



**ANFAL**  
Investing for the long term

# **Brand Guidelines**

**2022**

# Welcome

The guidelines enclosed here demonstrate how best to apply our brand. You are as important to our brand as our logo, since you represent the future of our brand.



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# Our Logo



Our logo is the most visible element of our identity. A universal signature across all Anfal communications. It's a guarantee of quality Investment Services.

We use the same versions in print and on screen with a choice of lock ups.

Our logo is a strong, leading, bold, agile, guiding graphic statement.

The following pages cover the correct usage to ensure the logo always looks its best.



Our name is **ANFAL**.

Anfal Corp is the Investment arm of Ali Zaid Al Quraishi and Brothers Company. Incorporated in 2011 to manage and expand an assorted portfolio of Investments for the group, Anfal has established itself as one of the Kingdom's leading Investment firms. With a strong commitment to its values of Accountability, Transparency, Respect, Excellence, Agility and Drive and in line with the highest standards of corporate governance, Anfal strives beyond to Invest for the long term and add value to the groups investment portfolio.

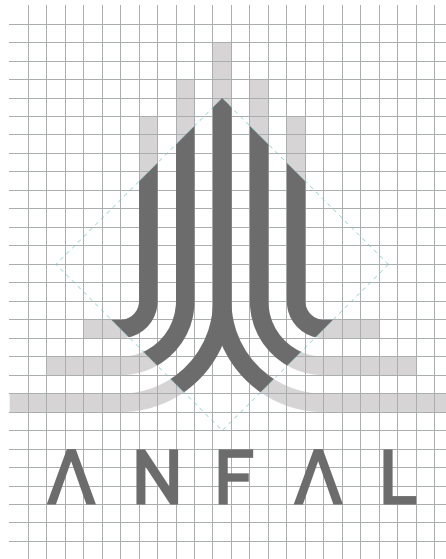
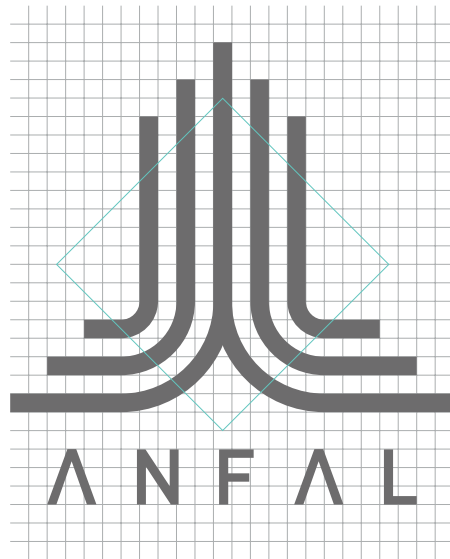
Anfal continues to invest in line with its vision and aims to provide the highest standard of service to its business partners and clients while contributing to the continued development of the local economy.

Symbol: The mark represents paths coming together to invest for the long term to lead to the final goal and outcome of success.

## Logo clear space

To ensure that our Logo is clearly visible in all applications, surround it with sufficient clear space, free of type, graphics, and other elements that might cause visual clutter to maximize the recognition and impact of our identity.

To ensure the integrity and legibility of the logo lock-ups, the area directly surrounding them should be protected.



# Logo clear space

When the logotype or full name is used, a clear space of 50% the logo's height should be maintained.

In special circumstances when a 50% clear zone isn't available or possible, use the second option of 25% clear space.

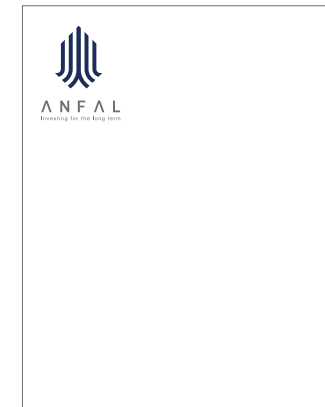


**Note:** the logotype typography has been carefully spaced, and should not be changed, or re-typed.

# Logo positioning

We like to avoid placing the logo in the middle of an area.

