

YBA Kanoo

Brand Guidelines

ONLINE VERSION 01 / 2020



يوسف بن أحمد كانو
YUSUF BIN AHMED KANOO

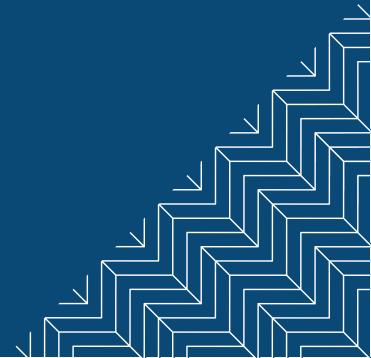
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Brandmark should be used in all applications of the branding unless otherwise specified.

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Brandmark

Rules and facts about our Brand



Brandmark | Group

Brandmark should be used in all applications of the branding unless otherwise specified.



يوسف بن أحمد كانو
YUSUF BIN AHMED KANOO

Horizontal lock-up



يوسف بن أحمد كانو
YUSUF BIN AHMED KANOO

Vertical lock-up

YUSUF BIN AHMED KANOO



يوسف بن أحمد كانو

Horizontal lock-up - variation

To be used only for signages where the sizes are restricting the usage of the other lock-ups

Brandmark | Group Colourways

Brandmark should be used in all applications of the branding unless otherwise specified.



يُوسُفُ بْنُ أَحْمَدَ كَانُو
YUSUF BIN AHMED KANOO



يُوسُفُ بْنُ أَحْمَدَ كَانُو
YUSUF BIN AHMED KANOO



Full Colour



يُوسُفُ بْنُ أَحْمَدَ كَانُو
YUSUF BIN AHMED KANOO



يُوسُفُ بْنُ أَحْمَدَ كَانُو
YUSUF BIN AHMED KANOO



يُوسُفُ بْنُ أَحْمَدَ كَانُو
YUSUF BIN AHMED KANOO

White Out

Brandmark | Group Clear Space

Clear Space

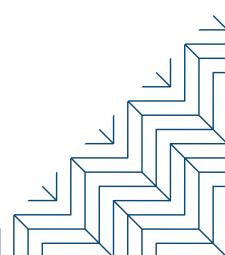
The minimum distance between the brandmark and any other visual element in its immediate surroundings.



يُوسف بن أَحْمَدْ كَانُو
YUSUF BIN AHMED KANOO

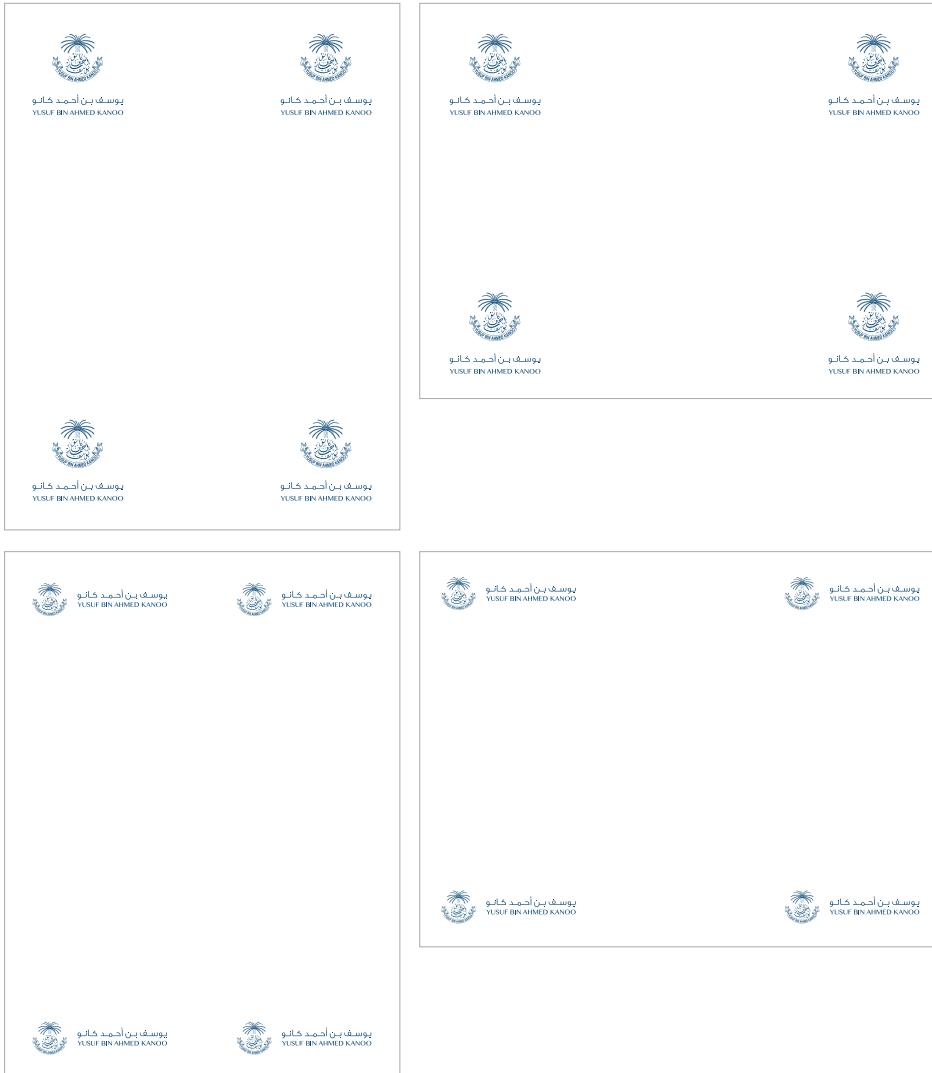


يُوسف بن أَحْمَدْ كَانُو
YUSUF BIN AHMED KANOO



Brandmark | Group Brandmark Placement

Placement of the brandmark is flexible as long as it is balanced on the visual and complements the design.



Brandmark | Group Minimum size

Minimum Size

Brandmark should not be reproduced with less than 10mm overall height (illustrated right).



20 mm

يوسف بن أحمد كانو
YUSUF BIN AHMED KANOO



15 mm

يوسف بن أحمد كانو
YUSUF BIN AHMED KANOO



10 mm

يوسف بن أحمد كانو
YUSUF BIN AHMED KANOO

Brandmark | Group Wordmark

Wordmark Fonts

The YBA Kanoo Brandmark uses a specific Latin and Arabic font to write the Group, Division and Subdivision name in the brandmark. This page shows the right usage of fonts in case new divisions within the company emerge.

Please keep in mind that Latin and Arabic fonts need to be balanced in its size (use the Group brandmark as a guide), height and length as well.



