



Visual Identity Guidelines 2025

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Logo properties

Concept

- . Tamkeen Almusanadah logo consists of several elements to express manpower, maintenance and operation.
- . The design relies on the logotype in a strong, thick calligraphy style that is in line with the serious and practical style, and expresses confidence and responsibility.



Logo properties

Main Logos

Full color

- . The main logo consists of a logo icon and Logotype.
- . The main logo is the preferred logo for use.
- . Please do not try to modify any part of the logo or try redesigning it.



Main Logos

Gray

- . Sometimes logo printing in color is not possible.
- . There are other copies available - these copies can only be used in certain circumstances, which are determined and approved by the administration.
- . The gray copy of the logo is used on a white background in the event that full color printing is not possible.



Main Logos

Black and White

- . If the logo cannot be printed in color.
- . There are other copies available - these copies can only be used in certain circumstances, which are determined and approved by the administration.
- . The black and white logo is used when printing in black and white only.



Main Logos

Monochrome

- . The logo is used in monochrome when the logo cannot be printed in Full colors.
- . Mono logo printed in any of the colors included in the design when using the white background and when full-color printing is not possible.



Logo properties

Secondary Logos

Full color

- . In addition to the main logo described above, there is also a secondary logo that can be used as needed.
- . Please do not try to modify any part of the logo or try redesigning it.



Secondary Logos

Monochrome

- . The logo is used in monochrome when the logo cannot be printed in Full colors.
- . Mono logo printed in any of the colors included in the design when using the white background and when full-color printing is not possible.



Logo properties

Logo fonts

English and Arabic Logotype used the **IBM Plex Sans Arabic Font**

- . Please do not change the place of the font.
- . Please do not use any Fonts not mentioned above while maintaining the relative distance between logotype and icon.



Logo properties

Exclusion zones

- . The exclusion zone (the excluded area limit around the logo is specified to ensure that the logo is prominent enough).
- . The minimum area allowed for the main logo is shown here.
- . Please always allow more space if possible.



Logo properties

Incorrect use



Do not add shadow
of the logo elements.



Do not change the colors
of the logo elements.



The logo should not be
distorted.



Do not use the logo
typically, ignoring the clear
and defined area around
the logo.

