



Middle East Paper Company
شركة الشرق الأوسط لصناعة وإنتاج الورق

MEPCO 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.

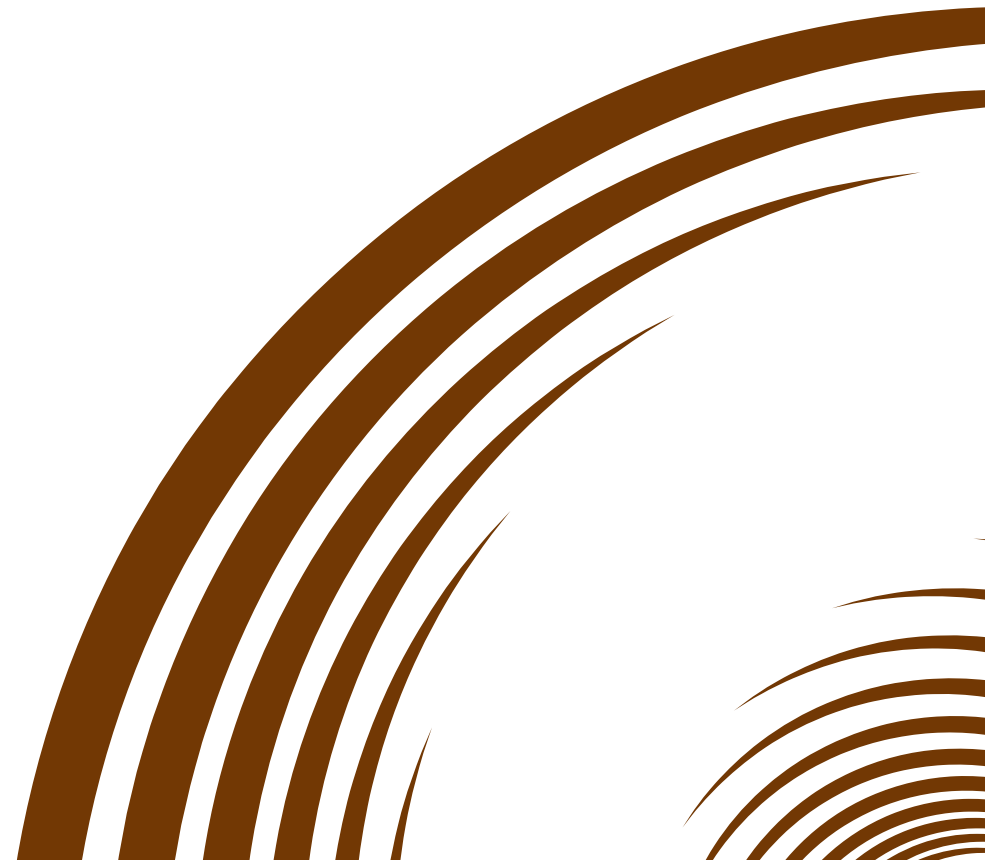


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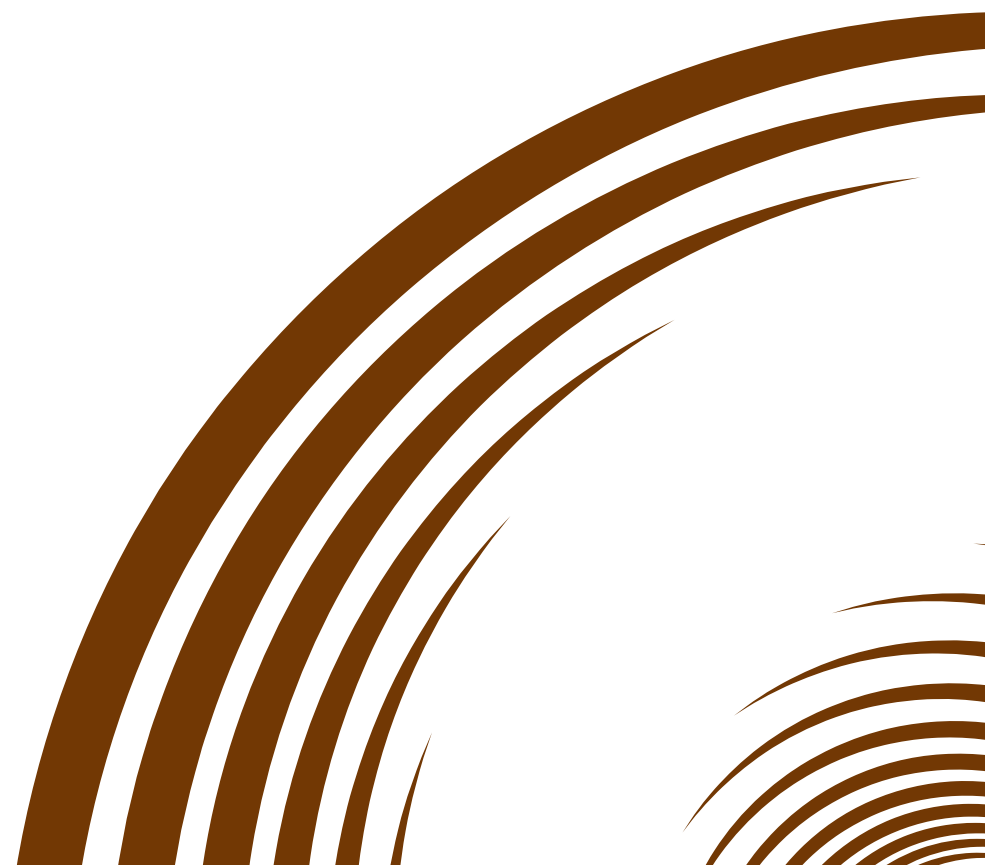
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01

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 and Brand Concept

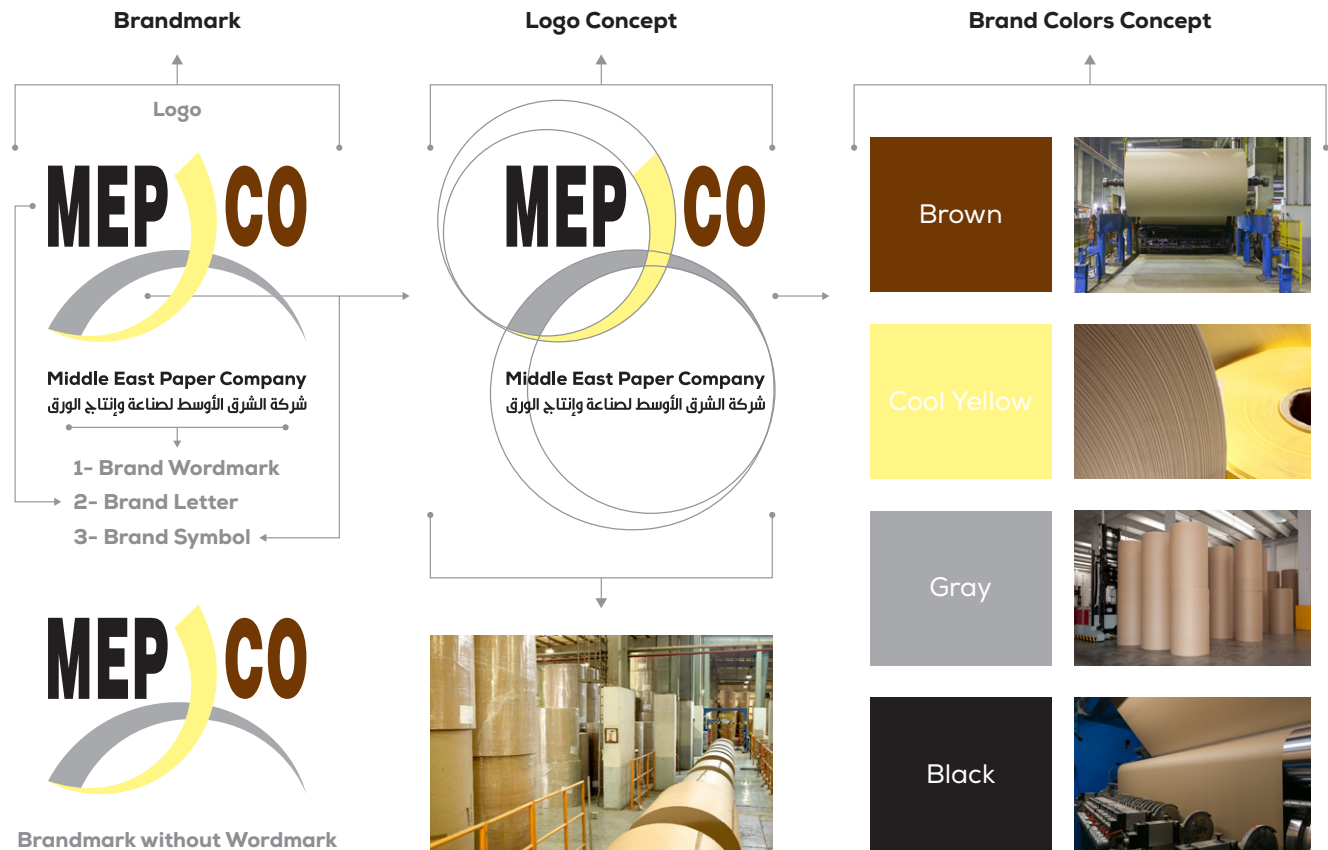
The MEPCO corporate logo is playing role as representative of our initiative, our people, and our brand to the world. The logo is a valuable corporate asset that must be used in the proper and approved way. Our corporate logo is building block of our corporate identity that ensure our strong existence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

(2-) Brand Letter: Company's name: Middle East Paper Company (MEPCO).

(3-) Brand Symbol: Circle is often used in a logo to represent unity, commitment or community, which is reflect the company's values. Circles means have no beginning or end, they represent life and the lifecycle or recycle, and this is what reflect our products PAPER ROLL and Production processes.

Brand Colors Concept: MEPCO Logo exact color palette created to maintain the visual impact of our identity. It is important to use these colors consistently to build the principles of our brand. Do not make any other colors as an alternative.

- Brown: Eco-Friendly & Nature
- Cool Yellow: Energy & Brightness
- Grey: Solid, Security & Reliability
- Black: Protection



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 MEPCO 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 MEPCO logo usage.

However, But when using the MEPCO 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 MEPCO logo so it is legible but unobtrusive.

