

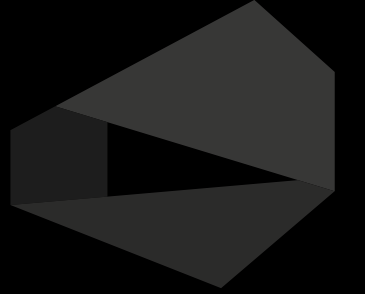
**SAKHR** Brand Guidelines



# VISION

SAKHR AUTOMOTIVE AND FUEL SERVICES COMPANY ASPIRES TO BE A DRIVING FORCE IN THE AUTOMOTIVE AND FUEL SECTOR, ENVISIONING A FUTURE WHERE IT PLAYS A PIVOTAL ROLE IN SHAPING SUSTAINABLE AND EFFICIENT TRANSPORTATION SOLUTIONS. COMMITTED TO TECHNOLOGICAL ADVANCEMENT, ENVIRONMENTAL RESPONSIBILITY, AND CUSTOMER-CENTRIC SERVICES, SAKHR AIMS TO BE A TRUSTED NAME SYNONYMOUS WITH INNOVATION AND RELIABILITY. THROUGH A SEAMLESS INTEGRATION OF AUTOMOTIVE EXPERTISE AND ECO-FRIENDLY FUEL SERVICES, SAKHR ENVISIONS FOSTERING A GREENER AND MORE CONNECTED TOMORROW FOR ITS CUSTOMERS AND THE COMMUNITIES IT SERVES.





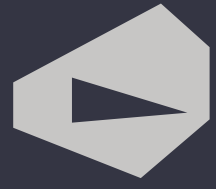
# 0.1

## WHO IS SAKHR STATIONS ?

Sakhr Stations is on a mission to redefine the landscape of fuel stations in Saudi Arabia. As a small but ambitious player, our mission is to lead the fuel stations industry through technological innovation. We aim to transform the refueling experience by integrating advanced technologies that enhance convenience, efficiency, and environmental sustainability. Sakhr Stations is committed to offering a seamless and tech-driven refueling environment, ensuring that even the smallest station can set industry benchmarks. Our mission is to demonstrate that innovation knows no size, and Sakhr Stations is poised to lead the way in shaping the future of fuel stations in Saudi Arabia through cutting-edge technology.

## OUR MISSION

IS TO LEAD  
THE FUEL  
STATIONS  
INDUSTRY THROUGH  
TECHNOLOGICAL  
INNOVATION.



# 0.2

## LOOK AND FEEL

### A comprehensive visual system

In keeping with our updated brand approach, we've created a complete set of design guidelines. These guidelines are intended to ensure consistency over just about every instance of customer contact. How? By building a deeper and more emotional connection to our customer. It's subtle, yet so tangible when executed properly. That's why it's our duty as keepers of the brand to protect, support, and communicate our brand clearly and consistently in everything we say and do. Do this and the strong, positive perceptions created will drive customers to our **SAKHR**. The core design elements are the essential visual elements of our brand — the **SAKHR** logo, typefaces, color palettes, imagery, and graphics — and are the starting point for any **SAKHR** communication.



1.0 LOGO





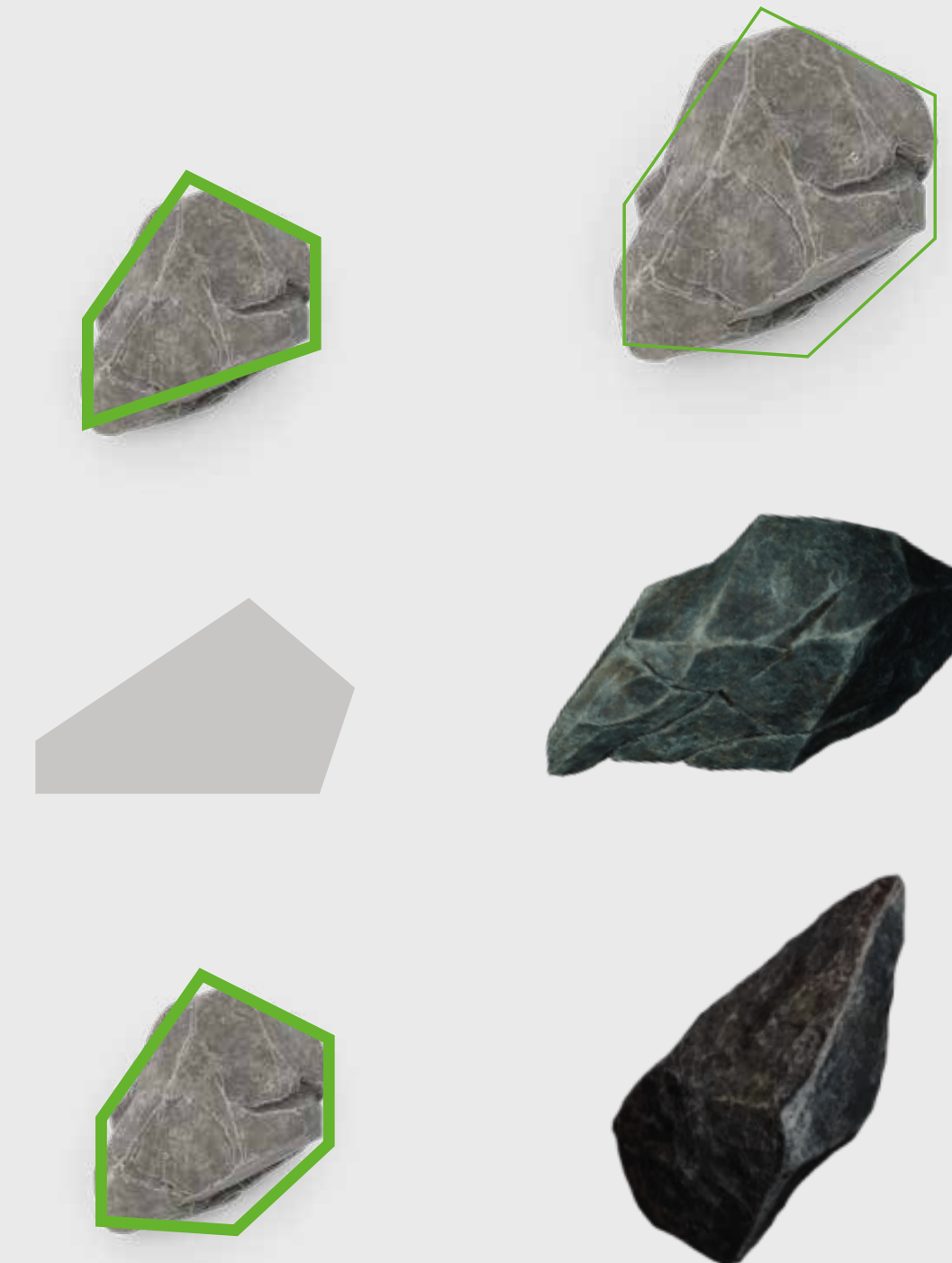


# CONCEPT

THE LOGO CONCEPT COMBINES TWO KEY ELEMENTS: A DYNAMIC TRIANGLE FORMING THE LETTER "S" AND A GEOMETRIC SHAPE RESEMBLING A STONE.

1. \*TRIANGLE FORMING THE LETTER "س":\*
  - SYMBOLISM: THE TRIANGLE REPRESENTS STRENGTH, STABILITY, AND PROGRESSION. IT ALSO SUBTLY FORMS THE LETTER "S," REPRESENTING THE COMPANY'S NAME (SAKHR).
  - DYNAMICS: THE DYNAMIC ANGLES CONVEY FORWARD MOMENTUM AND INNOVATION, REFLECTING THE COMPANY'S COMMITMENT TO STAYING AT THE FOREFRONT OF THE INDUSTRY.
2. \*GEOMETRIC SHAPE RESEMBLING A STONE:\*

TOGETHER, THESE ELEMENTS CREATE A LOGO THAT EMBODIES THE ESSENCE OF SAKHR - A COMPANY ROOTED IN STRENGTH AND RELIABILITY, CONSTANTLY MOVING FORWARD WITH INNOVATIVE SOLUTIONS. THE FUSION OF THE DYNAMIC TRIANGLE AND THE ENDURING STONE SHAPE FORMS A VISUAL IDENTITY THAT COMMUNICATES BOTH MODERNITY AND SOLIDITY, MAKING IT MEMORABLE AND REFLECTIVE OF THE COMPANY'S VALUES.







# LOGO VERSIONS

The SAKHR logo consists of 'the graphic' symbol, and the MOHRKEY name styles in English and in Arabic. There are Three formats for the SAKHR logo. The Primary version is the preferred version and should be used wherever possible. The Secondary version may be used where space restrictions and black backgrounds prevent the use of the preferred version Like Signs. The Arabic or English Logo for Custom content. 'the graphic' symbol appears alone only For advertising or creative recruitment of SAKHR Brand. the logo must not be reproduced or redrown. Digital artworks for the logo are on the CD ROM supplied with these guidelines.