GE SS Light

يوسف بن أحمد كانو

Lao MN Regular

YUSUF BIN AHMED KANOO

Wordmark - Latin- Lao MN Regular | Arabic - GE SS Light

Interstate Light

- A division of YBA Kanoo -

Disclaimer line - Interstate Light

Brandmark | Group Incorrect Usage

The shape, style and proportion of the YBA Kanoo brandmark should be retained at all times, for brand's consistency



يُوسف بن أَحْمَدْ كَانُو
YUSUF BIN AHMED KANOO

Don't alter the hue of the brandmark



يُوسف بن أَحْمَدْ كَانُو
YUSUF BIN AHMED KANOO

Don't change spacing between elements



يُوسف بن أَحْمَدْ كَانُو
YUSUF BIN AHMED KANOO

Don't rotate the brandmark



يُوسف بن أَحْمَدْ كَانُو
YUSUF BIN AHMED KANOO

Don't scale the brandmark
disproportionately



يُوسف بن أَحْمَدْ كَانُو
Yusuf Bin Ahmed Kanoo

Don't substitute Typeface style
for any alternative element



يُوسف بن أَحْمَدْ كَانُو
YUSUF BIN AHMED KANOO

Don't re-arrange the elements



يُوسف بن أَحْمَدْ كَانُو
YUSUF BIN AHMED KANOO

Don't add any effects to the brandmark



يُوسف بن أَحْمَدْ كَانُو
YUSUF BIN AHMED KANOO

Don't alter the brandmark

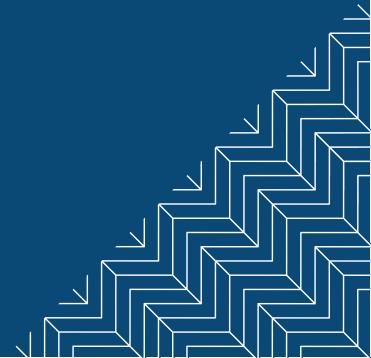
Brandmark | Group Backgrounds

YBA Kanoo brandmark should be used only on backgrounds which complement the brandmark, making it visual and legible.



Brand Elements

How our brand looks and communicates



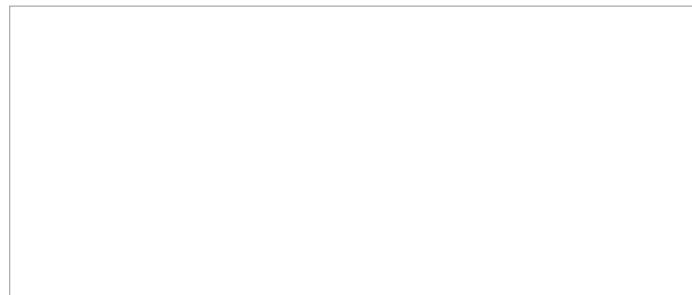
Brand Elements | Group Colour

Primary colour palette

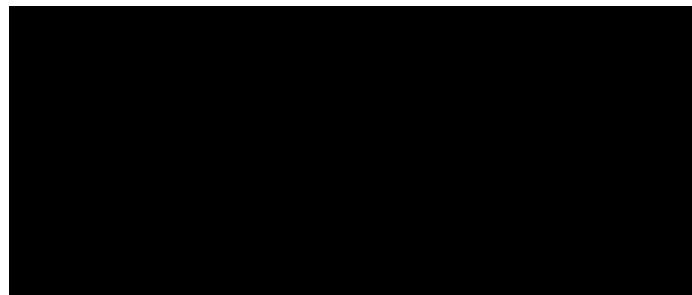
The primary colour palette is derived from YBA Kanoo's identity and its main colour scheme for all brand elements.



Pantone 7693 C
CMYK 100 | 75 | 31 | 14
RGB 0 | 72 | 118



White



Black

Brand Elements | Group
Typography | Latin

Interstate Font Family

The Interstate family of typefaces are the preferred fonts to be used for the Brand.

This is Interstate

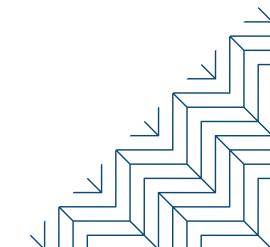
We use Interstate Regular
for Headlines and Sub Headlines

We use Interstate Light
for Body Copy and Contact Details

Aa

Characters

abcdefghijklmopqrstuvwxyz
ABCDEFGHIJKLMOPQRSTUVWXYZ
1234567890!@#\$%^&*()?/.:"



Brand Elements | Group Typography | Arabic

GE SS Font Family

The GE SS family of typefaces are the preferred Arabic fonts to be used for the Brand.

GE SS complements YBA Kanoo's Latin typography well with its modern and clean lines.

شُفَّيٌّ لِمُتَعَمِّل GE SS

وی متعلی GE SS لقة مستخدم شفي لـ عالم متحمل وات خلا لـ الترحب لـ انت تنقيحه لقة

وی متعلی اعة. لقة مستخدم GE SS شفي لـاعالمتحمل
خلالترغب لـانت تنقيحة. لقة للتشفات

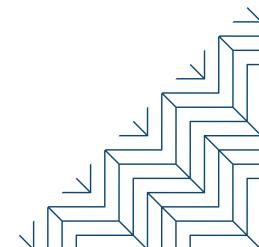
ü ï

لِإِعْالَمِ تَحْمِلُ

أب ج د أبب ج

ي و ن م ل ك ق ف غ ع ظ ط ض ص ش س ز ر ذ د خ ح ج ث

! ? <> () %



Default - Arial Font Family

For electronic mediums such as PDFs, MS Office applications and websites, the Arial font family is preferred.

This is Arial

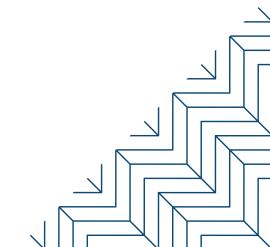
We use **Arial Bold**
for Headlines and Sub Headlines

We use Arial Light
for Body Copy and Contact Details

Characters

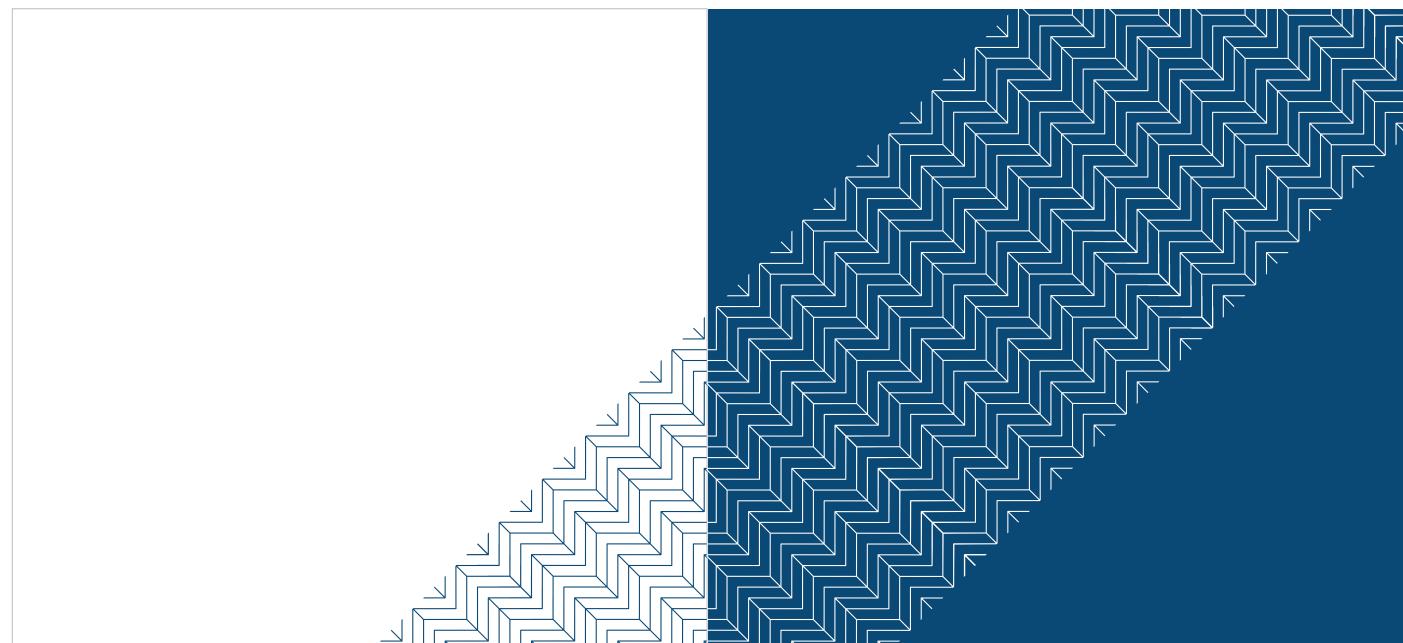
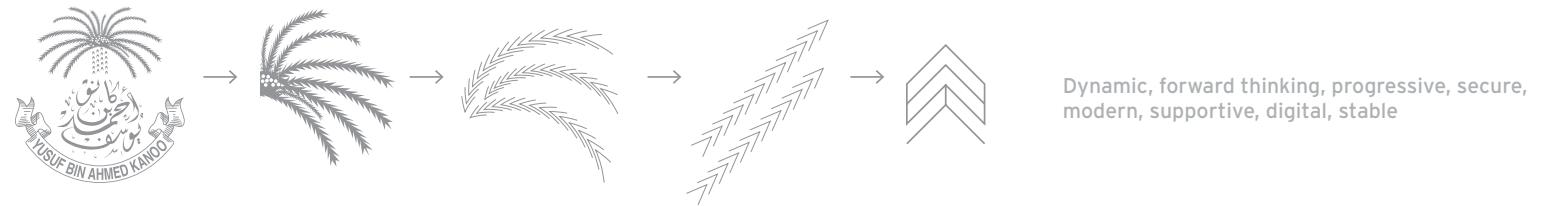
abcdefghijklmopqrstuvwxyz
ABCDEFGHIJKLMOPQRSTUVWXYZ
1234567890!@#\$%^&*()?/.,:"

