



Corporate Brand Guildlines

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1. Corporate Logo

Full color master logo sample



Ettifaq Club logo should always be reproduced exactly as specified in these guidelines and must be maintained exactly as it appears in the approved artwork and must not be altered or recreated in any way unless absolutely necessary. We have provided guidelines on proportions in case you are supplied with a logo which has been altered or tampered with.

1.1. Corporate Logo

Full color master logo - Technical information



Wherever possible, please avoid recreating the logo. However in the absence of original artwork the above diagram provides strict guidelines on the specification of the logo.

Size : The above example shows the assembly of a 60x60mm logo. Use these dimensions to create the logo in illustrator and then resize proportionately up or down.

Colors : Ettifaq Club color. Please refer section 1.6.

Note : Above specification is not actual size. Do not take measurement off this image.

1.2. Corporate Logo

Full color master logo sample



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1.2.1. Corporate Logo

Full color master logo - Technical information



Wherever possible, please avoid recreating the logo. However in the absence of original artwork the above diagram provides strict guidelines on the specification of the logo.

Size : The above example shows the assembly of a 60x60mm logo. Use these dimensions to create the logo in illustrator and then resize proportionately up or down.

Colors : Ettifaq Club color. Please refer section 1.6.

Note : Above specification is not actual size. Do not take measurement off this image.

1.3. Corporate Logo

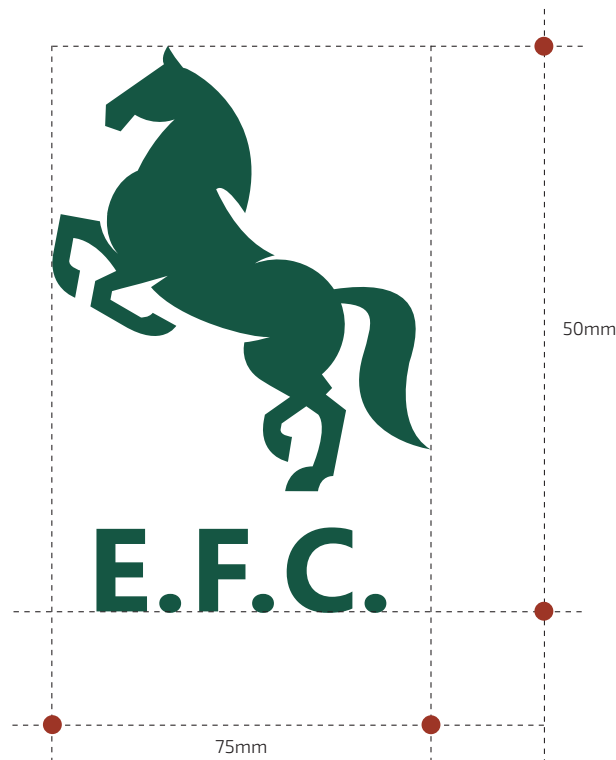
Full color marketing logo sample



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1.3.1. Marketing logo

Full color marketing logo - Technical information



Wherever possible, please avoid recreating the logo. However in the absence of original artwork the above diagram provides strict guidelines on the specification of the logo.

Size : The above example shows the assembly of a 60x60mm logo. Use these dimensions to create the logo in illustrator and then resize proportionately up or down.

Colors : Ettifaq Club color. Please refer section 1.6.

Note : Above specification is not actual size. Do not take measurement off this image.

1.4. Usage - Acceptable Versions



The logo can be used in horizontal format. When placing the logo on a color background, five options exist.

- Option 1** : White background. In this case the full color logo should always be used. i.e. Ettifaq Club color logo.
- Option 2** : Ettifaq Club Red. In this case the White color logo needs to be used.
- Option 3** : Ettifaq Club Green. In this case the White color logo needs to be used.
- Option 5** : Ettifaq Club Black. In this case the White color logo needs to be used.
- Option 5** : Ettifaq Club white background. In this case only the one color combination to be used.

An exception to this logo application is when it needs to be placed on a vehicle with a color background. If the color has a dark tone, e.g. Reed and Light Red, Green and Light Green, then the white version of the logo is to be applied.

1.5. Usage - Unacceptable Versions

<p>Don't change anything in the logo</p>  <p>X</p>	<p>Don't Squeeze</p>  <p>X</p>	<p>Don't use drop shadow</p>  <p>X</p>
<p>Don't position the logo at an angle</p>  <p>X</p>	<p>Don't use unmatch color with logo</p>  <p>X</p>	<p>Don't place the logo on top of the image</p>  <p>X</p>
<p>Don't use unauthorized colors for the logo</p>  <p>X</p>  <p>X</p>		

This section covers all the instances where the logo may not be applied.

1. Never adjust the spacing or color to the text of the logo.
2. Never squash the logo or change its proportions.
3. Never apply a drop shadow to the logo.
4. Never position the logo at an angle. Always horizontal.
5. Never place the full color logo on any background.
6. Never place the logo on top of an image.
7. Never use the logo in one color i. e. green or Magenta.

