

# JAWDAH CABLES BRANDING PRESENTATION



iana

## JAWDAH CABLES

To create long-term added value for our stakeholders through best-in-class products and services



### LOGO ELEMENTS

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

كابلات الجودة  
Jawdah Cables



### 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.

كابلات الجودة  
Jawdah Cables



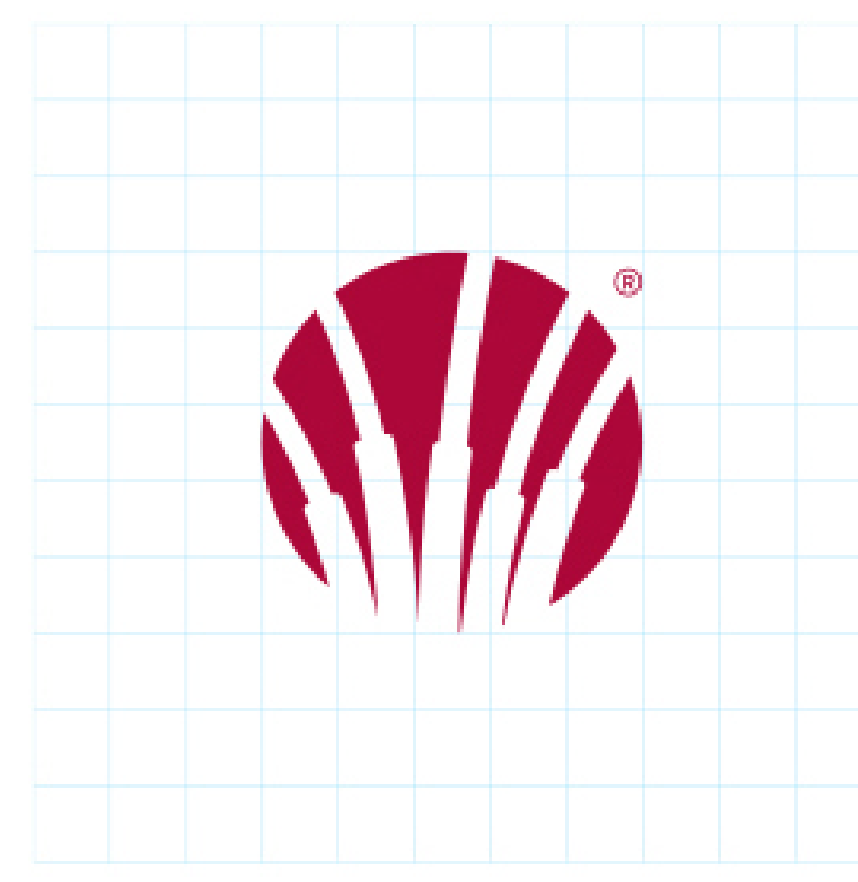
### LOCKUP OF OUR LOGO

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.

### LOGO CONCEPT

تجريد الدائرة  
لتناسب مع معايير  
الجودة وإبراز الريفوتة  
لتنجاس مع العالمية

استخدمنا الدائرة هنا  
لتعبر عن حلقات وشكل  
الكابلات  
من ثم رسم تكرار الكابلات  
للدلالة على تنوعها  
وتعدد طبقات الكابلات التي  
تميز بها كابلات الجودة خصوصاً