Primary Vertical Logo



Secondary E Vertical Logo



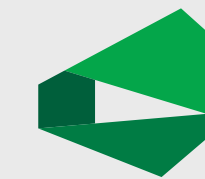
Secondary A Vertical Logo



Secondary A horizontal Logo



Arabic Word mark



Logo Mark



English Word mark



Secondary A Vertical Logo



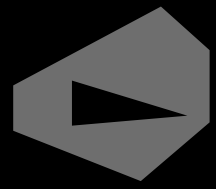
Primary horizontal Logo



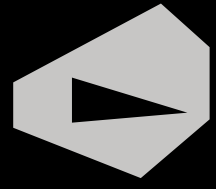
Secondary A horizontal Logo



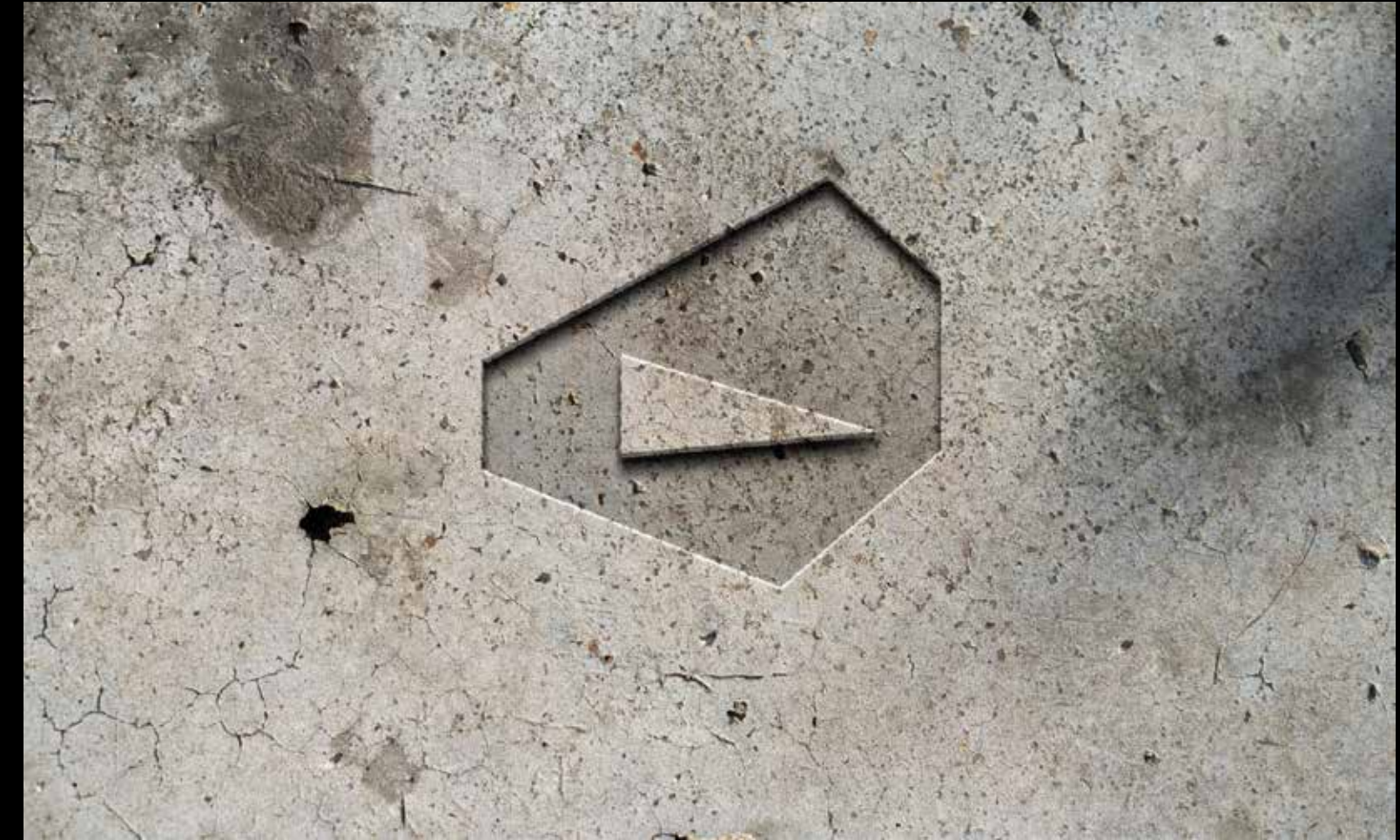
Secondary E horizontal Logo







LOGO VERSIONS





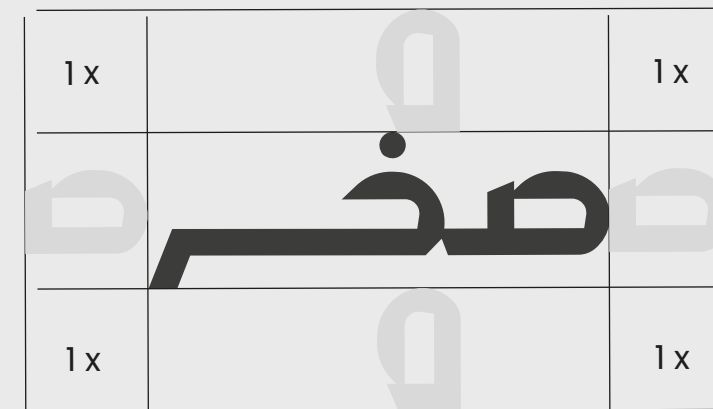


# LOG CLEAR SPACE

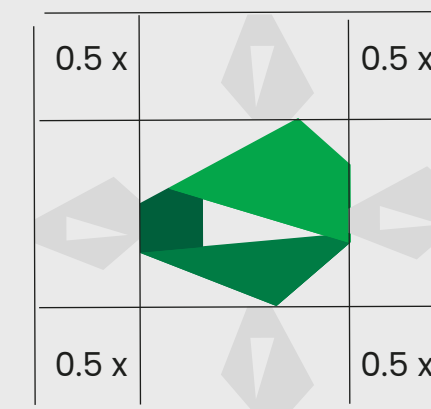
- Always maintain clear space around the SAKHR signature to protect the logo from distracting graphics or typography.
- For the signature, measure clear space by the height of the "ص" in wob for vertical space, and the width of the "ص" for horizontal.



English Word Mark



Arabic Word mark



Logo Mark



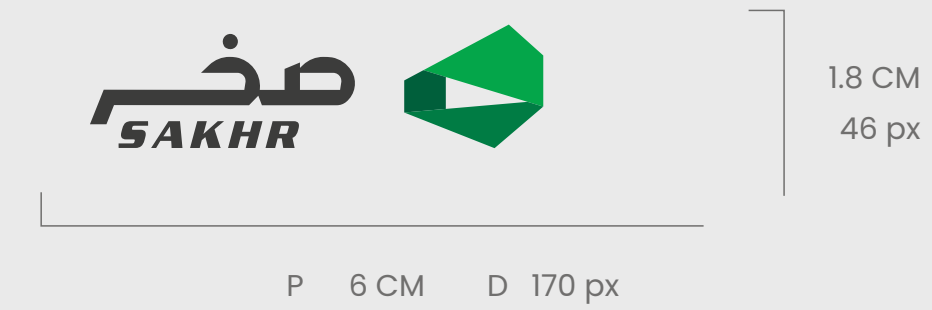
Primary Vertical Logo



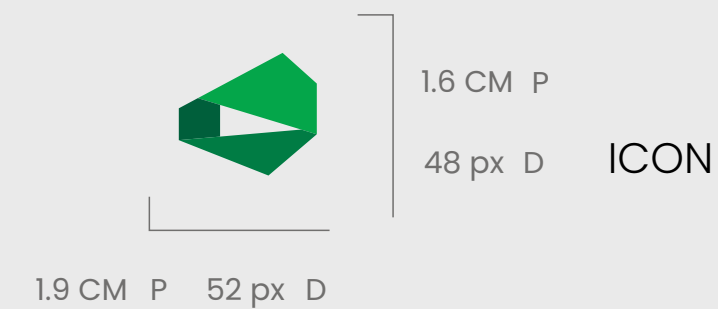


# LOGO MINIMUM SIZE

Minimum size refers to the smallest size at which the SAKHR logo may be reproduced to ensure its legibility. The minimum reproduction size of the SAKHR logo is 1.2 cm in height, based on the height of the SAKHR graphic symbol. However, when space limitations dictate the use of a reproduction size that is smaller than the recommended minimum, observe the reproduction size requirements of the logo to avoid poor quality or distortion.



WORD MARK + ICON



## Clear Space and Minimum size Example





# INCORRECT USE OF THE LOGO

\*\* The logo is the primary visual representation of the brand, and needs to be treated **RESPECTFULLY**. Changing any part of the logo will jeopardize consistency and weaken its impact. Please avoid doing the following:



Do not rotat a logo



Do not Revers a colors logo.



Do not use the shadow .



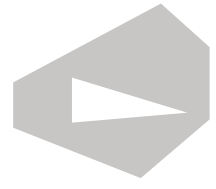
Do not warp the logo.



Do not assign arbitrary colors to any part of the logo.



Do not change the ICON and logotype size relationship.

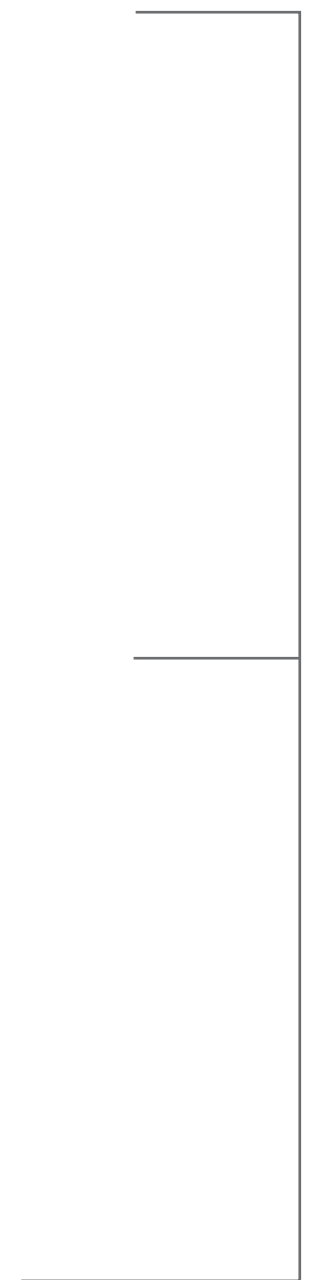


# LOGO WITH BACKGROUNDS VERSION

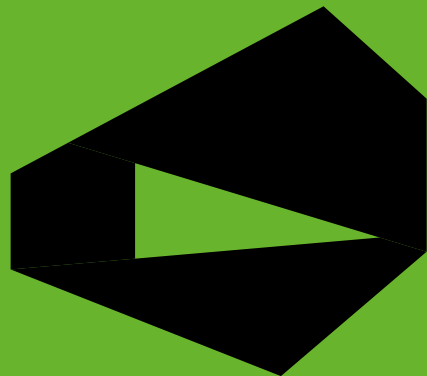
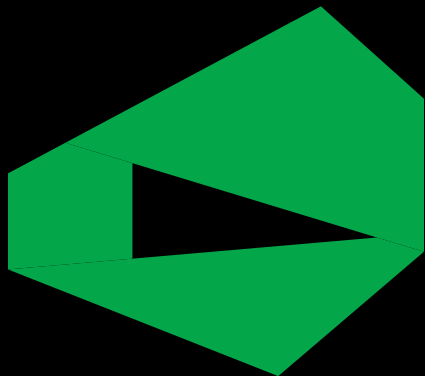
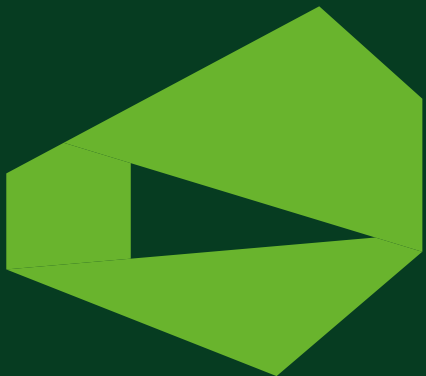
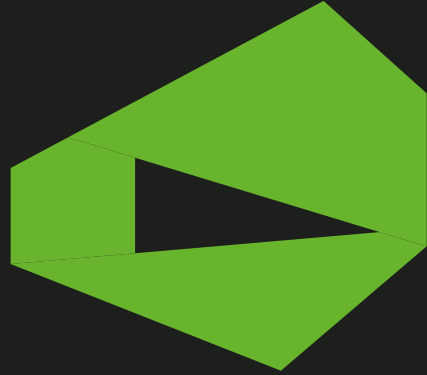
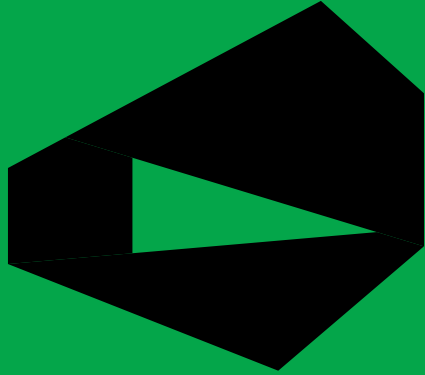
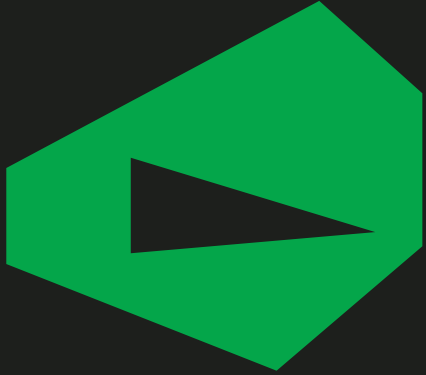


Alternative color backgrounds

Black and white Versions  
for Stamp, 3D Signs, one color printed,..







## 2.0 COLORS

# PRIMARY



## Black

Color values:  
RGB 252 220 0  
HEX/HTML FCDC00  
CMYK 0 8 100 0



## Neon Green

Color values:  
RGB 252 220 0  
HEX/HTML FCDC00  
CMYK 0 8 100 0



## 3.0 TYPOGRAPHY

# TYPOGRAPHY

هلا

الإمتياز التجاري

Hello!

