

ASDA

Brand Guideline

2019



BRAND IDENTITY

BRANDMARK

- Logo **03**
- Clear Space **04**
- Co-Branding **05**
- Logo Incorrect Usage **06**

COLORS

- Logo Variation **08**
- Logo Reversed Colors **09**
- Primary Colors Palette **10**

TYPOGRAPHY

- Arabic Font **11**
- English Font **12**

BRAND ELEMENTS

- Graphic Elements **14**

PHOTOGRAPHY

- Photography **17**

STATIONERY

ESSENTIALS

- Business Card **20**
- DL Envelope **21**
- A_p A_p Envelope **22**
- Letterhead **23**
- Notepad **24**
- Branded Notebook **25**
- Fax Sheet **27**
- Folder **28**

ADDITIONAL ITEMS

- ID Card **29**
- Proposal Cover **30**
- Stamp **31**
- Leather Folder **32**
- Invoice Book **34**
- Payment Slip **35**

01 BRAND IDENTITY

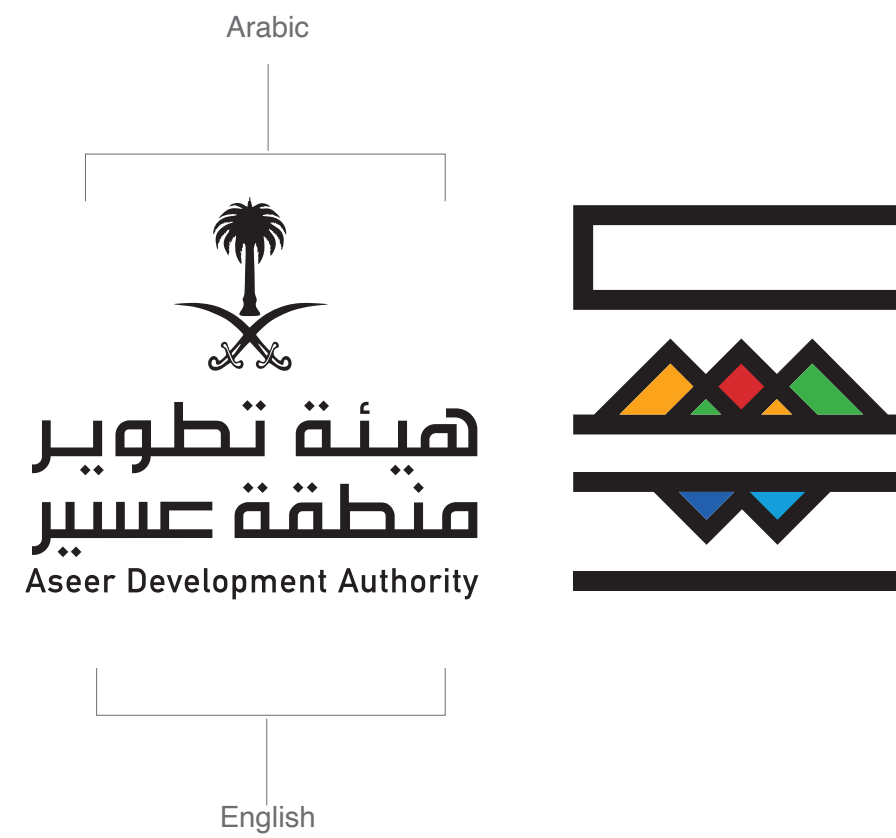
01.01 BRANDMARK



Logo

ASDA logo has Arabic wordmark of the word Aseer, designed in a way to represent Aseer's landmark in each letter (such as the mountains and the sea).

Beside the Arabic wordmark, there is the full brand name in both Arabic and English.



Clear Space

In order to preserve the integrity of the Primary Logo:

- It is important that at no other logos, type or other graphic elements infringe on its space.

-The clear space is to be kept around ASDA logo is based on %50x height and width.

Minimum Size

1. Minimum printing size
ASDA logo must never appear smaller than 3 cm in print.

2. Minimum digital size
ASDA logo must never appear smaller than 100 px in digital.



1. Minimum print size



3 cm

2. Minimum screen size



100px

= X

Co-Branding

In situation where the logo is used with other companies logos namely for sponsorships and co-branding, you must have the clear space as a distance guideline. To ensure that each logo has a breathing space.



