



ALBAIT ALDIMASHQI
PERFUME



B

Brand Identity Guideline
August 2016

Brand Architecture

Brand

Communication Activity

Segments

Sub-segments

Communication Architecture

Brand Shape

Brand Slogan

Photography Theme

Brand Messages

verbal identity

Colour usage



Individual

Basic

Premuim



Our Brandmark is unique element and one of the key components of our identity system.

The correct usage of our brandmark plays an important role in the consistency and clarity of our communications.



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The elements of the logo are what exactly reflect our brandmark and it's a graphic expression of Rose and damacian arches, brandmark shape The relative sizes and positioning of the element within our brandmark are fixed.

Our brandmark should only be reproduced from the master artwork and should not be redrawn or altered in any way.



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It is essential to ensure that our brandmark is given an appropriate amount of clear space around it.

Clear space is the minimum area to be kept free of graphics, other logos, type, lines or any other elements around our brandmarks, no other piece of art or layout edge can come within this area.

The clear space helps maintain the impact and integrity of our brandmark and ensure consistent high quality results.

When calculating the minimum amount of clear space, please follow the guidelines shown, the amount of clear space is defined by the space between letters. this is the smallest unit used in our brand mark.

Our brandmark is calculated using the QX measurement and the minimum space around the brandmark must not be less than 2QX except landscape and vertical banners where the width is 5 times or more than the height and vice versa, in this case the minimum space must not be less than 1 QX, this is the minimum, more clear space is always better.



Brandmark
Vertical Brand mark

Brandmark can be used as in this slide in case of large format artwork such as street signboard and lamppost and Vertical flag to maintain and ensure consistent high quality results and the brand clarity and in order to maximise visibility.



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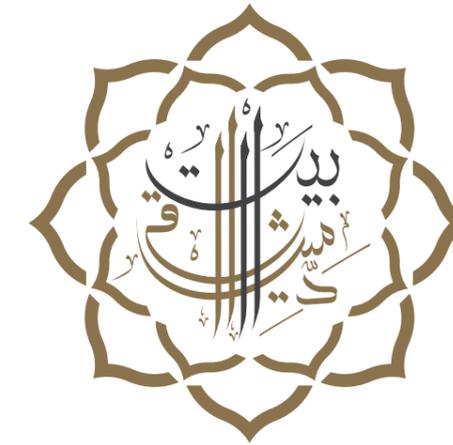
Brandmark
Minimum size

The minimum width of our Logo should never be less than 30 mm in print or 250 pix in the digital environment.

The minimum width of our brandmark should never be less than 30 mm without the English name in print or 125 pix in the digital environment.

It is Always better to not separate the Icon from the English name, our logo is one unit.

In situation where the registered mark is very small and illegible, we simply exclude it from the brandmark.



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Brandmark
Clear space and Minimum size

Our brandmark is calculated using the QX measurement and the minimum space around the brandmark must not be less than 2 QX except landscape and vertical banners where the width is 5 times or more than the height and vice versa, in this case the minimum space must not be less than 1QX, this is the minimum, more clear space is always better.



Brandmark
Clear space and Minimum size



Brandmark
Positioning

There are two ways to position our brandmark:

1 - For proposition focused communication, top left

Any usage other than these mentioned must be approved by our brand development team.



Brandmark
Brand sizing on portrait format

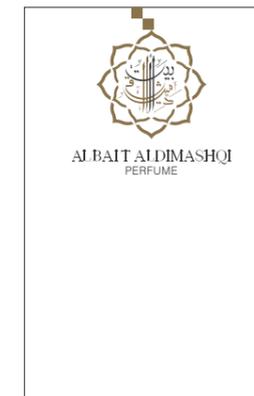
The format and brandmark are scalable and can be adapted to an almost infinite number of sizes.

The size of our brandmark is determined by the size of the format, as is demonstrated in the examples on this page. All portrait sizing must follow this rule in order to maintain consistency across all our brand collateral.

The size of our brand on **portrait** format is calculated as:

sizes less than 10 cm width, portrait

$Width + Height / 4 = \text{brandmark Height}$



Brandmark
Brand sizing on portrait format

sizes 10 cm and above for portrait shapes and sizes:

brandmark usage must be with the slogan

$Width + Height / 12 = \text{brandmark Height}$

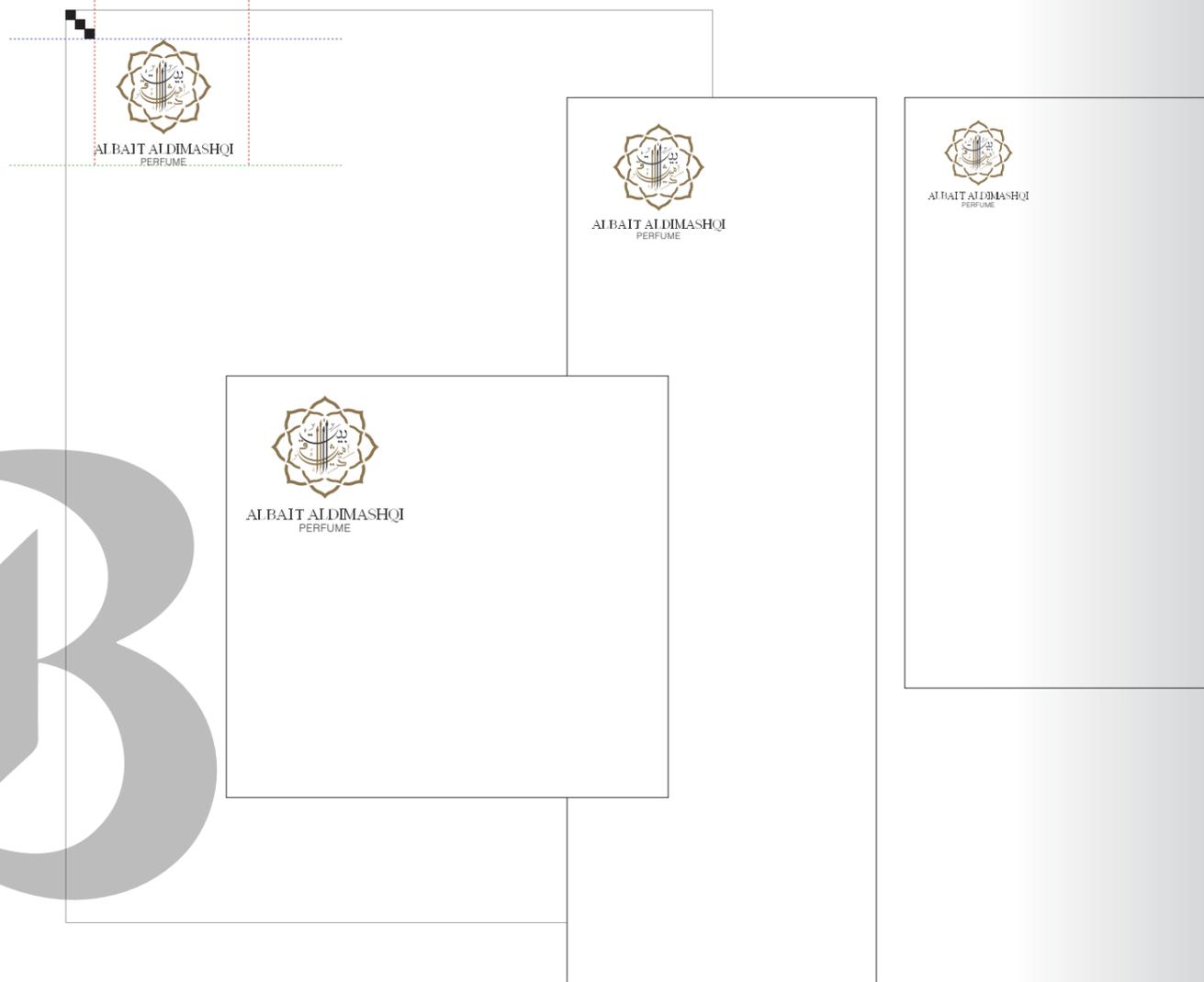
The Height of our brand on shapes and sizes where its square (above 10 cm in printed environment) and where the height is 2 or 3 times more than width:

$Width + Height / 10 = \text{brandmark Height}$

Squares above 5 and less than 10:

$Width + Height / 6 = \text{brandmark Height}$

Note: we have to consider the minimum size of brandmark not to be smaller than 30 mm or 125 pix.



Brandmark
Brand sizing on portrait format

sizes where the height is 4 times and above, more than width:

The brandmark will take the max width with considering the minimum space around the brandmark which is not less than 1QX.

Note: Al Bayt Al Dimashqi brand must not be scaled smaller than the minimum recommended size mentioned earlier.



