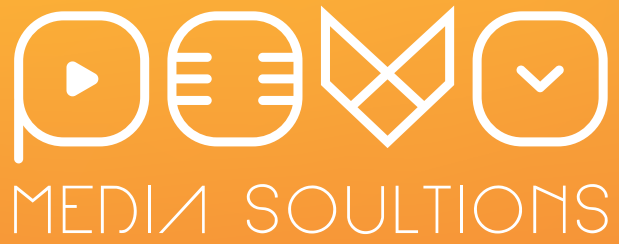




# Brand Guidelines 2022

[POVOMEDIASOLUTIONS.COM](http://POVOMEDIASOLUTIONS.COM)





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.





01

# Logo Overview & Restrictions

SECTION ONE

# 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.



Full logo

# Logo Overview & Restrictions

## Why Orange and Dark Blue?

Orange is associated with energy, it emits heat and emits what characterizes the color of sunlight; The reason for this is that it is the result of mixing two strong colors, it is a mixture of yellow, which symbolizes joy and happiness, with red, which expresses energy, making it a distinctive color that carries with it a series of joyful and stimulating meanings, feelings and feelings at the same time, and a deep and controlling effect of the union of colors together.

Orange enhances a person's activity, self-confidence and satisfaction, and in physical terms it creates feelings for him that push him to move and be active.

As for the blue color, it is a color that we can find in nature, such as the color of the clear blue sky, and the color of the water pool in the dark blue, which is why people usually describe the blue color as a calm and clear color and it is considered a calm and popular color for everyone, and studies have proven that people become more creative It is customary in blue-colored rooms.



Full logo

# Logo Overview & Restrictions

The logo consists of the letters of the agency name  
And each letter symbolizes the specialization of what  
the agency does.

- Advertising
- Media
- E-learning



Concept

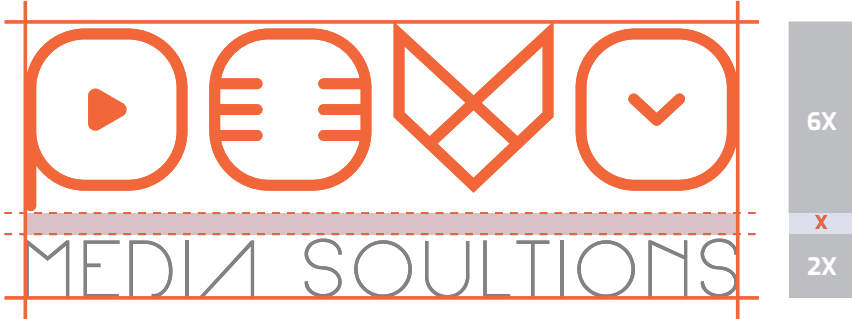
# Logo Overview & Restrictions

X is equal to the height of the space wordmark.

