



Understanding our visual identity

Alkhabeer visual identity guidelines

Volume I / Core elements
Version 1.0 / August 2012

ALKHABEER CAPITAL
Enduring Value



Welcome to our visual world

1.2.0 Brand Guardianship

For our brand identity to succeed and effectively communicate our collective values, it must be applied consistently and precisely with consideration and care. This is why we are sharing this set of guidelines with you. Our identity and its components and how they are applied are designed to encourage creativity and innovation. However, in doing so it means that we need to be aware of anything new you may have in mind. We ask you to confer with our Brand Guardians before applying our brand identity outside the guidelines detailed in the following pages.

As a matter of policy, you must always send either soft or hard copy proofs of each application you create and wish to use either internally or externally, in advance to our Brand Guardians detailed below.

For any additional guidance or clarification on using these guidelines, new applications of our visual identity, or to receive original artwork files, contact our Brand Guardianship team detailed below.

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1.2.1 Our brand marks

AKC Primary Logo v1



AKC Primary Logo v2



AKC Primary Logo v3



The Alkhabeer Capital identity is based on two distinct variants of our logo.

1. The “primary” corporate logo and
2. The “button” logo.

It is preferable to apply the primary logo wherever possible. It must be applied without exception on all statutory and public facing communications as prescribed in these guidelines.

However, you can use the button logo where space is limited and for informal applications including promotions, giveaways and where it is desirable to project a softer corporate face, for example in context to Corporate Social Responsibility activities and materials.

AKC Button v1



AKC Button v2



AKC Button v3



1.2.2 Primary logo construction



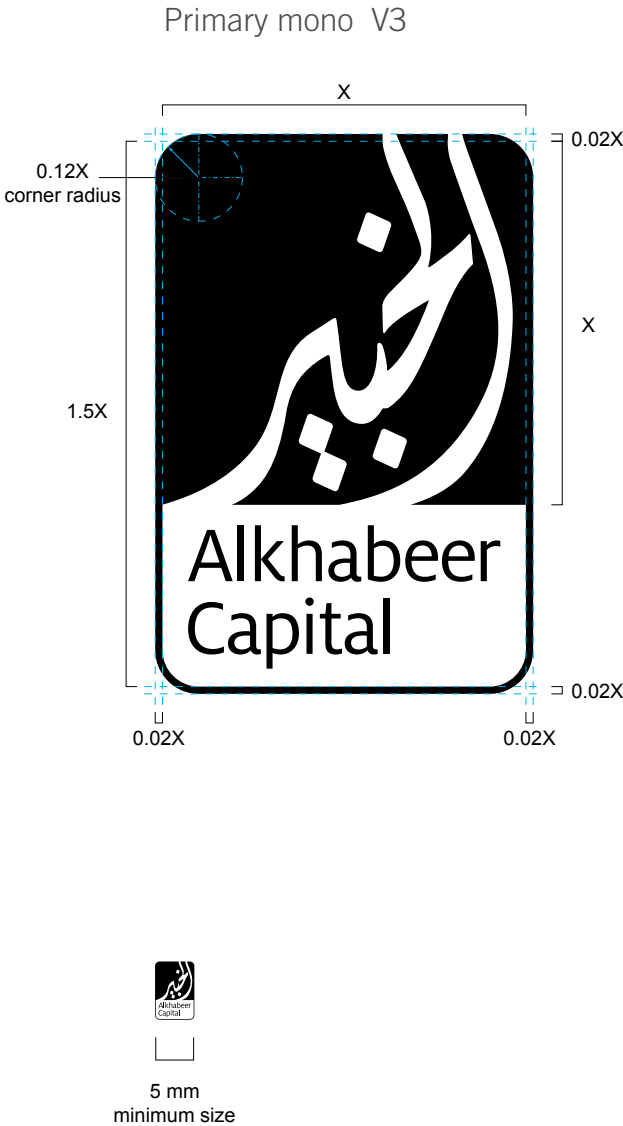
The Alkhabeer Capital Primary logo has two principal variants:

v1 is designed for use on primary stationary and formal applications to plain and low-contrast backgrounds.

v2 is designed for use on busy or high-contrast images and textured backgrounds.

