الحاكمية
alhakmiah

Brand
Manual

Introduction

A strong brand Identity helps us be clear about who we are and what we stand for. It lets us reinforce what is unique about our brand and what customers and stakeholders can expect when they encounter our communication through the organization's channels, people or products.

We have taken a strategic initiative to develop a master brand strategy that would differentiate us from other life science organizations, serve as a guide for business decisions, facilitate growth opportunities, and clarify the values and traits all employees embody.

A brand is more than a name.
A brand is more than a logo on a box.
And ultimately, a brand is more than a product.

Brand Colours &
Logo Usage

Logo Look & Feel

الحاكمية

alhakmiah

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Logo

A brand's logo is the type in Arabic and English, make sure not to separate the two words.

Position, size, and colour along with the spatial and proportional relationship of the logo elements have been predetermined and cannot be altered.

To ensure consistent representation of brand's identity always use high quality production methods.

Clear Space & Minimum Size

In terms of ensuring clarity and consistency, nothing is more important than the correct use of our brand mark.

Clear space

We respect the logo by giving it some space. The minimum clear space that must surround the logo is equivalent to the height of its Arabic letter "ك"

Minimum Size

In print, the logo should never appear smaller than 1" (25mm). On-screen, it must appear at least 70 pixels wide.

Minimum Size

On-screen: 70 px
Print: 1" (25mm)

# Brand Colours

Corporate colours

Colours provide a strong visual link to our brand identity across a wide range of applications. The colour Pantone Navy Blue 3035C and the gradient have been selected as the primary brand colours. While Pantone 3258C, Pantone 109C (Turquoise & Yellow) are the secondary colours.

The varying hues of these colours serve to reflect the essence of the brand.

The Navy Blue adds depth and stability that resonates with the true persona of the brand.

The brand colours and its hues are to be applied and followed precisely across all communications.
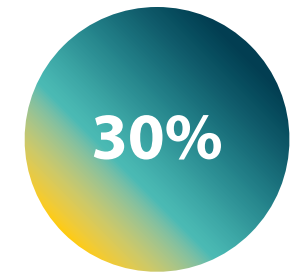
MAIN COLOURS
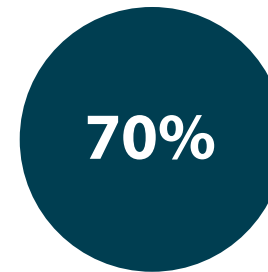
70%

PANTONE 3035 C

PANTONE 3035C (Navy)
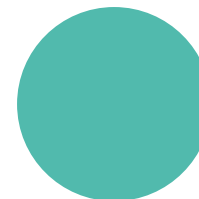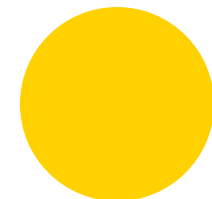CMYK 100 62 45 43
RGB 0 61 81

30%

Gradient

SECONDARY COLORS

PANTONE 3258 C

PANTONE 3252C
CMYK 65 0 39 0
RGB 73 195 177

PANTONE 109 C

PANTONE 109C
CMYK 0 17 100 0
RGB 255 209 0

AlHakmiah Brand Guidelines

Incorrect Logo Usage

Logos

The integrity of Al Hakmiah identity should be protected at all times. It is sacrosanct to maintain the honour of the brand identity.

Take care to refrain from indulging in applications that are unparalleled to the identity ideals. Illustrated on the right are some incorrect uses of the brand and should never be applied.

The main rule is not to jeopardise the visibility of the brand. Hence, any act that can disrupt the clarity and visibility of the logo is prohibited.

Our brand is our identity. It is your responsibility to make sure it is represented in the most appropriate manner possible.

Never distort the logo

Never place full colour logo on an unspecified colour

Never place the logo on patterns

Never place the logo on complex images

Typography

Typefaces

Typography is an important aspect of our brand identity. Our typographic style contributes to our distinct and unique aesthetics.

The following are illustrations of typography usage that need to be adopted to ensure uniform consistency in all our communications.

