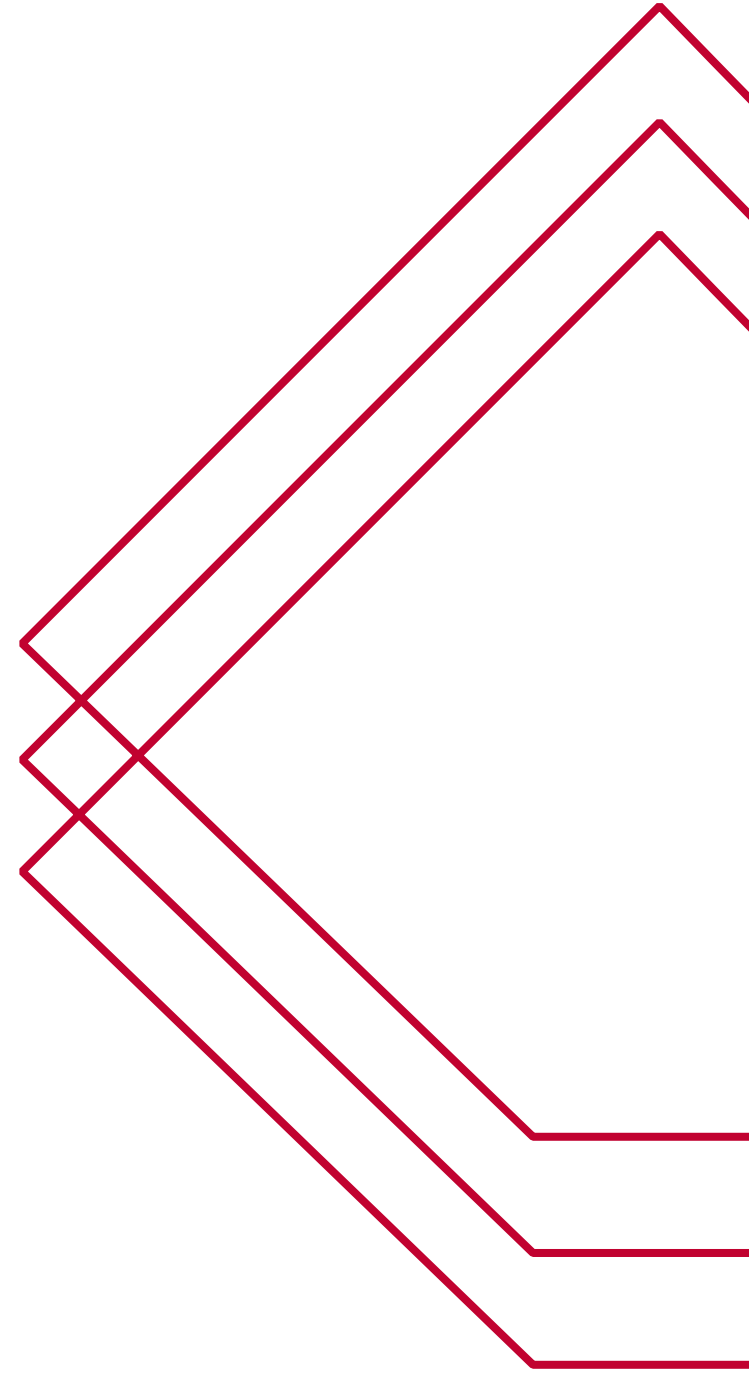
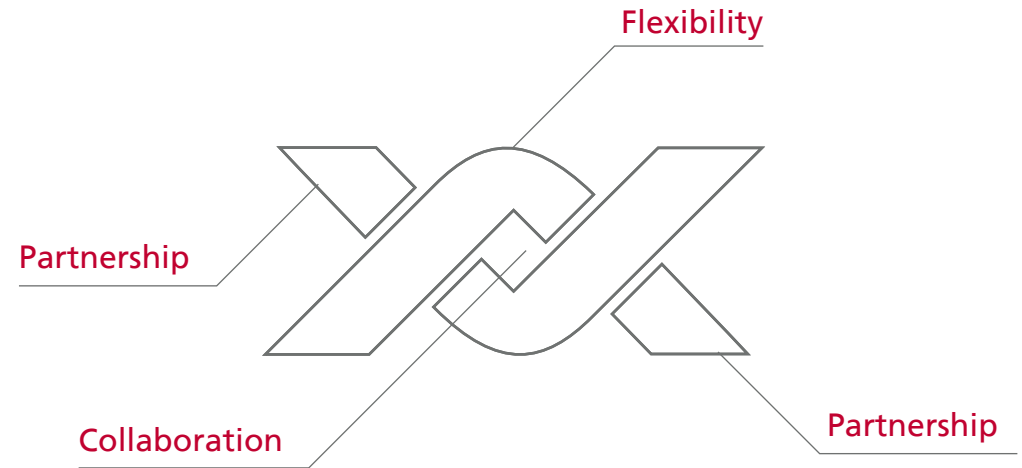




