

CONNECTING HANDS



GRAPHIC GUIDELINES



LOGO



COLORS



TYPOGRAPHY



ICONOGRAPHY

CONNECTING HANDS



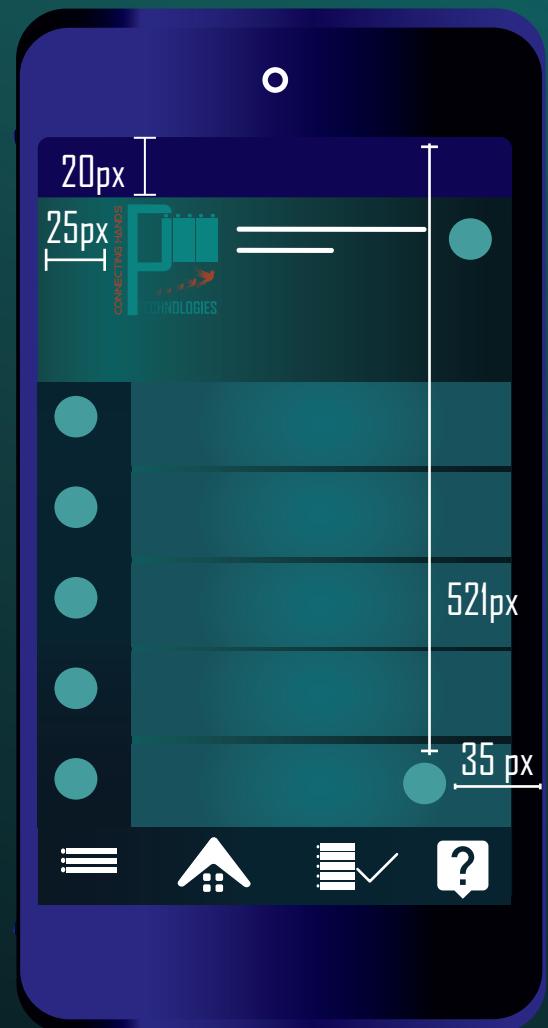
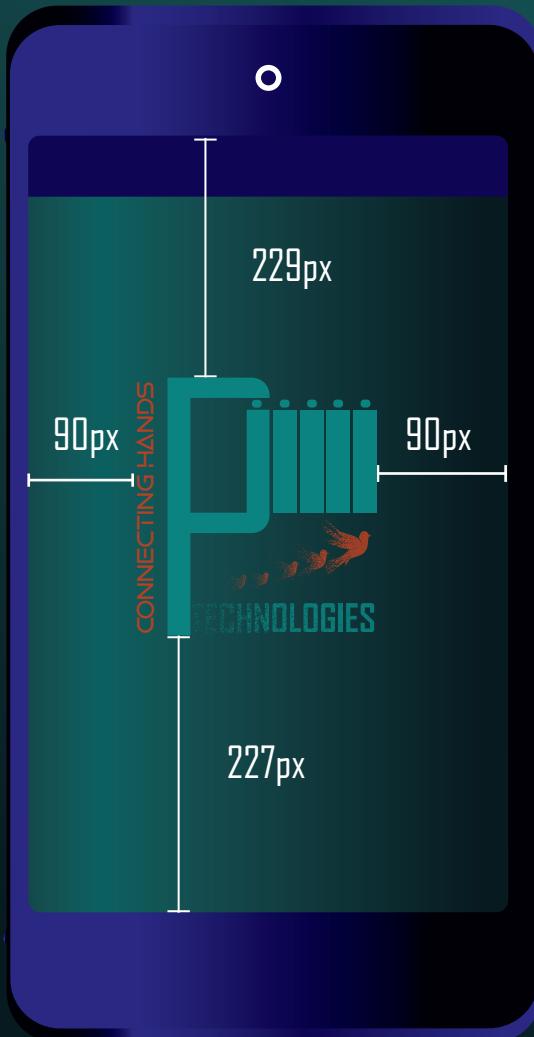
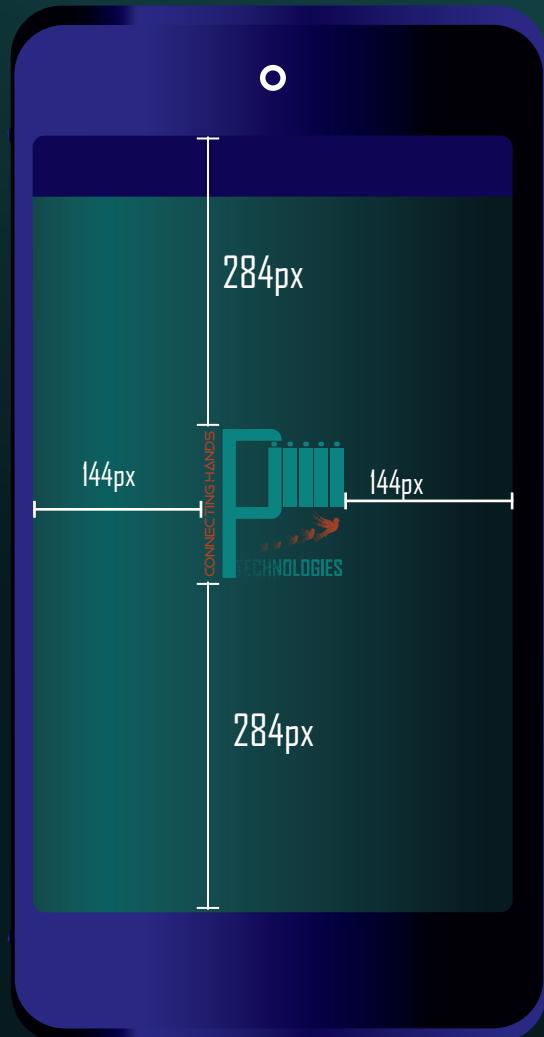
BRAND GUIDELINES

