

# Brand Guidelines



VERSION 1.6



Lockup



Lockup Alt



Icons

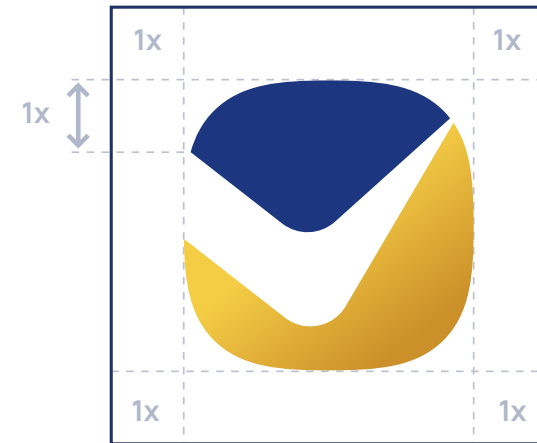


Icon Alt



Favicon





## Clear Space

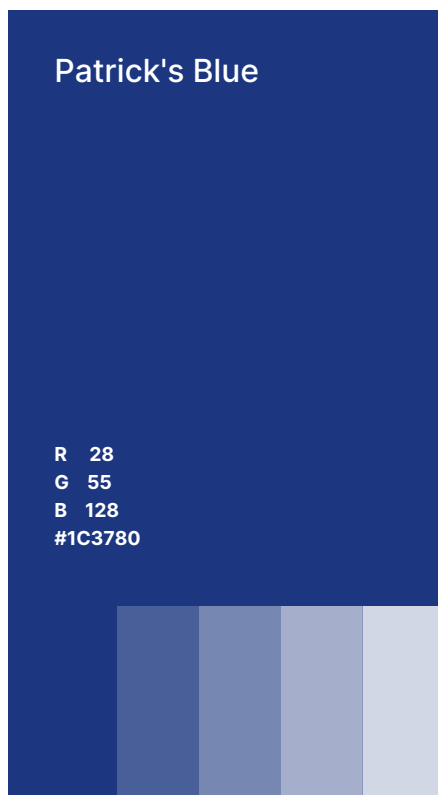
Clear space prevents type, imagery, or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logomark.



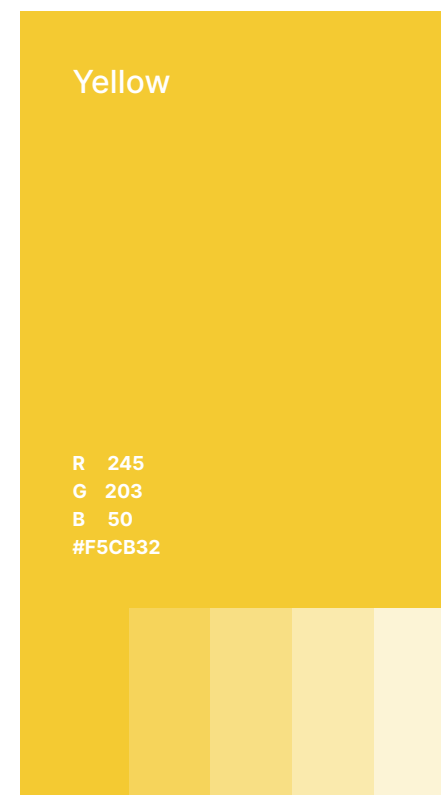
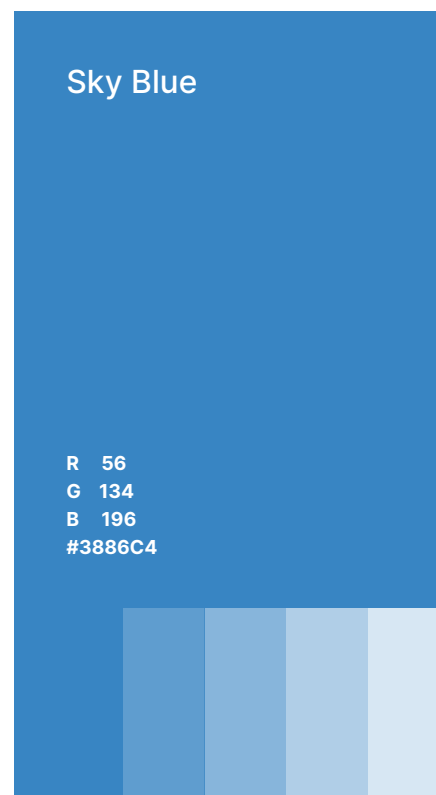
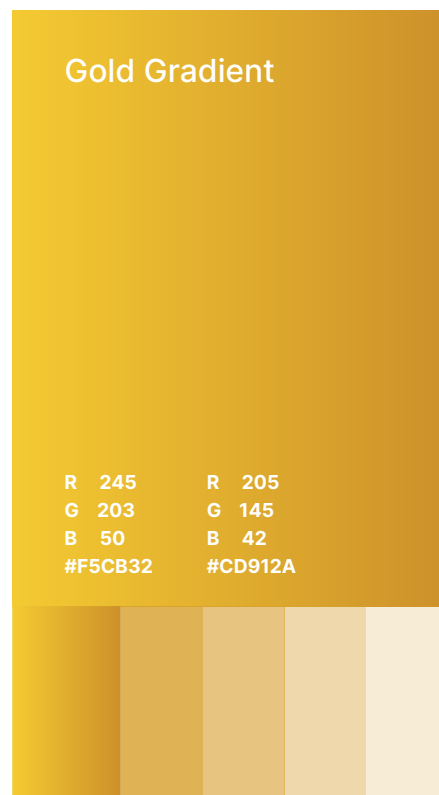
Random logo used on an application will often depend on the background and production method. When using the logo on a white background, you can use full color version or Blue color logo.

