AMMAR
MOHAMMED

BRAND MANUAL

Version 05 | 25-12-2022

Visual Brand Guidelines ➤

Introduction

The Brand.

These guidelines describe the visual and verbal elements that represent
Ammar Mohammed corporate identity. This includes our name, logo and other
elements such as color, type and graphics. Sending a consistent and controlled
message of who we are is essential to presenting a strong, unified image of our
Personal.
These guidelines reflect Ammar Mohammed´s commitment to quality,
consitency and style. Ammar Mohammed brand, including the logo, name,
colors and identifying elements, are valuable Personal assets.
Each of us is responsible for protecting the Personal's interests by preventing
unauthorized or incorrect use of the
Ammar Mohammed name and marks.

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Visual Brand Guidelines

From Sam Studio

We can all be proud of Ammar Mohammed' accomplishments and confident in the Personal future: we are positioned

to find creative and innovative ways of addressing some of the great challenges facing

our world. Our common purpose is to ensure that Ammar Mohammed remains an exceptional place to work.

The Personal Branding Guidelines help us to develop communications that speak to Ammar Mohammed' unique

mission, characteristics, and spirit.

This manual provides clear guidelines so that we can

communicate Ammar Mohammed brand consistently. Ensuring that we

adopt these standards across our communications will make

a significant contribution to enhancing Ammar Mohammed' reputation.

The work of weaving the Personal communications together is

ongoing. We can all play a role of thoughtful stewardship when

working to communicate Ammar Mohammed' values and strengths.

Sam Studio

Ammar Mohammed Brand Strategy

Ammar Mohammed brand is much more than its seal and wordmark; the brand is reflected in the Personal's mission, core values, and strategic themes as communicated through all our messaging and interactions with constituents.

Ammar Mohammed brand as a whole is greater than the sum of its parts. Ammar Mohammed' strong, recognized brand adds value to the individual companies under Ammar Mohammed umbrella—a rising tide lifts all boats.
In turn, the reputation of the Personal helps support and validates the equity of the central Ammar Mohammed brand.
It's important to strengthen and reinforce the central brand of Ammar Mohammed, and by association that will strengthen and reinforce the reputation of the companies. This is why, in all our communications, we aim to project a strong, unifying singular voice and appearance.
While it may be tempting for companies, departments, and centers at Ammar Mohammed to create their own brand/logo, this would only dilute awareness of Ammar Mohammed name and create internal competition or, at worst, confusion among our core audiences. Maintaining and strengthening our competitive position requires that all components of Ammar Mohammed brand appear consistently across all Personal communications.

No matter which communications channels are used, we all contribute to a unified and professional Ammar Mohammed brand by following the logo, color, and typeface standards in this guide. The new standards were informed by expertise in web, social, print, photography, video, usability, and accessibility for people with visual impairments. The Branding Guidelines are flexible so that each Personal or unit can communicate its own unique characteristics. Anchored by Ammar Mohammed logo, you may choose from the official colors and typefaces to define a visual presence that is distinct yet clearly associated with Ammar Mohammed Personal as the central primary brand. You may also communicate a distinct brand by using photography, graphic elements, and other visual assets.

01 | Corporate Logo

The Corporate Logo Signage.

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01 | Corporate Logo

The Corporate Logo Signage.

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the the symbol itself and our Personal name – they have a fixed relationship that should never be changed in any way.

عمـــار
محـمد

AMMAR MOHAMMED

The Full Logotype

Ammar Mohammed Masterbrand or Corporate Logo comprises two elements, the logo symbol and logo type. The Logo Symbol is a powerful image evoking the culture of design services - the connection between the strength of communication and the different points that influence. It has a particular relationship with Ammar Mohammed name.

The Logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters. The typeface is Montserrat Bold and has also been chosen to compliment and balance perfectly with the logo symbol.

The corporate logo is presented through the use of colour as well as shape and form. The two corporate colours are Yellow and Grey. It is a fresh and appealing blend of colours chosen for their strong combination - modern - classic - timeless.
The Colours have been selected according to international standards as shown below and are easily implemented.

1

1) The Logo Symbol
Consists of a powerful element evoking the culture of design services and a tourquaz backround.

2

2) The Logo Title
Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters in black tone of the chosen corporate color. The font that is used here is Your font Bold.

3

3) The General Logo
The main logo is the dark logo used on white or colored backround.

Logo Construction & Clearspace

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark.of the the symbol itself and our Personal name – they have a fixed relationship that should never be changed in any way.
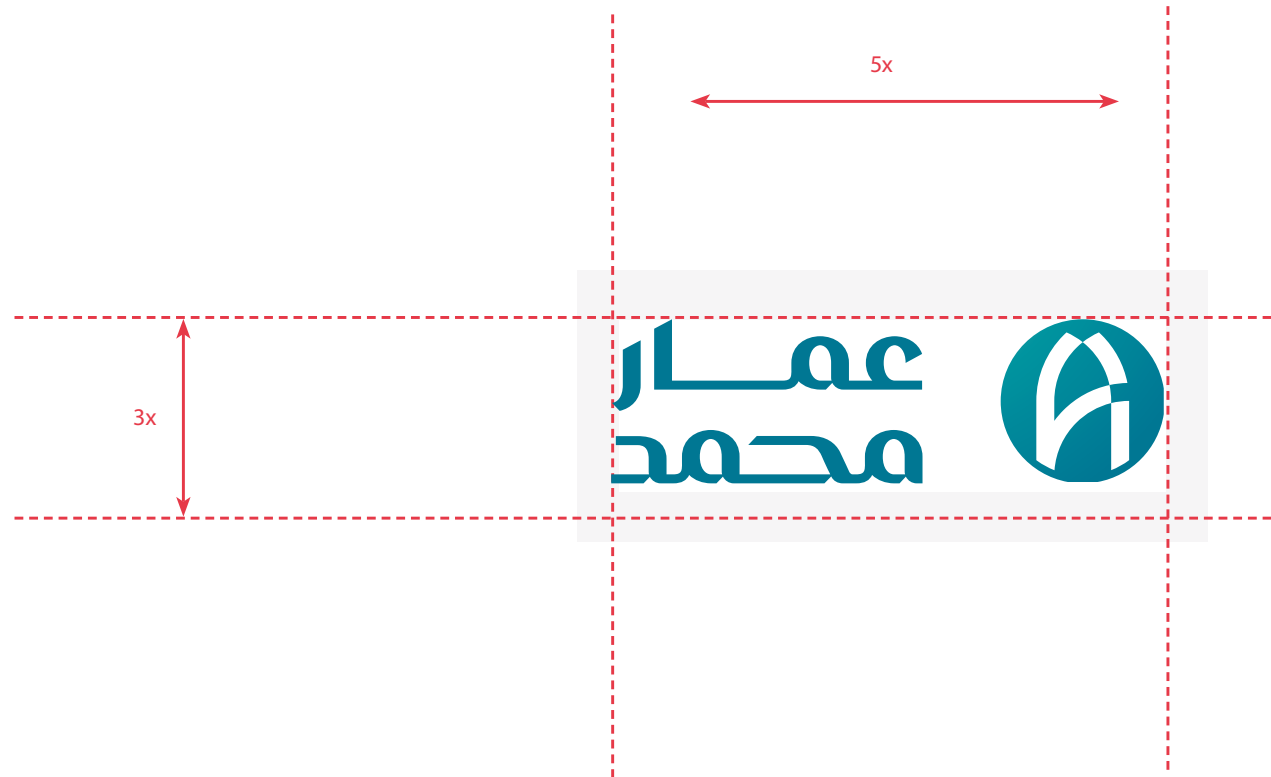

