

nupco

# Brand Identity Principles, Guidance and Applications

The following brand style guide was created to ensure the integrity and consistency of our brand and brand communication while creating a clear and solid understanding of all the brand's elements.

Our style guide introduces the core basic brand elements that form the foundations upon which our entire brand is built. It explains our new brand marque, colours, typography and imagery; and how they come together in harmony.

Please ensure that you understand and use this brand style guide in order to apply our applications correctly and consistently.

To get the most out of this document, an overview of a typical page's content is shown on the left. This quick summary will help you navigate through these guidelines.

The framed areas refer to the interactive elements as well as the main page elements.

- 1. Chapter name and number
- 2. Section name and number
- 3. Page name and number
- 4. Information and specifications
- 5. Artwork preview
- 6. Back and next navigation buttons
- 7. Contents page button
- 8. Document title

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The Identity Elements

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Brand Marque

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English Marque

Our English brand marque is available in four colour variations: full colour, reverse colour, white and black colour. The English brand marque should be used on all the Nupco communications targeting our English speaking audience. Nupco brand communication like advertising, marketing, customer and employee communications. All the versions of the brand marque are available in the artwork supplied with these guidelines.

5

nupco

Full colour

nupco

Reverse colour

nupco

White

nupco

Black

Minimum Size

nupco

Print: 20 mm

Digital: 60 pixels

6

7

Content

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Nupco Brand Identity Principles, Guidance and Applications. January 2020

Content

nupco Brand Identity Principles, Guidance and Applications. February 2024

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Continue...

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## Section One

# Strategic Framework

Delivering for a **healthier society** – providing the right products and services, at the right place, at the right time

...by providing customer-centric, innovative and reliable healthcare supply chain solutions through **cutting-edge technology**, data-driven insights, and operational excellence to enhance and **secure health quality**, affordability and accessibility, and to contribute to economic growth



# 'nupconeers'

## Action Orientated Achievers

## Value

## Imperatives

## Experience

Customer-centric



Put yourself in the client's shoes



Clients feel:

- Heard and understood
- A sense of shared objectives/goals
- Reassured and confident

Collaborative



Ask for help and be helpful to others



Clients recognize:

Our one team attitude reducing silos, providing consistency in communication and experience

Agile



Move quickly, be flexible and highly adaptable



Clients receive:

- Responsive attention
- Fast turn-around times
- Ease and composure in managing changes

Accountable



Take responsibilities for actions and decisions; be honest and transparent in communication



Clients see:

- Clear, straight-forward updates and explanations
- Reliability, dependability and trust-worthiness

Resilient



Things don't always go as we plan, stay optimistic and persistent, every problem has a solution



Clients get:

- Innovative solutions
- A determined partner
- Solution driven care

Efficient



Focus your energy on what makes the most impact



Clients observe:

- Organized and simpler processes
- Productivity driven
- Cost efficiencies

## Right Product

+

## Right Place

+

## Right Time

+

## Right Price



Ensuring the right products requires certainty in the ability to understand and predict demand, know what is needed and to estimate any interruption or change in supply.



- Demand planning
- Effective product sourcing



Ensuring the right products whenever they are needed is about preparedness for whatever may come; ensuring the training to adapt and the flexibility to react quickly.



- Improve availability
- Easy access



Ensuring the right products reach the hands of those who need them is about logistical smoothness and absolute reliability.



- Reduce time
- Reduce waste



Ensuring the right price comes from leveraging the strength of relationships and the benefits of economies of scale as well as the art of negotiation.



- Improve cost saving
- Reduce payment cycle

## Section Two

# The Identity Elements

## 2.1 nupco Brand Marque

The nupco brand marque is designed to epitomise our brand values and essence, it is one of the most valuable assets of our company. It provides the legal trademark and represents our service quality assurance.



1/2 X

X

1/2 X

## 2.0 The Identity Elements

### 2.1 nupco Brand Marque

#### 2.1.1 Overview

nupco English brand marque, variations and clear space



Full colour



Reverse colour



White



Black



Clear space

nupco Arabic brand marque, variations and clear space



Full colour



Reverse colour



White



Black



Clear space

nupco Dual language brand marque, variations and clear space



Full colour



Reverse colour



White



Black



Clear space

## 2.0 The Identity Elements

### 2.1 nupco Brand Marque

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#### 2.1.2 nupco Brand Marque

Our brand marque is an important and unique asset. It's the one thing which singularly identifies us. It's important that we apply our brand marque whenever we use it. Our brand marque and the following principles for application must be respected, whether it is used alone to identify something as ours, or used as our signature in communications.



nupco

## 2.0 The Identity Elements

### 2.1 nupco Brand Marque

#### 2.1.3 English Marque

Our English brand marque is available in four colour variations: full colour, reverse colour, white and black colour. The English brand marque should be used on all the nupco communications targeting our English speaking audience. nupco brand communication like advertising, marketing, customer and employee communications. All the versions of the brand marque are available in the artwork supplied with these guidelines.



Full colour



Reverse colour



Minimum Size

Print: 20 mm  
Digital: 60 pixels



White



Black

## 2.0 The Identity Elements

### 2.1 nupco Brand Marque

#### 2.1.4 English Marque Clear Space

The clear space area is the exclusion zone around our brand marque. It is this safe area that maintains our logo visibility and separates it from other elements. No other piece of art or layout edge should come within this area. The clear space helps maintain the impact and integrity of our brand marque and ensures consistent, high-quality results. When possible, additional clear space is preferred. The clear space is measured using the height of the icon in the nupco brand marque.



Clear Space

## 2.0 The Identity Elements

### 2.1 nupco Brand Marque

#### 2.1.5 Arabic Marque

Our Arabic brand marque is available in four colour variations: full colour, reverse colour, white and black colour. The Arabic brand marque should be used on all the nupco communications targeting our Arabic speaking audience. nupco brand communication like advertising, marketing, customer and employee communications. All the versions of the brand marque are available in the artwork supplied with these guidelines.



Full colour



Reverse colour



Minimum Size

Print: 20 mm  
Digital: 60 pixels



White



Black

## 2.0 The Identity Elements

### 2.1 nupco Brand Marque

#### 2.1.6 Arabic Marque Clear Space

The clear space area is the exclusion zone around our brand marque. It is this safe area that maintains our logo visibility and separates it from other elements. No other piece of art or layout edge should come within this area. The clear space helps maintain the impact and integrity of our brand marque and ensures consistent, high-quality results. When possible, additional clear space is preferred. The clear space is measured using the height of the icon in the nupco brand marque.



Clear Space

## 2.0 The Identity Elements

### 2.1 nupco Brand Marque

#### 2.1.7 Dual Language Marque

Our dual language brand marque is available in four colour variations: full colour, reverse colour, white and black colour. The dual language brand marque should be used on all the nupco communications targeting our audience in general. nupco brand communication like advertising, marketing, customer and employee communications. All the versions of the brand marque are available in the artwork supplied with these guidelines.



Full colour



Reverse colour



Minimum Size

Print: 20 mm  
Digital: 60 pixels



White



Black

## 2.0 The Identity Elements

### 2.1 nupco Brand Marquee

#### 2.1.8 Dual Language Marquee Clear Space

The clear space area is the exclusion zone around our brand marquee. It is this safe area that maintains our logo visibility and separates it from other elements. No other piece of art or layout edge should come within this area. The clear space helps maintain the impact and integrity of our brand marquee and ensures consistent, high-quality results. When possible, additional clear space is preferred. The clear space is measured using the height of the icon in the nupco brand marquee.



Clear Space

## 2.0 The Identity Elements

### 2.1 nupco Brand Marque

#### 2.1.9 Constraints

We must always ensure that we follow the nupco brand guidelines consistently as even small deviations can dilute the impact of our brand. Do not attempt to recreate or alter the brand marque in any way. Here are some examples of possible violations. Digital artwork for all brand marques can be found in the artwork supplied with these guidelines.



Do not change the typography of the nupco brand marque or apply any other typographic treatments



Do not change the ratio of the nupco brand marque dimensions. The relation of the width and height should be preserved at all time.



Do not change the nupco brand marque lockup, this applies to all the elements which are part of the brand marque.



Do not apply any visual effect to nupco brand marque, like drop shadow, embossing or glow.



Do not change the colour of the nupco brand marque.



Do not use the nupco brand marque on dark background. Always maintain enough contrast.



Do not use the nupco brand marque on busy images.



Do not use the nupco brand marque on off-brand colours. Only use the approved brand colours.

## 2.0 The Identity Elements

### 2.1 nupco Brand Marque

#### 2.1.10 Constraints

We must always ensure that we follow the nupco brand guidelines consistently as even small deviations can dilute the impact of our brand. Do not attempt to recreate or alter the brand marque in any way. Here are some examples of possible violations. Digital artwork for all brand marques can be found in the artwork supplied with these guidelines.



Do not include any department or section name to the main logo



Do not write any name instead of nupco



Do not include any service or product to the main logo



Do not include any service or product to the main logo

## 2.0 The Identity Elements

### 2.1 nupco Brand Marque

#### 2.1.11 Internal Services & Systems Logos Approach



To create a logo for a new system or a new service, it is necessary to communicate with the Department of Corporate Communication and Marketing

## 2.2 nupco Brand Architecture

nupco's portfolio of brands are critical in enabling nupco to deliver on its purpose. They are important 'proof points'.

Therefore our brand architecture strategy ensures that they are strongly associated with nupco so that they help build nupco's reputation.



## 2.0 The Identity Elements

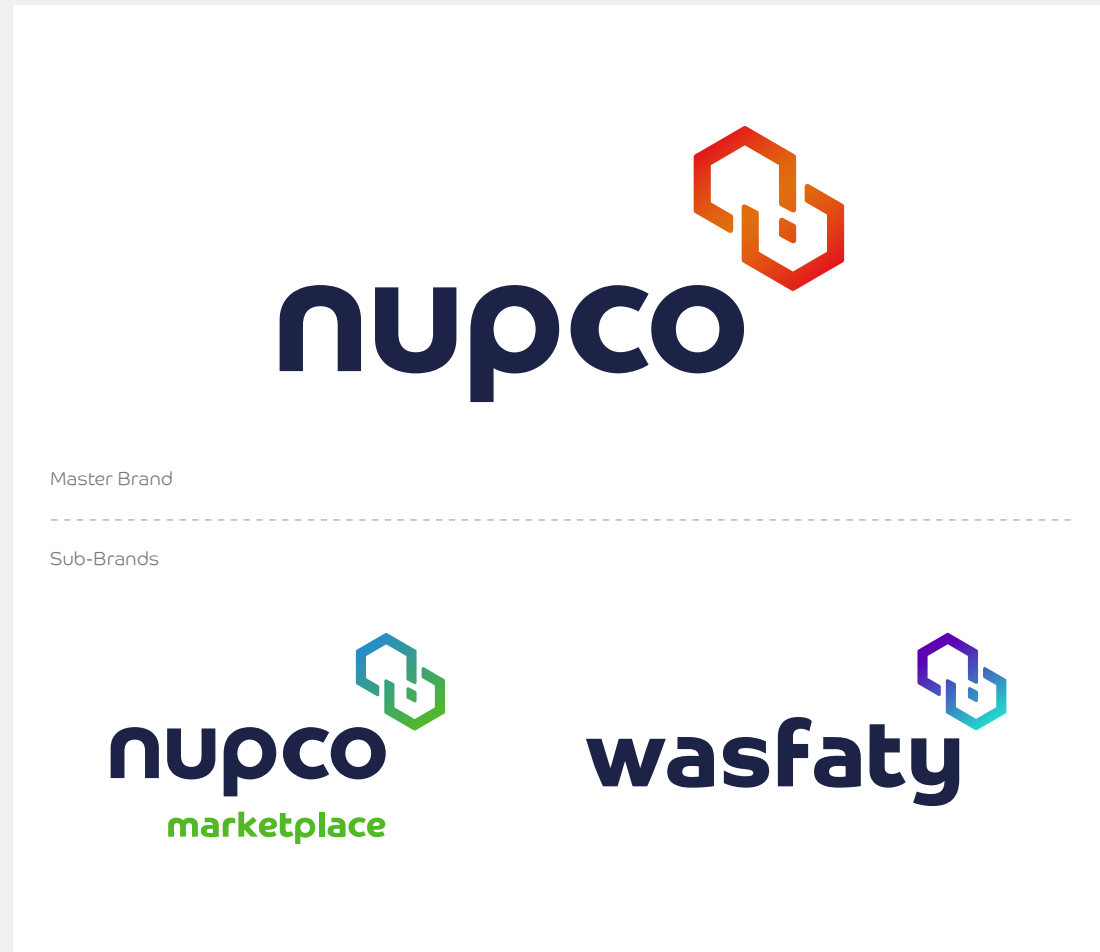
### 2.2 nupco Brand Architecture

#### 2.2.1 Overview

nupco is a predominately a monolithic brand. It provides many services and solutions, however we do not brand these services, they are from nupco. This allows nupco to create a greater ecosystem, cross sell its services and bundle them to create stronger value propositions.

In a few cases where the proposition is so unique and the target audience so different, we can create either a sub-brand like Wasfaty or a branded service like nupco Marketplace to improve nupco's ability to build brand relevance within that sector or amongst a particular audience.

In all cases though nupco plays the driver role.

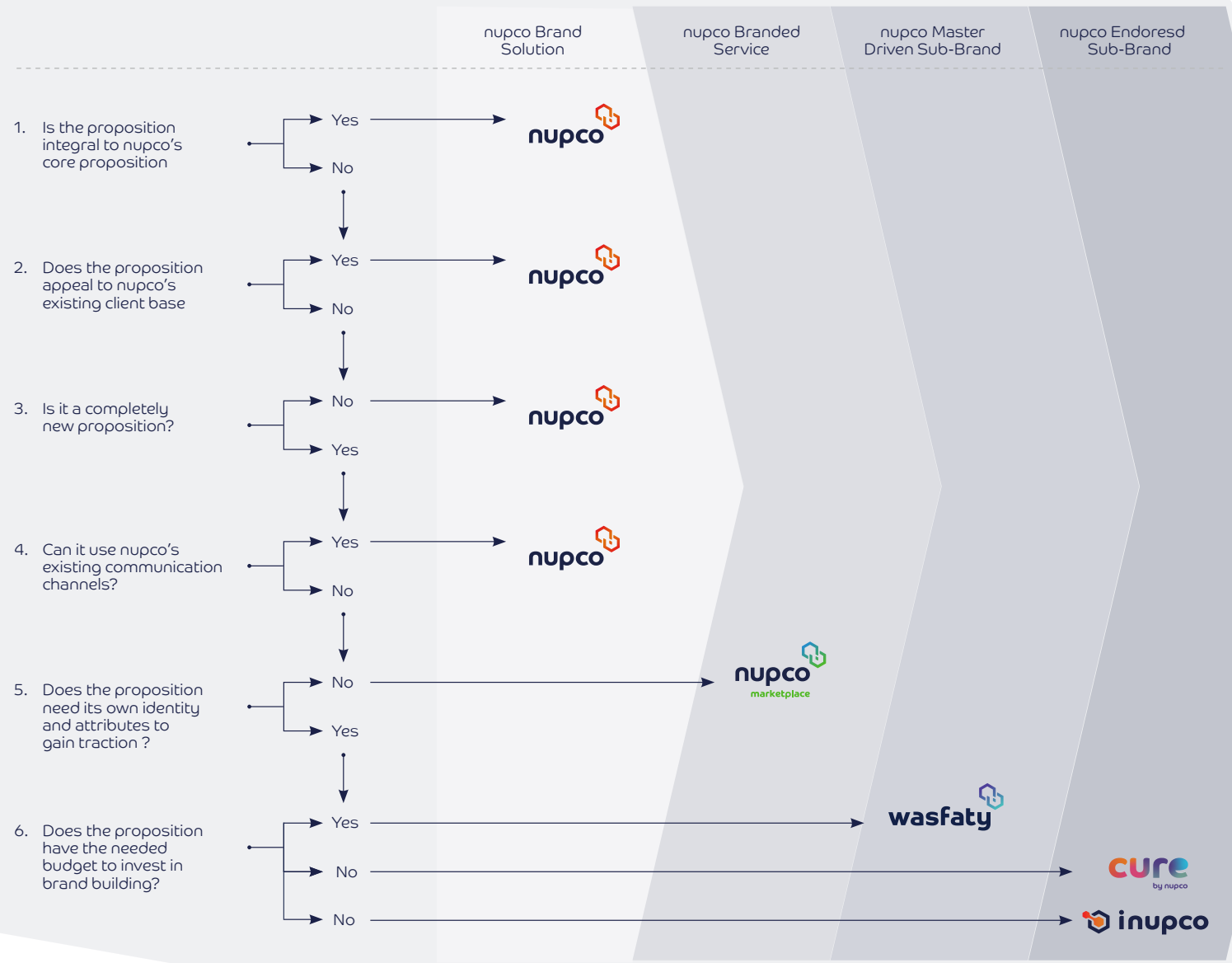


This decision tree will help guide which strategy should be considered when deciding on if a new nupco proposition should be branded or not and if so should it be a brand service or master driven sub-brand.

Please note that nupco is a monolithic brand and only in extreme cases do we consider developing either a branded service or sub-brand.

This is just a guide to help inform your thinking process.

nupco Brand Architecture Decision Tree



## 2.3 Colours

Colour is a very important element and a key identifier for our brand. In the following pages we'll see how defined colours contribute to creating an easily recognisable and distinctive identity.

2.0 The Identity Elements

2.3 Colours

2.3.1 Overview

nupco Signature Colours

Our primary signature brand colours are the key identifiers for nupco, and are used in our brand marque. They should be used in all communications.

nupco Accent Colours

Our accent brand colours provide richness and variety when we need to use additional colours. They can help identify information, create additional colours for imagery and environmental designs. They must be used as a secondary choice and in conjunction with our primary colours.

nupco Sub-Brands Colour

Beside the use of nupco’s signature dark blue, both nupco’s Sub-Brands (nupco Marketplace and Wasfaty) are differentiated by using unique colours to them.

White

White is integral to our identity system. It is practical and neutral, bringing balance, clarity and simplicity to our colourful brand.

nupco Signature Colours	nupco Dark Blue
	nupco Red
	nupco Orange
	nupco Gradient
nupco Accent Colours	nupco Maroon
	nupco Purple
	nupco Blue
	nupco Green
	nupco Yellow
Marketplace Brand Colours	nupco Gray
	nupco Dark Blue
	Marketplace Blue
	Marketplace Green
	Marketplace Gradient
Wasfaty Brand Colours	nupco Dark Blue
	Wasfaty Aqua
	Wasfaty Purple
	Wasfaty Gradient

## 2.0 The Identity Elements

### 2.3 Colours

#### 2.3.2 nupco Signature Colours

Our signature colours are a key element of our visual system. They differentiate us visually among our competitors and make our communication unique.

The technical information in this section is very specific and needs to be followed carefully.

1. For three colour or less offset printing use the Pantone values.
2. For four colour offset printing use the CMYK values.
3. For digital communication use RGB or HTML values.

nupco Dark Blue

# Pantone 280 C

CMYK 100 91 40 43

RGB 28 35 70

HTML 1C2346

nupco Red

# Pantone 1795 C

CMYK 0 98 100 0

RGB 227 21 28

HTML E3151C

nupco Orange

# Pantone 152 C

CMYK 7 65 100 1

RGB 224 110 14

HTML E06E0E

## 2.0 The Identity Elements

### 2.3 Colours

#### 2.3.3 nupco Signature Gradient

Our signature red and orange colours are used to create a gradient mix that is unique to nupco.

The nupco signature gradient is used to colour the Lozenge graphic and other graphic elements in nupco visual identity system.

For different purposes, the signature gradient can be formed in two ways:

- Using solid colours.
- Using solid colours with transparency (mainly to overlay images).

The technical information in this section is very specific and needs to be followed carefully.

1. For four colour offset printing use the CMYK values.
2. For digital communication use RGB or HTML values.

Never use Pantone values to create gradient colours, as it will create inconsistent result.

### nupco Signature Gradient Using solid colours



### nupco Signature Gradient using solid colours with transparency

Our accent colours provide richness and variety when we need to use additional colours. They can help identify information, create additional colours for imagery and environmental designs.

They must be used as a secondary choice and in conjunction with our signature colours.

The technical information in this section is very specific and needs to be followed carefully.

- 1. For three colour or less offset printing use the Pantone values.
- 2. For four colour offset printing use the CMYK values.
- 3. For digital communication use RGB or HTML values.

