



Celia Brand Book & Guideline
Version 1.0 all copyright are reserved



Brand Book Manuals & Guides

This manual also provides in Adobe Acrobat 8.0 PDF file for viewing on Macintosh or Windows platforms. We recommend downloading the file and viewing it on your desktop. All entries on the contents page are linked to their respective pages. The complete file or its individual pages can also be printed on A4 - A3 paper, preferably using a color printer.



Table of Content

SECTION 01 (Brand Basics)

PAGE 05		1.1 Logo Elements
PAGE 06		1.2 Clear Space & Size
PAGE 07		1.3 Logo Placement
PAGE 08		1.4 Some Incorrect Usage (Don'ts)
PAGE 09		1.5 Logo Versions
PAGE 10		1.6 Logo Types
PAGE 11		1.7 Brand Companies Logos
PAGE 16		1.8 Brand Icons

SECTION 02 (Typography)

PAGE 22		2.1 English Corporate Typeface
PAGE 23		2.2 Arabic Corporate Typeface

SECTION 03 (Brand Colors)

PAGE 25		3.1 Primary Colors
PAGE 26		3.2 Secondary Colors

SECTION 04 (Corporate Identity)

PAGE 28		4.1 Stationery Layout Guide Details
PAGE 32		4.2 Brand Corporate Identity
PAGE 115		4.3 Contact Us



01



Brand Basics

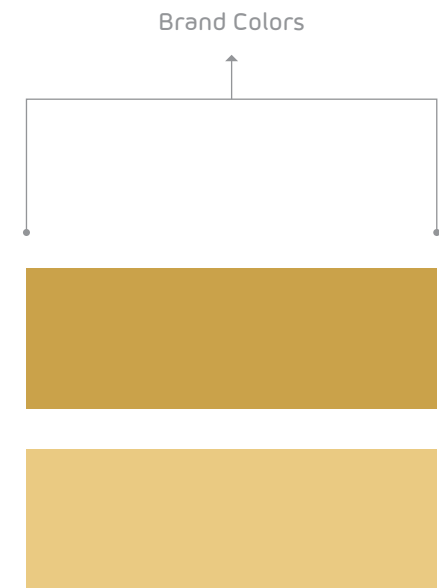
SECTION 01

- 1.1 Logo Elements
- 1.2 Clear Space & Size
- 1.3 Logo Placement
- 1.4 Some Incorrect Usage (Don'ts)
- 1.5 Logo Versions
- 1.6 Logo Types
- 1.7 Brand Companies Logos
- 1.8 Brand Icons



1.1 Logo Elements

The Celia corporate logo is playing role as representative of our initiative, our people, and our brand to the world. The logo is a valuable corporate asset that must be used in the proper and approved way. Our corporate logo is building block of our corporate identity that ensure our strong existence and represents our company, our people, and our brand to the world. The logo is a valuable corporate asset that must be used in the proper and approved way of designing.





1.2 Clear Space & Size

To Fit in with Clear Space

To ensure prominence and legibility, the brandmark and all its variations are always surrounded by a minimum area of clear space. Nothing should ever intrude into this area, such as a graphic device, imagery or type. The construction of the clear space area is based on the "X", as shown on the right. The minimum area of clear space is shown on the right by the rectangle containing the brandmark and its variations. The rectangle itself is not visible and does not print.

Note: the clear space shown on this page is a minimum and should be increased in all applications wherever possible.

Minimum Size of Logo

The Celia logo represents its visual strength in various sizes, the minimum size as in Figure (A).

Maximum Size of Logo

There is no maximum size for Celia logo usage. However, But when using the Celia logo at very large sizes (over 3 feet's wide) you will need to adjust the size and position of the logo's symbols should be reduced and repositioned closer to the Celia logo so it is legible but unobtrusive.

* The sizes shown are incorrect just to clarify

* Show (1.5 Logo Version) page (9)



Minimum size:
For Printing: (width): 1.8 cm
On screen (width): 180 px

Figure (A)

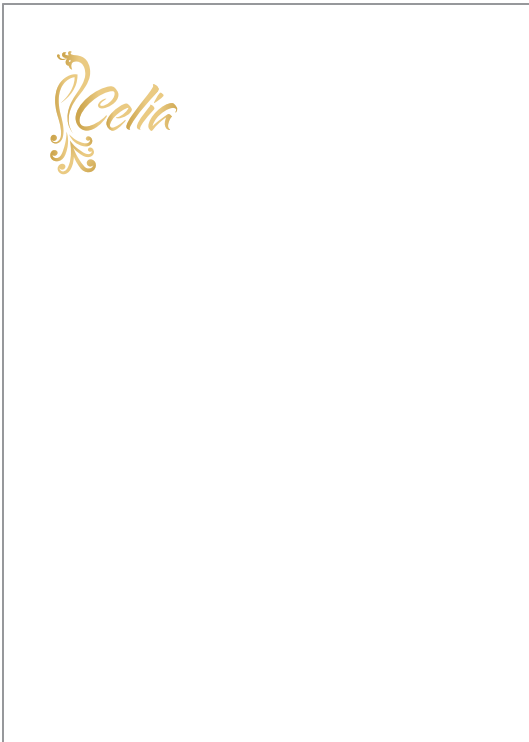


1.3 Logo Placement

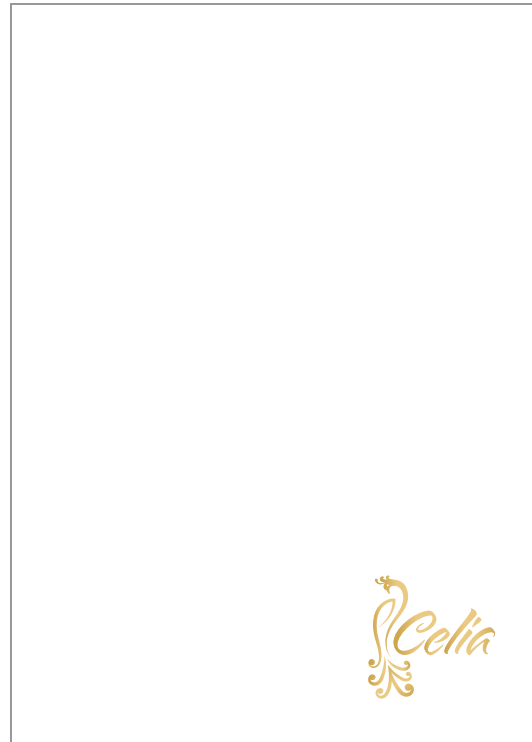
Clear Spacing for the Logo Placement

Try to make sure that the Celia logo should appear in the upper left-hand corner, in full color, on a white background. The proper placement in this location for communication purpose helps to build Celia logo-awareness.