* The sizes shown are incorrect just to clarify

* Show (1.5 Logo Version) page (9)



Minimum size (logo with brand wordmark):

For Printing: (width): 2.2 cm

On screen (width): 250 px

Minimum size (logo without brand wordmark):

For Printing: (width): 1 cm

On screen (width): 100 px

Figure (A)

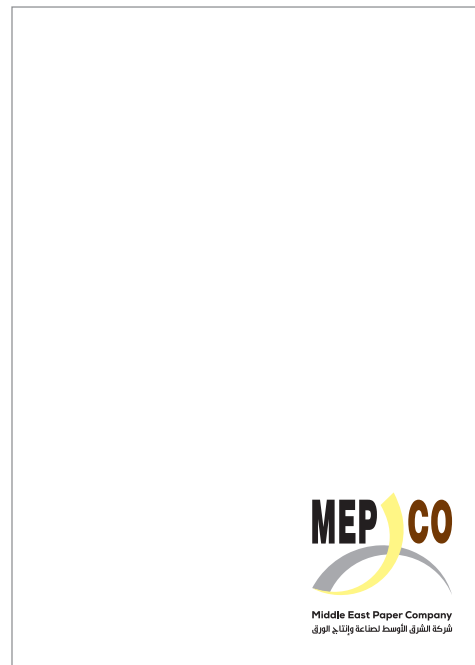
1.3 Logo Placement

Clear Spacing for the Logo Placement

Try to make sure that the MEPCO 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 MEPCO 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

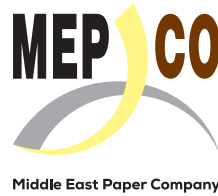


1.5 Logo Versions

Logo Versions

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

English version



Arabic version



English, Arabic version



Arabic version (wide)



English, Arabic version (wide) V.1



English version (wide)



English, Arabic version (wide) V.2



Logo without brand wordmark



1.6 Logo Types

Logo Types

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

Logo Types (Standard)



Full colors

Solid Brown color

Solid Black color

Brown logo on Caramel background

White logo on Caramel background

Solid Gray color

Logo Types (Narrow)



Solid Yellow color

Yellow logo on Gray background

Gray logo on Yellow background

White logo on Yellow background

White logo on Gray background

White logo on Black background

1.7 Brand Icons (1)



1.7 Brand Icons (4)





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

MEPCO has selected Nexa 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.

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 ° º © f ð , å ¥ ≈ ç
 √ ~ μ ∞ ... - ≤ < > ≥ ~ > < ◇

2.2 Arabic Corporate Typeface

Proper Selection of Primary Font & in Detail

MEPCO has selected Kufyan Arabic 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.

Kufyan Arabic

Kufyan Arabic is an Arabic typeface that was inspired from Arabic graphic design.

Kufyan Arabic Typeface has 8 Styles [Thin – Ultra Light – Light – Regular – Medium – Bold – Heavy – Black]. This font support Arabic, and Latin languages in compact and well constructed typographic 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.

| | |
|--------------------|---|
| 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 | ٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ |
| Special Characters | ! " \$ % & / () = ? ' ; : [] { } , _ @ ~ < > * ! . ÷ x z \ ' # * « » ' " عمار محمد لله |

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 MEPCO to represent the brand identity to our relevant media. Choose the core colors as the primary color in your layout. We chose 4 basic colors representing the MEPCO identity: **(Brown - Cool Yellow - Gray - Black)**.

Pantone: 725 C
 CMYK: 000c | 060m | 090y | 065k
 RGB: 115 | 057 | 003
 Web: #733903

(1)

75 Percent
 50 Percent
 25 Percent

Brown

Pantone: 100 C
 CMYK: 000c | 000m | 060y | 000k
 RGB: 255 | 246 | 133
 Web: #FFF685

(3)

75 Percent
 50 Percent
 25 Percent

Cool Yellow

Pantone: 429 C
 CMYK: 000c | 000m | 000y | 040k
 RGB: 167 | 169 | 172
 Web: #A7A9AC

(4)

75 Percent
 50 Percent
 25 Percent

Gray

Pantone: Hexachrome Black C
 CMYK: 000c | 000m | 000y | 100k
 RGB: 035 | 031 | 032
 Web: #231F20

(5)

75 Percent
 50 Percent
 25 Percent

Black

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



| | | | | | |
|--|--|-----|-----|-----|-----|
| <p>CRETE C74 M0 Y87 K52 R86 G118 B44 HEX #56762C</p> | | %90 | %70 | %50 | %30 |
| <p>LASER C7 M0 Y66 K18 R203 G201 B104 HEX #CBC968</p> | | %90 | %70 | %50 | %30 |
| <p>CHAMOIS C0 M8 Y28 K8 R236 G215 B177 HEX #ECD7B1</p> | | %90 | %70 | %50 | %30 |
| <p>CARAMEL C0 M48 Y71 K52 R140 G86 B46 HEX #8C562E</p> | | %90 | %70 | %50 | %30 |
| <p>SWANS DOWN C16 M0 Y9 K0 R212 G236 B232 HEX #D4ECE8</p> | | %90 | %70 | %50 | %30 |
| <p>BLUE LAGOON C74 M0 Y21 K44 R0 G121 B133 HEX #007985</p> | | %90 | %70 | %50 | %30 |

04



Corporate Identity

4.1 Corporate Identity Details
4.2 Contact Us

SECTION 04

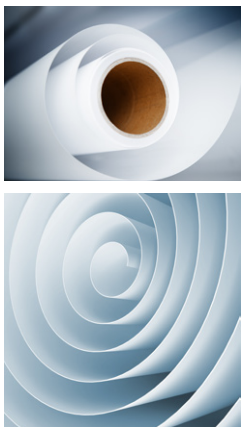
4.1 Corporate Identity Details

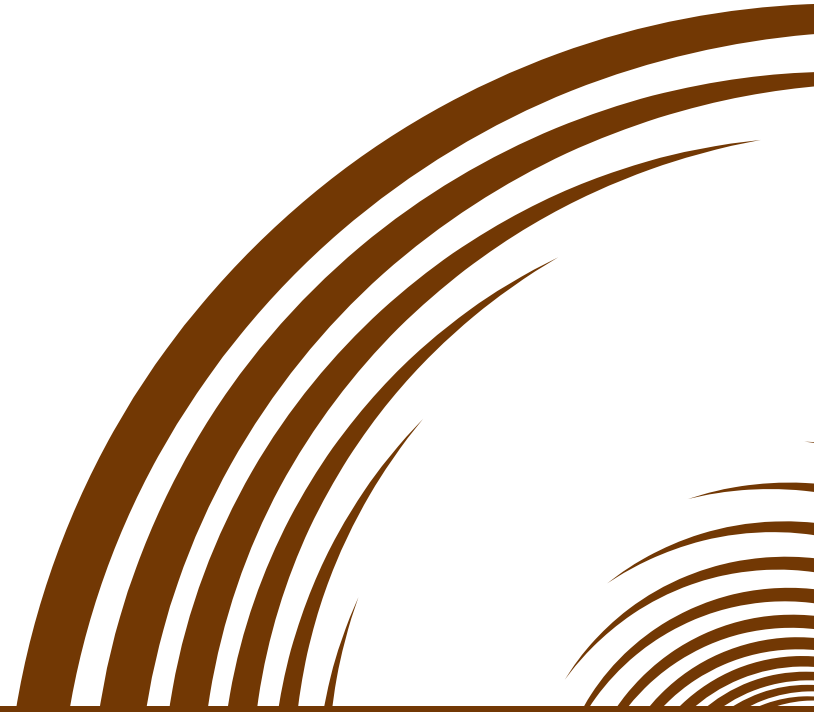
Corporate identity management literally means managing your corporate identity. It is making sure that the corporate identity is applied correctly, consistently to each application, taking into account the costs. We often see many applications are being created under supervision of or in different divisions. 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 MEPCO 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 Theme Concept

Circle is often used in a logo to represent unity, commitment or community, which is reflect the company's values. Circles means have no beginning or end, they represent life and the lifecycle or recycle, and this is what reflect our products PAPER ROLL and Production processes.



