



FADII NASR
LUXURY ♦ STYLE

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01

BRAND ELEMENTS

01.1 BRANDMARK

FADII NASR

L U X U R Y ♦ S T Y L E

Brand Elements / Brandmark / Primary

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. It has survived not only five centuries, but also the leap containing Lorem Ipsum passages, and more recently with desktop publishing software like

PANTONE / FULL COLOUR

FADII NASR
LUXURY ♦ STYLE

MONO COLOUR / BLACK

FADII NASR
LUXURY ♦ STYLE

MONO COLOUR / BLACK

FADII NASR
LUXURY ♦ STYLE

PANTONE / FULL COLOUR

FADII NASR
LUXURY ♦ STYLE

MONO COLOUR / BLACK

FADII NASR
LUXURY ♦ STYLE

MONO COLOUR / BLACK

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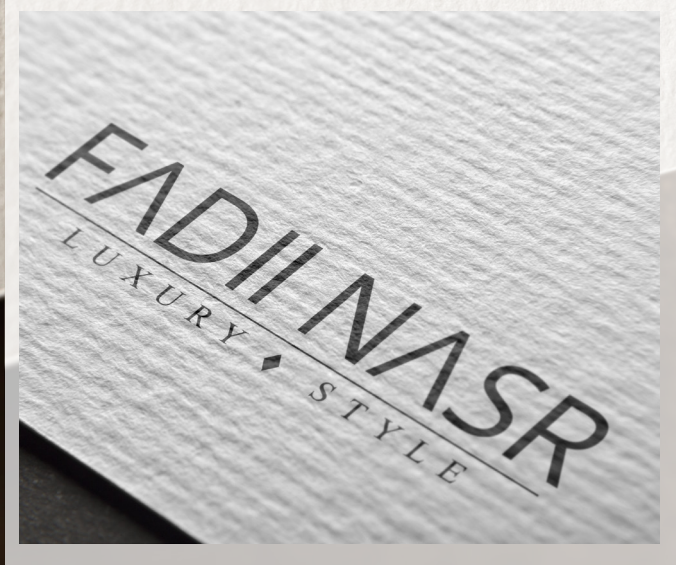
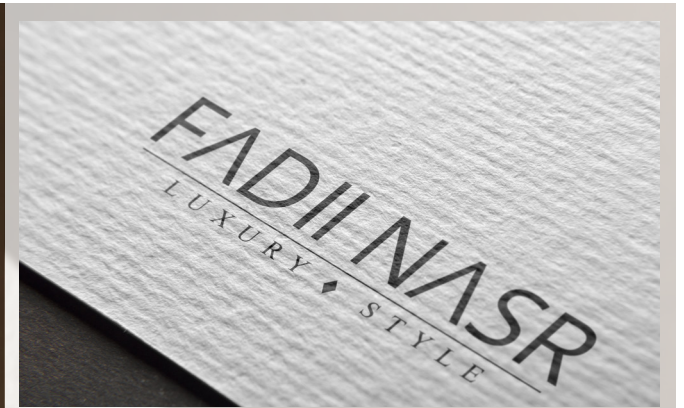
Brand Elements / Brandmark / Colourways

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Brand Elements / Brandmark / Clearspace

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01.1.3

PRINTED

FADII NASR
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26 mm

DIGITAL

FADII NASR
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100 pixels

Brand Elements / Brandmark / Minimum Size

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1. ✘



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2. ✘



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3. ✘



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4. ✘



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Brand Elements / Brandmark / Incorrect Use

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01.2 COLOUR



Brand elements / COLOUR / Palette

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01.3 TYPOGRAPHY

01.3.1

E

English Font

Univers 57 Condensed

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

A

Arabic Font

Droid Sans Arabic

أ ب ت ث ج ح خ د ر ز س ش ص
ض ط ظ ع غ ف ق ك ل م ن ه و ي
. ١٢٣٤٥٦٧٨٩

Brand Elements / Typography / Latin And Arabic

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. It has survived not only five centuries, but also the leap into electronic typesetting, remaining largely unchanged. It was popularised in the early 1960s with the release of Letraset typefaces. More recently with desktop publishing software like