5



Hello!  
Station

## Straczynski

English TYPOGRAPHY

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

## Poppins

English TYPOGRAPHY

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

## TheSansArab

Arabic TYPOGRAPHY

أ ب ث

أ ب ث ج ح ذ ز س ش ص ط ظ ع غ ف ق ك ل م ن ه و يم ع ح أ س ت ك م ب ة ؤ ه اف ١٢٣٤٥٦٧٨٩٠

أ ب ث

أ ب ث ج ح ذ ز س ش ص ط ظ ع غ ف ق ك ل م ن ه و يم ع ح أ س ت ك م ب ة ؤ ه اف ١٢٣٤٥٦٧٨٩٠

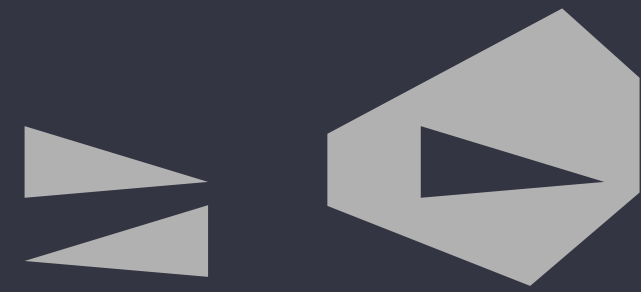
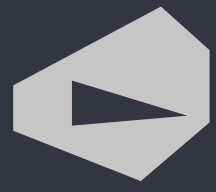
أ ب ث

أ ب ث ج ح ذ ز س ش ص ط ظ ع غ ف ق ك ل م ن ه و يم ع ح أ س ت ك م ب ة ؤ ه اف ١٢٣٤٥٦٧٨٩٠

أ ب ث

أ ب ث ج ح ذ ز س ش ص ط ظ ع غ ف ق ك ل م ن ه و يم ع ح أ س ت ك م ب ة ؤ ه اف ١٢٣٤٥٦٧٨٩٠

## 4.0 PATTERN







4

SAKHR

نقود تكنولوجيا محطات  
البتترول في المملكة



SAKHR

محطات



2

5

SAKHR

نقود تكنولوجيا محطات  
البتترول في المملكة



SAKHR

تجربة ما تنسى



3

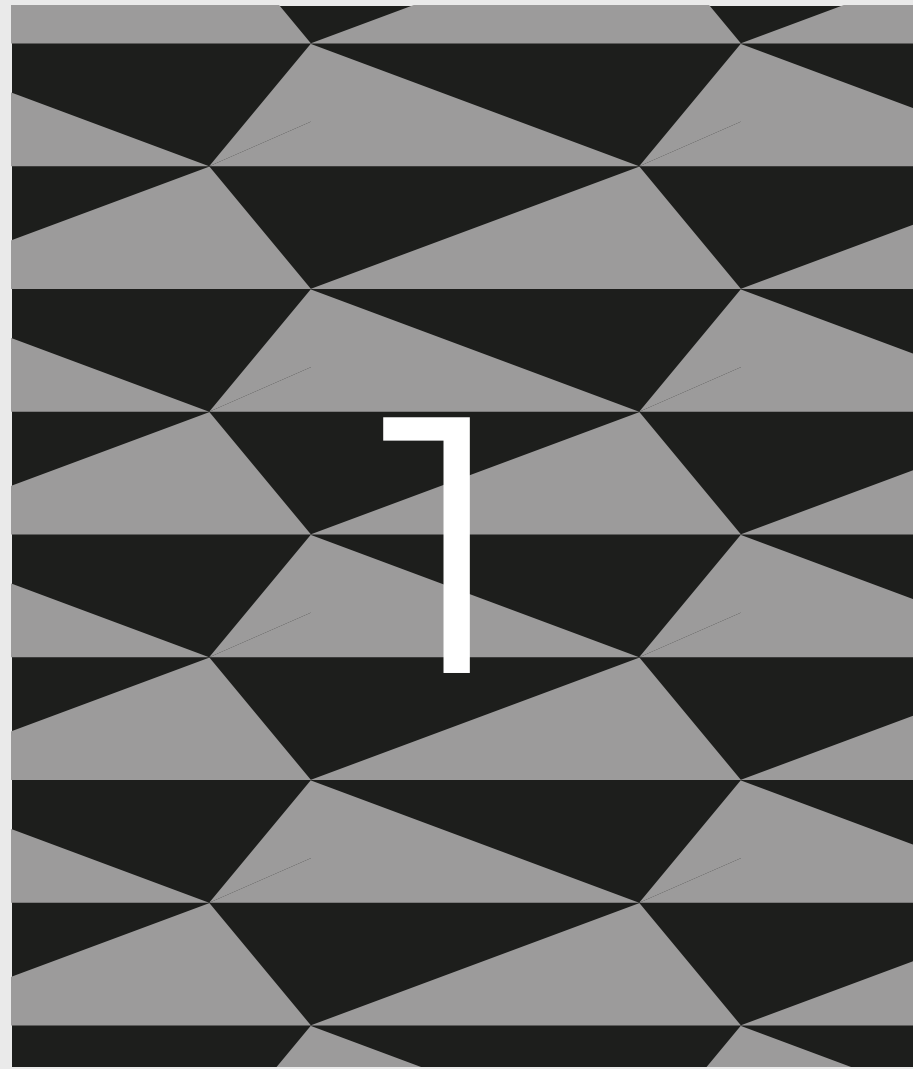


7

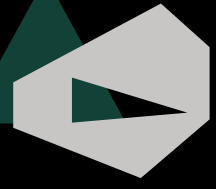


6





∞

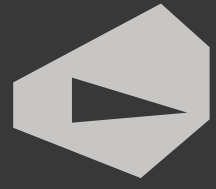


4.0



9



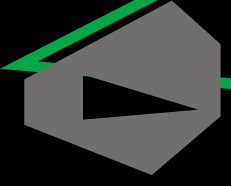


4.0

# ROCKS



10



4.0

# خدمة ذاتية

11



IS TO LEAD  
**THE FUEL  
STATIONS**

INDUSTRY THROUGH  
TECHNOLOGICAL  
INNOVATION.

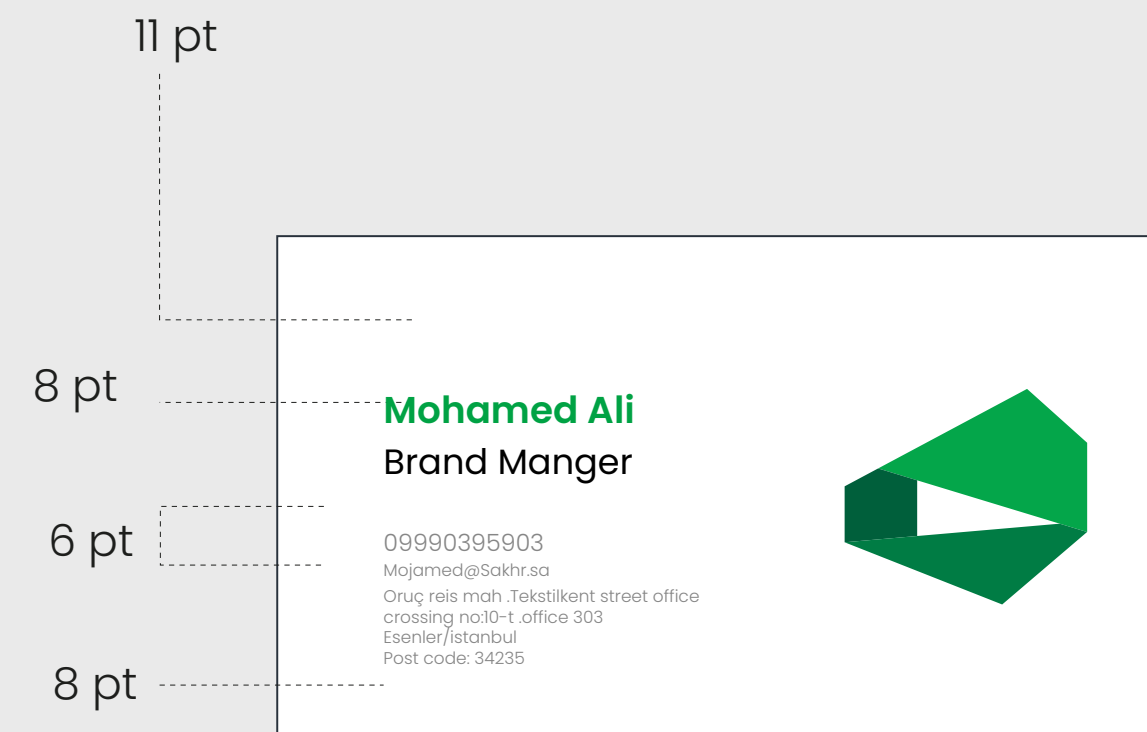
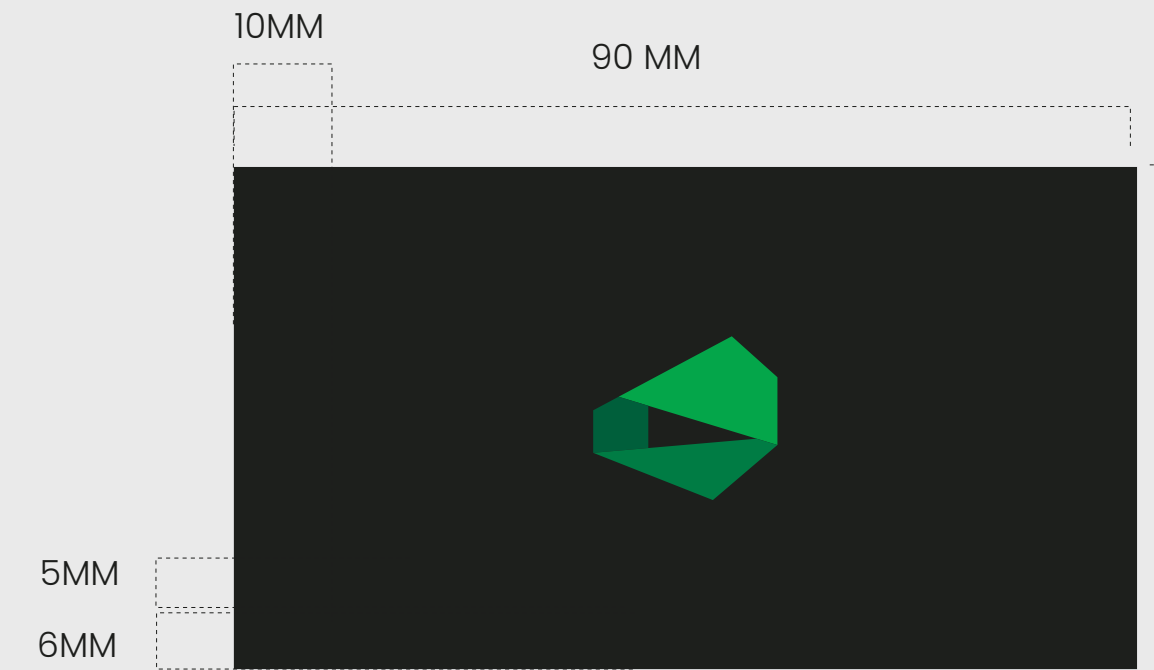
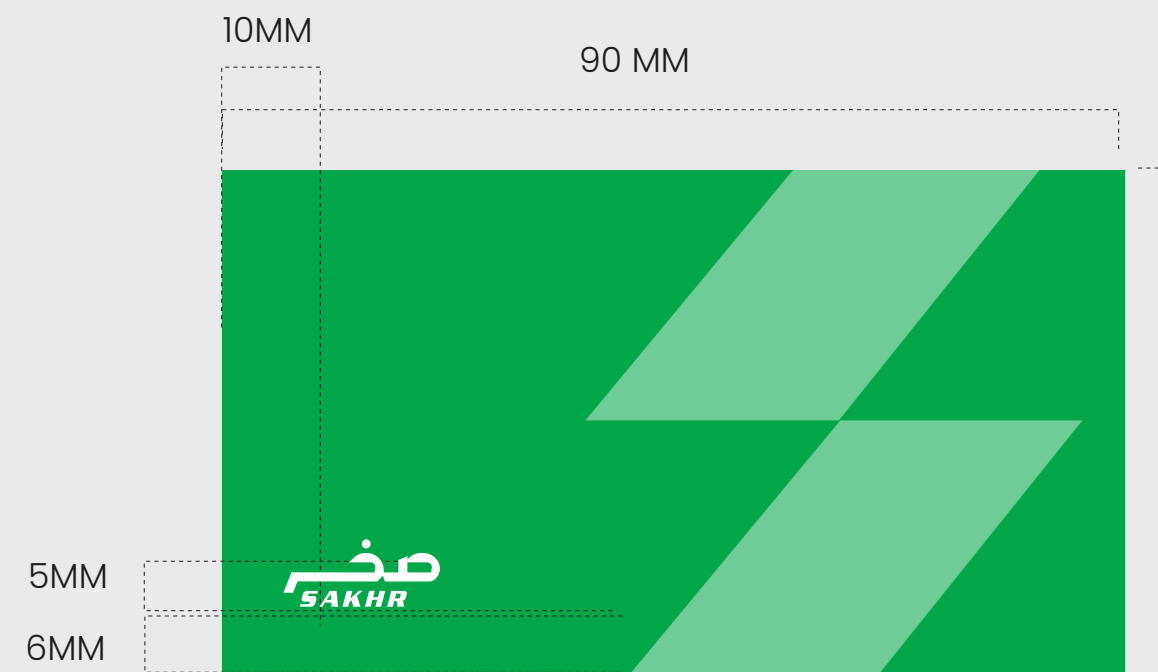
Lorem ipsum dolor sit amet,  
consectetur adipiscing elit,  
sed diam nonummy nibh  
euismod tincidunt ut laoreet  
dolore magna aliquam erat  
volutpat. Ut wisi enim ad

## 5.0 VISUAL APPLICATIONS



## BUSINESS CARD

Business cards must be printed at the specified size on high quality stock. The minimum paper weight is 250gsm, and we recommend ..