Color Palette

Color palette

Main Colors



#38396e

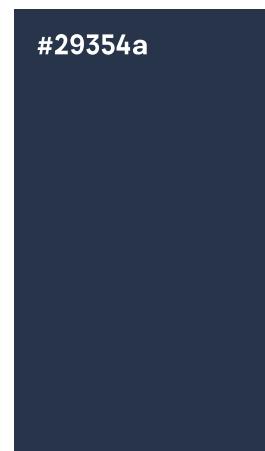
C 91 R 56
M 88 G 57
Y 28 B 110
K 16



#dec096

C 13 R 222
M 23 G 192
Y 44 B 150
K 0

Secondary Colors



#29354a

C 86 R 41
M 74 G 53
Y 47 B 74
K 43

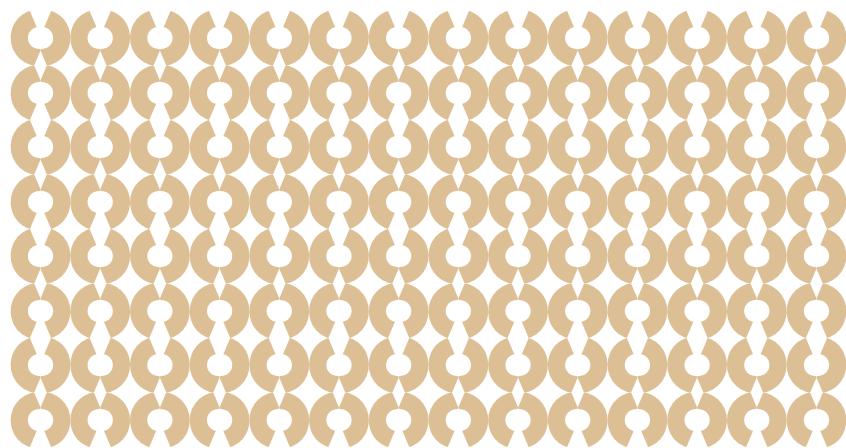
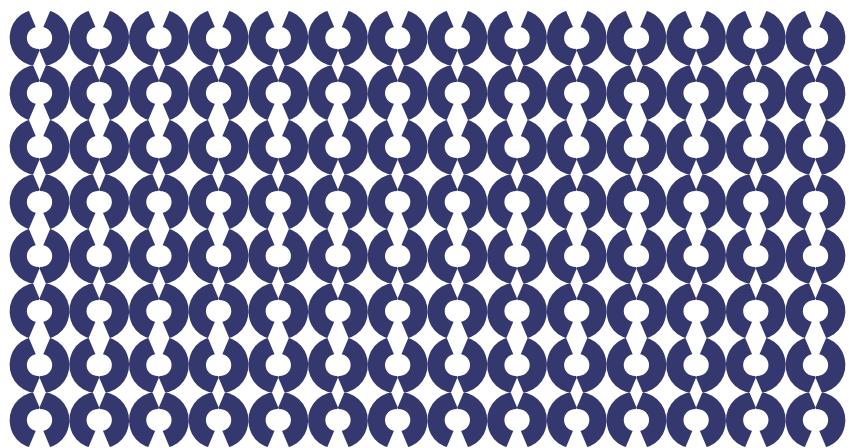


#6bb6b4

C 58 R 107
M 10 G 182
Y 31 B 180
K 0

Patterns

Patterns



Font Style

Somar Sans (Standard)

أبْتَثْجَحْخَدْرَزْسْشَصْضْطَعْغَفْقَكْلْمَنْوْيِي
أبْتَثْجَحْخَدْرَزْسْشَصْضْطَعْغَفْقَكْلْمَنْوْيِي

