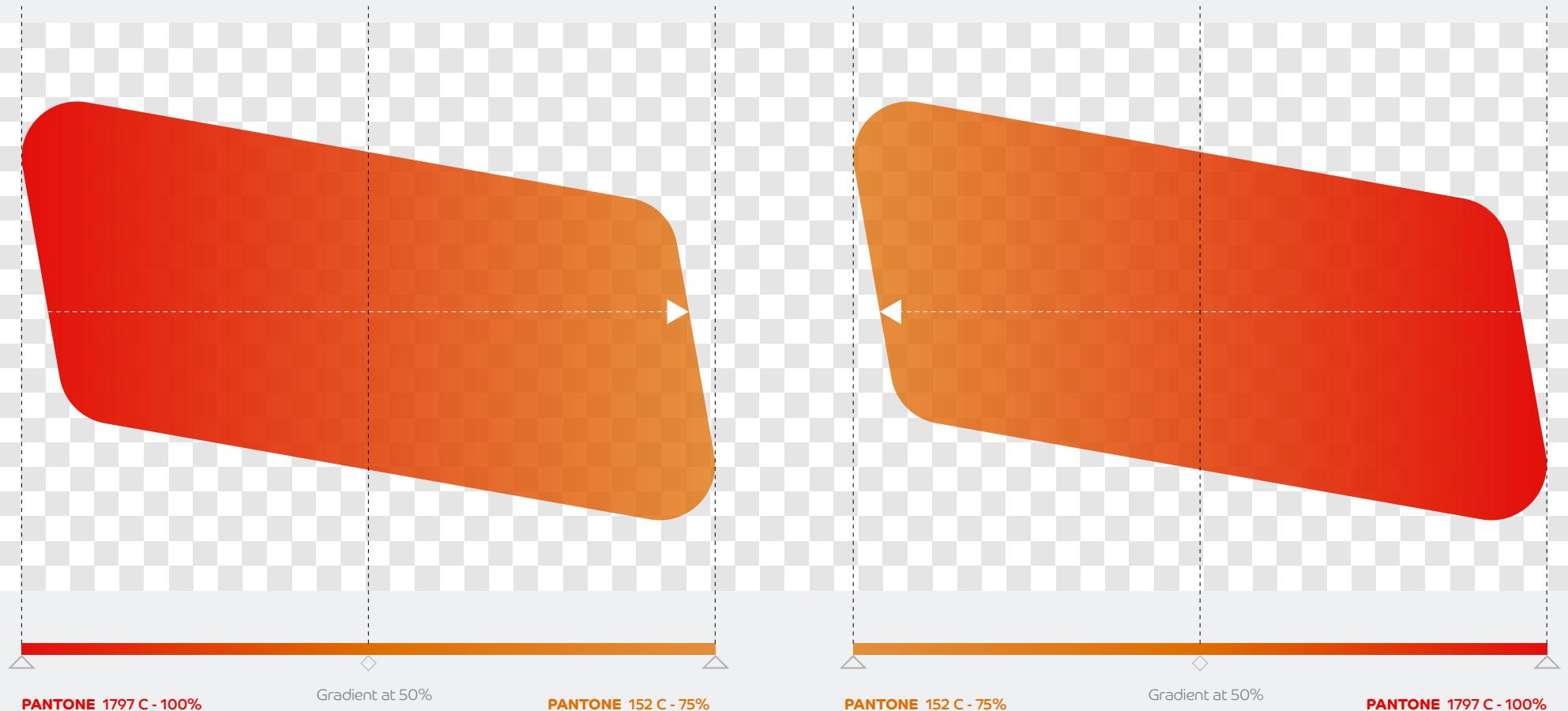


2.5 The Lozenge Graphic

2.5.4 Colouring and Transparency

Also, our Lozenge graphic uses our signature orange gradient with transparent colours to overlay images in our visual identity system.

Please refer to section (2.2 colour) for more technical details on colour values and usage.



2.5 The Lozenge Graphic

2.5.5 Variations

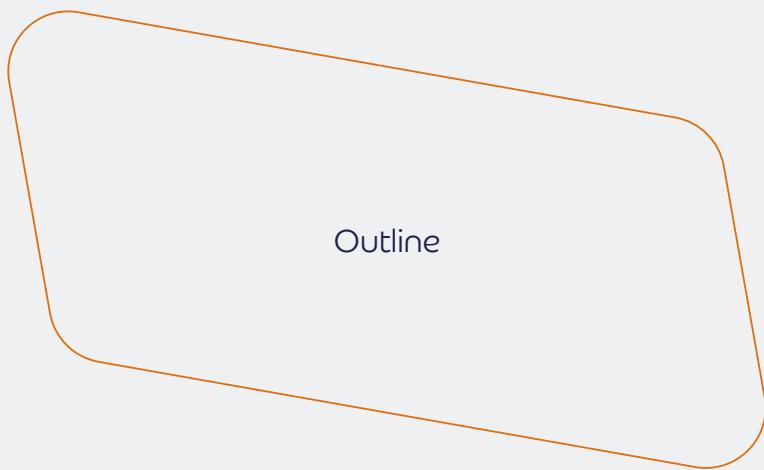
Beside the full colour Lozenge graphic, it is available in three more colour variations:

Please refer to section (2.2 colour) for more technical details on colour values and usage.

- Nupco dark blue
- Nupco orange outline
- White



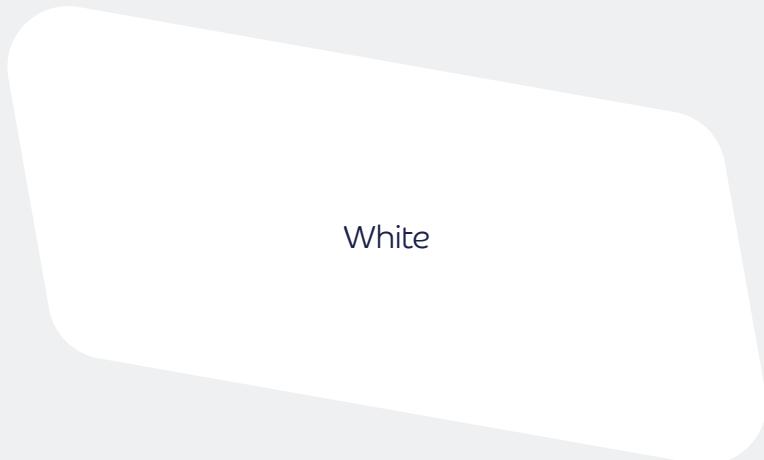
Full Colour



Outline



Dark Blue



White

2.5 The Lozenge Graphic

2.5.6 Usage

Our Lozenge graphic has variations that help us to create vibrant, yet consistent visual identity system. They work with backgrounds in a specific way to establish the required balance.

The instructions presented here are the correct way to apply the Lozenge graphic with backgrounds, and need to be followed carefully.



1. The Lozenge graphic - full colour, used on white background.

2. The Lozenge graphic - full colour with transparency, used on image background.

3. The Lozenge graphic - used as an image holder, applied on white background. Also, it may be applied on Nupco dark blue background.

4. The Lozenge graphic - white colour, used on Nupco dark blue background.

5. The Lozenge graphic - outline, used on white background.

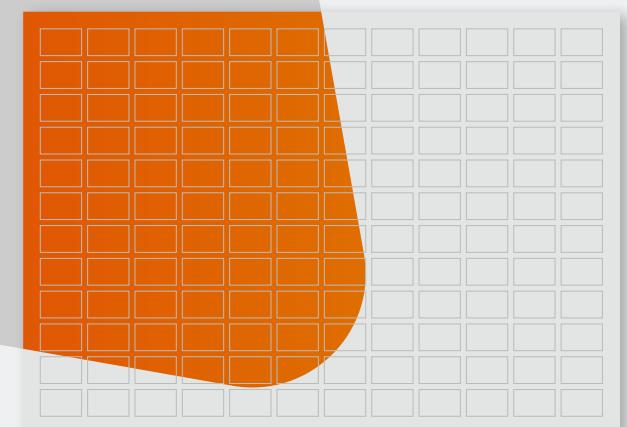
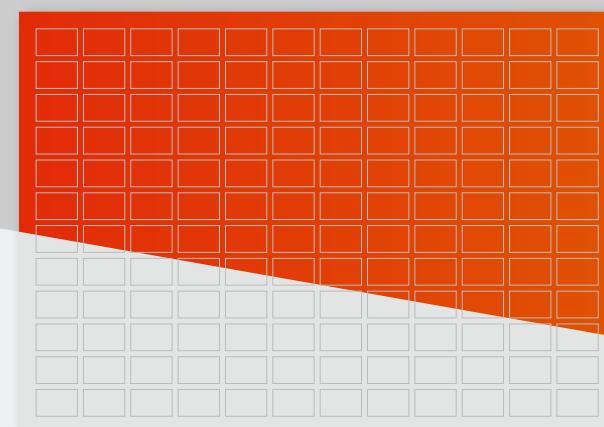
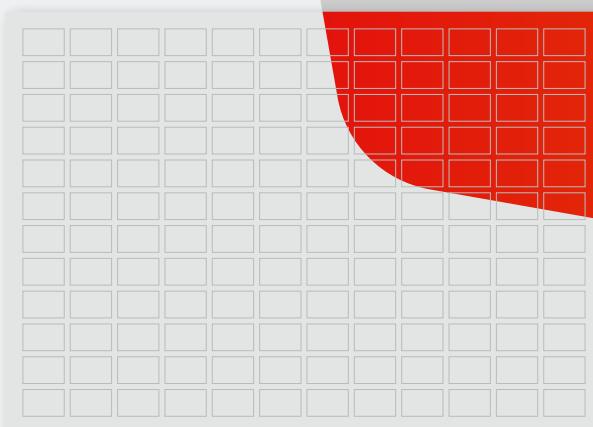
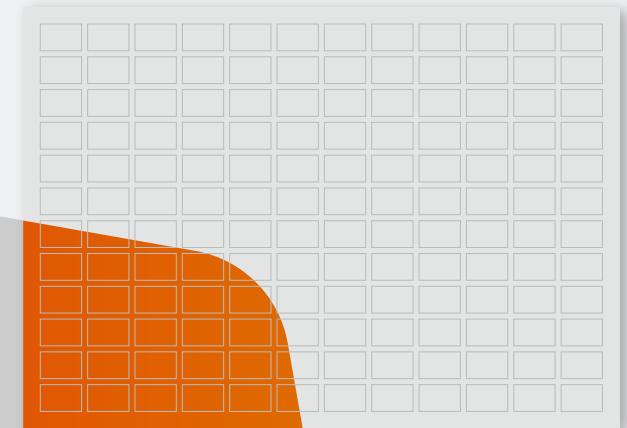
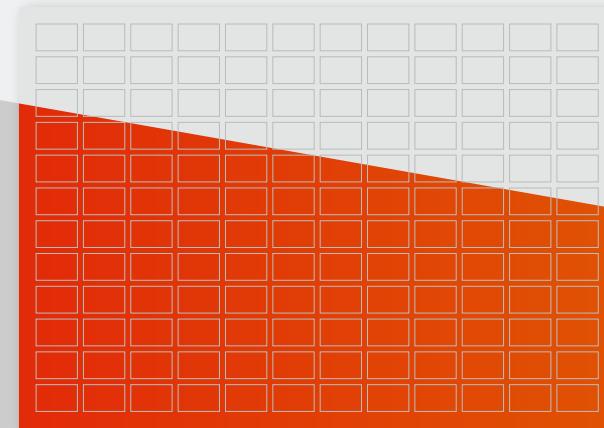
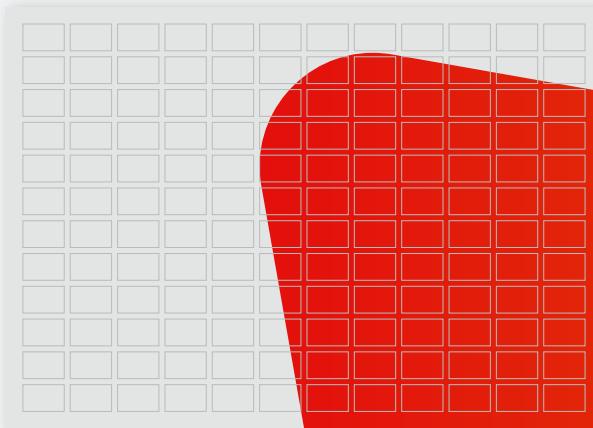
6. The Lozenge graphic - outline, used on Nupco dark blue background.

2.5 The Lozenge Graphic

2.5.7 Flexibility

The Lozenge graphic can be positioned and scaled in flexible way when applied on applications. It should inspire the design and works dynamically with headlines, copy text, images, layout elements or other graphics.

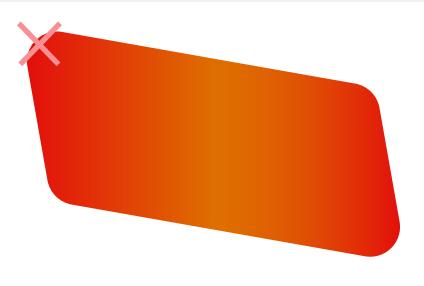
This illustration shows some of the possibilities when applying the Lozenge graphic to the same application.



2.5 The Lozenge Graphic

2.5.8 Misuse

We must always ensure that we follow the Nupco brand guidelines consistently as even small deviations can dilute the impact of our brand. Do not attempt to recreate or alter the Lozenge graphic in any way. Here are some examples of possible violations. Digital artwork for all brand visual assets can be found in the artwork supplied with these guidelines.



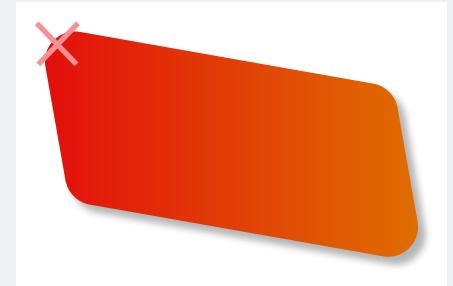
Do not change the gradient mix properties in any way. Use only the approved versions.