Always use these logos in their entirety within the guidelines prescribed in the following pages. Both versions may be enlarged and used at any size. However, you must not use them at any less than the minimum size indicated.

1.2.3 Mono logo construction



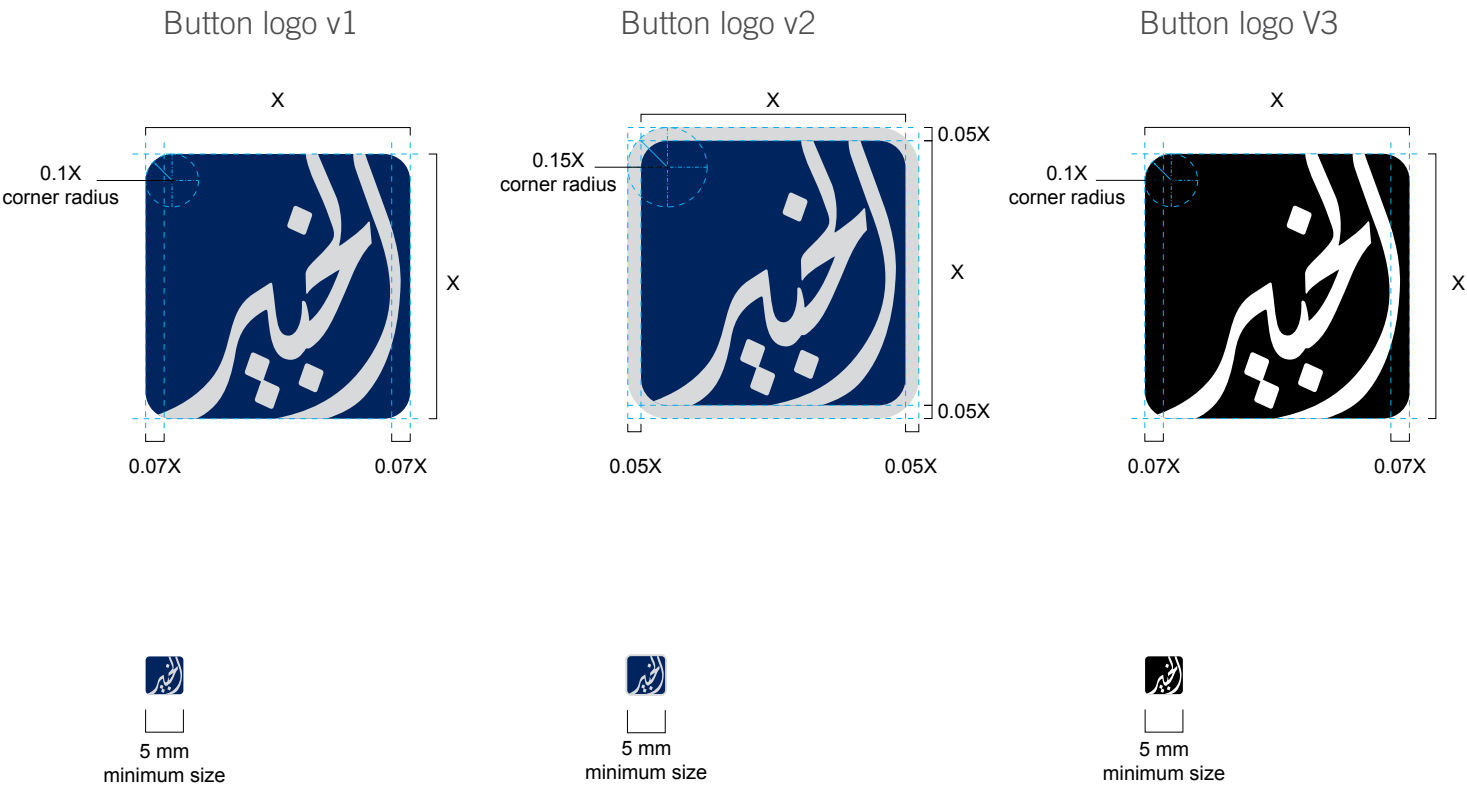
When viewed at 100% scale X=100mm

This variant of our brand mark is for use when a single color logo is needed. For example, recruitment advertising or on occasion when you need to create a de-boss, emboss or other three dimensional effect that requires a vector rendition of the logo, for example foil blocking in a single color etc.

