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Visual Identity and Brand Usage Guide Commercial

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To be the leading partner that our clients rely on to provide innovative media

and marketing solutions using artificial intelligence and technology.

Advanced To achieve our clients' success



We are committed to enabling our clients to achieve their goals through comprehensive solutions that

combine creativity, innovation, and technology. We focus on providing marketing services.

Effective Enhance their distinction in the digital world.

The company logo is used to represent the company through its visual

materials. The logo comes in:**Two basic forms:**

1 Horizontal logo | Main Design

- This design has priority to be chosen for formal representation, unless there are motives for using symbolic form.
-
-
-
-



2 The symbolic logo | Minimum representation

- This is used in cases of Only for circular or small surfaces such as account logon or building employee buildings.
-
-
-
-



The company has two ways of displaying the logo, either in the colors that

represent the company or in the color Secondary (reversed) As shown:

Master version

- The company is represented by the identity colors.

- colorful logo

Design Logo in colors The original in a positive copy that is placed on all

Transactions and backgrounds.

Secondary version

Used in special cases It is a single color only.

- The inverted logo 

white color: It is being placed The logo  white on some special backgrounds.



We use the font family in our designs. **TS Kufidia** To write descriptive texts in various designs

The font is available in Arabic and Latin:



Arabic language



Latin language

Arabic | ia

Latin | a

A B C D E F G H I J K L
M N O P Q R S T U V W



Slide



wipe S

User

The line

The language of colors is digital par excellence and reflects personal traits. Our corporate identity:

Main colors

- The color gradient in the company logo symbol represents the basic color elements associated with our corporate identity.
- Accordingly, the basic assortment consists of gradient colors and is used to represent the company.



#a812d4



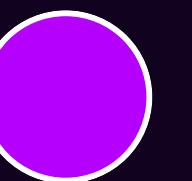
#884091



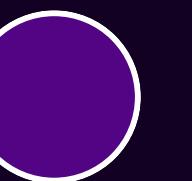
#a54e98

Secondary colors

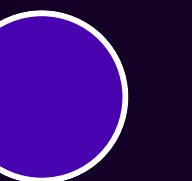
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#4902af

- For social media designs Dia and ads)RGB(For printing)CMYK(

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NV

YOUR COMPANIONS TO REACH
THE SUMMIT ...

Please follow to reach the summit

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Thank you