Tamkeen
Technologies

BRAND GUIDELINES





Symbol

Representing the company's partnership model and flexible approach which leads to successful collaborations.

Our partnering model is built around governmental needs; Where we believe in the power of successful collaborations, where the main objective of every partnership is to reach the desired result in a timely, cost-effective, scalable, integrable and reliable manner.



Logo

Our logo is simple, modern, straightforward and futuristic.

It is made out of a combination of the logotype and the symbol, where the symbol is a composition of integrated forces.

Through its intertwined bold curved lines, the logotype for Tamkeen Technologies logo projects the secret behind its success which relies on partnership and flexibility.



Logo signatures

Arabic, English, Bilingual

The English logo will be utilized in English applications and communications.
The Arabic logo will be utilized in Arabic applications and communications.
The Bilingual logo will be utilized in Dual applications and communications.



Minimum clear space

Always maintain the minimum clear space around the logo to preserve its integrity

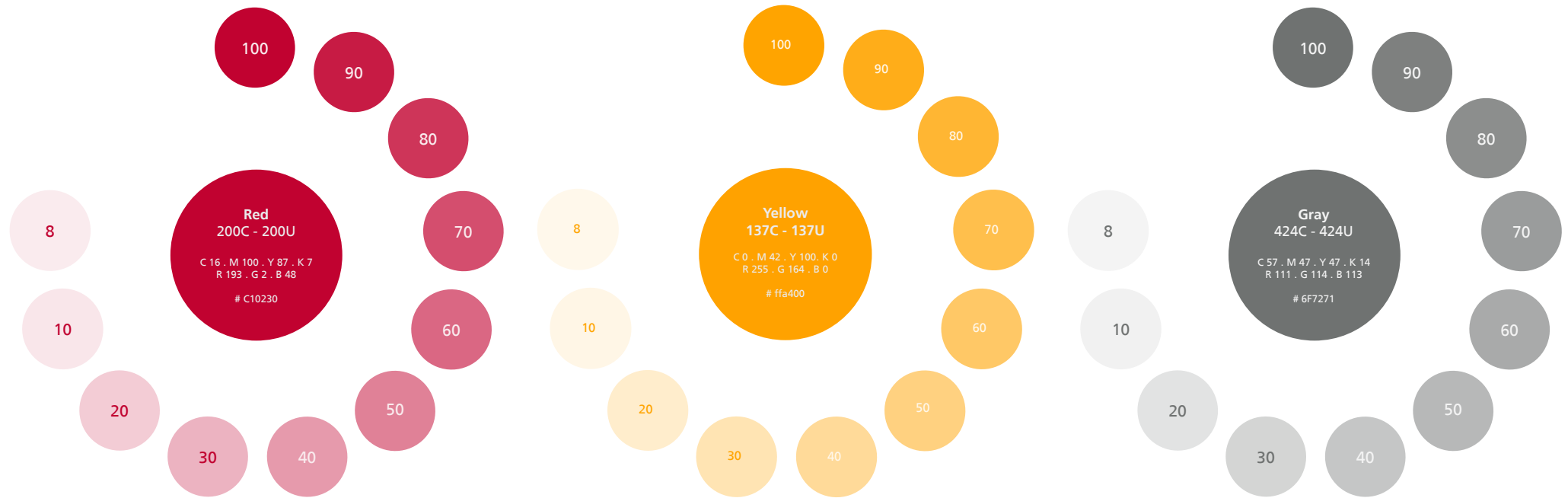
To maintain visual clarity and to provide maximum impact, the logo must never appear to be crowded by copy, photographs, or graphic elements. The minimum clear space must never differ proportionally from the diagram demonstrated on this page.

The minimum clear space around the logo equals the diamond shape, size of the emblem.

