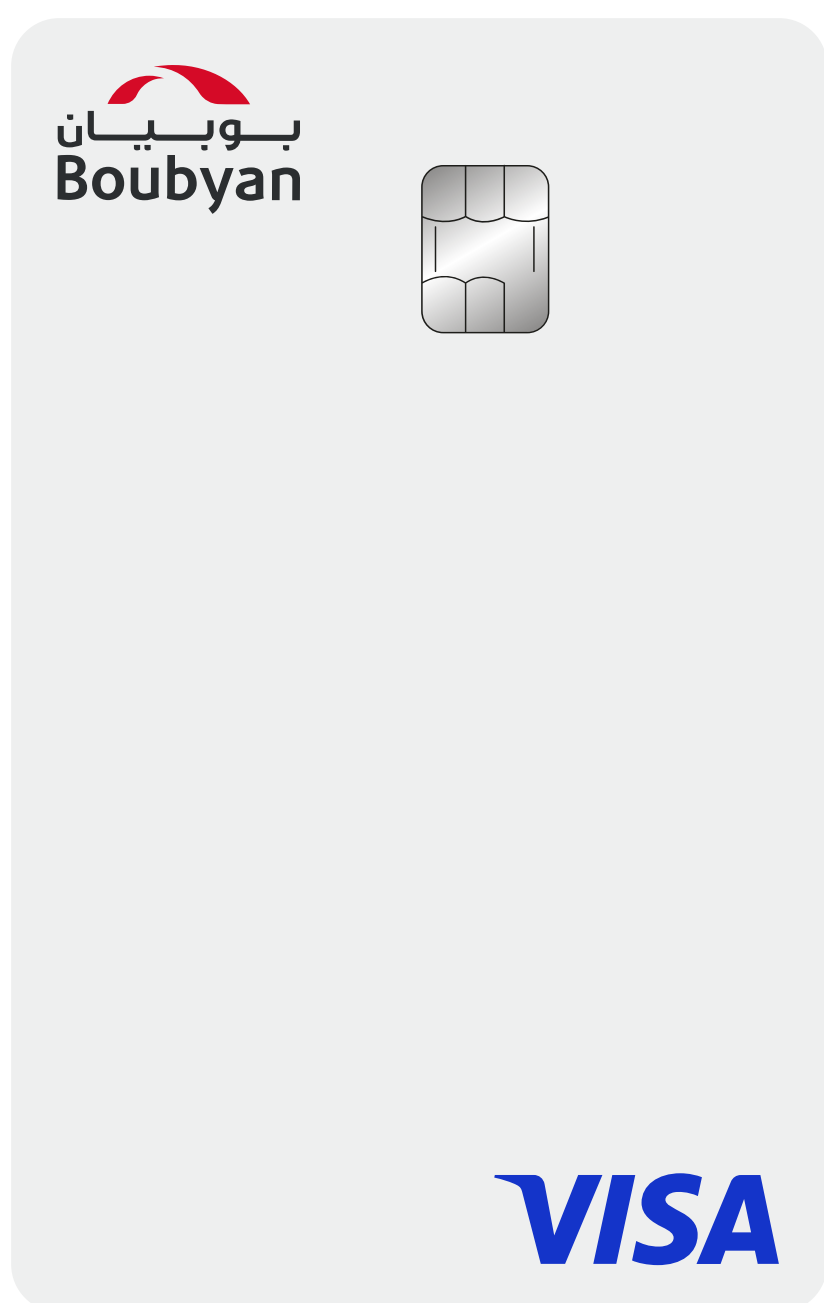
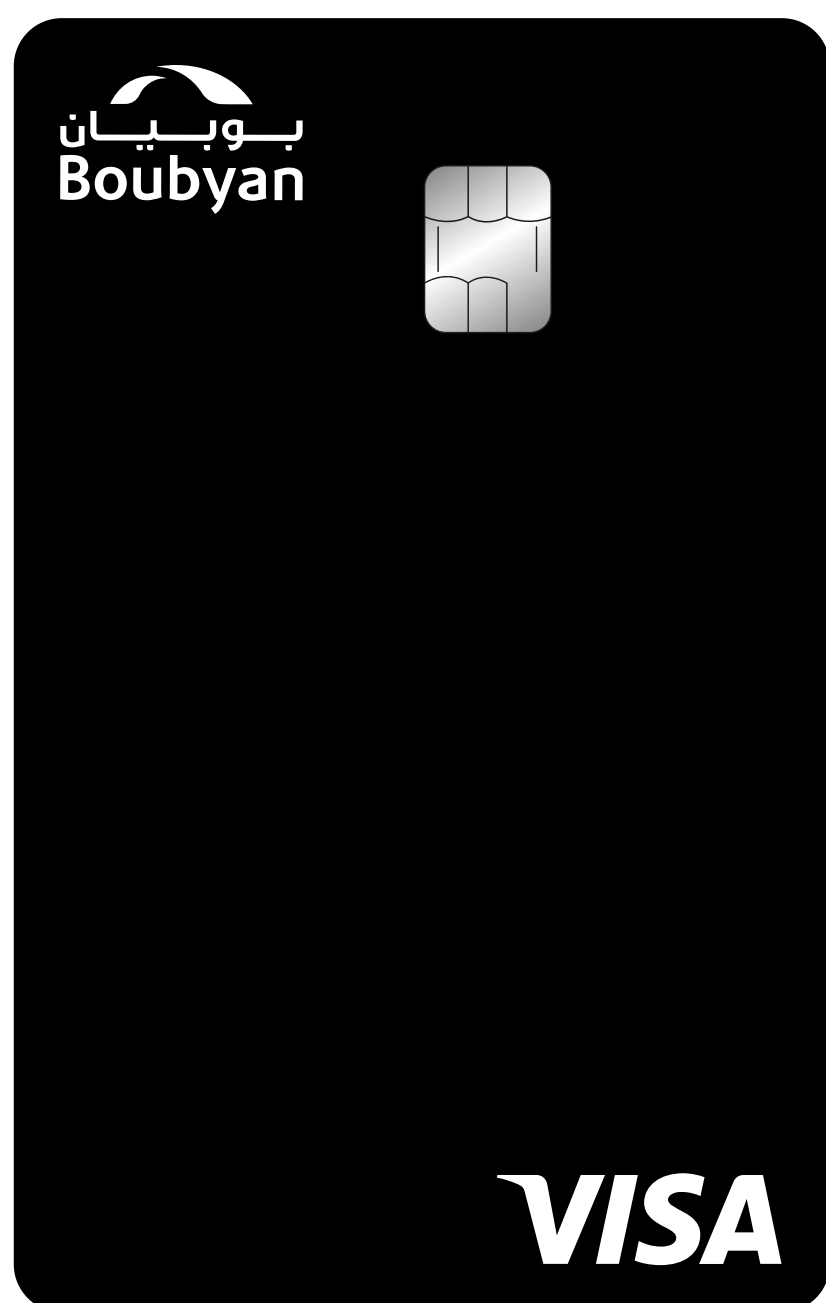