AlHakmiah - Ar (Thin)

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م

١١:،.ن ه و ي١٢٣٤٥٦٧٨٩.

AlHakmiah - Ar (Regular)

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك

١١:،.ل م ن ه و ي١٢٣٤٥٦٧٨٩.

AlHakmiah - Ar (Bold)

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق

١١:،.ك ل م ن ه و ي١٢٣٤٥٦٧٨٩.

Ubuntu Light
abcdefghijklmnopqrstuwxyz
ABCDEFGHIJKLMNOPQRSTUWXYZ

Ubuntu Medium
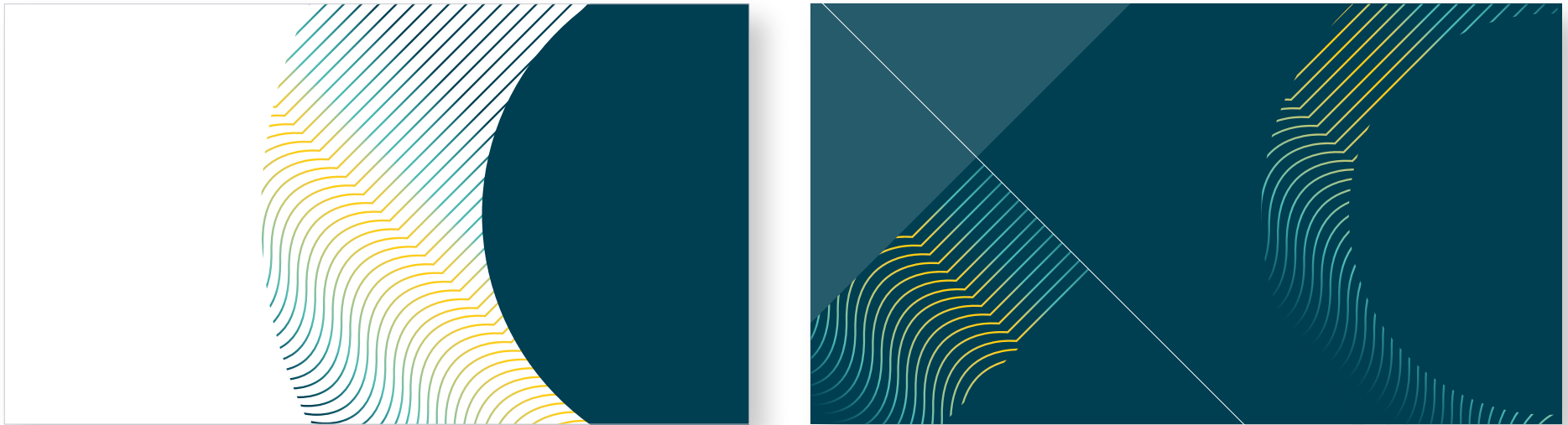**abcdefghijklmnopqrstuwxyz**
ABCDEFGHIJKLMNOPQRSTUWXYZ

Ubuntu Bold
abcdefghijklmnopqrstuwxyz
ABCDEFGHIJKLMNOPQRSTUWXYZ

Theme
Support Element Pattern 1
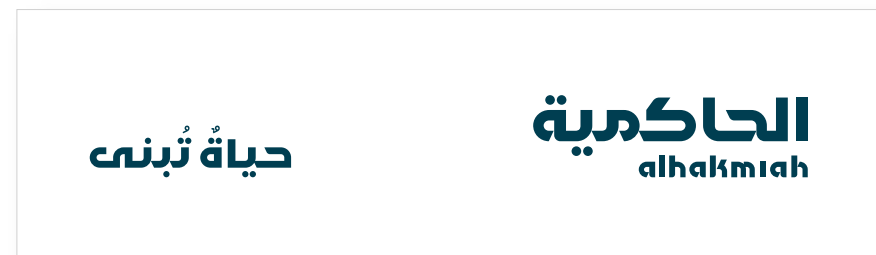
Theme

Support Element Pattern 2

Brand Logo

Slogan

حياة تُبنى

Layout

Social Media

Page Cover