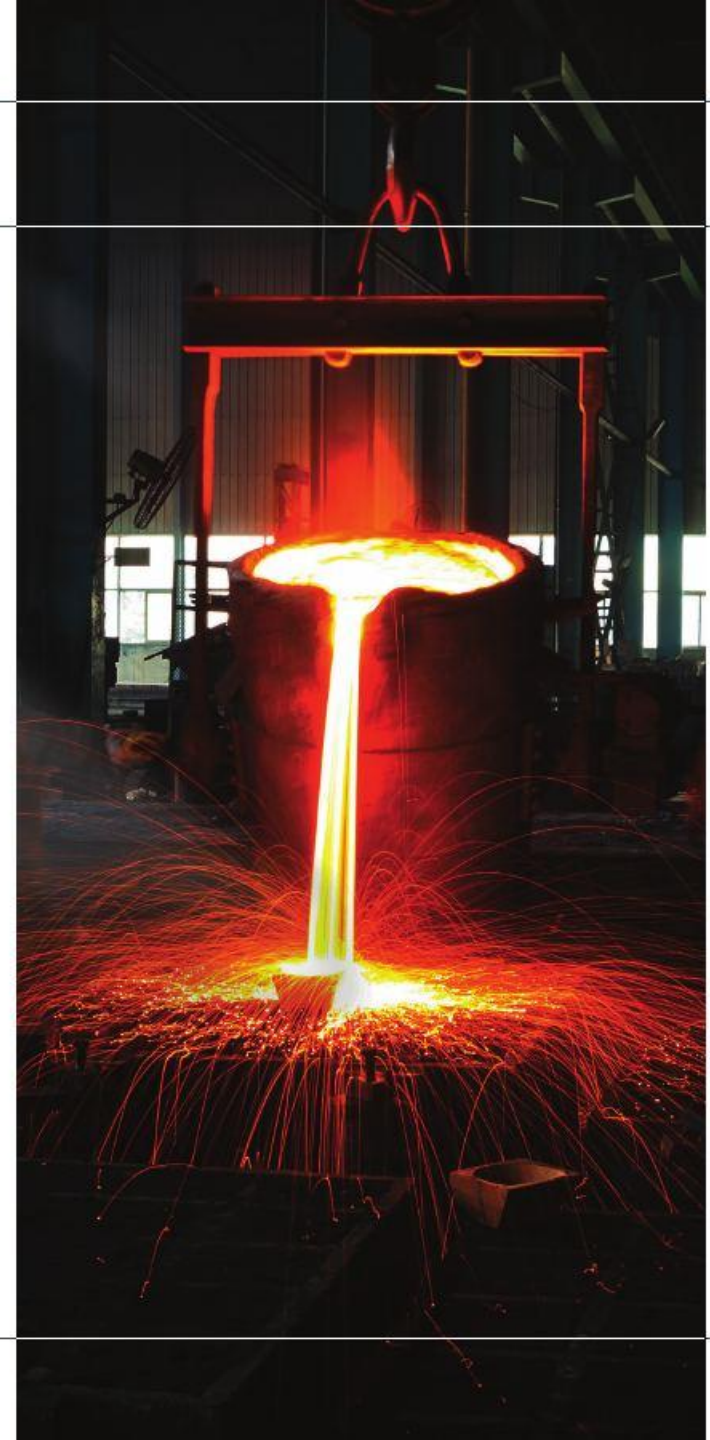
WATANIASTEEL

BRAND GUIDELINES

20 October 2020



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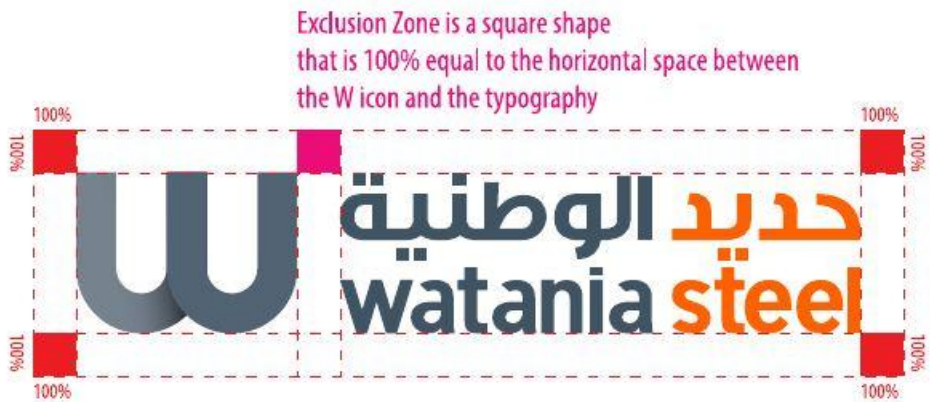
THE LOGO

The logo is a combination of bilingual typography and a unique icon where the letter U is replicated and the replication is positioned above the original to create a letter W. The shading over the base letter U gives the sense of depth.



