



ARWADH

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Brand Manual

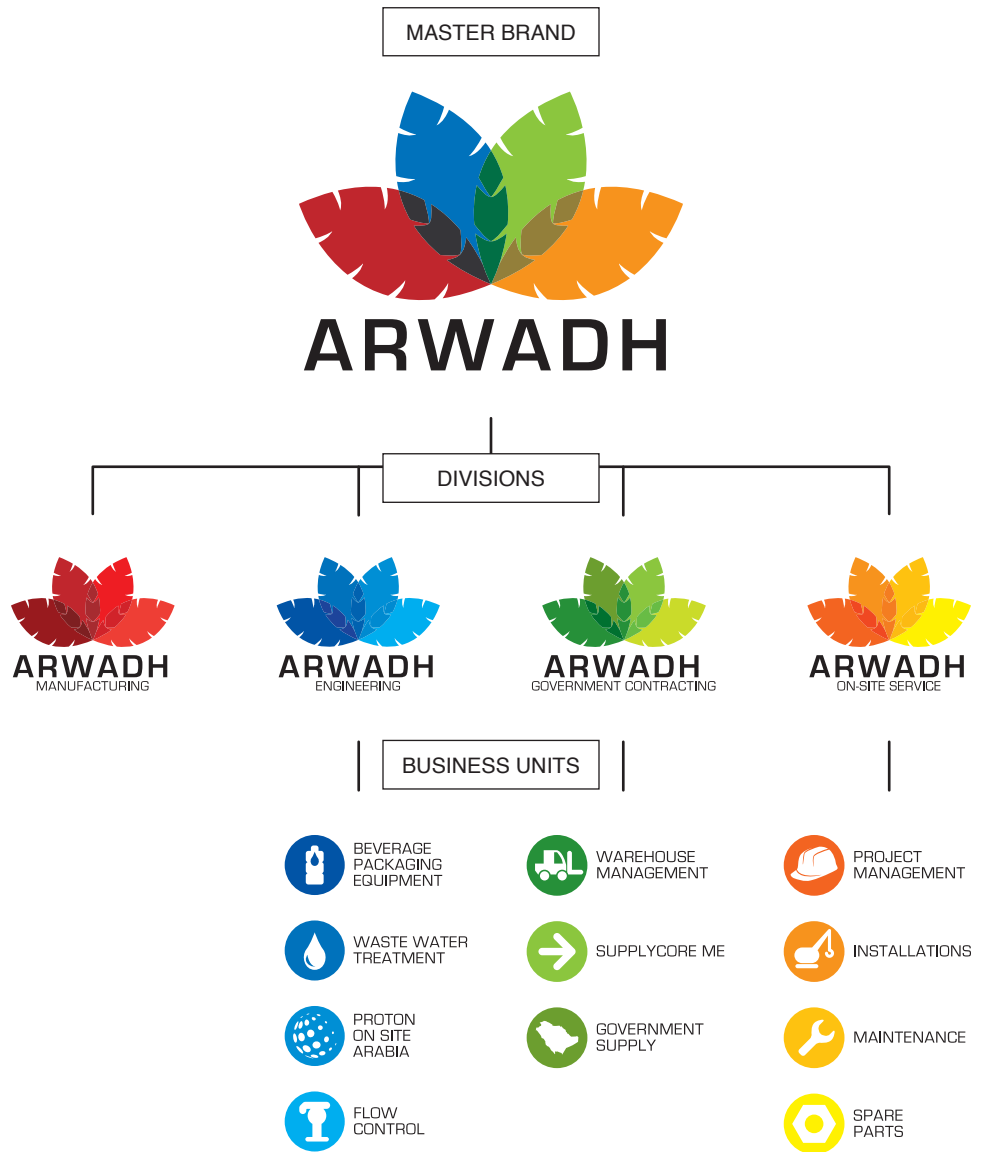
The Arwadh Brand

In order for us to develop a strong brand, each and every detail must be consistent. This means that all Arwadh communications should look and feel uniform.

