marafiq

Mini Brand Guidelines

شركة المَرافق المـركزية

Centralized Utilities Company

Brand Vision

"To become the leading integrated utility developer and operator of choice."

Brand Promise

"You can have all of your utility needs from a one-stop shop at the capacity you desire with ultimate credibility and competitive price."

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Brand Elements

The Brand Mark

- Brand mark
- Brand mark variations
- Brand mark clear space
- Brand mark misuses

Brand Theme

- Super graphic

Brand Color Palette

- Primary colors
- Secondary colors

Brand Typography

- Arabic typeface
- English typeface

Brand Elements

The Brand Mark

Brand Mark Components

The illustrated brand mark components are to be observed while presending the brand mark being wrapped around or standalone without any change / modification.

Arabic Accent

Arabic Accent

Built-in Icon

English Type

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Arabic Corporate Type

شركة المَرافق المركزية

English Corporate Type

Centralized Utilities Company

Neutral Background

Solid Background

Single Color

Inverse

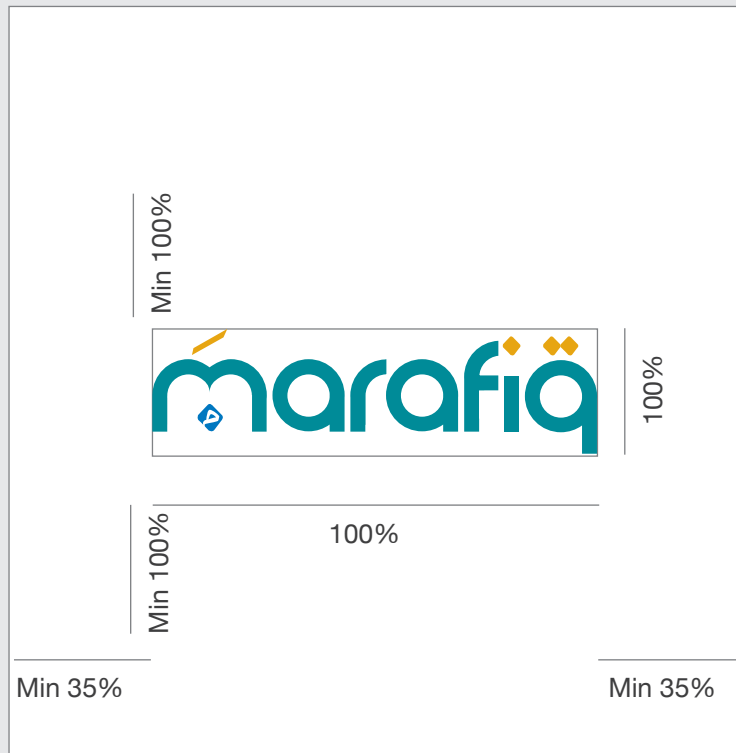# Brand Elements

The Brand Mark

Brand Mark Variations

The illustrated variations of the brand mark presentation are to be observed while presending the brand mark being wrapped around or standalone without any change / modification.

Brand Elements

The Brand Mark

Brand Mark Clear Space

The illustrated margins are to be observed while presending the brand mark being wrapped around or standalone.
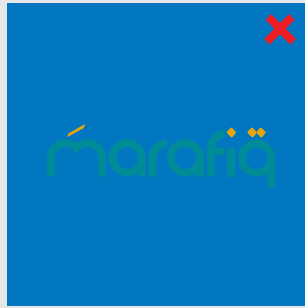
Imagery Conflict

