



Shahad Brand Book & Guideline Version 2.0 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.



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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

SECTION 01

1.1 Logo Elements

The Shahad 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.

Leaf Grows in the Life

Good food puts people in a good mood. And appetizing colors, fonts, and symbols play a significant part in creating the tastiest branding for food products, shops, caterers, and more.

The Shahad logo is meant to emphasize Shahad's commitment to sustainability and delivering quality products.

Each icon has a rich meaning at its core, and represents some aspect of our effort to make sustainable living commonplace.

The Shahad logo represents 'Fresh': fresh produce, fresh food, energy and life. Green is the color of nature, growth and organic freshness. It characterizes balance, harmony and well-being.

The round shapes signify friendliness, humanity, approachability and openness.

The leaf icon also represents nature, health and products quality.



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





Figure (A)

Minimum size: For Printing: (width): 1.5 cm On screen (width): 80 px

^{*} The sizes shown are incorrect just to clarify

^{*} Show (2.5 Logo Version) page (9)

1.3 Logo Placement

Clear Spacing for the Logo Placement

Try to make sure that the Shahad 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 Shahad 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 sharp 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 value 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.

White Background Version Dark Background Version Symbol Version Icon Version









1.6 Logo Types

Logo Types

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

Logo Types (Standard)



Full colors (white background)



Solid colors (white background)



Full colors (dark background)



Solid colors (dark background)

Logo Types (Narrow)