THE LOGO EXCLUSION ZONE

The exclusion zone, being the minimum space separating the logo from any other graphic element or page edge is determined by using the space separating the icon W from the typography as a reference. A square of that space is created and replicated on the four outer corners of the logo in order to set the exclusion zone.



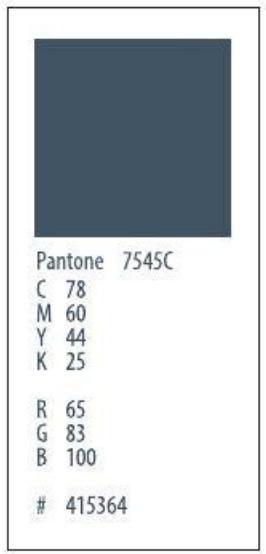
THE LOGO COLORS

The logo is made up of two pantone colors that are adaptable to CMYK and RGB colors. The two U letters are percentages of the blue grey pantone used for the word watania. Above the base U there is a slight greyscale gradient that creates the needed depth.



THE LOGO COLOR PALETTE

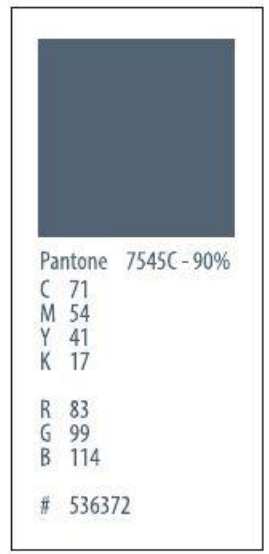
The Pantone, CMYK, RGB and HEX colors associated to the logo.



Pantone 7545C
C 78
M 60
Y 44
K 25

R 65
G 83
B 100

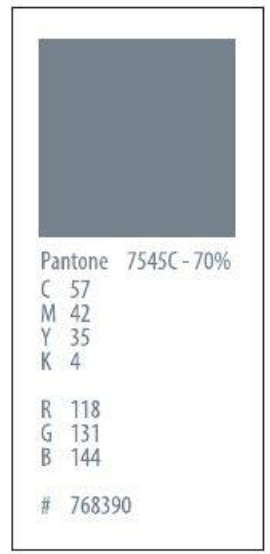
415364



Pantone 7545C - 90%
C 71
M 54
Y 41
K 17

R 83
G 99
B 114

536372



Pantone 7545C - 70%
C 57
M 42
Y 35
K 4

R 118
G 131
B 144

768390



Pantone Bright Orange C
C 0
M 77
Y 100
K 0

R 255
G 95
B 0

FF5F00

THE LOGO IN GREY SCALE

The grey scale version of the logo can be used for one color printing, internal forms and documentation and faxes.



THE LOGO AS AN OUTLINE

The logo can additionally be transformed into an outline form for embroidery and embossing.



THE LOGO AGAINST A BACKGROUND

When set against a non-white background color
the logo may take any of these forms.



THE LOGO IN ONE COLOR

When used in one color, the logo may take any of these shown forms.



THE LOGO FORMATS

The logo may be used in any of these three formats, no other alterations or adjustments to the proportions of the logo should be used.







THE LOGO IN SINGLE LANGUAGE

The logo should be used in bilingual format whenever possible. When the logo is needed in a single language, these versions are the only acceptable modifications to the bilingual form.