Nupco Maroon

Pantone 7637 CP

CMYK 28 100 74 21  
RGB 157 11 53  
HTML 902333

Nupco Purple

Pantone 4083 CP

CMYK 50 67 0 0  
RGB 151 102 202  
HTML 9766ca

Nupco Light Blue

Pantone 2382 CP

CMYK 78 26 6 0  
RGB 0 151 202  
HTML 0097ca

Nupco Green

Pantone 2303 CP

CMYK 46 0 100 0  
RGB 152 203 51  
HTML 98cb33

Nupco Yellow

Pantone 7406 CP

CMYK 2 7 87 0  
RGB 255 226 59  
HTML ffe23b

Nupco Gray

Pantone Cool Gray 9 CP

CMYK 49 40 40 4  
RGB 137 137 137  
HTML 898989

2.0 The Identity Elements

2.3 Colours

2.3.5 nupco Colour Balance

The colour balance and proportion across all nupco communications is important in order to maintain a consistent visual look and feel.

The percentage examples on this page illustrate how the colours may be used in different situations and applications:

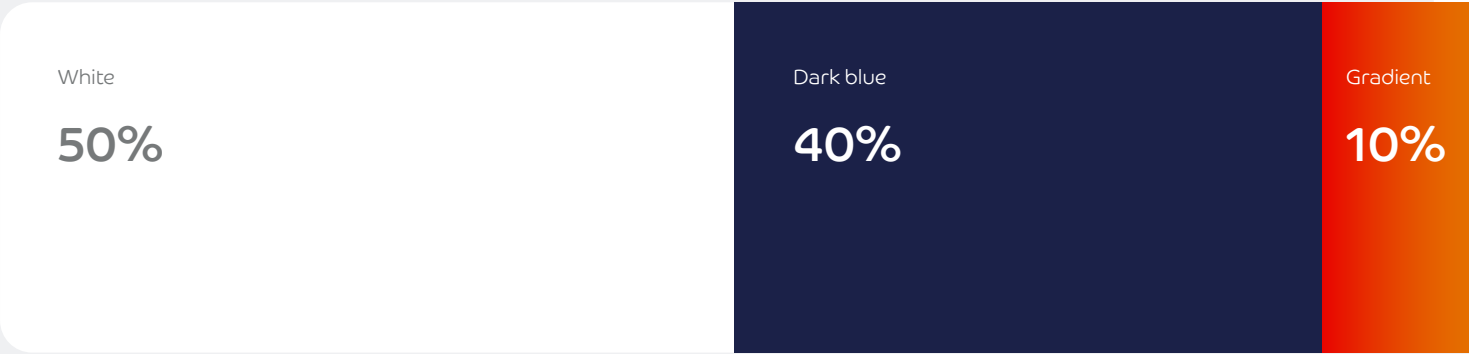
- a. Signature dark blue and gradient
- b. White, signature dark blue and gradient
- c. Image, signature dark blue, signature gradient and accent colours

Adhering to these principles will allow us to use colour as a powerful branding element to maintain a consistent visual language.

a. Signature dark blue and gradient



b. White, signature dark blue and gradient



c. Image, signature dark blue, signature gradient and accent colours



## 2.0 The Identity Elements

### 2.3 Colours

#### 2.3.6 Marketplace Colours

Our Marketplace Sub-brand colours are selected to differentiate the Marketplace communication.

The technical information in this section is very specific and needs to be followed carefully.

1. For three colour or less offset printing use the Pantone values.
2. For four colour offset printing use the CMYK values.
3. For digital communication use RGB or HTML values.

nupco Dark Blue

# Pantone 280 C

CMYK 100 91 40 43

RGB 28 35 70

HTML 1C2346

Marketplace Green

# Pantone 368 C

CMYK 68 0 100 0

RGB 82 185 38

HTML 52B926

Marketplace Blue

# Pantone 2925 C

CMYK 78 33 0 0

RGB 36 140 204

HTML 248CCC

## 2.0 The Identity Elements

### 2.3 Colours

#### 2.3.7 Marketplace Gradient

The Marketplace blue and green colours are used to create a gradient mix that is special to be used in the Marketplace branding.

The technical information in this section is very specific and needs to be followed carefully.

1. For four colour offset printing use the CMYK values.
2. For digital communication use RGB or HTML values.

Never use Pantone values to create gradient colours, as it will create inconsistent result.



## 2.0 The Identity Elements

### 2.3 Colours

#### 2.3.8 Marketplace Colour Balance

The colour balance and proportion across the Marketplace communications is important in order to maintain a consistent visual look and feel.

The percentage examples on this page illustrate how the colours may be used in different situations and applications:

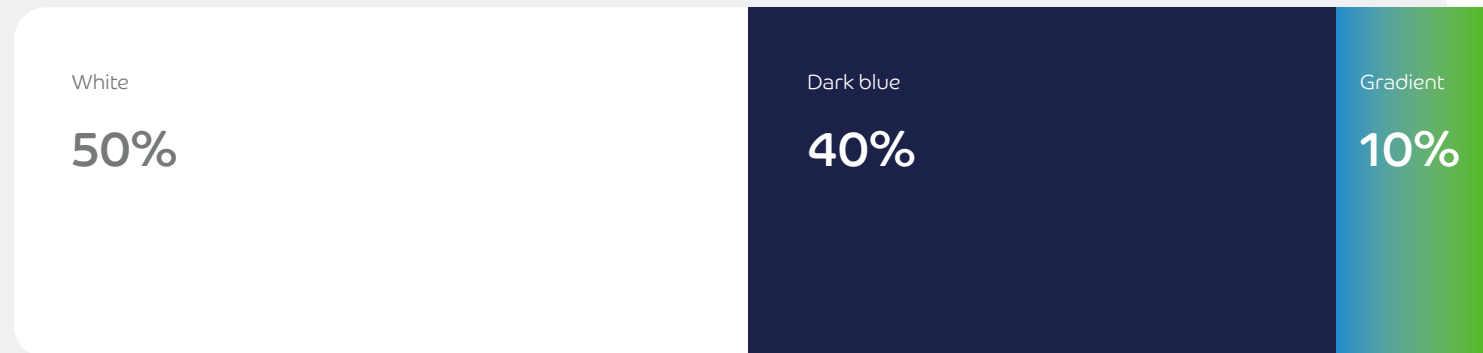
- Signature dark blue and the Marketplace gradient
- White, signature dark blue and the Marketplace gradient
- Image, signature dark blue, and the Marketplace gradient

Adhering to these principles will allow us to use colour as a powerful branding element to maintain a consistent visual language.

a. Signature dark blue and the Marketplace gradient



b. White, signature dark blue and the Marketplace gradient



c. Image, signature dark blue, and the Marketplace gradient



## 2.0 The Identity Elements

### 2.3 Colours

#### 2.3.9 Wasfaty Colours

Our Wasfaty Sub-brand colours are selected to differentiate the Wasfaty brand communication.

The technical information in this section is very specific and needs to be followed carefully.

1. For three colour or less offset printing use the Pantone values.
2. For four colour offset printing use the CMYK values.
3. For digital communication use RGB or HTML values.

nupco Dark Blue

# Pantone 280 C

CMYK 100 91 40 43

RGB 28 35 70

HTML 1C2346

Wasfaty Aqua

# Pantone 3242 C

CMYK 64 0 30 0

RGB 36 214 204

HTML 24D6CC

Wasfaty Purple

# Pantone 267 C

CMYK 84 90 0 0

RGB 93 0 178

HTML 5D00B2

## 2.0 The Identity Elements

### 2.3 Colours

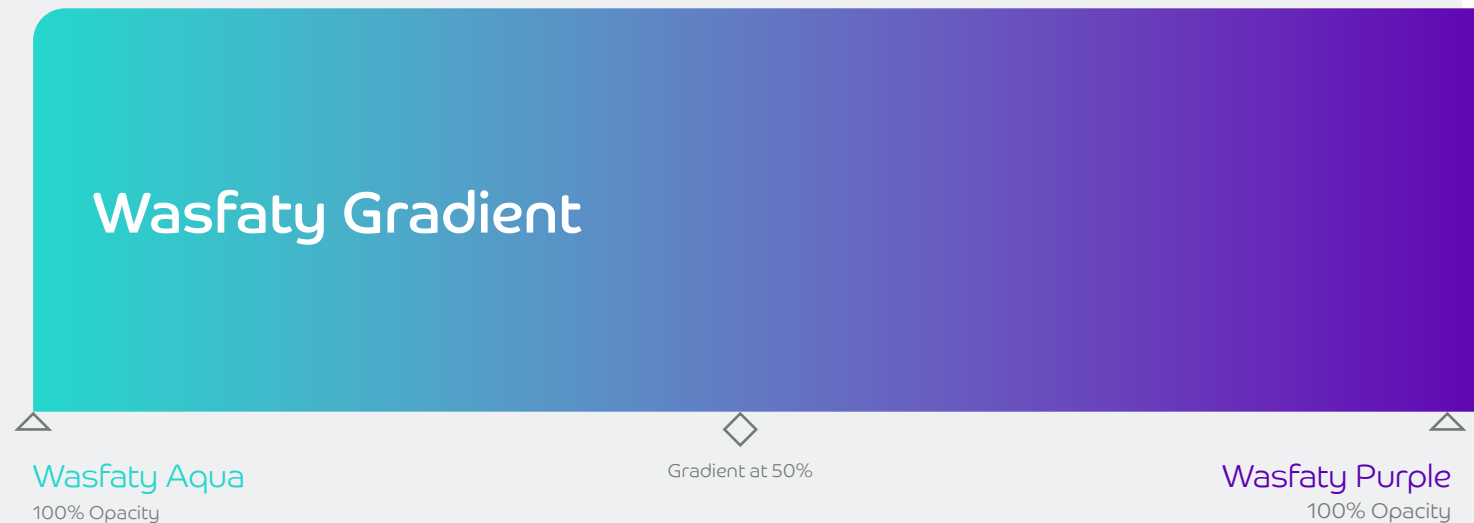
#### 2.3.10 Wasfaty Gradient

The Wasfaty aqua and purple colours are used to create a gradient mix that is special to be used in the Wasfaty branding.

The technical information in this section is very specific and needs to be followed carefully.

1. For four colour offset printing use the CMYK values.
2. For digital communication use RGB or HTML values.

Never use Pantone values to create gradient colours, as it will create inconsistent result.



The colour balance and proportion across the Wasfaty communications is important in order to maintain a consistent visual look and feel.

The percentage examples on this page illustrate how the colours may be used in different situations and applications:

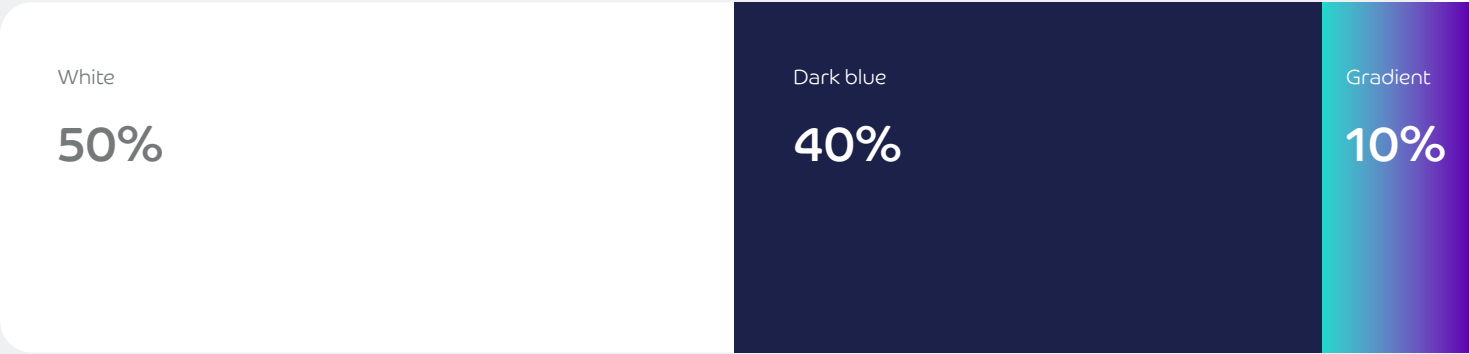
- a. Signature dark blue and the Wasfaty gradient
- b. White, signature dark blue and the Wasfaty gradient
- c. Image, signature dark blue, and the Wasfaty gradient

Adhering to these principles will allow us to use colour as a powerful branding element to maintain a consistent visual language.

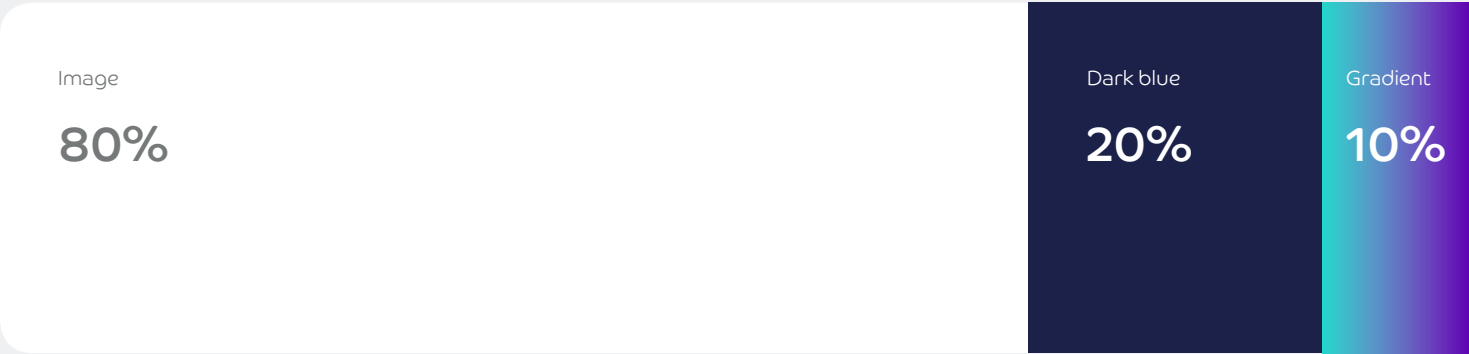
a. Signature dark blue and the Wasfaty gradient



b. White, signature dark blue and the Wasfaty gradient



c. Image, signature dark blue, and the Wasfaty gradient



## 2.4 Typography

Typography is a powerful tool in our visual identity. It helps create brand recognition and plays a significant role in aligning our communications with our brand marque. The typefaces selected to present the nupco brand match the brand personality and culture. They are innovative, modern, and approachable.

Co headline is our  
**English corporate  
typeface. It is available  
in a variety of weights.**

Our corporate English typeface is Co headline. This font sits in harmony with our brand marque. The rounded edges of the letters compliment our round brand marque. Its design and crafting are complimentary to our overall aesthetics, while being clearly identifiable as our own.

Aa Bb Cc Dc Ee  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Co Headline Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789?!. /

Co Headline Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789?!. /

Co Headline Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789?!. /

Headline

---

**Lorem Ipsum Dolor  
Sit Amet Consectetur  
Adipiscing Elit**

Headline with highlighted words

---

**Lorem Ipsum Dolor  
Sit Amet Consectetur  
Adipiscing Elit**

Body copy

---

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla in odio porttitor, bibendum enim eget, interdum elit. Duis blandit aliquet magna.

Body copy with highlighted words

---

**Lorem ipsum dolor sit amet, consectetur adipiscing elit.** Nulla in odio porttitor, bibendum enim eget, interdum elit. Duis blandit aliquet magna.

Body copy

---

**Lorem ipsum dolor sit amet, consectetur adipiscing elit.** Nulla in odio porttitor, bibendum enim eget, interdum elit. Duis blandit aliquet magna.

# كو هيدلاين هو خطنا العربي الرئيسي. وهو متوفر بالعديد من الأوزان.

Our corporate Arabic typeface is also Co Headline. It uses the same features as it's English counterpart. This font sits in harmony with our brand marque. The straight edges of the letters compliment our round brand marque. Its design and crafting are complimentary to our overall aesthetics, while being clearly identifiable as our own.

أبجد هوز حطي كلمن  
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

Co Headline Bold

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  
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠ / ! ?

Co Headline Regular

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  
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠ / ! ?

Co Headline Light

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  
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠ / ! ?

Body copy

كتب هذا النص لمحاكاة النصوص الحقيقية. وذلك باستخدام كلمات عادية تحاكي ترددات النصوص العادية، كي لا يتسبب النص الوهمي العشوائي بخداع العين أو الدماغ.

Body copy with highlighted words

كتب هذا النص لمحاكاة النصوص الحقيقية. وذلك باستخدام كلمات عادية تحاكي ترددات النصوص العادية، كي لا يتسبب النص الوهمي العشوائي بخداع العين أو الدماغ.

Body copy

كتب هذا النص لمحاكاة النصوص الحقيقية. وذلك باستخدام كلمات عادية تحاكي ترددات النصوص العادية، كي لا يتسبب النص الوهمي العشوائي بخداع العين أو الدماغ.

Headline

هذا نص للتقديم فقط  
الغرض من هذا النص أن  
يكون مقروء ولا معنى له

Headline with highlighted words

هذا نص للتقديم فقط  
الغرض من هذا النص أن  
يكون مقروء ولا معنى له

We use Tahoma for communications when it's technically not possible to use Co Headline, e.g. online or in PowerPoint.

# Tahoma is our system Font

Aa Bb Cc Dc Ee

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Tahoma Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789?!. /.

## Tahoma Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789?!. /.

We use Tahoma for communications when it's technically not possible to use Co Headline, e.g. online or in PowerPoint.

تاهوما هو خطنا الطباعي القياسي

أبجد هوز حطي كلمن

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

**Tahoma Bold**

أ ب ت ث ج ح خ د ذ ر ز س ش ص  
ط ظ ع غ ف ق ك ل م ن ه و ي  
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠ / ! ?

Tahoma Regular

أ ب ت ث ج ح خ د ذ ر ز س ش ص  
ط ظ ع غ ف ق ك ل م ن ه و ي  
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠ / ! ?

## 2.5 The Lozenge Graphic

Our Lozenge brand graphic is an essential element in our brand's visual system. It is unique to us and communicates the spirit and core essence of our brand. The elements are designed to dynamically adapt to any media.

Golden Ration

## 2.0 The Identity Elements

### 2.5 The Lozenge Graphic

#### 2.5.1 Overview

Communication



Brand graphic Usage



## 2.0 The Identity Elements

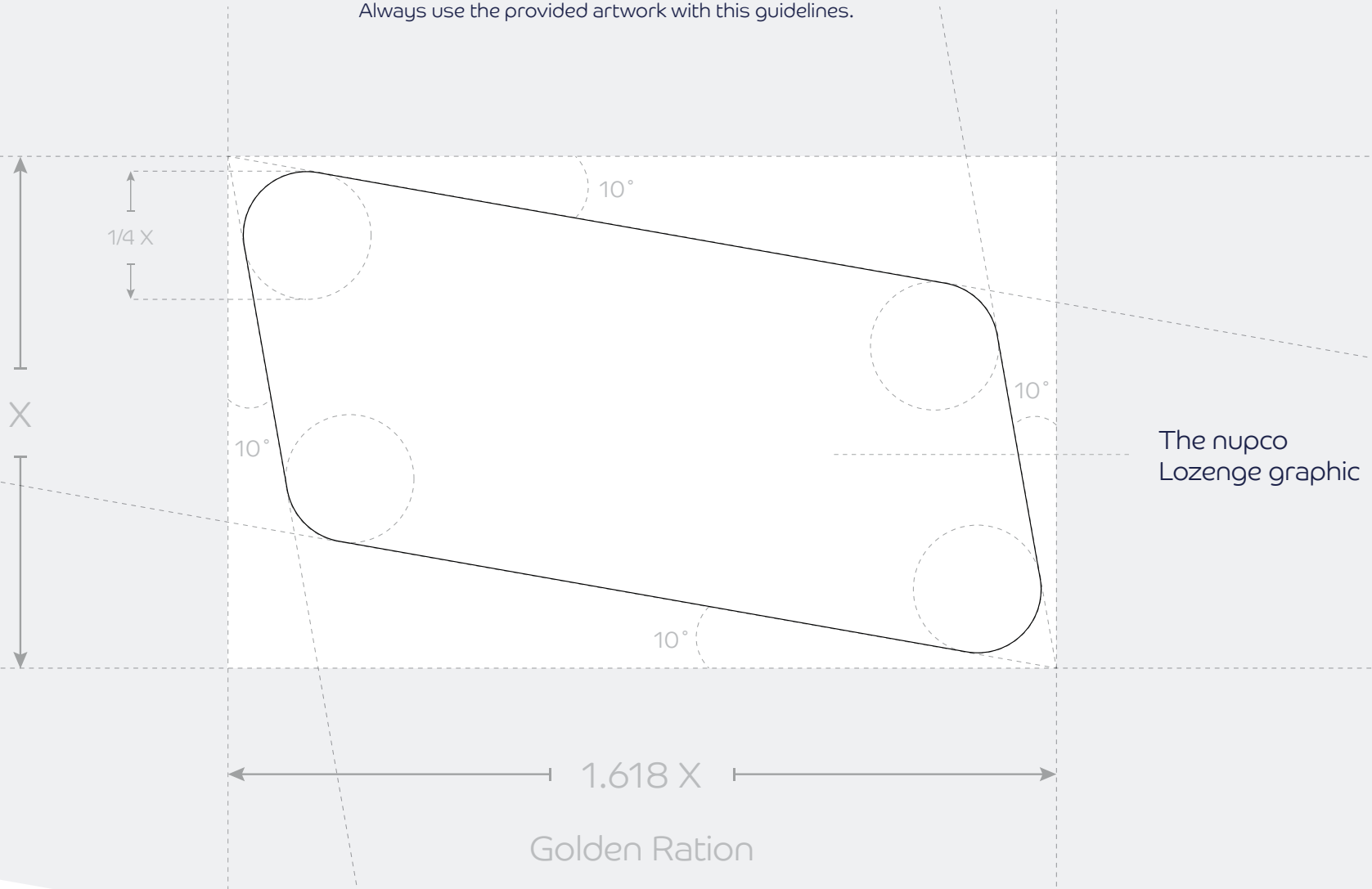
### 2.5 The Lozenge Graphic

#### 2.5.2 Creation

Our Lozenge graphic communicates being unlimited and seamless, a concept derived from our brand strategy.

