

Brand Guidelines.

BRAND IDENTITY STANDARDS!





LOGO MARK



18 x



16 x

LOGO TYPE

The Logo consists of a symbol and a typeface. When the width is much greater than the height (from-strip) the logo of this design is use

Main foreground

01



02



THUMBNAIL MARK

Compressed mark used for small and where applicable



LOGO USAGE

Here are acceptable ways the logo is applied.



PRIMARY



SECONDARY



AVOID USING OF BRAND COLORS



AVOID BUSY BACKGROUND



AVOID STRETCHING

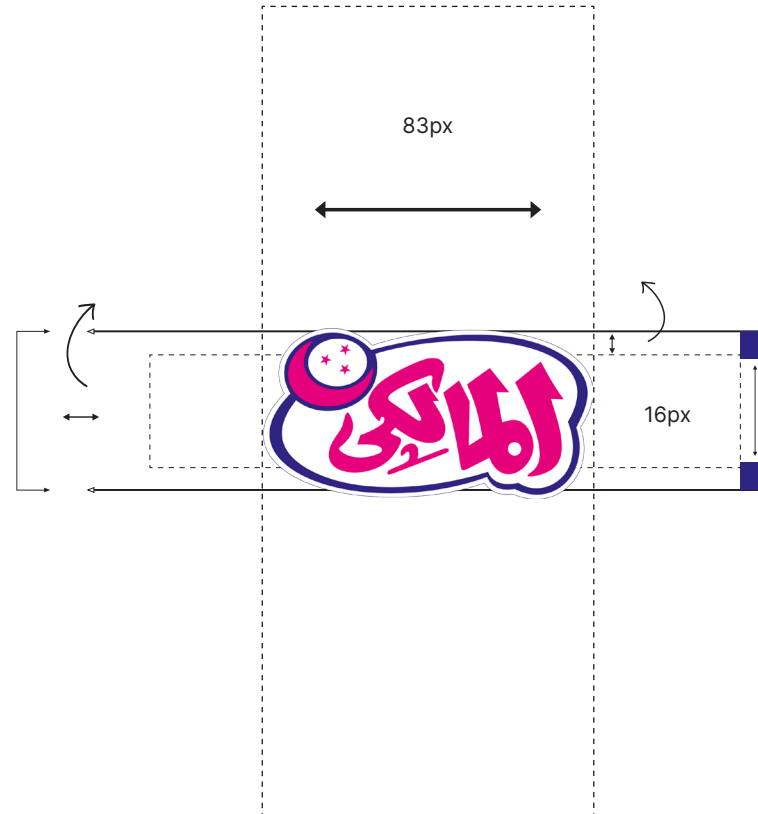


ALTERNATIVE USE

MINIMUM SIZE

Compressed mark used for small and where applicable

When Significantly reduced, the logo will become illegible. These are the pixel size units we recommend Staying within to preserve the quality of the logo.