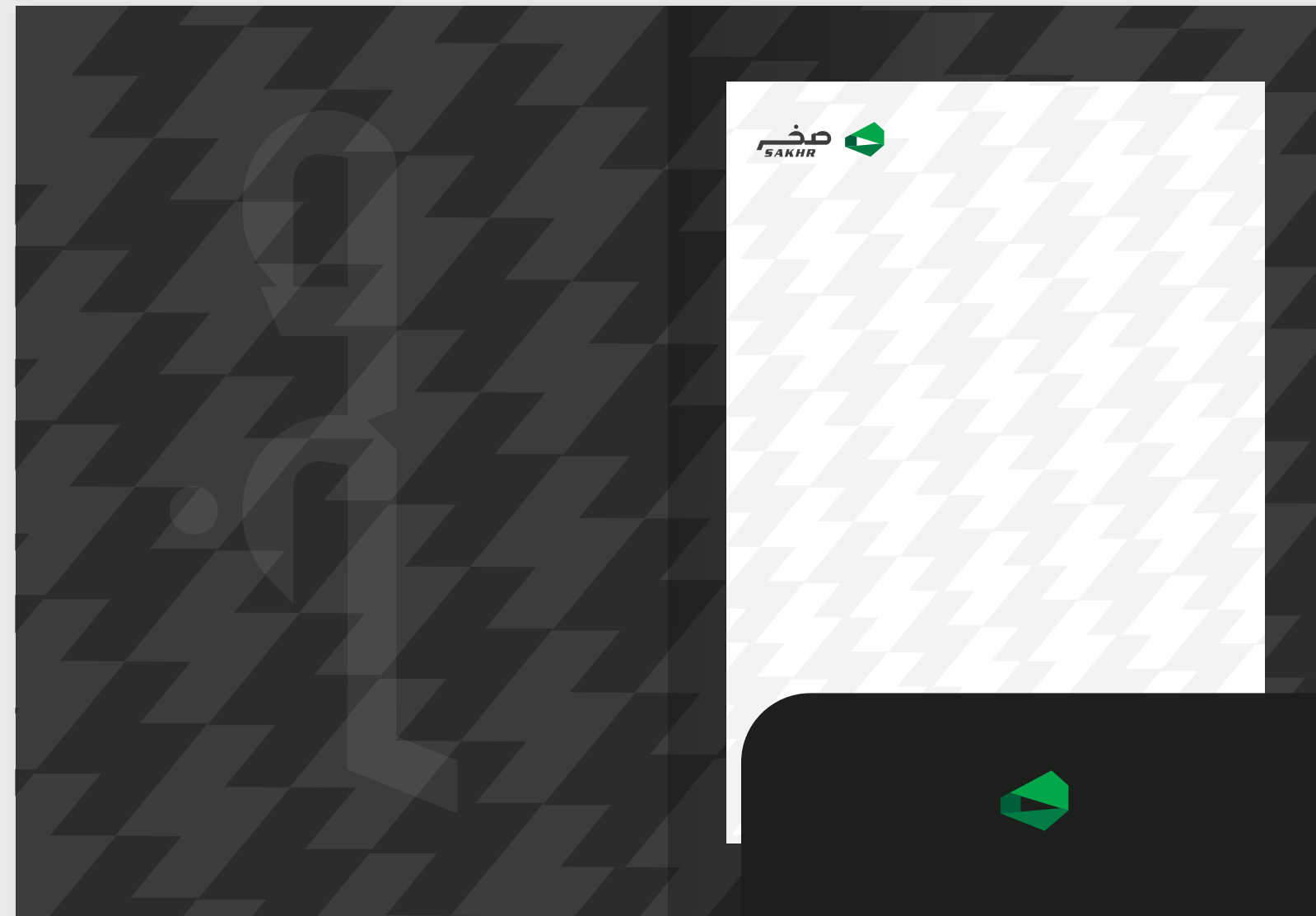




# FOLDERS

Folders must be printed on high quality stock. The minimum paper weight is 250 gm, and we recommend

....



32 cm

23 cm



## ENVELOPES ARD

The envelope must be printed on high quality stock. The minimum paper weight is 200gsm, and we recommend...



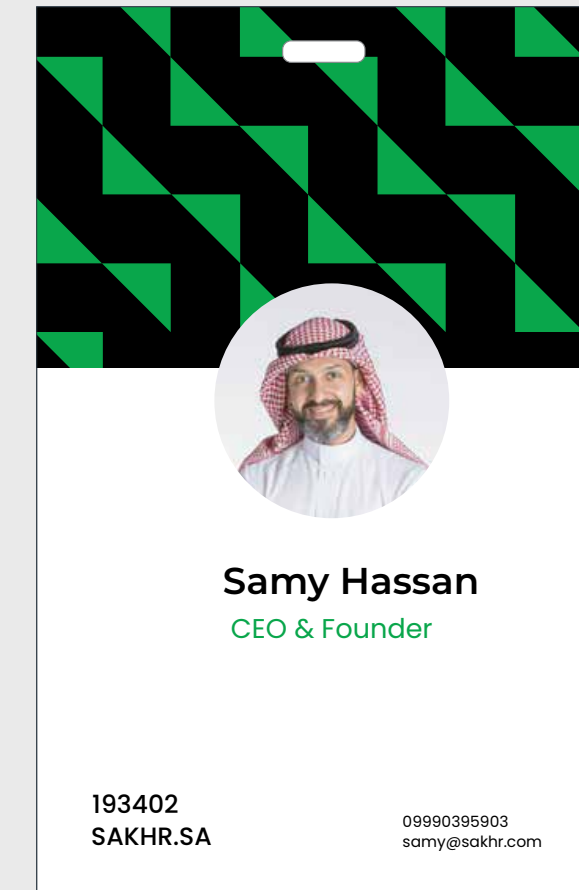
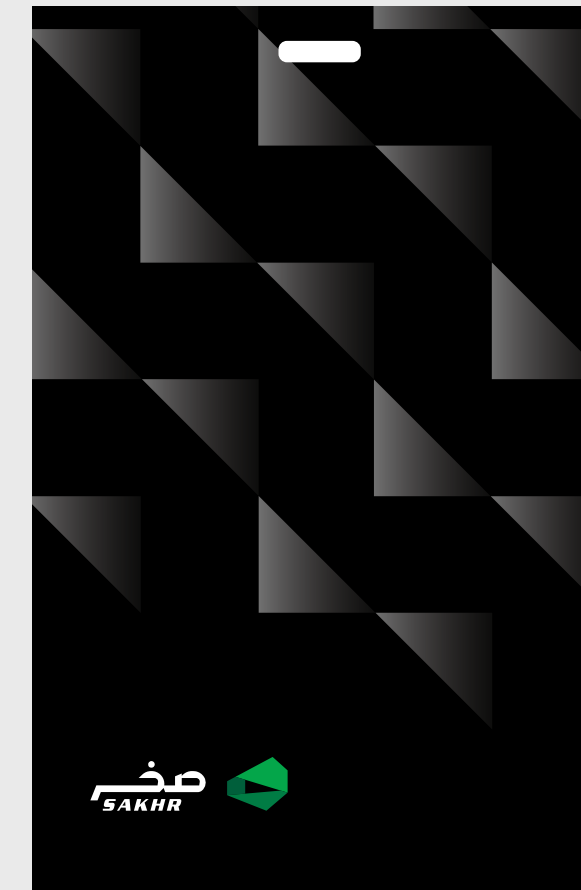
OPTION 1



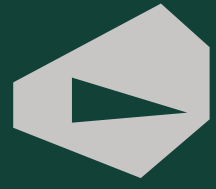
OPTION 2



## ID CARD



ID Card  
8.5 x 5.5 cm



**Samy Hassan**  
CEO & Founder

193402  
SAKHR.SA

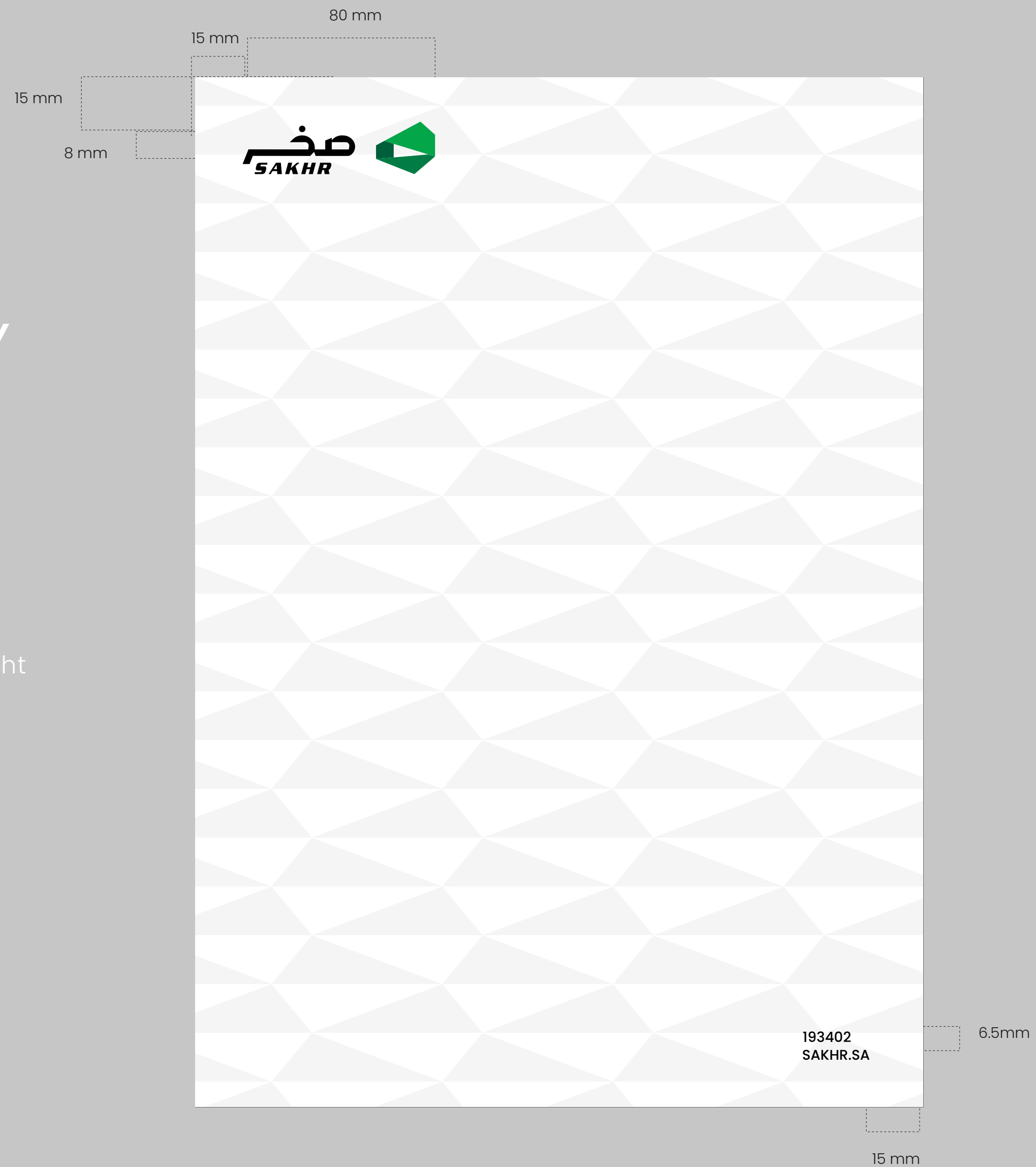
09990395903  
samy@sakhr.com



# STATIONARY

## LETTERHEAD

The letterhead must be printed A4 size on high quality stock. The minimum paper weight is 130gsm, and we recommend...



