

***Business
Partner***

Discover our identity essence, unraveling its core elements to gain a profound understanding of its synergy with our business ethos.

Identity overview

A brand's visual identity is built on five pillars: logotype, typeface, color palette, image style, and pattern, all shaping its look and memorability.

01. Logotype



02. Typography



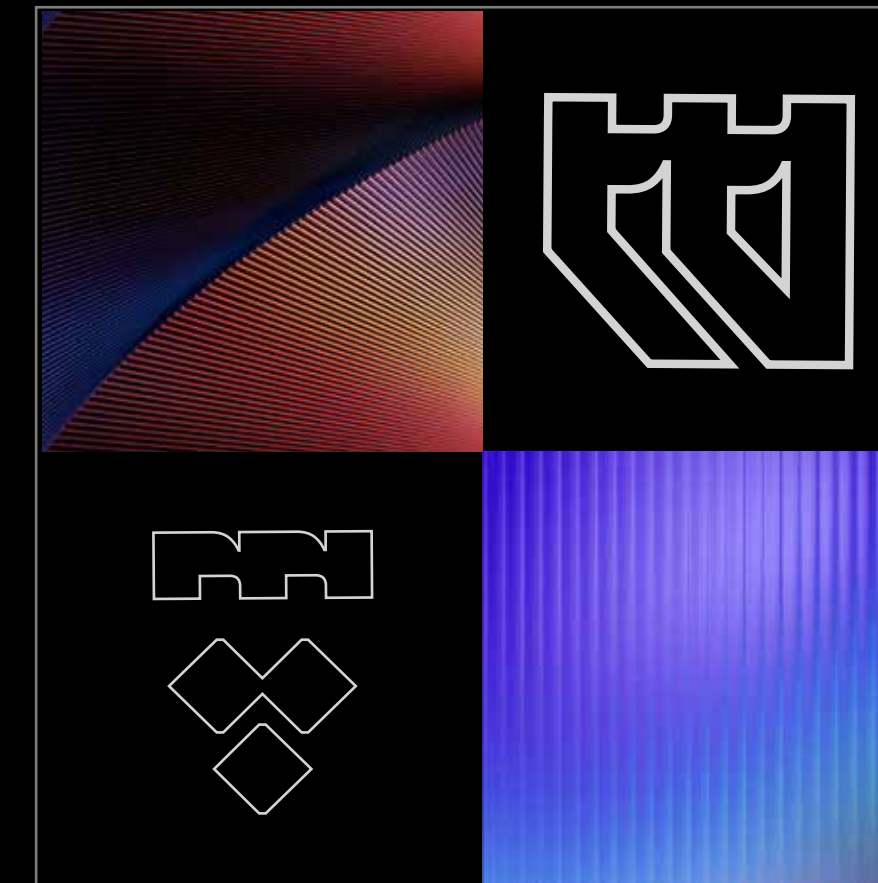
03. Colors



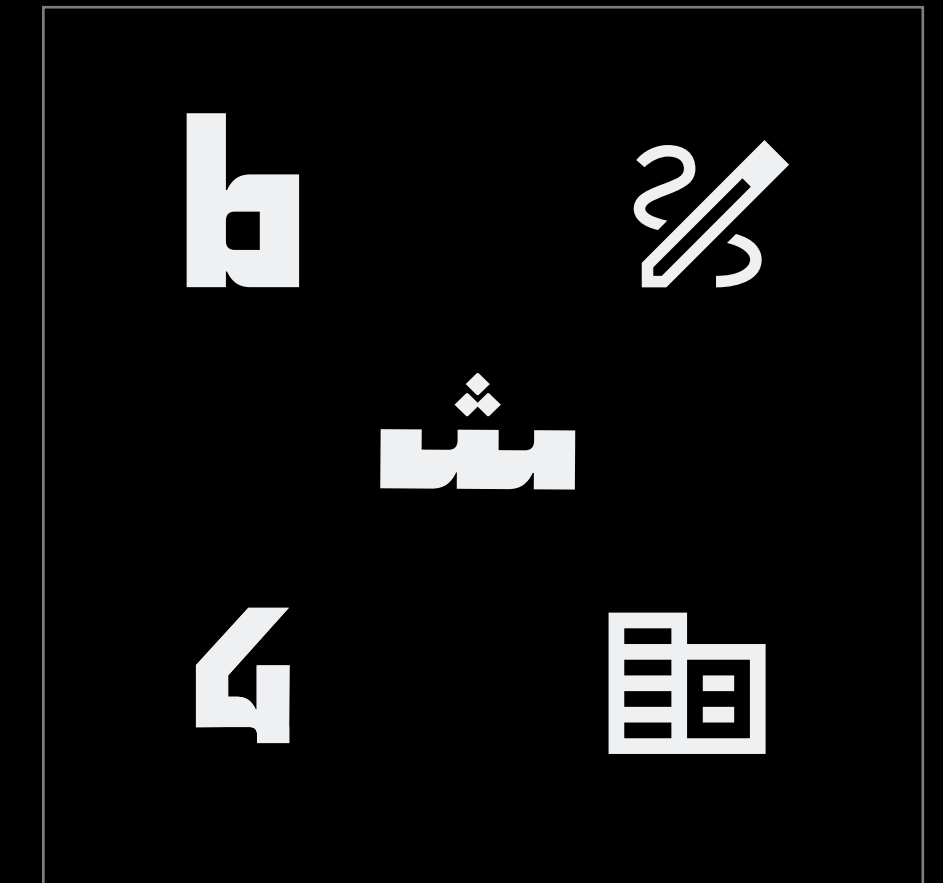
04. Imagery



05. Pattern



06. Icons





**At the forefront of innovative
business partnership**



Striving to lead the transformative shift in business through the engineering of a harmonious convergence between expertise and revolutionary creativity in service of businesses. Designing a future characterized by bold innovation and sustainability, aligning with the vision of Saudi Arabia 2030. Aiming for a qualitative leap that creates solutions reshaping the business sector, inspiring all pioneers towards success and economic prosperity

***Presenting Modernized
Trust and a Savvy
Business Partnership.***

Business Partner is a specialized company providing business related services, encompassing a wide range of services that meet the needs of various enterprises and companies.

With innovative and advanced approaches, extensive experience in business development based on global standards, and utilizing skilled human resources, we strive to achieve maximum investment, enabling entrepreneurs to reach their goals and operate with best practices that elevate the business system, benefiting by improving the productivity efficiency of establishments on all levels.

