

رفعه

Brand Guidelines

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Dufat 89
Logo

01

DUFAT 89 BRAND LOGO

We used arabic “Ruqaa” traditional handwritten style for the logo, to showcase the brand’s vintage aspect and its relation to the 1980’s era.



FULL LOGO

LOGO

CLEAR SPACE

CLEAR SPACE

Follow these clear space principles to ensure text, images or graphics do not crowd the logo. These clear space principles apply to all versions of the **Dufat 89** logo on all applications.

The Clear Space around the logo is defined by X

X - 1.5 cm



LOGO MINIMUM SIZES

For optimum impact, our logo needs space to stand out and must be easily visible.

MINIMUM SIZES

To make sure our logo is always clear and legible in print, digital and other branded applications, there is a prescribed minimum size that applies to all logo versions

ON PRINT

Minimum - 15 cm
Optimum - 3 cm

ON SCREEN

Minimum - 70 px
Optimum - 100 pX

OPTIMUM - 3 CM, 100PX

MINIMUM - 15 cm, 70px



LOGO
WRONG USAGE

- Do not add shadows or other effects to our logo.
- Do not recreate the logo in other fonts.
- Do not alter the colors of the logo.
- Always use the approved color versions
- Do not rotate or skew the logo.
- Do not change the size of the text or numbers.

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LOGO PLACEMENT

There are fixed positioning principles for our logo to ensure our branded communications look precise, professional and consistent.

The positions can be scaled up or down according to requirements

LOGO POSITIONING

On communications, the logo is positioned as demonstrated

Minimum margins based on an A4 grid.



LOGO

COLOR VARIATIONS

BACKGROUND COLOR VARIATIONS AND LOGO USE.

- Original black logo color on light backgrounds that has no dark tint to it.
- Full white logo for solid black shade.



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Dufat 89
Brand Colors

02

BRAND COLORS

COLOR PALETTE

Our color palettes have been created to offer flexibility and variety across all our branded materials.

- **Dufat 89** Primary Colors are to be used for the brand moment, type/ accent, and main covers/chapters/ sections.
- Do not introduce further colors on **Dufat 89** communications

Gold Foil

Pantone P 179-15 C

RGB R 62, G 62, B 64
CYMK 2%, 2%, 0%, 75%
#ofofof

Pantone P 21-7 C

RGB R 194, G 128, B 29
CYMK 0%, 34%, 85%, 24%
#c2801d

Pantone P 124-5 C

RGB R 62, G 62, B 64
CYMK 2%, 2%, 0%, 75%
#67c1be

Dufat 89
Brand Typography

03

BRAND
FONT

We use the font **29 LT Zarid Slab** for both English and Arabic to ensure our written text is always clear and accessible.

These guidelines demonstrate best practice in the use of our typefaces, relative sizes and weights.

29LT Zarid Slab

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

ك ق ف غ ع ض ص ش س ظ ط ذ د ز ر ح ج ث ت ب أ
۱ ۲ ۳ ۴ ۵ ۶ ۷ ۸ ۹ ي و ه ن م ل

WEIGHT

LIGHT

REGULAR

BOLD

HEADLINE HIERARCHY

We use the font **29LT Zarid Slab** to ensure our written text is always clear and accessible.

A combination of **BOLD** and the size **LIGHT** is to be used as demonstrated.

These guidelines demonstrate best practice in the use of our typefaces, relative sizes and weights.

HEADLINE

STYLE

28LT Zarid Slab - BOLD - UPPERCASE
FONT SIZE - 132 pt

28LT Zarid Slab (LIGHT) - UPPERCASE
FONT SIZE - 132 pt

TYPE HIERARCHY

ENGLISH

Applying structured hierarchy principles helps our audiences navigate through the content and gives our layouts pace and dynamism.

This type hierarchy provides guidance for all '**levels of read**'.

These guidelines provide examples of best practice in type size selection and use.

HEADLINE / TITLE

BOLD | 30pt

SECONDARY HEADLINE/ “PULL QUOTE”

BOLD | 18pt

TITLE 1

Regular | 14pt

TITLE 2

Regular | 12pt

BODY COPY

Light | 10pt

TYPE HIERARCHY

ARABIC

Applying structured hierarchy principles helps our audiences navigate through the content and gives our layouts pace and dynamism.

This type hierarchy provides guidance for all '**levels of read**'.

These guidelines provide examples of best practice in type size selection and use.

العنوان الرئيسي

BOLD | 30pt

العنوان الثاني اقتباسات

BOLD | 18pt

العنوان ا

Regular | 14pt

العنوان ٢

Regular | 12pt

نص الكتابات

Light | 10pt

Dufat 89
Brand Graphics

041

BRAND GRAPHICS

STROKES

We chose 3 types of strokes, light, thick and straight so it can be used in different applications.

INSTRUCTIONS

The strokes can be used with the gold foil texture and the Aqua and Gold colors of the brand.



BRAND GRAPHICS

CORRECT & WRONG USAGES

INSTRUCTIONS

- **Do not** use the gold foil behind the logo.
- **Only brand colors strokes** can be used as background behind the logo.



BRAND GRAPHICS

COLOR COMBINATIONS

Brand color combinations can be used in variety of ways as demonstrated.

INSTRUCTIONS

- The **gold foil** texture is limited with only the black, white, and blue colors of the brand.
- Do not mix the **gold foil** with the gold color.



Dufat 89
Brand In Action

05









رفعه ٨٩

NEED ASSISTANCE ON THIS DOCUMENT ?

If you need further guidance on working with Darb and it's visual identity, please contact:

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E: [Hello@TAJALLA.CO](mailto>Hello@TAJALLA.CO)

TAJALLA.CO