



Imdaad

Visual Standards Guideline



Imdaad

BRANDMARK

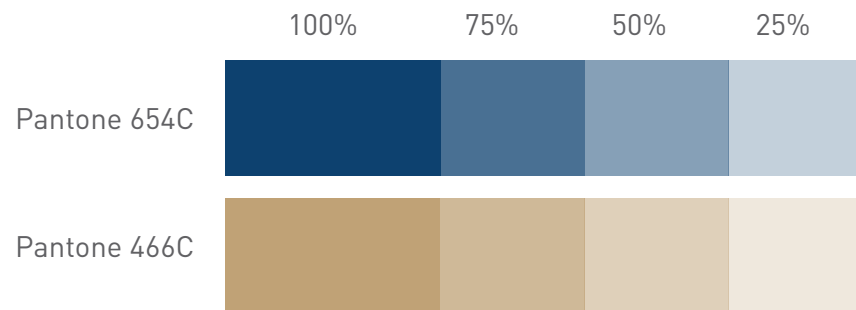
ELEMENTS & SIZES



"Imdaad" Brandmark clear space



PRIMARY COLORS



C:20 M:30 Y:57 K:6

C:100 M:80 Y:32 K:16



R:195 G:171 B:121

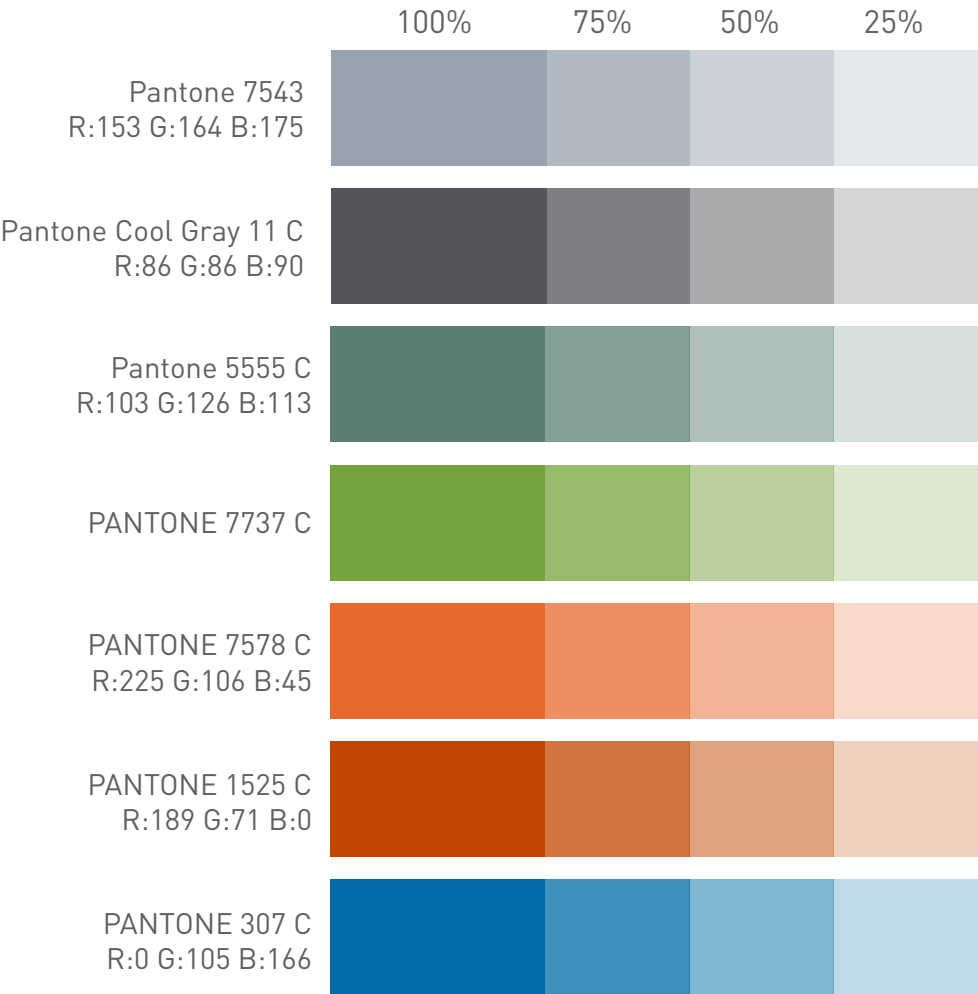
R:33 G:60 B:109



C4AD7A

213C6D

SECONDARY COLORS



DO'S



Solid Pantone colors 1



Solid Pantone 357 C color on white



Solid Pantone cool gray 11 C color on white



Black on white



Brandmark on image



Black on golden background



White on black



Pantone 364 C on black



Pantone gold Metallic on black

DONT'S



Don't show in other colors than specified.



Don't use secondary colors for logo.



Don't use the wordmark on pattern.



Don't distort or rotate.



Don't use any effect.



Don't change the proportions.



Don't use Wordmark with out symbol.



Don't change the order of position.



Don't use the wordmark over complex imagery.

Dont's

WORDMARK/ PRINT

Play Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 , . ! ? # % "A"

Play Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 , . ! ? # % "A"**

DIGITAL

Arial Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 , . ! ? # % "A"

Arial Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
Zz 1234567890 , . ! ? # % "A"**

Din Next LT Arabic Light

أ آ ب ج د ه و ز ح ط ظ ع
ع غ ف ف ق ق ك ك ل ل م م ن ن ه ه و و ي ي ي ١٢٣٤٥٦٧٨٩٠
، ! ؟ # % «ا»

إمداد لإدارة المرافق العامة

Din Next LT Arabic Regular

أ آ ب ج د ه و ز ح ط ظ ع
ع غ ف ف ق ق ك ك ل ل م م ن ن ه ه و و ي ي ي ١٢٣٤٥٦٧٨٩٠
، ! ؟ # % «ا»

إمداد لإدارة المرافق العامة

Din Next LT Arabic Medium

أ آ ب ج د ه و ز ح ط ظ ع
ع غ ف ف ق ق ك ك ل ل م م ن ن ه ه و و ي ي ي ١٢٣٤٥٦٧٨٩٠
، ! ؟ # % «ا»

إمداد لإدارة المرافق العامة

Din Next LT Arabic Bold

أ آ ب ج د ه و ز ح ط ظ ع
ع غ ف ف ق ق ك ك ل ل م م ن ن ه ه و و ي ي ي ١٢٣٤٥٦٧٨٩٠
، ! ؟ # % «ا»

إمداد لإدارة المرافق العامة