On any given format, landscape or vertical the preferred logo placement is in any corner position, or center aligned if large and fitting the page.



**Note:** Centering the logo looks too generic when small. For big signage, business cards and event screens the logo can appear large and centered.

# Logo size

There are no predetermined sizes for the Anfal logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. There is no preset maximum size for the logo. However we do recommend the logo width being 1/6 of the page's width.

For digital uses the minimum size for the standard logo is 100 pixels.



**Note:** Logo icon width is 1/6 of the page's width

# Logo colours

The colours used in our logo should not be changed. In special uses when the logo appears on a black, greyscale or white background (for example T-shirts, Tote bags and certain digital or print media), a one tone white or black logo or 60% grey logo is preferred.

When placing the logo onto imagery, please ensure that it is placed within an uncluttered image area to allow for maximum legibility and visibility. Preferably an isolated white background image.

Navy blue



Pantone 2757 C

C 100  
M 89  
Y 36  
K 31

R 0  
G 31  
B 69

HEX #001f60

Gray



Black 80%

C 0  
M 0  
Y 0  
K 80

R 87  
G 87  
B 87

HEX #575757

# Logo misuses

To maintain the integrity of the logo, and to promote the consistency of the brand, it is important to use the logo as described in these guidelines.

The examples shown here illustrate possible misuses of the Anfal logo that should be avoided.



DO NOT outline the logo



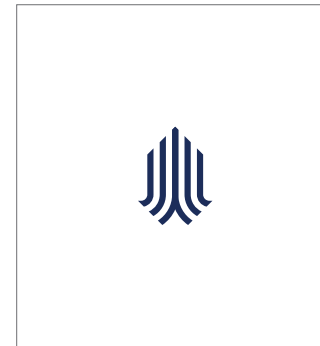
DO NOT tilt the logo



DO NOT stretch the logo



DO NOT create a gradient logo



DO NOT place the symbol on its own without the logotype



DO NOT change the transparency of the logo

# Our Typography

Typography is an important aspect of our brand identity. Our typographic style contributes to our brand recognition.

The typography usage examples on the following pages should be followed to ensure all of our communications appear consistent.

## Print typeface

### Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@\$/=+()

### Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@\$/=+()

### Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@\$/=+()

## Arabic typeface

### DIN Next LT Arabic Ultra Light

٠٩٨٧٦٥٤٣٢١  
ا 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 ة

### DIN Next LT Arabic Light

٠٩٨٧٦٥٤٣٢١  
ا 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 ة

### DIN Next LT Medium

٠٩٨٧٦٥٤٣٢١  
ا 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 ة

## Other typeface

Use when regular typeface is not available and on digital documents where the typeface may not be available eg. Microsoft Office.

### Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@\$/=+()

# Colours

Our colours are an important part of our brand.

When using the colors in print, it is important to always seek to use Solid Pantone inks. This way, all of our materials will be consistent, and our colors look vibrant.

These same vibrant colors cannot be achieved using standard CMYK printing.



# Colour palette

These are our **primary colours**.

Please use Coated paper Pantone colours when able. Please refer to the breakdowns on this page.

