

# ALKHATHLAN HOLDING BRANDING PRESENTATION



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## ALKHATHLAN HOLDING

Alkhatlan Holding Co. is the brainchild of Mr. Mohammed Rashid Alkhatlan, a pioneer with a vision to inculcate unparalleled value for clients in every part of his business portfolio. His vision of the company still lives strong in every employee and has led to Alkhatlan Holding Co. becoming a market leader in its niches.



### LOGO ELEMENTS

The icon is seen in one solid color making it simple, friendly and iconic.



### LOCKUP OF OUR LOGO

The lockup of our logo consists of the icon and the wordmark. The icon is placed to the right of the wordmark, keeping their relative sizes into consideration.



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### LOGO CONCEPT



### USE ON DIFFERENT BACKGROUNDS





# ALKHATHLAN HOLDING

ALKHATHLAN HOLDING COMPANY  
LEADING INNOVATION IN CONSTRUCTION, REAL ESTATE, AND INVESTMENTS



COLOR PALETTE  
PRIMARY



COLOR PALETTE  
SECONDARY

# ALKHATHLAN HOLDING

## TYPOGRAPHY

الاستثمارات

ض

## ARABIC TYPE

ض  
URW DIN extrabold

ض  
URW DIN regular

ض  
URW DIN bold

ض  
URW DIN light

ض  
URW DIN type medium

ض  
URW DIN thin

## ENGLISH TYPE

## INVESTMENTS

Nn

Aa  
URW DIN extrabold

Aa  
URW DIN regular

Aa  
URW DIN bold

Aa  
URW DIN light

Aa  
URW DIN medium

Aa  
URW DIN thin

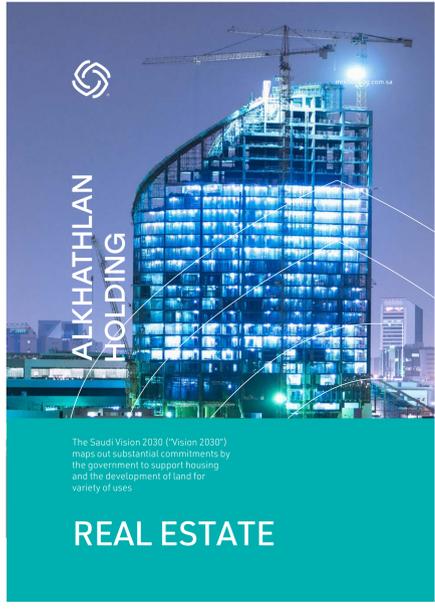
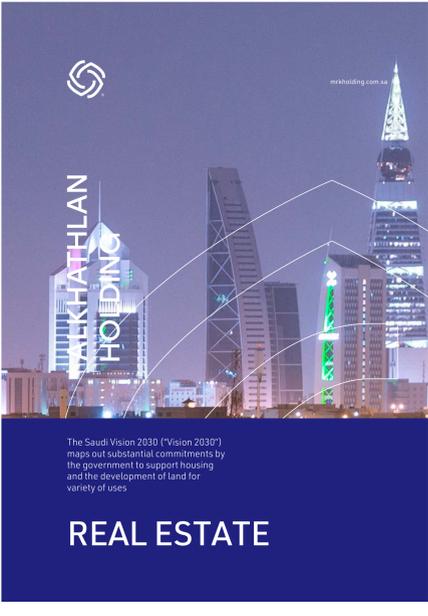
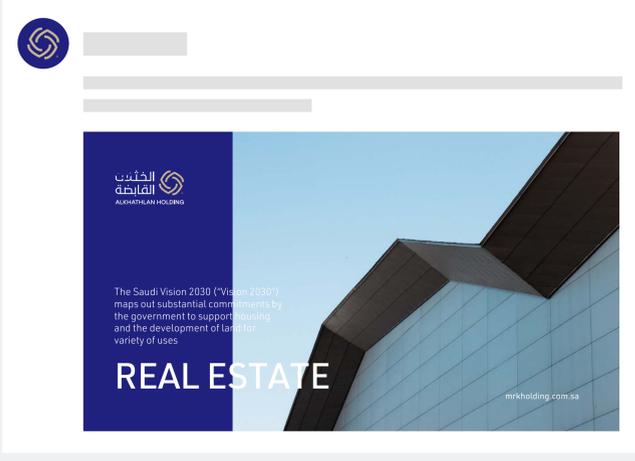
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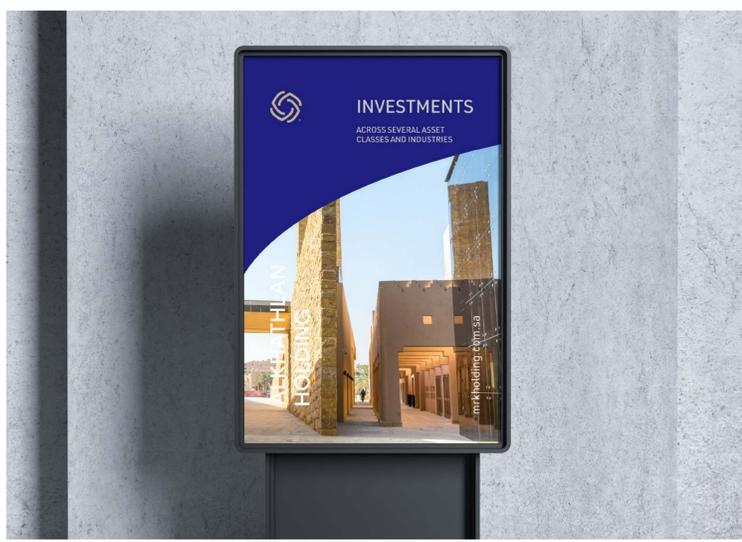
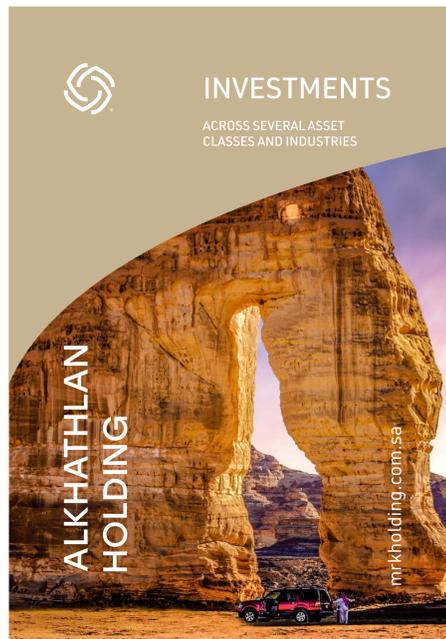
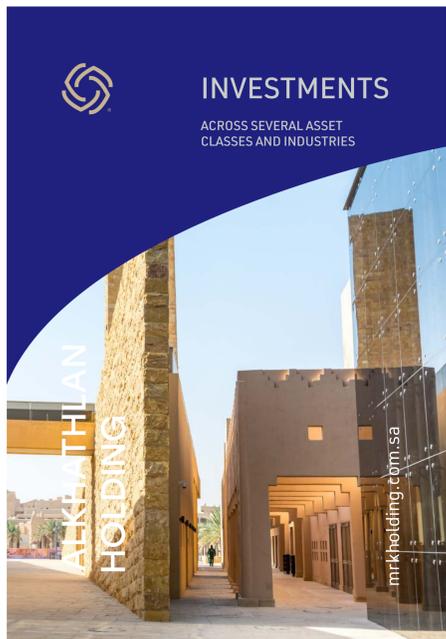
real estate

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ALKHATHLAN  
HOLDING

Lana Services is your creative partner

THANKS