



version 1.0



Brand Guidelines 2025

Introduction

Welcome to the ETEDAL guidelines!

This guideline will take you through the brand elements and how they work together to build creative and consistent brand communications across various media.

The background is a solid dark blue-grey color. It features several thin, gold-colored lines that are curved and sweeping, originating from the left side and extending towards the right. There are also two gold-colored star shapes: one is a five-pointed star located in the lower-left quadrant, and the other is a four-pointed star located in the center-right area. The text "THE BRAND" is positioned on the right side of the image, centered vertically relative to the four-pointed star.

THE BRAND

1.01

Brand overview

Visual OverView

There are Five key brand elements used on a variety of applications that work together to create a clear, consistent and distinctive brand identity.

- 1 Brandmark
- 2 Typography
- 3 Colour
- 4 Graphic device
- 5 Photography

Brandmark



Graphic Device



Typography

GE SS Two
الخط العربي

LATO
English Font

Colour



Photography



The image features a dark blue background with three gold-colored stars of varying sizes and orientations. The stars are positioned on the left side of the frame. Several thin, curved gold lines sweep across the background, creating a sense of motion and depth. The word "BRANDMARK" is written in a clean, white, sans-serif font on the right side of the image.

BRANDMARK

2.01

Brandmark

Introduction

ETEDAL brandmark is composed of a series of Letters, illustrating the constant, movement and intersection line

The brand was created to enforce ETEDAL vision for the future.



2.02

Brandmark

Clear space and minimum size

Clear space
The minimum clear space around the brandmark is the shape of the logo icon ensures legibility and prominence. No imagery, graphic elements or typography should cross over into this area.

Minimum size
The minimum size of the brandmark is 22 mm in print, 70 pixels in digital applications. The brandmark is proportionally scalable and there is no limit on the maximum size. This size is a minimum and can be increased to ensure better legibility.

Clear Space



Minimum Size



Print – 22 mm Digital – 70 pixels

2.03

Brandmark

Official logos

The logo is placed in 1 models:

- Main Version

Main Logo



2.04

Brandmark

Colours and backgrounds

There are 3 colour variations for the brandmark depending on the background colour and usage.

The brandmark should not be reproduced in any other colours.



2.05

Brandmark

Colours and backgrounds

Secondary Colours



2.06

Brandmark

Alignment and measurement

Aligning objects and text to the brandmark

The figure on the right illustrates how to align objects, text or imagery with the descriptor.

There are four permitted alignment points.

How to measure the brandmark

The brandmark is measured from the extreme left to the extreme right.

Alignment



Measurement



2.07

Brandmark

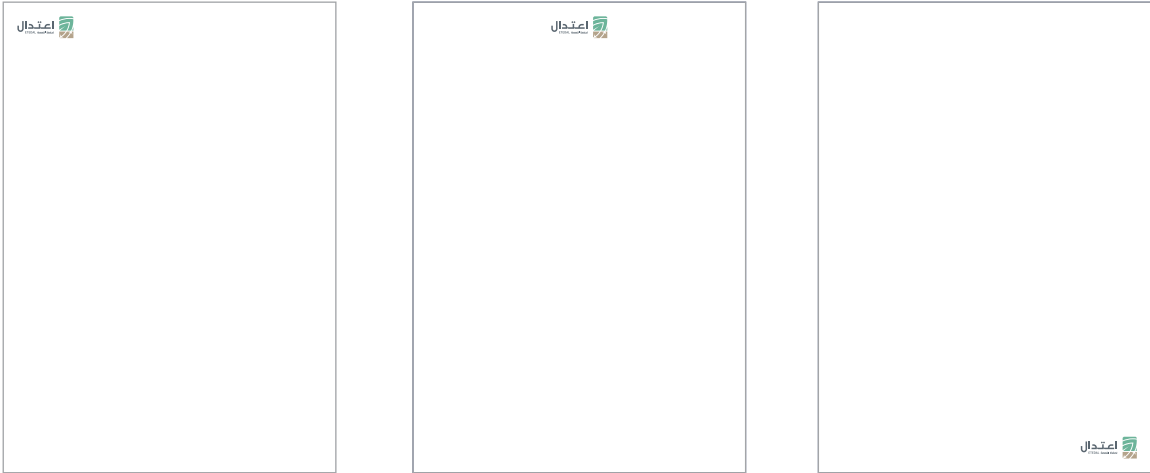
Positioning

The positioning of the brandmark varies depending on the layout and usage.

