أوقاف
للاستثمار
AWQAF
INVESTMENT

Brand Identity Guidelines

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Version 1.0

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The Logo is the key building block of the identity, the primary visual element that identifies it. The correct usage plays an important role in the consistency and recognition of the brand. This section gives guidelines for the correct usage of the logo, to ensure its visibility and integrity.

1. Logo



The Brand Mark of Awqaf Investment is the key visual elements of the brand. The logo consists of a bilingual word mark and a gold-colored frame. The frame represents endowments, and the word mark represents the investments/returns that come out from the endowments.

1.1 Brand Mark





To ensure the logo has maximum visibility and impact, a space of 2x should be kept around the logo on all sides. The measurement unit “x” is equal to the height of the letter Alef in the word Awqaf.

1.2 Clear Space



Full-Color - Light Background



Full-Color - Dark Background



One-Color Logo - Black



One-Colo Logo - White

The Full-color version is the primary color version. It is recommended to always use the primary logo. When the logo is used on dark blue background or imagery that could affect the clarity of the logo, the dark color version should be used.
The one-color versions are for special one-color applications, such as foiling or embossing.

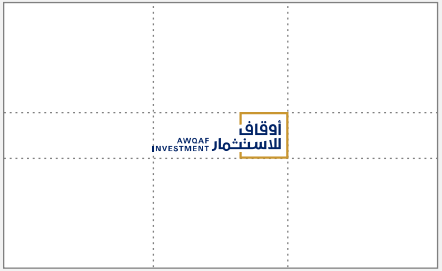
1.3 Color Versions



Centered, Slightly to The Top Placement



Top Right Placement



Centered Placement



Bottom Right Placement

The preferable logo placement is at the right, top, or bottom. The logo can be centered in some applications when needed, like the gift items box and the app splash screen.

1.4 Placement



Arabic Lockup



Primary Lockup



Vertical Lockup



Descriptor Lockup

Logo lockups are versions of the logo with the elements locked in their relative positions. These lockups shouldn't be altered in any way that is not specified in the guidelines. The primary logo lockup consists of the Arabic and English wordmark. It is recommended to always use the primary lockup. Arabic Lockup is a shortened version of the logo and used in small applications like avatars of social media. Vertical lockup is to be used in narrow applications where the full bilingual logo is needed.

1.5 Lockups





The descriptor can be placed far from the logo. It can be places far down to the bottom or the left of the logo. When placing the descriptor to the left of logo, the descriptor should be aligned with base line of the English word mark.

1.6 Lockups Usage



Co-branding With Awqaf Investment as the Main Brand



Co-branding Where Both Logo Should Be Used in Equal Size

Co-branding is the situations where the logo of Awqaf Investment is used with the logo of another brand. This is addressing co-branding with the General Authority of Awqaf, where the relationship between the two logos can be one of the followings:

First: Co-branding with Awqaf Investment as the main brand. The logo the logo of the General Authority of Awqaf should be smaller than the Awqaf Investment logo. An example of this usage is the posters.
Second: Co-branding where both logo should be used in equal size. In this case the logos are placed adjacent, and clear space of 2x should be kept around them.

1.7 Co-branding



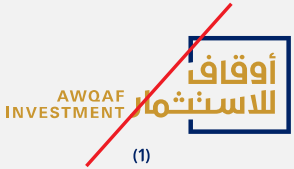
Co-branding With Awqaf Investment as the Main Brand



Co-branding Where Both Logo Should Be Used in Equal Size

Co-branding with Awqaf Investment as the main brand: The logo the logo of the General Authority of Awqaf should be smaller than the Awqaf Investment logo.
Co-branding where both logo should be used in equal size: A clear space of 2x should be kept around the logos.

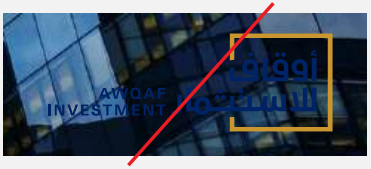
1.7 Co-branding



(1)



(2)



(3)



(4)



(5)



(6)

Consistent and proper usage of the logo is essential to maintaining the integrity of the Awqaf Investment logo. These are some example of incorrect usage of the logo:

1. **Do not** change the colors of the logo.
2. **Do not** stretch or distort the logo.
3. **Do not** use the logo on a busy
4. **Do not** recreate or alter the frame. background.
5. **Do not** change the logotype.
6. **Do not** change the size of the descriptor.

1.8 Incorrect Usage

Colors play an important role in the identity system. Consistent use of these colors will contribute to the cohesive and harmonious look of the brand identity across all relevant media.

2. Colors

Pantone 280 C
CMYK (100, 85, 5, 22)
RGB (0, 35, 102)

75% 50% 25%

Pantone 11 OU
CMYK (20, 40, 96, 2)
RGB (203, 152, 49)

75% 50% 25%

Pantone Black
CMYK (0, 0, 0, 100)
RGB (0, 0 ,0)

75% 50% 25%

Pantone White
CMYK (0, 0, 0, 0)
RGB (255, 255 ,255)

Pantone P 179-2 U
CMYK (9, 7, 8, 0)
RGB (242, 242, 242)

The color palette consists of the colors: blue, gold, gray, black, and white. The combination of these colors creates a visual language that reflects the brand›s professional and trusted personality.