Preferred Placement Demo



Alternate Placement Demo





1.4 Some Incorrect Usage (Don'ts)

It is extremely important for brand success that the logo be displayed correctly.

This includes always using the correct typefaces and the correct relative positioning and size of all elements.

The examples on this and the following pages illustrate unacceptable displays.

01. Do not outline the logo

02. Do not change the color

03. Do not distort the logo

04. Do not add shadow to any part of the logo

05. Do not place logo in a holding shape

06. Do not rotate or angle the logo

07. Do not add words to the logo

08. Do not change gradient values

09. Do not put the logo on complicated photos

10. Do not put the logo on a background with insufficient contrast

11. Do not add additional graphic elements to the logo

12. Do not crop any portion of the logo

01



02



03



04



05



06



07



08



09



10



11



12





1.5 Logo Versions

Logo Versions

The correct methods of using the logo versions of signage, prints etc.

English - Arabic Logo



English Logo



Arabic Logo



Logo Symbol





1.6 Logo Types

Logo Types

The correct methods of using the logo types of signage, prints etc.

Logo Types (Standard)



Full colors



Beige logo on Golden background



Beige logo on White background



Golden logo on White background

Logo Types (Narrow)



White logo on Beige background



Full colors logo on Black background



Black Logo



Gray logo



1.7 Brand Companies Logos

1- Celia Holding Logo





1.7 Brand Companies Logos

2- Celia Spa Center





1.7 Brand Companies Logos

3- Celia Gym & Fitness





1.7 Brand Companies Logos

4- Celia Cafe & Lounge





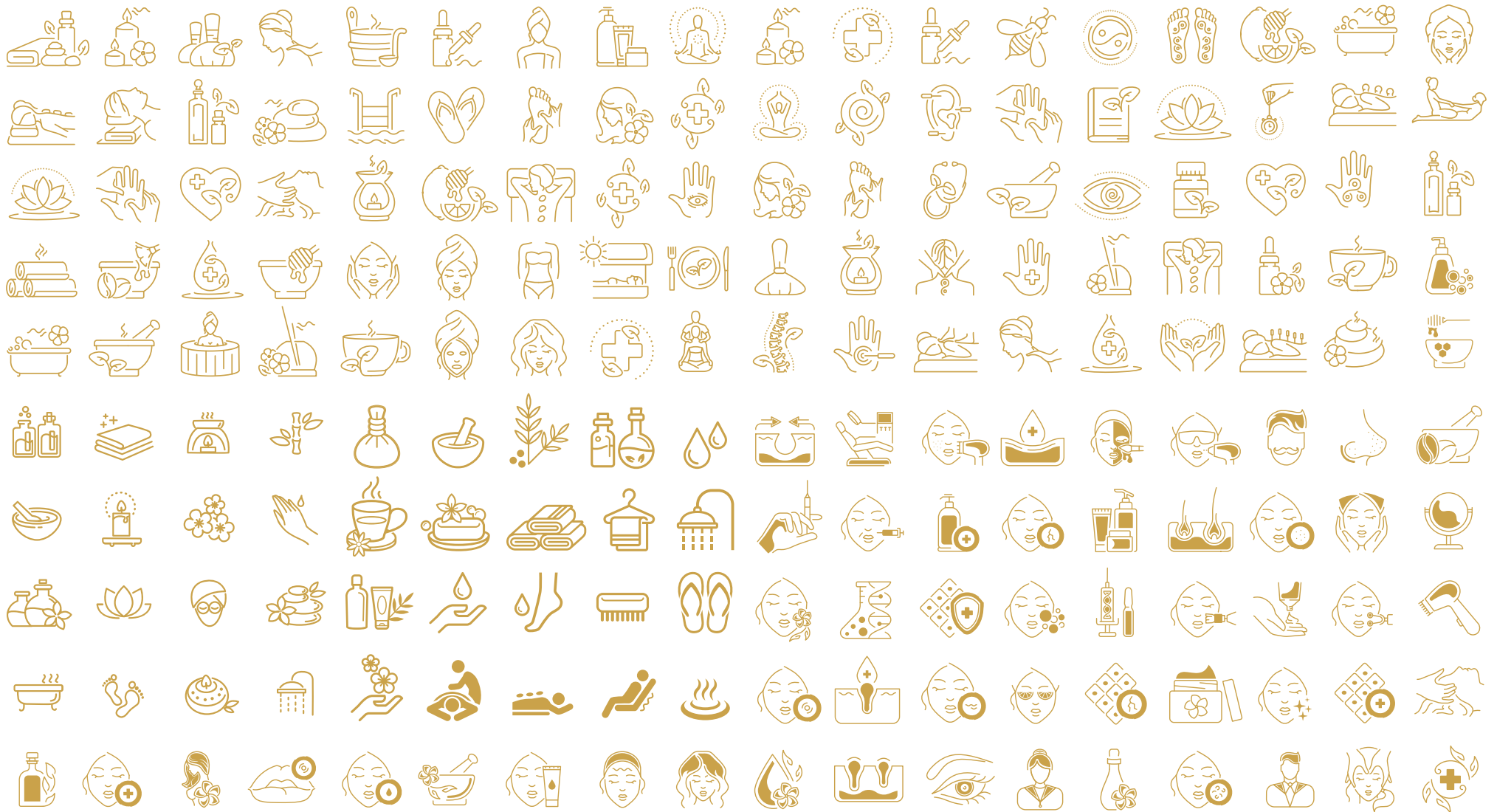
1.7 Brand Companies Logos

5- Celia Beauty Center



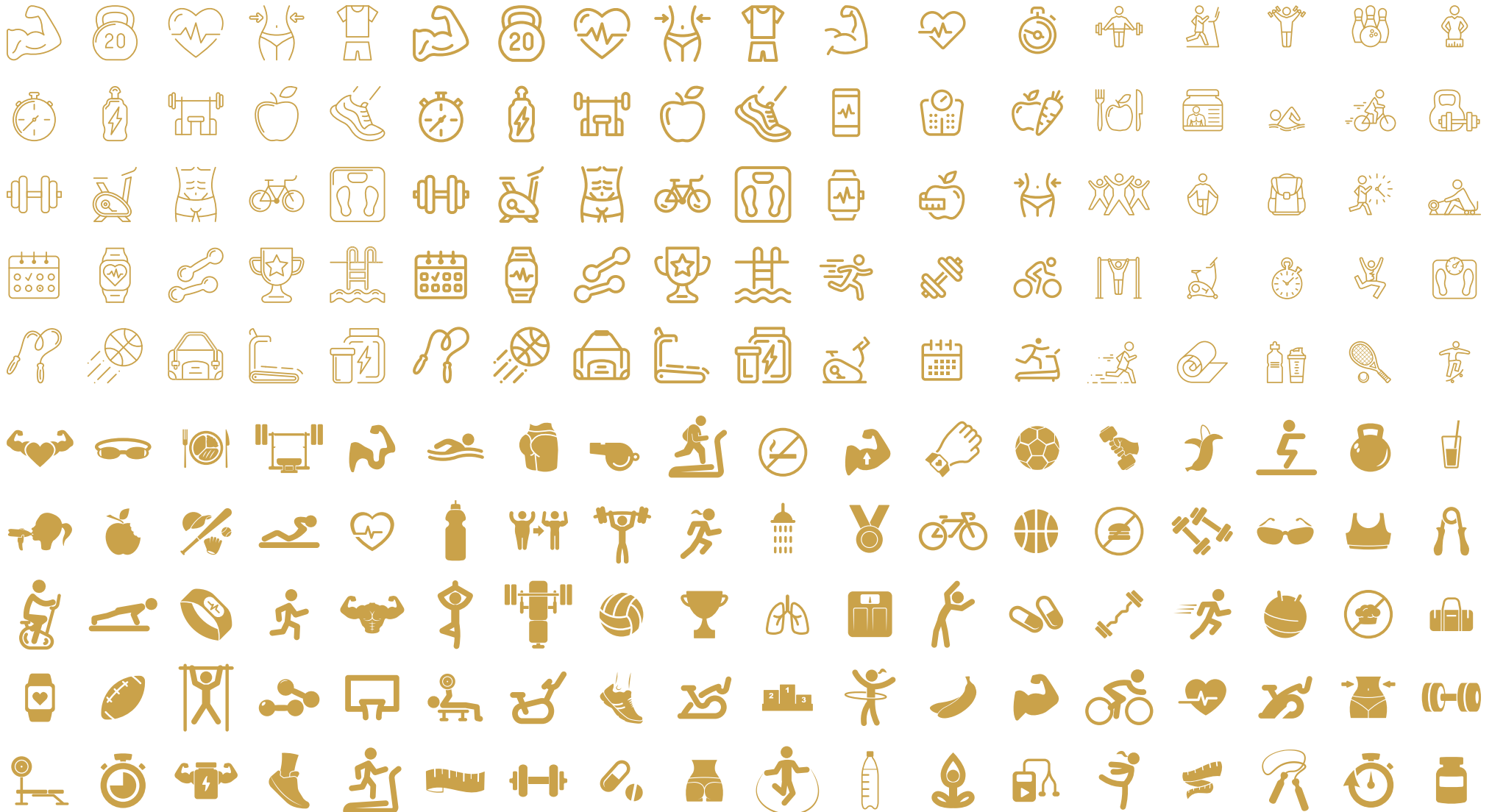


1.8 Spa Icons





1.8 Gym Icons





1.8 Beauty Icons





1.8 Cafe Icons





1.8 Management Icons



02



Typography

- 2.1 English Corporate Typeface
- 2.2 Arabic Corporate Typeface

SECTION 02



2.1 English Corporate Typeface

Proper Selection of Primary Font & in Detail