02

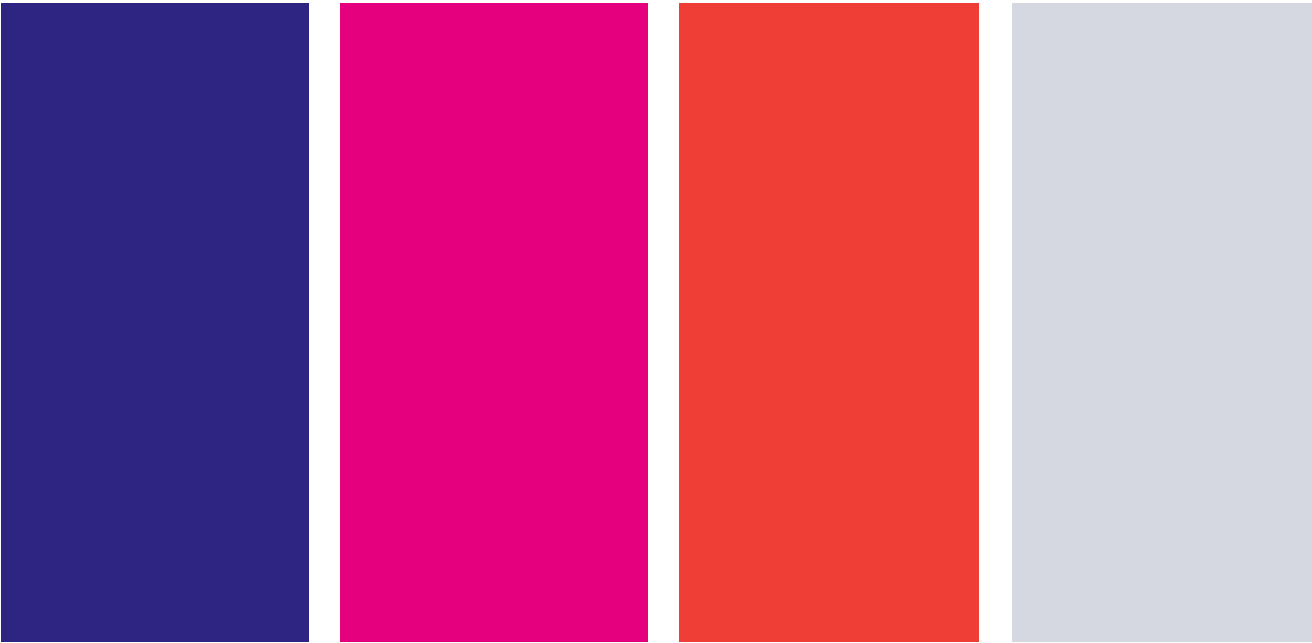
Colors

Brand color / Usage / Palette



BRAND COLOR

The color palette will cover the majority of our brands.It's Internationally small in variety so as to not dilute the brand visual,which adds confusion.



01.
Black

02.
Brick

03.
Lime

04.
Grey

COLOE PALETTE

Here are acceptable ways the logo is applied.



01.
Navy



02.
Pink



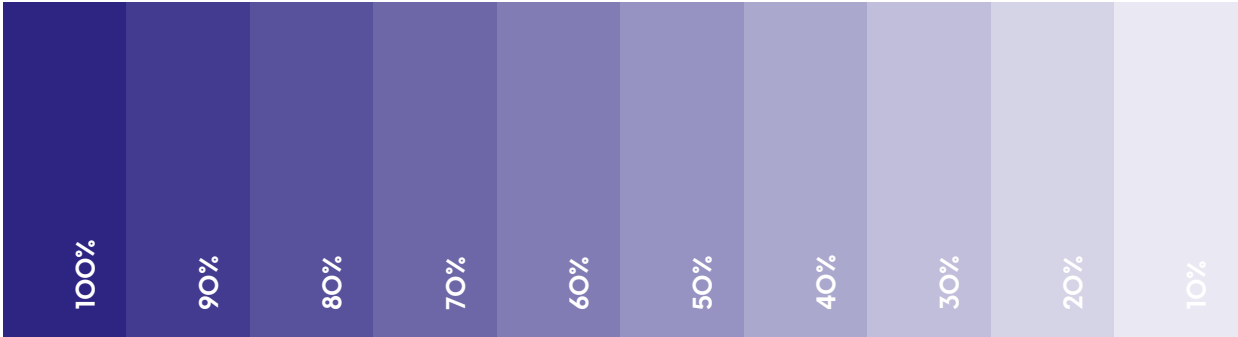
03.
Gray

CMYK 100 / 80 / 10 / 0
RGB 30 / 66 / 37
HEX E1428A

CMYK 100 / 80 / 10 / 0
RGB 30 / 66 / 37
HEX E1428A

CMYK 100 / 80 / 10 / 0
RGB 30 / 66 / 37
HEX E1428A

01. 02. 03. 04. 05. 06. 07. 08. 09. 10.



BRAND COLOR

The color palette will cover the majority of our brands.It's Internationally small in variety so as to not dilute the brand visual,which adds confusion.



03



TYPOGRAPHY

Typographic hierarchy system based on human interface guidelines. Aesthetic from while keeping text legibility, prioritize content and emphasize important information.