Shown to the right are examples of where the brandmark can be positioned in a standard portrait format.

The following page illustrates the positioning of the brandmark in a colour block.

Positioning in a standard format



2.08

Brandmark

Common misuses

Some examples of what not to do with the brandmark to ensure the credibility and legibility of the brand.



Do not alter the proportions of the brandmark



Do not distort the brandmark



Do not alter the positioning of the elements



Only use the permitted colour variations of the brandmark



Do not outline the brandmark



Do not add effects to the brandmark



Do not place the brandmark on coloured backgrounds that compromise the legibility of the wordmark



Do not place the brandmark on coloured backgrounds other than the ones specified



Do not place the brandmark on backgrounds of uneven tones

The background is a solid dark blue-grey color. It features several thin, light beige curved lines that sweep across the frame from the left side. There are also two stylized, five-pointed star shapes outlined in the same light beige color. One star is located in the lower-left quadrant, and the other is in the center-right area, partially overlapping the curved lines.

Colour

3.01

colour

Corporate

The corporate colour palette consists of (GGG)
Dark Gray, Gold and Green.

PANTONE 431 C
HEX 5b 66 70
RGB 91 103 113
CMYK 67 52 44 17
LAB 43 -3 -7
GrayScale 73

PANTONE P 137-4 C
HEX 6c b4 99
RGB 107 181 154
CMYK 59 10 47 0
LAB 68 -29 5
GrayScale 29

PANTONE P 13-5 C
HEX ba a8 8d
RGB 186 168 141
CMYK 28 31 46 0
LAB 70 3 16
GrayScale 33

The background is a solid dark blue-grey color. It features several thin, light-colored (pale yellow or cream) curved lines that sweep across the frame from the left side towards the right. There are also two stylized, five-pointed star shapes, also in the same light color, positioned on the left side of the image. One star is lower and more horizontal, while the other is higher and more vertical.

Typography

4.01

TYPOGRAPHY

CORPORATE TYPEFACES

GE SS Two the corporate fonts used for Arabic communication respectively. 3 weights are used: Light - Med - Bold.

LATO the corporate fonts used for Latin communication respectively. 10 weights

الخط English
العربي Font

SF-Mada

LATO

4.02
TYPOGRAPHY
FAMILY

Recommended font weights to be used in
ETEDAL brand communications: Light
and Bold.

SF-Mada

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
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
9 8 7 6 5 4 3 2 1 0

LATO Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@

LATO Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@

4.03
TYPOGRAPHY
DEFAULT SYSTEM FONTS

When the corporate fonts cannot be used within the office environment software such as Microsoft® PowerPoint®, Microsoft® Word® and any electronic communications, such as email, use the font Arial for English and Alexandria for Arabic in place of the corporate font. Arial is a system font that is pre-installed on most PCs. It is available in Regular and Bold weights.

Alexandria

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
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
9 8 7 6 5 4 3 2 1 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
٠١٢٣٤٥٦٧٨٩ .,:;@£\$#%&*()!?

ARIAL
REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
٠١٢٣٤٥٦٧٨٩ .,:;@£\$#%&*()!?

ARIAL
BOLD

The image features a dark blue background with several thin, gold-colored curved lines that sweep across the left side. Two stylized, five-pointed stars are also drawn in gold. One star is positioned lower and to the left, while the other is higher and further to the right. The text 'GRAPHIC DEVICE' is written in a clean, white, sans-serif font on the right side of the image.

GRAPHIC DEVICE

5.01

Graphic device

INTRODUCTION

The graphic device is inspired by the traditional

The identity of the logo was developed through the work of the program.

The significance of development in the business and the growth in the rising points.

We took the points from the logo.

