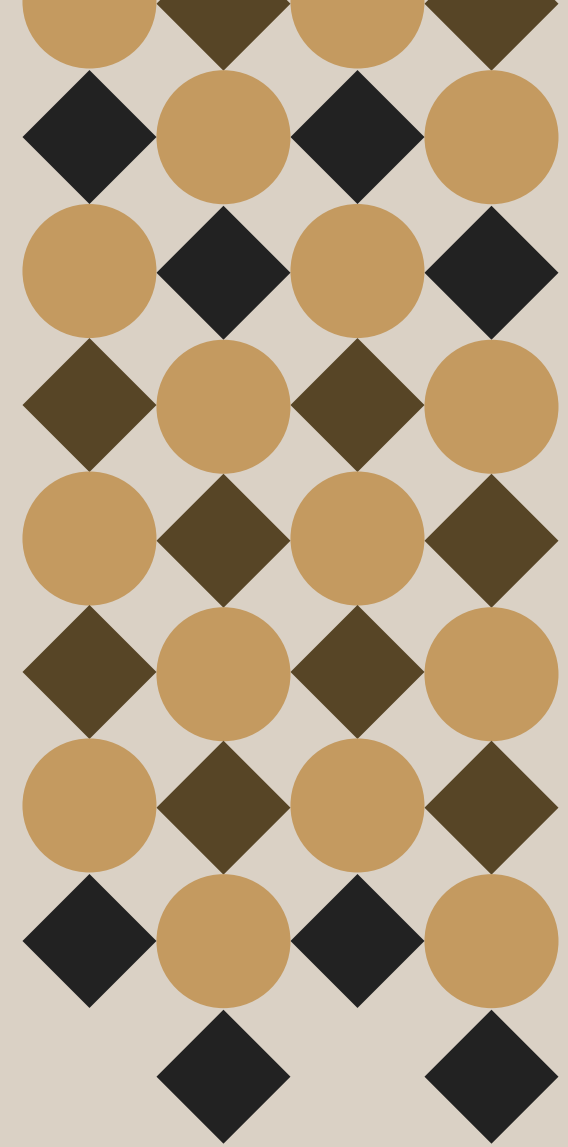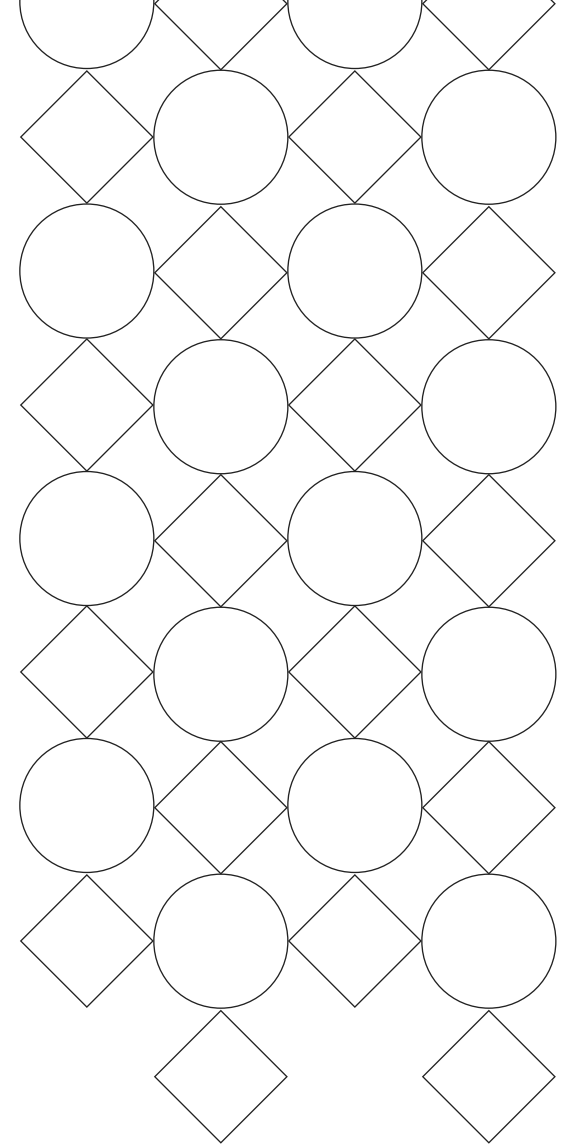# FITOUT

Image Interiors & Fitout

Brand Guideline

The brand identity of iiFitout goes far beyond a logo.

