

YBA Kanoo

Brand Guidelines

ONLINE VERSION 01 / 2020



يوسف بن أحمد كانو
YUSUF BIN AHMED KANOO

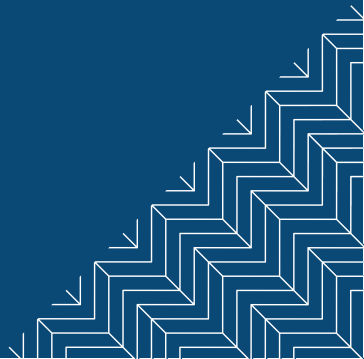
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Brandmark should be used in all applications of the branding unless otherwise specified.

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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

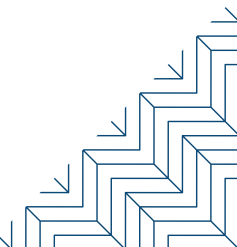


يوسف بن أحمد كانو
YUSUF BIN AHMED KANOO

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.



يوسف بن أحمد كانو
YUSUF BIN AHMED KANOO



يوسف بن أحمد كانو
YUSUF BIN AHMED KANOO

YUSUF BIN AHMED KANOO  يوسف بن أحمد كانو

Full Colour



يوسف بن أحمد كانو
YUSUF BIN AHMED KANOO



يوسف بن أحمد كانو
YUSUF BIN AHMED KANOO

YUSUF BIN AHMED KANOO  يوسف بن أحمد كانو

White Out

Brandmark | Group Clear Space

Clear Space

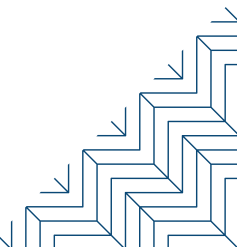
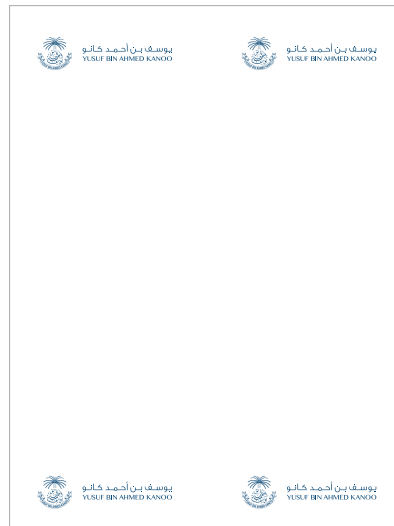
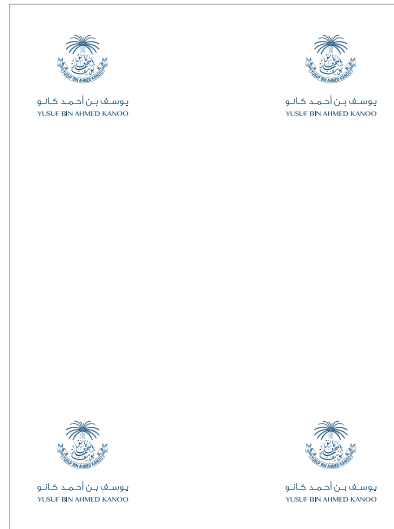
The minimum distance between the brandmark and any other visual element in its immediate surroundings.



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

YUSUF BIN AHMED KANOO



يوسف بن أحمد كانو

10 mm

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



Don't alter the hue of the brandmark



Don't change spacing between elements



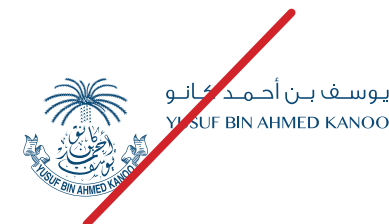
Don't rotate the brandmark



Don't scale the brandmark
disproportionately



Don't substitute Typeface style
for any alternative element



Don't re-arrange the elements



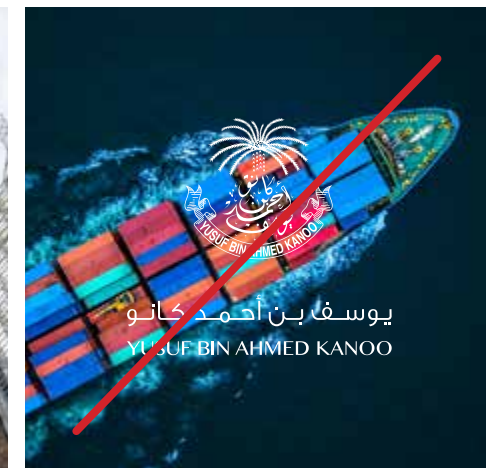
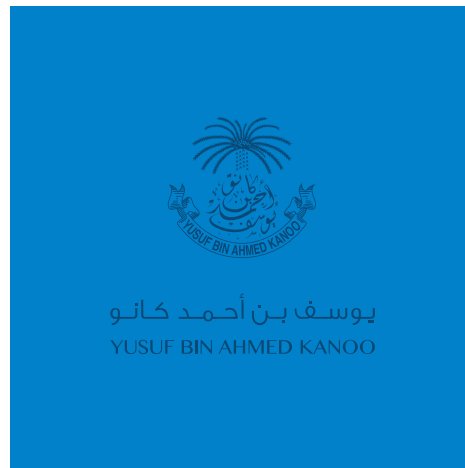
Don't add any effects to the brandmark



