



**ASG**

ALSAIF GRAPHICS LLC    النسييف جرافيكس ذممه  
EVENTS & EXHIBITION SERVICES

# Corporate Identity Guidelines



These guidelines are to be kept in consideration while developing concepts, designing collaterals and working on the promotional items, printing materials and other items for the event. The structure is created with fundamental elements resulting in individual aspects and composition that identify the brand.

Guideline will be explaining the main idea, theme and adaptation of brand identity with the brand mark showing key elements of our visuals and their applications.

Furthermore, information for applying the brand mark components to specific communication needs is mentioned with clarity and precision.

## The Brand Mark

- Brand Identity
- Exclusion Zone
- Colours
- Positioning
- Recommended Size
- Third Party
- Restrictions

## Stationary

- Stationary Set
- Business Cards
- Folders
- Notebooks

## Digital Media

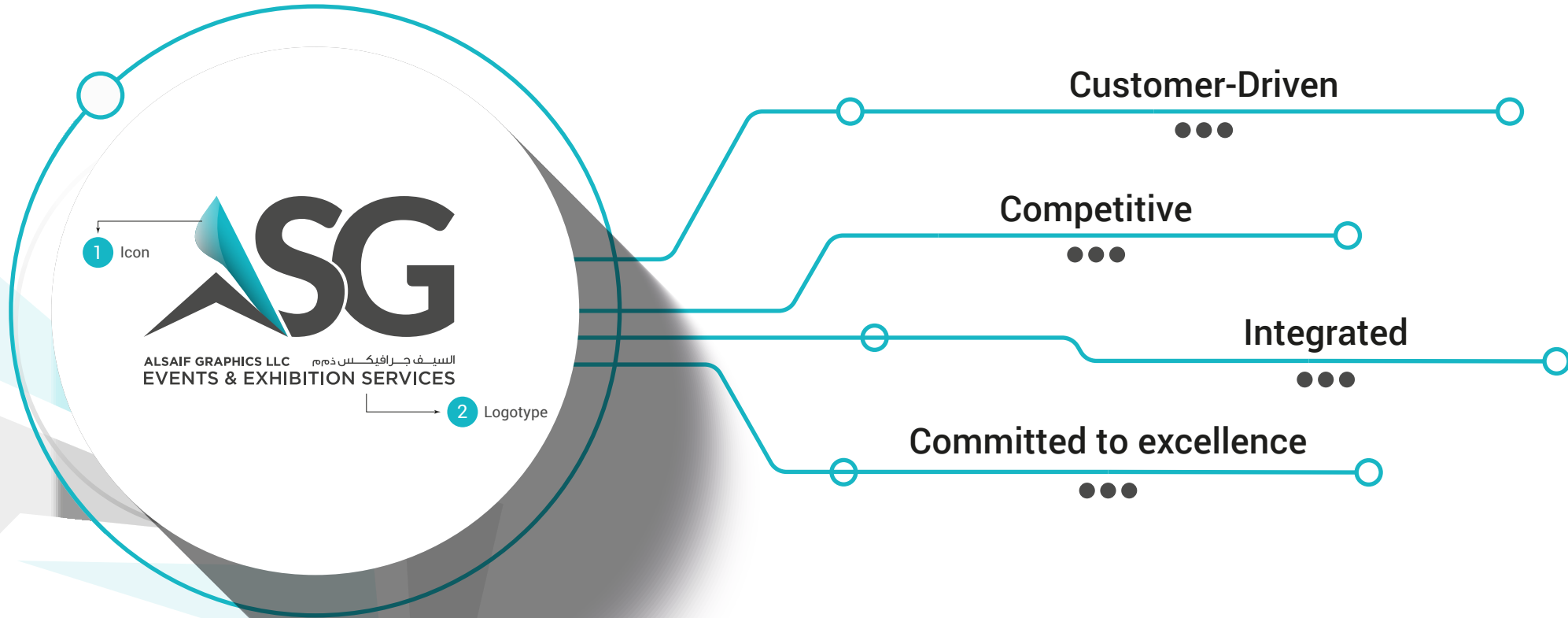
- Email Signature
- Powerpoint Template

## Othe Promotional Items

- Shirts
- Polo Shirts
- Tote Bags
- Powerbanks
- Packaging & hazard tape
- Vehicle Branding



