



# Brand Guidelines

Al Yamamah® facelift guideline - light version

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## Brand Introduction

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 Al Yamamah Company that you fully understand how all of our communications convey the same standards of excellence that our products and services do.

Y shape is the most important element in creating brand recognition. It is the basis of our new look and feel – from the Light taupe from the Granite gray & Cadel colours to our graphic language.



Logomark

**AL YAMAMAH**<sup>®</sup>  
Engineering Consultancy

Engineering Consultancy

Wordmark



Final Logo



Final Logo

# 01. Elements

## Logomark

The logomark for Al Yamamah has been created as artwork. It should not be adjusted or redrawn. It is generally recommended that the wordmark be printed in CMYK.

### Official Logo Usage

We have an Arabic and English bilingual logo that we can use on official letterheads and invoices, and our English logo can be used anywhere.

AL YAMAMAH.

Engineering Consultancy

English logomark



AL YAMAMAH.

اليمامة

Engineering Consultancy

اليمامة

Engineering Consultancy

Bilingual Official Logo #1

Arabic logomark

AL YAMAMAH.

اليمامة

Engineering Consultancy



AL YAMAMAH.

اليمامة

Engineering Consultancy

Bilingual wordmark

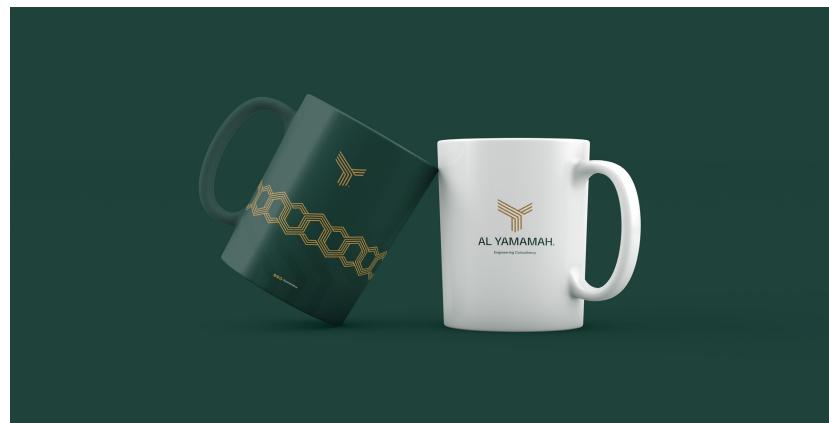
Bilingual Official Logo #2

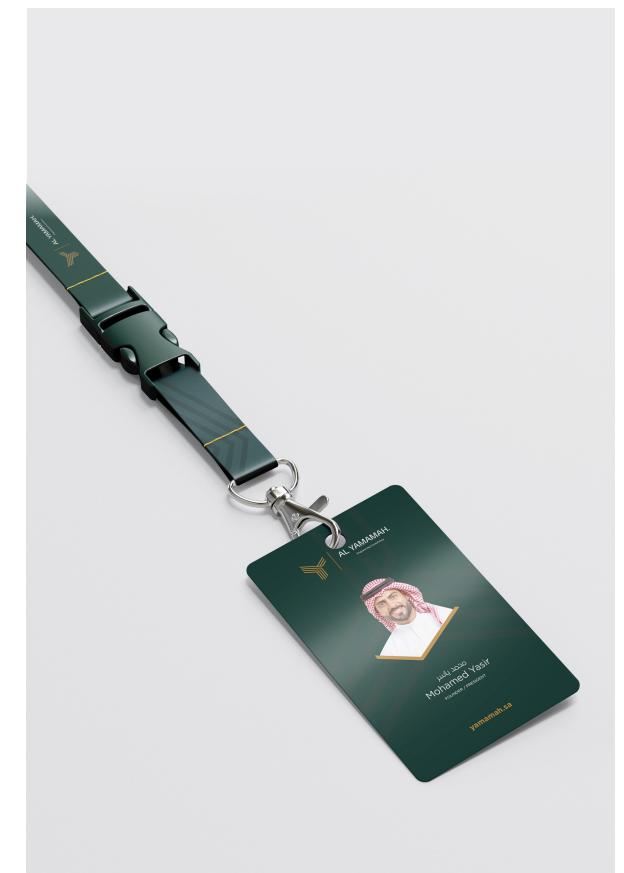
## Design Element

Al Yamamah Company logo can appear in official use, as shown here, and our official wordmarks can be used anywhere while maintaining the standard of our design.

## Brand theme - in use

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





02.

Logo

## 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 Al Yamamah engages with its customers and delivers on its promise of value.

### Brand Singature

The Al Yamamah brand signature consists of two components - the logomark and the wordmark. It is specially the logo mark which was made by brand elements. It should not be redrawn out or created under any circumstances.

### Y Shape

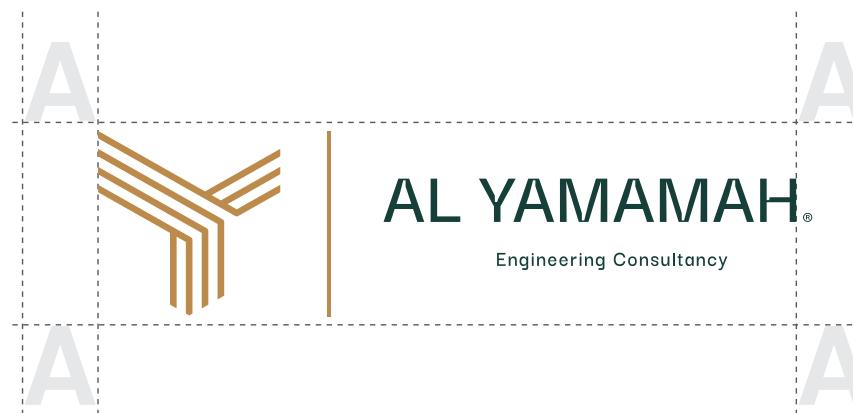
Our Y Shape is our main design element. It is suitable for any situation. You can contact the Al Yamamah brand team for further assistance.