2X = English wordmark

6X = Icon

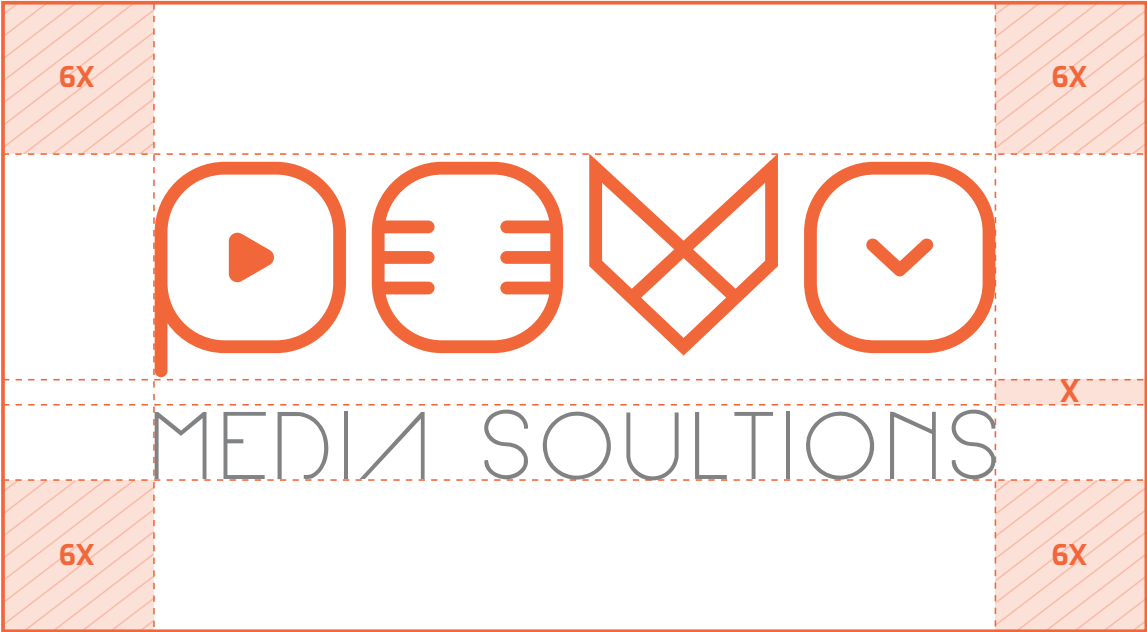
1X = Space between Icon and wordmark



# Logo Overview & Restrictions

## Protective Space

Always maintain the minimum protective space around the Care Services logo (Horizontal) to maintain visual clarity and to provide maximum impact. The minimum protective space is 6X, where X is equal to the height of the space between both Arabic wordmark and English wordmark. This space is required around all sides of the logo. This applies to positioning around other printed elements, as well as from background field edges, trim and rules.