# ASG Events & Exhibition Services



ASG's brand transformation equates to the company's commitment to provide a turnkey solution that adds value to each business it serves. It consists of two elements: the triangular icon and the logotype. Each point of the The triangular icon that depicts "A" in ASG represents the top three core services of the company namely **branding & activation, events services & exhibition solutions**. The logotype pays tribute to the established market reputation and strength of its sister company, Al Saif Graphics.

The primary version of our logo is shown here and should be used wherever possible. These elements should never appear separately. The only exception to this rule is in selected digital uses (favicon and avatar) and merchandise material that has been approved by the brand team. This is covered in more detail later in the guidelines.

Additional logo versions are available for restricted formats and specific uses.

# LOGO STRUCTURE

## Exclusion Zone



Logo exclusion zone = to the cap height of the logotype

When you place the ASG logo in a design, please make sure you give it room to breathe; we call this "exclusion zone".

The logo lock-ups has to be shielded by the area surrounding in order to set out the individuality. Always leave an exclusion zone area equal to the cap height of the ASG logotype around the brand mark.

Logo artwork comes with the exclusion zone dimensions included in the art board size. The icon must be free from any other element and must stand out with clarity.





# LOGO STRUCTURE

## Logo Colours

### Logo colours



**PANTONE 7466 C**

C 72 R 21

M 0 G 182

Y 25 B 197

K 0

15B6C5



**PANTONE 7540 C**

C 0 R 38

M 0 G 38

Y 0 B 38

K 85

262626



**WHITE**

C 0 R 255

M 0 G 255

Y 0 B 255

K 0

FFFFFF

Our logo colour palette consists of dynamic and neutral colours that complement each other. The combination of these two colour palettes allow the creation of materials that are visually interesting while expressing our personality.

#### For light-image backgrounds:

Use the logo with the gray ASG logotype.

#### For dark-image backgrounds:

Use the logo with the white ASG logotype.

If it is not possible to achieve clear legibility of the logo on top of your image, you must use a holding device.

#### Primary logo on white background



#### Primary logo on dark background



#### Secondary logo on white background



#### Secondary logo on dark background



ASGLogo\_Primary\_Gray.eps



ASGLogo\_Primary\_White.eps



# LOGO Positioning

## Logo positioning

Our logo can be placed in different positions across our communications, depending on the context and format of the piece.

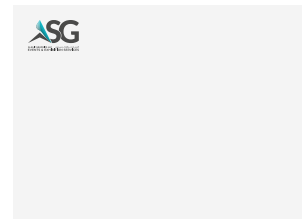
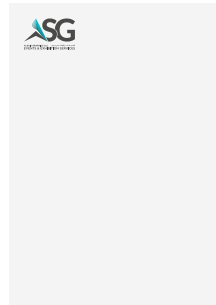
## Primary and secondary positions

Our preferred logo position is in the top left corner, to lead with our brand. Our secondary position is in the bottom left-hand corner, acting as a sign-off this can be used if your audience is more familiar with ASG e.g., as a sign-off for a campaign where the campaign message is leading the communication, or an internal poster where it is clear that the communication is from ASG because you are in an ASG environment. Internal items e.g., internal newsletters that scroll should use the primary position to ensure that the logo is not missed if someone does not scroll through the full item.

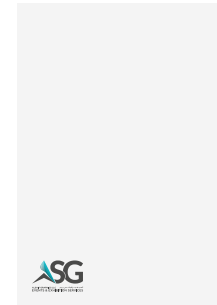
## Unique formats

For unique formats that are narrow, e.g., digital web banners or trade show signage, the logo should be placed at the top center or left-hand side of your format to lead your communication. When placing the logo, try to adhere to clearspace requirements as much as possible within your restricted size.

