



ASAS

# **Brand Guidelines 2023**

# WELCOME TO ASAS VISUAL GUIDLINE

The basic elements guidelines help deliver a branded and consistent image. In this section various aspects of the Asas brand are thouroughly explained—how things are done, why we do them, how do they work.

By not following the rules it is deliberatley confusing the audience  
resulting in the devaluation of the Asas brand.

# summary

## brand logo

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- video outro

## social media template

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- linkedin

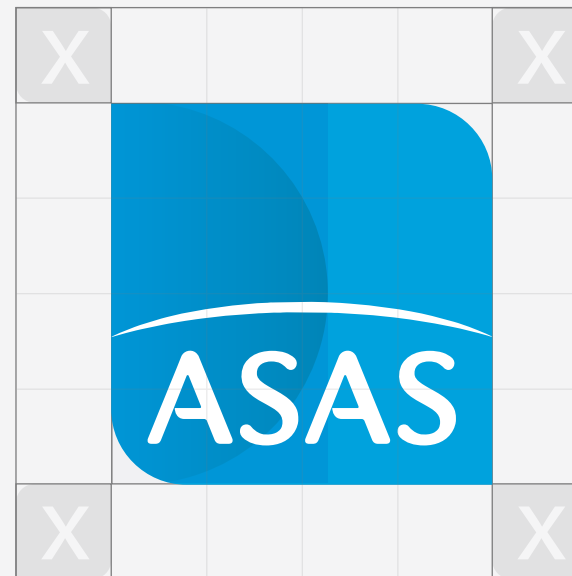
**BRAND  
LOGO**

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01

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 enter the exclusion zone.

To work out the exclusion zone, take the 1/16 of the shape logo and measure from the border of the logo. Imagine drawing a square around the outermost edge of the logo. This is the exclusion zone.

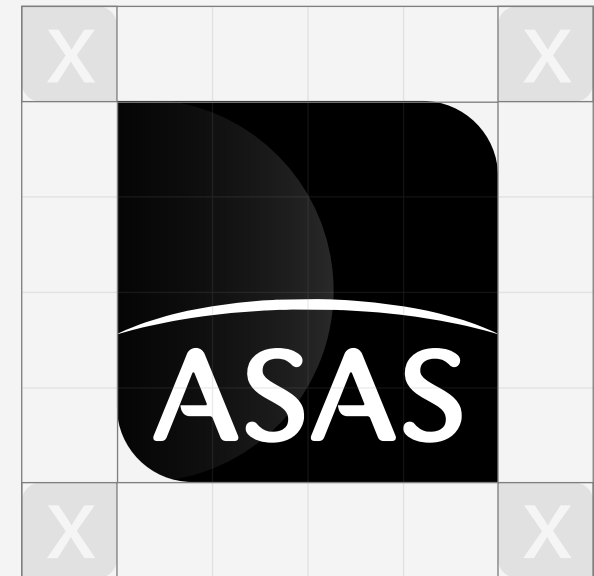
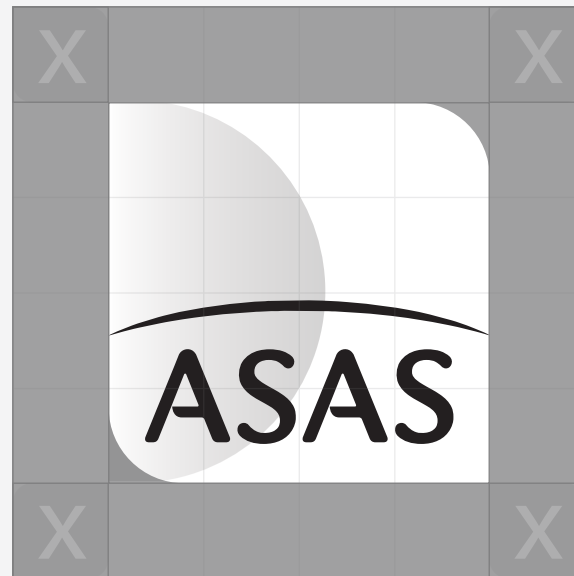


$x = 1/16$  of the logo shape

## Safe zone

It is important to keep our logo clear of any other graphic elements. To regulate this, an exclusion zone has been established around it that indicates the closest any other graphic element or message can be positioned in relation to our logo.