# INVOICE




**\*\*\* RECEIPT \*\*\***

CASHIER #1      02/02/2019 - 03:30 PM

---

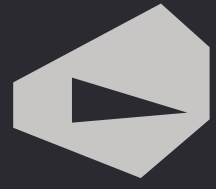
ITEM 1	\$20.00
ITEM 2	\$10.00
DISC. 50% (SPECIAL PROMO) @ \$20.00	
ITEM 3	\$50.00
DISC. 50% (SPECIAL PROMO) @ \$100.00	
ITEM 4	\$30.00
x2 @ \$15.00	
ITEM 5	\$30.00
x3 @ \$10.00	
ITEM 6	\$20.00
DISC. 50% (SELECTED ITEM) @ \$40.00	
<hr/>	
SUBTOTAL	\$160.00
LOYALTY MEMBER	-5.00
<hr/>	
TOTAL AMOUNT	\$155.00
CASH	\$160.00
CHANGE	\$5.00

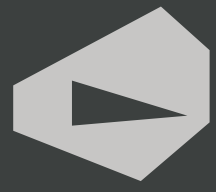
---

THANK YOU FOR SHOPPING!

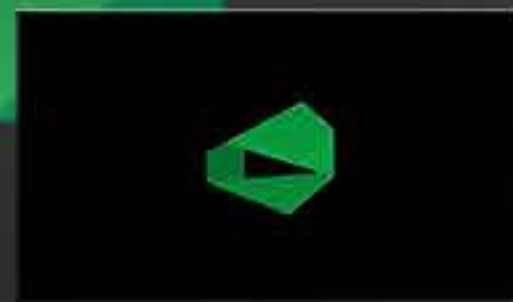
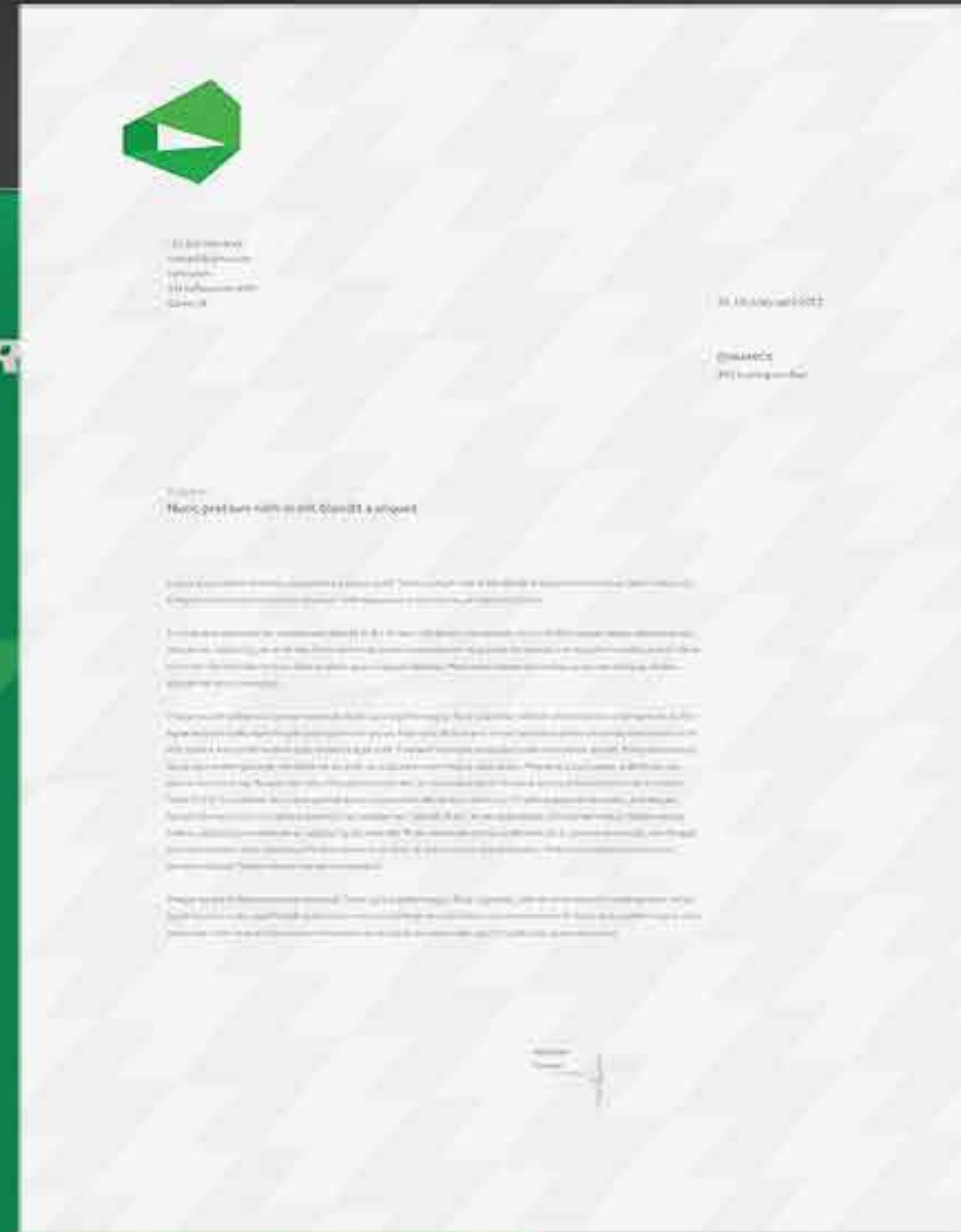
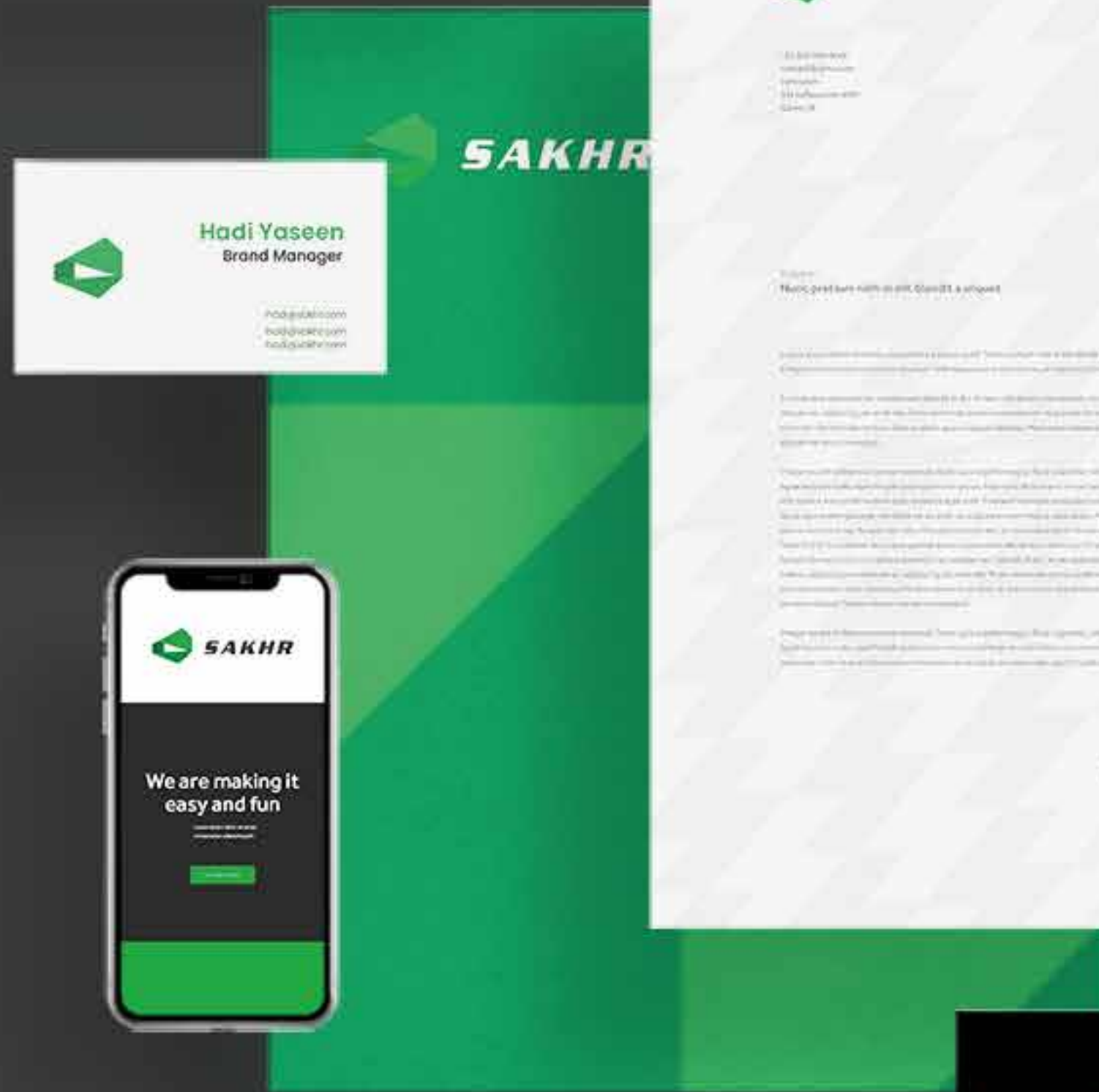
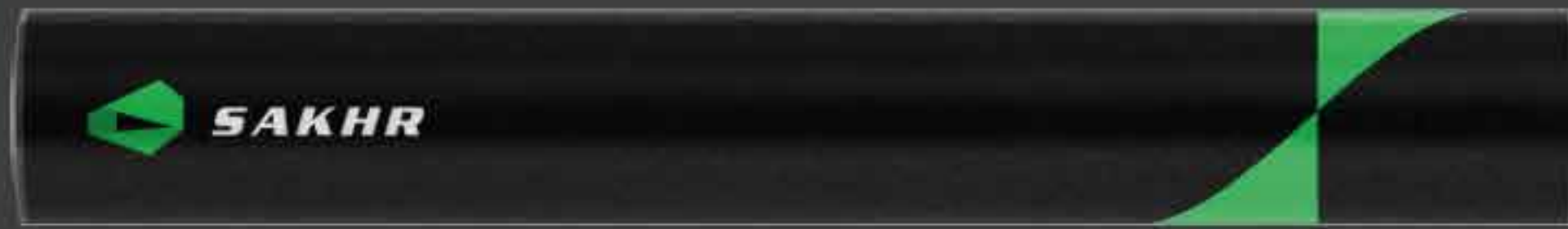
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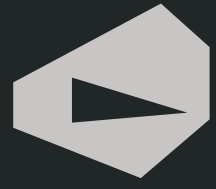