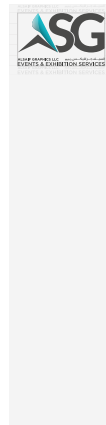
### Primary logo position



### Secondary logo position



### Unique formats





# Recommended size

## Logo size

You can calculate our ideal logo sizes from the diagonal width of your format. The logo height is equal to 1/12 of the diagonal.

Here are some useful standard sizes for reference:

Format size	Logo height
A1	86 mm
A2	60 mm
A3	43 mm
A4	30 mm
A5	21 mm

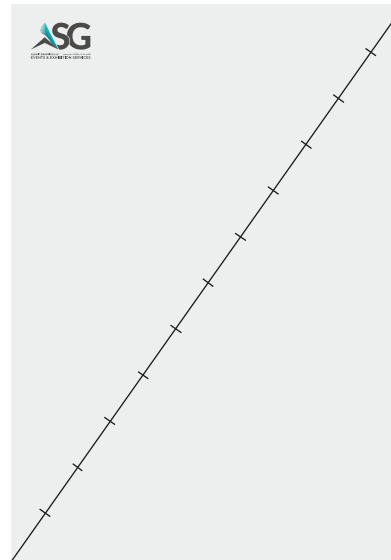
## Unique formats

For unique formats that are narrow (e.g. digital Web banners or trade show signage) you should use your judgment to determine the logo size to achieve optimal brand presence. Try to keep to our clearspace rules as much as possible.

## Logo minimum size

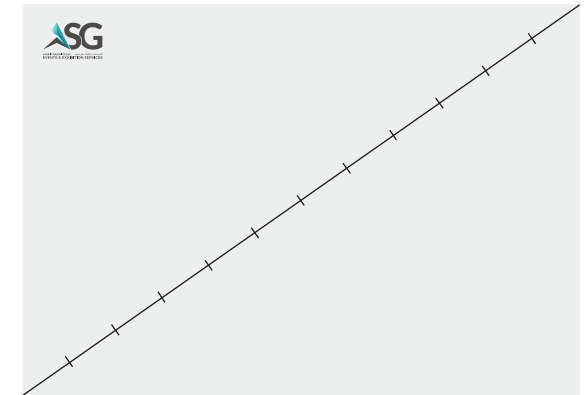
We want people to see our logo clearly across all our communications. To make sure it's visible to everyone, we have a minimum size for print and digital formats. There will be occasional exceptions, such as merchandise and stationery, but please stick to the minimum sizes wherever possible.

### Vertical formats

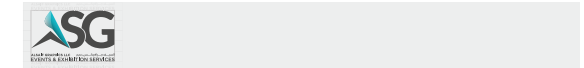


Logo height = 1/12 of the diagonal

### Horizontal formats



Logo height = 1/12 of the diagonal



Logo height = optimum allowed, taking into consideration clearspace



### Digital:

Minimum width: 49 px

### Print:

Minimum width: 15 mm

# LOGO STRUCTURE

## Third Party



### Third party communication

There will be times when our logo needs to appear alongside other logos because ASG is working in partnership with third-party companies. How our logo is applied will depend on who is leading on the collateral (writing the content).

Shown here are examples of the different combinations:

#### 1. ASG-led material

We create the content and collateral with our visual identity style. Our logo is most prominent, so you should use the primary logo.

#### 2. The third-party brand material

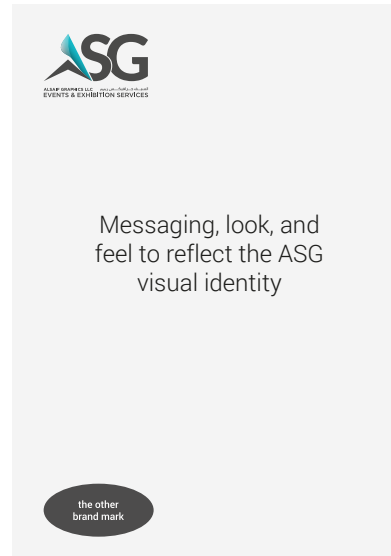
The other brand creates the content and is therefore the dominant brand. Use either the primary logo or horizontal logo depending on space restrictions determined by the other brand.