Blue



Pantone 2757 C

C 100  
M 89  
Y 36  
K 31

R 0  
G 31  
B 69

HEX #001f60

Turquoise



Pantone 7711 C

C 93  
M 11  
Y 33  
K 01

R 0  
G 149  
B 169

HEX #0095a9

Gray



Black 80%

C 0  
M 0  
Y 0  
K 80

R 87  
G 87  
B 87

HEX #575757

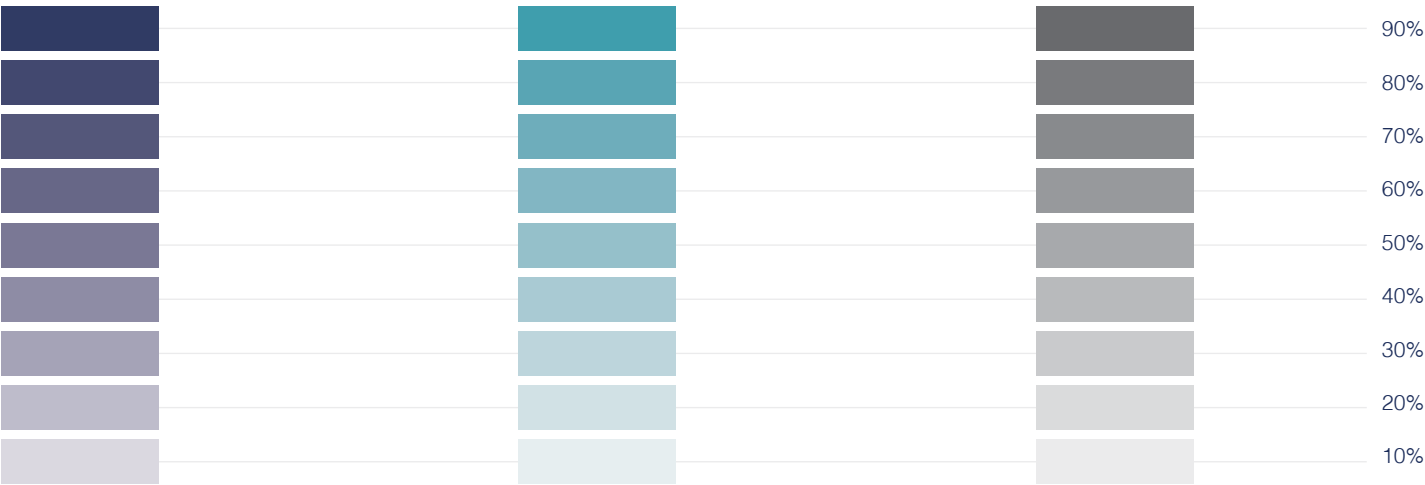
Gradient



HEX #001f60  
HEX #0095a9

These are our **secondary colours**.