Celia has selected Morebi Rounded Font as a primary corporate English font, which allows us for representing our messages from the enthusiastic to the practical understanding. Using the careful use of typography reinforce our brand personality to valued customers.

Morebi Rounded Font

Sophisticated, cute, modern. Morebi Rounded is a rounded font family with a simple geometric structure. Its clean yet friendly style lends itself well to brand building. Morebi Rounded is a neutral font that's suited for web, print, packaging and signage applications. From food to hi-tech industry, logo to long text, Morebi Rounded's flexibility allows for easy expression with a contemporary viewpoint.

The family contains six different weights and matching italics plus two stencil version weights. Both upright and italics are ideal for use in display applications.

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 — 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

Figures — 0 1 2 3 4 5 6 7 8 9

Special Characters — ! " § \$ % & / () = ? ` ; :
¡ ¢ £ ¤ ¥ ¦ § ¨ © ª « ¬ ® ¯ ° ± ²
³ ´ µ ¶ · ¸ ¹ º » ¼ ½ ¾
¿ À Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó
Ô Õ Ö × Ø Ù Ú Û Ü Ý Þ ß à á â ã



2.2 Arabic Corporate Typeface

Proper Selection of Primary Font & in Detail

Celia has selected The Sans Arabic Font as a primary corporate Arabic font, which allows us for representing our messages from the enthusiastic to the practical understanding. Using the careful use of typography reinforce our brand personality to valued customers.

The Sans Arabic Font

heMix Arab was designed by Luc(às) de Groot and Mouneer Al-Shaarani for the non-commercial Typographic Matchmaking Project by the Khatt Foundation in the Netherlands. During the following three years of development Luc(às) with the help of Sylvain Mazas greatly improved its capabilities and design. The resulting fonts are now available under the name of The Sans Arabic Font.

The improvements include a Unicode 5.1-based extended Arabic glyph set, contextual alternates, advanced OpenType diacritic positioning and stylistic alternates as well as stylistic ligatures.