This variant allows the creative and innovative application of our logo by way of texture or unusual and advanced application processes and techniques.

Always use this logo in its entirety within the guidelines prescribed in the following pages. It may be enlarged and used at any size. However, you must not use it at any less than the minimum size indicated.

1.2.4 Button logo construction



When viewed at 100% scale X=100mm

Like our primary logo, the Alkhabeer Capital button logo also has three variants. Each is designed with a specific range of uses in mind:

- v1 For application to plain, light and low-contrast backgrounds
- v2 For application to high-contrast images and busy or textured backgrounds.
- v3 For embossing, de-bossing and foiling in single color.

Always use these logos in their entirety within the guidelines prescribed in the following pages. All versions can be enlarged and used at any size. However, you must not use them at any less than the minimum size indicated.

Do not, under any circumstances attempt to reconstruct them. Master artwork files are available by contacting Brand Guardians detailed on page 1.

2.5 Color and our brand mark

Specials

- A= AKC Blue (to match Pantone 2767)
- B= AKC Gray / Silver (to match Pantone Cool Gray 3 / Pantone 877)
- C= 50% AKC Gray / Silver (to match Pantone Cool Gray 3 / Pantone 877)

This page illustrates the permissible color options for our brand marks. Under no circumstances should you attempt to apply our brand marks using any other specification.

AKC Primary Logo v1



AKC Primary Logo v2

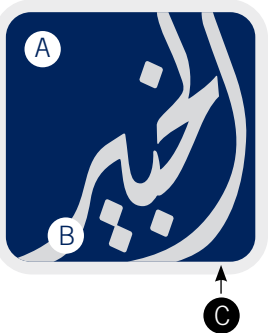


- CMYK
- A= C-100, M-75, Y-0, K-80
 - B= C-0, M-0, Y-0, K-20
 - C= C-0, M-0, Y-0, K-10
- RGB
- A= R-0, G-3, B-58
 - B= R-209, G-211, B-212
 - C= R-231, G-232, B-233
- WEB
- A= R-00, G-03, B-3A
 - B= R-D1, G-D3, B-D4
 - C= R-E7, G-E8, B-E9