3x

2x
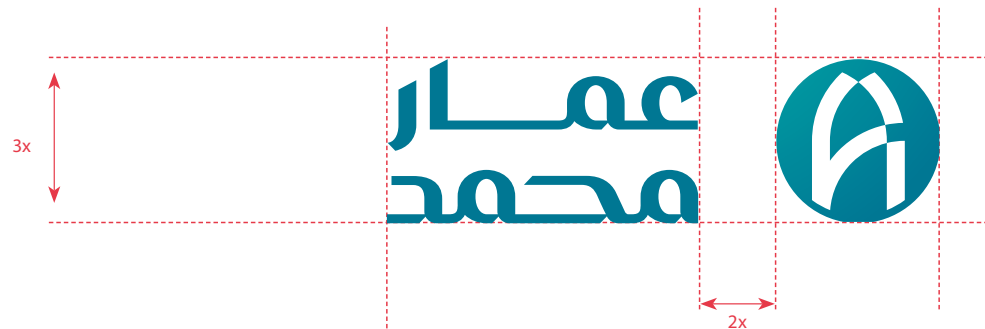
Logo Clearspace

The area that surrounds the logo known as "clear space" is as important as the logo itself

½x   ½x

½x   ½x
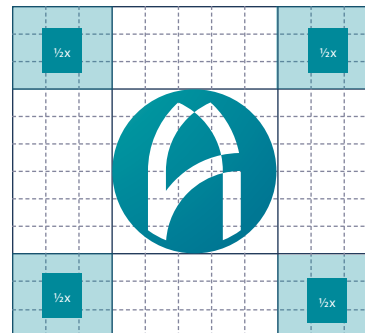
Logo Minimum Size

A logo lockup refers to the formalized position/relationship of the brand's logo (symbol) and its wordmark (logotype)

5x

3x

عمار
محمد

Minimum SIze

A logotype refers to words or the name of a business that is designed in a special way. Examples include Pinterest, eBay or Google.

Visual Brand Guidelines | Corporate Logo

02 | Corporate Typography

The corporate Fonts and typography

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02 | Corporate Typography

The corporate Fonts and typography

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for Ammar Mohammed.Inc layouts.
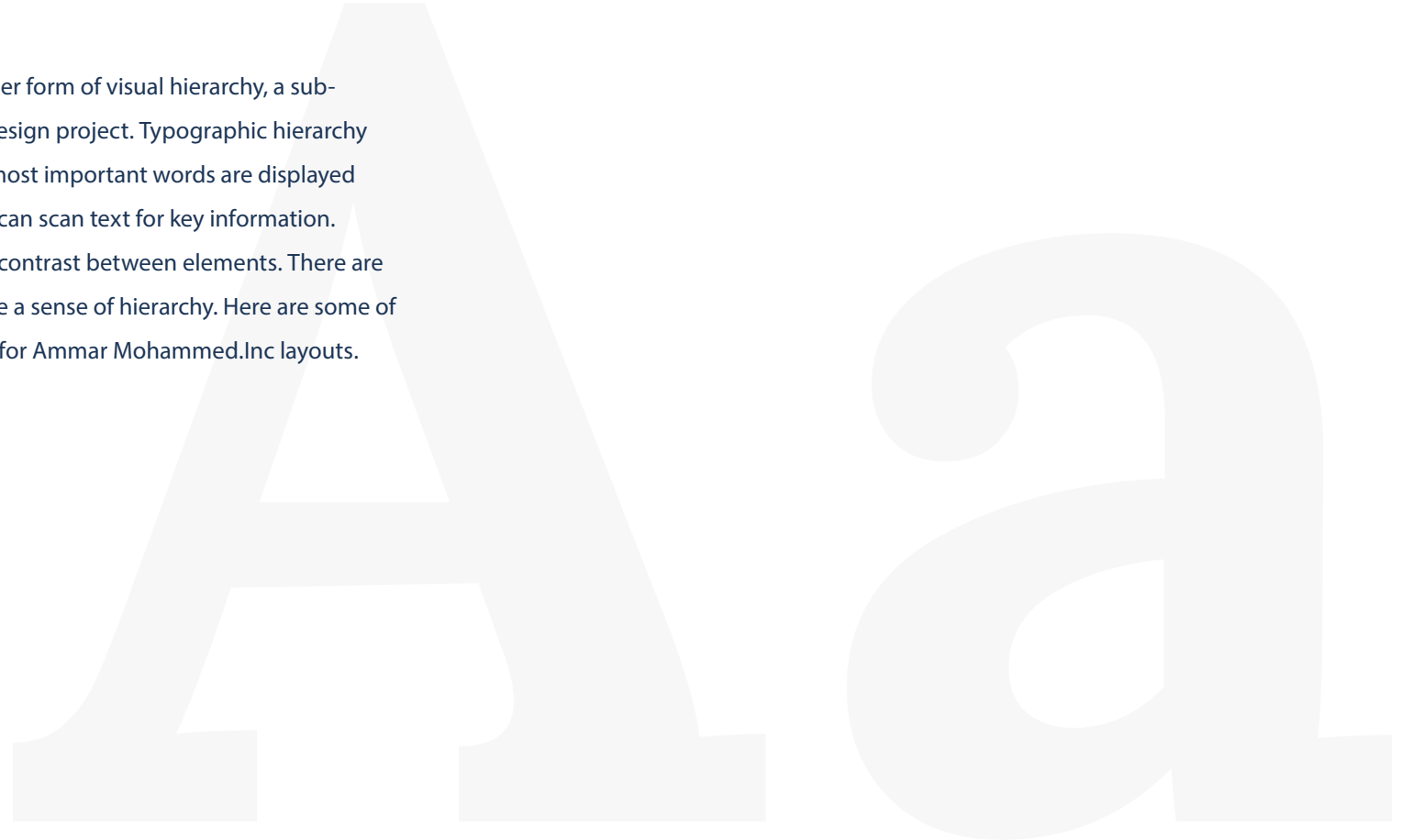
Brand Typeface