1.6. Margin Allowance



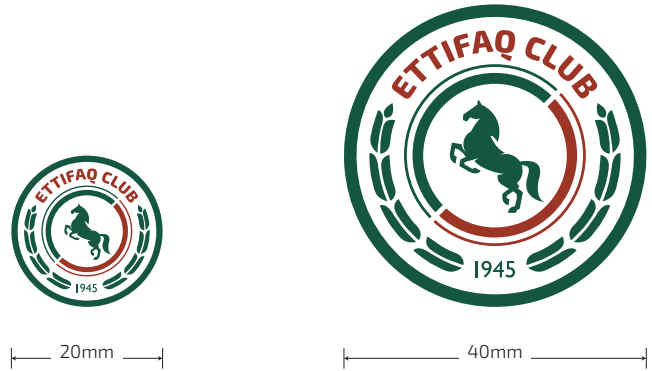
The above illustration shows how to determine the amount of "free space" which has to be provided around the logo. Once you have determined the size of logo you plan to use in the application, use itself as the template to measure the box. This area may not carry any other logos, images, text or parts thereof in it.

The logo must appear in uncluttered space free of taglines, logotypes, shapes and strong background patterns. Always surround the logo with sufficient free space, which at a minimum, must equal the area of the graphic in the logo.

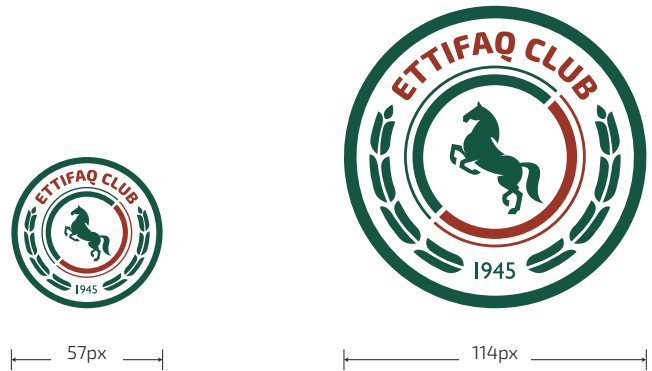
Exception : When applying the logo in large format (outdoor) branding such as a banner, a smaller margin allowance acceptable.

1.7. Minimum Size Requirements

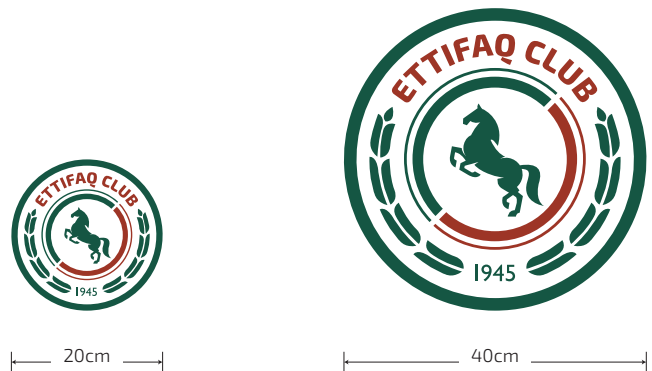
Minimum size for print usage
(Including MS word format)



Minimum size for web
usage/online



Minimum size for
outdoor usage



The above illustrations show what minimum size (width) can be used for Print (mm), Web (pixels) and Outdoor (cm) applications. Use of the logo below these minimum specs will result in sub-standard re-production and limited legibility.

1.8. Color Palette

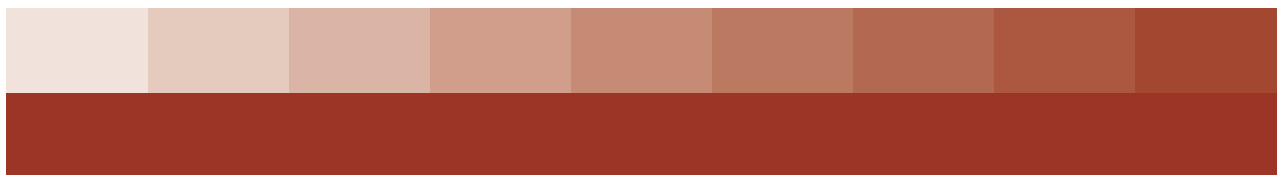
Primary Colors



PANTONE 343 C

CMYK: C86 | M42 | Y74 | K37

RGB Color: R26 | G87 | B68



PANTONE 484 C

CMYK: C25 | M89 | Y94 | K22

RGB Color: R157 | G54 | B38

Secondary colors



Black

CMYK: C0 | M0 | Y0 | K70

RGB Color: R77 | G77 | B77

Ettifaq Club has its own distinctive palette of corporate colors.

The two colors represented above in two color mix formats namely, CMYK, RGB should give any designer the correct tools to ensure the right color in their applications.

Please use only these three colors when preparing any collateral or design work. There are two primary colors which are to be used for major coloring and one secondary colors which should be used for fill in applications and fonts (black). In some cases, 40% to 60% Black may be required as a major color such as a Exo 2 holder. This is acceptable as the material used is silver and not colored silver. For example a silver folder printed in silver would be unacceptable.

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