

Design and Brand Guideline

Short Version

May 2023

Introduction

These guidelines describe the visual and verbal elements that represent (GPC) Gulf Payment Company corporate identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect (GPC) Gulf Payment Company commitment to quality, consistency and style. The (GPC) Gulf Payment Company brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the (GPC) Gulf Payment Company name and marks.

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.



The Full Logo

 Download GPC logo

The (GPC) Gulf Payment Company Masterbrand or Corporate Logo comprises two elements, the logo symbol and logo type. The Logo Symbol is a lines that shows the architecture design.

It has a particular relationship with the (GPC) Gulf Payment Company name.

The Logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters. The typeface is illustrated carefully and has also been chosen to compliment and balance perfectly as a logo symbol.

The corporate logo is presented through the use of colour as well as shape and form. The corporate color is Black. It is a elegant and professional and looks stunning.

The Color has been selected according to international standards as shown below and are easily implemented.



1) Main Logo

The main logo is the colored logo used on white or colored background.



2-4) Main Logo

For darker backgrounds you will find an alternative below.

2



3



Attension

Use of any stylized, animated, hand drawn or other versions of a inofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with (GPC) Gulf Payment Company Trademark Licensing if you have any questions or need further help.

Recommended formats are:
.eps | .ai | .png | .jpg | .tiff | .pdf | .svg

Clearspace and Computation

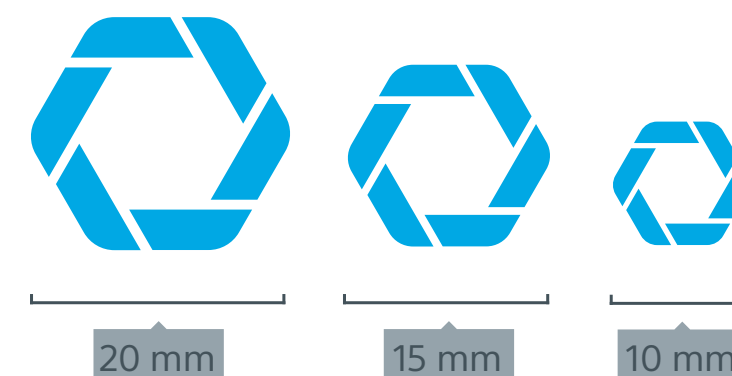
 [Download GPC logo](#)

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest

any other graphic element or message can be positioned in relation to the mark. of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.



Minimum Logo Sizes



Clear Space

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.



Clearspace and Computation - AFAQ logo

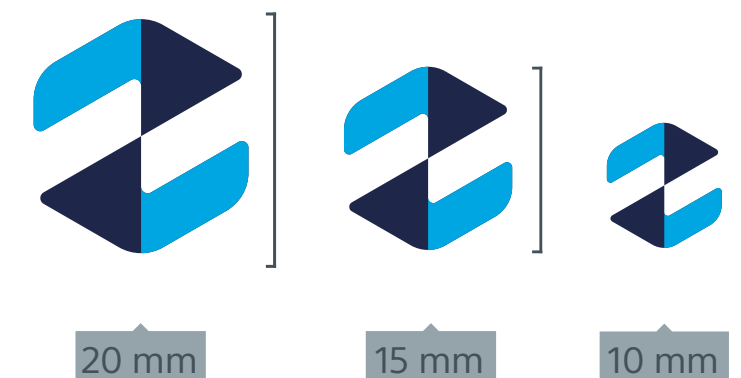
[Download AFAQ logo](#)

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Minimum Logo Sizes



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Negative



Positive

Acceptable Logos Usage

The logos application here is show the accepted logos usages, which represent the correct use.