AKC Button v1



AKC Button v2



AKC Black & White Logo v1

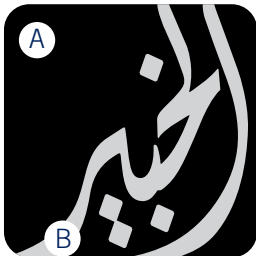


AKC Black & White Logo v2

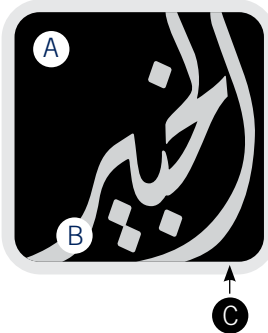


- CMYK
- A= C-0, M-0, Y-0, K-100
 - B= C-0, M-0, Y-0, K-20
 - C= C-0, M-0, Y-0, K-10

AKC Black & White Button v1

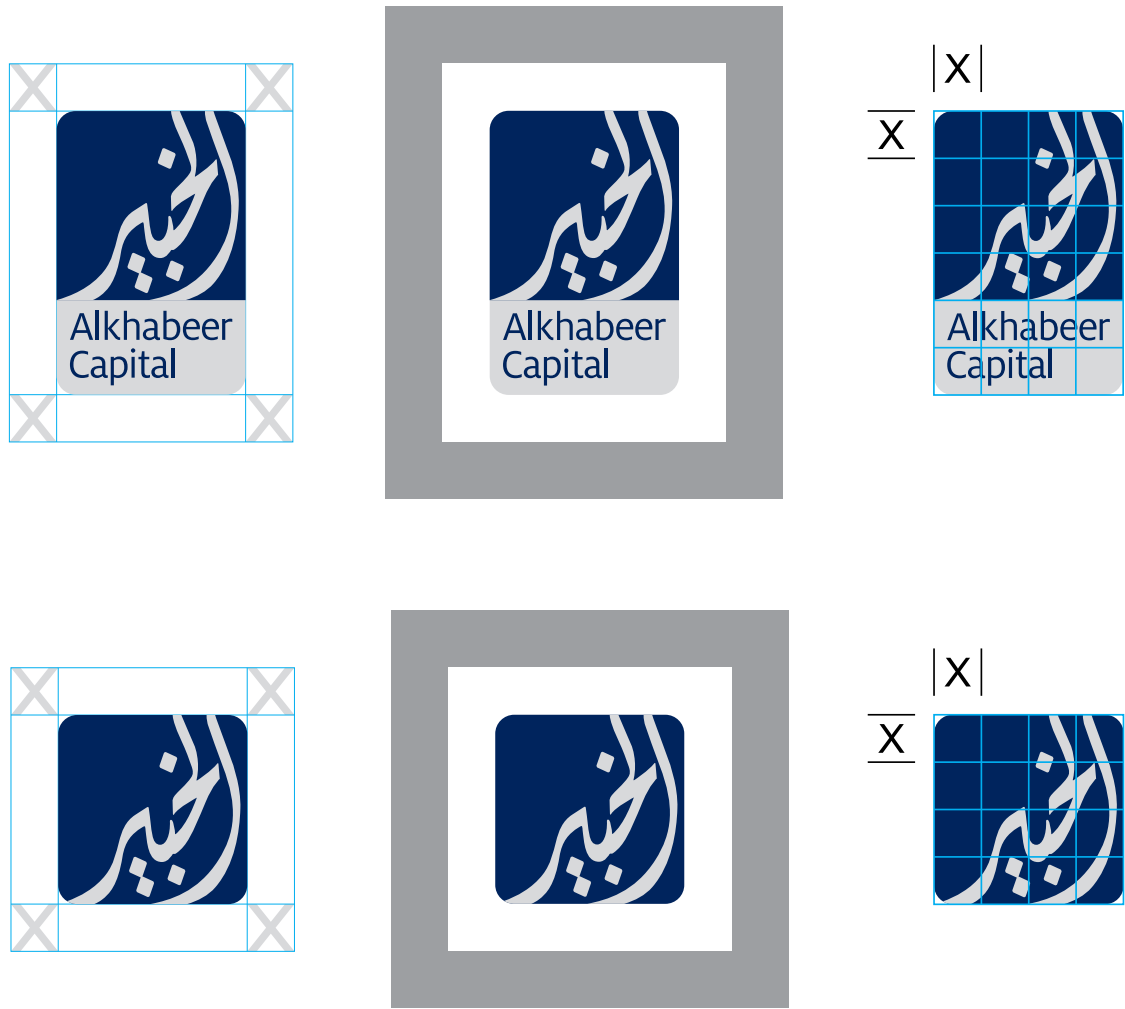


AKC Black & White Button v2



2.6 Clear space grid

Primary logo v1



For our brand marks to be most effective there must be sufficient space dedicated to them and around them. No other graphic elements, such as type or imagery, may encroach on this area. This clear space is the absolute minimum area that must be left around our brand marks, not the maximum.

This minimum clear space is specific to primary logo v1 and button logo v1. The space that must exist on each side of these logos is equal to 25% of the width of the logo at its intended size of use.

This rule does not apply to primary logo v2 and v3 or button logos v2 and v3, which are designed to be used creatively and to sit on/over background images and textures.