Light Option



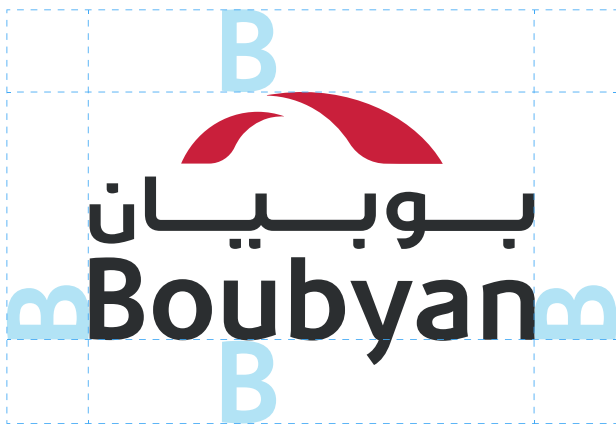
85.6mm

Dark Option



53.98mm

Guidelines



Clear space

A clear space should always be provided around the logo as shown. This space is defined by Boubyan's 'B' height taken from the logo at usage size.

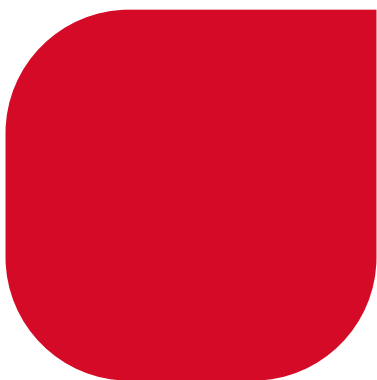
This means that the space surrounding the logo will proportionately have the same amount of space around it regardless of usage size.

When placing the brandmark on imagery, use the clear space area as a guide to protect the brandmark from distracting elements.

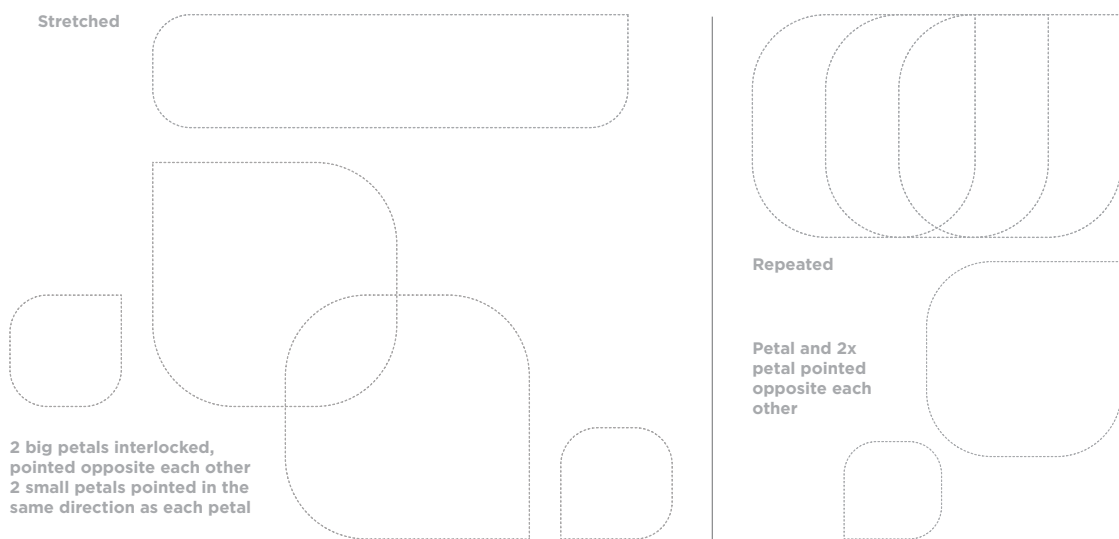
This clear space area is a minimum and should be increased wherever possible.

