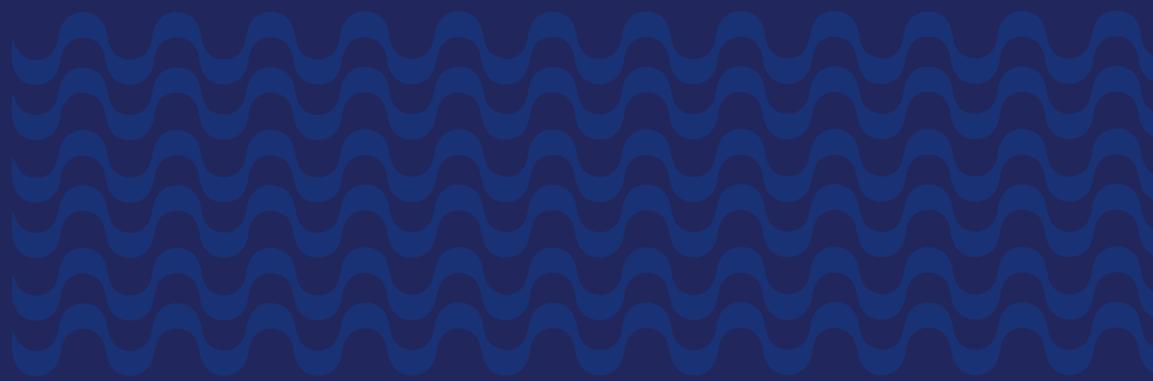




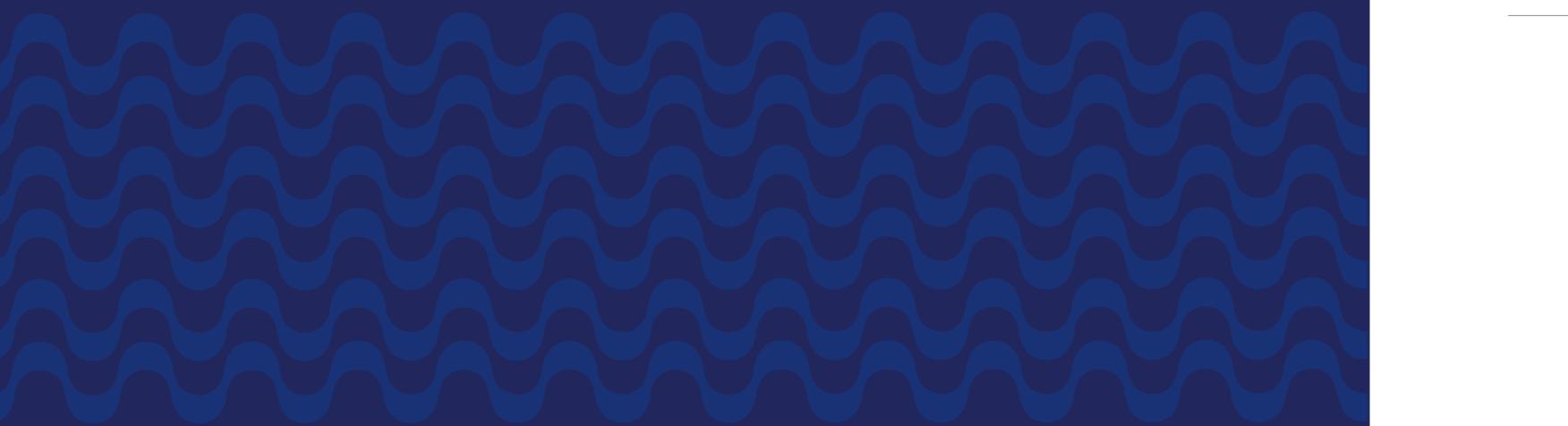
BRAND GUIDELINES



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Design Element
Logo usage
Typography
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Letterhead
Business card
Envelope
Receipts of Payment
File Folder

Email Signature
Notepad
Gift Items
Cap, Coffee Mug, Pen,
and Flash Drive
Social media ad design
Car Branding

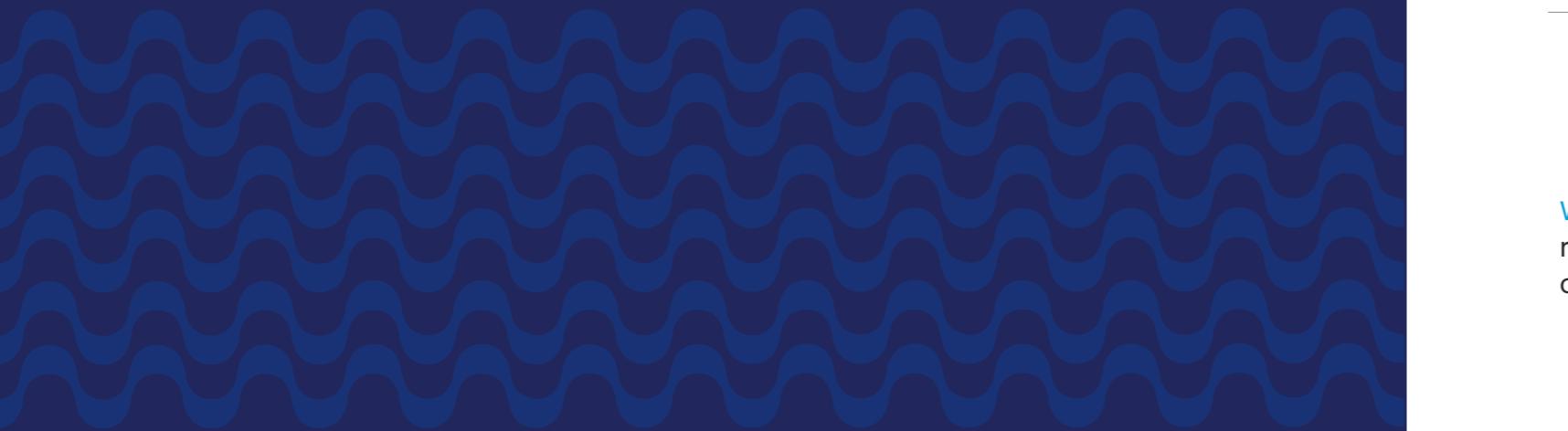


Our brand guidelines are designed to help you understand the basic design elements that make up our visual identity and how they all come together to create successful brand communications. It is important for the success of ACE ONE MARINE Food Company (ACE ONE MARINE) that you fully understand how all of our communications convey the same standards of excellence that our products and services do.

01

DESIGN ELEMENTS

- Logo posture
- Water wave in use
- Branding theme

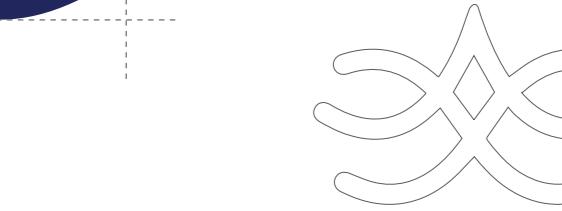
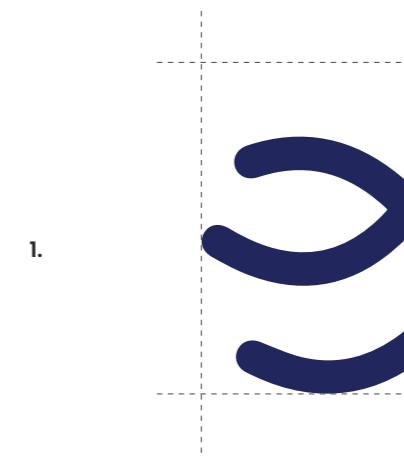


WATER WAVE is the most important element in creating brand recognition. It is the basis of our new look and feel – from the red color palette to our graphic language.