#### 3. Equally led material

Content is produced 50/50, so collateral has neutral branding and equal weighting for both logos. Use either the primary logo or horizontal logo, depending on space, and make sure ASG has the optimal presence possible in that space.

If you have further questions about how to apply the ASG logo within third-party communications, please contact [info@alsaiographics.com](mailto:info@alsaiographics.com). If you need guidance on the appropriate descriptor to use, please check with the ASG legal team responsible for the partnership agreement.

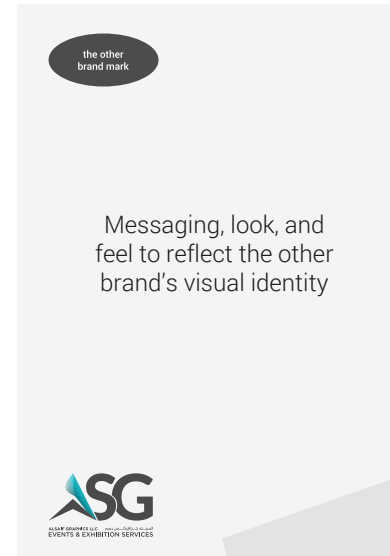
1



Messaging, look, and feel to reflect the ASG visual identity

Example piece of communication

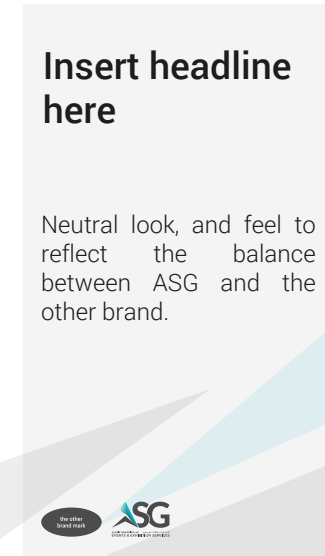
2



Messaging, look, and feel to reflect the other brand's visual identity

Example piece of communication

3



Insert headline here

Neutral look, and feel to reflect the balance between ASG and the other brand.

Example piece of communication

Supported by



Supported by



#### Adding a descriptor

To make ASG's relationship with the third-party brand clear, you can add a descriptor. Descriptors must be set in **Roboto Medium**, and be positioned outside of the logo clearspace as shown. It should be the same color as the ASG typeface and never be larger than the type in the word "EVENTS & EXHIBITION SERVICES".





# LOGO Restrictions

## Logo restrictions

Our logo is central to our brand, so please take care when you use it. Here you'll find some things to avoid.



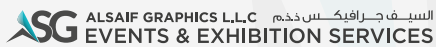
**Don't** rotate the logo.