Brandmark
Brand sizing on landscape format

The size of our brand on **landscape** format is calculated as:

sizes less than 10 cm width, landscape

Width + Height / 4 = brandmark Height



Brandmark
Brand sizing on landscape format

sizes 10 cm and above for portrait shapes and sizes:

brandmark usage must be with the slogan

Width + Height / 10 = brandmark Height

The Height of our brand on shapes and sizes where its square Above 10 cm in printed environments and where the height is 2 or 3 times more than width:

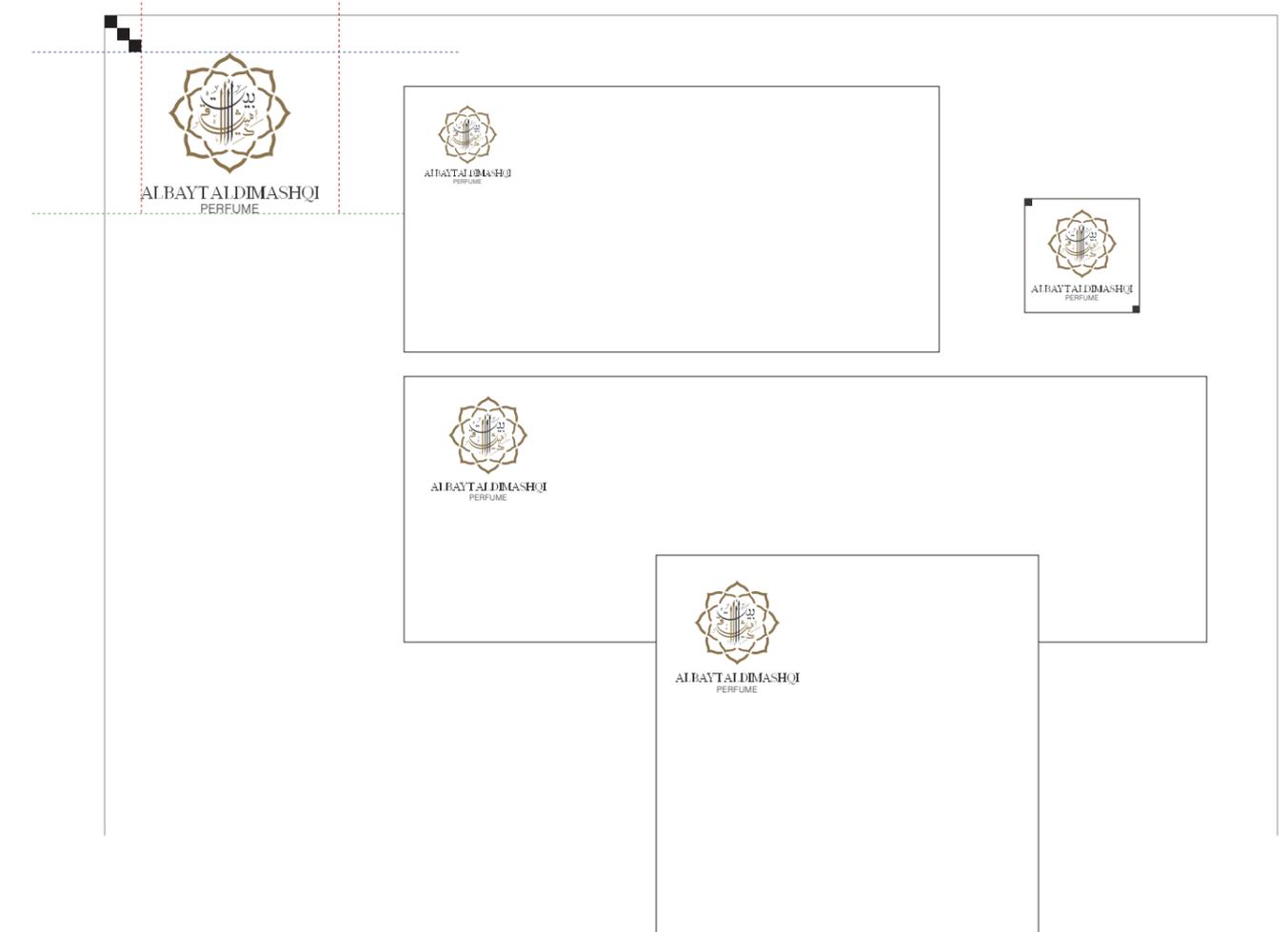
Width + Height / 10 = brandmark Height

Squares above 5 and less than 10:

Width + Height / 6 = brandmark Height

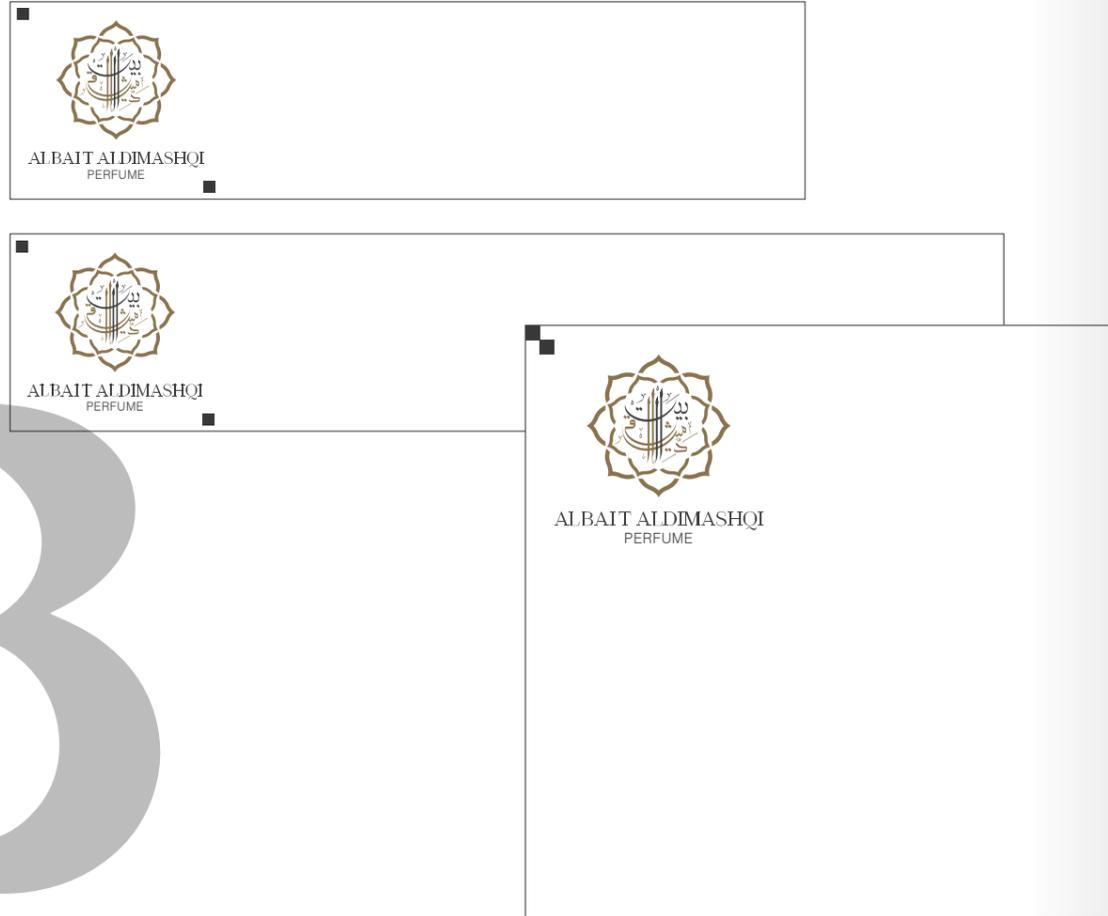
this formula can be used until the size of the brandmark take the full height of the canvas considering the minimum space around the logo.

Note: we have to consider the minimum size of brandmark not to be smaller than 30 mm or 125 pix.



Brandmark
Brand sizing on landscape format

Al Bayt Al Dimashqi brand must not be scaled smaller than the minimum recommended size mentioned earlier.