## 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 Al Yamamah 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.

Vertical Stretch



Horizontal Stretch



Angle



Gradient



Symbol placement



Drop shadow



## Logos Colorways

There are two color versions of the Al Yamamah master logos

1. Al Yamamah full color logo  
This is the primary logo and for use on white backgrounds such as marketing collateral materials.

2. Al Yamamah Official logo logo  
This official logo can be used on official documents as letterhead and Invoice.

3. Al Yamamah black&white logo  
The greyscale version is used where color is not available.

### 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.

Primary logo



Official logo (bilingual)



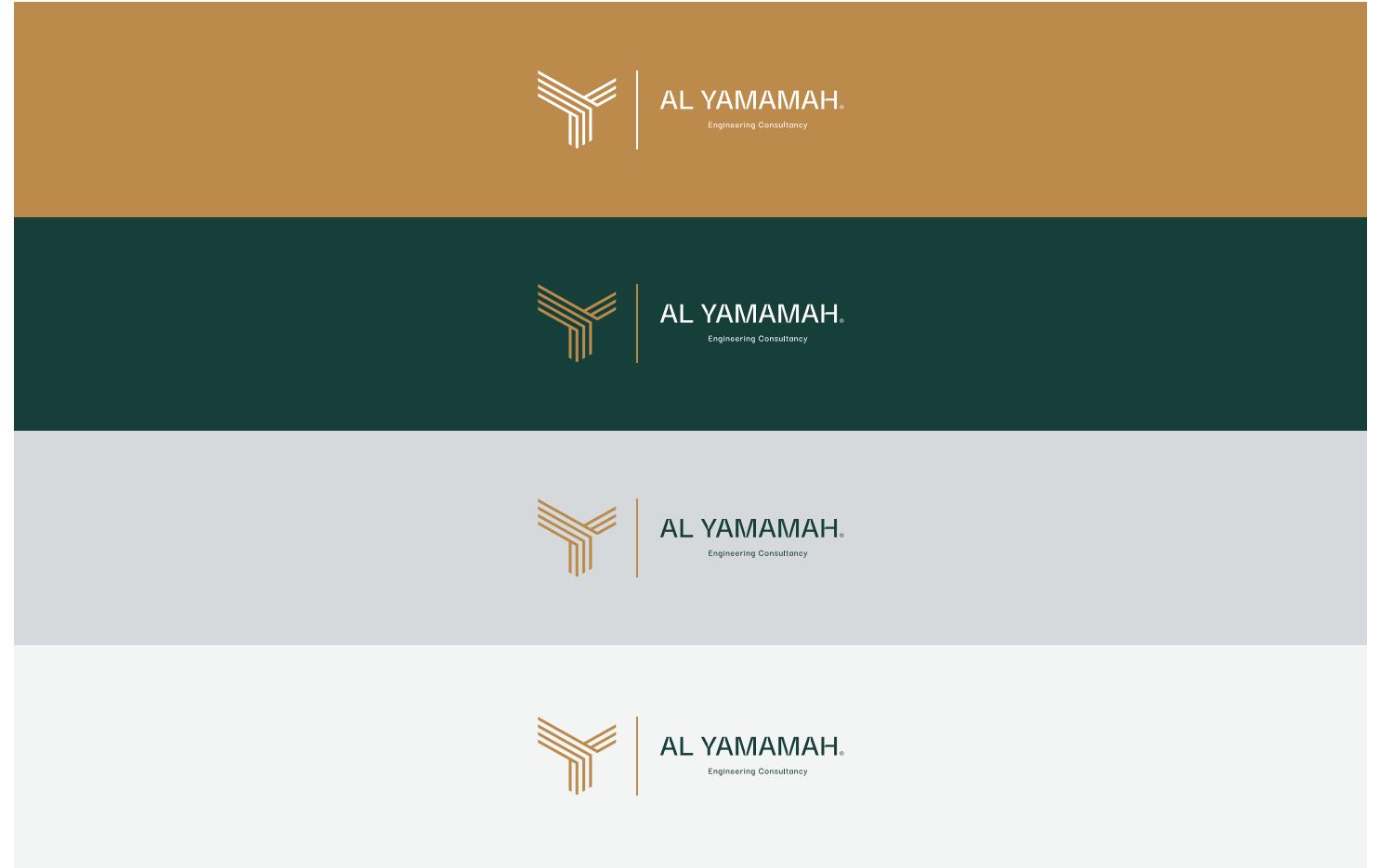
Grayscale logo



## Logo on Backgrounds

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

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



# 03. Color Guide

# Color Guide

## Primary Color

We use Sandy Gold and Palm Leaves Green as our primary colors. A sandy gold color represents Saudi Arabian sands, and a deep palm leaf green color represents cultural green.

## Secondary Color

Our secondary color are Manatee and Light grey. For collateral and marketing materials, both colors can be used.

Sandy Gold



PANTONE®

HEX bc8a4b

RGB 188, 138, 75

CMKY 21, 43, 79, 9

Palm Leaves Green



PANTONE®

HEX 16403a

RGB 22, 64, 58

CMKY 83, 47, 63, 56

Manatee



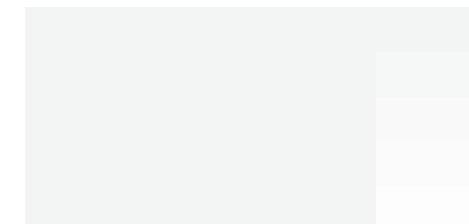
PANTONE®

HEX 95a0a4

RGB 149, 160, 164

CMKY 40, 27, 27, 6

Light Grey



PANTONE®

HEX 231f20

RGB 35, 31, 32

CMKY 0, 0, 0, 4

# 04. Typography

## Typography English

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

**Darker Grotesque** is our secondary typeface for display and body copy. It can also be used on collateral and marketing materials. Each font has several weights and oblique options.