Company Branding

Values

Company Branding

Modernity

Research and rapid adaptation to changes and modern innovative standards by continuously raising the degree of flexibility in the practical approach by utilizing it for development and improving the effectiveness of services and capabilities to boost the acceleration of the business market.

Advanced Solutions

Focus on employing the latest innovations and future technologies to develop an efficient work system, and constantly search for innovative ways to use technology to improve services and operations, and ensure the provision of strong tools that enhance efficiency and accuracy of work and its outputs.

Collaboration

The ability to achieve valuable results in cooperation with deep expertise and inputs to provide a comprehensive range of services and capabilities for workers in the business ecosystem and to provide them with the opportunity to learn about the best international practices.

Impact

Commitment to providing the highest levels of service that ensures a comprehensive and integrated present and future preparation of resources, business and partner expectations, and producing solutions that exceed thousands and increase their business value, which reflects on the quality of jewelry production and the economic value of the Kingdom of Saudi Arabia.

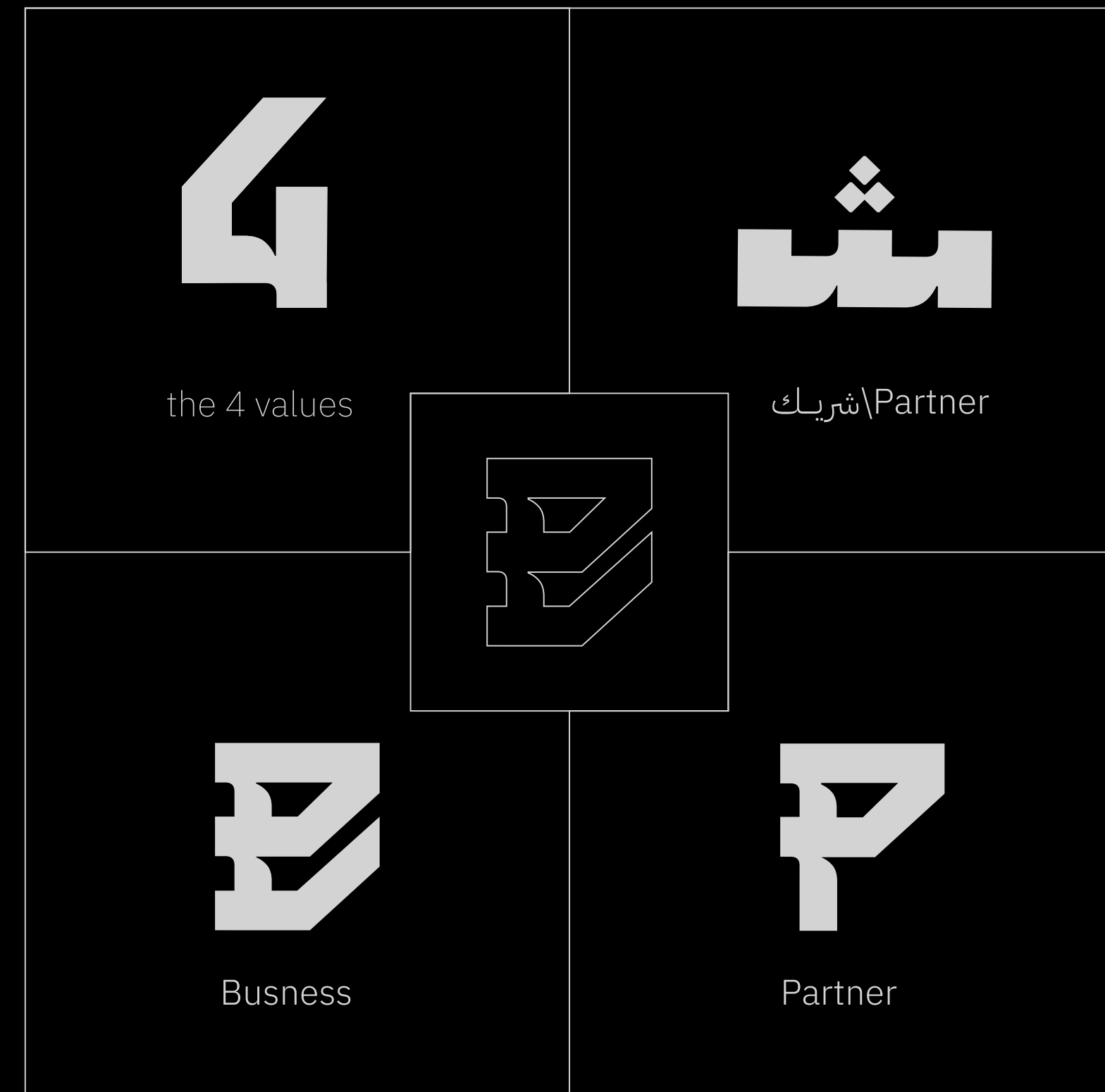
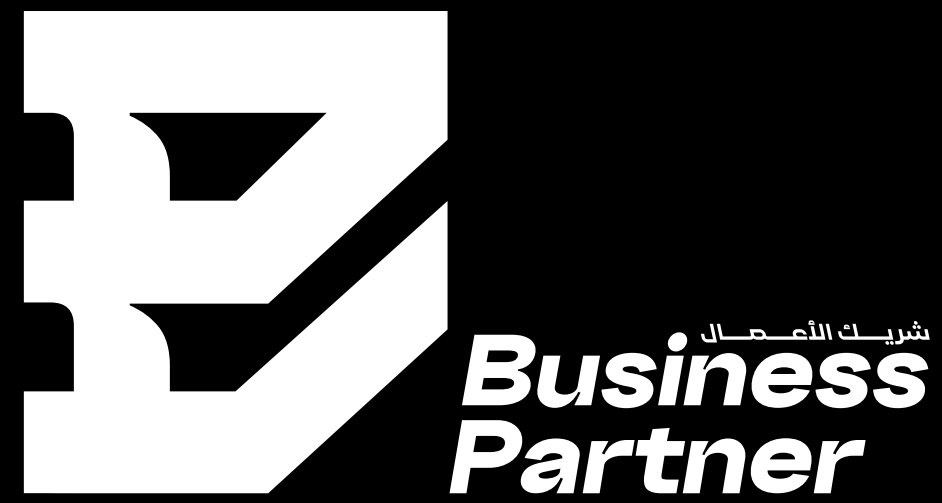
Logo