These guidelines cover the use of our logotype, colors palette, brand elements, patterns, and typography, as well as our color palette and brand elements.
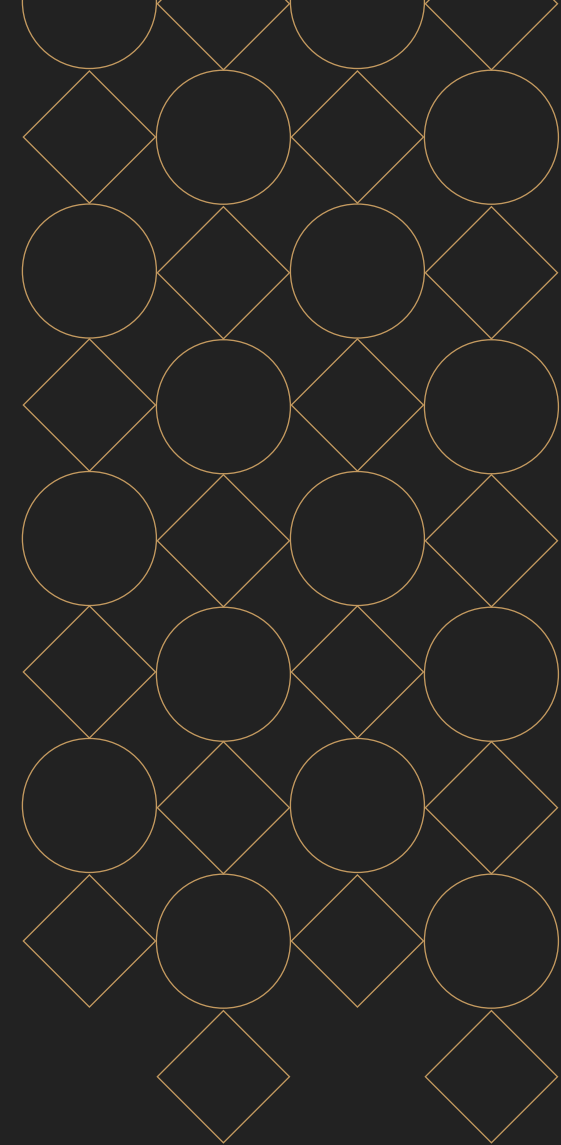
Contents
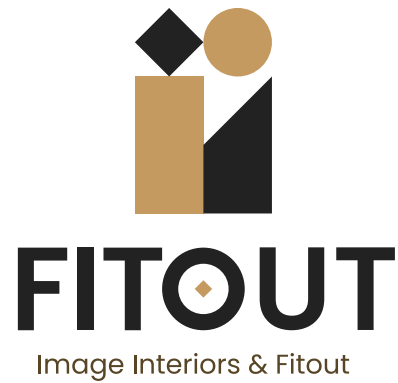
Brand
Logotype

The logo is primary visual identity.Its is a combination of shapes and typefaces that embodies the essence of the brand and cannot be changed.

