
Saudi Arabian
Brand

Brand Guideline



Saudi Arabian market. Is it
known for its exquisite
craftsmanship.

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known for its exquisite
craftsmanship.

Placé

About these guidelines

— Who is it for?

This manual is for all those who, directly or indirectly, work with the brand: partners, suppliers, designers, distributors, etc. We all share the responsibility for protecting and caring for our brand. If we work together, we will ensure Place has a coherent, unified, strong, recognized, and admired brand every day. This manual is for anyone who is part of Place.

— What is it for?

This manual will help you understand the essence of the Place brand. It will teach you about the brand idea that defines us, our values, and our personality. It will also help us ensure that the elements of our identity are correctly and consistently used in all our messages and points of contact. A strong and consistent brand helps us optimize the company resources and makes communication and marketing much easier. This manual is an essential tool that will help maintain a strong identity.

— How should it be used?

This document is in PDF format so it will be very easy to search for contents. Here you will find the basic design elements that define Place's visual style and how to implement them in multiple applications.

1.0 Introduction

- Story & Concept

2.0 Brand Toolkit

2.1

- The logo
- The logo structure
- Safe zones & min. size
- Logo lockups
- Colour variants

2.2 Colour

- Primary palette
- Background and text palette
- Colour proportion

2.3 Typography

- Latin and Arabic
- Using colour

2.4 Iconography

- Overview
- Construction

2.5 Photography

- People and culture
- Illustrations

Stationery

- Business card
- Letter-head
- Email signature
- Envelope

3.1 Visual Language

- Print adverts
- Social media advert
- Packaging
- Outdoor look

1.0 Introduction

The logo is the core of our identity and the only element that can represent us, there are two variants of the logo; Coupled and Decoupled.

Define the unique value proposition of Place in the Saudi Arabian market. Is it known for its exquisite craftsmanship, innovative design, or unparalleled quality? Determine what sets Place apart from competitors.

2.0 Brand Toolkit

The Logo

The logo was designed based on our concept and we searched for the story and idea that was put forward for the project.

PLACE

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بَكَايِس



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The logo was designed based on our concept and we searched for the story and idea that was put forward for the project.

Place

The word "Place" is rendered in a light gray serif font. It features several decorative elements: a blue dot at the top of the 'P', a blue dot at the top of the first 'l', a green dot at the bottom of the 'P', a green dot at the bottom of the 'l', a pink dot at the bottom of the 'a', a green dot at the bottom of the 'c', a green dot at the bottom of the 'e', and an orange dot with a gray diagonal line passing through it above the 'c'.

پلايس

The Arabic word "پلايس" is rendered in a light gray script font. It features several decorative elements: a green dot at the bottom of the first 'پ', a pink dot at the bottom of the first 'ل', a pink dot at the bottom of the second 'ل', a green dot at the bottom of the 'ا', a pink dot at the bottom of the 'ي', a green dot at the bottom of the 'س', a blue dot at the top of the 'ل', a blue dot at the top of the 'س', a green dot at the bottom of the 'ل', a green dot at the bottom of the 'س', a gray oval at the bottom of the 'ل', a gray oval at the bottom of the 'س', and an orange dot with a gray diagonal line passing through it above the 'ا'.

2.2 Colour

Our main palette is simple but memorable. (light brown) is the most recognisable color, Dark Gold is mostly used as an accent and, in combination with (rich gold), they create the core chromatic presence of our brand.

