



Fllodo 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.



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 Icons

SECTION 02 (Typography)

- PAGE 15 | 2.1 English Corporate Typeface
- PAGE 16 | 2.2 Arabic Corporate Typeface

SECTION 03 (Brand Colors)

- PAGE 18 | 3.1 Primary Colors
- PAGE 19 | 3.2 Secondary Colors

SECTION 04 (Corporate Identity)

- PAGE 21 | 4.1 Corporate Identity Details
- PAGE 94 | 4.2 Contact Us

01

Brand Basics

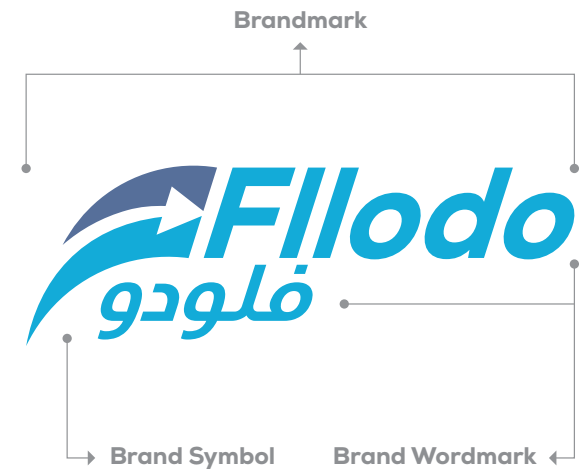
SECTION 01

- 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 Icons

1.1 Logo Elements

The Filodo 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.

Filodo brandmark contains a symbol, the symbol shaped as (F) letter that the first letter of Filodo brand, also the symbol indicates to the highway and the road, the arrow at the end of the symbol refers to the Filodo brand name that is the preferred target on the road, because the Filodo Supermarket covers all your needs on the road.



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 Fllodo 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 Fllodo logo usage.

However, But when using the Fllodo 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 Fllodo 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): 1.2 cm
On screen (width): 100 px

Figure (A)

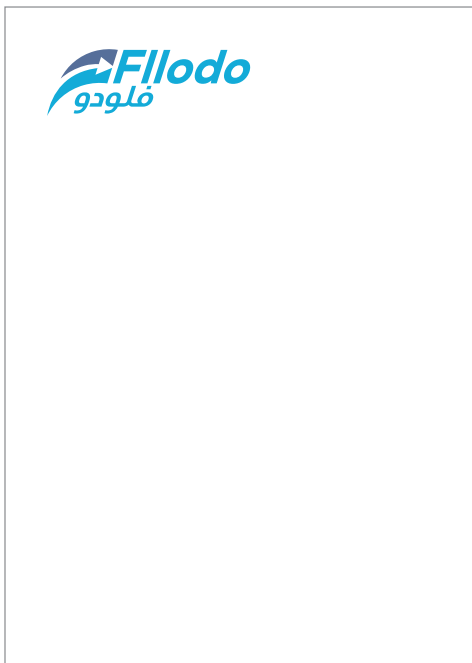
1.3 Logo Placement

Clear Spacing for the Logo Placement

Try to make sure that the Fllodo 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 Fllodo logo-awareness.

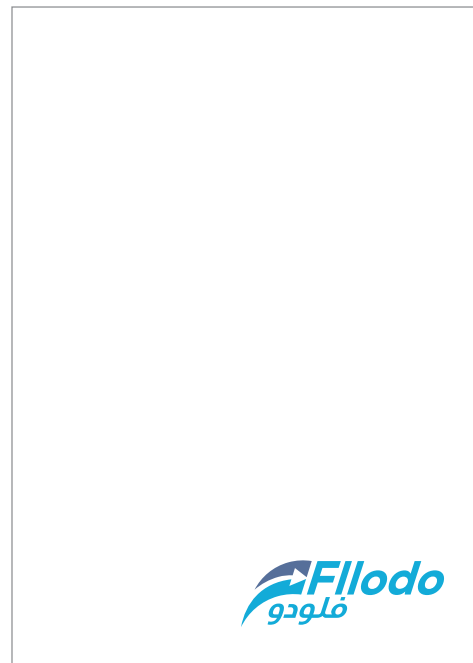
Preferred

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 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

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 version



Arabic version



Arabic - English 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



Solid color V.1



Solid color V.2



White logo on dark background

Logo Types (Narrow)