Typography plays a crucial role in the design of your brand identity. The typography in your

logo can be as impactful as a graphic

The Sans

The Sans is a well-balanced contemporary serif
with roots in calligraphy. It is a text typeface with
moderate contrast well suited for body text.
A paragraph set in Lora will make a memorable
appearance because of its brushed curves in
contrast with driving serifs. The overall typographic
voice of Lora perfectly conveys the mood of a
modern-day story, or an art essay.
Technically Lora is optimised for screen appearance,
and works equally well in print.

Layla Arabic

Layla Arabic was designed to be a text face that is
pleasant to read on screens. It features a very large x
height, slightly condensed letterforms, a mild diagonal
stress, sturdy serifs and open forms.
There is also The Sans Sans, a sans-serif version which
closely harmonizes with the weights and styles of this
serif family.

Primary **Typeface**

The Sans

ABCDEFGHIJKL
NOPQRSTUVWXYZ
abcdefghijklnop
qrstuvwxyz

ضصثقفغعهخم
نتالبيسشظطدزرو

Styles

Regular

Bold

The Sans Bold
ABCDEFGHIJKLNOPQRSTUVWXYZ
abcdefghijklnopqrstuvwxyz
1234567890!@£$%^&

The sans Regular
ABCDEFGHIJKLNOPQRSTUVWXYZ
abcdefghijklnopqrstuvwxyz
1234567890!@£$%^&

Secondary Typeface

Layla Arabic

Styles

Regular

Bold

ABCDEFGHIJKL
NOPQRSTUVWXYZ
abcdefghijklnop
qrstuvwxyz

ضصثقفغعهخم
نتالبسيشظطدزرو

Layla Bold
ABCDEFGHIJKLNOPQRSTUVWXYZ
abcdefghijklnopqrstuvwxyz
1234567890!@£$%^&

Layla Light
ABCDEFGHIJKLNOPQRSTUVWXYZ
abcdefghijklnopqrstuvwxyz
1234567890!@£$%^&

03 | Corporate Color

**The Corporate Color Codes.**

➤

03 | Corporate Color

The Corporate Color Codes.

Color plays an important role in Ammar Mohammed corporate identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the "One Voice" color scheme. Consistent use of these colors will contribute to the cohesive and harmonious look of Ammar Mohammed.Inc brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.

The Corporate Color Strategy

The corporate color system reflects a rich, dynamic, multi-dimensional Ammar Mohammed. Ammar Mohammed is no longer simply a onedimensional. We will retain red as the primary corporate color, but only use it in deliberate ways as an accent that elevates it to "special" status; a nod to our history that is reinforced in every communication

| Gredient Turquoise | Grey | | Turquoise | Green | Orange |
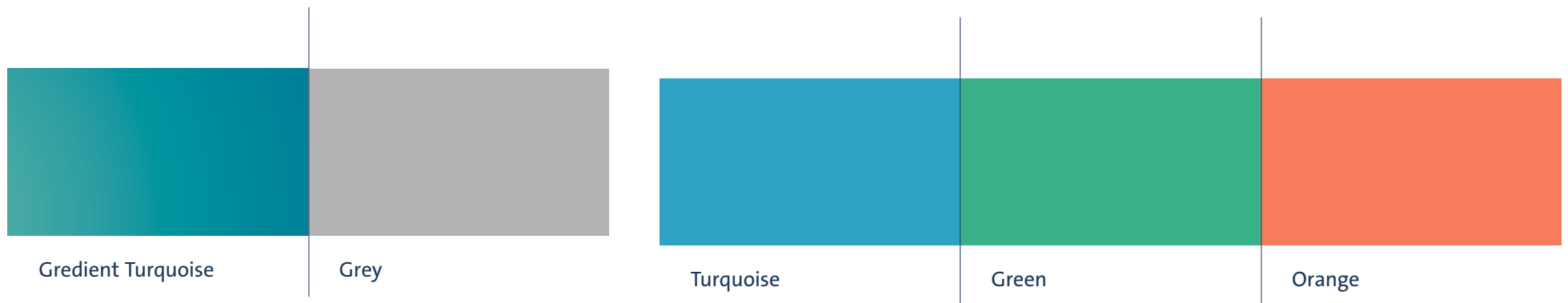
The system

The existing Ammar Mohammed Tourquaz corporate palette has been expanded to include the use of both dynamic and neutral colors that complement each other and can be used in any combination as long as the integrity of the brand is not diminished.

Primary Colors

Explanation:

Ammar Mohammed.Inc Personal has Two official colors: Red and Blue. These colors have become a recognizable identifier for the Personal.

Usage:

Use them as the dominant color palette for all internal and external visual presentations of the Personal.

Almost 90% of people's assessment on products or services is based on colors alone. Due to colors' strong influence on moods and feelings, their association with products can influence our attitudes and affect purchasing power towards brands.