Color Conflict

Color Conflict

Margin Conflict

Stretch Conflict

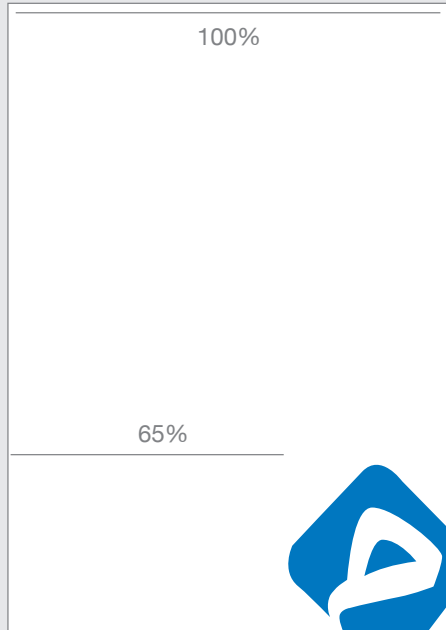**Stretch Conflict**

Brand Elements

The Brand Mark

Brand Mark Misuse

The illustrated misuses are to be avoided while presending the brand mark being wrapped around or standalone.
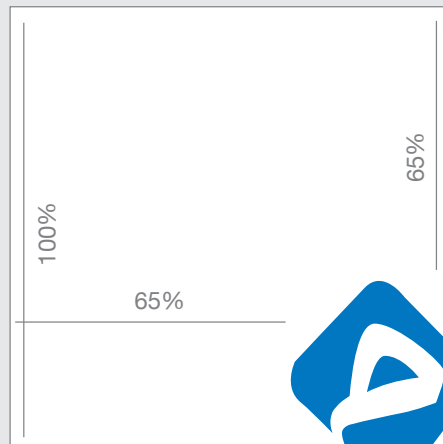
Vertical Orientation

100%

65%

Horizontal Orientation

100%

65%

Square Orientation

100%

65%

65%
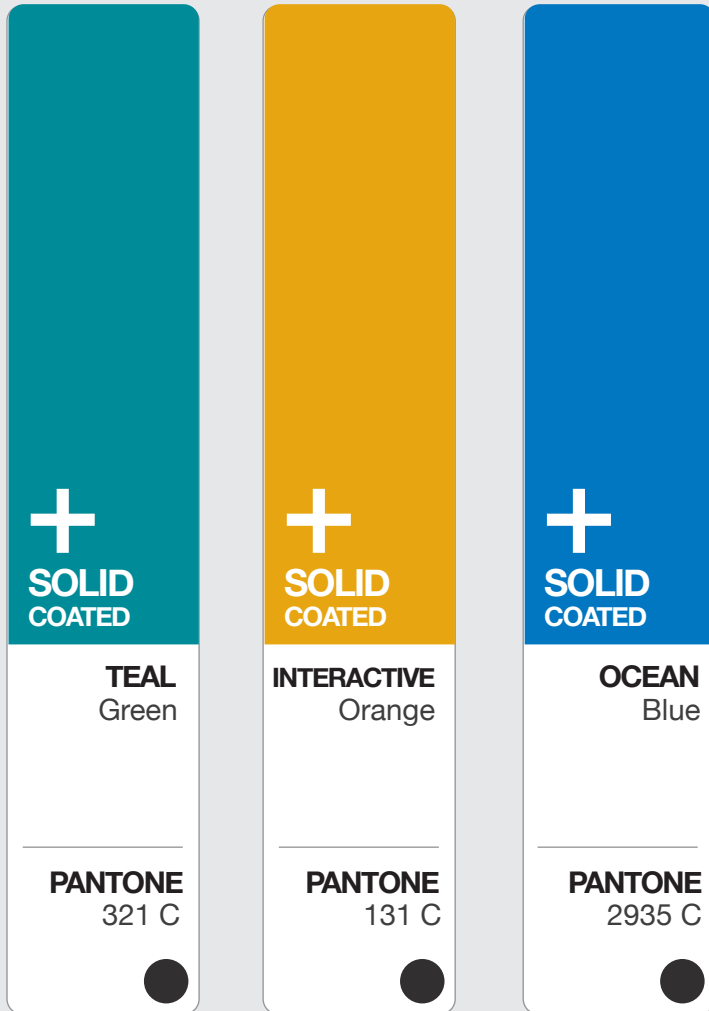
Brand Elements

Brand Theme

Super Graphic

Super graphic is to be used on neutral, single color (Inverse mode), or photography-based backgrounds as per the illustrated proportions.

Super graphic is to follow the color selection of the brand mark being primary or secondary.

