

المدفوعات الخليجية
GULF PAYMENTS



Design and Brand Guideline

May 2020

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 symbol itself and our company name – they have a fixed relationship that should never be changed in any way.



The Full Logo

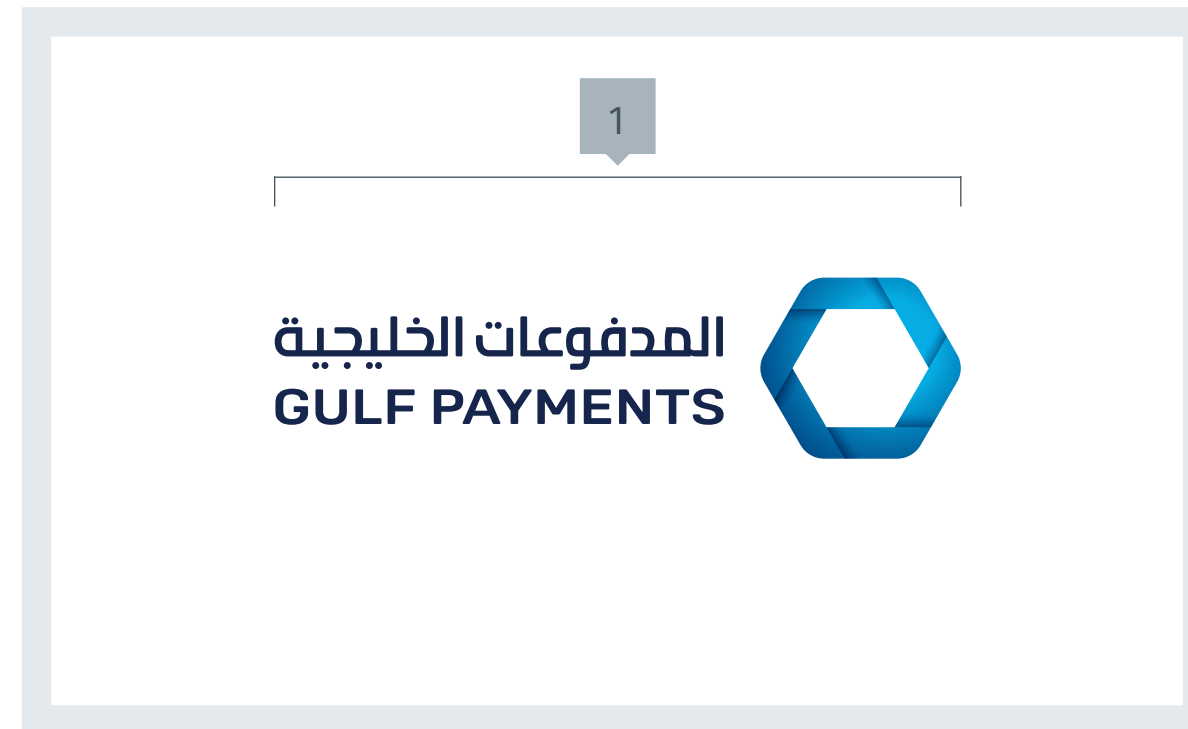
The (GPC) Gulf Payment Company Masterbrand or Corporate Logo comprises two elements, the logo symbol and logo type. The Logo Symbol is a lines that shows the architecture design.

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.



