



BORGWARD BRAND GUIDELINE

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VERSION V.1



VERSION V.2



Pantone: 1795 C
CMYK: 000c | 100m | 091y | 012k
RGB: 211 | 023 | 040
Web: #d31728

(1)

75 Percent

50 Percent

25 Percent

Maroon

Pantone: 193 C
CMYK: 000c | 092m | 065y | 022k
RGB: 193 | 045 | 063
Web: #c12d3f

(2)

75 Percent

50 Percent

25 Percent

Cardinal

Pantone: 7427 C
CMYK: 000c | 093m | 062y | 046k
RGB: 147 | 025 | 045
Web: #93192d

(3)

75 Percent

50 Percent

25 Percent

Merlot

Pantone: Neutral Black C
CMYK: 000c | 000m | 000y | 100k
RGB: 035 | 031 | 032
Web: #231f20

(4)

75 Percent

50 Percent

25 Percent

Black

Pantone: Cool Gray 6 C
CMYK: 000c | 000m | 000y | 040k
RGB: 167 | 169 | 172
Web: #a7a9ac

(5)

75 Percent

50 Percent

25 Percent

Aluminium

Pantone: 427 C
CMYK: 000c | 000m | 000y | 020k
RGB: 209 | 211 | 212
Web: #d1d3d4

(6)

75 Percent

50 Percent

25 Percent

Iron

Montserrat Font

Montserrat is a new libre sans text typeface for the web, inspired by the signage found in a historical neighborhood of Buenos Aires, called Montserrat.

The designer, Julieta Ulanovsky, initiated The Montserrat Typeface project at crowd-funding site Kickstarter, trying to raise \$5,000. This project was successfully funded on November 19, 2011.

As promised, Julieta published the Montserrat Typeface as a free web font in Google Fonts.

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 “ ¶ ¢ [] | { } ≠ ¿ ‘
« Σ € ® † Ω ” / ø π • ± ‘
æ œ @ Δ ° ª © f ð , å ¥ ≈ ¢
√ ~ μ ∞ … – ≤ < > ≥ ~ › ‹ ◇

Swissra Font

Swissra is an Arabic typeface that was inspired from Swiss graphic design.

The motivation behind the typeface was to create a neutral and carefully crafted Arabic font family that can be used on many different applications. Swissra also aspires to tribute the experience of Swiss graphic design and pass it on to the Arabic graphic design scene.

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 —•

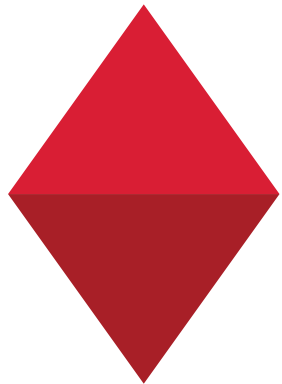
ا ب ت ث ج ح خ
د ذ ر ز س ش ص
ض ط ظ ع غ ف ق
ك ل م ن ه و ي ء

Figures —•

. | ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

Special
Characters —•

! “ \$ % & / () = ? ` ; :
“ ¶ [] | { } ‘ • ‘ @ , ~
– < > ° * . “ ” ~ ؛ — —
| ”