Company Branding

Logo Concept

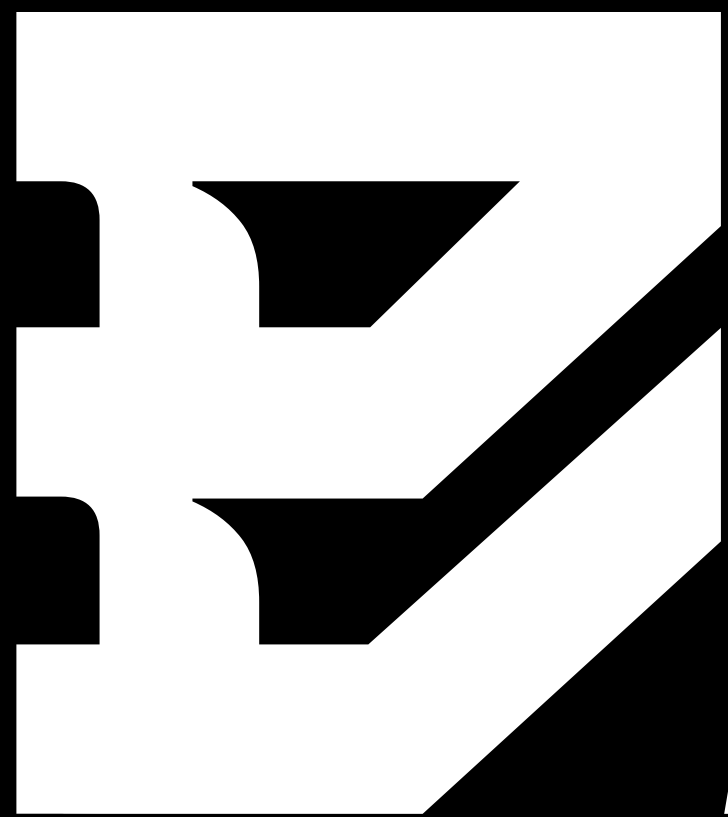




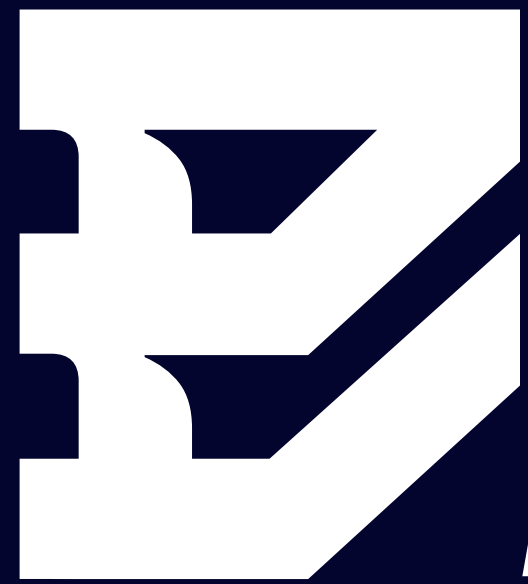
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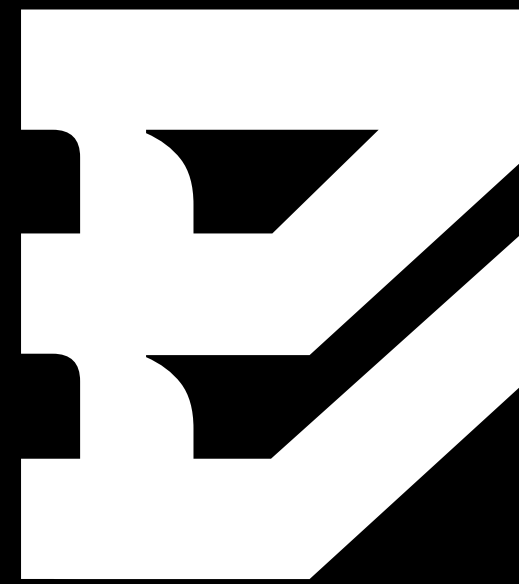
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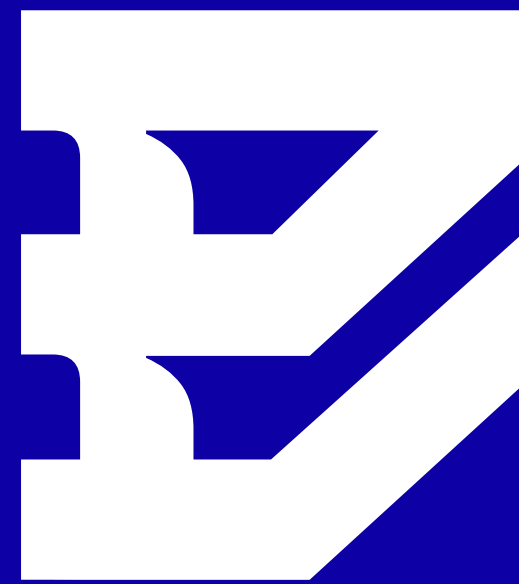
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Partner***



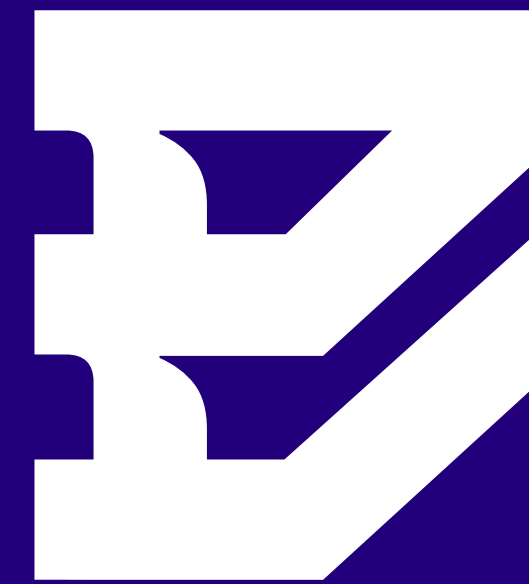
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Partner***



