

BRAND GUIDELINES

geidea.net

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INTRODUCTION

Geidea is a leading Saudi IT firm, characterized by its expertise in payment solutions. We are a customer-centered company. We consider our clients to be our success partners for they are an intrinsic part of our innovative thinking and they drive us to develop solutions tailored to their needs. We serve both the public and the private sector including but not limited to the banking sector, retail & wholesale as well as F&B, hospitality and healthcare.

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PERSONALITY

**FAST
TRUE
BEST
INNOVATIVE**

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BRANDMARK GUIDELINES

geidea®
جیدیا

6

BRANDMARK GUIDELINES

Logotype | 100%

geidea®
جیدیا

Logotype | 50%

geidea®
جیدیا

Logotype | 25%

geidea®
جیدیا

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BRANDMARK GUIDELINES

Logotype | 100%



Logotype | 50%



Logotype | 25%



Logo | 100%



Logo | 50%



Logo | 25%



8

BRANDMARK SPECIFICATIONS

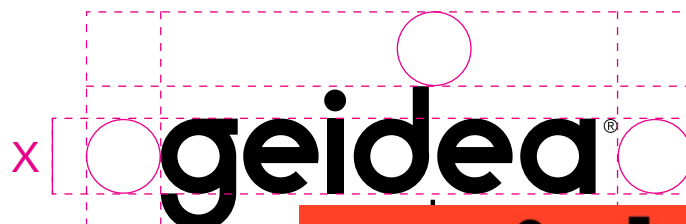
CLEAR SPACE

The construction of the clear space is based on the circular shape of the letter "a"; a circle which is the pillar of Geidea's typeface concept. The clear space is the minimum and should be increased wherever possible.

MINIMUM SIZE

The minimum size is the smallest size for which the logotype and brandmark can ever be reproduced. There are no maximum size restrictions as long as the clear space requirements are met.

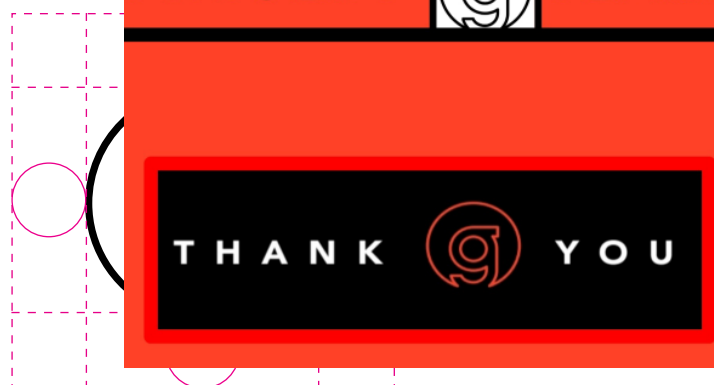
Logotype



Logotype | 2cm width



Logo



Logo | 1cm width



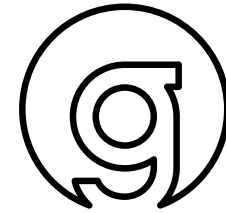
9

COLOR PALETTE

- 100% K
- C0 M0 Y0 K100
- R0 G0 B0

- PANTONE 805 C
- C0 M88 Y90 K0
- R255 G70 B48
- #FF4227

geidea®
جیدیا



geidea®
جیدیا



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SECONDARY COLOR PALETTE



PANTONE 7624 CP



C40 M100 Y85 K60



R83 G7 B7



#530707



PANTONE BUE 0821 C



C50 M0 Y20 K0



R120 G215 B208



#78D7D0



PANTONE BUE 719 CP



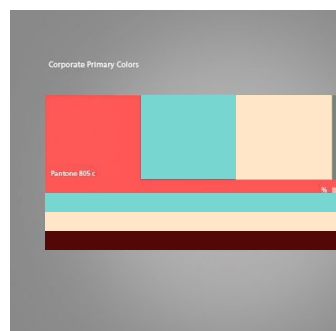
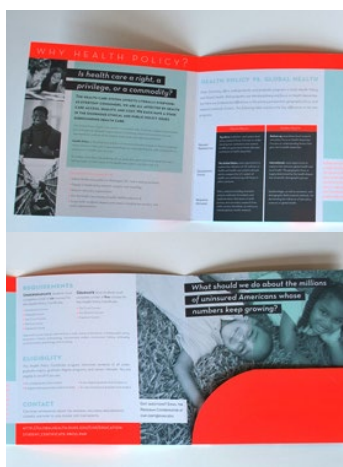
C0 M10 Y20 K0



R255 G230 B202



#FFE6CA



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BRANDMARK MISUSAGE

Geidea brandmark should only be reproduced from the master artworks and should not be redrawn or altered in any way.