Black logo



Gray logo



Light blue on dark background

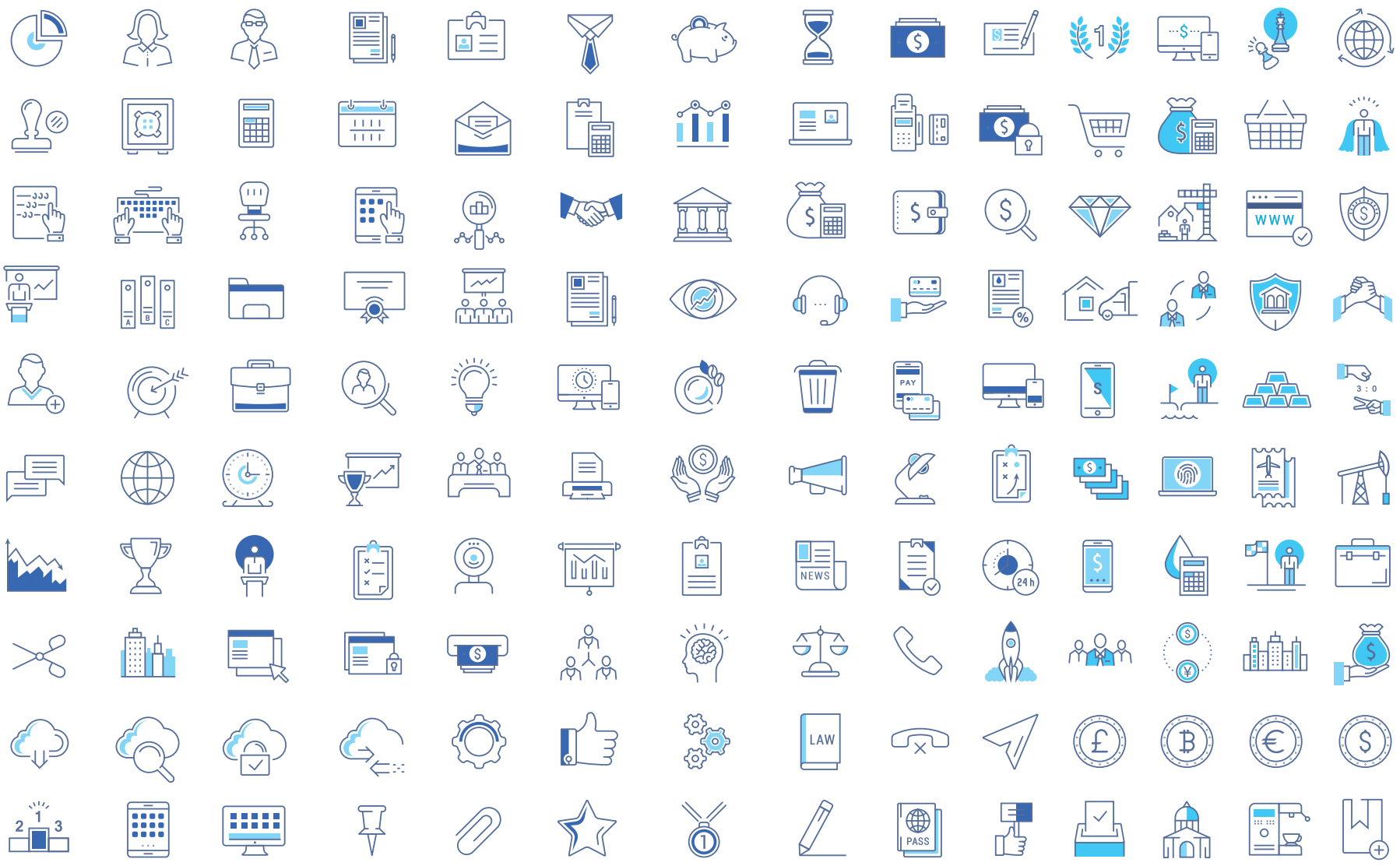


White & light blue on dark background

1.7 Brand Icons



1.7 Brand Icons





02

Typography

SECTION 02

-
- 2.1 English Corporate Typeface
 - 2.2 Arabic Corporate Typeface

2.1 English Corporate Typeface

Proper Selection of Primary Font & in Detail

Fllodo has selected Nexa 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.

Nexa Font

Nexa family includes 16 very unique font styles & weights. The font family is characterized by excellent legibility in both – web & print design areas, well-finished geometric designs, optimized kerning etc. Nexa is most suitable for headlines of all sizes, as well as for text blocks that come in both maximum and minimum variations. The font styles are applicable for any type of graphic design – web, print, motion graphics, etc. and other items like posters and logos.

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 " ¶ ç [] | { } ≠ ¿ ' « Σ € ® † Ω ¨ / ø π • ± '
 œ œ @ Δ ° ª © f ð , å ¥ ≈ ç
 √ ~ μ ∞ ... - ≤ < > ≥ ~ > < ◇

2.2 Arabic Corporate Typeface

Proper Selection of Primary Font & in Detail

Flodo has selected Swissra as our 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.

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

03

Brand Colors

SECTION 03

- 3.1 Primary Colors
- 3.2 Secondary Colors

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 Filodo to represent the brand identity to our relevant media. Choose the core colors as the primary color in your layout. We chose 3 basic colors representing the Filodo identity: (Waikawa Blue - Cardinal - Sky Blue).