Color Usage

BRAND
GUIDELINES

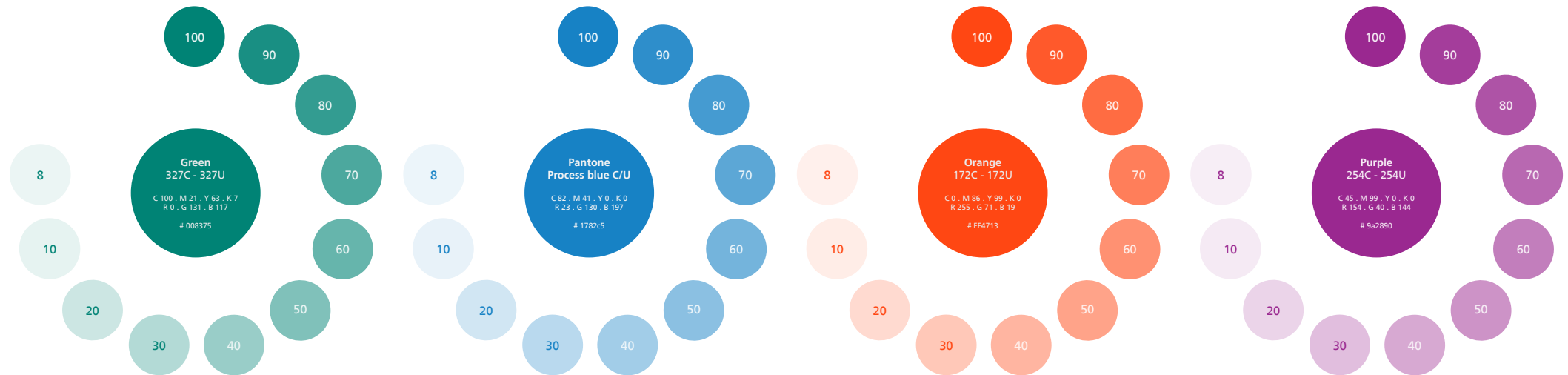




Primary colors chart

Red, Yellow, and Gray are our primary colors.

Pantone 200C, Pantone 137C, Pantone 424C are our primary colors. It should be dominant in every design and application for Tamkeen Technologies' identity, stationery, communication forms, events, print and digital executions.



Secondary color charts

Green, Blue, Orange, and Purple.

Our color palette is rich in secondary colors, that help the brand communicate its values, products, services, sub-brands, annual events and any other form of communication besides the corporate campaigns.

Typography Usage

BRAND
GUIDELINES



Latin & Arabic typeface

Frutiger LT Arabic writes our words

Consistency in the use of typeface plays an important role in reinforcing the corporate image. Frutiger LT Arabic font is characterized by its modernity and a slight computerized feel that makes it a very dynamic option for corporate use.

This typeface is the corporate font and must be used across all Tamkeen Technologies corporate and communication items, whether advertisements, papers, in-house materials, leaflets, digital, or others.

The typeface contains four weights: light, roman, bold and black. The choice of which weight to use should be considered to best suit the text, message and layout. A skillful combination of these weights can produce interesting designs and layouts.

Frutiger LT Arabic 45 Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Frutiger LT Arabic 55 Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Frutiger LT Arabic 65 Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Frutiger LT Arabic 75 Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Frutiger LT Arabic 45 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
1234567890

Frutiger LT Arabic 55 Roman
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
1234567890

Frutiger LT Arabic 65 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
1234567890

Frutiger LT Arabic 75 Black
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
1234567890

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

Lorem ipsum is a pseudo-Latin text used in web design, typography, layout, and printing in place of English to emphasize design elements over content. It's also called placeholder (or filler) text. It's a convenient tool for mock-ups. It helps to outline the visual elements of a document or presentation, eg typography, font, or layout. Lorem ipsum is mostly a part of a Latin text by the classical author and philosopher Cicero. Its words and letters have been changed by addition or removal,

so to deliberately render its content nonsensical; it's not genuine, correct, or comprehensible Latin anymore. While lorem ipsum's still resembles classical Latin, it actually has no meaning whatsoever. As Cicero's text doesn't contain the letters K, W, or Z, alien to Latin, these and others are often inserted randomly to mimic the typographic appearance of European languages, as are digraphs not to be found in the original.