Do not change the size of any of the elements in the identity system



do not distort the logo



do not use gradient



do not add drop shadow to the logo



Do not use the logo on a colored background



do not color the logo



do not blur the logo



do not implement effects to the logo

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BRAND TYPEFACES

Primary Fonts

English

Aa

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,/;>[]-#\$\$%^&*)1234567890

Aa

Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,/;>[]-#\$\$%^&*)1234567890

Arabic

أب

Helvetica Neue LT Arabic

ا ب ت ث ج ح خ د ذ ر ز س ش ص
ض ط ظ ع غ ف ق م ن ه و ي ء
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ئؤآأاقى

أب

Helvetica Neue LT Arabic

ا ب ت ث ج ح خ د ذ ر ز س ش ص
ض ط ظ ع غ ف ق م ن ه و ي ء
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ئؤآأاقى

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BRAND TYPEFACES

Secondary Fonts

English

Aa

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(.,/;>[]-#\$\$%^&*)1234567890

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PRINTED COLLATERAL

STATIONARY



15

PRINTED COLLATERAL

STATIONARY

Size

8.5 cm x 5 cm

Print Specifications

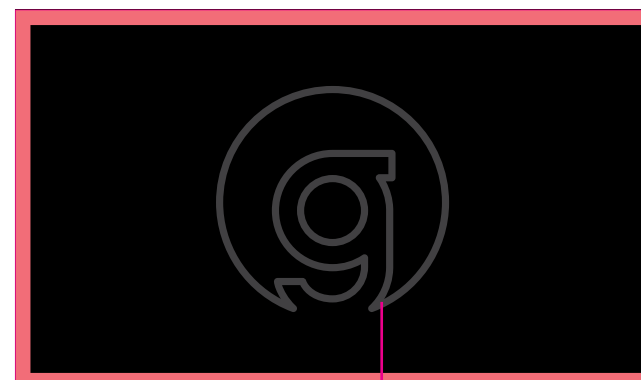
- Pantone 805 C
- 100% black
- Paper: back to back 2x(320gsm)

Finishing

- G black foil

Image is for visual reference only, please refer to artwork for reproduction.

BUSINESS CARDS



black foil

16

PRINTED COLLATERAL

STATIONARY

Size

21 cm x 29.7 cm

Print Specifications

- Pantone 805 C
- 100% black
- Paper: 115gsm

Finishing

- G Blind Embossing

Image is for visual reference only, please refer to artwork for reproduction.

