# Rafd رافـد

BY ALRAMZ

Brand Guidelines
Version 1

# Brand Guidelines 2024

## 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 Site has a coherent, unified, strong, recognised and admired brand every day.
This manual is for anyone who is part of Serb.

### — What is it for?

This manual will help you understand the essence of the Rafd 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.
This work is based on **Serb** strategic plan. A strong and consistent brand helps us optimise the company resources and makes communication and marketing much easier.
This manual is an essential tool that will
help maintain a strong identity always.

### — 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 Rafd's visual style
and how to implement them in multiple applications.

# Brand Guidelines
# 2024

## Content

## 1.0 Introduction

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 Rafd has a coherent, unified, strong, recognised and admired brand every day.

## 1.1 About

The distinctive identity is one of the most crucial factors for the success of any company in the modern market. As competition intensifies and challenges arise, a distinctive identity emerges as an effective tool for attracting customers, enhancing trust, and building loyalty. Here are some reasons why showcasing the company from the perspective of a distinctive identity is vital

## 1.1 About Rafd

The Alramz company has proven its superiority in the residential field in terms of providing distinctive residential solutions. Based on this and the available opportunities, the company has moved towards building a line in the business field through the Al Mashhadla project, which resulted from this success in building a new destination for Fayd that combines shopping and entertainment.

The Alramz company intends to launch an iconic identity in Riyadh to build a project that is a destination for business, entertainment and shopping that serves a specific segment of society.

1.1 About

Attrubutes

As an extension of our main brand concept; we aim here to reflect the visual imagery of **Rafd** as a brand in the selection of cultural, natural, yet modern and sophisticated look.
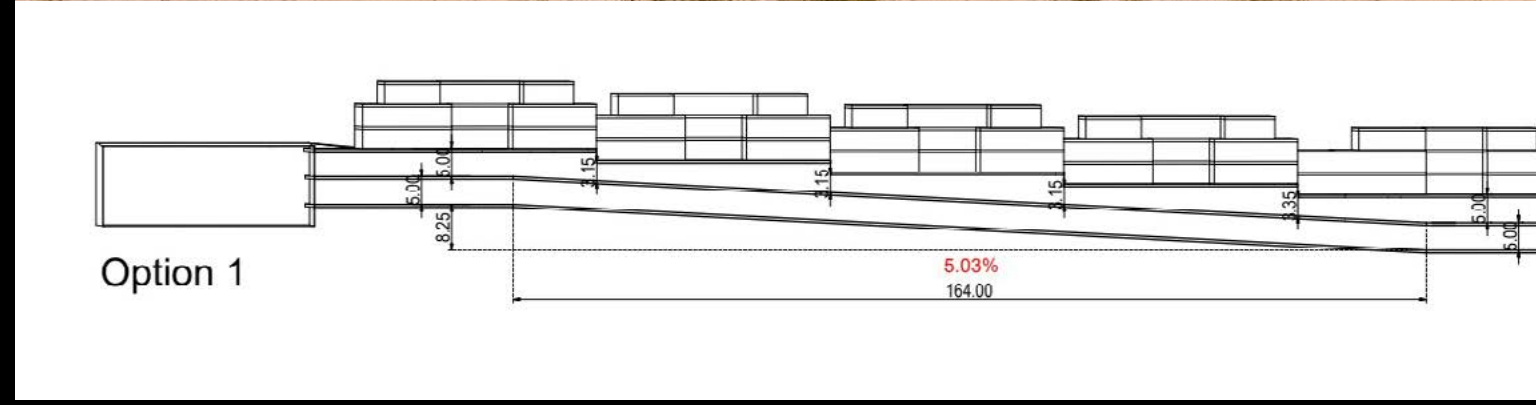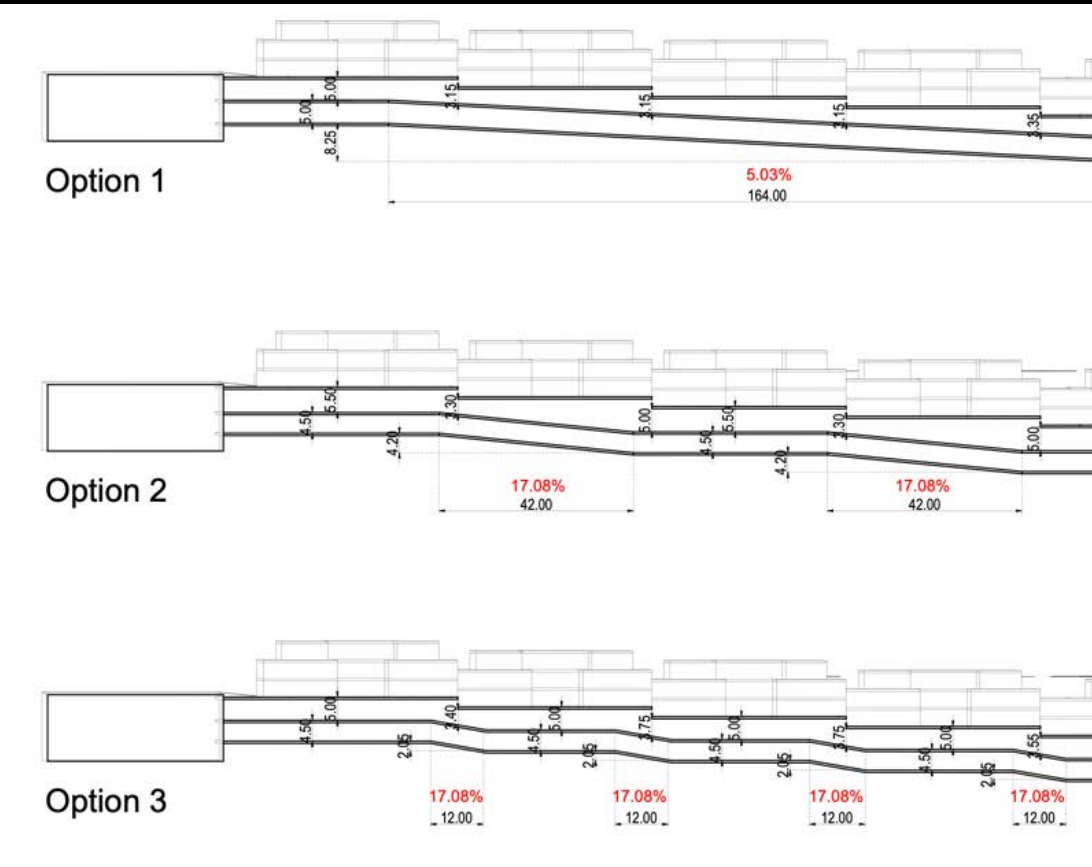


Professional

Trustworthy

Serious

Inspirational
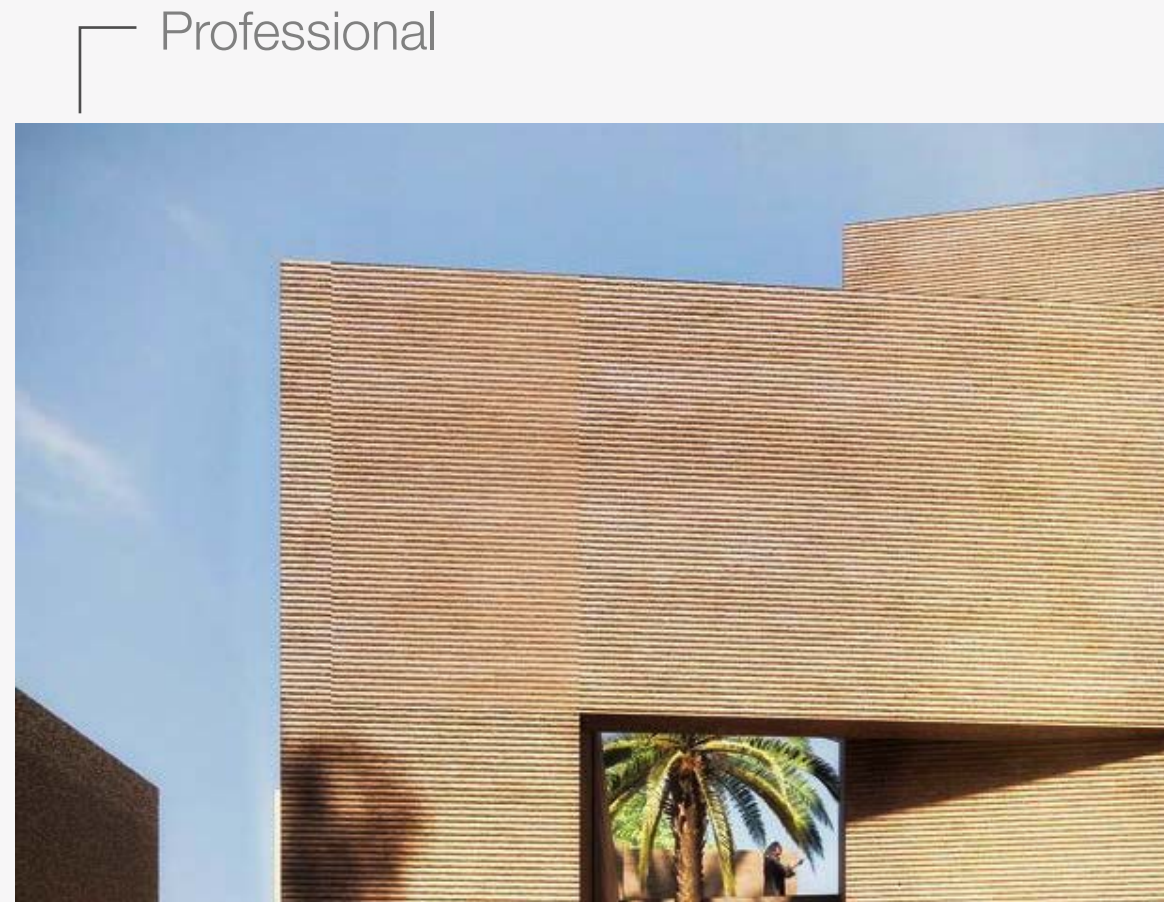
Personable

# 1.1 About

## Concept

**Logo schools**
Building logo Design is a school of logo
design that is considered the best way
to reflect the concept of construction
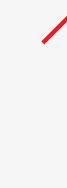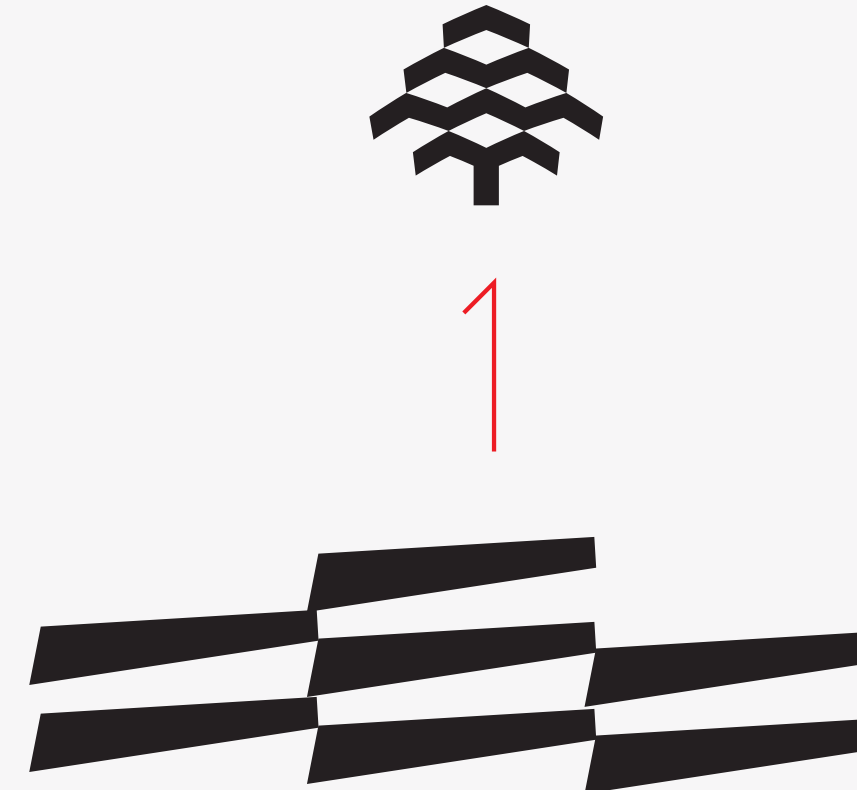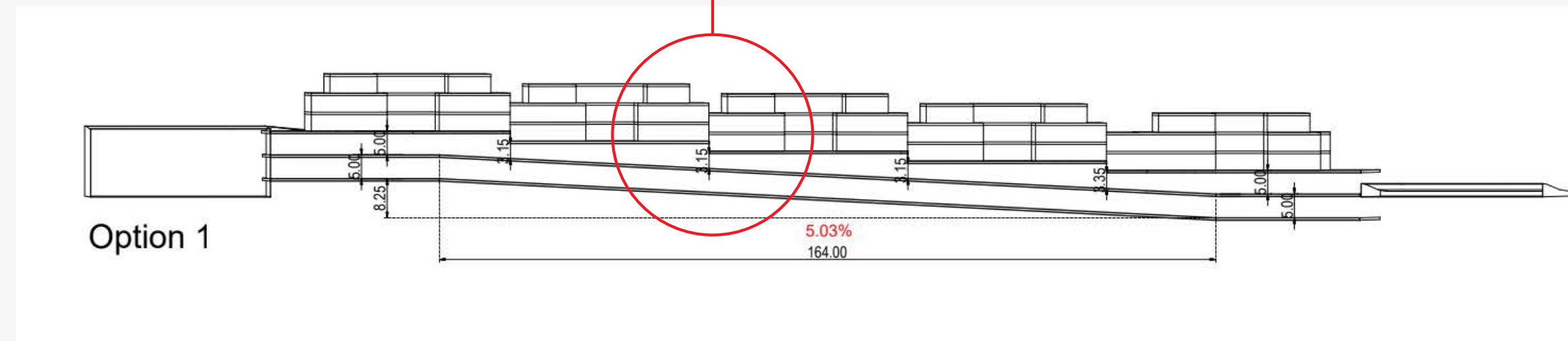by reflecting it in the logo's symbolism.