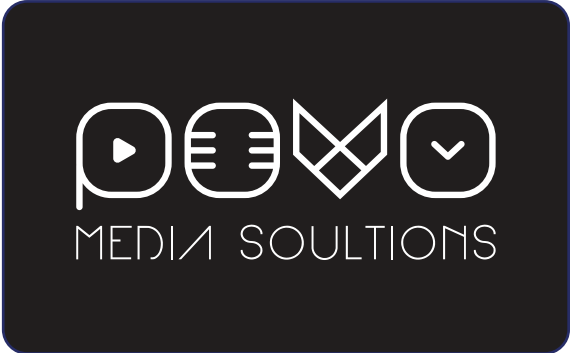
# Logo Overview & Restrictions



Full Logo Horizontal Original



Full Logo Horizontal Inverted

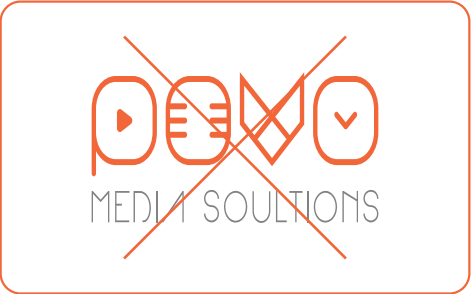


Full Logo Black & White Original

# Logo Overview & Restrictions



Distorted



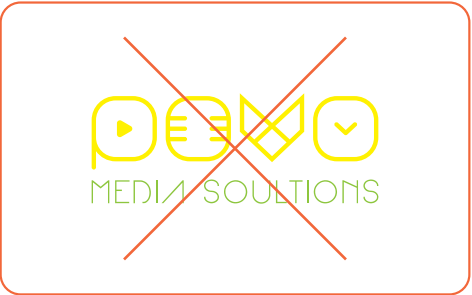
Stretched



Cropped



Effects



Color Modifications



Low Quality

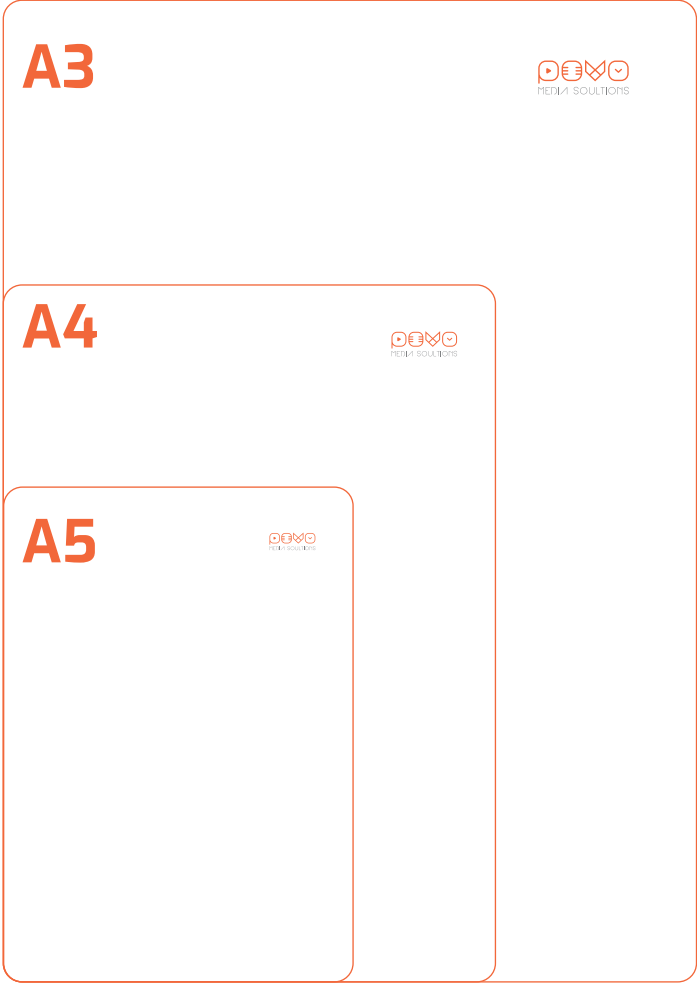
# Logo Overview & Restrictions

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	27 mm
A3	40mm



# Logo Overview & Restrictions

## Exo Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 ?!()&"; : / '

## Exo Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 ?!()&"; : / '

## Exo Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 ?!()&"; : / '

EXO

aA aA aA

Exo is the typeface used for the English text. It comes in multiple weights, making it easier to establish clear typographic hierarchies and distinguish between each level.

This typeface is neither strictly geometric nor organic; it is somewhere in between. It works perfectly for the corporate nature of Care Services.

تَجَوَّل  
أ ب ج د ه و ز

Tajawal is an font family font complementing the English typeface in the look and feel. They both work very well written beside each other. It also used in three different weights, just like 'Exo' for English.

## Tajawal Light

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

## Tajawal Medium

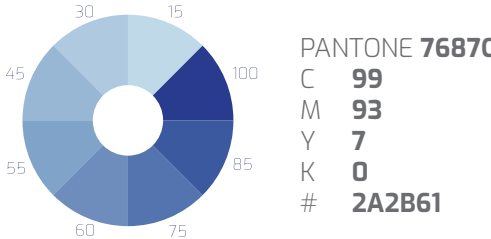
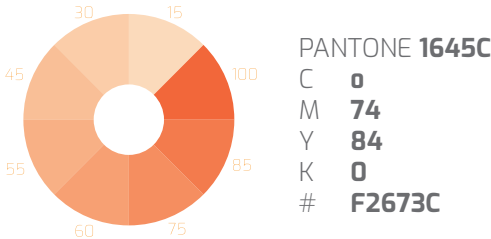
أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ  
ع غ ف ق ك ل م ن ه و ي  
) ( \* & ^ % \$ # @ ! 9 8 7 6 5 4 3 2 1 0

## Tajawal Bold

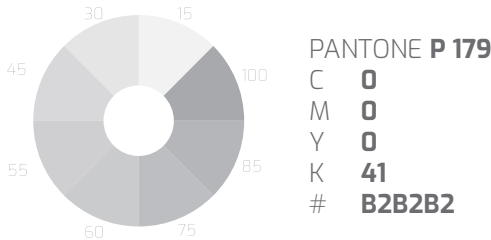
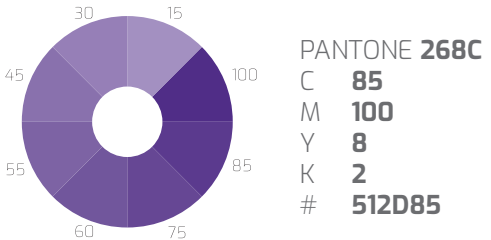
أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ  
ع غ ف ق ك ل م ن ه و ي  
) ( \* & ^ % \$ # @ ! 9 8 7 6 5 4 3 2 1 0