LOGO LOCKUP  
ELEMENT IDEA



### USE ON DIFFRENET BACKGROUNDS

كابلات الجودة  
Jawdah Cables



كابلات الجودة  
Jawdah Cables



كابلات الجودة  
Jawdah Cables



كابلات الجودة  
Jawdah Cables





# Jawdah Cables



## LOGO LOCKUP COLOR PALETTE

PRIMARY  
COLORS



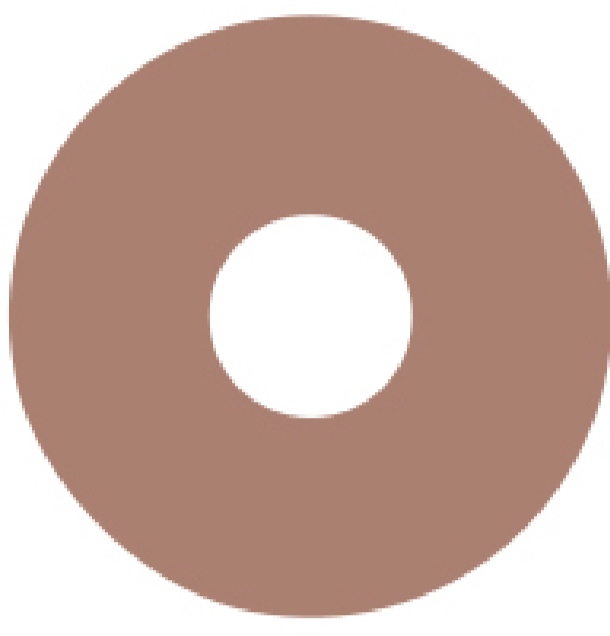
hex  
#93103A

PRIMARY  
COLORS



hex  
#93103A

PRIMARY  
COLORS