## 1.1 About

## Concept

Work on coordinating the concept so that the final form of creativity is embodied.

Inspired by the architectural design of the building in a gradual manner

Improve the shape to be in line with the company logo formation.

Option 1

5.03%
164.00

## 2.0  Brandmark

The importance of a logo makes a strong first impression, it's the foundation of your brand identity, should be memorable, separates you from the competition, fosters brand loyalty, and is expected by your audience.

## 2.0  Brandmark

## The Logo

The Rafd logo-mark is the core of our identity and the only element that can represent Rafd entirely on its own.

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

The logo is made up of two elements: the symbol and the logotype.

Rafd رافد

BY ALRAMZ

Rafd

2.0  Brandmark               Negative Logo

Typically refers to a logo design where the color scheme is inverted, meaning that the colors are reversed from their original appearance. This technique can create a striking and memorable visual effect, especially when applied creatively.

## 2.0 Brandmark

## Decoupled logo

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.
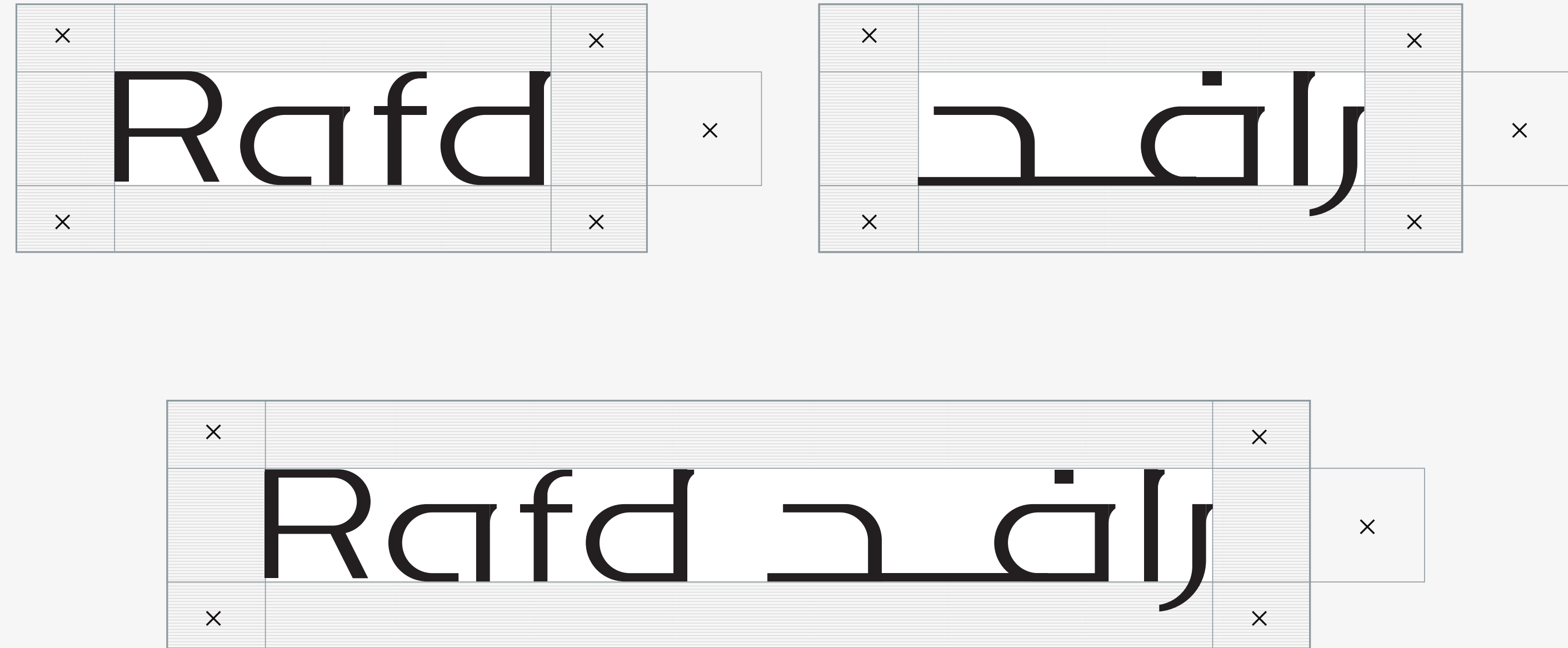
رافــد | Rafd |

2.0  Brandmark          Safe Zone

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.
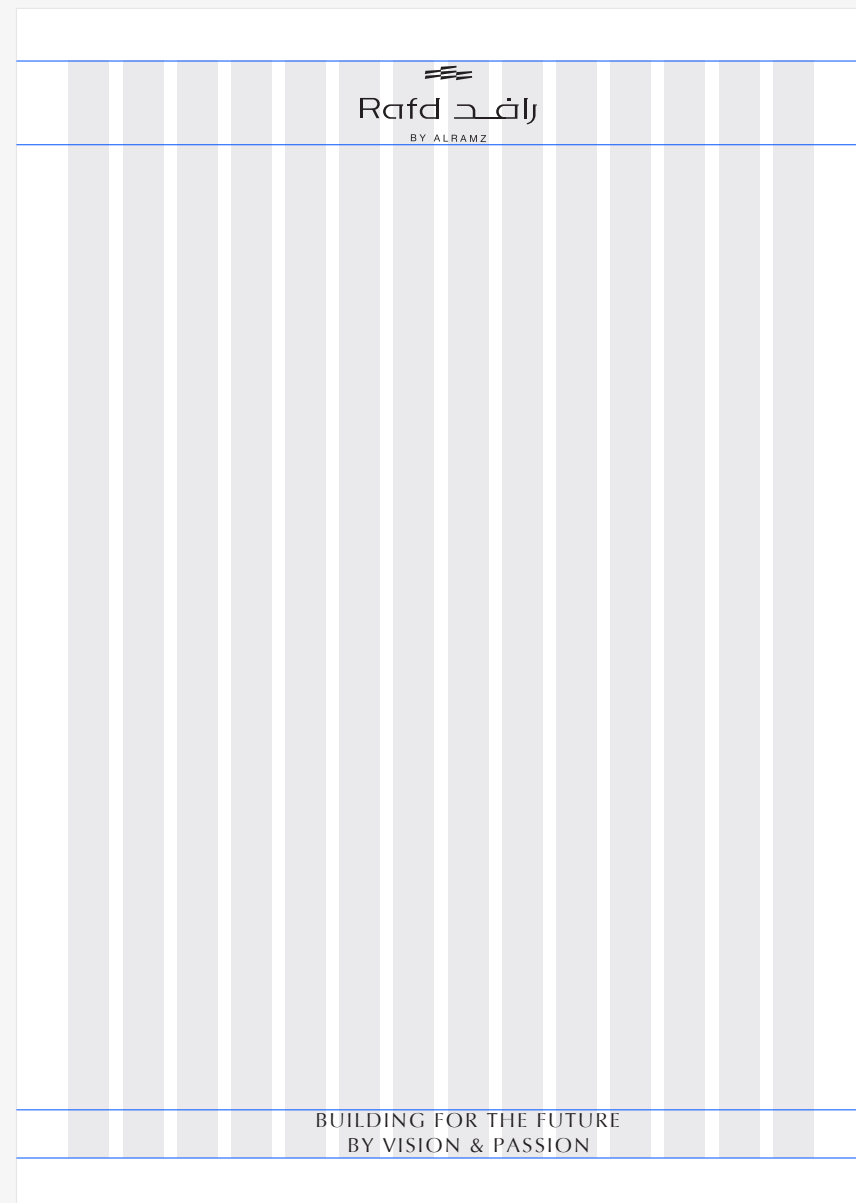
## 2.0 Brandmark

## Logo Placements

The Rafd lockup logos are only to be used as a back-up option. Where possible always decouple the logo. There are two options for locking the logo up, Small to medium scale use, and large scale use.

Video (end frame)

A4 portrait (option 1)

A4 portrait (option 2)

A4 portrait (option 3)

BUILDING FOR THE FUTURE
BY VISION & PASSION

BUILDING FOR THE FUTURE
BY VISION & PASSION

BUILDING FOR THE FUTURE
BY VISION & PASSION

Web 'MPU' banner (end frame)

رافــد
Rafd

Web 'leader-board' banner

Rafd رافــد

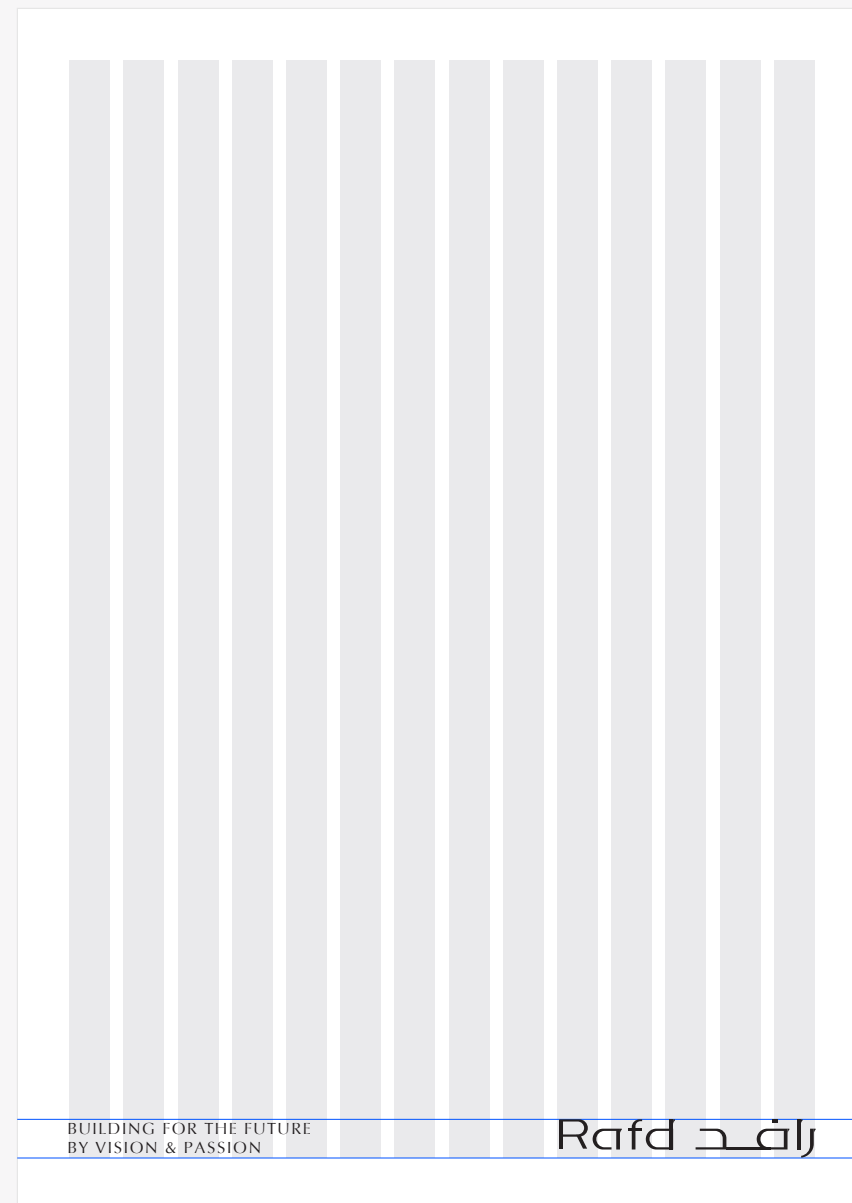BUILDING FOR THE FUTURE
BY VISION & PASSION
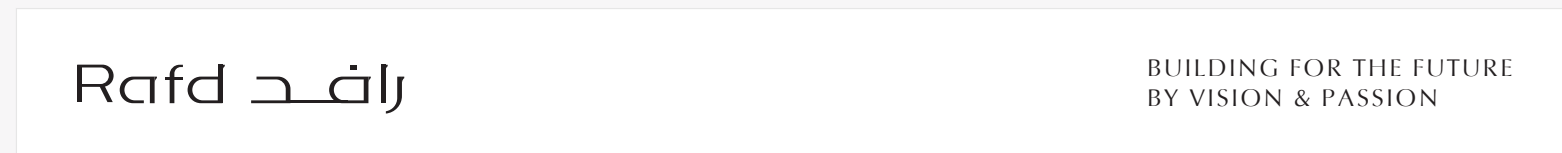
## 2.0 Brandmark