**Bold**  
**Medium**  
**Regular**

Darker Grotesque

Darker Medium

Darker Regular

# 04. Typography

## Typography Arabic

Our typeface is 29LT Bukra Alt 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.

The typeface to be used for business communications, including letter writing, is Traditional Arabic.

The typeface for body text on websites, emails, and PowerPoint presentations is Simplified Arabic. No other Arabic fonts should be used. Arial is the standard system font. This typeface should be used to write letters and for presentations onscreen.

بُلْجِي  
لُوكَس

29LT Bukra Alt Bold

29LT Bukra Alt Regular

29LT Bukra Alt Light

# 05. 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.



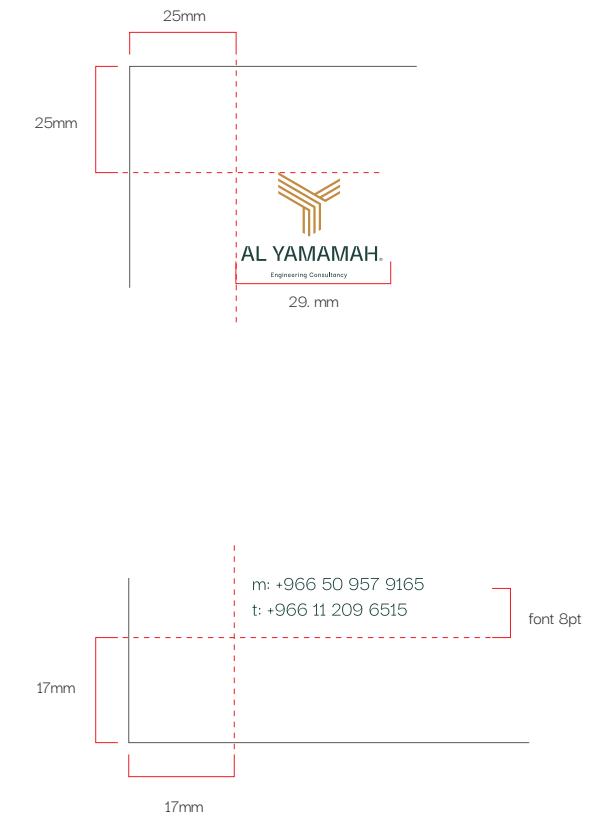
# 06. Stationary

## Letterhead

Al Yamamah wordmark has been created as artwork. It should not be altered or redrawn. In most cases, the wordmark should be printed in CMYK. Consult the Global Branding Center of Excellence before using Pantone® colors.

### Standard size

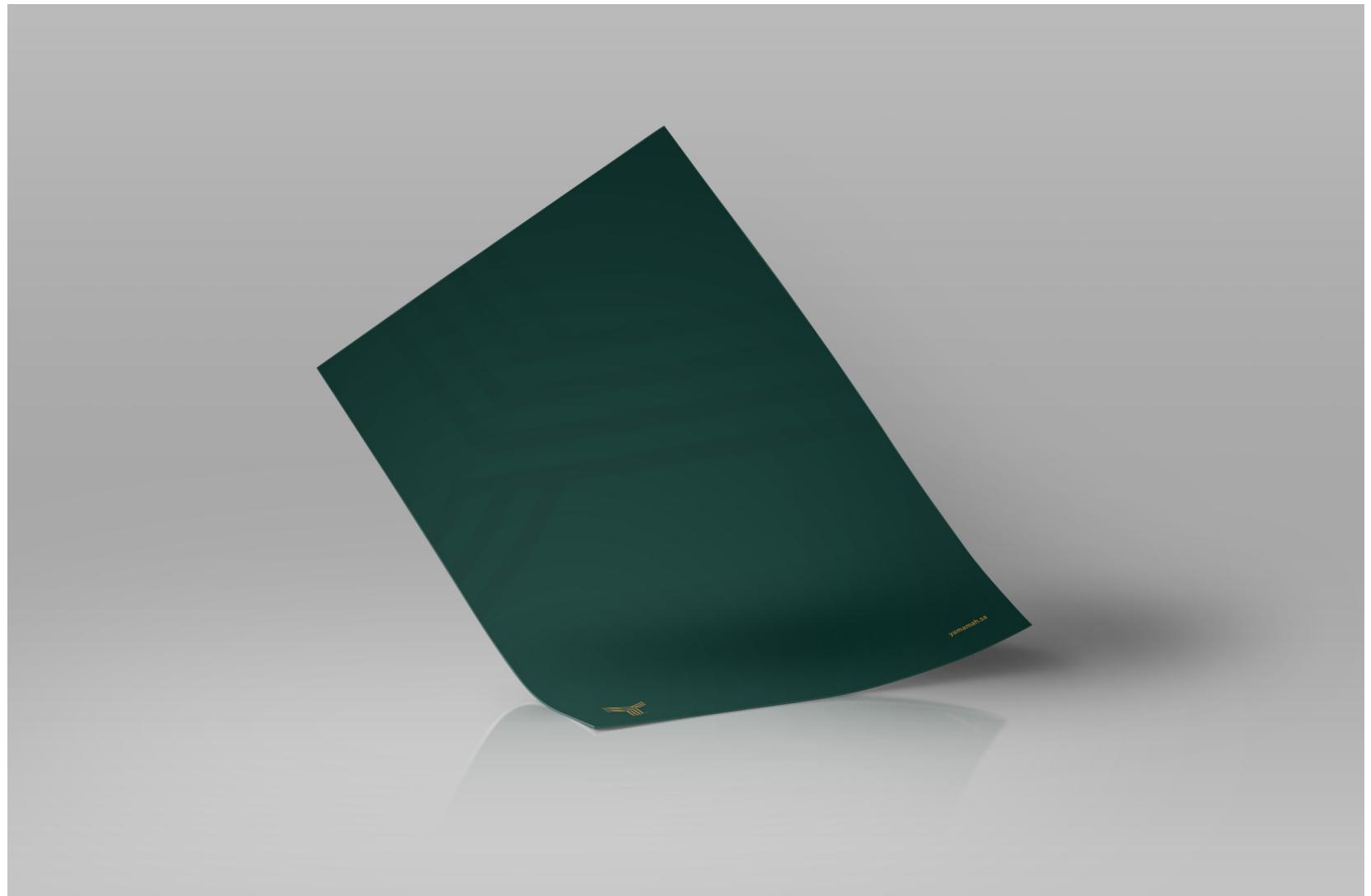
The standard size of the Al Yamamah logo on an A4 portrait execution is 30.5mm wide.