FITOUT

Image Interiors & Fitout

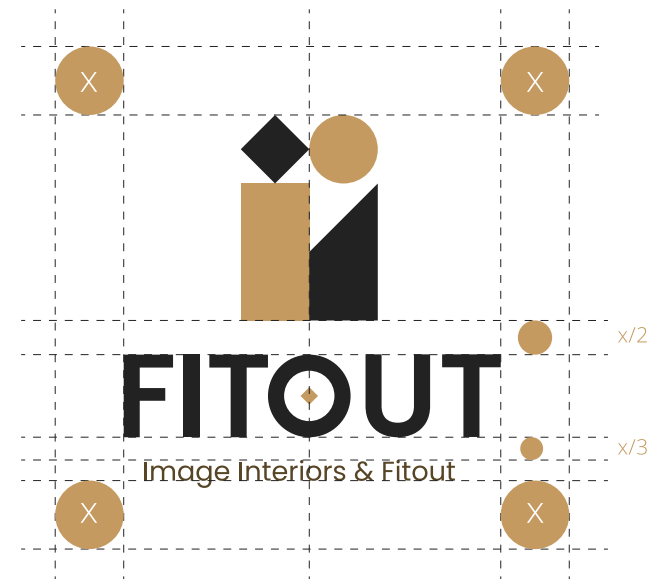**فيت اوت**

ايميج انتيريورز اند فيت اوت

Logo Clearspace & Computation

We have set up an exclusion zone around our corporate logo that indicates the nearest place that any other graphic element can be positioned in relation to it. The symbol and our logo are connected in a fixed way, and therefore are prohibited from being used apart from each other.

Computation

To work out the clearspace take the width
(Clearspace X = Height of "Circle Dot")

Logo Clearspace & Computation (Arabic)

We have set up an exclusion zone around our corporate logo that indicates the nearest place that any other graphic element can be positioned in relation to it. The symbol and our logo are connected in a fixed way, and therefore are prohibited from being used apart from each other.

Computation

To work out the clearspace take the width
(Clearspace X = Height of "Circle Dot")

Logo Variations(Bilingual)

Logo variation provide different versions of the brand logo to be used for content and marketing materials depending on the format and the space available. Here are the logo variations that can be used for brand application.

Minumum size

To ensure legibility and clarity, please do not scale the logo below the recommended size. The logo shall never be streched and should be resized proportionately so that they are legible at all times.

35mm

25mm

25mm

35mm
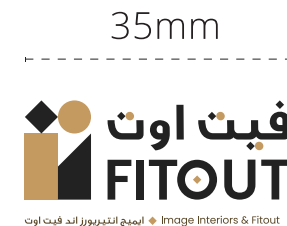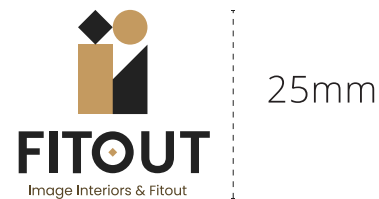
Brand logo
Do's & Don'ts

Please Read Carefully
The Do's And Don'ts

- Do not change the logo type.

- Do not invert the logo symbol.

- Do not alter the logo symbol.

- Do not alter the logo type style.

- Do not change the size relationship between the logo symbol and logo type.

- Never change the proportions of the logo vertically or horizontally or alter the appearance in any way.
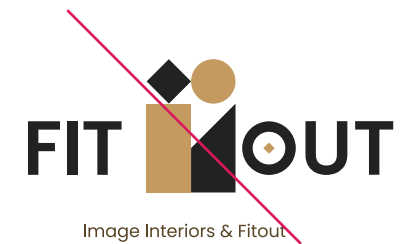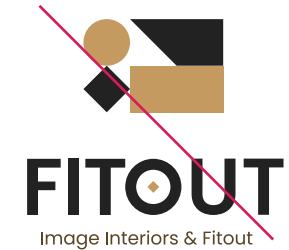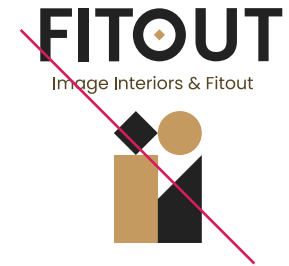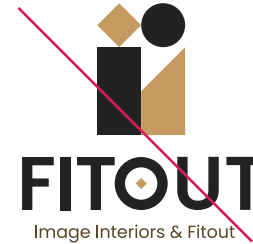
Brand Colors
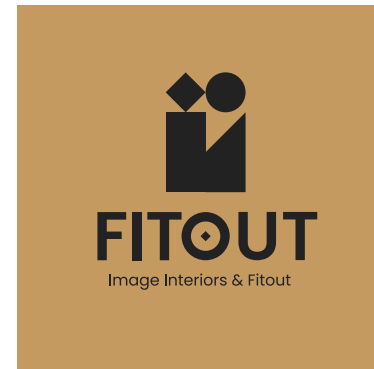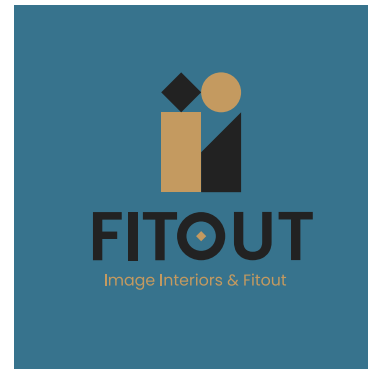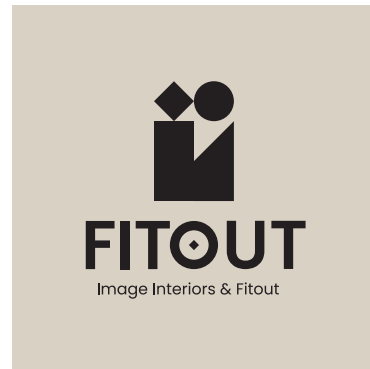
Pantone
7562 C

