



SUPERFAL



SUPERFAL BRAND BOOK & GUIDELINE

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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.



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01

Brand Basics

SECTION 01

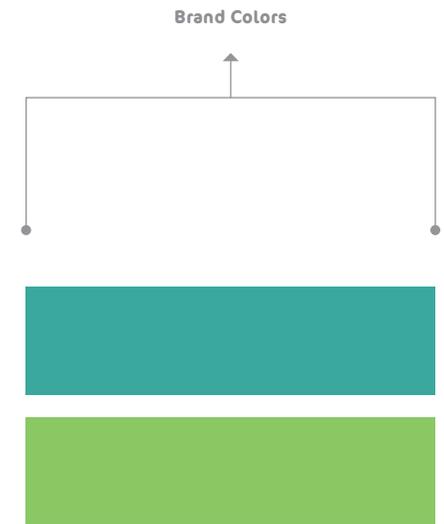
- 1.1 Logo Elements
- 1.2 Clear Space & Size
- 1.3 Logo Placement
- 1.4 Some Incorrect Usage (Don'ts)
- 1.5 Logo Versions
- 1.6 Logo Types
- 1.7 Brand Icons





1.1 Logo Elements

The Superfal 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 Superfal 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 Superfal logo usage.

However, But when using the Superfal logo at very large sizes (over 3 feet wide) you will need to adjust the size and position of the logo’s symbols should be reduced and repositioned closer to the Superfal logo so it is legible but unobtrusive.

* The sizes shown are incorrect just to clarify

* Show (1.5 Logo Version) page (09)



Figure (A)

Minimum size:
For Printing: (width): 1.2 cm
On screen (width): 120 px
without slogan

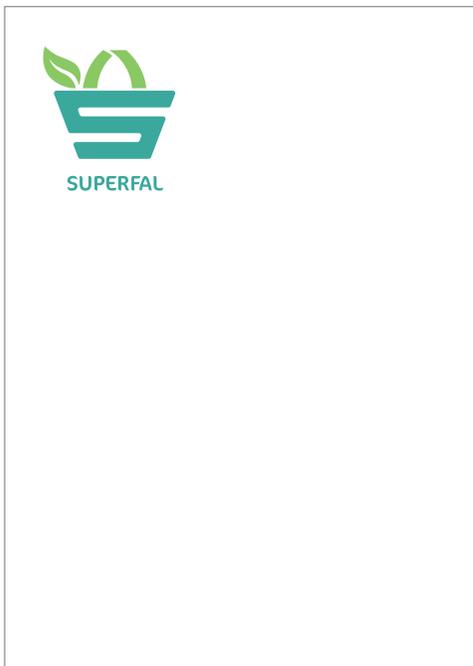


1.3 Logo Placement

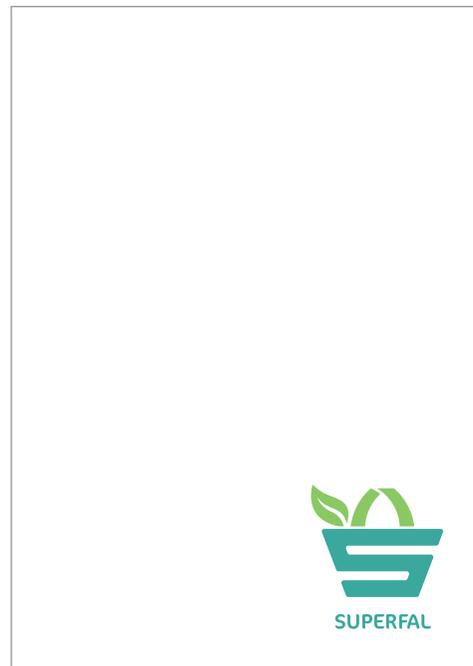
Clear Spacing for the Logo Placement

Try to make sure that the Superfal 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 Superfal 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 add gradient color to the logo

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





1.5 Logo Versions

Logo Versions

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

English version



Arabic version



Logo symbol



English, Arabic version



English version with slogan



Arabic version with slogan





1.6 Logo Types

Logo Types

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

Logo Types (Standard)



Full colors



Full colors on Turquoise background



Turquoise color logo



White logo on Turquoise background

Logo Types (Narrow)