Do not flip or rotate the Lozenge graphic.



Do not change the proportions of the Lozenge graphic.



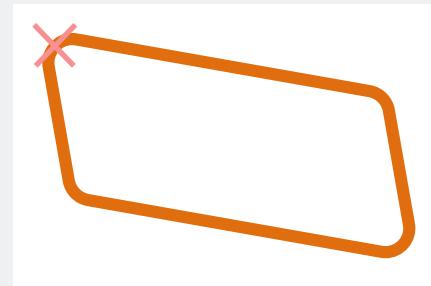
Do not apply any visual effect to the Lozenge graphic, like drop shadow, embossing or glow.



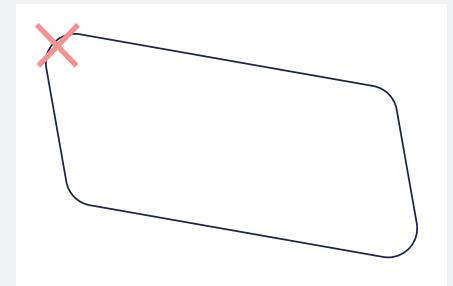
Do not change the radios of Lozenge graphic. Use only the approved versions.



Do not apply off-brand colours. Only use the approved colours for the Lozenge graphic and for the background. Use only the approved versions.



Do not change the width of the stoke in the Lozenge graphic outline variation. Use only the approved versions.



Do not change the colour of the stoke in the Lozenge graphic outline variation. Use only the approved versions.

2.0 The Identity Elements

2.5 The Lozenge Graphic

2.5.9 Applications



Communication



Merchandise



Environmental branding

2.6 Panel Grid

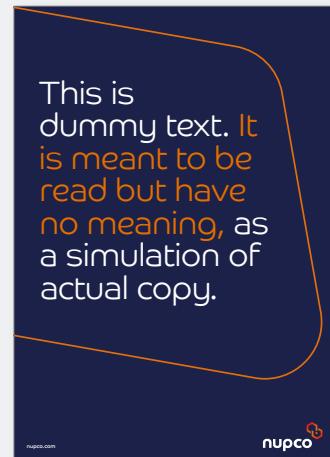
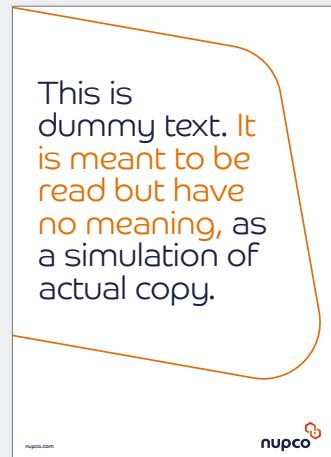
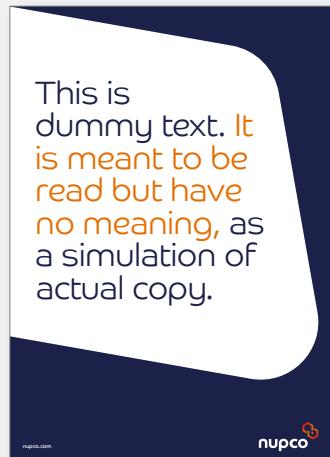
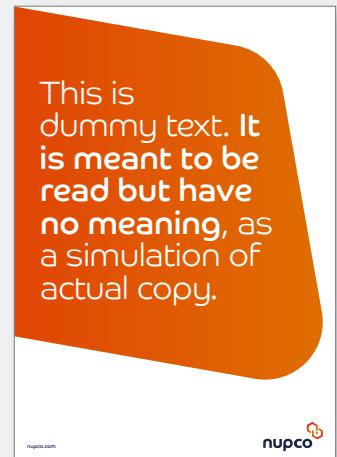
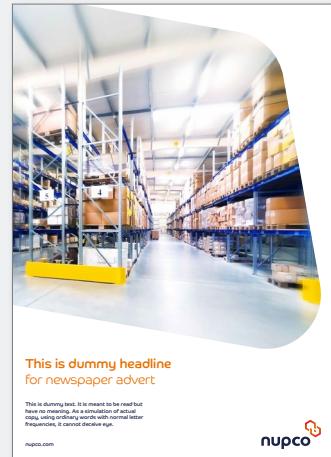
The panel grid provides a structure to our visual appearance that is instantly recognisable as Nupco. It combines all the brand visual elements in a step-by-step process, while allowing maximum creative flexibility.



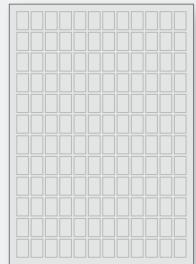
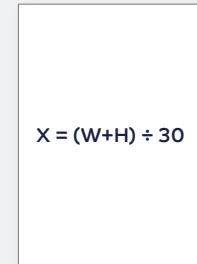
2.6 Panel Grid

2.6.1 Overview

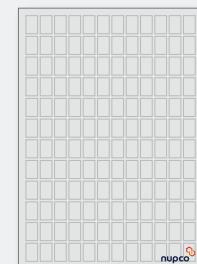
Panel grid variations



Panel grid creation steps

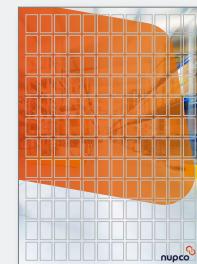


Step 2: Creating the grid system



Step 3: Adding brand marque

Step 4: Adding Imagery



Step 5: Adding Graphic Element

Step 6: Adding Content

2.6 Panel Grid

2.6.2 Key Elements

1. Nupco Lozenge brand graphic
A distinctive graphics that's directly related to our brand.
2. Imagery
Imagery takes a central role in our visual system. Our panel grid puts more emphasis on imagery to help better differentiate our commercial business.
3. Headline
Where our main message sits and can vary in size depending on the needs of the communication.
4. Communication body copy
Where more message details sits and can vary in size depending on the needs of the communication.
5. Contact info
Our web address and or point of contact.
6. Nupco brand marque holder
Holding element for our brand marque that can be used optionally.
7. Nupco brand marque
An expression of who we are and what we promise as a company so it always needs to be positioned in it's correct clear space to ensure visibility and prominence.



2.6 Panel Grid

2.6.3 Creation Step One: Defining X

Start creating the panel grid by defining the measuring unit 'X'.

This measuring unit will be used to define all Nupco panel grid elements like, the grid system, Nupco brand marque size and positioning, type size and positioning etc.

Use the following formula to come up with the correct X value for communications:
 $(Width + Height) \div 30$

For example; the X value for an A4 advertising size is:

$$X = (210 + 297) \div 30$$

X = 16.9 mm

$$X = (W+H) \div 30$$

2.6 Panel Grid

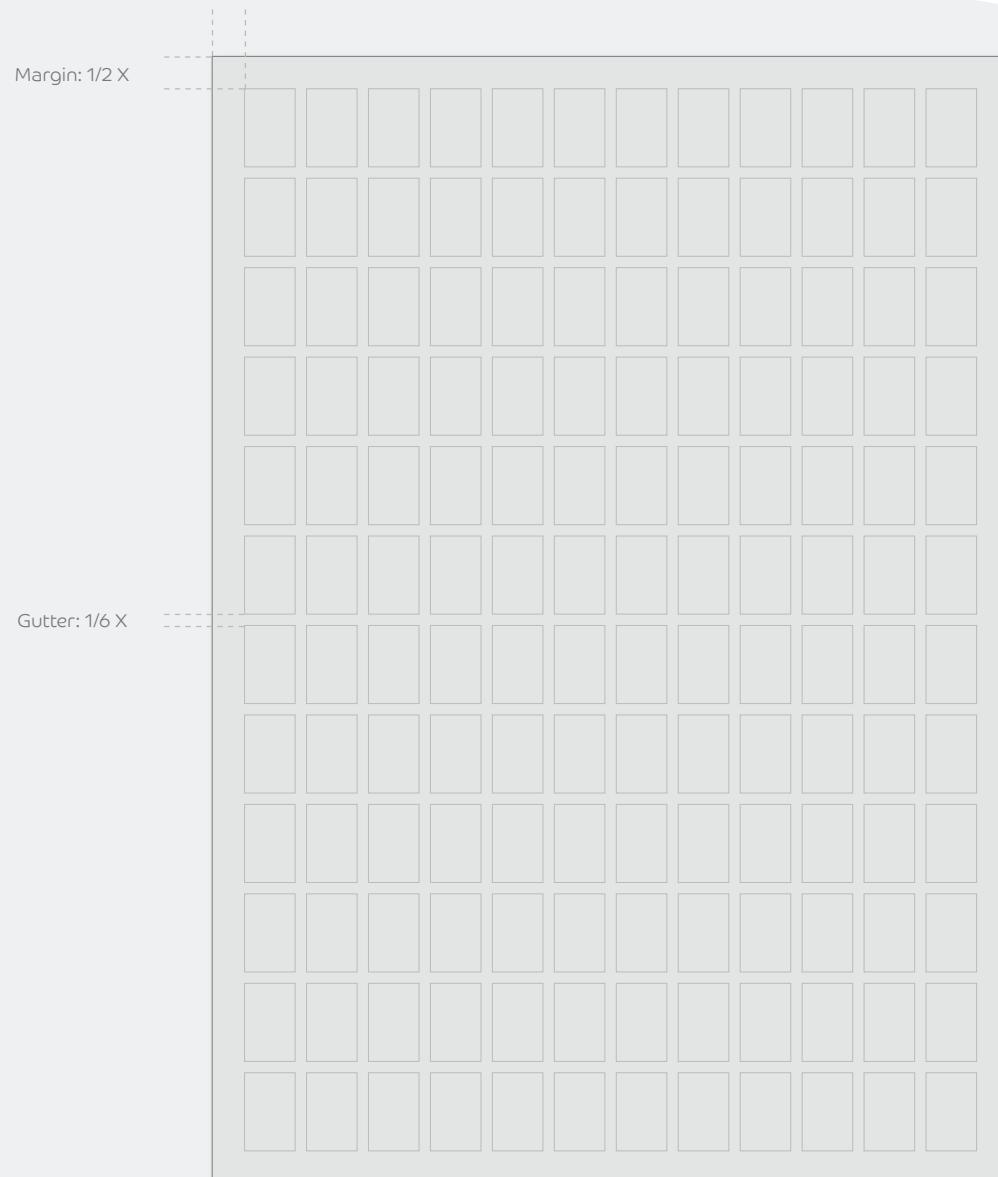
2.6.4 Creation Step Two: Creating The Grid System

The grid system is the invisible structure of our communication design. It allows us to control placement consistency across all applications, by defining content areas such as visual area, text area and brand marque placement positioning.

For all normal and standard formats:
Apply 12 rows x 12 columns.

For all extreme formats:
(12 x 2) or (12 x 3) or (12 x 4) or
(12 x 6) grid (or vice versa).

For the grid outer margin use 1/2 X from the edges, and for the gutter width use 1/6 X.



2.6 Panel Grid

2.6.5 Creation Step Three: Brand Marque Size and Positioning

Sizing

The Nupco brand marque size is measured by 1 X in height.

Using the formula $(W+H)/30$, the Nupco brand marque size on this specific A4 grid is 16.9 mm (in height).

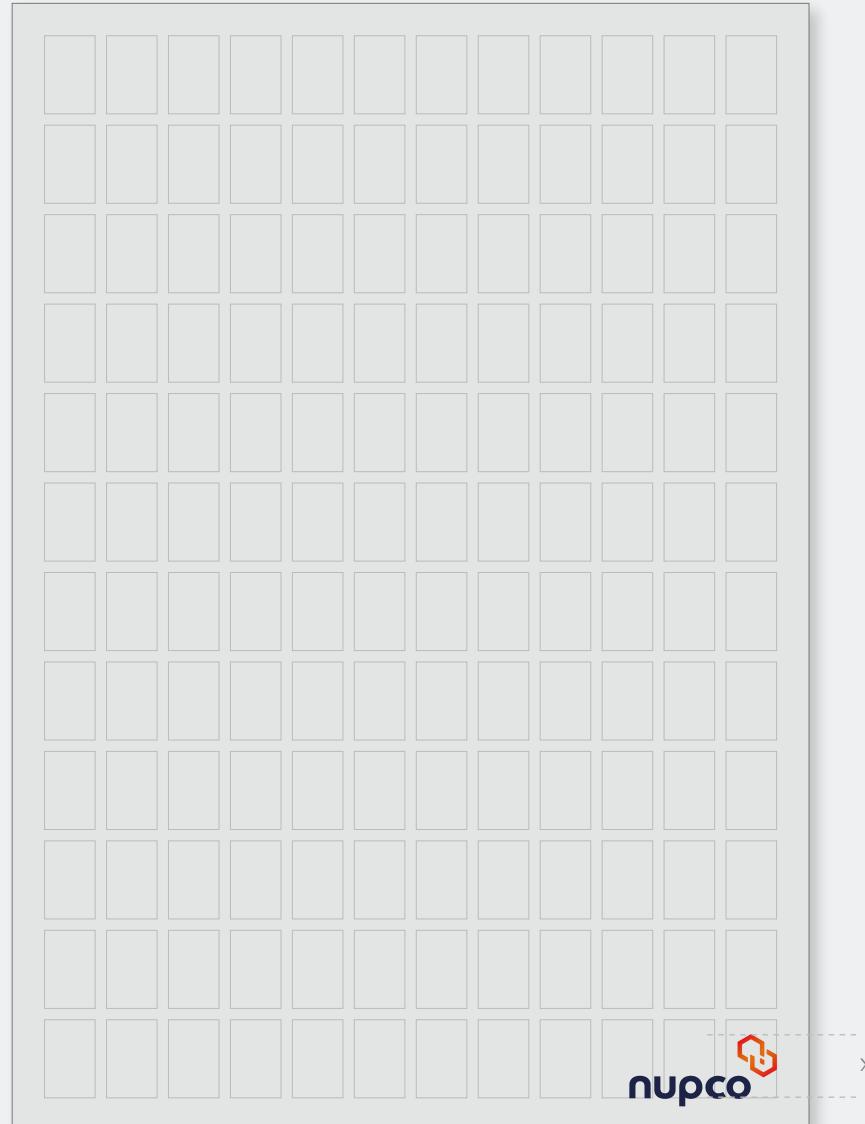
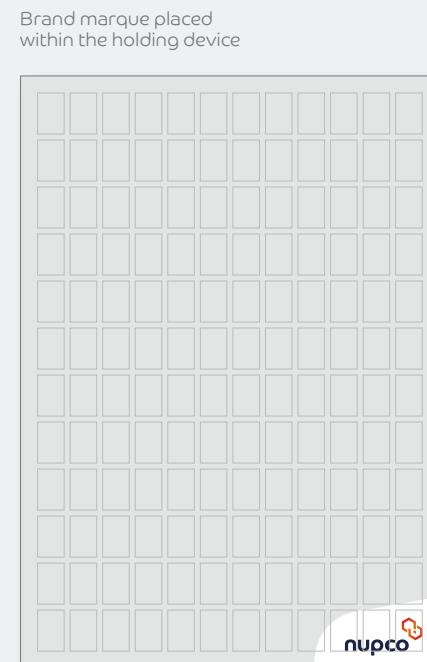
Positioning

The English Nupco brand marque should be placed at the top-right corner (for sign-in position), or bottom-right corner (for sign-out position).