The diagram provided on this page is only to demonstrate how the Lozenge graphic was geometrically created.

Always use the provided artwork with this guidelines.



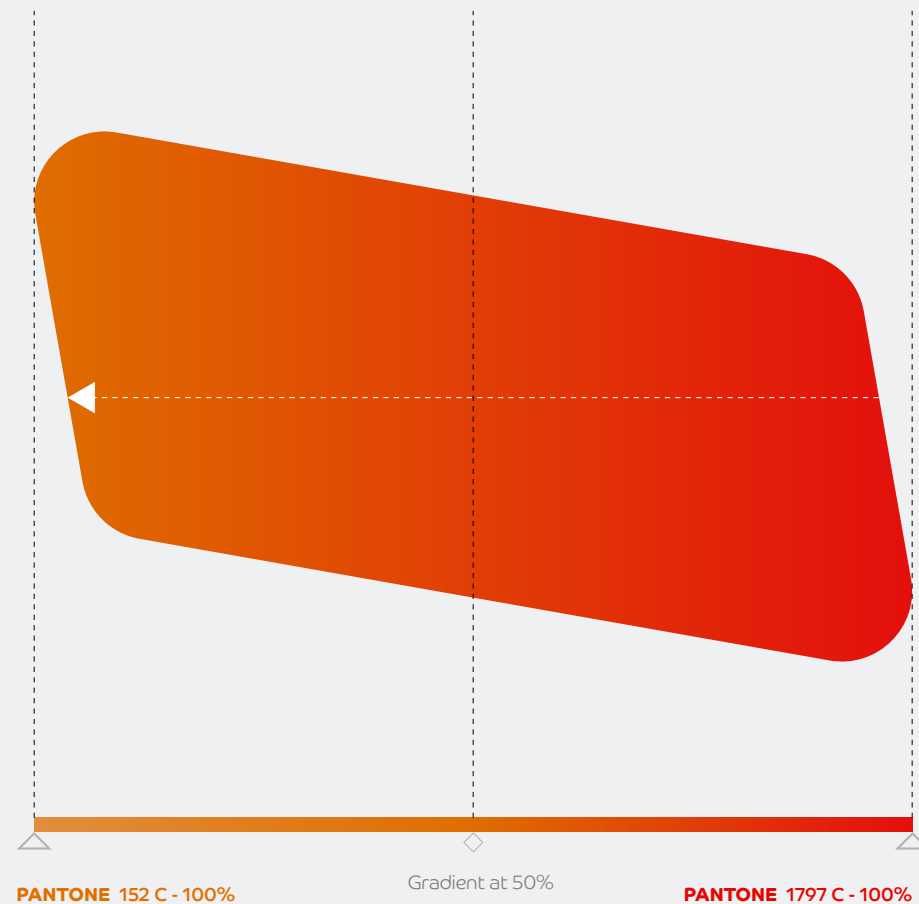
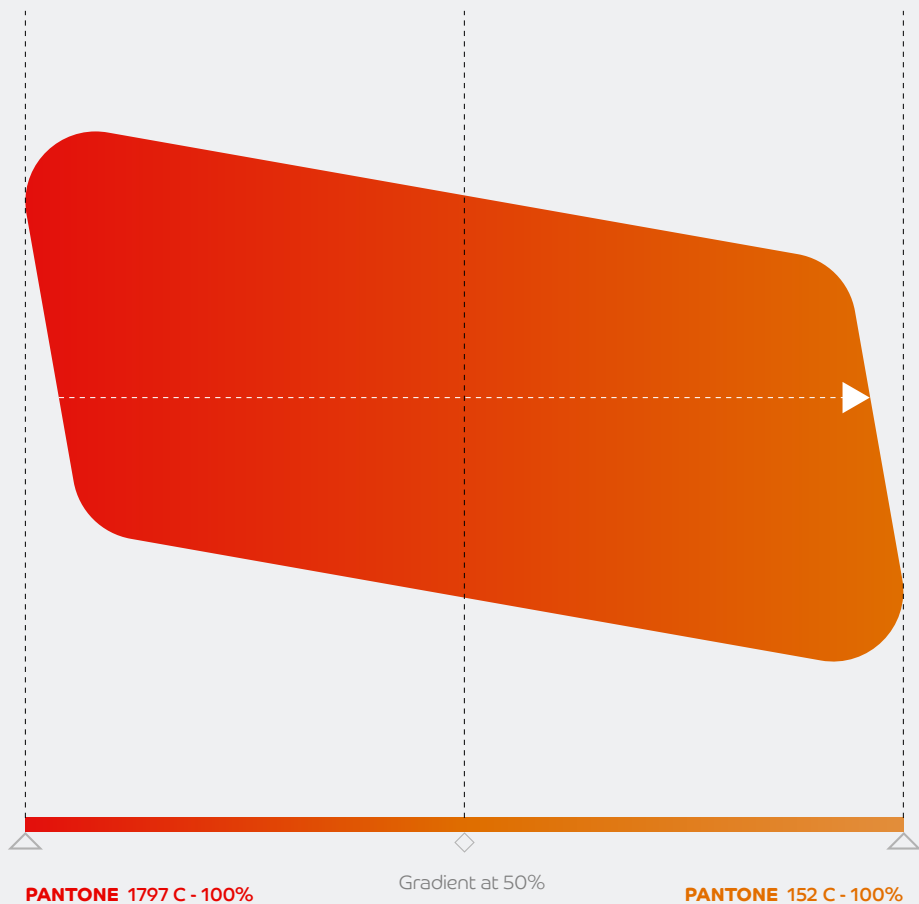
## 2.0 The Identity Elements

### 2.5 The Lozenge Graphic

#### 2.5.3 Colouring

Our Lozenge graphic uses our signature orange gradient with solid colours to complement our unique visual identity system.

Please refer to section (2.2 colour) for more technical details on colour values and usage.



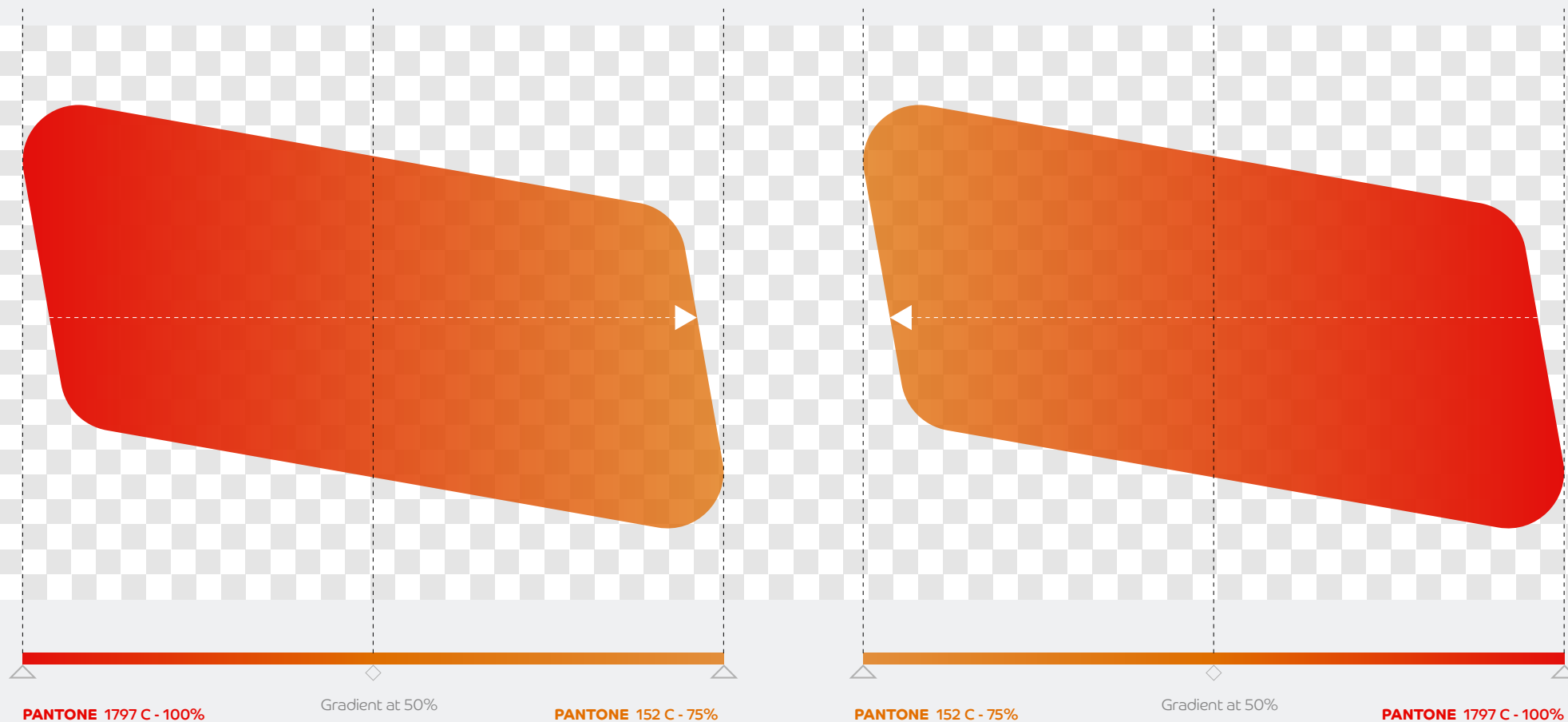
## 2.0 The Identity Elements

### 2.5 The Lozenge Graphic

#### 2.5.4 Colouring and Transparency

Also, our Lozenge graphic uses our signature orange gradient with transparent colours to overlay images in our visual identity system.

Please refer to section (2.2 colour) for more technical details on colour values and usage.



## 2.0 The Identity Elements

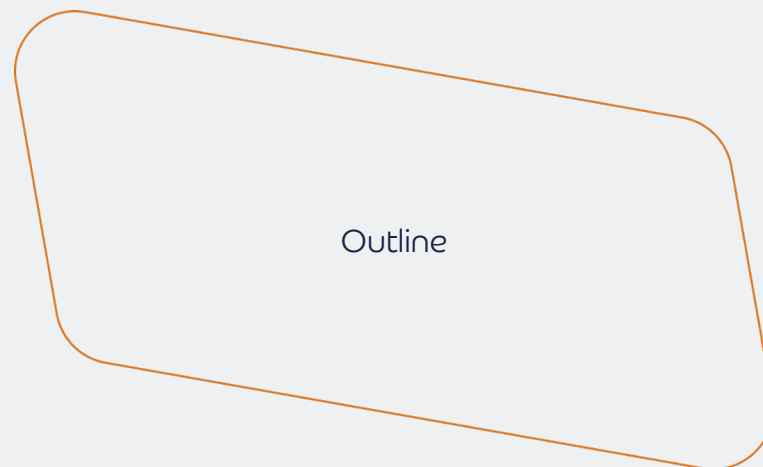
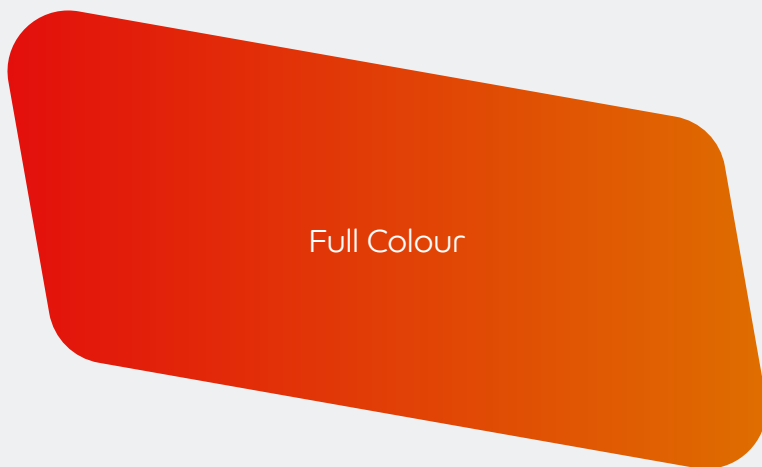
### 2.5 The Lozenge Graphic

#### 2.5.5 Variations

Beside the full colour Lozenge graphic, it is available in three more colour variations:

- nupco dark blue
- nupco orange outline
- White

Please refer to section (2.2 colour) for more technical details on colour values and usage.



## 2.0 The Identity Elements

### 2.5 The Lozenge Graphic

#### 2.5.6 Usage

Our Lozenge graphic has variations that help us to create vibrant, yet consistent visual identity system. They work with backgrounds in a specific way to establish the required balance.

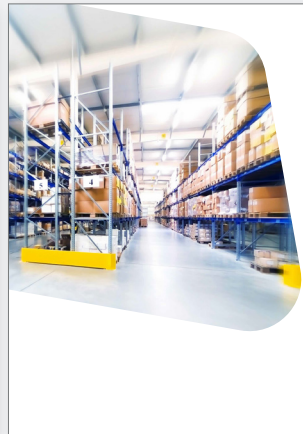
The instructions presented here are the correct way to apply the Lozenge graphic with backgrounds, and need to be followed carefully.



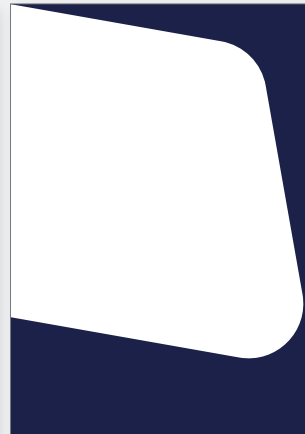
1. The Lozenge graphic - full colour, used on white background.



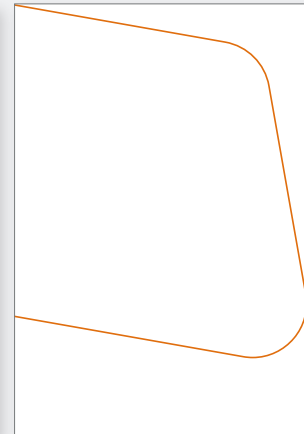
2. The Lozenge graphic - full colour with transparency, used on image background.



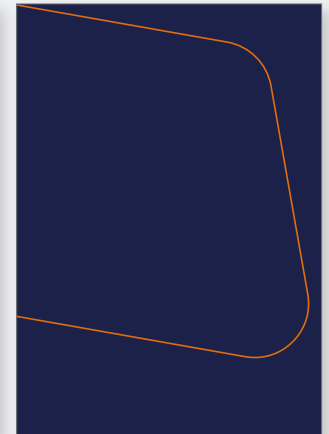
3. The Lozenge graphic - used as an image holder, applied on white background. Also, it may be applied on nupco dark blue background.



4. The Lozenge graphic - white colour, used on nupco dark blue background.



5. The Lozenge graphic - outline, used on white background.



6. The Lozenge graphic - outline, used on nupco dark blue background.

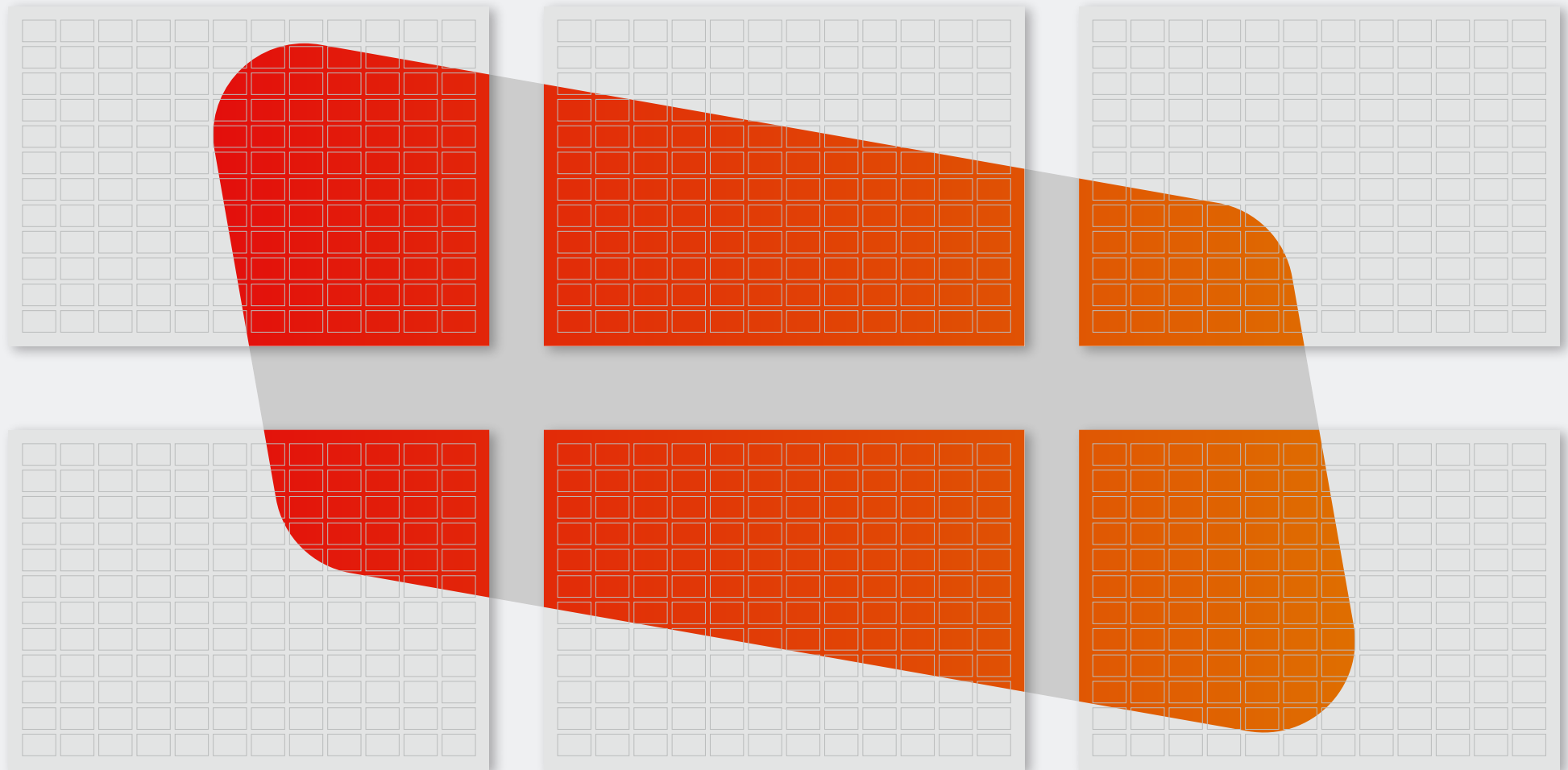
## 2.0 The Identity Elements

### 2.5 The Lozenge Graphic

#### 2.5.7 Flexibility

The Lozenge graphic can be positioned and scaled in flexible way when applied on applications. It should inspire the design and works dynamically with headlines, copy text, images, layout elements or other graphics.

This illustration shows some of the possibilities when applying the Lozenge graphic to the same application.

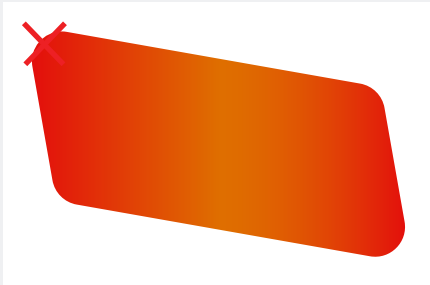


## 2.0 The Identity Elements

### 2.5 The Lozenge Graphic

#### 2.5.8 Misuse

We must always ensure that we follow the nupco brand guidelines consistently as even small deviations can dilute the impact of our brand. Do not attempt to recreate or alter the Lozenge graphic in any way. Here are some examples of possible violations. Digital artwork for all brand visual assets can be found in the artwork supplied with these guidelines.