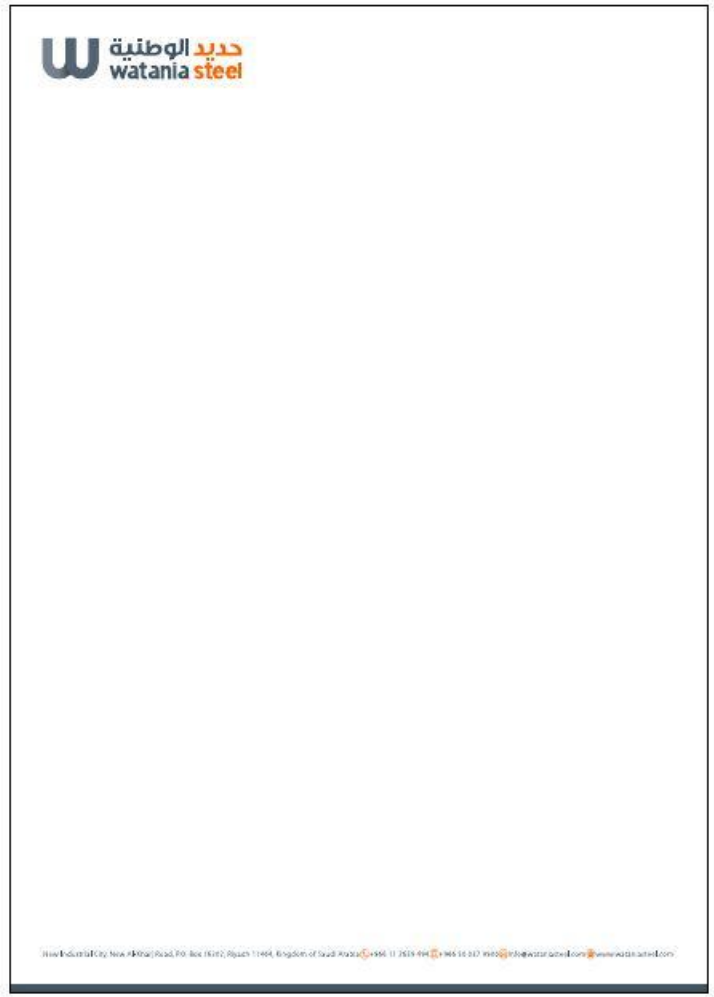
STATIONERY

Business Cards
Letterheads
Small Envelope
Large Envelope
Compliments Card
PowerPoint Slides
Folder

