



Nesma & Partners

Brand Guideline

Welcome

These guidelines describe the basic rules of designing with reproducing Nesma & Partners logo identity.

In order to gain maximum benefit from these guidelines they must be used consistently, to ensure the best representation of the Nesma & Partners brand identity.

01

Logo Standards

1.1

Our Logo

Nesma & Partners identity has been designed to reflect our brand values and personality.

In order to convey the strength and professionalism of the brand, it is essential that a consistent and confident brand representation be maintained across all applications. The brand mark should only be reproduced from master artwork and never redrawn or manipulated in any way, other than the approved formats mentioned in this document.



1.2

Minimum Size

There are recommended logotype sizes for certain standard paper sizes, as well as a minimum size.

This ensures consistency across all communication materials. The minimum size is the smallest size for which the trademark can ever be reproduced. But it is not a default size, and there is a general preference to make the trademark larger than this.

Letterhead Size



Business Card Size



Minimum Size



0.7 cm
Icon Only



2.6 cm

1.3

Exclusion Zone

A minimum exclusion zone has to surround the brand mark.

This is to ensure that it is always prominent and does not become obscured by surrounding information or text elements.

In all brand applications, this zone must be used unless instructed otherwise. The formula for this exclusion zone is obtained from Icon in the logo, as demonstrated in the diagram below.



1.4

Usage with background

Applying the logo on certain mediums enforces alternative adaptations.

On Brand colours (Background)

Wordmark in white while on dark coloured backgrounds.



Whole logo in white while on lighter/ brighter coloured backgrounds.



On Image

(Image with having sufficient contrast.)



1.5

Alternative Usage

Applying the logo on certain mediums enforces alternative adaptations.

Brand & White Usage

If there are color limitations in the medium of production, the logo is to be produced in 100% black or white.



Limited Usage



This layout of the logo is only for limited usage, specifically made for signages and limited spaces (small areas where legibility of the full logo would be compromised).

Special Production

Silver Foil, Deboss or Emboss



When applying the logo in a special production method, such as foiling - Silver foil is recommended. Other method recommended is either Deboss or Embossing

1.6

What Not to Do

Incorrect Usage of the Logo

The examples shown here demonstrate different ways of unacceptable logo alterations. They are here to show how the brand becomes undermined by any alteration to the logo. Always reproduce the logo from master artwork, do not attempt to recreate the logo.



Do not skew the logo nor distort its proportions.



Do not distort, rearrange, or alter the elements within the logo.



Do not use the coloured logo formats on coloured backgrounds, other than specified or without sufficient contrast.



Do not apply drop shadow, or any other effect that affects the look.



Do not alter/rotate the elements within the logo.



Do not tilt the logo.

02

Brand Elements

2.1

Brand Colours

Our brand is comprised of mainly two colours that has been endorsed to be used through our communication media.

The preferred application is Pantone® Matching System (PMS), which has coated (C) and uncoated (U) variation, based on the application produced. You can also convert these spot colours to four-colour process (CMYK), for reproduction in four-colour process printing. The other colouring option (RGB) is provided for the multimedia and web usage.

Primary Colors

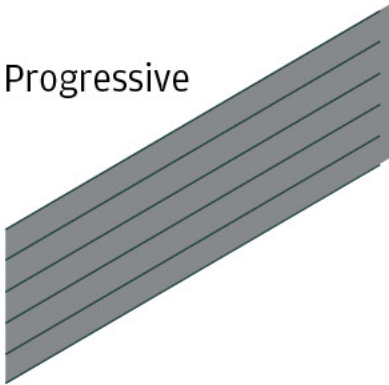
Pantone 151 C Pantone 2013 U R 255 C 0 G 128 M 60 B 30 Y 100 K 0 #ff801e		Pantone 3 C Pantone 6 U R 22 C 67 G 25 M 44 B 23 Y 67 K 95 #161917	
---	--	---	--

Secondary Colors

Pantone 7476 C Pantone 323 U R 34 G 64 B 61 #21403d	Pantone 2013 C Pantone 2010 U R 250 G 160 B 0 #f9a000
Pantone 2237 C Pantone 7711 U R 67 G 128 B 122 #42807a	

2.2 Brand Element

Progressive



Bold,
Reliable



The upward strip embodies Nesma & Partners' progressively higher quality standards driven by its consistent efforts and trusted partnerships.

2.3

Brand Tagline

The tagline is designed to provide further definition to the brand's service.

A tagline can also be a way of furthering the value of your company and provide an additional persuasive push. It can be an integral part of the logo design or a separate element to be used within further branding.

The brand tagline can be used in brand applications where it has a full version of the logotype within the application or on the same visual plane.

معاً نبني التميز
**TOGETHER, WE BUILD
EXCELLENCE**



معاً نبني التميز
**TOGETHER, WE BUILD
EXCELLENCE**

Thank You

For inquiries and more information, please contact the following email:

Communications@nesmapartners.com

Stay Connected

