

Al Wadi Square

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# Brand Guidelines



Al Wadi Square

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# Primary Logo



Al Wadi Square

# Secondary Logo



Al Wadi Square

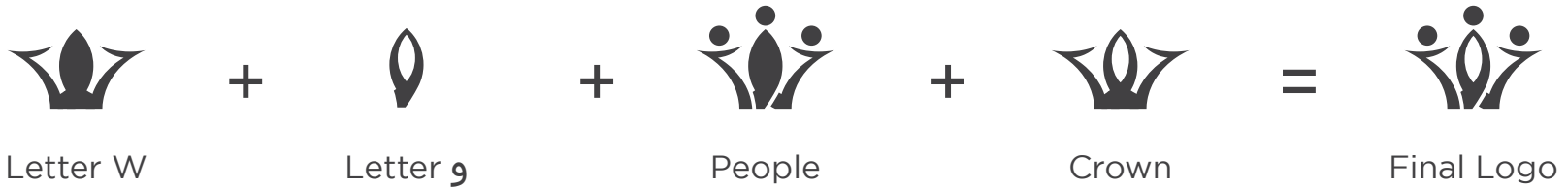
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# Logo Construction



الوادي سكوير  
AL WADI SQUARE

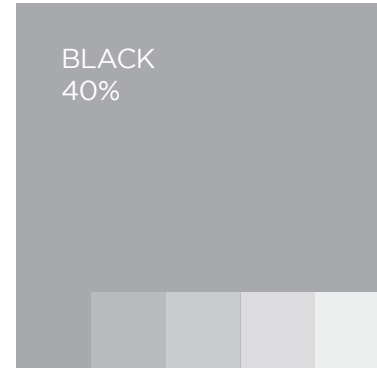
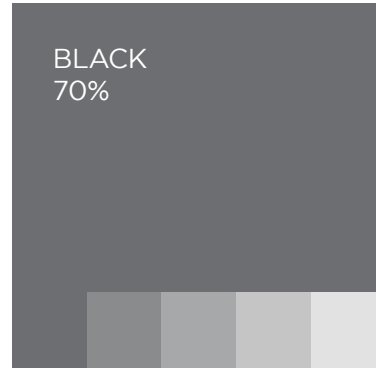
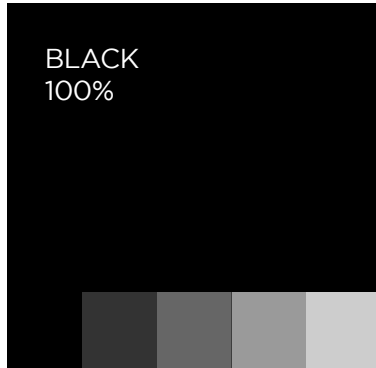
# Logo Breakdown



Al Wadi Square

# Color Palettes

PANTONE 466 CP  
C21 M31 Y60 KO  
R202 G170 B119  
H36 S41 B79



# Typography English

## Primary Typeface

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TRAJAN PRO - REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

~!@#\$\$%^&\*()\_+{}|;',./<>

## Running Text

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GOTHAM - BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

~!@#\$\$%^&\*()\_+{}|;',./<>

## Secondary Typeface

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TRAJAN PRO - BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

~!@#\$\$%^&\*()\_+{}|;',./<>

## Word document

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ROBOTO - REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

~!@#\$\$%^&\*()\_+{}|;',./<>

# Typography Arabic

Primary Typeface

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AL-GEMAH-SANA AL-GEMAH-SANA

أ ب ت ث ج ح خ د ذ ر ز س ش

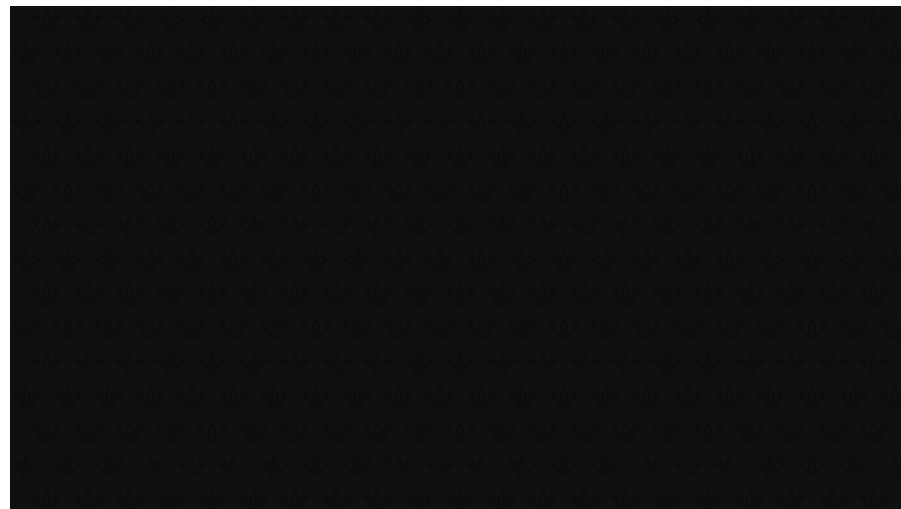
ص ض ط ظ ع غ ف ق ك ل م ن ه و ي ء

٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ، ، % ؟ ! ؛ ، . . . ء ة و ؤ ك ء



Al Wadi Square

# Brand Pattern



# Brand Icons



Al Wadi Square

# Business Card Sample



Al Wadi Square

# Letterhead Sample



Al Wadi Square

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# Thank you