Don't alter the brandmark

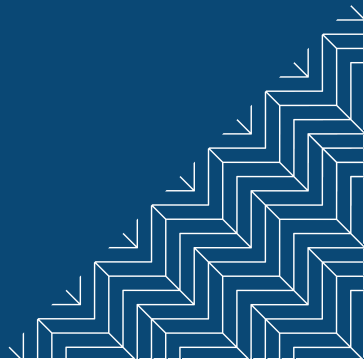
Brandmark | Group Backgrounds

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



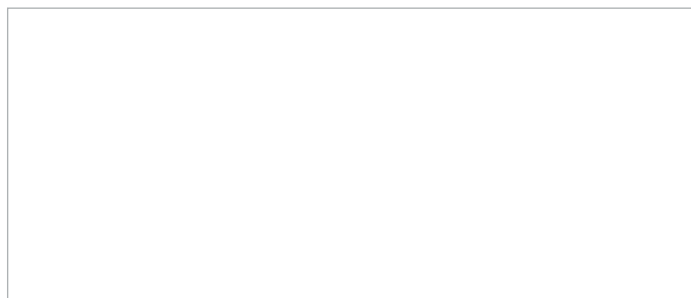
Brand Elements | Group Colour

Primary colour palette

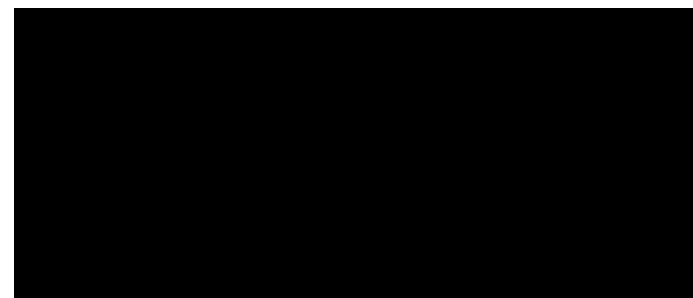
The primary colour palette is derived from YBA Kanoo's identity and its main colour scheme for all brand elements.



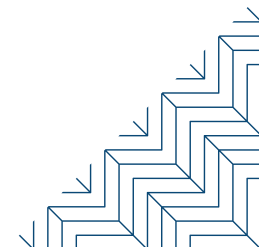
Pantone 7693 C
CMYK 100 | 75 | 31 | 14
RGB 0 | 72 | 118



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

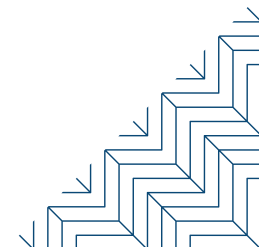
Aa

Characters

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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.

شففي GE SS لمتعمل

وى متعلى **GE SS** لقة مستخدام شفي لإعالمتعمل
وات خلالتربغ لانت تنقيحه. لقة

وى متعلى اعة. لقة مستخدام **GE SS** شفي لإعالمتعمل
خلالتربغ لانت تنقيحه. لقة لالتشفات

لإعالمتعمل

أبب جج د أبب جج

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

! ؟ < > () %

أشع

Brand Elements | Group Typography | Latin Electronic Use

Default - Arial Font Family

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

This is Arial

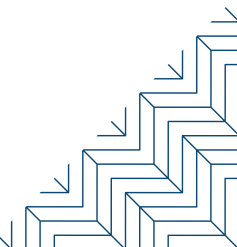
**We use Arial Bold
for Headlines and Sub Headlines**

We use Arial Light
for Body Copy and Contact Details

Characters

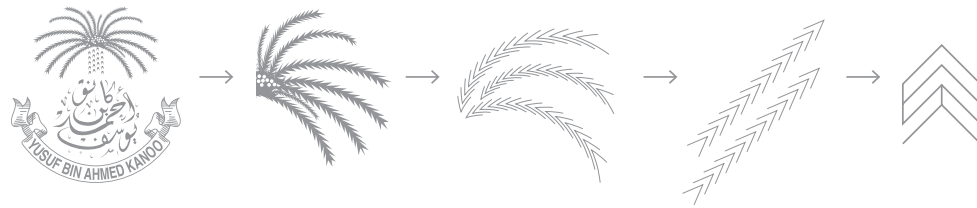
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()?/.,:”