# Logo Overview & Restrictions

## Primary Colors



## Secondary Color



# Logo Overview & Restrictions

## Icons elements





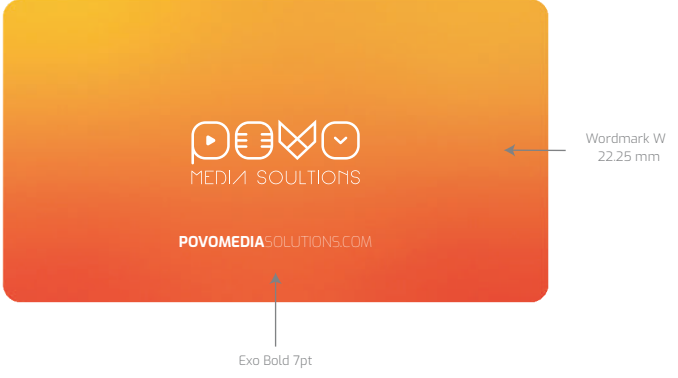
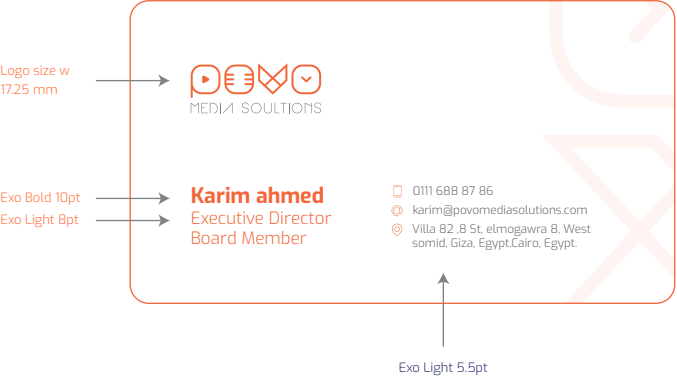
# Branding & Stationary