Pantone: 7668 C
 CMYK: 057c | 037m | 000y | 030k
 RGB: 086 | 111 | 154
 Web: #566F9A

(1)

75 Percent

50 Percent

25 Percent

Waikawa Blue

Pantone: 638 C
 CMYK: 070c | 000m | 000y | 013k
 RGB: 000 | 171 | 216
 Web: #00ABD8

(2)

75 Percent

50 Percent

25 Percent

Cerulean

Pantone: 2985 C
 CMYK: 060c | 000m | 000y | 000k
 RGB: 068 | 200 | 245
 Web: #44C8F5

(3)

75 Percent

50 Percent

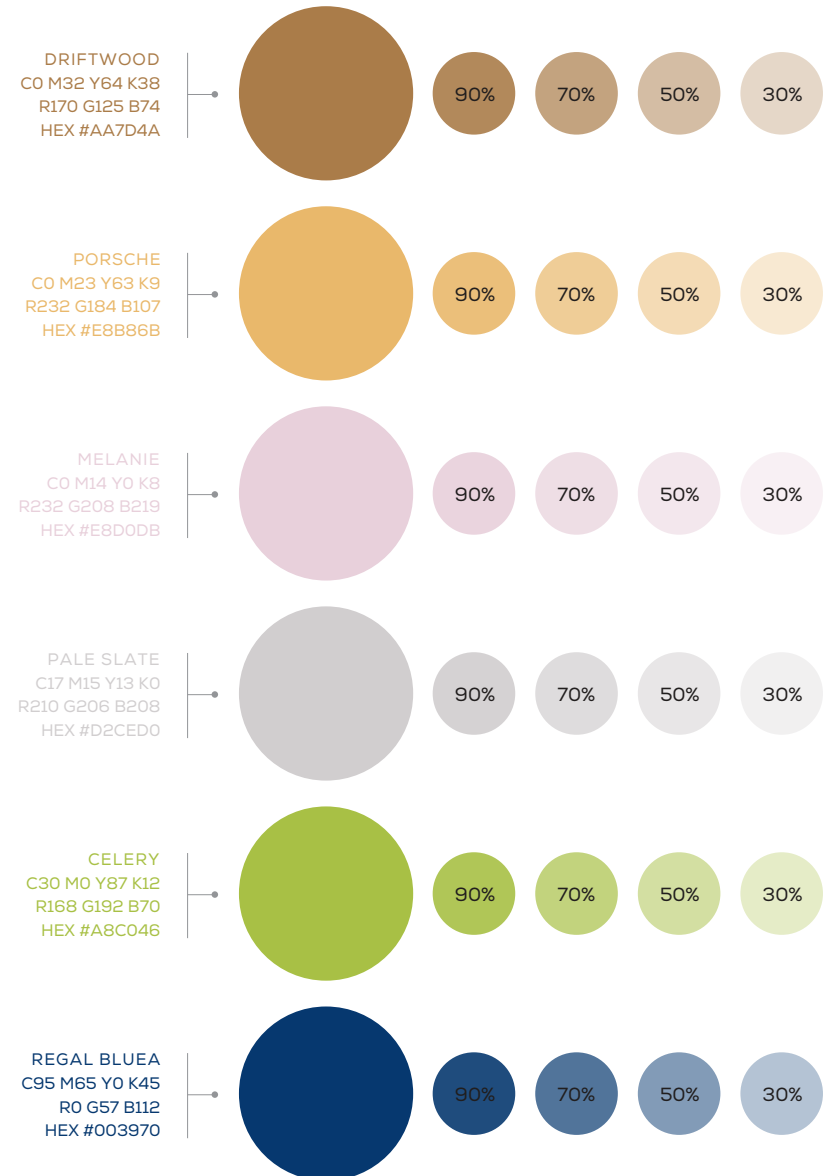
25 Percent

Sky Blue

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 Filodo to represent the brand identity to our relevant media. The secondary colors are complementary to our official colors, but are not recognizable identifiers for Filodo logo. Secondary colors would be used in less than 10 percent of the palette in one piece.



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 organisation to build and maintain a strong brand.

Our design components our logo, colors, typography and graphics have been carefully crafted to bring The Fllodo 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.

