

ESAG Internal Co branding

GUIDELINES FOR USING
THE ESAG MEMBER LOGO



EASA SALEH AL GURG GROUP

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Establishing the ESAG connection

Including the ESAG internal cobranding logo on all entity-level marketing and communication templates is highly recommended.

This document aims to guide entities in using and placing the logo properly.



Variations

V1



Primary co-branding logo

This is the preferred and most recommended form.

V2



For entities with the same logo calligraphy

Use this variation **only** if your entity logo has the same calligraphy as the Group logo. Example: ESAG Tyres Batteries & Accessories and ESAG Real Estate to name a few.

V3



Co-branding logo with trade name

Use this variation **only** if there is a requirement to display the entity's registered trade name and the Group association altogether. Example: email signature.

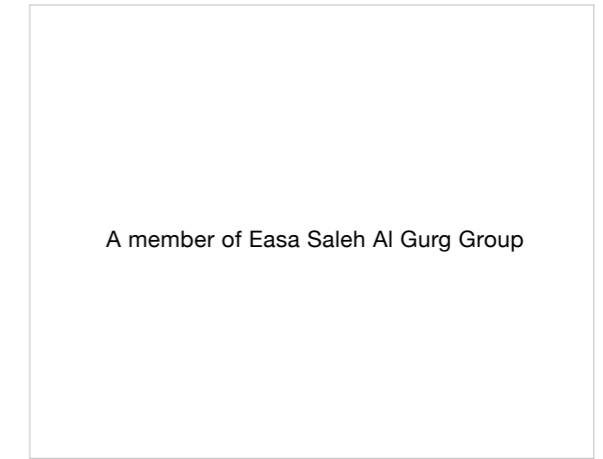
V4



Arabic version

Use this version **only** if there is strict requirement to communicate in Arabic language.

V5



Sentence form

Use this form **only** if space is limited; the layout is crowded with icons, design elements and other logos; and if there are technical restraints in production (corporate gifts, etc.) Font: Helvetica family.

Usage

Clear space



Minimum size

Print (non-foil): 25 mm width



Digital: 100 px width



Colour on light background

Neutral

Neutral colours like grey or black are preferred as these won't infiltrate too much on the artwork's colour theme or brand palette.



Original

The use of the logo in its original colours is recommended **only if** the artwork has a lot of white space or if black and gold is part of the brand palette.



Gold Pantone colour:
871C for non-foil; Dull gold matte if using foil

Brand

The use of your brand's primary colour is accepted **only if** there's a restriction to use one colour due to technical or budget limitations. Ex: printing a corporate gift, screen printing.



Colour on dark or graphic background

Neutral

Neutral colours like white or light grey are preferred as these won't infiltrate too much on the artwork's colour theme or brand palette.



Original

The use of the pure gold version is accepted **only if** proper visibility and contrast are established.



Brand

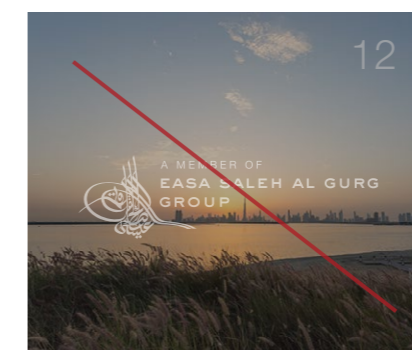
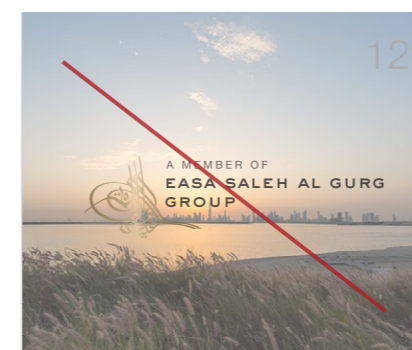
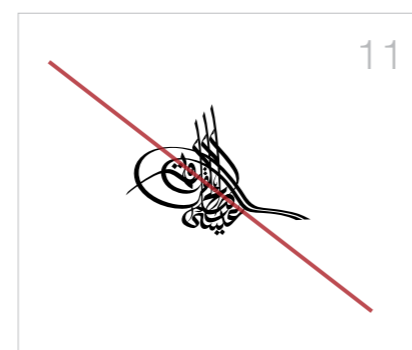
The use the brand's primary colour is accepted **only if** proper visibility and contrast are established and is totally required by the artwork theme.



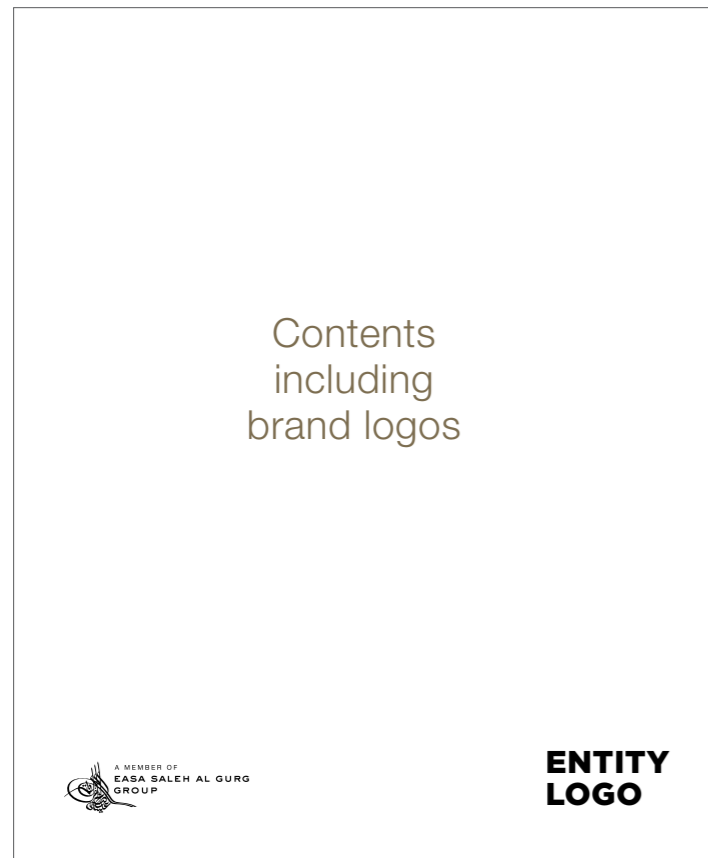
Improper use

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 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 put 'L.L.C.'
14. Do not use the official form of the ESAG logo on entity communications and branding

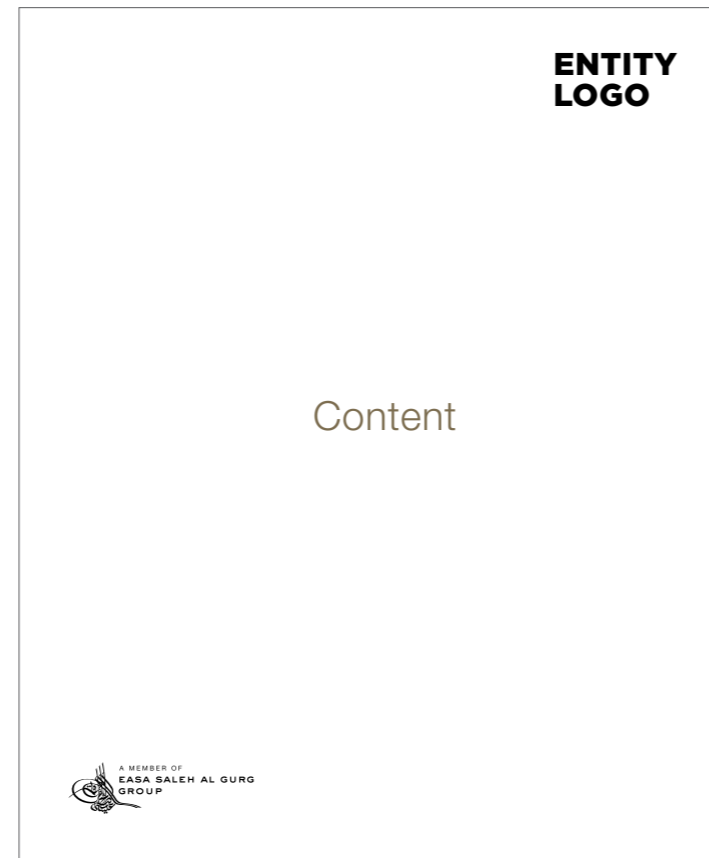


General placement guideline



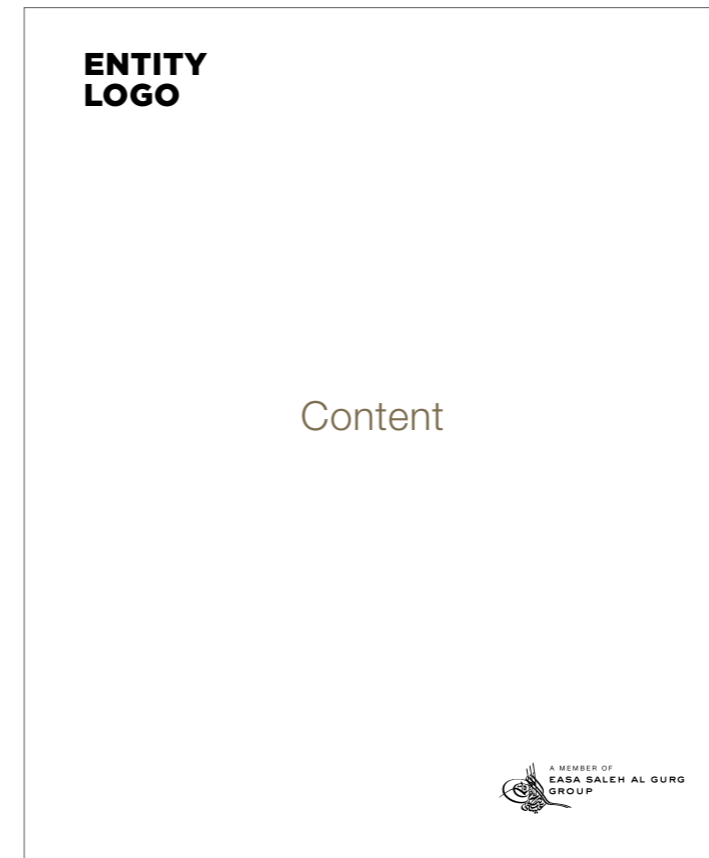
Layout 1:

Ideal for campaign artworks and general branding projects. The Group logo is placed slightly smaller on the lower left corner.