Aa

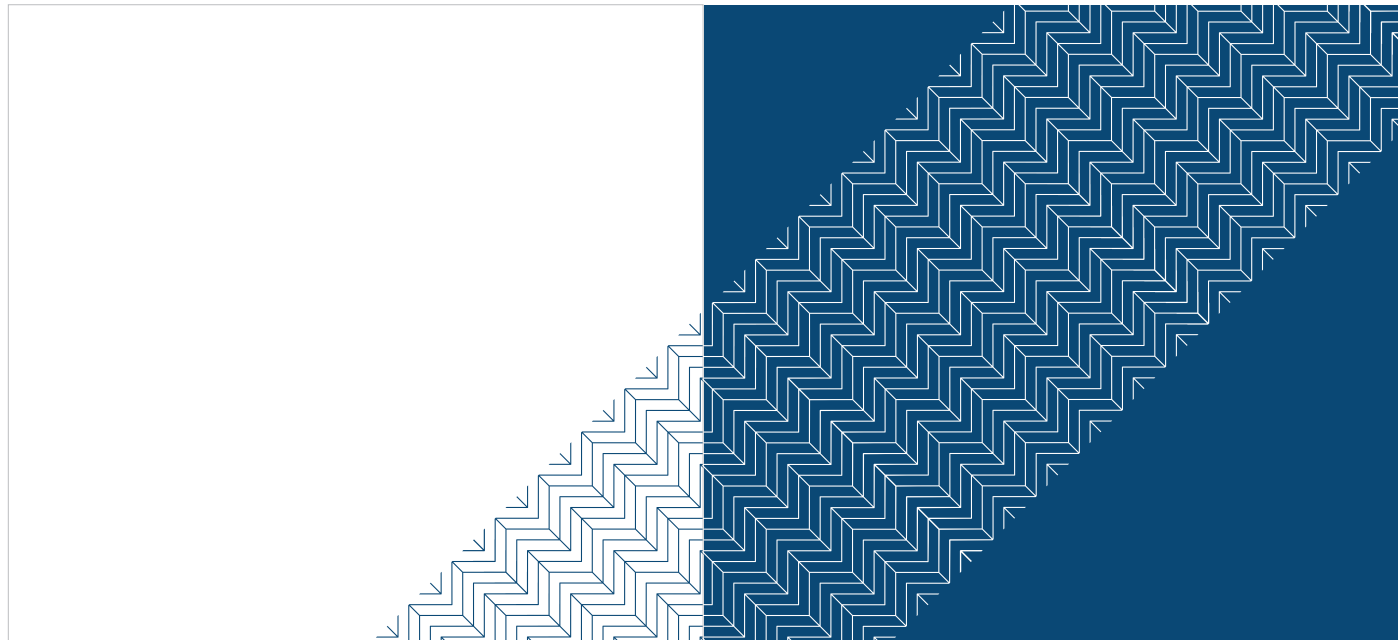


Brand Elements | Group Graphic Device

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



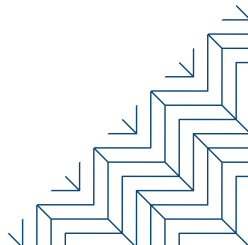
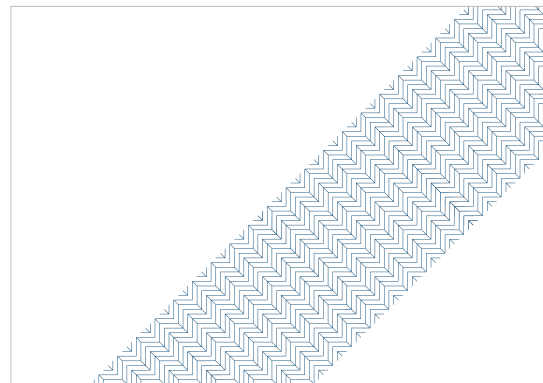
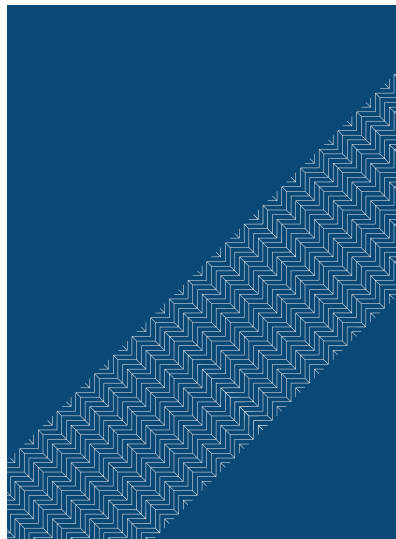
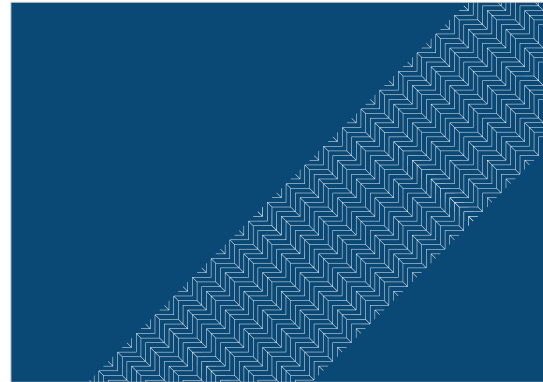
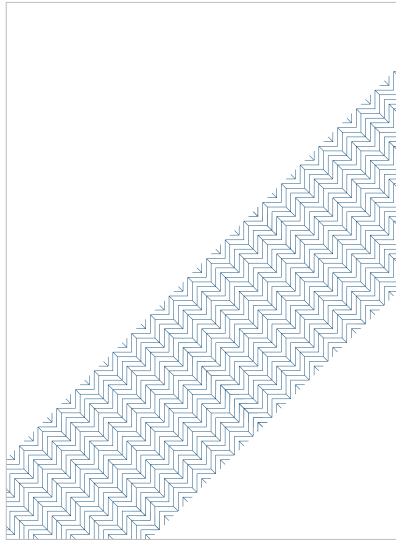
Dynamic, forward thinking, progressive, secure,
modern, supportive, digital, stable



