Brand Guideline 2022

logo

representation of the brand

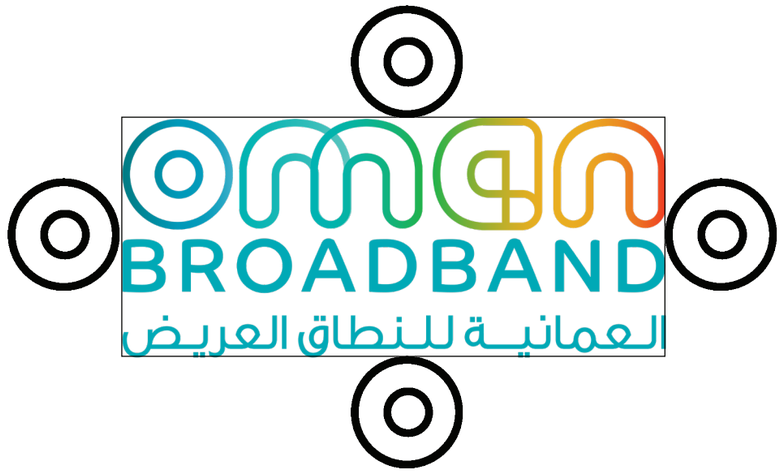
clearspace

└ what we do not see

minimum clear space

minimum clear space around the logo ensures visibility and clarity.

the OBB logo should be kept clear of other logos and design elements. The minimum clear space required around the logo is one letter "o" from the logo horizontally and vertically.



exceptions

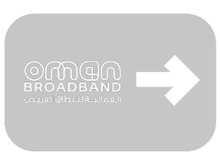
there are some occasions and applications that there is no need, or it is very difficult, to maintain the minimum clear space. In these cases, there is no need to consider the white space around the logo.

you can see the exceptions here:

application icons

stamp

social profile image



directional signage

scale

the right sizes

minimum size

the minimum acceptable size refers to the smallest size that the logo is visible and eligible.

these are the minimum sizes for most used mediums; for any other applications make sure the logo size is visible and readable, and never loses its identity.

150 x 250 px

minimum for print

150 x 250 px

our brand pillars

150 x 250 px

minimum for ooh

150 x 250 px

our brand pillars

72 x 92 px

minimum for screen

72 x 92 px

our brand pillars

placement

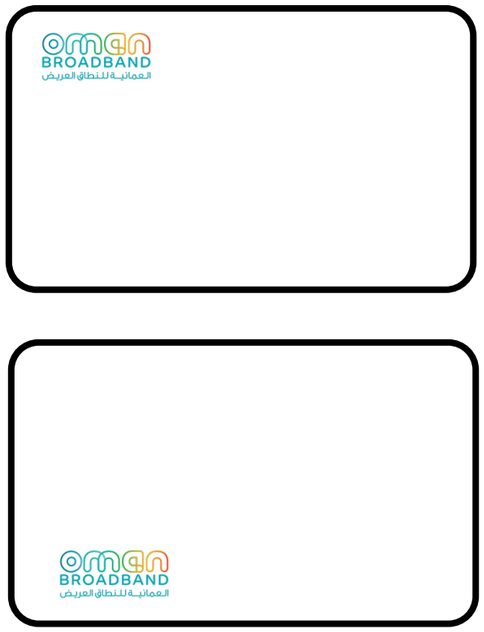
how and where it goes

placement

placement refers to where we place the logo in a frame. in the case of the OBB logo, we prefer always to place it at the left-hand side of the frame/ page, whether this is at the top or bottom. in cases such as a video or TV commercial, or any kind of packshots, we can place it in the centre of the frame.

attention

it does not matter if we have rtl frame or LTR frame, or if we are using the arabic logo: We should always stick to the rule and not to change the alignment of the logo to right.



not to do

what you should not do

attention

these rules are used to guide our use of the OBB logo. by following these rules, anyone working with the logo can ensure they maintain its correct form and character, and its long-term association with the OBB brand.

exceptions

on vary rare occasions, we can make an exception to the rule, in terms of how the logo is used. for example: when we require a watermark for a video, we can use the logo in a transparent or screened form.

dont change the ratio of the logo

dont change the spacing of letters

Dont use it as solid shapes

dont use the logo as transparent or screen

dont blur the logo in any case

dont add shadows to the logo

dont add strock or frame around the logo

dont add effects such as bevel or 3D to the logo

dont put the logo in shape with no reason

dont change the typeface of the text of the logo

dont change the placement of the text

dont add any text around the logo

colors

primary and secondary

colors

the colors we see

primary

our color palette is simple and impactful, comprising light turquoise and four other main colorsv. These are the colors of both our identity, as expressed through our logos, and our entire Visual Identity System.

- **RGB**

  website and applications use RGB color mode.

- **CMYK**

  digital printing from Adobe CS programs uses CMYK color mode.

- **PMS**

  spot printing, screen printing and embroidery use Pantone® color modes.