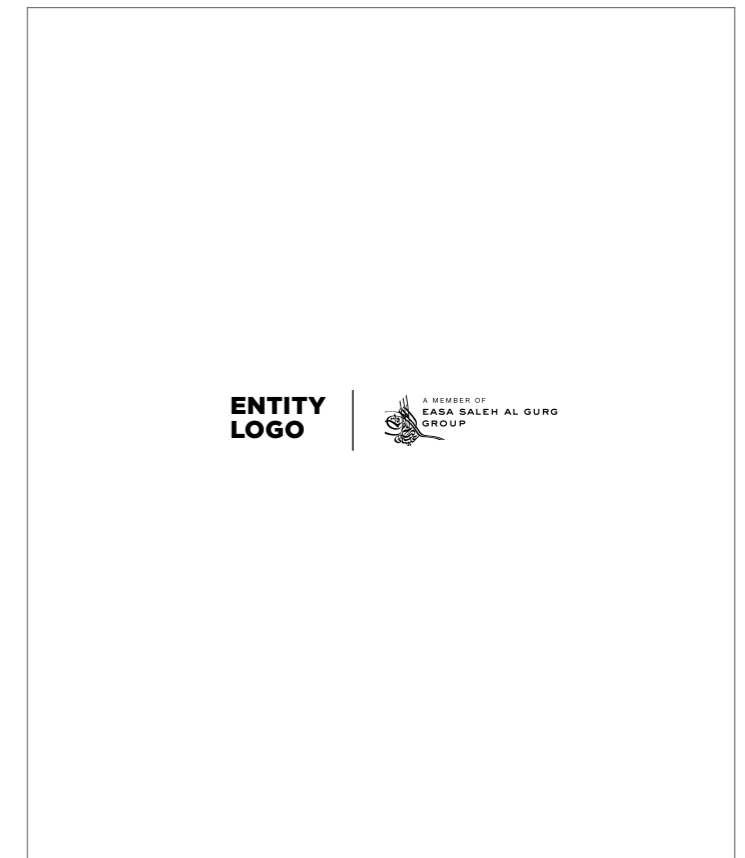
Layout 2:

Ideal for artworks and document templates. Entity details can be placed opposite the Group logo.



Layout 3:

Reversed version of Layout 2.

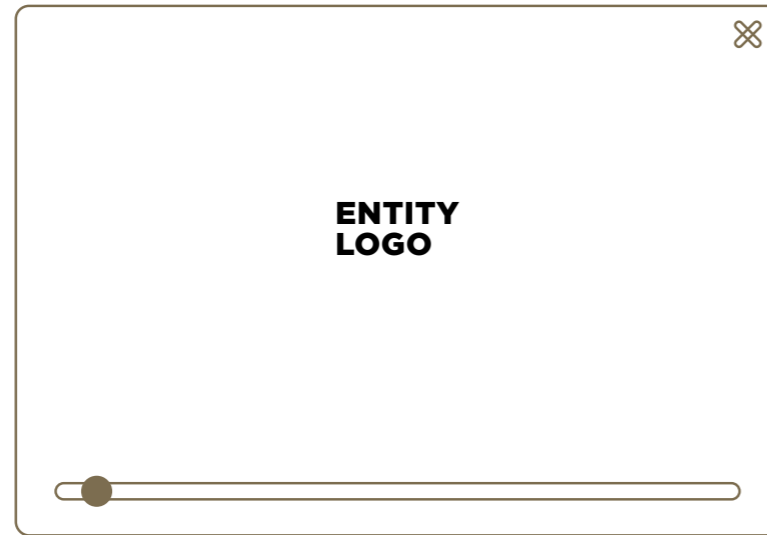


Layout 4:

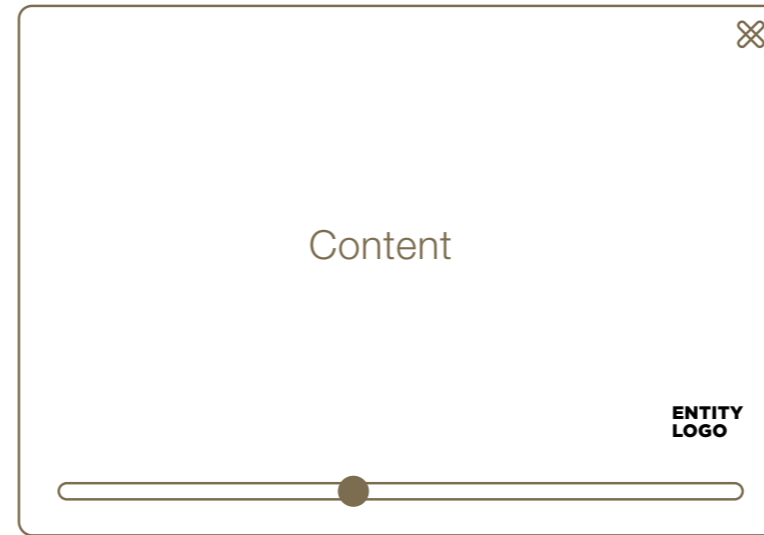
Ideal for end pages and video outros. The Group logo will be on the right if it's placed next to the entity logo.

Applications: Video content

Placement 1:



Intro:
Entity logo



Watermark:
Entity logo; or brand and entity logo side by side on any of the corners (as required).

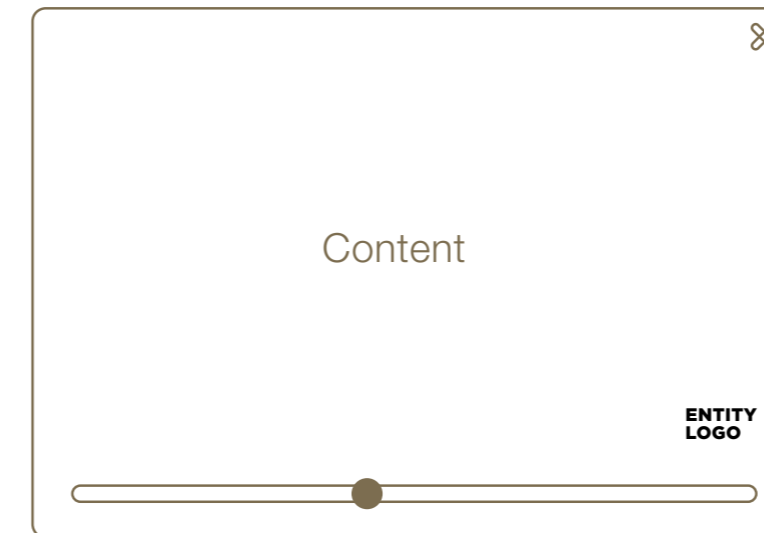


Outro:
Group logo is **required**

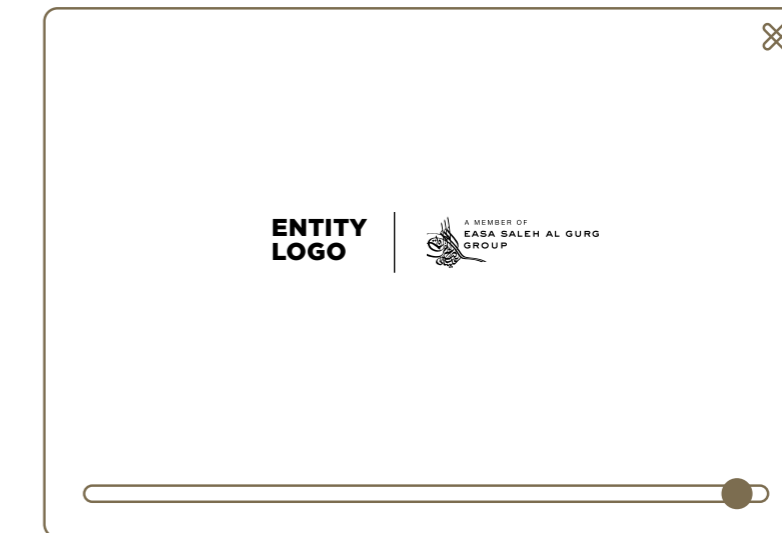
Placement 2:



Intro:
Campaign title

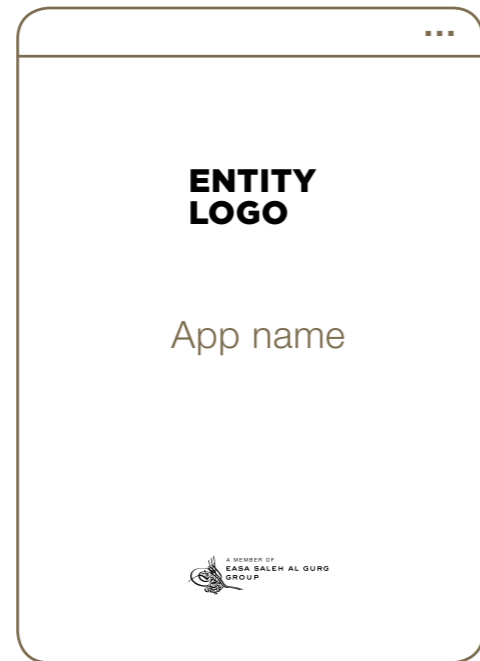


Watermark:
Entity logo; or brand and entity logo side by side on any of the corners (as required).



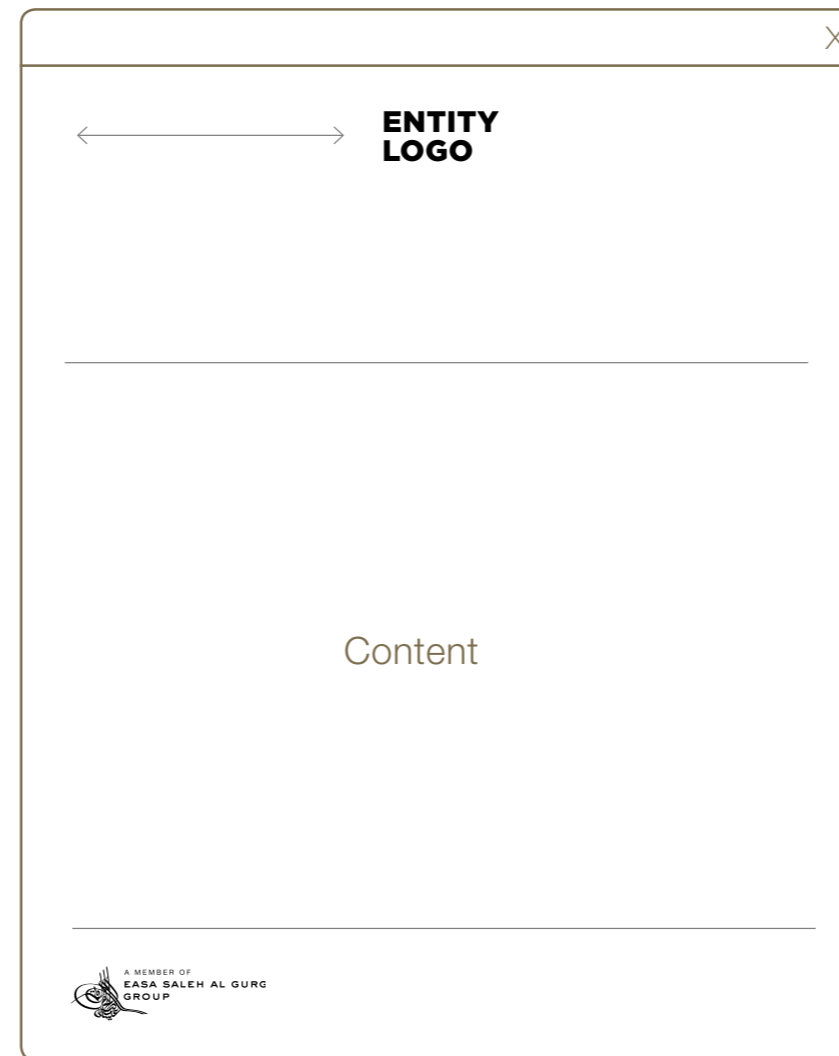
Outro:
Entity + Group logo (**required**)