STATIONERY - BUSINESS CARDS



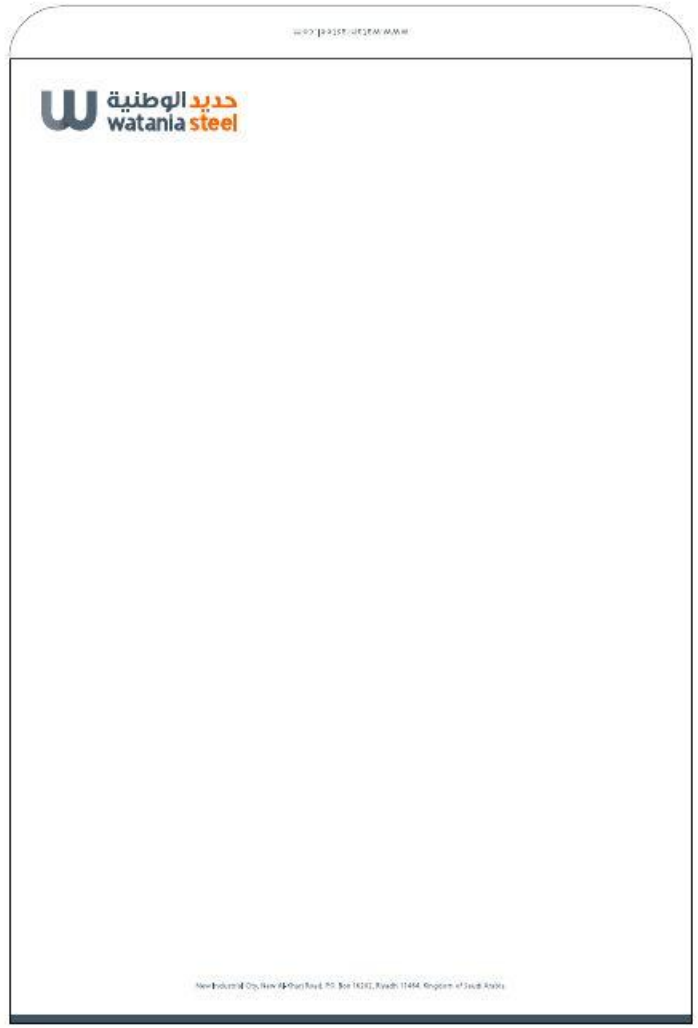
STATIONERY - LETTERHEADS



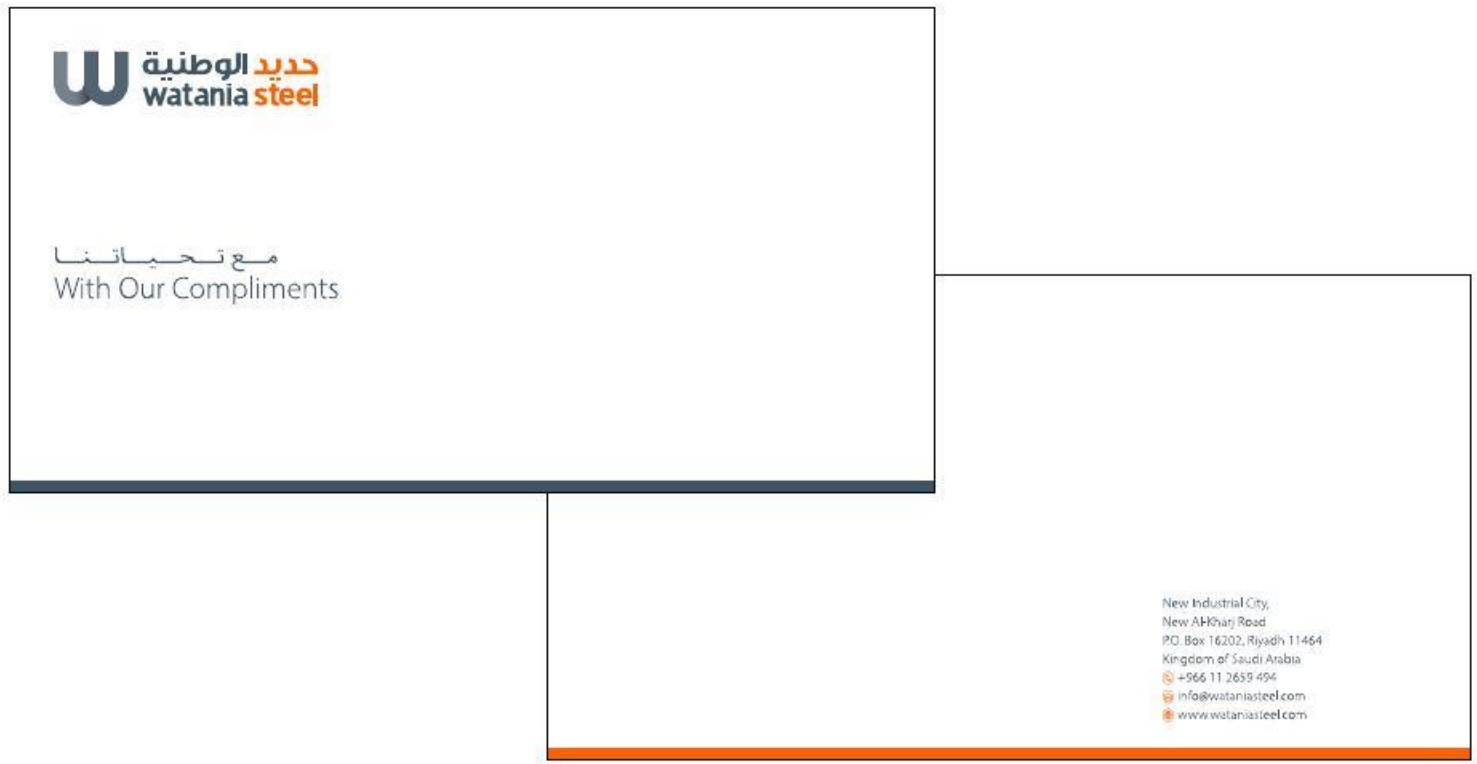
STATIONERY - SMALL ENVELOPES



STATIONERY - LARGE ENVELOPES



STATIONERY - COMPLIMENTS CARD

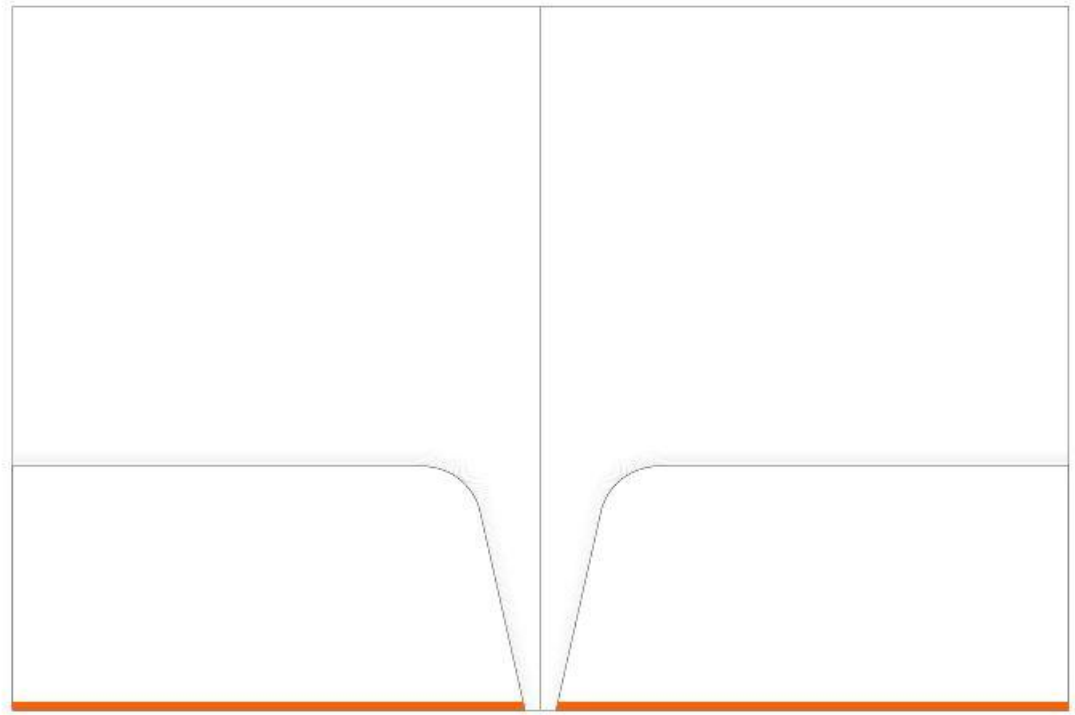


STATIONERY - POWERPOINT SLIDES



STATIONERY - FOLDER





BRANDING CONCEPTS

BRANDING CONCEPTS - SIGNAGE



BRANDING CONCEPTS - SIGNAGE



BRANDING CONCEPTS - SIGNAGE



BRANDING CONCEPTS - FLAGS



BRANDING CONCEPTS - FLAGS



BRANDING CONCEPTS - LANYARD



BRANDING CONCEPTS - MUG