SECTION TWO

# 02

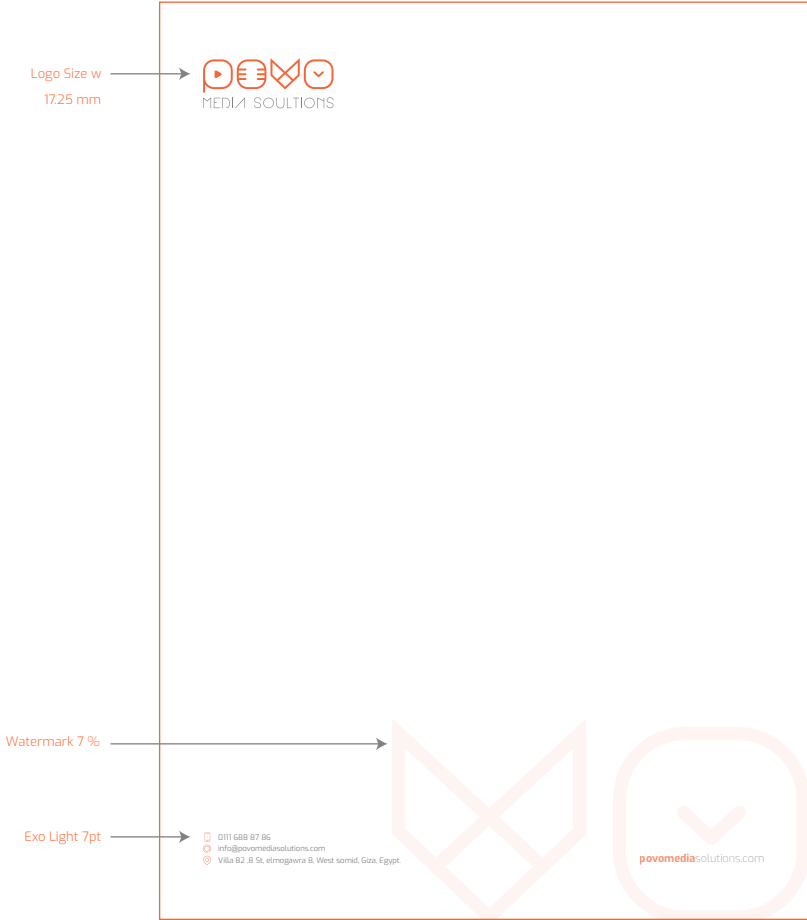


# Branding & Stationery



# Branding & Stationery

Letterheads



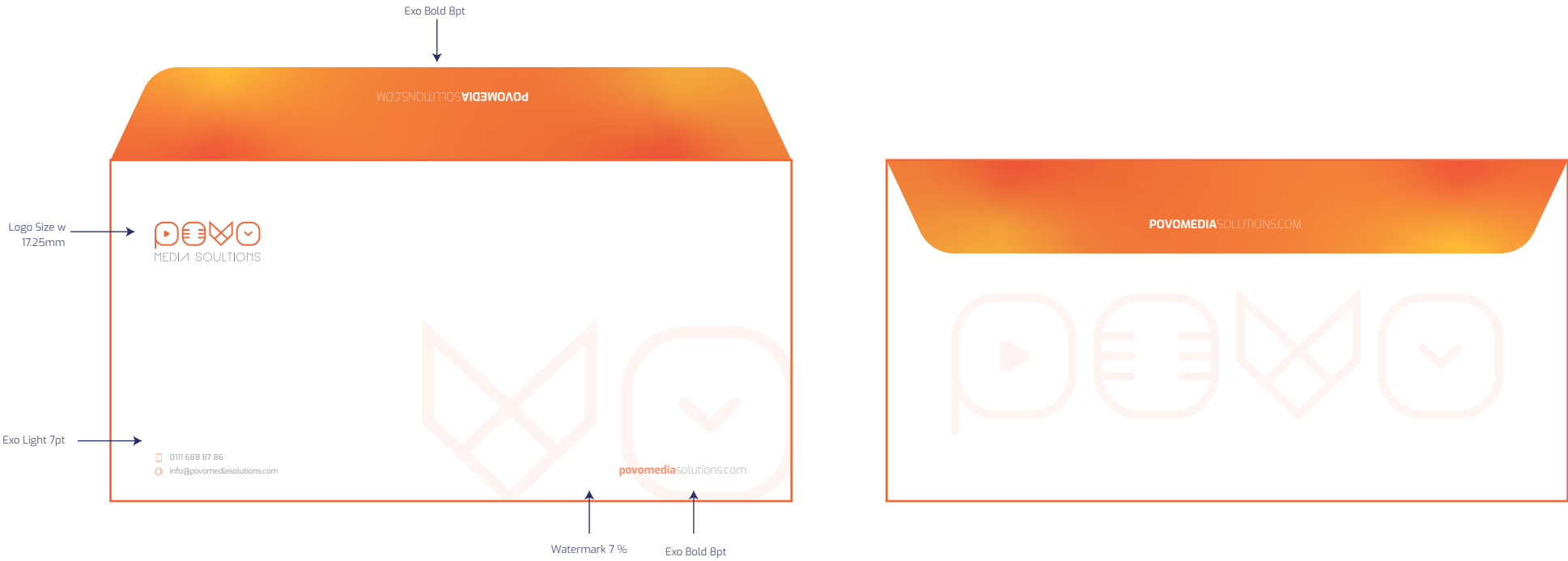
Memo



# Branding & Stationery



# Branding & Stationery



# Branding & Stationery



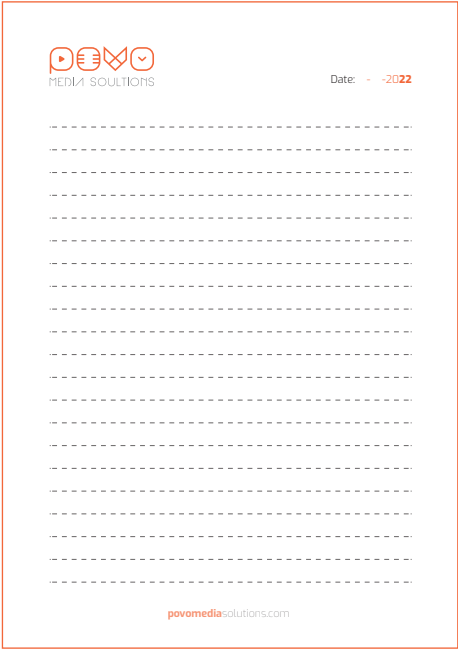
# Branding & Stationery

Section two - Folder inside



# Branding & Stationery

Section two - Blocknote (A5: 148x210 mm)