1. WATER WAVE has been created as artwork. It should not be adjusted or redrawn. The wordmark should be reproduced in CMYK, for print, in most cases. Consult the Global Branding Center of Excellence for uses of Pantone® colors.

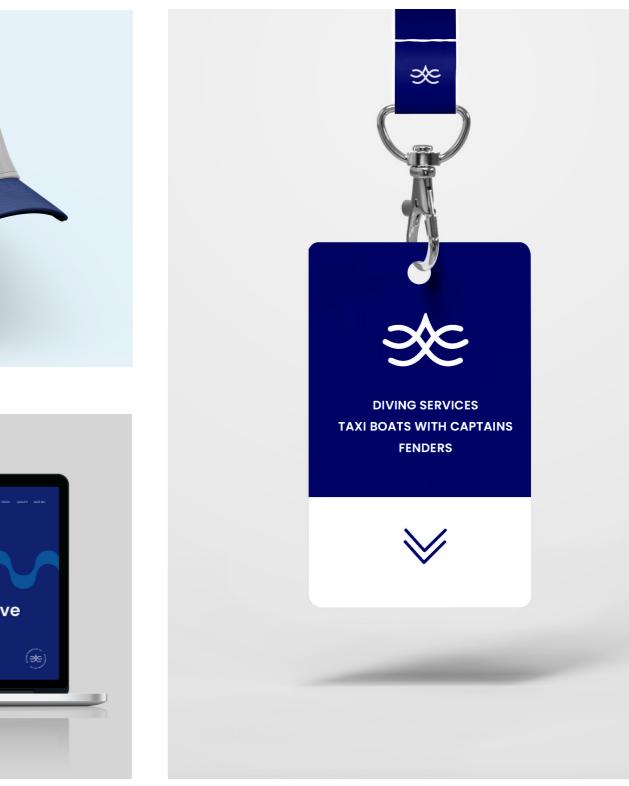
2. WATER WAVE can appear in black and white in special cases like gift items when no color is available. The WATER WAVE should be reproduced in 80% black to replicate the red full color original.

3. WATER WAVE solid navy blue is always recommended but in some cases outline can also be used as design element.



The WATER WAVE – in use

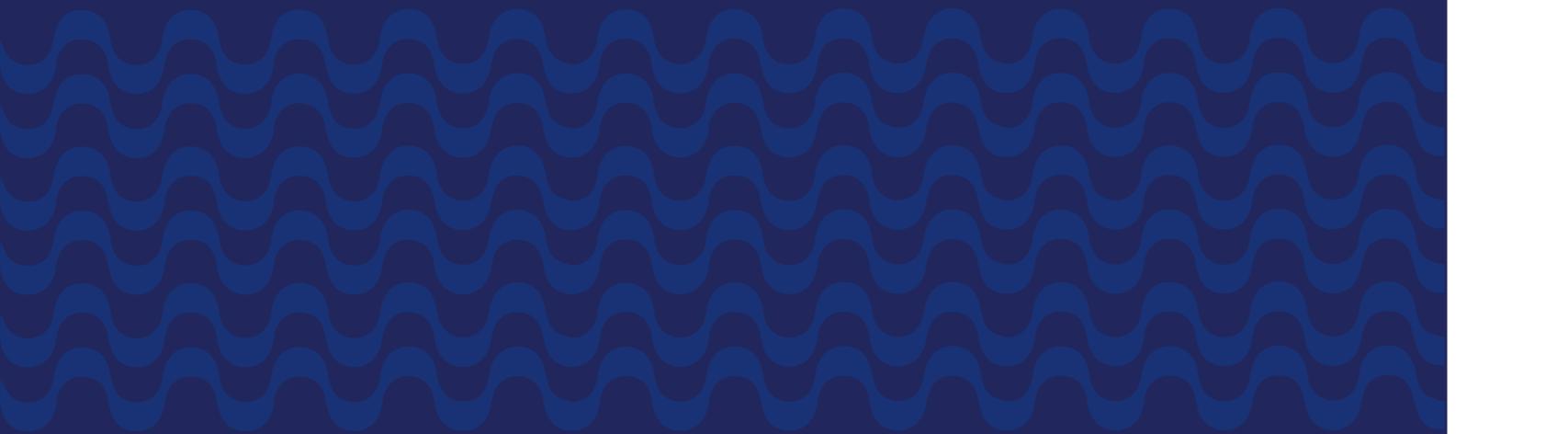
This page shows how the portrait and landscape versions of the The WATER WAVE can be applied across different formats in a simple and consistent way



02

LOGO

- Logo usage
- Clear space
- Logos Colorways
- Logo on Backgrounds



Logo Usage

Our brand touches all aspects of our business, and is directly connected to our customer needs, emotions and competitive environments. These brand values should be reflected in how ACE ONE MARINE engages with its customers and delivers on its promise of value.

Brand Singature

The ACE ONE MARINE brand signature consists of two components – the logomark and the wordmark. It is specially kerned and adjusted with water effects on 'O & M and is set in the typeface. It should not be typed out or re-written under any circumstances.

The WATER WAVE

The WATER WAVE of the logo has been created as artwork. It can be used with logo or without logo as design element. The ACE ONE MARINE logo should be reproduced in CMYK, for print, in most cases. Consult the Global Branding Center of Excellence for uses of Pantone® colors.

Isolated Marks

The isolated logomark or wordmark can be used in any circumstances – for any further help you can contact to ACE ONE MARINE Brand team.



Clear Space

To ensure prominence and legibility, the brand mark should always be surrounded by an area of clear space.

Nothing should ever encroach into this area. The construction of the clear space is based on the width of the leftmost shape. Ideally more clear space should be given when available.



Logo Misusage

The ACE ONE MARINE suite of logos should never be used as shown here. To maintain consistency across all branding and communications, always refer to the manual.

Proportions

Please ensure the logo is always resized proportionally and does not get skewed. Don't crop or change, add elements or change the orientation of the logo in any way.



Logos Colorways

There are two color versions of the ACE ONE MARINE master logos

1. ACE ONE MARINE full color logo

This is the primary logo and for use on white backgrounds such as corporate stationery.

2. ACE ONE MARINE greyscale logo

The greyscale version is used where color is not available.

3. ACE ONE MARINE reversed logo

This is a secondary colorway and is used on corporate items when the logo is to be applied to a dark background.

File formats

- AI: native creation format
- EPS: professional & scalable use
- PDF: professional & scalable use
- JPG: print/office/desktop use
- PNG: office/desktop use

The supplied logo files must be used at all times – never recreate the logo yourself.