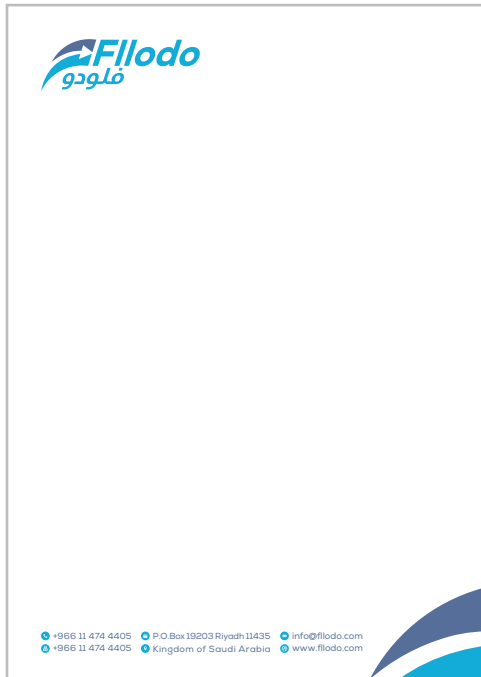


Corporate Identity

-Stationery

SECTION 04

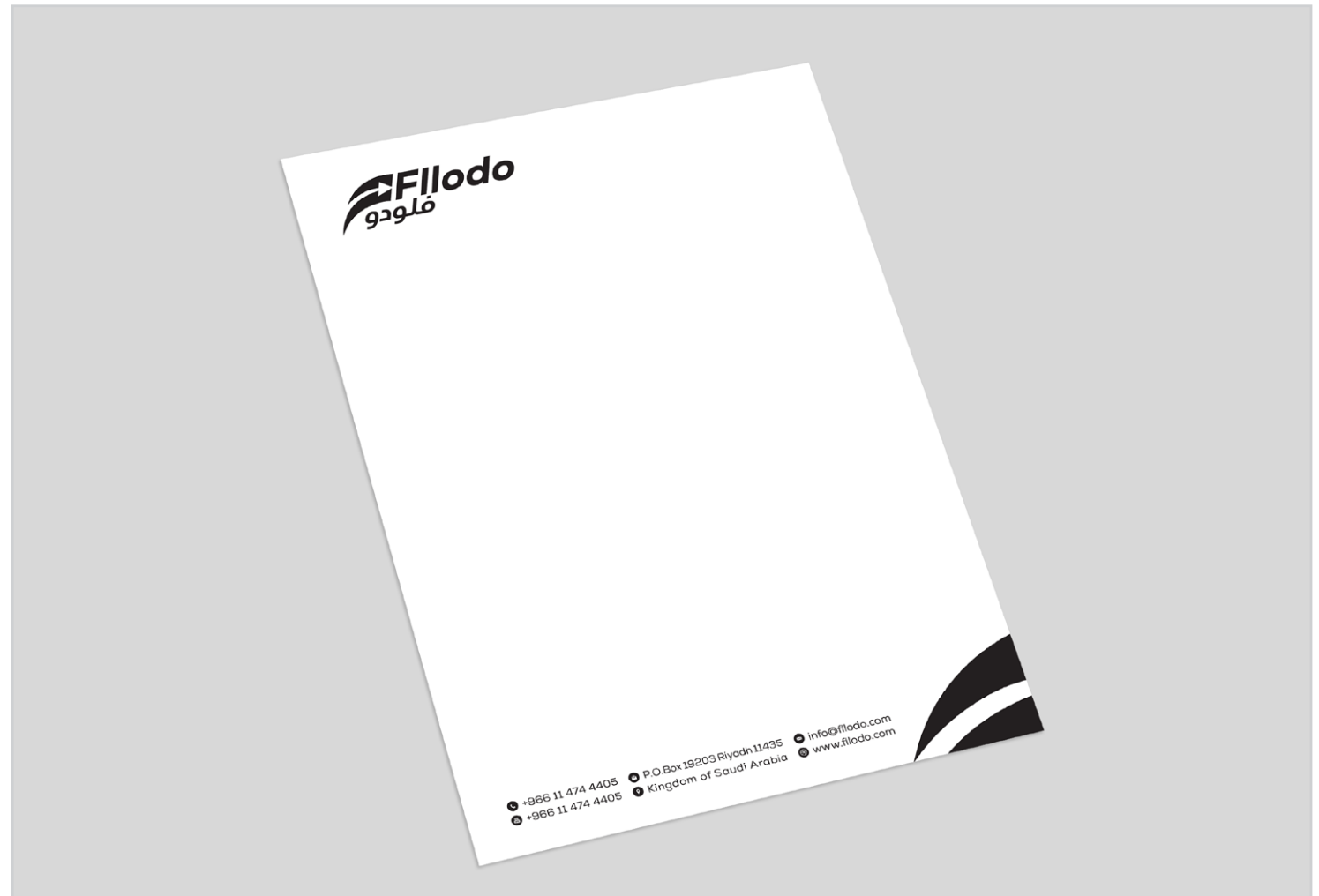
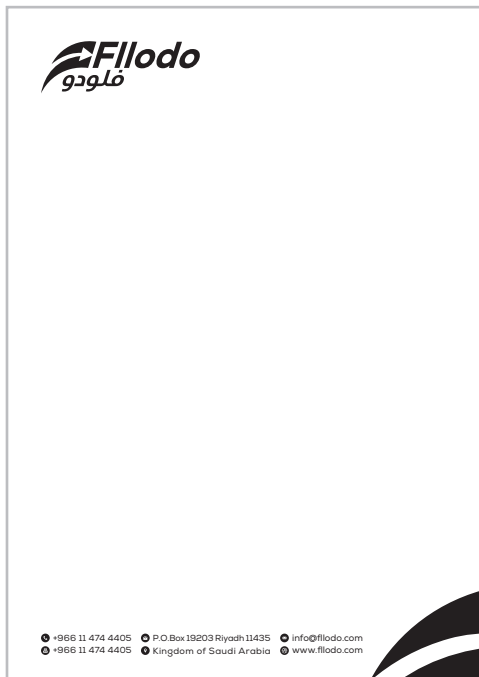
Stationery / Letterhead Front