For the Arabic brand marque, it should be placed on the left side, top or bottom.

Place the brand marque on the inner grid margin, at 1/2 X distance of the edges.

The brand marque can be placed individually, or within the holding device.



2.6 Panel Grid

2.6.6 Creation Step Four: Adding Imagery

There are two ways to add images in Nupco brand visual system:

1. As a full bleed background image.
2. As a framed image in the Lozenge graphic element.

As, an optional variation of the Nupco panel grid system, the communication may be copy-led (text only) as shown on page XXX.

Image placed within the Lozenge graphic element



2.6 Panel Grid

2.6.7 Creation Step Five: Adding Graphic Element

The Nupco Lozenge graphic element can be added to the background or as a texture on the image (only on the full bleed background image variation).

When adding the Nupco graphic element, resize and position for the best visual result.



2.6 Panel Grid

2.6.8 Creation Step Six: Adding Content Statement

Add the copy content to the layout. Use the grid lines for guidance.

In the main example here, the main headline should be placed within the Lozenge graphic element.

Also, the main headline maybe placed outside the Lozenge graphic element when used as image frame.



2.6 Panel Grid

2.6.9 Extreme Formats

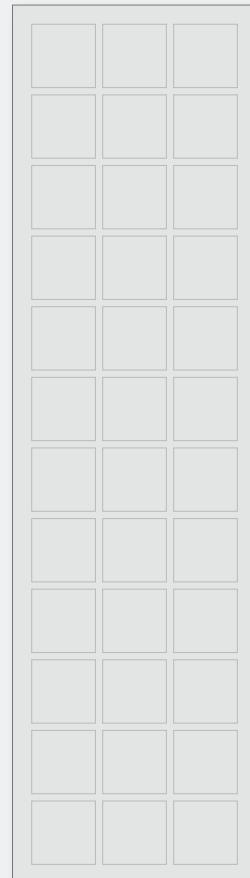
The extreme formats follow the same creation steps as the standard formats, but with more simplified Lozenge graphic element, and enlarged brand marques sizes.

The brand marque size on extreme formats may be enlarged up to 2X in height. For the purpose of the Nupco brand guideline, the extreme formats defined as: the width-to-height ratio of the communication exceeds 1:2. Either horizontally or vertically.

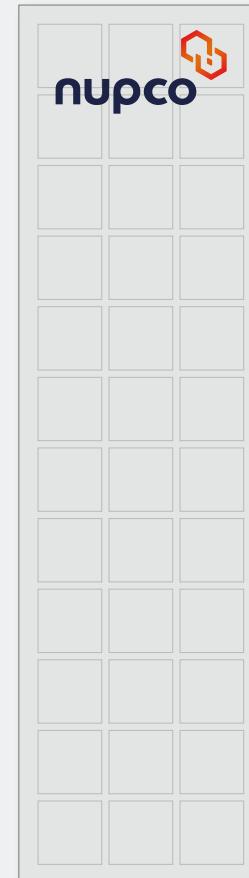
1. Defining X



2. Creating the grid system



3. Adding brand marque



4. Adding Imagery



5. Adding Graphic Element



6. Adding Content





Section Three

Brand Applications

3.1 Brand Communication

This section presents the implementation of the panel grid system on brand advertising, and allows expansion to accommodate brand communication needs.



3.0 Brand Applications

3.1 Brand Communication

3.1.1 Elements Overview



Full page newspaper ad



Half page newspaper ad



Lampost ad



Rollup banner



Web banner ad

3.1 Brand Communication

3.1.2 English Newspaper Ad - Full Page

Grid system



Specifications

Dimensions: W330 x H550 mm

Grid System: 12 x 12 rows

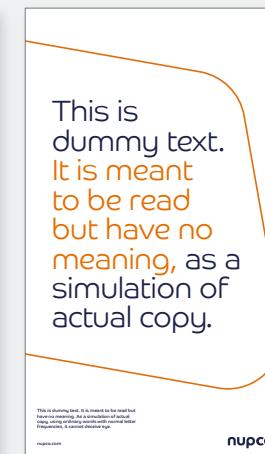
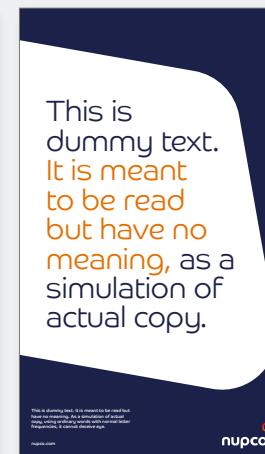
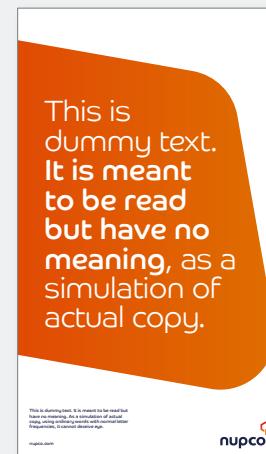
X: $(330 + 550) \div 30$

Margin: 1/2 x

Image with text variations



Text-only variations



3.1 Brand Communication

3.1.3 Arabic Newspaper Ad - Full Page

Specifications

Dimensions: W330 x H550 mm

Grid System: 12 x 12 rows

X: $(330 + 550) \div 30$

Margin: 1/2 x

Grid system



Image with text variations



Text-only variations



3.1 Brand Communication

3.1.4 Dual Language Newspaper Ad - Full Page

Grid system



Specifications

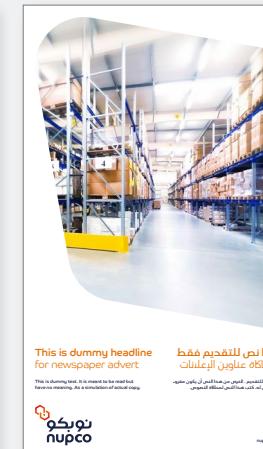
Dimensions: W330 x H550 mm

Grid System: 12 x 12 rows

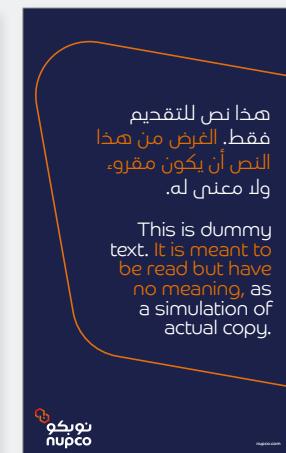
X: $(330 + 550) \div 30$

Margin: 1/2 x

Image with text variations



Text-only variations



3.1 Brand Communication

3.1.5 English Newspaper Ad - Half Page

Specifications

Dimensions: W330 x H260 mm

Grid System: 12 x 12 rows

X: $(330 + 260) \div 30$

Margin: 1/2 x

Grid system



Text-only variations

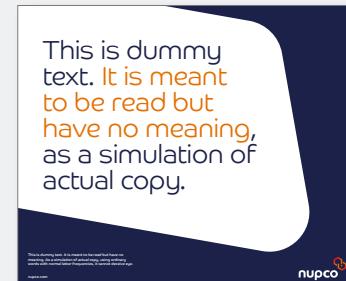
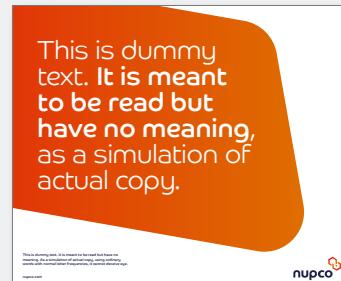


Image with text variations



3.1 Brand Communication

3.1.6 Arabic Newspaper Ad - Half Page

Specifications

Dimensions: W330 x H260 mm**Grid System:** 12 x 12 rowsX: $(330 + 260) \div 30$ **Margin:** 1/2 x

Grid system



Image with text variations



Text-only variations



3.1 Brand Communication

3.1.7 Dual Language Newspaper Ad - Half Page

Grid system



Text-only variations



Specifications

Dimensions: W330 x H260 mm**Grid System:** 12 x 12 rows**X:** $(330 + 260) \div 30$ **Margin:** 1/2 x