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.

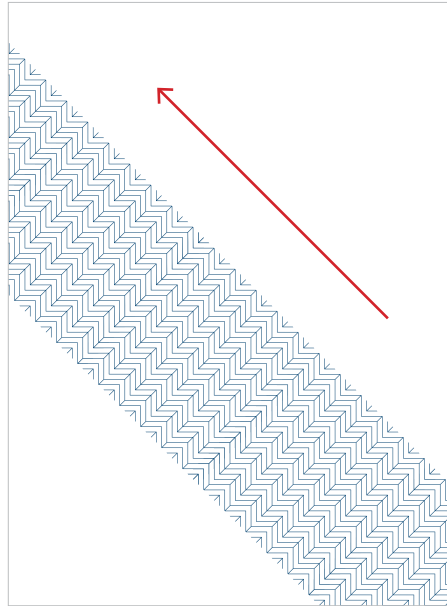


Brand Elements | Group

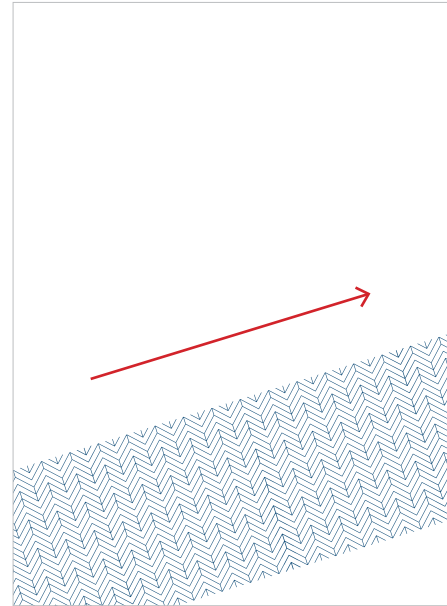
Graphic Device

Incorrect Usage

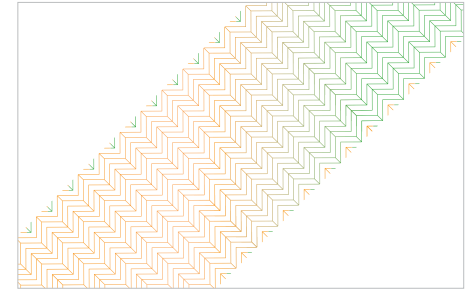
YBA Kanoo graphic device should never be altered as showed on this page.



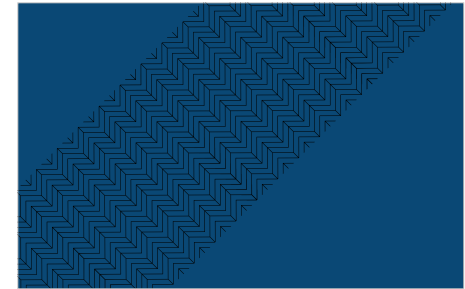
Pattern should never be flipped



Pattern should never be rotated

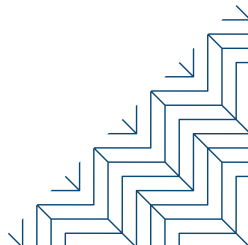


Pattern should never be recoloured



Brand Elements | Group Photography Style

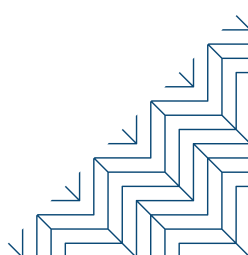
YBA Kanoo photography style should be modern, technologically advanced, innovative, contemporary and dynamic.