Gredient Turquoise

Grey

COLOR CODES
CMKY - 71 / 1 / 42 / 0
RGB - 0 / 183 / 170
#00B7AA
Pantone - 127 - 6 C

COLOR CODES
CMKY - 91 / 47 / 38 / 12
RGB - 0 / 105 / 128
#006980
Pantone - 120 - 15 C

COLOR CODES
CMKY - 0 / 0 / 0 / 100
RGB - 0 / 0 / 0
HEX - #000000
Pantone - 433 C
HKS Process - Black 20%

Secondary Colors

Explanation:

The Secondary colors are complementary to our official colors, but are not recognizable identifiers for our Personal. Secondary colors should be used sparingly (less than 10 % of the palette in one piece.

Usage:

Use them to accent and support the primary color palette.

01 TURQUOISE	02 ORANGE	03 FADED GREEN	04 WINTER BLUES
COLOR CODES	COLOR CODES	COLOR CODES	COLOR CODES
CMKY - 21 / 20 / 25 / 0	CMKY - 16 / 8 / 0 / 0	CMKY - 4 / 16 / 10 / 0	CMKY - 100 / 88 / 39 / 33
RGB - 211 / 201 / 191	RGB - 220 / 228 / 245	RGB - 244 / 223 / 222	RGB - 31 / 44 / 81
HEX - #d3c9bf	HEX - #DCE4F5	HEX - #F4DFDE	HEX - #1F2C51
Pantone - 433 C	PANTONE - 433 C	PANTONE - 433 C	PANTONE - 433 C
HKS Process - 97 N	HKS PROCESS - 97 N	HKS PROCESS - 97 N	HKS PROCESS - 97 N

05 FUCHSIA	06 DARK TURQUOISE	07 PURPLE	08 LIGHT GREEN
COLOR CODES	COLOR CODES	COLOR CODES	COLOR CODES
CMKY - 21 / 20 / 25 / 0	CMKY - 16 / 8 / 0 / 0	CMKY - 4 / 16 / 10 / 0	CMKY - 100 / 88 / 39 / 33
RGB - 211 / 201 / 191	RGB - 220 / 228 / 245	RGB - 244 / 223 / 222	RGB - 31 / 44 / 81
HEX - #d3c9bf	HEX - #DCE4F5	HEX - #F4DFDE	HEX - #1F2C51
Pantone - 433 C	PANTONE - 433 C	PANTONE - 433 C	PANTONE - 433 C
HKS Process - 97 N	HKS PROCESS - 97 N	HKS PROCESS - 97 N	HKS PROCESS - 97 N

04 | Corporate Stationery

International Paper Stationery

The Personal Letterhead

Size : 210mm (w) x 297mm (h)

Paper : Impact Lenza 130 gsm 100%

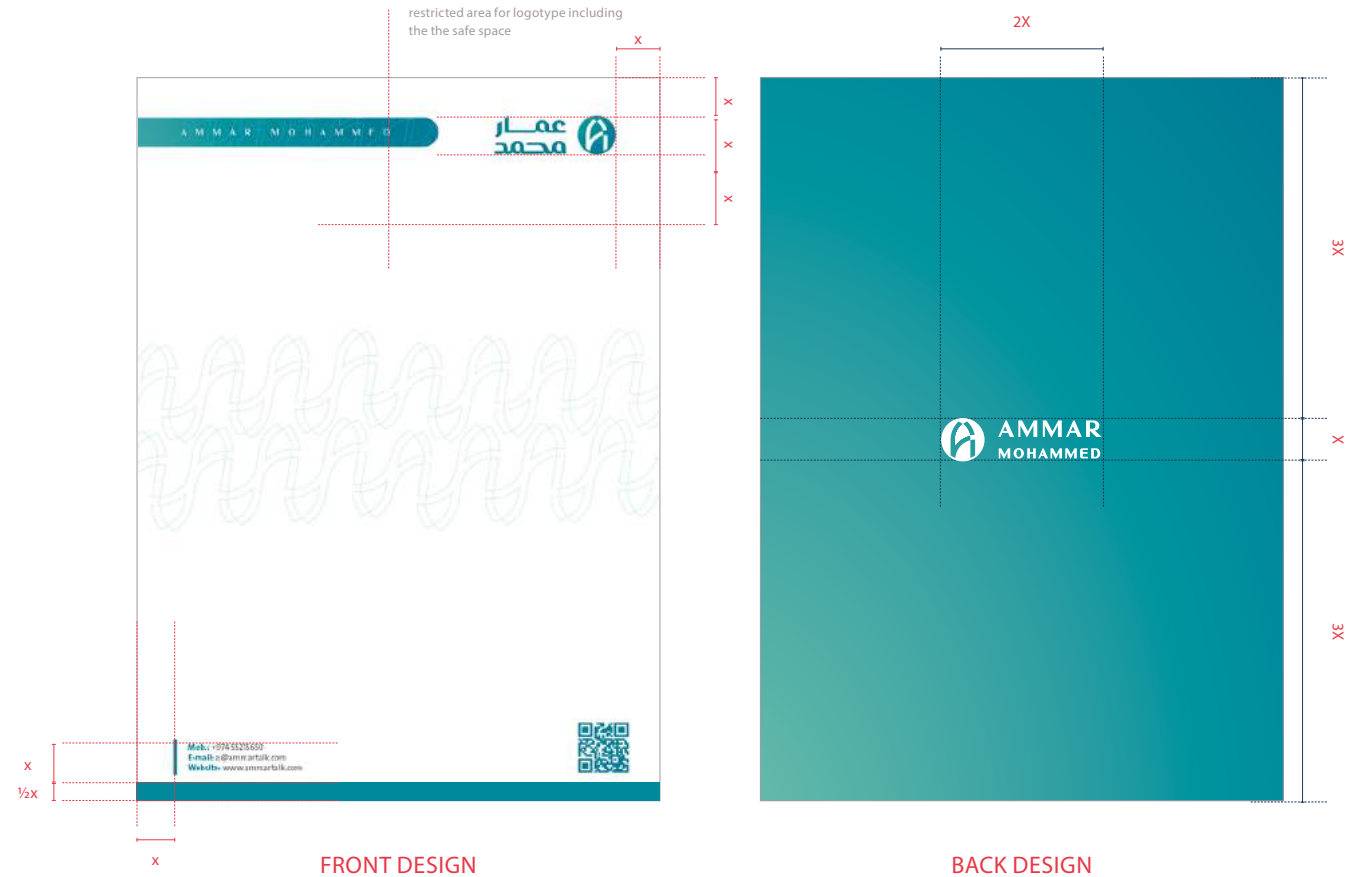Printing : 4 col. offset front printing

Front side

Logo size : 12mm (h)