Stationery / Letterhead Back



Stationery / Fax Sheet



Stationery / Business Card



Stationery / Envelope DL



Stationery / Envelopes A5, A4



Stationery / ID Card



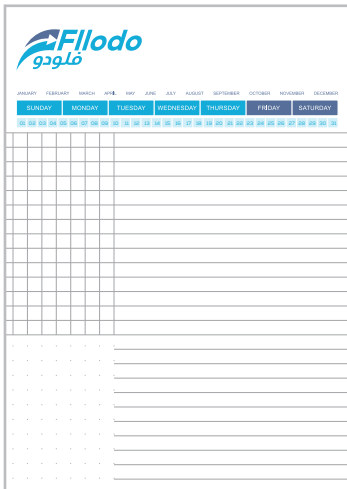
Stationery / Payment Voucher



Stationery / Receipt Voucher



Stationery / Notebook



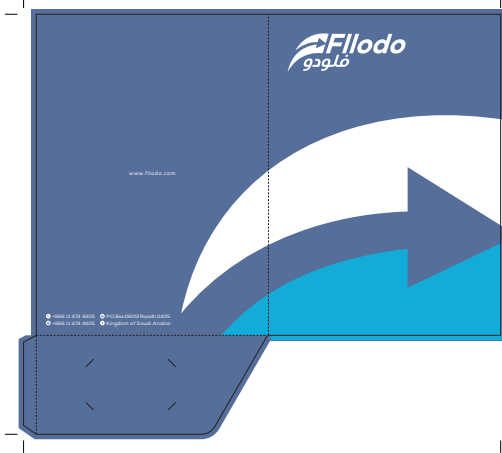
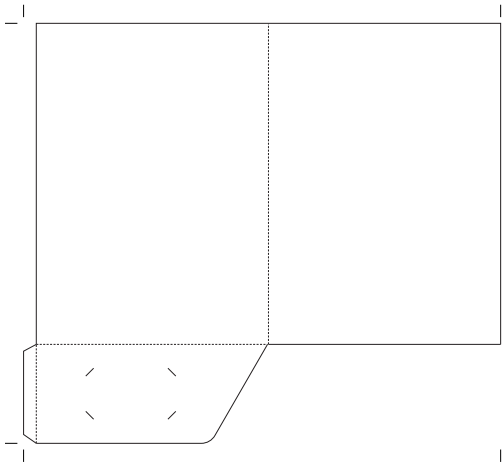


Corporate Identity

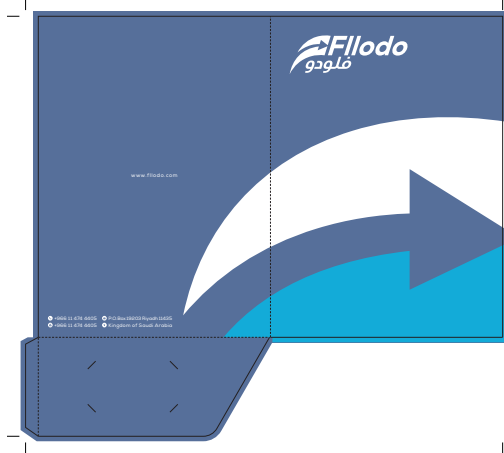
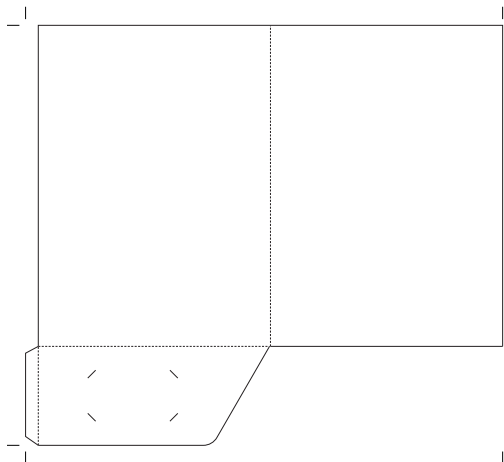
-Applications