### Logo Lockups

The Rafd lockup logos are only to be used as a back-up option. Where possible always decouple the logo. There are two options for locking the logo up, Small to medium scale use, and large scale use.
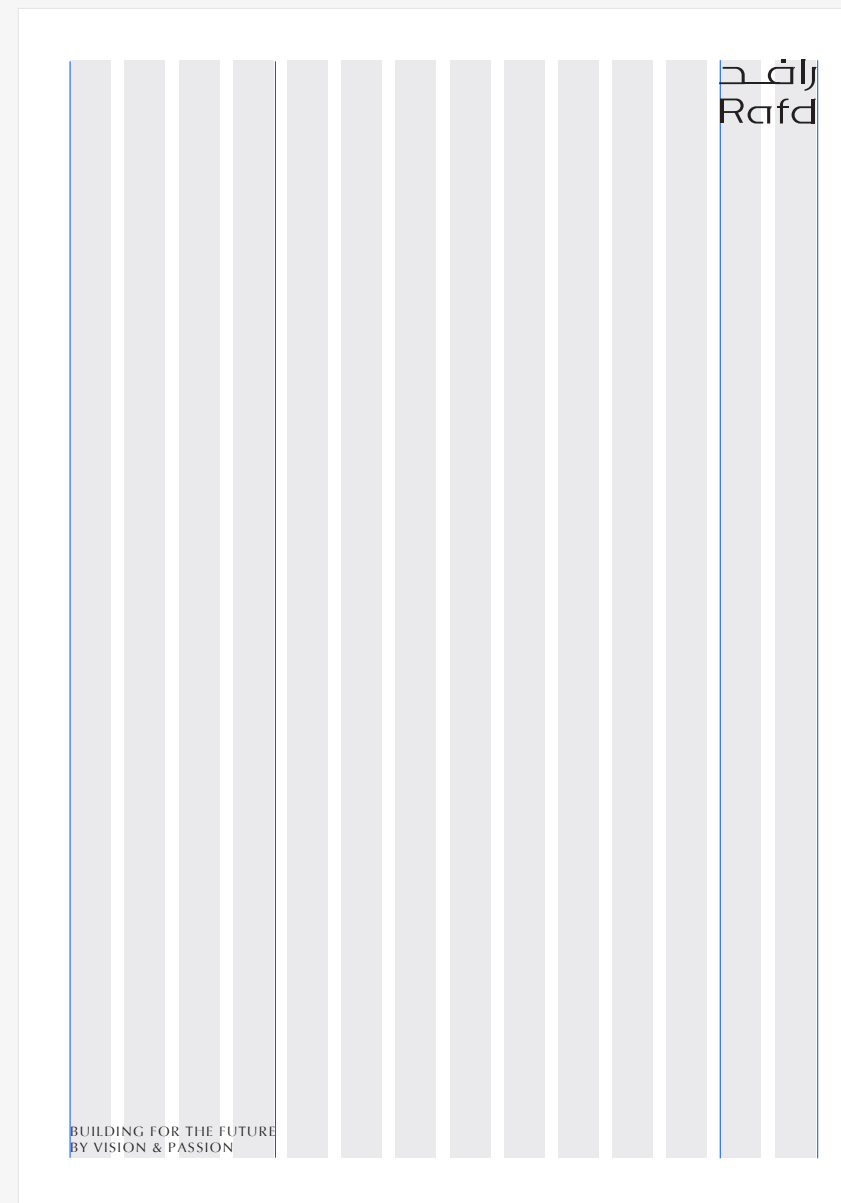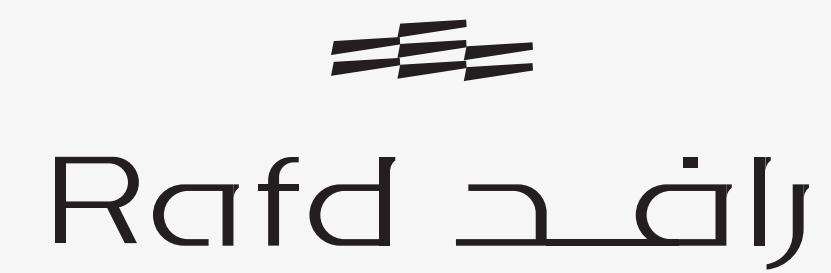
2.0  Brandmark

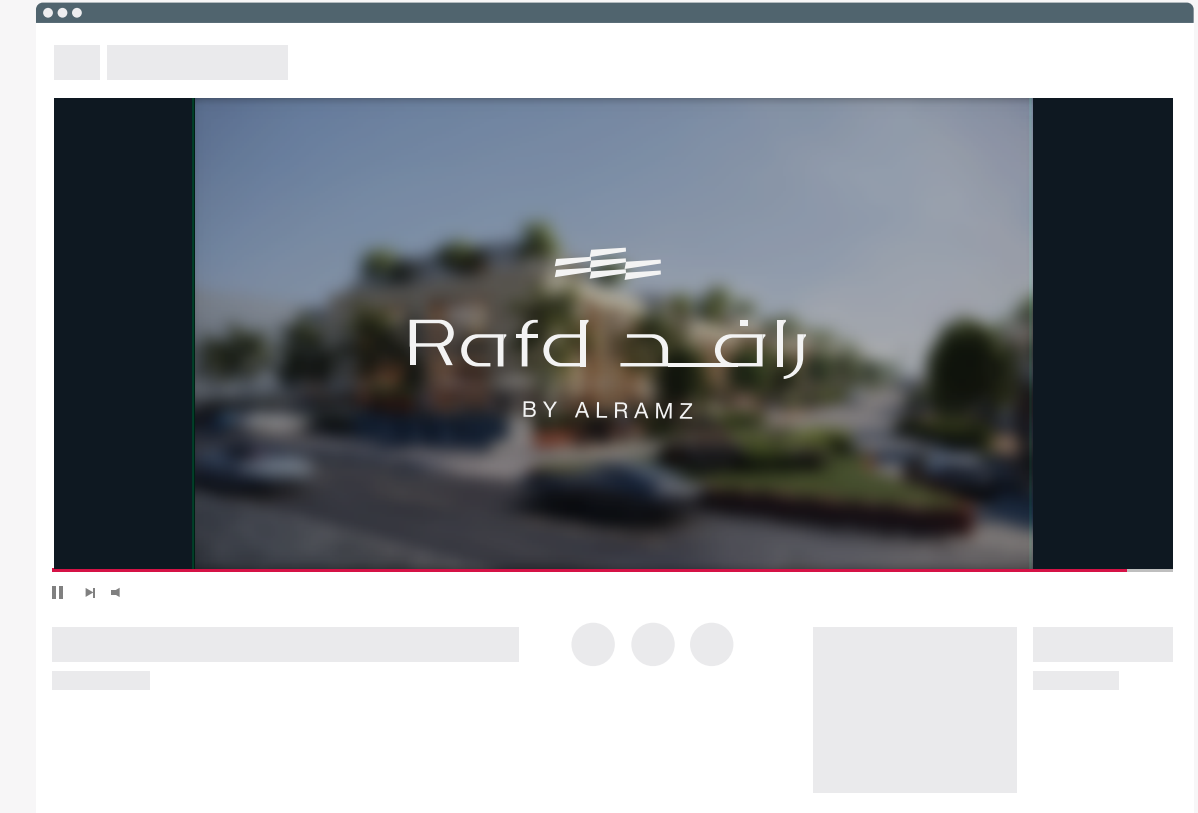Logo Color Variants

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.

### Black and white

In some cases on low quality printing, we may need to supply a black and white logo version.

### Colour

Wherever possible this color version should always be used, which appears in a clearly opposite color or vice versa, we never use two colors within a logo lockup.

## 2.0 Brandmark

## Logo Misuses

In order to maintain the integrity of the Primary Visual Identity, it must never be altered, cropped or reconfigured in any way.

Below are some examples of prohibited usage. Additional restrictions apply.

1. Do not add shadow.
2. Do not color logo with unapproved colors.
3. Do not change spacing between lettering.
4. Do not surpass clear space with other logos or any element.
5. Do not stretch.
6. Do not rotate in any way.
7. Do not add glow.
8. Do not use with low quality.
9. Do not fill with gradients or patterns.
10. Do not drop over a shape.
11. Do not add effects.
12. Do not deform the logo.

1.

2.

3.

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9.

10..

11.
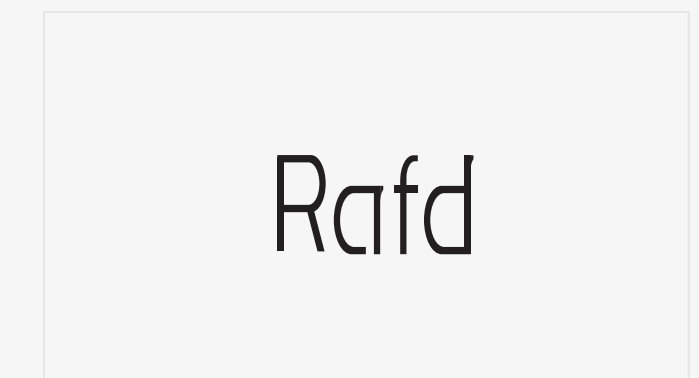
12.

## 3.0 Color System

Colors have a significant impact on people's emotional state. Color can trigger an emotion and evoke a brand association.

3

# 3.0 Color System

## Primary palette

Use the approved color shades for Rafd as shown on this page. In case the approved colors are not visible on screens, rely on the digital ratios written below each color and apply them.

| %100 | | %90 | %80 | %70 | %60 | %35 | %25 | %10 |
|------|---|-----|-----|-----|-----|-----|-----|-----|
| %100 | | %90 | %80 | %70 | %60 | %35 | %25 | %10 |
| %100 | | %90 | %80 | %70 | %60 | %35 | %25 | %10 |
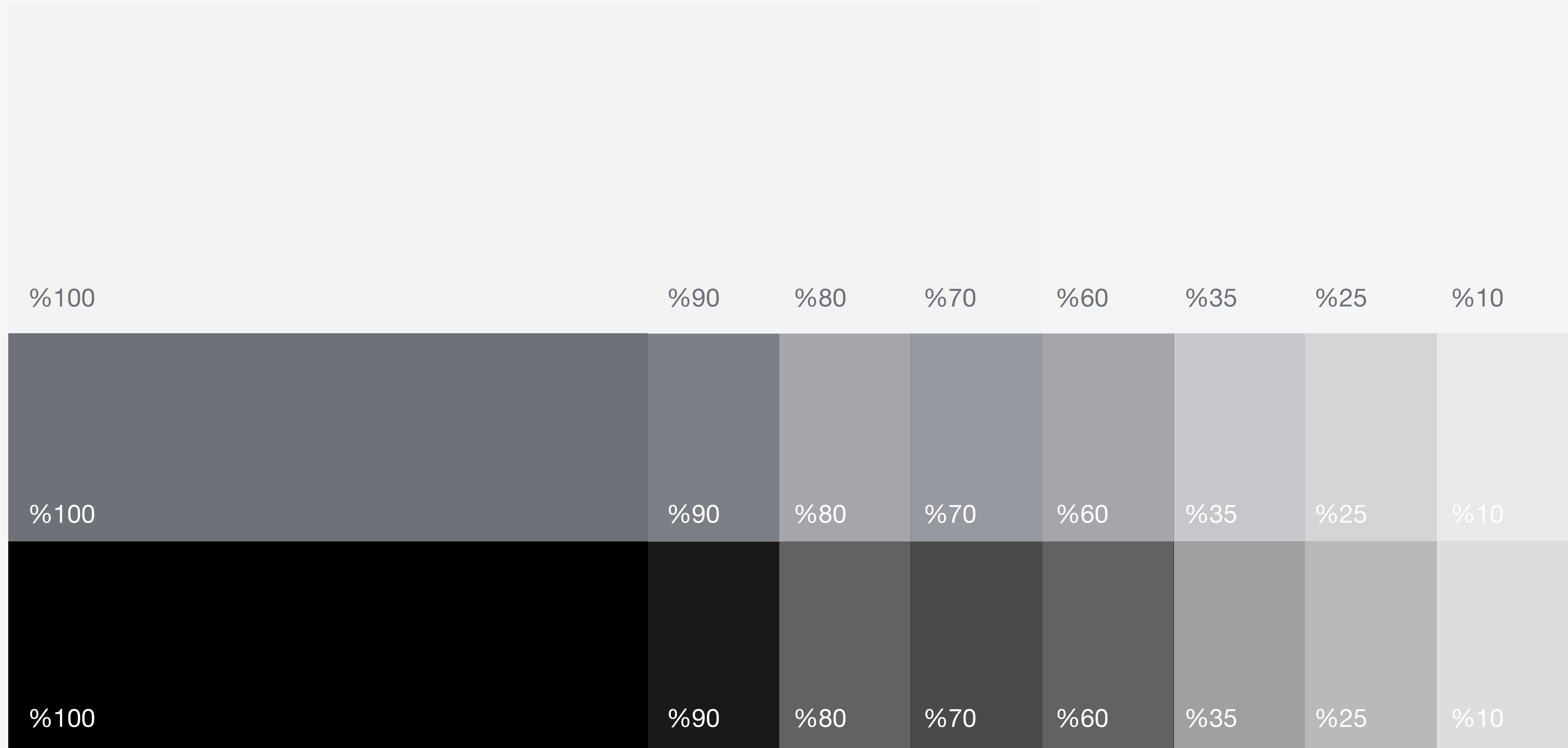
# 3.0 Color System

## Secondary palette

When the basic core palette is not enough,
you can use the secondary palette support it.
the secondary palette gives flexibility

| %100 | | %90 | %80 | %70 | %60 | %35 | %25 | %10 |
|------|--|-----|-----|-----|-----|-----|-----|-----|
| %100 | | %90 | %80 | %70 | %60 | %35 | %25 | %10 |
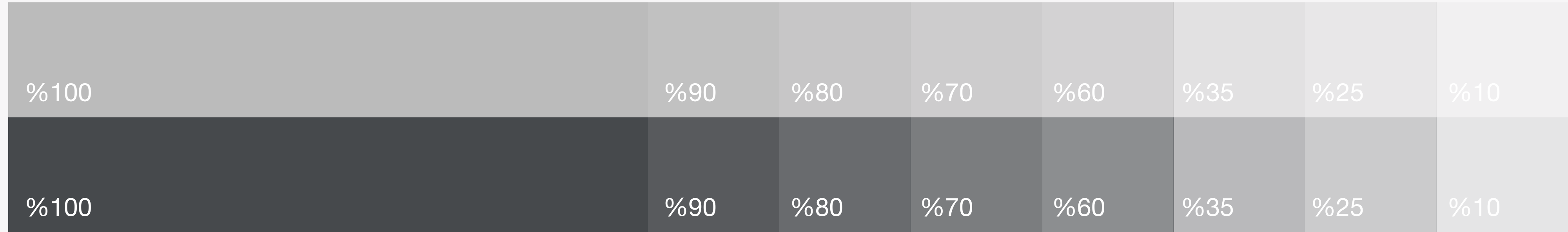
# 3.0 Color System

## Color Usage Ratio

These rules can help you put a color scheme together easily. proportion is meant to give balance to the colors used in any space.

### 1. Primary palette

The Rafd primary palette should be used with respect, it therefore only takes roughly 1/4 of the overall proportion. In most cases we lead with our primary palette, followed by our secondary.

### 2. Secondary palette

The secondary palette is used to add flexibility and variety, In most cases only one secondary should be used at a time in conjunction with a primary colour.

