

فهد

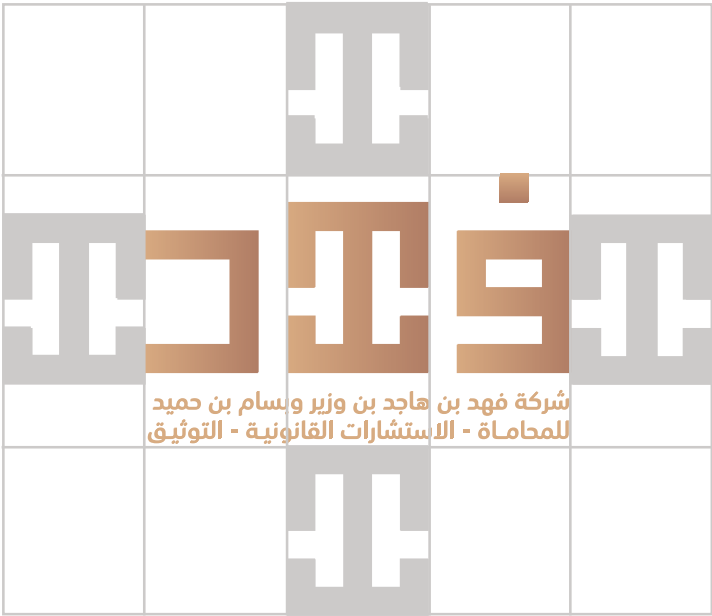
شركة فهد بن هاجد بن وزير وبسام بن حميد  
للمحاماة - الاستشارات القانونية - التوثيق

Brand identity  
Style guides

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# Clear space

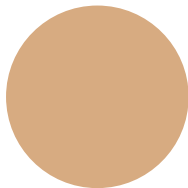
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Clear space prevents type, imagery, or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the height of the logomark on each side. Measure 50% of the logomark. This space is determined by the clear space for primary logomark by the height of the Shape

# Priamary colors

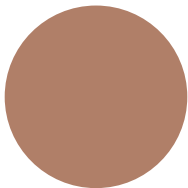
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# deb285

RGB: R 222 G 178 B 133

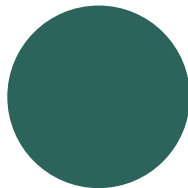
CMYK: C 13 M 32 Y 51 K 2



# b9866b

RGB: R 185 G 134 B 107

CMYK: C 23 M 48 Y 55 K 13



# 2e635b

RGB: R 46 G 99 B 91

CMYK: C 80 M 38 Y 58 K 31

# The Typeface Family

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Only one font styles are used for the logo, typeface family: SST Arabic

## SST Arabic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

+ - \* / . = ٠ ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١ - ` ? » > : \$ % # @

# The Typeface Family

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## Do Not: Logomark

Do not resize or change the position of the logomark.



## Do Not: Fonts

Do not use any other font, no matter how close it might look to Nexa



## Do Not: Slizing

Do not resize or change the position of the logomark.

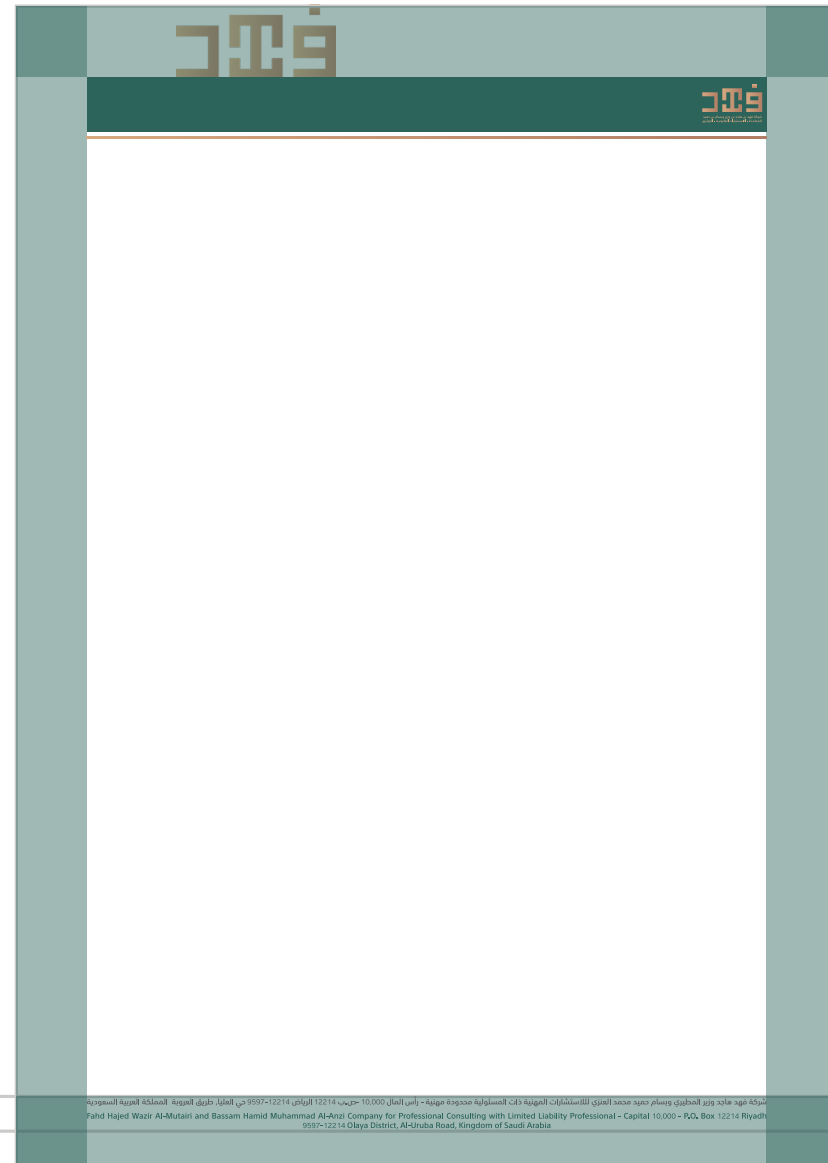


## Do Not: Colour

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines



# letterhead



- Logo Dimensions **6.5x4 mm**
- Logo distance from right margin **8mm**
- The distance between the top margin and logo is equal with **1 time the logo height**

# business card

95mm \* 55mm

- Front:
- distance from top 2.5cm
  - distance from right 1cm
  - name 7pt
  - job title 6pt
  - details 7pt

Back:  
centred logo with green background



# Big Envelop

45 cm \* 37cm

- Back:
- distance from down 1cm
  - distance from right and lift 1.5 cm

Information:

- details 6.5pt

Front:

- centred logo 6.5 mm x 5 mm
- with green background





# letterhead folder

46 cm \* 32cm

Back:

-distance from down 0.5 cm

-distance from right and lift 1.5 cm

Information:

-details 6.5pt

Front:

centred logo 6.5 mm x 5 mm  
with green background



# Small Envelop

33.5 cm \* 40.5cm

Back:

- distance from down 1 c m
- distance from right and lift 2 cm

Information:

- details 9pt

Front:

- centred logo 6 cm x 4 cm
- with green background