5.0











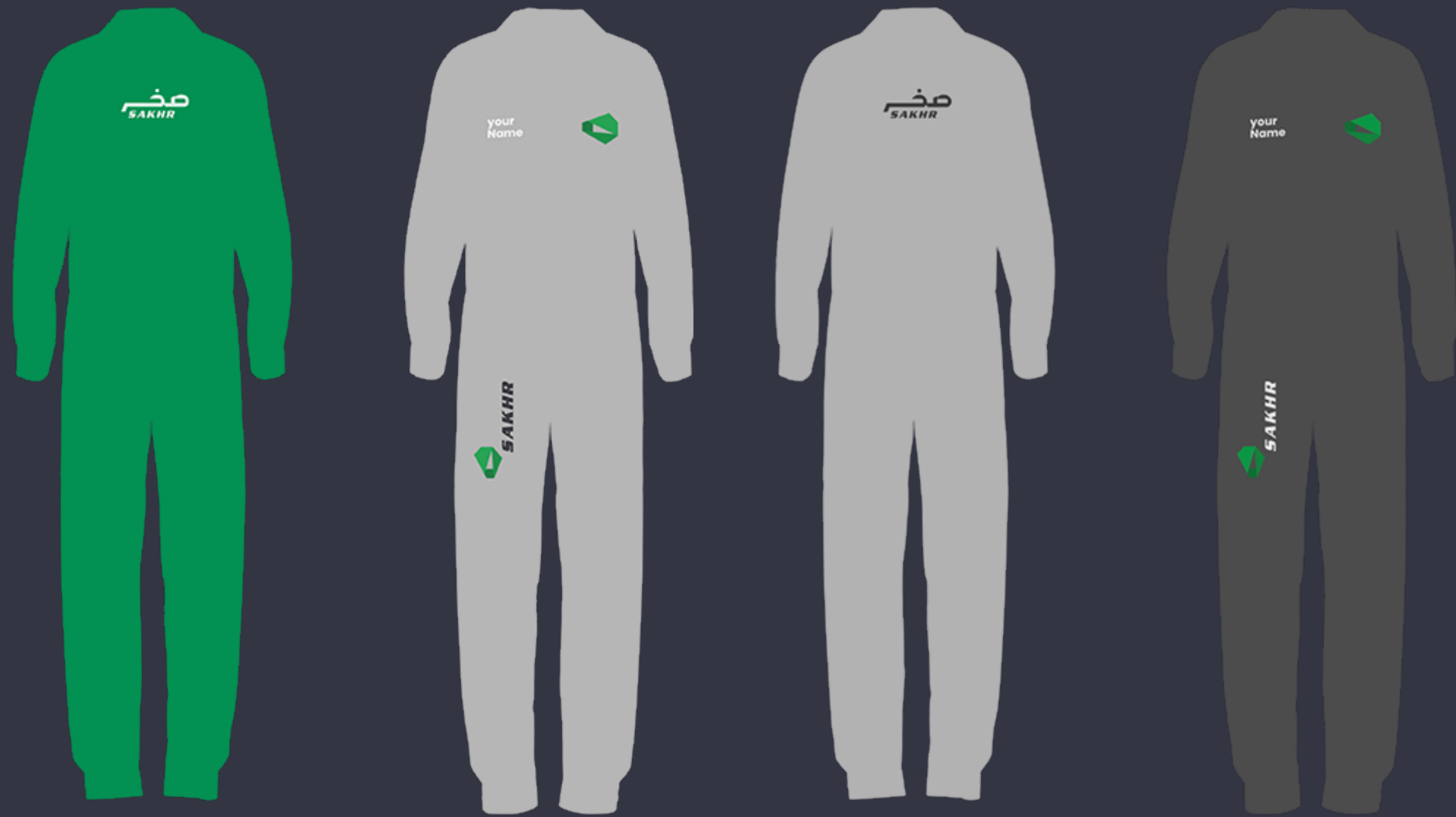
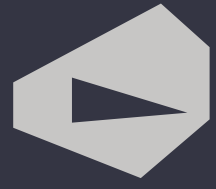
سكهر  
SAKHR



## 6.0 UNIFORM & BAGS & CUPS











BLACK HOODI



GREEN HOODI

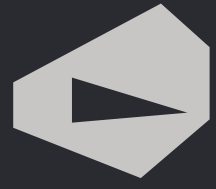
BLACK JEENS

SPORT SHOES



MORE FORMAAL



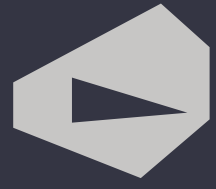


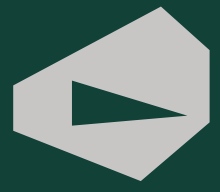
UNIFORMS FOR WORKSHOP TECHNICIANS



CASUAL



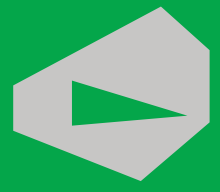




6.0











## 7.0 SIGNAGE & ADS

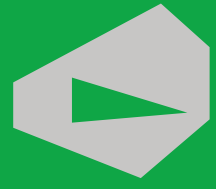


أفق جديد  
لمحطات الوقود

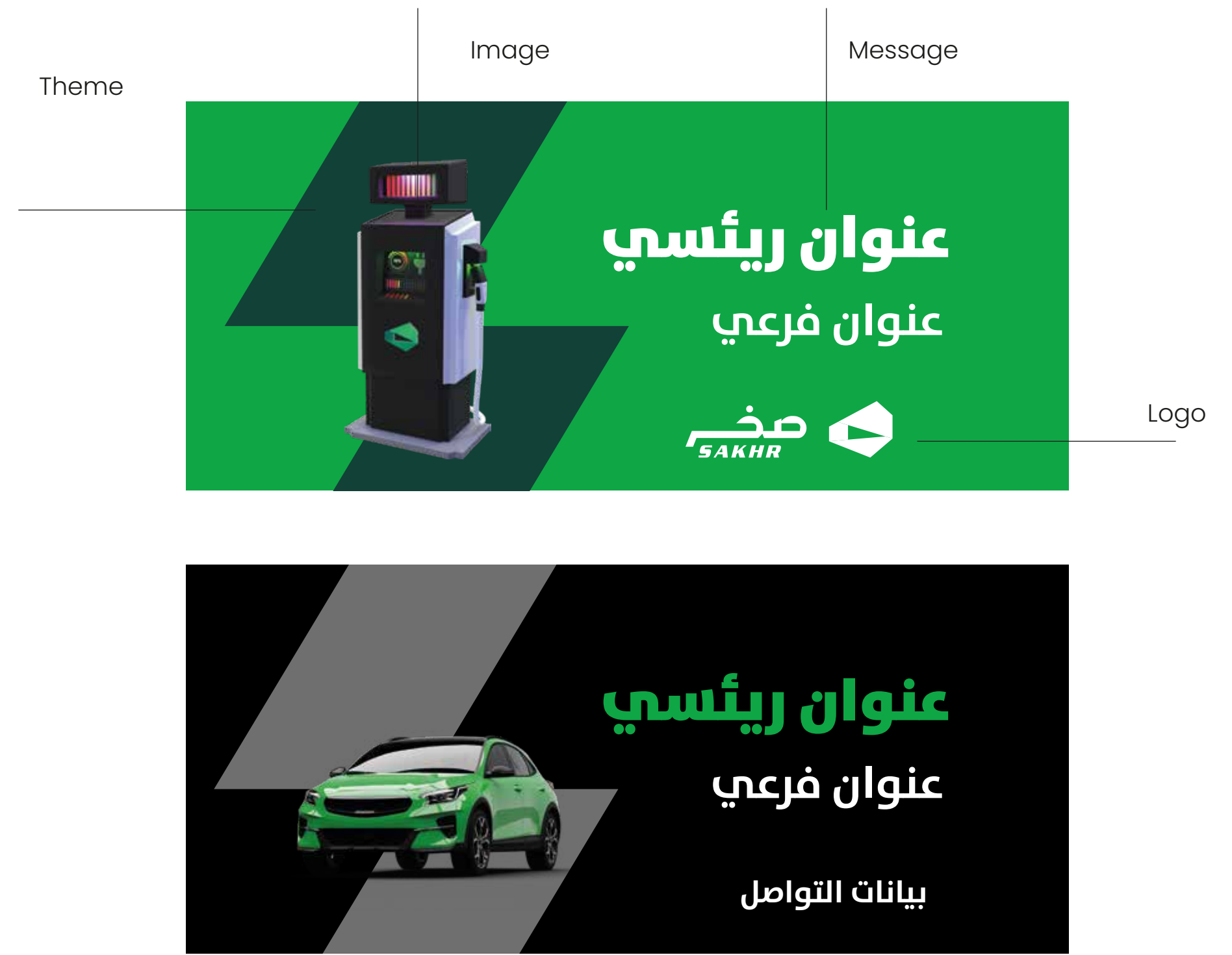
VISION 2030  
رؤية 2030  
Saudi Vision 2030

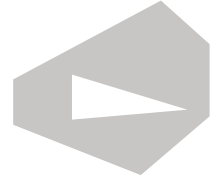
صخر  
SAHHR









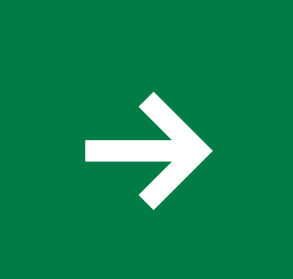





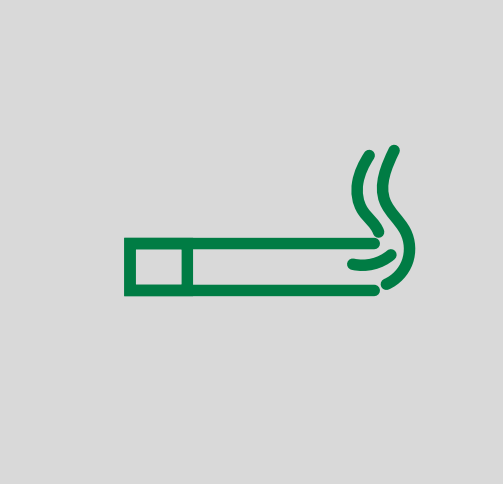
OUTDOOR TEPM



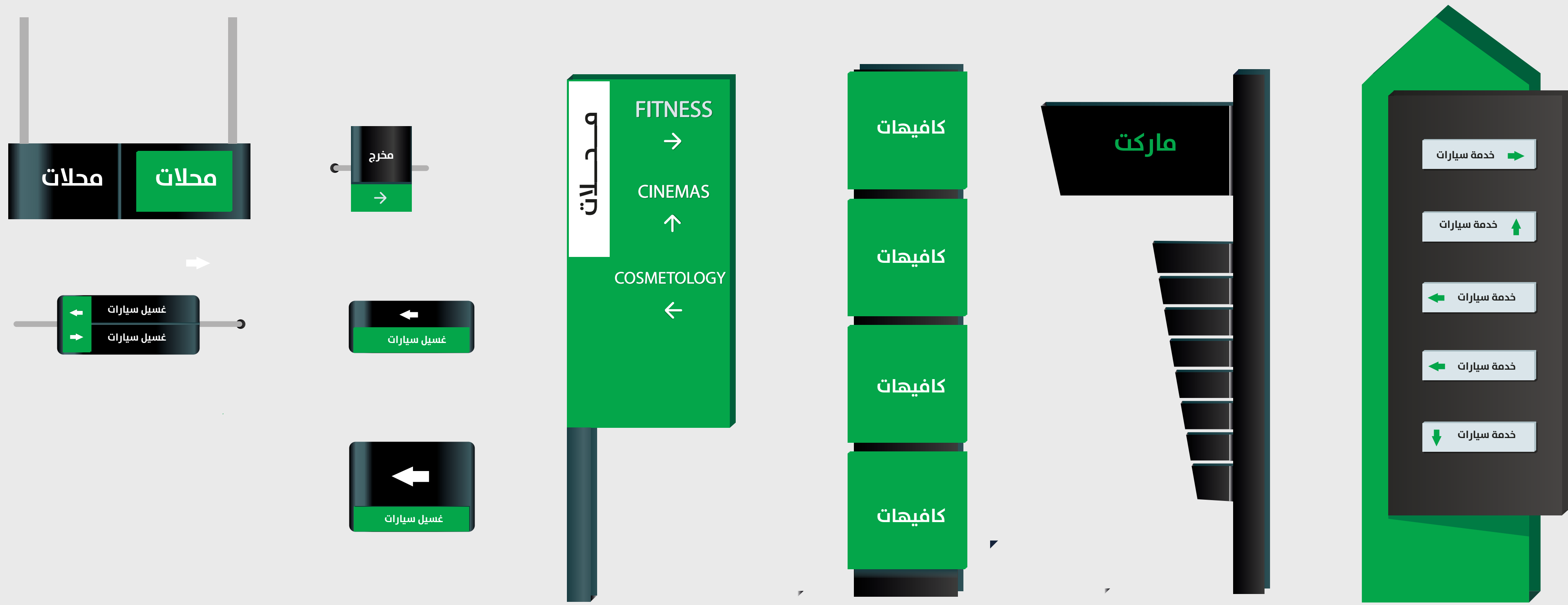


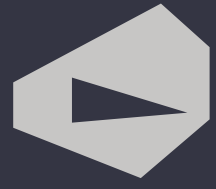
INTERNAL SIGNAGE

	<b>صيدلية</b> PHARMACY	
	<b>ماركت</b> MARKET	
	<b>الإدارة</b> MANAGEMENT	
	<b>المصعد</b> ELEVATOR	