LIGHT GREENISH

HEX deddd3
RGB 222 221 221
CMYK 12 9 15 0

PURE BLACK

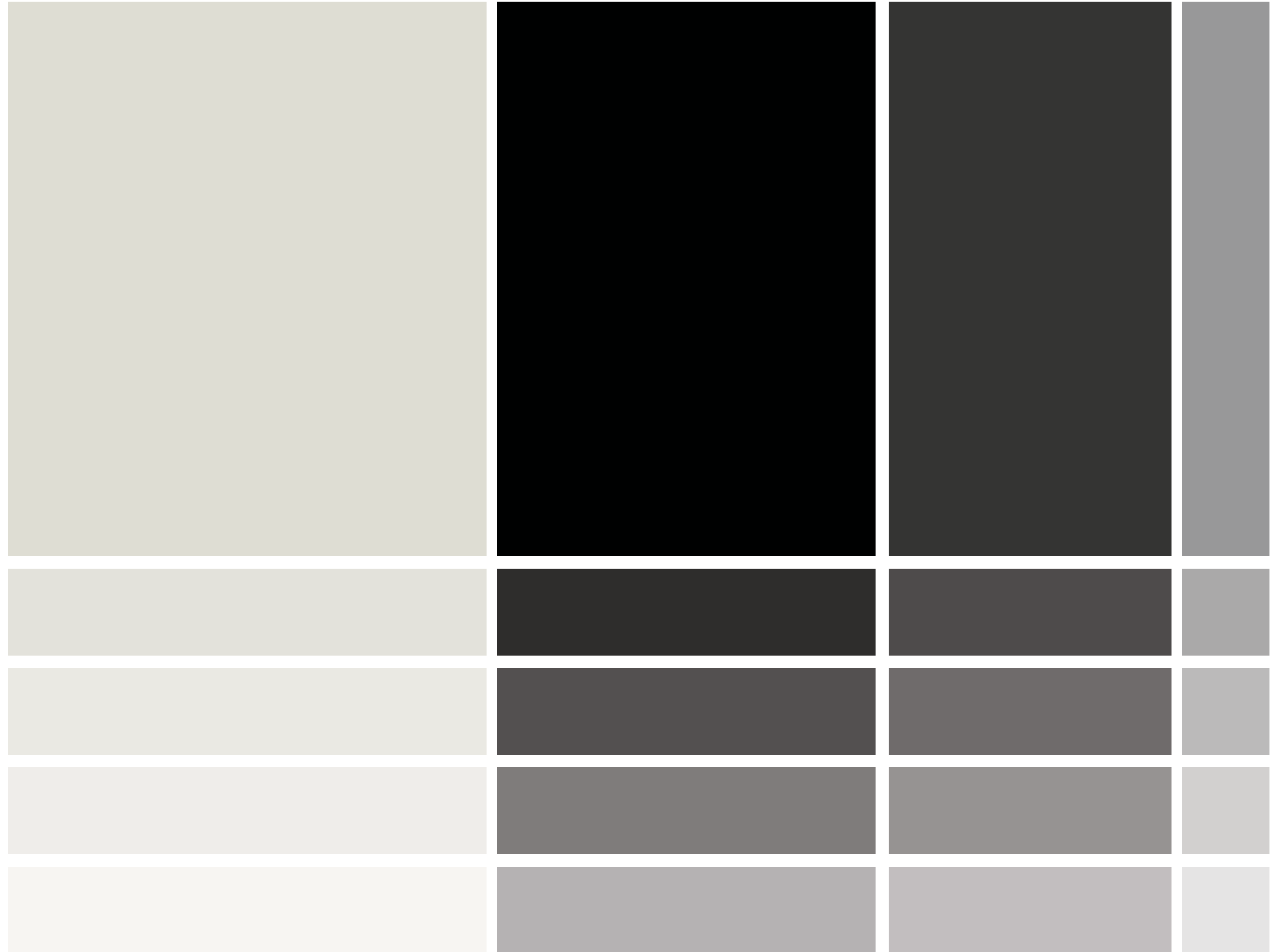
HEX 000000
RGB 0 0 0
CMYK 0 0 0 100

DARK SILVER

GRAPHITE

LIGHT SILVER

PURE WHITE



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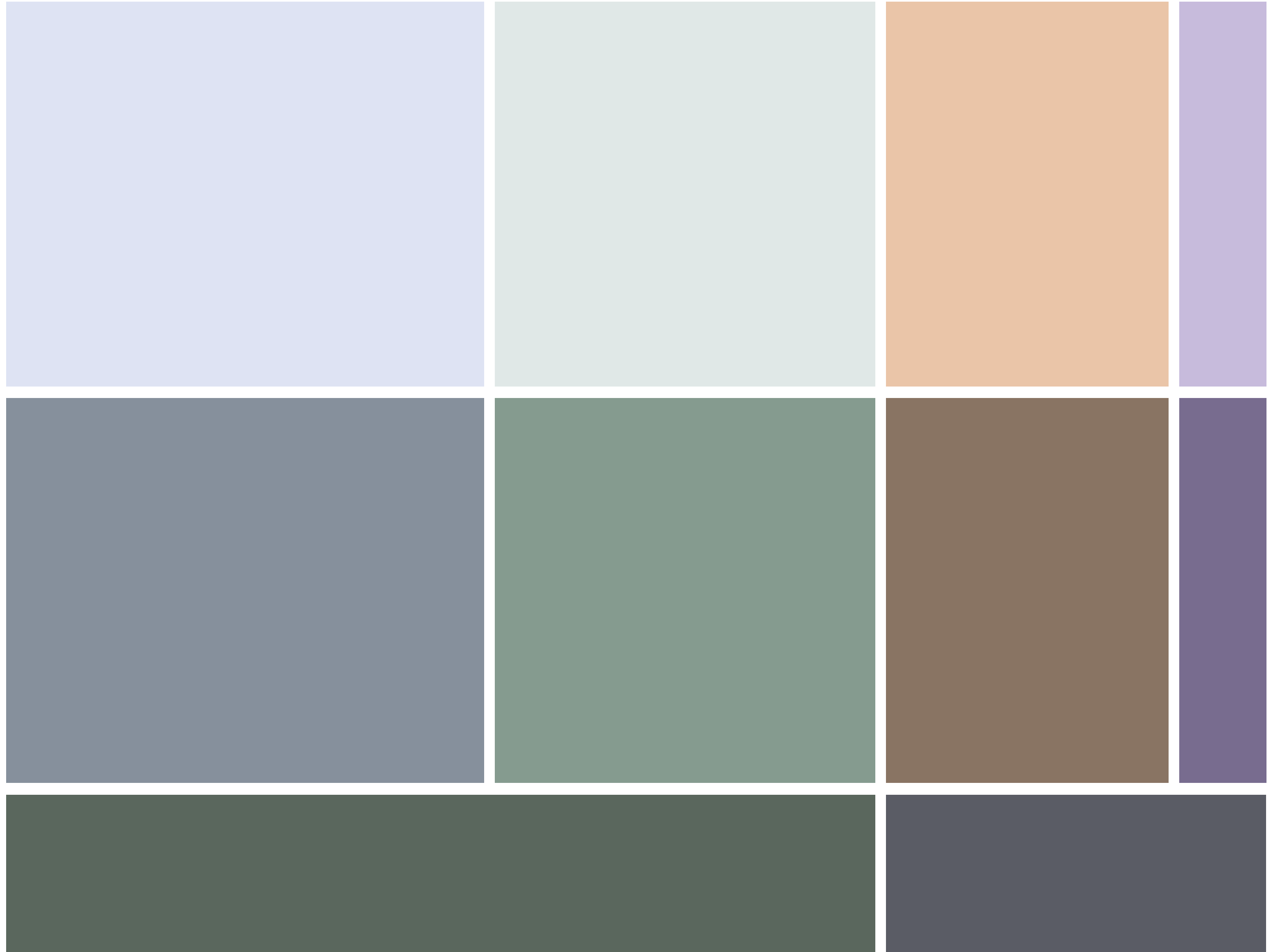
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2.3 Typography

(ArefRuqaa-Regular) is used across Arabic dialects, only ever use (ibm sans) to retain a consistent voice across all communications.

Regular

– Body copy

Medium

– Subheaders

– Pull quotes

Bold

– Large headlines

– Highlighting text

A

a

Migra Typeface

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Z

Z

Subtitle here

Headline Title

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s,

when an unknown printer took a galley of type and scrambled it to make a type specimen book.

but also the leap into electronic typesetting, remaining essentially unchanged.

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Regular

– Body copy

Medium

– Subheaders

– Pull quotes

Bold

– Large headlines

– Highlighting text

A

a

TT HOVES REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Zz

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Headline Title

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when an unknown printer took a galley of type and scrambled it to make a type specimen book.

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RICH BLACK
ANY SIZE

Lorem ipsum dolor amet, consectetur
adipiscing elit, sed diam nonummy
nibh euismod ut laoreet dolore magna
aliquam erat volutpat.

PURE WHITE
ANY SIZE

Lorem ipsum dolor amet, consectetur
adipiscing elit, sed diam nonummy
nibh euismod ut laoreet dolore magna
aliquam erat volutpat.

LIGHT SILVER
ANY SIZE

Lorem ipsum dolor amet, consectetur
adipiscing elit, sed diam nonummy
nibh euismod ut laoreet dolore magna
aliquam erat volutpat.