Black solid color



Gray color



White logo on Green background



Green logo on White background

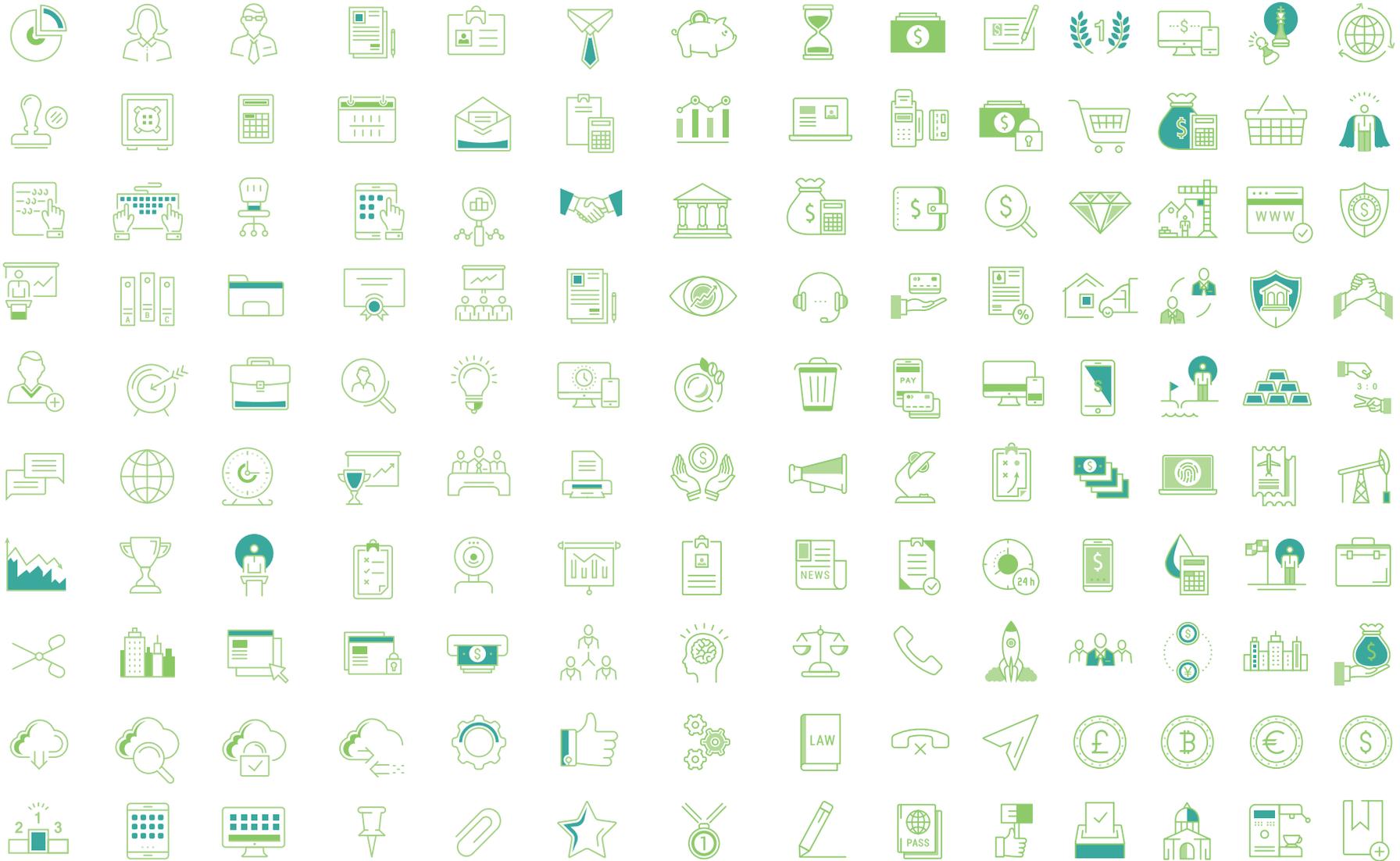


1.7 Brand Icons





1.7 Brand 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

Superfal has selected Cocon® Next Arabic Font as our 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.

Cocon® Next Arabic

Cocon Next Arabic is a beautiful sans serif English typeface family created and published by By the most famous artists, letterer and occasional illustrator. Cocon Next Arabic has a flat vintage feel to it due to it's almost round edges making it great your English type design needs. Take it out of its cocoon!

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 | ! “ § \$ % & / () = ? ` ; :
i “ ¶ ¢ [] | { } ≠ ÷ ‘
« , € ® † “ • ± ‘
æ œ @ ° ° © 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 Superfal to represent the brand identity to our relevant media. Choose the core colors as the primary color in your layout. We choose Two basic colors representing the Superfal identity: (Turquoise- Green).

Pantone: 7723 C
CMYK: 065c | 000m | 037y | 015k
RGB: 064 | 168 | 157
Web: #40a89d

(1)

75 Percent
50 Percent
25 Percent

Turquoise

Pantone: 367 C
CMYK: 049c | 000m | 080y | 000k
RGB: 140 | 200 | 101
Web: #8cc865

(2)

75 Percent
50 Percent
25 Percent

Green



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 Superfal to represent the brand identity to our relevant media.

The secondary colors are complementary to our official colors, but are not recognizable identifiers for Superfal logo.

secondary colors would be used in less than 10 percent of the palette in one piece.



DENIM
 C85 M50 Y0 K0
 R27 G117 B188
 HEX #1b75bc

PICTON BLUE
 C70 M30 Y0 K0
 R68 G149 B209
 HEX #4495d1

MEDIUM SEA GREEN
 C75 M0 Y75 K0
 R43 G182 B115
 HEX #2bb673

FRUIT SALAD
 C75 M0 Y100 K0
 R57 G181 B74
 HEX #839EC3

REEF
 C22 M0 Y46 K0
 R203 G226 B162
 HEX #CBE2A2

CHIFFON
 C10 M0 Y30 K0
 R231 G239 B193
 HEX #E7EFC1

04

Corporate Identity

4.1 Corporate Identity Details

4.2 Contact Us

SECTION 04





4.1 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 Superfal 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