Do not change the gradient mix properties in any way. Use only the approved versions.



Do not flip or rotate the Lozenge graphic.



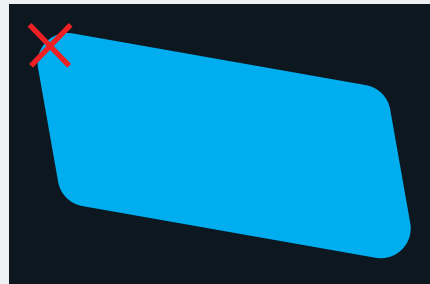
Do not change the proportions of the Lozenge graphic.



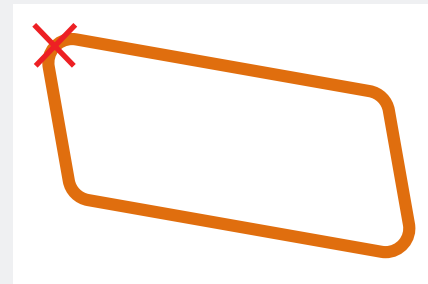
Do not apply any visual effect to the Lozenge graphic, like drop shadow, embossing or glow.



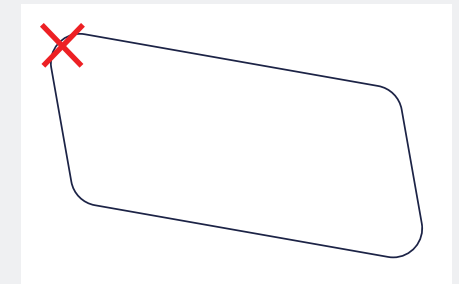
Do not change the radii of Lozenge graphic. Use only the approved versions.



Do not apply off-brand colours. Only use the approved colours for the Lozenge graphic and for the background. Use only the approved versions.



Do not change the width of the stoke in the Lozenge graphic outline variation. Use only the approved versions.



Do not change the colour of the stoke in the Lozenge graphic outline variation. Use only the approved versions.

## 2.0 The Identity Elements

### 2.5 The Lozenge Graphic

#### 2.5.9 Applications



Communication



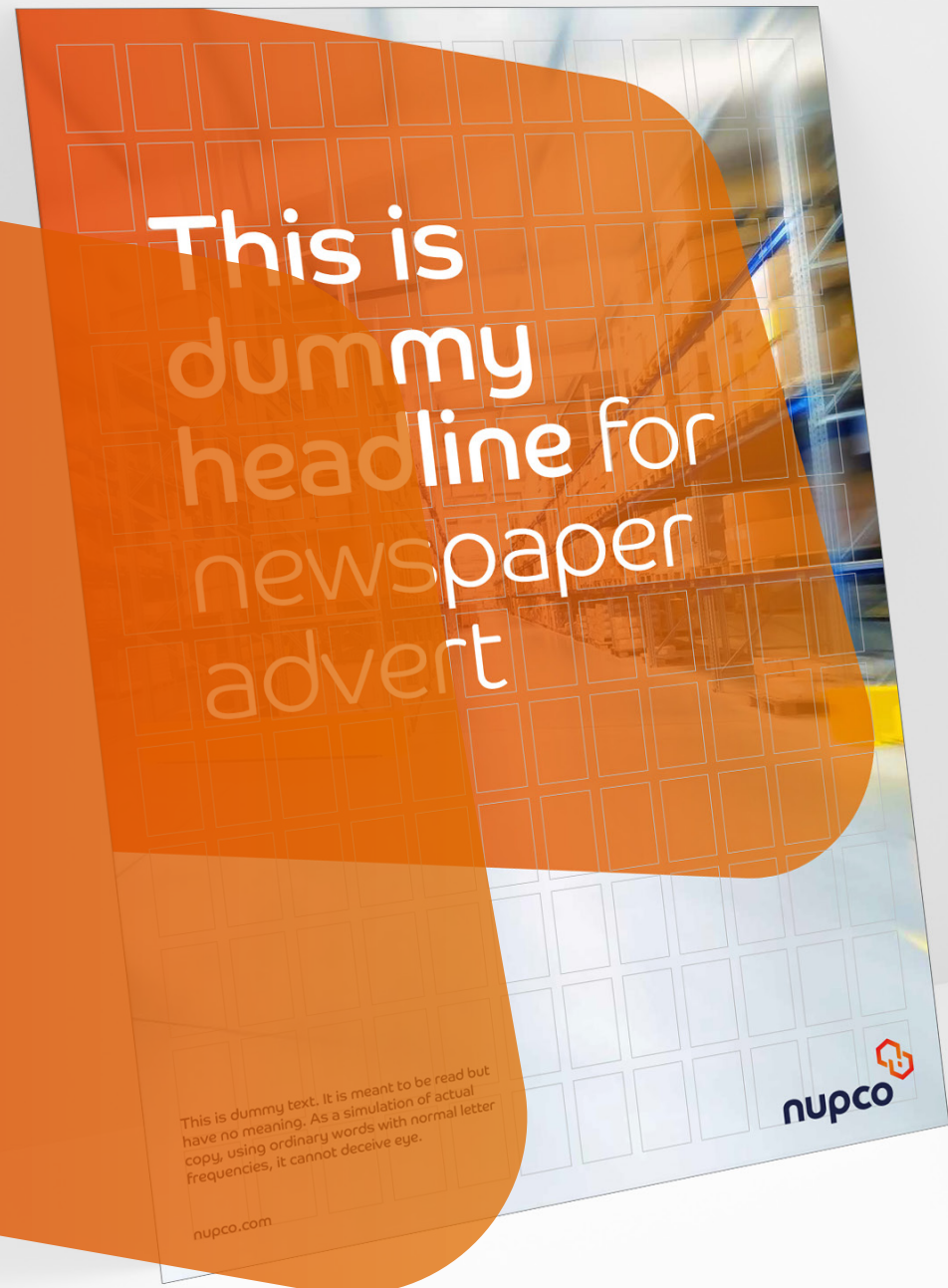
Merchandise



Environmental branding

## 2.6 Panel Grid

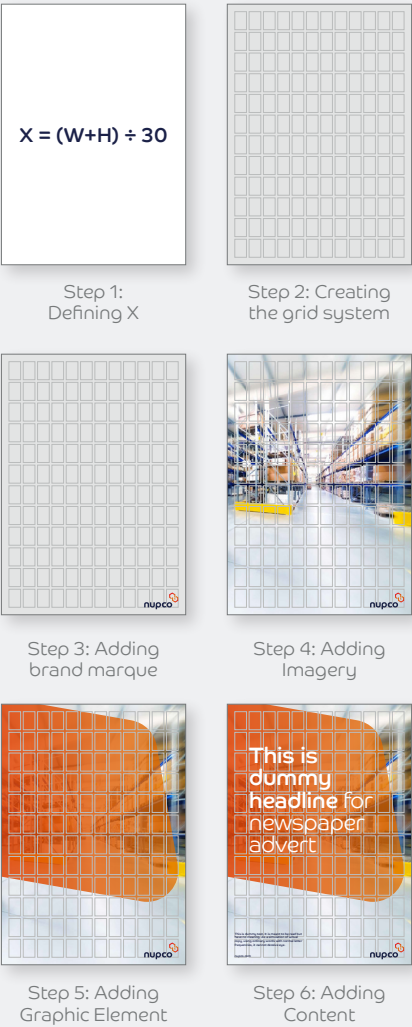
The panel grid provides a structure to our visual appearance that is instantly recognisable as nupco. It combines all the brand visual elements in a step-by-step process, while allowing maximum creative flexibility.



Panel grid variations



Panel grid creation steps



## 2.0 The Identity Elements

### 2.6 Panel Grid

#### 2.6.2 Key Elements

1. nupco Lozenge brand graphic  
A distinctive graphics that's directly related to our brand.
2. Imagery  
Imagery takes a central role in our visual system. Our panel grid puts more emphasis on imagery to help better differentiate our commercial business.
3. Headline  
Where our main message sits and can vary in size depending on the needs of the communication.
4. Communication body copy  
Where more message details sits and can vary in size depending on the needs of the communication.
5. Contact info  
Our web address and or point of contact.
6. nupco brand marque holder  
Holding element for our brand marque that can be used optionally.
7. nupco brand marque  
An expression of who we are and what we promise as a company so it always needs to be positioned in it's correct clear space to ensure visibility and prominence.



## 2.0 The Identity Elements

### 2.6 Panel Grid

#### 2.6.3 Creation Step One: Defining X

Start creating the panel grid by defining the measuring unit 'X'.

This measuring unit will be used to define all nupco panel grid elements like, the grid system, nupco brand marque size and positioning, type size and positioning etc.

Use the following formula to come up with the correct X value for communications:  
(Width + Height) ÷ 30

For example; the X value for an A4 advertising size is:  
 $X = (210 + 297) \div 30$   
 $X = 16.9 \text{ mm}$

$$X = (W+H) \div 30$$

## 2.0 The Identity Elements

### 2.6 Panel Grid

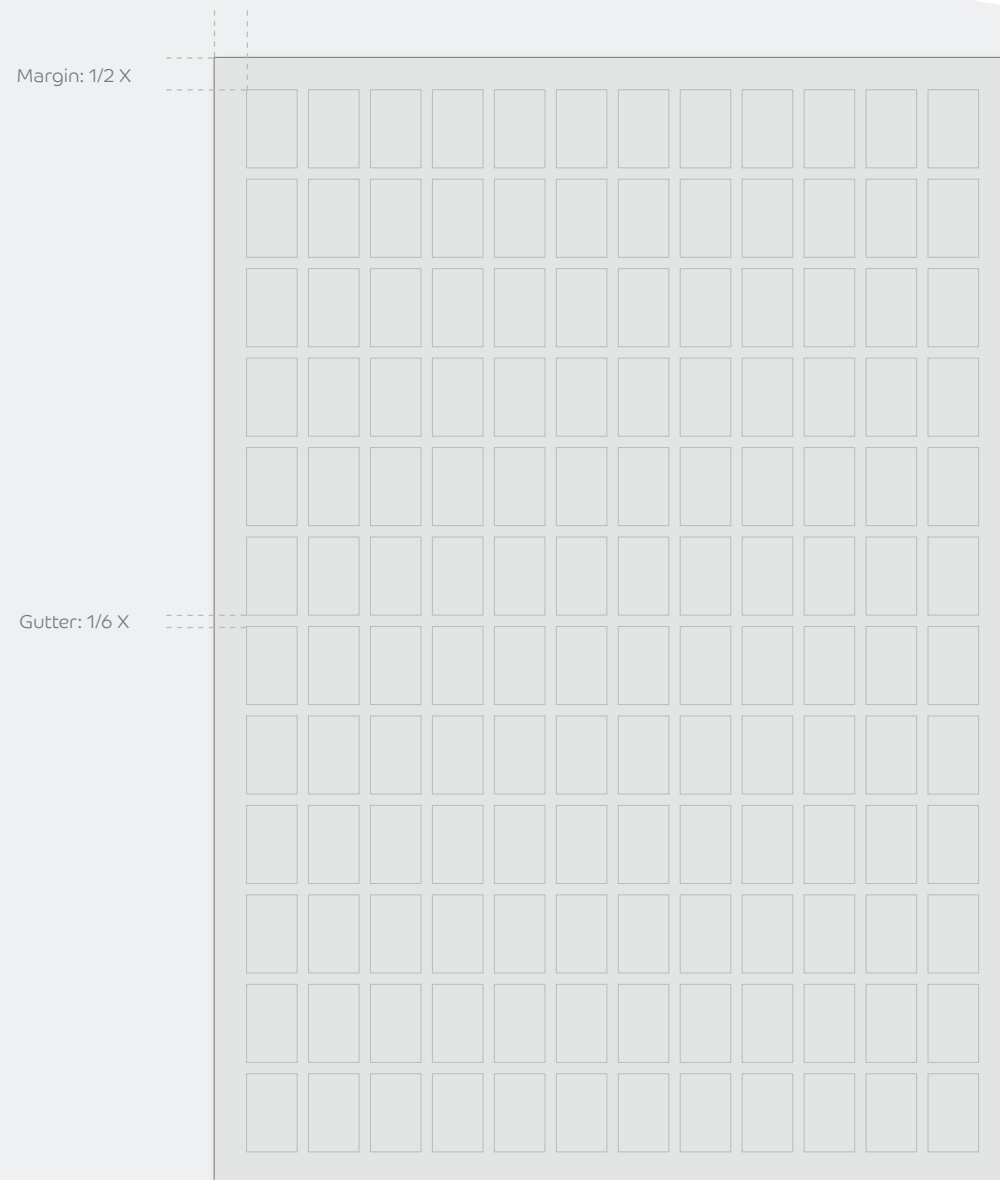
#### 2.6.4 Creation Step Two: Creating The Grid System

The grid system is the invisible structure of our communication design. It allows us to control placement consistency across all applications, by defining content areas such as visual area, text area and brand marque placement positioning.

For all normal and standard formats:  
Apply 12 rows x 12 columns.

For all extreme formats:  
(12 x 2) or (12 x 3) or (12 x 4) or  
(12 x 6) grid (or vice versa).

For the grid outer margin use  
 $\frac{1}{2}x$  from the edges, and for  
the gutter width use  $\frac{1}{6}x$ .



## 2.0 The Identity Elements

### 2.6 Panel Grid

#### 2.6.5 Creation Step Three: Brand Marque Size and Positioning

##### Sizing

The nupco brand marque size is measured by 1 X in height.

Using the formula  $(W+H) \div 30$ , the nupco brand marque size on this specific A4 grid is 16.9 mm (in height).

##### Positioning

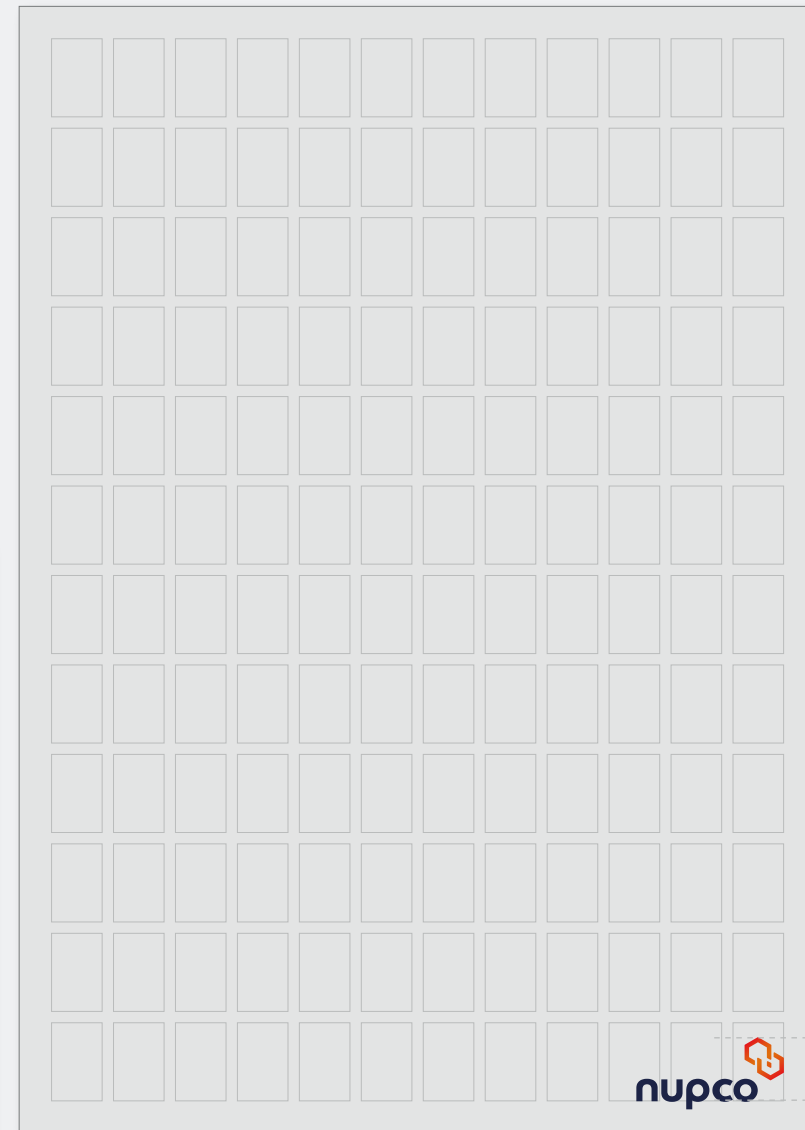
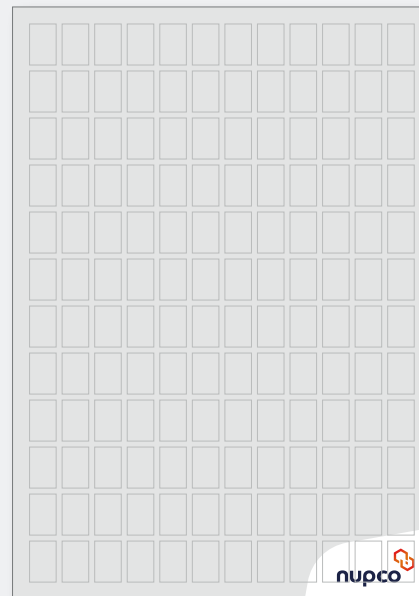
The English nupco brand marque should be placed at the top-right corner (for sign-in position), or bottom-right corner (for sign-out position).

For the Arabic brand marque, it should be placed on the left side, top or bottom.

Place the brand marque on the inner grid margin, at 1/2 X distance of the edges.

The brand marque can be placed individually, or within the holding device.

Brand marque placed within the holding device



## 2.0 The Identity Elements

### 2.6 Panel Grid

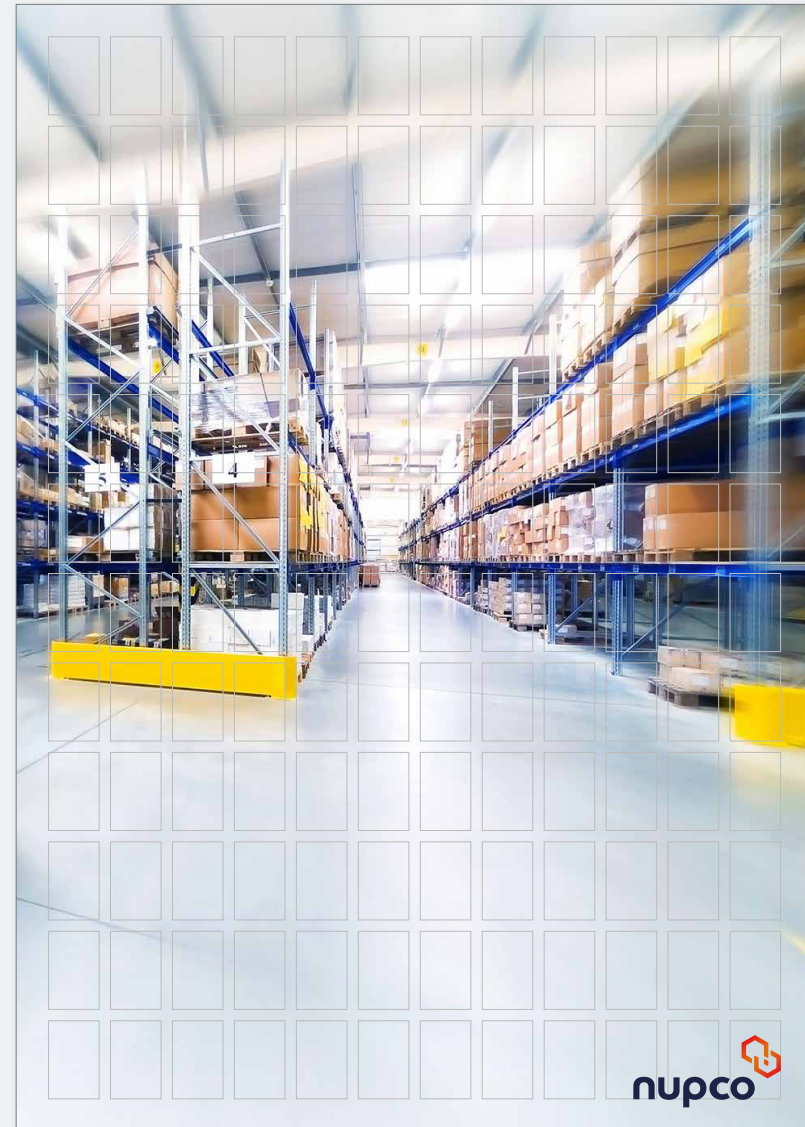
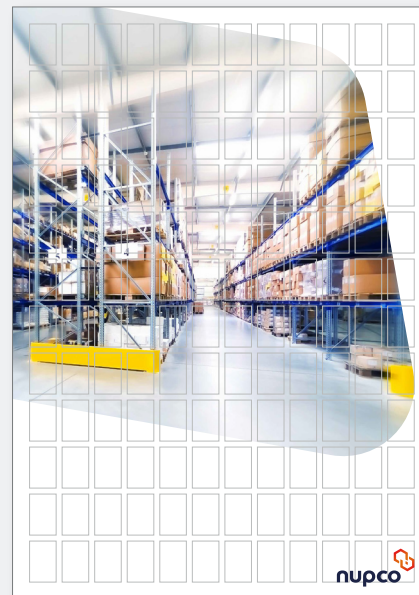
#### 2.6.6 Creation Step Four: Adding Imagery

There is two ways to add images in nupco brand visual system:

1. As a full bleed background image.
2. As a framed image in the Lozenge graphic element.

As, an optional variation of the nupco panel grid system, the communication may be copy-led (text only) as shown on page XXX.