# Branding & Stationery

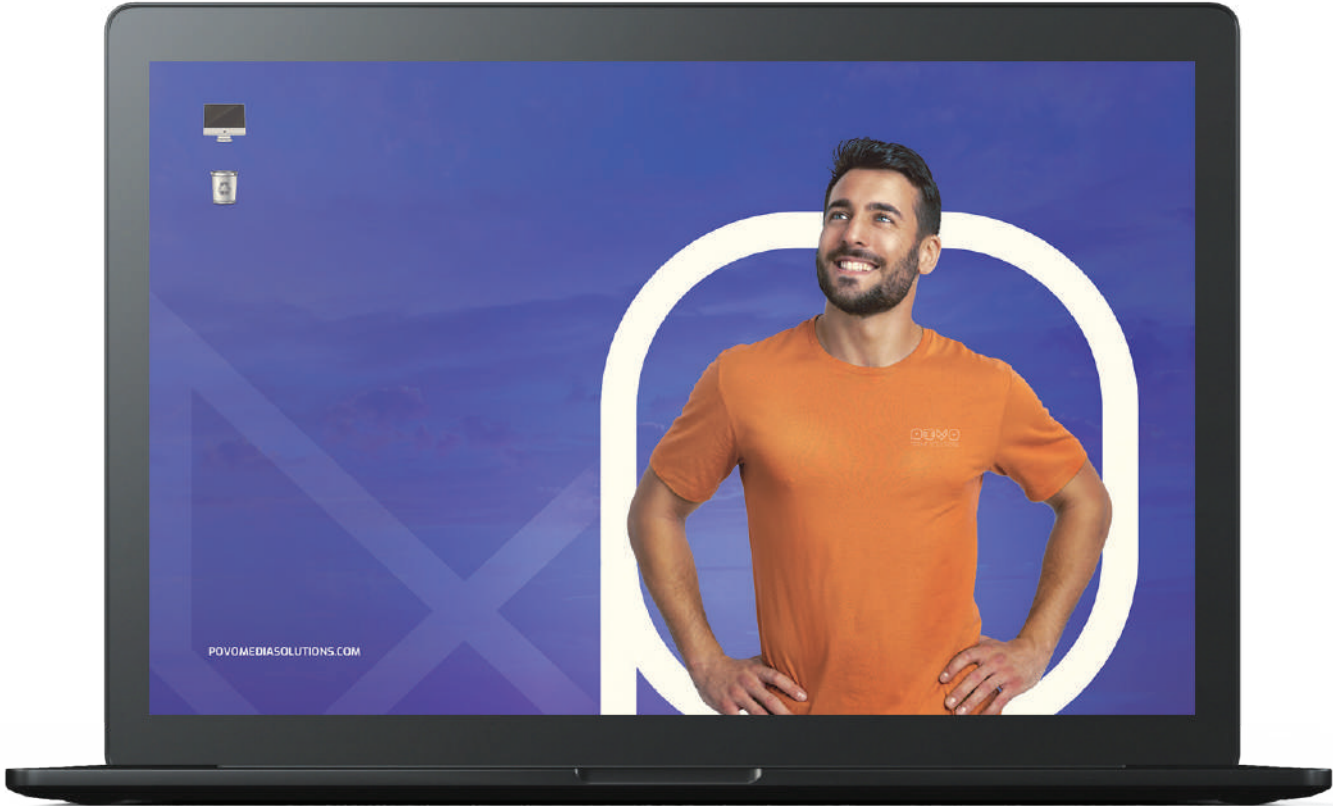




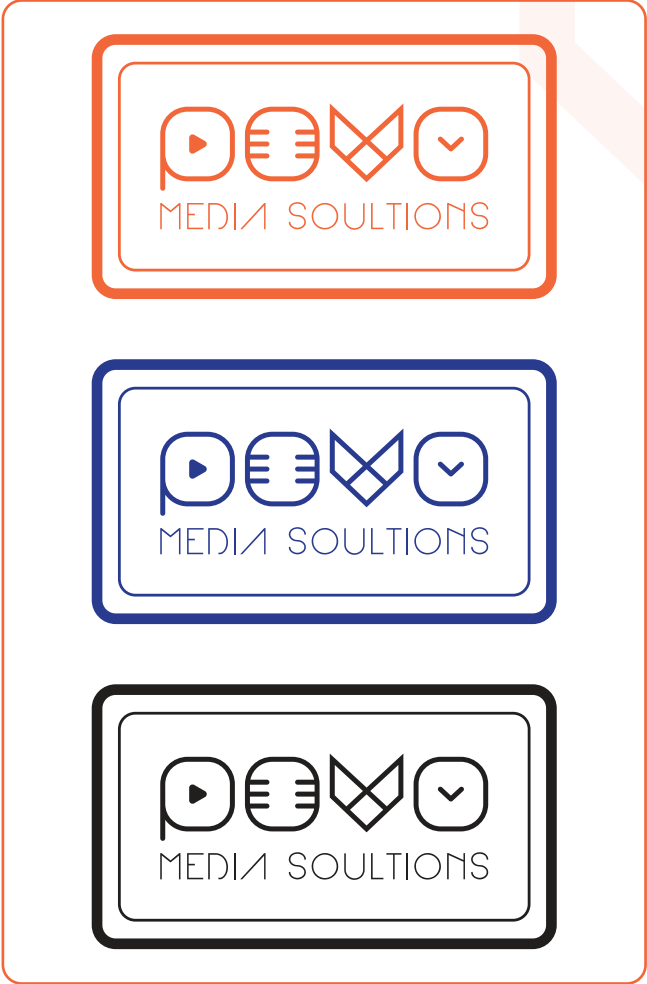
# Branding & Stationery



# Branding & Stationery



# Branding & Stationery



# Branding & Stationery

POV MEDIA SOLUTIONS

PRESENTATION  
SUCCESSES 2022

POV MEDIASOLUTIONS.COM

Slide Heading  
Sub-heading

01

Slide Heading  
Sub-heading

02

SEPARATIVE  
SUB-HEADLING

WE DO IT IN  
A DIFFERENT  
WAY

02

POV MEDIASOLUTIONS.COM

Slide Heading

03