Safe space = height of the logo (12 mm) from all 4 sides Position : Top right (top right aligned to the letterhead)

Office address : 10pt The Sans Regular dark grey

Height of the identity bar = 6mm

* Specifications for continuation sheet is the same, except that there will be no address on it.

restricted area for logotype including the the safe space

FRONT DESIGN

BACK DESIGN

The Personal **Envelope**

Size : 235mm (w) x 108mm (h) / 9.25"(w) X 4.25" (h)

Paper : Impact Lenza 130 gsm 100%

Printing : 4 col. offset front printing
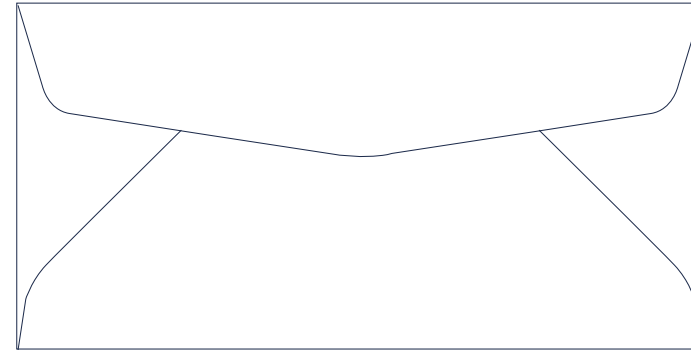
Front side

Logo size : 9mm (h)

Safe space = height of the logo (9 mm) from all 4 sides
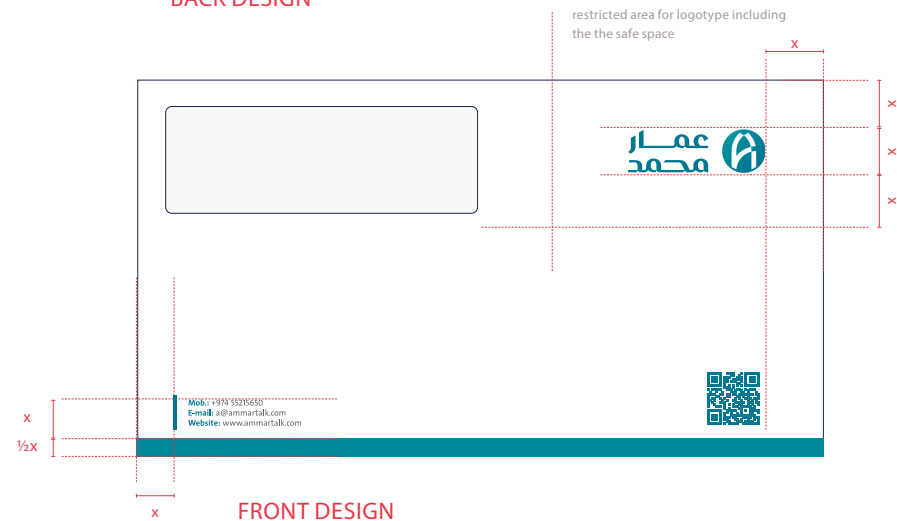
Position : Top left (top right aligned to the envelop)

Office address :

Personal Name in 9pt The Sans Bold with 18pt line spacing. Addresses in 9pt The Sans Regular with 15pt line spacing in dark grey (70%) 9pt The Sans Regular dark grey (70%)

Height of the identity bar = 4.5mm

BACK DESIGN

restricted area for logotype including
the the safe space

عمـــار
محمـد

Mob.: +974 55215650
E-mail: a@ammartalk.com
Website: www.ammartalk.com

FRONT DESIGN

The Personal Business Card

Size : 90mm (w) x 50mm (h)

Paper : Impact Lenza 300 gsm 100% recycled Printing :
4 col. digital front and back printing Finish : Both side
Aqueous coat overprint

Front side

Background : C100, M20, Y0, K0

Logo size : 6mm (h)

Safe space = height of the logo (6 mm)

Position : Top right

Individual's information

Position : Bottom left (3mm margin from left) Font :
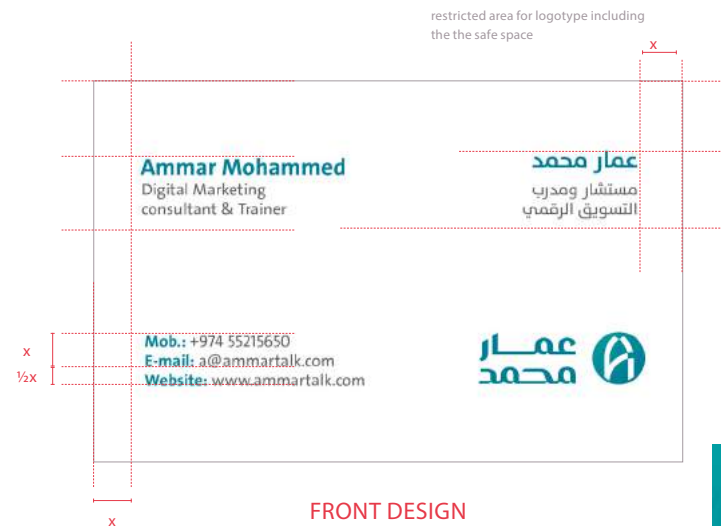The Sans

Name of the person : 8pt (Bold)

Designation : 7pt (Regular) Gray

Contact numbers : 7pt (Regular) Gray

E-Mail : 7pt (Regular) White

Office address : 6pt (Regular) White

Height of the identity bar = 3mm

restricted area for logotype including
the the safe space

Ammar Mohammed
Digital Marketing
consultant & Trainer

عمار محمد
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التسويق الرقمي

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E-mail: a@ammartalk.com
Website: www.ammartalk.com

عمــار محمد

FRONT DESIGN

2X

عمــار محمد

AMMAR MOHAMMED

www.ammartalk.com

BACK DESIGN

The Personal Email Signature

Name in 10pt Segeo UI bold in Dark Grey

Body Text in 9pt Segeo UI regular in Dark Grey

URL and Social media links in Dark Grey - 9pt

"Ammar Mohammed" in 12pt Bold in Ammar Mohammed Red

Any partner logo / Award logo should appear in the next time after the social media links

In no case should Ammar Mohammed logo be used as part of the email signature

Please do not COPY the signature directly from here (given on the right hand side of this page).