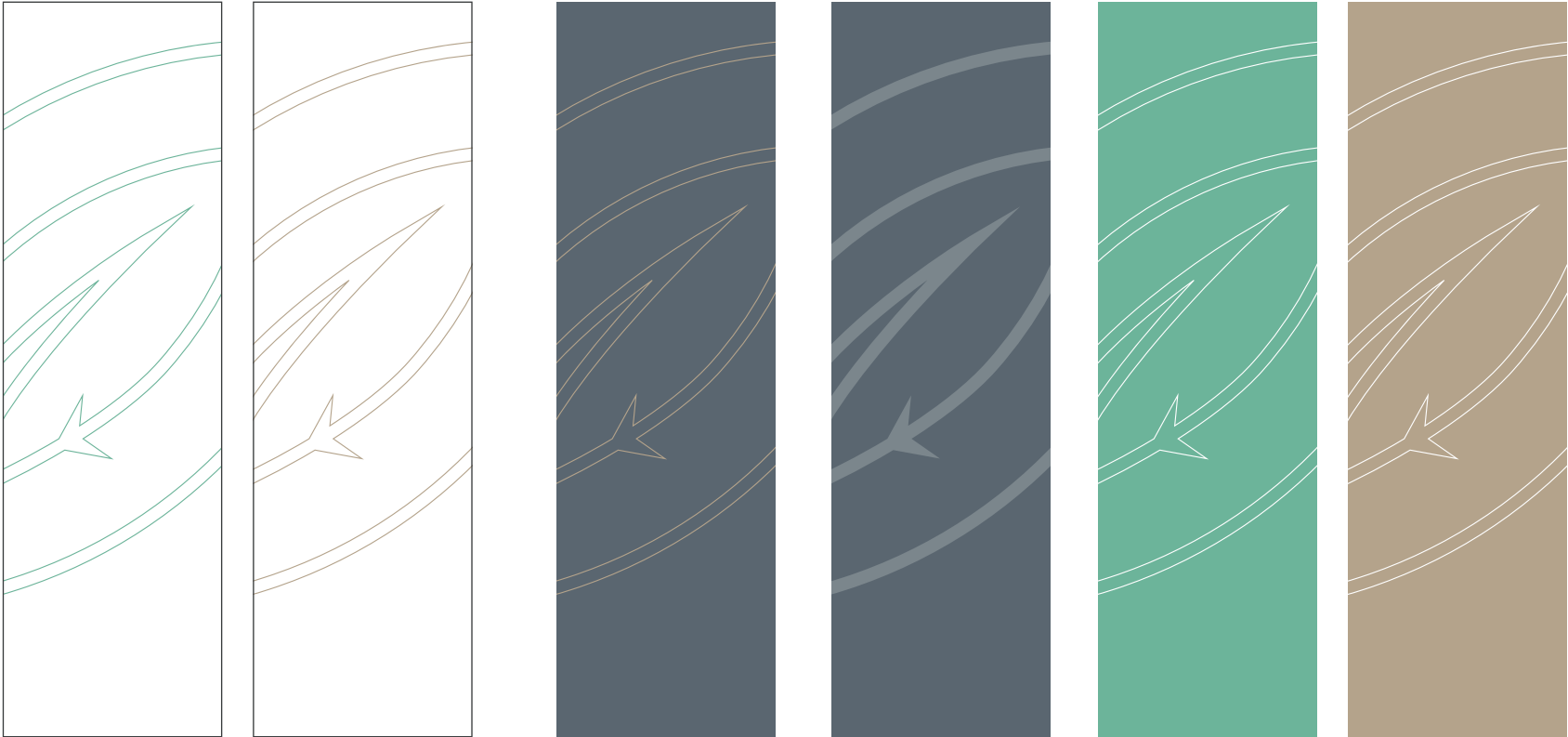
It has three colors and a two-way curve.

This identity (brand) has been designed from the inspiration of our vision to be aligned with all of the details of our aspirations.