### 3. Backgrounds

and text palette The Rafd background colours hold the strongest proportion of this wheel, they provide clear space and clarity to our communications and should be used liberally.
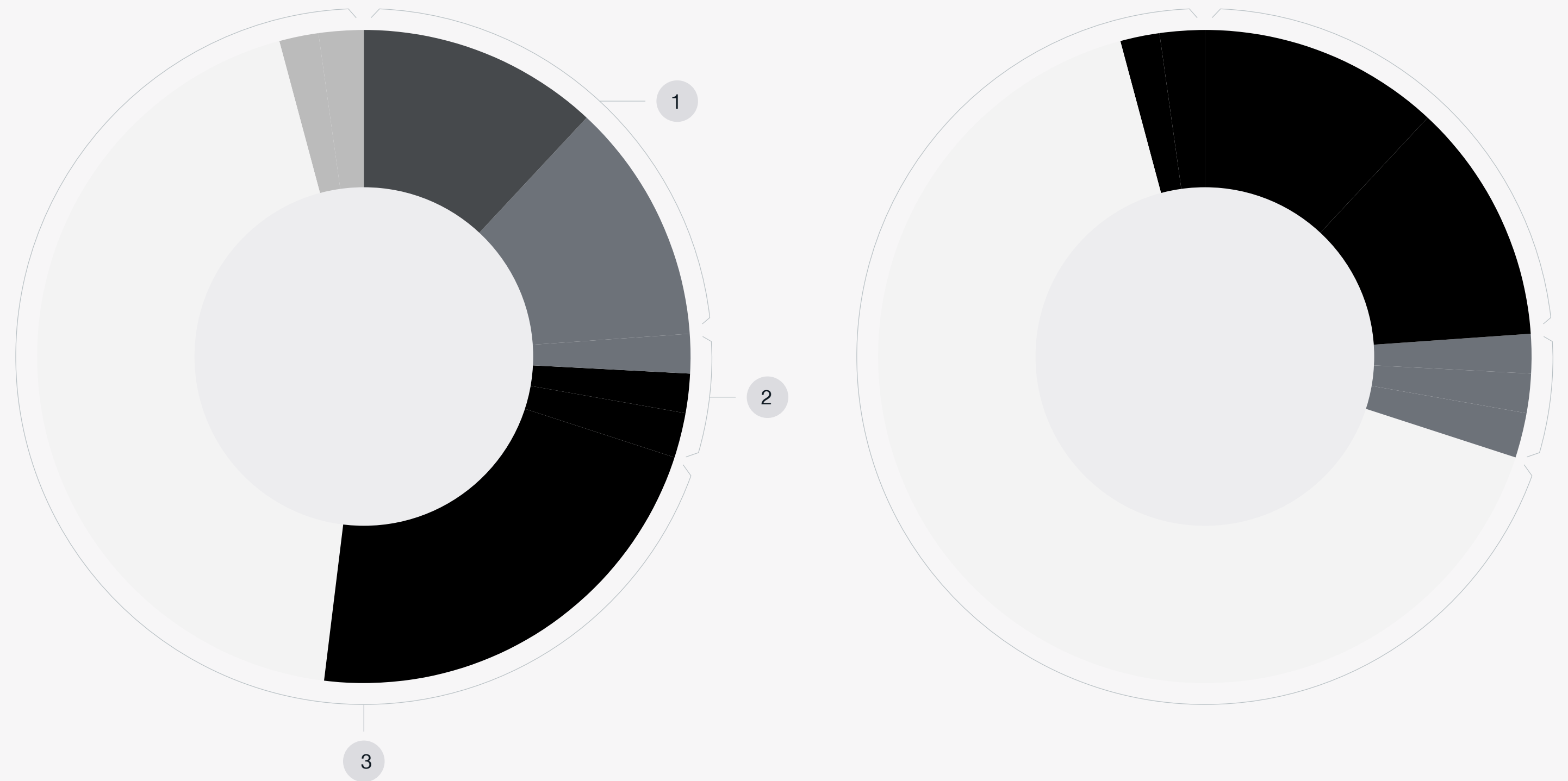
3.0 Color System

Background and text palette

When using Classico with the Rafd colour palette you must always ensure a certain standard of accessibility, the following colour options with typography have been approved to be legible

Black text, medium or large headline.

Black body copy can sit on white. moditatum recab illesequam do lupta magnam hario.

Dark grey text, medium or large headline.

Green body copy can sit on white. moditatum recab illesequam do lupta magnam hario.

Mid grey text, Large headline only

Light grey text, Large headline only

White text, medium or large headline.

White body copy can sit on green. moditatum recab illesequam do lupta magnam hario.

White text, medium or large headline.

Black body copy can sit on grey. moditatum recab illesequam do lupta magnam hario.

White text, medium or large headline.

White body copy can sit on blue. moditatum recab illesequam do lupta magnam hario.

White text, medium or large headline.

White body copy can sit on gold. moditatum recab illesequam do lupta magnam hario.

Light grey text, Large headline only

Light grey text, Large headline only

Light grey text, Large headline only

Black text, medium or large headline.

Black body copy can sit on gold. moditatum recab illesequam do lupta magnam hario.

Mid grey text, Large headline only

Mid grey text, Large headline only

Black text, medium or large headline.

Black body copy can sit on gold. moditatum recab illesequam do lupta magnam hario.

Dark grey text, Large headline only

# 3.0 Color System

## Colour combinations

Our primary color and/or secondary must always be present and prominent on external facing comms., the secondary palette always supports but never steals the show.

### 1. Top left quadrant

This quadrant of colour combinations includes only primary colours. They should be used for most corporate applications as they offer immediate brand recognition.

### 2. Top right and bottom left quadrant

These quadrants of colour include primary plus secondary colours, they should be used to add versatility to the brand whilst remaining recognisable; for use on such applications like brochures, white papers and web secondary pages.

### 3. Bottom right quadrant

This quadrant of combinations includes no primary colours, they add flexibility and pace to a brochure through divider pages or on a web content page.
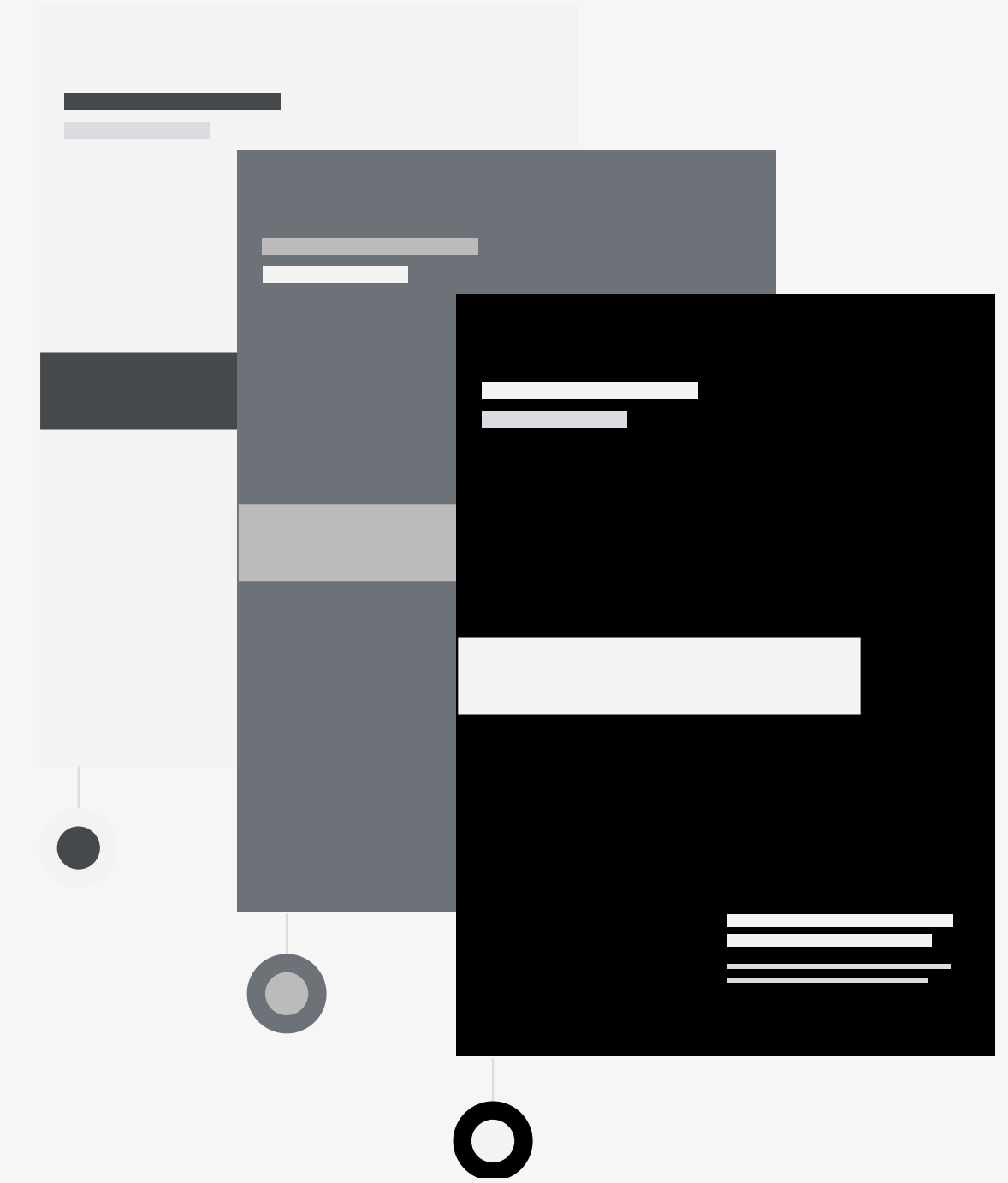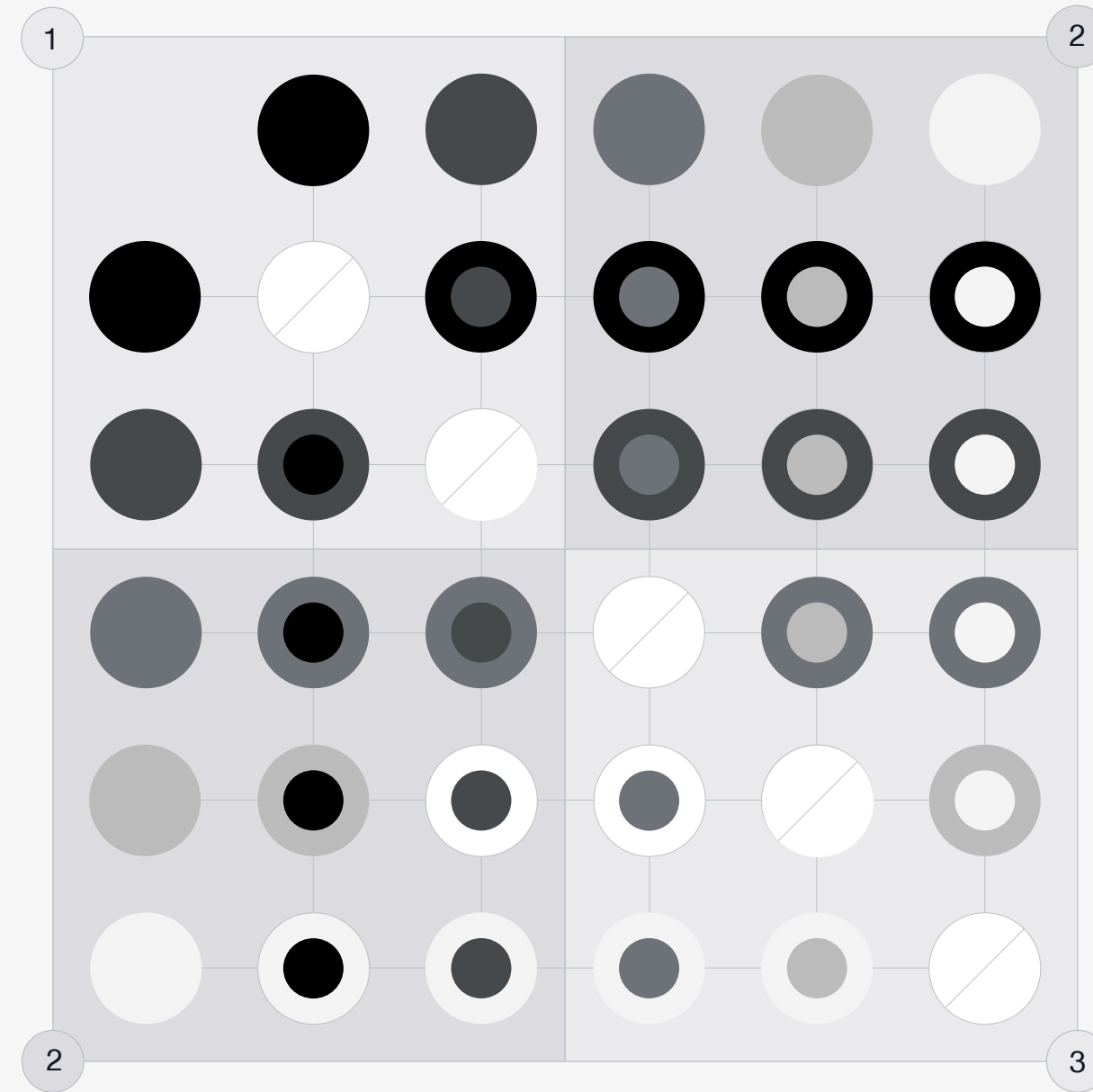
4.0 Typography

Typography is the visual manifestation of a brand's voice. The voice of Rafd, is represented with one very important font family: Classico.

ععع ع

12

نحو

المستقبل ههههههه

اوزان متعددة

التطور هو نهج
الشركات الناجحة
في الأعمال

الإستخدام

×،//٪.@/

# 4.0 Typography

## Arabic Typography

AL Jazeera Arabic  is used across both Arabic and Latin, only ever use **AL Jazeera Arabic**  to retain a consistent voice across all communications.

Usage of the particular font in some programs, for example:

Microsoft Word  Microsoft PowerPoint

Any communication apps uses a Adapter font in Arabic and or English.

Name Font

Al Jazeera Arabic
Light

أ ب ت ث ج ح خ م ن ت ي س ش ك م ن و ر ز د ذ ط ظ ص ض ف ق ل ع غ 1 2 3 4 5 6 7 8 9 ! @ # $ ٪ &
؟

Name Font

Al Jazeera Arabic
Regular

أ ب ت ث ج ح خ م ن ت ي س ش ك م ن و ر ز د ذ ط ظ ص ض ف ق ل ع غ 1 2 3 4 5 6 7 8 9 ! @ # $ ٪ &
؟

Name Font

Al Jazeera Arabic
Bold

أ ب ت ث ج ح خ م ن ت ي س ش ك م ن و ر ز د ذ ط ظ ص ض ف ق ل ع غ 1 2 3 4 5 6 7 8 9 ! @ # $
٪ & ؟

# aA

# 12

# New

# FUTure

# hhhhhhhhhhh

# Three weight for
# **multiple uses**

**Evolution is an**
Approach successful
Companies in business

# &%?@/

## 4.0 Typography
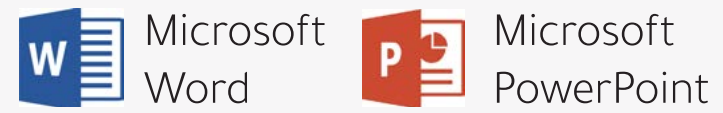
### Latin Typography

Classico URW is used across both Arabic and Latin, only ever use Classico URW to retain a consistent voice across all communications.

