

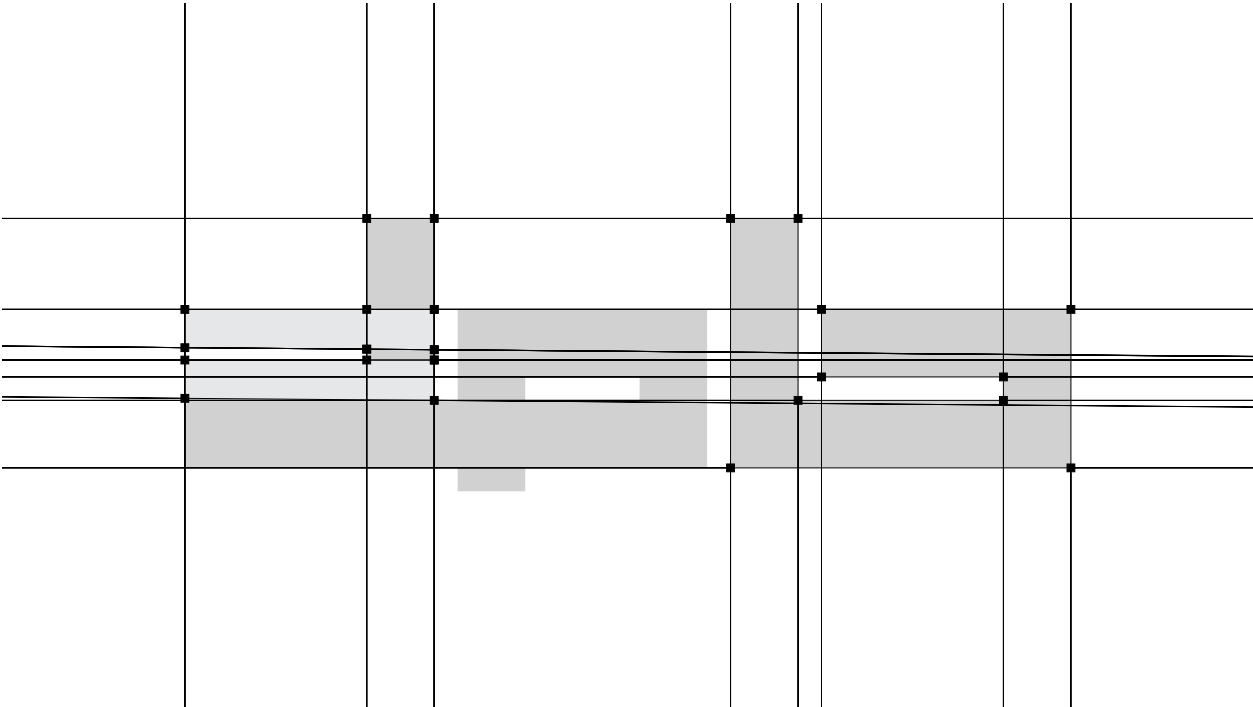


دليل
الهوية





• هيكل الشعار





• الشعار النصي





• باترن



• الالوان الاساسية

R=129 G=127 B=138 HEX 81 7f 8a RGB 129 127 138 CMYK 52 45 35 5 LAB 54 2 -6 GrayScale 49	R=53 G=47 B=68 HEX 35 2f 44 RGB 53 47 68 CMYK 79 80 47 47 LAB 19 8 -14 GrayScale 80	R=0 G=0 B=0 HEX 0 0 0 RGB 0 0 0 CMYK 75 68 67 90 LAB 0 0 0 GrayScale 100	R=239 G=197 B=46 HEX ef c5 2e RGB 239 197 46 CMYK 2 22 99 0 LAB 83 10 83 GrayScale 24	R=180 G=180 B=184 HEX b4 b4 b8 RGB 180 180 184 CMYK 29 24 21 0 LAB 74 0 -3 GrayScale 29
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الخط المستخدم :