Full color logo



Grayscale logo



Reversed logo



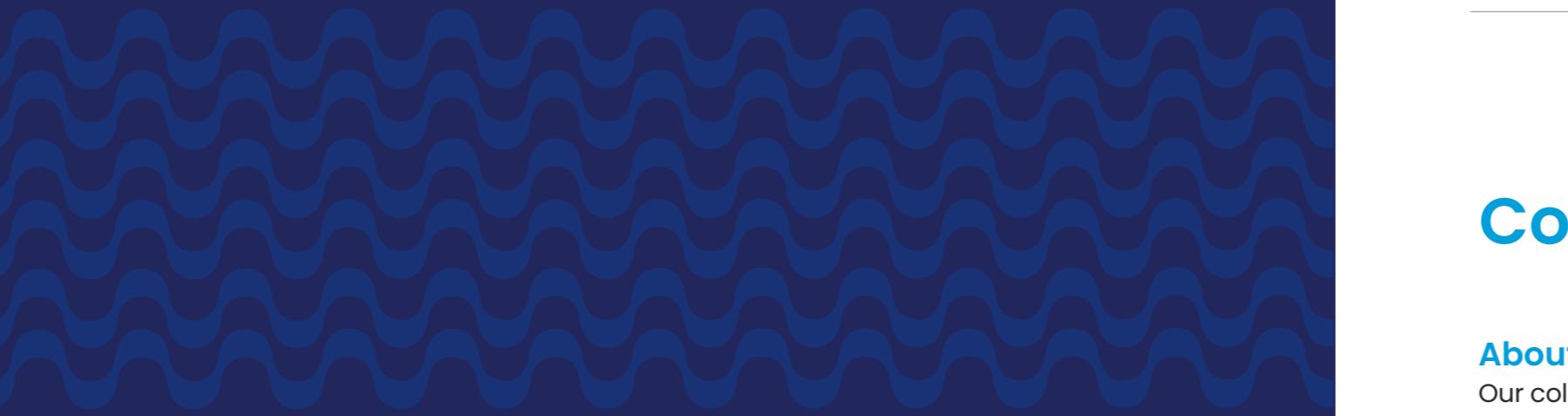
Logo on Backgrounds

Here you will find a detailed view on how to use the Show your slabs logo on different backgrounds.



03

COLOR



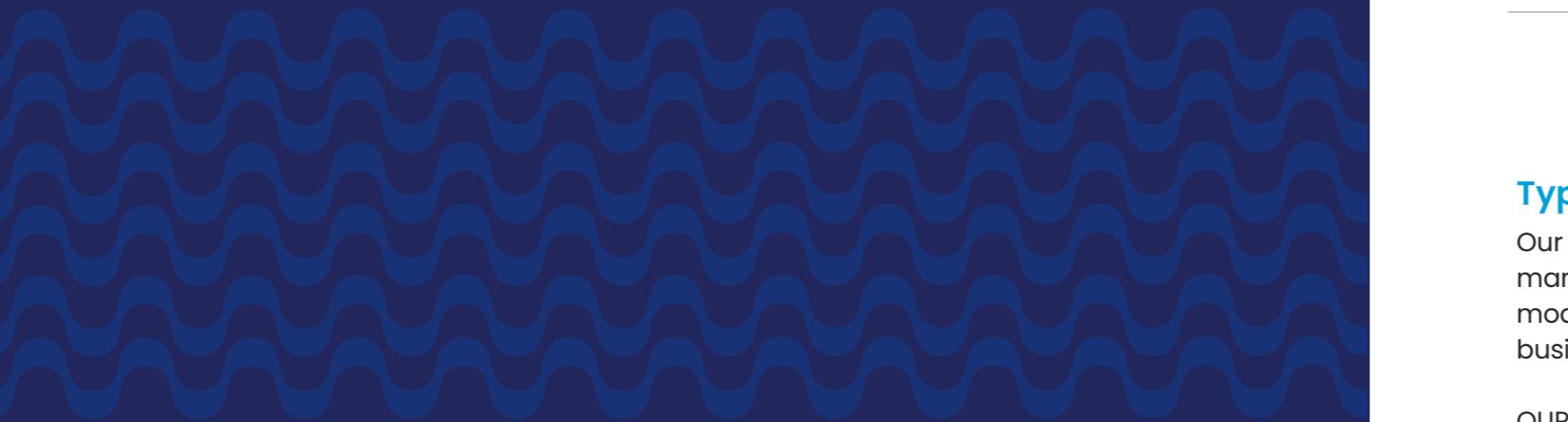
Color Palette

About

Our color palette consists of 3 colors following Dark blue, Sky blue and white.

Dark Blue	Light Blue	Gray
PANTONE 2758 C HEX 21275c R 33 C 100 G 39 M 95 B 92 Y 31 K 28	PANTONE 299 C HEX 049fd4 R 04 C 75 G 159 M 21 B 218 Y 0 K 0	PANTONE COOL GRAY 8 C HEX 898a8d R 137 C 49 G 138 M 40 B 141 Y 38 K 4
90%	90%	90%
70%	70%	70%
50%	50%	50%
30%	30%	30%
10%	10%	10%

TYPOGRAPHY ENGLISH



Typography English

Our typeface is Poppins font family – it's a type that shares many of the unique characteristics of our brand – it's modern and friendly, and reflects our relationship-driven business.

OUR TYPEFACE

Poppins is a typeface used for Roman alphabets; there are several versions in the Poppins type family. Use any version according to the requirements.

Poppins Bold and Poppins Light are used most often, for display and body copy. Each font has several weights and oblique options. There should be no other fonts used on ACE ONE MARINE design or marketing collateral, unless otherwise specified in the Font Matrix in this section of the brand guidelines.

Poppins
Poppins
Poppins
Poppins
Poppins

Poppins Bold

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 01234567890 • !@#\$%^&*(){}

Poppins Light

ABCDEFGHIJKLMNPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
01234567890 • !@#\$%^&*(){}

17

TYPOGRAPHY ARABIC

My Arabic

is 29LT Bukra Alt font family – it's a type that has some of the unique characteristics of our brand. It's bold, friendly, and reflects our relationships with our customers.

to be used for business
ons, including letter writing, i
abic..