01.3.2

HEAD LINE

HEADLINE

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 containing Lorem Ipsum passages, and more recently with desktop publishing software like

BODY COPY

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem

HIGHLIGHT

Brand Elements / Typography / Usage - English

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 e

01.3.2

HEAD LINE

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BODY COPY

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HIGHLIGHT

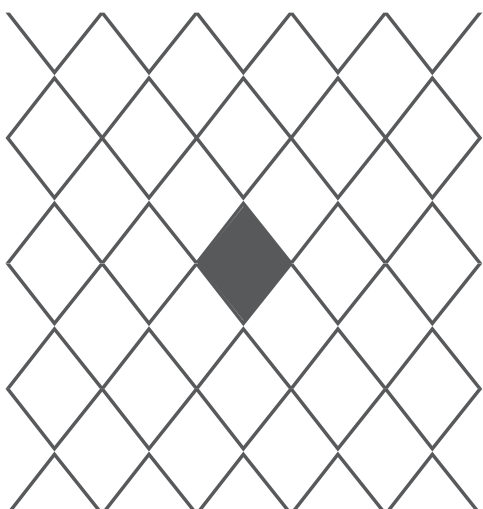
Brand Elements / Typography / Usage - English

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 e

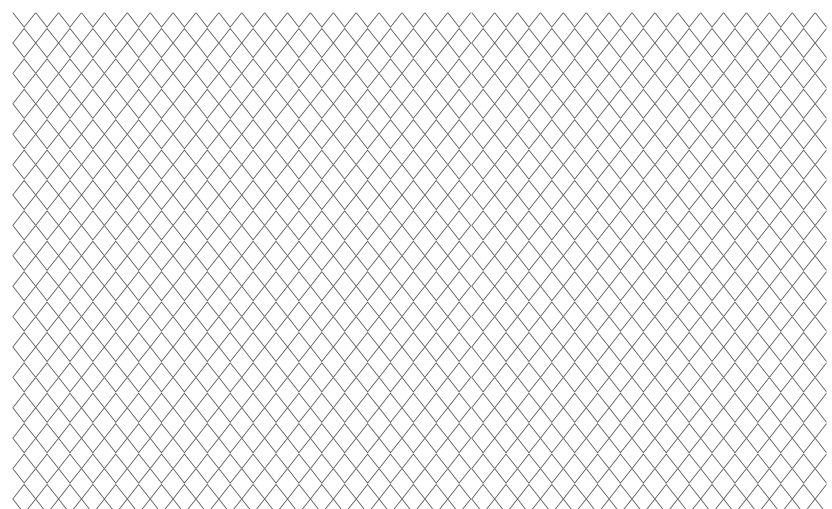
01.4 PATTERN

01.4.1

1



2



3



Brand Elements / Pattern

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02

APPLICATIONS

02.1 STATIONERY

1



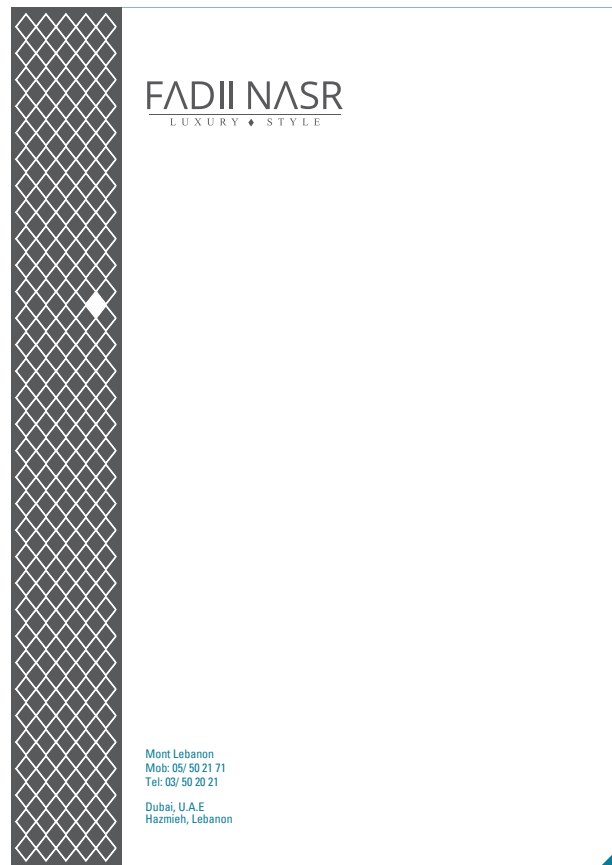
2



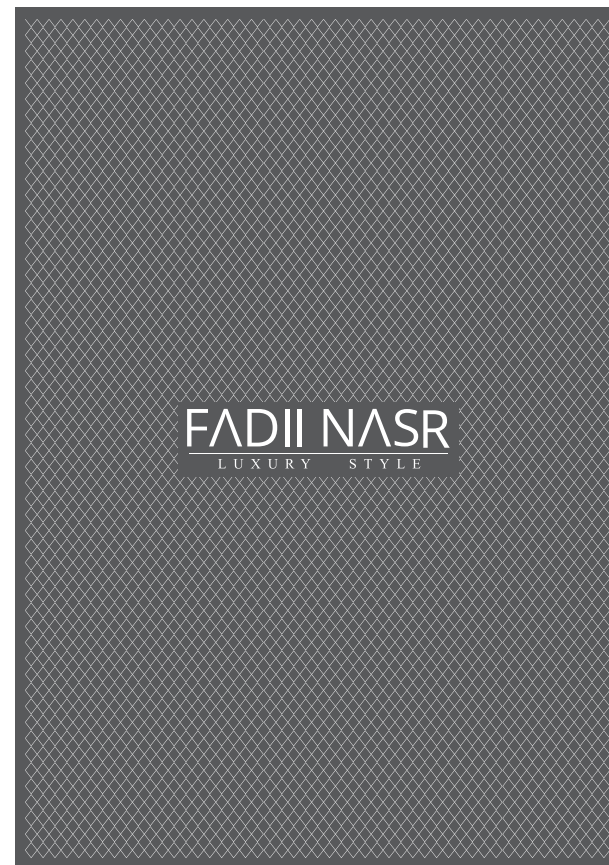
Applications / Stationery / Business Card