Kindly head to https://Ammartalk.com and look for the file titled,

"Corporate email signature.docx". This file also carries the format you can copy and

the instructions on how you can create your own email signature in the given format.

عمــار محمد

A M M A R   M O H A M M E D

LOGO

The Sans Bold , 12pt → **Ammar Mohammed** / Business Developemnt

Name / Position

The Sans Regualr , 12pt → a@Ammar Mohammed.com

Email / Phone Number

The Sans Regualr , 12pt → Ammar Mohammed, Inc
www.Ammartalk.com

Personal Name

Website

Training
Notebook

دورة التسويق الذاتي عبر
وسائل الاعلام الاجتماعي

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محمد

Mob.: +974 55215650
E-mail: a@ammartalk.com
Website: www.ammartalk.com

عمـــار
محمد
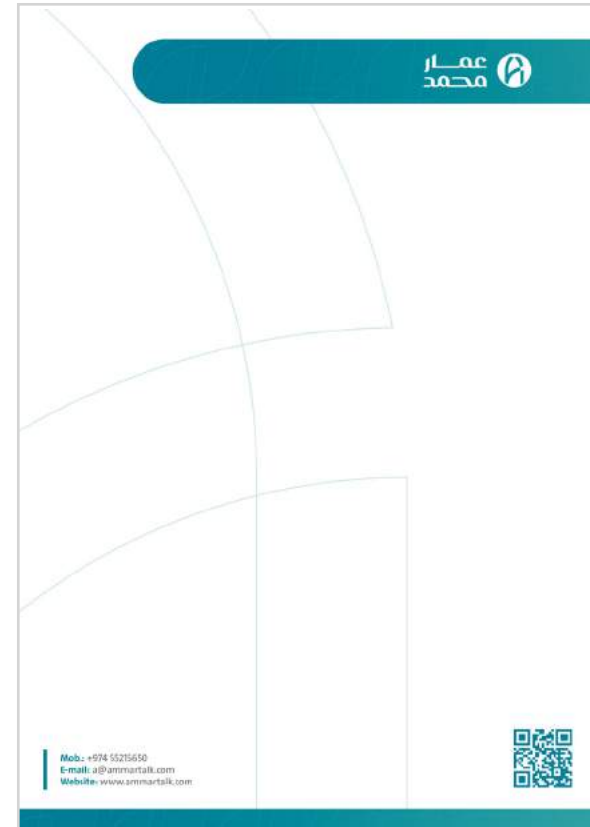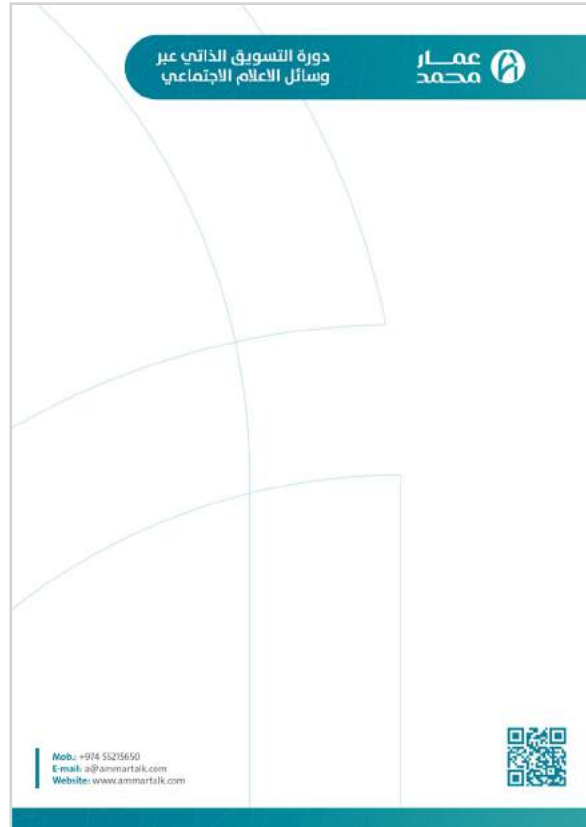
Mob.: +974 55215650
E-mail: a@ammartalk.com
Website: www.ammartalk.com

دورة التسويق الذاتي
عبر وسائل الإعلام

Training
Presentation

الباب الأول

05 | Corporate Iconography

Corporate Iconography System

06 | Corporate Iconography & Pattern

Corporate Iconography System

Icons are graphics that take up a small amount of space and provide a quick, intuitive representation of an action, status, or functionality. In order to ensure that icons retain their ability to communicate clearly and succinctly,it's important not to dilute the system by creating new versions or variations of the existing icon set.

Icons are:
• Helpful in adding visual interest and making a page more scannable.
• More and more commonplace as screens get smaller and real estate is increasingly scarce.

Icons are not:
• Wholesale replacements for text.
• Appropriate for enlargement and use as illustrations.
• Used for more than one defined representation.
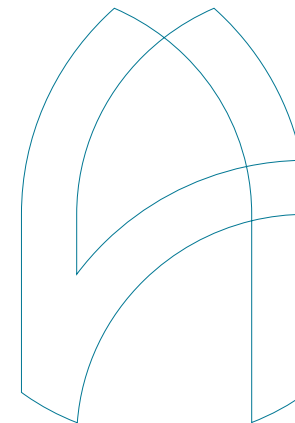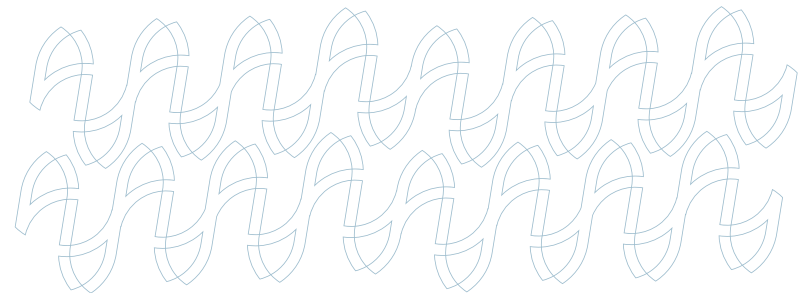
Wherever possible icons should be created in a flat icon style using Ammar Mohammed Cool Grey (Pantone 3c) paired with one other Ammar Mohammed colour.