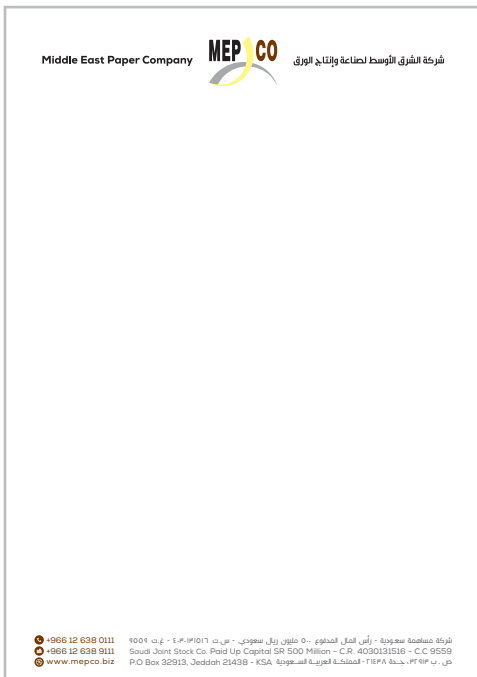


Corporate Identity

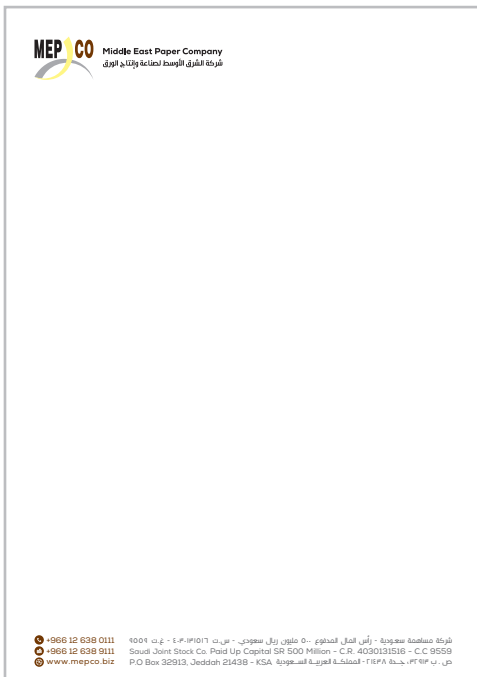
-Stationery

SECTION 04

Stationery / Letterhead Front V.1



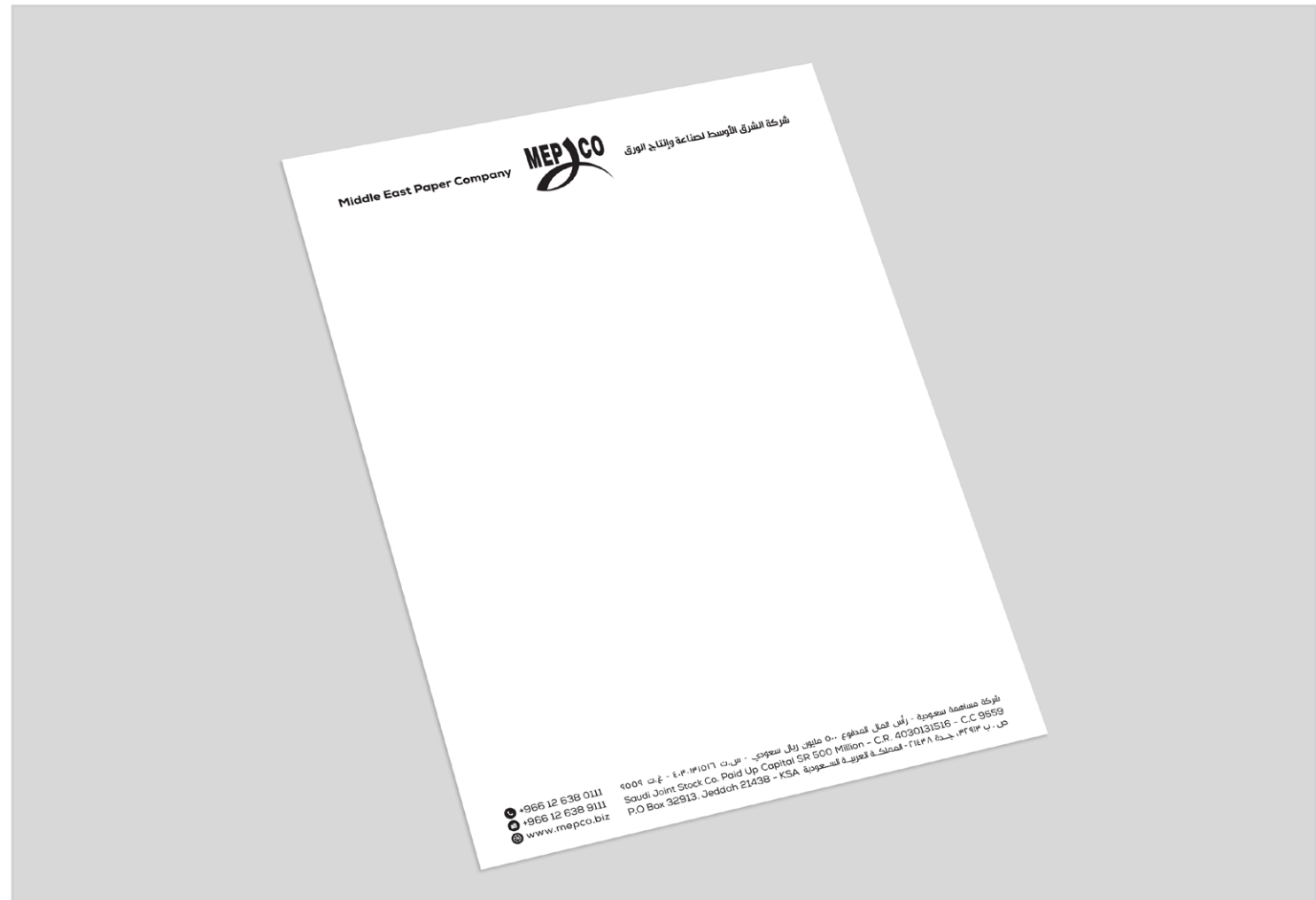
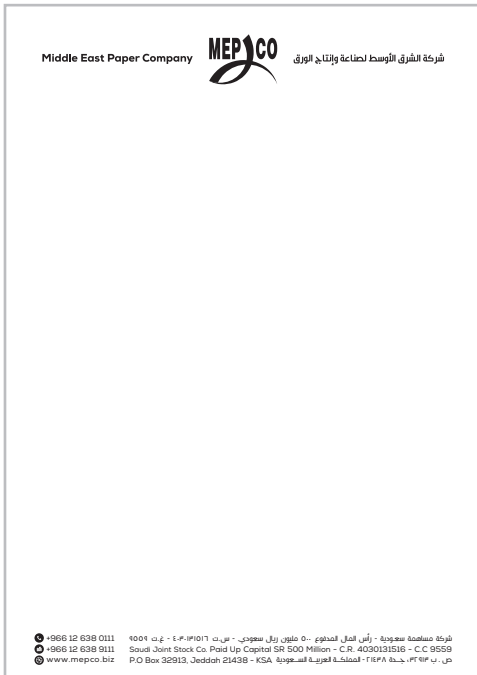
Stationery / Letterhead Front V.2



Stationery / Letterhead Back



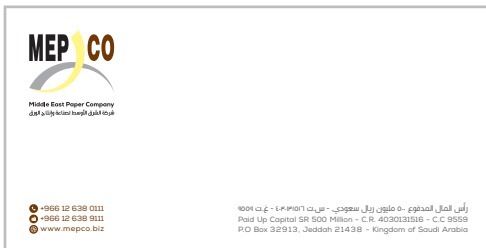
Stationery / Fax Sheet



Stationery / Business Card



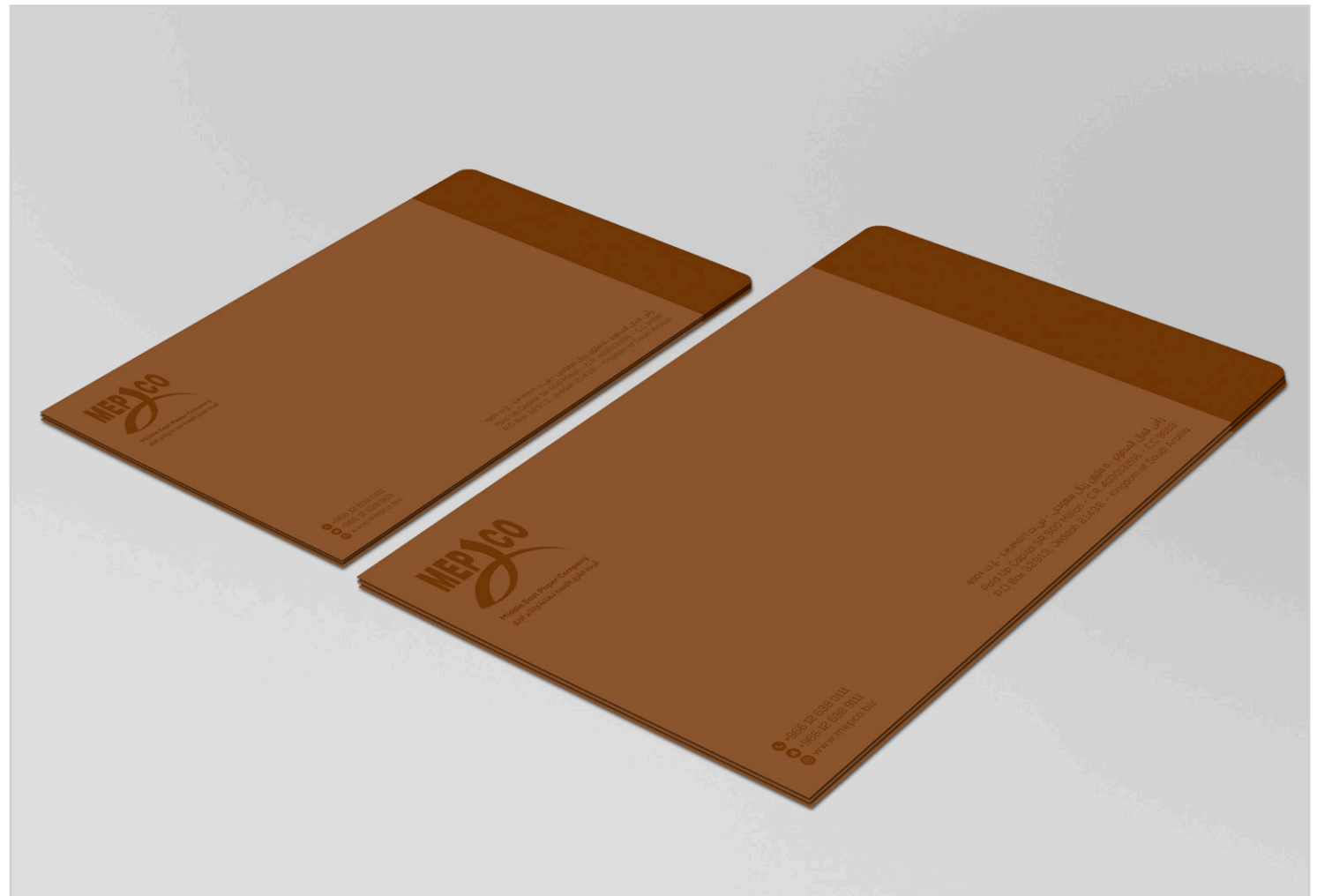
Stationery / Envelope DL V.1



Stationery / Envelopes A5, A4 V.1



Stationery / Envelopes A5, A4 V.2



Stationery / ID Card



Stationery / Payment Voucher



MEP CO سند صرف
Midda East Power Company
ميددا شرق السعودية

Date: / / التاريخ: SR ريال هـ.هـ.

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

* This voucher is not valid unless its stamped. * هذا السند لا يعد صالحاً إلا في حال ختمه.

Management إدارة أمين الصندوق Cashier المستلم Received by

رأس المال المدفوع: ٥٠ مليون ريال سعودي - ريال ٤٣٠١٦٠٠٠٠ - ٤٠٠٠٠
Paid Up Capital SR 500 Million - C.R. 4030131516 - C.C. 9559
P.O. Box 32913, Jeddah 21438 - Kingdom of Saudi Arabia

+966 12 638 0111
+966 12 638 9111
www.mepco.biz

Stationery / Receipt Voucher



MEP CO سند قبض
 Mideba Best Paper Company
 شركة ورق الجدران والعلب الورقية

Date: / / التاريخ: SR ريال H. هـ

Received From Mr./Messrs: _____ استلمنا من السيد/السادة
 Amount: _____ مبلغ وقدره
 Cash: _____ نقداً
 Bank: _____ شيك رقم: _____ Date: / / التاريخ: Check No. _____
 Being: _____ وذلك مقابل: _____

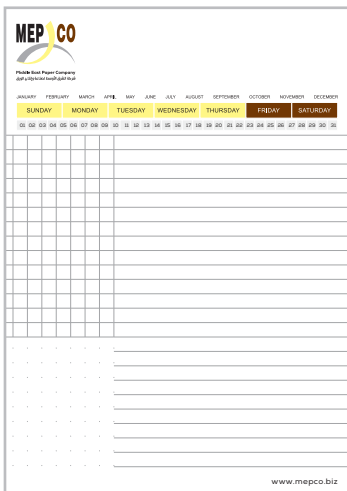
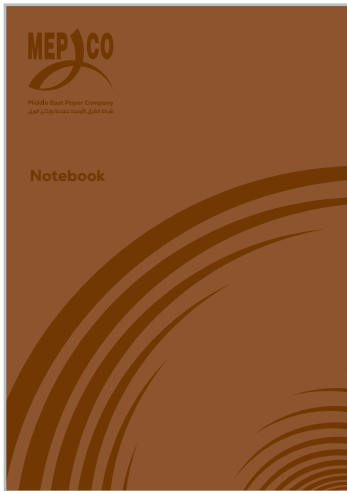
* This voucher is not valid unless its stamped. * هذا السند لا يعد صالحاً إلا في حال ختمه.