Usage of the particular font in some programs, for example:

Microsoft Word   Microsoft PowerPoint

Any communication apps uses a Adapter font in Arabic and or English.

Name Font

Classico URW Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,:;@£$#%&*()!?

Name Font

Classico URW Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,:;@£$#%&*()!?

Name Font

Classico URW Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,:;@£$#%&*()!?

# 4.0 Typography

## Master Stylelist

<div dir="rtl">

# عنوان كبير

# LARGE TITLE

</div>

<div dir="rtl">

## عنوان فرعي ثالث
### THIRD SUBTITLE

</div>

تستخدم الخطـوط النصية في مجموعـة واسعة مـن التطبيقـات، بمـا في ذلـك الكتـب، والمـجلات، والصحـف، والمواقـع الإلكترونيـة، والإعلانات، والمواد التعليميـة، والعـروض التقديميـة، والعديـد مـن التطبيقـات الأخـرى، يمكـن أن تؤثـر الخطـوط النصيـة بشـكل كبيـر على قـراءة النـص وفهمـه، ويعتبـر اختيـار الخـط المناسب جـزءاً هامـاً مـن تصميـم النـص

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<div dir="rtl">

## عنوان فرعي

</div>

تستخدم الخطـوط النصيـة في مجموعـة واسعة مـن التطبيقـات، بمـا في ذلـك الكتـب، والمـجلات، والصحـف، والمواقـع الإلكترونيـة، والإعلانات، والمواد التعليميـة، والعـروض التقديميـة، والعديـد مـن التطبيقـات الأخـرى، يمكـن أن تؤثـر الخطـوط النصيـة بشـكل كبيـر على قـراءة النـص وفهمـه، ويعتبـر اختيـار الخـط المناسب جـزءاً هامـاً مـن تصميـم النـص

<div dir="rtl">

## عنوان فرعي ثالث

</div>

تستخدم الخطـوط النصيـة في مجموعـة واسعة مـن التطبيقـات، بمـا في ذلـك الكتـب، والمـجلات، والصحـف، والمواقـع الإلكترونيـة، والإعلانات، والمواد التعليميـة، والعـروض التقديميـة، والعديـد مـن التطبيقـات الأخـرى، يمكـن أن تؤثـر الخطـوط النصيـة بشـكل كبيـر على قـراءة النـص وفهمـه، ويعتبـر اختيـار الخـط المناسب جـزءاً هامـاً مـن تصميـم النـص

## SUBTITLE

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore e

## THIRD SUBTITLE

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse moles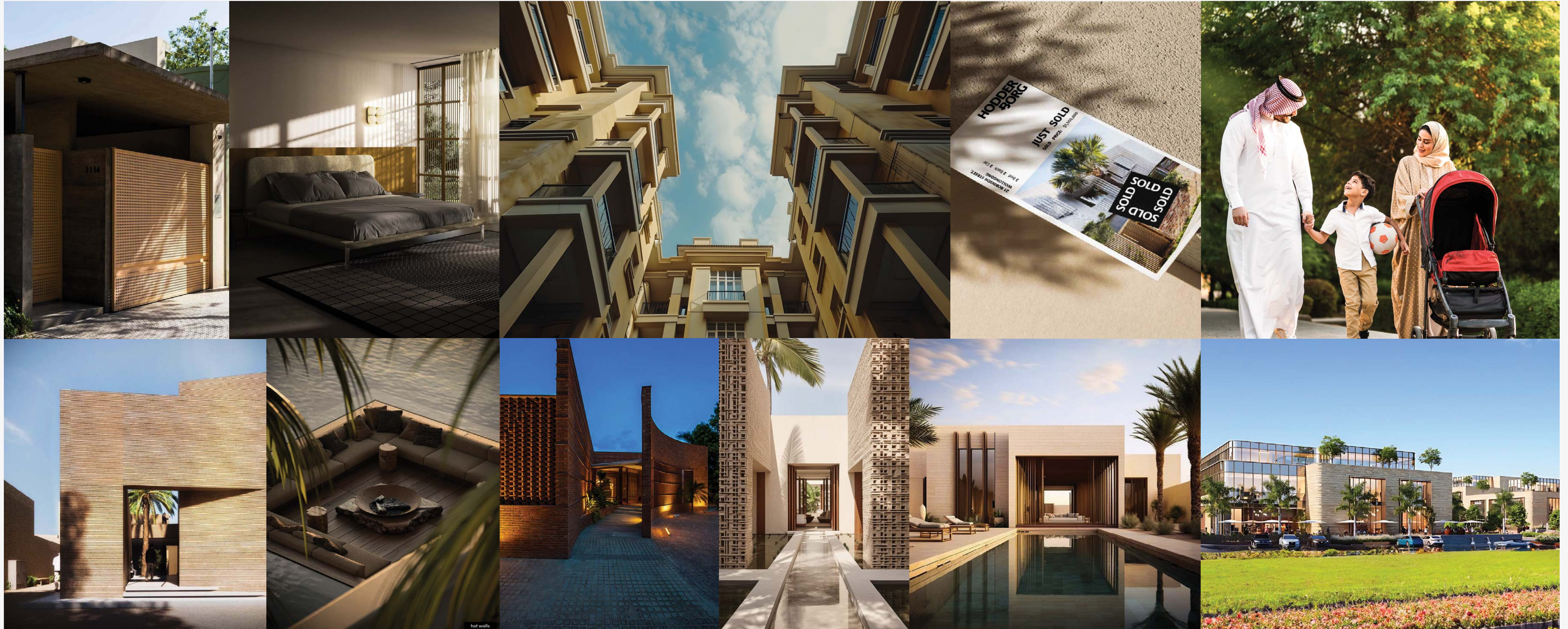tie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

5.0  Photography System

## 5.0 Photography System

5.0   Photography System

To atchieve the effect you mainly need
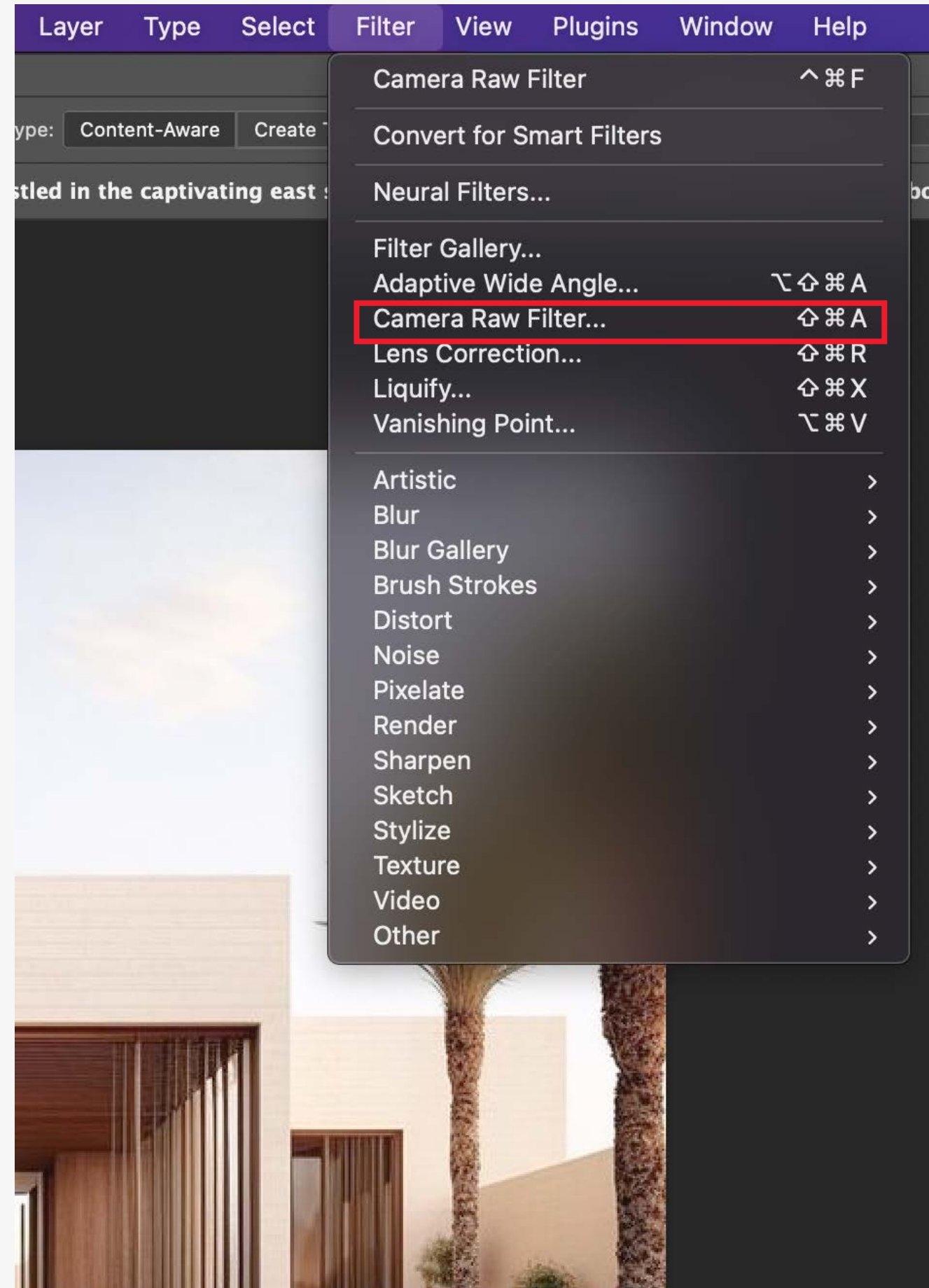**Adobe Photoshop.**

**Here is an example:**



Before



After

# 5.0 Photography System



In Photoshop CC Open the **"Camera Raw Filter"**
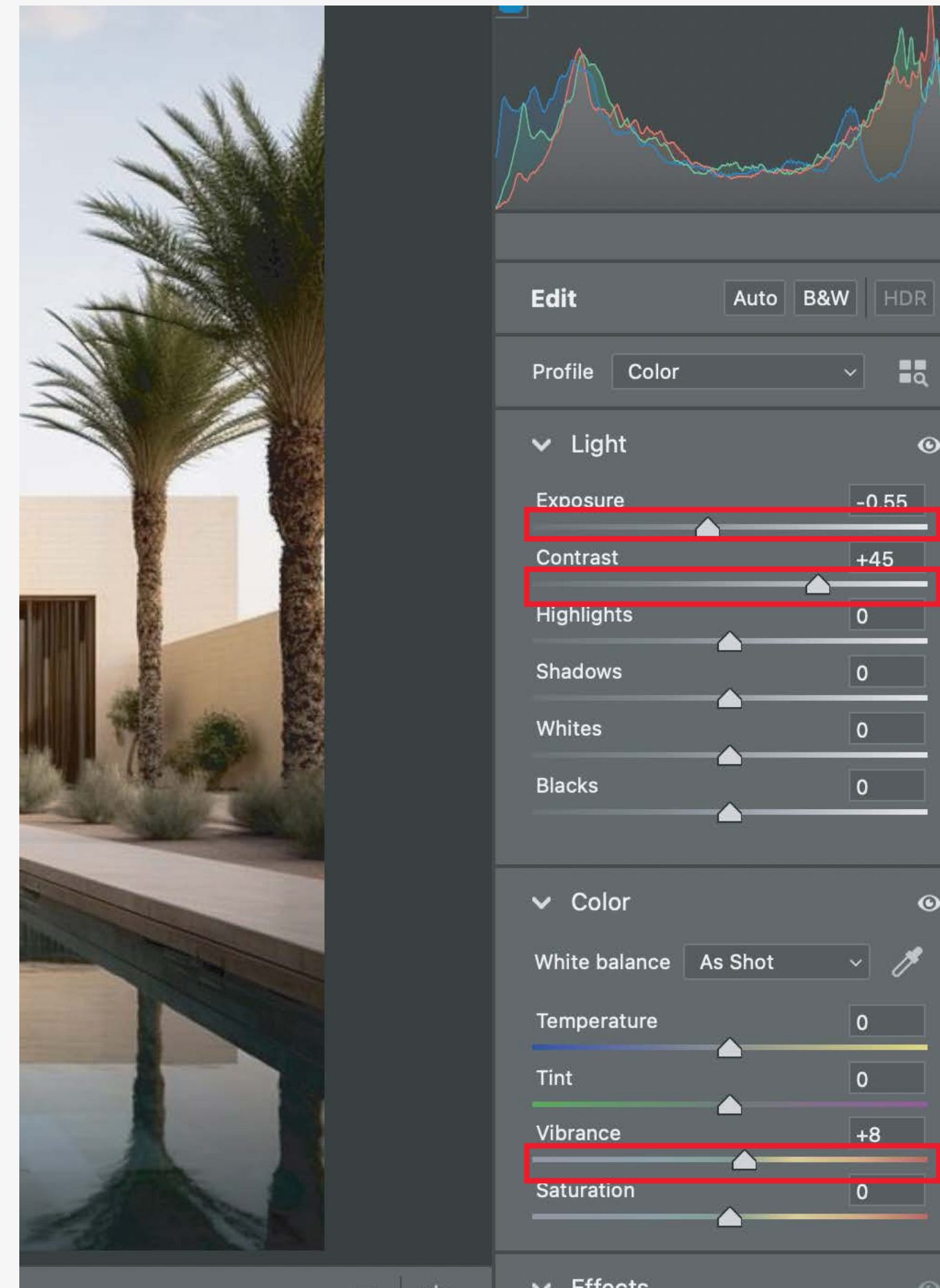


Every Image has different settings, the designer should see what fits best according to the photo style set. In general:

Fix the **Exposure & Contrast**

Fix the **Vibrance**

6.0  Grid System

# 6.0 Grid System          Icon

Icons play a pivotal role in enhancing the visual appeal and functionality of our designs. They are strategically employed across our digital and print materials to communicate ideas and actions effectively.