RICH GOLD
HEADLINE BOLD
TEXT ONLY

RICH BLACK
ANY SIZE

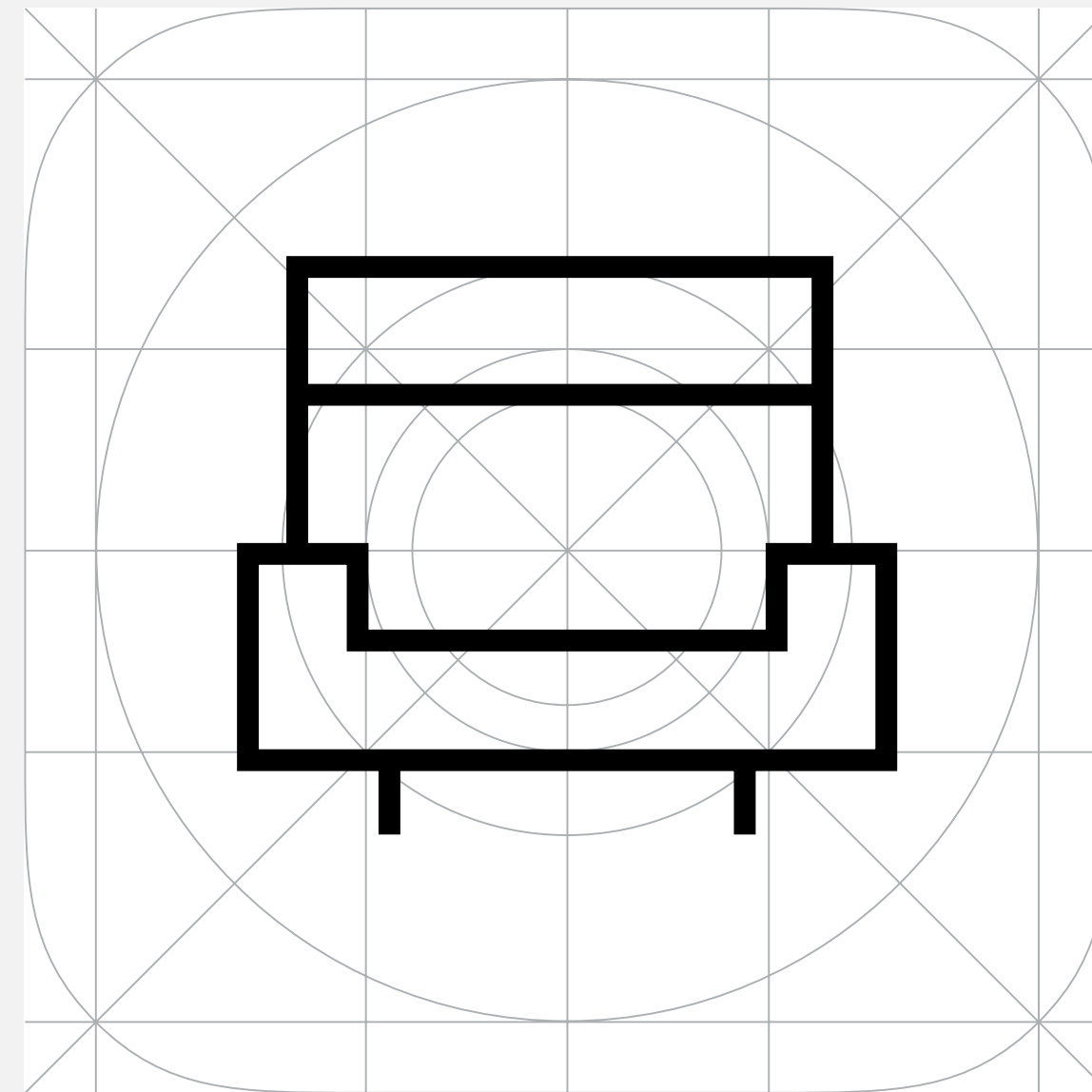
Lorem ipsum dolor amet, consectetur
adipiscing elit, sed diam nonummy
nibh euismod ut laoreet dolore magna
aliquam erat volutpat.

RICH BLACK
ANY SIZE

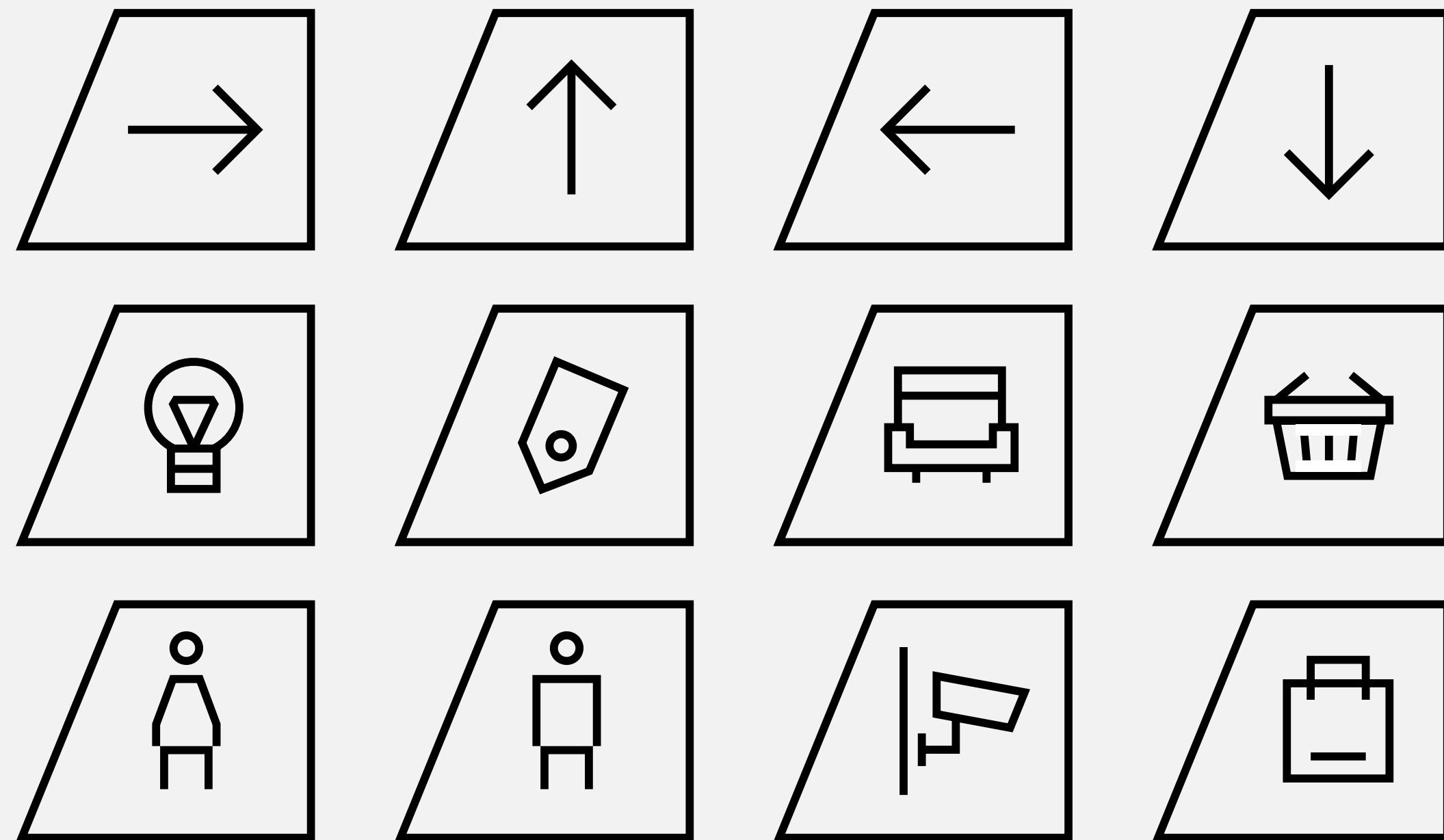
Lorem ipsum dolor amet, consectetur
adipiscing elit, sed diam nonummy
nibh euismod ut laoreet dolore magna
aliquam erat volutpat.