Aa



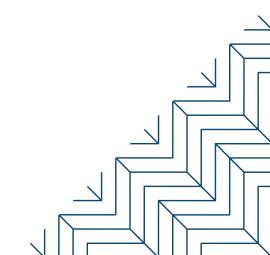
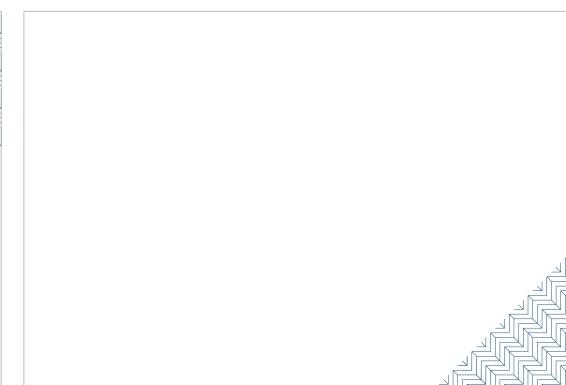
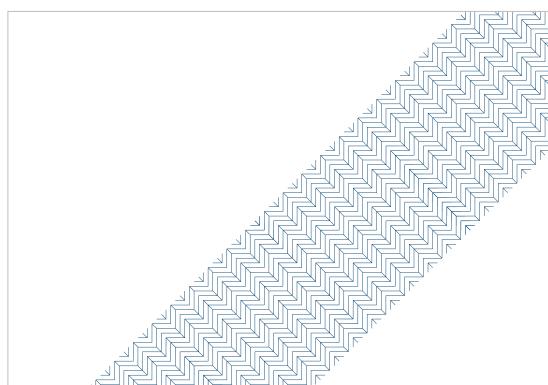
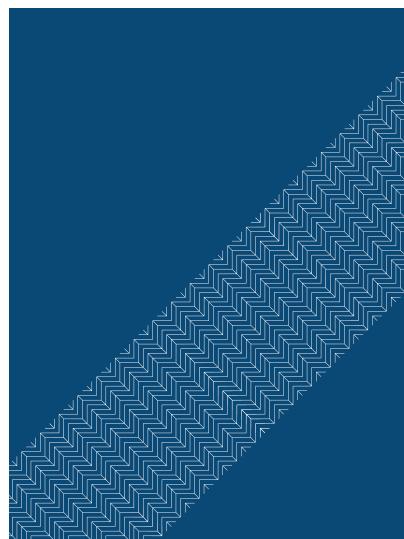
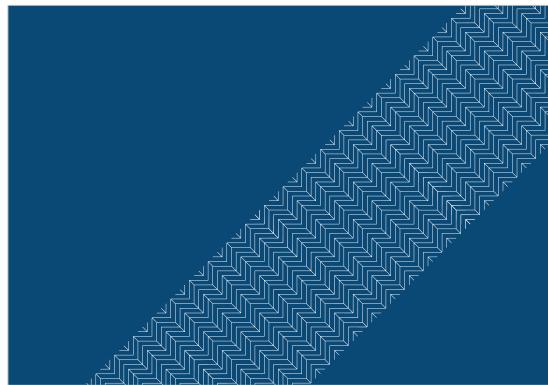
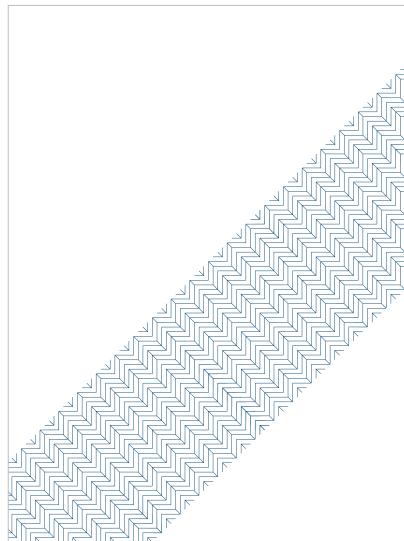
Brand Elements | Group Graphic Device

YBA Kanoo graphic device has been developed to represent and graphically showcase the Brand's strengths



Brand Elements | Group Graphic Device Usage

YBA Kanoo graphic device should be used in a way represented on this page. The graphic device can be enlarged in its size as long as it stays aesthetically balanced.