## Letterhead

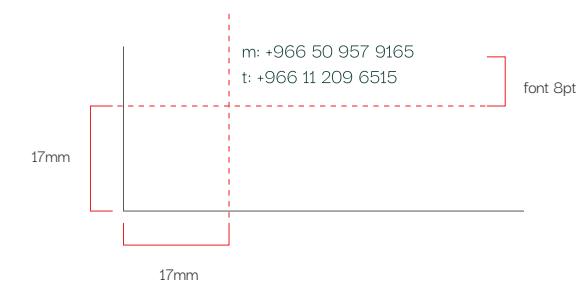
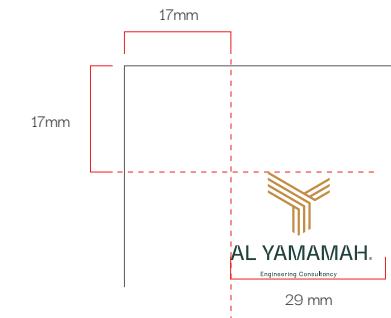
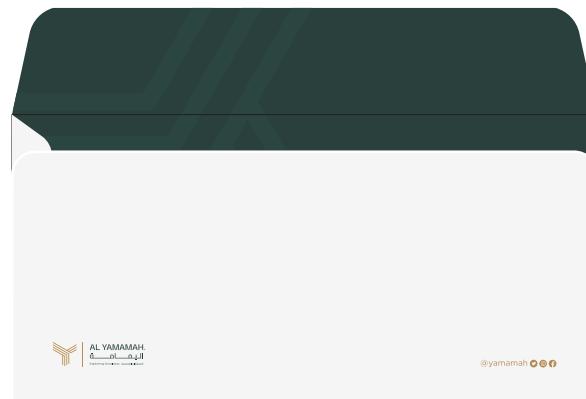


**Back**



## Envelope DL

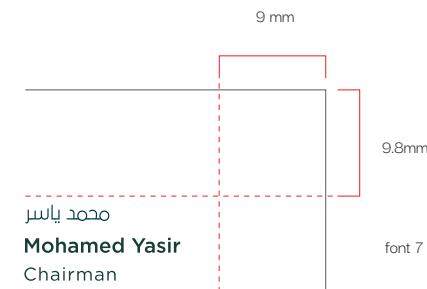
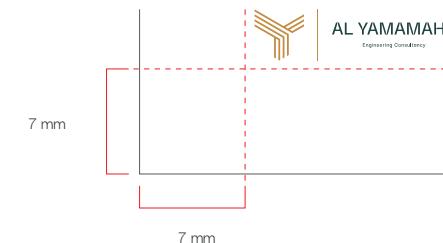
All envelope sizes of measurement are the same from DL size till A4