Websites, mobile apps and display ads



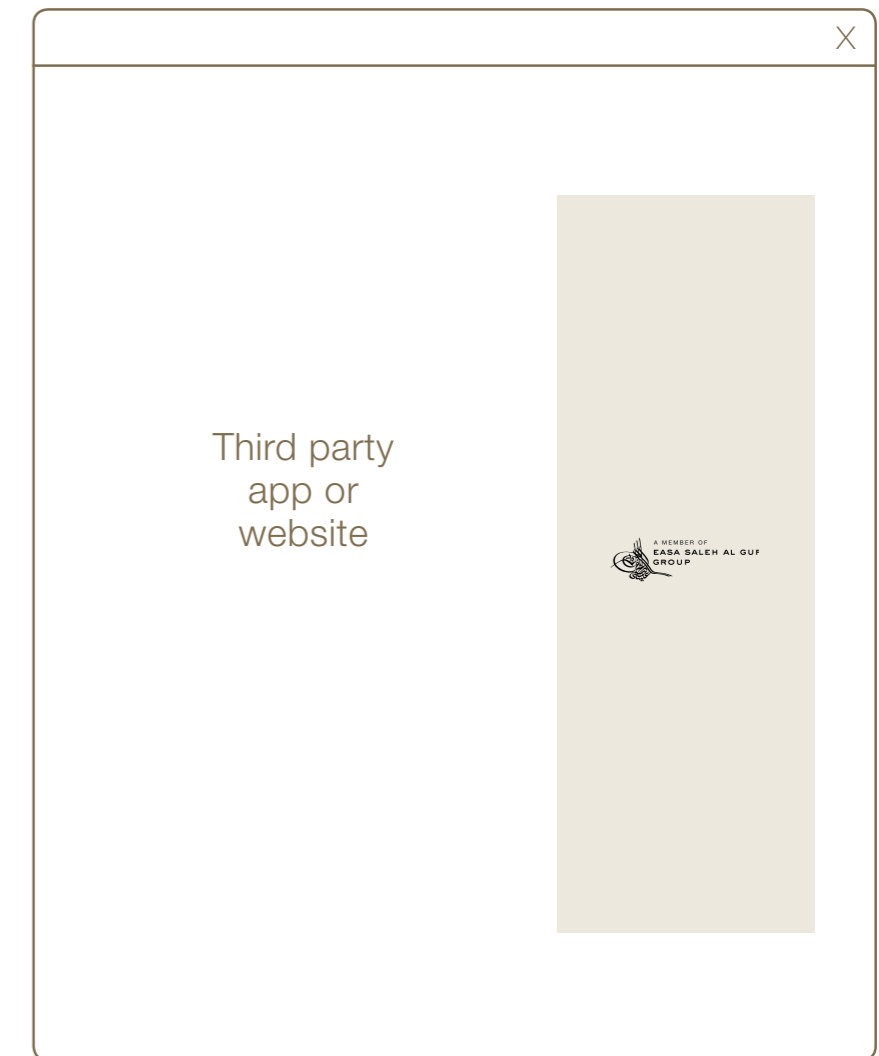
Apps:

Group logo is **required**. It can be positioned as per design concept but the preference is anywhere in the lower segment of the launch/splash screen.



Websites:

The Group logo is **required** at the left hand side of the footer and should be linked to the Group website.



Display ads:

- Image format: Group logo **not required**
- Video or gifs: As outro or end screen preferred

Social Media



A. Cover

1. Image formats: no logos
2. Video format: **required** as outro

B. Post - Image format

1. Regular post
 - Entity logo: as required
 - Brand logo: as required
2. Sponsored:
 - Entity logo: mandatory; positioned as per brand guidelines.

C. Post - Video format

- Entity logo: placement is either at intro or as watermark; positioned as per brand guidelines.
- Brand logos: as required
- Group logo: as outro (**recommended**)





A. Post - Image format

1. Regular post

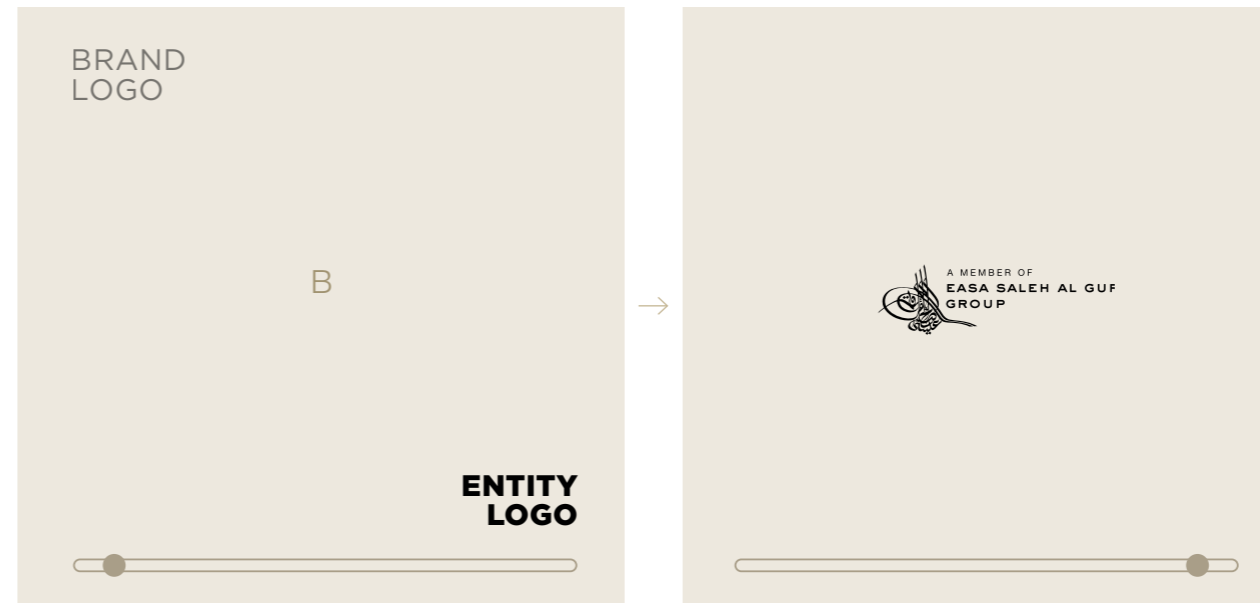
- Entity logo is preferred because of IG's Search and Suggested Content features
- Brand logos: as required

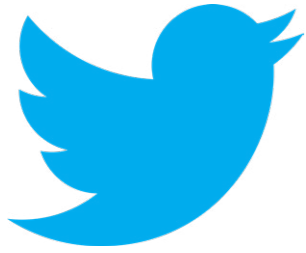
2. Sponsored

- Entity logo: mandatory
- Brand logos: as required

B. Post - Video format

- Entity logo: placement is either at intro or as watermark; positioned as per brand guidelines.
- Brand logos: as required
- Group logo: as outro (**recommended**)





A. Cover and banner images

1. Image formats: no logos

B. Post - Image format

1. Regular post

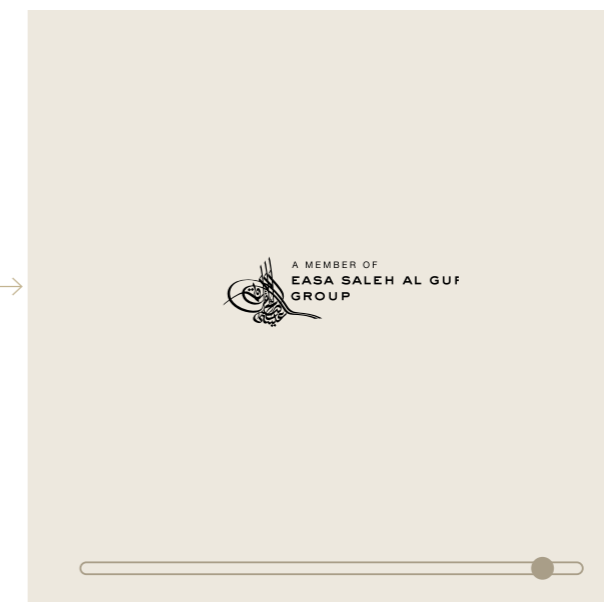
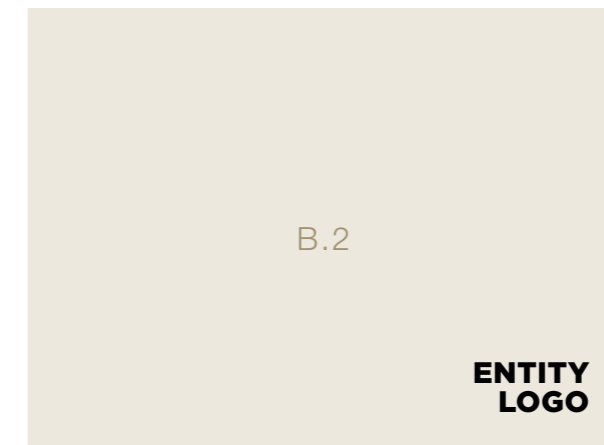
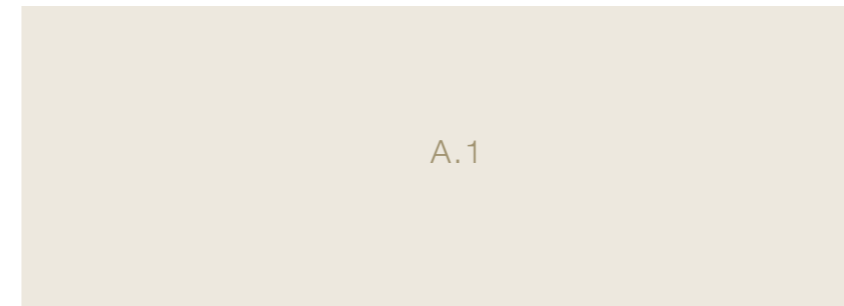
- Entity logo: as required
- Brand logo: as required

2. Sponsored:

- Entity logo: mandatory; positioned as per brand guidelines.