These guidelines provide general rules for developing communication tools that tell a consistent story.

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Brand Structure

The Arwadh brand includes a master brand (Arwadh) four division brands (Manufacturing, Engineering, Government Contracting, and On-Site Services) and eleven business units. The individual entities are brought together visually through the use of color and type treatments that must remain consistent in order to eliminate the potential for brand deviation as we move forward.



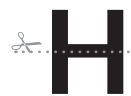
Our Logo

Our logo is the key component of our identity, the primary visual element that identifies us. The logo is a combination of the Arwadh type style and the palm leaf symbol – they have a fixed relationship that should never be embellished, outlined, or altered in any way. Always use an approved electronic version.



It is important to keep our logo clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark.

Half-H measurement:



Half of the letter height of the H in the Arwadh logotype is used as a unit of measure. It is used to space graphic elements proportionally to the logo.

Logo Use

ARWADH



Don't...

- separate the type from the symbol.
- separate the symbol from the type.
- distort the proportions of the logo.
- create shapes around the logo.
- change colors of the logo.
- use special effects with the logo.
- forget parts of the logo.
- rearrange parts of the logo.



Do...

- use the Arwadh logo as one complete graphic.
- use only artwork provided by Arwadh.
- maintain the required clear space around the logo.
- use the appropriate file format for your specific application.



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Tag Line

The “working together” tag, in both English and Arabic, may be used in conjunction with our logo whenever appropriate. It must always include both English and Arabic translations when used with the English language logo. Always use an approved electronic version to ensure appropriate spacing and size.

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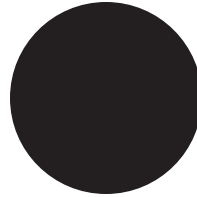
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The tag artwork may also be used separately from the logo in either 75% gray or reversed in white. Again, be sure to use an approved electronic version of the tag artwork.

Primary Colors

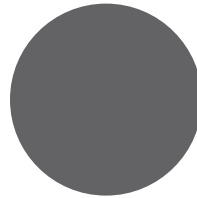
There are five main colors of the Arwadh logoto be used in communications where appropriate, as well as gray.

Black



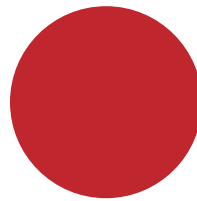
CMYK: 0/0/0/100
RGB: 0/0/0
HTML: 000000
PANTONE: Black

Gray



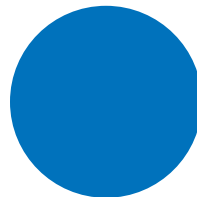
CMYK: 0/0/0/75
RGB: 99/100/102
HTML: 636466
PANTONE: 75% Black

Red



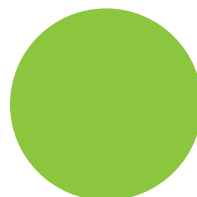
CMYK: 25/100/100/0
RGB: 192/39/45
HTML: C0272D
PANTONE: 1797C

Blue



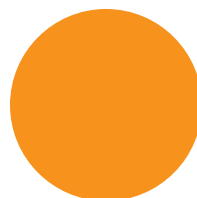
CMYK: 100/50/0/0
RGB: 0/114/187
HTML: 0072BB
PANTONE: 2935C

Green



CMYK: 50/0/100/0
RGB: 140/197/63
HTML: 8CC53F
PANTONE: 368C

Orange

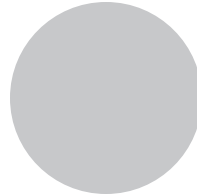


CMYK: 0/50/100/0
RGB: 246/147/30
HTML: F6931E
PANTONE: 144C

Secondary Colors

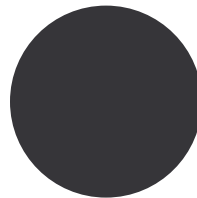
There are three secondary colors of the Arwadh logo to be used in communications where appropriate, as well as light gray.