hex  
#93103A

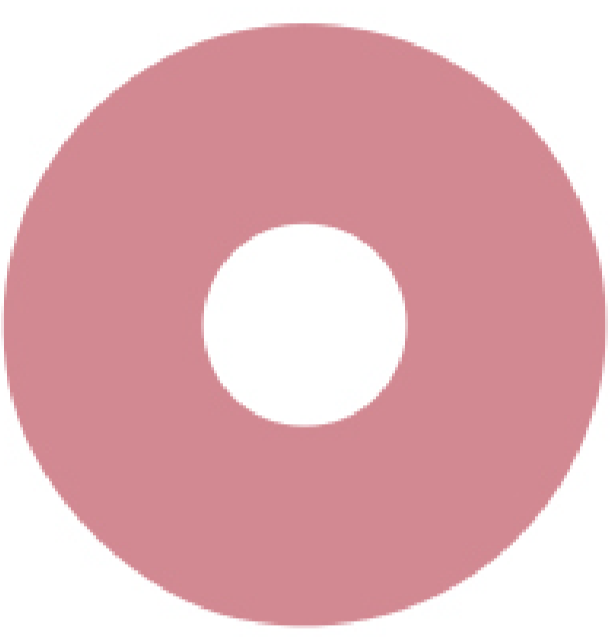
COLOR PALETTE  
PRIMARY

SECONDARY  
COLORS



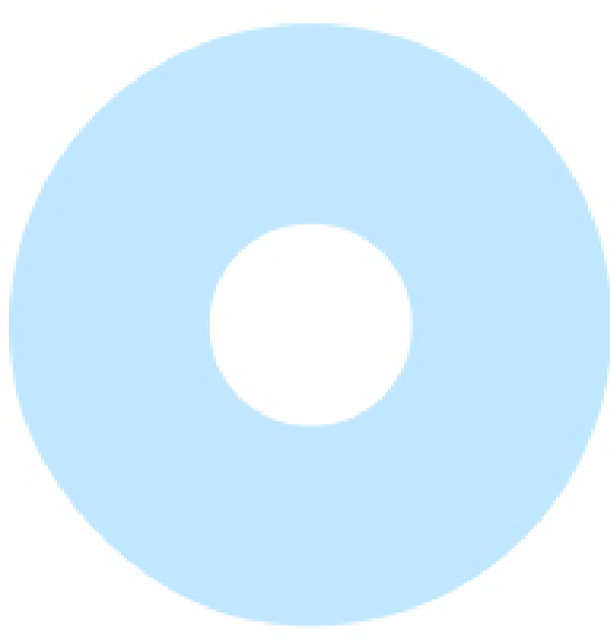
hex  
#93103A

SECONDARY  
COLORS



hex  
#93103A