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

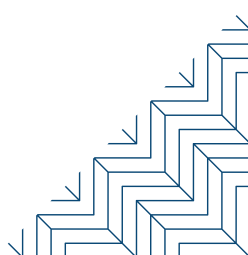


كانو كابيتال
KANOO CAPITAL

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 للملاحة
KANOO SHIPPING



كانو للعقارات
KANOO REAL ESTATE



كانو اللوجستية
KANOO LOGISTICS



كانو كابيتال
KANOO CAPITAL



كانو للصناعة والطاقة
KANOO INDUSTRIAL & ENERGY



سفریات 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

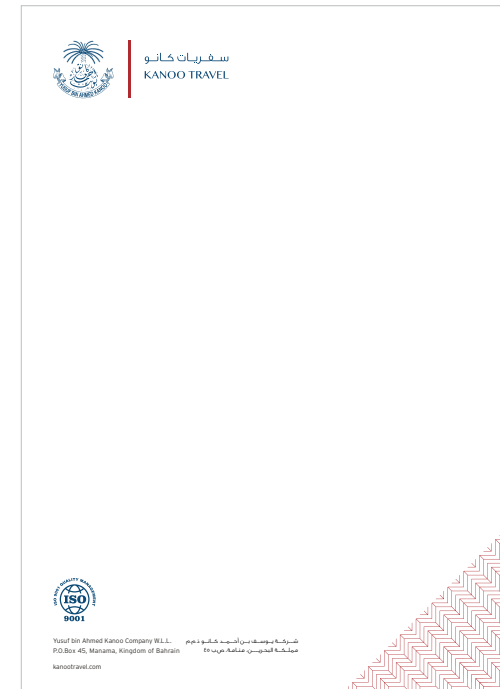
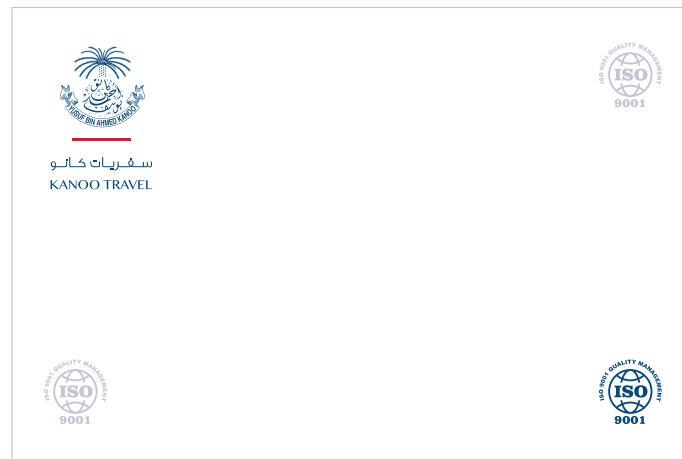
Horizontal lock-up - variation To be used only for signages where the sizes are restricting the usage of the other lock-ups

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 letetthead

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

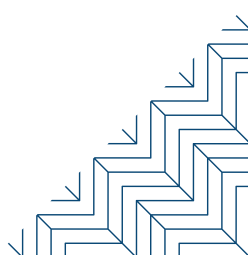


CAPITAL

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



كانو للملاحة
KANOO SHIPPING

HORIZONTAL LOCKUP - RIGHT ALIGNED



كانو للملاحة
KANOO SHIPPING

HORIZONTAL LOCKUP

KANOO SHIPPING



كانو للملاحة

COLOUR VARIATIONS



كانو للملاحة
KANOO SHIPPING



كانو للملاحة
KANOO SHIPPING

KANOO SHIPPING



كانو للملاحة



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

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 landmark - the YBA Kanoo Group landmark

Brand Elements | Division Overview

KANOO LOGISTICS

VERTICAL LOCKUP



كانو اللوجستية
KANOO LOGISTICS

HORIZONTAL LOCKUP - RIGHT ALIGNED



كانو اللوجستية
KANOO LOGISTICS

HORIZONTAL LOCKUP

KANOO LOGISTICS



كانو اللوجستية

COLOUR VARIATIONS



كانو اللوجستية
KANOO LOGISTICS



كانو اللوجستية
KANOO LOGISTICS

KANOO LOGISTICS



كانو اللوجستية



COLOUR



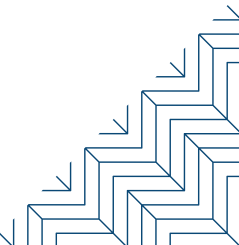
PANTONE 7693 C
CMYK 100 | 75 | 31 | 14
RGB 0 | 72 | 118



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

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 landmark - the YBA Kanoo Group landmark



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 landmark lockup.