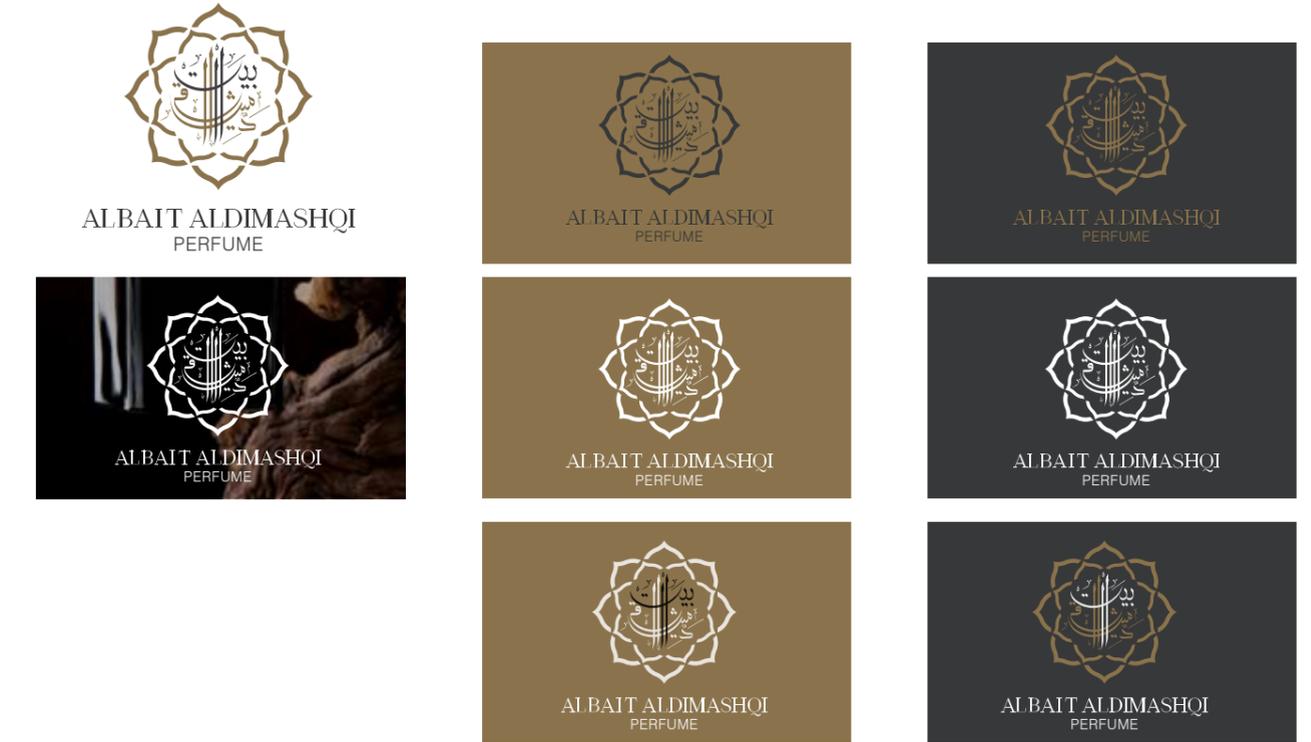
Brandmark
Colour and background options

The examples illustrated on this page demonstrate the options for reproducing Al Bayt Al Dimashqi brand.

Our Brand must appear in original colour whenever possible.

Al Bayt Al Dimashqi Brand may also reproduce in white on an Gold, Black or dark photographic background.

Al Bayt Al Dimashqi Brand may be reproduced using etching and blind embossing.



PANTONE 872 C PANTONE Natural Black C

Brandmark
Mis-uses



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Do not use colour other than
Al Bayt AlDimashqi Gold, B&W



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Do not use make it italic



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Do not distort the brandmark



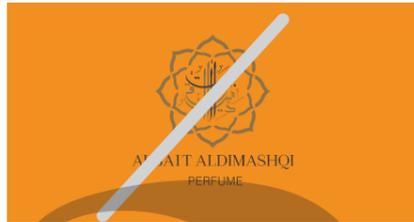
ALBAIT ALDIMASHQI
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Do not distort the Balance



ALBAIT ALDIMASHQI
PERFUME

Do not use different font for
strapline



Do not use any solid colour other than
those specified in this guidlibe behind
the brandmark



Do not place the brandmark on a busy
photographic background



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Do not change the proposition
of the brandmark



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Do not change the strapline size



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Do not change the position of the
strapline



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Do not change any of Item color



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Do not reverse the color of the logo

COLOUR

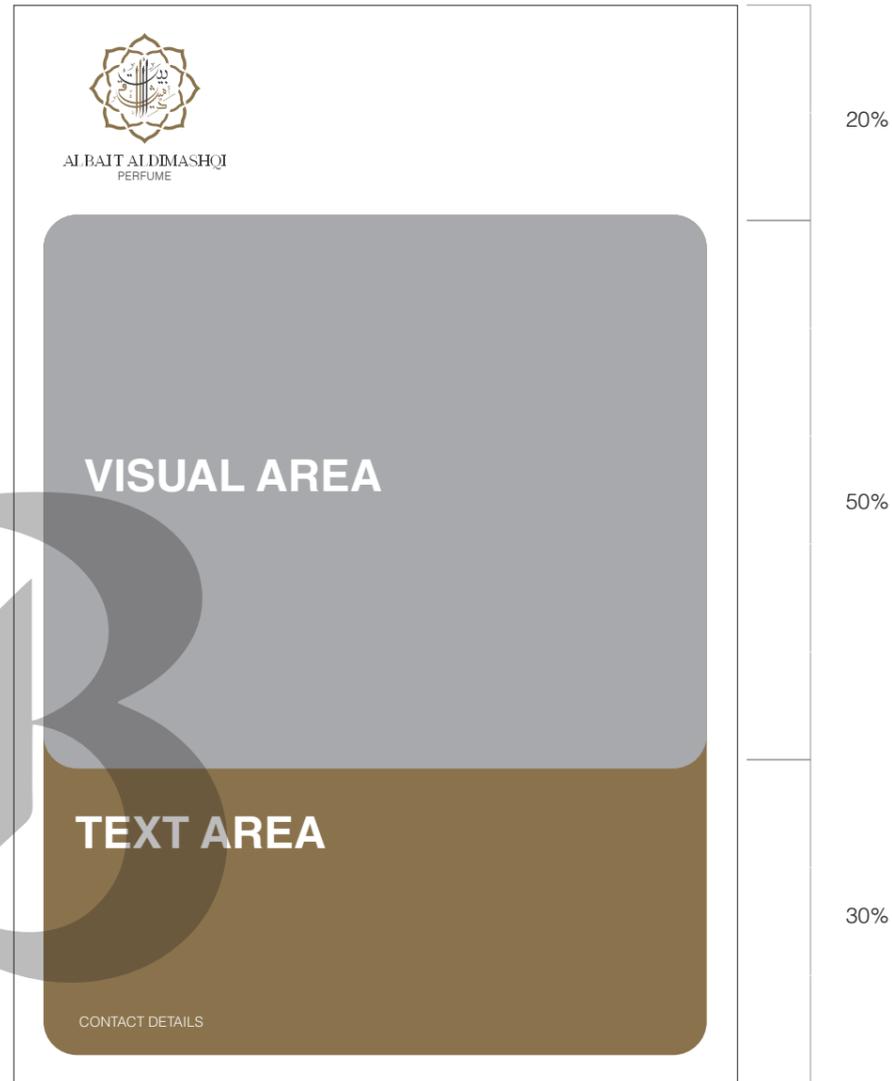
Colour is a very important element of Al Bayt Al Dimashqi brand as its reflect and key identity identifier of the brand, our colour contribute to create an easily recognisable and distinctive identity.

Colour is alwyas a main consideration when creating and designing our communication, enviroment and the shop material.



The colour balance and proposition across all communications is of great importance in order to maintain a consistent visual look and free.

The chart on the right shows the proposition in which our primary colour secondary colour and the different variation.