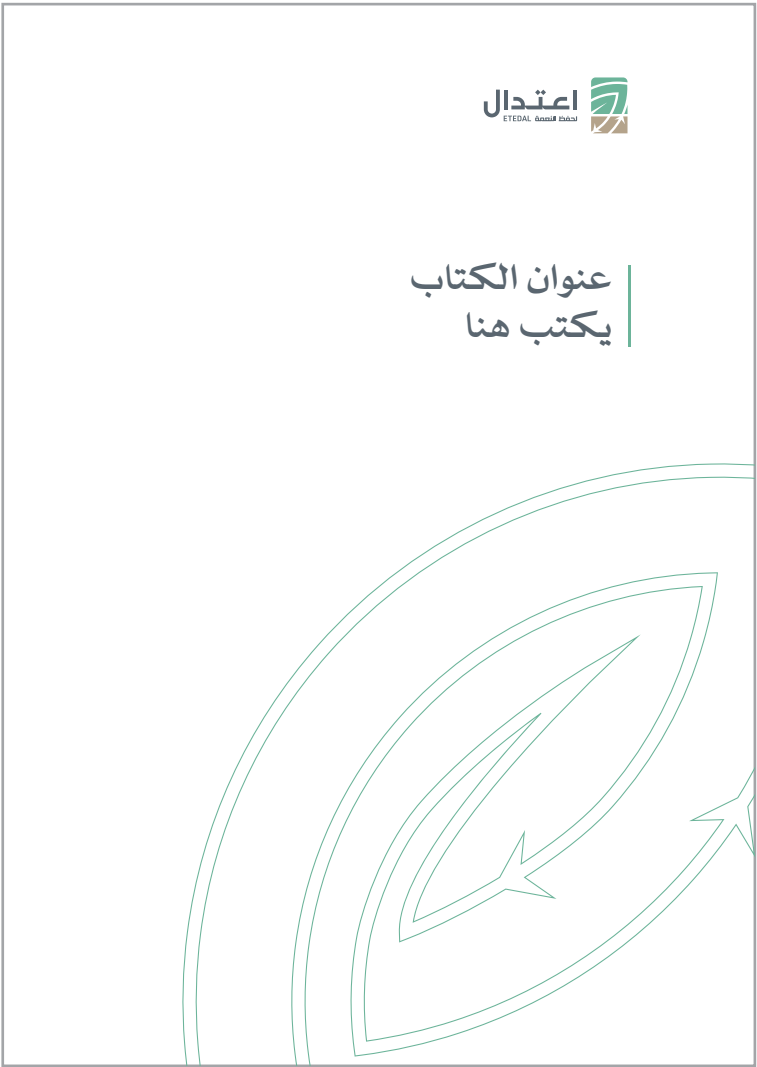
5.02
Graphic device
Creative solutions

type and colour



5.03
Graphic device
Usage examples

print



The background is a solid dark blue-grey color. It features several thin, light-colored (pale yellow or cream) curved lines that sweep across the frame from the left side towards the right. There are two stylized, five-pointed star shapes, also in the light color, positioned on the left side. One star is lower and more horizontal, while the other is higher and more vertical. The word "Stationery" is written in a clean, white, sans-serif font on the right side of the image.