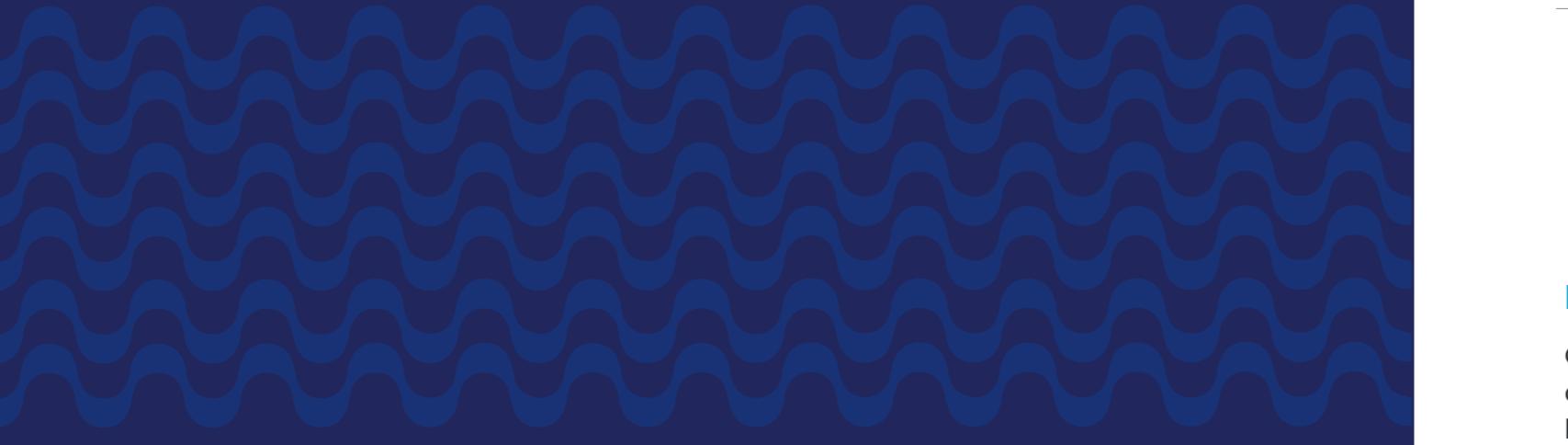
ody text on websites, emails, and PowerPoint
mplied Arabic. No other Arabic fonts should
e standard system font. This typeface
write letters and for presentations onscreen

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ك.ق.ف.غ.ظ.ط.ض.ص.ش.س.ز.ر.ذ.د.ث.ث.ث.ا
01234567890 • !@#\$%^&*(){}•

ICONOGRAPHY

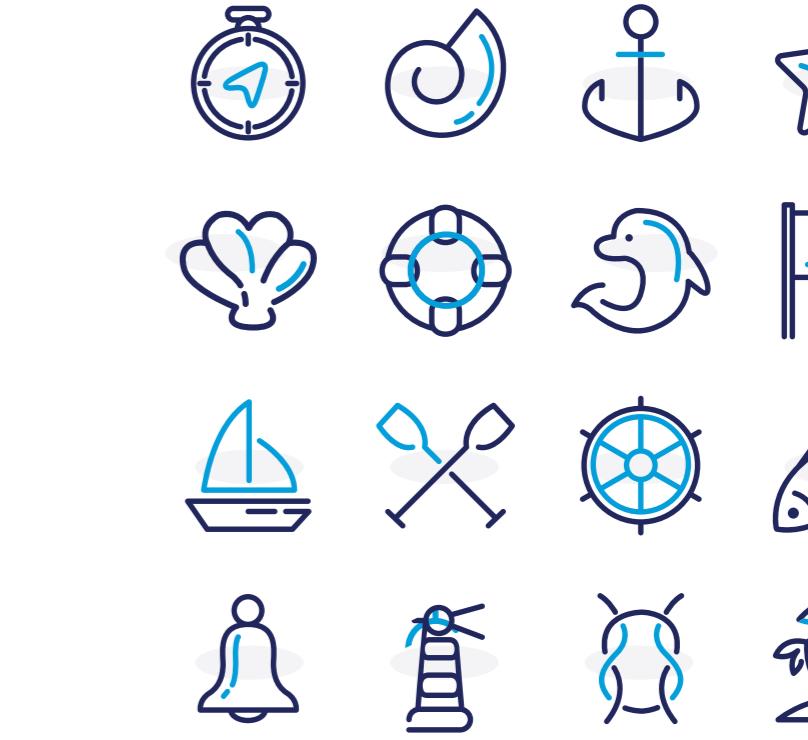


Iconography

Our infographic has been created in two colors to give our brand its identity. It can be used in two colors on white and reversed colors on dark.

Mono color

The mono color icons also are applicable to our design materials as per the standard and requirement.



07

STATIONARY ITEMS

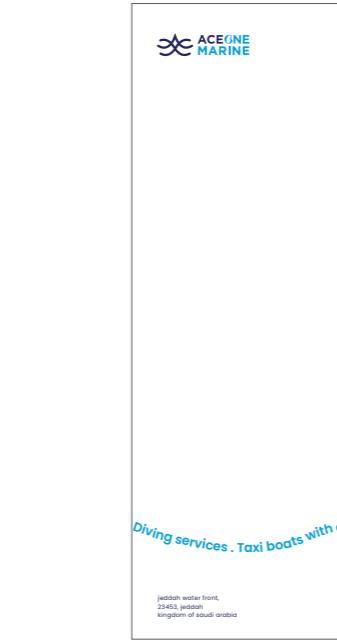
- A horizontal bar chart illustrating the distribution of different business documents. The categories are listed on the left, and the length of each bar corresponds to the count of documents in that category. The categories and their approximate counts are: Letterhead (~10), Business card (~10), Envelope (~10), Receipt voucher (~10), Notepad (~10), Email signature (~10), and Folder (~10). Each category is represented by a grey bar with a black outline.

Letterhead

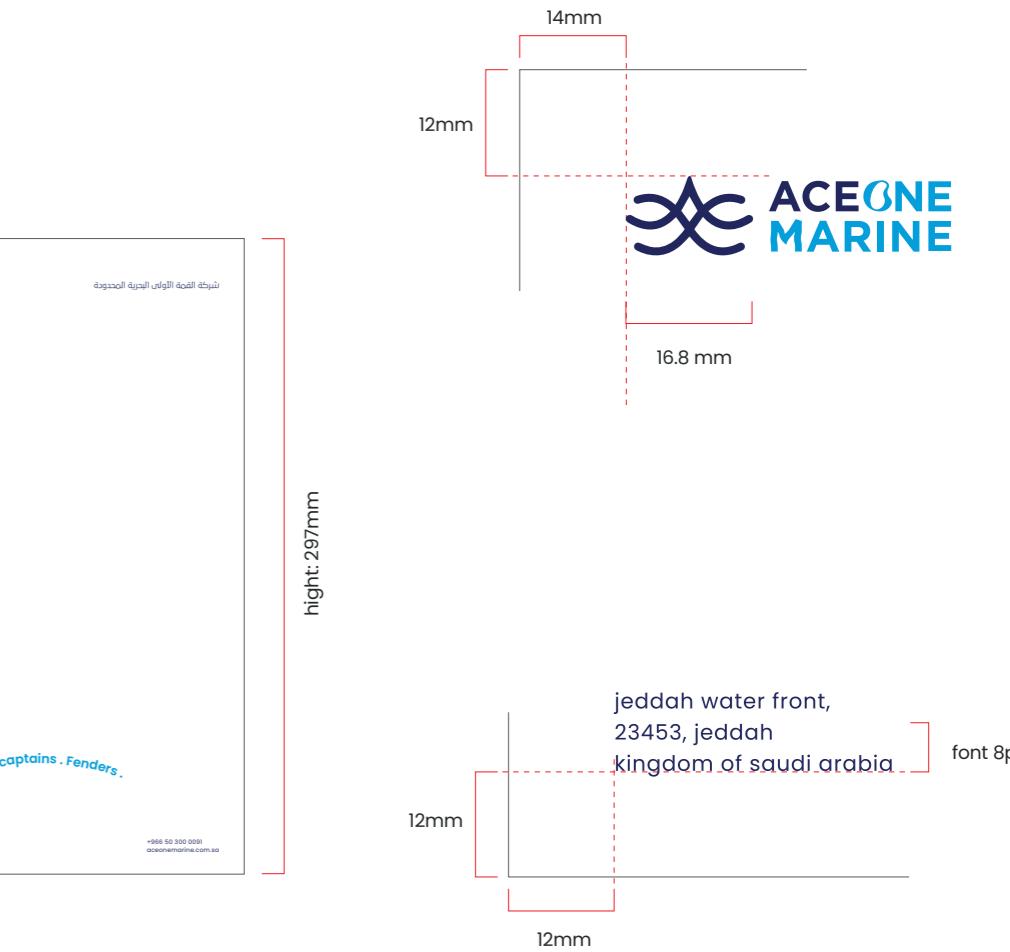
ACE ONE MARINE's wordmark has been created as a logo. It should not be altered or redrawn. In most cases, the wordmark should be printed in CMYK. Consult the Branding Center of Excellence before using Pantone colors.