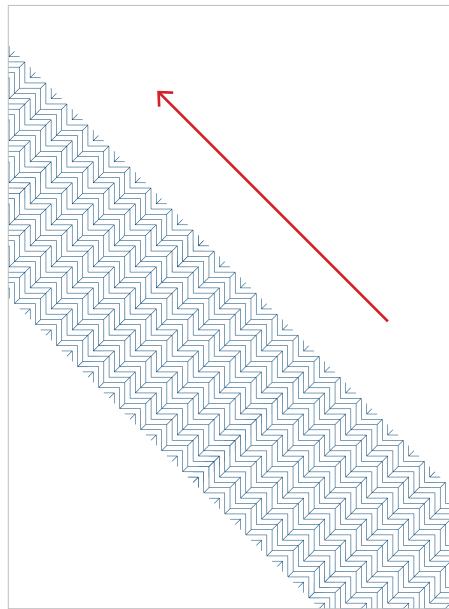


Brand Elements | Group

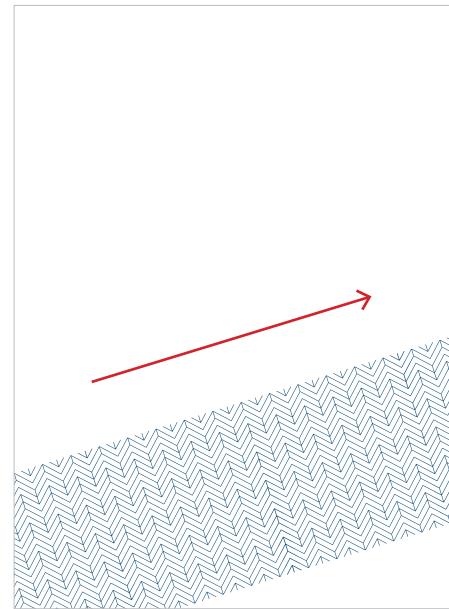
Graphic Device

Incorrect Usage

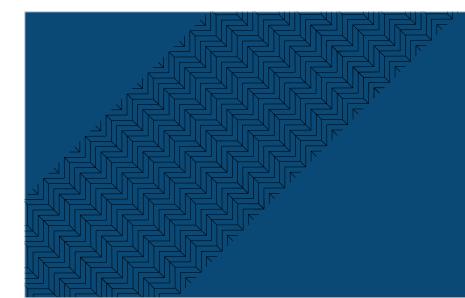
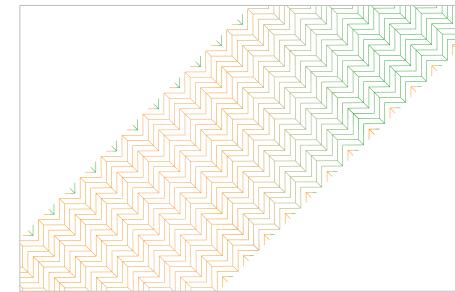
YBA Kanoo graphic device should never be altered as showed on this page.



Pattern should never be flipped



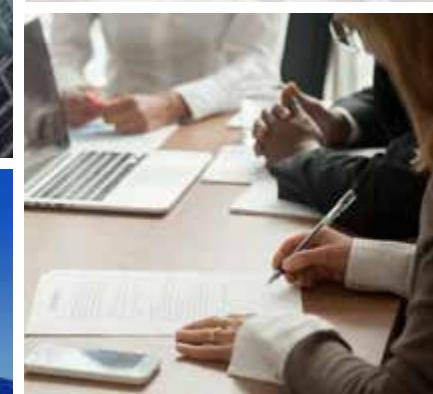
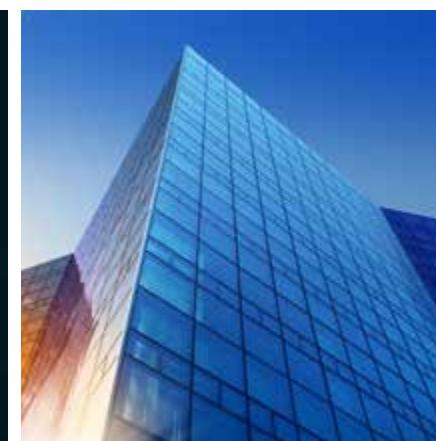
Pattern should never be rotated



Pattern should never be recoloured

Brand Elements | Group Photography Style

YBA Kanoo photography style should be modern, technologically advanced, innovative, contemporary and dynamic.



Brand Elements | Group Incorrect Photography Style

YBA Kanoo photography should not feel staged, look busy and cluttered and should not be illustrated, watermarked and pixilated.



YBA Kanoo Divisions

Group Divisions Brandmarks & Brand Elements



Brandmark | Divisions

General

YBA Kanoo Group is divided into 7 divisions, each of them having their own sub brand brandmark.

KANOO SHIPPING

KANOO LOGISTICS

KANOO INDUSTRIAL & ENERGY

KANOO TRAVEL

KANOO REAL ESTATE

KANOO CAPITAL

The main differentiator between sub brand brandmarks are the unique colours which create a key segmentation essence.



كانو للصناعة والطاقة
KANOO INDUSTRIAL & ENERGY

NOTE

All the rules such as clear space, minimum size, colour backgrounds, incorrect usage, graphic device rules, typography, image style and the rest follow the same guide as the main brandmark - the YBA Kanoo Group brandmark

Coloured graphic device in YBA Kanoo division brandmark is the key brand segmentation detail.

Brandmark | Divisions Lock-up Vertical



كانو للملاحة
KANOO SHIPPING



كانو اللوجستية
KANOO LOGISTICS



كانو للصناعة والطاقة
KANOO INDUSTRIAL & ENERGY



سفريات كانو
KANOO TRAVEL



كانو للعقارات
KANOO REAL ESTATE



كانو كابيتال
KANOO CAPITAL

NOTE

All the rules such as clear space, minimum size, colour backgrounds, incorrect usage, graphic device rules, typography, image style and the rest follow the same guide as the main brandmark - the YBA Kanoo Group brandmark

Coloured graphic device in YBA Kanoo division brandmark is the key brand segmentation detail.

Brandmark | Divisions Lock-up Horizontal



كانو لل물اجة
KANOO SHIPPING



كانو للعقارات
KANOO REAL ESTATE



كانو اللوجستية
KANOO LOGISTICS



كانو كابيتال
KANOO CAPITAL



كانو للصناعة والطاقة
KANOO INDUSTRIAL & ENERGY



سفريات كانو
KANOO TRAVEL

NOTE

All the rules such as clear space, minimum size, colour backgrounds, incorrect usage, graphic device rules, typography, image style and the rest follow the same guide as the main brandmark - the YBA Kanoo Group brandmark

Coloured graphic device in YBA Kanoo division brandmark is the key brand segmentation detail.

Brandmark | Divisions Lock-up Horizontal 1



NOTE

All the rules such as clear space, minimum size, colour backgrounds, incorrect usage, graphic device rules, typography, image style and the rest follow the same guide as the main brandmark - the YBA Kanoo Group brandmark

Horizontal lock-up - variation. To be used only for signages where sizes restrict the usage of the other lock-ups.

Brandmark | Divisions Disclaimer Line

The YBA Kanoo Division stationery and designs should include a disclaimer line:

A DIVISION OF YBA KANOO

The line itself can be attached with the logo but can, if it accommodates, be placed in a visible and legible space within the design/visual.

It is written in Interstate Regular Font, 60% black.

Please see the examples on this page.



NOTE

All the rules such as clear space, minimum size, colour backgrounds, incorrect usage, graphic device rules, typography, image style and the rest follow the same guide as the main brandmark - the YBA Kanoo Group brandmark

Horizontal lock-up - variation To be used only for signages where the sizes are restricting the usage of the other lock-ups

Brandmark | Divisions Co-branding

When on the same page, the positioning of the Co-brand should never clutter the safe space around the YBA Kanoo Subdivision brandmark and it should be at least 10% smaller in scale from the YBA Kanoo Subdivision brandmark.

Alternatively, the Co-brand can stand alone in YBA Kanoo colaterals as long as it respects visual rules of the brand.

When used on the sub division colour background, co-brand should be used in all white colour as showed on this page.

NOTE

All the rules such as clear space, minimum size, colour backgrounds, incorrect usage, graphic device rules, typography, image style and the rest follow the same guide as the main brandmark - the YBA Kanoo Group brandmark



Co-branding example - business card (back side), e-signature and letterhead

Brand Elements | Divisions

Colour

Brand Division colour palette

Each colour represents a specific Division only and should only be used in collaterals and visuals of that particular Division.