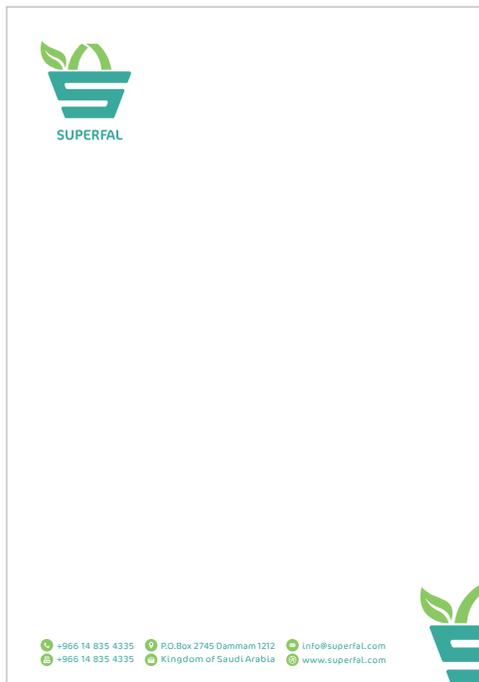
-Stationery

SECTION 04





Stationery / Letterhead Front



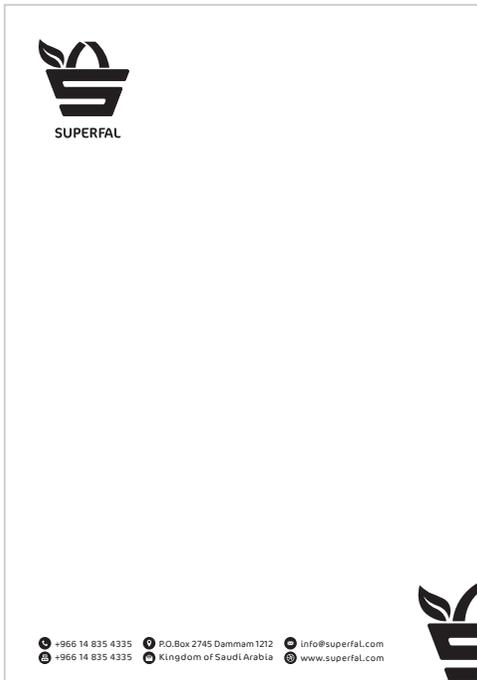


Stationery / Letterhead Back





Stationery / Fax Sheet





Stationery / Business Card





Stationery / Envelope DL





Stationery / Envelopes A5, A4





Stationery / ID Card





Stationery / Payment Voucher



سند صرف
Payment Voucher

Date: / / التاريخ SR ريال H. هـ

اصرفوا إلى السيد/ السيدة: Pay to Mr./Messrs:

Amount: مبلغ وقدره: Cash: نقداً Bank: شيك رقم: / / التاريخ Check No. Being: وذلك مقابل:

* هذا السند لا يعد صالحاً إلا في حال ختمه.

Received by المستلم

Cashier أمين الصندوق

Management الإدارة

+966 14 835 4335 P.O.Box 2745 Dammam 1212 info@superfal.com
+966 14 835 4335 Kingdom of Saudi Arabia www.superfal.com