Grid System: Our icons are meticulously crafted within a 24x24 grid system, ensuring precision and consistency in their design. This adherence to a standardized grid reflects our dedication to design excellence and attention to detail.
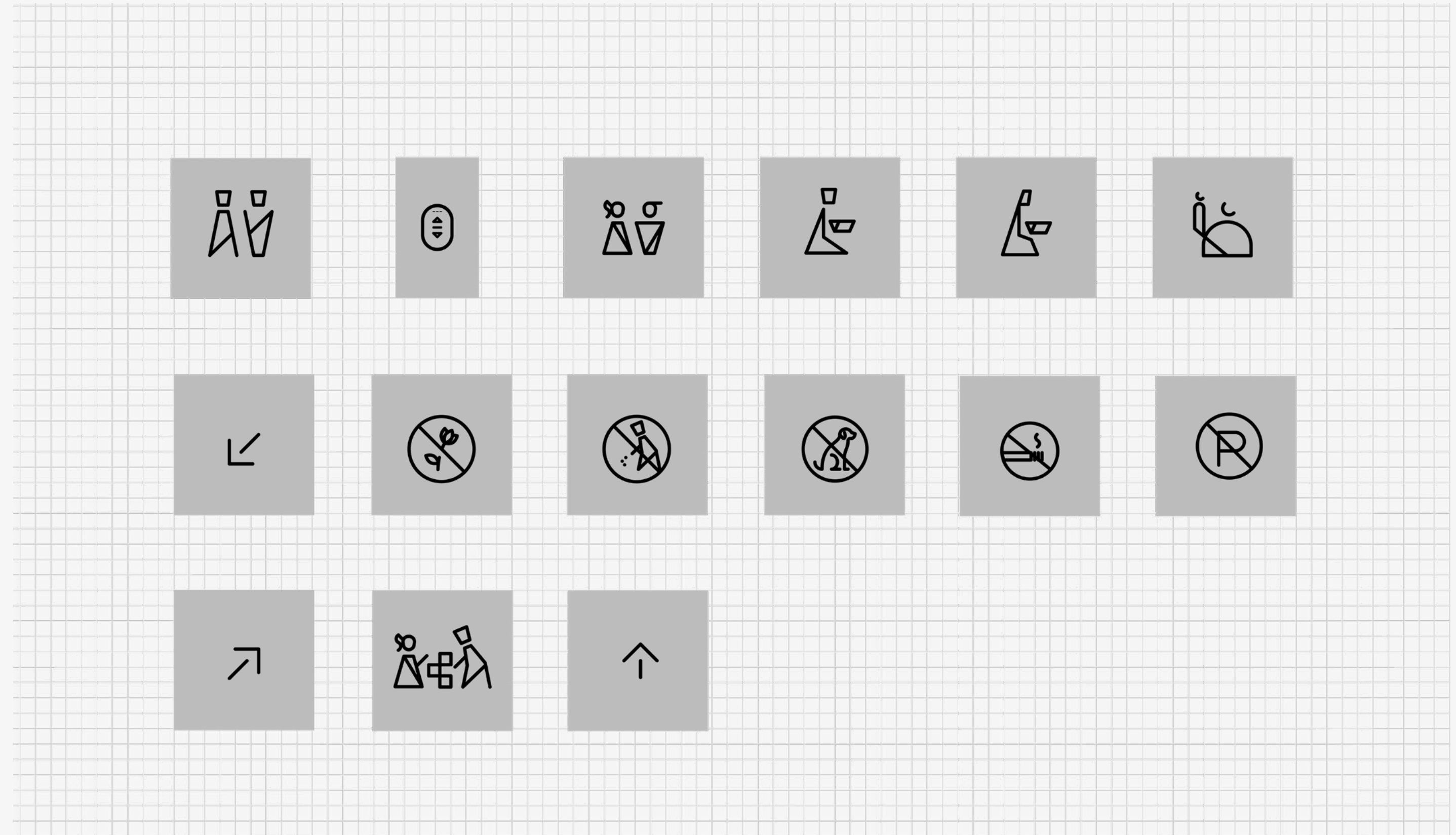
# 6.0 Grid System

Utilizing grid systems in our social media content is vital for consistency and visual appeal. Grids guide content placement, ensuring a cohesive look and feel across posts. This consistency reinforces our brand identity and message, making our content instantly recognizable and engaging. Grids also enhance the overall aesthetics, which is crucial for
capturing and retaining our audience's attention in the dynamic world of social media.

Social Media Story
1080x1920

Grid
60px margin
4 columns
20px gutter

Social Media Square
1080 x 1080px

Grid
60px margin
6 columns grid
20px gutter



Social Media Square



Social Media Story

# 6.0 Grid System          Print

Grid systems are fundamental in designing our business cards and letterheads. They ensure that contact information, logos, and branding elements are consistently placed and aligned, presenting a unified and professional image. Grids simplify the design process, allowing for efficient updates and customization. This attention to detail reinforces our commitment to excellence and ensures that our printed materials consistently reflect our brand identity.

| Business Card | 55 x 85mm |
|---|---|
| Grid | 6mm margin |
| | 4 columns |
| | 4mm gutter |
| | |
| Letterhead | 210 x 297mm |
| Grid | 13mm margin |
| | 8 columns |
| | 4mm gutter |
| | |
| Landscape A4 | 210 x 297mm |
| Grid | 13mm margin |
| | 8 columns |
| | 4mm gutter |

## 6.0 Grid System                Grid & Layout | Print



Rafd رافــد

BUILDING FOR THE FUTURE
BY VISION & PASSION

RIYADH,
SAUDI ARABIA

920013397
INFO@ALRAMZRE.COM

LUXURY IS AT THE
CORE OF OUR VISION

MODERN DESIGN FOR A SPECIALIZED
ARTISTIC DESTINATION THAT COMBINES
BUSINESS, SHOPPING AND ENTERTAINMENT
TO BE A FULLY INTEGRATED DESTINATION
WITH FACILITIES AND OPTIONS.

Rafd رافــد
BY ALRAMZ
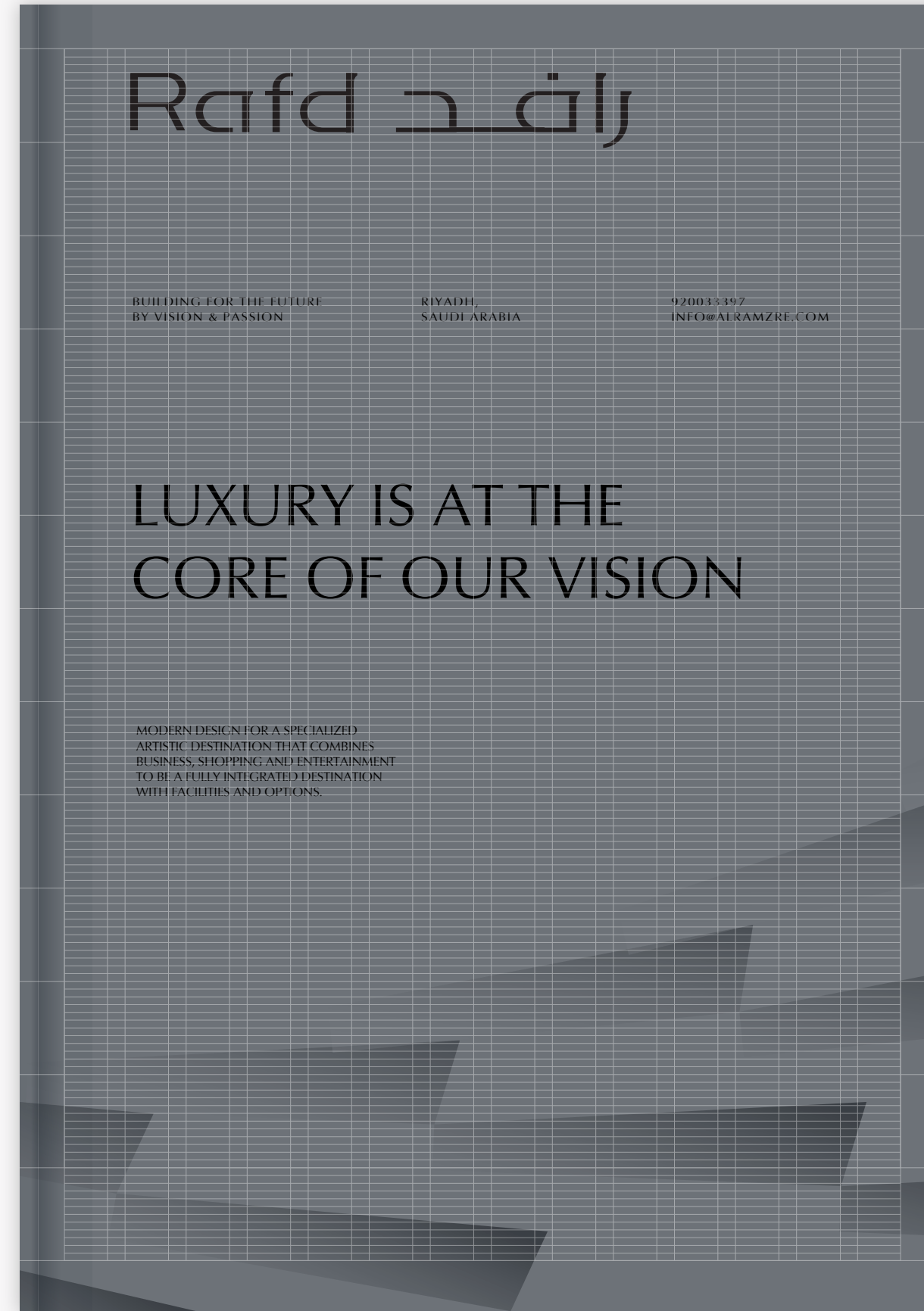
## 6.0 Grid System

Grid & Layout | Print

# 6.0 Grid System

## Grid & Layout | Digital

BUSINESS CARD

### Details
A business card that is used for the purpose of enhancing corporate communication and communication between companies and individuals.

### Size
W: 9 CM
H: 5 CM

### Typography Details
Title: 8pt (regular)
Sub-Title: 7.5pt (light)
Font ( EN-AR ) name

### Printing
Special color printing

0.5 cm

0.5 cm

اسم الموظف
Employee Name

Rafd رافـد

المسمى الوظيفي
Position Name

Front

5 cm

Email : info@alramzre.com
Tel : 920000322

Riyadh 11677, | Saudi Arabia

alramzre.com

0.5 cm

0.5 cm

0.5 cm

0.5 cm

Back

# 6.0 Grid System

## Grid & Layout | Digital

### LETTERHEAD

**Details**
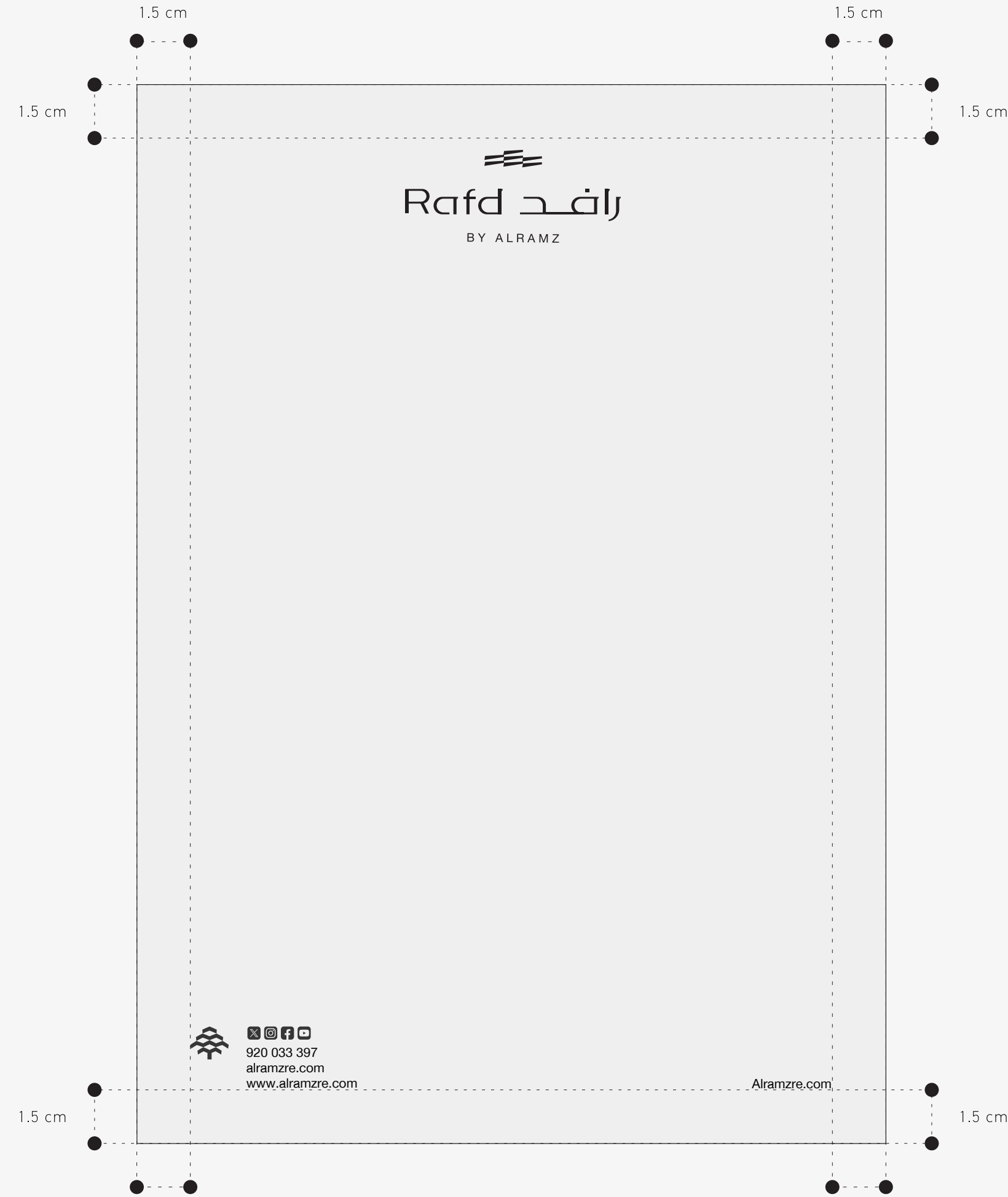Official paper for government and corporate correspondence with the main addresses.