Black color



White logo on dark background

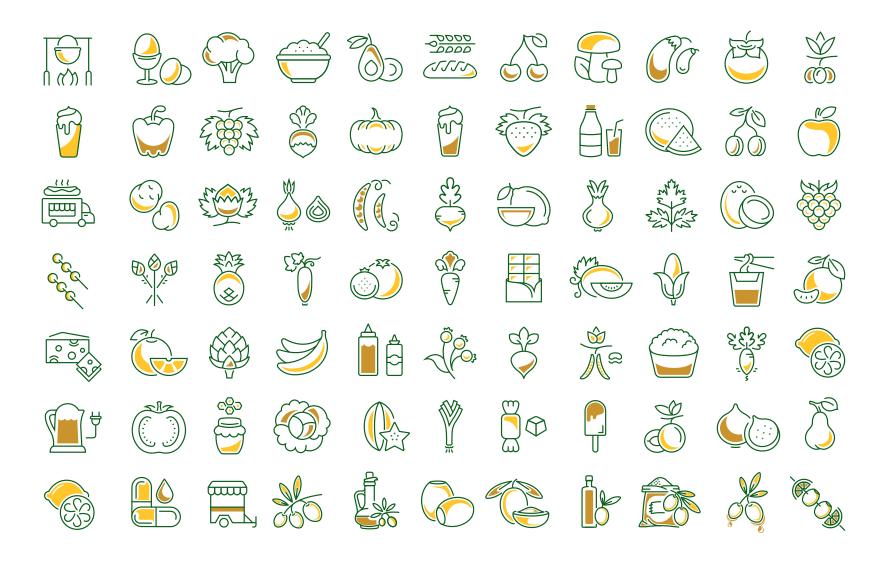


Green logo outline background



Gold logo outline background

1.7 Brand Icons (1)



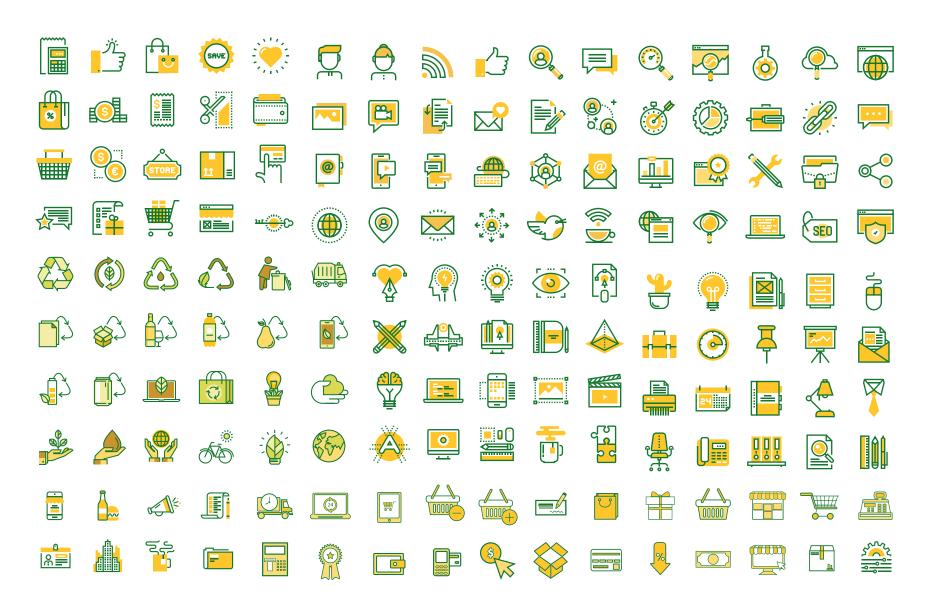
1.7 Brand Icons (2)



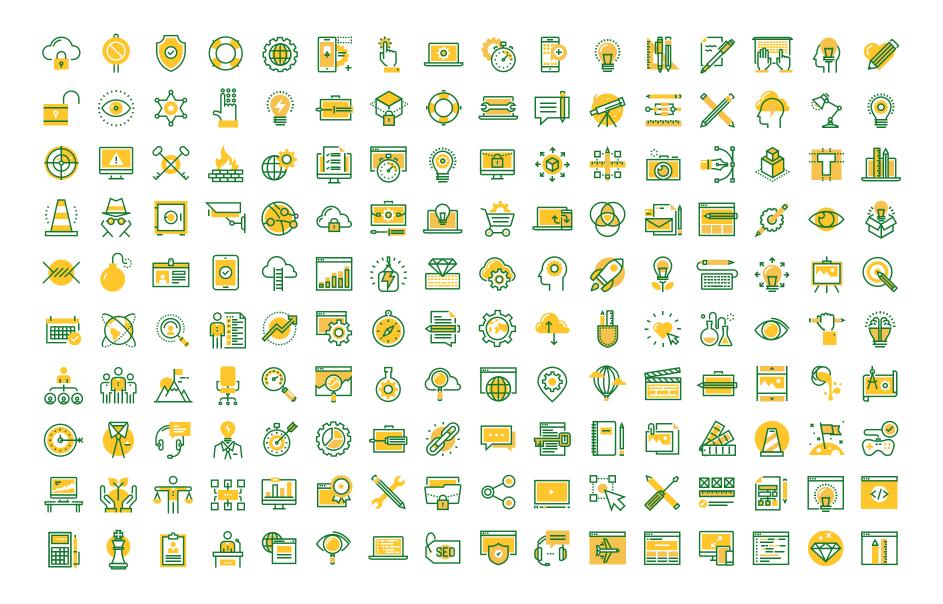
1.7 Brand Icons (3)



1.7 Brand Icons (4)



1.7 Brand Icons (5)





2.1 English Corporate Typeface2.2 Arabic Corporate Typeface

SECTION 02

2.1 English Corporate Typeface

Proper Selection of Primary Font & in Detail

Shahad brand 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.

Arial Rounded Font

Arial Rounded was designed for Monotype in 1982 by Robin Nicholas and Patricia Saunders. A contemporary sans serif design, Arial Rounded contains more humanist characteristics than many of its predecessors and as such is more in tune with the mood of the last decades of the twentieth century. The overall treatment of curves is softer and fuller than in most industrial style sans serif faces. Terminal strokes are cut on the diagonal which helps to give the face a less mechanical appearance.

Arial Rounded is an extremely versatile family of typefaces which can be used with equal success for text setting in reports, presentations, magazines etc, and for display use in newspapers, advertising and promotions.



2.2 Arabic Corporate Typeface

Proper Selection of Primary Font & in Detail

Shahad 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.