SHIPPING

Pantone Process Blue C
CMYK 100 | 35 | 7 | 0
RGB 0 | 130 | 202



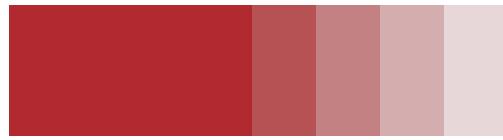
LOGISTICS

Pantone 326 C
CMYK 86 | 2 | 41 | 0
RGB 0 | 175 | 170



INDUSTRIAL & ENERGY

Pantone 7739 C
CMYK 0 | 54 | 95 | 0
RGB 255 | 144 | 21



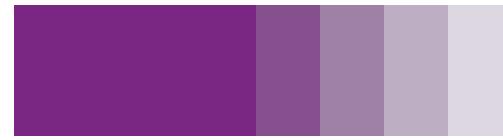
TRAVEL

Pantone 1805 C
CMYK 21 | 97 | 90 | 12
RGB 178 | 41 | 46



REAL ESTATE

Pantone 432 C
CMYK 79 | 64 | 52 | 44
RGB 50 | 62 | 72



CAPITAL

Pantone 2612 C
CMYK 64 | 100 | 11 | 2
RGB 122 | 38 | 130

NOTE

All the rules such as clear space, minimum size, colour backgrounds, incorrect usage, graphic device rules, typography, image style and the rest follow the same guide as the main brandmark - the YBA Kanoo Group brandmark

Brand Elements | Division Overview

KANOO SHIPPING

VERTICAL LOCKUP



kanoo لل물اجة
KANOO SHIPPING

HORIZONTAL LOCKUP - RIGHT ALIGNED



HORIZONTAL LOCKUP



KANOO SHIPPING kanoo لل물اجة

COLOUR VARIATIONS



NOTE

All the rules such as clear space, minimum size, colour backgrounds, incorrect usage, graphic device rules, typography, image style and the rest follow the same guide as the main brandmark - the YBA Kanoo Group brandmark

COLOUR



PANTONE 7693 C
CMYK 100 | 75 | 31 | 14
RGB 0 | 72 | 118



PANTONE PROCESS BLUE C
CMYK 100 | 35 | 7 | 0
RGB 0 | 130 | 202

Brand Elements | Division Overview

KANOO LOGISTICS

VERTICAL LOCKUP



kanoo اللوجستية
KANOO LOGISTICS

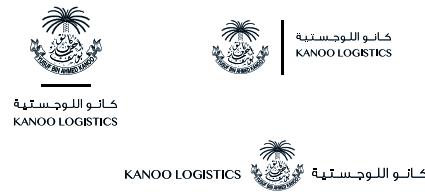
HORIZONTAL LOCKUP - RIGHT ALIGNED



HORIZONTAL LOCKUP



COLOUR VARIATIONS



NOTE

All the rules such as clear space, minimum size, colour backgrounds, incorrect usage, graphic device rules, typography, image style and the rest follow the same guide as the main brandmark - the YBA Kanoo Group brandmark

COLOUR



PANTONE 7693 C
CMYK 100 | 75 | 31 | 14
RGB 0 | 72 | 118



PANTONE 326 C
CMYK 86 | 2 | 41 | 0
RGB 0 | 175 | 170

Brand Elements | Division Overview

KANOO LOGISTICS

MOTORSPORT & EVENTS

The Division's Subdivision is written in Interstate Regular Font and is in the Division colour to match the graphic element within the brandmark lockup.

VERTICAL LOCKUP



kanoo اللوجستية
KANOO LOGISTICS
Motorsport & Events

HORIZONTAL LOCKUP - RIGHT ALIGNED



HORIZONTAL LOCKUP



COLOUR VARIATIONS



NOTE

All the rules such as clear space, minimum size, colour backgrounds, incorrect usage, graphic device rules, typography, image style and the rest follow the same guide as the main brandmark - the YBA Kanoo Group brandmark

Brand Elements | Division Overview

KANOO INDUSTRIAL & ENERGY

VERTICAL LOCKUP



كانو للصناعة والطاقة
KANOO INDUSTRIAL & ENERGY

HORIZONTAL LOCKUP - RIGHT ALIGNED



كانو للصناعة والطاقة
KANOO INDUSTRIAL & ENERGY

HORIZONTAL LOCKUP



كانو للصناعة والطاقة

COLOUR VARIATIONS



كانو للصناعة والطاقة
KANOO INDUSTRIAL & ENERGY



COLOUR



PANTONE 7693 C
CMYK 100 | 75 | 31 | 14
RGB 0 | 72 | 118



PANTONE 7739 C
CMYK 81 | 15 | 100 | 2
RGB 44 | 153 | 66

NOTE

All the rules such as clear space, minimum size, colour backgrounds, incorrect usage, graphic device rules, typography, image style and the rest follow the same guide as the main brandmark - the YBA Kanoo Group brandmark

Brand Elements | Division Overview

KANOO INDUSTRIAL & ENERGY

OIL & GAS

The Division's Subdivision is written in Interstate Regular Font and is in the Division colour to match the graphic element within the brandmark lockup.

VERTICAL LOCKUP



kanoo للصناعة والطاقة
KANOO INDUSTRIAL & ENERGY

Oil & Gas

HORIZONTAL LOCKUP - RIGHT ALIGNED



kanoo للصناعة والطاقة
KANOO INDUSTRIAL & ENERGY
Oil & Gas

HORIZONTAL LOCKUP



kanoo للصناعة والطاقة
KANOO INDUSTRIAL & ENERGY

Oil & Gas

COLOUR VARIATIONS



NOTE

All the rules such as clear space, minimum size, colour backgrounds, incorrect usage, graphic device rules, typography, image style and the rest follow the same guide as the main brandmark - the YBA Kanoo Group brandmark

Brand Elements | Division Overview

KANOO INDUSTRIAL & ENERGY MACHINERY

The Division's Subdivision is written in Interstate Regular Font and is in the Division colour to match the graphic element within the brandmark lockup.

VERTICAL LOCKUP



kanoo للصناعة والطاقة
KANOO INDUSTRIAL & ENERGY
Machinery

HORIZONTAL LOCKUP - RIGHT ALIGNED

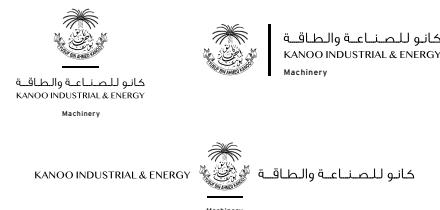


kanoo للصناعة والطاقة
KANOO INDUSTRIAL & ENERGY
Machinery

HORIZONTAL LOCKUP



kanoo للصناعة والطاقة



NOTE

All the rules such as clear space, minimum size, colour backgrounds, incorrect usage, graphic device rules, typography, image style and the rest follow the same guide as the main brandmark - the YBA Kanoo Group brandmark

Brand Elements | Division Overview

KANOO INDUSTRIAL & ENERGY

POWER & INDUSTRIAL PROJECTS

The Division's Subdivision is written in Interstate Regular Font and is in the Division colour to match the graphic element within the brandmark lockup.

