



AlKifah Holding Brand Guidelines

Volume .04

JAN 2023

INTRODUCTION

MISSION

To empower our people and grow to become a leading name in the development of the Kingdom.

VISION

To become the binding force that forges our people, companies and goals together, enabling progress and growth.

01 THE LOGO

01.1 THE LOGO

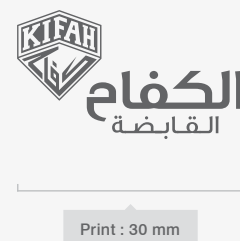
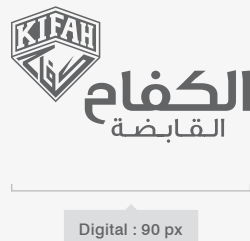
The Al Kifah Holding Company logo has been designed to reflect our brand essence. The precise position and proportion of all elements are fixed and must never be redrawn or modified in any way. Inconsistent use of the logo will lessen the impact and recognition of the Al Kifah Holding Company brand. Logos should come from the configuration supplied by KAF Advertising Design Department to assure the consistency of the identity proportion and design.



01.2 MINIMUM SIZE

A minimum size has been determined in order for the logo to always be visible.

Any logo size smaller than the ones demonstrated will result in poor legibility.



01.3 LOGO COLOR VARIATIONS

The Al Kifah Holding Company logo can only be shown in two colors, which are charcoal gray and white. The logo chosen will always depend on the background in play.

LOGO A

Colored Version



LOGO B

Colored Version



LOGO C

Colored Version



01.4 ICON USAGE

There are different scenarios in which the icon can be used alone.

Small Stationery Deliverables (ex. pens / internal notepad pages / pins / usbs / back of business cards / merchandise / PPT headers and footers).

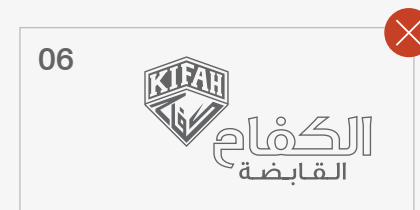
But only the icon can stand alone and never the typography.



10 mm

01.5 INCORRECT USAGE

- 01. Do not incorporate new colors into the icon or typography
- 02. Do not tilt the logo to any direction
- 03. Do not change the placement of the icon
- 04. Do not compress the logo
- 05. Do not add a drop shadow to the logo
- 06. Do not outline any part of the logo



02 BRAND COLORS

02.1 PRIMARY COLORS

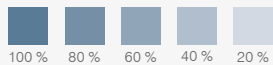
Provided are all of the color codes and pantones for the primary colors



PRIMARY COLOR DEEP BLUE

COLOR CODES

CMYK : C 50 M 22 Y 7 K 35
Pantone : 5415 C
RGB : R 90 G 123 B 149
Web : #5a7b95



COLOR TONES



Deep Blue

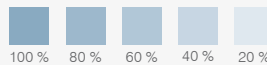
THE GRADIENT



PRIMARY COLOR LIGHT BLUE

COLOR CODES

CMYK : C 30 M 5 Y 0 K 25
Pantone : 7695 C
RGB : R 137 G 170 B 193
Web : #89aac1



COLOR TONES



Light Blue

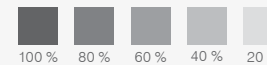
THE GRADIENT



PRIMARY COLOR CHARCOAL GRAY

COLOR CODES

CMYK : C 0 M 0 Y 0 K 75
Pantone : Cool Gray 10 C
RGB : R 99 G 100 B 102
Web : #636466



COLOR TONES



Charcoal Gray

THE GRADIENT

03 TYPOGRAPHY

03.1 TYPOGRAPHY

For the majority of Al Kifah Holding communications the corporate typeface for English is **Swis721 BT**, for Arabic is **GE Dinar One**. It is a simple, clean, robust and highly legible typeface in all applications. An extensive family of weights and styles ensures flexible usage across a wide range of applications.

ABC abc أ ب ت ا ب ت

HEADING

GE Dinar One (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 لا ي
() * & ^ % \$ # ! | ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ .

Swis721 Md BT (Roman)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

BODY TEXT

GE Dinar One (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 لا ي
() * & ^ % \$ # ! | ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ .

Swis721 Lt BT (Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

03.2 TYPOGRAPHY / Web Fonts

For the majority of Al Kifah Holding communications (web fonts version), the corporate typeface for English is [Roboto](#), for Arabic is [Cairo](#). It is a simple, clean, robust and highly legible typeface in all applications. An extensive family of weights and styles ensures flexible usage across a wide range of applications.

ABC abc أ ب ت ء أ ب ت

HEADING

Cairo (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 لا ي
() * & ^ % \$ # @ ! ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ .

Roboto (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

BODY TEXT

Cairo (Regular)

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 لا ي
() * & ^ % \$ # @ ! ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ .

Roboto (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()