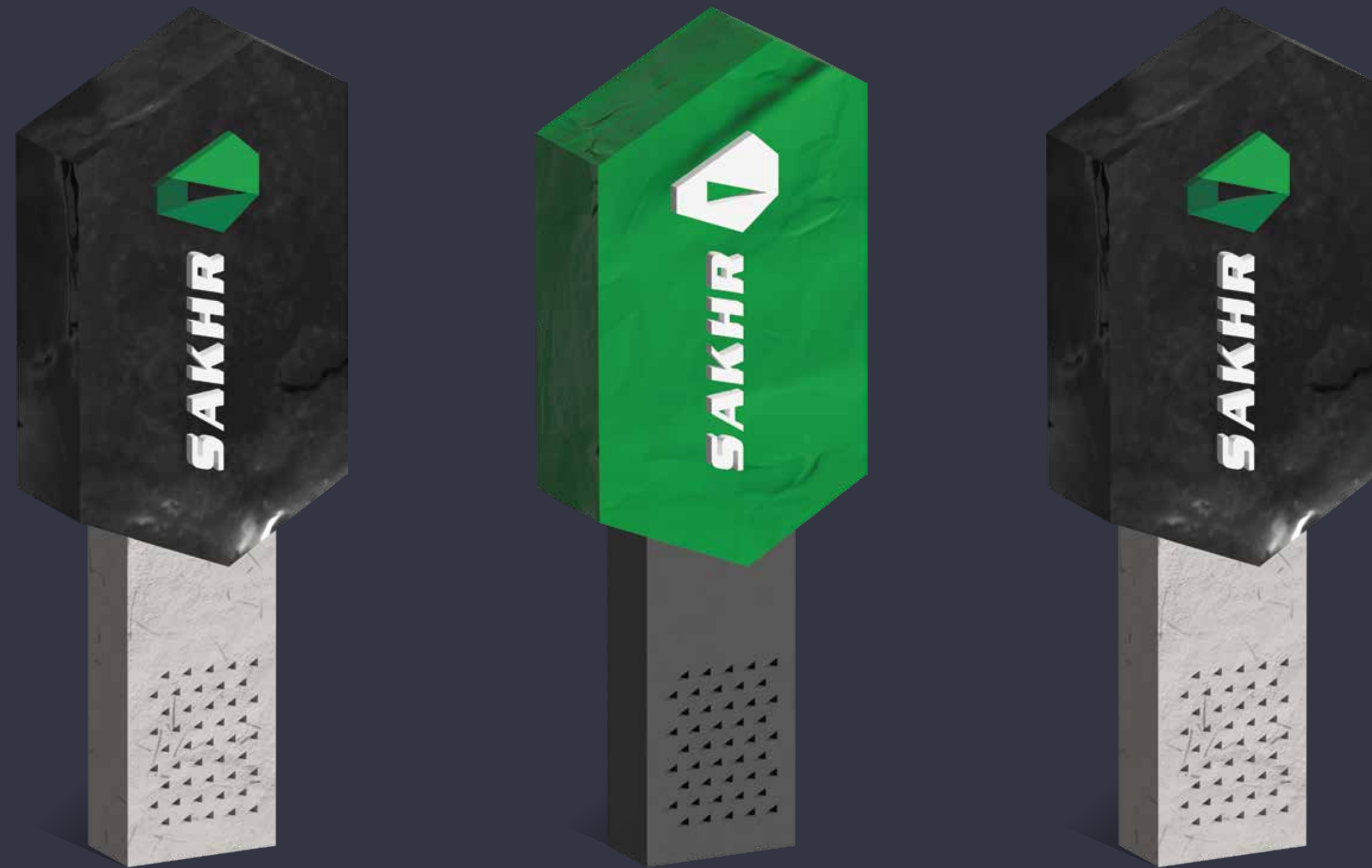
	
<b>اجتماعات</b> LOUNGE	<b>مصلّي</b> PRAY AREA
	
<b>حمام نساء</b> WOMEN/WC	<b>صالة تدخين</b> SMOOKING ROOM







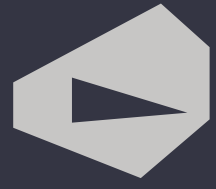
STONE  
PATTERN  
TEXTURE  
MATERIAL



مارکت



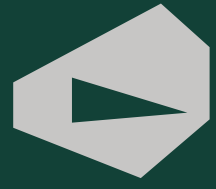


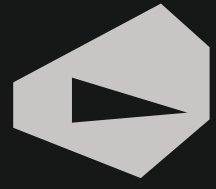


LOGO SIGN APPLICATIONS



## 8.0 CARS & TRUKS





8.0















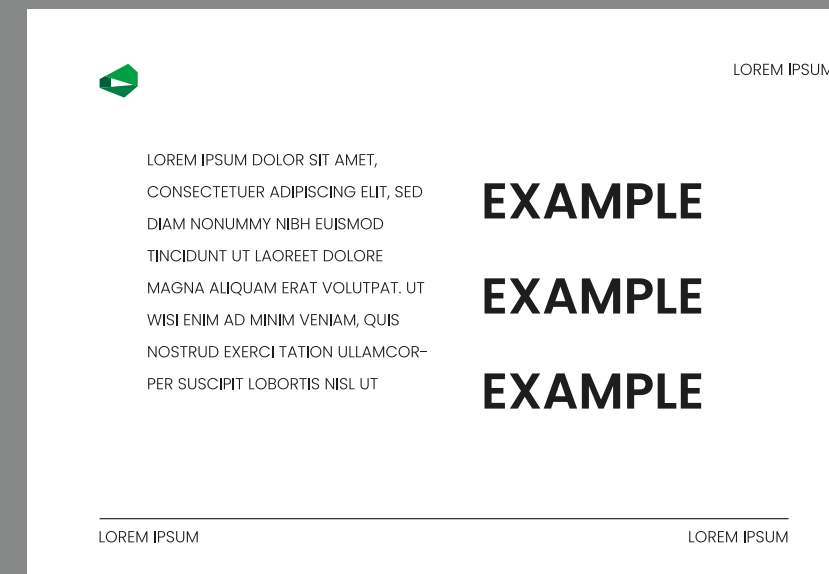
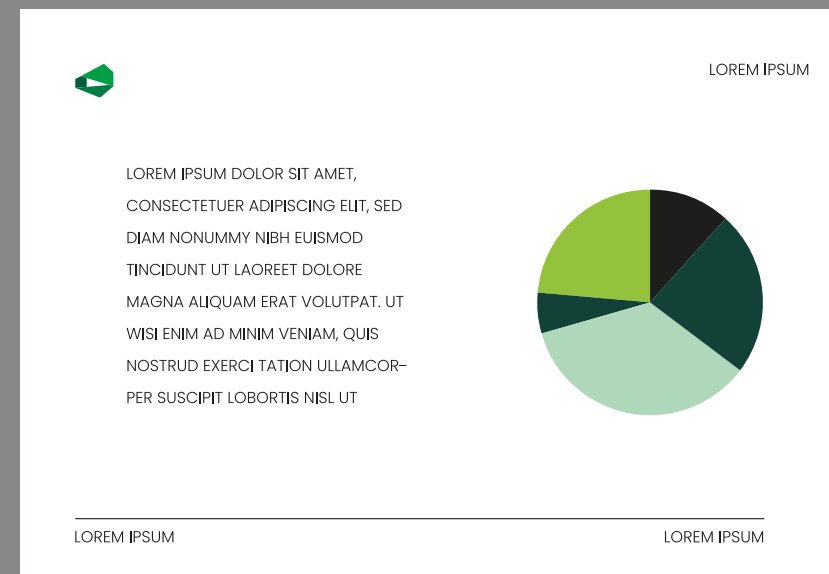
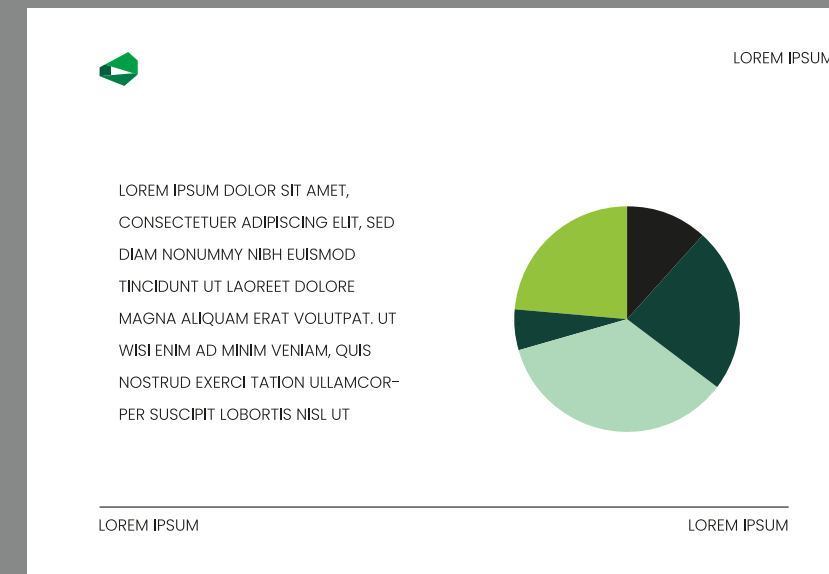
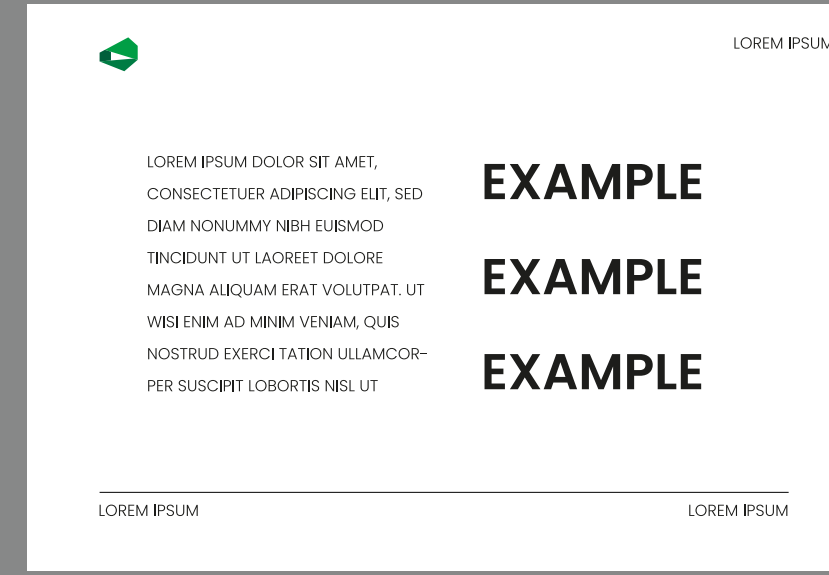
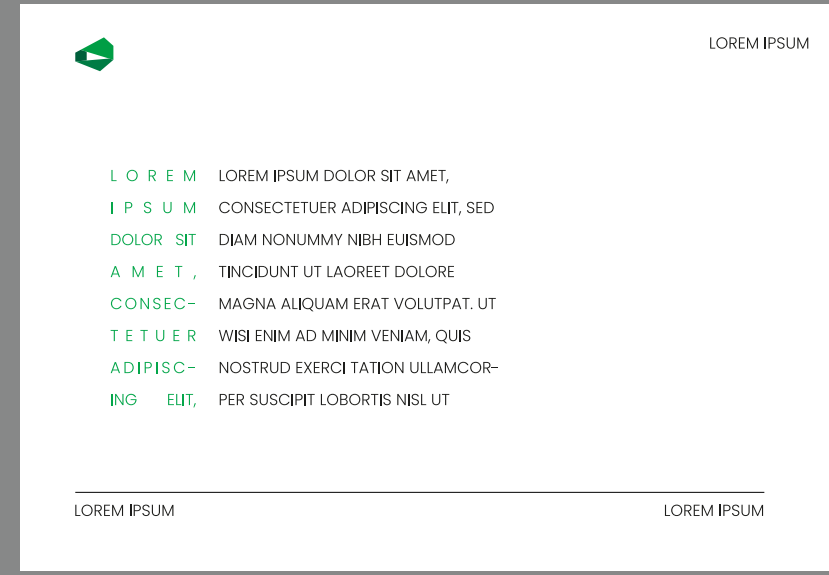




## 9.0 DIGITAL SYSTEM



POWERPOINT PRESENTATION TEMPLATE





# POWERPOINT PRESENTATION TEMPLATE

Use only the approved Sakhr.PowerPoint template whether you're presenting internally, to suppliers, to trade groups –anytime you're presenting in an official capacity for SAKHR.