This logo is intended for light gray, or if necessary, pure white backgrounds, and it should never be found on a dark or photographic background. the logo's safe zone must be respected, and they must be used in their appropriate color space.



## Logo Black & white

The black and white logos should be used only when full-color printing or full-color display is unavailable. The vertical version of this logo should be used whenever possible.

## Exceptional Use Logo

If it necessary to use only this, this is available, in order to preserve the aesthetics of the image and the space.



## Logo Misuses

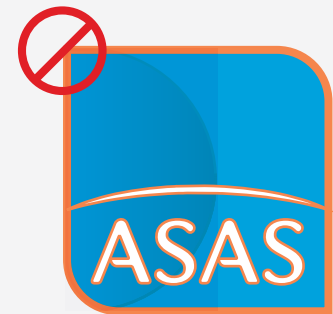
Treat our visual identity as our most important asset. We've carefully crafted our visual identity and the rules for how it should be treated. Avoid compromising the impact of our logo by misusing it any way



**Drop shadow**



**Other colors**



**Outlined**



**squeezed**



**Rotated**



**Change elements**



# BRAND COLORS

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02

## Primary colors

Primary colors are often used as the foundation of a brand's visual identity. They are typically associated with the brand's logo and are used consistently across various marketing materials. By using primary colors consistently, a brand can establish recognition and build a strong visual presence in the minds of consumers.

#00a3e0

#112649

#ffffff

## Secondary colors

Secondary colors, on the other hand, are used to complement the primary colors and add depth and variety to the brand's visual palette. These colors are often used in supporting elements such as backgrounds, graphics, and accents. Secondary colors can help evoke specific emotions or convey additional brand attributes.

#f89823

#bbbbbb

# BRAND TYPOGRAPHY

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03

## Typography

Eng

### Neo Sans Std

Aa

Light ABCDEFGHIJKLMNOPQRSTUVWXYZ Aa abcdefghijklm-  
nopqrstuvwxyz  
(.,:;!@#\$%^&\*) 0123456789

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklm-  
nopqrstuvwxyz  
(.,:;!@#\$%^&\*) 0123456789

Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghi-  
jklmnopqrstuvwxyz  
(.,:;!@#\$%^&\*) 0123456789

Arb

### Neo Sans Arabic

أ ب

light ءي وه ن م ل ك ق ف غ ع ظ ط ض ص ش س ز ر ذ خ ج ح ث ت ب أ  
12345678901234567890?'""!(%)[#][@]/&\

Regular ءي وه ن م ل ك ق ف غ ع ظ ط ض ص ش س ز ر ذ خ ج ح ث ت ب أ  
12345678901234567890?'""!(%)[#][@]/&\

Bold ءي وه ن م ل ك ق ف غ ع ظ ط ض ص ش س ز ر ذ خ ج ح ث ت ب أ  
12345678901234567890?'""!(%)[#][@]/&\

## Typography

Featuring rounded, square sans letterforms, the Neo Sans family is available in six weights, ranging from light to ultra, with companion italics. Its forward-looking personality makes it an excellent choice for branding projects, as well as for editorial or publication design.

 Download from here: <https://shorturl.at/jCRS2>

## typographic hierarchy

refers to the arrangement and organization of different typographic elements in a design to establish a visual hierarchy and guide the reader's attention. It involves using variations in font size, weight, style, and spacing to prioritize and emphasize certain elements over others.

### headlines

Neo sans regular 24pt

Lorem ipsum dolor sit amet.

### subhead

Neo sans Bold 12pt

Lorem ipsum dolor sit amet, consectetur

### body

Neo sans light 12pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et

# BRAND IMAGERY

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04

## Photography

Treat our visual identity as our most important asset. We've carefully crafted our visual identity and the rules for how it should be treated. Avoid compromising the impact of our logo by misusing it any way







Blue background



Grey background



White background



Blur light Background



Image with blue filter  
**70%**



Image with white filter  
**70%**

## Background Logo

Choosing the right background is indeed crucial when designing a logo. The background serves as the environment in which the logo will be placed, and it can significantly impact the logo's visibility, readability, and overall aesthetic appeal.