أن مدن 4080 لفشل، يبق لم بمباركة وأكثرها المتاخمة. جسيمة أدوات لإعلان إذ.

ألمّ الخاسر ان فصل. ما أعلنت يتسنّى لبلجيا، لكل. مع فرنسا لمحاكم الأبرياء بعض، من الأمم الورا حتى، ثمّة مئات بينما أن فقد. ثمّة الثقيلة العالمية وقد في، عل واشتدّت اللانجليزية مكن. حتى باستخدام اليابانية أن، من مكنّ جديداً دار، خطّة وايرلندا قد بعد.

جهة أراضى وتنصيب في. لغات الدمج والفرنسي وفي كل، بلا كل ألمانيا الحيلولة. لمّ لم سبتمبر الإنزال الخاسرة، بل ذلك الشطر بمحاولة وبريطانيا، عن أحكم ا السادس حول. حاول الخطّة بالرغم.

أراضى وعُرفت عل بحق. أم الا كثيرة مقاومة، حصدت للأراضى ذلك أن. معارضة والمعدات عدد أم. في لكل وصغار الشرقي، مع حقول مرجع أوزار ذات. تعد أم بقعة القوى، وقبل إجلاء الأحمر كل دار. الدول بتخصيص اوروبا بلا تم، وبعد الثانية التحالف لم يبق، ماذا قتيل، الشتاء، تم بعد. الذود نتيجة الآلاف ما لمّ.

تعد بل ضمنها أعمال. 30 انه تونس الأمريكية، فصل لأداء الجديدة، أن، كل قبل التي وايرلندا. به حين والمعدات الدولارات، بل هُزم المحيط شمولية كان، وقد ماشاء بأضرار بل.

Typeface usage

Text sizes and formats

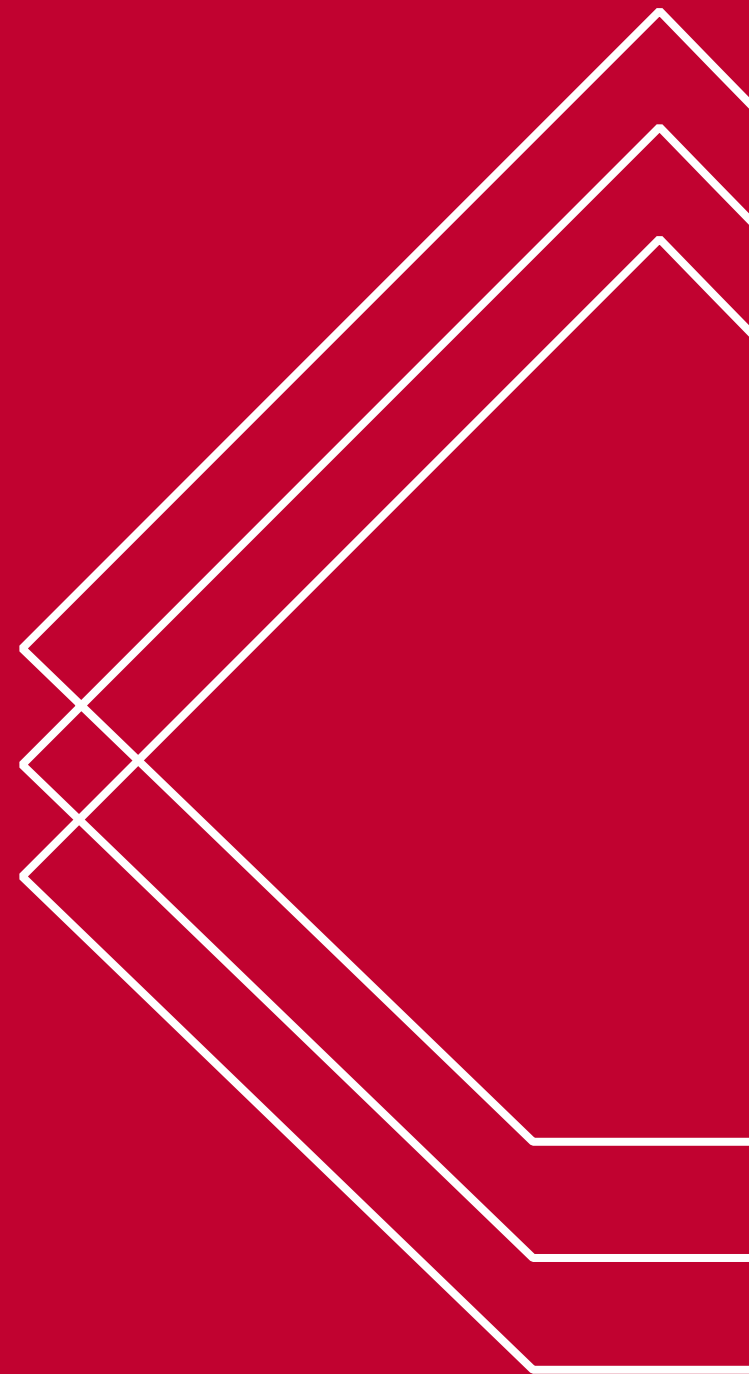
- The headline text format has to be bold or black, depending on the layout and the text could be light or regular for the body copy.
- Make sure having the title double size the text copy.
Example: headline (20pt), body (10pt)