Cover page






TITLE GOES HERE SET IN  
Poppin 28PT BOLD



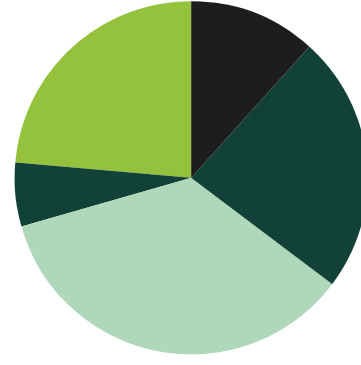
Divider page



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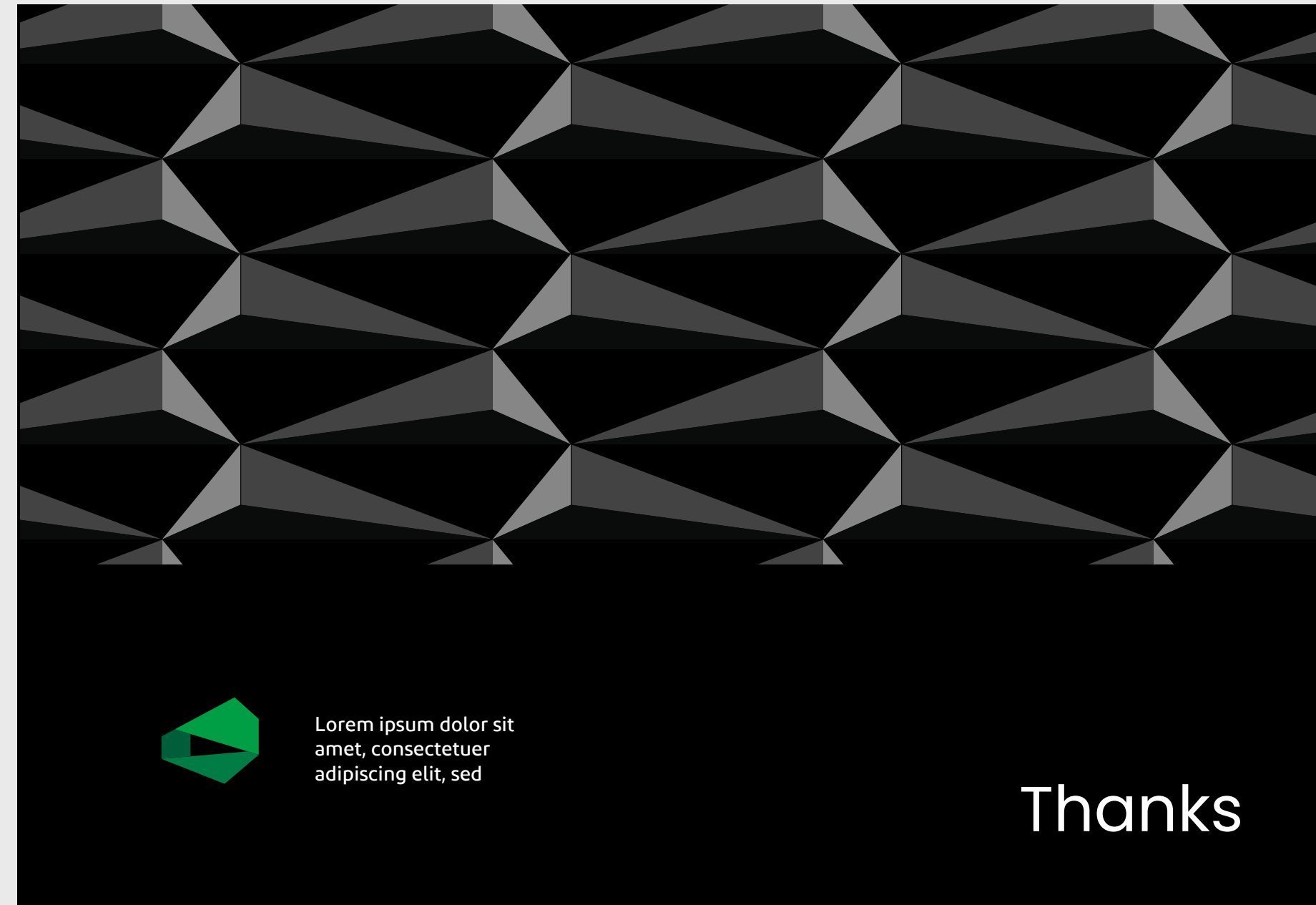


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## Text and sidebar page



Last page

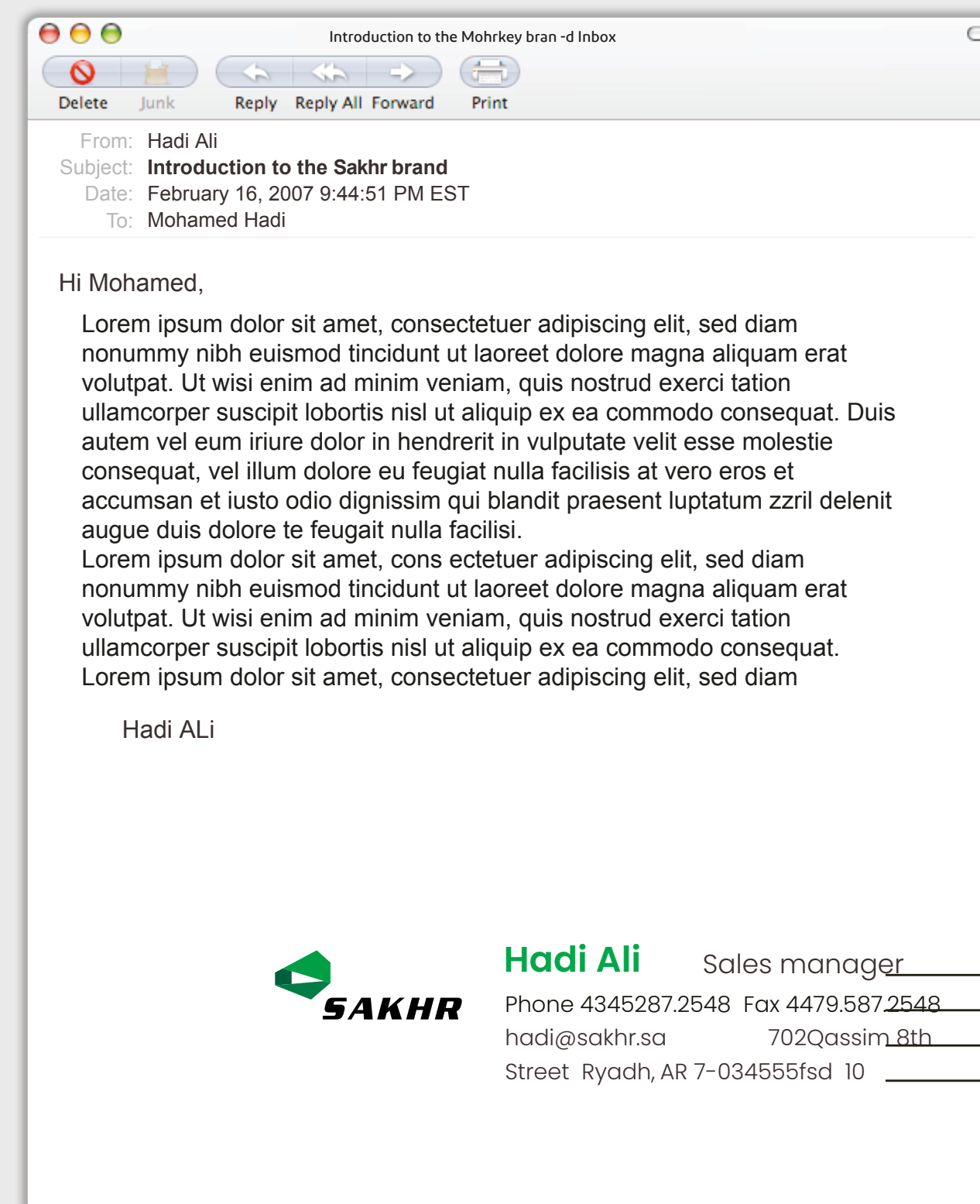


# E-MAIL SIGNATURE

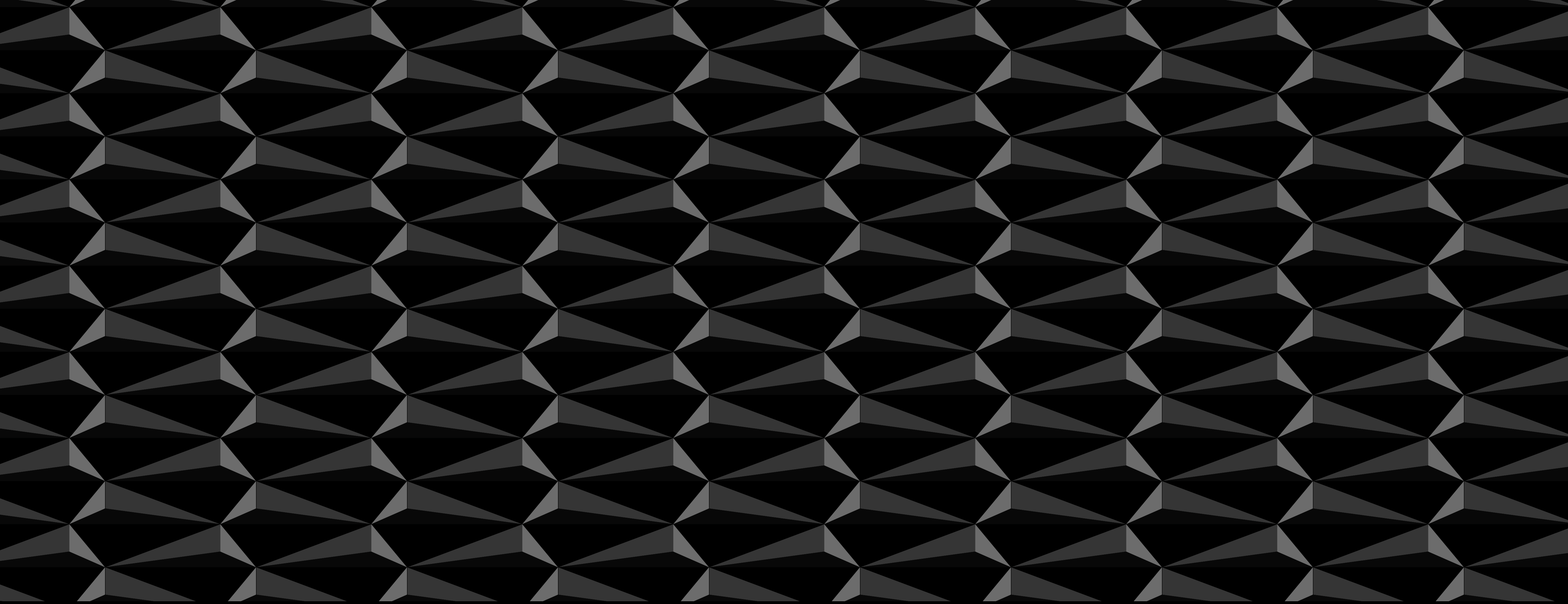
(Suitable for Corporate & International use)

## E-mail signature

Follow the formatted sample below to create a signature that reflects Sakhr identity. Remember to include your mailstop number (extended ZIP code) in your contact information for prompt mail delivery.



Name, title - Color :Green and black - 12 pt , 10pt  
phone, fax- Color :black - 7pt ,  
email adress , adress - Color :black - 7pt ,  
, adress - Color :black - 7pt ,



THANKS