Image placed within the Lozenge graphic element



## 2.0 The Identity Elements

### 2.6 Panel Grid

#### 2.6.7 Creation Step Five: Adding Graphic Element

The nupco Lozenge graphic element can be added to the background or as a texture on the image (only on the full bleed background image variation).

When adding the nupco graphic element, resize and position for the best visual result.



## 2.0 The Identity Elements

### 2.6 Panel Grid

#### 2.6.8 Creation Step Six: Adding Content Statement

Add the copy content to the layout. Use the grid lines for guidance.

In the main example here, the main headline should be placed within the Lozenge graphic element.

Also, the main headline maybe placed outside the Lozenge graphic element when used as image frame.

Main headline placed outside the Lozenge graphic element



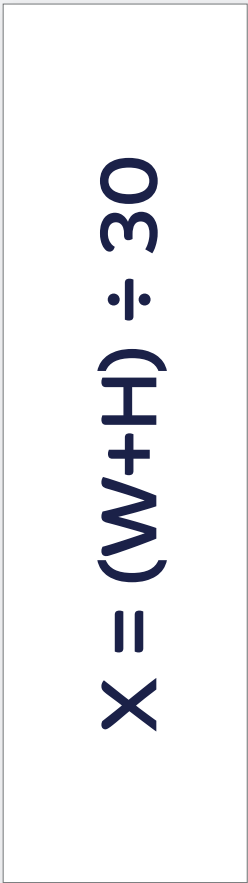
2.6 Panel Grid

2.6.9 Extreme Formats

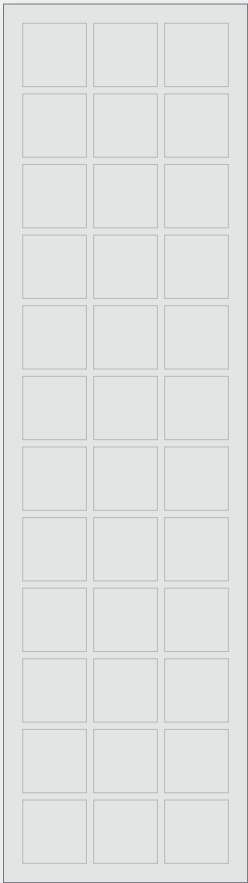
The extreme formats follow the same creation steps as the standard formats, but with more simplified Lozenge graphic element, and enlarged brand marques sizes.

The brand marque size on extreme formats may be enlarged up to 2X in height. For the purpose of the nupco brand guideline, the extreme formats defined as: the width-to-height ratio of the communication exceeds 1:2. Either horizontally or vertically.

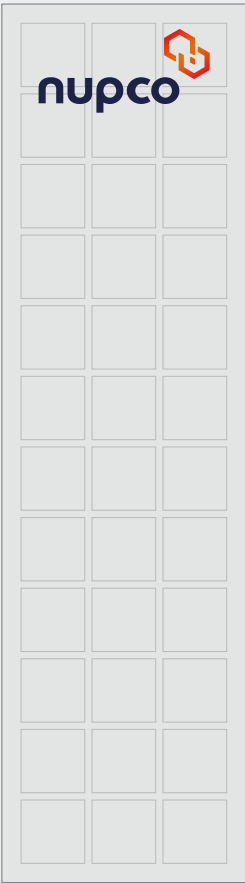
1. Defining X



2. Creating the grid system



3. Adding brand marque



4. Adding Imagery



5. Adding Graphic Element



6. Adding Content



## Section Three

# Brand Applications

## 3.1 Brand Communication

This section presents the implementation of the panel grid system on brand advertising, and allows expansion to accommodate brand communication needs.



## 3.0 Brand Applications

### 3.1 Brand Communication

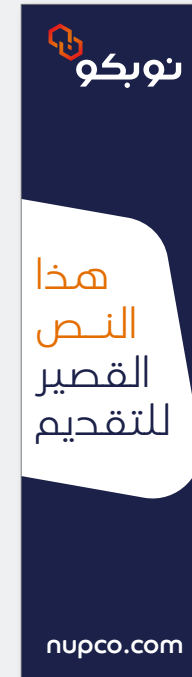
#### 3.1.1 Elements Overview



Full page newspaper ad



Half page newspaper ad



Lampost ad



Rollup banner



Web banner ad

3.0 Brand Applications

3.1 Brand Communication

3.1.2 English Newspaper  
Ad - Full Page

Grid system



Specifications

Dimensions: W330 x H550 mm  
Grid System: 12 x 12 rows  
X: (330 + 550) ÷ 30  
Margin: 1/2 x

Image with text variations



Text-only variations



## 3.0 Brand Applications

### 3.1 Brand Communication

#### 3.1.3 Arabic Newspaper Ad - Full Page

Grid system



#### Specifications

Dimensions: W330 x H550 mm

Grid System: 12 x 12 rows

X: (330 + 550) ÷ 30

Margin: 1/2 x

Image with text variations



Text-only variations



3.0 Brand Applications

3.1 Brand Communication

3.1.4 Dual Language Newspaper Ad - Full Page

Grid system



Specifications

Dimensions: W330 x H550 mm  
Grid System: 12 x 12 rows  
X: (330 + 550) ÷ 30  
Margin: 1/2 x

Image with text variations



Text-only variations



3.0 Brand Applications

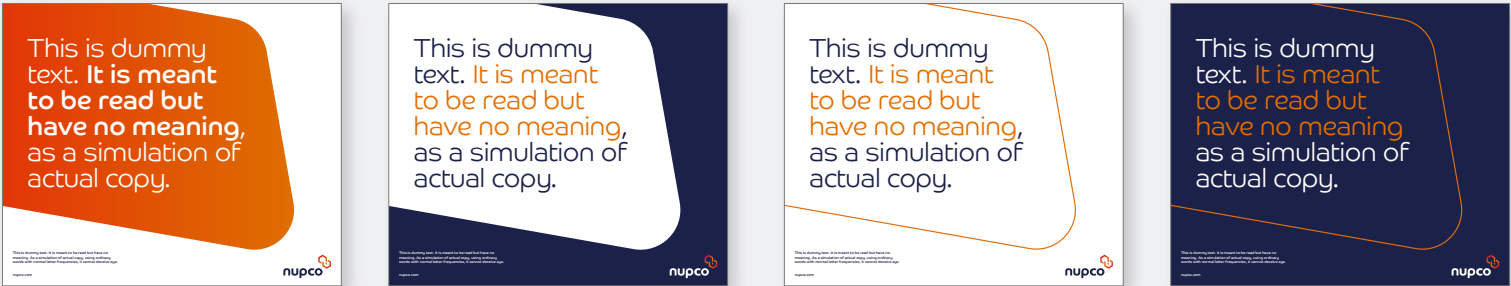
3.1 Brand Communication

3.1.5 English Newspaper  
Ad - Half Page

Grid system



Text-only variations



Specifications

Dimensions: W330 x H260 mm  
Grid System: 12 x 12 rows  
X: (330 + 260) ÷ 30  
Margin: 1/2 x

Image with text variations



### 3.0 Brand Applications

#### 3.1 Brand Communication

##### 3.1.6 Arabic Newspaper Ad - Half Page

Grid system



Text-only variations



#### Specifications

Dimensions: W330 x H260 mm

Grid System: 12 x 12 rows

X: (330 + 260) ÷ 30

Margin: 1/2 x

Image with text variations



## 3.0 Brand Applications

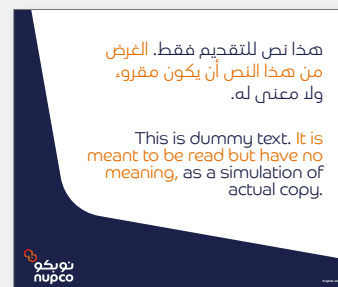
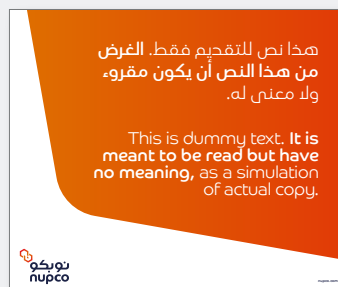
### 3.1 Brand Communication

#### 3.1.7 Dual Language Newspaper Ad - Half Page

Grid system



Text-only variations



### Specifications

Dimensions: W330 x H260 mm

Grid System: 12 x 12 rows

X: (330 + 260) ÷ 30

Margin: 1/2 x

Image with text variations



This is dummy text. It is meant  
to **be read but have no meaning,**  
as a simulation of actual copy.

nupco.com



## 3.0 Brand Applications

### 3.1 Brand Communication

#### 3.1.9 English Outdoor Ad - Rollup Banner

##### Specifications

**Dimensions:** W900 x H2000 mm

**Grid System:** 6 x 12 rows

**X:** (900 + 2000) ÷ 30

**Margin:** 1/2 x

Grid system



Image with text variations



Text-only variations



## 3.0 Brand Applications

### 3.1 Brand Communication

#### 3.1.10 Arabic Outdoor Ad - Rollup Banner

##### Specifications

**Dimensions:** W900 x H2000 mm

**Grid System:** 6 x 12 rows

**X:** (900 + 2000) ÷ 30

**Margin:** 1/2 x

Grid system



Image with text variations



Text-only variations



## 3.0 Brand Applications

### 3.1 Brand Communication

#### 3.1.11 Dual Language Outdoor Ad - Rollup Banner

##### Specifications

**Dimensions:** W900 x H2000 mm

**Grid System:** 6 x 12 rows

**X:** (900 + 2000) ÷ 30

**Margin:** 1/2 x

Grid system



Image with text variations



Text-only variations



## 3.0 Brand Applications

### 3.1 Brand Communication

#### 3.1.12 External Wasfaty Designs

Grid system



Image with text variations



Text-only variations



## 3.0 Brand Applications

### 3.1 Brand Communication

#### 3.1.13 External Wasfaty Designs - with other logo

Grid system



Image with text variations



Text-only variations



## 3.0 Brand Applications

### 3.1 Brand Communication

#### 3.1.14 External Marketplace Designs

Grid system



Image with text variations



Text-only variations



## 3.0 Brand Applications

### 3.1 Brand Communication

#### 3.1.15 External Marketplace Designs - with other logo

Grid system



Image with text variations



Text-only variations





This is dummy  
headline for  
newspaper  
advert



nupco.com

3.0 Brand Applications

3.1 Brand Communication

3.1.17 English Outdoor Ad - Lampost

Specifications

Dimensions: W250 x H900 mm  
Grid System: 3 x 12 rows  
X: (250 + 900) ÷ 30  
Margin: 1/2 x

Grid system



Image with text variations



Text-only variations



## 3.0 Brand Applications

### 3.1 Brand Communication

#### 3.1.18 Arabic Outdoor Ad - Lampost

##### Specifications

**Dimensions:** W250 x H900 mm

**Grid System:** 3 x 12 rows

**X:** (250 + 900) ÷ 30

**Margin:** 1/2 x

Grid system



Image with text variations



Text-only variations





## 3.0 Brand Applications

### 3.1 Brand Communication

#### 3.1.20 English Web Banner - 728X90 Pixel

#### Specifications

Dimensions: W728 x H90 px

Grid System: 12 x 3 rows

X:  $(728 + 90) \div 30$

Margin: 1/2 x

Grid system

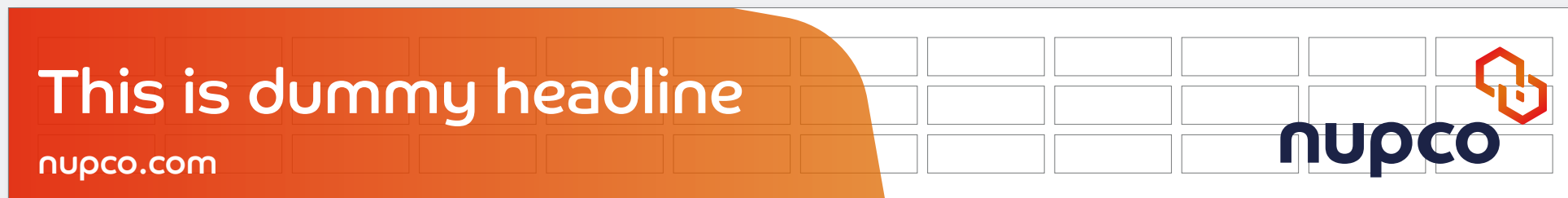
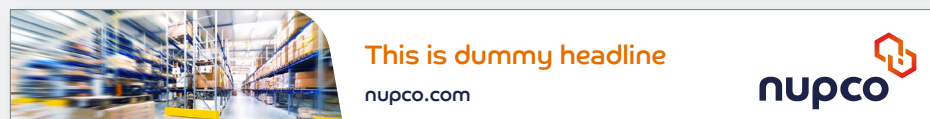


Image with text variations



Text-only variations



## 3.0 Brand Applications

### 3.1 Brand Communication

#### 3.1.21 Arabic Web Banner - 728X90 Pixel

#### Specifications

Dimensions: W728 x H90 px

Grid System: 12 x 3 rows

X: (728 + 90) ÷ 30

Margin: 1/2 x

Grid system

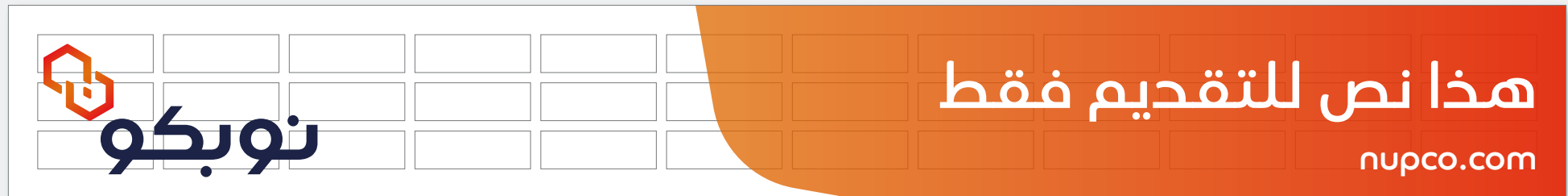


Image with text variations



Text-only variations



## 3.2 Corporate Applications

This section illustrates our corporate applications which play an important role in our overall communications system.

3.0 Brand Applications

3.2 Corporate Applications

3.2.1 Elements Overview



3.0 Brand Applications

3.2 Corporate Applications

3.2.2 Letterhead and Continuation Sheet

The nupco corporate applications had been designed in a very distinctive style which works as part of our brand.

The paper stock specified for our stationery and literature applications is: Mohawk – Strathmore – Writing – Ultimate White Wove.

Artwork should be printed in CMYK.

Specifications:

- Size: 210mm x 297mm
- Paper stock weight: 104 gsm
- Production: 4 colour printing

nupco letterhead is available as digital artwork for print production.

The nupco corporate applications must only ever be produced from master artworks supplied with these guidelines.



Letterhead



Continuation Sheet

## 3.0 Brand Applications

### 3.2 Corporate Applications

#### 3.2.3 Business Cards

##### Specifications:

**Size:** 55mm x 85mm

**Paper stock weight:** 352 gsm

**Production:** 4 colour printing,  
front and back

nupco business cards are available as  
digital artwork for print production.

The nupco corporate applications must  
only ever be produced from master  
artworks supplied with these guidelines.



Front Side



Back Side

## 3.0 Brand Applications

### 3.2 Corporate Applications

#### 3.2.4 DL Envelope

##### Specifications:

**Size:** 220mm x 110mm

**Paper stock weight:** 118 gsm

**Production:** 4 colour printing.  
Custom made

nupco DL envelope is available as digital artwork for print production.

The nupco corporate applications must only ever be produced from master artworks supplied with these guidelines.



## 3.0 Brand Applications

### 3.2 Corporate Applications

#### 3.2.5 C5 Envelope

##### Specifications:

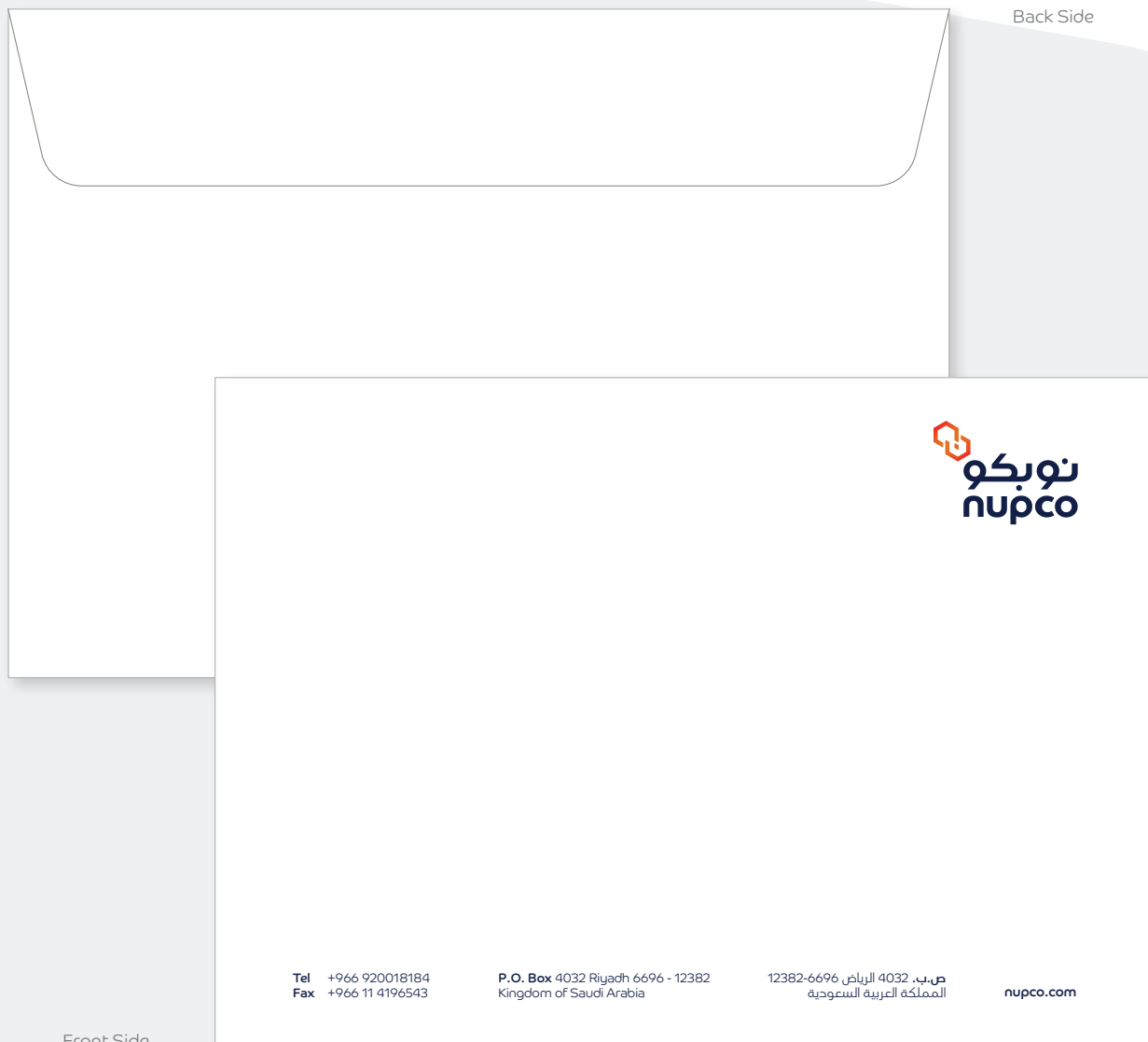
**Size:** 229mm x 162 mm

**Paper stock weight:** 118 gsm

**Production:** 4 colour printing.  
Custom made

nupco DL envelope is available as digital artwork for print production.

The nupco corporate applications must only ever be produced from master artworks supplied with these guidelines.