Bold	ا	ب	ت	ث	ج	ح	خ	د						
	ذ	ر	ز	س	ش	ص	ض							
	ط	ظ	ع	غ	ف	ق	ك							
	ل	م	ن	ه	و	ي	ء							
Regular	ا	ب	ت	ث	ج	ح	خ	د						
	ذ	ر	ز	س	ش	ص	ض							
	ط	ظ	ع	غ	ف	ق	ك							
	ل	م	ن	ه	و	ي	ء							
Figures	0	1	2	3	4	5	6	7	8	9				
Special Characters	!	“	§	\$	%	&	/	(	)	=	?	`	;	:
	¡	”	¶	¢	[	]		{	}	≠	¿	‘		
	«	,	€	®	†	”	•	±	‘					
	æ	œ	@	º	ª	©	f	,	¥					
	~	μ	...	—	<	>	›	‹						

03



Brand Colors

- 3.1 Primary Colors
- 3.2 Secondary Colors

SECTION 03



3.1 Primary Colors

How to Use the Primary Color & it's Detail?

A palette of primary colors has been developed, which will give an extraordinary look of the Celia to represent the brand identity to our relevant media. Choose the core colors as the primary color in your layout. We chose six basic colors representing the Celia identity: (Golden - Beige - Rosy - Blue Sky - Magic Mint - Purple).

Pantone: 7407 C
CMYK: 000c | 021 | 074y | 024k
RGB: 201 | 162 | 075
Web: #c9a24b

(1)

75 Percent

50 Percent

25 Percent

Golden

Pantone: 7403 C
CMYK: 000c | 013m | 052y | 009k
RGB: 234 | 202 | 130
Web: #eaca82

(2)

75 Percent

50 Percent

25 Percent

Beige

Pantone: 5015 C
CMYK: 000c | 030m | 020y | 017k
RGB: 212 | 163 | 158
Web: #d5a49e

(3)

75 Percent

50 Percent

25 Percent

Rosy

Pantone: 629 C
CMYK: 040c | 005m | 015y | 000k
RGB: 150 | 204 | 212
Web: #96ccd4

(4)

75 Percent

50 Percent

25 Percent

Blue Sky

Pantone: 345 C
CMYK: 040c | 000m | 045y | 000k
RGB: 156 | 210 | 165
Web: #9cd2a5

(5)

75 Percent

50 Percent

25 Percent

Magic Mint

Pantone: 7445 C
CMYK: 033c | 035m | 000y | 000k
RGB: 170 | 161 | 207
Web: #aaa1cf

(6)

75 Percent

50 Percent

25 Percent

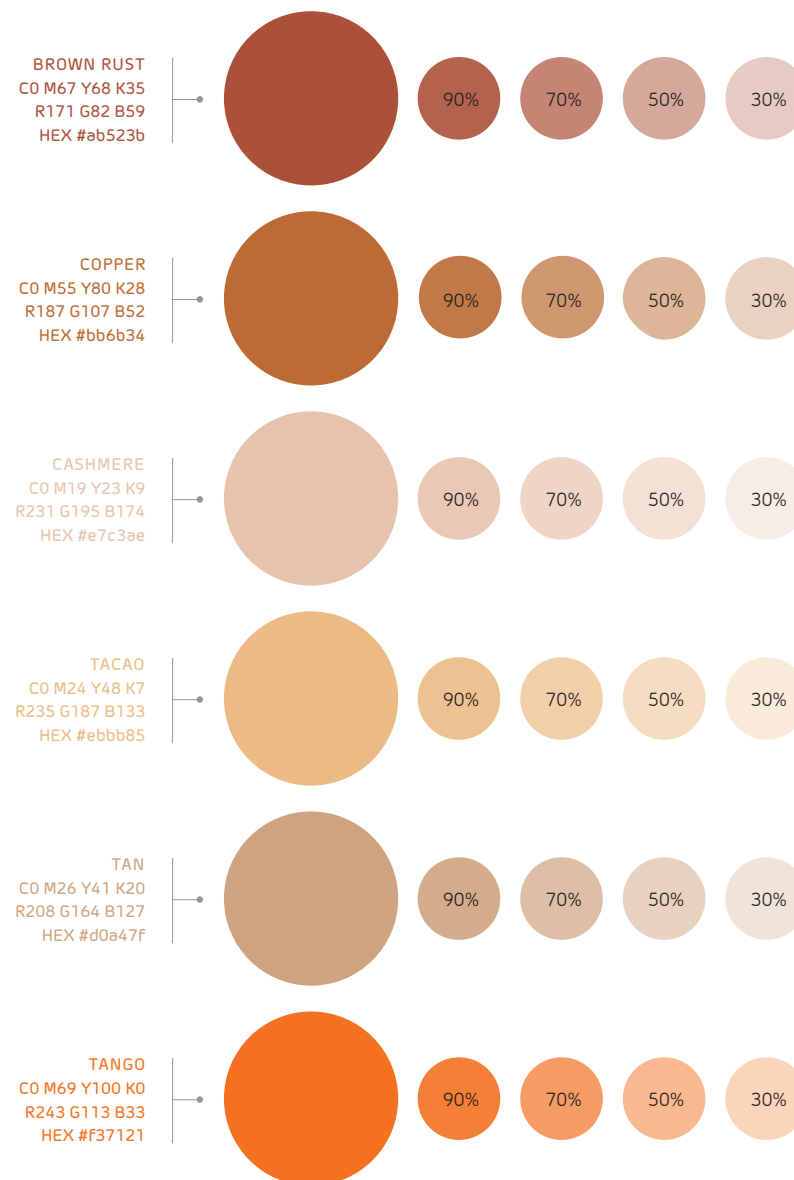
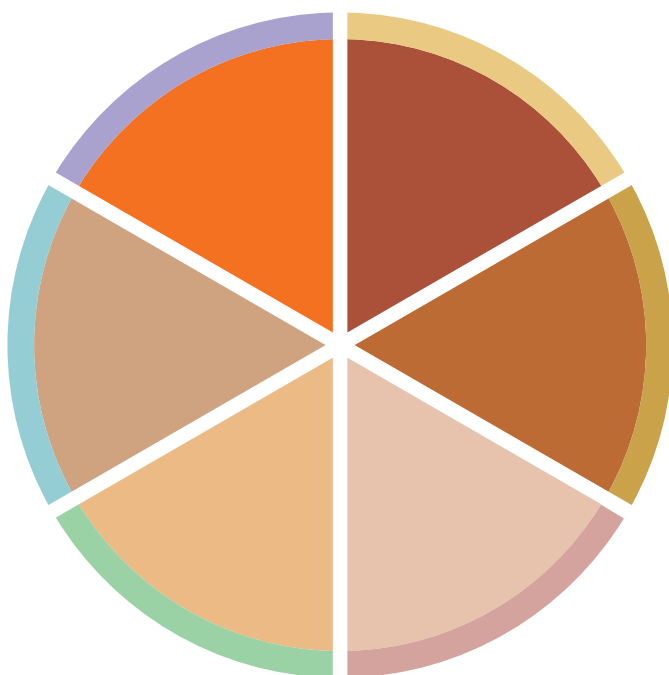
Purple