Logo Incorrect Usage

Avoid any incorrect usage of the logo

-1 The logo should never be skewed or stretched, and its proportions should never be changed in any way.

-2 The proportions of the brand mark and any of its elements should remain the same.

-3 The logo should never be filled with a gradient, but should always be a solid color, and it should never be used in any color other than the brand colors.

-4 The logo should never be rotated diagonally, or slanted. The only permissible rotation is in a 90° angle, when necessary.

-5 Never add any stylize on the logo.

-6 Never change the distance guidelines so each logo has enough breathing space.

-7 Never use the full colored logo over a colored background.

-8 Never use the full colored logo over a photo.

-9 Never change logo colors.



01 BRAND IDENTITY

01.02 COLORS



Logo Variations

ASDA logo colors are solid and clear on different printing formats:

CMYK, Pantone in normal printing.

RGB colors for digital usage.

Black, Greyscale when needed.

Please make sure you always use the original artwork supplied



MAIN VERSION



BLACK

K 100



GREYSCALE

K 77



GREYSCALE

K 40

Logo Reversed Colors

ASDA logo must be visible on every background created.

It has been uniquely designed and should never be recreated or modified. Please make sure you always use the original artwork supplied.



Primary Colors Palette

ASDA brand has 6 primary colors.

Those colors should be used in all the brand communications and applications. all colors are available in cmyk, rgb and Pantone.



C 1 M 35 Y 95 K 0
R 243 G 137 B 14
PANTONE 137c



C 74 M 64 Y 62 K 80
R 16 G 18 B 19
PANTONE 419C



C 70 M 14 Y 100 K 1
R 79 G 148 B 48
PANTONE 361C



C 15 M 98 Y 96 K 5
R 180 G 17 B 31
PANTONE 1795C



C 75 M 20 Y 0 K 0
R 28 G 143 B 213
PANTONE 299C



C 79 M 70 Y 1 K 0
R 0 G 72 B 153
PANTONE 300C

01 BRAND IDENTITY

01.03 TYPOGRAPHY



Arabic Font

-1 Ara Hamah Alfidaa

Regular
Use this font titles

-2 The Sans

Bold
Use this font for subtitle
Plain
Use this font for body text.

-1 Ara Hamah Alfidaa

Regular

إذا أنت أسديت جميلاً إلى إنسان فحذار أن تذكره
وإن أسدى إنسان إليك جميلاً فحذار أن تنساه

ابن المقفع

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

-2 The Sans

Plain

إذا أنت أسديت جميلاً إلى إنسان فحذار
أن تذكره وإن أسدى إنسان إليك جميلاً
فحذار أن تنساه

ابن المقفع

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
9876543210

Bold

إذا أنت أسديت جميلاً إلى إنسان فحذار
أن تذكره وإن أسدى إنسان إليك جميلاً
فحذار أن تنساه

ابن المقفع

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
9876543210



English Font

-1 Cairo

Bold
Use this font titles

-2 The Sans

Bold
Use this font for subtitle
Plain
Use this font for body text.



Cairo Regular

Do as you would be done by

Do as you would be done by Do as you
would be done by Do as you would be
done.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789

The Sans Plain

Do as you would be done by

Do as you would be done by Do as you
would be done by Do as you would be
done.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789

The Sans Bold

Do as you would be done by

**Do as you would be done by Do as you
would be done by Do as you would be
done.**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