## 3.0 Brand Applications

### 3.2 Corporate Applications

#### 3.2.6 C4 Envelope

##### Specifications:

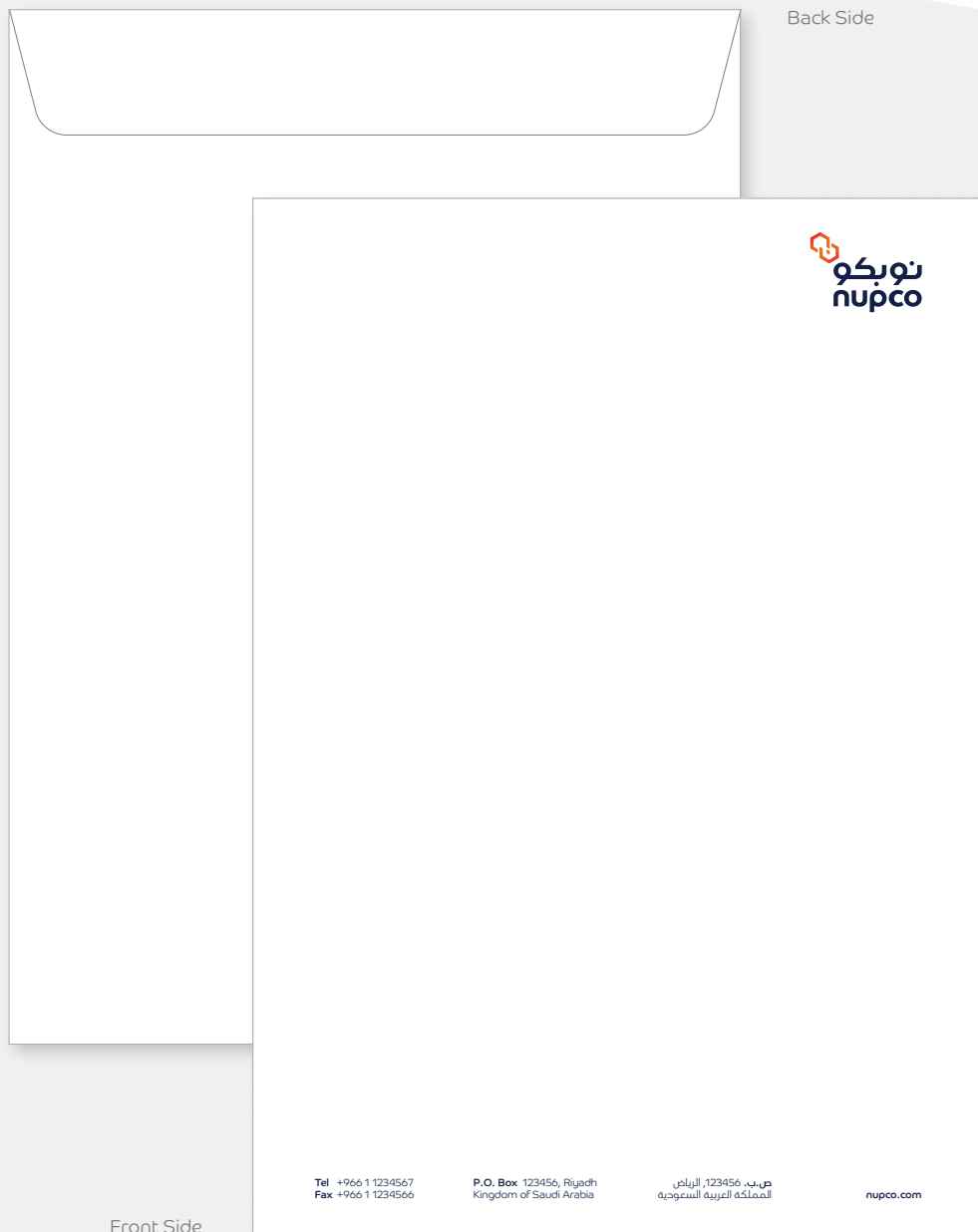
**Size:** 229 mm x 324mm

**Paper stock weight:** 118 gsm

**Production:** 4 colour printing.  
Custom made

nupco C4 envelope is available as digital artwork for print production.

The nupco corporate applications must only ever be produced from master artworks supplied with these guidelines.



3.0 Brand Applications

3.2 Corporate Applications

3.2.7 Folder

Specifications:

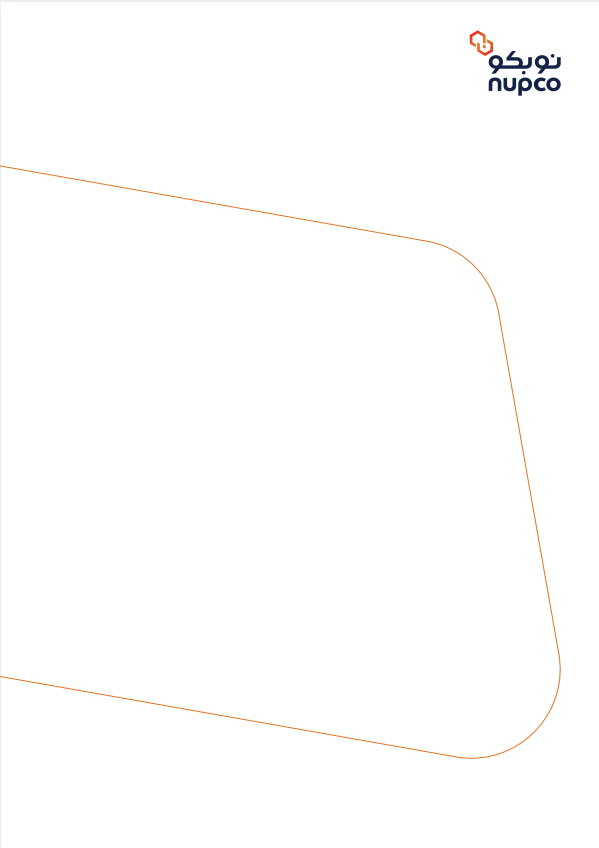
Size: 220mm x 310mm. Spine: 5mm

Paper stock weight: 352 gsm

Production: 4 colour printing. Custom made

nupco folder is available as digital artwork for print production.

The nupco corporate applications must only ever be produced from master artworks supplied with these guidelines.



Front side



Folder Inside

## 3.0 Brand Applications

### 3.2 Corporate Applications

#### 3.2.8 Notebook

##### Specifications:

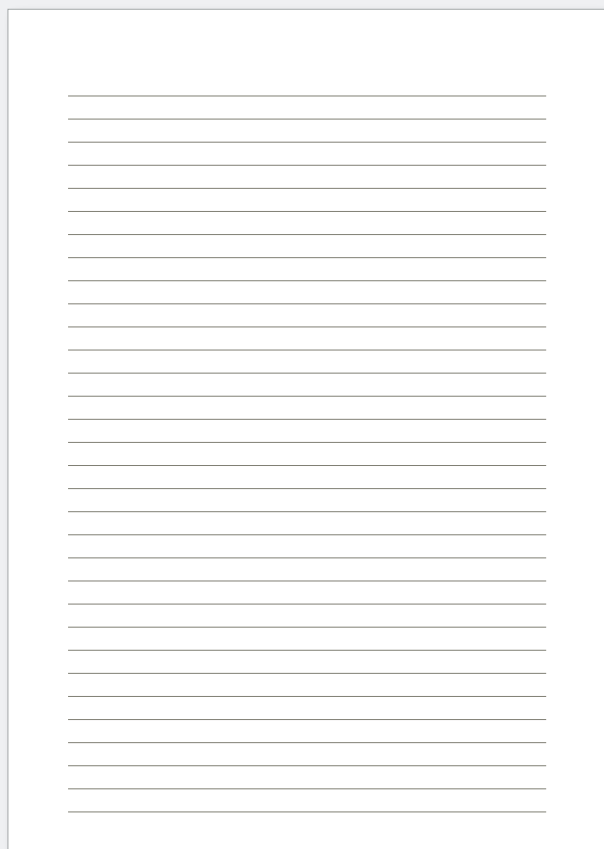
**Size:** 210mm x 297mm

**Paper stock weight:** 104 gsm (inside pages), 352 gsm (cover)

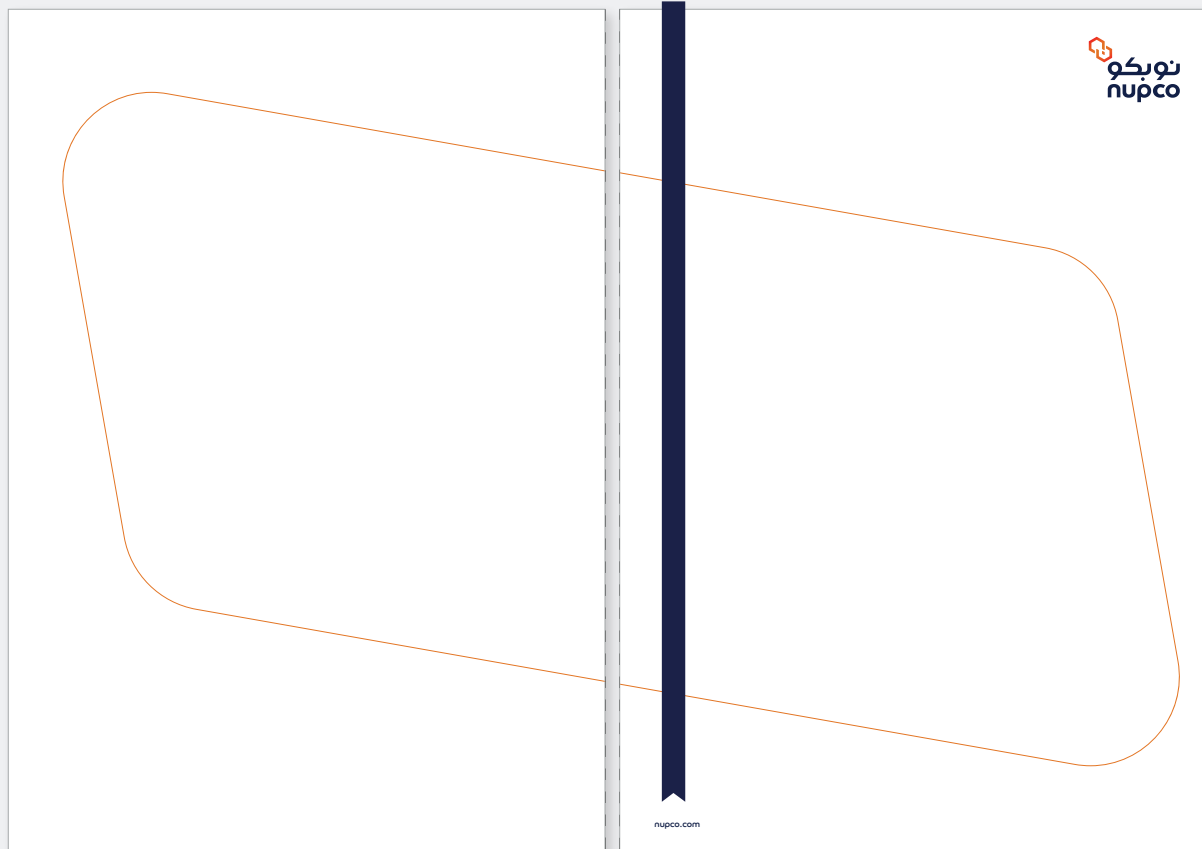
**Production:** 4 colour printing. Custom made, 160 pages maximum

nupco notebook is available as digital artwork for print production.

The nupco corporate applications must only ever be produced from master artworks supplied with these guidelines.



Inside pages



Back cover

Front cover

### 3.0 Brand Applications

#### 3.2 Corporate Applications

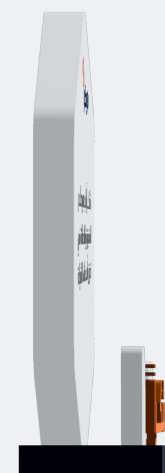
##### 3.2.9 Employee ID Card



### 3.0 Brand Applications

#### 3.2 Corporate Applications

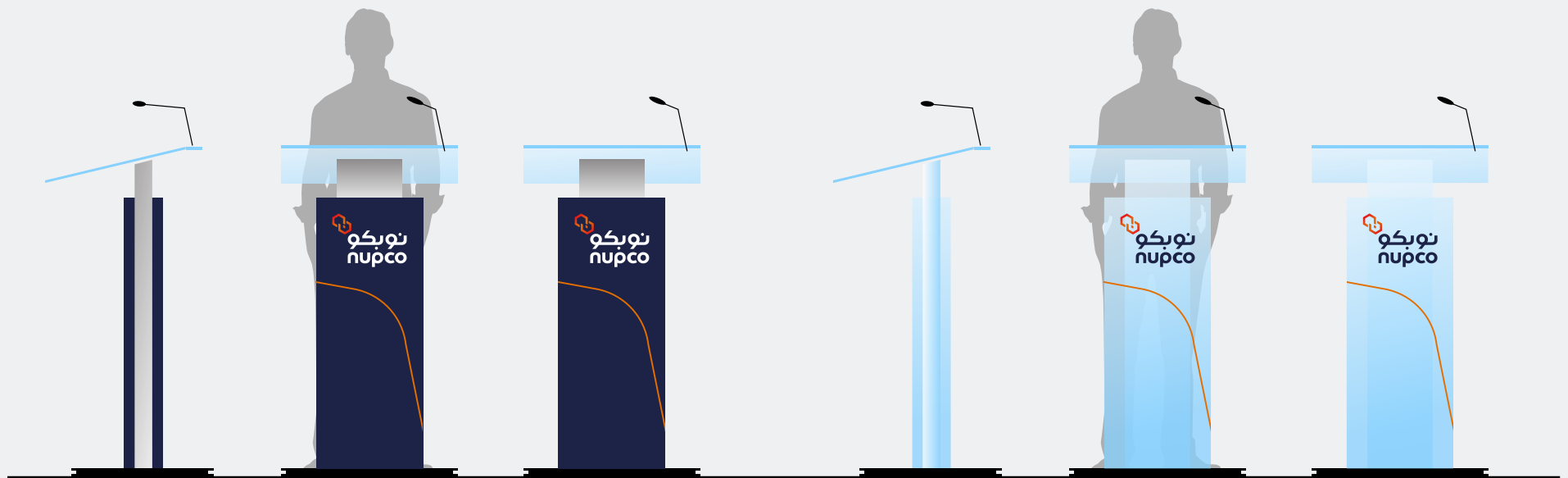
##### 3.2.10 Trophy



## 3.0 Brand Applications

### 3.2 Corporate Applications

#### 3.2.11 Podium



## 3.0 Brand Applications

### 3.2 Corporate Applications

#### 3.2.12 Car

##### Specifications:

**Colour:** Pantone 280 C

**Brand Marque:** dual logo.

The nupco brand identity must only ever be produced from master artworks.

All the versions of the brand marque are available in the artwork supplied with these guidelines.



## 3.0 Brand Applications

### 3.2 Corporate Applications

#### 3.2.13 Van car

##### Specifications:

**Colour:** Pantone 280 C

**Brand Marque:** dual logo.

The nupco brand identity must only ever be produced from master artworks.

All the versions of the brand marque are available in the artwork supplied with these guidelines.



## 3.0 Brand Applications

### 3.2 Corporate Applications

#### 3.2.14 Truck

##### Specifications:

**Colour:** Pantone 280 C

The nupco brand identity must only ever be produced from master artworks.

All the versions of the brand marque are available in the artwork supplied with these guidelines.



## 3.0 Brand Applications

### 3.2 Corporate Applications

#### 3.2.15 Warehouse - Staff Vest

##### Specifications:

**Colour:** Pantone 280 C

The nupco brand identity must only ever be produced from master artworks.

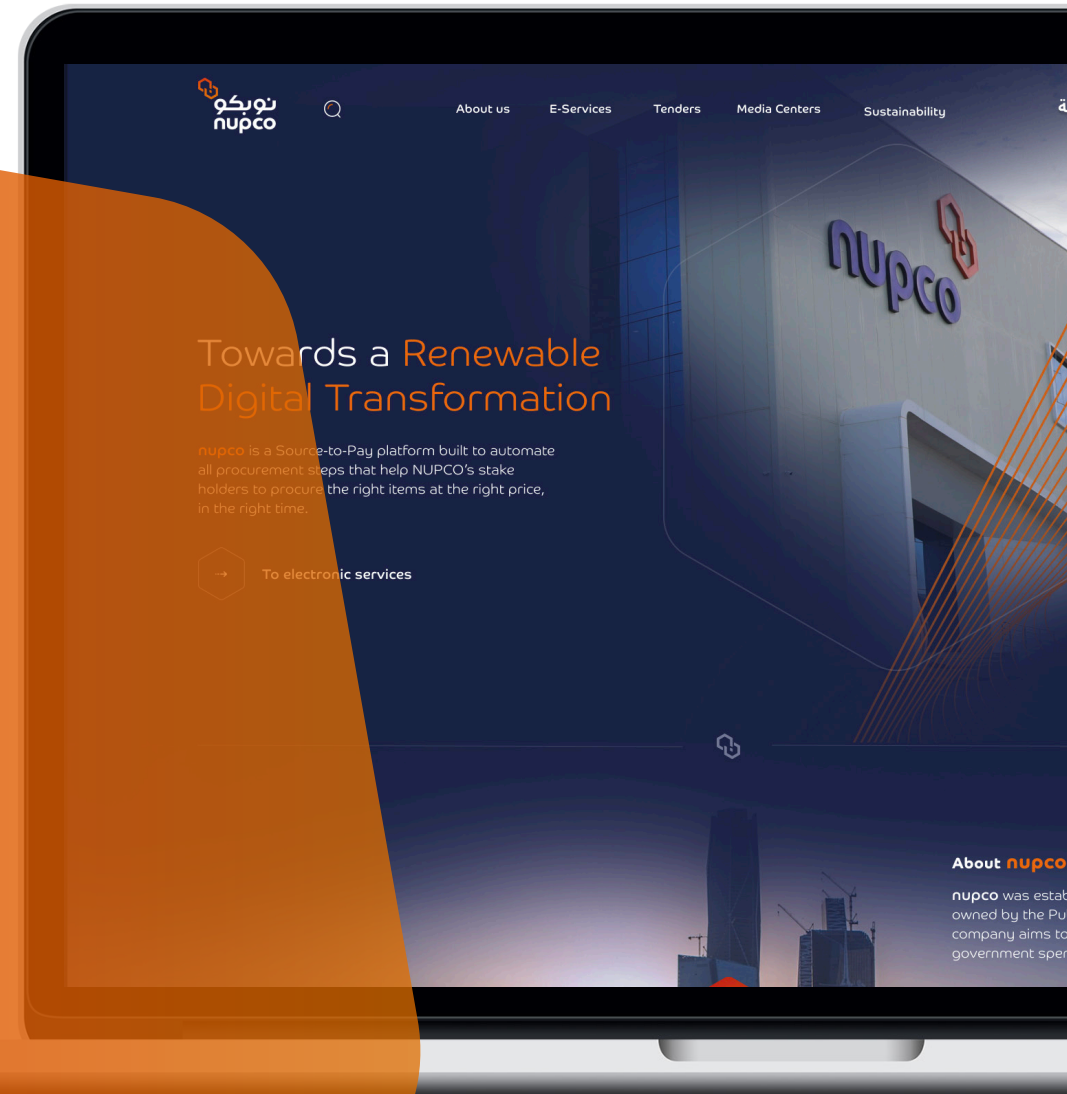
All the versions of the brand marque are available in the artwork supplied with these guidelines.