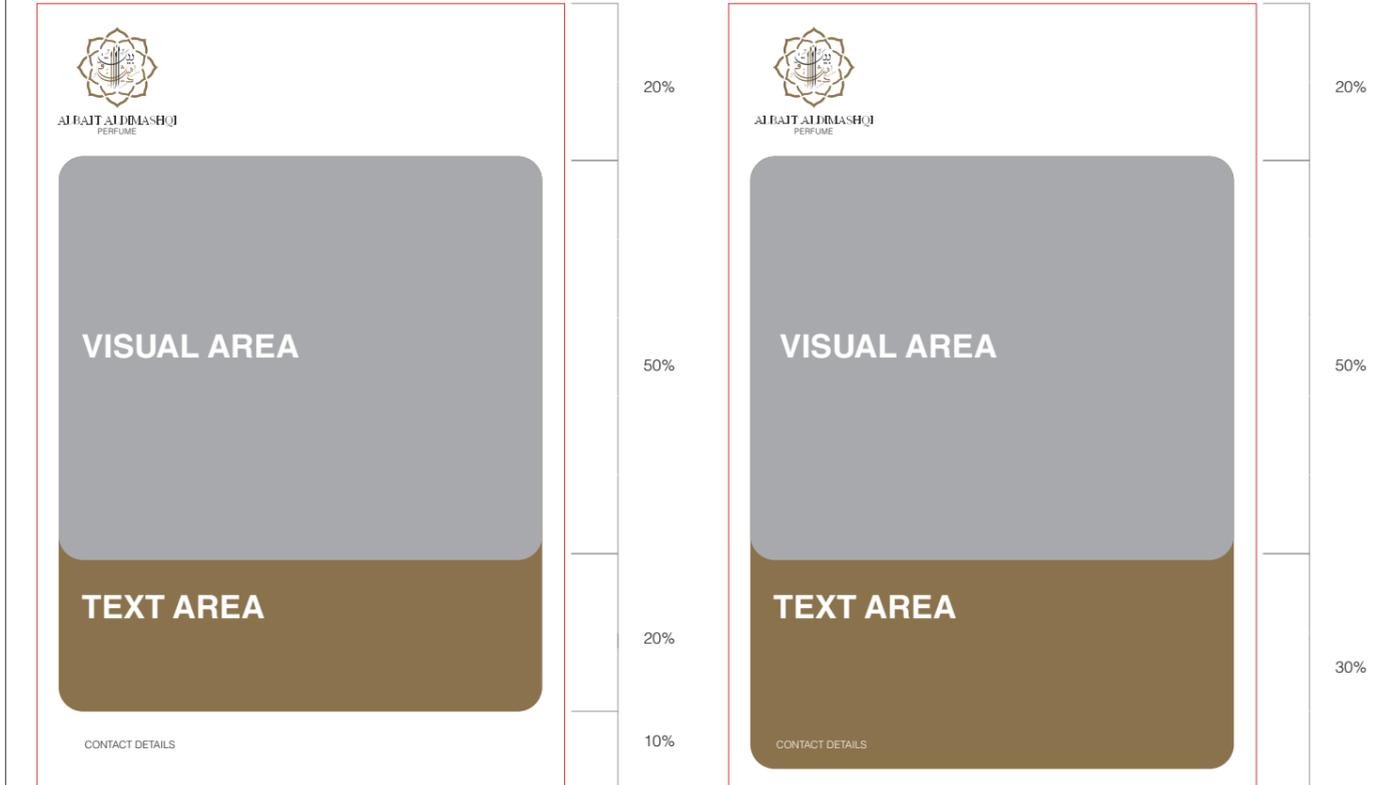


White has an important part to play in the visual appearance of Al Bayt Al Dimashqi brand, white is the background or canvas on which our colours live on or within, the overall neutrality of white as apposed to Gold colour levels from the chosen level and down to the zero point gives all of our brand colours visibility and clarity.

As a general rule the percentage of white use in our collaterals applications and environments should follow the rule of 20% visual appearance of white.

We use Gold to highlight and for attracting attention to key aspects and to catch the eye of our communications.

In the brandmark the percentage of the Gold colour comparing with the Gold is 1/4 and we will follow the same scale to take the right place of the primary and secondary colours when we use the white background, Natural Black Colour is 10% from the canvas size Gold Colour, as a solid and as a text headlines is 30% from the canvas in case we want to include contact details within or 20% if we want to exclude the contact bar.



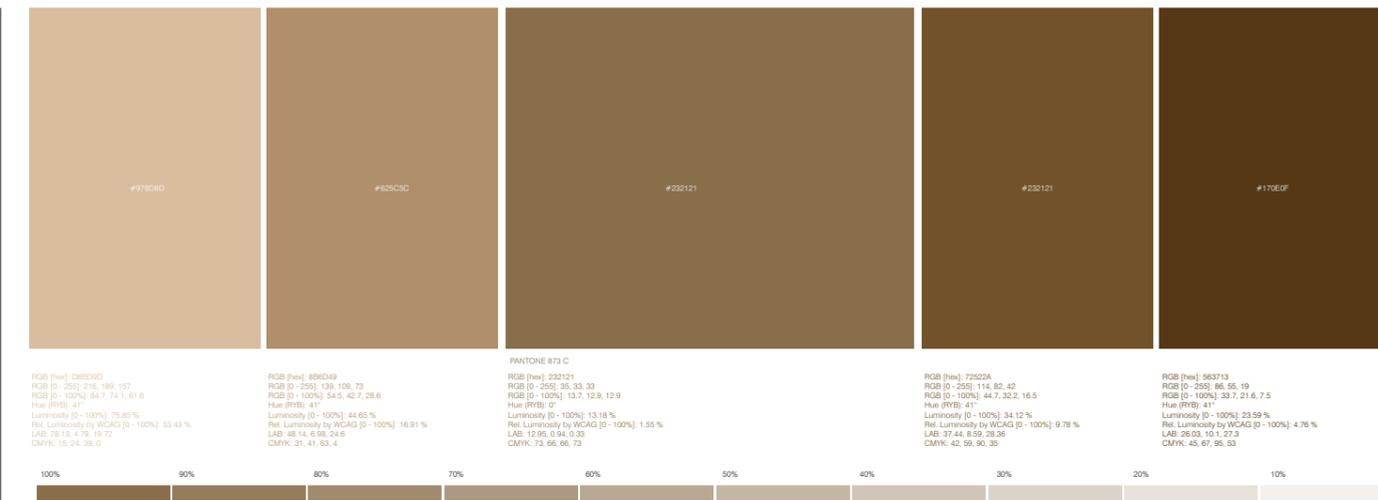
Brandmark
colour specifications

Colour Combination, the higher number, the higher contrast of combined colors.

	1	1.8	3	4.8	7.1	10.8	21
1.8		1	1.7	2.7	4	6	11.7
3	1.7		1	1.6	2.4	3.6	7
4.8	2.7	1.6		1	1.5	2.2	4.4
7.1	4	2.4	1.5		1	1.5	3
10.8	6	3.6	2.2	1.5		1	2
21	11.7	7	4.4	3	2		1

Brandmark
colour specifications

Gold as a primary colour with its shade will be used in our brand communications
Red monochromatic will also be used as a Primary colour.



Brandmark
colour specifications

Colour Combination, the higher number, the higher contrast of combined colors.

	1	3.2	6.6	16	19.4	19.5	21
3.2		1	2.1	5	6.1	6.1	6.6
4.7	1.4		1	2.4	3	3	3.2
7.4	1.9	1.3		1	1.2	1.2	1.3
12.2	4.1	2.6	1.2		1	1	1.1
9.9	4	2.8	1.2	1		1	1.1
21	8.4	5.9	1.3	1.1	1.1		1

Brandmark
colour specifications

Nature Black Color as a primary colour will be used in our brand communications
All Black nature shade are considered as a secondary color.

#888E8E
RGB (hex): 888E8E
RGB: 152, 142, 142
RGB (%): 59.6, 55.7, 55.7
HUE (RYB): 0°
Luminosity (%): 56.86 %
Rel. Luminosity by WCAG (%): 27.97 %
LAB: 59.87, 3.71, 1.33
CMYK: 43, 40, 35, 3

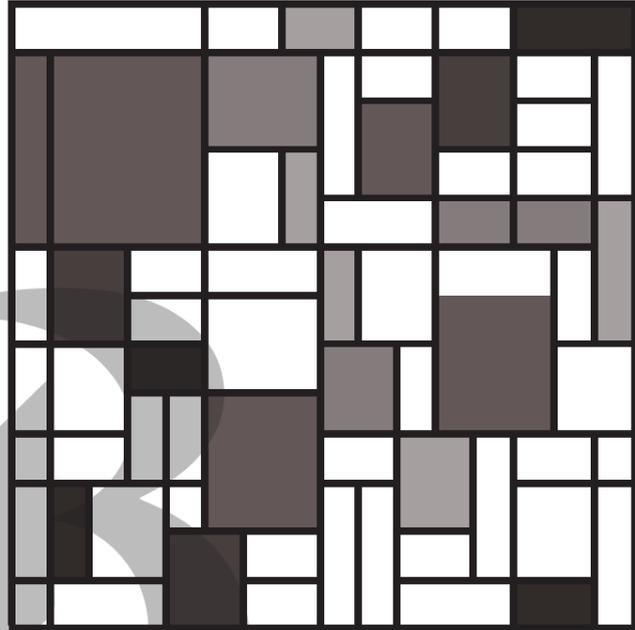
#625C5C
RGB (hex): 625C5C
RGB: 98, 92, 92
RGB (%): 38.4, 36.1, 36.1
HUE (RYB): 0°
Luminosity (%): 36.78 %
Rel. Luminosity by WCAG (%): 11.02 %
LAB: 39.62, 2.4, 0.96
CMYK: 59, 56, 53, 26

PANTONE Natural Black C
RGB (hex): 232121
RGB: 35, 33, 33
RGB (%): 13.7, 12.9, 12.9
HUE (RYB): 0°
Luminosity (%): 13.18 %
Rel. Luminosity by WCAG (%): 1.55 %
LAB: 39.62, 0.94, 0.33
CMYK: 70, 65, 65, 73

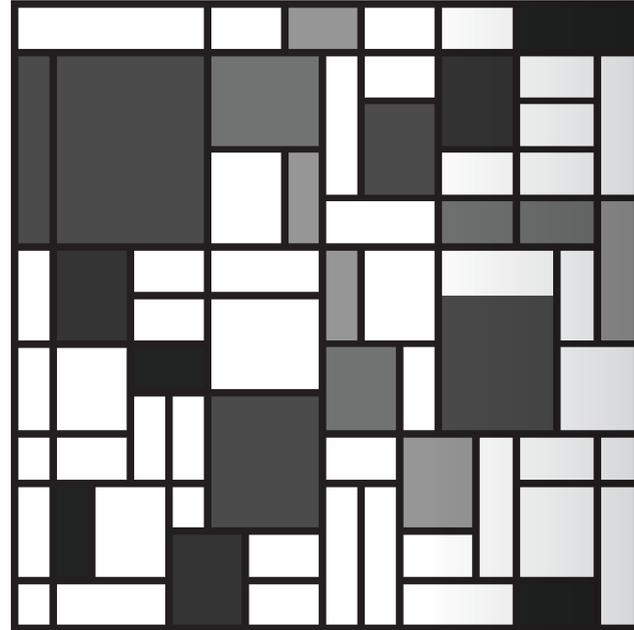
#110C0C
RGB (hex): 110C0C
RGB: 17, 12, 12
RGB (%): 6.7, 4.7, 4.7
HUE (RYB): 0°
Luminosity (%): 5.25 %
Rel. Luminosity by WCAG (%): 0.41 %
LAB: 3.69, 1.66, 0.58
CMYK: 71, 68, 68, 84