**Don't** use any other colours for the logo.



**Don't** recreate the wordmark.



**Don't** reposition the logo.



**Don't** use any secondary colours as a background.



# STATIONARY

## Stationary Set





# STATIONARY

## Business Cards



# STATIONARY

## Folders





STATIONARY

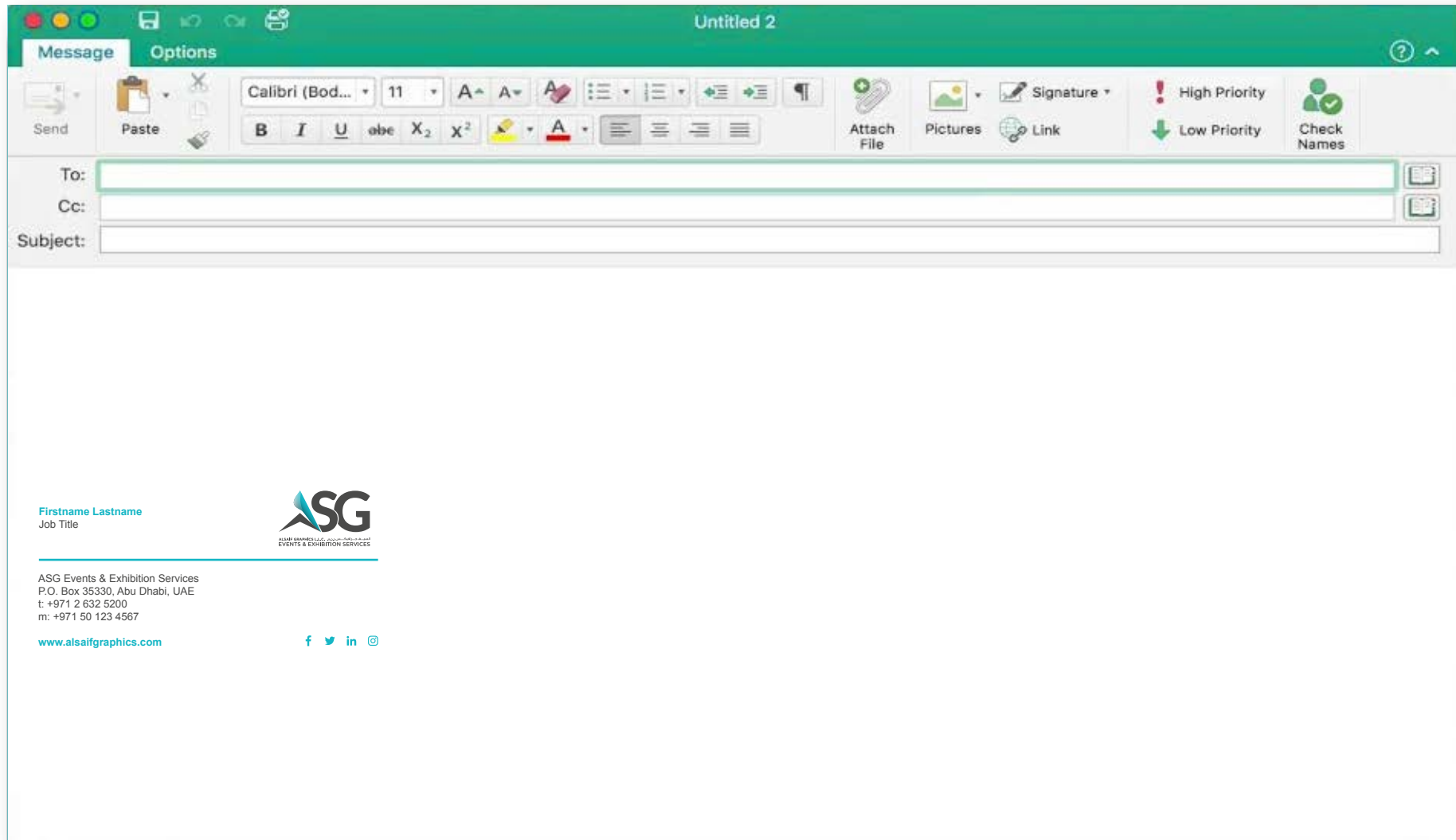
# Notebooks

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# DIGITAL MEDIA

## Email Signature





# DIGITAL MEDIA Powerpoint Template

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LOGO

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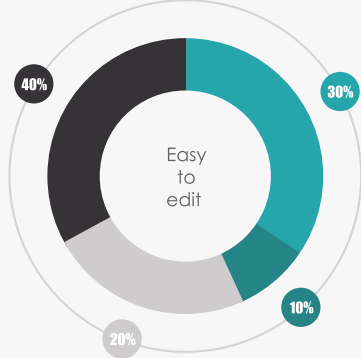


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# Shirts





# Tote Bags



# Powerbanks





# Packaging and hazard tape



# Vehicle Branding