- **Hex / HSB**

  video applications and websites use HEX color mode.

PMS 7467 C

#00A8B5

C: 77 M: 12 Y: 29 K: 00

R: 00 G: 168 B: 181

H: 184 S: 100 B: 71

PMS 7714 C

#167B87

C: 85 M: 37 Y: 41 K: 08

R: 37 G: 123 B: 135

H: 187 S: 80 B: 53

PMS 7482 C

#00A559

C: 83 M: 07 Y: 89 K: 00

R: 00 G: 165 B: 89

H: 152 S: 100 B: 65

PMS 1815 C

#801533

C: 32 M: 100 Y: 69 K: 34

R: 128 G: 21 B: 51

H: 343 S: 84 B: 50

PMS 7752 C

#E1B32A

C: 13 M: 28 Y: 97 K: 00

R: 225 G: 179 B: 42

H: 45 S: 82 B: 88

colors

the colors we see

secondary

secondary color provides more ways to accent and distinguish the brand. Having a secondary color is optional, and should be applied sparingly to designs.

attention

for each main color we have a shade and a tint. Both are based on a formula that minlges with the saturatuion and brightness of main color.

tints are lighter by decreasing 20 on saturation and increasing 20 on brighness.

shades are darker obtained by decreasing 30 from brightness and increaseing 20 on saturation.

PMS 7693 C #145081 C: 97 M: 73 Y: 25 K: 9 R: 20 G: 80 B: 129 H: 206 S: 84 B: 50	PMS 7648 C #9A2F61 C: 36 M: 94 Y: 39 K: 11 R: 154 G: 47 B: 97 H: 331 S: 69 B: 60	PMS 2627 C #3A174B C: 83 M: 100 Y: 36 K: 39 R: 58 G: 23 B: 75 H: 279 S: 69 B: 29	PMS 7475 C #337C80 C: 80 M: 36 Y: 46 K: 9 R: 51 G: 124 B: 128 H: 82 S: 60 B: 50	PMS 877 C #989897 C: 43 M: 35 Y: 36 K: 1 R: 152 G: 152 B: 151 H: 59 S: 0 B: 59
PMS 7454 C #4A8FCC C: 70 M: 34 Y: 0 K: 0 R: 74 G: 143 B: 204 H: 207 S: 63 B: 80	PMS 513 C #9f4895 C: 42 M: 86 Y: 4 K: 0 R: 159 G: 72 B: 149 H: 306 S: 54 B: 62	PMS 7677 C #7C57A4 C: 70 M: 34 Y: 0 K: 0 R: 74 G: 143 B: 204 H: 207 S: 63 B: 80	PMS 630 C #7FC8CC C: 49 M: 3 Y: 21 K: 0 R: 127 G: 200 B: 204 H: 182 S: 37 B: 80	PMS 649 C #E6E6E5 C: 9 M: 6 Y: 7 K:0 R: 230 G: 230 B: 229 H: 59 S: 0 B: 90
PMS 283 C #89BDE6 C: 44 M: 14 Y: 0 K: 0 R: 137 G: 189 B: 230 H: 206 S: 40 B: 90	PMS 687 C #C784B9 C: 20 M: 56 Y: 0 K: 0 R: 199 G: 132 B: 185 H: 32 S: 33 B: 78	PMS 7439 C #B590C2 C: 29 M: 47 Y: 0 K: 0 R: 181 G: 144 B: 194 H: 283 S: 25 B: 76	PMS 628 C #CCFCFF C: 16 M: 0 Y: 3 K: 0 R: 204 G: 252 B: 255 H: 183 S: 19 B: 100	PMS 649 C #FFFFFF C: 0 M: 0 Y: 0 K: 0 R: 255 G: 255 B: 255 H: 183 S: 0 B: 100

variations

what we see

positive

you can mix white
with any other colors
from the pallete.

negative

you can mix white
with any other colors
from the pallete.

solid

you can mix white
with any other colors
from the pallete.

typography

how do we write it?

english

how do we write it?

primary english typeface

The Co Headline font has been specifically chosen due to it's balanced, professional appearance, its clear legibility and its compatibility with the Arabic font.

For the copy on letterheads the commonly available system-font ARIAL should be used.

The Co headline font is available for purchase at

https://www.myfonts.com/fonts/daltonmaag/co/headline-bold

Aa Bb Cc
1234567890

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet

Co Headline

arabic

how do we write it?

primary arabic typeface

GE SS Unique has been selected. It is a modern and professional font that is clearly legible, even when displayed at small sizes.

For the copy on letterheads the commonly available system-font ARIAL should be used.

GE SS Unique is available for purchase at

http://www.boutrosfonts.com

ابجد هوز
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!*#$%^&*()_+

هنالك العديد من الأنواع المتوفرة لنصوص لوريم
البسوم، ولكن الغالبية تم تعديلها بشكل ما
عبر إدخال بعض النوادر أو عليك أن تتحقق أولاً أن
ليس هناك

GE SS Two

thank you