**Size**
A4

**Paper Stock**
Conqueror CX22 Whites - 100 gsm

**Printing**
Special color printing

1.5 cm

1.5 cm

1.5 cm

1.5 cm

Rafd رافد
BY ALRAMZ

920 033 397
alramzre.com
www.alramzre.com

Alramzre.com

1.5 cm

1.5 cm

Rafd رافد
BY ALRAMZ

Back

# 6.0 Grid System

## Grid & Layout | Digital

**NOTE PAD**

### Details
Handwriting office paper
transcribing meetings

### Size
A5

### Paper Stock
Conqueror CX22 Whites – 100
gsm

### Printing
Special color printing

1.5 cm

1.5 cm

1.5 cm

1.5 cm

Rafd رافد
BY ALRAMZ

920 033 397
alramzre.com
www.alramzre.com

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1.5 cm

1.5 cm

Alramzre.com

# 6.0 Grid System

## Grid & Layout | Digital

ENVELOPE C4

Details
For papers, they are used to send or give confidential information to a single user.
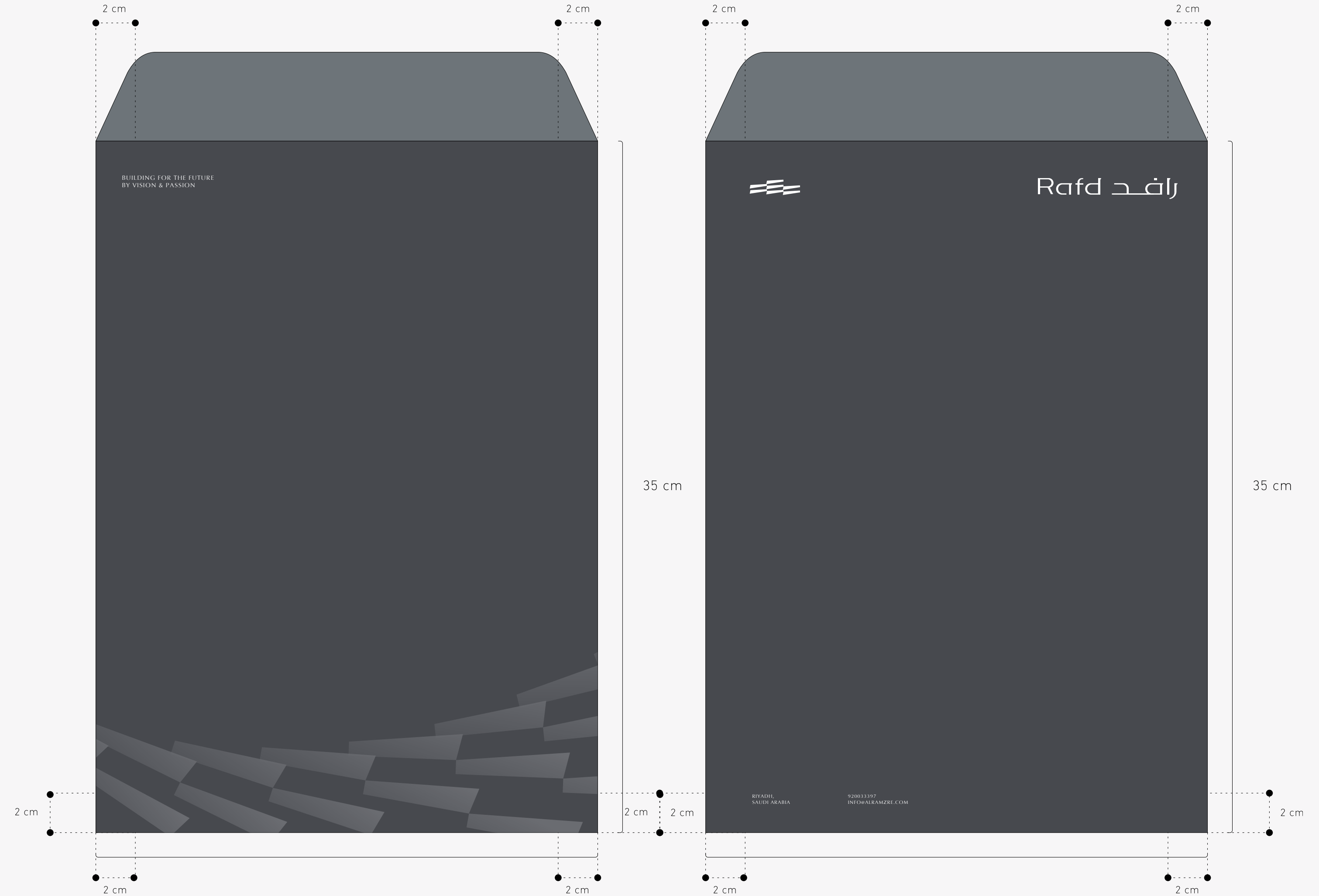
Size
A4

Paper Stock
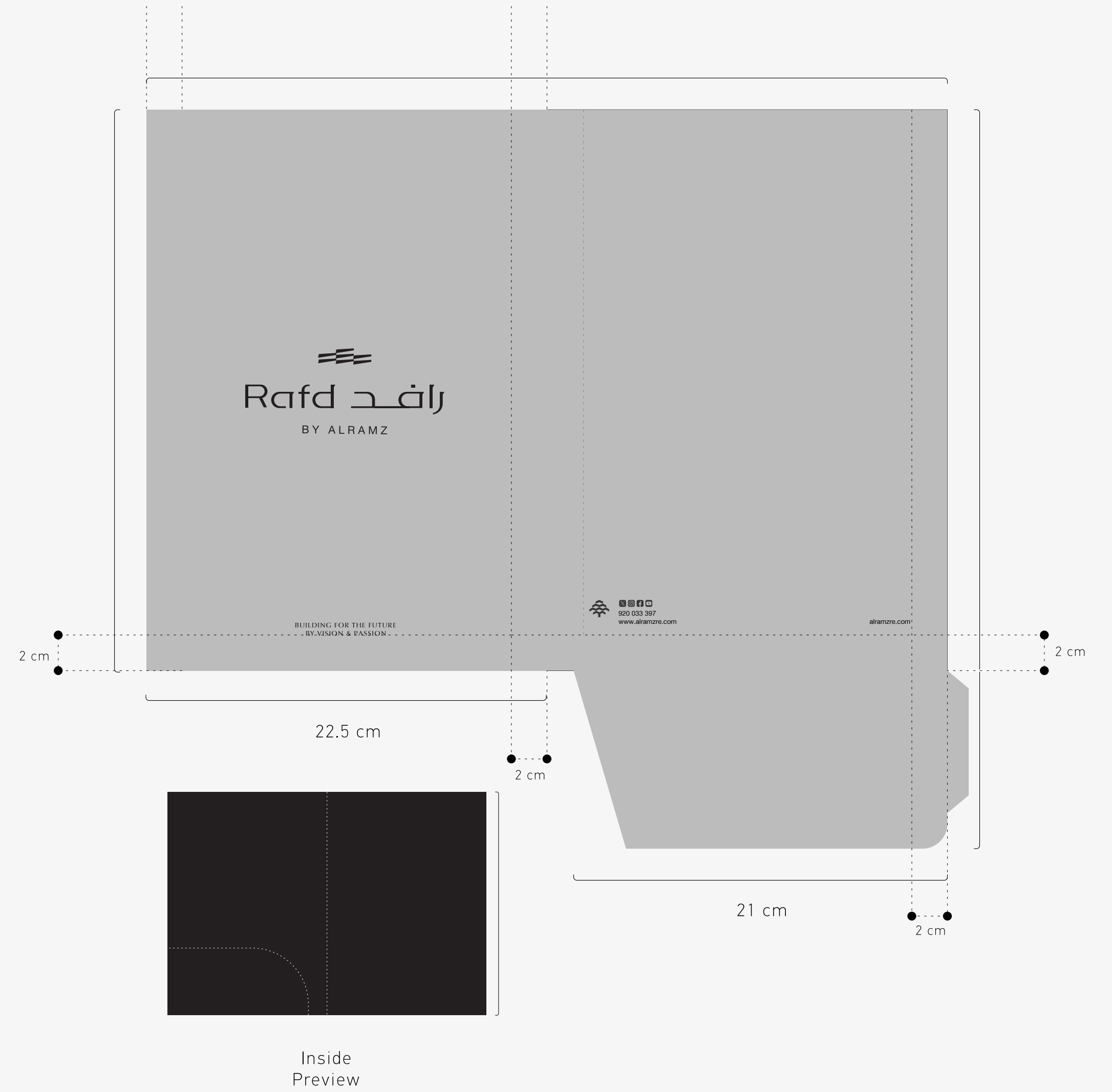Conqueror CX22 Whites - 200 gsm

Printing
Offset

2 cm

2 cm

2 cm

2 cm

BUILDING FOR THE FUTURE
BY VISION & PASSION

35 cm

2 cm

2 cm

2 cm

2 cm

Rafd رافد

RIYADH,
SAUDI ARABIA

920033397
INFO@ALRAMZRE.COM

35 cm

2 cm

2 cm

2 cm

2 cm

# 6.0 Grid System

## Grid & Layout | Digital

FOLDER

Details
v



2 cm

2 cm

22.5 cm

2 cm

21 cm

2 cm

2 cm

Inside
Preview
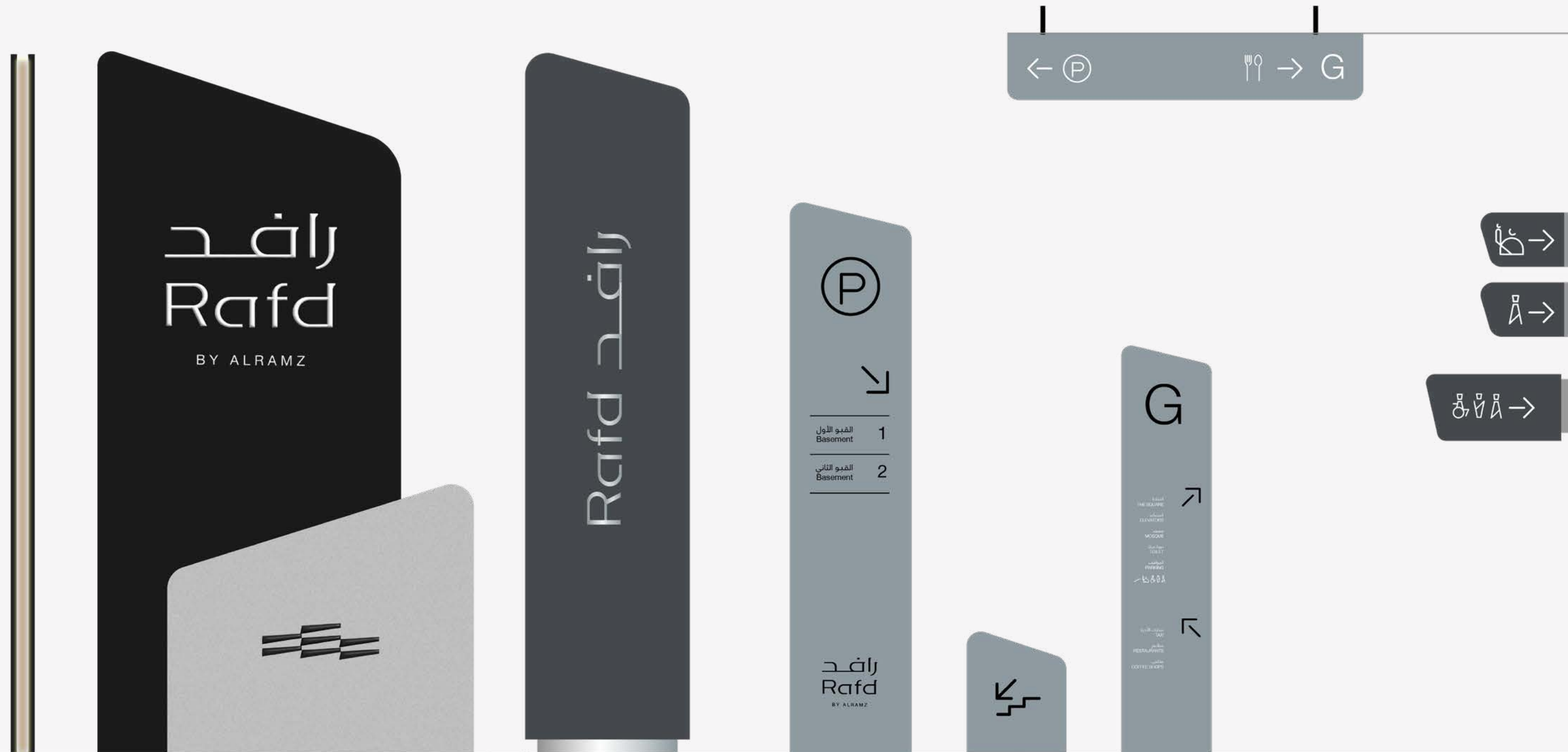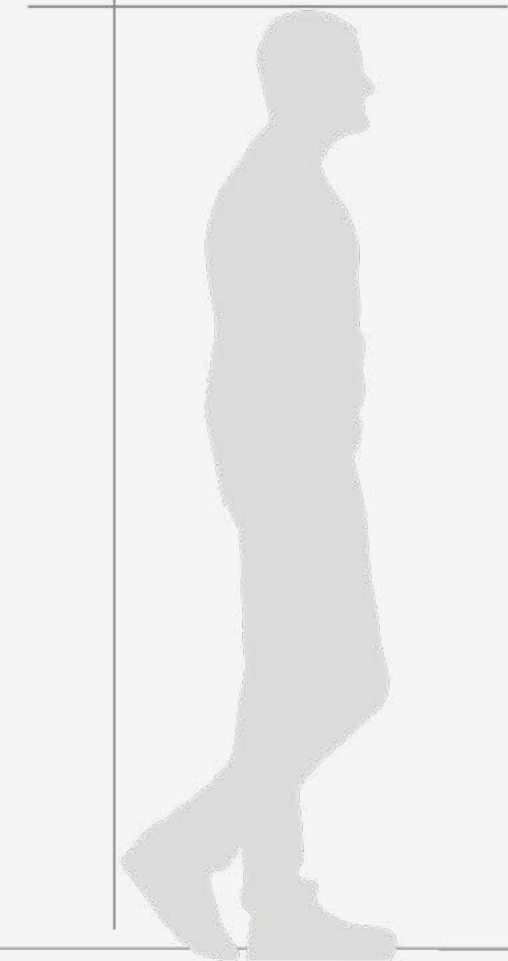
# 6.0 Grid System