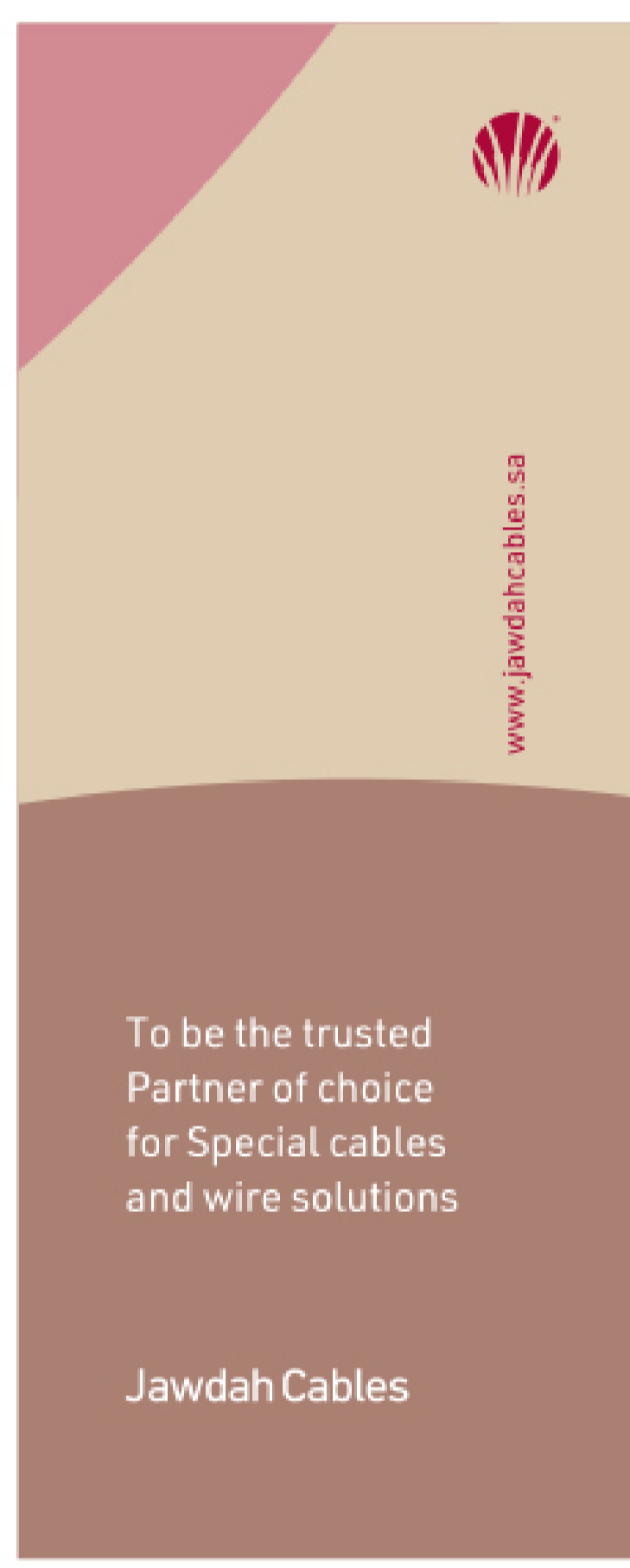
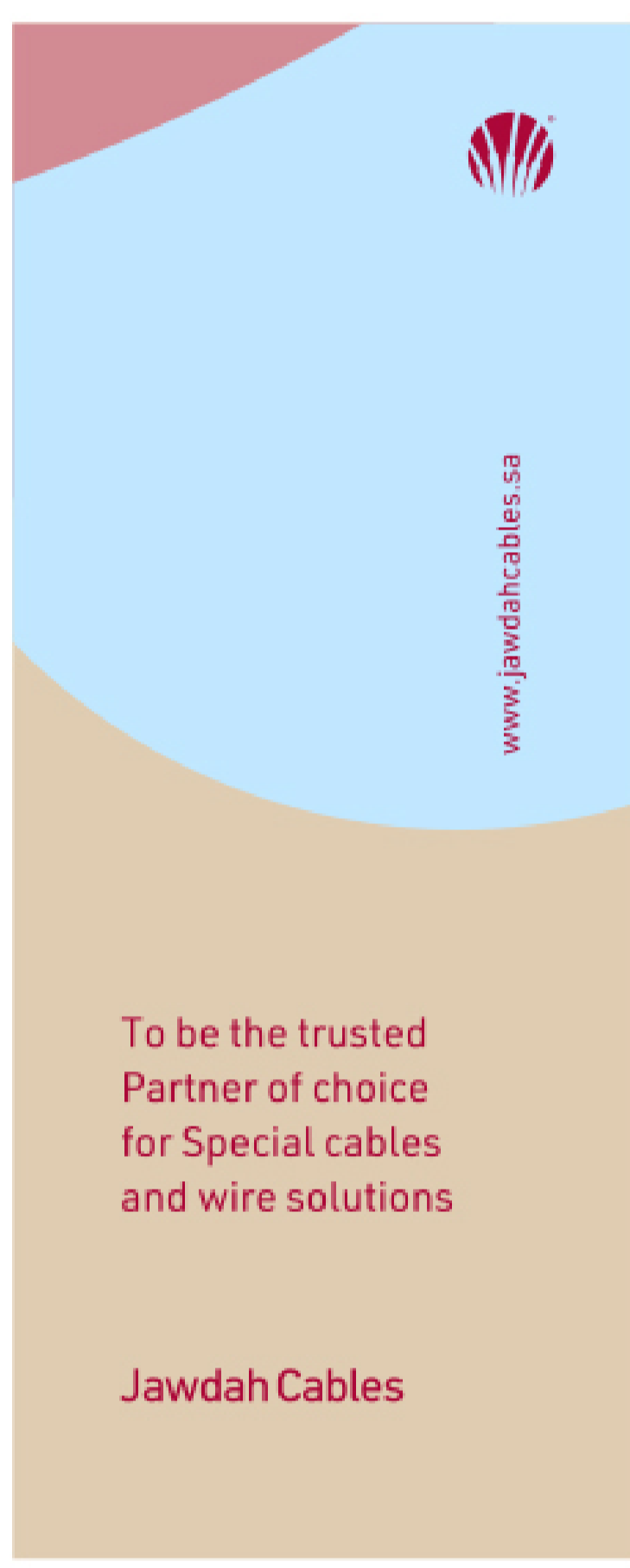
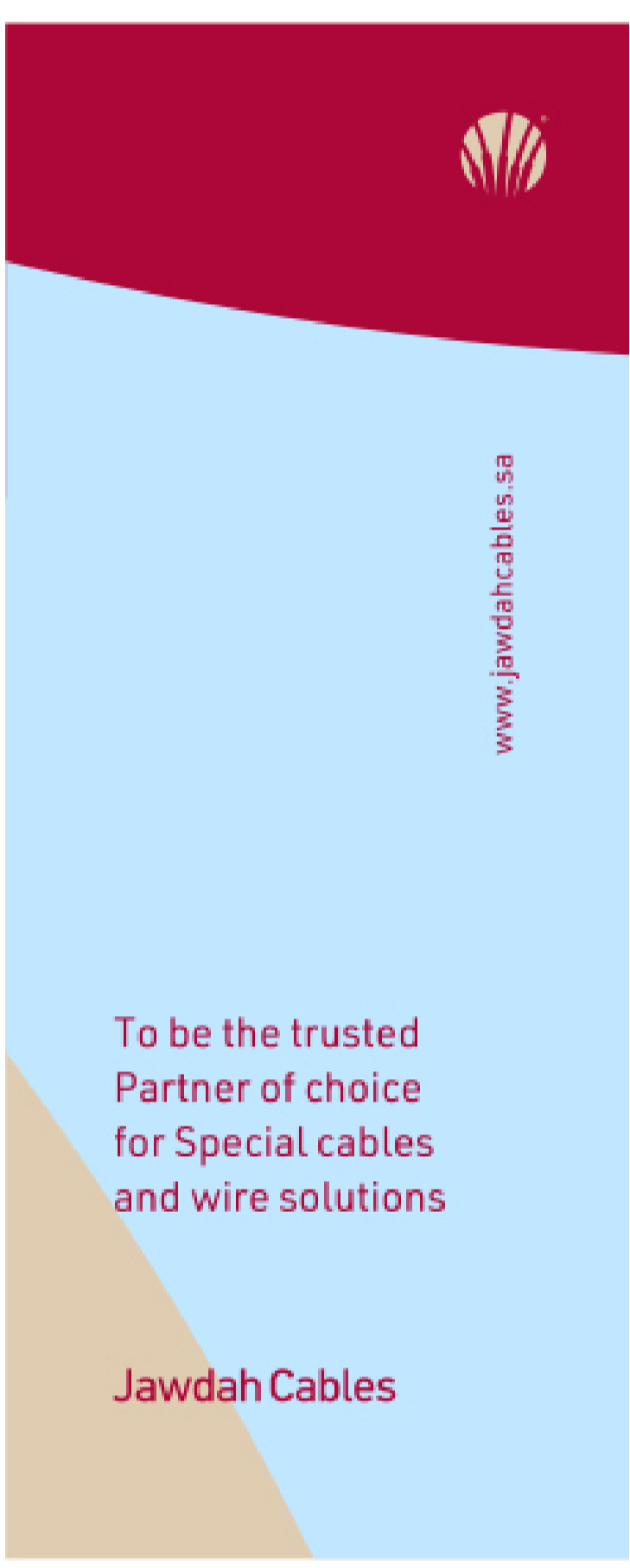
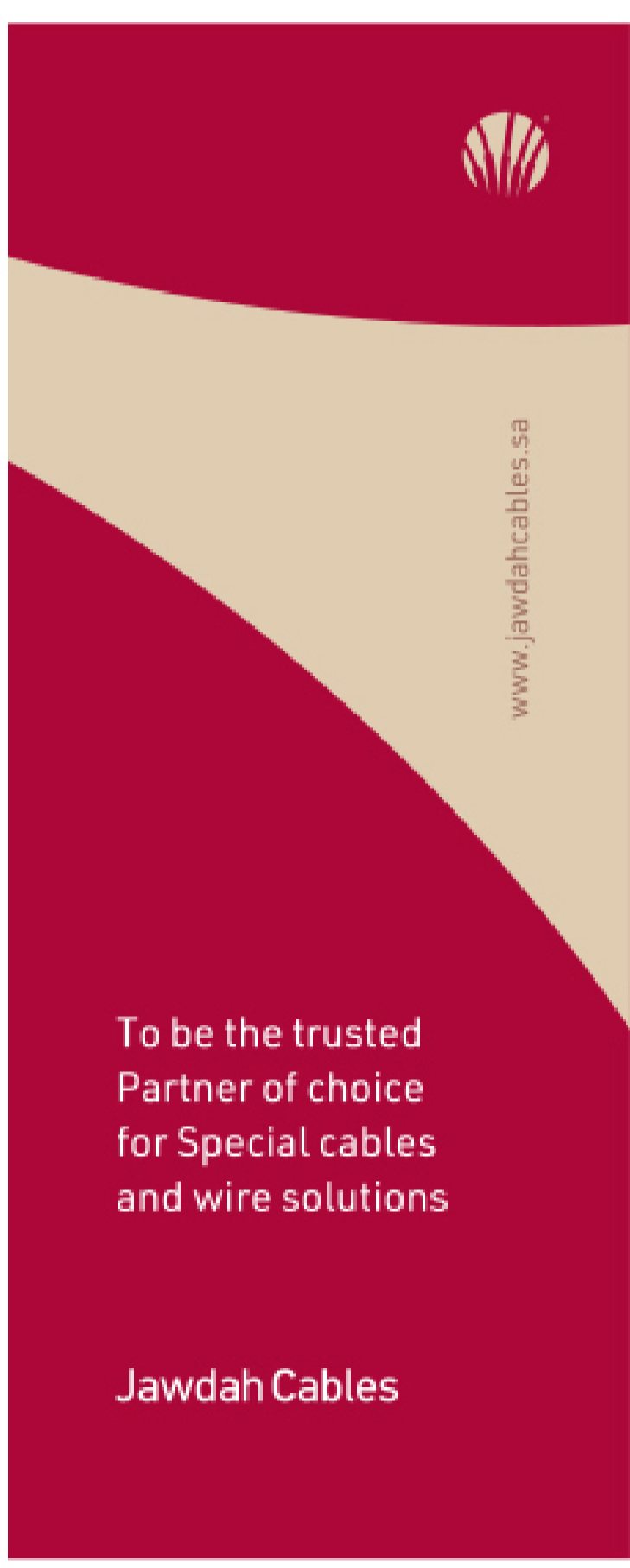
SECONDARY  
COLORS