#150A0A
RGB (hex): 150A0A
RGB: 21, 10, 10
RGB (%): 8.2, 3.9, 3.9
HUE (RYB): 0°
Luminosity (%): 5.21 %
Rel. Luminosity by WCAG (%): 0.4 %
LAB: 3.6, 3.85, 1.35
CMYK: 68, 68, 66, 84

Colour vision simulation comparing with the normal vision

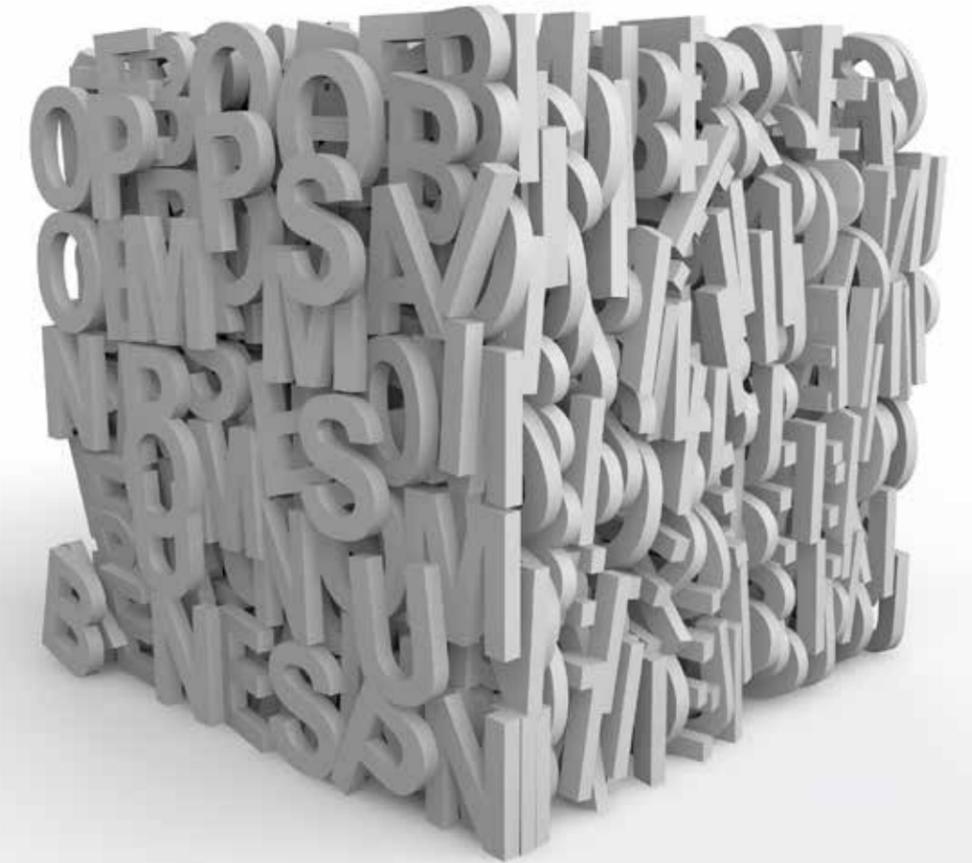


Dyschromatopsia Incomplete Achromatopsia



Full Achromatopsia unable to see color

Typography is a powerful tool in our visual identity it helps create brand recognition and play a signature role in aligning our communication with our brandmark.



Typography Brand Latin Typeface

Our Latin typeface is HELVETICA , this family has been chosen for its clear letterform which sit in harmony with our brandmark.

we prefer to use the boldest weight for our headlines and title copy, as it is more distinctive and unique.

The main font that is used in the title of the brand is Basic Title Font, it's thin and sharp and with its sans serif edges it perfectly reflects the corporate dimension of the brand.

For font files and endorser licence agreement please contact the brand development team.

Aa **Aa**

Typography -

This Primary use is display use. That's why we focused on legibility while deciding on a typeface

Typography -

The main font that is used in the title of the brand is HELVETICA. It enhances the identity of the brand and reflects its superiority and seriousness

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 .,:; ' " % & #

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 .,:; ' " % & #

abcdefghijklmnopqrstuvwxyz

Typography Brand Arabic Typeface

Our Arabic typeface is HELVETICA Arabic , this family has been chosen for its clear letterform which sit in harmony with our brandmark.

we prefer to use the boldest weight for our headlines and title copy, as it is more distinctive and unique.

The main font that is used in the title of the brand is Basic Title Font, it's thin and sharp and with its sans serif edges it perfectly reflects the corporate dimension of the brand.

For font files and endorser licence agreement please contact the brand development team.

Paragraph
Helvetica Neue LT Arabic/ 45 Light
Helvetica Neue LT Arabic/ 55 Roman

ب

HEADLINES
Helvetica Neue LT Arabic
75 Bold

-العناوين

This Primary use is display use. That's why we focused on legibility while deciding on a typeface

-العناوين

The main font that is used in the title of the brand is HELVETICA. It enhances the identity of the brand and reflects its superiority and seriousness

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

١٢٣٤٥٦٧٨٩٠!@#%&'()*

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

١٢٣٤٥٦٧٨٩٠!@#%&'()*

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

١٢٣٤٥٦٧٨٩٠!@#%&'()*

In the cases when Helvetica is not available the suggested system default font to be used as substitutes are Calibri for English

Calibri

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

! " # \$ % & ' () * + , - . / : ;

Arial Arabic with numbers in either Arial Arabic or Arial Latin

أ ب ج د ه ز ح ط ع ف ق ك ل م ن و ي

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () | \ /



Type should always set to maximise legibility and readability, the following specifications are for an A4 spread but specific sizes and weights may be adjusted to suit your communication needs.

- 1 **Headline**
Headline regular/Bold 20pt/30pt always in Black
- 2 **Headline highlighted Text**
Headline regular/Bold same size as headline in Gold
- 3 **Chapter name**
Headline Light, 8pt/11pt, in Gold
- 4 **Body copy headline**
Regular, 9pt/14pt Bold in Gold
- 5 **Body copy**
Light, 9pt/14pt in black nature
- 6 **Body Copy Highlighted text**
Regular from the title and light for the body copy, 9pt/11pt. in Gold
- 7 **Caption, Notes and Quotes**
Regular/Light, 8pt/12pt in Gold
- 8 **Page Numbers**
Light, 8pt/11pt in black nature

The image displays two layout designs for 'AL BAIT AL DIMASHQI PERFUME'. The left design features a grid with a large headline 'Typography style of today' (1), a sub-headline 'Typography Style of Freiburg' (4), a body headline 'BSM Technology Tools' (6), and a body copy headline 'small-sized low-rise lodging with direct access to' (7). The right design features a product image, a headline '3 2015 Reviews' (3), and body text (5).

Panel Grid
Lamp post

When creating a lamppost advert we need to follow our 6 step process. not only does it make things easier, it will also make sure that all our communications is consistent.

The page demonstrates the example of a horizontal advert, As a general rule the image area is always larger than text area.