0123456789

01 BRAND IDENTITY

01.04 BRAND ELEMENT



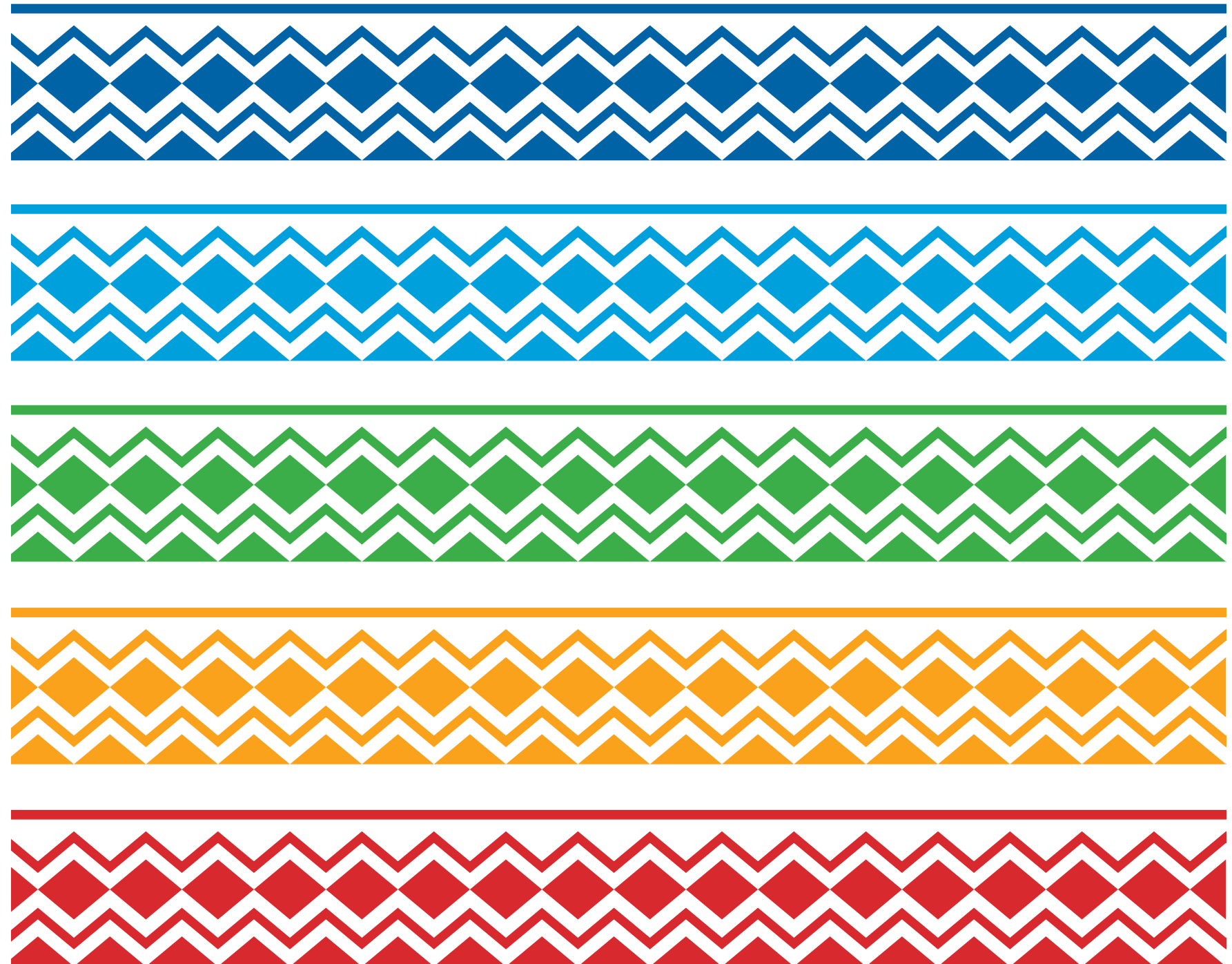
Graphic Elements

ASDA graphic element is a pattern that was inspired from the culture of Aseer.

The pattern is flexible and can be applied in all ASDA colors

All Elements should not be stretched neither vertical nor horizontal.

These elements can be modified in the size proportionally as a unit or by changing the colors of both pattern and background using ASDA primary color palette.



Graphic Elements

ASDA graphic element is a pattern that was inspired from the culture of Aseer.

The pattern is flexible and can be applied in all ASDA colors

All Elements should not be stretched neither vertical nor horizontal.

These elements can be modified in the size proportionally as a unit or by changing the colors of both pattern and background using ASDA primary color palette.



01 BRAND IDENTITY

01.05 PHOTOGRAPHY



-1 Nature Photography

Night and morning
photography for Aseer Nature.
Showing its landscape beauty.



-2 Culture Up Photography

Culture photography shows
the pattern of Aseer and its
iconic building.



-3 People Photography

People are one of the most
important elements of Aseer.
People photography is to show
its people and their traditional
clothes.

02 STATIONERY

02.01 ESSENTIALS



Business Card

The front side of the business card template has ASDA logo with all the other information, the back side has the graphic element .