LOGO

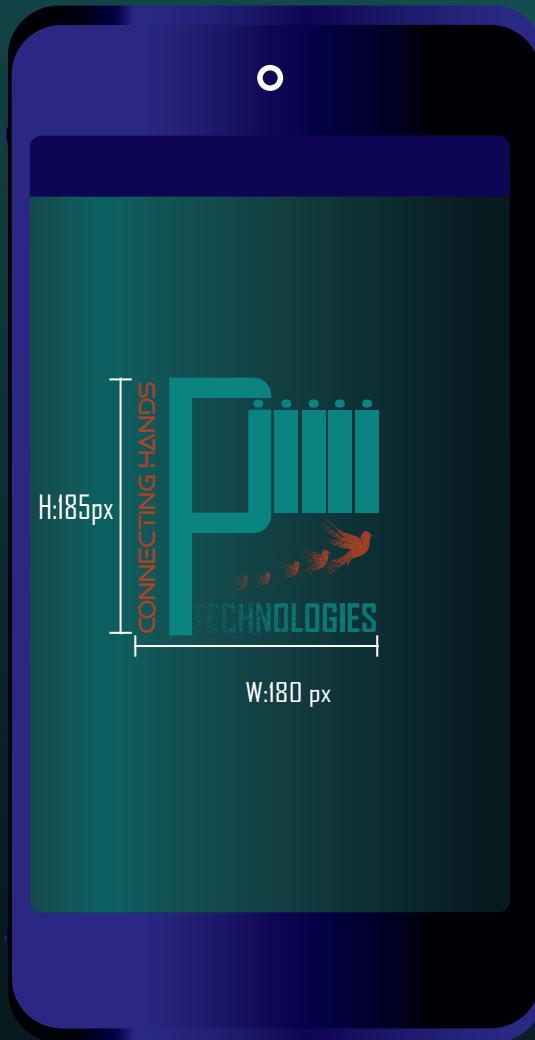
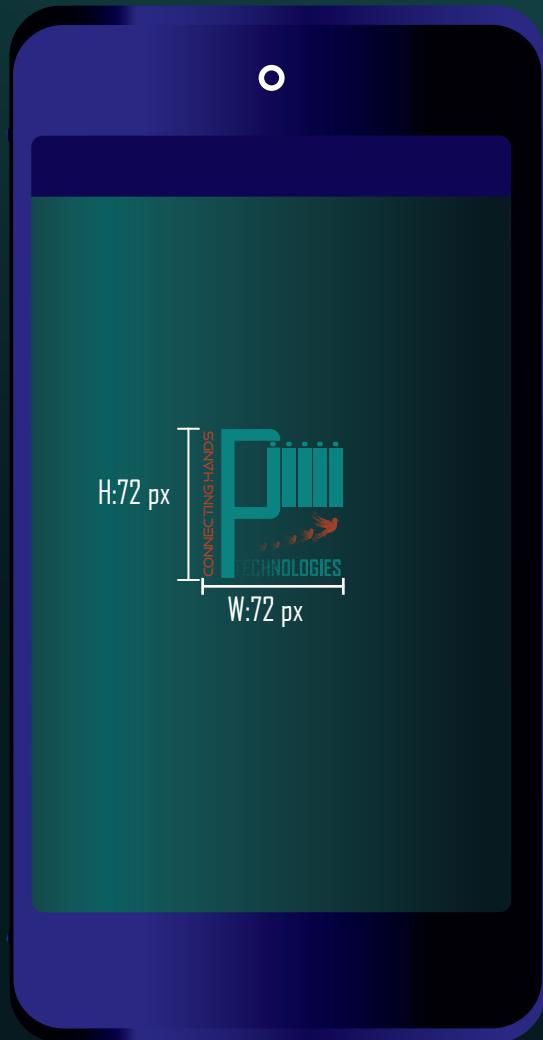
The PSi Logo Represents Us Us At The Very Highest Level And Is Vitally Important To Our Brand.

