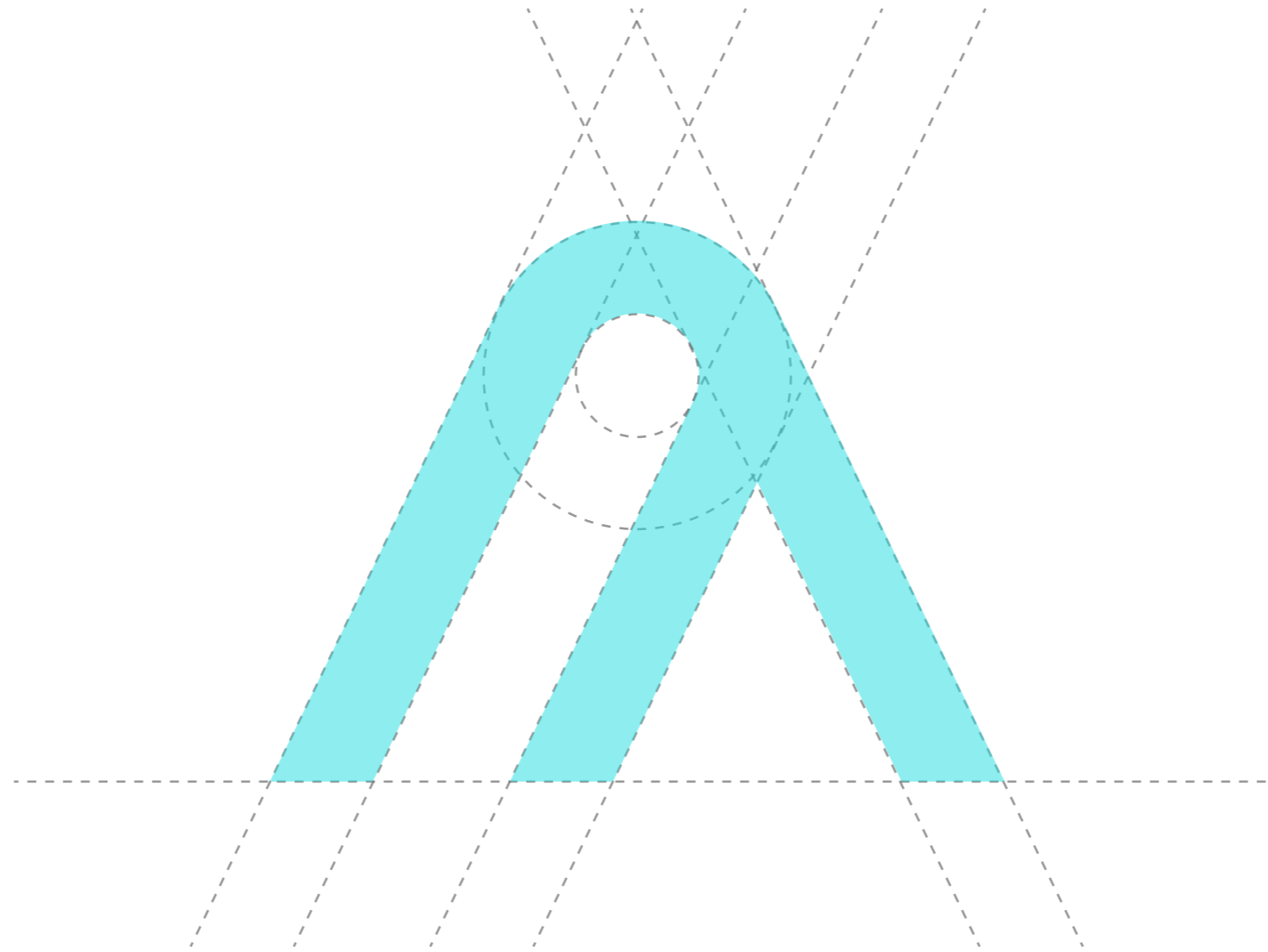عارف Aarif

Brand Guidelines

By @AhmedAlgrai1d

Logo mark concept

Logo mark construction

Lockup/Light background

عارف
Aarif

Lockup/Dark background

عارف
Aarif

Clear space & minimum size

Digtal: 150px
Printl: 1 inch

Clear space and minimum Size ensures the legibility and impact ot the logo by isolating it from competing visual elements such as text and supporting graphics.

The clear space is equal to the width/height Of the A letterform,

This minimum size for the logo Should be 150px tall in digital form and 1" tall in print.
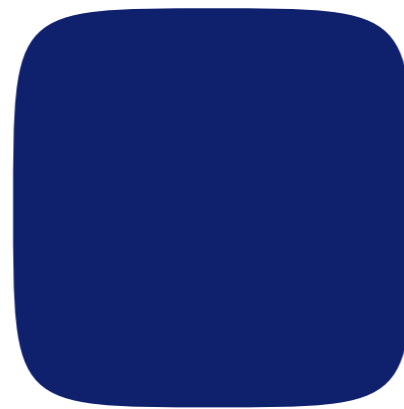
By @AhmedAlgrai1d

Colors

Primary colors

HEX: 0057FF
RGB: rgb(0,87,255)
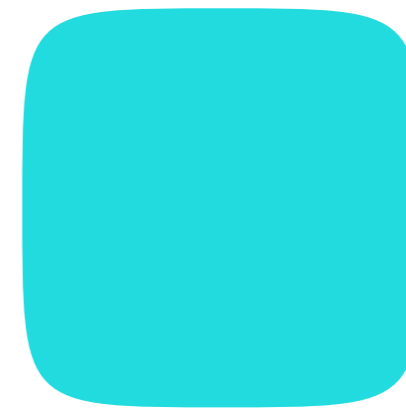CMYK: cmyk(100,66,0,0)

HEX: 0F206D
RGB: rgb(15,32,109)
CMYK: cmyk(86,71,0,57)

Supporting colours

HEX: 22DBDF
RGB: rgb(34,219,223)
CMYK: cmyk(85,2,0,13)

Gradient colours

0066ff   # 00b8ff

By @AhmedAlgrai1d

Font/Typography

Aa
*Premium

Silka Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ض
*Free

Dubai 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 ء
١٢٣٤٥٦٧٨٩٠

Aa
*Free

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Incorrect logo application

عارف
Aarif

X Low contrast

عارف
Aarif

X Dont rotate

عارف
Aarif

X Dont wrap or distort

عارف
Aarif

X Dont arbitrary change
the colors

عارف
Aarif

X Dont invert the logo

عارف
Aarif

X Dont change the spacing
between the shapes

Correct logo application

عارف Aarif

Thank You.

By @AhmedAlgrai1d