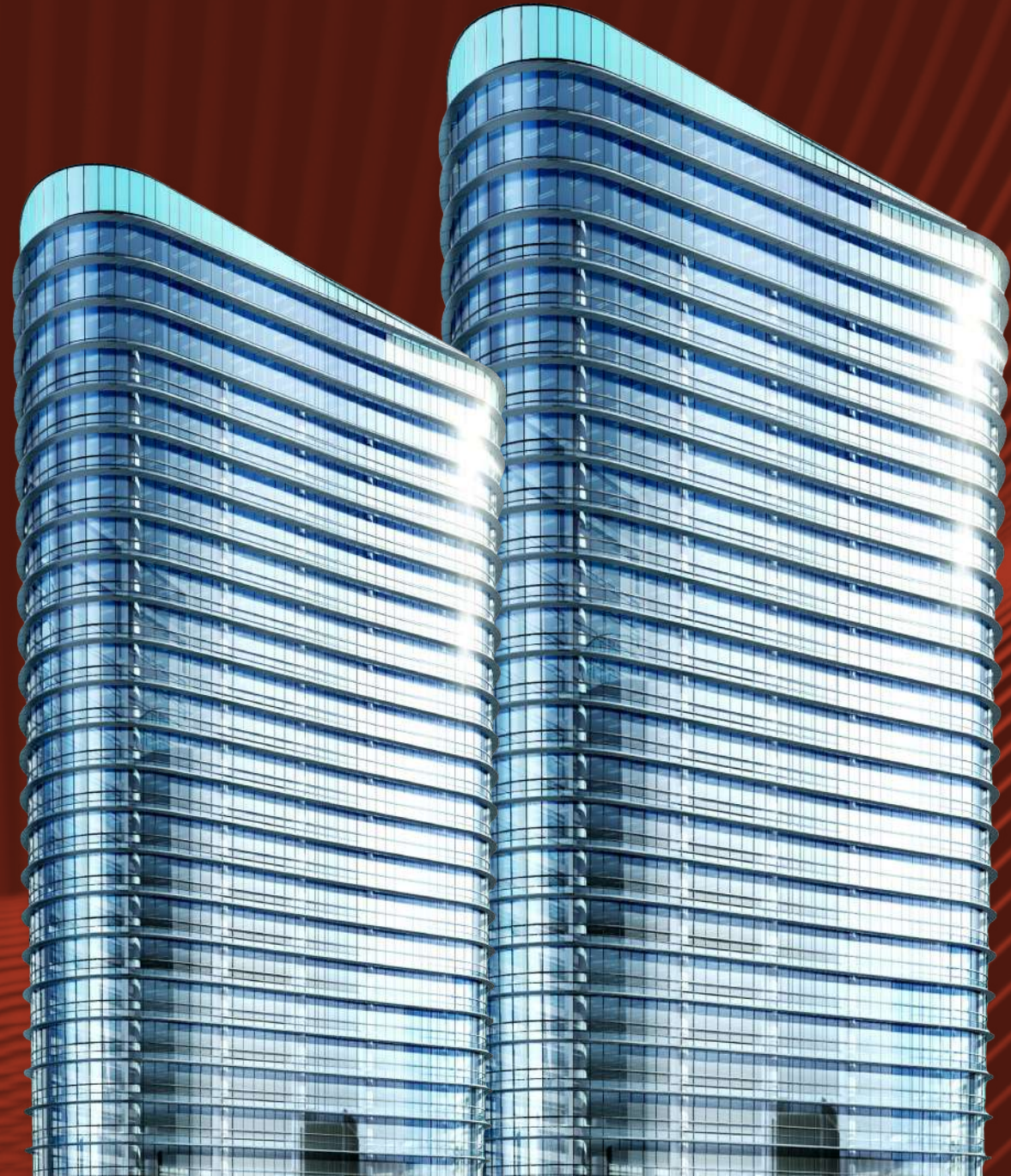


Brand Guideline 2024

Bahja
♡zaid





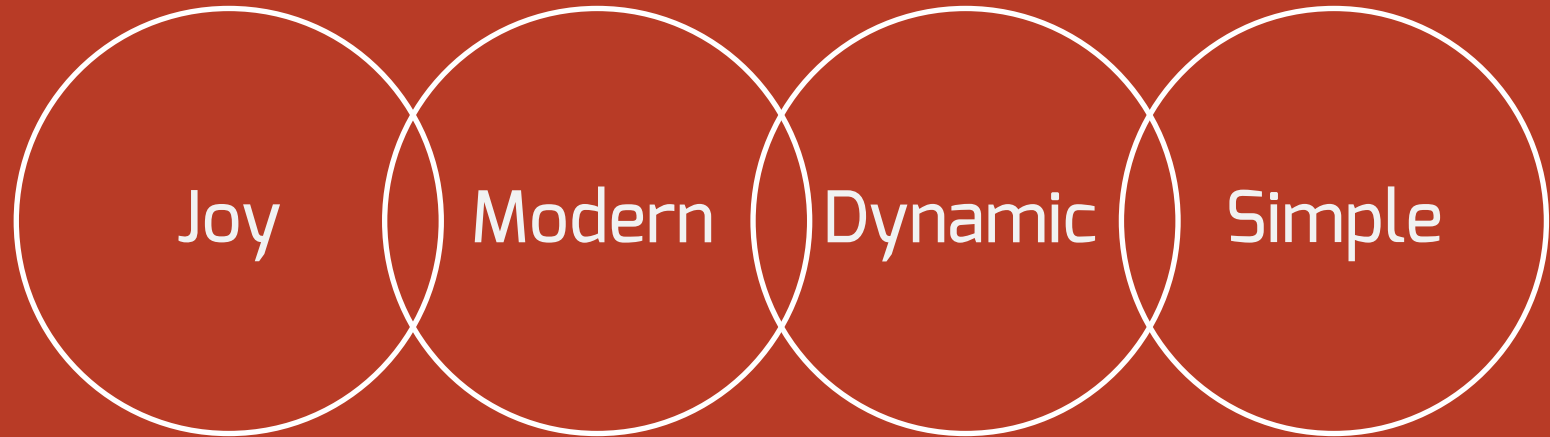
LOGO OVERVIEW & RESTRICTIONS

01



This manual is intended to ensure the highest level of consistency in all the marketing and branding materials. In case the following rules need to be bypassed, please refer back to the marketing team for approval.

Values



Logo Overview & Restrictions



Philosophy behind the logo

Soft-edged logo shapes indicate flexibility in practice and can also be used to indicate versatility. Smooth lines and subtle logo shapes also add intelligence, professionalism, and efficiency. Squares are closely related to media, advertising and promotion. The hidden message comes in the background, the soft square shape representing confidence and distinction.

The logo consists of several symbols, and each of them symbolizes a specific field, including advertising, media, and the field of visual education.

Build your symbol



Logo Overview & Restrictions

X is equal to the height of the space wordmark.

- 16X = Icon
- 8X = Tagline wordmark
- 2X = Space



Warmth, Cheerful, Joy

#CF384A

Colors - Section one

Communication, Creativity

#00AAAD

Nature, Youths

#BBCC02