## Letterhead



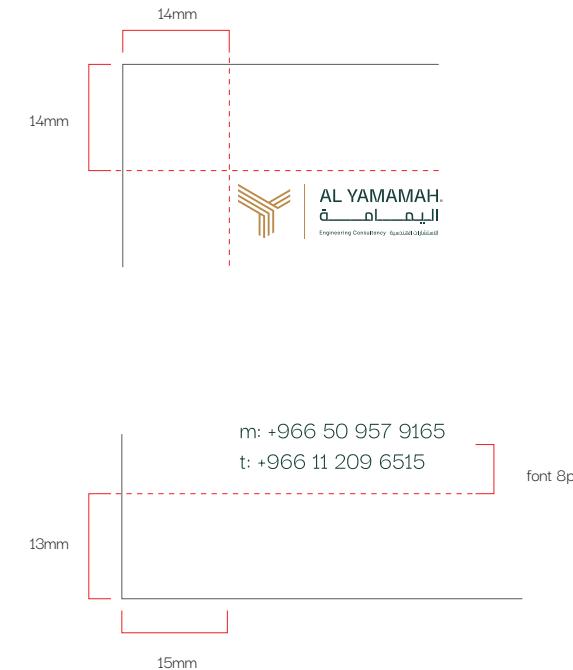
## Business Card



## Business Card



# Receipt Voucher



## Receipt Voucher



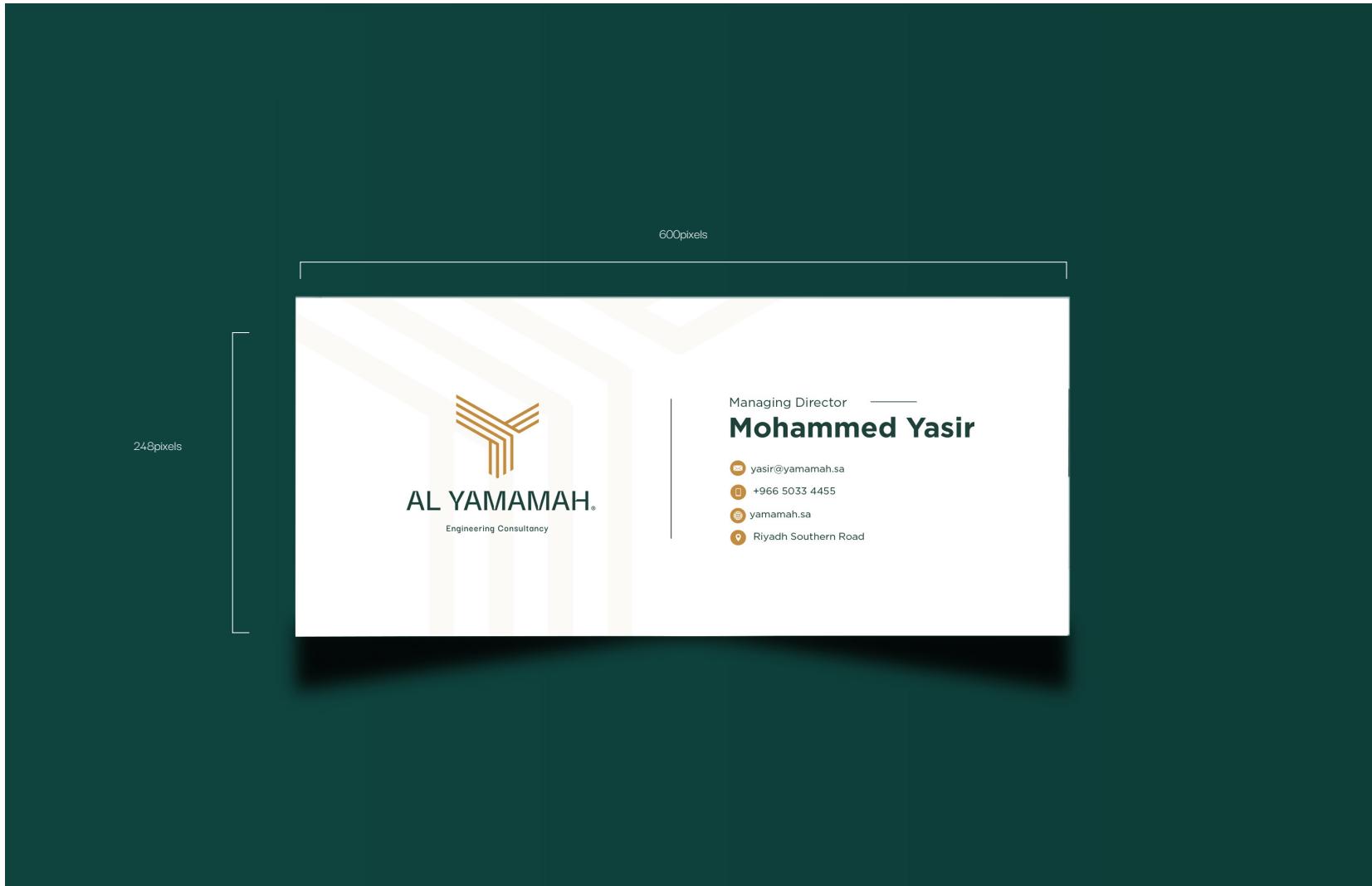
## Payment Voucher



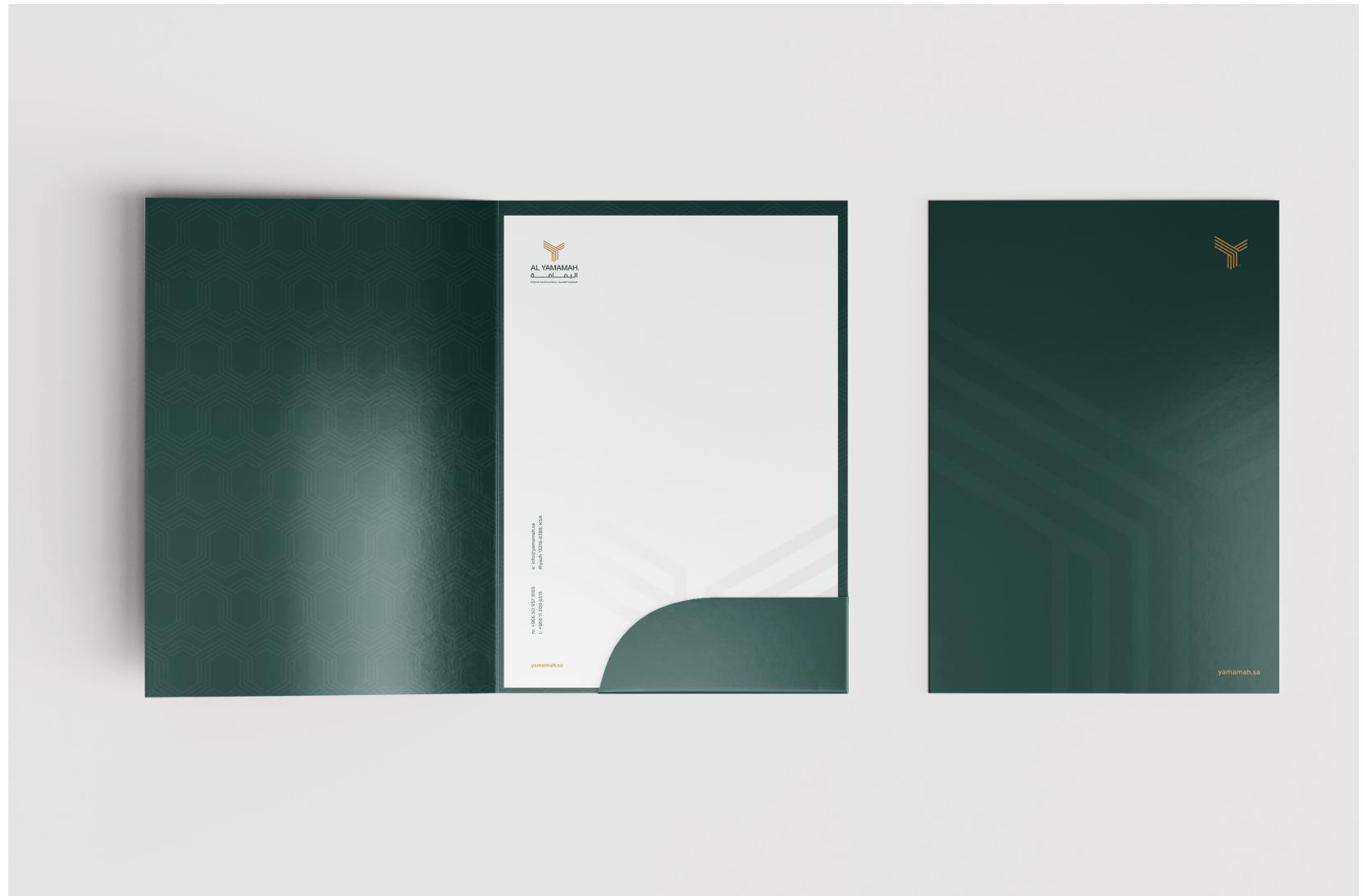
## Notepad



## Email Signature



## Folder



