



— BRAND MANUAL —
Y A Z E E D A L H U S S A N



BRAND GUIDELINES

THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent Dr Yazeed Al hussan personal brand. This includes name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our brand.

These guidelines reflect Dr Yazeed Al Hussan commitment to quality, consistency and luxury.

Dr Yazeed Al Hussan, including the logo, name, colors and identifying elements, are valuable brand assets.

Each of us is responsible for protecting the brand's interests by preventing unauthorized or incorrect use of the name and branding elements.

SECTION 1

01 BRAND LOGO

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the the symbol itself and our brand name – they have a fixed relationship that should never be changed in any way.

THE LOGO INTRODUCTION

THE LOGO APPLICATION

THE LOGO ELEMENTS

CLEARSPACE AND COMPUTATION

THE BRAND FONTS AND TYPOGRAPHY

THE FULL LOGOTYPE

Dr Yazeed Al Hussan brand comprises two elements, the logo symbol and logo type. The Logo Symbol is a powerful initial evoking the elegance of personal branding - the connection between the luxury and quality.

The Logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters. The typeface is Poppins and has also been chosen to compliment and balance perfectly with the logo symbol.

The personal logo is presented through the use of colour as well as shape and form. The two colours are gold and dark emerald. It is a luxurious and appealing blend of colours chosen for their strong combination - modern - classic - timeless - elegance.

The colours have been selected according to international standards as shown below and are easily implemented.



The General Logo

The main logo is the gold logo used on white and dark backgrounds. Below is an alternative

Alternatives



Use of any stylized, animated, hand drawn or other versions of a inofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with Dr Yazeed Branding team if you have any questions or need further help.

LOGO CONSTRUCTION AND CLEARSPACE

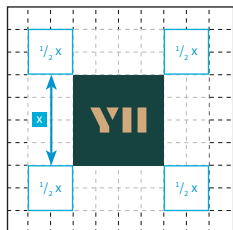
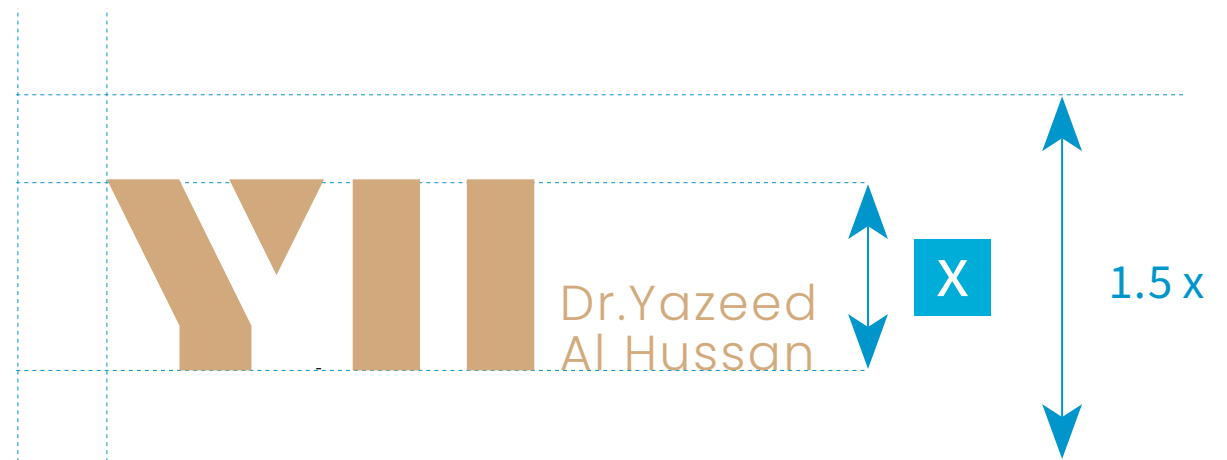
Exclusion

It is important to keep logo marks 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, of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

Definition

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone

0.5 x



APPLICATION ON BACKGROUNDS

LOGO A
Colored Version



LOGO B
Colored Version



LOGO C
Gold Background



LOGO D
Black Background



MINIMUM LOGO SIZES

Full Logo

Minimum Size: 20mm x 3.33 mm



Logo Symbol

Minimum Size: 5 mm x 5 mm



SECTION 2

02 TYPOGRAPHY

THE BRAND FONTS
FONT HIERACHY

POPPINS

ENGLISH FONT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Bold

-

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular

**PRIMARY FONT
POPPINS**

0 1 2 3 4 5 6 7 8 9 0

Figures

**TYPE EXAMPLES
POPPINS**

! " § \$ % & / () = ? ` ; : i " ¶ ç [] | { } ≠ ç ' « » € ® † Ω ⁂ / ø π • ± ' œ œ @ Δ ° ª © f ð , å ¥ ≈ ç