Graphic device: THE PETAL usage

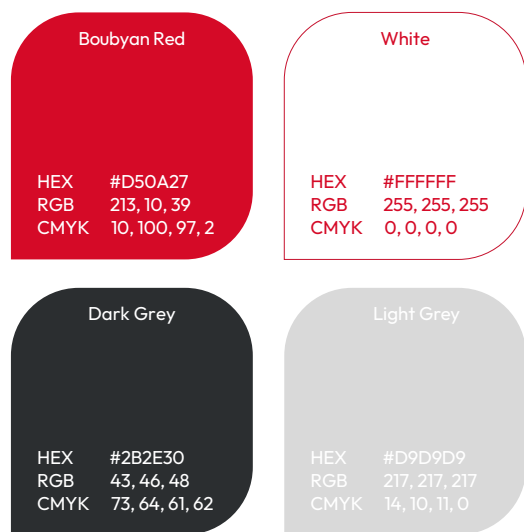
The petal can be used in multiple dynamic ways to ensure an always exciting design style while remaining consistent. It provides opportunities to ensure usage of the supporting element for all case scenarios.



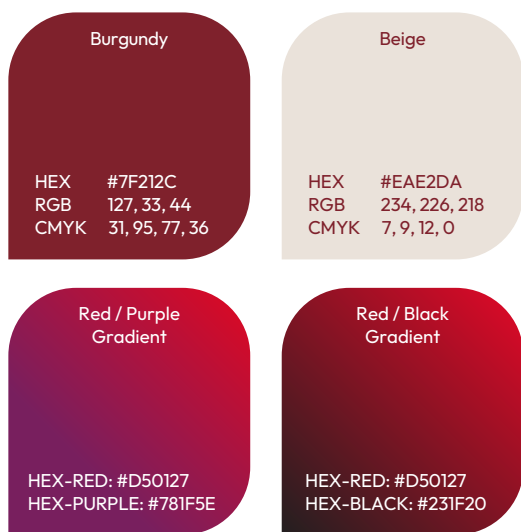
Whether stretched to encompass
copy, interlocked as a backdrop or
ornament, Opposed as a symbol, or repeated in various
strengths as its own pattern.



Color Palette



Primary Color Palette



Secondary Color Palette

Boubyan red is our official brand color and is a predominant part of all branding and communications, used exclusively on collaterals, headlines, and main graphical elements.

Our secondary color palette is provided as a support to ensure consistent yet dynamic utility. These are meant to be used as backdrops for designs, or supporting the main palette though body text, buttons, and booths.

When using gradients, the applied direction should best support the visual it is a part of.

Important. On screen, we use the Hex and RGB values. In print we use the CMYK values and in some cases Pantone colours.

Typography is an essential element within our design system. The primary typeface family for Arabic text is The Sans Arabic. The primary typeface family for the English text is Gotham.

Headers - Gotham Bold

**Lorem ipsum
dolor sit amet**

Subheaders - Gotham Light

Lorem ipsum dolor sit amet,
 consectetur adipiscing elit.

Body - Gotham Light

Donec nec justo eget felis facilis fermentum.
Aliquam porttitor mauris sit amet orci. Aenean
dignissim pellentesque felis. Morbi in sem quis dui
placerat ornare. Pellentesque odio nisi, euismod in,
pharetra a, ultricies in, diam. Sed arcu. Cras
consequat. Praesent dapibus.

Headers - The Sans Arabic Bold

التركيز على الشكل استخدام طريقة لوريم

Subheaders - The Sans Arabic Light

هناك حقيقة مثبتة منذ زمن طويل وهي أن المحتوى المقروء مصفحة ما سيؤدي إلى القارئ عن التركيز على الشكل الخارجي

Body - The Sans Arabic Light

هناك حقيقة مثبتة منذ زمن طويل وهي أن المحتوى المقروء مضيء ما سيؤدي الفارئ أن التركيز على الشكل الخارجي للنص أو شكل توضع الفقرات في الصفحة التي يقرأها. ولذلك يتم استخدام طريقة لوريم إيسومر لأنها تعطي هناك حقيقة مثبتة منذ زمن طويل وهي أن المحتوى المقروء مضيء ما سيؤدي الفارئ أن التركيز على الشكل الخارجي للنص أو شكل توضع الفقرات في الصفحة التي يقرأها. ولذلك