CONNECTING HANDS





LOGO APP GUIDES



SIZE IN THE APP

Agency FB Bold

Agency Regular

AGENCY FB is our policy. It is suitable for all uses, from titles to legends.

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

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

0 1 2 3 4 5 6 7 8 9
! @ # \$ % ^ & * () _ - ? > / ' " : ; ,

MANDATORY PLAYTHING

Mandatory plaything regular is our policy.
It is suitable slogan or short and striking or memorable
Phrase used in advertising

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

0 1 2 3 4 5 6 7 8 9
! @ # \$ % ' & * () _ - ? X / ' " : . ,

TYPOGRAPHY

Tajawal Bold

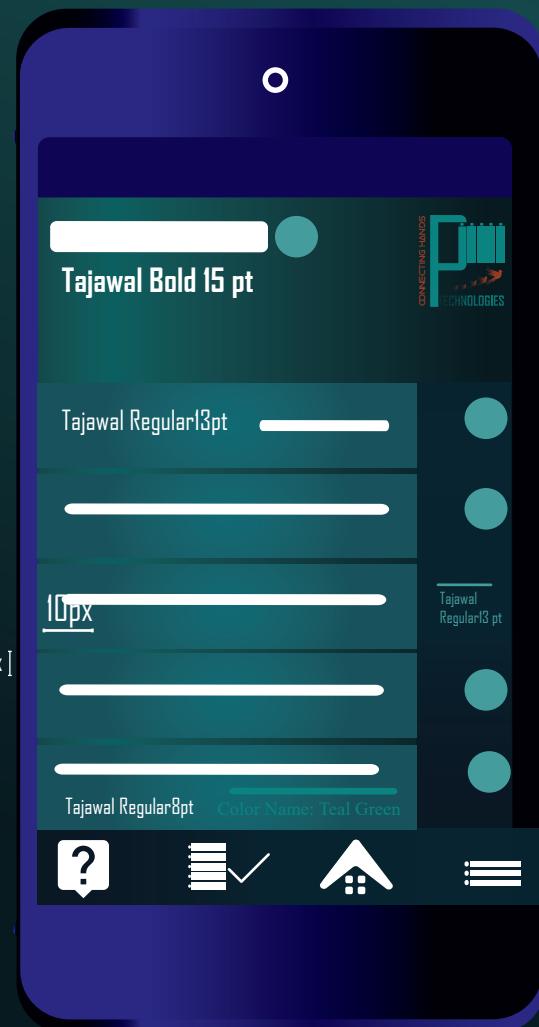
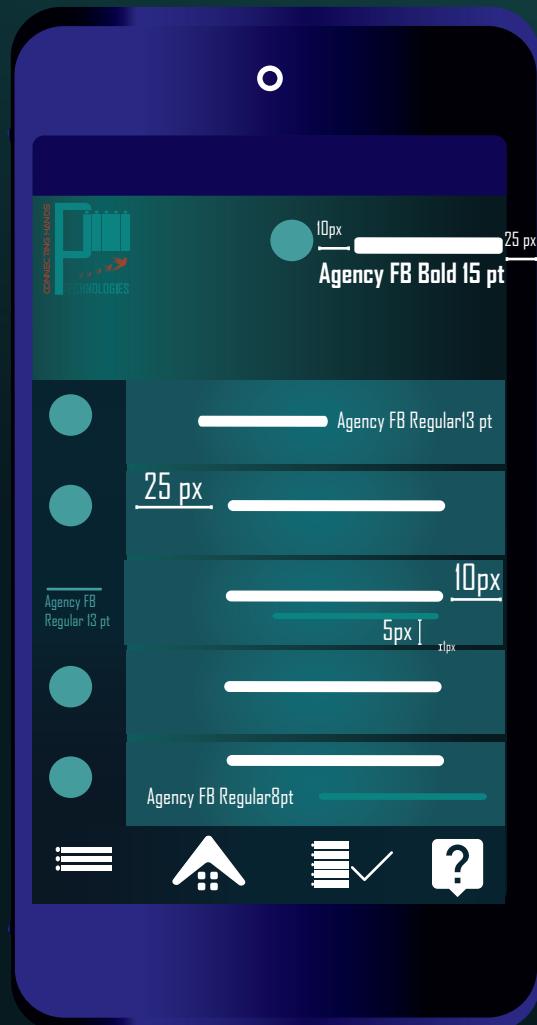
Tajawal Regular