Image with text variations





3.0 Brand Applications

3.1 Brand Communication

3.1.9 English Outdoor Ad - Rollup Banner

Specifications

Dimensions: W900 x H2000 mm

Grid System: 6 x 12 rows

X: $(900 + 2000) \div 30$

Margin: 1/2 x

Grid system



Image with text variations



Text-only variations



3.1 Brand Communication

3.1.10 Arabic Outdoor Ad - Rollup Banner

Specifications

Dimensions: W900 x H2000 mm

Grid System: 6 x 12 rows

X: $(900 + 2000) \div 30$

Margin: 1/2 x

Grid system



Image with text variations



Text-only variations



3.1 Brand Communication

3.1.11 Dual Language Outdoor Ad - Rollup Banner

Specifications

Dimensions: W900 x H2000 mm

Grid System: 6 x 12 rows

 $X: (900 + 2000) \div 30$

Margin: 1/2 x

Grid system

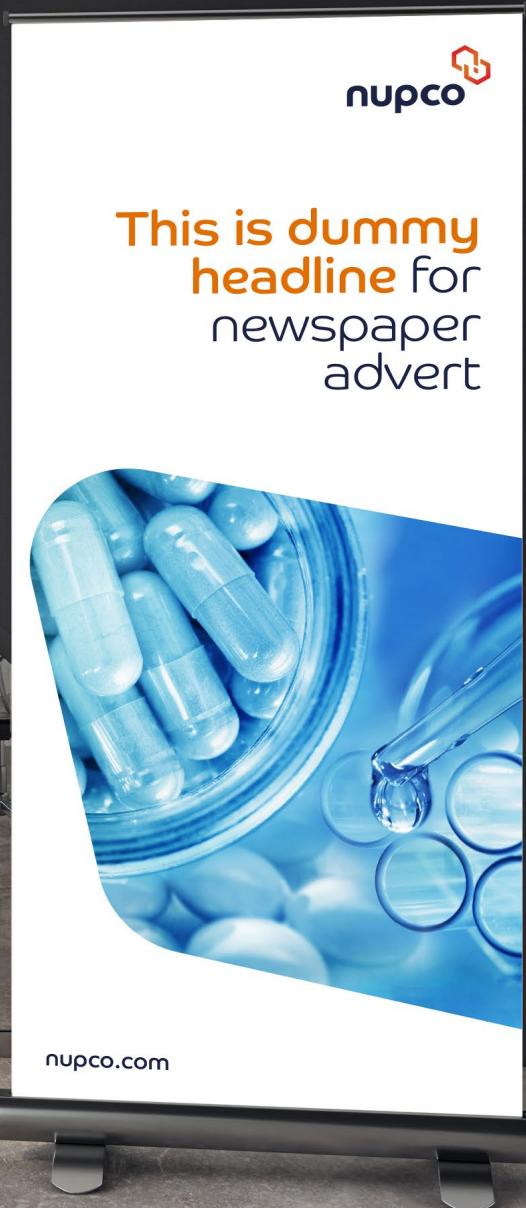


Image with text variations



Text-only variations





3.0 Brand Applications

3.1 Brand Communication

3.1.13 English Outdoor Ad - Lampost

Specifications

Dimensions: W250 x H900 mm

Grid System: 3 x 12 rows

X: $(250 + 900) \div 30$

Margin: 1/2 x

Grid system



Image with text variations



Text-only variations



3.0 Brand Applications

3.1 Brand Communication

3.1.14 Arabic Outdoor Ad - Lampost

Specifications

Dimensions: W250 x H900 mm

Grid System: 3 x 12 rows

X: $(250 + 900) \div 30$

Margin: 1/2 x

Grid system



Image with text variations



Text-only variations





3.0 Brand Applications

3.1 Brand Communication

3.1.16 English Web Banner - 728X90 Pixel

Specifications

Dimensions: W728 x H90 px

Grid System: 12 x 3 rows

X: $(728 + 90) \div 30$

Margin: 1/2 x

Grid system



Image with text variations



Text-only variations



3.1 Brand Communication

3.1.17 Arabic Web Banner
- 728X90 Pixel

Specifications

Dimensions: W728 x H90 px

Grid System: 12 x 3 rows

X: $(728 + 90) \div 30$

Margin: 1/2 x

Grid system

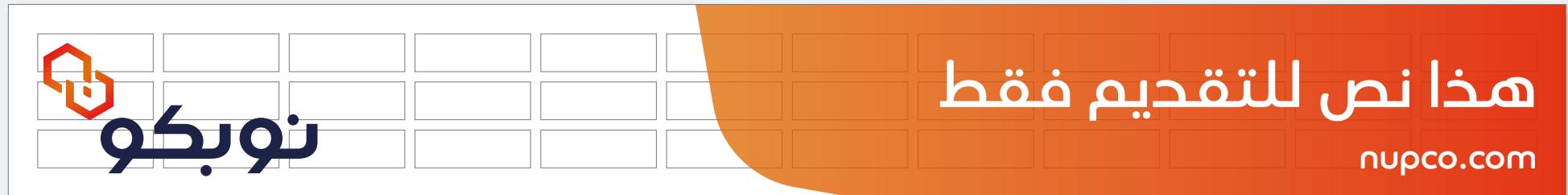


Image with text variations



Text-only variations



3.2 Corporate Applications

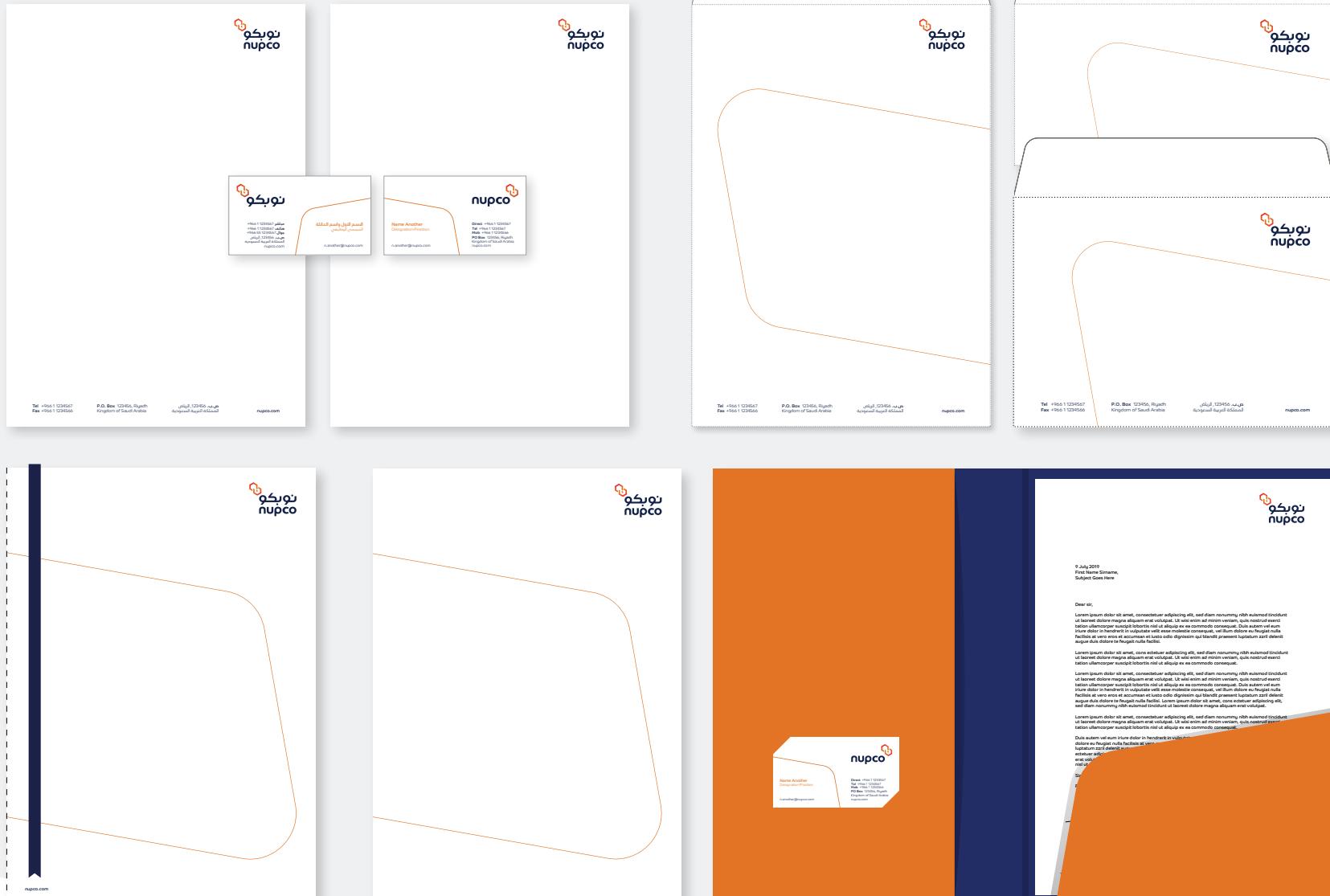
This section illustrates our corporate applications which play an important role in our overall communications system.



3.0 Brand Applications

3.2 Corporate Applications

3.2.1 Elements Overview



3.0 Brand Applications

3.2 Corporate Applications

3.2.2 Letterhead and Continuation Sheet

The Nupco corporate applications had been designed in a very distinctive style which works as part of our brand.

The paper stock specified for our stationery and literature applications is: Mohawk – Strathmore – Writing – Ultimate White Wove.

Artwork should be printed in CMYK.

Specifications:

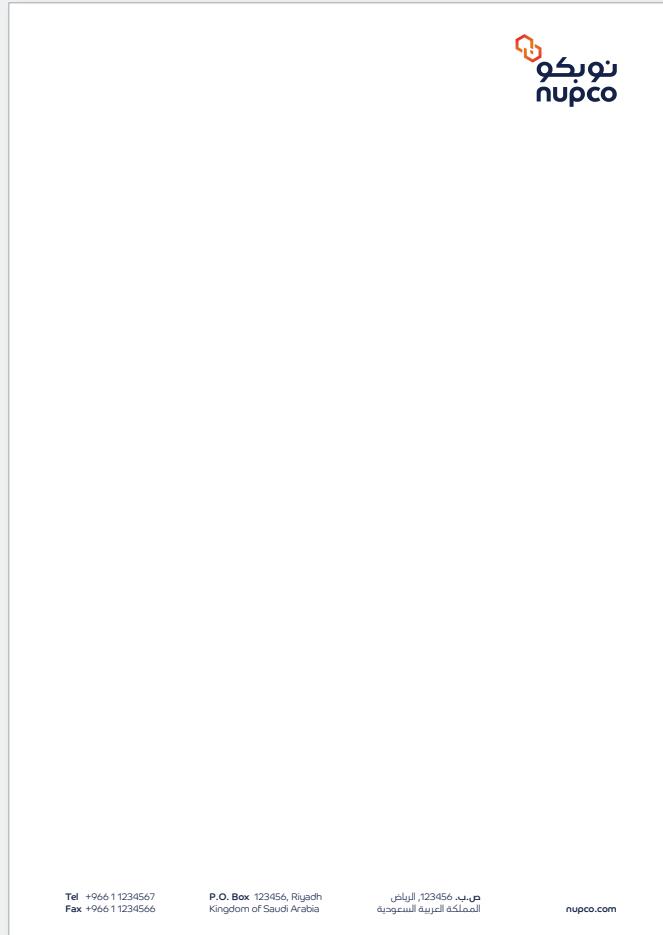
Size: 210mm x 297mm

Paper stock weight: 104 gsm

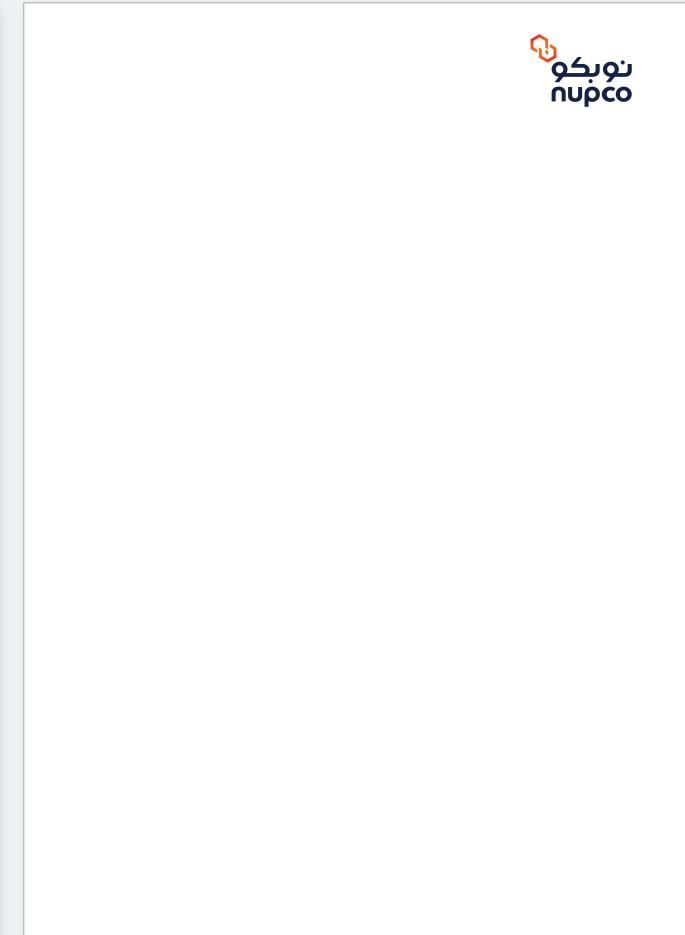
Production: 4 colour printing

Nupco letterhead is available as digital artwork for print production.

The Nupco corporate applications must only ever be produced from master artworks supplied with these guidelines.



Letterhead



Continuation Sheet

3.0 Brand Applications

3.2 Corporate Applications

3.2.3 Business Cards

Specifications:

Size: 55mm x 85mm

Paper stock weight: 352 gsm

Production: 4 colour printing,
front and back

Nupco business cards are available as
digital artwork for print production.

The Nupco corporate applications must
only ever be produced from master
artworks supplied with these guidelines.



Arabic Side



English Side

3.0 Brand Applications

3.2 Corporate Applications

3.2.4 DL Envelope

Specifications:

Size: 220mm x 110mm

Paper stock weight: 118 gsm

Production: 4 colour printing.
Custom made

Nupco DL envelope is available as
digital artwork for print production.

The Nupco corporate applications must
only ever be produced from master
artworks supplied with these guidelines.



3.0 Brand Applications

3.2 Corporate Applications

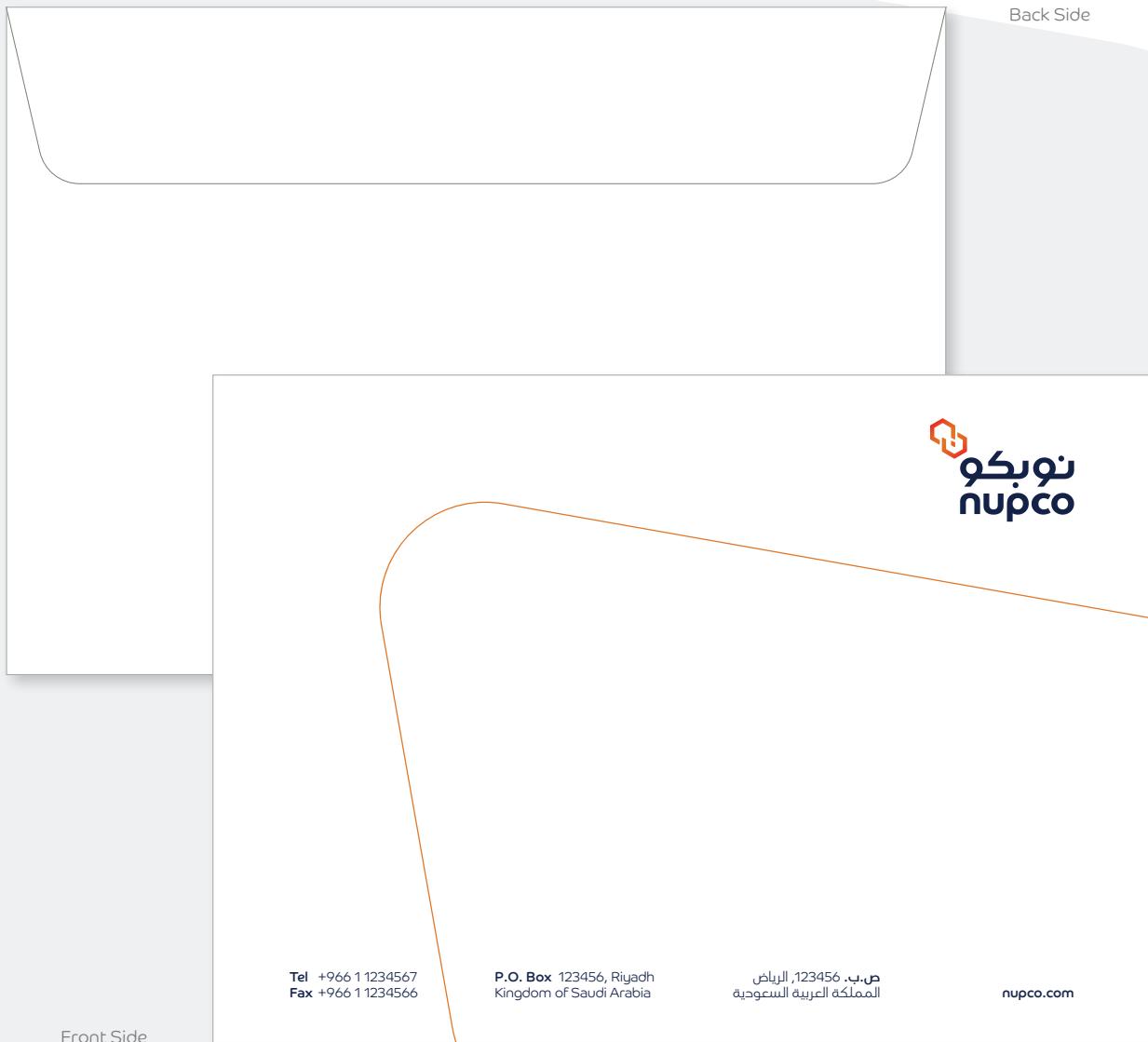
3.2.5 C5 Envelope

Specifications:

Size: 229mm x 162 mm
Paper stock weight: 118 gsm
Production: 4 colour printing.
Custom made

Nupco DL envelope is available as digital artwork for print production.