2.4 Iconography

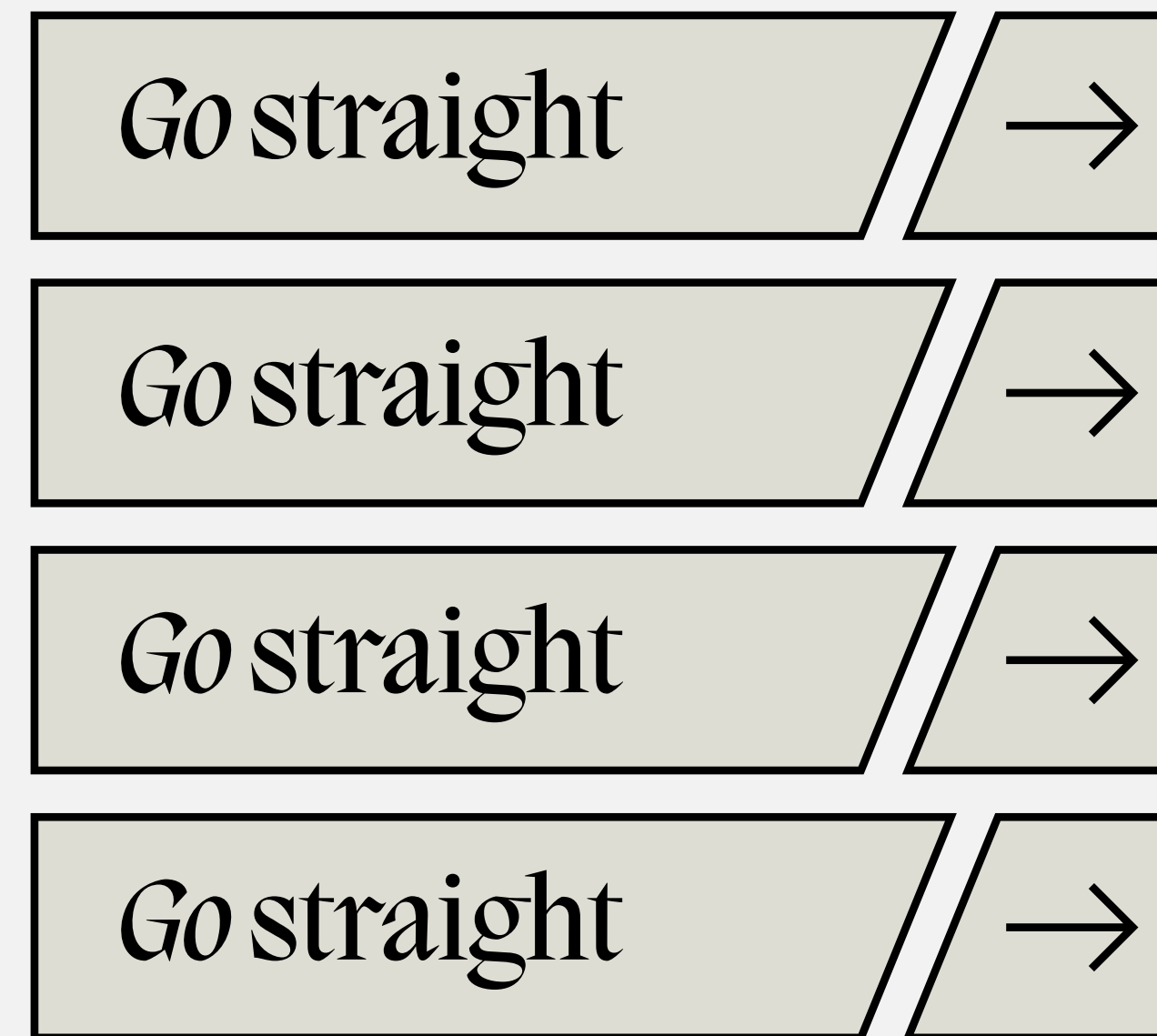
inspired from lines of the type
and its structure