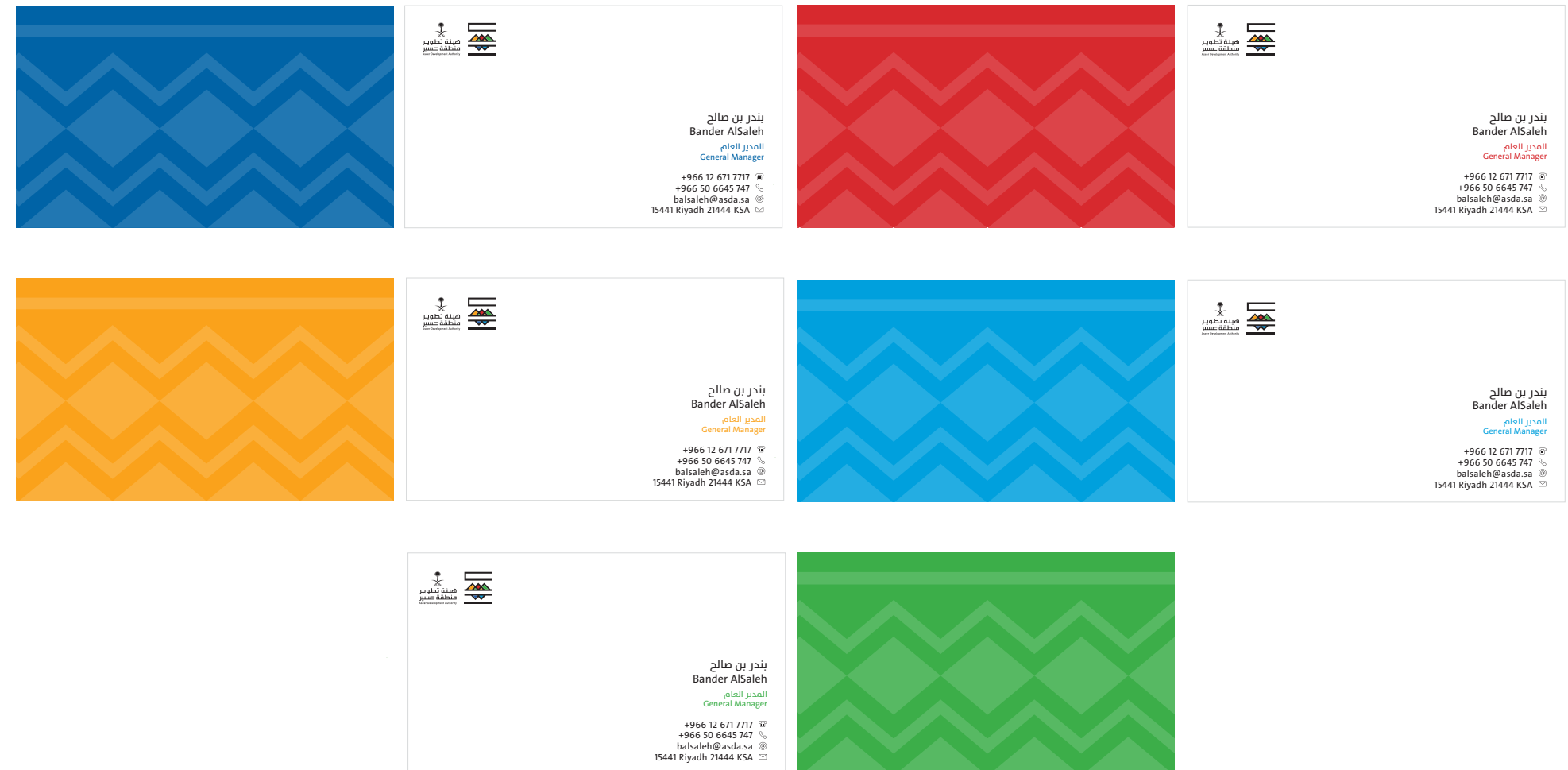
Brand Mark
Full-color main version. Always use the master artwork.