2.7 Misuse of our brand marks



Don't re-create the logo in any way.



Don't change the colour of the logo.



Don't stretch or distort the logo.



Don't put any border around the logo.

It is important to treat our brand marks with respect. By avoiding the common mistakes illustrated on this page we will ensure that the equity in our brandmark is safeguarded.

You should always use original artwork. Under no circumstances should you distort or abstract our brand marks in any way nor should you attempt to reconstruct them.

High quality original artwork for each of our brand marks is available in a wide range of formats from our brand guardians - the Alkhabeer Corporate Communications team - you can find their contact details on page 1 of this document.



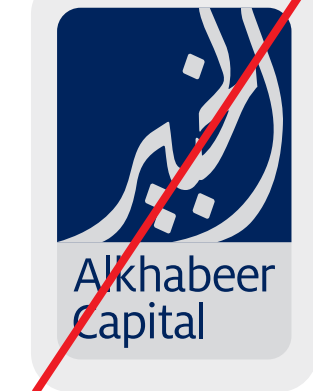
Don't put a picture inside the logo.



Don't put a graphic pattern inside the logo.



Don't change the proportion of the logo.



Don't change the proportion of the border.

1.3.0 Our corporate color palette

Color is a valuable asset when used confidently and consistently. The following section provides details and specifications of our corporate colors when applied in different media and color spaces. To maintain the integrity of our visual presentation, it is important that you follow these guidelines to ensure the precise reproduction of our corporate palette.

Our primary corporate colors are AKC Blue, AKC Silver and AKC Gray. Carefully selected to complement each other, they project the values synonymous with our brand and should always be used as specified in the following pages.

When replicating the AKC colors in other mediums for example, signage materials and paint etc always cross-reference and match the colors to the Pantone Matching System© on which our Primary colors are based.

Important note: The colors featured throughout these guidelines are published for screen viewing and therefore cannot possibly match Pantone© color standards. Always ensure you use original Pantone© references for the most reliable and accurate color match.

Tip: For any technical advice contact our Brand Guardians detailed at the front of this document.

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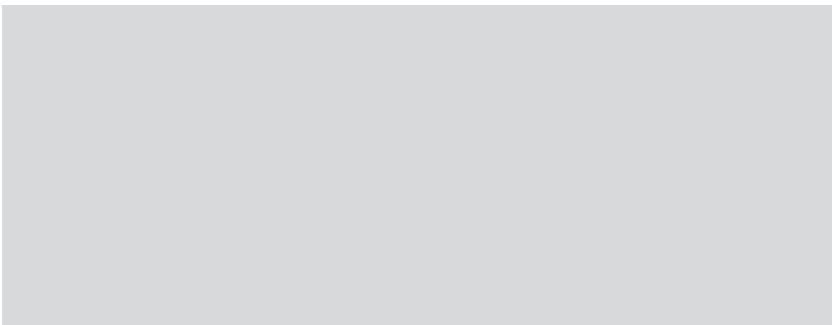
PANTONE®

The standards for PANTONE® colours are shown in the current edition of the PANTONE® Colour formula guide. The colours shown throughout these guidelines are not intended to match the PANTONE® Colour Standards. PANTONE® is a registered trademark of Pantone, Inc.

1.3.1 Primary AKC colors (specials)



AKC Corporate Blue
(to match 2767 C)



AKC Corporate Gray
(to match 3 C)



AKC Corporate Silver
(to match 877 C)

The core of the Alkhabeer corporate palette is based on two special primary colors: “ACK Blue” and “AKC metallic Silver”, which is used for the reproduction of the corporate logo on important / prestigious applications and as a special color to augment and distinguish top-level communications. Ideally, our colors should be either bought pre-mixed to the Pantone© color reference indicated. If mixed by your print supplier, then ALWAYS make sure it is mixed to the Pantone© formula and that you receive a “wet / machine proof” of the printed color for approval before committing to print.