SECTION 04

Applications / Folder Outside



Applications / Folder Inside



Applications / Stamp



Applications / CD and Jacket



Applications / Profile Cover



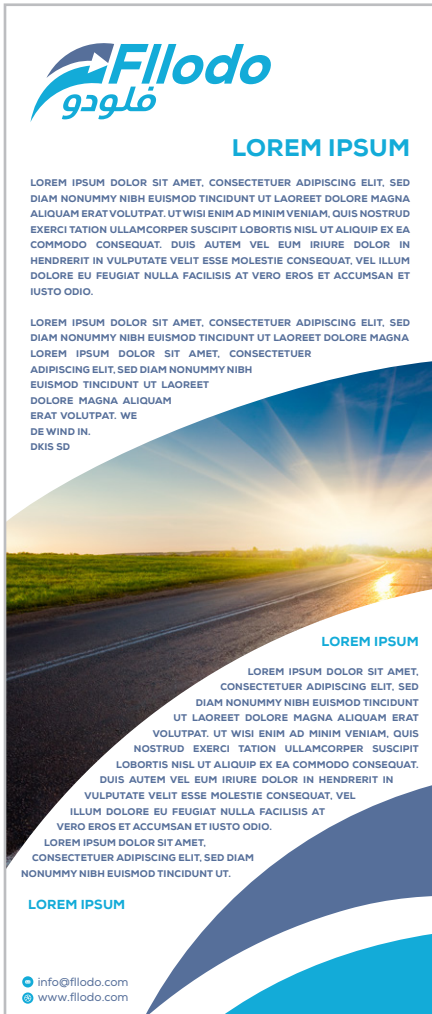
Applications / Profile Cover Back



Applications / Profile Inside




Applications / RollUp



Applications / Exhibition Popup





Corporate Identity

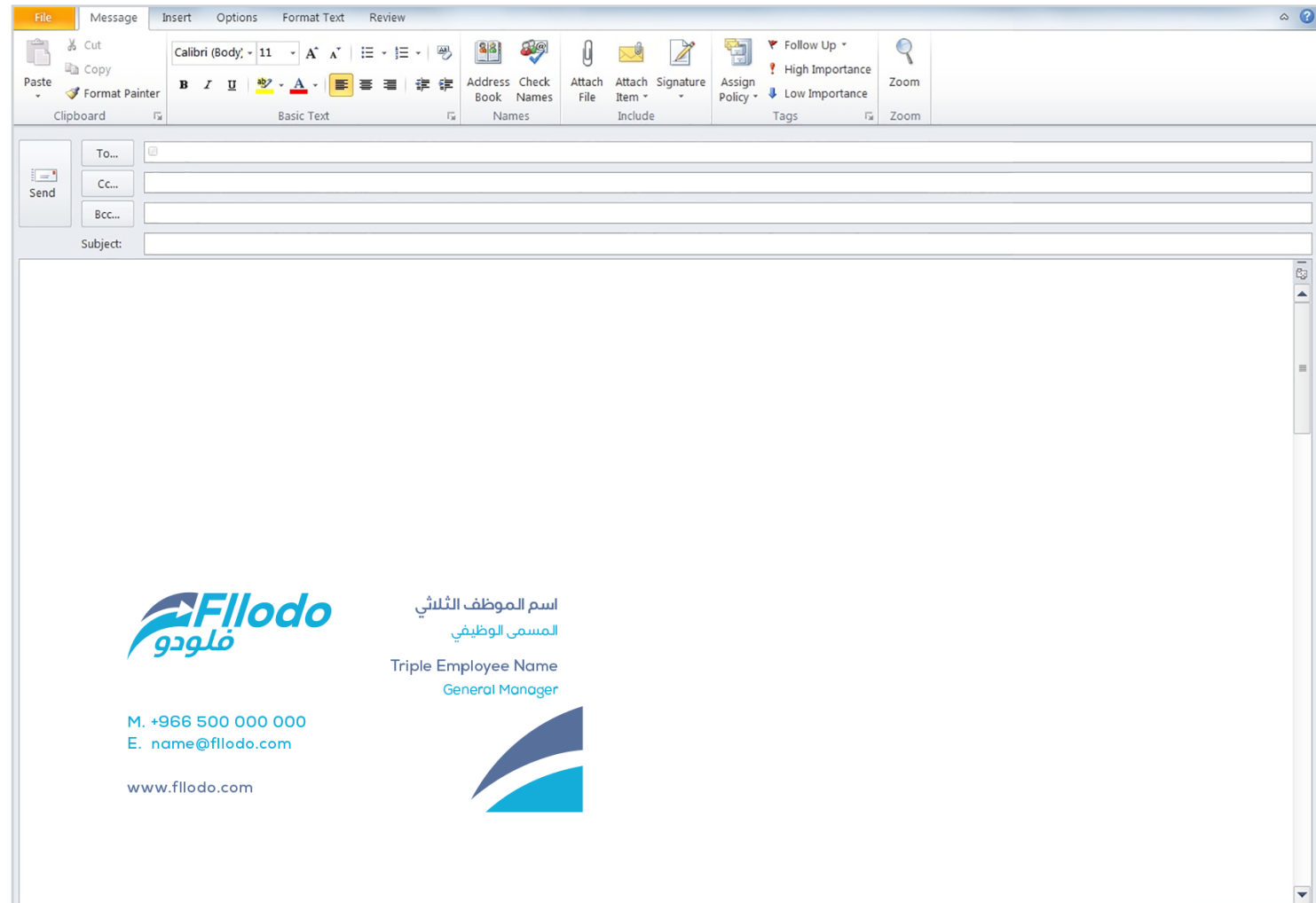
-Electronic Media

SECTION 04

Electronic Media / Website



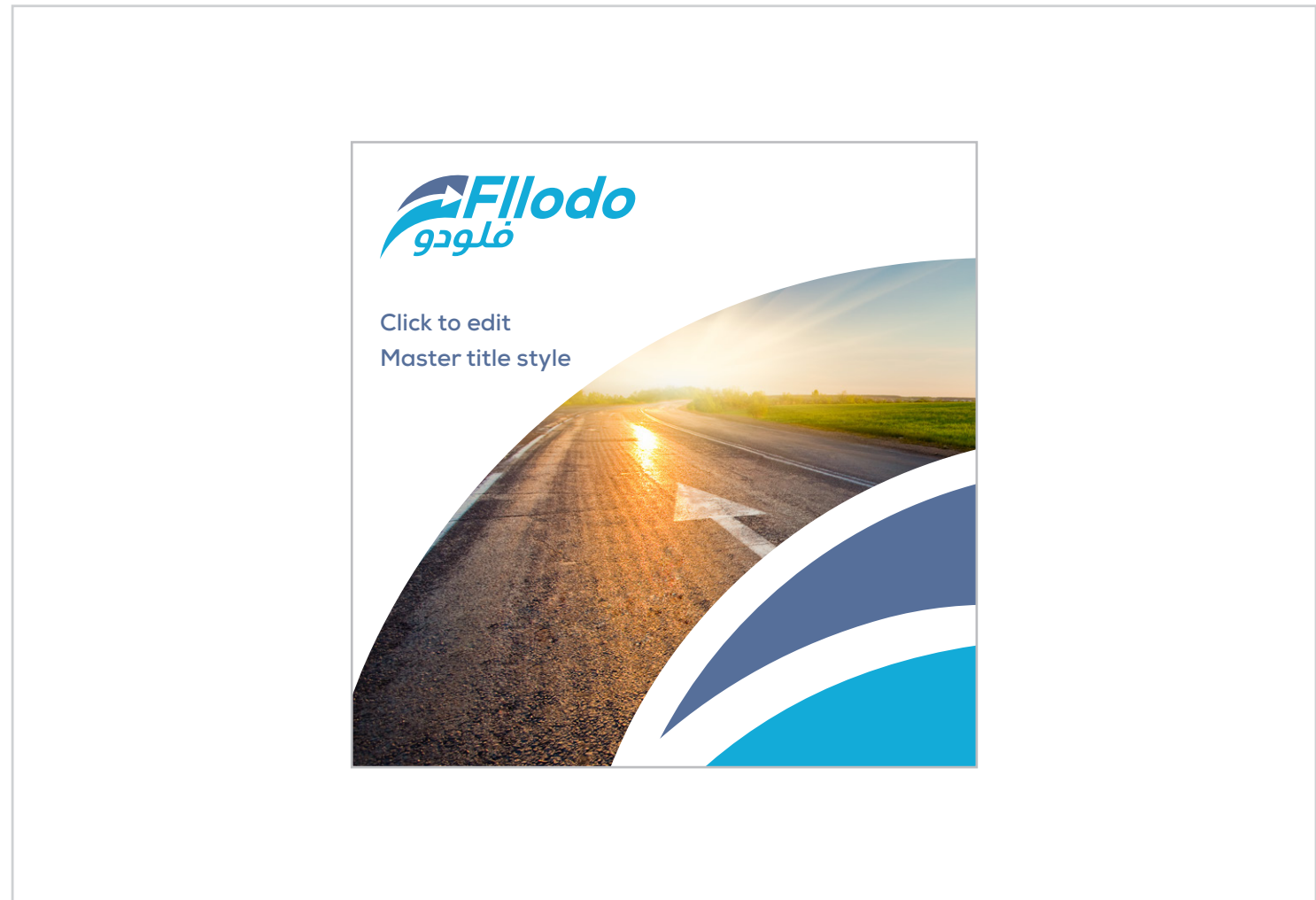
Electronic Media / Email Signature



Electronic Media / Presentation Slides



Electronic Media / Social Posts





Corporate Identity

-Uniform

SECTION 04