# 07. Gift Items

## Gift Items



## Gift Items

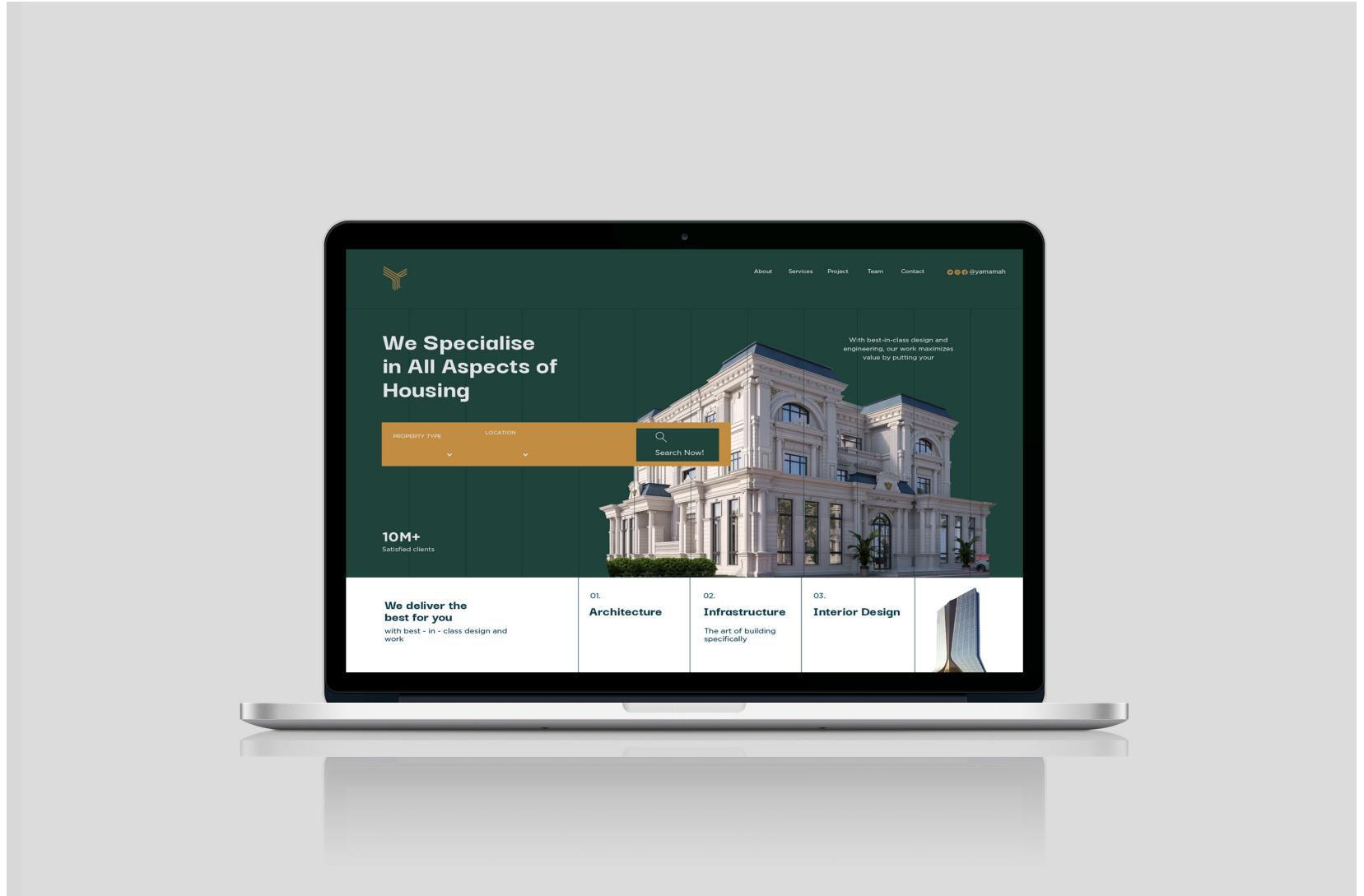


## Gift Items



# 08. Social Media

## Website



## Gift Items



## Gift Items



## Gift Items



## Gift Items



## Social Media Ad

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.