Often it may not be possible to use “AKC metallic Silver” because of a particular material specification, budgetary restrictions or indeed the need to reproduce an item in single or four color CMYK. In such cases, we use “AKC corporate gray as an alternative.

Tip: When printing AKC metallic Silver as special color over a large solid area underpin the AKC metallic Silver print area with 20% Cyan – this will enhance the metallic sheen of the silver.

Tip: To achieve superior results when printing AKC metallic Silver as special color with images or other colors, specify the AKC metallic Silver printing to “OVERPRINT” rather than the standard “reverse out and print in” convention.

1.3.2 Primary AKC colors (CMYK)

CMYK

The CMYK color split specified below can be used on all coated paper stocks including and not limited to gloss art, silk, satin and matt art stocks. Care should be taken when printing on other materials and pre-colored stocks.

Tip: Always ensure you obtain a professional pre-press “digital proof” before printing any CMYK item to check the integrity of the color reproduction to the following specification.

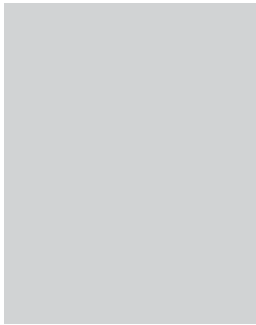
AKC Corporate Blue

C	M	Y	K
100	75	0	80



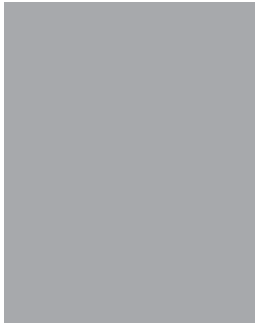
AKC Corporate Gray

C	M	Y	K
0	0	0	20



AKC Corporate Silver

C	M	Y	K
0	0	0	40



1.3.3 Primary AKC colors (RGB)

RGB

The following RGB color splits attempt to match the Pantone© color specification on screen. They are a direct conversion from the Pantone© color splits using Adobe Illustrator and are based on a standard monitor calibrated to RGB-sRGB IEC61966-2.1 and CMYK- U.S Web Coated (SWOP) v2 white space. The on-screen rendition and printed output of our corporate colors may differ according to the screen type it is viewed on as well as the make, model and color balance set up.

The color integrity of outputs will also be subject to the type, make, model and calibration of the printer used. However, you should not go too far wrong if you stick to the following generic specification.

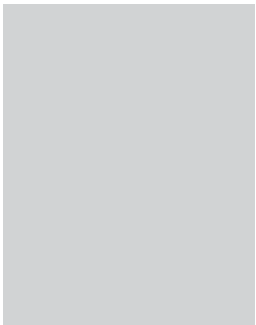
AKC Corporate Blue

R G B
0 3 58



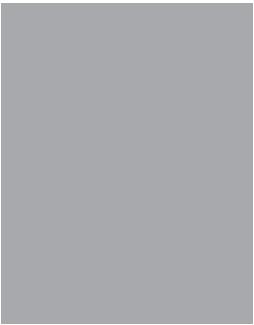
AKC Corporate Gray

R G B
209 211 212



AKC Corporate Silver

R G B
167 169 172



1.3.4 Primary AKC colors (Websafe)

WEB

The following Websafe color splits attempt to match the Pantone© color standard on screen and are based on a standard monitor calibrated to RGB-sRGB IEC61966-2.1 and CMYK- U.S Web Coated (SWOP) v2 white space. To establish a generic and consistent standard we have specified each color with websafe hexadecimal values. However, the on-screen rendition may differ according to the monitor type on which they are viewed, as well as the make, model and color balance set up.