VERTICAL LOCKUP



kanoo للصناعة والطاقة
KANOO INDUSTRIAL & ENERGY

Power & Industrial Projects

HORIZONTAL LOCKUP - RIGHT ALIGNED



kanoo للصناعة والطاقة
KANOO INDUSTRIAL & ENERGY
Power & Industrial Projects

HORIZONTAL LOCKUP



kanoo للصناعة والطاقة
KANOO INDUSTRIAL & ENERGY

Power & Industrial Projects

COLOUR VARIATIONS



NOTE

All the rules such as clear space, minimum size, colour backgrounds, incorrect usage, graphic device rules, typography, image style and the rest follow the same guide as the main brandmark - the YBA Kanoo Group brandmark

Brand Elements | Division Overview

KANOO TRAVEL

VERTICAL LOCKUP



سفریات کانو
KANOO TRAVEL

HORIZONTAL LOCKUP - RIGHT ALIGNED



سفریات کانو
KANOO TRAVEL

HORIZONTAL LOCKUP



سفریات کانو

COLOUR VARIATIONS



سفریات کانو
KANOO TRAVEL



سفریات کانو
KANOO TRAVEL



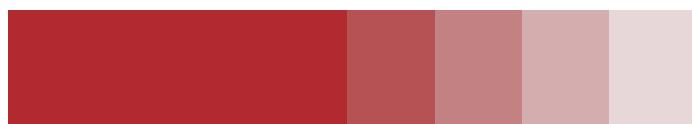
NOTE

All the rules such as clear space, minimum size, colour backgrounds, incorrect usage, graphic device rules, typography, image style and the rest follow the same guide as the main brandmark - the YBA Kanoo Group brandmark

COLOUR



PANTONE 7693 C
CMYK 100 | 75 | 31 | 14
RGB 0 | 72 | 118



PANTONE 1805 C
CMYK 21 | 97 | 90 | 12
RGB 178 | 41 | 46

Brand Elements | Division Overview

KANOO TRAVEL

MICE

The Division's Subdivision is written in Interstate Regular Font and is in the Division colour to match the graphic element within the brandmark lockup.

VERTICAL LOCKUP



سفريات كانو
KANOO TRAVEL
MICE

HORIZONTAL LOCKUP - RIGHT ALIGNED



سفريات كانو
KANOO TRAVEL
MICE

HORIZONTAL LOCKUP



KANOO TRAVEL سفريات كانو
MICE

COLOUR VARIATIONS



سفريات كانو
KANOO TRAVEL
MICE



سفريات كانو
KANOO TRAVEL
MICE



سفريات كانو
KANOO TRAVEL
MICE



سفريات كانو
KANOO TRAVEL
MICE



سفريات كانو
KANOO TRAVEL
MICE

NOTE

All the rules such as clear space, minimum size, colour backgrounds, incorrect usage, graphic device rules, typography, image style and the rest follow the same guide as the main brandmark - the YBA Kanoo Group brandmark

Brand Elements | Division Overview

KANOO TRAVEL MARINE & OFFSHORE

The Division's Subdivision is written in Interstate Regular Font and is in the Division colour to match the graphic element within the brandmark lockup.

VERTICAL LOCKUP



سفريات كانو
KANOO TRAVEL
Marine & Offshore

HORIZONTAL LOCKUP - RIGHT ALIGNED

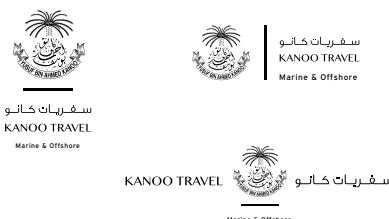


سفريات كانو
KANOO TRAVEL
Marine & Offshore

HORIZONTAL LOCKUP



COLOUR VARIATIONS



NOTE

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Brand Elements | Division Overview

KANOO TRAVEL

HOLIDAYS

The Division's Subdivision is written in Interstate Regular Font and is in the Division colour to match the graphic element within the brandmark lockup.

VERTICAL LOCKUP



سفریات کانو
KANOO TRAVEL
Holidays

HORIZONTAL LOCKUP - RIGHT ALIGNED



سفریات کانو
KANOO TRAVEL
Holidays

HORIZONTAL LOCKUP



سفریات کانو
KANOO TRAVEL
Holidays

COLOUR VARIATIONS



NOTE

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Brand Elements | Division Overview

KANOO REAL ESTATE

VERTICAL LOCKUP



kanoo للعقارات
KANOO REAL ESTATE

HORIZONTAL LOCKUP - RIGHT ALIGNED



HORIZONTAL LOCKUP



KANOO REAL ESTATE kanoo للعقارات

COLOUR VARIATIONS



NOTE

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COLOUR



PANTONE 7693 C
CMYK 100 | 75 | 31 | 14
RGB 0 | 72 | 118



PANTONE 432 C
CMYK 79 | 64 | 52 | 44
RGB 50 | 62 | 72

Brand Elements | Division Overview

KANOO CAPITAL

VERTICAL LOCKUP



kanoo capital
KANOO CAPITAL

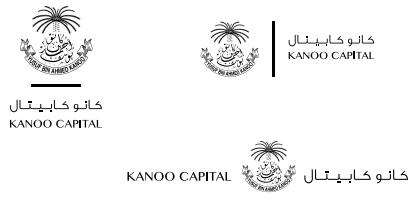
HORIZONTAL LOCKUP - RIGHT ALIGNED



HORIZONTAL LOCKUP



COLOUR VARIATIONS



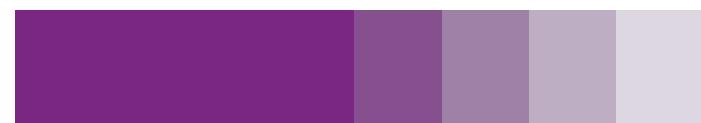
NOTE

All the rules such as clear space, minimum size, colour backgrounds, incorrect usage, graphic device rules, typography, image style and the rest follow the same guide as the main brandmark - the YBA Kanoo Group brandmark

COLOUR



PANTONE 7693 C
CMYK 100 | 75 | 31 | 14
RGB 0 | 72 | 118



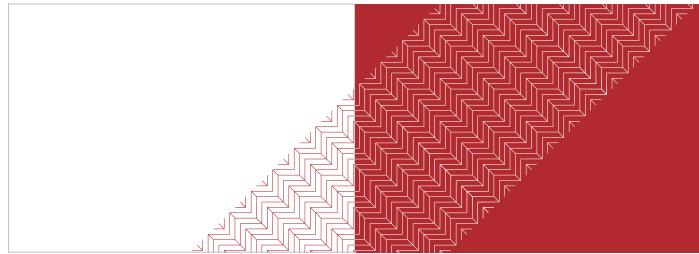
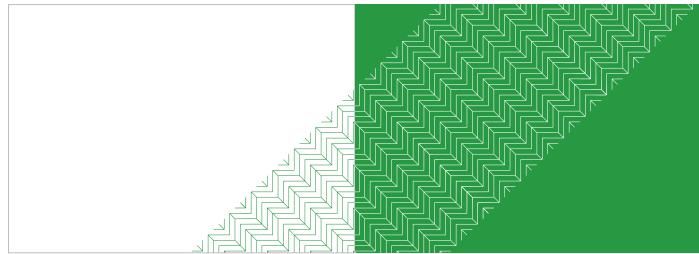
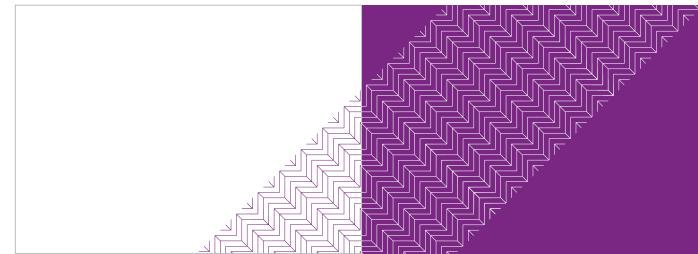
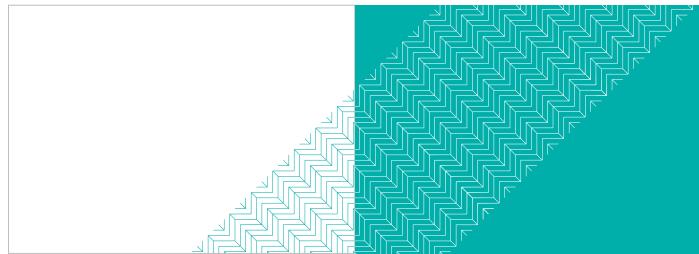
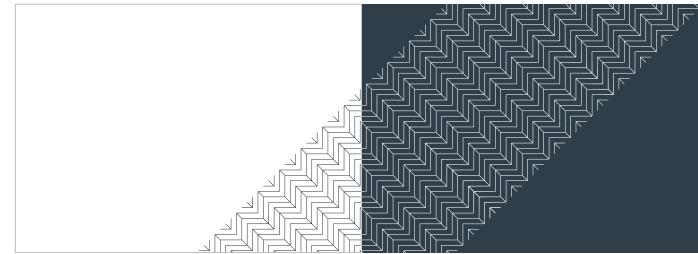
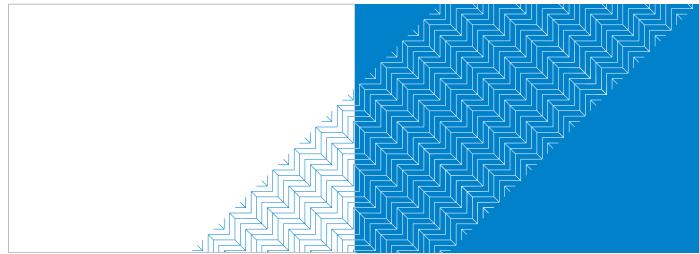
PANTONE 2612 C
CMYK 64 | 100 | 11 | 2
RGB 122 | 38 | 130