Special Characters

JANNA LT

ARABIC جنا

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

Bold

-

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

Regular

SECONDARY FONT
JANNA LT

0 1 2 3 4 5 6 7 8 9 0

Figures

TYPE EXAMPLES
JANNA LT

! " § \$ % & / () = ? ` ; : ; " ¶ ¢ [] | { } ≠ ¿ ' « ∑ € ® † Ω ° / ø π • ± ' æ œ @ Δ ° ª © f ð , å ¥ ≈ ç

Special Characters

SECTION 3

03 TEXT HIERARCHY SYSTEM

FONT HIERARCHY
HEADER SIZES

CONTEXT TEXT
AND INNER HEADLINES

Caption Text
THE HEADER
-
Poppins light
6 pt Type

Copy Text
THE HEADER
-
Poppins Regular
8 pt Type

Headlines
Copytext
THE HEADER
-
Poppins Regular - Capital Letters
10pt Type

HEADLINES AND
TYPOBREAKS

Sublines
Sections
THE HEADER
-
Poppins Bold - Capital Letters
16pt Type

Big Headlines
and Title
THE HEADER
-
Poppins Bold - Capital Letters
34pt Type

Sequencer
and Title for
Marketing
THE HEADER
Poppins Bold - Capital Letters
48pt Type

SECTION 4

04 COLOR SYSTEMS

Color plays an important role in the personal identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the “One Voice” color scheme.

Consistent use of these colors will contribute to the cohesive and harmonious look of the brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.

Brand Colors

Primary Color System

Secondary Color System

PRIMARY COLOR SYSTEM

Explanation:

The Brand has three official colors: Dark Emerald, Gold, and White. These colors have become a recognizable identifier for the brand

Usage:

Use them as the dominant color palette for all internal and external visual presentations of the brand.



PRIMARY COLOR DARK EMERALD

COLOR CODES

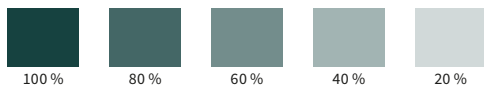
CMYK : C87 M53 Y63 K48
RGB : R22 G66 B64
Web : #164240



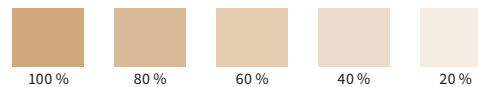
PRIMARY COLOR GOLD

COLOR CODES

CMYK : C15 M30 Y57 K00
Pantone : 7508C
RGB : R218 G178 B124
Web : #dab27c



COLOR TONES



COLOR TONES



Emerald Gradient

THE GRADIENT



Gold Gradient

THE GRADIENT

SECTION 5

05 STATIONERY

Stationery is a primary means of communication and it is essential that every application be a consistent reflection of our personal identity. There is only one approved design format for all corporate and business unit stationery.

Letterhead
Business Cards
Envelope

LETTERHEAD

Explanation:

This shows the approved layouts with the primary elements of the stationery system for the front- and backside of the letterheads.

Usage:

The letterhead will be used for all official communication that is going out of DYH.