BRANDING CONCEPTS - NOTEBOOK



BRANDING CONCEPTS - CAP



WATANIASTEEL

BRANDING CONCEPTS - TEE SHIRT

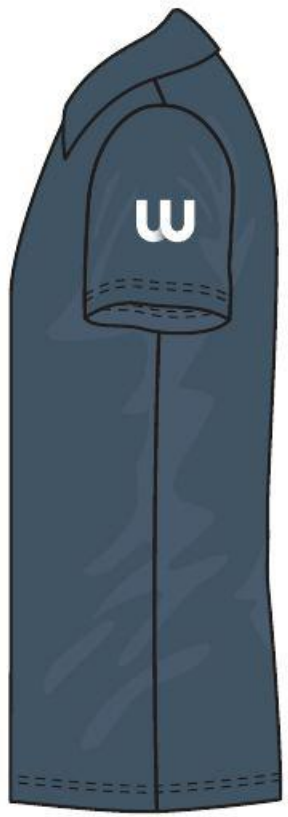


WATANIASTEEL

BRANDING CONCEPTS - POLO SHIRT







WATANIASTEEL

BRANDING CONCEPTS - OVERALLS



CREATED BY ANOTHER IN KINGDOM

These guidelines have been created by Another In Kingdom and are the exclusive property of WataniaSteel.

If you would like any additional clarifications on usage of the WataniaSteel logo, please do not hestiate to contact Another In Jeddah on:

info@anotherintl.com