C. Post - Video format

- Entity logo: placement is either at intro or as watermark; positioned as per brand guidelines.
- Brand logos: as required
- Group logo: as outro (**recommended**)



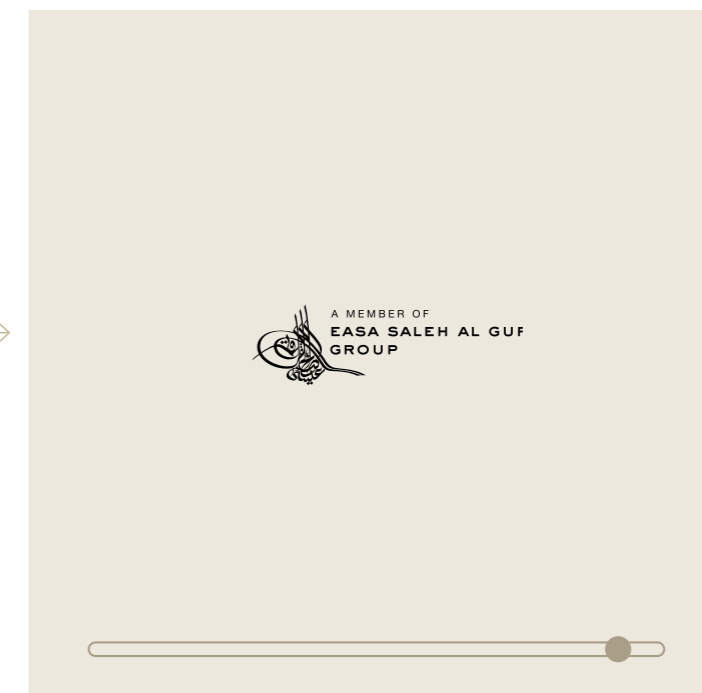
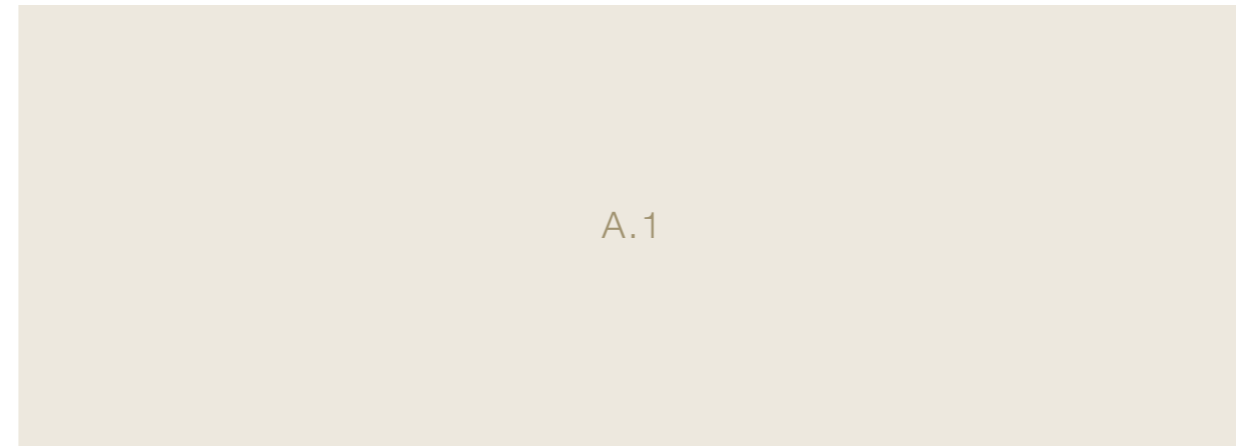


A. Cover and banner images

1. Image formats: no logos

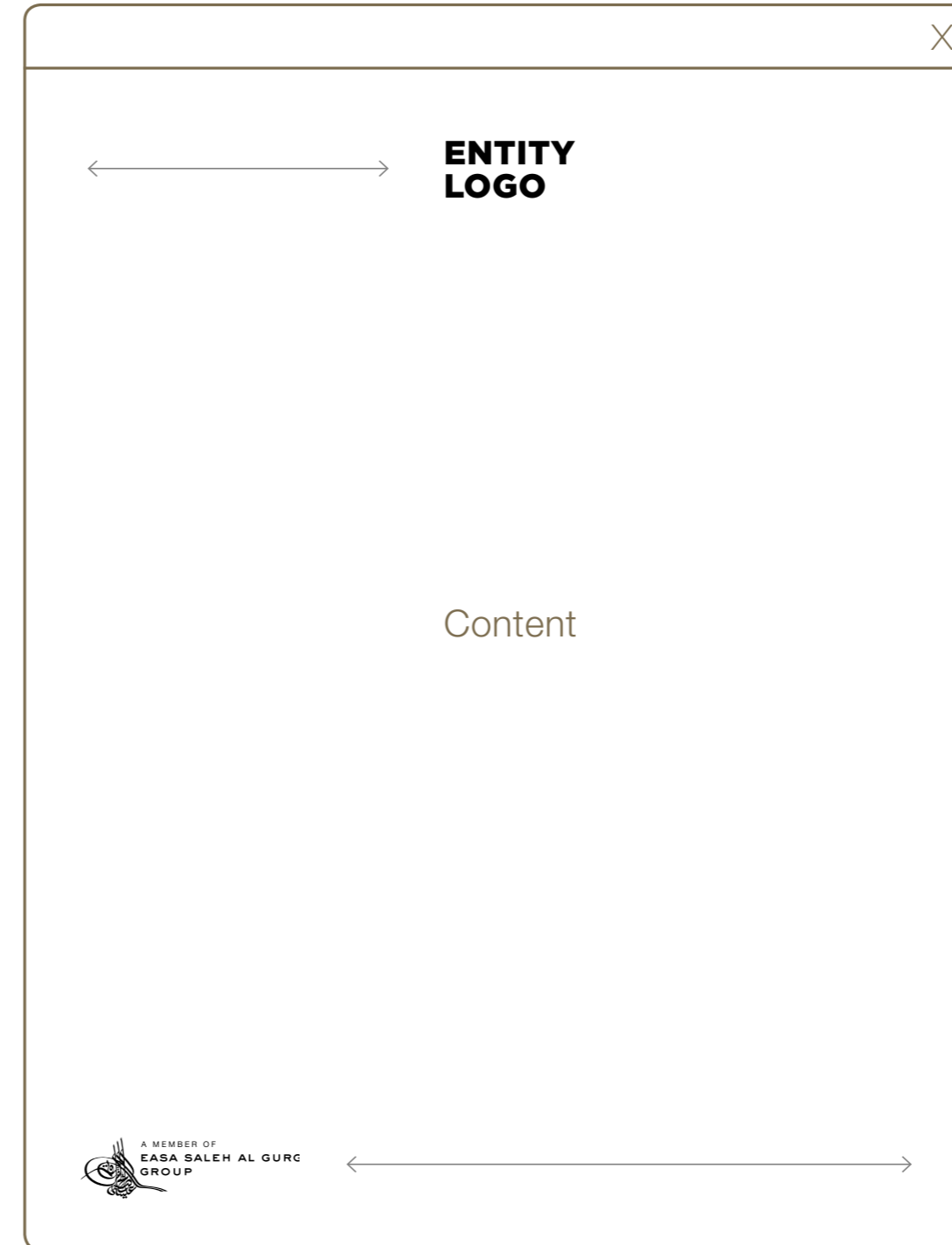
B. Videos

- Entity logo: placement is either at intro or as watermark; positioned as per brand guidelines.
- Brand logos: as required
- Group logo: as outro (**preferred**)



External email campaigns and e-invites

Group logo is **required**; The preferred placement is in the lower segment. Anywhere in the area with arrows is acceptable, although corners are recommended.



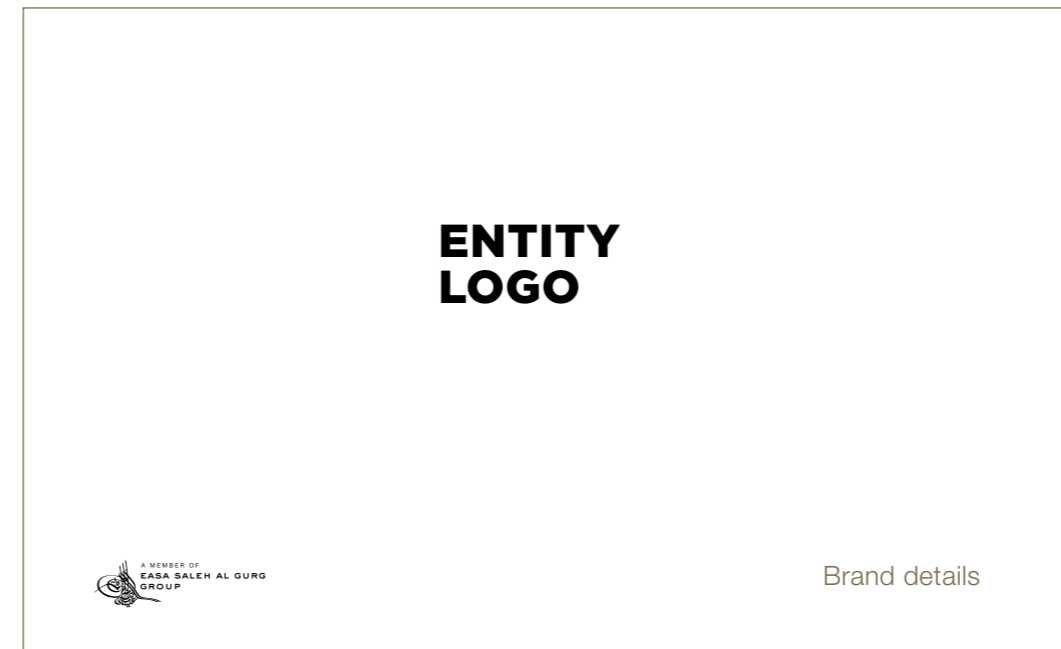
Company profile or credentials presentation (Digital)

Cover page

Placing the Group logo is **recommended**; It can be positioned as per design concept but the preference is anywhere in the corners.