3.2 Secondary Colors

More Colors with More Detailed Analysis

A palette of secondary colors has been developed; which will give an extraordinary look of the Celia to represent the brand identity to our relevant media. The secondary colors are complementary to our official colors, but are not recognizable identifiers for Celia logo. Secondary colors would be used in less than 10 percent of the palette in one piece.



04



Corporate Identity

- 4.1 Stationery Layout Guide Details
- 4.2 Brand Corporate Identity
- 4.3 Contact Us

SECTION 04



4.1 Stationery Layout Guide Details

Stationery Layout Guide Details / Letterhead



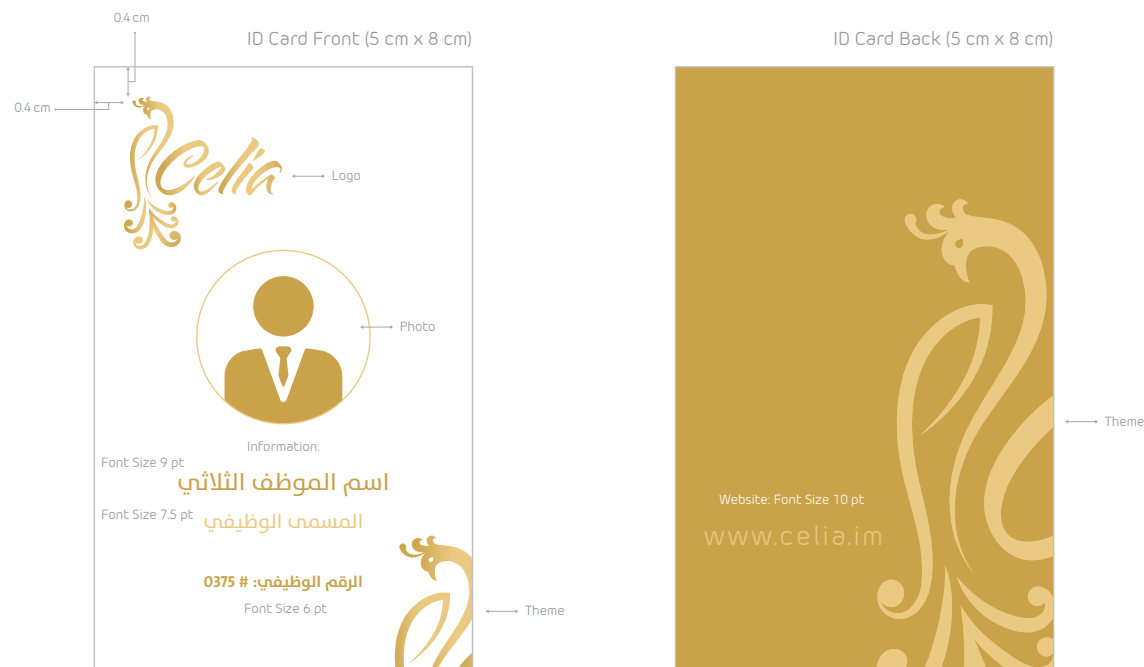


Stationery Layout Guide Details / Business Card



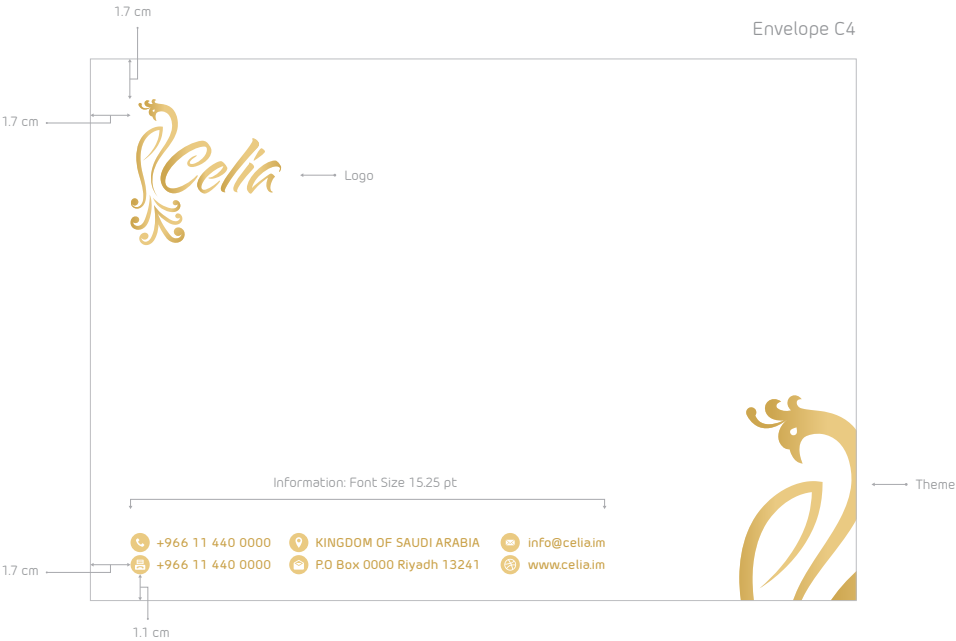


Stationery Layout Guide Details / ID Card





Stationery Layout Guide Details / Envelopes





4.2 Corporate Identity Details

Corporate identity management literally means managing your corporate identity. It is making sure that the corporate identity is applied correctly, consistently to each application, taking into account the costs. We often see many applications are being created under supervision of or in different divisions. Without corporate identity management this easily results in the corporate identity being applied in different manners. Therefore a central corporate identity management is a necessity. It is the only way for your organization to build and maintain a strong brand.