Calmness, Affection

#F78F1E

Logo Overview & Restrictions



Logo Overview & Restrictions

Section one - Colors



Logo Overview & Restrictions

Section one - Colors



Bahja ✨
فني قلب زايد

Bahja ✨
فني قلب زايد

Bahja ✨
فني قلب زايد

Bahja ✨
فني قلب زايد

Logo Overview & Restrictions

TYPO ENGLISH

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

AMPLESOFT FONT

Thin
Extra Light
Light
Regular
Mediam
Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0123456789

Italic

ShutterStone-Italic

Font Is Used When
Focusing On A Particular

Logo Overview & Restrictions

TYPO ARABIC



ا 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

Light
Mediam
Bold

GE SS TWO FONT

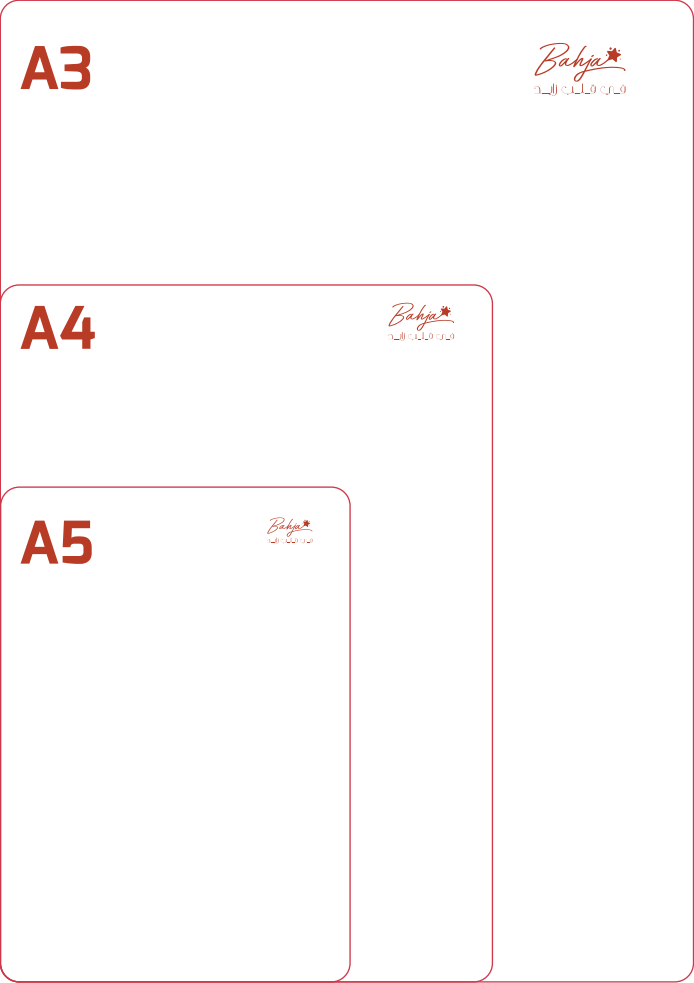
Logo Overview & Restrictions

To ensure clarity across all applications, a minimum size of the logo is set. The wordmark can never be smaller than 15 mm wide for print applications, or for digital materials. The width-to-height ratio is always kept unchanged.



For printing applications, a minimum logo width is also assigned for each standard paper size in order to maintain consistency, as follows:

Document Format:	Logo Minimum Size:
A5	20mm
A4	27mm
A3	40mm



Logo Overview & Restrictions



THANK *you!*