Alyamamah



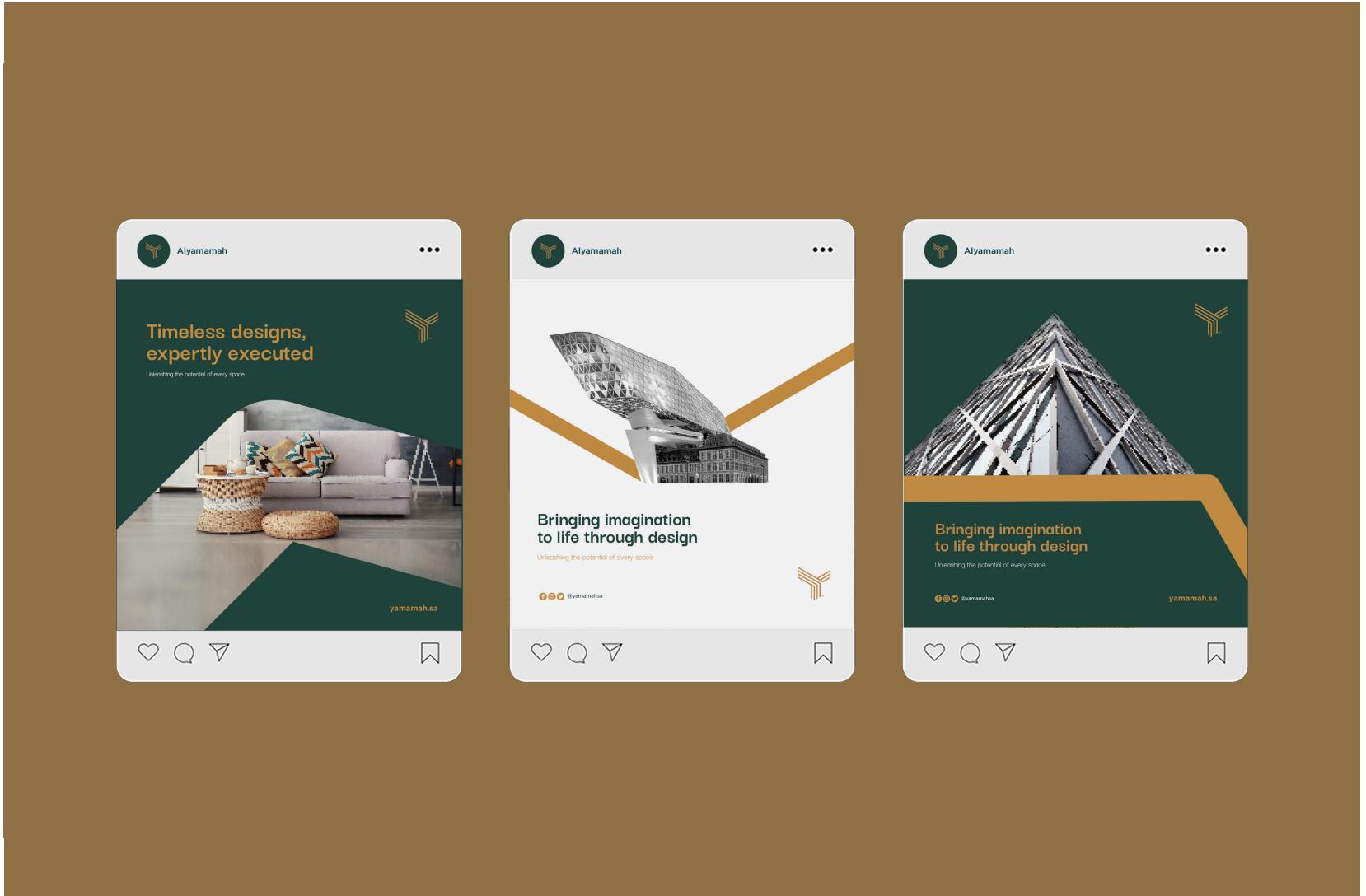
Alyamamah



Alyamamah



## Social Media Ad



## Poster



## Poster



## Poster



## Poster



**Mophi**



Mophi



## PowerPoint Slides #01

The collage consists of four distinct PowerPoint slides:

- Slide 1 (Top Left):** A dark green slide featuring the Al Yamamah logo (a stylized 'Y' icon) and the text "AL YAMAMAH. Engineering Consultancy".
- Slide 2 (Top Right):** An "About Us" slide with a gold header, a paragraph of text, and a photograph of a modern living room.
- Slide 3 (Bottom Left):** An "Our Services" slide with a gold header, a paragraph of text, and a photograph of an ornate interior room.
- Slide 4 (Bottom Right):** An "Our Projects" slide with a gold header, a photograph of a modern building at night, and a table showing project counts for Riyadh, Jeddah, Dammam, and Jubail.

Each slide includes a small "Page 0X/12" footer.

## PowerPoint Slides #02

The image shows a collage of five slides from a PowerPoint presentation, arranged in a dynamic, overlapping layout.

- Top Left:** A dark green slide featuring the Al Yamamah logo, which consists of three stylized orange/yellow lines forming a V-shape above the word "AL YAMAMAH" and the subtitle "Engineering Consultancy".
- Top Right:** A slide titled "About Us" with a sub-headline "Engineering Office". It contains text about the company's history and values, and includes a small image of a modern living room.
- Middle Left:** A slide titled "Our Services" with a sub-headline "Services". It lists several factors influencing their work, such as urban growth, time pressure, and client needs.
- Middle Right:** A slide titled "Our Projects" with a sub-headline "Riyadh". It features a large number "33+" and a small image of a modern building at night.
- Bottom Center:** A slide with the text "Page 04/12" containing a large, bold, italicized heading "Page 021~".

# Power Point Slides #03

The image displays four slide templates arranged in a 2x2 grid, each featuring the Al Yamamah logo in the top right corner.

- Slide 1: Our Team**  
A portrait of Mohammed Yasir, CEO, is centered. Below the portrait is a gold chevron graphic pointing downwards. Text on the left describes the company's history and approach. The footer includes the page number "Page 05/12".
- Slide 2: Our Growth**  
A bar chart showing growth over time. The x-axis has 12 bars, alternating between dark blue and orange. The y-axis has 5 tick marks. Text on the left describes the company's history. The footer includes the page number "Page 06/12".
- Slide 3: Table of Contents**  
A list of table of contents entries from 02 to 18, each with a small icon. The footer includes the website "yamamah.sa".
- Slide 4: Thank You**  
A dark slide with a faint background graphic of the Al Yamamah logo. The text "Thank you" is centered at the bottom.