Typesetting
Name: Arabic: The Sans Plain
English: The Sans Plain

Job Title:
Arabic: The Sans Plain
English: The Sans Plain

Contacts
English: The Sans Plain

Size
W85 X H50mm

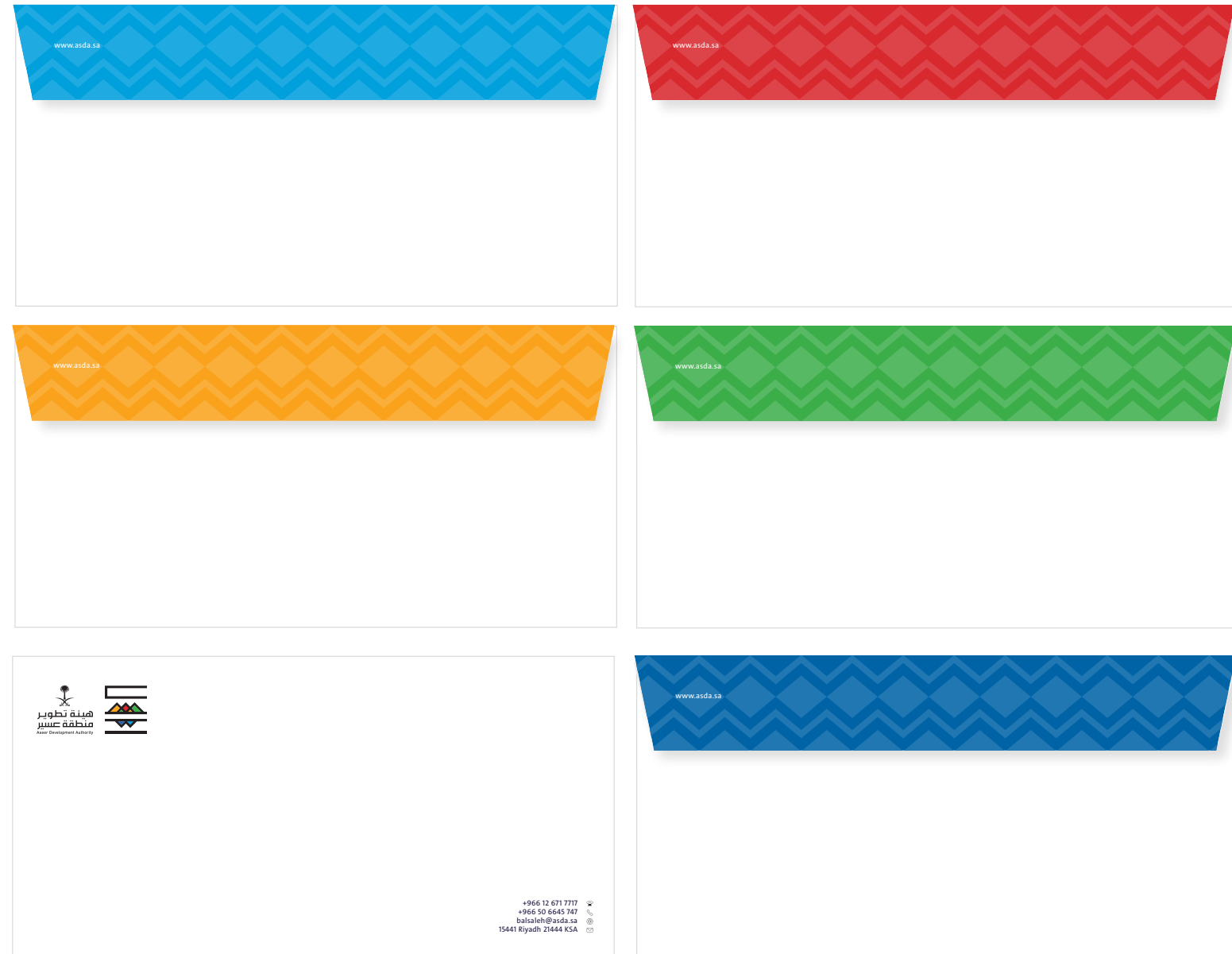


DL Envelope

The envelope template has the logo in the left corner of the back side, along with the information in the right corner.

Brand Mark
Full-color main version. Always use the master artwork.