**Light
Gray**



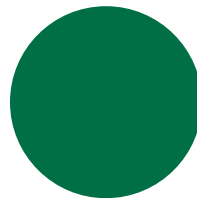
CMYK: 0/0/0/25
RGB: 198/199/201
HTML: C6C7C9
PANTONE: 25% Black

**Dark
Gray**



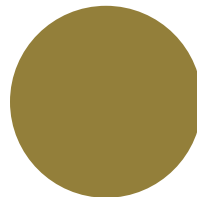
CMYK: 100/100/100/0
RGB: 54/54/57
HTML: 363639
PANTONE: 497C

**Dark
Green**



CMYK: 100/50/100/0
RGB: 0/111/69
HTML: 006F45
PANTONE: 7483C

Mustard



CMYK: 50/50/100/0
RGB: 147/127/58
HTML: 937F3A
PANTONE: 105C

Which color formulation should you use?

- For most print applications, use CMYK colors.
- Approved RGB color values can be used for on-screen use such as PowerPoint® presentations.
- Approved HTML color values can be used for web applications.
- PANTONE colors are for reference only and not to be used except as a guide when necessary (i.e. for product vendors).

Typography

Consistency in the use of typography enhances communications effectiveness, builds customer familiarity, and strengthens the Arwadh identity.

A B C D E F G H I J K L M N O

a b c d e f g h i j k l m n o p q r s t u

Eurostile

A B C D E F G H I J K L M N O

a b c d e f g *h i j k l m n o p q r s t u*

Helvetica

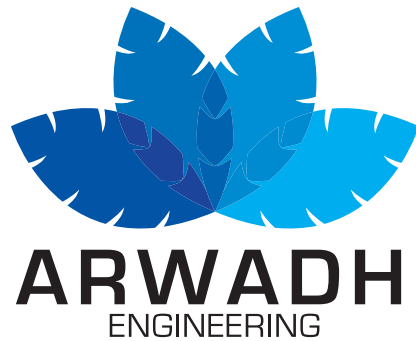
Headlines and feature text may be displayed in Eurostile. The preferred type font for body text is Helvetica.

A B C D E F G H I J K L M N O

a b c d e f g *h i j k l m n o p q r s t u*

Arial

Web-based communications should use Arial to ensure that display will be consistent for the majority of users.



Division Logos

The division logos are a combination of the Arwadh type style, the overlapping palm leaf symbol, and the division name – they have a fixed relationship that should never be embellished, outlined, or altered in any way. Always use an approved electronic version.

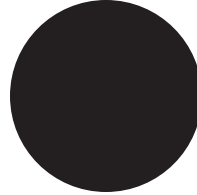


The same rules apply for the division logo as for the master brand. Ensure that there is adequate spacing around the logo, never display the logo without all three portions of the artwork, and never change the colors, proportions, or embellish the logo in any way.

Manufacturing Division Colors

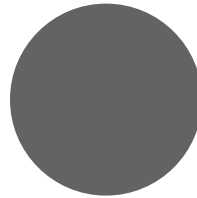
Various shades of red, as well as black and gray, are used in Manufacturing communications.

Black



CMYK: 0/0/0/100
RGB: 0/0/0
HTML: 000000

Gray



CMYK: 0/0/0/75
RGB: 99/100/102
HTML: 636466

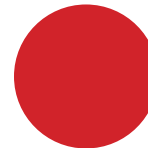
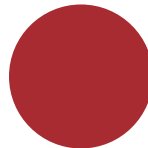
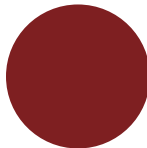
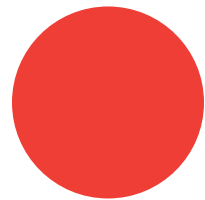
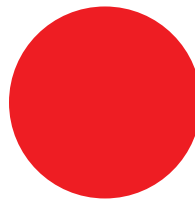
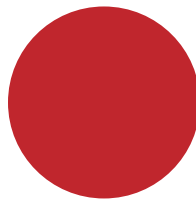
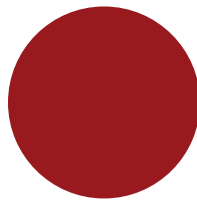
Red

