

# SALIC

## Brand Guidelines



### Logo

The SALIC logo is a combination of a symbol and a bilingual wordmark.

The preferred format is vertical, but there is a horizontal alternative available.

The relationship between the symbol and wordmark must remain the same and should never be modified. The logo should be used on all internal and external communications.



### Font

The Bahij Sans Arabic typeface has been carefully chosen to reflect and match with the SALIC identity in all usages.



Bahij - Light	abcdefghijklmnoABCDEFGHIJKLMN 123456!@#%&* أ ب ت ث ج ح ذ ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي
Bahij - Plain	abcdefghijklmnoABCDEFGHIJKLMN 123456!@#%&* أ ب ت ث ج ح ذ ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي
Bahij - Semi Bold	abcdefghijklmnoABCDEFGHIJKLMN 123456!@#%&* أ ب ت ث ج ح ذ ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي
Bahij - Bold	abcdefghijklmnoABCDEFGHIJKLMN 123456!@#%&* أ ب ت ث ج ح ذ ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي
Bahij - Extra Bold	abcdefghijklmnoABCDEFGHIJKLMN 123456!@#%&* أ ب ت ث ج ح ذ ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي
Bahij - Black	abcdefghijklmnoABCDEFGHIJKLMN 123456!@#%&* أ ب ت ث ج ح ذ ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي

### Colors

<p><b>NAVY</b> HEX 08305C RGB (8, 48, 92) HSL(211, 84%, 20%) CMYK (91%, 48%, 0%, 64%)</p>	<p><b>Dark Blue</b> PANTONE 7462 C HEX 0B4D89 RGB(11,77,137) HSL(209, 85, 29) CMYK(92%, 44%, 0%, 46%)</p>	<p><b>GREEN</b> PANTONE 555 C HEX 2A7C62 RGB(42, 124, 98) HSL(161, 49, 33) CMYK( 66%, 0%, 21%, 51%)</p>	<p><b>LIGHT GREEN</b> PANTONE 344 C HEX A4D5AD RGB (164, 213, 173) HSL (131,37,74) CMYK (23%, 0%, 19%, 16%)</p>
<p><b>SKY BLUE</b> PANTONE 7688 C HEX 339BD6 RGB (51,155, 214) HSL (202,67,52) CMYK (76%, 28%, 0%, 16%)</p>	<p><b>LIGHT BLUE</b> PANTONE 297 C HEX 79BDE3 RGB (121, 189, 227) HSL (202, 65%, 68%) CMYK (47%, 17%, 0%, 11%)</p>	<p><b>WHITE</b> HEX FFFFFFFF RGB (255, 255, 255) HSL (0,0, 100)</p>	

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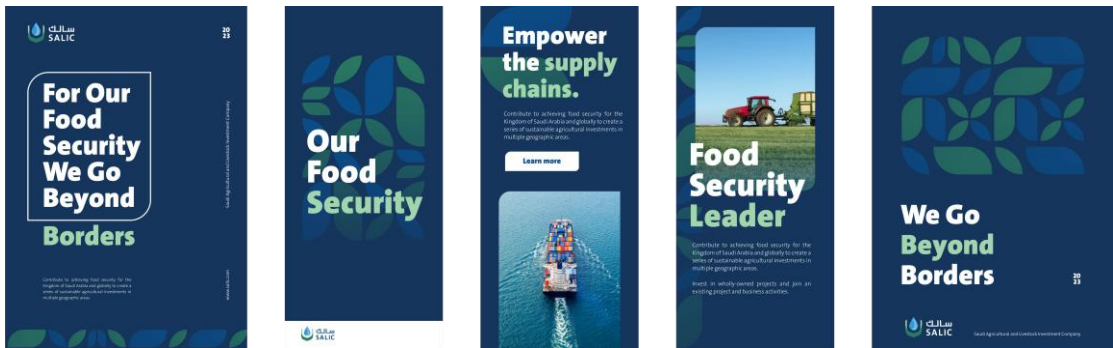


### Colors

#### Primary - Scenario 1

HEX FFFFFF	HEX 0B4D89	HEX A4D5AD
HEX 08305C	HEX 2A7C62	HEX FFFFFF
60% Background	30% - 10% Elements Pattern Shapes	10% - 30% Text CTA Element Icons

### Examples



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### Colors

#### Secondary - Scenario 2

HEX FFFFFF	HEX FFFFFF	HEX 2A7C62
HEX F6BF7	HEX A4D5AD	HEX 0B4D89
60%	30% - 10%	10% - 30%
Background	Elements Pattern Shapes	Text CTA Element Icons

### Examples



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### Pattern

All shapes can be used separately or combined from the basic shapes.

It can be used as a pattern, image mask, or as a design element in large areas to help with content layout, and can also be used in full color or outline.

These Shapes are not meant to limit creativity, you can explore and create different variations using these shapes.

### Basic Shapes



### Pattern Variations



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### Iconography

Icons are illustrations that help translate and simplify complex data besides cooperating with content signaling.

It must be used in brand colors and supporting palettes, in signage systems, and in moments when information needs to be quickly absorbed by the public.

### SALIC's Commodities Icons



Wheat



Barley



Corn



Soybean



Rice



Sugar



Edible Oil



Fodder



Red Meat



Aquaculture



Milk Products



Poultry

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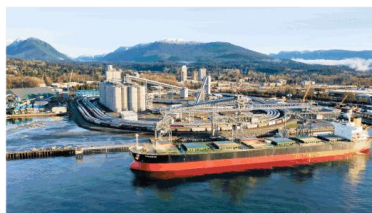
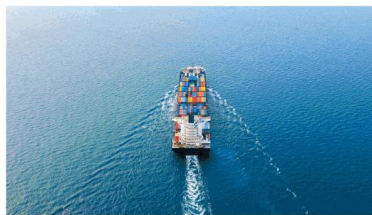


### Photography

Images should evoke the richness of nature to create an interesting narrative.

Photographs must not be stereotypical and should reflect warmth, elegance, positivity, and organic. White balance must be maintained to make sure the images look natural.

Lighting must be natural, with slightly warm tones and hues. Color contrast must be the signature of the brand's photographic style.



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### Applications



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### Applications





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### Applications