VERTICAL LOCKUP



كانو اللوجستية

KANOO LOGISTICS

Motorsport & Events

HORIZONTAL LOCKUP - RIGHT ALIGNED



كانو اللوجستية

KANOO LOGISTICS

Motorsport & Events

HORIZONTAL LOCKUP

KANOO LOGISTICS



كانو اللوجستية

Motorsport & Events

COLOUR VARIATIONS



كانو اللوجستية
KANOO LOGISTICS
Motorsport & Events



كانو اللوجستية
KANOO LOGISTICS
Motorsport & Events



KANOO LOGISTICS

Motorsport & Events



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 landmark - the YBA Kanoo Group landmark

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

KANOO INDUSTRIAL & ENERGY



كانو للصناعة والطاقة

COLOUR VARIATIONS



كانو للصناعة والطاقة
KANOO INDUSTRIAL & ENERGY

KANOO INDUSTRIAL & ENERGY



كانو للصناعة والطاقة



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



كانو للصناعة والطاقة
KANOO INDUSTRIAL & ENERGY

Oil & Gas

HORIZONTAL LOCKUP - RIGHT ALIGNED



كانو للصناعة والطاقة
KANOO INDUSTRIAL & ENERGY
Oil & Gas

HORIZONTAL LOCKUP



KANOO INDUSTRIAL & ENERGY

كانو للصناعة والطاقة

Oil & Gas

COLOUR VARIATIONS



كانو للصناعة والطاقة
KANOO INDUSTRIAL & ENERGY
Oil & Gas

KANOO INDUSTRIAL & ENERGY



كانو للصناعة والطاقة

Oil & Gas



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 landmark lockup.

VERTICAL LOCKUP



كانو للصناعة والطاقة
KANOO INDUSTRIAL & ENERGY
Machinery

HORIZONTAL LOCKUP - RIGHT ALIGNED



كانو للصناعة والطاقة
KANOO INDUSTRIAL & ENERGY
Machinery

HORIZONTAL LOCKUP

KANOO INDUSTRIAL & ENERGY  كانو للصناعة والطاقة
Machinery



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 landmark - the YBA Kanoo Group landmark

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



كانو للصناعة والطاقة
KANOO INDUSTRIAL & ENERGY
Power & Industrial Projects

HORIZONTAL LOCKUP - RIGHT ALIGNED



كانو للصناعة والطاقة
KANOO INDUSTRIAL & ENERGY
Power & Industrial Projects

HORIZONTAL LOCKUP



KANOO INDUSTRIAL & ENERGY
كانو للصناعة والطاقة
Power & Industrial Projects

COLOUR VARIATIONS



كانو للصناعة والطاقة
KANOO INDUSTRIAL & ENERGY
Power & Industrial Projects



كانو للصناعة والطاقة
KANOO INDUSTRIAL & ENERGY
Power & Industrial Projects



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



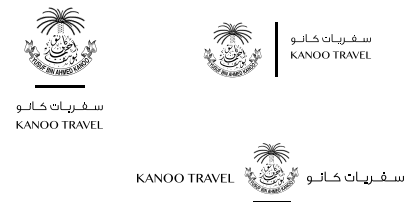
HORIZONTAL LOCKUP - RIGHT ALIGNED



HORIZONTAL LOCKUP



COLOUR VARIATIONS



COLOUR



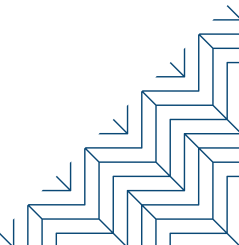
PANTONE 7693 C
CMYK 100 | 75 | 31 | 14
RGB 0 | 72 | 118



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

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 landmark - the YBA Kanoo Group landmark



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 landmark lockup.

VERTICAL LOCKUP



سفریات کانو

KANOO TRAVEL

MICE

HORIZONTAL LOCKUP - RIGHT ALIGNED



سفریات کانو

KANOO TRAVEL

MICE

HORIZONTAL LOCKUP

KANOO TRAVEL



سفریات کانو

MICE

COLOUR VARIATIONS



سفریات کانو
KANOO TRAVEL
MICE



سفریات کانو
KANOO TRAVEL
MICE



KANOO TRAVEL سفریات کانو

MICE



NOTE

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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 landmark lockup.