Uniform / T-Shirt V.1



Uniform / T-Shirt V.2



Uniform / T-Shirt Maintenance Staff



Uniform / Supervisors



Uniform / Pin Button Badge



Uniform / Cap





Corporate Identity

-Vehicles

SECTION 04

Vehicles / Sedan



Vehicles / Pickup



Vehicles / Van





Corporate Identity

-Flags

SECTION 04

Flags / V.1



Flags / V.2



Flags / V.3





Corporate Identity

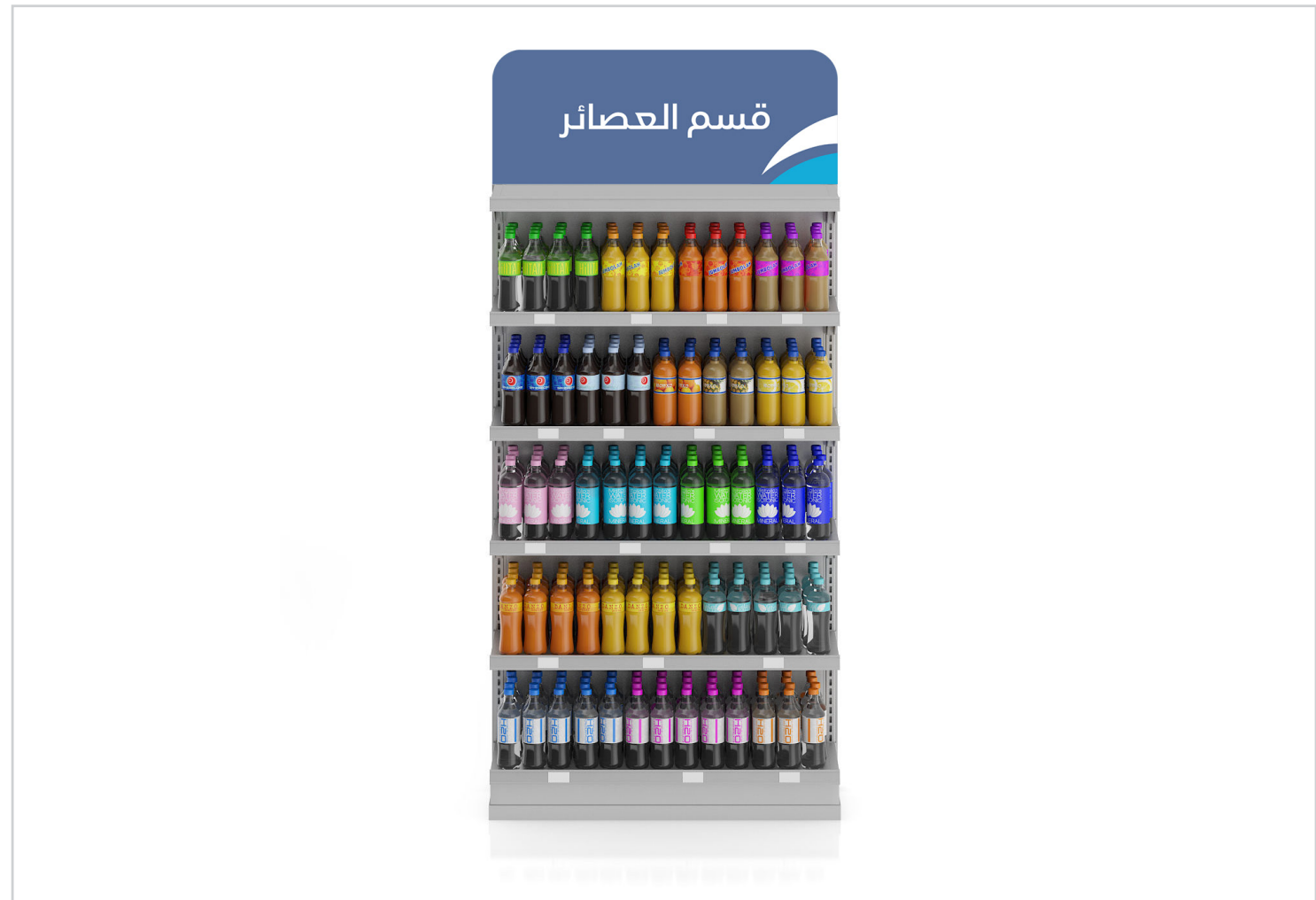
-Interior Signage

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



Interior Signage / Display Stand





Corporate Identity

-Safety Signs

SECTION 04

Safety Signs





Corporate Identity

-Outside Signage

SECTION 04

Signage / 3D Logo



Signage / Carved Logo



Signage / Store Sign



Signage / Road Sign



Signage / Unipole Sign



Signage / Billboard



Signage / Danglers



Signage / Logo Poster



Signage / Signatures Sign



Signage / Hanging Poster



Signage / Office Sign





Corporate Identity

-Gift Items

SECTION 04

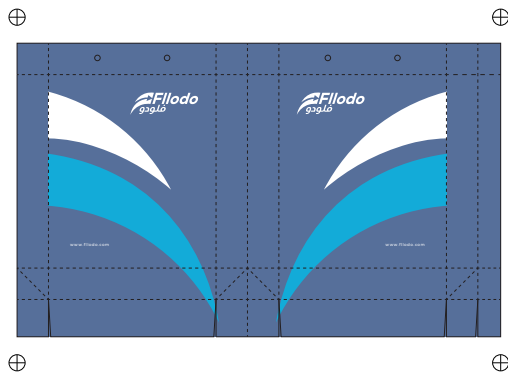
Gift Items / Mag



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 get to know brand tools has additional resources and guidance on the entire Flodo brand.

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

 info@flodo.com

 www.flodo.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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