Our design components our logo, colors, typography and graphics have been carefully crafted to bring The Celia brand to life. The schematic applications on the following pages from stationery to brochures, from advertising to way-finding demonstrate the effectiveness of these components in action.



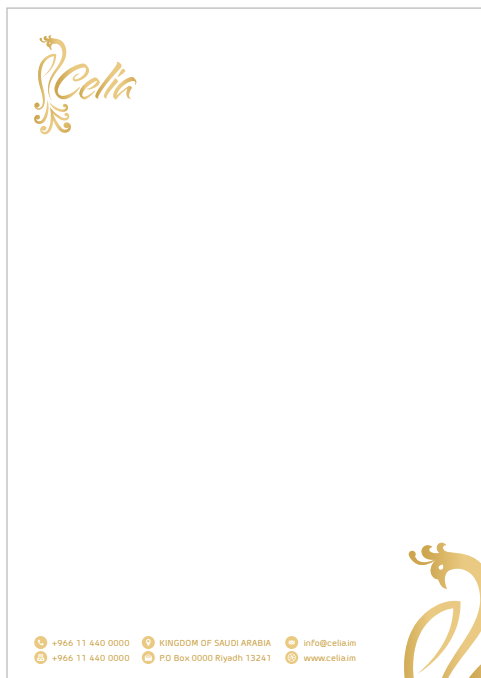
Corporate Identity

-Stationery

SECTION 04



Stationery / Letterhead Front





Stationery / Letterhead Back





Stationery / Fax Sheet





Stationery / Business Card V.1





Stationery / Business Card V.2





Stationery / Envelope DL





Stationery / Envelopes C4, C5





Stationery / ID Card





Stationery / Payment Voucher



سند صرف
Payment Voucher

Date: / / التاريخ: SR ريال H. هـ

Pay to Mr./Messrs: المرفوق إلى السيد/السادة:
Amount: مبلغ وقدره:
☐ Cash: نقداً
☐ Bank: شيك رقم: / / التاريخ: Check No.
Being: وذلك مقابل:

* This voucher is not valid unless it's stamped

Management- الإدارة أمين الصندوق Cashier Received by المستلم

+966 11 440 0000 KINGDOM OF SAUDI ARABIA info@celia.im
+966 11 440 0000 PO Box 0000 Riyadh 13241 www.celia.im



Stationery / Receipt Voucher



سند قبض
Receipt Voucher

Date: / / التاريخ: SR ريال هـ. هـ.

Received From Mr./Messrs: إستلمنا من السيد/السادة:

Amount: مبلغ وقدره:

☐ Cash: نقداً

☐ Bank: شيك رقم: / / التاريخ: Check No. بنك: وذلك مقابل:

Being: وذلك مقابل:

* This voucher is not valid unless its stamped. * هذا السند لا يعد صالحاً إلا بعد طابعه.

Management - الإدارة Cashier أمين الصندوق Received by المستلم

+966 11 440 0000 KINGDOM OF SAUDI ARABIA info@celia.ia
+966 11 440 0000 PO Box 0000 Riyadh 13241 www.celia.ia

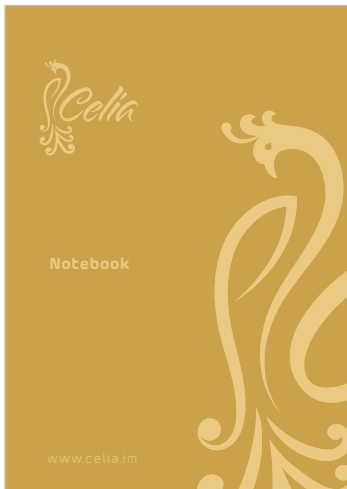


Stationery / Invoice





Stationery / Notebook





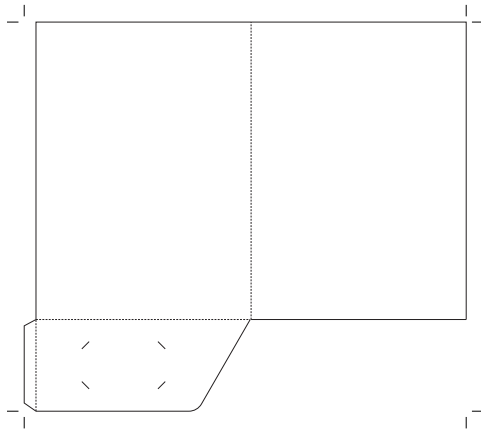
Corporate Identity

-Applications

SECTION 04

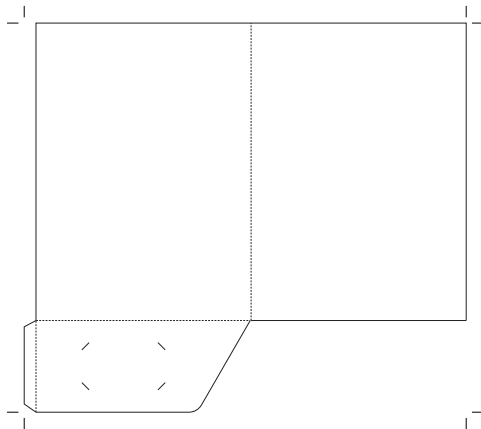


Applications / Folder Outside V.1



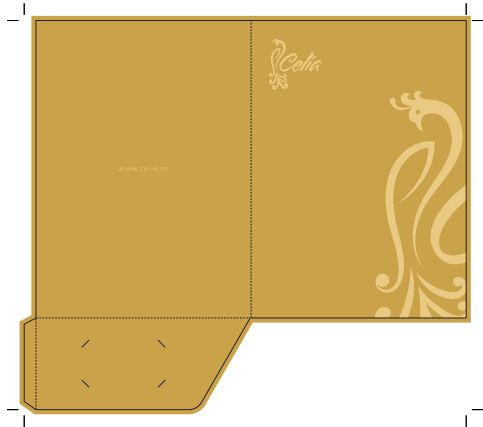
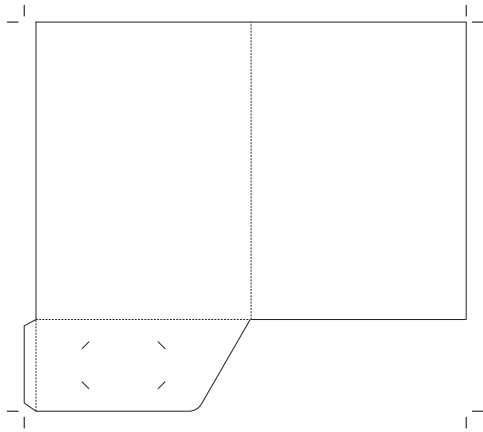