Stationery

6.01

Stationery

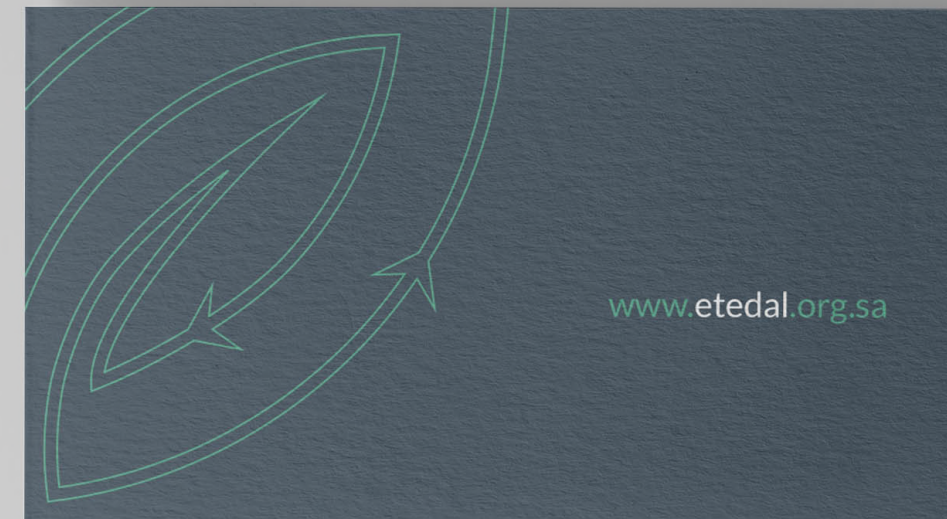
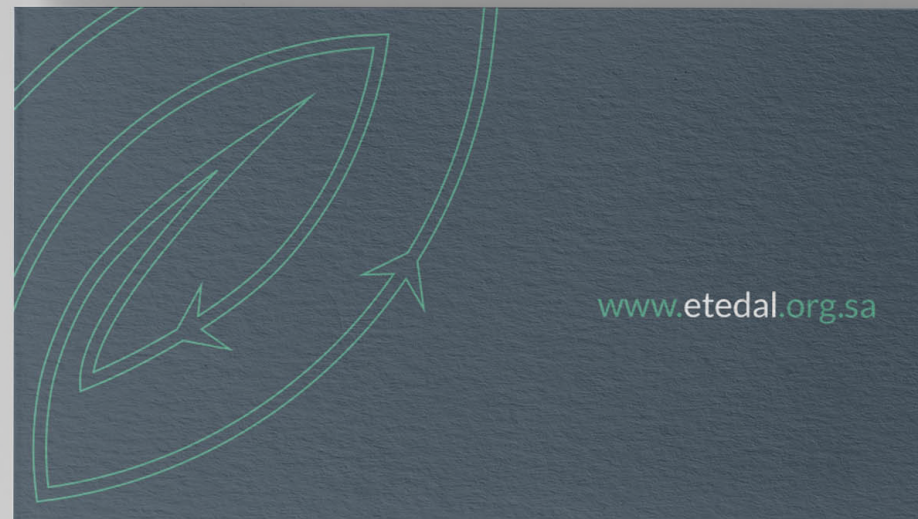
Letterhead

Please refer to the Stationery artwork files



6.02 Stationery Business Cards

Please refer to the Stationery
artwork files



6.03
Stationery
Corporate Folder

Please refer to the Stationery
artwork files

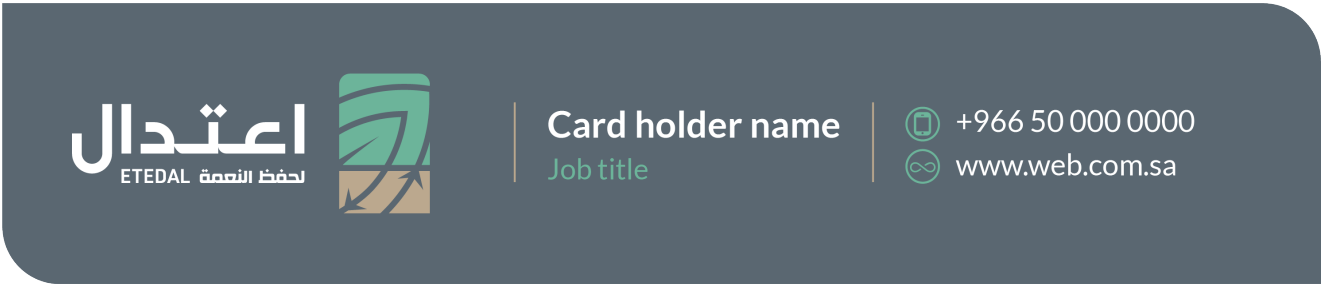


6.04
Stationery
ID Card

Please refer to the Stationery
artwork files



6.05
Stationery
E-mail Signature



6.6 Gift Items MAG

Please refer to the Stationery
artwork files



The background is a solid dark blue-grey color. It features several thin, light-colored (pale yellow or gold) curved lines that sweep across the frame from the top left towards the bottom right. There are also two stylized, multi-pointed star or arrow-like shapes, also in the same light color, positioned on the left side of the image. One is larger and more complex, while the other is smaller and simpler.

Thank You