Tajawal is our Arabic policy.
It is suitable for all uses, from titles to legends.

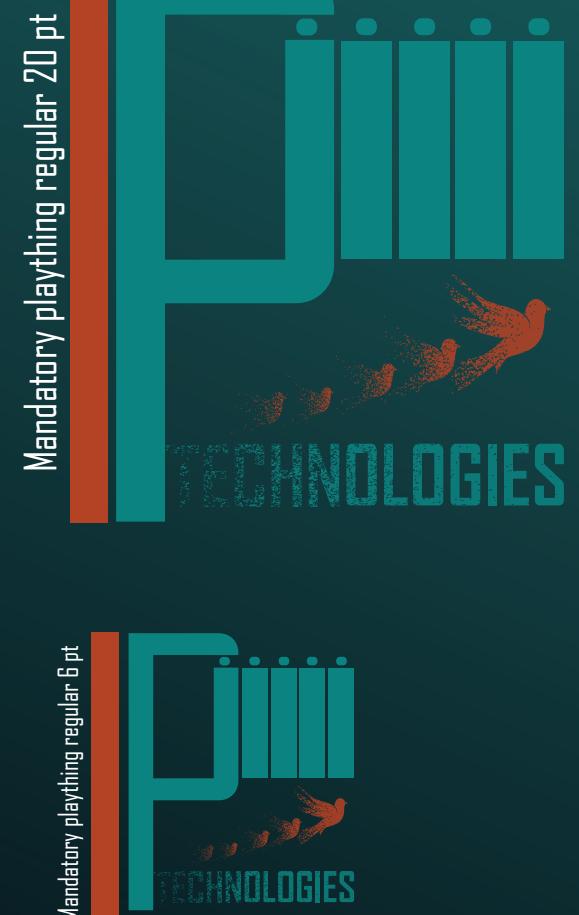
ا ب ت ث ج ح خ د ذ ر س ش ص ض ط ظ
ع غ ف ق ك ل م ن ه ٩٩ ي ع ء ا آ ئ ؤ ئ
0123456789