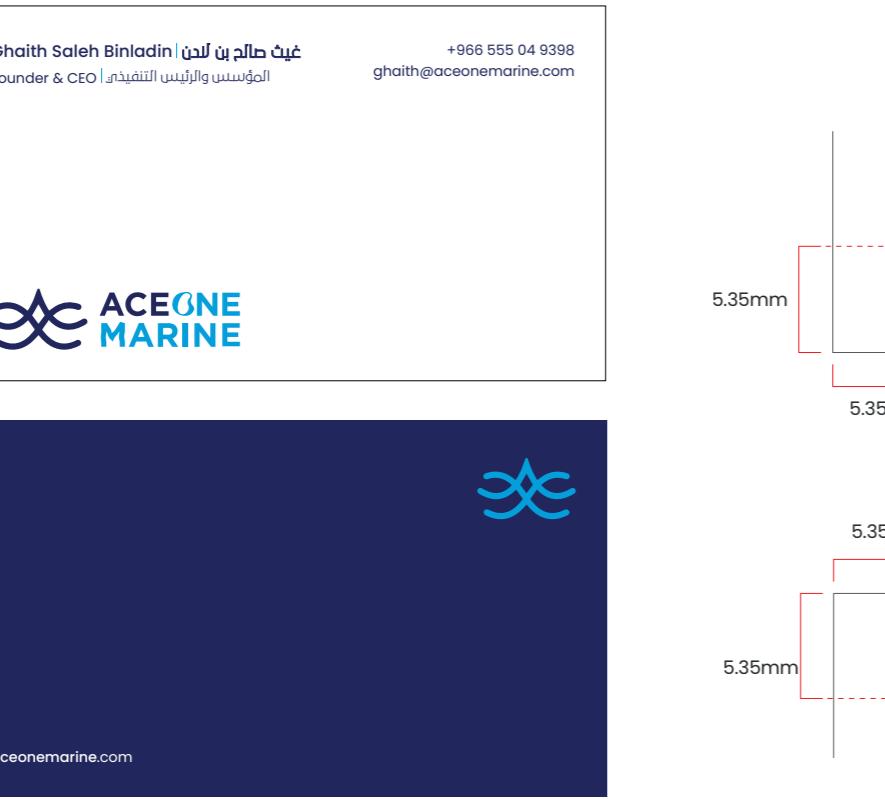
Standard

The standard size of the ACE ONE MARINE wordmark on A4 portrait execution is 43mm wide

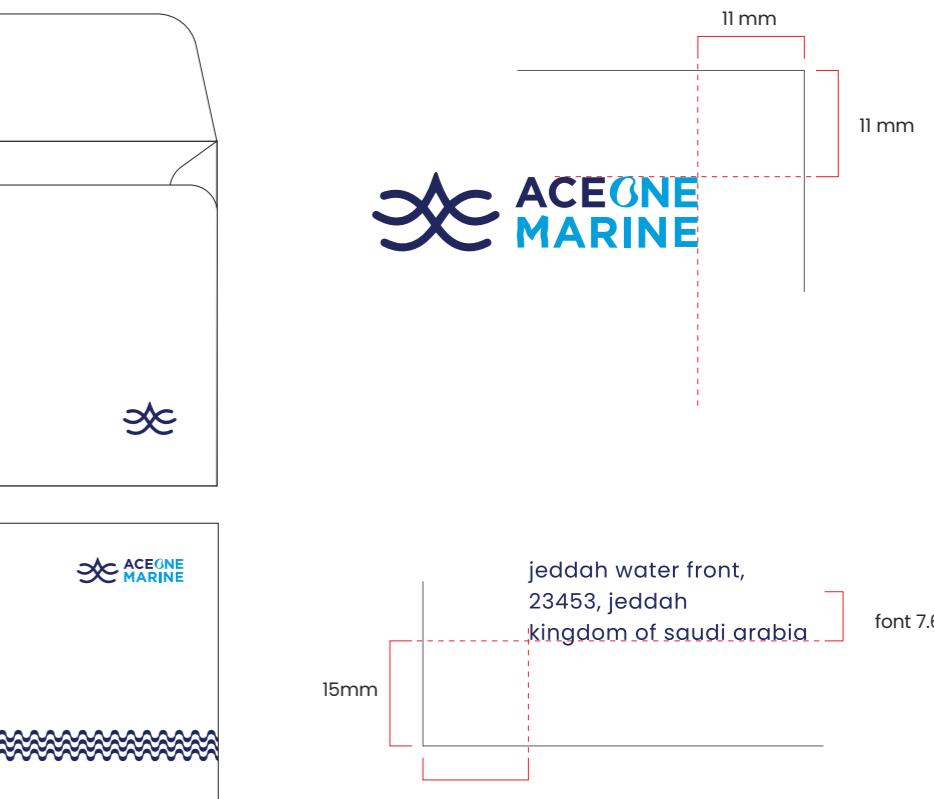
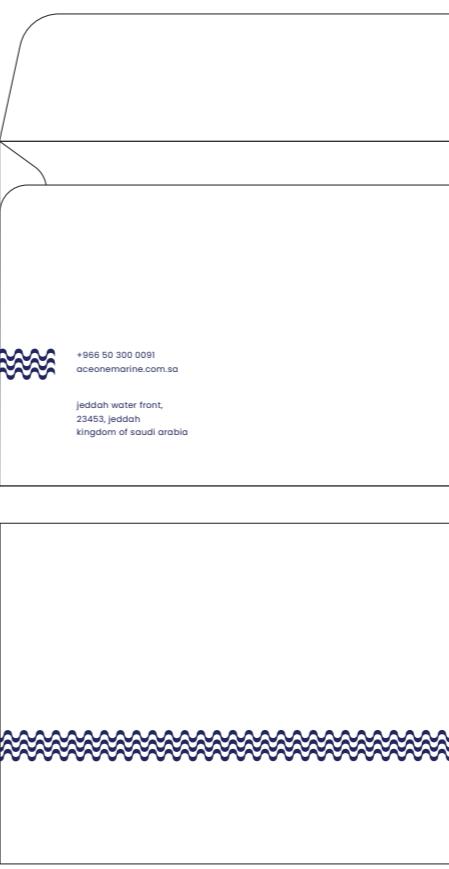