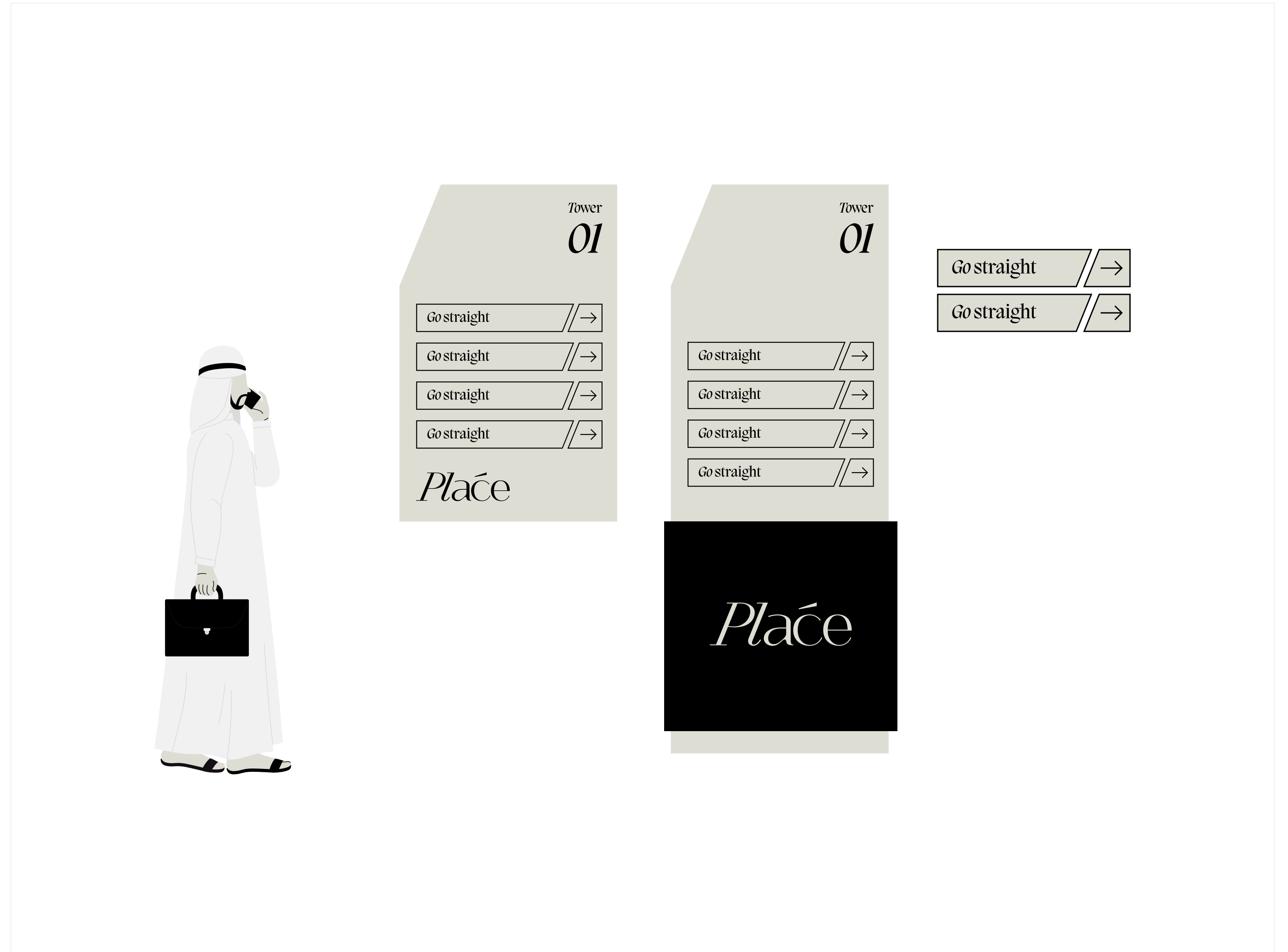
inspired from type structure



inspired from type structure

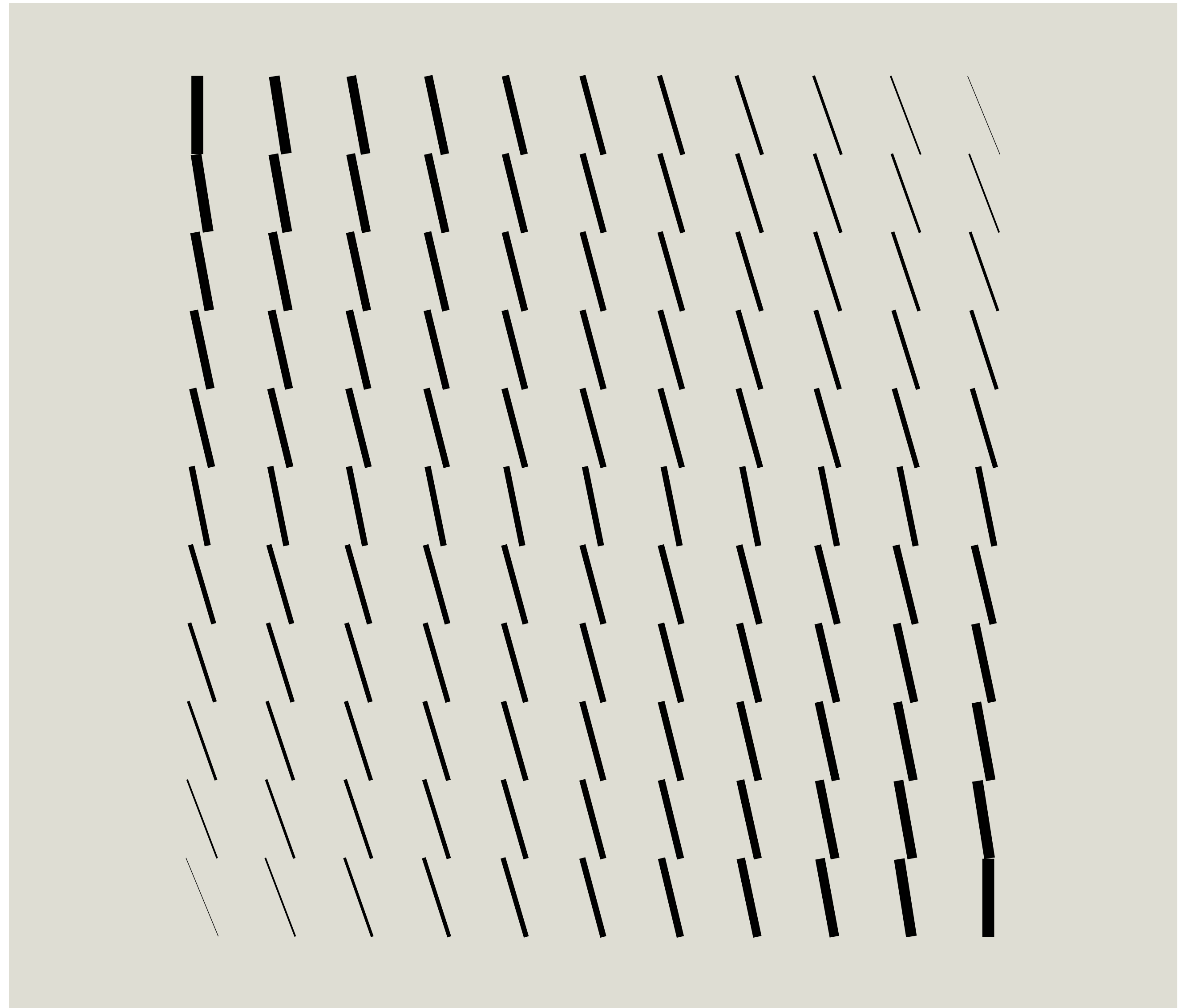


inspired from type structure



2.5 Photography





3.0 Stationery

LETTERHEAD

Typefaces:

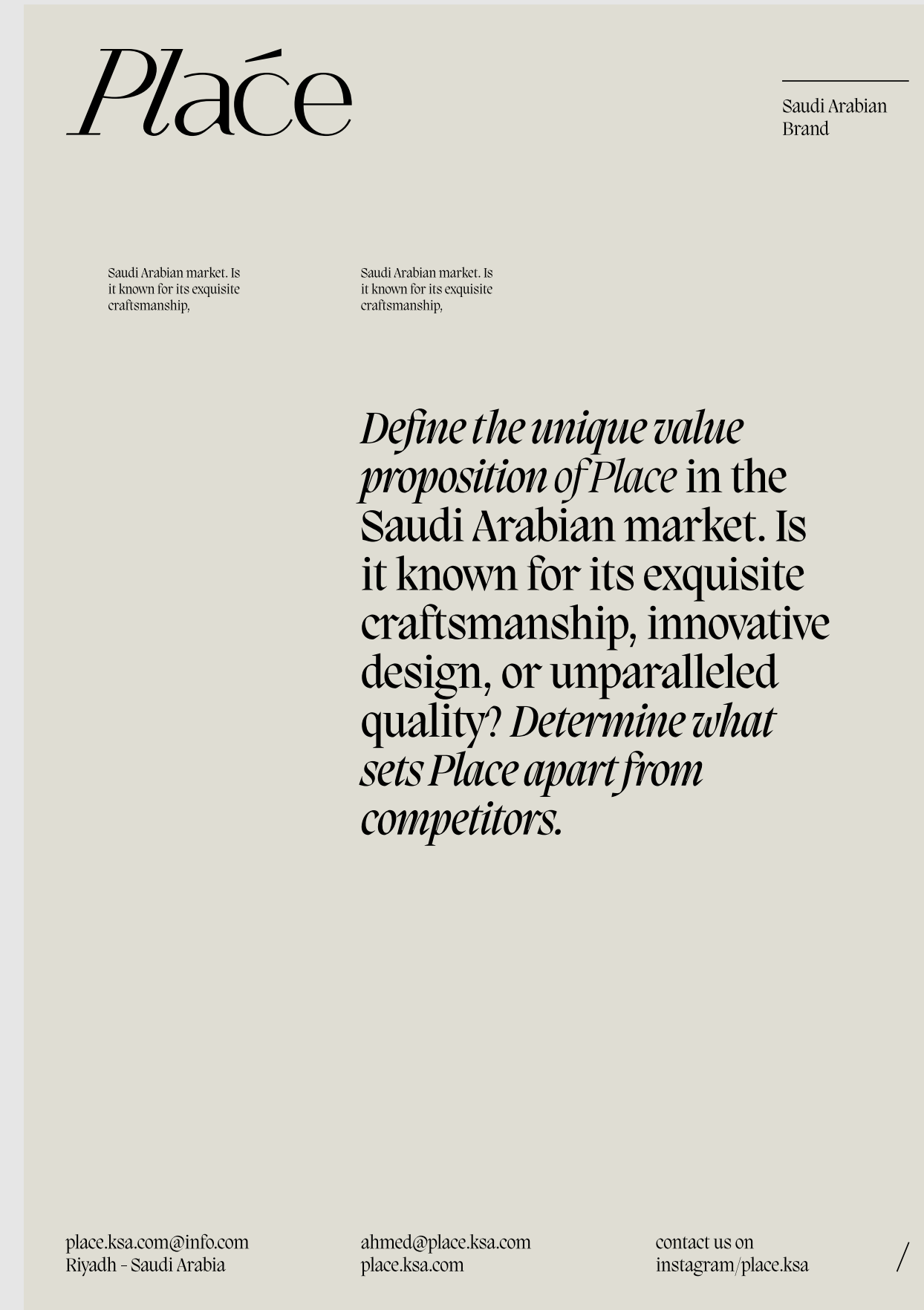
- Migra bold
- Migra italic bold
- Migra regular
- Migra italic regular

Colors:

- Light griesh
- Rich black

Size:

A4 (210 mm - 297 mm)



Business card

Typefaces:

- Migra bold
- Migra italic bold
- Migra regular
- Migra italic regular

Colors:

- Light griesh
- Rich black

Size:

A4 (550 mm - 850 mm)

Notes:

Big logo should be Beveled and rounded corners



Business card

Typefaces:

Migra bold

Migra italic bold

Migra regular

Migra italic regular

Colors:

Light griesh

Rich black

Size:

Each face is
(229 mm - 305 mm)

Notes:

Big logo should
be Beveled
and rounded corners



Business card

Typefaces:

Migra bold

Migra italic bold

Migra regular

Migra italic regular

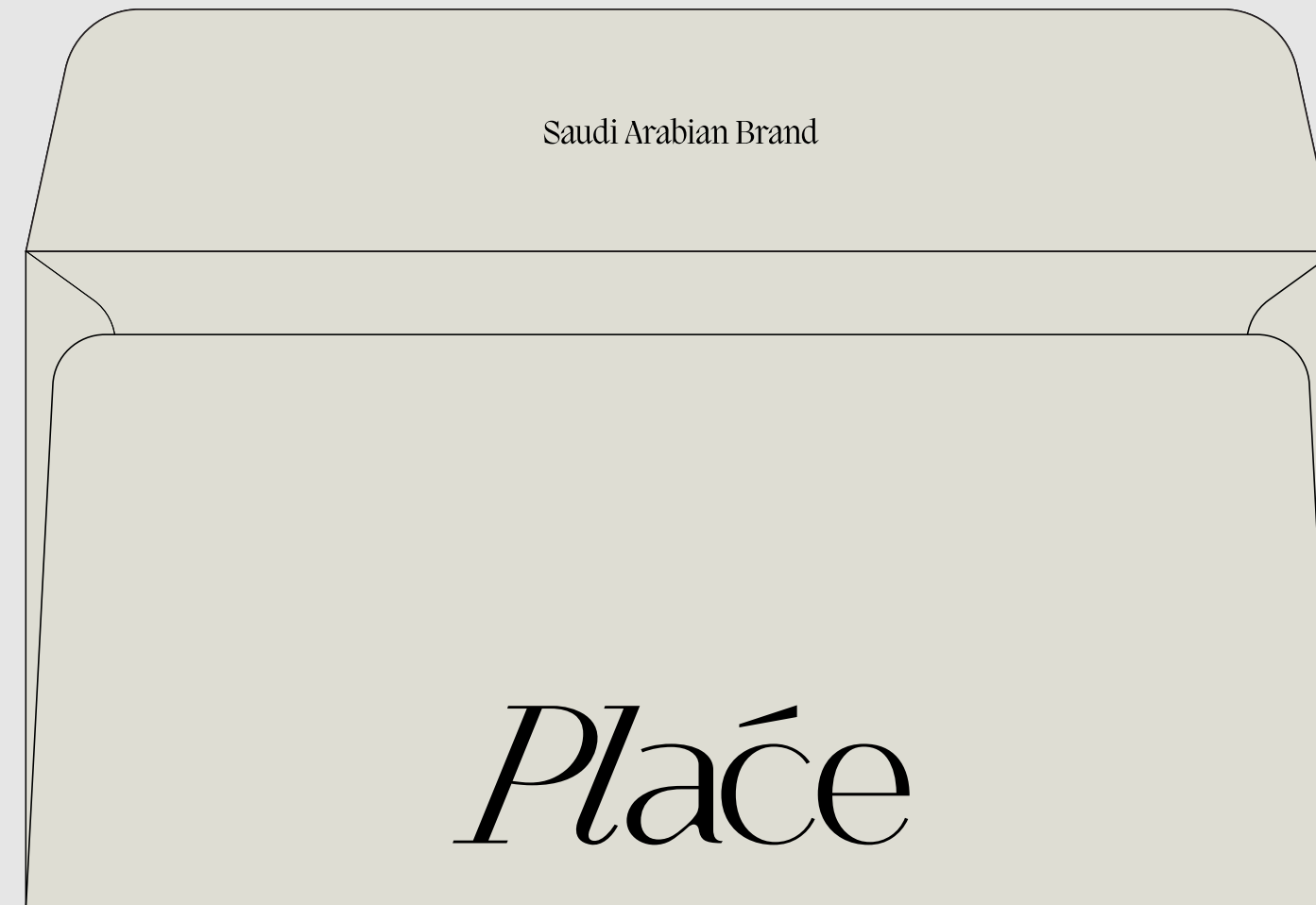
Colors:

Light griesh

Rich black

Size:

Each face is
(220 mm - 110 mm)



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Determine what sets
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competitors.