Pantone
7698 C

Pantone
7527 C

Pantone
449 C

Pantone
Neutral Black C

Logo
Usage

The logo can be used in black againts colored background or white againts colored background. Below illustrates the recommended color usage.
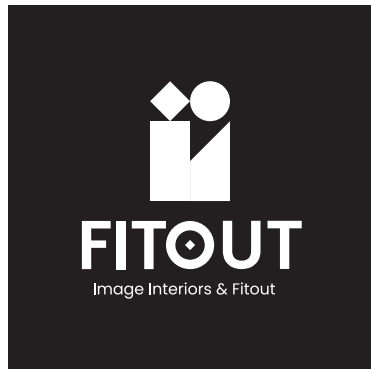
Poppins is a sans-serif typeface which blends a contrast and **modern look** and proportions, **readability and objectivity**. We use the following weights: light, regular, medium **and bold** and all italics with required weights.

Poppins   Light   Regular   Medium   **Semi bold**   **Bold**   **Heavy**

Typeface | Paragraph

Open sans is a sans-serif typeface which is optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms. We use the following weights: light, regular, medium and bold and all italics with required weights.

Open sans   Light   Regular   **Semi bold**   **Bold**   **Heavy**
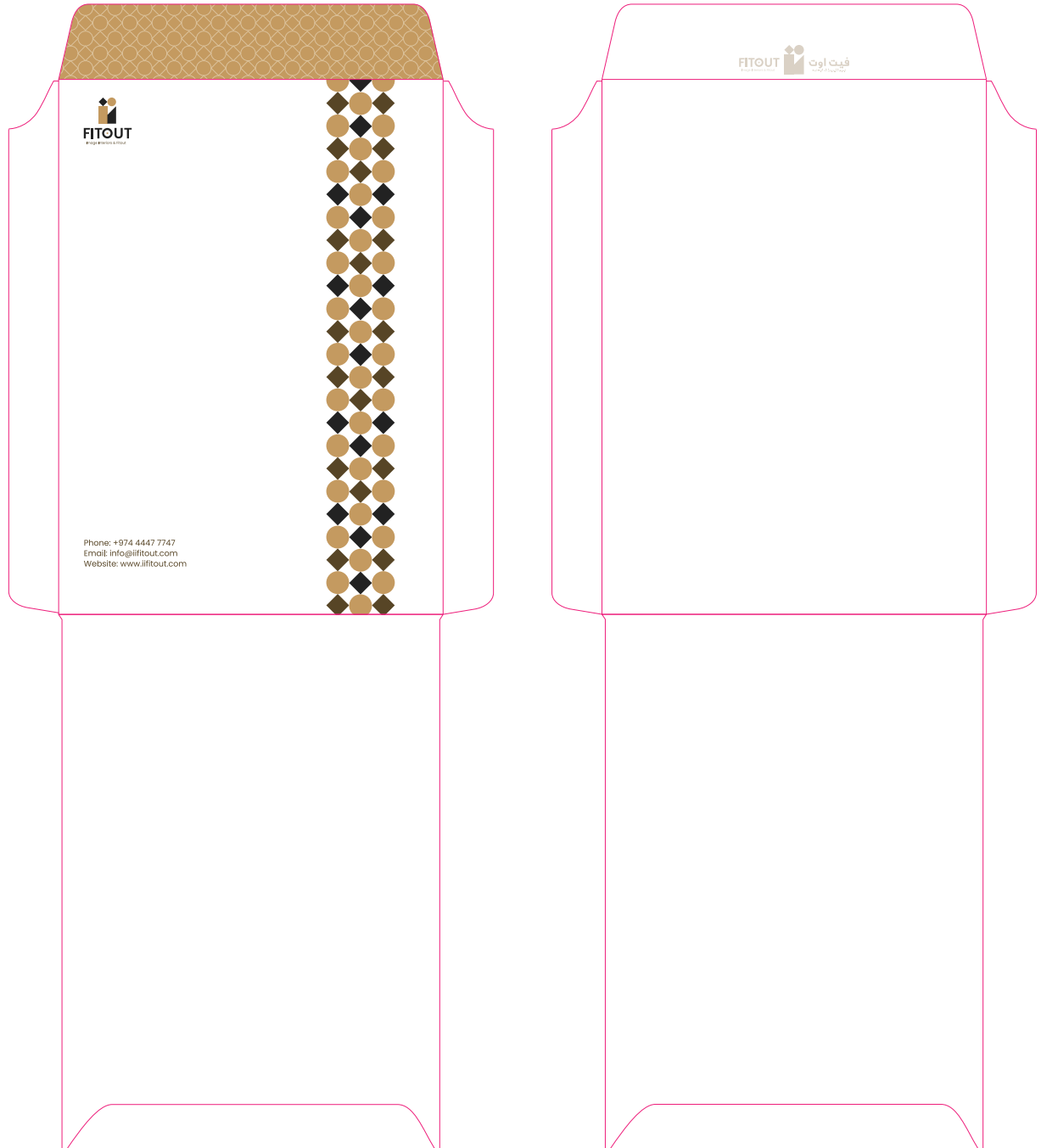
سأعرض مثال حي لهذا