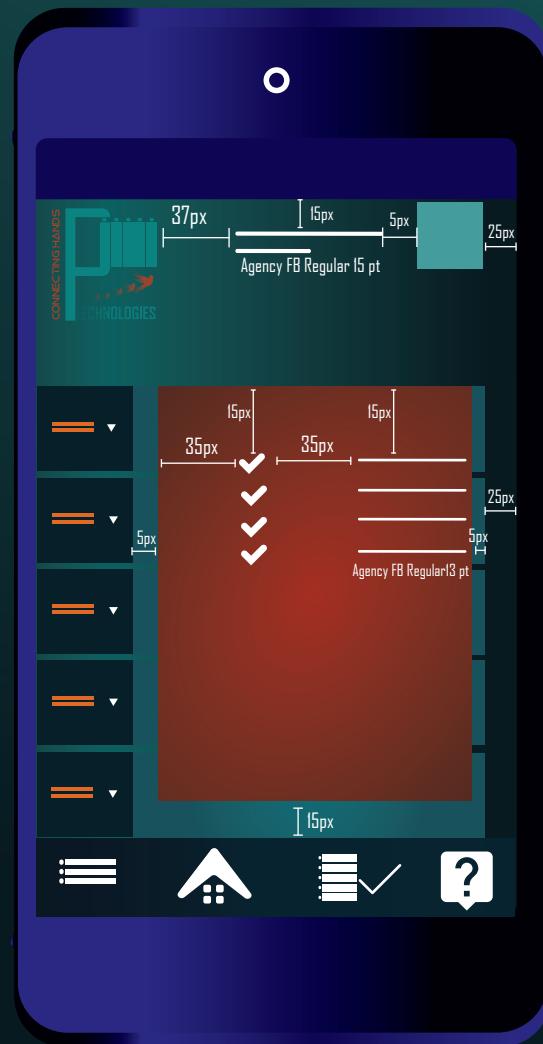
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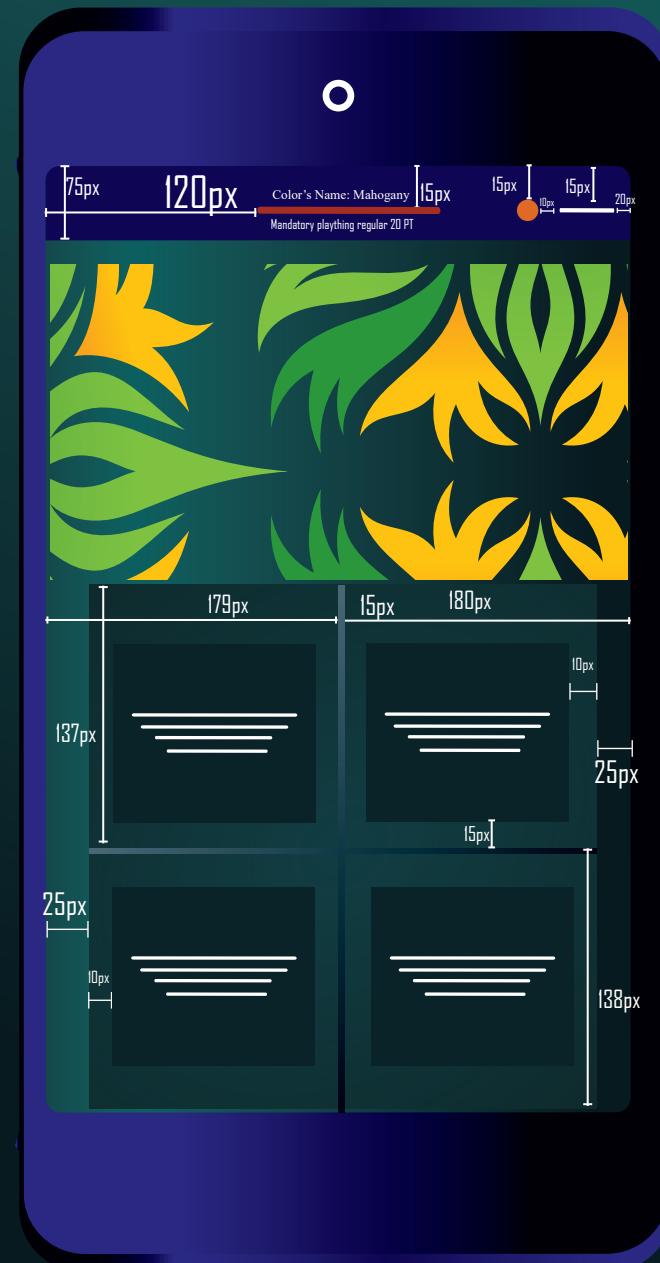
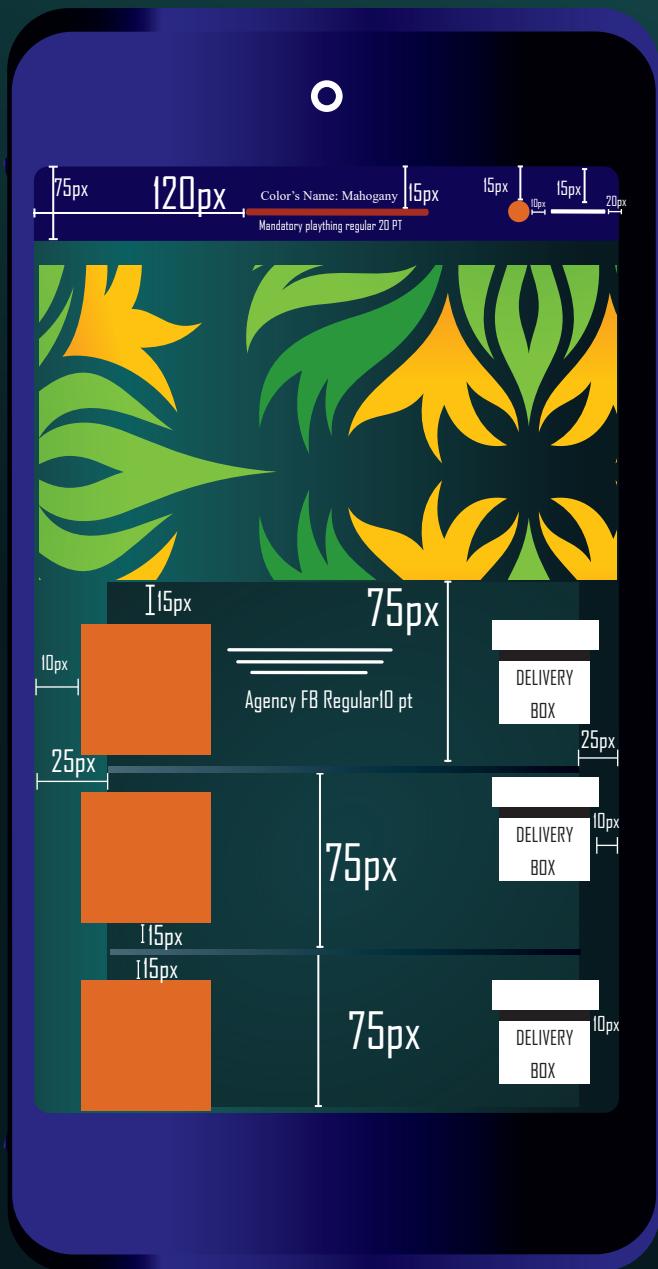
BRAND GUIDELINES