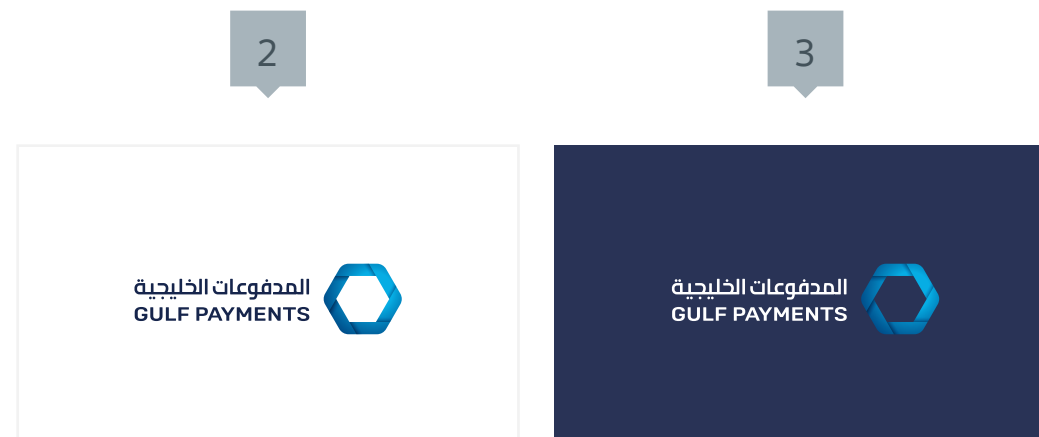
1) Main Logo

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.



Attention

Use of any stylized, animated, hand drawn or other versions of a unofficial 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

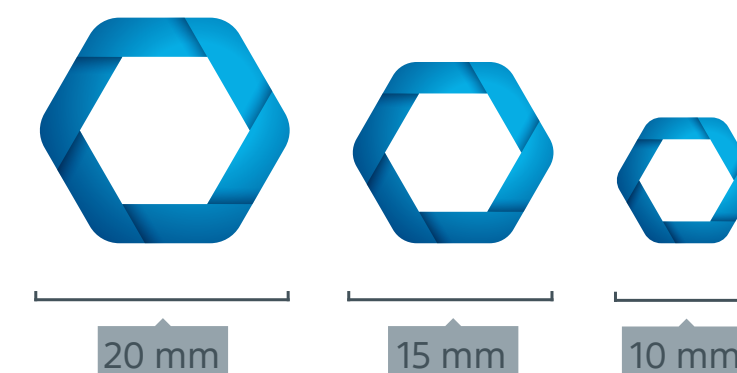
Clearspace and Computation

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.



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

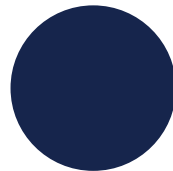
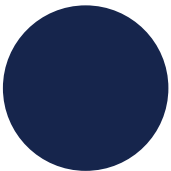
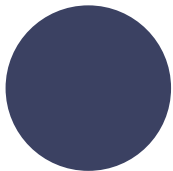
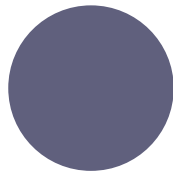
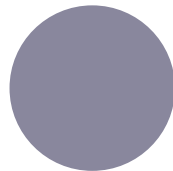
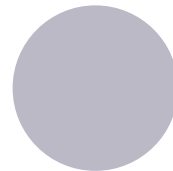

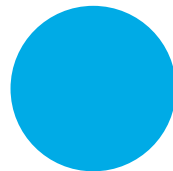
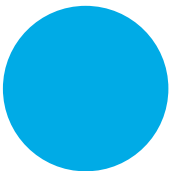
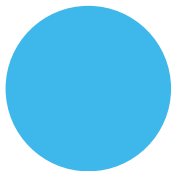
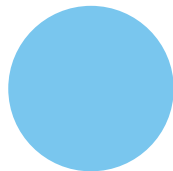
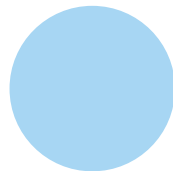
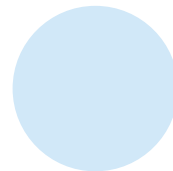


Incorrect Background

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.