Stationery / Receipt Voucher





Stationery / Notebook



Corporate Identity

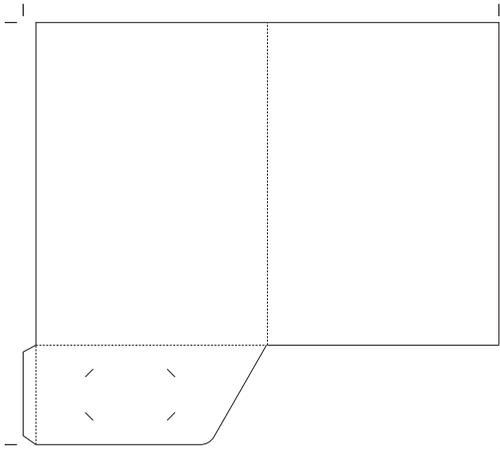
-Applications

SECTION 04



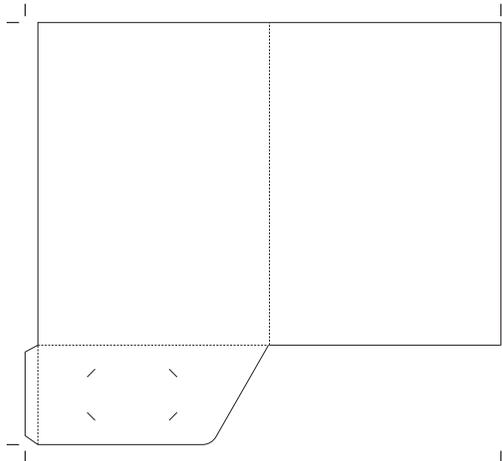


Applications / Folder Outside



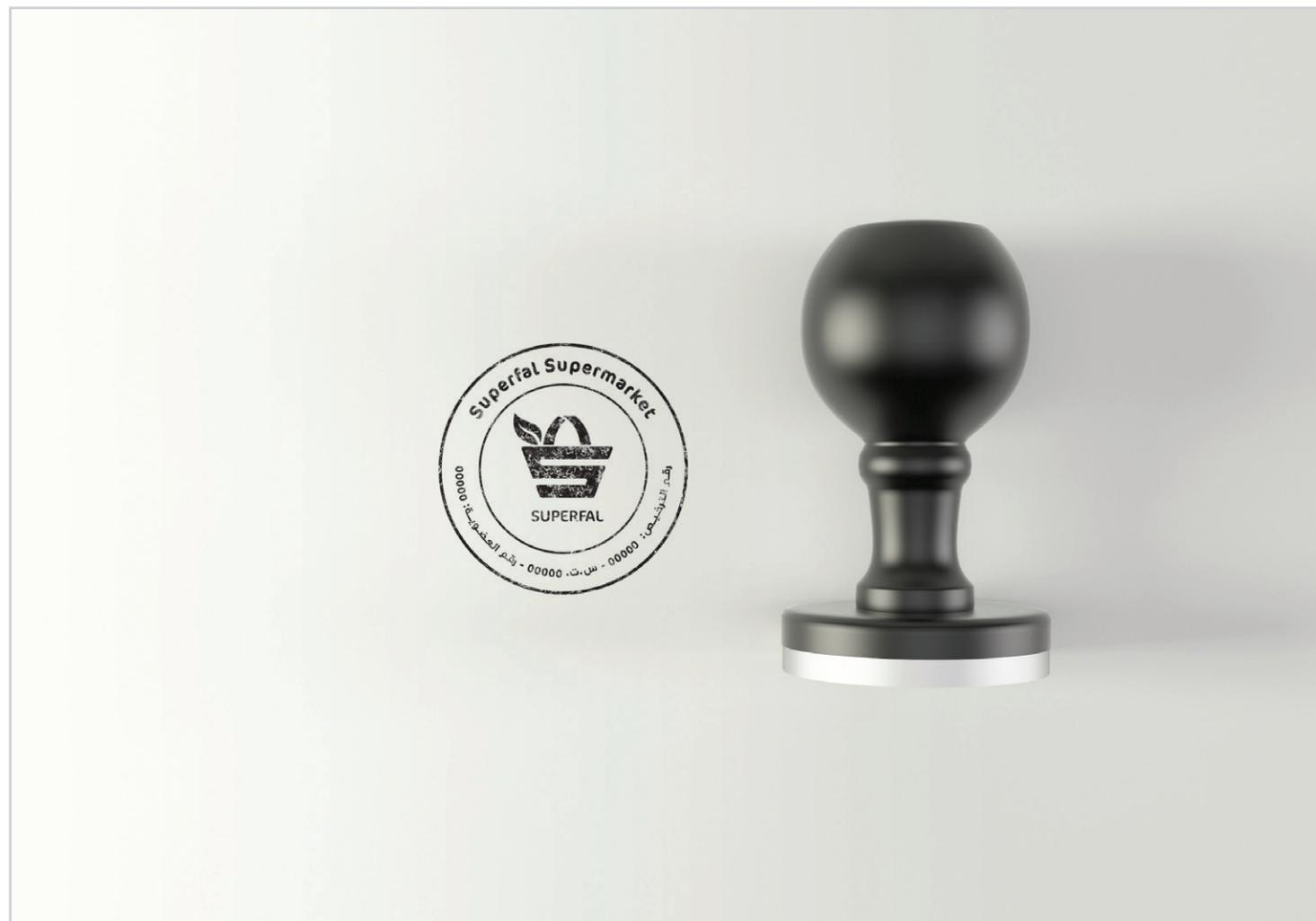


Applications / Folder Inside





Applications / Stamp





Applications / CD and Jacket





Applications / Profile Cover





Applications / Profile Inside



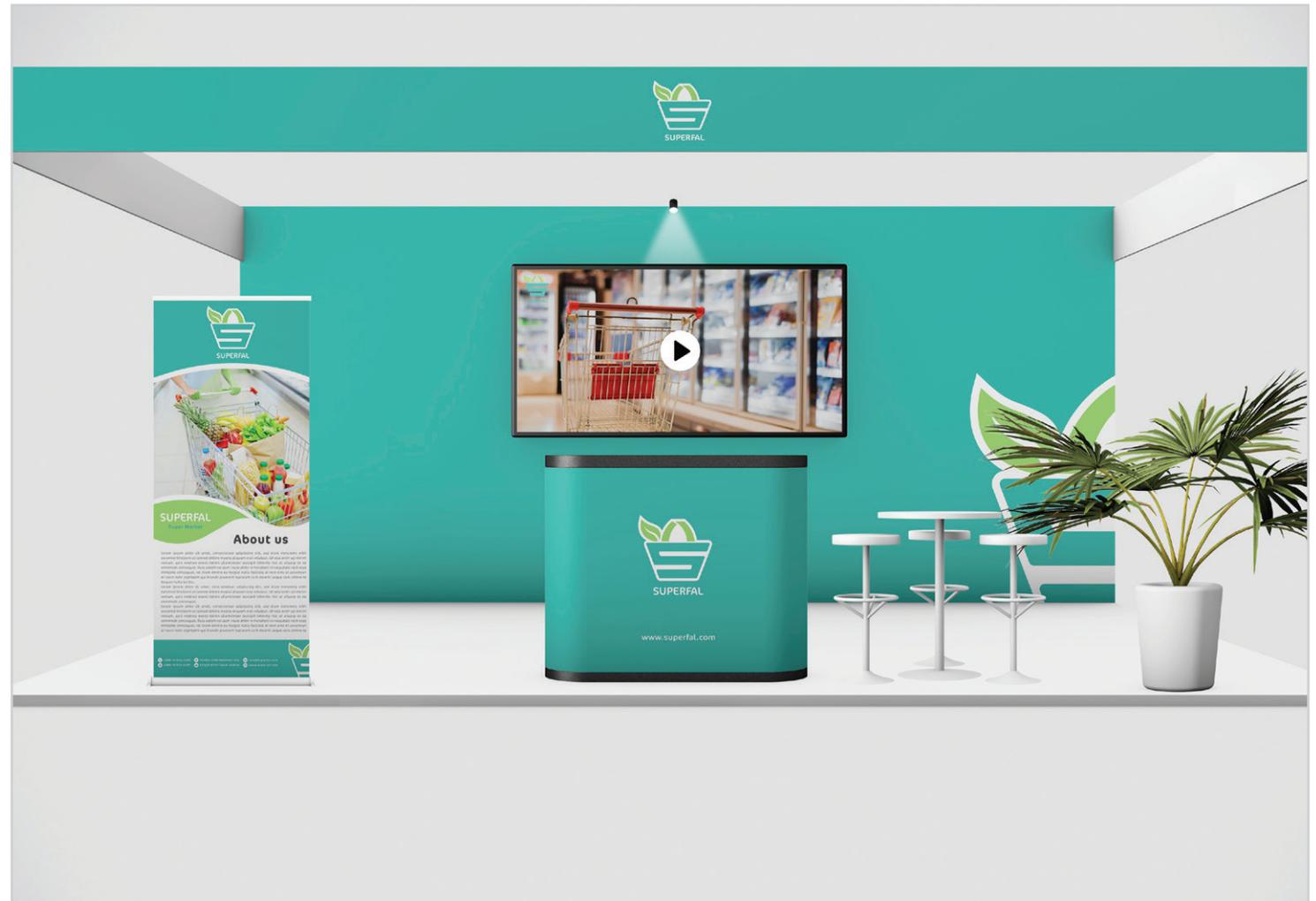


Applications / RollUp





Applications / Exhibition Popup



Corporate Identity