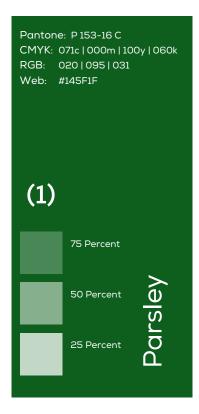
3.1 Primary Colors3.2 Secondary Colors

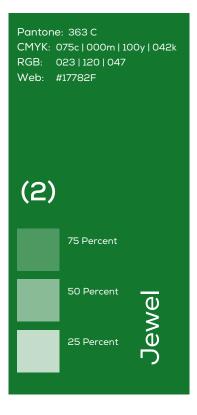
SECTION 03

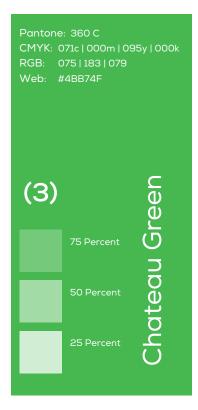
3.1 Primary Colors

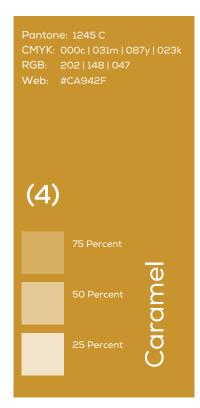
How to Use the Primary Color & it's Detail?

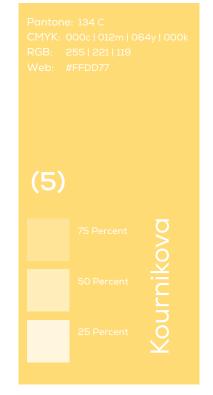
A palette of primary colors has been developed; which will give an extraordinary look of the Shahad to represent the brand identity to our relevant media. Choose the core colors as the primary color in your layout. We chose 5 basic colors representing the Shahad identity: (Parsley - Jewel - Chateau Green - Caramel - Kournikova).







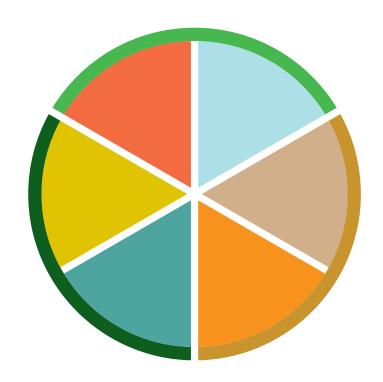


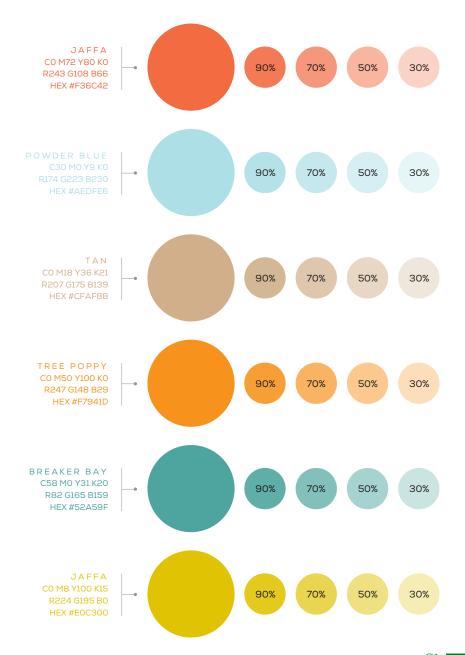


3.2 Secondary Colors

More Colors with More Detailed Analysis

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







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.

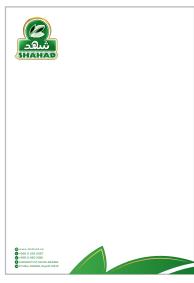
Our design components our logo, colors, typography and graphics have been carefully crafted to bring the Shahad brand to life. The schematic applications on the following pages from stationery to brochures, from advertising to way-finding demonstrate the effectiveness of these components in action.