THANK YOU


POV MEDIA SOLUTIONS

POV MEDIASOLUTIONS.COM

# Branding & Stationery




Best regards



**Karim ahmed**  
Executive Director  
Board Member

📞 0111 688 87 86  
✉ karim@povomediaolutions.com  
📍 Villa 82 ,8 St, elmogawra 8,West somid, Giza, Egypt.

Best regards



**Ali Mostafa**  
Executive Director  
Board Member

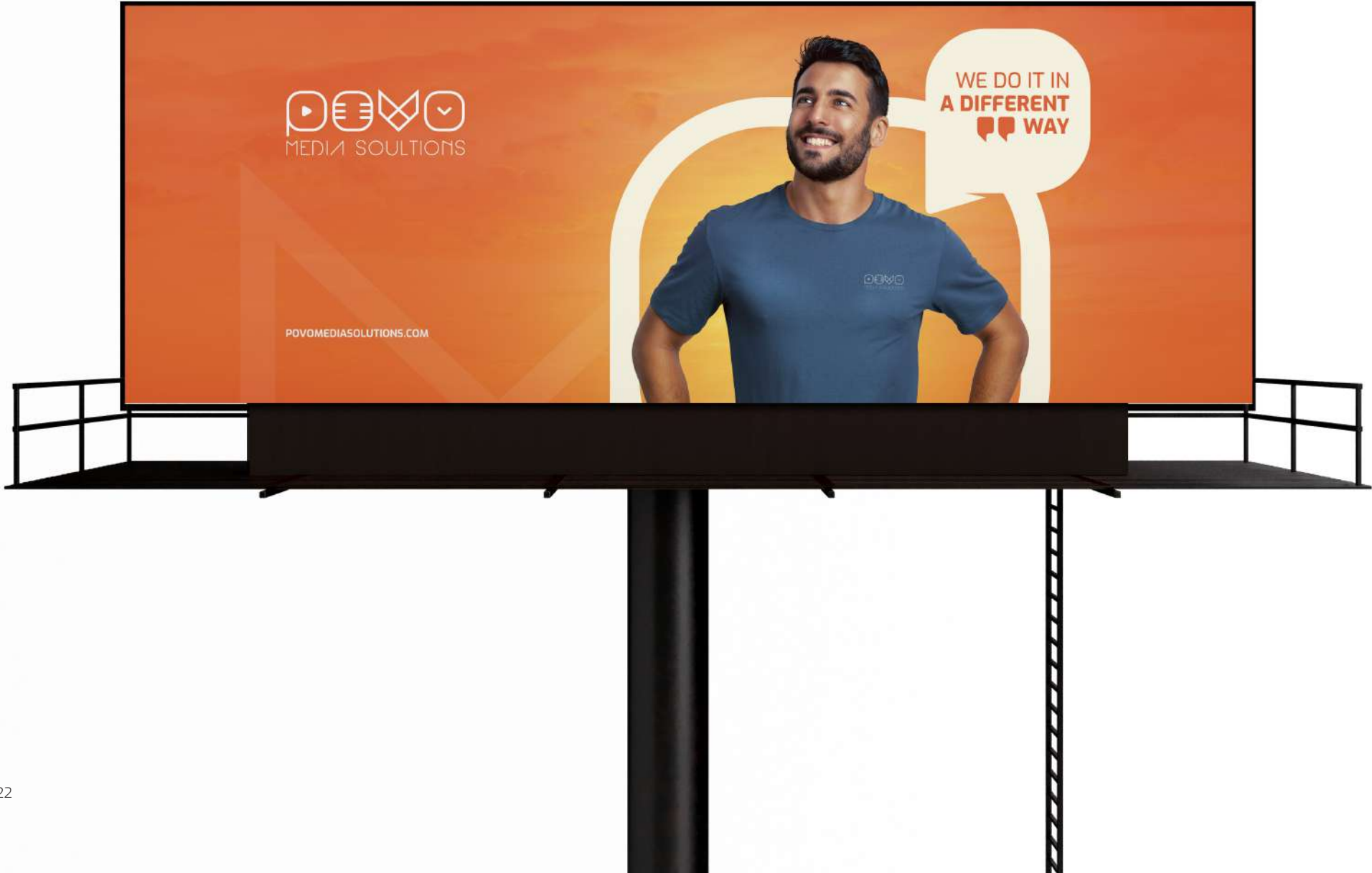
📞 0111 688 87 86  
✉ ali@povomediaolutions.com  
📍 Villa 82 ,8 St, elmogawra 8,West somid, Giza, Egypt.