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

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

a b c d e f g h i j k l m n o p q r s t u v w x y z

a b c d e f g h i j k l m n o p q r s t u v w x y z

٩٨٧٦٥٤٣٢١

٩٨٧٦٥٤٣٢١

123456789

123456789

Identity

9 cm



5.5 cm

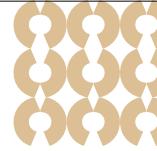
5.5 cm

Business card

Size: (9 × 5.5) cm



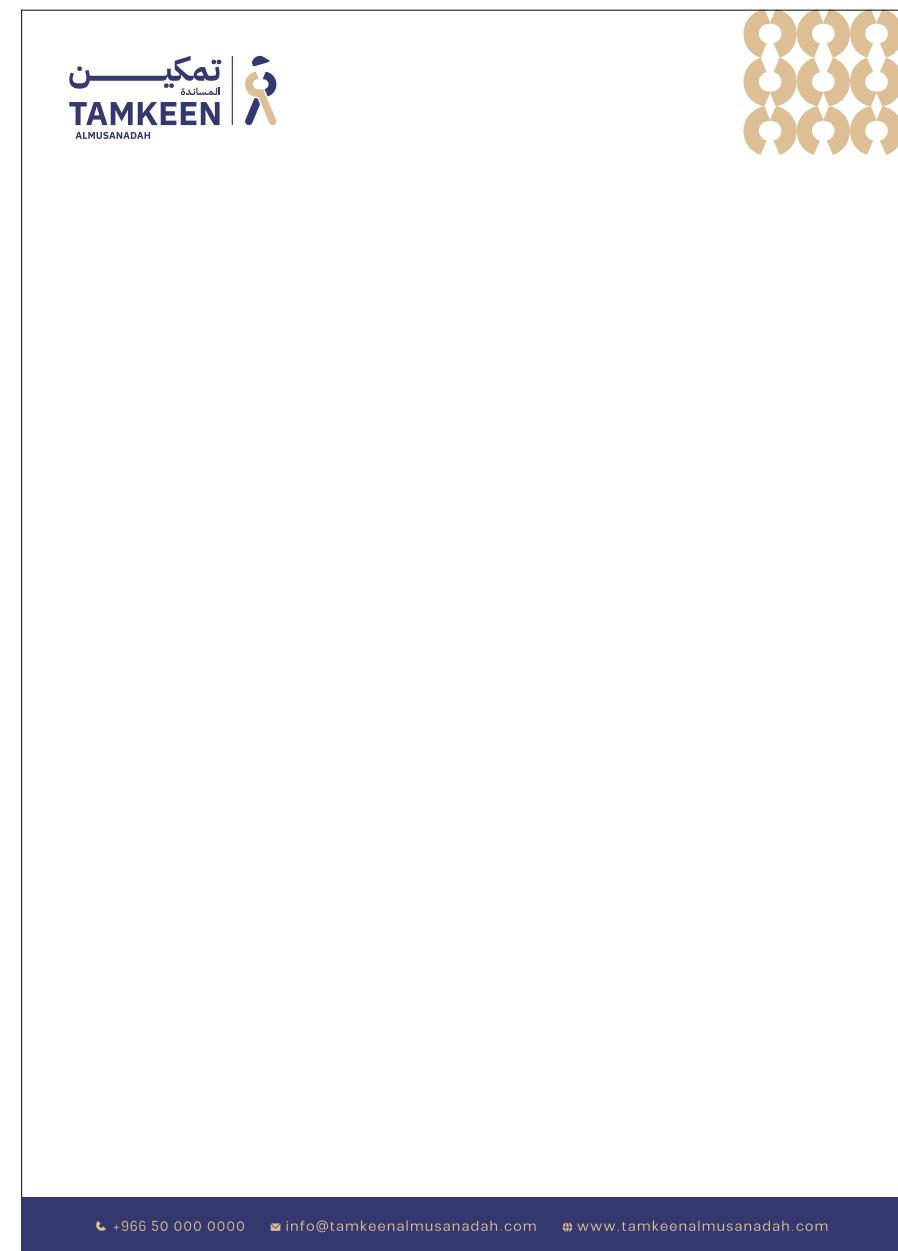
21 cm



29.7 cm

Letterhead

Size: A4 (29.7 × 21) cm





Envelope DL

Size: (22 × 11) cm





Folder

Size: (45 × 31) cm

45 cm



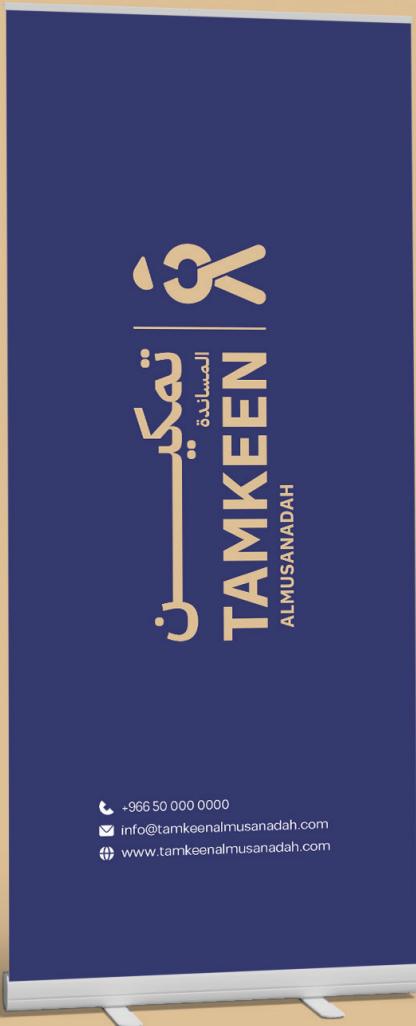
31 cm



Rollup

Size: (85 × 200) cm





Stamp

Size: (6.5 × 4) cm





Memo Book

Size: A5 (21 × 14.8) cm



Uniforms



Uniforms



Uniforms

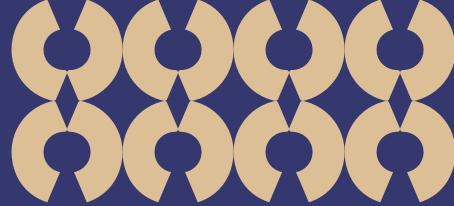


Uniforms



Email signature





Thank you