Applications / Folder Inside V.1



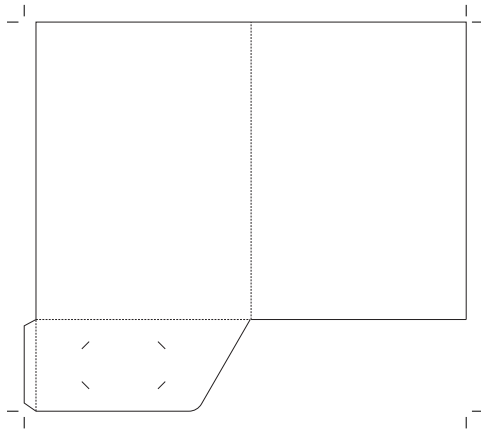


Applications / Folder Outside V.2





Applications / Folder Inside V.2





Applications / Stamp





Applications / CD and Jacket





Applications / Profile Cover





Applications / Profile Inside





Applications / RollUp





Applications / Exhibition Popup





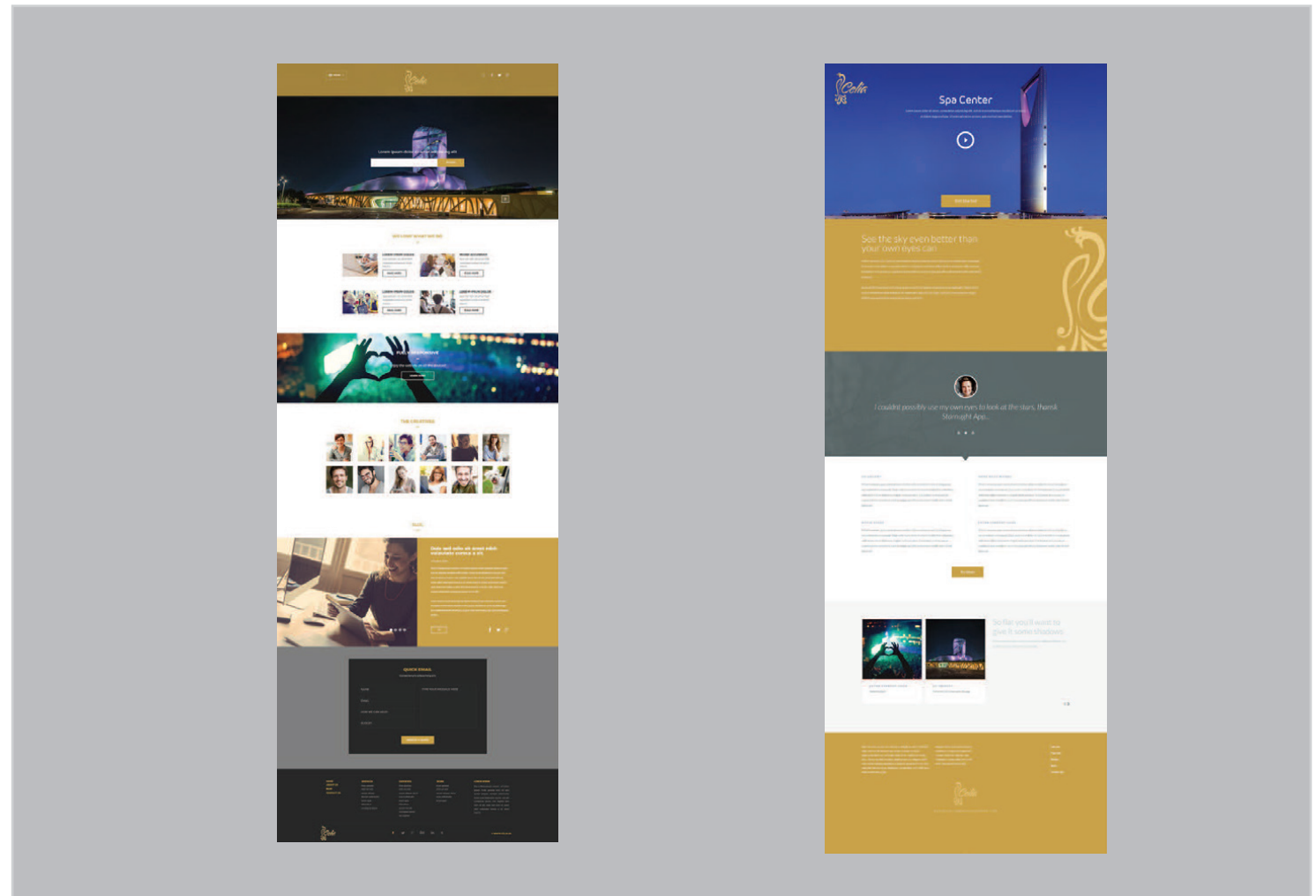
Corporate Identity

-Electronic Media

SECTION 04

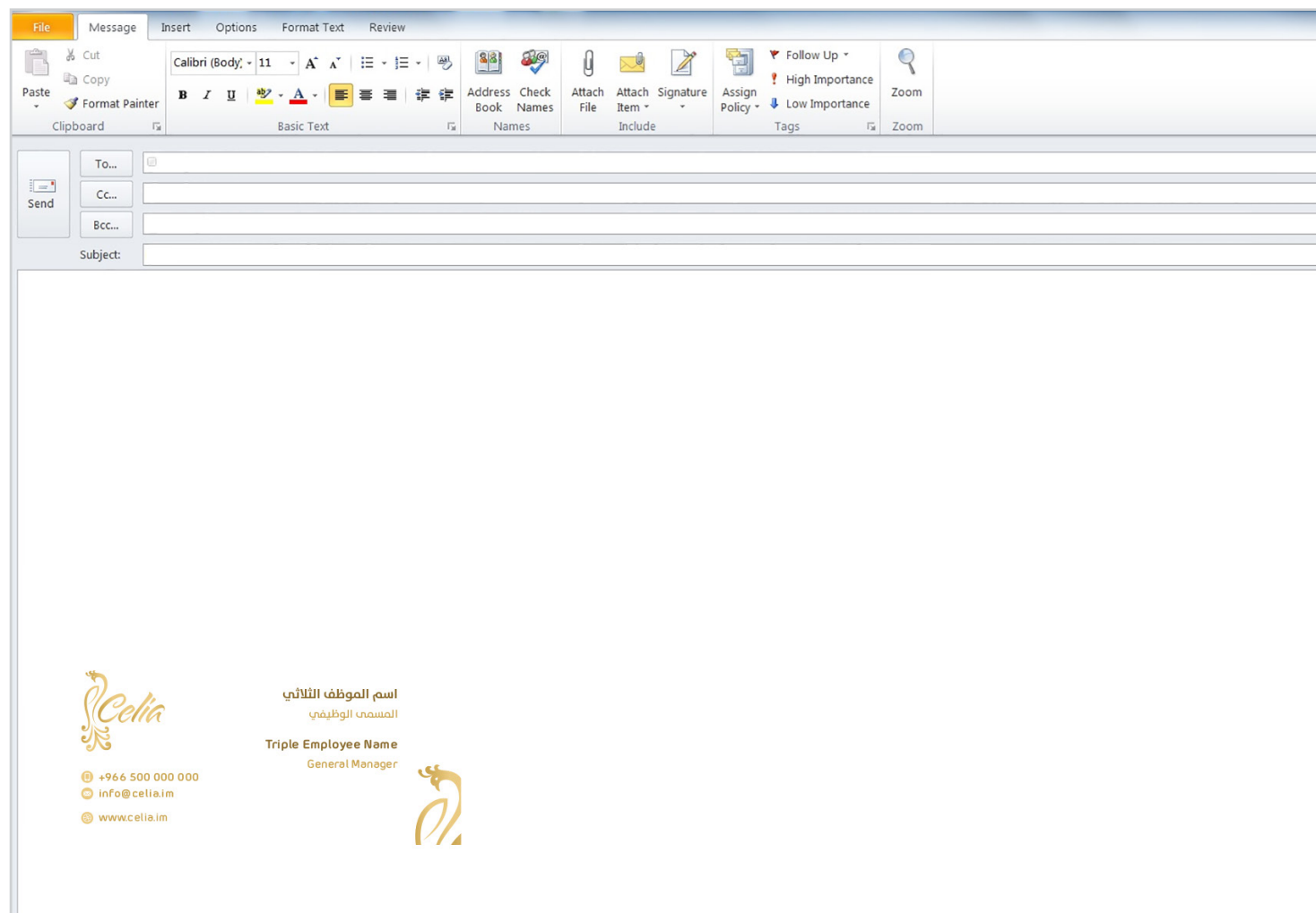


Electronic Media / Website





Electronic Media / Email Signature





Electronic Media / Presentation Slides





Electronic Media / Social Posts





Corporate Identity

-Uniform

SECTION 04



Uniform / Male - Female Set (1), Front





Uniform / Male - Female Set (1), Back





Uniform / Male - Female Set (2), Front





Uniform / Female Set (2), Front, Back





Uniform / Pin Button Badge





Uniform / Cap





Corporate Identity

-Vehicles

SECTION 04



Vehicles / Sedan V.1





Vehicles / Sedan V.2





Vehicles / Van Side V.1





Vehicles / Van Side, Back V.1





Vehicles / Van Side V.2





Vehicles / Van Side, Back V.2





Vehicles / Luxury Car Side V.1





Vehicles / Luxury Car Perspective View V.1





Vehicles / Luxury Car Back V.1





Vehicles / Luxury Car Side V.2





Vehicles / Luxury Car Perspective View V.2





Vehicles / Luxury Car Back V.2





Corporate Identity

-Flags

SECTION 04



Flags / V.1





Flags / V.2





Flags / V.3





Flags / V.4





Flags / V.5





Flags / V.6





Corporate Identity

-Companies Logos Themes