CMYK: 25/100/100/25
RGB: 151/27/30
HTML: 971B1E

CMYK: 25/100/100/0
RGB: 192/39/45
HTML: C0272D

CMYK: 0/100/100/0
RGB: 192/39/45
HTML: C0272D

CMYK: 25/90/85/0
RGB: 192/39/45
HTML: C0272D



CMYK: 25/100/100/0
RGB: 192/39/45
HTML: C0272D

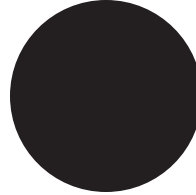
CMYK: 0/100/100/0
RGB: 192/39/45
HTML: C0272D

CMYK: 25/90/85/0
RGB: 192/39/45
HTML: C0272D

Engineering Division Colors

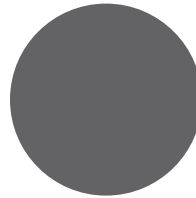
Various shades of blue delineate the business units in the Arwadh Engineering division and are used in conjunction with black and gray in Engineering communications.

Black



CMYK: 0/0/0/100
RGB: 0/0/0
HTML: 000000

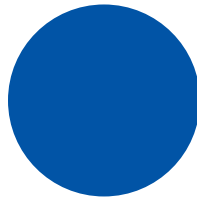
Gray



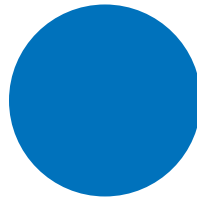
CMYK: 0/0/0/75
RGB: 99/100/102
HTML: 636466

Blue

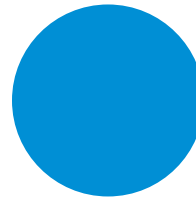
CMYK: 100/75/0/0
RGB: 0/87/163
HTML: 0057A3



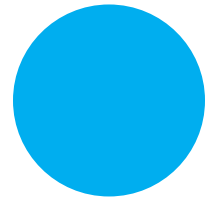
CMYK: 100/50/0/0
RGB: 0/114/187
HTML: 0072BB



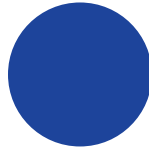
CMYK: 100/25/0/0
RGB: 0/142/212
HTML: 008ED4



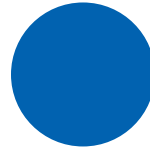
CMYK: 100/0/0/0
RGB: 0/173/238
HTML: 00ADEE



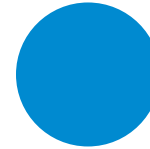
CMYK: 100/87/0/0
RGB: 27/68/156
HTML: 1B449C



CMYK: 100/63/0/0
RGB: 0/99/176
HTML: 0063B0



CMYK: 100/29/0/0
RGB: 0/137/208
HTML: 0089D0



Government Contracting Division Colors

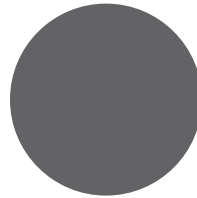
Various shades of green delineate the business units in the Arwadh Government Contracting division and are used in conjunction with black and gray in Government Contracting communications.

