



روابي القابضة  
Rawabi Holding

BRAND GUIDELINES

## BRANDMARK 2.1 BRANDMARK RATIONALE

The brandmark is inspired by the spirit of partnership. It aims to capture through its design Rawabi Holding's unique ability to bring together marketing intelligence with innovative product and services.

The Rawabi Holding brandmark consists of our symbol—which evokes the intersection created by overlapping circles, and points vertically and horizontally—and the typographic rendering of the words “Rawabi Holding” in English and Arabic.



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## BRANDMARK 2.2 BRANDMARK PRIMARY AND HORIZONTAL

The approved arrangement of these elements is fixed and should not be altered in any way.

The primary lockup version of the brandmark is the preferred usage. The horizontal lockup is intended for limited use, only when necessary for marketing or legal purposes. Please contact the corporate communication department for further information and approval.

ARTWORK SHOULD BE USED IN ALL CASES.  
NEVER ATTEMPT TO RECREATE THE BRANDMARK.



روابي القابضة  
Rawabi Holding

Primary lockup,  
symbol and logo type

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Rawabi Holding



Horizontal lockup, ONLY to be  
used when master brandmark  
does not fit in allocated space



Primary lockup



Horizontal lockup

## BRANDMARK 2.6 ONE-COLOR BRANDMARK REVERSED

The reversed option of the brandmark is used when a black background is the only option.

The brandmark can be used in reverse (as white) on dark, bold or bright colors.

When choosing a background color, please choose from the primary or secondary color families. If a choice is not available, such as for hard hats, uniforms, vehicles or machinery, make sure the background color is strong enough to set the brandmark apart.

## BRANDMARK 2.7 CORRECT COLOR BACKGROUND



10% of light primary gray  
Does not interfere with any of the colors  
of brandmark



25% of light primary gray  
Max percentage of light gray, or equivalent in  
lightness of black, dark primary gray, etc.



Light image background



Light image background

The brandmark can be used on a very light background as long as there is enough contrast and legibility with all the colors in the symbol. Always make sure the brandmark does not harmonize in color value with the background.

When possible, choose a color from the primary or secondary family to be the background color.

If the brandmark is to be placed on a background color other than a primary color, such as a photo, only place the brandmark in the light areas of the image.

## BRANDMARK 2.8 MINIMUM CLEAR SPACE HOLDING BRANDMARK

Always maintain the minimum clear space around the brandmark to preserve its integrity. To maintain visual clarity and to provide maximum impact, the brandmark must never appear to be linked to, or crowded by copy, photographs or other graphic elements.

The minimum clear space must never differ proportionally from the diagram demonstrated on this page.

X/2 is the minimum clear space around the signature (X being the width of the third leaf).



## BRANDMARK 2.9 MINIMUM SIZE HOLDING BRANDMARK

Actual size  
print 25 mm



Actual size  
digital 35 mm



Minimum size of primary lockup  
measured in length



To protect the legibility and impact of the Rawabi Holding brandmark, it must never be reproduced in a size smaller than the one shown on this page. Please respect the minimum size rules established in this manual. There are no maximum size restrictions as long as the clear space requirements are met.

In print, the minimum size of the primary lockup is set to 25 mm in length. The secondary horizontal lockup is set to 35 mm. The length starts at the edge of the left-side logo type and continues to the tips of the right and third leaf.

(Please note that the actual sizes of the two brandmark versions on this page are accurate only when printing this manual on A3 paper.)

In the digital environment, the minimum size of the primary lockup is set to 35 mm in length. The secondary horizontal lockup is set to 45 mm. The length starts at the edge of the left-side logo type and continues to the tips of the right and third leaf.

Actual size  
print 35 mm



Actual size  
digital 45 mm



Minimum size of horizontal  
lockup measured in length





Never stretch or distort the brandmark in any way



Never rotate the brandmark



Never use the symbol alone



Never use contour lines for the symbol



Never use the logo type alone



Never use shadows or other graphic effects



Never alter the relationship between the symbol and the logo type, such as center stacking the symbol on top of the logo type



Never put a frame around the brandmark



Never rearrange the corporate colors



Never change the corporate colors



Never use percentages of the corporate colors



Never use gradation on the symbol nor the logo type

## BRANDMARK 2.10 INCORRECT BRANDMARK AND COLOR USAGE

The brandmark should under NO circumstances be used in the situations described on this page. Never use Photoshop or Illustrator filters or effects on the signature, type or symbol.

ARTWORK SHOULD BE USED IN ALL CASES.  
NEVER ATTEMPT TO RECREATE THE BRANDMARK.



## BRANDMARK 2.11 INCORRECT COLOR BACKGROUND



Never use a background color from the primary family with a full-color brandmark



Never use the brandmark on a background that does not offer sufficient contrast



Never use the brandmark on a gray background other than primary grays



Never use the brandmark on a blue background other than primary blue



Never use a background that harmonizes in color value with the brandmark colors



Never use the brandmark on a textural background that does not offer enough contrast

The brandmark should under NO circumstances be used in the situations described on this page. The background on which the brandmark is placed should never conflict in color, value or form with the Rawabi brandmark.

# THANK YOU FOR HONORING AND RESPECTING THESE GUIDELINES

Feel free to explore the brand and develop new designs within the framework of these guidelines.

For any questions, please contact the corporate communication department.

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