Size
DL 220x110 mm

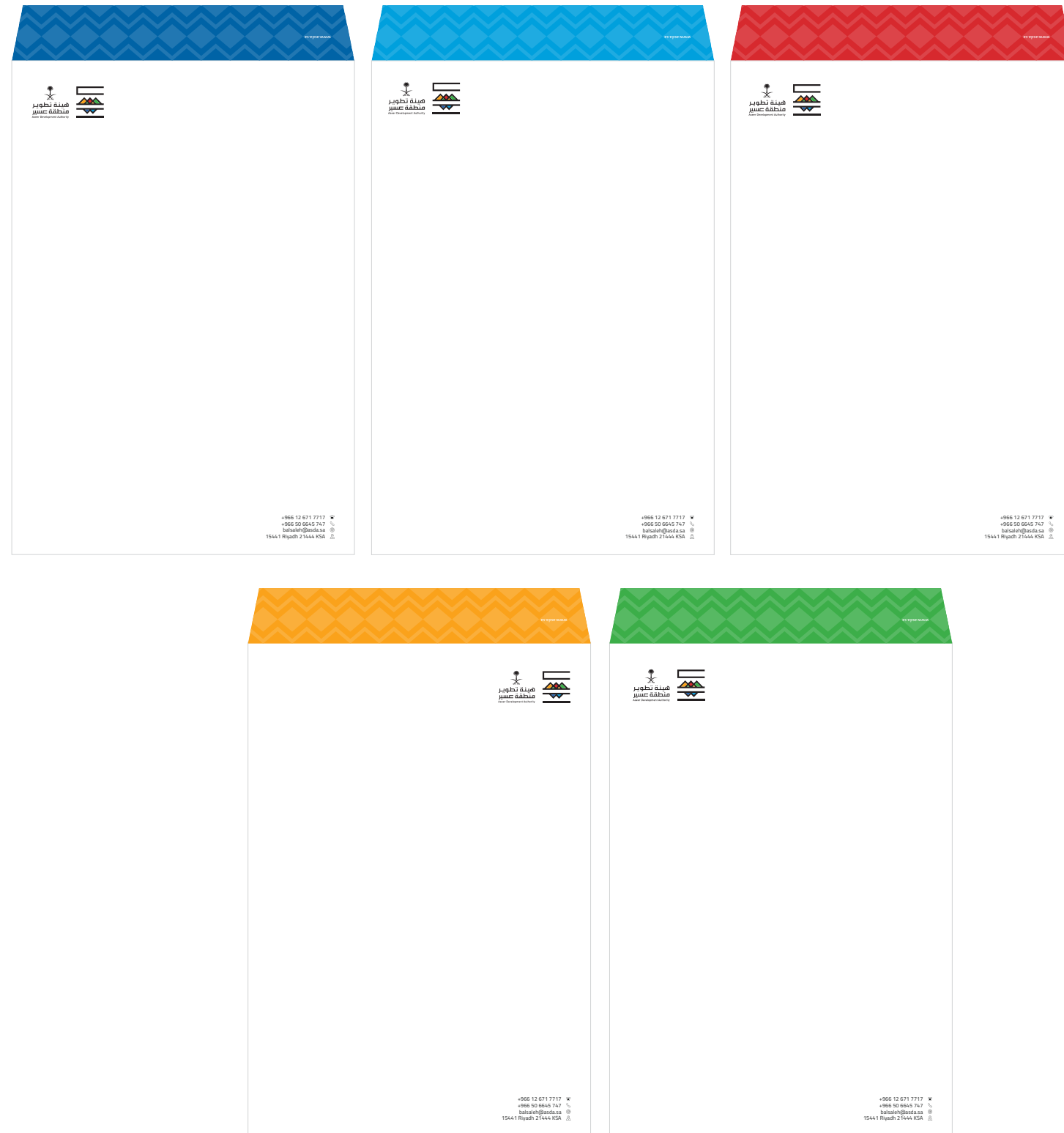


Envelope

The envelope template has the logo in the left corner of the back side, along with the information in the right corner.

Brand Mark
Full-color main version. Always use the master artwork.