12345

01. 02. 03. 04. 05. 06. 07. 08. 09. 03.
// Extra Light // Thin // Light // Regular // Medium // Semi Bold // Bold // Extra Bold // Black **Brick**

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz

TYPOGRAPHY

Typographic hierarchy system based on human interface guideliness. Aesthetic from while keeping text legibility, prioritize content and emphasize important information.

Heading_O1	01.	02.	03.	04.	05.	06.	07.	08.	09.	10.
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Visby
Visby
Visby

03.
Brick

TYPOGRAPHY

Typographic hierarchy system based on human interface guidelines. Aesthetic from while keeping text legibility, prioritize content and emphasize important information.

Nn

01.
Black

Ha

02.
Beige

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
?!+(.,)@\$()~!

Learn more →

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
?!+(.,)@\$()~!

GET STARTED

TYPOGRAPHY

ARABIC

Typographic hierarchy system based on human interface guideliness. Aesthetic from while keeping text legibility, prioritize content and emphasize important information.

Heading_O1	01.	02.	03.	04.	05.	06.	07.	08.	09.	10.
------------	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----

Cairo
Cairo
Cairo

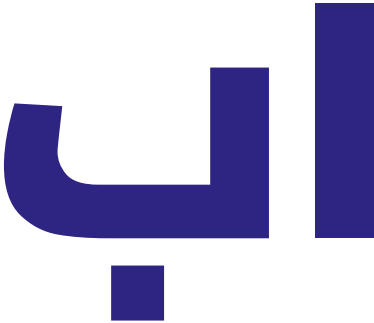
03.
Brick

TYPOGRAPHY

ARABIC

Typographic hierarchy system based on human interface guideliness. Aesthetic from while keeping text legibility, prioritize content and emphasize important information.

يبرعيبرع



01.
Black



02.
Beige

ص ش س ز ر ذ د خ ج ح ث ت ب ا
ي و ه ن م ل ك ق ف غ ع ظ ط ض

Learn more →

ض ص ش س ز ر ذ د خ ج ح ث ت ب ا
ي و ه ن م ل ك ق ف غ ع ظ ط

GET STARTED



IMAGE-GRAPHY

Git, core poria sumquid essed endus vel-
iqui ssequas audicid ellacip suntis corum
quo to omnitiam landeratur, que veliqua
tendistiumet destemolor

Lorem ipsum dolor sit amet consectetur
euismod tincidunt ut laoreet dolore mag-
na aliquam erat volutpat.



01.
Black

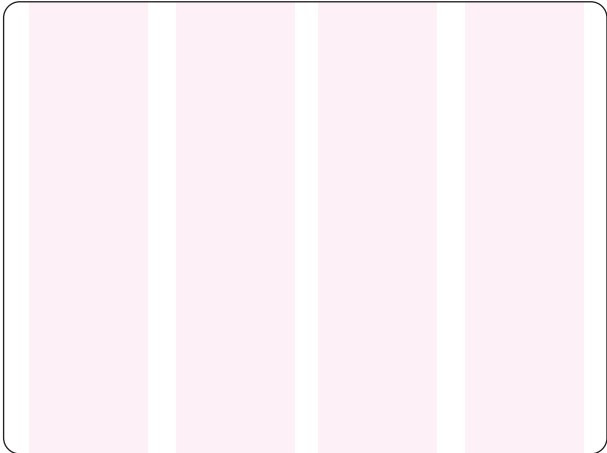


02.
Beige

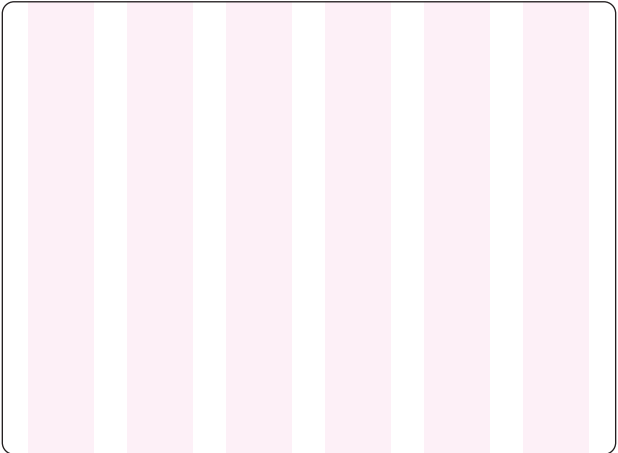


GRID SYSTEM

Heading_O1	01.	02.	03.	04.	05.	06.	07.	08.	09.	10.
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01.
iOS 4 Columns Grid
4 Columns - 24dp Gutter - 16dp Margine