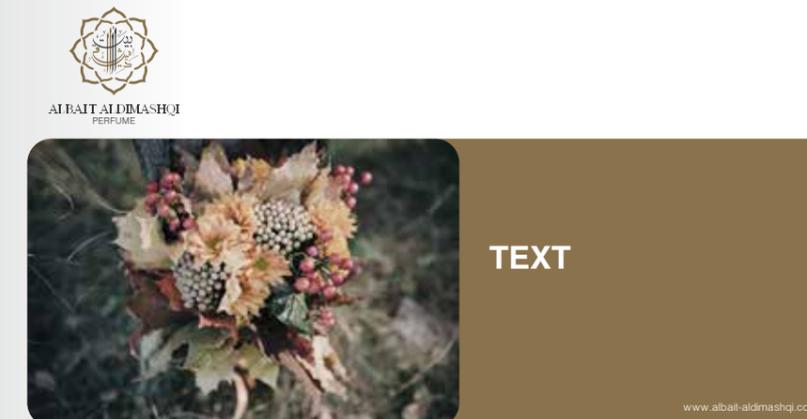
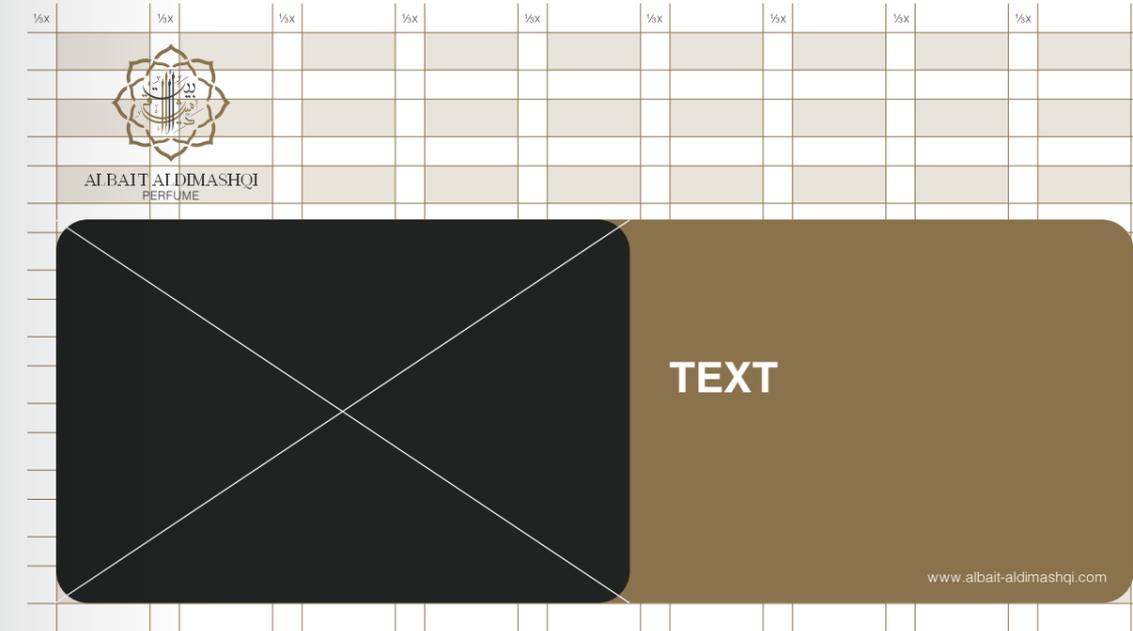
Size: W75 x H160

Width + Height / 20 = X

Grid system 10 rows x 10 columns
Gutter 1/3 X.



Panel Grid
Billboards

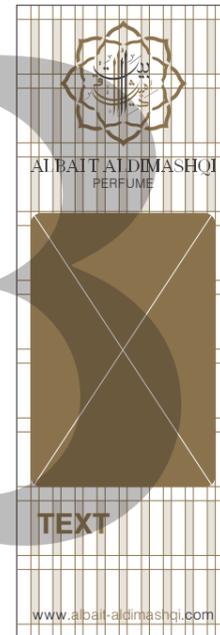


The format and brandmark are scalable and can be adapted to an almost infinite number of sizes.

The size of our brandmark is determined by the size of the format, as is demonstrated in the examples on this page. All vertical and horizontal sizing must follow this rule in order to maintain consistency across all our brand collateral.

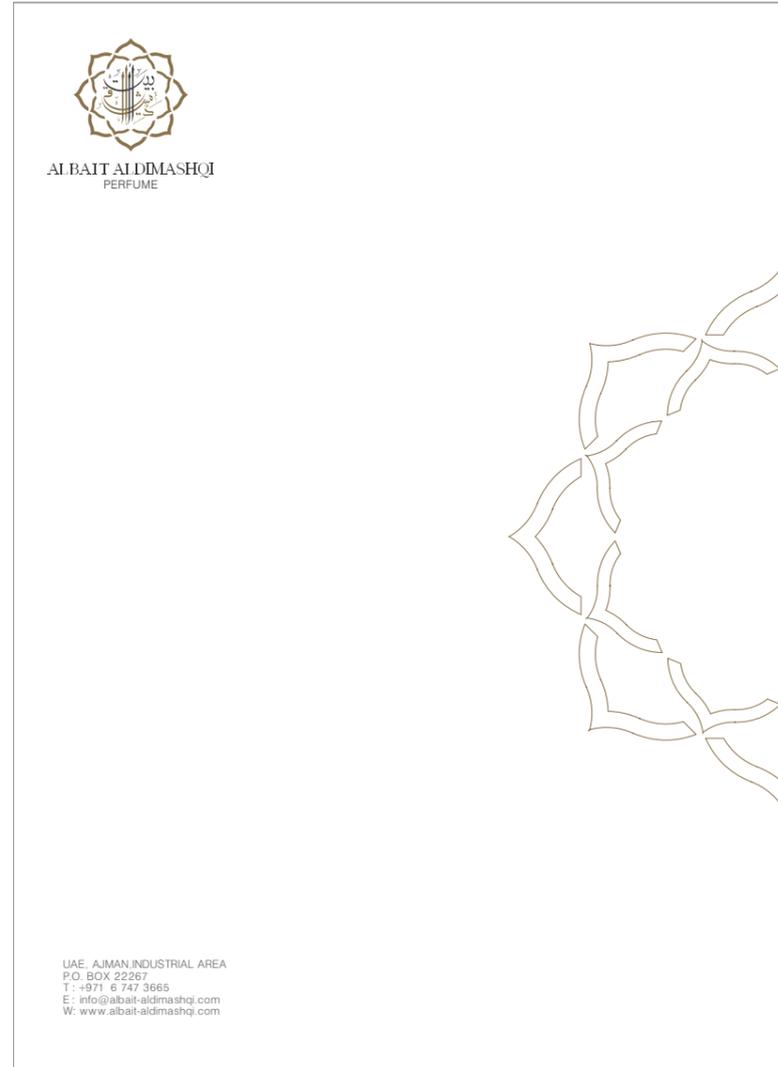
$$\text{Width} + \text{Height} / 20 = X$$

Grid system 10 rows x 10 columns
Gutter 1/3 X.

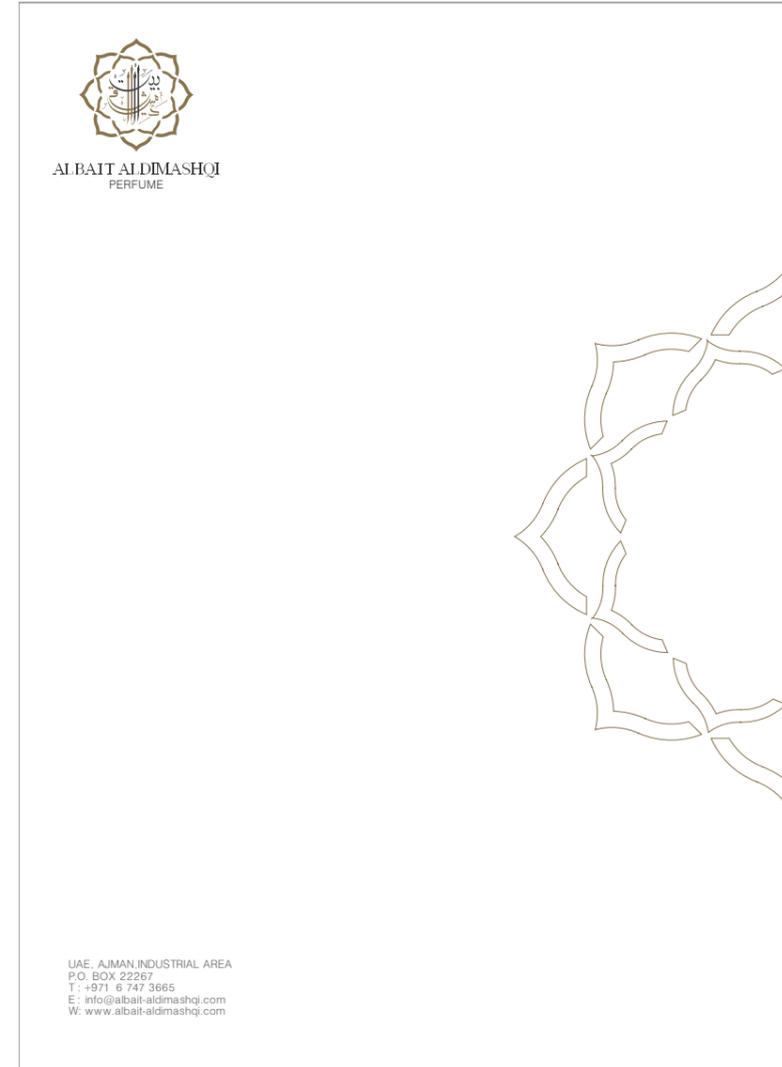
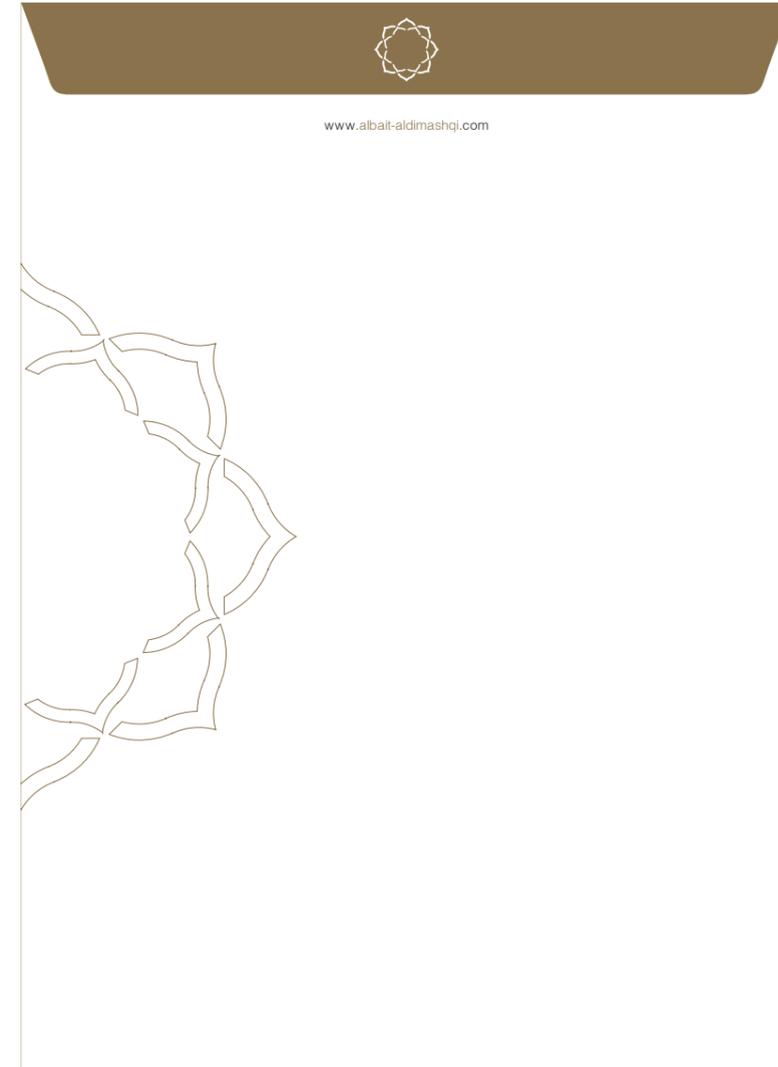