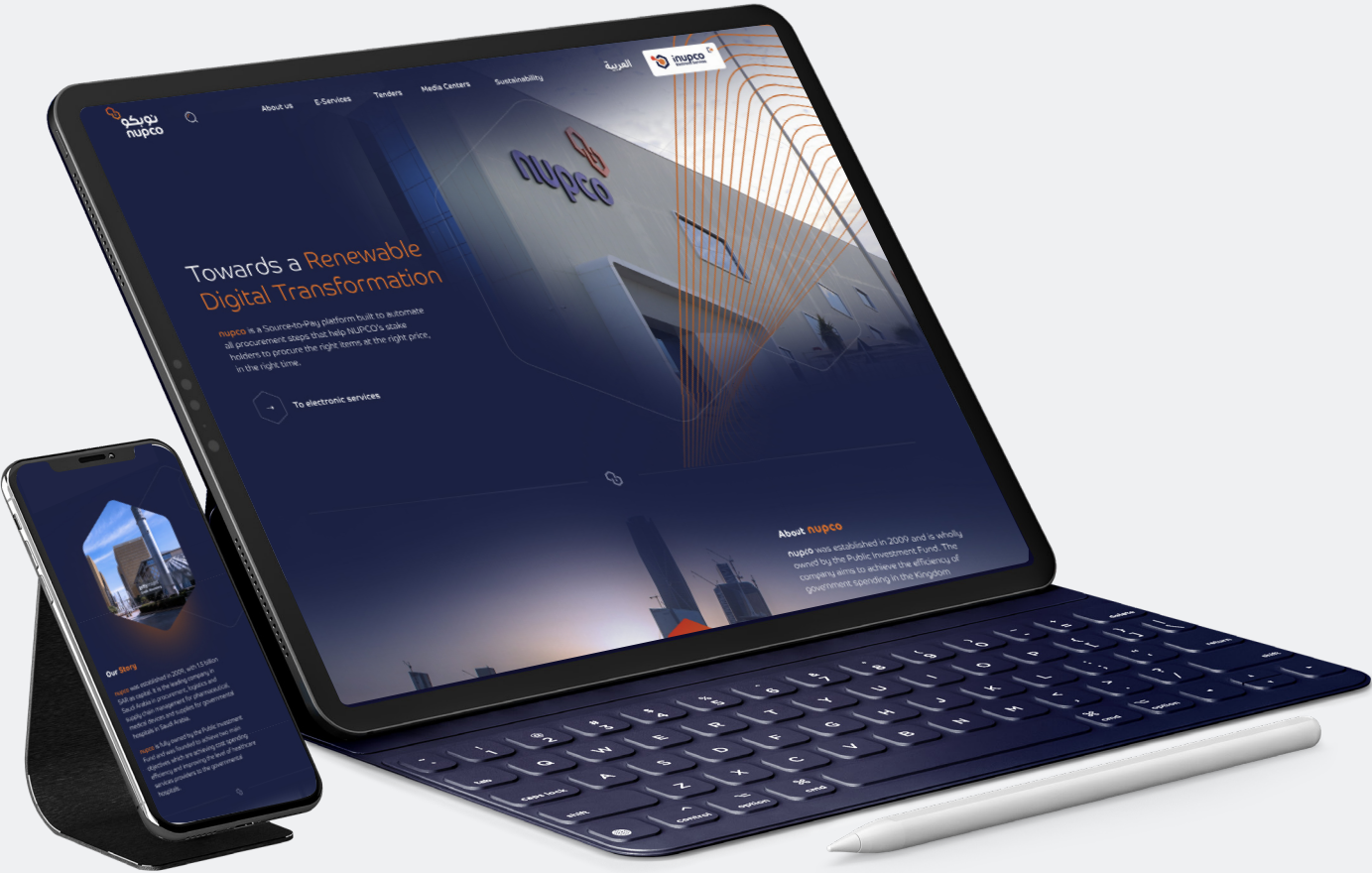


## 3.3 Digital Media

This section focuses on our corporate literature styling. Our basic identity elements come together in a consistent look and feel that dynamically expresses our brand's personality.

The design approach is clean, contemporary and sophisticated.



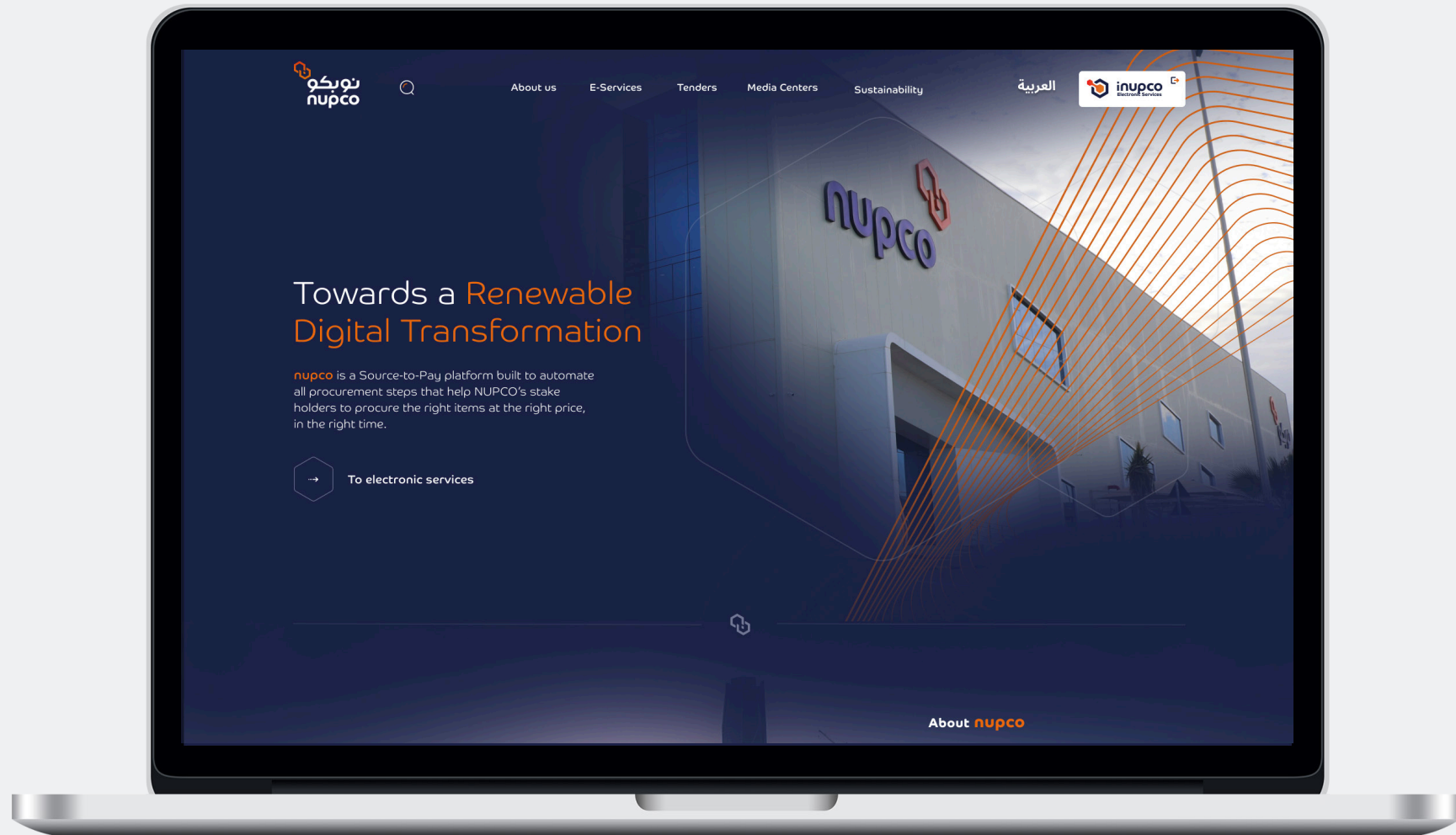


## 3.0 Brand Applications

### 3.3 Digital Media

#### 3.3.2 Website Overview

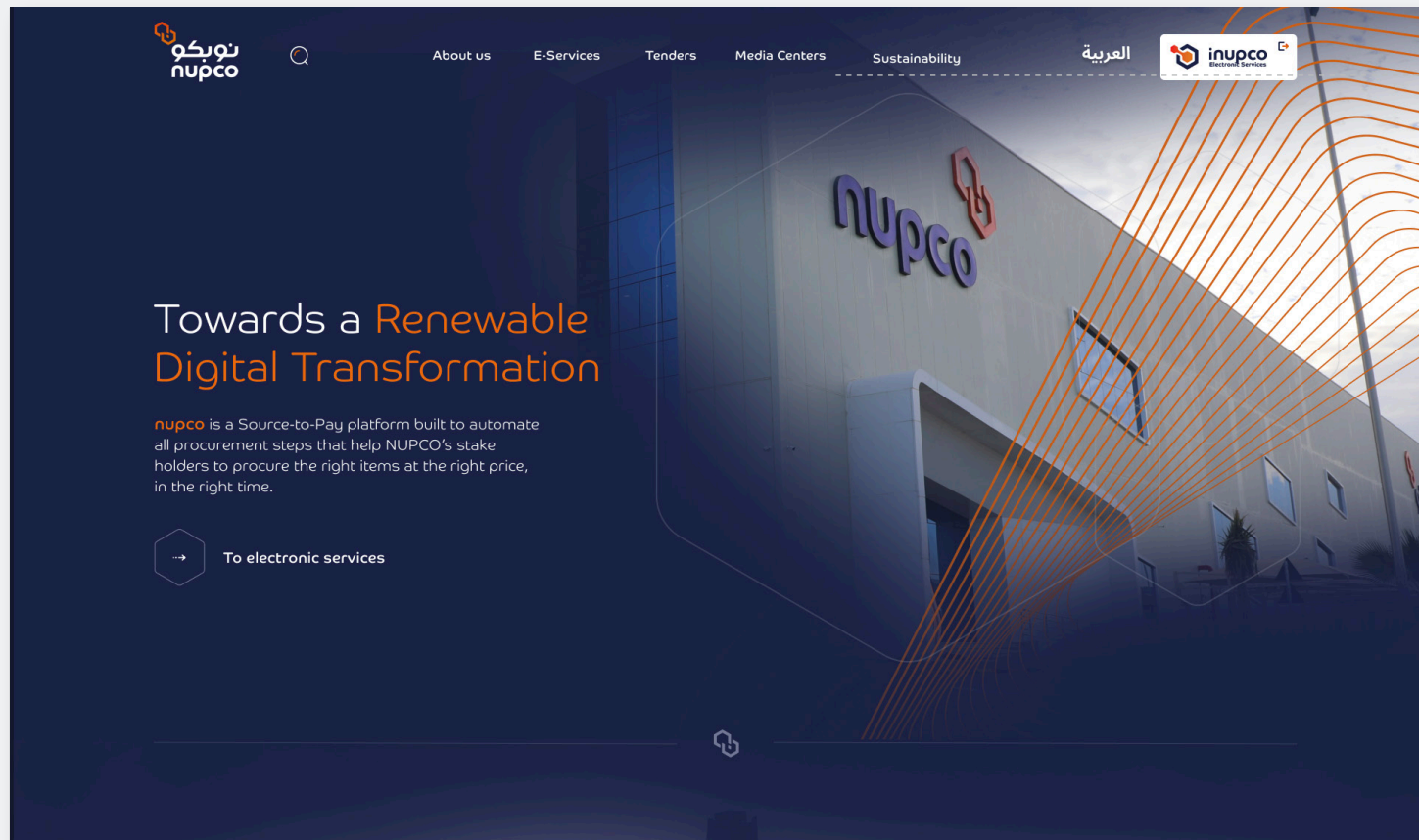
The nupco web style guide helps you create a simple, intuitive and consistent experience on any screen or device.



## 3.0 Brand Applications

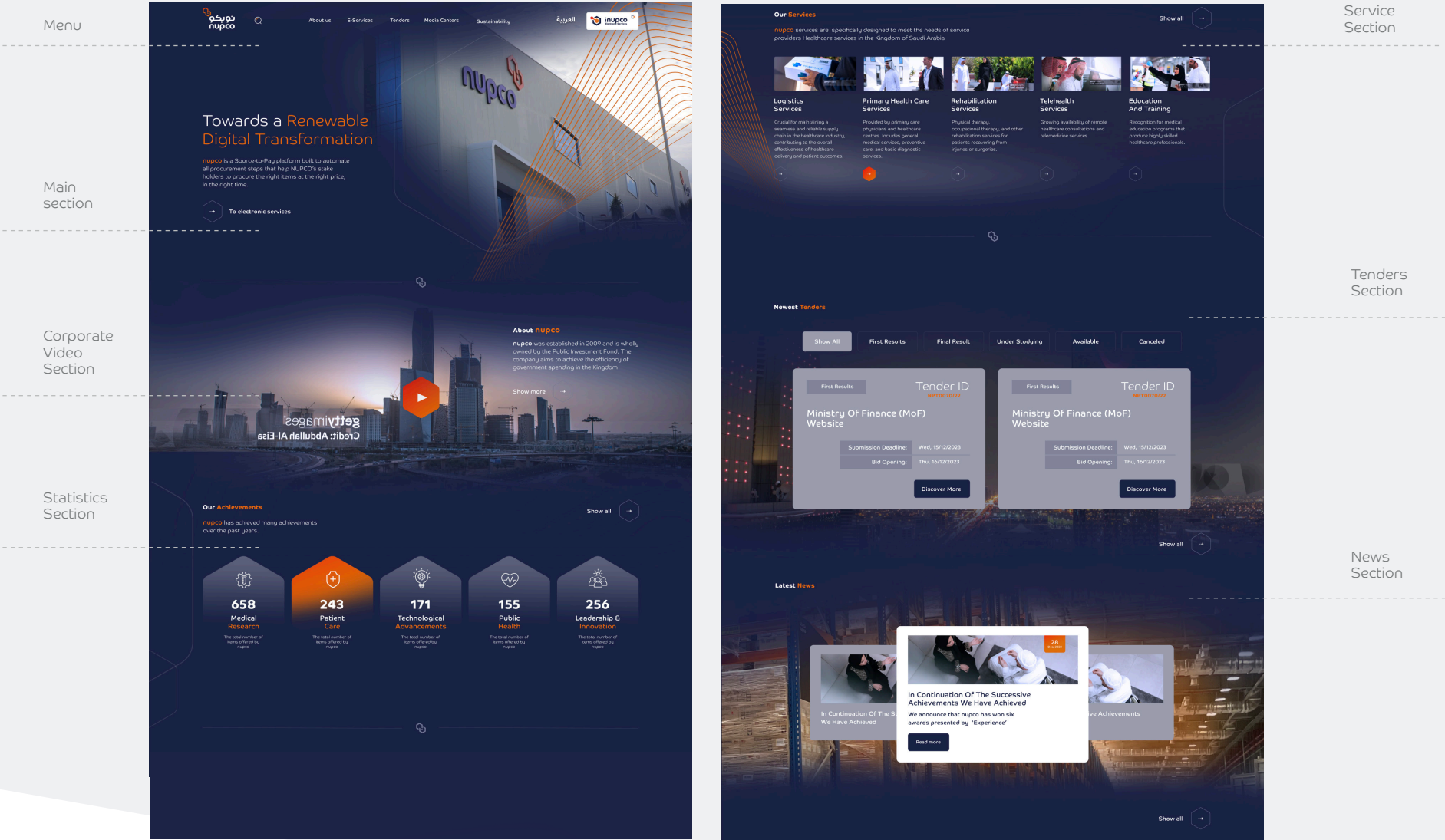
### 3.3 Digital Media

#### 3.3.3 Website Menu



Menu

By applying the nupco visual identity principles to our website design, we can create an effective user experience and on-brand application that helps create recognition to our brand.



### 3.0 Brand Applications

#### 3.3 Digital Media

##### 3.3.5 Powerpoint Slides

The nupco Powerpoint presentation has been designed based on the panel grid system, like the nupco brand marque size and position, the cover slide design, typography and colour. The nupco Powerpoint presentation is available as digital artwork.



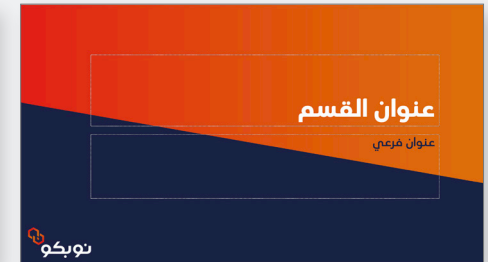
Cover slide - nupco dark blue



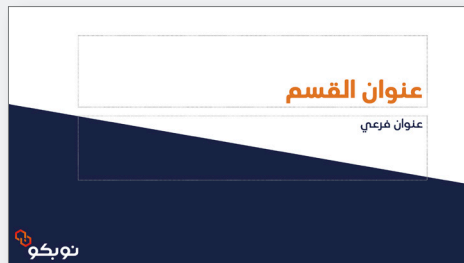
Cover slide - nupco dark blue



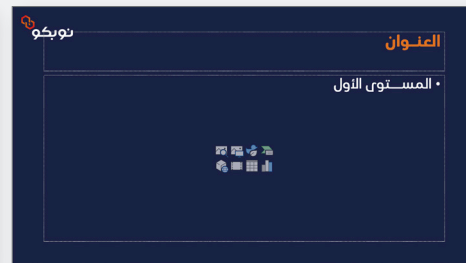
Cover slide - white



Section divider slide - nupco dark blue



Section divider slide - white



Content slide - nupco dark blue



Content slide - white



Content slide - image



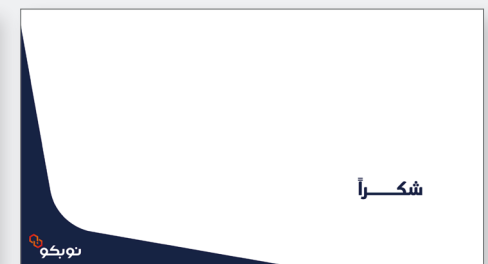
Content slide - chart



Content slide - chart



Content slide - Closing



6. Content Slide - Closing

## 3.0 Brand Applications

### 3.3 Digital Media

#### 3.3.6 Word pages

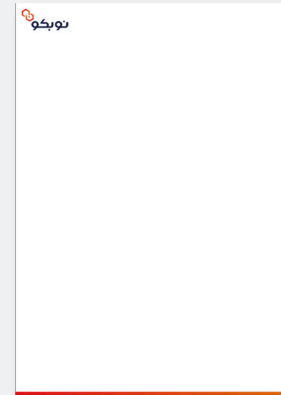
The nupco word file has been designed based on the panel grid system, like the nupco brand marque size and position, the cover slide design, typography and colour. The nupco word file is available as digital artwork.



Cover slide



Section divider slide



Content slide



Closing

## 3.0 Brand Applications

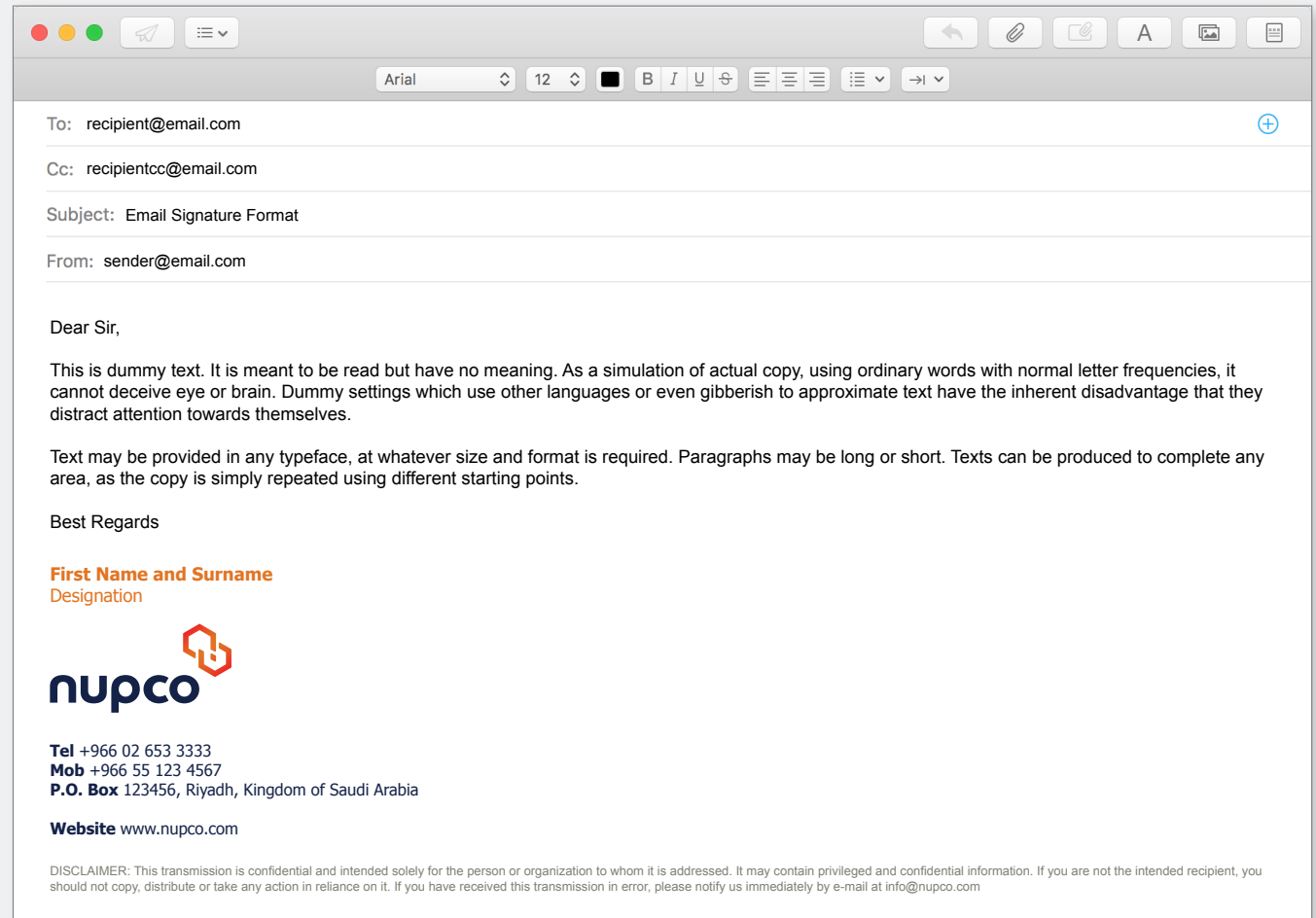
### 3.3 Digital Media

#### 3.3.7 Email Signature

##### Specifications:

1. Message body copy: Font: Tahoma, regular, 10pt. Colour: #000000.
2. Name: Font: Tahoma, bold, 10pt. Colour: #E06E0E.
3. Title: Font: Tahoma, bold, 10pt. Colour: #E06E0E.
4. Contact details: Font: Tahoma, 10pt. Colour: #1C2346.