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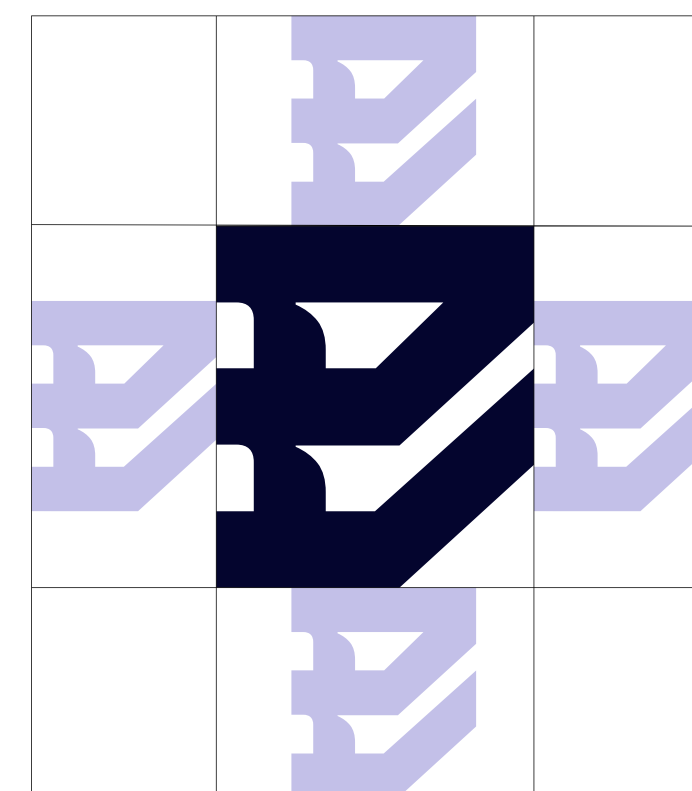


***Business
Partner***

Company Branding

Brand Clear space

The area around the "Business Partner" logo icon-mark, wordmark, icon should always provide ample space so that its balance and wholeness are not crowded or constrained by external elements. Use the provided symbol shown in the diagram to measure the clear space around the logo. This symbol represents the minimum amount of space that should be reserved around the logo on all sides.