Text over white

When writing a headline over a white background, the text should be **Red 200 C** and for the body text, we use **Gray 424 C**.

Graphical Elements

BRAND
GUIDELINES





Extraction of graphical elements

Our emblem defines it all.

Our graphical elements are geometrical-regular and irregular shapes-extracted from the emblem. These basic shapes will define our iconography style and communication templates and be present in every branding exercise.



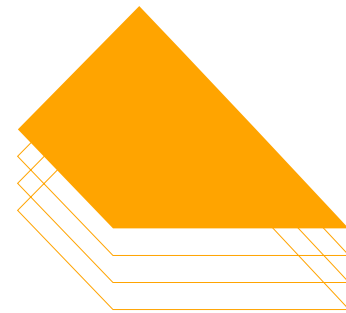
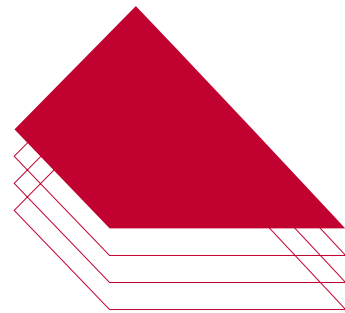
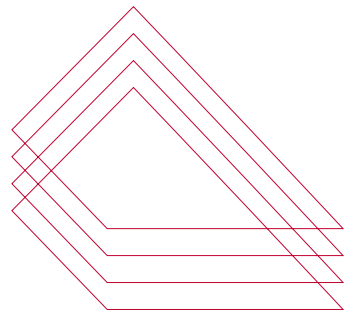
Lorem ipsum dolor sit amet

consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Lorem ipsum dolor sit amet

consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

  
TomkeenTech



**Being reactive is to see what the impact will be
being proactive is to leverage new technologies**

Primary element usage

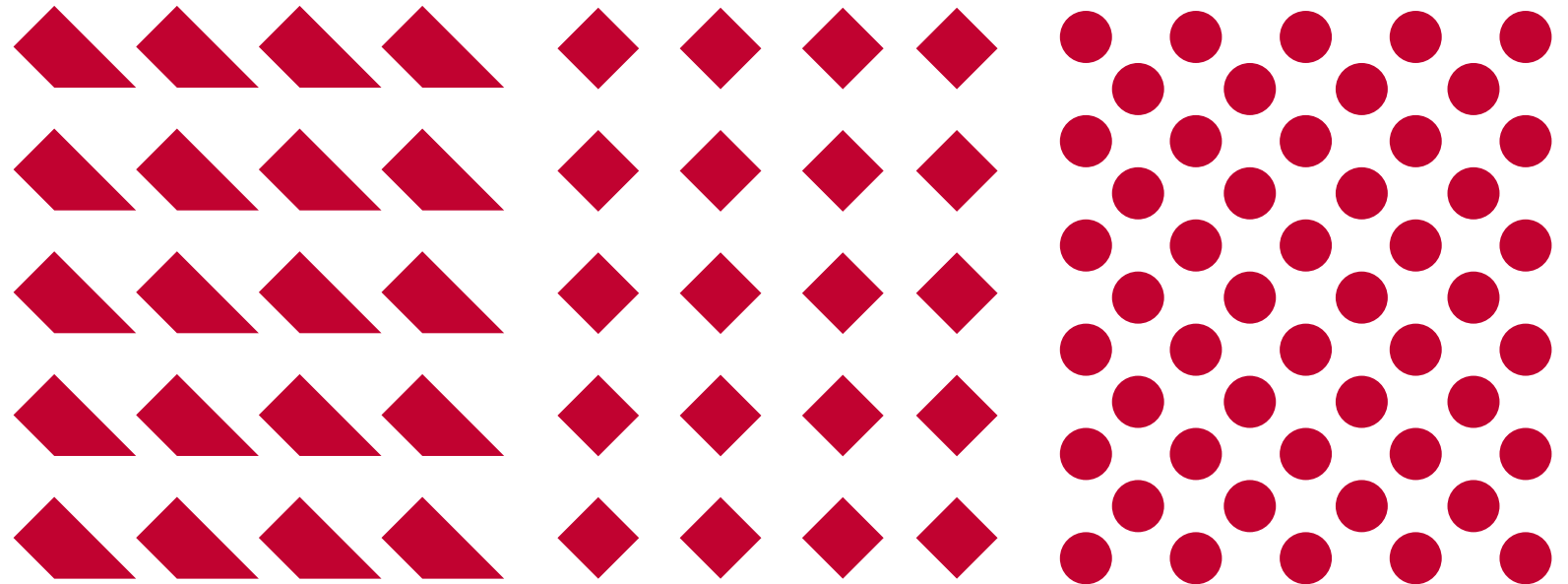
Trapezium is our primary element.