LETTERHEAD



17

PRINTED COLLATERAL

STATIONARY

Size

22 cm x 11 cm

Print Specifications

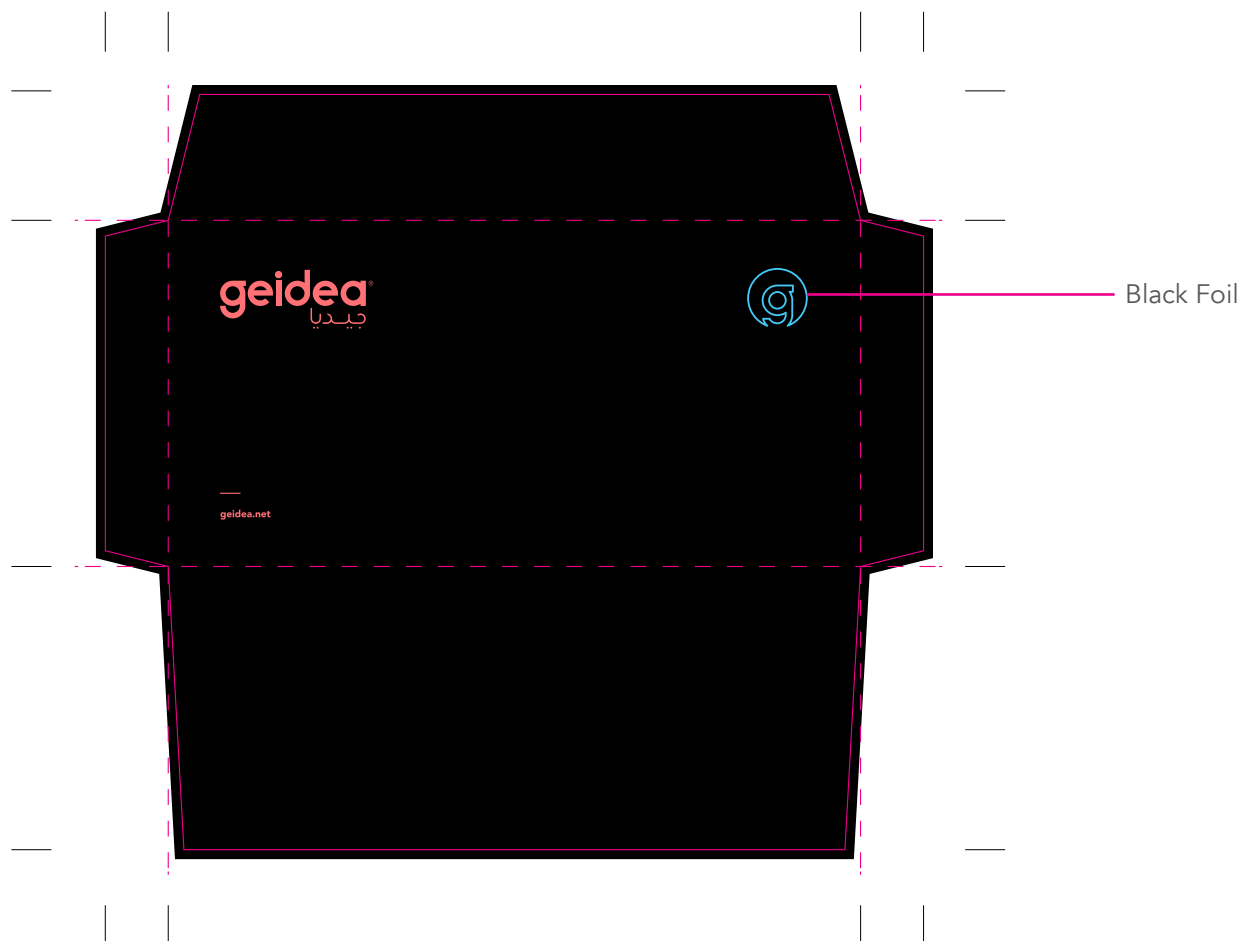
- Pantone 805 C
- 100% black
- Paper: 120gsm

Finishing

- Black Foil

*Image is for visual
reference only, please
refer to artwork for
reproduction.*

ENVELOP DL



18

PRINTED COLLATERAL

STATIONARY

22.9 cm x 32.4 cm

- Pantone 805 C

- 100% black
- Paper: 120gsm

- Black Foil

Image is for visual
reference only, please
refer to artwork for
reproduction.

ENVELOP C4



19

PRINTED COLLATERAL

STATIONARY

- Black pencils

Print Specifications

- Pantone 805 C

*Image is for visual
reference only, please
refer to artwork for
reproduction.*

PENCILS



20

PRINTED COLLATERAL

STATIONARY

- Black mousepads

Print Specifications

- Pantone 805 C

*Image is for visual
reference only, please
refer to artwork for
reproduction.*

MOUSEPADS



21

PRINTED COLLATERAL

STATIONARY

- White mugs
- Black mugs

Print Specifications

- 100% K black
- White printing on black

*Image is for visual
reference only, please
refer to artwork for
reproduction.*

MUGS

you're talking to a  enius

you're talking to a  enius



22

PRINTED COLLATERAL

STATIONARY

Size

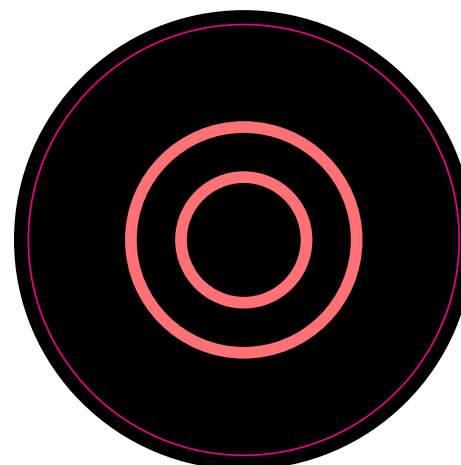
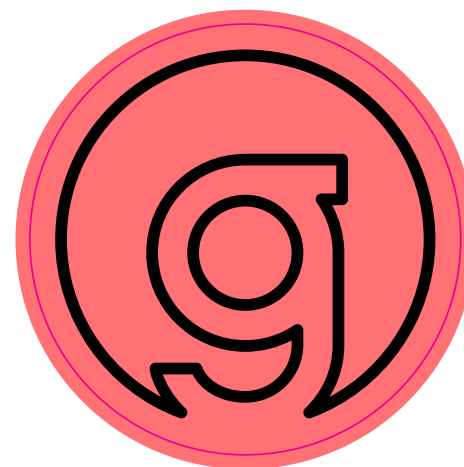
9 cm x 9 cm

Print Specifications

- 100% K black
- Pantone 805 C
- Paper: back to back printing 2x(350gsm)

Image is for visual reference only, please refer to artwork for reproduction.