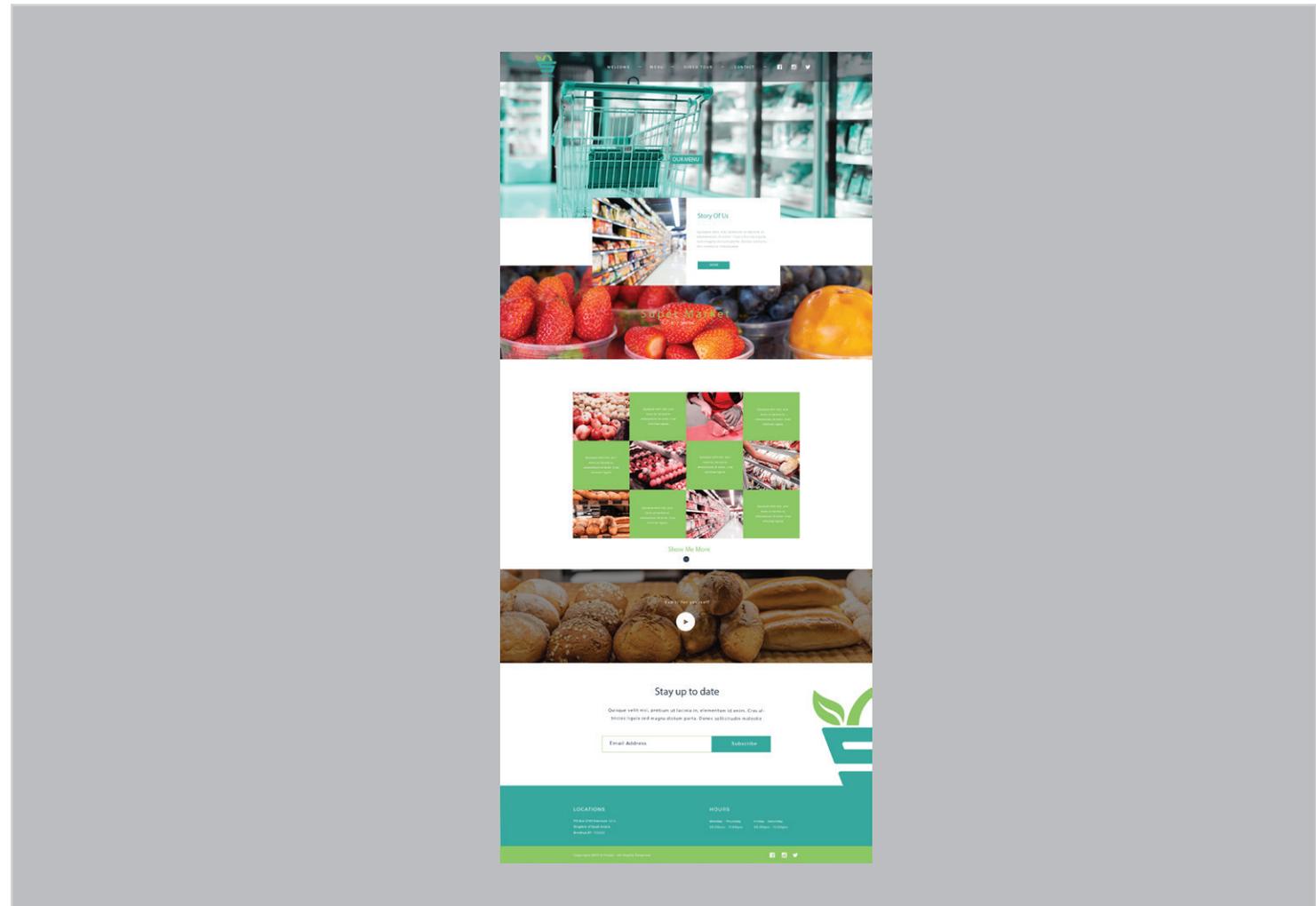
-Electronic Media

SECTION 04



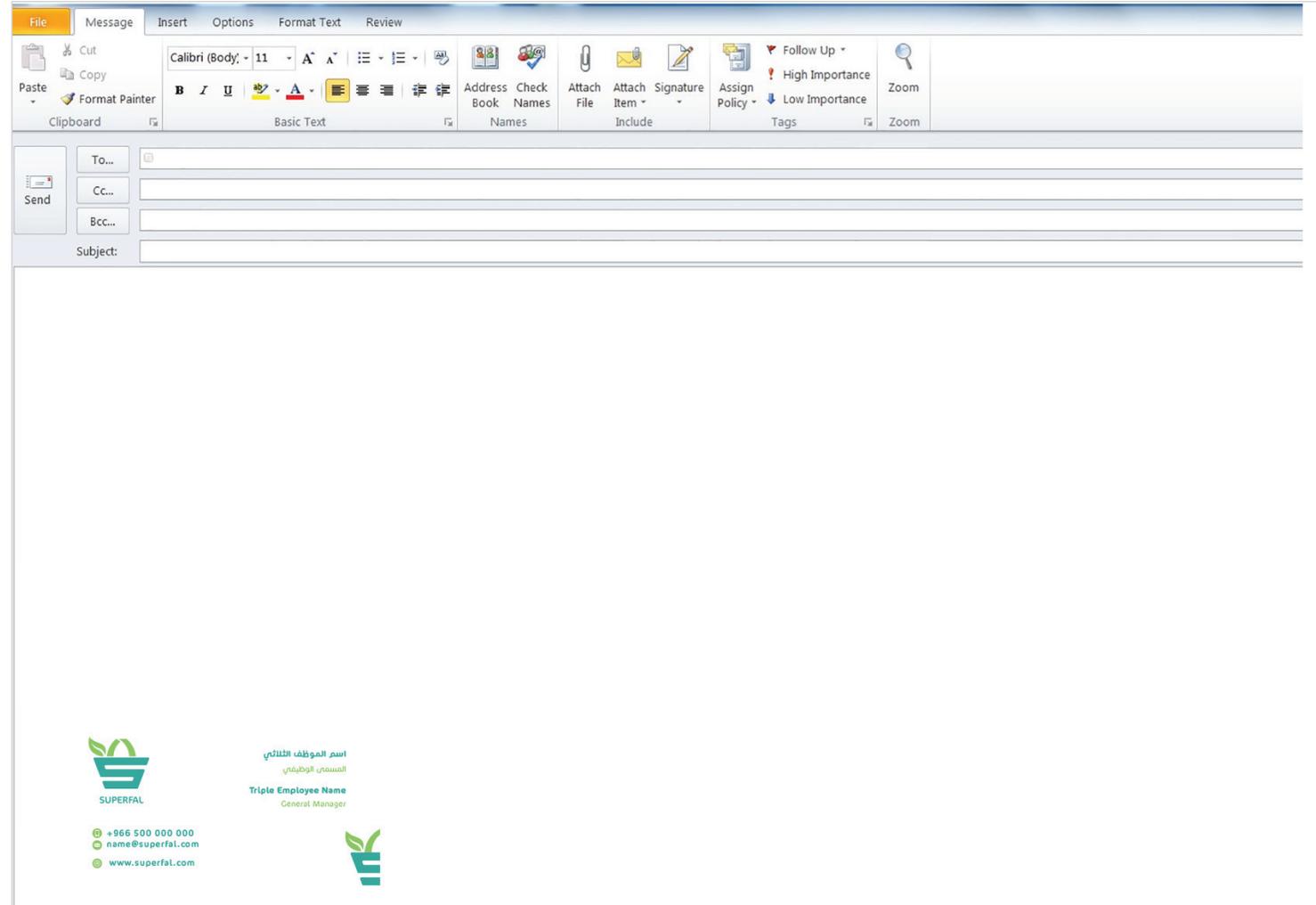


Electronic Media / Website



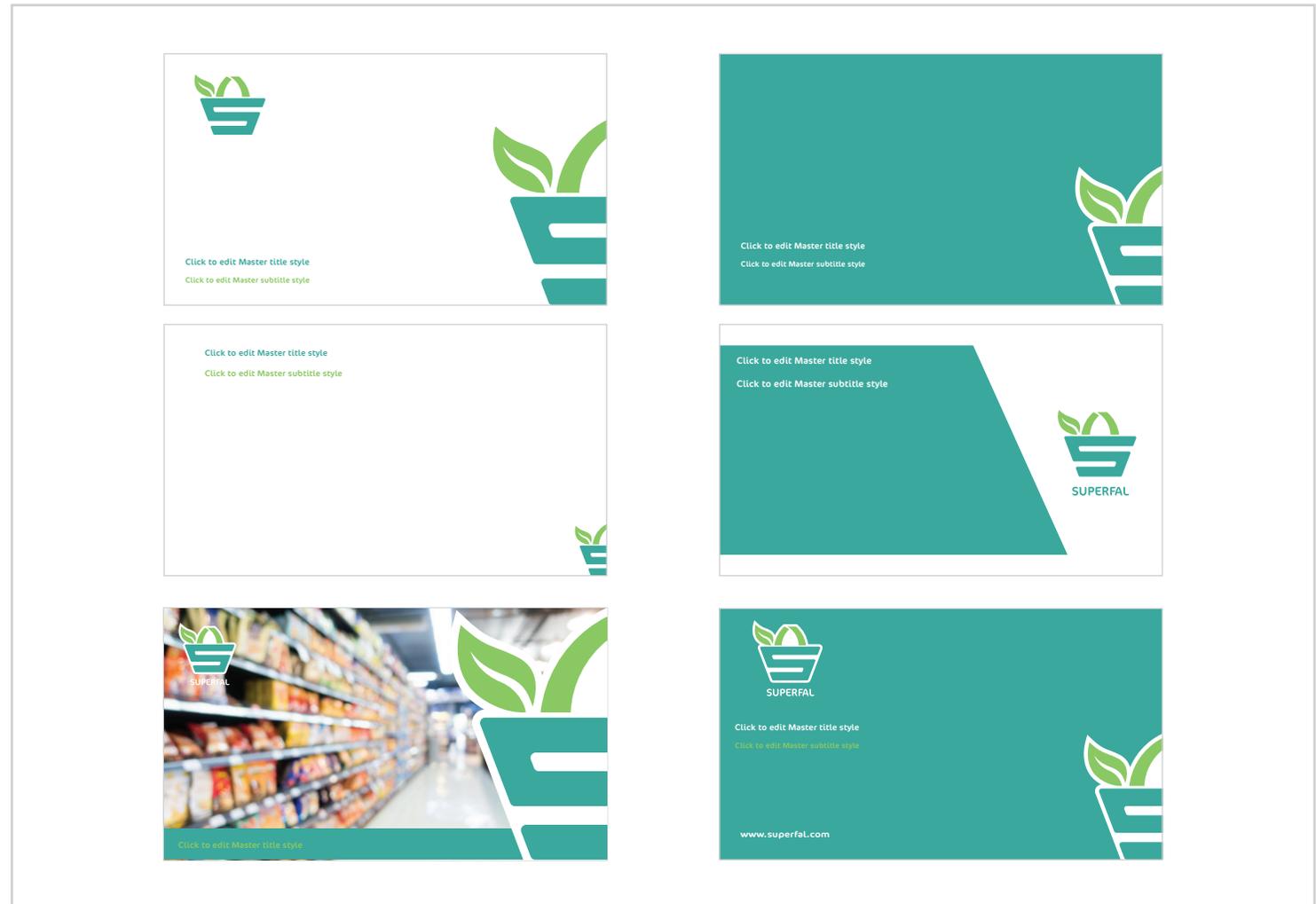


Electronic Media / Email Signature



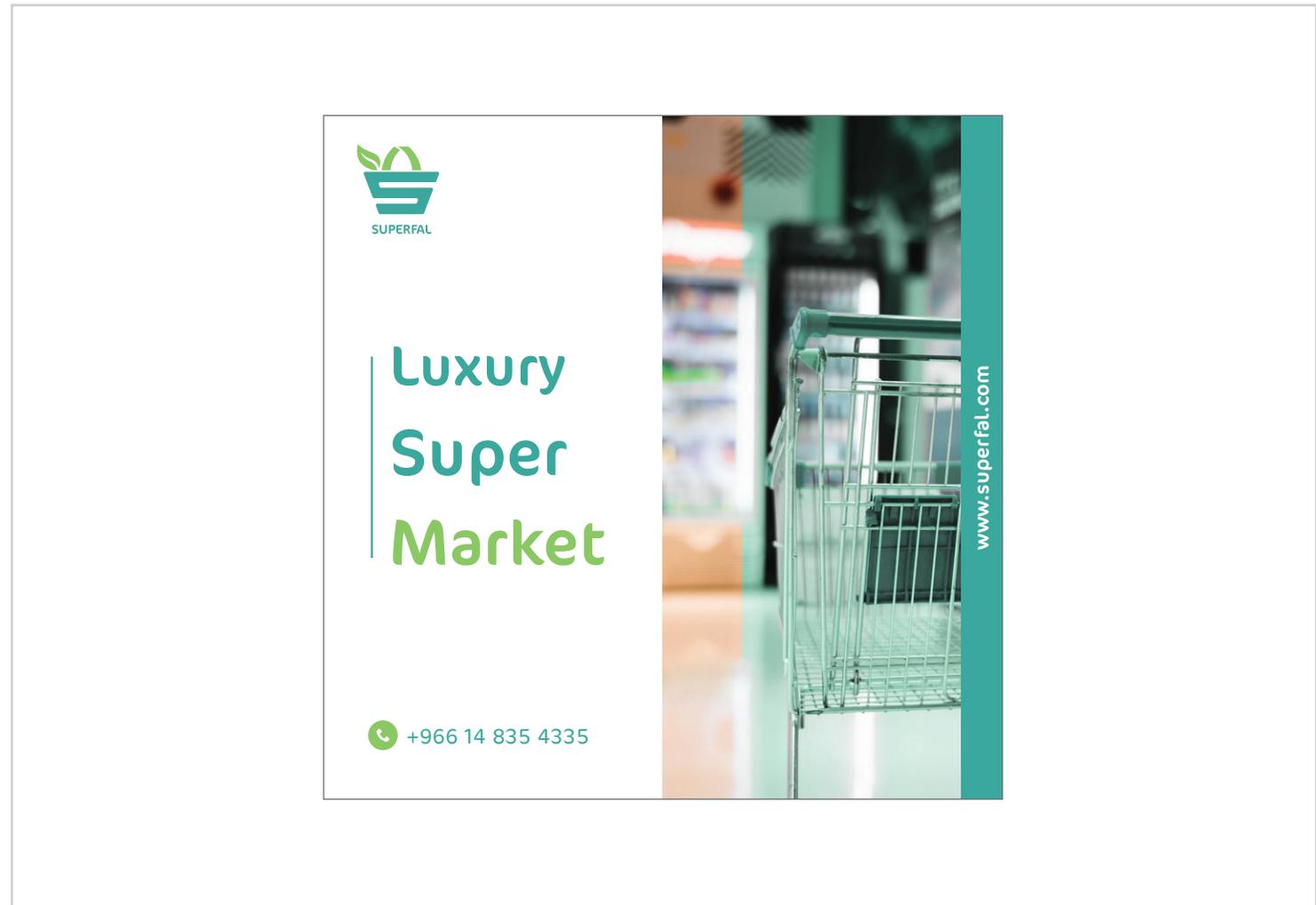


Electronic Media / Presentation Slides





Electronic Media / Social Posts



Corporate Identity

-Uniform

SECTION 04





Uniform / V.1





Uniform / V.2



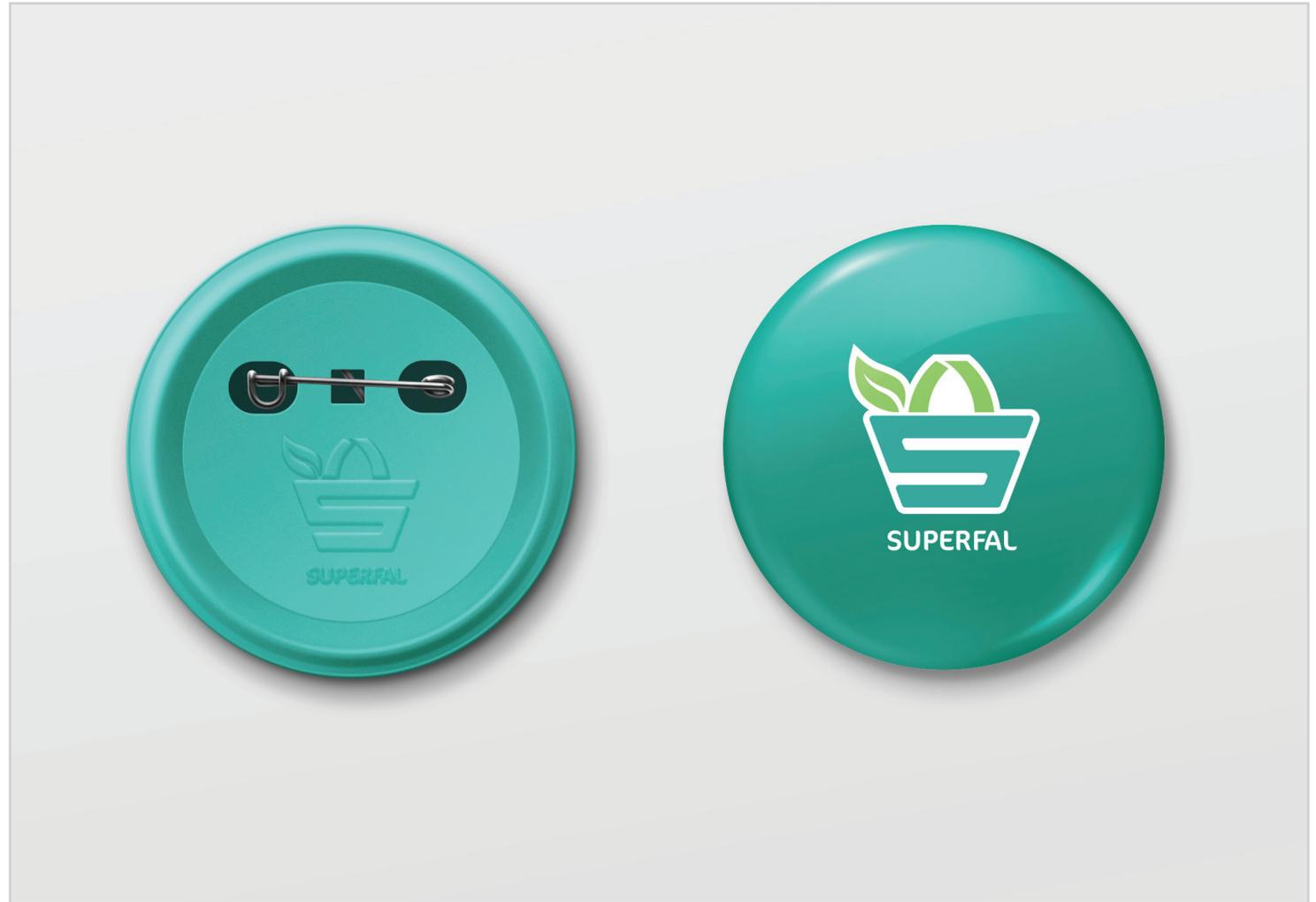


Uniform / V.3





Uniform / Pin Button Badge





Uniform / Cap