An icon is a pictogram displayed on a screen or print layout in order to help the user navigate through the content in a easier way. The icon itself is a small picture or symbol serving as a quick, "intuitive" representation of a software tool, function or a data file.

Visual Brand Guidelines | Corporate Iconography
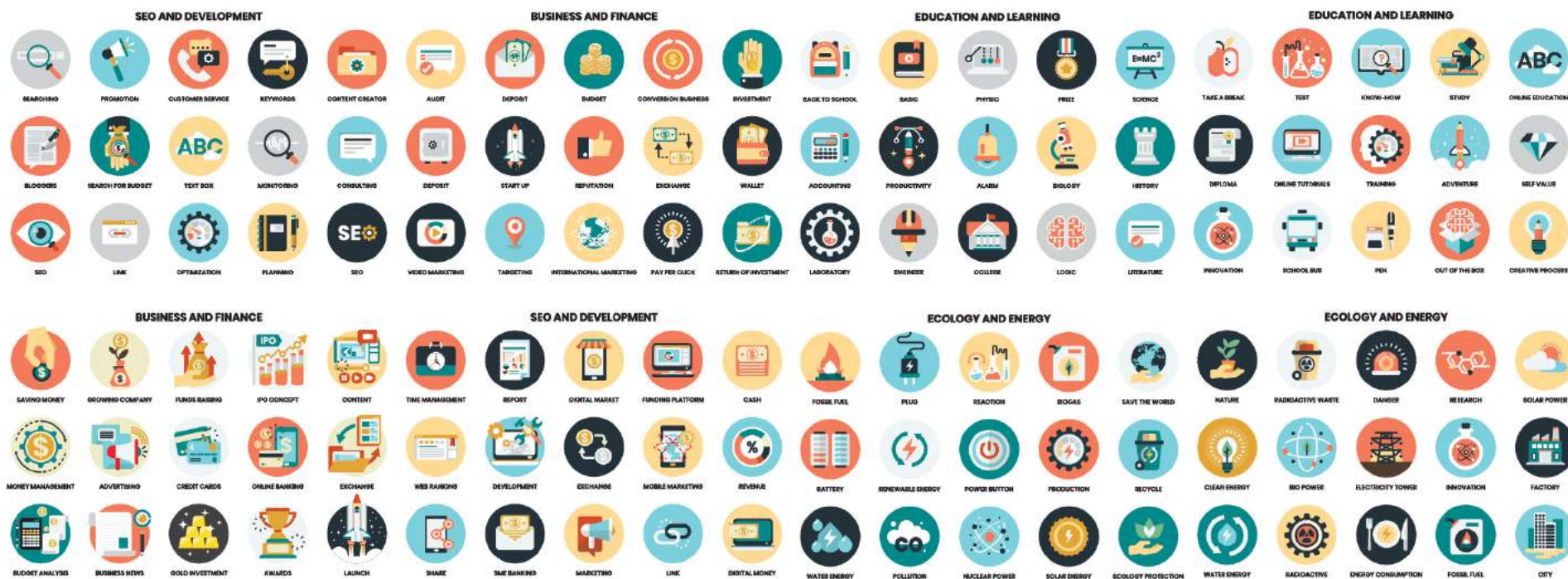
06 | Corporate Social Media

Corporate Images, Blending Modes and Options
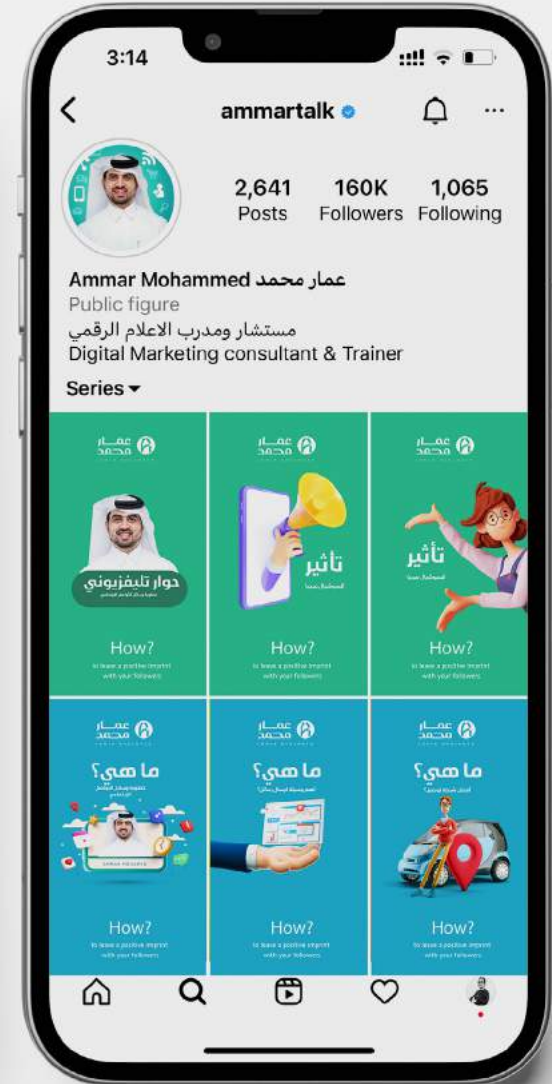
07 | Corporate Social Media

Corporate Images and Blending Modes.