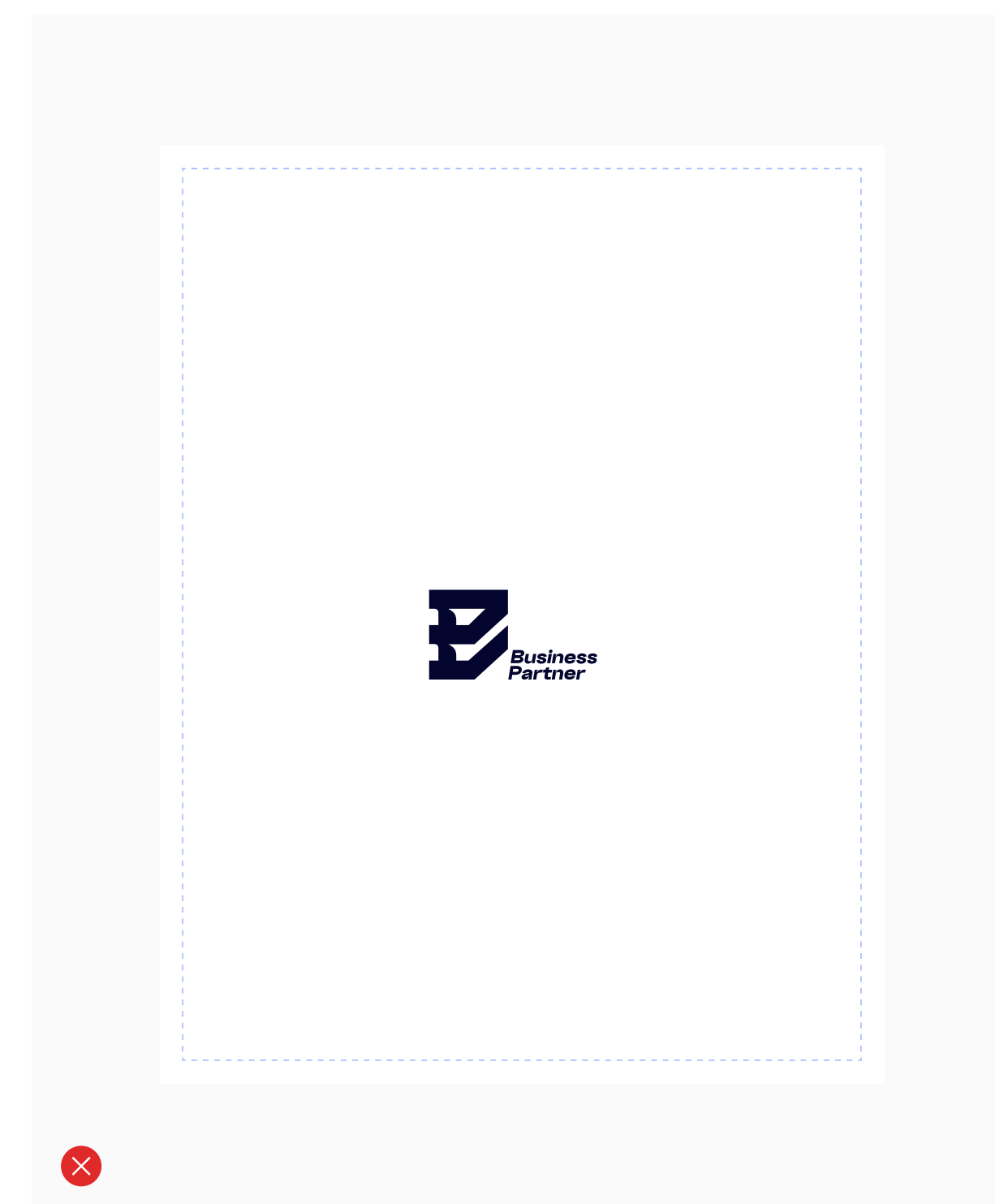
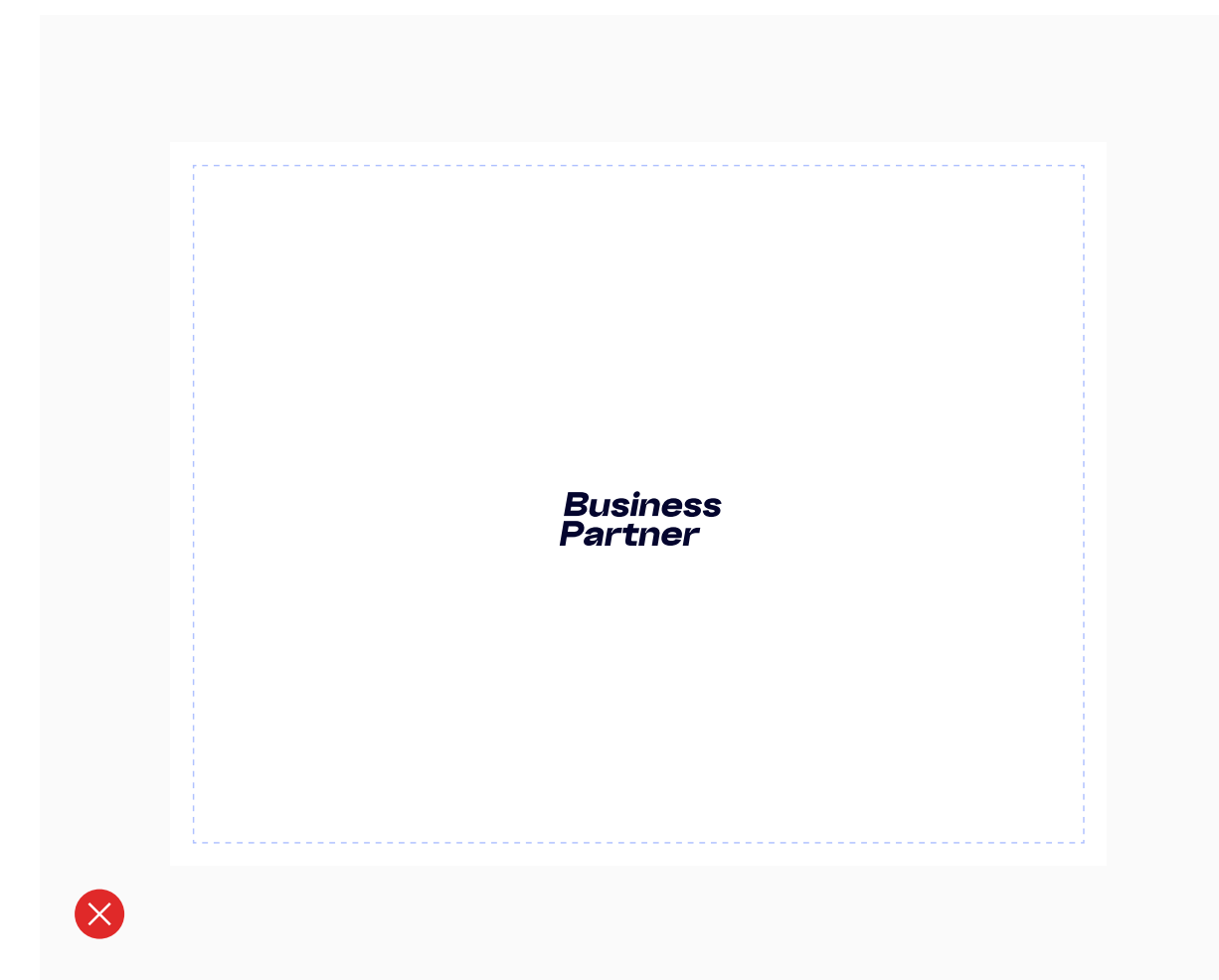
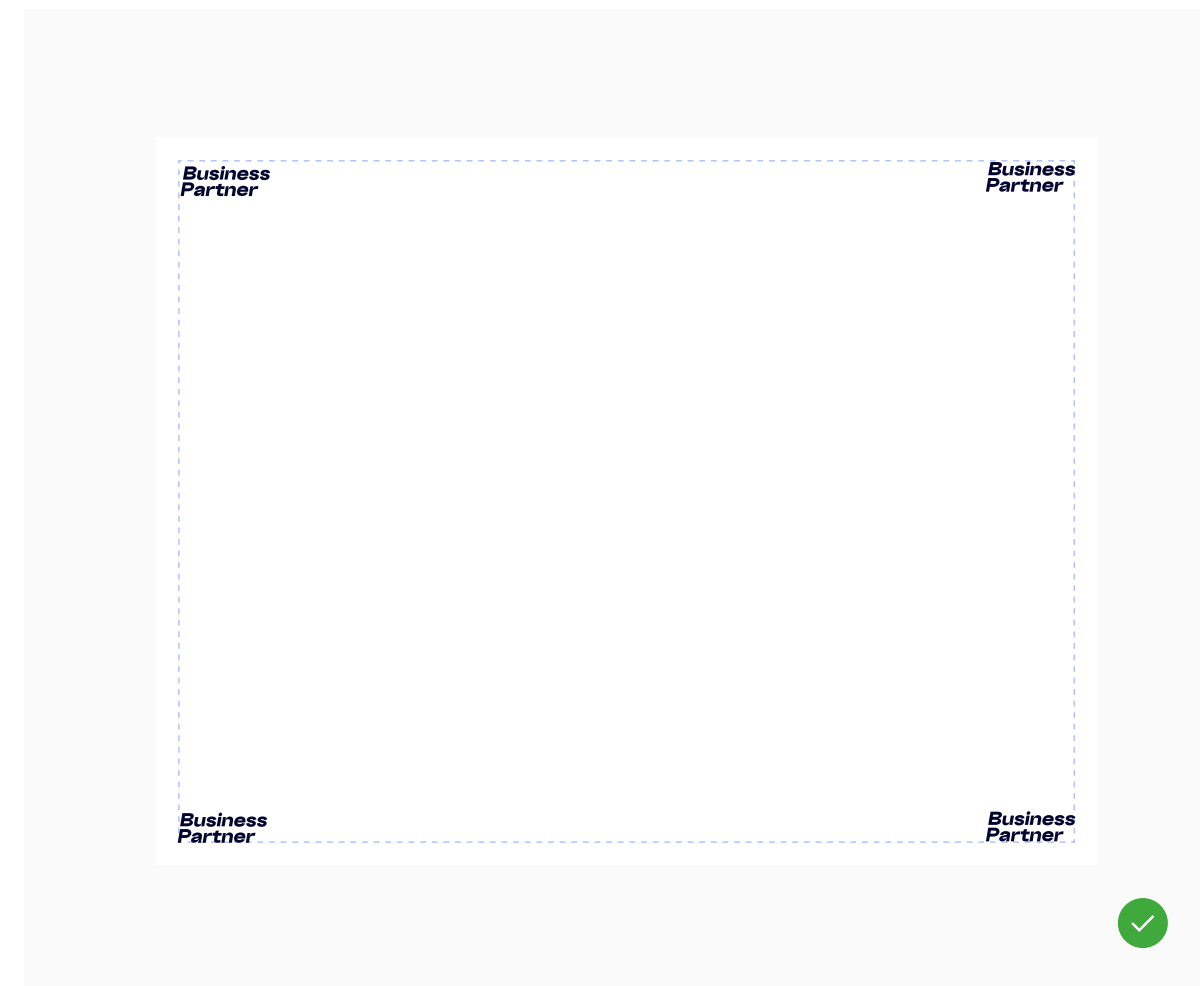


Company Branding

Logo Placement

Position the main logo at the bottom left, bottom right, or top left corners of the paper/docs for a professional and dynamic appearance. Avoid placing it on the top right for a modern design. This ensures visibility and contributes to a polished, well-branded look.