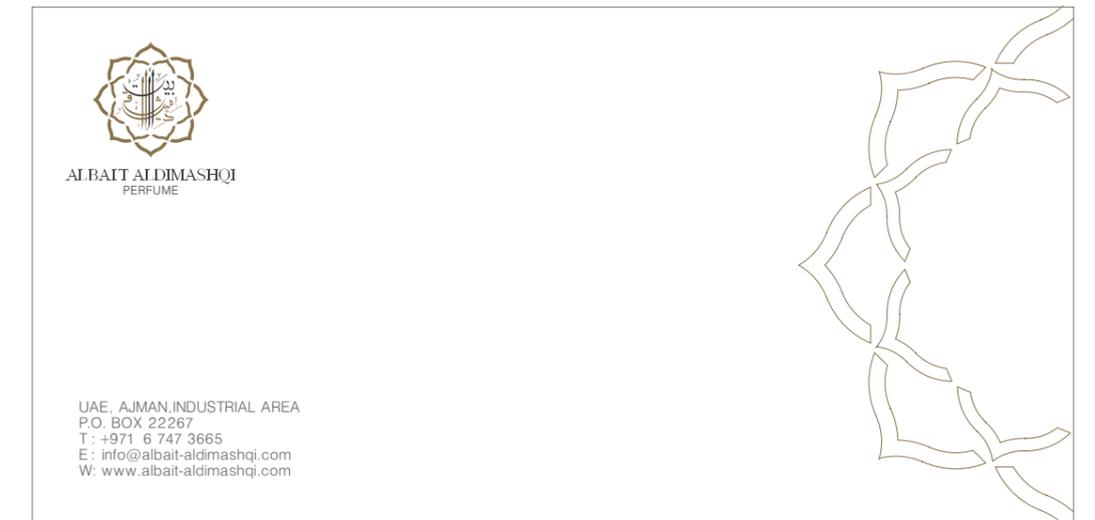
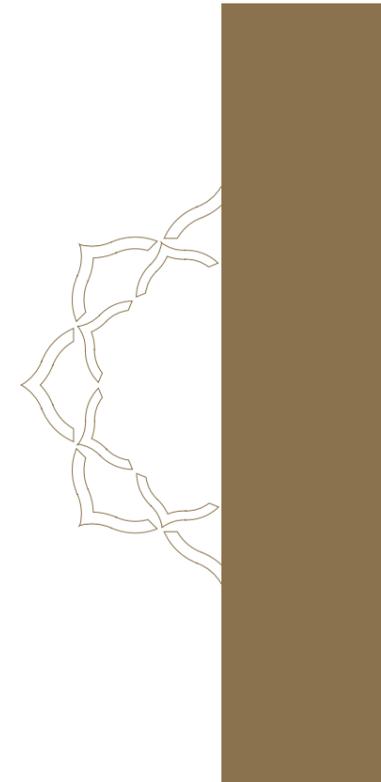


Corporate Application
A4 Envelops



Corporate Application
A3 Envelops







ALBAIT ALDIMASHQI
PERFUME

NAME
Designation

UAE, AJMAN, INDUSTRIAL AREA
P.O. BOX 22267
T : +971 6 747 3665
E : info@albait-aldimashqi.com
W: www.albait-aldimashqi.com



www.albait-aldimashqi.com.com

Helvetica LT Std Light **9 pt**

Best Regards,



NAME HERE
General Manager _____ Helvetica LT Std Roman **7 pt**
Mob : +00 11 222 5555
email: name@albaitaldimashqi.com
web : www.albaitaldimashqi.com
facebook | Twitter | LinkedIn | google+ | youtube

Helvetica LT Std Roman **9 pt**

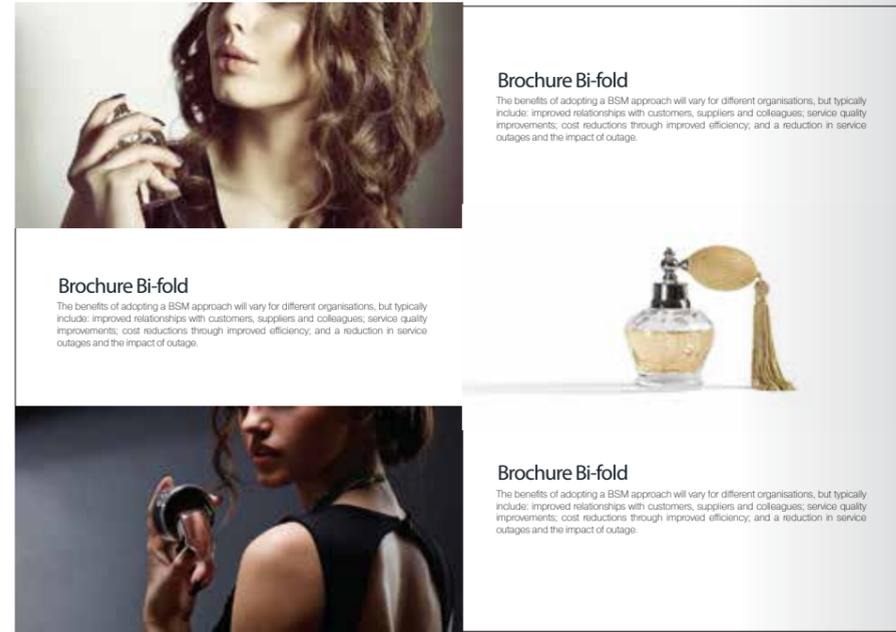
Helvetica LT Std Roman **8 pt**

ALBAIT ALDIMASHQI
PERFUME

www.albaitaldimashqi.com

- PANTONE 485 C #8D7249
- PANTONE Natural Black C #232121





OUTSIDE

INSIDE



PERFUME NAME DESCRIPTION
PERFUME NAME DESCRIPTION



UAE, AJMAN INDUSTRIAL AREA
P.O. BOX 22297
T: +971 6 747 3665
E: info@al-bait-al-dimashqi.com
W: www.al-bait-al-dimashqi.com