COASTERS



23

PRINTED COLLATERAL

STATIONARY

- Black tote bag

Print Specifications

- White printing

*Image is for visual
reference only, please
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reproduction.*

EVERYDAY USAGE LNEN BAG



24

PRINTED COLLATERAL

STATIONARY

- Magnatic Pin

Specifications

- Metallic silver

*Image is for visual
reference only, please
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reproduction.*

AABAYA & THOB PIN



25

PRINTED COLLATERAL

BRANDING

- Car Branding

Specifications

- Vinyl Sticker Black
- Vinyl Sticker Red/Yellow Fluorescent 7725se-331 3M

Image is for visual reference only, please refer to artwork for reproduction.

CAR



26

PRINTED COLLATERAL

BRANDING

- POS machines

Specifications

- Vinyl Sticker
Pantone 805 C
Black 100%K

Image is for visual reference only, please refer to artwork for reproduction.

TERMINALS

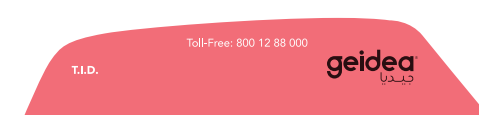
spectra T1000
129.618mm x 30.098mm



vx 675
129.82mm x 29mm



vx 520
119.029mm x 26.263mm



27

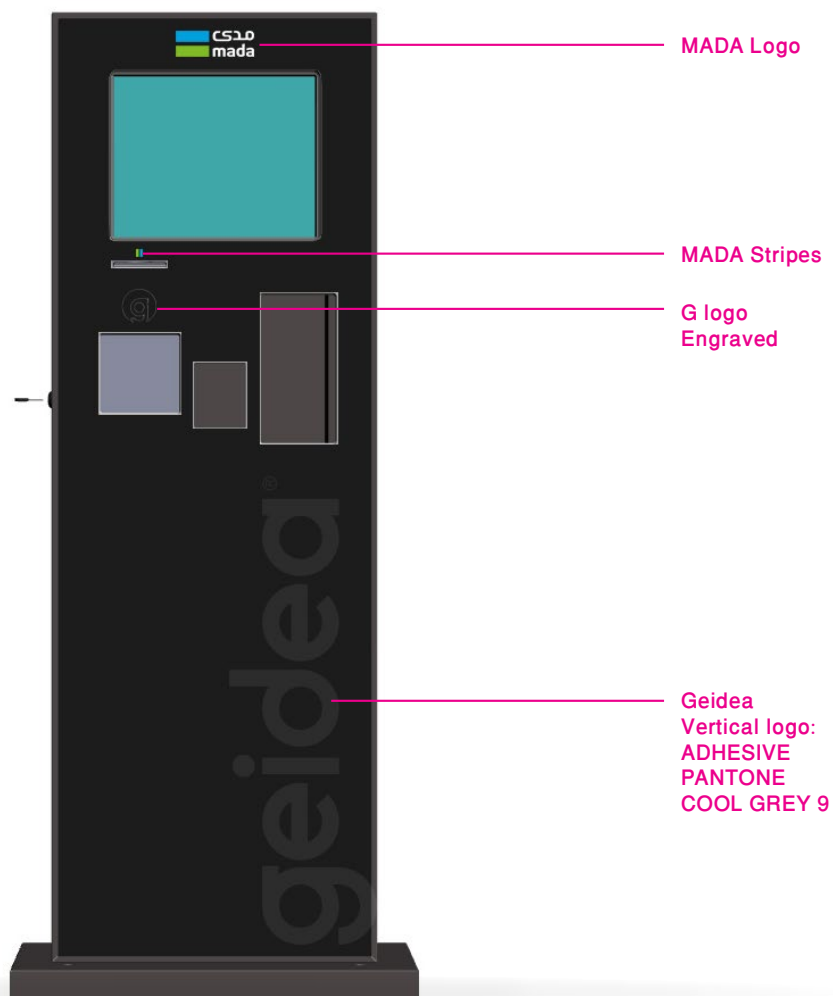
PRINTED COLLATERAL

BRANDING

- K2 Slim verisone

*Image is for visual
reference only, please
refer to artwork for
reproduction.*

TERMINALS



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PRINTED COLLATERAL

BRANDING

- Spectra SP530

*Image is for visual
reference only, please
refer to artwork for
reproduction.*

TERMINALS



T H A N K  Y O U

GET IN TOUCH

geidea
جيديا

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