Corporate Images are responsible to transfer the values of Design.Inc to our customers or our potential customers. It is a composite psychological impression that continually changes with the firm's circumstances, media coverage, performance, pronouncements, etc. Ammar Mohammed use various corporate advertising techniques to enhance their public image in order to improve their desirability as a supplier, employer, customer, borrower, partner, etc.
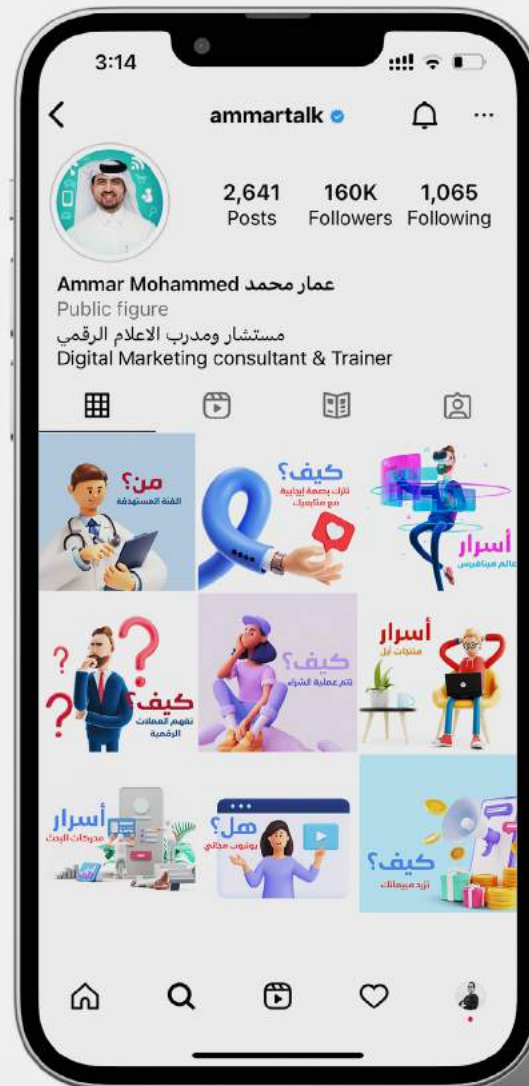
Social Media

Photography and illustrations are powerful and emotive tools that express our values just as strongly as colours and typefaces. These guidelines should help you think about images, but they cannot cover every decision you have to make. You need to use your judgment and discretion. In particular, avoid clipart or any other prefabricated images from the internet. These suggest a lack of effort and imagination, and can risk looking like a crude 'cut and paste', rather than careful selection. The quality of such images, like that of other illustrations, can also be hard to control.

Visual Brand Guidelines | Corporate Social Media

Visual Brand Guidelines | Corporate Social media
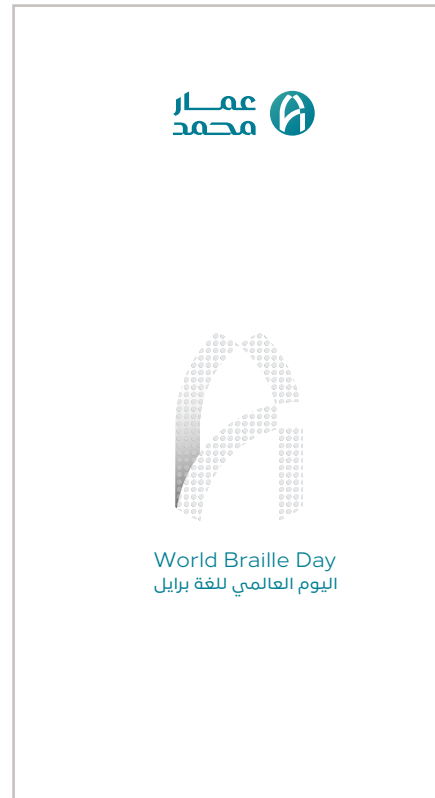
National Days posts

Corporate Images and Blending Modes.

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Ammar Mohammed

اليوم العالمي للّغة العربية

06 | Corporate Identity

Corporate Identity, Blending Modes and Options

AMMAR MOHAMMED

عمـــار
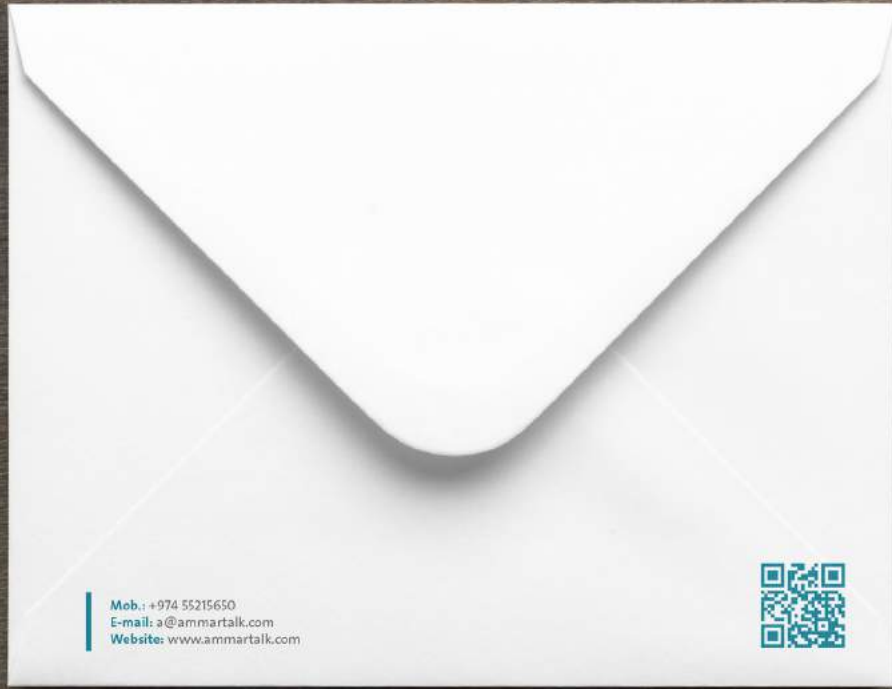محمد

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Website: www.ammartalk.com

عمار محمد

عمار محمد
AMMAR MOHAMMED

INVITATION
دعوة

يدعوكم عمار محمد لحضور حفل اليوم
الوطني لدولة قطر في مقر الشركة .

Mob
E-ma
Websi

Visual Brand Guidelines | Corporate Identity

Visual Brand Guidelines | Corporate Identity