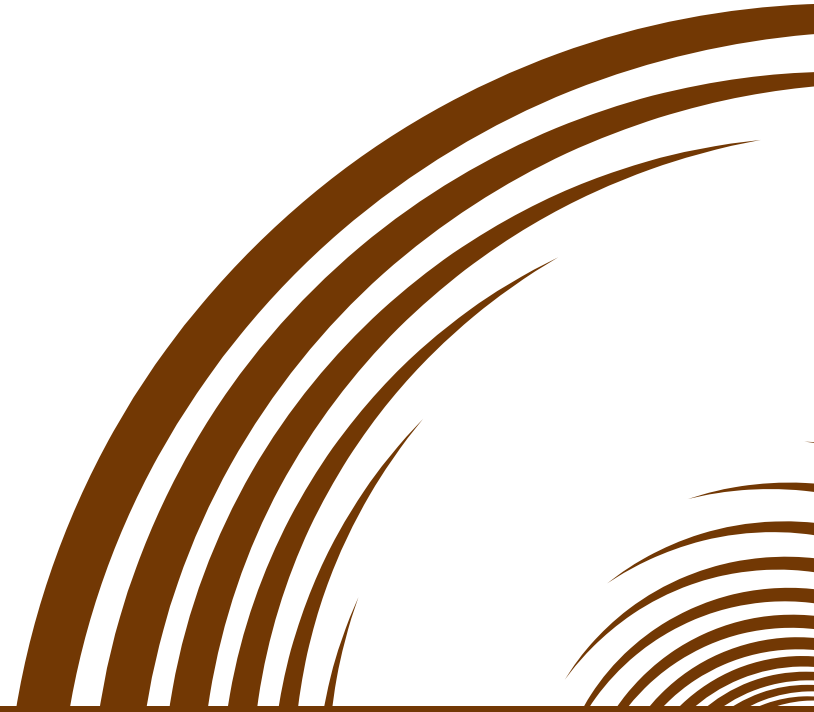
Management إدارة Cashier أمين الصندوق Received by المستلم

رأس المال المدفوع - ٥٠ مليون ريال سعودي - ٤٠٣٠١٦٦٦٦ - ٤٠٣٠١٦٦٦٦ - ٤٠٣٠١٦٦٦٦
 Paid Up Capital SR 500 Million - C.R. 4030131516 - C.C. 9559
 P.O. Box 32913, Jeddah 21438 - Kingdom of Saudi Arabia

+966 12 638 0111
 +966 12 638 9111
 www.mepco.biz

Stationery / Notebook



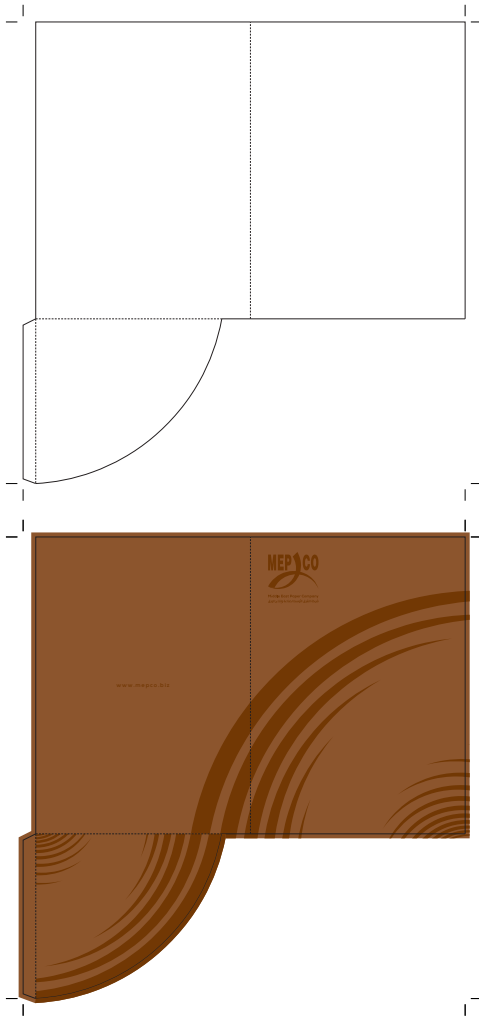


Corporate Identity

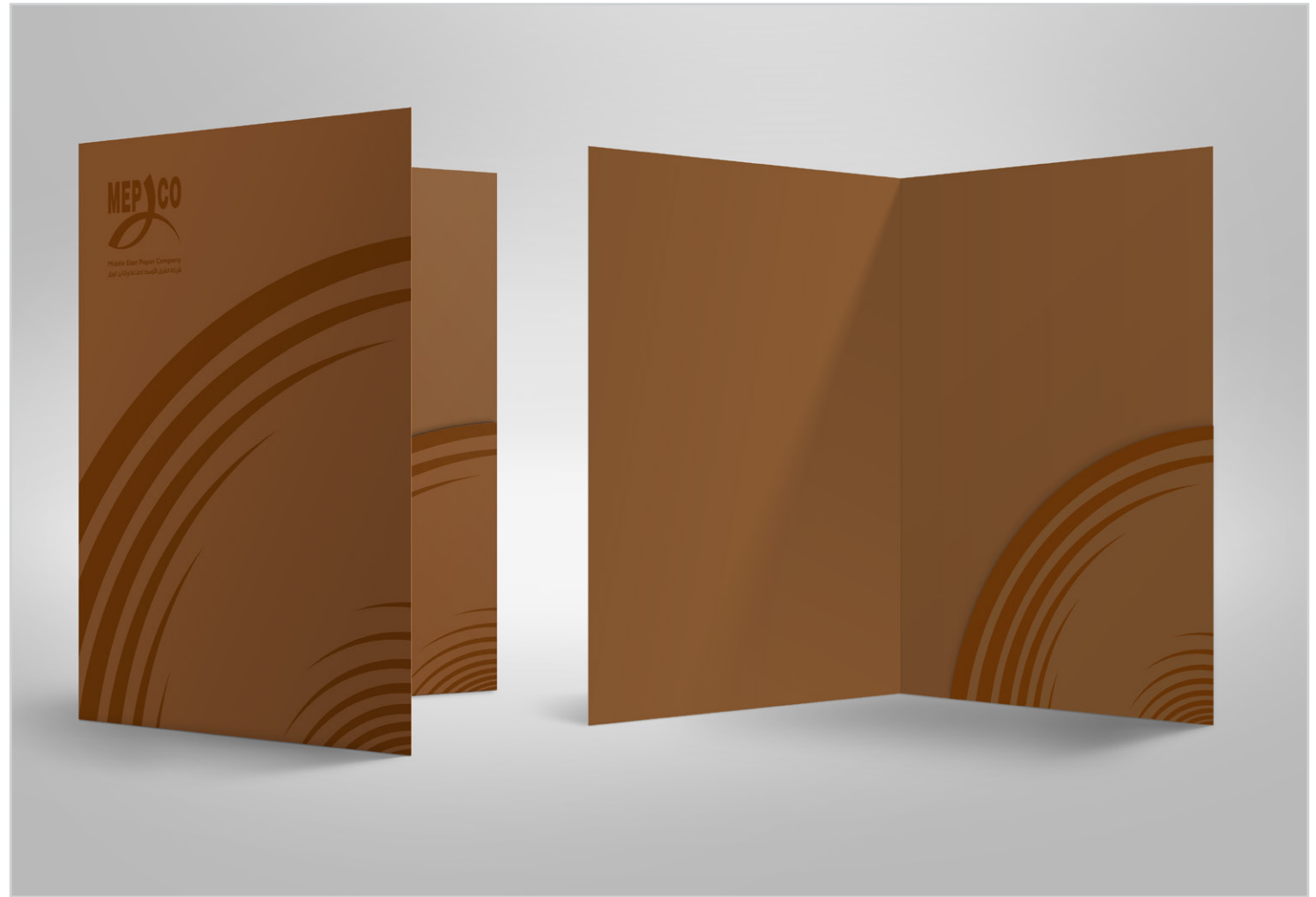
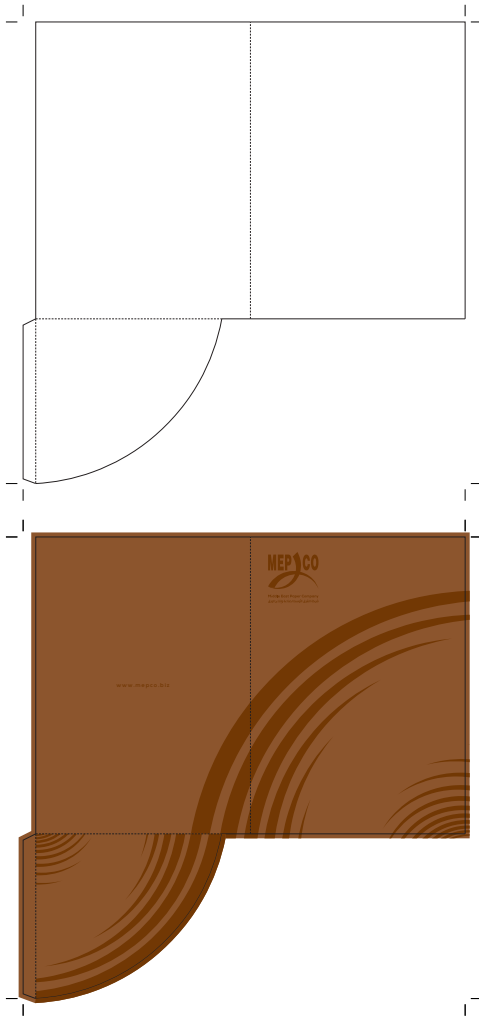
-Applications

SECTION 04

Applications / Folder Outside



Applications / Folder Inside



Applications / Stamp (Arabic)