TYPOGRAPHY







COLORS

PRINCIPAL COLORS



Name: Metallic Orange

Hex: #DF6813

RGB: (223, 104, 19)

CMYK: 0, 0.533, 0.914, 0.125

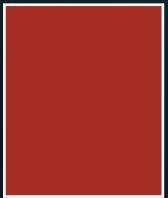


Name: Teal Green

Hex: #048481

RGB: (4, 132, 129)

CMYK: 0.969, 0, 0.022, 0.482



Name: Mahogany

Hex: #A52E1A

RGB: (165, 48, 35)

CMYK: (23.75, 93.26, 100, 18.18)

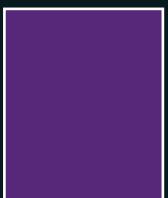


Name: Midnight Green (Eagle Green)

Hex: #055358

RGB: (5, 83, 88)

CMYK: 0.943, 0.056, 0, 0.654



Name: Deep Violet

Hex: #57007E

RGB: (87, 0, 126)

CMYK: 0.309, 1, 0, 0.505



Name: Baker-Miller Pink

Hex: #FD9BB4

RGB: (253, 155, 180)

CMYK: 0, 0.387, 0.288, 0.007

COLORS

SECONDARY COLORS



Name: Dark Orange
Hex: #FE8C03
RGB: (254, 140, 3)
CMYK: 0, 0.448, 0.988, 0.003



Name: Pastel Green
Hex: #69FFB9
RGB: (105, 255, 185)
CMYK: 45.9, 0, 44.33, 0



Name: Harvard Crimson
Hex: #C8001D
RGB: (200, 0, 29)
CMYK: 0, 1, 0.855, 0.215



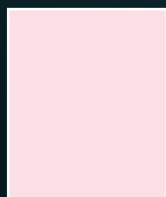
Name: Puce Red
Hex: #6E2F30
RGB: (110, 47, 48)
CMYK: 0, 0.572, 0.563, 0.568



Name: Indigo
Hex: #31055E
RGB: (49, 5, 94)
CMYK: 0.478, 0.946, 0, 0.631



Name: Cadmium Violet
Hex: #912297
RGB: (145, 34, 151)
CMYK: 0.039, 0.774, 0, 0.407



Name: Piggy Pink
Hex: #FBDFE4
RGB: (251, 223, 228)
CMYK: 0, 0.111, 0.091, 0.015

COLORS

TRANSITIONS COLORS



Name: Pastel Green

Hex: #69FFB9

RGB: (105, 255, 185)

CMYK: 45.9, 0, 44.33, 0



Name: Piggy Pink

Hex: #FBDFFE

RGB: (251, 223, 228)

CMYK: 0, 0.111, 0.091, 0.015