Layout 1



Layout 2

Company profile or credentials presentation (Digital) continued

End page

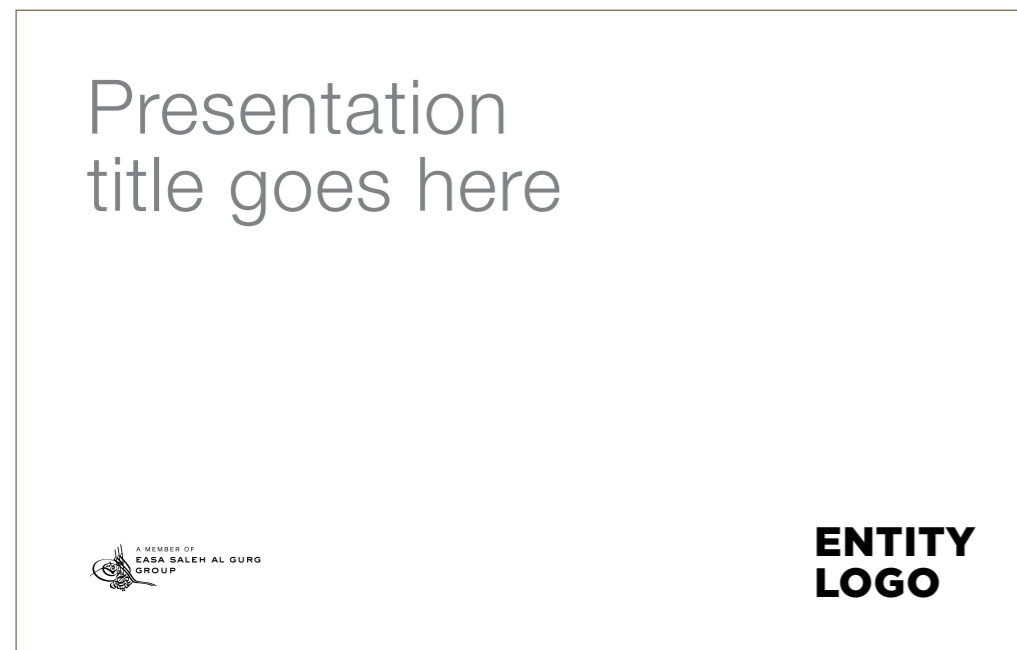
Group logo is **required**; placed next to the entity logo.



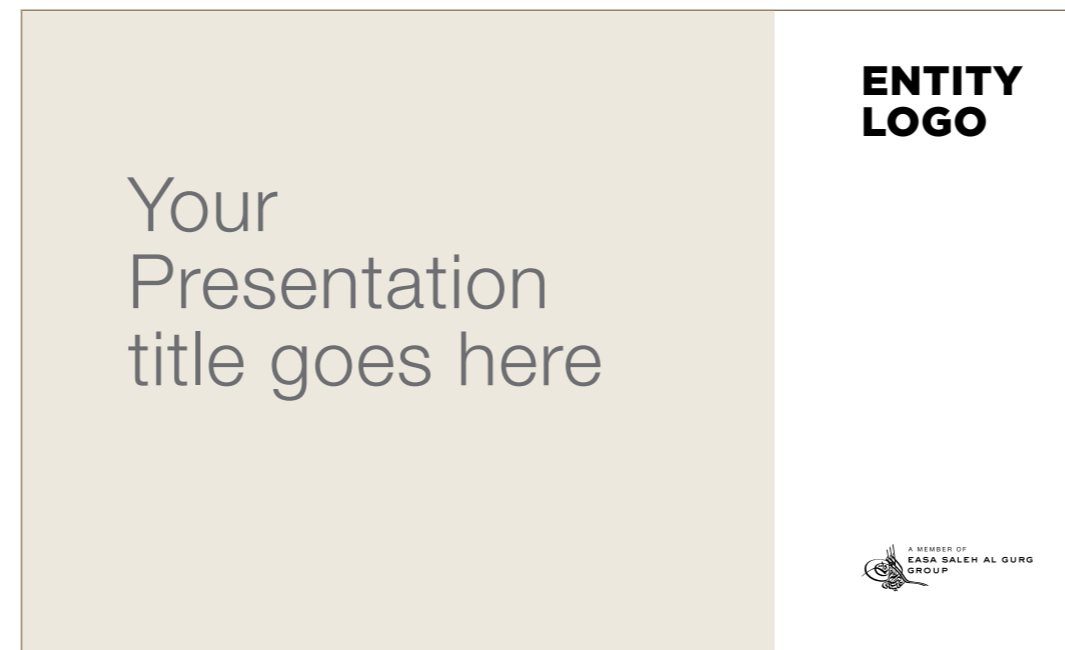
Presentation template

Title page

Group logo is **required**; it can be positioned as per design concept but the preference is anywhere in the lower segment.



Layout 1



Layout 2



Layout 3

Presentation template continued

End page

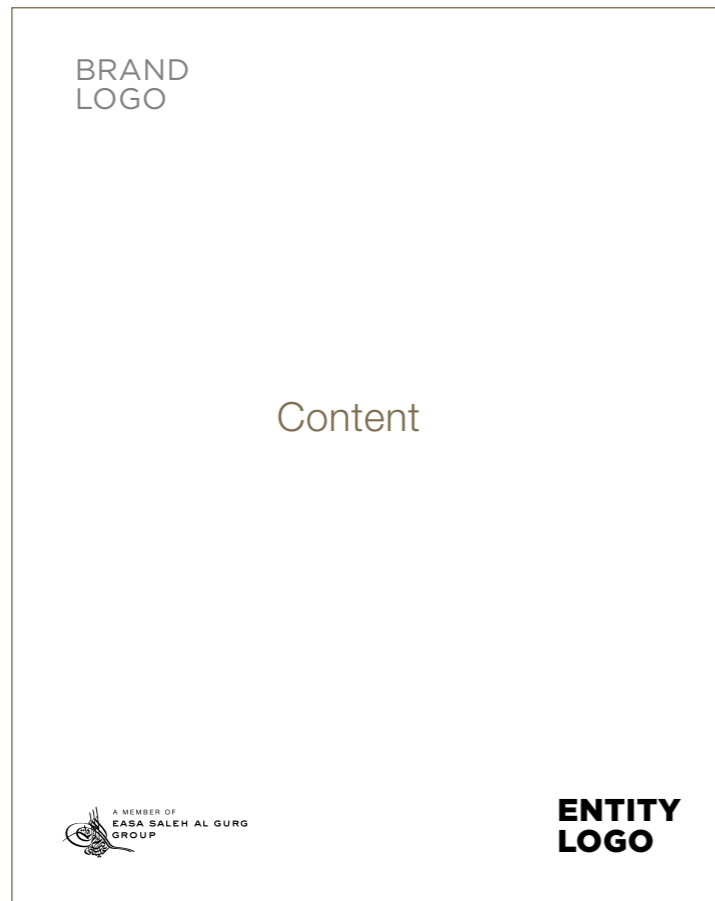
Entity logo and disclaimer. Group logo is **not required**.

**ENTITY
LOGO**

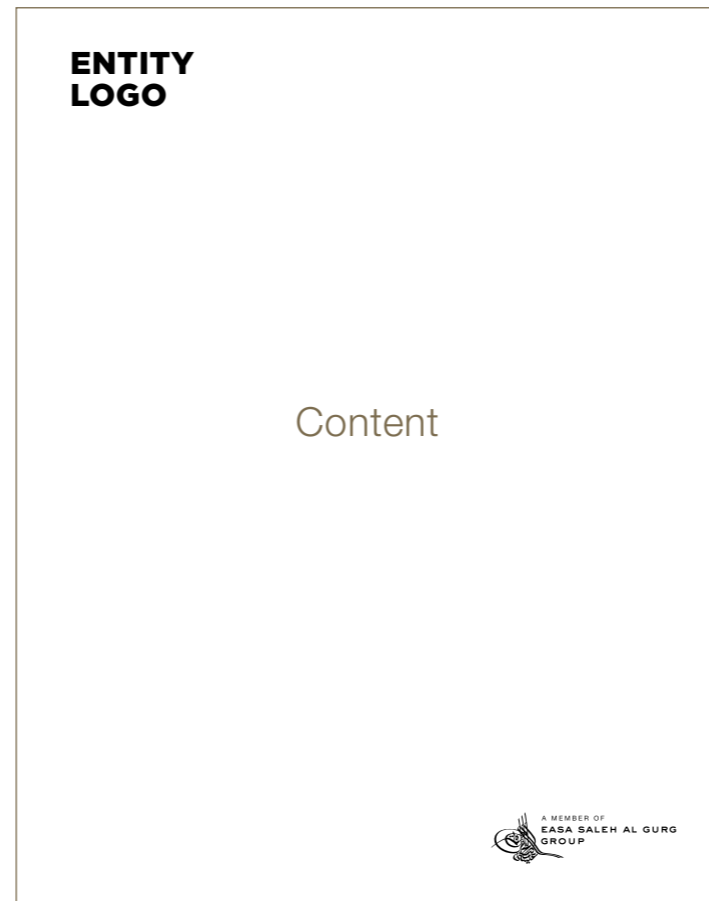
Lorem ipsum dolor sit amet, ut iusto suavitate percipitur cum, eu clita placerat reprehendunt his, in mel lorem augue. Recteque patrioque an sed. Id sumo occurreret consequat usu. An esse aperiri cum, temporibus persequeris reprehendunt eu cum. Vim suas principes ullamcorper no, sea at oratio mucius. Atqui iudico philosophia sit ea. Cu idque sensibus nam.

Print ads, posters & roll up banners

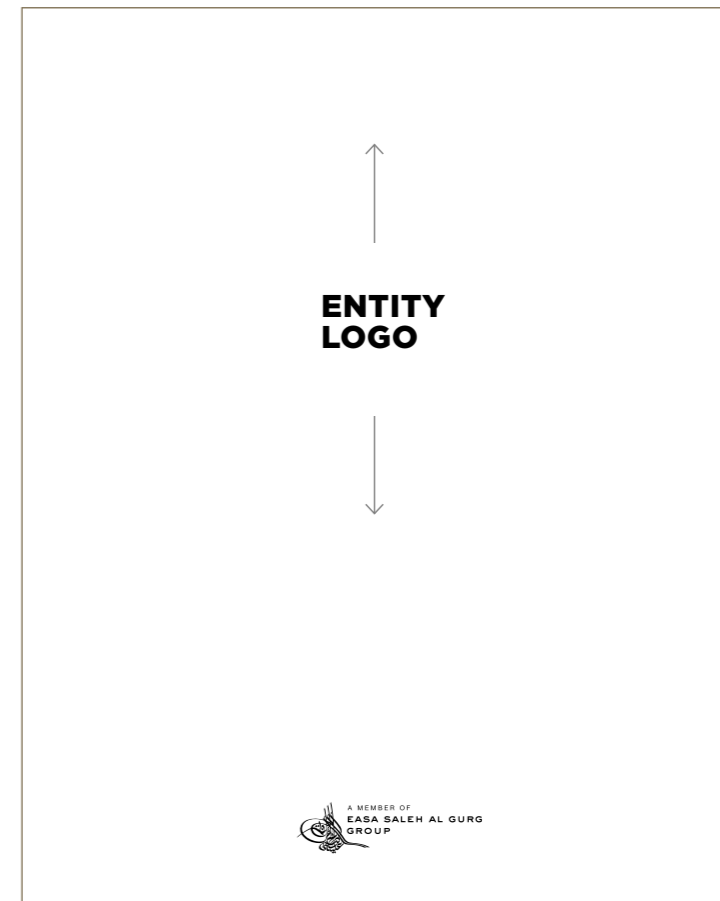
Group logo is **required** for print ads and posters; it can be positioned as per design concept but the preference is anywhere in the corners of the lower segment.