Brand Elements | Divisions

Graphic Device

Brand Division colour palette

Each colour represents a specific Division only and should only be used in collaterals and visuals of that particular Division.



NOTE

All the rules such as clear space, minimum size, colour backgrounds, incorrect usage, graphic device rules, typography, image style and the rest follow the same guide as the main brandmark - the YBA Kanoo Group brandmark

Brand Elements | Divisions

Typography

Interstate Font Family

The Interstate family of typefaces are the preferred fonts to be used for the Brand.

GE SS Font Family

For all Arabic YBA Kanoo communication, the GE SS font family is preferred.

GE SS compliments YBA Kanoo's Latin typography well with its modern, clean lines and character shapes.

Default - Arial Font Family

GE SS compliments YBA Kanoo's Latin typography well with its modern, clean lines and character shapes.

NOTE

All the rules such as clear space, minimum size, colour backgrounds, incorrect usage, graphic device rules, typography, image style and the rest follow the same guide as the main brandmark - the YBA Kanoo Group brandmark

Aa

Characters

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()?,.:;"

أ ش

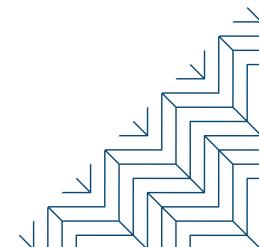
العالم المتحمل

أ ب ب ج ج د أ ب ب ج ج
ي و ن م ل ك ق ق ف غ ع ظ ط ض ص ش س ز ر د خ ج ث
! ؟ < () %

Aa

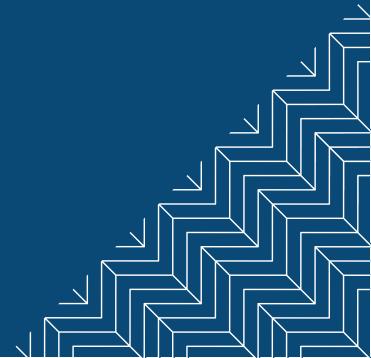
Characters

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()?,.:;"



Brand Application

How brand works across
various print materials



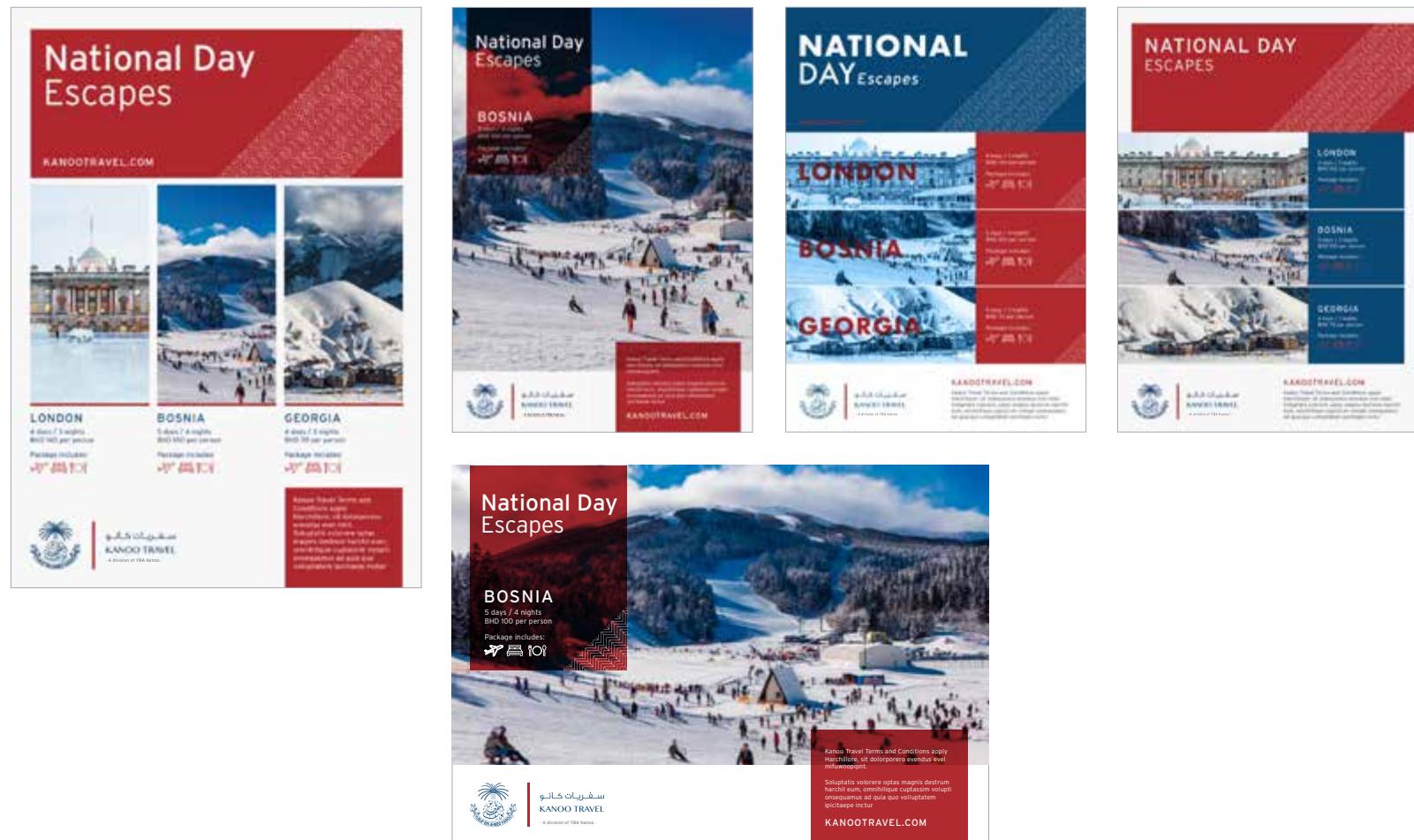
Brand Application Adverts

YBA Kanoo adverts have full flexibility in design as long as the basic brand rules are followed.