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Saudi Arabian Brand



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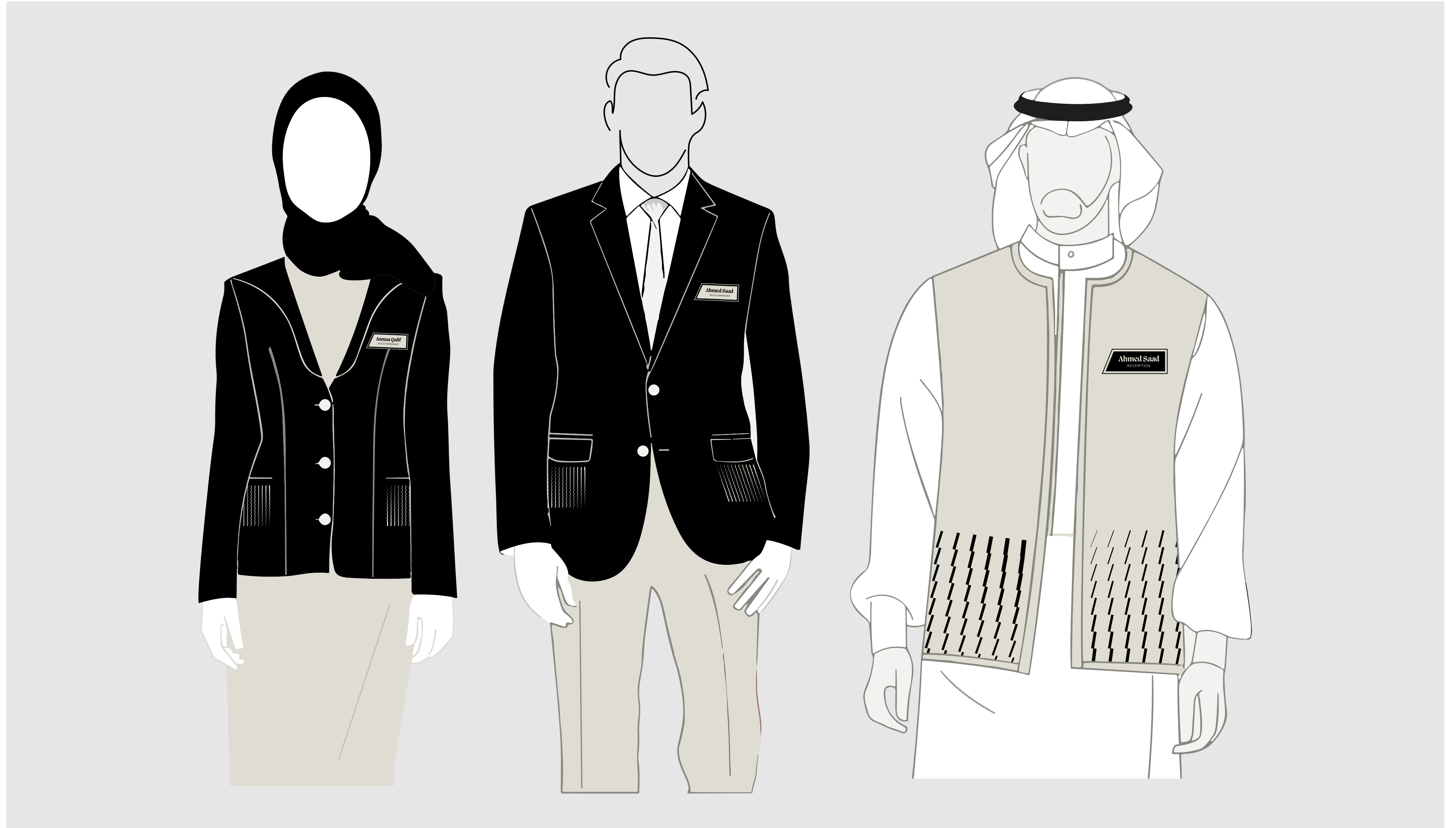
place.ksa.com

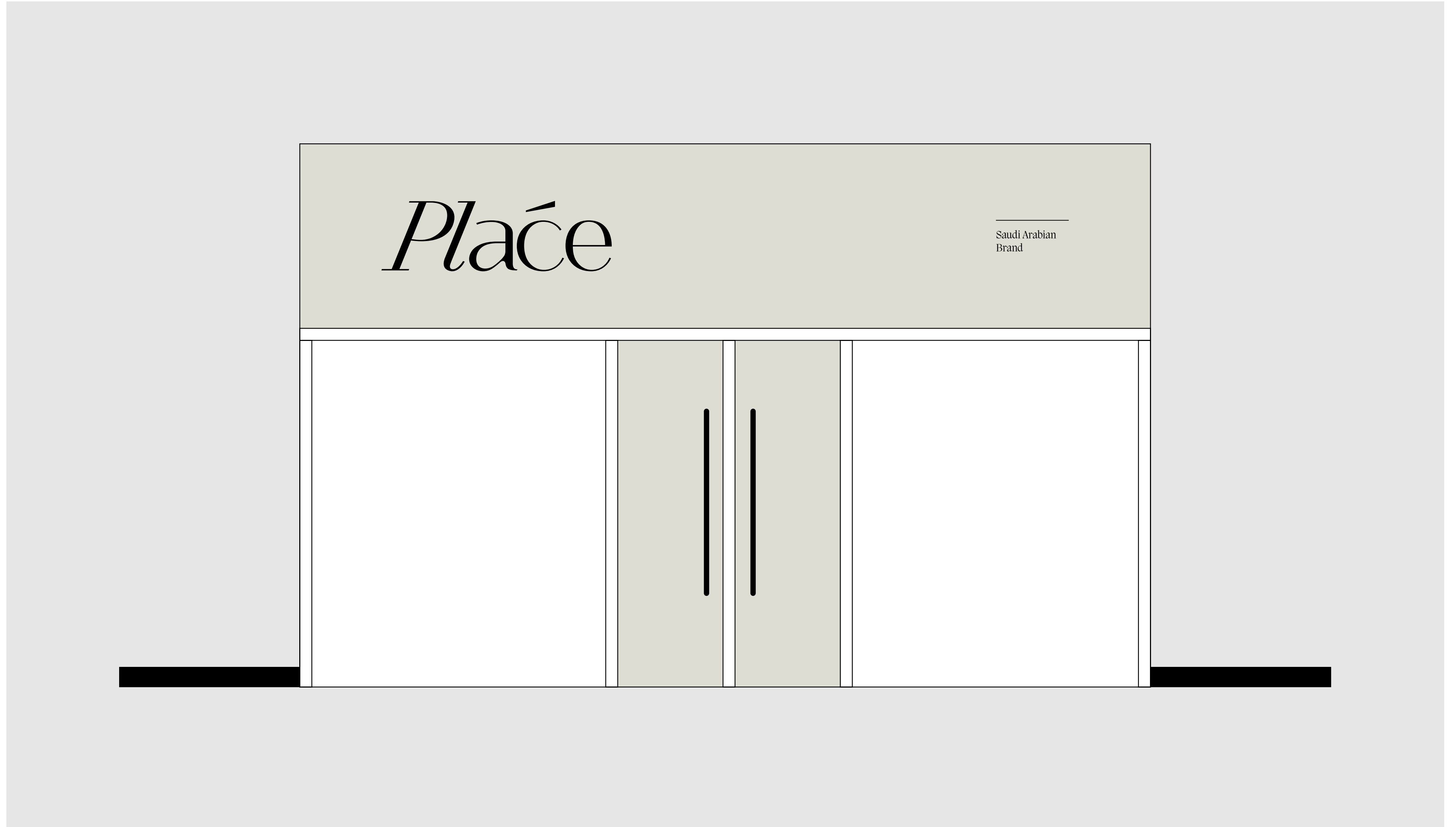
Riyadh - Saudi Arabia place.ksa.com instagram /place.ksa

