

# Easa Saleh Al Gurg Group

BRAND GUIDELINES



EASA SALEH AL GURG GROUP

# The ESAG Logo

Primary



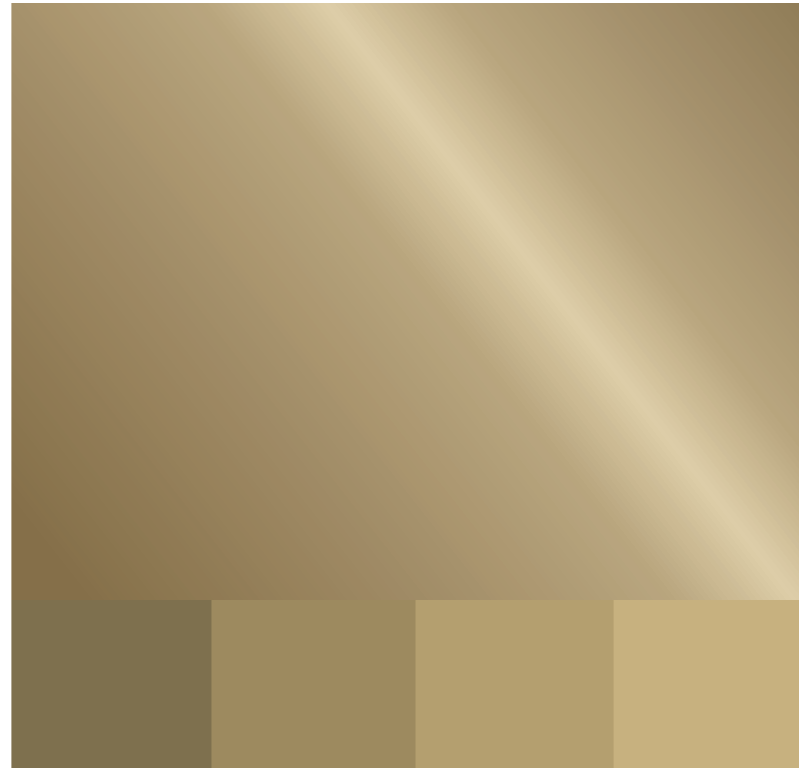
Horizontal



Bilingual



# Colour Palette



## **Pantone 871 C (Metallic)**

CMYK: 0-17-55-50

Hex: 84754E

RGB: 132-117-78



## **Pantone Black 6**

CMYK: 0-0-0-95

Hex: 000000

RGB: 0-0-0

# Standard Logo Colours



# Logo Usage

Clear space



Minimum size

Print (non-foil): 25 mm width



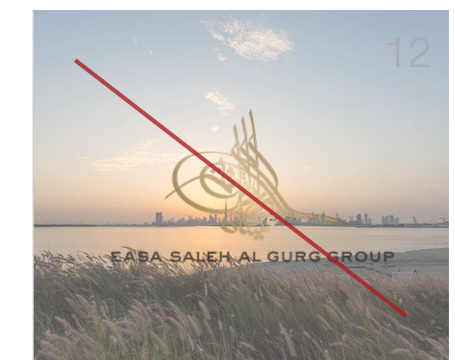
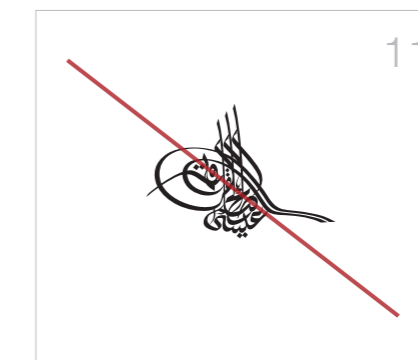
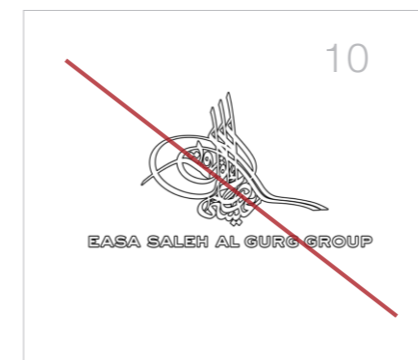
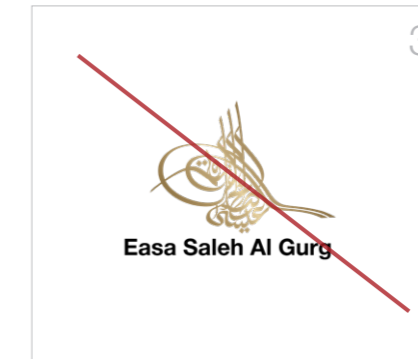
Digital: 100 px width



# Improper Logo Use

The logo should not be altered in any way. This includes spacing and icon arrangement.

1. Do not crop the logo
2. Do not violate the required clear space
3. Do not change the typeface
4. Do not use colours or gradients other than specified
5. Do not alter the position of elements
6. Do not alter the size relationship of the elements
7. Do not stretch or compress
8. Do not use on an angle
9. Do not use heavy drop shadows
10. Do not outline or apply other effects
11. Do not use the elements separately
12. Do not use over a background that renders it unreadable
13. Do not add 'LLC'



# Headline Typeface

ENGLISH FORMAL - HELVETICA NEUE

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz**

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ENGLISH INFORMAL - ESONNES HEADLINE REGULAR / ITALIC

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz*

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz*

---

ARABIC - GE SS

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

# Paragraph Typeface

ENGLISH - HELVETICA NEUE FAMILY

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoP  
pQqRrSsTtUuVvWwXxYyZz

---

ARABIC - GE SS LIGHT / MEDIUM

أ ب ج د ه و ز ح ط ي ك ل م ن س ع ف ص ق ر ش ت ث خ ذ  
ض ظ غ ، ٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

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