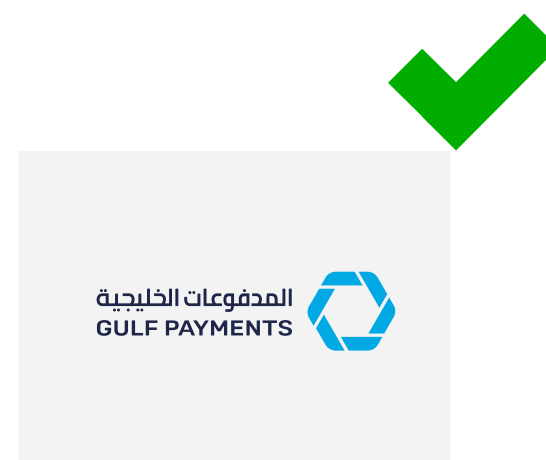
All Departments are allow to use the attached logos that provides by marketing department.
For clarification, please contact the marketing department.



White Background



Dark Background



Light Background



Image Background



Image Background

UN-Acceptable Logos Usage

The logos application here is show the un-accepted logos usages, which represent the in- correct use. For clarification, please contact the marketing department.



Stretch



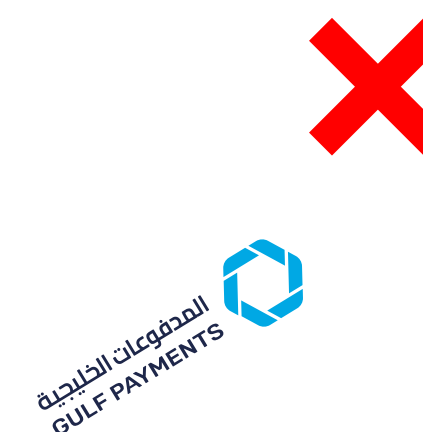
Incorrect Colors



Shadow



Move Parts



Rotate logo



Incorrect Background

Acceptable Logos Usage - AFAQ logo

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Stretch



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Move Parts



Rotate logo



Incorrect Background

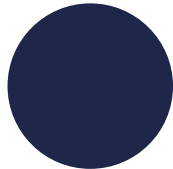
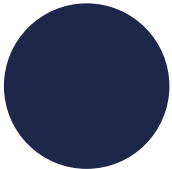
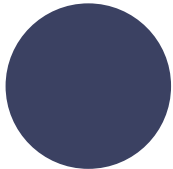
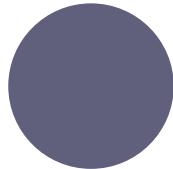
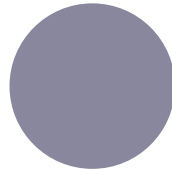
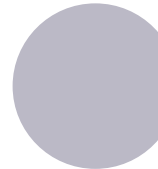
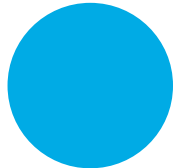
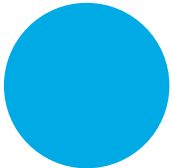
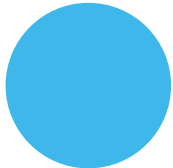
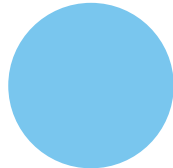
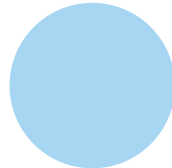

Primary Color system

Explanation:

The (GPC) Gulf Payment Company Company has Two official colors: Dark Blue and Sky Blue. This color have become a recognizable identifier for the company.

Usage:




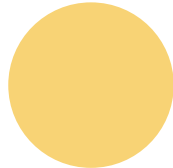
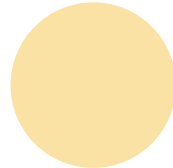








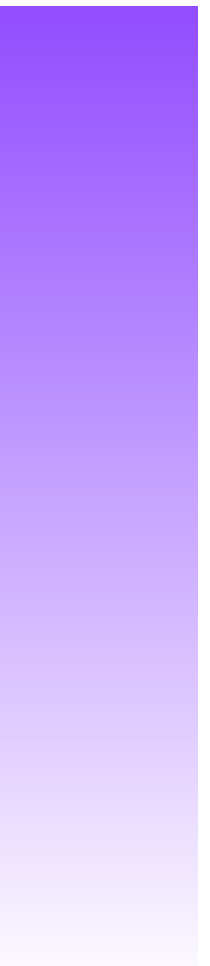
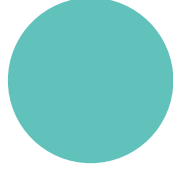