Applications / CD and Jacket



Applications / Profile Cover



Applications / Profile Cover Back



Applications / Profile Inside



Applications / RollUp



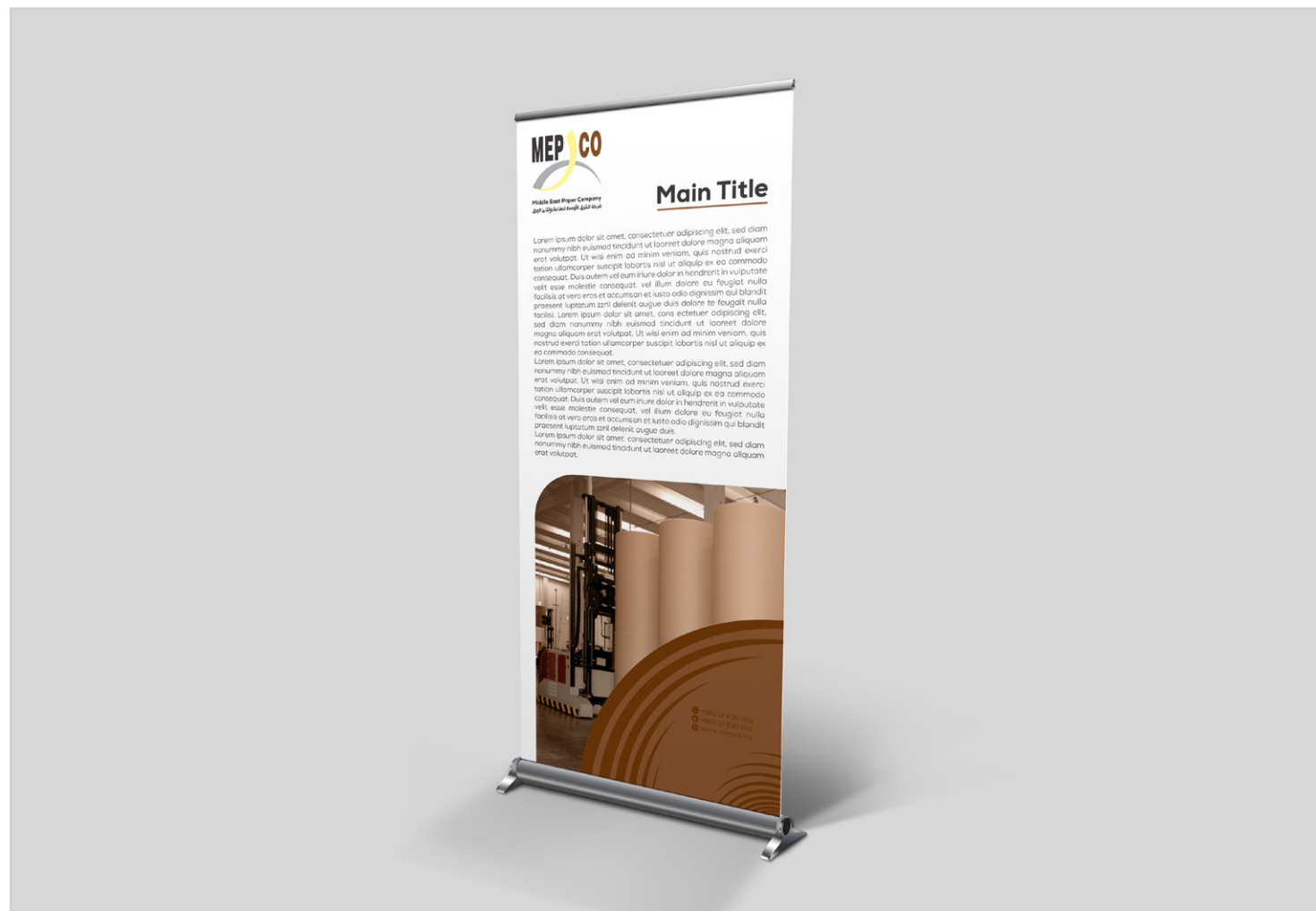
Middle East Paper Company
شركة الشرق الأوسط للورق والمنتجات الورقية

Main Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat nulla facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Applications / Exhibition Popup