The Nupco corporate applications must only ever be produced from master artworks supplied with these guidelines.



3.0 Brand Applications

3.2 Corporate Applications

3.2.6 C4 Envelope

Specifications:

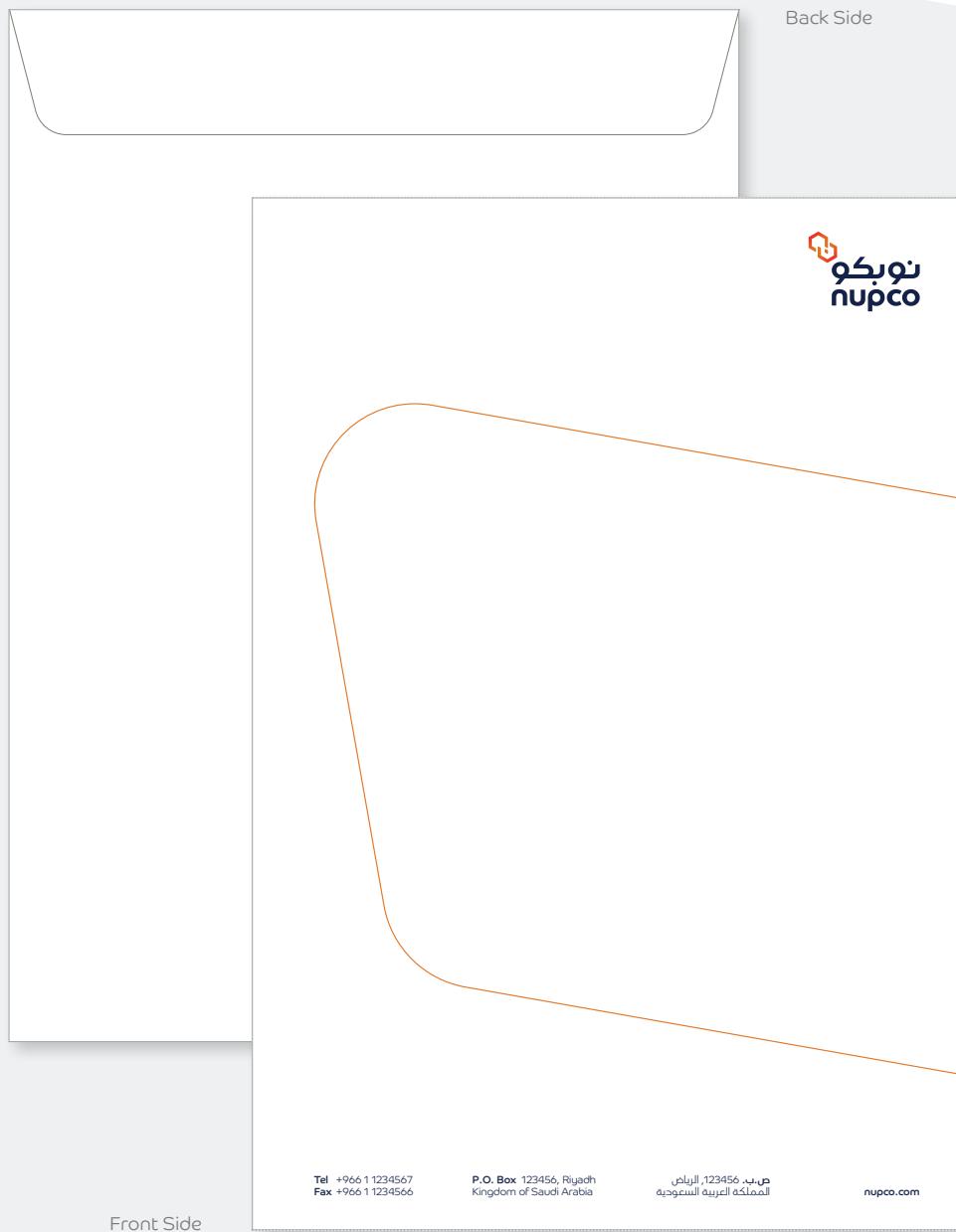
Size: 229 mm x 324mm

Paper stock weight: 118 gsm

Production: 4 colour printing.
Custom made

Nupco C4 envelope is available as
digital artwork for print production.

The Nupco corporate applications must
only ever be produced from master
artworks supplied with these guidelines.



3.2 Corporate Applications

3.2.7 Folder

Specifications:

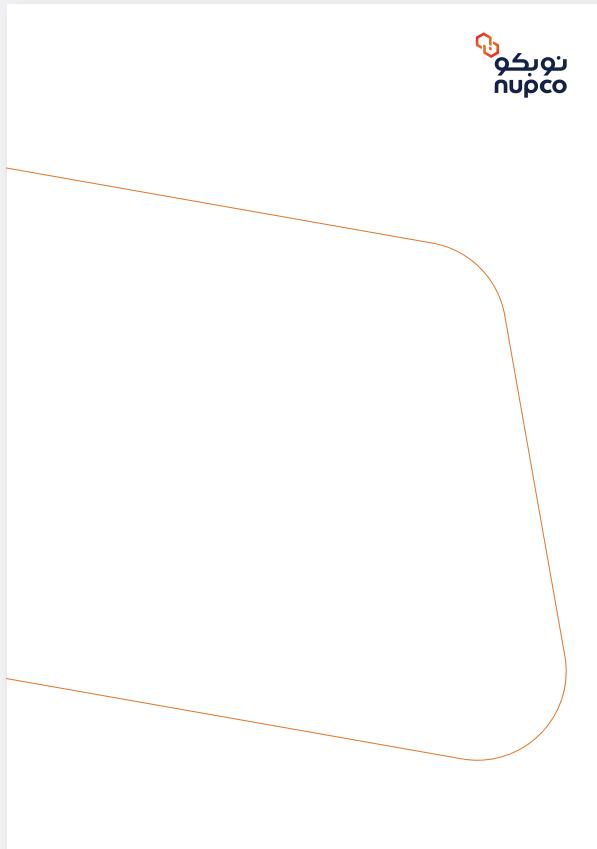
Size: 220mm x 310mm. Spine: 5mm

Paper stock weight: 352 gsm

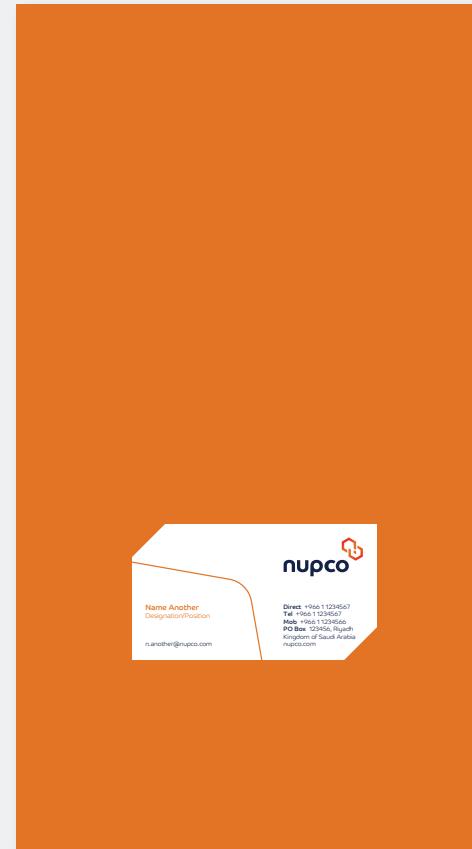
Production: 4 colour printing. Custom made

Nupco folder is available as digital artwork for print production.

The Nupco corporate applications must only ever be produced from master artworks supplied with these guidelines.



Front side



Folder Inside



3.0 Brand Applications

3.2 Corporate Applications

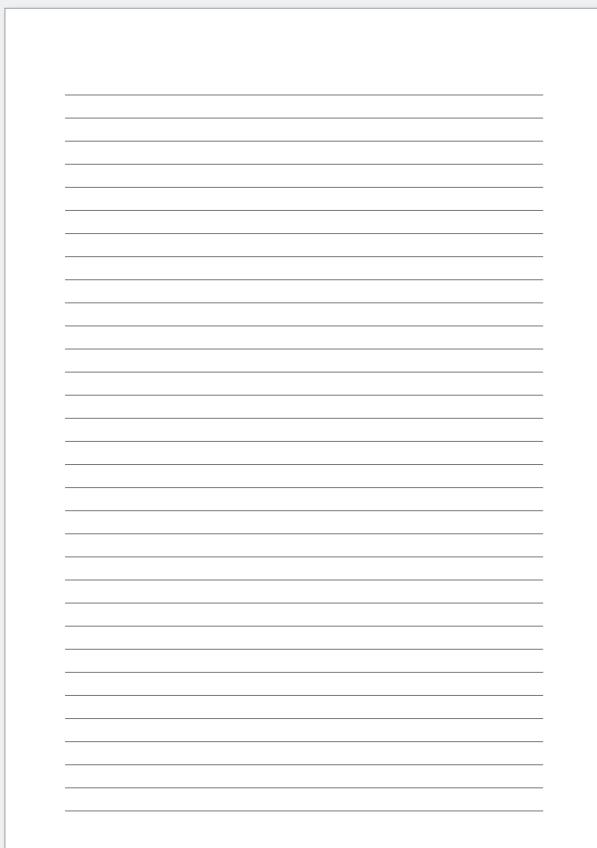
3.2.8 Notebook

Specifications:

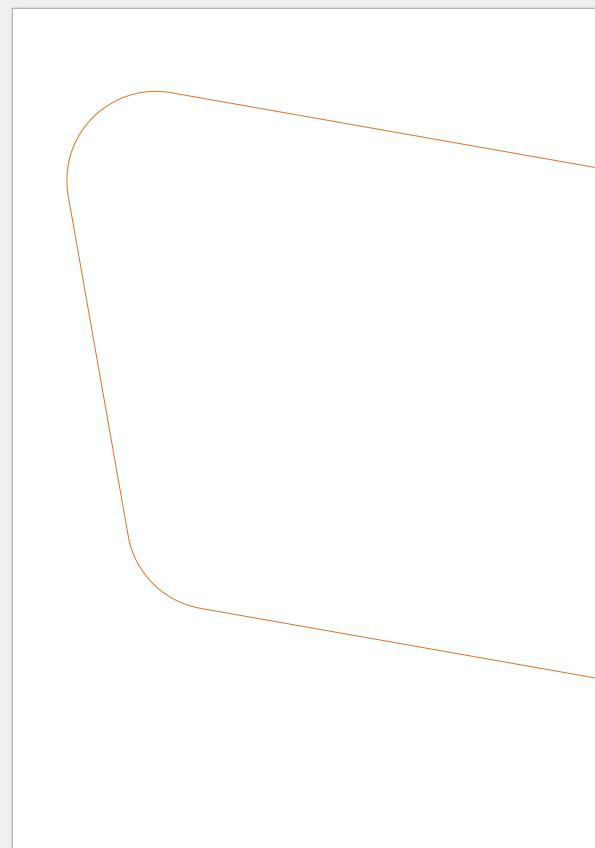
Size: 210mm x 297mm
Paper stock weight: 104 gsm (inside pages), 352 gsm (cover)
Production: 4 colour printing. Custom made, 160 pages maximum

Nupco notebook is available as digital artwork for print production.

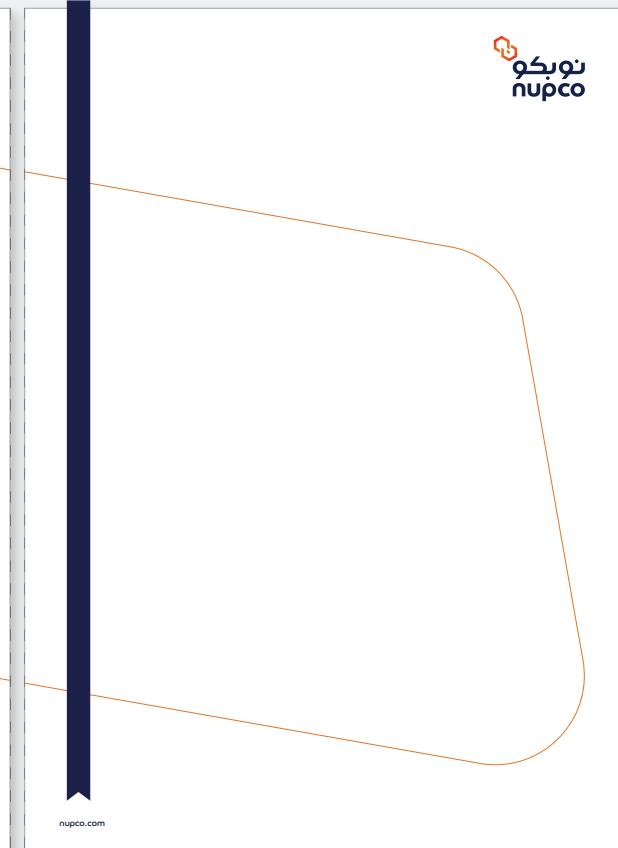
The Nupco corporate applications must only ever be produced from master artworks supplied with these guidelines.