Layout 1

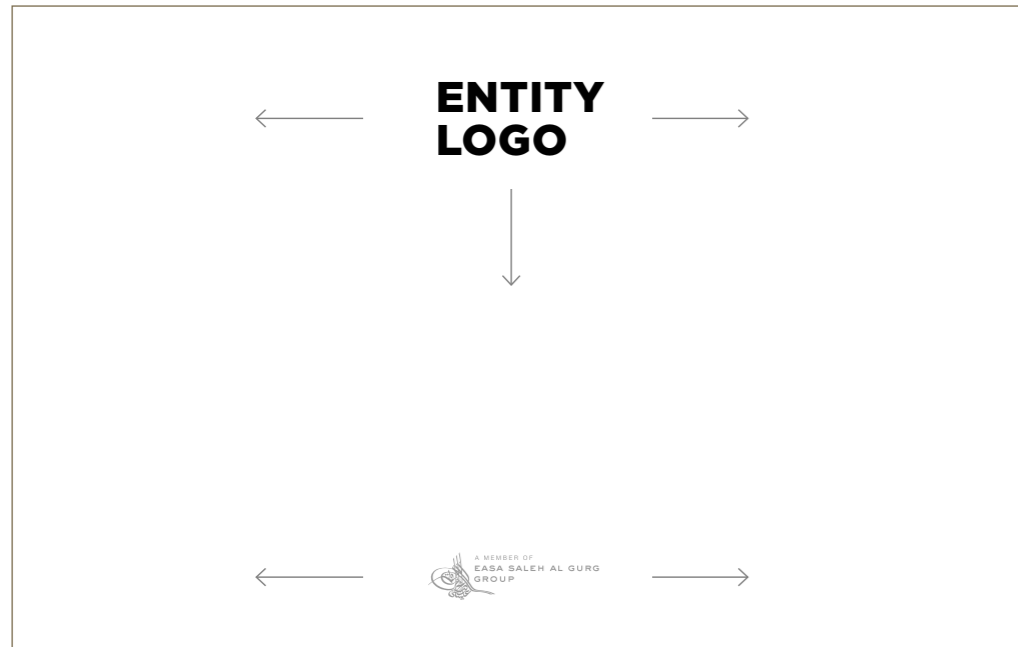


Layout 2



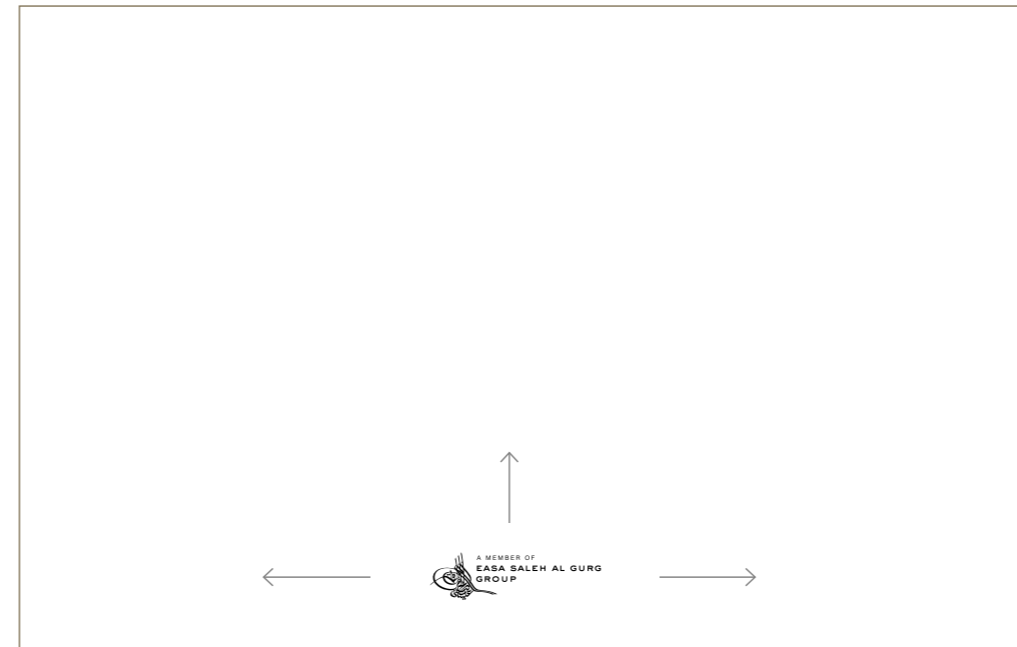
Layout 3

Brochures & catalogues



Front cover

Group logo is *optional*; it can be positioned as per design concept but the preference is anywhere in the lower segment.



Back cover

Example back cover 1: Group logo is **required**; it can be positioned as per design concept.



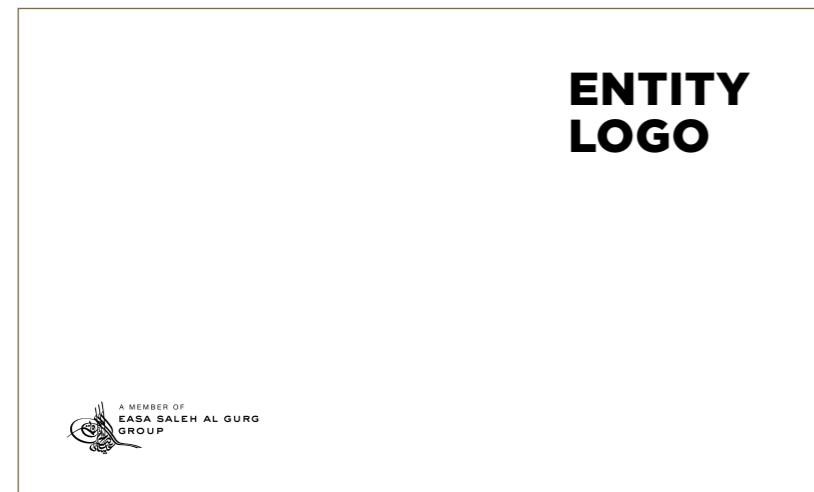
Back cover layout - example 2

Business cards & letterheads

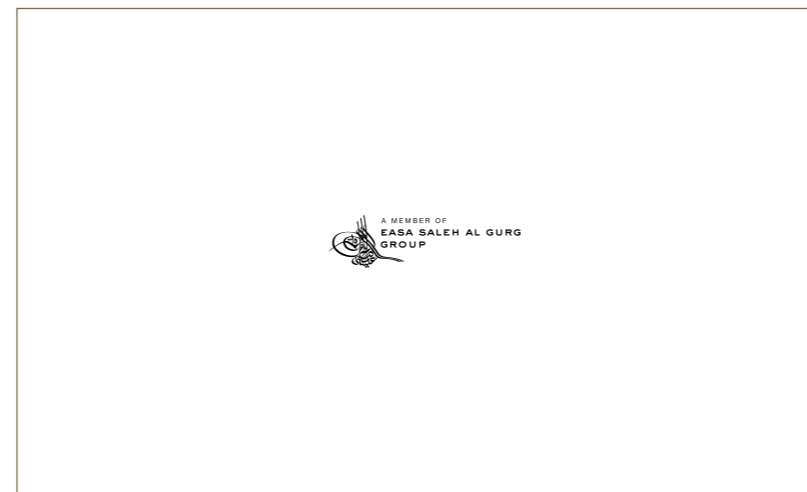
Business card

Placement of Group logo is **required** on either sides. It can be positioned as per design concept but the preference is anywhere in the corners of the lower segment.

Example layout if placed on the front



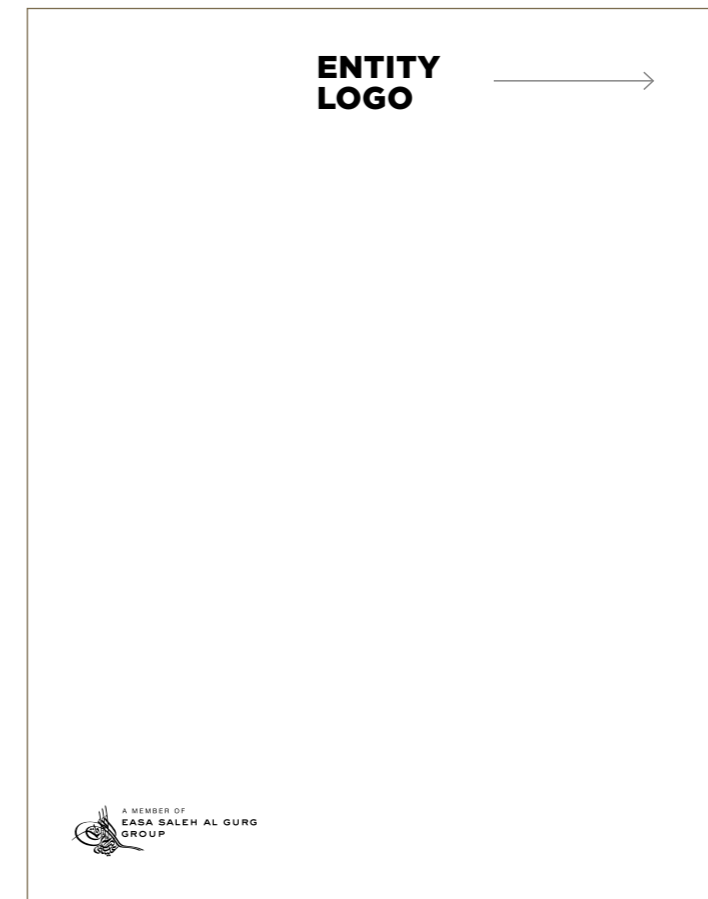
Example layout if placed at the back



Letterhead

Placement of Group logo is **required**; It can be positioned as per design concept but the preference is lower left corner.