hex  
#93103A

COLOR PALETTE  
SECONDARY

## BRAND STRATEGY ROLL UP STAND



## BRAND IDENTITY STATIONERY



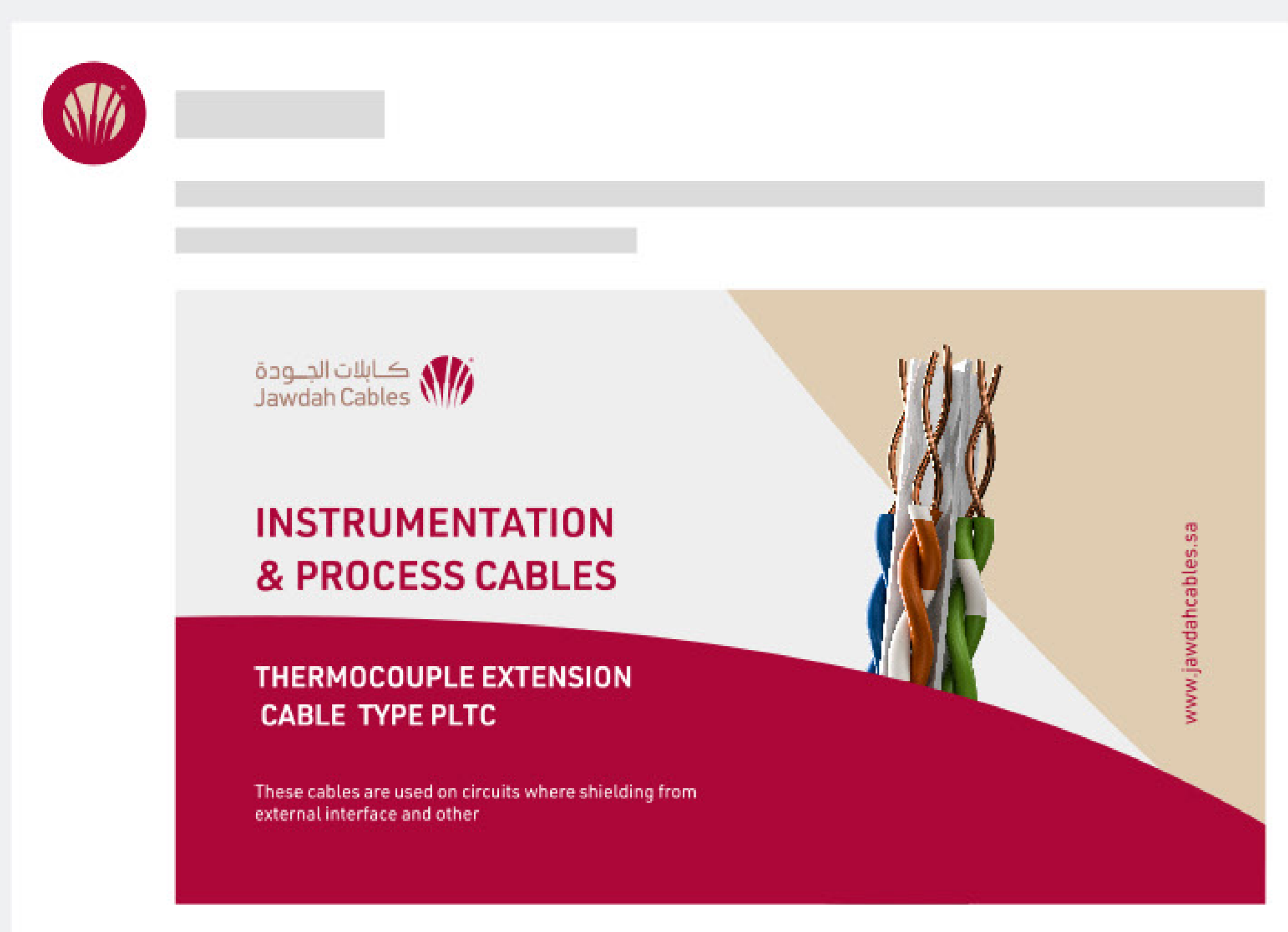
## BRAND IDENTITY STATIONERY



## BRAND STRATEGY ROLL UP STAND







BRAND STRATEGY  
ADVERTISING



BRAND STRATEGY  
ADS POSTERS



BRAND STRATEGY  
ADS BANNERS



BRAND IDENTITY  
SIGNBOARD





BRAND STRATEGY  
ADS BANNERS