Inside pages



Back cover

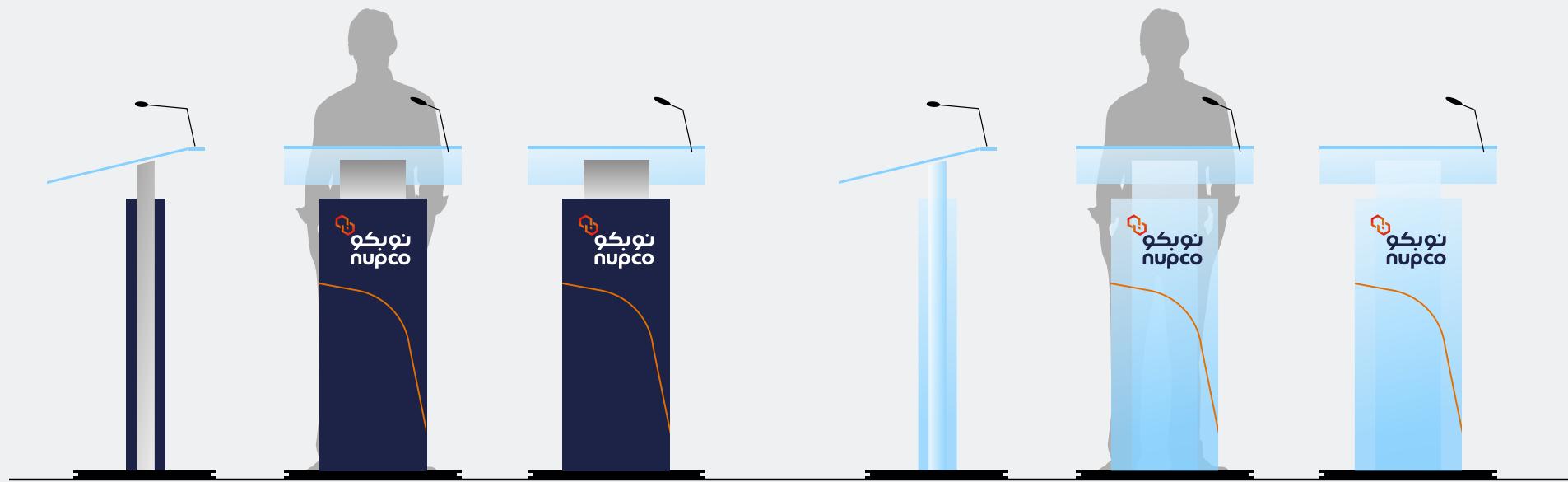


Front cover

3.0 Brand Applications

3.2 Corporate Applications

3.2.9 Podium



3.0 Brand Applications

3.2 Corporate Applications

3.2.10 Car

Specifications:

Colour: Pantone 280 C
Brand Marque: English and Arabic brand marque.

The Nupco brand identity must only ever be produced from master artworks.

All the versions of the brand marque are available in the artwork supplied with these guidelines.



Right Side



Left Side

3.0 Brand Applications

3.2 Corporate Applications

3.2.11 Truck

Specifications:

Colour: White

Brand Marque: English and Arabic brand marque.

The Nupco brand identity must only ever be produced from master artworks.

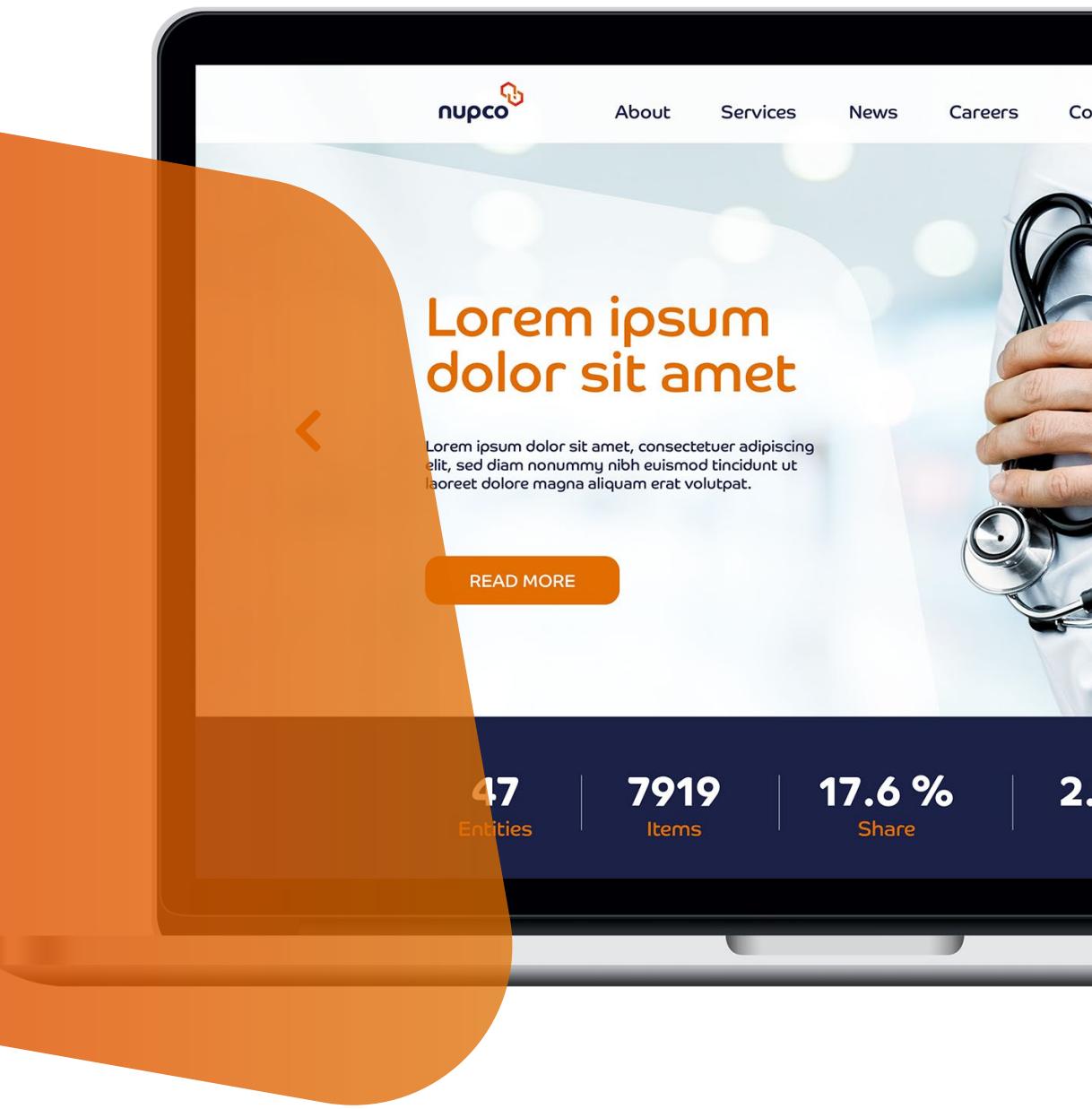
All the versions of the brand marque are available in the artwork supplied with these guidelines.



3.3 Digital Media

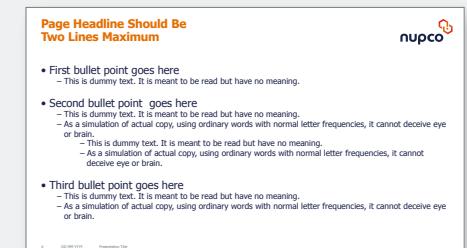
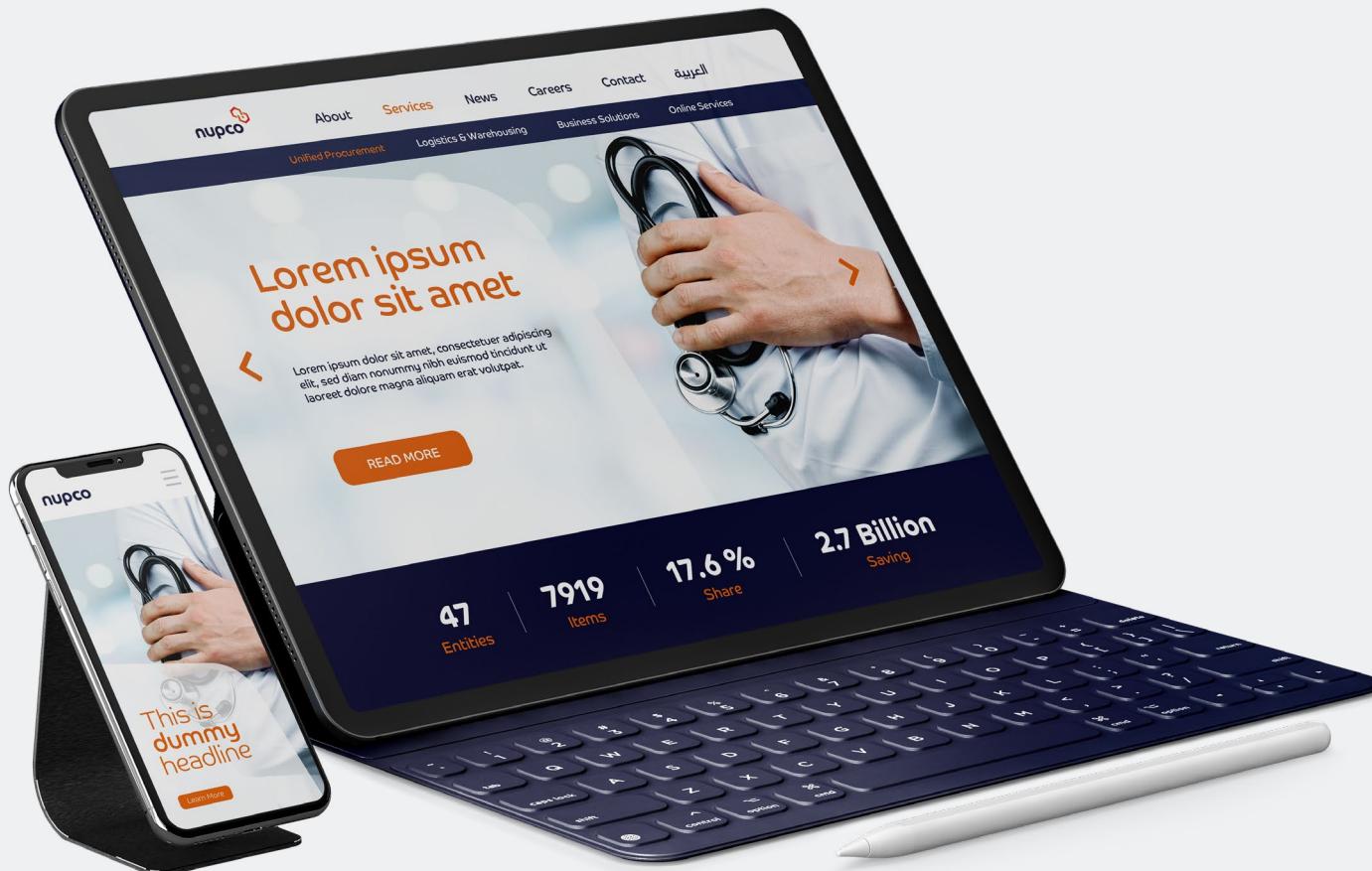
This section focuses on our corporate literature styling. Our basic identity elements come together in a consistent look and feel that dynamically expresses our brand's personality.

The design approach is clean, contemporary and sophisticated.



3.3 Digital Media

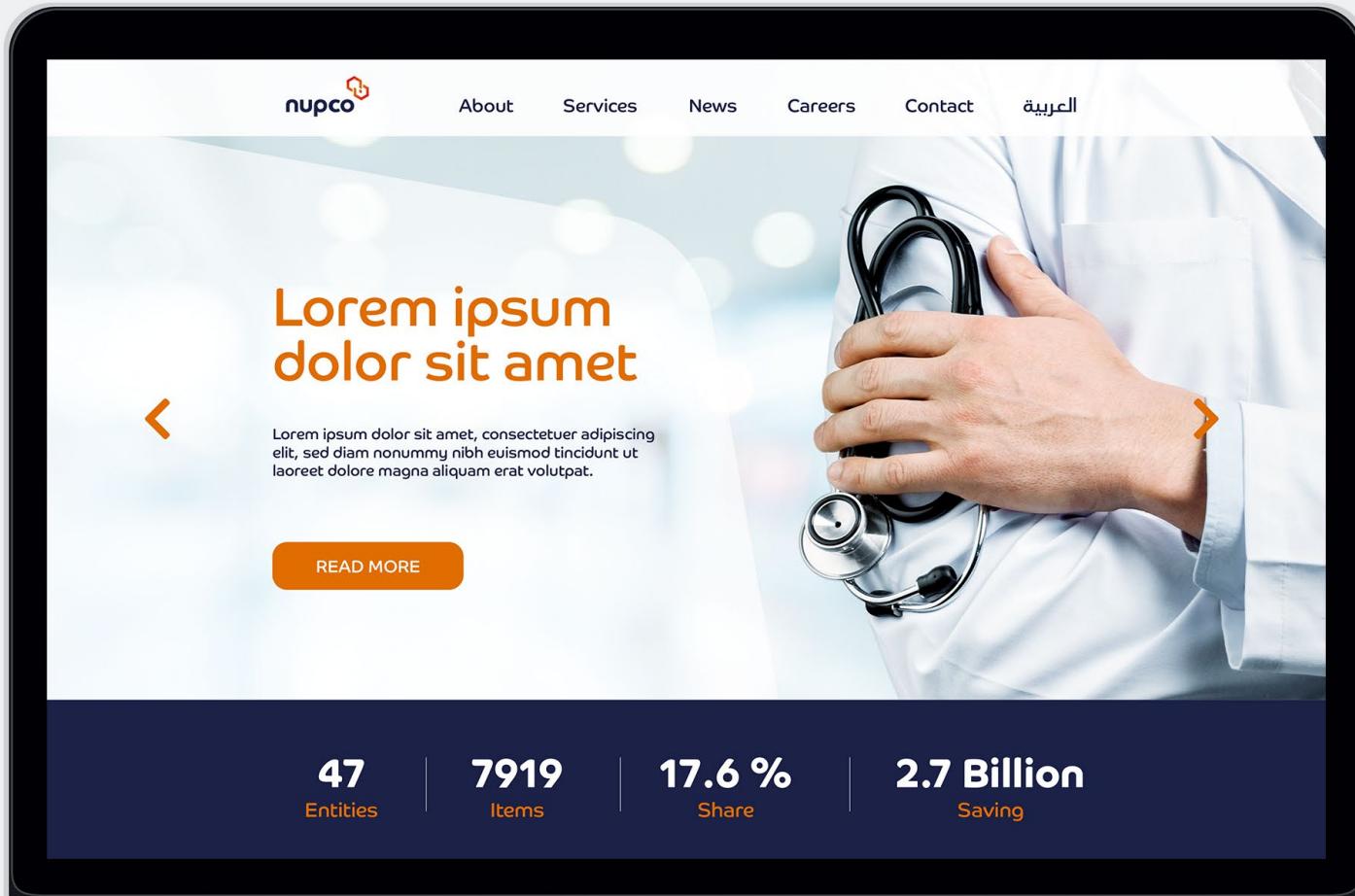
3.3.1 Overview



3.3 Digital Media

3.3.2 Website Overview

The Nupco web style guide helps you create a simple, intuitive and consistent experience on any screen or device.