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3.1 Visual Language

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Define the unique value proposition of Place in the Saudi Arabian market. Is it known for its exquisite craftsmanship, innovative design, or unparalleled quality? Determine what sets Place apart from competitors.

Saudi Arabian Brand

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Saudi Arabian market. Is it known for its exquisite craftsmanship.

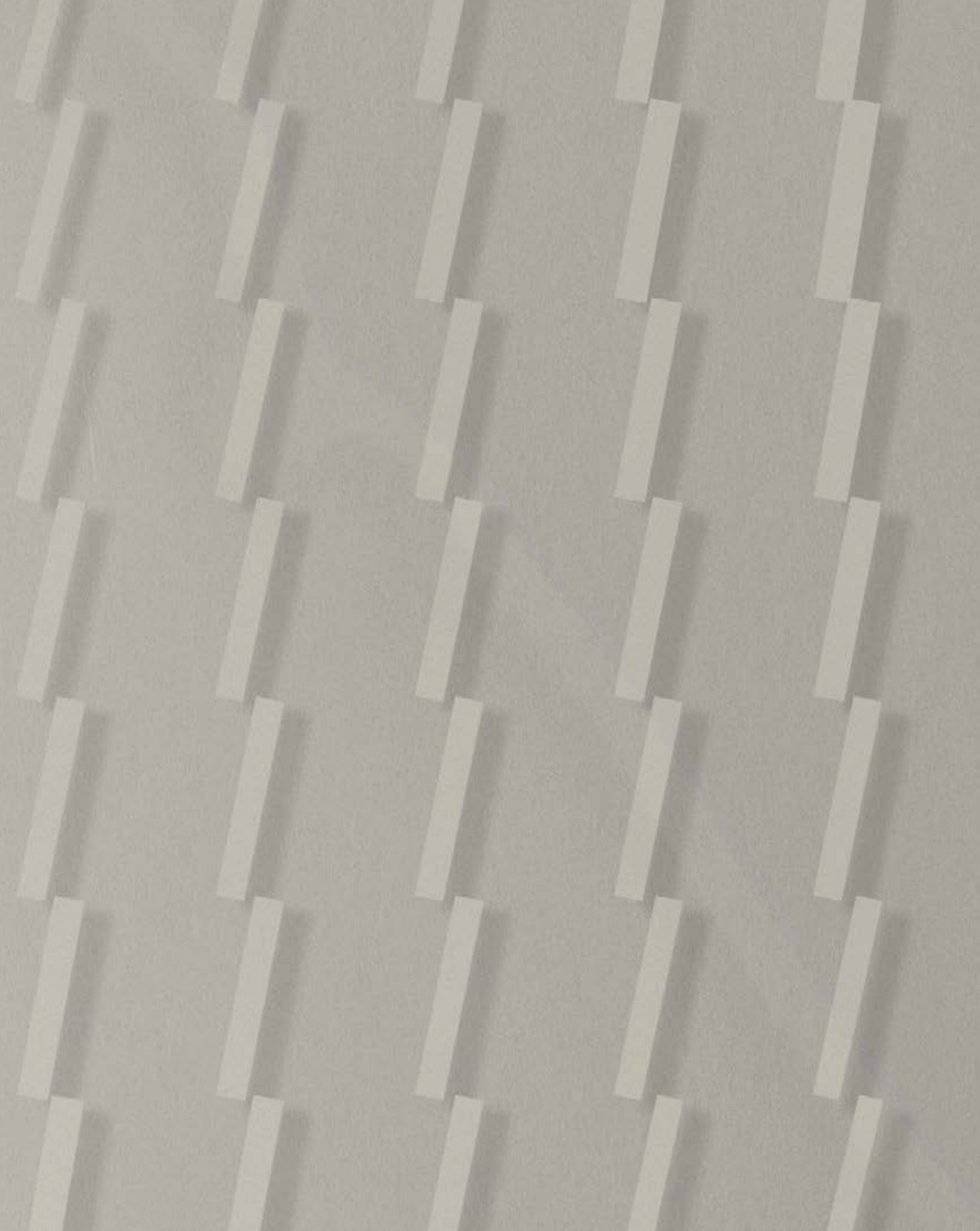
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Decorative Wall
Place's Luxury
Decorative Wall
Place's Luxury
Decorative Wall
Place's Luxury

Place

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place.sa.com

[instagram/placeksa](https://www.instagram.com/placeksa)

Place

www.place.ksa

011 966 11 123456789

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Click-N-Ship	
	
1234567890	
PRIORITY MAIL 3-DAY™	
ZIP CODE	0000
Approved #99999999	

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Define the unique
proposition of Place
in the Saudi market.



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03

Define the unique
value proposition
Place in the Saudi
Arabian market.

Is it known for its expertise
craftsmanship, innovative
design quality?

Define the unique value proposition
of Place in the Saudi Arabian market.

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ONLY AVAILABLE AT SELECT RETAILERS

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