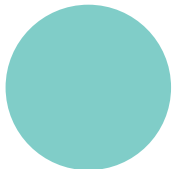
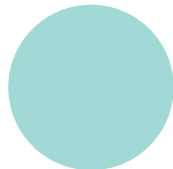
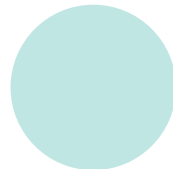


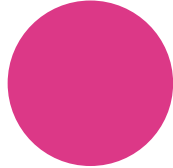
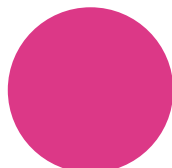
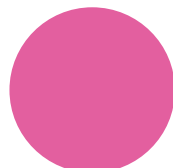
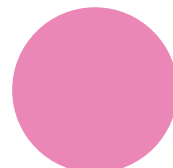
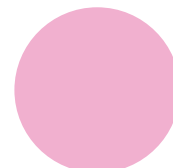
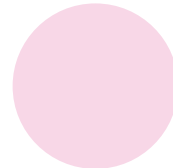
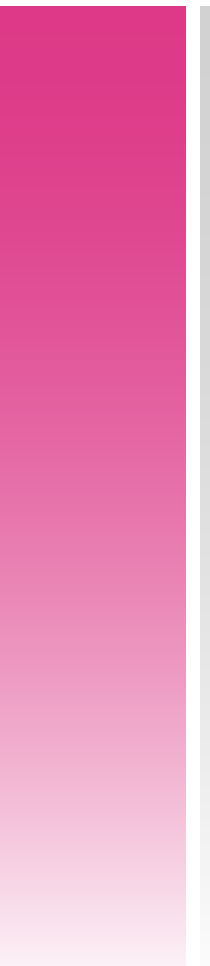







Use them as the dominant color palette for all internal and external visual presentations of the company.

		Tint / Transparency / Alpha				
Digital	Print	100%	80%	60%	40%	20%
 <p>RGB: R30 G39 B74 Web: #1E274A</p>	C100 M90 Y40 K40					
 <p>RGB: R0 G166 B226 Web: #00A6E2</p>	C80 M10 Y0 K0					

Secondary Color system

Explanation:
The (GPC) Gulf Payment Company has three accent colors.
With one neutral color.

This color have become a recognizable identifier for the company.
Usage:
Use them as the dominant color palette for all internal
visual presentations of the company.

	Digital	Print	Tint / Transparency / Alpha					Gradient
			100%	80%	60%	40%	20%	
	RGB: R244 G183 B26 Web: #F4B71A	C4 M31 Y92 K0 Pantone 137 C						
	RGB: R145 G76 B255 Web: #914CFF	C72 M74 Y0 K0 Pantone 265 C						
	RGB: R97 G193 B187 Web: #61C1BB	C62 M0 Y27 K0 Pantone 333 C						
	RGB: R199 G64 B132 Web: #C74084	C7 M88 Y5 K1 Pantone Pink C						
	RGB: R214 G205 B141 Web: #D5CD8D	C18 M13 Y53 K0 Pantone Cool Grey 3						

Typography

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information.

Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for (GPC) Gulf Payment Company layouts.

SST ARABIC

Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m n o p q r s t u v w x y z
 أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي

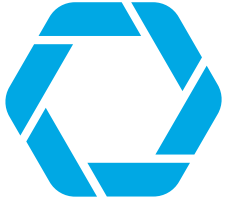
Roman

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m n o p q r s t u v w x y z
 أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي

المدفوعات الخليجية
GULF PAYMENTS



Thank you