3.0 Brand Applications

3.3 Digital Media

3.3.3 Website Sub Menu



3.0 Brand Applications

3.3 Digital Media

3.3.4 Website Details

By applying the Nupco visual identity principles to our website design, we can create an effective user experience and on-brand application that helps create recognition to our brand.

The image displays two side-by-side screenshots of the Nupco website, illustrating its visual identity across different sections. The left screenshot shows the homepage with a main slider, statistics, services, and a corporate video section. The right screenshot shows a solutions section, latest news, contact section, and footer. Labels on the left indicate the sections: Header, Main Slider Section, Statistics Section, Services Section, Corporate Video Section, and Footer. Labels on the right indicate the Solutions Section, Slider Section, and Contact Section.

Header: The top navigation bar includes links for About, Services, News, Careers, Contact, and العربية.

Main Slider Section: Features a large image of a doctor's hands holding a stethoscope, with the text "Lorem ipsum dolor sit amet". Below it is a "Read More" button.

Statistics Section: Displays key figures: 47 Entities, 7919 Items, 17.6 % Share, and 2.7 Billion Saving.

Services Section: Shows three service categories: Unified Procurement, Logistics & Warehousing, and Business Solutions, each with a corresponding icon.

Corporate Video Section: A large video player area with a blue gradient background and white text "Lorem ipsum dolor sit amet". It includes "Explore" and "Watch" buttons.

Solutions Section: A section titled "Find the right solution" featuring three cards with images of laboratory equipment, a world map, and medical equipment, each with a "Read More" link.

Slider Section: A "Latest News" section showing three news items with images of medical professionals and equipment, each with a "Read More" link.

Contact Section: Includes a "Stay Up to Date" newsletter sign-up form and a "Follow Us" social media section with icons for Twitter and LinkedIn.

Footer: The footer contains the Nupco logo, links for Events, Media, Careers, Contact, and a copyright notice: "2020 Nupco, all rights reserved. Terms and Conditions Sitemap".

3.3 Digital Media

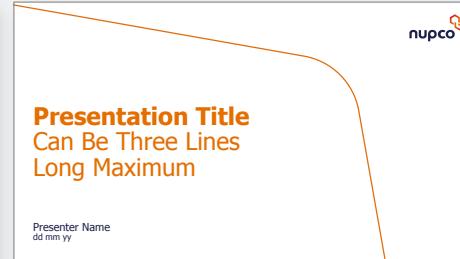
3.3.5 English Powerpoint Slides



Cover slide - full image



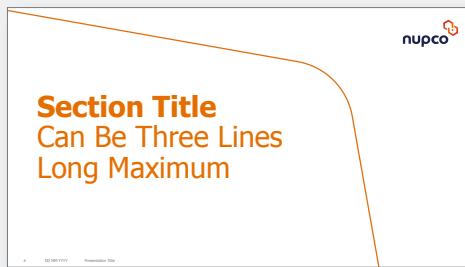
Cover slide - Nupco dark blue



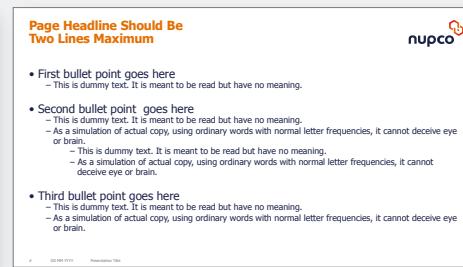
Cover slide - white



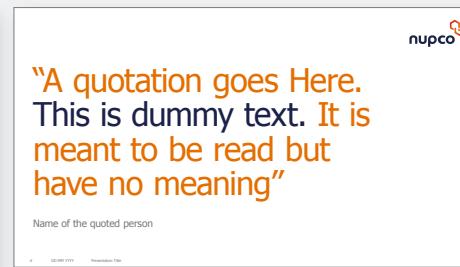
Section divider slide - Nupco dark blue



Section divider slide - white



Content slide - bullet points



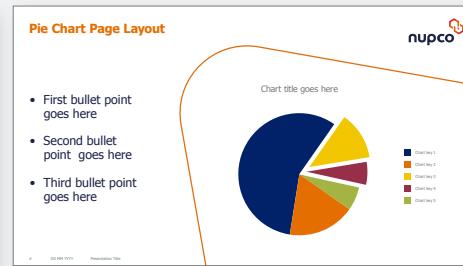
Content slide - Quotation slide



Content slide - full image



Content slide - multi image



Content slide - chart

Table Page Layout

Subject one	Subject two	Subject three	Subject four
2006	10%	25%	33%
2007	17%	33.5%	36%
2008	10%	25%	33%
2009	19.5%	36%	36%
2010	10%	25%	33%
2011	15.5%	33%	36%
2012	10%	25%	33%
2013	10%	20%	30%

Content slide - table



6. Content Slide - Closing

3.3 Digital Media

3.3.6 Arabic Powerpoint Slides



Cover slide - full image



Cover slide - Nupco dark blue



Cover slide - white



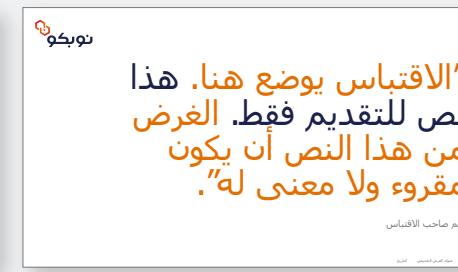
Section divider slide - Nupco dark blue



Section divider slide - white



Content slide - bullet points



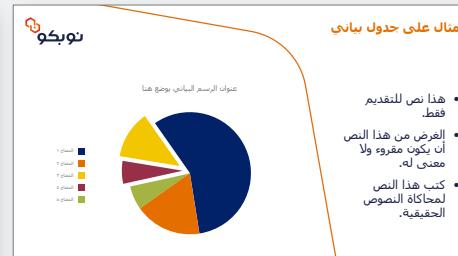
Content slide - Quotation slide



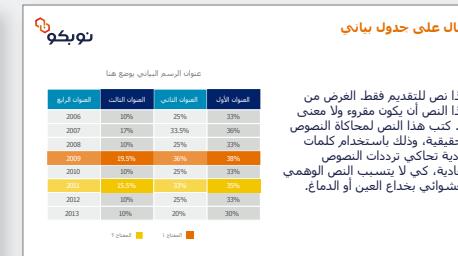
Content slide - full image



Content slide - multi image



Content slide - chart



Content slide - table



6. Content Slide - Closing

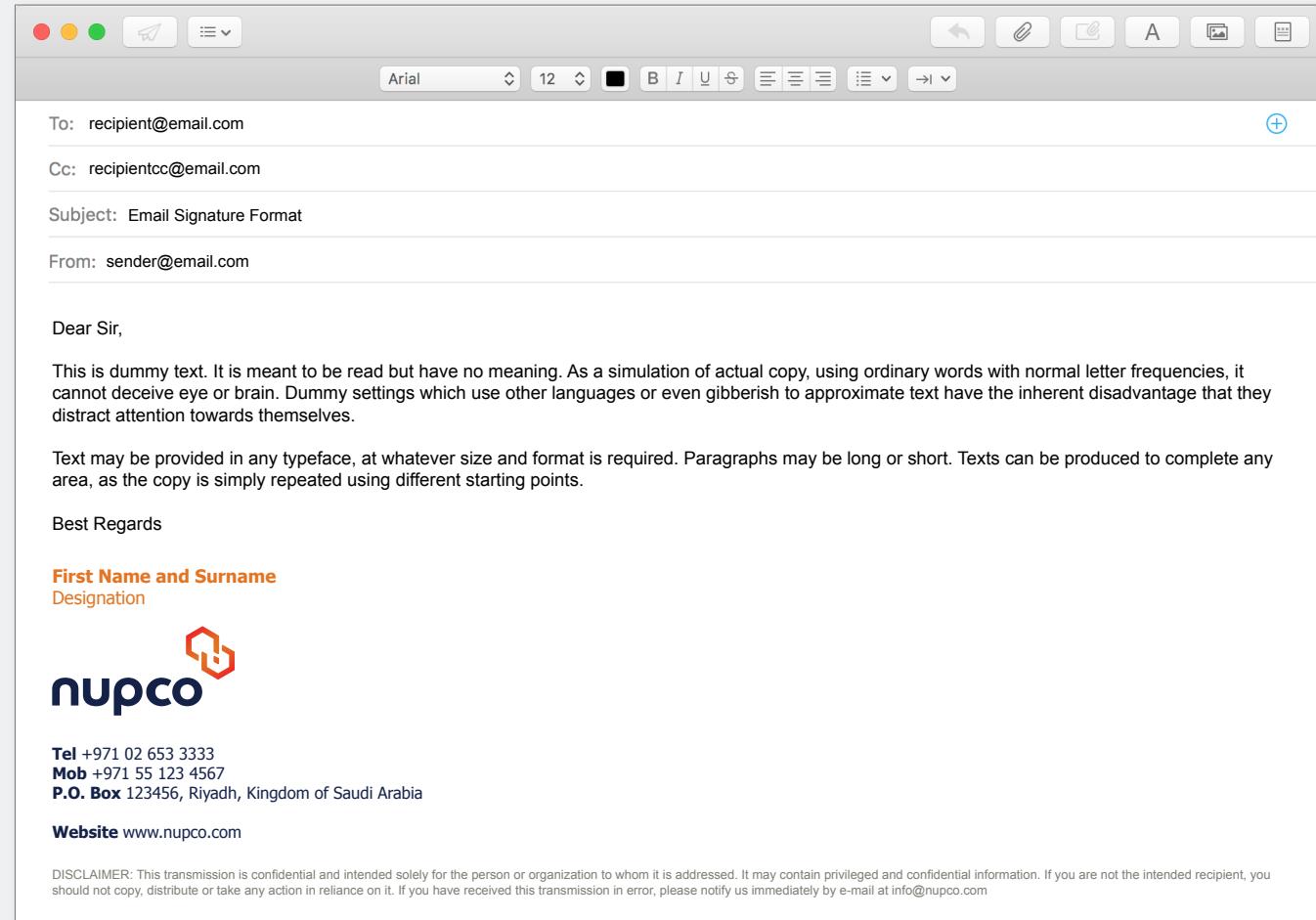
3.3 Digital Media

3.3.7 Email Signature

Specifications:

1. Message body copy: Font: Tahoma, regular, 10pt. Colour: #000000.
2. Name: Font: Tahoma, bold, 10pt. Colour: #E06E0E.
3. Title: Font: Tahoma, bold, 10pt. Colour: #E06E0E.
4. Contact details: Font: Tahoma, 10pt. Colour: #1C2346.

The Nupco email signature is available as digital artwork. To implement the design, open the provided HTML template and copy the entire email signature, then past it into your email software.



3.4 Environmental Branding

This section focuses on our corporate environment design. Our basic identity elements come together in a consistent look and feel that dynamically expresses our brand's personality.

The design approach is clean, contemporary and sophisticated.

