



**Brand
Guidelines
Book**

DRINK THE SKY

Habibi





BRAND LOGOMARK

This logo is the primary logo and should be used everywhere. Avoid using at small sizes, as it can become illegible. Also follow the guidelines for another color variations.

Always use the logo files provided.
Do not re-create.

Logo without arabic



Logo with arabic



Logo clear space

A clear space is needed to surround the logo to prevent any elements from interfering, to regulate this an exclusion zone has been established around the brand mark. this exclusion zone indicates the closest any graphic element or message can be positioned in relation to the mark.



Sizing

The minimum size of the logo on print or digital materials should not be less than the mentioned size whether it was used in full color or one color.



80px

minimum size
Digital use = 80px



144px

maximum size ~
Digital use = 144px

Based on A4 paper



20mm

minimum size
Printing use = 20mm



35mm

maximum size ~
Printing use = 35mm

Logo Misuse



X Don't Stretch, Condense or Change the proportions of the Logo.



X Don't Crop the logo Elements.



X Don't Alter the Placement or Scale of the Elements.



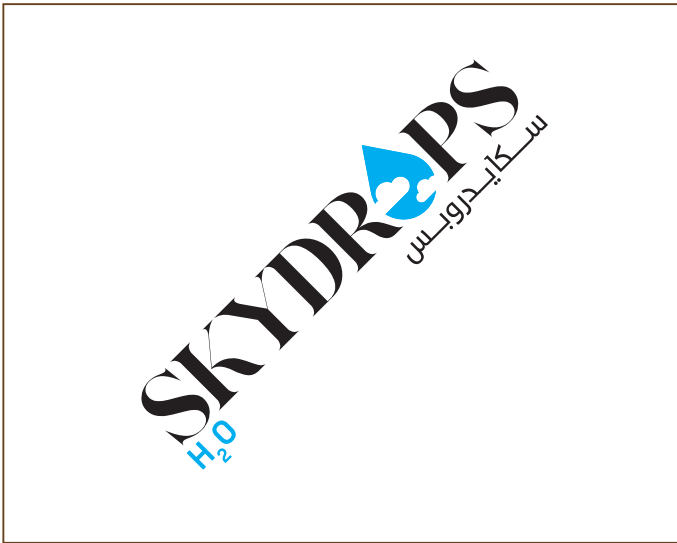
X Don't Add Colors to Individual Elements.



X Don't Alter or Replace the Typeface of the Logo.



X Don't Rotate The Logo or any of the Individual Elements.



X Don't Use Drop Shadow, Strokes, or other visual Effects.



X Don't Place the Logo on colored Background or image use the reversed color rule.



Logo Color Variations





BRAND COLORS

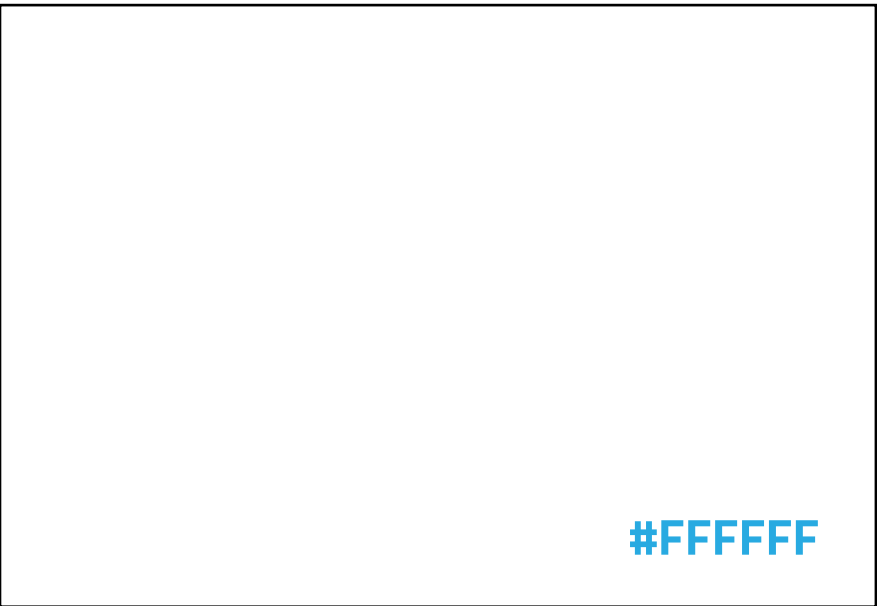
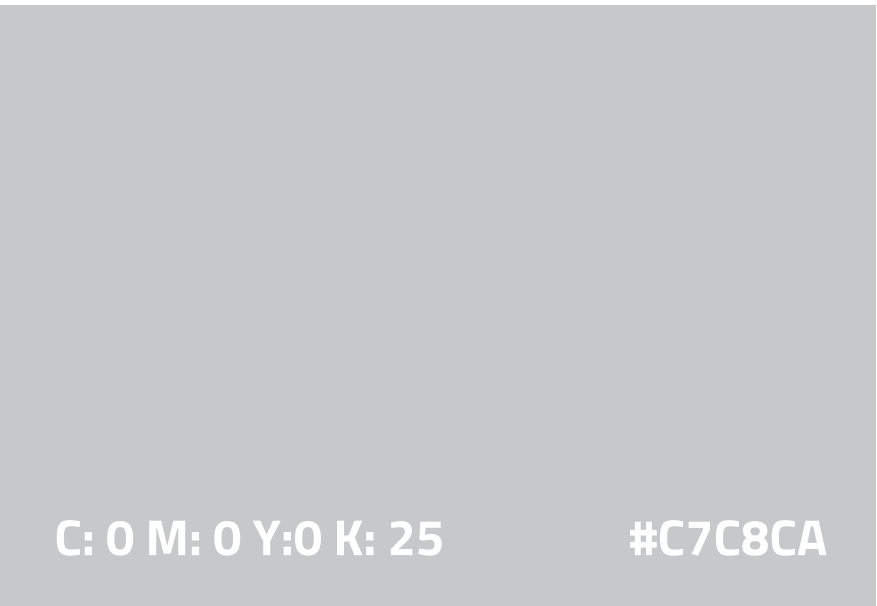
Color palettes are drawn from coastal landscapes, with deep blues, turquoise, and sandy beiges creating a harmonious blend.

PRIMARY COLORS



Consistent use of these colors will contribute to the cohesive and harmonious look of the brand identity across all relevant media.

SECONDARY COLORS





BRAND TYPOGRAPHY

Primary Font

Headlines

Cairo / bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()_+{}[]/?|\

Extra light Light Regular
Semi Bold **Bold Black**

Secondary Font

Body text

PT Sans

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

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & * () ± ” : > < ~ | ?

light regular *italic*
bold ***bold-italic***



**THANK
YOU**