



Brand Manual

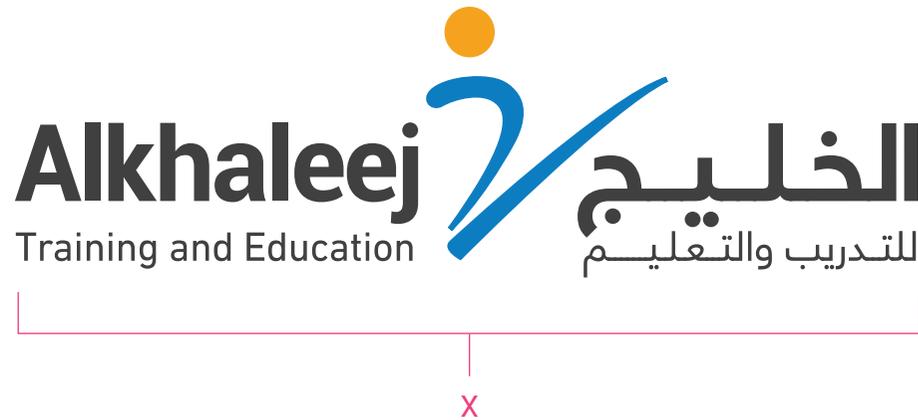
An in-depth look at the corporate identity guidelines.

Logo Phase I

For the first phase, we shall keep the company's function listed under the Arabic and the English names respectively. The space they hold in the logo architecture is exactly equal to their replacement, the slogan, which will appear in the second phase.

Primary Logo - Bilingual

*we use this version
for Bilingual content
(Corporate communications)*



Primary Logo - Single
Language

*we use this version
(Corporate communications)*



Logo Phase II

The second phase features the replacement of the company's function, yet nothing has been altered or changed in the logo architecture of any of the treatments below, i.e the full bilingual logo, or each of the single language logos. It is simply a matter of replacements.

Secondary Logo - Bilingual

*we use this version
for Bilingual marketing
communications*



Secondary Logo - Single
Language

*we use this version
for marketing communications*



Alkhaleej  **الخليج**
Training and Education للتدريب والتعليم

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Logo Sizes

The minimum size for all printed material is 40mm wide and 175 pixels (at 72dpi) for digital on-screen use. The logo should never be used less than this size as this would lead to a compromise in legibility.

For large formats such as banners, billboards and signage, the logo should be proportionally balanced to the size of the document. In all cases, the logo should never:

- Bleed off any edge
- Be cropped in any way

Minimum Size



Logo Size Guide



Logo Misuse



Logo should not be altered in any manner.



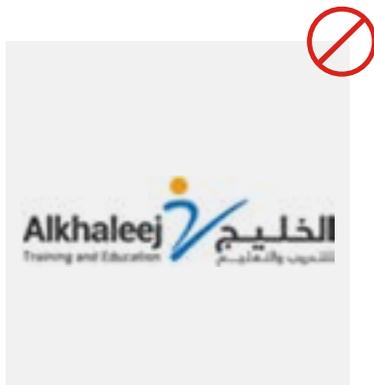
Logo proportions must not be re-adjusted.



Logo must not be given any effect or perspective.



Logo colours must not be altered.



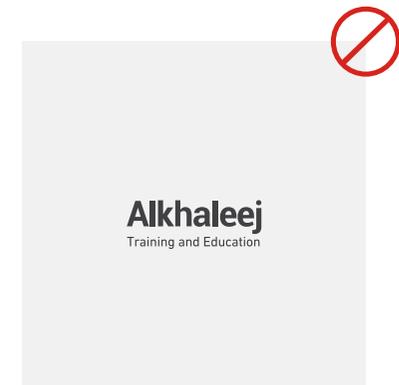
Logo must not be in low resolution.



Logo must not be placed on a patterned background



Logo must not be squeezed, stretched, outlined or stroked.



Logo elements must never be separated, and/or used independently.

Logo Misuse on Backgrounds

Case 1:

Logo in its original colours may be placed on a light grey background that contains up to 50% black. Any background over 50% black will result in the logo losing its visibility, hence its clarity.



Case 2:

In case of an image being the background, try to find a corner in the image that contains neutral space without too much clutter in order not to compromise the logo's visibility.



Case 3:

In case of an image being the background and you absolutely cannot find an area that does not distort the visibility of the logo, then please place it on a 80% white opaque rectangle.



USE THIS COLOUR

C 00 | M 40 | Y 100 | K 00

R 250 | G 166 | B 26

HEX #FAA519

Pantone 137 C

WITH THIS COLOUR

C 84 | M 44 | Y 00 | K 00

R 14 | G 125 | B 194

HEX #0D7DC1

Pantone 3005 C

AND THIS.

C 00 | M 00 | Y 00 | K 90

R 65 | G 64 | B 66

HEX #404041

Pantone 447 C

Corporate Typography

Aa

DIN Next LT PRO

Primary English Font
Headlines & Bodycopy

LIGHT REGULAR MEDIUM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

./:()!/?#@&""

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Aliquam ut metus. Proin tempor pulvinar urna. Fusce
sodales Etiam erat.

أ
ع

Helvetica Neue LT Arabic

Primary Arabic Font
Headlines & Bodycopy

خفيف عادي سميك

ا آ 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

٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

، / : () ! ? ”

هذا هو شكل الحرف لكتابة نصوص الخليج هذا هو شكل
الحرف لكتابة نصوص الخليج هذا هو شكل الحرف لكتابة
نصوص الخليج هذا هو شكل الحرف لكتابة نصوص
الخليج