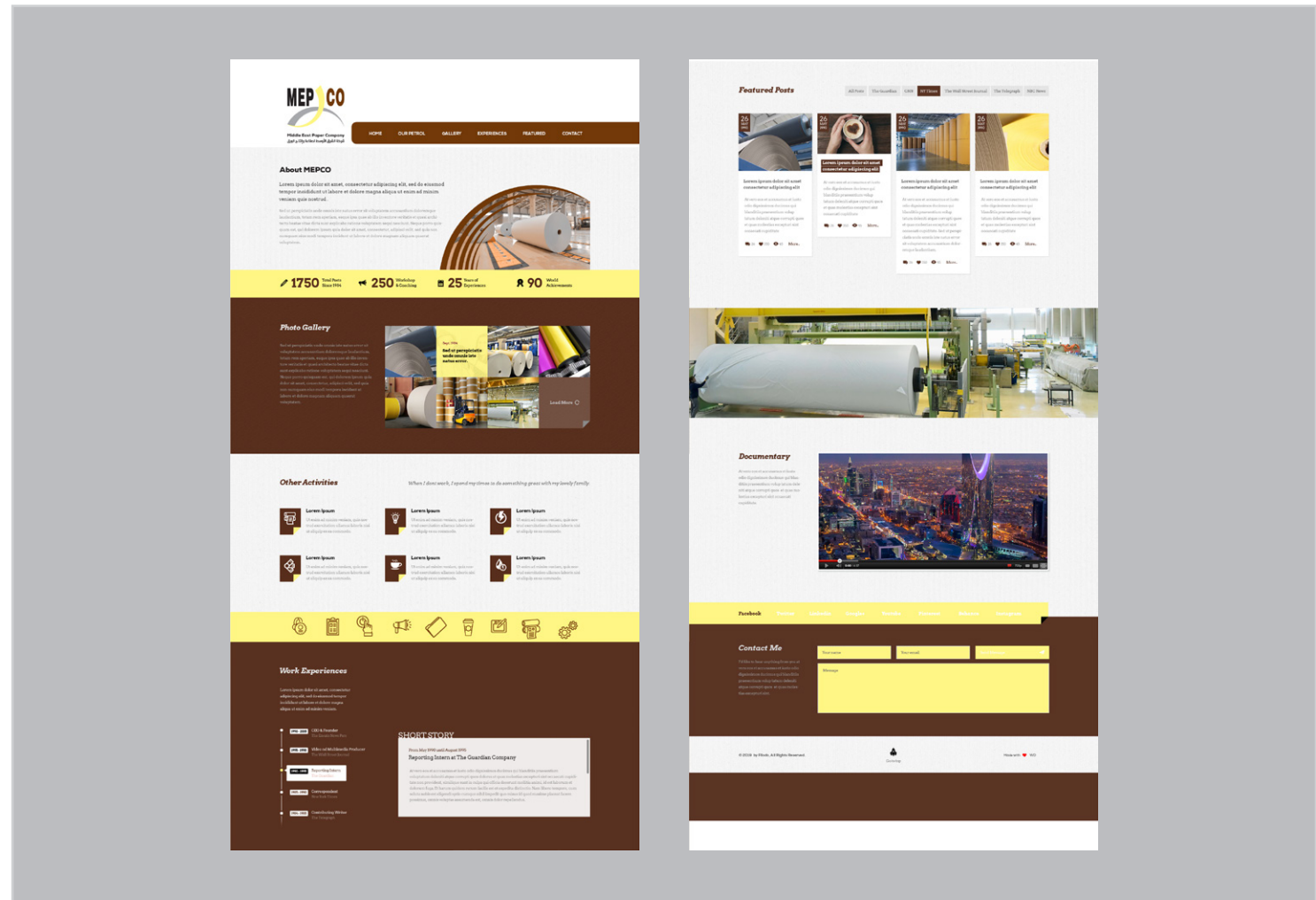


Corporate Identity

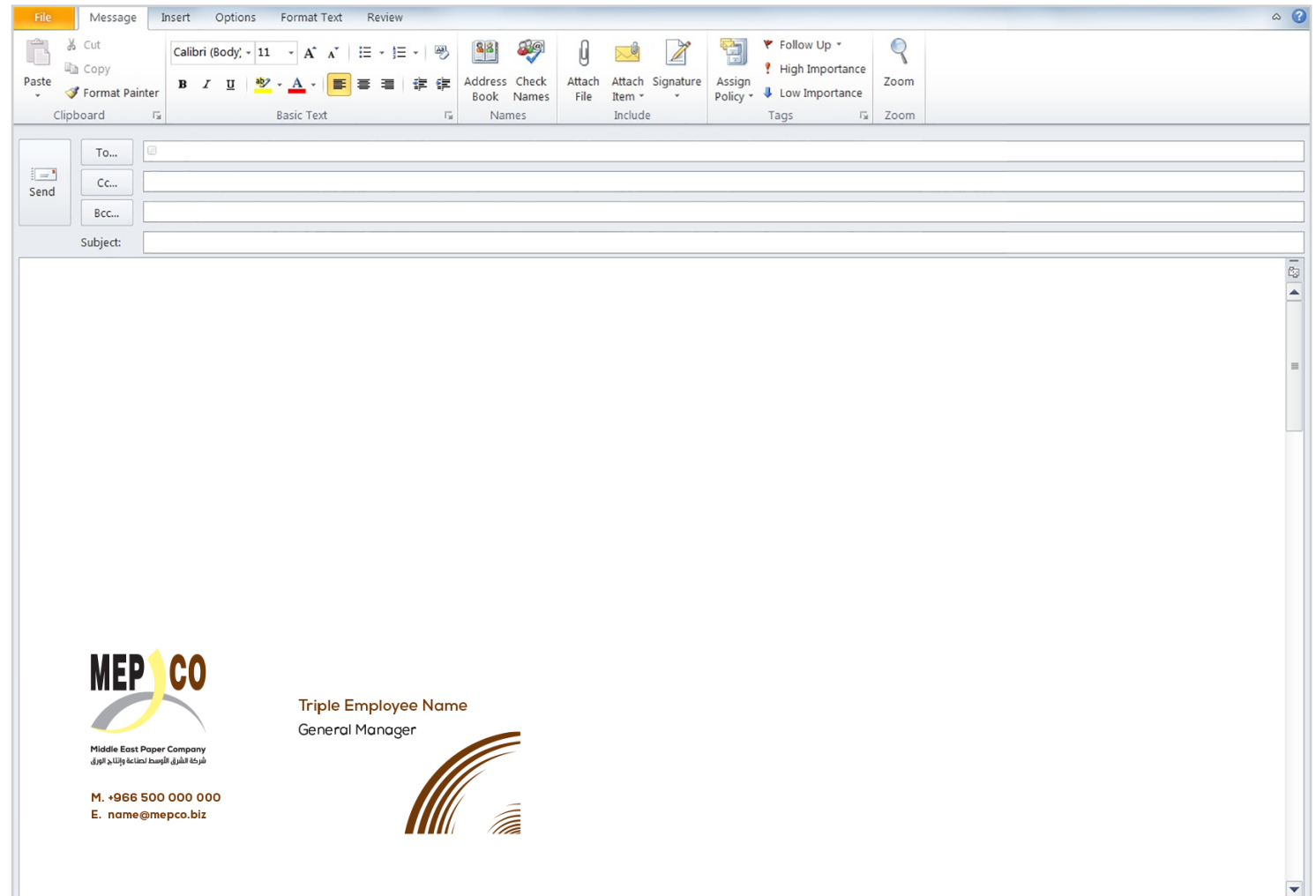
-Electronic Media

SECTION 04

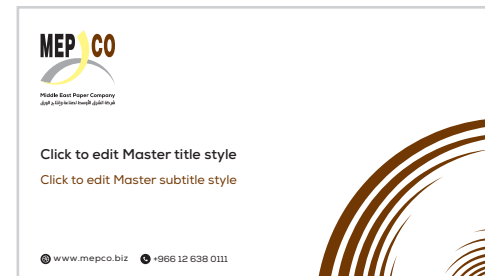
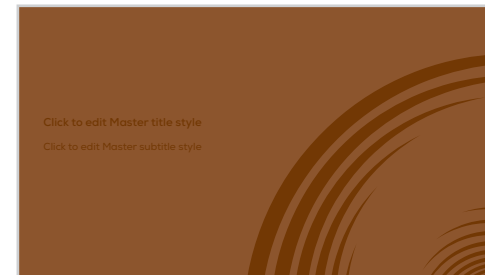
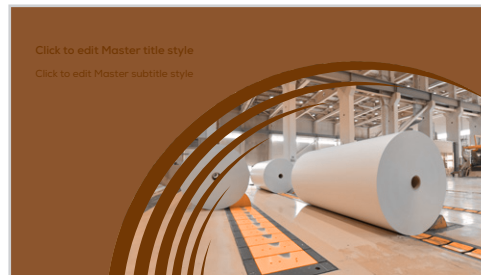
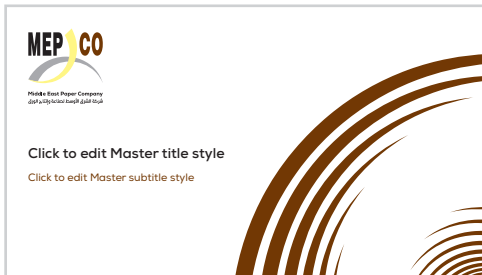
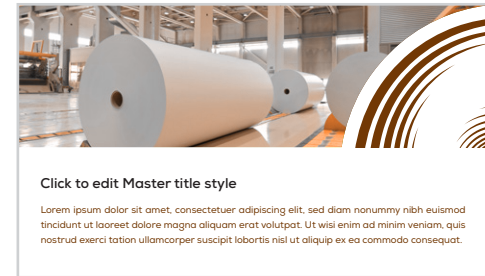
Electronic Media / Website



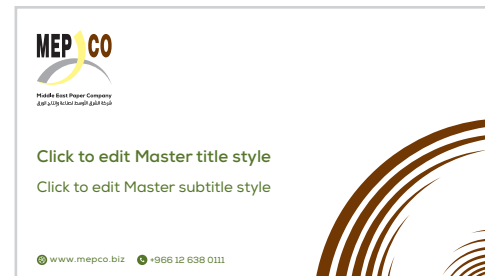
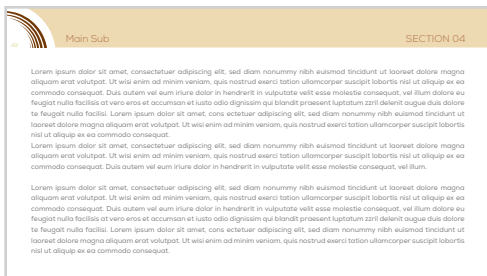
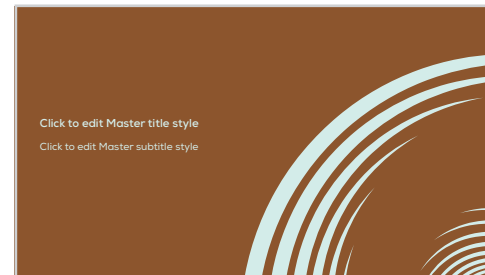
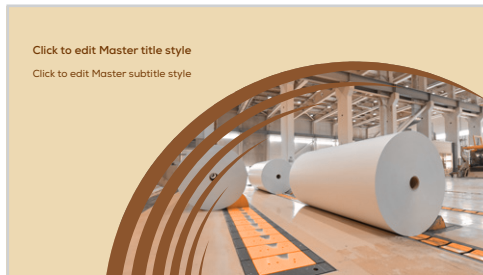
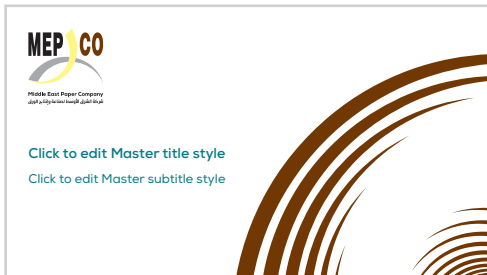
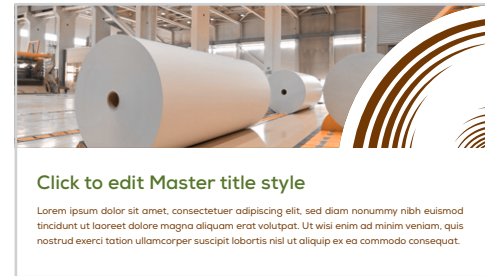
Electronic Media / Email Signature



Electronic Media / Presentation Slides V.1

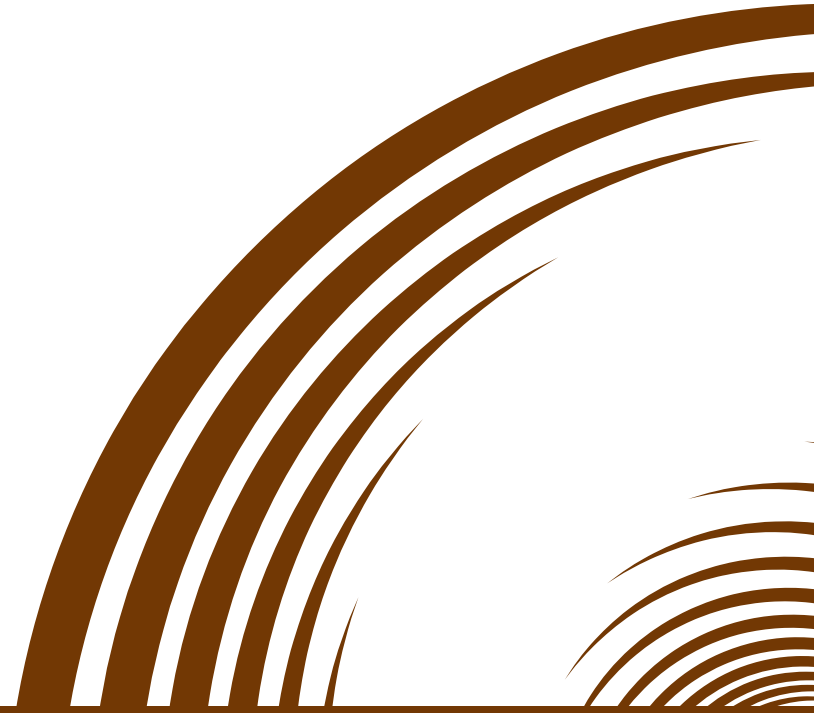


Electronic Media / Presentation Slides V.2



Electronic Media / Social Media 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 V.1