Size
A4\A5



Letter Head

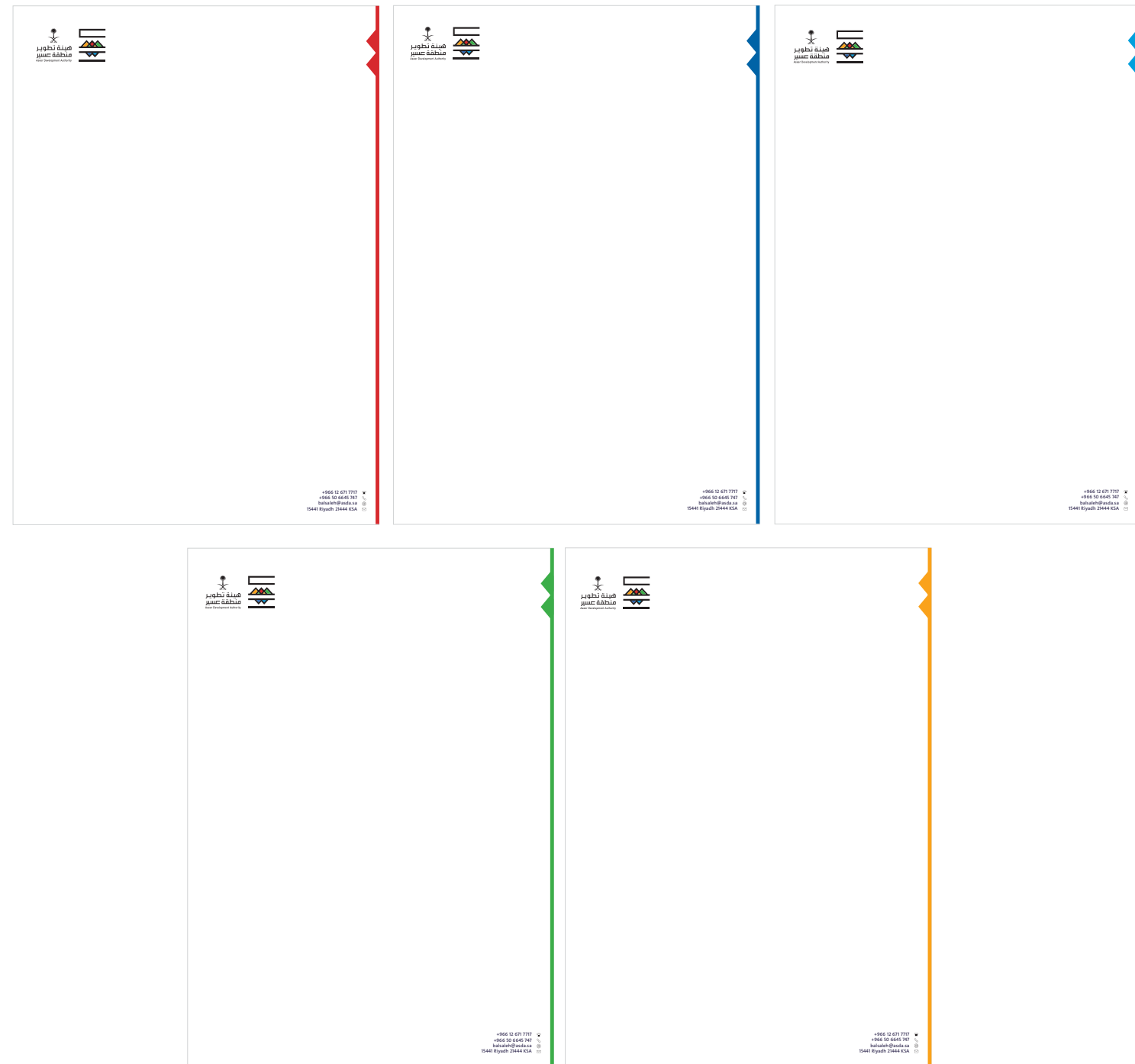
The letterhead has the logo in the left corner, all the information are in the right corner. The right side of the letterhead has the brand graphic element.

Brand Mark
Full-color main version. Always use the master artwork.

Typesetting

English: The Sans Plain

Size
A4



Notepad

The front cover of the notepad is colored with the brand design element and the logo behind a white background.

Brand Mark
Full-color main version. Always use the master artwork.

Size
A4



Branded Notebook

The front cover of the note book is colored leather with the brand design element and the logo engraved



Branded Notebook

The front cover of the note book is colored leather with the brand design element and the logo engraved

Fax Sheet

Fax sheet is always in black and white colors, even the logo should always be in the black format color.

Brand Mark
Black colored logo. Always use the master artwork.