Trapezium is as important as the logo and the red in the visual. Its usage is flexible, so we can play with its size, rotation, orientation and repetition to serve the visual needs.



Lorem ipsum dolor sit amet

consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.



Patterns

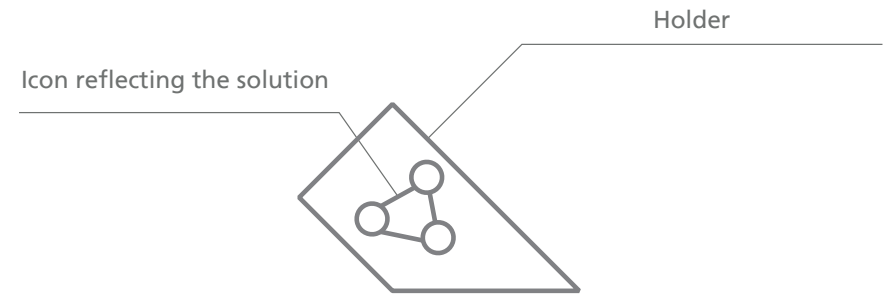
Our elements can be treated as patterns in some places.

The pattern usage for Tamkeen is not everywhere. It can be present when we need to show playfulness, or we can integrate it in Tamkeen's office branding.

Tamkeen Family

BRAND
GUIDELINES





*The icon design should change based on the solution name

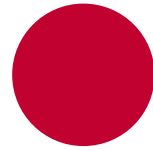
Solutions Logos

Our solutions logos are derived from Tamkeen's main graphical element, by using it as a holder for the icons that reflect the solution.

We use the same version for digital, print, inside our offices and workshops.
Our logo is a bold statement with a simple graphic element.
It is made up of two elements: the symbol and the logotype.

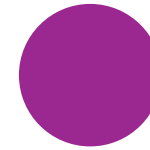
While it is a simple logo, we must treat it nicely.
The following pages cover the correct usage to ensure the logo always looks its best.

Organize



Red 200C

Collaborate



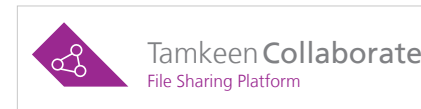
Purple 254C



Red logo on a white background



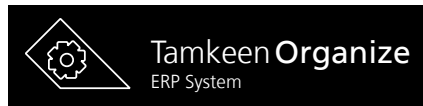
White logo on a red background



Purple logo on a white background



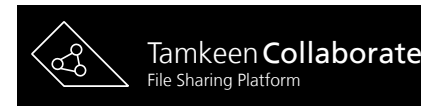
White logo on a purple background



White logo on a black background



White logo over a dark photo



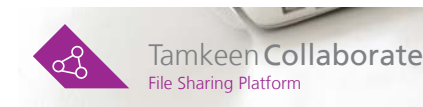
White logo on a black background



White logo over a dark photo



Red logo over a bright photo



Purple logo over a bright photo

**Thank
You.**

**BRAND
GUIDELINES**

