

Contents

- 0.1 The Logo
- 0.2 Logo Specifics
- 0.3 Typeface Details
- 0.4 Colour Specifications

0.1

The Logo

WHITE BACKGROUND



DARK BACKGROUND



0.2 Logo Specifics

Grey striped area indicates Safe Zone.

Other graphical and visual elements can be safely positioned up to the adjoining Blue area.

Blue indicates Clear Space.

The blue area must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the measurement '■' Sign (equal to the height of the Plus Sign The width is equal to the height.)



* Objects around the logo are locked

Use the selection tool to select the logo with the safe area.

0.3

Typeface Details

The Typeface Family

Only one font style is used for the logo from the typeface family: **Taviraj**.

The huge variety of font weights and widths will ensure immense flexibility, and consistency for the future growth of the YallaGoods identity.

Taviraj

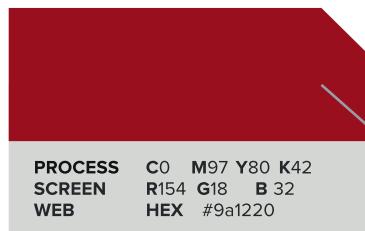
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ‘?’ “!” (%) [#]{@}/&<-+÷×=>®©₪€£¥₵:,.*

* *Taviraji Font is Open Type Font and free on Google Fonts :*
<https://fonts.google.com/specimen/Taviraj?category=Serif&subset=latin>

0.4

Colour Specifications

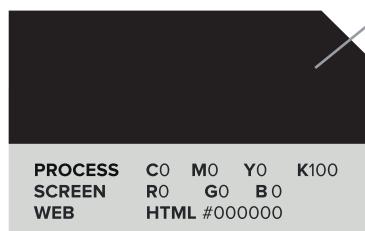
PANTONE P 8-54 U



PANTONE P 8-48 U



BLACK



THANK YOU



📍 P.O.Box : 84245, UAE, Sharjah, Al Majaz 3, Buhaira Corniche St, Crescent House Tower, Office no. 605.

📞 + 971 (6) 52 6666 0

📠 + 971 (6) 52 6666 1

✉️ info@effective-EMEA.com

🌐 www.effective-EMEA.com