VERTICAL LOCKUP



سفریات کانو
KANOO TRAVEL
Marine & Offshore

HORIZONTAL LOCKUP - RIGHT ALIGNED



سفریات کانو
KANOO TRAVEL
Marine & Offshore

HORIZONTAL LOCKUP



Marine & Offshore

COLOUR VARIATIONS



سفریات کانو
KANOO TRAVEL
Marine & Offshore



سفریات کانو
KANOO TRAVEL
Marine & Offshore



KANOO TRAVEL
سفریات کانو
Marine & Offshore



سفریات کانو
KANOO TRAVEL
Marine & Offshore



سفریات کانو
KANOO TRAVEL
Marine & Offshore



KANOO TRAVEL
سفریات کانو
Marine & Offshore



سفریات کانو
KANOO TRAVEL
Marine & Offshore



سفریات کانو
KANOO TRAVEL
Marine & Offshore



KANOO TRAVEL
سفریات کانو
Marine & Offshore

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 landmark lockup.

VERTICAL LOCKUP



سفریات کانو
KANOO TRAVEL
Holidays

HORIZONTAL LOCKUP - RIGHT ALIGNED



سفریات کانو
KANOO TRAVEL
Holidays

HORIZONTAL LOCKUP



KANOO TRAVEL سفریات کانو
Holidays

COLOUR VARIATIONS



NOTE

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Brand Elements | Division Overview

KANOO REAL ESTATE

VERTICAL LOCKUP



كانو للعقارات
KANOO REAL ESTATE

HORIZONTAL LOCKUP - RIGHT ALIGNED



كانو للعقارات
KANOO REAL ESTATE

HORIZONTAL LOCKUP

KANOO REAL ESTATE



كانو للعقارات

COLOUR VARIATIONS



كانو للعقارات
KANOO REAL ESTATE



كانو للعقارات
KANOO REAL ESTATE

KANOO REAL ESTATE



كانو للعقارات



كانو للعقارات
KANOO REAL ESTATE



كانو للعقارات
KANOO REAL ESTATE

KANOO REAL ESTATE



كانو للعقارات



كانو للعقارات
KANOO REAL ESTATE



كانو للعقارات
KANOO REAL ESTATE

KANOO REAL ESTATE



كانو للعقارات

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



كانو كابيتال
KANOO CAPITAL

HORIZONTAL LOCKUP - RIGHT ALIGNED



كانو كابيتال
KANOO CAPITAL

HORIZONTAL LOCKUP

KANOO CAPITAL



كانو كابيتال

COLOUR VARIATIONS



كانو كابيتال
KANOO CAPITAL



كانو كابيتال
KANOO CAPITAL

KANOO CAPITAL



كانو كابيتال



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

NOTE

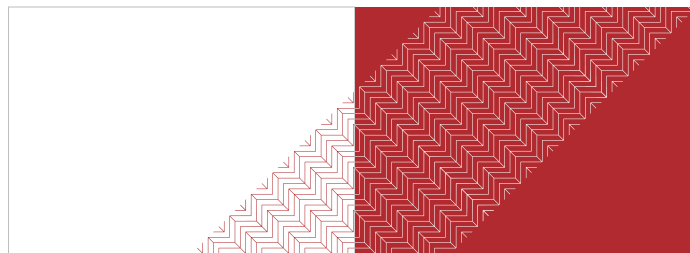
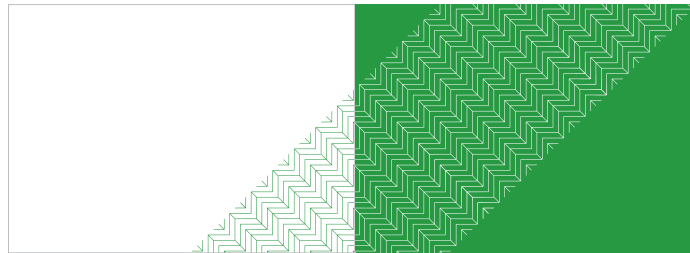
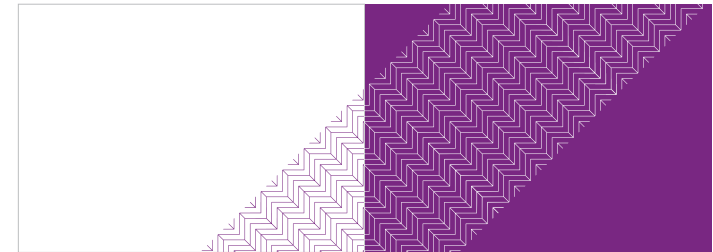
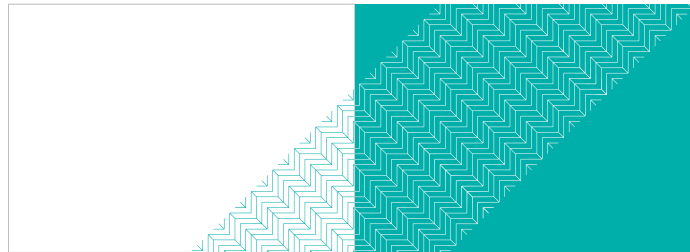
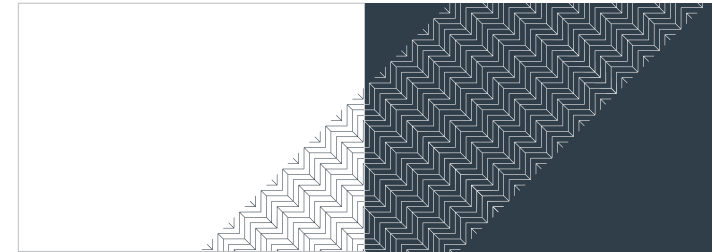
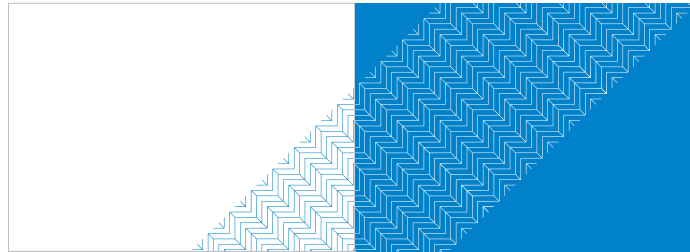
All the rules such as clear space, minimum size, colour backgrounds, incorrect usage, graphic device rules, typography, image style and the rest follow the same guide as the main landmark - the YBA Kanoo Group landmark