ACE ONE MARINE FACELET GUIDELINE – LIGHT VEE



Business Card**Envelope DL**

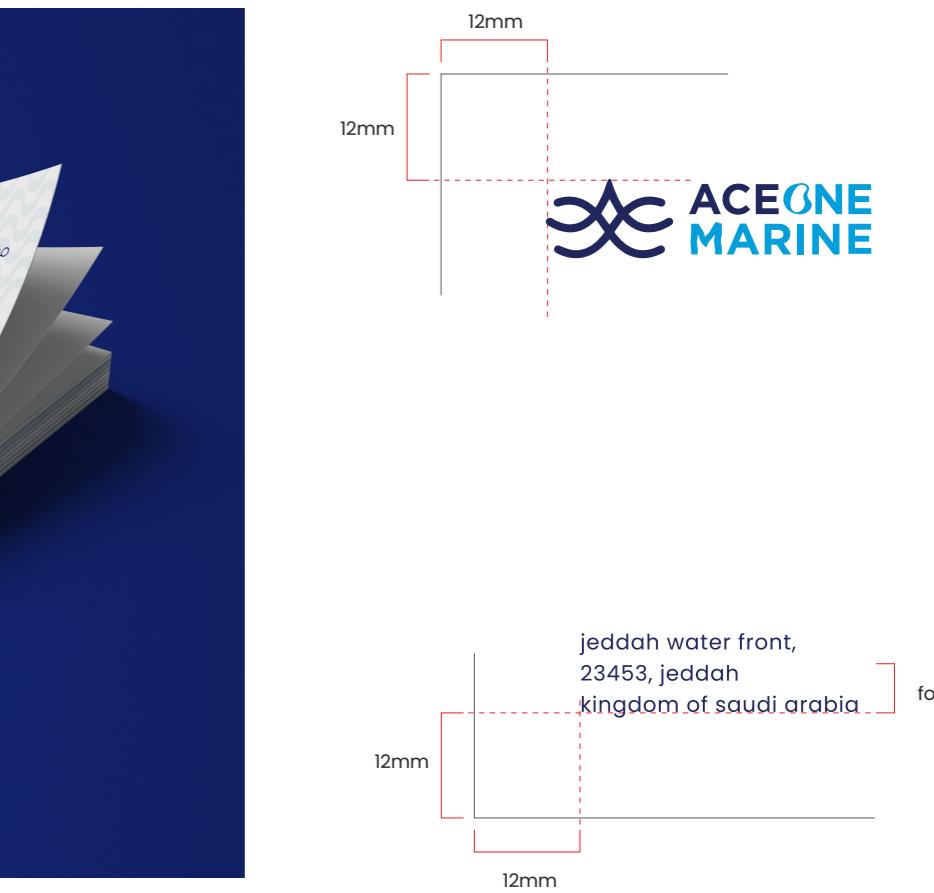
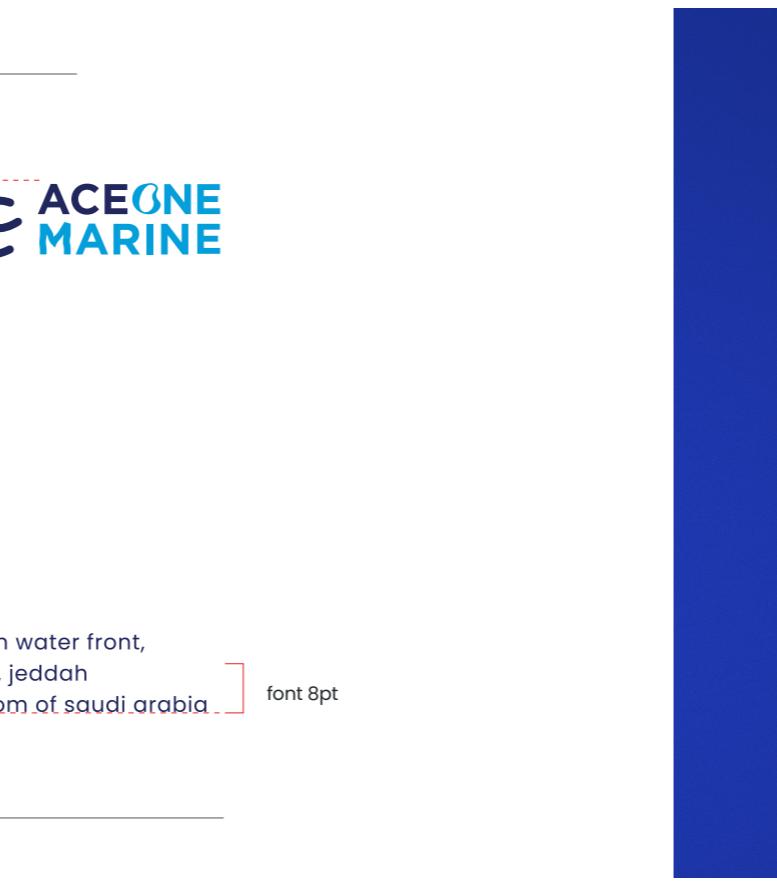
All envelope sizes of measurement are the same from DL size till A4