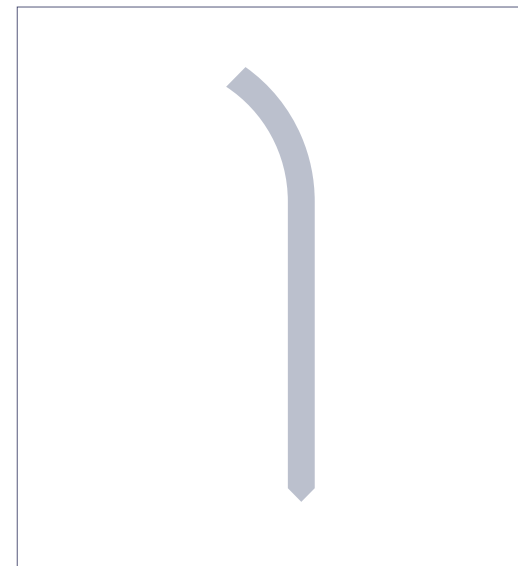
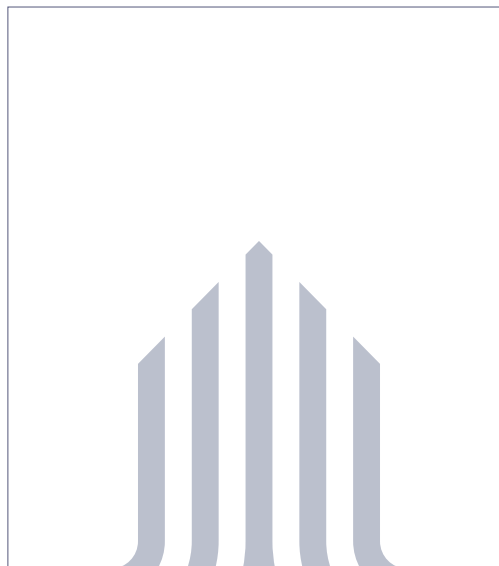
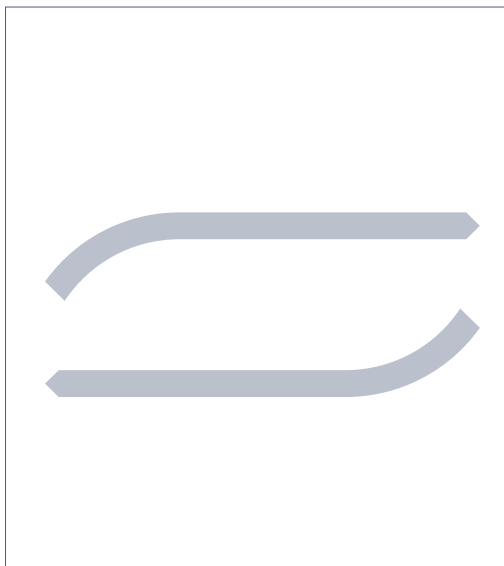
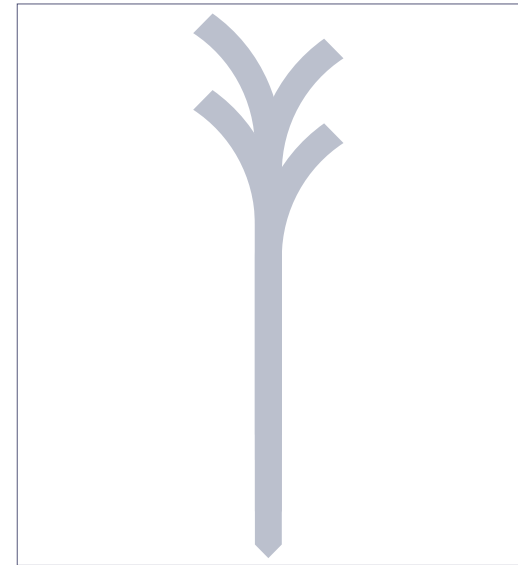
Use these colours only when the primary colour palette has been over used eg. graphs, infographics etc.



# Flexible Element

This is our flexible brand element. The symbol and pathways to success. The paths give our communications a flowing, strong, leading, visionary, collaborative, organic and goal orientated feeling.



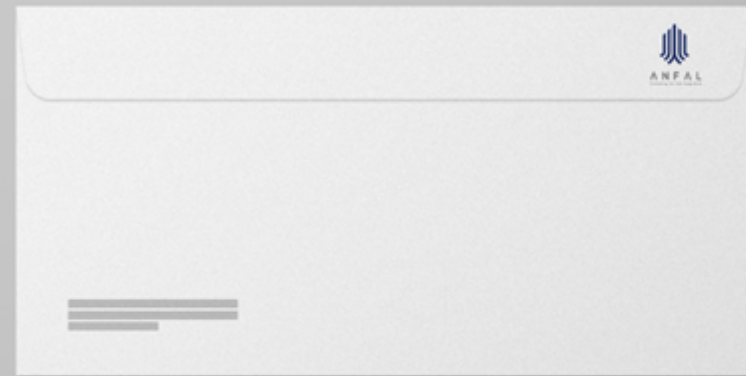


# Stationary

An example of our Stationary.

The examples show our distinct elegant feel.





# e-mail Signature





**Ayman Ismail Kamdan**  
Chief Investments Officer

**Arial 9 pt Bold**  
Arial 9 pt Regular

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**T:** +966 9 0000 0000  
**D:** +966 13 000 0000 **Ext:** 000  
**F:** +966 13 000 0000  
[www.anfal.com](http://www.anfal.com)

Arial 8 pt Regular

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Arial 7 pt Regular

**Thank you**