Corporate Identity

-Vehicles

SECTION 04





Vehicles / Sedan / V.1





Vehicles / Sedan / V.2





Vehicles / Mini Van / V.1





Vehicles / Mini Van / V.2





Vehicles / Van / V.1





Vehicles / Van / V.2



Corporate Identity

-Flags

SECTION 04





Flags / V.1





Flags / V.2





Flags / V.3



Corporate Identity

-Interior Signage

SECTION 04





Interior Signage / Display Stand





Interior Signage / Display Stand





Interior Signage / Display Stand





Interior Signage / Display Stand





Interior Signage / Display Stand





Interior Signage / Display Stand





Interior Signage / Display Stand





Interior Signage / Display Stand





Interior Signage / Display Stand



Corporate Identity

-Safety Signs

SECTION 04





Safety Signs



Corporate Identity

-Outside Signage

SECTION 04





Outside Signage / 3D Logo





Outside Signage / Carved Logo





Outside Signage / Store Sign





Outside Signage / Road Sign





Outside Signage / Unipole Sign





Outside Signage / Billboard





Outside Signage / Danglers





Outside Signage / Logo Poster





Outside Signage / Signatures Sign





Outside Signage / Hanging Poster





Outside Signage / Office Sign



Corporate Identity

-Gift Items

SECTION 04





Gift Items / Mag



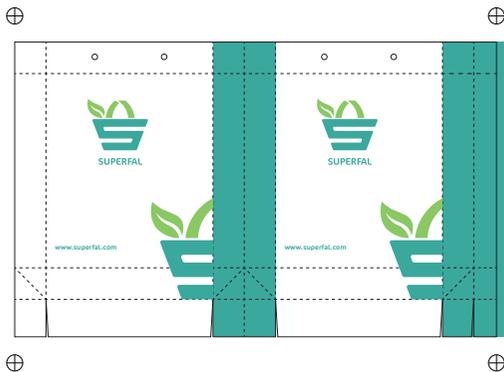


Gift Items / Flash Memory





Gift Items / Bag





Gift Items / Paper Air Freshener





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



info@superfal.com



www.superfal.com

Thanks.





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).

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