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1

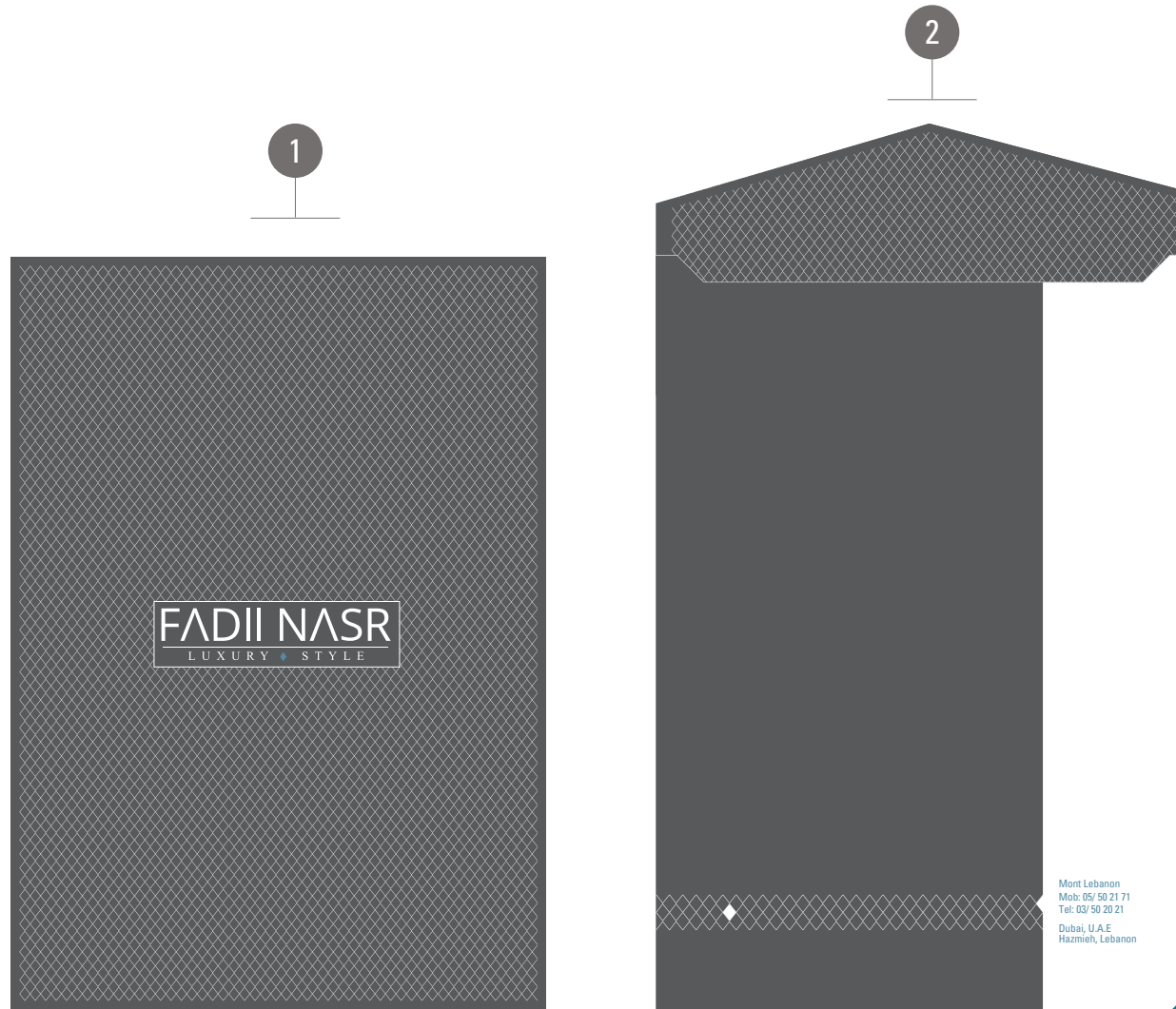


2



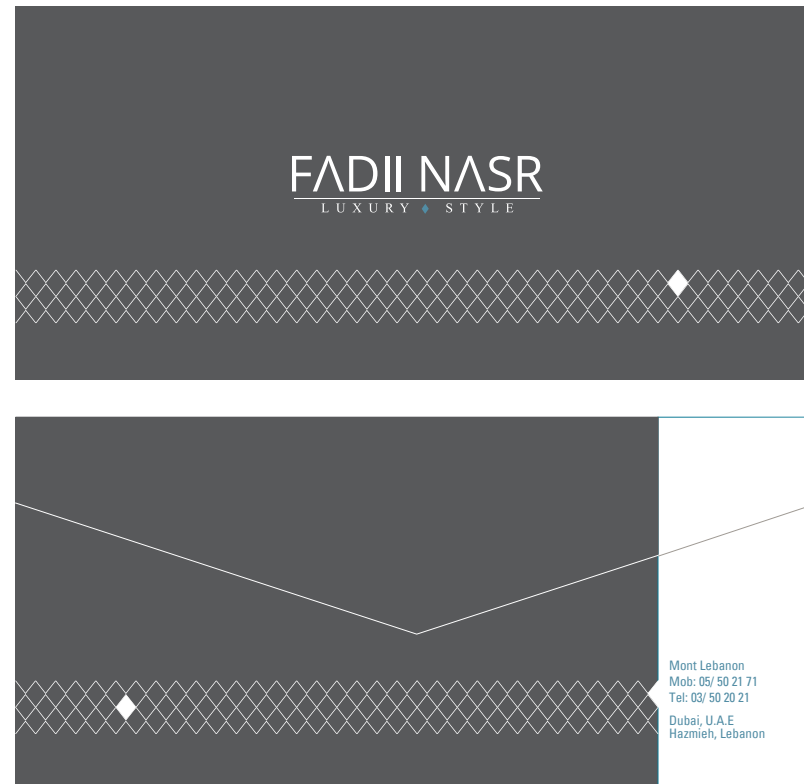
Applications / Stationery / Business Card

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Applications / Stationery / Business Card

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02.1.6

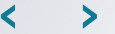


Applications / Stationery /Car

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 1500

02.1.5

HOME



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02.1.2

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02.1.4



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02.1.4

HOME



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THANK YOU