02.
iOS 6 Columns Grid
6 Columns - 24dp Gutter - 32dp Margine

INSTAGRAM POST

Compressed mark used for small and where applicable

- HEX #1920 x 1080



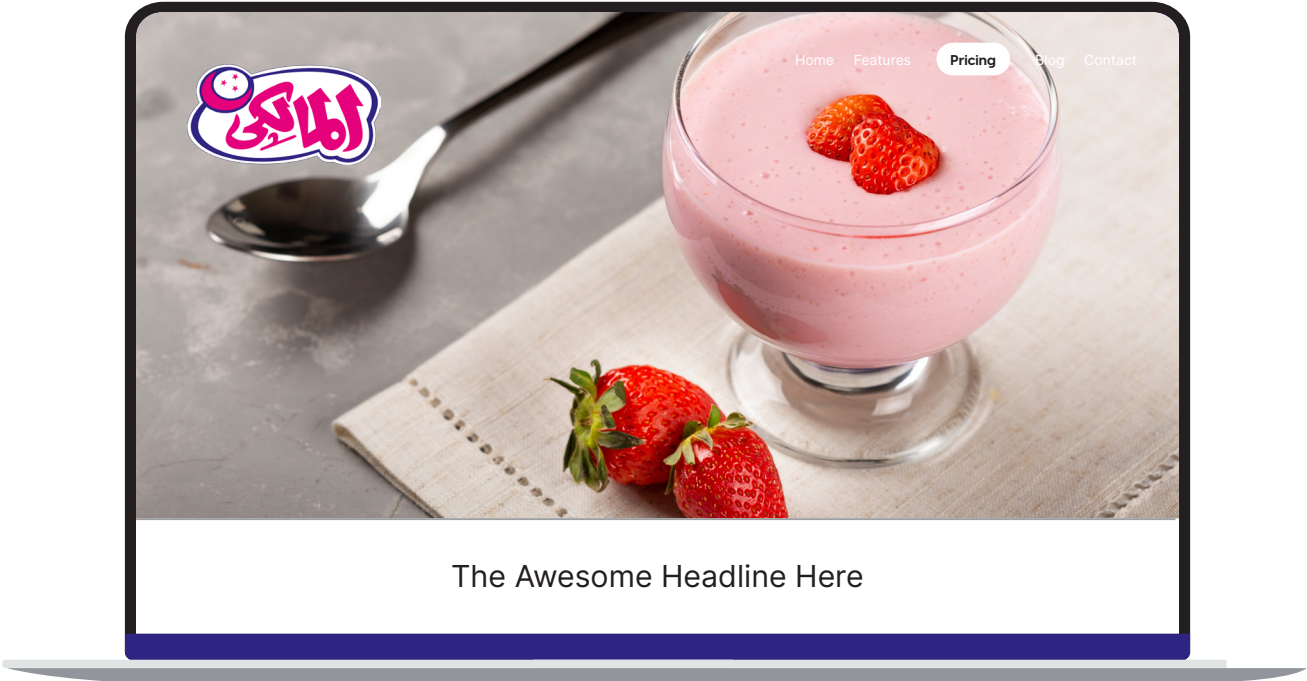
- HEX #1080 x 1080



PALIGO WEBSITE

Compressed mark used for small and where applicable

- HEX #1920 x 1080



Heading_01

01.

02.

03.

04.

05.

06.

07.

08.