2.1 Primary Colors



The secondary color palette consists of the following three colors: Dark red, brown and green. It is used to provide additional colors that complement the primary colors palette.

2.2 Secondary Colors

Typography is one of the elements of the identity system. The correct use of typography helps enhance the recognition of the brand and communicate its message clearly. This section gives guidelines to the brand typefaces and their use.

3. Typography

Cairo

Cairo is the primary typeface and used for both Arabic and English. Cairo is a modern and professional typeface that is consistent with the Awqaf Investments logo.

Optimism is the one quality **more associated with success** and happiness than any other.

التفاؤل هو الخصلة **الأكثر ارتباطًا بالنجاح** والسعادة من أي شيء آخر.

Cairo (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
أبجد هوز حطي كلمن سعفص قرشت

1234567890

Cairo (Light)

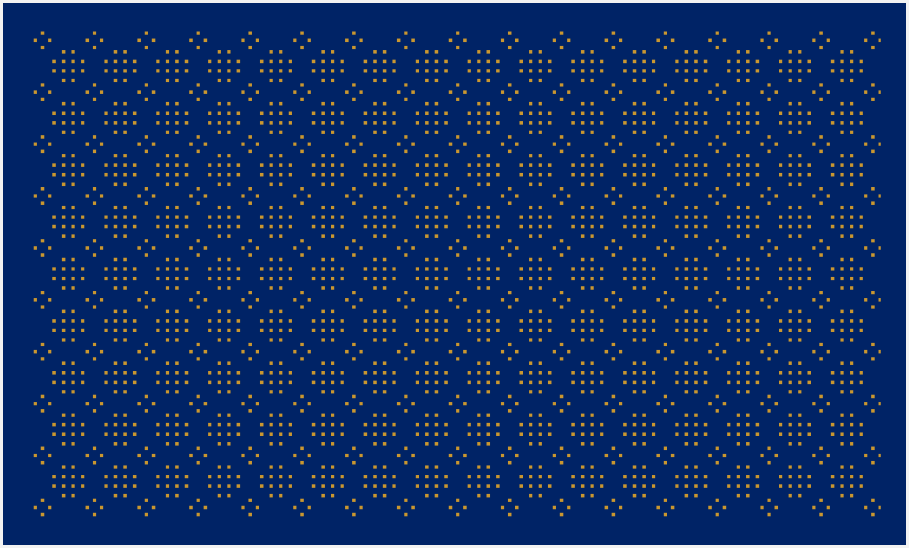
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
أبجد هوز حطي كلمن سعفص قرشت

1234567890

3.1 Primary Typeface

This section covers the basic visual elements that form the Awqaf Investments Identity.

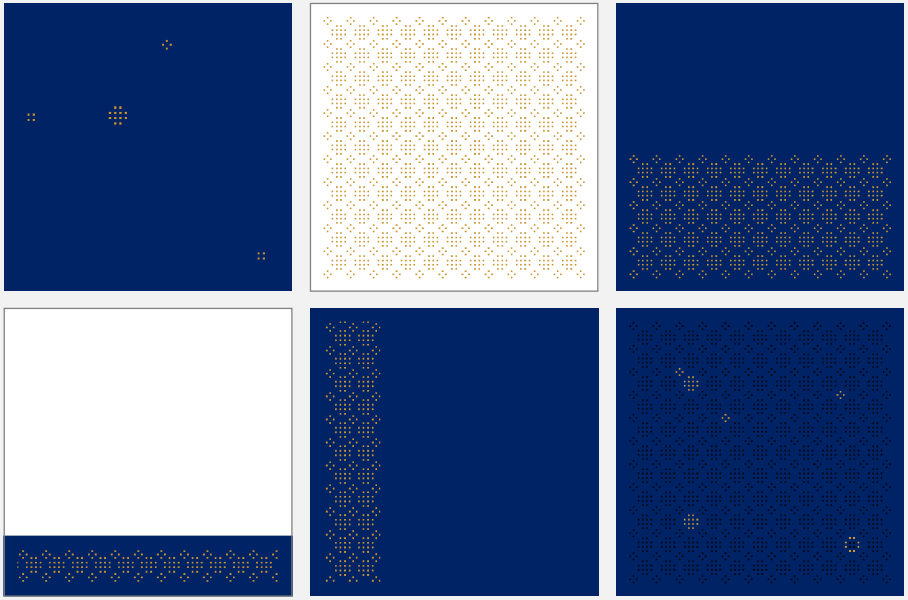
4. Design Elements



The pattern is the main design element, it creates a visual identity that is elegant, modern, and professional.
The pattern is inspired by the square in the logo, which represnt the endowments. The octagon shape that is created from the overlapping squares, serves as a guide to create the pattern with an underlying Islamic pattern base.



4.1 The Pattern



The pattern can be cropped, used on a light or dark background. Some elements can be highlighted, and also a few floating elements can be used on their own.

4.2 Pattern Usage