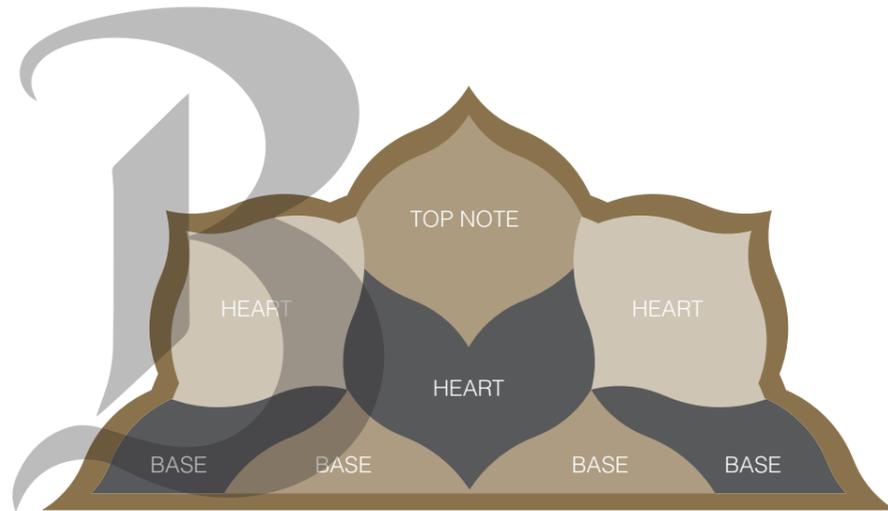
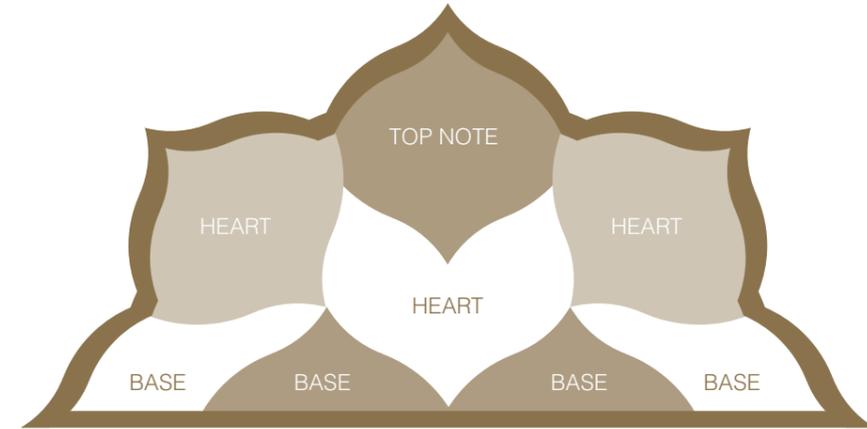
PERFUME NAME DESCRIPTION
PERFUME NAME DESCRIPTION

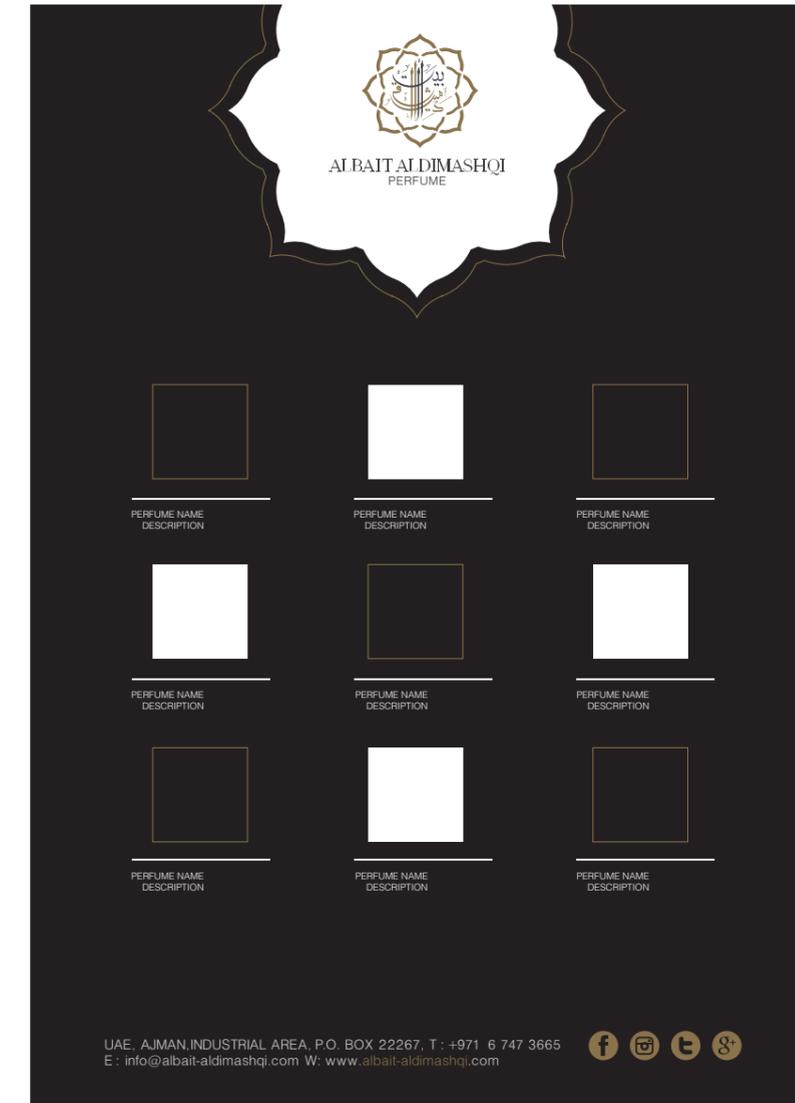












Corporate Application
Facebook - cover



Corporate Application
Facebook - page



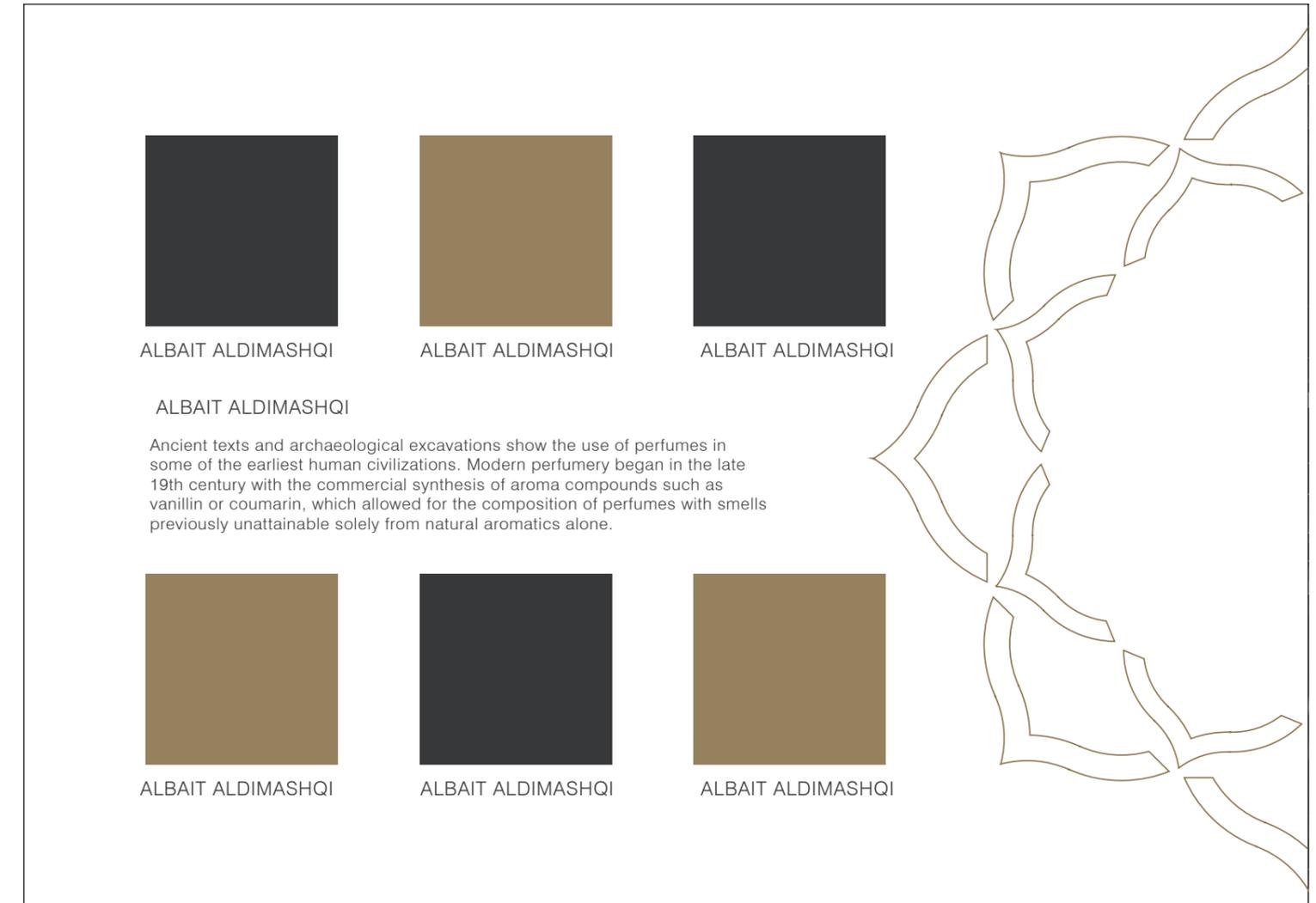






ABOUT ALBAIT ALDIMASHQI

Ancient texts and archaeological excavations show the use of perfumes in some of the earliest human civilizations. Modern perfumery began in the late 19th century with the commercial synthesis of aroma compounds such as vanillin or coumarin, which allowed for the composition of perfumes with smells previously unattainable solely from natural aromatics alone.



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Ancient texts and archaeological excavations show the use of perfumes in some of the earliest human civilizations. Modern perfumery began in the late 19th century with the commercial synthesis of aroma compounds such as vanillin or coumarin, which allowed for the composition of perfumes with smells previously unattainable solely from natural aromatics alone.



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W: www.albait-aldimashqi.com

B



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