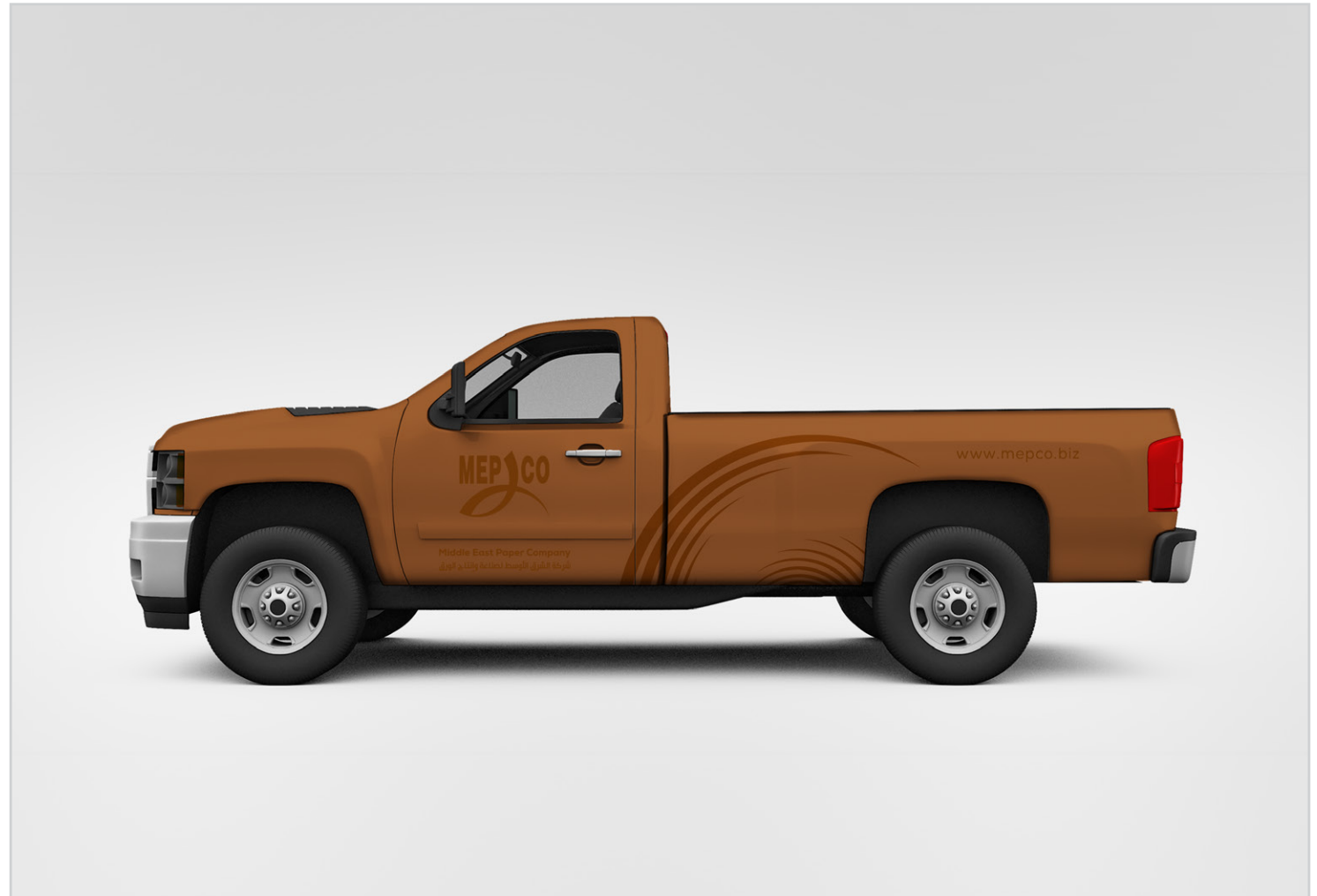
Vehicles / Sedan V.2



Vehicles / Pickup V.1



Vehicles / Pickup V.2

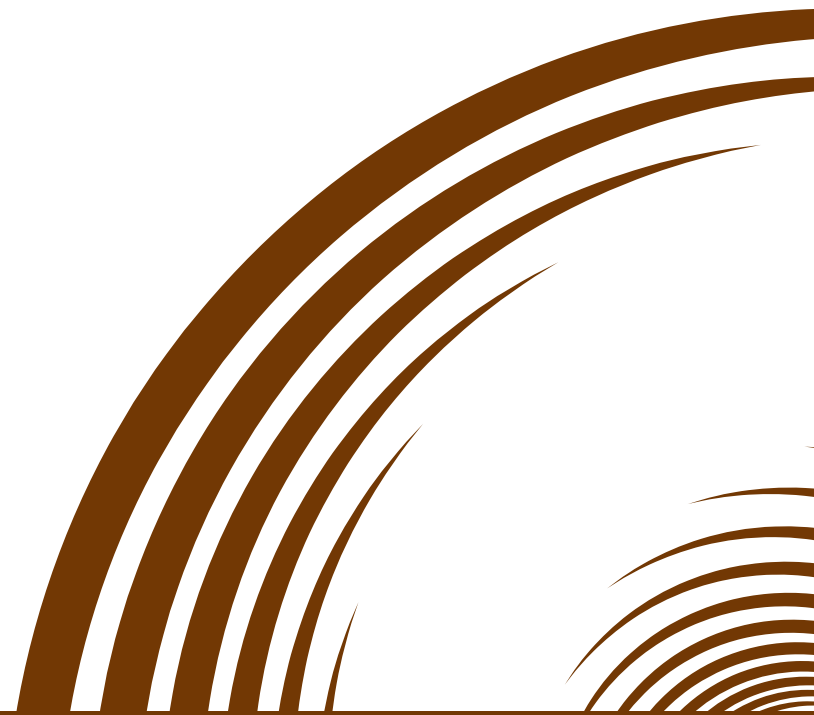


Vehicles / Van V.1



Vehicles / Van V.2





Corporate Identity

-Flags

SECTION 04

Flags / V.1

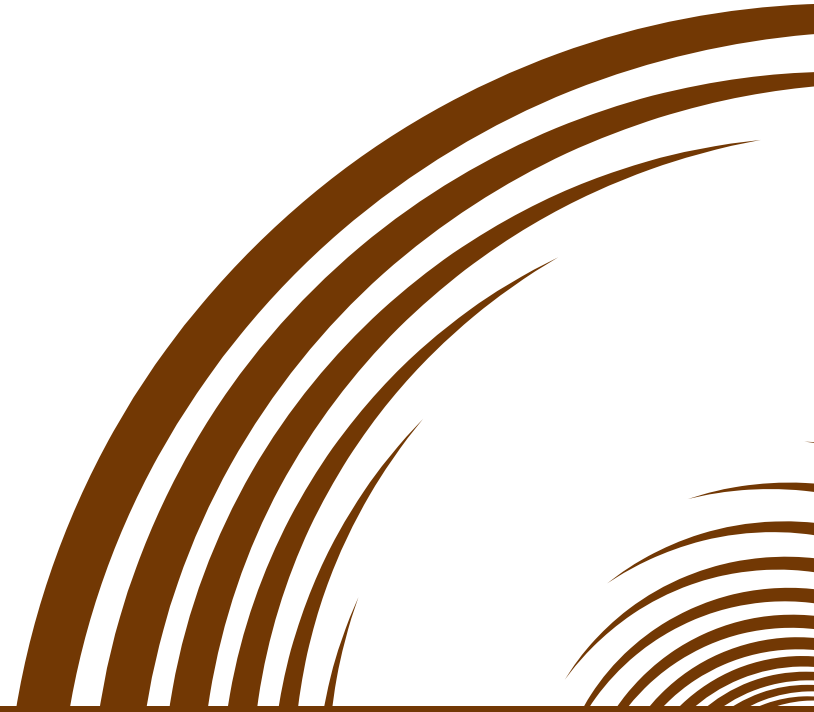


Flags / V.2



Flags / V.3





Corporate Identity

-Safety Signs

SECTION 04

Safety Signs





Corporate Identity

-Outside Signage

SECTION 04

Signage / 3D Logo



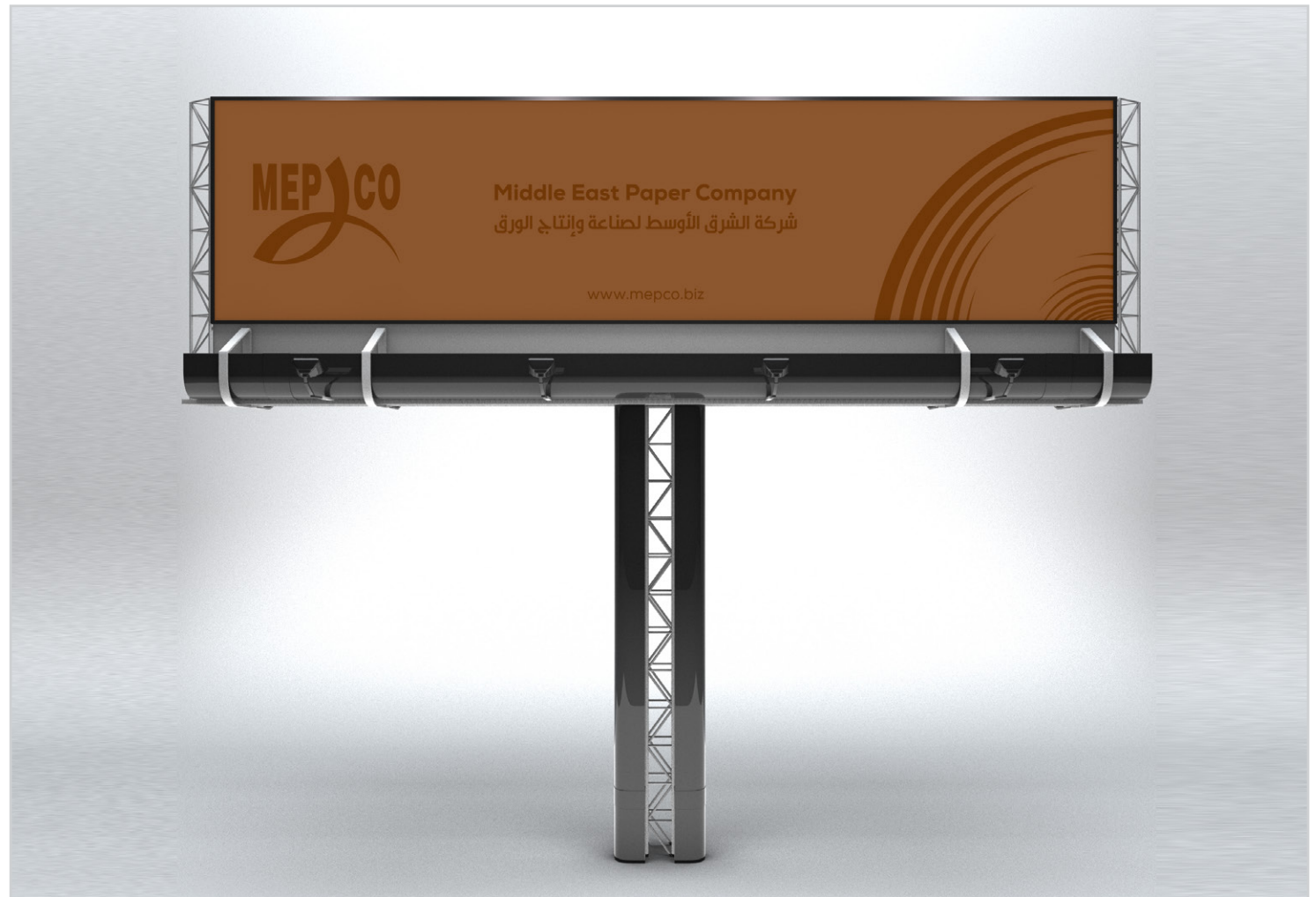
Signage / Carved Logo



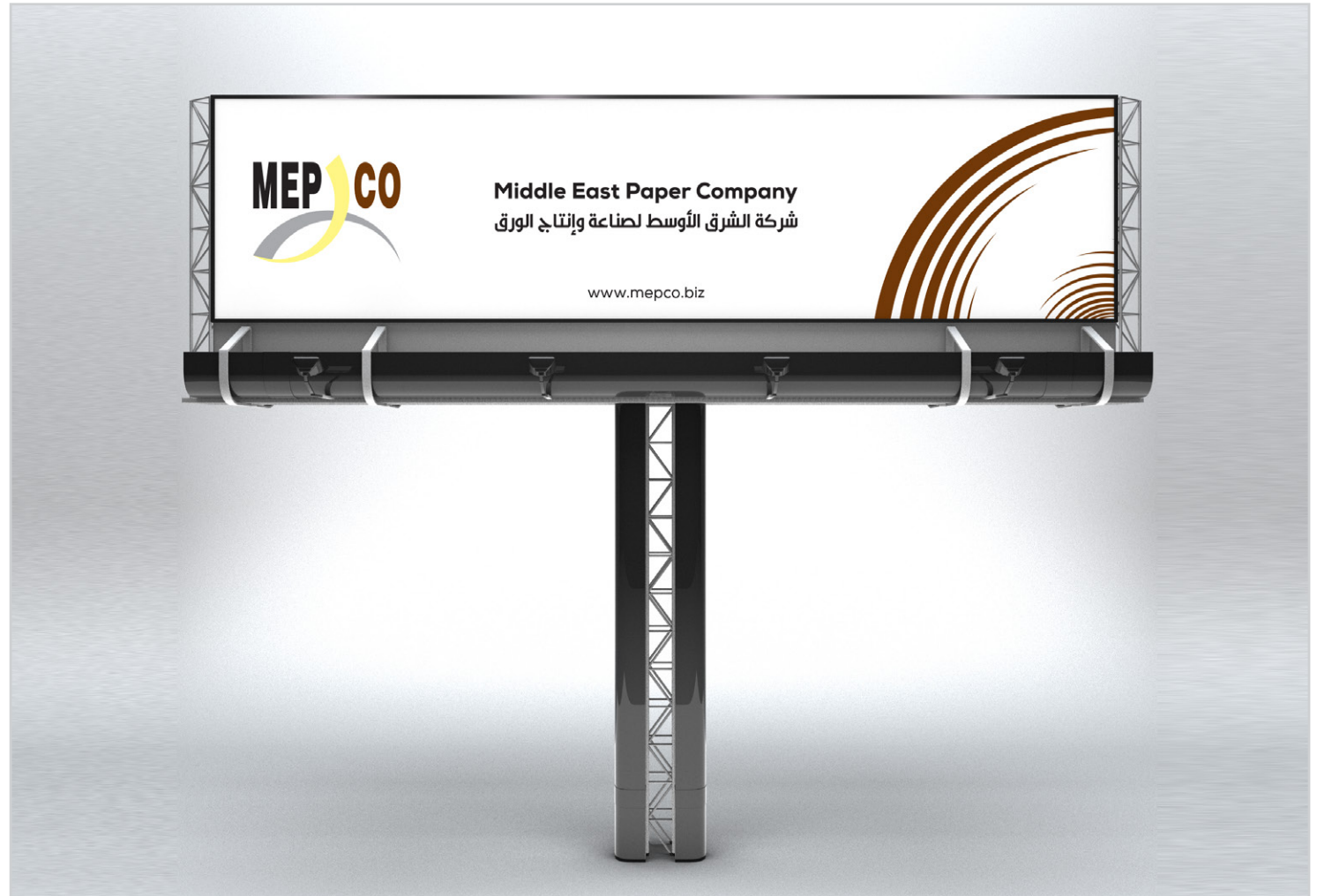
Signage / Store Sign



Signage / Unipole Sign V.1



Signage / Unipole Sign V.2



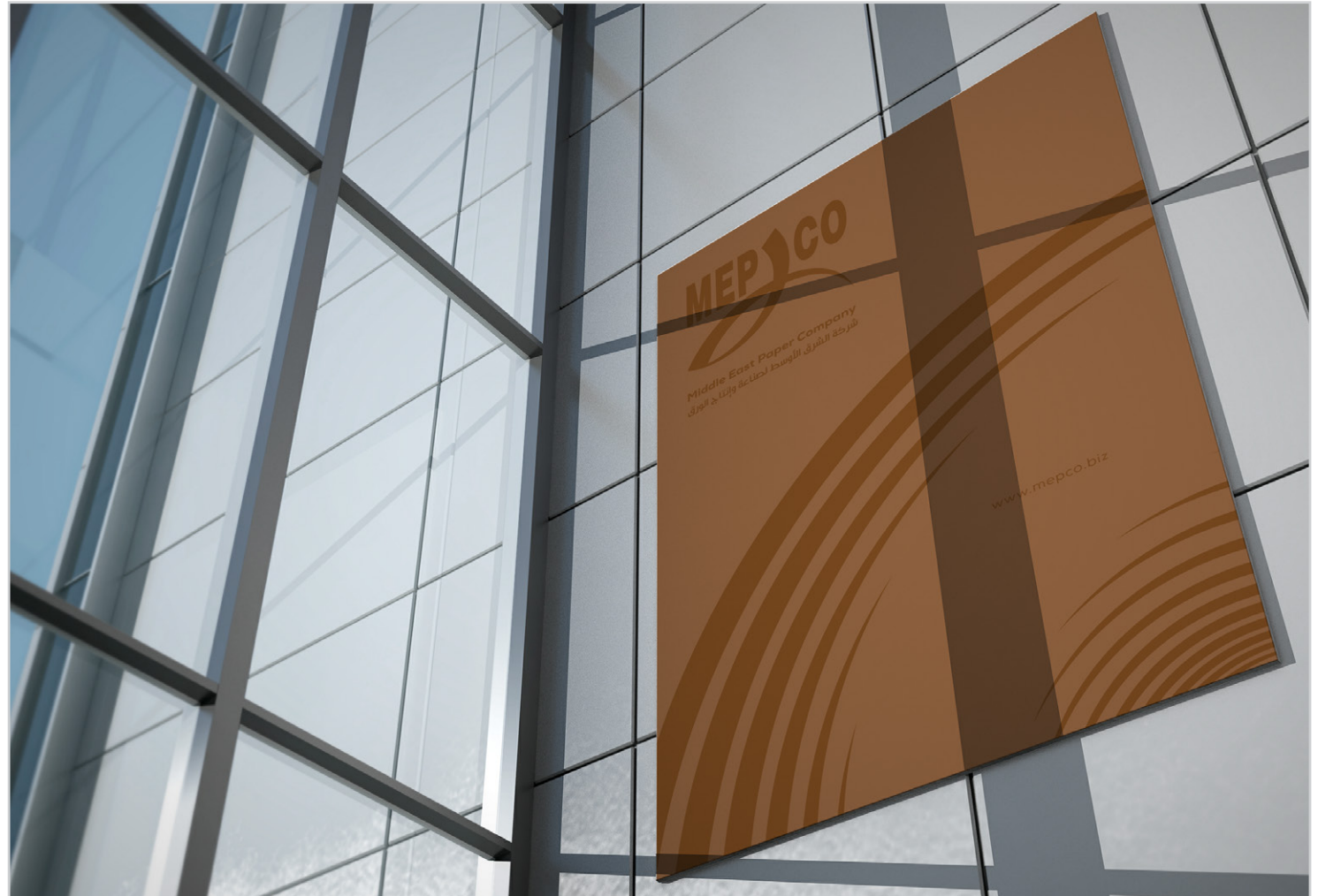
Signage / Billboard



Signage / Danglers