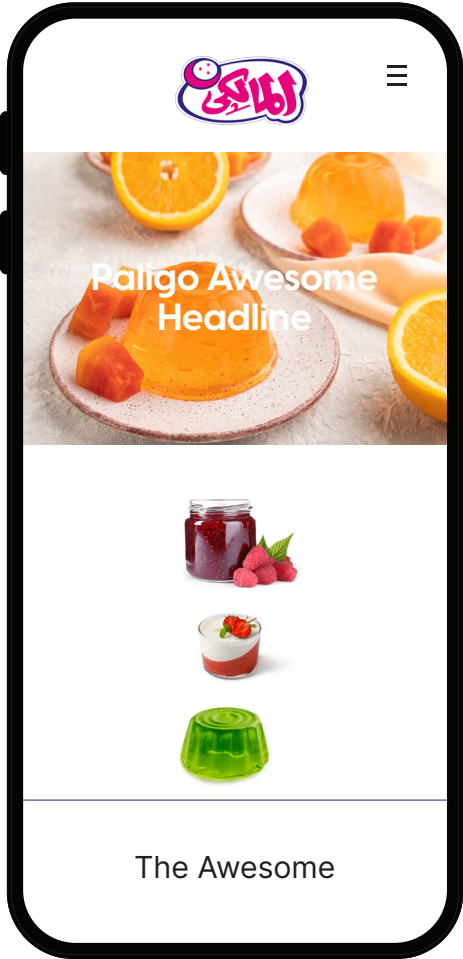
09.

10.

MOBAILE APPS

Compressed mark used for small and where applicable

- HEX #1920 x 1080



05

Brand

Bizcard / Letterhead / Envelope / Bag

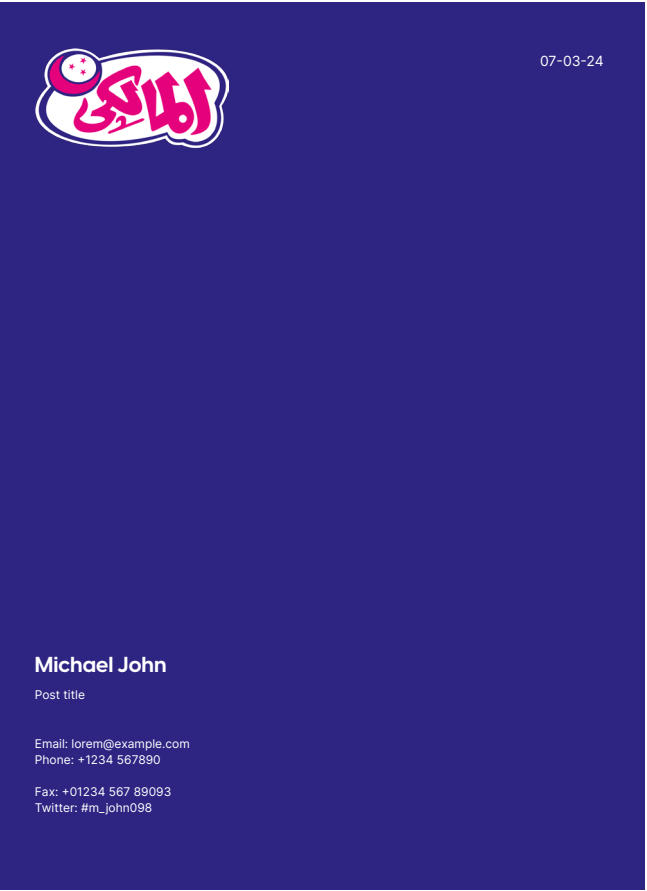
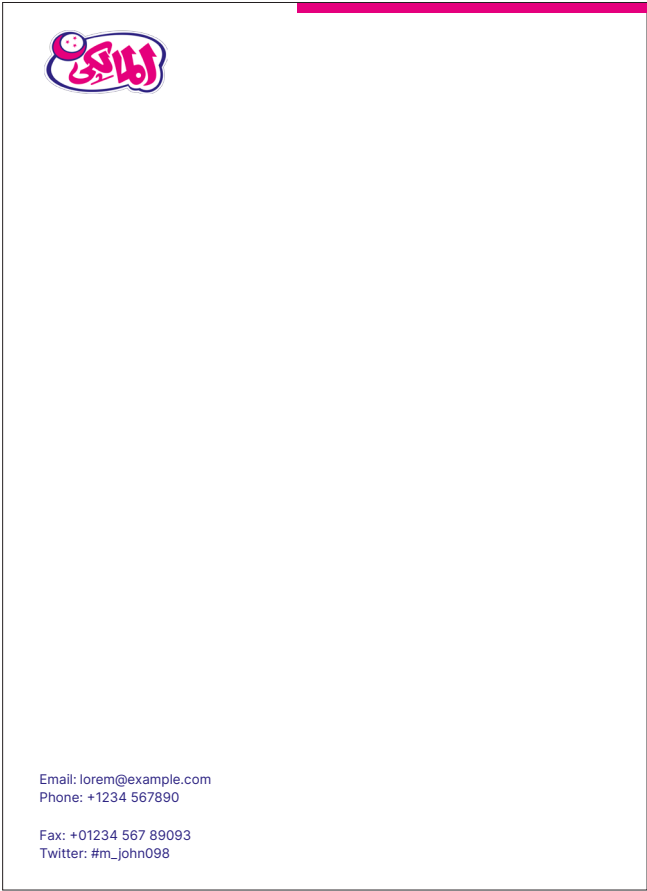