Stationery

Stationery / Letterhead







Stationery / Business Card







Stationery / Envelope DL





Stationery / Envelopes A5, A4







Stationery / ID Card







Stationery / Payment Voucher

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Nanger and the second		No. 30
Constitution of Salution Rated States of Salation Rated Salution R	Cospier Estation Check No.	Porment Voucher O1269 Extra
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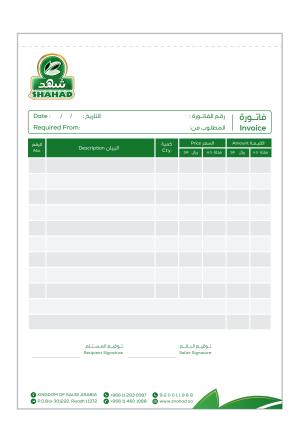


Stationery / Receipt Voucher





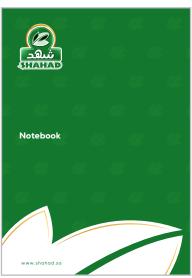
Stationery / Invoice





Stationery / Notebook

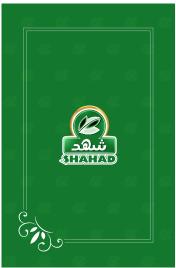






Stationery / Greeting Card



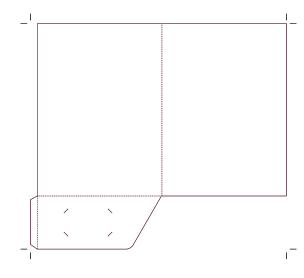


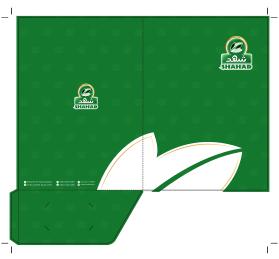




Applications

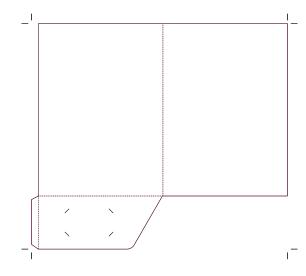
Applications / Folder Outside







Applications / Folder Inside







Applications / RollUp





Applications / Exhibition Popup



Applications / Promo Stand Layout



Applications / Promo Stand (Side View)



Applications / Promo Stand (Top View)