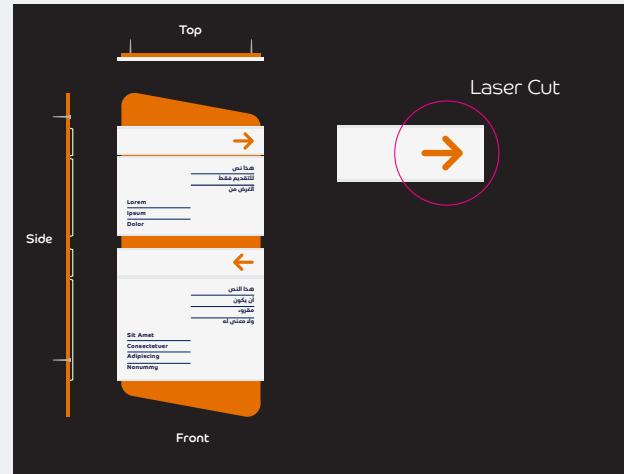
3.0 Brand Applications

3.4 Environmental Branding

3.4.1 Overview



Reception area



Internal wayfinding Sign



Wayfinding Iconography

- ◀ Help Desk
- ▶ Majles
- ◀ Coffee Shop
- ▶ Parking

Wayfinding Signs

3.0 Brand Applications

3.4 Environmental Branding

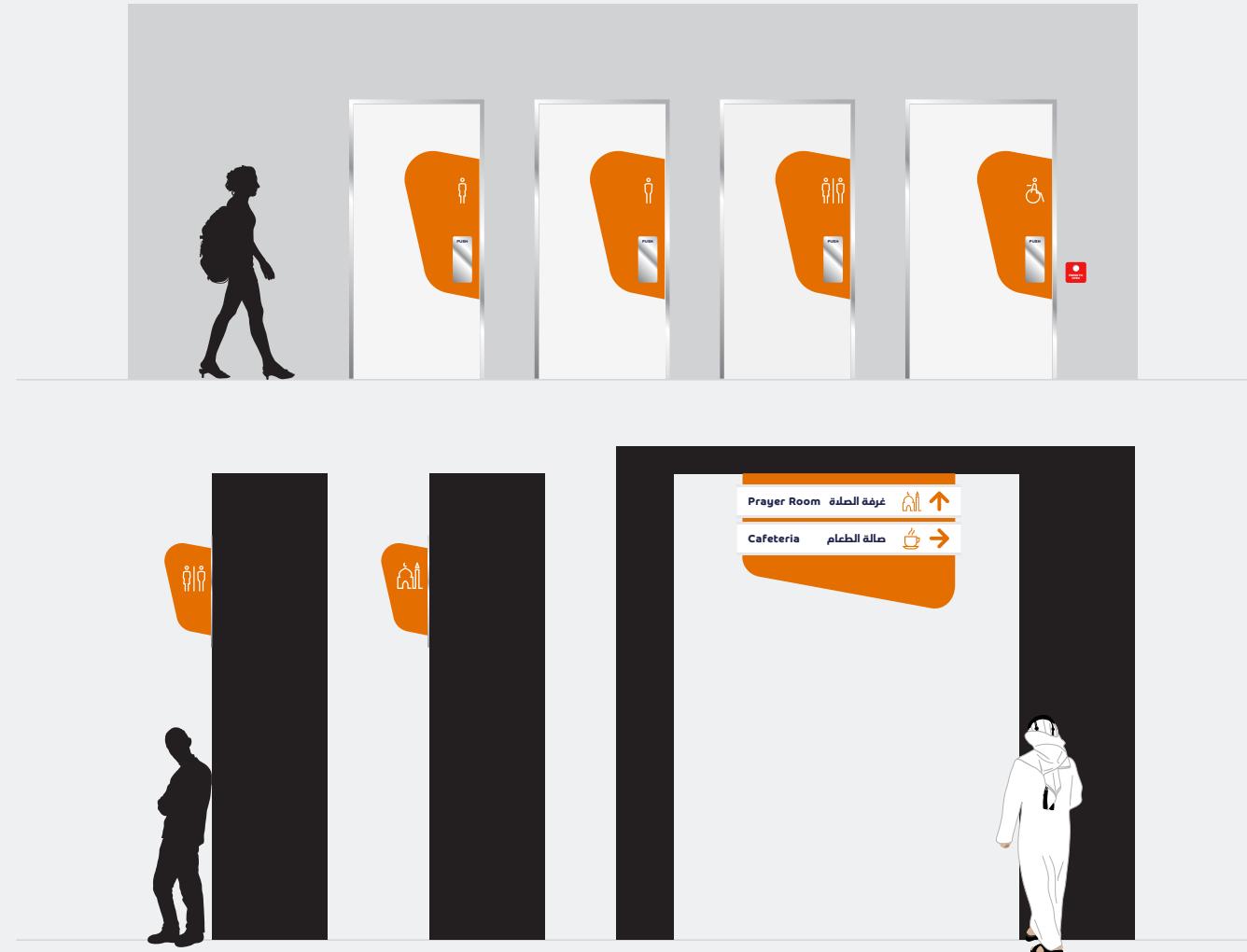
3.4.2 Reception



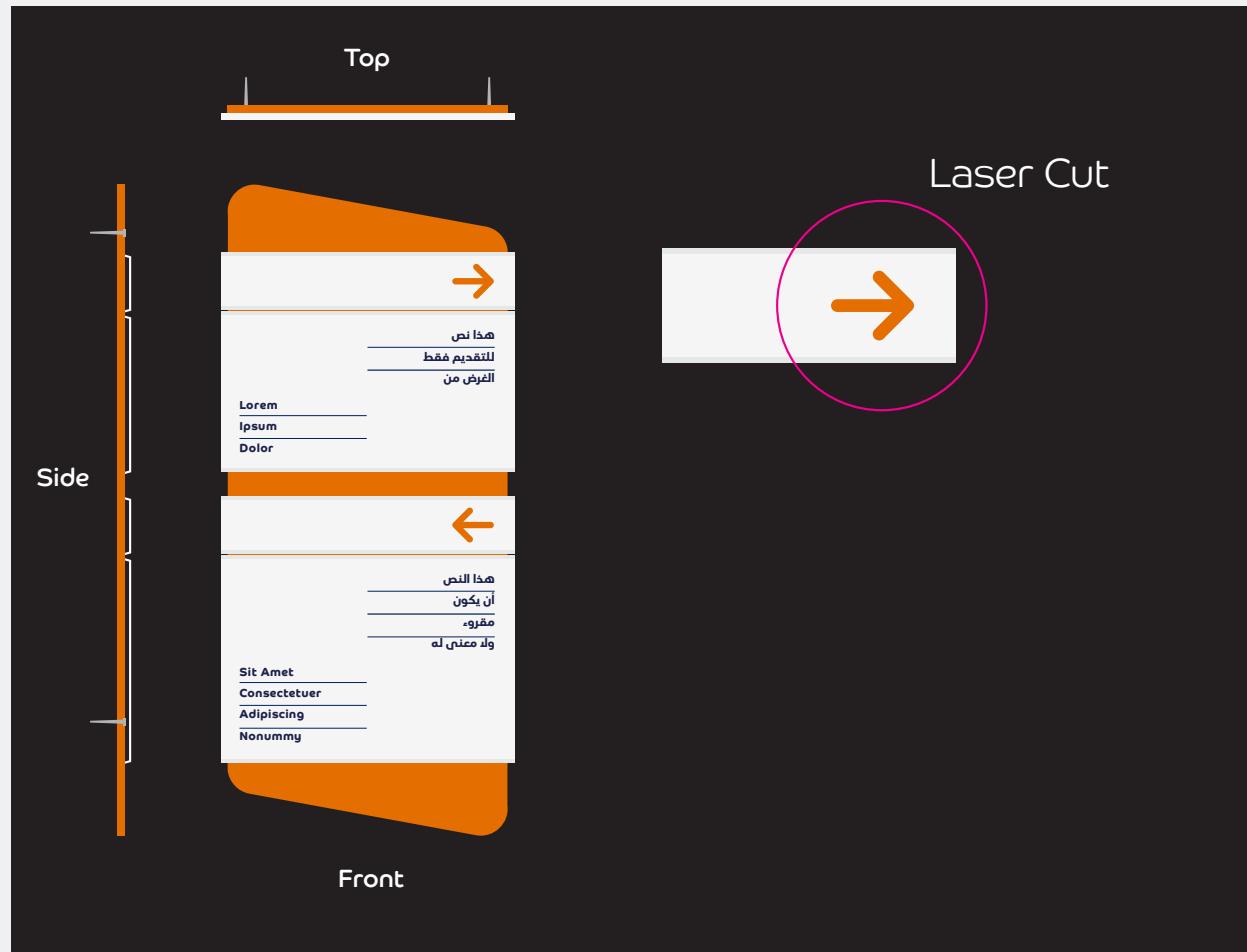
3.0 Brand Applications

3.4 Environmental Branding

3.4.3 Internal Wayfinding - Internal Amenities



3.4 Environmental Branding

3.4.4 Internal Wayfinding
- Directory Sign

3.0 Brand Applications

3.4 Environmental Branding

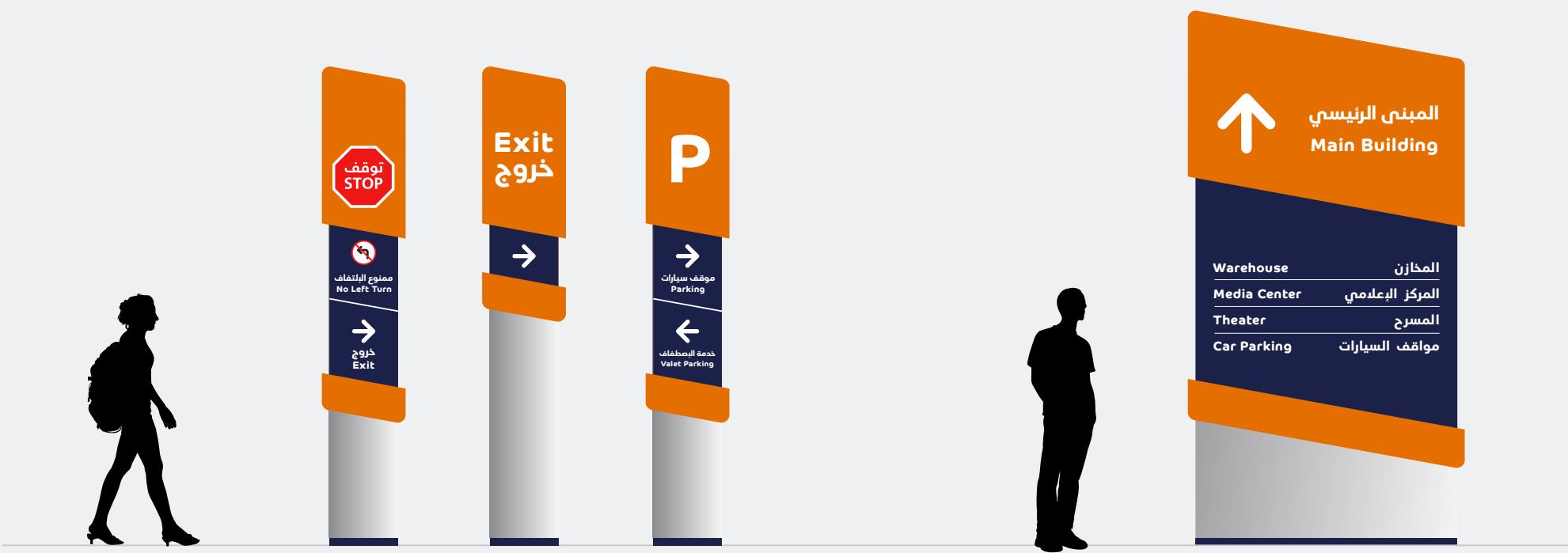
3.4.5 Internal Wayfinding - Floor Orientation



3.0 Brand Applications

3.4 Environmental Branding

3.4.6 External Wayfinding Directional



3.0 Brand Applications

3.4 Environmental Branding

3.4.7 External Signs



Headquarters Sign

Totem Sign

3.0 Brand Applications

3.4 Environmental Branding

3.4.8 External Building Sign



Backlit Box Sign



Backlit Logo Sign

Directional Icons
Outdoor

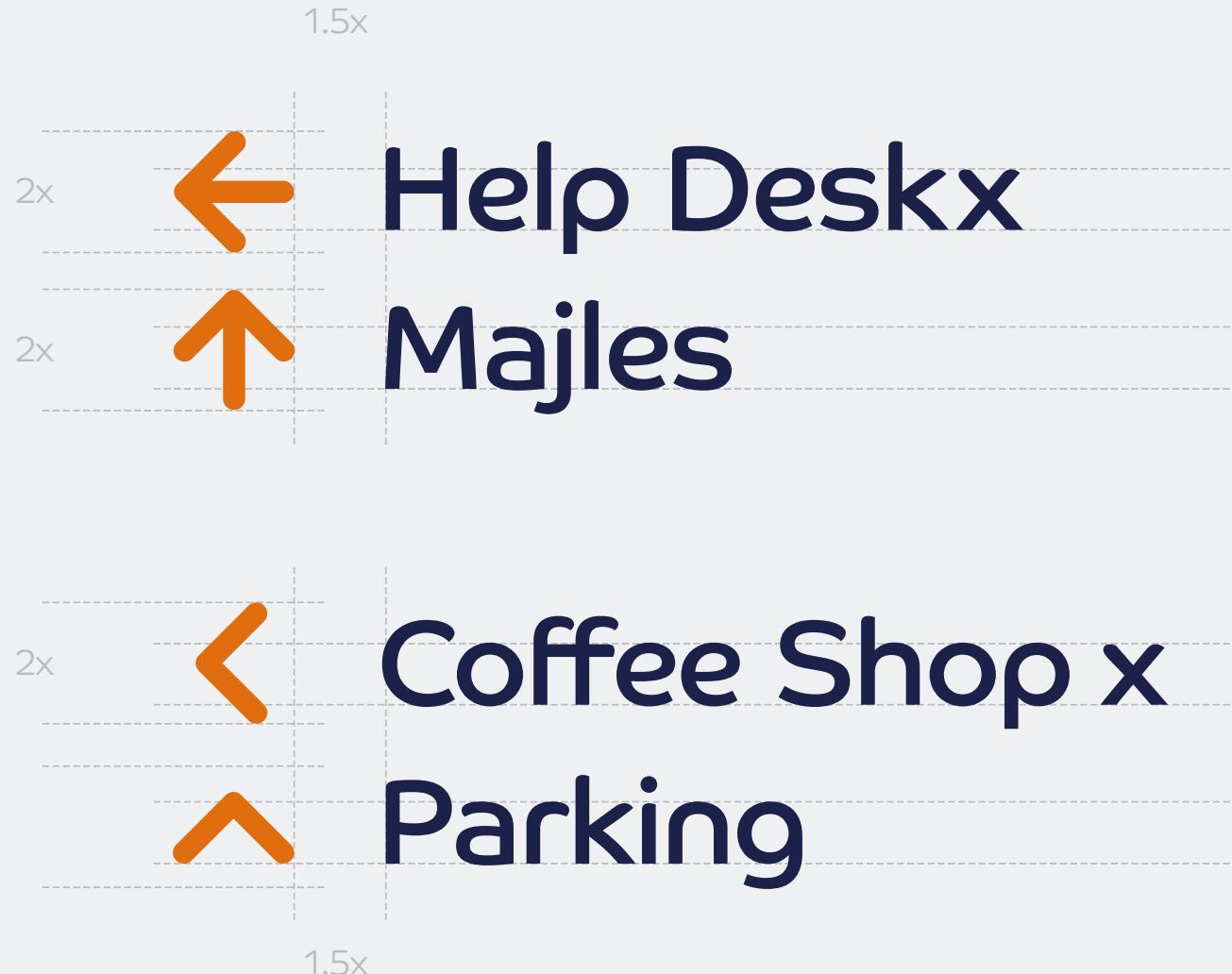


Directional Icons
indoor



Utilities Icons







Thank you

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