



Brandbook

Guidelines

A brand is not merely a logo, a tagline or a fancy website.

It's the overall perception a person has of the brand after experiencing it,

whether directly or indirectly. It's a thinking and feeling thing all rolled up into one irresistible package.

It's both tangible and intangible, product and process.

Few companies get this right. Some just want to talk function,

leaving consumers a bit chilly,

while others want to expound on all the warm and fuzzy parts of a consumer experience,

obfuscating the important attributes of the product. At Issuu, we aim to do both.

We understand that people see brands as an extension of self, and not just a collection of labels.

If we want people to make the 'right' choice – the choice that most closely aligns with

how they see themselves – our brand must be crystal clear and deeply rooted.

This brand guide serves as a way to ensure we're all on the same page,

no matter what our role is within the company.

Whether it's coding the site, communicating with the media or designing a sales brochure,

each is another opportunity to connect with our audience on a deeper level.

Consistency will get us everywhere.

Logo design

Ahmed Ashour

a + a = 



Ahmed Ashour
GROUP



Using Brand Assest

Logo color



R 255 C 0
G 255 M 0
B 255 Y 0
K 0

#FFFFFF



R 0 C 75
G 0 M 68
B 0 Y 67
K 90

#000000



R 55 C 67
G 57 M 58
B 50 Y 67
K 56

#373932

Logo clear space



Ahmed Ashour
GROUP

Incorrect usage



لا يجوز تغيير الوان الشعار

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لا يجوز تغيير مكان الشعار



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لا يجوز اضافته ظل للشعار



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لا يجوز استخدام الشعار بزاوية مائلة



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لا يجوز ضغط او تغيير ابعاد الشعار



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لا يجوز تغيير زاوية الشعار

Logo size



Standard size



25 pixels is the minimal size

Typography English

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
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

0 1 2 3 4 5 6 7 8 9 @ # ? . \$ & ! * /

name

Tajawal

Extralight

Regular

Bold

Typography Arabic

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Extralight

Regular

Bold

@ # ? . \$ & ! * / . ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

name

Tajawal



Printing Brand Assest

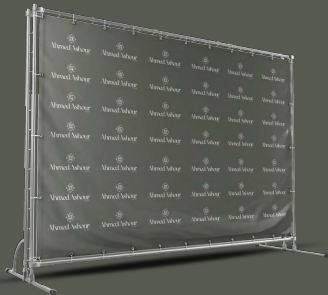
Office supplies



Site banner



Banners



Banners



Vest



Helmet



Uniform



Water bottle



ID name tag



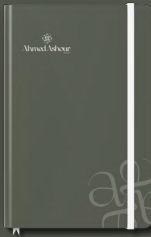
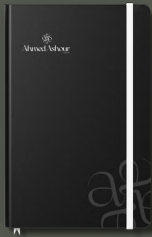
Cup coaster



Site chair



Notebook



Cup



Cup