For the word logo, consider placing it in all four corners of the paper/docs for a versatile and balanced presentation.



Applications













Brand

Visuals



Company Branding

Typography Lama Sans

Lama, our versatile font, was created to meet the digital and print needs of our brand, BP. With styles ranging from normal to compressed and wide, it seamlessly fits various applications—web-sites, ads, and publications. Supporting up to fifty languages, including Latin and Arabic, Lama ensures consistency in bold titles, small spaces, and body texts, enhancing our brand's visual identity across diverse channels.

Lama Sans Expanded

Lama Sans Extra Bold

**Propelling businesses into
a thriving future.**

Lama Sans Bold

**Propelling businesses into a
thriving future.**

Lama Sans Regular

Propelling businesses into a
thriving future.

Lama Sans Light

Propelling businesses into a
thriving future.

Lama Sans Extra Bold

**دفع الشركات نحو مستقبل
مزدهر.**

Lama Sans Bold

**دفع الشركات نحو مستقبل
مزدهر.**

Lama Sans Regular

دفع الشركات نحو مستقبل
مزدهر.

Lama Sans Light

دفع الشركات نحو مستقبل
مزدهر.



Company Branding

Colors

Colors Keywords: Trust, reliability, stability, professionalism, power, authority, tradition, depth, mystery.

Luxury, sophistication, creativity, imagination, mystery, intrigue, royalty, wisdom, spirituality, transformation.



Color Name	CMYK	Hex Code
Navy	(C): 100 (M): 95 (Y): 46 (K): 68	#04052E
Deep Blue	(C): 100 (M): 91 (Y): 10 (K): 1	#0D00A4
Dark Purple	(C): 100 (M): 98 (Y): 22 (K): 11	#22007C
White	(C): 8 (M): 4 (Y): 5 (K): 0	#EEF0F2
Black	(C): 0 (M): 0 (Y): 0 (K): 100	#000000



Brand

Verbals



Archetype: The Visionary

Forward-thinking, innovative, and driven by a clear vision for the future.

Character:

Confident: Exudes assurance in the ability to deliver exceptional services.

Reliable: Consistent in providing unwavering support to clients.

Adaptable: Demonstrates flexibility and responsiveness in a dynamic business landscape.

Company Branding

Voice

Bold: Speaks with authority and conviction.

Authoritative: Conveys expertise and leadership.

Approachable: Maintains a collaborative and client-focused tone.

Personality Traits:

Collaborative: Values teamwork and partnerships, working closely with clients for shared success.

Modern: Embraces contemporary business practices and technology.

Fast-paced: Operates with agility, responding swiftly to challenges.

Futuristic: Visionary in approach, constantly looking ahead to innovative solutions.

Pragmatic: Grounded in practical, effective solutions.

Reliable: Builds trust through consistency, delivering on promises and commitments.

Trustworthy: Prioritizes integrity and transparency.

Savvy: Navigates complex landscapes with insightful decision-making.

Tone & Voice



Unique value proposition

Comprehensive, scalable solutions.
Future-proofing and risk mitigation.
Performance-driven results.

Authoritative, Confident, Approachable
Results-oriented, Collaborative, Inspirational