SOLID
COATED

TEAL
Green

PANTONE
321 C

SOLID
COATED

INTERACTIVE
Orange

PANTONE
131 C

SOLID
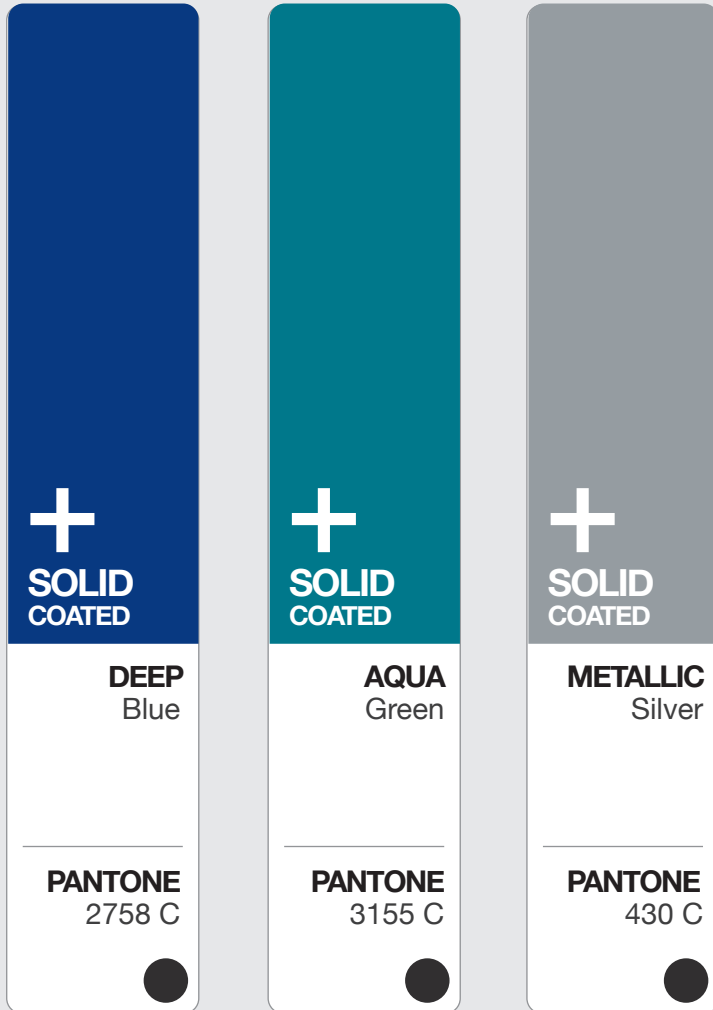COATED

OCEAN
Blue

PANTONE
2935 C

Brand Elements

Brand Color Palette

Primary Colors

The primary color palette is formed with a color logic to illustrate the weight of stakeholders, relativity to the business domain, and brand psychology following the presented solid methods.

+
SOLID
COATED

DEEP
Blue

PANTONE
2758 C

+
SOLID
COATED

AQUA
Green

PANTONE
3155 C

+
SOLID
COATED

METALLIC
Silver

PANTONE
430 C

Brand Elements

Brand Color Palette

Secondary Colors

The secondary color palette is formed with a color logic to illustrate the fusion between standard and creativity that Marafiq brings to the utilities industry.

Secondary colors are to be choosen based on proximity to the color logic used in the illustrated methods herein.

Brand Elements

Brand Typography

Arabic Typeface

The Arabic primary typeface for Marafiq is Hacen Saudi Arabia. The typeface may be used as illustrated herein with (0) horizontal character space setting.

Using Hacen Saudi Arabia XL presentation for titles is optional and may be used if needed for small canvases or in-text highlight type setting.

Hacen Saudi Arabia XL
Optional title typeface

ذي ذي

Hacen Saudi Arabia
Title typeface

ذي ذي

Hacen Saudi Arabia
Body typeface

هم وطرابيشتهم

هم وطرابيشتهم يرقصون الدبكة. هم وطرابيشتهم يرقصون الدبكة. هم وطرابيشتهم يرقصون الدبكة. هم وطرابيشتهم يرقصون الدبكة. هم وطرابيشتهم يرقصون الدبكة. هم وطرابيشتهم يرقصون الدبكة. هم وطرابيشتهم يرقصون الدبكة. هم وطرابيشتهم يرقصون الدبكة.

AvantGarde Md BT

Title typeface

Ab

AvantGarde Bk BT

Optional title typeface

Ab

Helvetica Neue

Body typeface

Lorem Ipsum

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

Brand Elements

Brand Typography

English Typeface

The primary typeface for Marafiq is Avant Garde. The typeface may be used as illustrated herein with (-25) horizontal character space setting.

The secondary typeface for Marafiq is Helvetica Neue. The typeface may be used in all its variations for body text only with (0) horizontal character space settings depending on the needs of the content being presented.

Need more help?

Contact Marafiq (Centralized Utilities Company):

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🌐 **www.almarafiq.om**