Black



CMYK: 0/0/0/100
RGB: 0/0/0
HTML: 000000

Gray



CMYK: 0/0/0/75
RGB: 99/100/102
HTML: 636466

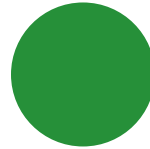
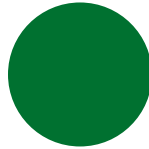
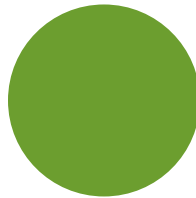
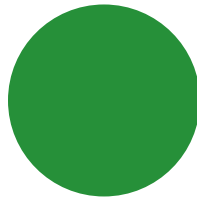
Green

CMYK: 75/0/100/25
RGB: 40/143/59
HTML: 288F3B

CMYK: 50/0/100/25
RGB: 109/156/49
HTML: 6D9C31

CMYK: 50/0/100/0
RGB: 140/197/63
HTML: 8CC53F

CMYK: 25/0/100/0
RGB: 202/218/42
HTML: CADA2A



CMYK: 87/0/100/44
RGB: 2/113/48
HTML: 027130

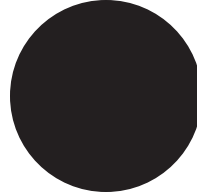
CMYK: 75/0/100/25
RGB: 40/143/59
HTML: 288F3B

CMYK: 63/0/100/0
RGB: 105/188/69
HTML: 69BC45

On-Site Service Division Colors

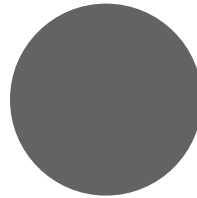
Various shades of orange and yellow delineate the business units in the Arwadh On-Site Service division and are used in conjunction with black and gray in On-Site Service communications.

Black



CMYK: 0/0/0/100
RGB: 0/0/0
HTML: 000000

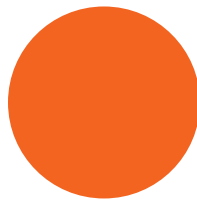
Gray



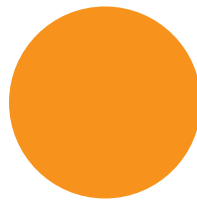
CMYK: 0/0/0/75
RGB: 99/100/102
HTML: 636466

Orange and Yellow

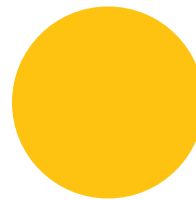
CMYK: 0/75/100/0
RGB: 241/101/34
HTML: F16522



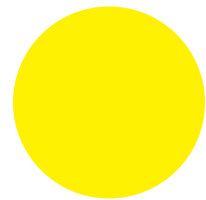
CMYK: 0/50/100/0
RGB: 246/147/30
HTML: F6931E



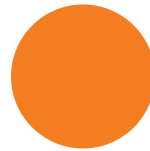
CMYK: 0/25/100/0
RGB: 254/193/14
HTML: FEC10E



CMYK: 0/0/100/0
RGB: 254/241/0
HTML: FEF100



CMYK: 0/87/100/0
RGB: 238/74/35
HTML: EE4A23



CMYK: 0/63/100/0
RGB: 244/126/32
HTML: F47E20

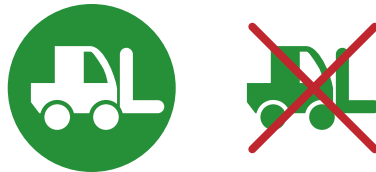


CMYK: 0/29/100/0
RGB: 253/185/18
HTML: FDB912

Business Unit Icons

The business unit icons are a combination of an icon graphic and the business unit name. When used together, they have a fixed relationship that should never be embellished, outlined, or altered in any way. Always use an approved electronic version.

 BEVERAGE PACKAGING EQUIPMENT	 WAREHOUSE MANAGEMENT	 PROJECT MANAGEMENT
 WASTE WATER TREATMENT	 SUPPLYCORE ME	 INSTALLATIONS
 PROTON ON SITE ARABIA	 GOVERNMENT SUPPLY	 MAINTENANCE
 FLOW CONTROL		 SPARE PARTS



The circular icon graphic may also be used independently of the business unit type style. However, the icon may not be displayed apart from the circle that surrounds it.