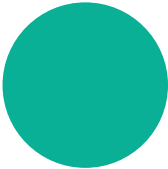
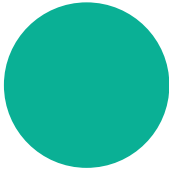
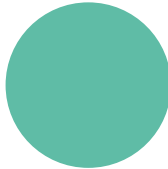
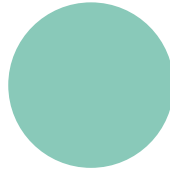
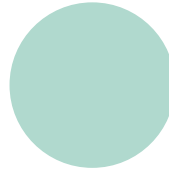
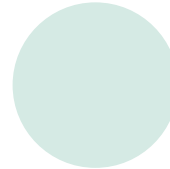
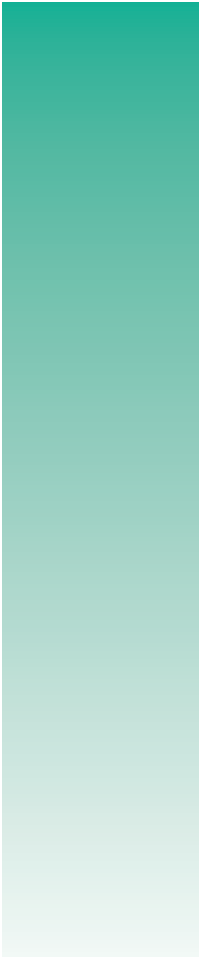
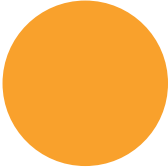
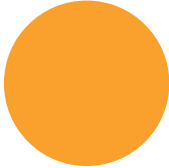
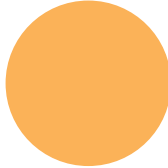
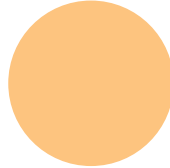
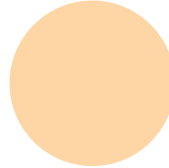
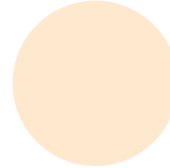
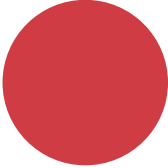
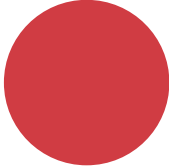
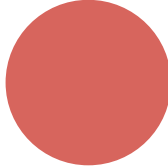
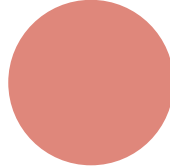
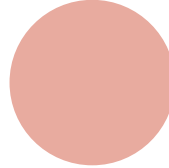
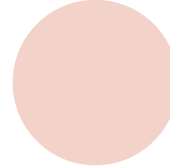
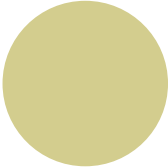
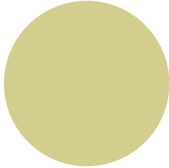
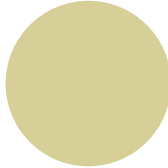
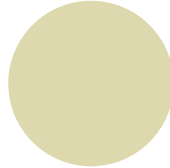


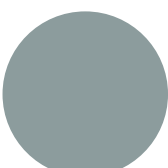
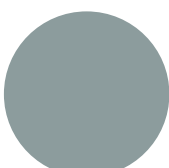
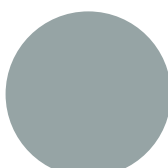
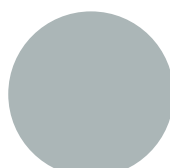


Usage:
Use them as the dominant color palette for all internal and external
visual presentations of the company.

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

Secondary Color system

Explanation:
The (GPC) Gulf Payment Company Company has Three official colors: Green (Growth), Yellow (Shine), Red (Power), Dark Grey (Sharpness) and Purple (.

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					Gradient				
	Digital	Print	100%	80%	60%	40%	20%					
	RGB: R0 G169 B143 Web: #00A98F	C68 M0 Y54 K0 (Green Color)										
	RGB: R255 G146 B0 Web: #FFA400	C0 M43 Y93 K0 (Orange Color)										
	RGB: R207 G51 B57 Web: #CF3339	C12 M90 Y74 K2 (Red Color)										
	RGB: R214 G205 B141 Web: #D5CD8D	C18 M13 Y53 K0 (Beige Color)										
	RGB: R142 G156 B156 Web: #8E9C9C	C47 M31 Y35 K1 (Chrome Color)										

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



Thank you