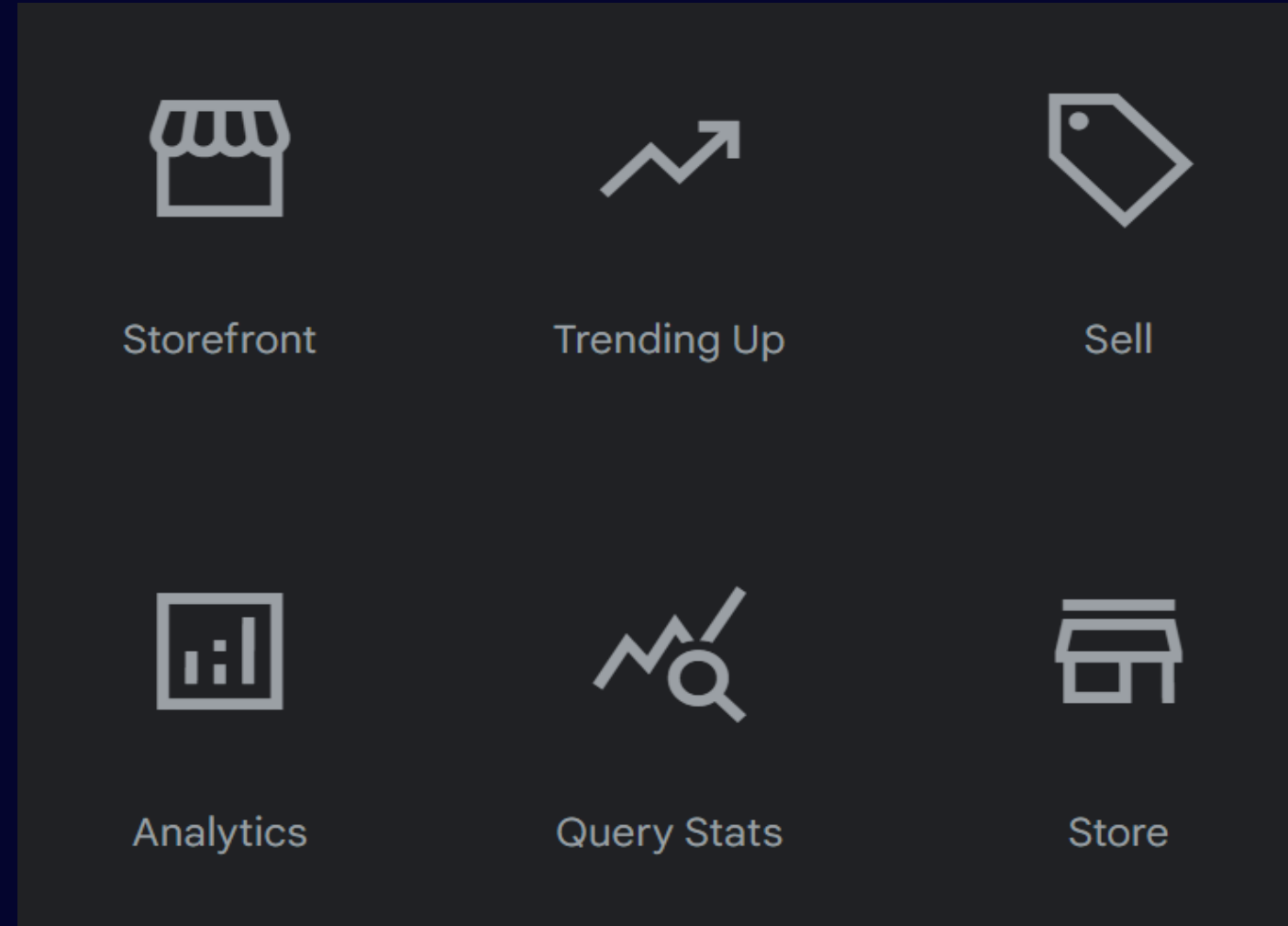
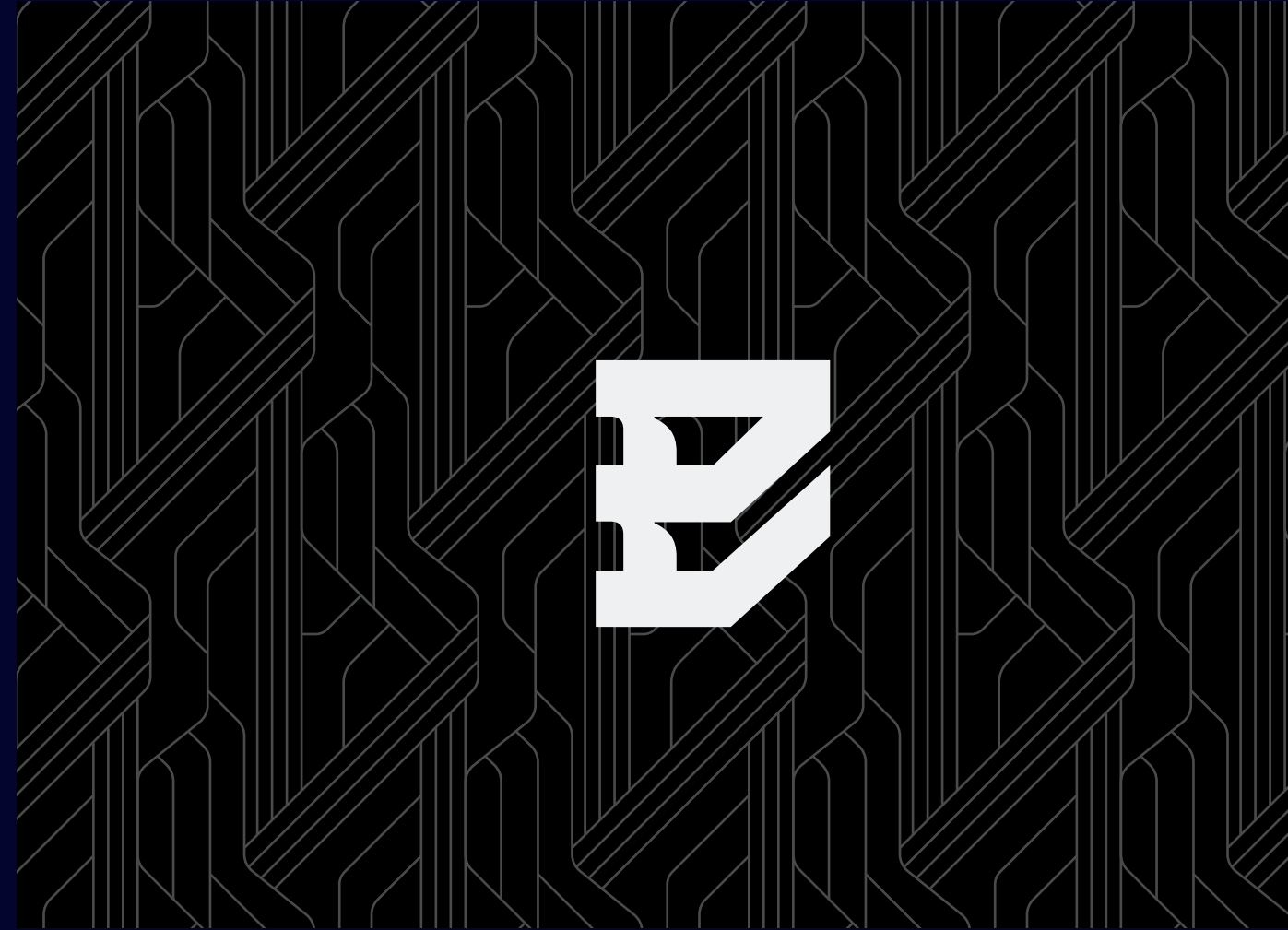
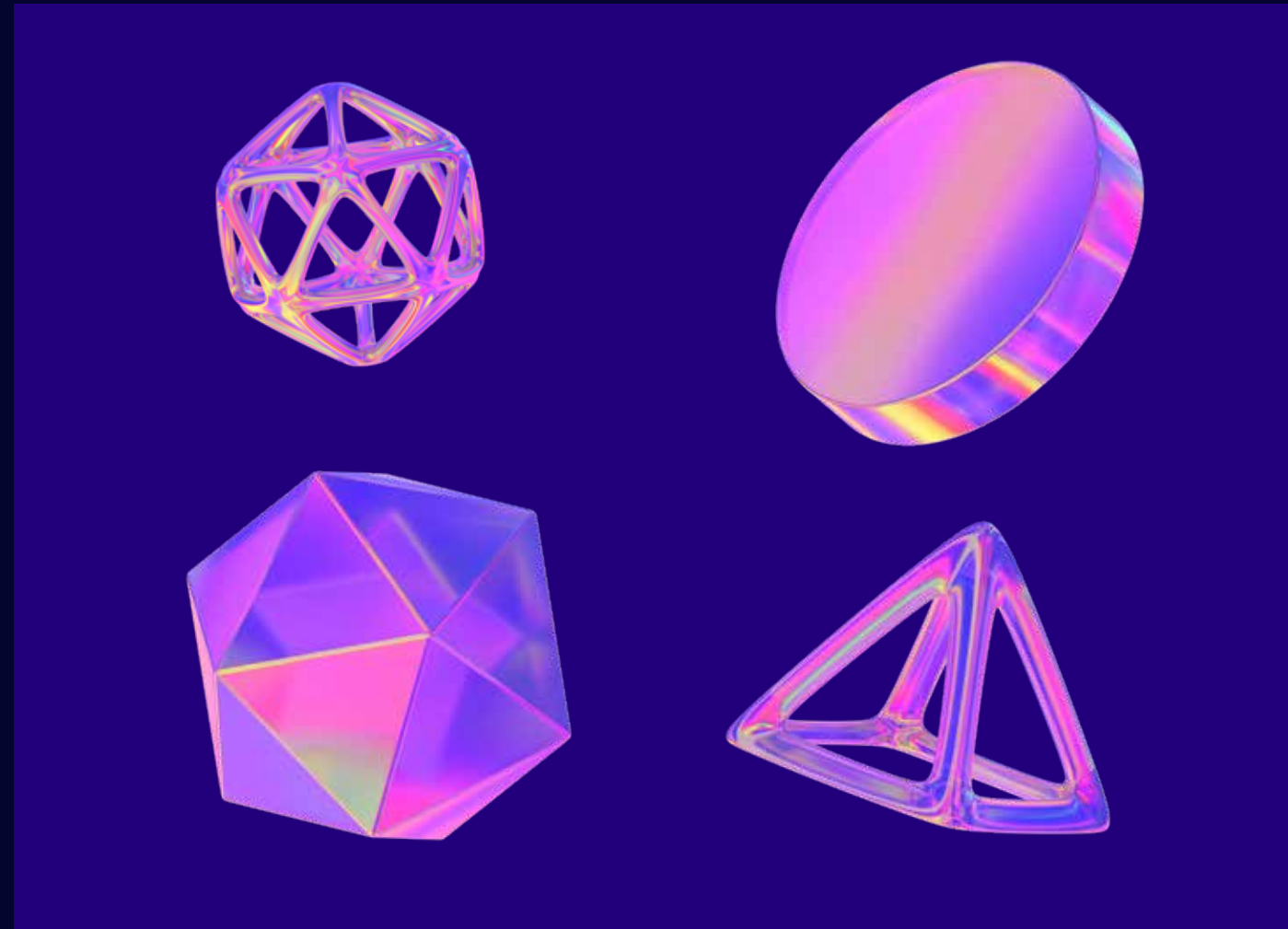
Tone & Voice