## Wayfinding

6.0 Grid System    Wayfinding

B2    A2

EXIT ← → EXIT
مخرج    مخرج

B1    A1    G    1    2

B2
القبو الثاني
Basement
Rafd رافد
BY ALRAMZ

B1
القبو الأول
Basement
Rafd رافد
BY ALRAMZ

القبو الأول
BASEMENT
Rafd رافد

B1

الساحة
THE SQUARE
Rafd رافد

المكاتب
OFFICES
Rafd رافد

المكاتب
OFFICES
Rafd رافد

G    1    2

الساحة
THE SQUARE    G

مسجد
MOSQUE

دورة مياه
TOILET

المواقف
PARKING

المكاتب
OFFICES    1

المكاتب
OFFICES    2
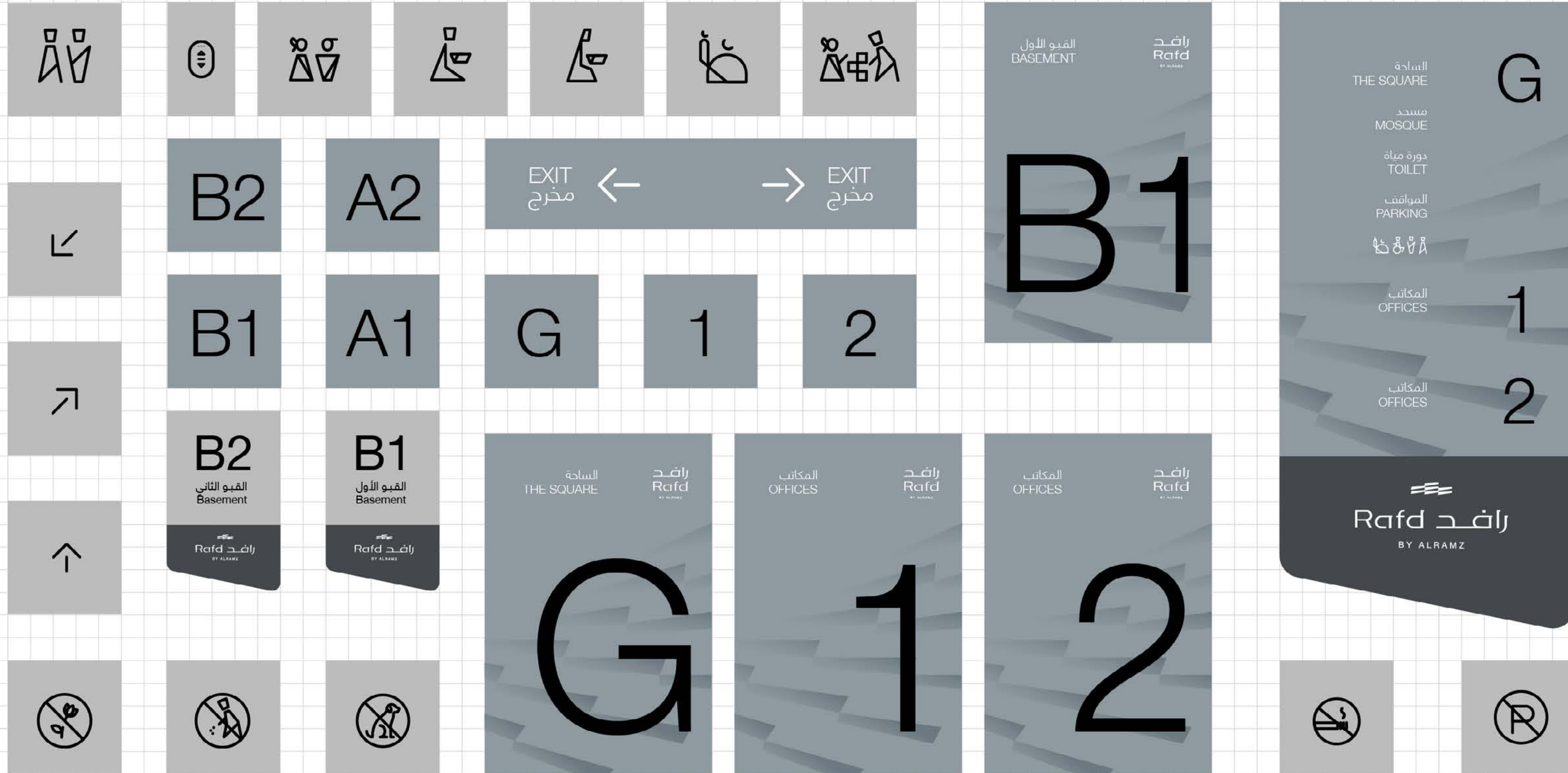
Rafd رافد
BY ALRAMZ

## 6.0 Grid System  Signage

## 6.0  Grid System

6.0  Grid System

Building for the Future
**by Vision & Passion**

Rafd

## 6.0  Grid System

الساحة
THE SQUARE

مسجد
MOSQUE

دورة مياة
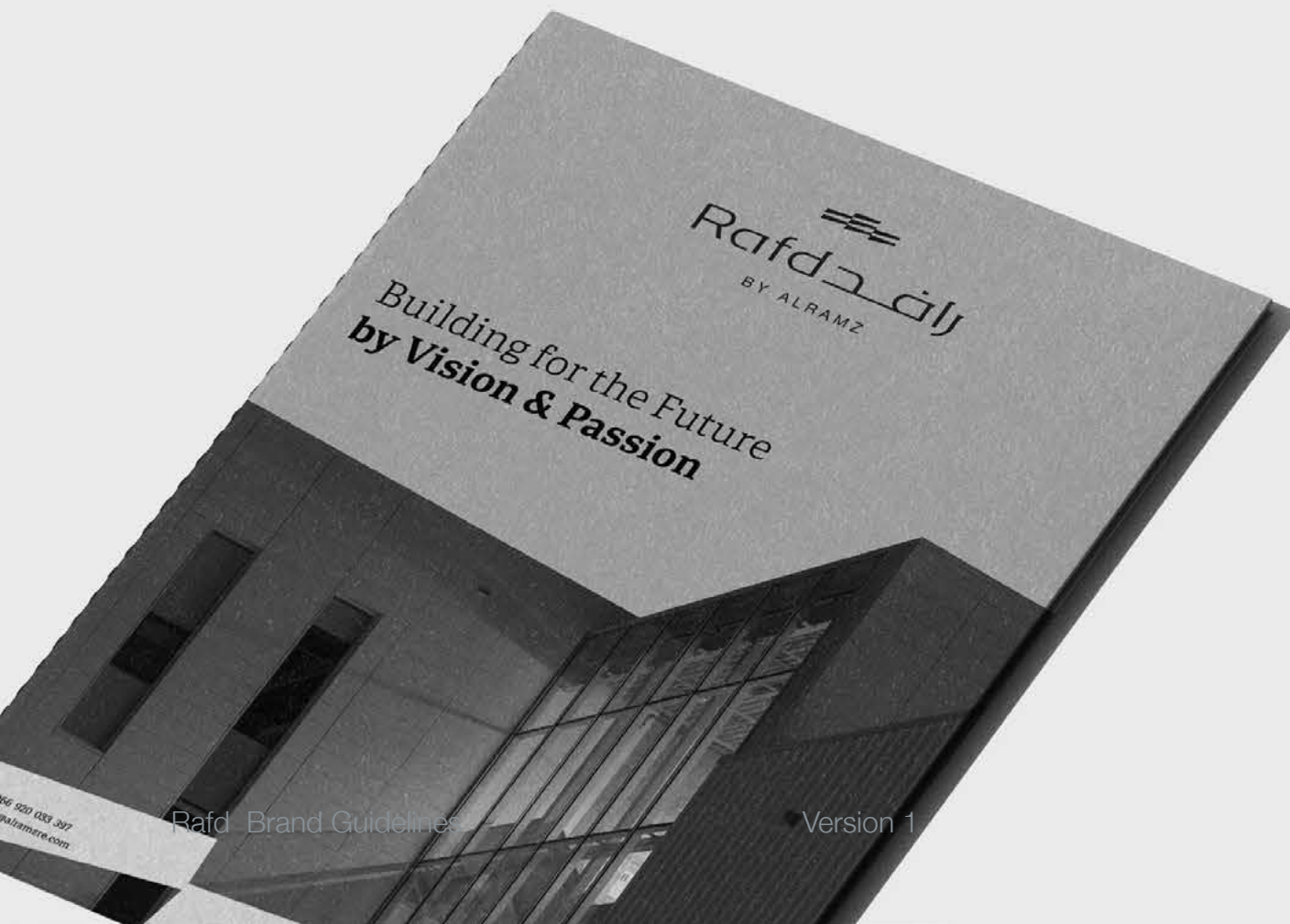TOILET

المواقف
PARKING

المكاتب
OFFICES

المكاتب
OFFICES

G

1

2

Rafd رافـــد
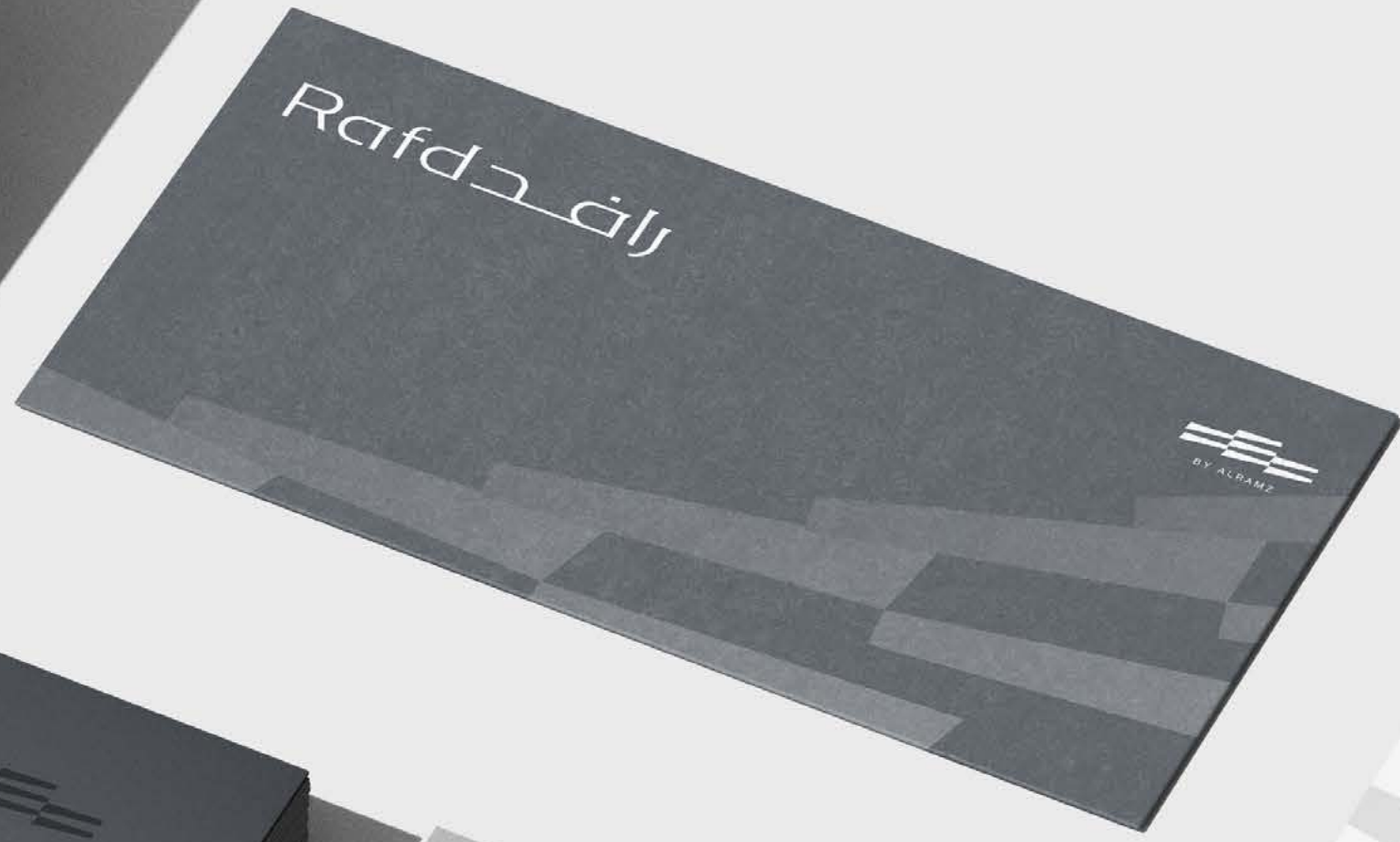BY ALRAMZ

## Thank You

From everyone at Rafd, thank you for your attention to detail, your unwavering support, and your commitment to making our brand vision a reality for so many people. Building a brand is like raising a child: it takes a village. Without you, we would not exist. To all of our vendors, creative teams, and outside consultants: we are here for you. If you need any help with our brand at all, especially when working on a brand execution, please do not hesitate to reach out to our team.

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## File Types

Vector files create their shapes by mathematical equations between anchor points. Since they are crafted by ratios, and not a grid of colored squares, vector images can be infinitely scaled.

Graphics, like the brand logo, are typically created as vector files. Illustrations, iconography, and many of our simple shapes and graphic elements are created as vector files. The limitations of vector files

The limitations of vector files lie in their strengths: because each relationship is an equation, complex items, gradients, photographs often make vector file sizes too large. Raster images are more efficient in those situations.

Vector files are typically used for printing or producing the logo or other graphics in most forms. If you're ever asked for a high-resolution logo file, send a vector file.

Typically, vector files end with .ai, .eps and .svg. Without special programs, these files will be difficult to open.