Rules to be followed:

- positioning of the brandmark
- usage of the graphic element
- right usage of division colour
- right usage of font

The examples on the right show different design layouts for Kanoo Travels.

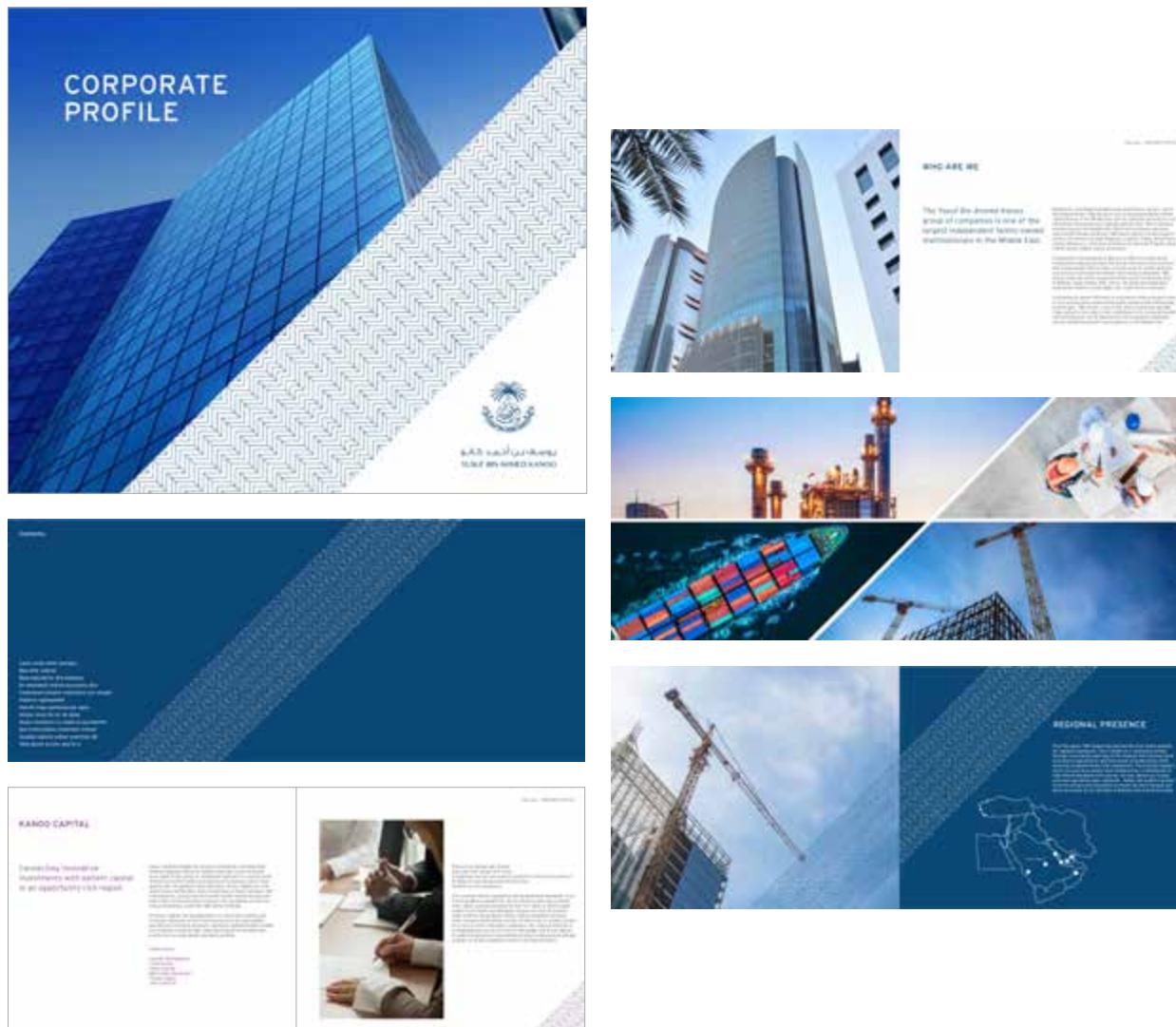


Brand Application

Brochure

Collateral material design like brochures, leaflets and corporate profiles should follow simple and clean layouts. The spreads should not be cluttered with too many images and the use of many different font sizes should be avoided.

The Division sections should include Division colour schemes as a main differentiator in the collateral materials.



Brand Application Emailers

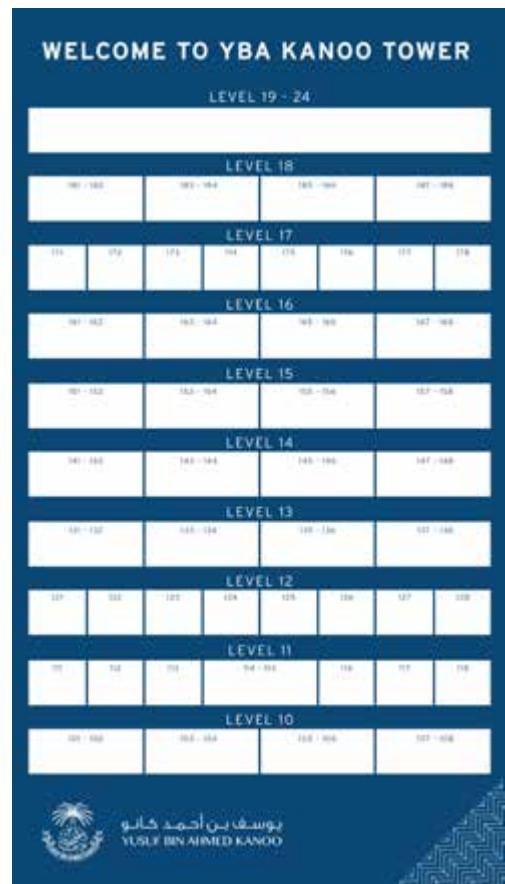
The YBA Kanoo emailer designs should keep a basic, consistent look with header and footer designs as shown on this page. The main content area has flexibility to be designed according to the message and content. However, it should still follow a clean and modern look.



Brand Application

Digital Screens

Examples of brand application for digital screens in YBA Kanoo offices.



Kanoo Tower - Entrance Screen



Office Screen 1



Office Screen 2



Office Screen 3

Brand Application

Social Media Templates

Social Media Templates

There are three different styles of YBA Kanoo social media templates.

1. Full colour logo on bright background
2. White logo on bar with graphic device
3. Full colour background with graphic device for messages only.



Instagram 1080x1080 px



Facebook & LinkedIn 1200x628 px



Twitter 1200x675 px

Brand Application

Social Media Templates

Divisions

Social Media Templates - Divisions

As for YBA Kanoo Group social media templates, those for the Division also have three different styles used with the right division colour:

1. Full colour logo on bright background
2. White logo on bar with graphic device
3. Full colour background with graphic device for messages only.



Instagram 1080x1080 px



Facebook & LinkedIn 1200x628 px



Twitter 1200x675 px

Brand Application Signage

Signage

Brand application on signages and buildings depends on building architecture and allocated space for the brandmark which can be restricted. The aim for building branding is to make it recognizable and for the signage to be legible from a distance.

For very narrow spaces we've created a specific horizontal lockup for the brandmark so that it can accommodate the space with maximum effectiveness.



Brand Guidelines

VERSION 01 / 2020