The nupco email signature is available as digital artwork. To implement the design, open the provided HTML template and copy the entire email signature, then past it into your email software.



## 3.4 Environmental Branding

This section focuses on our corporate environment design. Our basic identity elements come together in a consistent look and feel that dynamically expresses our brand's personality.

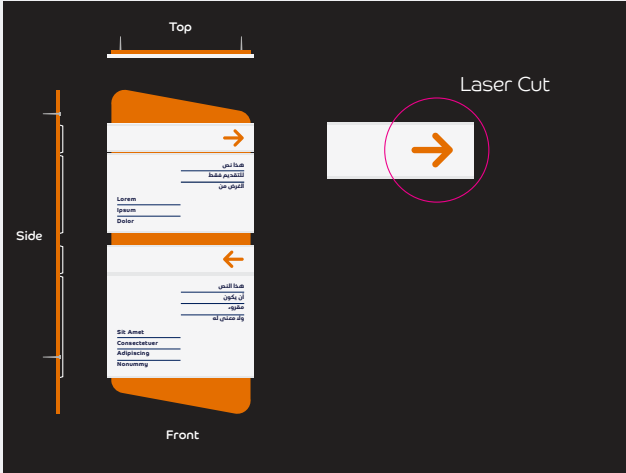
The design approach is clean, contemporary and sophisticated.



Reception area



Wayfinding Iconography



Internal wayfinding Sign



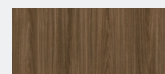
- ← Help Desk
- ↑ Majles
- ← Coffee Shop
- ↑ Parking

Wayfinding Signs

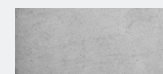
### 3.0 Brand Applications

#### 3.4 Environmental Branding

##### 3.4.2 Reception



NEW 2020 2120  
LAMINTEC KSA

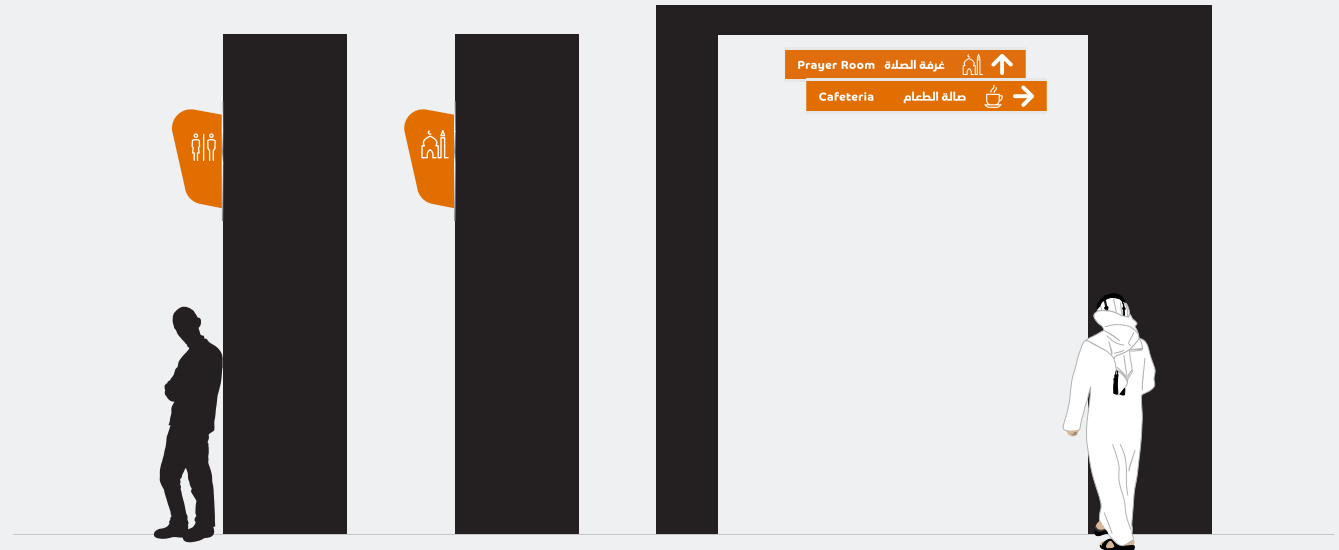


stone 5800 ST10

### 3.0 Brand Applications

#### 3.4 Environmental Branding

##### 3.4.3 Internal Wayfinding - Internal Amenities



### 3.0 Brand Applications

#### 3.4 Environmental Branding

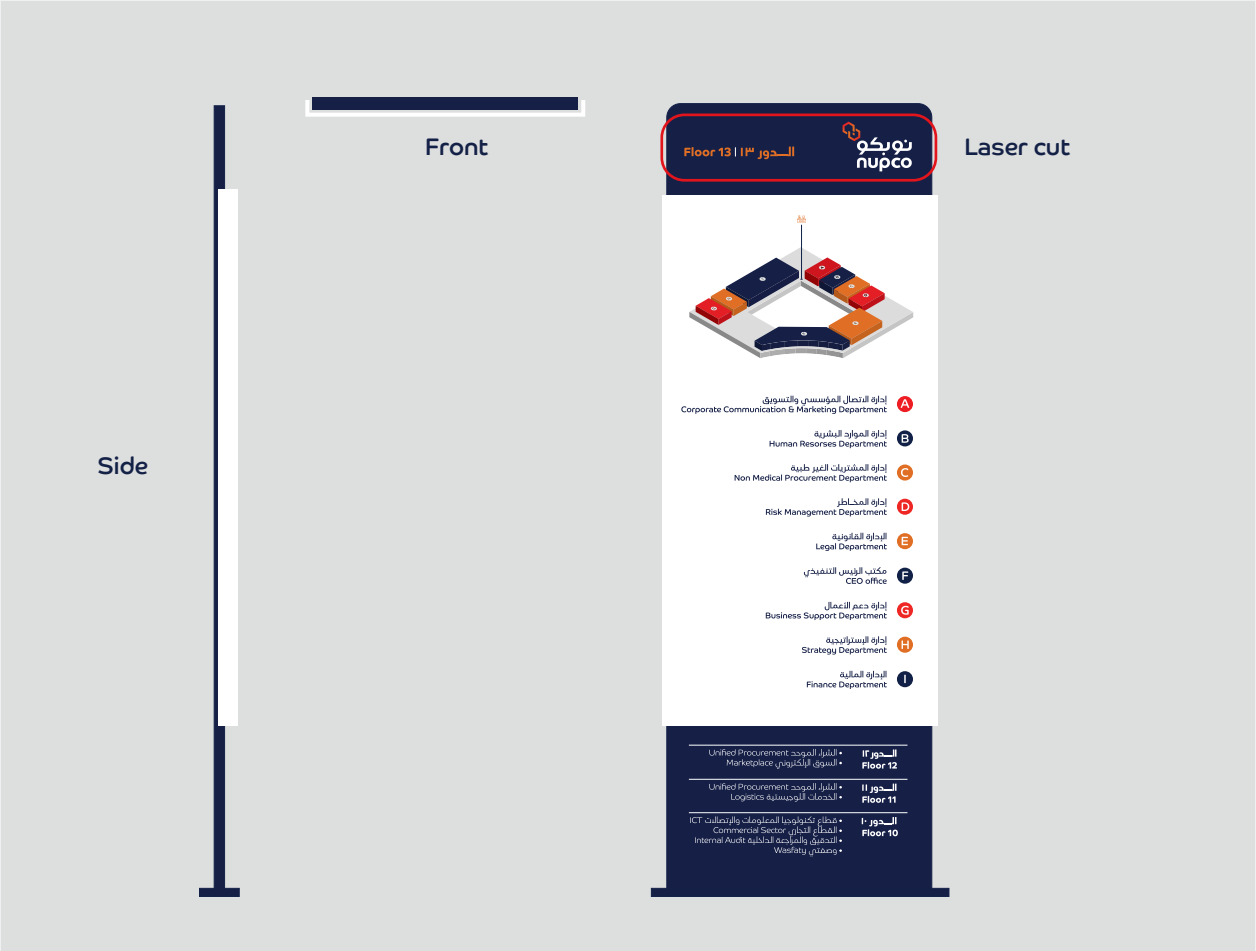
##### 3.4.4 Offices & Meeting Rooms Signs



Meeting Room Sign



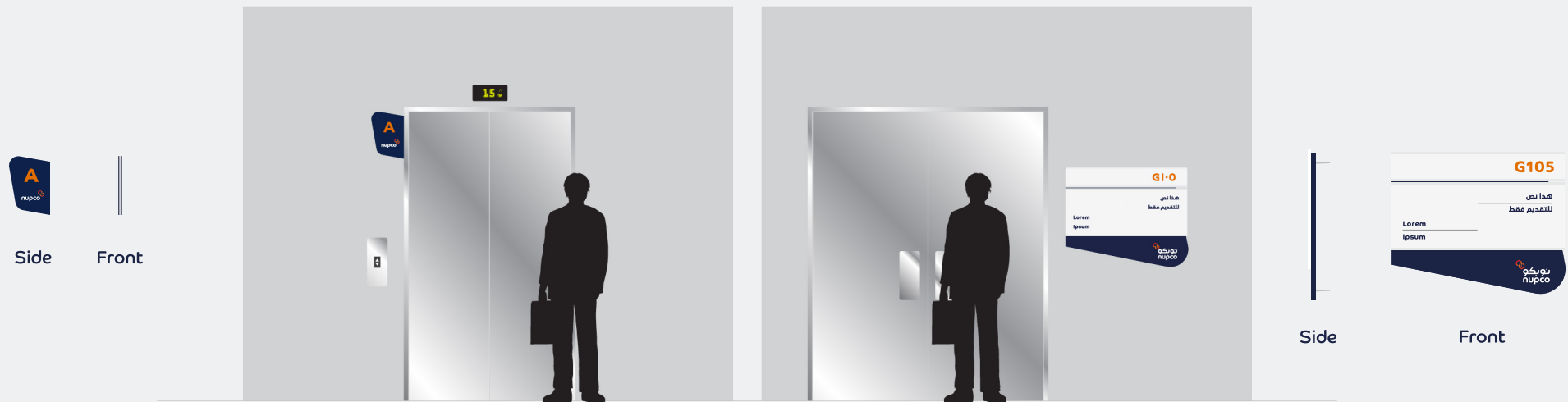
Office Sign



## 3.0 Brand Applications

### 3.4 Environmental Branding

#### 3.4.6 Internal Wayfinding - Floor Orientation



### 3.0 Brand Applications

#### 3.4 Environmental Branding

##### 3.4.7 Warehouse - Shelves Category Signs



Shelves Category Sign

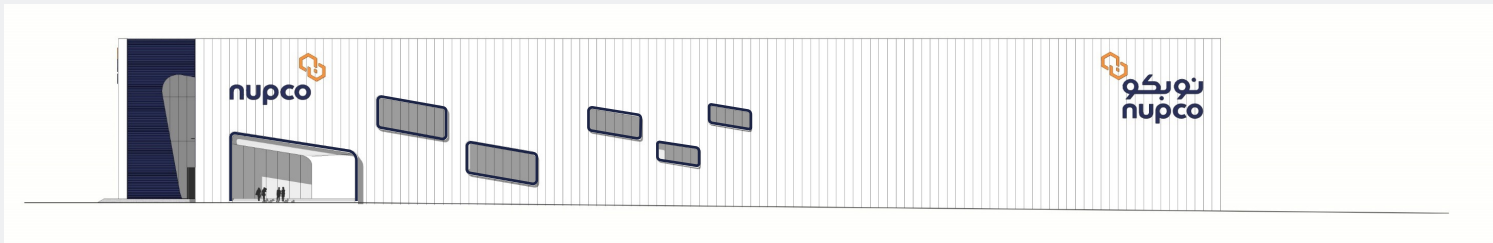


W:975cm H:900

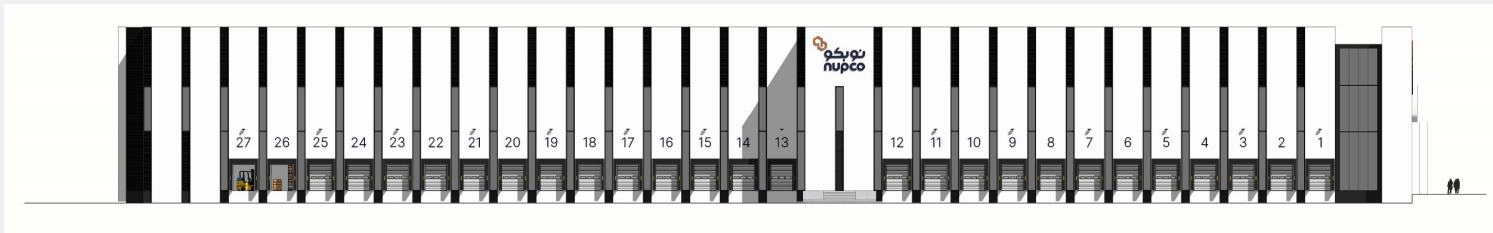
### 3.0 Brand Applications

#### 3.4 Environmental Branding

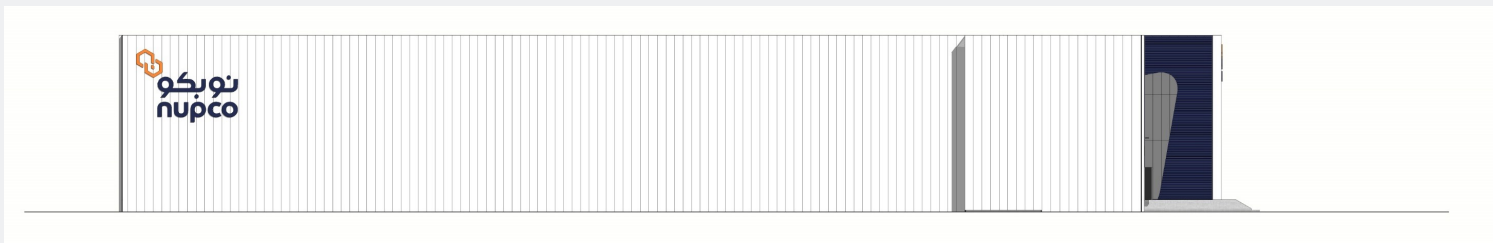
##### 3.4.8 Warehouse - Architecture Design



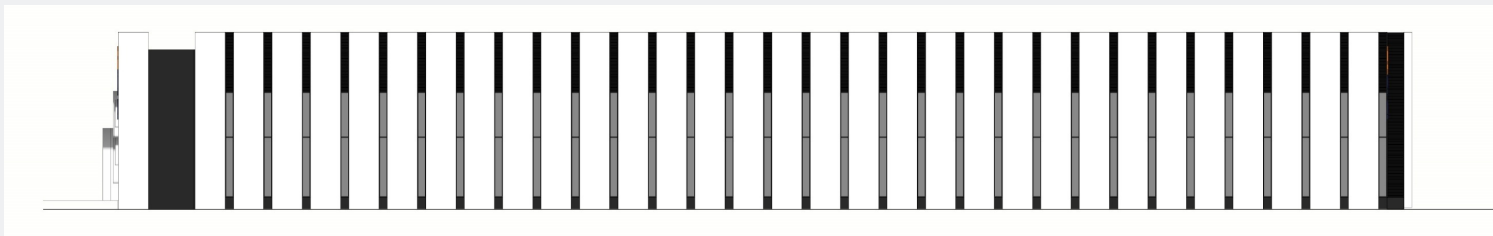
West Elevation



North Elevation



East Elevation



South Elevation

### 3.0 Brand Applications

#### 3.4 Environmental Branding

##### 3.4.9 Warehouse - Architecture Design



South West View – Car Entry View

### 3.0 Brand Applications

#### 3.4 Environmental Branding

##### 3.4.10 Warehouse - Architecture Design



North East View – Truck Entry Gate

## 3.0 Brand Applications

### 3.4 Environmental Branding

#### 3.4.11 Warehouse - Architecture Design



North West View (Main Entrance)

## 3.0 Brand Applications

### 3.4 Environmental Branding

#### 3.4.12 Warehouse - Architecture Design



North East View (Loading Area)

### 3.0 Brand Applications

#### 3.4 Environmental Branding

##### 3.4.13 External Wayfinding Directional



## 3.0 Brand Applications

### 3.4 Environmental Branding

#### 3.4.14 External Signs



### 3.0 Brand Applications

#### 3.4 Environmental Branding

##### 3.4.15 External Building Sign



Backlit Box Sign



Backlit Logo Sign

Directional Icons  
Outdoor

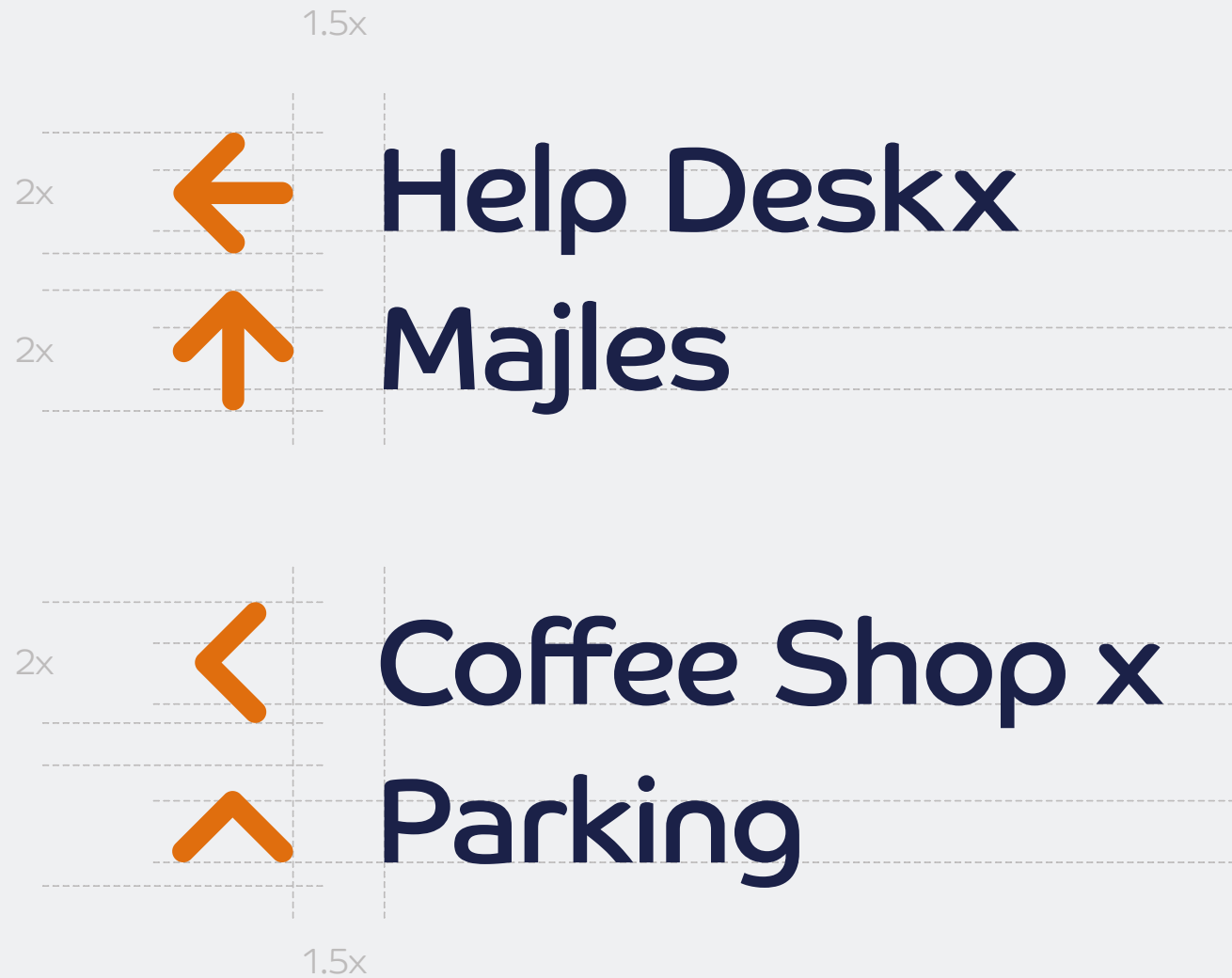


Directional Icons  
indoor



Utilities Icons





# Thank you

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