# Priamary colors

## PRIMARY



## SECONDARY



# Correct Logo Used

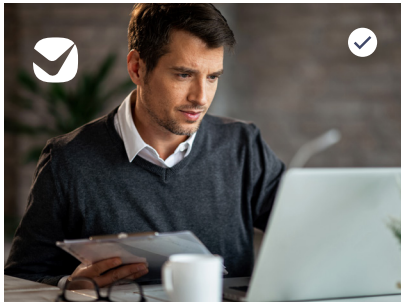
PRIMARY USE



SECONDARY USE



ALTERNATIVE USE



ALTERNATIVE USE



ALTERNATIVE USE



ALTERNATIVE USE



ALTERNATIVE USE



ALTERNATIVE USE



There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable. If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the middle of text. Lorem ipsum sit

# Typography

## When to Use:

Readex Pro Bold is the primary font used for the headings, sub-headline and Buttons wording.

## When to Use:

Matter (light) is to be used for all other forms of standard body text, ranging from: stationery, website design, brochures and all forms of general correspondence.

## Fonts - Readex Pro & Matter

123  
AaBb



VERSION 1.6



# Thank You!

LOCKUP ALT



COLOR PALETTE



## Arabic Font

NotoSansArabic with its volumes from Extra bold to Extra light depends on where to use.

## Arabic font download link:

<https://hybridsolutions.com/downloads/ar-font.rar>

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## Images Dimensions:

Facebook → 1200 pixels (Width) × 630 pixels (Height)

Linkedin → 1200 pixels (Width) × 630 pixels (Height)

Twitter → 1200 pixels (Width) × 630 pixels (Height)

Instagram → 1000 pixels (Width) × 1000 pixels (Height)

Constant Contact(CC size) → 696 pixels (Width) × 464 pixels (Height)

Website banner (Desktop) → 1920 pixels (Width) × 450 pixels (Height)

Website banner (Mobile) → 600 pixels (Width) × 828 pixels (Height)

Website News Section → 1200 pixels (Width) × 627 pixels (Height)

Vstore Sponsored Ad → 300 pixels (Width) × 300 pixels (Height)

## Notes To follow:

- Follow our logos guide lines, designs colors.
- High resolution images and digital content.
- All contents should be unique and copyrighted.
- All above dimensions are updatable at any time.