Size
A4

Date :

FAX

NAME: FAX:
PHONE: ADRESS:

Subject:

Message:

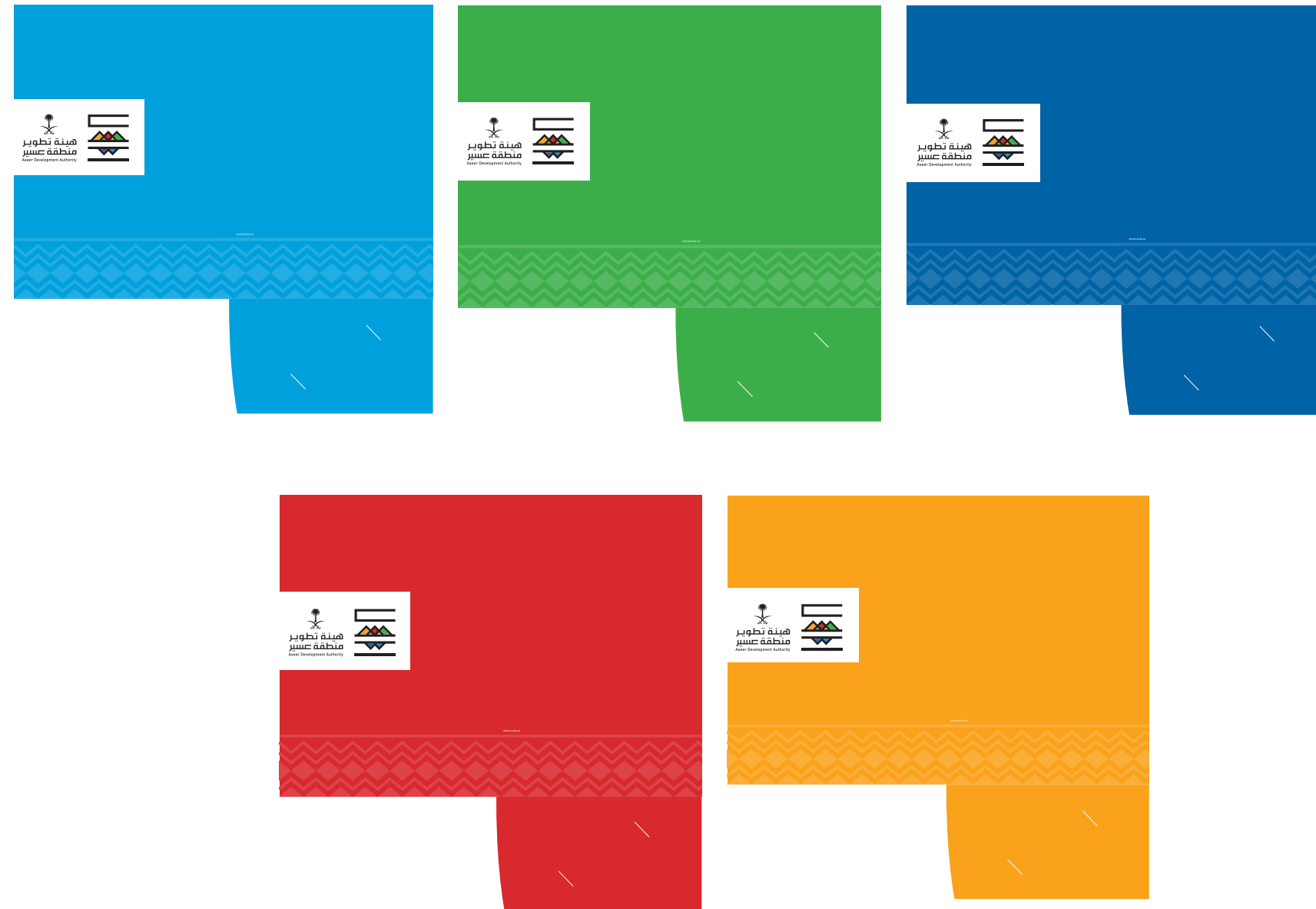
+966 12 671 7717
+966 50 6645 747
balsaleh@asda.sa
15441 Riyadh 21444 KSA

Folder

The folder can be in any color of ASDA primary colors. The bottom of the folder has the design element.

Brand Mark
Full-color main version. Always use the master artwork.

Size
Standard folder size to hold A4 gutter variations 1".



THANK YOU

The image features a solid green background. A horizontal band of a lighter shade of green runs across the middle. At the bottom, there is a decorative pattern of three overlapping, downward-pointing chevrons in varying shades of green.