Signage / Logo Poster



Signage / Signatures Sign



Signage / Hanging Poster

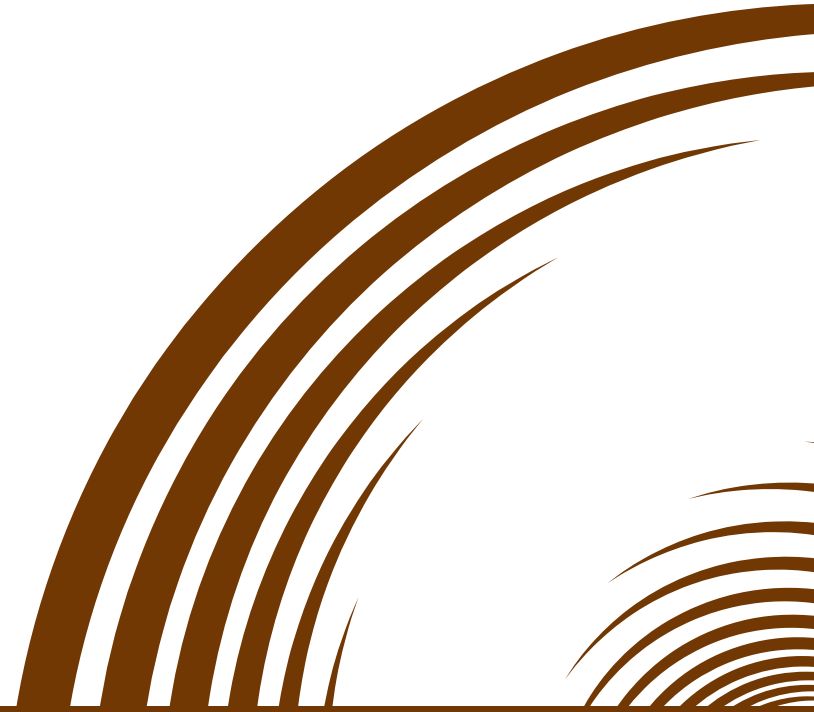


Signage / Office Sign V.1



Signage / Office Sign V.2





Corporate Identity

-Gift Items

SECTION 04

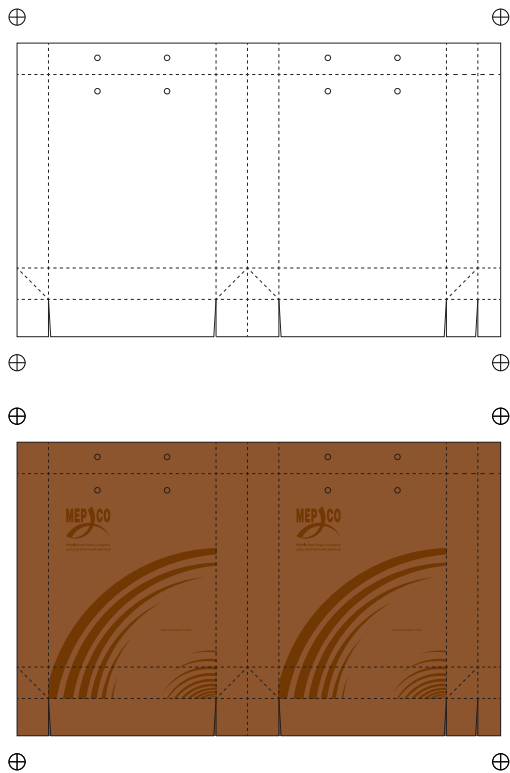
Gift Items / Mag



Gift Items / Flash Memory



Gift Items / Bag



Gift Items / Desk Calendar Pen Holder



Gift Items / Pen Set



Gift Items / Playing Cards



Gift Items / Playing Cards Packaging



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 MEPCO brand.

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

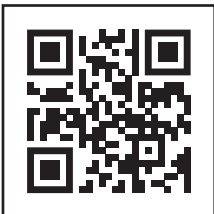


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Thanks.





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