## Power Point Slides #04

The image displays five distinct Power Point slide designs arranged in a collage:

- Slide 1 (Top Left):** A dark green slide featuring the company logo at the top left and the text "Thank you" in the center.
- Slide 2 (Top Right):** A white slide titled "TABLE OF CONTENTS" in bold black text. It lists page numbers and titles in orange text:
  - 02 Lorem ipsum dolor sit amet
  - 03 Consectetur adipiscing elit
  - 06 Do eiusmod
  - 08 Tempor incididunt ut labore et dolore
  - 09 Magna aliqua, Ut enim ad minim veniam,
  - 12 quis nostrud exercitation
  - 13 Fugiat nulla porioratur
  - 16 Excepteur sint occaecat
  - 18 Cupidatat non
- Slide 3 (Bottom Left):** A white slide titled "Our Team" in bold black text. It features a portrait of a man in traditional Middle Eastern attire (ghutra and agal) and the text "Over the course of its history, Al Yamamah Consultancy has worked with more than 100 clients as well as several larger clients in multiple sectors. Our approach is collaborative with our clients, resulting in long-term partnerships that ensure timely delivery of projects and are completed on time." Below the portrait is the name "Mohammed Yasir" and the title "CEO".
- Slide 4 (Bottom Center):** A white slide titled "Our Growth" in bold black text. It includes the subtitle "Over the course of its history, Al Yamamah Consultancy" and a small graphic of three upward-pointing arrows.
- Slide 5 (Top Center):** A white slide with the text "Page 02/12" in the top right corner, showing a large, faint watermark of the slide content.

## Billboard



## Construction Billboard



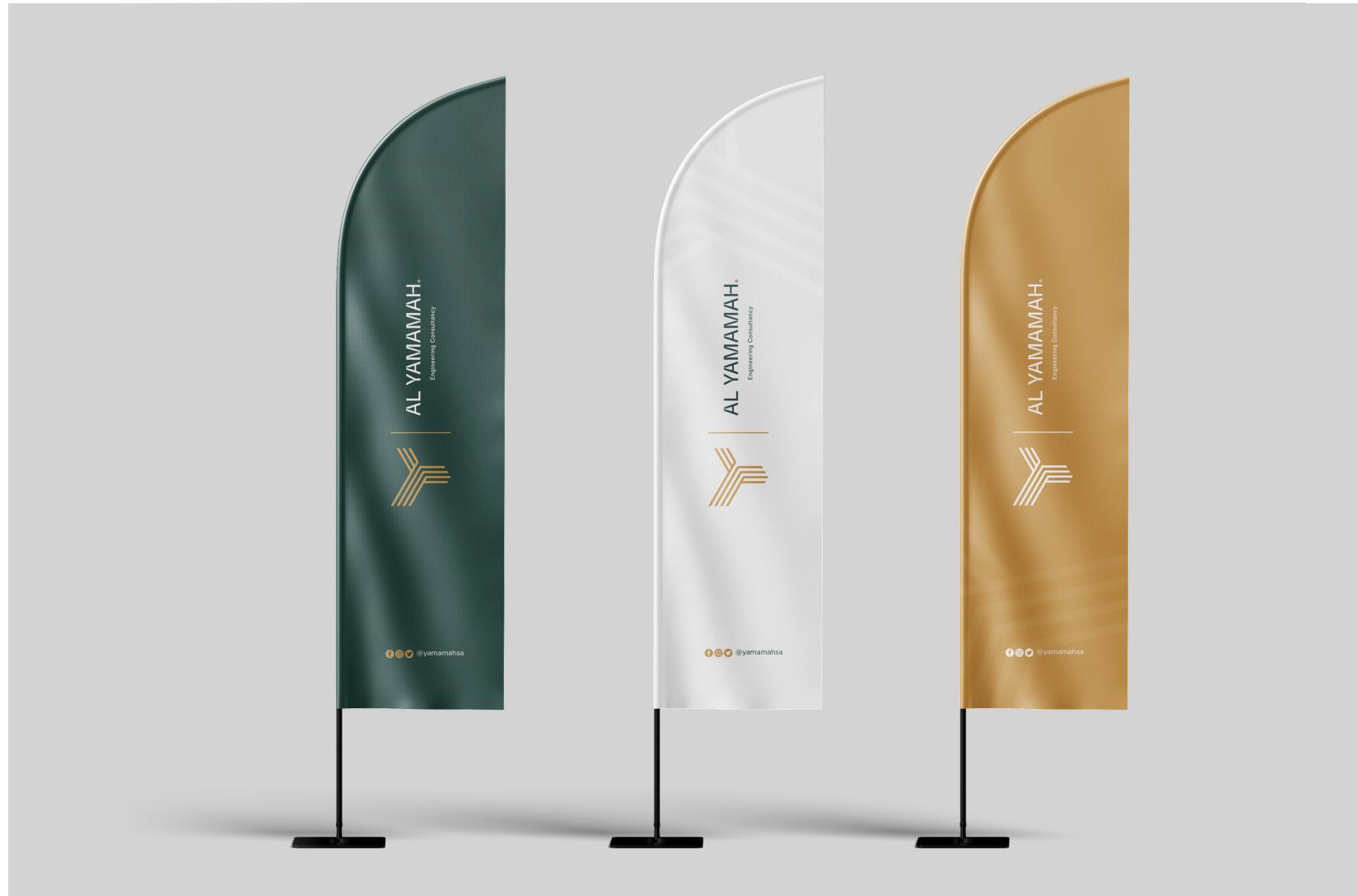
**Outdoor  
Residential #01**



## Residential Project #01



## Flag



## 3D Sign



## Indoor Flag



## Staff Car





## Brand Guidelines

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

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.

Designed by | thinkcreative.sa

### Thank you.

If you have any questions regarding the implementation of these Corporate Identity Guidelines or the Al Yamamah brand in general, please contact the marketing team at Al Yamamah Company for assistance.