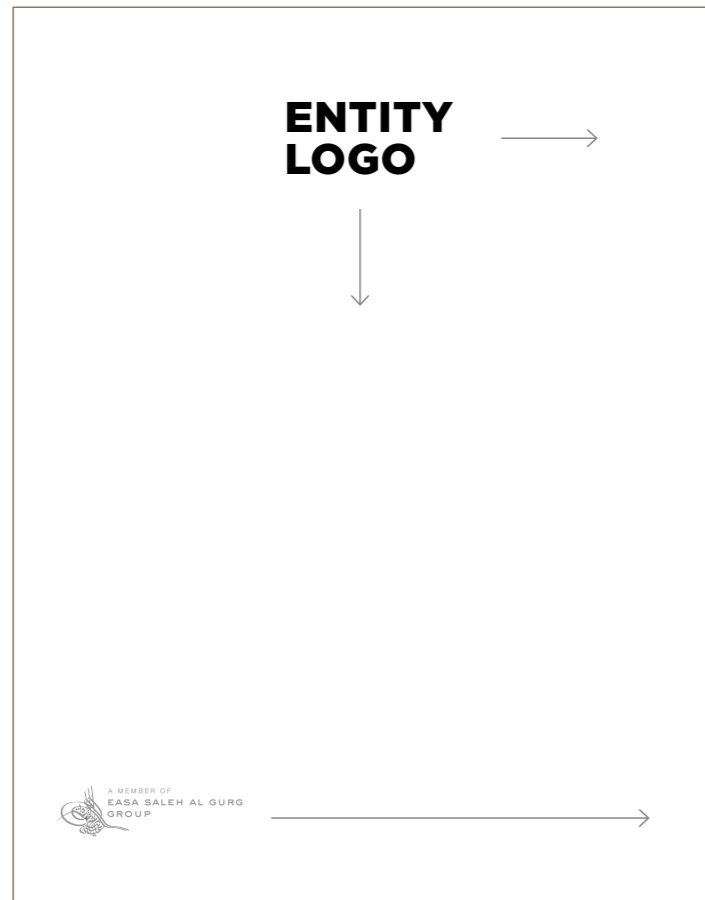
Recommended Group layout



Prequalification documents

Cover page

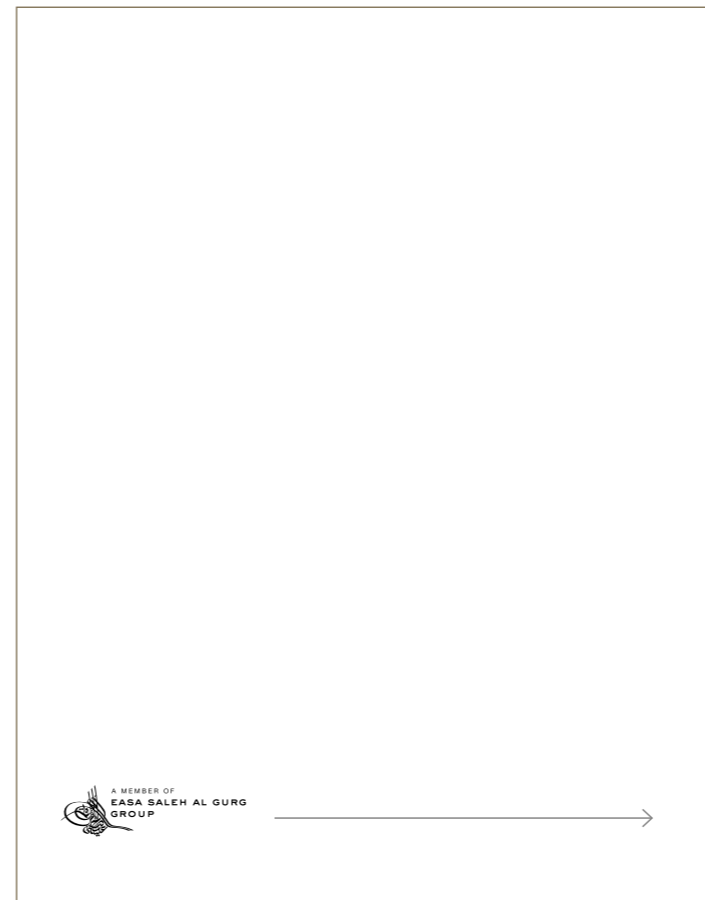
Placement of Group logo is *optional*; It can be positioned as per design concept but the preference is anywhere in the lower segment.



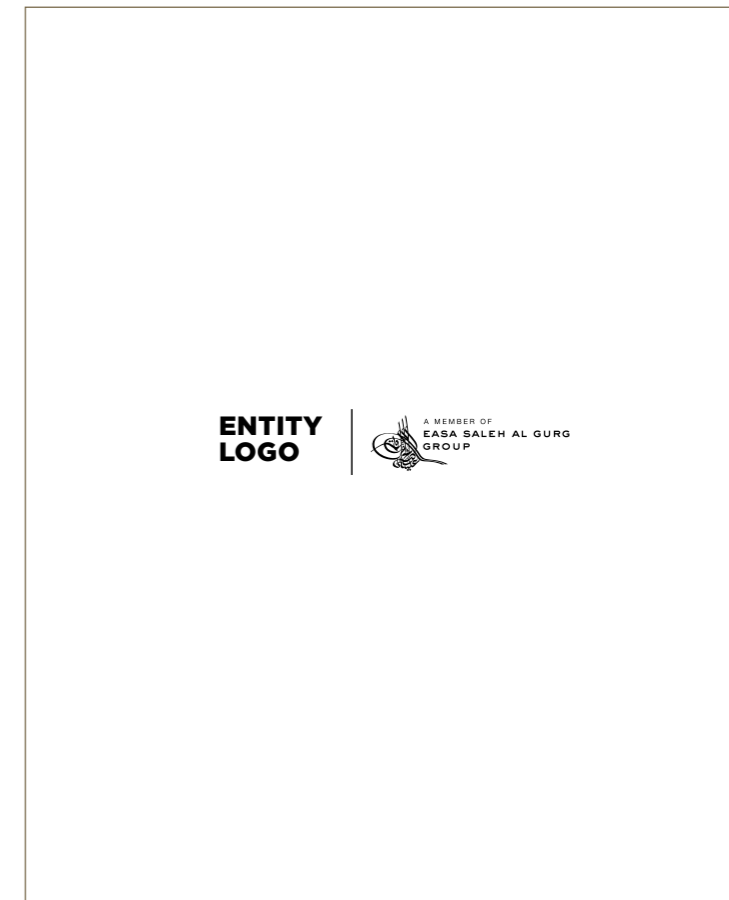
Example

Folder back cover

Placement of Group logo is **required**; It can be positioned as per design concept but the preference is anywhere in the lower segment.



Back of folder - layout 1




Back of folder - layout 2


Invoices & quotes

Placement of the Group logo is **recommended** in invoices and **required** in quotation templates; It can be positioned as per design concept but the preference is anywhere in the lower segment.

Sample invoice layout

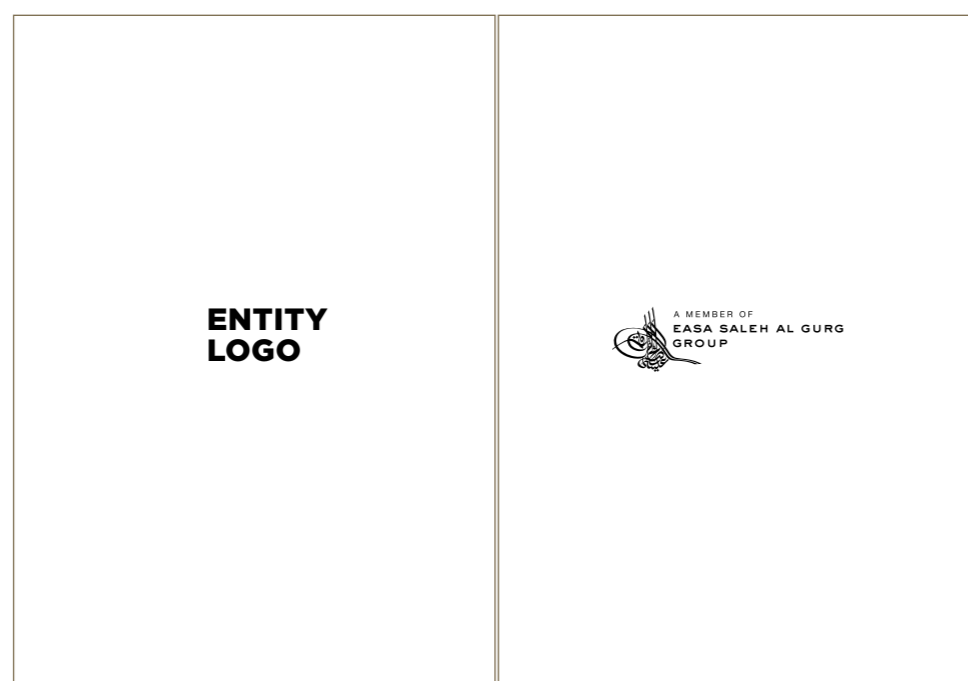
ENTITY LOGO <small>Al Gurg Entity LLC PO Box 672, Dubai, UAE Tel: +971 4 256 7213 Email: info@algurglifestyle.com</small>	سند قبض نقداً / شيك INVOICE TYPE HERE	القرق لايف ستايل ش.ذ.م.م <small>ص. ب ٦٧٢ - دبي الإمارات العربية المتحدة هاتف: +971 4 256 7213 بريد الكتروني: info@algurglifestyle.com</small>
Customer Code _____	Date _____	No.: _____ Amount _____
Received from _____		
The sum of Dhs _____		
Cash / Cheque.: _____ dated _____ drawn on _____		
_____ subject to realisation.		
	_____ Accountant	

Sample quotation layout

ENTITY LOGO	_____→
	_____→

Doors & shop windows

Placement of Group logo is **recommended** on main-entry glass doors and **required** on shop windows. All signage projects regardless of the media are subject to Group Government Relations Department approval.



Recommended door layout and media

- Group logo placed next to the entity logo
- Transparent sticker material preferred

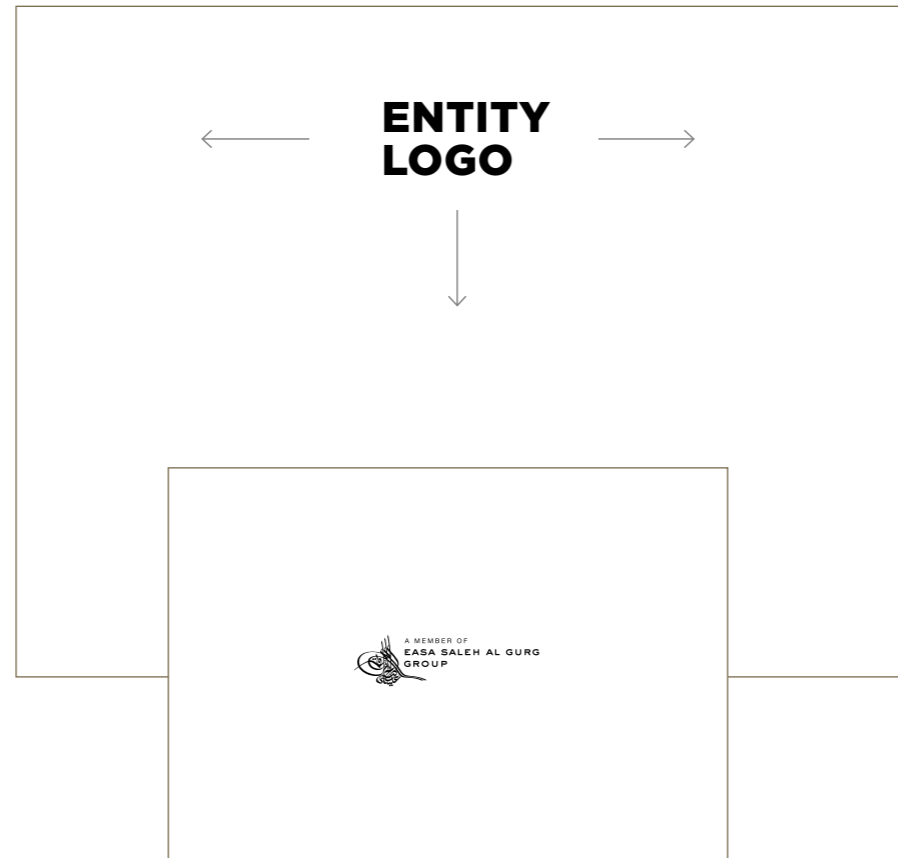


Recommended shop window layout and media

- Group logo placed anywhere in the corners of the lower segment, making sure promotional areas are not blocked.
- Transparent sticker material preferred