WHITE PAPER

Compressed mark used for small and where applicable

Lorem ipsum dolor sit amet consectetur euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud.

- HEX #210 x 297mm



BIZ CARD

Compressed mark used for small and where applicable

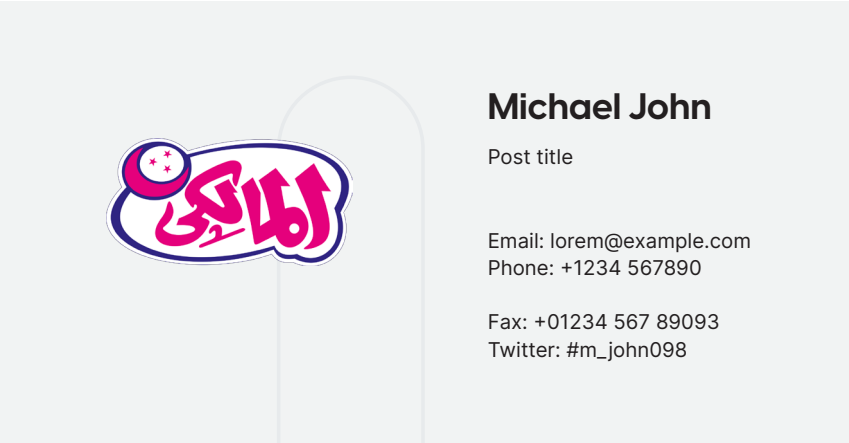
Lorem ipsum dolor sit amet consectetur euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud.

- HEX # 3.5 x 2 inch

01.
Front



02.
Back

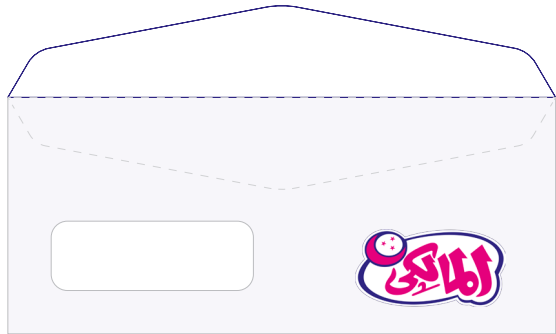


ENVELOPE & BAG

Compressed mark used for small and where applicable

Lorem ipsum dolor sit amet consectetur euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud.

- HEX #12 x 15 inch



01.
Front

- 03 Lorem ipsum dolor sit amet, consectetur adipiscing elit
- 04 Enim adminin veniam quis nostrud exerci tation suscipit aliquip
- 05 Consectetuer adipiscing elit, sed dia de et explaut quasped.

- 01 Lorem ipsum dolor sit amet, consectetur adipiscing elit
- 02 Enim adminin veniam quis nostrud exerci tation suscipit aliquip