Regular

Aa Bb Cc Dd Ee

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

H A S E L

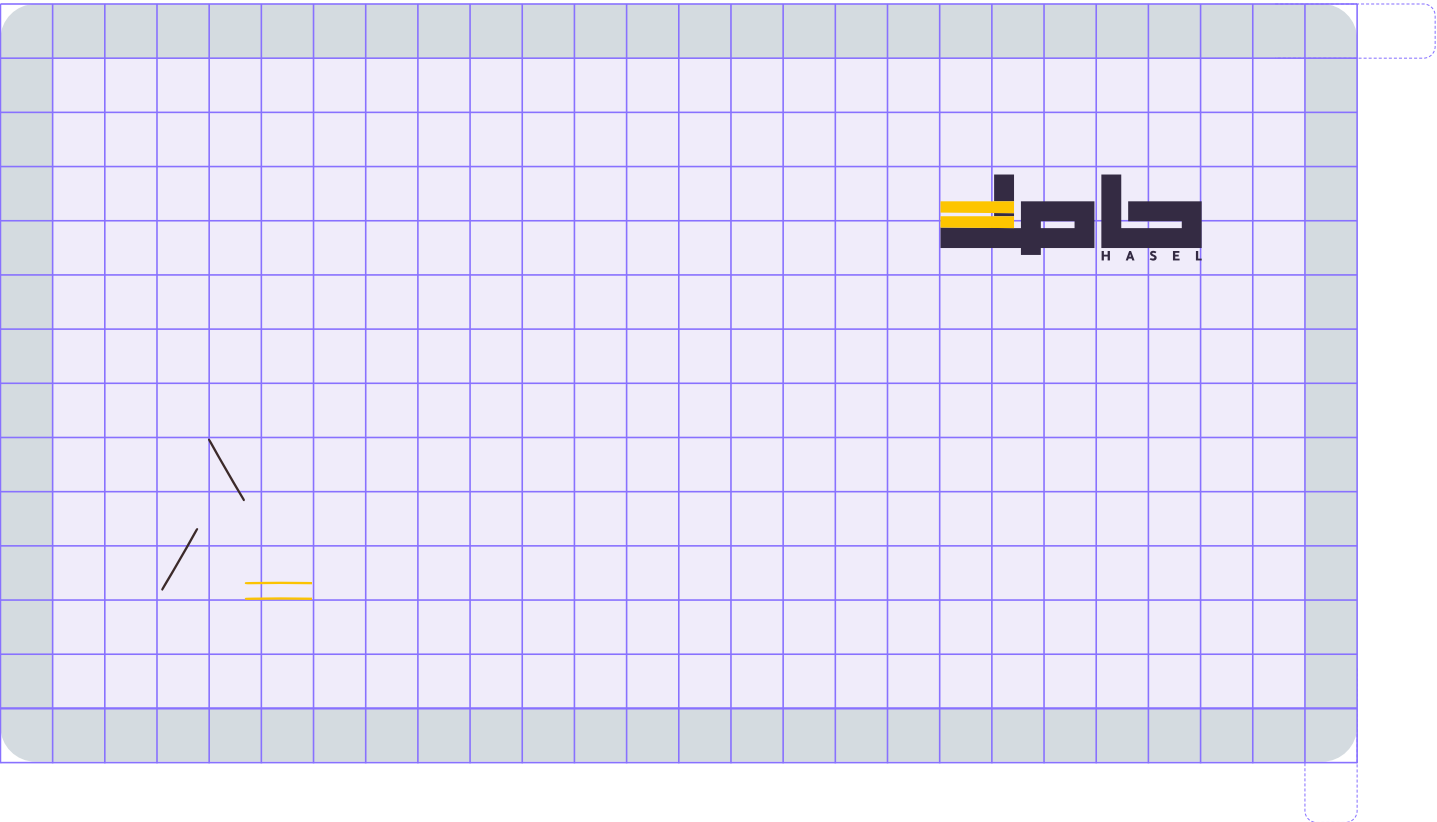
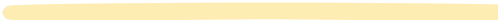
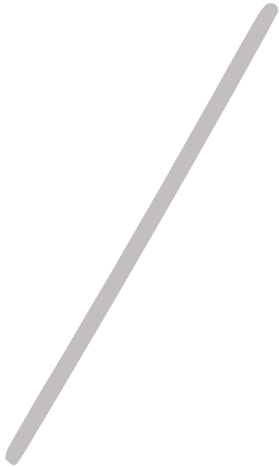
ExtraBold

Aa Bb Cc Dd Ee

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type

H A S E L

Tajawal



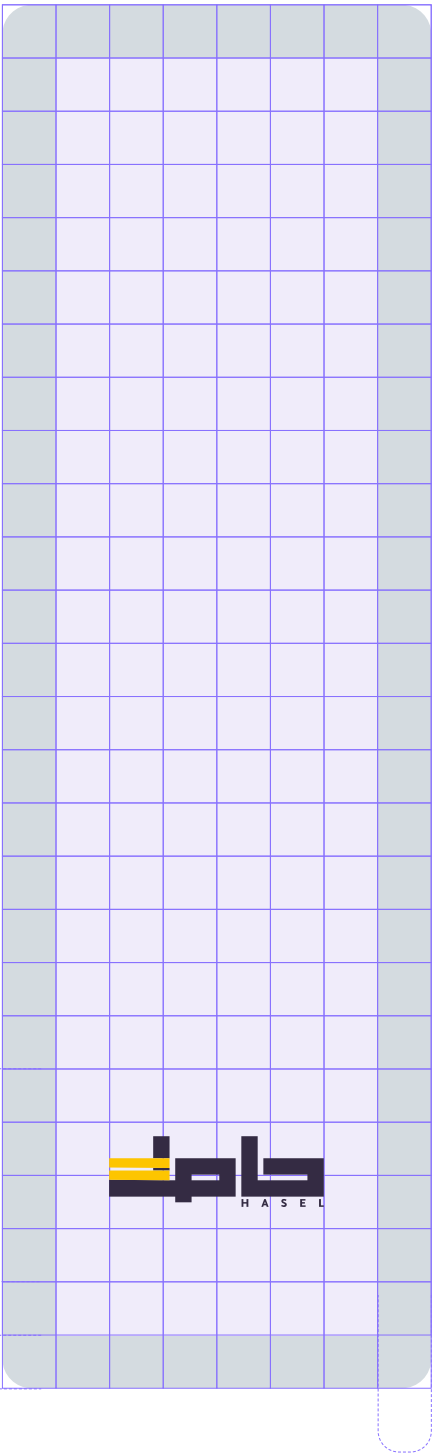
X

1,5X

X

4X

X



• استخدامات خاطئة

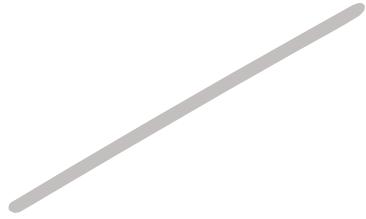
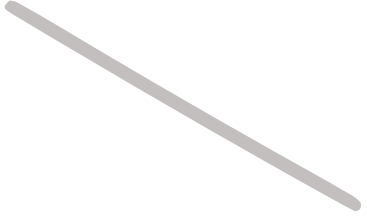
✗ حذف جزء من الشعار



✗ ضغط الشعار



✗ تغيير الألوان لغير ألوان الهوية





• شعارات ثنائية