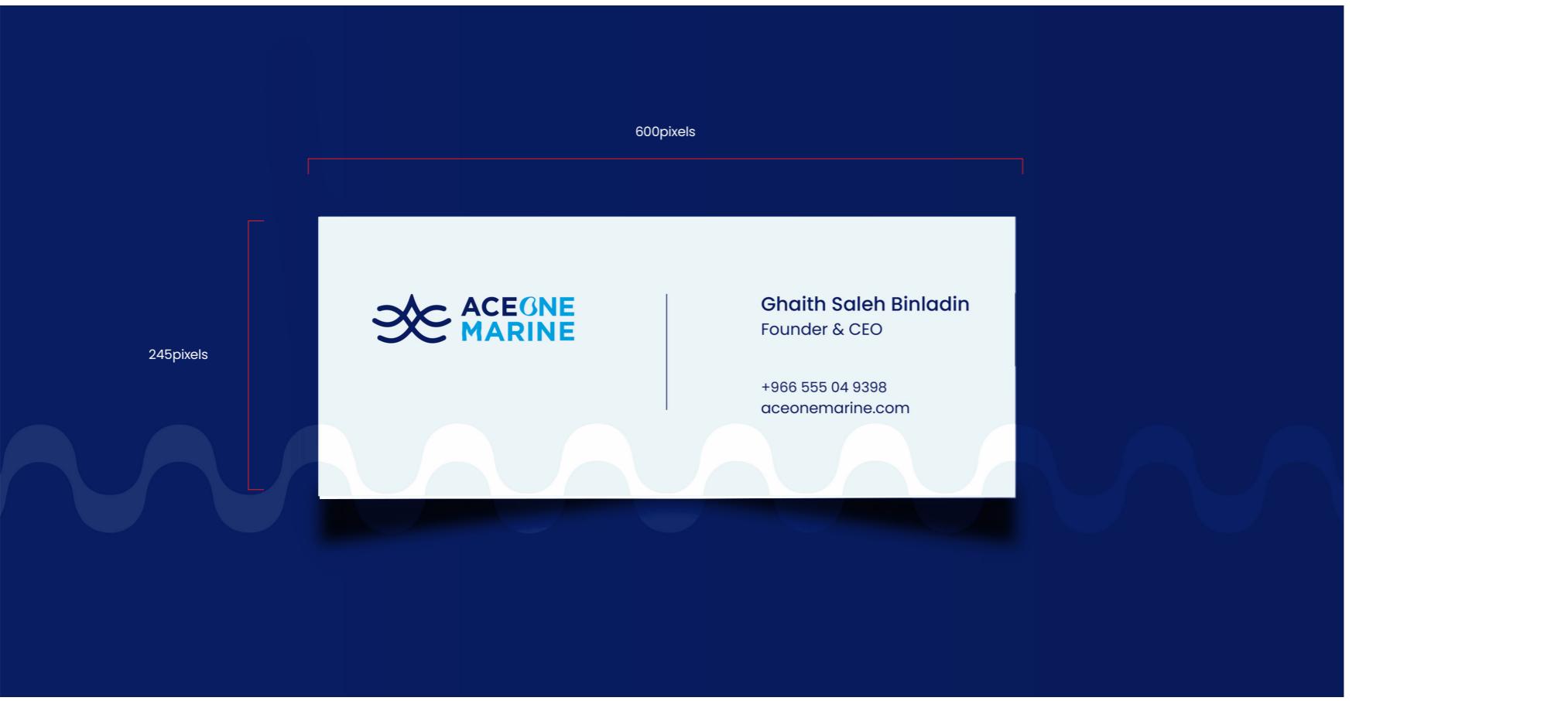
Receipt Voucher



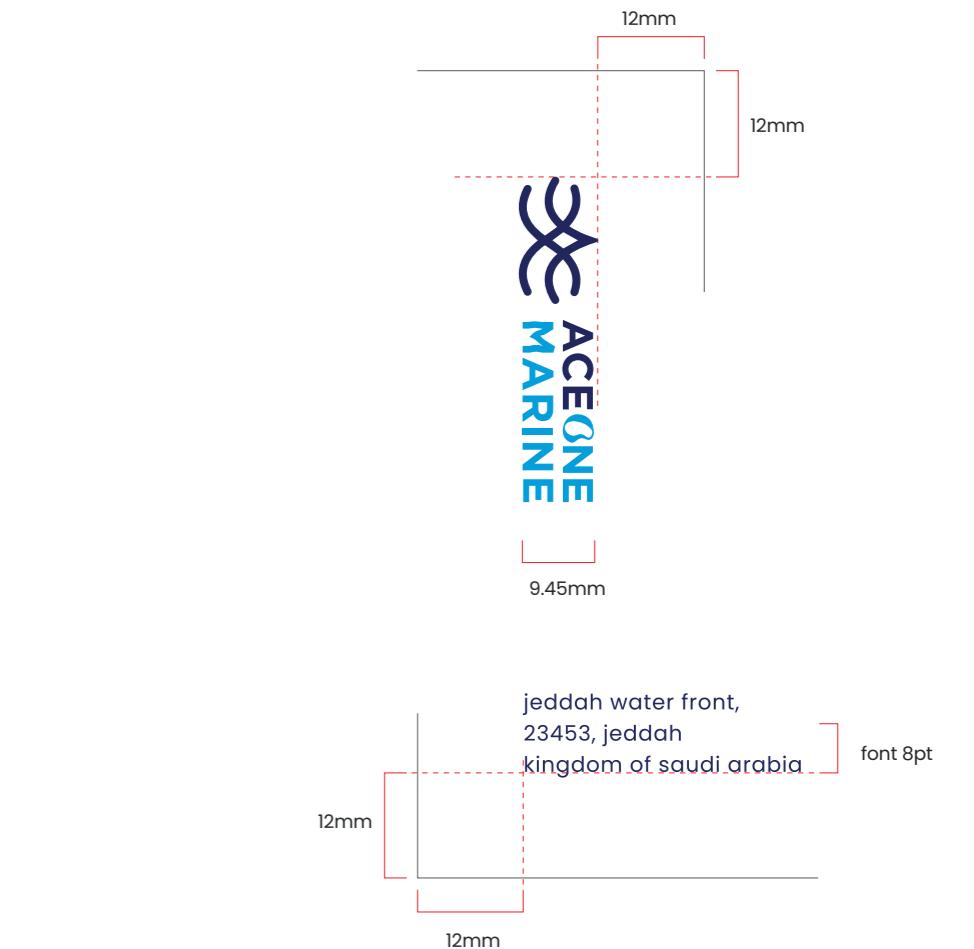
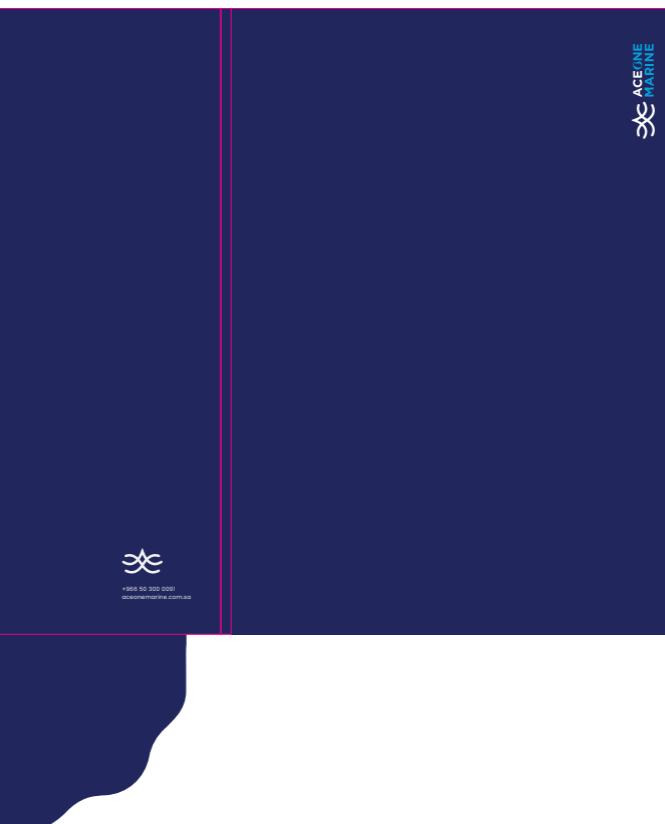
Notepad