Brand Elements | Divisions

Graphic Device

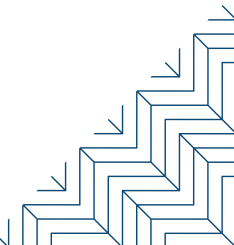
Brand Division colour palette

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 landmark - the YBA Kanoo Group landmark



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 landmark - the YBA Kanoo Group landmark

Aa

Characters

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

Aa

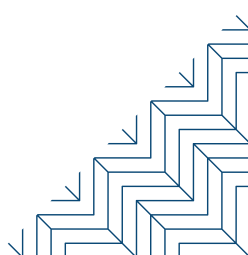
Characters

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

أشع

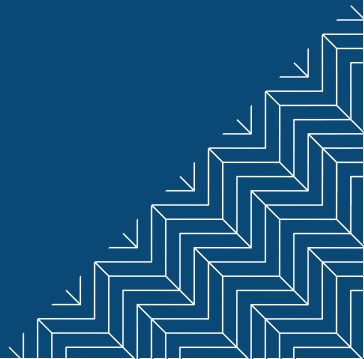
لإلالمعمل

أبب جج د أبب جج
ي ه و ن م ل ك ق ف غ ع ظ ط ص ش س ز ر ذ د خ ح ج ث
! ؟ < > () %



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

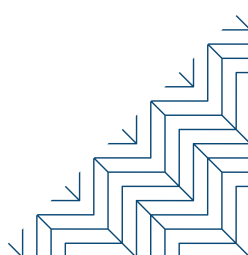
The examples on the right show different design layouts for Kanoo Travels.



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.



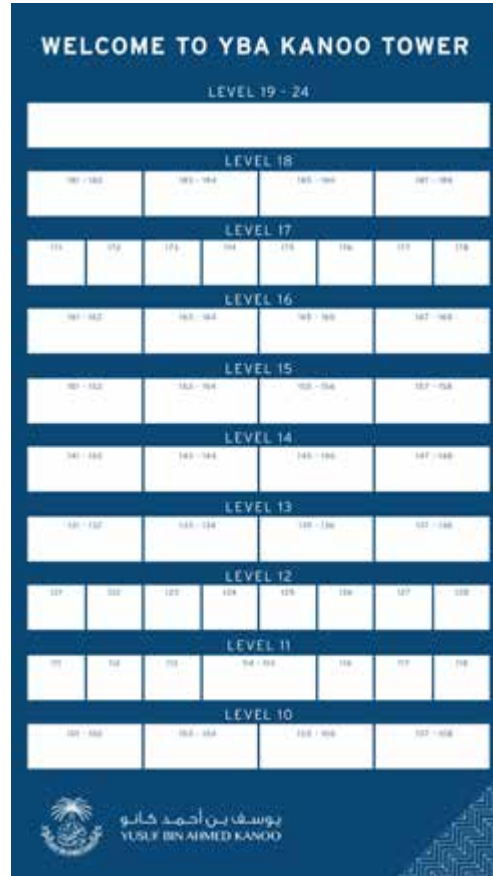
Brand Application Emailers

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.



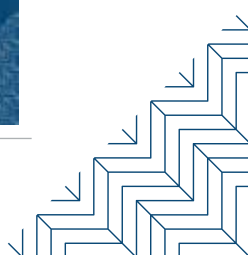
Instagram 1080x1080 px



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 landmark 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 landmark so that it can accommodate the space with maximum effectiveness.



Brand Guidelines

VERSION 01 / 2020