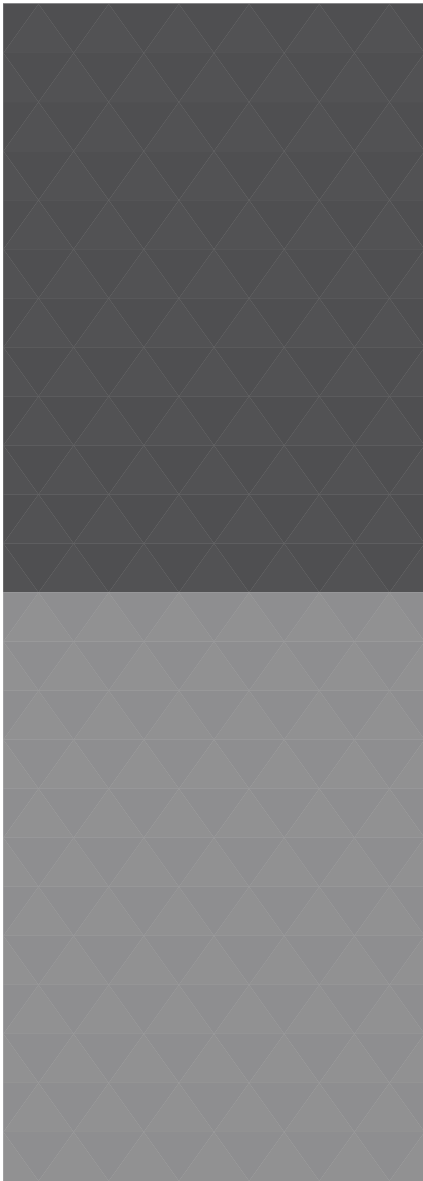
01



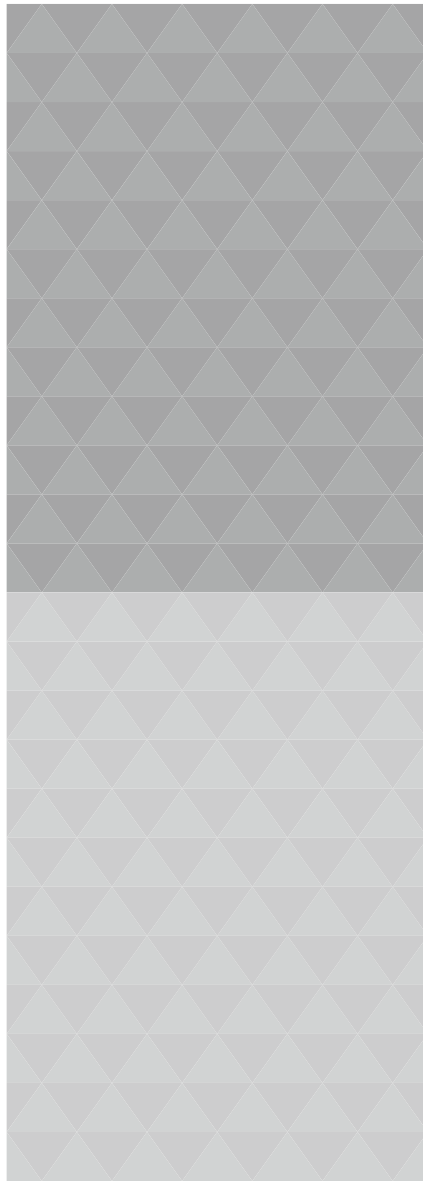
02



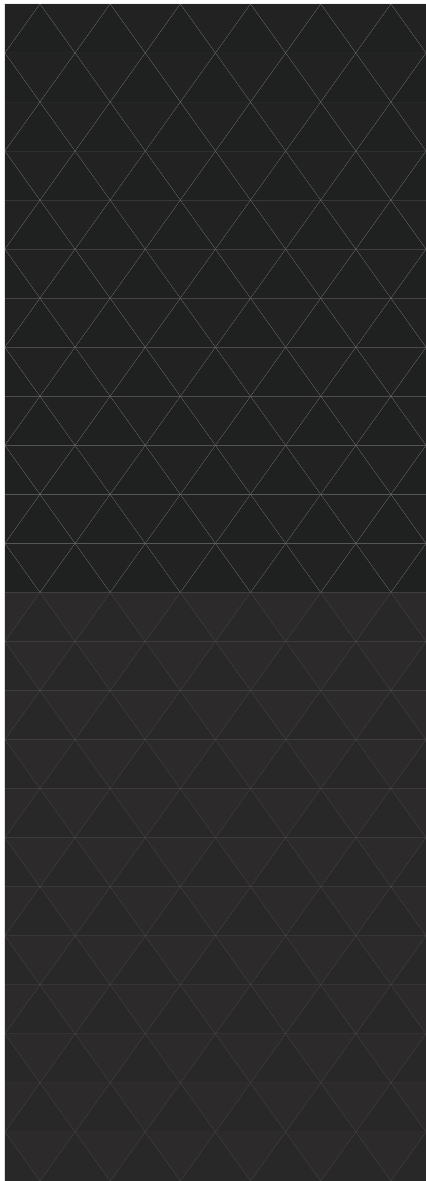
03



04



05









BORGWARD BX5
YOUNG · ENERGETIC · SMART

www.borgwardksa.com

The advertisement features a dark grey Borgward BX5 SUV parked on a wet, reflective surface under a large, arched, golden-brown structure. The car's reflection is visible in the wet pavement. In the background, a city skyline is visible under a cloudy sky. The Borgward logo, a red shield with a silver border and the word "BORGWARD" in silver, is positioned in the top left corner. The text "BORGWARD BX5" and "YOUNG · ENERGETIC · SMART" is displayed in the top right. The website "www.borgwardksa.com" is at the bottom.

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HEADLIGHTS
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★★★★☆



HEADLIGHTS
\$300.00
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\$28.000
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- 📍 123, Main Road, Your City, NY 1234
- ☎ +123 456 7890
- 🕒 7 Days a week from 10:00 am to 6:00 pm
- ✉ info@psdfreebies.com





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