MIDDLE EAST  
SPECIALIZED  
CABLES

كابلات الجودة  
Jawdah Cables



www.jawdahcables.sa

BRAND IDENTITY  
WORKERS SUIT



OUTLINE

FULL COLOR

BRAND IDENTITY  
RIBBON & HELMET



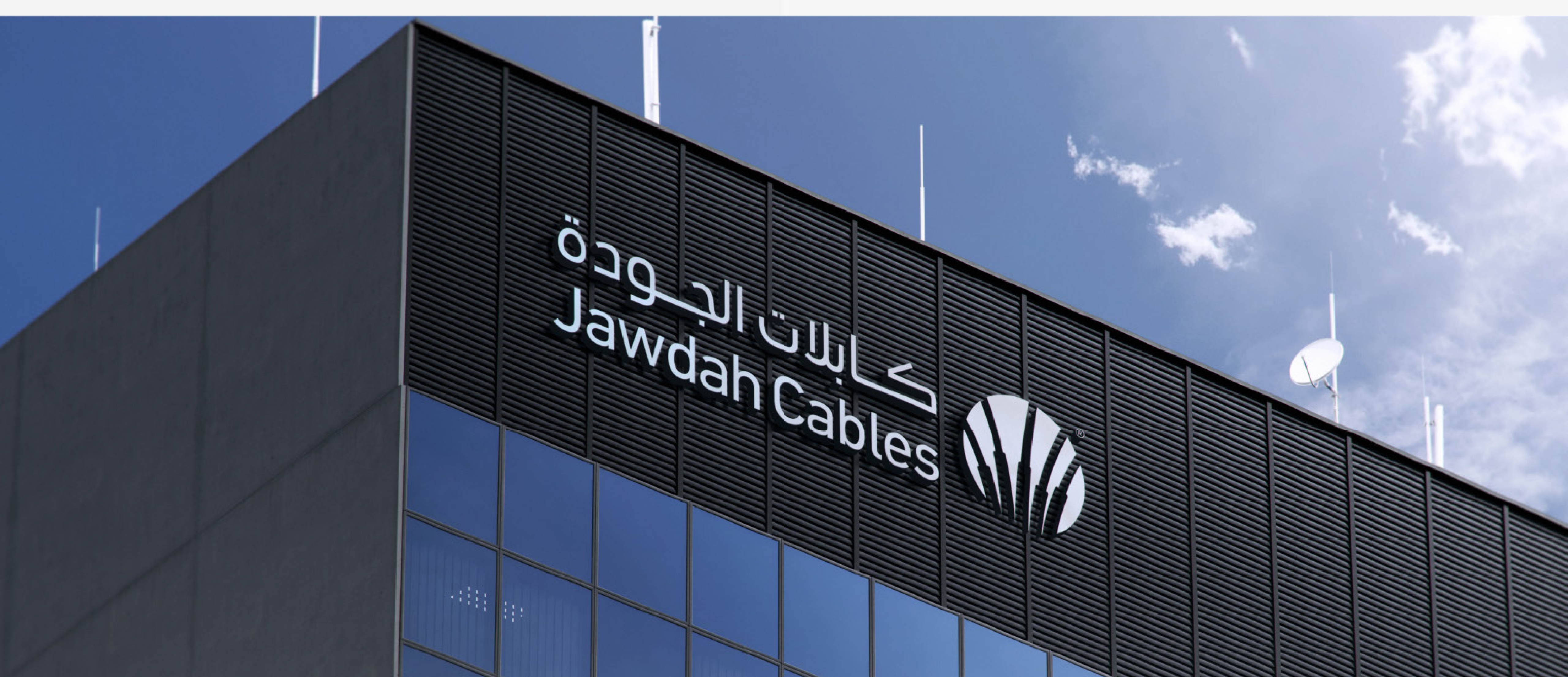
BRAND IDENTITY  
PACKAGING



BRAND IDENTITY  
CARGO TRUCK



BRAND IDENTITY  
PICK-UP & STORAGE



JAWDAH  
CABLES

Lana Services is your creative partner

THANKS