Applications / Promo Stand V.2











Applications / Stamp





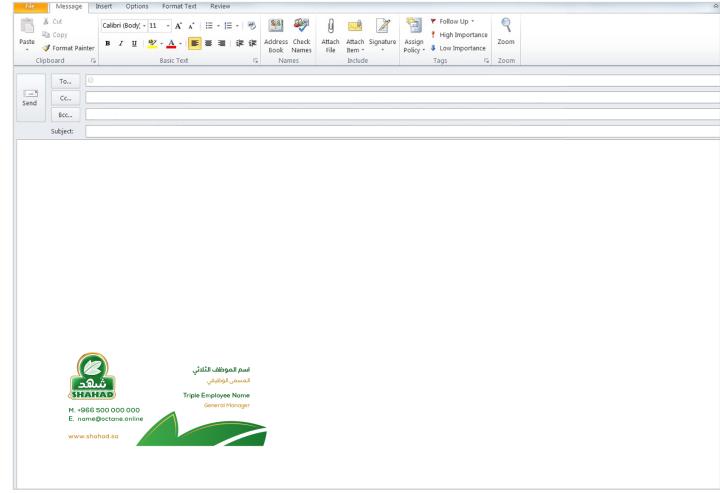
Applications / CD and Jacket





Electronic Media

Electronic Media / Email Signature





Electronic Media / Presentation Slides



Electronic Media / Social Media Posts





Electronic Media / Social Media Pages Covers V.1





Electronic Media / Social Media Pages Covers V.2







Uniform

Uniform / T-Shirt



Uniform / Polo Shirt Front



Uniform / Polo Shirt Back



Uniform / Apron



Uniform / Kitchen Apron







Uniform / Cap V.2 Back



Uniform / Chef Hat



Uniform / ID Card Rope



Uniform / Pin Button Badge





Vehicles

Vehicles / Sedan V.1



Vehicles / Sedan V.2



Vehicles / Van V.1



Vehicles / Van V.2



Vehicles / Pickup V.1



Vehicles / Pickup V.2



Vehicles / Truck Back - Side



Vehicles / Truck Side





Signage

Signage / 3D Sign Logo



Signage / Extrude Logo



Signage / Carved Logo



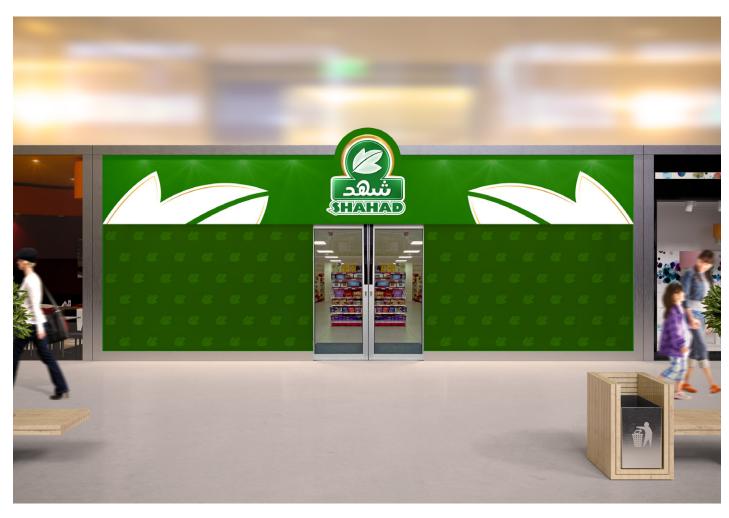
Signage / Billboard



Signage / Unipole Sign



Signage / Store Flex Sign



Signage / Store Zincor Sign V.1



Signage / Store Zincor Sign V.2



Signage / Store Zincor Sign V.3



Signage / Outside Sign



Signage / Internal Sign



Signage / Walls Stickers



Signage / Danglers





Packaging

Packaging / Rectangular Box



Packaging / Square Box

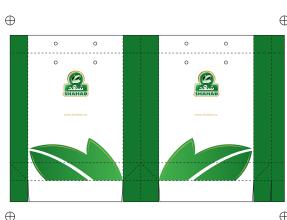


Packaging / Open Square Box



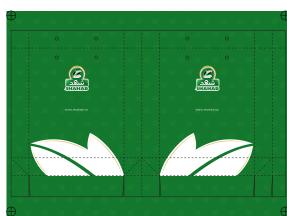
Packaging / Bag V.1





Packaging / Bag V.2





Packaging / Bag Carton



Packaging / Polythene Bag



Packaging / Polythene Bag V.2



Packaging / Canvas Shopping Bag





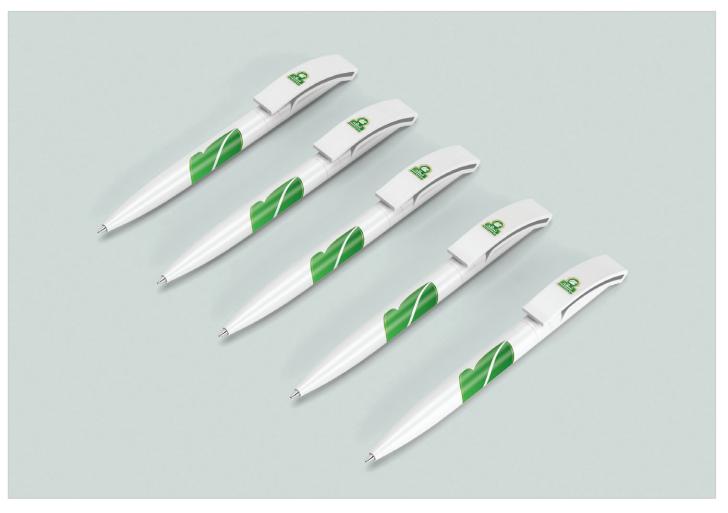
Gift Items

Gift Items / Mag



Gift Items / Flash Memory





Gift Items / Tissue Box



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 Shahad brand.

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







Thanks.





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.shahad.sa

