



## LOGO

Vertical lockup



Horizontal lockup



### Lock-ups

The Master Identity is made up of a number of fixed elements; these are the Master Identity Icon, the English & Arabic typefaces. There are four Lock-up versions available for the Master Identity.

## SIZE & SPACING

Clear space



Minimum Size



The minimum required distance from the logo for placement of text or graphic elements must be double of the width of the English typeface.

The minimum logo size provides the smallest possible reduction in which the logo is still easy to read.

# COLOR PALLATE

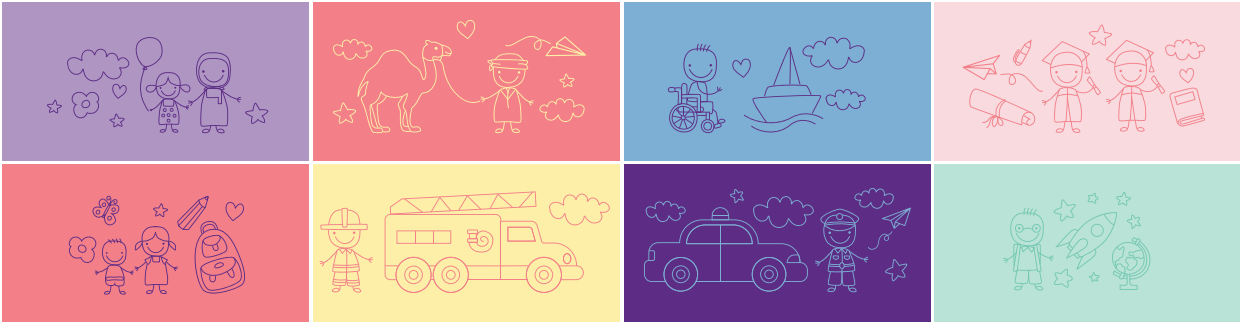
## Main Colour palette

|                                                                                                             |                                                                                               |
|-------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|
| <b>Childhood</b><br>Pantone 2597 C<br>Pantone Medium Purple U<br>C80 M100 Y10 K0<br>R95 G13 B139<br>#5E0D8B | <b>Sunshine</b><br>Pantone 113 C<br>Pantone 603 U<br>C2 M8 Y80 K0<br>R254 G224 B80<br>#FEE050 |
| 50%                                                                                                         | 50%                                                                                           |

## Secondary Colour palette

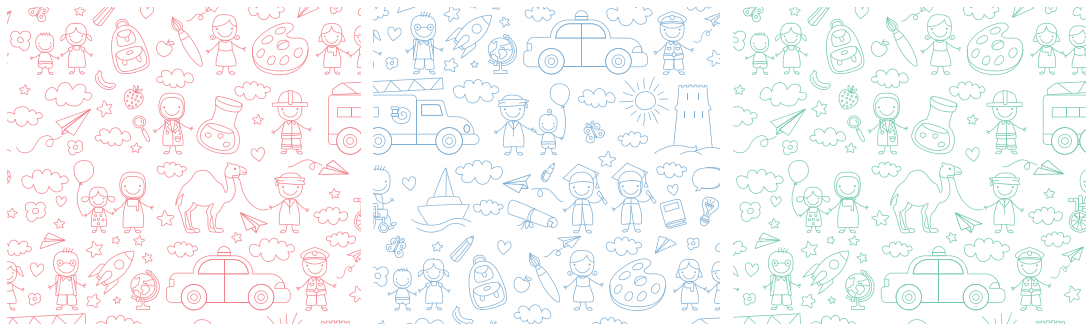
|                                                                                                  |                                                                                            |                                                                                              |                                                                                                |
|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| <b>Rose Petal</b><br>Pantone 705 C<br>Pantone 705 U<br>C0 M16 Y4 K0<br>R249 G218 B223<br>#F9DADF | <b>Sky</b><br>Pantone 542 C<br>Pantone 543 U<br>C50 M20 Y6 K0<br>R125 G174 B211<br>#7DAED3 | <b>Coral</b><br>Pantone 177 C<br>Pantone 709 U<br>C0 M63 Y32 K0<br>R255 G129 B137<br>#FF8189 | <b>Spring</b><br>Pantone 338 C<br>Pantone 3248 U<br>C54 M0 Y39 K0<br>R110 G205 B178<br>#6ECDB2 |
| 50%                                                                                              | 50%                                                                                        | 50%                                                                                          | 50%                                                                                            |

## Color Combination



PATTERN & DESIGN ELEMENTS

Pattern



Characters



SUPPORTING TYPEFACE

Arabic Typeface

**DIN Next™ Arabic Bold**  
أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ  
ع غ ف ق ك ل م ن ه و ي ء ة  
12345678910

**DIN Next™ Arabic Medium**  
أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ  
ع غ ف ق ك ل م ن ه و ي ء ة  
12345678910

**DIN Next™ Arabic Regular**  
أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ  
ع غ ف ق ك ل م ن ه و ي ء ة  
12345678910

**DIN Next™ Arabic Light**  
أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ  
ع غ ف ق ك ل م ن ه و ي ء ة  
12345678910

English Typeface

**DIN Next™ Arabic Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**DIN Next™ Arabic Medium**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**DIN Next™ Arabic Regular**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**DIN Next™ Arabic Light**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

TEXT TYPEFACE

Arabic Typeface

**FF Yaseer Regular**  
أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ  
ع غ ف ق ك ل م ن ه و ي  
1234567890

English Typeface

**FF Yaseer Regular**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

MERCHANDISE

Logo pin



Size: H:1.9 x W: 2.5 cm

Rubber Band



Note Book



T-Shirt