Email Signature

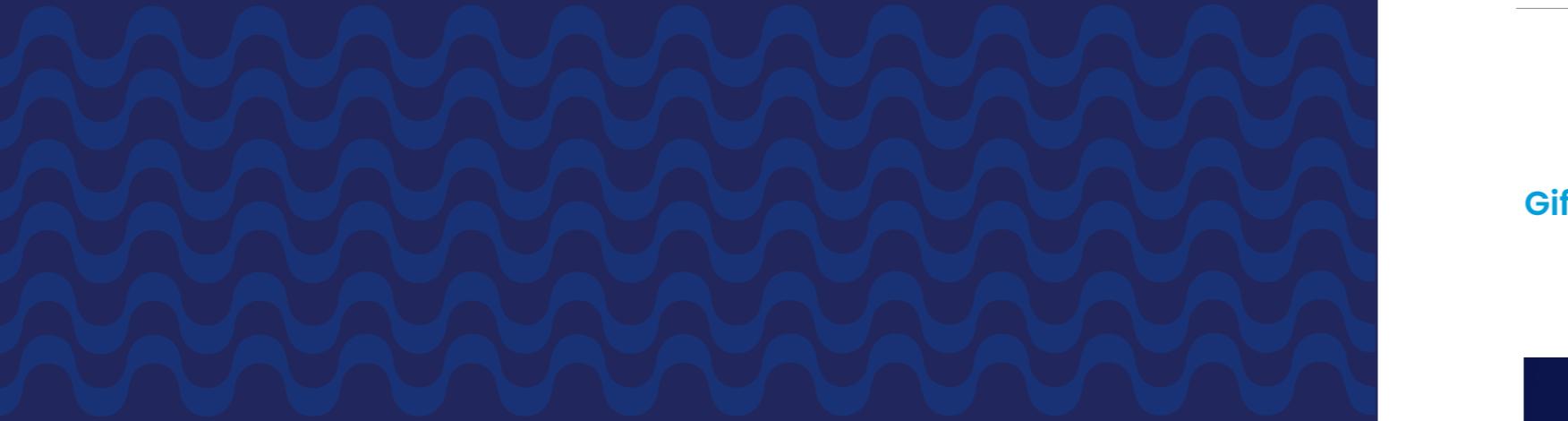


Folder



08

GIFT ITEMS



- Coffee mug
- Pen
- Flash drive
- Cap
- Paper bag
- Diary

Gift Items



Gift Items



Gift Items

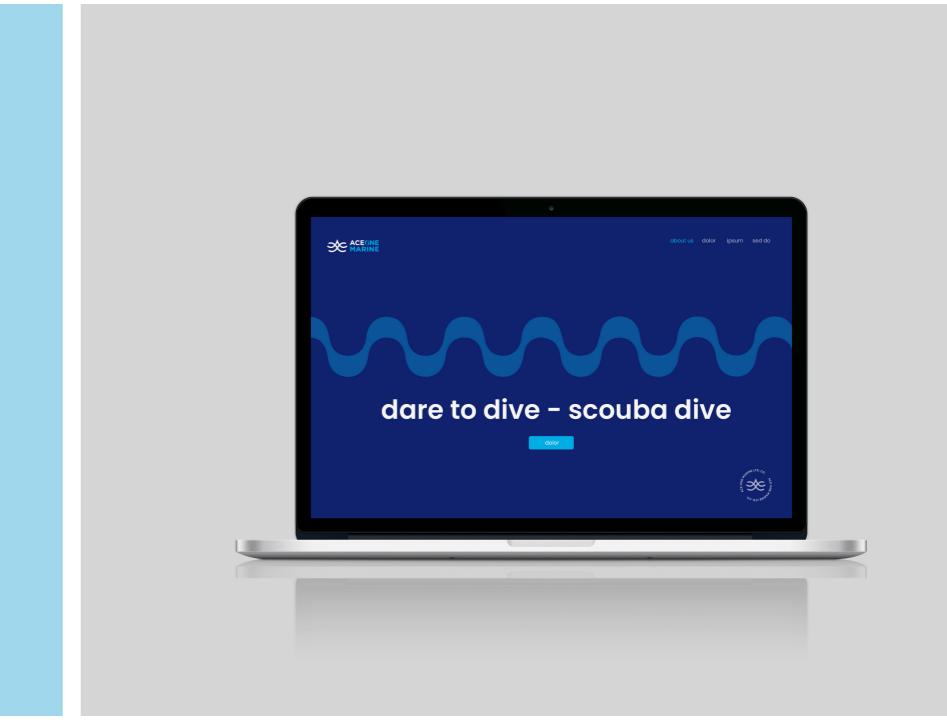
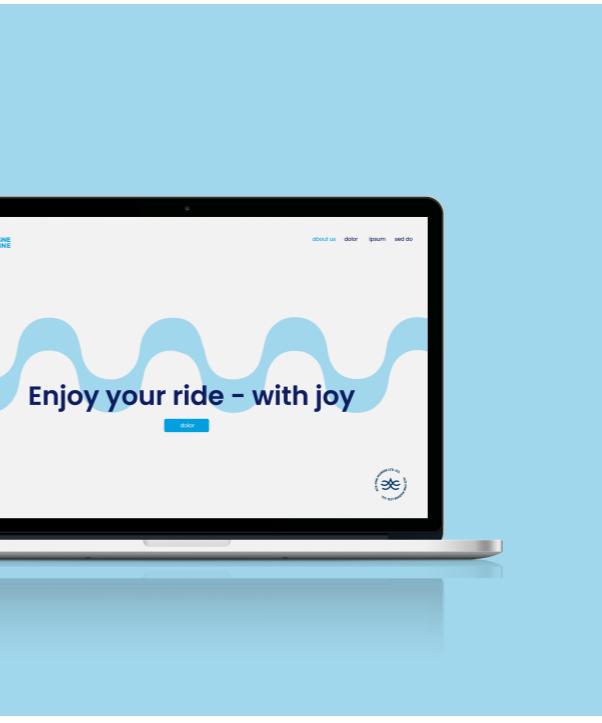


09

WEBSITE SOCIAL MEDIA

- Coffee mug
- Pen
- Flash drive
- Cap
- Paper bag
- Diary

Website



Social Media Adverts

All social media (instagram) advertisements for the guide are designed in the same theme, but the text boxes are different shapes for each advertisement.

Any shape can be used for social media and outdoor advertisements, but the effects must be maintained as shown below.



Adverts #01



Adverts #02



Adverts #03



Staff Car

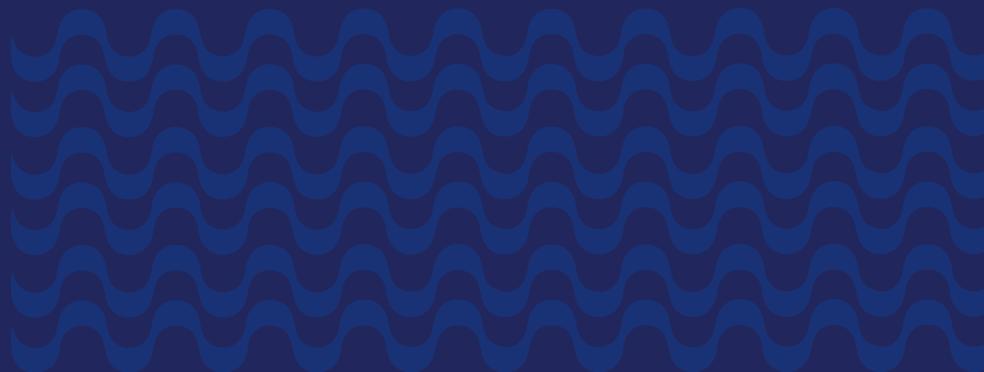




Thank you.

All material shown and expressed within these guidelines is the sole property of ACE ONE MARINE. No material may be reprinted or used in public or used for private viewing without the consent of ACE ONE MARINE.

The colors shown throughout these guidelines are intended to match the Pantone color standards. Pantone® is a registered trademark of Pantone, Inc. All the photographs used in this document are copyrighted by their respective owners.



If you have any questions regarding the implementation of these Corporate Identity Guidelines or the ACE ONE MARINE brand in general, please contact the Marketing team at ACE ONE MARINE for assistance.

marketing@ACEONEMARINE.com.sa