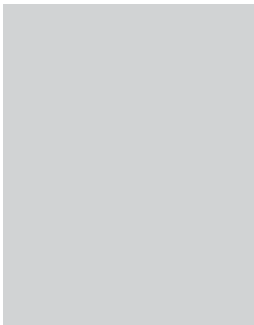
AKC Corporate Blue

R G B
00 03 3A



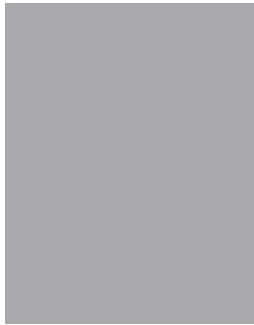
AKC Corporate Gray

R G B
D1 D3 D4



AKC Corporate Silver

R G B
A7 A9 AC



1.3.5 AKC colors - tinting guide

The tint values illustrated on this and the following page are intended as a design guide and are not set and fixed rules. They demonstrate the tint values of our primary corporate colors in standard percentage increments. You may select any of these or indeed any other tint value you feel appropriate to your needs. However, when outputting your work either professionally or internally always proof your output before committing to a full production run to ensure its integrity to our corporate color standards.

Special AKC
Blue

100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
5%

CMYK AKC
Blue

100%	C-100, M-75, Y-0, K-80
90%	C-90, M-67.5, Y-0, K-72
80%	C-80, M-60, Y-0, K-64
70%	C-70, M-52.5, Y-0, K-56
60%	C-60, M-45, Y-0, K-48
50%	C-50, M-37.5, Y-0, K-40
40%	C-40, M-30, Y-0, K-32
30%	C-30, M-22.5, Y-0, K-24
20%	C-20, M-15, Y-0, K-16
10%	C-10, M-7.5, Y-0, K-8
5%	C-5, M-4, Y-0, K-4

Special AKC
Cool Gray

100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
5%

CMYK AKC
Cool Gray

100%	C-0, M-0, Y-0, K-20
90%	C-0, M-0, Y-0, K-18
80%	C-0, M-0, Y-0, K-16
70%	C-0, M-0, Y-0, K-14
60%	C-0, M-0, Y-0, K-12
50%	C-0, M-0, Y-0, K-10
40%	C-0, M-0, Y-0, K-8
30%	C-0, M-0, Y-0, K-6
20%	C-0, M-0, Y-0, K-4
10%	C-0, M-0, Y-0, K-2
5%	C-0, M-0, Y-0, K-1

RGB AKC

100%	R-0, G-3, B-58
90%	R-0, G-27, B-73
80%	R-24, G-45, B-88
70%	R-46, G-61, B-104
60%	R-66, G-80, B-120
50%	R-88, G-100, B-138
40%	R-113, G-123, B-158
30%	R-141, G-149, B-180
20%	R-172, G-178, B-201
10%	R-208, G-211, B-225
5%	R-230, G-231, B-240

Websafe
AKC Blue

100%	R-00, G-03, B-3A
90%	R-00, G-1B, B-49
80%	R-18, G-2D, B-58
70%	R-2E, G-3D, B-68
60%	R-42, G-50, B-78
50%	R-58, G-64, B-8A
40%	R-71, G-7B, B-9E
30%	R-8D, G-95, B-B4
20%	R-AC, G-B2, B-C9
10%	R-E6, G-E7, B-F0

RGB AKC
Cool Gray

100%	R-209, G-211, B-212
90%	R-213, G-215, B-216
80%	R-217, G-219, B-220
70%	R-222, G-223, B-224
60%	R-226, G-227, B-228
50%	R-231, G-232, B-233
40%	R-235, G-236, B-237
30%	R-239, G-240, B-240
20%	R-243, G-244, B-244
10%	R-248, G-248, B-249
5%	R-252, G-252, B-252

Websafe AKC
Cool Gray

100%	R-D1, G-D3, B-D4
90%	R-D5, G-D7, B-D8
80%	R-D9, G-D8, B-DC
70%	R-DE, G-DF, B-E0
60%	R-E2, G-E3, B-E4
50%	R-E7, G-E8, B-E9
40%	R-EB, G-EC, B-ED
30%	R-EF, G-F0, B-F0
20%	R-F3, G-F4, B-F4
10%	R-F8, G-F8, B-F9
5%	R-FC, G-FC, B-FC