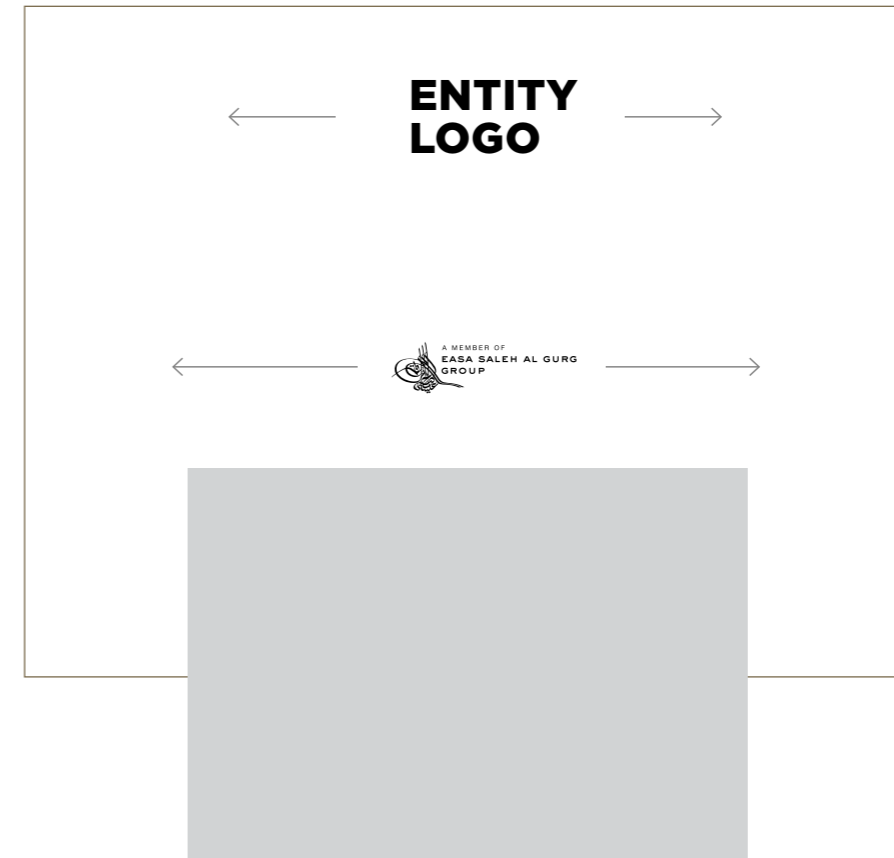
Reception areas & exhibition stands

Placement of Group logo is **required** on reception areas for offices, showrooms and exhibition stands. It can be positioned as per design concept but the preference is anywhere in the lower segment.



Reception placement 1

- Group logo centred in the desk or stand
- 3D materials preferred
- This is preferred for exhibition stands

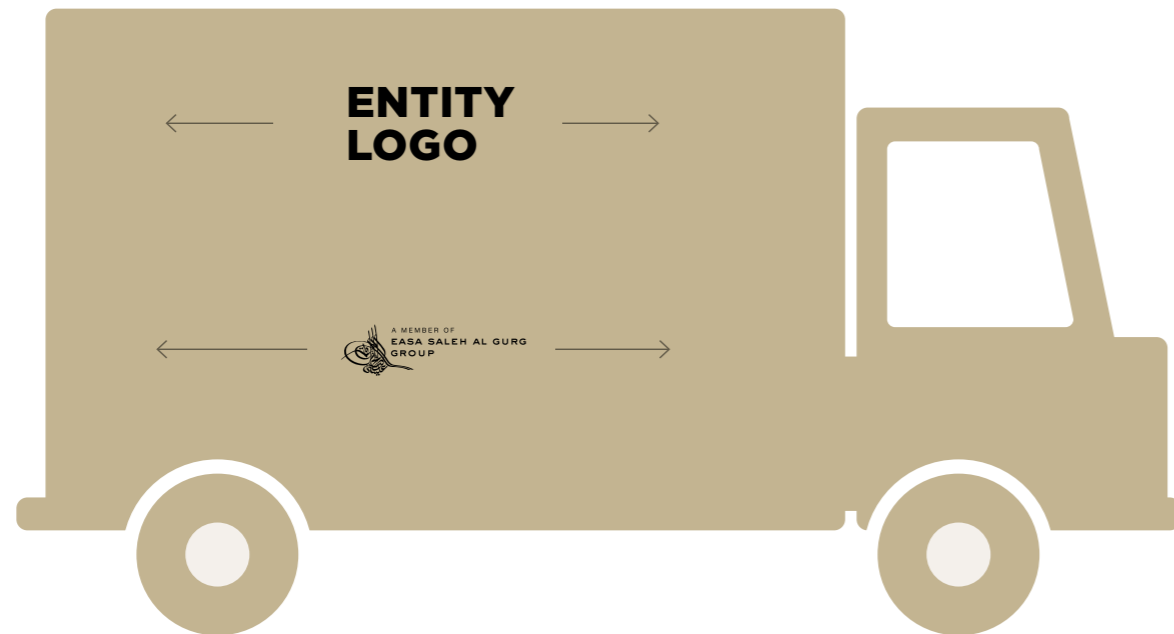


Reception placement 2

- If placing on the desk is not possible, it can be incorporated to the main graphic wall positioned anywhere in the lower segment
- Material: similar to the graphic wall

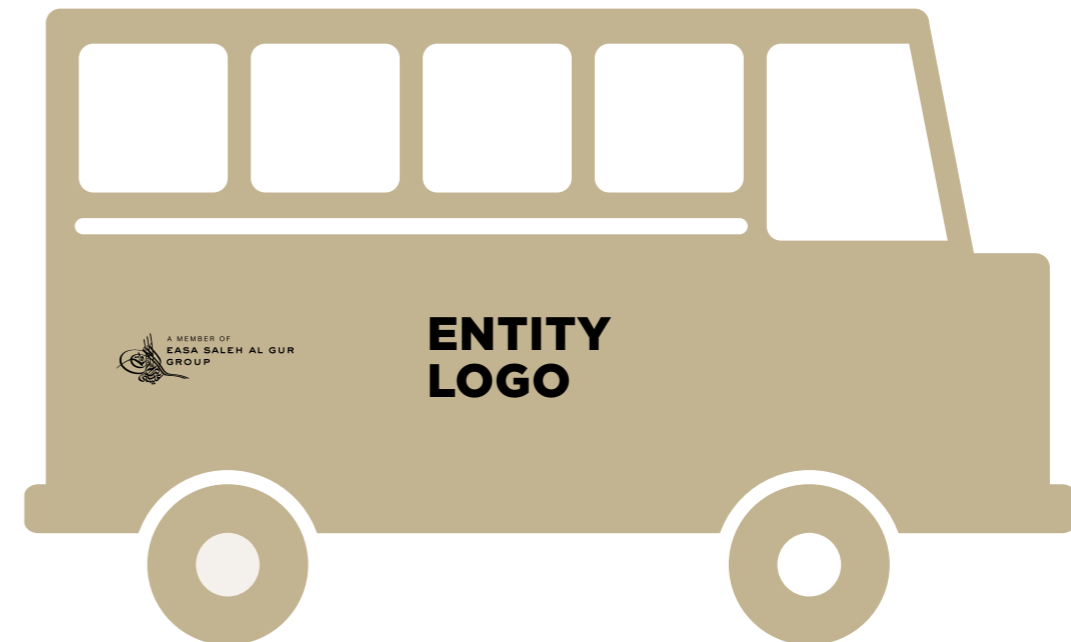
Vehicles

Placement of Group logo is **required** on delivery & other large vehicles and *optional* for sedans and smaller cars. All vehicle branding and ads are subject to Group Government Relations Department approval.



Delivery vehicles

- Group logo placed anywhere in the corners of the lower segment
- It can be part of a branding artwork



Service buses

- Group logo can be placed on the left-most end of the vehicle
- Significantly smaller than the entity logo

Staff uniforms

Placement of Group logo is *optional* (sleeve).



Front branding 1

- Front: Entity logo
- Sleeve: Group logo



Back branding 1

- Entity logo
- Brand promise, website or other details are optional

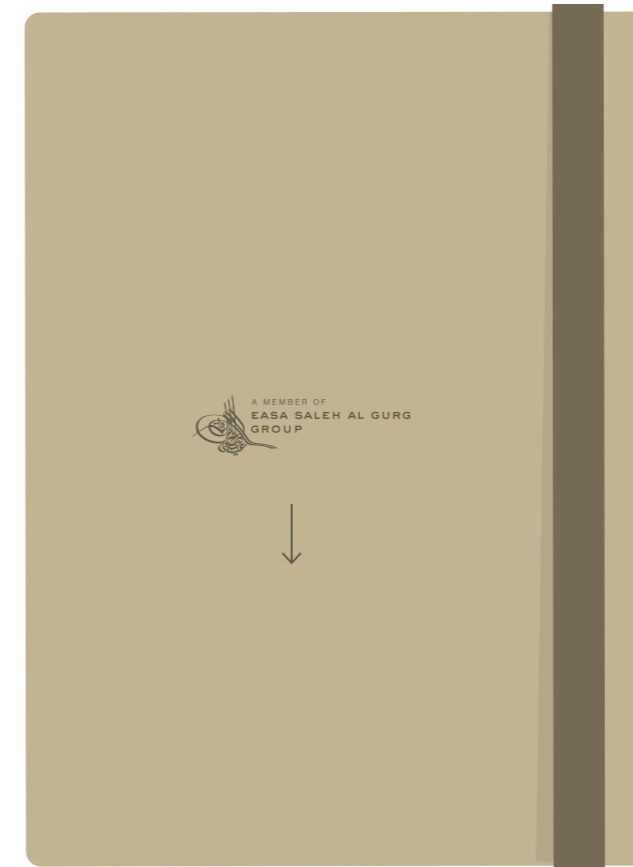
Corporate gifts

Placement of the Group logo is **recommended** if there is enough space



Coffe mug branding

- It can be placed on the other side of the mug



Journal branding

- Back cover
- It can be positioned as per design concept but the preference is in the centre or anywhere in the lower segment.

Shopping bag

Placement of Group logo is **recommended** on corporate and shopping bags; It can be positioned as per design concept but the preference is anywhere in the lower segment.



Placement 1

- Dots on lower right represent graphical details like Social Media, website, and other information.
- Position: lower left corner of front and back



Placement 2

- Use only if there's are much graphical elements that cannot be avoided
- Position: lower end of front and back



EASA SALEH AL GURG GROUP

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