PARAMETER

Dimensions

297 x 210mm

A4

Weight

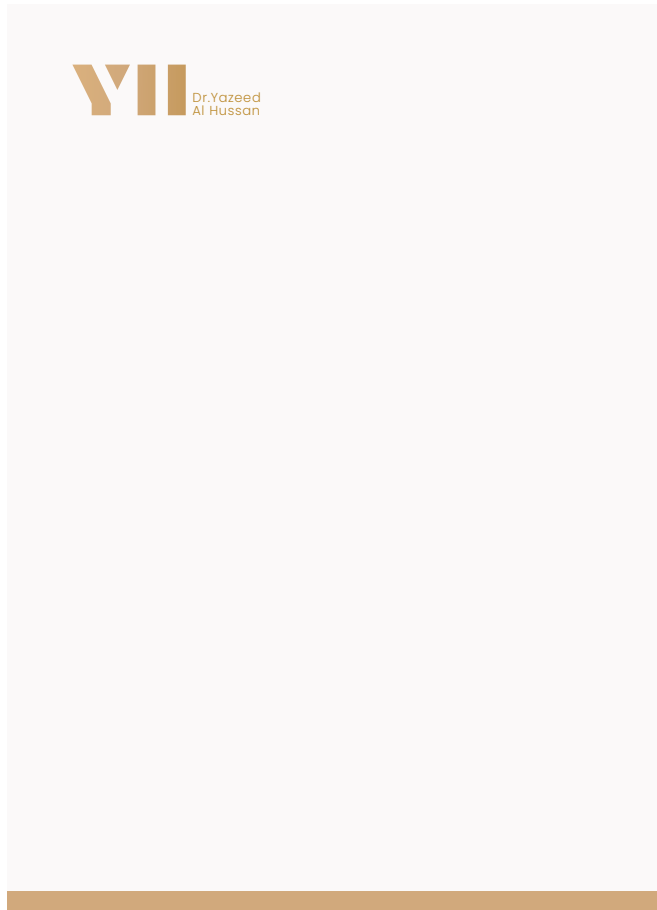
120g/m Uncoated

white

Print

Offset

CMYK



THE COMPANY ENVELOPE

-

Explanation:

This shows the approved layout with the primary elements of the stationery system for envelopes.

Dimensions

297 x 210mm
DIN A4

Weight

120g/m Uncoated
white

Print

Offset
CMYK



THE BRAND'S BUSINESS CARDS

-

Explanation:

This shows the approved layouts with the primary elements of the stationery system for business cards.

Usage:

The business cards will be used for all official contact and communication of Dr Yazeed. Insert the letterhead and send your documents throughout the world.

PARAMETER

Dimensions

85 x 55 mm

Weight

400g/m Uncoated white

Print

CMYK



SECTION 6

06 BRAND ELEMENTS

Brand elements are all products that represent Dr. Yazeed from his personal belongings to online presence.









YH

YAZEED AL HUSSAN



CARE PACKAGE

YAZEED AL HUSSAN

VII

SSAN

VII





YH

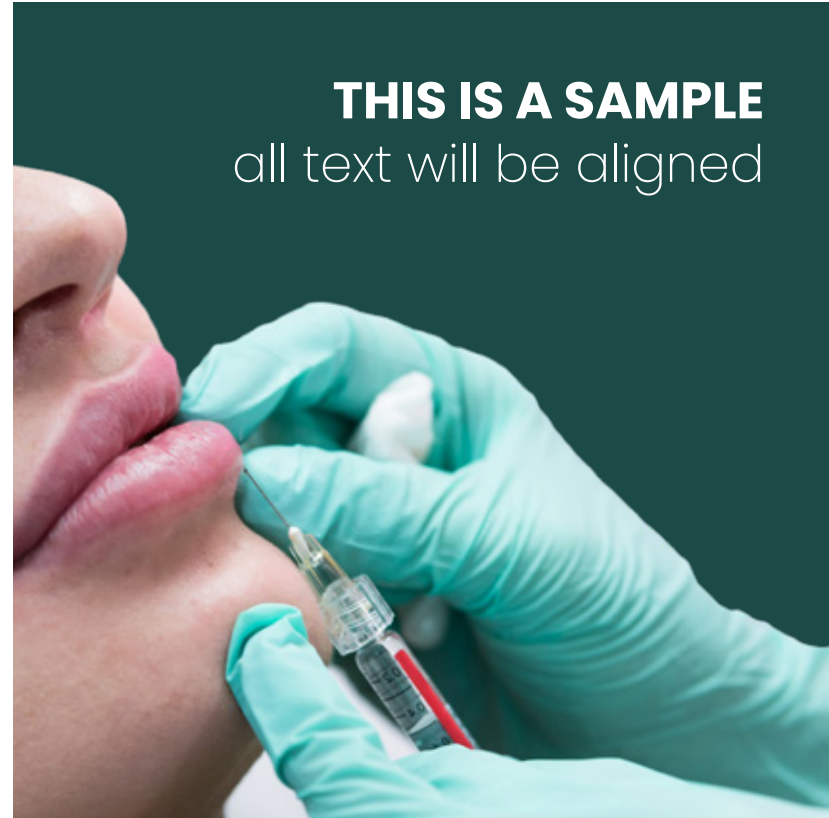
YAZEED AL HUSSAN

YII

THIS IS A SAMPLE
all text will be aligned

YII

هذا النص هو مثال
لنص يمكن أن يستبدل في نفس المساحة





Y A Z E E D A L H U S S A N



YAZEED AL HUSSAN

500.000 subscribers

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CHANNELS

DISCUSSION

ABOUT



YAZEED AL HUSSAN

500.000 views • 1 day ago

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam

UPLOADS

PLAY ALL



Website Template



scrubs

YII