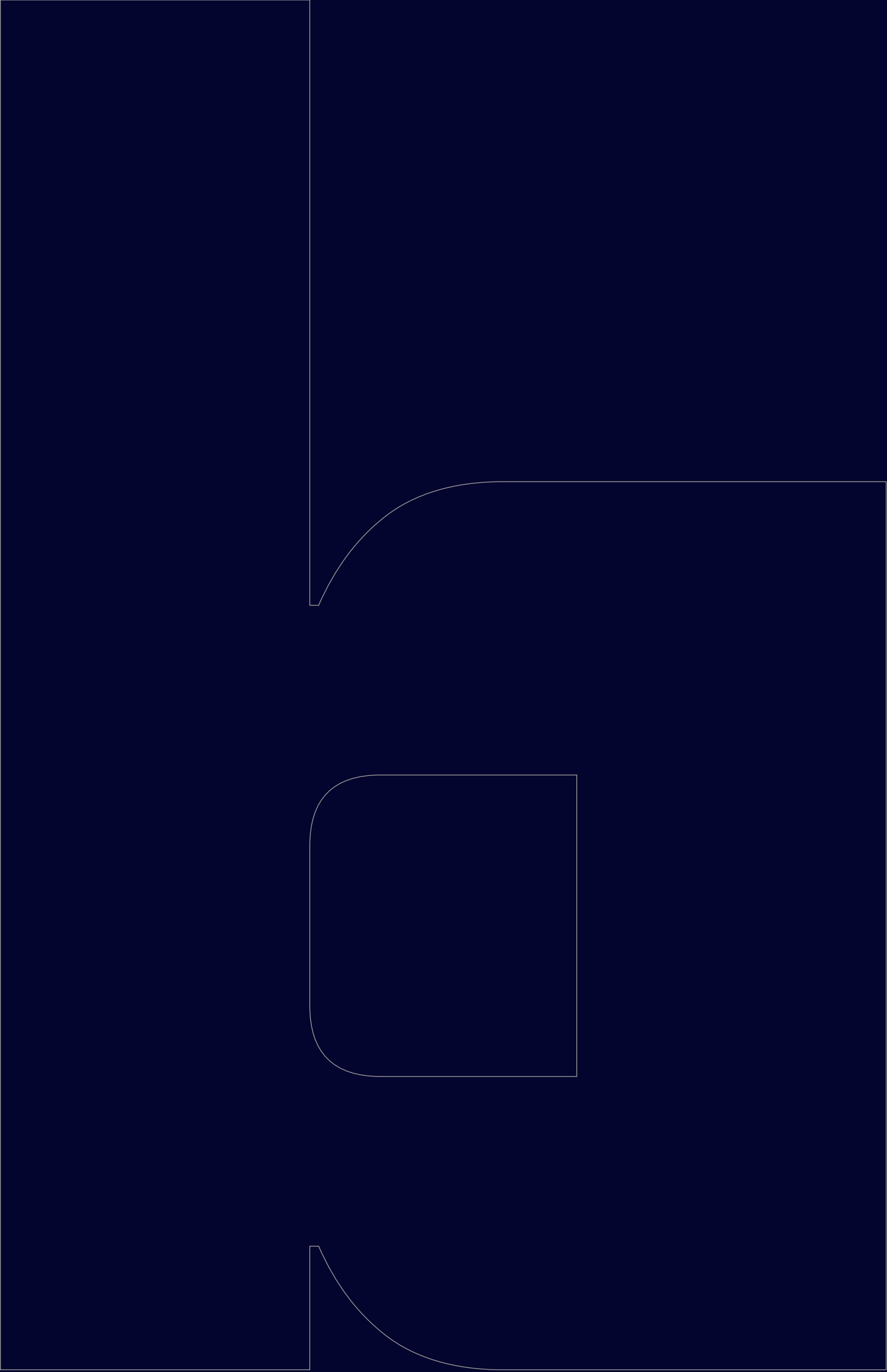
Imagery





Capturing collaboration and growth, brand imagery highlights harmony, a creative team, and success partners united in business innovation amidst the thriving cities, embodying synergy and technology-driven innovation.





Elevate to the highest horizons