advertisements

03

SECTION THREE







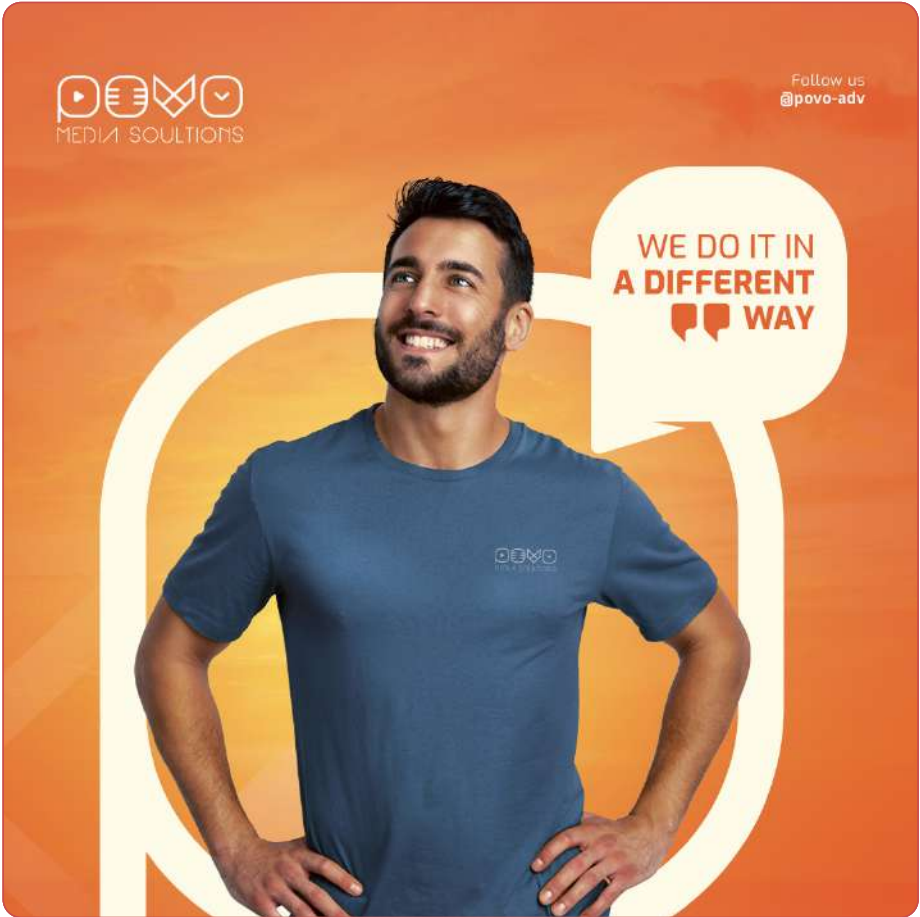
# Advertisements



# Advertisements



# Advertisements



THANK YOU