و سأعرض مثال حي لهذا، من منا لم يتحمل جهد بدني شاق إلا من أجل الحصول على ميزة أو فائدة؟ ولكن من لديه الحق أن ينتقد شخص ما أراد أن يشعر بالسعادة التي لا تشوبها عواقب أليمة أو آخر أراد أن يتجنب الألم الذي ربما تنجم عنه بعض المتعة ؟

علي الجانب الآخر نشجب ونستنكر هؤلاء الرجال المفتونون بنشوة اللحظة الهائمون في رغباتهم فلا يدركون ما يعقبها من الألم والأسي المحتم، واللوم كذلك يشمل هؤلاء الذين أخفقوا في واجباتهم نتيجة لضعف إرادتهم فيتساوي مع هؤلاء الذين يتجنبون ويناأون عن تحمل الكدح والألم . من المفترض أن نفرق بين هذه الحالات بكل سهولة ومرونة. في ذاك
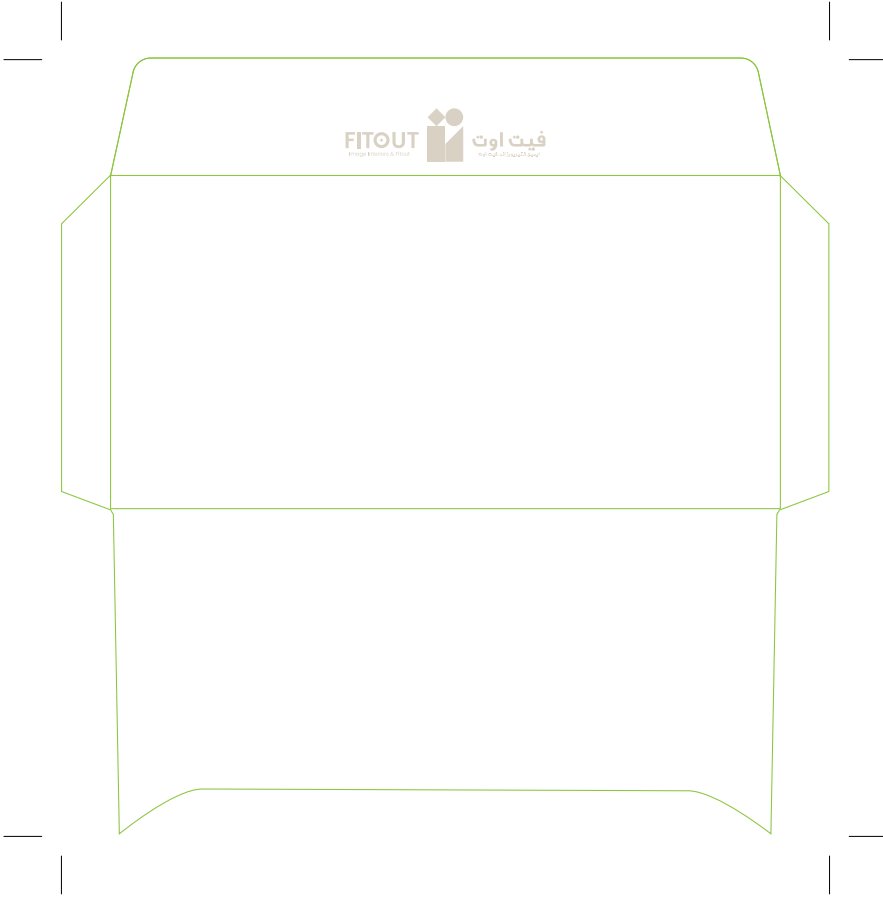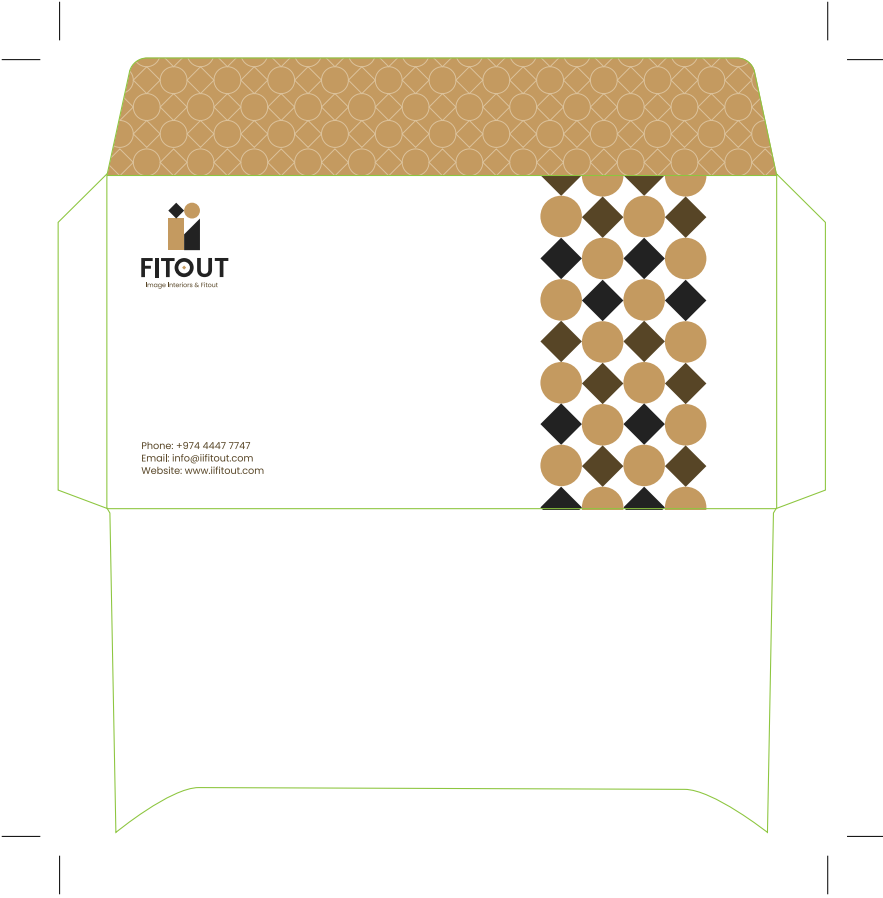
Heading: GE Dinar One
Paragraph: GE SS

A4
Envelpoe

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FITOUT
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Uniform

Thanks