SECTION 04



Companies Logos Themes / Celia Company





Companies Logos Themes / Spa Center





Companies Logos Themes / Gym & Fitness





Companies Logos Themes / Cafe & Lounge





Companies Logos Themes / Beauty Center





Corporate Identity

-Signage

SECTION 04



Signage / 3D Logo on White Background





Signage / 3D Logo Silver Color





Signage / 3D Logo Golden on Brown Background





Signage / Carved Logo





Signage / Office Sign





Signage / Unipole Sign





Signage / Billboard





Signage / Logo Poster





Signage / Hanging Poster





Signage / Danglers





Corporate Identity

-Gift Items

SECTION 04



Gift Items / Mug





Gift Items / Flash Memory





Gift Items / Bag





Gift Items / Pen





Gift Items / Playing Cards





Gift Items / Playing Cards Packaging





Gift Items / Desk Calendar Pen Holder





Gift Items / Paper Air Freshener





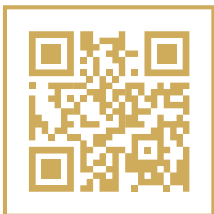
4.3 Contact Us

Contact Information

We have tried our level best to focus our brands portfolio of world class designs and expert group; through our corporate extended brand guideline. Here you'll got to know brand tools has additional resources and guidance on the entire Celia brand.

If you have any question, please feel free to contact with our special team.

Thanks.



info@celia.im



www.celia.im



Innovation Ideas

WD Agency all designs & artwork in this guideline is one of WD magnificent work. Ideas, Concepts, designs, and innovations are the soul of WD's creative minds (2019).

www.wd-adv.com



www.celia.im